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A Letter from UCD's President	4
Spotlight on University City	8
Real Estate Development	12
Office	32
Higher Education	34
Life in the Neighborhood	36
Innovation	44
Road to Recovery	50
About University City District	58
Membership	66
Acknowledgements	68



A Letter from UCD's President

estart and reimagine. That is the mission of Philadelphia and cities around the world for 2021. How do we emerge from COVID-19 with resilience and boldness? What do recovery and prosperity look like for the symphony of economic actors, from the largest institution to the smallest independent retailer, from frontline workers to global researchers?

The ingredients for a transformative recovery – one that meets this moment's opportunities and obligations for growth and inclusion – can be found in places like University City.

Rebuilding toward a newfound prosperity will require entirely novel industries and fresh sources of demand and economic activity to create jobs. To lay this foundation, University City institutions and businesses invested an astounding \$1.85 billion on research and development in the past year, seeding discovery and knowledge in all corners of our neighborhood. These same institutions continued to commercialize their research at a record pace, receiving 232 total patents last year.

As science and medicine lead our emergence from the tragedies and trials of COVID-19, the global vaccine race has been fueled by local expertise and doggedness. Pioneering Penn Medicine research gave us the mRNA building blocks for the very first COVID vaccines to show successful and scalable results. And Wistar's historical leadership on vaccines that have saved millions of lives globally was parlayed into synthetic DNA discoveries to protect against COVID, along with FDA-approved viral and symptomatic treatments. University City research and expertise continue to star on the world stage.



Local success in the next iteration of the global economy will necessarily include transformational investments in science and healthcare, which are akin to big bets on University City. Dubbed the "Cradle of Cures" by John Crowley, CEO of newly-relocated-to-University City Amicus Therapeutics, our neighborhood gave rise to, or is home to, many of the world's leading companies for cell and gene therapy, including Spark, Tmunity, Carisma, Virion, and Cabaletta Bio.

Economic recovery will require unrelenting aspiration and vision, two of University City's essential qualities. Progress continued apace through 2020 on city-shaping developments like uCity Square, Schuylkill Yards, Pennovation, and CHOP's expansive growth. Taken together, these projects will forever change the way the region marries research, commercialization, and talent to produce dynamic and sustainable growth. All told, more than 900,000 square feet of new development valued at over \$330 million was completed last year, and another 7.5 million square feet of development is on the way.

Finally, restarting and reimagining the next economy will require extraordinary coalitions of organizations and individuals across different sectors, embodied in the convening and partnership of universities and health systems with small and large businesses, local government, and neighborhood and civic institutions. University City District is emblematic of the recovery infrastructure that already exists in this neighborhood, and our 24-year-old partnership has fostered the kinds of investments in place – through the construction of public spaces, large and small, and the lifting up of commercial corridors and neighborhood businesses – and in inclusion – through the acclaimed West Philadelphia Skills Initiative – that are foundational to a thriving metropolis.

We now begin a new era in University City and around the region. It is a time to build, a time to be bold. We can't shrink from our highest aspiration to create a dynamic economy that works for all. University City is prepared to meet this moment.

Sincerely,

Matt Bergheiser

President, University City District

Spotlight on University City

feet of real estate development. Cherished small businesses and cultural organizations. University City is continually setting the pace for development and scientific discoveries in the region, functions as a major employment hub, is a transportation nucleus with some of the best arteries in Philadelphia for walking and biking, and serves as a destination for food lovers and culture seekers. With luxury apartments and beautiful Victorian homes, family-run restaurants and anchor institutions, and a tight-knit community of residents, University City is a neighborhood of growth and possibility where the quality of life matches the quality of opportunity.

University City By The Numbers



55,845

residents

22-24

median age

64%

of residents ages 25 or older have a bachelor's degree or higher



0

4

hospitals

\$395,000

median home sale price in 2019

23 days

average time residential property remained on market

179

homes sold in 2019

\$1,495

average monthly rent





232

patents

\$1.85 BILLION

in R&D funding

\$842,897,858

in NIH funding to UCD organizations



tree cover



20

Mural Arts projects \$337 MILLION

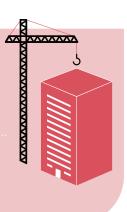
value of real estate projects completed in 2019

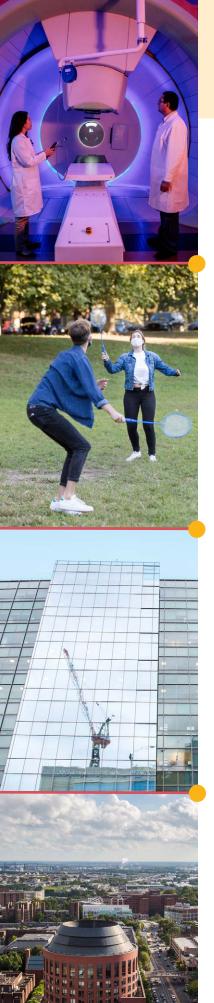
931,000

square feet of development under construction

4,918,615

square feet of office space





In University City You'll Find:

⊙ Cutting Edge Innovation

University City's status as a major nerve center for innovation grows each year as more start-ups, labs, and research facilities launch tech, treatments, and apps. In 2019 a record 232 patents were issued to University City businesses and institutions, R&D investment reached \$1.85 billion, and 43% of all Pennsylvania National Institutes of Health funding totaling \$1.94 billion was awarded to University City institutions.

