



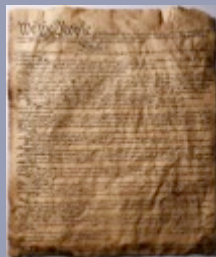
*Central Texas Congress of New Urbanism  
Philadelphia Deputy Mayor Alan Greenberger  
November 2011*



*William Penn granted land in the new world and founds Philadelphia in 1682*



*The United States is created in Philadelphia in 1776 at Independence Hall*





*Philadelphia builds the Water Works: the first municipal water system in 1820*





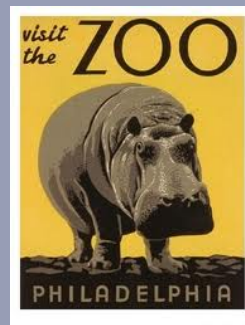
*City of 'firsts': hospitals, secular universities, public zoo and the US Navy*



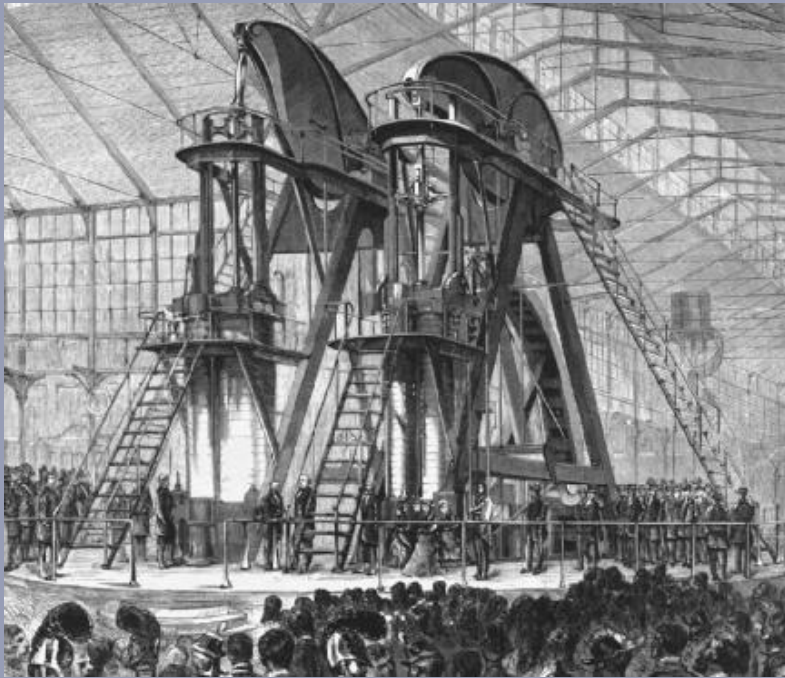
Pennsylvania Hospital



University of Pennsylvania



## *The world comes to Philadelphia in the 1876 Centennial Exhibition*





*Philadelphia becomes known as the 'Workshop of the World'*



Atwater Kent Radio Corp.



