

CENTER CITY DIGEST

THE EAST SIDE COMES ALIVE

Center City, east of Broad, is emerging from recession with a wave of new investment. This month, the barren Dow plaza on Sixth Street comes alive with a landscaped beer garden, signaling to 3 million annual visitors at Independence National Historical Park that there's a city to be savored if they heed that American imperative to go west. On Chestnut Street, the 600 and 700 blocks began a renaissance of restaurants a decade ago and the transformation has reached the Benjamin Franklin House, as new ground-floor retail, including *DiBruno's*, orients itself toward the growing downtown population. Can Thomas Jefferson University's property on the 1000 block be far behind?

On Walnut Street, new owners are diversifying the Curtis Center, promising 90 apartments and added retail that embraces an ever more vibrant Washington Square. On the 700 and 800 blocks, new medical office facilities, upgraded restaurants and shops are filling strategic gaps.

After decades of fits and starts, Market East is finally poised to launch, as former department stores are repurposed. The Lit Brothers department store building will likely be the first to install large format digital signs. In return, owners will make significant upgrades to SEPTA and PATCO concourses, while enhancing street furniture and walkways surrounding their property. Planning for a residential tower is in the works. The former Strawbridge's will re-open this fall with fashion discounter *Century 21* as the first step in a total re-imagining of the Gallery.

Developers of the Girard Estate on the 1100 block of Market Street, immediately across from the entrance to the Pennsylvania Convention Center, are aiming to begin demolition this summer of the two remaining floors of the former Snellenberg's, replacing it with 160,000 square feet of big box retail space, 322 apartments and a pad at the western end for a future hotel.



Image 1: As the first step in PREIT's three-block transformation of the Gallery, the fashion retailer *Century 21* will occupy 100,000 sf of the ground and second floors of the former Strawbridge's building (building at bottom right in image 1). In subsequent phases, the ground floors of the 900 and 1000 blocks will open onto Market Street and new high-rises could add upper-floor density. **Image 2:** A landscaped beer garden designed by Groundswell Design Group will animate the plaza level of the Dow Building on Sixth Street.

Most important, they will break up the scale of the site with a mid-block pedestrian walkway starting on Market Street and lined with retail to draw some of the 1.2 million annual visitors from the Convention Center, south through the site. The walkway will intersect intimate-scaled and reclaimed Ludlow and Clover Streets, ultimately reaching to Chestnut Street and Midtown Village beyond. Across the street, nearly the entire south side of Chestnut Street is being renovated as retail, residential and open-plan workspace, bringing vibrancy around the corner from south 13th Street.

Here, and throughout Center City, developers are discovering that the lower costs required for open plan and co-working space are making it possible not always to default to residential, but rather to replace 20th century, partitioned office space with 21st century flexible work space.

In several pockets, neglected remnants of past decline still linger. Higher standards for public behavior most probably will need to await a next Administration. But market confidence is strong, lenders have eased up the reins, population growth is sustainable and the demand for new workspace is growing. If we've relearned anything in the last decade, it's that up-cycles don't last forever. It's a good time to act.

Paul R. Levy
 President
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Image 3: NREA Development Services will begin to reposition a 4.3-acre site owned by National Real Estate Advisors, JOSS Realty Partners, Young Capital, and SSH Real Estate. The development, bounded by East Market, Chestnut, 11th and 12th Streets, will add 160,000 sf of new retail space fronting on Market Street, with a midblock walkway through to Chestnut Street and a 322-unit apartment tower entered from Ludlow Street.

Image 4: Looking east on the 1100 block of Ludlow Street, after the current parking area is converted to a more intimate-scaled retail block. In a later phase, a similar approach will transform little Clover Street.

Image 5: Brickstone Realty is refashioning 1112-1128 Chestnut Street by linking together up to 95,000 square feet of retail space for big box or boutique uses, while creating 112 new apartments upstairs.





KieranTimberlake

Join the Many Friends of Dilworth Park!

Thanks to generous donors, Dilworth Park at City Hall will soon open as an extraordinary new civic space, a place to meet, dine or enjoy year-round activities and arts performances. You can still support the transformation of Dilworth Park by sponsoring a program or event or making a tax-deductible donation.

Dilworth Park will be center stage for Philadelphia. You or your company can underwrite a broad variety of programs. Help animate this new venue at the center of the city that will draw hundreds of thousands of office workers, residents, visitors and convention attendees each year.

There are also a few remaining naming opportunities and sponsorship options. And there's still plenty of time to make a donation.