⊘ Bountiful Parks and Public Spaces

Within University City's 2.4 square miles are over 100 acres of parks and public spaces, including beloved favorites like Clark Park, the Woodlands, and The Porch at 30th Street Station, along with newer additions including rooftop park Cira Green, Drexel Square, and the Lawn at uCity Square. These green oases proved critical for neighbors and employees seeking places to safely gather and enjoy the outdoors during COVID-19.

Cranes and Construction

In 2019, over 900,000 square feet of new development or major renovations was underway for an estimated value of almost \$400 million. Not even a global pandemic could slow University City's building boom for very long. Major projects at local developments and anchor institutions continued after a brief stoppage in March and April, and plans are moving forward at major developments throughout the neighborhood.

⊙ Top-Ranked Colleges and Universities

The five institutions of higher learning within our neighborhood draw premier national and international talent and earn top marks. *US News and World Report* rates the University of Pennsylvania as the 8th best university in the nation, and Drexel was recently named the most innovative mid-sized research university in the country by the George W. Bush Institute and Opus Faveo Innovation Development.

⋖ The City's Best Transit

Our neighborhood boasts fantastic scores for walking, biking, and public transit, earning "paradise" distinctions in all three categories from Walkscore.com. Continued investments in traffic mitigation, safe biking corridors, and new transit routes from stakeholders through a Transit Management Association that ensures University City is safe and easy to navigate..

World Class Hospitals

Our neighborhood's four hospitals serve as top-rated regional hubs for research, employment, and treatment. The forthcoming additions of the Pavilion at Penn Medicine, CHOP's Hub for Clinical Collaboration, and the Drexel Academic Tower, the new home for Drexel's College of Nursing and Health Professionals, will further cement our status as one of the region's most crucial health care concentrations.

⊘ Options for Housing

A varied stock of housing options ranging from luxury apartments, student dorms, and Victorian homes offer ample choices for where to live within the neighborhood. Home and rental prices are much more affordable compared to peer innovation districts, and new inventory arrives each year to keep up with demand.

⊗ Robust Office Inventory

With over 5 million square feet of office space and 300,000 square feet currently under construction, University City is a leading hub of employment and state-of-the-art office space. Developers at major projects including uCity Square and Schuylkill Yards are adjusting plans for their buildings, too, to add elements like enhanced ventilation systems, touchless doors and elevator pads, and additional lab spaces to meet increased demand.

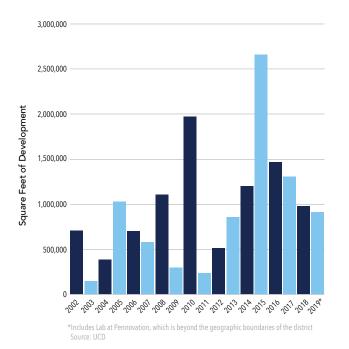


Real Estate Development

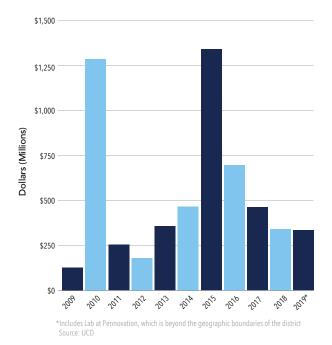


espite disruptions brought on by COVID-19, progress in University City's real estate sector continued to reshape Philadelphia's second skyline. Since the end of 2019, 29 major real estate projects were completed, made significant progress, or moved closer to breaking ground, representing new inventory for residential, institutional, public space, medical, commercial, and mixed-use projects. Significant progress has been made on three major long-term developments: 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, the reimagining of the Bulletin Building, and the Lab at Pennovation Works made significant strides toward completion. All told, these investments, totaling nearly 7.5 million square feet in space, further cement University City's status as a major regional hub for employment, research, and places to live.

New Construction or Major Renovations



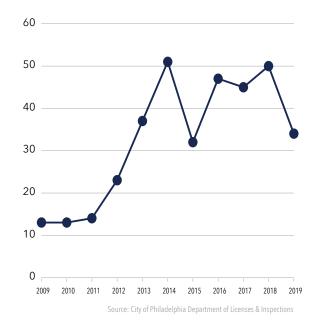
Approximate Value of New Real Estate Development Projects



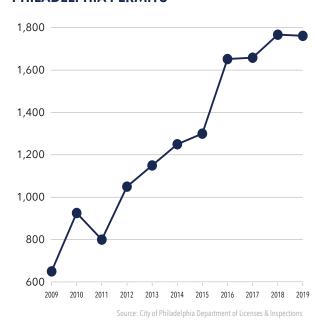
Over 900,000 square feet of new development valued at over \$330 million was added to University City's inventory in 2019.

