

CLIENT

Department of Planning and
Development
Philadelphia City Planning
Commission (PCPC)
Philadelphia Industrial
Development Corporation (PIDC)

DATES

April 2022 - January 2023

COLLABORATORS

Amber Art & Design
WSP
Mindy Fullilove - University of
Orange
Sitio Architecture & Design
One's Up

REFERENCE

Ian Litwin
Central District Planner
Department of Planning and
Development, Philadelphia City
Planning Commission
ian.litwin@phila.gov

Martha Cross
Deputy Director of the Division of
Planning and Zoning
Department of Planning and
Development, Philadelphia City
Planning Commission
martha.cross@phila.gov

EXECUTIVE SUMMARY

As the City of Philadelphia planned to sell the former Philadelphia Police Headquarters, known as the Roundhouse, the City sought a partner to design and lead an unprecedented engagement process that would center community voices before releasing a redevelopment RFP. CtD was selected to lead this process and designed a multifaceted, trauma-informed engagement campaign, from strategy and planning through implementation, analysis, and reporting. These insights directly informed the City's future Request for Proposals, ensuring that community priorities were meaningfully connected to decision-making at a critical early stage.

SERVICES PERFORMED

- Engagement strategy development and early research ("Phase Zero").
- Advisory group and youth ambassador program design and support.
- Multilingual, citywide outreach and engagement planning.
- Creative, arts-based engagement activity design and facilitation.
- Public events, pop-ups, focus groups, interviews, and virtual engagement.
- Mid-process evaluation and adaptive strategy refinement.
- Analysis, synthesis, and reporting of community input.

PROJECT OUTCOMES

Engagement Outcomes

- Enabled a truly citywide engagement process that bridged history, healing, and future visioning.
- Generated more than 6,300 engagement interactions, with a strong emphasis on reaching historically marginalized communities.
- Expanded participation through creative, low-barrier, arts-based and youth-led engagement formats.
- Built trust and accountability through ongoing communication, newsletters, and public share-back events.

Insights and Implications

- Produced a comprehensive Framing the Future of the Roundhouse report translating community stories into clear themes and guidance.
- Delivered actionable recommendations that directly informed the City's redevelopment RFP and decision-making process.
- Demonstrated how creative, trauma-informed engagement can shape equitable redevelopment outcomes.
- Elevated community voice as a foundational input—rather than a checkpoint—in a high-profile public disposition process.

This project exemplifies CtD's Engagement Studio approach: pairing creative engagement design with disciplined execution and analysis to ensure community voices meaningfully influence complex public decisions.

