When *The Philadelphia Inquirer* noted in June of 2013 that a medical megalopolis was emerging on Civic Center Boulevard, it was lauding just one of University City’s booming sub-districts. For as CHOP and Penn Medicine continue to leverage best-in-the-world practices to build best-in-the-world facilities, Drexel prepares to transform 12 acres of underdeveloped land into a region-altering Innovation Neighborhood. The University of Pennsylvania is re-imagining connectivity, open space and groundbreaking research activities on both sides of the Schuylkill River, while the University of the Sciences builds a $26 million center for collaborative clinical education. Brandywine Realty Trust reshapes the scale and splendor of our skyline, and First Round Capital—with a creative space assist from developer Campus Apartments—invigorates the regional entrepreneurial community from its University City base. The Wistar Institute readies 90,000 square feet of new lab space that will enable its scientists to discover new breakthroughs and new cures, and the University City Science Center complements its storied urban research and commercialization park with 24/7 residential and retail amenities.

All of this is happening in a University City that still manages to be among the most livable, walk-able, bike-able and enjoyable residential communities in the region. And our neighborhood’s popularity continues to grow, evidenced by an astonishing 2.6 million square feet of new or soon to be completed residential real estate projects.

All told, the concentration of economic activity in University City is unmatched in all but a few communities in the country. In our 2.4 square miles, we have:

- nearly $3.5 billion of new or recently completed real estate projects;
- more than 72,000 jobs;
- a 93% commercial office occupancy rate;
- a near tripling of median home values over the past decade;
- roughly $1 billion in aggregate R&D expenditures among our institutions of higher education; and
- 44% of all National Institutes of Health investments in the entire state.

The citywide and regional impact of a prosperous University City is clear. In 2013, moreover, we’ve begun to look at our place in the world with the belief that University City can lead the way for a decidedly more global Philadelphia. Every day, University City people and institutions create global partnerships that bring locally-generated knowledge to bear on some of the world’s most pressing health and policy challenges. Every day these same people and institutions cultivate an academic and social community that attracts global talent—from researchers to restaurateurs—to our neighborhood and to our city. At the conclusion of this report, you’ll glimpse the diversity of languages, cultures, students, residents, research partnerships and international ventures that shape a global University City.

Please enjoy *The State of University City*, and join us to help create a future of local impact and global reach.

Sincerely,

Matt Bergheiser
Executive Director
University City District
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Striking new structures such as The Children’s Hospital of Philadelphia’s breathtaking Buerger Center for Advanced Pediatric Care (pictured) continue to contribute to University City’s rapidly evolving skyline. Made possible with support from a landmark $50 million gift, the construction of this new state-of-the-art outpatient facility is helping shape Civic Center Boulevard into a city of its own.
CURRENT DEVELOPMENT

Although rapid transformation and continual growth have characterized University City’s real estate sector for the past five years, it’s clear that there is still plenty of room to grow. Twenty-nine new development projects were recently advanced or completed, representing 4,922,050 million sq. ft. of new office, research, residential, academic and medical facilities in addition to nearly 4.19 acres of public space. What follows is a summary of the projects continuing to transform University City’s skyline.

ACADEMIC
1. Dornsife Center for Neighborhood Partnerships
2. Golkin Hall
3. Krishna P. Singh Center for Nanotechnology
4. LeBow College of Business
5. Neural – Behavioral Sciences Building
6. Science and Technology Center II
7. Arts Research and Culture House (The ARCH)
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- COMMERCIAL
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  17. Advanced Care Hospital Pavilion at Penn Presbyterian Medical Center
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- RESIDENTIAL / MIXED USE
  21. 3601 Market
  22. 38th and Chestnut
  23. 43rd and Sansom
  24. Chestnut Square
  25. Cira Centre South
  26. Croydon Hall Apartments
  27. Lancaster Avenue Development
  28. Walnut Hill Square Apartments
  29. New College House

The Keystone Innovation Zone (KIZ) Tax Credit program supports growing businesses by providing a tradable tax credit to companies located within the KIZ that meet certain criteria.
Drexel University is renovating the three-building, 1.3-acre property located at 35th and Spring Garden streets for the development of the Dornsife Center for Neighborhood Partnerships, which will house the University’s community outreach initiatives. The construction, programming and maintenance of the Center is partially funded by a $10 million gift from Dana and David Dornsife. BLT Architects has been chosen for the renovations to the three buildings on the site, which include a historic manor residence and two-story carriage house, both built in 1854 and a two-story former school built in 1959. Programming of the site, which has already begun, includes a wide range of services offered by Drexel faculty and students, community leaders, nonprofits and other interested parties.

**Dornsife Center for Neighborhood Partnerships**

**DEVELOPER**
Drexel University

**COMPLETION DATE**
December 2014

**LOCATION**
3509-13 Spring Garden Street

**SIZE**
29,410 sq. ft.

---

From its rooftop garden, state-of-the-art moot court room and 350-seat auditorium, to its interior glass walls and a grand, two-story atrium, the new Penn Law School building physically connects Penn Law’s signature, 110 year old, Georgian-style Silverman Hall to the east with its 16-year-old contemporary Tannenbaum Hall to the west, while respecting the historical three-story row homes across Sansom Street.

**Golkin Hall**

**DEVELOPER**
University of Pennsylvania

**LOCATION**
3400 Sansom Street

**COMPLETION DATE**
January 2012

**SIZE**
38,000 sq. ft.

As a new multi-level facility, the Singh Center will bring together researchers from disciplines of engineering, medicine, and the sciences through technical lab spaces and vibrant public spaces, including the quadrangle, public galleria, forum space and conference rooms. 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.

**Krishna P. Singh Center for Nanotechnology**

**DEVELOPER**
University of Pennsylvania

**COMPLETION DATE**
October 2013

**LOCATION**
3200 Walnut Street

**SIZE**
80,000 sq. ft.
**LeBow College of Business**

**DEVELOPER**
Drexel University

**LOCATION**
32nd and Market streets

**COMPLETION DATE**
September 2013

**SIZE**
177,500 sq. ft.

Designed by Robert A.M. Stern in conjunction with Voith & Mactavish Architects, this $87.5 million project will house all LeBow College of Business programs, replacing the 1960s-era Matheson Hall building. The 12-story business center at the heart of the Drexel University campus will unite the College’s various constituencies around a five-story-high atrium ringed by classrooms, student lounges, event spaces, and offices.