Baldwin Locomotive Works



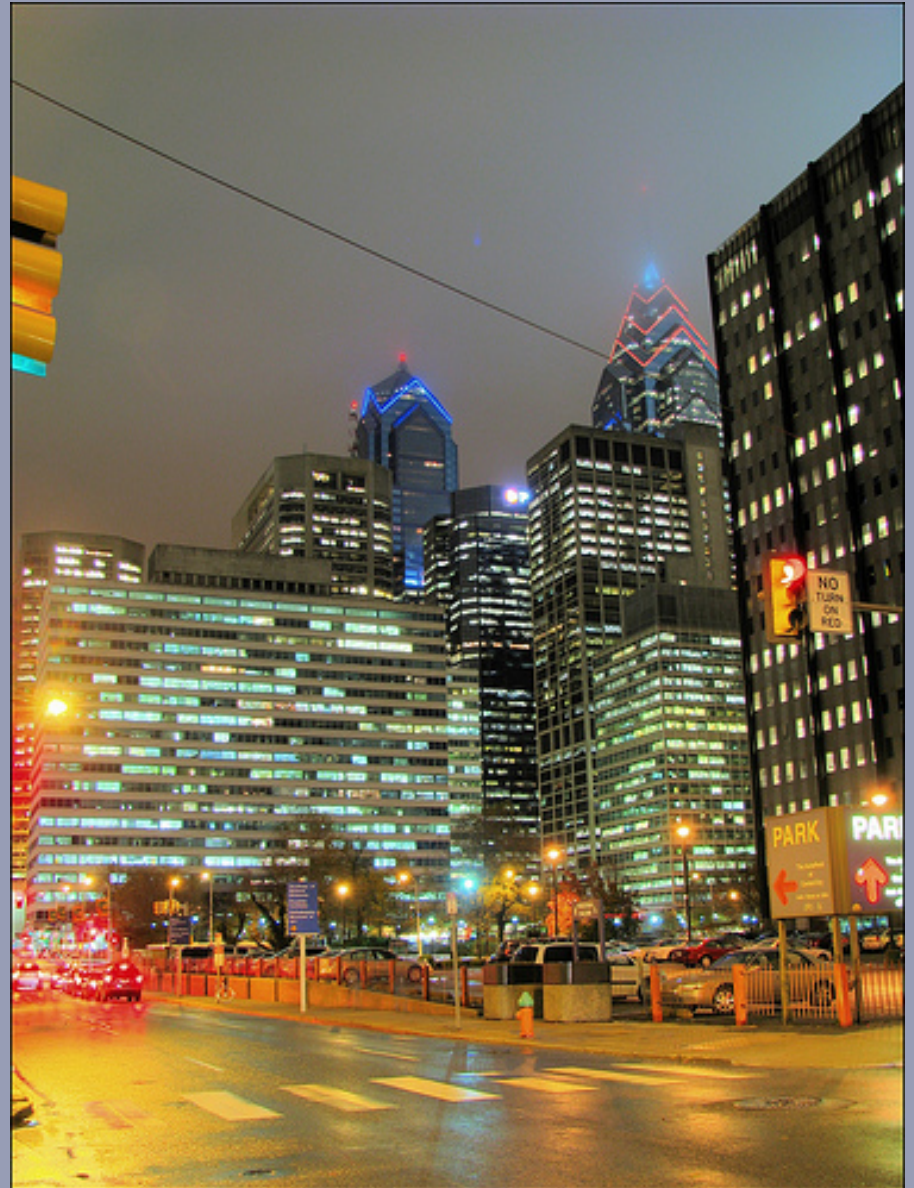
Disston Saw Works

*Connecting city to park: building the Benjamin Franklin Parkway in 1917*





*Philadelphia creates the modern commercial downtown in 1950*





*Institutions of higher learning in academics and medicine*



Temple University



University of Pennsylvania



Drexel University



Jefferson University



## *Biomedical research and clinical practice*

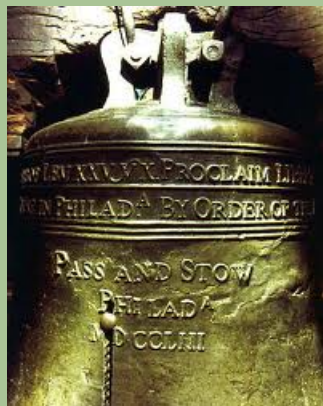


*Professional services in law, design, finance and communication*





## *Expanded convention center and tourism*



## *Arts, culture, and the creative economy*



AP / George Widman, File





## *Specialty manufacturing and distribution*



*Who we are: a city of 1.5 million, vibrant, diverse people*





*City of neighborhoods: Many different places to live*



*Shopping Philadelphia style: authentic, like nowhere else*



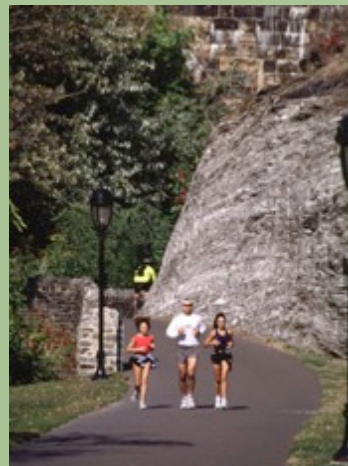


*Eating in Philadelphia: fine dining or on the street*





*Fairmount Park: The oldest park system in the United States*





*Unparalleled access: International, national, regional and in-city*



*Becoming the 'greenest city in America'*





## *Redeveloping the Central Delaware River waterfront*



*Renewing Market Street, the main street in Center City*

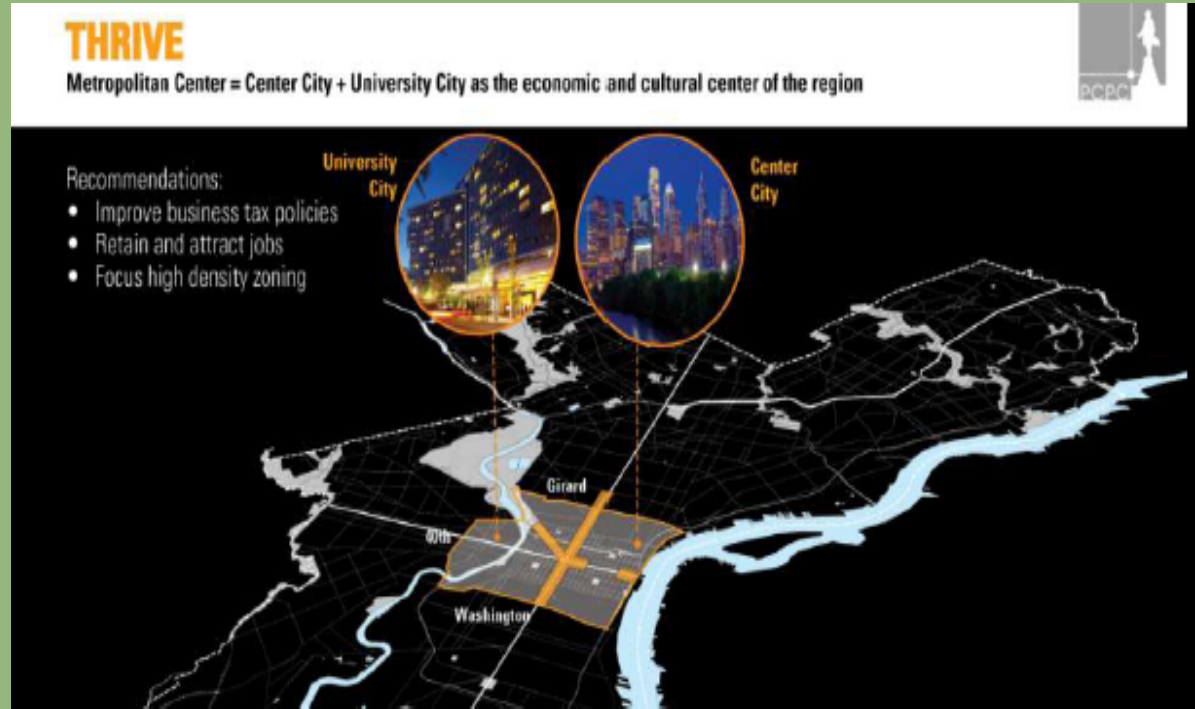




## *Growing the Philadelphia Navy Yard*



## *Preparing a comprehensive plan and new zoning code*





# The first comprehensive plan for Philadelphia in 50 years

## WHY PLAN?



### 1 To 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*

### 2 To Create a Guide for City Agencies to Prioritize Budgets and Strategic Plans



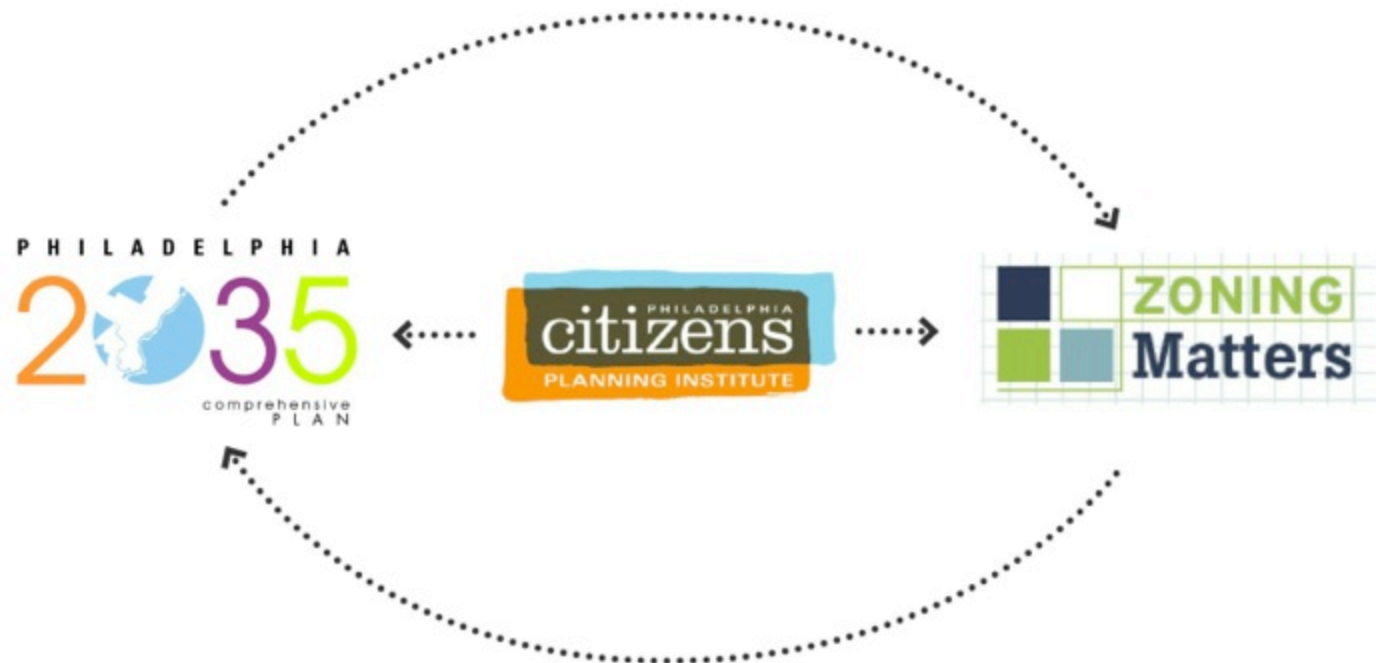
## *Integration of planning, zoning and citizen education*

### WHY PLAN?



#### 3 Administrative changes within PCPC

- a. Mayor's commitment to Planning
- b. Re-write of the Philadelphia Zoning Code
- c. Coordinated Planning and Zoning Process





## *Legacy of Ed Bacon and the last plan for Philadelphia*

### WHY PLAN?



4

#### **Create new legacies and visions for the future**

1. Last Comprehensive Plan was completed in 1960
2. 1960 Comprehensive Plan transformed Center City and Northeast Philadelphia



COMPREHENSIVE PLAN FOR THE CITY OF  
PHILADELPHIA



## *The need to stay relevant and competitive with other cities*

### WHY PLAN?



- 7 To stay relevant and competitive in the Northeast Megaregion



*New York 2007*



*Baltimore 2006*



*DVRPC 2009*



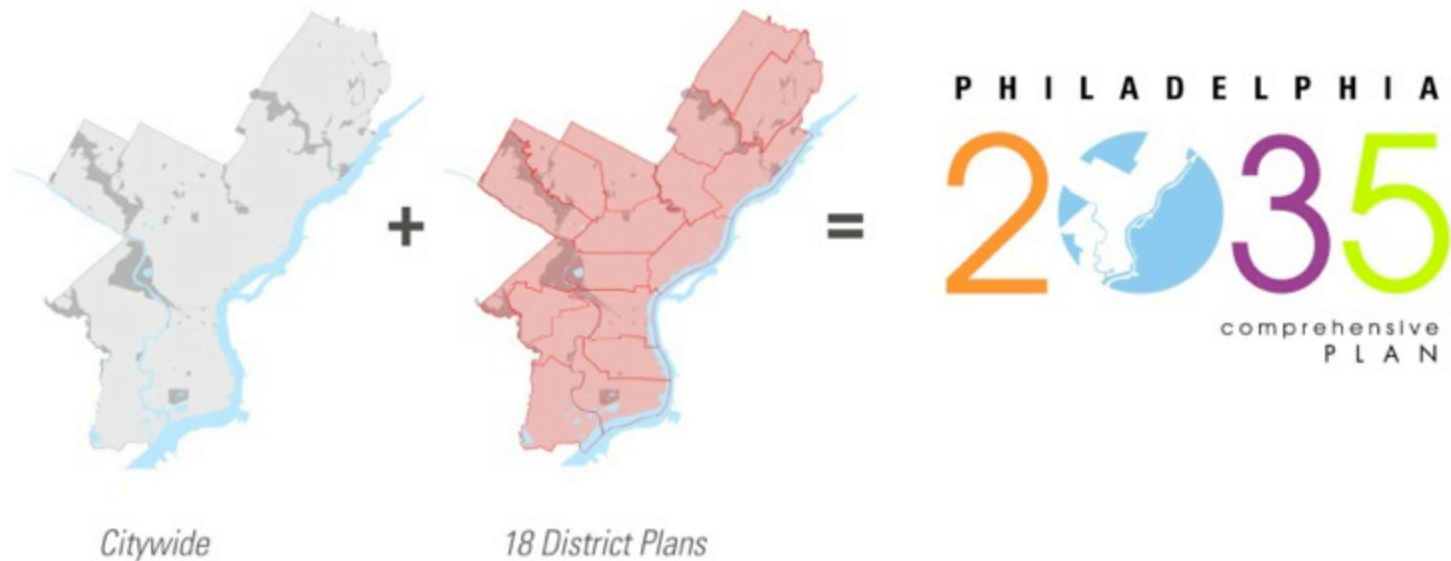
## Putting 'comprehensive' in the comprehensive plan

