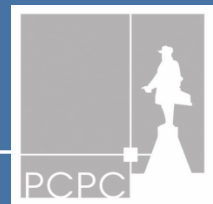


Update Presentation
March 12, 2010

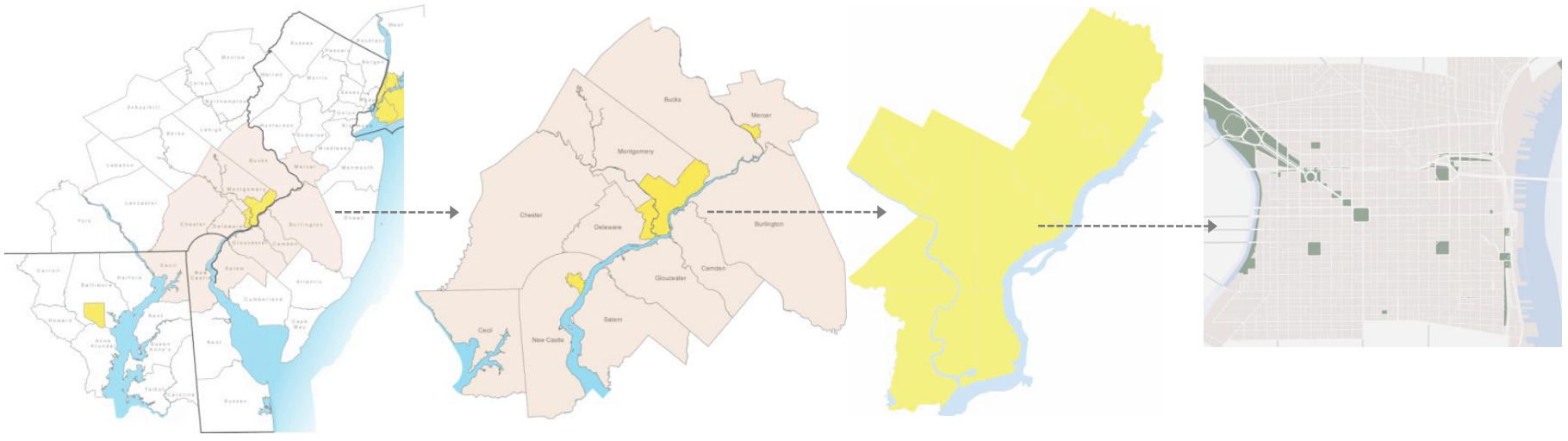
The Comprehensive Plan



Why Plan? Fulfill the Mission of the PCPC

*“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

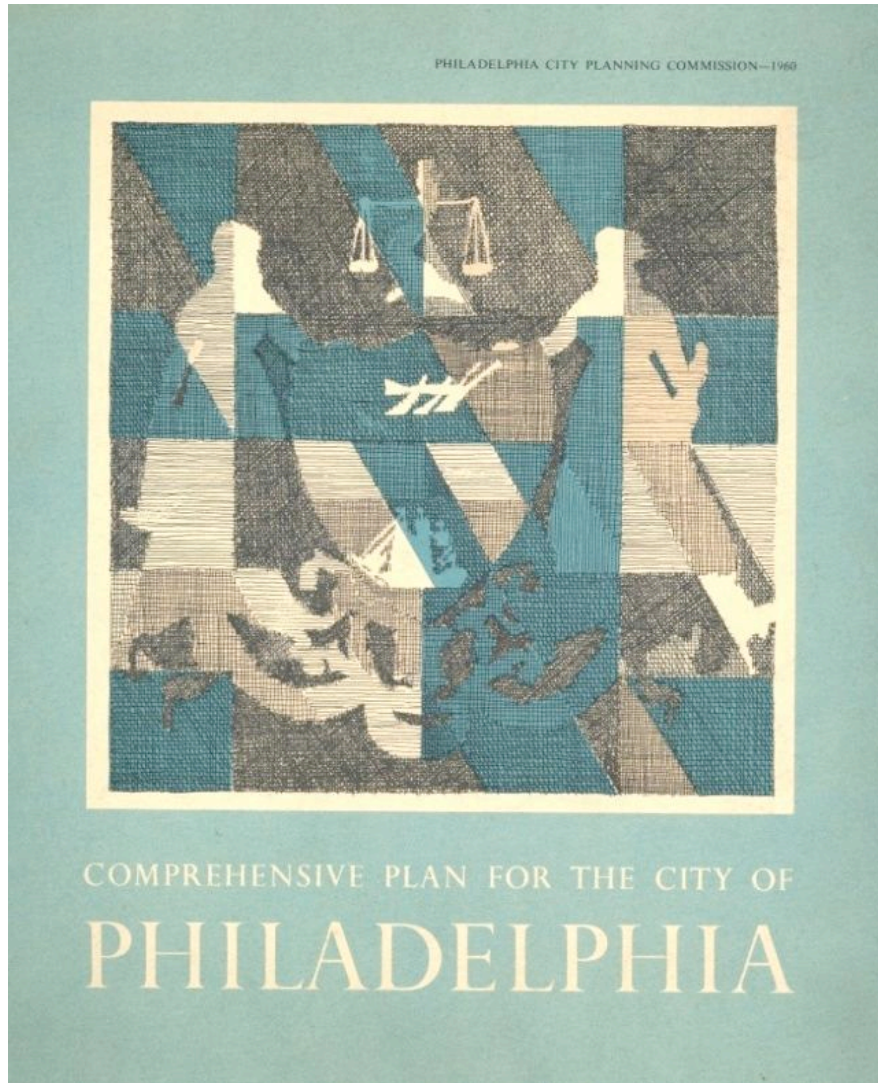


Why Plan at All?

