CENTER CITY DIGEST

Taking Things to the Next Level: Again!

On April 10th, 2012, *The Philadelphia Inquirer* featured a map noting great swaths of the city marred by litter. Center City was shaded lightly, denoting just "minimal" problems. This is not because the wind blows any stronger or people are significantly neater downtown. In fact, Center City has two and a half times the residential density and 20 times the job density of the rest of Philadelphia – not counting hundreds of thousands of workers, visitors, shoppers and students who are here each day. Litter happens.

It's simply that in 1991, property owners, businesses and residents decided enough was enough and funded dozens of uniformed men and women who each day sweep, vacuum and power-wash the stuff away. They are joined by uniformed Community Service Representatives who work in partnership with the police, and who have produced a 42% reduction in serious crime over the last two decades, even as population and activity have gone up dramatically.

But *clean* and *safe* was not enough to make downtown's 233 blocks *competitive*. After adding marketing programs in 1992, the CCD returned two years later with a plan to take things to the next level. While all property owners are responsible for maintenance and upkeep of adjacent walkways, the CCD proposed to finance and implement a comprehensive program of streetscape improvements, providing a vehicle through which owners together could achieve more than they might by acting on their own.

With support from owners and authorization by the City in 1994, the CCD issued \$21 million in tax-exempt bonds backed by District revenues. Subsequently, we THE NEWSLETTER OF THE CENTER CITY DISTRICT AND CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION









TakingThings to the Next Level: Again! (continued)



Sister Cities Park on Logan Square: Learn how you can support the newly improved park.

committed another \$9 million in capital investments. Together, these District resources leveraged \$38 million in public, private and foundation grants, over and above our annual operating services, all of which reinforced our core strengths: an intimate scale, walkable street grid, well-served by transit.

This \$68 million capital program over the last two decades has enabled us to install 2,220 pedestrian-scale light fixtures, 1,000 trees, 104 planters, 683 pedestrian signs and maps, 250 signs and maps at transit entrances and bus stops, corrals for newspaper boxes, and lighting on the facades of 24 buildings along the downtown's two major cultural districts. The CCD continues to maintain and update these improvements, along with 233 signs for motorists throughout the downtown. Banners are also routinely installed on light poles and posters placed in transit shelters to add color and life to the streetscape, while providing a low-cost means for cultural institutions, arts groups and non-profit organizations to communicate their messages. More improvements are on the way.

But successful downtowns don't simply come from good street furnishings. They are the product of diversified land-use: office, hotel, retail, education, healthcare and cultural institutions, as well as a broad range of housing types. They all reinforce each other, keeping walkways active day and evening hours, buffering Center City from the worst of the recession and making us the fastest growing residential section of Philadelphia.

As workforce demographics change and as Philadelphia builds a vibrant hospitality industry, the added density requires even more quality public spaces. Several years ago, on one of the first warm days in spring, a colleague called, urgently asking: "What are we going to do about Rittenhouse Square? Too many people are trying to use it!" "Build another Rittenhouse Square," I glibly replied. But it's true. Great cities need great gathering places.

Major investments by government, foundations and the private sector have provided substantially improved public spaces on Independence Mall, in each of William Penn's original squares, along the Benjamin Franklin Parkway and Schuylkill River, around university campuses and in new plazas in the office district.

The CCD is doing its part. In the last three years, we raised more than \$50 million from non-assessment revenues (over and above the \$68 million already invested in streetscapes) to improve three parks the District owns or leases on a long-term basis: Collins Park at 1707 Chestnut Street, Three Parkway Plaza on the 1600 block of the Parkway, and Sister Cities Park on Logan Square. In 2014, Dilworth Plaza will open.

The preservation and high-quality maintenance of these parks is essential. Following the model successfully established by Café Cret at Three Parkway Plaza, the CCD will engage competitively-selected vendors to provide amenities in these parks, while using the revenues generated to maintain their cleanliness, safety and attractiveness. But to sustain quality programming, we are offering a variety of opportunities for corporate and individual sponsorship. For more information about these opportunities, please contact Lesly Attarian at 215-440-5529 or lattarian@centercityphila.org.

