Of all the data and trends analysis contained in this year’s publication, the number that jumps out most is University City’s realization of the 75,000 jobs milestone.

Why is 75,000 a magic number? It means that from nanofab equipment specialists to neonatologists, from software development engineers to clinical programmers, and from carpenters to electricians, University City institutions and businesses are fueling the growth of the regional economy. University City is not simply producing jobs, we’re producing good jobs, creating opportunity in the neighborhood, city and region. From 2008 to 2013, in fact, we’ve seen a 79% increase in middle- to high-wage positions. In a city whose progress has been constrained by tepid private sector job growth, the magical mix of academic, research and commercial partners in University City is leading the region—and much of the country—in the acceleration of economic activity.

As we enter an age of innovation districts, when the cities that succeed are the ones that cluster research and knowledge institutions with talent and start-ups, University City boasts an astonishing 30,000 jobs per square mile. By comparison, Cambridge, MA—always a benchmark for anchor institution-driven development—contains 19,000 jobs per square mile. With job density comes commercial vibrancy. Indeed, eastern University City has seen a 24% increase in food and beverage establishments since 2009 and a recent construction boom resulting in than 10 million new square feet of new development. Remarkably, even as office inventory has grown by 26% in less than a decade, University City has a region-leading 97.4% office occupancy rate. And, as the neighborhood transforms palpably into a dynamic, 24/7 urban center, eight major residential projects have driven an 11% increase in population since 2013.

While job growth, construction figures and commercial vibrancy tell a substantial part of the University City story, qualitative measures revealing a neighborhood of choice abound. Institutions, businesses, communities and civic intermediaries like University City District fully understand that booming commercial infrastructure must be accompanied by commensurate investments in beautiful civic infrastructure. The sustained growth in the development, evolution and improvement of parks, public squares, vibrant streets and attractive transit infrastructure heralds a future University City admired as much for its quality of place as it is for its quantity of jobs, institutions and building projects.

Please enjoy The State of University City, and join us to help create a future of growth, innovation and opportunity.

Sincerely,

Matt Bergheiser
Executive Director
University City District
University City is the region’s leader in education, science, and innovation, boasting world-class universities and medical institutions. The neighborhood is also a destination for food lovers and culture seekers, with internationally acclaimed dining, museums, and galleries; a hub for transportation with some of the most pedestrian and bicyclist-friendly streets in the city; and a leader in employment. A mosaic of high rises and tree-lined streets, anchor institutions and small businesses, University City is Philadelphia’s neighborhood of choice for thousands of people and families from a wide range of backgrounds.
Innovation Surged
The number of patents issued is up 75% over 5 years and 110% since 2006, while R&D spending hovered around $1 billion dollars.

An Increase in Visitors Swelled Hotel Occupancy
Hotel occupancy increased 5% and is up 10% since the recession low in 2009, despite an increase in average daily rates of 9% and a 27% growth in supply.

More Restaurants, Cafes & Bars Opened Their Doors
Driven by growth in the institutional and office core, University City saw an increase of 15% in full service dining establishments and 23% in casual service restaurants since 2009.

Residents Opted to Walk, Bike, or Take Public Transit Rather Than Drive
SEPTA boardings continued their strong recent growth, up 19% since 2009. The percentage of University City residents commuting by foot, transit, or bike increased by 5% since 2000.

Central University City Evolved Towards a 24 Hour Neighborhood with New Residents & Businesses
The number of food and beverage establishments was up by 24% in central University City since 2009. Pedestrian counts in the core have shown continued growth, while counts on Market Street (30th-37th) in particular have shown consistent gains, up 12% since 2012.

A Robust Market for New Developments
University City remains one of the most active markets for new real estate projects in the region, with over 10 million square feet currently under construction or recently completed, representing an estimated value of over 4.6 billion dollars.

Growth at Major Employers Led to More New Jobs
We estimate 75,000 total jobs in University City by the end of 2015, and the number surpassing 76,000 in 2016.

The Office Market Remained Among the Tightest in the Region
At 2.6%, University City’s office vacancy rate has hit its lowest level since 2008, prior to the burst of the real estate bubble. University City’s vacancy rate was the lowest among 27 regional submarkets, even as inventory has grown by 26% since the recession.

The Population Continued to Expand
Between 2013 and 2016, University City will have added roughly 2,500 new units of multifamily housing, increasing the neighborhood’s population by roughly 11%.

The Residential Workforce Became Among the Most Educated in the City
An impressive 56% of University City residents possess bachelor’s degrees or above, compared to 24% in Philadelphia overall.

University Enrollments Grew
In 2015, the number of students enrolled at University City’s colleges and universities surpassed 44,000 for the first time, and has grown approximately 5% over the last 5 years.

Home Values Reached a New High
In 2014, the median home sale price reached a new record high of $316,000, with recent increases spread across neighborhoods.
Real Estate Development and Planning

University City’s real estate growth continues at a breakneck pace. Major residential, office, hotel, and institutional projects continue to alter and expand our growing skyline, including recently completed apartment and mixed-use buildings, significant hospital projects, and the tallest addition to the skyline west of the Schuylkill River, Brandywine Realty Trust’s FMC Tower at Cira South.

The FMC Tower at Cira Centre South Under Construction
When completed, the 49-story building will stand 730 feet and contain 635,000 square feet of office space.

Value of Private Non-Institutional Development Projects in University City

Cumulative Units of New and Anticipated Multi-family Housing in University City

Source: UCD
Current Development
All told, 29 new development projects advanced or were completed in the last 12 months, representing nearly six million square feet of new office, research, academic, and medical space for a projected value of over 2.2 billion dollars. What follows is a summary of the projects continuing to transform University City’s skyline.

