

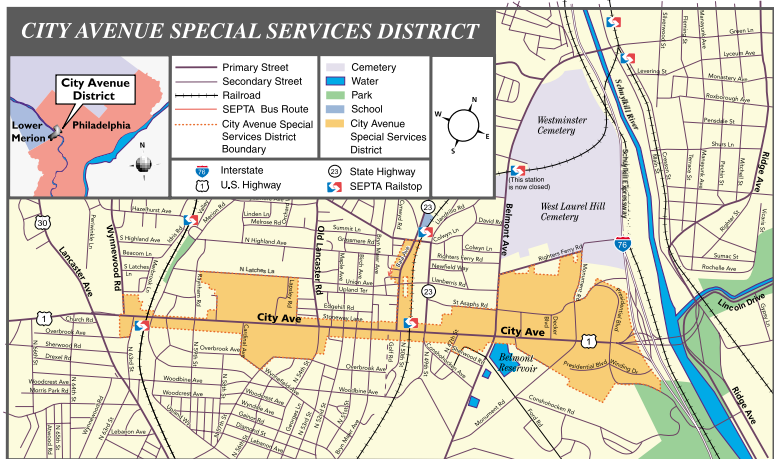
Inside:  
Your premiere issue of  
**cityavenews**

## The CSR Program



A keystone of the City Avenue Special Services District is our Community Service Representative (CSR) program.

From left to right: Nils Nielsen, John Falkenstein, Kenyatta Myers, Pete Herzog, Bethanne Bermudez, David L. Cohen, Diane Harris, Jay Jacobs



The Community Service Representative (CSR) program is staffed by eight uniformed individuals who patrol the District on bicycle. The CSR program is led by Peter Herzog, who joined the District after 32 years with the Lower Merion Police Department.

Since the first CSRs started their patrols in September of last year, they have assisted more than 600 people with directions, car problems and a range of other issues. The CSRs have also worked with the Lower Merion and Philadelphia police departments in identifying a number of criminal activities and suspects. The CSRs provide three key functions:

- A visible uniformed presence in the District;
- Work with local police departments, property managers and private security patrols to identify and communicate suspicious activities;
- Assist people with directions, motor vehicle problems and other needs.

Following three weeks of training, the first four CSRs were on the street patrolling the area in September. Four additional CSRs joined the team in November. A number

of District businesses, institutions and agencies have assisted in the development of the CSR program and in training the CSRs, including:

- St. Joseph's University-- provided classroom space for training the CSRs.
- PCOM-- provided physicals and CPR training.
- The Lower Merion Police Department -- provided first-aid training.
- The Lower Merion and Philadelphia Police Departments -- helped to develop the CSR program and work closely with the District to ensure an efficient utilization of resources.

The CSRs wear red uniforms and patrol the City Avenue Special Services District from 10:00 a.m. to 8:00 p.m., Monday through Friday and from 10:00 a.m. to 6:00 p.m. on Saturday. The CSRs are not armed, but communicate with the Lower Merion and Philadelphia police departments with two-way radios and are trained to assist people in the District. When you see a CSR and need help or have a question about the City Avenue Special Services District, stop them -- they are here to help you.



David L. Cohen, AICP  
Executive Director

Nils P. Nielsen is a CSR supervisor who joined the City Avenue Special Services District as one of our original CSRs on August 2, 1999. Born in Chicago, he lived in San Francisco for 20 years. During high school, Nils was the class president and captain of the basketball team. After graduating, Nils served in the United States Army in the 275th Rangers, later transferring to the 82nd Airborne where he received several distinguished service awards and a citation for saving a recruit's life during training. While in the military, Nils received an associate's degree in art from UCLA and was honorably discharged from the Army in 1984.

Nils moved to Philadelphia in 1987 and worked for Herbert Yentis & Company Realtors and Trama Roofing. From 1983 to 2009 he competed in professional downhill mountain biking and appeared in the

1993 CoreStates Bike Race in Philadelphia. Nils has a black belt in karate and Tai Chi, and a second degree in Shoda Kan.

Nils currently lives in West Philadelphia with his 11-year-old daughter and continues to be a great attribute to the City Avenue Special Services District. When you see him patrolling the District, stop and say hello!



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### Lower Merion Centennial Celebration

On March 5, 1900, Lower Merion became the first township in Pennsylvania to become a First Class Township form of government. Beginning in May 2000, the Township of Lower Merion will be celebrating its 100th anniversary as a First Class Township with a variety of community-based events highlighting the township's storied history, thriving present, and exciting future. The celebration will be marked by a variety of more than 40 events, including tours, lectures, art shows, a picnic, a parade and a concert culminating in a spectacular fireworks display.

Celebration highlights include a parade at 2:00 p.m. on Sunday, April 30, 2000, and a community picnic, concert and fireworks show at 6:00 p.m. on Memorial Day, Monday, May 29, 2000.

For further information on events and activities, please contact the Centennial Celebration at (610) 645-6123 or visit the Township's web site at [www.lower-merion.lib.pa.us](http://www.lower-merion.lib.pa.us).

