

CENTER CITY DIGEST

Winter 2016

What We Do

The Center City District (CCD) and Central Philadelphia Development Corporation (CPDC) share a common mission: to enhance the vitality of Center City Philadelphia as a thriving 24-hour downtown and a great place to work, live and have fun. Even as we have diversified services in the last 25 years, the Center City District (CCD) has maintained the same goal: creating a clean, safe, competitive and attractive downtown.

SIDEWALK CLEANING

The CCD deploys more than 100 uniformed workers who manually sweep District sidewalks on two overlapping shifts, seven days a week, providing up to 14 hours of services per day. Mechanical sidewalk sweepers are deployed every morning so that Center City opens clean every day. Throughout the day, CCD's



Matt Stanley

uniformed cleaners manually sweep all sidewalks at least three times. The "pan and broom brigade" also sweeps sidewalks in prime entertainment and dining areas in the evenings during

the warm weather months. Except in winter, all sidewalks also get a monthly power washing to remove accumulated stains, gum and grime. Frequencies will increase in 2017.



Matt Stanley

COMMUNITY SERVICE REPRESENTATIVES (CSRs)

Equipped with two-way radios and a smile, CSRs patrol parks and 22 walking beats throughout Center City, greeting people, providing information and directions and leaving behind a trail of good will. They provide a uniformed

presence that enhances safety, serving as extra eyes and ears for police and other city operating departments, rendering first aid and offering other emergency assistance. In 2015, CSRs recorded 160,417 sustained customer contacts, averaging 441 per day, with the vast majority being hospitality related.



STREETScape SURVEY

Every other month, teams of CSRs survey the entire District with hand-held tablets and report on 83 different public space conditions. Everything is geo-coded, tied back to a database that lists the agency responsible for maintenance and quickly emailed to the responsible party. A week after the data are gathered, 23 city, state and other agencies participate in the Public Space Collaborative meeting to review deficiencies and develop a correctional plan.



BANNERS

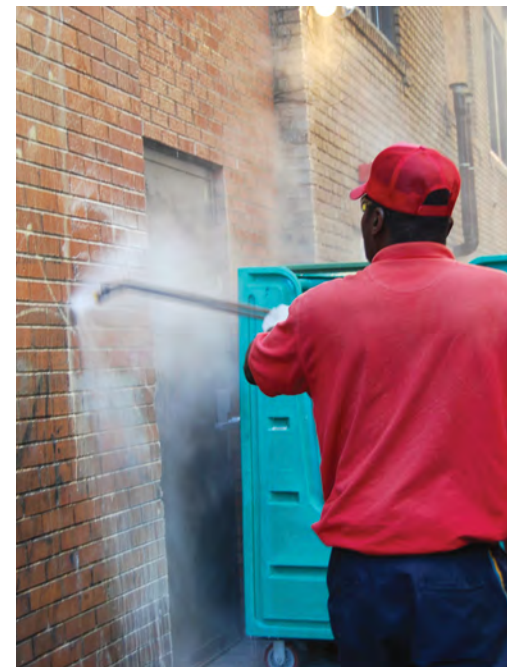
The CCD manages 1,500 banner poles and serves an average of 60 different non-profit, arts, cultural and civic organizations each year. Most banners are usually deployed for no more than four weeks. In 2016, the CCD installed 3,785 banners with Walnut and South Broad Streets as the most popular locations. Clients pay for the design and production of the banners, as well as the installation, which is managed by the CCD. Based on criteria set by the Philadelphia Art Commission, discrete corporate sponsorship recognition on the banners helps cultural institutions underwrite the costs.



LIGHTING

Using a combination of metal halide lights and color-changing light-emitting diode (LED) fixtures, the CCD has lit the façades of a dozen historic buildings along South Broad Street (the Avenue of the Arts), allowing for programmed lighting effects ranging from subdued seasonal palettes to dynamic, special event sound-and-light shows. Philadelphia is the first American city to light multiple, privately-owned buildings in a coordinated manner. In 2004, the CCD began illuminating the monumental

City Hall structure nightly, from its base to the tip of the William Penn statue atop the tower, 550 feet in the air. Partnering with the owners of seven buildings surrounding City Hall, the CCD installed roof-mounted light fixtures to illuminate all four façades of the historic building and tower, not only increasing its nighttime visibility but also animating the surrounding plaza and sidewalks. During the Democratic National Convention in July, the lighting included patriotic-themed red, white and blue, plus stars on City Hall (above).



STREETSCAPE IMPROVEMENTS

Since 1997, the Center City District has invested \$44 million in District resources, leveraging \$88 million in public, private and foundation resources to make \$132 million in capital improvements downtown to enhance the pedestrian environment, make public transit more accessible, enliven and beautify the streetscape, illuminate cultural and architectural assets, and transform parks. The CCD completed renovations to Aviator Park (across the street

from the Franklin Institute) in 2007; Cret Park (16th & Benjamin Franklin Parkway) in 2008; John F. Collins Park (1707 Chestnut Street); Sister Cities Park (18th & Benjamin Franklin Parkway) in 2012; and Dilworth Park (at City Hall) in 2014. The CCD manages, maintains and programs all the parks except Aviator Park. In addition, the CCD has added many other improvements and routinely maintains them on blocks throughout the entire District.

