



CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION

Membership Meeting
Tuesday, June 9, 2009, 4:00 pm

Beyond Stimulus: Thinking Strategically About Infrastructure at the Regional & National Levels

Robert Yaro, President, Regional Plan Association, NY
Honorable Edward G. Rendell, Governor of Pennsylvania
(Via video)

Local Respondents:

Tom Caramanico, President, McCormick Taylor
& Chair, CEO Council for Growth's Infrastructure Committee
Rina Cutler, Deputy Mayor, Office of Transportation & Utilities
Alan Greenberger, Ex. Director, Philadelphia City Planning
Commission

STATE OF CENTER CITY 2009



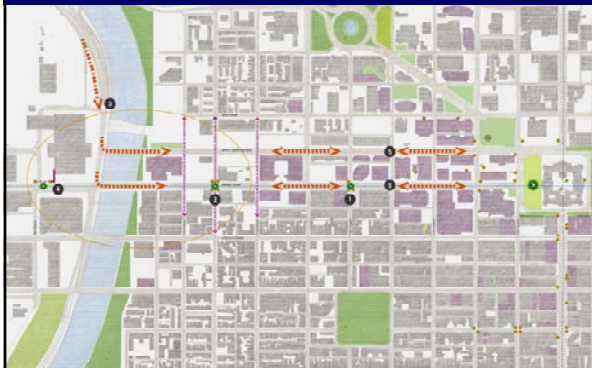
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CENTER CITY DISTRICT

DEVELOPMENTS & INFRASTRUCTURE



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Focus: Market West/JFK Boulevard



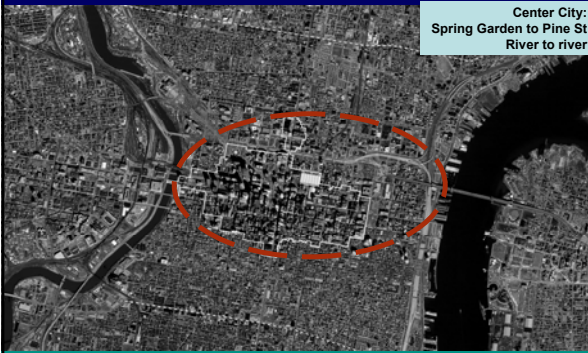
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Setting for 63% of downtown office space
90,000 - 100,000 jobs located on transit lines

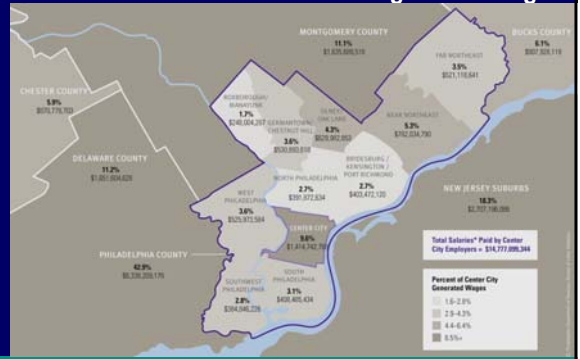


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**Center City = 2% of city's land area
generates 47% of all private sector wages**



