

# ***The New Philadelphia Story***

Seattle, Washington  
*February 3-6, 2010*

THE TRANSFORMATION OF GREATER PHILADELPHIA INTO A  
GREEN AND SUSTAINABLE CITY AND REGION THROUGH  
PUBLIC PRIVATE PARTNERSHIPS



**Presented by:**

**Sandra Shea, Editorial Page Editor, Philadelphia Daily News**

**Blaine Bonham, Executive Vice President, The Pennsylvania Horticultural Society**

**Harris Steinberg, Executive Director, Penn Praxis, University of Pennsylvania**

**Laurie Actman, Director, Metropolitan Caucus City of Philadelphia**

**Shawn McCaney, Program Officer, The William Penn Foundation**



**Sandra Shea**  
*Editorial Page Editor*  
**Philadelphia Daily News**



# Philadelphia







# The old story

- Neglect of public spaces and parkland
- Governance of parks a closed system with little public engagement and no accountability











# The early story:

- Newspaper took the lead in uncovering neglect of park system.
- Recreation Dept. was separated from parks. The good news: PHS had a history of successful work with communities to transform rec. parks and playgrounds
- The result: Parks and Recreation depts. merged
- The PHS story



*Courtesy of The Pennsylvania Horticultural Society*



*Courtesy of The Pennsylvania Horticultural Society*





*Courtesy of The Pennsylvania Horticultural Society*



*Courtesy of The Pennsylvania Horticultural Society*



**Blaine Bonham**  
*Executive Vice President*  
**The Pennsylvania Horticultural Society**





## Mission

The Pennsylvania Horticultural Society  
motivates people  
to improve the quality of life and  
create a sense of community  
through horticulture.

*Courtesy of the Pennsylvania Horticultural Society*



**110 Staff**

**14,500 Members**

**3,500 Volunteers**

**\$20M Annual Budget**



*Courtesy of The Pennsylvania Horticultural Society*

2010 PHILADELPHIA INTERNATIONAL

# FLOWER SHOW®

THE PENNSYLVANIA HORTICULTURAL SOCIETY

February 28 - March 7, 2010

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*Courtesy of the Pennsylvania Horticultural Society*

# Philadelphia International Flower Show



*Courtesy of The Pennsylvania Horticultural Society*

# Philadelphia International Flower Show



Attendance - 230,000

Room Nights - 24,000

Economic Impact - \$35 Million



Creating community through horticulture since 1974



*Partnerships to  
create, restore,  
and care for open  
space*

*Courtesy of The Pennsylvania Horticultural Society*

## Grow Community Gardens



*Courtesy of The Pennsylvania Horticultural Society*



Aspen Farms, West Philadelphia



*Courtesy of The Pennsylvania Horticultural Society*



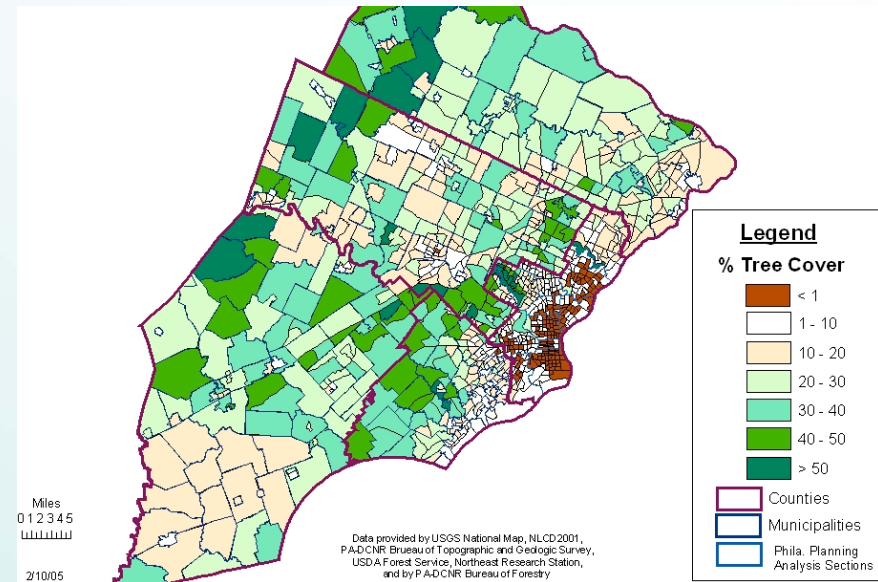
*Courtesy of The Pennsylvania Horticultural Society*

