



Media Contact:
Jade Trombetta, Brian Communications
PH: 215.313.5002
Jade@briantierney.com

The Avenue of the Arts, Inc. Announces Phase II of New Vision for South Broad Street Project

Judging Panel Selects Bohlin Cywinski Jackson and Jonathan Alderson Landscape Architects, Inc. to Participate in Phase II of "New Vision for South Broad Street" RFP Project

Philadelphia – November 19, 2012 – After an extensive review of innovative and imaginative proposals to rejuvenate South Broad Street, a panel of esteemed judges has selected [Bohlin Cywinski Jackson](#) and [Jonathan Alderson Landscape Architects, Inc.](#) to participate in phase II of the "New Vision for South Broad Street" Request for Proposal (RFP) project. The comprehensive RFP process was organized and implemented by the [Avenue of the Arts, Inc.](#) (AAI), and the [Pennsylvania Horticultural Society](#) (PHS) to celebrate the upcoming 20th anniversary of the famed avenue and utilize this significant milestone to reinvigorate Philadelphia's premier arts and entertainment district.

Ten teams submitted qualifications for consideration and Bohlin Cywinski Jackson, [Cairone & Kaupp, Inc.](#), Jonathan Alderson Landscape Architects, Inc., and [LRSLA Studio](#) were selected by AAI's South Avenue Task Force to develop innovative proposals that will enhance the vitality and attractiveness of South Broad Street going forward. The four teams presented their proposals to a judging panel for final consideration on November 14, 2012. Bohlin Cywinski Jackson and Jonathan Alderson Landscape Architects, Inc. were selected to move forward in the process, working closely with AAI and stakeholders to refine their visions to meet short-term needs and achieve long-term goals.

"We originally sought to select one winning vision from the proposals. However, Bohlin Cywinski Jackson and Jonathan Alderson Landscape Architects created such tremendous visions that we chose to work intimately with both teams to refine their proposals to more directly meet the needs of our stakeholders," said Paul Beideman, president and CEO of AAI. "Implementing a phase II was a strategic decision. It may only be the beginning of this process, but it is an important and powerful beginning for the future of this iconic street."

Bohlin Cywinski Jackson and Jonathan Alderson Landscape Architects, Inc. will present refined proposals in early 2013 and a winner will be selected. The winning vision will be featured at the 2013 Philadelphia Flower Show and be used as a guide to help build the future of the iconic Avenue of the Arts.

"The reinvigoration of South Broad Street is another step in the right direction to attract more residents, businesses and visitors to Philadelphia," said Mayor Michael Nutter. "We fully support the new vision project and are confident that this rejuvenation will help breathe new life into a district that is rich in history and culture."

Carl Dranoff, president and CEO of Dranoff Properties, and AAI board member, funded the RFP project. "All of the presentations were extremely imaginative, and we thank each team for participating. Giving South Broad Street a face-lift will help keep this amazing area current and vibrant to the millions of people that utilize the avenue to work, shop, dine and live," said Dranoff.

AAI will work diligently to connect both teams with stakeholders to create refined proposals that are not only visionary, but practical and financially viable. Through fundraising efforts and fostering partnerships, the



organization will continue to augment awareness of the new vision project to secure the support and funding needed to revitalize the street efficiently and effectively.

“AAI has done a tremendous job with facilitating the new vision project and selecting two proposals that provide opportunities to not only repair the street’s pain points, but also create possibilities that may not have been probable 20 years ago,” said Alan Greenberger, Deputy Mayor for Economic Development and Chairman of the Philadelphia City Planning Commission. “This project presents a true opportunity for South Broad Street, and I hope the city and the people of Philadelphia get behind it.”

“New Vision for South Broad Street” Judging panel, overseen by Avenue of the Arts, Inc. Chairman Dianne Semingson:

Drew Becher, president of the Pennsylvania Horticultural Society

Sean Buffington, president and CEO of the [University of the Arts](#)

Carl Dranoff, president and CEO of [Dranoff Properties](#)

Alan Greenberger, deputy mayor for Economic Development and chairman of the [Philadelphia City Planning Commission](#)

Rahim Islam, president and CEO of [Universal Companies](#)

Paul Levy, executive director of the [Central Philadelphia Development Corporation](#)

Melissa Ludwig, senior vice president and regional director of stores at Macy’s

Marsha Moss, public art curator and consultant

Patricia Wellenbach, chairman of AAI South Broad Street Task Force

About Avenue of the Arts, Inc.

The Avenue of the Arts corridor is a 3.5-mile section of Broad Street, including one block east and west, stretching from Temple University (Glenwood Avenue) in North Philadelphia to Washington Avenue in South Philadelphia. AAI serves as a catalyst for policies, programs and projects that encourage economic and cultural development on the Avenue of the Arts through marketing, beautification projects, and careful planning and research for sustainable growth. Most recently, the International Downtown Association selected AAI’s Building on North Broad Street Initiative for its Merit Award, a recognition Philadelphia and the Avenue of the Arts were awarded over 76 other cities. For more information, visit [www.avenueofthearts.org](#).

About Pennsylvania Horticultural Society

The Pennsylvania Horticultural Society (PHS) is a nonprofit membership organization founded in 1827. PHS offers activities, workshops, and publications for gardeners at all levels. An established leader in community greening, PHS works with citizen volunteers, government agencies, businesses, and other organizations to plan, create, and maintain community green spaces. Proceeds from the Philadelphia Flower Show, as well as gifts from foundations, corporations, government agencies, and individuals, support PHS programs and initiatives. PHS programs include Plant One Million, a multi-state tree-planting campaign, and PHS City Harvest, which provides fresh produce to 1,000 families in need each week.