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City of Philadelphia
MAYOR MICHAEL A. NUTTER
LIFE • LIBERTY • AND YOU
Philadelphia City Planning Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
www.phila.gov/cityplanning
PCPC
PHILADELPHIA 2035

PHILADELPHIA2035 IMPLEMENTATION

>MAKING IT HAPPEN

The *River Wards District Plan* recommends next steps that Philadelphia government and its many partners can take to transform our city according to the vision set forth by *Philadelphia2035*. The City has numerous tools at its disposal to implement plan recommendations, including **zoning**, blight certifications, historic designations, grant programs, partnerships with a variety of private and nonprofit entities, and the capital program process. The PCPC coordinates the creation of a six-year Capital Program each year, which includes the following year's capital budget and five additional years of priority investments. *Philadelphia2035* district plans can inform this annual process and help the City allocate resources to maximize efficiency and long-term impact.

The full *Citywide Vision* and district plans can be downloaded at **www.phila2035.org**

Zoning is the PCPC's most direct tool for influencing future development patterns and fulfilling its City Charter obligation to "guide the orderly growth of the city." After four years of input from thousands of Philadelphians, City Council adopted a more modern and predictable zoning code in August 2012. City Council and the PCPC work together to use this new code to remap areas of the city where current zoning does not align with current and future land use, to achieve community and economic development goals. The chart below describes the major zoning recommendations of the *River Wards District Plan*.

The majority of the zoning in the River Wards is consistent with its land use. Only approximately 13 percent of the River Wards District zoning has been identified as potentially inconsistent with the underlying land use. Of that percentage, the greatest mismatches occur within the CMX-2 (neighborhood commercial mixed use), I-3 and I-2 (industrial), and RSA-5, (residential single-family attached) districts.

Zoning Summary

	Areas for Zoning Remapping	Reason for Remapping
Corrective Zoning	Multiple Areas	Match zoning to existing uses (e.g. commercial, institutional, residential, industrial, educational facilities)
		Preserve existing housing (e.g. single and multi-family)
	Aramingo Shopping Center	Expand the commercial corridor
	Various former industrial parcels (e.g. former Philadelphia Coke Co. site)	Allow for reuse of industrial land (e.g. mixed-use, affordable housing, commercial)

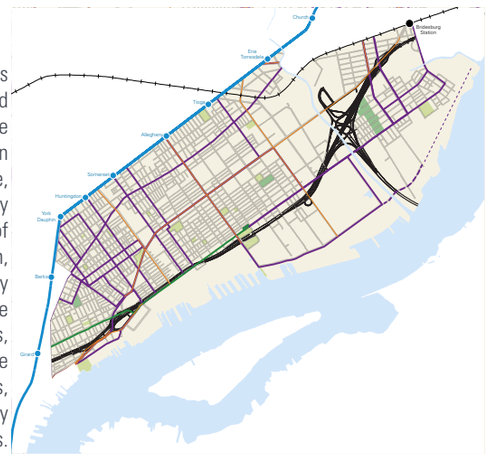
RIVER WARDS DISTRICT

BUILDING ON OUR STRENGTHS PRIORITY RECOMMENDATIONS

Please see inside map for recommendation locations

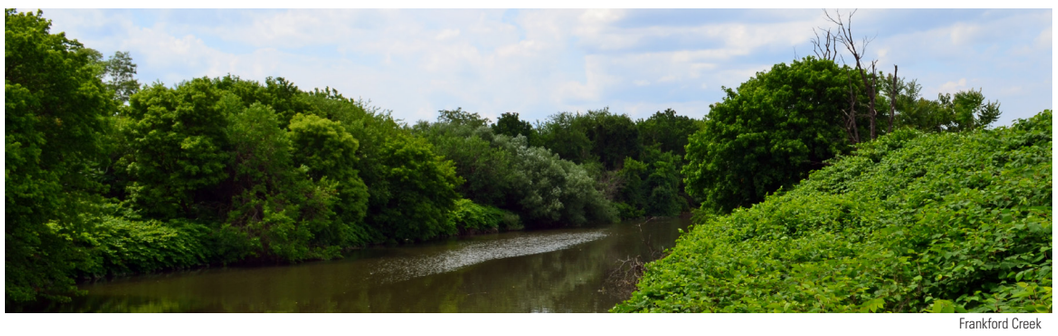
A Multi-Modal Transportation System

Nearly all transportation modes are well-represented in the River Wards District. It has convenient automobile, bus, trolley, and train access, and is one of the few districts with port access. The Market-Frankford Line borders the western edge of the River Wards and six stations are within the district. Numerous bus routes feed into the Market-Frankford Line, thereby linking district residents to employment in Center City, University City, and Northeast Philadelphia. The River Wards also has some of the highest rates of average daily bus ridership in the city. In addition, the River Wards has extensive freight rail networks that support many businesses within and outside of the district. Improvements to I-95 are ongoing and have led to major positive design changes to surface streets, the trail network, and public spaces underneath and adjacent to the interstate. Examples include improving pedestrian and bicycle networks, alleviating congestion from trucks moving goods, and mitigating safety hazards associated with the movement of trucks on local surface streets.



