

How NYC Won The Olympics



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July 6, 2005



London



IOC President Jacques Rogge announces London to host the 2012 Olympic Games.



Paris



Moscow



Madrid



New York

London 2012

Kudos



What Made These Games So Great?

London 2012

Kudos



Great Venues



Enthusiasm



Welcoming



Humor



Leadership

London 2012

Legacy



- Olympic Park



Before

After

NYC2012



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- NYC2012 Rationale:
 - Leverage the Olympic Bid for needed development
 - Focus on 2½-year Bid Process, not the 7-year lead-up to the Games

- The Olympic Park Model
 - A Centralized Games
 - Secure
 - Accessible
 - Simplifies transit
 - Celebratory
 - But legacy problems:
 - Narrow geographic impact
 - Unrealistic Post-Games usage
 - “White Elephant” phenomenon

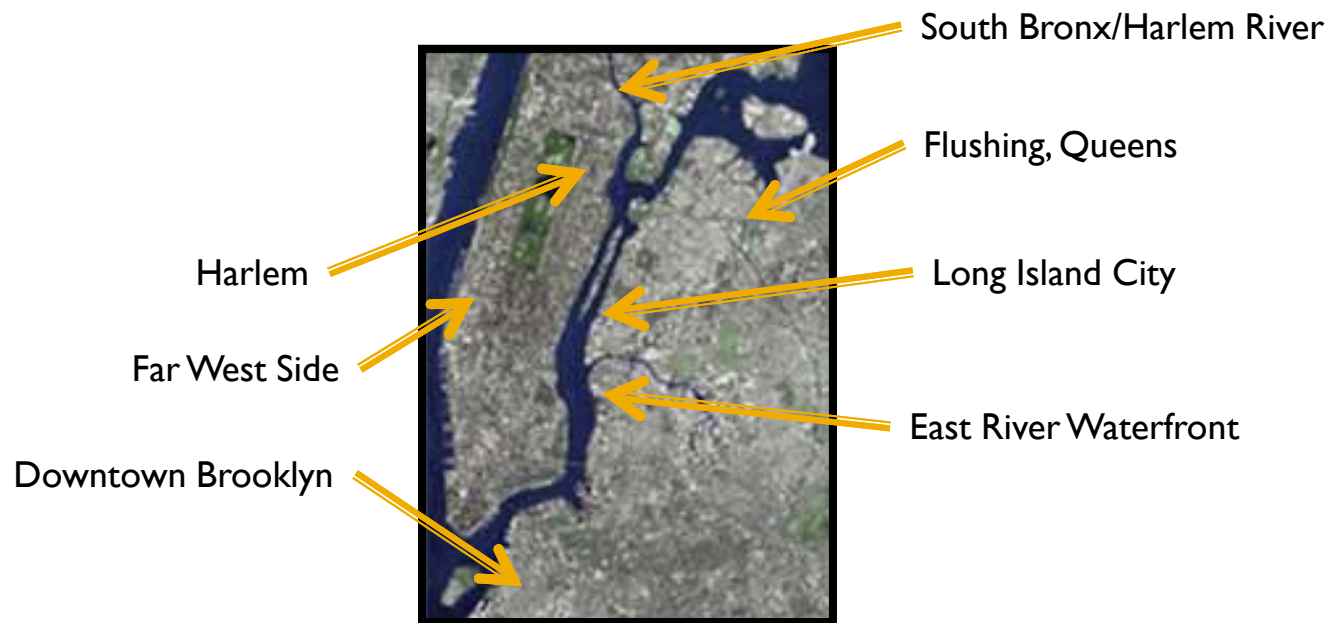


Sydney 2000



Athens 2004

- Post-Games Focus:
 - Seven long-neglected districts needing development



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A Different Approach: Dispersed Venues



- The Olympic “X”
- Olympic Village at Center (waterfront site)
- Transport: Two Axis
 - East-West – rail
 - North-South – water
- Venues:
 - In targeted areas
 - Along two axis
 - All subway accessible



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The Olympic X: Venues



- Dispersed along the Olympic X
- In the seven targeted areas of needed development
- Readily accessible by rail & water – but with legacy impact