New Construction Permits

UNIVERSITY CITY PERMITS

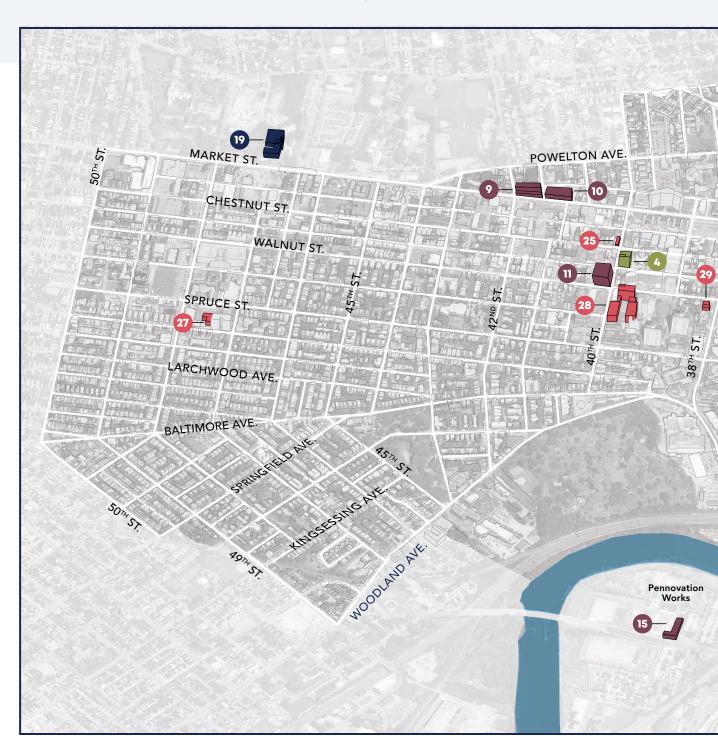


PHILADELPHIA PERMITS

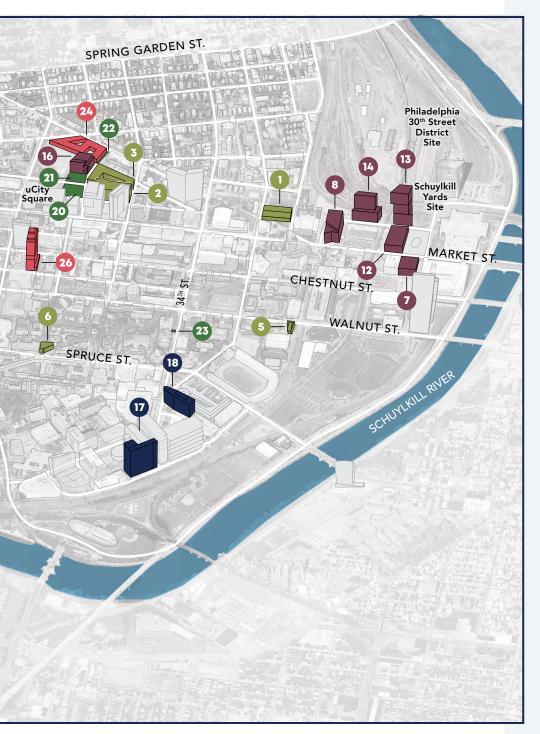


Current Development in University City

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



Over the past year, 29 development projects in University City opened their doors or made significant progress toward completion. Together, this represents over 900,000 square feet of office, residential, academic, research, storefront, and medical space that will enhance the neighborhood's already robust inventory. What follows is a summary of the current projects continuing to transform University City's blocks and skyline.



Academic

- 1. The Arlen Specter US Squash Center at the Drexel Armory
- 2. Drexel Academic Tower
- 3. Powel-Science Leadership Academy Middle School (PSLAMS)
- 4. Tangen Hall
- 5. Vagelos Laboratory for Energy Science and Technology
- 6. Wharton Academic Research Building

Commercial

- 7. 3000 Market
- 8. 3151 Market
- 9. 3.0 University Place
- 10. 4.0 University Place
- 11. University City Acme
- 12. The Bulletin Building
- 13. JFK East Tower at Schuylkill Yards
- 14. JFK West Tower at Schuylkill Yards
- 15. The Lab at Pennovation Works
- 16. One uCity Square

Medical

- 17. The Hub for Clinical Collaboration
- 18. The Pavilion at Penn Medicine
- 19. The Provident Building

Public Space

- 20. The Lawn at uCity Square
- 21. The Square at uCity Square
- 22. Street Mural at uCity Square
- 23. Weitzman Plaza

Residential / Mixed Use

- 24. 3700 Lancaster
- 25. 4001-4003 Chestnut Street
- 26. The Chestnut at University City
- 27. Garden Court Plaza
- 28. New College House West
- 29. University Meeting and Guest House

Academic





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. The launch of the US Squash National Community Initiative will be headquartered out of the Specter Center - the driving force behind greater access, diversity, and inclusion for the sport of squash.

Developer: US Squash & Drexel University
Location: 3205 Lancaster Avenue
Size: 73,500 square feet
Completion Date: Winter 2020/2021



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 $\Omega 2$ of 2022.

Developer: Wexford Science + Technology and Ventas

Location: 60 N 36th Street Size: 450,000 square feet Completion Date: Spring 2022





Powel-Science Leadership Academy Middle School (PSLAMS)

PSLAMS is a 90,000 SF K-8 public school which will be a new combination of the existing Powel School and 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 completed by the end of 2020.

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

Academic

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: November 2020



Vagelos Laboratory for Energy Science and Technology

The University of Pennsylvania will build a new \$173 million home for interdisciplinary work advancing sustainability. Designed by German firm Behnisch Architekten, the project will be named after Penn alumnus P. Roy Vagelos and his wife, Diana T. Vagelos, who led the way in gifts that totaled more than \$70 million. The new building will provide 110,000 square feet of laboratory space including labs for wet chemistry research and optics research, plus collaborative spaces, offices, and a landscaped courtyard.

Developer: The University of Pennsylvania

Location: 3200 Walnut Street Size: 110,000 square feet

Completion Date: Fall 2024



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. On the ground level, a new enclosed loading dock and electrical substation replaced the existing surface loading dock and the existing substation, previously located in an underground vault. Woodland Walk will be restored from 36th to 37th Streets.