### Philadelphia 2035



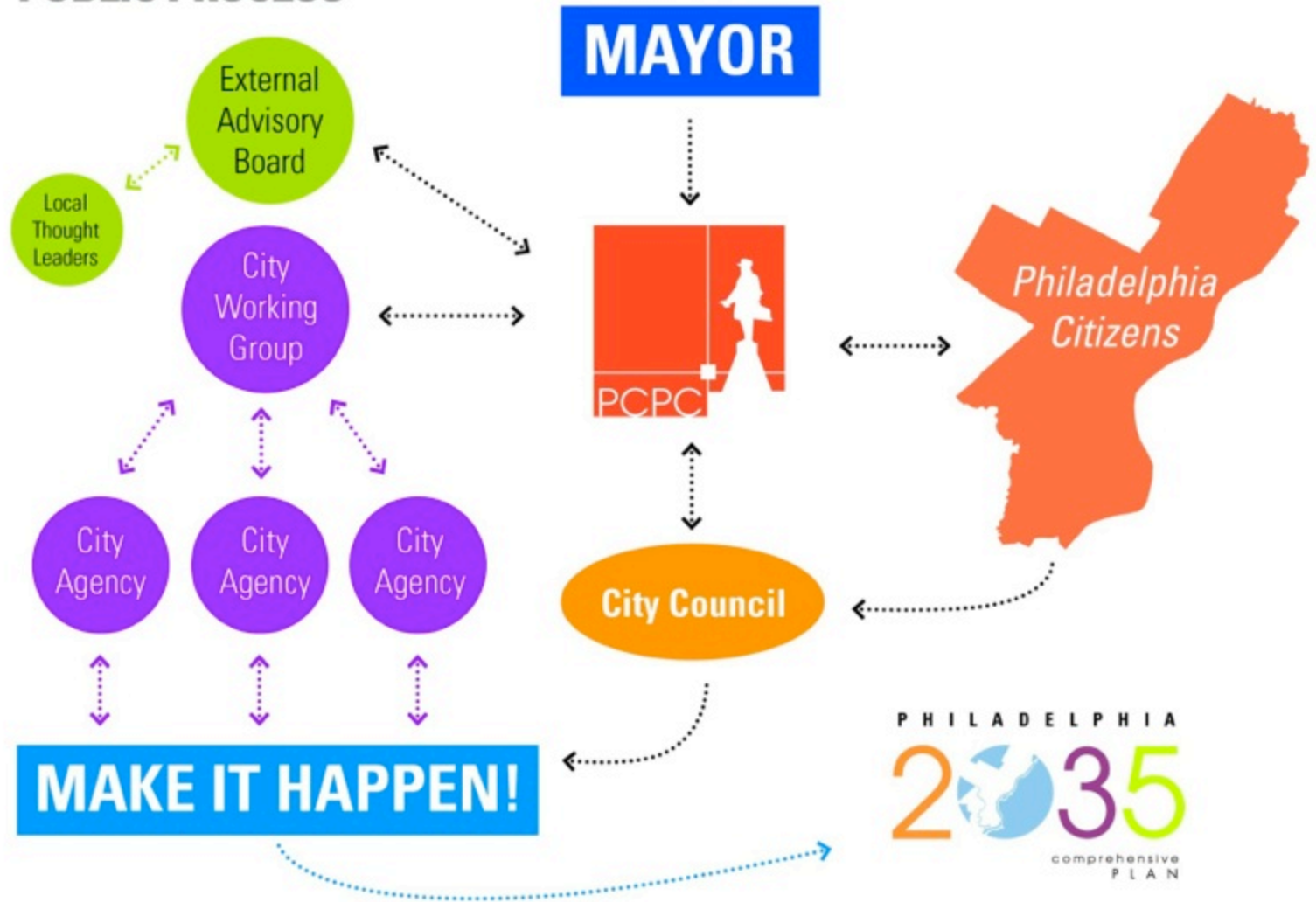
#### 1 Comprehensive Plan

1. Focuses on physical development of the city over a 25-year timeframe
2. Requires planning at TWO SCALES (city and district)



*Design for a process that engages public officials and citizens*

## PUBLIC PROCESS





## *Population forecasting as a tool to assess the availability of land*

### **POPULATION FORECASTING**



#### **1 Why do population forecasting?**

1. To understand the likely magnitude of growth (or decline)
2. To prepare for land use program demand based on magnitude



*2008 World Series Parade*

## Correlating population forecast with residential and commercial land uses

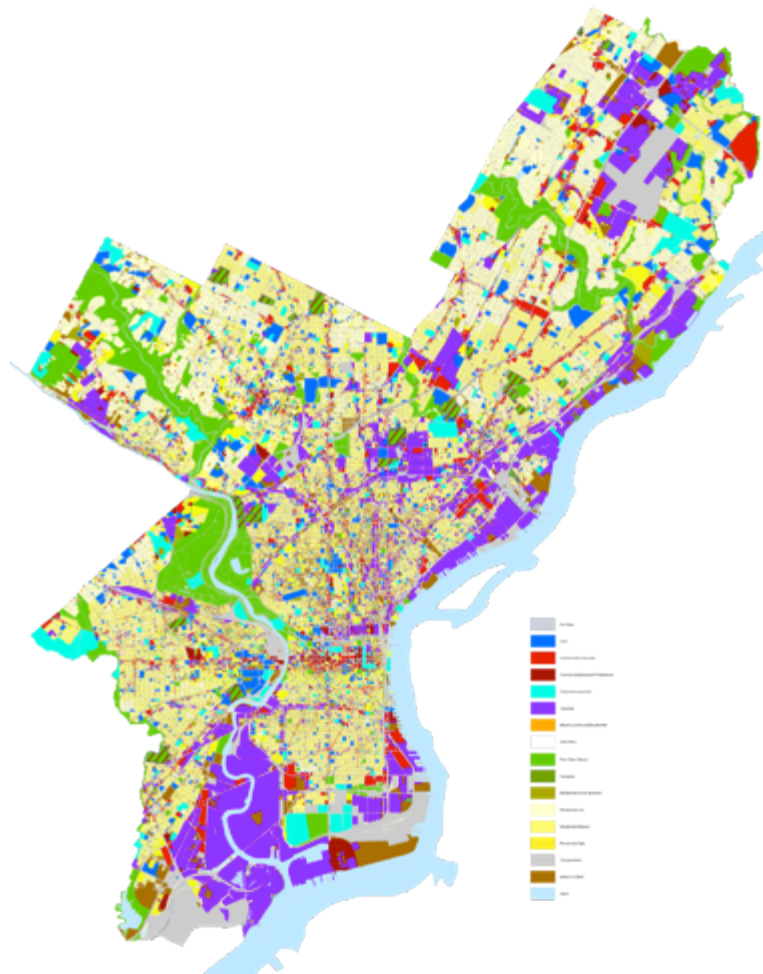
### POPULATION FORECASTING



#### 2 Existing Land Uses:

Residential	30 %
Transportation	24 %
Industrial	13 %
Park/Open Space	10 %
Commercial	5 %
Vacant	5 %
Civic	5 %
Cultural/Amusement	4 %
Miscellaneous	4 %

**Total land area 86,077 acres**





# Using the 'chip game' as a tool to engage public on transformative ideas

## PUBLIC PROCESS



Facilitator: GJ/ANA

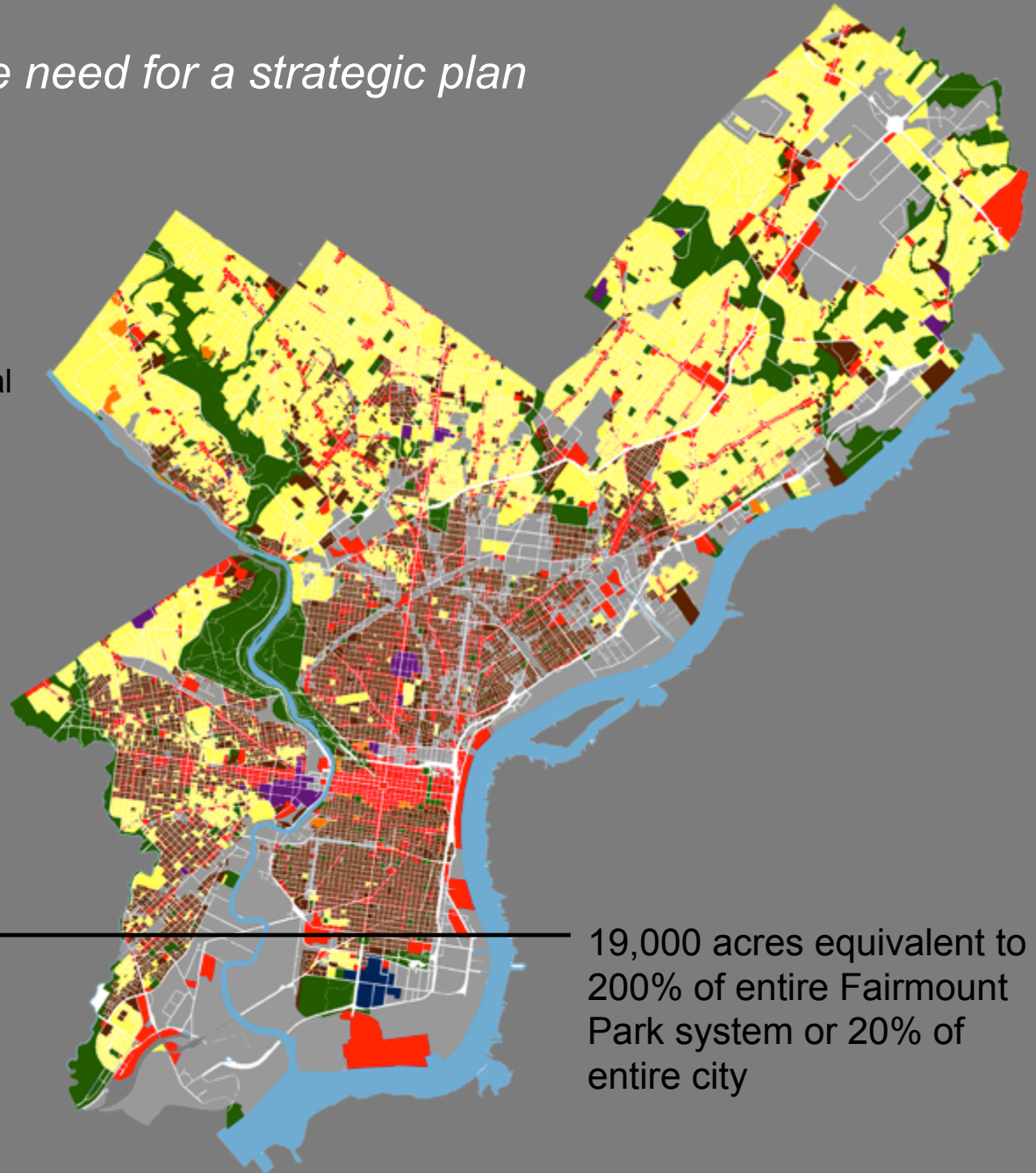
## FUTUREDELPHIA: REBIRTH OF OUR COMMUNITIES