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Distinctive Features



■ Olympic Village

- Waterfront
- Skyline vistas
- Across from United Nations
- Environmental haven
- Proximate to midtown



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Distinctive Features



- Transport
 - Water/ferries
 - Rail

- “A ferry and subway games.”
 - Athletes
 - Officials
 - Olympic Family
 - Media
 - Spectators

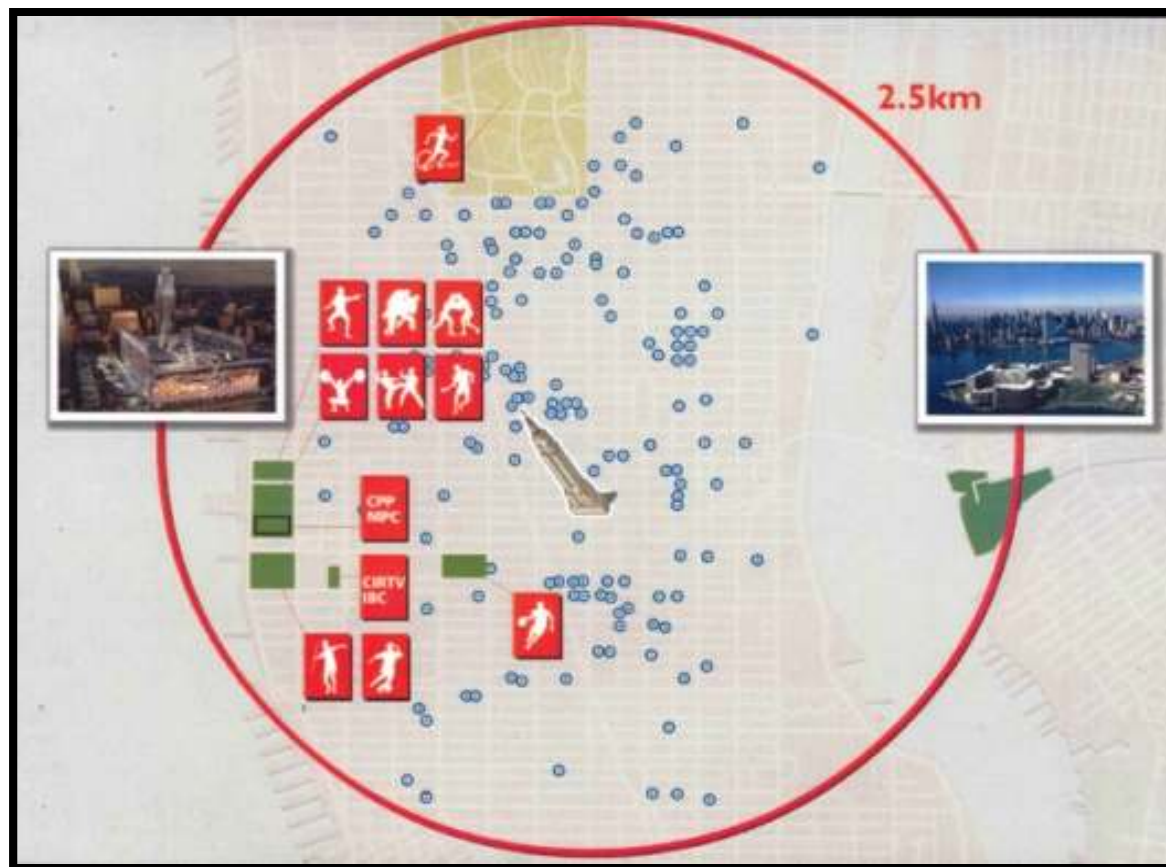


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Distinctive Features



- City Center Games



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Distinctive Features



- Legacy
 - Leverage Bid deadlines to expedite project approvals (2003-2005)
 - Major impact on development whether or not NYC wins



Bloomberg, Doctoroff & Kriegel
November 2, 2002
USOC selects NYC2012

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Final Bid Modifications



- Transport – move athletes on buses
- Stadium – State rejects proposal, June 2005:
 - One week later, new stadium plan



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Finances: A Privately Funded Games



