

Joining Hands with Saint Joseph's University for Public Safety



According to statistics maintained by the City Avenue Special Services District, the City of Philadelphia, and the Township of Lower Merion, crime has been down significantly over the last five years. However, despite the decrease in crime, we all need to be working together to ensure the safety of the District at all times.

City Avenue is thrilled to announce that we have joined forces with Saint Joseph's University (SJU) to develop a public safety task force. The first meeting was on Monday, November 22, 2010. The Meeting was organized and hosted by the University.

Under the leadership of our very own Pete Herzog, a former Lt. with the Lower Merion Police Department, Customer Service Representatives (CSRs) were added to patrol the District on bicycle 6 days a week from 10 a.m. to 8 p.m. (longer hours during summer). These CSRs serve three major functions: to be a visible presence, to assist people in the area, and to identify any areas of public concern.

In attendance were from Philadelphia: Deputy Mayor Everett Gillison, Esq., Police Comr. Charles Ramsey, Deputy Comr. Richard Ross, Deputy Comr. Kevin Bethel, Insp. Dennis Wilson, Capt. Naish, and Capt. Cullen. For Lower Merion: Capt. John Dougherty, Supt. Michael McGrath and Frank Higgins. For SJU: Kevin Robinson, Vice Pres. for Admin. Services; Joan Chrestay, Vice Pres. for External Affairs; Cary Anderson, Vice Pres. for

Perhaps you have seen our CSRs on two wheels, known as Segways? These are also known as Personal Transporters and used all over the country by police forces, security firms, tour groups and anyone who needs a

Student Affairs; Harriet Goodheart, Assist. Vice Pres. for University Communications; Wadell Ridley, Assist. Vice President for Gov. and Community Relations; and John Henfey, Dir. of Public Safety. For City Avenue Special Services District: Terry Foley, CEO; Peter Herzog, Dir. of Operations and Public Safety.



productive and efficient mode of transportation.

On City Avenue, the Segways visibility is a natural crime deterrent and facilitates communication with people in the community.

As another safety measure, the District implemented

a one-call system to alert business and property owners of any problems or concerns in the area. The call, which can reach many people at once, is a voice message that automatically transmits the information to everyone on the call list in a matter of minutes.

We hope that with everyone working together, we will continue to make the District safer.



news
winter 11

Join CityAve District on Facebook!

Dear Friends,

CityAve District is joining the world of social networking! We are in the process of creating a Facebook page, making it easier than ever for you to be up-to-date on all the happenings along the City Avenue District. There will be event reminders, retail and restaurant specials, along with follow up discussions on special topics, so you can engage in conversations with us online and your colleagues whenever you'd like.

We will keep you posted on the launch date and hope that you will add the CityAve District as your friend. We look forward to seeing you there!



Find us on
Facebook

Board Member Spotlight

CityAve



PHILADELPHIA
INSURANCE COMPANIES

James Maguire, Jr.

What's your history with CityAve?

Philadelphia Insurance Companies moved from Wynnewood into One Bala Plaza in February 1996 because of location and services. Aside from more space, we were looking for a more convenient location for our employees who come from all around the tri-state area. Easy access to the Schuylkill Expressway, City Avenue and Lincoln Drive means our employees can come from Philadelphia and all surrounding suburbs. In addition, we wanted an area which offered convenient shopping, a variety of restaurants, hotels, health clubs and other things to enhance our employees' quality of life.

What made you want to take a more active role in the CityAve District?

With more than 600 employees located at City Avenue, I felt it was important for me to understand and contribute to the growth and expansion of the region. The CityAve District is responsible for the safety, planning and development, and project implementation for the District. Our employees enjoy the quality of life along with many and varied offerings of the City Avenue area and I would like to build on what has been accomplished.

What do you think is the CityAve's best feature?

There are many great features of City Avenue, but if I had to pick one, I'd say it's the many services that make the District so special. There are so many diverse offerings which enhance our employees' quality of life in the District. There's low and high-end shopping, Starbucks, Target, health clubs, fine dining, fast food, ethnic cuisine, governmental offices and the list goes on. It's a convenient place to live and work, and a real

selling point to prospective employees to be located along City Avenue.

The future of the District:

I believe that the leaders of the District have an inspired and wholesome view towards the future of the District. They understand that its real value is in its diverse offerings and as a fun, safe and diverse place for people to live and work. They plan to enhance the cityscape along City Avenue to be more pedestrian-friendly. This will slow automobile traffic and give the area a more 'neighborhood' feel. I believe this enhances the area and makes it a more enjoyable place to be. Safety is a concern wherever you live and work, and the CityAve District is 'out in front' when it comes to ensuring crime is kept at bay. As the popularity of the District grows and pedestrian traffic increases, I would want to see a commensurate growth in safety and other related services.

Tell us what Jamie is all about:

I'm married to my wonderful wife Lisa and we have 4 beautiful girls – Jane (17), Anna (14), Margaret (12) and Katie (10). Their sports and activities keep me busy on most weekends. During the week I'm Chairman and CEO of Philadelphia Insurance Companies, a multi billion dollar, national insurance company with nearly 1,600 employees located in 43 offices across the U.S. I try to exercise regularly and compete in Ironman-distance triathlons and marathons (I've qualified for and completed the Hawaii Ironman twice), and I serve on the Boards of a few charitable organizations. When I'm not with my family or friends exercising, I enjoy reading, watching good movies and playing guitar.

