

- > Providing Data to Inform Plans and Assess Performance
- > Integrated Planning and Zoning Process

Topics

Got Land Use?

- > City's need for land use data**
- > PCPC development of YR2010 base**

Inform *Philadelphia2035* Citywide Vision and District Plans

- > Initial citywide analysis**
- > Targeted applications in ongoing districts plans**

Assess *Philadelphia2035* Performance

- > Challenges and initial approaches**
- > Potential applications for land use data**

Integrated Planning and Zoning Process

Evolving Incrementally, with Long Timelines ...

NEW ZONING CODE

Started May 2007, effective August 2012, Zoning Revision Process in development ...

COMPREHENSIVE PLANNING PROCESS

Started May 2008, *Citywide Vision* June 2011, District Plans ongoing ...

CITIZENS PLANNING INSTITUTE

Started April 2010, pilot November 2010, Training ongoing ...



Got Land Use?

Flexible description of the city's physical development

- > Type, location, gross and net intensity**
- > Ability to classify at varying levels of detail**

Parcel-based

- > Relate to parcel-level zoning**
- > Aggregate to sub-city geographies**

Affordable and supportable

- > No extra staff or consultants**

Relatable to other data

- > Population and Housing**
- > Jobs and Income**
- > Transportation**
- > Energy and Environment**

Got Land Use?

Previous citywide comprehensive plan in 1960

- > No saved land use records**

Previous PCPC citywide land use survey in 1970

- > Archived on paper, computer print outs**

Regional land use data (DVRPC)

- > Not at parcel level**

City tax parcel maps

- > Not consistent enough with city's other parcel data**

Preceding plans by PCPC, other agencies, and consultants

- > Inconsistent classifications**

What is medium density residential, anyway?

Got Land Use?

Best Practice Review

Other cities use traditional classification systems, modified to capture locally significant characteristics (e.g. programs, ownership, type of structure)

- > Residential

- > Commercial

- > Institutional

- > Industrial

- > Parks and Open Space

- > Vacant

Got Land Use?

Best Practice Review

APA – Land Based Classification System (LBCS) refines traditional classifications into five “dimensions”

- > Activity – actual use based on observable characteristics**
- > Function – type of establishment**
- > Structure – building characteristic**
- > Site – utilization and suitability**
- > Ownership – rights and responsibilities**

<http://www.planning.org/lbcs/>

LinkedIn.com APA - LBCS User Group

Got Land Use?

Best Practice Review

Land use attributes should be captured as part of regular, ongoing administrative processes.

- City's deployment of GIS and trained staff
- City's Office of Property Assessment (OPA) includes a "Building Code" for each of city's property accounts.
 - > could consolidate codes into proxies for LBCS "Activity"
 - > BONUS: accounts include estimates of gross floor area
- Philadelphia Water Department refinements of parcel lines
 - > requires very accurate lines for new storm water billing

Got Land Use?

Best Practice Review

Land use data should allow for comparison between existing, past, and future conditions, and with other spatial data.

- 1970 PCPC land use survey
 - > remarkably similar to APA-LBCS “Activity” dimension
 - > enable 1970-2010 citywide comparison
- North American Industrial Classification System (NAICS)
 - > can relate “Activity” to data on establishments and jobs
- Residential distinctions in Census data and Building Codes
 - > “units in structure”, “3 stories or less in height”

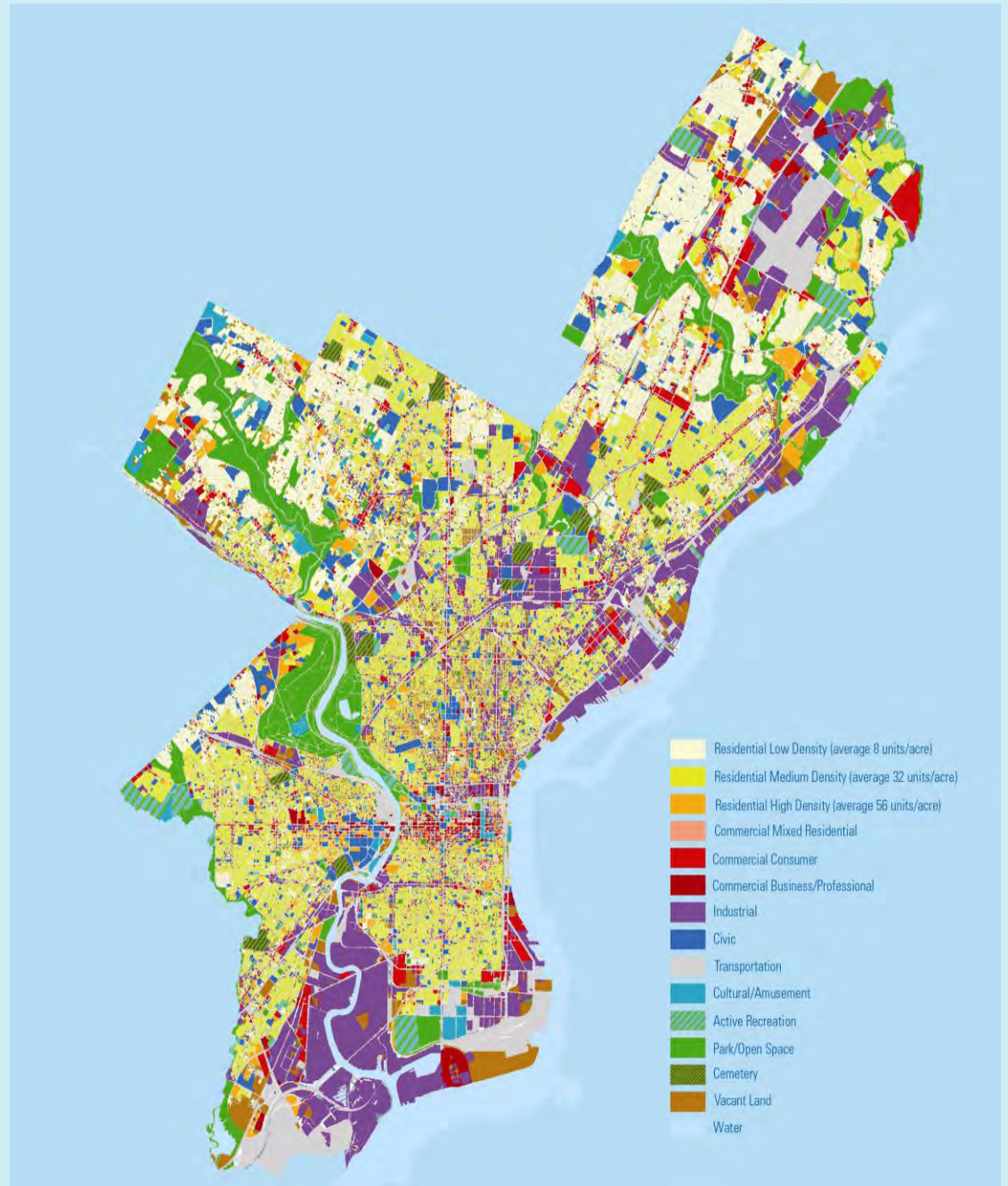
Inform *Philadelphia2035* Citywide Vision

