



PHILADELPHIA
2035

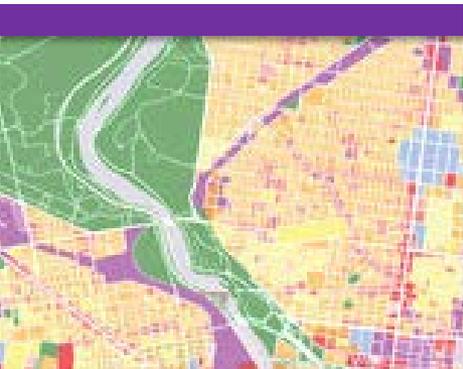
Mayor's Goal 3: "Philadelphia is a place of choice"

- Topic:** Philadelphia City Planning Commission
- Key Presenters:** Alan Greenberger, *Deputy Mayor for Economic Development*
Gary J. Jastrzab, *Executive Director*
Eleanor Sharpe, *Deputy Executive Director*
- Date:** October 22, 2015

Executive Summary

Major Accomplishments:

- *Philadelphia2035* District Plans: Allows people to envision and plan the future
- Registered Community Organizations: Gives residents a voice in planning issues
- Zoning Code Updates and Remapping: Improves development processes and predictability
- Citizens Planning Institute: Educates the public
- Civic Design Review: Improves quality of public space
- Winner of multiple awards and recognition including the American Planning Association National Award for Best Practice



Who We Are

- Mission
- Scope of Services

Mission of the City Planning Commission

1951 HOME RULE CHARTER defines the mission of PCPC as:

Guide the orderly growth and development of the city through:

- Physical Development (Comprehensive) Plan of the City
 - Zoning Ordinances, Maps and Amendments
 - Capital Program and Budget
 - Street and Land Subdivision

The scope of work that the Planning Commission handles has expanded to include:

- Economic and Community Development
- Transportation Planning
- Environmental Review and Planning
- Sustainability
- Public Health
- Urban Design
- Neighborhood Conservation
- Preservation
- Geospatial Analysis
- Plan Review
- Citizens Planning Institute (education and outreach)

Organizational Chart

City Planning Commission

Executive Director

Deputy Director

Deputy Director

Implementation

Planning

Development
Planning &
Zoning

Education
& Outreach
(CPI)

