CENTER CITY DISTRICT

Matt Stanley

Sixty years ago, Central Philadelphia Development Corporation (CPDC) was formed as one of the nation's first public-private partnerships with the mission of reversing decentralizing trends that were undermining all American cities in the mid-20th century. Starting with the revitalization of Society Hill in 1956, CPDC has been a vehicle for business and civic leadership committed to restoring and repositioning Philadelphia's downtown: transforming Market Street East, planning the Avenue of the Arts and creating the Center City District (CCD) in 1991.

In 2016, the CCD marks 25 years of success, keeping Center City clean, safe, and attractive with a well-managed, uniformed and highly-visible presence of 128 sidewalk cleaners and 45 community service representatives. Eighty-percent (80%) of the 3,300 respondents to CCD's 2015 Customer Satisfaction Survey who live or work in Center City reported seeing CCD's personnel "most of the time" or "every time" they are downtown. Sixty-six percent (66%) described Center City as "much cleaner" than other areas of the city, while 83% said they "always feel safe" or "feel safe most of the time."

Improved perceptions reflect the success of CCD's partnership with the Philadelphia police. Serious crimes have decreased by 41% in the last two decades, even as the volume of people has dramatically increased. During the same period, theft from auto was cut by 85%, retail theft by 45% and all theft in Center City by 40%.

As downtown became cleaner and safer, and as arts, entertainment and hospitality venues dramatically grew, the CCD expanded its core services in the mid-1990s, initially with a $26 million streetscape improvement program. Public space investments have continued for 18 years and now include 2,189 pedestrian-scale light fixtures, 748 street trees, planters, and the largest comprehensive sign system in North America with a total inventory of 1,348 signs that helps make Center City customer and visitor friendly.

The CCD routinely cleans and updates with new destinations the inventory of 434 pedestrian directional signs, 258 disk maps, 240 vehicular directional signs, 93 bus shelter maps, 268 signs at 84 transit portal locations, and 55 interpretative signs on the Benjamin Franklin Parkway.

In 2015, the CCD replaced 50 of its 748 street trees and continued seasonal rotations in 123 planters and 34 hanging baskets. CCD

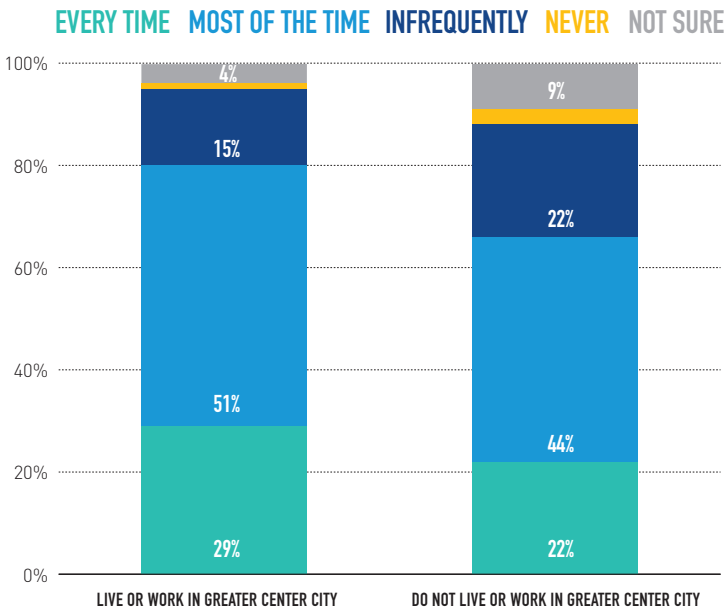
also installed 4,343 banners and 354 transit shelter posters to animate walkways and provide an affordable means of communication for arts, cultural and civic organizations.

As the population of Greater Center City has grown by 17% since 2000, the CCD expanded its capital improvements to upgrade parks and public spaces. CCD now maintains and programs four civic spaces – Cret, John F. Collins, Sister Cities and Dilworth Parks. To generate revenues for maintenance and provide amenities for customers, CCD leases three park cafés and in 2015 hosted 175 events at Dilworth Park, 46 events at Sister Cities Park, and 40 events at John F. Collins Park. At our largest venue, Dilworth Park, Rothman Institute Ice Rink welcomed 47,000 skaters from November through February.

