## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Letter from UCD’s President</td>
<td>4</td>
</tr>
<tr>
<td>Spotlight on University City</td>
<td>6</td>
</tr>
<tr>
<td>Real Estate Development</td>
<td>10</td>
</tr>
<tr>
<td>Employment</td>
<td>24</td>
</tr>
<tr>
<td>Office</td>
<td>28</td>
</tr>
<tr>
<td>Retail and Hospitality</td>
<td>30</td>
</tr>
<tr>
<td>Higher Education</td>
<td>34</td>
</tr>
<tr>
<td>Healthcare</td>
<td>38</td>
</tr>
<tr>
<td>Transportation</td>
<td>40</td>
</tr>
<tr>
<td>People</td>
<td>48</td>
</tr>
<tr>
<td>Life in the Neighborhood</td>
<td>52</td>
</tr>
<tr>
<td>Innovation</td>
<td>60</td>
</tr>
<tr>
<td>About University City District</td>
<td>68</td>
</tr>
<tr>
<td>Membership Program</td>
<td>78</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>80</td>
</tr>
</tbody>
</table>
The annual *State of University City* publication has earned its reputation as the leading source of real estate and development data for one of the most dynamic local economies in the nation.

In the pages that follow, you’ll find that the University City real estate boom continues unabated. Over the past three years alone, University City institutions and developers have invested $2.5 billion to build 5.4 million square feet of office, residential, academic, and medical facilities.

This year, we look beyond real estate to some of the driving forces behind University City’s boomtown status. If real estate is the “hardware” of growth, then jobs and work are the “software.” After all, the vision for so many of University City’s new buildings is that they will house bold new companies, brilliant researchers, and experts in fields that have yet to be invented.

In the competition to shape this future of work, University City is excelling.

Creating the businesses and work of the future begins with discovery. Annual R&D expenditures in University City have nearly doubled over a decade, topping out at a record $1.48 billion this past year. National Institutes of Health funding to local institutions also hit record levels last year; in fact, 42% of all NIH funding in the entire state of Pennsylvania went to University City researchers. And to transfer discovery to commercial possibilities, University City institutions and businesses secured a new patent, on average, every other day last year – a rate twice as high as it was just six years ago.
While new ventures launch and scale, a deepening specialization in cell and gene therapy has placed University City on the cusp of a global leadership position in our next generation economy. Spark Therapeutics, with its mission of challenging the inevitability of genetic disease, is the quintessential University City company: born out of research at CHOP, incubated and accelerated at uCity Square, and now expanding into Schuylkill Yards. Spark’s globally pioneering work, along with a revolution in precision medicine taking hold at Penn Medicine, offer University City a once-in-a-generation opportunity to invent the companies and jobs of the future.

Shaping the future of work also means shaping a place that’s attractive to talented students, researchers, and entrepreneurs who have the option to locate anywhere. This is a realm in which University City excels. Two transformative real estate projects – Schuylkill Yards and uCity Square – are leading their multi-billion dollar developments with major public space investments, setting the tone for a neighborhood in which quality of life and quality of place meet economic growth. And years of entrepreneurial and civic investments on commercial corridors like Baltimore Avenue, and in transit-oriented spaces like The Porch at 30th Street and Trolley Portal Gardens have created authentic and accessible social gathering places of which many of our competitor cities can only dream.

In University City, the investments unfolding right now are redefining the future. A virtuous cycle of innovation, talent, business formation, and placemaking enables the remaking of a 21st century economy that leverages knowledge into economic value and accelerating development.

We’re proud to share The State of University City with you, and we’re thrilled to work with you to shape all that is to come.

Sincerely,

Matt Bergheiser
President, University City District
Commerce. Innovation. Academic excellence. University City is where start-ups, scholars, and professionals want to be. World-class academic institutions, renowned hospitals, award-winning restaurants, and innovators from fields like robotics and gene therapy are all packed into University City’s 2.4 square miles. Continually setting the pace for development in the region, University City is a dynamic employment hub for more than 80,000 people, a transportation nucleus with some of the most pedestrian- and bicycle-friendly streets in Philadelphia, and a destination for food lovers and culture seekers. With its luxury apartments and small, tree-lined streets; skyscrapers and Victorian row homes; small businesses and anchor institutions, the neighborhood is a tapestry of diversity that nearly 55,000 people call home. University City is a neighborhood of growth and possibility built on a solid structure of success.
In University City You'll Find:

**Cranes & Construction**
The building boom in University City shows no signs of slowing, with 1,306,000 square feet of development completed in 2017. Major new projects on the horizon promise to keep the skies filled with cranes for years to come.

**Ample Jobs**
University City topped 80,000 jobs for the first time in 2018, a remarkable number for such a relatively small neighborhood footprint. The job market is dominated by hospitals and universities, but other sectors including IT, hospitality, and construction are growing too.

**Your New Favorite Restaurant**
Within University City’s 2.4 square miles you’ll find 270 restaurants and bars, from cozy neighborhood spots to kitchens with world class pedigrees. The neighborhood’s diverse population has spurred food choices from around the globe.

**Cutting Edge Innovation**
The neighborhood’s reputation as a hub for innovation grows each year. In 2017 local inventors and developers received a record number of patents, while R&D funding rose 26% to $1.48 billion. These numbers will increase as evermore co-working spaces and labs open their doors.

**Bountiful Shopping Options**
University City’s mix of college students, large employers, commuters, and full-time residents make it an attractive place for local and national businesses to plant their flags. 131 stores serve the small neighborhood, selling everything from high-end fashion to organic goods to locally-made wares.
Diverse & Educated Residents
In University City, 59% of residents possess at least a Bachelor’s degree, compared to 26% for Philadelphia as a whole. Our neighborhood is one of the most diverse in the city, with a 62% chance that two residents meeting are different races, and 22% of residents speaking a language other than English at home.

World Class Institutions
The four hospitals and five institutions of higher learning located within University City draw premier national and international talent. The two hospital giants - the University of Pennsylvania Health System and Children’s Hospital of Philadelphia - earn top marks in national rankings each year, and the University of Pennsylvania and Drexel University are both renowned institutions of higher education.

The City’s Best Transit
Our neighborhood boasts fantastic scores for walking, biking, and public transit, earning “paradise” distinctions for all three from Walkscore.com. Increased investments in biking infrastructure and a new bus route will help improve these already stellar rankings.

Green Galore
With trees covering 15% of the neighborhood and nearly 100 acres of public space, University City is a green getaway minutes from Philadelphia’s core. Bicyclists, walkers, and runners are drawn to our iconic parks, trails, and hidden havens.

A Hot Housing Market
Homes listed for sale in University City spent an average of 12 days on the market, the median cost for home sales soared to $400,000, and the median rental remained at $1,500. While high by regional standards, home and rental prices remain affordable when compared to peer innovation hubs.
Renderings, blueprints, shovels, and cranes: University City’s real estate boom continues as Philadelphia’s second skyline rises west of the Schuylkill River. Over the past 12 months, 26 real estate projects were advanced or completed, including 3675 Market Street, the home of both the Science Center’s corporate offices and Cambridge Innovation Center; the University of Pennsylvania’s Perelman Center for Political Science and Economics; the redevelopment of Hamilton Court, which features new retail and upscale amenities; and Trolley Portal Gardens, a new public space and restaurant serving the community. New projects – such as the plan to convert the former Provident Mutual Life Insurance Co. into a medical office complex – are announced on a regular basis, while in the long run, uCity Square, Schuylkill Yards, and the 30th Street Station District Plan promise to reshape the economic future of University City and the greater Philadelphia region.
**New Construction or Major Renovations**

- **Retail**: 352,513
- **Residential**: 5,219,797
- **Office**: 3,308,250
- **Medical/Medical Research**: 3,509,700
- **Hotel**: 268,260
- **Education**: 253,000
- **Cultural**: 46,500
- **Academic**: 2,668,110

