

The State of UNIVERSITY CITY

2011



A LETTER FROM THE EXECUTIVE DIRECTOR

In University City, we follow the advice of the great turn of the century urban architect Daniel Burnham. We make no little plans.

Here, we take bold action. In the past year, our universities transformed asphalt parking lots into 24 acres of green space, forged an unprecedented partnership to renew America's oldest natural history museum—a museum that boasted Thomas Jefferson as a member!—and broke ground on an \$80 million center that will use nanoscience to create new generations of technologies. One of our health systems inspired the largest donation ever to name a school of medicine, and another won first-in-the-nation ranking for a pediatric hospital.

In the past year, our business community preserved nearly 5,000 jobs for Philadelphia by re-purposing an historic building with a \$252 million makeover, broke ground on a 110,000 sq. ft. hotel, and saw a homegrown company, conceived at Penn and incubated at the Science Center, complete an \$800 million deal with a global pharmaceutical firm.

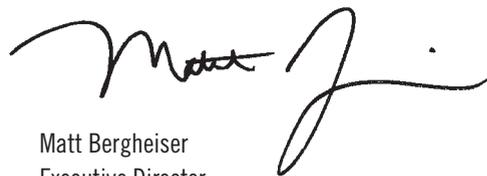
Our residents used their buying power to support an 11% increase in food and beverage establishments over two years and used their organizing power to make the neighborhood a pioneer in greening and sustainability efforts. And University City completed a decade of significant population growth with home prices that continued to defy the recession, increasing 7% in the past year.

University City is a place on the move, a boomtown with nearly 70,000 jobs and \$2 billion in real estate projects recently completed or under construction. It's a place where Philadelphia's future is happening today. Our institutions recently pumped more than \$1 billion dollars in R&D spending into new cures and new ideas, we've already bested the city's 2015 clean energy targets by 20%, and 14% of Philadelphia's LEED certified or registered projects are sited here, on just 2% of the city's land area.

University City connects people and ideas and makes a big world a bit smaller. Pioneering translational research brings the global innovation community to University City. Major commercial and public space investments at our eastern edge bring Center City closer and knit together Philadelphia's two thriving business districts. UCD's cutting edge workforce development efforts bring West Philadelphia residents closer to the economic opportunities in our midst, and our dynamic events – from the Baltimore Avenue Dollar Stroll to Dining Days, from the Night Market to the 40th Street Summer Series – bring neighbors together in new ways and for new conversations.

This snapshot captures University City's sense of prosperity and possibility, the vibrant, bold initiatives forged in the past year. In Daniel Burnham's words, again, we have aimed high in hope and in work. The future looks brighter still.

