THE STATE OF UNIVERSITY CITY 2017

University City District
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The view from atop the FMC Tower during construction
This year’s publication once again offers a glimpse of the dizzying pace of growth and development in University City. Our 2.4 square miles are home to nearly 77,000 jobs; 2.6 million square feet of recently completed development; a 95.5% office occupancy rate; and a record 175 new patents issued to University City businesses and institutions.

But read a little deeper and you might ask yourself, “What if we’re only just getting started?”

Our partners are making five economy-altering bets that will change University City’s future, all happening simultaneously, and all within blocks of one another: the launch of the Pennovation Center; Drexel University and Brandywine Realty Trust’s $3 ½ billion investment in Schuylkill Yards; the expansion of the University City Science Center into uCity Square; an accelerating focus on commercialization and entrepreneurship by CHOP, Penn Medicine and USciences; and a long-term vision for developing over the railyards north of Amtrak’s 30th Street Station.

Any one of these would be transformative on its own. Together, they herald a new age of possibility for all of Philadelphia, anchored right here in University City. These are ambitious and audacious plans, unfolding in real time as University City evolves into one of the nation’s preeminent innovation districts. And they are happening beside a beautiful and dynamic neighborhood of choice, with gorgeous Victorian homes, sought-after parks and tree-lined streets.

Please enjoy The State of University City, and join us as we invent the future together in a truly special place.

Sincerely,

Matt Bergheiser
President
University City District
Spotlight on University City

University City is an economic powerhouse for the entire Philadelphia region. The 2.4 square mile neighborhood is home to some of the city’s largest and most innovative academic, research, and commercial partners, who collectively employ nearly 77,000 employees. University City is a destination for diners, culture seekers, and artists who visit the area for internationally acclaimed restaurants, museums, and galleries. It’s a bustling neighborhood with infrastructure that attracts walkers, cyclists, and commuters with walkable streets, world-class public spaces, and excellent transit options. A combination of high rises and tree-lined streets, luxury apartments and Victorian houses, anchor institutions and small businesses, University City is Philadelphia’s neighborhood of choice for thousands of people and families from a wide range of backgrounds, and a neighborhood where quality of life matches quality of possibility.
## University City by the Numbers

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<thead>
<tr>
<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td>Office occupancy</td>
<td>95.5%</td>
</tr>
<tr>
<td>Population with a median age of 22-24</td>
<td>53,605</td>
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<tr>
<td>Jobs</td>
<td>76,777</td>
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<tr>
<td>Students enrolled across 4 colleges &amp; universities</td>
<td>43,908</td>
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<tr>
<td>Retailers</td>
<td>152</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>268</td>
</tr>
<tr>
<td>Ground floor commercial occupancy</td>
<td>88%</td>
</tr>
<tr>
<td>Annual Amtrak passengers at 30th St. station</td>
<td>4,138,777</td>
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<tr>
<td>Hotel rooms</td>
<td>711</td>
</tr>
<tr>
<td>Hotel rooms under construction</td>
<td>315</td>
</tr>
<tr>
<td>Median home sale price in 2015</td>
<td>$334,500</td>
</tr>
<tr>
<td>Median apartment rent</td>
<td>$1,600</td>
</tr>
<tr>
<td>Median resident commute time</td>
<td>20-24</td>
</tr>
<tr>
<td>Median resident age of residents aged 25 or older with a bachelor’s degree or higher</td>
<td>22-24</td>
</tr>
<tr>
<td>Hotel room occupancy</td>
<td>78%</td>
</tr>
<tr>
<td>Inpatient admissions across 4 hospitals</td>
<td>84,566</td>
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<tr>
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Spotlight on University City
THE STATE OF UNIVERSITY CITY 2017

Growing Job Market
A year after surpassing the 75,000 job mark for the first time, employment continued its steady climb, increasing to nearly 77,000 jobs in 2016 with no sign of slowing.

Great Place to Stay
Keeping up with continued occupancy and room rate growth, 315 new hotel rooms (a 44% increase) will be added to University City by year end, including luxury rooms at the new AKA in the FMC Tower.

Prime Retail Location
Retailers choose University City due to the mix of college students, employees, and families occupying the neighborhood, and 88% of ground floor commercial storefronts are occupied.

Foodie’s Paradise
New development led to continued growth in dining options, which is up 24% since 2009. University City contains 268 restaurants and bars within its 2.4 square miles.
Robust Office Market
Office occupancy rates climbed to record highs and remained the tightest in the region at 95.5%.

Hotbed of Development
University City saw more than 2.6 million square feet of new development in 2015, representing an investment of more than $1.3 billion.

Transit Hub
In transit accessibility, University City outpaces innovation hubs in Cambridge, San Francisco, and Seattle. In its first year of operation, Indego bike share’s two busiest trips were to and from University City stations.

Strong Housing Market
Home sales within University City were up by 24%, and the median home value increased by 6% to a new record value of $334,500.

Growing Tech Core
Already a hub for innovation, in the past year a record 175 patents were issued to University City businesses and institutions, and R&D investment increased $8 million over the previous year. The addition of recently-completed and forthcoming tech-focused commercialization centers will accelerate progress over the coming years.

Haven for Millennials
Millennials, including college and university students, are choosing University City as their home, with the number of 20-34 year-olds up 16% since 2000.
Development in University City’s real estate market shows no sign of slowing. Major residential, hotel, office, and institutional projects continue enhancing our neighborhood with added amenities, apartments, mixed-use buildings, and public space. In 2015, University City saw more than 2.6 million square feet of new development, totaling more than $1.3 billion. Recent projects included the completion of the FMC Tower, the Pennovation Center, and new luxury apartments at 3601 Market.
Although rapid transformation and continual growth have characterized University City’s real estate sector for years, the continued investments and plans by major developers show there is still room for growth. 27 real estate projects were advanced or completed in the past year, with more on the horizon. What follows is a summary of the current projects continuing to transform University City’s blocks and skyline.

**ACADEMIC**
1. Steven A. Levin Building
2. Korman Center Improvements
3. Pennovation Center
4. The Perelman Center For Political Science and Economics
5. Perry World House
6. Raymond G. Perelman Center for Jewish Life
7. Richards Medical Research Laboratories

**COMMERCIAL / HOTEL**
8. Cira Center South
9. 3.0 University Place
10. 4614-18 Woodland Avenue
11. 3675 Market
12. Campus Commerce Center
13. The Study at University City
**MEDICAL / BIOMEDICAL RESEARCH**
14. Ronald McDonald House Expansion
15. Center for Healthcare Technology
16. Perelman Center for Advanced Medicine South Pavilion Extension
17. Roberts Center For Pediatric Research

**PUBLIC SPACE / GREEN SPACE**
18. Cira Green
19. CHOP Karabots Garden
20. Korman Quadrangle

**RESIDENTIAL / MIXED USE**
21. USciences Residence Hall
22. 3700 Lancaster
23. 43rd & Sansom
24. 4216 Chestnut
25. 4224 Baltimore
26. New College House
27. VUE 32
STEVEN A. LEVIN BUILDING

The Levin Building provides for the collaboration, exchange, and integration of knowledge that characterizes the study of Biology and Psychology at Penn. It houses research laboratories, teaching facilities, and spaces designed for interactions to foster interdisciplinary work. The distinctive exterior scrim is designed to resemble a neural network and acts as a sunshield for the interior spaces.

Developer: University of Pennsylvania
Location: Intersection of University Ave., 38th Street, and Baltimore Ave.
Size: 77,200 square feet
Completion Date: April 2016

KORMAN CENTER IMPROVEMENTS

The project will give the 1958 Korman Center a new look and comfortable lounges that enhance the link between learning and high-tech connectivity. A cantilevered terra cotta screen will give the building a new, modern identity, creating a “front porch” that will act as an outdoor living room for students. Behind the screen, a new two-story glazed wall will brighten the façade.

Developer: Drexel University
Location: Between Market & Chestnut and between 32nd & 33rd Streets
Size: 9,000 square feet
Completion Date: Fall 2017

PENNOVATION CENTER

The Pennovation Center is designed for startup companies, entrepreneurs, and inventors and includes a full service technology incubator, wet and dry laboratories, private offices, and inventor garages. Benjamin’s Desk is operating a coworking space for up to 200 members. The Pennovation Center is at the heart of Pennovation Works, a 23-acre development on the southern bank of the Schuylkill River.