- Revenues: \$3.1 billion
 - TV
 - Sponsors
 - Tickets
- Expenses: \$3.1 billion
 - No national government funds
 - No direct state or city funds

- Stadium – \$1 billion privately funded (\$100 million for conversion)
- Olympic Village – privately funded, under existing government housing programs (\$100 million for enhancements)
- Brooklyn Arena - \$800 million privately funded
- Transit – only one major project: #7 subway extension - \$2.1 billion, self-funded

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Legacy



1. Venues
2. Housing
3. Rezoning
4. Redevelopment
5. Transport

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Legacy: 1.Venues



- Two Stadiums - 20-year effort

Yankee Stadium – 51,000 seats

- \$1.5 billion private
- \$461 million public



Mets (Citi Field) – 42,000 seats

- \$875 million private
- \$190 million public



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Legacy: I.Venues (continued)



- Queens Olympic Pool (Flushing Meadows)
 - Announced in 2000
 - Work suspended in 2002 (lack of funds)
 - Bid spurs action:
 - Funded in 2004
 - Construction resumed in 2005
 - Opened in 2008



- 369th Regiment Armory
 - 1921 Neglected Art Deco Structure
 - Historic significance
 - Renovated in 2006
 - \$6 million public funds
 - 3,000 spectator seats
 - Sports leagues for:
 - Track
 - Gymnastics
 - Tennis
 - Volleyball
 - Boxing



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Legacy: I.Venues (continued)



- Barclays Arena – Downtown Brooklyn
 - 18,000 seat professional Arena (Brooklyn Nets, NBA)
 - \$800 million in private funds
 - Opened September 2012
 - Massive 22-acre redevelopment (partly over rail yards)
 - \$4 billion
 - 8 million sq/ft – residential & Commercial



- Olympic Village Site
 - Neglected industrial waterfront site
 - Stunning view of skyline – facing UN
 - Accessible (subway)
 - City purchases land (2005)
- Post-Bid
 - 5,000 units workforce housing
 - Construction starts 2012
 - Largest affordable housing development in 40 years



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Legacy: 3. Rezoningings



- Brooklyn Waterfront – Greenpoint/Williamsburg
 - Olympic Plan
 - Old manufacturing center
 - Abandoned factories, piers
 - 15-year effort to rezone
 - Site of Olympic Beach Volleyball, Aquatics
 - Rezoning approved 2005 – vast 175-block area
 - Leveraged bid for fast approval, before the IOC visit
 - Post-Bid
 - Multiple high-rise waterfront housing
 - Waterfront park
 - City's most energetic, cutting edge youth, music, art, retail, food scene



- Hudson Yards
 - Desolate, forbidding midtown district
- Rezone entire area – January 2005
 - 42 blocks
 - 26 million sq/ft commercial
 - 20,000 housing units (25% affordable)
 - Largest rezoning in history
 - Leverage the Bid to get approval in just two years, the fastest in history
- Build-out: 20-30 years
 - 50,000 new residents
 - 100,000 jobs



- Special Features

- New Hudson Boulevard
 - Creating attractive area
 - New park/greenway



- High Line
 - Saved abandoned elevated rail scheduled to be torn down
 - Public/private partnership - \$152 million invested
 - 3 million annual visitors
- 26-acre development over rail yards (below)



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Legacy: 4. Redevelopment



- Hudson Yards Project
 - Olympic Stadium Site
 - 26-acre site, largest open tract in Manhattan
 - 20+ years of failed plans
 - Over rail yards that operate 24-hours a day
 - Olympic Plan: Stadium, Olympic Plaza, IBC/MPC
 - Rezoning approved January 2005



- **Hudson Yards Project** (continued)
 - **Post Bid**
 - Developer selected in 2008 (99-year lease)
 - Construction begins 2012
 - 12+ million sq/ft
 - 6 million sq/ft commercial, including 1 million retail
 - 6 million sq/ft residential
 - 12 acres park
 - School; Cultural Center
 - Private investment of \$12-\$15 billion
 - Largest private development in City's history:
 - Rockefeller Center (1930s) – 10 million sq/ft
 - Hudson Yards – 12 million sq/ft
 - Largest private employer of construction workers over the next decade



