



# the QUEST

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## Meet the UCD's New Executive Director Eric T. Goldstein, RLA

After a national search, the University City District Board of Directors Executive Committee named Eric T. Goldstein, RLA, as the organization's second executive director. Formerly UCD director of Capital Programs and Planning, Goldstein succeeded Paul Steinke on October 15th. He is a registered landscape architect who came to the UCD in May 1998 from the Pennsylvania Horticultural Society. At PHS he managed design and construction for several Philadelphia Green projects including renovation of the Vietnam Veteran's Memorial Park, Azalea Garden near the Philadelphia Museum of Art, and Avenue of the Arts.

For the UCD, Goldstein managed planning, design, construction and fundraising for improvements to University City neighborhoods and along its streets. He brought the highly successful Walk! and Direction Philadelphia® signage system to University City and West Philadelphia, managed design and construction of \$1.2 million in streetscape reconstruction on the 40th Street commercial corridor, and worked with SEPTA and five institutions to plan LUCY, the Loop Thru University City public transit service launched in 1999. Goldstein's most recent and ongoing project is the renewal of Clark Park, encompassing supplemental maintenance for the park, a revitalization plan (funded by The William Penn Foundation), and fundraising strategy. Goldstein's ability to form partnerships with city agencies and departments, elected officials, business, foundations, and other non-profits has resulted in real and visible improvements in the quality of life in University City.

"Eric has been a key leader and innovator at the UCD," stated John A. Fry, UCD board chairman. "He led our highly successful Capital Programs and Planning group. We are highly

confident that Eric's superior abilities and leadership will carry the UCD forward to even greater achievements and long-lasting contributions to the City and region." After moving into his new office, he and Fry have been meeting with the organization's primary funders to confirm their support through June 2007. (Read the "Executive Director's Message" on p. 2 for Goldstein's next priorities for University City.)

In his spare time, Goldstein serves as vice-president of The Woodlands Cemetery Company board and is an avid baseball fan. He lives with his wife Jody and two children, Adam and Kira.



UCD's new executive director, Eric T. Goldstein.

Photo: Top Kat, Inc.

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## EXECUTIVE DIRECTOR'S MESSAGE

[www.UCityphila.org](http://www.UCityphila.org)

Eric T. Goldstein  
*Executive Director*

Lt. Fred Carbonara  
*Commander,  
UCD Police Substation*

John Fenton  
*Director, Clean and Safe*

Paola Gasca  
*Receptionist*

Allison Kelsey  
*Senior Director of  
Marketing & Communications*

Maggie Langdon  
*Executive Assistant*

John Marcelline  
*Public Space  
Maintenance Manager*

Megan McShea  
*Office Manager*

Todd Powers  
*Marketing Coordinator*

Meridith Sauer  
*Interim Director of  
Research and Planning*

D-L Wormley  
*Director of PRIMER*

In my first message as Executive Director I want to relay some personal experiences I have had regarding University City during my first 6 years in Philadelphia. When I arrived in Philadelphia in 1995 I lived in Lansdowne, PA and worked in Center City. My University City "experience" was confined exclusively to what I saw commuting along Chestnut and Walnut Streets. As an urban planner and landscape architect, I remember being unimpressed and, as a result, I never visited University City. Not to shop, or dine, or go to a museum. Nothing. Then on May 2, 1998 I was hired by University City District to develop a district-wide design and planning program. While I did not know the area, I was excited by the challenge of working for a start-up organization. When I arrived, I toured the District and was absolutely astounded by the neighborhood's architecture and greenery. I was impressed with the public transit access and the caliber of the academic, medical and scientific institutions. I thought at that time that there was a place that needs to tell its story. I had been in Philadelphia for 2 1/2 years and had never visited, and I knew I wasn't alone.

Despite these positive impressions, litter and graffiti marred many blocks. Curbs and sidewalks were in poor condition; none of the commercial corridors had adequate lighting or trees, and the neighborhood parks appeared to be poorly maintained. I knew that the place was struggling with its identity as an unsafe community, but it didn't take long to convince me that this was a great community, and where I would like to work.

