



# The Smart Spot

City Avenue Special Services District  
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## SJU B-Ball Ticket Winners!

We had a great response to the Saint Joseph's University Hawks Basketball ticket giveaway. There were lots of great replies to our question: What Makes CityAve so Great? but two people either love Hawks basketball more than the rest of you or, and this must be it, can't wait to tear into the new issue of the CityAve News and read it the moment it hit their desk, giving them a head start. (You had to be fast to be one of the first two to respond!) Way to have your head in the game! Congratulations to Chris Sulpizio and Jennifer Barr and thank you to Nino Vanin, Director of Sales and Marketing, SJU Athletic Department. Go Hawks!

Why City Avenue is great...

"CityAve is great because TOD zoning rocks!"  
**Jennifer Barr**  
(SJU alumna '01)  
City Planner Community  
Planning Division  
Philadelphia City  
Planning  
Commission

## Bank of America

CityAve welcomes Bank  
of America to the  
District - opening in 12/08!  
4700 East City Avenue  
(once Rockaway Bedding)

We would  
like to thank EY Productions  
for Sponsoring this newsletter.



# news fall 08

## Some CSRs Trade Their Two Wheels for Well, Two Wheels Segways on CityAve

Segways, also known as Personal Transporters, are enhancing the Districts' Community Service Representative (CSR) Program. Segways are used all over the country by police forces, security firms, tour groups and anyone who needs a productive and efficient mode of transportation.

On CityAve, the Segways visibility will be a natural crime deterrent and facilitate communication with people in the community. Segways will make our CSRs even more easily accessible to the public.



It's much easier to chat while on a Segway than it is from a bike. "We are always looking for ways to improve our services to the people in the District. We believe that the addition of Segways to our bike patrol will improve the quality of our CSR interactions and will result in even better coverage of the area," says Pete Herzog, Director of Operations & Safety, CityAve District.

One of Segway's best features is that it is zero-emissions during operation. It can even be used indoors! It does draw power from the electrical grid while recharging but that electricity uses at least fourteen times less greenhouse gas emissions than driving a car the same distance.

When you see our CSRs cruising around on their Segways, or their bikes, please say hello. They are there for you.



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## Board Member Spotlight

Meet Bernie Prazenica, President and General Manager, 6abc/WPVI-TV/DT-back in Philadelphia at WPVI and our one of our newest Board Members.



### What's your history with CityAve?

I have been in Philadelphia a long time. I came to Temple in 1975 and later returned in 1982 to begin working at 6abc. CityAve has been my work home for over 20 years. For me it has been defined by the two television stations that sit on the lower end of the avenue. There has always been something unique about having the two stations facing each other like they do. I also remember the Marriott and the Adams Mark and the many functions that I attended at both locations. City Avenue has always been a pretty dynamic street.

### Where did you get your start in TV?

While at Temple I did an internship at WPHL-TV that led to some relationships which secured me my first TV job in Pittsburgh as an Account Executive. I was prepared well by my Temple experience and by the folks at Ch 17. Nothing gets you further than practical experience.

### What do you think is the CityAve Area's best feature?

There are so many neat things about City Avenue. I think that the best feature is really its multiple personalities. On one end you have the great look of St. Joseph's University and on the other you have television stations, great looking office buildings, hotels, and now shopping. It's also a very pretty street with some very nice landscaping.

### What do you hope for the future of CityAve and the District?

I think the CityAve District organization is a great idea. Clearly it has worked to make the Ave a safer, more attractive space for workers and visitors. I think that we all need to take a personal interest in how our own presence can contribute to making CityAve a great location. Working together will get us where we all want to be.

### Tell us what Bernie's about...

Professionally I'm all about 6abc. I love this place and really believe that there is no better TV station in the country. We have a special place in this community that has been earned over the years and we don't take that for granted. It's great for me and my family to be back in Philadelphia and Pennsylvania. We have family and many friends here. We're very excited about being reconnected after our last five years in North Carolina.

### On success...

Success is all about hard work, commitment, and respect for those you work with. I just try to follow that roadmap.

*The Smart Spot*

## Inside Foley's Head

We've been working on the 5 year budget all summer long. I only have great hopes and optimistic ideas for the next five years so it's rewarding to put together the proposed plan and budget for 2009-2013 as well as conduct a review of the District's previous five years.