## *Philadelphia land use: The need for a strategic plan*

### Principles

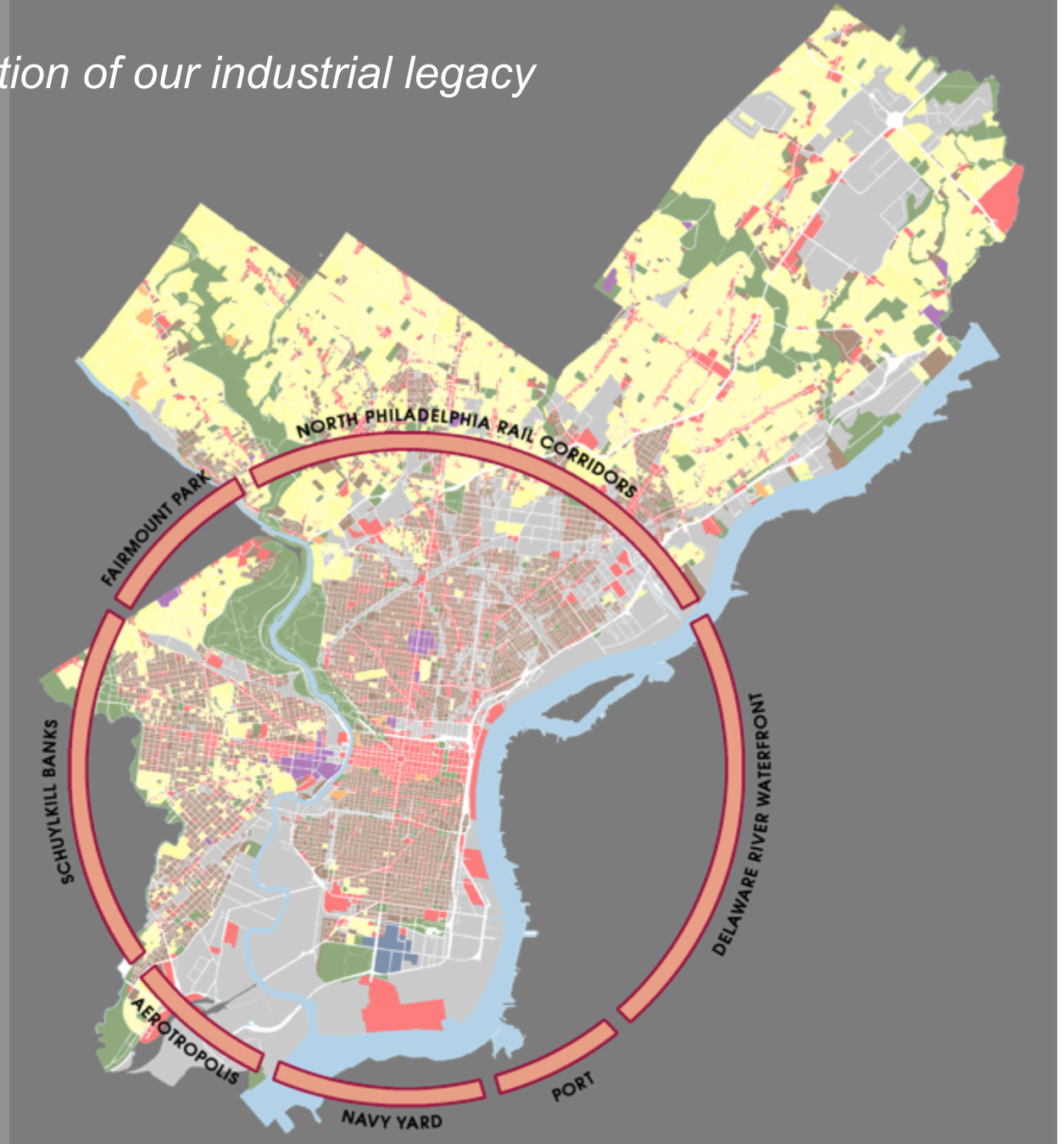
1. Productively redevelop underutilized industrial land
2. Strengthen already healthy commercial and industrial areas
3. Create better access between neighborhoods and city strengths
4. Practice environmental stewardship



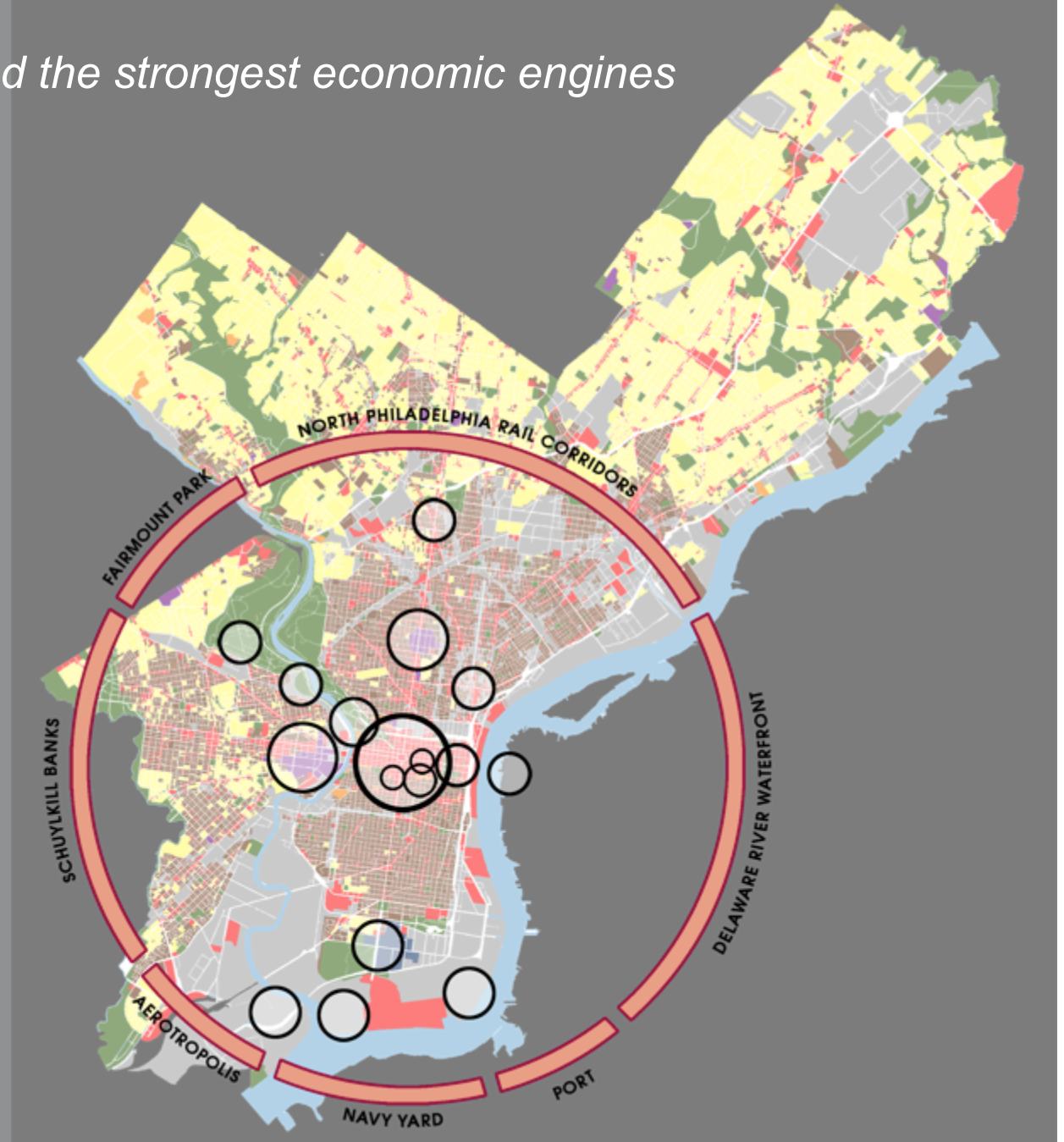
19,000 acres equivalent to  
200% of entire Fairmount  
Park system or 20% of  
entire city



