CENTER CITY DIGEST

Looking Beyond Dilworth

When Dilworth Plaza opens in 10 months, it will create an extraordinary civic gathering space for workers, residents and visitors. It will serve as center stage for arts and entertainment and as a first-class gateway to the region's transit – downtown's portal to the sports complex, to colleges and universities and to the city's neighborhoods. The recent transformation of Sister Cities Park at Logan Square and the Porch at 30th Street Station demonstrates how quickly the public embraces well-designed and well-managed public spaces.

A decade of civic investment in the 1990s on South Broad Street prompted the reuse of aging office buildings with new hotels, restaurants, retail and residential development.



Dilworth Plaza will open at the end of next summer. But there are still significant opportunities for you to support this transformational effort (see page 4). (Credit: Kieran Timberlake/OLIN /Urban Engineers; photographer, Daniel Kontz)

On the Benjamin Franklin Parkway, a decade of enhancements, which began in 2002, are yielding new cultural institutions, new housing, and at least one new hotel.

Dilworth Plaza will draw these two mixed-use boulevards together and connect the region's premier office district on the west to East Market Street's hotels and emerging, destination retail district. Dilworth Plaza will also set the stage for the restoration to prominence of William Penn's Center Square.

Think ahead to fall 2014 with construction crews gone, landscaping in place, fountains operating, events programmed and a café drawing patrons from nearby office buildings, from the Pennsylvania Convention Center, while offering views up the Parkway to the Philadelphia Museum of Art. Imagine new outdoor seating across the street in front of the Residences at the Ritz. A year later, Claes Oldenburg's Clothespin might be surrounded with restaurant patrons sitting in the sun, savoring views of City Hall, a National Historic Landmark across the street. Perhaps by 2015, the space between the original two Penn Center buildings — with an unsurpassed view of City Hall tower could finally realize its potential as an animated plaza for office workers and students, who might arrive each day on new landscaped bikeways on West Market Street and JFK Boulevard.



The sunken-garden stairway entrance to transit on the northwest corner of 15th and Market has never really worked. Ed Bacon himself was deeply disappointed by this compromise to his much larger Penn Center vision. The space could be activated with a new retail pavilion and information center that provides access to transit. Animating the ground floors of the office buildings and the plaza between them could extend the high-quality investments being made at Dilworth Plaza into a network of civic spaces, radiating from City Hall. (Credit: Studio|Bryan Hanes)

By next year, the City's planned redesign for Love Park/JFK Plaza could be well underway. Then, it is only a matter of time before the walls and barriers around the Municipal Services Building give way to a place that can learn from The Porch at 30th Street Station, how to make major changes with modest investments. With a larger budget, the sunken plaza at the eastern end might be transformed into a central station for the City's newly-launched bike share program, simultaneously strengthening connections to North Broad Street's revival.

Architects' renderings in photoshop can be inspiring, enabling us to see familiar places in novel ways. They can also be misleading, by simplifying the significant work it takes to move from image to reality. But before there were hundreds of construction workers positioning rebar and pouring new concrete slabs over two layers of transit improvements at Dilworth Plaza, it all began with a photoshop rendering by OLIN.

Dreaming just a bit, before fall turns to winter, is a good way to get started.





Outdoor seating reclaims the corner at the Residences at the Ritz. (Credit: Studio | Bryan Hanes)



A new ground-floor restaurant with outdoor seating could energize the space with office workers and offer extraordinary views of City Hall, a National Historic Landmark. (Credit: Studio|Bryan Hanes)



With modest expenditures, the walls that surround the Municipal Services Building plaza could be removed and the space animated as has been successfully done by the University City District at 30th Street Station. Through a larger commitment of resources, a new bike station could replace the sunken corner and strengthen pedestrian connections to the Pennsylvania Academy of the Fine Arts, the Pennsylvania Convention Center, area hotels and other North Broad Street improvements. (Credit: Studio|Bryan Hanes)





New landscaped bike lanes on West Market Street and JFK Boulevard would not only create a safe commuting path for the growing number of workers who bike to work, but also calm traffic and create a greener and more favorable climate for ground-floor retail in the office district. [Credit: Parsons Brinkerhoff/Studio|Bryan Hanes]





Back Down to Earth

Between August and early October, a series of concrete pours took place in the early morning hours at Dilworth Plaza, putting the roof in place to cover two levels of transit improvements that have been completed. The slab on the right will serve as the base for the fountain area of the plaza. At the far northern end, the café structure will soon begin to emerge.





