PCPC 2010 Land Use

Land Use Codes and Descriptions						v.7/2/2012	
1 DIGIT	1 DIGIT Description	2 DIGIT	2 DIGIT Description	2 DIGIT Abbrev	3DIGIT	3 DIGIT Description	Detailed Description
1	Residential	11	Residential Low Density	RLD	111	Residential Detached	typically R1 to R2, one hshld, 5% of res parcels
					112	Residential SemiDetached	typically R3 to R4, one hshld, 13% of res parcels
					113	Res. Condo 1 - 1.5 story	Bldg Code 510, 516, 520
					119	Other RLD	E.g., accessory use to 111 or 112
		12	Residential Medium Density	RMD	121	Residential Rowhouse	typically R9 to R10, one household, 65% of res parcels
					122	Residential Detached Conv to Apts/Condo <=3st	<= 3 stories. Note: story distinction is to correspond to general guidance in zoning (ZCC proposed 3B) and applicable building code (ICC-International Residential Code)
					123	Residential SemiDetached Conv to Apts/Condos <=3st	<5 units, <= 3 stories
					124	Residential Rowhouse Conv to Apts/Condos <=3st, <5 units	<5 units, <= 3 stories
					125	Apt. House/Condos 2-4 Units incl Duplex or Quad <=3st	<5 units, <= 3 stories. May include apartment complexes of comparable residential medium density.
					129	Other RMD	E.g., accessory use to 121 or 122
		13	Residential High Density	RHD	131	Apt. House 5 Units+	> 5 units
					132	Residential Detached and SemiDetached Conv to Apts/Condos >3st, but <5 units	<5 units, > 3 stories
					133	Residential Rowhouse Conv to Apts/Condos > 3 stories, <5 units	<5 units, > 3 stories
					135	Hotel/Motel	Motels, hotels, B&Bs, boarding homes, rooming houses
					136	Residential Care Facility	Nursing home, personal care facility, rest home, life care, retirement home. NOT hospital or clinic (see Civic). Res Grp Qtrs.

Inform *Philadelphia2035* Citywide Vision

PCPC 2010 Land Use



Inform *Philadelphia2035* Citywide Vision

1970 to 2010 Trend

Population

- > 22% decrease**
- > 21% decrease in net residential density (persons/res ac)**

Employment

- > 30% decrease**
- > 35% decrease in net job density (jobs/ job-producing ac)**

Development Pattern

- > 4,000 acres developed near the edges of the city**
- > comparable amount of land left underutilized or vacant around the urban core**

Inform *Philadelphia2035* Citywide Vision

2010 to 2035 Forecast

Demand

- > + 100,000 people, + 40,000 jobs

Supply - Acres underutilized and susceptible to change

- > 5,800 acres, about 7% of land area,
- > vacant land, vacant and deteriorated buildings
- > non-accessory parking lots

“What Ifs” CommunityViz® GIS test for “Smart Growth” options

- > city has sufficient land to absorb forecasted growth
- > more than 2,000 acres still remain underutilized in 2035
- > still need management of interim and long-term vacancy

