



City Avenue Special Services District

A Transformation in Progress



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Revitalization

If you haven't been to CityAve lately, prepare for a pleasant surprise.

There has been a quiet revitalization going on~underfoot and along the sidewalk. With the revival come options.

Dining Options. Residential Options. Retail Options. Recreational Options.

Options for you to play a role in the current transformation in progress.

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The Backstory

Conceived in the early 1990's

- Lita Cohen, Jim Ettelson, Joe Manko, and Michael Nutter

True Public/Private Partnership

Elected officials, property owners, institutional leaders, and business leaders worked together to develop the concept and gather support

The Backstory

The Key Goals

- Enhance safety
- Improve the area's image
- Attract and shape development

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A little History

“The Golden Mile”

- Horn & Hardart
- The Marriott
- Germantown Savings Bank
- Penn-Fruit



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Brandsport and Character



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Today

The Current Situation

CityAve is the region's center for television and radio broadcasting, home to two institutions of higher learning, and boasts the second densest office population in the region.



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Today

The Current Situation

The district is a great location with fast access to Center City and University City.

- Superior public transportation network
- New higher density zoning in Lower Merion has been approved as of April, 2012
- Much of City Avenue built under existing zoning. New zoning has created extraordinary opportunity.



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The demographic composition of the CityAve area supports the type of high-quality retail, residential and office space integral to our vision.

- Per Capita income higher than surrounding areas (\$55,011)
- Business Tax is 6% lower than most alternatives (0.15% [Gross Receipts])
- Lower unemployment rate than surrounding areas
- Aside from Radio Stations and Higher Education—top 3 industries include:
 - Technical, Scientific & Professional Services
 - Healthcare & Social Services
 - Finance & Insurance

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The Aim

Transformation of the City Avenue corridor from an auto oriented drive-through to a pedestrian friendly, successful, vibrant, and highly desirable, diverse mixed-use community.



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The Plan

New zoning ENCOURAGES higher density development (3 times existing density)

- Development that combines residential, institutional, and commercial uses in close proximity.
- Structured parking in place of surface lots



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The Plan

The new zoning ENCOURAGES:

- New public plazas and open space
- Streetscape & traffic improvements
- Public transit usage
- Pedestrian friendly activities



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The Plan

New zoning creates OPPORTUNITY

- Development of more, higher-quality office space to attract businesses who want to be near Center City, but away from congestion.



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New zoning creates OPPORTUNITY:

- Upgrades and improvements to retail storefronts and the nature of the retail market – specifically attracting high-end retail – without increasing traffic.



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The Plan

New zoning creates OPPORTUNITY

- Increased, high-end residential space to respond to demand to live near Center City and in an area near shopping and **walk-to-work** employment
- Improved traffic conditions



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The Plan

OPPORTUNITIES to create:

- A sense of place
- Increased public safety
- Better tax scenarios for companies
- Better retail and dining options for local residents



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Key Changes

- Increased building FAR, lot coverage, and building height
- Reduction in required parking
- Zoning incentives for features such as plazas as well as structured and underground parking
- Design standards for building, including mass and articulation
- Requirement for wider sidewalks and street landscaping
- Better pedestrian connections between sidewalks and buildings

The Future

Live | Work | Study | Play

- Develop higher density office, residential, hotel & retail
- Medium density & low rise residential
- Ground floor active uses near City Avenue
- Mid-rise buildings closer to sidewalks



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The Plan

In summary, we are bullish about:

- Enhancing the visual character of the district
- Developing a sense of place
- Improving pedestrian connections
- Promoting the use of transit to reduce traffic congestion
- Creating transitions in bulk and scale between higher density development and residential neighborhoods
- Creating pedestrian-scaled blocks
- Encouraging shared parking and attractive structure parking
- Providing landscaped, open areas and public gathering spaces

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Dimensional Standards

Floor Area Ratio (FAR)

