



FROM THE DESK OF THE EXECUTIVE DIRECTOR

“Once we rid ourselves of traditional thinking, we can get on with creating the future.” I’m proud to say that the words of business leader James Bertrand embody the truly pioneering work of the UCD staff and our community partners over the past several months.

New and creative approaches to placemaking are embedded in all domains of our organization. In our foundational work—keeping University City clean and safe—we’ve tackled new strategies beyond deployment of field staff. When we learned through a comprehensive public safety study of the district that the area surrounding the 46th Street El stop was a nighttime crime hot spot, we invested \$100,000 to light up the four blocks south of the station on Farragut Street and the four blocks south of the station on 46th Street. When it became clear that perpetrators were committing crimes and hiding behind a large retaining wall on Market Street, we began a process to cut the wall in half. When we heard from civic associations around the district about the problem of vacant, distressed properties, we launched Project Rehab, which has already helped more than a dozen owners of such structures to edge them back toward productive use. *(continues on page 3)*

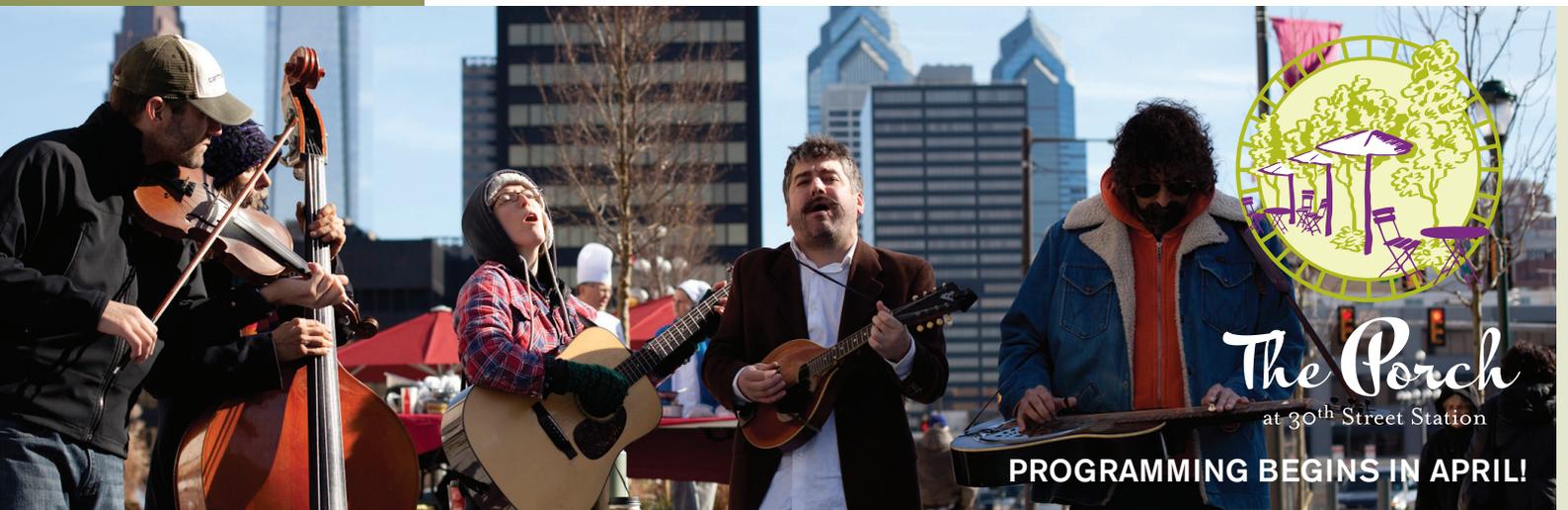
A NEW VISION FOR 37TH STREET

UCD, on behalf of the Science Center, the International House, the National Board of Medical Examiners, and University Lutheran, has asked Studio Bryan Hanes to explore possibilities for redesigning the 37th Street Pedestrian Mall. A pedestrian thoroughfare between the University of Pennsylvania and the Science Center, the site represents an opportunity to create a bold new public space in the heart of University City’s employment core. We are inspired by the vibrancy of pedestrian malls in places like Charlottesville, Boulder, and Burlington, Vermont and are examining these case studies for lessons that can be applied to 37th Street.



