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CENTER CITY Digest



Center City Developments: Sustaining Momentum

From the transformation of Market Street's former department store corridor, to the completion of the tallest building in the Philadelphia skyline, to the expansion of housing development throughout all of Greater Center City, 16.1 million square feet of construction has just been completed, is underway or is the planning stage downtown.

Building upon a decade-long, sustained national economic expansion, development of all types, including five public space projects, new hotels, education and cultural developments, are occurring simultaneously across Center City.

As highlighted in our annual *Center City Developments* real estate report, 23 development projects totaling \$2.8 billion were completed in Center City between Fairmount and Washington avenues, river to river, in the period from January 1, 2018 to August 31, 2019. Eighteen projects totaling \$3 billion in new investment were under construction as of September 1, 2019. Another 21 projects with a total estimated development value of \$1 billion are in the planning or proposal phase.

Center City Developments (available for download at centercityphila.org/developments) is a detailed compilation of 62 major projects

in Center City. The publication includes images and information on projects with an estimated development value of \$6.8 billion.

For the first time this year, we've made available a digital interactive companion to this publication: a searchable, online map that features all of the information found within the printed publication. It will be continually updated as Center City projects are announced, modified and completed.

THE FASHION DISTRICT AND EAST MARKET STREET

One of Center City's most recently completed major developments is also one of the largest: Fashion District Philadelphia, which celebrated its grand opening on September 19 after a four-year, \$420 million overhaul. Spanning three city blocks, the project



23rd & Market

features more than 900,000 square feet of retail, food and entertainment offerings, along with \$1 million in public art and a diverse schedule of cultural events.

Renovated by developers PREIT and Macerich, the Fashion District reconnects to Market and Filbert streets with 20 pedestrian entrances as well as new sidewalk cafes, new digital signage and a redesigned streetscape. Joining the recently completed East Market mixed-use development on the 1100 block, Fashion District helps links Center City’s historic district with nearby hotels, the Reading Terminal Market, the Pennsylvania Convention Center and Jefferson Station.

SPOTLIGHT ON RETAIL, RESIDENTIAL, AND OFFICE SECTORS

At a September event hosted by Central Philadelphia Redevelopment Corporation to mark the release of the Center City Developments report, three major developers highlighted how their projects responded to changing economic and demographic trends and the opportunities and challenges in our current development climate. PREIT’s Heather Crowell focused on how their project responded to the public’s changing expectations for experience retail. Jim Pearlstein of Pearl Properties, which built The Harper mixed-use development at 19th and Chestnut streets, noted that while Center City is attracting many new residents and has the momentum for continued growth,



The Harper

addressing quality-of-life challenges like litter, homelessness, congestion and noise is crucial. Brian Berson of Parkway Corporation, developer of a new office building at 23rd and Market, focused on the increasing demand from tenants for mixed-use sites that are rich with amenities. Presentations by all three developers can be accessed at centercityphila.org/news/center-city-developments-2019-trends-expectations-for-2020.

Paul R. Levy
 President
plevy@centercityphila.org



Meet CCD's New Police Captain

In June, Philadelphia Police Captain Nashid Akil became the new Commanding Officer of the Center City District Police Substation, located within CCD's administrative offices. He joined the force in 1998 and has served in police districts throughout the city. Now, he oversees a district comprised of about 70 officers who cover Center City on bicycles, on foot and by car.

Akil grew up in North Philadelphia and worked for former City Councilwoman Augusta Clarke in his youth, but he was inspired to pursue a life of public service by two cousins on the force. One of them, Police Officer Lamar Poole, was off duty when he was killed on his motorcycle by a hit-and-run driver in 2015.

"He was an older cousin I looked up to, and I remember him joining the police academy. And telling me how he loved it," he recalled of Poole, whose department photo is displayed in Akil's office. "I remember the fire in his eyes when he talked about his job."

Akil noted that the resurgent challenges of homelessness and addiction, while occurring citywide, create a unique set of challenges in Center City. (One initiative responding to these challenges, a collaboration with Project HOME, police and CCD's Community Service Representatives, is detailed on page 5.)

Among his department's key roles are ensuring that officers in the district are highly visible, courteous and helpful to residents, businesses and tourists.

