



University City District

THE STATE OF
**UNIVERSITY
CITY 2020**
PHILADELPHIA

Philadelphia

A map of Philadelphia, Pennsylvania, with the city's irregular boundary outlined in black. The interior of the city is white, while the surrounding area is a solid tan color. The Schuylkill River is shown in blue, winding through the city. Two specific areas are highlighted: University City, a red-shaded region on the west side of the river, and Center City, an orange-shaded region on the east side. A thin black line separates the two highlighted areas. The text 'Philadelphia' is centered in the white area. 'University City' is written in bold black text with a line pointing to the red area. 'Center City' is written in black text within the orange area.

**University
City**

Center City

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An aerial night photograph of the University City skyline in Philadelphia. The image shows a dense cluster of modern skyscrapers and commercial buildings, many of which are brightly lit with interior and exterior lights. The city lights create a vibrant orange and yellow glow against the dark night sky. The perspective is from a high vantage point, looking down on the city grid.

A Letter from UCD's President

A decade ago in University City, we spoke of the mindboggling aspiration of this neighborhood – of the alchemy of institutions and talent that would one day shape an innovation district around us; of the possibilities of commercialization and growth that could transform a regional economy; and of the vision to connect a fragmented business district through a tapestry of active streets, verdant public spaces, and lively retail.

In University City, we said back then, we follow the advice of the great urban architect Daniel Burnham: “Make no little plans; they have no magic to stir one’s blood and probably themselves will not be realized.”

This past year, it seemed that every bold idea from the last decade took a dramatic leap forward. The expansive plans that once stirred our collective blood are now magically shaping our neighborhood and our city in real time.

Economy-defining developments like uCity Square and Schuylkill Yards began to rise from surface parking lots and forlorn streets. Centers of commercialization and entrepreneurship like Pennovation, CIC Philly, and ic@3401 continued to revolutionize the start-up environment in University City. And expanding companies - like Spark Therapeutics and Amicus Therapeutics – along with research teams at Penn, CHOP, Drexel, USciences, and the Wistar Institute have made University City a global leader in discoveries ranging from cell and gene therapy to combating antibiotic resistance.



Crowded sidewalk at the Baltimore Avenue Dollar Stroll

A decade of accelerating transformation is borne out by data:

- University City is now home to nearly 5 million square feet of office space, a 37% increase over 2014.
- Nearly one million square feet of construction was completed in 2018, representing an investment of approximately \$350 million.
- There are more than 85,000 jobs in University City, as the neighborhood added 5,000 jobs in the past year.
- A record-breaking 228 patents were issued in 2018 to University City businesses and institutions, who also accounted for a record-setting \$1.76 billion in research and development funding.

And we at University City District believe that this neighborhood is merely scratching the surface of what is possible. Big dreams beget more big dreams, as evidenced by a new set of transformations underway. At the start of 2020, an additional 2.75 million square feet of real estate is under construction at an estimated value of \$2.1 billion, with much more to come in the years ahead.

As much as any neighborhood in the country, University City turns big dreams and bold plans to reality, shaping a future that reveals itself more and more with each passing day.

Sincerely,

Matt Bergheiser
President, University City District

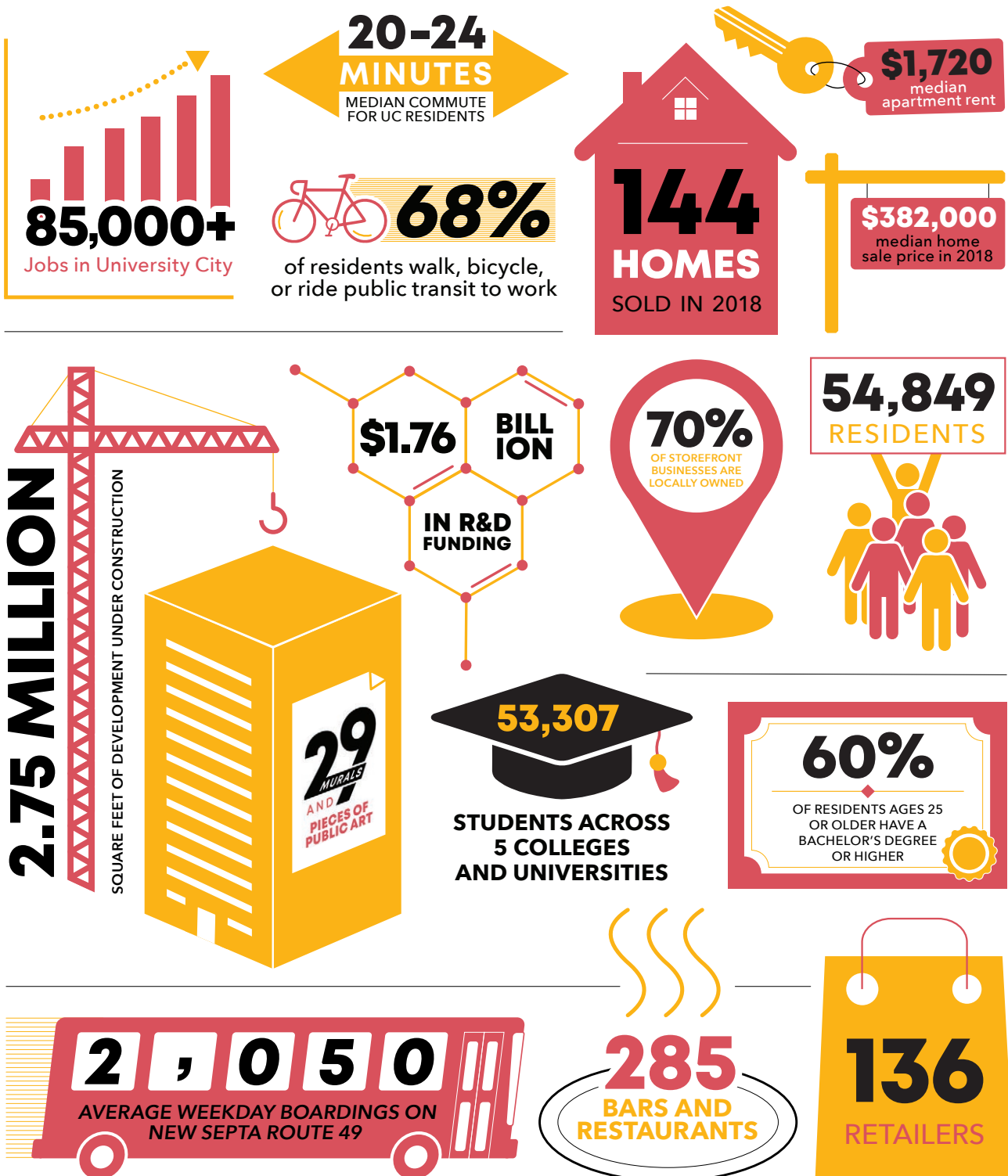
Spotlight on University City



University City is the region's leader in education, science, and innovation. The 2.4 square mile neighborhood boasts world-class institutions that have catalyzed over 85,000 jobs in fields including medicine, higher education, technology, real estate, and hospitality. University City is a destination for culture seekers and food lovers, a transportation hub with some of the most bicycle- and pedestrian-friendly streets in the city, and is home to the most significant development projects in the region. With diverse demographics, a blend of housing and rental options, top-notch schools and hospitals, and amenities galore, University City is Philadelphia's neighborhood of choice where the quality of life matches the quality of opportunity.

University City

By The Numbers



University City is a...



DEVELOPMENT BOOMTOWN

Cranes, scaffolding, girders—our construction boom continued with nearly 1 million square feet of general development completed in 2018, representing an investment of approximately \$350 million. These numbers will surge going forward, as an additional 2.75 million square feet of projects are under construction at an estimated value of \$2.1 billion.



HOME FOR PREMIER ANCHOR INSTITUTIONS

The five institutions of higher learning and four hospitals located within University City attract top tier students, researchers, and employees, and rank among the best in the country in a variety of categories. They also combine to employ 50,000+ of the nearly 86,000 total workers in the neighborhood.

FLOURISHING EMPLOYMENT HUB



At over 35,000 jobs per square mile, University City remains a regional leader in job opportunities for sectors including medicine, higher education, IT, construction, and hospitality. The neighborhood added approximately 5,000 jobs in 2019, and many more are on the way.

TRANSIT PARADISE



Walking, biking, and riding don't get much better than in University City, which consistently earns "paradise" status in each category from Walkscore.com. Whether by trolley, bus, bicycle, train, or on foot, getting around in this neighborhood is a breeze.



DINING DESTINATION



Our dining scene contains something for everyone, from cheap eats to cozy BYOBs to spaces from world-renowned owners and operators. Choose from 285 different bars and restaurants within our 2.4 square miles.



THRIVING OFFICE MARKET

As of 2019, University City is now home to nearly 5 million square feet of office space, a 37% increase over 2014. Office occupancy ranks fifth among submarkets in the region, a strong standing given the continuously expanding inventory.



REGIONAL LEADER IN INNOVATION

With a record 228 patents and \$1.76 billion in R&D funding, University City remains the nerve center of Philadelphia's technology and biotech scene. The opening of more labs, coworking and maker spaces, and research facilities each year positions this trend to continue for the foreseeable future.



SHOPPER'S DELIGHT

136 local and national retailers offer products ranging from home goods to high-end fashion to organic foods for the neighborhood's unique mix of residents, commuters, and college students. Although we attract national brands and chains, a robust 70% of neighborhood retailers are locally owned.



RED HOT HOUSING AND RENTAL MARKET



The number of home sales increased by 13% over the previous year, and listed homes spent an average of 13 days on the market. Home and rental prices remain high by regional standards, but are affordable when compared to peer innovation hubs.



GREAT PLACE TO LIVE



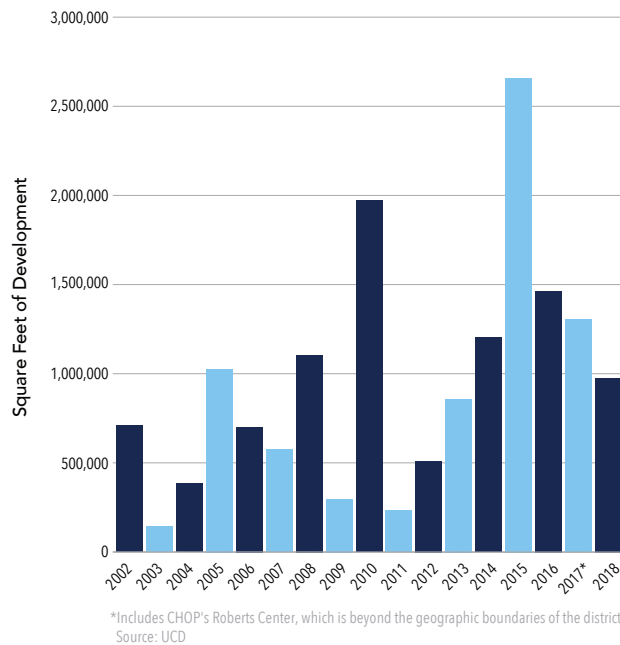
Ample green space, good schools, great transportation options, and engaged neighborhood associations make University City a neighborhood of choice for its nearly 55,000 residents. The population skews young, educated, and diverse, and the varied stock of rental options, from shared houses to luxury apartments, offer something for nearly every budget.

Real Estate Development

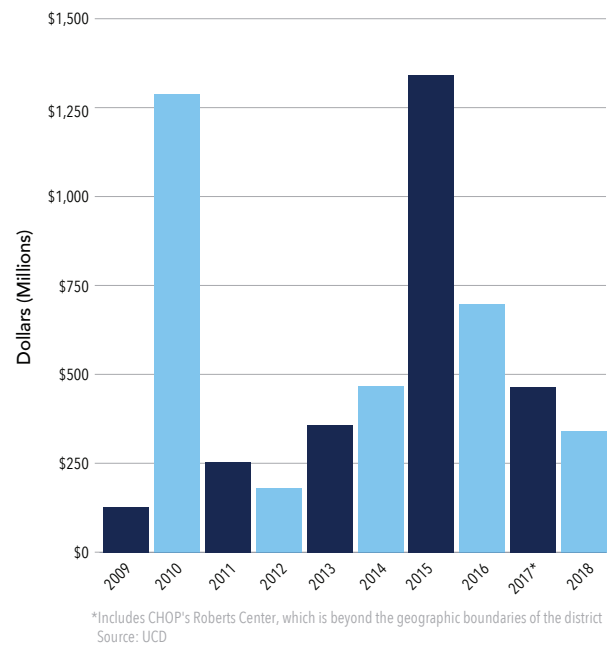


Accelerated growth, rapid transformation, and continued investment remain the story in University City's real estate sector. Progress on major residential, institutional, public space, and mixed-use projects marked another busy year of groundbreakings, topping outs, and ribbon cuttings in the neighborhood. In the past year, significant progress has been made on three major long-term projects: uCity Square; Schuylkill Yards; and the 30th Street Master Plan. Other key developments, including the new Pavilion at the Hospital of the University of Pennsylvania, 3.0 University Place, and Drexel's Bentley Hall, made major strides toward completion. All told, these investments in the neighborhood are further cementing University City's status as the region's economic and innovation powerhouse.

New Construction or Major Renovations

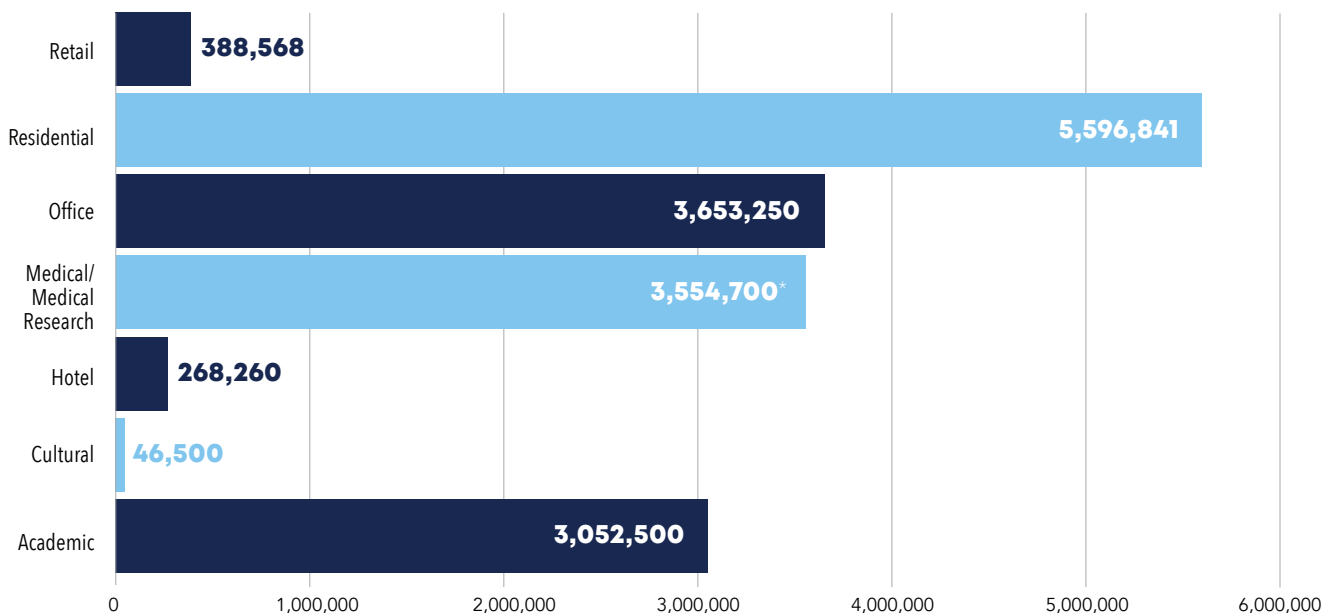


Approximate Value of New Real Estate Development Projects

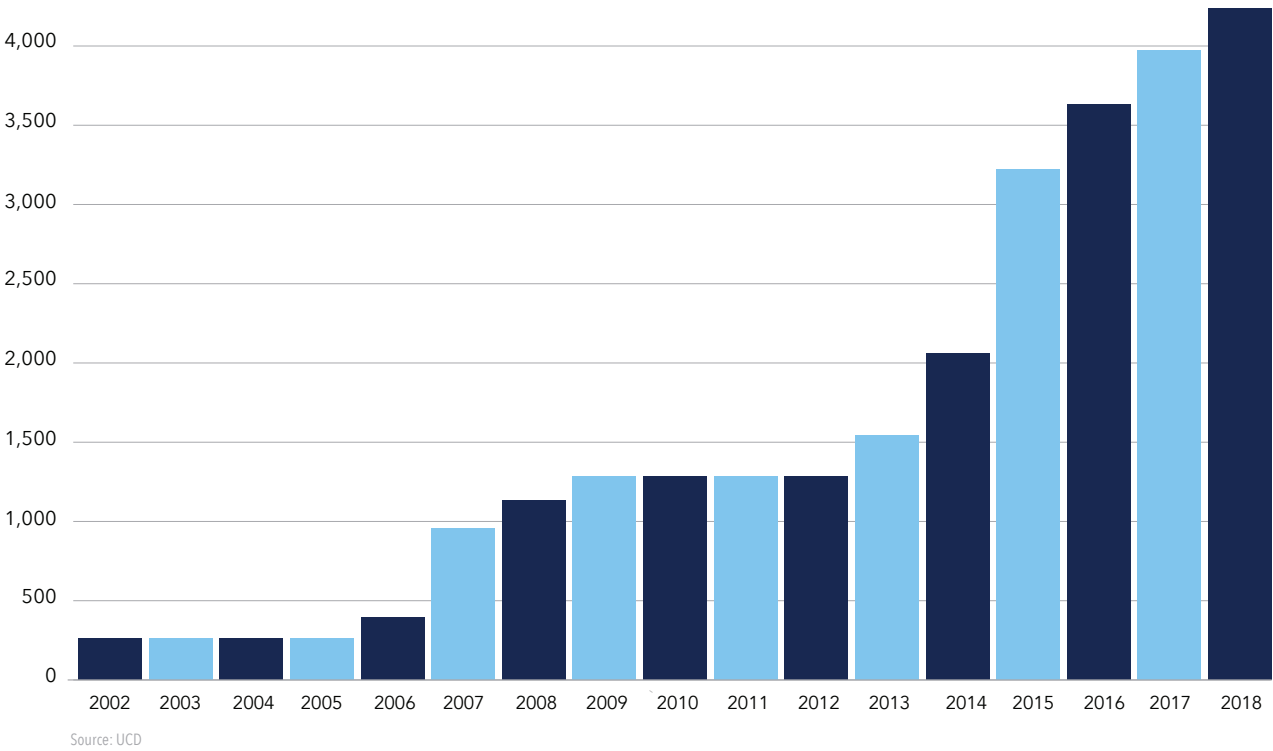


By the end of 2020, University City will be home to over 5 million square feet of office space.

New Construction or Major Renovations: Square Footage by Primary Use (2002–2018)

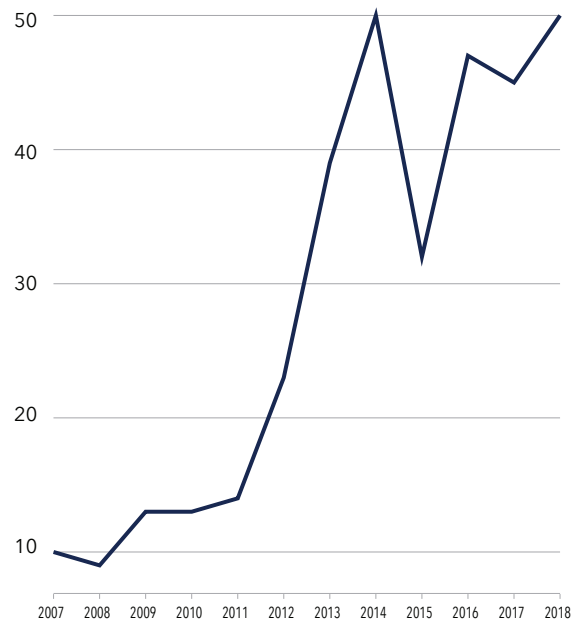


Cumulative Units of New Multi-Family Housing in University City

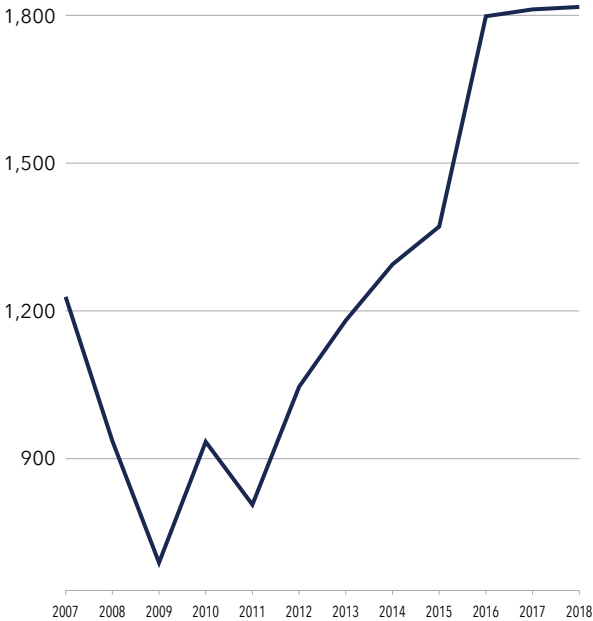


New Construction Permits

UNIVERSITY CITY PERMITS



PHILADELPHIA PERMITS





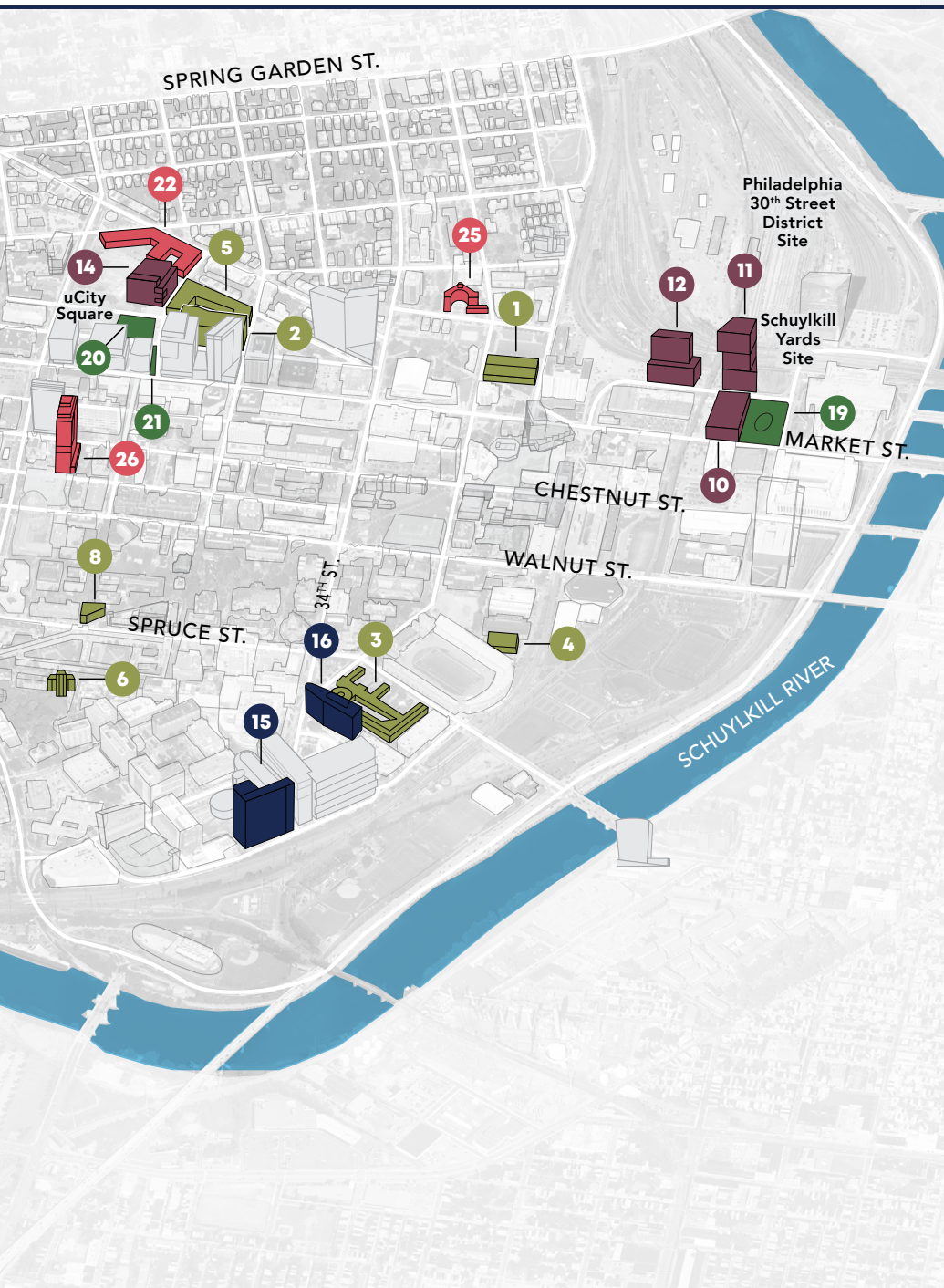
Current Development in University City

Academic • Commercial • Medical • Public Space • Residential / Mixed Use



30 development projects in University City

opened their doors or made significant progress towards completion in the past 12 months. Together, these projects total approximately 1 million square feet of new offices, places to live, classrooms, fitness centers, laboratories, medical facilities, and public spaces that will enhance the neighborhood's already robust inventory. What follows is a summary of the recently completed and current projects transforming University City's streets and skyline.



