REPOSITIONING INDUSTRIAL LAND
Washington D.C. and Other Cities

American Society of Landscape Architects
Annual Meeting and Expo
Monday, November 09, 2015 - 8:00 AM – 9:30 AM
Room: E352, Level 3

Session Statement
With the “maker” revolution and local food economy sweeping cities across the country, policymakers are seeking to reposition industrial areas into hubs of entrepreneurship, innovation and urban manufacturing. What are the implications for planners and landscape architects? Explore how Washington, DC and other cities are retooling to leverage this trend.

Learning Objectives
1) Understand the benefits of retaining and preserving industrial areas in urban cores.
2) Gain insight into how cities are responding to new local production trends and the creative economy.
3) Learn how landscape architects can play a critical role in transforming industrial areas.
4) Understand national trends that are driving small-scale manufacturing back to cities

Presenters
Tracy Gabriel, DC Office of Planning, Associate Director
Tracy Gabriel is an innovative urbanist, planner and problem-solver, committed to place-based solutions to complex urban challenges and building great neighborhoods. She has over a decade of experience managing complex planning and development projects in New York City and Washington, DC. Her work sits at the nexus between revitalization, design, and economic development. Tracy directs the Neighborhood Planning division of the DC Office of Planning, responsible for the production of all place-based, community planning work for the District of Columbia. Tracy has also worked as Vice President for Development at the New York City Economic Development Corporation managing large-scale and high-profile development projects and neighborhood-wide initiatives, and has served as a consultant on real estate, downtown and waterfront revitalization projects.

William C. Skelsey, PLA, LEED AP BD+C, Ayers Saint Gross, Managing Principal
Bill Skelsey is the Managing Principal of the Washington, DC office of Ayers Saint Gross. As an architect and landscape architect he often leads projects that cross the boundaries of buildings and sites to focus on solutions that promote healthy cities. He has lead large scale projects for clients around the world. Those in Washington, DC include the Sustainable DC Plan, the 20-year strategy to improve the city’s environmental profile and the Master Plan for the Public and Charter School system. He was also involved with the Ward 5 Industrial Land Transformation Study. He is a graduate of Purdue University, the University of Virginia and Harvard University.

Andrea Limauro, DC Office of Planning, Neighborhood Planning Coordinator
Andrea Limauro has over 10 years of experience as an urban planner working for the local planning offices of Baltimore, MD and Washington, DC. Andrea is currently a Neighborhood Planning Coordinator at the DC Office of Planning and covers Ward 2, an area which includes the National Mall, the Downtown Business District area and 23 miles of waterfront. Additionally, Andrea is managing the implementation of a new industrial strategy for the District and is involved in several sustainability and climate planning efforts. Prior to city planning, Andrea worked on re-entry programs for ex-offenders in Chicago and international development projects in Sierra Leone and Angola.

Speakers:
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The economic resurgence and demographic changes in Washington, D.C. over the past decade have placed ongoing pressure to redevelop industrial areas as mixed-use neighborhoods. This dynamic has translated to a loss of more than 25 percent of industrially-zoned land since 1975, leaving less than 4 percent of the city’s land industrially zoned land largely concentrated in Ward 5.

The District of Columbia’s economic renaissance also poses challenges to the city’s ability to grow inclusively. Addressing the need to create low-barrier, good-paying jobs and pathways to the middle class for the District’s lowest skilled residents is a high priority. Industrial or Production, Distribution and Repair (PDR) to the middle class for the District’s lowest skilled residents is a need to create low-barrier, good-paying jobs and pathways to the middle class for the District’s lowest skilled residents is a high priority. Industrial or Production, Distribution and Repair (PDR) jobs offer greater opportunities for socioeconomic mobility.

Given these issues and community demand for improvements to industrial areas, the DC Office of Planning released Ward 5 Works in August, 2014. This plan is an innovative, comprehensive strategy to modernize and transform 1,000 acres of underperforming industrial land in the Ward 5 area into a sustainable PDR hub by leveraging the demand for food, craft, creative, and tech businesses, supporting existing businesses, and deploying a broad range of actions including: financing/ incentives, urban design improvements, environmental stewardship; nuisance mitigation; improved governance; and progressive zoning regulations. Ward 5 Works helped reframe the discussion around industrial land in the District from one focused on nuisance and rezoning to a broader understanding of industrial development and urban compatibility - supporting good-paying jobs and small business development with greater amenities for nearby communities.

### More information about Ward 5 Works visit: www.planning.dc.gov/ward5works
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