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CityAve District: *Recent Growth Brings Revitalization to the Area*

Philadelphia, PA (October 10, 2007) – Since its commencement in 1999, the City Avenue Special Services District has been engaging commercial property owners and business leaders in promoting positive change within the District. And, now, in 2007, there has been an exciting revitalization of the area with the recent opening of Target, Commerce Bank, California Pizza Kitchen and Chipotle on the Philadelphia side of City Avenue between Presidential and Monument Avenues. In addition, the recently announced plans by 6 ABC TV adds to the renewed energy as the station plans to re-build and expand their studios at the corner of City and Monument Avenues.

While there are many service districts in specific regions throughout the country, CityAve is a most unique partnership because it is the first multi-jurisdictional special services or business improvement district in the United States. In a rare collaboration, the City of Philadelphia and the Township of Lower Merion combine efforts 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.

The District has long been the region's center for radio and television broadcasting with television stations 6 ABC and NBC 10 situated on the corners of City and Monument Avenues and many radio stations broadcasting from studios within the District. Both 6 ABC and NBC 10 have brought greater visibility to the District with 6 ABC producing live weather broadcasts right on City Avenue, and a new studio for The "10!" Show on NBC 10 featuring floor-to-ceiling windows showing off the vitality of City Avenue.

Numerous radio stations also broadcast from within the District including WMMR-FM, WMGK-FM, WOGL-FM, B-101 FM and Clear Channel Radio. Some of the most popular radio personalities in our region broadcast from these stations. It is never surprising to bump into local broadcast icons like Preston and Steve, Pierre Robert, or John DeBella in the neighborhood. With national and international personalities appearing on The "10!" Show, paparazzi are often waiting outside the studio at NBC 10, hoping to catch a glimpse of the stars who visit the show and frequent the CityAve District.

The CityAve District offers the best of both the city and the suburbs. The District is home to Saint Joseph's University and the Philadelphia College of Osteopathic Medicine (PCOM), Saks Fifth Avenue, Lord and Taylor, a variety of specialty shops, numerous class A office buildings and apartment complexes. The CityAve area contains over 2.9 million square feet of office space and a variety of hotels, including the Hilton.

Three main goals compose the mission of CityAve District: to improve the image of the District, influence positive growth and development in the area and to increase levels of public safety. The District is currently developing a variety of unique programs through collaborative partnerships with business leaders and local government agencies. In collaboration with the new Target store, Pedestrian Lighting has been added to the new complex, helping to improve the overall safety and image of the District. The District is currently partnering with St. Joseph's University and the Brickstone Companies to create a demonstration streetscape project, featuring pedestrian lighting, along 54th Street and City Ave to be completed in October.

The City Avenue Business Alliance (CABA) was created by the CityAve District to provide its members with opportunities to network with other CityAve area businesses. Current members include a wide variety of commercial partners representing small independently owned businesses to large corporations. The District also publishes a periodic newsletter, "CityAveNews", which provides updates and information about the District and its businesses, institutions and residents.

The original concept for the District was developed in the early 1990's by elected officials in the community. The founders, then Pennsylvania State Representative, Lita I. Cohen, past Lower Merion Commissioners Jim Ettelson and Joseph Manko, and then Philadelphia City Councilman Michael Nutter worked with property owners, institutional leaders and business leaders in the area to shape the District concept and gather their support.

With a focus on commercial and industrial partnerships throughout the District, the benefits are endless. 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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