

Zoning Update

The City Avenue Transportation Services Area Advisory Committee (TSAAC), a group comprised of representatives of the City Avenue Special Services District, commercial-property owners and area civic associations, recently presented a report to the Lower Merion Board of Commissioners concerning predicted development in the City Avenue corridor over the next 20 years. The land-use assumptions report (LUAR) is the first of three steps to properly analyze the area and make recommendations that are best for the community and for the business district. To create the LUAR report, the TSAAC interviewed major landowners about their plans and looked at current proposed land developments. Additionally, the study included provisions for the proposed zoning changes.

completion of a comprehensive traffic study that will analyze current traffic patterns and future patterns based on the proposed zoning changes. Based upon the traffic study information, a roadway sufficiency analysis will be completed, which in turn will be the basis for a capital improvement plan. All of this information will be used to help make any necessary changes to the proposed zoning ordinance.

Lower Merion Township has issued a request for proposal (RFP) for firms to competitively bid for the City Avenue Transportation Service Area Roadway Sufficiency Analysis and Capital Improvements Plan work. The selection process is expected to begin in September with the study getting underway as soon as

The next step is the undertaking of the City Avenue Transportation Service Area Roadway Sufficiency Analysis and Capital Improvements Plan. The first step in completing this plan is the



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CABA

For those of you who have been to a City Avenue Business Alliance (CABA) event, you know the drill. It's a chance to get to know your neighbors who work in the area, too. It's held in different locations in the District, with new and familiar faces as part of the attendees. Look for our invitation – coming soon -- for our next networking event. Hope to see you there!



Board Member Spotlight



Where else can you be in the city in 15 minutes and almost anywhere in the suburbs in 25 minutes? You can be everywhere in a reasonable amount of time.

What do you hope for the future of the District?

This area is almost an untapped resource, and it could be a very special region in the Philadelphia area. The combined efforts of The City of Philadelphia and The Township of Lower Merion working together will make the area thrive. Look at the universities here, as an example, St. Joseph's University and Philadelphia College of Osteopathic Medicine.

Tell us a little about yourself!

I grew up in the Mt. Airy/Chestnut Hill area and went to Germantown Academy. After I graduated from Georgia Tech in Atlanta, I moved back to Philadelphia. This is home for me. I now live in Montgomery County in Springfield Township. I'm married and have a seven year old daughter. I'm a Philadelphia sports fan, play golf and like to go fishing.

Meet Robert "Duke" Kennedy, new CityAve District board member and president of Corporate Realty Solutions. We asked a few questions of Duke, who's been a fan of the City Avenue area his whole life. He shared some insight about his experiences and insight.

What's your history with the City Avenue area?

I've been doing commercial real estate on City Avenue area for the past 16 years. But, my father's company -- Main Line Personnel -- was always based in offices in Bala Cynwyd, and I would hang out with my dad here. I even got my hair cut here as a little boy so you could say I have a 40 year history in this area.

What do you think is the District's best feature?

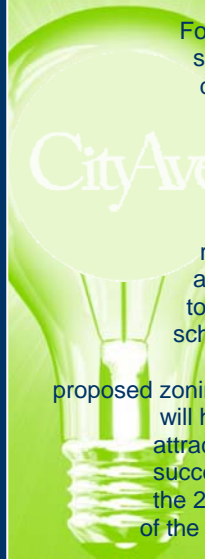
It's all about location.

What's your opinion of how to be a success...

To me, being a success is keeping your head down and being focused and committed to your personal vision. Plus, it's lots of hard work.

Inside Foley's Head

CityAve



For the CityAve District to stay competitive with newer development areas like Conshohocken and King of Prussia, it is essential for the zoning to be updated. Input from the public is crucial for change to occur. We ask that you attend zoning meetings to hear what your representatives, neighbors and friends are saying. Voice your opinions. We want to hear from you. (See the box for scheduled zoning workshops and hearings.)

Essentially, the proposed zoning standards will help redevelop the District into an attractive, vibrant, "green," and economically successful area -- meeting the challenges of the 21st century and respecting the character of the more historic neighborhoods.

This new zoning proposes strict constraints on tall buildings, the spacing between them, and minimum distance from the curb to allow for more pedestrian-oriented space and green plazas at ground level. While denser zoning and increased building height are proposed in areas closer to City Avenue, it is significantly less so where the District borders residential areas.