- Encourage higher density development
- Zoning incentives for amenities



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Dimensional Standards

Building Height

- Encourage varied building heights—up to 200' in some areas



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Dimensional Standards

Building Height

- Encourages varied building heights

Photo simulation of possible redevelopment



View from
City Avenue



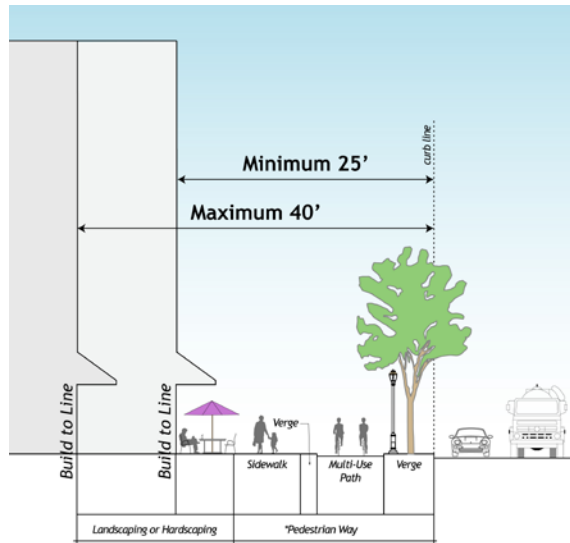
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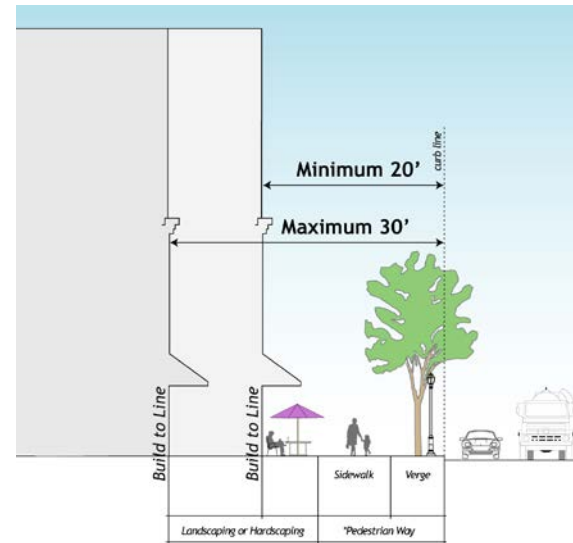
Zoning Specifics

Build-to-Line: Dimensional Standards

- Require buildings to be constructed close to sidewalk



Build-to-Line for façade facing City Avenue



Build-to-Line for façade facing streets other than City Avenue

Dimensional Standards

Build-to-Line

- Primary pedestrian access points to buildings shall be located along the Primary Front Facades
- The Build-to-Line may be extended by 20 ft. if the area is used for outdoor dining



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Design Standards

Architectural Design Standards

Visual mass of buildings shall be de-emphasized through the use of architectural and landscape elements

Vertical
Articulation

Horizontal
Articulation



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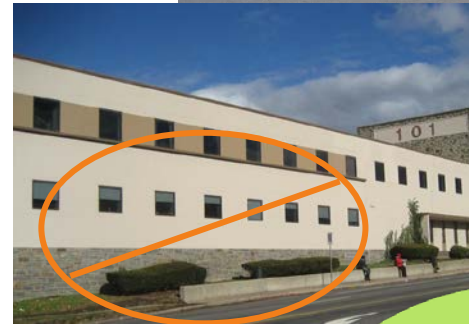
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Design Standards

Architectural Design Standards

Minimum requirements for area of windows

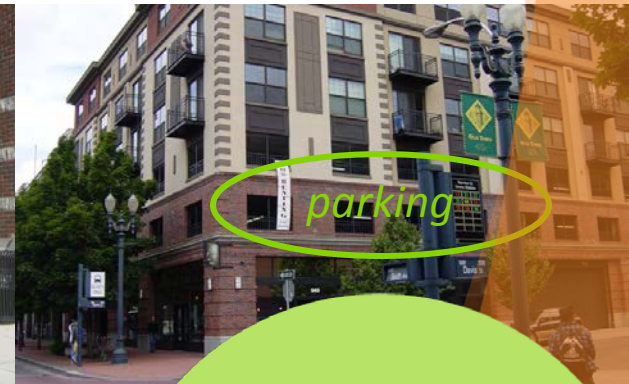
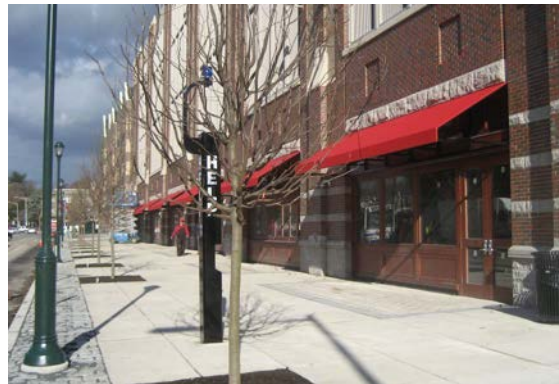
- Upper floors:
 - 20% of façade covered by windows
- Ground floor:
 - 65% of façade covered with windows (including window in door)



