

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

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 for 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.



Margaret Leidy, Chris Richman, and Nick Edelman join the staff at UCD

UCD WELCOMES NEW STAFF MEMBERS

Margaret Leidy joined the UCD team in April of 2014 as the Marketing and Communications Event Assistant. Prior to joining UCD, Margaret worked at Friends School Haverford 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 joined University City District as Writer and Social Media Manager in May of 2014. He will be writing for UCD publications and running social content across all of 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 began working as 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 Pig 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.

#LOOPEDIN MOVES TO DREXEL PARK

Looped In, our social seating structure, continues its tour of Philadelphia with a stop at Drexel Park, the large public green space located on 32nd Street and Powelton Avenue, through the end of June.

Stay tuned for the next destination for this unique structure!



CONNECTION
Summer 2014

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



CONNECTION

The UCD Newsletter
Summer 2014



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

TROLLEY PORTAL CONTINUED

sun, a high-performance landscape to filter stormwater, chairs and benches to draw pedestrians to relax after a long day's work, native plant species to attract butterflies and hummingbirds, and Pennsylvania bluestone boulders to allow children the joy of climbing of rocks.

The project consists of two components: The Plaza and The Apron. The Plaza will be a vibrant and social space, featuring a bosque of trees, movable tables and chairs, native horticulture, artful lighting, and boulders for creative play. An amenity for area students, residents, employees and SEPTA passengers, The Plaza will also serve as a destination activated by a variety of programming.

The second component, The Apron, is the area entirely surrounded by tracks. The Apron will rationalize pedestrian circulation, replacing

impervious surfaces with lush wildflower meadow-like mounds filled with native plant species and cultivars chosen for their ability to attract butterflies and other pollinators. The mounds will be partially bounded by seat walls, creating a comfortable place to sit while waiting for or observing the trolleys.

Once complete, The Portal will demonstrate the powerful combination 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 profitable places to live, work, and do business in the state of Pennsylvania.



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*

PROJECT REHAB CONTINUES TO MAKE A DIFFERENCE IN THE COMMUNITY

Project Rehab, UCD's program that works creatively and comprehensively to unlock the economic potential of vacant and underutilized properties and to leverage private investment in their redevelopment, continued its strong work to assist local properties.

This house on N. Preston Street is currently a two story, 3 bedroom single family home that sits as a vacant shell. The owner, a local West Philadelphia business leader, purchased the home in 2003 from Sheriff Sale. The owner envisioned a handicap accessible duplex that would allow her mother to live on the first floor, and the owner to live on the second and... *continued inside*



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 28th, Citizens Bank Foundation announced a \$50,000 grant for University City District's West Philadelphia... *continued inside*

www.universitycity.org

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

twitter.com/ucdphl

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

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

UNIVERSITY CITY
Dining Days



JULY 17th to JULY 27th
3 COURSES, 3 PRICES!

\$15 \$25 \$35

UCDININGDAYS.COM

#ucdiningdays
[universitycity](https://www.facebook.com/universitycity) [ucdphl](https://twitter.com/ucdphl)



NEWS FROM THE WEST PHILADELPHIA SKILLS INITIATIVE

University City District's West Philadelphia Skills Initiative (WPSI), an innovative job training program that connects West Philadelphia employers to West Philadelphians seeking job opportunities, continued its successful program with new interns and cohorts, new generous donations, and new ways of making a difference in the community.

ALLIED BARTON PARTNERS WITH WPSI

On June 2, a cohort of 14 unemployed West Philadelphians began training for jobs as campus security guards at WPSI's Center for Economic Advancement. In partnership with Allied Barton, WPSI is preparing these individuals for success over a 4-week training program designed to facilitate a rapid attachment to work. Throughout the month of June, they will be developing their customer service skills, increasing their ability to navigate workplace dynamics, and discovering how working with Allied Barton on Penn's campus will grow their careers.