"When people come to Philadelphia from other places, it's Center City where they're spending their time," Akil said. "Our job is to make sure people who are here feel safe. If you're visiting, I want you to leave with the image that you went somewhere great."

Two New Publications from CCD/CPDC



Outdoor Seating 2019

Since the CCD began gathering data in 2001 on downtown establishments that provided outdoor seating, the number of seats has steadily increased. That trend has continued in 2019, with locations throughout Center City providing a record number of 6,969 seats, a 5% increase from 2018. Outdoor seating has been a long-term indicator of Center City's vibrancy since sidewalk cafés were first authorized in 1995.



Center City Developments 2019

This in-depth report includes a map and full-color photos or renderings and project descriptions of all 62 major developments in Center City, categorized by type. New this year is an interactive Developments map featuring all of the information found within the printed publication and which will be continually updated as Center City development projects are announced, modified and completed.

TO READ AND DOWNLOAD THESE REPORTS, VISIT CENTERCITYPHILA.ORG/RESEARCH-REPORTS



Plant Center City Continues this Fall

Center City District will be planting 50 more trees this fall as part of our ongoing Plant Center City initiative. These new trees, along with 50 that were added last spring, will bring us halfway to our goal of adding 200 new trees to the downtown by the end of 2020.

Urban greening offers dramatic and measurable improvements:

- Trees provide more shade for people walking on sidewalks
- Trees help cool the air and respond to climate change
- Trees clean the air
- Trees conserve energy

There are about 2,300 street trees within CCD's boundaries, including 700 that we planted and have maintained since the 1990s. Plant Center City is working to increase that number by adding to our canopy of healthy

street trees, replacing damaged trees and expanding our existing schedule of pruning, watering, fertilization and pest management.

Many thanks to our Plant Center City donors for their support and commitment to a greener and more beautiful Center City:

David Adelman, Susanna Lachs Adler and Dean Adler, Sheldon Bonovitz, Cashman & Associates, David & Rhonda Cohen, Allan Domb, Brian Efron, Steven Elkin, Jaimie and David Field, FS Foundation, Elaine Gelb, Tracey and Thomas Gravina, Edward T. Harvey, Lauren and Michael Heller, Independence Blue Cross, Independence Foundation, Bruce Kardon, Kevin Kleinschmidt, Josh and Rena Kopelman, Bob Lane and Randi Zemsky, David Lipson, Locks Gallery, the Lubert Family Foundation, Suzanne Markel-Fox (in honor of Marzán Cross), MPN Realty, Ralph W. Muller, Parkway Corporation, Pennsylvania Lumbermens Mutual Insurance Company, Doc & Katherine Parghi, Marsha and Jeffrey Perelman, Sashi Reddi, Ronald Rubin,

Samar Charitable Fund, David Schlessinger, David Seltzer, the Snider Foundation, Wayne Spilove, Stockton Real Estate Advisors, the Tuttleman Family Foundation, Urban Engineers, Laura and Richard Vague, Joan K. Wells, and the Wyncote Foundation.

(List as of October 8, 2019)

WE NEED YOUR HELP TO MAKE CENTER CITY A GREENER PLACE. TO LEARN HOW YOU CAN HELP, VISIT SUPPORTCCDF.ORG/PLANTCC OR CONTACT KATIE ANDREWS AT KANDREWS@CENTERCITYPHILA.ORG



Homeless Outreach Continues in Center City

The second year of the Ambassadors of Hope, an innovative outreach program to help address the resurgence of panhandling and homelessness in Center City (ranked as the top two concerns among respondents to a CCD survey last fall), is continuing to yield positive results.

Funded and launched by the CCD and implemented in partnership with Project HOME, the Philadelphia Police Department and the city's Department of Behavioral Health, the outreach effort helped more than 130 people come off the street during its inaugural year in 2018. Rechristened the Ambassadors of Hope by Sister Mary Scullion, the 2019 outreach teams are achieving greater success this year. As of October 8, 2019, with six more weeks remaining in the scheduled program, teams have persuaded 142 individuals to come off the street; eight more individuals were transported by emergency medical treatment units to local hospitals; six required psychiatric intervention.

