Video

ULI Philadelphia Resilient Land Use Cohort Advisory Services Panel

Presentation
Date: April 21, 2021

00:00:05 --> 00:00:09: Well, good morning everyone. My name is Uwe Brandes and
00:00:09 --> 00:00:13: it's been my great honor to chair this panel.
00:00:13 --> 00:00:18: Uhm, I want to maybe just introduce myself a little
00:00:19 --> 00:00:22: bit and talk about the process and then.
00:00:22 --> 00:00:26: I'd like to invite this is somewhat impromptu,
00:00:26 --> 00:00:28: but I'd like to invite Joe Forkin to just say
00:00:28 --> 00:00:29: a few words in just a minute.
00:00:29 --> 00:00:32: Just just welcoming us to the to the meeting.
00:00:32 --> 00:00:36: Uhm? We are here on behalf of the Urban Land
00:00:36 --> 00:00:40: Institute and over the last couple of days this entire
00:00:40 --> 00:00:45: week we've conducted what the Urban Land Institute calls an
00:00:45 --> 00:00:52: advisory service panel. We've assembled this amazing group of people
00:00:52 --> 00:00:58: from outside Philadelphia and we've come here at the invitation
00:00:58 --> 00:01:05: of the Delaware River Waterfront Corporation and ULI Philadelphia.
00:01:05 --> 00:01:09: The local chapter of of ULI.
00:01:09 --> 00:01:12: So I'd just like to welcome everyone Joe.
00:01:12 --> 00:01:14: I'm just going to invite you to welcome everyone as
00:01:14 --> 00:01:14: well.
00:01:17 --> 00:01:17: With
00:01:17 --> 00:01:19: thanks so I I really,
00:01:19 --> 00:01:23: really appreciated everyone joining this morning and helping the Delaware
00:01:23 --> 00:01:28: River Waterfront Corporation think through some specific waterfront issues that
00:01:28 --> 00:01:28: we have,
00:01:28 --> 00:01:33: especially around a certain planning area that we've identified and

00:01:33 --> 00:01:36: an issue that we've been looking at for a number
00:01:36 --> 00:01:39: of years now about what to do with former industrial
00:01:39 --> 00:01:41: pier structures in the river.
00:01:41 --> 00:01:46: There they're appropriate return to either the environment or productive
00:01:46 --> 00:01:47: development and just.
00:01:47 --> 00:01:50: I'm really looking forward to hearing what everyones learned and
00:01:50 --> 00:01:52: the conversation this morning and the lessons that we can
00:01:52 --> 00:01:54: learn from that moving forward.
00:01:54 --> 00:01:56: That's great thanks. Thanks so much,
00:01:56 --> 00:01:59: Joe. It's really been our honor to to be here.
00:01:59 --> 00:02:02: Uhm, Kelsey. What I would like to do is maybe
00:02:02 --> 00:02:06: let's go straight to the slide deck and for all
00:02:06 --> 00:02:10: the panelists we won't do a full introduction right now.
00:02:10 --> 00:02:13: I'd just ask that you introduce yourself when it's time
00:02:13 --> 00:02:14: your time to speak.
00:02:17 --> 00:02:21: So this is one of the peers from this the
00:02:21 --> 00:02:22: site area.
00:02:22 --> 00:02:25: Next slide please. First, first and foremost,
00:02:25 --> 00:02:29: I I'd just like to personally and on behalf of
00:02:29 --> 00:02:29: the panel,
00:02:29 --> 00:02:34: thank everyone that we spoke to on on Monday.
00:02:34 --> 00:02:38: Excuse me on Tuesday, it has just been such an
00:02:38 --> 00:02:41: incredible steep learning curve for us.
00:02:41 --> 00:02:46: We've learned so much through everyone's participation and that's really
00:02:46 --> 00:02:50: the strength of these advisory service panels is really banning
00:02:50 --> 00:02:51: out.
00:02:51 --> 00:02:56: Connecting with primary stakeholders. And I'd just like to thank
00:02:56 --> 00:03:01: everyone for making the time and for your constructive engagement
00:03:01 --> 00:03:04: with us so big thank you to everyone.
00:03:04 --> 00:03:11: Next slide please. And big thank you to our sponsors.
00:03:11 --> 00:03:14: You'll hear more about this in a few slides,
00:03:14 --> 00:03:20: but this panel has been supported locally by the Delaware
00:03:20 --> 00:03:26: River Waterfront Corporation and a big thank you to Joe
00:03:26 --> 00:03:27: your team.
00:03:27 --> 00:03:33: The board. Thank you so much for extending the support
00:03:33 --> 00:03:36: to having this panel happen.
00:03:36 --> 00:03:38: And you'll hear in a second.

00:03:38 --> 00:03:41: This panel is part of a series of panels that
00:03:41 --> 00:03:46: are happening across the country that look at the issues
00:03:46 --> 00:03:48: of resilience and in cities.
00:03:48 --> 00:03:53: And that broader program is being underwritten by JP Morgan
00:03:53 --> 00:03:58: Chase and we extend our deepest gratitude to JP Morgan
00:03:58 --> 00:04:02: to enable us to be having this conversation today.
00:04:02 --> 00:04:10: Next slide. Uhm? The Urban Land Institute is a large
00:04:10 --> 00:04:13: global organization.
00:04:13 --> 00:04:16: Many of you I know are are very engaged with
00:04:16 --> 00:04:16: you.
00:04:16 --> 00:04:20: Well, I, but I think some of you may not
00:04:20 --> 00:04:25: be as engaged as others were a nonprofit organization.
00:04:25 --> 00:04:31: We are decidedly interdisciplinary. We are a big umbrella for
00:04:31 --> 00:04:35: the Urban Development space globally.
00:04:35 --> 00:04:41: And we recently crafted a new mission statement,
00:04:41 --> 00:04:45: which is to shape the future of the built environment
00:04:45 --> 00:04:48: for transformative impact in communities worldwide.
00:04:48 --> 00:04:52: Very powerful mission statement and we'll come back to some
00:04:52 --> 00:04:54: of these ideas in a few slides.
00:04:54 --> 00:04:58: Next slide, please. And there's a lot going on at
00:04:59 --> 00:05:03: ULI because there's a lot going on in cities and
00:05:03 --> 00:05:07: we just wanted to call out a statement from our
00:05:07 --> 00:05:12: global chairman, Owen Thomas, who's the CEO of Boston Properties,
00:05:12 --> 00:05:17: very large and important. Company and he has come to
00:05:17 --> 00:05:22: his chairmanship at the Urban Land Institute,
00:05:22 --> 00:05:27: elevating the issues of climate change to our work.
00:05:27 --> 00:05:29: This is very important for you alive.
00:05:29 --> 00:05:31: This is very important for our conversation today.
00:05:31 --> 00:05:39: Next slide please. And we also wanted to just share
00:05:39 --> 00:05:40: that.
00:05:40 --> 00:05:45: We are living within an extraordinary time of change thinking
00:05:45 --> 00:05:50: about the role of cities and economic development and how
00:05:50 --> 00:05:56: sustainable equitable development really happens in cities and our global
00:05:56 --> 00:06:01: CEO has underscored the importance of thinking about how the
00:06:01 --> 00:06:04: Urban Development process can help.
00:06:04 --> 00:06:10: Uhm, rather than perpetuate inequalities in in society.
00:06:10 --> 00:06:16: Next slide, please. Uhm, so we're here under this umbrella
00:06:16 --> 00:06:20: of this advisory service panel program.

00:06:20 --> 00:06:22: I'd like to introduce Kelsey Stephen,
00:06:22 --> 00:06:27: who is our fearless leader in organizing this panel just
00:06:27 --> 00:06:31: to share a couple of words about the advisory service
00:06:32 --> 00:06:32: program.
00:06:32 --> 00:06:33: Thanks,
00:06:33 --> 00:06:37: Yvonne. I'm welcome everyone. My name is Kelsey Steven.
00:06:37 --> 00:06:41: I'm a director with the advisory services program at ULI.
00:06:41 --> 00:06:44: Advisory Services program has a long tradition with you ally,
00:06:44 --> 00:06:48: and we've worked with more than 700 communities across the
00:06:48 --> 00:06:52: country and around the world to help address and provide
00:06:52 --> 00:06:54: strategic solutions to challenging land use
00:06:55 --> 00:06:55: problems.
00:06:57 --> 00:06:57: To
00:06:57 --> 00:07:00: note that all of our panels are led by volunteer
00:07:00 --> 00:07:03: professionals like the ones here today they come to us
00:07:03 --> 00:07:07: from across the country and dedicate their time and expertise
00:07:07 --> 00:07:11: to these projects and they are really the reason we
00:07:11 --> 00:07:15: are able to help put utilize mission into practice.
00:07:15 --> 00:07:18: So a huge thanks to DRW C for interesting ULI
00:07:18 --> 00:07:22: and partnering with us on this important project.
00:07:22 --> 00:07:25: This community is now one of many that ULI has
00:07:25 --> 00:07:27: had the opportunity to touch.
00:07:27 --> 00:07:28: So thank you,
00:07:28 --> 00:07:30: thank you. Next slide please.
00:07:33 --> 00:07:39: And our our work here today does also relate directly
00:07:39 --> 00:07:43: to a major stream of work at ULI.
00:07:43 --> 00:07:47: Related to both climate change mitigation.
00:07:47 --> 00:07:51: Annualize Greenprint Center for building performance.
00:07:51 --> 00:07:55: As well as climate change adaptation that we'll be spending
00:07:55 --> 00:07:58: a little bit more time talking about today.
00:08:00 --> 00:08:05: And I think in you know I would just reflect
00:08:05 --> 00:08:06: that.
00:08:06 --> 00:08:09: These are important issues that have been discussed for the
00:08:09 --> 00:08:09: last.
00:08:09 --> 00:08:12: You know, ten 1520 years now,
00:08:12 --> 00:08:16: but often at the on the sideline.
00:08:16 --> 00:08:20: And these issues now are front and center,
00:08:20 --> 00:08:23: and even as we gather here today,
00:08:23 --> 00:08:25: I'm just reading the headlines in the newspaper this morning.
00:08:25 --> 00:08:26: We we are, of course,
00:08:26 --> 00:08:32: convening on Earth Day. And President Biden has rolled out

00:08:32 --> 00:08:37: an extremely aggressive and very exciting set of goals and
00:08:37 --> 00:08:40: aspirations for our entire country,
00:08:40 --> 00:08:44: and these issues are no longer on the sidelines.
00:08:44 --> 00:08:48: They are at the core of how Urban Development happens
00:08:48 --> 00:08:49: in our cities.
00:08:49 --> 00:08:54: Next slide, please. And this panel is part of several
00:08:54 --> 00:08:59: panels being underwritten by JP Morgan Chase,
00:08:59 --> 00:09:03: and I'd like to just hand it over to Leah
00:09:03 --> 00:09:07: Shepherd to talk a little bit about this program.
00:09:07 --> 00:09:13: Leo works within EU Li Center for Sustainability and Economic
00:09:13 --> 00:09:17: Performance and and just as a quick note,
00:09:17 --> 00:09:21: Lee is also a native Philadelphian Thanks
00:09:21 --> 00:09:24: Eva. Hi everyone, I'm Lea Shepard on the manager for
00:09:24 --> 00:09:28: the Urban Resilience program and so happy and honored to
00:09:28 --> 00:09:31: be here with you guys to share these recommendations along
00:09:31 --> 00:09:33: with the Rs teamed panelists.
00:09:33 --> 00:09:37: So the resilient land use cohort is a larger cohort
00:09:37 --> 00:09:40: of eight cities that is hosting on the ground.
00:09:40 --> 00:09:44: Technical assistance exercises just like this one and also meets
00:09:44 --> 00:09:48: regularly to learn from national best practices and climate resilience.
00:09:48 --> 00:09:51: So the Philadelphia example you can see here.
00:09:51 --> 00:09:56: Is on the map. It's just one of the few
00:09:56 --> 00:09:57: coastal.
00:09:57 --> 00:10:01: Cities that are going through this process and leveraging ULI
00:10:01 --> 00:10:06: member expertise and perspectives to bring these national and actually
00:10:06 --> 00:10:09: global best practices home and to hand our land use
00:10:09 --> 00:10:12: policies and development strategies going forward.
00:10:12 --> 00:10:15: So not only are these recommendations hopefully going to inform
00:10:15 --> 00:10:18: the next steps right here at home in Philadelphia,
00:10:18 --> 00:10:22: but also be a platform for our membership and the
00:10:22 --> 00:10:27: global community to to continue to learn and develop resiliently.
00:10:27 --> 00:10:28: Going forward.
00:10:29 --> 00:10:35: It's great. Next slide. Uhm Leo,
00:10:35 --> 00:10:38: let me let me take this and just say that.
00:10:38 --> 00:10:42: What's so interesting about this panel is that we're not
00:10:42 --> 00:10:45: only coming to you to learn from you and provide
00:10:45 --> 00:10:47: some feedback to you,

00:10:47 --> 00:10:50: but we're also trying to learn from these other cities
00:10:50 --> 00:10:53: at the same time and and so there's a lot
00:10:53 --> 00:10:56: of knowledge sharing that's occurring.
00:10:56 --> 00:10:59: There are many, many important,
00:10:59 --> 00:11:04: and in some cases unprecedented questions that we're grappling with,
00:11:04 --> 00:11:08: and so this panel today is part of this.
00:11:08 --> 00:11:13: Larger effort across that's that's that's national.
00:11:13 --> 00:11:21: Next slide, please. So this is an introduction of our
00:11:21 --> 00:11:22: panel.
00:11:22 --> 00:11:26: Our panelists have an incredible amount of experience in a
00:11:27 --> 00:11:30: number of different areas and expertise.
00:11:30 --> 00:11:33: I'm gonna ask them to introduce themselves when they speak,
00:11:33 --> 00:11:35: so we're not going to go through a round of
00:11:36 --> 00:11:37: introductions right now,
00:11:37 --> 00:11:40: but let me just take a moment now just to
00:11:40 --> 00:11:41: introduce myself.
00:11:41 --> 00:11:43: My name is Uwe Brandes.
00:11:43 --> 00:11:47: I'm a professor at Georgetown University.
00:11:47 --> 00:11:53: And I'm also a former public official in Washington DC.
00:11:53 --> 00:11:59: I spent two terms working for Mayor Williams.
00:11:59 --> 00:12:03: Some years ago now where I was responsible for coordinating
00:12:03 --> 00:12:04: and managing and,
00:12:04 --> 00:12:10: and, and and and leading many of the urban planning
00:12:10 --> 00:12:17: and Urban Development activities focused on the Anacostia River in
00:12:17 --> 00:12:18: Washington DC.
00:12:18 --> 00:12:23: Seeing you know, building a new baseball ballpark.
00:12:23 --> 00:12:27: Many new parks, lots of new housing.
00:12:27 --> 00:12:31: New headquarters for EU S Department of Transportation,
00:12:31 --> 00:12:35: new tourist destinations, and so forth.
00:12:35 --> 00:12:41: I am a very very dedicated.
00:12:43 --> 00:12:47: Groupie if you will. Of urban waterfronts.
00:12:47 --> 00:12:52: I love urban waterfronts. I've really organized my whole career
00:12:52 --> 00:12:55: around that and again as my great honor to be
00:12:55 --> 00:12:59: here today and I also wanted to just share.
00:12:59 --> 00:13:02: I currently am the Chair of the.
00:13:02 --> 00:13:06: Climate change and Resilience Commission that we have formed in
00:13:06 --> 00:13:07: Washington DC.