Dilworth Plaza remains a work in progress. You can follow construction on our 24-hour sky-camera www.centercityphila.org/life/dilworth_camera.php that captures an image of progress every 15 minutes. The plaza will be complete in early 2014. To date, we have raised \$41,856,298 (84%) towards our \$50 million project goal. While several foundations, businesses and individuals have already contributed to this project (see box), we can still use your help. There are a variety of naming and sponsorship opportunities still available. We encourage you to become a Friend of Dilworth Plaza today and support this transformational project.

Paul R. Levy President plevy@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 Foundation Donors to Construction

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

Friends of Dilworth Plaza

Leading Friends (\$100,000+) First Niagara Founding Friends (\$50,000 to \$99,999) The Arden Group Steadfast Supporters (\$20,000 to \$49,999) Brandywine Realty Trust **Brooks** Capital Commonwealth Realty The Dow Chemical Company 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

John S. and James L. Knight Foundation is the latest major donor to Dilworth Plaza, announcing on April 23 a very generous \$400,000 Knight Arts Challenge Grant to support the installation of internationally recognized sculptor Janet Echelman's public artwork, *Pulse*.

Become a Friend and Supporter!

This summer, the Center City District will proffer a new five-year plan to sustain existing services, to expand the maintenance and programming in our public spaces, and to finance another generation of public-area improvements. Successful places don't stand still; they stand out with continuous reinvestment that builds on core competitive strengths.

To become a Friend of Dilworth Plaza or get a list of sponsorship and naming opportunities, please contact Lesly Attarian at 215-440-5529 or lattarian@centercityphila.org.

'State of Center City, 2012' Novy Available

On April 26, the Center City District released the *State of Center City, 2012.* Printed copies of the full-color, 68-page spiral-bound report are still available. The first copy is free; subsequent copies are \$10 each and can be ordered by downloading an order form found at CenterCityPhila.org/socc.

The entire report, as well as individual sections, and new online interactive maps and charts can be downloaded at CenterCityPhila.org/socc.



Remember to follow the Center City District on Facebook and also on Twitter @CCDphila.



The Center City District's Harry Johnson was cleaning this sidewalk when he found a lost wallet perched near the curb.

Harry Johnson Keeps Center City Clean and Wallets Safe

For 11 years, Harry Johnson has worked at the Center City District sweeping sidewalks and washing away graffiti. Every weekday Johnson takes the El from West Philadelphia to Center City, starting his job at 7:30 a.m. and ending at 4:00 p.m. By now, it's all pretty routine for Johnson, except on Wednesday, April 4, it turned out to be a different kind of day.

In the early afternoon, Johnson began sweeping the sidewalks as part of one of the CCD's Fee for Service contracts, Quince Street, south of Walnut. He suddenly spied a black leather wallet lying at the edge of the curb not far from a small parking lot.

"I picked it up and took it to my supervisor. I told him I found the wallet and I gave it to him and I went back to work," Johnson said. "That's what we were told to do."

That was the beginning of the wallet's journey home. Johnson's supervisor, Ron Dorsett, brought the wallet to the Center City District's offices, where Anthony E. Pipitone, CCD Vice President for Finance and Administration, and Henry Hippert, the CCD's operations manager in charge of the sweepers and cleaners, examined the wallet, looking for clues about the owner. A business card turned up a business name in Guadeloupe and an email address. But it was all in French! Pipitone emailed the owner of the wallet and another person at the business where he worked. He also alerted the credit card companies that the wallet had been found and the credit cards were safe. Within 24 hours, the emails were answered and it turned out that the owner of the wallet was still in Philadelphia. His wife stopped by the CCD offices, picked up the wallet, and expressed the couple's extreme gratitude for finding the wallet and expending the efforts to contact them and return it.

Meanwhile, Johnson, who formerly worked at a recycling plant in Kensington, was back at work, helping to keep Center City clean. "I look forward to coming to work every morning," he said.

Center City District Budget

The Center City District directly bills and collects assessments from all taxable properties within its boundaries. While the number of residential condos has continued to grow, the office sector generates 62% of all CCD assessment revenues; and the 200 largest properties pay 79% of District charges. Charges are calculated by a formula established by State law and approved by City ordinance. An individual property's charge is set by determining the ratio of the assessed value of that property to the total taxable assessed value of all properties in the district. (For 2012, the total assessed value of all properties within the district is \$2,031,602,144.) That ratio is

multiplied by the CCD's annual budget, which was approved by District property owners and by City Council. In 2012, the amount billed is \$15,707,710. For example, if a property is assessed by the Office of Property Assessment at \$100,000, the CCD calculation for 2012 is as follows: \$100,000 ÷ \$2,031,602,144 =0.004922223% x \$15,707,710 = \$773.17, as the assessed charge for 2012.

