



The Smart Spot

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Zoning Update

Good things come to those who wait just might be the CityAve District's theme for the year. Zoning overlay plans are moving along. Philadelphia City Council has approved the ordinance covering the City of Philadelphia and Village Center and it awaits Mayor Michael Nutter's signature. The City of Philadelphia Planning Commission has also issued approval. The Overbrook Farms Transportation node ordinance has been approved by the City of Philadelphia Planning Commission and is on the agenda for council approval in September of this year.

Once again, we are extremely grateful to Councilman Curtis Jones, Jr. for his support and efforts. "Councilman Jones has been pivotal in shepherding the legislation through the process. We very much appreciate his hard work and perseverance," says Terrence Foley, President and CEO, CityAve District. Plans can be viewed at www.CityAve.org

Good things come to those who wait. Thanks for your patience as we re-do the Northern Gateway



So many good things coming on City Avenue but the current "good thing" to quote Martha Stewart is the redesign of the Northern Gateway at City Avenue and Presidential Boulevard. The goal here is to improve the appearance of the space,

tie it in with the bridge and lower ongoing maintenance costs. Thanks to a weed management issue the project has been postponed until fall. If you have a garden of your own, surely you understand!

CityAve Health Tip

Don't wait for Obama - Start Your Own Healthcare Reform!

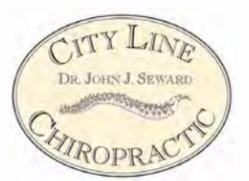
Taking the quality of your health into your own hands can seem impossible. Some worry that exercise will cause more pain. Some feel helpless and burdened by discomfort.

Good news - the choice to be pain free is yours. After all, your body depends on

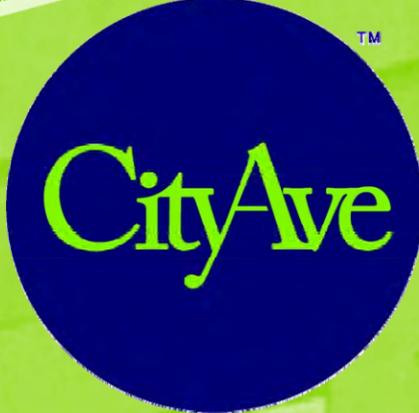
- your good efforts to run well. So get involved. Here's how:
- 1. Just do it.** Exercise several times a week - a 5 or 10 minute walk a couple of times a day is a great start.
- 2. Upgrade to good fuel.** Eat smart and drink water to help your body run well. And cut out the alcohol and smoking habits that

contribute to cancers and diabetes.

3. Ask for help. To explore the best way to feel better, call us. We'll work with you to find the shortest path to better health comfort. Call Dr. John Seward at City Line Chiropractic for a free health kick conversation today: (610) 617-7300



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summer 09

MUSIC, FOOD & FUN



First Annual CityAve Spring Fling! So Much Fun!

At 5 p.m. on May 13th, as the work-day came to a close City Avenue was coming alive. Hundreds of people attended the first Annual City Avenue Spring Fling. Employees from the District's many businesses gathered for music, food and fun. Love Seed Mama Jump had the crowd jumping. There was dancing, there was swaying and even some shimmying off to the side. Local TV and radio talents mingled and emceed. WMMR's Steve Morrison of Preston and Steve joined 6abc's Adam Joseph and Karen Rogers on stage to emcee the Saks Fifth Avenue Spring Fashion Showcase. Anyone who is hoping to look drop-dead gorgeous like the models

should head over to Saks Fifth Avenue immediately for some stunning fashions. There was free food thanks to many of the District's eating establishments. Delmonico's Steak House at The Hilton Philadelphia City Avenue wowed everyone with an incredible seared tuna and California Pizza Kitchen offered a very-popular Asian inspired salad. Yum! Qdoba served up Mexican fare of course, Houlihan's fed the crowd well, Avenue Grill at Crown Plaza Philadelphia Main Line dished up mini crab cakes, and the crowd's thirst was quenched with several flavors of Skinny Water and ACME bottled waters.

Beer, courtesy of Penn Distributor's, and wine flowed for those over 21 and there was still more fun to be had. There were games thanks to all of the City Avenue radio stations and one of the highlight's of the evening was the Segway rides. CityAve District's bike patrol also tooled around on Segways so they were on-hand for those who wanted to give them a whirl. It's not as easy as it looks! Guests were invited to participate in an all-event scavenger hunt. Visit the Avenue Grill table and



the Skinny Water table - and all of the other vendors to get your passport stamped, and be entered to win some great prizes. Many happy Spring Flingers went home with cool prizes like Cold Play tickets, spa days, restaurant gift certificates, and gift cards.

Many many thanks to the awesome Spring Fling Committee who made this happen: Mindy Ambrosino, Paul Blake, Sally Conchewski, Linda Fantini, Janet Giuliani, Scot Key, Susan McKee, Michael Monsell, Richard Platt, Christopher Sulpizio, and Becky Talbot.

Send your comments and ideas for next year's City Avenue Spring Fling to CityAve@CityAve.org.