THRIVE



Wayne Junction



Grow Philadelphia's strong institutional job sectors



North Broad



Develop tourism and the creative economy into a leading economic sector



Target industrial lands for continued growth and development

City Ave



Improve the quality and diversity of new and existing housing



Promote strong and well-balanced neighborhood centers



Manage and reduce



Market East as Main Street



Support the growth of economic centers



Sports Complex AT&T Station TOD

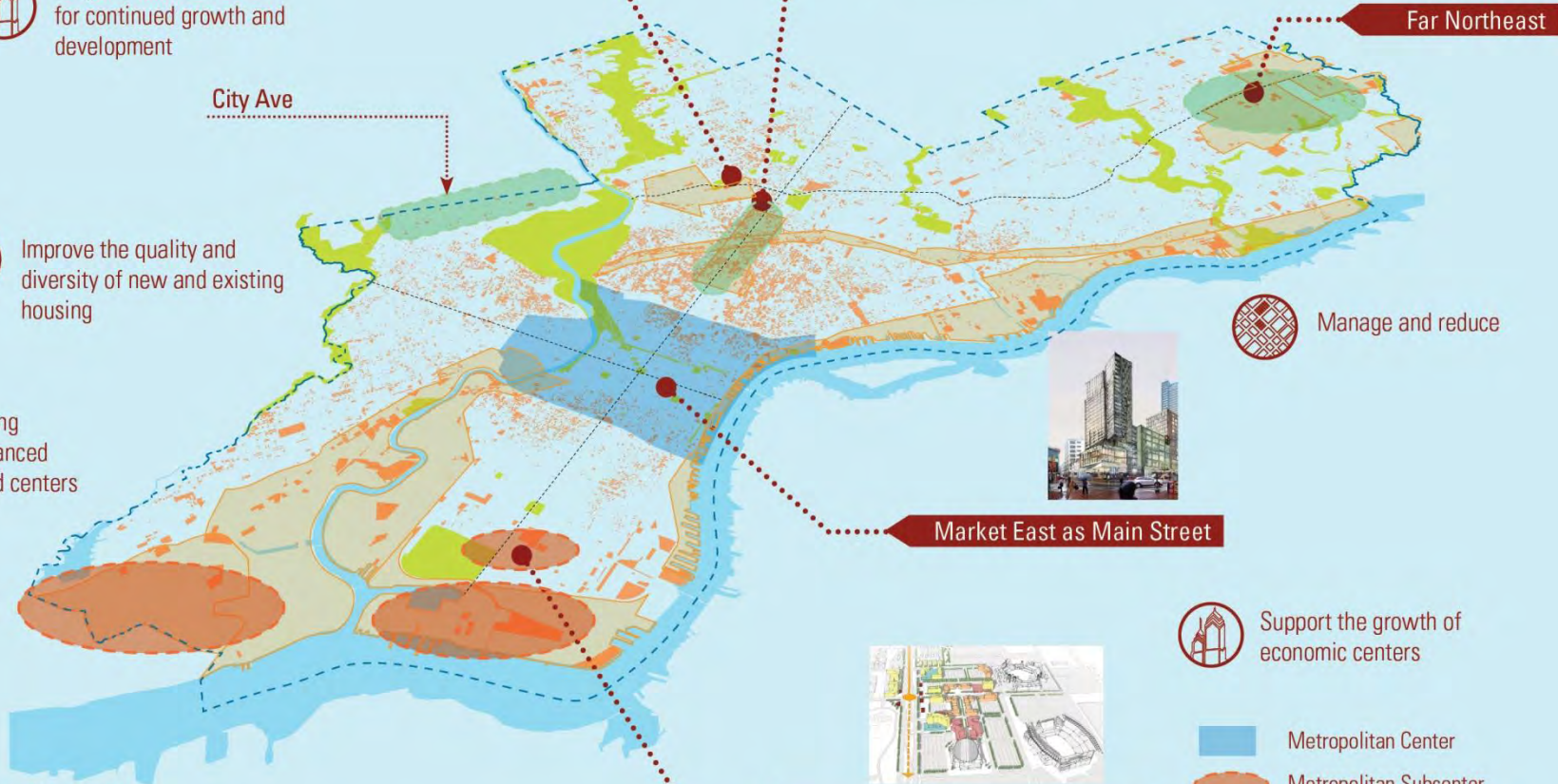


Protect sensitive lands from over development

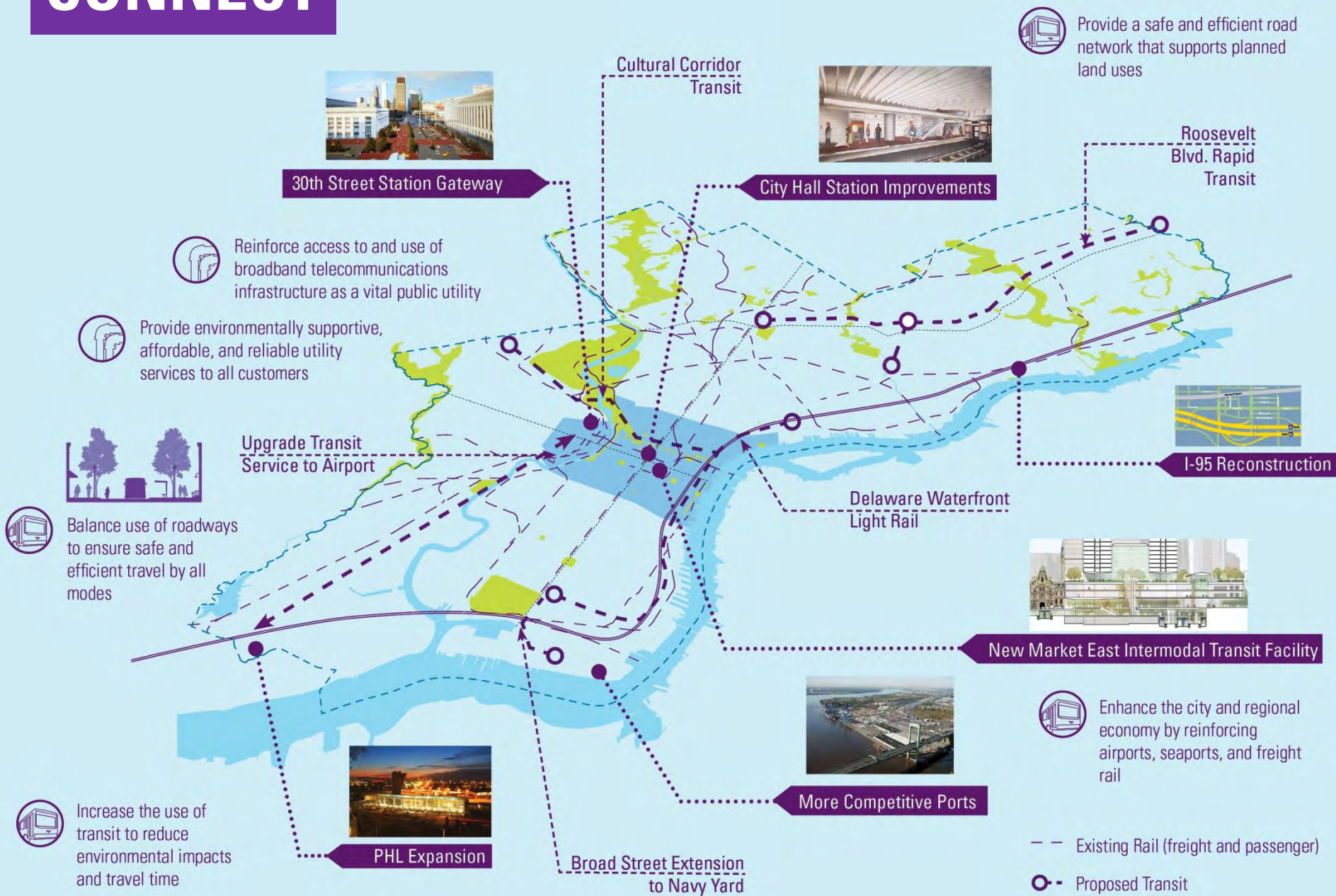


Manage all municipal support facilities efficiently

-  Metropolitan Center
-  Metropolitan Subcenter
-  Regional Center
-  Industrial-Legacy Area
-  Vacant Land Opportunity



