

ISSUE
NO 1

WE BUILD THIS CITY



PHILADELPHIA
CITY PLANNING COMMISSION

WHAT IS THIS?

Hi there! Thanks for picking me up! Philadelphia City Planning Commission (PCPC) staff made this zine* to put a face on city government and city planning, which is what we do and love.

PCPC serves all Philadelphians and helps them make their neighborhoods and public spaces the best they can be. We are using this zine to further that mission, and better explain planning in this great City that belongs to us all.

Happy reading!

thanks,

**PHILADELPHIA
CITY
PLANNING
COMMISSION**

*What's a zine, you ask? It's a non-commercial, often homemade publication usually devoted to specialized and often unconventional subject matter

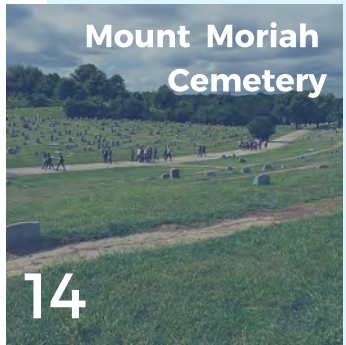
SPRING / SUMMER 2019

- 04 Who We Are
- 05 What We Do
- 06 We've Come a Long Way
- 08 Philadelphia2035
- 10 Sharing the Love
- 12 Coloring Time
- 13 Streets Satisfaction
- 14 Mount Moriah Cemetery
- 16 Paulette Rhone
- 17 I Love You Philadelphia
- 18 Maplewood Mall
- 20 Crossword Puzzle
- 22 American Street
- 24 Frankford Pause
- 26 Planning Word Search
- 27 Philadelphia Will Do
- 28 What's Next?
- 30 Get Involved

Photo Credits

Cover: Photo by M. Fischetti for VISIT PHILADELPHIA®
Philadelphia2035: Photo by M. Fischetti for VISIT PHILADELPHIA®
Sharing the Love: Rendering by Studio|Bryan Hanes; Photos courtesy of Philadelphia Water Dept.
Paulette Rhone: Photo by Haverford College
<https://collaboratives.haverford.edu/urban-ecology-arts-exchange/>
Maplewood Mall: Renderings by Ground Reconsidered
American Street: Photos courtesy of Philadelphia Streets Dept.
Frankford Pause: Renderings by Hinge Collective / Frankford CDC

Mount Moriah
Cemetery



14

Maplewood
Mall



18

American
Street



22

Frankford
Pause



24

who we are

The **Philadelphia City Planning Commission (PCPC)** is a City agency. We work with residents, institutions, and other government agencies to shape the buildings, parks, and streets of the city that we all love.



**philadelphia
planning**

what we do

PCPC staff wear many hats and have lots of responsibilities.

The City charter requires us to manage the capital program (how the city spends money on physical assets) and maintain a plan for the future growth of the City.

We work with communities to make recommendations about the size and shape of new buildings and public spaces, and how vacant land should be used.

We also review building and site plans to make sure they follow the rules.

Whew! Our days are pretty busy.



**city
commission**

WE'VE COME

In 1964, Edmund Bacon, then Executive Director of PCPC, made it to the cover of Time Magazine. His cover highlighted the rising importance of planning and Philadelphia's position at the forefront of the field. During this time, Bacon was a strong supporter of urban renewal, a government program and tool for directing growth in cities. It included clearing out entire neighborhood areas for large developments, private businesses and institutions. For many low-income communities and communities of color, the legacy of urban renewal is one of segregation, dispossession, violence and loss of community.

Today, Philadelphia's planners recognize these community traumas. Addressing the past deep wounds must guide our planning efforts. We want to engage communities authentically and better represent their needs. PCPC believes there is power in proximity to amend past discriminatory practices.

We are a long way from the point where our staff is representative of the city, but PCPC is taking steps to change that. We are visiting schools throughout the city to increase awareness of planning, and working to reduce barriers to internships and employment.

A LONG WAY

TIME

WE BUILD THIS CITY



PHILADELPHIA'S
ELEANOR SHARPE



That's why we're putting PCPC's Executive Director, Eleanor Sharpe, on the cover of our own Time Magazine. She is changing

the legacy of Philadelphia planning today by putting residents at the forefront of not only the planning field, but also in building a mission of inclusivity and diversity.