Double Your Gift to the Dilworth Plaza Project

You or your company can help create a new Dilworth Plaza – and your gift can have double the impact! Thanks to a generous challenge grant from the William Penn Foundation, gifts and pledges from individuals and corporations will be matched, dollar for dollar, by the Foundation – but only through December 2013.

There are significant opportunities for naming rights and sponsorship at Dilworth – a large green lawn and benches, tree groves, a fountain featuring Janet Echelman's kinetic piece of public art, and iconic glass headhouses to the transit concourse. You can help to create a great civic space at the center of the city that will draw hundreds of thousands of office workers, residents, visitors and convention attendees each year.

Be part of creating Philadelphia's new Center Square by making a tax-deductible contribution to the Center City District Foundation. Please visit our website, centercityphila.org, or contact Jean Tickell at CCD (jtickell@centercityphila.org or 215.440.5529). Become a Friend of Dilworth Plaza and help to meet the William Penn Foundation challenge!

Major Public Donors to Dilworth Plaza Construction

City of Philadelphia	\$5 million
Commonwealth of Pennsylvania	\$15.5 million
Federal Transit Administration	\$15 million
SEPTA	\$4.3 million

Major Donors to Construction

The Albert M. Greenfield Foundation	\$125,000
John S. and James L. Knight Foundation, Knight Arts Challenge	\$400,000
PNC	\$300,000
William Penn Foundation	\$1.2 million

Friends of Dilworth Plaza

Leading Friends (\$100,000)

First Niagara Richard W. Vaque

Founding Friends (\$50,000 to \$99,999)

The Arden Group / Gencom
The Dow Chemical Company
The Horace W. Goldsmith Foundation
Market Street East
Improvement Association
McLean Contributionship

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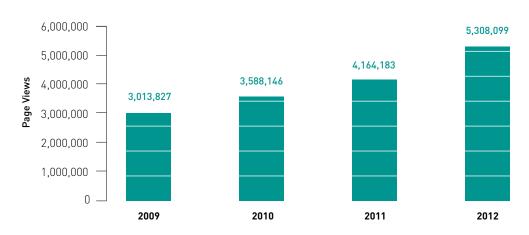
The Center City District launched its present website in summer 2008 adding to our programmatic information market research and business resources, new information for the growing residential population in Center City. In 2009, the first full year after the launch, the site had more than 3 million page views. By the end of 2012, it had over 5.3 million.

A month-by-month analysis of the page views shows that the numbers spike dramatically around Restaurant Week, which occurs twice a year, in the fall and in the winter, and during the summer promotion, Center City District Sips. Those two events accounted for 5 million views in 2012.

In addition to the main website, CCD hosts a mobile website, m.centercityphila. org, for smart phones for Restaurant Week. The site was launched in summer 2011 and expanded in 2012 to include information about Sips and events produced by CCD. Last year, the mobile website drew 2.6 million page views.

A new website, devoted exclusively to the parks and plazas owned and/or managed by the CCD, is under development by P'unk Ave, a local web design firm, and will go live in early 2014. The website will provide a wide range of information on events, amenities, and catering and rental opportunities at Sister Cities Park, John F. Collins Park, Cret Park, and Dilworth Plaza.

CenterCityPhila.org Web Stats



Pages	2012 Views
CenterCityPhila.org w/out Restaurant Week & Sips	331,870
Restaurant Week & Sips Pages Only	4,976,229
Total Views	5,308,099

A Little Paint Does Wonders!

The Center City District has been steadily repainting the bases of pedestrian light poles in the District. The CCD has installed 2,179 fixtures in the District since 1997.