Academic

1. The Arlen Specter US Squash Center at the Drexel Armory
2. Drexel Academic Tower
3. Penn Museum
4. Penn Squash Center
5. Powel-Science Leadership Academy Middle School (PSLAMS)
6. Richards Medical Research Laboratories
7. Tangen Hall
8. Wharton Academic Research Building

Commercial

9. 3.0 University Place
10. The Bulletin Building
11. JFK East Tower at Schuylkill Yards
12. JFK West Tower at Schuylkill Yards
13. The Lab at Pennovation Works
14. One uCity Square

Medical

15. The Hub for Clinical Collaboration
16. The Pavilion at Penn Medicine
17. Philadelphia Ronald McDonald House Expansion
18. The Public Health Campus at Provident

Public Space

19. Drexel Square
20. The Lawn at uCity Square
21. Pivot Park

Residential / Mixed Use

22. 3700 Lancaster
23. 4001-4003 Chestnut Street
24. 4045 Baltimore Avenue
25. Bentley Hall
26. The Chestnut at University City
27. The LVL 4125
28. New College House West
29. University Square
30. USciences Living and Learning Commons

Academic

1



The Arlen Specter US Squash Center at the Drexel Armory

The Arlen Specter US Squash Center will feature 20 squash courts, a Learning & Innovation Center, and the US Squash Hall of Fame. The Center will be the home base for the US National Teams and serve as the tournament host site for the country's largest squash championships. Additionally, there will be expansive community access programs to expose the game to a broad cross-section of new players.

Developer: US Squash & Drexel University
Location: 3205 Lancaster Avenue
Size: 73,500 square feet
Completion Date: October 2020

2



Drexel Academic Tower

The Drexel Academic Tower is a 450,000 square foot academic and research building which will be home to Drexel's College of Nursing and Health Professionals. Designed by Ballinger Architects, the project will stand 12 stories tall and offer Drexel students beautiful views of the main campus to the east. The tower is scheduled to deliver in Q2 of 2022.

Developer: Wexford Science + Technology and Ventas
Location: 60 N 36th Street
Size: 450,000 square feet
Completion Date: Spring 2022

3



Penn Museum

The Penn Museum's Building Transformation project has upgraded the Coxe Memorial Wing, including the 614-seat Harrison Auditorium. Renovations to the Main Entrance (Kamin Entrance) offer visitors a bright, welcoming space and an immediate look at the Museum's Egyptian Sphinx. The redesigned Gateway to Egypt, Africa Galleries, and Mexico & Central America Gallery showcase archeological discoveries from these diverse regions.

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

4



Penn Squash Center

A major update to Penn Athletics' Penn Squash Center improved the area's circulation and connectivity and enhanced the spectator experience by relocating columns, renovating mezzanine seating, and updating lighting and design features. The number of squash courts increased from 10 to 12, featuring two new glass exhibition courts, and all courts are now sized to international court dimensions.

Developer: University of Pennsylvania
Location: 219 South 32nd Street
Size: 27,115 square feet
Completion Date: September 2019

Academic

Powel-Science Leadership Academy Middle School (PSLAMs)

PSLAMs is a 90,000 square foot K-8 public school which will combine the existing Powel School with a new middle school called the Science Leadership Academy. Designed by Rogers Partners, the building is a partnership between Drexel University and the School District of Philadelphia and is scheduled to be complete by the Fall of 2020.

Developer: Drexel University
Location: 3610 Warren Street
Size: 90,000 square feet
Completion Date: Fall/Winter 2020



Richards Medical Research Laboratories

The Richards Medical Research Laboratories, along with the adjacent David Goddard Laboratories, were designated a National Historic Landmark in 2009. This project consisted of a major infrastructure and complete interior renovation resulting in repurposed obsolete wet labs for “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. The A and B Towers were completed in 2019.

Developer: University of Pennsylvania
Location: 3700 Hamilton Walk
Size: Towers A & B: 41,000 square feet
Completion Date: Towers C & D: 2015; Towers A & B: 2019



Tangen Hall

The new seven-story Tangen Hall will house both the Penn Wharton Entrepreneurship and Wharton Small Business Development staff. Supporting student entrepreneurship and innovation, the building will include incubator spaces to pilot student-led ventures such as a Makerspace, Test Kitchen, and Integrated Product Design (IPD) space in partnership with the School of Engineering and Applied Science and Penn Design.

Developer: The University of Pennsylvania in partnership with The Hankin Group
Location: 40th & Sansom Streets
Size: 68,000 square feet
Completion Date: Fall 2020



Wharton Academic Research Building

The Wharton Academic Research Building will link to the south side of Steinberg Hall-Dietrich Hall and include four floors of academic and research space, including flat floor classrooms, group study rooms, research centers, and shared conference rooms.

Developer: University of Pennsylvania
Location: 37th & Spruce Streets
Size: 80,450 gross square feet
Completion Date: Summer 2020



Commercial

9



3.0 University Place

University Place Associates (UPA) and The Wistar Institute will collaborate on a 240,000 square foot building dedicated to supporting the life sciences industry with state-of-the-art laboratory/office space. This facility, to be located at 4101 Market Street, will focus on the critical infrastructure and support networks needed to advance biomedical research in Philadelphia.

Developer: University Place Associates, LLC
Location: 41st & Market Streets
Size: 240,000 square feet
Completion Date: March 2021

10



The Bulletin Building

Brandywine Realty Trust, working with local architecture firm KieranTimberlake, began construction on a \$43.3 million re-imagination of the Bulletin Building, which will soon serve as the centerpiece of Schuylkill Yards. Embracing the building's original design by renowned architect George Howe, Brandywine and Timberlake are reshaping the building into a high-performing work environment. Once complete, the building will feature more than 200,000 square feet of life science space that has been leased to Spark Therapeutics and 50,000 square feet of retail.

Developer: Brandywine Realty Trust
Location: 3025 Market Street
Size: 250,000+ square feet
Completion Date: Winter 2020

11



JFK East Tower at Schuylkill Yards

At 512 feet, the East Tower is expected to introduce 34 floors of trophy-class office space, 7,000 square feet of retail, and a dedicated amenity level on the 14th floor. The East Tower is designed to achieve LEED® Silver Certification. The East Tower will add a bold red palette to the West Philadelphia skyline. The design boasts a unique stacking that adopts strategic massing principles to maximize the buildable footprint, while mitigating wind and adding opportunity for accessible greenspace and improved sight lines. The ground level includes a near 40-foot pedestrian arcade and building entrance, which opens up to Drexel Square.

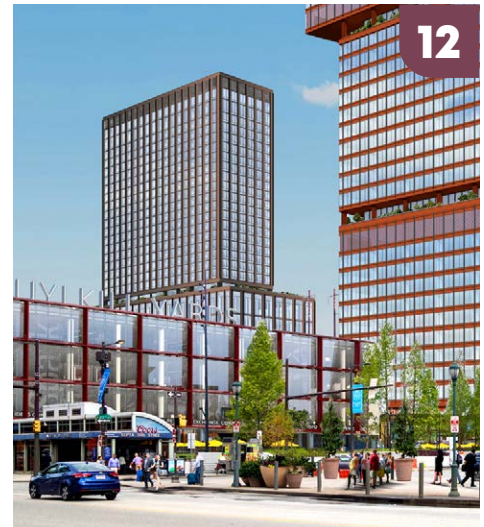
Developer: Brandywine Realty Trust
Location: 3001 John F. Kennedy Blvd
Size: 838,000 square feet of office space,
7,000 square feet retail space
Completion Date: Construction set to commence in 2020

Commercial

JFK West Tower at Schuylkill Yards

Standing at more than 360 feet, the mixed-use West Tower is expected to offer 9,000 square feet of retail, 219,000 square feet of residential, 200,000 square feet of office space, and covered parking. The ninth floor of the tower will be a fully dedicated luxury amenity floor. Both the West Tower and its counterpart will be elevated atop a foundation of fluted pedestals, forming a series of architecturally significant archways, and a gateway to the towers' office and residential lobbies and retail offerings.

Developer: Brandywine Realty Trust
Location: 3025 John F. Kennedy Blvd
Size: 428,000 square feet
Completion Date: Construction set to commence in 2020



The Lab at Pennovation Works

Penn is moving forward with the development of a lab building on the Pennovation Works site, a four-story, 73,400-square-foot structure with 35,000 square feet of office and flex space. It will cater to growing and next stage companies with 10 to 25 employees that need from 2,000 square feet to 10,000 square feet.

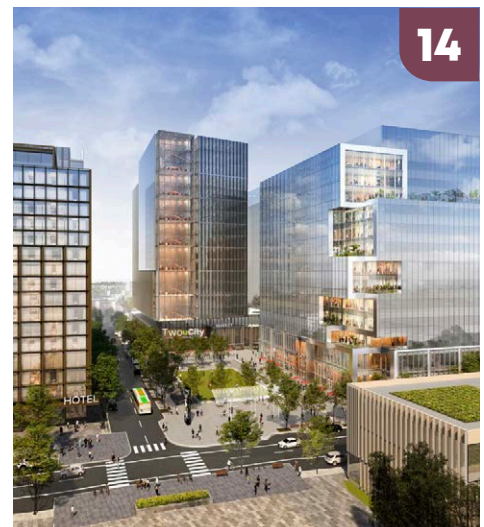
Developer: The University of Pennsylvania in partnership with MRA Group
Location: 3401 Grays Ferry Avenue
Size: 73,400 square feet
Completion Date: August 2020



One uCity Square

One uCity Square is a speculative lab and office building scheduled to break ground by the end of 2019. Designed by ZGF Architects, the project will include 13 stories of flexible lab and office space as well as ground floor retail and below ground parking. Totalling nearly 400,000 square feet, One uCity Square will feature outdoor terraces with panoramic views of Center City, and a hotel-like lobby, full-service restaurant, fitness center, and ample bike parking.

Developer: A joint venture between Wexford Science + Technology, Ventas, & University City Science Center
Location: 225 N 38th Street
Size: 400,000 square feet
Completion Date: December 2021



Medical

15



The Hub for Clinical Collaboration

The Hub for Clinical Collaboration is a 17-story office building that will house workspace for physicians and administrative staff of Children's Hospital of Philadelphia. By co-locating multiple medical divisions in the Hub, the project fosters a highly collaborative academic environment that supports clinical care, research, and medical education. Located at the southeast corner of CHOP's University City campus, the Hub is intended to enhance caregiver connectivity through its physical connection to the existing Buerger Center for Advanced Pediatric Care.

Developer: Children's Hospital of Philadelphia
Location: 3500 Civic Center Boulevard
Size: 550,000 square feet
Completion Date: 2022

16



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

17



Philadelphia Ronald McDonald House Expansion

Along with the renovation of existing structures, the expansion of the PRMH has enabled the organization to grow 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. The expansion includes 104 additional rooms, modernized and expanded common facilities, and a new outdoor courtyard, green roof, and landscaping.

Developer: Philadelphia Ronald McDonald House
Location: 3925 Chestnut Street
Size: 93,000 square feet
Completion Date: Spring 2019

18



The Public Health Campus at Provident

Iron Stone Real Estate Partners 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 integrate essential 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: Winter 2021

Public Space

Drexel Square

Drexel Square, the 1.3-acre community park on the corner of 30th and Market Streets, opened in June of 2019. The park features a 12,000 square foot elliptical lawn, 23 Dawn Redwood trees lining the perimeter, and an array of shrubs and perennials in over 9,000 square-feet of raised planted beds.

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



19

The Lawn at uCity Square

The Lawn at uCity Square is a 25,000 square foot pop-up green space at the intersection of Filbert Street, the new 37th Street, and the new Cuthbert Street. 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: 3701 Filbert Street
Size: 5,000 square feet
Completion Date: Fall 2019



20

Pivot Park

Pivot Park is an 8,000 square foot pocket park at the intersection of Market Street and the new 37th Street. Designed by Jonathan Alderson Landscape Architects, the space is open to the public, and features two tier seating, wood trim, and beautiful bluestone pavers at either end. The park is also home to colorful artwork by SoftLab, which is part of the Philadelphia Redevelopment Authority's 1% for Fine Arts Program.

Developer: A joint venture between Wexford Science + Technology, Ventas, & University City Science Center
Location: 3701 Market Street
Size: 8,000 square feet
Completion Date: Fall 2019



21

Residential / Mixed Use

22



3700 Lancaster

3700 Lancaster is a 460-unit, market-rate residential project which is being built by Wexford and GMH Capital Partners. Designed by Lessard Architects, the building will stand six stories tall and include a mixture of 1, 2, and 3 bedroom units as well as approximately 15,000 square feet of ground floor retail along Lancaster and Powelton.

Developer: A joint venture between GMH Capital Partners, Wexford Science + Technology
Location: 3700 Lancaster Avenue
Size: 319,000 square feet
Completion Date: Fall 2021

23



4001-4003 Chestnut Street

Work is underway to completely renovate the existing vacant buildings at 4001-4003 Chestnut Street in order to create 2,500 square feet of retail, 2,500 square feet of office spaces, 12 flexible-term stay furnished studio apartments, and a 2,000 square foot landscaped publicly accessible garden.

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

24



4045 Baltimore Avenue

Forty-eight one-bedroom and one two-bedroom apartment units were built as an addition to the existing site located at 4045 Baltimore Avenue. The five-story project was built over on-grade parking and includes spaces for Zipcar vehicles.

Developer: New Horizons Housing
Location: 4045 Baltimore Avenue
Size: 33,850 square feet
Completion Date: June 2019

Residential / Mixed Use

Bentley Hall

With the help of a \$5 million gift from Greg S. and Caroline Bentley, Drexel University will create a new epicenter on its campus for honors students. Calhoun Hall, an existing student residence hall, is being fully renovated as part of Greg and Caroline Bentley Hall, a new complex that will house a true “living/learning” community. In addition to the renovated student residence, Bentley Hall will also include a new, two-story glass and stone addition of approximately 10,800 square feet that will house the Pennoni Honors College offices and seminar rooms to serve 1,500 honors program students, and the Drexel community at large.

Developer: American Campus Communities
Location: 3301 Arch Street
Size: Phase 1: 122,000 square feet; Phase 2: 10,800 square feet
Completion Date: Phase 1: Fall 2019; Phase 2: 2020



The Chestnut at University City

The Chestnut at University City 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.

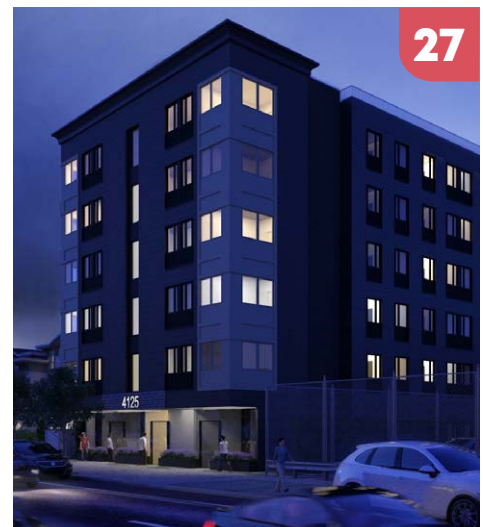
Developer: Exeter Property Group
Location: 3720 Chestnut Street
Size: 415,000 square feet
Completion Date: Spring 2020



The LVL 4125

This six-story residential property, designed in partnership with Vaughan Buckley Construction, is Philadelphia's tallest modular development. With 141 one- and two-bedroom units, The LVL 4125 comes equipped with a gaming lounge, fitness center, roof deck, and communal coworking spaces.

Developer: Alterra Property Group & Vaughan Buckley Construction
Location: 4125 Chestnut Street
Size: 77,000 square feet
Completion Date: Fall 2019



Residential / Mixed Use

28



New College House West

Construction began in December 2018 on New College House West, a residential building designed for undergraduates. With 450 beds as well as dining services, New College House West will provide common areas including study, living, seminar, and music practice rooms. An open green space on the south side of the college house connects the site with Locust Walk.

Developer: University of Pennsylvania
Location: 40th & Walnut Streets
Size: 250,000 square feet
Completion Date: August 2021

29



University Square

University Square, a 442-unit affordable housing property at 39th and Market Streets, underwent extensive renovations including upgraded bathrooms, kitchens, lighting, and flooring in each unit. The \$25 million project also includes a 19-story mural on the side of the building in partnership with Mural Arts Philadelphia. Orbach Affordable Housing Solutions has committed to ensuring housing affordability at University Square for at least the next 30 years.

Developer: Orbach Affordable Housing Solutions
Location: 39th & Market Streets
Size: 418,000 square feet
Completion Date: September 2019

30



USciences Living & Learning Commons

University of the Sciences completed construction in of the Living & Learning Commons, a new, mixed-use residence hall. Students were able to move into the new building for the Spring 2019 semester. The project, which broke ground in September 2017, incorporates numerous sustainable features for Green Globe certification. In addition to housing, the building includes classroom, retail, and office space, as well as an open-air courtyard for students and neighbors.

Developer: University of the Sciences
Location: 4515-22 Woodland Avenue
Size: 126,000 square feet
Completion Date: Winter 2019



Schuylkill Yards





Schuylkill Yards is the **\$3.5 billion**, 14-acre, master-planned community being developed by Brandywine Realty Trust. The multi-phase, multi-year development is creating an integrated urban neighborhood offering interconnected entrepreneurial facilities, educational, life science, corporate, residential and retail spaces, hospitality and cultural venues, and public green spaces.

Drexel Square, the first of Schuylkill Yard's planned green spaces, opened to the public in June of 2019 and marks the first completed project of the master plan. The park features a 12,000 square foot elliptical lawn, 23 Dawn Redwood trees lining the perimeter, and an array of shrubs and perennials in over 9,000 square-feet of raised planted beds. With free fitness programming, the park has quickly become a celebrated neighborhood gathering space. Immediately following the grand opening of Drexel Square, Brandywine Realty Trust commenced work on a \$43.3 million re-imagining of the Bulletin Building at 3025 Market Street. The Bulletin Building will create 200,000 square feet of life science space that has been leased to Spark Therapeutics, and 50,000 square feet of retail.

In August of 2019, Brandywine Realty Trust unveiled architectural designs for the first two ground-up mixed-use towers in Schuylkill Yards. Global architecture firm Practice for Architecture and Urbanism | PAU designed the East and West Towers to be located at 3001 (East Tower) and 3025 (West Tower) John F. Kennedy Blvd. Designed to complement each other, the East and West Towers artfully merge inspiration from historic building materials with modern architecture. To streamline accessibility between the East and West Towers, Brandywine partnered with SWA/Balsey to design The Highline Park, an urban foyer that will create a welcoming, publicly-accessible destination for intimate programmed events, relaxation, collaboration, and community enjoyment. The Highline Park will be brought to life through outdoor dining, art installations, water features, a rain garden, and dynamic lighting.

Construction on the towers is expected to commence in 2020.



uCity Square

Following the successful opening of 3675 Market (over 90% leased within 90 days of opening), Wexford Science + Technology, Ventas and the University City Science Center have big plans for uCity Square in 2020. With the completion of 3675, uCity Square is 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, to-be-developed land.

The partners are scheduled to break ground on their next speculative lab and office, One uCity Square, by the end of 2019. Designed by ZGF Architects, the project will include 13 stories of flexible lab and office space as well as ground floor retail and below ground parking. Totalling nearly 400,000 square feet, One uCity Square will feature outdoor terraces (with panoramic views of Center City), a hotel-like lobby, a signature full-service restaurant, a fitness center, and ample bike parking. The building will front a signature one-acre park which shares the larger development's namesake, "uCity Square." The park will be publicly accessible and will include a mix of hard and soft scapes, a water feature, a canopy, and nearly 15,000 square feet of retail frontage. Scheduled to be completed by the end of 2021, One uCity Square will provide space for collaboration among cutting edge industry tenants and top tier research institutions.

Amtrak's 30th Street Station



A mtrak continues to advance its search for a master developer partner to assist in redeveloping the historic station. The long-term plan will include introducing new customer amenities, reinvigorating the retail and commercial potential of the station, enhancing transit and pedestrian traffic flow, and expanding the station's concourses to accommodate anticipated increases in ridership. Amtrak has narrowed its list of prospective partners to four teams and expects to announce a preferred developer by summer 2020.

As the master developer procurement progresses, the station is undergoing noticeable improvements, including a more than \$100 million capital investment. The investment has resulted in the refurbishment of the building facade; improvements to the public restrooms; the installation of a new, digital, ADA compliant Passenger Information Display System; renovation of the premium customer lounge space, the Metropolitan Lounge (formerly ClubAcela); replacement of the customer escalators; and restoration of the historic bronze entrance doors.

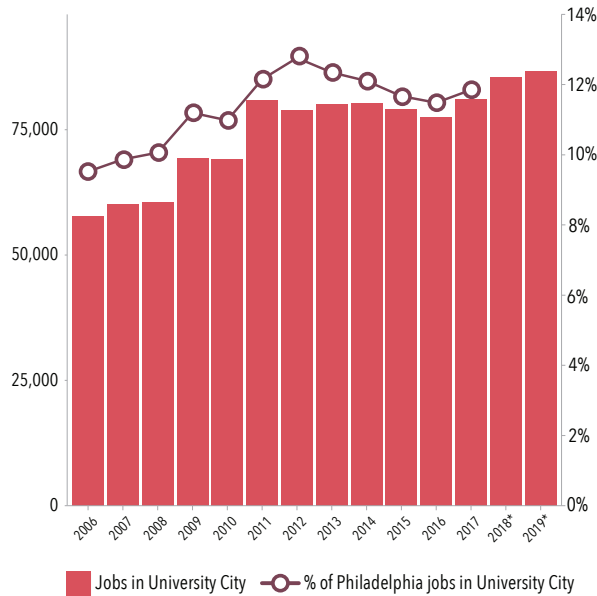
In addition, with the installation of new signage on the exterior of the station, Philadelphia's Amtrak station is now known as the William H. Gray III 30th Street Station, in honor of the late Congressman who represented Pennsylvania's 2nd Congressional District from 1979 to 1991.

Employment



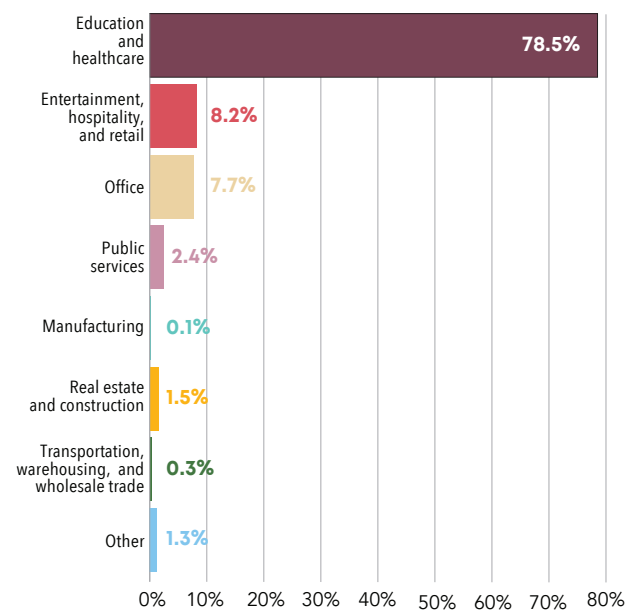
New development and institutional expansions contribute to University City's continued status as a top regional employment hub. In 2019, the total number of University City jobs increased for the fourth consecutive year and eclipsed 85,000 total workers in the neighborhood for the first time. University City accounts for approximately 12% of all jobs within Philadelphia, despite representing only 1.69% of the city's total footprint. A large percentage of jobs are found at the local hospitals and universities, but growth associated with nascent technology firms and commercialization of research is also creating more employment opportunities at every rung of the career ladder.

Employment in University City



*UCD estimate. Note: Excludes uniformed military, self-employed workers, and informally employed workers. Source: US Census Bureau, 2017 Longitudinal—Employer Household Dynamics Program.

