

CENTER CITY DIGEST

Your Opportunity to Support Dilworth Plaza

Dilworth Plaza is rapidly advancing towards a construction start before year's end. At the intersection of the Benjamin Franklin Parkway and the Avenue of the Arts, linking Market East to the office district, the west side of City Hall will be transformed into a vibrant civic space and an iconic gateway to transit.

The new Dilworth Plaza is designed by the internationally recognized, locally based firms of OLIN landscape architects, KieranTimberlake architects, and Urban Engineers. It will be a broad, open and single-level plaza with no abrupt changes in elevation.

This versatile, 2.5 acre space will be transformed into a destination with multiple amenities for residents, workers and visitors that celebrate Philadelphia's history, commerce and culture. In addition to the many green, shaded sitting areas, the plaza will offer a large lawn, an outdoor café, and a programmable 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, illuminated at night and with 24-hour security, Dilworth Plaza will also serve as a welcoming gateway to Philadelphia's extensive network of transit lines.

Specially commissioned public art by critically-acclaimed artist Janet Echelman will be integrated into the fountain and trace the path of transit below in real time by releasing columns of dry mist, coded to the colors associated with each transit line. Engaging digital screens will tell the history of the site and provide current information on culture, sports, entertainment and civic life.



Donors can support curved, granite benches and bench walls that surround the great lawn on the south side of the site. With 185,000 people daily within a 10-minute walk of the site and with a continuous program of concerts and movies at night, the new Dilworth Plaza will be as active a gathering place as Rittenhouse Square. Corporations may choose to support the great lawn itself, which will be irrigated with recycled rainwater and be a perfect place to relax with friends, read a book or eat lunch.



The Market Street walkway is the plaza's central axis, running from 15th Street, between the sloping glass entrances to transit, and creating a "bridge" as it passes through the fountain and art installation into City Hall courtyard. On either side of the walkway, changing images on digital screens mounted on railings adjacent to the head houses will provide historical information about the site, the building of City Hall, the Calder sculptures that adorn the building and Mayor Richardson Dilworth (1898-1974), after whom the site is named. Donors can contribute to this outdoor public information center that will be viewed daily by thousands of workers, residents, tourists and convention attendees.

Your Opportunity to Support Dilworth Plaza (continued)



The fountain on the north end of the site will be covered by a thin reflective sheet of water with programmable jets that create a dancing water feature across the surface. Sections of the fountain can be turned partially or completely off to allow for concerts, events or movies. In winter months, an ice-skating rink will cover the fountain area. Donors can contribute to the fountain or support the concerts, markets, events and ice-skating that will activate the space 12 months a year.

Dilworth Plaza will link the new Broad Street entrance to the expanded Pennsylvania Convention Center with South Broad Street's Avenue of the Arts and 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.

Like Boston's Post Office Square and Manhattan's Bryant Park, the new Dilworth Plaza will be professionally managed, maintained and programmed by the Center City District, to whom the City has leased the Plaza. There will be a dedicated maintenance budget, endowed by contributors and supported by revenues generated from activities on the site.

In July and August the project was competitively bid; the contractor will be announced shortly. With \$41 million of the project's \$50 million construction cost in hand from federal, state, city, SEPTA and foundation sources, the CCD will finance any funding gap that remains by the time construction is completed in early 2014.

The CCD is now in active conversations with a number of corporate and individual donors and sponsors who can financially support this project.

Every generation has its signature civic project, a major public works initiative that defines and helps drive the regional economy. You or your company can become part of this unique opportunity to remake Dilworth Plaza at the center of the city. To contribute, contact [Lesly Attarian at 215-440-5529 or \[lattarian@centercityphila.org\]\(mailto:lattarian@centercityphila.org\)](mailto:Lesly.Attarian@centercityphila.org). Please join us in making this project a prominent new centerpiece for Center City's on-going revival.