IT'S TIME TO CELEBRATE!

PHILADELPHIA2035 IS THE CITY'S COMPREHENSIVE PLAN, WHICH GUIDES HOW THE CITY WILL GROW & CHANGE OVER THE NEXT 15 YEARS. AND THANKS TO YOU, IT'S COMPLETE!

IT'S BEEN TEN YEARS, LOTS OF MEETINGS, TONS OF PARTICIPATION, AND A FEW BROKEN EASELS.

CAN'T WAIT FOR THE UPDATE!

PHILA2035

BY THE NUMBERS

5,600

MEETING
PARTICIPANTS

10,000+

COMMENTS
RECEIVED

67
PUBLIC
MEETINGS

13
BROKEN
EASELS

2,540

CITY MILES
SURVEYED

SHARING *the* LOVE

We are nothing without our implementation partners. We want to shine a spotlight on our friends who are making Philadelphia2035 happen and doing great things for Philadelphia. For our inaugural issue, first up is the Philadelphia Water Department!





◀ PARKSIDE EDGE

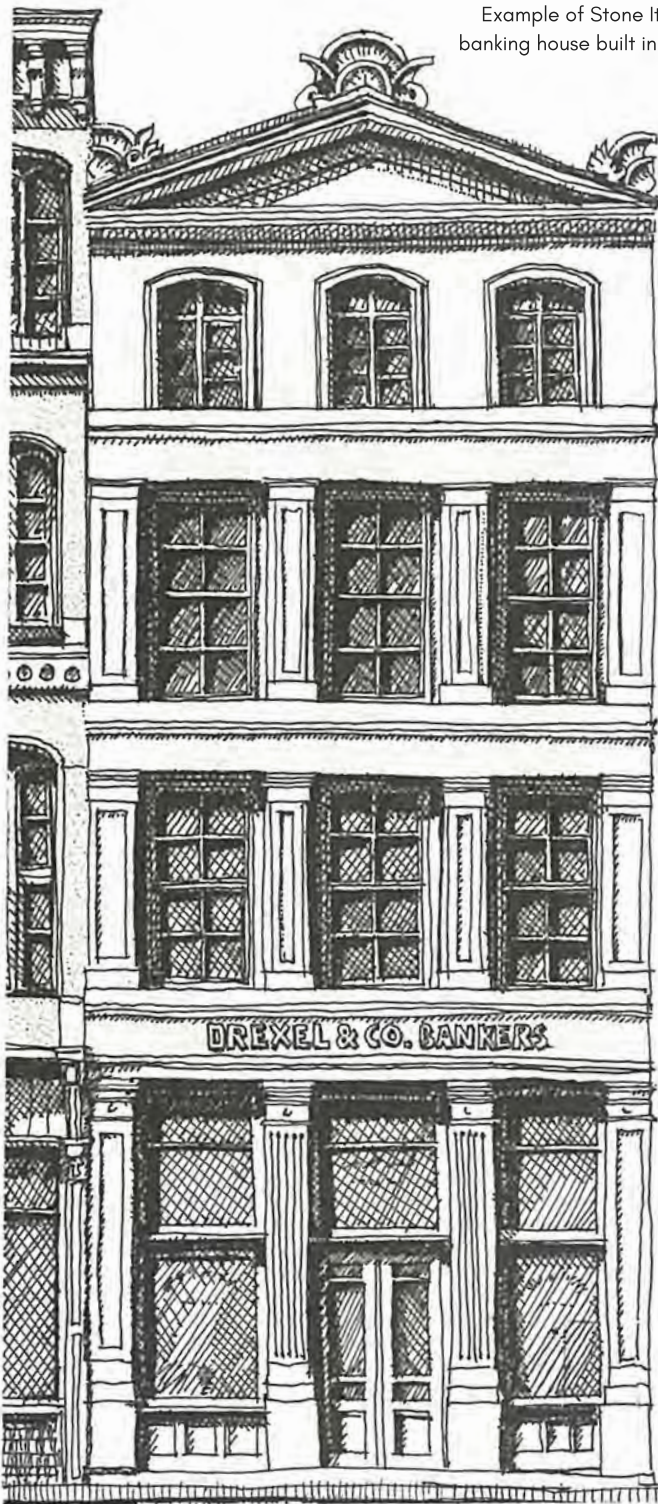
The Philadelphia Water Department (PWD) partnered with Fairmount Park Conservancy and the Parkside community to improve the edge of West Fairmount Park, creating a system of parks within a larger park. This helps make the park more accessible for the nearby Parkside community.