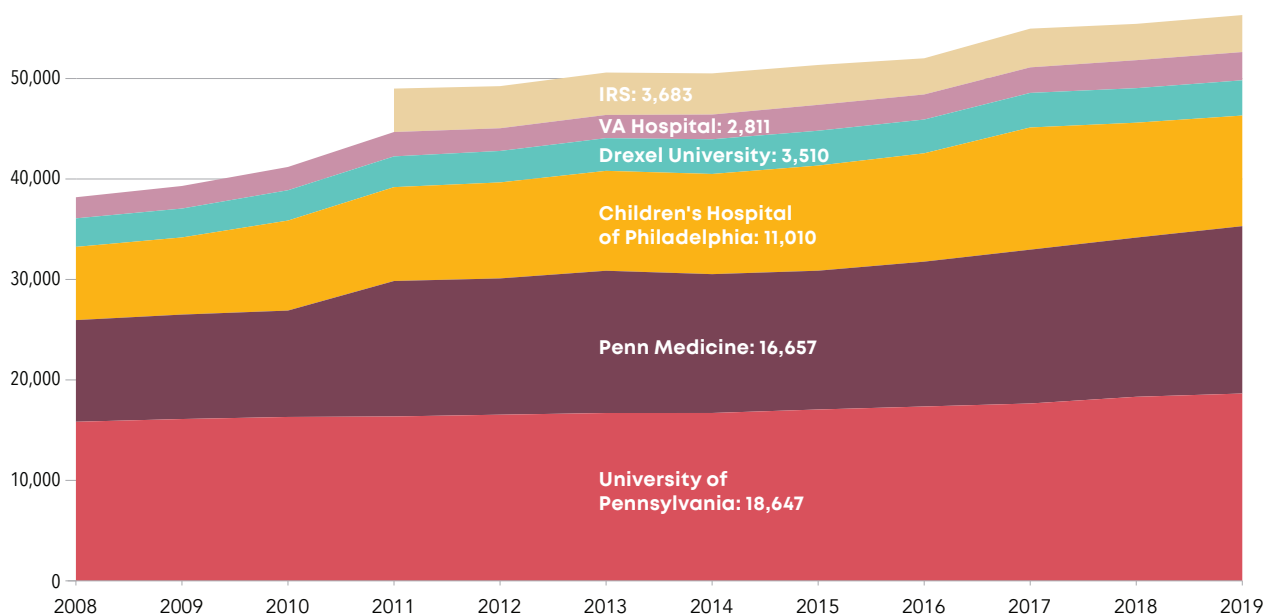
Jobs by Industry



Source: US Census Bureau Longitudinal Employer Household Dynamics Program, 2017

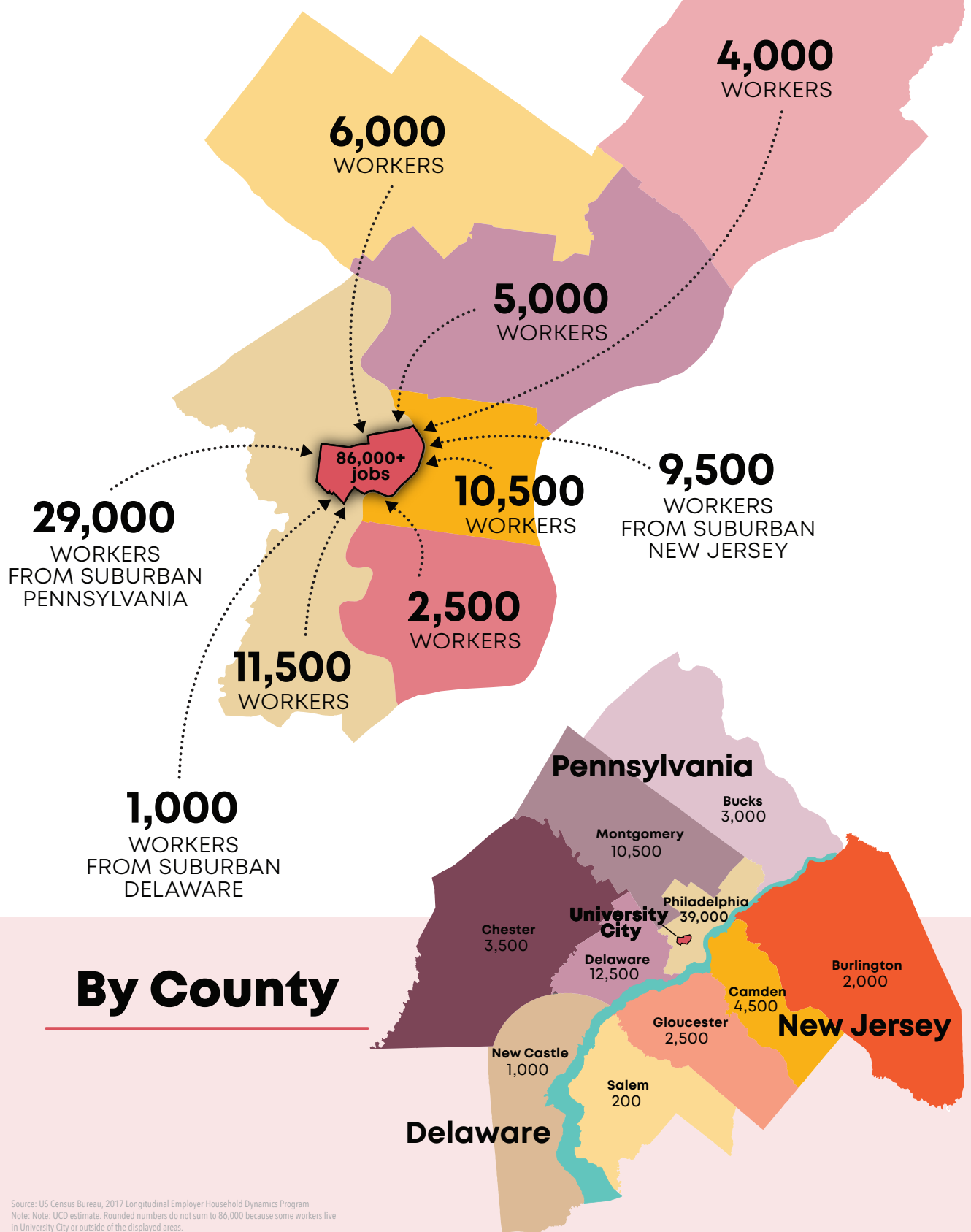
University City is a hub for employment, with nearly 36,000 jobs per square mile.

University City's Largest Employers



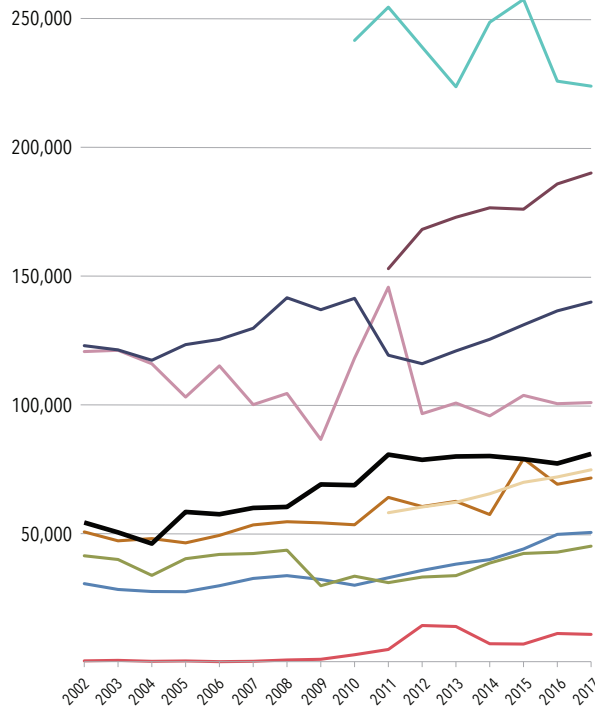
Source: Individual employers

Workers Commuting to University City Jobs

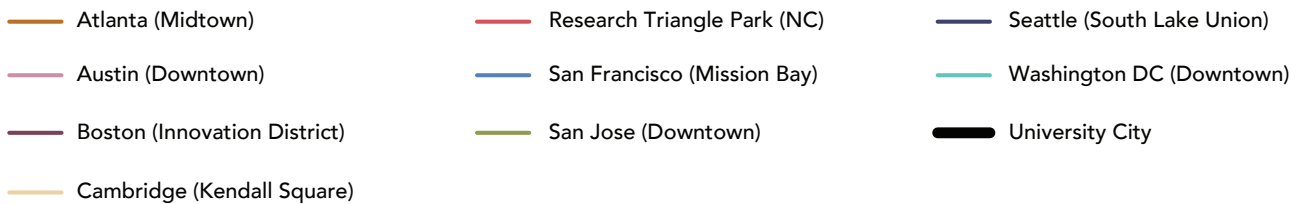
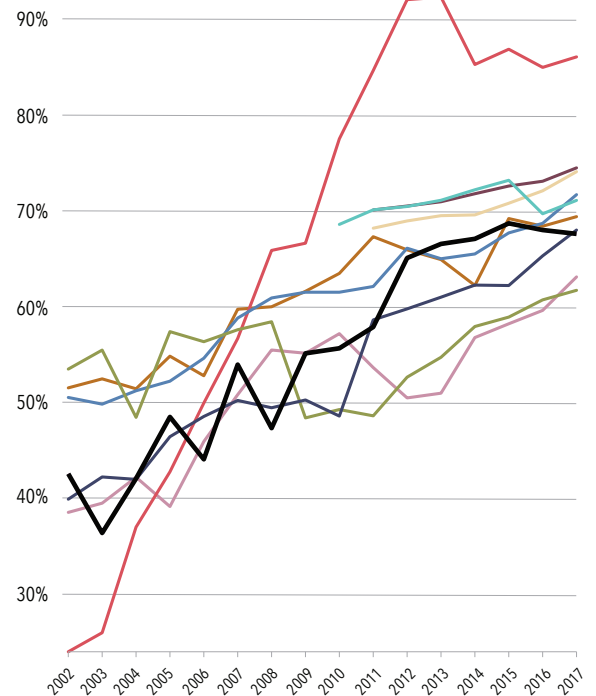


University City and Peer Employment Centers

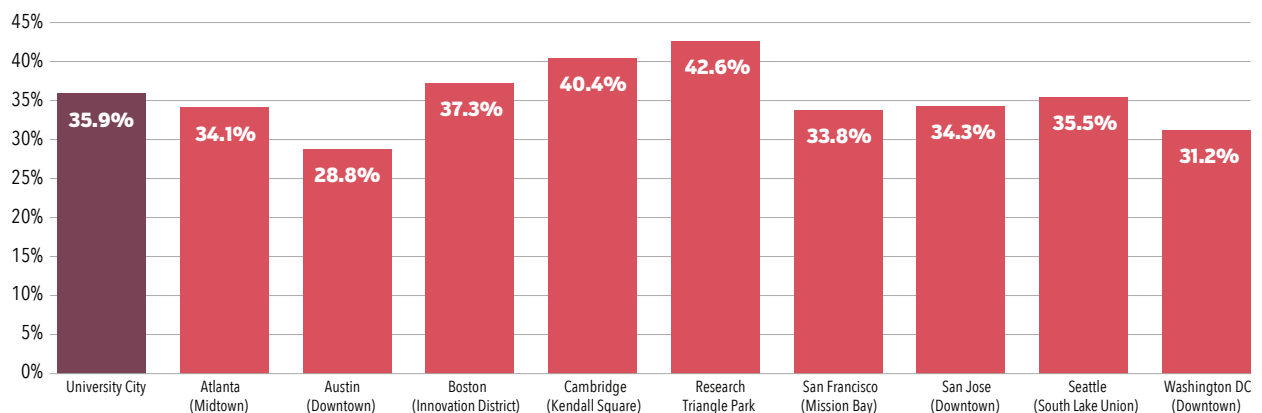
Employment



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



Percentage of Employees with Bachelor's or Advanced Degrees



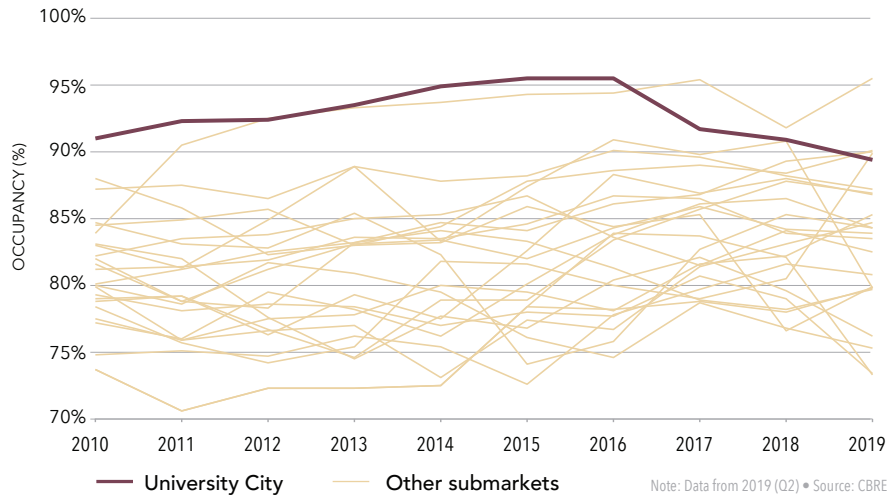
Source: US Census Bureau Longitudinal Employer Household Dynamics Program, 2017

Office



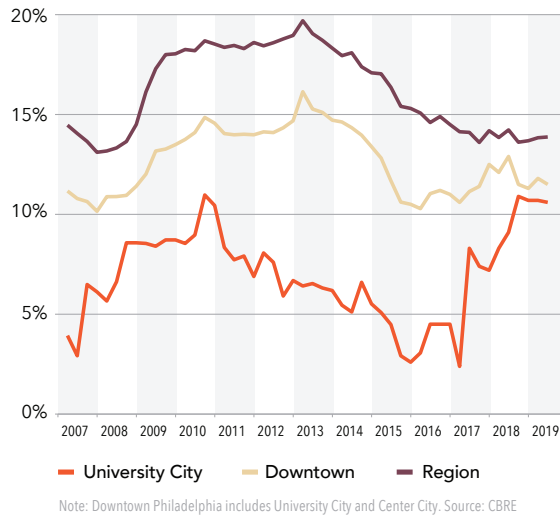
Look no further than the nearly 5 million square feet of office space, up 37% over five years ago, to see that University City remains a desirable place to do business within the region. The average gross rent of \$39.02 per square foot far outpaces averages for Center City Philadelphia and the region at large, and the 88.4% occupancy rent remains in the top five out of all submarkets in the region. More inventory is on the way with upcoming groundbreakings planned for buildings in Schuylkill Yards, 3.0 University Place, and uCity Square, plus many others.

Office Occupancy Rates Among Regional Submarkets

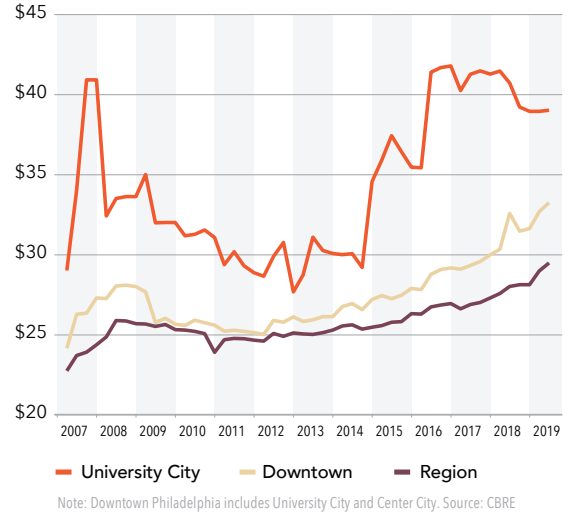


Submarket	Occupancy Rate
Main Line	95.5%
Market West	90.1%
Bala Cynwyd	90.0%
Upper Main Line	89.9%
University City	89.4%
Market East	87.2%
King of Prussia/Valley Forge	86.9%
Delaware County	86.8%
Horsham/Willow Grove	85.3%
Camden County	84.7%
Exton/West Chester	84.3%
Gloucester County	84.3%
Burlington County	83.9%
Lehigh Valley West	83.5%
Jenkintown	82.5%
Lower Bucks County	80.8%
Independence Hall	79.9%
Conshohocken	79.8%
Blue Bell	79.8%
Lehigh Valley East	79.7%
Central Bucks County	76.2%
Fort Washington	75.3%
Wilmington CBD	73.4%
Plymouth Meeting	73.3%

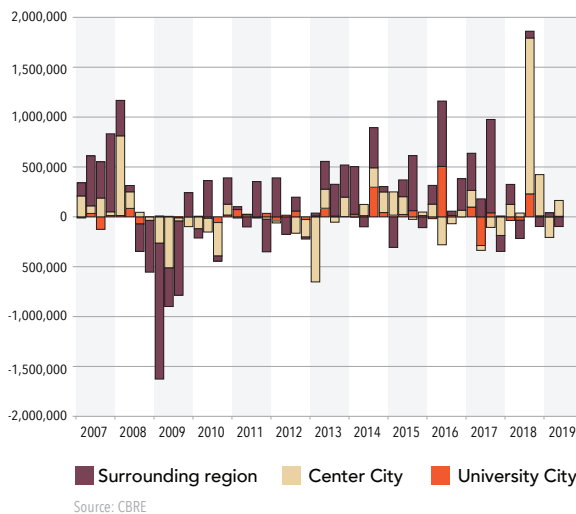
Total Vacancy Rate



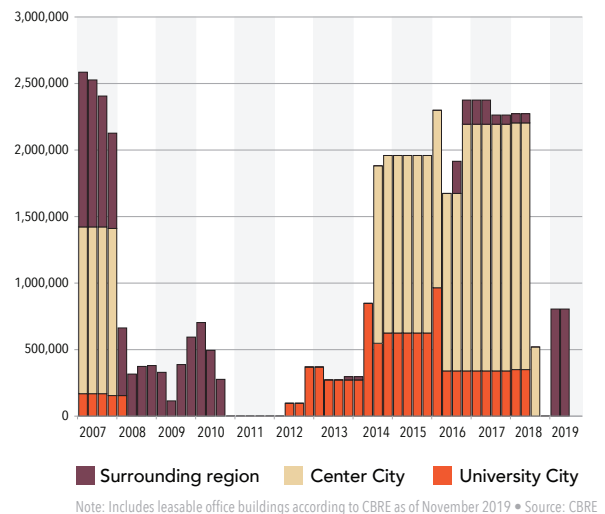
Asking Gross Rent (per sq ft)



Net absorption (sq ft)



Under Construction (sq ft)

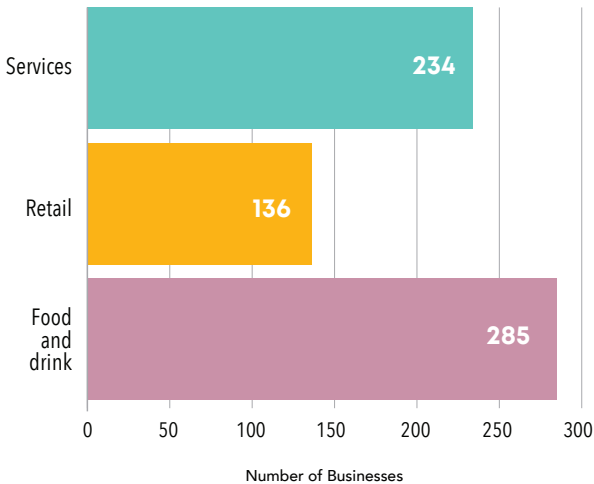


Retail and Hospitality

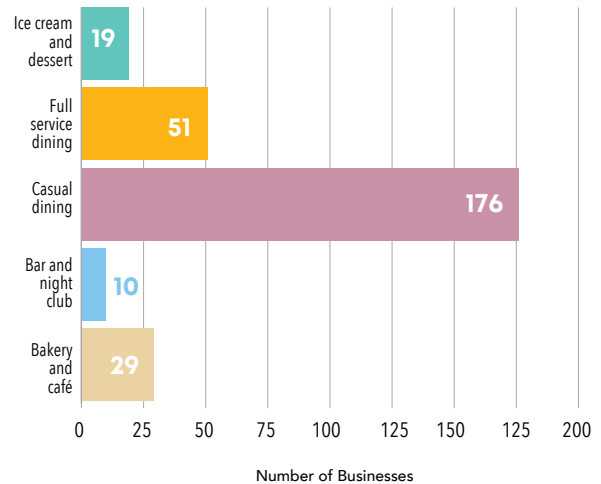


Local and national retailers, restaurants, and hotel operators view University City as a prime location due to an eclectic mix of employees, commuters, college students, and residents. University City boasts 285 restaurants and bars, including new additions like outposts of popular chains Bonchon, Halal Guys, and Panera, a hybrid beer hall/arcade called The Post, and Sunset Social, a rooftop restaurant offering stunning views of Philadelphia. Adding to the vitality, a recent survey of outdoor seating revealed a whopping 5,657 outdoor seats within the district, and out-of-town visitors can choose from over 1,000 available hotel rooms, from luxury offerings at AKA University City to the chic The Study at University City to the recently renovated University City Sheraton.

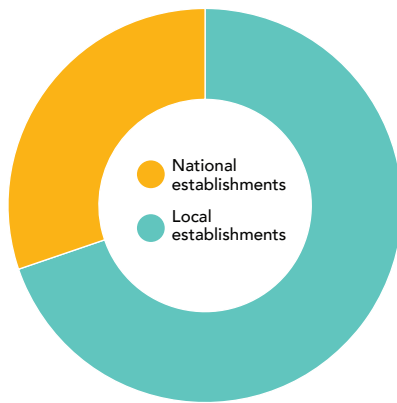
University City Storefront Breakdown



Food & Beverage Breakdown

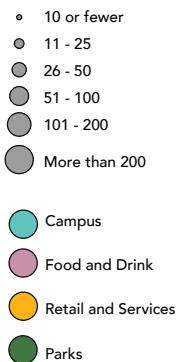


Retail and Food Storefront Breakdown



A robust 70% of storefront businesses in University City are locally owned.

Outdoor Seating in University City

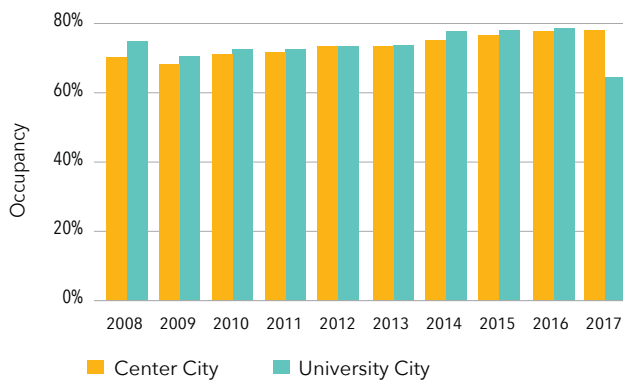


Note: Seats on campuses that are associated with a specific restaurant or retailer are represented as "Food and Drink" or "Retail and Services" instead of "Campus."

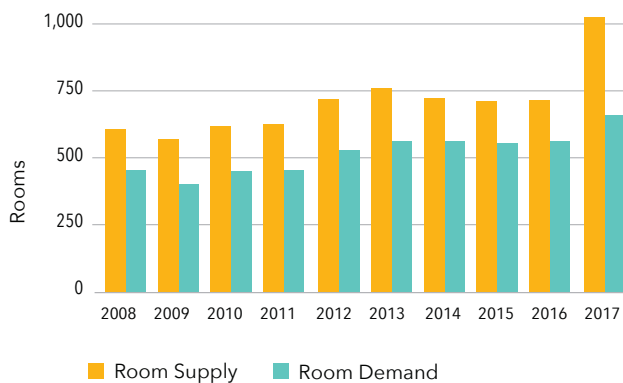
Source: UCD



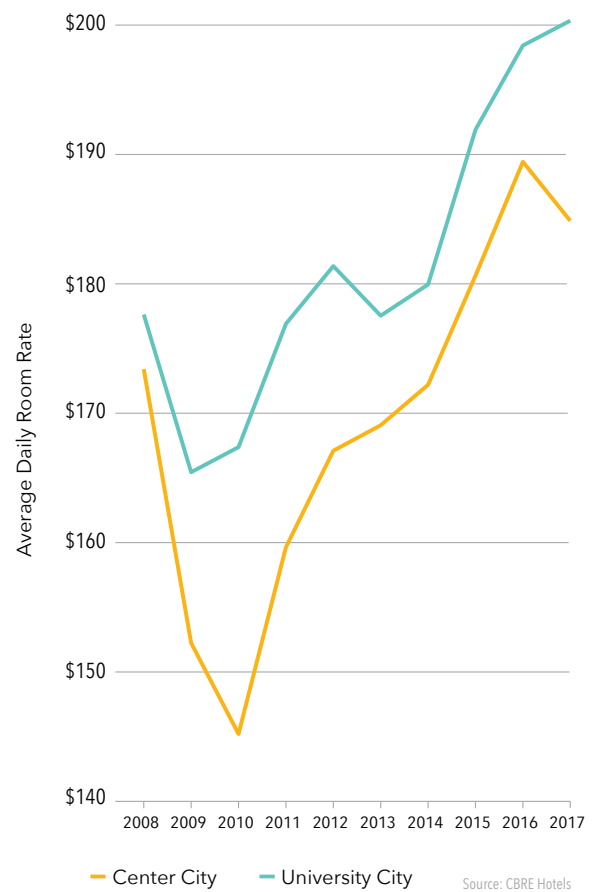
Hotel Occupancy



Average Daily Hotel Room Supply and Demand in University City



Average Daily Room Rate





University City Gains New 9,950 Square Foot Grocery Store

Giant Heirloom Market, the second location in Philadelphia for the small-format concept from the supermarket chain, opened in July of 2019 at 3401 Chestnut Street. The 9,950 square-foot store includes fresh local produce, grab-and-go meals, plant-based foods, a large gluten-free section, and Philadelphia-area food products. The Heirloom Market stores also cater to tech-savvy customers with offerings including self-checkout, mobile checkout using a phone app, and “endless aisle” service that allows shoppers who want an item unavailable in-store to order it online using an in-store iPad and choose next-day pickup or delivery. The store’s location makes it an accessible grocery destination for local college students and many of the area’s employees.