Paul R. Levy
President

plevy@centercityphila.org



On both sides of the glass elevator enclosures, immediately across the street from Claus Oldenberg's "Clothespin" sculpture, stainless steel framed, large digital screens will provide information about exhibits along the Benjamin Franklin Parkway, concerts and shows on the Avenue of the Arts and can provide live digital feeds from the Kimmel Center or from the Sports Complex. Residents, workers and visitors will be continuously updated on the broad array of cultural events that enrich the downtown experience.



The 3,000-square-foot café building will be illuminated at night. Visible from the Broad Street entrance to the Pennsylvania Convention Center, it will serve as a lighthouse that draws convention attendees into the core of downtown. Sitting at the outdoor chairs and tables patrons will enjoy the mile-long vista up the Benjamin Franklin Parkway, looking over the fountains to the Philadelphia Museum of Art.



A specially commissioned work of public art, entitled *Pulse*, created by internationally known artist Janet Echelman, will be integrated into the fountain and will trace the path of the trains below in real time. Thin columns of dry mist, colors coded to SEPTA's three transit lines below, will emanate from the fountain, evoking the steam from the city's first water pumping station that was located on this site as well as the steam from the trains at the Pennsylvania Railroad Station that once dominated the west side of City Hall. A video presentation by Echelman, including a simulation of her artwork, can be found on the Center City District's website, www.centercityphila.org.

Leading the Way

Leading the Way: Population Growth Downtown, a new report from the Center City District, takes an in-depth look at the factors that caused Philadelphia's population to increase for the first time in 60 years. Growth occurred most notably in Center City, where the number of residents living in Extended Center City, between Girard Avenue and Tasker Street, jumped by 10.2% in the last decade, faster than any other portion of the city. The population increased by 26% between Vine and Pine Streets, the Center City Core, since 1990. A substantial number of these new residents are young, college-educated professionals, essential to the city's economic success.

Will they stay, or will they go? A lot depends on Philadelphia schools, since 20,000 children have been born to Center City residents since 2000. The CCD now projects a 66% increase in school age children in the Center City Core, and a 32.1% increase in Extended Center City, if these families decide to stay. What can new leadership at the School District do? What else is required to sustain downtown's growth? For a copy of the report, please go to www.centercityphila.org/docs/CCR_Demographics2011.pdf.

New Local Ingredients Add Flavor to Restaurant Week

This fall's CCD Restaurant Week Presented by TD Bank brought fresh local ingredients to many dishes, a new cookbook featuring recipes from your favorite restaurant, and a Restaurant Week mobile website for your smart phone!

For two consecutive weeks, September 12-16 and September 18-23, diners enjoyed three-course meals for \$35 in 119 restaurants and three-course lunches for just \$20 in 51 of these eateries.

A new partnership with Philly Home-grown, a program of the Greater Philadelphia Tourism Marketing Corporation (GPTMC), guaranteed that restaurants had even more fresh ingredients in their already tasty offerings. Each restaurant participating in Restaurant Week Presented by TD Bank showcased at least

one dish that used the bounty of vegetables, fruit, meat, poultry, seafood or herbs available in our region.

As a new feature the CCD unveiled an online cookbook, "Center City Cooks," available at cookbook.centercityphila.org. It features more than a dozen seasonal recipes and other useful cooking information.

Also new this fall, Restaurant Week debuted a mobile website, which can be used year-round to find a restaurant and make reservations right from your phone. Bookmark m.centercityphila.org on your smart phone and use it throughout the year!



Bookmark m.centercityphila.org on your smart phone and use it throughout the year!



Executive Chef Daniel Stern (left) of R2L offered some preview tastes at the July press event announcing Restaurant Week, which took place at the Pennsylvania Horticultural Society's Pops Up Garden at 20th and Market Streets. At right is an assistant, Remy Goldthorp.

KidsInCenterCity.com Poster Contest

On July 7, the Center City District unveiled the winners of the KidsInCenterCity.com poster contest in which winning entries were transformed into full-size posters and installed at transit shelters throughout Center City.