Sincerely,



Matt Bergheiser
Executive Director
University City District

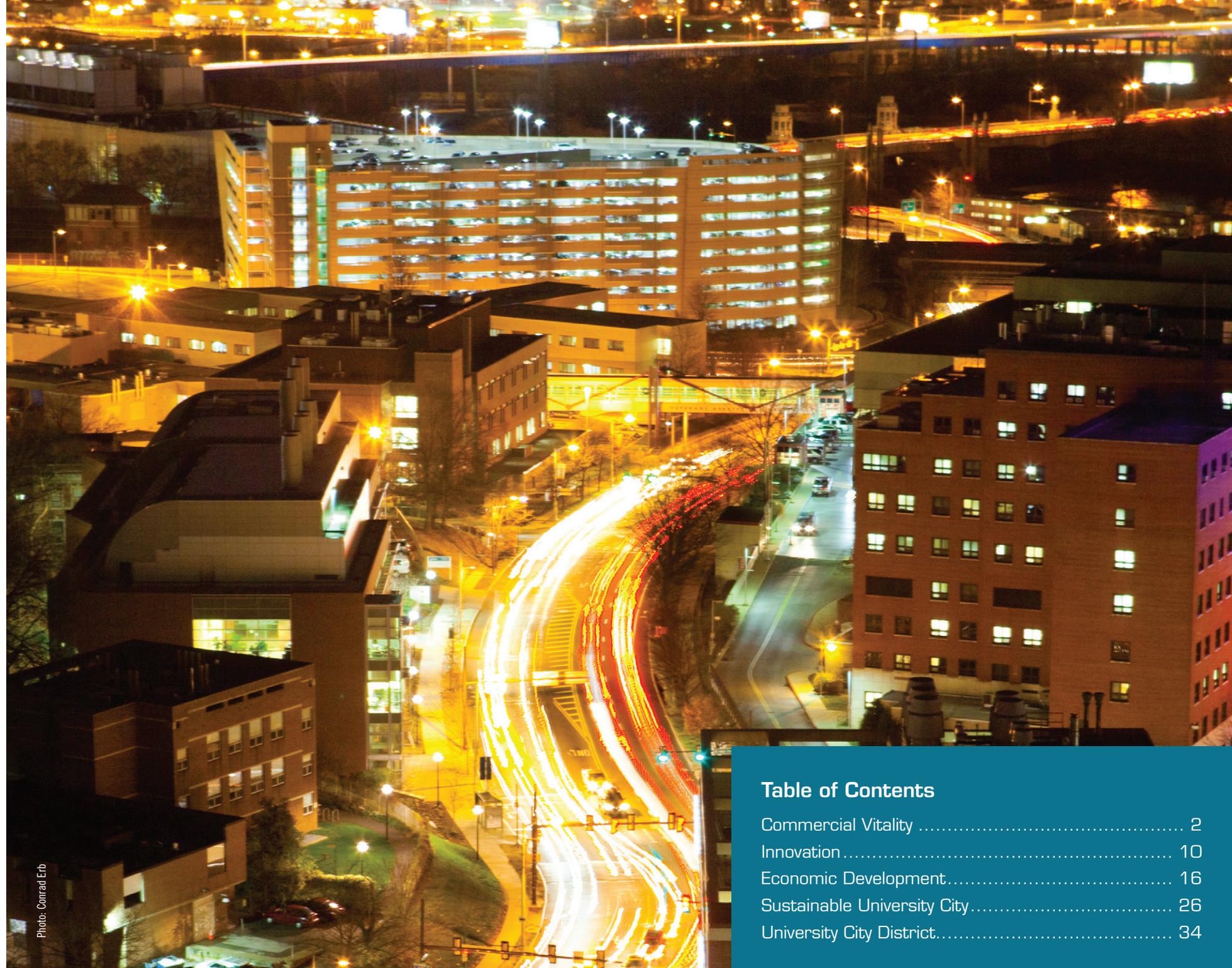


Photo: Conrad Etib

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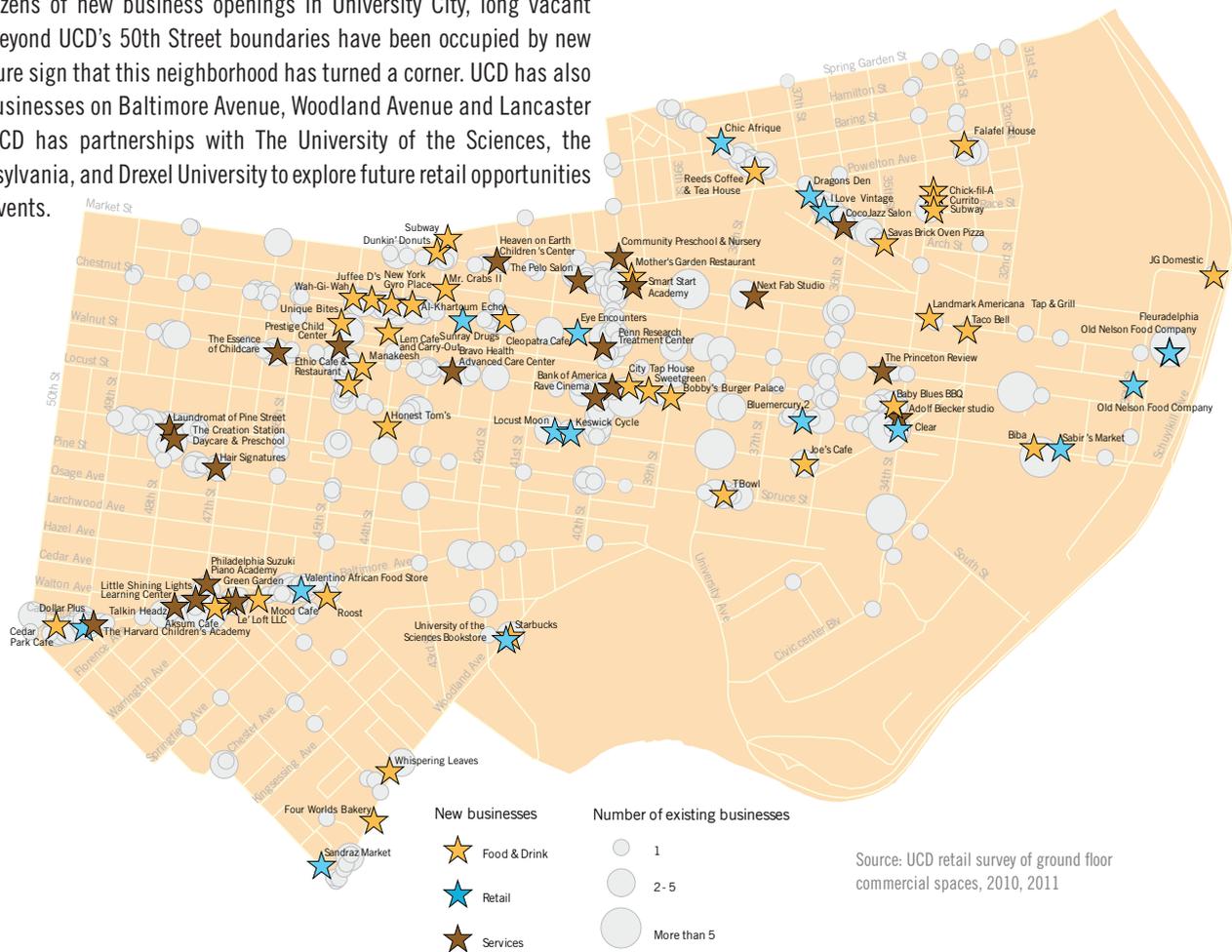
COMMERCIAL VITALITY

Signs of the good life are everywhere in University City, as any walk through the neighborhood will demonstrate. Celebrity chefs continue to open new restaurants, while a few blocks away, honey produced in rooftop hives is sold in bustling new grocery stores. In so many ways, University City has become the place to do business. Our retail occupancy rates continue to climb, with more than six dozen new businesses opening in University City over the last 18 months. These businesses benefit from UCD's signature events such as University City Dining Days presented by Wells Fargo, and the Baltimore Avenue Dollar Stroll, which bring thousands of new faces to our commercial corridors and shops, vastly increasing sales for our local merchants.



NEW RETAIL

In addition to dozens of new business openings in University City, long vacant storefronts just beyond UCD's 50th Street boundaries have been occupied by new businesses—a sure sign that this neighborhood has turned a corner. UCD has also been assisting businesses on Baltimore Avenue, Woodland Avenue and Lancaster Avenue, where UCD has partnerships with The University of the Sciences, the University of Pennsylvania, and Drexel University to explore future retail opportunities and community events.



“Our newest location in Philadelphia reminds us of the first Sweetgreen we ever opened when we were seniors at Georgetown. University City is a young, active neighborhood that understands our message of sustainability, and eating fresh and local. We’re partners with Fair Food Philly to help us build a network of farmers within 100 miles of Philadelphia from which we source local ingredients.”

—Nathaniel Ru, co-founder of Sweetgreen

17

New businesses opened on Baltimore Avenue (45th–50th streets) since Q4 2009

\$350,000

Funds raised to support the expansion and relocation of the Mariposa Food Co-op. A strong partnership between UCD and the Mariposa Food Co-op has yielded grants from the Philadelphia Department of Commerce, The Merchants Fund, and the Pennsylvania Department of Community and Economic Development

\$494,000

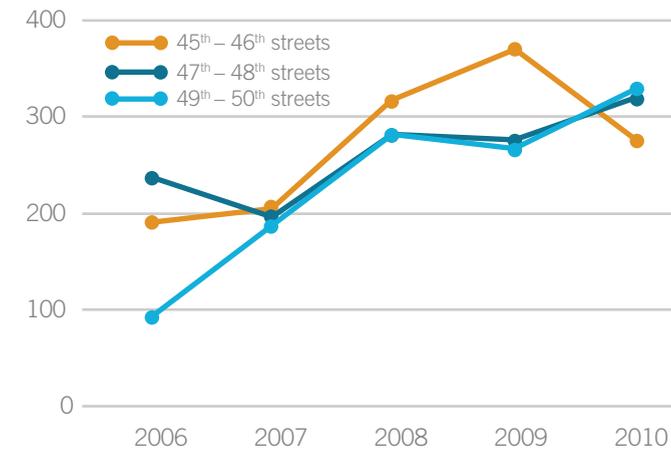
Total dollars, from government and foundations, channeled by UCD to Baltimore Avenue (45th–50th streets) businesses in the last two years

\$639,900

Total dollars, from government and foundations, channeled by UCD to businesses throughout the University City District boundaries in the last two years

BALTIMORE AVENUE PEDESTRIAN COUNTS

Pedestrians + Bicyclists per Hour
Weekdays 6 pm–8 pm

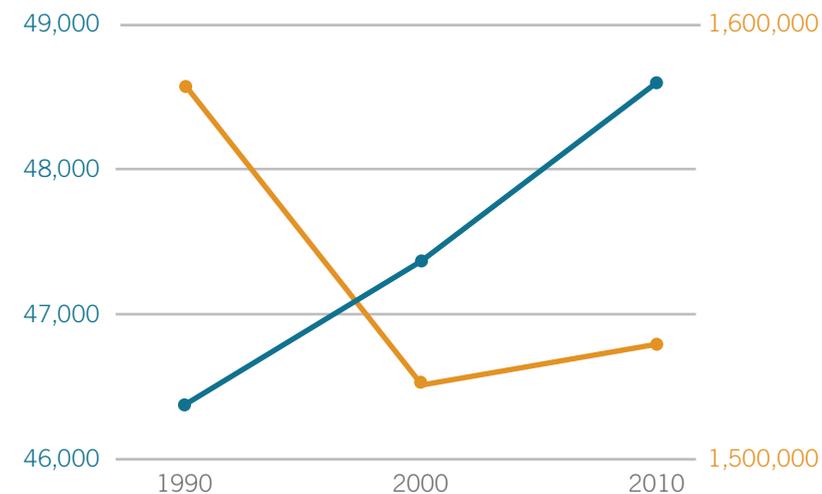


Source: UCD

POPULATION

University City

Philadelphia



Source: U.S. Census

Repurposing Spaces

The University City Night Market, presented by The Food Trust and UCD, transformed a 2-acre surface parking lot into a pop-up food festival where thousands gathered to hang out and experience local foods and beer.