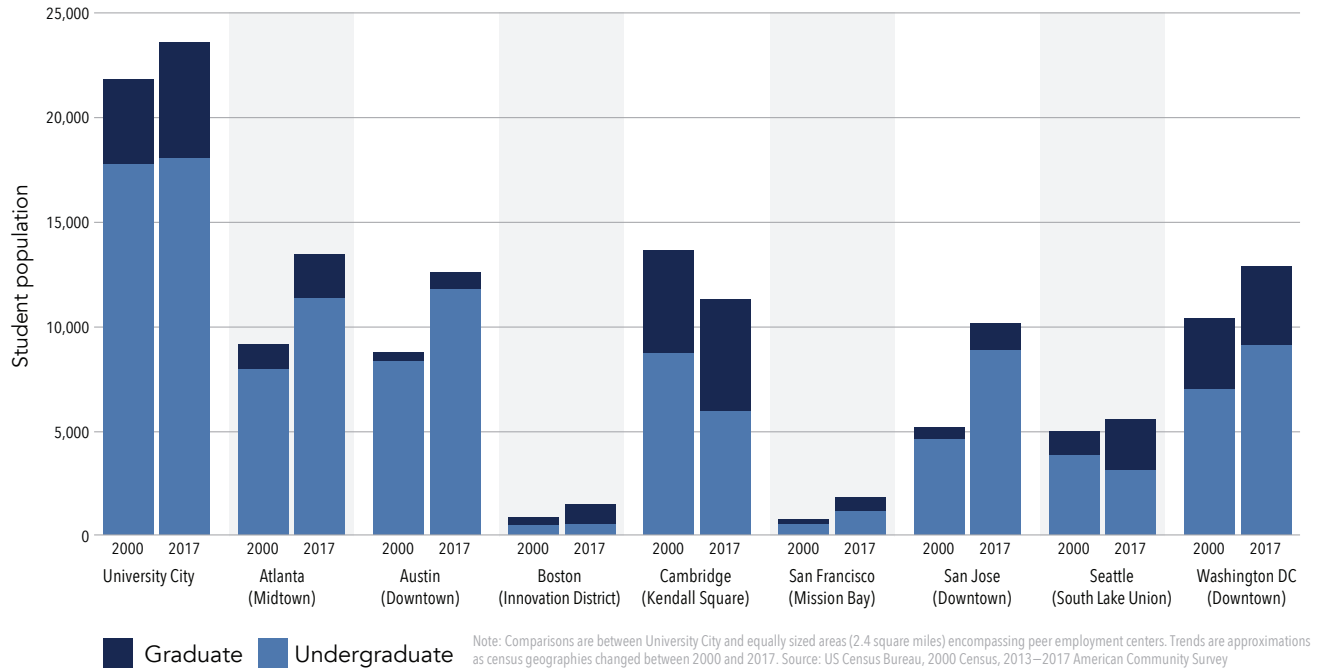


Higher Education



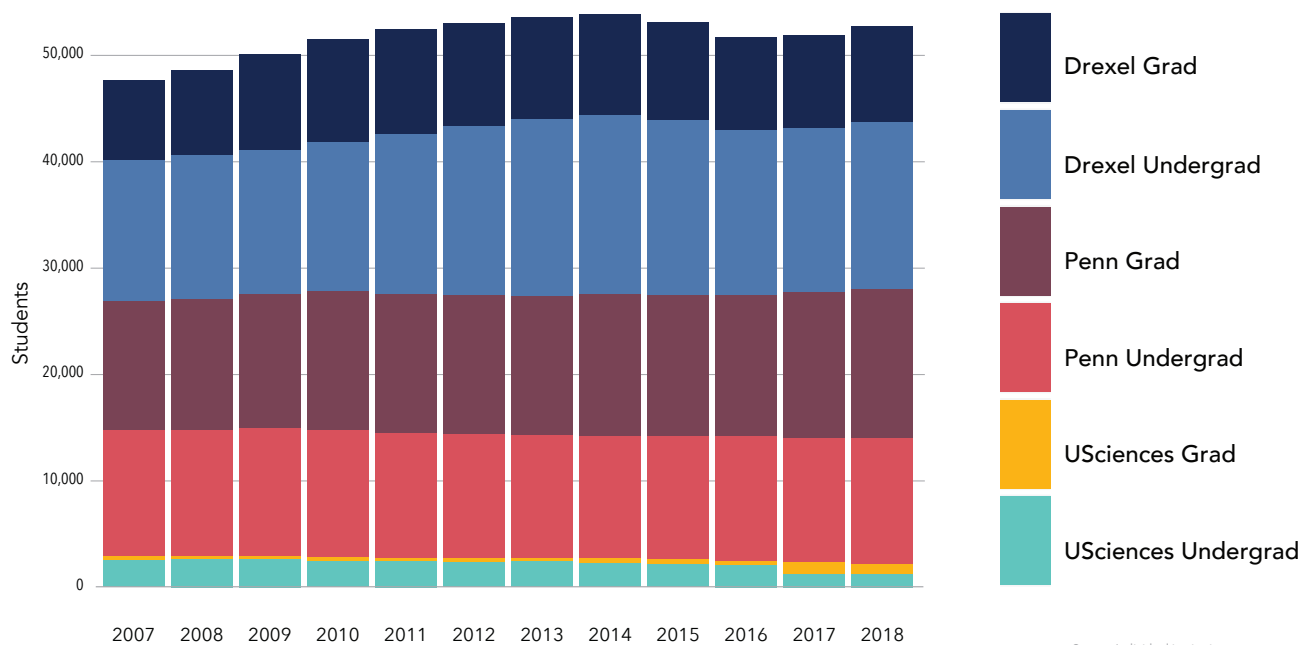
T **True to its name,** University City offers top options in the region and nation for undergraduate and graduate studies. More than 53,000 students are enrolled in the neighborhood's five institutions of higher education. Students from around the country and the globe are drawn to the proximity to employment opportunities, the beautiful campuses, the vitality of the surrounding community, and the varied housing inventory. According to a recent report by Campus Philly, from 2000 to 2017 Philadelphia added 68,700 residents between the ages of 25-34 who hold a bachelor's degree, and retained 54% of college graduates. The total number of undergraduate and graduate students in University City and the total degrees conferred far outnumber peer employment centers.

Student Population in University City and Peer Employment Centers: 2000 vs 2017



The total number of undergraduate and graduate students in University City and the total degrees conferred far outnumber peer employment centers.

University Enrollment



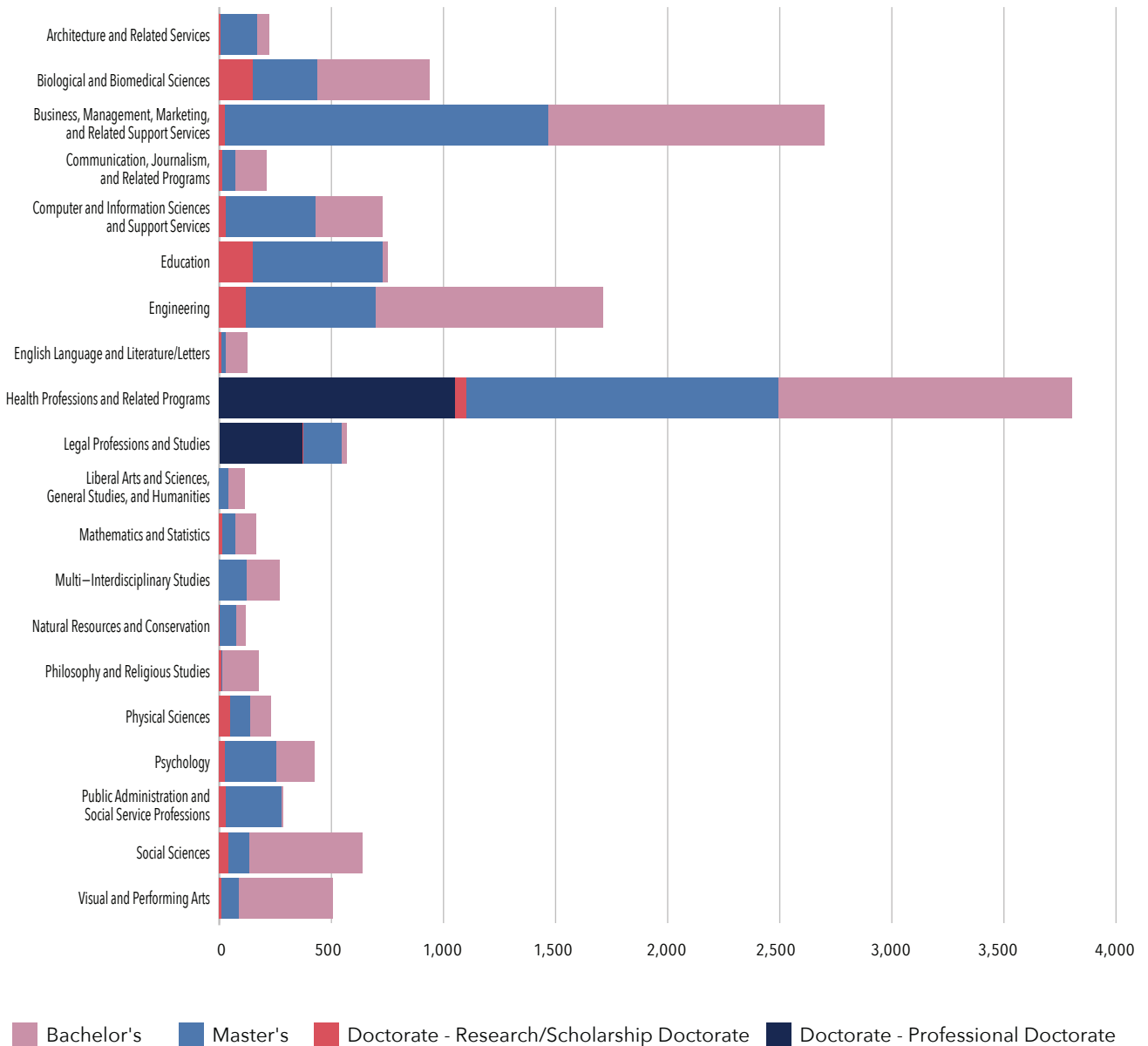
2019 Enrollment

	University of Pennsylvania	Drexel University*	University of the Sciences	The Restaurant School at Walnut Hill College	Community College of Philadelphia West Campus
Students					
Undergraduate	11,851	15,667	1,231	295	287
Graduate	14,009	8,967	1,000	0	0
Total Students	25,860	24,634*	2,231	295	287
Student Housing					
Undergraduate					
in campus residences	5,516	3,399	314	117	0
in fraternity/sorority	440	175	N/A	0	0
off campus (total)	5,895	12,268	917	178	287
in University City	4,916	N/A	N/A	9	N/A
Graduate					
on campus	668	99	163	0	0
off campus (total)	13,341	8,868	837	0	0
in University City	5,553	N/A	N/A	0	0

*Includes 2,121 students on co-op and 4,878 distance learning students. Total students on University City campus is 15617.



Degrees Awarded at University City Colleges and Universities



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

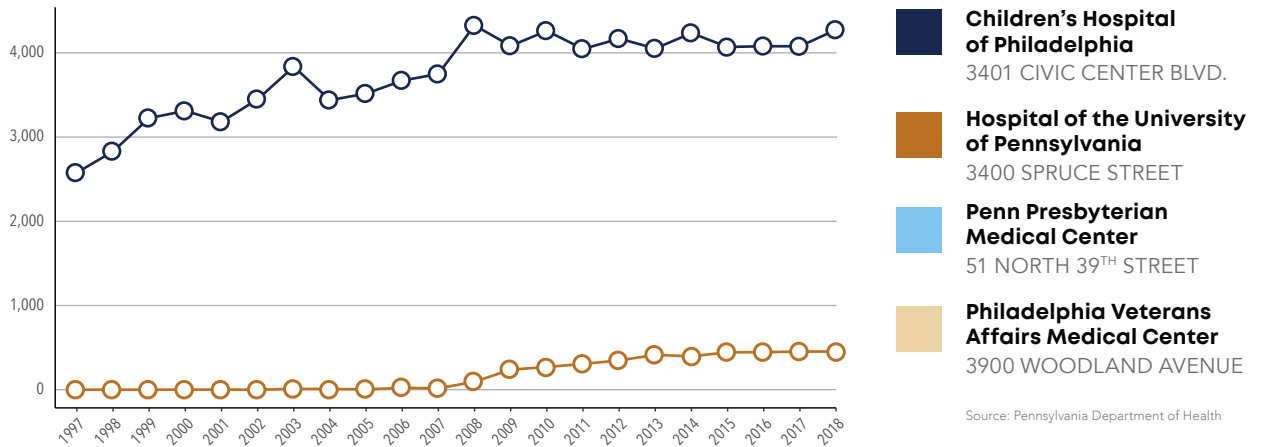
U.S. News and World Report ranked the University of Pennsylvania and Drexel University in their top 100 national schools.

Healthcare

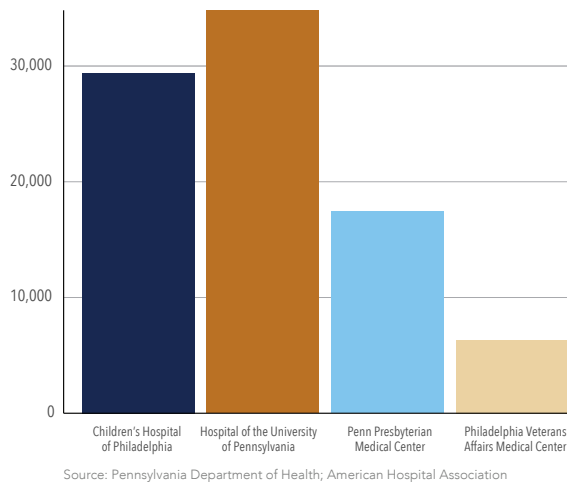


The neighborhood's medical institutions—Hospital of the University of Pennsylvania (HUP), Penn Presbyterian Medical Center, Children's Hospital of Pennsylvania (CHOP), and Michael J. Crescenz VA Medical Center—combine to account for nearly 38% of all jobs in University City, making them an essential component of the local economy. Both CHOP and the Hospitals of the University of Pennsylvania-Penn Presbyterian receive annual accolades, including CHOP's ranking as the #2 hospital for children in America according to *U.S. News and World Report*, Penn Medicine ranking #17 in the nation for top employers according to *Forbes*, and 481 Penn physicians ranking in *Philadelphia Magazine's* list of top regional doctors. Our local hospitals are also leading the way in new treatments, procedures, and medical technologies, and will soon be able to accomplish even more with the addition of the Pavilion, a new facility from Penn Medicine that will house 500 private patient rooms and 47 operating rooms.

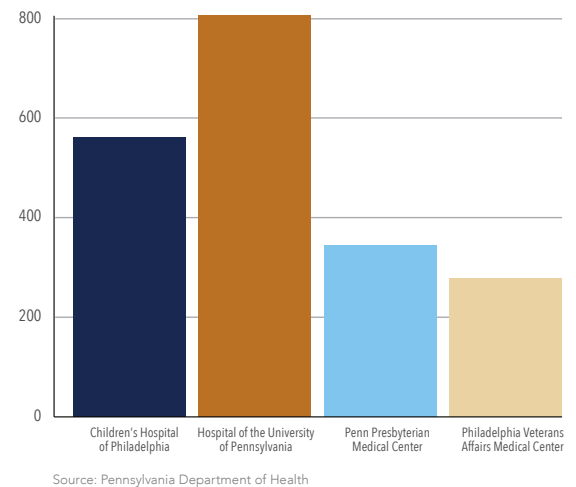
Births



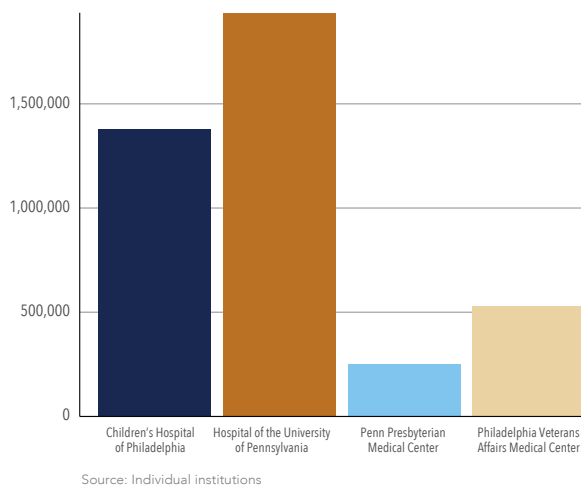
Hospital Admissions



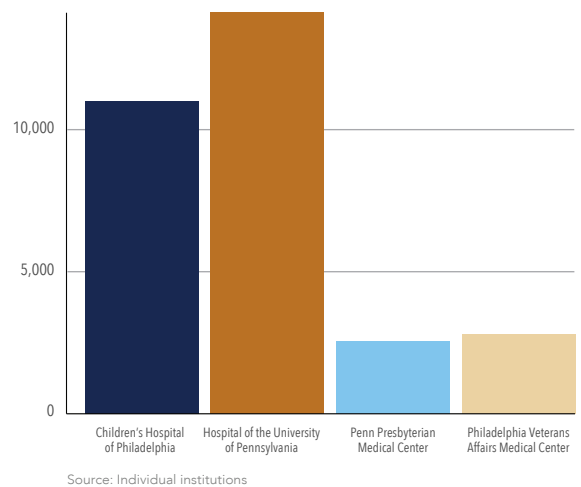
Beds



Outpatient Visits



Employees

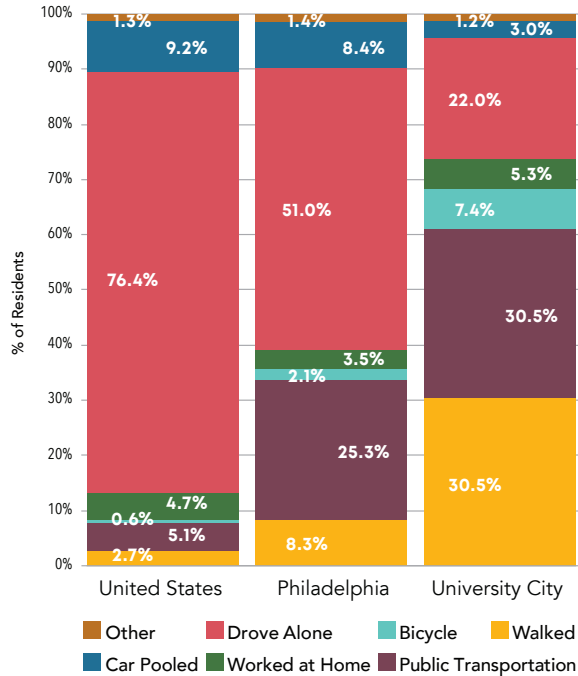


Transportation

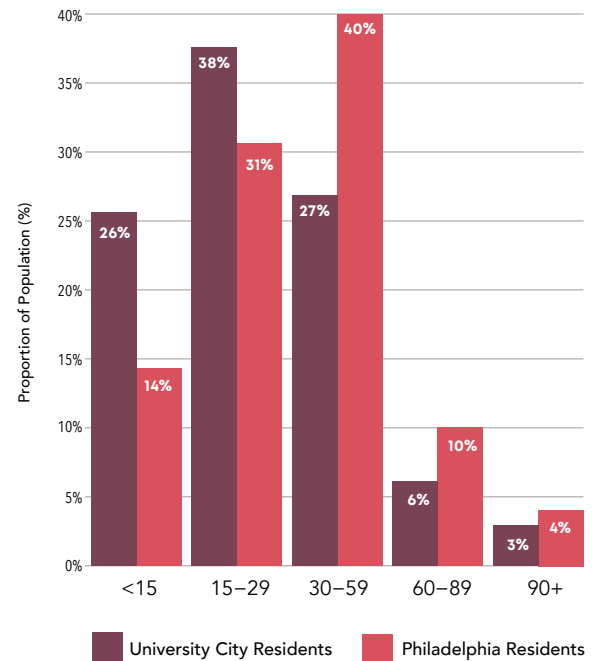


University City's streets, sidewalks, and transit stations combine to offer excellent options for traveling within the neighborhood or to points beyond, and the neighborhood once again earned "paradise" status for walking, biking, and public transit from Walkscore.com. A reported 68% of residents commute to work without relying on a car, a higher percentage than any peer innovation city other than Washington, DC. The addition of new bike share stations and bus routes, plus an estimated \$450 million of public investment toward local transportation infrastructure over the next 10 years, will further improve University City's accessibility.

Commute Mode of Residents

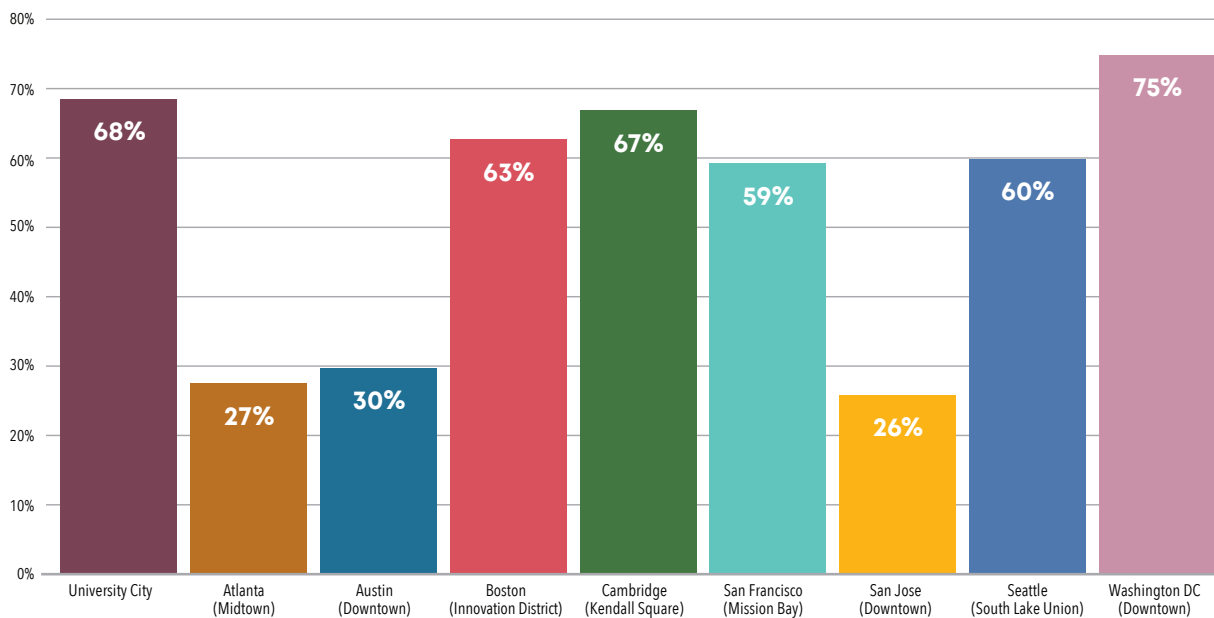


Travel Time to Work (Minutes)



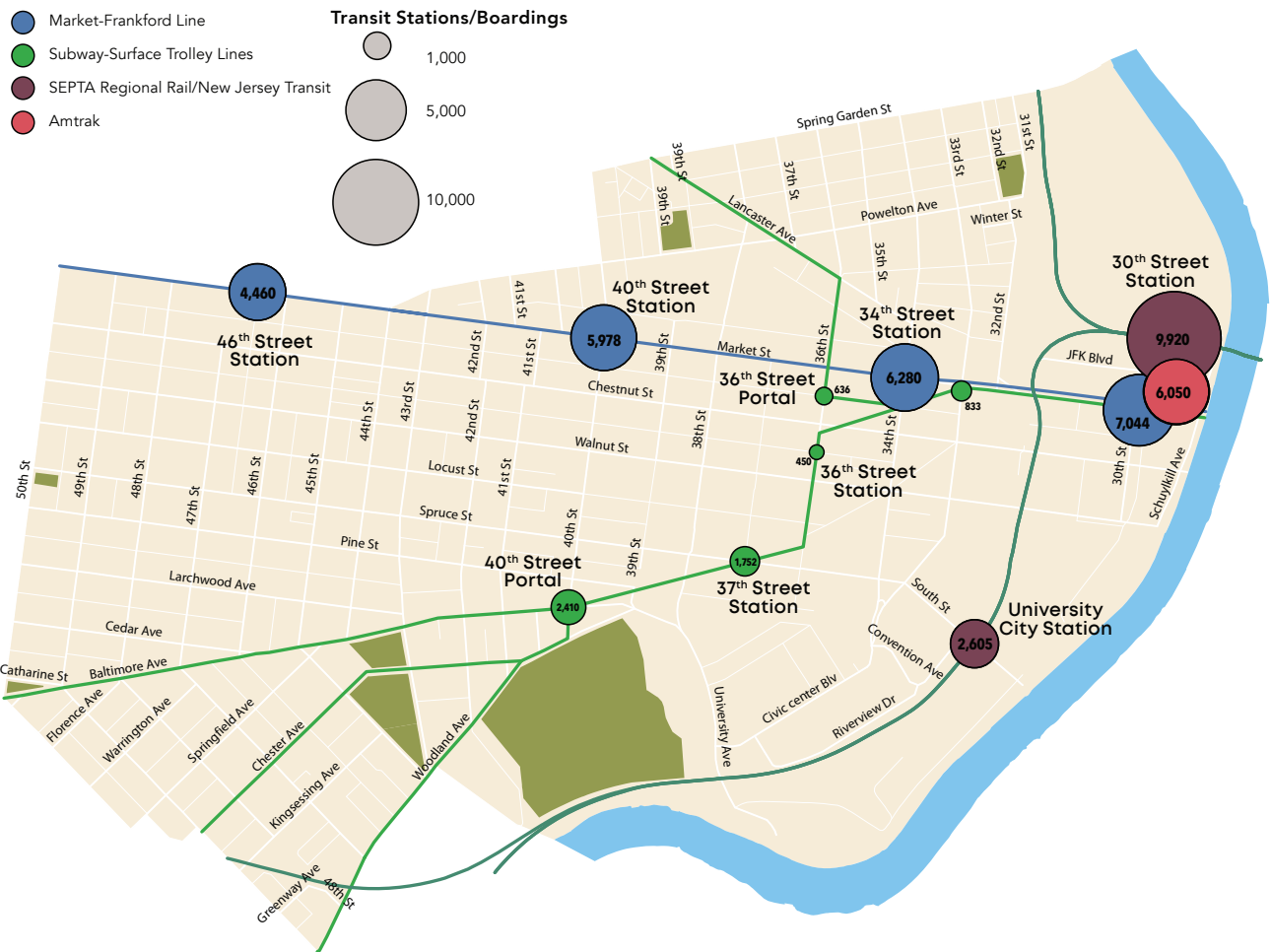
68% of residents walk, bike, or take transit to work.

