

Lambda Alpha International Land Economics Weekend (LEW) Philadelphia / April 27-29, 2017

Thursday: Philadelphia - Past, Present, and Future

The Philadelphia LEW weekend began Thursday evening with a tour of **City Hall**, located in the heart of Center City Philadelphia. The tour featured architectural highlights of City Hall, the most magnificent example of French Second Empire architecture in the U.S., as well as a number of significant late 19th century and early 20th century buildings located around the building's perimeter. Following the tour, LEW attendees returned to the host



Loews Hotel, located in the landmark **PSFS Bank Building**, America's first International Style skyscraper. The President's Reception was held on the 33rd Floor of the Loews, an elegant space that previously housed the PSFS Bank executive dining room, with a panoramic view of the Philadelphia skyline. LAI President **Steve Gragg** and Philadelphia Chapter President **Tony Forte** welcomed the LEW attendees to Philadelphia, and introduced the featured speaker, **Paul Steinke**, Executive Director of the Preservation Alliance for Greater Philadelphia. Mr. Steinke offered a fascinating introduction to the City, focusing on its colonial and industrial past, its present era of growth, and the exciting future ahead.



Friday: Bridging the Schuylkill River



Friday morning started with a Breakfast Program, featuring three guest speakers. **Anne Fadullon**, Director of the Office of Planning & Development, spoke about the Philadelphia 2035 Master Plan and the key components needed for a successful urban environment. **Kathryn Ott Lovell**, Commissioner of the Parks and Recreation Department, gave a presentation on Philadelphia's legacy of great public spaces, and introduced the \$500 million ReBuild initiative, which seeks to transform parks, libraries and rec centers throughout the city. Finally, **Steve Tang**, President of the University City Science Center, discussed the vibrant future of University City as an eds and meds hub.

The Tours of the day explored the idea that as the Center City CBD is expanding toward the west, and the University City eds and meds district is expanding toward the east, the Schuylkill River is becoming a central hub rather than a dividing line. Morning tours started with **John Gattuso** of Liberty Property Trust

presenting the new **Comcast Technology Center**, a vertical creative campus designed by Norman Foster that will soon be the city's tallest skyscraper. From there, the next stop was at the **Schuylkill River Park**, where SRDC President **Joe Syrnick** guided the group through a new riverfront park and boardwalk that is creating a recreational destination, with vistas of new shiny new developments on both sides of the river.



A lunch presentation followed at the new **Study at University City** hotel, located at the campus intersection of the University of Pennsylvania and Drexel University. **Keith Orris**, Drexel's Senior V.P. for Economic Development, discussed an ambitious plan by Drexel and Brandywine Realty Trust to develop several acres into an innovation district called **Schuylkill Yards**, which will feature research, academic, office, creative, residential and retail space, centered around an iconic new park across from 30th Street Station (the 3rd busiest Amtrak station in the nation). **Natalie Shieh**, Amtrak's Senior Manager for Major Stations Planning and Development, gave a presentation on **Amtrak's** multi-decade **Master Plan** for the rail yards and other surrounding areas around 30th St. Station.



After lunch, we traveled a short distance to **FMC Tower**, the newest skyscraper in Brandywine Realty Trust's **Cira Centre** mega complex, consisting of several mixed use buildings along the western edge of the river. Brandywine's **Steve Rush** gave the group an overview of the history of the Cira Centre project, and then allowed the group to tour Level 28, a very upscale amenity floor for the building, featuring a lap pool, fitness center, golf simulator, and spectacular skyline views. The Friday schedule ended back on the east side of the river, where the University of Pennsylvania is in the process of converting a former Dupont chemical campus into an innovation center. University of Pennsylvania's **Paul Sehnert** led a tour of **Pennovation Works**, a facility devoted to the commercialization of research projects, with co-working office space, labs, and fabrication space for rent to entrepreneurs and early-stage startup companies.



Saturday: Bold Urban Revitalization Plans

Saturday's Breakfast Program began with **Lauren Gilchrist**, VP and Director of Research at JLL, speaking about the impact of Millennials on the growth of Center City. Next, **David Brownlee**, University of Pennsylvania Professor of Art History and Architecture, discussed Philadelphia's designation as America's first World Heritage City. And **Greg Heller**, Executive Director of the Philadelphia Redevelopment Authority, gave a presentation on "Impact Development", his term for real estate projects that maximize their social impact.