Developer: University of Pennsylvania
Location: 34th Street & Grays Ferry Avenue
Size: 58,000 square feet
Completion Date: September 2016
THE PERELMAN CENTER FOR POLITICAL SCIENCE AND ECONOMICS

The Perelman Center will merge Penn’s Political Science Department and Department of Economics in a new facility combining a rehab of the Philadelphia Trust building with a significant new addition to the north.

Developer: University of Pennsylvania
Location: 36th & Walnut Streets
Size: 111,000 square feet
Completion Date: Spring 2018

PERRY WORLD HOUSE

The Perry World House is a gathering place where Penn students and faculty engage with eminent international scholars and policymakers on pressing global issues of the 21st century.

Developer: University of Pennsylvania
Location: 3803 Locust Walk
Size: 17,400 square feet
Completion Date: August 2016

RAYMOND G. PERELMAN CENTER FOR JEWISH LIFE

Renowned Philadelphia area philanthropist Raymond G. Perelman pledged $6 million for this, the first facility at Drexel dedicated to Jewish student life. The building contains an event space, chapel, meeting rooms, student lounges, offices for Drexel Hillel, a kosher kitchen and a large outdoor patio.

Developer: Drexel University
Location: 118 N. 34th Street
Size: 14,000 square feet
Completion Date: September 2016

RICHARDS MEDICAL RESEARCH LABORATORIES

The Richards Medical Research Laboratory, along with the adjacent David Goddard Laboratories, was designated a National Historic Landmark in 2009. This project will repurpose obsolete wet labs for use by the Center for Cognitive Neuroscience for “dry” research, office and conference room space.

Developer: University of Pennsylvania
Location: 3700 Hamilton Walk
Size: 29,600 Sq. Ft. in Towers C and D, 30,300 Sq. Ft. in Towers A and B
Completion Date: Towers C and D, Fall 2015; Towers A and B, Spring 2019
CIRA CENTRE SOUTH
Cira Centre South is a mixed-use office, residential, and retail development consisting of the FMC Tower, which contains 268 luxury apartments and 635,000 square feet of LEED based, Class-A office space, and evo, 345 high-end residential units designed for young professionals and university students. Cira Centre South includes over 20,000 square feet of new retail and restaurant space.

Developer: Brandywine Realty Trust
Location: 30th Street, between Walnut & Chestnut Streets
Size: 464,000 square feet (evo)
900,000 square feet (FMC Tower)
Completion Date: September 2014 (evo);
June 2016 (FMC Tower)

3.0 UNIVERSITY PLACE
A new five-story office building, 3.0 University Place, will be the first LEED Version 4 Platinum new construction project in the world.

Developer: University Place Associates, LLC
Location: 41st & Market Streets
Size: 160,000 square feet
Completion Date: 2018

4614-18 WOODLAND AVENUE
This new three-story commercial building will feature both intensive and extensive green roofs where water gathered from rainfall will be collected and stored as grey-water to be reused in toilets to reduce water consumption.

Developer: 4614 Woodland Partners LP
Location: 4614-18 Woodland Avenue
Size: 15,000 square feet
Completion Date: Spring 2017
**3675 MARKET**
A 14-story office and laboratory building is expected to break ground in Q4 2016. The building, which is designed by ZGF Architects to be LEED Silver or Gold, will feature 25,000 square foot floor plates and 12,000 square feet of retail. It will be the new home of the Science Center’s corporate offices and Quorum, its clubhouse for entrepreneurs, which will triple in size to 15,000 square feet.

**Developer:**
A joint venture between the University City Science Center and Wexford Science & Technology

**Location:**
3675 Market Street

**Size:**
342,000 square feet

**Completion Date:**
Q1 2018

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**CAMPUS COMMERCE CENTER**
Following the completion of the first phase of Campus Commerce Center in 2012, a 136 room extended-stay hotel, phase two will be a Class-A office building partially occupied by the developer, Campus Apartments.

**Developer:**
Campus Apartments

**Location:**
41st & Walnut Streets

**Size:**
130,000 square feet

**Completion Date:**
Phase 1 - 2012; Phase 2 - 2018

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**THE STUDY AT UNIVERSITY CITY**
This new hotel will feature 212 rooms, approximately 7,000 square feet of banquet/meeting space, a 105-seat restaurant and bar and a state-of-the-art fitness center.

**Developer:**
Hospitality 3

**Location:**
20-40 South 33rd Street

**Size:**
145,000 square feet

**Completion Date:**
Fall 2016
**RONALD MCDONALD HOUSE EXPANSION**

Along with the renovation of existing structures, this expansion will enable PRMH to go from serving approximately 800 families annually over the past three years to an estimated 1,900 families annually. It will increase available room nights from roughly 16,000 to more than 40,000 per year.

- **Developer:** Philadelphia Ronald McDonald House
- **Location:** 3925 Chestnut Street
- **Size:** 93,000 square feet
- **Completion Date:** Fall 2018

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**CENTER FOR HEALTHCARE TECHNOLOGY**

Penn Medicine’s Center for Healthcare Technology will include an 8-story office building for Penn Medicine corporate functions, and a new child care center. Construction is slated to begin in early 2017. A second phase will support future needs and will increase the building to 18 stories, with a total of 540,000 square feet.

- **Developer:** Penn Medicine
- **Location:** Civic Center Boulevard
- **Size:**
  - Phase 1: 250,000 square feet
  - Phase 2: 290,000 square feet
- **Completion Date:**
  - Early 2019 (Phase 1)

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**PAVILION FOR ADVANCED MEDICINE SOUTH PAVILION EXTENSION**

This multifunctional building rises 15 stories and contains the Novartis-Penn Center for Advanced Cellular Therapeutics, a space devoted to the discovery, development, and manufacturing of personalized cellular therapies for cancer, as well as laboratory space for Penn’s Parker Institute for Cancer Immunotherapy. Additional space in the building includes faculty offices, high-tech conference facilities, and collaborative work spaces.

- **Developer:** Penn Medicine
- **Location:** Civic Center Boulevard
- **Size:** 374,000 square feet
- **Completion Date:** 2016
The Children’s Hospital of Philadelphia’s Roberts Center for Pediatric Research is a 20-story building that will house office-based clinical research. The Roberts Center sits on CHOP’s newest campus, a 9-acre site along the Schuylkill River. As one of the City’s largest redevelopment projects, this campus will revitalize the waterfront property, integrating CHOP spaces with the Schuylkill River Trail and landscaping the area to create pedestrian walkways and green spaces for public use that connect the neighborhood to the South Street Bridge and University City.

Developer: The Children’s Hospital of Philadelphia
Location: Schuylkill Avenue & South Street
Size: 466,000 square feet
Completion Date: 2017
CIRA GREEN

This lush natural space blends the best in environmental stewardship with premier landscape design. Building tenants and the public have access to this vibrant outdoor venue for catered company events, as well as for social engagement events and art performances.

Developer: Brandywine Realty Trust
Location: 30th Street between Walnut & Chestnut Streets
Size: 1 acre
Completion Date: September 2015
CHOP KARABOTS GARDEN

The Karabots Health and Wellness Garden will serve as a resource for vitally important patient and community engagement programs that aim to support education and hands-on activities around gardening and healthy nutrition. The garden contains about 1,200 square feet of raised beds with plants, vegetables, and fruit, much of which will be donated to Early Head Start.

Developer: Children’s Hospital of Pennsylvania
Location: 4865 Market Street
Size: 1,200 square feet
Completion Date: 2016

KORMAN QUADRANGLE

This green space adjacent to the improved Korman Center will feature new walkways, landscaping, and seating that will make the area more user-friendly and appealing as a public gathering place. Renamed the Korman Quadrangle, it will unify this section of campus by strengthening its connections to Chestnut Street, Market Street, and Drexel’s Perelman Plaza.

Developer: Drexel University
Location: Between Market & Chestnut and between 32nd & 33rd Streets
Size: 1 acre
Completion Date: Fall 2017
USCIENCES RESIDENCE HALL

University of the Sciences will construct a new, mixed-use residence hall to create a live-learn community that incorporates numerous sustainable features for Green Globe certification. The 426-bed building will also house ground floor multi-use classrooms, retail spaces, and support offices. The U-shaped building will have a courtyard that opens onto Woodland Avenue, which will provide opportunities for interaction and collaboration.

