

## YEAR ONE REPORT

Delaware River Waterfront Corporation (DRWC) was formed on January 30, 2009 in an effort led by Mayor Michael A. Nutter to establish a new direction for planning and coordinating the development of the Central Delaware River Waterfront in Philadelphia.

DRWC was reconstituted to be a new organization with expanded boundaries and responsibilities and a new Board of Directors intended to be small and efficient with relevant professional expertise.

DRWC is dedicated to the planning, design, development and management of the Central Delaware River Waterfront in Philadelphia, defined as the seven miles of waterfront between Oregon and Allegheny Avenues from I-95 to the Delaware River. The goal of the organization is to effectuate over time the transformation of the Central Delaware River Waterfront into a vibrant destination location for the recreational, cultural, port/industrial, and commercial activities of Philadelphia's residents, workers, and visitors.

"When I took office, I wanted a waterfront development process that was open, transparent, professional, and ambitious. With DRWC I got what I wanted," said Mayor Michael A. Nutter. "In just one year not only has DRWC achieved a great amount, but they have also done it with an unprecedented level of public and community engagement and have set us on a clear path to a vibrant, accessible waterfront that can be enjoyed by all Philadelphians. Congratulations to Tom Corcoran, President, Donn Scott, Chairman, and all the rest of the Board of Directors and staff of DRWC. Here's to another great, productive year."

At this time the Board and staff of DRWC are pleased to report the following accomplishments of the first year of operation.

## HIGHLIGHTS First Year Achievements

- DRWC chartered and formed in January 2009 as an open and transparent organization
- Donn Scott named Chairman
- Tom Corcoran appointed new President
- Awarded 501(c)(3) status
- Funded, bid and awarded contract for new Master Plan for the Central Delaware River Waterfront
- Funded, bid and awarded design contract to create new public park on Pier 11, which will become the new Race Street Pier
- Funded and bid project to green a new, one-acre public space at the end of Pier 53
- Funded and expanded 18 year regional New Year's Eve fireworks Celebration, adding earlier fireworks show at 6:00 PM in addition to the traditional show at Midnight
- Funded and produced over 50 free summer events on the Great Plaza at Penn's Landing
- Reopened Blue Cross RiverRink at Penn's Landing for the 16th season

## Board and Governance

In an effort to be open and accountable with transparent corporate governance, the new Board of DRWC immediately adopted the Sunshine Act. A full listing of the Board of Directors and all Corporate Governance regulations, as well as all of the minutes of all of the Board meetings are readily available to the public on the DRWC website, [www.delawareriverwaterfrontcorp.com](http://www.delawareriverwaterfrontcorp.com).

To oversee and assist in the execution of its mission, the DRWC Board established six working committees with chairs appointed by the Chairman and approved by the Board. They are:

- Planning chaired by Marilyn Jordan Taylor, Dean of The University of Pennsylvania's School of Design
- Real Estate chaired by Bill Hankowsky, Chairman, President and Chief Executive Officer of Liberty Property Trust
- Programming and Fundraising chaired by Diane Dalto Woosnam, Chairman, Pennsylvania Council on the Arts
- Budget and Personnel chaired by Jay Goldstein, Founder, President and CEO of Valley Green Bank
- Ethics chaired by Ellen Yin, Owner, Fork Restaurant and Fork:etc.
- Communications chaired by William R. Miller, CEO, Ross Associates, Inc.

DRWC was successfully reorganized as a 501(c)(3) and therefore became eligible for foundation, state and federal grants to support its mission.

DRWC moved forward into FY 2010 with a clean financial audit conducted and certified by Mitchell & Titus.

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...Board and Governance continued

In early August of 2009, Mayor Nutter announced his appointment of Donn Scott as the new Chairman of the Board of DRWC. Mr. Scott leads Government Banking for the Pennsylvania, Delaware and Maryland Region for Wachovia Bank, a Wells Fargo Company. Mr. Scott appointed Jay Goldstein, Founder, President and CEO of Valley Green Bank, to serve as DRWC's Vice Chairman. Mr. Scott and Mr. Goldstein join Marilyn Jordan Taylor and Alan Greenberger, Executive Director, Philadelphia City Planning Commission and Acting Deputy Mayor for Planning and Economic Development and Commerce Director, on the Executive committee.

In late August 2009, Mayor Nutter, together with the DRWC Board of Directors announced the appointment of Tom Corcoran as the new President of DRWC, concluding an executive search attracting a diverse and highly qualified pool of over 100 national and international candidates. Mr. Corcoran joined DRWC from the Cooper's Ferry Development Association, Inc. (CFDA), where he served as Founding President and CEO for 25 years. CFDA has spearheaded the development of Camden's downtown waterfront and has become a citywide economic and community development corporation, engaging neighborhoods along the length of Camden's 15 miles of waterways.



Image Credit: WRT/PennPraxis

# Waterfront Planning & Development

## Race Street Pier

In February 2009, Mayor Nutter, together with DRWC announced funding was secured for design and construction of a one-acre public park on the vacant pier at the base of Race Street, immediately south of the Ben Franklin Bridge.