A 2015 Parks Intercept Survey of 570 users of CCD-managed parks found respondents from every Philadelphia ZIP code as well as regional visitors, with 82% of respondents to the annual Customer Satisfaction Survey describing the parks as a "great addition" to the downtown.

Between 1997 and 2015, the CCD made $135.6 million in public space enhancements, using $46.2 million of its own resources to leverage another $89.4 million in foundation, federal, state, city and private funds. Eighty-four percent (84%) of Customer Satisfaction Survey respondents view downtown as heading in the right direction, 18 percentage points higher than their perceptions of Philadelphia as a whole. To sustain momentum, the same respondents point to improving public schools, reducing wage and business taxes and fixing broken sidewalks as key next steps to improve Center City's attractiveness as a place to do business.

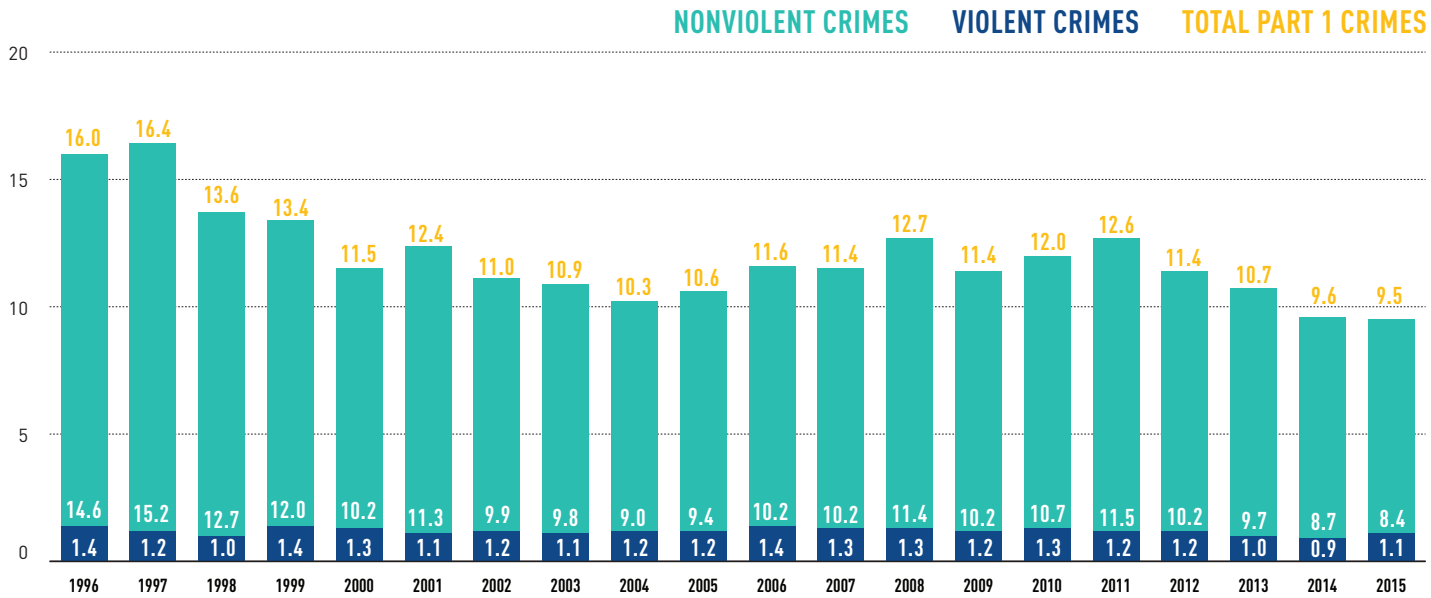
HOW OFTEN DO YOU SEE CCD PERSONNEL WHEN YOU ARE IN CENTER CITY?



Source: 2015 Customer Satisfaction Survey, Center City District

80% OF THOSE WHO LIVE OR WORK IN CENTER CITY FREQUENTLY ENCOUNTER UNIFORMED CCD STAFF CLEANING AND PATROLLING DOWNTOWN.