**Neural-Behavioral Sciences Building**

**DEVELOPER**
University of Pennsylvania

**LOCATION**
Intersection of University Avenue, 38th Street, and Baltimore Avenue

**COMPLETION DATE**
Spring 2016

**SIZE**
78,000 sq. ft.

The Neural-Behavioral Sciences Building (NBS) will put Penn students and faculty at the forefront of the revolution in brain science. The NBS building will bring together under one roof the Psychology and Biology Departments, the Biological Basis of Behavior Program, and the Penn Genomics Institute, creating a vital hub for life sciences at Penn. NBS will include new laboratory classrooms, study spaces, an auditorium and cafe. The strategic location along University Avenue, in close proximity to the School of Arts and Sciences, Perelman School of Medicine, Nursing, Veterinary Medicine, and Dental Schools, will spark integration of knowledge, teaching and research among these fields.

**USciences Science and Technology Center II**

**DEVELOPER**
University of the Sciences

**LOCATION**
43rd Street and Woodland Avenue

**COMPLETION DATE**
Spring 2014

**SIZE**
57,000 sq. ft.

The $26 million Science and Technology Center II (STC II) demonstrates USciences’ commitment to preparing graduates for careers in the life sciences and health sciences professions. The three-story building will showcase the latest facilities necessary for growth and expansion of collaborative clinical and professional education. Home to USciences’ Department of Physician Assistant Studies, the STC II will permit students from several disciplines to study, train, and interact together in a teaching and clinical environment. The building will incorporate a green-roof system for sustainability. Measuring 20,000 sq. ft., the green roof will absorb nearly 15,000 gallons of water when fully saturated. It is anticipated that the green roof, along with the triple glazed windows and natural lighting, will earn the STC II three Green Globes from the Green Building Initiative.
The acquisition of this land parcel just south of the University Avenue Bridge—the former DuPont Marshall Labs site—has yielded an important area to accommodate campus growth as well as free up valuable core campus space. Penn’s South Bank will support a dynamic campus environment that drives technology-led economic development, fosters broad-based collaboration with Penn’s leading researchers, supports business innovation, and promotes the development, transfer, and commercialization of cutting-edge research. With current tenants ranging from Transit Services to the Working Dogs Center and The Free Library, long term master planning for this campus is underway in coordination with PIDC and SRDC development.

**Arts Research and Culture House (The ARCH)**

**DEVELOPER**
University of Pennsylvania

**COMPLETION DATE**
January 2014

**LOCATION**
38th Street and Locust Walk

**SIZE**
29,500 sq.ft.

The Arts, Research and Culture House (ARCH) is undergoing renovations to serve as a center of campus life, providing a robust cultural, intellectual, and social environment open to all of the University community. Plans include a lounge, gallery, conference and group study rooms with state-of-the-art technology, expanded office space, an outdoor terrace and indoor café, an auditorium for lectures, performance, or receptions, and restoration of historic architectural features.

**URBN Center**

**DEVELOPER**
Drexel University

**COMPLETION DATE**
September 2012

**LOCATION**
3501 Market Street and 3401 Filbert Street

**SIZE**
162,000 sq. ft.

This architecturally significant complex, designed by Robert Venturi in the mid-1970s, is the new home of Drexel’s Antoinette Westphal College of Media Arts & Design. The $46 million project designed by architectural firm Meyer, Scherer & Rockcastle includes light-filled studios, exhibition areas and performance spaces that foster student and faculty collaborations across the College’s varied disciplines.

**South Bank Redevelopment**

**DEVELOPER**
University of Pennsylvania

**COMPLETION DATE**
Ongoing

**LOCATION**
34th Street and Grays Ferry Avenue

**SIZE**
23 acres

The acquisition of this land parcel just south of the University Avenue Bridge—the former DuPont Marshall Labs site—has yielded an important area to accommodate campus growth as well as free up valuable core campus space. Penn’s South Bank will support a dynamic campus environment that drives technology-led economic development, fosters broad-based collaboration with Penn’s leading researchers, supports business innovation, and promotes the development, transfer, and commercialization of cutting-edge research. With current tenants ranging from Transit Services to the Working Dogs Center and The Free Library, long term master planning for this campus is underway in coordination with PIDC and SRDC development.
2.0 University Place is a LEED Platinum Office Building that is occupied in part by the U.S. Citizenship and Immigration Services. Sustainable features will include a green rooftop park accessible for tenant use and enjoyment with complete storm water management techniques and facilities and a state-of-the-art chilled beam high efficiency heating and cooling system. All public and common areas will be powered by 100% renewable energy for the first two years through the purchase of Renewable Energy Certificates. All tenant space will be powered by 50% renewable energy through the first two years through a similar purchase.

3.0 University Place will be a six-story, Class A office building, and the second LEED Platinum Office Building for University Place Associates.
Campus Commerce Center

**DEVELOPER**
Campus Apartments

**LOCATION**
41st and Walnut streets

**COMPLETION DATE**
May 2012 (Phase 1)

**SIZE**
255,000 sq. ft.

Phase one of the Campus Commerce Center is a 136 room extended-stay Homewood Suites hotel. Phase two will include 150,000 square feet of Class A office space partially occupied by Campus Apartments, headquartered in University City and one of the largest privately owned student housing companies in the nation.

The Dorrance H. Hamilton Center for Culinary Enterprises (CCE)

**DEVELOPER**
The Enterprise Center Community Development Corporation

**LOCATION**
310–18 S. 48th Street

**COMPLETION DATE**
November 2012

**SIZE**
13,000 sq. ft.

The CCE is an innovative multi-use commercial kitchen center designed as an engine for creating food-related jobs and businesses, providing resources to emerging food entrepreneurs. It includes four state-of-the-art commercial kitchens for rent to culinary entrepreneurs, a multimedia learning center, support spaces for clients, and three new retail businesses.

Central City Toyota

**DEVELOPER**
Central City Toyota

**LOCATION**
48th and Chestnut streets

**COMPLETION DATE**
January 2013

**SIZE**
45,000 sq. ft.

The Paul family has been a part of West Philadelphia since 1908 and Central City Toyota has been on 48th and Chestnut streets since 1969. This new building houses a Toyota dealership consisting of service, parts, Certified Toyotas & collision center and will receive LEED Silver Certification, setting a new standard in its field for efficiency and design.

4240 Market Street

**DEVELOPER**
Jason Winig, Richard Kassoway, Howard Winig, Eric Kassoway

**LOCATION**
4240 Market Street

**COMPLETION DATE**
October 2012

**SIZE**
14,550 sq. ft.

4240 Market Street is a single-story, single-tenant office building occupied by the Social Security Administration, which consolidated two existing offices. The project includes an underground stormwater retention system to mitigate runoff.
Penn Medicine is vertically expanding the Perelman Center by constructing the South Pavilion Extension, five additional floors, or 200,000 sq. ft. dedicated to outpatient care. Above the South Pavilion Extension, the progressive Henry A. Jordan Medical Education Center is being created. All three floors or 115,000 sq. ft. of this Center follow the innovative design of renewing education facilities for the students of Perelman School of Medicine and provide offices for clinical faculty and clinical research nurse coordinators. Integrating tomorrow’s doctors with the great minds of today’s clinicians and researchers, the Henry A. Jordan Center will provide dynamic and productive collaboration in the field of health care.