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

Completion Date: November 2020





3000 Market

In April of 2020, Brandywine announced the redevelopment of 3000 Market Street. Highly visible from the bustling 30th and Market corridor, this low-rise, industrial-age building has sweeping views of iconic 30th Street Station and the now open Drexel Square. Fully leased to Spark Therapeutics, the building is currently being converted into a state-of-the-art life science space designed for intensive biological lab use within the larger Schuylkill Yards Life Science ecosystem.

Developer: Brandywine Realty Trust Location: 3000 Market Street Size: 90,00+ square feet

Completion Date: Q3 2021



3151 Market

Shovel-ready for 2023 delivery, 3151 Market is a ground-up, purpose-built life science building with a striking, sustainable design, large, open floorplates, and state-of-the-art building systems. Designed by leading lab architect Gensler, 3151 Market offers options for full floors of intensive chemical and biological lab use, including the potential for GMP and vivarium functions. The building will introduce 6,500 square feet of outdoor terraces, 14,900 square feet of retail, and a public greenspace at ground-level called Grove Park.

Developer: Brandywine Realty Trust Location: 3151 Market Street Size: 472,000 square feet

Completion Date: Q2 2023



3.0 University Place

3.0 University Place University Place Associates (UPA) and recently announced development partner Silverstein Properties will collaborate on a 250,000 square foot building dedicated to supporting the life sciences industry with state-of-the-art laboratory/office space and retail on the ground floor. This facility, targeting LEED® v4 and WELL® v2 Platinum certifications, will focus on the critical infrastructure and support networks needed to advance biomedical research in Philadelphia.

Developer: University Place Associates, LLC & Silverstein Properties

Location: 4101 Market Street Size: 250,000 square feet

Completion Date: Fall 2022

4.0 University Place

One more time University Place Associates (UPA) will push the envelope developing a sustainable 300,000 square foot lab/office trophy-class building. To continue UPA's support of the region, 4.0 University Place will provide flexible lab and office space that surpasses the expectations of tenants in terms of performance.

Developer: University Place Associates
Location: 4055-89 Market Street
Size: 300,000 square feet

Completion Date: TBD



University City ACME

The ACME Market at 4001 Walnut Street opened in October 2020, in the space formerly occupied by Fresh Grocer. ACME renovated and updated the layout of the store to deliver a 34,500 square foot, first-class urban grocery experience that includes expanded varieties of the freshest products, a top-notch full-service deli and hot foods department, top-quality meats and seafood, and a large selection of natural, gluten-free, organic, and local products.

Developer: The University of Pennsylvania & ACME

Location: 4001 Walnut Street Size: 34,500 square feet

Completion Date: Fall 2020

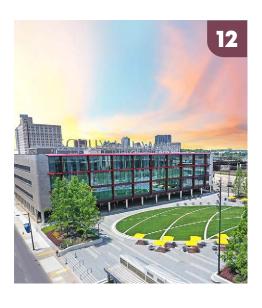


Bulletin Building

As a follow-up to Drexel Square Park, which opened in 2019, Brandywine has completed the reimagination of the Bulletin Building. Embracing George Howe's original 1954 design, Brandywine partnered with KieranTimberlake to transform the building into a high-performing work environment, including a new east façade that optimizes natural light and views. The workspace is 100% leased to gene therapy company Spark Therapeutics and Drexel University, and Brandywine is leasing 10,000 square feet of ground-floor retail to further activate the streetscape.

Developer: Brandywine Realty Trust Location: 3025 Market Street Size: 280,000+ square feet

Completion Date: Q2 2020





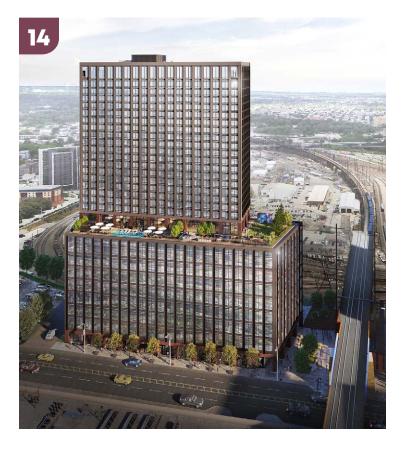
JFK East Tower at Schuylkill Yards

At 512 feet tall, The East Tower will bring a bold red palette to the University City skyline, introducing 34 floors of trophy-class lab and office space, 7,000 square feet of retail, and a luxury amenity level. The tower's design boasts a unique stacking that maximizes the buildable footprint, while mitigating wind and allowing for accessible greenspace and striking views. The ground level includes a 40-foot pedestrian arcade and entrance, which opens up to Drexel Square.

Brandywine Realty Trust Developer: Location: 3001 John F. Kennedy Blvd.

845,000 square feet Size:

Completion Date:



JFK West Tower at Schuylkill Yards

Standing at more than 360 feet, and designed for a mix of office, life science, residential, and retail uses, The West Tower is an elegant new addition to University City's skyline. Designed with large, open floorplates, state-of-the-art building systems, and expansive, panoramic views, The West Tower offers customizable lab, research, and office space, coupled with luxury residences, all brought to life by vibrant amenity spaces, including The Highline Park—a greenspace linking the East and West Towers.

Developer: Brandywine Realty Trust Location: 3025 John F. Kennedy Blvd.

