

A Transformation in Progress

City Avenue, once known as The Golden Mile, is in the midst of returning to its former glory—and then some.

Conceived in the early 1990's, the City Avenue Special Services District began as a unique partnership between the City of Philadelphia and the Township of Lower Merion as the first and only multi-jurisdictional business improvement district in the U.S.

It is now the proposed model to demonstrate the benefits of regional planning.



City Avenue Special Services District

Timing is everything.

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

For more information, contact:
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*Now's the time.
CityAve's the place.*



The Smart Spot



If you haven't been to City Avenue lately, prepare to be pleasantly surprised.

There has been a quiet revitalization underfoot—and along the sidewalk.

And that revitalization is bringing all sorts of options to the community—dining options, residential options, retail options.

More importantly, options for you to play a role in the exciting development in progress.

Developers with confidence and vision will be attracted to the area.

3 Major Goals for CityAve:

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

Key advantages make City Avenue a worthwhile investment.

A Strategic Location Close to Center City and the Main Line.

Superior Public Transportation and Easy Parking

City Avenue can be reached quickly from Center City and University City via multiple modes of transportation.

- Transportation hub for Septa bus and regional rail lines
- New zoning allows for reduction in required parking

High-density Infrastructure

The second-densest office population in the region now offers New Zoning Additions that encourage

- Increased building FAR
- Retail investment and upgrading
- Transit-oriented development
- Zoning incentives for plazas, etc.

Abundant, Well-educated Workforce

City Avenue offers savvy real estate professionals boundless opportunities:

- 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 universities, broadcast, healthcare, finance, and insurance

*statistical data from Econsult

The transformation is imminent.

The shift from a dated drive-through area to a vibrant, pedestrian-friendly community is at hand.

Be part of the shift.
It's exactly the right time and place for smart investors.

Bring your optimism along.



CityAve

The Smart Spot

www.CityAve.org