

# City Suburban News

December 5 - 11, 2007

## CityAve District Continues Regional Identification with New Sign



The new "CityAve" sign at 63rd Street and City Avenue.

green circular logo, is a continuation of the recent regional identification and beautification project that began with the official lighting of the "CityAve" overpass sign on October 10, located at Presidential Blvd., just off the Schuylkill Expressway. The 63rd Street sign has new landscaping, complete with new flowers and greenery, surrounding it. "The two signs book end our District," said CEO Terrence Foley, "demonstrating the new vitality of our region." With a number of new businesses opening recently at the Target Center, including the first "Green" PNC branch in the Philadelphia area, California Pizza Kitchen and

Drivers and pedestrians traveling down City Avenue from Delaware County will immediately realize they have entered the CityAve District with the addition of a brand new CityAve sign at the intersection of 63rd Street and City Avenue. The sign, which features the signature "CityAve" navy and

Chipotle, there is a new energy on City Avenue.

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

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## City Avenue Signage

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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 information about the District, call 610-747-0311 or visit [www.cityave.org](http://www.cityave.org).

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 CityAve