



# UNIVERSITY CITY CONNECTION

Fall/Winter 2012



## STATE OF UNIVERSITY CITY 2012: CELEBRATING PROSPERITY AND POTENTIAL

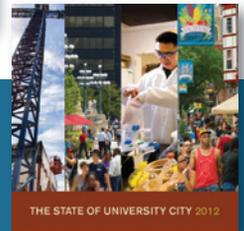


UCD is pleased to announce the release of *The State of University City 2012/13*. More than 50 pages of color charts, statistics, photographs, and stories help demonstrate why University City and its concentration of economic activity are unmatched in all but a few communities in the country. With 70,000 jobs, \$3 billion in current real estate projects, \$3 billion dollars in R&D spending into new cures and discoveries, and home to 27 acres

of new green space, University City has all of the signs of a world-class neighborhood.

Built on the indispensable foundation of clean and safe, UCD has steered its work to match the vision of its partners, and to create new possibilities for the neighborhood. From The Porch at 30th Street Station to parklets and pedestrian plazas to transforming public space with art and even a neighborhood composting facility, UCD continues to put its stamp on one of the most vibrant and vital neighborhoods in the region.

On Monday, October 1, UCD and hundreds of stakeholders and civic leaders gathered to celebrate the last year of accomplishments and to imagine the future of University City. The evening included an inspiring speech from Josh Kopelman whose firm First Round Capital—the most active seed-stage capital firm in the country—recently moved to University City.



### NOW ONLINE

**Download** a copy of *The State of University City 2012/13* publication online or visit UCD to pick up a hardcopy (3940 Chestnut Street, M-F, 8:30am-5pm).

Visit our YouTube channel (from our home page) and **Watch** three new videos that showcase UCD's work including a creative look (using timelapse!) at how UCD's work comes together every day.

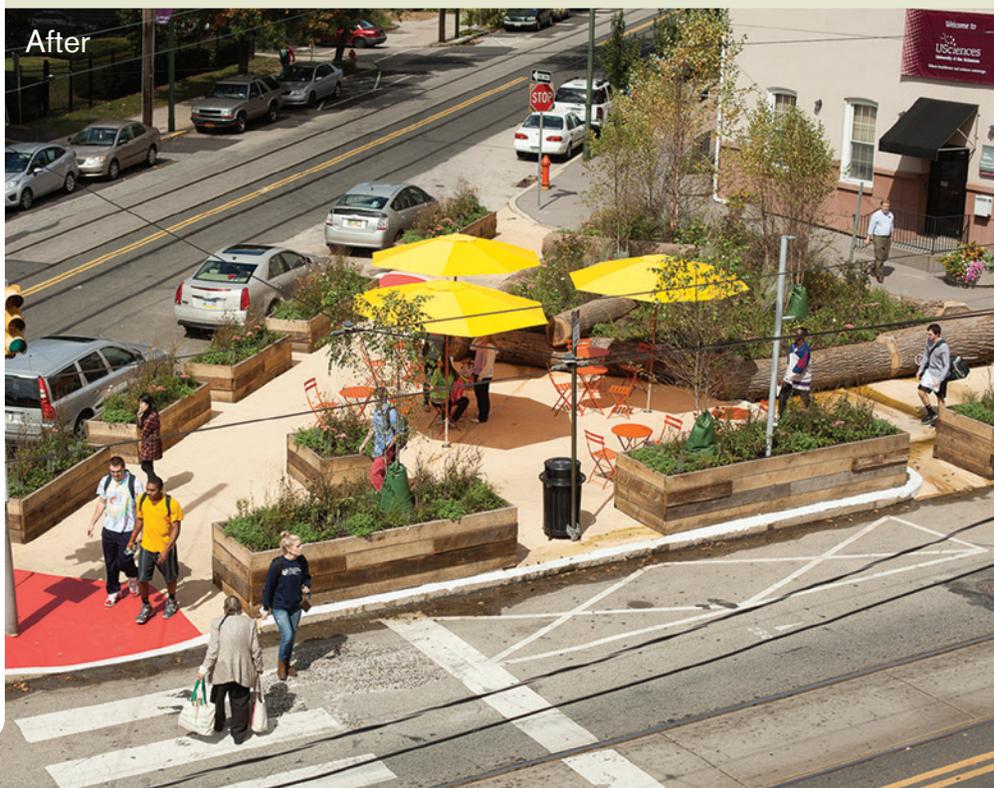
**Visit [universitycity.org](http://universitycity.org) today for the latest on University City and UCD.**

## WELCOMING WOODLAND GREEN

UCD partnered with the Mayor's Office of Transportation and Utilities and the Philadelphia Streets Department to transform a lifeless traffic island and a redundant stretch of street into a verdant oasis with reclaimed trees, planters, bistro tables and umbrellas for all to enjoy.



