

---

# **PHILADELPHIA AND GREEN INFRASTRUCTURE**

National Association of Regional Councils

June 2011

# INTERSECTION OF AGENCIES

---

- Mayor's Office of Sustainability
- City Planning Commission
- Commerce Department
- Redevelopment Authority
- Parks and Recreation
- Water Department



PHILADELPHIA  
**PARKS &  
RECREATION**

**PCPC**

Philadelphia City Planning Commission



# CONCURRENT ACTIONS

---

- Comprehensive Plan and zoning code rewrite
- Waterfront greenways and pier parks
- PWD \$1.6B investment in stormwater infrastructure
- PWD shift in stormwater fee structure



Source: *Engineering News-Record* ([enr.construction.com](http://enr.construction.com))



Source: [www.philly.com](http://www.philly.com) (Photo by Elizabeth Picciani)

# OVERLAPPING ISSUES

---

- Vacant land management
- Urban agriculture
- Protected open space
- Waterfronts
- Recreational amenities
- Neighborhood beautification



*Source: The Atacan Group ([www.centercityrealestate.com](http://www.centercityrealestate.com))*

# ECONSULT'S CONTRIBUTION

---

- The Potential Economic, Environmental, Health and Quality of Life Benefits of a Fully Connected Waterfront Greenway in Philadelphia
- The Economic Value of Protected Open Space in Southeastern Pennsylvania
- Urban Agriculture and Land Use Policy
- Vacant Land Management in Philadelphia The Costs of the Current System and the Benefits of Reform
- Sustainable Business Strategies: City Funding Comparisons for Riverfront Activities



Source: Japan Society of Greater Philadelphia ([jasgp.org](http://jasgp.org))

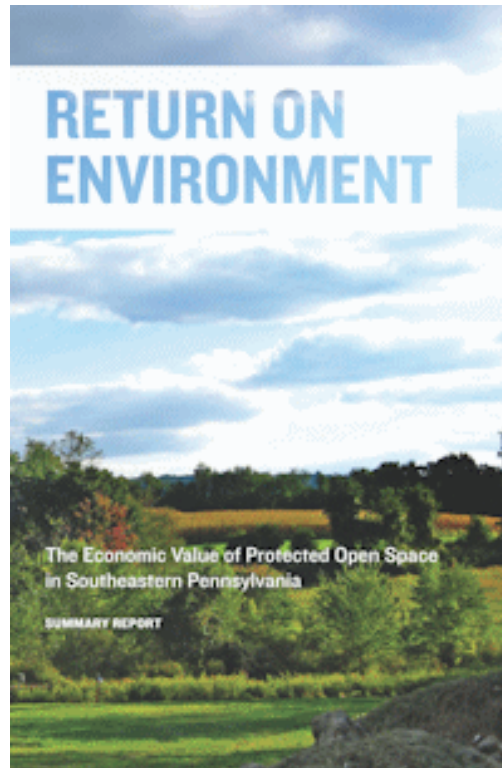


Source: Grist ([www.grist.org](http://www.grist.org))

# GREEN INFRASTRUCTURE SELLING POINTS

---

- Impact categories
- Analytical techniques
- Messaging priorities



Source: Delaware Valley Regional Planning Commission ([www.dvrpc.org](http://www.dvrpc.org))



# ECONOMIC IMPACT FROM TOURISM AND RECREATIONAL EXPENDITURES

---

- Premise: draw in visitors, stimulate spending, support local merchants
- Technique: input-output modeling to estimate composition and scale of economic and fiscal impact
- POS: \$570M impact, 7,000 jobs, \$30M in state and local taxes
- Greenway: \$50M impact, \$4M in state and local taxes
- Take-away: import purchasing power to support local economy



Source: Dr. TriRunner ([www.drtrirunner.com](http://www.drtrirunner.com))

# PROPERTY VALUE IMPACT FROM PROXIMITY TO OUTDOOR AMENITY

---

- Premise: People pay a premium to be near something nice
- Technique: hedonic regression to isolate premium associated with proximity
- POS: \$16B in increased property value, \$240M more in annual property tax revenues
- Greenway: \$800M in increased property value, \$20M more in annual property tax revenues
- Take-away: investment in location as draw, with implications for household wealth and property tax revenue



Source: Philly Home ([phillyho.me](http://phillyho.me))

# DIRECT USE BENEFITS / HEALTH CARE COST REDUCTIONS

---

- Premise: individual gains from usage, individual and societal gains from health benefits of exercise
- Technique: extrapolate from existing usage counts and impact estimates
- POS: \$580M in annual direct use benefit, \$800M in medical costs avoided, \$485M in lost productivity costs avoided
- Greenway: 44,000 households (98,000 residents) now with easy access
- Take-away: a cheap date in a difficult economy, an important asset in reducing obesity and attendant health care costs



Source: HowStuffWorks ([www.howstuffworks.com](http://www.howstuffworks.com))

# ECOLOGICAL SERVICES RENDERED, COMMUTING PATTERNS IMPROVED

---

- Premise: Environmental gains from increase in pervious surface and tree cover, and in reduced car commuting
- Technique: model market value of ecological services provided, translate usage into miles not driven
- POS: \$130M in annual services provided, \$60M in carbon storage
- Greenway: 1,500 new bicycle commuters, 1 million miles not driven per year
- Take-away: positive contributor to broader environmental objectives

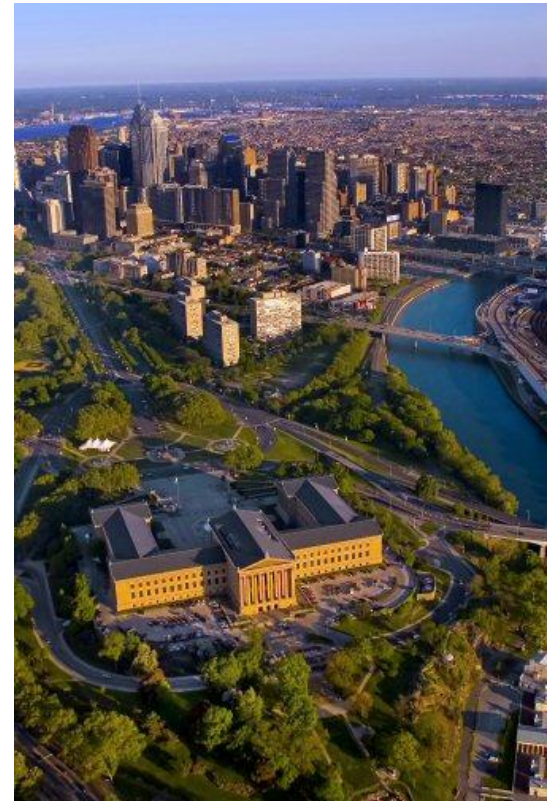


Source: Philadelphia Neighborhoods  
([sct.temple.edu/blogs/murl/](http://sct.temple.edu/blogs/murl/))

# MAKING THE CASE FOR GREEN INFRASTRUCTURE

---

- Middle ground between financial and non-financial arguments
- Connecting point for multiple stakeholders and objectives
- Financing mechanisms: TIFs, BIDs, “friends of”



Source: ACDA EDiv ([acdaeast.org/index.html](http://acdaeast.org/index.html))

# TWO GREAT EXAMPLES OF GREEN INFRASTRUCTURE

---

Land-of-Sky Regional Council, Asheville NC

Linda Giltz AICP, Senior Planner

Houston-Galveston Area Council, Houston TX

Jeff Taebel FAICP, Director of Community and Environmental Planning



# QUESTIONS?

---