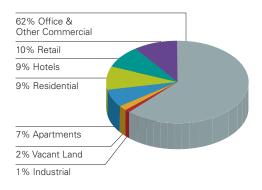
Unlike the City of Philadelphia, the CCD does not grant the 10-year tax abatement to any type of property. Assessment revenues are used exclusively to fund services and physical improvements within the boundaries of the CCD, with 75% de-

voted to keeping downtown clean, safe and attractive, while additional revenues support marketing, research and planning. The CCD also receives revenue from other sources, such as fee-for-service contracts, foundation, state and federal grants and management agreements.

For more information about the many services the CCD provides to Center City property owners, visit www.Center-CityPhila.org.

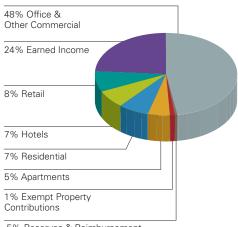
2012 Assessments by Property Category

Total Assessment Billing: \$15,707,710



2012 Revenue From All Sources

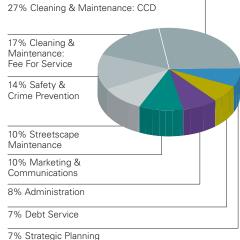
Total Revenue: \$19,434,779



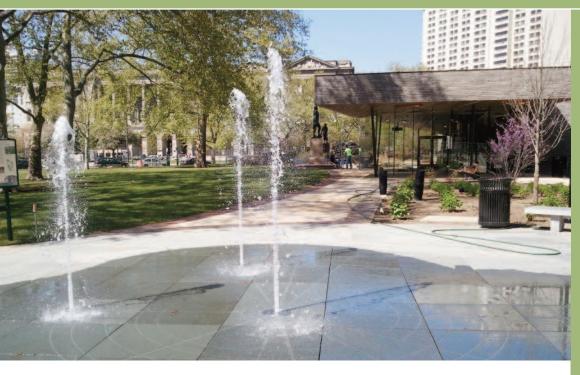
.5% Reserves & Reimbursement from Affiliates

2012 Where the Money Goes

2012 Operating Budget: \$19,434,779



7% Strategic Planning & Research



Family-Oriented Sister Cities Park Opens

After a year and \$4.9 million in renovations, Sister Cities Park at 18th Street and the Benjamin Franklin Parkway, officially opens on May 10 following a formal ribbon-cutting ceremony, and is ready for children, families and those who are visiting the Parkway.

Just over a year ago, the Center City District broke ground for the revamped park and its new café, children's discovery garden and play area that includes a pond where mini-boats can be launched. A fountain commemorates Philadelphia's 10 global sisters and a satellite office of the Independence Visitor Center offers help in learning about the city.

Sister Cities Park will be accessible to the public 365 days a year with a variety of amenities and seasonal programming for those who live, work and visit Center City and the Benjamin Franklin Parkway. The CCD is working closely with various partners to create programs that will enhance the park environment. Programs will be free to the general public and will run seasonally. Program partners include: the Academy of Natural Sciences of Drexel University; Philadelphia's Department of Parks & Recreation; Free Library of Philadelphia; and the Philadelphia Wooden Boat Factory. These partners have extensive experience in working in the natural environment and serving young children.

To see a complete list of park activities, please visit www.sistercitiespark.org.

Sister Cities Park is leased from the Philadelphia Department of Parks & Recreation. The Center City District will maintain, manage and program the park.

Funding for the park was made possible by the generous support of The Pew Charitable Trusts, the William Penn Foundation, the John S. and James L. Knight Foundation, the Pennsylvania Department of Community and Economic Development, the Pennsylvania Department of Conservation and Natural Resources, the State Redevelopment Assistance Capital Program, and the Pennsylvania Department of Transportation. Design of the renovated park was created by DIGSAU, architects; Studio Bryan Hanes, landscape architect; and Pennoni, engineers.