GRAFFITI REMOVAL

Specially trained teams use solvents and high-pressure washers to blast graffiti from the ground floor of building walls, light poles, signs and street furniture while protecting architectural surfaces.



Matt Stanley

DILWORTH PARK AT CITY HALL

Since 2007, CCD has renovated, manages and now programs four parks and three cafés in Center City, cutting the ribbon in September 2014 on the \$55 million transformation of Dilworth Park, bringing CCD's capital investment in the public

environment to \$132 million since 1997. With the Rothman Institute Ice Rink, three fountains and a pond in our parks, with programming for children and adults, the ability to host events, weddings and special events, CCD has taken on more complex management

challenges while still remaining committed to the basics: clean, safe and well-lit walkways.

Above: Families, friends, and people of all ages enjoy winter skating at the Rothman Institute Ice Rink on the north end of Dilworth Park.



Peter Tobia

SISTER CITIES PARK

Sister Cities Park at 18th Street and the Benjamin Franklin Parkway was designed as a multi-generational public space for families with children, office workers, and visitors to Parkway

institutions. Through the Center City District Foundation, we are exploring ways to make the park even better. The CCD provides programming for children and adults, including Fall Family Fun Days (above).



MOSES PIERCE & THE PHILLY MOSES SANDWICH

Marcel Thiel (right), a café owner in Munich, Germany, and his traveling companion, Kati Frank, were so impressed by the kindness and hospitality offered by CSR Moses Pierce, that Thiel named a sandwich at his café the Philly Moses, all of which was reported in *The Philadelphia Inquirer*.

Fill Those Cold Winter Days and Nights and Get Ready for Spring!

Dilworth Park will be hosting a diverse range of activities in the New Year, from special skating outings at the Rothman Institute Ice Rink to learning how to make a Valentine bouquet, to happy hours on Wednesday evenings in the Rothman Institute Cabin.

Throughout January and February, Greater Philadelphia Gardens, which partnered with the CCD to create America's Garden Capital Maze on the south side of Dilworth Park, will present free horticultural programs for both families and adults in the Rothman Institute Cabin on the north side of the park, made possible by generous funding from the William Penn Foundation.

Bulb Forcing Demonstration

January 7, 10 a.m. – 11 a.m. (Family)

Tree Care for the Homeowner

January 10, Noon – 1 p.m. (Adults)

Winter Plants for Home

January 21, 10 a.m. – 11 a.m. (Family)

Terrarium How To

January 24, Noon – 1 p.m. (Adults)

January 28, 10 a.m. – 11 a.m. (Family)

Orchids for the Office

January 31, Noon – 1 p.m. (Adults)

Seed Bombs for Valentine's Day

February 4, 10 a.m. – 11 a.m. (Family)

February 7, Noon – 1 p.m. (Adults)

Valentine's Day Floral Arrangement

February 11, 10 a.m. – 11 a.m. (Family)

February 14, Noon – 1 p.m. (Adults)

Flowers to Wear

February 18, 10 a.m. – 11 a.m. (Family)

Seed Starting

February 21, Noon – 1 p.m. (Adults)

February 25, 10 a.m. – 11 a.m. (Family)

You can also enjoy these special activities at the Rothman Institute Ice Rink:

College Nights

Tuesdays through February 21,
5 p.m. – 9 p.m.

Zombie Skate

Friday, January 13, 7 p.m. – 11 p.m.

New Year - Healthy New You

Saturday, January 14, Noon – 2 p.m.

Princess & Pirate Skate

Saturday, January 21, Noon – 2 p.m.

Sweetheart Skate

Sunday, February 12, 4 p.m. – 8 p.m.

Skate.Pride.Love

Monday, February 13, 6 p.m. – 10 p.m.

On Sunday afternoons, from Noon to 2 p.m. through February 26, **The Philadelphia Orchestra Presents**

Symphony Sundays with music recorded by The Philadelphia Orchestra to accompany you while you skate.

Admission to the Rothman Institute Ice Rink is \$3 for children 10 and under, \$5 for adults, and skate rental is \$10. Hours are Noon to 9 p.m., Monday through Thursday; Noon to 11:00 p.m. on Friday; 11 a.m. to 11 p.m. on Saturday; and 11 a.m. to 8 p.m. on Sunday. Admission to the Maze is free.

If you enjoyed summer's Center City District Sips, you'll love **Cocktails and Cold Ones**. Every Wednesday night, from 5 p.m. to 7 p.m. through February 22, stop by the Rothman Institute Cabin for Cocktails and Cold Ones with \$5 Jim Beam Apple and Effen Blood Orange Vodka cocktails, \$4 wine, and \$3 Sam Adams drafts, along with specially priced food items from the Dilworth Park Air Grille.

The Winter Season at Dilworth Park is presented by Rothman Institute, William Penn Foundation and through generous support from Subaru, Capital One, The Philadelphia Orchestra, Temple University and 6abc.