**Source**: UCD • *Includes CHOP’s Roberts Center for Pediatric Research.

**New Construction or Major Renovations: Square Footage by Primary Use (2002–2017)**

- **Cumulative Units of New Multi-Family Housing in University City**
- **Square Feet of Development**

**New Construction Permits**

- **University City permits**
- **Philadelphia permits**

**Approximate Value of New Real Estate Development Projects**

- **Dollars (Millions)**

**Source**: CITY OF PHILADELPHIA DEPARTMENT OF LICENSES & INSPECTIONS

**Source**: UCD

*Note: Excluding parking structures • Source: UCD

*Includes CHOP’s Roberts Center for Pediatric Research.
Current Development

In the past year, 26 new development projects in University City opened their doors or made significant progress towards completion. Together, this represents approximately 4.5 million square feet of office, residential, academic, research, restaurant, and medical space that will enhance the neighborhood’s already robust inventory. What follows is a summary of the current projects continuing to transform University City’s blocks and skyline.
**Academic**
1. Evans Building Main Dental Clinic & Schattner Center Addition
2. Penn Museum
3. The Perelman Center for Political Science and Economics
4. Richards Medical Research Laboratories
5. Wharton Academic Research Building

**Commercial**
6. 3.0 University Place
7. 3675 Market
8. 4614-18 Woodland Avenue
9. Campus Commerce Center (Phase 2)

**Medical**
10. 3600 Civic Center Boulevard
11. The Pavilion at Penn Medicine
12. Philadelphia Ronald McDonald House Expansion
13. The Public Health Campus at Provident

**Public Space**
14. Drexel Square
15. The Lawn at uCity Square
16. Trolley Portal Gardens

**Residential / Mixed Use**
17. 3700 Lancaster
18. 3720 Chestnut
19. 4001-4003 Chestnut Street
20. 4045 Baltimore Avenue
21. Hamilton Court
22. Luna on Pine
23. New College House West
24. The Simon
25. USciences Residence Hall
26. West Lofts
Penn Museum

The Penn Museum is undergoing Phase 1 of a major building transformation project that will dramatically alter its Main Entrance Hall, make its historic building fully accessible to all, add significant visitor amenities, and renovate and add air conditioning to the Harrison Auditorium and surrounding galleries.

Developer: University of Pennsylvania
Location: 3260 South Street
Size: 29,786 square feet
Completion Date: Fall 2019

Evans Building Main Dental Clinic & Schattner Center Addition

Penn’s School of Dental Medicine has renovated its flagship main clinic, a significant provider of dental care to the West Philadelphia community. The new clinic features nearly 75 dental stations, a bright space with energy-efficient windows, and a new roof. Along with improvements to the adjacent Schattner Building, this work has created a new 2nd floor patient waiting room and additional student meeting space.

Developer: University of Pennsylvania
Location: 40th & Spruce Streets
Size: 20,250 square feet
Completion Date: Evans Clinic: December 2017; Schattner Center: June 2018

The Perelman Center for Political Science and Economics

The Perelman Center merged Penn’s academic departments of Political Science and Economics. The project combines a rehabilitation of the West Philadelphia Trust Building with a significant new addition to the north.

Developer: University of Pennsylvania
Location: 36th & Walnut Streets
Size: 111,140 square feet (54,440 existing and 56,700 new)
Completion Date: April 2018
Richards Medical Research Laboratories

The Richards Medical Research Laboratories, along with the adjacent David Goddard Laboratories, was designated a National Historic Landmark in 2009. This project repurposed obsolete wet labs for use as “dry” research, office, and conference room space. Richards Towers C and D were renovated in 2015, and now house Penn’s Center for Cognitive Neuroscience.

Developer: University of Pennsylvania
Location: 3700 Hamilton Walk
Size: Towers A&B: 41,000 square feet
Completion Date: Towers A&B: Spring 2019

Wharton Academic Research Building

A new building designed for The Wharton School will include classrooms, group study rooms, faculty offices, and shared conference rooms. The project also includes a redesign of Woodland Walk from Spruce Street to 36th Street with new landscape architecture and a new electrical substation at ground level.

Developer: University of Pennsylvania
Location: 37th & Spruce Streets
Size: 74,400 square feet
Completion Date: Fall 2020
Commercial

3.0 University Place

A newly redesigned eight-story mixed-use building, the project features ground-floor retail and curated lab space powered by the incubator network 1776. With a LEED Platinum v4 BD+C Core and Shell and a prioritization of a healthy work environment, this state-of-the-art energy efficient building provides access to daylighting with View Dynamic Glass.

Developer: University Place Associates, LLC
Location: 41st & Market Streets
Size: 200,000 - 245,000 square feet
Completion Date: Summer 2020

3675 Market

This class-A, 14-story office and laboratory building opened its doors in September 2018. The building, designed by ZGF Architects, is the latest uCity Square project to be completed. The building is anchored by Boston-based Cambridge Innovation Center and serves as the Science Center’s new headquarters. Features include: a hotel-like lobby, boutique coffee bar, ground floor retail, bike storage, and shower rooms, as well as a robust menu of programming and events.

Developer: A joint venture between Wexford Science + Technology, Ventas, & the University City Science Center
Location: 3675 Market Street
Size: 345,000 square feet
Completion Date: September 2018

4614-18 Woodland Avenue

This new three-story commercial building will feature both intensive and extensive green roofs where rainwater will be collected and stored as greywater 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: 2019

Campus Commerce Center (Phase 2)

Following the 2012 completion of the first phase of the Campus Commerce Center – now 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 and Walnut Streets
Size: 130,000 square feet
Completion Date: 2020 (phase 2)
3600 Civic Center Boulevard

Phase 1 of Penn Medicine’s 10-story office tower located at 3600 Civic Center Boulevard will house corporate functions, a child care center for faculty and staff, a university floor for the Office of the Vice Provost for Research, an expanded Investigative Drug Services Pharmacy, and an expanded Biorepository Freezer Farm. Construction began in early 2017 and occupancy will start in November 2018. Phase 2 will support future needs and increase the building to 19 stories with a total of 540,000 square feet.

Developer: Penn Medicine
Location: 3600 Civic Center Boulevard
Size: Phase 1: 300,000 square feet; Phase 2: 240,000 square feet
Completion Date: May 2019 (Phase 1)

The Pavilion at Penn Medicine

The University of Pennsylvania is building a new $1.5 billion hospital on Penn Medicine’s West Philadelphia campus. The facility will be the largest capital project in Penn’s history and Philadelphia’s most sophisticated and ambitious healthcare building project. The Pavilion will house 500 private patient rooms and 47 operating rooms in a 1.5 million square foot, 17-story facility across the street from the Hospital of the University of Pennsylvania.

Developer: Penn Medicine
Location: Civic Center Boulevard
Size: 1.5 million square feet
Completion Date: 2021

Philadelphia 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, and 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: Winter 2019

The Public Health Campus at Provident

IS3 Team LLC plans to create an integrated health and public health campus that is responsive to the holistic needs of individuals and their families, while revitalizing a long-vacant site. The Public Health Campus at Provident will create new jobs and help drive economic development in West Philadelphia by integrating much needed health services and retail with an attractive, safe, and usable community space.

Developer: Iron Stone Real Estate Partners
Location: 4601 Market Street
Size: Phase 1: 290,000 square feet
Completion Date: Spring 2020
Real Estate Development

Public Space

Drexel Square

Drexel Square is a 1.3-acre park that will open in spring 2019 on the corner of 30th and Market Streets. It will deliver a green public gathering space where the community can connect, interact, and share experiences. It will feature a 12,064 square-foot elliptical lawn with access points from all sides, a network of granite paving and seat edges, and 30 dawn redwood trees.