(Photo by Peter Tobia)

Books for Reading at Sister Cities Park

The new Library in the Park offers a selection of books for children to read while they visit Sister Cities Park at 18th Street and the Benjamin Franklin Parkway. Library in the Park is presented in partnership with the Free Library of Philadelphia. Find the new book rack near the Imagination Playground™, which occupies the boat pond during the cool-weather months. Sister Cites Park is managed and programmed by the Center City District.





Sister Cities Park Adds Imagination Playground™

On October 1, the Center City District (CCD) added new soft sculpture playing blocks to Sister Cities Park at 18th Street and Benjamin Franklin Parkway. The new Imagination Playground™ was installed in the pond area in the Children's Discovery Garden to activate the space during cool-weather months when the pond would otherwise be empty. The new play equipment was

made possible through the generous support of Brandywine Realty Trust, Friends Select School, and Greene Towne Montessori School, whose workers and students frequent the park.

For park hours and to learn more about the park and its many programmed activities, please visit www.SisterCitesPark.org.



HowIsDowntownDoing.com

You will automatically be entered for a possibility to win \$250 in restaurant gift certificates. Five lucky winners will be chosen at random.

& CENTER CITY DISTRICT

Erin Cortez: New CSR Manager

Erin Cortez saw a posting on Facebook for a job as a Community Service Representative (CSR) at the Center City District. She decided to apply and was hired in October 2011.

On June 26, this year, Cortez was promoted to become the newest CSR Manager, one of five – an opportunity that opened when a previous manager retired.

A self-described "people person," Cortez enjoys the many people she has met since she began working at the CCD.

"I meet people from all over the world here; sometimes they share their stories," she said. She's met people from Japan, Russia, England, Ireland, Canada, and all the states, and it helps her see the city's treasures, such as the Liberty Bell, in a whole new light.

"People have saved up money to come and see something you see every day. It's awesome. It really makes you take a step back and appreciate and think what amazing things we have here." Part of Cortez's job as a manager is, periodically, to use an iPad to track the number of people and their various activities in Sister Cities Park. The park opened last year and the CCD is closely monitoring how people use the park to determine which activities and places are most popular.

Managers also work with the CSRs they supervise to use iPads to track public-space issues and record conditions in each part of Center City. Different teams note graffiti, stickers, damaged light poles, and other problems and report those conditions to the responsible agencies.

"That gives us a better guage on where the problem areas are, where we need to focus a little more," Cortez said.

Cortez is the mother of four children, ages 6 (7 in November), 5, 2, and 10 months. Her husband, Norman, helps out with the childcare, and they get valuable help from Cortez's mother-in-law.



Erin Cortez uses a computer pad to record the conditions of public spaces.

CCD's High-Tech Monitoring of Public Spaces

Three teams of Community Service Representatives (CSRs) survey the entire District every other month and report on 83 different publicspace conditions ranging from graffiti to non-functioning traffic lights to damaged hydrants to light poles that need repainting. Since last year, the information has been recorded on portable iPads, which allow for more sophisticated data tracking.

Once the CSRs have gathered the information, they turn it over to the CCD's data-mapping specialist, Richard Citkowicz, who creates a GIS-based map pinpointing the sites that need attention. Those conditions that CCD is directly responsible for are referred to District operations.

A week after the data has been gathered, 23 responsible agencies are invited to the Public Space Collaborative meeting, to review and develop a plan to correct the problems.

Commuting Choices of Center City Workers and Their Preferred Transportation Enhancements

During the summer, the Center City District (CCD) conducted a detailed, neighborhood by neighborhood analysis of the commuting patterns of Center City residents, based on the most recently released American Community Survey data. At the same time, through the Central Philadelphia Development Corporation, a survey was distributed to more than 100 downtown businesses and all Center City civic associations to better understand the commuting patterns and preferences of people who work in Center City and live throughout the city and region. More than 5,000 Center City workers responded.

Combining these data with new information sources available from the U.S. Bureau of the Census and ridership trends from SEPTA and PATCO, CCD has created a comprehensive, new 12-page report, How Philadelphia Gets to Work: Investing for Growth, which details how Center City workers arrive at their jobs



and their preferences for improvements to transit, driving, and biking conditions.

