

2050 DASH

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From Contaminated Soil to Common Ground

Ventura County National Register of Historic Places



Joel McCrea Ranch



Grandma Prisbrey's Bottle Village



Simi Adobe-Strathearn House



Colony House



Burro Flats Painted Cave

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From Contaminated Soil to Common Ground

Moon walk: Arguably Man's Greatest Achievement and the SSFL Contributions





“...how historic properties should be identified, considered...”

Chumash Settlements and Sacred Sites



El Rancho Simi



Famous Movie and TV Location Scenery



Birthplace of Nuclear Power and US Rocket Technology



Reagan's GE Theatre, Star Wars Research and Library



“...how historic properties should be managed...”

Chumash or Chumash led Partnership

State or Local Park Entity

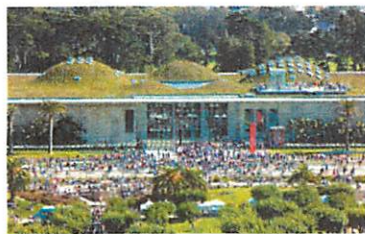
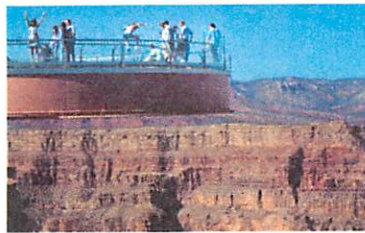
Institutional/University led Public Benefit Corporation

Non-Profit Entity, such as NY Central Park Commission

For-Profit Entity, such as BRV, Aramark, Marriott, etc.

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From Contaminated Soil to Common Ground

Creating a “Magnet” that Attracts Visitors and Revenue

Significant historic location

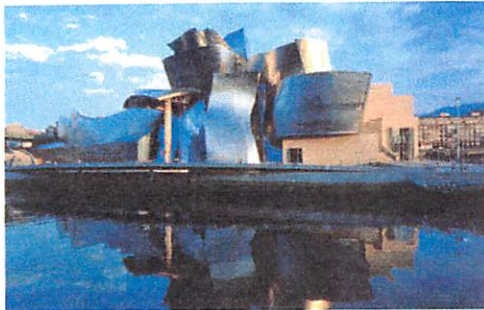
Dramatic museum gardens and architecture

Breathtaking natural environment and vistas

Entertaining activities for all, from children to seniors

Inspiring and thought provoking educational experience

Image, attraction & financial impacts of iconic architecture



Guggenheim, Bilbao, Spain

Architect Frank Gehry transformed this post-industrial site into a landmark building that detonated an urban revitalization movement.



Atheneum, New Harmony, IN

Richard Meier, architect for The Getty Center, designed this museum and conference center that attracts thousands of visitors each year to this “off the radar, wide spot in the road”.



Sundial Bridge, Redding, CA

Visitors attracted to this sophisticated work of art designed by Architect Santiago Calatrava continues to fuel the local economy of this “cowboy town”.

EIS: Areas of Potential Impact

- Air Quality
- Biological Resources
- Cultural, Historic, and Archaeological
- Environmental Justice
- Geological Resources
- Greenhouse Gas
- Hazardous Materials / Hazardous Waste
- Health and Safety
- Infrastructure and Utilities
- Land Use
- Noise
- Paleontology
- Socioeconomics
- Transportation
- Water Resources



September 19, 2011

Public Comment: Santa Susana Field Lab

The Santa Susana Field Lab is a brownfield site pursuant to various definitions in Federal and State laws, building codes, and as referenced in various governmental policies. In general, the cleanup reuse/redevelopment of brownfield sites is all but mandated and is considered highly desirable from almost every environmental and economic perspective. For example, the U.S. EPA's Brownfields Area-wide Planning Pilot Program (BAWPPP) is designed to confront "local environmental and public health challenges related to brownfields, while creating a planning framework to advance economic development and job creation."

The BAWPPP is referenced in a recent federal publication titled "Partnership for Sustainable Communities" (PSC) and the PSC is referenced in Executive Order 13514 – Federal Leadership in Environmental, Energy, and Economic Performance (EEEP). All of these programs are aimed at maximizing the synergies and integration of environmental enhancement and economic performance.

Tools are now available to quantitatively and qualitatively model most of the metrics associated with the impacts identified in alternatives developed for evaluation. For example, the engineering firm Atkins has developed software that analyzes greenhouse gas reductions and sustainable return on investment. This or similar software should be used to analyze the carbon footprint of various alternatives that at one extreme calls for 100% demolition of all infrastructure and facilities and at the other extreme zero demolition of infrastructure and facilities.

Other analysis should be performed so as to articulate the value of existing land use entitlements, infrastructure, site work, and facilities that could be put to use for a variety of functions to accommodate economic development and job growth. As it relates to the fifteen (15) areas of potential impacts, virtually all of them should be viewed through the lens of recent Federal programs that in essence mandate: sustainability, smart growth, green building, adaptive reuse and U.S. EPA ER3 Program.