KidsInCenterCity.com launched the drawing contest, "What I Love About Being A Kid In Center City," on May 5, as part of the CCD's 20th anniversary events and to celebrate Center City as a family-friendly place to live and visit. Judges for the contest were Debby Racano, Senior Vice President and Creative Director at LevLane Advertising; Emily Schreiner, Manager of Family and Children's Programs, Philadelphia Museum of Art; and Jay Bevenour, Illustrator.

Children were invited to create and submit drawings at the CCD's booth at the Rittenhouse Row Spring Festival, at a KidsInCenterCity.com play date at the Comcast Center, or they could download the form from the KidsInCenterCity.com website. The contest ended June 10, and a winner was chosen from each of three age categories: 3 to 5 year olds; 6 to 8 year olds; and 9 to 12 year olds.

The winners were: Maya Levi, 5, of Johnson City, New York; Nicole Ingalls, 7, of Philadelphia; and Jackson Propp, 12, of Cinnaminson, New Jersey.

During July and August, winning posters were mounted at six bus-shelter locations: 19th and Walnut Streets; 13th and Walnut; 15th and Walnut; 18th and Chestnut; Broad and Chestnut; and on Market Street just outside Macy's. The posters will reappear at to-be-determined locations throughout the year.

“What I Love About Being A Kid In Center City!”



Nicole Ingalls, 7, and Jackson Propp, 12, joined Paul R. Levy, President and CEO of the Center City District, at a July 7 event at which the CCD honored the three winners of the KidsInCenterCity.org Poster Contest.



Staffing levels at the Philadelphia Police Department's Center City District Police Unit have been significantly increased with bike patrols enhanced as well. Led by Captain Alan Clark (center, dark blue uniform), these dedicated officers patrol downtown, which hosts almost 500,000 individuals each day, including workers, shoppers, visitors and 170,000 people who live in and around the downtown.



Painting the Bollards

Early this summer, the Center City District spruced up 150 bollards that were looking a little worn. The bollards are banged and scarred by trucks and other vehicles in the process of deliveries or parking, sometimes tagged with graffiti and generally exposed to a wearing urban environment.

Each bollard was scraped, primed and painted. What a difference it made!

After



Before



Café Building Rises at Sister Cities Park

At the Sister Cities Park construction site on Logan Square, contractors have drilled wells up to 400 feet below the surface to create a geothermal system for the building that will house a family friendly café and a branch of the Independence Visitor Center.

This geothermal system will regulate the temperatures of the building to a more consistent level throughout the seasons of the year, thus reducing both the heating and the cooling needs for the building.

The Center City District broke ground for the new park on May 10, 2011, and construction will be completed next spring.

The site will include a new Sister Cities fountain, generous landscaping and benches, a Children's Discovery Garden, and a small boat pond.

Ten Penn Center Celebrates with Donation to Plant!Philadelphia

To commemorate the recent LEED (Leadership in Energy and Environmental Design) Gold certification of Ten Penn Center, the building's owner, Ten Penn Center Associates, L.P., announced on July 28 a \$4,000 donation to the CCD's Plant!Philadelphia program. The owners have pledged to renew the donation each year.

Ten Penn Center, a 721,408 square-foot, Class A commercial office building at 1801 Market Street, was awarded the Gold certification by the U.S. Green Building Council (USGBC), making it the first LEED Gold certified *existing* building in Philadelphia.

Among the attributes that contributed to Ten Penn Center's certification were energy-efficient floor plates; green water-treatment procedures and products for cooling towers; motion-detector lights in renovated restrooms and tenant spaces; exclusive use of environmentally friendly cleaning products and cleaning tools; and recycling of computers, light bulbs and batteries.

The Center City District created Plant!Philadelphia so that individuals and businesses can directly participate in the effort to expand Center City's canopy of healthy street trees and contribute to the citywide goal of planting 300,000 trees by 2015. With support from businesses and individuals, the CCD is planting new trees within the boundaries of the Center City District or replacing damaged ones while sustaining a routine schedule of pruning, watering, pest management and fertilization.

There are over 2,600 street trees within the CCD's boundary and for more than a decade the CCD has maintained about 800 of them from Vine Street to South Street, river to river, replacing about 8% annually.