## Restore the Urban Forest



*Courtesy of The Pennsylvania Horticultural Society*

# Restore the Urban Forest - TreeVitalize



## Governor Ed Rendell's TreeVitalize program for Southeastern Pennsylvania



## Vacant Land Management



*Courtesy of The Pennsylvania Horticultural Society*

Major trash, debris and weed removal



Earthwork and seeding



Fencing



Tree plantings



*Courtesy of The Pennsylvania Horticultural Society*

# Vacant Land Management



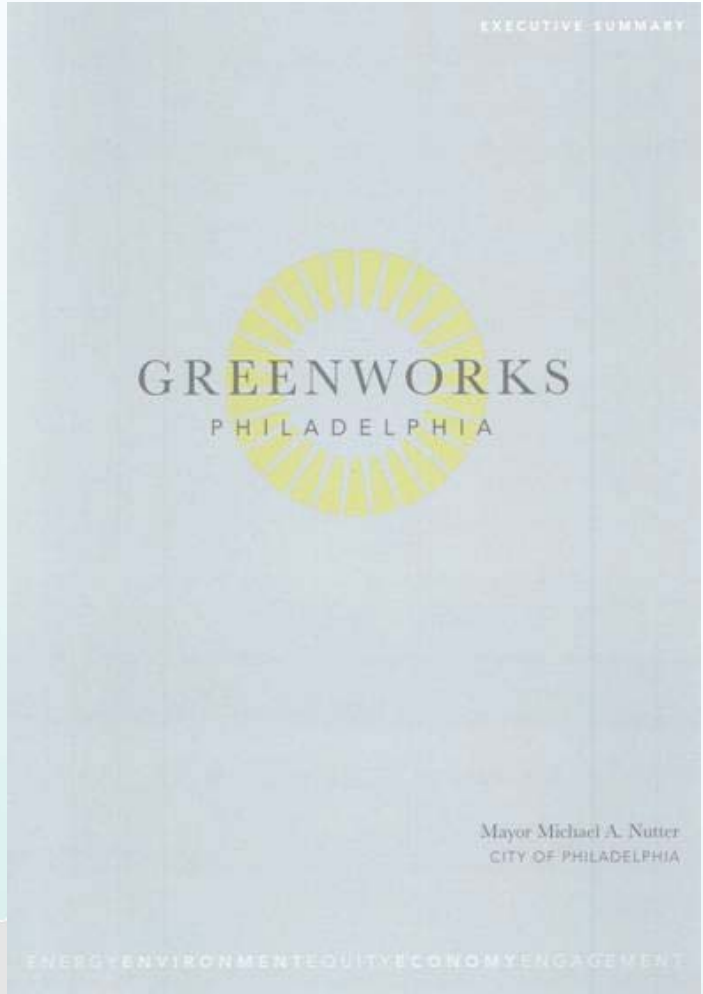
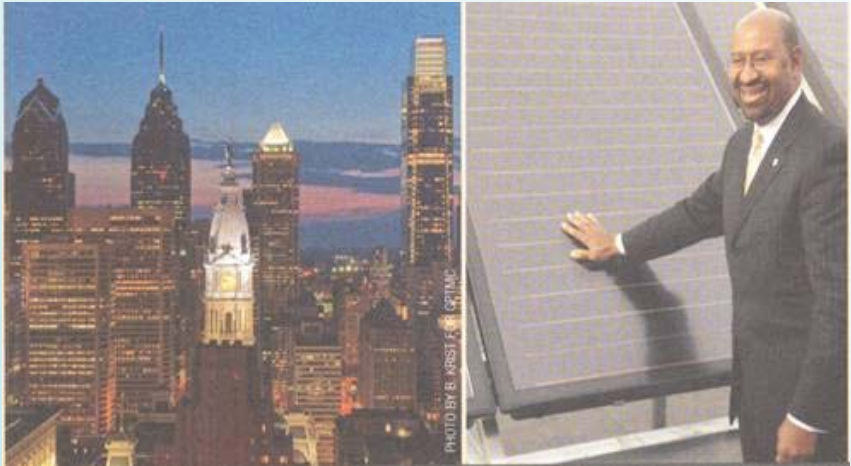
*Courtesy of The Pennsylvania Horticultural Society*







