

University City District

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# CONNECTION

The UCD Newsletter  
Fall/Winter 2013/14



## STATE OF UNIVERSITY CITY 2013: A GLOBAL UNIVERSITY CITY

UCD is pleased to announce the release of *The State of University City 2013/14*, the 60-page annual report that details our neighborhood's impressive advancements in the areas of real estate development, creative placemaking, science and research, and quality of life. University City's powerful combination of best-in-the-world academic and medical institutions, extraordinary real estate and commercial growth, and culture of innovation has helped fashion a neighborhood of prosperity and global reach.



On Monday, September 30 at International House Philadelphia, UCD and hundreds of stakeholders and civic leaders gathered to celebrate the last year of accomplishments and to imagine a more "global University City." Dr. Ezekiel Emanuel, Vice Provost for Global Initiatives at Penn, and UCD's Matt Bergheiser shared how University City is leading the way in attracting global talent to the neighborhood.



### NOW ONLINE

Download a copy of *The State of University City 2013/14* publication online at [universitycity.org](http://universitycity.org) or visit UCD to pick up a hardcopy (3940 Chestnut Street, M-F, 8:30am-5pm).



**COMPOST DROP OFF**  
at **The Dirt Factory**  
4308 Market Street  
Wednesdays, 5-6pm  
Saturdays, 10:30-11:30am

## BALTIMORE CROSSING UNVEILED

UCD is pleased to introduce 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.



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

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

[twitter.com/ucdphl](https://twitter.com/ucdphl)

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

## FROM THE DESK OF THE EXECUTIVE DIRECTOR

Three recent UCD storytelling endeavors capture University City's evolution and growth over the past decade and a half, and point with unabashed optimism to its future.

First, UCD recently completed a 15-year analysis of crime trends in the neighborhood, and determined that—while serious crime in the entire city has fallen by more than 20% since 1998—serious crime in University City has been cut in half over that same time period. Even more significant drops were observed in the occurrence of quality of life crimes across several categories. This stands as a testament to the incredible work of the Philadelphia Police Department's 18th District and UCD substation, as well as the major investment in policing and public safety by Penn, Drexel and many other University City institutions. As always, we're happy to play a supporting role to all of our partners through UCD's ambassador program and public safety initiatives.

With public safety and quality of life improvements serving as the essential conditions for a virtuous cycle of development, our second recent storytelling activity comes to light. UCD's publication of *The State of University City 2013* highlights an unprecedented wave of construction and growth. More than 6.6 million square feet of real estate development is currently being built or planned, representing more than \$4.3 billion in investment. Before the end of 2015, University City will add 1,985 new housing units and 4,618 beds, which is equivalent to increasing the neighborhood's population by 10% over two to three years. The number of restaurants in University City continues its dramatic climb, up 14% since 2009 and, while scale comes to parts of University City that are ripe for it, we continue to add green space—creating more than 27 acres since 2011—and sociable space, including through UCD's everyday work on The Porch, parklets and pedestrian plazas.

Finally, as we have for the past four years, UCD told the story of our neighborhood through the State of University City event on the evening of September 30. The tale we've shared previously was about the impact of our institutions and businesses and people on the city and region, but this year the premise was a bit different. We believe that what happens in our 2.4 square miles can lead the way for a decidedly more global Philadelphia. With Ezekiel Emanuel, Penn's Vice Provost of Global Initiatives, as our keynote speaker, we told the invigorating story of a University City filled with international entrepreneurs, researchers, students and residents, and of a neighborhood educating future generations of world leaders and bringing the best scholarship and practice back home to Philadelphia.

Through an unrelenting focus on quality of life and urban amenities, and by way of an incredible frenzy of development, University City is already emerging as a true global community.

Sincerely,



Matt Bergheiser



## REALIZING THE POTENTIAL OF THE PORCH

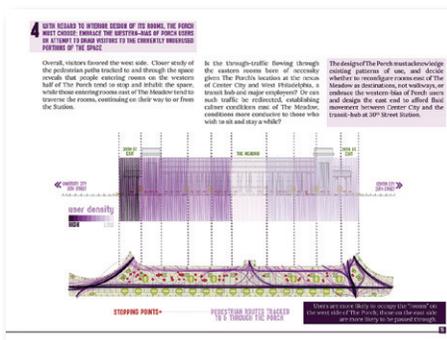
UCD is pleased to announce the release of *Realizing the Potential of The Porch*, a new report summarizing the rigorous research findings and lessons learned from the first year at The Porch at 30th Street Station. As one of the most extensive post-occupancy studies created for a public space, UCD is using the report (developed in collaboration with Interface Studio) to guide future improvements at The Porch.

UCD's long-term vision for The Porch has always been Philadelphia's next great public space. Because of time and budget constraints, UCD quickly furnished the space with simple and removable furnishings while attracting people to the space with a broad range of programming. The furnishings and events were accompanied by an ongoing study of site usage patterns (of approximately 24,000 users!), using a methodology inspired by pioneering urban sociologist William H. Whyte. By "beta testing" the Porch, UCD has learned a tremendous amount about how people enjoy and interact with the space and can use this information to guide improvements in order to fully realize The Porch's potential as one of Philadelphia's great civic spaces.