- **Developer:** Campus Apartments
- **Location:** 4514-22 Woodland Avenue
- **Size:** 126,000 square feet
- **Completion Date:** August 2018

3700 LANCASTER

A six-story residential building at the corner of Powelton and Lancaster Avenues is expected to break ground in Q1 2017. The building is the second residential project at uCity Square, and will feature 320 market-rate apartments and 16,000 square feet of ground-floor retail.

- **Developer:** A joint venture between the University City Science Center & Wexford Science & Technology
- **Location:** 3700 Lancaster Avenue
- **Size:** 300,000 square feet
- **Completion Date:** Q2 2018

43RD & SANSOM

This mixed-use space is a four-story apartment building with two ground floor commercial spaces.

- **Developer:** Apartments at Penn
- **Location:** 43rd & Sansom Streets
- **Size:** 35,000 square feet
- **Completion Date:** October 2016
4215 CHESTNUT

A 28 unit condominium building, 4215 Chestnut will include one and two bedroom units with a common roof deck. It will also have 15-18 parking spots.

Developer: HOW Properties & Monte Resnick
Location: 4215 Chestnut Street
Size: 27,678 square feet
Completion Date: June-July 2017

4224 BALTIMORE

4224 Baltimore is a proposed 132 unit mixed-use building located adjacent to Clark Park. The project’s design was developed in partnership with the community and features 17,000 square feet of ground floor retail, a public plaza, 60 covered/hidden parking spaces, 50 bicycle parking spaces, and a rooftop amenity space.

Developer: Clarkmore LP/U3 Ventures
Location: 43rd Street & Baltimore Avenue
Size: 138,000 square feet
Completion Date: 2020

NEW COLLEGE HOUSE

With 350 beds, a modern dining commons, group study rooms, apartments for resident faculty, and a central courtyard, the New College House offers students a premier home in which to live, learn, and grow, and is the first residence to be built specifically as a College House since Penn’s popular College House system began in the late ’90s.

Developer: University of Pennsylvania
Location: 34th & Chestnut Streets
Size: 198,000 square feet
Completion Date: August 2016

VUE 32

This $56 million, mixed-use development in partnership with Drexel University, will provide residences and a preschool to a mix of Drexel graduate students, faculty, professional staff and non-Drexel professionals working in the area. The 16-story residential tower features 164 luxury one- and two-bedroom units and top flight amenities, and a second phase will construct for-sale townhouses with anticipated completion in spring 2018.

Developer: Radnor Property Group
Location: 3201 Race Street
Size: 176,000+ square feet
Completion Date: August 2017
University City surpassed 75,000 jobs in 2015, and employment continued its steady climb in 2016 to nearly 77,000 total jobs. Although a majority of the jobs within University City are tied to the hospitals and universities, an influx of new office space, hospitality projects, and co-working spaces are creating additional employment opportunities beyond the meds and eds workforce. Over the long term, growth associated with technology, commercialization, and innovation will create job opportunities at all rungs of the career ladder.
RESIDENTS COMMUTING TO UNIVERSITY CITY JOBS

BY ZIP CODE

Philadelphia

University City

BY COUNTY

Despite adding significant new office space to its inventory in 2015, University City remained the tightest submarket in the region at 95.5% occupancy. The opening of the FMC Tower at Cira Center South added a new landmark highrise to the skyline that is now the tallest building in Philadelphia west of the Schuylkill River. As the new headquarters for the chemical manufacturing giant, FMC Corporation, the building is approximately 635,000 square feet and FMC alone will add 550 new jobs to the area.
Local and national business owners choose University City as a destination for their storefronts due to the mix of college students, large employers, commuters, and full-time residents in the area. New development has led to 24% growth in dining options in University City since 2009, including the city’s first restaurant by renowned chef Jose Andres, and satellite locations of popular restaurants like Spread Bagelry and honeygrow. As the area booms, so do hotel offerings: in 2016, University City will welcome 315 new hotel rooms (an increase of 44%), including AKA University City, which features ultra-luxury hotel and apartment offerings on the top 18 floors of the new FMC Tower.
All University City Storefronts

- Retail: 152
- Food and Beverage: 268
- Services: 237

Food & Beverage

- Casual Dining: 139
- Full Service Dining: 64
- Bakery and Cafe: 42
- Bar and Night Club: 17
- Ice Cream: 6

Retail

- Food: 44
- Apparel: 13
- Books and Music: 13
- Pharmacy: 11
- General Merchandise: 10
- Home and Garden: 8
- Cell Phones and Electronics: 8
- Gas Station: 7
- Art Galleries and Supplies: 5
- Gifts and Flowers: 6
- Beauty Supplies: 5
- Bicycles: 4
- All Other: 18

Services

- Beauty: 51
- Laundromat and Dry Cleaning: 22
- Real Estate: 19
- Childcare: 15
- Health Care: 16
- Auto Service: 16
- Bank and Financial Institutions: 10
- Copy and Print: 9
- Tax Preparation and Accounting: 7
- Fitness: 8
- Arts and Music Instruction: 9
- Hotels: 7
- Car Rental: 7
- Social Services: 5
- Religious: 5
- Tutoring: 4
- All Other: 27

Source: UCD
Retail and Hospitality

**Food & Beverage**

- Ice Cream & Other
- Bar/Nightclub
- Full Service Dining
- Bakery/Café
- Casual Dining

**Retail**

**Services**

**Hotel Occupancy and Average Room Rate**

- University City Occupancy
- University City Average Daily Rate
- Center City Occupancy
- Center City Average Daily Rate

**Average Daily Hotel Room Supply and Demand**

- Room Supply
- Room Demand

Source: UCD

*Anticipated by end of 2016
Colleges and Universities

University City continues to draw in students, offering them a dynamic place to learn and live. Four colleges and universities with a combined enrollment of nearly 44,000 undergraduate and graduate students are located within our boundaries as well as a campus of the Community College of Philadelphia, and over 25,000 students reside within the neighborhood. Students from around the world enroll at the University of Pennsylvania, Drexel University, and University of the Sciences, adding to our neighborhood’s rich ethnic diversity. A recent poll conducted by Campus Philly found that nearly two out of every three students who attend school in Philadelphia choose to remain in the city after graduation.

### Student Population Living in University City

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduate</th>
<th>Undergraduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>5,000</td>
<td>15,000</td>
</tr>
<tr>
<td>2014</td>
<td>25,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2000 Decennial Census, 2010-2014 American Community Survey

### University Enrollment

<table>
<thead>
<tr>
<th>Year</th>
<th>USciences Grad</th>
<th>USciences Undergrad</th>
<th>Drexel Grad</th>
<th>Drexel Undergrad</th>
<th>Penn Grad</th>
<th>Penn Undergrad</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2008</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2009</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2010</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2011</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
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<tr>
<td>2012</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2013</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2014</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>2015</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
</tbody>
</table>

Source: Individual institutions

### 2016 ENROLLMENT

<table>
<thead>
<tr>
<th></th>
<th>University of Pennsylvania</th>
<th>Drexel University</th>
<th>University of the Sciences</th>
<th>The Restaurant School at Walnut Hill College</th>
<th>Community College of Philadelphia West Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENTS</td>
<td>Undergraduate</td>
<td>11,588</td>
<td>16,464</td>
<td>2,246</td>
<td>303</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>13,288</td>
<td>9,131</td>
<td>418</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total Students</td>
<td>24,876</td>
<td>25,595*</td>
<td>2,664</td>
<td>303</td>
</tr>
<tr>
<td>STUDENT HOUSING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1,950†</td>
</tr>
<tr>
<td>UNDERGRADUATE</td>
<td>in campus residences</td>
<td>5,703</td>
<td>3,471</td>
<td>556</td>
<td>118</td>
</tr>
<tr>
<td></td>
<td>in fraternity/sorority</td>
<td>442</td>
<td>168</td>
<td>n/a</td>
<td>0</td>
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<tr>
<td></td>
<td>off campus (total)</td>
<td>5,443</td>
<td>12,993</td>
<td>1,690</td>
<td>185</td>
</tr>
<tr>
<td></td>
<td>in University City</td>
<td>3,400</td>
<td>n/a</td>
<td>n/a</td>
<td>23</td>
</tr>
<tr>
<td>GRADUATE</td>
<td>on campus</td>
<td>677</td>
<td>165</td>
<td>32</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>off campus (total)</td>
<td>12,611</td>
<td>8,966</td>
<td>n/a</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>in University City</td>
<td>4,793</td>
<td>n/a</td>
<td>n/a</td>
<td>0</td>
</tr>
</tbody>
</table>