Urban
Design

Administration

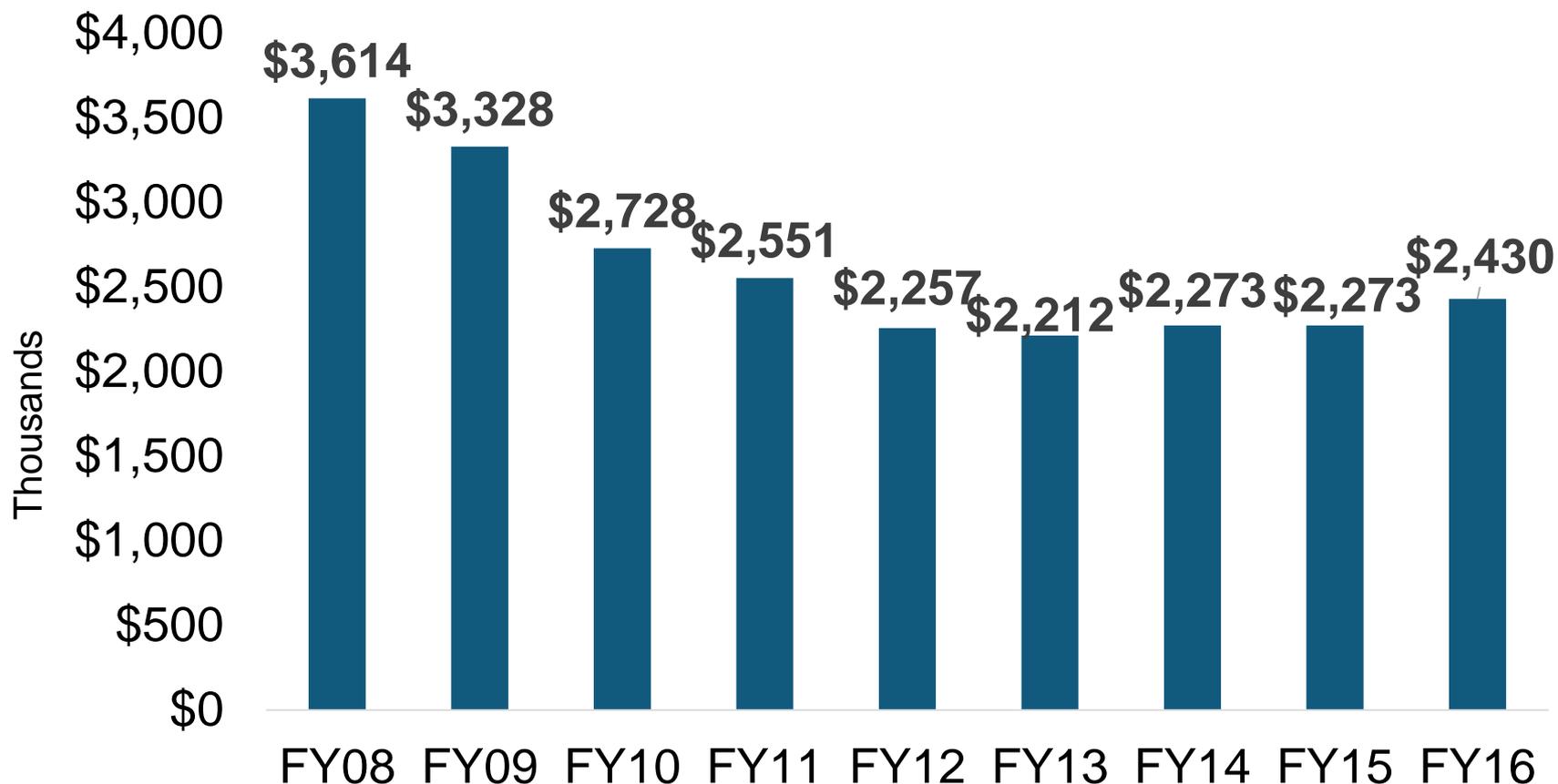
Geographic
Information
Systems

Art Commission

Policy &
Analysis

Computer Services

Nine-member Commission and 48 staff positions across 10 divisions.

Operating Budget: General Fund

Overall, general-fund support has decreased 33% over 9 years from \$3.61M in FY08 to \$2.43M in FY16. The number of general-fund positions decreased from 49 to 32.