**Providing: \$14.8 billion salaries to residents
throughout the region**



**Center City + University City: 57% of economy
Front to 40th: one continuous business district**



**Broad consensus: these 2 centers should grow together
But not much focus on "how"**



**Center City office development stopped at 21st St
1991**



**Left us with a thinned out,
underperforming western edge**



Deteriorated properties, inappropriate uses



Planning language: Gap between Center City & University City



Real estate terms: 12 great development sites



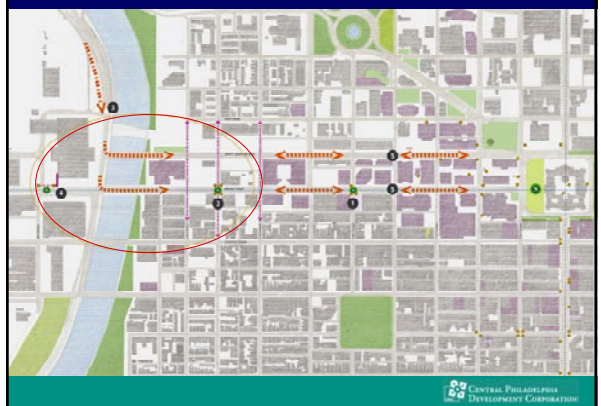
Residential has filled in a few sites



It will take more than tax reduction & streetscape improvements to close the gap



Requires focus on infrastructure improvements



Public spaces, highways & transit



Dilworth Plaza \$45 million



Coordinated: SEPTA Broad St station renovation



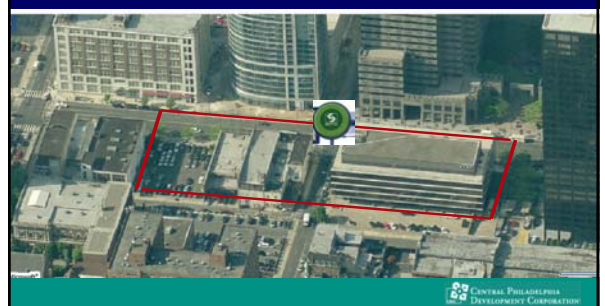
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Revisit 1990 idea subway station at 21st Street \$250 million



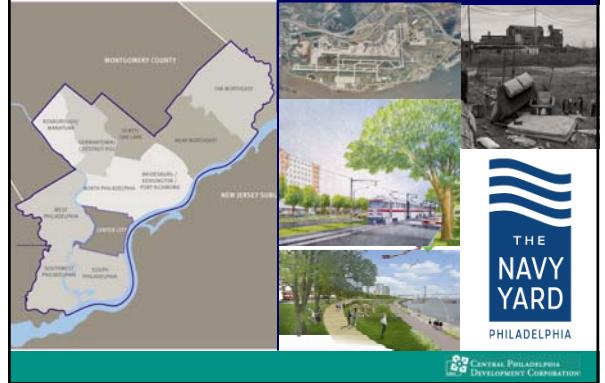
Not in isolation but in context of future comprehensive redevelopment of AAA site & 2100 block Analogy Comcast development



Market Frankford stop at 21st St Huge impact on development & market value



Numerous other projects compete for attention & limited resources



#1: Expanding runway capacity Philadelphia International Airport



Competitive asset that positions us within 2 hours flying time of 50% of US population

700 daily flights to 80 domestic cities
40 international destinations



Broad regional benefit across all sectors



#2: Capitalize on National support for high-speed rail



Biden: \$8 billion targeted for high-speed rail



Extensive European system

Europe HSR network - 2008

European HS Network

Situation as of 02/2008



Paris to Geneva: City Center to City Center: 3 hours



#3: 2003 study of Roosevelt Boulevard extension of Broad Street subway



#4: 2005: Representative Perzel Addressing traffic congestion on Schuylkill



By adding a second deck



#5: 2007 Penn Praxis Plan



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Extending grid to river covering portions of I-95



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#6: Proposed Broad Street extension to Navy Yard \$370 million (2008 dollars)



Projected
\$4.6 billion
Economic impact

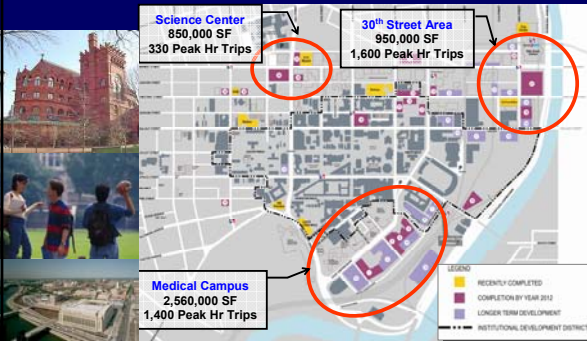


#7: PATCO evaluating extensions into Philadelphia Waterfront; East Market Street, Franklin Square



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#8: University of Pennsylvania assessment of transportation needs



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Do we decide based on who yells the loudest Or hires the best lobbyist?



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Let's stipulate we've got to fix what we've got



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Get existing systems in good repair



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But if there is reasonable chance for new federal funding, how can we get ready?

What are criteria for selecting NEW projects?

And getting design started now!

#1: Invest to achieve sustainability objectives

**GREENWORKS
PHILADELPHIA**

"The greenest city in America,"
as ranked by the Mayor's Office of Sustainability.

Mayor Michael A. Nutter
CITY OF PHILADELPHIA

ENERGY ENVIRONMENT EQUITY ECONOMY ENGAGEMENT

ENERGY

GOAL: PHILADELPHIA REDUCES ITS VULNERABILITY TO RISING ENERGY PRICES

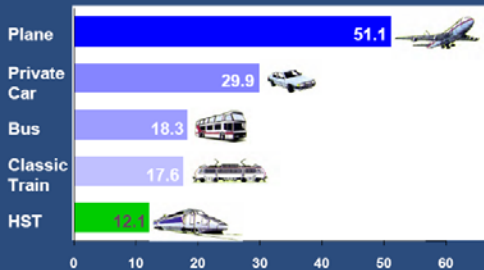
Objective 1: Reduce Energy Consumption by 10 Percent
The City of Philadelphia is committed to reducing its energy consumption. This goal is to reduce the city's energy consumption by 10 percent by 2015. The city will achieve this goal by implementing energy efficiency measures in its buildings and fleet. The city will also encourage businesses and residents to reduce their energy consumption.

