

CENTER CITY DIGEST

Raising Standards & Expectations

Two emails stand out from numerous comments we received following the opening of Dilworth Park. The first came with a photo of a grinning, young boy standing soaking wet in the fountain: *"Of the many ways we measure the success of public spaces, for me, the most powerful indicator is the amount of time it takes to extract my children. Dilworth was an enormous hit with our kids."*

Young children are one reliable barometer for measuring the safety and attractiveness of streets and public spaces. But we are all social animals, drawn by the presence of other people. That's one reason outdoor cafés in Center City have increased by 73% since 2010 and evening pedestrian traffic has steadily risen. Successful cities don't just have one or two, but rather hundreds of appealing, connected places where people of all ages linger longer.



Businesses on North Michigan Avenue in Chicago have supported generous, well-maintained public landscaping for more than two decades.



To view a short video produced by Urban Engineers about public reaction to the park, go to our website centercityphila.org and click on the link to Video: Dilworth Park.

The second email read: *"While I previously avoided Dilworth Plaza, I now go two blocks out of my way to walk thru the Park on my way in and out of work...What I most enjoy is the "people energy" in the space, the diversity of users, and the mingling of commuting office workers, downtown shoppers, and lingering tourists (groups that historically have not shared much public space in Philadelphia).*

While I am not one to subscribe to the Philly-inferiority complex, I can't help but confess that the place has a "big city," even European feel to it. And I'll confess that one of my favorite things is passing in and out of the space thru the transit portals...very, very cool and unlike anything else in the city (and hopefully a harbinger of things to come – someday!)"

That says it all. It's about raising standards and broadening expectations; no longer settling for mediocrity. Throughout Center City we've benefited from major investments in new buildings and quality civic spaces, but also from small, important gestures: well-tended planters outside office buildings, hanging baskets in front of restaurants and enhanced façade lighting. These are not just aesthetic gestures, they are about competitiveness.

In the digital age people can work or live anywhere, so the quality of *this* place really matters. To be sure, we need well-funded, public education and 21st century tax policies, but gaps in the fabric – shabby buildings, crumbling sidewalks, barren plazas or retail windows papered over with posters rather than showcasing products – all detract from the appeal of the whole.

Last year's CCD survey of thousands of workers, residents, owners, shoppers and visitors was definitive: When asked, what would make Philadelphia more competitive, the two most frequent responses were *Reduce the Wage Tax* and *Improve Public Education*. When asked to suggest physical improvements, the responses were equally as strong: *Fix deteriorated sidewalks* and *Improve the appearance of storefronts and building facades*.

LEARNING FROM CHICAGO

Chicago offers a compelling role model. Yes, it's the undisputed capital of the Midwest with a million more residents than live here. But starting with merchants on North Michigan Avenue and then institutionalized by former Mayor Daley, who was passionate about quality public spaces, Chicago steadily raised standards and expectations. Their downtown now offers an almost uninterrupted experience of street-

level vitality. Vibrant flower beds in roadway medians and on walkway edges; beautiful, accessible riverfronts; well-designed transit shelters; high quality parks, integrated seamlessly with public art, commercial activities; and attractive building plazas have become the norm, not the exception. One would be embarrassed to appear otherwise.

As the economy continues to improve, opportunities abound in Philadelphia to reach beyond the building line and embrace pedestrian spaces. Major developments on Market East create a unique opportunity, if developers work together to upgrade 16-year-old improvements and refresh the streetscape. Four major owners on West Walnut Street helped support the first small step of enhancing that street with new hanging flower baskets. The CCD has been repainting light poles throughout downtown. The barren public spaces on the west side of 15th Street can capitalize on energy radiating from the new Dilworth Park, making both sides of that street a signature gateway to downtown.

A new municipal contract for street furniture will soon take effect. Outmoded bus shelters can be replaced by state-of-the-art installations with real time transit information. Graffiti-lathered newspaper boxes can be attractively re-housed and integrated with other public amenities. This is not just about plastering every surface and maximizing advertising to support the General Fund. It is about using new resources creatively to produce public amenities and maintain them well. The next Administration should revisit 50-year-old laws about sidewalk maintenance and perhaps create new incentives for owners to update them for the 21st century.

