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
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
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
The need to stay relevant and competitive with other cities

**WHY PLAN?**

1. To stay relevant and competitive in the Northeast Megaregion

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*planNYC*

**A GREENER, GREATER NEW YORK**

New York 2007

*Live-Earn-Play-Learn*

Baltimore 2006

*Connections*

The Regional Plan for a Sustainable Future

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)

Citywide + 18 District Plans = 2035 comprehensive Plan
Design for a process that engages public officials and citizens
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
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

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WHY PLAN?

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
To be classified among other similar world class cities

- Montreal: 1,620,693
- Munich: 1,300,000
- Prague: 1,249,026
- Philadelphia: 1,550,000
- Barcelona: 1,621,537
- Milan: 1,310,000
- Adelaide: 1,289,865

**WHY PLAN?**
THRIE
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
THRISE
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

Sports Complex
Philadelphia International Airport
Navy Yard
Recommendations:
- Consider new uses on underutilized land subject to market forces
CONNECT
New Transit Service Lines

West Market Street
Subway Station

Cultural
Corridor

Roosevelt Blvd
Transit

Improved Transit
between
30th St and PHL

Broad Street Line
Extension to Navy
Yard

Delaware River
Waterfront Transit
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 Schuykill River Master Plan
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.