# GreenWorks Philadelphia



*Courtesy of The Pennsylvania Horticultural Society*



# Our Approach

## Develop and Maintain Partnerships

*Courtesy of The Pennsylvania Horticultural Society*

## Develop and Maintain Cross Sector Partnerships



*Courtesy of The Pennsylvania Horticultural Society*

## Develop and Maintain Cross Sector Partnerships



*Courtesy of The Pennsylvania Horticultural Society*

## Develop and Maintain Cross Sector Partnerships

### Benjamin Franklin Parkway Landscape Restoration, Center City



*Courtesy of The Pennsylvania Horticultural Society*



# Our Approach

Engage Community

*Courtesy of The Pennsylvania Horticultural Society*



*Courtesy of The Pennsylvania Horticultural Society*



*Courtesy of The Pennsylvania Horticultural Society*





# Our Approach

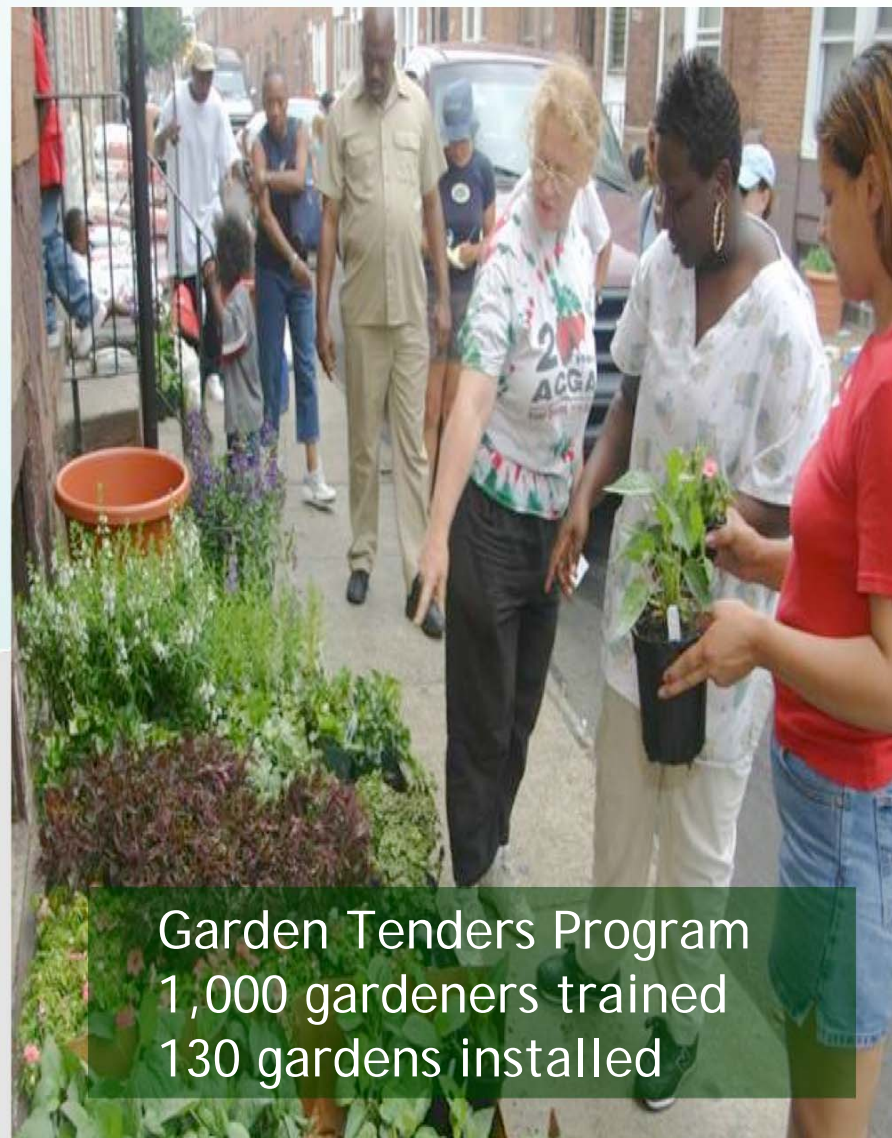
## Build Capacity

*Courtesy of The Pennsylvania Horticultural Society*

## Build Capacity



TreeTenders Program  
3,200 trained citizens in  
greater Philadelphia region



Garden Tenders Program  
1,000 gardeners trained  
130 gardens installed



*Courtesy of The Pennsylvania Horticultural Society*



# Our Approach

Design and Construct Transformative Landscapes

*Courtesy of The Pennsylvania Horticultural Society*

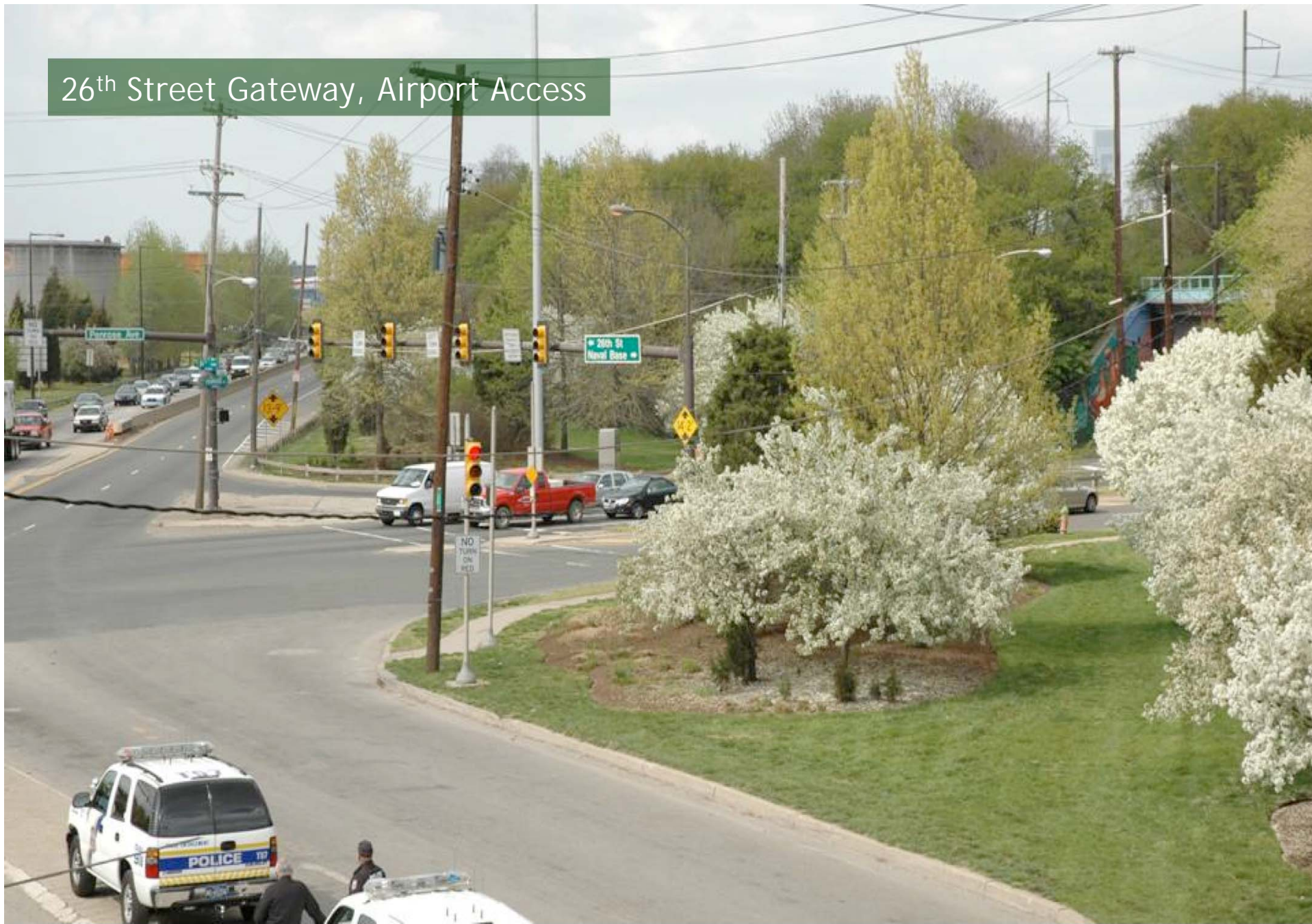
# Design and Construct Transformative Landscapes