00:13:07 --> 00:13:09: It's my great honor to be here today.
00:13:09 --> 00:13:16: Next slide, please. So what did we do this week?
00:13:16 --> 00:13:20: We spent a full day with the DRW C staff
00:13:20 --> 00:13:23: and you alive Philadelphia staff.
00:13:23 --> 00:13:29: On Monday, learning as much as we could from.
00:13:29 --> 00:13:34: From them and of course we have conducted this entire
00:13:34 --> 00:13:36: panel virtually.
00:13:36 --> 00:13:40: We did organize a really well curated.
00:13:40 --> 00:13:42: Virtual site visit on Monday.
00:13:42 --> 00:13:44: In order to get to know the site,
00:13:44 --> 00:13:49: get to know the context and surrounding neighborhoods.
00:13:49 --> 00:13:54: On Tuesday, we conducted over 30 confidential interviews with many
00:13:54 --> 00:13:55: of you here,
00:13:55 --> 00:13:59: today and and others who have not been able to
00:13:59 --> 00:14:02: join us here today and really learned,
00:14:02 --> 00:14:07: you know, the unvarnished perspective that people have about this
00:14:07 --> 00:14:07: challenge.
00:14:09 --> 00:14:14: We sequestered ourselves all day yesterday and had lots of
00:14:15 --> 00:14:20: debate and discussion and and and tried to reconcile different
00:14:20 --> 00:14:25: objectives and we have done our best to synthesize and
00:14:25 --> 00:14:29: articulate that in the form of the slide deck that
00:14:29 --> 00:14:31: we're going through today.
00:14:31 --> 00:14:34: And of course, we're presenting this to you today.
00:14:34 --> 00:14:38: This is just the conclusion of the first step from
00:14:38 --> 00:14:41: from now from this meeting forward,
00:14:41 --> 00:14:45: we're going to synthesize this further into a written report.
00:14:45 --> 00:14:49: And it is my sincere hope,
00:14:49 --> 00:14:55: and certainly my objective, to deliver this report in person
00:14:55 --> 00:14:57: to you in Philadelphia,
00:14:57 --> 00:15:04: so that we can have some time together to further
00:15:04 --> 00:15:06: discuss and.
00:15:06 --> 00:15:12: Interpret the findings of the report for for the benefit
00:15:12 --> 00:15:13: of the DRWC.
00:15:13 --> 00:15:17: Next slide, please. OK, so here we go.
00:15:17 --> 00:15:18: We're going to start in now.
00:15:18 --> 00:15:22: Let's look at the site and the challenge that has
00:15:23 --> 00:15:25: been given to us by DRW.
00:15:25 --> 00:15:29: See next slide, please. So here's the site,
00:15:29 --> 00:15:32: UM, it is on the Delaware waterfront.
00:15:32 --> 00:15:36: Of course it's the southernmost.

00:15:36 --> 00:15:43: Of section of jurisdiction within the DRW see next slide,
00:15:43 --> 00:15:50: please. Here's a site in a historic photograph from 1928.
00:15:50 --> 00:15:53: And you can see the site is adjacent to several
00:15:53 --> 00:15:58: important neighborhoods and communities in South Philadelphia.
00:15:58 --> 00:16:04: Next next slide please. Here's another location of the site
00:16:04 --> 00:16:04: in,
00:16:05 --> 00:16:10: in this case, within the very important document of the
00:16:10 --> 00:16:15: 2012 master plan for the DRW C and and and
00:16:15 --> 00:16:18: here you can see of course,
00:16:18 --> 00:16:22: the site is at the southernmost reach of of its
00:16:22 --> 00:16:25: jurisdiction conceptually,
00:16:25 --> 00:16:27: as I've been thinking about the site,
00:16:27 --> 00:16:31: it's really bookended by. The Coast Guard on on the
00:16:31 --> 00:16:34: one side and and and the harbor the port on
00:16:34 --> 00:16:35: on the other.
00:16:35 --> 00:16:41: So it's this stretch of land most immediately adjacent to
00:16:41 --> 00:16:43: the Pennsport neighborhood.
00:16:43 --> 00:16:49: Next slide, please. So here is zooming in to an
00:16:49 --> 00:16:56: existing conditions aerial photograph of of the site.
00:16:56 --> 00:17:00: It's bounded by Columbus and Delaware,
00:17:00 --> 00:17:07: Columbus Blvd Delaware Ave. It includes the big box stores
00:17:07 --> 00:17:10: at the southernmost end.
00:17:10 --> 00:17:15: A variety of parcels and importantly in the river.
00:17:15 --> 00:17:19: A number of these old historic peers.
00:17:19 --> 00:17:24: Next slide, please. Some of the peers you know the
00:17:24 --> 00:17:25: peers have.
00:17:25 --> 00:17:30: A variety of of existing conditions associated with them.
00:17:30 --> 00:17:37: Some are intact. Most of them are in some state
00:17:37 --> 00:17:39: of disrepair.
00:17:39 --> 00:17:42: Several are eroding into the water.
00:17:42 --> 00:17:44: This is just one, one photograph of one of the
00:17:44 --> 00:17:45: peers.
00:17:45 --> 00:17:50: Next slide, please. One of the things that we started
00:17:50 --> 00:17:53: to do is really do a kind of an inventory
00:17:54 --> 00:17:58: of all these peers and there are just a couple
00:17:58 --> 00:18:02: of key observations I wanted to share up front for
00:18:02 --> 00:18:04: everyone's benefit.
00:18:04 --> 00:18:08: One is that not all of these peers are in
00:18:08 --> 00:18:10: the ownership of DRW.
00:18:10 --> 00:18:15: See, some are continue to be in private ownership.
00:18:15 --> 00:18:20: Their statuses is varied some summer just completely

abandoned.
00:18:20 --> 00:18:24: A couple of them. Two of them have already been
00:18:25 --> 00:18:28: retrofitted and are publicly accessible.
00:18:28 --> 00:18:32: D RW C has has done that over the over
00:18:32 --> 00:18:33: the last years.
00:18:33 --> 00:18:36: And one of them Pier 60 is is kind of
00:18:37 --> 00:18:38: fenced off.
00:18:38 --> 00:18:40: It's in pretty good condition.
00:18:40 --> 00:18:43: It's the most robust of all of the all of
00:18:43 --> 00:18:44: the peers.
00:18:44 --> 00:18:46: It's it's built out of concrete,
00:18:46 --> 00:18:51: not not timber frame and.
00:18:51 --> 00:18:56: And then, interestingly, you know there's a really wide variety
00:18:56 --> 00:18:58: of ideas about how,
00:18:58 --> 00:19:03: especially the the privately owned peers might be used in
00:19:03 --> 00:19:04: the future.
00:19:04 --> 00:19:07: And this is really the point of departure for many
00:19:07 --> 00:19:10: of the conversations that we had.
00:19:10 --> 00:19:15: Next slide, please. It's just a uh diagram prepared by
00:19:15 --> 00:19:16: the DRW.
00:19:16 --> 00:19:22: See just illustrating our general site area and the only
00:19:22 --> 00:19:25: basic point I want to make here is that.
00:19:25 --> 00:19:32: While DRW C does control some portions of this site,
00:19:32 --> 00:19:37: it's a small minority of the overall land.
00:19:37 --> 00:19:40: Most of the land in this area is privately,
00:19:40 --> 00:19:46: privately held, and again, that includes all of the upland,
00:19:46 --> 00:19:51: with the exception of limited strips along the waterfront and
00:19:51 --> 00:19:53: and some of the peers.
00:19:53 --> 00:20:01: Next slide, please. D RW C has already commenced some
00:20:01 --> 00:20:07: very important due diligence to learn about the.
00:20:07 --> 00:20:13: Risk issues associated with flooding and sea level rise.
00:20:13 --> 00:20:20: This is one important snapshot showing the combined impact of
00:20:20 --> 00:20:26: rain and coastal emendation in in the form of a
00:20:26 --> 00:20:28: 500 year storm today.
00:20:28 --> 00:20:31: And I would just make a kind of a larger
00:20:31 --> 00:20:34: observation here is that we see in many,
00:20:34 --> 00:20:38: many cities, you know, the.
00:20:38 --> 00:20:41: The 500 year storm benchmark.
00:20:41 --> 00:20:48: Has historically been really an extreme benchmark that has not
00:20:48 --> 00:20:51: substantially informed.
00:20:51 --> 00:20:56: Many Urban Development decisions. The 100 year storm has

typically
00:20:56 --> 00:20:58: been that that that benchmark.
00:20:58 --> 00:21:02: But in city after city we see some kind of
00:21:02 --> 00:21:07: a reconciliation process occurring as climate change.
00:21:07 --> 00:21:12: Science shows that what was the one the 500 year
00:21:12 --> 00:21:18: storm yesterday is really the 100 year storm today and
00:21:19 --> 00:21:20: tomorrow,
00:21:20 --> 00:21:24: and so we have to take this kind of information
00:21:24 --> 00:21:26: very seriously as we
00:21:26 --> 00:21:28: think about how to move forward.
00:21:31 --> 00:21:33: Thank you. Next next slide,
00:21:33 --> 00:21:38: please. So here are the questions that were posed to
00:21:39 --> 00:21:40: the panel by DRWC.
00:21:40 --> 00:21:45: And really, there's just three three core questions with with
00:21:45 --> 00:21:49: a number of nuances and and and details and sub
00:21:49 --> 00:21:49: questions.
00:21:49 --> 00:21:53: But the first question is really what are the market
00:21:53 --> 00:21:58: realities of these peers and the properties adjacent to them
00:21:58 --> 00:21:59: so you know.
00:21:59 --> 00:22:03: How is the market really looking at these peers today
00:22:03 --> 00:22:06: and and then the quick follow-up question is,
00:22:06 --> 00:22:10: you know how might they be seen in the future
00:22:10 --> 00:22:13: and how might they be used in the future.
00:22:13 --> 00:22:15: And then and then a third.
00:22:15 --> 00:22:19: You know, very straightforward question and and and that is,
00:22:19 --> 00:22:23: you know with assets like this,
00:22:23 --> 00:22:26: what might be the best practices for for moving forward
00:22:26 --> 00:22:29: with with this kind of advised use program.
00:22:29 --> 00:22:33: So just very quickly you know.
00:22:33 --> 00:22:36: How does the market see these peers today?
00:22:36 --> 00:22:38: How might they be used in the future,
00:22:38 --> 00:22:42: and how might the RWC organize itself in order to
00:22:42 --> 00:22:45: achieve that future next slide?
00:22:47 --> 00:22:51: And as a panel, of course,
00:22:51 --> 00:22:54: and as people learning about the site,
00:22:54 --> 00:22:58: many of our panelists are quite familiar with with Philadelphia,
00:22:58 --> 00:23:01: so we didn't have that steep of a learning curve
00:23:01 --> 00:23:04: with respect to broader issues in Philadelphia.
00:23:04 --> 00:23:06: But we were learning a lot about the site and
00:23:06 --> 00:23:07: learning about DRW.
00:23:07 --> 00:23:11: See here is some kind of key questions that we

00:23:11 --> 00:23:16: started asking ourselves as we tried to answer the questions
00:23:16 --> 00:23:17: at the RWC.
00:23:17 --> 00:23:22: Gave to us. One is we're all extremely impressed by
00:23:22 --> 00:23:26: the work that DRWC has already achieved,
00:23:26 --> 00:23:29: so there's kind of a strategic question right off the
00:23:29 --> 00:23:30: bat,
00:23:30 --> 00:23:34: and that is how can we build on that amazing
00:23:34 --> 00:23:36: momentum and achieve.
00:23:36 --> 00:23:41: Uh, even greater goals and address even more complex issues.
00:23:41 --> 00:23:43: Second, is really a question that is,
00:23:43 --> 00:23:45: I think in the mind of everyone,
00:23:45 --> 00:23:49: as things change as the economy changes and that is
00:23:49 --> 00:23:52: what what is a world class urban waterfront in the
00:23:52 --> 00:23:53: 21st century.
00:23:53 --> 00:23:55: You know, we we, we don't want to just copy
00:23:56 --> 00:23:58: what other people have done and and declare success.
00:23:58 --> 00:24:02: We want to reinvent, not just the urban waterfront,
00:24:02 --> 00:24:04: but the urban waterfront in Philadelphia.
00:24:04 --> 00:24:07: You know what does this mean in terms of city
00:24:07 --> 00:24:08: building?
00:24:08 --> 00:24:11: In terms of great design.
00:24:11 --> 00:24:12: And then you know what?
00:24:12 --> 00:24:15: How does resilience and climate change fit into all of
00:24:15 --> 00:24:16: that?
00:24:16 --> 00:24:19: And that leads to a number of technical questions that
00:24:19 --> 00:24:20: we'll talk about.
00:24:20 --> 00:24:25: Uhm, we're very interested in how this place becomes fully
00:24:25 --> 00:24:28: connected to the rest of the city.
00:24:28 --> 00:24:32: How this place can truly be inclusive,
00:24:32 --> 00:24:35: and how through responsible steps,
00:24:35 --> 00:24:38: it can be an equitable place within the city.
00:24:38 --> 00:24:44: So lots of questions that we asked ourselves around that.
00:24:44 --> 00:24:47: We want to know how to best leverage D,
00:24:47 --> 00:24:53: RW C and its mission to attract significant private capital
00:24:53 --> 00:24:59: to this site because without the attraction of private capital
00:25:00 --> 00:25:01: to this site.
00:25:01 --> 00:25:03: Because of the Lana ownership structure,
00:25:03 --> 00:25:05: you know not nothing is going to change,
00:25:05 --> 00:25:10: so this is a key question that that we discussed.
00:25:10 --> 00:25:12: We also, you know, it's inevitable we can't help but
00:25:12 --> 00:25:15: to ask this question of thinking about Gee,

00:25:15 --> 00:25:18: well, how is the pandemic and the way in which
00:25:18 --> 00:25:22: people are thinking about cities impact the land uses on
00:25:22 --> 00:25:23: this site?
00:25:23 --> 00:25:25: And then finally, you know this is just,
00:25:25 --> 00:25:29: uh, you know, Philadelphia is a globally significant city.
00:25:29 --> 00:25:32: The history of Philadelphia started.
00:25:32 --> 00:25:36: On the waterfront, this is just a really important place
00:25:36 --> 00:25:38: and we wanted to honor that.
00:25:38 --> 00:25:41: And that's another key question that kept coming up OK.
00:25:41 --> 00:25:47: Next slide, please. OK. Uhm?
00:25:47 --> 00:25:51: Part of our way of.
00:25:51 --> 00:25:55: Beginning to answer these questions was to think about.
00:25:55 --> 00:26:01: Kind of larger ideas that would help inform our recommendations.
00:26:01 --> 00:26:05: And and so this is the first time where you
00:26:06 --> 00:26:11: know the panel is really weighing in and essentially creating
00:26:11 --> 00:26:13: some some some goals.
00:26:13 --> 00:26:18: But also some guardrails to to to approach problem solving.
00:26:18 --> 00:26:21: And I'm going to go through these very quickly.
00:26:21 --> 00:26:23: We can talk about these again at the end of
00:26:23 --> 00:26:24: the presentation.
00:26:24 --> 00:26:26: The first is, you know,
00:26:26 --> 00:26:28: keep the eye on the prize.
00:26:28 --> 00:26:32: The 2012 master plan is so important.
00:26:32 --> 00:26:37: Stakeholders across the board endorse and support and take great
00:26:37 --> 00:26:41: pride in the production of that master plan that master
00:26:41 --> 00:26:44: plans for a world class waterfront.
00:26:44 --> 00:26:49: We need to constantly come back to that document and
00:26:49 --> 00:26:50: ask ourselves,
00:26:50 --> 00:26:54: are we working towards that that long-term goal?
00:26:54 --> 00:27:00: The second is really thinking about how DRWC's mission to
00:27:00 --> 00:27:05: provide access to the waterfront really can be interpreted in
00:27:05 --> 00:27:10: an inclusive and expanded way to bring people to this
00:27:10 --> 00:27:14: site. To use this site to help the people of
00:27:14 --> 00:27:15: Philadelphia.
00:27:15 --> 00:27:19: We always want to think about this site as a
00:27:19 --> 00:27:24: place for people with people at the center and potentially
00:27:25 --> 00:27:29: a new community and neighborhood emerging on this site.
00:27:29 --> 00:27:35: We really underscore and support D RW C being a
00:27:35 --> 00:27:41: quarterback of this overall complex innovation.
00:27:41 --> 00:27:46: Complex coordination effort. We really believe that because of climate

