

The Smart Spot

CityAve



CityAve

TM



2008-2013
and beyond!

WHO WE ARE

City Avenue is a hub of business synergy, learning opportunities, dining adventures, luxury accommodations and shopping conveniences. City Avenue has become the region's center for television and radio broadcasting, home to two universities and boasts the second densest office population in the region. The City Avenue Special Services District is working with businesses, property owners, developers and residents to shape the future of the City Avenue corridor. It's the smart spot!

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REZONING AND PLANNING

CASSD has achieved a very important milestone with the passage of a new **higher density zoning ordinance** by the Lower Merion Township Board of Commissioners and the Philadelphia City Council. The new zoning has created **extraordinary opportunity** and will **transform** the City Avenue corridor from an auto oriented drive-through to a **pedestrian-friendly, vibrant, and diverse mixed-use community**.

Encourage higher density development.



The new zoning **ENCOURAGES**:

- Higher density development that combines residential, institutional, retail and commercial uses in close proximity.
- New more dense structured parking is now encouraged in place of surface parking lots.
- New public plazas and open space
- Streetscape & traffic improvements
- Public transit use
- Pedestrian-friendly activities

New **OPPORTUNITIES** for:

- Development of more, higher quality office space to attract businesses who want to be near both Center City and University City and have easy access to the suburbs
- Upgrades and improvements to retail storefronts and the nature of the retail market specifically attracting high-end retail without increasing traffic
- Increased, high-end residential space to respond to demand to live near Center City and in an area that is walkable, near shopping, and accessible to work.
- Improved traffic conditions

Now



Future



Community Benefits:

- Greater sense of place and space
- Increased public safety
- Enhanced tax base
- Better retail and dining options for local residents and business tenants
- More access to transit
- Improved walkability



Key Changes from Old Zoning:

- Increased building floor area ratio, lot coverage, and building height
- Reduction in required parking
- Zoning incentives for features such as plazas as well as structured and underground parking
- Design standards for building, including mass and articulation
- Requirement for wider sidewalks and street landscaping
- Better pedestrian connections between sidewalks and buildings



New zoning ENCOURAGES higher density development that combines residential, institutional, commercial, and retail uses in close proximity. Structured parking in place of surface lots

The enhanced zoning will create opportunities for new public plazas and open space, transit use, pedestrian-friendly activities, and streetscape and traffic improvements.

Developers now have to provide support for infrastructure improvements

CASSD and Lower Merion Township worked together to create a Transportation Service Area. With increasing development pressure, CASSD and Lower Merion Township recognized a demand for municipal capital improvements. Act 209 enables Lower Merion Township to develop an impact fee chargeable against any new development or subdivision to pay for transportation improvements.

Demographics

- Per Capita income higher than surrounding areas (\$55,011)
- Business Tax is 6% lower than most alternatives (0.15% [Gross Receipts])
- Lower unemployment rate than surrounding areas
- Aside from Broadcast Media and Higher Education—top 3 industries include:
 - Technical, Scientific & Professional Services
 - Healthcare & Social Services
 - Finance & Insurance

TRANSPORTATION

AND ACCESSIBILITY

City Avenue is a great regional location with fast and easy access to Center City, University City, Philadelphia International Airport, and the suburbs. The corridor is accessible by an extensive network of highways and roadways and is serviced by SEPTA regional rail and bus. Many businesses have chosen to locate within the City Avenue corridor because of the regional location within Philadelphia and the Mid-Atlantic.

Highways

CASSD's unique regional location makes it easily accessible to many major highways. The Schuylkill Expressway is just east of the district which provides access to Center City to the east and King of Prussia to the west. Route 1 provides access to Lancaster Avenue, Route 3, and Route 476 to the south and Lincoln Drive to the north. There are also many local roads within the district which provides further accessibility to various locations.

CASSD's unique regional location makes it easily accessible to many major highways. The intersection of City Avenue and Presidential Boulevard handles over **72,000** cars per day.



Regional Rail

Three regional rail stations service the City Avenue area. The Overbrook station is on the Paoli/Thorndale line and the Bala and Cynwyd stations on the Cynwyd line. These stations provide access to Center City and suburban locations.