Konrad Square, Fishtown

*Courtesy of The Pennsylvania Horticultural Society*

26<sup>th</sup> Street Gateway, Airport Access



*Courtesy of The Pennsylvania Horticultural Society*



# Our Approach

Create models for sustainable stewardship

*Courtesy of The Pennsylvania Horticultural Society*

## Create Models for Sustainable Stewardship



Community LandCare Program  
-City contracts for maintenance of  
vacant lots - 200 seasonal jobs



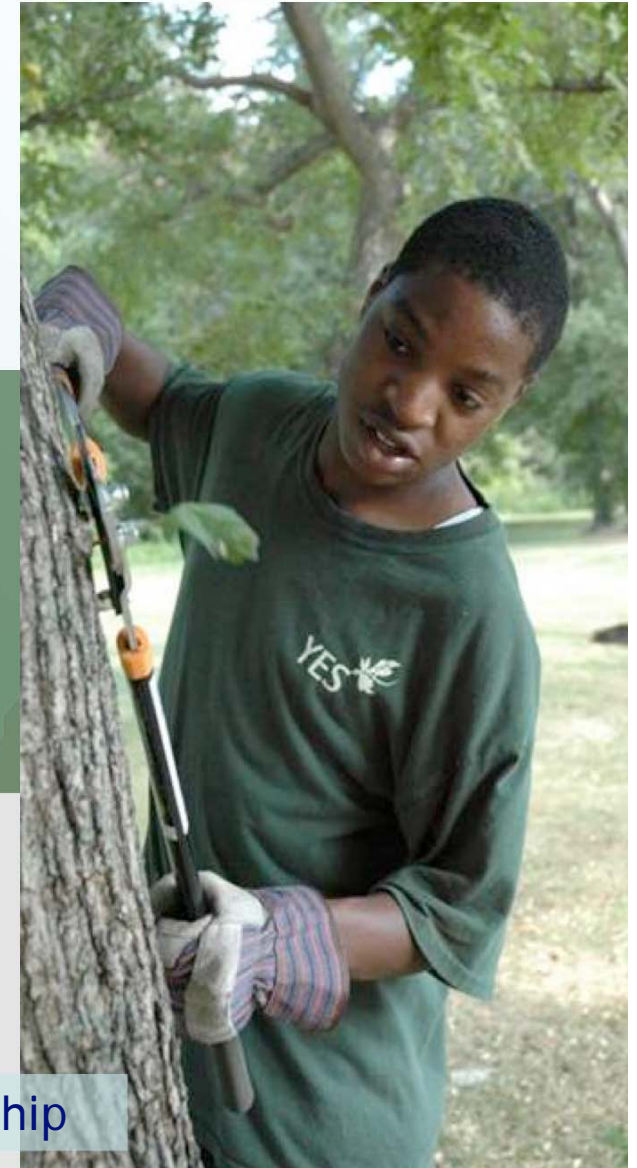
## Create models for Sustainable Stewardship



## Create models for Sustainable Stewardship



- Paid internships for Teenagers
- Park landscapes improved
- Career counseling
- Health, fitness and nutrition education



Youth Environmental Stewardship



# Our Approach

Build an Advocacy Network

*Courtesy of The Pennsylvania Horticultural Society*

## Build an Advocacy Network



*Courtesy of The Pennsylvania Horticultural Society*

## Build an Advocacy Network



*Courtesy of The Pennsylvania Horticultural Society*



*Courtesy of The Pennsylvania Horticultural Society*



[www.philadelphiagreen.org](http://www.philadelphiagreen.org)

[www.pennsylvaniahorticulturalsociety.org](http://www.pennsylvaniahorticulturalsociety.org)

*Courtesy of the Pennsylvania Horticultural Society*

# From trees to slot machines

- Lessons of public engagement continue, expand into partnership with PennPraxis
- Casinos generate huge public interest and conflict
- Casino issue highlights lack of coherent plan for city, especially waterfront