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With magnificent views of the Schuylkill River, bridges, and the Center City skyline, and bounded by two monumental historic buildings, The Porch is a place of activity, respite, and social interaction at a location where there has long been a dire need for pedestrian amenities. It is a vibrant and welcoming gateway for travelers emerging from 30th Street Station, whether visiting Philadelphia for the first time or commuting daily. This spring UCD will program the space with free public events including, live music, yoga and fitness classes, a farmers' market, street performances and other special events. The schedule of events will be posted at universitycity.org.



Connect with us at universitycity.org



universitycity



@ucdphl

and join the conversation!

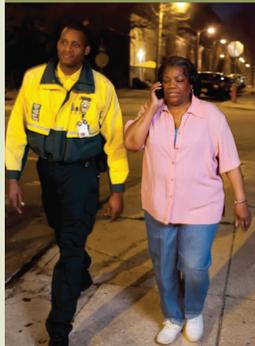


university city district®



UNIVERSITY CITY PUBLIC SAFETY SERVICES

offered by University City District



WALKING ESCORTS

Call 215-387-3942

10am-3am
7 days a week

VEHICLE ASSISTANCE

(LOCK-OUTS & JUMP STARTS)



(From the Desk of the Executive Director, continued)

When we opened The Porch at 30th Street Station in November, we meticulously measured walking patterns and surveyed users to shape and inform a dynamic programming calendar for the spring and a broader vision for future capital improvements. When we saw the need for pedestrian amenities and safer passages in two key locations now dominated by autos, we sought and won city grant funding to establish vibrant pedestrian plazas.

When we saw the role that our organization—with committed institutional partners—could play in connecting West Philadelphia residents to life-changing career opportunities at our universities and health systems, we became the first special services district in the nation to create a dedicated, scalable workforce development effort. In the past two months, the West Philadelphia Skills Initiative launched ground-breaking programs to connect local residents to medical assistant jobs at Drexel University College of Medicine and to information technology jobs at Penn Medicine.

And the best is yet to come. Remember, for instance, that empty lot where thousands enjoyed our Night Market last summer? An escalating partnership with the dynamic University City Science Center promises to lead to both short- and long-term opportunities to shape a Market Street campus that's a magnet for creative talent and a destination for imaginative activities.

I hope you'll join us in the coming months as we get on with creating the future of University City together.

Sincerely,

Matt Bergheiser
215-243-0555

DREXEL UNIVERSITY TO TRANSFORM CHESTNUT STREET INTO NEW GATEWAY FOR UNIVERSITY CITY

Drexel University and American Campus Communities will transform Chestnut Street between 32nd and 33rd streets into a new gateway for Drexel and University City featuring 361,200 square-feet of mixed-use student housing and retail space. The targeted construction completion date is September 2013.

Designed by internationally acclaimed Robert A.M. Stern Architects, the development will include two eight-story buildings that front Chestnut Street while maintaining an open entry corridor to the adjacent Creese Student Center. The broad use of glass at the street level combined with limestone will continue Drexel's progress toward creating a pedestrian-friendly, mixed-use campus district enlivened by retail amenities. The building design will also include a 19-story residential tower at the corner of Chestnut and 32nd streets. The two-story street-level space will include retail outlets, neighborhood restaurants, and a new corner entry into the Barnes and Noble - activating student life in an urban setting. Upper floors feature student apartments with both shared and private accommodation options. For more information, visit www.drexel.edu/now