The new Advanced Care Hospital Pavilion will provide the infrastructure needed for Penn Presbyterian Medical Center to become Penn Medicine’s Level-I Regional Resource Trauma Center. With the completion of the expansion project, the Trauma Center will transfer from the Hospital of the University of Pennsylvania to Penn Presbyterian Medical Center. Renovations will upgrade the capacity and efficiency of the Emergency and Radiology Departments. In addition to added emergency bay and operating room capacity, a new state-of-the art trauma resuscitation area will be dedicated to the evaluation and stabilization of critically injured patients. The project will also facilitate improvements in centralized patient flow. A new concourse will be created to provide a location for family, patients, and staff to gather. The exterior of the PPMC campus will also be developed to feature a landscaped green space in the 38th Street courtyard providing an additional aesthetic element to the PPMC campus and the surrounding community.
The Children’s Hospital of Philadelphia is expanding its facilities on its South Campus, where the LEED certified Buerger Center will consolidate and expand many of its outpatient services. The public and patient spaces that can benefit the most from daylight and a connection to nature have been placed facing the 2.6 acre landscaped plaza which will connect the ground floor with the Colket Translational Research Building. Phase I of the project includes a new, 12-story outpatient facility on top of a new, five-level parking garage. Phase II of the project will feature a landscaped plaza designed to support a variety of recreational and educational experiences for families, patients, and staff and will also include the completion of a 14,000 sq. ft. roof-top garden.

The Nicholas and Athena Karabots Pediatric Care Center

**DEVELOPER**
The Children’s Hospital of Philadelphia

**COMPLETION DATE**
January 2013

The Nicholas and Athena Karabots Pediatric Care Center provides pediatric care as well as access for families to CHOP’s community programs. Existing Pediatric and Adolescent Care Centers have been merged to form this new center that provides primary and preventive health care services to underserved children in the West Philadelphia area.

The Robert and Penny Fox Tower at The Wistar Institute

**DEVELOPER**
The Wistar Institute

**COMPLETION DATE**
2014

**LOCATION**
3601 Spruce Street

**SIZE**
89,700 sq. ft.

This new tower will enable expansion of Wistar’s research operations and scientific faculty and is designed to drive collaborative research between laboratories. 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 will revitalize systems and facilities throughout The Wistar Institute complex including the construction of a new vivarium and installation of more efficient mechanical, electrical, and plumbing systems.
Construction will begin on a new 27-story market-rate apartment building on the Science Center’s campus in the fall of 2013. This is the first residential project in the Science Center’s 50-year history. The building will feature 362 studio, efficiency, and one and two-bedroom apartments. Other building features include approximately 15,000 sq. ft. of ground-floor retail, a fitness center, a rooftop pool, spaces for bicycles, a resident lounge and 200 parking spaces. All units will include stainless steel appliances and granite countertops as well as washers and dryers. The project is being designed by BLTa architects with the goal of receiving LEED Silver certification.

This mixed-use development consists of a 25-story, 290,600 sq. ft. tower with 276 apartments, ground floor retail and parking. Adjacent, the Philadelphia Cathedral will add a 31,500 sq. ft. office building with retail, parking, and a community center. This is in addition to renovations and improvements to the 25,200 sq. ft. church building.

This mixed-use space is a four-story building with two commercial spaces at grade. It was designed by Blitz Architectural Group and includes amenities such as tenant storage, on-site laundry facility, parking, indoor/outdoor bike parking, a gym, and an elevator. The building will include 30 one-bedroom units and one two-bedroom unit.

American Campus Communities is developing a new, $97 million student housing community and mixed-use project on Drexel’s campus through a ground lease agreement signed in January 2012. Designed by Robert A.M. Stern Architects in conjunction with Voith & Mactavish Architects, the project consists of a 19-story residential and two eight-story buildings that front Chestnut Street, together adding 869 student beds. The project also includes 25,000 sq. ft. of new retail space fronting Chestnut Street between 32nd and 33rd streets. Drexel University is renovating the courtyard between the adjacent Creese Student Center and MacAlister Hall buildings to create a new entrance to the student-dining center, which will also be completed for fall 2013.
Cira Centre South
DEVELOPER
Brandywine Realty Trust
COMPLETION DATE
September 2014 (Chestnut Street Tower / The Grove)
mid-2016 (Walnut Street Tower)
LOCATION
30th Street, between Walnut and Chestnut streets
SIZE
464,000 sq. ft. (Chestnut Street Tower / The Grove)
790,000 sq. ft. (Walnut Street Tower)

Cira Centre South is a transit oriented mixed-use office, residential, and retail development consisting of two towers located on 30th Street, between Chestnut & Walnut streets. The Walnut Street Tower will consist of 260 luxury apartments and 500,000 sq. ft. of LEED certified, Class A office space. Designed by Pelli Clark Pelli, the tower’s unique architecture will be highly recognizable on the Philadelphia skyline and will offer tenants unencumbered views of the Schuylkill River and the center city skyline. The Chestnut Street Tower is under construction and is known as The Grove. It will consist of 345 high-end residential units designed for young professionals and university students. Once both projects are complete, Cira Centre South will have added 28,000 sq. ft. of new retail and restaurant space to the area. Cira Centre South is being developed within a Keystone Opportunity Improvement Zone, which affords qualified office and retail tenants an abatement of most city and state taxes.

Croydon Hall Apartments
DEVELOPER
Orens Development, Inc., Hillel Tsarfati and Kfir Binnfeld
COMPLETION DATE
June 2014
LOCATION
241 S. 49th Street
SIZE
100,000 sq. ft.

Croydon Hall is an 8-story center core building, with two four-story wings, that has been vacant for more than 10 years, but is structurally sound. The property will be completely renovated into 127 one, two and three-bedroom apartments with occupancy projected to begin in June 2014.

Walnut Hill Square Apartments
DEVELOPER
Kaloti Brothers, LLC
LOCATION
4210 Sansom Street
SIZE
28,000 sq. ft.
COMPLETION DATE
February 2013

Walnut Hill Square features 28 spacious studio, one-bedroom, and two-bedroom apartments with private balconies, as well as a rooftop terrace. Covered parking is also available.
American Campus Communities is developing the property at the corner of Lancaster Avenue and 34th Street with a mixed-use retail and student housing development project. The property currently includes the Hess Building and adjacent parking lot, for a land area of approximately 1.52 acres. The $160 million development will include approximately 1,300 new student-housing beds, a 400-seat student dining center and 20,000 sq. ft. of street-level, mixed-use retail space to kick off a dynamic transformation of the Lancaster Avenue corridor.