*Complete the transformation of our industrial legacy*

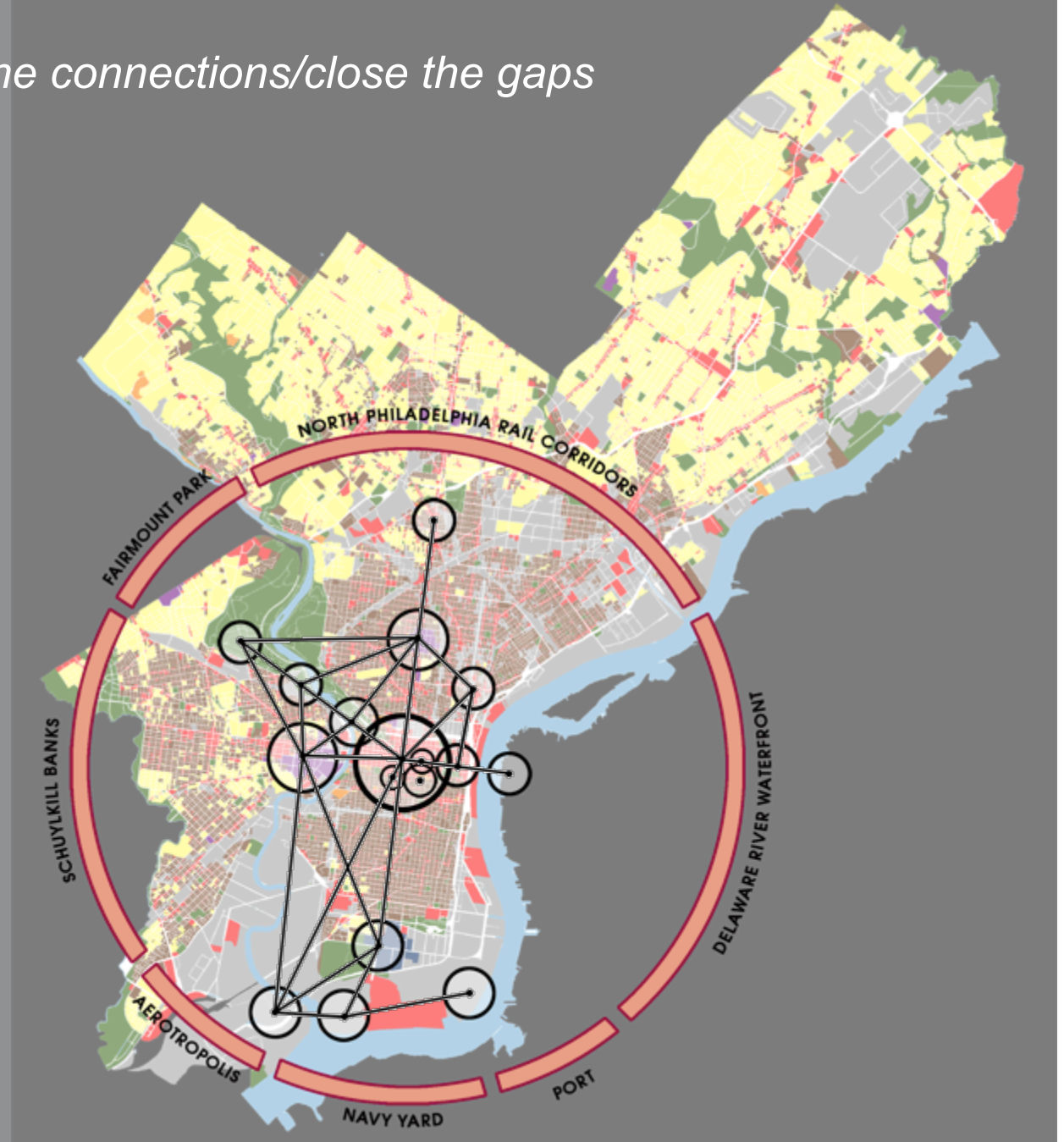


*How to begin: Understand the strongest economic engines*

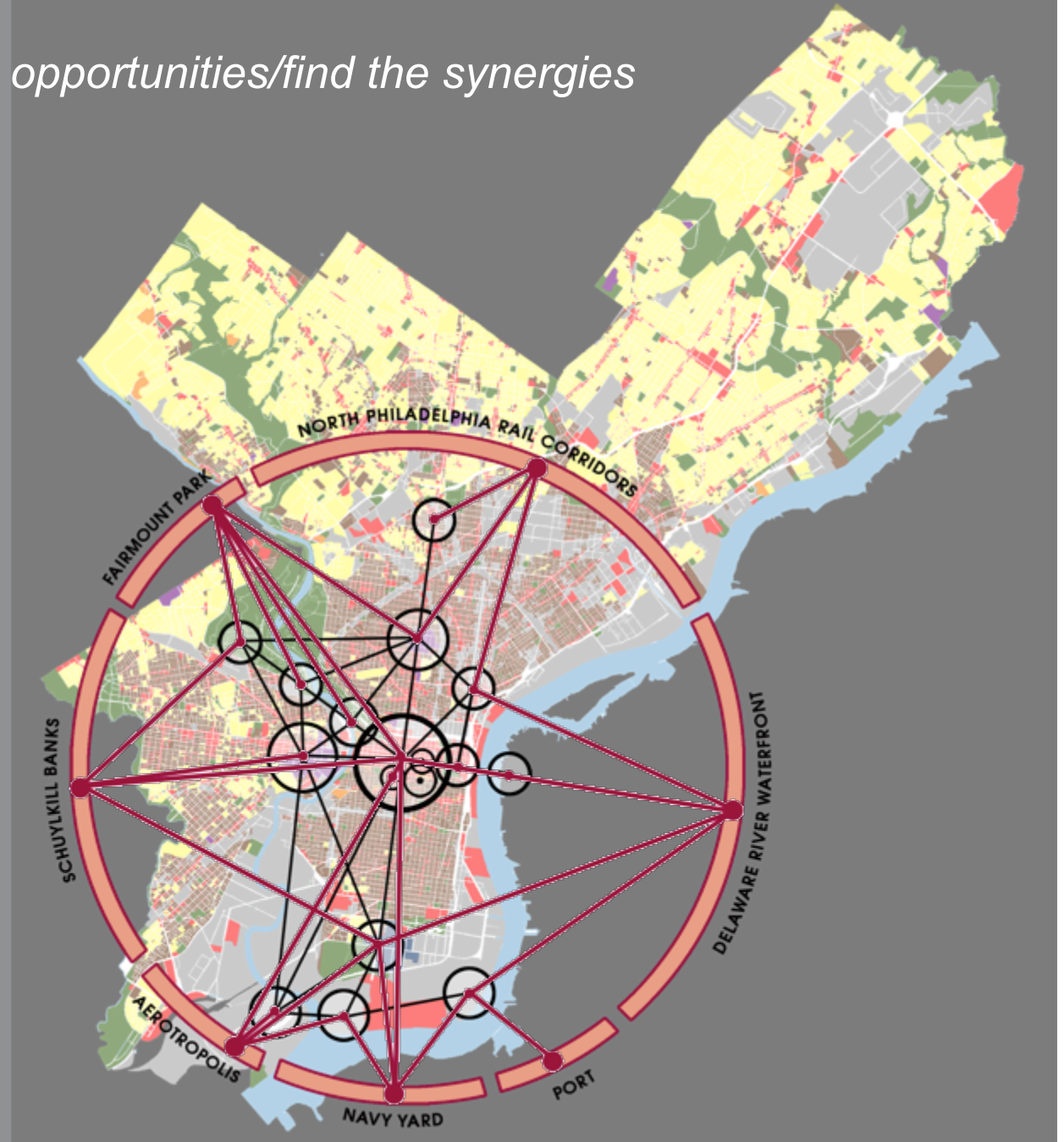




*First steps: Strengthen the connections/close the gaps*

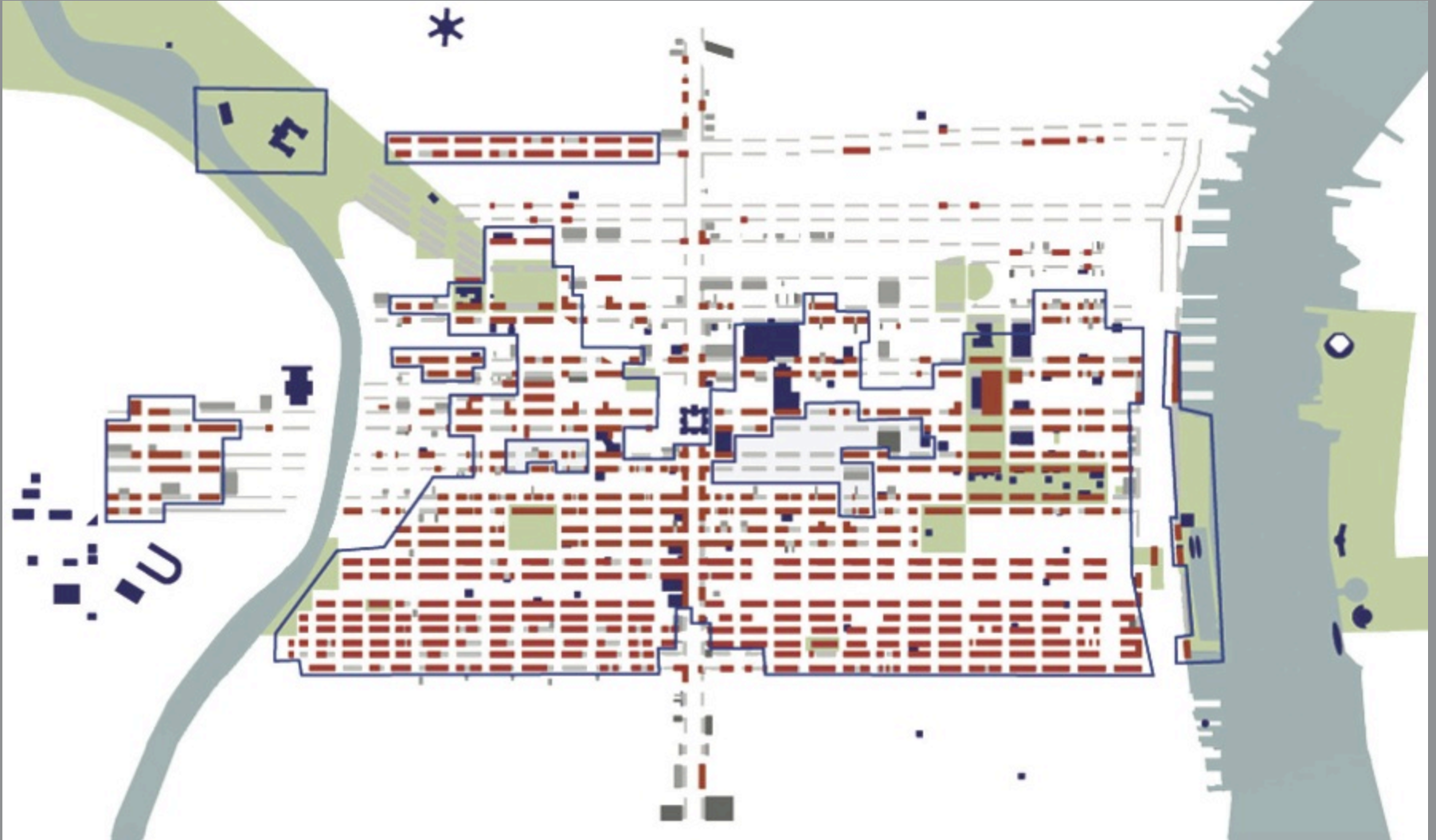


*Long range: Connect the opportunities/find the synergies*





*‘Minding the gap’ – a method of analyzing the urban fabric*



## *Three themes that define a preferred future for Philadelphia*

### **TRANSFORMATIVE IDEAS** : THREE THEMES

#### **THRIVE**



##### **Neighborhoods**

Neighborhood Centers  
Housing

##### **Economic Development**

Metropolitan Centers  
Institutions  
Cultural Economy  
Industrial Land

##### **Land Management**

Vacant Land and Structures  
Land Suitability  
Municipal Support Facilities

#### **CONNECT**



##### **Transportation**

Transit  
Streets and Highways  
Complete Streets  
Ports

##### **Utilities**

Consumption, Capacity  
and Condition

#### **RENEW**



##### **Open Space**

Citywide Parks and Trail Networks  
Riverfronts  
Neighborhood Parks and Recreation

##### **Environmental Resources**

Air Quality  
Water Quality  
Tree Cover

##### **Historic Preservation**

Cultural, Historical and Architectural  
Resources  
Cultural and Heritage Tourism

