



news  
spring 08



Coming Soon in 2008

# CityAve 5k: Your Neighborhood Run



It's like we're having a baby! That's how excited we are about the CityAve 5k! Everyone knows it takes a village so we've assembled one. The District has partnered with race veterans, Philadelphia Insurance Companies to be sure this becomes a CityAve fixture. Our steering committee includes District hotshots like Susie

Maguire of Philadelphia Insurance Companies who along with Tyl Sadoff, also of Philly Insurance, have taken on the role of Event Director. Janet Giuliani of Tishman Speyer, Susan McKee of Walls and Windows, Sharla Feldscher and Alissa Vladimir of Sharla Feldscher Public Relations along with the CityAve District staff make up a committee committed to putting on a great event.



educational, athletic and recreational activities designed to build children's self confidence, self-discipline and to build and strengthen trust between police officers and youth.



It's a win-win for everyone involved. The CityAve 5k will be a huge part of the revitalization of CityAve. We're bringing people and energy to the CityAve District and supporting a fantastic organization all at the same time. I'm looking forward to seeing both new and familiar faces out there on the course or along the sidelines cheering on the runners and walkers," says Terrence Foley, CEO and President of the CityAve District.

The Certified 5k course (that's 3.2 miles) will start and end at One Bala Plaza, home of Philadelphia Insurance Companies. Race course will be within the District boundaries but no worries -- CityAve will remain open! 100% of funds raised through the Corporate Challenge Relay will go directly to the Police Athletic League (PAL), our race's beneficiary. PAL (phillypal.com) provides a youth crime prevention program which promotes



In addition to the 5k Run/Walk Race, Philly Insurance sponsors a Corporate Challenge. To learn more about that visit [fit4life.PHLY.com](http://fit4life.PHLY.com). There will be a 1 mile fun run/walk for those who prefer to take in the sights at a slower pace and race festivities for everyone. We'll be calling for runners as soon as a date is set so keep your eyes open and your muscles limber. For info about being a race sponsor please call the District office at (610) 747-0311.

## The Smart Spot

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## Inside Foley's Head

This time last year my choices for lunch were few and far between. And no, not just because I was suffering through Atkins! Now when I meet someone for lunch or stroll along City Avenue at lunch time I have options. The newest addition to the CityAve restaurant boom is Cosi next to the Saint Joseph's Bookstore at Hawks Landing. I'm looking forward to their sidewalk tables this spring and I think we'll all find a renewed energy along CityAve as people walk to shopping, dining, school and work.

TF Whether

## Spiffy Signs Snazz up The Avenue

Our new sign is feeling right at home at the corner of 63rd and CityAve.



## Business Spotlight

### Keystone Property Group

Meet Rich Gottlieb, Senior Vice President, Keystone Property Group, a District newcomer. Well, Rich has lived in the area for twenty years but Keystone Property Group is new to the District.

#### Tell us about Keystone Property Group...

Keystone Property Group ("KPG") acquires, develops and manages commercial real estate in the office, flex and industrial asset sectors. As a vertically integrated real estate organization, Keystone manages private equity funds which invest in opportunistic real estate projects that are well located, but underperforming, undercapitalized and/or functionally obsolete. Keystone applies a focused, strategic investment plan to each opportunity, which in turn drives its success in delivering superior value to all stake holders. We currently employ approximately 55 people in the district.

#### Why did you choose to relocate to CityAve?

Location, location, location. We are in the real estate development business and aggressively pursued the opportunity to purchase One Presidential Boulevard.

The building fit perfectly into KPG's business model of creating value by redeveloping older, well located office buildings. We are creating a Class A, trophy office building at the most visible location in the Philadelphia suburbs. Plus the location enables tenants to easily access all locations in the Philadelphia region as well as attract employees from the entire region. Once we began planning the redevelopment we could not resist the opportunity to relocate our headquarters here.

#### What do you like best about the area so far?

Convenience. Our building, and City Avenue in general, is easily accessible from Center City, South Jersey and the western suburbs. It seems that all our clients know how to get to City Ave. There are also countless amenities nearby, especially with the addition of the Target development.

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

We want to see the area continue to redevelop in positive manner. The adoption of the overlay district plan will allow new and exciting

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## Business Spotlight (continued from page 2)

development opportunities that the area would support. The current zoning is very limiting and does not enable world class development.

### How about Presidential? What's happening there?

A lot. We expect to complete construction by June of 2008. The excitement generated from this project has been unprecedented. Leasing is exceeding our expectation which shows that there is a strong demand for Class A office in Bala Cynwyd. We are currently over 50% leased at some of the highest rental rates ever seen in Bala Cynwyd. Our signed tenants include Hamilton Lane Advisors, Global Employment, Urological Associates and CitiBank. We are in discussions with other office and retail tenants which should enable us to fully lease the property.

