



Integrating Comprehensive Plans and District Plans

October 14, 2012

PHILADELPHIA
2035

Philadelphia City Planning Commission



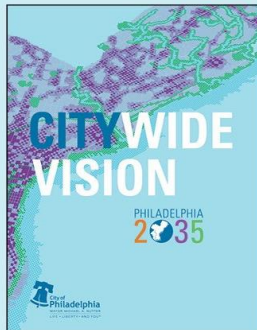
The Integrated Planning and Zoning Process



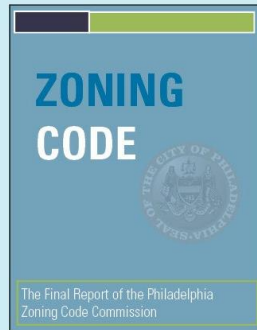
Philadelphia2035

Phase I

Citywide planning and zoning



ADOPTED
June 2011



ADOPTED
December 2011

Phase II

District planning and remapping

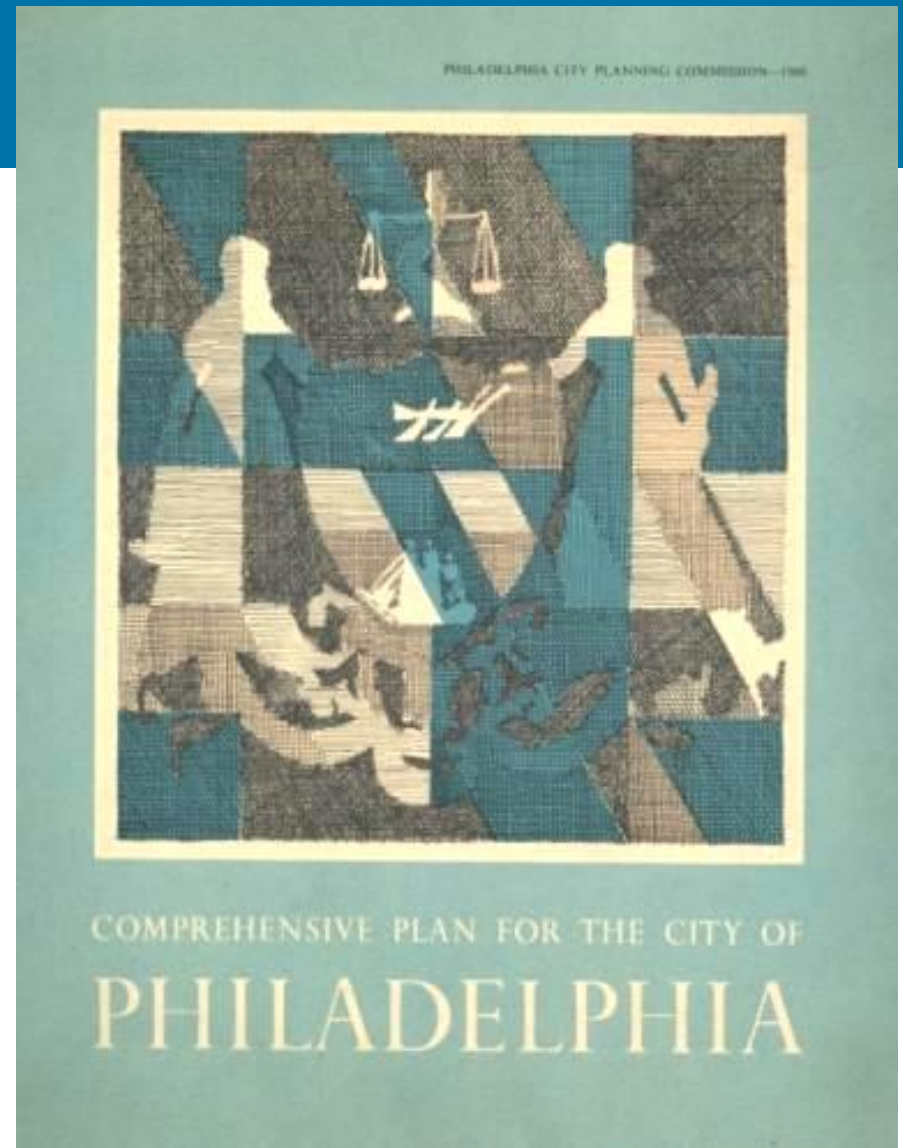


IN PROGRESS

Philadelphia2035

“The City Planning Commission shall prepare and adopt, from time to time modify, and have the custody of a comprehensive plan of the City showing its present and planned physical development.”

-Philadelphia Home Rule Charter, Chapter 6, 4-600



**Previous Comprehensive
Plan: 1960**

Phase I: *The Citywide Vision*

PHILADELPHIA
2035

- 
- An aerial 3D rendering of Philadelphia, showing the city's grid and the Delaware River. Several areas are highlighted with purple and blue 3D building models, indicating planned development or revitalization projects. The Schuylkill River is visible on the right side of the image.
- > Establish a 25 year vision for the City of Philadelphia
 - > Broad, citywide goals and recommendations
 - > Guide City budgets, collaborations, and investments in the built environment
 - > Make development patterns more predictable for citizens, community groups, developers and investors

1800



75,000 people

1850



409,000 people

1900



1.29 million people

1950



2.07 million people

2010



1.53 million people

Phase I: *Citywide Vision*

Forecasts over the next 25 years:

- > Employment gain of 40,000 jobs
- > Population gain of 100,000 people