Photo Credit: James Corner Field Operations



DRWC and the City of Philadelphia issued a Request for Proposals to provide design, construction documentation, and construction administration services for improvements to Pier 11 with the goal to develop Pier 11 into a publicly accessible riverfront amenity for residents and tourists. Twenty-six proposals were received from firms across the country and narrowed to four finalists who presented their credentials to the public in a community engagement meeting on June 17, 2009.

With public input and advisement from the DRWC Planning Committee led by Marilyn Jordan Taylor and Alan Greenberger, the Board voted to award the bid to James Corner Field Operations.

In November, during a public meeting at Festival Pier, three different design concepts were presented by the team from James Corner Field Operations. With input from this public session, as well as from the DRWC Planning Committee, one design concept, "The Slice," was selected and is now in the process of full design development.

The new Race Street Pier is scheduled to open in late Spring of 2011. This project will serve as an early example of high-quality open space along the Central Delaware River Waterfront.

The total cost of the project is estimated to be \$4.25 million.

## Master Plan for the Central Delaware River Waterfront

In February 2009, Mayor Nutter, together with the DRWC, announced that a \$1 million grant from the William Penn Foundation was secured to complete a comprehensive Master Plan for the Central Delaware River Waterfront. The Master Plan will be guided by the principles set forth in *A Civic Vision for the Central Delaware*, developed by PennPraxis, led by Harris Steinberg with extensive



community input including representatives from over fifteen civic associations that span the Central Delaware River Waterfront in Philadelphia, now known as the Central Delaware Advocacy Group (CDAG).

A Request for Proposals was released in May 2009. DRWC received twenty-three proposals from national and international firms narrowed to a field of five consultant teams in September. The DRWC Planning Committee, led again by Chair, Marilyn Jordan Taylor and Alan Greenberger, conducted interviews in October. The five finalists presented their credentials in a public outreach meeting with Mayor Nutter on November 10, 2009.

In December 2009, the DRWC Board voted to authorize staff to finalize contract negotiations with the consultant team which includes Cooper Robertson & Partners, architects and urban planners, led by Alex Cooper; the OLIN Partnership, landscape architects, led by Lucinda Sanders; and Kieran Timberlake, architects, led by James Timberlake; as well as HR&A Advisors, who will be led by John Alschuler, Jr. to prepare the economic analysis of both public and private projects and who will be integrated into every phase of the master planning assignment. The team also includes several highly-qualified, sub-consultants in the fields of transportation, engineering, public outreach, events and programming, ecology, and historic preservation in order to comprehensively address all of the complex issues that need to be integrated into the plan.

Cooper Robertson is a leading planner of successful waterfront projects in the United States. The OLIN Partnership has an international reputation in the field of landscape architecture. The architectural firm of Kieran Timberlake has won numerous national awards and has a reputation for innovation in sustainable design. Lastly, the firm of HR&A is a highly experienced real estate and economic development consultant.

“We have chosen a team of exceptional designers and planners who deeply understand the particular post-industrial qualities and challenges of Philadelphia’s waterfront,” said Marilyn Jordan Taylor, Dean of the University of Pennsylvania School of Design and Chairman of the DRWC Planning

Committee. “They will bring inspiration, creative designs, and astute analysis as we turn our civic vision for the Central Delaware River Waterfront into an adopted Master Plan that can guide many years of private and public investment.”

The awarding of this contract sets new standards for business development in Philadelphia. Unique to this award is the fact that this contract achieved a landmark goal of 30% participation from MBE/WBE companies. Also key to the overall Master Plan is the inclusion of strategic wealth building opportunities for minority and women owned businesses, investors and developers, provisions for extensive public input at key junctures throughout the process, and great emphasis on creating attractive public space and commitment to green and sustainable development. DRWC, together with the City of Philadelphia, intends to create a Master Plan grounded in sound urban planning and real estate economics producing early stage projects as well as the framework for a long term transformation.

The contract and scope of services has been completed and Master Plan work has actively begun with anticipated completion by February of 2011.

### **Pier 53**

DRWC, in partnership with the Pennsylvania Horticultural Society and the Philadelphia Water Department, with grants from the William Penn Foundation and Department of Conservation and Natural Resources, has secured funding to green a one-acre public space at the base of Washington Avenue.

A Request for Proposals for design and construction was released in December. The project is scheduled for completion in Spring of 2010.

### **Interim Delaware River Trail**

In 2008, the Center City District secured funding to design and build a two-mile riverfront trail between Tasker Avenue and Lombard Street. DRWC has provided support to the Center City District to facilitate this project and has been tasked by the City of Philadelphia to assume operational responsibility for this program once it is completed. Opening of the new trail is expected in Spring of 2010.

All of DRWC’s projects this past year could not have been possible without the ongoing support of many partners including: the City of Philadelphia, PennPraxis, Central Delaware Advocacy Group, Pennsylvania Horticultural Society, Pennsylvania Environmental Council, and the William Penn Foundation.