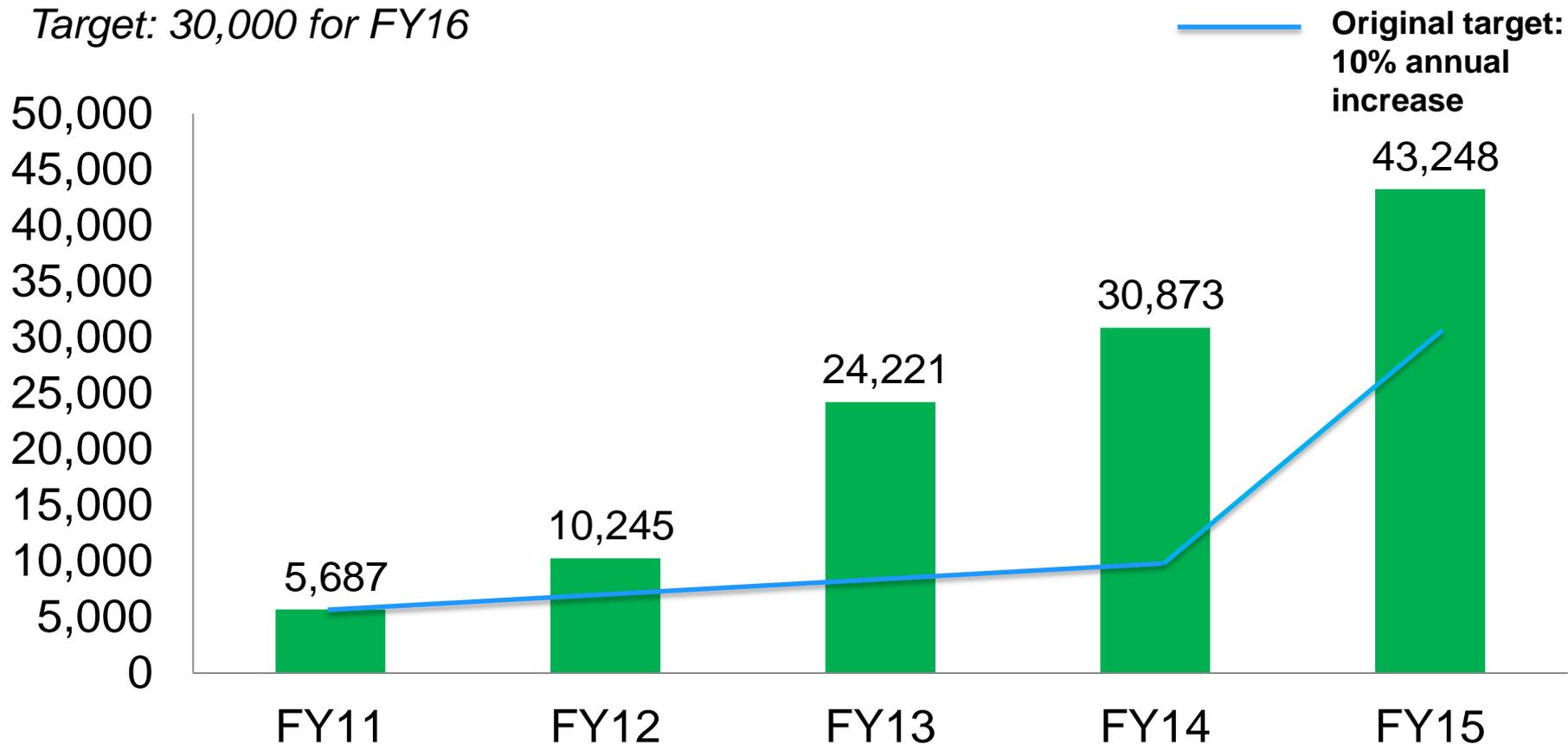


What We Do

- Performance Measures
- Strengths and Challenges

Performance Measure 1: Number of *Philadelphia2035* participants per year

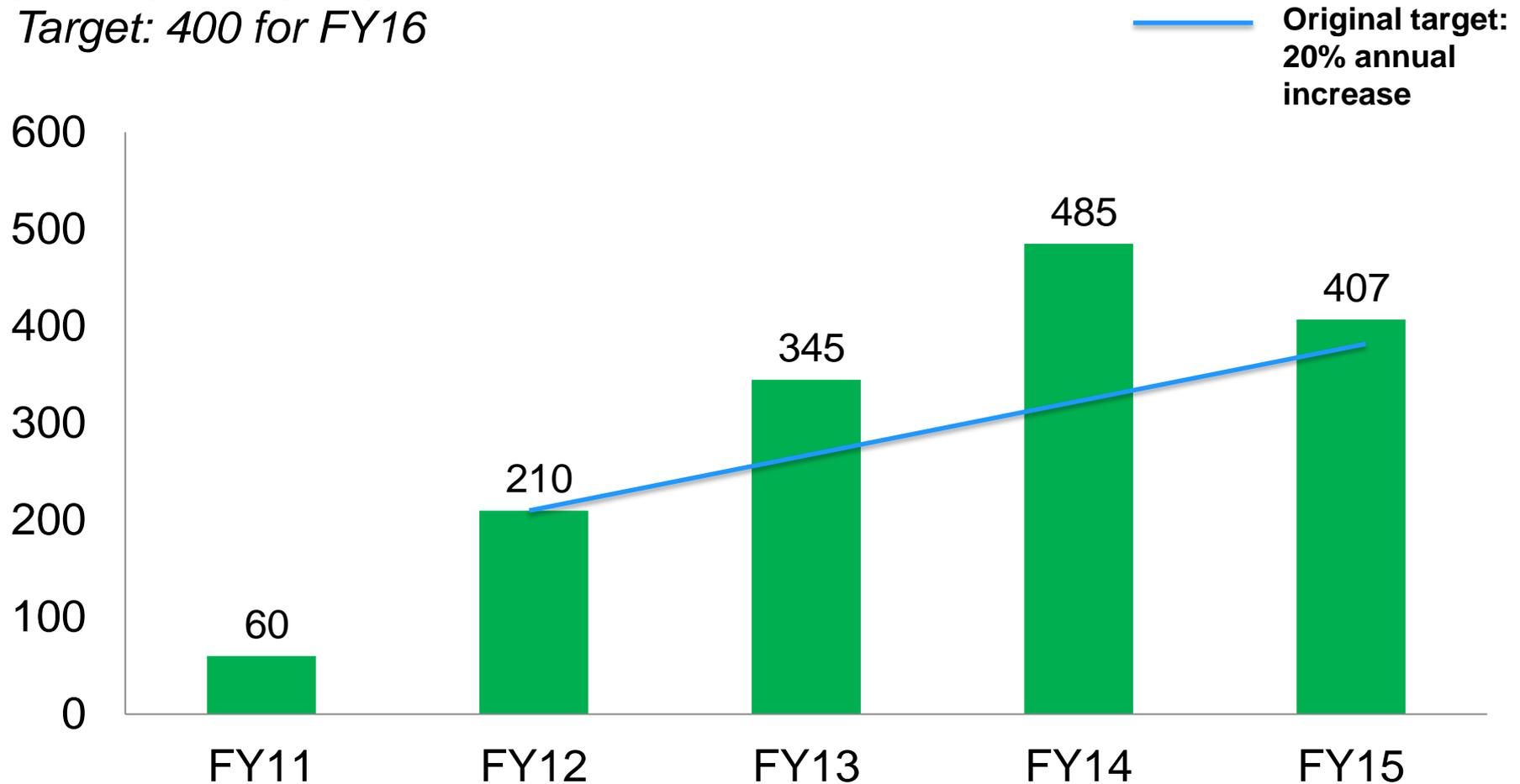
Target: 30,000 for FY16



Includes participants across all outreach platforms: public-meetings, visits to phila2035.org website and blog, Facebook and Twitter followers, plus users of virtual mapping.