- > 3,7000 acres will be needed to accommodate the forecasted housing, commerce and industry growth
- > 2,000 acres will remain underutilized

	2010	2035	2010-2035 Change
1. Population	1,530,000	1,630,000	+ 100,000
2. Households	600,000	638,000	+ 38,000
3. Jobs	675,000	715,000	+ 40,000
4. Residents per Job	2.27	2.28	+ 0.01

Phase I: *Citywide Vision*

Philadelphia2035 is organized into three forward-looking and aspirational themes:

> THRIVE



Neighborhoods

Improve neighborhood livability



Economic Development

Make Philadelphia more competitive in the metropolitan region



Land Management

Capitalize on land assets

> CONNECT



Transportation

Improve transportation safety, efficiency, and convenience



Utilities

Adapt utility services to changing technology and consumption patterns

> RENEW



Open Space

Increase equitable access to our open-space resources



Environmental Resources

Fulfill city obligations to meet ambitious federal environmental standards



Historic Preservation

Preserve and reuse historic resources



Public Realm

Achieve excellence in the design and quality of Philadelphia's built environment

Phase II: District Plans

District	2010 Population	Acreage
Central	117,132	4093
Central Northeast	78,266	5229
Lower Far Northeast	70,340	7039
Lower North	95,176	3774
Lower Northeast	100,232	3791
Lower Northwest	50,799	6394
Lower South	5,150	5604
Lower Southwest	42,117	6434
North	137,849	5498
North Delaware	100,631	6201
River Wards	68,489	4838
South	132,904	4013
University/Southwest	81,746	2976
Upper North	144,381	5114
Upper Northwest	85,093	6087
Upper Far Northeast	66,605	6689
West	105,642	2988
West Park	43,454	4389
<i>Citywide Total:</i>	<i>1,526,006</i>	<i>91151</i>