ACADEMIC
1. Neural & Behavioral Sciences Building
2. 3901 Walnut Street
3. Korman Center Improvements
4. Perelman Center for Political Science & Economics
5. Perry World House
6. Raymond G. Perelman Center for Jewish Life
7. Richards Medical Research Laboratories

COMMERCIAL / HOTEL / MIXED USE
8. Cira Centre South
9. 3.0 University Place
10. 4634-18 Woodland Avenue
11. Campus Commerce Center
12. The Study at University City

MEDICAL / BIOMEDICAL RESEARCH
13. The Buerger Center for Advanced Pediatric Care
14. Center for Advanced Cellular Therapeutics
15. Henry A. Jordan M’62 Medical Education Center
16. Pavilion for Advanced Care at Penn Presbyterian Medical Center

PUBLIC SPACE
17. The Porch 2.0
18. Market Street Bridge
19. Cira Green
20. Innovation Plaza
21. Korman Quadrangle

RESIDENTIAL
22. 3601 Market
23. HUB 3939
24. 3737 Chestnut Apartments
25. 4224 Baltimore
26. 43rd & Sansom
27. 4619 Woodland
28. New College House
29. The Summit at Lancaster Avenue & 34th Street
Neural & Behavioral Sciences Building

The Neural & Behavioral Sciences Building will put Penn students and faculty at the forefront of the revolution in brain science by bringing the Psychology and Biology Departments, the Biological Basis of Behavior Program, and the Penn Genomics Institute together under one roof.

Developer: University of Pennsylvania
Location: Intersection of University Avenue, 38th Street & Baltimore Avenue
Size: 76,500 square feet
Completion Date: Spring 2016

3901 Walnut Street

This six-story mixed-use office building houses University of Pennsylvania offices and ground-floor retail.

Developer: The Hankin Group
Location: 3901 Walnut Street
Size: 30,000 square feet
Completion Date: April 2015

Korman Center Improvements

This renovation will include an expansion and modernization of the Korman Center, including a new two-story, glass-enclosed “solarium” overlooking the reimagined Korman Quadrangle featuring new walkways, landscaping and seating.

Developer: Drexel University
Location: Between Market & Chestnut streets and between 32nd & 33rd streets
Size: 1,000 square feet
Completion Date: Fall 2017

4

The Perelman Center for Political Science & Economics

The Perelman Center will merge Penn’s Political Science Department and Department of Economics in a new facility combining a rehab of the existing Philadelphia Trust building with a significant new addition to the north.

Developer: University of Pennsylvania
Location: 36th & Walnut streets
Size: 110,000 square feet
Completion Date: Summer 2018

5

Perry World House

The Perry World House will create a gathering place where Penn students and faculty engage with eminent international scholars and policymakers on pressing global issues of the 21st century.

Developer: University of Pennsylvania
Location: 3803 Locust Walk
Size: 16,500 square feet
Completion Date: Spring 2016

6

Raymond G. Perelman Center for Jewish Life

The first facility at Drexel dedicated to Jewish student life, the preliminary design calls for an event space, chapel, meeting rooms, student lounges, offices for Drexel Hillel, a kosher kitchen and a large outdoor patio.

Developer: Drexel University
Location: 118 N. 34th Street
Size: 14,000 square feet
Completion Date: Fall 2016

7

Richards Medical Research Laboratories

Updates to the Louis I. Kahn–designed Richards Labs included interior renovations to repurpose obsolete lab space, central infrastructure upgrades, and exterior repairs to this National Historic Landmark.

Developer: University of Pennsylvania
Location: 3700 Hamilton Walk
Size: 57,000 square feet
Completion Date: Summer 2015

8

Academic

3901 Walnut Street

This six-story mixed-use office building houses University of Pennsylvania offices and ground-floor retail.

Developer: The Hankin Group
Location: 3901 Walnut Street
Size: 30,000 square feet
Completion Date: April 2015

Korman Center Improvements

This renovation will include an expansion and modernization of the Korman Center, including a new two-story, glass-enclosed “solarium” overlooking the reimagined Korman Quadrangle featuring new walkways, landscaping and seating.

Developer: Drexel University
Location: Between Market & Chestnut streets and between 32nd & 33rd streets
Size: 1,000 square feet
Completion Date: Fall 2017

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Developer: University of Pennsylvania
Location: 3700 Hamilton Walk
Size: 57,000 square feet
Completion Date: Summer 2015
3.0 University Place
A new five-story office building, 3.0 University Place will be the first LEED Version 4 Platinum new construction project in the world.
Developer: University Place Associates, LLC
Location: 41st & Market streets
Size: 183,195 square feet
Completion Date: Fall 2017

Campus Commerce Center
Following the completion of the first phase of Campus Commerce Center in 2012, a 136-room extended-stay hotel, phase two will be a Class-A office building partially occupied by the developer, Campus Apartments.
Developer: Campus Apartments
Location: 41st & Walnut streets
Size: 130,000 square feet
Completion Date: Phase 1 - 2012 / Phase 2 - 2017

The Study at University City
This new hotel will feature 212 rooms, approximately 7,000 square feet of banquet/meeting space, a 105-seat corner restaurant and bar and a state-of-the-art fitness center.
Developer: Hospitality 3
Location: 20-40 South 33rd Street
Size: 145,000 square feet
Completion Date: Fall 2016
Medical / Biomedical Research

The Buerger Center for Advanced Pediatric Care
The Children’s Hospital of Philadelphia expanded its facilities on its South Campus, where the LEED-certified Buerger Center consolidates and expands many of its outpatient services. The public and patient spaces that can benefit the most from daylight and a connection to nature have been designed to face the 2.6 acre landscaped plaza, which will connect the ground floor with the Colket Translational Research Building. A 12-story outpatient facility on top of a new, five-level parking garage, the project features a 14,000 square foot rooftop garden, as well as a landscaped plaza designed to support a variety of recreational and educational experiences for families, patients, and staff.

