

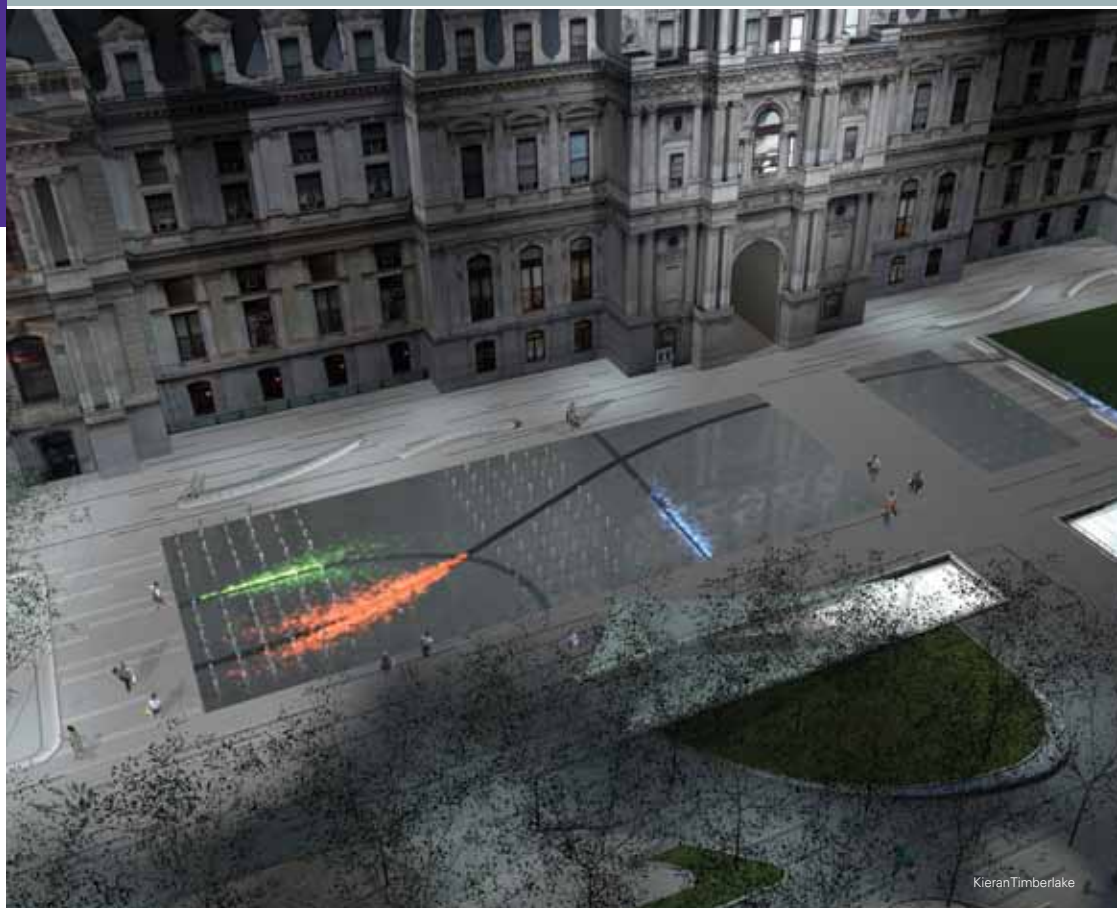
CENTER CITY DIGEST

Winter 2012

Laying the Foundation for Dilworth Plaza

We often get the question from people observing the construction at Dilworth Plaza only from street level, "What's taking so long?" Unlike the development of a new building, where excavation is quickly followed by the pouring of foundations and the erection of steel, construction crews are carefully doing demolition, working over and around three operating SEPTA lines. They are also inserting new elevator cores, foundation footings, structural steel and utility systems to support both a new concourse level and the multipurpose surface-level plaza that will open in Spring 2014. (If you want to peek virtually over the fence, you can watch the construction from a camera atop Centre Square, courtesy of CommonWealth REIT at www.centercityphila.org/life/dilworth_camera.php).

New accessible elevators will reach down from the plaza level to the concourse and from the concourse to the platforms of



In Janet Echelman's public sculpture, *Pulse*, moving columns of atomized mist will suggest the movement of underground trains in real time.

the subway-surface lines and to the 15th Street station on the Market-Frankford Line. New entrances will be created to both the Market and Broad Street Lines, turning Dilworth Plaza into the primary Center City transit gateway to the Sports Complex, to Temple University's campuses and to all of University City.

This month crews are framing in a 500-square-foot water reservoir and

are preparing to install the compressed air lines, pumps, valves, lighting and controls. These will all make possible the colorful steam mists of Janet Echelman's specially commissioned public sculpture, *Pulse*, which will animate the surface of the new Dilworth Plaza.