Objective 2: Increase the Use of Renewable Energy
The City of Philadelphia is committed to increasing the use of renewable energy. This goal is to increase the city's use of renewable energy by 10 percent by 2015. The city will achieve this goal by installing solar panels on its buildings and by purchasing renewable energy credits.

Objective 3: Reduce Greenhouse Gas Emissions by 10 Percent
The City of Philadelphia is committed to reducing its greenhouse gas emissions. This goal is to reduce the city's greenhouse gas emissions by 10 percent by 2015. The city will achieve this goal by implementing energy efficiency measures and by increasing the use of renewable energy.

Benefit of High Speed rail

HSR saves Energy and Reduces Greenhouse Gases



Source : SNCF-I "Petroleum equivalent grammes" per passenger-kilometre

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#2: Invest to advance the 21st Century economy



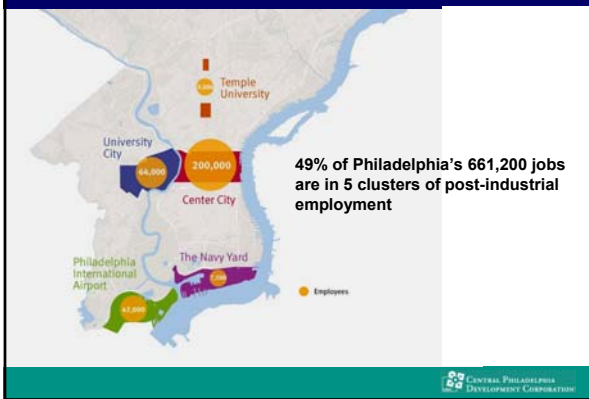
PHILADELPHIA
2009
THE STATE OF THE CITY

PEW
RESEARCH CENTER

"... a new economy oriented towards the future, with jobs in business and professional services, tourism and hospitality, and education and health services."

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5 anchors of the 21st Century economy



(a) Invest to expand existing job centers



(b) Invest in Next economy: medical, bio, & pharma



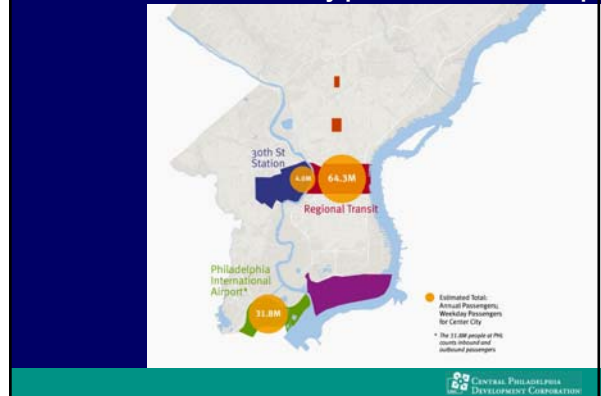
(c) Invest in industries with entry-level jobs



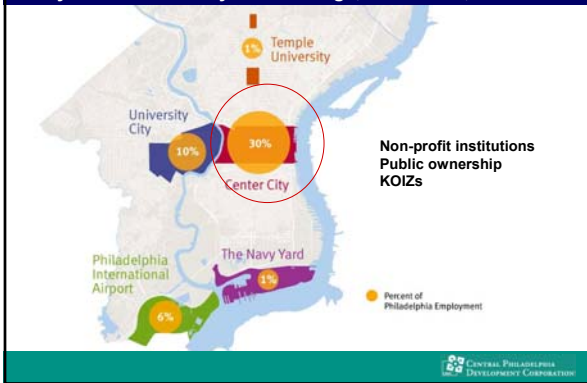
#3: Invest where the people/passengers are



Include Center City public transit ridership



#4: Invest to yield highest tax return to the City
Only one 21st century center: wage, real estate, U&O & BPT



#5: Focus left-over areas from the industrial age



Unlock vast tracts of empty, non-productive land



Sad, vacant industrial ruins visible from Amtrak



Invest to create a new city for 2050



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