For up-to-date schedule and information on all activities at Dilworth Park, please visit dilworthpark.org.

THE ROTHMAN INSTITUTE CABIN IS THE PERFECT PLACE FOR PARTIES. TO BOOK YOUR EVENT, PLEASE CONTACT SARAH ANELLO AT 215.440.5507 OR SANELLO@CENTERCITYPHILA.ORG.

Construction of Viaduct Rail Park Now Underway



Peter Tobia

On October 31, Governor Tom Wolf, Mayor Jim Kenney, State Representative Michael H. O'Brien, Councilman Mark Squilla, and Sarah McEaney, President of Friends of the Rail Park, joined Center City District (CCD) President Paul R. Levy to celebrate the groundbreaking for Phase 1 of the Viaduct Rail Park, a \$10.3 million project that is turning a dilapidated quarter-mile portion of the former Reading Viaduct into a vibrant green park with walking paths, landscaping, lighting, seating and swinging benches.

The first phase of the new 25,000-square-foot linear park starts at Broad Street and includes the 1300 block of Noble Street, improvements to the Viaduct and bridges that cross 13th, 12th and Callowhill Streets. Designed by Studio | Bryan Hanes and Urban Engineers, the Viaduct Rail Park will provide a much-needed green amenity on the northern edge of Center City.

On September 30, Governor Tom Wolf announced the award of a \$3.5 million Redevelopment Assistance

Capital Program (RACP) grant to the CCD for the Park, which enabled the project to move to construction. The City of Philadelphia has committed \$2.8 million, and five foundations – the William Penn Foundation, the John S. and James L. Knight Foundation, Poor Richard's Charitable Trust, the McLean Contributionship and the Tuttleman Family Foundation – have collectively contributed \$2.3 million. The project also has received other state grants and generous business and individual contributions.

Six pre-qualified contractors bid on the project and the CCD selected AP Construction, a regional contractor with offices in Philadelphia, as the lowest responsible bidder. The contractor will subcontract 20.15% of the project costs to Minority Business Enterprises and 12.1% to Woman Business Enterprises. Construction is expected to take 15 months.

Throughout December, the contractor has been preparing shop drawings,

putting their subcontracting team in place, installing fencing, and clearing the site. Demolition of old steel catwalks and utility work will begin in January, as will renovation of the bridge structures. Work will then accelerate as winter ends.

Thanks to a generous, low-interest construction loan from the William Penn Foundation, the Center City District Foundation (CCDF) can continue to raise \$700,000 in private contributions still needed to complete the project.

CROWD FUNDING

Through December 31st, CCDF is promoting www.fundtherailpark.org, a crowd-funding campaign to secure additional supporters and to engage them in raising funds from their own networks. Join with others today to support construction of the Rail Park!

BENEFACTOR PROGRAM

CCDF's Rail Park Benefactor Program offers opportunities for businesses and individuals to support the park and leave a legacy at the same time. Whether as a holiday gift or to commemorate a special occasion, the Benefactor Program presents options ranging from the naming of large items such as the park's swings, tiered seating areas or oversized hanging planter boxes to adopting a park tree, shrub or bench. Donations and gifts can be made at www.supportccdf.org/viaductrailpark.

Please contact Nancy Goldenberg at ngoldenberg@centercityphila.org or 215.440.5523 to discuss gift options. There is still time to give!

Become a part of Philadelphia's success.

We need your help and hope you'll consider making a gift today using the enclosed envelope or give online at SupportCCDF.org.



CENTER CITY DISTRICT
FOUNDATION



A Holiday Thank You to Our Many Supporters

Rob Cardillo

The Center City District (CCD) has accomplished a great deal during 2016, thanks to those who pay CCD assessments, sponsor an event and those who have made the Center City District Foundation (CCDF) their “charity of choice.” We appreciate the many different ways you help improve Center City Philadelphia.

Foundation highlights from 2016 include the May celebration of CCD’s 25th anniversary and the 60th anniversary of Central Philadelphia Development Corporation. Under a beautiful tent at Dilworth Park, we publicly launched the CCDF, raising nearly \$200,000 from over 600 business and civic leaders. In October, public officials, civic leaders and neighbors marked the groundbreaking for Phase 1 of the Viaduct Rail Park, a \$10.3 million transformational project, providing a much-needed green amenity on the northern edge of Center City (see article, page 5). In November, we opened the Dilworth Park Wintergarden, complementing the Rothman Institute Ice Rink and Rothman Institute Cabin with America’s Garden Capital Maze, supported by Greater Philadelphia Gardens and the William Penn Foundation.

In 2016, CCDF completed its first year with a new board, chaired by Jerry Sweeney. We are grateful for the board’s leadership (supportccdf.org/about-us) and for every contribution received. So much has been accomplished, but there’s so much more to do in Center

City’s continuing transformation into a thriving 21st century downtown.

We are tremendously grateful for the generosity of all of our sponsors and donors. Sponsors and donors listed here represent 2016 commitments made before December 6, 2016.

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