

The Smart Spot

Zoning Update...

Zoning plans for the CityAve District continue to progress. Meetings have been held in both Lower Merion Township and Philadelphia.

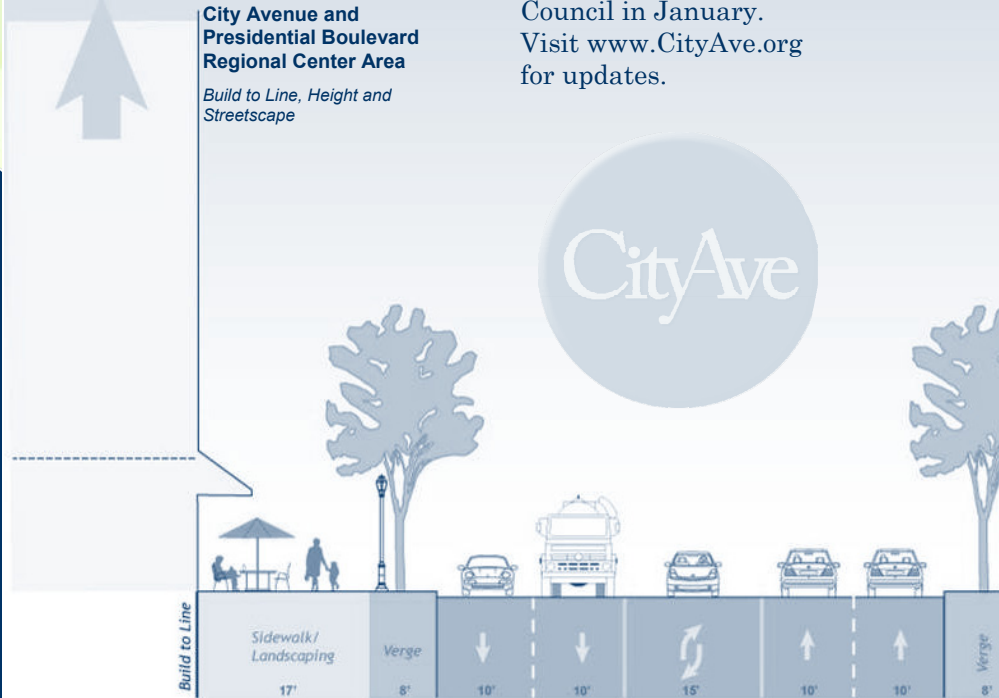
The District's presentation made to the Lower Merion Board of Commissioners' Building and Planning Committee can be seen on Channel 7. The power point presentation is also available on the Lower Merion Township website, www.lowermerion.org.

On the Philadelphia side of the Avenue, the Philadelphia Planning Commission has been a terrific resource and the ordinance is expected to be introduced to Philadelphia City Council in January. Visit www.CityAve.org for updates.

The Smart Spot

City Avenue and Presidential Boulevard Regional Center Area

Build to Line, Height and Streetscape



CityAve news winter 09

Spring Brings More Than Flowers

CityAve Spring Event May 13th, 2009

Thanks to the tireless work of the CityAve Marketing Committee a fun event is in the works for the CityAve crew this spring. When the weather starts to get nice and everyone's dying to whoop it up a little, it will be great to all meet at the 555 City Avenue parking lot for music, food and lots of fun. Everyone here on City Avenue is invited. Details to come soon.



Board Member Spotlight



Avenue, dines on City Avenue, works on City Avenue, lives by CityAve and now serves on the CityAve District Board. The only thing that's left for her to do is go to school on City Avenue. Wonder if Jill Hyman Kaplan, Esq. knows about the fantastic Restaurant Hospitality program at St. Joseph's University... Actually, for the record, she once served as a guest lecturer for the Environmental Protection & Safety Management Graduate Program at St. Joseph's University!

Jill names the restaurants and shopping along City Avenue as the area's best feature. As a board member she hopes to help continue efforts to make CityAve both car and pedestrian friendly. She too believes in CityAve's potential as a destination spot.

Jill Hyman Kaplan didn't grow up near CityAve. Funny, because now she eats, sleeps and breathes City Avenue. As the District's newest board member she is uniquely qualified. She lives along the CityAve corridor, travels down City Avenue to 401 City Avenue where she's a partner at Manko, Gold, Katcher and Fox LLP (specializing in environmental and safety law) and then flies back down CityAve at days end to her family. She shops on City



Please join us in welcoming Jill to the Board.

The Smart Spot

New Bank of America on City Avenue Now Open!



Not only are Bank of America's services customer friendly, their City Avenue branch is environmentally green from the design to the materials too! To check out the new green Bank of America in person, or to do some banking, stop by during business hours. Bank of America, 4160 City Avenue, is conveniently open Mon. - Thurs. 9am - 4pm, Fri. 9am - 6pm and Sat. 9am - 1pm.

Inside Foley's Head



Volunteerism is alive and well on City Avenue. I'm especially pleased to tell you about our Marketing Committee. Made up of Board Members and other business owners and movers and shakers in the District. This group has dedicated a lot of time and enthusiasm to work to develop creative event and marketing ideas for the CityAve corridor. Our Marketing Committee includes, Paul Blake, Linda Fantini, Harriet Goodheart, Janet Giuliani, Susie Maguire, Susan McKee, Mike Monsell, Richard Platt, Chris Sulpizio, Kurt Strauss, Becky Talbot, Howard Wurzak, and CityAve staff and with this crew it's hard not to feel the energy. I hope that your year has been as interesting and fruitful as ours has been here in the CityAve District and that 2009 brings us all many blessings to be grateful for.