More than 45 donations have already been made to Plant!Philadelphia! To learn more about Plant!Philadelphia or to make a donation, please visit the Center City District website at www.centercity-philadelphia.org/about/plantphila.php.



In May 2010, Urban Engineers donated \$4,000 so that two beautiful trees could grace the sidewalk at 1601 Walnut Street.

PARK(ing) Day in Center City

The Center City District (CCD) and Mayor's Office of Transportation & Utilities (MOTU) participated in PARK(ing) Day on Friday, September 16, at 17th Street and JFK Boulevard. PARK(ing) Day is an annual, international event that encourages cities to convert parking spots into engaging, people-friendly public spaces for one day a year.

The CCD transformed two parking spaces into a landscaped area, showing the potential for what could be a major streetscape and transportation enhancement project that has been proposed by the CCD for both JFK Boulevard and Market Street from 15th to 20th Streets.

The CCD has been working with property owners and building managers on both JFK Boulevard and Market Street since 2009 to identify potential improvements to the on-street environment. Following a series of analyses conducted for the CCD by consultants JzTI and Parsons Brinkerhoff, a preferred option emerged that included a separated cycle track, the retention of three 10-foot-wide travel lanes, new landscaping, and parking and loading on both sides of the streets. These improvements will enable the region's largest employment center to build on its existing transit-oriented strengths by adding state-of-the-art bike lanes and improved pedestrian crossings. The planted medians can provide stormwater management benefits as well.



Philadelphia Retail Marketing Alliance

It's been two years since the Philadelphia Retail Marketing Alliance (PRMA) launched its marketing campaign in September 2009 at the International Council of Shopping Center's (ICSC) Idea Exchange in Philadelphia. The mission of the PRMA is to raise Philadelphia's profile as a premier retail location and to bring more prestigious retailers into Center City. Since its launch, the PRMA has been touting Philadelphia as a great retail and restaurant location in trade publications and at conferences. PRMA representatives have been present at dozens of meetings with retailers at all the New York, Las Vegas and Philadelphia ICSC conferences.

At the heart of the campaign are testimonials from Philadelphia's successful retailers and restaurateurs talking about why the city is an excellent place to do business. These testimonials are featured on PhiladelphiaRetail.com, on promotional materials, email newsletters, posters and print ads. The marketing strategies include advertising, interactive, event mar-

keting and public relations, as well as relationship-building with the retail brokerage community and one-on-one meetings with prospective retailers to guide them through any permitting or city issues. The website includes a listing of nearly all available spaces downtown.

PRMA does a direct-mail campaign several times a year to a targeted list of retailers, tenant representatives and developers. In addition, ads are placed in industry-specific publications, email newsletters such as Shopping Centers Today, Retail Traffic, Women's Wear Daily, and more. Last November, PRMA hosted a Philadelphia Showcase in New York City and invited fashion, beauty, consumer and business press to visit with six Philadelphia fashion and accessory designers. More than 40 members of the media visited over a two-day period. In November of 2011, PRMA will co-sponsor another showcase in New York, this time featuring beauty and fitness retailers.



Michael Spain Smith

Retail portraits and testimonials are an important part of the Be In On It campaign.

PRMA is led by the Center City District, in partnership with Philadelphia's Office of the City Representative, the Commerce Department, Philadelphia Industrial Development Corporation, Greater Philadelphia Tourism Marketing Corporation, and the Philadelphia Convention & Visitors Bureau.

New Banner Bags on the Way

The Center City District is producing new tote bags made from recycled street banners, which will be ready in time for the holiday season! The new bags will be made from a variety of colorful banners, including the ones used for the successful Pennsylvania International Festival of the Arts (PIFA). Please go to www.centercityphila.org/about/bannerbags.php for news and selected retailers.



CCD Banner Bags & Dilworth Plaza Featured in DesignPhiladelphia

DesignPhiladelphia, a city-wide celebration, will launch its seventh year with 125 public events over 10 days, from October 13 to 23. The Center City District will participate with a program on the CCD's Banner Bag initiative and an exhibit that focuses on the design development behind the transformation of Dilworth Plaza.