00:27:46 --> 00:27:48: change and sea level rise,
00:27:48 --> 00:27:52: there's lots of innovation that needs to be pursued,
00:27:52 --> 00:27:56: and this is not optional from our perspective,
00:27:56 --> 00:28:00: and so if risk issues are not addressed squarely,
00:28:00 --> 00:28:04: there will not be an opportunity to bring the kind
00:28:04 --> 00:28:08: of private capital to this site that is necessary to
00:28:08 --> 00:28:09: transform it.
00:28:09 --> 00:28:14: We believe that leadership extends to just the planning and
00:28:14 --> 00:28:17: coordination process that never ends,
00:28:17 --> 00:28:21: so planning doesn't end with the creation of a vision
00:28:21 --> 00:28:22: plan.
00:28:22 --> 00:28:26: There's lots of additional steps that need to be taken.
00:28:26 --> 00:28:29: Problems that need to be solved.
00:28:29 --> 00:28:33: There's a leadership function that just never ends the good
00:28:33 --> 00:28:34: news,
00:28:34 --> 00:28:36: and this is really, really exciting.
00:28:36 --> 00:28:38: Is that there is a lot of land on this
00:28:38 --> 00:28:39: site.
00:28:39 --> 00:28:43: So the peers for sure are.
00:28:43 --> 00:28:44: Their own kind of problem.
00:28:44 --> 00:28:48: But the good news is that behind the peers there's
00:28:48 --> 00:28:51: quite a bit of upland and that allows for options
00:28:51 --> 00:28:54: and choices and and flexible solutions.
00:28:54 --> 00:28:59: We truly believe that D RW C is a game
00:28:59 --> 00:29:05: changer because it can be the knowledge broker that helps
00:29:06 --> 00:29:10: solve some of these complex problems.
00:29:10 --> 00:29:14: And we believe that it should move forward with great
00:29:14 --> 00:29:20: transparency to share with both immediate stakeholders and the broader
00:29:20 --> 00:29:21: marketplace,
00:29:21 --> 00:29:25: its approach to handling these risks.
00:29:25 --> 00:29:28: And and by doing so,
00:29:28 --> 00:29:34: build greater constituencies and greater and greater partner networks.
00:29:34 --> 00:29:40: And then finally, because we're also passionate about water fronts,
00:29:40 --> 00:29:43: the water can be a source of risk.
00:29:43 --> 00:29:45: But it's also your greatest friend.
00:29:45 --> 00:29:49: This is a site where the land meets the sea
00:29:49 --> 00:29:52: and the water is the gold that allows you to
00:29:52 --> 00:29:56: do things here that you could not do anywhere else
00:29:56 --> 00:29:58: in the city. Next slide,
00:29:58 --> 00:30:01: please. And I just this is the last slide of

00:30:02 --> 00:30:03: the introduction.
00:30:03 --> 00:30:06: I just want to say we are very bullish on
00:30:06 --> 00:30:10: both Philadelphia and the Delaware waterfront.
00:30:10 --> 00:30:16: We're so impressed by the kind of environment that you
00:30:16 --> 00:30:21: have been able to shape and and and really give
00:30:21 --> 00:30:25: birth to come at this at Spruce St.
00:30:25 --> 00:30:29: I've been there many times when I visited Philadelphia.
00:30:29 --> 00:30:32: It's just a phenomenal. Environment,
00:30:32 --> 00:30:36: wonderful. That's just a small little example,
00:30:36 --> 00:30:41: and we believe that the market is validating your work
00:30:41 --> 00:30:46: in very profound ways and there's no greater.
00:30:46 --> 00:30:49: Expression of that. Then the recent award to the Tourist
00:30:49 --> 00:30:53: Corporation for the development rights around Penns Landing.
00:30:53 --> 00:30:57: This is a very important project and it becomes a
00:30:57 --> 00:30:57: context.
00:30:57 --> 00:31:00: It becomes a contextual adjacent,
00:31:00 --> 00:31:05: you know, site for us working further down on the
00:31:05 --> 00:31:08: Washington St Washington Ave area.
00:31:08 --> 00:31:13: So with that that shapes our kind of approach to
00:31:13 --> 00:31:16: the the work and I'd like to now move on.
00:31:16 --> 00:31:20: Into our different groups and have individual members of the
00:31:20 --> 00:31:23: panel introduced their recommendations.
00:31:26 --> 00:31:31: And we're starting with. Lynette hi.
00:31:31 --> 00:31:31: And Michael, hi,
00:31:31 --> 00:31:33: I'm Lynette Fardos with Moffat and Nichol,
00:31:33 --> 00:31:36: and quite the pleasure to to be here today.
00:31:36 --> 00:31:40: I'm the director of adaptation and resilience and based in
00:31:40 --> 00:31:40: Miami.
00:31:40 --> 00:31:43: But I functionally work all over the United States and
00:31:43 --> 00:31:46: the ability to be able to see at least virtually
00:31:46 --> 00:31:49: part of the this project has been really exciting,
00:31:50 --> 00:31:51: so we can hope you guys.
00:31:51 --> 00:31:52: I'm going to zip through it,
00:31:52 --> 00:31:54: so I hope you have a good discussion at the
00:31:54 --> 00:31:54: end.
00:31:54 --> 00:31:57: Next slide. So one of the ways that I like
00:31:57 --> 00:32:02: to think about resiliency is really about these interconnected systems,
00:32:02 --> 00:32:04: and we start to look at the physical,
00:32:04 --> 00:32:06: the economic and the social.
00:32:06 --> 00:32:08: So that's part of the lens that I bring to

00:32:08 --> 00:32:09: this particular section,
00:32:09 --> 00:32:12: and this is a slide from Mexico Beach,
00:32:12 --> 00:32:15: October 2018. The Big Hurricane went through the Panhandle and
00:32:15 --> 00:32:18: we've seen a slide that's really gone around the world
00:32:18 --> 00:32:19: about this one guys house.
00:32:19 --> 00:32:22: It's just left standing and this is another part of
00:32:22 --> 00:32:22: that image.
00:32:22 --> 00:32:26: And really, it's really to prove the point that while
00:32:26 --> 00:32:29: you may have an incredibly robust asset if it doesn't
00:32:29 --> 00:32:32: exist in a system that is truly resilient and robust
00:32:32 --> 00:32:35: on all the other Community life lines,
00:32:35 --> 00:32:37: you really don't have an asset you really don't have
00:32:37 --> 00:32:40: something that that is truly resilient next slide.
00:32:43 --> 00:32:45: Uhm, part of the lead that we also bring to
00:32:45 --> 00:32:48: this is that it's not so much if it floods,
00:32:48 --> 00:32:50: but when it floods and it's kind of nice to
00:32:50 --> 00:32:51: have that ability to,
00:32:51 --> 00:32:53: you know it's not like we need to have future
00:32:53 --> 00:32:53: clairvoyance.
00:32:53 --> 00:32:56: We already see it, and these sites were created the
00:32:56 --> 00:32:59: site itself and the uplands were created in the floodplain.
00:32:59 --> 00:33:02: So that's something that we can continue to keep in
00:33:02 --> 00:33:05: mind as we look at different mitigation measures.
00:33:05 --> 00:33:09: Next slide. Now. Part of part of a observation is
00:33:09 --> 00:33:12: that we seem to talk about the areas.
00:33:12 --> 00:33:15: If it's a little bit more isolated and it's got
00:33:15 --> 00:33:16: these different boundaries,
00:33:16 --> 00:33:19: but in reality it really is interconnected to this more
00:33:19 --> 00:33:23: urban system that includes the life lines of transportation and
00:33:23 --> 00:33:24: water energy,
00:33:24 --> 00:33:27: these social systems, etc. And so part of it is
00:33:27 --> 00:33:31: being able to have a vulnerability assessment that comes in
00:33:31 --> 00:33:34: and really acknowledges the risk and then allows us to
00:33:34 --> 00:33:40: manage. Manage and mitigate to be able to really bring
00:33:40 --> 00:33:41: resiliency.
00:33:41 --> 00:33:44: Ummm, I probably probably should say that part of my
00:33:44 --> 00:33:47: perspective is that as we start to look at the
00:33:47 --> 00:33:49: economic and social well being,
00:33:49 --> 00:33:53: I really believe that this physical exposure and physical environment
00:33:53 --> 00:33:56: is one of the things that's really critical to making

00:33:56 --> 00:33:59: sure we have something that's truly successful.
00:33:59 --> 00:34:01: You know, it's also the location.
00:34:01 --> 00:34:03: It's really one of those areas that can be a
00:34:03 --> 00:34:05: buffer to the rest of the southern Philadelphia,
00:34:05 --> 00:34:08: so. Let's go to the next one.
00:34:11 --> 00:34:13: And that's that's one of the areas when you start
00:34:13 --> 00:34:16: to look at the exposure that the site has.
00:34:16 --> 00:34:19: This is just one of those CAP 3 anoa models.
00:34:19 --> 00:34:21: You start to see that it's incredibly intense,
00:34:21 --> 00:34:23: right? In this specific area,
00:34:23 --> 00:34:24: but also much more inland.
00:34:24 --> 00:34:27: So thinking about it potentially as a protective buffer.
00:34:27 --> 00:34:31: Next now you know if you start to look at
00:34:31 --> 00:34:33: the economic strategies.
00:34:33 --> 00:34:36: One of the things that we were discussing is having
00:34:36 --> 00:34:37: a more regional approach,
00:34:37 --> 00:34:40: 'cause you can see that both sides of the river
00:34:40 --> 00:34:43: continue to get exposed with those with projections of the
00:34:43 --> 00:34:46: rising water and so being able to look at the
00:34:46 --> 00:34:48: implications of what that means to the local economy,
00:34:48 --> 00:34:50: but also to the regional,
00:34:50 --> 00:34:53: is an area that we like to continue to contemplate.
00:34:54 --> 00:34:58: Next slide. And so part of it is really acknowledging
00:34:59 --> 00:35:01: and living with water.
00:35:01 --> 00:35:03: You know the concept of what do we do and
00:35:03 --> 00:35:04: how we continue to accommodate.
00:35:04 --> 00:35:06: And this is one of the renderings from a different
00:35:06 --> 00:35:08: part of the of the United States,
00:35:08 --> 00:35:10: where you see the elevated walkways.
00:35:10 --> 00:35:13: You see the different types of nature based features that
00:35:13 --> 00:35:16: are incorporated with structural solutions to start looking at.
00:35:16 --> 00:35:19: How do you continue to have a vibrant edge and
00:35:19 --> 00:35:22: yet keep some of those things that are really attractive
00:35:22 --> 00:35:25: to residents and tourists which is being able to be
00:35:25 --> 00:35:27: out on the water next slide.
00:35:30 --> 00:35:33: And also including some of the ADAPT adaptation and mitigation
00:35:33 --> 00:35:34: features.
00:35:34 --> 00:35:36: And in this one it's a little bit tougher to
00:35:36 --> 00:35:38: tell where you raise the where you've raised more of
00:35:38 --> 00:35:39: the roadway,
00:35:39 --> 00:35:41: etc. But all those orange lines are some of the

00:35:41 --> 00:35:44: deployables that can be used in areas to provide those
00:35:44 --> 00:35:45: additional protection,
00:35:45 --> 00:35:47: so I'm going to stop there and hand it over
00:35:47 --> 00:35:48: to Michael.
00:35:49 --> 00:35:53: Great, thanks Lynette. My name is Michael Simile and I
00:35:53 --> 00:35:56: am currently the founding director of a Urban technology hub
00:35:56 --> 00:35:58: at Cornell Tech in New York City.
00:35:58 --> 00:36:01: Previous to that, I ran the trust for Governors Island
00:36:01 --> 00:36:02: in New York,
00:36:02 --> 00:36:06: which is probably similar to some extent to the DRW
00:36:06 --> 00:36:06: fee,
00:36:06 --> 00:36:08: but I spent the bulk of my career as a
00:36:08 --> 00:36:11: private developer working for the related companies on the Hudson
00:36:11 --> 00:36:11: Yards project,
00:36:11 --> 00:36:12: and I have to say,
00:36:12 --> 00:36:15: I'm really thrilled to be able to participate this.
00:36:15 --> 00:36:17: And like everyone else on the team,
00:36:17 --> 00:36:19: disappointed that we were not able to really walk the
00:36:19 --> 00:36:19: site.
00:36:19 --> 00:36:22: Because it's so critical to developing an understanding to it,
00:36:22 --> 00:36:26: but I think we learned a ton over the past
00:36:26 --> 00:36:30: couple days and I'm really excited to hear about your
00:36:30 --> 00:36:32: reactions to some of our ideas next.
00:36:32 --> 00:36:35: So some of this is just affirming what you're already
00:36:35 --> 00:36:35: doing,
00:36:35 --> 00:36:39: and I think there's been great work and certainly great
00:36:39 --> 00:36:41: designs done on the pier side of things.
00:36:41 --> 00:36:44: But this idea of of softening the edges,
00:36:44 --> 00:36:46: Lynette showed us, you know,
00:36:46 --> 00:36:47: water with the reality. I mean,
00:36:47 --> 00:36:49: you're on the waterfront, so you know that better than
00:36:49 --> 00:36:49: anyone.
00:36:49 --> 00:36:51: But think about this concept.
00:36:51 --> 00:36:55: They really kind of strengthening the edge through softening it
00:36:55 --> 00:36:59: through new landscape opportunities and revetments and really thinking about
00:36:59 --> 00:37:01: having a you know an eve when it comes to
00:37:01 --> 00:37:07: dealing with climate change. Rising tides next.
00:37:07 --> 00:37:09: Also fun, I will say,
00:37:09 --> 00:37:11: you know, during our interviews at least the you know,
00:37:11 --> 00:37:14: Lynette and I spoke with a lot of regulators and

00:37:15 --> 00:37:16: engineers and architects,
00:37:16 --> 00:37:18: but we didn't really. I would say hear enough about
00:37:18 --> 00:37:21: like bringing fun to this part of the waterfront and
00:37:21 --> 00:37:22: really getting people down into it.
00:37:22 --> 00:37:25: And we know that we've heard the realities of the
00:37:25 --> 00:37:27: shipping channel and the navigation channel.
00:37:27 --> 00:37:30: But you know, thinking about how we bring excitement and
00:37:30 --> 00:37:32: fun and to the waterfront to another level,
00:37:32 --> 00:37:38: that's much more attuned to nature next.
00:37:38 --> 00:37:40: And you'll see we're not going to give you specific,
00:37:40 --> 00:37:43: you know, ideas for designs for the peers by any
00:37:43 --> 00:37:43: means,
00:37:43 --> 00:37:46: but in those peers that are the peers that you
00:37:46 --> 00:37:50: decide to make public open space in a more active
00:37:50 --> 00:37:50: way,
00:37:50 --> 00:37:52: think about, you know, elevating the design,
00:37:52 --> 00:37:55: and there's really great opportunities to bring vibrancy to the
00:37:55 --> 00:37:56: pier edges themselves.
00:37:56 --> 00:37:58: You know some will be left as habitat,
00:37:58 --> 00:38:01: but when you do have this opportunity to really bring
00:38:01 --> 00:38:02: people to the water's edge,
00:38:02 --> 00:38:06: there are great design opportunities to really kind of elevate
00:38:06 --> 00:38:08: the opportunities there.
00:38:08 --> 00:38:12: Next and in those cases where you know appears maybe
00:38:13 --> 00:38:15: more habitat than occupiable,
00:38:15 --> 00:38:20: there's a you know fantastic opportunity for environmental education.
00:38:20 --> 00:38:23: There's no better way of engaging children with the water
00:38:23 --> 00:38:25: is getting him down into there.
00:38:25 --> 00:38:27: This is a project some of you may be familiar
00:38:27 --> 00:38:27: with,
00:38:27 --> 00:38:29: which looks at Oyster Reeves,
00:38:29 --> 00:38:31: and you know, I'm not a marine biologist.
00:38:31 --> 00:38:33: I I don't know if forestry will grow very well
00:38:33 --> 00:38:35: or not in the area,
00:38:35 --> 00:38:36: but we all know that they're great.
00:38:36 --> 00:38:38: Kind of natural water cleansers,
00:38:38 --> 00:38:40: but it's a. It's a wonderful opportunity if you see.
00:38:40 --> 00:38:41: People kind of literally, you know,
00:38:41 --> 00:38:45: getting down into the water like learning about salinity,
00:38:45 --> 00:38:48: learning about the environment, and much more direct way.
00:38:48 --> 00:38:51: And this idea of citizen science coming to the waterfront