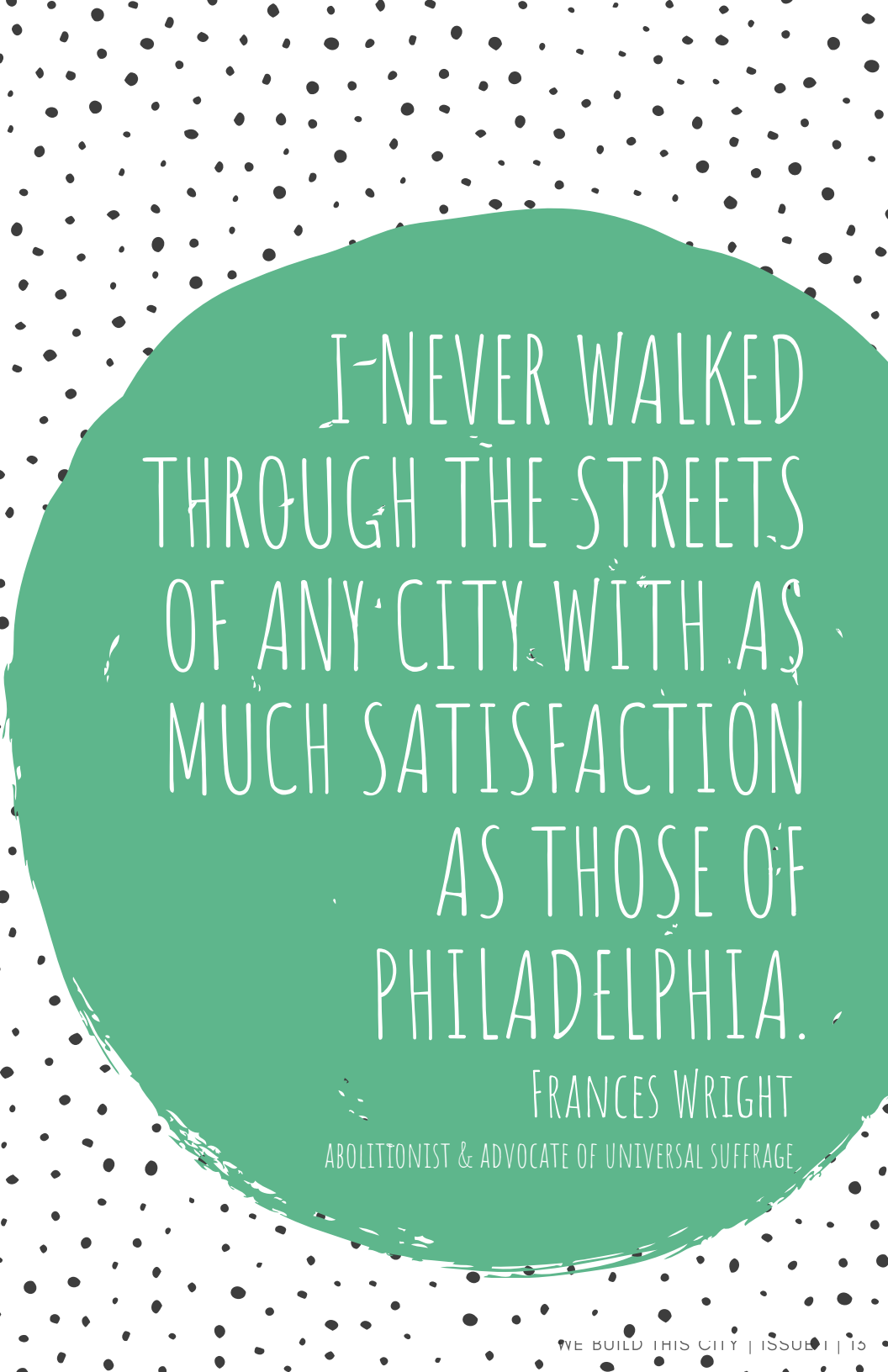
KEMBLE PARK ▲

Kemble Park is one of the largest and most dramatic stormwater management projects in a Philadelphia park. Designed in partnership with Philadelphia Parks & Recreation (PPR) and the local community, the stormwater basin is planted with a diverse array of native plants.

