

Fresh and Local Food in University City

We in University City know that the best organic food is what's grown closest to you. So, UCD in partnership with Farm to City will produce the second annual Friday Farmers' Market @ The Radian. The market will be held every Friday beginning in late summer through November from 11am-3pm at the plaza in front of The Radian at 3925 Walnut Street. The market will feature local and fresh food, bringing specific attention to the fresh produce and artisanal food produced in the area. In addition, University City is lucky to have another seven markets at six different locations. Two operate year round: the Saturday morning markets at Clark Park and at Powelton Avenue & 38th Street.

- Clark Park Farmers Market**
43rd Street & Baltimore Avenue
Thursday, 3pm-7pm (Memorial Day thru Thanksgiving)
Saturday, 10am-2pm (year round)
- University Square Farmers Market**
36th & Walnut streets
Wednesday, 10am-2pm (May 5th thru November 25th)
- Drexel Farmers Market**
Chestnut Street between 32nd and 33rd streets
Tuesdays, 11am-5pm (April thru November 24th)
- Lancaster Avenue Farmers Market**
East of 38th Street at Powelton and Lancaster Avenue
Saturday, 10am-4pm (year round)
- VA Medical Center Farmers Market**
38th Street & Woodland Avenue (north entrance)
Thursday, 10am-2pm (June thru November)



CLARK PARK COMMUNITY GRANTS

UCD and the Clark Park Partnership, a consortium that oversees park maintenance, events, policies and capital projects, has announced it will once again be awarding up to \$3,000 for one or more projects that enhance Clark Park. University City community groups are invited to submit proposals. Guidelines are now available at universitycity.org

UCD Loves Our Parks

On February 9, the Department of Parks and Recreation and the Pennsylvania Horticultural Society celebrated hundreds of dedicated volunteers who work all year on behalf of the City's public parks and singled out UCD for special recognition. UCD was honored for our commitment to all the parks in University City but most especially Clark Park. The citation noted that our commitment to Clark Park is unmatched by any other organization in the city, and reflects the work we have done to promote the Clark Park Farmers' Market, the massive cleanup after the devastating June 2010 storm, and keeping the park clean and safe year-round. UCD oversees the Clark Park maintenance contract, a large-scale commitment to keep the grass cut, prune trees, and distribute fertilizers. For years, this program was paid for via the Party for the Park.

SAVE THE DATES

for these exciting University City summer events!

BALTIMORE AVENUE DOLLAR STROLL

June 2, July 7, August 4 and September 1

Join UCD and the businesses along Baltimore Avenue from 42nd to 50th streets every first Thursday evening this summer for our monthly dollar deals festival.

PHILLY BEER WEEK

June 3-12

Philly Beer Week is the largest beer celebration of its kind in America, featuring festivals, dinners, tours, pub crawls, tastings and meet-the-brewer nights at area bars, restaurants and other locations throughout Philadelphia. Visit phillybeerweek.org for more information.

40TH STREET SUMMER SERIES

June 25, July 23, August 27 and September 24

Following last year's extraordinary performances from the Sun Ra Arkestra and Rennie Harris RHAW, UCD and The Rotunda team up again to make this summer's series the most exciting yet!

UNIVERSITY CITY DINING DAYS

PRESENTED BY WELLS FARGO

July 14-28

Mark your calendars for UCD's popular event featuring pre-fixe three-course dinner specials for \$15, \$25 or \$30. Don't forget to save room for dessert!

FRIDAY FARMERS' MARKET @ THE RADIAN

Late Summer-November

In partnership with Farm to City, UCD's Friday Farmers' Market will focus on fresh produce and artisanal local foods.

UNIVERSITY CITY CONNECTION

The newsletter of University City District



Announcing University City Connection
70,000 employees. 47,000 residents. 52,000 students. 20,000 visitors at one of the busiest transportation hubs in the country. And it's one of the most walkable, transit accessible neighborhoods in Philadelphia. University City is truly one of the great connectors, a place where world class institutions and first class neighborhoods meet, a place that draws students and residents and researchers and entrepreneurs from around the globe and around the corner. Welcome to *University City Connection* (formerly *The Quest*). We hope you enjoy it. UCD would like to offer a very special thanks to University City resident Ms. Gilda Koker for helping us come up with the new name.