Developer: Brandywine Realty Trust
Location: 30th & Market Streets
Size: 1.3 acres
Completion Date: Spring 2019

The Lawn at uCity Square

A 25,000 square foot pop-up green space at the intersection of future 37th Street and future Cuthbert Street (both currently under construction) broke ground this fall and is expected to open spring of 2019. Designed by University City District and landscaped by Green City Works, the space will be open to the public, featuring lush greenery, abundant seating, space for events, and programs as well as a signature bleacher system.

Developer: A joint venture between Wexford Science + Technology, Ventas, & University City Science Center
Location: 37th & Cuthbert Streets
Size: 25,000 square feet
Completion Date: Spring 2019

Trolley Portal Gardens

Through a unique public-private partnership with SEPTA, the City of Philadelphia, and neighborhood stakeholders, University City District and Trolley Car, Inc. transformed the 40th Street Trolley Portal from an expanse of concrete into a vibrant and social space featuring beautiful landscaping, movable seating, and a new restaurant called Trolley Car Station that will serve as a community asset for neighbors, commuters, and local employees.

Developer: University City District & Trolley Car, Inc.
Location: 40th Street & Baltimore Avenue
Size: 43,000 square feet
Completion Date: September 2018
Residential / Mixed Use

3700 Lancaster
A six-story residential building at the corner of Powelton and Lancaster Avenues is expected to break ground in summer 2019. The building is the second residential project at uCity Square, and will feature 325 market-rate apartments and 13,000 square feet of ground floor retail.

Developer: A joint venture between Wexford Science + Technology, Ventas, & University City Science Center
Location: 3700 Lancaster Avenue
Size: 350,000 square feet
Completion Date: Spring 2021

3720 Chestnut
3720 Chestnut is a multifamily residential mixed-use project located between Chestnut and Sansom Streets, mid-block between 37th and 38th Streets. The project consists of a 30-story tower that will house 405 apartments along with support and amenity spaces, 4,000 square feet of retail fronting Chestnut and Sansom Streets, and a landscaped public area between Chestnut and Sansom Streets.

Developer: Exeter Property Group
Location: 3720 Chestnut Street
Size: 415,000 square feet
Completion Date: Spring 2020

4001-4003 Chestnut Street
Plans are in the works to completely renovate the existing vacant buildings at 4001-4003 Chestnut Street to create retail and office spaces and three residential apartments. The project area includes a 2,200 square foot landscaped green space at the northern end of the site.

Developer: University of Pennsylvania in partnership with Stockton Real Estate Advisors & U3 Ventures of Philadelphia
Location: 40th and Chestnut Streets
Size: 10,500 square feet
Completion Date: Retail: Fall 2018; Residential: Fall 2019

4045 Baltimore Avenue
Plans call for 48 one-bedroom and one two-bedroom apartment units to be built as an “addition” to the existing site located at 4045 Baltimore Avenue. The five-story project built over on-grade parking will include spaces for Zipcar vehicles.

Developer: New Horizons Housing
Location: 4045 Baltimore Avenue
Size: 33,850 square feet
Completion Date: Spring 2019
Residential / Mixed Use

Hamilton Court
Hamilton Court is an iconic off-campus student housing building at the University of Pennsylvania. The property is undergoing a comprehensive renovation and redevelopment, which includes the construction of a ground-up, modern amenity center in the building’s courtyard. Nearly 21,000 square feet of street level retail will be opened, which will further amenitize the building and enliven a previously underutilized street corner.

Developer: Post Brothers
Location: 39th & Chestnut Streets
Size: 21,000 square feet retail, 133,500 square feet renovated residential
Completion Date: Fall 2018

Luna on Pine
A five-story apartment building with 119 individual units opened in August 2018 for student move-in. Designed for graduate and professional students, the building at 40th and Pine is close enough to campus that those with non-traditional work and study schedules can get to and from their laboratories, hospitals, and research spaces safely and easily.

Developer: University of Pennsylvania in partnership with Equinox Management & Construction, LLC of Philadelphia
Location: 40th & Pine Streets
Size: 70,000 square feet
Completion Date: August 2018

New College House West
Initial site work for services such as utilities took place in summer 2018 in preparation for project groundbreaking this winter. This residential building has been designed specifically as an undergraduate college house with 450 beds and associated student support spaces.

Developer: University of Pennsylvania
Location: 40th & Walnut Streets
Size: 250,000 square feet
Completion Date: Summer 2021
The Simon
This new apartment building features 23 luxury apartments. The design includes a state-of-the-art fitness center and limited parking.

Developer: Campus Apartments
Location: 121 South 41st Street
Size: 45,000 square feet
Completion Date: August 2018

USciences Residence Hall
On track to open for the spring 2019 semester, University of the Sciences is constructing a new, mixed-use residence hall to better meet the needs of students. The project, which broke ground in September 2017, incorporates numerous sustainable features for Green Globe certification. The building will feature double-occupancy rooms with private bathrooms. In addition to housing, the building will include classroom, retail, and office space as well as an open-air courtyard for students and neighbors.

Developer: University of the Sciences
Location: 4514-22 Woodland Avenue
Size: 126,000 square feet
Completion Date: Winter 2019

West Lofts
The historic West Philadelphia High School building is being converted to loft style apartments with soaring ceilings and oversized windows. Features of the original building that are being preserved include the restored 1911 gym with suspended running track.

Developer: WPHS Venture Partners LLC
Location: 47th & Locust Streets
Size: 268 units
Completion Date: Beginning Summer 2017
Philadelphia 30th Street District

In 2018, Amtrak took the next big step toward the redevelopment of Philadelphia 30th Street Station with the release of a Request For Qualifications (RFQ) seeking a Master Developer partnership. This begins a two-phase process that will result in the selection of a preferred developer who will assist the railroad in introducing new customer amenities, reinvigorate the retail and commercial potential of the station, enhance transit and pedestrian circulation, and expand the station’s concourses to accommodate anticipated increases in ridership. Amtrak expects to announce a shortlist in the fall of 2018 and a preferred developer by 2019. In addition, Amtrak has completed preliminary planning and concept design for the West Underground Concourse. Over the past six months, Amtrak has worked with a consultant team to develop a design that provides a seamless connection between the SEPTA subway at Market Street and 30th Street Station. The outcome is a truly connected space full of light and retail amenities. This work builds toward the District’s plan released in 2016, which envisions the district around 30th Street Station as Philadelphia’s next great neighborhood.

uCity Square

Wexford Science + Technology, Ventas, and the University City Science Center completed construction of 3675 Market, the latest project at uCity Square. The building, which opened in September, is anchored by Boston-based CIC; when it reaches full occupancy, CIC will be the largest contiguous shared office and lab facility in Philadelphia. 3675 Market is also home to the Science Center’s headquarters including its corporate offices, an expanded FirstHand Lab dedicated to introducing more middle and high school students to 21st century skills, and an expanded Quorum space with a capacity for events of up to 300 guests. The building has signed several other leases in 2018, bringing the total percentage leased to nearly 65%.

With the completion of 3675, uCity Square is now home to nearly 3.0 million square feet of mixed-use development along Market Street with an additional 4.0 million square feet of planned office, laboratory, clinical, residential, retail, and green space on adjacent land. The partners have exciting plans for 2019, including the opening of The Lawn, a 25,000 square foot pop-up community park; design and marketing of One uCity Square, a 350,000 square foot lab and office building; the construction of 3700 Lancaster, a 325-unit apartment building with ground floor retail; and the opening of Pivot Park, a neighborhood parklet featuring artwork by SoftLab.
Schuylkill Yards

Schuylkill Yards is a $3.5 billion, 14-acre, master-planned innovation community, developed by Brandywine Realty Trust on land owned by Drexel University and Brandywine Realty Trust. The multi-phase, multi-year development will create an integrated urban environment offering a connected community of entrepreneurial spaces, educational facilities, research laboratories, corporate offices, residential and retail spaces, hospitality and cultural venues, and a series of public open spaces. Situated adjacent to Amtrak’s 30th Street Station, the third-busiest passenger rail station in the country, Schuylkill Yards will connect to Philadelphia’s international airport and the major cities along the Northeast corridor, making it a key innovation hub on the East Coast.