2012 UNIVERSITY CITY COMMUNITY CLEANUPS

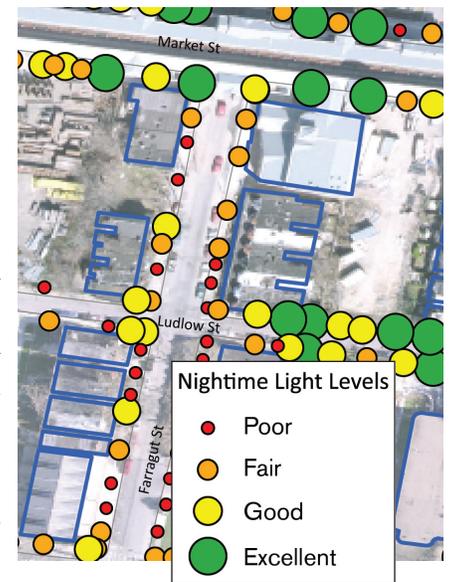
Saturday, April 14
Saturday, October 20
Saturday, December 1



Mark your calendars for the 2012 University City Community Cleanups! We encourage everyone to step outside and clean outside your home, office, school, in a nearby park, or an empty lot. Even the smallest effort can make the biggest difference. We'll be organizing a few focused efforts throughout the neighborhood and, as always, we're here to assist anyone interested in participating by providing trash bags, brooms, work gloves, and trash pickup. To sign up please contact UCD at cleanandsafe@universitycity.org or 215-243-0555

A PARTNERSHIP TO MAKE WALNUT HILL BRIGHTER AND SAFER

Through a partnership with LISC (Local Initiatives Support Corporation), UCD recently contracted with PECO to install 15 new pedestrian lights on existing utility poles on Farragut Street and 46th Street, between Market and Walnut streets. In addition to improving the safety around adjacent schools, businesses and residences, boosting the lighting on these blocks was a high priority, since they also provide access to the Market-Frankford Line's 46th Street Station. An analysis of crime in University City and surrounding areas, completed in partnership with LISC and several local community development corporations, identified particular areas that could benefit from public safety interventions, and provided the impetus for these lighting improvements. This data-driven approach has helped to provide the basis for a comprehensive strategy to reduce crime in the area, including redeployment of UCD Safety Ambassadors, and a program to install new lighting on adjacent residential and commercial facades.



OVER 40 UNIVERSITY CITY HOMEOWNERS BENEFIT FROM UCD'S ENERGY EFFICIENCY PROGRAM



A home energy audit typically costs around \$400. By pooling neighborhood demand, University City District has been able to partner with the federally funded EnergyWorks program to offer local homeowners a \$50 discount off the price of an energy audit. What's an energy audit? Performed by a certified auditor, an energy audit provides a road map for (energy efficiency) improvements that can save you money, make your home more comfortable, and reduce your carbon footprint. The EnergyWorks program also offers very low interest rate loans that help to reduce the cost of those improvements. So far, more than 40 University City homeowners have joined our partnership, more than any other neighborhood partnership in the region! In recognition of that success, we've been able to negotiate an extension to the subsidy offered through this program, and it's not too late to make improvements this year! To find out more, email sustainability@universitycity.org.

TWO NEW UCD PROGRAMS CONNECT NEIGHBORS TO HEALTH CARE JOBS

UCD's West Philadelphia Skills Initiative (WPSI) is meeting the needs of the underemployed with programs designed specifically by our institutional partners. Twelve adults from West Philadelphia have recently entered the one-year Penn Medicine Information Technology Apprenticeship Program, fulfilling a need for workers with skills in computer hardware and software support. Participants in this "earn and learn" program receive a full-time salary while building skills, creating a brighter future for themselves and their families. In addition, WPSI and Drexel University's College of Medicine are working together to build a pipeline for Certified Medical Assistants, an area of high need and high turnover. Fifteen West Philadelphia residents have been recruited for this program, and WPSI is providing intensive support services, including top-of-the-line professional development and career coaching.



photo: Ryan Collier

PLEASE WELCOME UCD'S PROGRAM MANAGER FOR THE WEST PHILADELPHIA SKILLS INITIATIVE

Tyron Vereen is a native of South Carolina but has lived in Philadelphia for the past 20 years. He holds a Bachelor of Science degree in Health Management from Howard University, a Master of Science degree in Education from Saint Joseph's University, and is a Certified Health Education Specialist. Tyron's range of professional experience includes: public health, education, social services, youth empowerment, grant writing, and workforce development. He spends his free time enjoying nature, watching sports (especially his beloved Washington Redskins), exploring restaurants, running 10k races, wrestling, and volunteering/tutoring with his Brothers in Alpha Phi Alpha Fraternity, Incorporated. As Program Manager, Tyron serves as a liaison between community residents, academic institutions, and health-care providers to develop and maintain career pipeline opportunities for youth and adults.