The Sister Cities program, an initiative of Philadelphia's International Visitors Council, links Philadelphia to the world by creating special relationships with 10 Sister Cities – Florence, Italy; Tel Aviv, Israel; Torun, Poland; Tianjin, China; Incheon, Korea; Douala, Cameroon; Nizhny Novgorod, Russia; Kobe, Japan; Aix-en-Provence, France; and the Abruzzo region of Italy.

Nevv Trees at Friends Select

Last fall, Friends Select School at 17th Street and Benjamin Franklin Parkway contacted the Center City District because the school wanted to plant trees on the west side of 16th Street, between Cherry and Race Streets, where students are dropped off and picked up. In April, the Center City District provided on a fee-for-service basis five new Bloodgood London Plane trees.

If you are interested in trees for your block or simply want to help CCD with its maintenance, watering, fertilizing, pruning or replacement of existing trees, support our Plant!Philadelphia program. Donors can contribute on many different levels to help expand Center City's canopy of healthy street trees and contribute to the citywide goal of planting 300,000 trees by 2015. Your contribution will help make next spring even more spectacular!

To find out more about making tax-deductible donations to Plant!Philadelphia, please go to the CCD Web site at http://www.centercityphila.org/about/ plantphila.php.



Chestnut Park Rededicated as John F. Collins Park

Since it opened in 1979, Chestnut Park has offered a peaceful gathering place for visitors, residents and workers in Center City. On January 17, the popular pocket park at 17th and Chestnut Streets was formally rededicated as John F. Collins Park, in honor of the landscape architect who designed this delightful urban oasis.

Collins, who died in 2011, also created Three Bears Park in Society Hill as well as that neighborhood's Greenways, and Schuylkill River Park on the western border of Center City. In addition to those accomplishments, Collins was a devoted teacher and a person committed to providing job-training skills to those who were disadvantaged.

Chestnut Park was originally the idea of Philadelphia philanthropist Dorothy (Mrs. F. Otto) Haas who was inspired by New York City's Paley Park at 53rd Street between Madison and Fifth Avenues. At her request, in 1977, the William Penn Foundation sponsored a design competition for a new park, which was won by the Delta Group, under principal designer John F. Collins. The William Penn Foundation generously funded the original construction of the park, which was owned and maintained by the PenJerDel Regional Foundation until January 2010, when it was transferred to the Center City District Foundation for continued stewardship.

Immediately following the transfer, the Center City District embarked upon renovations to the park in keeping with the original design intent. Designed by KieranTimberlake architects and once again generously supported by the William Penn Foundation, the renovations included the restoration of sculptor Christopher T. Ray's iron gates at the park's Chestnut and Ranstead Street entrances, where they are now complemented by new woven metal gates that make the park more visible to pedestrians. New lighting, designed by The Lighting Practice, highlights the native vegetation, sculptural gates and the renovated fountain.

Collins' family and friends attended the dedication ceremony, where new signage for the park was unveiled describing Collins' many contributions to the public places and civic spaces that make Philadelphia a more livable, healthy and vital city.

Throughout the summer, every Tuesday and Thursday until September 27, the park will host acoustic musical concerts from noon to 1:30 p.m. Stop by, bring your lunch and enjoy!

Green Screens Create Lush Vertical Gardens and Attractive Coverage

Green screens are part of a recent trend in sustainable eco-design that offer livingwall installations to mask areas that are considered unsightly or uninteresting.

At the construction site of Shake Shack, a hamburger restaurant coming to 20th and Sansom Streets this summer, Shift_Design, a Philadelphia-based company, created a green screen to shield the work in progress. The panels have a series of ribbons that curve out from the flat surface to create a trellis for climbing ivy and the screen is enhanced by window boxes.

Meanwhile, at 2200 Arch Street, at a formerly vacant industrial building that was transformed into condominiums, residents were intent on visually improving the façade of the building's garage by installing a green screen attached to the garage's structure.

The prefabricated trellis panels are made of galvanized steel wire welded into a

three-dimensional grid, ideal for climbing plants. The installation includes 18 fourfoot-by-eight-foot panels covering a 75foot-long by one-and-a-half-story-high segment of the garage's Arch Street façade.