##### **Public Realm**

Development Patterns  
Urban Design



## WHY PLAN?



### 8 To Prepare for Modest Growth Over 25 Years

#### Philadelphia

135 sq miles

1,547,235 people



#### Baltimore

80 sq miles

637,440 people



#### Boston

48 sq miles

645,120 people



#### Chicago

227 sq miles

2,851,120 people



#### New York

303 sq miles

8,391,888 people



## WHY PLAN?



### 9 To be classified among other similar world class cities





# THRIVE

Metropolitan Center = Center City + University City as the economic and cultural center of the region



## Recommendations:

- Improve business tax policies
- Retain and attract jobs
- Focus high density zoning

University  
City



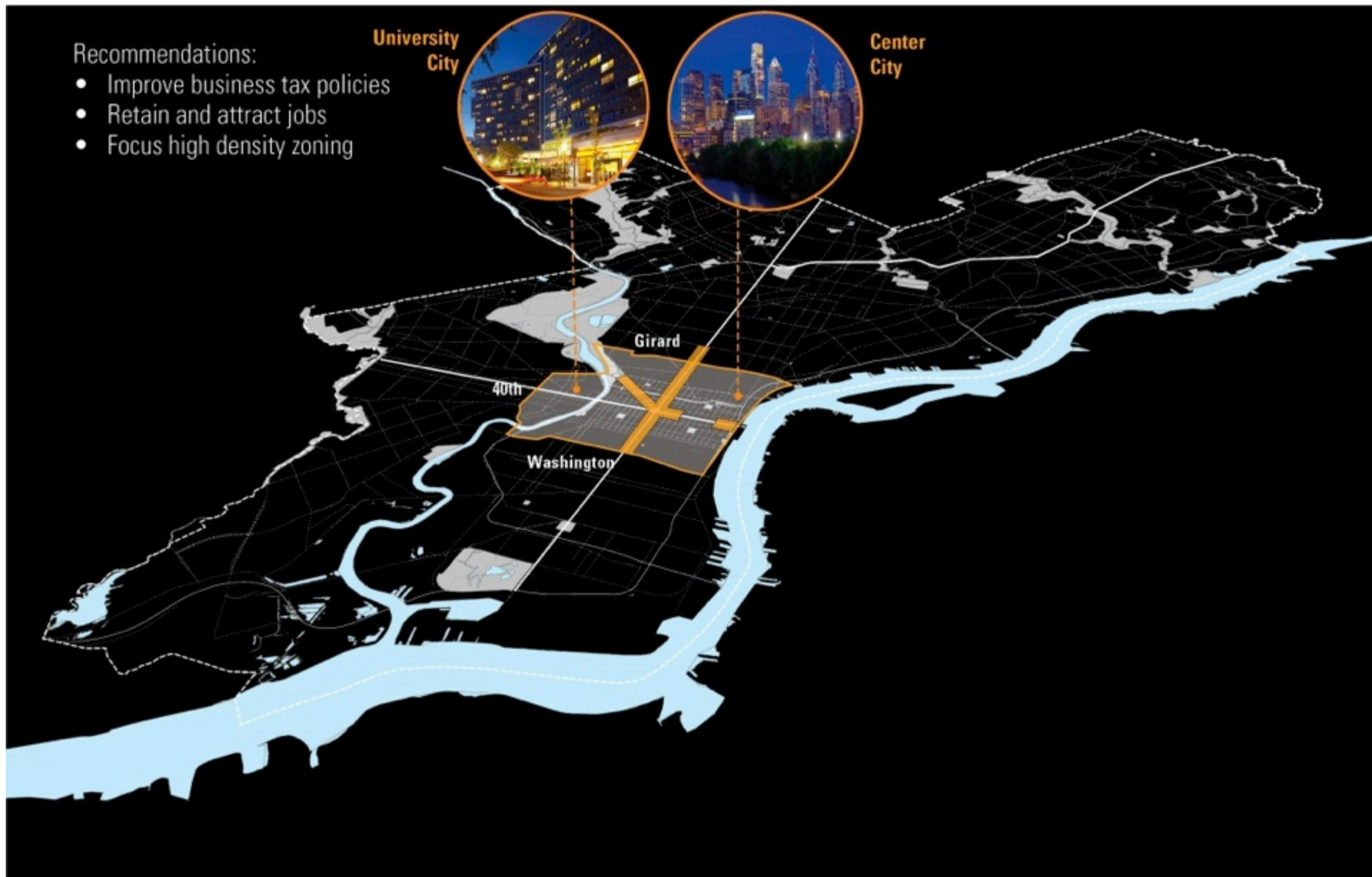
Center  
City



Girard

40th

Washington



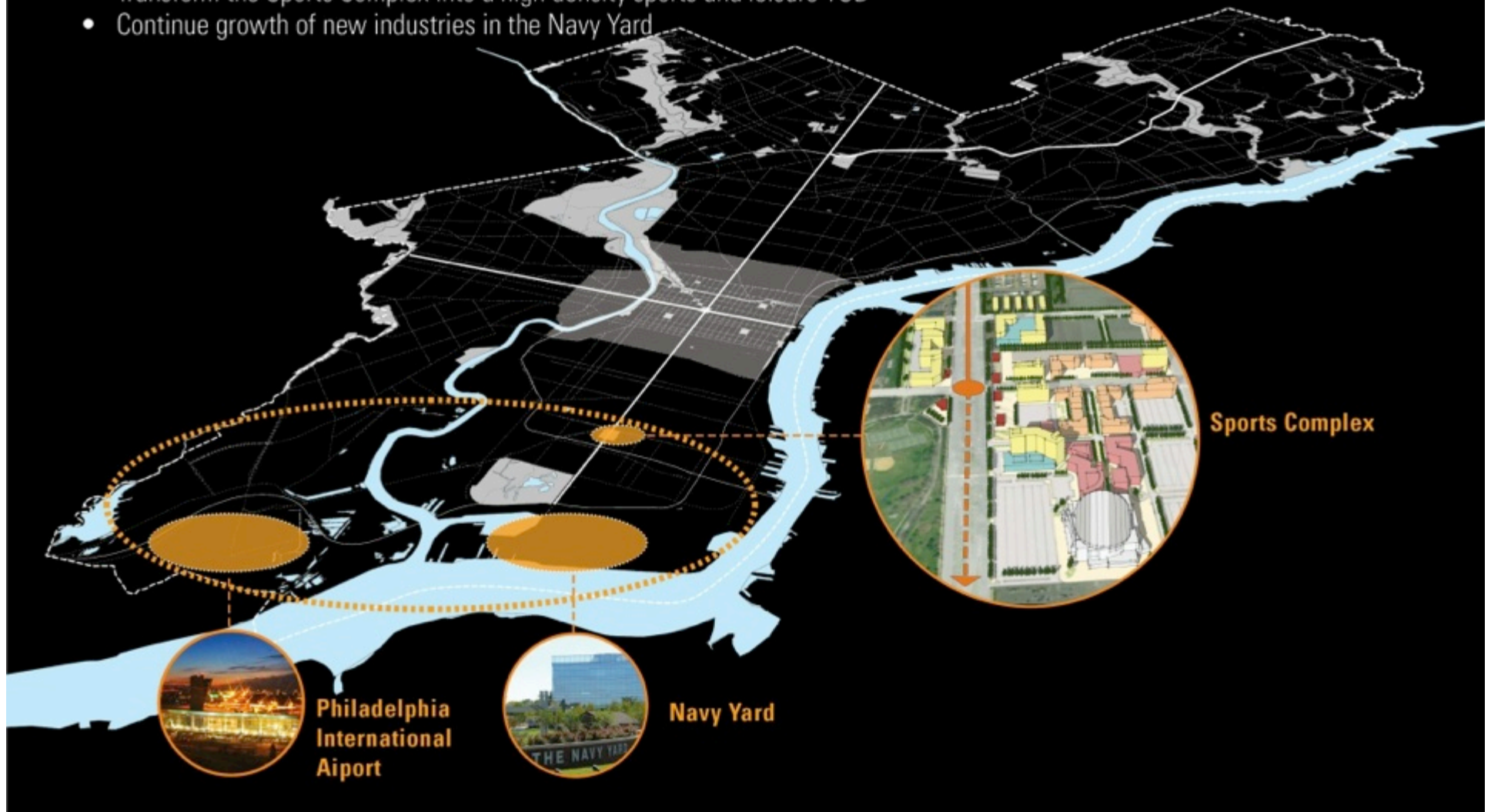
# THRIVE

3 Submarkets create a Metropolitan Subcenter in South Philadelphia + Delaware County



## Recommendations:

- Support PHL expansion and global competitiveness
- Transform the Sports Complex into a high density sports and leisure TOD
- Continue growth of new industries in the Navy Yard