This 21st-century student residence is 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 house master suites, the new College House will offer undergraduates a premier home in which to live, learn, and grow as part of a supportive community of faculty, staff, and graduate students. 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 where a busy pedestrian path connects the campus with the city.
The Porch | By The Numbers

Nearly 2,000 people per day stop at The Porch, in addition to the more than 16,000 pedestrians that pass through. Those numbers are expected to double or triple in the coming years as The Porch sits at the epicenter of close to 8 million square feet of anticipated development – the equivalent of more than 10 new Cira Centres.

Something is always happening at The Porch which hosted more than 100 unique programmed events in 2013. Roughly 500 customers a day stop for lunch from the gourmet food trucks that call The Porch home several days a week.

Philadelphia’s NEXT GREAT PUBLIC SPACE

The Porch at 30th Street Station sits amidst a dense concentration of Philadelphia’s education, medicine and innovation sectors and is used by thousands of daily commuters and first-time visitors, and surrounded by more than 16,000 jobs. In fewer than two years, The Porch has developed into an oasis of activity, respite and interaction through an observation-based and iterative design process that is changing the way people think about public space. With vibrancy to the east and west, The Porch has already “sparked new economic activity” (Next American City). In September 2013, UCD released one of the most extensive post-occupancy studies of a public space. This study will guide future improvements at The Porch and can be downloaded at theporchat30th.com
“Philadelphia is being reshaped by the new economy, with its focus on health care, university research, and higher ed.”

–Inga Saffron, Philadelphia Inquirer

A Wave of RESIDENTIAL DEVELOPMENT

University City’s resilience and popularity is evident by the astounding number of residential real estate projects in progress. From high-end dormitories to stylish apartment buildings, 2.6 million sq. ft. of new residential real estate projects have recently been completed or are under construction. These new housing options continue to knit together both sides of the river, while adding to University City’s vibrant streetscapes and walkable neighborhoods.

Total units of new and anticipated multi-family housing in University City

New housing construction is expected to increase University City’s population by roughly 10% over the next 2-3 years.
Innovation NEIGHBORHOOD

The Innovation Neighborhood is the centerpiece of Drexel University’s strategic focus on research, technology transfer and economic development. Drexel is partnering with national and international technology leaders and developers to create an unprecedented new neighborhood for research, teaching, business and living. This undertaking is possible because of two once-in-a-generation opportunities: the maturation of Drexel’s world-renowned applied research enterprise, and the fact that the University has assembled a collection of urban properties unmatched in the nation for location and potential—over 12 acres of underdeveloped land next to its campus in University City and adjacent to 30th Street Station. The Innovation Neighborhood will transform Philadelphia, and take a place alongside innovation centers like Cambridge and Silicon Valley.
GROWTH along the Schuylkill

Rather than dividing Center City and University City, the Schuylkill River is increasingly serving to bind these two dynamic neighborhoods together. More and more Philadelphians are looking to the Schuylkill River as an attractive place to work, live and play. And the river’s gravitational pull is resulting in new kinds of development, reshaping the city’s relationship to the river. From 2012 to 2017, The Children’s Hospital of Philadelphia (CHOP) will spend over $2 billion to build and renovate facilities that meet the growing demand for exceptional pediatric care and groundbreaking research necessary in advancing cures for childhood diseases. The Schuylkill Avenue Project (pictured), a purchase of land east of the Schuylkill River near South Street, is one component of this multi-pronged expansion beginning with the development of a 500,000 square foot building and parking facility. CHOP is also partnering with the Schuylkill River Development Corporation (SRDC) to provide access to the Schuylkill River Trail supporting the SRDC’s goal of extending the trail beyond the South Street Bridge.
Retail Vitality + Creative Economy
Our residential neighborhoods and core business districts continue to experience a commercial boom. Dozens of new stores and restaurants open every year, and retail occupancy rates and pedestrian counts continue to dramatically climb. In addition, University City’s arts, culture and creative class has become a key contributor to the neighborhood’s economic prosperity.
Business owners know that University City is a smart bet thanks to the neighborhood’s proximity to intellectual capital, its residential density, walkable neighborhoods and mixed-use development centered on mass transit. In the last year, more than three dozen new businesses opened in University City, including new outposts of Little Baby’s Ice Cream, Han Dynasty, HipCityVeg and Shake Shack.
We have had great success in New York catering to University life—from NYU to The New School to Columbia; we have found that professors, administrators and students are the perfect customer cross section for us. When the opportunity presented itself for us to open a second store after Rittenhouse Square, and it was part of Drexel and in such proximity to University of Pennsylvania, it was basically a no-brainer.

–Jonathan Rubinstein, co-founder, Joe Coffee

Pedestrian counts in University City rival those on busy Center City streets, such as Chestnut St. between 16th St. and 17th St. (1,164 per hour)*

Source: UCD

*2011 data (Source: Center City District)

Busy Sidewalks and Thriving Businesses

Chestnut Square is poised to transform the pedestrian experience along the 3200 block of Chestnut Street practically overnight with locations of Shake Shack, coZara, Zavino, Joe Coffee, and Yogorino opening. With this in mind, we asked one owner what makes University City so desirable.

“We have had great success in New York catering to University life—from NYU to The New School to Columbia; we have found that professors, administrators and students are the perfect customer cross section for us. When the opportunity presented itself for us to open a second store after Rittenhouse Square, and it was part of Drexel and in such proximity to University of Pennsylvania, it was basically a no-brainer.”

–Jonathan Rubinstein, co-founder, Joe Coffee
Bustling Streets

Amid University City’s continual commercial growth, UCD’s signature events such as the Baltimore Avenue Dollar Stroll and University City Dining Days, and interventions like Parklets animate our sidewalks and vastly improve sales at neighborhood establishments.

Business has increased 40% beginning the day after the Parklet was installed.
—Tom McCusker
owner, Honest Tom’s Taco Shop

UNIVERSITY CITY’S Creative Economy

From Andy Warhol’s first solo exhibition to one of the largest collections of Egyptian artifacts to the cutting-edge of cinema and theater, University City is a leading center of creativity. Artist-rich and participation-rich, the neighborhood’s arts and cultural landscape is one of University City’s strongest assets for growth, responsible for more than 2,300 jobs and over $175 million in economic impact in 2012.

Source: Greater Philadelphia Cultural Alliance
Rate of Cultural Participation

University City has a higher concentration of artists than neighborhoods including Old City, Queen Village, Fairmount and Fishtown.

Pictured above, Lancaster’s Avenue’s vacant Hawthorne Hall was transformed by The Rabid Hands Art Collective, who hail from Brooklyn, New Orleans, and Detroit—cities where artists have been on the forefront of creative adaptive reuse and transformation of abandoned structures.

