

University City District

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## UCD UNVEILS NEW LOGO



A leader in innovation and education. A growing skyline. A neighborhood of connectivity and vitality. These are a few of the first things that come to mind when considering University City, a neighborhood continually striving and thriving. Like the neighborhood of University City, University City District has grown in many exciting ways over the years—from our workforce development initiative, to our impact on public spaces, to our increasing public art and sustainability activities, and much more. With that in mind, we're pleased to present the re-design of UCD's logo, a fitting evocation of where we are and where we're going.

# CONNECTION

The UCD Newsletter  
Spring/Summer 2013



## ADVANCING THE 40TH STREET TROLLEY PORTAL

University City District continues to advance planning for the 40th Street Trolley Portal. Working closely through a public-private partnership with SEPTA and members of the Nutter administration, UCD and a group of near neighbors have devised a scheme that turns an

austere slab of concrete into a vibrant public asset with a cafe, a plaza, and horticulture. The project features many sustainable elements, including stormwater management and a better connection to The Woodlands. With artful lighting, a rationalized pedestrian circulation plan and improved safety, The Portal will also serve as a gathering place for the residents and businesses that surround the site. Project construction will occur in phases and UCD is half way to its fundraising goal for the first phase.

## UCD RECEIVES \$10,000 FROM CITIZENS BANK



UCD's Sheila Ireland and Matt Bergheiser; Citizens Bank's Henri Moore, Deborah Khan and William Smith; and UCD's Rebecca Smith

The Citizens Bank Foundation donated \$10,000 to UCD to support the West Philadelphia Skills Initiative (WPSI), UCD's workforce development program. The initiative supports youth employment, an apprenticeship program and the neighborhood job pipeline. As part of the program, high school students are prepared for the workforce through summer programs, professional internships, professional development and career access training. The grant will also support an apprenticeship program which places graduating high school seniors in part-time jobs while they pursue and education and jobs in health professions. The University City District develops training programs for each position and provides professional development before and after placement. For more information on WPSI, visit [www.westphiladelphiaskills.org](http://www.westphiladelphiaskills.org)

## LETTER FROM THE EXECUTIVE DIRECTOR

It should come as no surprise that University City has one of the highest rates of public transportation ridership of any community in the country—27% vs. just 5% nationwide. Two-thirds of neighborhood residents live within a five minute walk of a rail station, and the trolley and elevated subway are fundamental to both the physical and social underpinnings of University City.

UCD foresees a substantial opportunity to help renew the infrastructure flanking three cornerstone neighborhood transit hubs and, in the process, attract the vibrancy of people and commerce that transit-oriented investments invariably yield.

At 30th Street Station, UCD has already made a major investment in The Porch, which has quickly transformed into perhaps the most creatively programmed public space in the entire city. What's next at The Porch is a set of more permanent investments – kiosks, public art, shade structures and barriers abutting Market Street's vehicular traffic - that cement the status of this half-acre site as one of Philadelphia's great gathering spaces. And as Drexel seeks to renew infrastructure to the north of 30th Street Station and Brandywine advances commercial and residential development to the south, The Porch will evolve with its surrounding neighborhood as a compelling and enticing park—a small slice of Rittenhouse Square west of the Schuylkill.

At the 40th Street Trolley Portal, another renewal is in the works. Partnering with the Nutter administration and with SEPTA, and working closely with the Portal's near neighbors, UCD will transform a bland acre of concrete where the neighborhood now simply seems to end into a verdant waiting area and a lively plaza and café. We're halfway to our funding goal for the first phase of the project and, when fully built, a barren, utilitarian space will become a sociable one.

If the Portal is one bookend to the vibrancy that Penn and others have fostered on 40th Street, then the 40th Street El station is the other. Quality of life concerns, façade disrepair and infrastructure issues continue to plague what should be a vital commercial and neighborhood hub, and UCD is committed this year to facilitating both short- and long-term interventions to effect change.

The Porch, the Trolley Portal and 40th and Market are key nodes in the connective fabric of this neighborhood and of the city as whole. The ongoing infrastructure renewal that needs to happen at each of these transit sites is vital to a continually flourishing University City.

