ULI Philadelphia: Transforming City Avenue

Revitalization and Development Strategies in Bala Cynwyd

June 9, 2026 | 4:00PM – 7:30PM EST | One Belmont - 1 Belmont Avenue, Bala Cynwyd, PA 19004

Join the ULI Philadelphia Housing Product Council for a discussion and tour that will explore the evolution of Bala Cynwyd from car-centric office park to a walkable mixed-use district. Much of Bala Cynwyd falls within the City Ave District, a unique special services district that spans two counties and municipalities–Philadelphia and Lower Merion Township. Hear from local leaders in a panel conversation as they discuss the role that new housing developments, pedestrian improvements, and collaboration have played in the transformation of this neighborhood. In addition to learning more about one of the region's most ambitious suburban retrofits, attendees will have the opportunity to tour The Blayr, a new 217-unit apartment building developed by Federal Realty on the site of the former Lord & Taylor at 145 E. City Ave.

The program is designed to provide an on-the-ground look at how public policy, community partnerships, and private investment are converging to create a more walkable, vibrant, and resilient corridor.

Event Website | Attendee List

Speakers include:

- Moderator: Connor Burke, Principal, Alterra Property Group
- Mark Brennan, Vice President of Development, Federal Realty Investment Trust
- Jennifer Doughtery, AICP, Manager, Real Estate Planning and Development, SEPTA
- Bryan Fenstermaker, President & CEO, City Ave District
- Chris Leswing, Director, Building and Planning, Lower Merion Township

Sponsorship Opportunities: To increase the visibility of your company and the support the goal of this program, please consider sponsorship. To sponsor at any level below, please contact Philadelphia@uli.org.

SUPPORTING - $1,000

- Logo on marketing materials (website, e-mails, etc.)
- Inclusion in event recap or press release
- Logo recognition during program
- 4 complimentary tickets

PINNACLE - $4,000

- Title benefits, plus:
- Top billing, exclusivity (only one Pinnacle sponsor for program
- 16 complimentary tickets

TITLE - $2,000

- Supporting benefits, plus:
- Opportunity to introduce a speaker
- Categorical exclusivity (i.e. only one architect, developer, etc.)
- 8 complimentary tickets