00:38:51 --> 00:38:54: could be incredibly powerful as a tool for inclusion as
00:38:54 --> 00:38:58: well for the entirety of Philadelphia rather than just the
00:38:58 --> 00:39:04: adjacent neighborhood next. And then waterborne transportation.
00:39:04 --> 00:39:06: We know. And that's another kind of great tool for
00:39:06 --> 00:39:07: engagement.
00:39:07 --> 00:39:09: We know that there is a ferry today to Camden,
00:39:09 --> 00:39:13: but thinking about a networked opportunity between the work happening
00:39:13 --> 00:39:14: at the Navy Yard,
00:39:14 --> 00:39:18: this area, Penns Landing. But thinking about very different network
00:39:18 --> 00:39:21: rather than point to point to really as destinations begin
00:39:21 --> 00:39:23: to get developed along the Delaware.
00:39:23 --> 00:39:27: You have this opportunity to kind of create a waterborne
00:39:27 --> 00:39:29: transportation network as well.
00:39:29 --> 00:39:33: Next so finally some of the opportunities that we've mentioned
00:39:33 --> 00:39:34: before.
00:39:34 --> 00:39:35: I mean, big picture. You know,
00:39:35 --> 00:39:38: we would push the DRW fee to think bigger.
00:39:38 --> 00:39:40: To think about. You know,
00:39:40 --> 00:39:43: a waterfront that's active and authentic,
00:39:43 --> 00:39:46: but also sustainable. And we since we met with both
00:39:46 --> 00:39:49: the regulatory side and and the the developer side,
00:39:49 --> 00:39:51: I will say that we saw a bit of a
00:39:51 --> 00:39:51: JASSM,
00:39:51 --> 00:39:54: or at least a disagreement in terms of what development
00:39:54 --> 00:39:56: means on the waterfront.
00:39:56 --> 00:39:59: So we we think that the DRW feet can really
00:39:59 --> 00:40:01: lean into being a convener.
00:40:01 --> 00:40:04: Of these constituencies, and really take a much more active
00:40:04 --> 00:40:09: role between the regulatory environment and the development community,
00:40:09 --> 00:40:10: and we all know, and I think you've done,
00:40:10 --> 00:40:14: a great idea. Great job already on the South Wetlands
00:40:14 --> 00:40:14: Park.
00:40:14 --> 00:40:16: Every pier is special and unique,
00:40:16 --> 00:40:17: but you know, think about all of the peers,
00:40:17 --> 00:40:19: whether not you own them or not,
00:40:19 --> 00:40:22: and you'll see you know there are opportunities for much
00:40:22 --> 00:40:23: more active users on some peers.
00:40:23 --> 00:40:27: We think in general private development on the peers is

00:40:27 --> 00:40:28: not a great idea,
00:40:28 --> 00:40:31: but I've Lynette was saying it's not just the peers.
00:40:31 --> 00:40:34: Uh, I think bigger. Also in terms of the uplands,
00:40:34 --> 00:40:36: we we actually are viewing the site as appears and
00:40:36 --> 00:40:37: the uplands because they're,
00:40:37 --> 00:40:39: you know, intrinsically linked, and,
00:40:39 --> 00:40:41: uh, I guess the biggest way to think about it
00:40:41 --> 00:40:44: is that you were on the forefront of climate change
00:40:44 --> 00:40:45: on the water's edge.
00:40:45 --> 00:40:47: But you know there's going to be huge impacts to
00:40:47 --> 00:40:49: the community just to the West of the highway.
00:40:49 --> 00:40:52: So think about the entirety of the site as a
00:40:52 --> 00:40:56: protective buffer for the South Philadelphia community.
00:40:56 --> 00:40:59: Uh, thank you. Next line.
00:41:01 --> 00:41:03: And your role you know,
00:41:03 --> 00:41:05: on the waterfront you know specifically is,
00:41:05 --> 00:41:08: you know where you are relative to much more densely
00:41:08 --> 00:41:09: settled areas.
00:41:09 --> 00:41:13: So thinking comprehensively about this urban systems idea that Lynette
00:41:13 --> 00:41:15: introduced to us that you are part of a much
00:41:15 --> 00:41:18: larger network of dense residential communities to the West,
00:41:18 --> 00:41:21: potentially more development on your edge.
00:41:21 --> 00:41:24: And then how you can kind of be this buffer
00:41:24 --> 00:41:26: that protects the rest of the community.
00:41:26 --> 00:41:31: Next and then finally, our recommendations come looking at the
00:41:31 --> 00:41:37: 2011 master plan and incorporating coastal resiliency and adaptation.
00:41:37 --> 00:41:39: I mean, I think that that goes without saying,
00:41:39 --> 00:41:41: but it's important to say it at the same time
00:41:41 --> 00:41:42: and much of that is,
00:41:42 --> 00:41:45: you know, living with water and thinking about how any
00:41:45 --> 00:41:47: mixed use community that's on the upland.
00:41:47 --> 00:41:49: You know it's not just about development going out into
00:41:50 --> 00:41:50: the water,
00:41:50 --> 00:41:52: but also the idea of water coming into communities as
00:41:52 --> 00:41:53: well.
00:41:53 --> 00:41:55: That is the reality of you know if the water
00:41:55 --> 00:41:57: today is that you know six or seven and we
00:41:57 --> 00:41:59: know the 500 year flood plains at.
00:41:59 --> 00:42:02: 15 You have a bit of a buffer right there
00:42:02 --> 00:42:05: that you need to begin to integrate into any new

00:42:05 --> 00:42:06: development.
00:42:06 --> 00:42:09: We also think there's an opportunity to include Camden as
00:42:09 --> 00:42:10: a stakeholder.
00:42:10 --> 00:42:11: We defer to you again.
00:42:11 --> 00:42:13: We've we've landed from Mars here for three days,
00:42:13 --> 00:42:15: but, you know, as Lynette said,
00:42:15 --> 00:42:17: you know, the river has two sides,
00:42:17 --> 00:42:19: so we need to think about the consequences,
00:42:19 --> 00:42:21: not just a. You know,
00:42:21 --> 00:42:25: solidifying this particular area, but what's probably consequences to the
00:42:25 --> 00:42:28: other communities around you would be.
00:42:28 --> 00:42:29: And then finally, we think that.
00:42:29 --> 00:42:32: You know D RW C can really embrace that leadership
00:42:32 --> 00:42:33: role with resiliency.
00:42:33 --> 00:42:35: I mean your your charge is to,
00:42:35 --> 00:42:38: you know, activate the waterfront and increase access.
00:42:38 --> 00:42:41: But it resiliency has to be part of that part
00:42:41 --> 00:42:42: of the equation.
00:42:42 --> 00:42:45: If we're going to have any future at all along
00:42:45 --> 00:42:47: the waterfront.
00:42:47 --> 00:42:49: Thanks a lot. I look forward to your questions.
00:42:50 --> 00:42:53: Castle and very good to be here this morning and
00:42:53 --> 00:42:57: I I currently am director of the Remaking Cities Institute
00:42:57 --> 00:43:00: at Carnegie Mellon University in Pittsburgh,
00:43:00 --> 00:43:03: and I've had a career in which a lot of
00:43:03 --> 00:43:05: my jobs have been as a planning director,
00:43:05 --> 00:43:07: often dealing with riverfronts and water fronts.
00:43:07 --> 00:43:11: Weather in Seattle, Manhattan or Pittsburgh and as well as
00:43:11 --> 00:43:14: a nonprofit director where a lot of our energy at
00:43:14 --> 00:43:18: the Van Alen Institute went into rethinking and reimagining what
00:43:18 --> 00:43:20: the urban waterfront could be.
00:43:20 --> 00:43:22: So today we're going to actually go to the next
00:43:22 --> 00:43:25: slide and get right into the recommendations we have here,
00:43:25 --> 00:43:28: and you're going to hear some things that are going
00:43:28 --> 00:43:31: to be repeated in this in this talk today and
00:43:31 --> 00:43:34: we've decided that's OK because they really want to underscore
00:43:34 --> 00:43:37: the importance of them when we talk about thinking bigger.
00:43:37 --> 00:43:38: I want to sort of mention that,
00:43:38 --> 00:43:40: you know, I, I want to be sure that it's
00:43:40 --> 00:43:42: clear that we recognize the sort of amazing work that

00:43:42 --> 00:43:44: DRW C and its partners have done over the years
00:43:44 --> 00:43:46: from the master plan forward.
00:43:46 --> 00:43:47: I've also, you know, we,
00:43:47 --> 00:43:50: we've dived into work like you're kind of when you've
00:43:50 --> 00:43:50: amended.
00:43:50 --> 00:43:53: The plan and the 2019 amendments and the height structure
00:43:53 --> 00:43:55: bonuses we've gotten into the details to try and understand
00:43:55 --> 00:43:57: all the different ways we approached it,
00:43:57 --> 00:44:00: yet still, when we say something like think bigger.
00:44:00 --> 00:44:03: It's partly because building an identity for this particular area
00:44:03 --> 00:44:05: this half mile that you asked us to look at
00:44:05 --> 00:44:08: while you have the beginnings of a strong identity and
00:44:08 --> 00:44:10: we can look back to the master plan for some
00:44:10 --> 00:44:11: of the strong identity that you envisioned it.
00:44:11 --> 00:44:14: That's where that really. It's both in the in the
00:44:14 --> 00:44:16: details of the zoning and the details of the of
00:44:17 --> 00:44:17: the planning.
00:44:17 --> 00:44:19: It's like where, how to get back to the kind
00:44:19 --> 00:44:20: of sort of the vision.
00:44:20 --> 00:44:23: Side of that. So people can really understand what you
00:44:23 --> 00:44:26: see is the kind of real goals for this stretch
00:44:26 --> 00:44:26: of the river,
00:44:26 --> 00:44:29: as well as some of the larger issues of your
00:44:29 --> 00:44:30: overall work.
00:44:30 --> 00:44:33: So maybe we started with connectors we heard access,
00:44:33 --> 00:44:37: access and access as the guiding light for the work.
00:44:37 --> 00:44:39: About this riverfront from the beginning,
00:44:39 --> 00:44:42: you know, really from even 2006 forward,
00:44:42 --> 00:44:45: but certainly 2011 forward and so north South.
00:44:45 --> 00:44:48: This is obvious you're doing it and we were excited
00:44:48 --> 00:44:50: that it's getting done,
00:44:50 --> 00:44:52: but just that. You know just to sort of emphasize
00:44:52 --> 00:44:55: nothing could be more important than completing that NS that
00:44:55 --> 00:44:58: that that trail to be the connection along the whole
00:44:58 --> 00:45:01: string could actually really do the city and the river
00:45:01 --> 00:45:02: run as a whole is transformative.
00:45:02 --> 00:45:04: And for this to be incorporated it we've all seen
00:45:04 --> 00:45:06: this in other communities in other cities.
00:45:06 --> 00:45:09: When you finally get that stretch of water as one
00:45:09 --> 00:45:10: long path,
00:45:10 --> 00:45:13: the world it the whole way people think about it

00:45:13 --> 00:45:15: changes second is like this is a.
00:45:15 --> 00:45:16: We understand the 50 foot easement.
00:45:16 --> 00:45:19: It's like a classic approach in these kind of urban
00:45:19 --> 00:45:22: water fronts and we understand the challenges of the easement
00:45:22 --> 00:45:23: and so forth and to sort of be.
00:45:23 --> 00:45:24: But we thought, you know,
00:45:24 --> 00:45:26: this is the one place you've got more land.
00:45:26 --> 00:45:29: Maybe this is the sort of longer one of the
00:45:29 --> 00:45:31: few places where you've really got some depth,
00:45:31 --> 00:45:34: and with that depth there's even opportunities for up variety
00:45:34 --> 00:45:34: things.
00:45:34 --> 00:45:36: We'll talk about the variety of things one is even
00:45:36 --> 00:45:37: potentially additional mobility,
00:45:37 --> 00:45:38: and we're going to set up.
00:45:38 --> 00:45:40: This is a note that there could,
00:45:40 --> 00:45:42: in fact be a sort of slow street along the
00:45:42 --> 00:45:43: edge of the development.
00:45:43 --> 00:45:45: As part of this thickened area.
00:45:45 --> 00:45:47: Is like it's not sort of that we don't want
00:45:47 --> 00:45:49: to see more sort of natural environments and more sort
00:45:49 --> 00:45:50: of recreational opportunities there.
00:45:50 --> 00:45:52: But when we say to sort of thick and the
00:45:52 --> 00:45:53: easement,
00:45:53 --> 00:45:53: or at least sort of,
00:45:53 --> 00:45:55: you know whether it's literally through the tools of easement
00:45:55 --> 00:45:57: or whether there is another through.
00:45:57 --> 00:45:59: It's a bonus tool or other means,
00:45:59 --> 00:46:01: but there is, we've seen a lot of water fronts
00:46:01 --> 00:46:04: around the country in the world where just having that
00:46:04 --> 00:46:06: even a mild version of a street,
00:46:06 --> 00:46:07: which is what you want,
00:46:07 --> 00:46:10: certainly in this scale development it sends a signal that
00:46:10 --> 00:46:11: it's public that it's a.
00:46:11 --> 00:46:13: It's not just the front yard for the development,
00:46:13 --> 00:46:16: it's a front yard, potentially for the neighborhood.
00:46:16 --> 00:46:19: Now that front yard for the neighborhood only works if
00:46:19 --> 00:46:21: you have strong East West connections.
00:46:21 --> 00:46:23: These are marked back in your master plan.
00:46:23 --> 00:46:24: You have a kind of like that.
00:46:24 --> 00:46:27: You've clearly identified whether there's a main connection streets and

00:46:27 --> 00:46:28: the lesser connection streets,
00:46:28 --> 00:46:30: but we just want to comment on what we saw
00:46:30 --> 00:46:31: and looked at,
00:46:31 --> 00:46:32: and sort of where where you're going,
00:46:32 --> 00:46:33: one that the you're working on.
00:46:33 --> 00:46:36: The Washington Ave connector couldn't be more important than that.
00:46:36 --> 00:46:38: It's great to see that at the North End of
00:46:39 --> 00:46:41: the site you have this strong new connection which is
00:46:41 --> 00:46:42: multimodal.
00:46:42 --> 00:46:44: Next that you have is to read Street,
00:46:44 --> 00:46:46: we realize it's no longer mapped as a.
00:46:46 --> 00:46:48: Public St, so it's a brings up a lot of
00:46:48 --> 00:46:48: issues,
00:46:48 --> 00:46:50: but the same time we could think of it as
00:46:50 --> 00:46:52: something closer to a river access St in your zoning
00:46:53 --> 00:46:54: definition that is today,
00:46:54 --> 00:46:57: which means that there's uses and activation and also on
00:46:57 --> 00:47:00: just a simple level there's just a fence there between
00:47:00 --> 00:47:03: the end of the physical St and their potential riverfront
00:47:03 --> 00:47:06: trail, and that's sort of like how can this opportunity
00:47:06 --> 00:47:07: be grappled with rather than.
00:47:07 --> 00:47:11: Here's your easiest early win if it could be worked
00:47:11 --> 00:47:11: out,
00:47:11 --> 00:47:13: then there's the US construction site itself,
00:47:13 --> 00:47:15: which both needs to be kind of broken up into
00:47:15 --> 00:47:17: a kind of Philadelphia.
00:47:17 --> 00:47:20: Block scale and also get Dickinson connected the neighborhood.
00:47:20 --> 00:47:24: And also we're thinking about is making connection that gets
00:47:24 --> 00:47:27: us to appear 68 with the Kaiser major activator.
00:47:27 --> 00:47:29: We'll get to that in a second.
00:47:29 --> 00:47:31: Finally, there's a major connection,
00:47:31 --> 00:47:33: a Tasker St, which could be the southern end,
00:47:33 --> 00:47:36: and then we'll talk about some stuff with the big
00:47:36 --> 00:47:36: box retail site.
00:47:36 --> 00:47:40: Next slide, please. This is just like the say we've
00:47:40 --> 00:47:43: been talking about connections,
00:47:43 --> 00:47:43: but this is really that.
00:47:43 --> 00:47:45: There's multi modal nodes. I think.
00:47:45 --> 00:47:48: No really it doesn't. This could be some micro mobility.
00:47:48 --> 00:47:50: It could be even micro transit and it could of