Economic, demographic and cultural trends have converged to make dense, diverse, walkable and human-scale cities like Philadelphia prized places. Are we equal to the task?

Paul R. Levy
President
plevy@centercityphila.org



Chicago's sidewalk cafés are accented with planters, while quality transit shelters are integrated with other streetscape enhancements. Advertising is prominent, but it doesn't block the view of either retail storefronts or arriving buses.



Melvin Epps

Opportunities to Support the New Dilworth Park

Transformative projects like Dilworth Park cannot happen without public and private partners who recognize the importance of accessible transit and high quality public spaces to the success of Philadelphia. We thank them for their support!

Naming opportunities remain, as do sponsorship options for year-round activities and major events. For more information on event sponsorships, please contact Michelle Shannon at michelle@centercityphila.org, or **215.440.5515**.

To learn more about the public art installation, *Pulse*, visit www.echelman.com/projects/pulse.

For donations and all naming opportunities, please contact **Jean Tickell** at jtickell@centercityphila.org.

Major Public Donors to the Transformation of Dilworth Park

Center City District	\$15 million
City of Philadelphia	\$5.75 million
Commonwealth of Pennsylvania	\$16.35 million
U.S. Department of Transportation	\$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+)

ArtPlace America
 Central Philadelphia Development Corporation
 First Niagara
 Richard Vague

Malcolm Lazin
 Brook J. Lenfest
 Liberty Property Trust
 Miller-Worley Foundation
 Pearl Properties
 Pennsylvania Real Estate Investment Trust
 ShootersINC

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

The Arden Group / Gencom
 The Dow Chemical Company
 The Horace W. Goldsmith Foundation
 Daniel J. Keating Co.
 The Kessler Fund
 Market Street East Improvement Association
 McLean Contributionship
 PECO

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

Aqua America, Inc.
 Avenue of the Arts, Inc.
 Ballard Spahr
 The Cozen O'Connor Foundation
 Edward and Karen D'Alba
 James P. Dunigan
 Electronic Ink
 Kieran Timberlake
 Sueyun and Gene Locks
 Midwood Investment
 Roberts Event Group
 Heather J. Shaffer
 Thomas Properties Group
 Vynamic

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

Barbara and Theodore Aronson
 Blank Rome LLP
 Brandywine Realty Trust
 CommonWealth REIT



Since 2010, Center City Has Seen 73% Increase in Sidewalk Cafés

In 1995, downtown Philadelphia did not have a single outdoor café. Twenty years later, there are 369 cafés animating the sidewalks between South Street and Vine Street, river to river. These cafés can accommodate 4,423 people, with 16 sites offering outdoor seating for 40 or more.

The growth of outdoor cafés is one of the most visible indicators of the evolution of downtown into a 24-hour, diversified, live-work environment and is a clear sign of Philadelphia's rebound from the national recession, with a 73% increase in cafés since 2010. The burgeoning café scene is supported by a large downtown workforce, a thriving hospitality sector, and strong population growth in Greater Center City. The densest clusters thrive where upper-floor uses mix office, hotel rooms, and residences, typically found south of Market Street, where 86% of the outdoor seating is located.

To read the new report, *Outdoor Sidewalk Seating in Center City*, please go to http://centercityphila.org/docs/CCR14_cafe.pdf.

The Center City District releases timely research reports on a variety of topics pertinent to living, working, and investing in downtown. Keep up to date on the latest market conditions, policy issues, and trends affecting Center City Philadelphia by signing up to receive our latest research in your Inbox throughout the year.

To receive an update when new Center City District reports and publications are released, please fill out the form at http://www.centercityphila.org/about/Publications_signup.php.



Chef Jose Garces' Rosa Blanca Café Fully Open

The Rosa Blanca café at Dilworth Park unveiled its expanded menu on Tuesday, September 16, including a selection of Chef Jose Garces' house-made pastries, breakfast and lunch sandwiches, salads, and signature empanadas. The café also offers an enticing menu of Garces Trading Company coffees and espresso-based beverages like the authentic café con leche, lattes, macchiatos and Americanos.