428,000 square feet Size:

Completion Date: Q2 2023

The Lab at Pennovation Works

The Pennovation Lab Building is a 65,000 +/-square foot scientifically advanced, multi-tenant laboratory and office building located within Pennovation Works. 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 & MRA Group

Location: 3401 Grays Ferry Avenue Size: 68,400 square feet

Completion Date: Fall 2020



One uCity Square

One uCity Square is a commercial lab and office building that broke ground in early 2020 and is scheduled to deliver in fall 2022. 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. Totaling nearly 400,000 square feet, One uCity Square will feature outdoor terraces, a hospitality-inspired lobby, full-service restaurant, fitness center, and ample bike parking.

Developer: A joint venture between

Wexford Science + Technology, Ventas, & University City Science Center

Location: 25 N 38th Street
Size: 400,000 square feet

Completion Date: Fall 2022



Medical



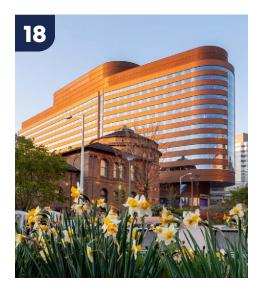
The Hub for Clinical Collaboration

The Hub for Clinical Collaboration is a 17-story 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 high collaborative academic environment that supports clinical care, research, and medical education. Located at the southeast corner of CHOP's campus in University City, the Hub is intended to enhance caregiver connectivity through its physical connection to the existing Buerger Center for Advanced Pediatric Care, CHOP's comprehensive, outpatient specialty care facility. The building design incorporates elements to promote employee well-being and energy efficiency.

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

530,000 SC

Completion Date: 2022

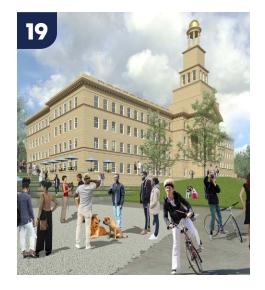


The Pavilion at Penn Medicine

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



The Provident Building

The complete renovation of this iconic former headquarters campus is nearing completion. Anchored by the CHOP and PHMC, The Provident offers 5,000 – 90,000 square feet of contiguous spaces that are ideal for medical, clinical, educational, and commercial office uses. The campus offers 600 parking spaces, green spaces, and new lobbies, elevators, HVAC systems, and first-class tenant amenities. The Provident is easily accessed by numerous bus lines and SEPTA's Market-Frankford 46th Street station.

Developer: Iron Stone Real Estate Partners

Location: 4601 Market Street Size: Phase 1: 290,000 square feet

Completion Date: Winter 2021

Public Space

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, 37th Street, and Cuthbert Street. Designed by University City District and landscaped by Green City Works, the space is 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: 25,000 square feet

Completion Date: Fall 2019



The Square at uCity Square

The Suqare at uCity Square is a signature 45,000 foot park currently under construction in the heart of uCity Square. This outdoor space will include a mix of hard and soft landscapes, a water feature, canopy and nearly 15,000 square feet of retail frontage. The Square is designed to connect the historic residential neighborhoods to the north and west with the growing commercial district to the south and the institutional campuses to the west and east. It will be programmed with regular events and activated with restaurants and shops.

Developer: A joint venture between Wexford Science + Technology,

Ventas, & University City Science Center

Location: 25 N 38th Street Size: 45,000 square feet

Completion Date: Fall 2022



Street Mural at uCity Square

A collaboration between the People's Emergency Center, UCD, the University City Arts League, the City of Philadelphia, and Drexel University has led to the development of a 6,700 square foot painted mural that will be installed along 37th Street between Warren and Lancaster Avenues. Designed by local artists in collaboration with Street Plans, a national designer, the temporary installation and gateway to the PSLAMS school will be completed in spring of 2021.

Developer: A joint venture between Wexford Science + Technology,

Ventas, & University City Science Center

Location: 37th Street between Warren and Lancaster

Size: 6,700 square feet Completion Date: Spring 2021



Weitzman Plaza

The renovation of the plaza between Meyerson Hall and Fisher Fine Arts Library will improve campus east-west connectivity between Smith Walk and Locust Walk. Pedestrians now passing outside the Weitzman School of Design will experience new steps, seating, and plaza enhancements.

Developer: University of Pennsylvania Location: 34th and Walnut Streets
Size: 16,260 square feet
Completion Date: January 2021



Residential / Mixed Use



3700 Lancaster

3700 Lancaster is a 460-unit, market-rate residential project which is being built in partnership between GMH Capital Partners and Wexford Science + Technology. Designed by Lessard Architects, the building will stand six stories tall and include a mixture of studios, junior 1, 1, 2 and 3 bedroom units as well as 13,000 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 319,000 square feet Size:

Completion Date: Fall 2021



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 2020



The Chestnut at University City

The Chestnut at University City is a multifamily residential mixed-use project. The project consists of a 30-story tower that houses 405 apartments along with a plethora of amenity spaces and work from home areas, 4,000 square feet of retail fronting Chestnut and Sansom Streets, and a landscaped public area between Chestnut and Sansom Streets. The property opened its doors to new residents in July of 2020 and is now leasing.

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

Residential / Mixed Use

Garden Court Plaza

The project will consist of approximately 220 new residential units over an existing 260 parking space garage. The project will utilize similar materials and design features as the existing tower, while remaining distinctly modern. The proposed materials and massing are an attempt to realize Ralph Bencker's original 1926 intention for the property of having a pair of towers joined at the elevator core. The fully amenitized property will include an outdoor terrace and pool, as well as a children's room, gym, and lounge. In addition, the project will deliver a reimagined community garden and courtyard space for residents and community members alike.