COLORING TIME!

Example of Stone Italianate-style banking house built in Old City from 1855 - 1873.





I NEVER WALKED
THROUGH THE STREETS
OF ANY CITY WITH AS
MUCH SATISFACTION
AS THOSE OF
PHILADELPHIA.

FRANCES WRIGHT

ABOLITIONIST & ADVOCATE OF UNIVERSAL SUFFRAGE

MOUNT MORIAH

CEMETERY

Mount Moriah Cemetery is one of the most unique and underrated jewels in Southwest Philly. Established in 1855, the cemetery spans 160 acres across Philadelphia and Yeadon with a rolling landscape, regal monuments, and endless links to the past.





In 2018, the Friends of Mount Moriah Cemetery received a Preservation Alliance Achievement Award for preservation of the historic gatehouse and completed a strategic plan for the cemetery using funding from the William Penn Foundation and the Pennsylvania Historical & Museum Commission.

HONORING A
COMMUNITY LEADER

Paulette Rhone

1954-2019



With heavy heart, we say goodbye to a truly amazing mother, daughter, sister, and community leader, Paulette Rhone.

Paulette was the Board President of the Friends of Mount Moriah Cemetery, the Executive Director of the Land Health Institute, on the Board of Empowered CDC, and Philadelphia County Master Gardener through the Penn State Extension.

Paulette inspired so many with her generous spirit and her voice for anyone who was disadvantaged. Her kind heart, words, and actions will live on.



**I LOVE YOU
FROM HERE TO
PHILADELPHIA**



MAPLEWOOD MALL





Maplewood Mall was turned into a pedestrian street that was closed to cars more than 40 years ago. Since then, the mall has fallen into disrepair with decreasing foot traffic, uneven cobblestone paving, and storefront vacancies.

PCPC is coordinating the design and reconstruction of this unique public space to support existing and new businesses along the mall and create a beautiful outdoor space for community events.