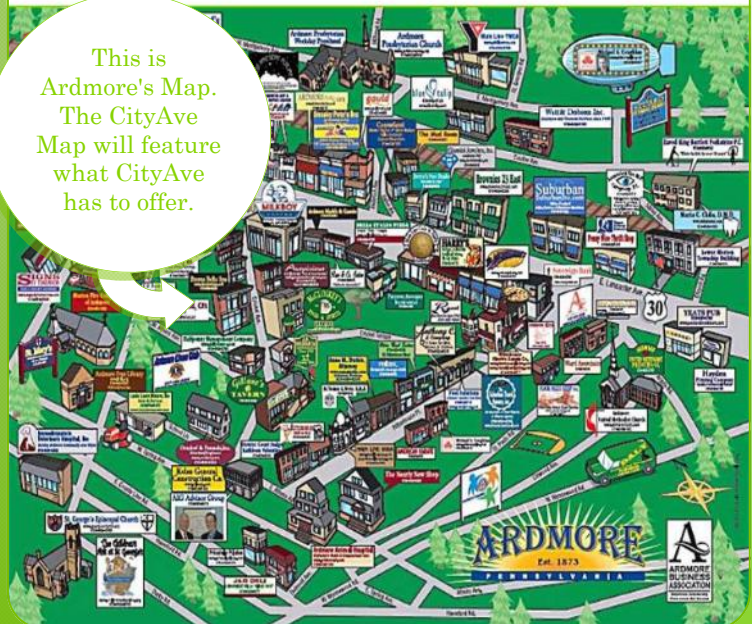
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Get Yourself on the Map

The CityAve map is designed to be used as a (very cool) guide to the District. You'll be able to find restaurants, doctors, professional services and more. You'll also be able to find your way... it is a map after all. In addition to the printed map that will be available in locations all over the District and through our Chambers of Commerce, there will be a listing of key events for 2009. If your organization

is planning an event for 2009 you just might want to make that list. Also, an interactive version of the map will be linked to CityAve.org for web surfers to access 24/7. To have your business featured on this map contact Sean O'Neill at sean@townpridemaps.com. Sean is managing this project for the folks in the District and has created fantastic maps for both Ardmore and Wayne. Hope to see you on the map!

This is Ardmore's Map. The CityAve Map will feature what CityAve has to offer.



CABA Meets at One Presidential



There was a lot of oohing and ahing at the CABA event held October 28th at One Presidential in Keystone Property Group's newly renovated lobby. No one could stop talking about the wall of water and the contemporary and modern, but warm feel. The re-use of the original staircase, with a stylish update was a popular discussion topic too. In between lobby talk, folks from seemingly every industry gathered to network and catch up.



Avenue Grill to Fill a Real Need on City Avenue

The breakfast meeting is back on City Avenue thanks to the all new Avenue Grill at the Crown Plaza Main Line on Presidential Blvd. As early as 7 a.m. you and

your business associates can feast on Eggs Benedict or the sure-to-be-popular Merion Omelet -- lox, capers, red onion and tomatoes. Coffee, pastry, other breakfast entrees and of course oatmeal and yogurt are also available for those who prefer to save their calories for lunch. Of course Avenue Grill is also open for lunch and dinner. Casual food like burgers and salads share space with filet 'o fish. Something for everyone.

Win Dinner for Two From Tony Roni's Pizza

The first person to correctly answer the following trivia question will win a gift card to Tony Roni's Pizza located

at 4504 City Avenue, across from the Bala Cynwyd Shopping Center. Tony Roni's features thin crust

Neapolitan pizza and old world tomato pie - all made with high quality ingredients.

They aim to treat their customers like family. Think favorite aunt not crazy cousin. If pizza's not your favorite (anyone?!) Tony Roni's also offers salads, sandwiches, cheesesteaks and wraps too. Email your answer to CityAve@CityAve.org.

TRIVIA QUESTION:
In 1963, when commercial development was already underway on City Avenue, the last Pencoyd Iron heir and owner of the Pencoyd estate sold their land to a developer. What stands there now where Pencoyd estate once was?



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



send comments,
suggestions or submissions to:

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CABA Meets at One Presidential

Avenue Grill to Fill a Real Need on City Avenue



This new, modern-styled restaurant offers an elegantly relaxed dining experience serving upscale Continental cuisine. Conveniently located just off 76 at City Avenue, in the lobby of the Crowne Plaza Main Line, Avenue Grill dishes up perennial favorites like Pan-fried Crabcakes and Filet

Mignon along with seasonal specials. A full bar mixes up signature drinks and an extensive wine list allows the pairing of perfect combinations. Charmingly subtle décor showcases the work of local acrylic-on-canvas artist Tony Lasalle, whose signature colorful pieces give the venue its punch.

For more information
please call:
215.220.6500

Avenue Grill
4100 Presidential Boulevard
Philadelphia, Pennsylvania 19131

Buy 1 Entrée,
Get 2nd FREE

Avenue Grill

2nd entrée must be of equal or lesser value.
Cannot be combined with any other offer.
Valid 1/1/2009 - 2/28/2009.



Visit www.avenue-grill.com for reservations.

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