Why Plan? *Proactively guide the physical development of the City*

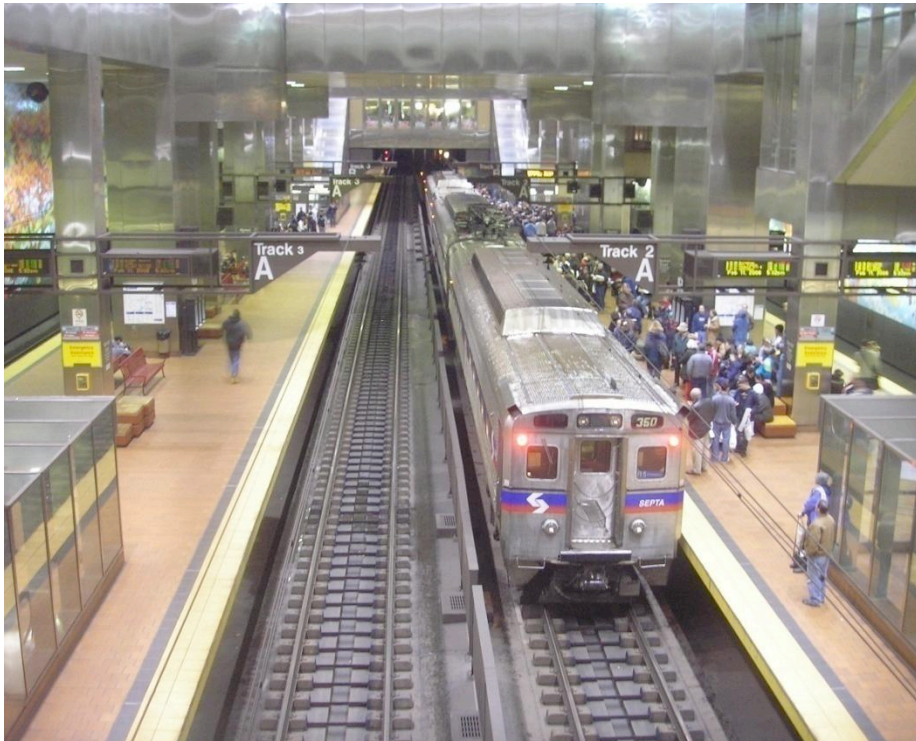


Why Plan? *Comprehensive plans envision transformative ideas*



Why Plan? *1960 Comprehensive Plan shaped Philadelphia's future*

Market East and Society Hill



Why Plan? *1960 Comprehensive Plan shaped Philadelphia's future*

Penn Center and the Far Northeast



Why Plan Now? *Stay relevant and competitive*



New York 2007



Baltimore 2006

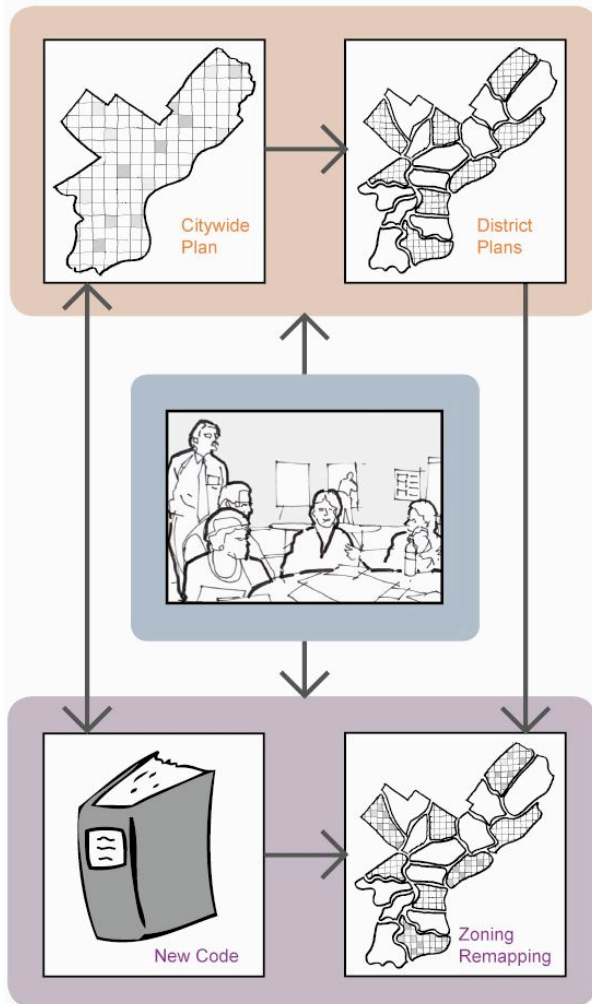


CONNECTIONS

THE REGIONAL PLAN FOR
A SUSTAINABLE FUTURE