PART 1 CRIMES PER DAY IN THE CENTER CITY DISTRICT, 1996–2015



Source: Philadelphia Police Department

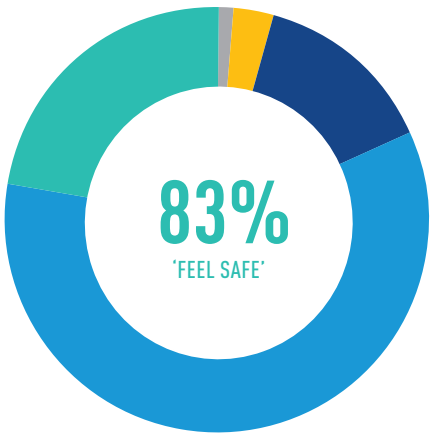
THE CENTER CITY DISTRICT HAS EXPERIENCED A SIGNIFICANT REDUCTION IN CRIME IN THE LAST 20 YEARS.

(20 YEAR CHANGE 1996-2015)

- **-85% THEFT FROM AUTO**
- **-45% RETAIL THEFT**
- **-41% ALL SERIOUS CRIMES**

PERCEPTION OF SAFETY IN CENTER CITY

- **23%** I ALWAYS FEEL SAFE
- **60%** I FEEL SAFE MOST OF THE TIME
- **14%** I OCCASIONALLY FEEL UNSAFE
- **3%** I OFTEN FEEL UNSAFE
- **1%** NOT SURE