Photo: Conrad Erb

“As someone who grew up and was educated in University City, I have witnessed firsthand the transformation of this neighborhood. It is a great joy to be a part of the revitalization of our corner specifically, and to be a member of a diverse multicultural neighborhood as a whole. I look forward to being an integral part of the continued growth of University City.”

—Abd Ghazzawi, General Manager, Manakeesh Cafe Bakery



Photo: Conrad Erb

“Mariposa has over 40 years of history here—being owned and operated by the people of West Philadelphia. We needed more space because our membership doubled over the past few years, and we wanted our new home to be close since most of our members live within blocks. We wouldn’t dream of leaving such a vibrant and tight community.”

—Bull Gervasi, Project Manager, Mariposa Food Co-Op



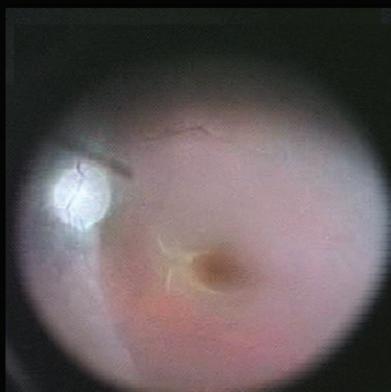
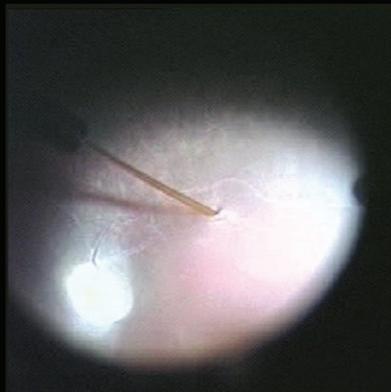
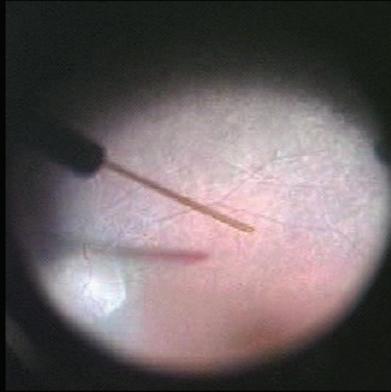
Photo: Ryan Collard



NEIGHBORHOOD MAIN STREET ON LANCASTER AVENUE

Drexel University is embarking on an exciting process to create a new, university-wide Strategic Plan. The master planning team is exploring the possibilities of a Powelton Village neighborhood “main street” for Lancaster Avenue between 34th and 38th Streets. The vision of Lancaster Avenue as a more walkable street with more continuous ground floor shops and more housing above them is one that is shared by both the Powelton Village Civic Association and the Drexel community. More housing, shops and restaurants can help bring the neighborhood and campus communities closer together, add housing and retail options now absent from Powelton Village, and help attract faculty, staff and students.

Subretinal injection in trial. Photo: Jean Bennett



CHILDREN WITH CONGENITAL BLINDNESS CAN NOW SEE

Born with a retinal disease that made him legally blind, and would eventually leave him totally sightless, the nine-year-old Corey Haas used to sit in the back of the classroom, relying on the large print on an electronic screen and assisted by teacher aides. Now, after a single injection of genes that produce light-sensitive pigments in the back of his eye, he sits in front with classmates and participates in class without extra help. In the playground, he joins his classmates in playing his first game of softball.

His treatment represents the next step toward medical science's goal of using gene therapy to cure disease. Extending a preliminary study on three young adults, a recent, full study, conducted by researchers from the University of Pennsylvania School of Medicine and the Center for Cellular and Molecular Therapeutics at The Children's Hospital of Philadelphia reports successful, sustained results that showed notable improvement in children with congenital blindness. The study, used gene therapy to safely improve vision in five children and seven adults with Leber's congenital amaurosis (LCA). The greatest improvements occurred in the children, all of whom are now able to navigate a low-light obstacle course—one result that the researchers call "spectacular."



Participant Corey with his parents, Ethan and Nancy Haas, and Katherine High, M.D. (far left) and Jean Bennett, M.D., PhD (far right)

"This is not a building designed for equipment, it is designed for talent that will drive the next generation of Wistar breakthroughs." —**Russel E. Kaufman, M.D.**, President and CEO of The Wistar Institute



BREAKING GROUND, BREAKING THROUGH

Created as the nation's first biomedical research institute, The Wistar Institute is world-renowned for its work in vaccines and cancer research. Yet, aside from its historical marker along 36th Street and the sign on Spruce Street noting its designation as a National Cancer Institute Cancer Center, the Wistar building takes a relatively quiet stance amid its University City neighbors. That time, however, has changed.

In its first major addition in nearly 40 years, The Wistar Institute has announced the construction of a seven-story research tower. The new building includes five floors of laboratory space, featuring a vast, open floor plan designed to encourage teams of Wistar researchers toward greater collaboration. Along Spruce Street, the Institute will enjoy a broad new public space, which it will use to expand its educational programs, connecting more people with the science that drives both their health and their local economy.

Wistar has long enjoyed a certain flexibility that allows for such a relatively small research organization to make such a great impact on human health. It is the sort of physical and mental nimbleness that enabled Wistar to create vaccines for German measles and rabies in response to emerging epidemics. It is the sort of flexibility that has enabled Wistar's Cancer Center to break new conceptual ground in cancer stem cell and genomics research.

Through the new building, Wistar will amplify its current strengths by expanding its faculty through selective recruitment of highly specialized scientists. The approach is called team science—bringing together researchers who specialize in diverse disciplines around a common question of science, giving them the tools and resources they need to find answers. The result will be an even more flexible, capable Wistar Institute.

DREXEL RECEIVES MAJOR COULTER FOUNDATION ENDOWMENT GRANT

Drexel has been chosen by the Wallace H. Coulter Foundation to receive a \$10 million endowment grant to bring lifesaving solutions to healthcare by moving biomedical discoveries into commercialization and clinical practice.

The University will match the Coulter Foundation's grant, creating a \$20 million endowment. The new funds will enable Philadelphia to become a national hotbed of medical device development and build a global network of collaboration between academia and business.

The endowment grant builds upon a partnership with the Coulter Foundation through the University's School of Biomedical Engineering, Science and Health System (BIOMED).

Since the start of the partnership, 21 projects have received funding—and the Coulter imprint provided leverage to raise an additional \$18 million in commercial and government follow-on funding. Investors included Pennsylvania's Department of Community and Economic Development and the QED Proof-of-Concept Program, a translational initiative started by the University City Science Center. The projects have produced more than 40 full patent applications, three issued patents and one copyright registration.

New regional partnerships and global alliances were inspired by the Coulter model. The Health Innovations Partnership of Southeastern Pennsylvania (HP-SEP) was created to serve as a consortium of local universities that collaborate on everything from intellectual property, translational research, product development and commercialization know-how to sharing facilities.

Planning is under way to extend the initiative's reach to international partners. Drexel's translational partnership programs are already in progress with Israel's Hebrew University of Jerusalem, the Med-X Institute at Shanghai Jiao Tong University in China, the Hospital for Paraplegics in Toledo, Spain and select universities in Turkey.

FROM UNIVERSITY LAB TO GLOBAL INNOVATOR

The founding technology that became the basis for Avid Radiopharmaceuticals, Inc. originated in research labs at the University of Pennsylvania in 1999. Along with Dr. Hank Kung, a University of Pennsylvania researcher, Dr. Daniel M. Skovronsky, a neuropathologist at the University of Pennsylvania, began to develop molecular imaging agents known as radiopharmaceuticals that would allow physicians to visualize disease pathology. In July 2005, Dr. Skovronsky left his position at the University of Pennsylvania to become President and CEO of Avid. Since that time, Avid has grown from a single employee to more than 60 dedicated research, clinical and administrative staff, raised approximately \$70 million in venture capital financing, and expanded offices and R&D facilities three times. Avid has established itself as a leader in molecular imaging and continues to develop imaging agents that have the potential for the early detection of pathology associated with disease.

