

Transforming Dilworth Plaza

Creating a New Amenity in the Center of the City

For the last year, the Center City District has been working on a major design initiative to transform Dilworth Plaza on the west side of City Hall into a new vibrant, civic space at the center of the city. The goal is to create an active, but appropriate forecourt to one of Philadelphia's most historic structures as part of a broader agenda to improve the infrastructure and civic spaces of Center City, as outlined in our most recent *State of Center City* report. Funding from adjacent property owners and from the John S. and James L. Knight Foundation and the William Penn Foundation has supported the effort, along with extensive outreach to adjacent businesses, owners and civic groups.

Designed by a team of internationally recognized local architects, landscape architects and engineers, including KieranTimberlake, OLIN, Urban Engineers, and CVM structural engineers, new plans will create a broad open plaza, accessible from the street without the use of stairs or ramps. The plaza will be composed of green, shaded sitting areas and lawns, an outdoor café, and a programmable, playful fountain that can be turned off in segments to accommodate a range of special events, concerts, outdoor markets, or winter ice-skating. With new sloping glass entrances, animated at night by artist-designed lighting, Dilworth plaza will also serve as a prominent gateway to Philadelphia's extensive network of transit lines.

A Welcoming Space for the 21st Century

Dilworth Plaza was created as a 1960's urban renewal project that eliminated city streets, condemned adjacent property and annexed new geography to the west side of City Hall. Dedicated in 1977 and named for former Mayor Richardson Dilworth, the current design includes a large sunken plaza to the north and a



Dilworth Plaza can be transformed from a space that people only pass through to an attractive park for leisure activities and a vibrant civic space that can be used for multiple civic functions.

spiral staircase that interrupts the pedestrian axis of Market Street as it passes through City Hall. A series of walls, stairs, barriers and overgrown trees limits access and blocks the visibility of much of City Hall, obscuring hundreds of Calder sculptures that adorn the building. Though surrounded by office buildings, hotels and new residential condominiums, the barren, hard surfaces of the existing plaza are seldom used as a gathering space.

A revitalized Dilworth Plaza will become a meeting space at lunchtime for more than 25,000 workers in adjacent office buildings and an attractive link to the shopping and hospitality district on East

Market Street. For thousands of new downtown residents, Center Square will join William Penn's four other squares as a vibrant green amenity. With the expanding Pennsylvania Convention Center opening a new front door on North Broad Street in 2011, the plaza will serve as a visitor destination and a link to South Broad Street's Avenue of the Arts and to the restaurants that line Walnut and Chestnut Streets. From chairs outside the café on the northwest corner of City Hall visitors, workers and residents will enjoy the mile long view up the Benjamin Franklin Parkway to the Philadelphia Museum of Art.

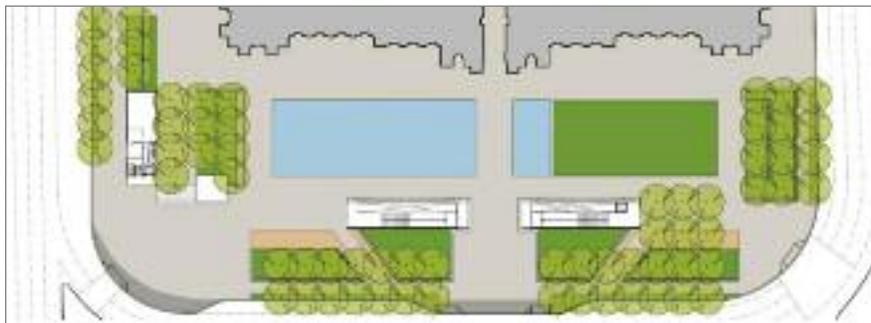


Site plan for new Dilworth Plaza: A lawn panel (130 x 60 feet), located on the southern end, gently slopes up to the south to provide easy views towards the fountain. The programmable fountain (180 x 60 feet) can be turned partially or completely off to allow for concerts, events or movies. At the northern end, adjacent to a cluster of trees and lawn, is a café. Two sloping glass headhouses provide stairways and one elevator to the transit concourse below. Curb bulb-outs at 15th and Market shorten the crossing distance and create a new legal crosswalk from the south side of Market, next to the “Clothespin,” directly to Dilworth Plaza.