Developer: Infinity Collective Location: 4701 Pine Street Size: 185,000 square feet

Completion Date: 2022



New College House West

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

Developer: University of Pennsylvania Location: 40th & Walnut Streets Size: 249,000 square feet Completion Date: August 2021



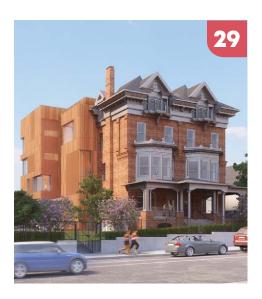
University Meeting and Guest House

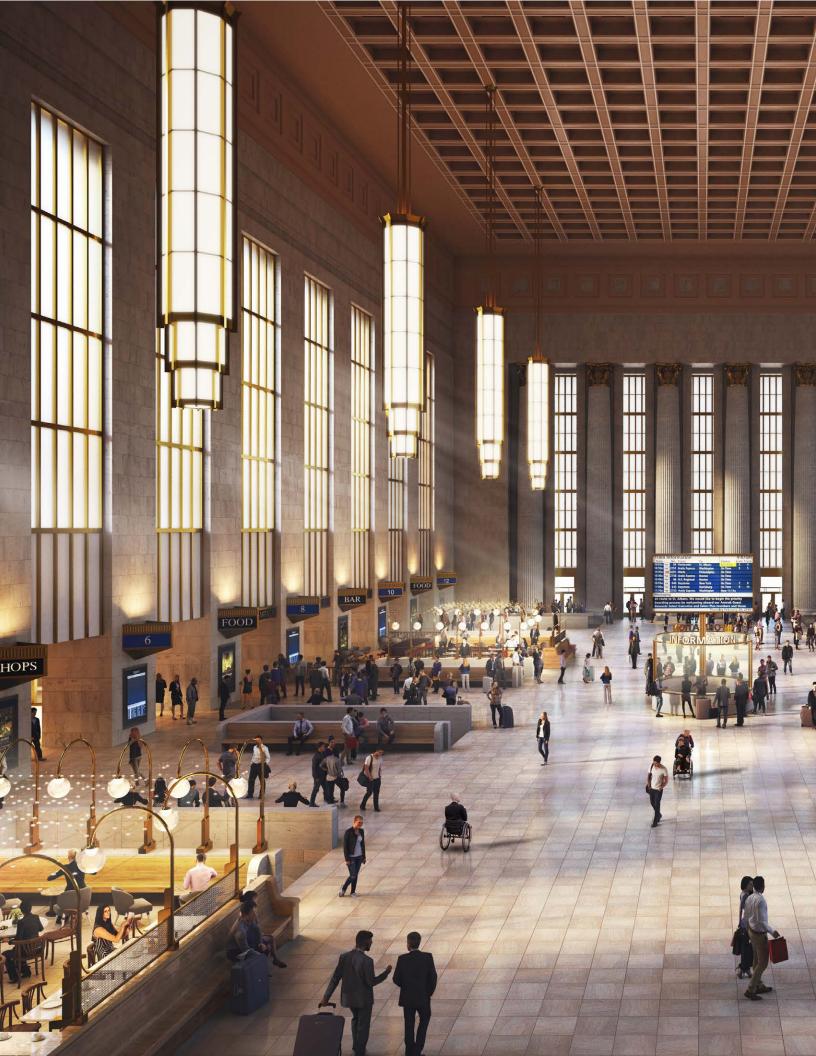
The existing historic structure at 3808-10 Walnut Street is being repurposed as a supplemental office, conference, and hoteling space adjacent to the President's House. The renovation of offices and suites will serve University dignitaries during short-term stays.

Developer: The University of Pennsylvania

Location: 3808-10 Walnut Street Size: 17,155 square feet

Completion Date: March 2021





Amtrak's 30th Street Station

hen the world stopped due to the spread of the coronavirus, Amtrak kept moving, providing an essential service to those who needed it most. With a full-time medical director and public health and safety team who have been on the front lines throughout the COVID-19 outbreak, Amtrak studied, analyzed, and made improvements to the travel experience – from beginning to end – for the safety and health of its workers and travelers.

During this challenging time, Amtrak remained committed to advancing a core set of essential projects that are critical to its long-term strategy and success. In June of 2020, Amtrak announced the selection of Plenary Infrastructure Philadelphia (PIP), a team with international expertise to form a master development partnership via ground lease for the renovation of William H. Gray III 30th Street Station. The key team members who will design, build, finance, operate, and maintain the station include Plenary Americas USA Ltd., one of the largest dedicated, public-private partnership developers in North America, who has partnered with Gilbane Building Company, Johnson Controls Inc., and Vantage Airport Group Ltd. The team was selected in part due to its dedication to engaging Disadvantaged Business Enterprises ("DBE"), community hiring, and workforce development strategies.

The master development partnership will restore and highlight the historic fabric of the majestic station, while heightening the customer experience by introducing new amenities, reinvigorating the structure's retail and commercial potential, improving and expanding existing office space, and enhancing transit and pedestrian traffic flows.



Schuylkill Yards

urrently rising in University City, Schuylkill Yards is the \$3.5 billion, master-planned neighborhood being developed by Brandywine Realty Trust that began with the development of Cira Centre in 2005, and continues today following nine successful phases of development totaling over \$1 billion of investment along the Schuylkill riverfront so far. A 14-acre neighborhood that embodies striking architecture, 6.5 acres of public greenspace, 132,000 square feet of dynamic retail and entertainment options, 4.8 million square feet of world-class workspace, and 1.9 million square feet of living space, Schuylkill Yards is Philadelphia's new nexus of knowledge and innovation in one of the world's leading life science hubs.

