URBAN AGE SOUTH AMERICA CONFERENCE

DECEMBER 2008

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Deputy Mayor, Philadelphia

Mechanism for Delivery

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Public Sector Interventions in Washington DC

December 5, 2008

Andy Altman
Deputy Mayor for Planning and Economic Development
City of Philadelphia
Washington: A Profile of Rapid Neighborhood Change on the Waterfront

SÃO PAULO, 3 – 5 DECEMBER 2008
URBAN AGE SOUTH AMERICA CONFERENCE
Washington: A History of Planning
Washington: A History of Planning
Washington: A History of Planning
Washington:
The Anacostia Waterfront in 2000
Washington: Planning Challenges

POVERTY

ADULTS WITHOUT COLLEGE DEGREES

UNEMPLOYMENT
Washington: Two Waterfronts, Two Realities
Washington: Anacostia Off the Map
Washington: A New Vision for the Future

Southwest Waterfront with Market Squares
Near Southeast and Waterfront Park
Hill East Waterfront and The Meadows Park
Anacostia Riverwalk and Trail

South Capitol Street with Waterfront Terminus
Poplar Point And Cultural Park
East of the River Civic Gateways
Waterfront Light Rail Line
Parkside and Kenilworth Park
## Washington: The Start of A New Waterfront

<table>
<thead>
<tr>
<th>Area Demographics</th>
<th>Near Southeast</th>
<th>Washington D.C.</th>
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<tbody>
<tr>
<td>Population</td>
<td>1,900</td>
<td>572,000</td>
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<tr>
<td>Residents under 18</td>
<td>30%</td>
<td>20%</td>
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<tr>
<td>Residents over 65</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$8,089</td>
<td>$40,127</td>
</tr>
<tr>
<td>Persons below poverty level</td>
<td>62%</td>
<td>20%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Residents not graduating from H.S.</td>
<td>55%</td>
<td>22%</td>
</tr>
<tr>
<td>Median home value</td>
<td>$126,800</td>
<td>$157,200</td>
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</tbody>
</table>
transportation barriers
federal precincts
Washington: Development Dynamic
Washington: Development Districts

- Half Street
- Development North of M St (Capitol Yards, Velocity, Opus, DRI)
- Canal Park
- Capper Hope VI
- Barracks Row
- Nationals Park
- The Yards
Washington: Office Market

- **U.S. DOT**
- **100 M St, ‘08**
- **55 M St, ‘09**
- **1015 Half St, ‘10**
- **1100 S. Capitol, ‘11**
- **401 M St, ‘11**
- **250 M St, ‘11**
- **1111 New Jersey Ave, ‘11**

MSF:
- 6.2 MSF completed
- 0.65 MSF under construction
- 8.7 MSF planned
Washington: Residential Market

- **1,830 units** completed
- **767 units** under construction
- **6,505+ units** planned

Projects:
- **Capitol Hill Towers**, ’06
- **Capitol Yards**, ’08 & ’09
- **Onyx on First**, ’08
- **The Yards**, ’09
- **Velocity**, ’09
- **Half Street**, ’10
- **EYA Capitol Quarter**, ‘08–’11
Washington: Hospitality, Tourism, and Retail

200-room boutique hotel & 50,000 SF/7-10 retail locations

200 Room Courtyard by Marriott Hotel

200-room boutique hotel & 50,000 SF/7-10 retail locations

The Yards Boilermaker shop with 46,500 SF or 5-6 retail locations, 2Q ‘10
Why the rapid transformation?
Washington: The Elements of Success

- Vision and Leadership
- Planning, Markets and Strategy
- Strategic Use of Public Land
- Catalytic Public Investments
- Capturing Growth for Social Equity
- Setting standards for quality
Vision and Leadership

“By working together, we believe we can cause the dream of a new waterfront to become a reality. This is a great and good endeavor which will leave an inspired legacy for the future citizens of the District of Columbia and the nation. It is one of the most important partnerships ever made between the District of Columbia and the Federal Government.”