*Includes 2,243 students on co-op and 5,188 distance learning students. Total students on University City campus is 16,065.
† Includes credit and non-credit students who took classes at the West Regional Center including summer terms. Source: Individual institutions.
Degrees Awarded at University City’s Colleges and Universities

Source: National Center for Education Statistics, IPEDS, Degrees Awarded July 1, 2014 - June 30, 2015 (fields with 50 or more degrees awarded)
Healthcare

Healthcare is essential to University City’s economy. The four hospitals located within the neighborhood - Children’s Hospital of Pennsylvania (CHOP), Hospital of the University of Pennsylvania (HUP), Penn Presbyterian Medical Center, and Philadelphia Veterans Affairs Medical Center - combine to employ nearly 28,000 people. Area hospitals are national leaders as well, with CHOP ranked as the 2nd best children’s hospital in the nation, and the hospitals of the University of Pennsylvania nationally ranked in 11 specialties, according to U.S. News & World Report.

<table>
<thead>
<tr>
<th>Admissions</th>
<th>Beds</th>
<th>Births</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital of the University of Pennsylvania</td>
<td>3400 SPRUCE STREET</td>
<td></td>
</tr>
<tr>
<td>CHOP</td>
<td>34,653</td>
<td>783</td>
</tr>
<tr>
<td>HUP</td>
<td>14,634</td>
<td>331</td>
</tr>
<tr>
<td>Penn Presbyterian Medical Center</td>
<td>51 NORTH 39TH STREET</td>
<td></td>
</tr>
<tr>
<td>CHOP</td>
<td>29,065</td>
<td>520</td>
</tr>
<tr>
<td>Penn Presbyterian Medical Center</td>
<td>6,214</td>
<td></td>
</tr>
<tr>
<td>Children’s Hospital of Philadelphia</td>
<td>3401 CIVIC CENTER BOULEVARD</td>
<td></td>
</tr>
<tr>
<td>CHOP</td>
<td>2,433</td>
<td></td>
</tr>
<tr>
<td>HUP</td>
<td>2,440</td>
<td></td>
</tr>
<tr>
<td>Penn Presbyterian Medical Center</td>
<td>1,739</td>
<td></td>
</tr>
<tr>
<td>Philadelphia Veterans Affairs Medical Center</td>
<td>3900 WOODLAND AVENUE</td>
<td></td>
</tr>
<tr>
<td>CHOP</td>
<td>671,331</td>
<td></td>
</tr>
<tr>
<td>HUP</td>
<td>10,410</td>
<td></td>
</tr>
<tr>
<td>Children’s Hospital of Philadelphia</td>
<td>191,582</td>
<td></td>
</tr>
<tr>
<td>Philadelphia Veterans Affairs Medical Center</td>
<td>1,594,132</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outpatient Visits</th>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital of the University of Pennsylvania</td>
<td>3400 SPRUCE STREET</td>
</tr>
<tr>
<td>CHOP</td>
<td>1,594,132</td>
</tr>
<tr>
<td>HUP</td>
<td>11,711,581</td>
</tr>
<tr>
<td>Penn Presbyterian Medical Center</td>
<td>191,582</td>
</tr>
<tr>
<td>Children’s Hospital of Philadelphia</td>
<td>3401 CIVIC CENTER BOULEVARD</td>
</tr>
<tr>
<td>CHOP</td>
<td>671,331</td>
</tr>
<tr>
<td>HUP</td>
<td>10,410</td>
</tr>
<tr>
<td>Penn Presbyterian Medical Center</td>
<td>1,739</td>
</tr>
<tr>
<td>Philadelphia Veterans Affairs Medical Center</td>
<td>3900 WOODLAND AVENUE</td>
</tr>
<tr>
<td>CHOP</td>
<td>1,259,581</td>
</tr>
<tr>
<td>HUP</td>
<td>10,410</td>
</tr>
<tr>
<td>Penn Presbyterian Medical Center</td>
<td>2,433</td>
</tr>
<tr>
<td>Children’s Hospital of Philadelphia</td>
<td>13,310</td>
</tr>
<tr>
<td>Philadelphia Veterans Affairs Medical Center</td>
<td>1,594,132</td>
</tr>
</tbody>
</table>

Source: American Hospital Association
The Children’s Hospital of Philadelphia’s Buerger Center for Advanced Pediatric Care
Transportation

No car? No problem. University City is more accessible by transit than any of its peer innovation hubs including Cambridge, San Francisco, and Seattle. Over the past six years, SEPTA ridership has risen 15% at University City stations, and ridership on the LUCY (Loop Through University City) shuttle bus was up 104%. The two busiest trips in the newly created Indego bike share system were to and from University City stations. University City’s ample public transportation options - including buses, trains and trolleys - earned the neighborhood a “Rider’s Paradise” designation from Walk Score.

Average Daily Boardings By Station

Source: SEPTA, New Jersey Transit, Amtrak

Average Daily Boardings at University City Rail Stations

Source: SEPTA

Annual LUCY Riders

Source: SEPTA
Travel Time from University City

MINUTES
- < 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 30
- 30 - 35
- 35 - 40
- 40 - 45
- 45 - 50
- 50 - 55
- 55 - 60
- 60 - 65
- 65 - 70
- 70 - 75
- 75 - 80
- 80 - 85
- 85 - 90
- > 90

Travel Time from Employment Center

Share of regional population with access from employment center within the specified travel time:
- University City
- Atlanta
- Austin
- Boston
- Cambridge
- Research Triangle Park
- San Francisco
- Seattle
- Silicon Valley
- Washington, D.C.

Median Travel Time from Employment Center

Note: Travel times are estimated at 5pm local time on a weekday; travel times are estimated to all zip codes within a 25 mile radius of employment centers located at: Atlanta (midtown), Austin (downtown), Boston (Innovation District), Cambridge (Kendall Square), Research Triangle Park (RTP HQ), San Francisco (Mission Bay), Seattle (South Lake Union), Silicon Valley (downtown San Jose), Washington DC (downtown). Source: Google, ESRI
Commute Mode of Residents

United States

Philadelphia

University City

Walked  Public Transportation  Bicycle  Worked at Home  Drove Alone  Car Pooled  Other

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Walk, Transit and Bike Scores

Walk Score measures walkability based on the distance to nearby places and pedestrian friendliness on a scale of 0 to 100.

Transit Score measures how well a location is served by public transit based on the distance and type of nearby transit lines.

Bike Score measures whether an area is good for biking based on bike lanes and trails, hills, road connectivity, and destinations.

Travel Time to Work (Minutes)

Percentage of Residents Commuting to Work by Bicycle

Bicycle Traffic Between University City and Center City

University City Residents

Philadelphia Residents

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

University City

Philadelphia

Source: U.S. Census Bureau, 2010-2014 American Community Survey

Note: Includes Schuylkill River bridges excl. Spring Garden St.
Source: Bicycle Coalition of Greater Philadelphia
Indego Bike Share Linked Neighborhoods

The arrival of the Indego bike share has strengthened connections between University City and Center City. The two most common trips on Indego connected University City employment and education hubs to major residential and commercial centers in Center City. Indego also functions as a key component of the transportation system within University City and other Philadelphia neighborhoods. With a high concentration of potential riders in University City, and docking stations at residential, office, education, and transportation nodes, Indego has fostered connections between destinations in this city within a city.