For more information on sponsorships, please contact Michelle Shannon at michelle@centercityphila.org, or **215.440.5515**. For donations and naming opportunities, please contact **Jean Tickell** at jtickell@centercityphila.org.

Major Public Donors to Dilworth Park Construction

City of Philadelphia	\$5.75 million
Commonwealth of Pennsylvania	\$16.35 million
Federal Transit Administration	\$15 million
SEPTA	\$4.3 million

Major Donors to Construction

The Albert M. Greenfield Foundation	\$225,000
John S. and James L. Knight Foundation, Knight Arts Challenge	\$400,000
PNC	\$300,000
William Penn Foundation	\$1.2 million

Friends of Dilworth Park

Leading Friends

(\$100,000 to \$150,000)

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Good Friends

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(\$20,000 to \$49,999)

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A new café building also provides an information center and elevators that make transit lines more accessible. At right, mature trees line the western edge of the new park. Credit: Peter Tobia

A Transformed Dilworth Park to Open in September

Gone are walls, stairs and barriers to access. New gently sloping walkways will draw workers, residents, transit riders and visitors. A new café building with an information center has been constructed at the north end of the site. Elegant, sloping glass headhouses shelter stairs that reach down to a completely reconstructed concourse. In partnership with SEPTA, new entrances have been created to both the Market

and Broad Street Lines, turning Dilworth Park into the primary Center City transit gateway to the Sports District, to Temple University's campuses, and to all of University City. Clear lines-of-sight, new signs that orient passengers to the subway, trolley, and regional rail lines are augmented by real-time information for the five trolley routes servicing University City and West Philadelphia.

The new Dilworth Park will re-establish William Penn's original Center Square as a central gathering place for all Philadelphians, offering continuous programming, while providing information about Philadelphia's attractions. The new park will tie together the Avenue of the Arts, the Benjamin Franklin Parkway and the Convention Center, connecting the office district with Market East destinations.

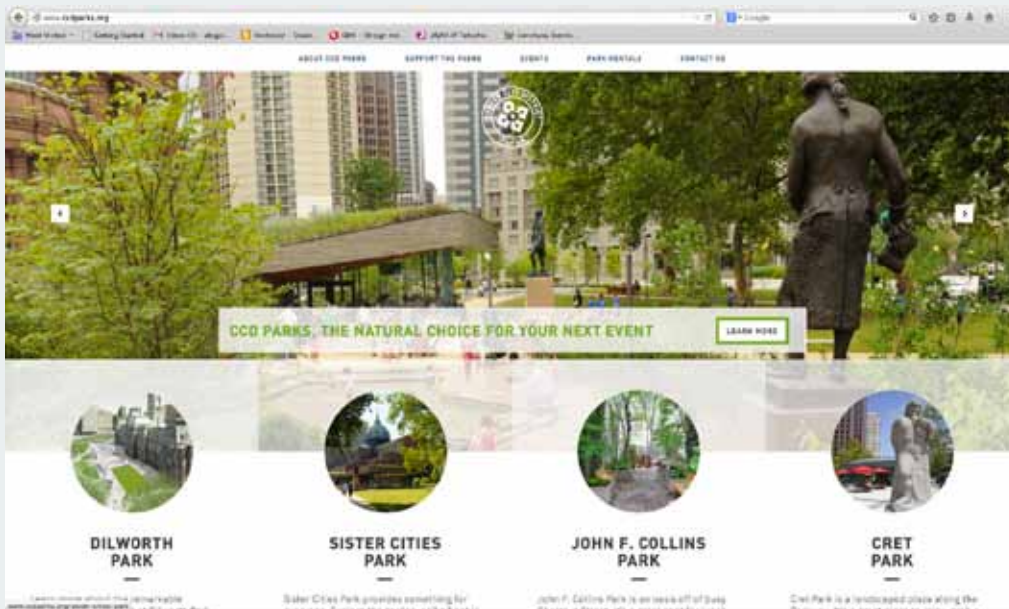


CCD Donates Bicycles

The Center City District donated five new 2014 Trek police mountain bicycles for Philadelphia Police Department CCD substation bicycle officers.

Showing off the new bicycles are from left: Police Officer Mark Bates; Paul R. Levy, CCD President and CEO; Police Officer David DeNofa; Captain Robert Glenn; Stacy Irving, CCD's Senior Director, Crime Prevention Services, Residential Outreach and Public Spaces Liaison; Police Officer Tara Pavgouzas; Police Officer Mike Moore; William P. Hughes, Jr., CCD's Vice President of Public Safety and Cleaning Operations; and Police Officer William Zeller.

