

## Fall 2019 Course Summary Apply by September 9! [www.citizensplanninginstitute.org](http://www.citizensplanninginstitute.org)

### Core Class 1- Planning in the City

October 2, Wed., 6:00-9:00pm

#### Unit 1: *What is Planning?*



Everyone is a planner- in the sense that we all prepare for the future. Learn the tools and principles city planners use to assess current conditions, chart a future vision, and get things done. At a city planning level, you will learn about the Philadelphia City Planning Commission (PCPC) and its staff, the role it plays, and how other city agencies work with it. You will get an overview of the citywide comprehensive vision- **Philadelphia 2035** (adopted in 2011) and how citizens have been involved in developing the 18 District Plans- the second phase of the plan. Learn how planning influences decision-making in the city and how recommendations in the District Plans are being implemented.

**Nicole Ozdemir**, *City Planner, Planning Division, PCPC*



#### Unit 2: *Tioga Goals & Strategies Report*

A goals and strategies report is a do-it-yourself framework for a neighborhood plan and is outlined in your Neighborhood Planning Workbook. Tioga's population declined by an estimated 40% between 1950 and 2000. Despite this disinvestment, Tioga has strong community organizations and has been included in many reports and plans. Learn how community assets, "character areas", and ongoing projects were mapped to attract investment and amp up neighborhood pride.

**Sheila Howard**, *Community Development, Tioga United, Citizen Planner*

### Core Session 2- Zoning and Land Use

October 10, Thurs, 6:00-9:00pm

#### Unit 1: *The Zoning Code*



Understand the reasons why zoning has evolved as an important tool of planning. Zoning regulates land uses and the type, size, and height of buildings. Real projects will be used to demonstrate three methods of zoning "relief" from the zoning code: variances, special exceptions, and zoning remapping. Gain a better understanding of how to navigate the code and what the steps are to learn what can be built on a lot and what approvals a project needs. Learn the limitations of zoning, as well as the elements in the zoning code that help preserve neighborhood character.

**Donna J. Carney**, *CPI Director, PCPC*

**Andy Meloney**, *Senior Planner for Implementation, PCPC*

#### Unit 2: *Citizen Involvement*



In order to have a voice in shaping your community, you need to listen and organize! Learn how one Sharswood/Brewerytown Citizen Planner organized his block to negotiate with a developer needing a variance at the ZBA, and ended up building stronger connections between residents. Now, Andrew often runs into people who say that his block is their favorite block in the neighborhood!

**Andrew Hart**, *Assistant Professor of Architecture, Jefferson University, Citizen Planner*

**Unit 1: The Development Process- the Private Side.**

Hear from two mission driven real estate development companies who work to strengthen neighborhoods by engaging with them. Philly Office Retail has renovated and restored more than 250 vacant, deteriorated commercial and residential units in the Philadelphia region during the past 28 years. Shift Capital launched five years ago with the goal of being a more intentional and impactful real estate developer in under-developed, urban communities. The roles of various stakeholders impacting development will be discussed, in addition to tips on how to work with community

developers to get the desired results for your community.

**Ken Weinstein**, *President of Philly Office Retail, LLC, entrepreneur & real estate developer [phillyofficeretail.com]*

**Tony Ewing**, *Principal, Development and Construction, Shift Capital [shiftcapital.us]*

**Unit 2: Community Development Corporations (CDCs)**

The Philadelphia Association of CDCs (PACDC) is a membership association that works to create an equitable city. Kim will answer your questions about CDCs and talk about “Destination Frankford”, a project stimulated by the district planning process. It led to the transformation of a vacant lot into the Frankford Pause Park and the redevelopment of the Daral Building into a community hub. Under Kim’s leadership, the Frankford CDC has become a valuable advocate for the businesses and citizens of Frankford. Kim received the PACDC’s 2016 Rising Star award for her work in Frankford.

**Kimberly Washington, Esq.**, *Executive Director, Frankford Community Development Corporation; Board member, PACDC*

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**Special Topic #1- Zoning 2.0****October 23, Wed., 6:00-9:00pm**

Development is heating up in many neighborhoods. Learn what role you can play, whether you’re on the zoning committee of your RCO or not. We’re going to cover commonly asked questions, but you’ll have a chance to help shape this class by submitting your questions in advance. We will also hear from Citizen Planners- what challenges they are addressing and strategies they use.

