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NEWS FOR IMMEDIATE RELEASE

CITY AVENUE SPECIAL SERVICES DISTRICT ANNOUNCES START OF BALA AVENUE STREETScape PROJECT

Bala Cynwyd, PA (September 13, 2012) – The City Avenue Special Services District (CASSD) is pleased to announce that the long-awaited Bala Avenue Streetscape project is finally underway. At a community meeting held on September 10th at 200 Bala Avenue, Terrence Foley, President and CEO of the CASSD, highlighted the pedestrian safety, traffic calming and aesthetic benefits that the streetscape will bring to the corridor. Textured crosswalks at key pedestrian crossings will be installed along Bala Avenue from Montgomery Avenue to Union Avenue. Additionally, bump-outs, also known as curb extensions, will be constructed at the intersection of Bala Avenue and Highland Avenue, shortening the pedestrian crossing distance and narrowing the roadway to encourage safety for residents and patrons. Bala Avenue's visual appeal will also be heightened by the addition of shade trees and 64 village-style, decorative light fixtures, which will provide more illumination along the corridor. The existing cobra-head highway lighting will be removed as part of the streetscape project. Finally, the intersection of Bala Avenue and Union Avenue will be converted to a four-way stop with flashing red signals, forcing commuters to stop and improving safety for pedestrians crossing the street.

Overall, the project is a key step towards revitalizing the business district along this corridor, though residents will see a substantial benefit as well from the additional lighting and traffic calming measures of the project. "That is what the effort to revitalize the district is really all about – stabilizing and enhancing both the residential community and the business district – a win, win for both," added Lower Merion Commissioner George T. Manos, who has represented the Bala Cynwyd community for six years.

The slightly over \$1 million project is financed by a mix of funds from the Commonwealth of Pennsylvania, Lower Merion Township, and CASSD. Miller Bros. Electrical Contractors of

Conshohocken will serve as the general contractor, with Spring City Electrical Manufacturing Company of Spring City constructing the ornamental light fixtures. Installation of the light fixtures, crosswalks, and bump-outs will be completed by late December 2012, with the tree plantings occurring in May 2013. Any further questions about the project can be directed to Terrence Foley of the City Avenue Special Services District at 610-747-0311.

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion 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. From the creation of public-safety initiatives to new strategies for development, the City Avenue 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, or like our City Avenue Special Services District Facebook Page.

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