MOST FREQUENT ONE-WAY TRIPS ON INDEGO

<table>
<thead>
<tr>
<th>Route Description</th>
<th>Average Daily Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>University City Station / 23rd &amp; South</td>
<td>36th &amp; Sansom / Rittenhouse Square</td>
</tr>
<tr>
<td>21st &amp; Catarine / 15th &amp; Spruce</td>
<td>Broad &amp; Girard / 13th &amp; Montgomery</td>
</tr>
<tr>
<td>15th &amp; Spruce / 4th &amp; Bainbridge</td>
<td>Rittenhouse Square / 11th &amp; Pine Kahn Park</td>
</tr>
<tr>
<td>13th &amp; Locust / Darien &amp; Catarine</td>
<td>Rittenhouse Square / 9th &amp; Locust</td>
</tr>
<tr>
<td>15th &amp; Spruce / 11th &amp; Pine Kahn Park</td>
<td>18th &amp; Washington Chew Playground / Rittenhouse Square</td>
</tr>
<tr>
<td>21st &amp; Catharine / Rittenhouse Square</td>
<td>15th &amp; Spruce / 2nd &amp; South</td>
</tr>
<tr>
<td>23rd &amp; South / Rittenhouse Square</td>
<td>University City Station / 19th &amp; Lombard</td>
</tr>
<tr>
<td>Broad &amp; Federal / 13th &amp; Locust</td>
<td>9th &amp; Locust / 4th &amp; Bainbridge</td>
</tr>
<tr>
<td>Amtrak 30th Street Station / 23rd &amp; South</td>
<td>13th &amp; Locust / 4th &amp; Bainbridge</td>
</tr>
<tr>
<td>Broad &amp; Federal / 15th &amp; Spruce</td>
<td>University City Station / 21st &amp; Catarine</td>
</tr>
</tbody>
</table>

Source: Indego, 2015 (Q2) - 2016 (Q1)
INDEGO TRIPS BY NEIGHBORHOOD

Note: Includes trips within & between neighborhoods with at least one Indego station & at least one average daily trip bet. neighborhoods. • Source: Indego, 2015 (Q2) - 2016 (Q1)

Average Daily Trips

- 1
- 10
- 50

Within neighborhoods

Between neighborhoods
Our neighborhood’s cultural and socioecononomic diversity continues to enhance University City’s quality of life. Our community of over 53,000 residents is made up of college students, young professionals, new families, and residents who have called University City home for decades. The population continues getting younger: the number of millennials (ages 20-34) living in University City increased 16% since 2000, while the number of students living in the area is up 17% in that same timeframe. University City is also among the most ethnically diverse neighborhoods in the region.
Residential

Historic homes, luxury high-rises, walk-up apartments, dormitories and apartment complexes: University City offers housing options that suit the needs of any potential resident. Home sales were up 24% in 2015, with the median home value increasing 6% to a new record high. Due to excellent transit options, residents enjoy short work commutes typically between 20-24 minutes. Local schools have earned numerous accolades this year, and the community welcomed a new middle school operated by the Science Leadership Academy at Drexel University’s Dornsife Center.

SCHOOLS IN UNIVERSITY CITY

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>ADDRESS</th>
<th>GRADES</th>
<th>TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henry C. Lea School</td>
<td>4700 Locust Street</td>
<td>K-8</td>
<td>Public</td>
</tr>
<tr>
<td>HMS School for Children with Cerebral Palsy</td>
<td>4400 Baltimore Avenue</td>
<td>pre K-12</td>
<td>Private</td>
</tr>
<tr>
<td>The Islamic Education School</td>
<td>4431 Walnut Street</td>
<td>pre K-8</td>
<td>Private</td>
</tr>
<tr>
<td>Jubilee School</td>
<td>4211 Chester Avenue</td>
<td>pre K-6</td>
<td>Private</td>
</tr>
<tr>
<td>Paul Robeson High School for Human Services</td>
<td>4125 Ludlow Street</td>
<td>9-12</td>
<td>Public</td>
</tr>
<tr>
<td>Penn Alexander School</td>
<td>4209 Spruce Street</td>
<td>K-8</td>
<td>Public</td>
</tr>
<tr>
<td>Samuel Powel School</td>
<td>301 North 36th Street</td>
<td>K-4</td>
<td>Public</td>
</tr>
<tr>
<td>Science Leadership Academy Middle School</td>
<td>3509 Spring Garden Street</td>
<td>5-8*</td>
<td>Public</td>
</tr>
<tr>
<td>St. Francis de Sales School</td>
<td>917 South 47th Street</td>
<td>K-8</td>
<td>Private</td>
</tr>
<tr>
<td>The City School at Spruce Hill</td>
<td>4115 Baltimore Avenue</td>
<td>K-5</td>
<td>Private</td>
</tr>
<tr>
<td>The City School at Walnut Street</td>
<td>4501 Walnut Street</td>
<td>6-8</td>
<td>Private</td>
</tr>
<tr>
<td>The Workshop School</td>
<td>221 South Hanson Street</td>
<td>9-12</td>
<td>Public</td>
</tr>
<tr>
<td>West Philadelphia Catholic High School</td>
<td>4501 Chestnut Street</td>
<td>9-12</td>
<td>Private</td>
</tr>
<tr>
<td>West Philadelphia High School</td>
<td>4901 Chestnut Street</td>
<td>9-12</td>
<td>Public</td>
</tr>
</tbody>
</table>

* Fifth grade only in 2016, ultimately serving grades 5 through 8.
Penn Alexander School Receives Blue Ribbon Designation

In 2016, the Sadie Tanner Mossell Alexander University of Pennsylvania Partnership School, commonly called Penn Alexander, was named a National Blue Ribbon School. Every year, the U.S. Department of Education gives the award to approximately 350 schools it deems high performing or achievement gap closing. Penn Alexander was recognized as an “exemplary achievement gap closing school,” an award that recognizes schools that have consistently improved academic achievement compared to other schools around the state. Penn Alexander is the first West Philadelphia district school to ever receive the honor. Serving approximately 550 students, Penn Alexander provides high-quality public education through a child-centered, research-based program.

New Science Leadership Academy Middle School Opens in Dornsife Center

This year, a new Science Leadership Academy Middle School, or “SLA-MS,” opened inside Drexel University’s Dornsife Center. In its first year of operation, the school will serve 88 fifth-graders and plans to become a 360 student school serving fifth-through-eighth grades over the next three years. The school will operate similarly to the Science Leadership Academy in Center City, and will serve as a catchment school for local children. The SLA-MS will operate out of the Dornsife Center for at least two years, reserving spots for students from Samuel Powel Elementary School until the two schools move onto one campus on the former University City High School site.

Greening of Henry C. Lea School Continues

The “greening” of the Henry C. Lea school at 47th and Spruce continued this year, with the addition of a 16 tree grove surrounded by permeable pavers, three rain gardens which collect water from the entire site, and a reoriented basketball court with new nets and surfacing. Led by a team from the West Philly Coalition for Neighborhood Schools, local individuals, businesses, and institutions - including the University of Pennsylvania - funded over 25% of the project. The community has contributed over 1,750 hours of labor to the project through project management, grant writing, and planting of the rain gardens. Lea teachers and staff are developing curriculum to utilize and learn from the gardens. The learning landscape will continue to grow and change as plants thrive within the schoolyard.
Public Spaces

Communities come together - and come alive - in shared public spaces. Accessible public spaces spark economic development, drive environmental sustainability, and create meeting places where the community converges. University City boasts a combination of long-standing spaces like the iconic Clark Park, and newer additions like the Science Center’s Innovation Plaza and Brandywine’s Cira Green. As major real estate projects like uCity Square and Schuylkill Yards begin to transform University City’s skyline, the development plans are prioritizing public space.

CLARK PARK

Clark Park serves as a social magnet for the community with easy access and diverse programming.
CIRA GREEN

Cira Green, Philadelphia’s first elevated public park, boasts stunning views and space for gathering and relaxing.

INNOVATION PLAZA

The Science Center’s new Innovation Plaza pocket park offers a break from the surrounding hustle and bustle.
Arts and Culture

Arts and culture play a vital role in a neighborhood’s economic, social, environmental, and community health. Artists and arts organizations provide entertainment opportunities for businesses and tourists, while also supporting community building and educational enrichment. University City contains cutting edge art exhibits, experimental theater, performance venues, and community events that appeal to neighbors and visitors.

In 2016, University City welcomed *The Daily Show* for a week of taping during the Democratic National Convention, Academy and Grammy award-winning artist Common during the N2N Festival, and dozens of performances during the Fringe Festival.