Waterfront Access and Open Space

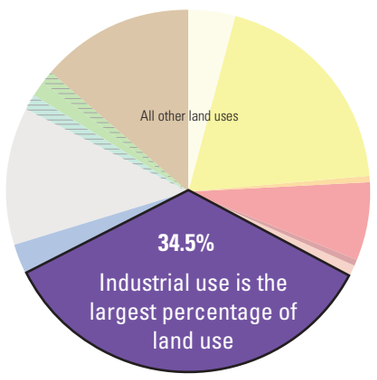
The River Wards' dense neighborhoods and low car ownership underscore the need for easy access to open space and parks. While still a hub of industry, the waterfront also offers the opportunity to provide open space and access to the river for River Wards' residents. Waterfront amenities include Pulaski Park in Port Richmond and Penn Treaty Park in Fishtown, and the upcoming park at the end of Orthodox Street in Bridesburg. There are many trail projects in the planning and design stages that connect to the Delaware River, including the Frankford Greenway and North Delaware Avenue Extension.



Frankford Creek

A Legacy of Industry

Industrial development has significantly affected the River Wards District. As early as the 1660s, the District acquired a reputation for production as mills began to appear along the area's creeks. By the time of the Industrial Revolution, the number and diversity of industrial establishments helped cement Philadelphia's reputation as "The Workshop of the World." By the end of the 20th century, however, large-scale industry in the district had declined. Smaller scale manufacturing and distribution now perseveres in scattered locations throughout the district, aided by creativity, innovation, and public and private investment. The District has many adaptive reuse opportunities such as utilizing former manufacturing facilities as housing and art-oriented developments.



> River Wards Land Use, 2014

> THRIVE

Economic Development

RW 10 Strengthen Aramingo Avenue as a competitive regional shopping center.

Economic Development

RW 11 Preserve industrial zoning in areas with active industrial users and transportation access.

Economic Development

RW 14 Develop a scrap yard and recycling facility strategic plan that addresses zoning, enforcement, safety, truck access, site suitability, buffering between adjacent land uses, and short dumping.

> CONNECT

Transportation

RW 18 Improve Route 15 trolley service, in conjunction with light rail fleet modernization and I-95 reconstruction.

Transportation

RW 24 Implement high-priority bicycle infrastructure projects as identified in the *2012 Pedestrian and Bicycle Plan.*

Transportation

RW 27 Reduce truck traffic and idling on neighborhood streets by diverting trucks to special routes and staging areas.

> RENEW

Open Space

RW 30 Program City capital funds to leverage other resources for improvements to park and recreation facilities.

Public Realm

RW 43 Activate the underpasses of the Lehigh Viaduct at key intersections to improve pedestrian safety: Kensington, Frankford, and Aramingo Avenues.

Public Realm

RW 48 Improve the safety, usability, and appearance of Front Street and Kensington Avenue, underneath the Market-Frankford Line.

Focus Areas and Priority Recommendations

PHILADELPHIA 2035

>Focus Areas

Focus areas are places within the district that offer multiple opportunities for transformation: economically, aesthetically, and functionally. These long-term visions provide inspiration and a framework for achieving many objectives incrementally over time.

Aramingo Shopping District

Creating a seamless corridor

OBJECTIVES:

> Transform Aramingo Avenue into a unified, attractive shopping corridor.
> Improve stormwater management in a manner that fulfills private, public, and environmental interests.
> Integrate pedestrian safety features within the auto-oriented context.

Proposed plan for a unified shopping experience

Port Richmond Village

A convergence of commercial, cultural, and recreational activities

OBJECTIVES:

> Leverage investment in large infrastructure projects to improve community facilities.
> Reinforce and strengthen a pedestrian-oriented streetscape on Richmond Street and Allegheny Avenue.
> Enhance connections to community facilities.
> Celebrate Port Richmond's cultural heritage to strengthen neighborhood identity and facilitate economic development.

The relocation of Philadelphia's Pulaski Day parade to Allegheny Avenue with internationally-themed signage, branding, and streetscape improvements.

Lehigh Avenue Corridor

Restoring neighborhood connections

OBJECTIVES:

> Short Term:
Increase pedestrian safety around the rail viaduct, especially at key intersections.
> Medium Term:
Create or improve public spaces near corridor intersections to create a sense of place along the rail viaduct.
> Long Term:
Transform sections of the rail viaduct structure and nearby waterfront piers into publicly accessible spaces.

Vision for an improved Lehigh Avenue at Aramingo Avenue

RIVER WARDS DISTRICT