Drexel Square, the first of Schuylkill Yard's 6.5 acres of planned green spaces, opened to the public in June of 2019. The 1.3 acre park features a 12,000 square foot elliptical lawn, 23 Dawn Redwood trees, and an array of shrubs and perennials in over 9,000 square feet of raised planted beds. In August of 2019, Brandywine unveiled architectural designs for the East and West Towers at Schuylkill Yards. Designed to complement each other, the Towers artfully merge inspiration from historic building materials with modern architecture, and are linked by The Highline Park, a welcoming, publicly-accessible destination for intimate programmed events, relaxation, collaboration, and community enjoyment.

As Philadelphia continues to grow into one of the nation's leading life science hubs, Schuylkill Yards solidifies its place as the ecosystem's heart. Here, directly adjacent to Amtrak's 30th Street Station, Drexel University, and the University of Pennsylvania, Brandywine is building a connection point to world-class healthcare and academic institutions, top-tier talent, and readily-available investment capital. In 2020, Brandywine completed the reimagination of the historic Bulletin Building, and broke ground on a redevelopment of 3000 Market Street—both of which are fully leased to leading gene therapy company Spark Therapeutics. Looking ahead, Brandywine is actively leasing both the East and West Towers, alongside a newly-unveiled dedicated life science building at 3151 Market Street.

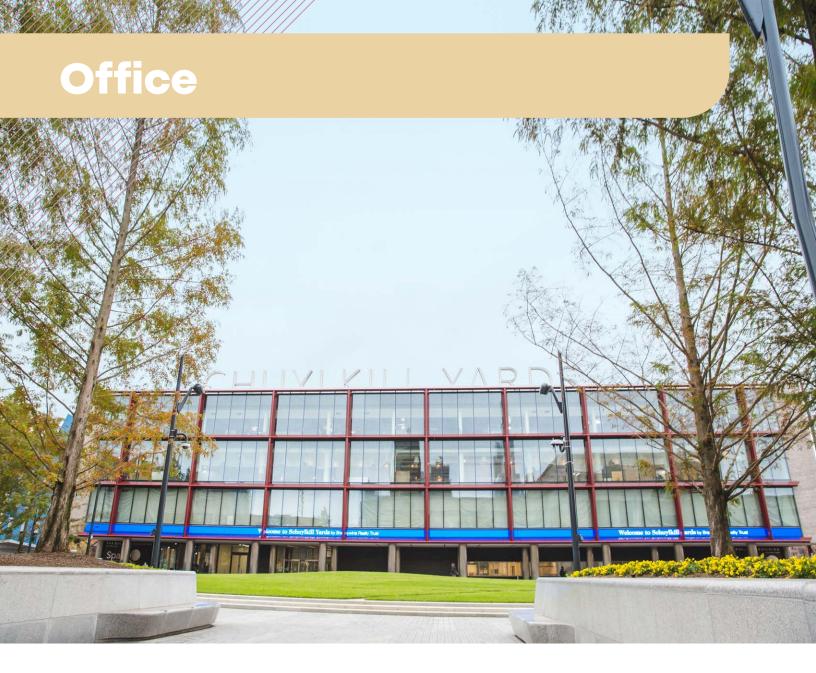


uCity Square

City Square is the 7 million square foot mixed-use Knowledge Community, with borders along Market Street from 34th through 39th Street, Powelton Avenue, and Lancaster Avenue. The community is being developed by Wexford Science & Technology in partnership with the University City Science Center and Ventas. Physically located at the intersection of the campuses of Drexel, Penn, Penn Medicine, Children's Hospital, and Wistar and adjacent to the neighborhoods of Powelton Village, West Powelton, and Mantua, uCity Square is the central place where research, commercialization, and talent meet to produce dynamic and inclusive growth in our region. The community currently boasts over 3 million square feet of office, lab, residential, and retail space, and is comprised of over 200 companies and 10,000 employees, students, faculty, and entrepreneurs.

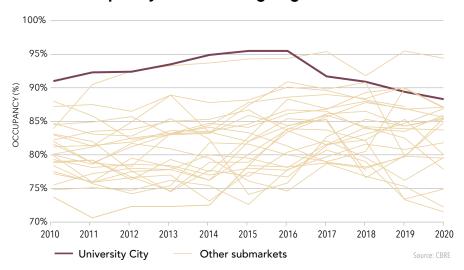


This year, the partners commenced construction on their next phase - more than 1.35 million square feet, representing more than \$750 million of total investment. Those projects include the PSLAMS public elementary and STEM-based middle school, One uCity Square, a 400,000 square foot flagship commercial lab and office building, the Drexel Academic Tower, the new home to Drexel's College of Nursing and Health Professional and College of Medicine, and a new 460 unit multi-family project with 13,000 square feet of retail at 3700 Lancaster Avenue.



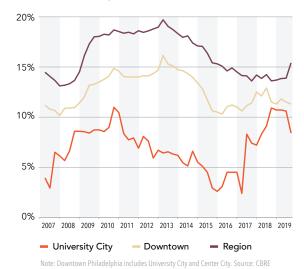
niversity City is home to nearly 5 million square feet of office space, with another 300,000 square feet currently under construction. Major long-term projects including Schuylkill Yards, 3.0 and now 4.0 University Place, and additional buildings at uCity Square will add to this robust total. In Q2 of 2020, University City commercial real estate was leased at a percentage of 92.9%, good for the second highest occupancy rate out of all Philadelphia submarkets, and its asking gross rent of \$39.99 per square foot is the highest in the region, displaying the continued desirability of doing business in University City. When companies, labs, and businesses fully return to in-person workplaces, University City will be ready with plenty of state-of-the art offerings designed to provide safe working places with pandemic-proof features.