Sincerely,



Matt Bergheiser, Executive Director, UCD

## PREPARING WEST PHILADELPHIANS FOR THE WORKFORCE

In December, UCD's West Philadelphia Skills Initiative launched the Connect to Success program. This four-week 120-hour intensive training program prepares West Philadelphians with the vital self-awareness, interpersonal, financial literacy and job search skills required to effectively navigate the modern work world. Program participants leverage class discussions about business norms and career preparedness to generate job offers from local employers such as CHOP, ValleyCrest, and Allied Barton. Both participants and these employer partners express a high degree of satisfaction with the program. Of the 38 people who have completed the program to date, 25 are currently employed!





**BEER and food**  
LIVE MUSIC

**MAY 16 & 17** | **JUNE 6 & 7**

**3PM-8PM** 

THE PORCH AT 30TH STREET STATION

THEPORCHAT30TH.COM

 theporchat30th  universitycity

Baltimore AVENUE

# DOLLAR STROLL

JUNE 13<sup>TH</sup> | SEPTEMBER 12<sup>TH</sup>  
5:30-8:30 PM

**\$1 Deals!**

Live Music & Street Performers

43RD TO 50TH STREETS

SATURDAYS 6pm

# 40TH STREET SUMMER SERIES

FREE LIVE MUSIC

May 25  
June 29  
July 27  
August 31  
September 28

At the green space at 40th and Walnut streets, behind the Walnut West Free Library.

## SEE YOU AT THE PORCH

at 30th Street Station

- MINI GOLF
- LIVE MUSIC
- FOOD TRUCKS
- FITNESS
- CIRCUS ARTS
- FARMERS' MARKET

AND SO MUCH MORE

Full Porch event schedule 



# Awesome

movies from the 80s

Every Thursday\* night in Drexel Park  
June 20-August 15

Movie screenings will begin at dusk  
32nd and Powelton

\*no film on July 4



## UNIVERSITY CITY DINING DAYS

THURSDAY, JULY 18- \$15

THURSDAY, AUGUST 1 \$25

\$35

DININGDAYS.COM



### HEART & SOUL VISITS CLARK PARK

Beginning on Thursday, June 6, University City District will present the return of *Heart & Soul: The University City Public Piano Project*, the interactive public art exhibition. This year, Heart & Soul will feature four artist-decorated pianos throughout Clark Park, specifically engaging the park's unique history and stories. At once visual art and performance art, Heart & Soul invites musicians of all backgrounds to share their creativity through impromptu public performances.

[www.universitycity.org](http://www.universitycity.org)



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[instagram.com/universitycity](https://instagram.com/universitycity)

Stay in touch for the latest UC news and event updates



## UCD WELCOMES SARAH DAVIS

Sarah Davis joined University City District as Director of Development in October 2012. Before coming to UCD, Sarah was Foundation Relations Manager at WHYY, where she secured significant grants from local, regional and national funders. Sarah grew up in Central Massachusetts and lived in Chicago and upstate New York before arriving in University City. Her lifelong love of language and environment has led her to assist a socioeconomic study in the cloudforests of Ecuador, propagate native seedlings in Northern Scotland, write poetry and fiction at Antioch College, and raise some pretty decent tomatoes in Cedar Park.

## CELEBRATE SPRING ON DIRT DAY!

**SATURDAY, MAY 18, 10AM-2PM**

**THE DIRT FACTORY, 4308 MARKET STREET**

Give your garden a boost with organic compost created right here in University City from your fallen leaves and food waste. Individuals can take home up to 10 gallons of compost for free, and while you're here, take a tour of The Dirt Factory to learn how your compost was made. But there's more! Join us for two different compost-related workshops: Making Your Own Compost (11am-noon) and Vegetable Gardening with Compost (1-2pm). Also enjoy free food from University City businesses that contribute waste to The Dirt Factory, free vegetable transplants, and free buckets for collecting your compostable waste. RSVP at [compost@universitycity.org](mailto:compost@universitycity.org)



## UCD RECEIVES LAND ETHICS AWARD FOR WOODLAND GREEN PEDESTRIAN PLAZA

The Land Ethics Award honors and recognizes individuals, organizations, government agencies, community groups and business professionals who have made significant contributions to the promotion of native plants and have exhibited a strong land ethic while promoting sustainable designs that protect the environment. The recipient of the Land Ethics Award, UCD's Woodland Green Pedestrian Plaza - designed with ThinkGreen LLC - achieved a total site transformation, bringing nature and a garden into the harshest of urban environments.