Regional Rail Stations	Average Weekday Boardings
Cynwyd	136
Bala	89
Overbrook	752
Total per weekday:	977

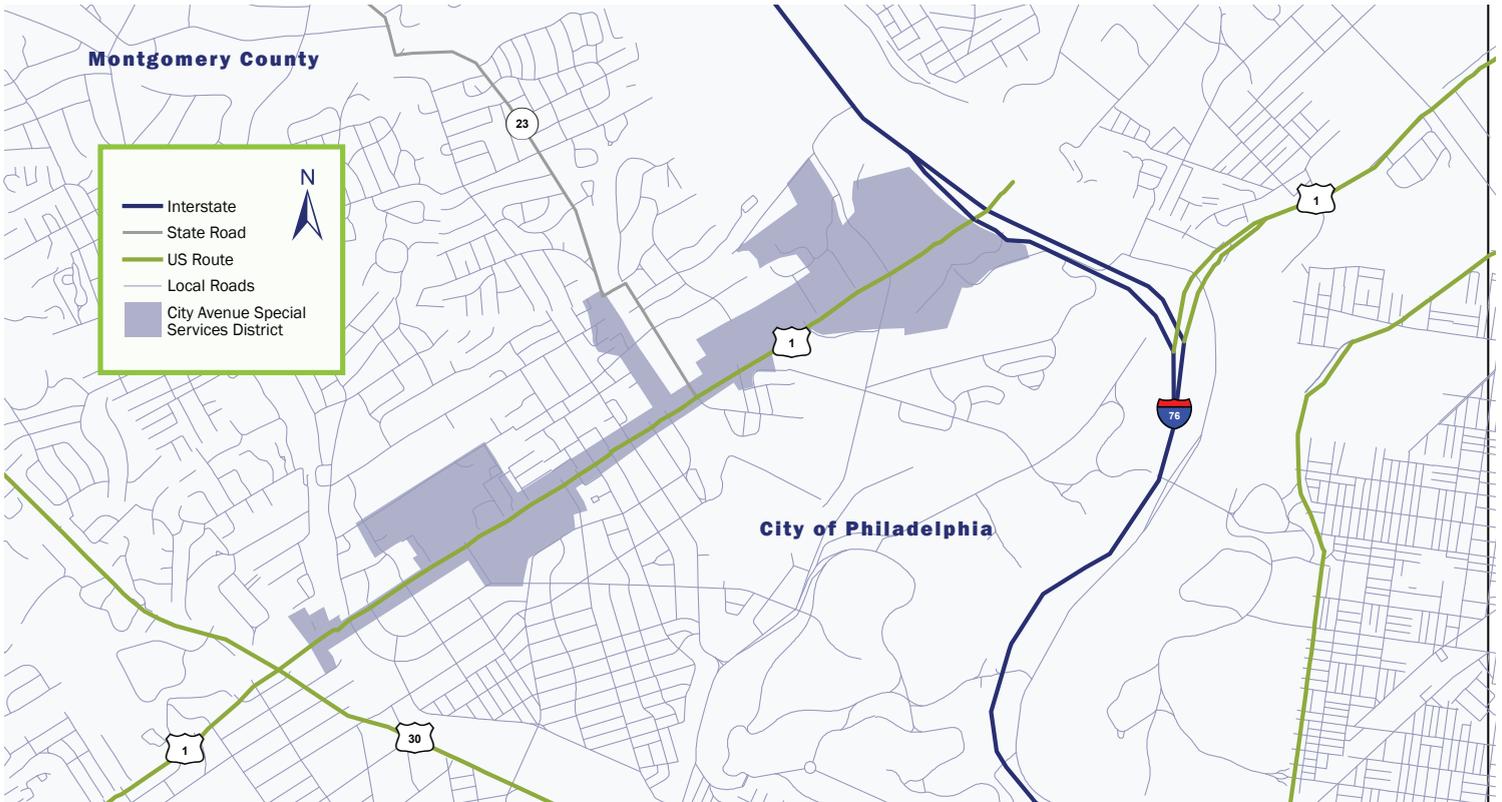


Bus Service

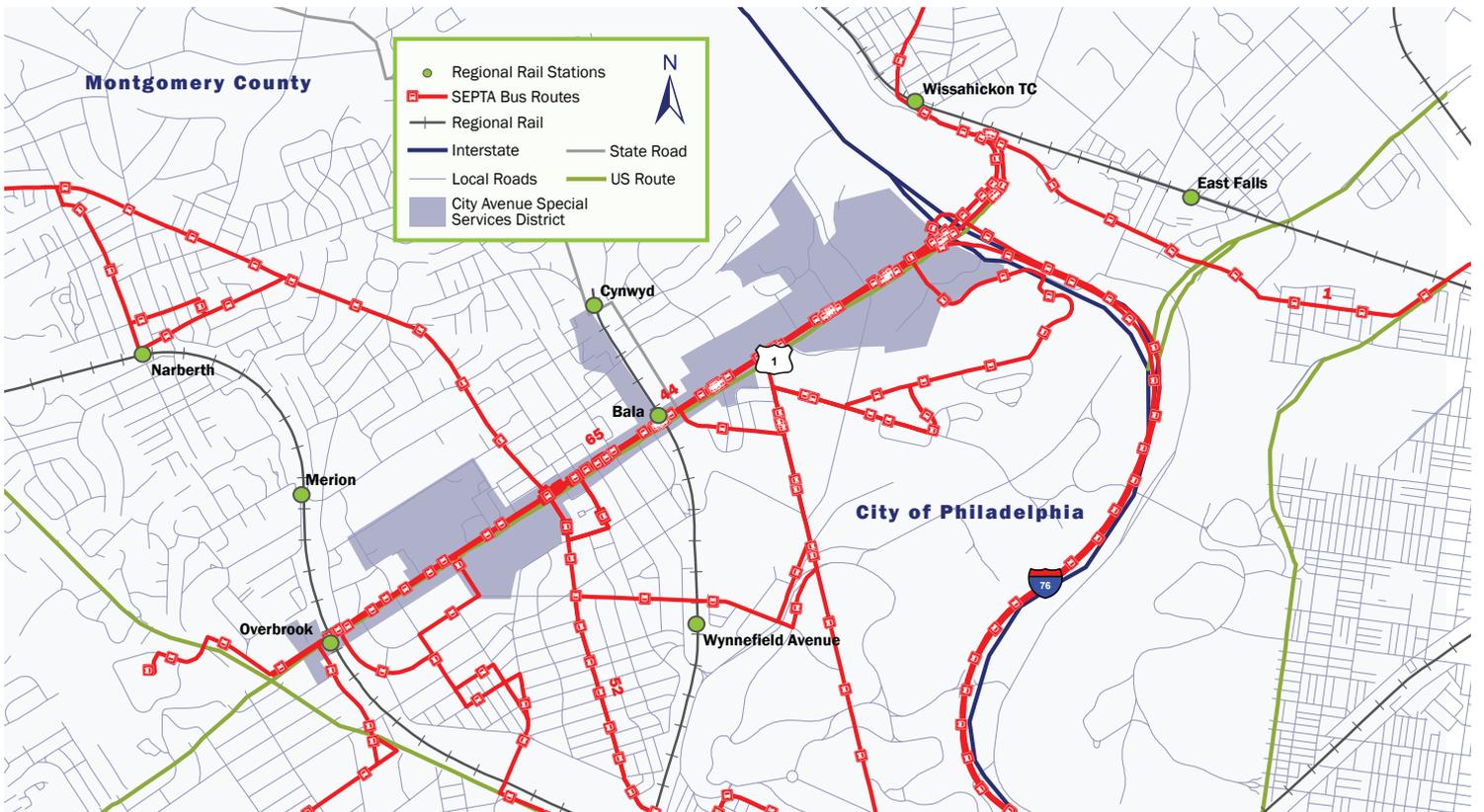
Bus #	Bus Route Name	Weekday Ridership
1	Parx Casino to 54th/City	3,866
38	5th/Market to Wissahickon TC	2,858
40	2nd/Lombard to Conshohocken Monument	5,672
44	5th/Market to Ardmore	4,223
52	49th/Woodland to 54th/City or 50th/Parkside	16,930
65	Germantown/Cheltenham to 69th St. TC	9,031
G	Overbrook and Lankenau Medical Center	12,151
Total per weekday:		54,731



Regional Highways



Regional Transit



STREETSCAPE IMPROVEMENTS AND GATEWAYS

Over the last five years, CASSD has received over **\$3,846,000** in grant funding for infrastructure improvement projects. These projects help to improve traffic flow, increase pedestrian safety, and stimulate economic development.