Now in 2001, I see this community differently. Not only have my impressions changed but also the community itself has improved in very real ways. The streets and sidewalks are visibly cleaner, and the neighborhoods are safer (crime down another 25% this year over last). There is an explosion of economic development at our area institutions, and the desirability of University City as a place to live has led to dramatic increases in home values. Rental occupancy is up over 98%, and for the first time in 10 years student occupancy has increased in the District. Most important is the fact that University City's population grew by nearly 1000 residents from 1990 to 2000, despite predictions that the area would lose more than 6,000 people during that time. The neighborhood has a buzz of excitement and possibility.

My views are those of a fairly recent arrival. Still, take a moment to think back for yourself. I think you will agree that University City has come a long way in a short time. I am happy to have been part of these current "best-of-times" (as one resident put it), and I look forward to working with all of you as we continue to raise the bar for this great community. I thank you all for your continued support of UCD and wish you a happy and healthy holiday season!

Sincerely,



Eric T. Goldstein

[eric@ucityphila.org](mailto:eric@ucityphila.org)

### UCD Board of Directors

John A. Fry, Chairman <i>University of Pennsylvania</i>	Steven M. Altschuler, M.D. <i>The Children's Hospital of Philadelphia</i>	Vaughn Cook <i>Community Representative</i>	Dolores B. Jones <i>Community Representative</i>
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Sally J. Bellet, Esq., Secretary <i>AMTRAK</i>	Joan Myers Brown <i>Philadanco!</i>	Jill M. Felix <i>Univ. City Science Center</i>	Dr. Alice Moyer <i>Community Representative</i>
Joseph G. Trainor, Treasurer <i>University of the Sciences in Philadelphia</i>	Marty F. Cabry, Sr. <i>Community Representative</i>	I. William Ferniany, Ph.D. <i>Univ. of Penn. Health System</i>	Leroy D. Nunery <i>University City Associates, Inc.</i>
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	Colin C. Clifford <i>The Restaurant School at Walnut Hill College</i>	Lindsay Johnston <i>Common Ground Realtors</i>	Larry Starkman <i>Louis Starkman Company</i>

### The UCD Quest:

Allison Kelsey, Editor  
Todd Powers, Design & Layout

# PRIMER Spring Schedule Announced

The fifth season of PRIMER\* workshops continues February 16th. The UCD and the University City Historical Society have once again brought together a knowledgeable – and often entertaining – group of professionals to help those seeking information on the maintenance of older homes.

At each workshop, experts will offer advice about prioritizing projects, budgeting, and identifying and selecting contractors for each type of job.

Courses fill up quickly; register on-line at [UCityphila.org](http://UCityphila.org) or by calling 215-243-0555. All courses are \$10 per person; \$5 for UCHS members or UCD contributors.

\*(Preservation, Restoration, Improvement, Maintenance, and Educational Resources)

## University City Report Card

Keep your eye out for the second edition of the University City Report Card to be published in January. The Report Card is packed with informative demographics and statistics for the district. For more info, contact Meridith Sauer at 215 243 0555 x223 or [meridith@ucityphila.org](mailto:meridith@ucityphila.org).

## UC BRITE Update

By the end of the October enrollment period, 181 properties were signed up for the UCD's matching funds program for exterior lights, UC BRITE. D-L Wormley, director of PRIMER, has seen the difference a lighted street can make. "Not only does outdoor lighting make people feel safe walking the street," she says, "but also it lets neighbors get to know one another. It engenders pride in a neighborhood which leads to further improvements."

Roy Harker of the 4500 block of Chester Ave. agrees. He organized 9 property owners on his block to install exterior lights through the UC BRITE program, and he thinks, "The lighting of the street is almost secondary; what this program is really about is uniting neighbors to improve their piece of University City."

Rehabilitation/Refinancing  
February 16, 10 am - noon  
UCD Operations Center, 3940 Chestnut St.

Sheriff Sales and Act 94  
February 25, 6 - 8 pm  
UCD Operations Center, 3940 Chestnut St.

Landscaping  
March 11, 6 - 8 pm  
UCD Operations Center, 3940 Chestnut St.

University City Exterior House Painting  
April 8, 6 - 8 pm  
UCD Operations Center, 3940 Chestnut St.

Electricity  
April 22, 6:30 - 8:30 pm  
UCD Operations Center, 3940 Chestnut St.

## Landlord PRIMER To Begin in Spring

Due to the success of the PRIMER program, the UCD will offer workshops addressing the particular concerns of landlords beginning in the spring. "Landlords have repeatedly asked me to initiate a PRIMER series devoted specifically to their concerns," said D-L Wormley, PRIMER Director, "and I hope this educational series will significantly improve the quality of rental housing in University City."