MOVING STUDENTS TO THE NEXT LEVEL

For the first time, WPSI is working exclusively with graduating high school seniors in its annual Summer Jobs Program. A cohort of 25 seniors representing 12 high schools will take the first step in their careers over the 6-week program, which combines 8 hours/week of professional development with 12 hours/week of on-the-job training with one of WPSI's 9 employer partners. Trainings will focus on the connection between college and career success, and will provide practical strategies for balancing the demands of college with part-time jobs. Many thanks to the local employers who have committed to hosting interns this summer: Allied Barton, CHOP, Drexel University, Mercy Philadelphia Hospital, National Board of Medical Examiners, the Law School at the University of Pennsylvania, State Farm Insurance, UA Staffing, and University Laboratory Animal Resources.

WPSI PARTNERS WITH VALLEYCREST TO BEAUTIFY UNIVERSITY CITY

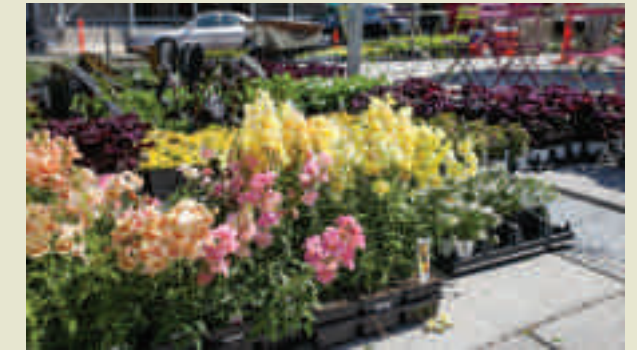
The West Philadelphia Skills Initiative Landscape program gave UCD a botanic facelift this spring. Working with ValleyCrest, the nation's largest integrated landscape company, our landscape interns learned valuable job training while helping to ready our neighborhood for summer with unique and beautiful plantings.



Our seven hard-working crewmembers shown above, weeded, cleaned, added soil, mulch, and thousands of plants at The Porch, all along Baltimore Avenue, University Avenue, and Market Street.

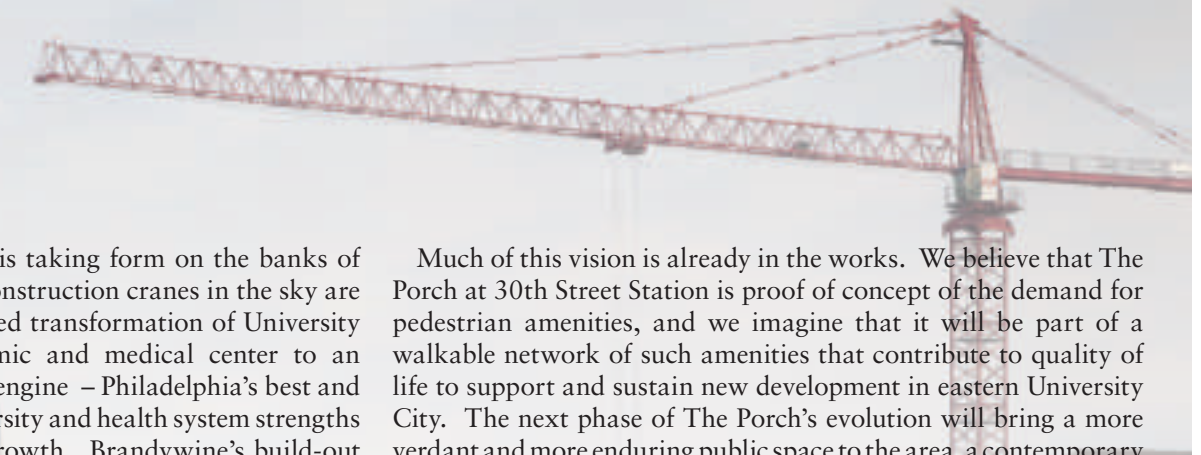


The WPSI Landscape Crew hard at work, removing the winter plants from The Porch and preparing for the big Summer planting change out.



