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MARGARET LEDEY
Margaret Leidy joined the UCD team in April of 2014 as the Marketing and Communications Team Assistant. Prior to joining UCD, Margaret worked at Friends School Harriton as the Assistant to the Director of Admission and Advancement. She is excited to deploy her event planning skills in a vibrant city landscape.

CHRIS RICHMAN
Chris Richman joined University City District as the Writer and Social Media Manager in May of 2014. He will be writing for UCD publications and running social content across all UCD's programs. Prior to working at UCD, Chris spent time writing jokes, acting in a dinner theater, bartending, working in children's books, and, most recently, among the specimens at Philadelphia’s Mutter Museum as their Lecture & Communications Coordinator. Chris holds a BA in English from Elizabethtown College and an MA in Writing from Rowan University.

NICK EDELMAN
Nick Edelman began working at the Finance Manager/Budget Analyst at University City District in May 2014, where he will be handling all of the accounting, budgeting, and other financial needs. Before deciding to trek across town, Nick worked in the Northern Liberties neighborhood as the General Manager at Pig Iron Theatre Company where he oversaw the budget, managed the accounting, and created the financial plan for the Fig Iron School for Advanced Performance Training. Nick attended Susquehanna University and graduated with a B.S. in Economics and dual minors in Theatre and Music-Vocal Performance.

TROLLEY PORTAL CONTINUED
The #DollarStroll returned to Baltimore Avenue in June and drew thousands of visitors.

The Apron was designed by New York-based landscape design firm Balsley, with consulting by Michael van Valkenburgh Associates, as an entryway to the 40th Street Trolley Portal, with a high-performance landscape to filter stormwater, seats and boulders for creative play. An amenity for area students, residents, employees, and visitors, the Apron demonstrates the powerful combinative uses of great urban design, infrastructure renewal, and innovative responses to economic growth—a green demonstration project that will increase transit ridership, serve University City's entrepreneurship, and unlock the economic potential of vacant state of Pennsylvania.

The project consists of two components: The Plaza and The Apron. The Apron will be a street-level space, featuring a frame of trees, mounds and hills, and native horticulture, artful lighting, and benches for creative play. An amenity for area students, residents, employees, and visitors, the Apron will also serve as a destination activated by a variety of programming. The second component, The Apron, is an area entirely surrounded by tracks. The Apron will rationalize pedestrian circulation, replacing impervious surfaces with both wildflower-mound-like mounds filled with native species and Adobe hedges that allow drivers to attract butterflies and other pollinators. The mounds will be partially bounded by seat walls, creating a comfortably place to sit while waiting for or observing the riders.

Once complete, The Apron will demonstrate the powerful combinative uses of great urban design, infrastructure renewal, and innovative responses to economic growth—a green demonstration project that will increase transit ridership, serve University City's critical jobs base, and elevate University City's status as one of the desirable and pedestrian-friendly places to live, work, and do business in the state of Pennsylvania.

CITIZENS BANK AND WELLS FARGO OFFER FINANCIAL SUPPORT TO THE WEST PHILADELPHIA SKILLS INITIATIVE
The Wells Fargo Foundation recently awarded a $20,000 grant to University City District for support of the West Philadelphia Skills Initiative. Representatives from Wells Fargo presented the check to University City District staff on January 29. Our deepest thanks to the Wells Fargo Foundation for supporting the work of the West Philadelphia Skills Initiative.

On February 18th, Citizens Bank Foundation announced a $10,000 grant for University City District’s West Philadelphia... continued inside

TROLLEY PORTAL REDESIGN UNVEILED
University City District’s goal is the creation of a vibrant new park at the 40th Street Trolley Portal serving as a much-needed gathering space for transit riders in addition to area residents, employees, and students. The improved Portal will have trees to offer respite from the summer... continued on back cover

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CONNECTION Summer 2014

The UCD Newsletter

Summer 2014

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An exciting new neighborhood is taking form on the banks of the Schuylkill River. The City of Philadelphia has embarked on the first phase of an accelerated transformation of University City, both historically a residential area and modern center of education and medical research, into an integrated, mixed-use economic engine – Philadelphia’s ‘front door’ to the river and the city. The first phase focuses on the College Green area and the University City-owned land between 39th Street and Baltimore Avenue. The College Green is a public space that is the future home of the Schuylkill River Trail, a 10.5-mile trail that will run adjacent to the river from Conestoga Road to the Fishtown neighborhood.

One of the most exciting elements of the College Green is the creation of a new open space – The Porch – that will replace the current parking lot on the former Pennsylvania Hospital property. The vision is to transform this unused land into a vibrant civic space that will feature a tree-seated parklet, a grove of tree seats, and multiple small-scale public plazas with seating and shade. The Porch will be an extension of the existing pedestrian walkway along Baltimore Avenue – a major University City thoroughfare – and will provide a pedestrian connection between University and Fountain car parks.

The Porch will be the first phase of The College Green, which will ultimately recreate the College Green as a pedestrian-friendly space and include a comprehensive redesign of the College Green and its pedestrian connection to the river.

The college green will be a destination for neighborhood residents, visitors, and students, and it will be a vital component of the city’s green infrastructure. The project is expected to be completed by the end of 2014.