

Comprehensive Planning for the Mid-Century: Philadelphia's Integrated Planning and Zoning Process

American Planning Association/Pennsylvania Chapter
2009 Annual Conference

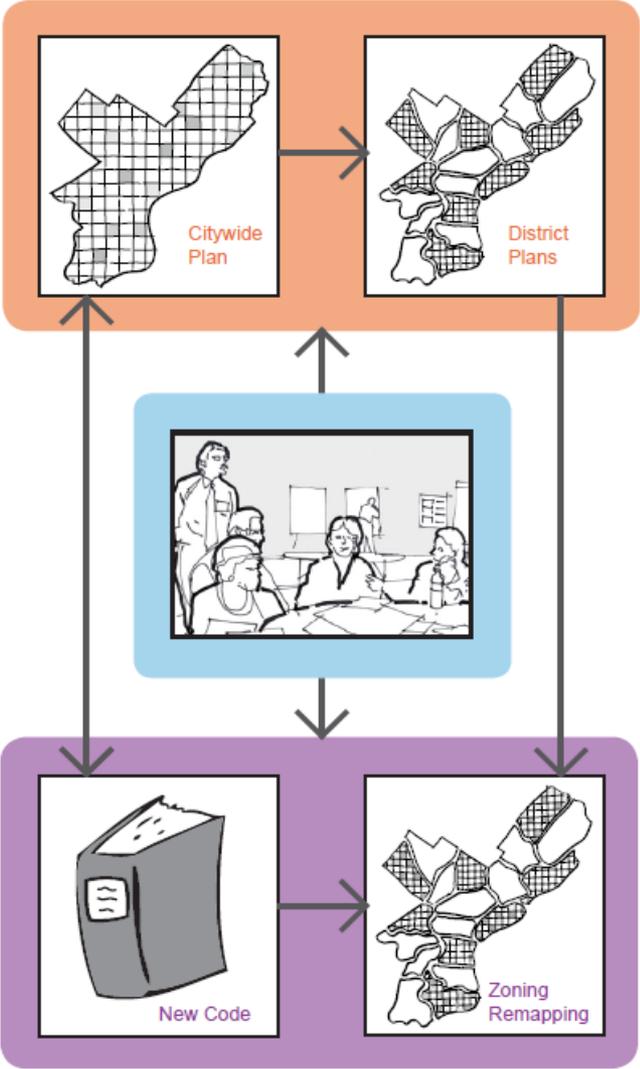
Philadelphia City Planning Commission

- Alan Greenberger, FAIA
- Richard Redding
- Alan Urek, AICP

October 5, 2009



Integrated Planning and Zoning Process



Comprehensive Plan

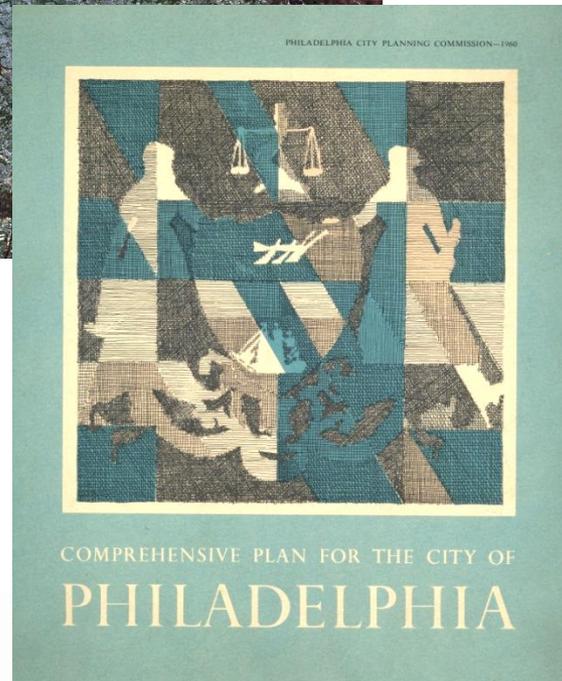
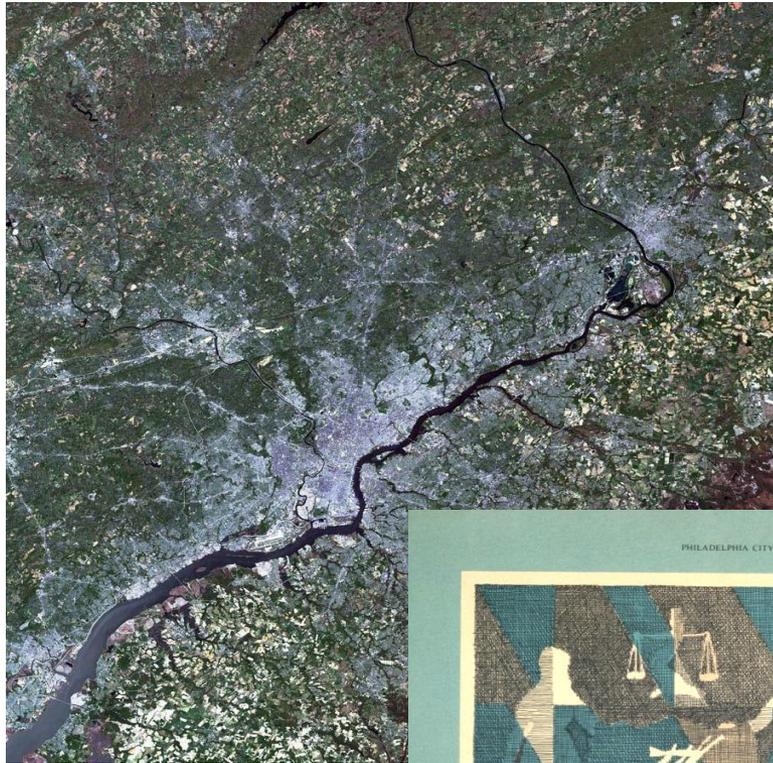
Consists of two tiers: a Long-range Citywide Plan and nineteen Strategic District Plans. These coordinated efforts will yield a broad, long-term vision that is fully integrated with geographic-specific implementation strategies for communities across the city.

Citizens Planning Institute