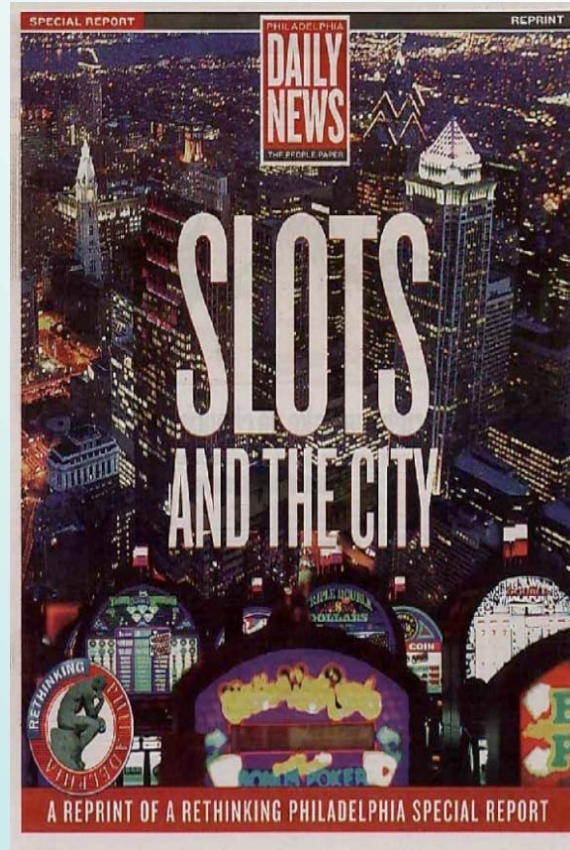
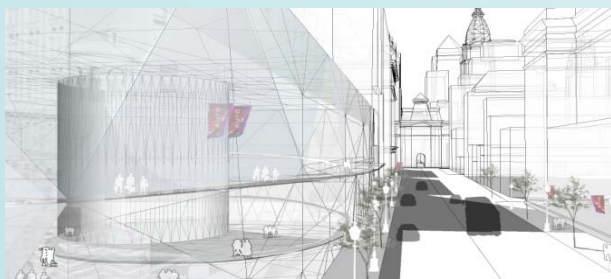
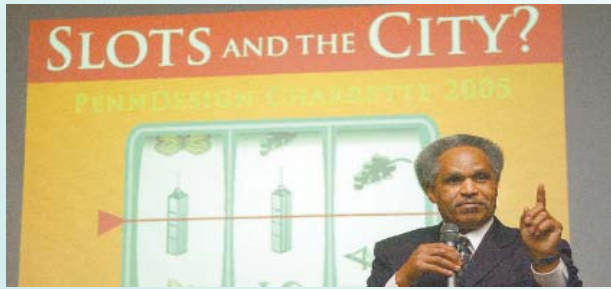




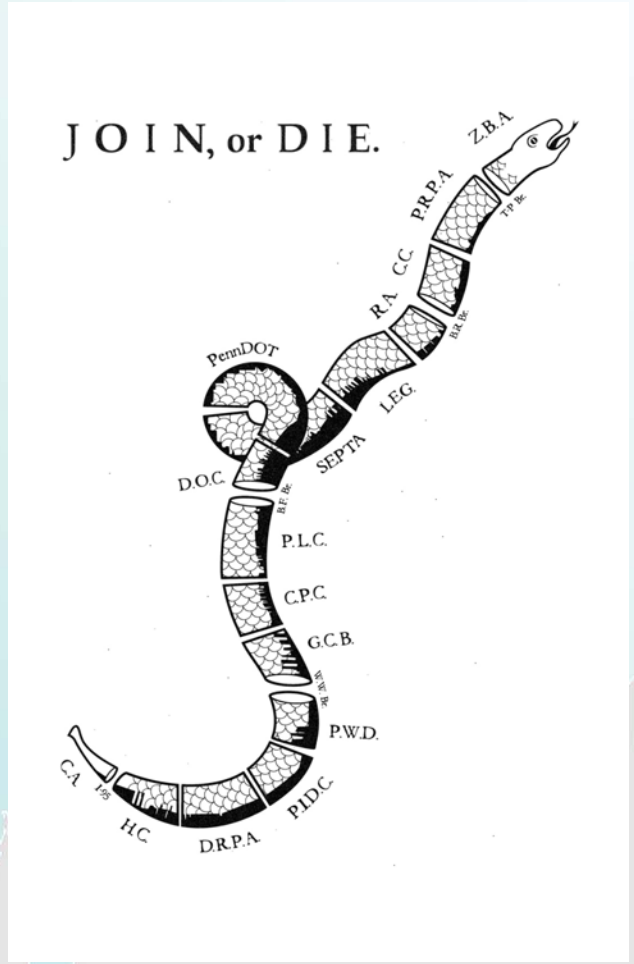
**Harris Steinberg**  
*Executive Director*  
**Penn Praxis**  
**University of Pennsylvania**



# Slots and the City: 2005 - 2006



# Central Delaware: 2006 - 2008



# Central Delaware: 2006 - 2008



# Central Delaware: 2006 - 2008





# Central Delaware: 2006 - 2008

## RETHINKING THE RIVER, WITH YOUR HELP



### Three walks on the wild side

**T**hree walks on the wild side of the Delaware River waterfront are being planned to help the city rethink the river. The walks are being planned by the Delaware River Port Authority (DRPA) and the University City Planning Commission (UCPC).

The first walk, Walk 1, is a 1.5-mile route from the Ben Franklin Bridge to the University City waterfront. Walk 2 is a 2-mile route from the Ben Franklin Bridge to the Delaware River waterfront. Walk 3 is a 3-mile route from the Ben Franklin Bridge to the Delaware River waterfront.