New Website for CCD Parks Has All the Info!



Wondering when the acoustic concerts in John F. Collins Park begin? Want to know the schedule for children's programming at Sister Cities Park or the hours of Café Cret? Seeking a place to host a wedding or a corporate event?

Just in time for all the warm weather activities, the Center City District has launched its new parks website, www.CCDParks.org, the place to go for information about ongoing events, up-to-date photos, hours for the parks' cafes, rentals, catering, and much, much more! The site was created using responsive design, which offers optimal viewing on desktop, tablet or mobile devices.

Scheduling an event? You will find information about the capacity of each

park, where tents can be erected, locations for electrical outlets, and information about Brulee Catering by Chef Jean-Marie Lacroix. Visit the website and imagine your next event at one of Center City District's well-managed parks.

CCD-managed places include Sister Cities Park, 18th Street and Benjamin Franklin Parkway; John F. Collins Park, 1707 Chestnut Street; Cret Park, 16th Street and Benjamin Franklin Parkway; and Dilworth Park on the west side of City Hall, which will open in September.

P'unk Avenue, a Philadelphia-based web design firm, developed the parks website.

Visit us at www.CCDParks.org.

Rita's Water Ice Is a Cool Addition

Kate Bilo, weather reporter for CBS 3, on Thursday, June 5, updated viewers from Sister Cities Park, 18th Street and Benjamin Franklin Parkway. (The weather happened to be beautiful!) Sister Cities and Rita's Water Ice teamed up to help raise money for the Alex's Lemonade Stand Foundation.

Rita's Water Ice carts are located in Sister Cities Park and at John F. Collins Park, 1707 Chestnut Street.



Kate Bilo (left), Paul R. Levy (center), and Robert Bauer, a Rita's Water Ice franchise owner.



Center City District Smart & Safe Fair

Stacy Irving, Senior Director, Crime Prevention Services for the CCD (left), and William P. Hughes, Sr., CCD's Vice President of Public Safety and Cleaning Operations, flank McGruff, the Crime Dog, at the Center City District Smart & Safe Fair on May 16 at the Comcast Center in partnership with Liberty Property Trust. The fair offers the public a variety of information on local crime-fighting efforts.

Summer Activities Offer Fun for Everyone

Throughout the summer, Center City District parks offer a variety of free and exciting activities, from kids' fun to acoustic concerts to bring-your-own wine evenings.

At Sister Cities Park, 18th Street and the Benjamin Franklin Parkway, the CCD has joined with partners such as the Franklin Institute, Philadelphia Parks & Recreation, the Free Library of Philadelphia, and the Academy of Natural Sciences of Drexel University to create programs that both delight and educate.

Liquid Nitrogen Demonstrations, Story Art, Nature in the Park, Growing Up Green, and Live Animal Encounters offer children a chance to learn more about the world they inhabit. Stroller Strides gives new mothers a chance to exercise without hiring a baby sitter!

Also at the park every Thursday evening, the popular Pairings on the Parkway has returned. From 5:00 p.m. to 8:00 p.m., pack up your favorite bottle of wine or craft beer and enjoy Logan Square Café's barbeque favorites such as hot dogs and burgers for an easy, perfect summer picnic! The live music starts at 5:30 p.m. and ends at 7:30 p.m., and it's free!

Meanwhile, at John F. Collins Park, 1707 Chestnut Street, every Tuesday and Thursday, from noon to 1:30 p.m., musical artists offer free acoustic concerts on flute, violin, viola, saxophone, and more! This beautiful pocket park in the heart of the shopping district is the perfect place to escape the office and enjoy the out of doors. Bring your lunch, relax, and hear some great music!

For more information about these activities and others, please visit the new website, www.CCDParks.org.



During the summer, on Tuesdays and Thursdays from noon to 1:30 p.m., John F. Collins Park, 1707 Chestnut Street, offers popular acoustic concerts. On June 5, Marc Seidenberg of Rittenhouse String Quartet played the park.

CCD Parks Can Make Your Next Event Unforgettable

CCD Parks are programmed to provide varied activity for visitors of all ages. But the parks are also available for renting for your own very special event. Each park has its own inviting atmosphere and will lend its unique charm to help make your experience unforgettable.

Sister Cities' Children's Discovery Garden, boat pond, meandering stream, fountain and expansive lawn create a perfect setting for kids' birthday parties, family reunions, and student group gatherings. The glass-enclosed Logan Square Café offers refreshing cold drinks, light fare and sandwiches, while offering panoramic views of Swann Fountain, Parkway museums and the downtown skyline. The Park also easily adapts to more formal receptions, weddings, rehearsal dinners, or business gatherings. And thanks to its convenient location across the street from the Cathedral of Saints Peter and Paul, Sister Cities Park has already been discovered as a post-wedding ceremony gathering place.