## PROJECT REHAB AT WORK: 938 S. 49TH STREET

Up and running for just over a year, UCD's Project Rehab connects owners of distressed properties with resources necessary to revitalize homes and properties. In the case of 938 S. 49th Street, UCD assisted the original owners by halting demolition, meeting City requirements and identifying a suitable realtor who was able to sell the property in only six days. UCD then forged a relationship with the new owners and assisted in navigating government agencies and identifying contractors. The property, now occupied, has been remarkably transformed into a neighborhood asset.



Before: a tree growing out of the basement through the front foundation of the house.



After: an interior view of the rebuilt front foundational wall.

# Help us keep working for you. Support UCD.

## DONATION FORM

Cut along the dotted line and mail this form to:  
University City District, 3940 Chestnut Street, Philadelphia, PA 19104

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

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

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

Account Number \_\_\_\_\_

Expiration Date (MM/YY) \_\_\_\_\_ Security Code \_\_\_\_\_

We cannot process your donation without the security code!

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

Signature \_\_\_\_\_

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Your donation may also be made online at  
[www.universitycity.org/donate](http://www.universitycity.org/donate)**

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



## THE PARKLETS ARE COMING!

The successful UCD Parklet experiment is entering its third year in 2013 and it is growing. Our parklets are welcoming public spaces that stimulate vibrant street life. On average they have increased business by 20% for the parklet hosts. In 2013 we are returning to several locations and adding three new locations giving us a total of six parklets. In 2013 you will see our Parklet version 2.0. The new parklets will offer additional seating options, dramatically increase planting opportunities, and offer increased diversity within our fleet.

## A PEDESTRIAN PLAZA FOR BALTIMORE AVENUE

Later this spring, the second of University City's pedestrian plazas will debut at 48th Street and Baltimore Avenue, making the intersection much safer for pedestrians, as well as more beautiful. This confusing intersection has always been tricky for pedestrians to navigate, but painted bumpouts at all three corners on the south side of the street will substantially reduce crossing distances, including at a new crosswalk directly between the Gold Standard and the Calvary Center for Culture and Community. Funded in part by the City of Philadelphia's Pedestrian Plaza Program, the new space will also feature planters with beautiful perennial plantings.

## UNIVERSITY CITY HIGHLIGHTED IN NEIGHBORHOODS CAMPAIGN

The Greater Philadelphia Tourism Marketing Corporation (GPTMC) announced the launch of a new campaign—Philadelphia Neighborhoods—that spotlights 14 of the visitor-ready areas surrounding Center City, including University City, Powelton Village, Spruce Hill and Cedar Park. The campaign encourages locals and visitors to explore the neighborhoods' storied streets, buzzed-about restaurants, emerging art galleries, independent shops, intimate music venues, plentiful parks and annual festivals. Components include a highly visual and compelling neighborhood section on [visitphilly.com/neighborhoods](http://visitphilly.com/neighborhoods), strong social media programs and promotions, extensive press outreach and research.

Photos in this newsletter are by Ryan Collerd, Conrad Erb, and Ben Tran.