Schuylkill Yards saw major progress this past year with the groundbreaking of Drexel Square, a 1.3-acre park at the corner of 30th and Market Streets, which is slated for completion in spring of 2019, and the introduction of Brandywine’s Neighborhood Engagement Initiative (NEI). Unveiled in coordination with Phase I of Schuylkill Yards, Brandywine’s $5.6 million NEI addresses multiple areas of community need including small, local, and minority business development; job creation and career advancement; affordable housing and housing preservation; community organization capacity building; and educational support.

Pennovation Works

Innovators in fields from robotics to health sciences have found offices, labs, coworking desks, production space, and a collaborative community at Pennovation Works, a 23-acre site development by the University of Pennsylvania. Over the past year, the site’s capacity has expanded with completed fit-out space in the Pennovation Center, and the renovation of 24,000 square feet in the office building, while the University studies future development of the 69,000 square foot lab building. A collaboration between Penn and Johnson & Johnson Innovation launched JPOD @ Philadelphia, a networking hub located in the Center to accelerate healthcare innovation in the city and beyond. Recent programming has included a startup accelerator, coding classes, industry speaker panels, a mini maker fair, and concerts open to the community. Penn’s Master Plan envisions a multifaceted workshop for harnessing and commercializing the tremendous creative potential in the region, as approximately 85 companies and 350 innovators are currently located at Pennovation.
University City eclipsed 80,000 jobs for the first time in 2018, adding 5,000 jobs in just three years. At over 33,000 jobs per square mile, University City remains a top regional hub for employment, standing out in a city that added jobs at a faster rate than the nation for the second consecutive year. As a district organized around knowledge, discovery, and innovation, University City is home to a compelling array of jobs that are transforming the nature of work. Led by some of the largest employers in the region – the University of Pennsylvania, Penn Medicine, and the Children’s Hospital of Philadelphia – the healthcare and education sectors continue to dominate the job market in University City, though other industries including IT, hospitality, and construction are making gains. We expect to see significant growth in various innovation sectors as major development projects come online.
University City's Largest Employers

- IRS: 3,615
- VA Hospital: 2,785
- Drexel University: 3,437
- Children's Hospital of Philadelphia: 11,435
- Penn Medicine: 15,848
- University of Pennsylvania: 18,321

Source: Individual employers

Employment in University City

Source: Individual employers

Jobs by Industry

- Education and healthcare: 55.2%
- Entertainment, hospitality, and retail: 22.3%
- Office: 6.5%
- Public services: 3.5%
- Manufacturing: 3.4%
- Real estate and construction: 2.7%
- Transportation, warehousing, and wholesale trade: 0.5%
- Other: 5.9%

Source: US Census Bureau, 2012−2016 American Community Survey

Residents Commuting to University City Jobs

By County

Source: US Census Bureau, 2015 Longitudinal Employer Household Dynamics Program
Note: UCD estimate. Numbers do not sum to 80,000 because some workers live outside of the displayed areas.
University City and Peer Employment Centers

Employment

Percentage of Jobs Paying at Least $40,000 per Year

Percentage of Employees with Bachelor’s or Advanced Degrees

Notes: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center. Percentages reflect jobs paying at least $40,000 per year in nominal (current) dollars, and are not adjusted for inflation. • Source: U.S. Census Bureau. 2015. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.
With over 4.5 million square feet of office space in the district and 350,000 more square feet on the horizon, University City's office market is thriving. As of 2018 Q2, University City’s office occupancy sat at 91%, remaining the second tightest of all submarkets in the region. Supply is keeping pace with demand and the numbers remain strong even though the district has 27% more office space than it did five years ago. The asking gross rental price of over $40 per square foot outpaces the rest of the region, but is still a considerable bargain compared to other major US cities. The neighborhood added 350,000 square feet of new innovation space at 3675 Market Street alone. University City is proving attractive to the region’s growing number of innovation players, demonstrated by the arrival of Boston-based Cambridge Innovation Center (CIC) and Spark Therapeutic's decision to lease 100,000 square feet of space here. Major development at Schuylkill Yards and uCity Square will add significantly to the portfolio of office space in the years ahead.
Office Occupancy Rates Among Regional Submarkets

Total Vacancy Rate

Asking Gross Rent (per sq ft)

Net absorption (sq ft)

Under Construction (sq ft)

Source: CBRE
With its unique mix of college and graduate students, large employers, commuters, and full-time residents, University City is an attractive market for the retail and hospitality industries. National chains and smaller enterprises increasingly target University City for expansion: in 2018 the neighborhood added national eateries &Pizza, SoBo, and a massive new Wawa, among others, while local culinary favorites including Pitrucio Pizza, High Street Provisions, and Goldie debuted at Franklin’s Table, the renovated food hall in the heart of the University of Pennsylvania’s campus. University City now boasts over 1,000 hotel rooms, from the boutique Study at University City on Drexel’s campus, to the completely renovated Sheraton, to the chic AKA University City, which has become a destination for athletes, musicians, and celebrities seeking luxury accommodations. Visitors, residents, and local employees have 270 bars and restaurants and over 130 shops to explore while spending time in the neighborhood.
University City Business Breakdown

- Services: 201 businesses
- Retail: 131 businesses
- Food and drink: 266 businesses

Source: UCD

Food & Beverage Breakdown

- Ice cream and dessert: 15 businesses
- Full service dining: 44 businesses
- Casual dining: 170 businesses
- Bar and night club: 8 businesses
- Bakery and cafe: 29 businesses

Source: UCD

Outdoor Seating in University City

- 10 or fewer
- 11 - 25
- 26 - 50
- 51 - 100
- 101 - 200
- More than 200

Note: Seats on campuses that are associated with a specific restaurant or retailer are represented as “Food and Drink” or “Retail and Services” instead of “Campus.”

Source: UCD
Hotel Occupancy

- Center City
- University City

Average Daily Hotel Room Supply and Demand in University City

- Center City
- University City

Average Daily Room Rate

Source: CBRE Hotels
In Spring of 2018, the University of Pennsylvania launched a new initiative aimed at uniting campus businesses under one brand – and on one centralized website – as a destination experience. Penn owns real estate housing more than 75 restaurants, shops, theaters, art galleries, service providers, and entertainment venues, and SHOP PENN brings them together as a place to shop, dine, play, and stay. The campaign showcases local retail offerings to the University and Penn Medicine communities, West Philadelphia neighbors, tourists, and the Greater Philadelphia region through print and online campaigns, social media initiatives, and collateral placed throughout the city. At the center of SHOP PENN is a new website, shopsatpenn.com, which offers an interactive map and descriptions of all Penn-affiliated retailers, along with dynamic itineraries for those looking to explore the area. This effort brings the best of Penn’s shopping, dining, and entertainment offerings to the University’s neighbors, as well as those seeking a new city-focused experience.
With five institutions of higher education in the district, University City is renowned world-wide for its exceptional colleges and universities. Whether they come from around the block, country, or world, nearly 45,000 undergraduate and graduate students are drawn to University City’s nationally ranked academic programs, global dining scene, beautiful campuses, diverse residential communities, and prime location within the city and eastern seaboard. Nearly 23,000 students live in University City – far more than any similarly-sized peer innovation district – meaning that the next generation of talented workers, scientists, artists, and lawyers is already soaking up what the neighborhood has to offer while developing the skills needed to successfully land the jobs on the district's horizon.
Student Population Living in University City and Peer Employment Centers: 2000 vs 2016

Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing peer employment centers. Trends are approximations as census geographies changed between 2000 and 2016. Source: US Census Bureau, 2000 Census, 2012–2016 American Community Survey

University Enrollment

Source: Individual institutions
Degrees Awarded at University City Colleges and Universities

Source: National Center for Education Statistics, IPEDS, Degrees awarded July 1, 2016 – June 30, 2017 (top 20 fields)
# 2018 Enrollment