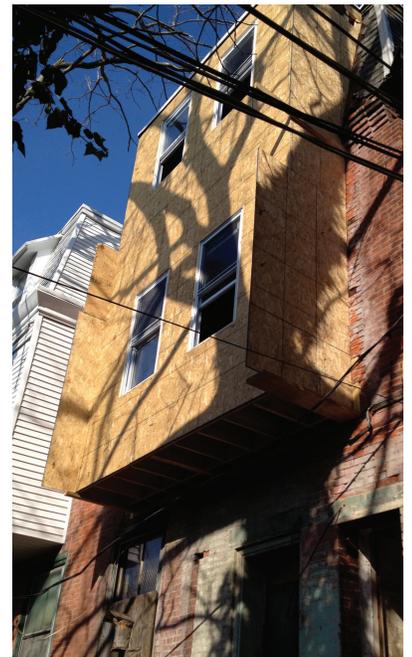


UCD LAUNCHES PROJECT REHAB

Recently, UCD and the City of Philadelphia's License and Inspections department entered into a partnership that resulted in saving 938 S. 49th Street (left) from demolition. UCD's Project Rehab program assisted the property owner throughout the process with navigating local agencies and provided vital support and consultation. Through Project Rehab, the owner has begun the process of rehabilitating and, as you can see (right), will transform the property into a beautiful and usable space that will allow the owner and the entire neighborhood to finally capitalize on its resurgence. This program is available to any owner of distressed real estate in University City who needs assistance with any matter related to their property. For more information contact UCD at 215-243-0555 and ask for Project Rehab.



Before



In progress

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

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.



ANOTHER STRONG YEAR FOR NEW UNIVERSITY CITY RETAIL AND RESTAURANTS

Despite the slow national economy in 2011, new retail and dining options continued to flourish in University City. Overall, University City's vacancy rate for ground floor commercial spaces fell from 11.3% to 10.6% as the number of restaurants, cafes, and bakeries increased by 3.0% and the number of retail businesses increased by 4.9%. Those totals include 19 new dining and drinking establishments in University City, such as Honest Tom's Taco Shop and Sabrina's Cafe, and new stores like Keswick Cycles and Piper Boutique. Following 2010, another very strong year for new businesses in University City, this represents a net gain of 21 new places to stop for a bite in the last two years, and plenty of reasons to think that 2012 should continue this trend.

GRILL FISH CAFÉ
814 S. 47th Street

**MARRAKESH EXPRESS
ON WHEELS**
40th and Locust streets

GUACAMOLE MEX GRILL
4612 Woodland Avenue

**HONEST TOM'S
TACO SHOP**
261 S. 44th Street

SABRINA'S CAFÉ
34th Street & Powelton Avenue

REDCAP'S CORNER
3617 Lancaster Avenue



universitycity.org has a new look!



ENSURING A SAFE AND SECURE UNIVERSITY CITY

Earlier this year, UCD launched a monthly email newsletter that aims to address crime patterns in University City. This email provides baseline information as well as articulates emerging trends and offers tips for ways in which we all can stay safe. The fact remains that University City is, on balance, an incredibly safe place to live, work and play. This is borne out over and over again in citywide crime stats, and the incredible partnership that's been forged among UCD, the Philadelphia Police Department, the Penn and Drexel police departments and other institutional public safety divisions, ensuring that there is an unparalleled strategic, coordinated and proactive effort to address crime in the neighborhood. If you are interested in receiving this monthly email newsletter please contact mark@universitycity.org