Letter from the Executive Director

It's exhilarating to have at our doorstep in University City a big idea whose time has come. Station Square—the planned public space on the south side of 30th Street Station—is currently perhaps the least hospitable pedestrian landscape in University City. It is an unfortunate gateway for the many who enter Philadelphia this way, either visiting for the first time or commuting daily. The site, adjacent to the second busiest train station in the country and between two magnificent historic buildings, is an important gateway to University City and the entire Philadelphia region. With five thousand IRS employees newly transplanted to the old Post Office Building, with the prospect of future Cira buildings and a Drexel hotel, and with the ongoing, exemplary work of the Schuylkill River Development Corporation, this gateway will only grow in vitality and importance.

The Philadelphia City Planning Commission, the Mayor's Office of Transportation and Utilities, and many other area stakeholders participating in a long-standing 30th street task force have engineered an amazing triumph; they seized an opportunity—a broader PennDOT project to rehabilitate bridges around the train station—to lay the foundation for Station Square. By November, the outer parking lane will be reclaimed and hardscaped, literally paving the way for future development. *Article continues on next page.*



UCD Staff toured the future site of Station Square with Daniel Biederman, President of the Bryant Park Corporation.

UCD Prepares Students for Job Opportunities

Last summer, UCD launched the first phase of our new West Philadelphia Skills Initiative (WPSI) with a summer jobs program that provided employment for West Philadelphia youth under the auspices of the WSPI Youth Employment Network (YEN). YEN builds on UCD's award-winning five years of experience providing summer jobs to local high school students. The program not only provides paid employment but also college and career readiness support. This summer, students in good standing who live in West Philadelphia or who attend Paul Robeson, Sayre, University City, West Catholic, Mastery Charter-Shoemaker Campus, and West Philadelphia High Schools are invited to participate. To learn more about UCD's summer jobs program and the West Philadelphia Skills Initiative visit westphiladelphiaskills.org or call 215-243-0555.

- IN THIS ISSUE
- ▶ Clark Park Community Grants
 - ▶ UCD Prepares Students for Job Opportunities
 - ▶ Toward a World Class Innovation Center
 - ▶ Local Summer Events
 - ▶ Station Square: Improved Gateway to University City
 - ▶ Sciences President Wins CEO of the Year Award

