



The Smart Spot

City Avenue Special Services District
One Belmont Avenue, Suite 425
Bala Cynwyd, PA 19004
CityAve.org



please send comments,
suggestions or submissions to:

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MARK THE DATE

5th Annual CityAve Spring Fling

Wednesday
May 22, 2013

5PM - 8PM

555 City Ave.

Free parking at
Crowne Plaza
Philadelphia West

RSVP to
daynatolbert@CityAve.org

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63rd Streetscape Improvement Project is Completed!



63rd Street & City Avenue

Good news, the 63rd Street Streetscape project is complete! The project started in October of 2012 on 63rd St. from City Avenue to Lancaster Avenue. The area is a key residential and commercial corridor in Philadelphia's Overbrook Farms neighborhood. A more walkable environment along 63rd St. will help increase activity for businesses. The noticeable safety improvement associated with this project is at the intersection of Overbrook Ave. and 63rd St. A curb extension along the northern end of Overbrook Ave.,

crossings. The curb extension combined with new painted crosswalks will also serve to slow traffic as it enters the residential portion of the corridor and bring greater attention to motorists of the high-volume foot traffic in the area. The other major component of this streetscape project which will further improve safety and reinforce the historic nature of Overbrook Farms, is the decorative pedestrian-scale lighting fixtures. These new lighting fixtures brighten the corridor forming a more accommodating evening/late-night atmosphere for residents, transit riders and restaurant patrons.

nearest to Drexel Arms Apartments, was installed to create shorter and safer pedestrian

The new village-style lighting supplements the work of the Overbrook

(continues on page 2)



63rd Street & Overbrook Avenue

We would like to thank

EY Productions for sponsoring this newsletter



11 Union Avenue | (610) 667-3980

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Welcome to the District!



bmtc.com

Bryn Mawr Trust

Bryn Mawr Trust Bala Cynwyd
135 E. City Ave. | (610) 664-6293

Drive-in | Drive-up ATM

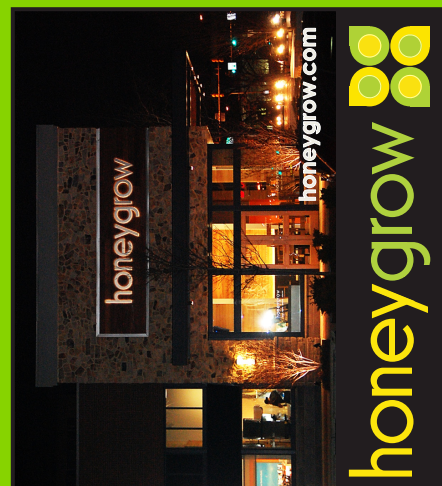
	Office	Drive-in
Mon-Thurs:	9am - 4pm	8am - 4pm
Fri:	9am - 6pm	8am - 6pm
Sat:	9am - 12pm	9am - 12pm

Honeygrow Bala Cynwyd
169 E. City Ave. | (610) 667-2573

Dine-in/Take-out

Mon-Sun: 11am - 9pm

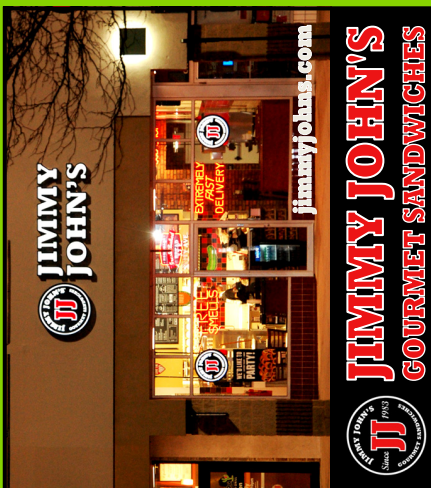
Honeygrow's menu features made-to-order stir-fry dishes, salads, smoothies, and other healthy, quick meals prepared from locally grown foods.



honeygrow

honeygrow.com

honeygrow



Jimmy John's Gourmet Sandwiches Bala Cynwyd

37 E. City Ave. | (610) 668-6886

Dine-in/Take-out

Mon-Sun: 11am - 10pm

Jimmy John's wraps, subs and sandwiches are made with homemade bread, fresh veggies and the finest meats and cheeses.

Inside Foley's Head

To say that I'm thrilled about the new look of the 63rd Street and Bala Avenue corridors would be an understatement. Both Streetscape projects are near completion. I am thankful to the merchants and residents, especially Tom Anastasi of Pescatore BYOB, for your patience and understanding of the unforeseen setbacks that occurred during construction.