Developer: The Children’s Hospital of Philadelphia
Location: Civic Center Boulevard
Size: 750,000 square foot outpatient facility, 840,000 square foot below grade parking garage
Completion date: Fall 2015

Center for Advanced Cellular Therapeutics
The Center for Advanced Cellular Therapeutics (CACT) will be devoted to the discovery, development and manufacturing of personalized cellular cancer therapies, through a joint research and development program led by scientists and clinicians from Penn and Novartis. The CACT will be constructed as part of the master building plan for the rear of the Perelman Center for Advanced Medicine on Penn Medicine’s University City campus, atop the 8-story Jordan Medical Education Center and South Pavilion Extension. The CACT will adjoin the existing cancer therapeutics floor in the Smilow Center for Translational Research, allowing it to be fully integrated with Penn Medicine’s research and clinical operations.

Developer: Penn Medicine
Location: Civic Center Boulevard
Size: 30,000 square feet
Completion Date: 2016

Henry A. Jordan M’62 Medical Education Center
The Henry A. Jordan M’62 Medical Education Center expands the campus of the Perelman School of Medicine at the University of Pennsylvania by fully integrating education facilities with active clinical care and research lab space, placing students in the midst of the dynamic practice of medicine.

Developer: Penn Medicine
Location: Civic Center Boulevard
Size: 53,000 square feet
Completion Date: January 2015

Pavilion for Advanced Care at Penn Presbyterian Medical Center
The Pavilion for Advanced Care, the new home to Penn Medicine’s Level I Regional Resource Trauma Center, increases Penn Presbyterian’s capacity for patient care and services by combining new features aimed at improving patient and family comfort with modern technologies in order to continue providing the best in critical care.

Developer: Penn Medicine
Location: 38th & Powelton streets
Size: 178,000 square feet
Completion Date: January 2015
The Market Street Bridge

Partnering with Center City District (CCD) and the Schuylkill River Development Corporation (SRDC), University City District (UCD) delivered a major upgrade to the Market Street Bridge, one of the key gateways between University City and Center City. UCD engaged Groundswell Design Group to enhance the walking experience, and to extend the design style of The Porch across the Market Street Bridge. The improvements provide a welcoming connection between the eastern edge of University City, Center City, and the banks of the Schuylkill River.

Developer: University City District
Location: The Market Street Bridge
Size: 15,000 square feet
Completion Date: September 2015

The Porch 2.0

The Porch at 30th Street Station, first introduced in 2011 by University City District, was Philadelphia’s first “lighter quicker cheaper” public space, and involved simple, cost-effective, and fully removable elements. In 2015 the space received a makeover, including a new landscaping design by Groundswell Design Group featuring tiered wooden platforms intermingled with planters and vine canopies; overhead festoon lighting; and custom-designed, brightly colored swings by Gehl Studio.

Developer: University City District
Location: 30th Street Station
Size: 30,000 square feet
Completion Date: September 2015
Innovation Plaza

Innovation Plaza reimagines the 37th Street Walkway between Market and Chestnut streets as an inviting pocket park featuring new landscaping, collaborative spaces, café seating, an entertainment venue, game tables, charging stations, free Wi-Fi, and the Science Center’s new Innovators Walk of Fame, which will celebrate the rich and storied tradition of innovation in the Greater Philadelphia region.

Developer: University City Science Center and Wexford Science + Technology, a Biomed Realty Company
Location: 37th Street between Market & Chestnut streets
Size: 27,200 square feet
Completion Date: Fall 2015

Korman Quadrangle

This green space adjacent to the improved Korman Center will feature new walkways, landscaping, and seating that will make the area more user-friendly and appealing as a public gathering place. Renamed the Korman Quadrangle, it will unify this section of campus by strengthening its linkage with Chestnut Street, Market Street, and the new Perelman Plaza.

Developer: Drexel University
Location: Between Market & Chestnut streets and between 32nd & 33rd streets
Size: 1 acre
Completion Date: Fall 2017

Cira Green

This lush natural space blends the best in environmental stewardship with premier landscape design. Visitors and building tenants will have access to this vibrant outdoor venue for catered company events, as well as for social engagement and various art performances.

Developer: Brandywine Realty Trust
Location: 30th Street, between Walnut & Chestnut streets
Size: 1 acre
Completion Date: September 2015
Residential

3601 Market
This new 28-story, 363 unit apartment building designed with the goal of receiving LEED Silver certification is the first residential project in the Science Center’s 50-year history. It features 14,500 square feet of ground-floor retail, a fitness center, rooftop pool, spaces for bicycles, resident lounge, and parking spaces.

Developer: Southern Land Company
Location: 3601 Market Street
Size: 443,000 square feet
Completion Date: Summer 2015

HUB 3939
HUB 3939 is the second phase of the 40th Street Promenade Project, a mixed-use development near the corner of 40th and Chestnut streets, and includes 65 apartment units along with two floors of retail and office space.

Developer: JNA Capital Inc.
Location: 3939-41 Chestnut St.
Size: 52,789 square feet
Completion Date: September 2015

3737 Chestnut Apartments
This new 25-story tower provides 276 apartments and 6,300 square feet of prime-corner ground floor retail with amenities including a fitness center, resident lounge, parking, secure bicycle storage and a roof deck.

Developer: Radnor Property Group, LLC
Location: 38th & Chestnut streets
Size: 288,000 square feet
Completion Date: Phased Aug. 2015 - Oct. 2015

4224 Baltimore
4224 Baltimore is a proposed 132 unit mixed-use building located adjacent to Clark Park. The project’s design was developed in partnership with the community and features 17,000 square feet of ground floor retail, a public plaza, 60 covered/hidden parking spaces, 50 bicycle parking spaces, and a rooftop amenity space.

Developer: Clarkmore LP/U3 Ventures
Location: 43rd Street & Baltimore Avenue
Size: 138,000 square feet
Completion Date: 2016

4224 Baltimore is a proposed 132 unit mixed-use building located adjacent to Clark Park. The project’s design was developed in partnership with the community and features 17,000 square feet of ground floor retail, a public plaza, 60 covered/hidden parking spaces, 50 bicycle parking spaces, and a rooftop amenity space.