## **Programming**

### **Summer Programming**

DRWC remains steadfast in its commitment to free public programming on the waterfront at Penn’s Landing. All events produced by DRWC were free to the public.



This past summer, Penn’s Landing continued to serve as a featured location for the City’s Independence Day celebration, hosting marquee events such as the Taste of Philadelphia, a high profile waterfront concert with fireworks and an Ice Cream Festival.

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...Programming continued

The 2009 summer program season included the PECO Multicultural Series with 12 different Multicultural Festivals celebrating the Israeli, Irish, Islamic, Portuguese, Asian, Hispanic, Cherokee, African, Indian, Caribbean, Mexican, and Russian communities; concerts featuring family entertainment, the Sounds of R&B and Jazz; movie screenings and maritime events.

In partnership with the Pennsylvania Environmental Council, DRWC introduced a free kayaking program in the Marina at Penn's Landing. This program operated at full capacity and funding sources are being explored to expand the program in 2010.

DRWC is currently in the process of designing and building a new public performance stage on the Great Plaza at Penn's Landing. The design bid was awarded to Fuse Management, LLC with completion expected for the 2010 summer program season. The new stage will be more efficient to operate, provide for greater weather protection, and accommodate more types of programming.

A free performance by the Philadelphia Orchestra is scheduled for the new stage in the summer of 2010.

## Winter Programming

Due to the continued commitment of Independence Blue Cross, DRWC successfully reopened the Blue Cross RiverRink at Penn's Landing for the 16th season this winter. This annual program continues to welcome thousands to the waterfront each winter. This season, equipment was upgraded to include a new ice mat system and 200 new pairs of ice skates.

Photo Credit: G. Widman for GPTMC



In November 2009, Mayor Nutter announced DRWC would produce not one but two fireworks shows on New Year's Eve. In addition to the traditional waterfront fireworks show at Midnight, there was an earlier show at 6:00 PM promising twice the fireworks, twice the fun for residents, as well as economic impact for businesses and attractions in the Greater Philadelphia region.

Mayor Nutter, together with outgoing Camden Mayor Gwen Faison and then Mayor-Elect of Camden Senator Dana Redd, spoke to this exciting opportunity for both cities. Both shows were choreographed to unique soundtracks and launched from barges in the middle of the Delaware River with views from both Philadelphia and Camden, encouraging visitors to come down to either waterfront to stay for dinner, stay for the night, or stay for the weekend.

The tremendous success of this year's New Year's Eve programming was due to the partnership between DRWC, the GPTMC, the City of Philadelphia, the City of Camden, CFDA, KYW Newsradio and CBS 3.

## Looking Ahead in 2010

The Board and staff of DRWC look forward to an equally productive year in 2010 with the opening of the new Delaware River Trail, the greening of Pier 53, the start of construction for the new Race Street Pier, intensive work on the new Master Plan for the Central Delaware River Waterfront, the debut of the new waterfront performance stage on the Great Plaza, and continued work on cooperative programming efforts with the Cities of Philadelphia and Camden.

DRWC will continue to work with Mayor Nutter and the City of Philadelphia as well as all of our civic partners to make the Central Delaware River Waterfront a great economic, cultural, and recreational asset for the City of Philadelphia and the region.

## Delaware River Waterfront Corporation Board of Directors

### Rina Cutler

*Deputy Mayor for  
Transportation and Utilities  
for the City of Philadelphia*

### Avi D. Eden

*Consultant with a background  
in finance and law*

### Terry Gillen

*Senior Advisor to the Mayor  
for Economic Development  
and Executive Director of  
the Redevelopment  
Authority of Philadelphia*

### Jay R. Goldstein

*Board Vice Chairman  
Founder, President and  
CEO of Valley Green Bank*

### Alan Greenberger

*Executive Director,  
Philadelphia City Planning  
Commission, Acting Deputy  
Mayor for Planning and  
Economic Development and  
Commerce Director*

### William P. Hankowsky

*Chairman, President and  
Chief Executive Officer of  
Liberty Property Trust*

### Michael I. Hauptman

*AIA Partner, Brawer &  
Hauptman Architects*

### Alan P. Hoffmann

*President, VITETTA  
Architects/Engineers*

### William R. Miller, IV

*CEO, Ross Associates, Inc.*

### Donn G. Scott

*Board Chairman,  
Executive Vice President  
of Wachovia Bank*

### Marilyn Jordan Taylor

*Dean, PennDesign,  
University of Pennsylvania*

### William L. Wilson

*Principal-in-Charge,  
Synterra Ltd.*

### Diane Dalto Woosnam

*Chairman, Pennsylvania  
Council on the Arts*

### Ellen Yin

*Owner, Fork Restaurant  
and Fork.etc.*

### Mario Zacharjasz

*AIA Co-founder and  
principal, PZS Architects,  
LLC; President of  
Puente Construction  
Enterprises, Inc.*



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