Source: 2015 Customer Satisfaction Survey, Center City District

CENTER CITY DISTRICT CLEANING AND PUBLIC SAFETY BY THE NUMBERS, 2015

122
ALERTS SENT

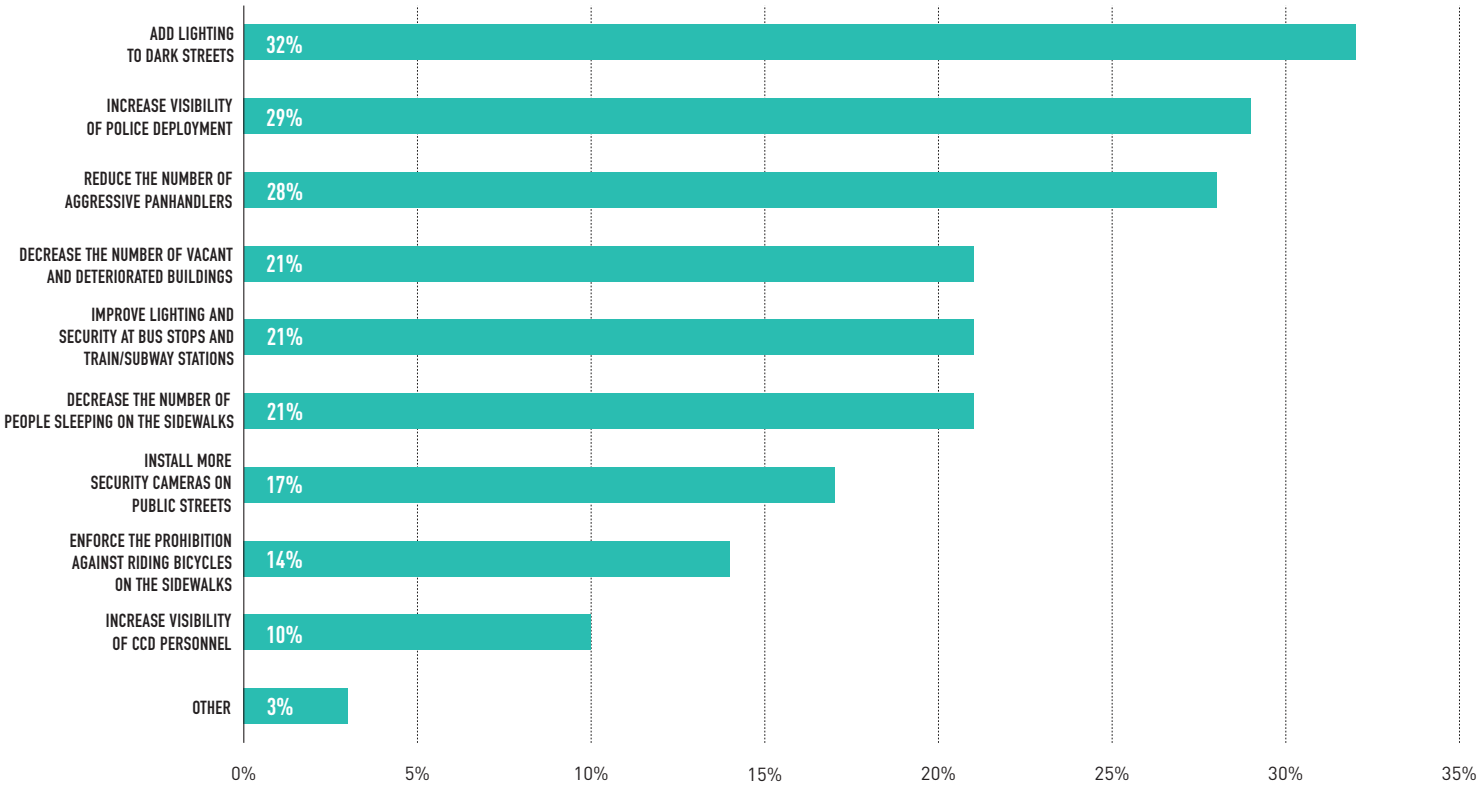
3,174
INDIVIDUALS, BUSINESSES OR ORGANIZATIONS RECEIVING ALERTS

128
UNIFORMED CLEANING PERSONNEL AND SUPERVISORS

100+
POLICE OFFICERS AND COMMUNITY SERVICE REPRESENTATIVES STAND JOINT ROLL CALL AND COORDINATE DEPLOYMENT

319
GRAFFITI TAGS REMOVED FROM BUILDING FACADES

SUGGESTED CHANGES TO IMPROVE SAFETY IN CENTER CITY



Source: 2015 Customer Satisfaction Survey, Center City District

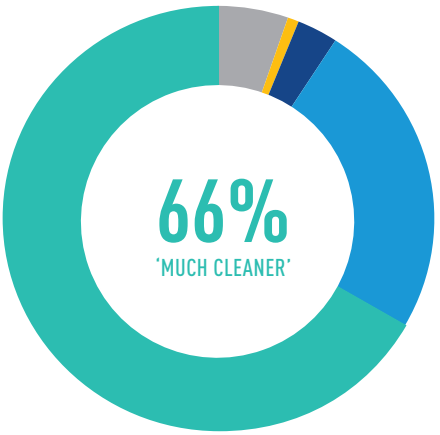
CENTER CITY DISTRICT STREETSCAPE MAINTENANCE, 2015

STREET LANDSCAPING	
Trees Pruned	88
Trees Replaced	50
Shrubs, Perennials, & Vines Planted	185
Bulbs Planted	960
LIGHTING	
Pedestrian Light Poles Repaired	17
Pedestrian Poles Relamped	92
Parkway Sculpture Lights Relamped	13
Parkway Façade Lights Replaced	4
Pedestrian Poles Painted	200
SIGNS	
Wayfinding Signs Cleaned	184
Transit Portal Signs Cleaned	47
Parkway Signs Cleaned	46
Bus Shelter Signs Cleaned	31
Portal Signs Installed	7
CCD PARKS	
Shrubs, Perennials, & Grasses Planted	1,553
Trees Pruned	105
Benches Weather-Sealed	30
Trees Planted	1
Bulbs Planted	4,500
OTHER	
Newspaper Corrals Serviced	148