The park's large lawn can accommodate seated tented gatherings for up to 300 people. Brulee Catering by Chef Jean-Marie Lacroix ensures that your guests will have a broad choice of culinary options.

A half-mile south of Sister Cities Park, you'll find a completely different experience as you walk past the whimsical and dramatic Christopher T. Ray-designed gates into the verdant,

urban oasis known as John F. Collins Park, a pocket park tucked just past the sidewalk at 1707 Chestnut Street. Set among the lush plants and trees within the park is an elegant fountain constructed of poured concrete and native mica schist. In this intimate setting, there is space for a reception for 100 people or a seated dinner for 60. The park naturally lends itself to romantic proposals of marriage and we can arrange that! Just check out our Surprise Proposal Package.

Come September, Dilworth Park will be center stage for the entire city and you'll be able to hold your event in a park that is convenient, inviting, rich in history, and boasts a contemporary design.

For information on park bookings, please contact Sarah Anello, CCD Venue Sales Specialist, at 215.440.5507 or rentals@centercityphila.org.

Maxine Barr: A CSR Who Loves Children and Sister Cities Park

Maxine Barr has always enjoyed working around children. Before she joined the Center City District as a Community Service Representative (CSR) in 2001, she held a job as a cook for the Philadelphia School District.

And ever since Sister Cities Park at 18th Street and the Benjamin Franklin Parkway opened in May 2012, she has asked to be assigned there as much as possible. Parents are accustomed to seeing her there and the kids know her, too.

"I just love the children. They say some very funny things. They ask you questions," Barr said. "Just watching them, they are so funny."

Barr can attest to the many ways children of all ages enjoy the park.

The youngest toddlers delight in the boat pond, those a little more mobile like to frolic in the fountain, older students from nearby Friends Select School and Moore College of Art & Design take their homework to the top of the Children's Discovery Garden and talk or labor over their school assignments.

"They ask if they can go up, and I say yes, the park is for everybody," Barr said.

When the boat pond is closed in colder weather and replaced by The Imagination Playground, the children bundle up in coats, gloves, and hats and still are eager to be outside and building whatever creation that comes to mind.

"They come all year long, even when it's really cold," Barr said. And some are really inspired. One three-year-old girl made a barrel, a house, and a chair, and invited Barr to come and sit.

In her job as a CSR, Barr has been honored for outstanding service. She was working at Broad and Walnut a few years ago and a man ran out of the Wells Fargo Bank. He was running because he'd just robbed the bank, which Barr figured out after he dropped a bundle of cash on the sidewalk. The man flagged a taxi and jumped in, but Barr had the quick presence of mind to write down the cab number, and it wasn't long after that the Philadelphia Police Department tracked down the cab. All the money was recovered!



Cret Park, 16th Street and Benjamin Franklin Parkway, suddenly burst into vibrant color this spring, thanks to the 1,000 tulip bulbs the CCD planted last fall and the prolific cherry trees. Credit: Peter Tobia

Streetscape Maintenance and Other Projects Fill Summer Months

Since the weather has warmed, the Center City District has been busy refurbishing signs, stocking sidewalk planters with new colorful annuals, sanding benches and painting fences. Here's just a partial list of the CCD's maintenance efforts.

Benjamin Franklin Parkway signs cleaned and retouched: 60

Transit Portal signs cleaned: 13

Bus Shelters refilled with anti-graffiti protection: 19

Wayfinding signs on the to-do list for cleaning and maintenance through mid-August: 67 pedestrian, 26 diskmaps, and 73 vehicular signs

Artistic gates waxed:
John F. Collins Park

Fence painted: John F. Collins Park

20 benches sanded and sealed: Sister Cities and Cret Parks

104 sidewalk planters planted with colorful summer annuals

New boardwalk: Sister Cities Park



Maxine Barr (in uniform) at Sister Cities Park with (at left) Hazel Fisher and her daughter, Becky, and (at right) Jennie Eisenhower, with her daughter, Chloe.

CENTER CITY DIGEST

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SIPS



Wednesdays
JUNE 4 - AUG 27



GOLIA
MONGOLIA'S ULTRA PREMIUM VODKA



5-7pm
All attendees must be 21 years of age or older.



\$3 BEER

\$4 WINE

\$5 COCKTAILS

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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.