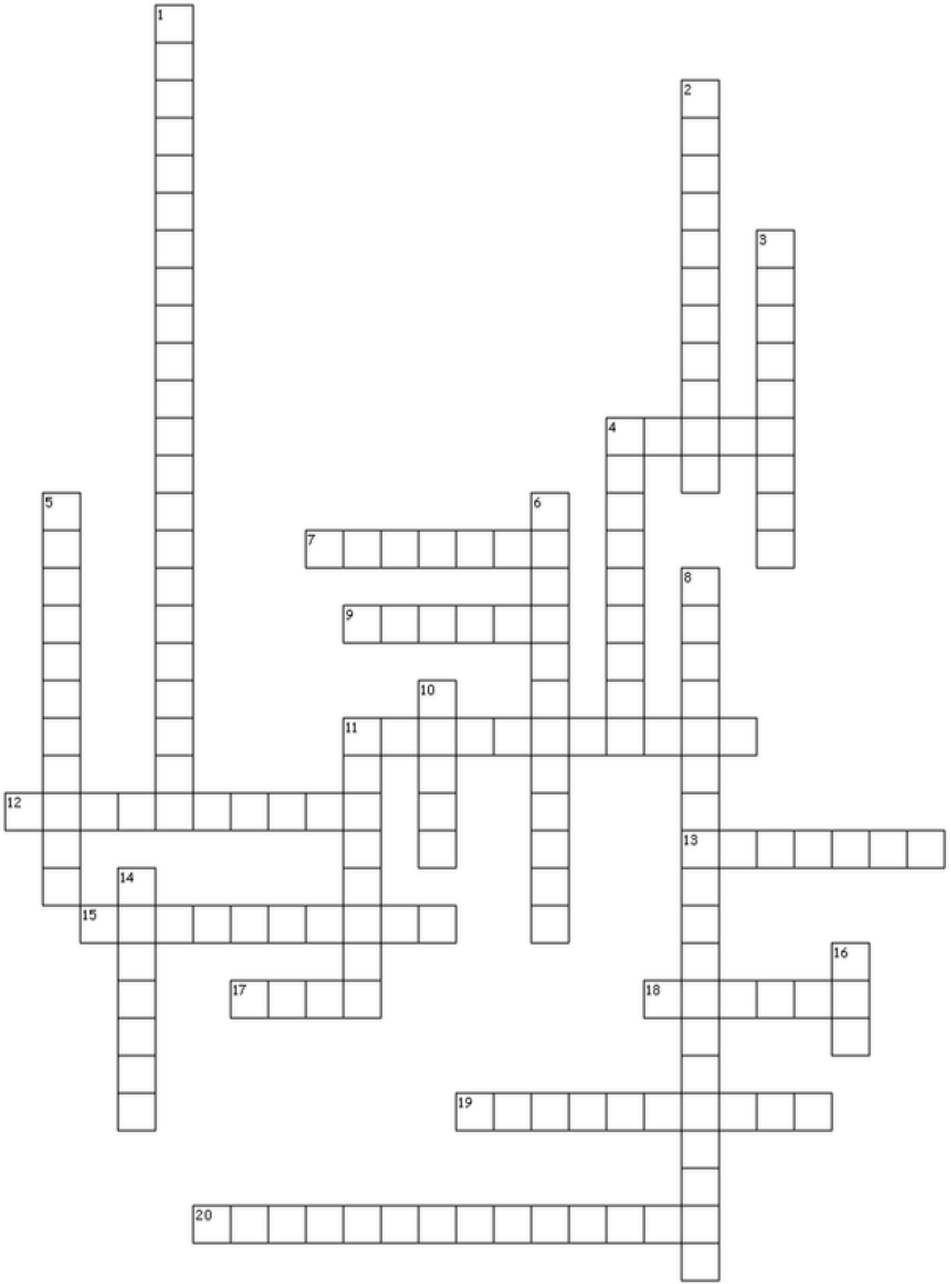
THAT'S PUZZLING

ACROSS

- Philadelphia is home to the nation's _____ zoo
- 12% of Philadelphians speak this language.
- Mother _____ AME Church was the first African American church, est. 1794
- In 1988, the Philadelphia Eagles made the world's largest _____
- Original name of Market Street (2 wds)
- Benjamin Franklin founded the nation's first _____ in Philadelphia
- The Native American tribe that lived in Philly before it was Philly
- Philadelphia ____ is a genre of music that influenced disco and urban contemporary music
- Philadelphia _____ means 'let brotherly love endure'
- Neighborhood name means 'beautiful view' (2 wds)
- The oldest living botanical garden in North America (2 wds)

DOWN

- Original name of the Philadelphia Eagles (3 wds)
- Neighborhood named from the Native American 'standing stone'(2 wds)
- Teen dance party program that premiered in 1952
- The oldest and largest park system in the nation
- Neighborhood name meaning 'place where there is a meadow'
- The sixth largest city in the U.S.
- Oldest continuously published African American newspaper (2 wds)
- Philadelphia's regional transit authority
- Largest city government building in the country (2 wds)
- Mayor Kenney's initiative to fund recreation centers and libraries
- The Philadelphia ___ houses more than 13,000 animals



ANSWERS:
 ACROSS: 4. FIRST 7. SPANISH 9. BETHEL 11. CHEESESTEAK 12. HIGH STREET 13. LIBRARY 15. LENI LEVAPE 17. SOUL 18. MANETO 19. BELLA VISTA 20. BARTRAMS GARDEN
 DOWN: 1. FRANFORD YELLOW JACKETS 2. JUNIATAPARK 3. BANDSTAND 4. FAIRMOUNT 5. KINGSSESSING 6. PHILADELPHIA 8. PHILADELPHIA TRIBUNE 10. SEPTA 11. CITY HALL 14. REBUILD 16. ZOO

American

The City of Philadelphia received federal funds to make improvements along American Street between Girard and Indiana Avenues.