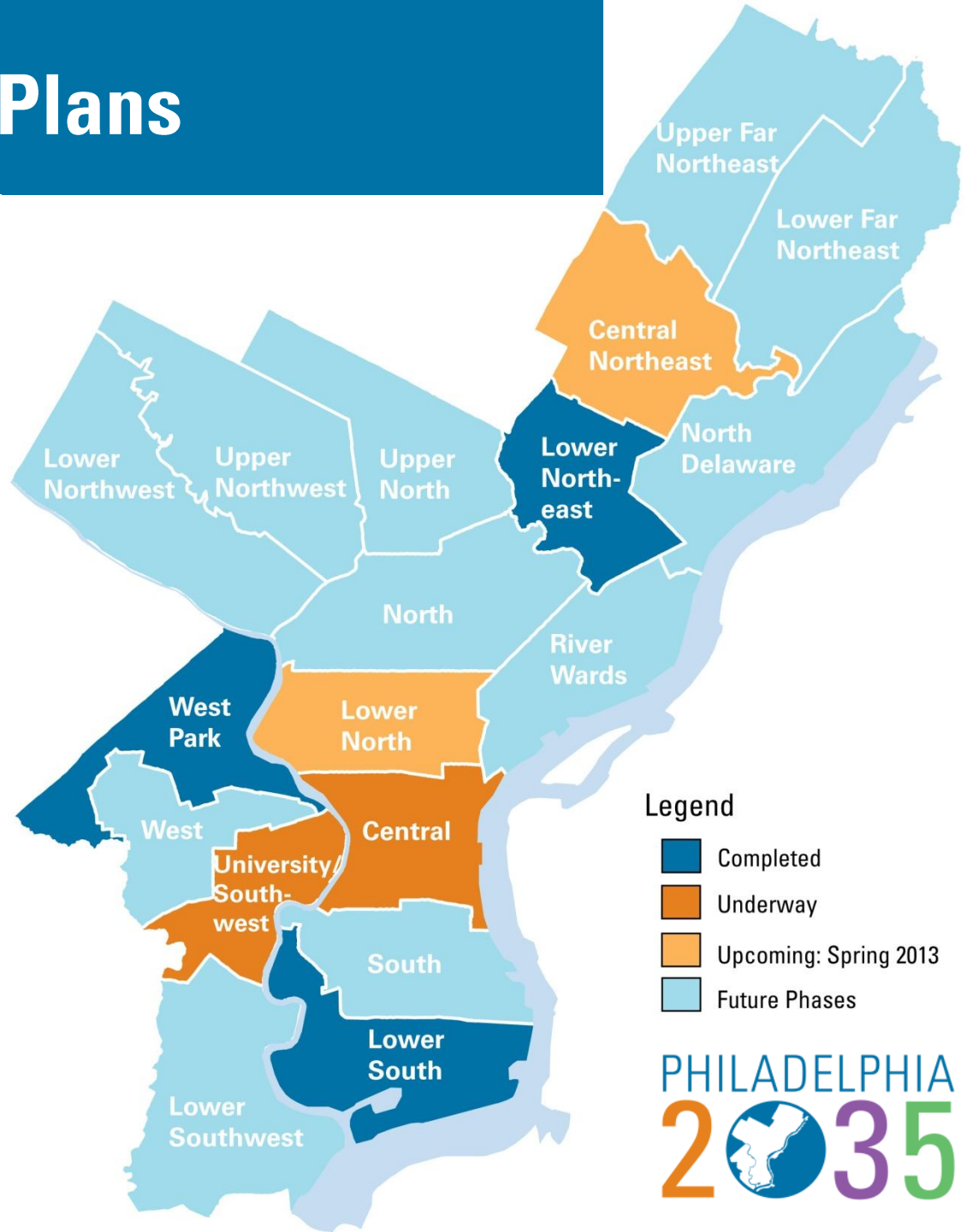
Phase II: District Plans

Shorter time frame than the *Citywide Vision*

Apply the recommendations of the *Citywide Vision* to specific areas

Focus on:

- > City-owned land and assets
- > Land use and zoning recommendations
- > Focus Areas



Phase II: District Plans

Plan Content

> Defining the Context

Existing Assets and Opportunity Areas
History of the District
Demographics and Economy
Existing Land Use and Zoning