The study found that nearly 75% of workers living in the core of Center

City get to their jobs without a private automobile. Between Girard Avenue and Tasker Street, 62.2% commute without a car.

The overwhelming majority of Center City workers commuting from the balance of the city and region who responded arrive at work by public transit (69.5%); only 19.8% report commuting by car, well below national averages. Fewer than 18% report carpooling of any kind.

The report offers insights into why people make these transportation choices and what they'd like to see change.

As the attraction of cities continues to grow, planning now and investing for growth can ensure a future with more firms and more residents choosing walkable, transitoriented places, like Philadelphia.

To read the report, please go to www.centercityphila.org/docs/CCR13_transportation.pdf

Sign Up to Receive Center City District Reports

The Center City District releases timely research reports on a variety of topics pertinent to living, working, and investing in downtown. Curious about residential sale prices? Wondering about downtown demographics and employment levels? Keep up to date on the latest market conditions, policy issues, and trends affecting Center City Philadelphia by signing up to receive our freshest research content in your Inbox five to seven times a year.

If you'd like to sign up for our free reports, please fill out the form at http://www.centercityphila.org/about/Publications_signup.php.

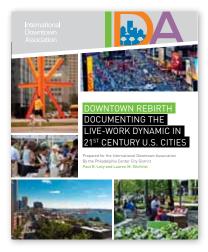
National Report from CCD Offers New Definition of Downtowns

The Center City District produced a new, groundbreaking report on 150 of America's largest cities and the number of people who live within a one-mile area of major job centers. The 56-page report, Downtown Rebirth: Documenting the Live-Work Dynamic in 21st Century U.S. Cities, was presented by Paul R. Levy, President and CEO of CCD, at the International Downtown Association's World Congress, which took place October 6-9 in New York City.

Among the 231 employment centers in 150 major cities, as defined by their total number of jobs:

• Center City ranks third behind only Midtown and downtown New York in number of residents who live within the commercial downtown, with 57,239 residents living between Vine and South Streets, river to river.

• Center City ranks fourth, behind Midtown New York City, downtown New York, and Boston in terms of total number of residents living within a mile of the commercial downtown (170,467).



To read the new report and view interactive maps, please visit www.definingdowntown.org.

New Name for a Familiar Program

In January 2013, the Delaware Valley Regional Planning Commission (DVRPC) began using the brand **RideECO** to offer and promote its long-time commuter benefit program and related products and services.

The RideECO program allows employers and commuters to save money by putting pre-tax dollars toward fares on public transportation. Commuters can save up to \$900 per year, and employers also can save by reducing FICA taxes for each participating employee.

There are two flexible, money-saving RideECO programs available.

RideECO is perfect for smaller companies and organizations with employees who all work from one location. A bulk supply of vouchers is delivered to the office for distribution to participants.

RideECO Select allows for online enrollment, ordering, and reporting.

Employees can manage their benefits online and also have the option to use

a RideECO Stored Value Card instead of paper vouchers. RideECO cards and PATCO FREEDOM Cards can be reloaded electronically each month. The Select program also offers an option to purchase various SEPTA fare materials (monthly passes and 10-trip tickets). Vouchers, passes or stored-value cards are delivered directly to employees' home or office addresses with this option, which streamlines employer administration and distribution.

RideECO is accepted by SEPTA, DART First State, NJ Transit, PATCO, and Amtrak; it is also accepted by most central Pennsylvania transit agencies. In addition, commuters may use RideECO vouchers or the RideECO Stored Value Card on vRide, a vanpool provider. DVRPC has expanded some of its other commuter-services programs to benefit RideECO clients, such as the Emergency Ride Home program and Share-A-Ride, which provides free ride-matching for carpools or vanpools.