In the late fall of 2010, Avid was acquired by Eli Lilly and Company in a deal valued at up to \$800 million. According to Lilly Chairman and Chief Executive Officer, John Lechleiter, Ph.D., "The acquisition of Avid Radiopharmaceuticals aligns well with Lilly's innovation-based strategy, offers a potential near-term revenue opportunity, leverages our neuroscience expertise and will immediately bolster our diagnostics capabilities." Avid has had a productive and long-standing relationship with Lilly, and believes in the company's approach to providing improved outcomes from individual patients. Avid remains and continues to grow at its University City Science Center headquarters.



Photo: Courtesy of University City Science Center / Conrad Erb

\$1.096 billion

Total research and development spending by University City Institutions in 2008

Source: Economy League of Greater Philadelphia

52

Patents issued to University City Institutions in 2008

Source: Economy League of Greater Philadelphia

Approximately \$100 million

Risk capital raised by companies while located in the Science Center Port Incubator between 2005 and 2010

Source: University City Science Center

42%

University City jobs in Educational Services, Health Care and Social Assistance

Source: U.S. Census (LEHD, OnTheMap)



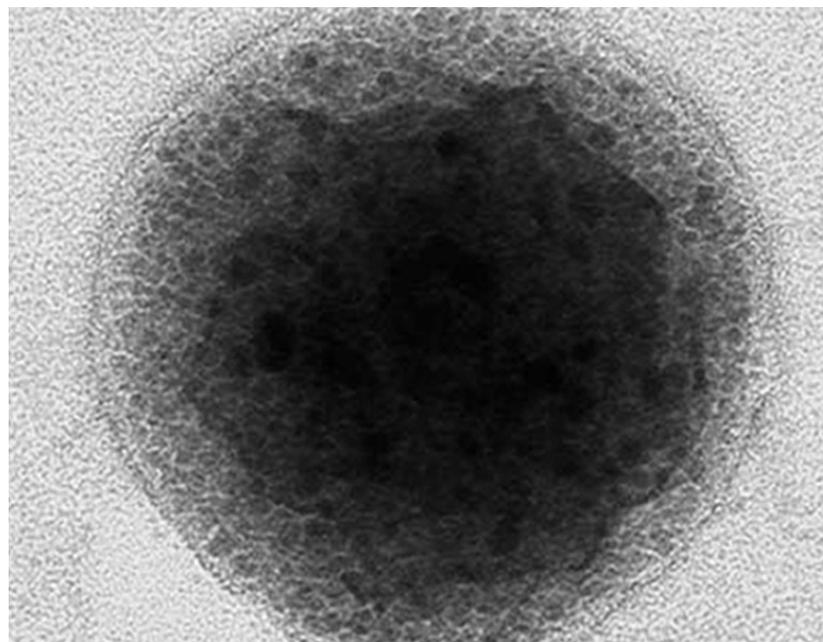
“In the heart of University City lies the University City Science Center, where we chose to open our doors in 2007. What drew us here is the Science Center’s distinguished track-record of nurturing young life science companies by providing resources required for successful development both inside and outside of the laboratory. Being a Science Center resident has been invaluable to the growth of our company and has allowed us to attract both scientific talent and investors. We enjoy the access that it offers to universities, scientists, advocacy groups, and equity partners, as well as the physical location of University City. We are proud to be a resident of this dynamic and ever-expanding scientific community.”

—**Benjamin Pascal**, Chief Executive Officer,
Invisible Sentinel, Inc.



“In University City, you can find this remarkable concentration of academic and industrial entities—the sort of environment in which a place like The Wistar Institute can thrive. Together, we have built a culture of respect that underlies the sort of collaboration and innovation necessary to help us translate biomedical research discoveries into lasting clinical benefits for the public.”

—**Dario C. Altieri, M.D.**
Director, The Wistar Institute Cancer Center
Executive Vice President
Chief Scientific Officer
Robert and Penny Fox Distinguished Professor



A micrograph of the magnetic nanoparticle.

CHOP LAUNCHES INNOVATIVE STARTUP

Haven’t we all played with magnets at various times, using their invisible force to drag around needles, thumbtacks or scraps of iron? A new biotechnology company, Vascular Magnetics, Inc. (VMI), is harnessing magnetic fields to guide nanoparticles that deliver a drug payload into dangerously narrowed blood vessels. The first startup company spun off by The Children’s Hospital of Philadelphia, VMI seeks to address a large unmet medical need: the 41 million or so older adults in North America and Europe who have peripheral artery disease, for which current treatment is largely ineffective. Blocked arteries in the disease may cause leg pain, cramps, and severe complications such as limb amputation and death.

Robert Levy, a cardiologist and researcher at the hospital, who has been investigating magnetically guided nanoparticles over the past decade, teamed up with entrepreneur and biotech consultant Richard Woodward to establish VMI under the QED Proof-of-Concept Program at the University City Science Center. VMI’s goal is to commercialize a novel, adaptable platform technology to deliver drugs to specific sites where they can provide maximum benefit, in more effective doses than those provided by existing medical technology. Low-power magnetic fields guide biodegradable, magnetic drug-carrying nanoparticles through a specialized targeting device to an injured artery, where the particles slowly biodegrade and release the drug. VMI is continuing animal studies to develop the concept, aiming to prove clinical effectiveness in humans by late 2015.