Developer: Clarkmore LP/U3 Ventures
Location: 43rd Street & Baltimore Avenue
Size: 138,000 square feet
Completion Date: 2016
43rd & Sansom

This mixed-use space is a four-story apartment building with two ground-floor commercial spaces.

Developer: Apartments at Penn
Location: 43rd & Sansom streets
Size: 35,000 square feet
Completion Date: February 2016

4619 Woodland

4619 Woodland is a 17-unit new construction luxury apartment building featuring a large ground-floor commercial space.

Developer: HOW Properties
Location: 4619 Woodland Avenue
Size: 27,660 square feet
Completion Date: August 2015

New College House

This 21st century student residence will be the first to be designed and built specifically as a College House since Penn’s popular College House system began in the late ’90s. With 350 beds, a modern dining commons, and master suites, the new College House will offer undergraduates a premier home in which to live, learn, and grow. Student residents interested in particular fields will be able to live in clusters and the House will have its own student-managed program to present speakers and performers—all on a vibrant green quadrangle.

Developer: University of Pennsylvania
Location: 34th & Chestnut streets
Size: 190,000 square feet
Completion Date: Fall 2016

The Summit at Lancaster Avenue & 34th Street

The Summit is a mixed-use project that will kickoff a dynamic transformation of the Lancaster Avenue Corridor with 1,300 new student-housing beds, 19,000 square feet of street-level retail space and a dining facility.

Developer: American Campus Communities
Location: 34th Street & Lancaster Avenue
Size: 580,000 square feet
Completion Date: September 2015
Job growth in University City continues to climb in a neighborhood that already boasts roughly 30,000 jobs per square mile. According to Jones Lang LaSalle Research/U.S. Census Bureau, University City has seen an 80% increase in middle-to-high-wage jobs from 2008 to 2013, and University City District projects that by the end of 2015 it will surpass 75,000 jobs. The residential workforce is among the most educated in the city, with 56% of University City residents possessing bachelor’s degrees or above, compared to 24% in Philadelphia overall.
**Employment**

**THE STATE OF UNIVERSITY CITY 2016**

Jobs By Industry


- Education and Health Care: 77%
- Office: 6%
- Entertainment, Hospitality & Retail: 8%
- Public Services: 5%
- Transportation, Warehousing & Wholesale Trade: 0.6%
- Manufacturing: 0.1%
- Other Services: 2%
- Real Estate & Construction: 1%

**Total Jobs in University City**


**Percentage of Jobs Paying at Least $40,000 per Year**


**University City’s Largest Employers**


*Thermal count for Penn Medicine at all locations in 2014 is 14,914.*
Office Market

At a vacancy rate of 2.6%—compared to 12.9% in Center City and 17.2% in suburban Pennsylvania—University City’s office market is the tightest across 27 regional submarkets. Vacancy is currently at its lowest rate since 2008, prior to the burst of the real estate bubble, even as office inventory has exploded by 26% over the same period. The FMC Tower, currently under construction, will add 635,000 square feet of space in a landmark new tower when completed in 2016.
Businesses see University City as a prime opportunity for storefront retail because of the customer mix of students, large employers, commuters, and full-time residents who occupy the area. Approximately 79,000 square feet of new retail space was added or under construction in 2015. Since 2013 alone, the total inventory of retail space has increased by approximately 7%. In the near future, more than 300 additional hotel rooms and extended stay residences will increase visitor accommodations in the neighborhood by two thirds.
Hotel Occupancy and Average Room Rate

Average Daily Hotel Room Supply and Demand

The Inn at Penn, a Hilton Hotel (3600 Sansom Street)
Colleges and Universities

True to its name, University City is home to Drexel University, University of Pennsylvania, and University of the Sciences. In addition to being excellent institutions for undergraduates, these schools also excel for graduate and post-graduate degrees, offering world-renowned programs like the Wharton School of Business and University of Pennsylvania School of Veterinary Medicine, up-and-coming programs like Drexel’s Thomas R. Kline School of Law, and longstanding standards of excellence like University of the Sciences’ highly ranked Doctor of Pharmacy program. And students aren’t just spending a few years in the area—a 2015 Campus Philly report noted that 64% of college students educated in Greater Philadelphia colleges and universities stay in the region after graduation.

2015 Enrollment

<table>
<thead>
<tr>
<th>STUDENTS</th>
<th>University of Pennsylvania</th>
<th>Drexel University</th>
<th>University of the Sciences</th>
<th>The Restaurant School at Walnut Hill College</th>
<th>Community College of Philadelphia West Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>11,548</td>
<td>16,896</td>
<td>2,339</td>
<td>325</td>
<td>2,270*</td>
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<tr>
<td>Graduate</td>
<td>13,258</td>
<td>9,463</td>
<td>409</td>
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<td>0</td>
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<tr>
<td>Total Students</td>
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<td>26,359*</td>
<td>2,748</td>
<td>325</td>
<td>2,270*</td>
</tr>
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</table>

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<tr>
<th>STUDENT HOUSING</th>
<th>University of Pennsylvania</th>
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<th>University of the Sciences</th>
<th>The Restaurant School at Walnut Hill College</th>
<th>Community College of Philadelphia West Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in campus residences</td>
<td>5,678</td>
<td>4,068</td>
<td>604</td>
<td>127</td>
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<td>in fraternity/sorority</td>
<td>480</td>
<td>232</td>
<td>n/a</td>
<td>0</td>
<td>n/a</td>
</tr>
<tr>
<td>off campus (total)</td>
<td>5,390</td>
<td>12,596</td>
<td>n/a</td>
<td>198</td>
<td>2,270*</td>
</tr>
<tr>
<td>in University City</td>
<td>3,340</td>
<td>n/a</td>
<td>n/a</td>
<td>22</td>
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<table>
<thead>
<tr>
<th>GRADUATE</th>
<th>University of Pennsylvania</th>
<th>Drexel University</th>
<th>University of the Sciences</th>
<th>The Restaurant School at Walnut Hill College</th>
<th>Community College of Philadelphia West Campus</th>
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<tr>
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<td>775</td>
<td>200</td>
<td>36</td>
<td>0</td>
<td>0</td>
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<tr>
<td>off campus (total)</td>
<td>12,483</td>
<td>9,263</td>
<td>n/a</td>
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<tr>
<td>in University City</td>
<td>4,436</td>
<td>n/a</td>
<td>n/a</td>
<td>0</td>
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</tr>
</tbody>
</table>