Our landscape interns led by ValleyCrest installed over 2,300 plants in late May at The Porch. Come watch them grow and transform The Porch into a lush ornamental garden.

FROM THE DESK OF THE EXECUTIVE DIRECTOR



An entirely new neighborhood is taking form on the banks of the Schuylkill River. The seven construction cranes in the sky are but the first phase of an accelerated transformation of University City's eastern edge from academic and medical center to an integrated, mixed-used economic engine – Philadelphia's best and biggest bet yet to leverage its university and health system strengths into job-generating commercial growth. Brandywine's build-out of the University City skyline, the Drexel and Amtrak partnership to envision 30th Street Station as the center of a dynamic new urban neighborhood, Penn's bold moves toward an innovation campus at the South Bank, and CHOP's expansion of its world-leading health facilities collectively represent the most ambitious concentrated planning and development effort in the country. There is no doubt that the University City of the near future will drive astounding and sustained economic value to the entire region.

What's UCD's role in this surge of commercial infrastructure? Our university, health system and development partners engage and support us every day to create the civic infrastructure in between. More than ever, our work will involve ensuring a public realm as dynamic and desirable as the buildings rising around us. After all, more than 4,500 new residents and, over time, more than 10,000 new workers will need to experience a neighborhood that's more of a place and less of an assemblage of buildings. And our efforts are increasingly about renewing transit infrastructure and crafting pedestrian amenities so those who travel on foot or bike or train can solve for a challenge to University City's ascension as an innovation and commercial center – the capacity of our roads to accommodate more cars.

Much of this vision is already in the works. We believe that The Porch at 30th Street Station is proof of concept of the demand for pedestrian amenities, and we imagine that it will be part of a walkable network of such amenities that contribute to quality of life to support and sustain new development in eastern University City. The next phase of The Porch's evolution will bring a more verdant and more enduring public space to the area, a contemporary form of one of Philadelphia's great civic squares transplanted to the western banks of the Schuylkill. The Porch 2.0 will complement visionary planning by Amtrak to make 30th Street Station more porous to its surroundings, allowing the power and energy of the second busiest train station in the country to seep out into the public realm around it.

And, of course, UCD's 40th Street Trolley Portal transformation will renew transit infrastructure in a different corner of University City, crafting a new urban park adjacent to the busiest at-grade rail station in Philadelphia. In between The Porch and the Portal, UCD's placemaking work will hasten with the accelerated growth of our partners, as the need for green space, sociable places and pedestrian amenities becomes ever more palpable. Our institutions are getting the development right. It's up to us to get the place right. Ensuring that the new University City develops as an authentic, pedestrian-friendly urban neighborhood amid the incredible building boom taking shape is paramount to our collective success.

Sincerely,

Matt Bergheiser

THE RETURN OF THE PARKLETS

- UCD's popular parklets returned to University City in April. You can find them at:
- 4040 Locust St. (hosted by Ramen Bar)
 - 261 S. 44th St. (hosted by Honest Tom's Tacos and Lil' Pop Shop)
 - 4239 Baltimore Ave. (hosted by Green Line Cafe)
 - 801 S. 47th St. (hosted by Fu-Wah Market)
 - 4903 Catharine St (hosted by Little Baby's Ice Cream and Hibiscus Cafe)



If you are interested in hosting a parklet, please contact Nate Hommel at nate@universitycity.org.

TREE SEAT PROTOTYPES DEBUTING IN JULY



Our next innovative social seating project, Tree Seats, debuts this July in front of our offices at 3940 Chestnut Street. University City District received a \$3,900 grant to create Tree Seats, a functional art project that will provide seating in naturally shaded areas across University City. Designed by UCD's own Nate Hommel, the seats will be built in tree pits in a manner that will protect the continued health of the tree, crafted from locally-sourced black locust, a dense, durable, naturally rot-resistant wood, and made with replaceable components so that they can be repaired and maintained to extend their usable life well into the future.

During July, we will be seeking input from the public to help us choose between two potential designs. Vote for favorites in person or online using #TreeSeats. The winning design will have at least an additional three seats manufactured and placed around the district for all to enjoy.

