Rebuild by Design is a process that brings together global and local expertise, regional leadership and local vision to tackle multidimensional problems that harness and cultivate strong stakeholder support and government leadership.
WHAT WE DO

1. Large Scale Regional Design Competitions
2. Innovative Processes to Address Cities’ Challenges
3. Research and Policy
HOT MESS
TYPICAL DESIGN PROCESS

Site
Budget
Program
Square Footage
Timeline
HOW SHOULD WE PROTECT OURSELVES?

Osabe, Japan
OUR PROCESS

MULTI STAGE PROCESS
HURRICANE SANDY DESIGN COMPETITION
JUNE 2013 – JUNE 2014

• 10 Interdisciplinary Teams
• Northeast United States
• Federal Disaster Dollars (CDBG-DR) to be awarded by HUD
• Focus on the Future, Not Returning to the Past
• Infrastructure should address multiple goals at the same time
• Judged on Innovation, Collaboration and Implementation
CITY ENGAGEMENTS

- **Athens**: Promoting stewardship for Lycabettus Hill
- **Atlanta, GA**: Student design competition for Ted Turner Drive Resilience Corridor
- **Amman**: RBD_U: program on Waste, Water, Transportation
- **Boulder, CO**: Effort to create a Resilient and Sustainable Mobile Home Park
- **Fairhope, AL**: Planning for contentious downtown site
- **Juarez, MX**: Design Competition for Juan Gabriel Plaza
- **Los Angeles, CA**: Creating a process to update building codes to encourage sustainable development
- **Mexico City**: Master Plan framework for Xochimilco
- **Oakland, CA**: Workshop Series on Effective Engagement
- **San Juan, PR**: Community Led Master Plan/Resilience Pilot
STAGE 1: COLLABORATIVE RESEARCH
COLLABORATIVE RESEARCH

- Site Visits
- Tours
- Panel Discussions
- Community Roundtables
- Neighborhood Leader Engagement
- Design Critiques
- Data Analysis
STAGE 2: COLLABORATIVE DESIGN
COLLABORATIVE DESIGN

- Analysis of All Stakeholders
- Government Agency Meetings
- Meetings w existing coalitions
- Forming new coalitions
- Creating unusual events (bike tours, dance parties, movie screenings, parade)
- Design Charrettes
- Brainstorming sessions
- Site tours
- Wholesale Presentations at existing meetings
Design + Program developed with stakeholders

**DESIGN**

**INTEGRATED FLOOD PROTECTION SYSTEM**

**LIVELIHOODS + LEADERSHIP**

**CLEANWAY CONNECTIONS**

**EMERGENCY MARITIME SUPPLY**

**GOVERNMENT**

FEDERAL:
- Congressman Jose E. Serrano (NY-15)
- US Army Corps of Engineers

STATE:
- Assemblyman A. Crespo 85th District
- NYS Department of Environmental Conservation
- NYS Department of Transportation

CITY:
- NYC Economic Development Corporation
- Office of the Mayor of New York City
- NYC Department of Environmental Protection
- NYC Office of Emergency Management
- NYC Department of City Planning
- NYC Department of Transportation
- NYC Department of Parks and Recreation

LOCAL:
- Community Board #2
- Community Board #2 - Environmental Committee

**COMMUNITY**

LOCAL ORGANIZATIONS:
- The Point Community Development Corporation
- Sustainable South Bronx
- Mothers on the Move
- Bronx River Alliance
- Rocking the Boat
- Majora Carter Group
- The Blk Projek
- Youth Ministries for Peace and Justice
- South Bronx Unite

OTHER COMMUNITY ADVOCACY:
- New York City Environmental Justice Alliance
- Environmental Defense Fund
- Pratt Center for Community Development
- Adam Liebowitz
- Mathews Nielsen
- WXY

**INDUSTRY**

ADVOCACY:
- Hunts Point Economic Development Corporation

BUSINESSES:
- The Hunts Point Terminal Produce Cooperative Association
- Hunts Point Cooperative Market
- New Fulton Fishmarket at Hunts Point
- Smitty’s Filet House (fish wholesaler)
- Nathel & Nathel (produce wholesaler)
- Vista Food Exchange
- Anheuser-Busch Distributors
- Il Forno Bakery
- Oak Restaurant & Grill

LABOR:
- Brotherhood of Teamsters Local 202
- United Food and Commercial Workers

and more...
EVE

Judging and public tasting followed immediately by a public meeting to review draft ideas for HPC’s