*Includes 2,313 students on co-op and 5,284 distance learning students. Total students on University City campus is 16,345.
† Includes credit and non-credit students who took classes at the West Regional Center including summer terms.
Hospitals are a key component of University City’s economy. The neighborhood’s medical institutions—Hospital of the University of Pennsylvania (HUP), Children’s Hospital of Pennsylvania (CHOP), Penn Presbyterian Medical Center, and Philadelphia Veterans Affairs Medical Center—employ over 27,000 personnel, and admitted over 85,000 patients in 2014. Two University City hospitals—CHOP and HUP/Penn Presbyterian Medical Center—are ranked in the top ten in the nation, according to U.S. News & World Report.
University City boasts excellent public transit options, constantly improving walkability, and a dedication to bicycle safety. Bicycle traffic between University City and Center City has risen each year since 2005, and the pedestrian experience has changed significantly with the addition of the recent Market Street Bridge pedestrian enhancements. 30th Street Station functions as a major gateway to the region for riders of regional rail, Amtrak, SEPTA trains, buses, and trolleys. All of the excellent transit options have reduced the need for private vehicles in the neighborhood, making it even easier for people to come experience all that University City has to offer.
Bicycling in University City

Average Daily Boardings at University City Rail Stations

Average hourly bicyclists at rush hour

Average Daily SEPTA Boardings

Bicycle Traffic Between University City and Center City

Source: SEPTA, Amtrak, New Jersey Transit

Includes Schuylkill River bridges except Spring Garden Street
Source: Bicycle Coalition of Greater Philadelphia

*Note: Map represents the relative number of trips recorded by riders using the CyclePhilly smartphone app from May to October, 2014. These user trip patterns may not reflect all cyclists.
Source: DVRPC
University City is home to a diverse cross-section of residents ranging from college students to young professionals working in the major educational and medical centers to families and residents who have called this area home for decades. The neighborhood’s cultural and socioeconomic diversity continues to grow due to the high quality of life in University City.

Source: U.S. Census Bureau, 2000 Decennial Census, 2010-2013 American Community Survey
University City Diversity

This measure reflects the probability that any two residents are of different races.

University City Population

University City Educational Attainment

Source: U.S. Census Bureau, 2009-2013 American Community Survey
The housing options in University City are as varied as its residents. The residential neighborhoods of University City offer a variety of distinctive living choices, including large historic homes with wide porches, walk-up apartments, and condominiums, while the areas closer to the eastern end of the district are home to dorms for students and larger apartment complexes. Between 2013 and 2016, UCD will have added roughly 2,500 new units of multifamily housing, increasing the neighborhood’s population by about 11%. In 2014, the median home sale price reached a new record high of $316,000, with recent increases spread across neighborhoods.
Playground Greening at Henry C. Lea School

Started in 2005 as a small group of local parents providing pre-school for their children, West Philadelphia Cooperative School now offers a Toddler, Pre-School and Kindergarten Class at 4625 Baltimore Avenue and is the only co-op school in the neighborhood. The school has created an inclusive community for children and families, reflecting the full diversity of West Philadelphia. West Philadelphia Cooperative School provides a play-based learning environment and gives students the opportunity to learn and explore the natural world, with frequent trips to the local community garden and parks.

The Sadie Tanner Mossell Alexander University of Pennsylvania Partnership School (typically called Penn Alexander), subsidized by the University of Pennsylvania, is recognized nationwide as a model of university-assisted schools. According to the 2013-14 School Progress Report, the Samuel Powel School in Powelton Village ranked second among Philadelphia’s K-4 elementary schools. Thanks to neighborhood and corporate funding, the Henry C. Lea School has broken ground on its Greening Lea project, which will transform the school’s concrete playground into a community asset.

SCHOOL ADDRESS GRADES TYPE
Henry C. Lea School 4700 Locust St. K-8 Public
HMS School for Children with Cerebral Palsy 4400 Baltimore Ave. pre K-12 Private
Islamic Education School 4431 Walnut St. pre K-8 Private
Jubilee School 4211 Chester Ave. pre K-6 Private
Paul Robeson High School for Human Services 4125 Ludlow St. 9-12 Public
Penn Alexander School 4209 Spruce St. K-8 Public
Samuel Powel School 301 N. 36th St. K-4 Public
St. Francis de Sales School 917 S. 47th St. K-8 Private
The City School at Spruce Hill 4115 Baltimore Ave. K-5 Private
The City School at Walnut Street 4501 Walnut St. 6-8 Private
The Workshop School 221 S. Hanson St. 9-12 Public
West Philadelphia Catholic High School 4501 Chestnut St. 9-12 Private
West Philadelphia High School 4901 Chestnut St. 9-12 Public

Exemplary Public Education in a Thriving Community

The Sadie Tanner Mossell Alexander University of Pennsylvania Partnership School (known as the Penn Alexander School) is the result of a historic partnership between the University of Pennsylvania, the School District of Philadelphia and the Philadelphia Federation of Teachers to build a model university-assisted, PreK-8 public school for West Philadelphia children. The Penn Alexander School is a Title One school that serves approximately 550 neighborhood students and has sparked neighborhood revitalization since its inception. The fruits of this rich model of a university-assisted neighborhood public school can be seen in the exceptional accomplishments of the students and teachers: PAS is ranked among the top performing city schools, with students taking top honors in citywide competitions and graduates going on to select city high schools.
Events, Arts and Culture

