

# CityAve

## The Smart Spot

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

Prsrt First-Class  
U.S. Postage  
**PAID**  
Bala Cynwyd, PA  
Permit #339



please send comments,  
suggestions or submissions to:

Jennifer Milani, Editor

City Avenue Special Services District  
One Belmont Avenue, Suite 304  
Bala Cynwyd, PA 19004  
jmilani@CityAve.org  
Phone: 610.747.0311  
Fax: 610.747.0316

### Inside this Issue:

**The Value of Hope**

**CABA in the House**

**Zoning Overlay Update**

**Spring Fling Fun Save the Date Wed. May 13, 5 - 8 p.m.**

## The Smart Spot



# news

spring 09



Moving right along on the Philly side of City Avenue! Councilman Curtis Jones Jr. introduced the Zoning Overlay on February 5th. Response was favorable and the project date is on target and moving right along.

### Zoning Overlay Update...

**T**hey say slow and steady wins the race so we're all good. The Transit Oriented Node now has the approval of the Philadelphia Planning Commission and the Regional Center/Village Center Ordinance will go before the Planning Commission soon. Both ordinances will revisit City Council for a hearing and approvals.

On the Township side meetings continue and it is anticipated that the ordinance will be presented to the Lower Merion Board of Commissioners in May.

Very appropriate timing - spring is all about growth and the zoning overlay will facilitate smart growth and a fruitful future for the CityAve District.

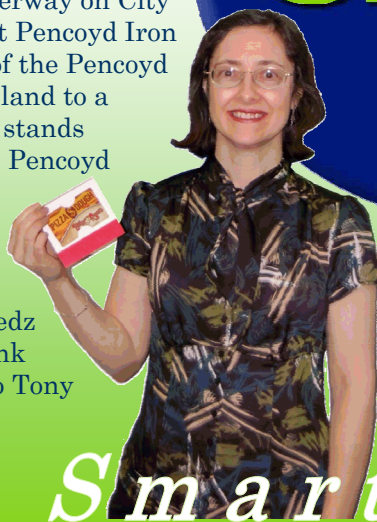
# CityAve

## Win Dinner for Two From Tony Roni's Pizza Winner!



AMERICA'S NEIGHBORHOOD PIZZA COMPANY

We had a great response to the City Avenue District trivia question: In 1963, when commercial development was already underway on City Avenue, that 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? Answer: Saks Fifth Avenue. Congratulations to Kathleen Labeledz of Allegiance Bank and thank you to Tony Roni's Pizza!



# CityAve

"Wow! How cool to win... especially since I never win anything. Thank you very much for the opportunity. I love pizza!"  
- Kathleen Labeledz

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



**EY PRODUCTIONS**  
A Marketing Support Company

Database Solutions Laser Printing Mailing Services

**MUSIC, FOOD & FUN**

**CityAve**

**SPRING FLING**

**Coming Soon! Details Inside....**

CityAve CityAve CityAve CityAve CityAve CityAve CityAve CityAve

## The Smart Spot



# Board Member Spotlight

Gary Brandeis, Managing Director, FB Capital Partners, LP, is the board's latest fresh face. Meet Gary...

## What's your history with City Avenue?

My grandparents lived just off City Avenue for 40+ years so I spent much of my life driving up and down City Avenue. I also worked in Bala Cynwyd for many years and I bought my first house in Bala Cynwyd in 1994 - only a few hundred yards off City Avenue. So to say the least, the area has always been a part of my life.

## What do you think is the City Avenue Area's best feature?

Its' regional location and access. People forget how convenient and accessible City Avenue is from virtually anywhere in the Philadelphia region. If you look at a regional map of the area, I'd challenge anyone to show me a more central location for the entire Delaware Valley. So with its location and access - the amenities offered are even more important to our community and region as a whole - our shopping, lodging, restaurants, etc. It's all there and easy to get to!

## What do you hope for the future - in terms of the City Avenue area, the City Avenue District, your involvement etc.?

My hope is that the area continues to grow while attracting more visitors, businesses, and retailers. I lived in Bethesda, Maryland in the early 90's and saw first hand how the growth of a suburban



location can offer everything an urban, walkable environment has - amenities such as housing, retail, hospitality, and restaurants. I walked everywhere in Bethesda and didn't live in the city. I think the City Avenue District board and staff are terrific and their leadership has the right vision for the future.