> Framing our Future

District Recommendations

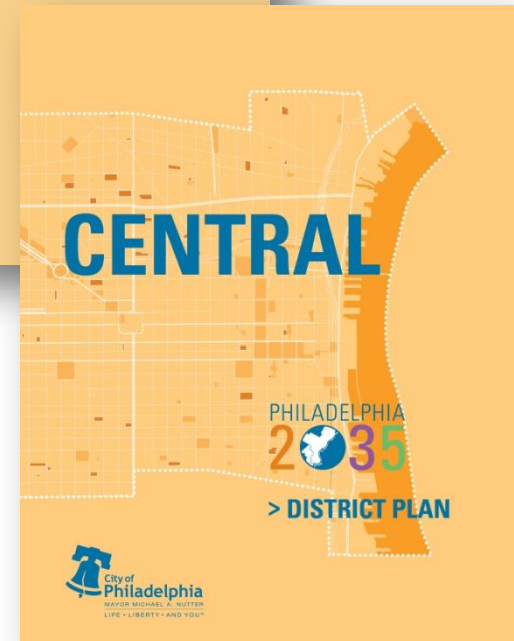
THRIVE **CONNECT** **RENEW**

Focus Areas

Future Land Use Map

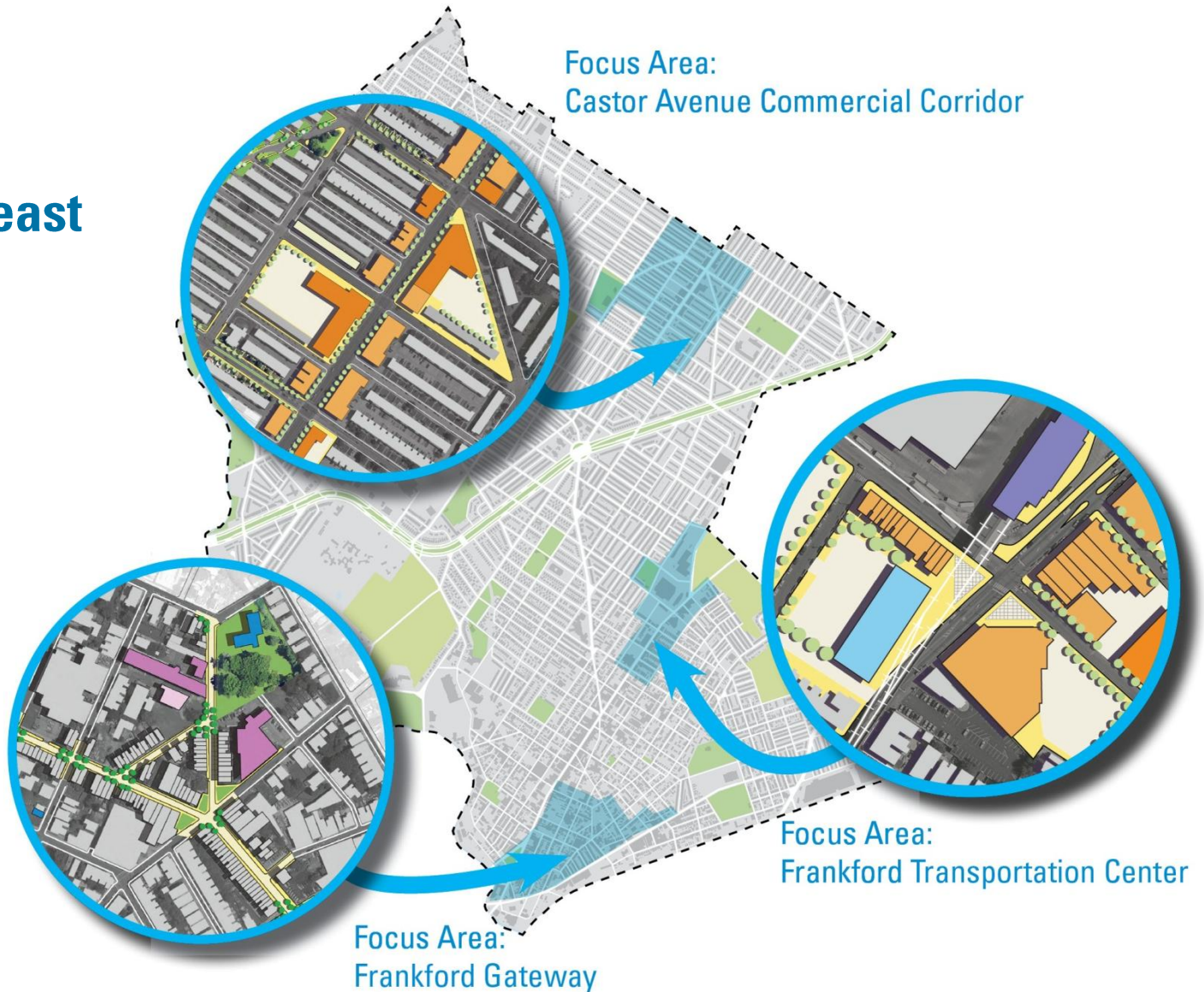
> Making it Happen

Zoning Recommendations
Implementing the Plan



Phase II: District Plans

Lower Northeast District Plan Focus Areas



Phase II: District Plans

LNE Focus Area: Castor Avenue Commercial Corridor

Existing conditions:

- > Large population growth
- > Limited land for development
- > Struggling neighborhood shopping street