Using five-foot-tall, moving columns of atomized water, *Pulse* will reflect in real time the movements of the three train lines that run below City Hall. For a computer visualization of the final effect, go to <http://centercityphila.org/pulsevid>.

A water reservoir for the 11,600-square-foot fountain, across which *Pulse* will play, is currently being constructed as well. Six pumps will distribute recycled rain water from the reservoir to create the mist, which will be highlighted in different colors to signify the Broad Street Line (orange), the Market-Frankford Line (blue) and the Subway-Surface Trolley to West Philadelphia (green). A computerized controller will direct valves to open and close sequentially through the troughs to simulate the movement of the trains below.

Overseeing the development of Dilworth Plaza in concert with our transportation partners, SEPTA and the Federal Transit Administration, is a coordinated team of members from both the construction and design firms.

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A live camera atop Centre Square enables you to watch the construction progress in real time at www.centercityphila.org/life/dilworth_camera.php.

Pulse is being supported by a Knight Arts Challenge grant; to learn how you can support this or other components of the project, please contact Jean Tickell at 215.440.5529 or jtickell@centercityphila.org. A prototype of *Pulse* is due to arrive in Philadelphia within a month.

Not long after that, the progress will become more visible, as the work begins to rise above ground. In addition to the fountain, the new plaza will have a large lawn, tree groves, and a café with outdoor seating on the north end, visible from the Pennsylvania Convention Center and creating a place where patrons will be able to look directly up the Benjamin Franklin Parkway to the Philadelphia Museum of Art.

One of the overall goals of the Dilworth Plaza project is to create an attractive civic space that links the Parkway to the Avenue of the Arts, the Pennsylvania Convention Center to the restaurants south of Market Street, and to link the region's primary office district to Market East shopping and convention hotels.

Paul R. Levy
President
plevy@centercityphila.org



KieranTimberlake

The fountain can easily be turned off to create a stage for events, markets, and winter ice-skating.



KieranTimberlake

Be a Highly Visible Supporter of Dilworth Plaza

As we approach the end of the calendar year, there are significant opportunities for sponsorship and naming rights at Dilworth Plaza, as well as opportunities for individual donors. From the public art and fountain featured on page 1 to the large lawn, tree groves, benches and the iconic glass entrances to the concourse, there are major opportunities to help 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.

To become a Friend of Dilworth Plaza and to get a list of high-visibility sponsorship and naming opportunities, please contact Jean Tickell at 215.440.5529 or jtickell@centercityphila.org or go to the Donate Now tab on the Dilworth Plaza page of our website: www.centercityphila.org.

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

Commonwealth Realty
The Dow Chemical Company
Liberty Property Trust

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

The Arden Group
The Horace W. Goldsmith
Foundation

Good Friends (\$5,000 to \$19,999)

Barbara and Theodore Aronson
The Cozen O'Connor Foundation
Edward and Karen D'Alba
KieranTimberlake
Pearl Properties, LLC
Roberts Event Group
Heather J. Shaffer

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

Brandywine Realty Trust
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New Pedestrian-Scale Lighting Added to Three Center City Neighborhoods

In September, the Center City District completed the installation of 124 pedestrian-scale light fixtures in three areas of Center City: Chinatown, Old City and Washington Square West. Pedestrian lighting adds vibrancy to the streetscape, improves safety and encourages people to visit businesses and restaurants.

In Chinatown, 46 new, red pagoda-style pedestrian lights were installed in the 900 and 1000 blocks of Arch Street plus 10th Street between Arch and Race Streets, extending lighting that the City of Philadelphia had installed last year on 10th Street between Race and Vine Streets. The CCD also installed new floodlights that highlight the Chinatown Friendship Gate, an internationally known landmark and symbol of cultural exchange between Philadelphia and its Sister City, Tianjin, China. The gate is located just north of Arch Street on 10th Street. The Chinatown lighting was



Sidewalks are much brighter now in Chinatown with 46 new pedestrian lights.

funded in part by the CCD and in part by a grant from the City of Philadelphia.

Just north of Market Street East, new green CCD-style pedestrian lights were added along Eighth Street between Market and Filbert Streets. The lighting here was funded by a combination of CCD resources and contributions from adjacent property owners, the Pennsylvania Real Estate Investment Trust and Brickstone Realty.

In Old City, the CCD added pedestrian lighting to two blocks on Third Street

between Market and Race Streets. In Washington Square West, new lighting was added to three blocks, including the 1000 block of Spruce, and on 11th and 12th Streets, between Spruce and Pine Streets. The lighting in Old City and Washington Square West was funded by the City of Philadelphia.

Since 1996, the CCD has installed 2,179 ornamental, pedestrian-scale lights throughout Center City. The lights have provided double, and sometimes triple, the level of illumination for the 24-hour downtown that Center City has become.