00:47:50 --> 00:47:52: course be the bus stop which is already there.
00:47:52 --> 00:47:55: There's already a bus stop in the parking lot of
00:47:55 --> 00:47:56: the big box retail,
00:47:56 --> 00:47:57: but it could be expanded.
00:47:57 --> 00:47:59: You've looked at that and we've discussed it in your
00:47:59 --> 00:48:01: plans and we think that's a really strong idea.
00:48:01 --> 00:48:03: But again, think about it both.
00:48:03 --> 00:48:06: Some kind of multi modality and some kind of stop
00:48:06 --> 00:48:10: there at the terminal at the at the southern end.
00:48:10 --> 00:48:12: That perhaps there and then at the northern end.
00:48:12 --> 00:48:15: Sort of make sure that Washington has a similar kind
00:48:15 --> 00:48:17: of transit and other means of of movement to get
00:48:17 --> 00:48:20: get to the waterfront from the neighborhoods,
00:48:20 --> 00:48:21: and also at a transit stuff like that.
00:48:21 --> 00:48:23: It's from the broader, it's not just the most local
00:48:23 --> 00:48:24: neighborhood,
00:48:24 --> 00:48:28: it's a broader, a way to get people there appear
00:48:28 --> 00:48:28: 70.
00:48:28 --> 00:48:31: We mentioned that there's while the path this has to
00:48:31 --> 00:48:33: jog to get back into the neighborhood once you cross
00:48:33 --> 00:48:33: Columbus,
00:48:33 --> 00:48:35: Delaware at the same time,
00:48:35 --> 00:48:38: just to even rethink the way you move through that
00:48:38 --> 00:48:40: parking lot along the Pier 70.
00:48:40 --> 00:48:43: Just make a. More comfortable pedestrians and other means of
00:48:43 --> 00:48:43: graphs.
00:48:43 --> 00:48:45: Bikes as well. Just one way or another to try
00:48:46 --> 00:48:48: and bring that into the system so that it's a
00:48:48 --> 00:48:51: different kind of experience and there's a tactical way to
00:48:51 --> 00:48:52: do that just with the way that it's built out
00:48:52 --> 00:48:53: today there,
00:48:53 --> 00:48:54: and just with the big boxes,
00:48:54 --> 00:48:57: exactly as they are. There's also a longer term,
00:48:57 --> 00:48:58: which is you've looked towards the longer term.
00:48:58 --> 00:49:00: It may not be a big box retail,
00:49:00 --> 00:49:03: or at least big box retail organized in that manner
00:49:03 --> 00:49:05: forever and then again.
00:49:05 --> 00:49:07: Pier 60 thinking about waterborne transit,
00:49:07 --> 00:49:11: which Michael mentioned earlier. We realized that that may not
00:49:11 --> 00:49:11: be.
00:49:11 --> 00:49:13: Near term, but we know that you've also looked at

00:49:13 --> 00:49:16: this and kind of in your big waterfront transit study.
00:49:16 --> 00:49:19: You also did include a brief mention of potential for
00:49:19 --> 00:49:21: ferry service in addition to the bus information,
00:49:21 --> 00:49:24: and that there could be a Pier 70 stop potentially,
00:49:24 --> 00:49:26: but we're looking at this sort of like,
00:49:26 --> 00:49:27: you know, with fresh eyes,
00:49:27 --> 00:49:29: even though the fresh eyes off and go back to
00:49:29 --> 00:49:31: what we you know when we get done with our
00:49:31 --> 00:49:31: fresh.
00:49:31 --> 00:49:32: I look, we look back and say,
00:49:32 --> 00:49:34: huh? They kind of looked at this in 2011,
00:49:34 --> 00:49:36: looked at some same way sometimes.
00:49:36 --> 00:49:39: Here's 60 is a natural one in terms of identity
00:49:39 --> 00:49:41: for this overall area as a kind of potential.
00:49:41 --> 00:49:45: Location for a kind of waterfront activation,
00:49:45 --> 00:49:48: you know, active uses, including potentially a ferry terminal.
00:49:48 --> 00:49:50: Let's go to the next step.
00:49:50 --> 00:49:54: Uh, building resilience and restoring ecology now.
00:49:54 --> 00:49:57: I think this is where we're going to turn this
00:49:57 --> 00:49:59: over to my colleague David Scully.
00:50:01 --> 00:50:04: Thanks Ray everybody. My name is David Scully.
00:50:04 --> 00:50:08: I'm an associate director in the urban design and Planning
00:50:08 --> 00:50:10: studio at Skidmore and Murali in Chicago,
00:50:10 --> 00:50:13: and really excited to be invited here and to,
00:50:13 --> 00:50:15: you know, talk to you guys a little bit about
00:50:15 --> 00:50:16: the waterfront,
00:50:16 --> 00:50:18: and I think you know there's there's no more key
00:50:18 --> 00:50:19: part than you know.
00:50:19 --> 00:50:22: Kind of. Resilience, resilience, and restoring the ecology.
00:50:22 --> 00:50:25: And you saw that a little bit earlier.
00:50:25 --> 00:50:28: You know that Lynette and Michael presented,
00:50:28 --> 00:50:32: but there's there's all sorts of opportunities to.
00:50:32 --> 00:50:35: Continue to bring that forward with the work that you
00:50:35 --> 00:50:36: guys have already done.
00:50:36 --> 00:50:40: First of all, really focusing on building that identity that
00:50:40 --> 00:50:44: this place could really be really a bit the benchmark
00:50:44 --> 00:50:48: for the waterfront in general as a place that really
00:50:48 --> 00:50:52: focuses on rewilding and habitat and education as a as
00:50:52 --> 00:50:54: a place looking and identifying,
00:50:54 --> 00:50:57: you know, sort of some of the peers that could
00:50:57 --> 00:50:59: really take on some of that identity,
00:50:59 --> 00:51:01: and we really see you know,

00:51:01 --> 00:51:04: kind of it's. It's kind of all of the above,
00:51:04 --> 00:51:06: with the exception of Pure Pier 60,
00:51:06 --> 00:51:08: Pier 60 May want to be something a little bit
00:51:08 --> 00:51:09: different,
00:51:09 --> 00:51:11: but still, you know, kind of analogous into that.
00:51:11 --> 00:51:14: But having this sort of north and southern end that
00:51:15 --> 00:51:15: really,
00:51:15 --> 00:51:18: you know, kind of focus and build on the work
00:51:18 --> 00:51:21: that you guys have already started to look at around
00:51:21 --> 00:51:23: the Southern Wetlands Park study.
00:51:23 --> 00:51:25: And then you know, kind of the next breakpoint is
00:51:25 --> 00:51:27: really establishing that matrix of conditions,
00:51:27 --> 00:51:29: uses and and projects for the peers,
00:51:29 --> 00:51:31: like what is it going to take to actually bring
00:51:31 --> 00:51:32: those back?
00:51:32 --> 00:51:36: To a certain point, to really implement and you know,
00:51:36 --> 00:51:41: come to a resolution around what it's necessary to fulfill
00:51:41 --> 00:51:43: the resiliency functions.
00:51:43 --> 00:51:48: The habitat, but also places for people to connect.
00:51:48 --> 00:51:49: And then the you know,
00:51:49 --> 00:51:50: kind of last point in that.
00:51:50 --> 00:51:55: Really focusing around Pier 60 and confirming that the scale
00:51:55 --> 00:51:57: and condition is is it works for,
00:51:57 --> 00:51:59: you know, sort of a focal pier like we think
00:51:59 --> 00:52:00: it it.
00:52:00 --> 00:52:03: It does just from our current observations.
00:52:03 --> 00:52:05: But you know, that really needs to be confirmed and
00:52:05 --> 00:52:06: understood further.
00:52:06 --> 00:52:10: But there's a really tremendous opportunity there to work with
00:52:10 --> 00:52:13: that developer to actually make it happen.
00:52:13 --> 00:52:15: You know, kind of. The last point is really worked
00:52:16 --> 00:52:17: to widen as as you know,
00:52:17 --> 00:52:20: kind of red mentioned, there's a real opportunity to.
00:52:20 --> 00:52:24: Really adds some depth to the waterfront and bring that
00:52:24 --> 00:52:26: sort of ecological and restorative,
00:52:26 --> 00:52:28: and, you know, sort of rewild it,
00:52:28 --> 00:52:30: you know, sort of place that was kind of one
00:52:30 --> 00:52:32: of the things that stood out that we heard that
00:52:32 --> 00:52:34: it it does have this sort of unique character to
00:52:34 --> 00:52:36: it, and we don't want to lose that.
00:52:36 --> 00:52:41: And, you know, sort of reimagine it next slide.
00:52:41 --> 00:52:42: And you know, kind of building on that.

00:52:42 --> 00:52:43: This idea of you know,
00:52:43 --> 00:52:47: kind of reimagining and retrofitting the current development is,
00:52:47 --> 00:52:51: you know, kind of key to spatially and creating a
00:52:51 --> 00:52:53: character that fits,
00:52:53 --> 00:52:55: you know, kind of the the waterfront itself.
00:52:55 --> 00:52:58: And it can really understand how to really make these
00:52:58 --> 00:53:01: East West connections from you know,
00:53:01 --> 00:53:03: kind of Washington Blvd, which you guys are already doing
00:53:03 --> 00:53:06: or watching Ave because they're already doing as well as
00:53:06 --> 00:53:06: you know,
00:53:06 --> 00:53:10: kind of this idea of the Pier 70 Boulevard as
00:53:10 --> 00:53:11: a connector.
00:53:11 --> 00:53:13: Into the site, and that's something that you that was
00:53:13 --> 00:53:15: explored and the transit study,
00:53:15 --> 00:53:18: and we think that's a real strong opportunity to really
00:53:18 --> 00:53:20: connect this as well as Tasker retreat.
00:53:20 --> 00:53:24: As as was mentioned earlier,
00:53:24 --> 00:53:27: and the big box retail site is really interesting because
00:53:27 --> 00:53:28: you know,
00:53:28 --> 00:53:30: kind of in the long term.
00:53:30 --> 00:53:32: Of course I think the that we'd all love to
00:53:32 --> 00:53:35: see sort of this mix cheese vision as was shown
00:53:35 --> 00:53:37: in the 2011 2012 plan,
00:53:37 --> 00:53:40: but that there's a tremendous opportunity even now to really
00:53:41 --> 00:53:41: reimagine it.
00:53:41 --> 00:53:45: Uh, both with tactical ideas as a place for,
00:53:45 --> 00:53:48: you know, sort of usage as a gateway to the
00:53:48 --> 00:53:51: park as part of a transit strategy as well as
00:53:51 --> 00:53:52: potential interim uses.
00:53:52 --> 00:53:54: You know, could you do food truck festivals?
00:53:54 --> 00:53:57: Could you things that really bring people out there and
00:53:57 --> 00:53:59: let people know that it is a place with the
00:53:59 --> 00:54:00: current surface that's here,
00:54:00 --> 00:54:04: but then also looking at opportunities to reconfigure that space
00:54:04 --> 00:54:07: in a way that's more that allows for views out
00:54:07 --> 00:54:09: to the pier so that you know you know,
00:54:09 --> 00:54:11: kind of from Columbus, sincere,
00:54:11 --> 00:54:13: and that there's. Longer term opportunities for regions,
00:54:13 --> 00:54:16: densification and redevelopment in the future.
00:54:16 --> 00:54:19: Next slide. So just to you know kind of quick
00:54:19 --> 00:54:22: summary and then we have a little kind of series

00:54:22 --> 00:54:26: of diagrams that kind of illustrate these ideas that we've
00:54:26 --> 00:54:28: currently shared with you, but you know,
00:54:28 --> 00:54:31: kind of the idea of really building resilience and restoration
00:54:31 --> 00:54:34: is the identity for this place in building on what
00:54:34 --> 00:54:37: you've built with the South Wetlands Park planning,
00:54:37 --> 00:54:40: looking at balancing and phasing how to really kind of
00:54:40 --> 00:54:43: move this forward and kind of create a series of
00:54:43 --> 00:54:44: priorities.
00:54:44 --> 00:54:46: It's key and then planning for,
00:54:46 --> 00:54:49: you know, sort of Philadelphia what we call Philadelphia blocks.
00:54:49 --> 00:54:51: Really, a well skilled you know,
00:54:51 --> 00:54:53: kind of scaling it down because it does.
00:54:53 --> 00:54:55: It did what it did go from,
00:54:55 --> 00:54:57: you know, sort of this larger scale,
00:54:57 --> 00:54:59: bigger footprint so that still has that.
00:54:59 --> 00:55:02: But how can we really make sure that we implement
00:55:02 --> 00:55:05: that scale of Philadelphia assessing West of the site as
00:55:05 --> 00:55:06: well,
00:55:06 --> 00:55:08: as you know, sort of really making sure that we're
00:55:08 --> 00:55:10: connecting this to the neighborhoods to the eastern?
00:55:10 --> 00:55:13: Yeah to the east and West as well as mobility
00:55:13 --> 00:55:18: and harnessing the opportunities for using the existing urban planning
00:55:18 --> 00:55:19: and guidance.
00:55:19 --> 00:55:21: Tools that are there today.
00:55:21 --> 00:55:24: Next slide. So you know,
00:55:24 --> 00:55:26: kind of we, you know architects,
00:55:26 --> 00:55:29: open planner. I love looking at maps so like looking
00:55:29 --> 00:55:30: at the site today.
00:55:30 --> 00:55:31: You know you can kind of see it's it's.
00:55:31 --> 00:55:34: It's sort of. This had this evolution over time of,
00:55:34 --> 00:55:37: you know, sort of from manufacturing to sort of a
00:55:37 --> 00:55:40: hodgepodge of like big box which you of course are
00:55:40 --> 00:55:41: necessary.
00:55:41 --> 00:55:42: I'm sure we all needed a home,
00:55:42 --> 00:55:44: a Whole Foods and a target.
00:55:44 --> 00:55:48: And and and these sort of things at Home Depot.
00:55:48 --> 00:55:50: To you know, kind of go to during this pandemic
00:55:50 --> 00:55:51: time.
00:55:51 --> 00:55:54: But how do we start to really reimagine and understand
00:55:54 --> 00:55:55: that this isn't,

00:55:55 --> 00:55:57: you know, kind of the total the final,
00:55:57 --> 00:55:59: you know, sort of end for this for this place.
00:55:59 --> 00:56:03: Next slide. And have it taken account the division that
00:56:03 --> 00:56:06: was that was done and we we started,
00:56:06 --> 00:56:08: you know, looking at this and started to really think
00:56:08 --> 00:56:09: how can we think boldly.
00:56:09 --> 00:56:11: But then when we look back at the plan like
00:56:11 --> 00:56:14: there's some really strong ideas here that really hit a
00:56:14 --> 00:56:16: lot of the points that we talked about about,
00:56:16 --> 00:56:18: you know, sort of scaling down the blocks,
00:56:18 --> 00:56:19: finding ways to, you know,
00:56:19 --> 00:56:21: sort of, create a deeper edge.
00:56:21 --> 00:56:24: You know, this idea of ecology and and you know,
00:56:24 --> 00:56:28: sort of resilience being at the forefront next slide and
00:56:28 --> 00:56:29: we see that there's,
00:56:29 --> 00:56:31: you know, sort of a path for it in that.
00:56:31 --> 00:56:33: You know, kind of by looking at some of these
00:56:33 --> 00:56:34: moves around,
00:56:34 --> 00:56:37: printing those sort of East West connections back to the
00:56:37 --> 00:56:37: neighborhood,
00:56:37 --> 00:56:40: looking at opportunities to you know,
00:56:40 --> 00:56:43: kind of. Create some more,
00:56:43 --> 00:56:46: you know, sort of sinuous connections you know and and
00:56:46 --> 00:56:49: address some of those ownership issues which I know,
00:56:49 --> 00:56:51: you know, kind of are easier said than done,
00:56:51 --> 00:56:54: but there's a real opportunity to really make sure that
00:56:55 --> 00:56:57: people have access to this to the space looking at
00:56:58 --> 00:57:01: Columbus Ave and understanding how can there be opportunities to
00:57:01 --> 00:57:07: improve. The pedestrian connectivity and safety through improved public realm
00:57:07 --> 00:57:08: design,
00:57:08 --> 00:57:10: now, of course, continuing to implement the work that you
00:57:10 --> 00:57:12: guys are already doing around Washington Ave,
00:57:12 --> 00:57:17: as well as finding opportunities to create that sort of,
00:57:17 --> 00:57:21: you know, sort of reconfigure the parking to create this
00:57:21 --> 00:57:24: sort of pier 70 as a destination destination is a
00:57:24 --> 00:57:28: viewpoint that connects people out to the transit center as
00:57:28 --> 00:57:31: well as to waterfront, and then this deeper waterfront that
00:57:31 --> 00:57:32: really.
00:57:32 --> 00:57:34: Builds off the work that you guys are doing and
00:57:34 --> 00:57:36: that embraces the rewilding and focuses around you know,