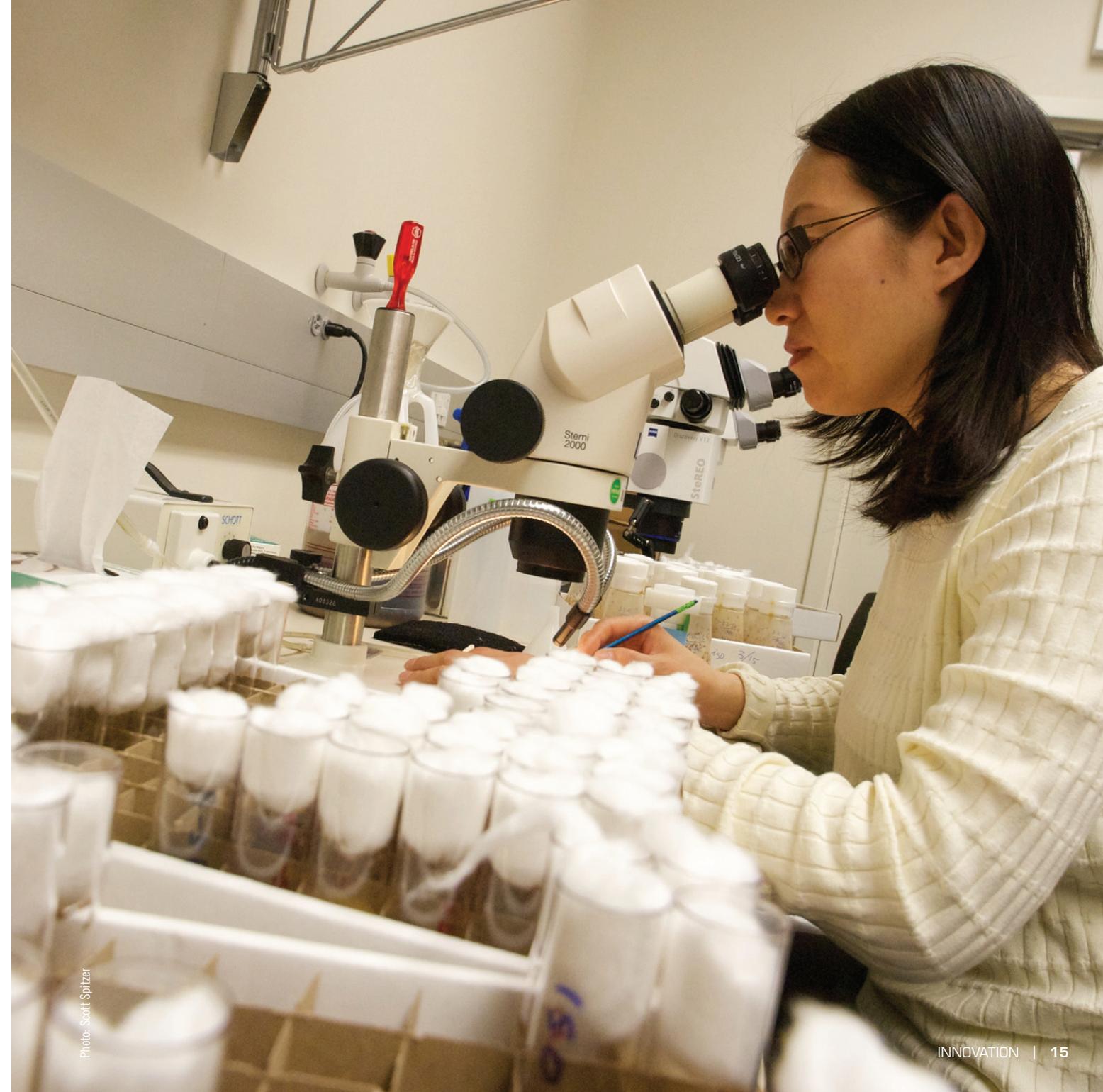


Photo: Scott Spitzer

Dramatic new structures continue to rise throughout University City. Thanks to Campus Apartments, a new all-suite, extended stay hotel at 4109 Walnut Street will welcome guests to the neighborhood. The \$50 million Homewood Suites by Hilton University City is one of Philadelphia's largest construction projects, and will create 300 new full-time and temporary positions when completed in Spring 2012. Demand is strong across University City, where our office market consistently has one of the lowest vacancy rates in the region. That space is sought after by innovative new startups like a University City Science Center-based pharmaceutical company that was recently acquired for \$800 million. Innovation drives University City, and with world-class research institutions, that innovation is in no short supply.

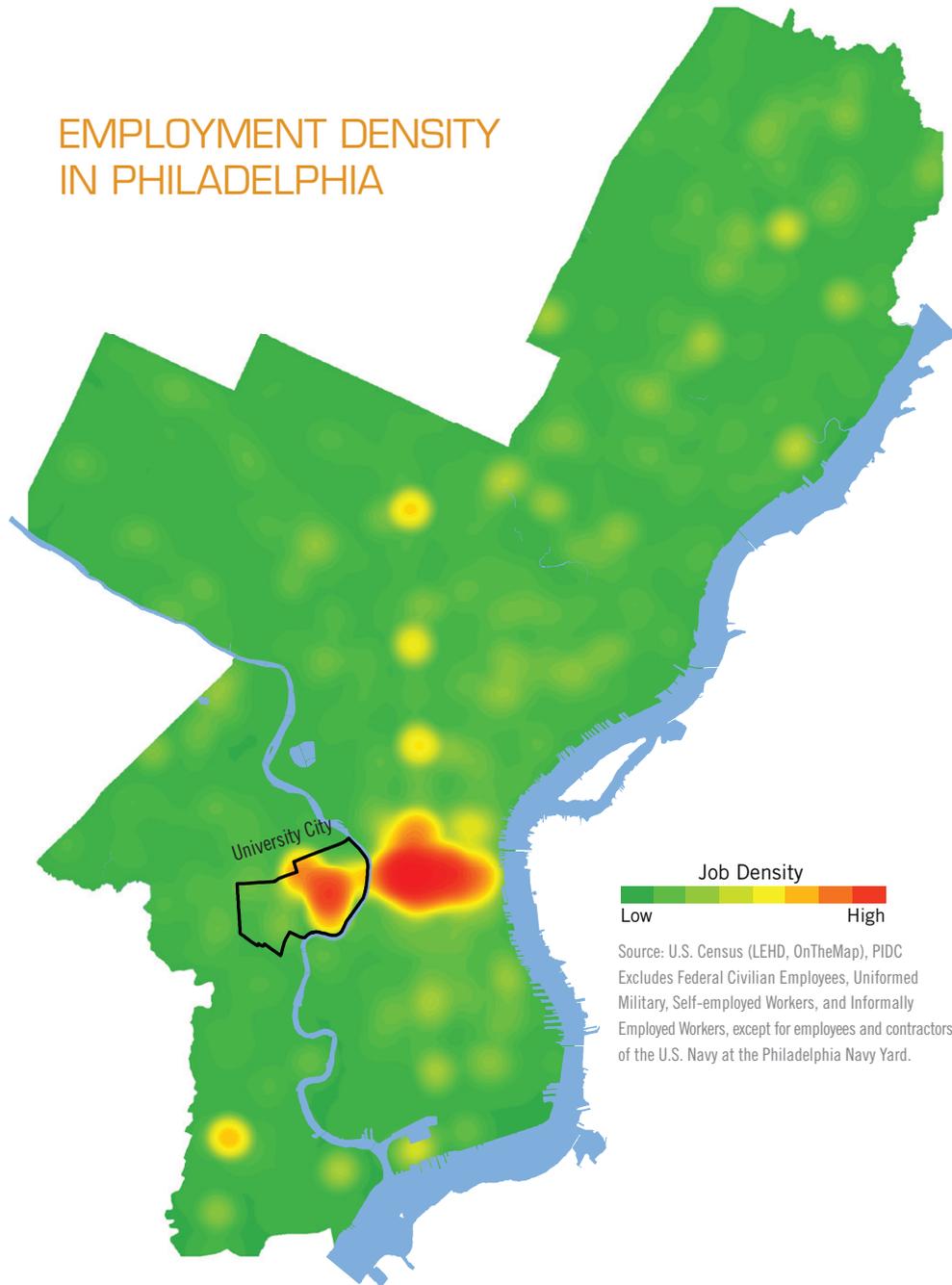


4,325
 Employees at the IRS facility at 30th & Market streets
Includes full-time and seasonal or part-time employees

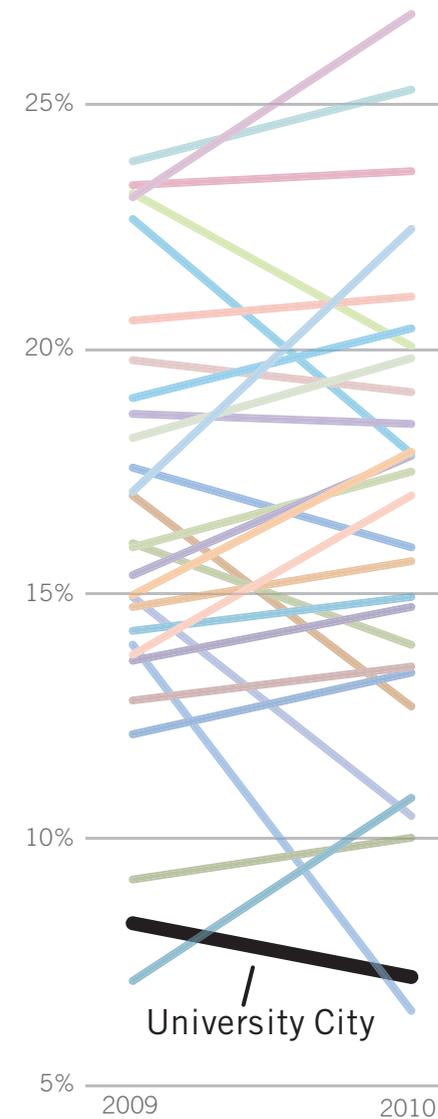
10.5%
 Philadelphia's total jobs that are located in University City* in 2009
*Source: U.S. Census (LEHD, OnTheMap)
 Excludes Federal Civilian Employees, Uniformed Military, Self-employed Workers, Informally Employed Workers