Rebuild by Design: plans for new infrastructure to protect Hunts Point from the next Superstorm

Wednesday, March 19
5:00 PM - 8:30 PM
banknote building
3rd Floor Event Space, 1257 Lafayette Avenue

Presentation of Dishes to Judges 5:00 PM
Slam Bake Public Tasting at 5:30 PM
Judges Announce Winners at 6:30 PM
Rebuild by Design Public Meeting 7:00 PM

Childcare, dinner, and Spanish-language translation will be provided.
Presented by the PennDesign / OLIN Rebuild by Design team. PennDesign and OLIN were selected through the U.S. Department of Housing and Urban Development’s Rebuild by Design competition to identify and develop viable infrastructure strategies for protecting Hunts Point from extreme weather events. Rebuild by Design is aimed at addressing structural and environmental vulnerabilities that Sandy exposed in communities throughout the region and developing fundable solutions to better protect residents and businesses in the future.

The POINT Community Development Corporation, Sustainable South Bronx, Mothers on the Move, the Hunts Point Terminal Produce Cooperative Association, the Blk Projek, Hunts Point Economic Development Corporation, and the NYC Environmental Justice Alliance cordially invite you to a Cooking Competition featuring the Talent, Bounty and Businesses of Hunts Point.

Presentation of Dishes to Judges
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Slam Bake Public Tasting at 5:30 PM
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First Annual Hunts Point Slam Bake

This afternoon festival highlights people around the theme of food and creative industry, including a cooking competition, a cooking competition for the Design Your Ideal City Workshop, a bike repair demonstration, and a living with water urban design station. Additionally, there will be a hack your bike event and a bike art showcase. There will also be DJs and live music, free food from Pantanal, Mel Thelma’s, and Rootsman, and a free bike giveaway.

Contact: jhong@xxx
212-924-7000 x21
INCLUSIVE

5 Philanthropic Funders
4 Partner NGOs
141 Neighborhoods

19 Universities
535 Community Stakeholder Orgs
181 Government Agencies
THE BIG U

BIG (Bjarke Ingels Group)
One Architecture
Starr Whitehouse
Buro Happold
Level Agency for Infrastructure
James Lima Planning + Development
Green Shield Ecology
AEA Consulting, Arcadis
Project Projects,
Parsons School of Constructed Environments
LIVING BREAKWATERS

SCAPE LANDSCAPE ARCHITECTURE

Parsons Brinckerhoff
Dr. Philip Orton
Stevens Institute of Technology Ocean & Coastal Consultants SeArc Ecological Consulting
LOT-EK, MTWTF, The Harbor School and Paul Greenberg
WHAT HAVE WE LEARNED?
AFTER A SHOCK, PEOPLE NEED A PRODUCTIVE OUTLET FOR ANGER.
INTERDISCIPLINARY GROUPS CREATE BETTER OUTCOMES

- Architects
- Designers
- Engineers
- Scientists
- Academics
- Writers
- Artist
- Community Engagement Specialists
- Government
- NGO Leaders
THERE IS DISTRUST IN GOVERNMENT IS EVERYWHERE

But in most cases they are needed for implementation

Designers in the lead with the government and community assures that community and government are kept separate and you are working towards the goals of each.
REGIONAL

WE TAKE A SYSTEMS APPROACH:

• Ignore political and system boundaries at the beginning

• Multiple agencies jurisdictions elected officials NGO's

IMAGE: https://stories.opengov.com/sandpointid/published/B_IQEvcKs
REPLICABLE + TRANSFERABLE

Initial investment can have lasting payoffs to other locations in the same region and inspire others.

Examples:
- High Density
- Low Density
- Bay
- Barrier Island
- Wetland/Marsh
- Infill
- High Precipitation
- Drought
HAVING FAITH IN COMMUNITIES ALWAYS WORKS OUT IN THE END

They have great ideas and their ideas can work!
October 2019

Mayor announced a changed plan at a cost of $700 million, which the City would fund.
NEW YORK STATE DESTRUCTION

Binghamton

Broome County

Prattsville

Rotterdam

Schoharie

Binghamton

Schoharie

FEMA DON'T QUALIFY PLEASE!!

Broome County

Prattsville
- 90% of New Yorkers live near a body of water
- Since 2011, every county has had at least two disasters for flooding
- 60% have had more than five