Read the report and learn more about The Porch's first two years at [universitycity.org](http://universitycity.org)

## DID YOU KNOW?

- ↑ Nearly 2,000 people per day stop at The Porch, in addition to the more than 16,000 pedestrians that pass through.
- ↑ The Porch experiences peak user densities almost twice as high as those at Love Park or Sister Cities Park, and three times as high as at Rittenhouse Square.

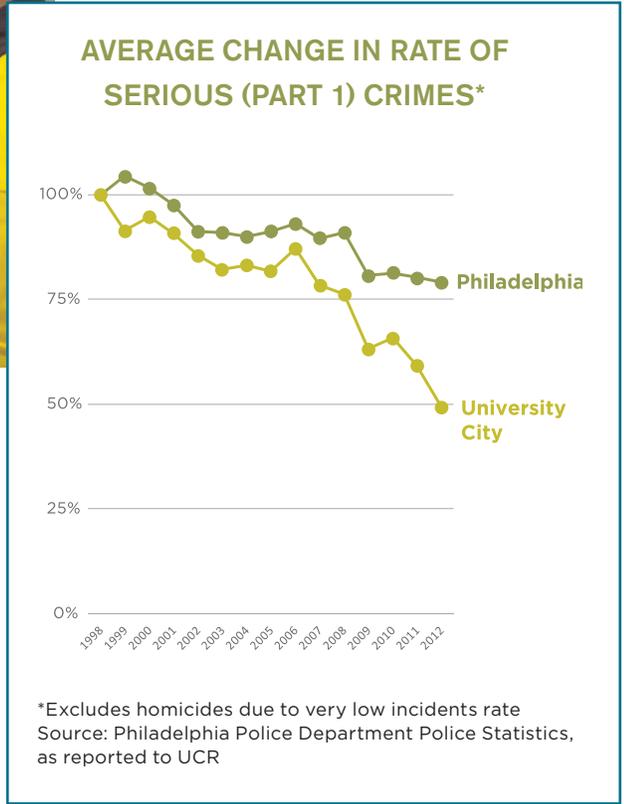




## ENSURING A SAFE UNIVERSITY CITY

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 in keeping University City one of the safest neighborhoods in Philadelphia to live, work and play. (See the 15-year serious crime analysis to the right.)

Remember that anyone in University City in need of a Walking Escort—someone to accompany them to transportation, a meeting, home or class—can call 215-898-9255 or 215-387-3942 between 10am–3am and a UCD Ambassador will be dispatched. After hours this service is offered jointly with University of Pennsylvania Division of Public Safety.



## INTRODUCING UCD'S MATCHING GIFTS PROGRAM

Matching gifts are charitable giving programs through which companies match their employees' donations to eligible nonprofit organizations. Thousands of companies increase the impact of their employees' charitable gifts through matching gifts each year—Giving USA reports that corporations gave a total of \$14.5 billion to nonprofits in 2011.

Do you know whether your employer matches charitable gifts? Now you can immediately learn about your company's matching gift program and assess your eligibility to participate through our searchable database of companies at <http://doublethedonation.com/ucd>. You'll also find up-to-date company policies and printed forms or links to the online submission process. Thank you for helping to increase the impact of your gift to University City District!

For more information about Corporate Matching Gifts, please contact Sarah Davis, Director of Development at 215-243-0555 x226 or [sarah@universitycity.org](mailto:sarah@universitycity.org).

## PROJECT REHAB AT WORK ON 46TH STREET

In 2007, this property's out-of-town owner abandoned his third attempt at renovation, leaving the house to vagrants, vandals and thieves. After a fire, the City of Philadelphia boarded up the house, fining the owner with little expectation of recouping the fines.

The property came to UCD's attention because it was the only vacant structure on an otherwise thriving block. The owner was eventually identified, and attended a Project Rehab Distressed Property Forum, where he was introduced to realtors and bankers and appeared to be entertaining options for property disposition. However, months passed without follow-up. UCD passed his contact information to the City's Department of Licenses and Inspections, who sent him notices of years of violations and fines. Shortly after receiving L&I's notices, the owner contacted one of the realtors whom he had met at the Distressed Property Forum and placed the property on the market. The property sold for the asking price, \$150,000. The new owner, with the assistance of UCD, has rehabilitated the property into a fully-rented four-story duplex, valued at over \$400,000.

This program is available to any owner of distressed real estate in University City who needs assistance with any matter related to their property. Interested in learning more about Project Rehab? Contact UCD at 215-243-0555 or via email [ryan@universitycity.org](mailto:ryan@universitycity.org).



# NEWS FROM THE WEST PHILADELPHIA SKILLS INITIATIVE

WPSI is now on  
Facebook!  
[facebook.com/  
westphiladelphiaskills](https://facebook.com/westphiladelphiaskills)

The past few months have brought new successes, new programs and new resources as UCD's West Philadelphia Skills Initiative (WPSI) works to connect West Philadelphia employers seeking talent to West Philadelphians seeking opportunity in order to build local workforce capacity and to support people in realizing their full economic potential.