A formal structure to engage citizens and inform them about planning principles. The Institute will provide an accessible forum to discuss planning issues and increase the capacity of citizens and civic organizations to participate in planning their communities and the city.

Zoning Code Rewriting and Remapping

Results in a new code and the means for implementing it. Sections of the city will be remapped based on classifications established in the new code and the goals, principles, and recommendations of the Comprehensive Plan.



Why Now?

- 50 years since last comp plan
- Mayor's focus on sound planning & sustainability
- Stabilized population and upward trends
- Quality of life and value
- Zoning reform and other efforts (GreenPlan Philadelphia, Greenworks, etc.)

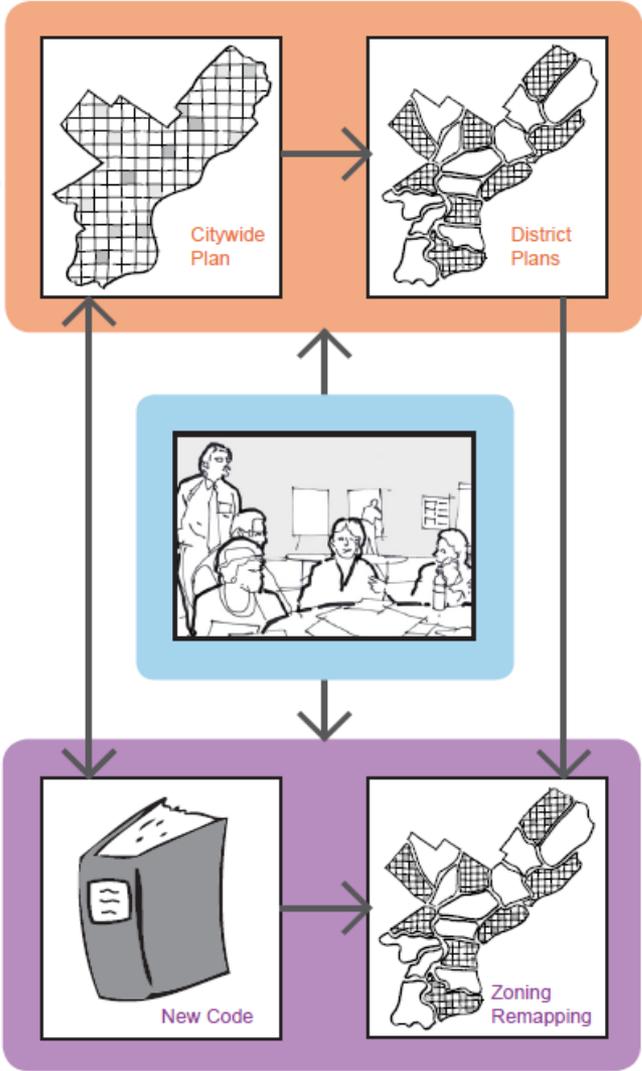
Several-year Effort of Integrated Activities