The CCD will present "It's in the Bag – Community Building Through Sustainable Design," a program that will take place on October 18, from 6:00 to 7:00 p.m., at Café Cret, 16th Street and the Benjamin Franklin Parkway. KellyAnn Farrelly, the CCD's Manager of Banners/Art in Transit Programs, will recount the surprising challenges of recycling hundreds of street banners that once hung above Center City corridors into colorful tote bags that selected retailers now sell.

In addition, CCD staff and members of its Dilworth Plaza project design team are

mounting an exhibition on the transformation of Dilworth Plaza, focusing on the design development process. The exhibition, in partnership with the City's Office of Arts, Culture and the Creative Economy, will be on display in the City Hall Gallery from October 13 to November 18. On October 21, beginning at 6 p.m., the Dilworth Plaza design team will participate in a panel discussion, followed by a reception. Both are free and open to the public.

For the second year, DesignPhiladelphia has partnered with the University of the Arts for this event, which runs in conjunction with National Design Week. For more details on DesignPhiladelphia, please go to designphiladelphia.org.

To learn more about the transformation of Dilworth Plaza, please go to www.centercityphila.org.

THE PHILADELPHIA COLLECTION 2011

Philadelphia fashion was once again in the forefront as the CCD and the Office of the City Representative recently co-presented The Philadelphia Collection 2011, a series of more than 75 independently produced fashion and style events throughout Philadelphia.

The Philadelphia Collection, founded in 2010, promotes the City and all aspects of its fashion economy, including its retailers, stylists, designers, modeling agencies, and design schools. This year's Collection also introduced a series of fashion-themed panel discussions featuring experts from across the country.

Since the inception of The Philadelphia Collection, Philadelphia has attracted new international and national retailers, including Jack Wills, Barbour, Free People, Athleta, Papilio, and Laila Rowe, opening soon in Center City.

Earlier this year, Philadelphia was named one of America's top 10 shopping cities by Forbes. As Philadelphia's retail and design talent continue to strengthen and flourish, events like The Philadelphia Collection become even more important to showcase these individuals and businesses.

As Philadelphia's retail and design talent continue to strengthen and flourish, events like The Philadelphia Collection become even more important to showcase these individuals and businesses.

Main sponsors and supporters of The Philadelphia Collection 2011 were the City of Philadelphia, the Center City District, the Philadelphia Retail Marketing Alliance, Philadelphia Style Magazine, Arrow Swim Club, and MY 106.1 FM. Additional support came from Four Seasons Hotel, Hotel Palomar, The Rittenhouse Hotel, Sofitel Hotel, Expressions Model and Talent Agency, FBH The Agency, Reinhard Model and Talent Agency, Wilhelmina Models, Apple Store Walnut Street, Ballard Spahr LLP, and Skai Blue Media.



CENTER CITY DIGEST

Fall 2011

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

Standard Mail
U.S. Postage
P A I D
Philadelphia, PA
Permit No. 2545

Inside

- 1 Dilworth Plaza
- 4 Restaurant Week
Leading the Way
- 5 KidsInCenterCity.com Contest
- 6 Sister Cities Park Construction
Painting the Bollards
- 7 Plant!Philadelphia
PARK(ing) Day in Center City
- 8 Philadelphia Retail Marketing
Alliance
Banner Bags
- 9 The Philadelphia Collection 2011

Center City Cooks

A book of recipes from Center City District Restaurant Week chefs in partnership with Philly Homegrown

Download recipes at Cookbook.CenterCityPhila.org

 CENTER CITY DISTRICT

 Philly Homegrown
REAL LOCAL FLAVOR
visitphilly.com/food

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.

 CENTER CITY DISTRICT

 CENTRAL PHILADELPHIA
DEVELOPMENT CORPORATION

Thanks to TD Bank
for our yearlong partnership.

 **Bank**
America's Most Convenient Bank®