## Students

<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>Undergraduate</td>
<td>11,716</td>
<td>15,498</td>
<td>1,277</td>
<td>326</td>
<td>1,253†</td>
</tr>
<tr>
<td>Graduate</td>
<td>13,651</td>
<td>8,692</td>
<td>1,082</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total Students</td>
<td>25,367</td>
<td>24,190*</td>
<td>2,359</td>
<td>326</td>
<td>1,253†</td>
</tr>
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</table>

## Student Housing

<table>
<thead>
<tr>
<th></th>
<th>Undergraduate in campus residences</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><strong>Undergraduate</strong></td>
<td>in campus residences</td>
<td>5,495</td>
<td>3,482</td>
<td>480</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td>in fraternity/sorority</td>
<td>443</td>
<td>165</td>
<td>n/a</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>off campus (total)</td>
<td>5,778</td>
<td>12,016</td>
<td>768</td>
<td>205</td>
</tr>
<tr>
<td></td>
<td>in University City</td>
<td>4,831</td>
<td>n/a</td>
<td>n/a</td>
<td>26</td>
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<tr>
<td><strong>Graduate</strong></td>
<td>on campus</td>
<td>603</td>
<td>107</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>off campus (total)</td>
<td>13,048</td>
<td>8,585</td>
<td>1,040</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>in University City</td>
<td>5,415</td>
<td>n/a</td>
<td>n/a</td>
<td>0</td>
</tr>
</tbody>
</table>

*Includes 2,166 students on co-op and 4,868 distance learning students. Total students on University City campus is 15,445. † Includes credit and non-credit students who took classes at the West Regional Center including summer terms.
The four hospitals located within University City—Children’s Hospital of Pennsylvania (CHOP), Hospital of the University of Pennsylvania (HUP), Penn Presbyterian Medical Center, and Philadelphia Veterans Affairs Medical Center—employ a combined 30,000 people, and are a vital part of University City’s economy. Each year, Penn Medicine and CHOP fare well in both regional and national rankings: U.S. News and World Report listed CHOP as a top performer in 10 children’s specialties and ranks it at #3 overall in the list of best children’s hospitals. This year, the Hospital of the University of Pennsylvania-Penn Presbyterian was not only #14 among all hospitals in the country, but Forbes ranked Penn Medicine #2 for Best Employers for Women and #6 on the list of America’s Best Employers. Our hospital systems are developing cutting-edge treatment options and cures for both global and local challenges, while providing premier care for the residents living in their backyard.
Children’s Hospital of Philadelphia
3401 CIVIC CENTER BLVD.
Hospital of the University of Pennsylvania
3400 SPRUCE STREET
Penn Presbyterian Medical Center
51 NORTH 39TH STREET
Philadelphia Veterans Affairs Medical Center
3900 WOODLAND AVENUE

Source: Pennsylvania Department of Health

Hospital Admissions

Beds

Outpatient Visits

Employees

Source: Pennsylvania Department of Health; American Hospital Association

Source: American Hospital Association

Source: Individual institutions
Getting around University City by public transit, bike, or foot is a breeze. 68% of residents commute to work without relying on a car, far surpassing local and national numbers and outranking all peer innovation districts except Washington D.C. It’s no surprise that University City once again earned a “paradise” classification for walking, biking, and public transit according to Walkscore.com. Six of the top twenty most popular one-way trips on Philadelphia’s Indego bike share program begin or end in University City, and we have one of the city’s first protected bike lanes on a stretch of Chestnut Street. Between buses, trolleys, the subway, and regional rail, there are ample transportation options for University City’s 55,000 residents and 80,000 employees, and our transit agencies are dedicated to keeping their services on pace as the neighborhood continues to grow.
Average Weekday Transit Boardings and Bike Share Trips by Station

Transit Stations/Boardings
- Market-Frankford Line
- Subway-Surface Trolley Lines
- SEPTA Regional Rail/New Jersey Transit
- Amtrak

Bike Share Stations/Trips
- 1,000
- 5,000
- 10,000


Average Daily Boardings at University City Stations

Source: SEPTA
Most Frequent One-Way Trips on Indego Bike Share

<table>
<thead>
<tr>
<th>Trips to/from University City</th>
<th>Other trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>University City Station / 23rd &amp; South</td>
<td></td>
</tr>
<tr>
<td>Rodin Museum / 26th &amp; Pennsylvania</td>
<td></td>
</tr>
<tr>
<td>University City Station / 19th &amp; Lombard</td>
<td></td>
</tr>
<tr>
<td>University City Station / 21st &amp; Catharine</td>
<td></td>
</tr>
<tr>
<td>26th &amp; Pennsylvania / 18th &amp; JFK</td>
<td></td>
</tr>
<tr>
<td>20th &amp; Fairmount / 18th &amp; JFK</td>
<td></td>
</tr>
<tr>
<td>18th &amp; Washington / 18th &amp; JFK</td>
<td></td>
</tr>
<tr>
<td>18th &amp; JFK / Rodin Museum</td>
<td></td>
</tr>
<tr>
<td>25th &amp; Locust / Philadelphia Museum of Art</td>
<td></td>
</tr>
<tr>
<td>15th &amp; Spruce / Broad &amp; Federal</td>
<td></td>
</tr>
<tr>
<td>9th &amp; Locust / Darien &amp; Catharine</td>
<td></td>
</tr>
<tr>
<td>Rittenhouse Square / 21st &amp; Catharine</td>
<td></td>
</tr>
<tr>
<td>The Children's Hospital of Philadelphia / 23rd &amp; South</td>
<td></td>
</tr>
<tr>
<td>15th &amp; Spruce / 11th &amp; South</td>
<td></td>
</tr>
<tr>
<td>25th &amp; Locust / University City Station</td>
<td></td>
</tr>
<tr>
<td>Amtak 30th Street Station / The Children’s Hospital of Philadelphia</td>
<td></td>
</tr>
<tr>
<td>7th &amp; Fitzwater / 15th &amp; Spruce</td>
<td></td>
</tr>
<tr>
<td>22nd &amp; Federal / 18th &amp; JFK</td>
<td></td>
</tr>
<tr>
<td>4th &amp; Bainbridge / 15th &amp; Spruce</td>
<td></td>
</tr>
<tr>
<td>18th &amp; Washington / Rittenhouse Square</td>
<td></td>
</tr>
</tbody>
</table>

Average daily trips

Bicycle Traffic Between University City and Center City

Average hourly bicyclists at rush hour

Note: Includes Schuylkill River bridges excluding Spring Garden Street.

Source: City of Philadelphia, Bicycle Transit Systems, 2018 (Q2)

Source: Bicycle Coalition of Greater Philadelphia
Ease of Mobility in University City and Peer Employment Centers

Note: Scores are medians of 500 randomly chosen points within University City and equally sized areas (2.4 square miles) encompassing each peer employment center. Source: Walk Score API

Total Amtrak Riders to/from Philadelphia (30th Street Station)

Source: Amtrak

Annual LUCY Riders

Note: Declines in ridership followed 2016 SEPTA Regional Rail disruption • Source: SEPTA
The Southeastern Pennsylvania Transportation Authority (SEPTA) has received approval to begin operating a new bus route early in 2019. University City District worked closely with SEPTA to inform the creation of Route 49, which went through several iterations and extensive community vetting during a three-year process before being approved. The seven-mile route is SEPTA’s first entirely new bus service in over a decade, and will connect nearby neighborhoods including Strawberry Mansion, Fairmount, Grays Ferry, and Brewerytown to University City and its 80,000 jobs. SEPTA projects the new route will attract 3,000 new bus riders on weekdays. SEPTA is treating the route as a one-year experiment at the request of the City; during this time they will analyze ridership, routing, technical operations, and other essentials. If ridership numbers prove to be robust, SEPTA will tweak the system based on their analysis and implement the route as a permanent addition to Philadelphia’s transportation network.
Travel Time from Employment Center