Nine custom-fabricated galvanized steel planters along the trellis' base host several types of climbing vines: crossvine, autumn clematis, caroline jessamine, passionflower, and heavenly bamboo, while the lilyturf (liriope) serves as ground cover. These fast-growing vines have already begun to add a splash of color to the monochromatic streetscape.

Building resident and condominium board member Sven Schroeter of TAO Architecture + Design designed the trellis and planters with help from the board's design committee. Landscape architect Michael LoFurno of Composite, Inc., selected the plantings with input from the Pennsylvania Horticultural Society and Center City District.





From left to right: Paul R. Levy, President and CEO, Center City District; Designer in Residence (DIR) Autumn Kietponglert; DIR Latifat Obajinmi; DIR Moriamo Johnson; Terry J. Lundgren, President and CEO, Macy's; DIR Kaitlyn Doherty; DIR Melissa D'Agostino; and Philadelphia Mayor Michael A. Nutter.

Philadelphia Fashion Incubator Chooses Five Designers

Five emerging designers, the first group to be chosen to participate in the Philadelphia Fashion Incubator (PFI) at Macy's, were introduced on March 1 by Mayor Michael A. Nutter, Macy's Chief Executive Officer Terry J. Lundgren and Center City District President and CEO Paul R. Levy, at a ceremony at Macy's Center City.

The new PFI designers are Autumn Kietponglert, an alumna of Drexel University; Kaitlyn Doherty, an alumna of Philadelphia University; Melissa D'Agostino, an alumna of Moore College of Art & Design; and sisters Latifat Obajinmi and Moriamo Johnson.

PFI is a new fashion design initiative devoted to supporting and promoting emerging fashion designers and encouraging local designers to set up and maintain their businesses in Philadelphia. A collaboration between the Center City District, the City of Philadelphia, Macy's, and academic partners Philadelphia University, Drexel University, and Moore College of Art & Design, PFI's additional sponsors include Jones Apparel Group, Fashion Group International – Philadelphia, LevLane Advertising, TD Bank, Cashman and Associates, SA VA and Skai Blue Media. The Fashion Incubator provides the designers-in-residence (DIRs) with office space, a production room and a shared showroom space/conference room at Macy's for one year, as well as mentoring in all aspects of the business side of fashion.

The five PFI designers were selected by a panel of professionals from Philadelphia's fashion and business sectors. Each of the participating academic partners recommended alumni as candidates, and one open-call slot was available to all aspiring designers. Originally, there were to be four DIRs, but the winner of the opencall slot was shared by the sisters Obajinmi and Johnson.

The Philadelphia incubator is the second of its kind that Macy's has sponsored nationally; the first was in Chicago. For more information, visit philadelphiafashionincubator.com, and join the conversation on twitter @philaincubator or facebook.com/philadelphiafashion incubator.

Center City District Restaurant Week Sets Record

The January Center City District Restaurant Week Presented by TD Bank was the most successful in the history of the event. Almost 240,000 diners enjoyed the offerings of Center City's celebrated restaurants, generating sales of \$13.3 million, a 31% increase over the previous January event.

The 2012 winter promotion saw an increase of 45,887 diners over September 2011 and 69,283 more diners than in January's Restaurant Week in 2011. This increase in participation in the first Restaurant Week of 2012 brought in \$2,584,440 more to the restaurants than September 2011 and \$3,146,190 more than in January 2011.

With the addition of 10 new participating restaurants, diners had 129 of Center City's finest restaurants from which to choose, the most choices to date.

Since its inception in 2003, Center City District Restaurant Week has generated more than \$114 million in economic impact for Center City.

The Center City District is already planning the fall Restaurant Week, and you won't want to miss it! Mark your calendars for the Fall 2012 Center City District Restaurant Week coming September 23 – 28 and September 30 – October 5, and start that list of your favorite or new restaurants you'll want to visit. More details will be forthcoming in late summer! In the meantime, don't forget to use the Restaurant Week mobile website, m.CenterCityPhila.org, anytime to browse menus, get maps and make online reservations from any smartphone, and find out the latest on Restaurant Week at www.CenterCityPhila.org/life/ RestaurantWeek.php. Find New Recipes in the Spring Edition of 'Center City Cooks'

The Spring 2012 edition of *Center City Cooks* offers a dozen exciting new recipes for appetizers, main dishes, desserts and cocktails from the many outstanding restaurants that participate in the twice-yearly Center City District Restaurant Week Presented by TD Bank. Along with the recipes, you'll find chefs' insider tips and helpful information from Philly Homegrown, which promotes locally grown produce through a program of Greater Philadelphia Tourism Marketing Corporation (GPTMC), and is a partner in *Center City Cooks*.