The café is open seven days a week; Monday through Friday, 7:00 a.m. to 8:00 p.m.; and on Saturday and Sunday, 9:00 a.m. to 3:00 p.m. Hours are subject to change when the skating rink opens in mid-November.

For complete information about Dilworth Park, please go to www.ccdparks.org/dilworth-park.



The Rosa Blanca café, which offers indoor and outdoor seating, is the perfect place to enjoy lunch and watch the many activities that take place at Dilworth Park. Pastries and a variety of coffees are also available. Credit: Edward Savaria

Maintaining Investments in the Public Environment

During the last 15 years, the CCD has made significant streetscape investments that require active maintenance. Since early spring, CCD's Parks and Streetscape staff and contractors have been updating and refreshing the streetscape systems. Some recent accomplishments include:

- Painting 80 light poles on Market Street East
- Painting 167 light poles on South Broad
- Painting the base of the elevator headhouse at Eighth and Market Streets
- Painting more than 300 bollards, including all of the bollards in the southeast quadrant of the district
- 267 directional signs cleaned

- 4 bus shelter signs re-filmed with anti-graffiti protection

On the work schedule this fall:

- Painting pedestrian light poles on the North-South Streets in the southeast quadrant of Center City
- Painting the bollards in the southwest quadrant of Center City
- Expanding five tree wells to accommodate growing tree root systems and adding groundcover plants to new wells
- Completing bench painting on Market Street East
- Change out all 104 existing planters with winter plantings in October
- Field select and plant 42 street trees



At left, new hanging baskets, funded by major property owners, supplement the existing planters on West Walnut Street. Throughout the summer the CCD arranged for light poles throughout the District to be repainted. At right, Joe Limper and Clint Zimmerman sand a pole before painting it on South Broad Street, where the Avenue of the Arts supported painting poles south of Lombard Street.



Above: Harry Johnson manages the high-pressure washer. The CCD has removed 278 graffiti tags thus far this year, in addition to the daily removal of stickers and posters. Below: While graffiti remains a problem throughout downtown, quick removal acts as a deterrent for those who seek notoriety. From left: Irvin Folly, Supervisor Ronald Dorsett, and Harry Johnson.

CCD Cleaning Team Tackles Graffiti

On a sunny Wednesday in September, a Center City District cleaning team led by Supervisor Ronald Dorsett of ABM removed graffiti from the side of a building on the 1600 block of Moravian Street behind the Latham Hotel. CCD cleans graffiti off the ground floors of all buildings in the District.

Irvin Folly applied a biodegradable graffiti remover that soaks into masonry surfaces and dissolves the paint, and Harry Johnson followed up with a pressurized power wash. Soon the brick wall was completely devoid of graffiti. Employees routinely receive training in the safe application of cleaning products

Newspaper 'Condos' Help With Maintenance of Honor Boxes

In mid-June, the Center City District in partnership with the City of Philadelphia and Titan outdoor advertising launched a pilot program to streamline the maintenance, repair, and cleaning of newspaper honor boxes.

Titan commissioned a metal fabricator to create a custom piece of street furniture that allowed multiple honor boxes to be

stacked, reducing the amount of sidewalk space needed to accommodate them.

The reduced footprint of the furniture along with the consolidation provided by the newspaper "condominium" can enable one entity to clean the street furniture instead of separate newspaper publishers and their cleaners taking care of the individual honor boxes.

The result has been the condos have stayed cleaner than the individual boxes and the response time has been faster.

The pilot condos are located at the northwest corner of Broad and Sansom Streets; the northwest corner of 13th and Market Streets, and the southwest corner of 17th Street and John F. Kennedy Boulevard.



The pilot program is still being evaluated, but a decision is expected to be made this fall about how this can be incorporated into the City's comprehensive street furniture program.

If you have comments or suggestions you'd like to share, please contact Cassie Glinkowski at cassie@centercityphila.org.

The newspaper "condo" box makes maintenance of the honor boxes more efficient. These demonstration units are currently a pilot program that may be expanded with the City's new street furniture contract.