Here are some topics we will include:

- Best practices for holding meetings with developers- what to ask, how to prepare, how to keep the meeting respectful and orderly;
- Working with other RCOs and sample voting procedures;
- Ensuring your by-laws protect your organization and make it more credible
- Being successful at the ZBA hearing;
- Negotiation tools- provisos and community benefits agreements
- Remapping- how does it work and how does it help?
- Best practices in notifying your membership and general public



**Brett Feldman**, *zoning attorney at Klehr, Harrison, Harvey Branzburg LLP, and Spruce Hill RCO Zoning Committee*

**Ebony Griffin**, *Staff Attorney, The Public Interest Law Center*

**Sue Patterson**, *Chair, Penn Knox Neighborhood Association*

**Jonathan Goins**, *RCO Coordinator, PCPC*

**Andrew Meloney**, *Senior Planner for Implementation, PCPC*

## Special Topic #2: Identifying Community Assets

October 30, Wed. 6:00-9:00pm

Asset Based Community Development (ABCD) is a strategy for sustainable community-driven development. ABCD builds on the assets already in the community and mobilizes individuals, associations, and institutions to come together to build on their often-unrecognized assets, instead of concentrating on their needs. Community assets include anything that improves the quality of community life—talents and knowledge, places, buildings, cultural identity, businesses, institutions, associations and organizations. An intentional effort to build and nourish relationships is the core of this strategy and of all community building.

Learn how to use the new “Neighborhood Preservation Toolkit” to identify, preserve, and enhance important places, buildings, or neighborhood character. Also, find or add local landmarks of cultural, historical or environmental importance to your neighborhood through the *City Landmarks Feedback Map*.

In group work, you will learn how to link the issue you want to address with the kinds of assets you should identify. Translating the results to a map will show the physical locations of resources and gaps. Individual assets and relationships may be illustrated through diagrams. A related method is called “power mapping” which identifies the people and organizations who are affected by your issue, and how much power or how much influence they have over the issue. Use this to build those critical relationships to move your project forward.



**Facilitators:** **Molly Lester**, *Research Associate, PennPraxis*; **Darnetta Arce**, *Exec. Director, Brewerytown Sharswood Community Civic Association NAC*; **Stephanie Ridgeway**, *Indego Community Coordinator, Office of Transportation, Infrastructure, and Sustainability (OTIS)*; **Melissa Kim**, *Deputy Director, LISC Philadelphia*; **Veronica Ayala Flores**, *Community Development Assistant, LISC Philadelphia*

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## Special Topic #3: Telling Your Neighborhood’s Story- How to Have a Voice in Local News

November 6, Wed. 6:00-9:00pm

What stories would you want to promote about your neighborhood? What role can you play in improving coverage of your community and the issues you care about? Learn about the Organizing for Neighborhood News project, which was a six-month pilot project in Philadelphia that trained and mentored community members and student journalists to work with residents, developed stories with reporters and boosted information that helped counter coverage that stigmatizes people of color and marginalized communities.

At this workshop, you’ll learn strategies to strengthen local news and make it more responsive to and representative of city residents. You’ll learn how to find the untold stories in your community, build close relationships with journalists, and share stories that get attention and inspire people to action.



Storytelling is also a powerful means to build trust and credibility. Planning helps communities tell a story about future visions- what does your neighborhood look like in 50 years? You’ll hear about a North 5<sup>th</sup> Street Revitalization Project pilot that engaged local youth to learn about their own community stories and helped strengthen their commitment to staying there.

**Mike Rispoli**, *News Voices Director, Free Press/Free Press Action Fund*;  
**Andrea Wenzel**, *Ph.D., assistant professor, Klein College of Media and Communication, Temple University*;  
**Stephanie Michel**, *Director, North 5<sup>th</sup> Street Revitalization Project*

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## Presentations & Pizza Workshop

November 13, Wednesday 6:00-9:00pm

### Final Presentations

Give a 5-minute presentation on a project that you or your organization is working on, or a dream project. Receive feedback from your fellow CPI participants and professional city planners. This meets the **final paper or presentation** requirement.

This is a low-stress way to get public speaking practice and have a networking opportunity with your classmates and professional city planners!

*Attendance is optional*



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### Additional Information:

- All sessions include time for Q&A with presenters and most include an interactive fun group exercise at the end of the session to help you “lock in” what you’ve learned.
- You’ll receive handouts at each session, as well as a syllabus with reading suggestions prior to each class.
- We pack a lot into each class, so it’s important that you plan to arrive **BEFORE** the 6:00pm start time, to get settled, talk to your classmates and get some dinner! (included in course fees)
- To learn more about the instructors for each class, go the CPI website, “Course Info” page. <http://citizensplanninginstitute.org>



### **HOLD THE DATE!**

#### Networking & Social event:

**Wednesday, September 25: 5:30-7:30pm**

*The Bourse food court*

*For Fall 2019 participants and Citizen Planners and Instructors from all previous classes*

[RSVP requested!](#)