- > Limited auto ownership

Existing
Zoning

- CA-1 is meant for auto-oriented commercial uses
- CMX-1 is meant primarily for corner stores

Proposed
Zoning

- CMX-2.5 was created for neighborhood commercial corridors in order to promote a pedestrian-oriented environment

Future Vision for Castor Avenue



How we get the word out

Traditionally we've used:

Local organizations

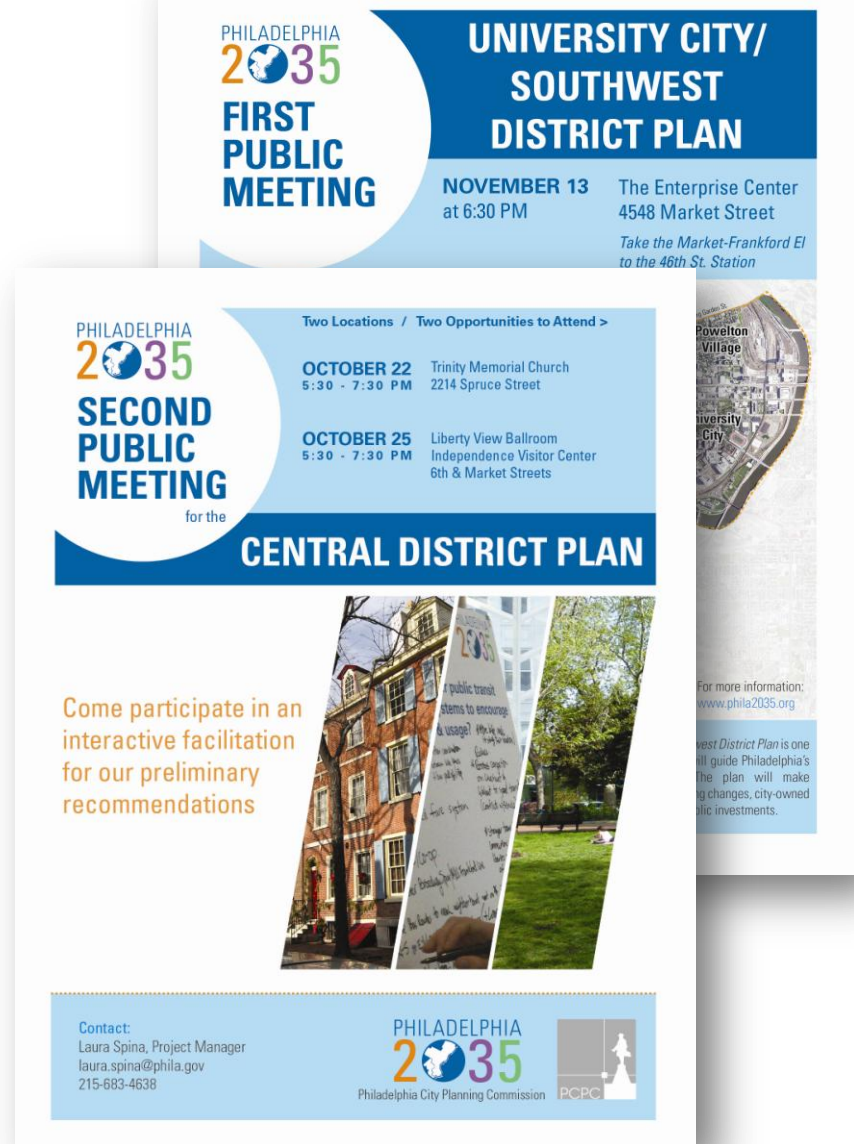
Civic Associations, Block Captains,
Town Watch, Politicians, Citizens
Planning Institute