The walks are being planned to help the city rethink the river and to provide a safe and enjoyable walking experience for residents and visitors alike.

## Commentary

### Involving public in waterfront plan

**H**arris M. Steinberg, executive director of the Center for Urban and Regional Development at the University of Pennsylvania, says that the Delaware River is an area of opportunity for the city of Philadelphia. The riverfront is a natural extension of the city and offers a unique opportunity to revitalize the waterfront and create a vibrant urban environment.

Steinberg emphasizes the importance of involving the public in the planning process. He believes that the city should create a vision for the waterfront that reflects the needs and desires of the community. This vision should be based on principles of walkability, sustainability, and public participation.



### Use easy ways to reduce abortions

**S**haron L. Camp, a member of the Governor's Council on the Family, says that the state should take steps to reduce the number of abortions. She believes that providing easy access to prenatal care and other services can help women make informed decisions about their pregnancies.

Camp argues that the state should focus on providing support and resources to women who are considering an abortion. This support should include counseling, financial assistance, and access to social services. She believes that these measures can help women make choices that are in the best interests of their families and the state.

ABOUT | NEWS | IN YOUR NEIGHBORHOOD | ISSUES | PRAXIS PROJECTS | EVENTS | WHY DESIGN MATT? PARTICIPATE

**Looking ahead to 2007 planning, Jan. 5**  
BY MATT GOLAS | JANUARY 2, 2007  
The Praxis Central Delaware Waterfront planning process continues with a full schedule in 2007.

**Advisory Group feedback on values, Jan. 8**  
BY PLAN PHILLY STAFF | JANUARY 8, 2007  
The Central Delaware Waterfront Advisory Group held a conversation Monday about concerns over some of the values recent public forums produced.

**Talk on NYC waterfront planning, Jan. 8**  
BY PLAN PHILLY STAFF | JANUARY 8, 2007  
Howard Stalkin, an expert in urban planning with the New York City Planning Commission, presented to the Central Waterfront Advisory Group Jan. 8.

**Planning Philadelphia's future**

**From the director's desk, Jan. 2, 2007:**  
We have the opportunity on the Central Delaware to work together to create a vision that is smart, generous, sound and pleasing.

SEARCH

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Register for the Experts Session February 3rd

### Betrayal of base may sink Brazil's Lula

**M**arinho Raulo, a columnist and associate editor of the Washington Post, says that the Brazilian government's policies are betraying the interests of the working class. He believes that the government is focusing too much on economic growth and not enough on social justice and public services.

Raulo argues that the government's policies are leading to a widening gap between the rich and the poor. He believes that the government should focus on providing social services and creating jobs for the working class. He believes that these measures can help reduce poverty and improve the lives of the Brazilian people.

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### This Sunday in Currents: Meet the Candidates

The Quilley, Healy & Co. will be held on Sunday, Jan. 14, at 10:00 a.m. at the New Jersey State House in Trenton, NJ. The candidates will be introduced and will have the opportunity to answer questions from the audience.

The candidates are: [List of candidates]



# Central Delaware: 2006 - 2008



# Central Delaware: 2006 - 2008



## NAACP leader is quitting

Bruce S. Gordon cited his difficulty working with the civil rights group board.

By Ben Swann  
 Bruce S. Gordon, president of the NAACP, announced Monday that he is stepping down from his post after just 10 months, he said Monday.

## Afghans die in gunfire after blast

The bombing was near a U.S. convoy. Troops fired, killing at least a civilian. 17000 came protesters.

## Mayor's race: One party, one gender

There's little chance of a female mayor any time soon. Some of the factors have to do with old-style city politics.

## Roman charges back to win Catholic crown



By Michael Rubin  
 KRAMER, Philadelphia — A major basketball season in an American city is over. The season ended in a dramatic fashion on Monday night, a large team that has just won its second championship, the Philadelphia 76ers, defeated the Boston Celtics in Game 7 of the NBA Finals.

**FOX 29**

### Philadelphia Waterfront Master Plan Unveiled

Last Edited: Saturday, 03 Mar 2007, 10:35 PM EST  
 Created: Saturday, 03 Mar 2007, 10:35 PM EST

Philadelphia's Waterfront definitely has potential and now a team of world-class architects and urban planners have designs on how to develop it. FOX 29's Michelle Williams reports.

**RICHARD BARTHOLOMEW WALLACE ROBERTS & T my FOX PHILADELPHIA**



## Inquirer Express

## Threat from lead goes beyond early years

By Tom Ichniowski  
 PHILADELPHIA — Lead exposure in children is a well-known problem, but a new study published in the journal Pediatrics shows that lead exposure can also affect adults.

## Experts on the waterfront think a Big Dig could make a contender.

### City's biggest block: The great I-95 divide

By Tom Ichniowski  
 PHILADELPHIA — Experts on the waterfront think a Big Dig project, which would tunnel the city's main highway, I-95, under the city, could make a contender for the job.

A master plan for the Philadelphia Waterfront was unveiled Saturday.



# Central Delaware: 2006 - 2008



**Changing Skyline** *By Inga Saffron*

## Developers fight plan to extend streets to riverfront

It seems unlikely that many people out for a stroll on Market Street in Center City ever stop to ask themselves, "Should this street be here?"

