Integrating Comprehensive Plans and District Plans

October 14, 2012

PHILADELPHIA 2035

Philadelphia City Planning Commission
The Integrated Planning and Zoning Process

Plan and Envision

Educate and Empower

Remap and Rezone

PHILADELPHIA 2035

www.phila2035.org  www.citizensplanninginstitute.org  www.zoningmatters.org
Philadelphia 2035

Phase I
Citywide planning and zoning

CITY WIDE VISION
ADOPTED
June 2011

ZONING CODE
ADOPTED
December 2011

Phase II
District planning and remapping

LOWER SOUTH DISTRICT PLAN
LOWER NORTH DISTRICT PLAN
WEST PARK DISTRICT PLAN
CENTRAL DISTRICT PLAN

IN PROGRESS
“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
Phase I: *The Citywide Vision*

- 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
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

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th></th>
<th>2010-2035 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Population</td>
<td>1,530,000</td>
<td>1,630,000</td>
<td>+ 100,000</td>
</tr>
<tr>
<td>2. Households</td>
<td>600,000</td>
<td>638,000</td>
<td>+ 38,000</td>
</tr>
<tr>
<td>3. Jobs</td>
<td>675,000</td>
<td>715,000</td>
<td>+ 40,000</td>
</tr>
<tr>
<td>4. Residents per Job</td>
<td>2.27</td>
<td>2.28</td>
<td>+ 0.01</td>
</tr>
</tbody>
</table>
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

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

*Citywide Total:* 1,526,006 91,151
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

Focus Area: Castor Avenue Commercial Corridor
Focus Area: Frankford Transportation Center
Focus Area: Frankford Gateway

PHILADELPHIA 2035
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
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

Philadephia 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

Text your answers and ideas to:
215.987.5455
Citizens Planning Institute

What is the CPI?
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 (Intnl Assoc. of Public Participation) Toolkit
• Appendix G: Integrated Planning & Zoning Process (PCPC)
Citizens Planning Institute

Graduations!

Moore College of Art
June 7, 2011

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