Proportion of Residents who Walk, Bike, or Take Transit to Work



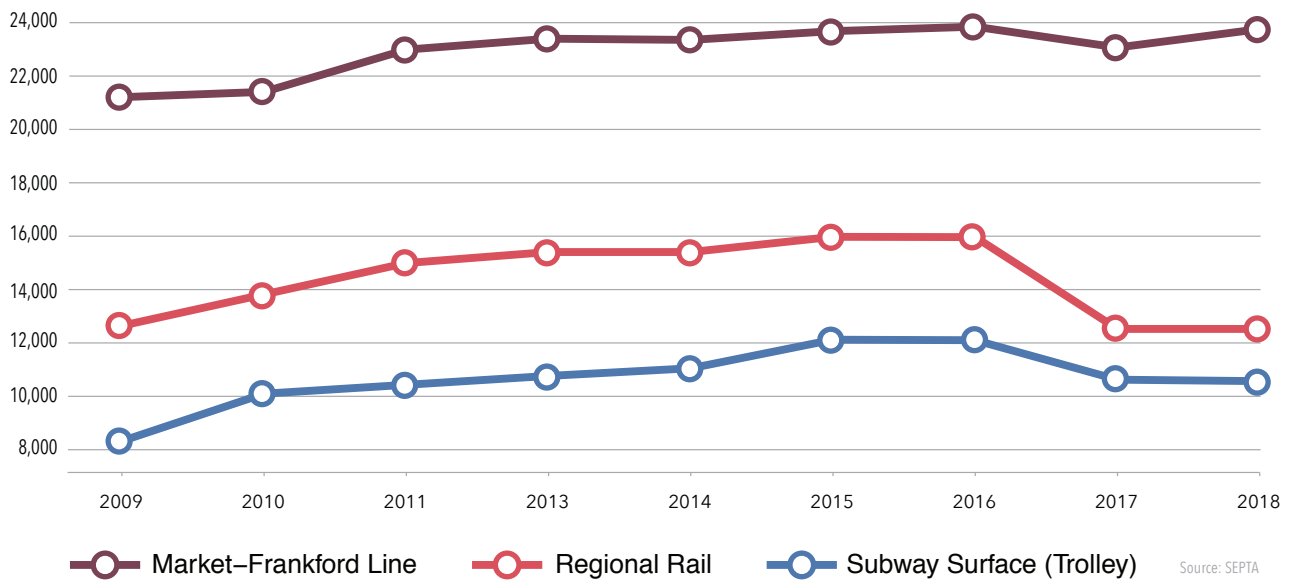
Source: US Census Bureau, 2013–2017 American Community Survey

Average Weekday Transit Boardings by Station



Source: SEPTA, Amtrak

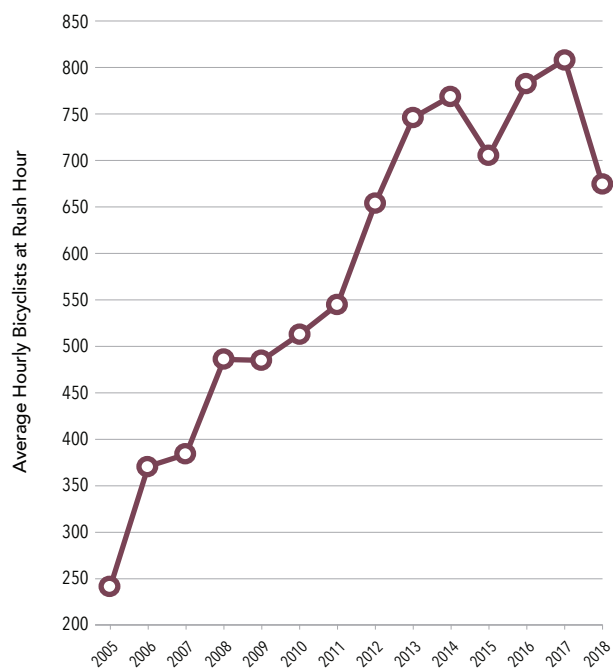
Average Daily Boardings at University City Stations



Source: SEPTA

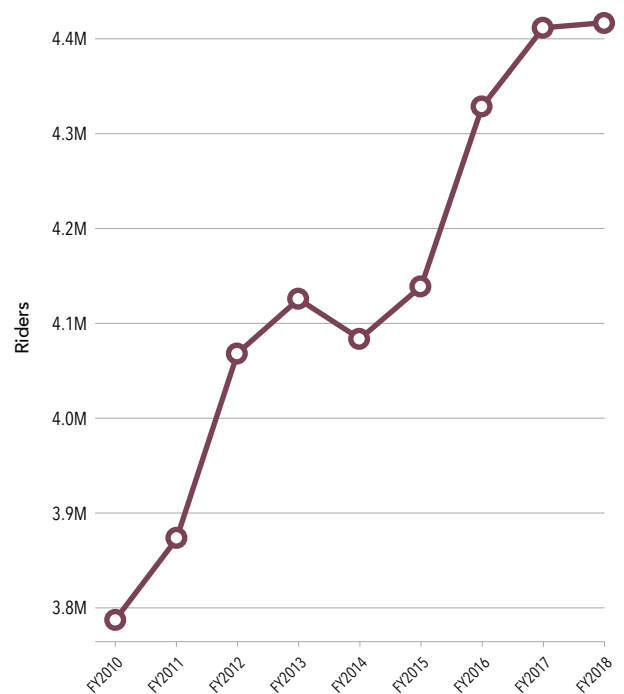


Bicycle Traffic Between University City and Center City



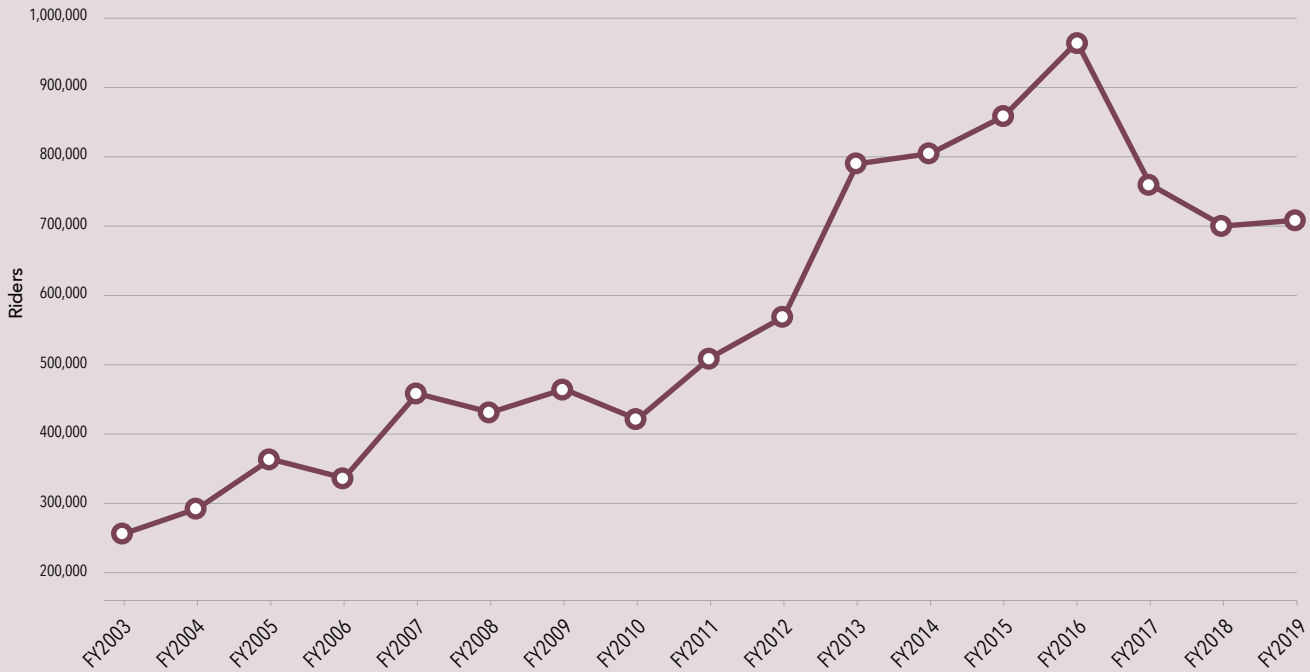
Note: Decreased numbers in 2018 may be partly due to rainy weather in Fall 2018 during bike counts; includes Schuylkill River bridges excluding Spring Garden Street
Source: Bicycle Coalition of Greater Philadelphia

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



Source: Amtrak

Annual Riders on the Loop through University City (LUCY) Shuttle



Source: SEPTA

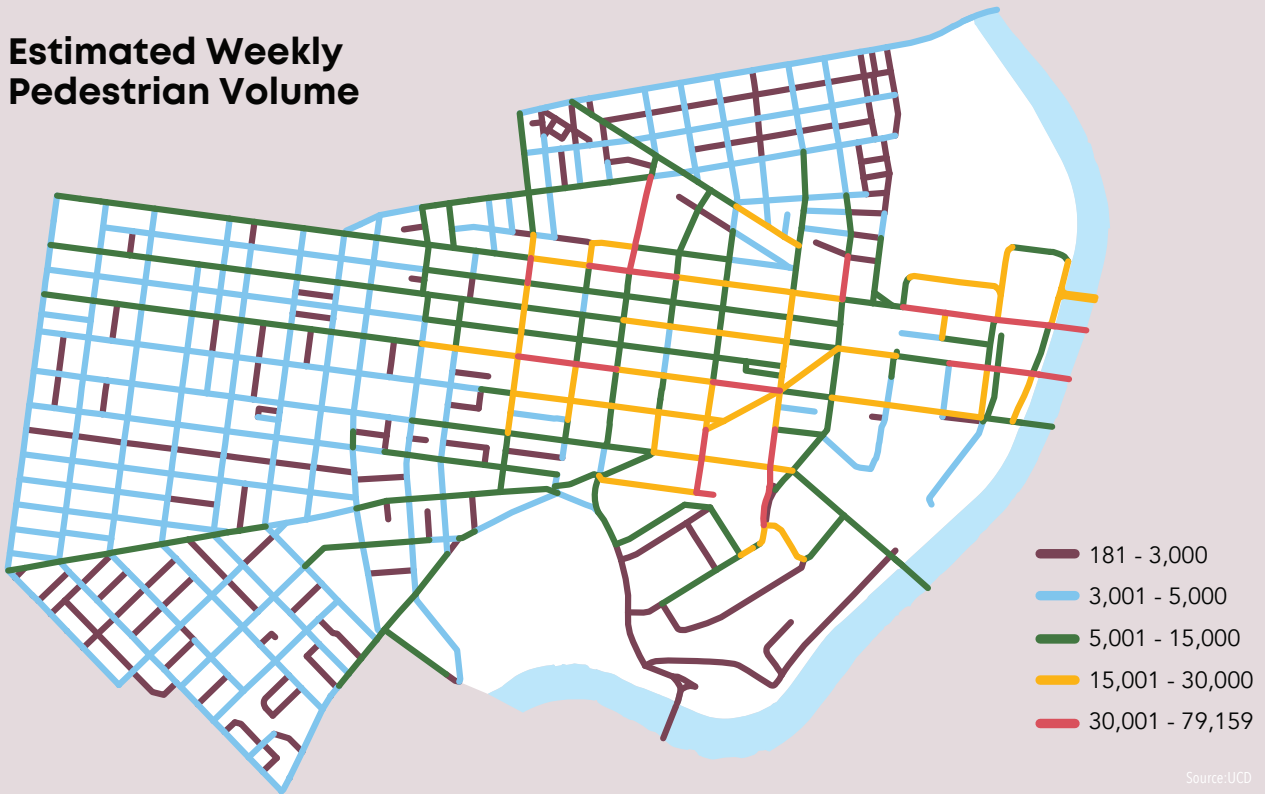
New SEPTA Route 49 Bus Route Improves Connections for Neighbors and Commuters

After years of planning, SEPTA's new Route 49 bus began running in February of 2019. Route 49 is part of SEPTA's continuing efforts to improve transit access to employment destinations, including University City's more than 85,000 jobs. The route is also a valuable transit option for people looking to travel from west of the Schuylkill River to points that were previously difficult to access via public transit, including the Philadelphia Museum of Art, the Franklin Institute, and other Parkway attractions. The University City District TMA (Transportation Management Association) used data analysis to help SEPTA develop the 49 route, which connects University City to Brewerytown, Fairmount, Grays Ferry, Point Breeze, and Strawberry Mansion. Route 49 has helped alleviate a north-south gap that had

existed in the local transit network, has reduced travel times to University City from nearby neighborhoods, and averaged 2,050 average weekday boardings during its first season of operation.

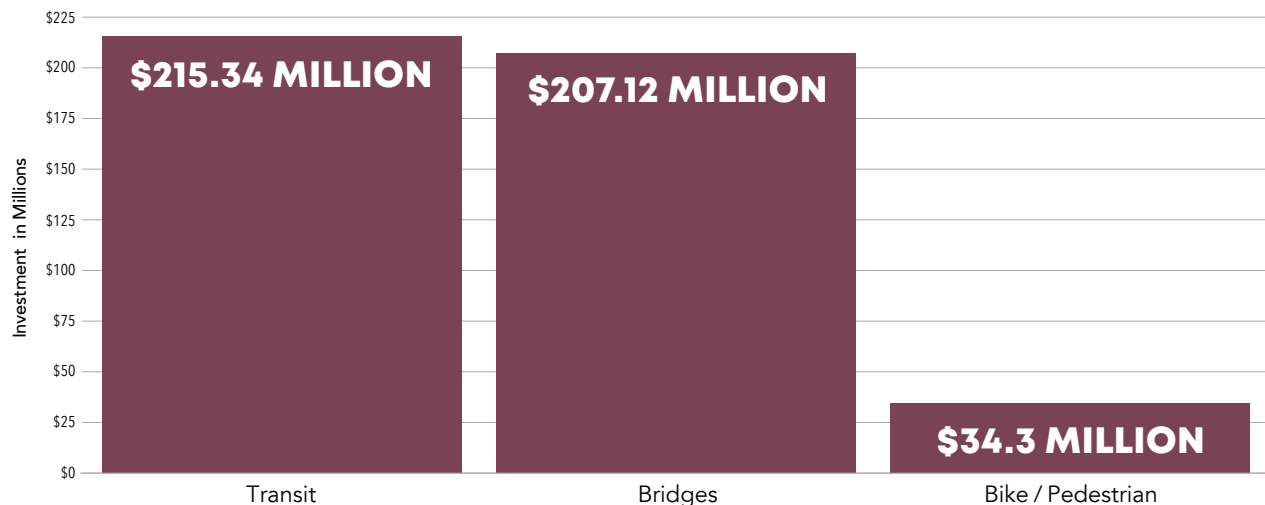


Estimated Weekly Pedestrian Volume



Over \$450 million of public funds will be spent on local transportation infrastructure in University City through 2030.

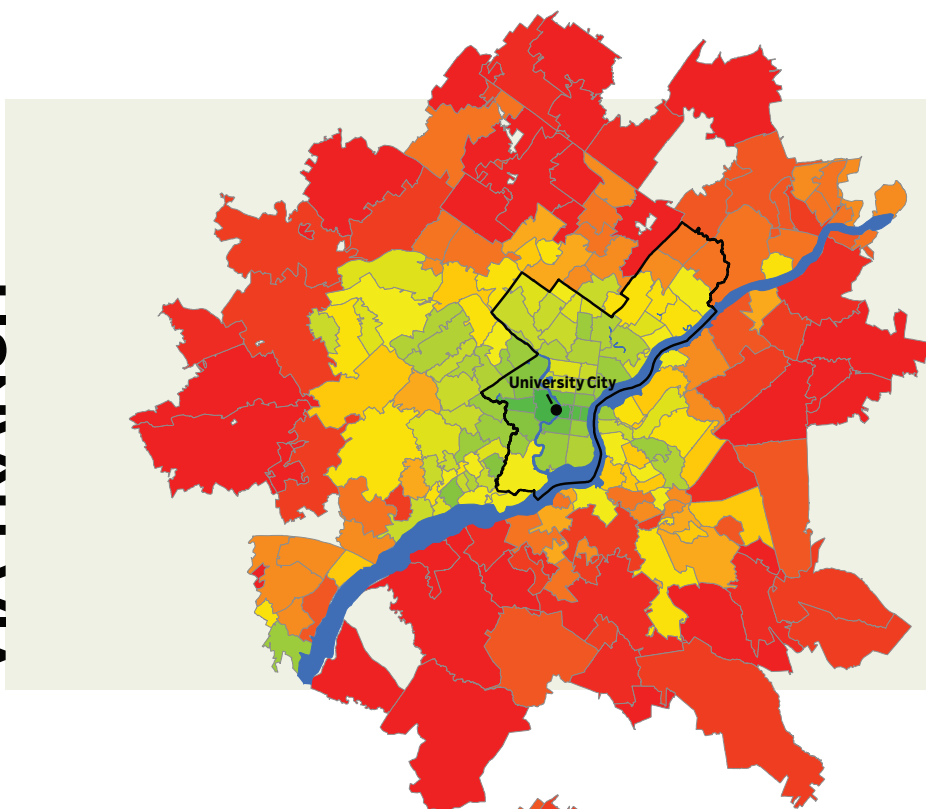
Planned Public Investment in University City Transportation Infrastructure from 2019 to 2030



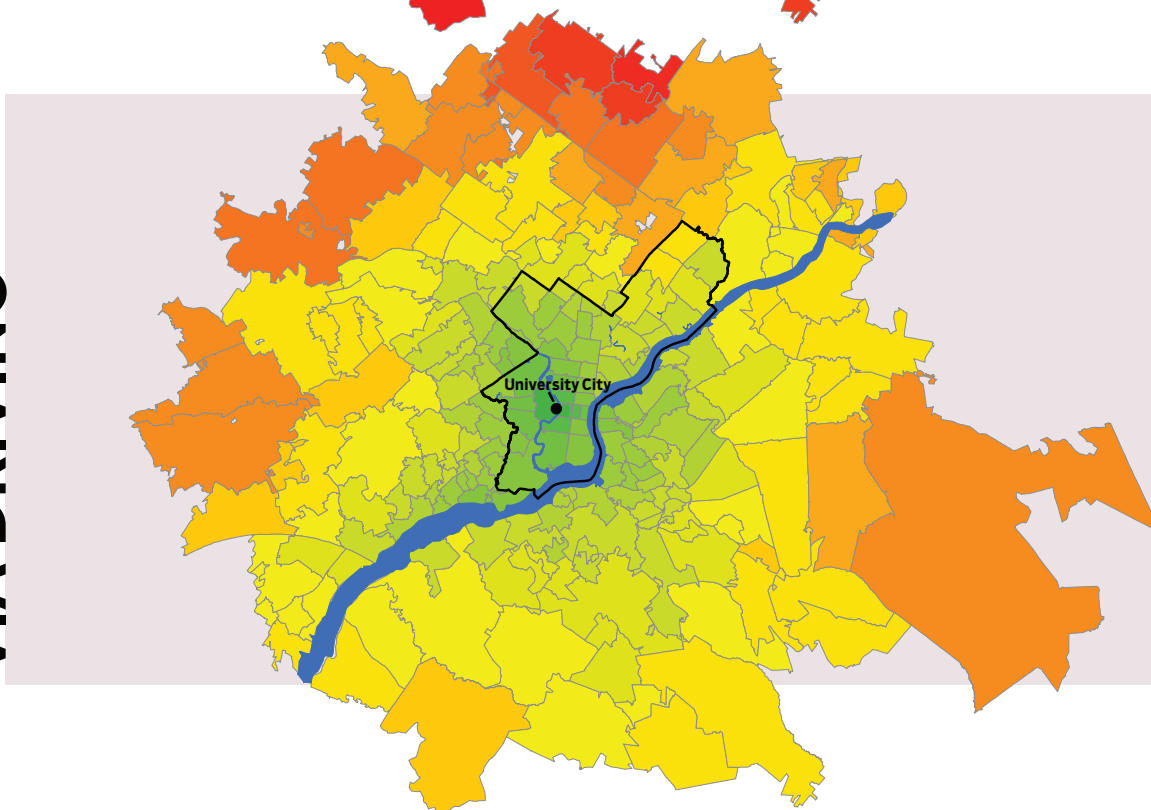
Source: DVRPC, SEPTA, PennDOT

Travel Time from University City

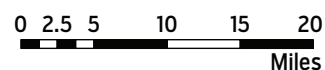
VIA TRANSIT



VIA DRIVING

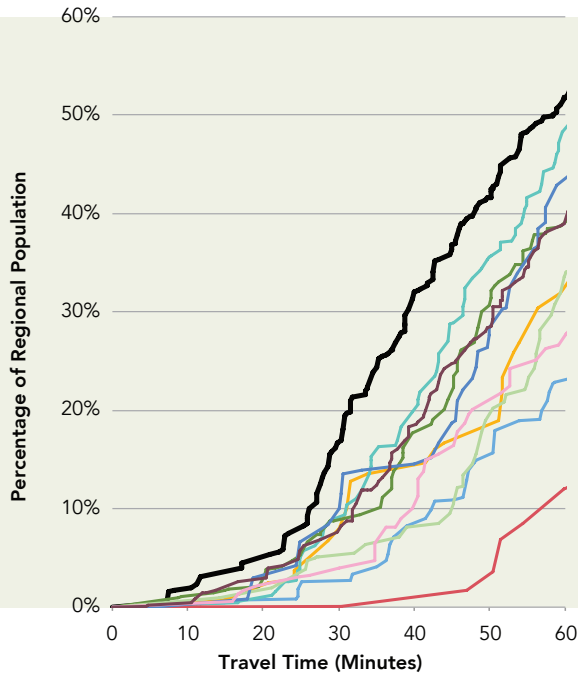


MINUTES

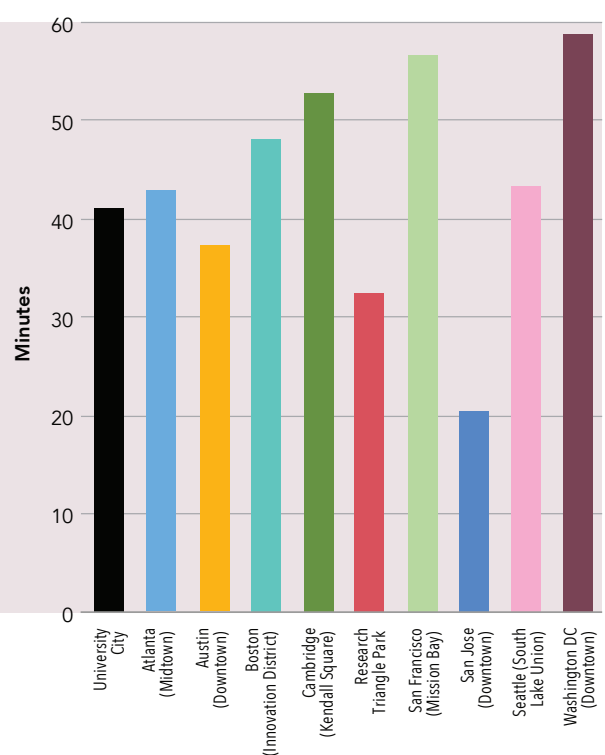
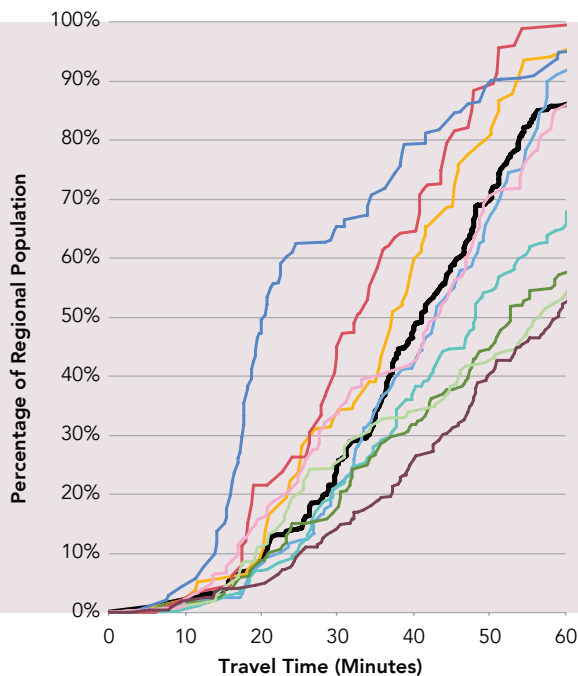
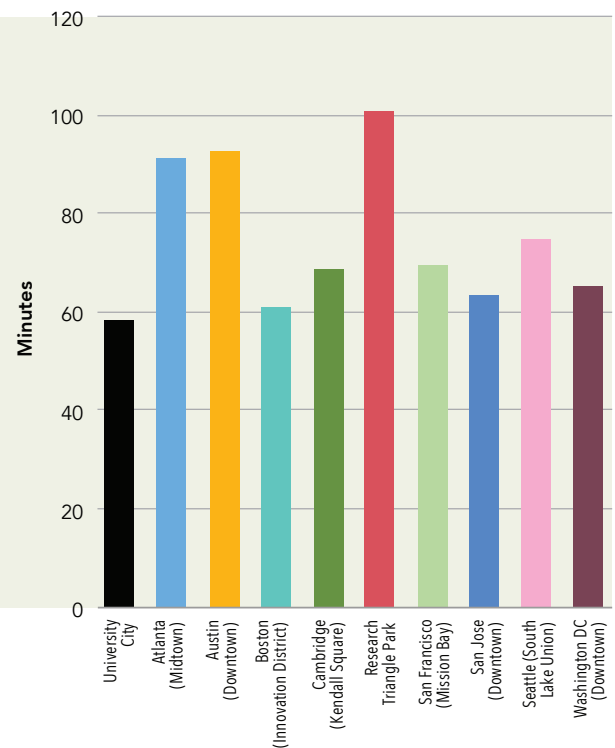