# THRIVE

## Areas of Transformative Land Use Change



### Recommendations:

- Consider new uses on underutilized land subject to market forces



Hunting  
Park West

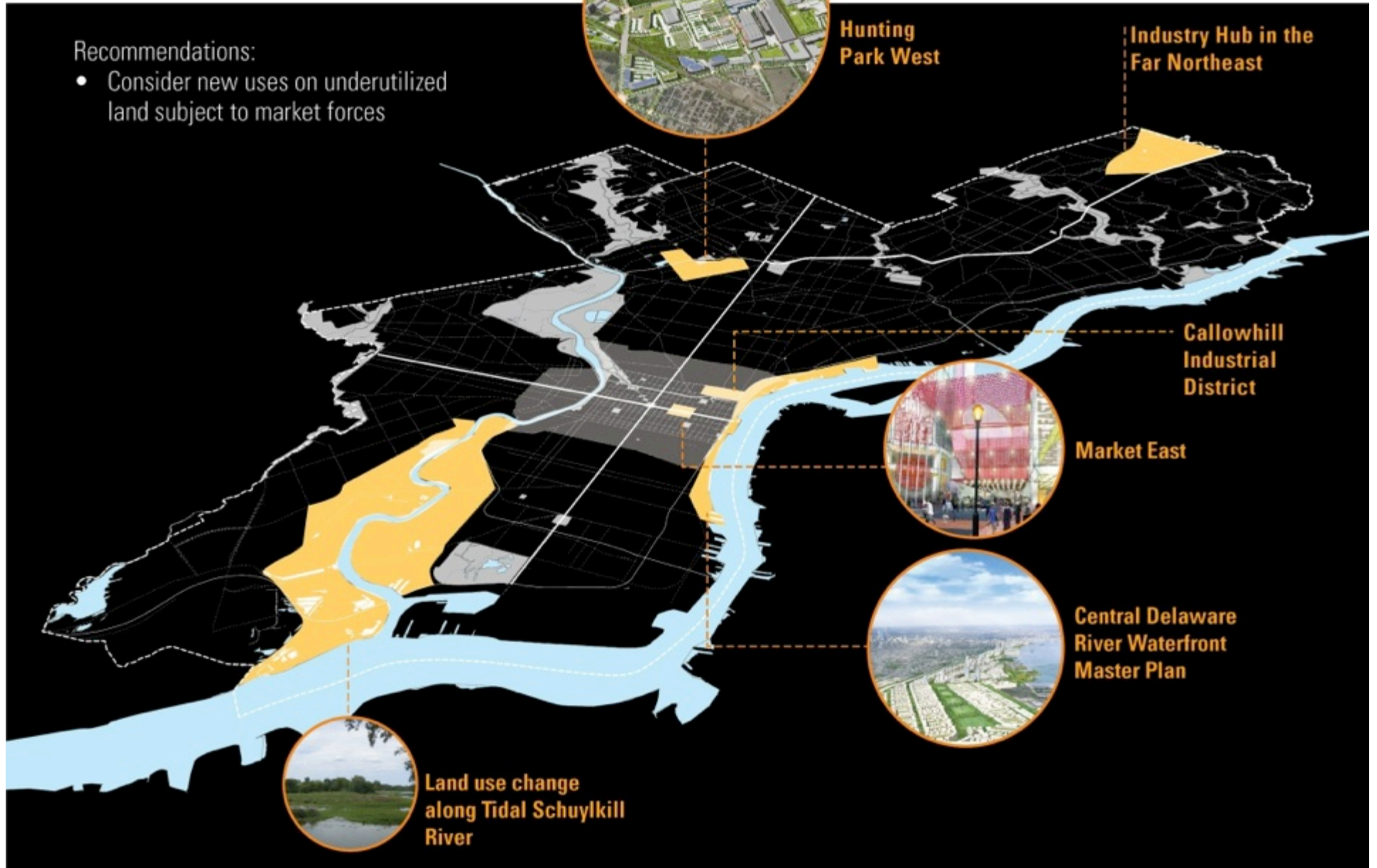
Industry Hub in the  
Far Northeast

Callowhill  
Industrial  
District

Market East

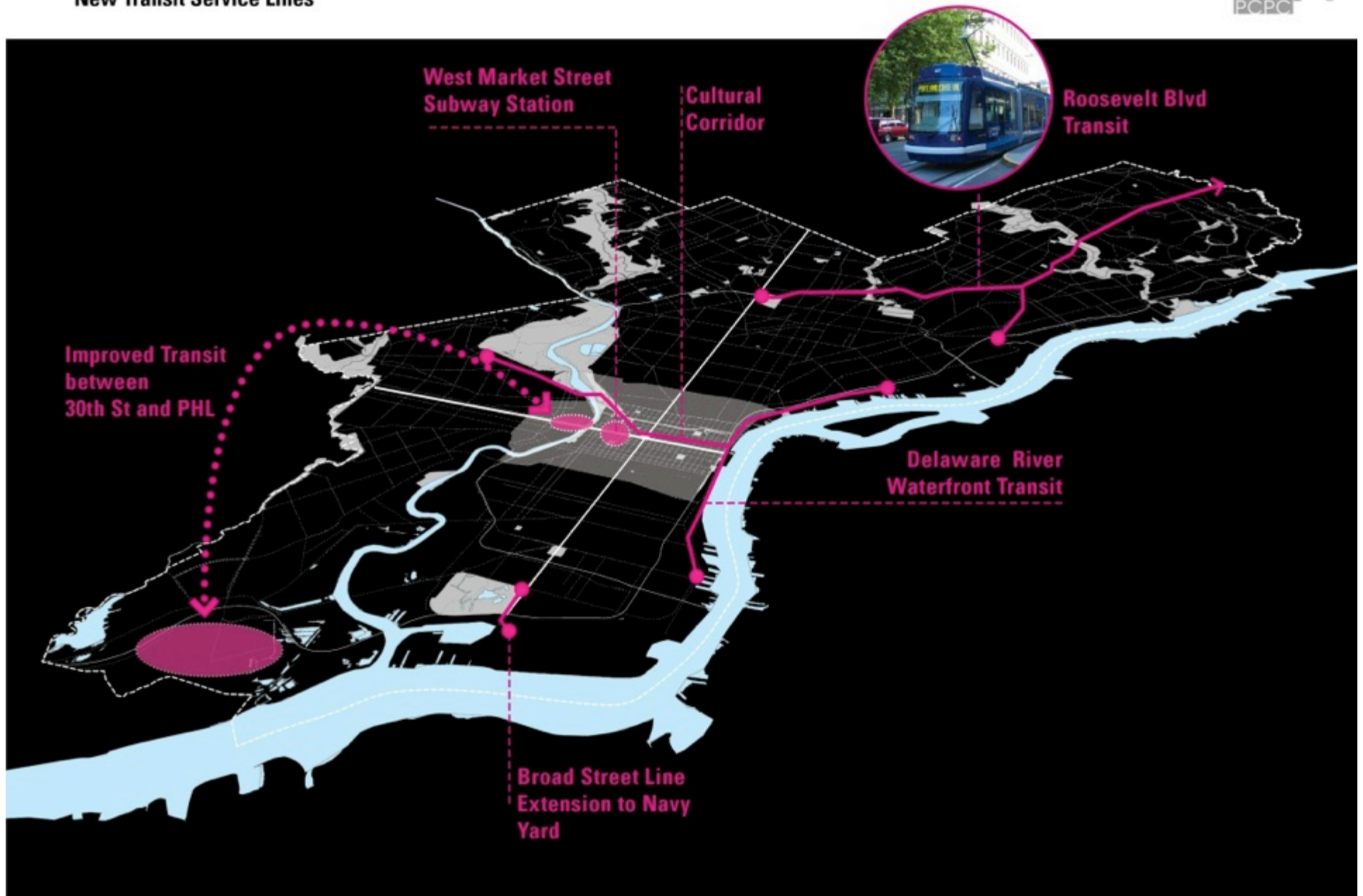
Central Delaware  
River Waterfront  
Master Plan