Annual Attendance at Arts & Cultural Organizations

<table>
<thead>
<tr>
<th>Annual Attendance</th>
<th>Organization Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10,000</td>
<td>Performing Arts</td>
</tr>
<tr>
<td>10,000-24,999</td>
<td>Museums, Visual Arts, Historic and Scientific</td>
</tr>
<tr>
<td>25,000-49,999</td>
<td>Community Arts and Education</td>
</tr>
<tr>
<td>&gt;50,000</td>
<td></td>
</tr>
</tbody>
</table>

| Paid attendance | 304,000 |
| Free attendance | 217,000 |
| Total attendance| 521,000 |

Source: Greater Philadelphia Cultural Alliance
Arts and Cultural Organizations in University City

[redacted] Theater Company
Al-Bustan Seeds of Culture
Annenberg Center for the Performing Arts
Applied Mechanics
Ars Nova Workshop, Inc.
Arthur Ross Gallery
Arts in Schools Collaborative
Community Education Center
Crossroads Music
Curio Theatre Company
Dancefusion
Esther Klein Gallery
Group Motion Multi Media Dance Theater
Institute of Contemporary Art
International House Philadelphia
LiveConnections.org
Philadelphia Folklore Project
Philly Drum Project
Scribe Video Center
Shakespeare in Clark Park
Slought Foundation
Small But Mighty Arts
The Bearded Ladies Cabaret
The Philadelphia Dance Company (PHILADANCO)
The Soapbox: Independent Publishing Center
University City Arts League
University of Pennsylvania Museum of Archaeology and Anthropology
Warriors Of The Wonderful Sound Inc.
Westphal College of Media Arts and Design
Woodlands Trust for Historic Preservation
WXPN
University City is the region’s leader in science and medical resources. Breakthroughs and discoveries initiated in University City spark billions of dollars worth of economic activity. In 2015, a record number of patents were issued to local businesses and institutions, and R&D investment in University City increased by $8 million. This summer saw the opening of The Pennovation Center, a 58,000 square foot business incubator and laboratory for researchers, innovators, and entrepreneurs, and the Microsoft Reactor Philadelphia within the University City Science Center. With more coworking spaces, innovation hubs, and laboratories coming online, University City will continue setting the pace for innovation in the years to come.
In the Penn Engineering Research & Collaboration Hub (PERCH), robots under development get a chance to roam the Pennovation Center.
Last January, Vice President Joe Biden launched the White House’s “Moonshot” cancer cure initiative during a visit to the Children’s Hospital of Philadelphia and the Abramson Cancer Center. During the visit, Biden met with various CHOP and Penn scientists, doctors, and patients to learn about new cancer therapies. CHOP has subsequently launched a new initiative for a first-of-its-kind Center for Data Driven Discovery in Biomedicine, which will conduct sustained, long-term research in direct alignment with the Moonshot initiative. Working with CHOP leaders, collaborating hospitals, industry partners, foundations, patients, and their families, the Center will build on CHOP’s investment in a new pediatric biospecimen and integrated diagnostics and data discovery open ecosystem. The Center builds on CHOP’s dedication to novel tissue-based diagnostics and pediatric data-driven research and will transform the pediatric “big data” landscape on behalf of children. For the first time, a robust pediatric data generation and analysis infrastructure will fully empower open access and collaborative discovery while bringing together local and national networks of hospitals, clinicians and scientists.
Penn Joins First-of-its-Kind Research Collaboration to Fight Cancer

The University of Pennsylvania has joined the Parker Institute for Cancer Immunotherapy, an unprecedented cancer research effort that brings together six of the nation’s top medical schools and cancer centers to accelerate breakthrough immunotherapy research that will turn more cancers into curable diseases. The venture is backed by a $250 million gift from the Parker Foundation. The funding will support laboratory studies and clinical trials, recruitment of faculty, and support for early-career investigators who will train at Penn. The Parker Institute includes more than 40 laboratories and 300 researchers from Penn and five other leading centers: Memorial Sloan Kettering Cancer Center; Stanford Medicine; the University of California, Los Angeles; the University of California, San Francisco; and the University of Texas M. D. Anderson Cancer Center. In a unique agreement among the centers, the administration of intellectual property will be shared, enabling all researchers to have immediate access to a broad range of core discoveries. At Penn, initial projects will cover a wide range of both basic science and clinical areas, including studies to test the ability of oncolytic adenoviruses to enhance T cell therapy efficacy, and cancer prevention vaccines.
Drexel Researchers Researching How Our Brains React to Augmented Reality

Researchers at Drexel University have developed a portable system that uses functional near-infrared spectroscopy, or fNIRS, to monitor how new wearable displays like Google Glass affect the brain in everyday situations. In collaboration with George Mason University, a group of Drexel biomedical engineers have successfully measured the brain activity of participants navigating a college campus outdoors. The study found that users wearing Google Glass had lower mental workload and trended toward higher situation awareness relative to their peers navigating with an iPhone. However, the researchers also found that users wearing Google Glass fell victim to “cognitive tunneling,” meaning the display grabbed much more of their attention, and they inadvertently ignored other aspects of their surroundings. The researchers have recommended that future studies identify other brain biomarkers induced by this “blindness” to the outside world. By identifying cognitive tunneling biomarkers, engineers could greatly advance display design for navigation, training and other tasks that wearable displays are expected to enhance.

Science Center and Wexford Science & Technology Host Microsoft Reactor

A new Microsoft Reactor opened on the ground floor of 3711 Market Street in the summer of 2016. The Reactor, a collaboration between Microsoft Corp., SeventySix Capital, the Science Center and Wexford Science & Technology, is the first in the region and the second in the U.S. It is designed to provide a technological and collaborative space that supports communities, entrepreneurs, start-ups, and students accelerating the creation of new technologies, solutions, companies, jobs, and growth in University City and beyond. The Science Center is collaborating with Microsoft and SeventySix Capital to develop and deliver technology and innovation-focused programming that will create new opportunities for the tech startup community. The Reactor will also host activities for underrepresented groups to offer greater awareness of and involvement with STEM activities and careers.
University of the Sciences launched the mid-Atlantic region’s first graduate Brewing Science Certificate in 2015. Students in the Brewing Science Certificate program benefit from a team teaching model that combines USciences faculty and facilities with over 20 experts from the brewing industry. According to the Brewers Association, in 2015, more than two breweries opened per day in the U.S., and 49% of all breweries increased production capabilities. As the industry grows, so does the need for trained professionals. The post-baccalaureate, 18-credit program delves deeply into the biology, chemistry, physics, and math of creating a perfect, and consistent, pint of beer. With hands-on work in microbiology and quality control labs and by conducting experiments in their pilot brewery, students gain essential skills which are highly desirable in today’s job market. With all evening classes, the program can be completed in one year or two. The first cohort is currently conducting industry internships at Weyerbacher, Conshohocken, Neshaminy Creek, Levante, Double Nickle, and Wicked Weed breweries.
Looking Forward

Major plans are underway that will accelerate University City’s booming growth, and further cement the neighborhood as the region’s center of innovation and progress. Civic infrastructure continues attracting people to our streets and businesses; major retailers and developers look to plant their flags within our boundaries; and the anchor institutions who drive progress within University City step closer to delivering on their long-term visions for world-class expansions. In the section that follows, we highlight progress on some of the major developments on the horizon.

Schuylkill Yards

In March 2016, Drexel University and Brandywine Realty Trust announced their partnership for Philadelphia’s Schuylkill Yards innovation development, a 14-acre master planned community. Schuylkill Yards will be an integrated urban environment, offering a collaborative and connected community made up of educational and medical institutions, businesses, residents, and visitors bound together by the pursuit of innovation. Situated adjacent to Amtrak’s 30th Street Station, the third-busiest passenger rail station in the country, Schuylkill Yards will be connected to Philadelphia’s international airport and the major cities along the Northeast corridor, making it a major innovation hub on the East Coast.