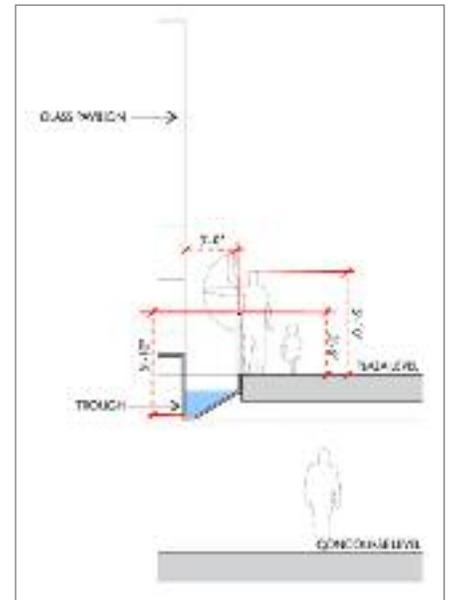


Looking northeast towards the expanded Convention Center on North Broad Street, an outdoor café will provide a place for breakfast, lunch and afternoon meetings, affording views of the Benjamin Franklin Parkway. An elevator provides a third entrance to transit and a direct link to the 15th Street subway-surface station.

CREATING A SUSTAINABLE SPACE



| | Proposed | Existing |
|--------------------|-----------|------------|
| Impermeable Paving | 69,266 SF | 112,178 SF |
| Permeable Paving | 14,598 SF | 0 SF |
| Fountain | 11,561 SF | 2,841 SF |
| Planting & Lawns | 27,685 SF | 6,643 SF |



The glass headhouses will be made of shatter-proof glass, protected by graffiti resistant film and maintained at very high standards. They will be separated from the plaza surface by a sloping 3 foot wide trough filled with water that will be recycling as part of the landscape irrigation system.



On the western side of the plaza, two glass head houses provide connections to the transit concourse below. The structures are shaped with an arcing profile so they appear to slide under the central walkway that extends the Market Street axis through City Hall Courtyard. Rising to a height of 20 feet at the top of the stairs, the pavilions are 21 feet wide and 96 feet long and frame the central portion of City Hall without obscuring the view.



Highly visible gateways to transit will be enhanced by a lighting artist.



Wide entrances to the underground welcome passengers to transit and bring light to the concourse level.



A new transit room provides computerized wall graphics and new entrances to both the 15th and Market subway station and the Broad Street line.



The semi-circular sunken plaza at the north end will continue to provide direct underground access to City Hall, Municipal Services Building and Suburban Station, but will be bridged over and illuminated. The current archways will be preserved but will be closed and converted to rear-projection display panels that will recount the history of the site from William Penn's original plan, through the building of City Hall, the construction of the Pennsylvania Railroad station, and tell the story of Richardson Dilworth's role in Philadelphia's renaissance of the 1950s. The statue which commemorates Dilworth, *Phoenix Rising* (1982), will most probably be preserved in place but elevated so that it emerges into the new street level plaza, while continuing to allow light to reach the concourse and the 15th Street subway-surface station.



A Gateway to Transit

City Hall sits atop four levels of transit infrastructure including the Market-Frankford and Broad Street lines, the subway surface routes to West Philadelphia and connections to the Regional Rail lines at Suburban Station. Working in partnership with SEPTA and their architects, Bower Lewis & Thrower, the CCD's design team is coordinating this project with a major renovation to the Broad Street subway station below City Hall.

On the western side of the plaza, two glass head houses provide connections to the transit concourse below. The structures are shaped with an arcing profile so they appear to slide under the central walkway that extends the Market Street axis through City Hall Courtyard. Rising to a height of 20 feet at the top of the stairs, the pavilions are 21 feet wide and 96 feet long and frame the central portion of City Hall without obscuring the view.

A Well-Managed Public Place

Like Boston's Post Office Square and Manhattan's Bryant Park, the new Dilworth Plaza will have a dedicated maintenance corporation, a public-private venture endowed by contributors, and supported by revenues generated from activities on the site, and from the City of Philadelphia and the Center City District. High-quality materials and a sustainable design are the hallmarks of all great civic spaces.

Funding the Project

In May, the CCD completed schematic design and received conceptual approval from the Philadelphia Historical Commission. While working on other required approvals, the CCD is actively fundraising from local foundations, businesses, and local residents to support the completion of construction documents. Construction funding for this \$45 million project is expected to come from the

Commonwealth of Pennsylvania, federal transportation resources that we have applied for, local foundations, private donors and a possible CCD bond issue.

To learn more, additional details about the plans can be downloaded from our website at www.CenterCityPhila.org. If you would like to help make this project a reality, tax deductible contributions to support the next phase of design can be made to the Center City District Foundation, 660 Chestnut Street, Philadelphia PA 19106. Presentations can also be arranged for business and civic groups interested in supporting the project.