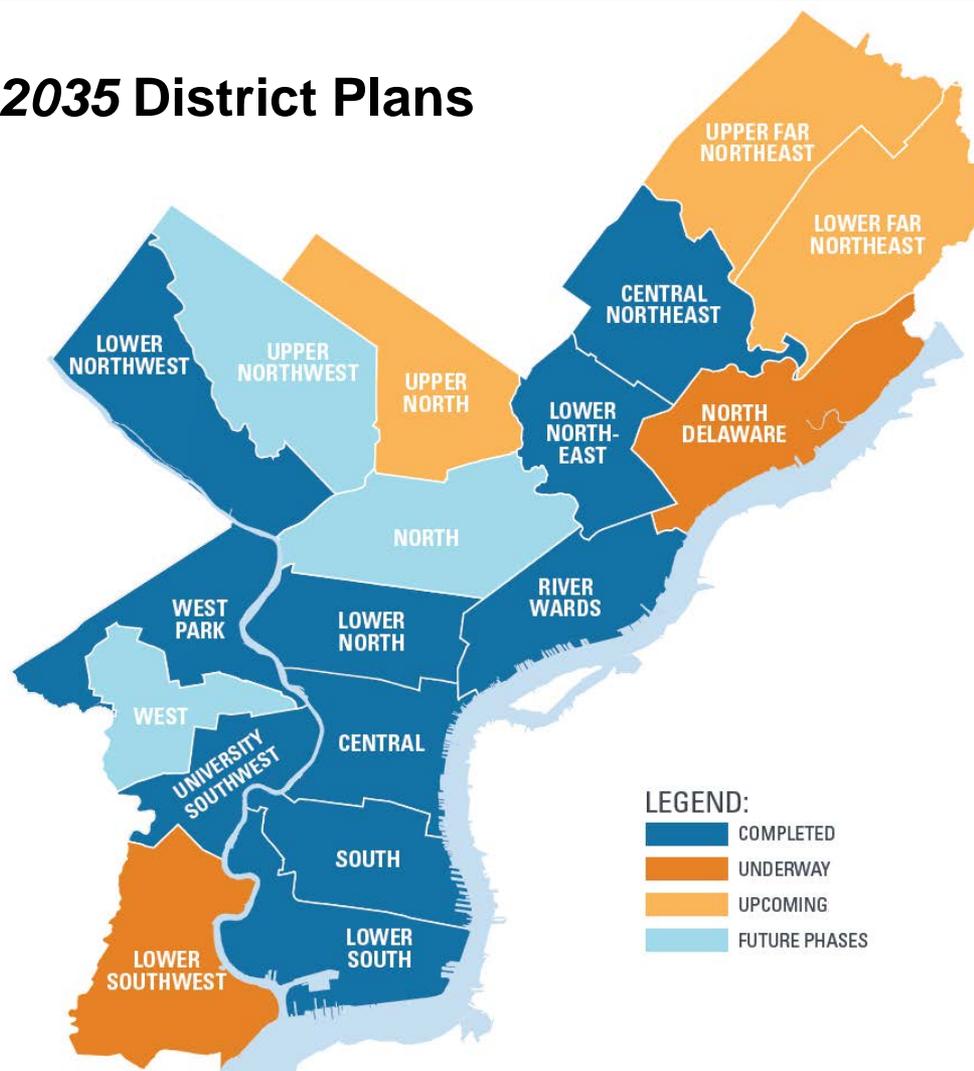
Performance Measure 2: Number of Citizen Planning Institute (CPI) participants per year