### Radisson Twelve Caesars Hotel

The City Avenue Special Services District is pleased to welcome the Radisson Twelve Caesars Hotel, which opened at 4200 City Avenue during January 2000. City Avenue Special Services District Board member Howard J. Wurzak is the President & Chief Executive Officer of the hotel, which has 220 rooms. The twelve-story hotel has over 30,000 square feet of meeting and banquet space, including a state-of-the-art amphitheater. Recently, the hotel announced the opening of Delmonico's Steak House and Polo Lounge. For more information, call the Radisson Twelve Caesars Hotel at 215-879-4000.

### Philadelphia College of Osteopathic Medicine's Student Activity Center

The Philadelphia College of Osteopathic Medicine (PCOM) opened its new Student Activity Center on its campus along City Avenue during August of last year. City Avenue Special Services District Board member Dr. Leonard H. Finkelstein is the President and Chief Executive Officer of PCOM. The 55,000 square foot Center has three floors of recreational facilities and a roof deck for hockey, basketball and shuffleboard. During the basketball season, the Philadelphia 76ers practice at the Center, which also houses administrative offices for the Sixers' staff along with a media room. For more information, visit the PCOM web site at [www.pcom.edu](http://www.pcom.edu).

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| Michael McMahon<br>Adam's Mark Hotel<br>Michael A. Nutter*<br>Philadelphia City Councilman<br>Rev. Nicholas S. Rashford, S.J.<br>Saint Joseph's University<br>Ronald Rubin<br>PREIT/Rubin<br>Neil Cain<br>Federal Realty Investment Trust | Patrick Wallace<br>NBC-10<br>Charles M. Warfield, Jr.<br>WDAS-AM-FM<br>Howard J. Wurzak<br>Radisson Twelve Caesars<br>* Ex-Officio |
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As the Executive Director of the City Avenue Special Services District, the two most popular questions I am asked are: "Why is the District not called the City Line Special Services District?" and "What is the City Avenue Special Services District?"

The first question is the easier one to answer. According to PennDOT and other sources, the main road that runs through the District has never officially been called City Line Avenue – it has always been City Avenue. Many people, of course, have included the "line" in the name of the road during the years. The City Avenue Special Services District has made a conscious effort to permanently remove the "line" from the unofficial road name.

The reasons for this are simple. A line indicates division and separation and that is not what the District is about. True, City Avenue does separate Philadelphia from Lower Merion and Montgomery County. But visionary elected officials, business, institutional and community leaders involved in the creation and oversight of the District understand that the City Avenue Special Services District is an area that includes both sides of City Avenue. Thus, the line stops here.

The second question, "What is the City Avenue Special Services District?" is a bit more difficult to answer. The City Avenue Special Services District is many things:

- The City Avenue Special Services District is a local government with a very specific and limited mission, covering a 2.8 mile long area along and near City Avenue from just west of the Schuylkill Expressway to Wynnewood Road;
- The City Avenue Special Services District works closely with the Township of Lower Merion and the City of Philadelphia, yet we are a separate entity created by the Township and City under a Pennsylvania law;
- The City Avenue Special Services District is a true collaborative effort

between property owners, institutions and governments that works to improve and bring positive attention to the City Avenue area:

- The City Avenue Special Services District is the first district from over 1,200 similar "special services districts" in North America that includes parts of two cities or towns;
- The City Avenue Special Services District has been authorized to operate through 2003 and has the authority to file annual assessments or charges on real estate within the District;
- The City Avenue Special Services District focuses on the commercial and institutional properties along and near City Avenue as it seeks to make the area more competitive. It shares some similarities with shopping malls and office parks in that the District works on maintaining and securing the public areas and looks at the "big picture" and the future for the entire District.

One key thing that the City Avenue Special Services District is not:

- The City Avenue Special Services District does not replace any existing Township or City services; rather, we provide additional and enhanced services and work to secure additional services and funding at the local, state and national level as well as from foundations.

During its first year, the City Avenue Special Services District has made significant progress in improving the area through the creation of our Community Service Representative (CSR) program. As highlighted on our front page, the CSR program has been

very effective in improving public safety in the District and assisting people with a range of needs.

Plans for 2000 include working with a consultant on the development of a streetscape plan to improve landscaping, lighting, signs and the physical image of the City Avenue area. The planning will take place during this year with improvement implementation slated for early next year. The District is also working on ways to market and promote the area, and is seeking funding for a shuttle bus to connect the District with Manayunk and to provide increased bus service to offices and hotels in the District.

I am very excited about the strengthening of our District and look forward to new projects down the road. Feel free to share any suggestions or comments as noted below.

## WELCOME

### Welcome to the first issue of cityavenews

We plan to distribute this newsletter four times a year to keep you updated on the District happenings. We thank you for your support as we continue to make the City Avenue area an attractive location in which to live, work, shop, visit, receive health care services and study.

Please send comments, suggestions or submissions to:

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