Specially trained, interdisciplinary teams of social workers from Project HOME, police officers and CCD's outreach teams patrol together five days a week, engaging homeless individuals and panhandlers, offering off-street alternatives. CCD immediately transports those who accept help to shelter and housing. Those who choose to remain have complied with directives to abide by the City's Sidewalk Behavior Ordinance. No one has been arrested and no citations have been issued by police.

The outreach teams meet weekly with the Ambassadors of Hope program administrators and service providers, to coordinate follow-up for those who receive placement to help prevent their return to the street, and to discuss strategies for reaching those who are resistant to accepting help.

YOU CAN SUPPORT THE OUTREACH EFFORT WITH A TAX DEDUCTIBLE CONTRIBUTION TO THE CENTER CITY DISTRICT FOUNDATION. FOR MORE INFORMATION, VISIT SUPPORTCCDF.ORG OR CONTACT KATIE ANDREWS AT 215.440.5529



Center City's Least Favorite Bug

The CCD has received a number of emails and calls regarding sightings within Center City of the Spotted Lanternfly. While its favorite host plant, the Ailanthus tree, is plentiful in the area, this invasive bug is also a threat to local hardwoods found on our streets and in our parks and woodlands. In the fall, these bugs will lay egg masses with 30-50 eggs each.

The state Department of Agriculture advises that people should kill these destructive insects on sight and immediately report sightings online at agriculture.pa.gov or by calling (888)4BADFLY.

Fall & Winter in Dilworth Park

Center City District has a festive calendar of events for all ages. Enjoy free fitness classes, free music, cocktails, karaoke, ice skating, the holiday light show and winter garden, a local makers' market and much more. Visit ccdparcs.org for details.



ROTHMAN ORTHOPAEDICS ICE RINK & ROTHMAN ORTHOPAEDICS CABIN

NOVEMBER 8–FEBRUARY 23

WINTERGARDEN ON THE GREENFIELD LAWN

Presented by TD Bank
NOVEMBER 8–FEBRUARY 23

MADE IN PHILADELPHIA HOLIDAY MARKET

NOVEMBER 23–JANUARY 1
Sunday–Thursday, 11 a.m. – 7 p.m.
Friday–Saturday, 11 a.m. – 8 p.m.

DECK THE HALL LIGHT SHOW

Presented by Independence Blue Cross with support from 6abc
NOVEMBER 25–JANUARY 1

COCKTAILS & COLD ONES

Presented by Shipley Energy
NOVEMBER 13–FEBRUARY 19
Wednesdays, 5 p.m. – 7 p.m.

COLLEGE NIGHTS

NOVEMBER 14–FEBRUARY 20
Thursdays, 5 p.m. – 9 p.m.