Look for topics such as Preserving a Property's Historic Character on a Realistic Budget and Financing Rehabilitation Activities Using Historic Tax Credits.

## UCD Public Safety Services

In conjunction with the University of Pennsylvania's Department of Public Safety, the UCD provides walking escorts and lock-out and jump start assistance in University City 24 hours a day, 7 days a week.

Just call 215-898-WALK (9255).

## Ambassadors Recognized for Outstanding Service

Three Ambassadors have been lauded for exemplary performance by the American Society of Industrial Security. Pedro Alicea and Anthony Livingston were awarded plaques for Outstanding Performance, and Peter Foldi received a certificate for Sustained Superior Performance. Ambassador Operations manager John Fenton nominated them based on numerous examples of their exceptional performance. Ambassador Alicea witnessed an eight year-old boy being struck and dragged by a trolley; he got the trolley to stop, called in medical assistance, and kept the boy calm, still, and conscious until help arrived. Ambassador Livingston noticed a man breaking into a car, and when the man fled he kept a visual sighting until the Penn Police made the arrest. And last spring, Ambassador Foldi found a bag on the sidewalk containing \$1095, located the owner, and returned the money.

It is the dedicated, professional behavior of Ambassadors like these that make the UCD Public Safety program so successful. Working alongside the Philadelphia, Penn, Drexel, and University of the Sciences Police

departments, the Ambassadors serve as the eyes and ears of the district.

It is no surprise, then, that crime is down 24% year-to-date in University City compared with 6% for the city overall.



Photo: Todd Powers

(L-R) Ambassadors Anthony Livingston, Peter Foldi, and Pedro Alicea.

## Ambassadors Lend Disaster Aid in the Big Apple

"We're just happy we could help out" were the words of Ambassadors Sandy Nixon and Alonzo Oliver after

volunteering to spend two weeks in New York City following the September 11th disaster. When the senior vice-president of Allied Security, John Redden, asked for volunteers to assist in security details around the disaster area, Nixon and Oliver didn't hesitate. Allied Security is the UCD's Ambassador program partner.

From September 20th to October 4th, Ambassadors Nixon and Oliver worked alongside the FBI and Secret Service to relocate and secure Deutsche Bank, one of the world's largest international banks. Deutsche Bank's offices were formerly in the World Trade Center. Nixon and Oliver patrolled the bank's perimeter, secured all exits, and performed security checks inside the facility.

So impressed were those in New York by their performance, Nixon and Oliver were asked to stay in New York on a full-time basis. Ambassador Operations Manager John Fenton glowed with pride, saying, "It is employees like these that make University City District and Allied Security what it is today."

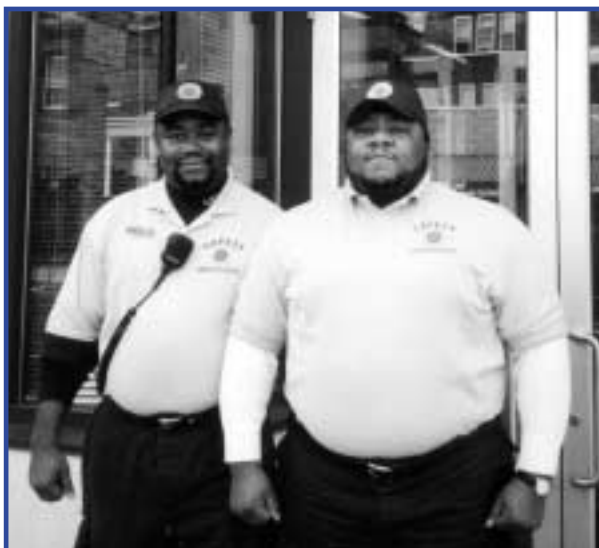


Photo: Todd Powers

(L-R) Ambassadors Alonzo Oliver and Sandy Nixon.

# New Technology Helps Improve UCity Safety

## Current Police Data Show Crime Is Already Significantly Down

There's a new sheriff in town: UCDCAMS – University City District Crime Analysis and Mapping System – a customized software application that maps out police crime data according to spatial boundaries, temporal criteria, and offense categories chosen by the user. This capability – unique among special services districts in the region – enables police and public safety personnel to spot and combat crime trends and hotspots quickly.