Special Offer: Through the end of December, employers who currently hold corporate memberships with Enterprise Car Share (ECS), formerly PhillyCarShare, can receive a year of free shipping on RideECO bulk orders or have the setup fee waived for RideECO Select when they sign up for RideECO. Employers who currently offer RideECO to employees can waive the standard application fee for a new Enterprise Car Share corporate account and receive a \$50 driving credit; their employees also can save on individual ECS memberships. For more information on ECS. visit www.enterprisecarshare.com. the Enterprise CarShare Facebook page or by following @carshare on Twitter.

Employers who are interested in speaking with a RideECO specialist can call DVRPC at 215.592.1800 or email RideECO@dvrpc. org. Information about the program is also available at www.RideECO.org.

To learn more about DVRPC's other commuter services programs, visit www.dvrpc.org/MobilityAlternatives.

Non-Recording Cameras Count Pedestrian Traffic in Retail Areas

Two years ago, the CCD installed new camera technology in Center City to track 24-hour, seven-day-a-week pedestrian volumes. The cameras have no recording capability and their sole purpose is to count the number of people at certain locations to provide valuable data for retailers who already are conducting business here or are considering a downtown location.

Cameras were installed at seven downtown locations — the 1100 block of Chestnut, 800 block of Market, the 1200 and 1700 blocks of Walnut, as well as the intersections of 12th and Market, and 16th and 17th and Chestnut. One camera is on either side of the street at each location for a total of 14 cameras.

The technology, provided by Springboard Research Ltd., gathers precise numbers of pedestrians, noting the volumes of people and enabling tabulations by time of day, day of week, or season of the year. The degree of accuracy has proved to be between 95% and 98%. Data are routinely shared with retailers, brokers, and developers who find them a valuable aid.

Since the cameras now have been installed for more than two years, they are enabling the CCD to track trends, measure the impact of various events and promotions, and benchmark our progress in animating downtown streets.

To see maps, charts and data, please go to http://philadelphiaretail.com/demographics-ped-count.aspx.



Cameras are strategically located to measure pedestrian traffic in major retail areas of Center City.

I-95 Improvements Under Way in Philadelphia

otorists using Interstate 95 north of Center City Philadelphia are getting a preview of the type of construction activity that will occur over the next decade to improve travel on this critical interstate as PennDOT moves a series of improvement projects through the complex engineering stages and into construction. Here is a summary of current and upcoming activity. Get more details at www.95revive.com.

At the Girard Avenue Interchange

he massive Girard Avenue Interchange Improvement project is well under way with two of its six phases now under construction and a third heading to construction in early 2014.

Construction began in 2011 on the project's second major stage, Section GR1, with extensive utility installations and reconstruction and relocation of Richmond Street from Delaware Avenue to Ann Street.

Richmond Street is being relocated east of its current alignment to provide room for construction of improvements to I-95 during the next stage of the project. As part of this improvement project, a long retaining wall is being built adjacent to the Conrail yard embankment. Paving is taking place this summer and early fall on relocated Richmond Street between Delaware and Lehigh avenues.

PennDOT's contractor will finish rebuilding the Girard Avenue bridge over northbound Aramingo Avenue at the interchange this fall, closing the old slip ramp to I-95 north from Girard Avenue and reconnecting Girard Avenue with Richmond Street and the main ramp to I-95 north at the intersection of Delaware and Aramingo avenues.

In late 2012, PennDOT began work on the first (Section GR 2) of four phases to reconstruct and widen I-95's mainline, bridges and viaducts on both sides of the interchange. Crews are currently rebuilding and widening 1,200 feet of I-95 between Palmer Street and Frankford Avenue. Bridges over Columbia Avenue and Shackamaxon and Marlborough streets are being rebuilt and widened as part of this contract.

Next up at Girard Avenue is construction of Section GR₃, which will improve, widen and rebuild the northbound side of I-95 between Palmer and Ann streets (south of the

Allegheny Avenue exit). Other GR3 improvements include construction of new northbound ramps and reconstruction of Delaware Avenue from Columbia Avenue to Dyott Street. Work is scheduled to start in early 2014.

Contractor Fully Engaged in Final Phase of Cottman Avenue Interchange

idening and reconstruction on the southbound side of I-95 between Rhawn and Levick streets began in April and will continue through the end of the year.