Three New Reports from CCD

The Center City District has published three new reports: on bicycle commuting, housing trends, and retail vitality. They are available on the home page of the CCD's website, www.centercityphila.org.

Bicycle Report

Released in October, and based upon on-street surveys done by CCD staff, the report documents the 10.5% increase over the last two years in the number of bicyclists coming into downtown Philadelphia during the morning rush hour.

Housing Report

Building upon the 10.2% population growth in the last decade, the Center

City housing market has grown stronger. The volume and price of housing units sold in 2012 increased, days on market decreased, the inventory of condo units left unsold from 2008-2009's severe recession steadily decreased, and the rental market is expanding. The volume of renovation and new construction increased for the second year in a row. In this comprehensive report, *Center City Housing: The Rebound Continues*, you'll learn about residential developments under construction and the number of renters and homeowners, their ages, educational levels, income, and when the majority of residents moved into each downtown neighborhood.

Retail Report

This new report looks not only at the mix of downtown retail establishments, but also the purchasing power of Center City customers. Among the many things you'll find out in the new *Center City Reports: Retail* is that people who live or work within a mile of City Hall in Philadelphia earn more money than those who live within a mile of both the Cherry Hill Mall and the King of Prussia Mall.

In Center City, 56.6% of workers who have jobs within one mile of City Hall earn more than \$3,333/month, and 60.4% of workers who live within one mile of City Hall make more than that amount.

Making a Difference for 21 Years

Karl Tyler joined the first class of Community Service Representatives when the Center City District was founded in 1991. So he's accustomed to locating missing cell phones, keys, Social Security Cards, driver's licenses, briefcases, employment papers, articles of clothing, even lost cars when people forget where they parked.

But on Friday, October 19, Tyler was instrumental in a more unusual recovery. The Center City District received a phone call from a resident who was clearly distressed. He had inadvertently dropped a small bag he was carrying into a Big Belly trash container at the corner of 20th and Spruce Streets. Inside the bag were his checkbook, a ledger, a library book on its way to being returned, and important work documents.

Thinking that the Big Belly might compact or shred his important belongings, the caller was quite upset.

But Tyler, who became a supervisor for CCD cleaning contractor ABM in 1994, picked up a key and hurried to 20th and Spruce. As soon as he opened the door of the trash receptacle, the bag came into view, and was soon back in the hands of its owner.

"He was beyond happy," said Tyler. "He said I turned his miserable day into a bright day. He wanted to offer me a monetary award, but I said it's just what we do. The reward was just seeing the smile on his face."

Tyler has been helping people in Center City for 21 years now, and he loves his job.

"We're here to make a difference," he said. "When I first got here, people didn't know what to think of us. Now we're part of the norm. We're part of everyday life in Center City now. That feels really good."



Karl Tyler is an operations manager for ABM at the Center City District. "We're here to make a difference," he said.



PARK(ing) Day Previews New Dilworth Plaza

On Friday, September 21, the Center City District (CCD) was among the more than 45 Philadelphia participants in PARK(ing) Day 2012, creating a parklet on the south side of 1600 Market Street.

Dilworth Plaza team members Urban Engineers, OLIN landscape architects, KieranTimberlake and Gilbane constructed a mini-park with many of the landscaping and water features that will be in the new Dilworth Plaza, when it opens in 2014.

PARK(ing) Day, invented in 2005 by Rebar, a San Francisco-based art and design studio, is an international event with activists, artists, architects, and others transforming metered parking

spaces into temporary public places and raising awareness about the need for more pedestrian-friendly spaces in our urban areas.

The CCD's exhibit was open from 8:00 a.m. to 6:00 p.m., and featured live entertainment by vocalist Sherry Butler and flutist Roy Richardson from noon to 2:00 p.m.

The CCD gratefully acknowledges PARK(ing) Day's generous support from All Seasons Landscaping Company and Daniel J. Keating Company.

For more information about PARK(ing) Day, please go to www.parkingday.org.

The CCD's parklet was built on the south side of 1600 Market Street.



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A panoramic view of Sister Cities Park with a green roof on the café in the foreground, the pond and Discovery Garden to the right, and Sister Cities fountain and plaza on the left.

Celebrate Winter at Sister Cities Park

Sister Cities Park at 18th Street and the Benjamin Franklin Parkway, which reopened in May after a one-year renovation, quickly became a favorite gathering place this summer for workers, for visitors to Parkway institutions, but especially for families and children. While the fountains are now turned off, the park will host **Winterfest**, sponsored by the Center City District, on **Saturday, December 15**, with a variety of exciting activities and entertainment. The festival will run from 11 a.m. to 2 p.m.