Travel Time from Employment Center

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



Median Travel Time from Employment Center



- University City
- Atlanta (Midtown)
- Austin (Downtown)
- Boston (Innovation District)
- Cambridge (Kendall Square)
- Research Triangle Park
- San Francisco (Mission Bay)
- San Jose (Downtown)
- Seattle (South Lake Union)
- Washington DC (Downtown)

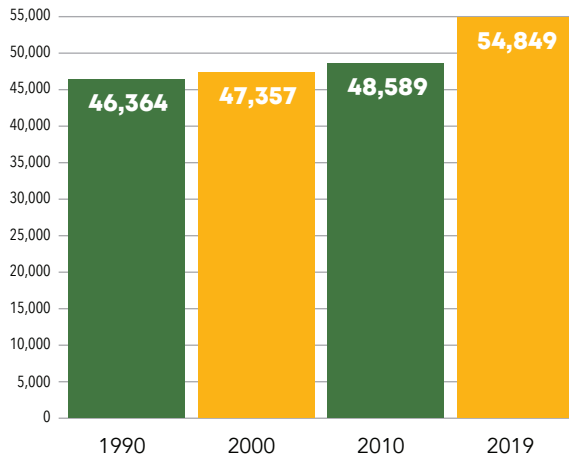
Notes: Travel times are estimated at 5pm local time on a weekday; travel times are estimated to all zip codes within a 25 mile radius of employment center • Source: Google, ESRI

People



Our neighborhood of nearly 55,000 people is made up of a diverse mix of college students, new families, young professionals, and residents who have called University City home for decades. The abundance of college students accounts for both the high percentage of millennials living here, and also the nearly 60% of residents who have obtained at least a Bachelor's degree. This young, educated population is very diverse, with an over-60% probability that any two residents meeting are of different races, a higher rate than all peer employment centers other than Mission Bay in San Francisco and downtown San Jose. The current population is up nearly 13% since 2010, which demonstrates improved quality of life and increased desirability of the neighborhood.

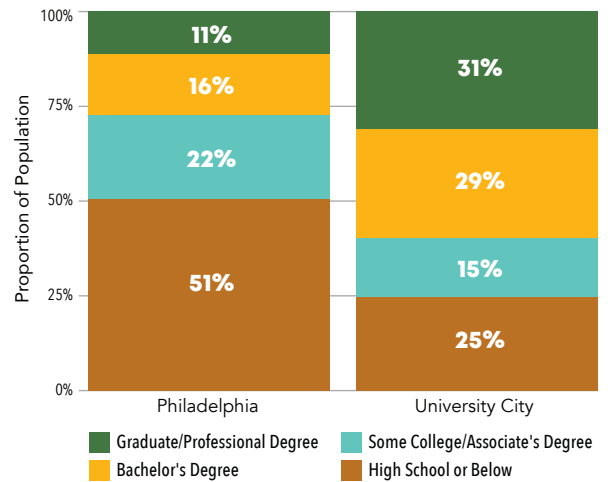
University City Population



Source: US Census Bureau, Decennial Census, UCD estimate for 2019

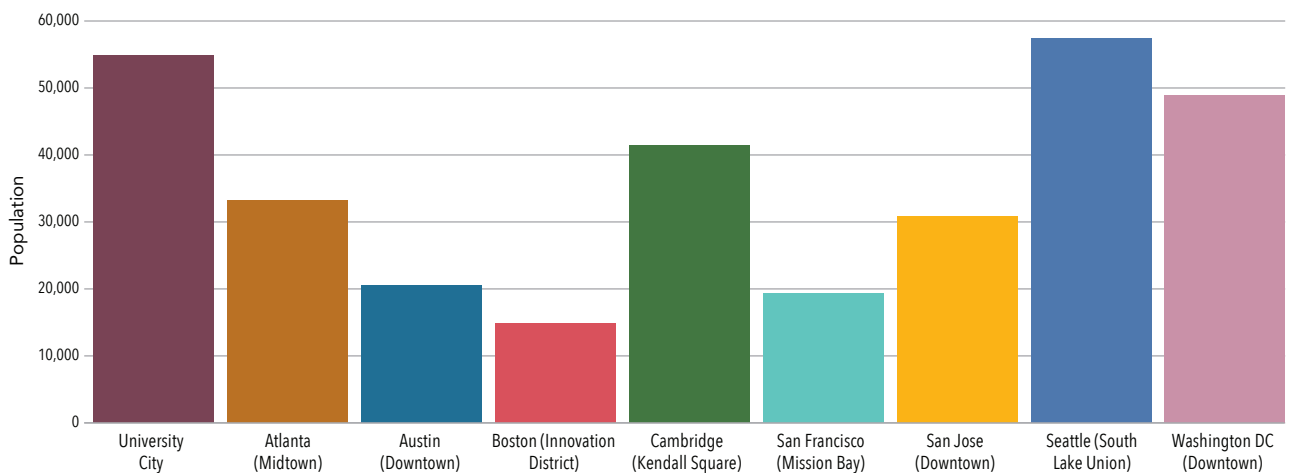
Educational Attainment

Population 25 Years and Over



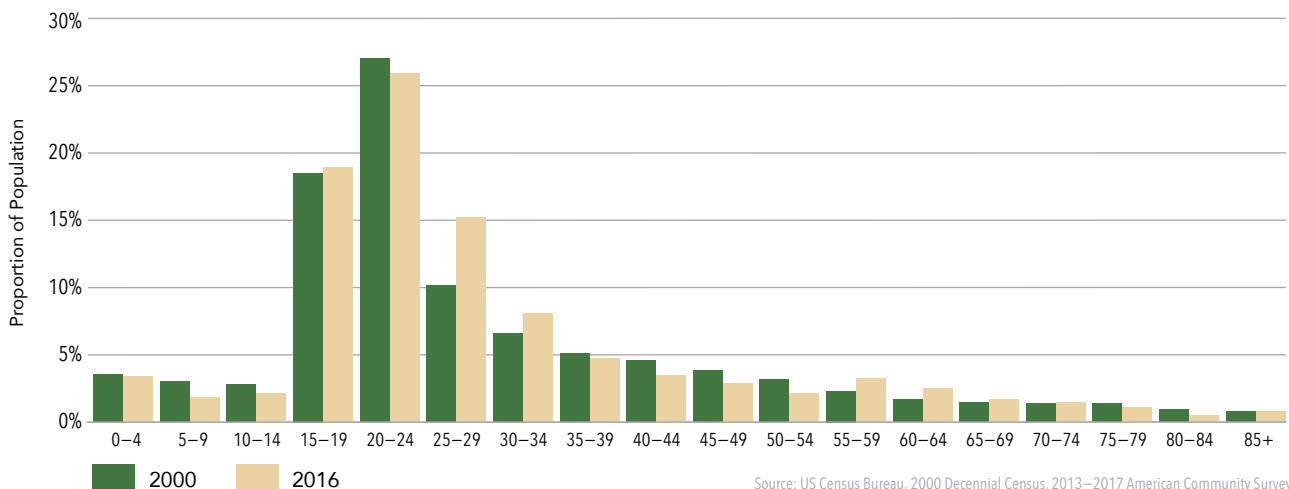
Source: US Census Bureau, 2013–2017 American Community Survey

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, 2013–2017 American Community Survey

Age Distribution

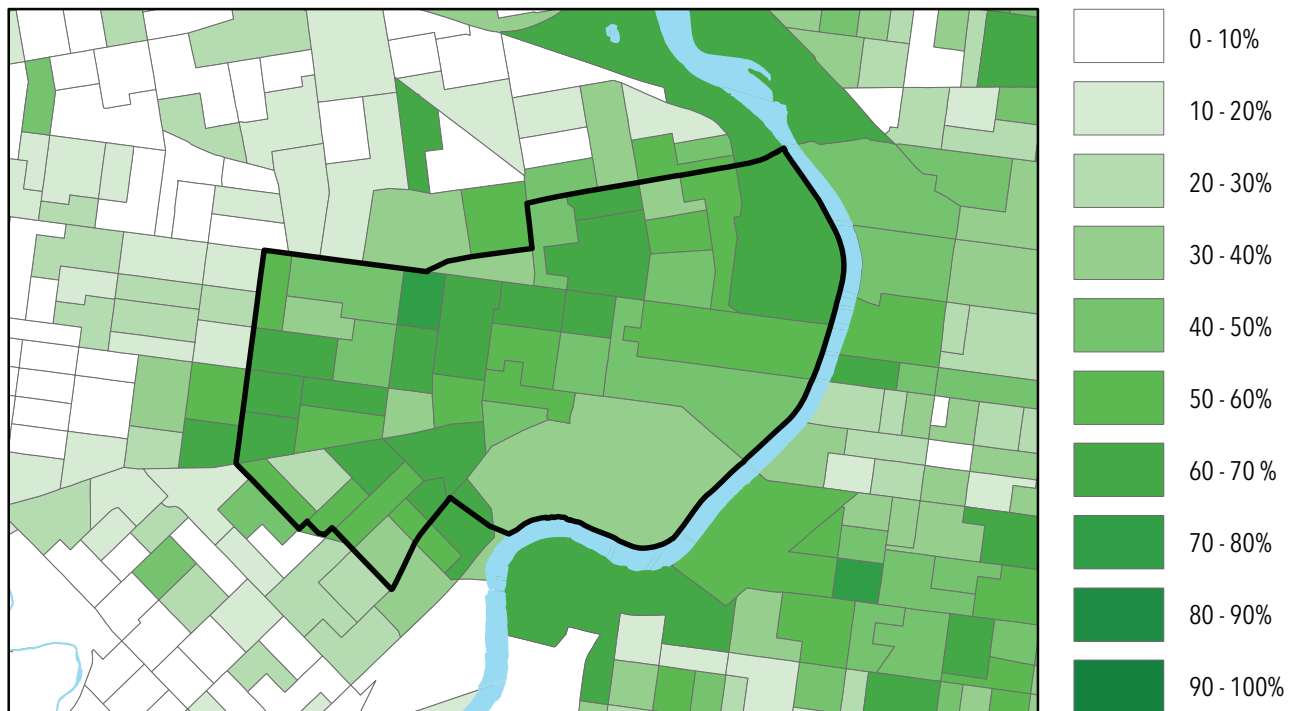


Source: US Census Bureau, 2000 Decennial Census, 2013–2017 American Community Survey



Diversity Map

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

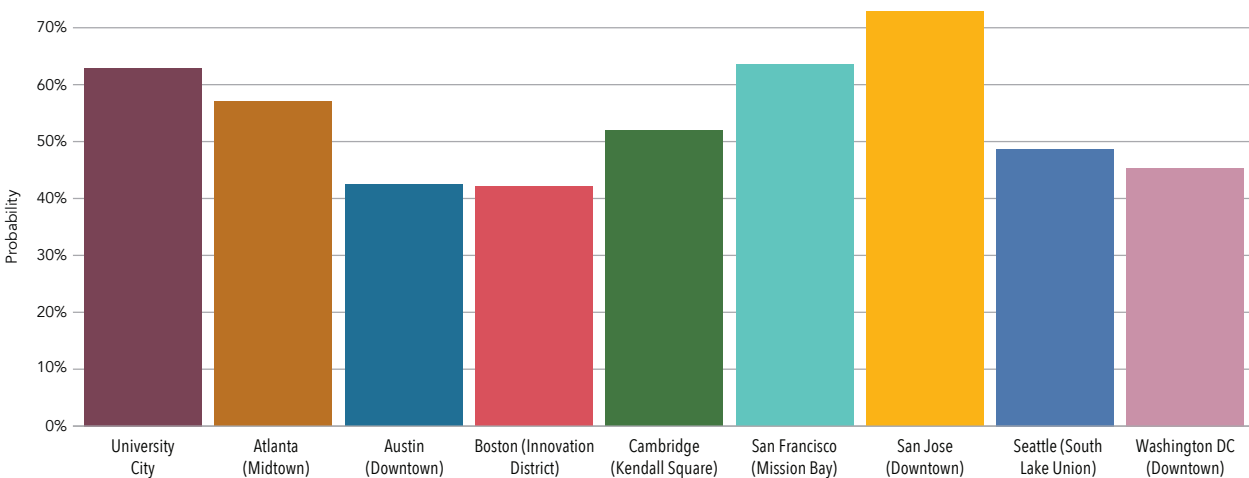


Source: U.S. Census Bureau, 2013-2017 American Community Survey



Diversity

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



Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing • the peer employment center. Source: US Census Bureau, 2013–2017 American Community Survey

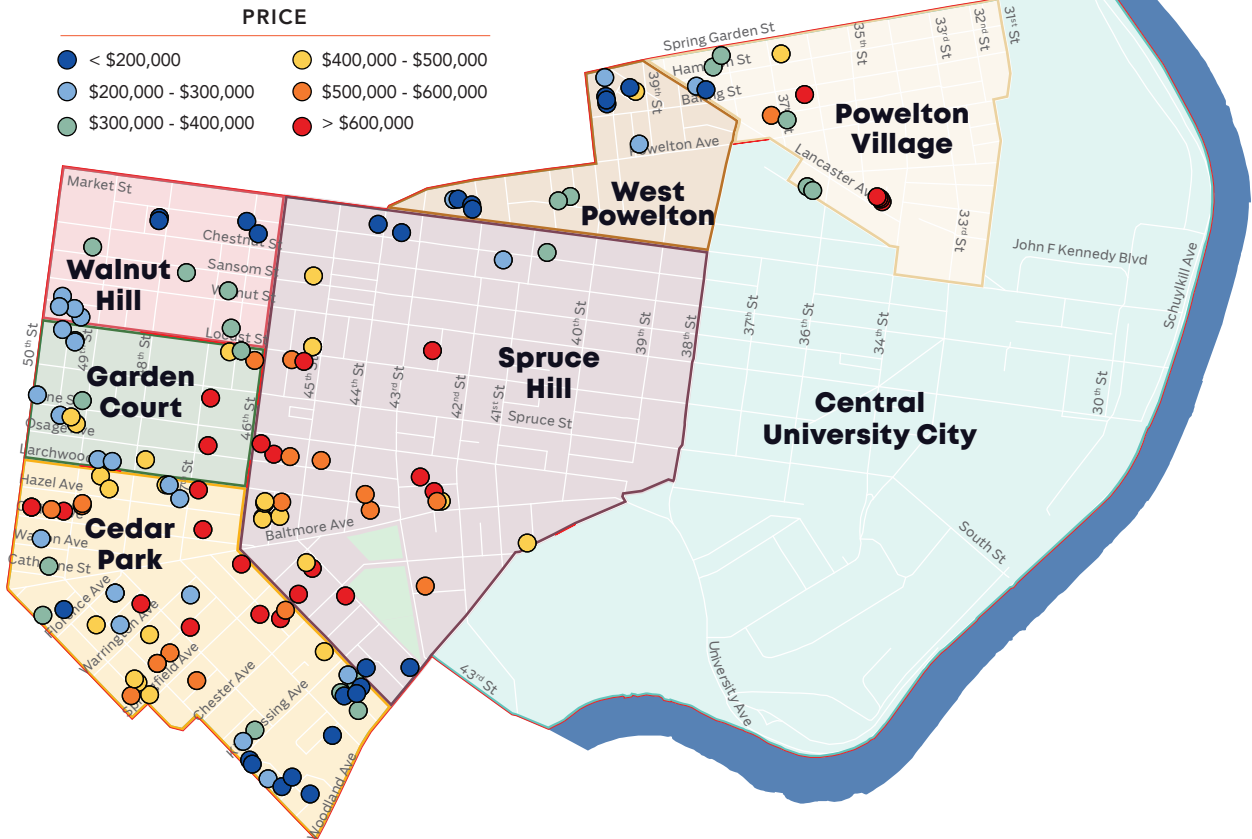
In University City there's a 63% probability that two residents meeting will be different races.

Life in the Neighborhood



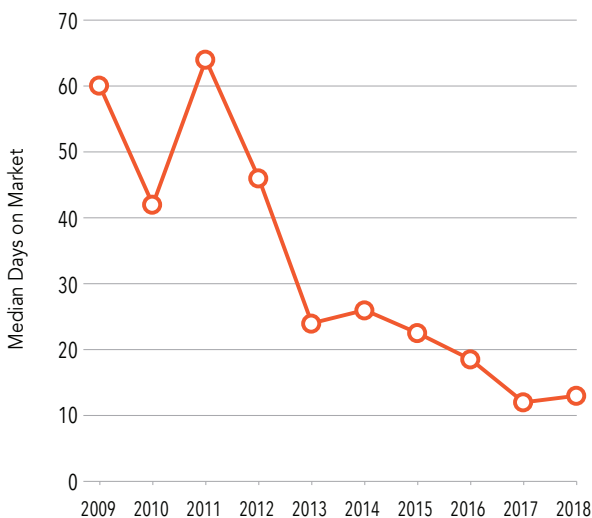
What makes a neighborhood a great place to live? For University City, it's fantastic amenities, an excellent dining scene, diverse housing options, world-class transit, parks and public spaces aplenty, and communities with distinct personalities. Options for housing in University City are as varied as the residents, with historic homes, luxury high-rises, dormitories, and walk-up apartments. Residents are never far from a piece of public art, a green space, or a place to sit. Getting around is a breeze thanks to the excellent transportation options, and 68% of residents elect to walk, bicycle, or ride public transit to get to work. Raising a family? Local schools earn annual accolades, and a new 90,000 square foot K-8 school at 3610 Warren Street will soon open. An eclectic dining scene caters to every appetite, and retail options range from national chains to one-of-a-kind storefronts. Active neighborhood associations and community groups provide civic pride and engagement to the sub-neighborhoods within the district.

Residential Sales 2018

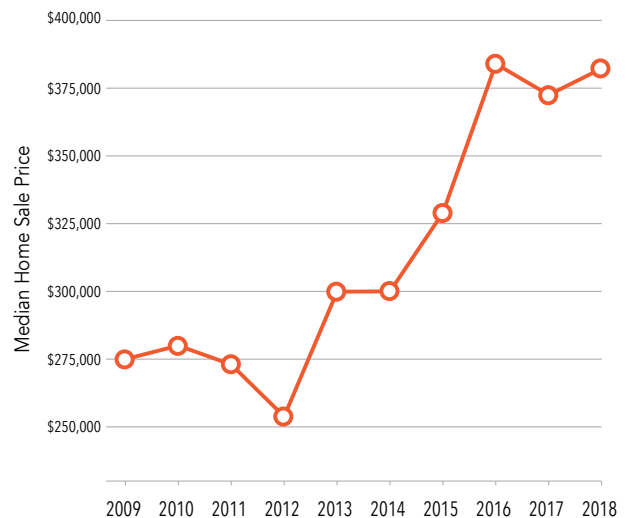


Houses for sale in University City spend an average of 13 days on the market.

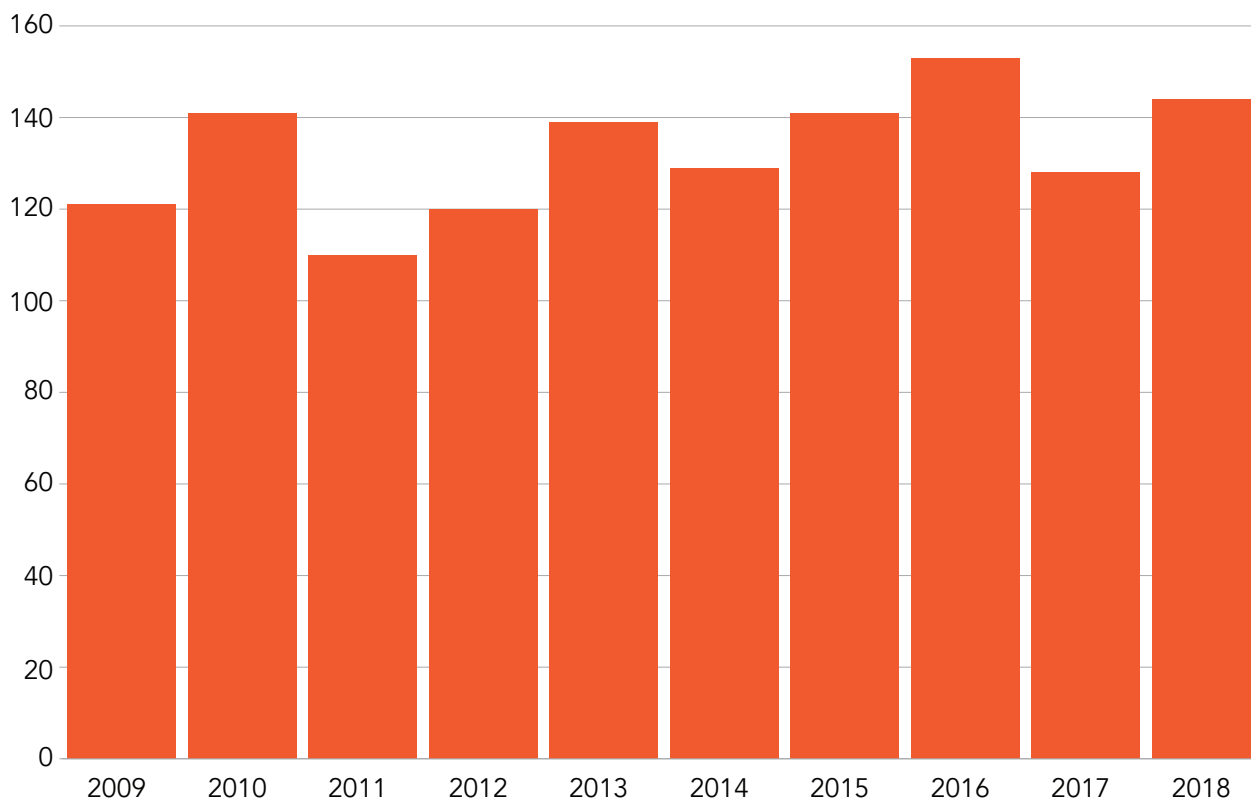
Median Days on Market for Home Sales in University City