UNIQLO Opens on Chestnut Street



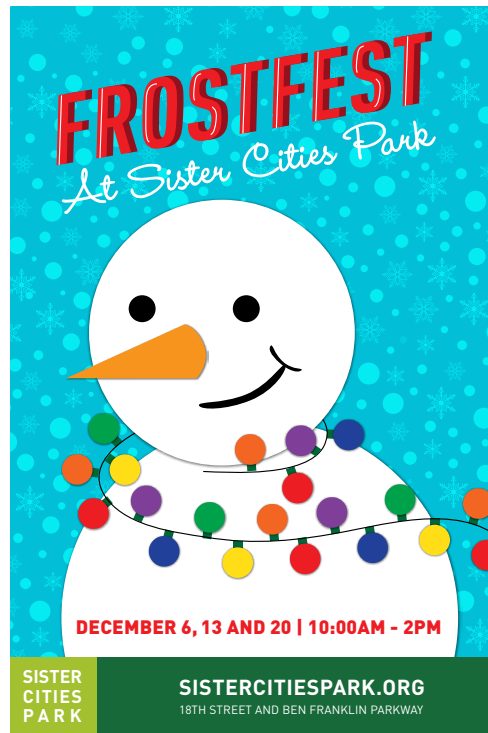
Uniqlo cut the ribbon on its new store at 1608 Chestnut Street on Friday, October 3. The new store has three floors and a mezzanine and includes a 2,500-square-foot children's department and is the largest of Uniqlo's 32 stores in the U.S.

Frostfest: Celebrating Winter at Sister Cities Park

Sister Cities Park will come alive with wintry family-friendly activities to celebrate the holiday season during FrostFest. Produced by the Center City District, the event will kick off on Saturday, December 6, and will continue December 13 and 20 from 10:00 a.m. until 2:00 p.m. The park will be filled with live holiday music and entertainment, crafts, games and demonstrations, as well as free carriage rides around the park, holiday-themed food and drinks, and a chance to visit with Santa! DJ Patty Pat will bring fun, games and kids' Christmas karaoke on December 13 and 20.

On December 6, the Philly Art Center will offer holiday-themed arts and crafts, and visitors can listen to carolers from the Walnut Street Theatre's production of Charles Dickens' *A Christmas Carol*.

The Franklin Institute will be on site presenting its free traveling science shows and offering interactive crafts and games celebrating the holiday season. On December 6 and 20, the science show will be *Hot and Cold*, exploring states of matter and temperature. On December 13, it will be *How to Build a*



Storm: The Weather Show, an interactive demonstration exploring the science of weather. Visitors will have the opportunity to watch snow, thunder, and even a tornado being created before their eyes!

In addition, Fear No Ice will demonstrate the chilly art of ice carving, hosted by Logan Square Café, which will offer a hot-chocolate bar and a "frosting" bar, where you can decorate your favorite sweet treat.

Visitors to FrostFest will receive a free coloring sheet from *Disney on Ice: Frozen* and can enter to win a family four pack to the show, December 25-January 4, at the Wells Fargo Center.

All visitors will also receive a special discount coupon to Center City's newest "ice" attraction, the Ice Rink at Dilworth Park, opening November 14.

In 2012, the CCD reopened Sister Cities Park after a \$5.2 million renovation that transformed the 1.3-acre park into a richly planted, well-illuminated, and welcoming public space that offers a variety of amenities for people of all ages to enjoy 365 days a year. The park is leased from Philadelphia Parks & Recreation and is managed, maintained, and programmed by the CCD. Logan Square Café inside the park offers lunch, coffee, snacks and cold drinks.

Century 21 and Nordstrom Rack Opening Soon



Century 21 will be opening its first store outside of the New York metropolitan region on Market East at the end of October. The fashionable discount retailer will be occupying 100,000 square feet on two floors of the former Strawbridge's department store. Nordstrom Rack will also be opening at the end of the month on October 24th. The popular retailer will inhabit 39,000 square feet at the corner of Chestnut and 17th Streets.

CENTER CITY DIGEST

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October Fest AT DILWORTH PARK

PRESENTED BY

Saul Ewing
LLP

This fall festival will fill the park with a series of fun activities & games, plus the social 21+ SaultoberFest Beer Garden. A variety of vendors, interactive art installations, DJs & live music will spice up this party.

OCTOBER 23, 5PM - 8PM, OCTOBER 18 & 25, 12PM - 6PM

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.