CONNECT



RENEW



Create improved access to our waterfronts



Support sensitive development that preserves and enhances Philadelphia's multi-faceted past



Expand access to neighborhood parks and recreation



Dilworth Plaza



Reading Viaduct



Elevate public demand for good design in the public realm



Centennial District Master Plan



Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks



Frankford Creek



Expand tourism programs to highlight Philadelphia's cultural and historic heritage and to increase spending on heritage tourism



Delaware Waterfront



Improve the quality and management of our water and wetland resources



Improve air quality within the city and the region



Complete, expand, and connect watershed parks and trails in the city and the region



Increase tree coverage equitably across the city

— Primary Trail Network
● Gateway Improvement

Inform *Philadelphia2035* District Plans

Purpose of District Plans

www.phila2035.org

- > Advance Philadelphia2035 goals
- > **Recommend future land use/guide zoning revisions**
- > **Focus Areas**
- > **Capital facilities planning**
- > Enhance the public realm
- > Improve community health
- > Coordinate neighborhood plans
- > Involve the public

Inform *Philadelphia2035* District Plans

“All Hands on Deck!!”

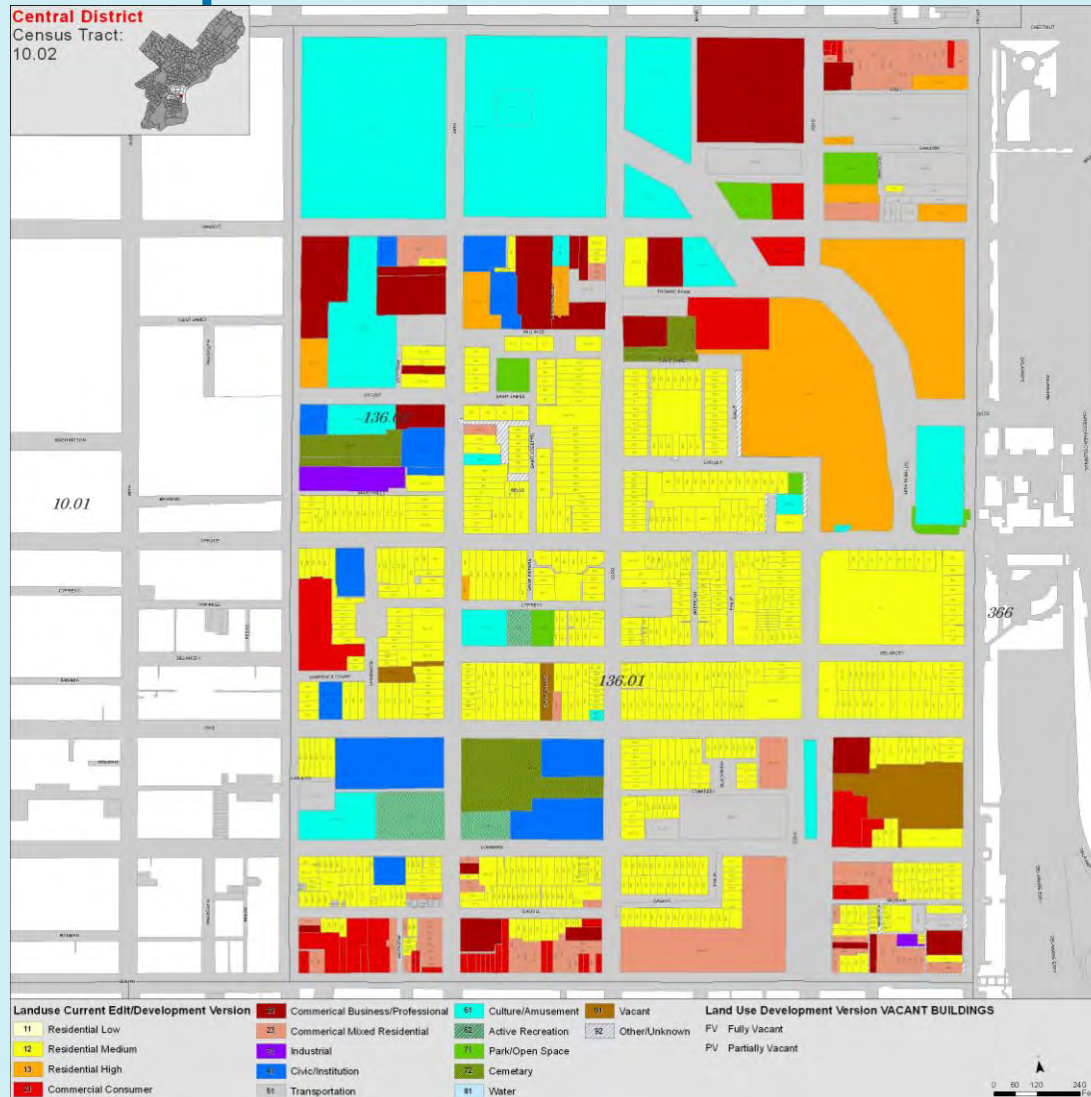
District by district confirmation of land use for each district

More detailed (3-digit) data

- > Generate field maps
- > Coordinate field work and data inputting
- > Identify and resolve data issues
- > Compile data and maps
- > Perform analyses