Arts and culture play a vital role in people’s everyday lives and have a positive impact on a neighborhood. Artists and arts organizations support community building and educational enrichment while also providing entertainment opportunities for businesses and tourists. University City attracts more than half a million arts patrons annually to its unique exhibitions, galleries, and music, dance, and theater performances. UCD is dedicated to working with partners on the promotion and integration of arts and culture; together, we present a variety of free events in both educational and public settings. Annual favorites like the 40th Street Summer Series (pictured above) and the Baltimore Avenue Dollar Stroll (right) bring thousands of people together and introduce them to new intellectual and cultural assets.
Innovation

University City is the area’s leader in science, research and medicine. Discoveries made in the region bring billions of dollars to the economy and that number is expected to grow as new initiatives like the Pennovation Center, the Innovation Neighborhood, and the planned doubling of the Science Center come to fruition. From small companies working out of shared spaces to major leaders in scientific breakthroughs, University City is setting the pace for innovation.
Innovation

THE STATE OF UNIVERSITY CITY 2016

Penn continues to grow its partnership with the IP Group, a commercialization engine dedicated to the translation of university intellectual property. The ongoing relationship has already included mentorship and funding for multiple UPstart companies selected by IP Group. Summer 2015 marked the launch of the first Penn I-Corps Startup Accelerator program, which brings together faculty-student teams for a series of workshops designed to further business ideas, aiming to commercialize university technologies. In September 2015, AOL Founder Steve Case visited Penn as part of his “Rise of the Rest” Tour. He met with student entrepreneurs and innovators, learning about their startup companies and inventions.

Researchers at the Center for Injury Research and Prevention at The Children’s Hospital of Philadelphia (CHOP) have developed and scientifically validated the Simulated Driving Assessment (SDA), a novel tool to assess the skills of novice teenage and adult drivers. Drawing on over a decade of research, the simulator’s 35-minute interactive video presents users with 22 high-risk driving scenarios. Many recently licensed drivers have not mastered the complex hazard-avoidance driving skills needed to avert crashes, so the SDA identifies specific driving errors to focus upon in further training or coaching. CHOP’s Open Canvas program, under DreamIt Health’s business accelerator program, aims to bring the SDA into broader use.

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Swarms of microscopic, magnetic, robotic beads could be scrubbing in next to the world’s top vascular surgeons—all taking aim at blocked arteries. Mechanical engineers at Drexel University are creating these microrobots, which look and move like corkscrew-shaped bacteria, as a part of a surgical toolkit being assembled by the Daegu Gyeongbuk Institute of Science and Technology (DGIST) in South Korea. Drexel professor MinJun Kim, PhD, is contributing his team’s extensive work in bio-inspired microrobotics to the $18-million, 11-institution international research initiative, in which Drexel is the only US representative. Kim’s robotic “microswimmer” technology is small enough to navigate in the bloodstream like a tiny boat, and one day the team hopes that it will be used to clear blocked arteries and save lives.

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Drexel and Wexford Reveal Plans for $1 Billion Dollar uCity Square

Drexel University City Development, LLC, a joint venture between Drexel University and Wexford Science and Technology, a BioMed Realty company, purchased the 14-acre site of the former University City High School, Charles Drew Elementary School, and Walnut Center in June 2014. The remediation and demolition of the site are expected to be complete by November 2015, with the construction of new infrastructure (such as streets, sidewalks and utilities) starting shortly thereafter.

The $1 billion development plan for the site totals more than 2.8 million square feet and includes plans for new academic, laboratory and research space surrounded by residential, retail, open space and a potential K-8 school, creating a dynamic new neighborhood hub.

As part of the redevelopment, Wexford and the University City Science Center have joined forces to expand the Science Center campus into a thriving mixed-use environment known as uCity Square. This expansion will enhance its appeal as a destination for innovative national and international companies, residents and visitors, and re-imagine University City as a vibrant Knowledge Community. uCity Square will serve as a world-class innovation hub where Philadelphia can grow, retain and recruit new companies that create high-skilled, high-wage jobs for the community.

Location: 36th - 38th streets, Filbert Street-Lancaster Avenue • Size: 14 acres
Drexel’s Innovation Neighborhood

Drexel’s Innovation Neighborhood, a 10.11-acre project situated next to Amtrak’s 30th Street Station will create a new gateway to Drexel’s campus and University City. Drexel is moving into the final stages of its RFP process to select a master developer for Innovation Neighborhood that will house technology partnerships, industrial joint ventures, interdisciplinary academic and research programs, business incubators and more. Offices and laboratories, classroom space and residential and retail property will develop in tandem to create a dense, mixed-use neighborhood. It is the centerpiece of Drexel University’s strategic focus on research, technology transfer and economic development.

Innovation Neighborhood will be the first phase of development surrounding 30th Street, creating the momentum needed to fulfill the vision of the final Station District Plan.

Opened in 1927, the former Provident Life Insurance Company at 4601 Market Street is in the design phase to become the City of Philadelphia’s Public Safety Services Campus. At the heart of a 15 acre campus, the 325,000 square foot PSSC is designed to be LEED Silver and will house state of the art facilities for Police Headquarters, the Medical Examiner’s Office and Morgue, and Department of Public Health Laboratories. The project is scheduled to open in 2018.

Launched in the summer of 2014, the Philadelphia 30th Street Station District Plan is a long-range joint master planning effort led by Amtrak, Brandywine Realty Trust, Drexel University, the Southeastern Pennsylvania Transportation Authority (SEPTA), and the Pennsylvania Department of Transportation (PennDOT). The effort envisions 30th Street Station at the epicenter of a dynamic, urban neighborhood full of opportunities for community development, economic growth and improved transportation connections.