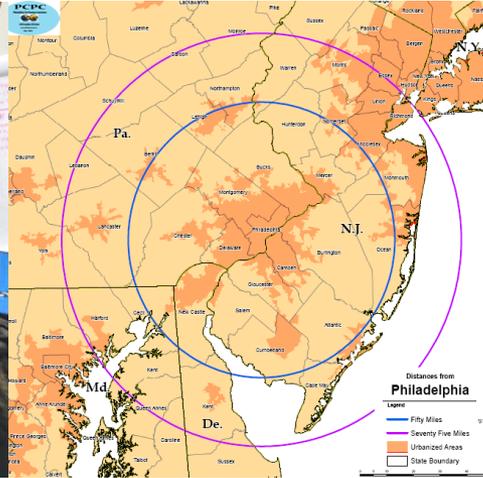
		2009	2010	2011	2012	2013	2014	2015	2016
Comprehensive Plan	<i>Imagine Philadelphia: Laying the Foundation</i>	█							
	Long-range Citywide Plan	█	█				█	█	
	Strategic District Plans (4 plans/year)			█	█	█	█	█	█
Citizens Planning Institute	Curriculum Development		█						
	Sessions (3/year)		█	█	█	█	█	█	█
Zoning Reform	Recommendations (Phase 1)	█							
	Rewriting (Phase 2)		█	█					
	Remapping			█	█	█	█	█	█

Informed by *Imagine Philadelphia: Laying the Foundation*



“Phase 1” of the Process





Imagine Philadelphia: Laying the Foundation

- Begun in 2007
- Supported by DCED and DVRPC grants
- Tees up comprehensive plan:
 - ✓ Assembled data and background information
 - ✓ Engaged regional experts and general public
 - ✓ Established preliminary vision, goals, and action for 8 areas of focus



Vision for **Neighborhoods**

- *Imagine Philadelphia...* where neighborhoods are paramount: Social networks are nurtured; retail and housing markets are healthy; institutions strengthen the well-being of residents; and where the city's rich history and culture are shaped and shared.



Vision for **Housing**

- *Imagine Philadelphia...* where a robust housing market provides high-quality and affordable choices for current residents and a growing regional population.



Vision for **Mobility**

- *Imagine Philadelphia...* with a fully integrated pedestrian, bicycle, transit, highway, and goods-movement network that provides significant and sustainable economic benefits to residents, the city, the region, and beyond.



Vision for **Economic Development**

- *Imagine Philadelphia...* capitalizing upon its substantial economic assets and providing expanding opportunities for job, income, and wealth creation for residents, workers, and enterprises.



Vision for **Open Space**

- *Imagine Philadelphia...* with a network of grand open spaces, intimate parks, and lush natural areas—as well as other public and private “green infrastructure”—that serve to connect the population to nature and provide opportunities for quiet relaxation, vigorous exercise, and improved quality of life.



Vision for **Public Facilities**

- *Imagine Philadelphia...* where public services and utilities (which support and provide for recreation, learning, socializing, good health, emergency assistance, and daily life in general) are distributed equitably through a well-designed and maintained network of public facilities and centers for community activity.