Market Street exists because Philadelphia does. Some, of course, will recall that it was William Penn and his surveyor Thomas Holme who laid out Philadelphia's brilliant, character-defining street grid in 1683. But even those who forget their history know it's their inalienable right to walk, saunter, jog and drive along the city's thoroughfares. If there is a consensus about

**philly.com**

Inga Saffron blogs about Philadelphia architecture at <http://go.philly.com/skyline>

anything in our country, it's that city streets are public places. We can amble along Delancey Street and admire the Quaker mansions without having to worry that we're trespassing on private property.

Please excuse me for stating what seems obvious. It's just that there are folks in Philadelphia who are trying to challenge

the concept of free and open streets.

Last month, zoning lawyer Michael Sklaroff, former city planner Craig Schelter, and a slew of developers launched what is shaping up as a gloves-off campaign to scuttle an eminently sensible proposal to extend the existing city street grid down to the edge of the Delaware River. The new street network would break up the central waterfront's large, formerly industrial tracts into manageable blocks that could be developed into something resembling

See **SKYLINE** on E6



# Central Delaware: 2006 - 2008



Police shot while serving warrant

## Gunfire in Frankford wounds two officers

They were breaking down a door. A suspect was taken to headquarters.

By Tom Ichniowski  
PHILADELPHIA (AP) — Two Philadelphia police officers were wounded in a shooting in Frankford on Monday as they broke down a door to arrest a suspect. The officers, who were on a routine patrol, were shot in the chest and arm while trying to force their way into a residence. The suspect, a 30-year-old man, was taken to a hospital and is in stable condition. The officers are recovering from their wounds.



## 7 Pa. House staffers out in shake-up

The Democratic side ousted cover a spin into staff turnover in the House. Mike Moore is chief of staff to Majority Leader Bill DeWeese.

## Resign, Bhutto tells Musharraf

A potential power-sharing arrangement approved. Benazir Bhutto told Pervez Musharraf to resign.

## The Road to the White House

N.H. likes to keep them guessing  
In a recent poll, New Hampshire voters showed they are undecided about which candidate to support in the upcoming presidential election.

## INSIDE

PeenPraxis will urge the city to reshape 7 miles along the Delaware and Christina Rivers.  
A walkable waterfront?  
The nonprofit group urged the city to create a walkable waterfront along the Delaware and Christina Rivers.

## Commentary



## Envisioning a better riverfront for Phila.

Harry Shleibing  
PHILADELPHIA (AP) — The city of Philadelphia has a unique opportunity to create a new waterfront area that combines walkability, civic cheerleading and blind faith. The city has a long history of waterfront development, but it has never fully embraced the potential of the Delaware River waterfront.

## RIVERFRONT PLANNING: YOU'RE INVITED!

WERE JUST A FEW short weeks away from a new chapter in the history of this city, one that has been written in part by citizens. And no, I'm not talking about the mayoral election, but an event that comes a week later: the unveiling of a new vision for the Delaware River waterfront. Editorial writers like me throw around terms like "new chapter in the city's history" frequently, a function that combines wishful thinking, civic cheerleading and blind faith.



PHILADELPHIA (AP) — A group of people walking along a waterfront path.

It's a vision that represents 12 months of work by the collective efforts of Harry Shleibing, public officials and 4,000 citizens who met, yelled, argued and created a bold mandate for how we should think about the waterfront, the city — and ourselves.

It's dangerous because it flies in the face of the way this city does business — driven by deals with little concern for planning the big, long-term picture. How do I know it's dangerous? Because I attended the planning commission meeting earlier this month where Shleibing unveiled an early glimpse of his vision to the commission and a large audience that included developers.

Imagine: A big civic idea that gets people excited about the future and the role they can play in shaping it. Make sure you show up on Nov. 4.

Grid is good  
One of the big ideas is extending the existing grid of the city's streets all the way to the water. This will reconnect the city to its waterfront in a way that was long ago promised by I-96, and make those streets leading to the water walkable and accessible.

Another is lots of green space and trails. There is also plenty of real estate, but the "people" part of the plan is the most exciting. It's never happen overnight — the vision is designed to evolve over a very long time. Consider it a recipe for a very tasty

PHILADELPHIA (AP) — A group of people walking along a waterfront path.

## Why pulling Lebanon back from brink matters for U.S.

Rashid Khatib  
PHILADELPHIA (AP) — The United States has a unique opportunity to create a new waterfront area that combines walkability, civic cheerleading and blind faith.

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Sign up quickly — and win a T-shirt!  
A CIVIC VISION for the Waterfront will be presented Nov. 4 at the Parasharis Convention Center at 6 p.m. Food will be served, no registration is necessary. I'll see you there!  
Civic Vision  
c/o Daily News  
P.O. Box 7788  
Philadelphia, Pa. 19101  
Or e-mail to [river@philly.com](mailto:river@philly.com) ("Pub. Int." in the subject field) I'll send you a T-shirt and first 50 coupons get shirts.  
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PLAN PHILLY

Penn Project for Civic Engagement

THE CITY OF PHILADELPHIA

# Central Delaware: 2006 - 2008



# Central Delaware: 2006 - 2008



It's decision day for Sixers: Salary-cap space opens options. **SPORTS**

**THE TOP 100 BUSINESSES**  
44-page special section inside

**PHILLIES WIN**  
Kendrick tosses gem. **D1**

THURSDAY  
JUNE 26, 2008

## The Philadelphia Inquirer

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philly.com

### Call to reform Penn's Landing Corp.

PennPraxis' plan for the Delaware waterfront is expected to turn on a major reconstitution of the faltering agency.