Artistic Density in University City

University City’s concentration of artists is nearly 4.5 times as high as the city overall, and the cultural participation rate is almost 2.9 times higher.

Source: Greater Philadelphia Cultural Alliance, Cultureblocks.com

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<th>Nonprofit Arts and Cultural Organizations</th>
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<td>Cultural Events (Permits)</td>
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</tbody>
</table>

Source: Cultureblocks.com
In April, 2013, Cira Centre’s 85,360 sq. ft.,
 north-facing wall—rising 437-feet over 30th Street Station—was transformed into the
 world’s largest version of the classic arcade game Pong thanks to Dr. Frank Lee, an associate professor in Drexel’s Westphal College of Media Arts & Design and co-founder of the Drexel Game Design Program.
Meet JAEMI HUBO

A team of researchers led by Drexel University is collaborating with a team of Korean researchers on advancing humanoid development to enhance the human-robotic interaction. The five-year project, funded through the National Science Foundation (NSF) Partnership for International Research and Education Program, seeks transformative models to train scientists and engineers to effectively work in global multi-disciplined design teams. Through the collaboration, Drexel now houses a version of the Korea Advanced Institute of Science and Technology’s HUBO humanoid, Jaemi HUBO. Researchers at The University of Pennsylvania, Colby College, Bryn Mawr College and Virginia Tech in the United States, and KAIST, Korea University and Seoul National University, are each working to add their own expertise to Jaemi HUBO in order to advance and enhance the humanoid and its interaction with people and environments.

Dr. Paul Oh (right) and his graduate students in the Drexel Automated Systems Laboratory are engineering humanoid robots to respond to disaster scenarios as part of a research challenge funded by the U.S. Department of Defense.
Drexel Ventures
Drexel University is creating a seed funding, incubation and technology transfer enterprise called “Drexel Ventures,” with the goal of spurring technological advancements with real-world applications. The program, which supports Drexel’s strategic priority of fostering economic development in University City, will make it easier for researchers to enter into partnerships with the private sector and translate their work into the marketplace.

Its mandate includes identifying and supporting business development opportunities, expediting intellectual property licensing, supporting business incubator and accelerator programs, and connecting Drexel’s community of innovators to other entrepreneurs and funding sources in the national innovation ecosystem.

First Round Capital
First Round Capital, one of the nation’s most active early-stage venture capital firms, moved its headquarters to University City in 2012, quickly establishing the Dorm Room Fund, an innovative venture capital fund investing in student entrepreneurs.

Warby Parker, AdMob, Invite Media, Milo, MyYearbook.com, and Lore all started in the dorm rooms of University City.
A Soft Landing for INTERNATIONAL COMPANIES

Celebrating its 50th anniversary this year, the University City Science Center is the first and largest urban research park in the United States. It provides business incubation, support services and programming for entrepreneurs and startup companies. International companies continue to take advantage of The Science Center’s Global Soft Landing Program, which helps global companies establish a foothold in the region’s life sciences and technology markets. University City offers a strategic location within easy reach of the nation’s regulatory/legislative hub in Washington and its financial center in New York. Companies from Belgium, France, Germany, Russia, Singapore, Spain, and Sweden, to name a few, currently reside at the Science Center.
GAME ON in University City
Drexel University computer science graduates Matt Lesnak, Keith Ayers and N. Taylor Mullen claimed a world championship in the Microsoft Imagine Cup technology design competition - considered to be one of the most challenging technology competitions in the computer science community - after their “Math Dash” game rose to the top from a field of 106 teams from 75 countries. The group won the game design mobile category with a smartphone app that turns learning math concepts into a fun game. More than 300,000 students from around the world participated in the competition.

BOTSWANA-UPENN Partnership
The Government of Botswana, the University of Botswana and the University of Pennsylvania formed the Botswana-UPenn Partnership to build capacity in Botswana in response to the HIV/AIDS epidemic. UPenn is taking a broad interdisciplinary approach to train health-care personnel throughout Botswana in prevention and treatment of HIV/AIDS and its complications, to develop outstanding post-graduate training programs at the University of Botswana with an emphasis on internal medicine and its subspecialties, to offer experience in global health to Penn trainees, and to develop joint research programs that address issues relevant to the health and welfare of the citizens of Botswana.
University City researchers received more than 44% of all NIH funding distributed statewide, as well as more than $42 million from the National Science Foundation, an increase of more than 5% from 2010.

Note: Includes University of Pennsylvania, Penn Medicine, Drexel University, The Wistar Institute, Children’s Hospital of Philadelphia, Science Center. Science Center data are only available for 2010 (6 patents), 2011 (2 patents), and 2012 (11 patents).
Source: UCD
Shaping PUBLIC SPACE

Great urban spaces and dynamic communities generate energy and enhance livability. With that in mind, place-making efforts have proliferated throughout University City, facilitated by unique partnerships from across public, private, nonprofit and community sectors, strategically shaping the physical and social character of our public spaces. The following are a wide range of examples of how the art and science of creating lively, inspiring urban space is bringing people together.

Baltimore Crossing

Working in partnership with the Mayor’s Office of Transportation and Utilities, the Streets Department, and the community, UCD transformed a confusing Baltimore Avenue intersection into the Baltimore Crossing pedestrian plaza. Bump-outs and a new crosswalk together reduce pedestrian crossing distances by roughly 40-50%, while creating a beautiful new sea of green that serves to knit together Baltimore Avenue both functionally and aesthetically.
PARKLETS
UCD, in partnership with the Mayor’s Office of Transportation and Utilities and thanks to funding from the William Penn Foundation, piloted Philadelphia’s first Parklets, an innovative temporary seating platform that transforms parallel parking spaces into places to sit, relax, eat and enjoy street life. Parklets are landscaped and furnished with movable café tables and chairs. In 2013, UCD’s Parklet program expanded to six University City locations.

WOODLAND GREEN
Thanks to a partnership between UCD, the Mayor’s Office of Transportation and Utilities, the Philadelphia Streets Department, and the University of the Sciences, the unattractive traffic triangle at Woodland Avenue and 42nd Street has been transformed into a verdant oasis with trees, planters, free wi-fi service, tables and chairs, and umbrellas for all to enjoy.
HEART & SOUL
Each June, UCD organizes Heart & Soul, an interactive public art exhibition featuring artist-decorated pianos—this year all in Clark Park, the heart of University City. Visual art and performance art, Heart & Soul encourages musicians of all backgrounds to share their creativity through impromptu public performances, enlivening our connection to the spaces we share.

Avenue of TECHNOLOGY
The Department of Making + Doing located at the University City Science Center is channeling the brain trust and assets of four dynamic Philadelphia-based art, design and technology organizations (NextFab Studio, Public Workshop, Breadboard, and The Hacktory) to activate the 37th Street pedestrian walkway and elevate the local profile of the Avenue of Technology.