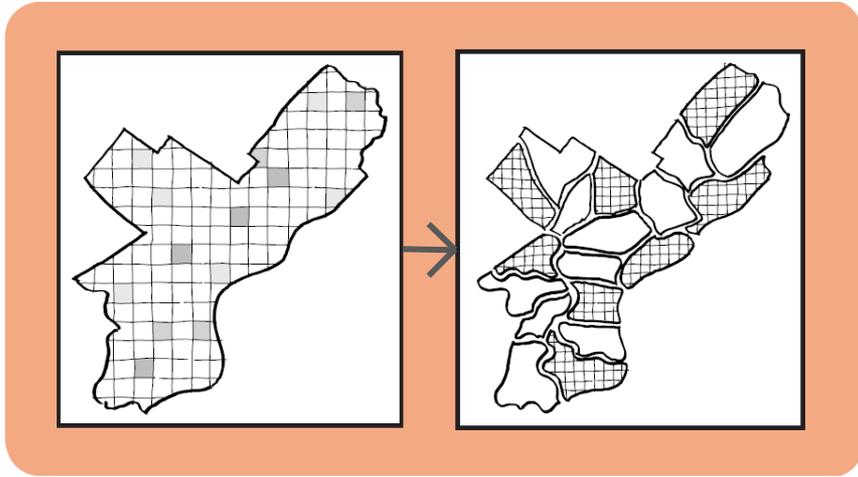
Vision for **Preservation**

- *Imagine Philadelphia...* where continued preservation of historic assets clearly contributes to the city's environmental, economic, and social well being.



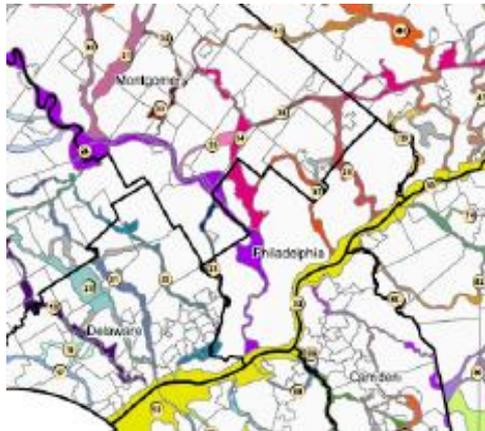
Vision for **Urban Design**

- *Imagine Philadelphia...* continuing a tradition of superior urban design into the 21st Century by building upon its iconic image as a city with pre-colonial roots, positioned between two rivers, and defined by an historic grid of streets, vibrant neighborhoods, and lively public spaces.



Comprehensive Plan

- Two tiers
- Long-range Citywide Plan; establishes a framework for growth and change
- 19 Strategic District Plans; set forth geographic-specific recommendations leading to implementation



Long-range Citywide Plan

- 25-year horizon; targets year 2035
- Based on sound, yet aspirational forecasts
- Holistic, visionary and sustainable framework for growth and change
- Focus on city/regional relationship; transportation; housing; preservation; public services; economic development; environment; energy; & form of the city

Outcomes

- Consensus-built vision for Philadelphia
- Big, transformative ideas
- Strategic steps for implementing big ideas
- Long-term public-investment strategy
- Framework for Strategic District Plans



Timing and Staffing

- 18 months to complete
- Refreshed every five years to sync with DVRPC regional plan
- Dedicated interdivisional team of PCPC planners
- Targeted consulting support

Selected Deliverables

- Baseline and SWOT analyses (from *Imagine Philadelphia*)
- Population and employment forecasts
- Alternative futures and evaluation
- Recommendations with costs
- Plan document and collateral materials