Target: 400 for FY16



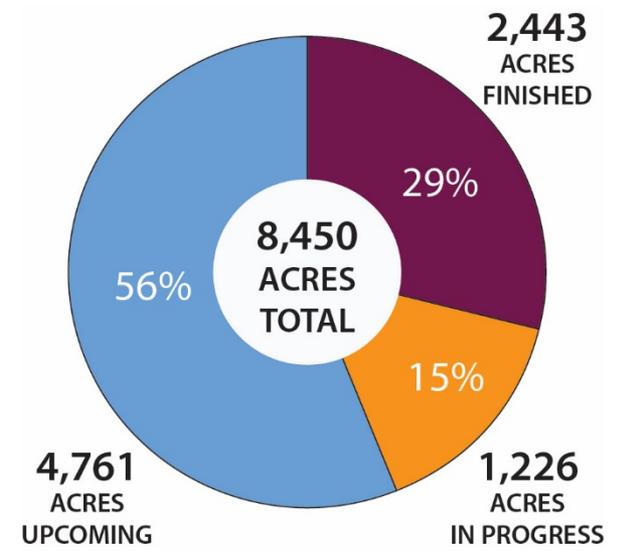
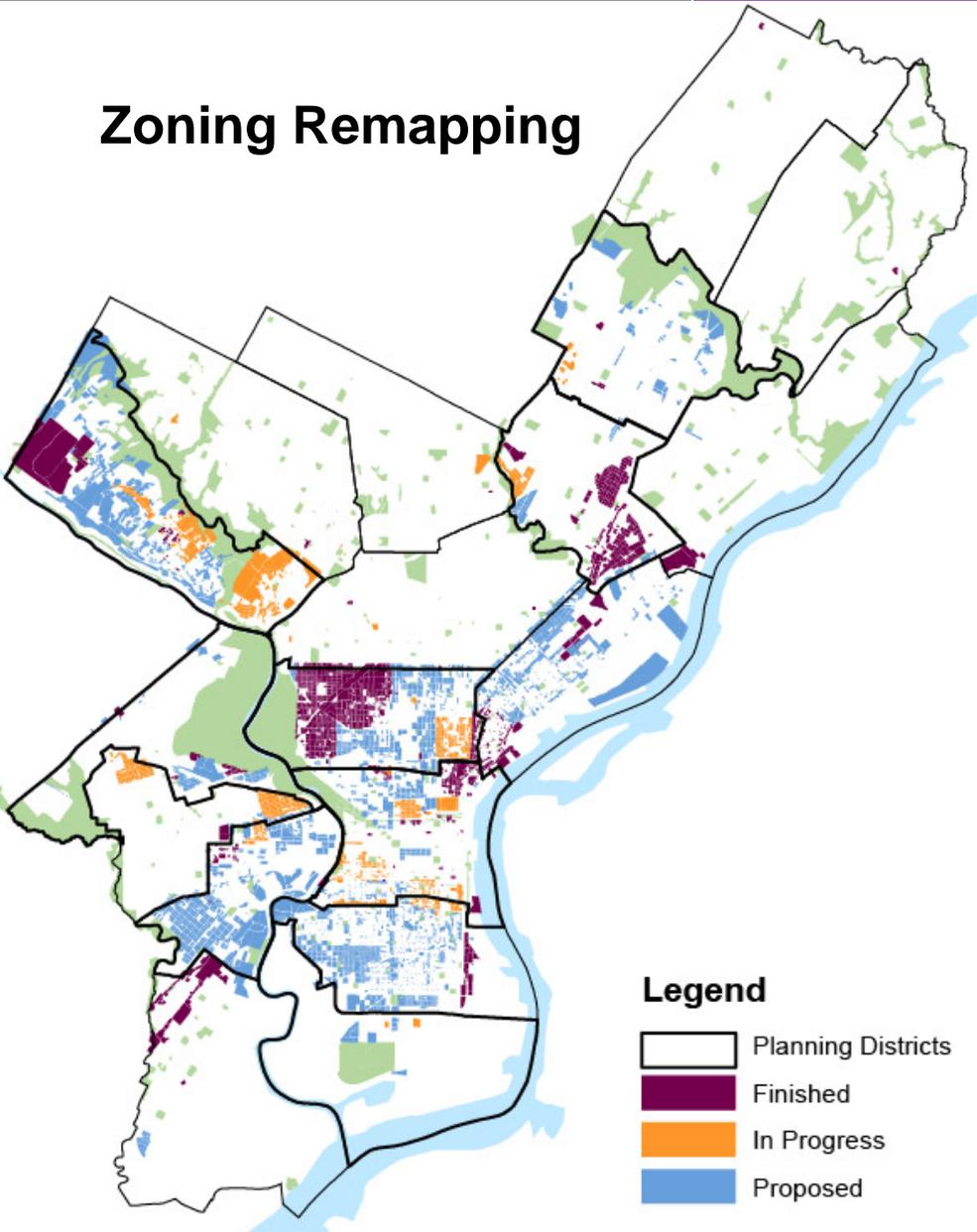
Includes class registrants, instructors, annual graduation attendees, and participants at training sessions for Registered Community Organizations.

