

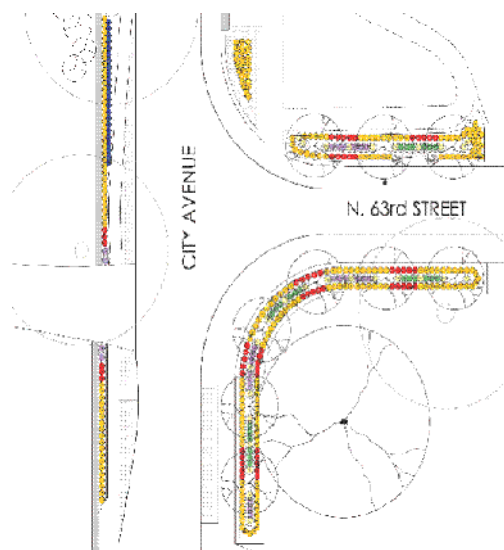
City Ave News

Winter 2006/2007

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Southern Gateway Project

No, we won't be serving sweet tea and giving away laptops... It's something even better. The District has partnered with the Pennsylvania Horticultural Society for a great landscaping design plan for 63rd and City Avenue. Now when you enter the District from either direction, you'll know you're not in Kansas anymore.



The project, as designed by the PA Horticultural Society, is currently out to bid. A landscape contractor should be se-

lected in early 2007 and work will begin shortly after a contract is signed. Look for a combination of new trees,

shrubs, flowers and a cobblestone border.

Pedestrian Lighting is a Priority

The City Avenue Special Services District has contracted with Urban Engineers to produce a schematic pedestrian lighting plan for City Avenue. Urban Engineers has extensive experience with street-

scaping and lighting projects in the region and as such is a perfect fit for the District.

The new light fixtures will replace the current 30 ft. street poles on City Avenue, between

Monument and 63rd Street in the District.

The Pedestrian Lighting Project's number one goal is to enhance safety. Better lighting on sidewalks will make City Avenue even safer



This is what the new pedestrian lighting will look like.

Inside Foley's Head

Pedestrian Lighting

Cont'd from page one...

and certainly more comfortable. In addition, improved lighting will calm traffic. The new lighting is 15 ft. high, more attractive than the existing street lighting and will be more noticeable to travelers. And last, but certainly not least the new lights will improve the aesthetics.

Time flies when there's a flurry of activity. Now in my tenth month with the District I am feeling like a member of the team. This amazing and vibrant community has so much to offer and I am looking forward to seeing projects and ideas come to fruition. I have been repeatedly impressed with the talent I have met in property owners, business

folks and our very impressive board of directors. In the months to come I look forward to sharing our successes and exploring our challenges. In this column I'll update you on our priority projects and talk about plans for the future. Feel free to drop me a note at tfoley@cityave.org.

TF

Bridge Pulls a Barry Manilow

It's your life that will be all lit up as you enter the City Avenue District. As of early 2007 the City Avenue pedestrian bridge sign will be illuminated. Hum a few bars of Barry as you travel under it. It might even give you hope to carry on. You never know.

Corner of Merion and City's Fresh Look

City Avenue Special Services District has turned the corner of Merion Road and City Avenue into a green spot.

The property, formerly managed by Sun Oil Company is undergoing remediation so that it may be sold to Lower Merion Township for use as a pocket park. In the meantime, some

sprucing up was in order. The District tapped the landscaping firm of Charles Friel & Son's for their expertise. As the site consists of mostly concrete and asphalt, it presented a challenge to them. Today there are arborvitae along City Avenue behind concrete barriers and the barriers sport a coat of friendly green paint. Free stand-

ing planters were placed along Merion Road.

"While it is a temporary solution, we're pleased with the very attractive outcome," said Terrence Foley, President and CEO of CASSD. "And a big thank you to Senator Connie Williams and the Lower Merion Commissioners who enabled all parties to collaborate easily on this project."

Board Member Spotlight

Janet Giuliani, Tishman Speyer



Janet Giuliani

The City Avenue Special Services District has a really fantastic Board of Directors. Janet Giuliani is one of those fantastic folks. Janet grew up in the area and has a long standing relationship with City Avenue. She remembers lunch at Horn & Hardarts and

skating at the Marriot – complete with hot chocolate. Today Janet is Regional Leasing Director with Tishman Speyer and instrumental in our efforts to revitalize the District. Location location location is her mantra. Tishman Speyer represents 40%

of the office space in the District so Janet knows City Avenue like it was her own backyard. She does have a vision for the future of City Avenue. "I'd love to see City Avenue as a living, working, walking environment, as a destination place and not just because that's where you go to work," she says. Sounds perfect!

CABA Gathering

There were about 1500 handshakes at the October 10th City Avenue Business Alliance (CABA) Business After Business event hosted by Allegiance Bank. (That's 40ish attendees shaking 39ish hands!) Allegiance Bank put on a great event with tons of good food from the GSB Coffee Shop whose owner, Rich Burak, just happens to be a charter CABA member. Conversation was

lively and connections were made. The District is home to a wide variety of businesses so CABA events attract software folks, insurance agents, real estate brokers and developers, attorneys, dentists, IT professionals and more. Visit caba-online.com to find out about future events or contact Jennifer Milani at 610-747-0311, jmilani@cityave.org to get involved.



Survey Says...

If you took the time to fill out a City Avenue Special Services District survey, thank you very much! Your input is critical as we plan for the future of City Avenue.

Safety has always been at the top of our to-do list. 56% of respondents feel that the District is very or fairly safe. With a very low crime rate, that has been dropping since the District's inception in 1999, this has told us that we need do a better job of communicating how low the levels of crime in the District and surrounding area are. Our biggest crime is theft from auto which happens about 60 times a year. Together we can bring that number down by locking our cars

and not leaving anything on the seats. Our Community Service Reps (CSRs) remain visible as the survey demonstrates. 93% of all respondents were aware of the CSRs and 15% have actually had contact with them. We'll be adding to the team in 2007 so we expect crime will continue to drop and there will be an even more significant presence. 78% of survey respondents are in favor of video surveillance. Stay tuned for further developments in addressing that request.

Survey respondents thought networking opportunities would be most valuable out of all of the marketing initiatives offered. Expect regular

CABA event notices to fill that need. In addition to providing more networking the District is working on re-branding and many other exciting projects that will not only promote City Ave. as a premium destination but make sure that it truly is the place to be.

Streetscape improvements get an overwhelming show of support. Plantings were rated very important by 88%.

80% think lighting is very important and so do we. See page 1 for a lighting update. Safety of Crosswalks is also very important to 63% of respondents.

"I made great contacts at the CABA event. I'll definitely be at the next one."

**Rodney Dix
Avis**

We continue to welcome your feedback. Please feel free to email cityave@cityave.org anytime with your comments or suggestions.



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Safety First

While crime is down in the District (has been for six years!) it's never a good idea to let your guard down. The District's Director of Safety, and a former Lower Merion police Lieutenant, Pete Herzog, shares the following tips to keep you and your co-workers safe.

Chin up. When walking always be aware of your surroundings. Walk with purpose, head up and looking around. Criminals look for victims who appear weak or unsure of themselves.

Banish the bling. Don't wear expensive jewelry. Carry it and put it on when you arrive at your destination.

Proud of your Prada? If you carry a handbag, carry it inside your coat if possible, or over your shoulder with the flap secured and next to your body.

Be smart. If accosted do not argue or challenge the aggressor if property is demanded. Call police immediately after aggressor leaves.

**Thank you to TD Banknorth at 401 City Avenue
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