Paul R. Levy
President

plevy@centercityphila.org

New Retail Highlight: Barneys Co-op Lands in Rittenhouse



Barneys Co-op opened in April on Rittenhouse Square, delighting many a younger Philadelphia fashionista. The Co-op, described as the “wayward offspring” of the venerable Barneys New York, offers a selection of edgier apparel and accessories for younger clientele in a more casual atmosphere.

Located at the street level of the new Ten Rittenhouse condominiums, the Co-op’s spare industrial interior occupies 10,000 square feet on two floors. Shoppers are already flocking to the store in search of men’s and women’s clothing from featured designers including Philip Lim 3.1, Diane Von Furstenburg, Theory, and Marc Jacobs.

The Co-op’s entry into Philadelphia continues the trend of upscale retailers tapping into the growing market in Center City. While local retailers like Boyd’s, Sophy Curson, Joan Shepp, and many others have offered premier designer apparel for many years, national retailers are increasingly discovering the buying power of all the new residents who have been attracted to downtown in the last decade. Barneys’ opening sends a positive signal to other national retailers considering Philadelphia as a new location and helps position Philadelphia well as the economy rebounds.

Capriccio at Café Cret

Café Cret, one of the city’s newest amenities, at 16th and the Benjamin Franklin Parkway, is designed to draw workers, residents, and visitors to the Parkway and animate what had been a derelict public space. Information and brochures are available for all Parkway attractions, and Café Cret sells tickets for the seasonal PHLASH trolley, which stops just outside the café.

The café not only provides food and drinks, but as part of a public-private venture, revenues are used to maintain the park and public space along the Parkway.

The café also caters personal and corporate events in Center City. Capriccio, the café operator, features a wide variety of coffee drinks, fresh salads, paninis, and upscale cafe fare. Capriccio at Café Cret is open weekdays 6:30am – 7:00pm and weekends 8:00am – 8:00pm.

www.capricciocafe.com

A Message from CCD Sponsor, TD Bank

At TD Bank, America’s Most Convenient Bank®, we feel the opportunity to enrich our communities is both a privilege and a responsibility. Even during these tough economic times, we are committed to making meaningful and positive contributions to individuals, families and nonprofits, and are proud that through our partnership with the Center City District, we are able to help make Center City Philadelphia an even better place to live, work, and play.

TD Bank is dedicated to providing Philadelphians with an unparalleled customer service experience and convenient, hassle-free products and services. We have 13 stores throughout the City, each open seven days a week with extended hours. Our stores feature a community mural on the wall, free Penny-Arcade coin counting machines, local lenders making local loans, and treats for kids and

dogs. But our service commitment doesn’t stop at the door. TD Bank is proud to be involved in many of the things you love about Philadelphia, including our sponsorships of the TD Bank Philadelphia International Cycling Championship and the Blue Cross RiverRink at Penn’s Landing, and our partnership with the Arts and Business Council of Greater Philadelphia to name a few. Through our charitable giving arm, the TD Charitable Foundation, we are able to provide support to area schools and affordable housing initiatives, as well as many other great programs and organizations throughout the City. We at TD Bank remain committed to our yearlong sponsorship of the Center City District.



Bank

America’s Most Convenient Bank®

20 years on the Force – Thanks to a Conversation over Pizza



CCD President Paul Levy, Lieutenant Mike Brady, and Captain John Wilczynski

Lieutenant Mike Brady

The Center City Police District's Lieutenant Mike Brady doesn't come from a long line of cops. Most of his immediate family were electricians. While he always had a desire to help people and thought about being a cop, friends and neighbors told him he cared too much about problem-solving to deal with the daily challenges of policing. Besides they said, he was too short for the job.

So he worked for six years at a factory near where he grew up in Port Richmond and only decided to pursue law enforcement when a friend suggested over pizza and beer that they both take the police exam.

Brady started out in the 24th District in North Philadelphia and moved to the Center City District police substation eight years ago. What appealed to him was the opportunity to combine the resources of the police, the CCD's

Community Service Representatives, and the Philadelphia Community Court which focuses on the root causes of quality of life crimes by getting people into drug treatment programs and helping with workforce reentry. "The place that is best for me is right here in Center City. I feel comfortable here."

Brady likes patrolling the streets of Center City and helping people who need assistance. He wants residents, workers and visitors to know that "cops are human beings," and "while not infallible," he says all the officers he works with try every day "to do the job the way it's meant to be done." In May, Lieutenant Brady celebrated his 20th year of service with the Philadelphia Police Department.