Philadelphia2035 District Plans



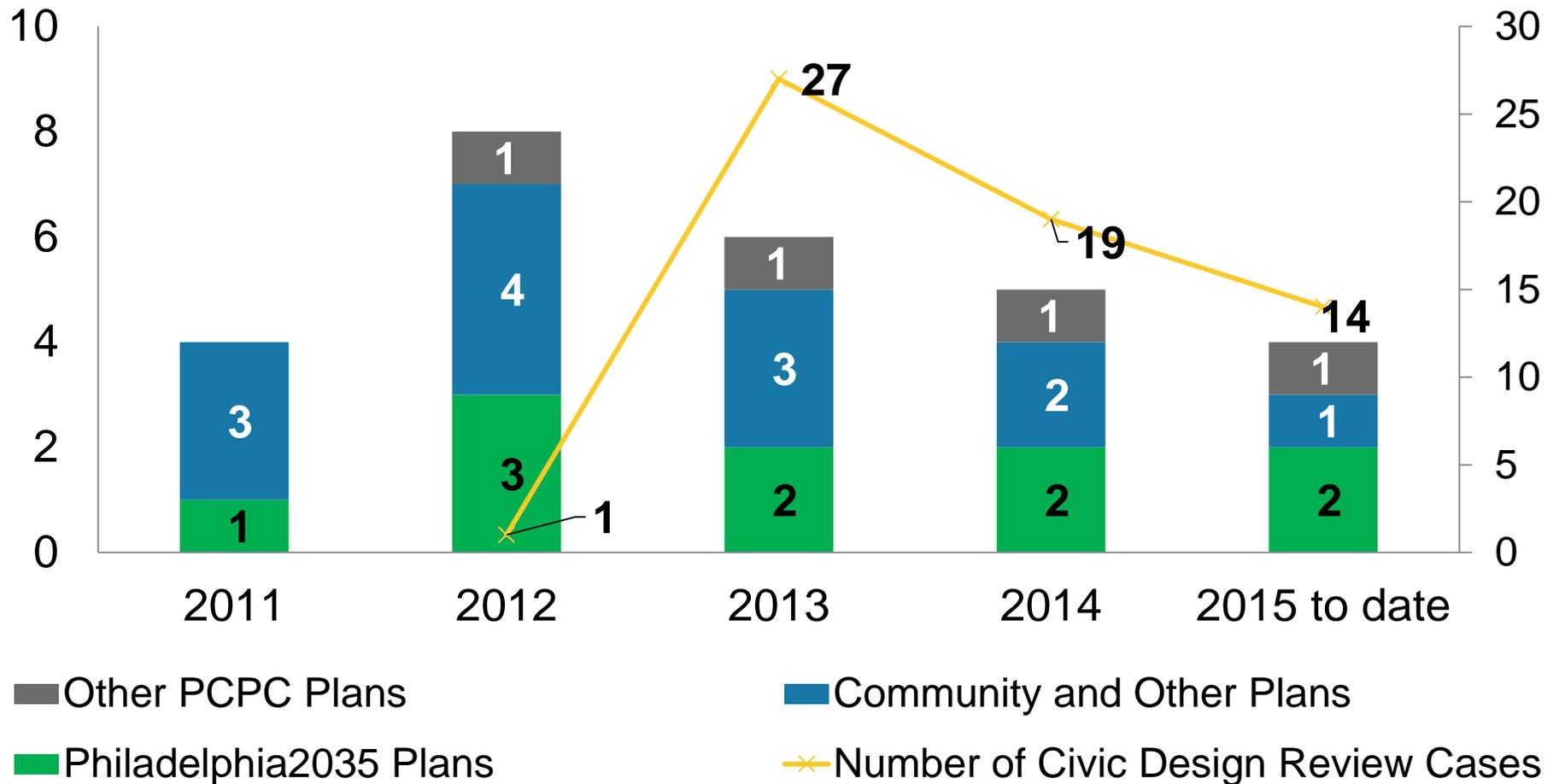
Of 18 *Philadelphia2035* District Plans, 10 are adopted by the Commission, 2 are in progress, 3 are on deck, and 3 more will be completed by 2018.