Southern Gateway

CASSD continues to maintain the gateway at City Avenue near 63rd Street. The gateway provides a welcoming feel for drivers, transit users, and pedestrians that enter the City Avenue corridor. The gateway includes various types of landscaping and signage which help to create a sense of place for City Avenue. Many people enter the City Avenue corridor through the southern gateway so it was important to create a sense of a vibrant destination.



63rd Street

The 63rd Street Streetscape project was completed in the Spring of 2013 on 63rd Street from City Avenue to Lancaster Avenue. The area is a key residential and commercial corridor in Philadelphia's Overbrook Farms neighborhood. The reconfigured intersection at Overbrook Avenue creates a more walkable environment that will lead to increased activity for businesses. New lighting fixtures brighten the corridor, forming a more accommodating evening/late-night atmosphere for residents, transit riders and restaurant patrons.



54th Street

In 2010, improvements along 54th Street were made to improve pedestrian safety and enhance the aesthetic character of the corridor. The project was a collaboration between CASSD and Saint Joseph's University.



Northern Gateway

CASSD continues to maintain the Northern Gateway on City Avenue—located at the intersection of Presidential Blvd. The gateway now features beds full of plants that nicely set off the intersection’s pedestrian bridge. The enhanced landscape features complement the attractive Southern Gateway (at 63rd Street). In the fall of 2009 the team oversaw the installation of perennials, shrubs, ornamental grasses, and bulbs.

The design is meant to mimic the arc of the bridge, and was also inspired by the circular CASSD logo. The project is a partnership between CASSD and Philadelphia Green.



Bala/City Avenue Intersection Improvements

The project includes upgrades to the existing traffic signal at the intersection by installing pedestrian push buttons and signal indicators which improves the pedestrian safety and walkability of the main entrance to the Bala Avenue corridor. New ADA compliant curb ramps were installed at each quadrant of the intersection. Also, two dedicated turning lanes were added to Bala Avenue to eliminate queuing.



Bala Avenue

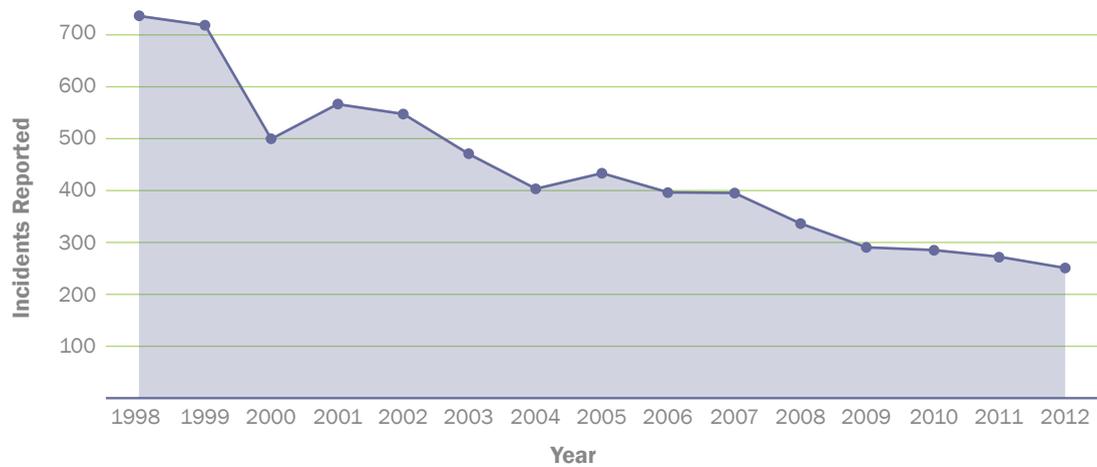
The Bala Avenue Streetscape project was completed in May of 2013. The streetscape project will help stimulate the revitalization of the corridor’s commercial district and create a bustling center of pedestrian and retail activity. This project will help increase pedestrian safety through traffic calming and crosswalk improvements.

PUBLIC SAFETY

IMPROVEMENTS

CASSD continues to collaborate with Philadelphia and Lower Merion Township police departments to improve public safety and reduce crime along City Avenue.