Street



2013



today



The improvements include:
new sidewalks with extensions at
intersections that reduce the distance
to cross the street,



medians with green
stormwater infrastructure,
protected bike lanes, street trees,
and lighting.

TICKLE ME PINK!

Frankford Pause is the name of the pocket park that serves as an outdoor community gathering and event space for the Frankford neighborhood.

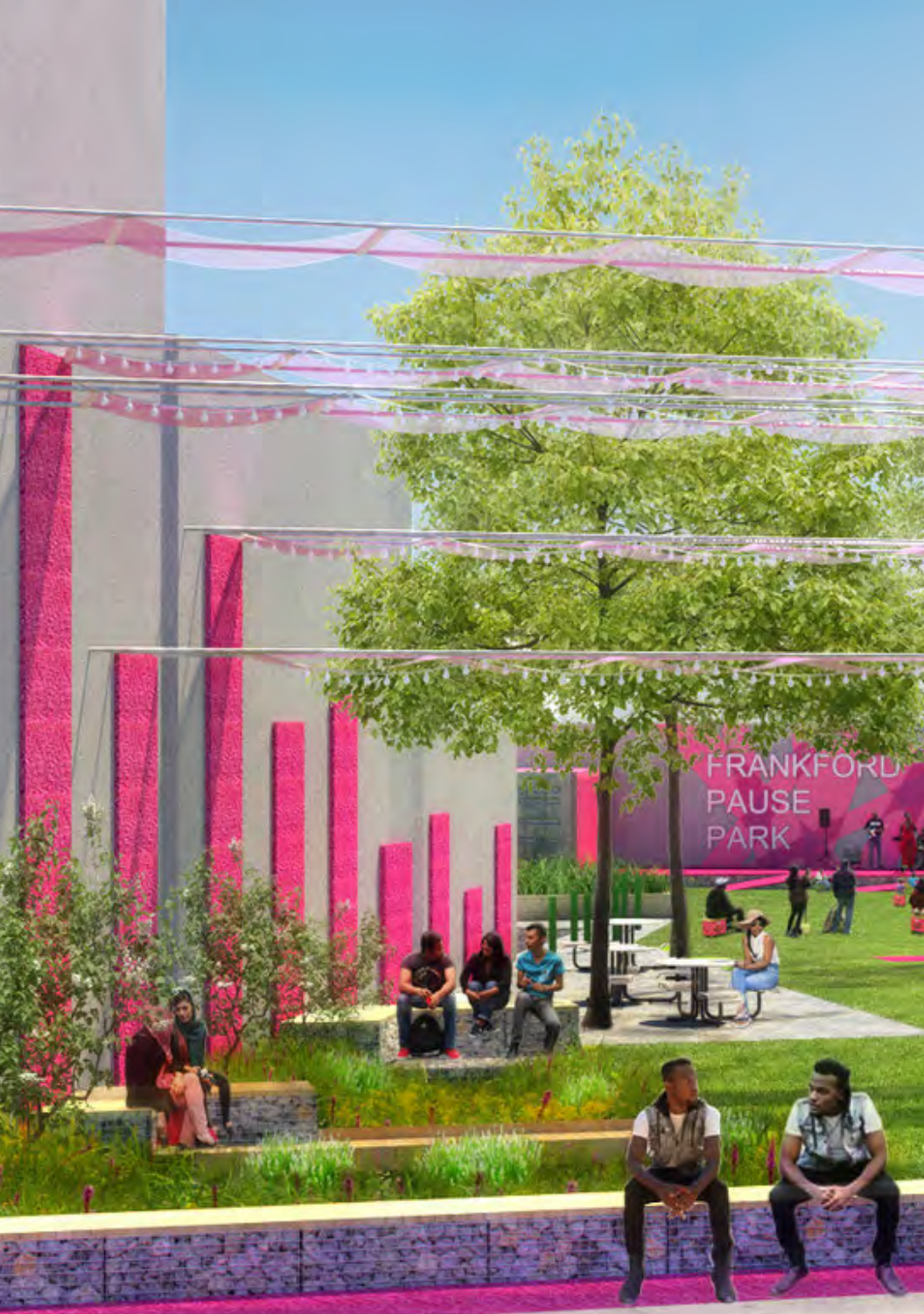
Design and construction of the park was paid for by a grant to PCPC from ArtPlace America.