Non-profit Org.
U.S. Postage
PAID
Philadelphia, PA
Permit #5055

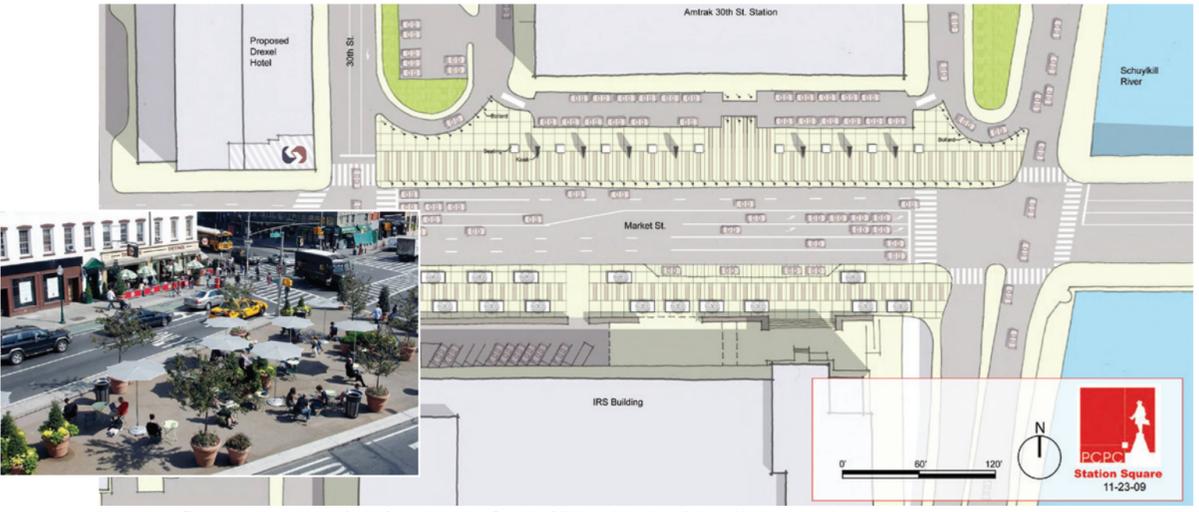
Spring 2011

UNIVERSITY CITY CONNECTION

Ultimately this initial project will serve as a blank canvas for transforming Station Square into an inviting, animated public place, providing amenities such as abundant and comfortable seating, sun and shade, trees and plantings. Station Square should be a vibrant magnet and a source of civic pride. To that end, UCD, with the help of a great many partners and collaborators, seeks to test a set of guiding principles for the future development of Station Square. First, how can we buffer Station Square from six lanes of Market Street in order to filter traffic noise levels and foster a hospitable pedestrian environment? A buffer might take the form of a gently raised area of plantings and should enclose the plaza, while allowing it to be seen from street. Second, how may we contemplate transforming Station Square into a green, inviting space with seasonal horticulture and shade, in the form of medium sized trees and umbrellas? Third, how can we experiment with movable tables and chairs, which allow users maximum flexibility in choosing where to sit in relation to the space, other people, and the sun? Finally, can the space support food kiosks? Food draws people and people enjoying themselves act as magnets for more people. Food kiosks not only hold the potential to help energize the space, but also create a greater sense of surveillance and security.



Station Square should ultimately be a verdant and animated public space, much like Greeley Square Park in New York City.



Main rendering: The current project to advance Station Square. Inset photo: Examples of "lighter quicker cheaper" placemaking interventions in other places.

Because we believe in Station Square and its potential, UCD will be investing in its programming and stewardship. We and our partners are brainstorming events that could take place on Station Square—farmers' markets, concerts and recitals, perhaps even happy hours and yoga classes. We are inspired by the Project for Public Spaces's notion of "lighter quicker cheaper" placemaking interventions as well as many examples orchestrated by New York City's Department of Transportation, where public spaces have been developed by methodically taking small, experimental steps in order to determine what works best rather than beginning with large capital expenses.

As is the case with all of our work, we welcome your feedback and ideas. We also look forward to developing the partnerships—some obvious and some unexpected—that will transform Station Square into a public space worthy of its location.

Sincerely,

 Matt Bergheiser
 matt@universitycity.org

Toward a World Class Innovation Center

UCD, the University City Science Center, and Wexford Science + Technology, the Science Center's development partner, have formed the University City Innovation Collaborative in order to jointly pursue economic development strategies to cultivate University City's innovation economy. To that end, the Collaborative has retained the Economy League of Greater Philadelphia to study the strengths of three other innovation corridors—Cambridge, Mission Bay in San Francisco, and the Cleveland Health Tech Corridor—to inform the creation of a strategy to capitalize on University City's considerable research, health care, and community assets.

The innovation study will look at a wide range of strategies that can be pursued in University City, including placemaking along Market Street. Inspired by Deputy Mayor Alan Greenberger's call for placemaking strategies for 34th and Market Street, the heart of University City's "Avenue of Technology" at one of the innovation study steering committee meetings, UCD asked Interface Studio to help us visualize a denser, mixed-use intersection with active ground floor retail. Interface Studio also proposed a unique wayfinding system for the Market-Frankford line station, which is inspired by the look of both transit maps and the computer chip on the Science Center logo.



Help us keep working for you. Support UCD.

DONATION FORM (mail to: University City District, 3940 Chestnut Street, Philadelphia, PA 19104)

(circle one) \$250 \$100 \$50 other

I have enclosed my check for _____ payable to University City District.

Please charge my credit card (circle one) AmEx MasterCard Visa

Account Number _____

Expiration Date (MM/YY) _____ Security Code _____

We cannot process your donation without the security code!