CITY AVENUE CRIME STATISTICS 1998-2012



A staff of Community Service Representatives (CSRs) patrol the district to assist people with questions and help implement crime prevention efforts. In 2011 and 2012, CSRs assisted 2,446 shoppers, business people, visitors, and students.



The CSRs are provided with continuous training on how to handle various situations they may be confronted with. Incidents may involve agitated and/or aggressive individuals, disabled individuals, those with mental health issues or first aid or anyone needing CPR. The type of service is limited only by what scenario they are presented with while on patrol. When a CSR has experienced a new situation, it is used to train the other CSRs in the proper response.

Both First Aid and CPR training are kept up to date with formal training conducted by certified instructors.

CASSD has developed an emergency notification plan that allows the dissemination of information concerning local crime, accidents, fires and other emergency information. In 2014, CASSD will also implement in the plan an e-mail and text message alert system.



**IN 2012 ALONE, CSRs ASSISTED
1,568 SHOPPERS, BUSINESS PEOPLE,
VISITORS, AND STUDENTS.**



COMMUNITY OUTREACH AND EVENTS

With over 2.9 million square feet of luxurious office space and lodging accommodations, as well as the center for two prestigious higher education institutions, retail and the hub for local broadcasting, CASSD offers networking and marketing opportunities to local business professionals. CASSD publishes a quarterly newsletter, which provides updates and information about CASSD, businesses in the district, and institutions to area professionals and residents. Over the last five years, CASSD has had many accomplishments that make City Avenue "The Smart Spot" and below are some of the highlights.

City Avenue Business Alliance (CABA)

CABA was created to provide its members opportunities to network with other City Avenue area businesses and organizations. A wide range of dynamic business professionals make for fantastic networking environment, as well as featuring relevant speakers.



Farmer's Markets

Two new farmers markets are now providing access to local farm fresh goods and healthier food options to employees and residents. CASSD is happy to support and promote the Overbrook Farms and Bala Cynwyd markets.



balacynwydfarmersmarket.weebly.com



overbrookfarmsclub.org

Overbrook farmer's market ribbon cutting ceremony in 2008.



CASSD received GVF's 2010 Private Sector Award for its leadership in promoting GVF's mission to its partners.



(from left) GVF Executive Director Rob Henry, GVF Board President Jeff Guzy and President and CEO of the City Avenue Special Services District Terrence Foley.

Spring Fling Turns 5 Years Old!

You work here...now you can play here! 2013 marked the 5th Anniversary for the Annual City Ave Spring Fling, where hundreds of CASSD professionals and residents gather each May for music, food and beverage samplings from local restaurants, fun raffle prize giveaways, and guest appearances from local radio and television stations.



Car Free Day

On September 12, 2012, CASSD partnered with GVF, a not-for-profit organization created to advocate and promote a viable transportation network for the region's economic vitality, to celebrate National Car Free Day where employees and residents were educated on alternative ways to get to work, such as transit or biking. SEPTA's hybrid bus, Chevy Volt, ZipCar, GVF, Lower Merion Township, Air Quality Partnership were among the many agencies onsite to answer employee's questions.



FUTURE PROJECTS

LOOKING AHEAD

City Avenue Streetscape Improvements

CASSD is working to secure funding for new streetscape improvements on City Avenue between 50th and 63rd Street. No substantial improvements have been made to this section of roadway in over 30 years.

The project consists of several key components:

- Installation of a new drainage system on the north side of City Avenue from Berwick Road to Orchard Road
- Replacement of 35 drainage inlets
- Intersection improvements including new turning lanes, reconstruction of crosswalks, installation of crosswalks, and signal upgrades
- Elimination of unnecessary left turns through the installation of concrete mountable curb grass medians
- Improved roadway and sidewalk lighting through the installation of 210 street lights



City Avenue Transportation Connectivity Plan

CASSD and Lower Merion Township are in the process of working with a consultant to develop a connectivity plan for the City Avenue corridor. A Transportation and Community Development Initiative grant from DVRPC was awarded to fund a study to evaluate potential improvements to transit, bicycle and pedestrian connections to support redevelopment and reduce automobile dependency in the City Avenue corridor. The focus will be on improving transit access and increasing the percentage of transit trips to and from the corridor, by both rail and bus.