65,015
 The number of jobs in University City in 2009*
*Source: U.S. Census (LEHD, OnTheMap)
 Excludes Federal Civilian Employees, Uniformed Military, Self-employed Workers, Informally Employed Workers

EMPLOYMENT DENSITY IN PHILADELPHIA

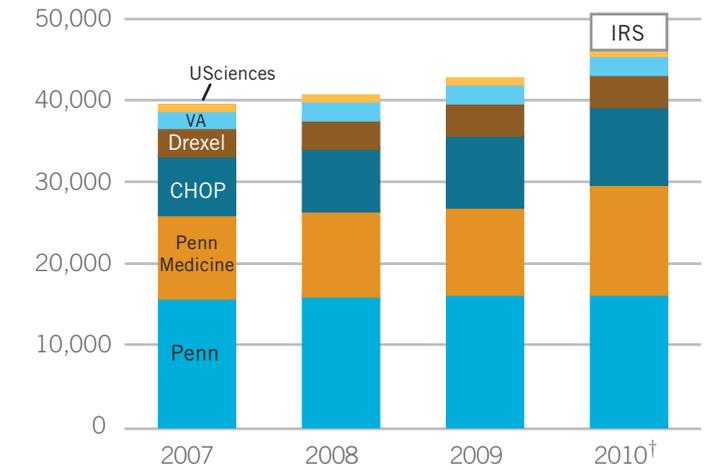


OFFICE VACANCY RATES IN 28 REGIONAL SUBMARKETS



Source: Grubb & Ellis

EMPLOYMENT AT SEVERAL OF UNIVERSITY CITY'S LARGEST EMPLOYERS*†



*These values include only employees based in University City.
 Total employment at Penn Medicine in 2010 was 20,851.
 †Includes IRS employees as of spring 2011.

AN ENGINE OF JOB GROWTH

Even through difficult economic conditions, University City continues to maintain its role as an engine of job growth in Philadelphia and the region. With new research towers rising at the Children's Hospital of Philadelphia and the University of Pennsylvania's Perelman School of Medicine, as well as growth at the area's other institutions, the concentration of "Eds and Meds" in University City has contributed to strong and consistent job growth. Nearby, the University City Science Center continues to attract ambitious startup companies, like Energy Plus, which has gone from about 10 employees in 2007 to 140 in 2010, by supplying renewable and conventional electricity to consumers across the country. As a result, University City continues to be among the tightest office markets in the region, with several major office projects on the drawing board. With the addition of thousands of employees at the IRS' Philadelphia campus, and the city's unemployment rate falling back towards pre-recession levels, there's every reason to expect University City to continue to attract businesses looking to be at the center of a growing regional economy.

ECONOMIC REVITALIZATION OF WOODLAND AVENUE

In collaboration with the leadership of the West Shore Civic Association, Councilwoman Jannie L. Blackwell's office, and the residents, businesses and churches along Woodland Avenue, University of the Sciences undertook a planning study in 2008 to develop a community-based strategy for the economic revitalization of the Woodland Avenue commercial corridor from 46th to 49th Streets. An engagement with Urban Partners, funded by the University and a grant from the Lindback Foundation, yielded a development strategy outlining prospective commercial and retail usages, along with lighting, signage, and streetscaping concepts. The goal is to benefit the long-term residents of the community, the students, staff, and faculty of USciences, and draw additional patrons from the communities adjacent to Woodland Avenue. Working closely with University City District, several businesses developed grant proposals for new or existing establishments to locate on Woodland Avenue and through these efforts, funds were awarded. The DeLuna Family, residents and owners of the building at 4612, are realizing their dream of opening an authentic, family-owned and operated Mexican restaurant, putting the finishing touches on the soon-to-be-opened Guacamole Restaurant. Michael Dolich's Four Worlds Bakery (pictured below) relocated from elsewhere in University City to newly fitted out space at 4634 Woodland. Also new to the corridor in the last few months are Whispering Leaves Herb and Sip Shop at 4615, and Little Learners Day Care Center at 4630. Additional vacant properties in the 4600 block are now slated for acquisition and development, including commercial and residential usages. Efforts continue to encourage and support the redevelopment of this important commercial corridor.



THE FUTURE LOOKS BRIGHT

Despite the difficult economic climate, neighborhood institutions and developers are making smart economic and environmental investments in University City. Nearly 30 new development projects advanced or were completed in University City in the last two years, representing almost 3 million square feet of new office, research, academic and medical space. What follows is a selection of some of the most compelling projects that are about to break ground or are near completion.

Campus Commerce Center

With the extraordinary growth of University City's institutions in recent years, a need for additional hotel rooms seems inevitable. Into that gap comes the new 136-room extended-stay Homewood Suites Hotel rising at 41st & Walnut Street.

Campus Apartments, headquartered in University City for more than 50 years, is one of the largest privately owned student housing companies in the nation. Campus Commerce Center, the company's new development project will be built in two phases. The new hotel will constitute the first phase, with completion expected in spring 2012. Phase two will be 150,000 sq. ft. of Class "A" office space to be partially occupied by Campus Apartments.



Chestnut Street Mixed-Use Development

Located on Drexel's campus on Chestnut Street between 32nd and 33rd Streets, American Campus Communities will develop, own and operate the proposed \$90 million student housing community and mixed-use project through a ground lease. Designed by Robert A.M. Stern Architects in conjunction with Voith McTavish Architects, the 212,715 sq. ft. project consists of a proposed 18-story tower featuring apartments, while the mid-rise sections are composed of two-level townhomes to accommodate an 833-bed community of students. The project will engage the community with destination retail and commercial opportunities along the street. Completion is expected by spring 2016.





Bringing new vitality to Market Street

Recent streetscape improvements on Market Street between 34th and 40th streets, including new pedestrian lighting, have greatly improved the appearance of this important corridor. UCD is working with the University City Science Center to build on this success by exploring opportunities for providing additional amenities in the form of open space and ground floor retail.



Krishna P. Singh Center for Nanotechnology

As a new 80,000 sq. ft. multi-level facility, the Singh Center will bring together researchers from disciplines including engineering, medicine, and the sciences through technical lab spaces and vibrant public spaces. At 3200 Walnut Street, the building sits adjacent to a major approach to the University from the east, providing an iconic and welcoming new gateway between campus and city. The program will facilitate interaction between faculty and students, researchers, industry, the city, and the region. Completion is expected in August 2013.

A New Signature Public Space

30th Street Station is one of the most important gateways to University City, Philadelphia, and the region. Thanks to the collaboration of a group of stakeholders – including Councilwoman Jannie L. Blackwell, the Planning Commission, the Streets Department, Amtrak, Brandywine Realty Trust and many others – on a larger PennDOT project, the outer parking lane along Market Street has been reclaimed as a 40 foot wide sidewalk, literally laying the foundation for a new signature public space for Philadelphia.