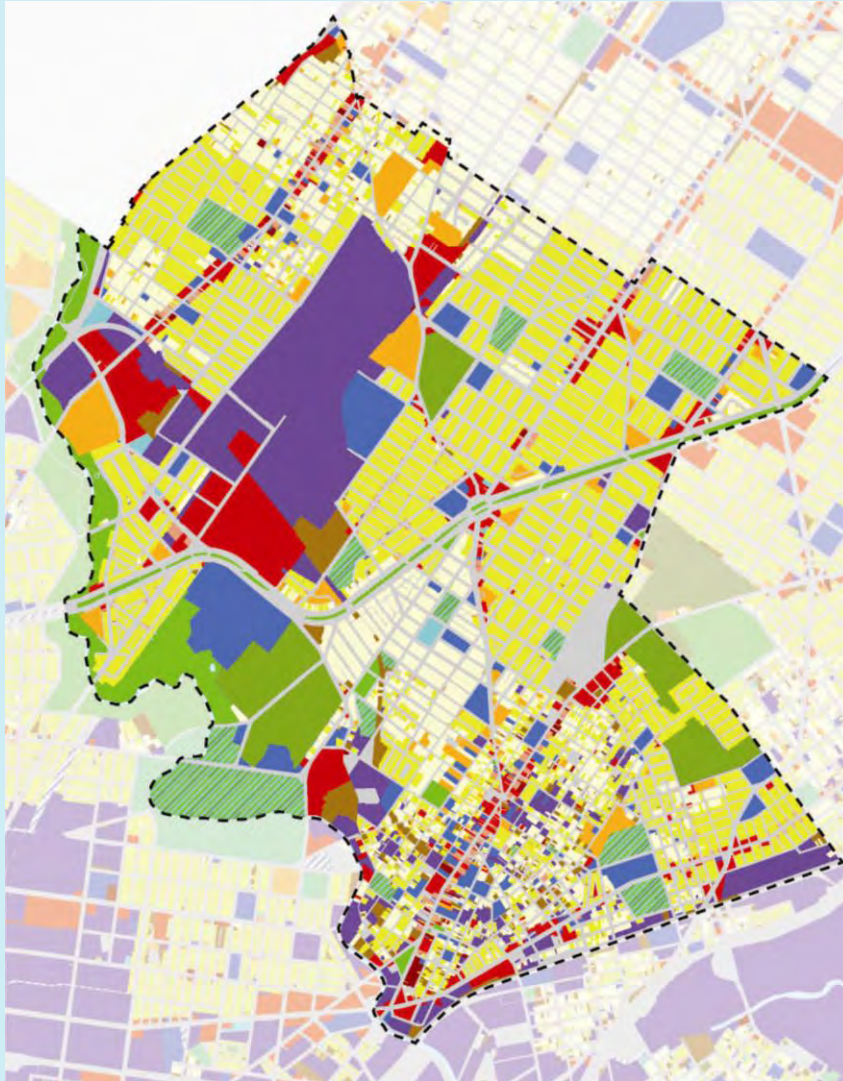
Inform *Philadelphia2035* District Plans

