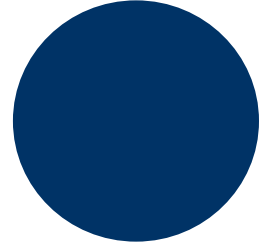
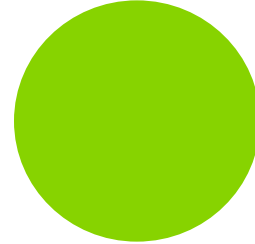




CityAve News



The Smart Spot

Volume 1, Issue 2

Spring 2007

Presenting City Ave District's Fresh New Look Check Out Our Shiny New Logo!

City Ave has a new look and a new name but more importantly we have a new way of thinking...a new vision... renewed and energized plans for the future. You know how you feel when you get a new outfit that fits just right – how you hold your head a little taller and walk with confidence? Well, we are

strutting our stuff like nobody's business!

The name... City Avenue Special Services District, while very accurate, it's a huge mouthful. For those of us who have to answer the phone or identify ourselves to people it's rough. And by the end of the long string of words we've either lost their interest or they are baffled. City Ave. Say it. It's easy. When you call us now, that's what you'll hear: City Ave. That's where we are, what we are and where we're all headed.

The tag...The Smart Spot. City Ave is smart in so many ways. There's the obvious—we've got highly respected educational institutions in our District. Saint Joseph's University and Philadelphia College of Osteopathic Medicine serve as our District's book-ends. We've got industry and technology and professional service firms as our District

members. We're up and coming, looking to the future – all that good stuff. Smart spots have dining and shopping and resources to meet the needs of those who live, work and play in the area. Smart development is underway. Smart isn't just a word to us. We kicked around cool and hip and classic but none of those were a perfect fit. Smart is what City Ave aspires to. You're smart to do business here. You are smart to live here. You are smart to learn here. Don't we all look smart in our new outfit?

The colors...we really like them. No old time hunter green. No crazy mixed up purple. No thoughtless navy blue. We worked with a smart designer.

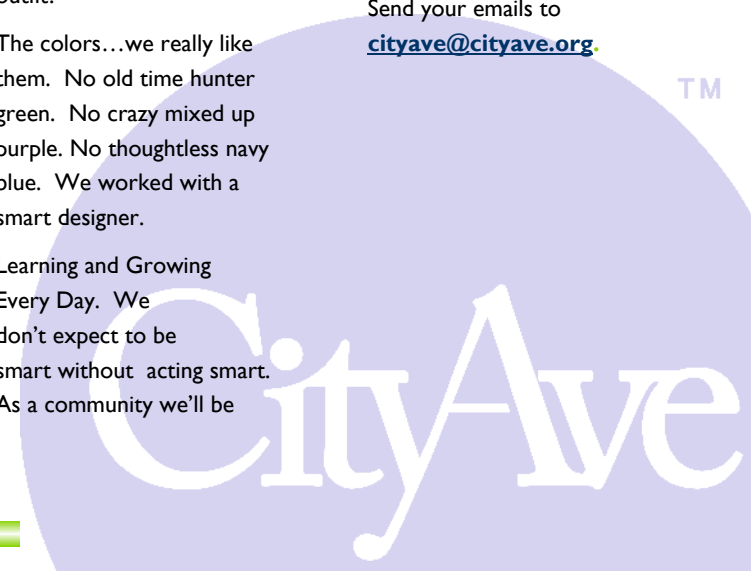
Learning and Growing Every Day. We don't expect to be smart without acting smart. As a community we'll be

working together on City Ave's image and its offerings. We'll continue to work with business owners, developers, local elected officials, residents, students and visitors. Your input and your enthusiasm will be critical. So open your mind and be part of what's smart.

Email your ideas, thoughts, compliments (no complaints please! Just kidding – feel free to be honest, just don't be mean...) and big dreams for City Ave and you'll be entered in a raffle to win a shirt or hat sporting our new logo. Send your emails to cityave@cityave.org.

Inside this Issue...

54th Street Spruce Up, Target, City Ave Staff News, Meet Mike Woodward and More!



Big Pile of Dirt Now Blooming Boon Soon!