The Tree Seats are made possible by a grant from the New Urban Mechanics Challenge Grants Competition, a project of the Mayor's Office of New Urban Mechanics.

PROJECT REHAB CONTINUED

third floors. After several years of working on designs, permitting and zoning, the owner was ready to build; however, funding dried up in 2009 and she was forced to shelve the dream of building her first home. For three years, the home remained vacant with no funding in place.

In August 2012, Project Rehab stepped in and helped the owner find a contractor and secure the financing needed to construct the \$325,000+ project. Project Rehab connected the owner with a list of contractors. Multiple bids were received on the project, and the owner chose a licensed and local West Philadelphia contractor.

Project Rehab then assisted the owner in the creation of a finance package, which led to finance offers from three Philadelphia-based banks. The owner is now working on completing the closing of the loan of her choice, and we hope to see construction begin sometime late in 2014.

CITIZENS BANK AND WELLS FARGO OFFER FINANCIAL SUPPORT TO THE WEST PHILADELPHIA SKILLS INITIATIVE CONTINUED



by John Fry, President of Drexel University; Daniel K. Fitzpatrick, President and CEO of Citizens Bank and RBS Citizens for Pennsylvania, New Jersey and Delaware; and Henri Moore, Senior Vice President and Director of Public Affairs, Citizens Bank.

Skills Initiative. The check presentation was made during a training session for the Drexel College of Medicine Certified Medical Assistant pipeline, a partnership between WPSI and the Drexel University College of Medicine. UCD was honored to be joined at the presentation

NEW BUSINESS BOOM CONTINUES IN UNIVERSITY CITY

From Baltimore Avenue to the banks of the Schuylkill, new businesses continue to invigorate the streets of University City. Whether new ventures or expansions of existing Philadelphia enterprises, these new businesses are sure to bring more visitors and revenue to the district. Here is a recap of what has opened recently:

GOODS

- Greensgrow West, *Garden Center* 4912 Baltimore Avenue
- Zed's, *Gift Boutique* 4501 Baltimore Avenue
- Plaza Artist Materials & Picture Framing *Art Supplies* 3210 Chestnut Street (E)

Coffee Shop with Print & Design Services 3711 Market Street

SERVICES

- The Fire Works, *Coworking Space* 701 S. 50th Street
- Hair Vyce Studios, *Hair Salon* 4828 Baltimore Avenue
- West Philly Community *Acupuncture* 4636 Woodland Ave
- Hunter Gatherer *Tattoo* 4510 Walnut Street
- Repair the World *Nonprofit Community Organization* 4029 Market Street
- The Creative Cafe @ Replica

FOOD

- Shaban *Kababs and Curry* 4145 Chestnut Street
- Wishbone *Craft Fried Chicken* 4034 Walnut Street
- U-Town *Korean and Japanese* 110 S. 40th Street
- Hip City Veg *Quick Service Vegan* 216 S. 40th Street
- HubBub *Coffee* 3736 Spruce Street
- Carina Tea & Waffles *Coffee, Tea, and Dessert* 3701 Chestnut Street

- Tortas Frontera *Mexican Tortas* 3601 Locust Walk
- Federal Donuts *Donuts and Fried Chicken* 3428 Sansom Street
- Vegetate *Vegetarian* 3210 Chestnut Street
- coZara, *Japanese Izakaya* 3210 Chestnut Street (A)
- Zavino *Wine Bar and Pizzeria* 3210 Chestnut Street (B)
- Shake Shack *Burgers and Milkshakes* 3210 Chestnut Street (C)
- Joe Coffee *Coffee Shop* 3210 Chestnut Street (D)

- Yogorino *Frozen Yogurt* 3210 Chestnut Street (G)
- Saint Declan's Well *Irish Pub* 3131 Walnut Street
- The Fat Ham *Southern-inspired Cuisine* 3131 Walnut Street
- Old Nelson Food Company *Market and Deli* 3020 Market Street