Land Use Field Map - Central



Inform *Philadelphia2035* District Plans

Existing Land Use Map – Lower Northeast

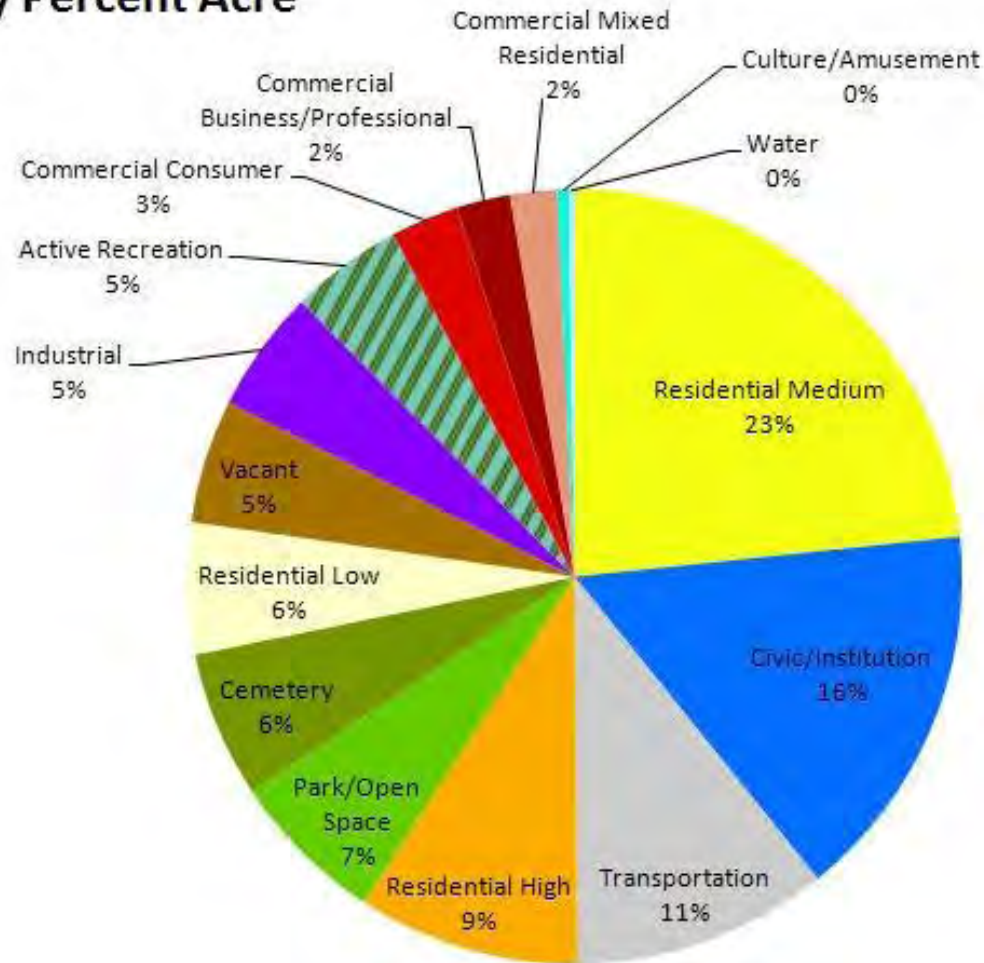


Inform *Philadelphia2035* District Plans

Existing Land Use Chart – University/Southwest

Land Use by Percent Acre

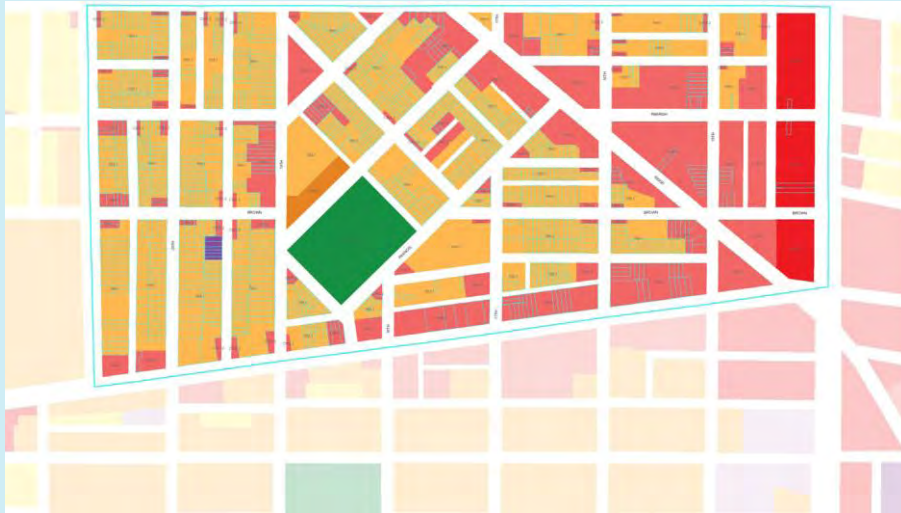
2-Digit Level



Inform *Philadelphia2035* District Plans

Zoning Not Consistent With Land Use – Central District

Zoning



Land Use



Inform *Philadelphia2035* District Plans

Zoning Not Consistent With Land Use – University/Southwest

				Land Use Found Non-Conforming with Current Zoning		
2-Digit Description	3-digit	Land Use (3-digit)	Compatible Zoning Districts	Estimated Acres	Concentration in Neighborhoods by Leading Acreage	Concentration in Zoning Districts by Leading Acreage
Residential High Density	131	Apt. House 5+ Units	RM-1, RM-2, RM-3, RM-4, RMX-3, CMX-3, CMX-4, CMX-5	52	Spruce Hill (28%), Powelton Village (17%), Walnut Hill (15%)	RTA-1 (47%), RSA-3 (25%), I-2 (15%)
Residential Medium Density	123	Residential Semi-Detached Conv. To Apts. ≤3 Stories	RTA-1, RM-1, CMX-3, CMX-4, CMX-5	32	Cedar Park (42%), Garden Court (35%)	RSA-3 (97%)
Residential Low Density	112	Residential Semi-Detached	RSA-1, RSA-2, RSA-3, RSA-4, RM-1, CMX-1	27	Spruce Hill (29%), Cedar Park (21%), Powelton Village (19%)	RTA-1 (73%), RSA-5 (23%)
Residential Medium Density	121	Residential Rowhouse	RSA-4, RSA-5, RM-1, CMX-1	25	Bartram (), Cedar Park (21%), Powelton Village (19%)	CMX-2 (32%), RSA-2 (27%)
Commercial Mix	231	Commercial Store/Office	CMX-1, CMX-2, CMX-2.5, CMX-3, CMX-4, CMX-5, RMX-1, RMX-2, RMX-3, IRMX	25	University City (62%), Spruce Hill (27%)	SP-INS (62%), RM-4 (23%)
Civic/Institution	411	Health Care	CMX-2, CMX-2.5, CIMX-3, CMX-4, CMX-5, CA-2, SP-INS	23	University City (76%), West Powelton (15%)	RSA-2 (67%), RM-4 (21%)

FOCUS AREA > Sports Complex Vision

Philadelphia is the only city or region with all four major sports franchises to have their venues colocated in the same complex. This creates major circulation challenges especially on multiple-event days. Unlike other cities where new sports venues have been located downtown or in revitalizing areas, Philadelphia's stadium "glamour shots" show seas of surface parking and the skyline in the distance. Parking is necessary to the success of the sports complex, but limits the economic benefits of being home to four major sports franchises.

Xfinity Live!, a restaurant and shopping complex, is the first non sports-related venue to be built within the Sports Stadium zoning district. The first phase of Xfinity Live! impacts parking only slightly as the Spectrum was torn down to make room for this phase. The full development will impact parking greatly as it includes approximately 350,000 square feet of shops, entertainment, restaurants, and a 300-room hotel.

This sports complex plan includes the total 350,000 square foot Xfinity Live! proposal and shows how any additional development at the sports complex can be designed in an efficient manner that considers parking, transit, and vehicular circulation. This development scenario supports the sports complex as a metropolitan subcenter and neighborhood center as recommended in *THRIVE*.

Infrastructure recommendations include new roadways that help disperse traffic and create better connections to highways. Improvements are also proposed for the BSL and other transit routes in *CONNECT*.

Urban design recommendations including a street grid and a thoughtful public realm are also included in this site study as described in *RENEW*. The SP-STA master plan zoning district is a crucial tool for implementing the vision for the sports complex.



