

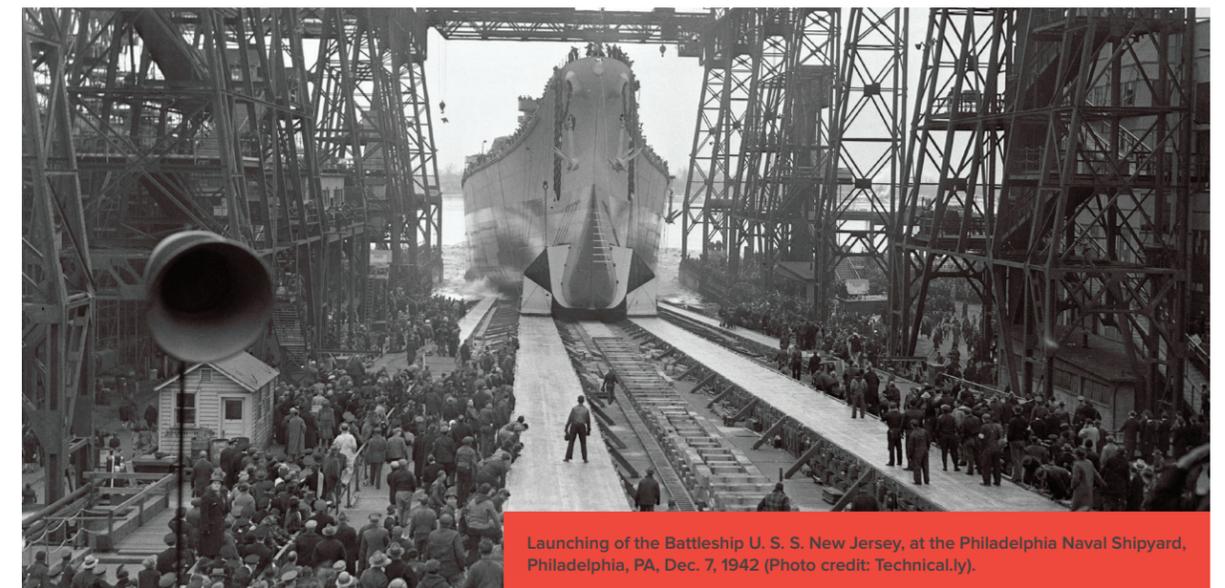
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EXECUTIVE SUMMARY:

The Philadelphia Navy Yard as a Model of Resilience and Re-invention

Supplement to presentation by Alan Greenberger, Deputy Mayor for Economic Development, City of Philadelphia



Launching of the Battleship U. S. S. New Jersey, at the Philadelphia Naval Shipyard, Philadelphia, PA, Dec. 7, 1942 (Photo credit: Technical.ly).

As the economies of the world's global cities ebb and flow, the importance of urban resilience cannot be overstated. The Navy Yard project in Philadelphia promotes the cycle of re-use and reinvention with careful consideration of historic fabric. The Philadelphia Naval Shipyard, established in 1801, began its move to its present site in 1868, where the large, multi-building facility now sits. This historic district, which comprises 233 "significant" buildings and 28 engineering structures from the nineteenth and twentieth centuries, was placed on the National Register of Historic Places in 1999.

The Navy Yard was an economic driver for the greater Philadelphia area; and thanks to strong public-private alliances, creative repurposing of land use, and dynamic financing strategies, it still is. Perhaps the largest benefit that can be demonstrated to other World Heritage Cities can be found in the lesson of place-making. The Navy Yard project works within the unique attributes of a former military base harnessing its organizational assets and respecting its industrial past. Projects that leverage the natural, cultural, or urban characteristics of a city or space and work within those constraints have a distinct marketable advantage: they become places of choice.

The Closure of the Navy Yard

IN 1991, PHILADELPHIA received terrible news – the Philadelphia Naval Shipyard, one of the oldest in the United States – was to close its doors and cease nearly all of its operations. Not only was the Shipyard a key part of the City’s heritage, but the closure also signified the loss of over 7,000 local jobs once the shutdown was complete in 1995. In addition to being a huge blow to Philadelphia’s employment base, the City was also forced to come up with a plan to address the 1,200 acre property - located just 4 miles south of Center City - now being added to the City’s swelling vacancy rate.

In 2000, the Philadelphia Authority for Industrial Development (PAID) acquired 1,000 acres of the Navy Yard property on behalf of the City of Philadelphia. The City then contracted with PIDC – the City’s public-private economic development corporation – to manage the planning, operation, and development of The Navy Yard. A comprehensive master plan was developed in 2004 to turn the former industrial shipyard into a vibrant, mixed-use campus.

The Navy Yard’s Renaissance

THE NAVY YARD IS a true story of reinvention and revitalization on a massive scale: preserving the structural and historic integrity of a prominent landmark while invigorating it for modern use. The Navy Yard is a dynamic, urban campus filled with energy, innovative ideas, and rich history, united together on the waterfront. An attractive hub for young people, The Navy Yard has reinvented itself as a trendy place of opportunity hosting weekly food truck gatherings, the finish line for many races including the famous 10-mile Broad Street run, and numerous outdoor festivals. Open to the public, The Navy Yard has open green space, parks, recreation, restaurants, and a hotel offering a host of public amenities for the enjoyment of the citizens of the city.

The Navy Yard has re-emerged as one of the region’s most important centers of employment as it attracts new businesses and investment to Philadelphia, while retaining much of the character and historic integrity of the original Navy Yard. Since the City took ownership in 2000, more than \$150 million in publicly funded infrastructure improvements has leveraged in excess of \$750 million in new private investment. More than 145 companies have located to The Navy Yard creating more than 11,000 jobs, with projections for hundreds of new companies and thousands of new jobs to come in the next decade.

Spanning over 1,200 acres, this sustainable, progressive campus is built around collaboration, business growth, and partnership.



KEY ELEMENTS FOR RESILIENCE OF THE NAVY YARD

- 01** A good mix of preservation and innovation, re-use, and re-invention
- 02** Strong public sponsorship around planning, infrastructure, and a long-term vision
- 03** Strong private sponsorship that invests – resources, credibility, and brand identity – to establish market fundamentals
- 04** Economic and tax incentives to attract capital
- 05** A public-private partnership that provides stewardship and a vehicle for implementation
- 06** Commitment to sustainable buildings

Top: Aerial view of the Navy Yard Master Plan / Bottom: Headquarters of URBN, located in a refurbished historic building