Hold on to your hats folks. City Avenue is stepping it up. Bye Bye Dollar Land, Hello white-tablecloth restaurant. Saint Joseph's University is building a retail and garage facility on 54th Street at City Avenue. At this stage in the game Philadelphia developer, Brickstone, is announcing plans for a relocated and more upscale university bookstore, a coffee shop and a white tablecloth restaurant. In addition, there will be parking accommodations for approximately 450 cars which is good news for St. Joe's neighbors. The

building is to be architecturally distinguished and blend well with the campus architecture. Streetscaping will encourage outdoor dining (at 54th and City! Imagine that! Now oooh and ahhhhh.) "This project will provide a true pedestrian atmosphere," says Director of Development for Brickstone, William McDowell, III. "We couldn't be more pleased with the direction this project is taking," says City Ave District CEO, Terry Foley. "This development project is a great asset to the City Ave corridor."

Sometimes it feels like all we do is wait and other times we're trucking along. I don't like waiting. They say good things come to those who wait though. Good things are just around the corner for the District. While working on our new branding initiative we've taken the opportunity to explore where we need to be invigorated and how we can showcase the productive things that are happening. I hope you'll take an interest in helping to shape the future of City Avenue. That means e-mailing us with your thoughts and ideas at cityave@cityave.org and attending the City Avenue Business alliance (CABA) events (visit www.cabaonline.com for event listings). Have a safe and happy summer.

TF

Board Member Spotlight

Michael Woodward, Woodward Properties



Michael Woodward

The City Avenue District is fortunate to have an amazing Board of Directors. Michael Woodward, President and Founder of Woodward Properties is one of the best of the best. Mike has been a Board member for two years but is practically a City Ave District native. In 1984 his company, Woodward Properties began purchasing and renovating multi-family properties in the Wynnefield section of Phila-

delphia. Their main offices are located on City Ave and six of their communities are either on or within walking distance of the City Ave corridor. Many of their 35 employees also live in the area. Woodward Properties Inc. is truly a family run company, Woodward says. "My wife, Kathy, and I handle the day to day operations, and have since we started the company almost 30 years ago, in 1978, with the purchase of a duplex in Drexel Hill. We have worked together ever since and celebrated our 30th wedding anniversary this May." We asked Mike to answer a few questions – enjoy getting to know him!

What do you think is City Ave's best feature?

City Avenue is a magnificent area to live and work, and its best feature is its convenient location. A fantastic public transportation system allows residents and employees to get

to and from the city with ease, and with an ever-increasing number of shops and restaurants. The Avenue has been drawing in more and more visitors, from both the city and the suburbs each year.

What do you hope for the future - in terms of the area, the organization, your involvement etc?

I hope to see the City Avenue District continue on a path to becoming a vibrant, safe, and diverse place for people to live and work. I envision a tree-lined, attractively lit and landscaped corridor for students, residents, and area employees to enjoy year-round. I would like to see the influx of quality companies, the growth of Saint Joseph's University and the influence of PCOM to continue to improve the quality of life in the area. And as a member of the Board for the City Avenue Special Services District, I am privileged to participate in the process.

Tell us what Mike's about...

In business, I believe in hiring the right people and providing the guidance and support they need to be successful without micro-managing. On a personal note, I am a lover of the water, and have spent the past twenty years traveling the East Coast, Chesapeake Bay, and the Bahamas by boat with my family.

On success...

My business has become more successful than I could have ever imagined, but my greatest moments have come from being a husband and father. The smartest thing I have ever done and the best decision I have ever made is to have married my wife, Kathy, and I could not be prouder of my three children. I don't have a full time business motto but I like: however, it is clear that you get out what you put in and the harder you work the luckier you get.

This Project Has Roots Let the Planting Begin!

The City Ave District, in conjunction with the Pennsylvania Horticultural Society, PA Dept. of Conservation and Economic Development, the City of Philadelphia's Neighborhood Transformation Initiative and TreeVitalize is planning to install street trees along the City Ave corridor this summer. More tree planting is planned for some of the side streets and hopefully in the fall the Lower Merion side of City Ave will get greener too.

The trees have been specifically chosen to compliment the area and should provide a calming effect on traffic, an aesthetic

improvement and a shady spot in which to drink your latte. All that is asked of property owners is that the trees get watered if necessary.

TreeVitalize and its many volunteers have been very successful in addressing the need for shade trees in Southeastern Pennsylvania where tree cover averages well below suggested tree cover goal.