- Mayor Anthony A. Williams
Planning, Markets and Strategy: Inclusive Community Participation
### Planning, Markets and Strategy: Comprehensive Approach

<table>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td><strong>A Clean and Active River</strong></td>
<td><strong>Breaking Down Barriers and Gaining Access</strong></td>
<td><strong>A Great Riverfront Park System</strong></td>
<td><strong>Cultural Destinations of Distinct Character</strong></td>
<td><strong>Building Strong Waterfront Neighborhoods</strong></td>
</tr>
<tr>
<td>Charting the environmental restoration of the river over 25 years</td>
<td>Reconstructing transportation infrastructure to better serve neighborhoods and the region</td>
<td>Transforming over 1,800 acres of public open space into an interconnected RiverParks system</td>
<td>Introducing new museums and monuments which emphasize the civic importance of the Anacostia</td>
<td>Increasing the vitality of waterfront neighborhoods by adding over 30,000 households and up to 40,000 new jobs</td>
</tr>
</tbody>
</table>
Planning, Markets and Strategy: Creating a Business Plan

- 5-year Project Plan Development Area
- 5-year Project Plan Transportation Projects
- 10-year Project Plan Development Area
Planning, Markets and Strategy: Changing Perception

March 27, 2005

Revitalizing the Banks Of Washington's 'Forgotten River'
By Fred A. Bernstein

“PICTURE a river in Washington, D.C. - no doubt you thought of the Potomac. But the city has another river, the Anacostia, which flows from the Maryland suburbs through eastern Washington before meeting the Potomac some two miles south of the White House.”
Planning, Markets and Strategy: Harnessing the Market
Setting Standards: Re-zoning the Waterfront
Setting Standards: Environmental Sustainability

- New construction built to LEED standards
- 30+ LEED certified buildings existing or planned
- Storm water management programs
- DOT largest green roof in DC (65,000 sq. ft.)
- First LEED Certified Ballpark
- The Yards, LEED Neighborhood Development pilot program
- Canal Park, plus river parks & riverwalk
- Walkable Urban Neighborhood
- Transit Oriented Development
Strategic Use of Public Land
Strategic Use of Public Land
Strategic Use of Public Land
Public Investments as Catalysts

Over $1 billion in public investment to date, including:

- DOT Building PILOT: $140 M
- The Yards PILOT: $88 M
- Arthur Capper PILOT: $50 M
- Capper HOPE VI: $55 M
- Nationals’ Ballpark: $611 M
- Water/Sewer: $15 M
- Lowering of Fredrick Douglass Bridge & the Five Streets Reconstruction Project
Catalytic Public Investments: From Public to Mixed Income Housing
Catalytic Public Investment: From Public to Mixed Income Housing

- **Project Size:** 5.3 acres
- **Housing Units:** 134 townhomes
- Units sold through a cooperative structure to families in the following income categories:
  - 67 families at 50% to 115% of median income
  - 34 families at 25% to 50% of median income
  - 33 families at 0% to 24% of median income
- All of the units were sold as of January 2000
Catalytic Public Investment: Building the Public Realm
Catalytic Public Investment: Building the Public Realm

Canal Park, 1Q, 2010

The Yards Riverfront Park, 2Q 2010

The Riverwalk Trail, Existing – 2012

Diamond Teague, Spring 2009
Catalytic Public Investment: New Uses for Key Historic Assets
Catalytic Public Investment: Retail Amenities

- 46,500 SF of restaurant, retail & entertainment space
- Delivery in 2Q 2010
Catalytic Public Investment: Infrastructure

South Capitol Viaduct Before Investment

South Capitol Viaduct After Investment
Catalytic Public Investment: Public Buildings

New US Department of Transportation Headquarters
Catalytic Public Investment: Stadiums

The New Washington National Stadium
Capital: Using Growth for Social Equity

- $2.5 billion private investment
- 21,000 new jobs
- 4,600 new housing units
- $60 million increased annual tax revenue

$2.5 billion private investment

21,000 new jobs

4,600 new housing units

$60 million increased annual tax revenue
Capital: Using Growth for Social Equity