■ Bronx River

■ Olympic Plan

- 20-year stalemate over abandoned market site
- Deteriorated waterfront
- Adjacent to site of velodrome
- 2004 new owner and plan

■ Post-Bid

- 1 million sq/ft retail – opens 2009
- 2,800 cars parking
- 1,200 construction jobs
- 2,000 permanent jobs
- 10-acre, \$64 million city park along the waterfront



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Legacy: 5. Transport



- Ferry Service

- Vast network in 1900
- Long-abandoned
- NYC2012 plan used ferry network for:
Officials, Press, Spectators
- City builds piers
- 2011 East River Ferry Contract



- #7 Subway

- Part of West Side Olympic Cluster (Olympic Stadium and Plaza)
- Extend existing line – first subway project in 25 years
- Unique financing
 - Self-funded
 - TIF using future real estate taxes
- Nearing completion
 - On schedule – Opening 2014
 - On budget - \$2.1 billion



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Even in Defeat



- Civic Pride in NYC
- Unusual coalition to celebrate NYC:
 - Business/labor
 - All ethnic/racial/religious groups
 - Nationalities—crosses political/ideological lines
- Broad consensus to do major projects
 - Hudson Yards
 - Waterfront
 - Olympic Village site
- Heightened interest in sports
- Common sense of NYC's future – The Dream
- Especially important after 9/11



Looking to the Future

NYC Population



- History

1900	3,437,202	+126.8%
1910	4,766,883	+38.7%
1920	5,620,048	+17.9%
1930	6,930,446	+23.3%
1940	7,454,995	+7.6%
1950	7,891,957	+5.9%
1960	7,781,984	-1.4%
1970	7,894,862	+1.5%
1980	7,071,639	-10.4%
1990	7,322,564	+3.5%
2000	8,008,288	+9.4%
2010	8,175,133	+2.1%