The FOOD TRUCK Capital
Food trucks have become a popular trend—helping turn everything from empty lots to sleepy corridors into festive destinations. But University City is the one Philadelphia neighborhood where food trucks have reigned for years and, most recently, helped transform the pedestrian experience at The Porch and 33rd and Arch streets (pictured).
40TH STREET Summer Series
Each summer UCD, Penn and The Rotunda invite internationally-acclaimed ensembles—such as the Millennial Territory Orchestra and the Sun Ra Arkestra—to play free outdoor concerts that capture the soul of the neighborhood. In addition, face painters, balloon artists and free tasty treats made these events fun for the whole family.

FARMERS’ MARKETS
Farmers’ markets are important neighborhood gathering places and can have a broad impact on their community's development. University City is home to countless markets including one of the region’s most popular year-round markets in Clark Park.

Shakespeare in CLARK PARK
Drawing thousands and arguably the most diverse theater audience in Philadelphia, Shakespeare in Clark Park transforms Clark Park into an open air performing arts venue every summer.
THE PORCH
Once a congested parking lane and bland, barren sidewalk, The Porch has quickly become one of the most animated public spaces in Philadelphia—from temporary art to farmers’ markets and food truck events to pop-up beer gardens and mini-golf.

 “[The Porch] has developed an instant identity . . .”
—Marilyn Taylor, Dean, University of Pennsylvania School of Design
Films at DREXEL PARK
UCD and the Awesome Fest organized an 8-week state-of-the-art movie series, turning this picturesque park into a unique destination.

PENN CAMPUS Public Space
With the completion of Penn Park, Shoemaker Green and Kane Park, Penn is making their campus a better place for public interaction, enhancing the creative atmosphere for students, faculty and the broader community.
Shaping Public Space

Drexel University’s Perelman Plaza will re-imagine the center of its campus along the former 32nd Street between Chestnut and Market streets. With the University’s largest academic building, the home for Drexel’s LeBow College of Business rising at one end and a new residential and retail center, Chestnut Square at the other, the location will be the University’s primary outdoor social and event space. Perelman Plaza will help fulfill Drexel’s need for public spaces that inspire connection, collaboration and community among students, faculty and professional staff. Perelman Plaza will focus the excitement of the University’s urban campus in a location where thousands of people can meet, eat, study and be social on a daily basis, and where the University can hold large outdoor gatherings and events.

40TH STREET Trolley Portal

The Portal presents an unparalleled opportunity for the creation of a new public space in Philadelphia. University City District, working in conjunction with Andropogon Associates landscape architects, SEPTA, the City of Philadelphia and a committee of neighborhood stakeholders, has devised a plan for the transformation of the 40th Street Trolley Portal into a vibrant plaza, a lively cafe, and a safe and verdant place to wait for trolleys. The Portal will be an animated gathering space with abundant, sun and shade, trees and plantings with features offering varied ways for diverse users to enjoy and experience the space. UCD’s plan will create a suitable gateway for the neighborhoods of West Philadelphia and Southwest Philadelphia while celebrating the mode of transit that led to the development of much of West Philadelphia.
Life in UNIVERSITY CITY

PEOPLE
University City continues to experience an influx of well educated, younger residents. The neighborhood’s population continues to increase and average incomes are rising. At the same time University City is among the most diverse parts of the city.

University City by the Numbers

72,088
jobs

93%
office occupancy rate

89%
retail occupancy rate

42,956
college and university students

54%
residents aged 25 or older with a Bachelor’s or Advanced Degree

27%
family households

$46,504
average household income

90%
residential occupancy rate

48,589
University City population

19,027
number of housing units

18%
homeownership rate

17,169
households

Source: U.S. Census, American Community Survey, LEHD (OnTheMap), Newmark Grubb Knight Frank, UCD
Age of University City Residents

- The number of 20- to 34-year-olds in University City increased by 21% between 2000 and 2010.

Ethnicity

Average Household Income*

- Average incomes have climbed 36% in University City over the last 20 years.

Population Growth in University City Compared to Philadelphia

- The number of 20- to 34-year-olds in University City increased by 21% between 2000 and 2010.

Average incomes have climbed 36% in University City over the last 20 years.

Diversity Index

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

*Inflation adjusted 2010 dollars
Source: U.S. Census, ESRI, American Community Survey

Source: U.S. Census, ESRI, American Community Survey

Source: U.S. Census

Source: U.S. Census
EMPLOYMENT

University City’s private sector earnings represent an impressive 10% of all Philadelphia County earnings, and the neighborhood is home to more than 72,000 jobs – many at some of the most prestigious academic and medical institutions in the world.

Connecting to Opportunities

Although more than 10% of the total jobs in Philadelphia are found in University City—with more than 72,000 positions—15% of West Philadelphians are unemployed. With that in mind, University City District (UCD) launched the West Philadelphia Skills Initiative (WPSI) in 2010 in an effort to connect local employers seeking talent with local residents seeking opportunity. Building on close partnerships with University City anchor institutions that include Penn Medicine and Drexel College of Medicine, WPSI provides employer-driven training programs designed to help West Philadelphians succeed in positions traditionally plagued by high turnover.

In 2012, WPSI expanded by establishing the West Philadelphia Skills Center for Economic Advancement. Housed at the West Regional Branch of Community College of Philadelphia, the Center provides intensive training to address the soft skills gaps of low-skill and entry-level workers, helping these job seekers both find and retain employment. Whereas most workforce efforts follow a “train and pray” model – training people and hoping that they will find jobs—WPSI begins by partnering with major employers, and co-designing curricula and placement strategies with them.

UCD sees WPSI as the connective tissue that “aligns the systems” of the neighborhood anchor institutions with the needs of the West Philadelphia community. There are approximately 1,200 business improvement districts across the country, with intensive, high-level relationships with major employers and property owners. Only UCD has made the leap from the physical improvements and revitalization efforts that typify business improvement districts to a more holistic and innovative focus on economic opportunity, exemplified by The Center’s early successes.
University City’s Largest Employers
Employees based in University City

- University of Pennsylvania: 16,705
- Penn Medicine*: 14,161
- The Children’s Hospital of Philadelphia: 9,925
- Drexel University: 3,252
- IRS: 4,221
- Veteran’s Administration: 2,313

*The total count for Penn Medicine in 2013 is 21,864
Source: UCD

Job Density in Philadelphia

Source: U.S. Census (LEHD, OnTheMap)
Thanks to employment and residential density, excellent public transit service, exceptional walkability and an extensive network of bicycle lanes, University City residents overwhelmingly commute without using private vehicles.