To volunteer to plant trees or find out how to make sure trees are planted on your property, contact the District at cityave@cityave.org or visit www.treevitalize.net.

Spring Brings More Than Beautiful Flowers Check out 63rd and City

The Southern Gateway to City Ave, which would be 63rd St. and City Ave., got an extreme makeover from the talented artists at All Seasons Landscaping. "We really wanted to make an entrance," says Pete Herzog, Director of Operations and Public Safety. Working cooperatively with the Philadelphia Horticultural Society, Saint Joseph's University and Septa the effort was well worth it. Both hardscape and landscaping design issues were tackled and cobblestones, flowers, shrubs and trees were utilized. Look for this project to continue on the North side



of City Ave at 63rd and both corners of 63rd and City Ave.

Herzog Gets Well Deserved Promotion

Pete Herzog has been with the District from almost day one. He's responsible for the creation and management of the District's highly successful public safety program. But he's always worn many hats. Some say it's to avoid sunburn on his noggin but those of us who work side by side with Pete know it's because he's committed to the District's mission. The District is very pleased to

announce that Pete Herzog has been promoted to Director of Operations and Public Safety. In his new position, he will have the added role of assisting the CEO with development projects, managing landscaping, continued management and direction of Public Safety department as well as oversight of construction projects in the District.

Oh By the Way, Did You Hear That TARGET IS OPENING THIS SUMMER?!!!

Just in time for your trip to the beach, Target will open its doors and all of those flip flops and sunscreen and portable DVD players will be right here at City Ave's very own Target. No need to brave the Blue

Route any longer. Get ready to stock up on Isaac Mizrahi bags and yes folks, it's still true that it's impossible to buy just one thing at Target. They also sell Lays potato chips too just in case you were wondering.

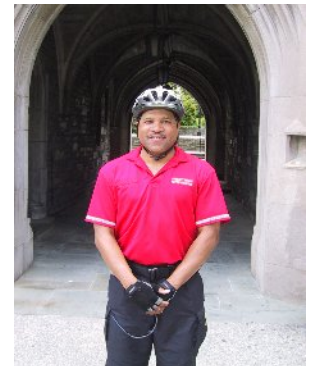
Two New CSRs on Board We Think You'll Really Like Them

The City Ave District has two new Community Service Reps we'd like you to meet. An easy way to meet them is to get lost on City Ave –they are great with directions – or maybe you could get in a little fender bender – nothing too serious! And they'll call the police for you. If neither of those options sound appealing you can just sit back in your comfy office chair and meet Ben Caine. Ben is 23 years old and brings his youth and enthusiasm to the District all the way from New York City. He's a University at Buffalo grad but he happily traded in his blue and white Bulls attire for our sharp looking uniforms.

Willard Rozier is our other new CSR. Willard retired from the US Navy after twenty years of service and we sure hope he'll like being a part of the City Ave crew. We know he'll be a great asset – on land this time.

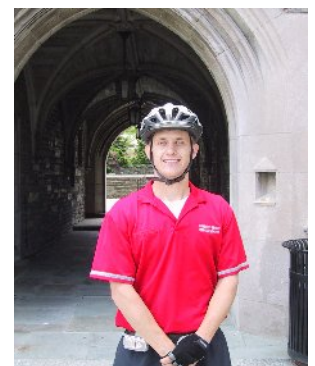
"We think Ben and Willard bring so much to our team. Their varied backgrounds really enhance the diversity of our organization," says Pete Herzog, Director of Operations and Public Safety.

As always, your feedback is important to us. If you have an experience, good or not so good, with any of our CSRs we'd love to hear about it. Please email us at cityave@cityave.org.



Willard Rozier (Above)

Ben Caine (Below)



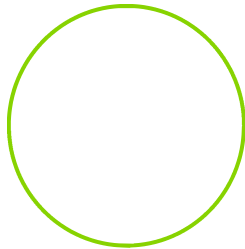
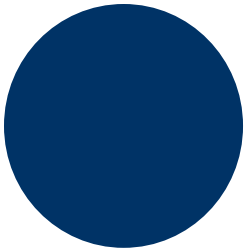


One Belmont Avenue
Suite 304
Bala Cynwyd, PA
19004

Phone: 610-747-0311
Fax: 610-747-0316
E-mail: cityave@cityave.org

CABA-ONLINE.COM

CITYAVE.ORG



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