DVRPC 2009

Why Plan Now? *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 Plan Now? *Imagine Philadelphia: Laying the Foundation*

Civic Visioning Process:

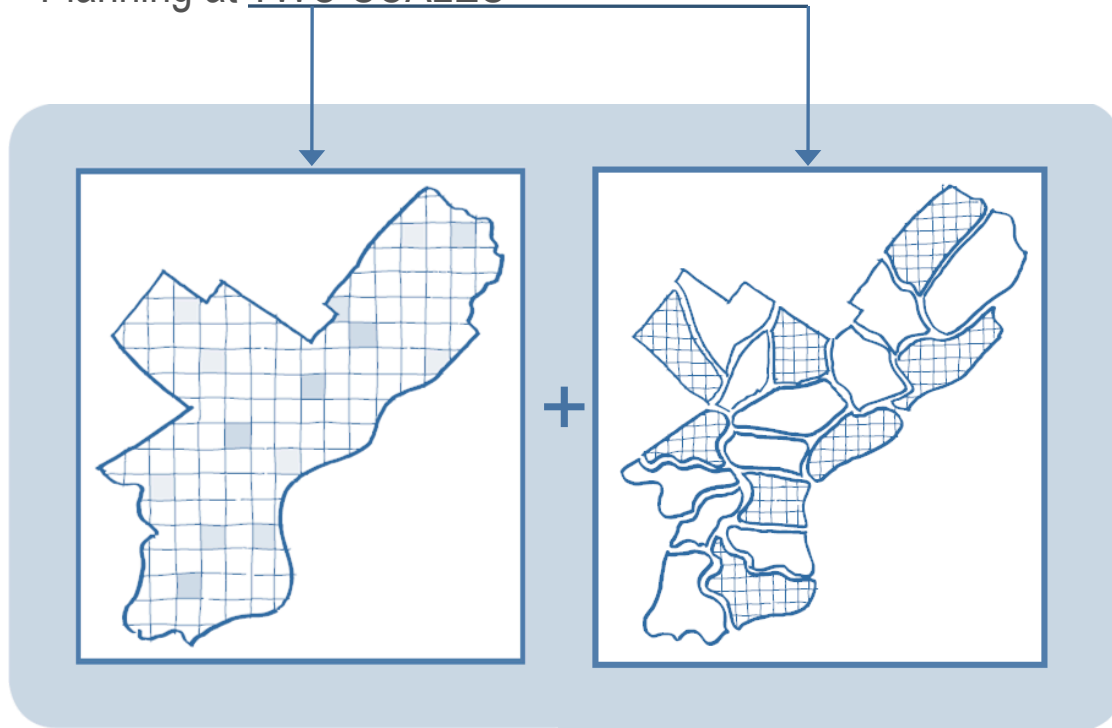
- Supported by grants from PA Dept. of Community and Economic Development and Delaware Valley Regional Planning Commission
- Began in 2007 and completed in January 2010
- Engaged Citizens and Experts
- Assembled existing Citywide Information and Data
- Set preliminary Visions and Goals to start conversation for Philadelphia2035