Additionally, it is important to note that the ordinance recognizes the special character of the Bala Avenue Commercial District and has regulations to maintain and enhance this character -- including restrictions on building height.

Upcoming Zoning Hearing Dates

- o **October 25, 2010 (Workshop)**
- o **November 30, 2010 (Hearing)**

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New Bed Head Brunch Buffet at Houlihan's on City Avenue!

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HOULIHAN'S

Houlihan's (at 555 City Avenue) new Bed Head Brunch Buffet features an omelet bar, secret recipe flapjacks, pasta and carving stations, sliders, dessert and more on Sundays from 11 a.m. - 2 p.m. Adults: \$13.95 / Kids (6-12 yrs.): \$5.95 / 5 and under free!

CityAve
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CityAve District Revitalization



You may have noticed some changes in the CityAve District that are in line with the goals of beautification and capitol improvements. Bala Apartments (4920 City Avenue), owned by Mike Woodward of Woodward Properties, has been undergoing a facelift, with the most noticeable change being the beautiful new windows – check out the before and after photos!



Additionally, there is an improvement proposal currently under review with PennDOT and Lower Merion Township for Bala Avenue. The plan includes the safety improvements of new pedestrian lighting, bump outs and crosswalks at intersections, and additional stop signs at key intersections, including Highland Avenue. Not

only will the proposed changes make the area more pedestrian-friendly, they will also be safer for drivers, add additional parking, and make the area more visually attractive. Many neighbors have already seen the conceptual drawings and will be shown the final plans when approved. The tentative construction date is December 1, 2010.

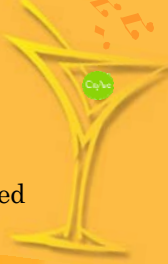


6abc - Façade of Iconic Round Building Returns!



As you know, 6abc recently built a new broadcast facility on the land directly next to their iconic round studio space on City Avenue. While the original building is no longer, 6abc has constructed a new parking garage for its news van fleet that imitates the recognizable design. If you haven't seen the new garage, take a glance next time you're on City Avenue ... you might not have even realized it changed because of the similarities!

2nd Annual CityAve Spring Fling – Thanks for Your Feedback!



To everyone who attended the 2nd Annual Spring Fling, a BIG thank you! We have received wonderful feedback and suggestions about the event, and look forward to incorporating them into our plans for the 3rd Annual Spring Fling, to be held next May. We're looking forward to an even greater event in 2011! Your ideas are always welcome! Contact us to tell us how you might like to get involved.

YOU WORK HERE ... NOW YOU CAN PLAY HERE!



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City Avenue Special Services District
One Belmont Avenue, Suite 304
Bala Cynwyd, PA 19004
CityAve@CityAve.org
www.CityAve.org



please send comments,
suggestions or submissions to:

Dayna Tolbert, Layout & Design
daynatolbert@CityAve.org

City Avenue Special Services District
One Belmont Avenue, Suite 304
Bala Cynwyd, PA 19004
Phone: 610.747.0311
Fax: 610.747.0316

Inside this Issue:

Zoning Update

City Avenue Revitalization

6abc - Façade of Iconic Round Building Returns!

Second Annual PNFW celebrates local flavor to include restaurants in the City Avenue District!

Safety First

While crime is down in the District it's never a good idea to let your guard down. The District's Director of Safety, and 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.

CityAve

Second Annual Philly Neighborhood Food Week celebrates more local flavor to include restaurants in the City Avenue District!



Avril BYOB
134 Bala Avenue
(610) 667-2626
avrilbyob.com

4100 Pres. Blvd.
(inside Crowne Plaza
Philadelphia West)
(215) 220-6500
cpcityavenue.com



3900 City Avenue (in front
of Presidential City
Apartments)
(215) 473-3900
francosteria.com



The CityAve District is proud to announce the participation of Avenue Grill, Avril BYOB and Franco's Osteria in the Second Annual Philly Neighborhood Food Week (PNFW). During the week of October 10-16, 2010, participating restaurants offer prix-fixed multi-course (3-4) menu options prices at only \$20 or \$30! So whether you dine in the District for business or pleasure show your City Avenue support. Spread the PNFw word and make your reservation today!



PHILLY
NEIGHBORHOOD
FOOD WEEK