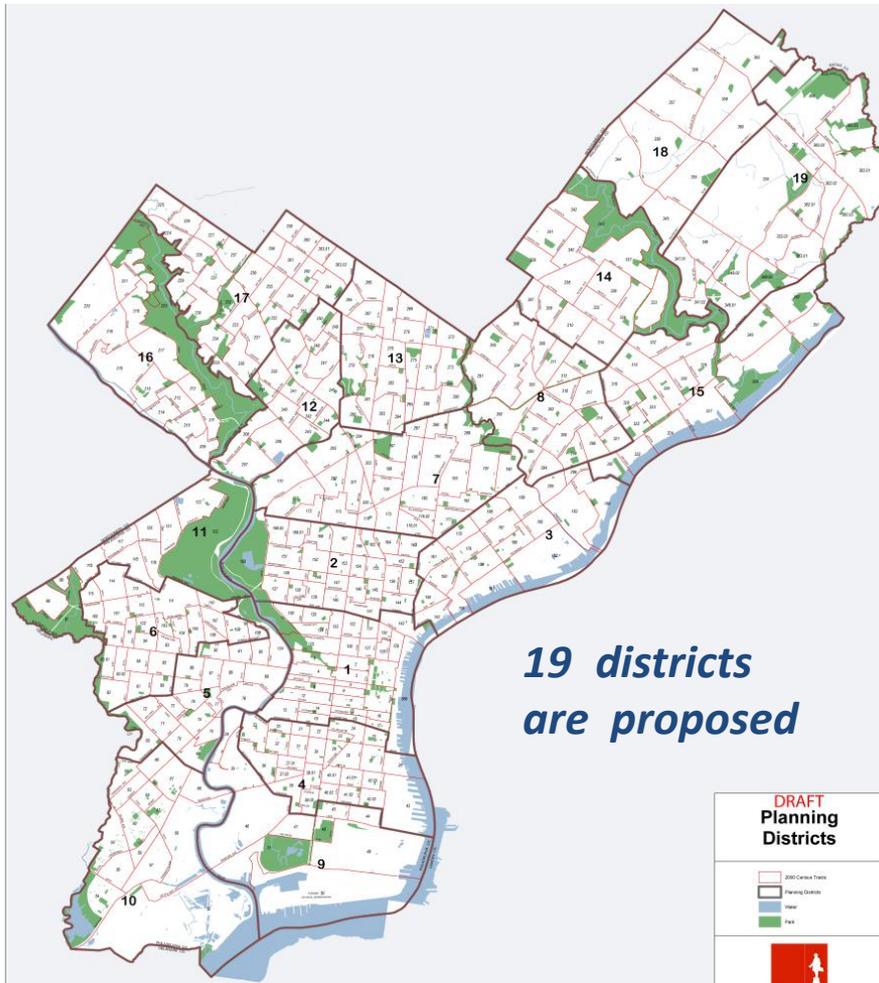


Strategic District Plans

- Apply citywide goals and concepts at the local level
- Guide growth and change with a 5- to 10-year horizon
- Guide zoning remapping resulting from Zoning Code reform

Types of Recommendations

- Land use
- Capital facilities and infrastructure
- Cost of capital investment
- Capacity for growth
- Specific plans for opportunity areas



Criteria for District Boundaries

- Smaller areas than Planning Analysis Sections (PAS)
- Common characteristics, issues
- Local lifestyles: shopping, recreation, commuting
- Connectivity and spheres of influence
- Development patterns and trends (long term)
- Natural boundaries
- Physical barriers
- Census tracts

SWOT Analysis

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

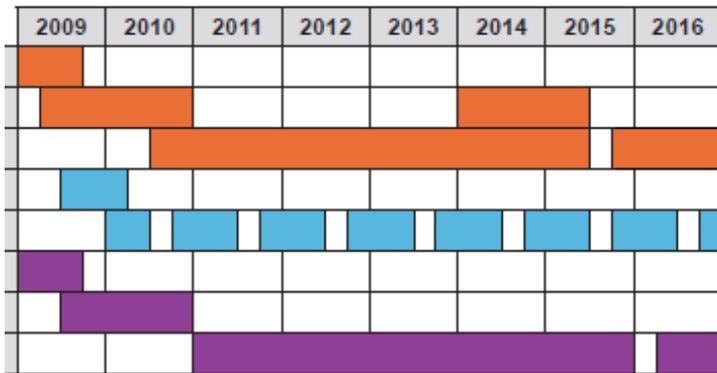
Preliminary Report for Each District

Existing Conditions Reports will generate interest in the planning process:

- Orientation
- Demographics
- Strengths and weaknesses
- Opportunity areas
- Key issues

Timing

- Existing Conditions Reports published for all areas in April 2010
- District planning begins Summer 2010 when citywide goals and concepts are available
- Every six months, two district plans prepared simultaneously
- Each District Plan will be followed by Zoning Remapping based on new Zoning Code
- Five years to complete 19 Strategic District Plans
- Update every five years