Design Standards

Parking Structures

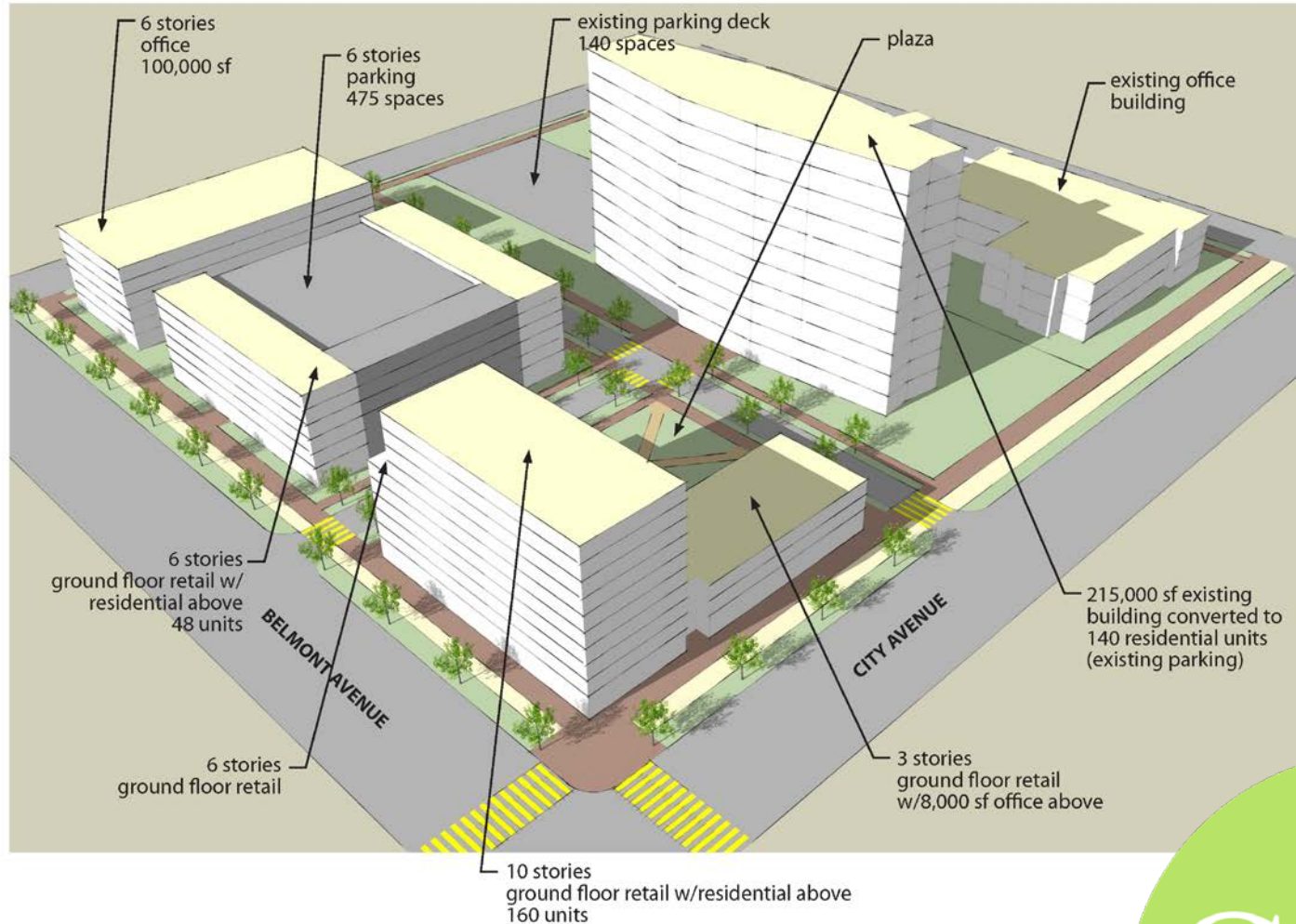
- Pedestrian-oriented facade
- Active uses at first floor facing pedestrian-oriented streets
- Primary building entrances shall be visible and articulated toward the street



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Possibilities



GSB Site Build-out Analysis

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Possibilities



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Opportunities Identified in Econsult Study

CityAve offers savvy real estate professionals boundless opportunities:

- Abundant, well-educated workforce
- Per capita income higher than surrounding areas
- Business tax is 6% lower than most alternatives (Township has lowest tax burden for all industries)
- Lower unemployment rate than surrounding areas
- Top industries include higher education, broadcast, healthcare, finance, and insurance

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Now's the time. CityAve's the place.

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