

# CityAve

## The Smart Spot

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You work here...  
now you can play here!



# Business after Business... A Great CABA Event at the Hilton!



Gathered in one of the beautiful ballrooms at the Hilton Philadelphia City Avenue, more than 35 members of the City Avenue Business Alliance (CABA) met for an evening of networking on Wednesday, April 28th. Representatives from many of the CityAve District's businesses were there, including St. Joseph's University, The Hilton, Beasley Broadcasting, Keystone Property Group, Lotus Event Designs, New York Life, Avril BYOB and more. Delmonico's Steak House at The Hilton provided delicious hors d'oeuvre for all in attendance to enjoy while mingling!



## Inside Foley's Head

Over the last two years, the CityAve District has been working with township planners and the adjacent community and property owners to create revamped zoning that will allow the type of development that is vibrant, attractive, "green" and economically advantageous to the area. We are proud to be in the midst of creating a plan that residents, business owners, and others in the area largely see as positive with the recent presentation of the draft zoning ordinance in Lower Merion Township. In the coming months, there will be meetings to provide a forum for community input into every aspect of the proposed ordinance.

Please express your views, concerns and support of the proposals. This is a process that we want to do right and commence expeditiously.



## CityAve The Smart Spot

### GVF Honored the CityAve District for its 2010 Private Sector Leadership Award



value of the private sector in public-private partnerships and with that, they understand what a crucial role the transportation network plays in a successful economy," said Rob Henry, Executive Director of GVF.

The Greater Valley Forge Transportation Management Association (GVF) recently selected the City Avenue Special Services District as a model partner and awarded CityAve the Private Sector Leadership award. "Terry Foley and the City Avenue Special Services District of Philadelphia and Lower Merion have been wonderful partners. The District already understands the

One of GVF's goals is to enhance mobility and safety through the reduction of congestion and pollution by promoting the area's orderly growth, sustaining its quality of life, and ensuring its continued economic vitality. In order to provide better commute alternatives to organizations and their employees, GVF assists with the development of suburban transportation solutions where alternatives to driving do not always exist.

We would like to thank  
**EY Productions** for  
sponsoring this newsletter

## Farmers' Markets ... on Both Ends of the District!

It's summertime ... and that means plenty of delicious farm-fresh foods right here on City Avenue! With two great Farmers' Markets, you'll be sure to get your fill of strawberries, corn, heirloom tomatoes, cheese, artisan breads and more.



Bring your basket and the kids while you check out the *Overbrook Farms Farmers' Market* now until November on Saturdays from 9 a.m. - 1 p.m. in the Juvenile Justice Center Parking Lot on 63<sup>rd</sup> Street (between Sherwood Rd. and Overbrook Ave.)



Stop by the just-opened *Bala Cynwyd Farmers' Market* after work on Thursdays from 3 - 7 p.m., now until October in the Northwest corner of the GSB Building lot (at Belmont Ave. and St. Asaphs Rd.). Enjoy the fresh, local, seasonal foods!

## Did You Notice??

City Avenue got a recent makeover ... do you know what it was? Well, if you said the

beautiful new banners and the newly painted sign welcoming walkers and riders to the District, you'd be correct! If you didn't see them yet, be sure to check them out -

there are 16 banners along City Avenue with our signature blue and green logo to let people know they're in the Smart Spot!



## A Change at Avril BYOB - A Breakfast and Lunch Hot Spot

In mid-July, Avril BYOB on Bala Avenue is changing to a chic, Parisian café style restaurant with a focus on breakfast and lunch in addition to dinner. The restaurant, already known for its delicious desserts, will add a patisserie-feel with freshly-baked pastries and breads each day plus espresso and coffee options. Additionally, Avril will offer meals to go for anyone who

would like to take food home or back to the office. With menu items including brioche French toast, crepes galore, sweet and savory tarts, coq au vin pot pie, bouillabaisse and much more, we know Avril will continue to be the "hot spot" for everyone in the neighborhood. Their new hours will be 7 a.m. - 9:30 p.m. Monday through Sunday. Bon appétit!



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