00:57:36 --> 00:57:41: sort of resiliency and education as key components with Pier
00:57:41 --> 00:57:42: 60 as this sort of.
00:57:42 --> 00:57:45: You know, festival pier that can,
00:57:45 --> 00:57:49: you know, sort of provide opportunities for other programming and
00:57:49 --> 00:57:51: that the water taxi can be part of that story
00:57:51 --> 00:57:54: and that you know there's something that's really interesting that
00:57:54 --> 00:57:58: about these sort of nodes that are developing that you
00:57:58 --> 00:58:01: know you could spend a day on the water in
00:58:01 --> 00:58:01: Philly.
00:58:02 --> 00:58:06: Hitting these spots, which could be a fantastic way for
00:58:06 --> 00:58:10: people to really experience the place and the city along
00:58:10 --> 00:58:14: this waterfront in a really interesting and new way.
00:58:14 --> 00:58:14: Slide.
00:58:16 --> 00:58:18: My name is Eleanor Bacon,
00:58:18 --> 00:58:21: and I'm particularly excited to be on this panel for
00:58:21 --> 00:58:21: ULI,
00:58:21 --> 00:58:24: because Philadelphia is my home city.
00:58:24 --> 00:58:27: I was born and raised at 21st and Locust and
00:58:27 --> 00:58:30: I have a longstanding love for water fronts,
00:58:30 --> 00:58:35: particularly those that require revitalization or are calling for that
00:58:35 --> 00:58:37: kind of revitalization.
00:58:37 --> 00:58:39: In 1980, I now live in DC,
00:58:39 --> 00:58:42: but in 1980 I was a very entry level employee
00:58:42 --> 00:58:46: at the Department of Housing and Urban Development,
00:58:46 --> 00:58:49: and we've come down to the Southwest waterfront in DC,
00:58:49 --> 00:58:54: which had been revitalized during the urban renewal areas and.
00:58:54 --> 00:58:57: Look at all of the big box press box restaurants
00:58:57 --> 00:59:01: in this wonderful water and think why doesn't somebody do
00:59:01 --> 00:59:02: something about this?
00:59:02 --> 00:59:07: So since 1980 I've been really interested in this particular
00:59:07 --> 00:59:12: strip of land and had the opportunity to head and
00:59:12 --> 00:59:12: launch.
00:59:12 --> 00:59:16: Actually, the national Capital Revitalization Corporation,
00:59:16 --> 00:59:22: which was the became the quasi public development entity and
00:59:22 --> 00:59:26: we had all of the Southwest waterfront land.
00:59:26 --> 00:59:29: Under our control because he was urban renewal land and
00:59:29 --> 00:59:32: I worked very closely with over Brandis at that point,
00:59:32 --> 00:59:36: and the mayor. To be part of this Anacostia waterfront

00:59:36 --> 00:59:41: initiative and focusing on the simplest waterfront and now Fast
00:59:41 --> 00:59:43: forward I'm a partner on the Wharf,
00:59:43 --> 00:59:48: which is the redevelopment entity chosen by the city to
00:59:48 --> 00:59:51: redevelop the Southwest waterfront.
00:59:51 --> 00:59:54: So over Brandes and I worked together is a study
00:59:54 --> 00:59:54: group,
00:59:54 --> 00:59:58: and I will present, since he has the overall responsibility
00:59:58 --> 00:59:59: of chair.
00:59:59 --> 01:00:03: An overarching theme that we heard during our meetings over
01:00:03 --> 01:00:07: the first two days with a wide range of stakeholders
01:00:07 --> 01:00:11: continually was access access access and the focus of Ulic
01:00:11 --> 01:00:14: effort in this case is resiliency.
01:00:14 --> 01:00:17: So what we wanted to do is to focus on
01:00:17 --> 01:00:19: community accents,
01:00:19 --> 01:00:23: access and resiliency, and those are the themes that we
01:00:23 --> 01:00:24: looked at,
01:00:24 --> 01:00:27: particularly engagement, inclusion, and equity.
01:00:27 --> 01:00:29: So that's what we're going to focus on during.
01:00:29 --> 01:00:34: My presentation. So first of all,
01:00:34 --> 01:00:38: access through engagement. We understand that there's an active and
01:00:38 --> 01:00:43: ongoing structure that's been established for community engagement,
01:00:43 --> 01:00:47: and we obviously continue the continuation of the this kind
01:00:47 --> 01:00:49: of structure that you have.
01:00:49 --> 01:00:54: This led by the Delaware Central Delaware Advocacy group,
01:00:54 --> 01:00:57: but our experience has shown that you need a strong,
01:00:57 --> 01:01:01: comprehensive stakeholder groups such as that and you also it's
01:01:01 --> 01:01:01: useful.
01:01:01 --> 01:01:06: We have smaller groups that focus on different projects.
01:01:06 --> 01:01:09: So one of the things that we're suggesting is that
01:01:09 --> 01:01:12: there would be a focused effort with the adjacent communities,
01:01:12 --> 01:01:15: and we listed them all from our understanding,
01:01:15 --> 01:01:19: those are the ones that are directly related to this
01:01:19 --> 01:01:24: particular particular sector of the waterfront and and actually have
01:01:24 --> 01:01:28: them engaged in a design process to figure out the
01:01:28 --> 01:01:32: best pathway to get to this area.
01:01:32 --> 01:01:33: And that's one of the things that we heard is
01:01:33 --> 01:01:35: if you lived in any of these communities and you

01:01:35 --> 01:01:36: didn't know.
01:01:36 --> 01:01:38: Actually, how to get to the water?
01:01:38 --> 01:01:41: You couldn't do it, so one of the things that
01:01:41 --> 01:01:43: that we did at the Wharf.
01:01:43 --> 01:01:46: Which I was really excited about is that there was
01:01:46 --> 01:01:51: this big dilapidated area and we engaged the community surrounding
01:01:51 --> 01:01:55: the Wharf to actually design with our landscape architect,
01:01:55 --> 01:02:00: a waterfront park. And we followed their their ideas and
01:02:00 --> 01:02:01: and,
01:02:01 --> 01:02:03: you know, it was a really good partnership between the
01:02:03 --> 01:02:05: landscape architect and the community.
01:02:05 --> 01:02:09: And now they feel total ownership of this park.
01:02:09 --> 01:02:12: And that's the kind of thing that I think could
01:02:12 --> 01:02:14: happen with this community group.
01:02:14 --> 01:02:19: Just north. Or Community groups just north of the I'm
01:02:19 --> 01:02:22: sorry West of of the project.
01:02:22 --> 01:02:26: And we understand the the challenge of actually getting there,
01:02:26 --> 01:02:30: and it seems like community engagement could be a solution
01:02:30 --> 01:02:32: in coming up with an example.
01:02:32 --> 01:02:37: So next. We looked at access through inclusion and certainly
01:02:38 --> 01:02:41: we felt that there is access currently.
01:02:41 --> 01:02:45: I mean, you know the the adjacent community is somehow
01:02:45 --> 01:02:46: getting to this area,
01:02:46 --> 01:02:52: but that we encourage targeted engagement with Philadelphia communities that
01:02:52 --> 01:02:55: are distant from the waterfront as well so that this
01:02:55 --> 01:02:58: truly is Philadelphia's waterfront and.
01:02:58 --> 01:03:02: And the ideas and thoughts and interests etc of the
01:03:02 --> 01:03:03: entire city are included.
01:03:03 --> 01:03:08: So we urge outreach to engage the committee that communities
01:03:08 --> 01:03:12: throughout the city in their own neighborhoods and also to
01:03:12 --> 01:03:16: bring those Community representatives down to the waterfront to meet
01:03:16 --> 01:03:21: with local organizations so that you have a real citywide
01:03:22 --> 01:03:23: inclusive process.
01:03:23 --> 01:03:25: One of the things that again we did at the
01:03:25 --> 01:03:26: Wharf,
01:03:26 --> 01:03:29: which was really exciting, was to create a community based
01:03:29 --> 01:03:30: Heritage group.
01:03:30 --> 01:03:34: And again these were selected individuals from the

community or

01:03:34 --> 01:03:38: they self appointed themselves and worked with our historian.

01:03:38 --> 01:03:42: To determine the the really important events,

01:03:42 --> 01:03:46: people and eras of the development of Southwest waterfront,

01:03:46 --> 01:03:51: they chose the people and events and errors to be

01:03:51 --> 01:03:52: focused on.

01:03:52 --> 01:03:56: And we created these sidewalk markers again,

01:03:56 --> 01:04:00: totally what they wanted and we put them at various

01:04:00 --> 01:04:02: different places along the Wharf.

01:04:02 --> 01:04:10: Next access through programming. You obviously have incredibly wonderful programming

01:04:10 --> 01:04:11: going on already,

01:04:11 --> 01:04:14: and we have lots more to learn about that,

01:04:14 --> 01:04:18: but we urge different types of programming for different audiences

01:04:18 --> 01:04:19: and different locations.

01:04:19 --> 01:04:23: Small programs and large, active and passive uses,

01:04:23 --> 01:04:26: and programs that go throughout the year,

01:04:26 --> 01:04:30: and we urge that extending programming along the entire length

01:04:30 --> 01:04:34: of the trail would be very helpful in bringing people.

01:04:34 --> 01:04:37: Again to this southern end.

01:04:37 --> 01:04:39: In the area that we had is a study group.

01:04:39 --> 01:04:44: We focus on environmental sustainability programs such as bird watching

01:04:44 --> 01:04:45: programs for children.

01:04:45 --> 01:04:49: As we're shown before exercise,

01:04:49 --> 01:04:52: and promoting water access as possible,

01:04:52 --> 01:04:55: we understand that there are the challenges of the of

01:04:55 --> 01:04:56: the large ships.

01:04:56 --> 01:04:59: The cargo liners that go up and down.

01:04:59 --> 01:05:01: But maybe there could be bought,

01:05:01 --> 01:05:05: you know, of floating area that would be created that

01:05:05 --> 01:05:07: would be safe for people.

01:05:07 --> 01:05:13: So next. Finally, we wanted to look at UM,

01:05:13 --> 01:05:17: access through equity and you have an excellent MW DBE

01:05:17 --> 01:05:19: program that was developed.

01:05:19 --> 01:05:23: I understand with the Urban Affairs Coalition who I've had

01:05:23 --> 01:05:26: connections with in the past and have been very impressed

01:05:26 --> 01:05:28: with with their accomplishments,

01:05:28 --> 01:05:32: but we suggest maybe in enlarging that to reach 35%

01:05:32 --> 01:05:36: of all goods and services that are expended by DRW.

01:05:36 --> 01:05:39: C would go to Philadelphia firms,
01:05:39 --> 01:05:41: including the 15 to 20%.
01:05:41 --> 01:05:43: Mbae and 10 to 15%
01:05:43 --> 01:05:48: WBE and best efforts to two DBS.
01:05:48 --> 01:05:52: The other thing that we have implemented which we found
01:05:52 --> 01:05:56: very useful is very rigorous monitoring of the progress in
01:05:56 --> 01:05:59: meeting those goals so that we meet regularly with the
01:05:59 --> 01:06:05: Community group and. We meet regularly with our stakeholder Community
01:06:05 --> 01:06:07: group and say,
01:06:07 --> 01:06:10: you know what? We're not quite there with regard to
01:06:10 --> 01:06:13: engaging DC businesses and this is what we all think
01:06:14 --> 01:06:14: we should do.
01:06:14 --> 01:06:19: And also to have clear objectives for jobs and apprenticeships
01:06:19 --> 01:06:20: for DC residents.
01:06:20 --> 01:06:23: I mean for Philadelphia residents and we propose 51%
01:06:24 --> 01:06:28: of the new jobs and apprenticeships would go to Philadelphia
01:06:28 --> 01:06:29: residents.
01:06:29 --> 01:06:34: 20% of that total to residents from disadvantaged neighborhoods and
01:06:34 --> 01:06:35: if possible,
01:06:35 --> 01:06:39: we understand that Philadelphia has very strong unions,
01:06:39 --> 01:06:42: which is excellent. But perhaps you could work out an
01:06:42 --> 01:06:45: agreement with the unions and maybe you have already done
01:06:45 --> 01:06:49: this to give preference to Philadelphia residents and give preference
01:06:49 --> 01:06:53: to those from ZIP codes identified as disadvantaged.
01:06:53 --> 01:06:56: We did hear about the cutting edge training facilities at
01:06:57 --> 01:06:59: the Unionist developed and put in place.
01:06:59 --> 01:07:04: Which is really exciting and again have rigorous monitoring of
01:07:04 --> 01:07:09: the progress and share that regularly with the Community stakeholders.
01:07:09 --> 01:07:13: And then finally working with the private owners that are
01:07:13 --> 01:07:14: surrounding.
01:07:14 --> 01:07:18: And part of this stretch of the waterfront and and
01:07:18 --> 01:07:22: and work with them on ways to achieve the economic
01:07:22 --> 01:07:27: and community based development objectives of DRWC both in business
01:07:27 --> 01:07:33: participation and jobs and jointly established quantifiable goals.
01:07:33 --> 01:07:34: One of the things again,
01:07:34 --> 01:07:37: that we did at the Wharf was we had a

01:07:37 --> 01:07:42: totally voluntary program that we created with an incredibly competent
01:07:42 --> 01:07:43: and successful.
01:07:43 --> 01:07:48: Nonprofit organization that trains in the culinary field,
01:07:48 --> 01:07:50: and even though there was no requirement to do this,
01:07:50 --> 01:07:54: we put them in touch with all of our restaurants.
01:07:54 --> 01:07:58: With the goal that the first source that restaurants will
01:07:58 --> 01:08:01: go to for new hires will be this organization that
01:08:01 --> 01:08:02: focuses on training,
01:08:02 --> 01:08:07: recruitment and long term support of DC residents who are
01:08:08 --> 01:08:09: disadvantaged.
01:08:09 --> 01:08:12: So with that I will turn it over to Tyrone.
01:08:12 --> 01:08:15: Thank you very much and we'll love to talk further
01:08:15 --> 01:08:16: during the question period.
01:08:17 --> 01:08:19: Thank you so much, I appreciate it.
01:08:19 --> 01:08:22: As you can tell, I'm eager to get us going.
01:08:22 --> 01:08:25: We talk about a lot of concepts you've seen a
01:08:25 --> 01:08:26: lot of pretty pictures,
01:08:26 --> 01:08:29: but I'm a really practical implementer.
01:08:29 --> 01:08:31: I I want to understand how it gets done,
01:08:31 --> 01:08:33: how we pay for these types of things,
01:08:33 --> 01:08:36: and attract the type of capital that you're looking to
01:08:36 --> 01:08:39: attract to make the public uses happen in the first
01:08:39 --> 01:08:39: place.
01:08:39 --> 01:08:43: Next slide, please. My name is Tyrone Rochelle.
01:08:43 --> 01:08:44: I live in Atlanta, GA.
01:08:44 --> 01:08:46: Wish I was there in Philadelphia,
01:08:46 --> 01:08:50: but I am. What we call a public private partnership
01:08:50 --> 01:08:50: guide.
01:08:50 --> 01:08:55: I'd share dualized public Private Partnership Council nationally for a
01:08:55 --> 01:08:56: number of years,
01:08:56 --> 01:08:58: and I've been in your shoes.
01:08:58 --> 01:09:00: I actually worked in the public sector.
01:09:00 --> 01:09:01: I'm on the dark side now,
01:09:01 --> 01:09:04: but I worked in the public sector for a great
01:09:04 --> 01:09:07: period of my life where I ran redevelopment for the
01:09:07 --> 01:09:10: city of Atlanta through an organization called Invest Atlanta,
01:09:10 --> 01:09:13: which is the Economic Development Authority for the city.
01:09:13 --> 01:09:17: I've spent a better part of a career thinking about
01:09:17 --> 01:09:18: how to get.
01:09:18 --> 01:09:21: Capital to go where it normally doesn't go now.