## Tell us what Gary's about...

I'm a family man with a great wife and two wonderful children - 8 and 6 years old. My life is centered around them while I work to make our business successful. Besides work and family, I love to play golf and I try to take an annual Outward Bound adventure trip for hiking, rock climbing or canyoneering. This escape helps put things in perspective and allows me to escape from my schedule for a few days each year.

## On success...

Success is personal as it has different meanings for everyone. For me, it's about keeping the right perspective for our times and sustaining our business through both up and down cycles. Short term success is great but I want to look back on my career and see long term success by continuing to innovate through adaptive and creative business models. You've got to be flexible and willing to change with the times.

*The Smart Spot*

## Inside Foley's Head

Most of the time when a resident or non business community person e-mails me it's about traffic or something related to traffic. It's near the top of lots of people's list which means it's right up there on my list as well. That said, I've got some good news for all of us who regularly travel on City Avenue. As part of the zoning overlay process we have a draft of a traffic study completed. I've been exploring and studying our current traffic issues and understanding how future development can actually mitigate our traffic problems. It's really fascinating and I'm excited to learn that we are truly on the right track with our development plans. Honk if you like that...

Best,  
TF



**Spring Fling Fun  
Save the Date  
Wed. May 13, 5 - 8 p.m.**



It's the first-ever and it's sure to be a super fun time -- the City Avenue Spring Fling, to be held Wed., May 13th at 555 City Avenue (outdoors) -- is fast approaching. We've got Love Seed Mama Jump on center stage, all kinds of great food and beverages, a Saks Fifth Avenue Spring Fashion Show, local radio and TV personalities and other festive activities planned. You won't want to miss this event created by the CityAve District Board Marketing Committee

with help from a variety of friends. "This collaborative effort has proved to be more than I could have hoped for. The committee is going above and beyond to make this event reflect how fantastic we all think City Avenue is. It's going to be a good time," says Terrence Foley, CEO and President CityAve District.

You can find the 2009 City Avenue Spring Fling on Facebook where you'll find hundreds of City Avenue's finest chatting about the event.

# CABA in the House



It was an unusual setting for a CABA event. Beer was in the fridge and the doors to the balcony were open. On Tuesday, January 13, 2009 District folks gathered in the Penthouse Apartment at the newly renovated Presidential City Apartments. Food Tek provided the fare and CABA members provided the lively conversation. We were pleased to welcome everyone from the crew from Lord & Taylor to Kurt from the Crowne Plaza to banking professionals and advertising execs and attorneys and Tony himself, from Tony Roni's pizza. Julie Foyle of Presidential City was a very gracious host and took great pride in showing off the awesome view from the balcony.



# The Value of Hope

Part of the reason we have such high hopes for the City Avenue Spring Fling is because we've got Hope, literally. Hope Feldscher of Hopeful Solutions has volunteered her time to help make this event super successful. She's got lots of ties to City Avenue and quite frankly, we just couldn't keep her away. Not that we'd want to! While she credits her mom for her event planning career choice, it was the Juvenile Diabetes Research Foundation here at 225 City Avenue who actually paid her to be a Special Event Coordinator (the folks who are planning the Spring Fling) meets at Tishman Speyer and from time to time you'll catch Hope trying to peek out the window to catch a glimpse of Saks with this wistful look in her eyes. Seems as if her camp bus used to pick up and drop off on City Avenue. And full disclosure - her mom is the District's PR woman extraordinaire, Sharla Feldscher of Sharla Feldscher PR. So along with Sharla, we got to have Hope who clearly has wanna-be-on-City-Ave issues and we couldn't



EVENT MANAGEMENT | FUNDRAISING CONSULTING

be more pleased.

"It's been great to work with such dedicated people. The people on the marketing committee clearly feel passionate about City Avenue. Their enthusiasm is contagious. This event is great for City Avenue. I have such wonderful memories from my time at JDRF and working on City Avenue and am excited to see that there is a real effort to grow the area and bring more people in," Hope says. "The City Avenue Spring Fling is going to be THE place to be!"

Hope's company, Hopeful Solutions, is an Event Management and Fundraising Consulting Company with over ten years of event planning experience and eight of fundraising and non-profit experience. To learn more about Hopeful Solutions visit [hopefulsolutions.com](http://hopefulsolutions.com).

## City and Presidential Getting Spruced up



Kind of like the economy, it just might get worse before it gets better. You'll have to live with the not-so-pretty for just a bit while we work on landscaping improvements but it promises to be worth the wait. When it's all done, honk if you think it looks good. Scratch that. Just a thumbs up will suffice. There's already enough honking on City Avenue!