The 20-year development project will focus initially on 5 million gross square feet of mixed-use real estate on a 10-acre site next to Drexel’s main campus, Amtrak’s 30th Street Station and Brandywine’s Cira Centre. The first phase will enhance the public realm through the creation of a 1.3-acre park at the corner of 30th and Market Streets; construction is slated to begin in 2017.
In June of 2016, a group led by Amtrak, Brandywine Realty Trust, Drexel University, the Pennsylvania Department of Transportation (PennDOT), and the Southeastern Pennsylvania Transportation Authority (SEPTA) released the Philadelphia 30th Street District Plan, a joint master planning effort detailing a long-term vision for growth and development in the area surrounding 30th Street Station. Forty new acres of open space and 18 million square feet of new development are envisioned in the Plan, including an entirely new mixed-use neighborhood anchoring the District atop 88 acres of rail yards along the western bank of the Schuylkill River. With a proposed $2 billion investment in roads, utilities, parks, bridges, and the extension of transit services, the Plan has the potential to unlock $4.5 billion in private real estate investment, in addition to $3.5 billion for Drexel’s Schuylkill Yards project being developed by Brandywine Realty Trust. These investments will catalyze robust and widespread economic benefits, with the potential to generate $3.8 billion in City and State taxes and 40,000 new jobs.

Over the past two years the project team responsible for the Plan has engaged a wide range of stakeholders from across the City of Philadelphia, soliciting feedback and synthesizing ideas collected during open houses, community events and other public meetings. This process was informed by the expertise of a world-class consulting team and guided by institutional stakeholders consisting of the Amtrak, Brandywine Realty Trust, Drexel University, PennDOT, SEPTA, City of Philadelphia, CSX Corporation, the Delaware Valley Regional Planning Commission, New Jersey Transit, Philadelphia Industrial Development Corporation, Schuylkill River Development Corporation, the University of Pennsylvania, and University City District. To pave the way for the future development of the conceptual Arch Street Transportation Center, PennDOT will work with the Delaware Valley Regional Planning Commission to study possible changes to the I-76 on- and off-ramps at 30th Street. Amtrak will pursue funding to advance the Station Plaza concept outlined in the District Plan with an eye toward improving station conditions in the near term.

The Plan will achieve goals related to community, connectivity, and identity. The final product will be a development that celebrates 30th Street Station as a premier multi-modal transportation hub where people can seamlessly connect to resources and attractions in the local community, create a high-quality network of active, attractive and safe places to welcome residents and visitors, and build a vibrant community full of opportunities to live, learn, work and play.
uCity Square

The University City Science Center and Wexford Science & Technology announced a strategic development partnership in 2015 to create uCity Square, a mixed-use, transit-oriented community of ingenuity in the heart of University City. In total, the project combines 2.5 million square feet of existing mixed-use development along Market Street (the Science Center’s legacy campus) with an additional 4 million square feet of planned office, laboratory, clinical, residential, public and retail space on 14 acres of vacant land currently controlled by the two partners.

In partnership with Drexel University, Wexford is expected to begin construction on a new street and utility grid in Q3 2016 on land Drexel and Wexford acquired from the School District of Philadelphia in 2014. The project will include three new streets – Cuthbert, Warren and 37th – which will further integrate uCity Square into the fabric of the surrounding residential neighborhoods and institutional campuses.

The project aims to carry on the Science Center’s legacy of connecting experts, entrepreneurs, students, and residents in order to foster ideas and breakthroughs. This will ensure that University City is one of the nation’s leading innovation districts, enabling Philadelphia to grow, retain and recruit new companies that create high-skilled, high-wage jobs for the community.
The Pennovation Works is a unique blend of offices, labs, and production space being developed by The University of Pennsylvania. By bridging its intellectual and entrepreneurial activity, Penn aims to advance knowledge and generate economic development. The master plan articulates a phased approach, with initial activity focused on site improvements and renovation of existing buildings, beginning with the recent opening of the Pennovation Center as the campus anchor.

The 23-acre property adjacent to Penn’s campus will feature state of the art facilities that accommodate Penn affiliates, including researchers, entrepreneurs, and industry partners solving real world problems and translating inventiveness into viable ventures. By grouping facilities for innovation, technological development, and artistic production/exhibition, Penn envisions a multifaceted workshop that will harness and commercialize the tremendous creative potential in the region.

The Pennovation Works is a highly visible site that is well connected to the region, Center City, and University City. Recent investments in open space trails have linked the site to the Schuylkill River, providing dedicated public access and riverside amenities. Penn, the Philadelphia Industrial Development Corporation (PIDC), and the City, along with public agencies, are joining efforts to improve the pedestrian and traffic connections to the site, reposition properties in the surrounding areas, and create improved vehicular and pedestrian access to the neighborhood and University City.

The Pennovation Works framework aligns with PIDC’s vision to revitalize the 500-acre Lower Schuylkill River district into a regional Innovation District. Early implementation efforts are underway to establish a distinctive Innovation District Gateway at 34th and Grays Ferry Avenue. New investment and PIDC master planning will transform the area into a mixed-use community featuring cutting-edge innovation, next generation entrepreneurs, and expanded university-based research commercialization.
Spotlight on UCD

University City District (UCD) is a partnership of world-renowned anchor institutions, small businesses, and residents that creates opportunity and improves economic vitality and quality of life in the University City area of West Philadelphia. We work within a place-based, data-driven framework to invest in world-class public spaces, address crime and public safety, bring life to commercial corridors, connect low-income residents to careers, and promote job growth and innovation.

TRANSFORMING PUBLIC SPACE

UCD works to create lively public venues that simultaneously reactivate underutilized space, enhance community-building efforts, and spur innovation. UCD is a nationally recognized leader in data-driven placemaking, and has extensive experience creating all-season temporary spaces that attract visitors, generate economic activity, and foster community. From conceptualization and design to construction and operations, UCD’s team has spearheaded successful projects in Philadelphia including The Porch at 30th Street Station, the Market Street Bridge streetscape enhancements, and Philadelphia’s first Parklet program. We work with local companies, designers, and partner organizations to create dynamic public spaces, and maintain these spaces through our Public Space Maintenance staff and in-house landscape crew, Green City Works.
The Porch at 30th Street Station

UCD’s flagship public space is The Porch at 30th Street Station. Since its introduction in late 2011, The Porch has become one of Philadelphia’s most vibrant public spaces. Today, after ongoing iterations and increasing investment, The Porch features a variety of comfortable and intimate spaces for people to lounge, linger, and enjoy landscaped surroundings, festive lighting, rotating food options, and creative programming. 150,000 visitors came to the Porch in 2015 alone, and after our most recent round of improvements, use increased by 31% over the previous year.

Amtrak Gardens

A beautification project for Philadelphia’s main rail transportation hub, University City District and Amtrak collaborated to install ten “living walls” onto columns inside 30th Street Station. The walls, located on columns on the 29th and 30th Street sides of the station, were designed by University City District, locally fabricated and installed by Philadelphia-based company SHIFTSPACE, and maintained by the University City District’s Green City Works landscaping crew. The project coincided with additional improvements by Amtrak, including a major bathroom renovation, an ongoing restoration of the station’s historic doors, and new amenities, which were all completed in advance of the Democratic National Convention in July 2016.

Parklet Program

In 2011, UCD introduced its first Parklet – small, flexible mini-parks created in parking spaces that add public gathering space – to Philadelphia, and now installs and maintains six Parklets during warm weather months. UCD research demonstrates that Parklets are highly social spaces that contribute substantially to sidewalk vitality and increase sales at adjacent businesses by 20%.
40th Street Trolley Portal

Through a unique public-private partnership with SEPTA, the City of Philadelphia, and neighborhood stakeholders, UCD has raised $2.1 million from community residents, foundations, private supporters, the Commonwealth of Pennsylvania, and the City of Philadelphia to transform the 40th Street Trolley Portal, the busiest at-grade rail station in the city. By combining great urban design, infrastructure renewal, and community engagement, UCD will transform a blighted and unsafe place into a vibrant and social space featuring beautiful landscaping, movable seating, and a new Trolley Car Diner. The upgraded project will serve as a community asset for thousands of neighbors, commuters, and local employees. This investment in transit-oriented green development – which uses cutting-edge storm water management techniques – will increase transit ridership, serve University City’s residents and employees, and build upon UCD’s track record of enhancing underutilized assets for the benefit of the local economy and residents. The project is slated to break ground at the end of 2016.