The study will incorporate public input from representatives of the surrounding business district, residential community, institutional neighbors and community stakeholders.

The goals of the plan are:

- Increase awareness of transit in the City Avenue District
- Propose improvements to transit services and facilities
- Recommend improved physical pedestrian connections to transit and businesses
- Increase use of transit for travel to work destinations in the corridor
- Promote walking and bicycling for local trips in the corridor
 - Reduce auto dependence
 - Reduce congestion
 - Create a more desirable environment with fewer gas emissions



Traffic Signal Improvements

CASSD was awarded \$800,000 to install adaptive traffic signals as part of the Congestion Mitigation and Air Quality (CMAQ) program. Adaptive signals will be installed at approximately 17 intersections along the City Avenue Corridor from I-76 to East Lancaster Avenue. CASSD also received an Automatic Red Light Enforcement (ARLE) grant for signal improvements along St. Asphah's Road / Presidential Boulevard.

FINANCIALS

CITY AVENUE SPECIAL SERVICES DISTRICT OF PHILADELPHIA AND LOWER MERION

Annual assessments to properties within the district will be responsible for approximately 72% of the CASSD budget. The remaining portion of the budget will be sought from contributions. Individual assessments on properties will be derived by multiplying the annual total of district assessments by a ratio of the value of real estate taxes for individual property from the previous year to the total value of all real estate taxes (including the value of real estate taxes on property owned by non-profit organizations) within the district from the previous year.

Properties owned by non-profit entities such as private schools will be assessed using the same formula as other properties in the district. Owners of these properties will be requested to make a voluntary contribution in the amount of the assessment.

As in past years, a provision will be made to enable owner-occupants of residential properties in the district to not pay the assessment, if they elect to do so in accordance with procedures adopted by CASSD.

FIVE-YEAR BUDGET 2014-2018

Year	2014	2015	2016	2017	2018
Income					
Billing Amount ¹	\$1,566,274	\$1,644,587	\$1,726,817	\$1,813,157	\$1,903,815
Assessment Income ²	\$1,127,717	\$1,184,103	\$1,243,308	\$1,305,473	\$1,370,747
Contributions ³	\$216,000	\$221,000	\$226,000	\$231,000	\$236,000
Interest & Other Income ⁴	\$1,000	\$1,050	\$1,103	\$1,158	\$1,216
Total Income	\$1,344,717	\$1,406,153	\$1,470,410	\$1,537,631	\$1,607,963
Expenses					
Public Safety	\$506,170	\$521,355	\$547,423	\$574,794	\$601,082
Marketing and Promotion	\$110,000	\$113,300	\$116,699	\$120,200	\$123,806
Streetscape Maintenance	\$45,000	\$46,350	\$47,741	\$49,173	\$55,648
Administration/ Operations	\$498,547	\$512,748	\$528,676	\$546,046	\$562,427
Professional Fees	\$80,000	\$82,400	\$84,872	\$87,418	\$95,000
Capital Program Initiatives ⁵	\$105,000	\$130,000	\$145,000	\$160,000	\$170,000
Total Expenses	\$1,344,717	\$1,406,153	\$1,470,410	\$1,537,631	\$1,607,963

¹Total property assessments including exempt and residential properties

²Assessment excluding exempt and residential properties

³Contributions by tax-exempt properties

⁴Interest on operating accounts and receivables, past years' assessments

⁵Capital program costs including matching funds for grants

“In 1981, when I was looking for 2300 sq. feet of space for our marketing research focus group facility, there was quite a bit of rental space in the area at that time but we settled in on the 5th floor of the 555 Building. 32 years and several expansions later we’ve moved up to the 6th floor and now have 11,000 square feet. No doubt we made the right decision to start up, grow and remain on City Avenue”

-Ms. Merle Holman, CEO, PRC, Group Dynamics In Focus, Inc.

“What I like best about the area is the convenience. Our buildings, and City Avenue in general, are easily accessible from Center City, South Jersey and the western suburbs. It seems that all our clients know how to get to City Ave. There are also countless amenities nearby that add to the convenience of the location. In fact, we love the location so much we relocated our headquarters here”.

-Rich Gottlieb, Senior Vice President, Keystone Property Group

STAY IN TOUCH

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The Smart Spot