Source: Center City District

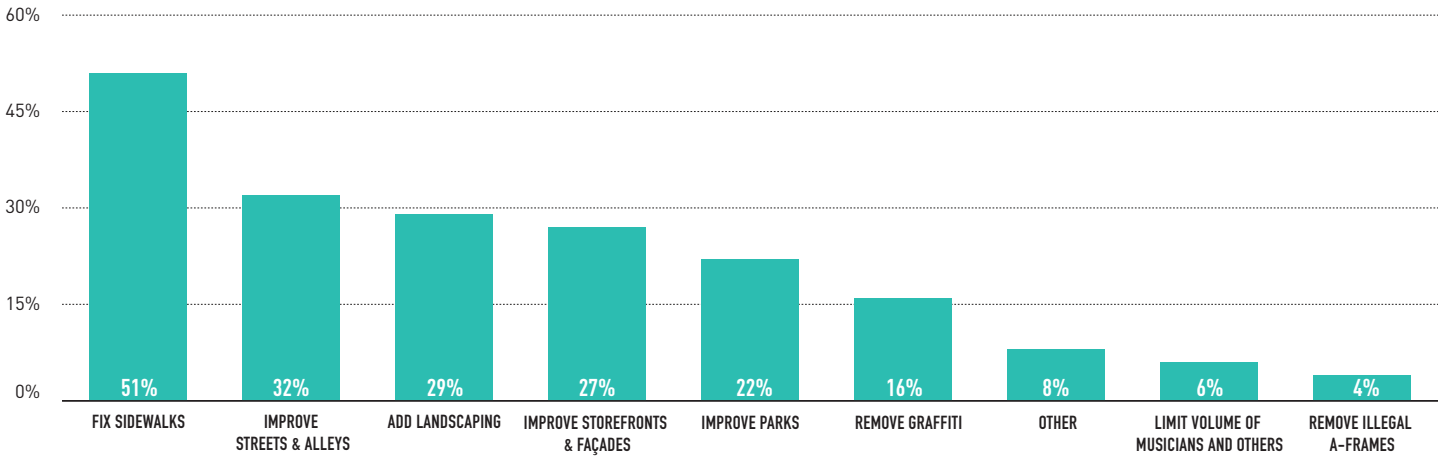
CLEANLINESS OF CENTER CITY SIDEWALKS VS. OTHER PARTS OF PHILADELPHIA

66% MUCH CLEANER
24% ABOUT THE SAME
3% SOMEWHAT DIRTIER
1% MUCH DIRTIER
5% NOT SURE



Source: 2015 Customer Satisfaction Survey, Center City District

SUGGESTED PHYSICAL CHANGES TO IMPROVE CENTER CITY AS A PLACE TO WORK OR LIVE



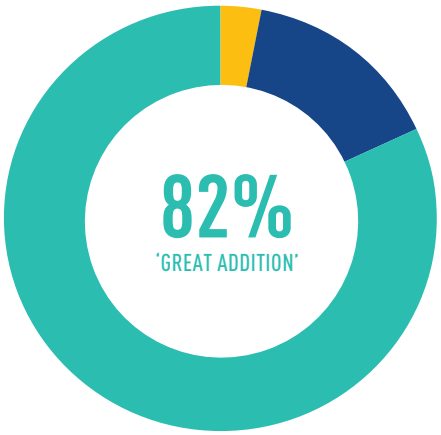
Source: 2015 Customer Satisfaction Survey, Center City District