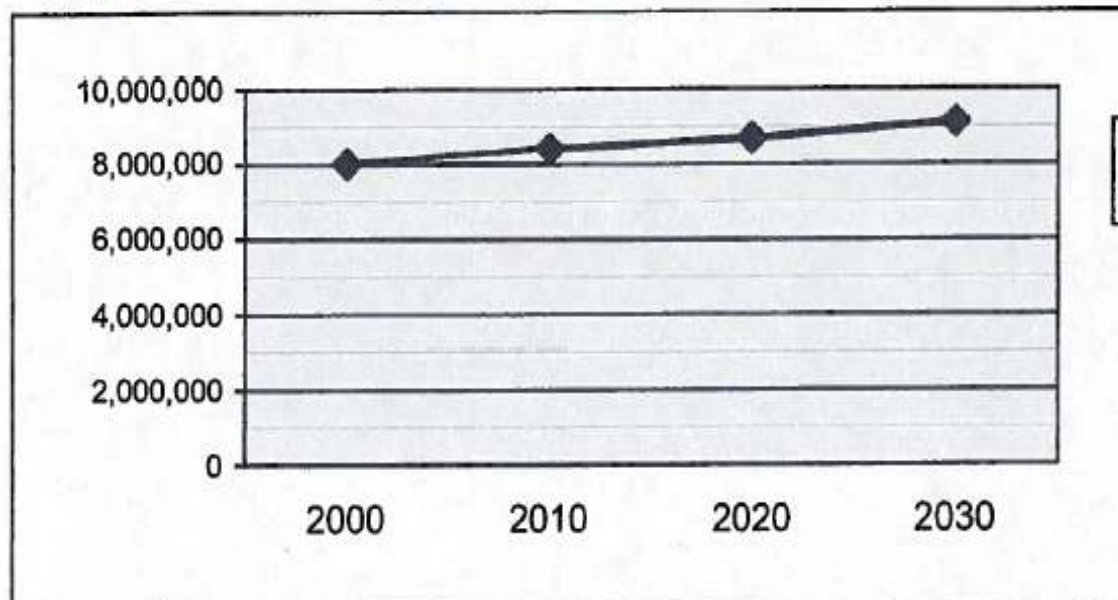
Looking to the Future

NYC Population



- Projections

Projected New York City Population, 2000-2030



Percent Change,
2000-2030: 13.9

Sources: Unadjusted 2000 Census data, DCP Population Projections

Looking to the Future

Challenges



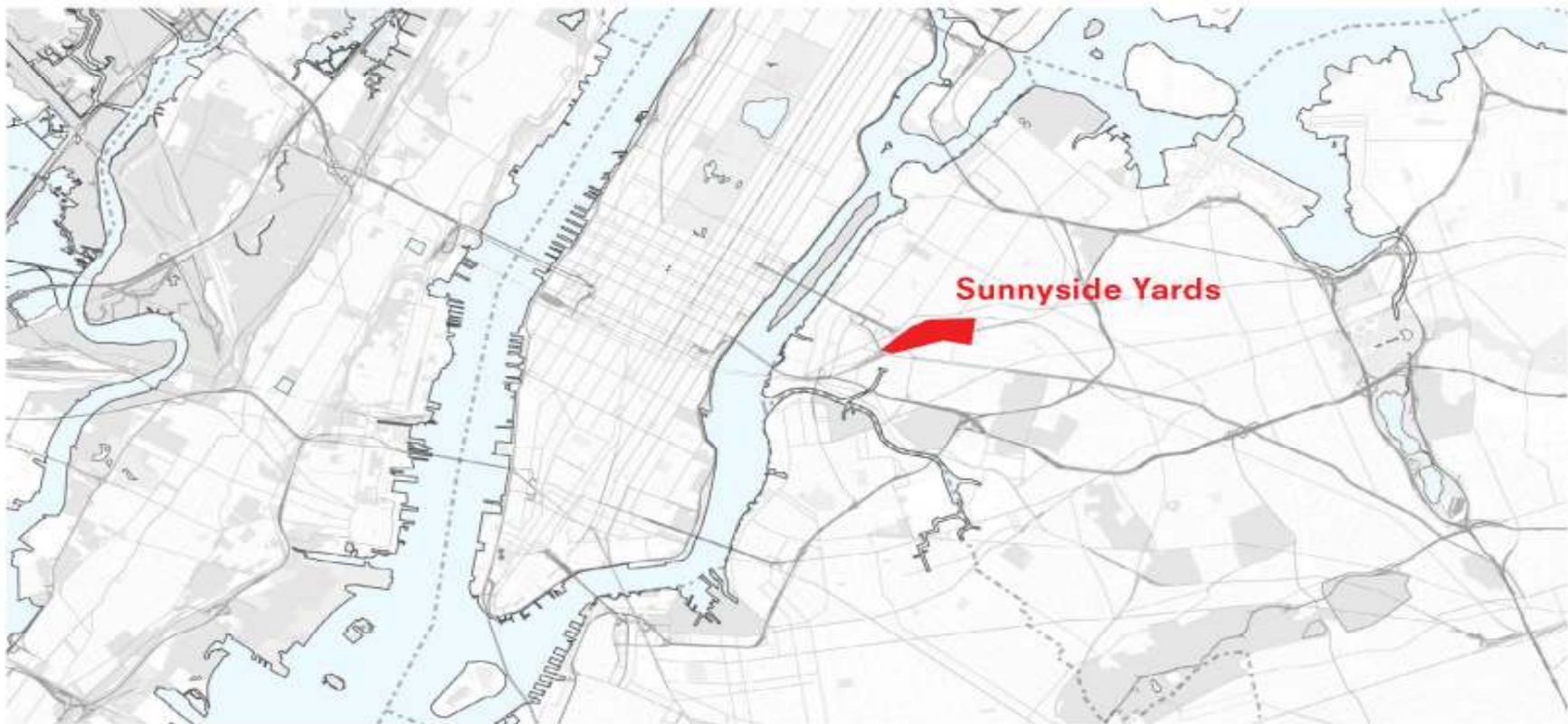
- Land
- Transportation

Looking to the Future

Sunnyside Yards



SUNNYSIDE // SITE LOCATION



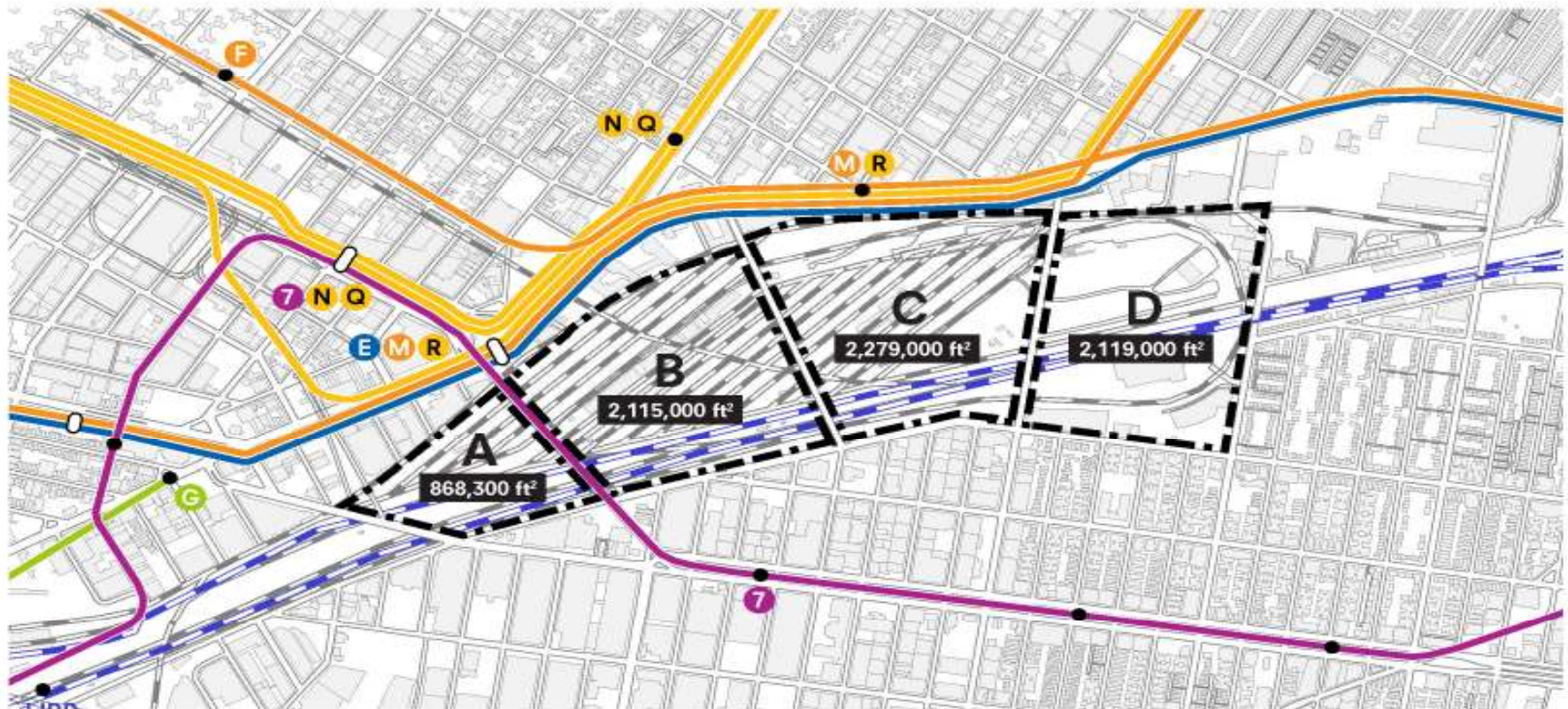
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Looking to the Future

Sunnyside Yards



SUNNYSIDE // EXISTING SITE



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Looking to the Future

Sunnyside Yards



SUNNYSIDE // OLYMPICS - 2024



- OLYMPIC VILLAGE HOUSING
- CONVENTION CENTER
- TRANSIT STATION
- VILLAGE DINING COMMONS
- ACCESS/ CONNECTIONS
- PARK
- OLYMPIC STADIUM

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Looking to the Future



SUNNYSIDE // OLYMPICS - 2024



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July 27, 2012

The Dream



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The Dream



- [INSERT VIDEO #13 – TORCH RELAY]

July 27, 2012

We Celebrated, Too

