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FOR IMMEDIATE RELEASE -

HARGREAVES ASSOCIATES TO PLAN REDEVELOPMENT OF PENN'S LANDING AND DESIGN CAP OVER I-95

New park will connect Old City to Delaware River Waterfront at Penn's Landing

PHILADELPHIA, PA (April 4, 2013) – The executive committee of the board of directors of the Delaware River Waterfront Corporation (DRWC) voted today to select a consultant to perform preliminary design and engineering for a redevelopment plan for Penn's Landing, including the creation of a cap over I-95 and Columbus Boulevard in Old City. The meeting included presentations from board members Marilyn Jordan Taylor, Dean of the University of Pennsylvania School of Design and chair of the DRWC Planning Committee, and Alan Greenberger, Deputy Mayor of Planning and Economic Development, who provided an overview of the selection process and the recommendation of the DRWC planning committee to select a consultant team led by Hargreaves Associates. DRWC's executive committee accepted this recommendation and voted to authorize DRWC staff to finalize a contract not-to-exceed \$425,000 with Hargreaves Associates.

DRWC received responses from 15 internationally recognized design teams, and unanimously selected Hargreaves from the four finalist teams interviewed. In describing the selection process, Taylor said "At DRWC we've worked with the City and the neighborhoods to make a really great start in creating public spaces that Philadelphians use and enjoy. And the spaces are beginning to attract private investments as well. Penn's Landing is our next big step, and the Hargreaves team will bring invention, experience, and creativity to capture its extraordinary long-term potential for both public and private investors."

Deputy Mayor Greenberger, who framed the opportunity for the waterfront and the city, said "The Hargreaves-led team has a proven track-record in creating high-quality public spaces that will attract private development. This is another step in a very deliberate process to make connections from the city to the Delaware River, ultimately leading to the redevelopment of Penn's Landing and a significant return-on-investment for the city."

Design Process Details

The eight-acre Penn's Landing Park is expected to be the centerpiece of redevelopment envisioned to include private development on DRWC-owned waterfront parcels north and south of the proposed park. The design of the park will negotiate several changes in elevation, cross over I-95 and Columbus Boulevard, connect to Walnut and Chestnut Sts., and descend down to the river's edge. Its design will allow for strong interaction with new private development at its northern and southern edges as well as accommodate street traffic, surface transit, bicyclists, and pedestrians. The tilted portion of the park is expected to accommodate structured parking below the park surface.

The study area is between Market and South Sts. and Front St. and the Delaware River, including the highway cap mentioned above, as well as the following components:

- Development of a six-acre site at Market Street
- Redevelopment of the four-acre western and southern edges of the Marina Basin site
- Extending the South Street pedestrian bridge to Penn's Landing

The study will be conducted in two phases. The first phase will result in preliminary design and engineering, along with an order-of-magnitude cost estimate for each project element. Following review and approval from DRWC's planning committee, the consultant team will be authorized to commence Phase Two, which will result in a refinement of the design, engineering, and cost estimates completed in the first phase to a point where they may be presented to public, private, and philanthropic organizations for further funding and support necessary for the eventual construction of the project. A detailed phasing plan for infrastructure improvements and the development sites will be produced in Phase Two. Both phases of the study are expected to be completed in 2013.

About Hargreaves Associates:

Recognized as a leader in the design of urban parks and waterfronts, Hargreaves Associates has earned more than two dozen national awards and numerous international awards. Their extensive project experience has addressed many issues similar to those of Penn's Landing and the Central Delaware — connecting the city to its river, catalyzing economic development, allowing for a diversity of recreational and event programs and fostering sustainability between development and open space. Relevant projects include:

Louisville Waterfront Park: The award-winning design involved a three phase transformation of an inaccessible, industrial waterfront separated from the city by an interstate into a highly acclaimed public amenity for the city of Louisville and the surrounding region. This transformation has resulted in hundreds of millions of dollars in reinvestment and community development in the area surrounding the park.

Chattanooga's 21st Century Waterfront Park: This master plan and fast track design reconnects the city to its riverfront, incorporating infrastructure, parks, aquarium and art gallery extensions, making the city's goal of "living, working, playing and learning at the river" a reality. In the 6 years since opening, the project has attracted over \$1 billion in private investment including residential and retail development. The waterfront was also instrumental in retaining major corporations, attracting a minor-league ballpark and recruiting an international car manufacturing plant to the city.

London's Queen Elizabeth Olympic Park: Hargreaves Associates led the design for the 274-acre parkland that formed the centerpiece for the London Games. The largest new park created in Europe for more than 150 years, the design synthesizes centuries of British park tradition, the reality of post-industrial brownfields, advances in sustainability and resilience thinking to create a new type of park for the 21st Century. The post-Games Transformation Plan stitches the park to the surrounding neighborhoods, incorporates a cycle track, outdoor performance area and converts temporary venues to additional parklands.

Design Team Details:

Hargreaves leads a team that embodies the best in international and local experience necessary to realize the ambitions of this great park, including:

FXFOWLE: an award winning urban design firm with extensive mixed-use waterfront development experience including master plans for Hudson Yards, Hunters Point South and the Greenpoint/Williamsburg Waterfront Plan.

Guy Nordenson and Associates: a design firm which brings extensive pedestrian bridge design experience.

KS Engineers: an engineering firm providing structural, civil and transportation engineering as well as parking concepts; were previously involved in developing the Central Delaware Master Plan

HR&A: economic consultants who will provide programming support and identify funding and revenue opportunities; also previously involved in Central Delaware Master Plan

RBA Group: local liaison for urban design

Becker & Frondorf: local cost estimating firm

The team will be led by Mary Margaret Jones, FAAR, FASLA, Senior Principal of Hargreaves Associates.

Of the upcoming process, Tom Corcoran, President of DRWC, said, “The contract awarded today is for the preliminary design and engineering needed to move the vision for Penn’s Landing illustrated in the master plan one large step closer to implementation. At the end of this study, we expect to have a well-tested conceptual plan for the entire project, as well as a detailed phasing strategy that will compare the cost of each new infrastructure investment with the amount of private investment, new jobs and taxes that will be generated.”

About DRWC:

The Delaware River Waterfront Corporation (DRWC) is a nonprofit corporation organized in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. DRWC acts as the steward of the Delaware River waterfront to provide a benefit to all of the citizens and visitors of the City.

The fundamental purpose of DRWC is to design, develop and manage the central Delaware River waterfront in Philadelphia between Oregon and Allegheny Avenues. DRWC intends to transform the central Delaware River waterfront into a vibrant destination location for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia. DRWC will serve as a catalyst for high quality investment in public parks, trails, maritime, residential, retail, hotel and other improvements that create a vibrant amenity, extending Philadelphia to the river’s edge.

DRWC is open, transparent and accountable in connection with its operations and activities with respect to the waterfront. Through the judicious use of financing, land acquisition and development capabilities, the Corporation will work cooperatively with city, state and federal agencies to ensure the realization of the City’s vision for the central Delaware River. For more information, please visit www.delawariverwaterfrontcorp.com.

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