UCDCAMS uses GIS (geographic information system) technology to map geographic characteristics such as the UCD boundaries or neighborhoods; landmarks and buildings such as SEPTA stations, schools, transitional housing, and parks; and symbols denoting types of crimes. Dates, days of the week, and times of day also can be specified. Conversely, a user can click on a point on the map and retrieve crime data for that location. Particularly beneficial is that UCDCAMS accesses only data pertaining to the area within University City District boundaries that span parts of 3 police districts (12th, 16th, and

18th). Previously, data was sorted manually every month.

A second application used with UCDCAMS is UCDRDA, or UCD Resource Deployment Application. This software allows police to organize deployment based on CAMS maps by placing symbols for patrol vehicles, bicycle cops, barricades, and foot beats on a map. These can be printed out on demand for roll call or special deployment meetings. The UCDRDA capability is entirely new in this region of the country.

UCDCAMS and UCDRDA were developed by GeoDecisions, a spatial information technology firm and subsidiary of Gannett Fleming headquartered in Harrisburg.

Lt. Fred Carbonara, commander of the UCD Police Substation, and a specially trained officer have been using the applications since the fall. This system, coordination of police, UCD Ambassadors, institutional police and security, and town watch groups have brought *major crime down 24 % this year in University City* through October over

the same period in 2000. Other highlights: Theft from Auto down 70% (the UCD and PPD began a meter sticking program last year), Aggravated Assault with Gun down 54%, and Theft from Person down 51%. This positive trend in University City echoes and in fact exceeds the crime decrease citywide. During January through June this year (the latest period for which statistics are available), major crime citywide was down 6% *while University City's rate was down 23%*.



Photo: Todd Powers

Ambassador Outreach Supervisor  
Rosalyn Lee.

## Ambassadors Trained and Ready

In order to ensure their safety and to maximize their abilities while patrolling the streets, all Ambassadors participated this fall in thorough self-defense training. Tim Michener, director of Security for University of the Sciences in Philadelphia, trained the men, while Stacey Livingston from Penn trained women. Ambassador Program manager John Fenton explained these training sessions. "Not only do they keep the Ambassadors prepared, but also they continue to enhance their rigorous training in order to serve the community in the best possible way."

## Homeless Outreach Gearing Up for Winter

Rosalyn Lee, Homeless Outreach Supervisor, is preparing for a busy season. Utilizing a van donated by Penn, the UCD's 12-member homeless outreach team takes their training to the streets to bring homeless men and women to placement facilities. There, they can get a hot meal and a warm bed in the cold winter months. The program has been a real success; since January 31, 2001 they have brought 362 homeless to shelters.

## Ambassadors Speak to Students

In November, Ambassadors Phil Treadway and Sandy Nixon spoke to over 300 students aged 16 to 24 at the Philadelphia Job Corps Center. Treadway and Nixon explained what types of skills are needed for a career in public safety and described the services that UCD Ambassadors perform, such as street patrols, safety escorts, and lock-out and jump start assistance.

## Good Signs

At long last, WALK! and Direction Philadelphia® signs have been installed on sidewalks and at intersections throughout University City and West Philadelphia. The clear and distinctive signs that first simplified getting around Center City six years ago are now assisting motorists (blue signs) and pedestrians (violet signs) from the Schuylkill River all the way to 63rd Street. The UCD executed the \$450,000 project with the assistance of the Philadelphia Department of Streets and the Foundation for Architecture and with financial support from The William Penn Foundation and the City of Philadelphia through the office of 3rd District Councilwoman Jannie L. Blackwell.

The signs not only will improve wayfinding but also to raise visibility for the 84 University City museums, recreation and sports venues, hospitals, educational institutions, and shopping districts highlighted by the 277 signs.

## UCD to Publish 1st University City Visitors Guide in April

An important function of the UCD Marketing and Communications staff is promotion of the area as a place to visit – whether it’s from Queen Village, Queens, New York, or Queensland, Australia. Thus far in the life of the UCD, Marketing has created campaigns (Go West! 3rd Thursdays), events (Historic Holiday Trolley, Winterfest), publications (University City *Up Close*), a new website (UCityphila.org), and literally got University City on the map – the main Convention and Visitors Bureau map, that is.

The next logical step was to collect essential information about where to stay, where to eat, where to shop, what to do, and how to get here. The result will be a colorful, exciting, and indispensable University City Visitors Guide. The initial print run will be 150,000 copies, and it will be distributed throughout Greater Philadelphia.