Flyers and Posters

Emails, hung in prominent location,
snail mail, hand out at events

Print Media

Hope for press before the event, not
just after



The image shows three overlapping flyer images for the Philadelphia 2035 public meetings. The top flyer is for the University City/Southwest District Plan, held on November 13 at 6:30 PM at The Enterprise Center (4548 Market Street). The middle flyer is for the Central District Plan, held on October 22 and October 25 at various locations. The bottom flyer is for the University City/Southwest District Plan, held on November 13 at 6:30 PM at The Enterprise Center. The flyers include the Philadelphia 2035 logo, event details, and contact information.

PHILADELPHIA 2035
FIRST PUBLIC MEETING
UNIVERSITY CITY/ SOUTHWEST DISTRICT PLAN
NOVEMBER 13 at 6:30 PM
The Enterprise Center
4548 Market Street
Take the Market-Frankford El to the 46th St. Station

PHILADELPHIA 2035
SECOND PUBLIC MEETING
for the
CENTRAL DISTRICT PLAN
Two Locations / Two Opportunities to Attend >
OCTOBER 22 5:30 - 7:30 PM Trinity Memorial Church 2214 Spruce Street
OCTOBER 25 5:30 - 7:30 PM Liberty View Ballroom Independence Visitor Center 6th & Market Streets

PHILADELPHIA 2035
Come participate in an interactive facilitation for our preliminary recommendations

PHILADELPHIA 2035
Contact:
Laura Spina, Project Manager
laura.spina@phila.gov
215-683-4638
Philadelphia City Planning Commission
PCPC

How we get the word out

Today we have a world of new tools:



Provide information

Phila2035.org

Project Website

Email Blasts

HTML based

Information & feedback

Facebook

Like Us – Phila2035

Twitter

Live Tweeting

Philadelphia Planeto

Blog

The NEXT Level

Textizen

Code For America

Community PlanIt

Planning for Gamers

How we get the word out

Textizen

Code for America

“Peace Corps for Geeks”