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 DOT, where public spaces have been developed by taking small, iterative steps in order to determine what works best rather than beginning with large capital expenses, UCD is implementing a plan for the site, which will include movable tables and chairs as well as seasonal plantings. Shade will be a component of this scheme, in the form of brightly-colored umbrellas and trees in planters. New activities, such as music performances, yoga classes, and holiday celebrations, will bring people to the space. UCD envisions a capital intensive future phase of improvement – with elements such as food kiosks and a permanent landscaped buffer from Market Street – that will be informed by a thoughtful observation of usage patterns for the first phase of improvements.



The Wistar Institute

The Wistar Institute is planning to construct a new 89,700 sq. ft. in-fill laboratory research building at 3601 Spruce Street. This transformative project will provide the Institute with five floors of new laboratory space, a large auditorium and central atrium, and a new public entrance on Spruce Street. The project also includes construction of a replacement vivarium and installation of more energy efficient mechanical, electrical and plumbing systems throughout much of the complex. Construction is slated to begin during summer 2011 and be completed by spring 2014.



407
WOODLAND AVENUE



BUSINESS HOURS

DAY	OPEN	CLOSED
MONDAY		CLOSED
TUESDAY	8:00	5:00
WEDNESDAY	8:00	6:00
THURSDAY	8:00	6:00
FRIDAY	8:00	6:00
SATURDAY	10:00	4:00
SUNDAY	Reservations	

University City's Woodland Avenue continues to transform into a vibrant commercial corridor.



I AM UNIVERSITY CITY



"I've always been drawn to the diversity of University City. The neighborhood is home to so many vibrant cultures, and there's a youthful exuberance here that really appeals to me. University City welcomed Distrito with open arms when we debuted here in July 2008, and it was that reception that inspired me to bring JG Domestic, my 'signature' restaurant, to the Cira Centre here last year. I'm proud to be a member of this community, and I look forward to many more years in the neighborhood."

—Chef Jose Garces



"As a resident of University City, I feel we all have a tremendous commitment to this neighborhood. This is evident not only in the homegrown local businesses but also in our daily social interactions, which creates an amazing sense of community that I am proud to be a part of."

—Mark Mills, Owner, The Metropolis Group

SUSTAINABLE UNIVERSITY CITY

Picture it: a rushed morning. Most days you ride your bicycle to work, but today you catch the trolley, and thank goodness for the quick ride to your office. Switch on your laptop, but breathe easy, your electricity is being matched by renewable wind power. Heading home after work, the summer sun is still high, but you choose to walk, navigating cool, tree lined blocks on your way to the farmers market. Fresh tomatoes from Lancaster County will make a perfect dinner salad with some basil from the community garden, but not before a quick jog in the lush green of the Woodlands Cemetery. Afterwards, an evening thunderstorm fills underground cisterns across the neighborhood with water that used to flood the sewers, but now irrigates the acres of new parks that you'll explore tomorrow.

It sounds like a fantasy, but it's not. It's University City, and it's happening right now.

RENEWABLE ENERGY

University City is lucky to have the commitment of both its residents and its institutions to reducing our reliance on electricity from fossil fuels. In fact, the substantial commitments made by the University of Pennsylvania and Drexel University to purchase wind-generated electricity (in the form of voluntary Renewable Energy Credits), has boosted University City's* overall purchase of electricity from renewable sources to roughly 24%, already exceeding the city's 20% goal for 2015†.

To put this in perspective, the reduction in carbon dioxide emissions from these combined green power purchases is akin to taking more than 42,000 passenger vehicles off the road every year, and is equivalent to 94% of all of the renewable energy credits purchased in Philadelphia in 2009.

Source: U.S. Environmental Protection Agency, PECO, Mayor's Office of Sustainability, University of Pennsylvania, Drexel University

*Zip code 19104

†This excludes alternative energy purchases required by the Pennsylvania Alternative Energy Portfolio Standard (AEPS), which further reduce the carbon footprint of University City electricity use

55

The number of American homes whose CO₂ emissions are offset by University City residents' renewable energy purchases

Source: PECO, EPA

24%

Electricity purchased from renewable sources* in University City†

*In the form of voluntary Renewable Energy Credits
†Zip code 19104

Source: PECO, University of Pennsylvania, Drexel University

20%

Philadelphia's citywide goal for 2015

21

The University of Pennsylvania's rank among renewable energy purchasers nationwide

Source: EPA

100%

Drexel University's electricity use matched by renewable wind energy credits

Bear Creek Wind Farm

Developed by Community Energy, Inc., construction of this wind farm was made possible because of a long term commitment by the University of Pennsylvania for wind renewable energy credits.

Photo: Community Energy, Inc.

CAR-FREE IN UNIVERSITY CITY

With thousands of new jobs being created in University City, keeping a flood of cars off of our streets will be a challenge. Nevertheless, growth here in University City has a much smaller impact on the region's traffic congestion and greenhouse gas emissions than in our sprawling suburbs. That's because employees and residents of University City drive far less than those in the region overall—our share of the region's VMT (vehicle miles traveled) is much lower than our share of employment or population.

At roughly 26%, Philadelphia already has one of the highest rates of public transportation ridership of any city in the country, but in University City, that number rises to approximately 28% (versus just 5% nationwide). Only about 25% of University City residents drive alone to work, compared to 51% in Philadelphia and 76% in the country overall. That should come as no surprise when two thirds of residents live within a five minute walk of a rail station, and the neighborhood is crisscrossed by well used bicycle lanes. An amazing fourteen commuter rail lines converge on University City, home to 30th Street Station, Amtrak's local hub and one of the busiest rail stations in the country. The Station sits next door to a major new IRS facility where roughly 60% of the employees take public transit to work. Source: DVRPC, U.S. Census, IRS, UCD

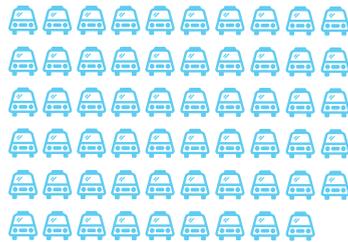
University City Residents



- Walking
- Public Transportation
- Bicycle
- Car

1 icon = 1%
note: numbers may not sum to 100% due to individuals working at home or commuting by other means.

Philadelphia Residents



US Residents

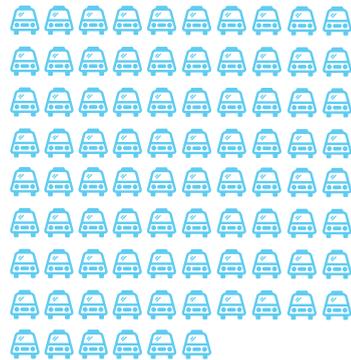


Photo: Conrad Erb



Source: Philadelphia Parks and Recreation



UNIVERSITY CITY, A GREEN OASIS IN THE HEART OF THE CITY

New high resolution data from the Philadelphia Parks & Recreation Department quantify the city's tree canopy, and show just how green University City really is. With a wealth of mature maples, oaks, and other trees, University's City's lush canopy is all the more striking for a neighborhood so close to Center City. Aside from making the neighborhood beautiful, these trees help keep it cool by reducing the urban heat island effect, while also mitigating stormwater runoff.

>99% University City residents living within a 10 minute walk of a park or recreation center *and* University City residents living within a 10 minute walk of local food resources (including farmers markets and community gardens)

Source: UCD

75% Philadelphia's citywide goal for 2015

EVEN THE HOTELS HERE GO GREEN

Sustainability has been an important theme at University City's new and existing hotels. With a green roof that will reduce stormwater runoff, the new Homewood Suites hotel rising on Walnut Street is targeting LEED certification. Among other sustainable elements, the hotel will feature an energy savings system that only activates a room's climate control and electrical appliances upon a guest's arrival.