On success:

Success is a journey, not a destination. It's a mindset that you carry with you each and every day. It's your outlook on family, work, sports, friendships and life. At the heart of a successful person is the belief that he/she is doing his/her best at that moment. 'Being successful' is the culmination of living a successful life.

The Smart Spot

Inside Foley's Head

I'd like to take this opportunity to recognize some very important people who volunteer their time and energy to plan the CityAve Spring Fling in a collaborative business community effort. The Spring Fling Committee members begin planning the Spring Fling as early as the September prior annually. Committee meetings are held monthly, then bi-monthly once May approaches. Each committee member also serves on at least one sub-committee. The sub-committees are: Design, Marketing/Media/Communications/Public Relations, Food & Beverage, Site Logistics, Entertainment, and Door Prizes.

Below is the list of businesses and committee members who tirelessly dedicate themselves every year to ensure the success of this event:

- 6abc-WPVI-TV/DT - Michael Monsell
- 10 NBC - Henry Vasquez
- American Executive Centers - Sally Conchewski
- CBS Radio - Scott Bowen
- Crowne Plaza Philadelphia West - Peskin
- Executive House - Debra Evans
- Greater Media Philadelphia - Paul Blake
- Houlihan's - Rick Shutt
- 555 Associates - Christopher Sulpizio
- Saks Fifth Avenue - Linda Fantini
- Susan McKee 165-171 Associates Inc. - Susan McKee
- TD Bank - Richard Platt
- Tishman Speyer - Janet Giuliani & Becky Talbot
- WXTU/WRDW - Lora Lewis



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The Smart Spot

Zoning...

If interested in learning more about zoning in your district, feel free to join the following for public hearings and public workshops, all to be held at the Lower Merion Township building (75 East Lancaster Avenue): Public Hearings: 3/1/11 and 4/25/11, Workshops: 3/1/2011, 3/29/11 and 4/26/11.



Business After Business A Great CABA Event at The Mansion at Bala

More than 35 members of the City Avenue Business Alliance (CABA) met for an evening of networking and delicious hors d'oeuvres on Thurs., November 11, 2010 at The Mansion at Bala.

The Event was held in the "Club House" of "The Mansion at Bala". Guided tours were given to guests where they were welcome to give feedback to the management team on the spot. The Mansion at Bala is the latest in luxury living in the heart of the City Avenue District. Located at 47th Street and City Avenue, residents can take advantage of all the shopping, dining, and excitement the area has to offer.

A big thank you to all who joined us that evening. A fun-filled networking night was had by all.



Philadelphia College of Osteopathic Medicine to build new Family Medicine Suite...



We are excited to announce that the Philadelphia College of Osteopathic Medicine's (PCOM) Healthcare Centers are building a new Family Medicine Suite at the PCOM City Avenue Campus. The Family Medicine Practice was established to serve the medical needs of our community by providing a variety of high quality and easily accessible health care services in one convenient location. From board-certified family physicians to specialists in gynecology, geriatrics, internal medicine, osteopathic manipulative medicine and psychology, the entire family is cared for. The doctors are osteopathic physicians who emphasize a holistic, preventive approach to health care.

The Suite will include eight patient examination rooms, one treatment room, a lab/evaluation area, a 10 seat multi-purpose room, and a reception area. Additionally, new examination and diagnostic equipment, and state-of-the-art information technology will be purchased to ensure quality care for patients. This particular Family Medicine Suite will particularly benefit low to moderate-income neighborhoods of West Philadelphia, including the Overbrook and Wynnefield sections of the city.

This will be a fantastic benefit to the community! Stay tuned for more details...

CityAve

The Smart Spot

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Think Spring... Third Annual Spring Fling 2011!

After the big snowstorms, we are all eagerly awaiting Spring's arrival and with that comes the third annual CityAve Spring Fling!

Join us after work on Wednesday, May 18, 2011 from 5 – 8 p.m., graciously hosted by 555 City Avenue (outdoors) in front of Houlihan's restaurant. Our

favorite Love Seed Mama Jump band will be returning. Other attractions include many City Avenue restaurants to tempt your palate, and radio stations giving away tons of prizes. The Colon Cancer Alliance (CCA) will be the event beneficiary.

A big thank you to the tireless work of the CityAve Special Events Committee for a fun event that is in the works! Everyone here on City Avenue is invited. More details to come soon.



Commuter Challenge Bingo - An Environmentally Friendly Commuting Alternative

Have you ever been stuck in traffic and just barely moving? You need to get to that appointment or your office, but are unable to do anything about the traffic, so you will be late? This is why you should try Commuter Challenge Bingo. The Commuter Challenge Bingo is a new and exciting way to explore commuting alternatives. The purpose of the Commuter Challenge Bingo is to improve mobility and sustain the environment by utilizing commuting alternatives.

was created to advocate and promote a viable transportation network for the region's economic vitality. GVF encourages all residents of the Delaware Valley to walk, cycle, take transit, carpool, telecommute and/or utilize relevant commuter resources to make commuting easier and more sustainable. To learn more about the Commuter Challenge Bingo and to register to participate, visit phillytraffic.com.

So, as a goal in this New Year, think of being green and environmentally friendly. You can do it!



GVF is sponsoring this and