Before



After

## FROM THE DESK OF THE EXECUTIVE DIRECTOR

The best way to celebrate the past is to look to the future. That's the approach UCD took on the occasion of its 15th anniversary, using our October 1 State of University City event to imagine the next 15 years in this community. Imagine a University City bursting at the seams, with the eastward growth of Drexel and Penn and CHOP connecting the urban fabric of University City and Center City. Imagine a neighborhood bustling with young companies, sparked by recent moves like that of First Round Capital to 4040 Locust Street. And imagine vibrant, dynamic streets in places once dominated by automobiles, as the vision of Drexel's master plan and Brandywine's gateway building efforts become reality.

Imagine, too, a UCD that builds on its first fifteen years to continue to invent new possibilities for University City. The future will be shaped, in part, by the seeds we are planting today – by reclaiming once dormant spaces like The Porch and Woodland Green, by bringing life to University City streets through parklets and Dollar Strolls, by remaking vacant lots into community-serving places like the Dirt Factory and by propagating new opportunities through the West Philadelphia Skills Initiative.

We have it within our grasp to continue to make University City everything we imagine it to be. After all, a place with 70,000 jobs, a place with institutions and businesses genuinely committed to community and to growth, and a place with a collective vision for density and dynamism is a place that can help shape the destiny of an entire region.

We look forward to creating the future with all of you.

Sincerely,



Matt Bergheiser, Executive Director, UCD

## THE POWER OF PARKLETS



This summer, UCD deployed three parklets around University City. Parklets are wonderful pedestrian amenities that enhance street life, but did you know that they can have a significant economic impact? We found that our parklets can lead to an average of 20% increases in sales for adjacent businesses. The most dramatic impact was with our 44th Street parklet which debuted in August. The dual hosts of Honest Tom's Taco Shop and Lil Pop Shop have seen dramatic upticks in business since the arrival of the parklet. In fact, Honest Tom's shows a 40% increase in sales beginning the day after the parklet was installed and holding consistent since its debut. The increase was such that Tom added two additional kitchen staffers to keep up with demand. That's right; the parklet created two jobs. This proves to us that these much needed and loved public spaces are not only generators of economic vitality but also a gathering space with plantings and moveable tables and chairs for all to enjoy.

If you are interested in learning more about UCD's parklets, please contact UCD Capital Projects Manager Nate Hommel at [nate@universitycity.org](mailto:nate@universitycity.org).

# Last year, the area that we now know as The Porch was 34 parallel parking spaces

*Over the last year, it became...*

**250**  
places to sit



**20**  
gourmet food trucks



**13,500**  
al fresco lunches



**19** farmers' market days



**637**  
commutes intercepted daily



**1,008**  
yoga sun salutations

**1,165,000**  
private dollars raised



**1600**  
rounds of miniature golf

**38**  
trees



**1,553**  
first impressions of Philadelphia



**10,391**  
flowers planted

**1** praying mantis habitat

**68**  
planters

**2**  
art openings

**75**  
planned musical performances



**1,224**  
impromptu piano rhapsodies

**400**  
free at noon concertgoers



In November, 2012, UCD celebrates the one-year anniversary of The Porch at 30th Street Station. Once a congested parking lane and bland, barren sidewalk, The Porch has quickly become one of the most animated public places in Philadelphia, with amenities such as abundant seating, vibrant seasonal plantings, ongoing performances, a weekly farmers' market, yoga classes and a variety of special events such as The Porch Beer Garden, WXPB's Free at Noon concert, and mini-golf. Wait until you see what we have in store for 2013!