Coming Soon: A New Kids in Center City Website



J.B. Abbott

Center City is fast becoming a hub for families raising young children. Its walkability, the intimate scale of most residential communities, the diversity and cosmopolitan lifestyle with proximity to art schools, museums and other cultural institutions, and sense of community have

all become increasingly attractive to young families raising children. Between 2000 and 2007, 15,159 children were born to Center City parents.

Since 2004, the CCD has worked to promote school opportunities and choice for Center City parents through the website www.centercityschools.com and through email newsletters about activities of interest to downtown parents.

Last spring, we surveyed families to determine what additional information they would most like to have. While parents rely on a number of websites, publications and word-of-mouth, almost all asked for a single source of information for recreational activities, summer camps, parent groups, child-friendly parties, stores and places to hold birthday parties.

In response, the CCD will transform the centercityschools.com site into a new "Kids in Center City" website, providing anyone who is caring for young children a

broad array of information about what is happening downtown.

Information most requested by parents included listings of neighborhood activities, child-oriented and friendly events, exhibits, shows, and performances. The site will also feature listings of museums and special exhibits, performing arts events, summer camps, sports leagues, kid's classes, and parental resources. The site will also incorporate material from the current centercityschools.com site including the Philadelphia public elementary school boundary map, K-12 school enrollment information, as well as maps and listings of all Center City preschools and K-12 public, private, parochial and charter schools. Look for an official unveiling of the Kids In Center City site early this fall.

CENTER CITY DIGEST

SUMMER 2009

INSIDE

- 1 Transforming Dilworth Plaza

- 4 New Retail: Barneys Co-Op
Cappricio at Café Cret
TD Bank

- 5 Clean & Safe
Kids in Center City Website

Center City District and
Central Philadelphia
Development Corporation
660 Chestnut Street
Philadelphia, PA 19106
www.centercityphila.org

Pre-sorted
First Class Mail
U.S. Postage
PAID
Philadelphia, PA
Permit No. 2545

CENTER CITY DISTRICT LUNCHTIME SUMMER CONCERT SERIES

presented by TD Bank

2009 Concert Schedule:

| | | |
|---------|--|--|
| June 3 | Life's A Beach (Island Music) | 1601 Market St |
| June 10 | Alligator Zydeco (Zydeco) | Centre Square, 1500 Market St |
| June 17 | Randy Lippincott (Blues) | Café Cret, 16th St & Ben Franklin Parkway |
| June 24 | Mark Stinger Band (New Orleans Blues) | Rohm and Haas, 6th & Market Sts |
| July 1 | Alzonía (Steel Drums) | Philadelphia Marriott Downtown, 12th & Filbert Sts |
| July 8 | Don McAvoy and the Great Whatever (Pop Rock) | The Shops at Liberty Place, 17th & Market Sts |
| July 15 | Wayneron & the Untouchables (Beach Style) | Bell Atlantic Tower, 1717 Arch St |
| July 22 | Lenny G and the Soulsenders (Reggae) | The Gallery at Market East, 9th & Market St |
| July 29 | Gil Brewster Band (Classic Rock) | 1700 Market St |
| Aug 5 | Chris Despo Band (Acoustic Rock) | Comcast Center, 1701 John F. Kennedy Blvd |
| Aug 12 | Andrew Neu Jazz Ensemble (Jazz) | Commerce Square, 2005 Market St |
| Aug 19 | Sabroso (Latin & Salsa) | Mellon Independence Center, 701 Market St |
| Aug 26 | Raucous Brothers (Electric Reggae) | 1818 Market St |

In the unlikely event of rain, check www.CenterCityPhila.org for updated location information.

MAY LIFE NEVER LOSE ITS FIZZ
Wed. June 3 - Aug. 26, 5-7 pm
\$4 cocktails,
\$3 wine, \$2 beer,
1/2 priced apps
At participating locations

CENTER CITY DISTRICT SIPS

FOR SIPS LOCATIONS AND SPECIALS VISIT CENTERCITYPHILA.ORG
All attendees must be 21 years of age or older

The *Center City Digest* is a publication of the Center City District (CCD), a private-sector sponsored municipal authority committed to providing supplemental services that make Philadelphia's downtown clean, safe and attractive; and of Central Philadelphia Development Corporation (CPDC) with 50 years of private-sector commitment to the revitalization of downtown Philadelphia.