Saturday's tours focused on "Bold Urban Revitalization Plans," and explored the idea that Philadelphia has been busy at work in recent years restoring key districts that once were economic engines of the city. First up was the **East Market Street retail district**, which was once the city's premier shopping area but has fallen on difficult times in recent decades. We toured **The Gallery**, a 3-block 1970s era shopping mall, currently being turned inside out and converted by PREIT and Macerich into a modern shopping center with over 1 million s.f. of retail space. Next, we toured the **East Market** project, where **Dan Killinger** of National Real Estate Development, discussed plans to create a transformational mixed-use project in the heart of the city. Taken together, both projects are transforming Philadelphia's traditional shopping street into one of the most exciting new retail districts in the nation. Having worked up an appetite during the morning walking tours, our group headed to lunch nearby at the famous **Reading Terminal Market**, America's oldest public market, and dined on local favorites such as Philly cheesesteaks, Dinic's roast pork, Basset's ice cream, and Famous 4th St. cookies.



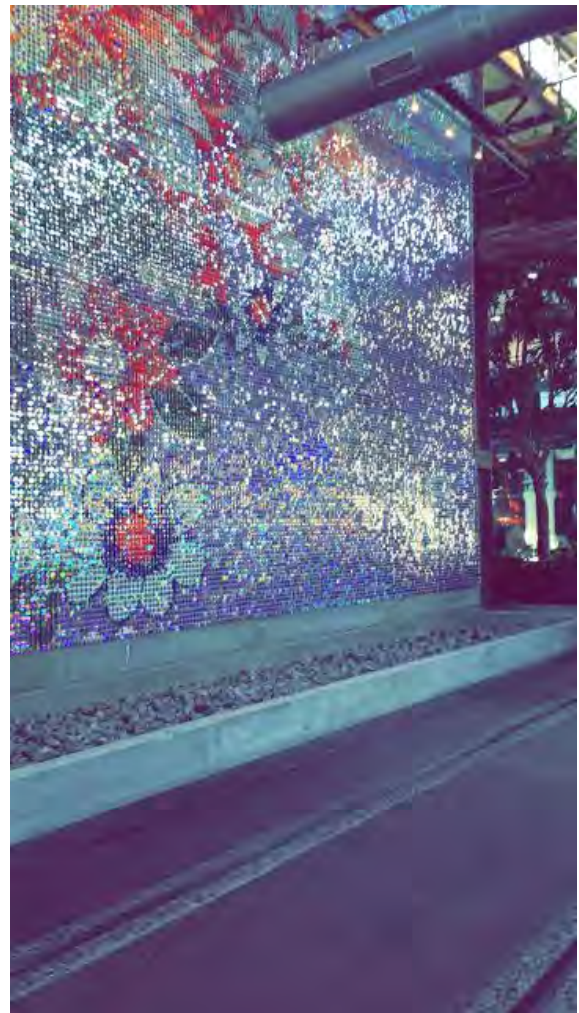
After lunch, we headed down to the foot of the Benjamin Franklin Bridge, along the Delaware Riverfront, where **Gabe Canuso** of D3 Developers gave a tour of **FringeArts**, an historic municipal pumping station that was recently converted into an arts center, restaurant and beer garden. In the FringeArts Theater, DRWC Vice President **Joe Forkin** gave an overview of numerous exciting



developments currently underway along the central Delaware Riverfront, including a bold plan to cap a large section of I-95 and create a large new park connecting Penn's Landing to the historic Society Hill neighborhood.



Finally, we ended the day of tours with a visit to the **Philadelphia Navy Yard**, which was closed in 1996 as part of the nationwide closure of naval bases and has become one of the most successful master-planned redevelopment projects in U.S. history, with an active industrial shipyard, and a dynamic office complex which is home to 152 companies. **John Grady** and **Reed Lyons** of PIDC led our tour, which was highlighted by a stop at the Urban Outfitters international headquarters, located in a series of converted historic naval buildings, as well as by the shiny new headquarters for GSK and a beautiful new public park named Central Green.



Saturday evening, the LEW concluded with a cocktail reception and **Awards Dinner** in the converted Vault Room of Del Frisco's restaurant, located in the former First Pennsylvania Bank space in the historic Packard Building. During the ceremony, Philadelphia Chapter President **Tony Forte**, presented the International Skyline Award to **Brandywine Realty Trust** President and CEO **Gerry Sweeney** for the **Cira Centre**, in recognition of its transformational impact on the city's skyline. The evening concluded with the Philadelphia Chapter passing the baton to the Vancouver Chapter, and **Michael Heeney** providing a preview of next fall's **Vancouver LEW**.



Sunday: Departures

On Sunday, many made their way back to their home cities. For those fortunate enough to extend their stay in Philadelphia, the LEW organizers offered an optional Tour of the Barnes Museum on the Benjamin Franklin Parkway. The Barnes Museum features one of the world's finest collections of post-impressionist and early modern paintings, with extensive works by Renoir, Cezanne, Matisse and Picasso. Those who attended the private guided Tour found the history of the museum and its founder, Dr. Albert Barnes, as fascinating as the art collection itself.