

DESIGN
ADVOCACY
GROUP
of Philadelphia

Joseph M. Egan, Jr.
Executive Director
Philadelphia Parking Authority
3101 Market St
Philadelphia, PA 19104

March 1, 2005

RE: Rittenhouse Garage Sites

Dear Mr. Egan,

The Design Advocacy Group of Philadelphia is dedicated to representing the interests of good urban design and planning in the Philadelphia region. We understand that you now intend to dispose of the property that was going to be the site for the Rittenhouse Garage project, and we think that this will create a unique opportunity for the Parking Authority to set a new standard of enlightened civic leadership. We urge you to include not only the proposed purchase price, but also the quality of any potential buyer's redevelopment plans when evaluating offers for the property.

We strongly recommend that the Parking Authority structure a "best value" proposal process for the disposition of these properties. In the best value approach, pioneered by the Federal Government, the total long term value of the acquisition or disposition is the basis for decision, not price alone. This would entail making design and programming criteria part of the proposal process and evaluating responses to these criteria in conjunction with the financial offers.

The Design Advocacy Group will be following future planning for this prominent site with great interest, as will many other organizations. We would be pleased to meet with you to offer our perspectives on the development of urban design and programming criteria for the site. Many of our members have broad experience in urban design projects of comparable complexity and sophistication throughout the United States and several foreign countries, and would be supportive of efforts to maximize the benefits to Philadelphia that high quality development on this site might bring.

Enclosed for your reference is a brief profile of our organization. We appreciate your consideration of our ideas, and we look forward to having an opportunity to work with you.

Sincerely,

THE DESIGN ADVOCACY GROUP OF PHILADELPHIA

William P. Becker
Chair

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