Among the activities children will enjoy are Story Art, presented by Philadelphia Parks & Recreation and the Free Library of Philadelphia; Snowflake Science, courtesy of the Franklin Institute; Cold Weather Creatures, presented by the Academy of Natural Sciences of Drexel University; and Cookie Decorating at the Milk & Honey Café in the park. In addition, the Philadelphia Parks & Recreation's Young Performers Choir will offer a concert of songs of the season. Plus, Santa will be there!

And we're already looking forward to lots of new activities in 2013. Look for the return of Pairings on the Parkway, the Thursday evening BYO wine and cheese outing with platters for two prepared by Milk & Honey Café; a spring fair; programmed children's activities and much, much more. To keep up with all the news, please check www.SisterCitiesPark.org.

Holiday Opportunities to Donate

As we approach the holiday season, please remember the many opportunities – large and small – to help improve Center City Philadelphia.

Donations can be made for a variety of Center City District projects, from planting trees through the CCD's Plant!Philadelphia program, to naming

benches in Sister Cities Park and John F. Collins Park; to donating funds that will go toward matching grants for Dilworth Plaza.

If you would like to make a donation to help make Center City better, please contact Tony Pipitone at 215.440.5517 or tony@centercityphila.org.

Restaurant Week Favorites in Online Cookbook

Cold weather is the time to indulge in warm, rich cooking that will keep you cozy through a long winter's evening. The latest edition of *Center City Cooks* lets you re-create the exciting dishes you've enjoyed in your favorite restaurants during Center City District Restaurant Week Presented by TD Bank. The Winter 2012 edition offers a dozen new recipes for appetizers, main dishes, desserts, and cocktails, along with lots of other useful cooking information. Download it from the CCD's website at centercityphila.org/RestaurantWeek. Here's a delicious recipe from *Winter 2012 Center City Cooks*:

Risotto with Radicchio

Recipe provided by Liberté Urban Chic Lounge @ Sofitel Philadelphia

- 1 1/2 cups Arborio rice
- 1 cup onion, finely chopped
- 4 tablespoons butter, oil, or a mixture of the two
- 2 1/2 cups radicchio, washed, dried and finely chopped
- 4 cups chicken broth
- 1/2 cup dry white wine
- 3/4 cup freshly grated Parmesan cheese
- 1 teaspoon fresh thyme, finely chopped
- 2 tablespoons fresh flat leaf parsley, finely chopped
- Salt and freshly ground white pepper, to taste

In a saucepan, bring the broth to a simmer and keep hot over very low heat. Sauté onion in heated oil or butter in a heavy saucepan over medium heat until translucent. Add the rice, and continue cooking, stirring for 3 minutes until well coated with the oil or butter.

Add the wine and simmer, stirring constantly, until the liquid is absorbed by the rice, about 2 minutes. Start adding the stock a cup at a time as per instructions for risotto. When risotto is just about done, add 2 cups of radicchio, the parsley and thyme. Stir; simmer for 3 minutes.



Taste for seasoning, adding salt and pepper to taste, bearing in mind the Parmesan is a little salty. Turn off the heat. Add half the Parmesan, stir, cover and let sit for 3 minutes.

Place on a warm serving platter, sprinkling the rest of the radicchio over the rice. Serve. Pass the rest of the Parmesan at the table.

2012 Fall Restaurant Week Most Successful Yet

The Fall 2012 Center City District Restaurant Week Presented by TD Bank was the most successful Restaurant Week since the CCD began this biannual event in 2003.

First, the number of participating restaurants increased by 10.9% over last year, from 119 to 132. Second, there was a 24.3% increase in the number of diners over last year, with 240,845 diners served at participating restaurants between September 30 – October 5 and October 7 – 12. Finally, with prices the same as last year's Restaurant Week – \$35 for a three-course dinner and \$20 for a three-course lunch, the restaurants took in 25.2% more, \$13,492,890.

Clearly, lots of people are enjoying Center City District's Restaurant Week! Don't miss the upcoming Winter 2013 Restaurant Week from January 20-25 and January 27- February 1, 2013. Prices will stay the same. You can find a restaurant, see the menus and make reservations at www.centercityphila.org/restaurantweek, or easily access this information on the go on the mobile website m.centercityphila.org. Also don't forget to follow our Twitter feed – @PhilaRestWeek.



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CENTER CITY DIGEST

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2012 Fall Restaurant Week



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RESTAURANT LISTINGS AND EVENT DETAILS AT CENTERCITYPHILA.ORG



Search: Center City District



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Visit m.centercityphila.org on your phone for a full list of participating restaurants.

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*Tax, alcohol and gratuity not included. Lunch or dinner only. For reservations, call restaurants directly or book online at CenterCityPhila.org. DISCOUNTED PARKING at participating Philadelphia Parking Association and Philadelphia Parking Authority facilities from 5:00 PM - 1:00 AM with a voucher from participating restaurants.

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

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