A few blocks away, similar systems have been incorporated into the Sheraton University City Hotel, and the Inn at Penn, which expects to reduce energy consumption by 30% as a result. In its recent renovations, the hotel also integrated fabrics, wall coverings, and bathroom tile with recycled content, as well as fluorescent lighting and high efficiency showerheads. Even the uniforms worn by employees at the front desk are made from recycled plastic bottles, requiring far less energy and water to produce than conventional ones. Sustainability even extends to hotel kitchens, where the Sheraton's food waste is hauled away for composting, and spent kitchen oil is supplied to companies that convert it into clean biodiesel fuel.



The University of Pennsylvania's new Weiss Pavilion augments the university's fitness facilities and is targeting LEED Silver Certification, in part by taking advantage of underutilized space on a previously developed site (the facility is incorporated into the concourse and lower level of iconic Franklin Field). Other sustainable features include the use of building materials with recycled content, a stormwater management plan that reduces the load on the sewer system, and high performance building systems.

LEED BUILDINGS

A citywide effort to reduce electricity consumption, even in the face of growth, should get a boost from the concentration of new LEED registered buildings that are going up in University City. According to the Green Building Certification Institute, 14% of Philadelphia's LEED certified or registered projects are in University City, a neighborhood that accounts for less than 2% of the city's land area. The neighborhood's institutions have committed themselves to building green in the future, including the University of Pennsylvania, which has pledged that all new buildings will meet LEED Silver certification.

5 The number of LEED gold or silver certified buildings and commercial interiors built or renovated in the last 3 years in University City

Source: Green Building Certification Institute, UCD

14% Philadelphia's LEED certified or registered projects in University City

Source: Green Building Certification Institute, UCD

2% Philadelphia's land area accounted for by University City

Source: Green Building Certification Institute, UCD



I AM UNIVERSITY CITY



Photo: Conrad Erb

“I moved here with my young family in 2005. We were inspired by the potential of the Baltimore Avenue business corridor and the support of our neighbors to open Milk & Honey Market, and realize our long time dream. It is an exceptional experience to be a business owner in such a supportive community. With so many new businesses opening, the corridor is becoming ever more vibrant and an anchor of activity in the neighborhood.”

—Annie Baum Stein, Owner, Milk and Honey Market



Photo: Conrad Erb

“At our first meeting at Erica’s house in 2009, we only intended to add another community garden to the vibrant tapestry of West Philadelphia. But after witnessing the dire need for jobs and improved food security in both West Philadelphia and the city as a whole, we founded Philly Rooted as a way to address these issues. Since our founding in 2010, Philly Rooted has built two community gardens, an urban farm and developed a growers’ cooperative to market a portion of the food grown. We feel fortunate to work in the progressively diverse neighborhoods of West Philadelphia. And we are proud that our work is ensuring a sustainable future for our community.”

—Erica Smith Fichman and Nic Esposito, Philly Rooted

UNIVERSITY CITY DISTRICT

SERVING OUR COMMUNITY

UCD's foundational focus is on the physical world, such as clean and safe streets. UCD's 45 Public Safety Ambassadors patrol University City streets seven days per week in cooperation with the Philadelphia, University of Pennsylvania and Drexel Police Departments, and University of the Sciences security forces. UCD's 25 Public Space Maintenance employees work seven days per week to clean and enhance more than 160 commercial and residential blocks, including the maintenance of nearly 150 public trash cans, and partners with local residents to keep the community clean.



379,003

Bags of trash collected
Source: UCD, 2010, 2011

830

Vehicle lock-outs, jumpstarts, and transports to homeless shelters
Source: UCD, 2010, 2011

2,601

Walking escorts
Source: UCD, 2010, 2011

23,495

Acts of graffiti removed
Source: UCD, 2010, 2011



CONNECTING TO OPPORTUNITIES

More than 40 West Philadelphia high school graduates will be employed at Penn Medicine while pursuing college degrees and career opportunities. Fifty five neighborhood high school students are placed in paid summer internships and receiving college and career preparedness training at University City's largest institutions. Dozens of underemployed West Philadelphia residents will become animal care technicians at Penn and medical assistants at Drexel's College of Medicine. Ten West Philadelphia high school students are placed in year-round, after-school internships at University City small businesses such as Metropolitan Bakery and The Gold Standard Café. In just one year's time, these new opportunities have been created thanks to the West Philadelphia Skills Initiative (WPSI), a new workforce program designed by University City District.

University City's private sector earnings represent an impressive 10% of all Philadelphia County earnings, and the neighborhood is home to more than 60,000 jobs—many at some of the most prestigious academic and medical institutions in the world. In the broader West Philadelphia community, however, unemployment, underemployment and economic disconnection are prevalent. WPSI works to connect residents seeking opportunity with major University City institutions seeking talent. WPSI is a comprehensive workforce intermediary program with a dual mission: to support specific human capital needs of West Philadelphia's anchor institutions and mid-sized employers; and connect West Philadelphians to opportunities for employment, advancement and skill-building. WPSI not only strives to recruit, train and place vulnerable adults into full time jobs, but also supplements their employment with employer-provided tuition assistance, one-on-one coaching, and professional development and college readiness training.



Photo: Matt Bergheiser



Photo: Matt Bergheiser



Photo: Conrado Ebb



Photo: Ryan Collard

SHAPING PUBLIC SPACES

University City District (UCD) is actively engaged in developing, stewarding, and programming University City's next generation of great public spaces. In addition to UCD's work orchestrating improvements to Philadelphia's next signature public space, UCD has taken on a variety of initiatives of all scales to respond to unmet demand for pedestrian amenities throughout the neighborhood. UCD is working with the Science Center, the National Board of Medical Examiners, University Lutheran Church, and the International House to rethink the pedestrian walkway at 37th Street between Market Street and Chestnut Street. In addition, UCD is working with SEPTA, the Mayor's Office of Transportation and Utilities, and a group of neighbors to develop opportunities to enhance the 40th Street Trolley Portal, a key gateway to University City. In both the case of 37th Street and the Trolley Portal, plans are intended to be bold and ambitious, yet phasable and sustainable. Finally, during the late summer and fall of 2011, UCD unveiled Philadelphia's first parklets, repurposing parking spots with durable and attractive platforms providing residents and visitors a place to sit, enjoy a cup of coffee, a quick sandwich, or just take in the area's busy streetscape. Over the coming year and beyond, UCD will continue to seek opportunities and partnerships to build public spaces throughout the district efficiently and economically, mindful of quality of life issues such as sustainability, leisure, and health.



DIGSAU'S rendering of University City District's Parklets.



More than
75
 events produced
 Source: UCD, 2010, 2011

76%
 Average increase restaurants saw in the number of diners during Dining Days compared to the week before Dining Days
 Source: UCD, 2010

46%
 Growth in Facebook followers from January 2011 to the publication of this report in August 2011
 Source: UCD, 2010, 2011

CREATING A VIBRANT PLACE

UCD truly cares about its neighborhood. We yearn to unite people around our corridors, businesses, art, parks and public spaces. It's done through popular signature events such as the 40th Street Summer Series, University City Dining Days, Sustainable Saturdays, Night Market, Clark Park Farmers' Market, and more. UCD works to continually elevate University City's status as a world-class neighborhood with world-class amenities.



Photo: Conrad Erb

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UCD has made every effort to avoid errors in this publication. If there is a correction that should be made, please let us know.

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A very special thanks to our State of University City 2011 Sponsors:



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