The Park was designed by Hinge Collective for the Frankford CDC.



PILOT PHASE | 2018

The Frankford Pause is named for an expression that locals use for stopping mid-conversation when the El rumbles overhead.



PHASE II | ANTICIPATED 2019

WORD SEARCH

X R K C R M B I N I L N G U O A R C E R I N F E F
S A R A R G R E T Q G T N R R H G A I F D S K V V
F L D S H D T G T R L L O A R T V T R K I H K J G
F N N N J Q U B B U Y A I I X A S I P X J Y L V O
O A R I D M U C I B R L S A H L G L R L C O R S I
T N D M E K S L K M W T I Z Y Q Q E B K Z O D U K
R Q Y A C R V T I C R F V T U O N Z F J F U F D T
F A D O K C A B T E S K V N M O W V I A V N X K I
C R H S G E U C E K I G O S P T R X Q R Z Y W L P
Q I O K S U I T Y M P P O T O R Q C A Z Y N W H U
H C E N M R I P T F S V B C S A E C B G T R N K B
R C J G T B L E P X U I C T I Z X R Q Z G Z Y P I
L T S S L A X D O B W Z U F Y G X O D I W F T Y Z
H J I W N N G D I C I A F E I W F N K L I A P Y V
Q D O E Q D H E I G H T Z E H W Y C G D Y U K G A

CAR
DECK
DISTRICT
FRONTAGE
HEIGHT
PLAN
RAIL
SETBACK
SKYPLANE
STREET
URBAN
VISION

DEFINITIONS

FRONTAGE: FRONT WIDTH OF A BUILDING
OR PROPERTY

SETBACK: DISTANCE OF A BUILDING FROM
THE PROPERTY LINE

SKYPLANE: SET OF RULES FOR TALL
BUILDINGS' SIZE AND SHAPE TO NOT
BLOCK SUNLIGHT

”

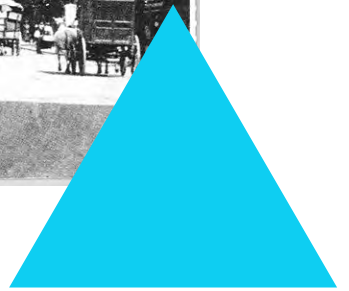
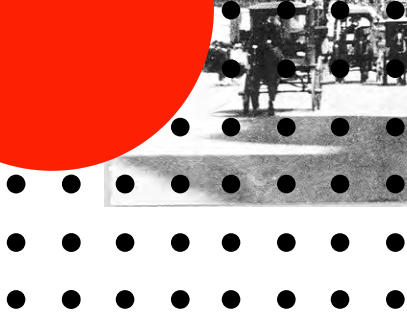
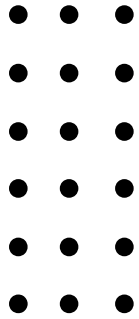
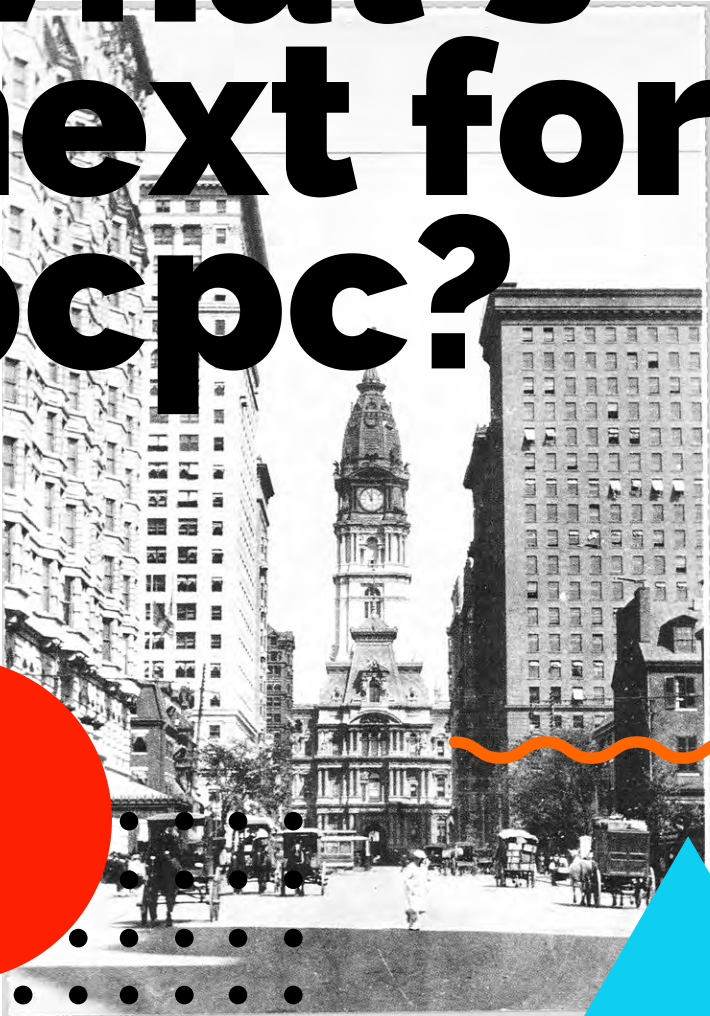
***I'D LIKE TO SEE
PARIS BEFORE
I DIE.***