The focal point of the study is a 175 acre area surrounding 30th Street Station, including Drexel’s Innovation Neighborhood campus and approximately 88 acres of rail yards owned by SEPTA and Amtrak. Through the two year planning process, the project team will address current conditions within the existing station, identify commercial development opportunities and the potential development of air rights above the rail yards, and enhance the long-term capacity for trains, passengers and connecting modes to accommodate the anticipated growth in demand and services.

Now approximately halfway through the planning process, the Project Team has developed and publically presented three alternative District Plan visions, demonstrating the breadth of design elements available for inclusion in a comprehensive, single vision for the 30th Street Station District Plan. The alternatives looked to enhance the public realm, expand the transit network and usher in bold development to create Philadelphia’s next great neighborhood. The three options were evaluated by the public and other stakeholders and will be further refined to create a single vision for the 30th Street Station District that will be revealed in the summer of 2016.

Philadelphia 30th Street Station District Plan

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The 23-acre Pennovation Works site, (3401 Grays Ferry Avenue), sits adjacent to Penn’s campus and Health System on the Grays Ferry Crescent of the Schuylkill River. This new development is devoted to advancing research and innovation, and the commercialization of research into new products, services and entrepreneurial ventures. It aligns with the Philadelphia Industrial Development Corporation’s (PIDC) master plan for revitalizing the Lower Schuylkill River. This strategic location has the potential for creating a new keystone that secures University City, Center City, and the lower river PIDC Innovation District as the three engines of Philadelphia’s economy.

Pennovation Works will be anchored by the Pennovation Center, a 58,000 square foot facility opening in August 2016 that will be a hub for innovators from all disciplines to collaborate and exchange ideas. Upon completion, the three-story Pennovation Center will house a mix of tenants in a combination of private office suites, basic wet and dry labs, meeting and conference rooms, special event spaces, and a coworking space with over 200 desks supporting individual entrepreneurs and startups seeking an affordable and flexible office. The facility will feature five “Startup Garages”—spaces that evoke the concept that some of the world’s most famous inventions and businesses began in garages.

Since 2010 an innovative tenant mix has steadily emerged at the Pennovation Works. The $37.5 million project phase will also include utility infrastructure and site work, as well as aesthetic enhancements and signage.
UCD’s Impact on the Neighborhood

University City District (UCD) is a partnership of world-renowned anchor institutions, small businesses and residents that creates opportunity, and improves economic vitality and quality of life in the University City area of West Philadelphia. Our primary mission is community revitalization. We work within a place-based, data-driven framework to invest in world-class public spaces, address crime and public safety, bring life to commercial corridors, connect low-income residents to careers, and promote job growth and innovation.

Transforming Public Spaces

University City District strives to be at the forefront of placemaking and urban design initiatives in Philadelphia. UCD improves and enhances existing areas through placemaking efforts such as The Porch at 30th Street Station and the Market Street Bridge, and has made major strides with The 40th Street Trolley Portal, our next signature space set to break ground in 2016.

The Porch At 30th Street Station

Since its introduction in late 2011, The Porch at 30th Street Station has become one of Philadelphia’s most vibrant public spaces. The Porch is located next to the third busiest Amtrak station in America, with 16,000 people passing through the site daily and 18,000 employees within a five-minute walk. Four years after its development, UCD introduced the first major set of upgrades to The Porch. A local firm, Groundswell Design Group, developed and implemented a plan that added tiered wooden platforms intermingled with planters and vine canopies. The space offers a variety of comfortable and intimate spaces for people to lounge and linger. In addition, building on UCD’s momentum as a leader in innovative social seating, San Francisco-based Gehl Studio created custom-made, brightly-painted wooden swings. Overhead festoon lighting was added for additional charm. Creative programming from pop up concerts to theater and dance performances all add to the vibrancy of this celebrated space. Improvements to The Porch are made possible by generous grants from the John S. and James L. Knight Foundation as part of their Knight Arts Challenge grant and ArtPlace.

Market Street Bridge

UCD, Center City District (CCD), and the Schuylkill River Development Corporation (SRDC) partnered to refresh the Market Street Bridge, one of the key gateways between University City and Center City. The improvements, which include planters and bleachers for sitting and relaxing, enhance the pedestrian experience and provide a welcoming connection between the eastern edge of University City, Center City, and the banks of the Schuylkill River.
40th Street Trolley Portal

In partnership with SEPTA, the City of Philadelphia, and a committee of neighborhood leaders and stakeholders, UCD continued work in 2015 toward its goal of transforming the 40th Street Trolley Portal from a blighted and unsafe place into a new hub of activity at the heart of University City. When completed, the Portal will be a vibrant and social space, featuring a bosque of trees, lush wildflower mounds, movable tables and chairs, native horticulture, artful lighting, and boulders for creative play. In addition, the Portal will feature a new restaurant with a green roof that will serve as a community asset for neighbors and the thousands of people riding the trolleys. UCD will soon share information about the restaurant operator, selected through an RFP process.

Once complete, the Portal will demonstrate the powerful combination of great urban design, infrastructure renewal, neighborhood support, and innovative responses to economic growth. This green demonstration project will increase transit ridership, serve University City’s critical jobs base, and elevate University City’s status as one of the most desirable and profitable places to live, work, and do business. UCD has raised more than $1.7 million from community residents, foundations, private supporters, the Commonwealth of Pennsylvania and the City of Philadelphia, and the effort is a remarkable testament to the generosity of our community.

Parklet Program

University City District introduced Parklets — temporary seating platforms that replace one or two parking spaces with a small vibrant park — to Philadelphia in 2011. In 2015, UCD created and maintained 6 Parklets, including its largest yet: a 60-foot-long, 6-foot-wide wooden platform landscaped with lush plantings and furnished with nine café tables located at 40th Street between Sansom and Walnut streets. UCD research has found that Parklets are often highly social spaces that contribute substantially to sidewalk vitality and increase sales at adjacent businesses by 20%.