Greater Philadelphia Tourism Marketing Corporation awarded the project a \$15,000 Cultural Tourism Marketing grant in December. Other funds will come from the UCD and from ads and listings. For information, contact Allison Kelsey at 215 243 0555 x232 or [allison@ucityphila.org](mailto:allison@ucityphila.org).



Streets Commissioner William Johnson, Foundation for Architecture's Craig Berger, CHOP COO Jeffrey Rivest, Councilwoman Jannie Blackwell, and Eric Goldstein participated in the signage dedication on October 25th.

Photo: Allison Kelsey



Close up of WALK!Philadelphia® sign.

Photo: Todd Powers

### Revised UCity Map & Guide

Where can you get your bike fixed? Where can you get some Ethiopian food? Where exactly is the Tiberino Museum of Contemporary American Art? Find answers to these questions and many more in the updated University City Map & Guide -- a detailed map of the area with listings of institutions and businesses. It's only \$1, so stop in or call the UCD for your copy.

**I wish to contribute the following amount:**

\$25                       \$50  
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Please make your check payable to "University City District." Thank You!  
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**Donate online at [UCityphila.org](http://UCityphila.org) using our secure server!**

## Administrative Staff News

### *John Fenton Takes New Clean & Safe Post*

Ambassador Program account manager John Fenton will move over to UCD administration when he becomes the first director of the Clean and Safe Program on January 2nd. It's clear that he is excited about the new responsibilities.

"I'd like to bring my enthusiasm for our safety services to our cleaning services," he said. "Concern for cleanliness and safety belong together because one influences perceptions of the other." Fenton said that he will spend his first day doing a day's work with the crew to see firsthand what they experience. One idea Fenton plans to explore is finding ways to recognize superior performance and reward it as Allied Security does for the Ambassadors. He looks forward to working with OneSource and UCD account manager John Marcelline, with the Philadelphia Streets Department, and all the UCD's public and private partners.



Photo: Todd Powers

New Clean and Safe director John Fenton.

### *Montanaro Returns to Penn for New Challenge*

Director of Finance, Administration, and Operations Gregory Montanaro will leave his position at the end of December for a new post as marketing manager with the University of Pennsylvania Facilities and Real Estate office. Under his direction, the UCD's public space maintenance program dramatically increased productivity, and the public safety program continued its positive trend in decreasing crime and increasing the perception of safety in University City. His efficacy at building relationships between the UCD and city agencies and area institutions helped successfully tackle challenges such as student move-in and move-out, leaf collection, and code enforcement.

"Greg's work with our Clean and Safe programs led to terrific results for this community," said Eric Goldstein. "He has been a great asset to the UCD. We wish him the best in the future."

### *Sauer Promoted*

Meridith Sauer has been promoted to interim director of Research and Planning (formerly Capital Programs and Planning) while Eric Goldstein's replacement is sought.

### *Position Openings*

Two newly created positions are open: Senior Director of Programs (will oversee Clean and Safe, PRIMER, and Research and Planning) and Senior Director of Development. For information, call the UCD or visit [www.UCityphila.org/about/positions.html](http://www.UCityphila.org/about/positions.html).



## Winter *Up Close* Calendar Available

The winter is bursting with activities in University City. From Brazilian funk to Senegalese film, *Up Close* provides a quick and easy reference to what's happening. For a print copy of *Up Close*, stop in or call the UCD. It's also available on line at [UCityphila.org](http://UCityphila.org).

## Winterfest!

Thursday, December 20th  
5:30 - 9 pm  
Class of 1923 Rink, 3130 Walnut St.

It's the 4th year of free ice time, cookies, and cocoa and \$1 skate rental.

## Historic Holiday Trolley

Thursdays through Sundays, Nov. 23rd - Dec. 23rd & Dec. 24th, 11 am - 5 pm

Take a free ride in an historic 1947 PCC Trolley decked out for the holidays as it makes an excursion loop through University City. The trolley runs from 40th & Market St. to 49th & Woodland Av. and back. You can hop on and off at any time!

Sponsored by UCD, University of Pennsylvania, SEPTA, University of the Sciences in Philadelphia, the freshgrocer, Philadelphia on the West Side and 40th St. Business Association.

The *Quest* is printed by Royalty Press and mailed by United Cerebral Palsy Industries.

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