Philadelphia2035: Scope

Comprehensive Plan

- Focus on physical development of the city over a **25-year** timeframe
- Planning at TWO SCALES

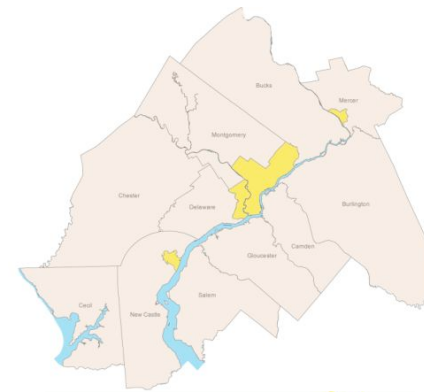


Citywide Plan

18 District Plans

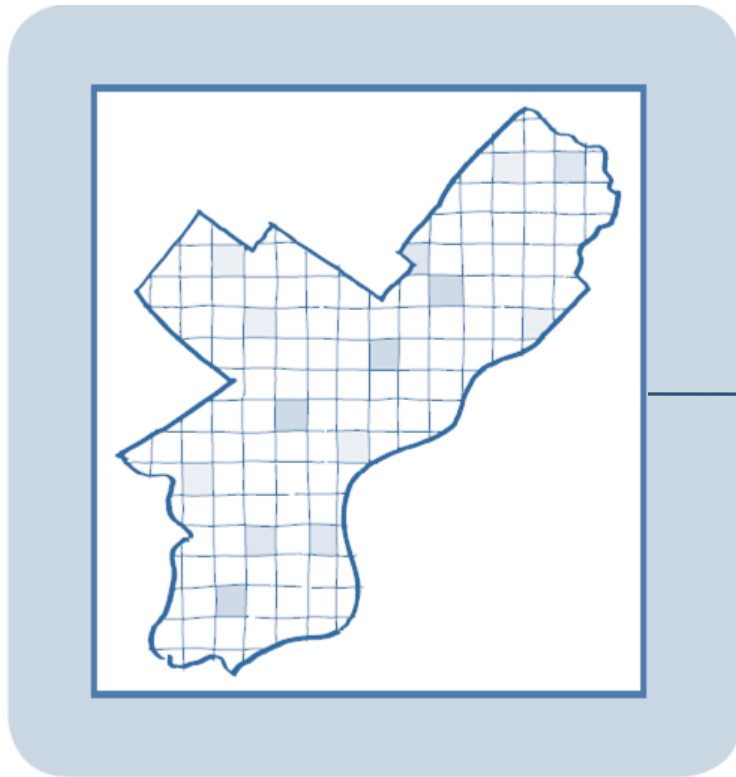


Philadelphia2035: Scope



Citywide Plan: one-year planning process

- Establishes development patterns based on estimated population growth
- Recommends strategic steps to implement Big Ideas
- Guides the strategic District Plans



CITY / REGIONAL RELATIONSHIP

Neighborhoods
Public Services
Open Space
Transportation
Economic Development
Environment & Energy
Preservation