## BARRA FOUNDATION AWARDS GRANT TO SUPPORT CENTER FOR ECONOMIC ADVANCEMENT

The West Philadelphia Skills Center for Economic Advancement, UCD's training site for preparing and connecting West Philadelphia residents to jobs with West Philadelphia's major employers, is scaling up its operations with a generous \$82,000 grant from The Barra Foundation. Housed at Community College of Philadelphia West, 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. With the generous support of The Barra Foundation, the Center will expand this workforce development model from pilot phase to a holistic and fully-integrated approach to addressing employment disparities in West Philadelphia.



## WPSI-CHOP PARTNERSHIP GROWS

WPSI continues to strengthen its relationship with Children's Hospital of Philadelphia (CHOP). Building on a successful training session that resulted in immediate job offers for nearly 70% of participants, WPSI is launching a second training session that will prepare individuals for success as Patient Sitters at CHOP. In addition, CHOP provided internships for six high school students through the Summer Jobs Program. For six weeks, WPSI interns worked in departments across the hospital, both contributing to CHOP's excellence in patient care and exploring their own career options. Further, Kim Delaney, manager of CHOP's Nursing and Respiratory Care Career Center, recently joined WPSI's Advisory Board as a founding member. Through partnerships like these, WPSI continues creating valuable opportunities for West Philadelphians.

## CONGRATULATIONS TO OUR SUMMER JOBS INTERNS!

On Friday, August 9, UCD's West Philadelphia Skills Initiative celebrated 50 high school juniors' and seniors' completion of the 2013 Summer Jobs Program. The 6-week internship program helped these gifted young adults develop professional skills and explore career paths while working with CHOP, Drexel University, UC Green, the National Board of Medical Examiners, and many other leading employers in West Philadelphia. Councilwoman Jannie L. Blackwell participated in the ceremony at International House and awards were presented to Shaquane Flynn (Star Performer), Chonté Mister (Overall Excellence), and Tyshawn Carr (Personal Growth). In addition, Summer Jobs intern Petrina Kenya McFarlane was honored for taking 2nd place in Philadelphia Youth Network's WorkReady Expo competition. Congratulations and good luck to all of our Summer Jobs interns!



## WPSI WELCOMES JOHN CASELLA

This summer, UCD welcomed John Casella to the team as the Center Manager for the West Philadelphia Skills Center for Economic Advancement. During his five years of experience in workforce development within the Greater Philadelphia region, John transformed client training and business services systems; built, directed, and coached teams; and developed and leveraged partnerships with employers and community organizations. He holds a graduate degree in Geography and Urban Studies and is deeply passionate about all things Philadelphia, in particular, its history, economic vitality, neighborhoods, and (depending on the season!) sports teams.

# 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) \_\_\_\_\_

Company \_\_\_\_\_

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.

## GET #LOOPEDIN

UCD is excited to unveil Looped In, an innovative new social seating structure poised to “pop-up” in University City public spaces. Seeking a unique and portable seating system that encourages gathering and interaction, UCD selected Brian Phillips and Interface Studio Architects (ISA) to conceptualize and design the structure. Looped In made its debut on September 6th at The Porch at 30th Street Station for WXPN’s Free At Noon concert. Now visit it in Clark Park. Future destinations to be determined open to suggestion!

Users are encouraged to take pictures and send them to [LoopedIn@universitycity.org](mailto:LoopedIn@universitycity.org), or simply post on social media sites tagging them #LoopedIn.



## FOOD TRUCKS AT THE PORCH THROUGH DECEMBER

UCD’s popular food truck lunch program at The Porch will continue through December. Every Wednesday and Friday from 11:30am-2:30pm, award-winning mobile food vendors rotate monthly and populate The Porch at 30th Street Station, offering a wide range of gourmet and home-style lunch items. Be sure to follow us on Facebook and Twitter to stay current on all food truck activities and special appearances!



## UCD WELCOMES JON POTTER

In April, Jon Potter joined UCD as the Economic Development Manager, where he works to support businesses and the business environment in University City. Jon and his wife Maggie came to Philadelphia in 2008 and now live next to Clark Park. He

has an MBA from MIT Sloan, worked at The Boston Consulting Group, and was the Founding Executive Director of The DREAM Program—a youth mentoring organization that is coming soon to Philadelphia. In his spare time, Jon likes eating, traveling, and spending time outdoors.



University City District

# CONNECTION

Fall/Winter 2013/14

Non-profit Org.  
U.S. Postage  
PAID  
Philadelphia, PA  
Permit #5055



Despite a few showers, the September Dollar Stroll brought thousands of visitors to Baltimore Avenue for a festive evening of dollar deals.



Join UCD and your neighbors for  
our final University City  
Community Cleanup of 2013!  
**Saturday, December 7**

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

## WXPN'S FREE AT NOON AT THE PORCH

UCD would like to thank WXPN, PECO, and all who attended the second annual Free At Noon concert with Man Man at The Porch at 30th Street Station on September 6. More than 1,000 people enjoyed the free lunchtime concert.