Median Home Sale Price in University City

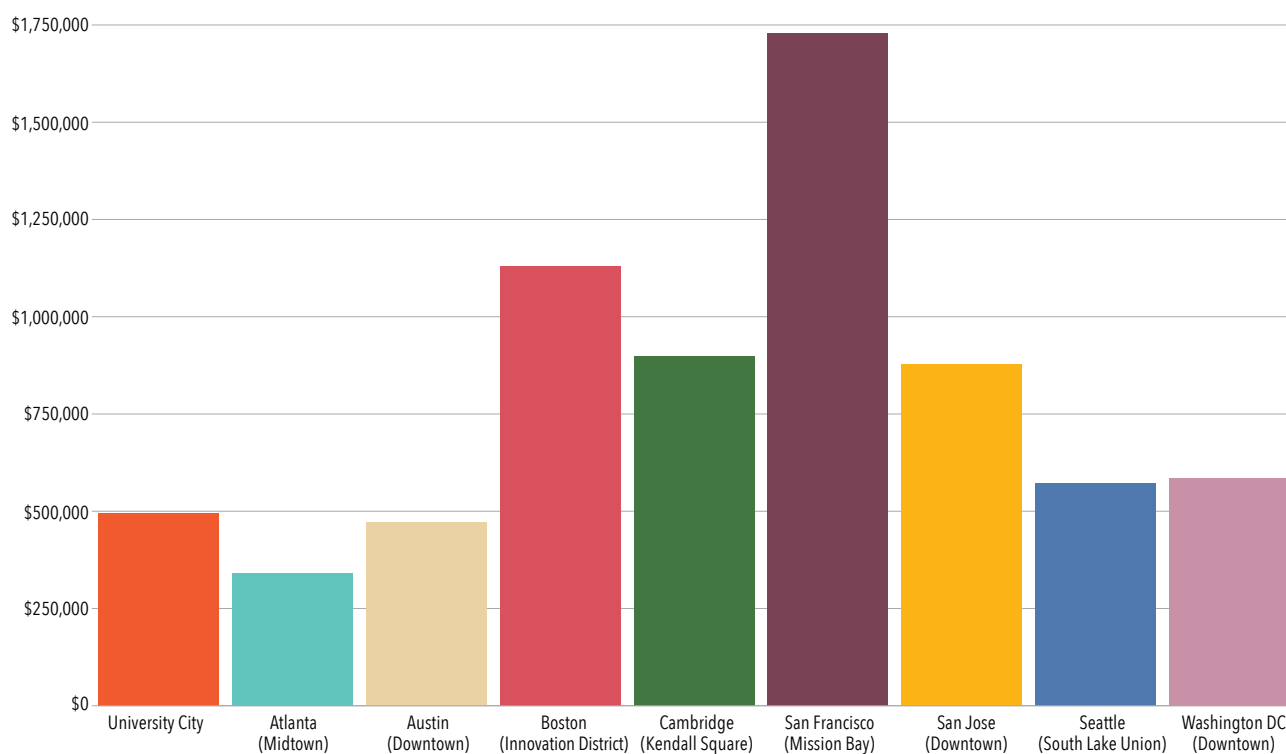


Number of Home Sales in University City



Source: Philadelphia Department of Records

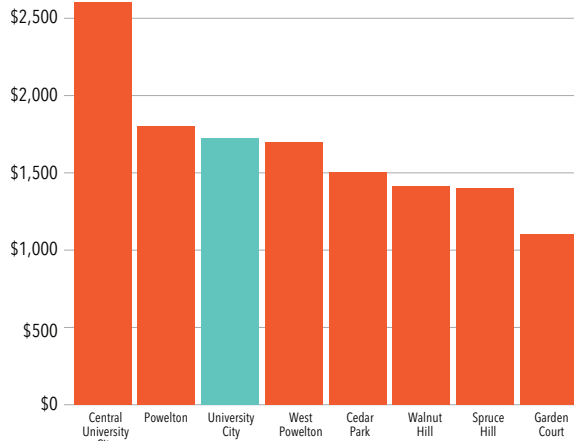
Median Home Asking Price in University City and Peer Employment Centers



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 2019

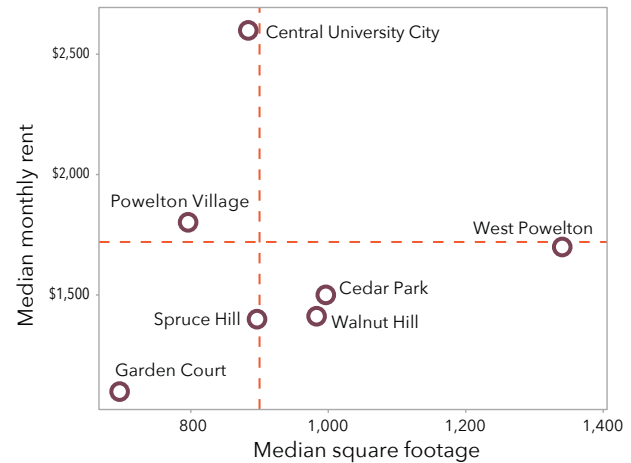


Median Rent in University City for Current Listings



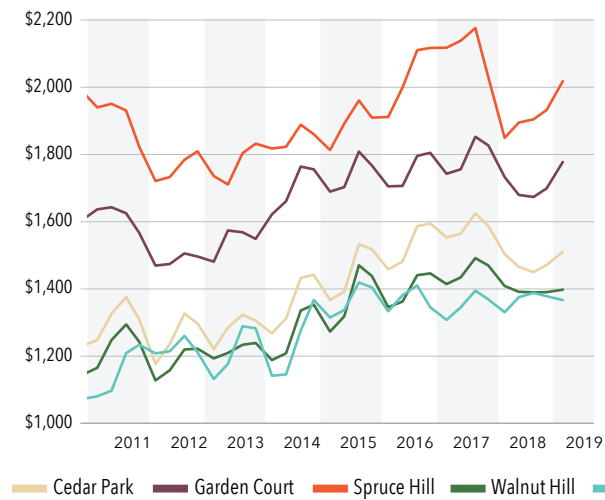
Note: University City includes all neighborhoods • Source: Zillow, Aug. 2019 snapshot

Current Listing Area vs Price by Neighborhood



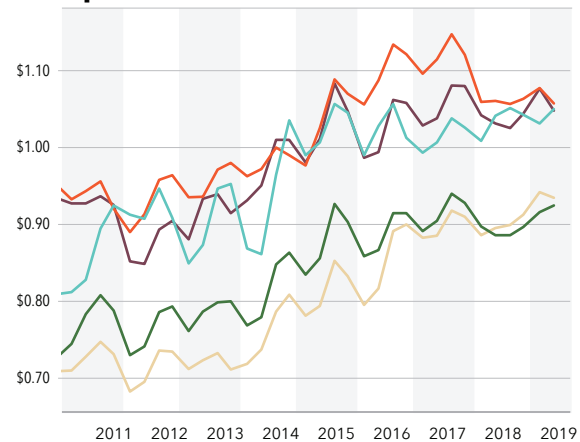
Note: Dashed line is median for all University City listings • Source: Zillow, Aug. 2019 snapshot

Zillow Rent Index Monthly Rent



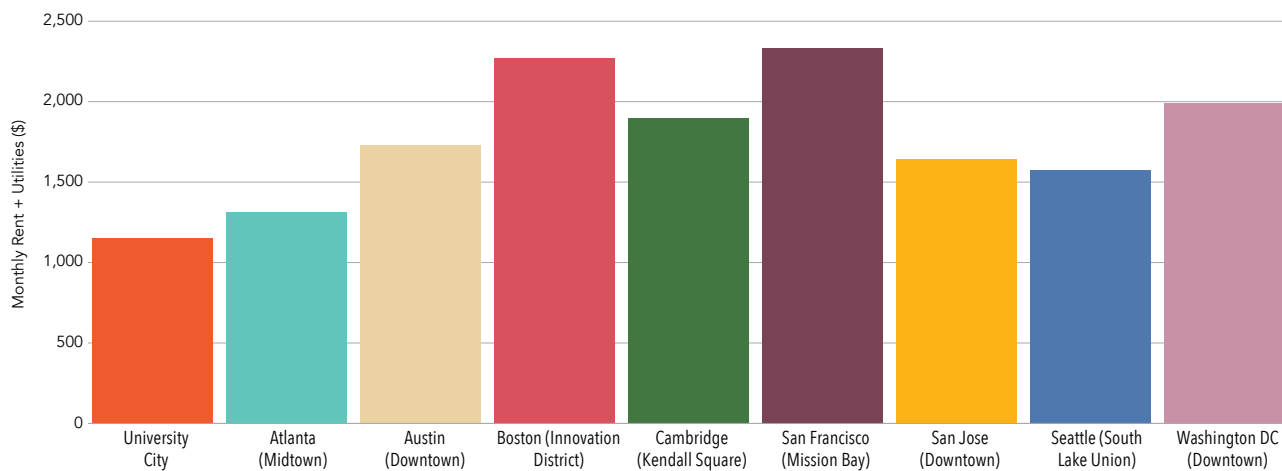
— Cedar Park — Garden Court — Spruce Hill — Walnut Hill — West Powellton

Zillow Rent Index Monthly Rent per Square Foot



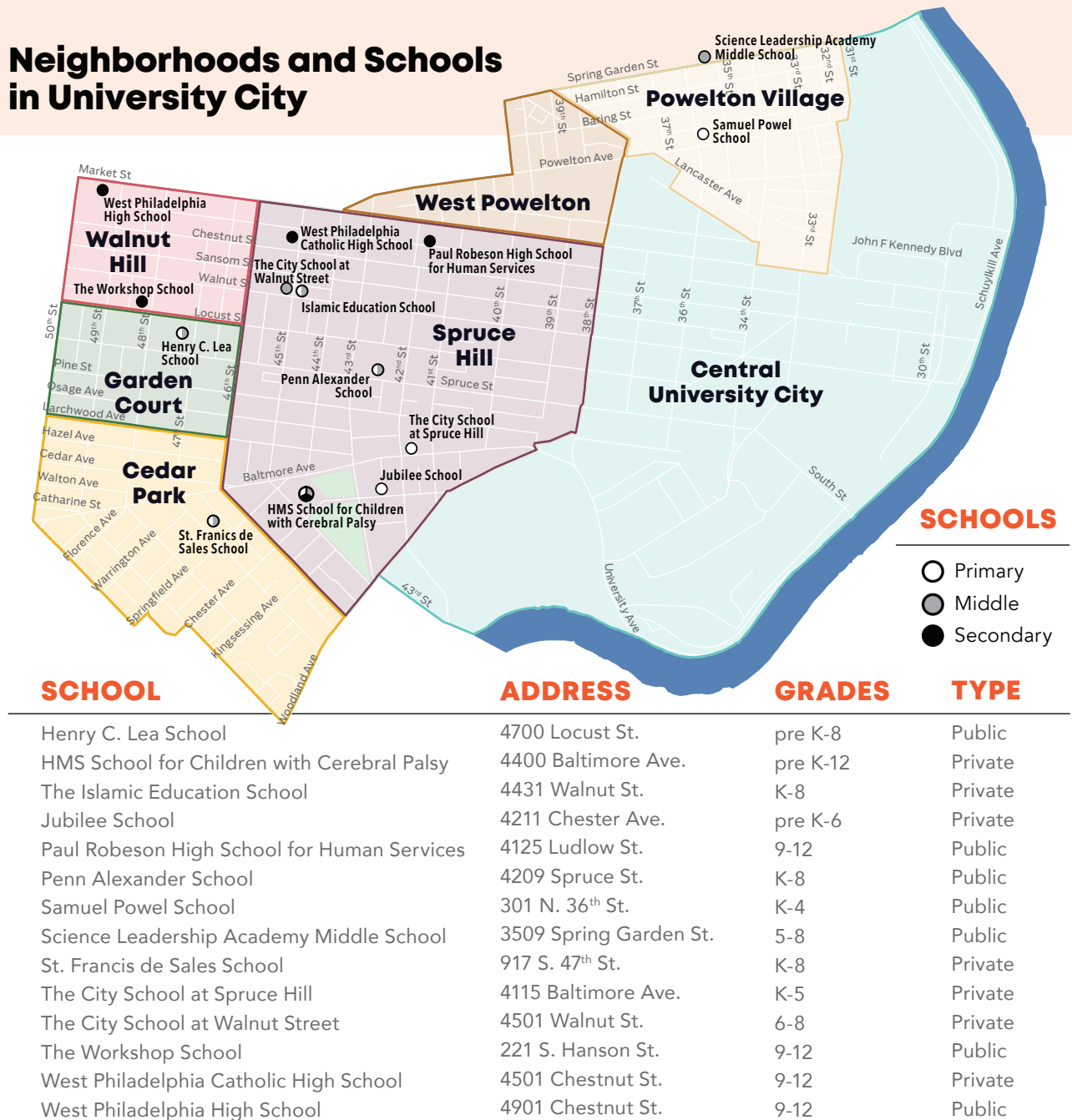
Note: Neighborhood boundaries as defined by Zillow. The Zillow Rent Index (ZRI) gives rental price insights without bias of homes that are currently listed for rent. • Source: Zillow Rent Index (ZRI)

Average Rent and Utilities in University City and Peer Employment Centers



Source: US Census Bureau, 2013–2017 American Community Survey

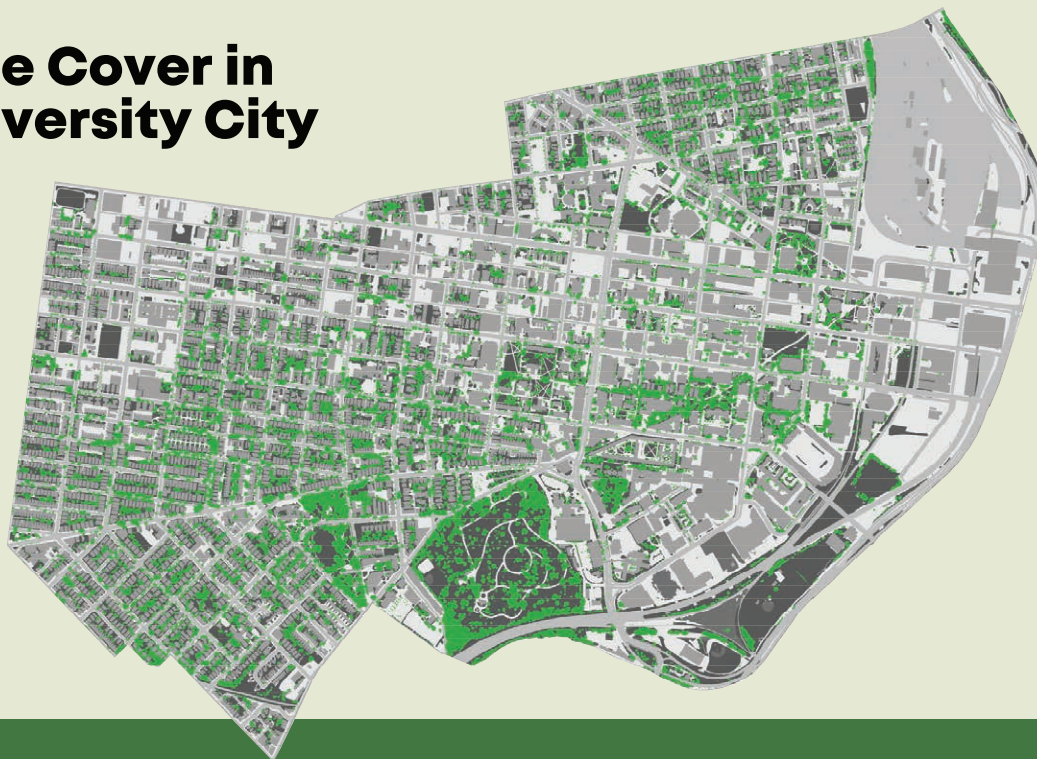
Neighborhoods and Schools in University City



A New Home Planned for Two High-Performing West Philadelphia Public Schools

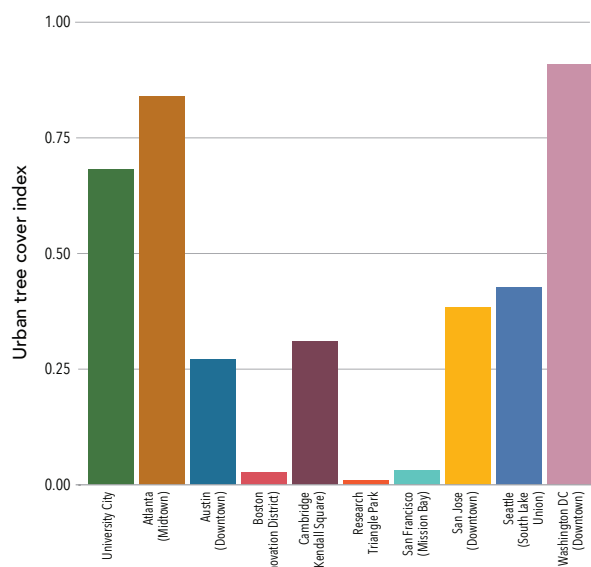
In May of 2019, Drexel University announced its partnership with Wexford Science & Technology, LLC for the design and construction of a new \$38 million K-8 school. The Powel Elementary School and the Science Leadership Academy Middle School will be combined to form the Powel-Science Leadership Academy Middle School (PSLAMS), a new 90,000 square foot facility nearly fully funded through a combination of private and public money secured by Drexel, aided by generous contributions from the Lenfest Foundation, Wexford, and Ventas, Inc. Construction of the school, to be located at 3610 Warren Street, is expected to be completed in time for the 2020-21 school year.

Tree Cover in University City



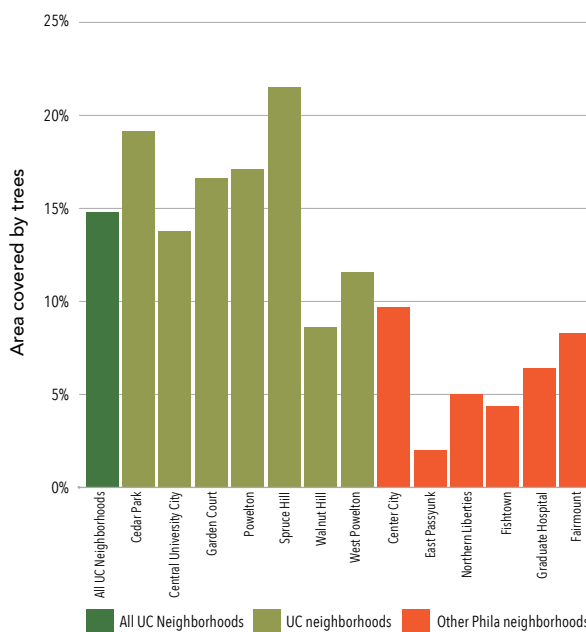
University City neighborhoods are some of the greenest in Philadelphia, with almost 15% of the district's area covered by tree canopy.

Tree Cover in University City vs. Peer Employment Centers, Adjusted by Population



Note: 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

Tree Cover by Neighborhood in Philadelphia



Source: University of Vermont Spatial Analysis Lab Philadelphia land cover raster, EarthDefine SpatialCover Tree data

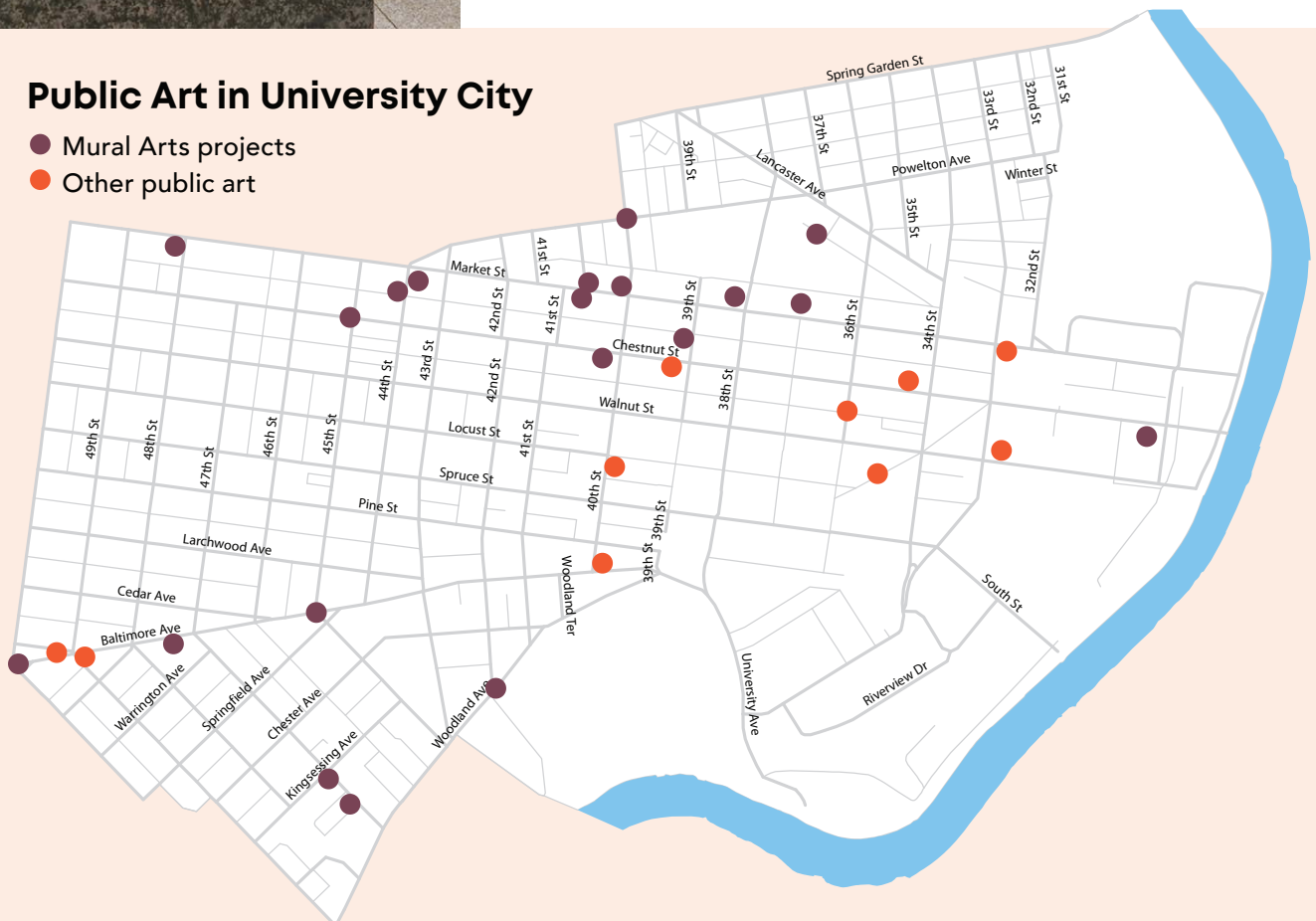


The Penn Museum Unveils Transformed Galleries and Spaces

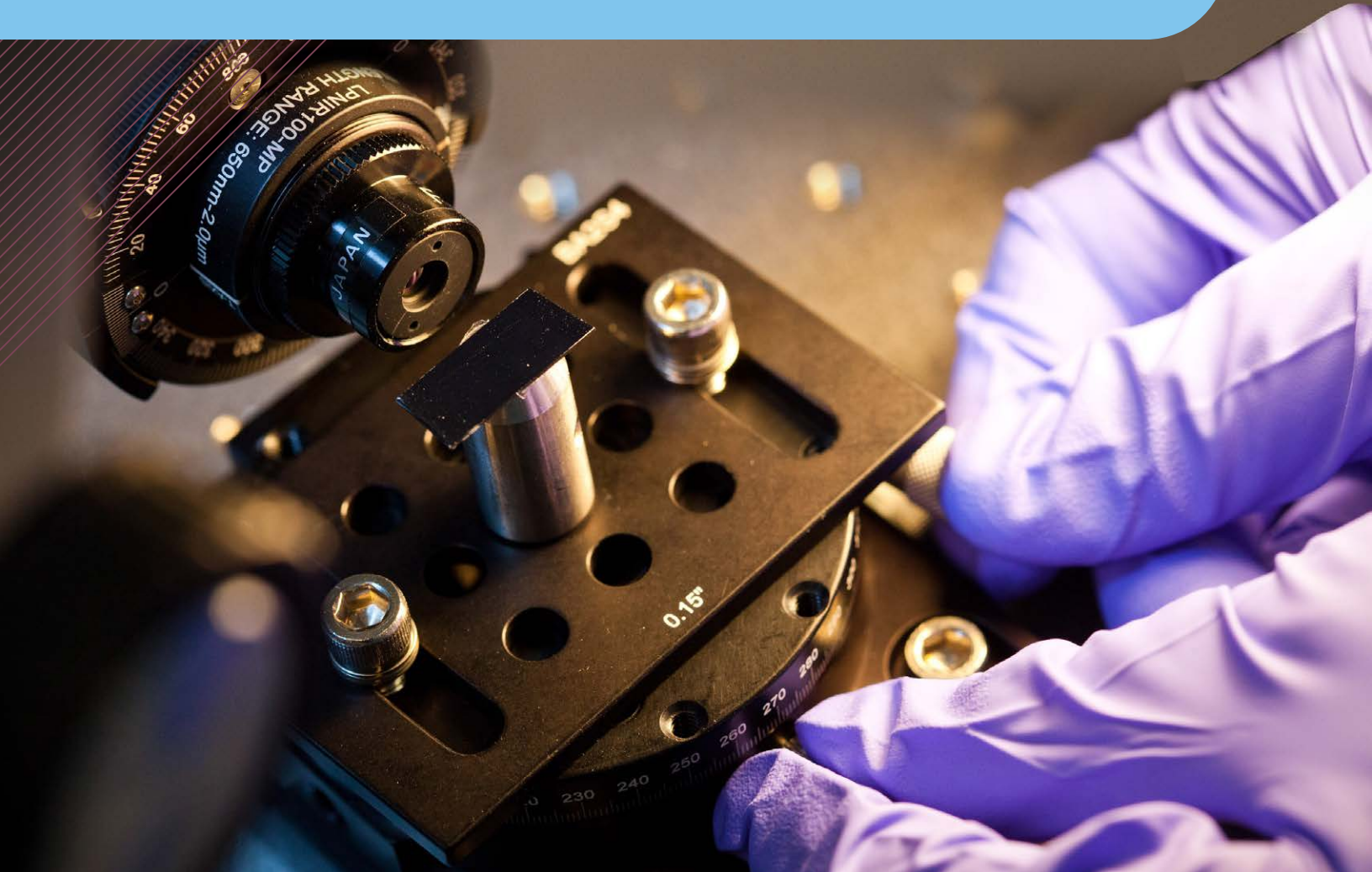
In November 2019, the Penn Museum unveiled the next phase of its multi-year building renovation project. Reimagining most of the 132-year-old Museum's spaces, the building transformation has created a brand new Sphinx Gallery to showcase a 25,000-pound monument; a Mexico and Central America Gallery that focuses on the similarities between distinct societies; and a suite of Africa Galleries, which trace the pathways of key objects from their African Makers to the Museum. In addition, the Main Entrance Hall has been transformed, opening staircases that had been closed for more than a century and bringing in natural light. It features new elevators, plentiful seating, and accessible restrooms. The next step in the building transformation will be the Museum's new Ancient Egypt and Nubia Galleries.