Staffing

- PCPC's Community Planning staff
- Support from Urban Design, Development, Strategic Planning & Policy, GIS/Graphics staff
- Consultants for additional urban design services and production support

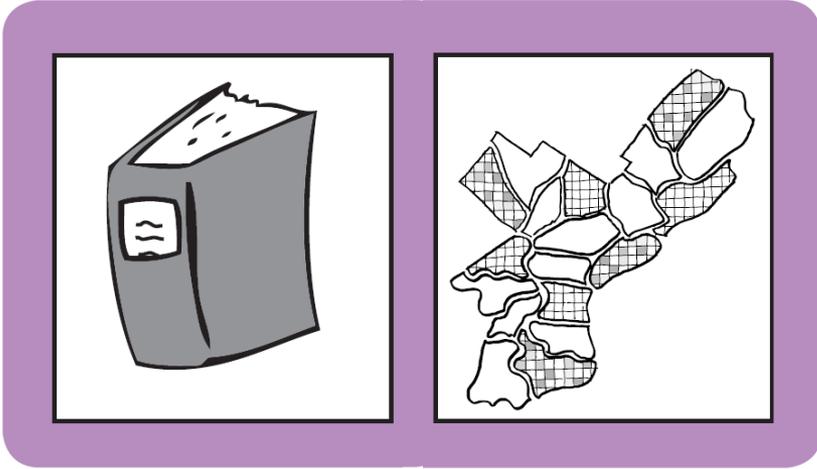


Citizens Planning Institute



Citizens Planning Institute

- PCPC's formal structure for educating and engaging citizens
- Front-end participation
- Curriculum with core courses and electives
- 3 sessions/year with certificate
- Focus on citywide issues and major PCPC initiatives
- Target communities with less capacity
- Broader activities possible
- Launch in 2010



Zoning Code Rewriting and Remapping

- First wholesale examination of Code since initial writing in 1933

Zoning Code Remapping



- Partnership between community and PCPC, with City Council approving the final map
- Most remappings are for a neighborhood or a portion of a neighborhood
- Since the 1960s, more than half of the city has been remapped

Remapping and the Integrated Process

- Larger areas will be remapped
- Remapping will use the new Zoning Code
- Most map changes will be automatic conversions reflecting differences between the old and new code
- Areas of transition and development potential will be remapped in a detailed manner





Public Involvement

- Community meetings for each District Plan
- Community meetings for each zoning remapping
- Citizens Planning Institute (CPI)