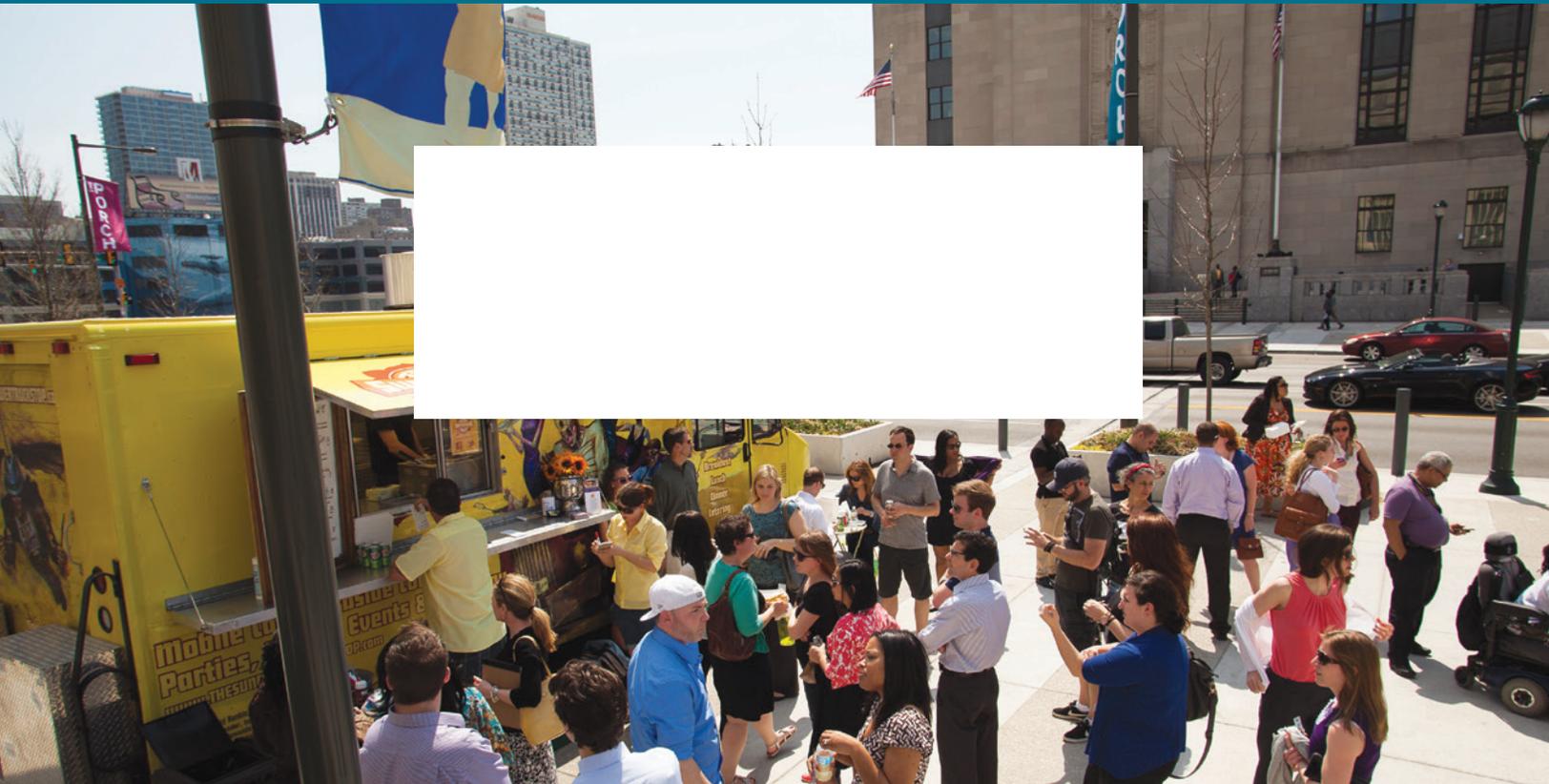




University City District

# CONNECTION

Spring/Summer 2013



Mark your calendars for the 2013 University City Community Cleanups!  
Saturday, November 2  
Saturday, December 7

Contact UCD at  
[cleanandsafe@universitycity.org](mailto:cleanandsafe@universitycity.org)  
or 215-243-0555 for more information.

PICK UP OUR NEWEST PUBLICATIONS AT UCD'S OFFICE AT 3940 CHESTNUT STREET

UCD SERVICES BROCHURE

UNIVERSITY CITY VISITOR GUIDE



All of our publications are also available online at [www.universitycity.org/publications](http://www.universitycity.org/publications)