# UCD WELCOMES . . .

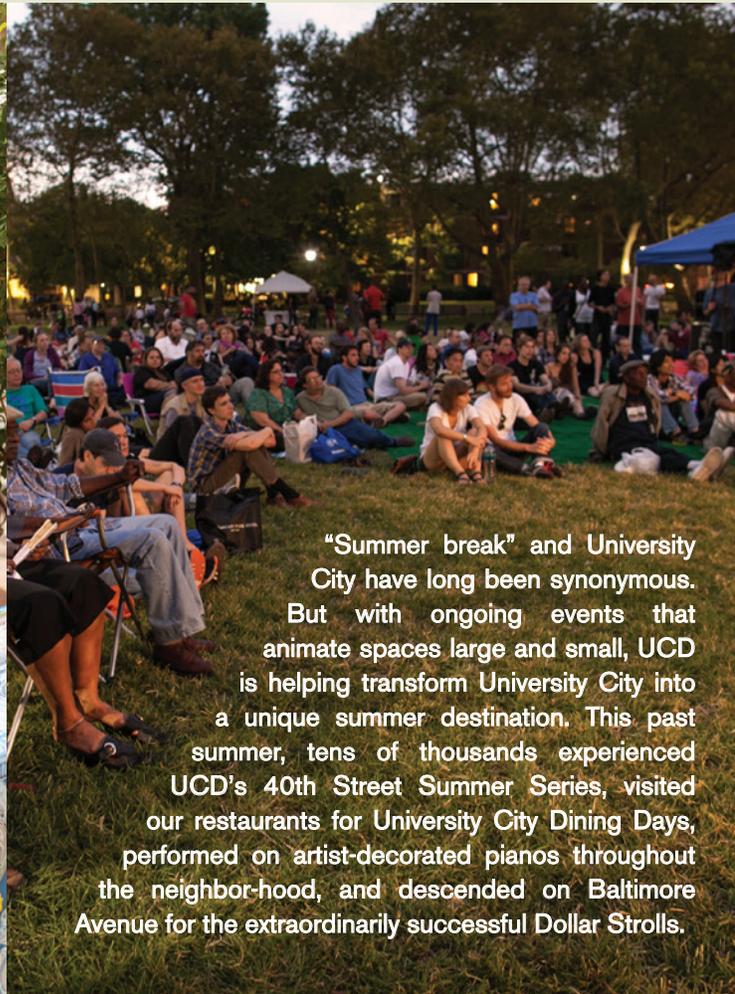
## SHARON THOMPSONOWAK AS PROGRAM MANAGER FOR THE WEST PHILADELPHIA SKILLS INITIATIVE



For the last ten years, Sharon’s career has focused on building capacity in organizations, communities, and individuals through education and program development. She has worked in diverse settings that range from an Anthroposophical farming community to a Beijing public school to an academic research library, and she also spent two years working in Haiti with an education and advocacy program. She managed UCD’s Summer Jobs Program for two summers before joining the WPSI staff full-time in August, 2012. Sharon holds graduate degrees from Temple University and Vanderbilt University, as well as a Certificate in Nonprofit Management through the Phoenixville Community Health Foundation and the Nonprofit Center at LaSalle University’s School of Business. She and her husband garden and cook in East Kensington, and although she loves treasure hunting at thrift shops and flea markets, her prized possessions are her passport, bicycle, and library card.

## ANDRE MCGILL AS A MEMBER OF UCD’S PUBLIC SPACE MAINTENANCE TEAM

Andre—who works Tuesday-Saturday, 7am-3:30pm—supports UCD’s efforts to create vibrant and memorable spaces. His is the caretaker of many of UCD’s plantings at The Porch, in parklets and along Baltimore Avenue, and assists in the ongoing activities of The Dirt Factory, UCD’s composting facility and urban garden. When he’s not overseeing UCD’s plant life, Andre—a serious antique car enthusiast—is out driving his ’68 Lincoln Continental Mark III.



“Summer break” and University City have long been synonymous. But with ongoing events that animate spaces large and small, UCD is helping transform University City into a unique summer destination. This past summer, tens of thousands experienced UCD’s 40th Street Summer Series, visited our restaurants for University City Dining Days, performed on artist-decorated pianos throughout the neighborhood, and descended on Baltimore Avenue for the extraordinarily successful Dollar Strolls.

# Help us keep working for you. Support UCD.

## DONATION FORM

Cut along the dotted line and mail this form 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/donate](http://www.universitycity.org/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.



**NOW OPEN**

Despite the slow national economy, dozens of new businesses open every year in University City. This summer was no exception, with a number of exciting restaurants and stores continuing to make University City a destination. Here are just a few:

- Doc Magrogan's Oyster House, 34th and Sansom streets
- Han Dynasty, 3711 Market Street
- Harvest Seasonal Grill and Wine Bar, 40th and Walnut streets
- Hibiscus Juice Bar, 4907 Catharine Street
- Lil' Pop Shop, 227 N. 34th Street
- Locust Moon Comics, 34 S. 40th Street
- Ramen Bar, 4040 Locust Street
- Spencer ETA Burger, 227 N. 34th Street