Cedar Park Pedestrian Plaza

University City District, working in close collaboration with Cedar Park Neighbors, the City of Philadelphia, and the adjacent stakeholders, plans to enhance Cedar Park with the creation of a new pedestrian plaza. The plans involve an extension of Cedar Park through a connection to an existing adjacent landscaped plaza. A poorly utilized and dangerous vehicle cut-through between Baltimore Avenue and Catharine Street will be converted into a lovely new pedestrianized space with planters, bike racks, and temporary play equipment for the community to enjoy.

Connecting Employers to Local Talent

In 2015, University City District’s West Philadelphia Skills Initiative (WPSI) continued its successful run of connecting employers seeking talent with unemployed residents seeking opportunity. WPSI worked with notable companies such as Children’s Hospital of Philadelphia (CHOP), Allied Barton Security Services, SodexoMAGIC, Impark, and more. Before joining the WPSI program, the average 2015 participant was unemployed for over a year, some as long as 17 months. 91% of program graduates were placed in employment after graduation and earned an average wage at placement of $13.58 per hour (87% higher than Philadelphia’s minimum wage).
Maintaining a Safe and Beautiful Neighborhood

University City District is dedicated to improving the neighborhood. Our public space maintenance crews work seven days a week to clean and enhance more than 160 University City commercial and residential blocks. Our safety ambassadors patrol University City streets each day from 10am-3am, and provide walking escorts, vehicle assistance, and transports to homeless shelters.

UCD’s Landscaping Venture

In 2015, UCD launched this new program, designed to leverage the accomplishments of the West Philadelphia Skills Initiative with our in-depth experience of maintaining the physical vibrancy of University City. Participants in this landscape program received hundreds of hours of job-readiness and technical skill training, as well as exposure and connections to marquee landscaping employers. UCD hired three graduates full time as part of our landscape crew and is focused on providing horticulture services within the community. The Landscaping program was funded with support from the Job Opportunity Investment Network (JOIN) Win-Win challenge.

Investing in Neighborhood Assets

Project Rehab

Like nearly all thriving urban neighborhoods, University City has parcels and properties that are derelict, abandoned, underutilized, or otherwise not fulfilling their potential. These properties can have a devastating impact on their surrounding communities and they represent safety hazards, uncollected taxes, and costly demolition fees to the City.

In 2011, UCD established Project Rehab to transform problem properties into neighborhood assets. Working through a partnership of neighborhood groups and City agencies, Project Rehab works creatively and comprehensively to unlock the economic potential of vacant and underutilized properties and leverage private investment for their redevelopment. Since the program’s inception, Project Rehab has unlocked over $7 million dollars of real estate value in formerly problem properties, creating an additional $13 million dollars in value for adjacent properties.

The Dirt Factory

In 2012, University City District transformed a vacant property on Market Street into a free community composting facility and education center. Since then, The Dirt Factory has made a significant difference in the community through organic waste collection and community education. The compost created from fallen leaves and food scraps has been used in community gardens and landscaping projects all around University City. The Dirt Factory has generated approximately 23 tons of finished compost that has been distributed to the community and used in UCD’s landscaping projects.

Building Community

University City District executes many community events to help bring neighbors and businesses together, from farmers’ markets and festivals, to movie screenings, to concerts, and other free events.

Baltimore Avenue Dollar Stroll

One of the most popular and successful of these initiatives is the Baltimore Avenue Dollar Stroll. Thousands of people flock to the area to sample $1 specials from local businesses and enjoy free entertainment.

University City Dining Days

In 2015, University City Dining Days celebrated its eleventh anniversary. The promotion was designed to bring additional business and exposure to area restaurants during the typically slower summer season. Tens of thousands of diners take advantage of special menus and three-course dinners at dozens of delicious local restaurants.

Programming Outdoor Spaces Throughout The District

Whether it’s The Porch, Clark Park or a campus greenspace, UCD has activated many public spaces throughout the district. Through creative programming and partnerships, some of Philadelphia’s most-talented and diverse dance, musical, theater, and arts groups have been presented to the University City community and beyond.
Membership Program

University City District’s Membership Program connects leading businesses in and around University City with exclusive networking opportunities, custom research, and other members-only benefits while fueling UCD’s collective economic impact.

Networking and Information
- Priority invitations to annual tours of University City development projects
- Priority access to custom market research, data runs and GIS analysis for project-planning purposes
- The opportunity to guide original research and analysis and shape ideas to improve the business climate and quality of life in University City
- Quarterly newsletter on University City development trends and market data, emailed exclusively to members.
- 100 copies of State of University City annual report for distribution to partners, stakeholders and tenants

Marketing and Promotion
- Table/tent presence at one consumer-oriented UCD event each year (for example, Baltimore Avenue Stroll, 40th Street Summer Series, and Movies in Clark Park)
- Banner ads in up to three UCD e-newsletters per year; each is sent to a distribution list of 5,500 residents, students, partners and civic leaders
- Priority presence in UCD’s emerging residential marketing campaigns

Business Services
- One day of free special event ambassador and/or public safety coverage at your University City property(ies)
- Priority access to graffiti removal services, special UCD trash pickups, move-in/move-out services and public space maintenance services

Collective Economic Growth
Your membership also supports core UCD services, including:
- 120,000 public safety patrol hours/year
- More than 4,400 nighttime walking escorts of University City students and residents to their homes
- 44,000 hours of public maintenance services/per year, including 90,000 bags of trash removed and 3,000 graffiti tags erased
- Major investments in University City public spaces and gateways, including The Porch at 30th Street Station, Market Street Bridge, the 40th Street Trolley Portal, pedestrian plazas and parklets
- Special events that attract more than 50,000 annual attendees from across the city and region
- Advertising and press partnerships that result in more than 1.3 million dollars of annual media value in selling University City
- Intensive, ongoing efforts to recruit retail prospects and support commercial corridors

For more information about UCD’s Membership Program, contact the development office at 215.243.0555.
A very special thanks to our State of University City sponsors:

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