Share of regional population with access from employment center within the specified travel time

Notes: 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 center • Source: Google, ESRI
The population of University City is young, educated, and ethnically diverse, a melting pot of new families, young professionals, students, and longtime residents. The median age of people living in University City is 22-24 years old and 59% of residents have obtained at least a Bachelor’s degree, two numbers heavily influenced by the number of students who call the neighborhood home. 22% of households speak languages other than English at home and University City’s diverse population – which reflects Philadelphia’s growing number of immigrants – has led to cultural, religious, and dining options as varied as the residents who live here. The growing population, up nearly 12% since 2010, demonstrates the improved quality of life and increased desirability of the neighborhood.
Population in University City and Peer Employment Centers

Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center. Source: US Census Bureau, 2012–2016 American Community Survey

Age Distribution

Diversity

This measure reflects the probability that any two residents are of different races.
Diversity
This measure reflects the probability that any two residents are of different races

Education Attainment
Population 25 years and over

Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center. Source: US Census Bureau, 2012–2016 American Community Survey

Source: US Census Bureau, 2012–2016 American Community Survey
University City’s fantastic amenities, great schools, excellent dining scene, eclectic arts offerings, and diverse housing options make it a neighborhood of choice for nearly 55,000 residents. Large, historic houses in neighborhoods like Spruce Hill, Powelton Village, and Cedar Park are home to longtime residents and appeal to young families looking to establish roots in the city. Students studying at the neighborhood’s colleges have an increasing number of housing options, from luxury condos to shared houses to dormitories. And every resident benefits from the neighborhood’s renowned greenery: 15% of University City is covered in trees, surpassing most Philadelphia neighborhoods and our peer innovation cities. Public transit options make for easy travel to Center City or the suburbs, and residents are never far from nearly 100 acres of public space or 5,181 outdoor seats. Active neighborhood associations and community groups inject unique character and civic pride to the sub-neighborhoods located within the district.
Median Home Asking Price in University City and Peer Employment Centers

Average Rent and Utilities in University City and Peer Employment Centers

Note: Comparisons are between University City and equally-sized areas (2.4 square miles) encompassing the peer employment center. Source: Zillow; snapshot of listings, September 2018

Source: US Census Bureau, 2012–2016 American Community Survey
<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Median Rent for Current Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar Park</td>
<td>$1,500</td>
</tr>
<tr>
<td>Central University</td>
<td>$2,000</td>
</tr>
<tr>
<td>Garden Court</td>
<td>$2,500</td>
</tr>
<tr>
<td>Powelton Village</td>
<td>$3,000</td>
</tr>
<tr>
<td>Spruce Hill</td>
<td>$3,500</td>
</tr>
<tr>
<td>Walnut Hill</td>
<td>$4,000</td>
</tr>
<tr>
<td>West Powelton</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

Note: University City includes all neighborhoods. • Source: Zillow, 2018Q2 snapshot
Tree Cover in University City vs. Peer Employment Centers, Adjusted by Population

Urban tree cover index is proportion of area with tree cover adjusted by population. Comparisons are between University City and equally-sized areas (2.4 square miles) encompassing peer employment centers. Source: Landsat Tree Cover v4, Global Land Cover Facility; US Census Bureau, 2012–2016 American Community Survey.

Source: University of Vermont Spatial Analysis Lab Philadelphia land cover raster, EarthDefine SpatialCover Tree data.
## Annual Neighborhood Attendance at Arts & Cultural Organizations

<table>
<thead>
<tr>
<th>ORGANIZATION TYPE</th>
<th>ANNUAL ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast, Media and Literary Arts</td>
<td>&lt;10,000</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>10,000-24,999</td>
</tr>
<tr>
<td>Museums, Visual Arts, Historic and Scientific</td>
<td>25,000-49,999</td>
</tr>
<tr>
<td>Community Arts and Education</td>
<td>&gt;50,000</td>
</tr>
</tbody>
</table>

Source: Greater Philadelphia Cultural Alliance & DataArts
Major Renovations Underway at the Penn Museum

In late 2017, the University of Pennsylvania Museum of Archaeology and Anthropology, also known as the Penn Museum, began a major building renovation project. The project encompasses a reinstallment of most of the 130-year-old museum’s signature galleries, as well as a re-envisioning of educational and public programs with the goal of providing a renewed experience for visitors from around the region and across the globe. The Main Entrance Hall will be completely transformed, opening staircases that have been closed for more than a century, bringing in light, and creating a new gallery space that visitors will see immediately upon entering. The adjoining gateway to the Egyptian Galleries will be brightened with large windows and broadened to create improved access to these galleries, which will include the Royal Palace of Merenptah, to be displayed in the Museum at its full height for the first time. Visitor accessibility and amenities are high on the list of changes: two new elevators – one providing vertical circulation to all levels of the Egyptian wing and the other to the Harrison Auditorium and third floor galleries – along with new public restrooms and a redesigned shop adjacent to the Pepper Mill Café, will improve ease of navigation and visitor comfort. The very first phase of this project was completed with the opening of the museum’s new Middle East Galleries in April 2018. The re-envisioned Mexico & Central America Gallery and Africa Galleries, along with the redesigned Main Entrance Hall and Harrison Auditorium, will open in the fall of 2019, and the Egyptian Galleries will reopen three to five years thereafter. The museum will remain open during construction, though some exhibitions will see temporary closures.
University City is considered the region’s leader in science and innovation. Discoveries initiated in University City spark billions of dollars in economic growth and attract international attention to those working in fields like robotics, biotech, and medicine. In 2017, a record number of patents was issued to University City businesses and institutions, while R&D investment in University City reached $1.48 billion, a 26% increase over the previous year. Moreover, 42% of Pennsylvania’s National Institutes of Health funding is awarded to University City institutions, which has remained consistent even as statewide funding has increased. The expansion of the University City Science Center’s campus and the opening of the Cambridge Innovation Center coupled with continuous breakthroughs at CHOP, Penn, and Drexel cement University City as the region’s premiere innovation district, with much more on the horizon.
Research and Development Expenditures at University City Institutions

Note: CHOP expenditures include external funding only. Other institutions include R&D spending in science and engineering only. • Source: CHOP Research Institute; National Science Foundation

Patents Issued

Note: Includes The Children’s Hospital of Philadelphia, University of Pennsylvania, Drexel University, Wistar Institute, and Science Center Port Incubator residents (2010–2017 only). Source: Individual institutions

Total NIH Funding in University City

Source: National Institutes of Health
U.S. Food and Drug Administration Approves Breakthrough Cancer Immunotherapy Treatment Developed by Children’s Hospital of Philadelphia and the University of Pennsylvania

The past year saw momentous changes in the way patients are treated for cancer, as breakthrough personalized, cellular gene therapies developed by the University of Pennsylvania and Children’s Hospital of Philadelphia (CHOP) were approved by the U.S. Food and Drug Administration (FDA). CAR T-cell therapy, which genetically modifies a patient’s immune cells to make them seek out and kill leukemia cells, was developed by a Penn Medicine team led by Dr. Carl June. June’s team collaborated with CHOP, whose Dr. Stephan Grupp treated Emily Whitehead, the first pediatric leukemia patient. Together, Penn and CHOP led global clinical trials of the new therapies in collaboration with the pharmaceutical company Novartis.

Granted late in 2017, the first round of FDA approval was widely seen as a landmark moment in the treatment of young patients battling the aggressive blood cancer. In the past year, the momentum has only grown, as larger trials using this cutting-edge treatment are showing remission rates over 80 percent, a remarkable improvement over previous success rates. In May, the FDA expanded its approval for the treatment of adult patients with refractory large B-Cell lymphoma, while CHOP has become one of the busiest cell therapy centers in the world. New treatments are constantly in development, with CHOP and Penn Medicine setting their sights on making cell therapy work as well in solid tumors as it does in blood cancers.
USciences Launches Data Science Degree

With Big Data playing an integral part in nearly every facet of life today, a majority of industries are seeking professionals who can extract meaningful information from data and provide scientific insights. To meet this need, University of the Sciences has launched a new Bachelor’s of Science degree in Data Science that provides students with an in-depth understanding of the science behind data.