01:09:21 --> 01:09:23: I've done a lot of work in distress markets,
01:09:23 --> 01:09:25: but looking at the asset now,
01:09:25 --> 01:09:28: we have some frameworks that we think that we've seen
01:09:28 --> 01:09:31: around the country that might be helpful.
01:09:31 --> 01:09:34: Love the work that the RW C is done.
01:09:34 --> 01:09:37: You are an economic development organization.
01:09:37 --> 01:09:39: Whether you want to be or not,
01:09:39 --> 01:09:43: right? I understand that everyone is going to be looking
01:09:43 --> 01:09:46: for you to you for guidance on development on the
01:09:46 --> 01:09:46: waterfront,
01:09:46 --> 01:09:48: and luckily in my slate.
01:09:48 --> 01:09:52: We've got to talk with the private developer community to
01:09:52 --> 01:09:55: understand what their ambitions are and how they want to
01:09:56 --> 01:09:58: bring that to fruition so that we,
01:09:58 --> 01:10:01: we we need to walk like we are the lead.
01:10:01 --> 01:10:04: I really think that DRW C is in a position
01:10:04 --> 01:10:06: where they can guide private sector development.
01:10:06 --> 01:10:09: Whether or not you own the land,
01:10:09 --> 01:10:12: right? There are public private partnership techniques to really think
01:10:13 --> 01:10:15: about catalyzing more private sector development,
01:10:15 --> 01:10:17: and it's not a bad word.
01:10:17 --> 01:10:18: I think as you see,
01:10:18 --> 01:10:22: more private development. There's a way to capture that value
01:10:22 --> 01:10:25: to be able to transfer it to objectives that you
01:10:26 --> 01:10:29: currently have in building out the public asset.
01:10:29 --> 01:10:32: This concept of value creation.
01:10:32 --> 01:10:36: And capture is going to weave through the balance of
01:10:36 --> 01:10:36: my remarks,
01:10:36 --> 01:10:40: and we're going to give you some financial tools that
01:10:40 --> 01:10:43: we've seen in other places that have been helpful to
01:10:43 --> 01:10:46: unlock hidden value that currently doesn't exist.
01:10:46 --> 01:10:51: Next slide, please. I've had a great opportunity in talking
01:10:51 --> 01:10:54: with the RW C and their staff and you are
01:10:55 --> 01:10:59: in an envious position that you have staff resources than
01:10:59 --> 01:11:04: organizational capacity to really Marshall the project moving forward.
01:11:04 --> 01:11:09: Dedicated manpower to this effort is key.
01:11:09 --> 01:11:13: When I was at Invest Atlanta we started a little
01:11:13 --> 01:11:17: project called the Atlanta Beltline which was a 22 mile
01:11:17 --> 01:11:21: linear park around the city with billions of dollars.
01:11:21 --> 01:11:24: And cost, then we had to get very creative and

01:11:24 --> 01:11:27: how we were going to afford how to do that.
01:11:27 --> 01:11:29: That project is a 20 year project.
01:11:29 --> 01:11:32: We're about halfway through and I have to tell you,
01:11:32 --> 01:11:34: it is one of the most exciting projects in the
01:11:34 --> 01:11:35: Southeast right now,
01:11:35 --> 01:11:39: and it's clearly changed our city DVD RW C.
01:11:39 --> 01:11:43: You should continue to keep the staff and the expertise
01:11:43 --> 01:11:45: that you have in this world.
01:11:45 --> 01:11:47: The public private partnership. However,
01:11:47 --> 01:11:51: I think I'm locking that private sector value is really
01:11:51 --> 01:11:51: going to.
01:11:51 --> 01:11:56: Generate some opportunities in which you need the proper skill
01:11:56 --> 01:11:57: set to be able to go.
01:11:57 --> 01:12:01: After this I I'm really talking about thinking like a
01:12:01 --> 01:12:03: developer to create value,
01:12:03 --> 01:12:06: capture it and distribute it to the ways in which
01:12:06 --> 01:12:09: you can create the public amenity in the first place.
01:12:09 --> 01:12:12: Next slide, please. So in this world and and and
01:12:12 --> 01:12:17: we have this conversation in our Council all the time.
01:12:17 --> 01:12:22: It's about half private sector developers have public sector officials.
01:12:22 --> 01:12:25: Philanthropic sources also spread throughout,
01:12:25 --> 01:12:28: and there's always this sort of tension,
01:12:28 --> 01:12:30: right? The private sector says,
01:12:30 --> 01:12:33: well, these guys don't know our risk profile,
01:12:33 --> 01:12:36: right? Public sector is always trying to stop us from
01:12:36 --> 01:12:38: doing the things we want to do.
01:12:38 --> 01:12:42: However, there's responsibility. And being a steward of public assets.
01:12:42 --> 01:12:45: So I want to. Leave you with this mindset of
01:12:45 --> 01:12:47: the public sector entrepreneur.
01:12:47 --> 01:12:51: So not a passive organization that listens to the ideas
01:12:51 --> 01:12:55: of private development but also thinking about ways in which
01:12:55 --> 01:12:57: you can encourage that.
01:12:57 --> 01:13:00: And many places I go,
01:13:00 --> 01:13:04: I hear incentive referred to as a dirty word.
01:13:04 --> 01:13:06: It is not a dirty word where I'm from,
01:13:06 --> 01:13:10: I really want you to think about incentive is not
01:13:10 --> 01:13:12: a giveaway of public assets,
01:13:12 --> 01:13:16: but an investment. In priorities that we deem more important
01:13:16 --> 01:13:19: and that investment requires a return,
01:13:19 --> 01:13:23: a much of which you can measure and monetary ways.

01:13:23 --> 01:13:27: But they're also very intangible ways that produce value that
01:13:27 --> 01:13:30: you quite can't put a measurement on,
01:13:30 --> 01:13:33: like. Activating the waterfront right?
01:13:33 --> 01:13:36: It's really hard to measure what the benefit of that
01:13:36 --> 01:13:38: is to the city to visitors to your city.
01:13:38 --> 01:13:42: But I tell you, every incentive dollars should be thought
01:13:42 --> 01:13:45: of as an investment that generates its own rate of
01:13:45 --> 01:13:46: return.
01:13:46 --> 01:13:48: That's going to take smart partnership,
01:13:48 --> 01:13:52: right? Because in many communities where I go that there
01:13:52 --> 01:13:56: isn't that type of proactive sense of the public sector
01:13:56 --> 01:13:58: unlocking this value.
01:13:58 --> 01:14:01: So I'm really encouraged to talk with the staff that.
01:14:01 --> 01:14:04: CRWC and with the private development community.
01:14:04 --> 01:14:07: Because you already have interest at this site and from
01:14:08 --> 01:14:11: some of the public renderings that I've seen that they're
01:14:11 --> 01:14:12: very exciting.
01:14:12 --> 01:14:14: So you really are that.
01:14:14 --> 01:14:16: The quarterback on this team.
01:14:16 --> 01:14:18: And while I like to run the ball,
01:14:18 --> 01:14:21: they're going to be several times in which you're going
01:14:21 --> 01:14:22: to have to go downfield.
01:14:22 --> 01:14:24: So it's a different mindset.
01:14:24 --> 01:14:27: And often when I go around to different cities around
01:14:27 --> 01:14:28: the country,
01:14:28 --> 01:14:31: I see varying degrees of this mindset.
01:14:31 --> 01:14:36: Next slide. Again, we're talking about generating value.
01:14:36 --> 01:14:39: You can't transfer value unless it's generated right and in
01:14:39 --> 01:14:42: many markets where I've spent time,
01:14:42 --> 01:14:48: we're really talking about underused underserved markets were capital traditionally
01:14:48 --> 01:14:50: doesn't like to go right?
01:14:50 --> 01:14:53: Really? For affordable housing efforts,
01:14:53 --> 01:14:56: downtown revitalizations kind of catalytic impact.
01:14:56 --> 01:14:59: I've seen that you aren't the first to experience this,
01:14:59 --> 01:15:02: and I know for my friends at PIDC they see.
01:15:03 --> 01:15:07: Every day it really is about creating this balance between
01:15:07 --> 01:15:11: the public realm and its costs and unleashing private sector
01:15:11 --> 01:15:13: investment to really generate value.
01:15:13 --> 01:15:16: So the one concept that I I really want to
01:15:16 --> 01:15:20: bore down because it really unleashes some of the financial
01:15:20 --> 01:15:22: tools we're going to talk about in a second.

01:15:22 --> 01:15:27: But really that balance between private investment and public stewardship
01:15:27 --> 01:15:29: of creating the public asset.
01:15:29 --> 01:15:33: Next slide, please. Now I won't go through all of
01:15:33 --> 01:15:34: these,
01:15:34 --> 01:15:37: but that there are some financial tools that you already
01:15:37 --> 01:15:39: have at your disposal,
01:15:39 --> 01:15:41: right? The great thing is,
01:15:41 --> 01:15:44: D, RW. C is not the fledgling nonprofit that I'm
01:15:44 --> 01:15:46: used to seeing.
01:15:46 --> 01:15:47: Trying to build a dream.
01:15:47 --> 01:15:50: You you have resources, you have great minds.
01:15:50 --> 01:15:53: You have great staff and you actually have fee income,
01:15:53 --> 01:15:55: which is an enviable position,
01:15:55 --> 01:15:59: right? And you've been very successful at getting grants to
01:15:59 --> 01:16:01: do planning studies and progress.
01:16:01 --> 01:16:05: Your work and that's either through philanthropy or through county,
01:16:05 --> 01:16:09: state, and federal sources that there are some tools that
01:16:09 --> 01:16:12: are available that I noticed that you don't use that
01:16:12 --> 01:16:15: are used in other projects that are similar around the
01:16:15 --> 01:16:18: country. We're going to talk about a couple but but
01:16:18 --> 01:16:20: but there are some more on the next page,
01:16:20 --> 01:16:23: but the two that I I think are or standing
01:16:23 --> 01:16:24: me interfaces.
01:16:24 --> 01:16:29: One business improvement districts where that value is unleashed by
01:16:29 --> 01:16:33: commercial owners around your public space.
01:16:33 --> 01:16:36: And assessing them for some of the services that you're
01:16:36 --> 01:16:37: going to be providing.
01:16:37 --> 01:16:40: We were talking with the guys on the other side
01:16:40 --> 01:16:43: of the river in Camden and their newly created bid
01:16:43 --> 01:16:46: has the potential to really help them progress their project.
01:16:46 --> 01:16:50: Now while you normally see this with ambassador programs,
01:16:50 --> 01:16:55: cleaning streets programming efforts, there are ways to use that
01:16:55 --> 01:16:58: tool to help you develop some of the public assets
01:16:58 --> 01:17:02: so that you can create and generate the private interest
01:17:02 --> 01:17:07: to capture this. Value again right with creating and capturing
01:17:07 --> 01:17:08: value.
01:17:08 --> 01:17:14: TIF tax increment finance cities have different opinions about it.
01:17:14 --> 01:17:17: I noticed that they are not used very widely in

01:17:18 --> 01:17:18: Philadelphia,
01:17:19 --> 01:17:20: primarily on a project basis,
01:17:20 --> 01:17:24: but I was telling you before about the Atlanta Beltline
01:17:24 --> 01:17:27: project the major way that that was funded and I
01:17:27 --> 01:17:28: was the manager of that program.
01:17:28 --> 01:17:34: As we created a TIF district that encompassed 22 miles
01:17:34 --> 01:17:38: of unused rail lines in the city of Atlanta,
01:17:38 --> 01:17:42: right, and we intentionally drew the boundaries in such a
01:17:42 --> 01:17:42: way.
01:17:42 --> 01:17:46: So that as parcels became active,
01:17:46 --> 01:17:49: they immediately went on the tax rolls and immediately created
01:17:50 --> 01:17:52: value and we even got more aggressive.
01:17:52 --> 01:17:54: You can do this as a pay as you go
01:17:54 --> 01:17:54: method,
01:17:54 --> 01:17:58: but we got aggressive and looked at bonding future increment
01:17:58 --> 01:18:01: to deliver some of the public assets sooner,
01:18:01 --> 01:18:06: which is really unleashed great value for that project and
01:18:06 --> 01:18:10: it really is the major funding source for getting it
01:18:10 --> 01:18:11: off the ground.
01:18:11 --> 01:18:14: Don't wanna hit city Geo bonds quite yet,
01:18:14 --> 01:18:16: because their revenue bond met that you could do.
01:18:16 --> 01:18:20: But that is an alternative cities if this is important
01:18:20 --> 01:18:20: to you,
01:18:20 --> 01:18:23: there is possibly a way in which the city can
01:18:23 --> 01:18:26: get involved with bonding capacity because one of the the
01:18:26 --> 01:18:27: problems.
01:18:27 --> 01:18:30: Now is you need the funds now to create the
01:18:30 --> 01:18:34: public amenity and future development normally lags the development of
01:18:34 --> 01:18:36: the public realm.
01:18:36 --> 01:18:39: 1 consideration and all of these is Philadelphia has a
01:18:39 --> 01:18:42: very generous property tax abatement.
01:18:42 --> 01:18:44: Program I think is 100%
01:18:44 --> 01:18:46: abatement over 10 years which.
01:18:46 --> 01:18:51: Is contrary to the objectives of tax increment financing,
01:18:51 --> 01:18:55: so we just need to coordinate between increment generation and
01:18:55 --> 01:18:59: property tax abatement to be able to maximize this value
01:18:59 --> 01:19:01: creation strategy.
01:19:01 --> 01:19:04: Next slide, please. And there are some tools that you
01:19:04 --> 01:19:08: don't currently have that should be considered right?

01:19:08 --> 01:19:12: Obviously as you start to see more and more private
01:19:12 --> 01:19:15: development adjacent to the peers,
01:19:15 --> 01:19:19: there are impact fees on those developments that could be
01:19:19 --> 01:19:20: shared.
01:19:20 --> 01:19:23: I've seen several cities where that is the case where
01:19:23 --> 01:19:27: some of that impact fee that goes to the city
01:19:27 --> 01:19:30: can be redirected to this area specifically.
01:19:30 --> 01:19:33: There's also sales used, hotel occupancy taxes.
01:19:33 --> 01:19:37: I know that gets. Tricky in various places because a
01:19:37 --> 01:19:41: lot of times that income stream is already pledged to
01:19:41 --> 01:19:43: other uses that depend upon it.
01:19:43 --> 01:19:48: Tax credit programs are relevant not for this particular study
01:19:48 --> 01:19:48: area,
01:19:48 --> 01:19:53: but some of the northern segments of the area up
01:19:53 --> 01:19:54: towards Allegheny.
01:19:55 --> 01:19:58: They aren't eligible for tools such as new markets,
01:19:58 --> 01:20:01: tax credits, which we've used aggressively in the city of
01:20:01 --> 01:20:02: Atlanta.
01:20:02 --> 01:20:04: In fact, we created our own new market tax.
01:20:04 --> 01:20:07: Credit fund where I was president and fund manager of
01:20:07 --> 01:20:11: that fund to make mezzanine loan investments in communities that
01:20:11 --> 01:20:12: need that capital.
01:20:12 --> 01:20:17: As you build the branding around this,
01:20:17 --> 01:20:21: your corporate community starts to feel ownership and there's possible
01:20:21 --> 01:20:25: ways in which you can unleash corporate sponsorship that helps.
01:20:25 --> 01:20:29: This also works in the form of program related investment
01:20:29 --> 01:20:32: from the philanthropic community which you already have a very
01:20:33 --> 01:20:34: good relationship with.
01:20:34 --> 01:20:40: And given the earned income that your organization already has,
01:20:40 --> 01:20:43: that you're in the enviable position of being able to
01:20:43 --> 01:20:46: look at traditional debt instruments also to deliver the public
01:20:46 --> 01:20:46: realm.
01:20:46 --> 01:20:50: Experience is faster. I I will skip over additional tax
01:20:50 --> 01:20:50: levies.
01:20:50 --> 01:20:53: Nobody ever wants to talk about that,
01:20:53 --> 01:20:55: but obviously it is a tool that can be used
01:20:56 --> 01:20:58: that I would be remiss if I didn't put it
01:20:58 --> 01:21:00: on this piece of paper.