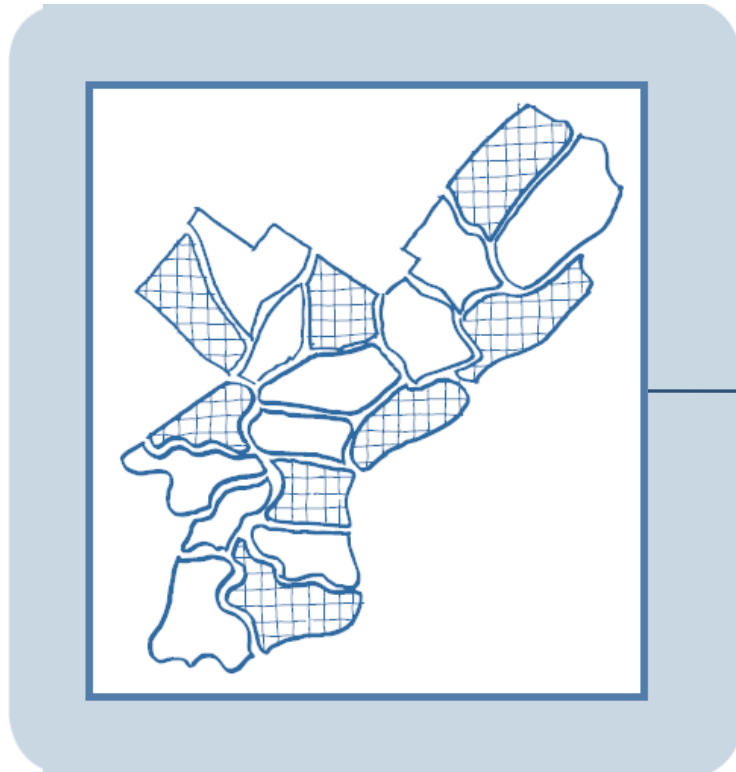
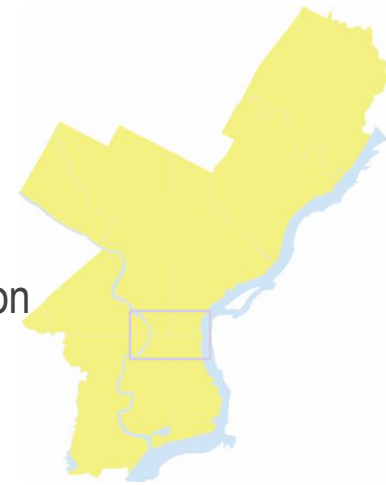


PHYSICAL FORM OF THE CITY

Philadelphia2035: Scope

18 District Plans: four-and-one-half year planning process

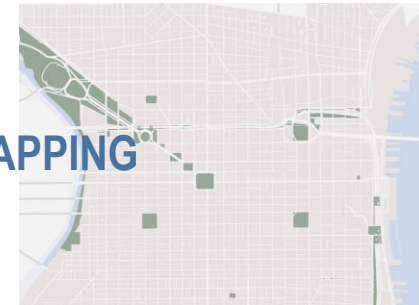
- Apply citywide goals and concepts at the local level leading to implementation
- Recommend capital projects
- Strategic actions for a 5- to 10-year horizon



GUIDES ZONING REMAPPING

Land Use Plans
Opportunity Areas
Community Facilities
Public Realm

COORDINATES NEIGHBORHOOD PLANS



Philadelphia2035: Timeline

Comprehensive Plan: four and a half years to complete

- Philadelphia2035 to be updated every 5 years
- Updated and relevant document
- Coordinated with zoning remapping for each district