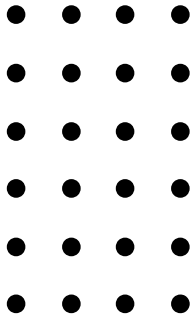
***PHILADELPHIA
WILL DO.***

***.Mae West.
American Actress***

“

what's next for pcpc?





"now comes the hard part"

PCPC, TOGETHER WITH THE PUBLIC AND OTHER PARTNERS, HAVE SPENT THE PAST 10 YEARS PLANNING FOR THE FUTURE OF PHILADELPHIA. BUT THE WORK IS NOT DONE. NOW COMES THE HARD PART OF MAKING IT HAPPEN. TOGETHER, WE CAN ALL ADVOCATE FOR THE PROJECTS THAT WE'VE DEVELOPED IN PARTNERSHIP, WE CAN SEEK GRANTS, AND WE CAN SUPPORT EACH OTHER TO MAKE THESE PLANS A REALITY. IF YOU ARE NOT ALREADY INVOLVED, PLEASE GET INVOLVED WITH YOUR LOCAL CIVIC GROUP OR REGISTERED COMMUNITY ORGANIZATION (RCO), OR REACH OUT TO YOUR LOCAL PLANNER.

AS WE CONTINUE TO MAKE THESE PROJECTS HAPPEN, WE WILL ALSO BE UPDATING AND REVISING PLANS TO STAY IN TOUCH WITH COMMUNITY NEEDS AND CURRENT CONDITIONS.

STAY TUNED TO PHILA2035.ORG FOR UPDATES ABOUT THE NEXT ROUND OF PLANNING AND TO FIND CONTACT INFORMATION.

GET INVOLVED WITH PLANNING

There is no wrong time to get involved in the planning process! There are many ways you can help make it happen:



APPLY TO BE A CITIZEN PLANNER

Citizens Planning Institute (CPI) teaches Philadelphians about zoning, development and planning. Sign-up to receive an email when applications are available, and learn more on the CPI website: citizensplanninginstitute.org

JOIN YOUR NEIGHBORHOOD REGISTERED COMMUNITY ORGANIZATION (RCO) OR CIVIC GROUP

ATTEND A ZONING REMAPPING PUBLIC MEETING

START OR JOIN A "FRIENDS OF" GROUP

NOMINATE A HISTORIC BUILDING OR SITE

**WE CAN'T DO IT
WITHOUT YOU**

*Thank you
for reading!*

For more details about Philadelphia2035, visit
www.phila2035.org

To learn how to become a Citizen Planner, visit:
www.citizensplanninginstitute.org

For all other inquiries, contact us at
(215) 683 4615 or at planning@phila.gov.



[instagram.com/PHLPlanDevelop](https://www.instagram.com/PHLPlanDevelop)



twitter.com/PHLPlanDevelop



facebook.com/PHLPlanDevelop



www.phila.gov/cityplanning