COMMUNITY ROLE IN PENNDOT CONNECTS

AND RELATED PLANNING RAMBLINGS

November 3, 2016
DENNY PUKO
PLANNER
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Jump on the planning bandwagon!

Take advantage of the planning priority.

Make it successful.

Make inroads via the new planner positions.
Culture change

#1 Improve the community.
#2 Move cars/people/goods as a means of achieving #1.
#3 #2 doesn’t always achieve #1.

Planning for non-motorized transportation is the new norm. It’s not additional effort and cost.
PennDOT Connects is a challenge...  
...to planners!

Create local comprehensive plans that drive transportation investment decisions & design.

Involve PennDOT in the local comprehensive plan process.

Old school
Independent, competing planning

New school
Cooperative, mutually-aided planning.
In the new economy, the best places are winning!

Competing for success in a global marketplace means creating places where workers, entrepreneurs, and businesses want to locate, invest, and expand.

**Changing Demographics**

- **Lifestyle choices**
- **Development markets**
Why did Google choose Pittsburgh?

Attractive to people – *changing lifestyle preferences*.

- Close to things – other people, restaurants, entertainment, healthcare, universities.
- Can walk or bike to work.
- Cultural diversity, history, character.
Revitalization of the Economic Health of a Community:

A model that draws on the lessons learned of Housing and Neighborhood Revitalization practitioners where the **Neighborhood is the Economic Hub in the Connected Age** rather than a single employer.
Industrial Age

Economic Revitalization for the Connected Age

- Jobs
- Place
- Quality of Life

Old Paradigm

Industrial Age
Only About Jobs

New Paradigm

Creativity
Sustainability
Lean into the Shift: From Industrial to Connected Age

• Smart people can and do work from anywhere
• Knowledge and creativity drive new business formation
• Increased demand for housing close to where folks work
• New interest in quality urban living
Pro Walk Pro Bike Pro Place

Placemaking
Investing in features, assets, people, and character that make an area:

- Unique
- Special
- Lively
- Attractive
- Welcoming
- Vital
40% of publicly-owned spaces in cities and towns are streets. 

Think of streets as public spaces!
“If you plan for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places.”

Fred Kent
Project for Public Spaces
Traffic island 'beach' opens in downtown Detroit
A city's 'walkability' drives real estate values
Serious stuff!

- *Boost real estate values.*
- *Attract talented workers.*
- *Make workers healthier and more productive.*
- *Increase retail visibility & sales.*
- *Encourage activity & exercise.*
- *Reduce pollution.*
There's a different economy that's emerging in Pittsburgh and there's a different set of requests coming from the people that are leading it. And what we're trying to do right now is not just play a game of catch up with other cities around the country, but actually to become a leader.

Cycling is about more than just physical activity or transportation; it's about youth development, sustainability, healthy living and an overall economic impact on metro regions. The City of Philadelphia is poised to emerge as one of the Nation's great cycling cities.
Pro Walk Pro Bike Pro Place

Pop up urbanism

Tactical urbanism
Open Streets

90+ Open Streets initiatives in U.S. and Canada

People traffic replaces car traffic, and the streets become ‘paved parks’ where people of all ages, abilities, and backgrounds can come out and improve their mental, physical, and emotional health.
OPEN STREETS OKC
SUNDAY MARCH 30, 2014
OPENSTREETSOKC.COM

Relaxation Zone
(Western & NW 23rd)
12:15 p.m. – 1:00 p.m.
1:15 p.m. – 2:00 p.m.
2:15 p.m. – 3:00 p.m.
3:15 p.m. – 4:00 p.m.
Tai Chi
Gentle Flow Yoga
Self Defense
Pilates

Active Zone
(Walker & NW 23rd)
12:15 p.m. – 1:00 p.m.
1:15 p.m. – 2:00 p.m.
2:15 p.m. – 3:00 p.m.
3:15 p.m. – 4:00 p.m.
Zumba
Piloxing
Urban Boot Camp
HITT

Play Zone
*kids classes (Robinson & NW 23rd)
12:15 p.m. – 12:45 p.m.
1:00 p.m. – 1:30 p.m.
2:00 p.m. – 2:30 p.m.
3:00 p.m. – 3:30 p.m.
3:30 p.m. – 4:00 p.m.
Mickey Mouse Aerobics
Hula Hooping
Kids Zumba
Jump Roping Demo & Jump Up
Self Defense for Kids
Come Out & Play Weekend 2010
San Francisco, California, October 22-24

BIKE TO SCHOOL DAY

#SeattleStreetScrabble
Tuesday 4-8pm
Adventure travel is fastest-growing tourism segment

$263 billion industry

Bike tourists spend twice as much a day as regular tourists
HERE COME THE HIPSTERS!?!
City Moves Forward With 25-Square Blight Strategy

The program entails crews working in predetermined “target zones” to mitigate grass and weed overgrowth, abandoned and dilapidated houses, litter and debris, impassable sidewalks, congested alleys, potholes and vacant lots.
Public spaces, placemaking
• http://www.pps.org/,  http://miplace.org

Walkability
• http://www.walklive.org/

Protected bike lanes
• http://www.peopleforbikes.org/green-lane-project

Open Streets
• http://openstreetsproject.org/

Pop up urbanism
• http://www.popupurbanism.org/

Urban (complete) street design guide
• http://nacto.org/
Think differently

New benchmark

• Success is measured by RESULTS!
  ▫ Implemented?
  ▫ Principles followed?
  ▫ Improvements?

Does the quality of the document or the ingenuity of its recommendations matter if a plan is not implemented?
Think differently

- Problems
- Needs
- Opportunities

- Problems getting solved
- Needs being met
- Opportunities pursued

Comprehensive Plan

Community is dissatisfied, restless, concerned for the future

Community is taking action, moving in new directions, making improvements, achieving its vision
Think differently

Old School
• Have consultant prepare book
• Review book
• Submit book
• Hope

New School
• Meet, talk, inquire
• Have consultant provide investigation and ideas
• Involve others
• Decide
• Action plan
• Commit
• Create workbook of notes and reports
• **Tradition** – A comprehensive plan is a guide to decisions to be made and actions to be taken after the plan is completed.

• **Innovation** – A comprehensive plan is a record memorializing decisions made and actions committed to and initiated during a planning process.
Implementable Comprehensive Plan REVISITED

5 keys for an implementable plan
1. Focus on real, relevant issues
2. Organize the plan the way officials and citizens think
3. Devise practical and workable recommendations
4. Recruit partners and create capacity to implement the plan
5. Get “community” ownership and commitment
Myths

• This isn’t a true comprehensive plan.
  ▫ Doesn’t include all comp plan elements
  ▫ It’s about projects not goals and policies
  ▫ It’s short range not long range

• The plan is “issues-based” and chapters don’t follow the MPC template, so we’ve done it!
Case study
Accomplishments

- New Planning Commission
- New zoning ordinance started
- DCED grant for code enforcement & blight tracking software
- New logo / publicity toolkit developed
- Design guidelines prepared for key redevelopment property

- PA Downtown Center is helping to create downtown action plan (paid by DCED)
- Agreement for county planning to provide support
- Progress & accountability team meetings by phone
- Council updates

And not one plan chapter has yet been reviewed!
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AND OTHER PLANNING RAMBLINGS

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