Schuylkill Gardens

In recent years, UCD has been working to improve the pedestrian experience on the eastern edge of University City, and continued that effort with the installation of a new 500 foot hanging garden along Schuylkill Avenue between Market and Chestnut Streets. The project, dubbed Schuylkill Gardens, is intended to improve the aesthetic experience for commuters on foot, bike, or in their cars along the heavily trafficked stretch of road. UCD worked with SHIFTSPACE, who has previously fabricated many of UCD’s projects, to create a striking display that straddles the line between landscape architecture and art installation. Our Green City Works landscape crew helped install the gardens and will handle upkeep and maintenance. The project was made possible thanks to funds from The William Penn Foundation.
UCD’s nationally recognized West Philadelphia Skills Initiative (WPSI) connects unemployed West Philadelphians seeking opportunity with West Philadelphia employers seeking talent. 2016 was a banner year for the program, full of major progress and accomplishments. WPSI expanded to a new, larger space at First District Plaza that allows us to run multiple cohorts simultaneously and increase the number of participants and employer partners. We celebrated our five year anniversary with an event involving key partners, participants, and a keynote address from CHOP CEO Madeline Bell. We were honored by a visit from Federal Chair Janet Yellen where she was able to learn about our program, speak with participants, and share her thoughts on the regional labor market. And we continued our mission to make a positive impact on jobseekers, employers, and our West Philadelphia community.

THE WEST PHILADELPHIA SKILLS INITIATIVE

IN 5 YEARS...

- 610 adults and youth touched through WPSI job training, internships and workshops
- $12 MILLION in wages for previously unemployed West Philadelphians

Last Year...

- 53 average number of weeks unemployed prior to WPSI
- 90% OF OUR GRADUATES CONNECTED TO EMPLOYMENT
- AVERAGE STARTING WAGE $13.37

This Year...

- WPSI is on track to serve 122 West Philadelphia residents
UNIVERSITY CITY DISTRICT EVENTS

UCD executes community events throughout the year designed to help bring neighbors, visitors, and businesses together. Our wide portfolio of community offerings includes music, arts, and pop-up food events in UCD’s public spaces; signature free programs like Movies in Clark Park, the Baltimore Avenue Dollar Stroll, and the 40th Street Summer Series; and our popular restaurant promotion University City Dining Days.

University City Dining Days

This popular restaurant promotion, designed to provide exposure to area eateries during the typically slower summer season, allows diners to enjoy three course meals for $15, $25, or $35 from many of University City’s top restaurants. The ten-day promotion routinely draws tens of thousands of visitors into the neighborhood to sample diverse cuisines from around the world.

Baltimore Avenue Dollar Stroll

One of our most popular and successful initiatives is the Baltimore Avenue Dollar Stroll, which we operate with help from the Baltimore Avenue Business Association (BABA). The event draws thousands of neighbors and visitors to Baltimore Avenue to enjoy $1 specials from local businesses and enjoy free entertainment.

Outdoor Performances and Movie Nights

UCD works with partners including the University of Pennsylvania, the Friends of Clark Park, and local performers to bring life to public spaces through free events including Movies in Clark Park, the 40th Street Summer Series, and pop-up music and theater performances at our own spaces including The Porch at 30th Street Station.
MAINTAINING A SAFE AND BEAUTIFUL NEIGHBORHOOD

University City District is dedicated to the physical beauty and safety of our neighborhood. Our Public Space Maintenance employees work seven days a week to clean and enhance more than 160 commercial and residential blocks through street cleanings, graffiti removal, trash collection, and more. Our Public Safety Ambassadors patrol the streets and serve as highly visible deterrents to crime while offering assistance to those in need. In the past year, we added two new ways in which we work to enhance the neighborhood.

Green City Works

Fueled by the expanding footprint of our partners, UCD launched our landscaping social venture, Green City Works, in 2016. Green City Works connects our work to beautify the district with our workforce experience honed through our West Philadelphia Skills Initiative. Green City Works cares for UCD’s own public space projects and also executes fee-for-service landscaping contracts for local institutions and businesses. Within our first 10 months, Green City Works has managed almost 500,000 square feet of green space and serves as a template for UCD’s deeper exploration of social enterprise models.

Community Porches Reclamation

This summer, UCD initiated a pilot through the West Philadelphia Skills Initiative for our new Community Porches Reclamation program, which combines WPSI’s soft skills approach with entry-level carpentry and safety skills. The curriculum is enhanced by on-the-job training opportunities, culminating in the rebuilding of a dilapidated front porch belonging to a longtime community member. As the program grows we hope to prepare the newest generation of the construction workforce, drawn from our own community.
Membership Program

University City District’s Membership Program connects leading businesses in and around University City with exclusive networking opportunities, custom research, and other members-only benefits while fueling UCD’s collective economic impact.

NETWORKING AND INFORMATION

• Priority invitations to annual tours of University City development projects
• Priority access to custom market research, data runs and GIS analysis for project-planning purposes
• The opportunity to guide original research and analysis and shape ideas to improve the business climate and quality of life in University City
• Quarterly newsletter on University City development trends and market data, emailed exclusively to members.
• 100 copies of State of University City annual report for distribution to partners, stakeholders and tenants

MARKETING AND PROMOTION

• Table/tent presence at one consumer-oriented UCD event each year (for example, Baltimore Avenue Stroll, 40th Street Summer Series, and Movies in Clark Park)
• Banner ads in up to three UCD e-newsletters per year; each is sent to a distribution list of 5,500 residents, students, partners and civic leaders
• Priority presence in UCD’s emerging residential marketing campaigns

BUSINESS SERVICES

• One day of free special event ambassador and/or public safety coverage at your University City property(ies)
• Priority access to graffiti removal services, special UCD trash pickups, move-in/move-out services and public space maintenance services

COLLECTIVE ECONOMIC GROWTH

Your membership also supports core UCD services, including:

• 120,000 public safety patrol hours/year
• More than 4,400 nighttime walking escorts of University City students and residents to their homes
• 44,000 hours of public maintenance services/per year, including 90,000 bags of trash removed and 3,000 graffiti tags erased
• Major investments in University City public spaces and gateways, including The Porch at 30th Street Station, Market Street Bridge, the 40th Street Trolley Portal, pedestrian plazas and parklets
• Special events that attract more than 50,000 annual attendees from across the city and region
• Advertising and press partnerships that result in more than 1.3 million dollars of annual media value in selling University City
• Intensive, ongoing efforts to recruit retail prospects and support commercial corridors

For more information about UCD’s Membership Program, contact the development office at 215.243.0555.
EXCLUSIVE ACCESS TO CUSTOM MARKET RESEARCH AND DEVELOPMENT TRENDS

Average Daily Vehicle Traffic in University City

Predicted Daytime Pedestrian Volume in University City

NETWORKING OPPORTUNITIES

MARKETING AND PROMOTION

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Joe Ritchie
Vice President of Development
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Nelson Shaffer
Chief Administrative Officer
Pennoni Associates, Inc.

UCD STAFF

Matt Bergheiser
President

Queen Aniatang
Program Coordinator,
West Philadelphia Skills Initiative

Seth Budick
Senior Manager, Policy and Research

Sarah Davis
Director of Development

Nick Edelman
Finance Director

Brian English
General Manager,
Green City Works

Alan Garry
Director, Public Safety and Community Services

Lt. Derek Hawkins
Commanding Officer,
UCD Philadelphia Police Substation

Nate Hommel
Director of Planning and Design

Sheila Ireland
Vice President, Workforce Solutions
West Philadelphia Skills Initiative

Maggie Langdon
Office Manager / Program Assistant

Joshua Park
Training Center Manager,
West Philadelphia Skills Initiative

Tom Patterson
Operations Manager,
Public Space Maintenance Program

Chris Richman
Communications Manager

Shawn Ryan
Graphic Design and Web Development Manager

Ryan Spak
Manager, Project Rehab

Margaret Leidy Starke
Event Planner

Andrew Stober
Vice President of Planning and Economic Development

Alissa Weiss
Strategic Initiatives Manager
University City District
3940 Chestnut Street
Philadelphia, PA 19104
215.243.0555

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University City District
3940 Chestnut Street
Philadelphia, PA 19104
215.243.0555

universitycity.org
universitycity
@ucdphl
@universitycity