The proposed 2009-2013 budget and five year plan aims to continue projects in the District and to begin new ones that will improve the area as a whole. With grant

money and funding from other sources, the CityAve District will implement pedestrian and traffic safety measures, continue to beautify the District, and work to bring in high end retail, office, and residential space.

The budget proposal has been approved by the District's Board of Directors and will be mailed to you shortly. Hope your summer was good and your fall is even better.

TF

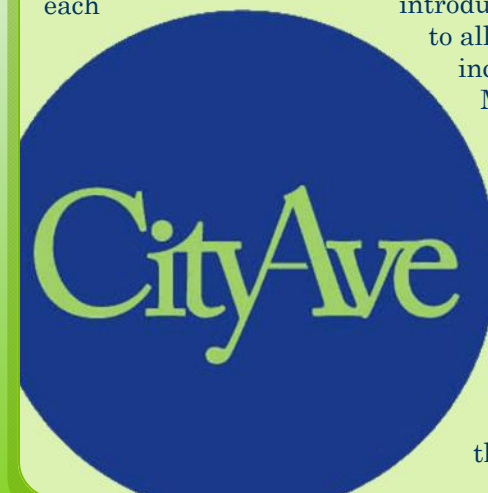
*The Smart Spot*

## Zoning Plans Moving Forward

Thanks to the diligent work of Lower Merion and Philadelphia officials and Kise Straw Kolodner, Inc., CityAve zoning will get its long-needed face lift soon. The CityAve corridor is really comprised of a regional center, a village center, educational campus areas and a transit oriented node. The new zoning addresses each

segment's individual challenges and needs and ultimately allows for more productive development, better use of space and resources and enables the CityAve District to grow into the spectacular place it is meant to be.

The final ordinances are close to completion. Next up is a series of informational meetings and presentations to introduce the new zoning to all stakeholders including the Lower Merion Township Board of Commissioners, the City of Philadelphia Planning Commission, the Philadelphia Code Reform Commission and the general public.



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## Mansion at Bala Construction Underway

Things are moving along nicely on the site of the Mansion at Bala Apartments on the former site of the Presbyterian Home located at 4700 City Avenue. Phase one includes 276 high-end apartment homes that are on track to be ready for occupancy in Fall of 2009. The developer tells us that these great new apartment homes will feature 10-foot ceilings, 8-foot windows, intricate moldings, in-unit washers/dryers, and many other features. "The addition of the Mansion at Bala Apartments to the

CityAve District is exciting on many levels. It should be a boon for both retail and professional business on the Avenue and will provide convenient and luxurious housing for those who want to live here along the City Avenue corridor. Shopping, work, school and restaurants are all right here on CityAve. And it's minutes to downtown Philadelphia. We're really looking forward to welcoming CityAve's newest residents and the vibrancy they will bring to CityAve." says Terry Foley, President and CEO, CityAve District.



## Overbrook Farmer's Market - Fresh and Fun!

If you have a hankering for zucchini or some farm fresh tomatoes you're in luck. The Overbrook Farms Farmer's Market is officially open for business Saturdays from 10 a.m. - 2 p.m. (until late fall). Thanks to the enthusiasm and hard work of the neighbors who organized the market in conjunction with Philadelphia's Food Trust. The Overbrook Farmer's market is on 63rd Street (between Overbrook Avenue and Sherwood Road). Free parking is available in the parking lot of the Juvenile Justice Center, 2079-2085 North 63rd Street.

On October 4th, stop by the market at 11 a.m. to see the official ribbon cutting. There will be fun for the kids and free apples all day. For updates on the farmer's market offerings and more info about special events please visit [www.CityAve.org](http://www.CityAve.org).



## TWCP Celebrates 15th Anniversary With Awareness Walk



"Wellness Center Participants and Staff"

The Wellness Community of Philadelphia (which started on City Avenue) has lots of fun stuff planned in celebration of its 15th Anniversary. Located in West Fairmount Park, the Wellness Community of Philadelphia (TWCP) offers free programs of support, education and hope for people with cancer and their families.

**Information and Resource Fair on Saturday September 27th from 9 a.m. - 4 p.m.** To register for the 9 a.m. walk or for information about the other special events which include free yoga and tai chi, entertainment and fun for kids and lots of wellness info, please visit [www.twcp.org](http://www.twcp.org) or call 215-879-7733.

From September 22-27 the Center will offer special events including a **City Avenue Awareness Walk and Cancer**

15th ANNIVERSARY • 1993-2008  
**the wellness community**  
 philadelphia  
 cancer support, education and hope