



Photo credit: Matt Stanley, Waterfront Winterfest

Photo credit: Neal Santos, 2013 Super Scooper Ice Cream Festival

Photo Credit: Douglas Bovitt, 2013 Race Street Pier Promenade

OVERVIEW

2013 was a year of successful planning and exciting programming at the Delaware River Waterfront Corporation (DRWC). Some of the major development milestones include the advancement of two new pier parks, design of the entire Delaware River bike and pedestrian trail, and the opening of the Penn Street trail, which will be the prototype for the entire trail. In addition, the regulatory framework for new development was completed with the passage of the Central Delaware Overlay, which will ensure that zoning is consistent with the Master Plan for the Central Delaware.

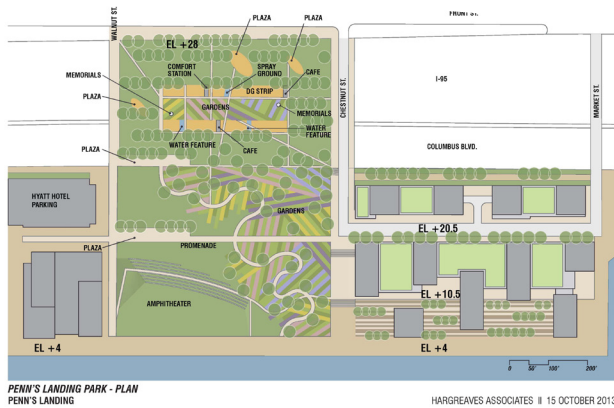
From 2009 through 2013, DRWC was able to leverage a \$5 million grant from the William Penn Foundation into \$20 million worth of projects, with very significant assistance from the Philadelphia City Capital Budget and generous grants from the Commonwealth. In 2013 we were fortunate and honored to receive another \$5 million grant from the Foundation, and we anticipate leveraging this new grant to attract an additional \$15 million of new investment. These new funds will enable DRWC to continue to design and build new and unique parks along the river, as well as more segments of the Delaware River Trail and additional connector streets, all of which will increase high quality access to the river and improve connectivity with the rest of Philadelphia.

In keeping with DRWC's mission to transform the central Delaware River Waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia, this organization produced another successful year full of programming, with concerts, festivals, movies and more, which kept Festival Pier, the Penn's Landing Marina, the Great Plaza and the Race Street Pier extremely active from May through October.

The waterfront also played host to one of the city's fireworks shows during Independence Week, and produced the City of Philadelphia and the City of Camden's New Year's Eve fireworks festivities. In addition, thousands of people have come to the Blue Cross RiverRink to celebrate the 20th anniversary and to enjoy Waterfront Winterfest, a month-long place-making event that turned the Blue Cross RiverRink into a winter wonderland.

DEVELOPMENT

PENN'S LANDING REDEVELOPMENT As a key redevelopment site in the Master Plan for the Central Delaware and in the minds of Philadelphians, the disconnected nature of Penn's Landing in its current form is a challenge that DRWC has been moving deliberately to address. In 2013, DRWC selected a team led by the internationally acclaimed landscape design firm of Hargreaves Associates to conduct a study for preliminary engineering and design of the proposed cap over I-95 and Columbus Boulevard between Chestnut Street and Walnut Street with the goal of creating a seamless transition from Front Street to the river. When completed, this study will set forth a recommended plan of development and detailed cost estimates for construction. The study will be released in early 2014, with plans to vigorously pursue the development of a financing plan and to identify funding sources for this transformative project.



Hargreaves Associates, In progress rendering of Penn's Landing Park



Delaware River Trail Northern Segment

DELAWARE RIVER TRAIL In June 2013, DRWC opened the first permanent segment of the Delaware River Trail from Spring Garden Street to Ellen Street. The divided, multi-modal trail serves as a prototype for future trail development including the northern extension across the SugarHouse Casino property to be completed in 2014. In 2013, DRWC also initiated a full final design of the trail from the PECO station in Fishtown to Pier 70 in Pennsport through a contract with RBA Associates, the firm that designed the Hudson River greenway in Manhattan.