Mode to Work

University City

Philadelphia

U.S. Residents

Walking  
Public Transportation  
Bicycle  
Car (includes driving alone and carpooling)

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

Source: U.S. Census, American Community Survey

Total Annual Amtrak Ridership at 30th Street Station

Bicycle Traffic Between University City and Center City*

*Includes Schuylkill River bridges excluding Spring Garden St.
Source: Bicycle Coalition of Greater Philadelphia
University City is the third most walkable neighborhood in Philadelphia with an average Walk Score of 93, compared to 74 in Philadelphia overall. Walk Score measures the walkability of a location based on the proximity of amenities such as grocery stores, schools, parks, restaurants, and retail.
The residential real estate market remains very strong in University City, yet housing in the neighborhood continues to be very affordable compared to Center City. In addition, University City District’s Project Rehab continues to strengthen the neighborhood’s housing stock one property at a time.

**Cost of Living in University City and Central Philadelphia**

The cost of living in University City is 28% lower than in Center City (Girard Avenue to Tasker Street).

*Note: Cost of living index includes: food, housing, utilities, transportation and health costs. UCD value is weighted by zip code.

Source: Sperling’s BestPlaces

**Rents in University City and Center City**

Source: University of Pennsylvania, Off-Campus Services

**University of Pennsylvania Graduate Students Living in University City**

An increased preference for University City living has combined with a growing enrollment to more than double the number of UPenn graduate students calling University City home.
Project Rehab

In 2011, University City District (UCD) established Project Rehab in partnership with the City of Philadelphia’s Department of License and Inspections. Project Rehab provides comprehensive assistance to property owners—moving derelict properties from demolition threat to neighborhood asset while saving taxpayer dollars in the process.

A property on 49th Street (as shown below) is one of the dozens of properties saved from demolition. UCD assisted the property owner through the rigors of navigating local agencies and provided vital and comprehensive consultation. Thanks to Project Rehab, the owner has begun the process of rehabilitating the property into a beautiful and usable space that will allow the owner and the entire neighborhood to finally capitalize on its resurgence.

Project Rehab at Work | 938 S. 49th Street

Project Rehab by the Numbers*

- **$4,270,550** financing dollars obtained
- **$7,015,115** total dollars of market value created
- **21** properties under construction
- **15** properties sold
- **8** formerly vacant—now occupied properties
- **8** properties rehabilitated

*Source: UCD*
University City schools are doing remarkable things—from parent-driven greening projects to unique partnerships to creating groundbreaking educational models.

<table>
<thead>
<tr>
<th>Students</th>
<th>University of Pennsylvania</th>
<th>Drexel University*</th>
<th>University of the Sciences in Philadelphia</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>11,678</td>
<td>15,876</td>
<td>2,436</td>
<td>436</td>
<td>2,708</td>
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<tr>
<td>Graduate</td>
<td>13,047</td>
<td>9,624</td>
<td>334</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Total Students</td>
<td>24,725</td>
<td>25,500</td>
<td>2,770</td>
<td>436</td>
<td>2,708</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Housing</th>
<th>University of Pennsylvania</th>
<th>Drexel University*</th>
<th>University of the Sciences in Philadelphia</th>
<th>The Restaurant School at Walnut Hill College</th>
<th>Community College of Philadelphia West Campus †</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate in campus residences</td>
<td>5,731</td>
<td>4,127</td>
<td>711</td>
<td>139</td>
<td>n/a</td>
</tr>
<tr>
<td>in fraternity/sorority</td>
<td>496</td>
<td>241</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>off campus (total)</td>
<td>5,451</td>
<td>11,508</td>
<td>1,725</td>
<td>297</td>
<td>2,708</td>
</tr>
<tr>
<td>in University City</td>
<td>3,411</td>
<td>n/a</td>
<td>201</td>
<td>21</td>
<td>n/a</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graduate</th>
<th>University of Pennsylvania</th>
<th>Drexel University*</th>
<th>University of the Sciences in Philadelphia</th>
<th>The Restaurant School at Walnut Hill College</th>
<th>Community College of Philadelphia West Campus †</th>
</tr>
</thead>
<tbody>
<tr>
<td>on campus</td>
<td>831</td>
<td>252</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>off campus (total)</td>
<td>12,216</td>
<td>9,372</td>
<td>301</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>in University City</td>
<td>4,251</td>
<td>n/a</td>
<td>33</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Totals includes 2,184 students on co-op and 5,126 distance learning students.
Total students on University City campus is 15,315.
† Includes credit and non-credit students who took classes at the West Regional Center, including summer terms (2,377 during spring and fall semesters only).

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**Educational Attainment for the Population Aged 25 and Over**

![Educational Attainment Chart]

Source: American Community Survey
LIFE IN UNIVERSITY CITY
Teaching Students to Change the World

The Sustainability Workshop, an innovative project-based senior year program originally located at the Navy Yard, concluded a successful two year pilot program in June. The Workshop School will expand to a full School District of Philadelphia high school in September serving the students of West Philadelphia. The mission of the Workshop is to unleash the creative and intellectual potential of young people to solve the world’s toughest problems.

Penn-Lea Partnership

The University of Pennsylvania has continued to grow its involvement with the Henry C. Lea School, in part as an expansion of its commitment to providing high quality educational options in the West Philadelphia community as demonstrated by the Penn Alexander School. Penn and Lea have been partners for decades, and the University partnership has provided dozens of different kinds of services ranging from professional development for teachers, undergraduate mentors and tutors for students, and socialized recess programming through the West Philadelphia Recess Initiative. The Netter Center’s Lea Community School offers high quality out of school time programming for 100 students annually. The Dental School offers the mobile dental van service to students. Finally, the West Philadelphia community brings in a host of partners to increase tutoring capacity, offer library services, and create art and music opportunities for students.

Greening Lea

Greening Lea, a project of the West Philly Coalition for Neighborhood Schools, has been working with local partners to transform the schoolyard at the Henry C. Lea School into a much-needed green space that’s open and accessible to the community. In 2011, a Master Plan was developed through the Community Design Collaborative to guide the transformation of what is currently an asphalt lot into a vibrant public space. The plan will create areas for active play, quiet contemplation, learning, and athletics while adding much-needed shade and stormwater management.
Greening Powel
Parents and educators at Powel School came together with help from the Community Design Collaborative and the Preservation Alliance to envision a better schoolyard. Working with key stakeholders, including the Powelton Village Civic Association, UCD, Drexel University and students from Powel, the school came up with a design that would celebrate learning in nature while providing ample space to play and explore. By providing an outdoor classroom adjacent to garden beds, students will be connected to nature while in a structured setting.