Zoning Remapping



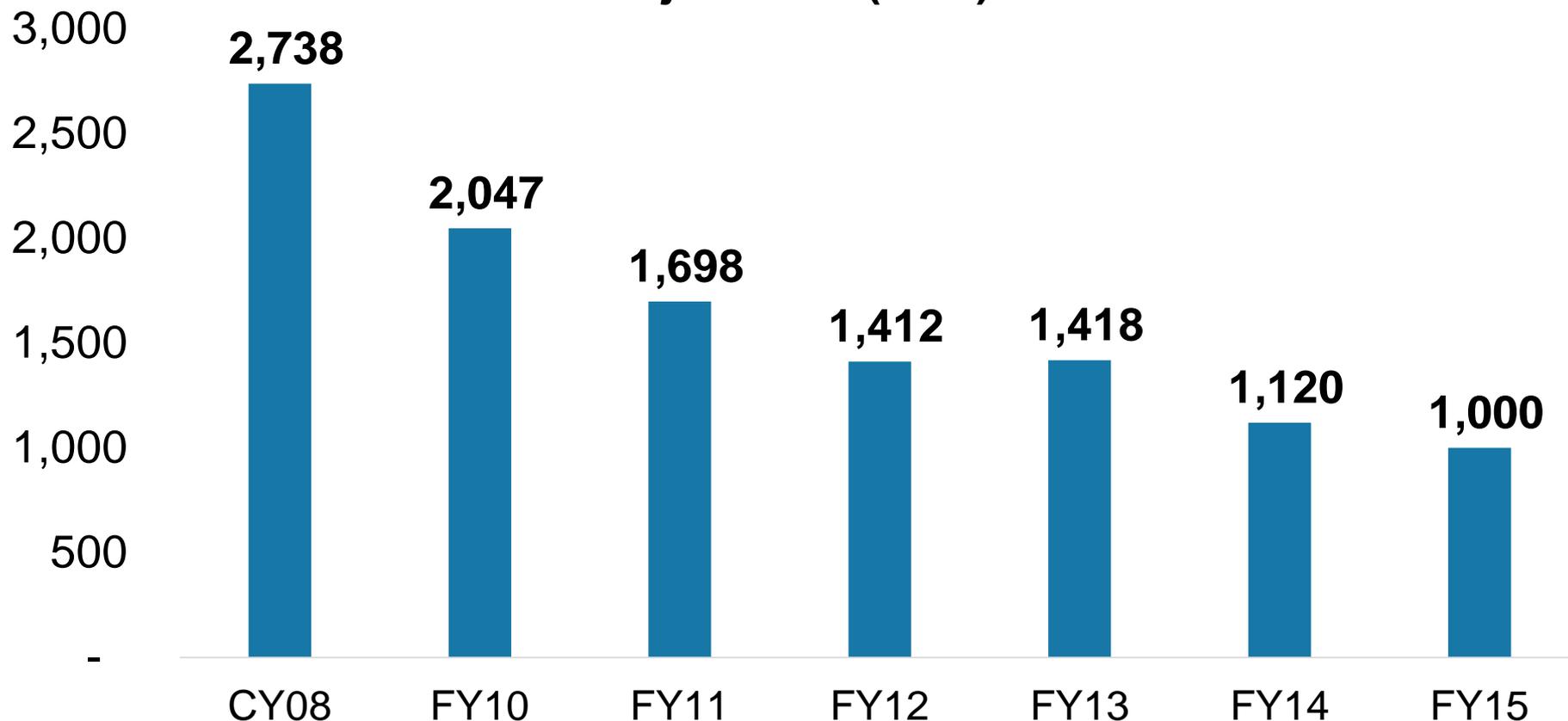
The 10 adopted District Plans recommend 8,450 acres of land be re-zoned; to date, 29% of that has been remapped and 15% is in progress.