PARK DEVELOPMENT

DRWC continues to implement the Master Plan for the Central Delaware by building two new parks, which meet the recommendation of the Master Plan to create parks every half mile on the waterfront. They will also provide significant green space and public access to underserved South Philadelphia neighborhoods.

Pier 53: Construction of Pier 53 at the foot of Washington Avenue began in fall 2013 and is on-schedule for a summer 2014 ribbon cutting. The new park will include panoramic views of the river; a raised boardwalk above wetland plantings, physical access to the river; and public art in the form of a lighted beacon recognizing the pier's significant history as an immigration port and the site of the nation's first Navy Yard. The restoration and enhancement of the ecology of the pier is expected to create new habitat for fish, fauna, and birds. Pier 53 is being designed to be the northern anchor of the future southern wetlands park.

Pier 68: In 2013, DRWC awarded a contract to Studio Bryan Hanes for a fully-funded design-build redevelopment of Pier 68 in Pennsport. The pier and upland area was acquired in 2012 at the request of DRWC by the Natural Lands Trust using funding provided by the State Department of Conservation and Natural Resources. When completed, the new pier park will serve as the southern end of the planned wetlands park. The program for the pier is expected to focus on fishing, a need identified in the master plan and subsequent engagement meetings. The design process will incorporate input from Pennsport and other communities. Construction is expected to be completed in Fall 2014.

CONNECTOR STREETS

Columbia Avenue Connector: Connector street programs, also identified as key development points in the Master Plan, made significant progress in 2013. In Fishtown, formliners fabricated through collaboration with DRWC, its design consultants, and PennDOT have been applied to concrete overpasses on Columbia Avenue, Marlborough Street and Shackamaxon Street. Implementation of other connector features for Columbia Avenue including streetscaping improvements paid for by PennDOT and sculptures by Donald Lipski will continue as construction of the Girard Interchange proceeds, with a \$60,000 grant from the National Endowment for the Arts.

Spring Garden Connector: The Spring Garden Connector, identified in the Master Plan as one of the most critical connector streets, progressed into the schematic design phase in 2013, with construction anticipated to begin in 2014.

WATER TAXIS Three 22-passenger water taxis are expected to begin service in Summer 2014. Landings at the Hyatt at Penn's Landing, the RiverLink Ferry Station, Dave & Buster's, Festival Pier, and SugarHouse Casino have been fabricated, and will be installed in early 2014.

PLANNING AND DEVELOPMENT

Zoning: During 2013 DRWC staff worked closely with the Central Delaware Advocacy Group (CDAG), 1st District Councilman Mark Squilla, and other interested parties in drafting the Central Delaware Overlay, which was passed in June. The subsequent waterfront remapping ordinance was introduced in the fall and went into effect on January 8th of this year. The adoption of this overlay, along with



Applied Ecological Services, Rendering of Pier 53

Studio Bryan Hanes, Rendering of the Columbia Avenue Connector

the Waterfront Setback Ordinance in 2012 and the adoption of DRWC's Master Plan that same year, completes the regulatory framework needed to attract private development along the waterfront in a way that is consistent with the Master Plan.

Private Waterfront Development: DRWC continues to meet with private developers to advocate for development that meets the goals of the Master Plan. FringeArts' new theater and headquarters, developed as a reuse of the Water Department pumping station at Columbus Boulevard and Race Street opened in Fall 2013, with a new restaurant and outdoor plaza expected to open in 2014. This development vividly demonstrates the effect that public investment in projects such as the Race Street Pier and the Race Street Connector will have on encouraging development along the central waterfront, as intended by the Master Plan.