By Inga Saffron and Marcia Gelbart  
INQUIRER STAFF WRITERS

Mayor Nutter is expected to announce tonight a major reorganization of the beleaguered Penn's Landing Corp. as a first step toward implementing an ambitious development plan for the Delaware River waterfront, according to those involved in the discussions.

The overhaul of the troubled agency, which has been plagued by corruption scandals and development failures since its creation in 1970, is the top recommendation in a 10-point waterfront-action plan that will be unveiled tonight by PennPraxis, the non-profit planning group affiliated with the University of Pennsylvania.

The program, which also recommends a master plan, new waterfront zoning, and the immediate construction of two new parks and a bike trail, will be presented to the public at 6:30 p.m. at the Independence Seaport Museum on Penn's Landing.

The mayor is scheduled to address the audience as part of that presentation, and he is expected to use the speech to endorse the work of PennPraxis, which last fall offered the city a detailed road map for transforming a bleak industrial landscape into a seven-mile-long necklace of parks, trails, housing and businesses, all linked into Philadelphia's neighborhoods by an extension of the city street grid.

Nutter declined to speak in detail yesterday, except to say, "I think the PennPraxis plan shares a lot of the views I have about the waterfront." He said he would talk about his vision tonight and "what kind of development entity should be in charge."

Because of Penn's Landing Corp.'s reputation as a secretive club run as a bastion of patronage by political insiders, PennPraxis argues that the city needs to start with a clean slate. It recommends dissolving the current

See **WATERFRONT** on A10



# Central Delaware: 2006 - 2008

## Phila. names a riverfront director

The mayor appointed a man who for 25 years led the redevelopment efforts on the Camden waterfront.

By Marcia Gelbart  
INQUIRER STAFF WRITER

After years of peering at Penn's Landing from a telescope in his sixth-floor Camden apartment, Tom Corcoran now has a chance to remake Philadelphia's waterfront in his own vision.

Mayor Nutter yesterday named Corcoran the new president of the Delaware River Waterfront Corp. assigning the job to a man who spent the last 25 years leading the remake of Camden's abandoned waterfront.

"There's no reason in the world that Philadelphia should not have one of the greatest waterfronts, not just in America, but anywhere in the world," Nutter said at a new conference on Columbus Boulevard, near Pier 11 on Race Street.

After soring through 100 applicants nationwide, the mayor said "by sheer coincidence, we found the person who was selected right across the Delaware River."

As founder and president of the Cooper's Ferry Development Association, Corcoran helped lure \$55 million in investments to Camden. See **CORCORAN** on B6



ALJANDRO A. ALMAREZ / Staff Photographer  
Tom Corcoran speaks at Pier 11 after the announcement that he will be president of the Delaware River Waterfront Corp.



CENTRAL DELAWARE ADVOCACY GROUP



[www.centraldelawareadvocacy.org](http://www.centraldelawareadvocacy.org)





# Lessons: PennPraxis

- Academic integrity
- Neutral party/honest broker
- Model new behavior
- Best practices
- Role of philanthropy
- Role of citizens
- Role of the press

**Laurie Actman**  
Director  
Metropolitan Caucus City of Philadelphia



# A New Mayor Emerges:

- Michael A. Nutter sworn in as Mayor January 2009
- Ran on a reform platform, progressive platform
  - transparent, operationally efficient government
  - education
  - sustainability
  - city does not exist in a vacuum, ready to partner with private sector and the region

# Pros and Cons of Timing:

- Coincides with Obama Administration's focus on metros, cities and the 'green recovery'
- Economic recession creates immediate operational impacts and huge challenges across all sectors
- Challenge for all leaders is to turn downturn into an opportunity

# Metropolitan Caucus:

- Initiated in March 2009
- Mayor convened elected officials/County Commissioners from 4 surrounding PA Counties
- Used the ARRA legislation as a carrot to get everyone to the table
- Goal is regional collaboration to strengthen Greater Philadelphia as a 'green competitive region'



# Metropolitan Caucus:

- Initial focus on energy-related collaboration
- New activity for local government
- EECBG formula block grants—regional total \$36M
- EECBG competitive block grant  
\$60M request submitted  
First time collaborating directly for resources
- Building trust, opportunities for policy and political collaboration
- Energy and sustainability issues will continue to be a focus

**Shawn McCaney**  
*Program Officer*  
**The William Penn Foundation**





# William Penn Foundation

- Evolution from reactive to proactive grantmaking
- Increasingly willing to provide city/regional leadership
- Sharp focus on building on regional assets and promoting economic competitiveness.
- Major shift away from direct service to public policy advocacy orientation (the real levers of change).
- Support demonstrations closely tied to policy changes that attract national attention.

# William Penn Foundation

- Supported the new Nutter Administration's commitment to change and green/sustainability
- Helped to advance key Administration initiatives that were in alignment with Foundation goals/objectives, especially enhancing assets and promoting competitiveness.
  - Greenworks Philadelphia
  - Central Delaware River Waterfront
  - Reform of the development process
  - Comprehensive Plan/Zoning Code Update
  - Revitalized Park and Recreation system
  - Regional engagement through Metro County Caucus