Keystone Property Group has moved into temporary space within One Presidential and expects to move into our permanent offices in June.

We are also starting to upgrade 225 City Avenue. This project is also receiving great leasing activity. We will be upgrading the interior and exterior creating a more attractive project. There will be several new retail tenants which help make the area even more desirable.

## Crowne Plaza Hosts Fabulous CABA Event

A crowd of about 50 people met on Feb. 7<sup>th</sup> at the newly renovated Crowne Plaza Hotel. Oooh la-la was the general feeling. CABA members were treated to a pasta station that got outstanding reviews. A big thank you to Sous Chef Varkey Vee for his creative dishes. The folks at Crowne Plaza really know how to do things right. Their bartender was serving a special drink that night, the CityAve-tini. It was a perfect shade of CityAve green. Attendees were able to tour the hotel and one lucky CABA member, Linda Tolbert of Maguire and Partners won an overnight stay and breakfast at the hotel. Josh Maleeff of Huntington Learning Centers won a huge spa basket compliments of the hotel. He'll be smelling sweet for a long long time... unless of course he gave it to his wife. "It was great to see both familiar faces and new faces. Nice to have the people from Lord & Taylor join us and Group Dynamics was also very well represented. It was a super crowd," said Terrence Foley.

For more information about the Crowne Plaza contact Paul Williamson at [Paul.Williamson@cpmainline.com](mailto:Paul.Williamson@cpmainline.com). To learn about the next CABA event visit [www.CityAve.org](http://www.CityAve.org) or call 610-747-0311 to be added to our mailing list.



From left to right: Roxanne Robinson, Crowne Plaza Meetings Director, Paul Williamson, Director of Sales & Marketing, Angela Cunningham, Director of Catering, Kurt Strauss, General Manager, Steve Dugan, Assistant General Manager



## Zoning Overlay Update

The City Avenue Corridor Zoning Overlay project is progressing nicely for the District. A steering committee comprised of individuals who represent various areas of expertise met in December to provide guidance to Kise Straw & Kolodner, Inc., the consulting firm working on the project. In January, an Advisory Committee met to provide ideas and feedback to KSK. The committee members include three representatives from each local civic association, CityAve District Board members who represent a variety of businesses in the District as well as ex-officio members like Councilman Curtis Jones Jr., Commissioner Bruce Reed, Commissioner Liz Rogan, Commissioner Brian Gordon and

Commissioner George Manos and State Representative Kathy Manderino. "It was a very productive meeting. We have a great advisory committee for the Zoning Project. We were also honored to have new Councilman Curtis Jones Jr. attend the meeting on his very first day on the job. His dedication and interest are appreciated," said Terry Foley, CEO and President of the CityAve District.

Three work groups generated ideas and presented summaries to the group. KSK will incorporate these suggestions into their plans and present a revised plan to the group in March. In June it is expected that there will be a public meeting.



### Goals of Zoning Overlay Project

- Sense of Place in District
- Improved Traffic Patterns
- Mixed-Use Development (Retail, Business, Residential)
- Village Feel
- Pedestrian Friendly
- Efficient use of existing space

CityAve

The Smart Spot

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please send comments,  
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## Branching Out to Include Everyone CityAve District Partners with Volunteers

On Saturday November 17th, volunteers from the District, Lower Merion High school, Wynnefield Residents Association, the Education Advancement Alliance and CAMERA, Inc., partnered with the American Cities Foundation to plant over 30 trees along City Avenue.



It's been said that trees not only look beautiful, but provide oxygen, absorb noise and provide shade. Trees are also a symbol of rootedness, connectedness, community and hope for the future. That's what

CityAve District is all about.

A huge thank you to the volunteers who worked hard, got dirty and cared.

## Feels Good to Be Noticed



The Neighborhood Club of Bala Cynwyd has selected CityAve District as a winner in the Business

Category of the Sidewalk Gardens Recognition contest. The Neighborhood Club sited the "islands of intense jewel-like colors that greet visitors as they approach the District at Presidential Boulevard." "It's an honor and we're very pleased to have been recognized for our streetscape improvements," said Terry Foley, CEO, CityAve District.

## One of Philly's Best Places to Work is Right Here in the District



Philly Mag named Philly Insurance (no relation) one of the 20 Best Places to Work in PA. Thanks to their "culture of fitness" it's a real kick to work there. Work out at lunchtime? Philadelphia Insurance Companies employees get rewarded with an extra 15 minutes of time. The company also subsidizes gym memberships for their 650 local employees, offers opportunities to take part in distance races and Iron man competitions and much more. Congratulations Philly Insurance!



We would like to thank EY Productions for sponsoring this newsletter