Future vision of Pattison Avenue, looking east

- A parking garage with ground floor commercial space could define the street

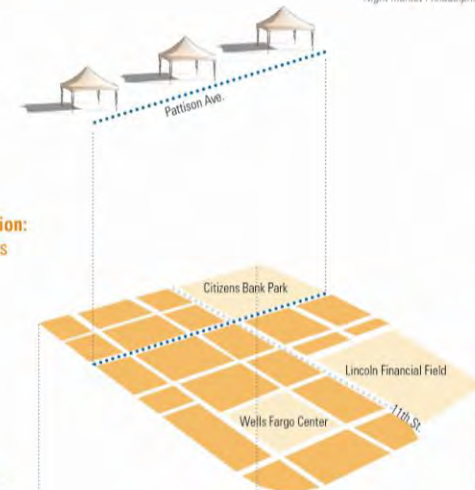
- Formalized vending space could activate the sidewalk

Short-Term Vision:
Energize existing public space through programming



Night market Philadelphia, 2011

Medium-Term Vision:
Create new streets



By encouraging licensed vendors, music, and other sidewalk activities along Pattison Avenue between AT&T Station and the sports venues, a grand promenade and a sense of place will be created.

By extending the street grid through the Sports Stadium District, urban-scaled development parcels are created and highway access improved.

Long-Term Vision:
Make the sports complex a destination beyond scheduled events



Xfinity Live!, together with mixed-use development on the north side of Pattison Avenue and along Broad Street, will create a vibrant, walkable sports complex transit-oriented development.

- Xfinity Live! under Construction, 2011
- Xfinity Live! Phase II
- Commercial
- Residential
- Structured Parking, replacing surface lot parking

Conceptual build-out of the sports complex

Inform *Philadelphia2035* District Plans - Focus Area/Public Facilities – West Park

FOCUS AREA > Parkside Industrial Park Vision

Improving Parkside Avenue

Fronting the historic Centennial District, Parkside Avenue has numerous vacant lots, inappropriate land uses, and is a wide, fast moving roadway with few pedestrian crossings. Consistent with the scale of the East Parkside Historic District, three- to four-story mixed-use development coupled with a traffic-calming median can bring new residents and businesses to the edge of one of Philadelphia's largest and most significant urban parks.

Attracting New Industry

Until the 1970s, the area bounded by Parkside Avenue, Belmont Avenue, the AMTRAK/SEPTA rail right-of-way, and 52nd Street was occupied by a large rail yard for the Pennsylvania Railroad. The site has been redeveloped as an industrial park. In their Industrial Land Use Study, the Philadelphia Industrial Development Corporation (PIDC) recommends continued development of light industrial uses at this site. By extending Leidy Avenue, a clear break can be made between industrial land uses and future mixed land uses adjacent to the park. Additionally a Leidy Avenue extension improves vehicular access without overburdening Parkside Avenue.

- Proposed Industrial Use
- Proposed Mixed-Use
- Future Street
- Vacant Industrial Parcels
- Salt Storage Yard

