

Sign, new business puts spotlight on City Avenue

By RICHARD ILGENFRITZ

BALA CYNWYD — Although the City Avenue corridor has been considered a major office hub for many years, new shopping venues are also increasing its retail strength.

Last week, officials held an event they are calling Light Up the Avenue, during which the CityAve sign was illuminated on the refurbished pedestrian bridge near City Avenue and Monument Drive in Bala Cynwyd.

Until about three years ago, the bridge had fallen into disrepair and was coated with rust.

At the time, the City Avenue Special

Services District led an effort to renovate the bridge. As a part of the renovation, the large CityAve sign was added as a way to let drivers know they are entering the large business district.



Terry Foley, CEO and president of the City Avenue Special Services District, said the event was held in conjunction with the monthly meeting of the City Avenue Business Alliance, which helped draw people to both the meeting and the lighting.

“We had the largest turnout for one of the meetings,” Foley said.

About 70 people were on hand for both events, he added.

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City Avenue celebration

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The event's purpose was to highlight many of the new additions to the City Avenue area, including the first environmentally friendly PNC Bank branch in the Philadelphia area and the new Target department store.

“We are so pleased to be a part of this ever-expanding community,” Ralph Luna, branch manager of the new City Avenue PNC Bank, said in a statement. “Not only are we bringing our banking services to the district, but we are able to introduce new sustainable green

technologies to the area as well.

Although the Target Center has added a lot of retail shopping to the avenue, officials expect even more to follow in the future.

“We’re looking for increased development with Target leading the way,” Foley said.

Shoppers also will have new eateries from which to choose, including Chipotle restaurant, which has opened inside the new Target Center. Other restaurants in the works are a California Pizza Kitchen and a Chinese restaurant set to open up shortly. Foley also expects a Starbucks Coffee to open in the same vicinity.