Land use change  
along Tidal Schuylkill  
River



# CONNECT

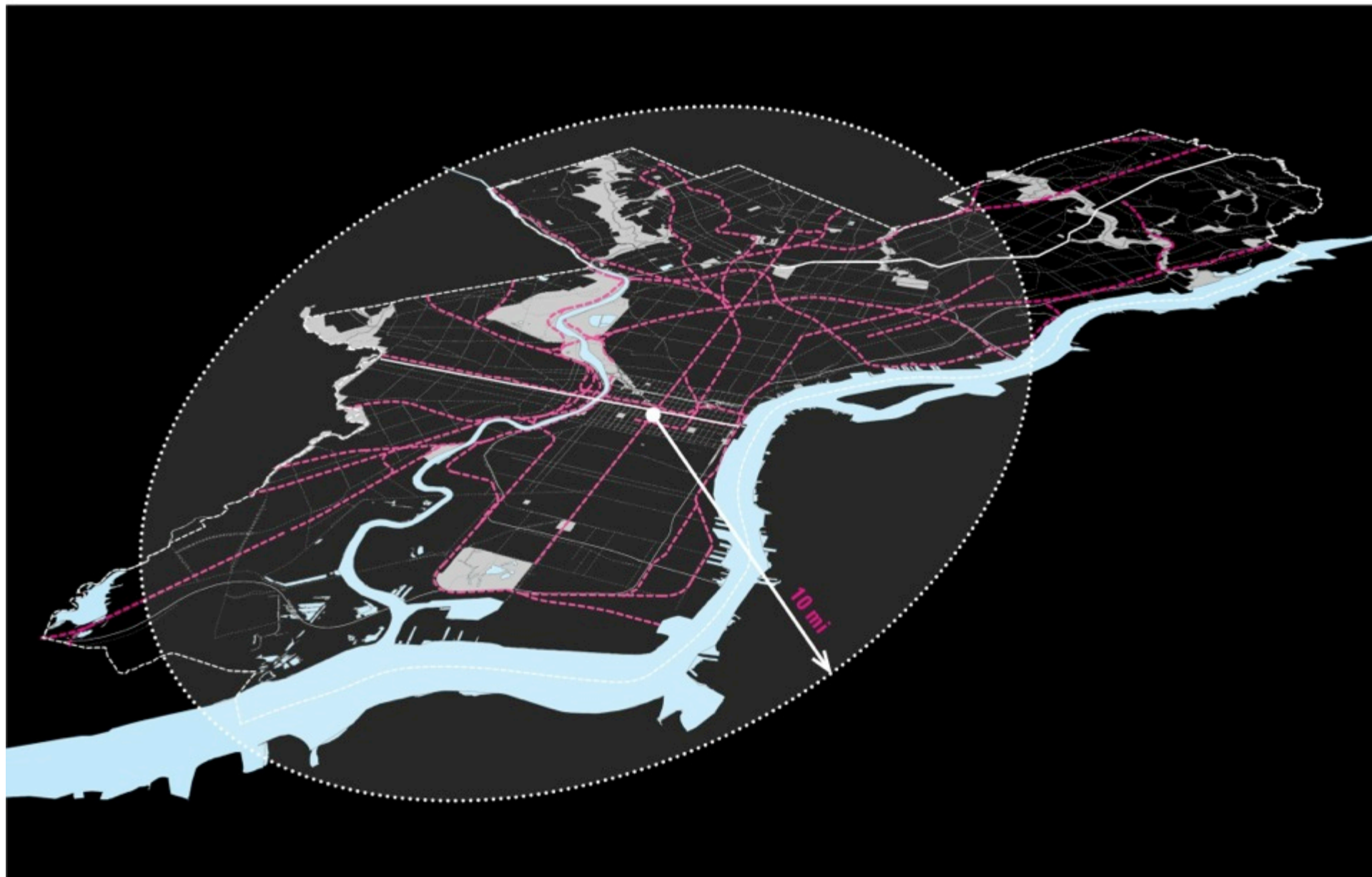
New Transit Service Lines





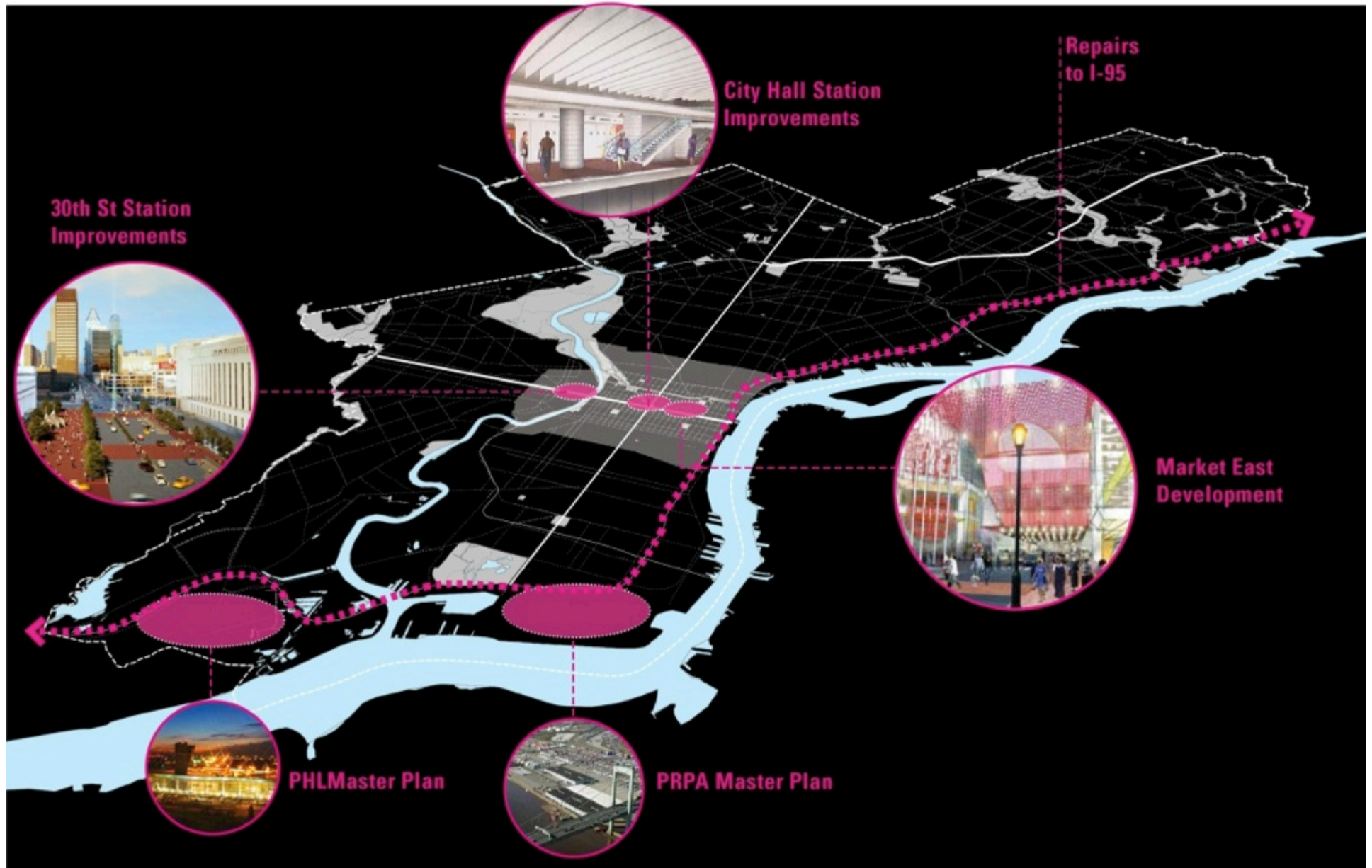
# CONNECT

City Rail is improved service and frequency on existing rail lines within a 10 mile radius



# CONNECT

Proposed Improvements to Existing Transportation Hubs and Corridors





# RENEW

Proposed Master Plans

Center Square  
Proposal

East Coast  
Greenway  
and North  
Delaware Plans

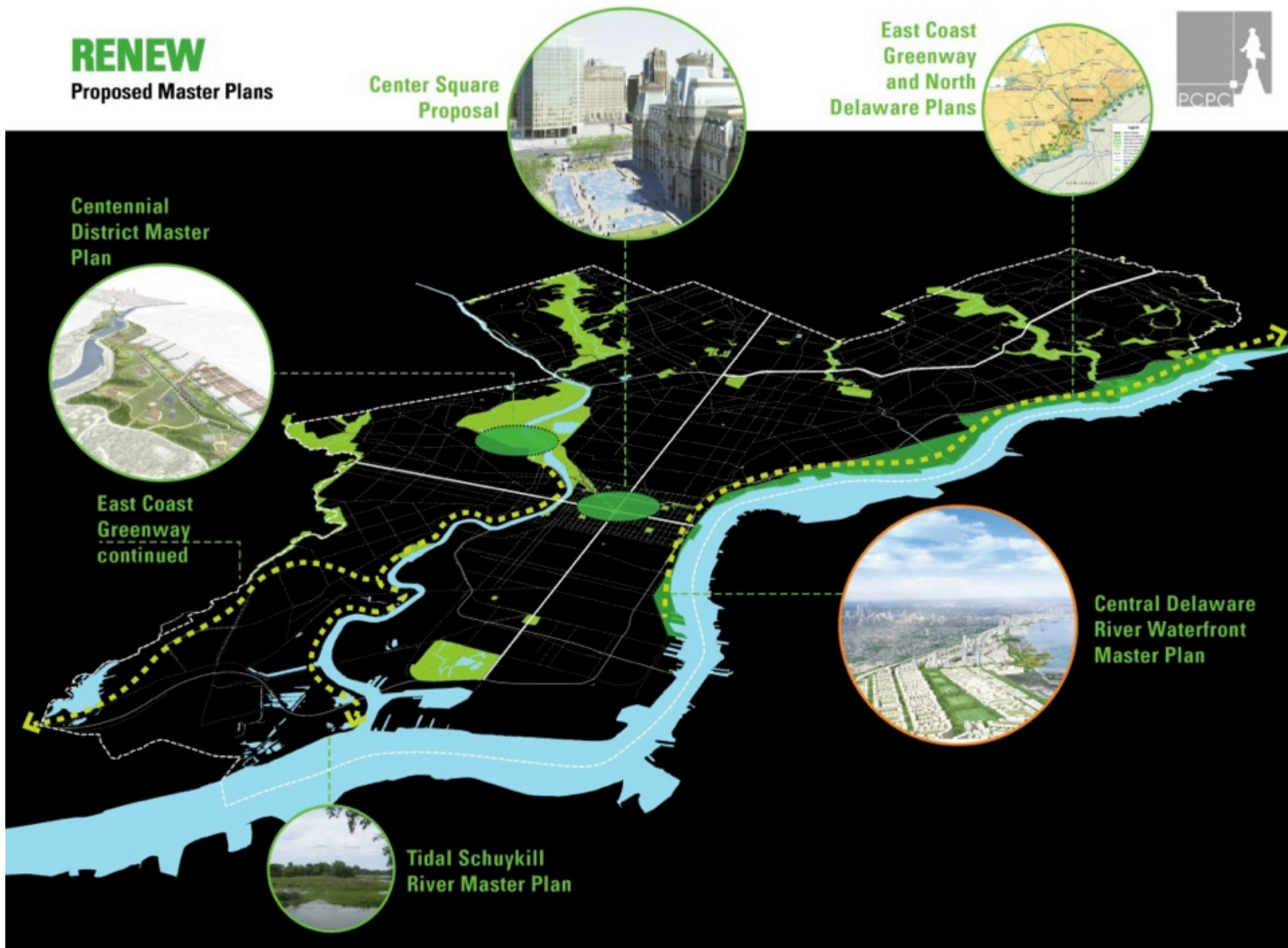


Centennial  
District Master  
Plan

East Coast  
Greenway  
continued

Central Delaware  
River Waterfront  
Master Plan

Tidal Schuylkill  
River Master Plan

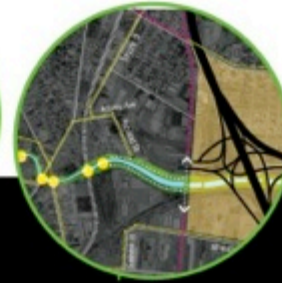


# RENEW

Long Range Park Proposals



Lehigh Viaduct



Tacony-Frankford  
Creek Improvements

Reading Viaduct





# RENEW

Proposed Short and Long Term Trail Network Connections across the City



*Zoning reform: 4 years, 82 public meetings, 438 pages of detail*





## *Things we have learned that might translate to Austin*

- 1 IDENTIFY UNIQUENESS OF PLACE: All cities are born with a unique DNA or values that never quite go away – what is Austin's?
- 2 UNDERSTAND THE PURPOSE OF PLANS: Plans are done (and redone) to organize public will, not to prescribe the future in detail. Try not to color-in-between the lines.
- 3 STOP DIFFERENTIATING PLANNING FROM DESIGN: Planning IS design – advocate for design.
- 4 PUT DESIGN ON THE TABLE: Create a culture of advocacy for design by bringing institutions, government, foundations, media, developers and citizens into the same discussion.
- 5 DON'T WORRY ABOUT AUTHORSHIP: Good ideas can come from anywhere. Be critical, but be open.
- 6 FILL THE GAPS: Understand where the gaps in the walkable city exist and then fill them.
- 7 GET STUFF DONE: Find projects that are relatively small and achievable while thinking through the big moves.