When southbound work finishes, three lanes of southbound traffic will be shifted onto the new pavement and the median area will be rebuilt under the next stage of construction in 2014. The northbound lanes will be rebuilt in the final major stage of the project in 2015. The southbound off-ramp to Bleigh Avenue, which also is being rebuilt, is closed and will reopen in 2014.

At the completion of the project in 2016, I-95 will have four through lanes as well as a continuous exit-entry lane linking the Academy Road-to-Cottman Avenue-to-Bridge Street interchanges.

On the surface streets below I-95 at Cottman Avenue, piers are in place to support the southbound widening of the viaduct that carries I-95 between Rhawn Street and Bleigh Avenue.

Installation of a new water main and other utilities continues along Wissinoming Street (immediately adjacent to I-95 south), where construction of the new southbound on-ramp from Cottman Avenue will start in 2014. Cottman Avenue east of State Road—at the foot of the northbound off-ramp—is being widened to add an eastbound lane for accessing the new, soon-to-be-built Cottman Avenue on-ramp to I-95 south. Storm water drainage improvements also continue to be made along several roads east of Milnor Street and New State Road in the interchange area.

Richmond Street Detour, Fall 2013 to Fall 2015

hrough traffic on Richmond Street in Port Richmond will be detoured between Lehigh Avenue and Cambria Street for two years beginning this fall for construction of four new Conrail overpasses. The new bridges will replace the two height-restricted structures—now partially removed —between Lehigh Avenue and Somerset Street.

More I-95 Improvements between Cottman and Girard Start in 2015

s construction progresses on two improvements at opposite ends of the eight-mile work area north of Center City Philadelphia, PennDOT's engineering teams continue moving forward with design activities on three additional large-scale projects to rebuild and improve I-95 between the Cottman Avenue (to the north) and Girard Avenue (to the south) interchanges.

Scheduled for construction beginning in 2015 are the first phases of work at the Bridge Street and Betsy Ross Bridge interchanges.

At the Betsy Ross Bridge (I-95/BRI) Interchange, ramps connecting I-95, the bridge and Aramingo Avenue will be the focus of the first (Section BRo) of the project's three phases. Construction on I-95's main line will take place at the completion of phase two work, which involves replacing, removing and rehabilitating several railroad bridges over I-95.

Sustainable Improvements Near Bridge Street

ith a number of sustainable enhancements to the underside of I-95 and adjacent local streets already in line to be built as part of ongoing projects at Girard and Cottman avenues, PennDOT's Sustainable Action Committee (SAC) for I-95 will hold meetings this fall with community groups in the vicinity of Bridge Street and Aramingo Avenue to begin developing similar street-level improvements for these areas.

Sustainable improvements for Bridge Street may include thematic form liner wall treatments for rebuilt underpasses, lighting for underpasses and public spaces, public art, street-scape enhancements, bicycle lanes and other "quality of life" upgrades for the adjacent communities. Individuals interested in helping plan improvements for their communities are encouraged to work through community groups and other neighborhood organizations.

Five Years Ago

ast March marked five years since an emergency response to a cracked column near Ann Street in Port Richmond shut down I-95 between the Allegheny Avenue and Girard Avenue interchanges for two and a half days. The closure forced more than 150,000 daily commuters to find another way into and out of Center City Philadelphia. The affected section of I-95, including the column that was replaced, will be reconstructed beginning in 2016 under an upcoming phase of the Girard Avenue Interchange project. PennDOT is working diligently with available funds to rebuild the aging interstate and avoid similar structural problems in the future.

More Recently...

igging the City: Archaeological Discoveries from the Philadelphia Waterfront", a successful four-month public exhibit of archaeological artifacts uncovered from neighborhoods near the Girard Avenue Interchange, concluded last February at the Independence Seaport Museum at Penn's Landing.

The exhibit showcased approximately 100 individual objects from the prehistoric era—the oldest dated to around 2,500 B.C.—through the early 20th century. The artifacts were recovered during archaeological investigations for the project.

Read more at www.95revive.com.



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Administration



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Fall 2013

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