



Carl Weisbrod came to public service in NYC through an uncommon route: spending his days suing the City as a young Legal Services attorney on behalf of squatters and mothers and their children being evicted from welfare hotels. Finally Amy Betanzas, then the head of NYC's Department of Relocation—invited Carl to come and work for the City and help to make things better for the people he cared about. It was 1970. The City's population was declining, the poor were flooding into the worst housing stock just ahead of the urban renewal wrecking balls that would ultimately reshape so many of our neighborhoods.

The job opened Carl's eyes to not only the difficult realities of balancing resources in the public sector, but also its immense opportunities to impact peoples' lives for the better. Carl took up this challenge and has spent more than four decades focusing not on jobs and titles, but on improving neighborhoods and fixing their problems.

CARL WEISBROD

Senior Advisor, HR&A Advisors

Roger Starr Public Service Award

Presented by
Alicia Glen, Deputy Mayor for Housing and
Economic Development

Through his work in Times Square over 15 years in a variety of positions from Midtown Enforcement to City Planning to the 42nd Street Project at UDC and ultimately founding NYC's EDC, Times Square saw its most sweeping transformation. His shift from an approach that emphasized enforcement to one that encouraged and planned for new development has shepherded a new era of diversity, street life, and vitality for "everybody's boulevard."

After the attacks of September 11th, Mayor Bloomberg asked Carl to direct the newly formed Lower Manhattan Development Corporation, where he helped shape the neighborhood's recovery and reconstruction. Perhaps more importantly, his founding of the Alliance for Downtown New York has left behind a vibrant civic institution that continues to work on the neighborhood's vitality and quality of life.

His work at Trinity Church resulted in a rezoning of Hudson Square, paving the



way for its development as a dynamic, mixed-use neighborhood with housing and space for NYC's creative industries.

Another mayor would call on Carl to help with planning and shaping the City's future when Mayor de Blasio appointed Carl Chair of the NYC Planning Commission in 2014. Returning to City Planning was both a challenge and an opportunity and he successfully changed the City's underlying zoning to expand opportunities for affordable housing through the Zoning for Quality and Affordability text changes and the Mandatory Inclusionary Housing Program.

Carl leaves behind much more than structural change that helps position the agency to carry out its work into the future. They finally moved out of ill-fitting, poorly maintained space into new headquarters; he reconnected the much-needed link between City Planning's work and the Office of Management and Budget's planning for the City's capital budget; and he established within City

Planning both a Capital Planning and a Regional Planning division that would position City Planning where it should be: at the center of planning for our future.

Though Carl has returned to the private sector as a Senior Advisor at HR&A Advisors, Inc., an industry-leading real estate and economic development consulting firm with offices across the country, he continues to teach and be a mentor to a new generation as a Senior Fellow at New York University's Marron Institute of Urban Management. He also is the Chairman of the Trust for Governors Island.

We have no doubt that Carl will remain a trusted voice and advisor to our City's leaders and an advocate for NYC neighborhoods.

He has been honored by many civic organizations in the past and we are delighted to add his name to our honorees this year.