The program is uniquely designed to give students the knowledge, skills, and technical foundation necessary to unlock the value of data and tackle complex, multidisciplinary problems. USciences’ case-based focus and practical approach provides a truly novel interdisciplinary data science education that leverages real-world data and integrates the statistical, computational, and mathematical core skills relevant in the modern world.

Data Science is one of the most in-demand and highest paid careers, with positions including data scientist, data analyst, business analyst, data mining specialist, and data manager. USciences’ unique curriculum allows students to tailor their degree based on their area of interest and career goals through three application domains and opportunities for hands-on research and internship opportunities. In an age where data safety is top of mind, the program will also focus on data integrity, security, and privacy.
University City Science Center joins BARDA’s new Division of Research, Innovation and Ventures (DRIVE) Accelerator Network

The Biomedical Advanced Research and Development Authority (BARDA), a unit of the U.S. Department of Health and Human Services, awarded the University City Science Center a grant to join BARDA’s new Division of Research, Innovation and Ventures (DRIVE) Accelerator Network. The network will accelerate innovation and incentivize investors and innovators to tackle health security threats such as infectious diseases and sepsis. The BARDA grant will augment the capabilities of the Science Center’s existing accelerator programs.

From proof-of-concept to business growth and seed investment, the Science Center’s acceleration capacity meets the needs of emerging technologies through multiple stages. The QED Program has supported novel university technologies with market potential, resulting in 10 technologies licensed, eight startups formed, and over $22 million leveraged in follow-on funding. Phase 1 Ventures has invested over $2 million and supported 28 newly formed startups advancing technologies from 14 academic institutions, which have secured over $5 million in funding. The 20 companies that have participated in the Digital Health Accelerator have created more than 180 jobs, generated over $20 million in new revenues, and raised $46 million in follow-on investment. ic@3401, a coworking program operated in partnership with Drexel University, represents the largest group of funded early-stage tech companies in Greater Philadelphia. Since January 2017, 34 ic@3401 members raised over $34 million.
Penn Cultivates Next Generation of Young Minds through STEM Community Programming

Over the past year, a unique constellation of Penn partners exposed youth throughout the region to dynamic Science, Technology, Engineering, and Math (STEM) programming. The Graduate School of Education brought the new field of synthetic biology into Philadelphia high schools with technology previously available only in university and corporate labs. Using affordable, safe, and user-friendly synthetic biology wetlab kits created at Penn Design, students built genetic circuits and inserted them into microorganisms to manipulate their color, smell, and shape. As part of the Penn-developed curriculum, students considered real-world applications for the synthetic genes they created, while thinking about STEM careers that will advance the field of synthetic biology. Through the GRASP lab in the School of Engineering and Applied Science, middle school students from Southeast Pennsylvania have the chance to participate in the FIRST LEGO League tournament, working in teams to design and build robots that complete specific tasks. This year, students focused on water conservation and filtration projects; when they gathered for their regional competition in February, they watched their LEGO robots simulate collecting rain water, helping flowers grow, putting out fires, and more. Penn students – some who were exposed to STEM through similar programs – mentor the students and judge the competition. Programs like this demonstrate Penn’s university-wide commitment to building the next generation of innovators right in Penn’s backyard.
The Wistar Institute is an international biomedical research leader in cancer, immunology and infectious diseases. Today, the Institute’s Vaccine & Immunotherapy Center is at the forefront of immunotherapy, and infectious disease research with the creation of innovative DNA-based technologies and the first, largest HIV cure trial to eradicate the infection. Luis J. Montaner, D.V.M., D.Phil., director of the HIV-1 Immunopathogenesis Unit at The Wistar Institute Vaccine & Immunotherapy Center and the Herbert Kean, M.D., Family Endowed Chair Professor, leads an international team of top HIV researchers advancing the global efforts to develop a cure for HIV. Working with academia, government, and industry partners, Dr. Montaner is investigating where HIV hides after therapy and testing novel clinical strategies aimed at an HIV cure that eliminates the hidden virus.

Wistar’s illustrious history of vaccine development has led to the creation of vaccines against rubella, rabies, and rotavirus, and its current research in tumor microenvironment, immunology, and targeted molecular therapies is leading to significant developments in cancer medicine. Since 1972, Wistar has held the prestigious Cancer Center designation from the National Cancer Institute. Recognizing collaboration as one of its strengths, the Institute takes a team science approach to translating basic scientific discoveries into therapies. Committed to improving public health and expanding the boundaries of knowledge through research and training, Wistar actively works to ensure scientific advances are translated into cures as fast as possible.
Drexel University, in collaboration with DoD-supported Advanced Functional Fabrics of America (AFFOA), is building on the success of the Center for Functional Fabrics (CFF) to create a statewide center that will help companies, entrepreneurs, and innovators take their advanced-textile concepts from prototype to product and prepare America’s workforce for the quality jobs this growing sector is generating. Called the Pennsylvania Fabric Discovery Center, this statewide resource will be part of a national network intended to lower the barrier to commercialization for functional fabrics, resulting in advanced textiles that can see, hear, sense, communicate, generate, and store energy. Pennsylvania’s Fabric Discovery Center will have a physical home at Schuylkill Yards, Drexel’s innovation-driven economic development venture with Brandywine Realty Trust. It will provide an end-to-end advanced manufacturing facility capable of developing functional fabric prototypes for pilot-stage production. It will also bring together research and expertise from universities across the state that are also members of AFFOA, including Carnegie Mellon, Penn State University, and Jefferson University. The Center will work closely with industry partners and regional organizations that foster innovation and economic growth to accelerate the development of new products and manufacturing processes by establishing companies, startups, and entrepreneurs in the functional fabric space.
University City District (UCD) is a partnership of world-renowned anchor institutions, small businesses, and residents that for over twenty years has created opportunity and improved 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. Every year, we work with institutional and community partners to create *The State of University City*, a publication intended to provide updates on the district’s real estate and economic development activity, highlight local accomplishments, and showcase the many attributes that make our neighborhood a great place to live and work.
UCD creates lively public venues designed to reactivate underutilized space, enhance community-building efforts, and spark interactions. We are a nationally recognized leader in data-driven placemaking, and have extensive experience creating both temporary, seasonal spaces and larger, permanent public spaces that attract visitors, generate economic activity, and foster community. UCD’s team has spearheaded successful projects including Trolley Portal Gardens, The Porch at 30th Street Station, Philadelphia’s first Parklet program, and many more. We manage conceptualization and design as well as construction, operations, and maintenance through our in-house Public Space Maintenance staff and social venture landscape crew, Green City Works. Our streetscape interventions make the public realm safe and appealing for bicyclists, pedestrians, transit-riders, and drivers while our seating experiments encourage social interactions across the community. Combined, our efforts help to create a more vibrant neighborhood.