700 respondents

Three questions

Works best with a “captive” audience

Over 500 of the 700 respondents were for the transit question



Community PlanIt

Online Engagement Game

Non-profit supported by the Knight Foundation

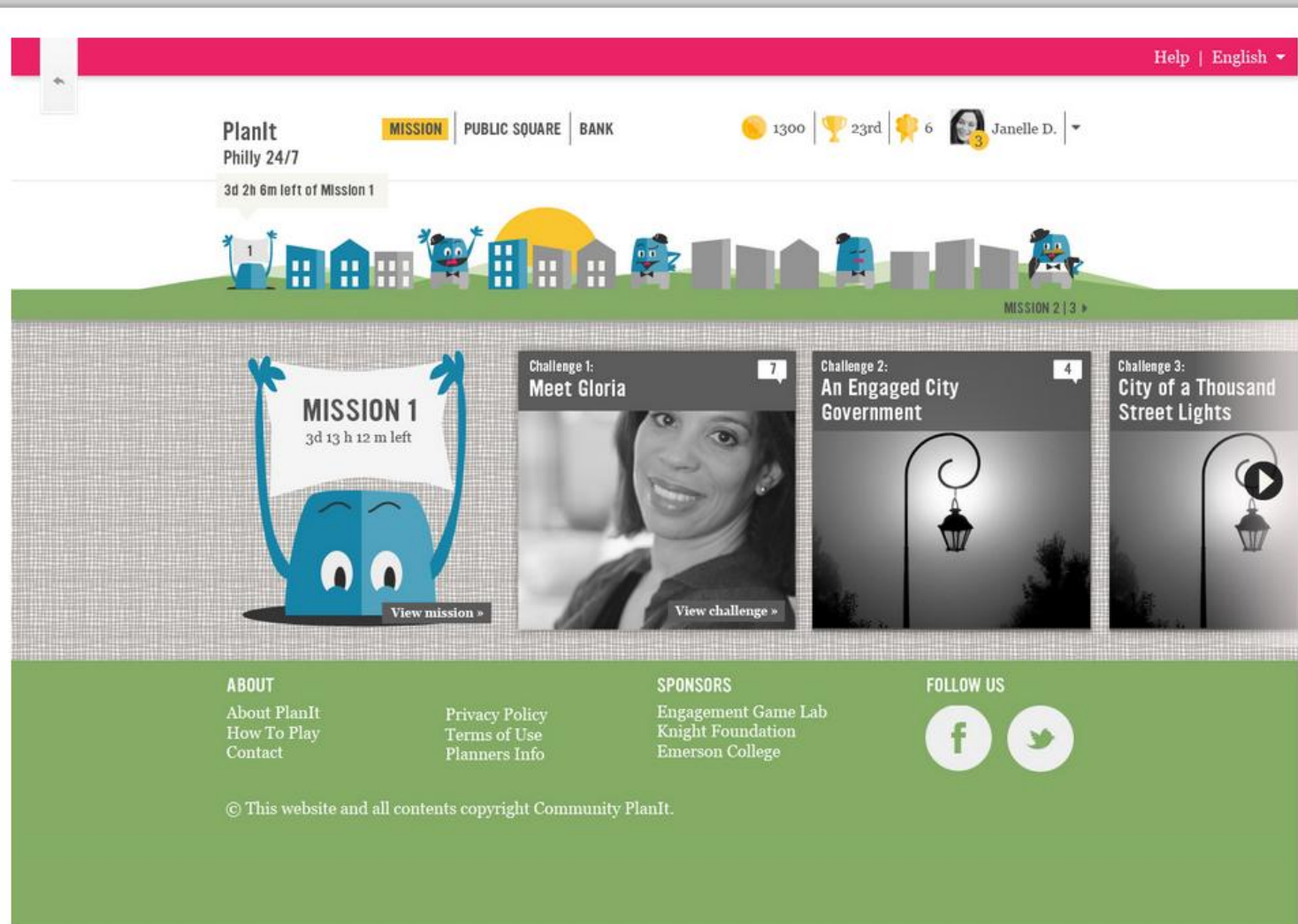
First used in Boston and Detroit

Over 1,000 participants in Detroit and 8,400 comments

Launching for the University/ Southwest District Plan this winter

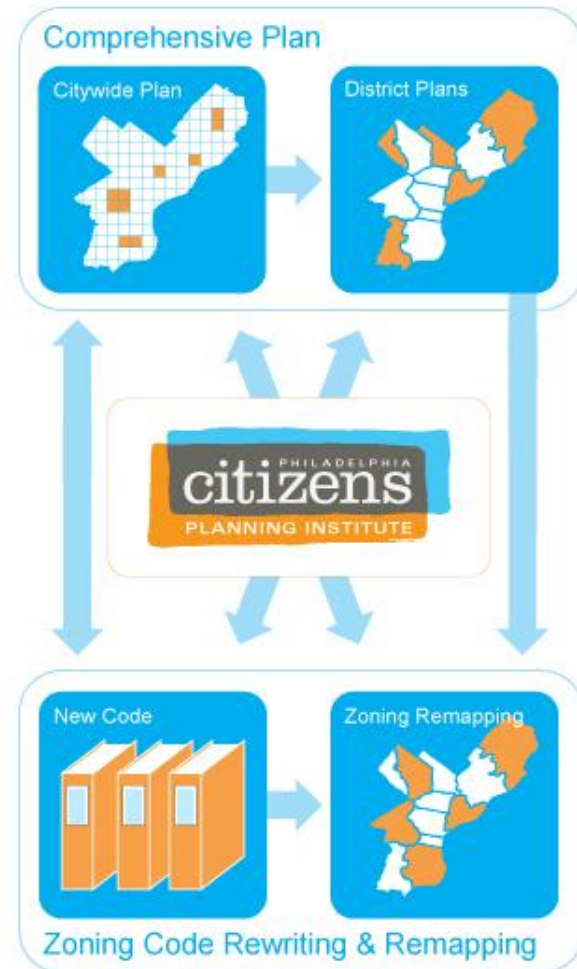


Community PlanIt



Gameboard

Citizens Planning Institute



Citizens Planning Institute

Course materials & Structure

- Core classes on planning, land use and the development process.
- Elective classes on special topics, like greening the city, land policy and transit-oriented design.
- 3-hour class balanced with presentations & hands-on group exercises.
- Saturday workshop—course project development.
- *"I gained a deeper understanding of how the city works & what departments are active on specific issues."*
- *"The group work is a great example of how many different opinions are likely to come up in the real world."*

National Academies:

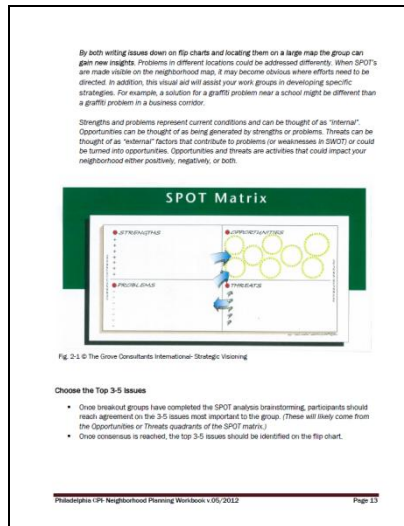
- Philadelphia, PA
- Sacramento, CA
- Rockville, MD
- Las Vegas, NV
- Orange County, FL



Citizens Planning Institute