PERCEPTION OF CCD PARKS

82% A GREAT ADDITION

15% AN IMPROVEMENT BUT NOT CONVENIENT/ ATTRACTIVE

3% NOT A GOOD USE OF RESOURCES

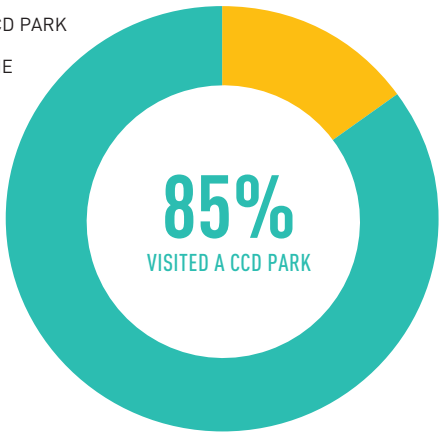


Source: 2015 Customer Satisfaction Survey, Center City District

RESIDENTS OR WORKERS WHO HAVE VISITED A CCD PARK

85% VISITED A CCD PARK

15% VISITED NONE

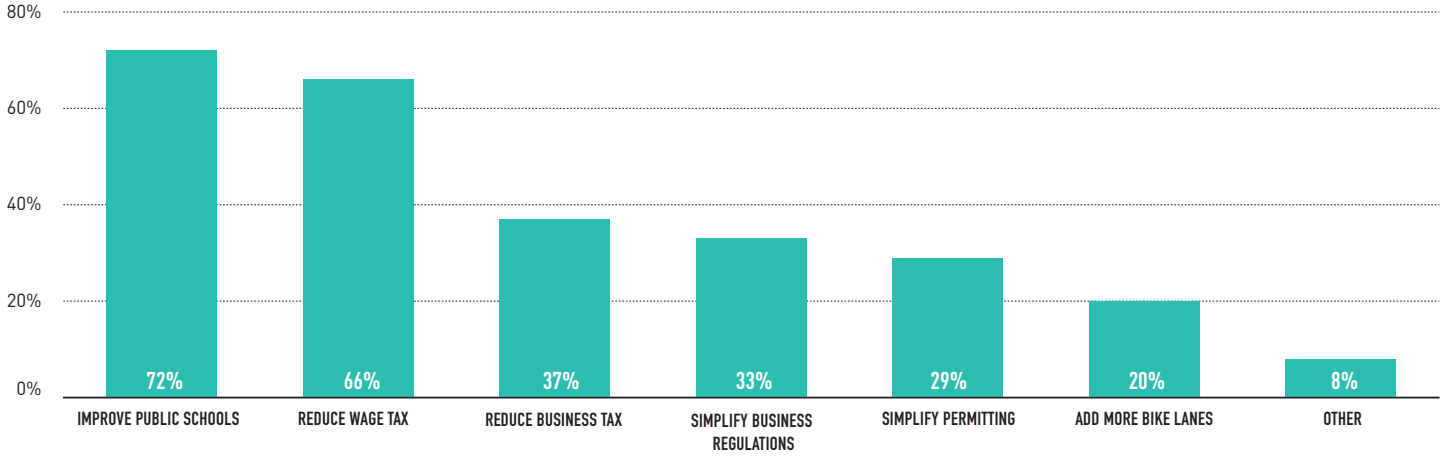


Source: 2015 Customer Satisfaction Survey, Center City District

82% OF SURVEY RESPONDENTS

DESCRIBED CCD PARKS AS A 'GREAT ADDITION' TO DOWNTOWN.

SUGGESTED CHANGES TO IMPROVE CENTER CITY AS A PLACE TO DO BUSINESS



Source: 2015 Customer Satisfaction Survey, Center City District

CENTER CITY DISTRICT ASSETS, 2015

1,035
LANDSCAPING ASSETS

748	STREET TREES
123	PLANTERS
34	HANGING BASKETS
130	TREES IN 4 PARKS

971
STREET FURNITURE ASSETS

69	ADJUSTABLE HONOR BOX CORRALS
46	FIXED (IN-GROUND) HONOR BOX CORRALS
27	ON-STREET BIKE RACKS
32	PARK BIKE RACKS
30	PARK BENCHES
767	ON-STREET BOLLARDS

1,348
SIGN ASSETS

434	PEDESTRIAN DIRECTIONAL SIGNS
258	DISKMAP SIGNS
268	TRANSIT PORTAL SIGNS AT 84 PORTAL ENTRANCES
240	VEHICULAR DIRECTIONAL SIGNS
93	BUS SHELTER MAPS
55	PARKWAY INTERPRETIVE SIGNS

2,475
LIGHTING ASSETS

2,189	PEDESTRIAN LIGHT POLES*
74	CITY HALL LIGHTING - 10 LOCATIONS
74	LIGHT FIXTURES ILLUMINATING 20 SCULPTURES
12	LIGHTED PARKWAY BUILDING FAÇADES
12	LIGHTED AVENUE OF THE ARTS BUILDING FAÇADES
114	LIGHT FIXTURES ILLUMINATING 3 UNDERPASSES

*Reflects total number of pedestrian light poles installed since 1996. Of these, the CCD maintains 260 light poles. The remainder are maintained by the Philadelphia Streets Department.