Commission Review and Action



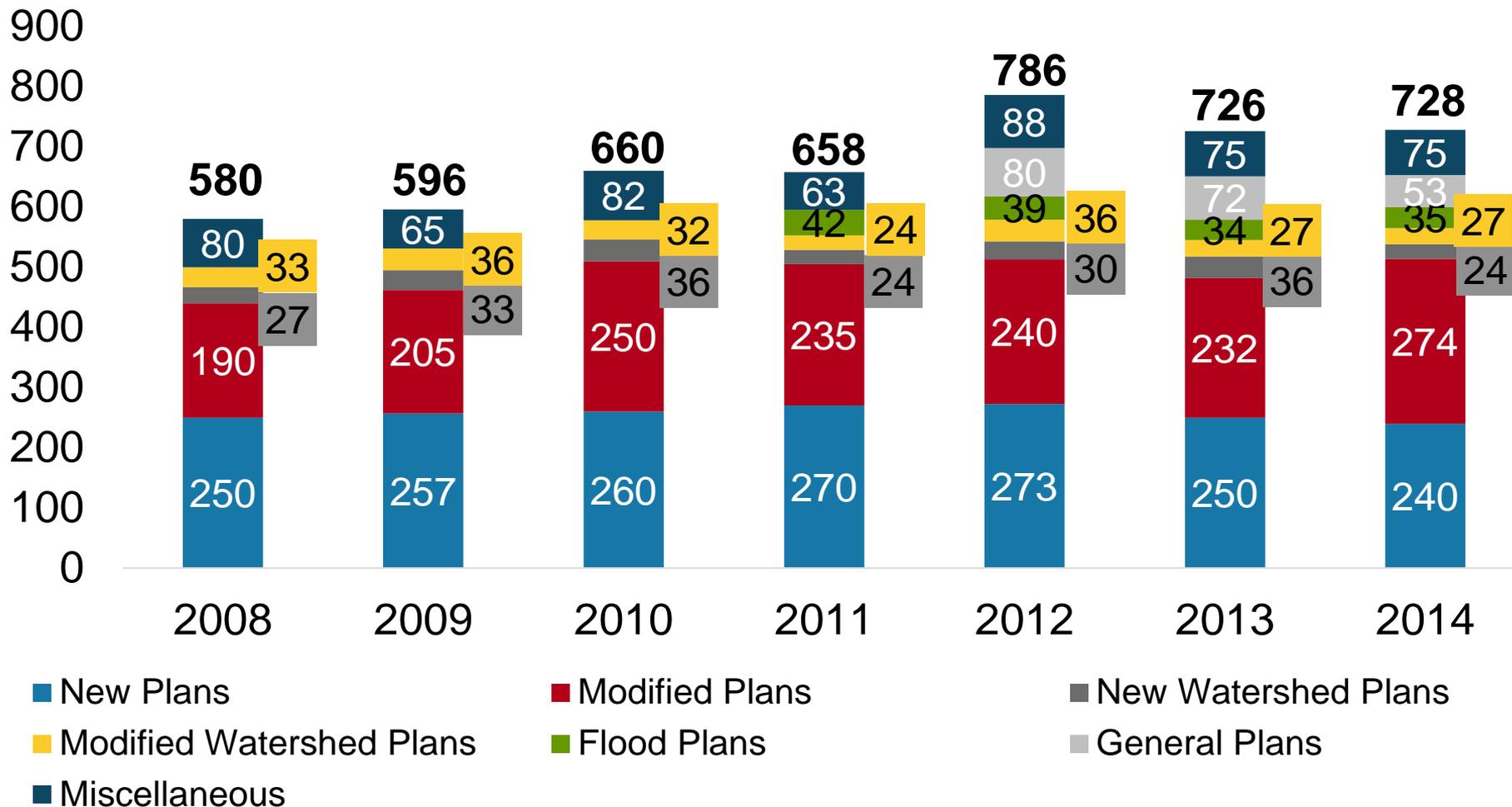
The Commission and its Civic Design Review Committee takes action on staff-prepared and other plans, and major development projects.

Number of Staff Recommendations to the Zoning Board of Adjustment (ZBA)



The new Zoning Code went into effect in 2012 and, as intended, has made development processes more streamlined and predictable. This is evidenced by the decreasing number of projects requiring ZBA action.

Number of Plan Reviews by Staff



The volume of plan-review work by the PCPC staff has increased 26% in 7 years from 580 in 2008 to 728 in 2014

Strengths



Stewards of the City's neighborhoods and "public realm": No one else in City government has the important responsibility for envisioning the positive future for neighborhoods and working with citizens to achieve it over time.



Leadership and staff: Professional staff are creative and energetic; strategic and analytic; and expert in civic engagement and public outreach. The PCPC staff received the National Planning Award for Best Practice in 2013.



Partnerships with key stakeholders: Effective working relationships across departments and branches of government, and with neighborhood leaders, developers and other stakeholders in the region.

Key Challenges



Resources (staff and other): Budget constraints and civil-service hiring procedures hamstringing our ability to keep work on pace. Multi-year, private foundation grant runs out this year and there are very limited City resources to enable continuation of Phila2035 civic-engagement effort.



Closer alignment between City plans and policies: Need broader consensus that the PCPC's physical-development plan (Phila2035) is City government's blueprint for capital budget and program, and departments' plans and policies.



Minimal authority: Except for a few instances (e.g., master-plan approvals), the PCPC's authority is purely advisory, which means developers, designers, neighborhood groups, legislators, and partner agencies may choose to ignore it.



What's on the Horizon

- Initiatives

Initiatives include:

- Prepare *Philadelphia2035* District Plans through 2018; revisit *Citywide Vision* for completion in 2020
- Expand the reach and impact of the Citizens Planning Institute
- Refine and fine-tune the Zoning Code
- Make zoning map revisions across the city, based on recommendations of the District Plans and City Council initiatives
- Strategically align Capital Budget and Program with Commission-adopted and -accepted plans and other efforts
- Partner across City departments (e.g., flood-risk management, sustainability/resiliency, transportation/transit planning, Get Healthy Philly, Land Bank)
- Launch the capital-budget-funded *Coordinated Master Plan for Public Safety* in 2016



Additional Public Resources

- www.phila.gov/CityPlanning
- www.Phila2035.org
- www.CitizensPlanningInstitute.org
- www.facebook.com/Phila2035
- www.twitter.com/PhilaPlanning
- www.twitter.com/PhilaCPI



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