



CONTACT: SFPR (215) 627-0801
Sharla Feldscher, ext. 101
Sharla@sf-pr.com
Allison Cradic, ext. 102
Allison@sf-pr.com

GREAT ENHANCEMENTS IN CITY AVENUE SPECIAL SERVICES DISTRICT ...

54TH ST. STREETScape AND SAFETY IMPROVEMENTS

**PROVIDED BY CITY AVENUE SPECIAL SERVICES DISTRICTS
AND SAINT JOSEPH'S UNIVERSITY**

Philadelphia, PA (January 18, 2010) – Terrence Foley, President and CEO of City Avenue Special Services District, is pleased to announce that the 54th Street Streetscape demonstration project is complete, enhancing the block from City Avenue to the branch of The Free Library of Philadelphia located on the corner of 54th Street and Overbrook Avenue. “This is a terrific example of the future vision of City Avenue and could not have been possible without the funding and support of Saint Joseph’s University,” he said.

A true collaborative effort, the CityAve District provided engineering for the lighting and acquired some of the fixtures. Saint Joseph’s University provided the bulk of the funding and brought the project to life, contracting with The Brickstone Companies to oversee the construction. Foley continued, “It worked seamlessly. Saint Joseph’s University is a great partner.”

Father Timothy R. Lannon, S.J., President of Saint Joseph’s University, shared his enthusiasm for the project. “We know how important the street improvements are for the students, faculty and staff of Saint Joseph’s University and for the community, as the overall appearance not only adds aesthetically to the attractiveness of 54th Street, but the increased lighting is an important security enhancement as well. It was our pleasure

to support the goals of the City Avenue Special Services District by providing the funding and the resources to make this happen.”

The street enhancements on 54th Street were completed in two phases, beginning in the summer of 2008. It is a model for future projects on City Avenue, Bala Avenue and 63rd Street, which are awaiting funding.

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. From the creation of public safety initiatives to new strategies for development, the CityAve Special Services District is the go-to organization for any individual or business interested in becoming a part of what this exciting region has to offer. For more information about the District, please call 610-747-0311 or visit www.cityave.org.

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