

## Lighting

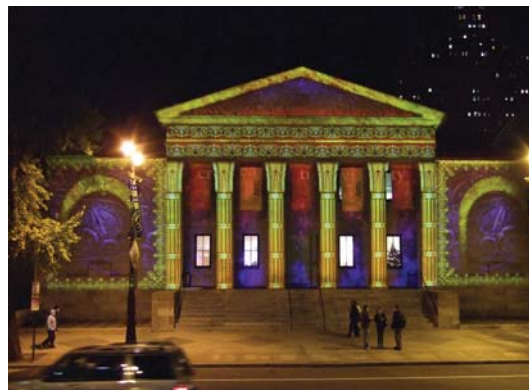


The Center City District (CCD) is a recognized leader in the use of lighting to enhance public safety, animate the city at night and create visual excitement. For the past 15 years, the CCD has steadily worked to enhance Philadelphia's downtown through the installation of lighting, and it continues to experiment with state-of-the-art lighting technologies and applications to promote a safe and vibrant downtown after dark.

### STREETLIGHTING

Since 1996, the CCD has installed hundreds of 30-foot-tall vehicular lights to better illuminate downtown roadways and more than 2,000 ornamental, pedestrian-scale lights throughout Center City. These 15-foot-tall pedestrian lights have nearly tripled the level of illumination on downtown sidewalks and have served as a catalyst for generating more outdoor activities 24/7.

Most recently, the CCD advanced an experimental lighting installation on the JFK Boulevard underpass at 22nd Street. Inspired by similar lighting installations in France and England, the entire length of the 80-foot underpass is illuminated by blue LED lighting, increasing safety and creating a more visually dynamic area at night.



### FACADE AND SCULPTURE LIGHTING

#### *Avenue of the Arts*

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 buildings this way in a coordinated manner.

This award-winning project was designed by The Lighting Practice, a Center City-based lighting design firm, and funded through a partnership with Broad Street property owners, The Pew Charitable Trusts, William Penn Foundation, The Lenfest Group, the Wachovia Foundation, Avenue of the Arts, Inc., and the Commonwealth of Pennsylvania Department of Community & Economic Development.

#### *Benjamin Franklin Parkway*

In July 2004, with funding from the Pew Charitable Trusts, the CCD completed a two-year project to transform the Benjamin Franklin Parkway by implementing comprehensive improvements to street, sidewalk and specialty lighting. The project included dramatic new lighting for the façades of eight civic and institutional buildings on the Parkway, new lighting for 20 notable outdoor sculptures, and a complete new system of ornamental street lights that greatly improved the level and quality of light on the Parkway streets, sidewalks and pedestrian areas. This new lighting on the Parkway is seen as the first step in enhancing the overall pedestrian quality of this district, setting the stage for new cultural institutions and other improvements along the Parkway. The project addressed critical needs in improving public safety, and highlighted the exceptional historic architecture and public art that makes the Parkway a signature local destination.

#### *City Hall*

City Hall lies at the geographic and symbolic heart of Center City, and in 2004, the CCD began illuminating the monumental 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. The project was completed with support from the City of Philadelphia, the Market Street East Improvement Association, and generous adjacent property owners, businesses and other donors.

In 2007, the CCD permanently illuminated the north, east and west portals of City Hall with solar-activated in-ground lighting in time for the inauguration of Mayor Nutter.

### SPECIALTY LIGHTING

As part of its continuing exploration to add unique vibrancy to the downtown through light, the CCD retained Artlumiere, a French firm that specializes in the spectacular lighting of architecturally significant buildings worldwide, to bring their lighting expertise and innovation to Philadelphia. Artlumiere's dazzling holiday light display at City Hall in 2005 and its projections onto Avenue of the Arts' buildings in 2007 drew thousands of spectators.