Public Art in University City

- Mural Arts projects
- Other public art

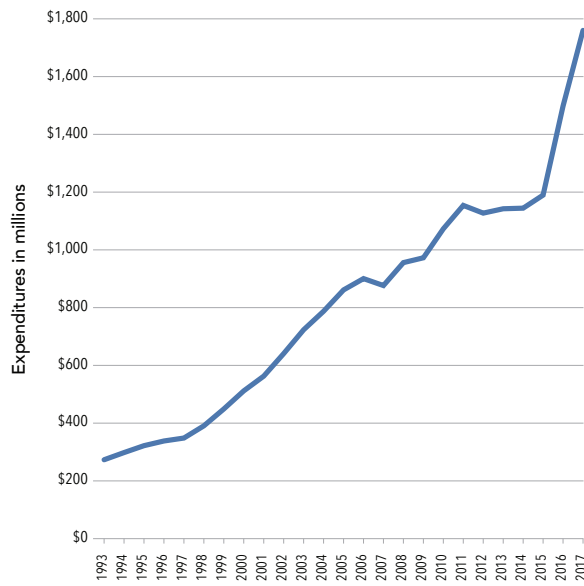


Innovation



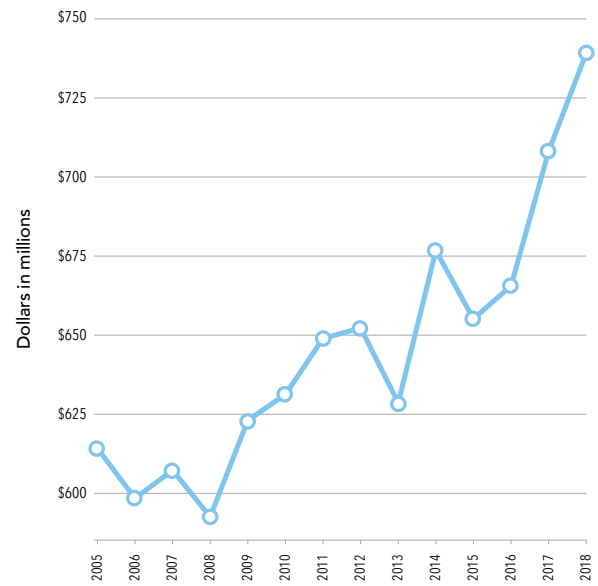
University City is nationally recognized as a hub for advances in science, research, and medicine, and is earning a reputation as the “Silicon Valley of health care,” according to Johnson & Johnson CEO Alex Gorsky, and others. Local discoveries including the first FDA-approved cell therapy and first FDA-approved gene therapy bring billions of dollars to the regional economy, a number that grows each year as new start-ups, incubators, and laboratories launch. A record-smashing 228 patents were issued to University City businesses and institutions, who also accounted for \$1.76 billion in R&D funding. Facilities including the Cambridge Innovation Center at 3675 Market Street, the Pennovation Center, Drexel’s ic@3401, and forthcoming projects including two new expansions of Penn’s prestigious Wharton School will fuel even more discoveries and inventions in the years to come.

Research & Development Expenditures at University City Institutions



Note: CHOP expenditures include external funding only.
Source: CHOP Research Institute; National Science Foundation

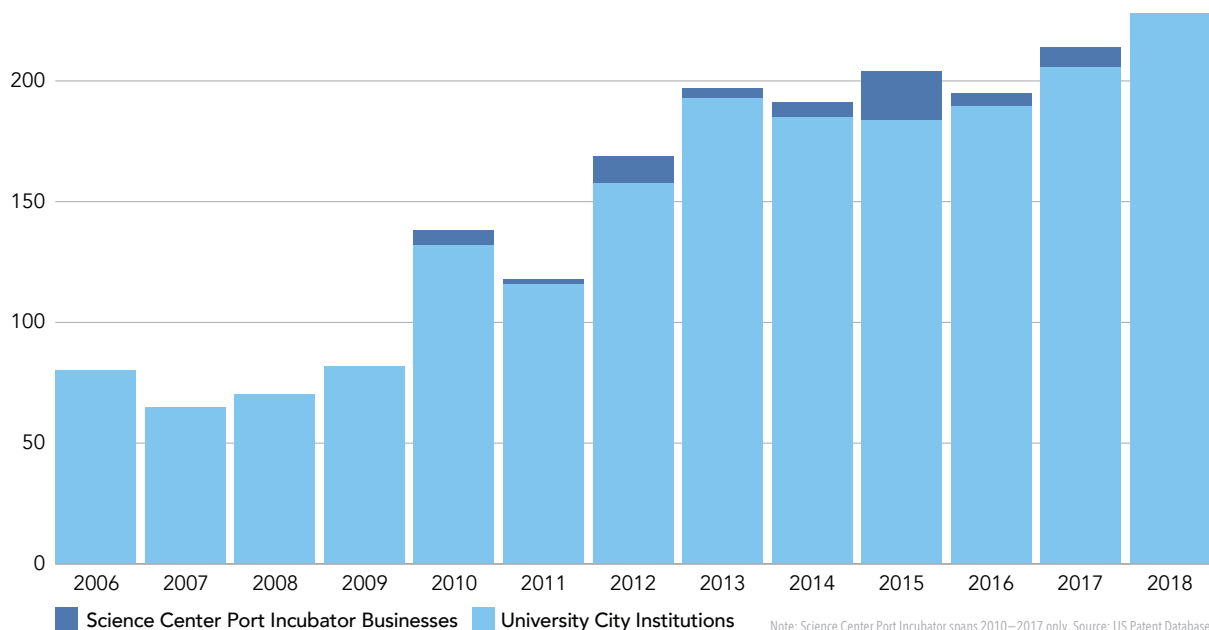
Total NIH funding in University City



Source: National Institutes of Health

A record 228 patents were issued to University City businesses, institutions, and inventors in 2018.

Patents Issued to University City Institutions and Businesses



Note: Science Center Port Incubator spans 2010–2017 only. Source: US Patent Database



University City Science Center Provides a Pathway to Market

The Science Center has doubled down on its commitment to facilitate the growth of a more inclusive tech ecosystem. With support from the Ewing Marion Kauffman Foundation, the 55+ year old institution has introduced Launch Lane, a new accelerator focused on identifying the most promising tech-enabled startups and helping them grow.

Launch Lane will implement the double-blind selection process developed for the Science Center's Digital Health Accelerator that has reduced bias in the application process, resulting in three cohorts with over 55% women - and minority-founded businesses such as UE LifeSciences (maker of a low-cost hand-held device that protects breast cancer) and Lia Diagnostics (maker of a flushable early pregnancy test). Twenty DHA participants have gone on to raise an average of more than \$3 million in follow-on capital and over \$1 million in revenues per company.

Details about Launch Lane were announced at one of University City's new convening places for the innovation ecosystem, Venture Café. Taking place every Thursday at 3675 Market Street from 3-8PM, Venture Café offers panels, pitches, offices hours, and workshops – but for many it's the informal conversations that provide the most valuable benefit.

Greening Vacant Lots Reduces Feelings of Depression in City Dwellers, Penn Study Finds

Greening vacant urban land significantly reduces feelings of depression and improves overall mental health for the surrounding residents, researchers from the Perelman School of Medicine and the School of Arts & Sciences at the University of Pennsylvania and other institutions show in a new randomized, controlled study published in *JAMA Network Open*. The findings have implications for cities across the United States, where 15 percent of land is deemed “vacant” and often blighted or filled with trash and overgrown vegetation.

The research team, led by Eugenia C. South, MD, MSHP, Charles Branas, PhD, and John MacDonald, PhD from the Perelman School of Medicine at the University of Pennsylvania, measured the mental health of Philadelphia residents before and after nearby vacant lots had been converted into green spaces, as well as residents living near untreated abandoned lots, and those that just received trash clean-up. They found that people living within a quarter of a mile radius of greened lots had a 41.5 percent decrease in feelings of depression compared to those who lived near the lots that had not been cleaned. Those living near green lots also experienced a nearly 63 percent decrease in self-reported poor mental health compared to those living near lots that received no intervention.

The findings add to the growing body of evidence showing how revitalized spaces in blighted urban areas can help improve safety and health, such as reducing crime, violence, and stress levels. Additionally, greening is an affordable approach, costing about \$1,600 per vacant lot and \$180 per year to maintain. For these reasons, the authors said, vacant lot greening may be an extremely attractive intervention for policy makers seeking to address urban blight and promote health.

**CHOP
Unveils
Interactive
Robot
to Patients
and
Families**





Children's Hospital of Philadelphia (CHOP) unveiled a new interactive NAO robot to patients and their families this September. Made possible through a generous gift by the Kids-N-Hope Foundation, the robot will be programmed to interact in a fun way, such as dancing or playing BINGO, or be utilized for patient education related to the healthcare experience.

Technology such as the NAO (pronounced 'now') robots can bridge the gap for patients who may respond to alternative modes of learning and interaction. In addition to being programmed for entertainment and patient education related purposes, the NAO robot can be used at the patient's bedside to educate and motivate patients to participate in activities or therapies, such as a patient who needs to get out of bed after surgery. The robot will also speak multiple languages, welcoming patients and families whose primary language is not English.

The Kids-N-Hope Foundation was organized by American Heritage Credit Union. Since its inception in 1996, the Kids-N-Hope Foundation has raised over \$1.5 million to support the music therapy program at CHOP. American Heritage Credit Union is a \$2.4 billion, member-owned financial cooperative serving more than 800 Workplace Partners and more than 190,000 members, with more than 35 locations across Philadelphia, Bucks, Montgomery, and Camden Counties.



Wistar Efforts to Stem the Tide of Antimicrobial Resistance

Wistar's Dr. David B. Weiner overseeing an experiment taking place in the research hood.

Scientists at the Wistar Institute are working on new ways to combat antibiotic resistance in humans. Bacterial infections are increasingly resistant to our world collection of antibiotics, and in some cases are leading to increasingly drug-resistant diseases and “superbugs.” Resistant strains for tuberculosis, E. coli, malaria, salmonella, shigella, gonorrhea, and pneumonia have Wistar researchers working on strategies and next generation drugs to fight resistant bacteria.

Wistar has received a grant of approximately \$4.6 million from the National Institutes of Health in support of innovative research to tackle antibiotic resistance. The team, led by David B. Weiner, Ph.D., EVP, director of the Vaccine & Immunotherapy Center, and the W.W. Smith Charitable Trust Professor in Cancer Research at Wistar, is advancing a novel, nontraditional approach to combat multidrug-resistant *P. aeruginosa*, based on a synthetic DNA technology called DNA-encoded monoclonal antibodies (DMAbs). In a recent study, Weiner developed a targeted DMAb approach for AMR and demonstrated that these DMAbs can effectively control multidrug-resistant *P. aeruginosa* infection in mice. DMAbs can be developed simply and quickly and are produced directly in the patient, dramatically lowering production timeline and costs associated with manufacturing of conventional antibodies; furthermore, DMAbs do not require expensive cold chain storage and are suitable for delivery in combinations.

The multidisciplinary team will work collaboratively to enhance the existing *P. aeruginosa* DMAb platform and develop more potent options with improved antigen binding and receptor engagement. They will be further tested in preclinical models to support translation of this DMAb approach and ultimately move it forward to human studies.

Drexel Opens New Center for Research and Development of Functional Fabric

Drexel University opened a state-the-art seven million-dollar research and development center to facilitate the creation and manufacturing of innovative textile technology. This technology, known as “functional fabrics,” integrates information, computation, software, sensing, and networking into textiles, and ultimately clothing and accessories people wear. The 10,000 square-foot space, opened on September 25, 2019, is the new home of Drexel’s Center for Functional Fabrics and the Pennsylvania Fabric Discovery Center, an endeavor funded by federal and state government organizations to move the country into a leadership role in this emerging industrial sector.

The center, located at 3101 Market Street, was designed by Philadelphia architecture firm Coscia Moos as a mixed-use space that brings together laboratory and manufacturing facilities with office, training, and gallery space.

Led by professor Genevieve Dion, the Center is already working with industry partners to develop textile capacitive sensors, exploring ways to use conductive material invented at Drexel, and is exploring partnerships to expand its work on self-folding fabrics, passive RFID sensors for health monitoring, and energy-storage textiles. Researchers in the center are also developing new processes for integrating functional fabrics into manufacturing, contributing to new standards for functional fabrics and paving the way for categorizing and protecting intellectual property in this emerging field of research.



USciences Biology Student Behind an Innovative New Product for the Brewing Industry

Although he isn't old enough to drink beer, University of the Sciences student Kent Pham is the researcher behind a new invention that is poised to save the brewing industry millions of dollars in costly recalls. Pham worked as a student researcher with primary investigator Matthew Farber PhD, assistant professor of biology and director of the University's Brewing Science program, in his biology lab to find a new test to detect *saccharomyces cerevisiae* var. *diastaticus*, a wild yeast contaminant which represents a major beer spoilage threat. The yeast contamination has led to costly product recalls due to off-flavors, over-attenuation, and over-carbonation, potentially causing gushing beer, exploding packages, or non-compliance with federal reporting of alcohol by volume.

In 2016, Dr. Farber came to Pham with the research idea, and asked him to test a few experiments and see if he could come up with a good solution to detect the yeast. Together they developed the Farber Pham Diastaticus Medium, a microbiological that supports growth of all diastaticus strains tested, and inhibits the growth of traditional brewer's yeast. Brewers can now access a quick and reliable method to test for diastaticus contamination at all points of the brewing process.

Pham and Dr. Farber applied for provisional patent protection for their test to detect yeast contamination in 2018 and licensed the product to Weber Scientific shortly thereafter. Weber, which sells products for food and beverage testing, has begun to produce the Farber Pham medium and market it to professional and home brewers.





Penn's Quattrone Center at Forefront of Game-Changing Approach to Better U.S. Criminal Justice System

Through its emphasis on data-driven, systemic solutions to errors afflicting the criminal justice system, Penn Law's Quattrone Center for the Fair Administration of Justice has become a national leader in reform efforts.

Since the early 1980s, the U.S. criminal justice system has ballooned in size alongside human and financial cost. That trend is gradually reversing thanks to a nascent movement to reduce mass incarceration and recognize system failures that has found political traction.

The Quattrone Center has been a key player in this progress. Since its inception in 2013, the Center has leveraged data to find weak points in the system and craft corresponding policy solutions. Rather than focus on individual cases, Quattrone's mission aims to improve the entire system by reducing mistakes and mitigating practical and human cost.

"An ideal justice system includes checks and balances among police, prosecutors, defense attorneys, judges, and juries," says Executive Director John Hollway. "The Center can help all those roles work better, using data to improve the process."

The Center's research and policy work touches many elements of the system, including wrongful arrests, adverse effects of pre-trial detention, and the impact of poor legal representation for indigent defendants. The Center collaborates with police departments as well as prosecutors – relationships made possible by the data- and procedure-driven nature of the Center's work.

"The emphasis on evidence," says Paul Heaton, the Center's Academic Director, "lets Quattrone and its emissaries cut through the politics to get to the heart of the problem: a system that's broken."

About University City District



University City District (UCD) is a partnership of world-renowned anchor institutions, small businesses, and residents that creates opportunities 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 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 work from conceptualization and design to 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. We also lend our expertise and services to other organizations within our district and beyond. Combined, our efforts help to create a more vibrant and welcoming neighborhood.



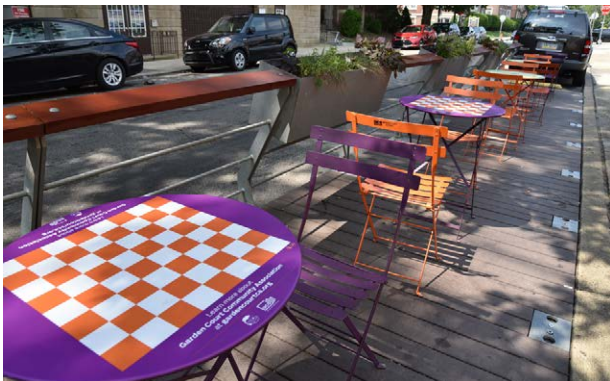
THE PORCH AT 30TH STREET STATION

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. Eight 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, seasonal vending including a beer garden in the summer and café for the winter, and activations throughout the year to accompany the ample seating options, beautiful landscaping, and shaded areas to lounge and linger. In 2019 we added a new space called the Pavilion at the western edge of The Porch to address a shortage of shady areas for hot summer days and charging stations. The new amenity includes additional chairs, tables, and standing areas, electrical outlets, fabric canopies for shade, and the signature lush landscaping expected from a University City District public space. The Pavilion was designed by UCD and Bill Curran Design, and is maintained by UCD's Green City Works.



TROLLEY PORTAL GARDENS

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 walkways and common areas, pop-up activations like performances and yoga, and a fully outfitted restaurant. We spent the past several years working to transform the space from a bleak expanse of concrete into a vibrant and social gathering place 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 plantings, 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.



PARKLETS

In 2011, UCD introduced its first Parklet – small, flexible mini-parks created in parking spaces – to Philadelphia, and now install and maintain 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 two new homes for Parklets—at 3601 Market Street and 4725 Pine—and we continually seek out 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 Green City Works. UCD's process informed how the City has implemented Parklets throughout Philadelphia.



Workforce Development

THE 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 nearly 1,100 local residents, connecting talented individuals to life-changing opportunities with the city's premier institutions for total combined earnings of over \$37 million dollars. In 2019, 97% of WPSI graduates received job offers after completing the program, and WPSI received six-and seven-figure investments from Citizens Bank, United Way, JPMorgan Chase, and the Connelly Foundation. These generous gifts will support job creation and advance our efforts to connect residents to economic opportunity.

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 three years of operation. Today we employ 16 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. Our capabilities took a major step forward in 2019 as we completed our first two sites with major construction elements: we designed and installed a new outdoor courtyard at the Philadelphia Ronald McDonald House, and designed and built a new public space The Lawn at uCity Square. Green City Works has been on a rapid growth trajectory, and a major 2019 grant from the William Penn Foundation will further expand our services.



University City District Events

UCD partners with local performers, businesses, and organizations throughout the year to help 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, and the 40th Street Summer Series. Our popular collaborations with local businesses include the Baltimore Avenue Dollar Stroll and University City Dining Days, and our networking event University City MIX. In 2019 we also activated Trolley Portal Gardens with free music, art, and exercise events.



BALTIMORE AVENUE DOLLAR STROLL

One of UCD's most popular and successful events is the Baltimore Avenue Dollar Stroll, which we operate in conjunction with the Baltimore Avenue Business Association (BABA). The Stroll, presented twice in 2019, draws thousands of neighbors and visitors to Baltimore Avenue to enjoy \$1 specials and free entertainment from local businesses and community vendors, and helps promote the vitality of a critical commercial corridor.



UNIVERSITY CITY DINING DAYS

This popular restaurant promotion, designed to bring additional business and exposure to area eateries during the slower summer season, allows diners to enjoy three course meals for \$15, \$25, or \$35 from many of University City's top restaurants. We expanded the promotion to include lunch offerings for the first time in 2019. The ten-day promotion is built upon the strength of our eclectic dining scene and routinely draws tens of thousands of visitors into the neighborhood to sample the diverse food offerings from around the world.



OUTDOOR PERFORMANCES AND MOVIE NIGHTS

UCD works with partners including the University of Pennsylvania, the Friends of Clark Park, the University City Arts League, 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, theater, and dance performances at our own spaces including The Porch at 30th Street Station and Trolley Portal Gardens.



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.





Transportation Planning

Each year, UCD works with partners to address transportation issues impacting the district, including bike and pedestrian safety, traffic congestion, and transit routing. In 2018, UCD joined forces with major institutions, developers, the City, Pennsylvania Department of Transportation, and the Delaware Valley Regional Planning Commission to create a Transportation Management Association (TMA). This association formalizes the 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 85,000 jobs. In the past year, we worked on developing a program to encourage employees at local institutions to switch from driving to commuting via public transit; we helped PennDOT develop signage and promotional materials to alert the public of major infrastructure construction impacting roadways and bridges; and we worked with Philadelphia Police on a pilot program for officers to direct traffic in the congested areas around 30th Street Station. The TMA will continue to assist in projects aimed at improving every mode of transit to benefit residents and commuters.

Data Analysis & Application

Data drives UCD's work each day and across all our departments. We study crime patterns to map out deployment strategies, monitor usage rates of our public spaces before adding new amenities, survey event attendees to deliver the best programming, count pedestrians to identify street improvements and help local businesses thrive, and much more. In 2019 we launched Just Spaces (justspacesproject.org), a new mobile-ready data collection and analysis tool that allows organizations to measure and understand the impact of public spaces, to identify areas of improvement, and to launch new initiatives with equity and inclusion in mind. Our data findings show up in white papers, quarterly market trend reports, internal and external presentations, and are a key element of our yearly *State of University City* publication.

Serving the Neighborhood

University City District's foundational focus is on the physical world, and we are dedicated to the safety, cleanliness, and continued success of our neighborhood. We provide aid to residents, businesses, and employees in several notable ways.

CLEAN AND SAFE

Our Public Space Maintenance team works seven days a week to clean and enhance more than 160 commercial and residential blocks through street cleanings, graffiti removal, and trash collection. Our Public Safety Ambassadors patrol the streets, offer walking escort, jumpstart, and vehicle lockout services, and serve as highly visible deterrents to crime. We assist in community safety fairs and demonstrations and offer safety guidelines for students, employees, and residents. Together these teams of men and women ensure that the neighborhood is a safe and welcoming environment.

PROJECT REHAB AND SMALL BUSINESS ASSISTANCE

Project Rehab is UCD's free community-based initiative that aids property owners and guides them through the process of restoring their distressed real estate. Project Rehab responds to the unique needs of each property owner to develop strategies to ensure real estate is returned to useful life. We offer assistance that allows owners to untangle issues related to financing, rehabilitation, sale, zoning, or conservatorship, helping owners achieve their vision and goals for each property. In 2019, we helped a local resident navigate a complicated wholesale agreement to purchase and rehabilitate a long vacant house. The rehabilitated house sold in two weeks, completing its transformation from a dilapidated structure primarily used for storage into a new single-family home. Through our Small Business Services program, UCD assists local businesses looking to expand, grow, or relocate here in West Philadelphia. Highlights from the past year included helping a local resident leverage 40 years of professional experience in the hospitality industry into her own pet washing business and assisting a neighborhood martial arts studio relocate after their studio was damaged in a fire.



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 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, such as the 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

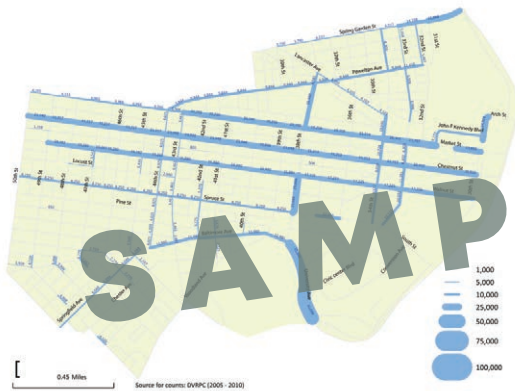
Membership also supports core UCD services, including:

- 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



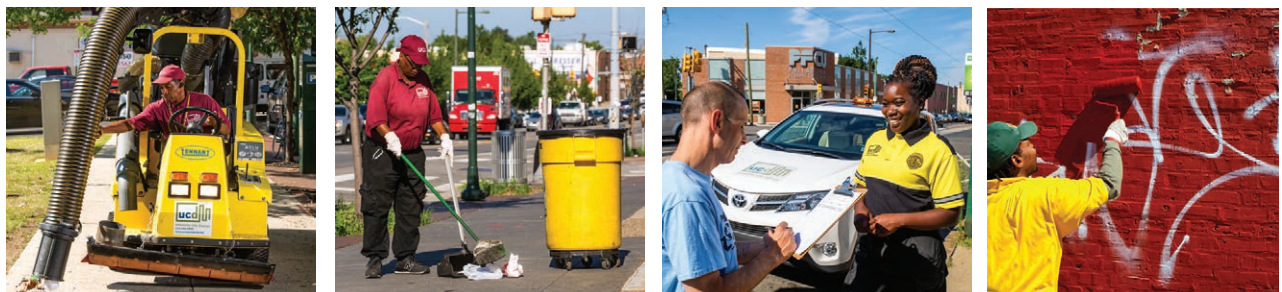
Networking Opportunities



Marketing and Promotion



Priority Business Services



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