PROGRAMMING

SUMMER PROGRAMMING DRWC once again had a robust summer program with diverse entertainment for visitors to the waterfront, a reminder that Penn's Landing, Festival Pier and now the Race Street Pier are among Philadelphia's most important public spaces. Summer programming included July 4th celebrations such as the free Philadelphia Orchestra Concert, the Taste of Philadelphia and the annual Independence Week fireworks show on the waterfront presented by Adventure Aquarium. Other highly trafficked events included the free PECO Multicultural Series, the Smooth Jazz Summer Nights concert series, the Sounds of Gospel concert, Art Star Crafts Bazaar, and the WHYY Connections Festival, which ran in conjunction with Coast Day: From the Delaware to the Schuylkill Waterfronts. New programming on the Race Street Pier this season featured First Fridays presented and programmed by our new neighbors FringeArts, a thriving Sunday morning yoga series and the introduction of Third Thursdays Live and Local, a new series showcasing local musicians of all genres.

WATERFRONT WINTERFEST DRWC, in conjunction with Four Corners Management, Groundswell Design Group, KLIP Collective, and Art Star Gallery and Boutique, transformed the Blue Cross RiverRink into Waterfront Winterfest. DRWC engaged in this month-long placemaking event with a pop-up restaurant and craft market, hundreds of trees and shrubs, fire pits for roasting marshmallows, and a cutting edge holiday light show. Waterfront Winterfest drew regional residents and visitors to the waterfront to experience Philadelphia's newest holiday tradition.

NEW YEAR'S EVE FIREWORKS ON THE WATERFRONT DRWC was proud to again coordinate the region's New Year's Eve Fireworks on the Waterfront celebration on behalf of the Cities of Philadelphia and Camden, with waterfront partner and presenting sponsor SugarHouse Casino. This year marked the 23rd year of fireworks over the Delaware River at midnight and the 5th year for the 6pm fireworks show, which ran in conjunction with two sold-out Parties on Ice at the Blue Cross RiverRink.

RACE STREET PIER PROMENADE The 3rd Annual Race Street Pier Promenade was a success, raising \$120,000 for arts programming on the waterfront. Thanks to committee co-chair Ellen Yin, the program featured an outstanding group of great restaurants and beverage providers in addition to festive entertainment and a fireworks display.

LOOKING FORWARD TO SUMMER 2014 In May 2013, DRWC was the beneficiary of a \$310,000 grant from Art Place America to create a spectacular summer program in July 2014 that will re-imagine and transform the boat basin at Penn's Landing into a "river stage" in order to activate public spaces, foster civic engagement, and spur economic development.

WEBSITE DRWC's award-winning new website launched in May 2013 has already seen 250,000+ unique visitors and more than 1.1 million pageviews through the end of 2013. It coincides with a reinvigorated social media program across three major platforms that reach a total of more than 20,000 users who can engage with DRWC across pages specific to waterfront news, Penn's Landing information, and the Blue Cross RiverRink.



Photo Credit: Douglas Bovitt, 2013 Mexican Independence Day as part of the PECO Multicultural Series



Photo Credit: Douglas Bovitt, Skating at the Blue Cross RiverRink



Photo Credit: Mitchell Leff, New Year's Eve on the Delaware River Waterfront

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PARTNER ORGANIZATIONS

In carrying out its mission, DRWC continues to work closely with key partner organizations including the Central Delaware Advocacy Group and its member civic organizations, the Army Corps of Engineers, Bicycle Coalition of Greater Philadelphia, Delaware Valley Regional Planning Commission, Friends of the Race Street Pier, Friends of Washington Avenue Green, FringeArts, New Kensington Community Development Corporation, Pennsylvania Department of Environmental Protection, Pennsylvania Department of Transportation, Pennsylvania Environmental Council, Philadelphia Parks and Recreation, Philadelphia City Planning Commission, Philadelphia Streets Department, Philadelphia Water Department, Southeastern Pennsylvania Transit Authority, Visit Philadelphia

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