Penn Alexander
The Sadie Tanner Mossell Alexander University of Pennsylvania Partnership School, commonly called Penn Alexander, is recognized nationwide as a model for university-assisted schools. Opened in 2001 as a result of an unprecedented partnership between the University of Pennsylvania, the School District of Philadelphia and the Philadelphia Federation of Teachers, Penn Alexander is ranked among the top ten Philadelphia public elementary schools and sends nearly all of its graduates to select high schools in the City.

2013 marks several accomplishments for the school: the 2012-13 Intel Schools of Distinction Award for Middle Grades Science, the Carver Science Fair Highest Achiever Award, along with several individual student awards. Twelve teachers at the school have now earned National Board Certification, the highest level of certification in the field of teaching.
CLEAN & SAFE STREETS

With an incomparable density of public safety infrastructure in University City, the partnership between UCD, the Philadelphia Police Department, the Penn and Drexel police departments and other institutional public safety divisions is leading the way for maintaining and enhancing our public spaces.

“The partnership between University City District and Philadelphia Police District is a national model as far as I’m concerned.”

—Charles H. Ramsey
Commissioner, Philadelphia Police Department

Average Change in Rate of Serious (Part 1) Crimes*

Rate of Violent Crime per 1,000 Residents

*Excludes homicides due to very low incidents rate
Source: Philadelphia Police Department Police Statistics, as reported to UCR
Public Space Maintenance by the Numbers*

- **52,748** bags of trash removed
- **1,512** graffiti tags removed
- **41,600** cleaning hours

*August 2012–July 2013
SUSTAINABILITY

University City District and partners aim to catalyze a model sustainable community in University City by helping residents, businesses, and institutions reduce their use of natural resources. These efforts are guided by the framework established by Mayor Nutter’s Greenworks Plan to develop and meet community-wide goals and aspirations in making Philadelphia the greenest city in America. To accomplish this, we are building on the incredible sustainability work that has been underway for years by community residents, businesses, and institutions.

EnergyWorks

Over the past two years, a partnership between UCD and the federally funded EnergyWorks program has yielded 80 energy audits of University City homes leading to 30 completed energy efficiency retrofits. This amounts to 21% of all the retrofits completed in Philadelphia through this program, with an average reduction of air filtration of 28%.

RainCheck

RainCheck is a Philadelphia Water Department (PWD) program that provides residents with resources to manage stormwater and beautify their homes. Thanks to a partnership with UCD, University City was home to 35 participants (with 44 homeowners signed up for round two in 2013-14!) who received downspout planters, rain gardens, and other improvements that keep rain water from entering the sewer system.

A Dense Tree Canopy

University City is blessed with a dense tree canopy—amounting to 17% of the neighborhood’s land area, compared to 11% in downtown Philadelphia—as well as extensive green spaces, including Clark Park and the new 24-acre Penn Park.
Landmark New Green Spaces

Kane Park
DEVELOPER
University of Pennsylvania and UPHS
COMPLETION DATE
Spring 2013
LOCATION
Triangle bounded by 33rd Street, 34th Street, and Spruce Street
SIZE
0.5 acres

Edward W. Kane Park creates a new open space at this important gateway intersection to the University of Pennsylvania bounded by 33rd, 34th and Spruce streets. The park features benches, lighting, seasonal plantings, street trees, decorative paving with porous pavers, and a lawn area. Since this area previously accommodated surface parking and food carts, the vendors relocated to the adjacent fresh air food plaza at 33rd and Spruce streets.

Raymond G. Perelman Plaza
DEVELOPER
Drexel University
COMPLETION DATE
Estimated Spring 2014
LOCATION
32nd Street Esplanade Between Market and Chestnut streets
SIZE
0.94 acres

With a $5 million gift from the Raymond and Ruth Perelman Education Foundation, Drexel University will re-imagine the center of its campus along the former 32nd Street between Chestnut and Market streets. With the University's largest academic building, the home for LeBow College of Business, rising at one end and a new residential and retail center, Chestnut Square, at the other, the location will be the University’s primary outdoor social and event space. The design calls for well-planned seating, gardens, sustainable stormwater management and rainwater usage, and increased shade and natural beauty.

Shoemaker Green
DEVELOPER
University of Pennsylvania
COMPLETION DATE
Fall 2012
LOCATION
33rd Street, between Walnut and Spruce streets
SIZE
2.75 acres

Shoemaker Green has become a new public commons, a welcoming open space of lawns, tree-lined walkways, and sitting areas. This new green space is both a destination and a pedestrian route from Locust and Smith Walks in the core of campus to the historic buildings surrounding the space and further eastward to Penn Park. Shoemaker Green sustainable site management will improve water quality and minimize runoff, reduce the effect of the urban heat island by greening large paved areas, restore biomass on site, increase local biodiversity, and improve the overall environment for the community.
In the coming decades, Greater Philadelphia must engage with the world in new ways to advance regional prosperity and opportunity. University City is poised to lead the way.

A global University City contributes to setting the agenda for both the region and the world. From the Penn Global Medicine Initiative to CHOP’s International Patient Team, from Drexel’s Israel and China partnerships to Penn’s proposed World House, University City institutions are fostering solutions around the world, and bringing global citizens to this community for best-in-the-world facilities, practices and brainpower. Add in the surrounding neighborhood’s diverse populace and eclectic retail and dining options, and it’s clear that a global University City is on the rise.

Map not to scale
Source: U.S. Census, American Community Survey
Origin of University City’s Foreign Born Population by World Region

![Map showing the origin of University City's foreign born population by world region.]

- **Low (Green)**
  - 3.59% (304) from North Korea, Japan, South Korea
  - 12.39% (1,049) from Taiwan, Hong Kong, Macao
  - 11.39% (964) from Vietnam, Malaysia, Indonesia, Brunei, Darussalam
  - 3.59% (304) from Australia, New Zealand

- **High (Brown)**
  - 14.78% (1,251) from China
  - 56.24% (4,762) from South East Asia
  - 1.62% (137) from the Middle East

University City households that speak a language other than English at home: **23%**

University City population that is foreign born: **17%**

Philadelphia population that is foreign born: **12%**
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Marcia Smith
Program Coordinator,
West Philadelphia Skills Initiative

Ryan Spak
Manager, Project Rehab,
Planning and Economic Development

Sharon Thompsonowak
Program Manager,
West Philadelphia Skills Initiative

Steve Walsh
Director, Community and Business Services
About University City District
University City District (UCD) was founded in 1997 by a partnership of world-renowned anchor institutions, small businesses and residents to improve economic vitality and quality of life. 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.

A very special thanks to our State of University City 2013 sponsors:

- ABM
- Andropogon Associates
- CRW Graphics
- The Inn at Penn, A Hilton Hotel
- The Lighting Practice
- MSC
- Narducci Electric
- Schechtman Marks Devor PC
- Swirling Silks
- Your Part Time Controller