I would like this gift to recur (circle one) Monthly Quarterly

Signature _____

Name (please print) _____

Address _____

Phone _____

Email _____

Your donation may also be made online at www.universitycity.org/about/donate

Contributions to University City District are tax deductible. UCD is a 501(C) (3) non-profit organization. UCD will never share donor information with third parties. The official registration and financial information of University City District may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, (800) 732-0999. Registration does not imply endorsement.



UCD Responds to Fire Victims

We can't begin to thank all who contributed to the incredible outpouring of support following our call to help those victims of

January's unfortunate fire at the Windermere Court Apartments at 48th and Walnut streets. UCD hauled several dozen truckloads of donations to the Salvation Army in just a few days! Items donated included clothing, toys, baby gear, books, household items, toiletries and more. It warms our heart to see the University City community come together like this and we couldn't have done it without you. Donations came from neighbors, businesses, community leaders, church groups, employees, university officials, and students.



USciences President Dr. Philip P. Gerbino was named Pennsylvania Bio's Frank Baldino Bioscience CEO of the Year

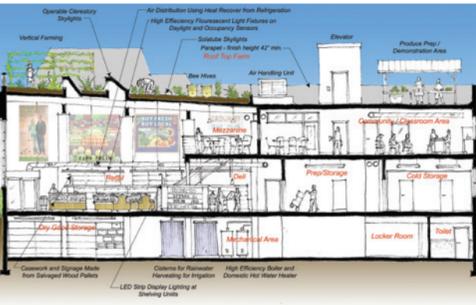
The Frank Baldino Bioscience CEO of the Year Award recognizes a CEO in the Pennsylvania bioscience community whose work reflects the legacy of Dr. Frank Baldino, Jr., founder, and former chairman and CEO of Cephalon, Inc. The recipient will have demonstrated visionary leadership and active participation to advance the industry; he or she will have a record of proven, exceptional achievement as well as a commitment to the biosciences for the benefit of patients.

Dr. Gerbino proudly accepted this award and explained that "Challenges face every CEO today, but in the end, we choose these responsibilities for so much and for so many because of what success means to us. To me, success means creating a new generation of leaders and discoverers who continue to advance knowledge and discovery, to mitigate maladies, to relieve pain and suffering and to sustain life."

Proof of this success is found everyday in the students, alumni and faculty of University of the Sciences. And proof is in the achievements that the institution has earned over the years and will continue into the future:

- USciences ranks in the top 15 percent of comparable institutions whose undergraduates have gone on to complete a doctorate degree in the sciences.
- USciences ranks in the top four percent among comparable institutions whose graduates receive advanced degrees in medical sciences.

These are just two of many examples of what sets USciences apart and what defines Dr. Gerbino as a visionary leader and CEO of the Year. Read more at www.usciences.edu



Mariposa Moves Forward

4726 Baltimore Avenue (soon to be 4824), 215-729-2121
www.mariposa.coop

Mariposa Food Co-op is moving forward with its expansion at 4824 Baltimore Avenue. Making the leap from a 500 square foot storefront open only to members, to a location with five times the space that's open to the entire neighborhood, Mariposa will provide a welcome oasis in the middle of a "food desert." The western reaches of Baltimore Avenue and its surrounding neighborhoods are underserved by fresh food, but Mariposa's expansion will fill the gap by making affordable produce and other fresh, local foods available in the renovated former bank building. Neighbors are encouraged to become members of the co-op in order to enjoy deeper discounts and to contribute to the community-driven operation of the store.



UCD Welcomes Verizon's Doug Smith to Board

UCD welcomes Doug Smith, Vice President—External Affairs for Verizon Pennsylvania, to its Board of Directors. Doug and his team are responsible for matters related to the company's external environment and are the primary points of contact for appointed and elected decision-makers in the state. Doug's team has most recently been focused on bringing Verizon's broadband and video services to Pennsylvanians. Doug joined Verizon after graduating from Drexel University and from the Wharton School at the University of Pennsylvania.