The Porch at 30th Street Station

Opened in 2011, The Porch at 30th Street Station was UCD’s first foray into public space development and served as the testing ground for our approaches to flexible seating, data collection, and collaborations with local fabricators, performers, and art groups. Seven years and several iterations later, The Porch remains a prime example of whimsical, people-pleasing public space development. The Porch comes alive with pop-up performances, rotating food trucks, a seasonal pub and beer garden, and activations throughout the year to accompany the ample seating options, beautiful landscaping, and shaded areas to lounge and linger.
UCD opened our newest public space, Trolley Portal Gardens, in the fall of 2018. The $4.5 million public-private project, located at the busiest at-grade rail station in the city, features a public space and new restaurant, Trolley Car Station. We spent the past several years working to transform the transit infrastructure from a bleak expanse of concrete into a vibrant and social space featuring beautiful landscaping, movable seating, and a restaurant that serves as a community asset. The project improves pedestrian safety while using cutting-edge storm water management techniques and lush landscaping, all of which enhance the commutes of nearly 60,000 riders who pass through the Portal each day. Green City Works, UCD’s landscaping social venture, maintains the space, ensuring that the neighborhood’s beautification is tied to growth and opportunity for local residents. Trolley Car Station – sister restaurant to Trolley Car Diner in Mt. Airy and Trolley Car Café in East Falls – is now the eastern anchor of the Baltimore Avenue business corridor, where thousands of neighbors, commuters, university students and faculty, and employees from the nearby VA Medical Center and Children’s Hospital of Philadelphia converge. The two-story restaurant features outdoor dining, traditional booth seating, a seasonal and locally driven menu, a beer list of over 300, and seating for nearly 200 guests.
Parklets

In 2011, UCD introduced its first Parklet – small, flexible mini-parks created in parking spaces – to Philadelphia, and now installs and maintains six Parklets during warm weather months. Parklets are landscaped with planters and a decorative railing, furnished with movable café tables and chairs, and add a distinct vibrancy and public gathering space to the neighborhood. In 2018 we found new homes for Parklets at 3601 Market Street and 4725 Pine Street, and we continually seek new opportunities to experiment with different locations and arrangements. Parklets are a coordinated effort between our Planning and Economic Development department, our Public Space and Maintenance crews, and our Green City Works landscaping team. UCD’s process informed how the City has implemented Parklets throughout Philadelphia.

Market Street Bridge Refresh

Three years after UCD, Center City District (CCD), the Schuylkill River Development Corporation (SRDC), and the design firm Groundswell partnered to enhance the Market Street Bridge, UCD refreshed the project. In the summer of 2018, the majority of the planters were stained a modern black, and UCD collaborated with Philadelphia artist Glossblack on a unique and colorful mural installation on the central planters. Glossblack is known for large scale murals, sign painting, and traditional graffiti lettering. His concept for the bridge was to create what he called “pixelated patterns” using shades of green, blue, indigo, and violet. The brightness makes the bridge compelling from a distance, while providing a pop of color that encourages pedestrians to linger and enjoy the walk between University City and Center City.
West Philadelphia Skills Initiative

The West Philadelphia Skills Initiative (WPSI), UCD’s nationally recognized job training program, connects unemployed West Philadelphians seeking opportunity with West Philadelphia employers seeking talent. Since its formation in 2011, our employer-driven program has served over 800 local residents, connecting talented individuals to life-changing opportunities with the city’s premier institutions. In 2018, the Skills Initiative received major investments from The Lenfest Foundation and the JPMorgan Chase Foundation totaling a combined $5.25 million to help advance job training in University City. These funds will support job creation and advance our efforts to connect West Philadelphia residents to economic opportunity for years to come.

Green City Works

UCD launched our landscaping social venture, Green City Works, to seize on an opportunity to create quality jobs for local community residents. Seeded with our in-house spending and fueled by the purchasing power of our partners, the enterprise has grown quickly in its first two years. Today we employ 14 local residents, our portfolio includes over 1.5 million square feet of green space, and we work with over 35 of University City’s largest institutions and businesses. Unlike many social ventures launched with the mission of providing job opportunities for individuals with barriers to employment, Green City Works has been on a rapid growth trajectory, which we believe points to the potential for additional enterprises that meet anchor institutions' needs.
University City District is dedicated to the physical beauty, safety, and continued success of our neighborhood.

**Clean and Safe**

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, offer walking escort services, and generally serve as highly visible deterrents to crime while offering assistance to those in need. We assist in community safety fairs and demonstrations and offer safety guidelines for new students and residents.

**Project Rehab and Small Business Assistance**

Project Rehab is UCD’s free community-based initiative that guides property owners through the process of restoring their distressed real estate. Project Rehab responds to the unique needs of each property, working with the owner to develop strategies that return the real estate to useful life. We help owners untangle issues related to financing, rehabilitation, sale, zoning, conservatorship and more. This year, we helped save the Hickman Temple A.M.E. church at 50th and Baltimore Avenue from collapse, which allowed the long-time congregation to return to its place of worship. Through the Small Business Services program, UCD also assists local businesses looking to expand, grow, or relocate here in West Philadelphia: in 2018 we helped Rosa’s Fresh Pizza – a business with a popular pay-it-forward pizza program – find and fund a second location in University City.
UCD partners with local performers, businesses, and organizations throughout the year to bring neighbors, visitors, and businesses together. Our wide portfolio of community offerings includes arts, music, and pop-up events like PECO Performances at the Porch, Movies in Clark Park, the 40th Street Summer Series; our popular collaborations with local businesses, the Baltimore Avenue Dollar Stroll and University City Dining Days; and our networking series University City MIX.

**University City Dining Days**

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

**Baltimore Avenue Dollar Stroll**

One of UCD’s most popular and successful events is the Baltimore Avenue Dollar Stroll, which we operate with the Baltimore Avenue Business Association (BABA). The event, presented twice in 2018, drew thousands of neighbors and visitors to Baltimore Avenue to enjoy $1 specials from local businesses and community vendors plus free entertainment.
University City MIX

UCD teams with local restaurants, bars, and venues to present University City MIX, a happy hour networking event aimed at bringing together a cross-section of local professionals. Throughout the year people meet to mingle, forge professional connections, and enjoy bites and drinks from neighborhood hot spots.

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.
Transportation Planning

Each year UCD works with partners to address transportation issues including bike and pedestrian safety, traffic congestion, and transit routing. Over the course of the past year, UCD, major institutions, developers, the City, the Pennsylvania Department of Transportation, and the Delaware Valley Regional Planning Commission joined forces to create a Transportation Management Association (TMA). This association formalizes work these partners have done for nearly two decades and opens new lanes to improve how people and goods get around. Together with SEPTA, the TMA operates the Loop through University City (LUCY) bus that carried nearly 700,000 passengers last year from 30th Street Station to nearby jobs. Data analysis from the TMA helped SEPTA develop the new 49 bus route connecting residents of Strawberry Mansion, Fairmount, Grays Ferry, and Brewerytown to University City and its over 80,000 jobs. The City, the TMA, and community groups worked closely to bring a protected bike lane to Chestnut Street. Moving forward, the TMA will continue to assist in projects aimed at improving every mode of transit to benefit residents and commuters.
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 Data Analysis**

- 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 Market Trends Report, including 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.
- Bi-monthly member newsletter, featuring member spotlights, relevant economic development news, and more.
- Online member portal, providing direct access to all member benefits.

**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).
- Ads in up to three UCD e-newsletters per year; each is sent to a distribution list of 6,000 residents, students, partners and civic leaders.

**Business Services**

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

**Collective Economic Growth**

Membership also supports core UCD services, including:

- 120,000 public safety patrol hours/year.
- More than 4,200 walking escorts of University City students and residents to their homes and 1,200 vehicle services like jumpstarts and lockouts.
- 160 blocks of University City maintained, including 157,120 bags of trash removed and 730 graffiti tags erased.
- Major investments in University City public spaces and gateways, including The Porch at 30th Street Station, Market Street Bridge, Trolley Portal Gardens, 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

Priority Business Services
ABM Janitorial Services
Friedman LLP
Homewood Suites by Hilton University City
The Inn At Penn, A Hilton Hotel
The Lighting Practice
Swirling Silks
Visit Philadelphia
Wexford Science + Technology
## UCD Board

<table>
<thead>
<tr>
<th>Name</th>
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<th>Organization/Position</th>
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<td>Keith Orris</td>
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<td>Curt Hess</td>
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<td>Keith Kasper</td>
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<td>Senior Vice President &amp; Chief Financial Officer, University of Pennsylvania Health System</td>
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<td>Daniel Liberatoscioli</td>
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<td>President, The Restaurant School at Walnut Hill College</td>
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<td>Margaret Livingston</td>
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## UCD Staff

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