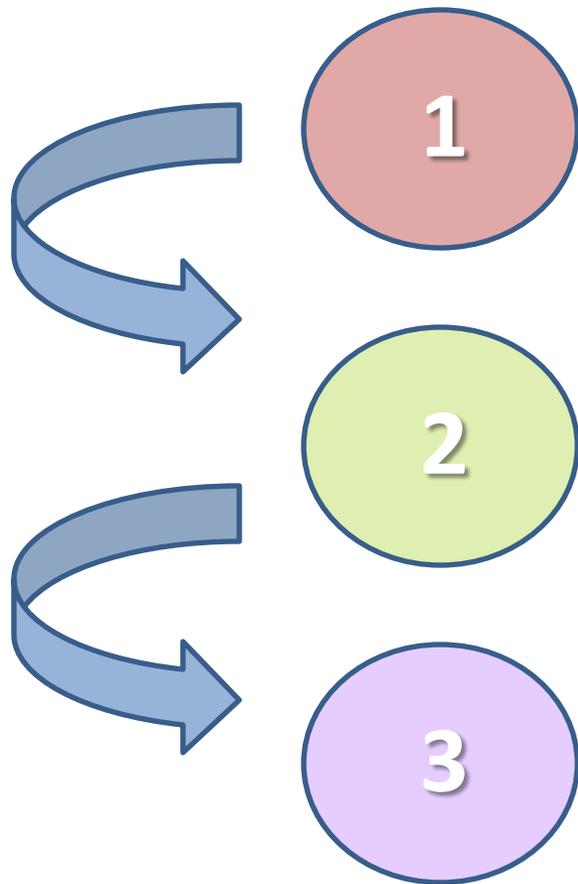
PHILADELPHIA ZONING CODE REFORM PROJECT



Zoning Code Rewriting

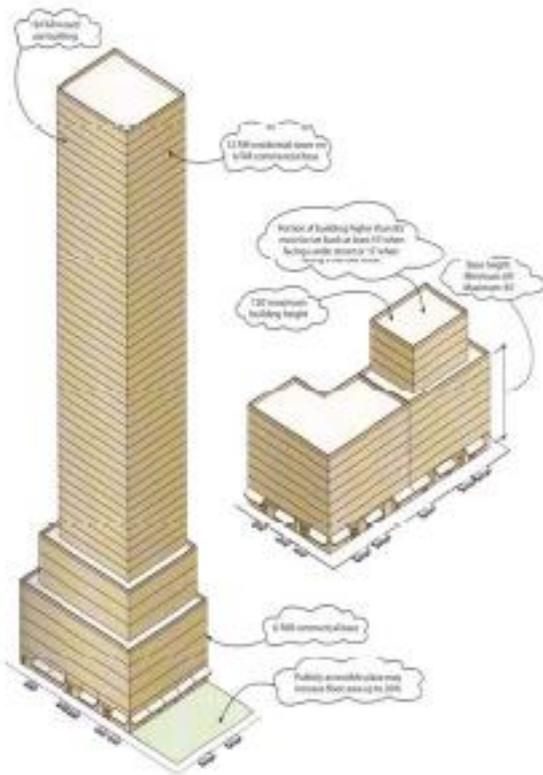
- Zoning Code Commission
- Ballot question May 2006
- 31-member board
- Chaired by City Planning Commission Executive Director
- ZCC Executive Director
- Website:

www.zoningmatters.org



Zoning Code Reform Process

- Phase 1: **Recommend** -- complete
- Phase 2: **Rewrite** -- just starting; target completion in late 2010
- Phase 3: **Remap** -- will rely on Strategic District Plans for direction



ZCC Consultants

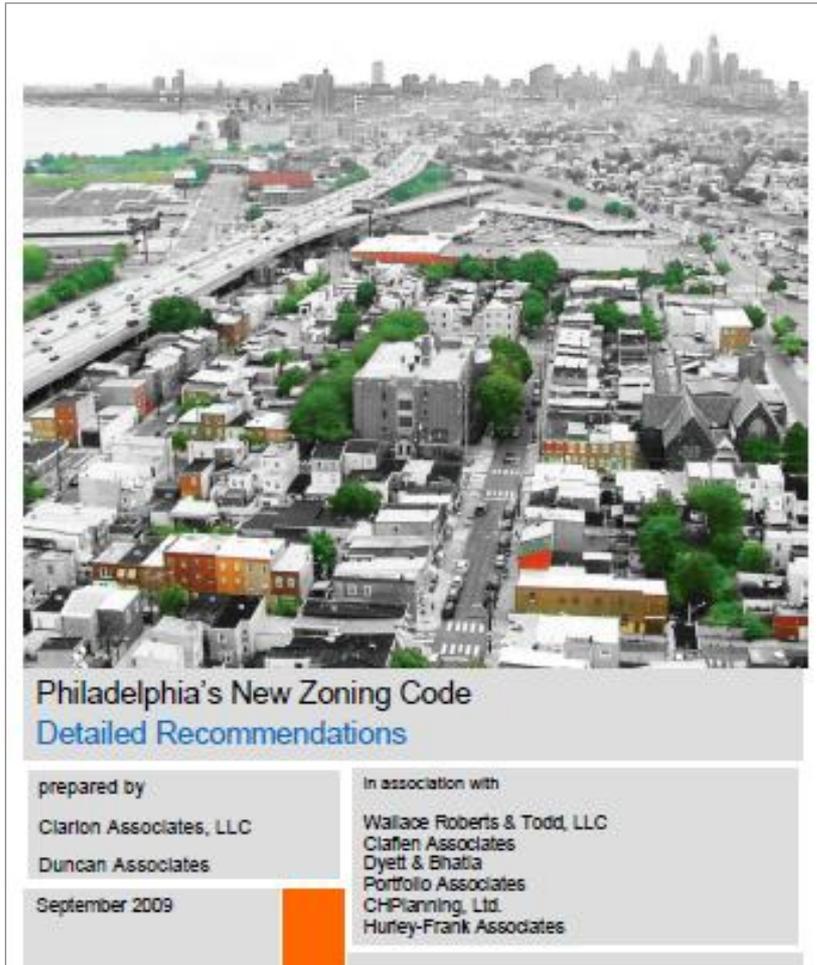
- Clarion Associates, LLC
 - Duncan Associates
-
- Wallace, Roberts & Todd, LLC
 - Clafien Associates
 - CHPlanning, Ltd
 - Portfolio Associates
 - Dyett & Bhatia
 - Hurley-Franks Associates