01:21:00 --> 01:21:03: I'm going to ask Michael to come up to spread
01:21:03 --> 01:21:04: these out.
01:21:04 --> 01:21:06: And give you a context of where they fit on
01:21:06 --> 01:21:08: the risk return spectrum.
01:21:09 --> 01:21:12: Yeah, thank you so the next slide.
01:21:12 --> 01:21:15: I'm Michael Rodriguez. Uh, one of these folks who wears
01:21:15 --> 01:21:16: many hats,
01:21:16 --> 01:21:18: so I work as a lead economist for the Mitre
01:21:18 --> 01:21:21: Corporation and Infrastructure and Transportation,
01:21:21 --> 01:21:23: and also at smart growth.
01:21:23 --> 01:21:25: America is visiting research director.
01:21:25 --> 01:21:28: We're gonna work with a lot of communities and part
01:21:28 --> 01:21:32: of that in the commercial real estate research and consulting.
01:21:32 --> 01:21:35: So we I've worked with a lot of communities,
01:21:35 --> 01:21:37: especially with Mark. With America on this,
01:21:37 --> 01:21:39: these types of issues and I always like to put
01:21:39 --> 01:21:40: this on a spectrum of that.
01:21:40 --> 01:21:41: There are a lot of tools available,
01:21:41 --> 01:21:45: obviously. This is very probably you've seen several toolkits that
01:21:45 --> 01:21:47: involved many of these phrases and words,
01:21:47 --> 01:21:49: and I always like to put this on the idea
01:21:49 --> 01:21:52: that there's a spectrum of these implementation tools all the
01:21:53 --> 01:21:56: way from completely do nothing and just let the market
01:21:56 --> 01:21:58: do what it will or won't do sometimes,
01:21:58 --> 01:22:01: or go ahead and eminent domain the whole thing and
01:22:01 --> 01:22:03: develop it yourself as a city,
01:22:03 --> 01:22:05: if you could. Most of the stuff that we do
01:22:05 --> 01:22:08: is somewhere in between and like to highlight that because
01:22:08 --> 01:22:11: Tyrone talked a lot about the specifics of these tools,
01:22:11 --> 01:22:14: but that the ones we think about,
01:22:14 --> 01:22:17: especially for this specific waterfront,
01:22:17 --> 01:22:20: we're talking a lot about these public private partnerships and
01:22:20 --> 01:22:21: business improvement districts,
01:22:21 --> 01:22:25: especially tax increment financing for some of the larger capital.
01:22:25 --> 01:22:28: And to say that these are these projects in between,
01:22:28 --> 01:22:31: and they're not mutually exclusive and you can layer a
01:22:31 --> 01:22:33: lot of these types of tools upon one another,
01:22:33 --> 01:22:36: and that can be a way of building success.
01:22:36 --> 01:22:39: Towards a sense of identity and a vibrant waterfront that
01:22:40 --> 01:22:41: you're looking for.
01:22:41 --> 01:22:46: Next slide please. So one of the ideas here is

01:22:46 --> 01:22:52: something about a layered bid or a tiff where there's
01:22:52 --> 01:22:57: some reasons why a bid might be faster.
01:22:57 --> 01:22:59: Business Improvement District might be a little faster,
01:22:59 --> 01:23:02: more nimble, and that's partly because of the way that
01:23:02 --> 01:23:02: it,
01:23:02 --> 01:23:07: if usually requires a lot more levels of government,
01:23:07 --> 01:23:11: bureaucracy and political decision making for them to happen.
01:23:11 --> 01:23:13: Whereas a bid, can that be done,
01:23:13 --> 01:23:16: usually more with the consent of the actual property owners.
01:23:16 --> 01:23:18: And might be a little nimble,
01:23:18 --> 01:23:21: but an idea that they're not necessarily linear,
01:23:21 --> 01:23:24: but you can layer, and they're not mean to exclusive
01:23:24 --> 01:23:28: because there are many examples where their layered on the
01:23:28 --> 01:23:29: side of this idea.
01:23:29 --> 01:23:32: I want to have this example of some work that
01:23:32 --> 01:23:36: Brookings Institution is done on catalytic development.
01:23:36 --> 01:23:40: Chris Leinberger, my colleague, former colleague Tracy Low over at
01:23:40 --> 01:23:42: Brookings have talked a lot about this,
01:23:42 --> 01:23:45: and there's some interesting case studies about South Lake Union
01:23:45 --> 01:23:47: and what they've done at Arizona State.
01:23:47 --> 01:23:48: University and Over The Rhine.
01:23:48 --> 01:23:51: What it takes and many of the times in addition
01:23:51 --> 01:23:54: to these implementation tools and getting the alignment,
01:23:55 --> 01:23:58: the vision alignment of the actual property owners together with
01:23:58 --> 01:23:59: the city.
01:23:59 --> 01:24:03: Importantly, and especially that this can sort of happen anywhere
01:24:03 --> 01:24:06: we want this to happen on waterfront.
01:24:06 --> 01:24:10: But these catalytic developments happen when these pieces click,
01:24:10 --> 01:24:14: and especially when the separate property owners begin to talk
01:24:14 --> 01:24:15: to one another.
01:24:15 --> 01:24:17: There's a certain critical mass of parcel.
01:24:17 --> 01:24:22: Assemblage and you get. In actual place that begins to
01:24:22 --> 01:24:23: build.
01:24:23 --> 01:24:26: Because of that, and we think that the actual Business
01:24:26 --> 01:24:29: Improvement District helps foster that type of culture.
01:24:29 --> 01:24:32: That type of identity to then have these wins that

01:24:32 --> 01:24:36: bring towards something else that if which can be used
01:24:36 --> 01:24:38: for the larger capital improvements.
01:24:38 --> 01:24:42: Next slide. So an example of this smart growth America
01:24:42 --> 01:24:46: we got to work with downtown Grand Rapids Inc.
01:24:46 --> 01:24:49: Which is the Business Improvement District in Grand Rapids,
01:24:49 --> 01:24:51: MI. And many, you know,
01:24:51 --> 01:24:54: Grand Rapids is on the Grand River in Michigan,
01:24:54 --> 01:24:58: so it has its own waterfront which this actually to
01:24:58 --> 01:25:02: the right would be the portion called Monroe North,
01:25:02 --> 01:25:05: which eventually had it. If this is an interesting example,
01:25:05 --> 01:25:09: because you have a Business Improvement District formed at downtown
01:25:09 --> 01:25:11: Grand Rapids Downtown bid.
01:25:11 --> 01:25:14: And. On top of the bid,
01:25:14 --> 01:25:18: which already exists, there was in this one second is
01:25:18 --> 01:25:21: in this one section of the Riverfront 8 if establish
01:25:22 --> 01:25:25: an interesting part of that specific TIF is what it
01:25:25 --> 01:25:27: actually is allowed to do,
01:25:27 --> 01:25:30: that TIF is actually able to support real property development,
01:25:30 --> 01:25:34: so the dollars from the usually a tiff has a
01:25:34 --> 01:25:39: it's a stream of revenue and or bonds that can
01:25:39 --> 01:25:40: be used to dedicate,
01:25:40 --> 01:25:44: usually towards a large capital improvement program.
01:25:44 --> 01:25:48: In this case, the actual development meets the criteria of
01:25:48 --> 01:25:51: the mandate of that TIF in addition to other.
01:25:51 --> 01:25:54: Capital improvements that we usually think of.
01:25:54 --> 01:25:59: Obviously some familiar for this waterfront streets those that public
01:25:59 --> 01:26:00: infrastructure,
01:26:00 --> 01:26:02: the parks and the public amenities.
01:26:02 --> 01:26:06: This sounds familiar already. Now we've talked about this and
01:26:06 --> 01:26:10: that because these are a little more capital intensive and
01:26:10 --> 01:26:15: because business improvement districts tend to begin or focus on
01:26:15 --> 01:26:18: quote safe and clean. In branding and other items like
01:26:18 --> 01:26:20: that usually not getting to the realm,
01:26:20 --> 01:26:23: though that's not. There's nothing that says Abid can't do
01:26:23 --> 01:26:23: that,
01:26:23 --> 01:26:26: but if it can be used for this reason,
01:26:26 --> 01:26:28: then there's nothing mutually exclusive about it.
01:26:28 --> 01:26:32: So to leave you with that thought.
01:26:32 --> 01:26:34: And so really, I think this is one example and

01:26:34 --> 01:26:36: there are many across the United States where we can
01:26:37 --> 01:26:39: see this type of layering so that we can think
01:26:39 --> 01:26:43: of many of the mechanisms ultimately playing along this continuum
01:26:43 --> 01:26:44: that we talked about.
01:26:46 --> 01:26:46: Next slide.
01:26:48 --> 01:26:52: Great thank you to all the panelists and that concludes
01:26:52 --> 01:26:55: the different thematic presentations.
01:26:55 --> 01:26:57: I'm I'm just going to.
01:26:57 --> 01:27:01: Cover a couple of key takeaways in our conclusion here.
01:27:01 --> 01:27:04: I'd like to invite everyone in the audience.
01:27:04 --> 01:27:07: If you have questions, please submit them in the chat.
01:27:07 --> 01:27:10: I do think we'll have a couple of minutes to
01:27:10 --> 01:27:14: respond to two questions and and so next slide,
01:27:14 --> 01:27:18: please. So here again, here,
01:27:18 --> 01:27:20: here. Here is the site.
01:27:20 --> 01:27:25: Next slide please. I introduced these guiding recommendations at the
01:27:25 --> 01:27:27: beginning of the presentation.
01:27:27 --> 01:27:33: Next slide, please. So. D RW C is already doing
01:27:33 --> 01:27:38: incredible transformative work.
01:27:38 --> 01:27:41: Keep it up. Gotta keep going.
01:27:41 --> 01:27:46: These are all really important initiatives that have to continue
01:27:46 --> 01:27:49: to get advanced and completed.
01:27:49 --> 01:27:51: This is the basic you know,
01:27:51 --> 01:27:55: underlying. Work of opening up the waterfront and connecting it
01:27:56 --> 01:27:56: to the city.
01:27:56 --> 01:28:02: Next slide, please. In the spirit of ULI,
01:28:02 --> 01:28:05: we're have created A to do list for you to
01:28:05 --> 01:28:07: start working on tomorrow morning.
01:28:07 --> 01:28:09: We gave you this afternoon off,
01:28:09 --> 01:28:13: but starting tomorrow morning there are a couple of things
01:28:13 --> 01:28:16: we think that D RW C needs to do to
01:28:16 --> 01:28:19: jumpstart the transformation of this area.
01:28:19 --> 01:28:24: First, is there needs to be a even deeper relationship
01:28:24 --> 01:28:28: built with the army core of engineers to really think
01:28:28 --> 01:28:30: of all of these?
01:28:30 --> 01:28:38: Pierce together and explore permitting that allows for the mitigation.
01:28:38 --> 01:28:43: The concept of mitigation banking that doesn't treat each peer
01:28:43 --> 01:28:44: in an isolated way,

01:28:44 --> 01:28:48: but as a collective group of of structures.
01:28:48 --> 01:28:54: We really believe you have to start working on an
01:28:54 --> 01:28:58: area wide integrated infrastructure plan.
01:28:58 --> 01:29:04: This will have to be multidisciplinary engineering that includes attention
01:29:05 --> 01:29:06: to flooding.
01:29:06 --> 01:29:09: Definitely mobility but also utilities.
01:29:09 --> 01:29:14: The future design site elevations,
01:29:14 --> 01:29:17: stormwater issues, fire and life safety.
01:29:17 --> 01:29:19: I mean, these are complex issues.
01:29:19 --> 01:29:24: That need to start to get figured out now.
01:29:24 --> 01:29:27: Definitely believe you need to convene all the land owners.
01:29:27 --> 01:29:29: We understand that you've done this in the past.
01:29:29 --> 01:29:31: You need to do it again.
01:29:31 --> 01:29:33: Need to figure out, uh,
01:29:33 --> 01:29:39: organizing structure between the private stakeholders that allows for you
01:29:39 --> 01:29:43: to work with them in a highly constructive way.
01:29:43 --> 01:29:46: We also believe that this should either follow a traditional
01:29:47 --> 01:29:47: bid model,
01:29:47 --> 01:29:52: but there's also other flavors of bids that include residential
01:29:52 --> 01:29:54: uses such as community.
01:29:54 --> 01:29:59: Improvement districts. Uhm, we know you're working with the city
01:29:59 --> 01:30:01: and the state already.
01:30:01 --> 01:30:07: We need you to double down even further and position
01:30:07 --> 01:30:12: DWD RWC as a primary candidate in the city of
01:30:12 --> 01:30:18: Philadelphia to be the recipient of what we believe will
01:30:18 --> 01:30:23: be significant. Federal investment in resilient infrastructure.
01:30:23 --> 01:30:27: And one thing that Lynette introduced in her.
01:30:27 --> 01:30:30: Presentation, which is critically important,
01:30:30 --> 01:30:34: is that the waterfront is not isolated.
01:30:34 --> 01:30:37: It must be understood in the context of the broader
01:30:37 --> 01:30:38: city,
01:30:38 --> 01:30:42: and for that reason we believe the D RW C
01:30:42 --> 01:30:46: can be a primary target in a primary recipient of
01:30:47 --> 01:30:51: federal resilient infrastructure funding.
01:30:51 --> 01:30:54: And then lastly. You know we need.
01:30:54 --> 01:30:58: There's never enough engagements, so we need to continue to
01:30:58 --> 01:31:00: work with the community.
01:31:00 --> 01:31:04: Figure out the ways in which a culture of stewardship
01:31:04 --> 01:31:09: can be extended to the people of adjacent neighborhoods in

01:31:09 --> 01:31:11: the city as a whole.
01:31:11 --> 01:31:16: Next slide, please. And over the next year,
01:31:16 --> 01:31:19: and really over the next years.
01:31:19 --> 01:31:23: You know we need to continue to work with regulators
01:31:23 --> 01:31:27: on permitting protocols that explore how new construction will be
01:31:27 --> 01:31:32: permitted in the floodplain in a coordinate coordinated way,
01:31:32 --> 01:31:37: not just on a one off project by Project Way.
01:31:37 --> 01:31:41: More civic engagement. Need you to really think hard about
01:31:41 --> 01:31:46: the manner in which you're assembling this waterfront.
01:31:46 --> 01:31:50: Set back. The 50 feet is a good first step,
01:31:50 --> 01:31:53: but in many areas you're going to need more.
01:31:55 --> 01:32:00: The, but we believe that you should make a transparent
01:32:00 --> 01:32:05: 15 year capital improvement plan that is socialized in order
01:32:05 --> 01:32:10: to build deep political support for what we believe are
01:32:10 --> 01:32:14: going to be significant investments in infrastructure.
01:32:16 --> 01:32:20: We want you to sit down with the owners of
01:32:20 --> 01:32:24: Pier 60 and affirm that DRW C has a vision
01:32:24 --> 01:32:30: for that pier as a central public amenity linking the.
01:32:30 --> 01:32:34: Broader area to water use is,
01:32:34 --> 01:32:38: so there's a maritime and water dependent aspects to that.
01:32:38 --> 01:32:42: We believe that you need to coordinate the design permitting
01:32:42 --> 01:32:47: and development activities with all land owners and become a
01:32:47 --> 01:32:51: resource to them in order to quickly navigate the often
01:32:51 --> 01:32:57: very complex and sometimes contentious issues that can arise.
01:32:57 --> 01:33:01: And then we need to see you completed.
01:33:01 --> 01:33:05: Feasibility study for this potential TIF district.
01:33:05 --> 01:33:09: Uhm, we need you to really kind of go back
01:33:09 --> 01:33:14: to the 2012 master plan and continue to refine that
01:33:14 --> 01:33:20: into a set of urban design guidelines that include different
01:33:20 --> 01:33:23: scenarios around land use changes.
01:33:23 --> 01:33:27: For instance around the the big boxes in other sites
01:33:27 --> 01:33:31: that currently do not have development proposals for them.
01:33:31 --> 01:33:35: And then finally we do believe you need to more
01:33:35 --> 01:33:36: aggressively.
01:33:36 --> 01:33:41: Negotiate public right of ways to link the city to
01:33:42 --> 01:33:43: the waterfront,
01:33:43 --> 01:33:47: and that is a subset of the integrated infrastructure plan
01:33:47 --> 01:33:49: that we had talked about.
01:33:49 --> 01:33:54: Next slide. We really would like to thank everyone who's
01:33:55 --> 01:33:57: both enabled us to be here,

01:33:57 --> 01:34:01: but also has engaged us with such incredible good faith.
01:34:01 --> 01:34:04: I just want to underscore as we close out.
01:34:04 --> 01:34:08: The work that has been done to date is truly
01:34:09 --> 01:34:10: transformative.
01:34:10 --> 01:34:14: None of our recommendations come,
01:34:14 --> 01:34:18: undermine, or or or or offer an alternative view to
01:34:18 --> 01:34:21: the work that has already been done.
01:34:21 --> 01:34:26: Today, it's truly exemplary. If there's one message that we
01:34:26 --> 01:34:27: share with you today,
01:34:27 --> 01:34:32: is that. In in Tyrone's words,
01:34:32 --> 01:34:36: you are a quarterback of a very complicated,
01:34:36 --> 01:34:42: complex endeavor, and as you move forward,
01:34:42 --> 01:34:44: that complexity will only grow.

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