SANTA EXPRESS

NOVEMBER 29
10:30 a.m. – noon

HOLIDAY PJ PARTY WITH SANTA

DECEMBER 8 & 15
Sundays, 10 a.m. – noon

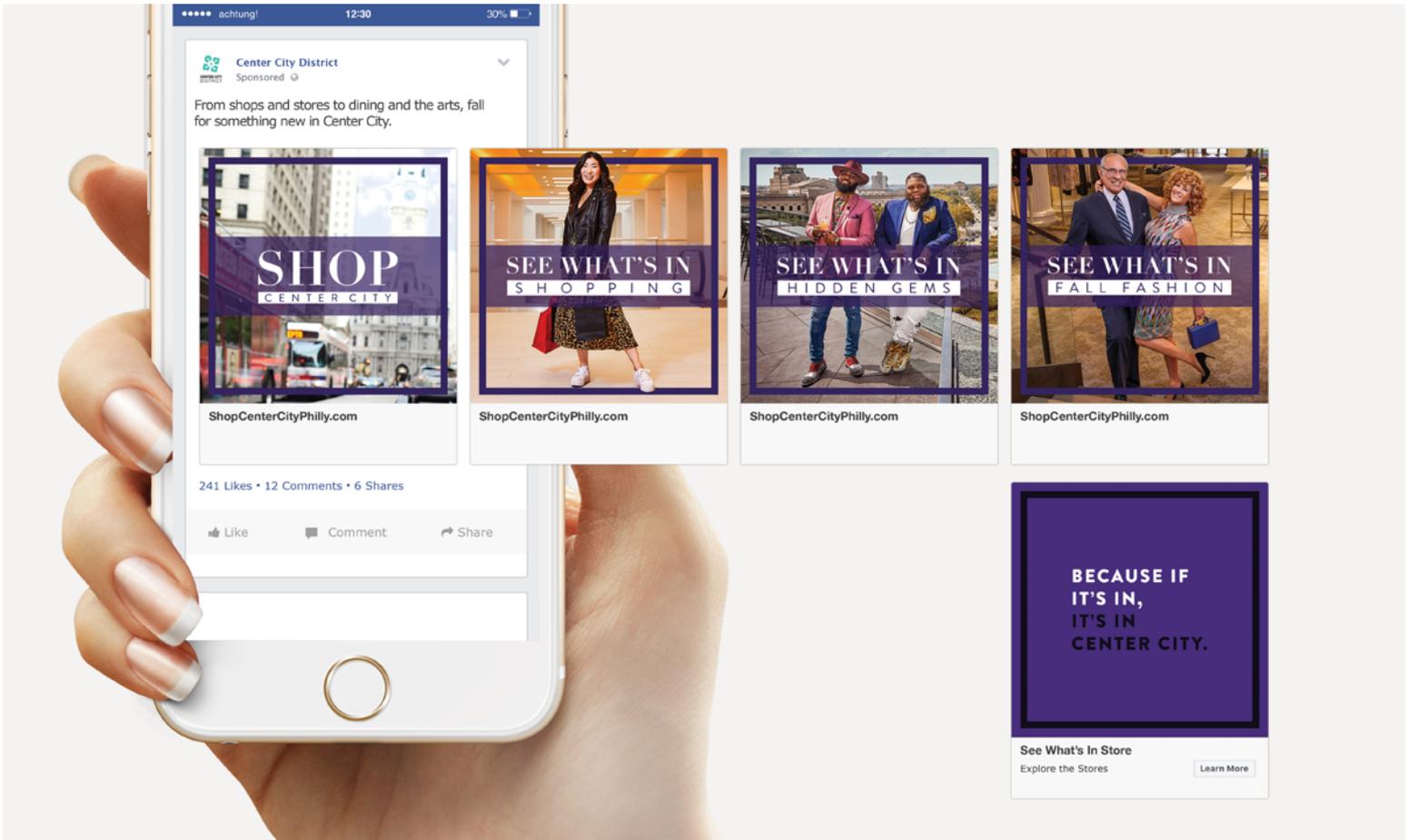
Interested in hosting an event at one of CCD's parks?

To find out about CCD park rentals, call 215.440.5507 or email rentals@centercityphila.org

CHECK US OUT AT
CCDPARKS.ORG



Matt Stanley



Shop Center City

Discover everything Center City has to offer! Our style ambassadors break it down for you.

From the brand-new Fashion District Philadelphia to the iconic Rittenhouse Row and everywhere in between, Center City is home to a vibrant mix of the most stylish local boutiques and sophisticated global brands. Throughout the year, we bring you the latest word on where to eat, drink, shop and have fun from our Shop Center City style ambassadors.

Check out what fashion blogger and former television journalist Anita Oh, Philadelphia Orchestra global initiatives and government relations manager Danielle Allen, Americae CEO and founder Gabriela Guaracao, Philadelphia Fashion Week founders Kevin Parker and Kerry Scott and other fashionable Philadelphians share about their favorite places around town.

Find out more at
shopcentercityphilly.com



@shopcentercity



WE WANT TO HEAR FROM YOU!
 COMPLETE A FIVE-MINUTE SURVEY AT **CCDSURVEY.COM**
 AND BE AUTOMATICALLY ENTERED TO WIN \$250 IN RESTAURANT GIFT CERTIFICATES.
 FIVE LUCKY WINNERS WILL BE CHOSEN AT RANDOM.

Survey closes at midnight on December 2, 2019, so please give us your opinion and suggestions today!

CENTER CITY Digest

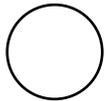


FALL 2019

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 more than 60 years of private-sector commitment to the revitalization of downtown Philadelphia.

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FSC

CENTER CITY DISTRICT
PARKS

DILWORTH PARK WINTER OPENING DAY NOVEMBER 8

DILWORTHPARK.ORG