Neighborhood Planning Workbook

Step by Step Guide



- **Chapter 1:** Planning Overview
- **Chapter 2:** First Step Planning- Goals & Strategies Report
- **Chapter 3:** Neighborhood Planning Steps
- **Chapter 4:** Neighborhood Plan Elements
- **Chapter 5:** Gathering Information About Your Neighborhood
- **Chapter 6:** Holding a Successful Meeting
- **Chapter 7:** Action Planning & Implementation
- **Appendix A:** Philadelphia Districts Maps & Sequence
- **Appendix B:** Community Planners Contact List
- **Appendix C:** Websites related to Community Planning
- **Appendix D:** S.M.A.R.T. Action Planning template
- **Appendix E:** Neighborhood Mapping
- **Appendix F:** IAP2 (Intl Assoc. of Public Participation) Toolkit
- **Appendix G:** Integrated Planning & Zoning Process (PCPC)

Citizens Planning Institute



Moore College of Art
June 7, 2011

Graduations!



Academy of Natural Sciences
June 21, 2012



Center for Architecture
Jan. 30, 2012



Thank You!

Resources for you:

Planning Commission: www.phila.gov/cityplanning

Philadelphia2035: www.phila2035.org
www.philadelphiaplaneto.com
www.facebook.com/Phila2035

Zoning Code: www.zoningmatters.org

Citizens Planning Institute: www.citizensplanninginstitute.org

Maps: www.phila.gov/map