## THE DIRT FACTORY READIES COMPOST

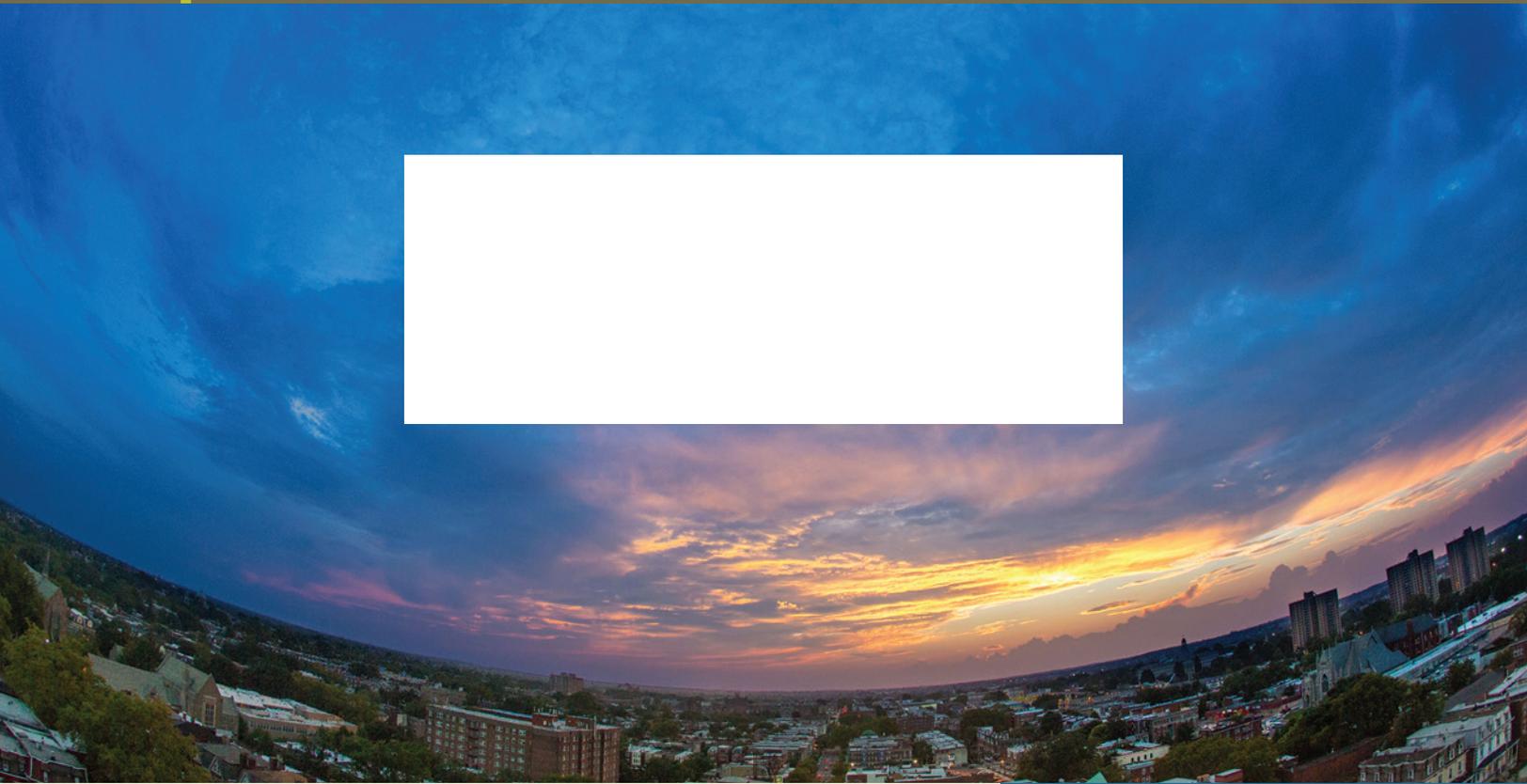
The Dirt Factory, UCD's new community composting facility at 4308 Market St., has been off to a quick start, processing more than 1,500 gallons of compostable food waste since opening in June. That material gets to The Dirt Factory via drop-offs by the Pedal Co-Op, which uses bicycles to collect and transport compostable waste from West Philadelphia residents and businesses, or when neighbors stop by to drop-off material. The facility is open for drop-offs Wednesdays from 5-6pm, and so far, almost 130 people have come to The Dirt Factory with their compostables. Of those, 48% had never composted before, and 79% have arrived either by bicycle or on foot, minimizing their carbon footprint while helping to keep their waste out of landfills. The first load of finished compost should be ready for distribution to the community, for free, in mid-November. Please send an email to [compost@universitycity.org](mailto:compost@universitycity.org) if you'd like to pick some up when it's ready.



# UNIVERSITY CITY *CONNECTION*

Fall/Winter 2012

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## UNIVERSITY CITY COMMUNITY CLEANUP SATURDAY, DECEMBER 1

Let's keep University City clean and green! Join your friends and neighbors for the late fall community cleanup in University City. We encourage everyone to step outside and clean up where you live, work, learn or play. This can be outside your home, office or school, in a nearby park, or an empty lot. Even the smallest effort can make the biggest difference. As always, we're here to assist anyone interested in participating by providing trash bags, brooms, work gloves, and trash pickup. To sign up for the University City Cleanup, please contact UCD at [cleanandsafe@universitycity.org](mailto:cleanandsafe@universitycity.org) or 215-243-0555.



Visit  
**[universitycity.org](http://universitycity.org)**  
for a full calendar  
of events, extensive  
restaurant listings,  
and transit information.



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**@ucdphl**



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Ryan Collerd, Conrad Erb, and Ben Tran