Existing Conditions



Existing Conditions



Future Vision

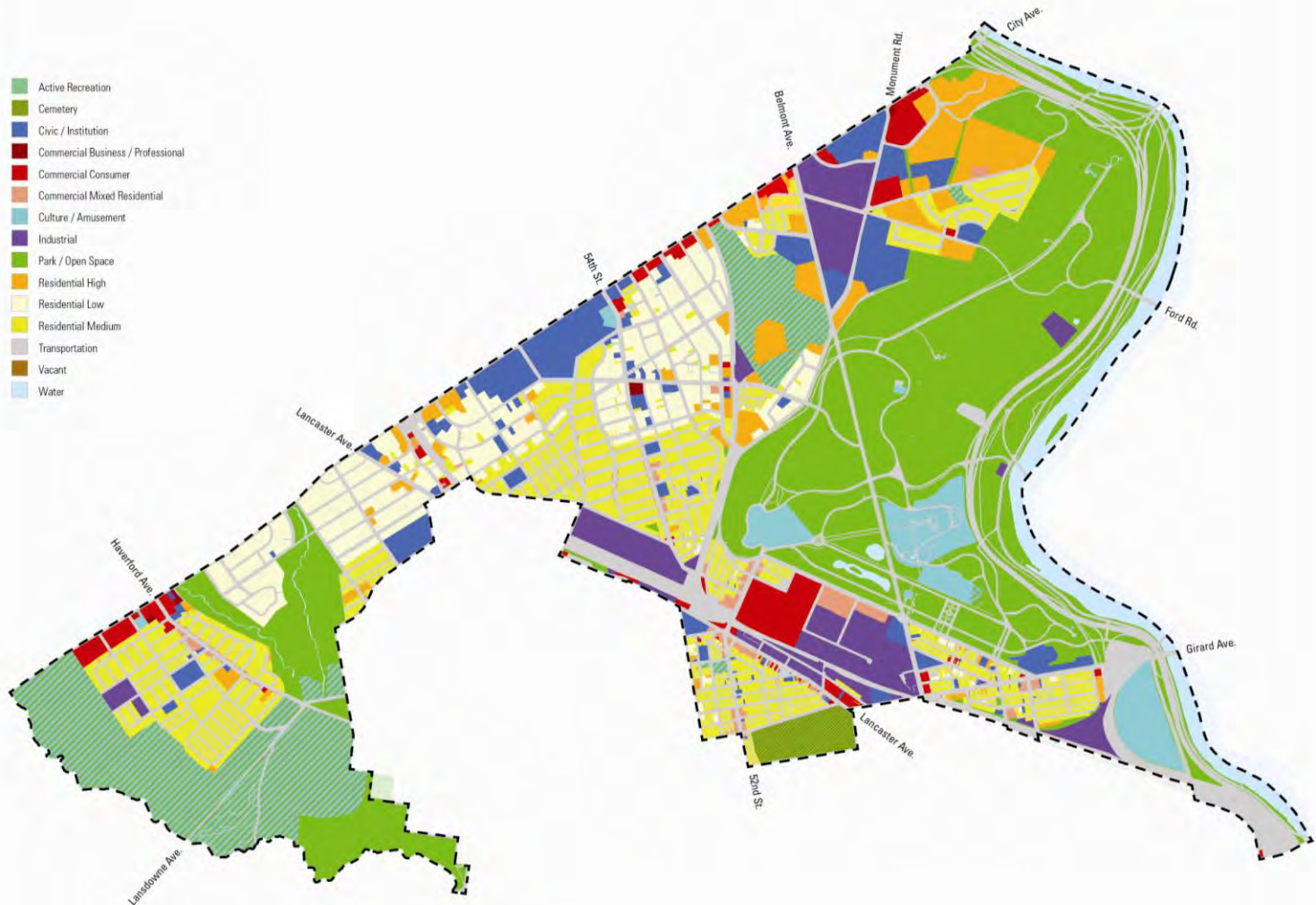


Inform *Philadelphia2035* District Plans

Future Land Use – West Park

Future Land Use

The West Park District is forecast to see modest growth over the next 10 years. These proposed changes to the land use of the district take into account not only places where the zoning and land use currently do not match but also where best to place growth and how best to utilize land that is available. Taking into account the recommendations from the *Citywide Vision* as well as previously existing plans and community feedback, this proposal looks to distribute density around areas of concentrated transit access, capital facilities, and cultural amenities. The Future Land Use Map reflects the recommendations of the *THRIVE*, *CONNECT*, and *RENEW* chapters of this plan and the expansion and consolidation of commercial corridors. In addition, the map shows existing vacant and under-utilized land used for new and exciting purposes.



Assess *Philadelphia2035* Performance

3 Themes and 9 Elements

> THRIVE

Neighborhoods
Economic Development
Land Management

> CONNECT

Transportation
Utilities

> RENEW

Open Space
Environmental Resources
Historic Preservation
Public Realm

25 Topics with Goals

Neighborhood Centers
Housing
Metropolitan and Regional Centers
Industrial Land
Institutions
Cultural Economy
Vacant Land and Structures
Land Suitability
Municipal Support Facilities

Transit
Complete Streets
Streets and Highways
Airports, Seaports, and Freight Rail
Consumption, Capacity, and Condition
Broadband Infrastructure

Watershed Parks and Trails
Waterfronts
Neighborhood Parks and Recreation
Air Quality
Water Quality
Tree Cover
Cultural, Historical Resources
Heritage Tourism
Development Patterns
Urban Design

Implementing Agencies

Commerce Department
Economic Development
Dept of Public Property
Office of Housing and Community Develop
Philadelphia Redevelopment Authority
Phila Industrial Development Corp
School District of Philadelphia
Philadelphia Parks and Recreation
Health and Opportunity
Public Safety

Mayors Office of Transportation and Utilities
Philadelphia Water Department
Philadelphia Gas Works
SEPTA
Delaware Valley Regional Planning Corp
PennDOT

Philadelphia Water Department
May Office of Arts, Culture, Creative Economy
Philadelphia Parks and Recreation
Mayor's Office of Sustainability
Delaware River Waterfront Corporation
Schuylkill River Development Corporation

Assess *Philadelphia2035* Performance

Overarching Benefits – Philadelphia2035 Citywide Vision

Economic

- > Tax Base
- > Property Values
- > Land Utilization
- > State of Repair
- > Travel Times
- > Poverty

Health and Well-Being

- > Access to Opportunity
- > Transportation Safety
- > Affordability
- > Chronic Disease
- > Obesity

Environment

- > Air Quality
- > Water Quality
- > Resilience to Natural Hazards
- > Consumption of Non-Renewable Energy

Assess *Philadelphia2035* Performance

Assessment is a balancing act

Control and accountability for outcomes

- > Understand constituencies: public, “electeds”, funders
- > Set appropriate expectations for the plan, and planners
- > Communicate short-term progress on long-term goals

Availability of performance data

- > Process measures - easy
- > Changes in human and physical conditions – less easy

Availability of time and financial resources to assess and report

- > Dilemma ... use limited resources to do, or track?

Assess *Philadelphia2035* Performance

Current activity

> Align w Administration Goals

Outcome—People choose to live and stay in the city



% decrease in projects before ZBA

> Annual “Progress Report”, selected examples of implementation

> “Making it Happen” sections of District Plans

> *Philadelphia2035* “Exchange Meetings” with partner agencies

Assess *Philadelphia2035* Performance

Potential broader applications of land use data ...

> Economic Benefits

Tax Base/Poverty...commercial, industrial, culture and rec., ...

Underutilizationconversion of vacants and parking to ...

> Health & Well-Being Benefits

Accessaccess to fresh food, parks, trails

> Environmental Benefits

Natural Hazardsland uses in areas of risk

Assess *Philadelphia2035* Performance

Potential relationships between land use or other data

- > Residential – # households, sq. ft. per unit, du/ac**
- > Employment - # jobs, sq. ft./job by sector, jobs/ac**
- > Fiscal Impact – service demands, tax generation**
- > Transportation – trip/parking generation, mode, time**
- > Energy – BTUs per sq. ft. from buildings & transport**
- > Environment – emissions from buildings & transport**
- > Urban Design – existing vs. potential build-out**

Assess *Philadelphia2035* Performance

Potential broader applications of land use data

- > Question: Do “typical” levels of land use utilization correspond to other data sources?**

Assess *Philadelphia2035* Performance

Potential broader applications of land use data

> **Answer: Qualified “Yes”, at citywide level**

**Gross Floor Area
(1 digit level)**

780m sq. ft. residential

140m sq. ft. commercial

114m sq. ft. industrial

102m sq. ft. civic/institution

33m sq. ft. transportation

8m sq. ft. culture/amusement

**Gross
Floor
Area**



**Net
Available
Area**



**Vacancy
Rates**



**Net
Occupied
Area**

PHILADELPHIA 2035

www.phila2035.org

www.phila.gov/cityplanning

Credits: Beige Berryman, Donna Carney, Adityaraj Chavada,
Jack Conviser, John Haak, Alexander Harris, Octavia Howell,
Alan Urek, Mark Wheeler,