4,876
ART IN TRANSIT ASSETS

4,343	BANNERS
354	POSTERS
179	DIGITAL PROMOTIONS INSTALLED

EVENTS HOSTED IN CENTER CITY DISTRICT PARKS IN 2015

PARK	EVENTS
Dilworth Park	175
Sister Cities Park	46
John F. Collins Park	40

NUMBER OF ICE SKATERS AT DILWORTH PARK, 2015

47,000 ICE SKATERS
AT DILWORTH PARK IN 2015

CENTER CITY DISTRICT CAPITAL INVESTMENTS, 1997-2015

PROJECT	YEAR	CCD FUNDS	FEDERAL	CITY	STATE	FOUNDATIONS	OTHER DONORS	TOTAL
Center City Streetscape	1997-98	$21,000,000		$5,000,000				$26,000,000
Market East Streetscape	2000			$7,500,000				$7,500,000
Office District Lighting	2002	$2,300,000		$400,000			$300,000	$3,000,000
City Hall Façade Lighting	2004	$135,000		$140,000			$525,000	$800,000
Logan Circle Pedestrian Access	2004					$1,500,000		$1,500,000
Parkway Lighting	2004-05				$2,220,000	$3,000,000	$30,000	$5,250,000
3 Parkway Plaza, Phase I	2005						$450,000	$450,000
City Hall Holiday Lighting	2005	$400,000						$400,000
Pedestrian Lighting	2005	$1,250,000		$400,000		$35,000	$215,000	$1,900,000
Bus Shelter Signs	2006-07				$109,200			$109,200
Aviator Park	2006-07		$1,750,000					$1,750,000
Dilworth Plaza, Design	2006-10	$1,555,900				$1,701,900	$151,500	$3,409,300
City Hall Portal Lighting	2007			$125,000				$125,000
Honor Box Corrals	2007	$14,000					$86,000	$100,000
Parkway Signs	2007			$2,600		$450,000	$70,000	$522,600
Pedestrian Lighting	2007	$347,000		$390,000			$365,000	$1,102,000
Sculpture Lighting	2007					$10,000		$10,000
South Broad Lighting, Phase I-IV	2007-12				$350,000	$1,219,000	$1,015,900	$2,584,900
3 Parkway Plaza, Phase II	2008	$516,000			$1,320,000		$42,000	$1,878,000
Transit Portal Signs, Phase I-IV	2008-13	$146,200			$433,300	$587,000	$514,100	$1,680,600
2nd Street Civic Improvements	2009			$955,000				$955,000
Chestnut Park, Phase I	2009					$91,900		$91,900
Delaware River Trail	2009			$250,000		$323,000		$573,000
TreeVitalize	2009				$100,000			$100,000
Chestnut Park, Phase II	2010					$210,500		$210,500
Sister Cities, Phase I	2010	$66,100					$186,500	$252,600
LED Lighting 21st, 22nd, 23rd Street Underpasses	2010-11	$94,000					$40,000	$134,000
Chestnut/John F. Collins Park	2011	$14,700				$190,000	$1,400	$206,100
Sister Cities, Phase II	2011	$53,700	$388,700		$1,985,900	$393,700		$2,822,000
Pedestrian Lighting	2011-12	$196,400		$1,788,700			$405,900	$2,391,000
Dilworth Park, Design & Construction	2011-14	$15,764,230	$15,000,000	$5,750,000	$16,350,000	$1,826,285	$6,066,226	$60,756,741
Reading Viaduct, Phase I	2011-14	$75,631		$750,000		$32,649		$858,280
John F. Collins Park	2012	$8,733						$8,733
Sister Cities, Phase III Completion	2012-13	$153,600	$1,117,100	$0	$503,900	$551,900	$10,000	$2,336,500
City Hall Lighting Improvement	2012-14			$142,332				$142,332
Bus Shelter Signs	2013				$46,238			$46,238
Pedestrian Lighting	2014			$30,820				$30,820
Dilworth Park Construction	2015	$2,088,811			$23,801	$28,055		$2,151,039
City Hall Gates	2015	$2,393		$1,425,435		$50,000		$2,140,667
TOTAL		**$46,182,398**	**$18,255,800**	**$25,049,887**	**$23,442,339**	**$12,200,889**	**$10,474,526**	**$135,605,839**

INFORMATION SOURCES

Academy of Natural Sciences of Drexel University
Academy of Vocal Arts
African American Museum in Philadelphia
Aimco
Alliance Partners HSP
Alterra Property Group
Amtrak
AQ Rittenhouse
Arden Theatre Company
Association of Technology Managers
The Barnes Foundation
BartonPartners
Bicycle Transit Systems
Brandywine Realty Trust
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Children's Hospital of Philadelphia
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Community College of Philadelphia
Cultural Data Project
Curtis Institute of Music
DAS Architects
Delaware River Port Authority
Delaware River Waterfront Corporation
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Eco-Counter
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The Free Library of Philadelphia
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Philadelphia Retail (2015)
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