Goals of Zoning Reform

- Simplify approvals
- Simplify base districts (55 to 32)
- Simplify overlays (33 to 11)
- Promote sustainability
- Promote T.O.D.
- New standards for form, design, bikes, pedestrians, landscaping, natural areas
- User-friendly

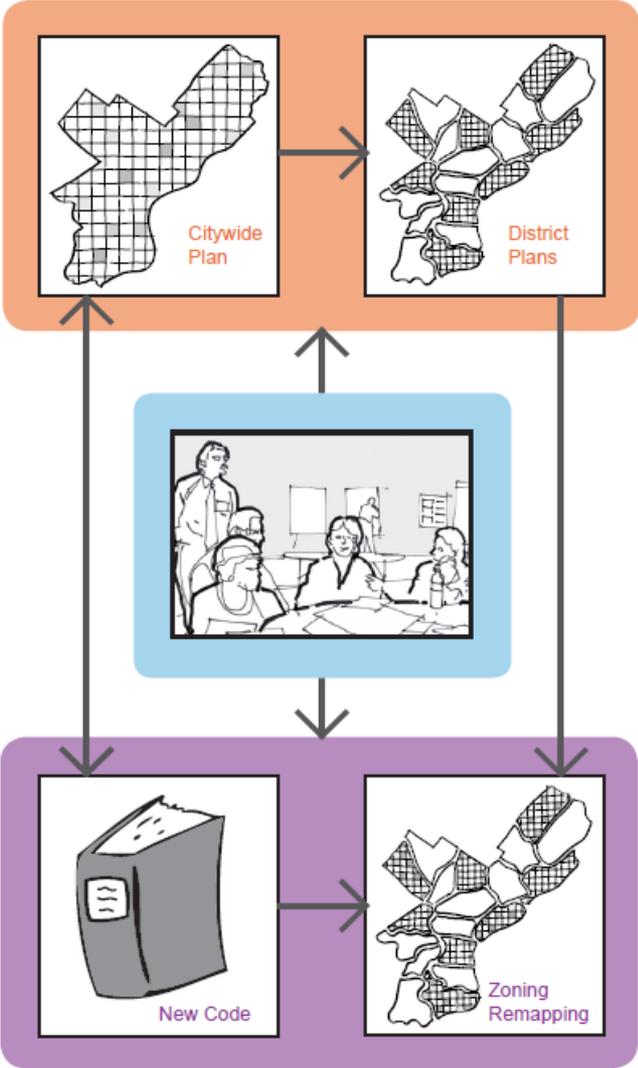




ZCC Accomplishments

- Assessment of the existing Code
- Best Practices Report
- Draft *Recommendations for a New Zoning Code*
- Public hearing and 24 meetings
- 10 community-based meetings with over 550 community representatives
- 125 professional code user interviews
- 1,260 citizens surveyed

Integrated Planning and Zoning Process



Comprehensive Plan

Consists of two tiers: a Long-range Citywide Plan and nineteen Strategic District Plans. These coordinated efforts will yield a broad, long-term vision that is fully integrated with geographic-specific implementation strategies for communities across the city.

Citizens Planning Institute

A formal structure to engage citizens and inform them about planning principles. The Institute will provide an accessible forum to discuss planning issues and increase the capacity of citizens and civic organizations to participate in planning their communities and the city.

Zoning Code Rewriting and Remapping

Results in a new code and the means for implementing it. Sections of the city will be remapped based on classifications established in the new code and the goals, principles, and recommendations of the Comprehensive Plan.