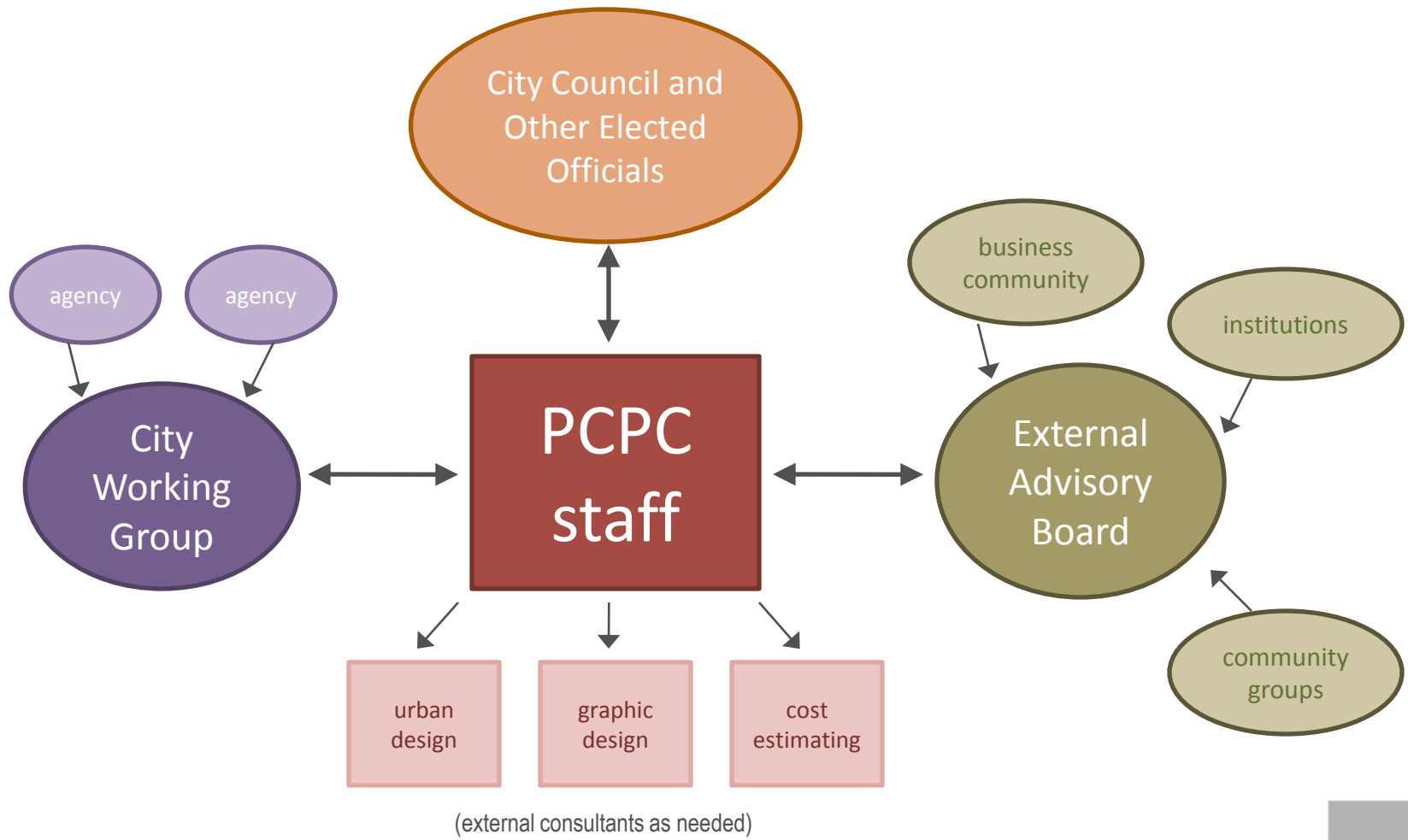


	2009	2010	2011	2012	2013	2014	2015	2016
<i>Imagine Philadelphia: Laying the Foundation</i>								
Long-range Citywide Plan								
Strategic District Plans (4 plans/year)								

Philadelphia2035: Process



Philadelphia2035: Organization



Philadelphia2035: Staff organization and tasks

PCPC staff teams: Strategic, Analysis, Outreach, Forecasting and Graphics

Strategic

- Reviewing published plans and studies for relevancy
- Developing Vision, Goals, and Objectives of citywide plan
- Developing mission and purpose of City Working Group and Advisory Board

Outreach

- Released *Imagine Philadelphia: Laying the Foundation*
- Conducting elected-officials briefing—today
- Convened City Working Group twice (Jan and Feb)
- Developing plan for public outreach activities
- Received start-up grant for Citizens Planning Institute

Analysis

- Assembling and updating data maps from various city and regional sources
- Analyzing current existing conditions data for trends

Forecasting

- Establishing baseline and forecasted population, households and employment
- Will develop growth and development scenarios

Graphics

- Developed mapping conventions
- Developing graphic layout of final Citywide document



Philadelphia2035: Review of published plans and studies

City-produced plans:	Agency:	Time Frame:
✓ <i>Imagine Philadelphia</i>	PCPC	2035
✓ <i>Pedestrian and Bicycle Plan</i>	PCPC	2020
✓ <i>GreenPlan</i>	Parks and Rec, PCPC	2029
✓ <i>GreenWorks</i>	Mayor's Office of Sustainability	2015
✓ <i>Green City, Clean Water</i>	PWD	2029
✓ <i>Consolidated Plan</i>	OHCD	2010
✓ <i>Navy Yard Master Plan</i>	PIDC	?