The alternative suggested here is to minimize the destruction of the site and maximize the use/value of in situ entitlements, site access, infrastructure, site improvements, facilities, and a clean/unpolluted site. These assets have the potential of forming a critical mass that could be used to leverage a new generation of research and development that capitalizes on nearby world class universities, basic research at these universities and a large, trained and available workforce. The specific options for development are almost infinite but can be generalized as research parks such as Research Triangle Park at Raleigh Durham, North Carolina, Argonne National Laboratory in Chicago, and National Renewable Energy Laboratory in Golden, Colorado. The common denominator is a concentration of research where proximity aids mutually beneficial discovery.

The NASA and Boeing sites are on independent tracks, but are subject to DTSC's CEQA process. It is therefore important for NASA to be proactive in coordinating alternatives and assessing the future potential of the overall Santa Susana Field Lab site. Regardless of prior planning assumptions it would be worthwhile to explore at least some common alternatives between NASA and Boeing. One such alternative would be the development of a larger scale research park that utilizes both NASA and Boeing land.

An area of significant impact is the recently designated wildlife corridor described in the South Coast Missing Linkages Study. Most of the Santa Susana Field Lab lies within the corridor. Upon close examination the wildlife corridor is severely compromised by natural and manmade barriers such as freeways, urban development, fences, and severe topography. The redevelopment of the Santa Susana Field Lab could be predicated on significant investments to mitigate these already existing barriers. Therefore, redevelopment becomes a benefit to the environment by enhancing an important environmental goal i.e. wildlife movement between the Santa Monica Mountains to the south and the Las Padres National Forest to the north.

Commented by: Wayne Fishback
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Goals and Objectives for 2012-2017 CA. Statewide Historic Preservation Plan

Redefine the public's perception of preservation

Develop partnership

Contribute to community

Foster a preservation ethic

Protect historical and cultural resources

California Statewide Historic Preservation Plan 2006-2010

Introduction: "...partnerships with stakeholders at federal, state, and local government levels and with numerous non-profit and for-profit organizations..."

Preservation Archaeology: "...prehistory of ancient California..."

Heritage Tourism: "...revitalization of economically distressed areas that also include substantial numbers of historic properties..."

Incentives for Preservation: "...preservation work can leverage significant amounts of private capital, create local jobs, and simulate economic activities..."

Information Management: "Information management is fundamental the successful identification, management, and protection of historical resources."

Land Use Planning: "Smart growth strategies are based on planning principles compatible with historic preservation values and practices."

Outreach & Public Education: "Increase understanding and awareness of the economic values of historic preservation..."

Preserving the Recent Past: "At the end of WWII, California was the trendsetter in the post-war architecture and design. After World War II, the United States was recognized as the international leader in modern architecture..."

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Recruiting Sponsors and Advocates



Chumash Leadership and Elders



Astronauts, Past and Present



NASA, DOE Officials, Past and Present

Elected Officials Supporting Space Exploration

Institutional Leaders, Cal Tech/JPL, Reagan Library

Professional/Business Leaders and Potential Partners



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February 29, 2012

Wayne Fishback
Fishback & Associates
3106 Calusa Ave.
Simi Valley, CA 93063

Dear Wayne,

Thank you for taking the time to go through your plans to redevelop Santa Susana Field Laboratory. Our initial impression is there is enough unusual and interesting history on the site that if it was programmed correctly, and had a well-thought-out revenue plan, a redeveloped park that is financially self-sustaining is a realistic goal. Of course, as we mentioned, there are unresolved issues related to land ownership and governance of the new park that could affect the ability to generate certain types of revenues, but a model centered on private control (and maybe even private ownership), whether for-profit or non-profit, could overcome all of those issues.

We redeveloped and continue to operate Bryant Park, the most prominent, successful, financially self-sustaining public park in the United States. Today, the budget for the park is over ten times what it was when it was run by the City of New York, and all of that money is raised using private sector techniques. We do not take one dollar of public or philanthropic money in Bryant Park. In fact, in Midtown Manhattan, we created the largest complex of privately-funded, public urban redevelopment projects in the United States.


In addition to our operating responsibilities in four parks and three neighborhoods in New York, and a park and major train station in Boston, we consult internationally on creating these public redevelopment projects, and help our clients take them from the early conceptual stages all the way through operations. We can manage every aspect of a public space redevelopment project, and we're doing just that for Prudential in downtown Newark. We're also implementing all of the programming for a new park being built over a freeway in Dallas, and setting up the operations for that park and another one in Pittsburgh. For other clients in New York and Boston (among other cities), we are actively generating revenues to support their operations. Among our other projects, perhaps our most exciting

right now is advising the Related Companies on the public spaces of Hudson Yards, the largest development project in Manhattan since Rockefeller Center.

We are interested in playing some role on your team if you go forward with redeveloping Santa Susana Field Laboratory. Of course, at this early stage, we don't know what that role should be—it doesn't sound like you would need us to handle this “soup to nuts” given your experience and some of the others involved—so we look forward to more discussions as the project develops. Also, before we get involved, we would want to resolve the issues I mentioned above so we can better gauge the challenges and opportunities to make this project successful.

Again, thank you for your interest in our firm, and please keep us in the loop as the project progresses.

Sincerely,

A handwritten signature in black ink that reads "Dan Biederman". The signature is written in a cursive, flowing style.

Daniel A. Biederman
President