Among the new recipes in the spring edition of the cookbook, you'll find instructions on how to make El Vez's Original Guacamole, German Potato Salad from Percy Street Barbecue, and a bracing Sampantini from Sampan. Also, don't miss the classic Roasted Leg of Lamb from M Restaurant at the Morris House Hotel.

Center City Cooks recipes can be printed out and collected into your own loose-

leaf cookbook, or you can just take your computer to the kitchen and use the searchable database to choose the perfect dish. Find the cookbook at centercityphila.org/RestaurantWeek.



KidsInCenterCity.com Playdates Scheduled for Saturdays

Once a month, the Center City District and its KidsInCenterCity.com website sponsor a free playdate at The Market & Shops at Comcast Center at 17th Street and John F. Kennedy Boulevard. The playdates offer family-friendly entertainment with a variety of guests and activities such as face-painting and crafts.

Among the entertainers who have showed the kids a good time are Music Monkey Jungle, a live interactive musical and movement educational class, and Chica the Chicken from 24-hour preschool network Sprout's LIVE morning *The Sunny Side Up Show.*

The Arden Theatre and the Academy of Natural Sciences of Drexel University have provided additional projects as well as information about their own programs.

The playdates attract from 80 to 200 kids who arrive with their parents and caretakers and enjoy a great time, usually from 11 a.m. to 1 p.m. Merchants at the market offer kid-friendly lunch specials on playdates. While kids of all ages are welcome, the majority of the children who attend are preschoolers. If you know some little ones who might enjoy the fun, go to KidsInCenterCity.com and check out future playdates and sign up for the KICC email newsletter.

KidsInCenterCity.com is a one-stop place on the Web for listings of useful day-today information you need to raise a family in Center City.

Summer Musical Concerts Make Lunch Lively

Center City has its own special style of enjoying the warmer months of late spring and summer. This more relaxed approach to life is encouraged by two outdoor musical concert series that will entice you to leave the office.

Already under way are the acoustic recitals in John F. Collins Park, the delightful green oasis at 1707 Chestnut Street. Every Tuesday and Thursday from noon to 1:30 p.m., you'll find talented musicians mixing beautiful music with the gentle sounds of the fountain's splash and the occasional rustle of a breeze. Bring your lunch and leave the stress behind!

Beginning June 6, another concert series begins each Wednesday, from noon to 1:30 p.m. Sponsored by TD Bank, these concerts are found at various locations throughout Center City and feature lively bands representing many musical genres – Latin, salsa, reggae, pop, blues, jazz and more. Every week the locations change and, if it rains, there's an indoor venue. These concerts will continue until September 27. Don't miss this fun! To find a list of concerts, please go to www.centercityphila.org/life/Lunchtime Concerts.php.



DIGEST

Inside

- 1 Taking Things to the Next Level: Again!
- 'State of Center City 2012' 4 Sidewalk Sweeper: Harry Johnson
- 5 Center City District Budget
- Sister Cities Park Opens 6 New Trees at Friends Select
- 7 John F. Collins Park Green Screens
- Philadelphia Fashion Incubator 8 CCD Restaurant Week Sets Record
- 9 Center City Cooks Spring Edition KidsInCenterCity.com Playdates Summer Lunchtime Concerts

°

Spring 2012

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

Standard Mail U.S. Postage PAID Philadelphia, PA Permit No. 2545

CENTER CITY DISTRICT **РЅ НАРРУ НО** \$5 COCKTAILS. \$4 WINE. \$3 BEER HALF-PRICED APPETIZERS JUNE 6 - AUG 29. WEDNESDAYS, 5-7[!].

> Check website for July 4th info. *At participating venues All attendees must be 21 years of age or older.

Follow us on twitter @CCDSips

CENTERCITYPHILA.ORG



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



Thanks to TD Bank for our yearlong partnership.