TJF



Continued from page 1

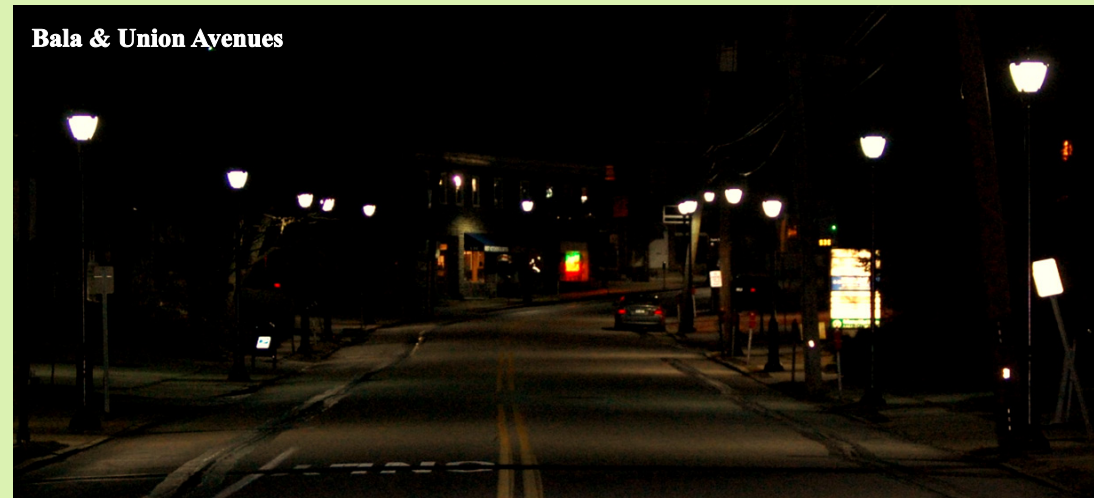
Farms Club to preserve and protect the historic fabric of the neighborhood, which has been listed on the National Register of Historic Places since 1985. The 63rd Street Streetscape was funded by the City Avenue Special Services District, the City of Philadelphia and the Commonwealth of Pennsylvania. State Senator Vincent Hughes said, "I am pleased to see the completion of this vital community project. Having supported the City Avenue Special Services District on the 63rd Street Streetscape project from its inception to its completion, it is wonderful to have taken this journey with City Avenue and the other supporters of this project. The 63rd Streetscape is so very vital to the community -- the safety improvements now mean residents will have a new and improved quality of life and the revitalization of this corridor of Overbrook has given new possibilities to this neighborhood, drawing economic opportunities and enhancing sustainability efforts. It was a pleasure to be a part of such a positive community endeavor. I look forward to working with City Avenue on future projects such as this."

Financial support from Philadelphia was procured with the assistance of Councilman Curtis Jones, Jr., who noted, "As a different shade of 'green', Philadelphia keeps its commitment to becoming one of the greenest cities in America, one streetscape at a time. I remain thankful to the community for this public/private partnership."

Bala Avenue Streetscape Improvement Project Update

Streetscape improvements are almost complete on Bala Avenue and will be finalized in May. The streetscape project will help stimulate the revitalization of the corridor's commercial district. This project will also help to improve pedestrian safety. Textured crosswalks will be installed at intersections along Bala Ave. from Union Ave. to Montgomery Ave. Already installed red brick bump-outs, or curb extensions, at the intersection of Bala Ave. and Highland Ave. will reduce the pedestrian crossing distance and help to slow traffic through this winding portion of the corridor. Finally, the intersection of Bala Ave. and Union Ave. has been converted to a four-way stop, with flashing red signals. The intersection improvement will force traffic using Bala Ave. as a cut-through between City and Montgomery Avenues to come to a complete stop, allowing people a safe crossing to the Bala Gym and Bala Avenue Playground. The project replaced the existing cobra-head highway lighting with more decorative, village-scale lighting fixtures. These street lights illuminate the corridor more evenly, further enhancing its walkability and safety. Ornamental street trees will be planted along Bala Ave., enhancing the "green" environment, while combining with the other improvements to soften the feel of the commercial district. By encouraging pedestrian traffic and enhancing safety through the shopping district, the project will also have a positive effect on the surrounding residential neighborhoods. People love to live where they can walk to shop and dine.

The project is funded by the City Avenue Special Services District, Lower Merion Township, and the Commonwealth of Pennsylvania.



CABA Gathering at Landmark Americana Tap & Grill on 54th St.

In Fall 2012, many familiar faces and a few new ones gathered to catch up with old friends and make new business contacts at *Business After Business* hosted by Landmark Americana Tap & Grill (located at 2481 N. 54th St. – adjacent to the SJU Bookstore).

Open daily from 11am – 2am, the upscale-casual bar and grill offers a variety of American fare, Happy Hours specials, Party Packages and more! Seating 180 – 200 guests, Landmark Americana is a perfect meeting place for CityAve community members. Visit landmarkamericana.com or call (610) 660-2100 for more details.



Crowne Plaza Philadelphia West Spruces Up for 2013!



4010 City Avenue | (215) 477-0200 | cpphilawest.com



As part of its Freshen Up 2012 Initiative, the Crowne Plaza Philadelphia West hotel upgraded its bedding package in all 337 guest rooms, made luxurious renovations to the Lobby, and even redesigned a private wing! The new bedding package includes upgraded sleep pillows, sheets, mattress toppers and blankets, along with a new Sleep Amenity Kit. Lobby area renovations include brand new carpeting, furniture (including a large meeting table for guests to use for small impromptu meetings), wall vinyl, drapes and other window treatments. Additional electrical outlets have also been installed throughout the common areas to support all of the electronic devices that today's business travelers carry. Based on guest feedback, Crowne Plaza developed a Dedicated Woman's Traveler Wing, accessible only by key-access, with features geared towards women travelers (including robes, slippers, better lighting and upgraded bathroom amenities)!