Other organizations' plans:	Group:	
✓ <i>Connections</i>	DVRPC	2035
✓ <i>Center City: Planning for Growth</i>	Center City District	2012
✓ <i>Action Plan for the Central Delaware</i>	DWRC, Penn Praxis	2010
✓ <i>Philadelphia2040 Planning Studios</i>	U of Penn, City Planning Dept	2040

Additional plans to review:		
○ <i>PIDC Industrial Land Use Study</i>	PIDC	
○ <i>University Master Plans</i>	Temple, U of Penn	2020

Philadelphia2035: Organization of goals

VISION

Overarching, inspirational image of the future



GOALS

General statements of future conditions to make the Vision reality



OBJECTIVES

Measurable activities necessary to reach the Goals



STRATEGIES

Specific, action-oriented tasks to complete the Objectives
(who, how, where, when, how much)



Philadelphia2035: Three Themes



PHIL
ADEL
PHIA
2035
the comprehensive plan



Philadelphia2035: Three Themes

PHILADELPHIA2035 COMPREHENSIVE PLAN

CITY WIDE PLAN

18 DISTRICT PLANS

THRIVE

CONNECT

RENEW

neighborhoods
economic centers
land resources

transportation
utilities

open spaces
culture & historical resources
natural resources
public realm

celebrate!

planning elements

Philadelphia2035:THRIVE

Philadelphians **THRIVE** in the center of a competitive metropolitan region



NEIGHBORHOODS

- Housing
- Community Services
- Public Realm

ECONOMIC DISTRICTS & CENTERS

- City Centers
- Community and Neighborhood Centers
- Industrial Districts
- Institutional Districts

LAND RESOURCES

- Vacant Land/Vacant Structures
- Land Use

Philadelphia2035: CONNECT

*Philadelphians **CONNECT** intelligently to the region and the world*



TRANSPORTATION

International Gateways
Metropolitan Networks
Community Networks

UTILITIES

Water
Energy
Information

Philadelphia2035: RENEW

*Philadelphians **RENEW** valuable resources to sustain a bright future*



OPEN SPACE

- Stream Valleys and Waterfronts
- Parks and Trails
- Tree Cover
- Storm water Management

CULTURAL & HISTORICAL RESOURCES

- Preservation
- Alternative Uses

ENVIRONMENTAL RESOURCES

- Ecosystems
- Impacts of Climate Change

PUBLIC REALM / DESIGN EXCELLENCE

- Urban Design
- Public Art
- Gateways

Beginnings of “Big Ideas”

thrive

Create an exceptional **public realm** by upgrading the sidewalks, street lighting and street trees throughout the City

Develop our **waterfronts** into vibrant mixed-use communities

Create strong **employment hub(s)** outside of Center City

Develop the **Northeast Airport** into a new commercial hub and/or destination park

renew

Complete all **stream valleys** (like Tacony and Frankford Creeks) to the rivers

Transition all development from **floodplain** areas

Plant **urban orchards** and large-scale agriculture on available vacant land

Create a **grand new public park** ala Millennium Park at Center Square

connect

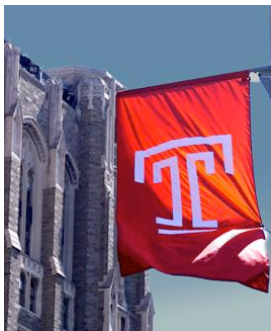
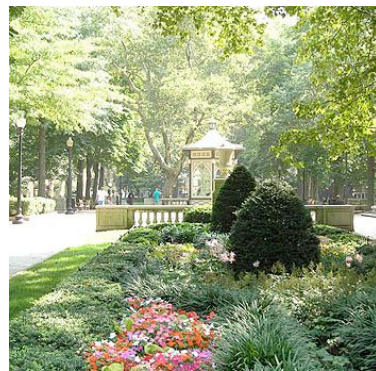
Create a ½-mile grid of streets for use by only **non-motorized transportation**

Build a new **transit loop** in the City, connecting the regional rail lines

Extend the subway system south to the Navy Yard and northeast along Roosevelt Blvd to Bucks County



Philadelphia in 2035: What kind of City do we want to be?



?!?
2035

Philadelphia2035: Celebrate the future



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www.philaplanning.org

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