Office Occupancy Rates Among Regional Submarkets

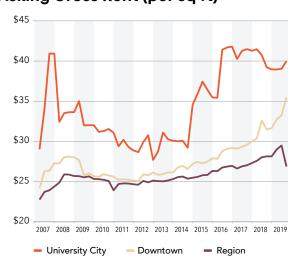


Submarket	Occupancy	Rate
Main Line		94.4%
University City		92.9%
Market West		88.3%
Bala Cynwyd		87.1%
Delaware County		87.1%
Upper Main Line		87.0%
Camden County		86.9%
King of Prussia		85.6%
Glouster County		85.5%
Exton/West Chester		85.3%
Lehigh Valley East		84.9%
Conshohocken		84.8%
Center City		83.8%
Burlington County		83.7%
Lower Bucks County		81.8%
Lehigh Valley West		81.4%
Horsham/Willow Grove		80.0%
New Castle County Sub	ourbs	79.9%
Independence Hall		79.8%
Blue Bell		79.6%
Market East		78.8%
Central Bucks County		78.8%
Jenkintown		77.8%
Wilmington CBD		74.2%
North Penn		74.0%
Fort Washington		72.2%
Plymouth Meeting		71.5%

Total Vacancy Rate

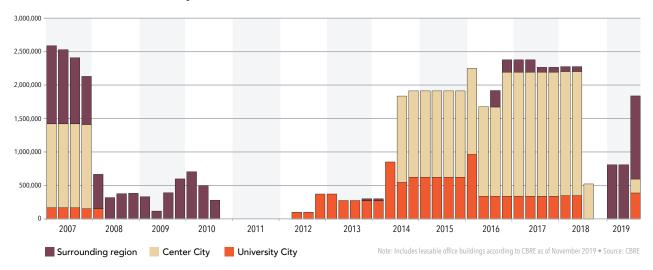


Asking Gross Rent (per sq ft)



Note: Downtown Philadelphia includes University City and Center City. Source: CBRE

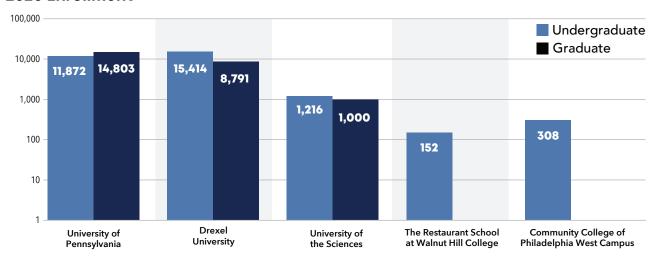
Under Construction (sq ft)





versity City is renowned worldwide for its exceptional colleges and universities. Whether they come from around the block, country, or world, over 53,000 undergraduate, graduate, and postgraduate students enrolled in programs at the University of Pennsylvania, Drexel University, the University of the Sciences, Community College of Philadelphia West Campus, and the Restaurant School at Walnut Hill College. Although most schools sent students home when the pandemic hit, local institutions found ways to pivot and keep students engaged through virtual learning and innovative approaches to extracurricular activities during an extremely challenging time. When it's safe to return, students at the major local institutions of higher learning will once again be drawn to our neighborhood's global dining scene, beautiful campuses, and prime location within the city and on the eastern seaboard.

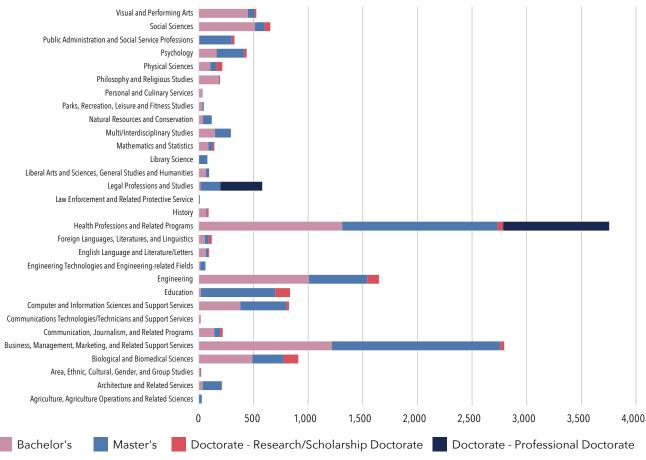
2020 Enrollment



Source: US Dept of Education NCES

Over 53,000 students attend University City's five institutions of high learning, and nearly 8,000 degrees ranging from associate level through PhD were conferred in 2019.

Degrees Awarded at University City Colleges and Universities

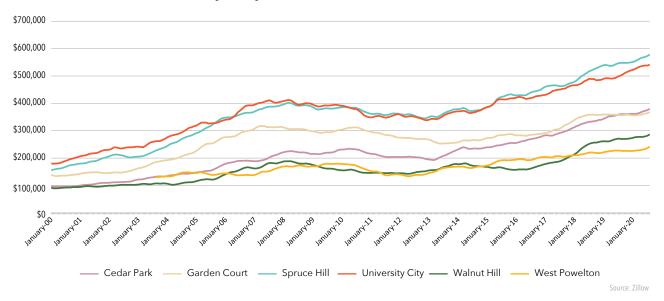


Source: US Dept of Education NCES

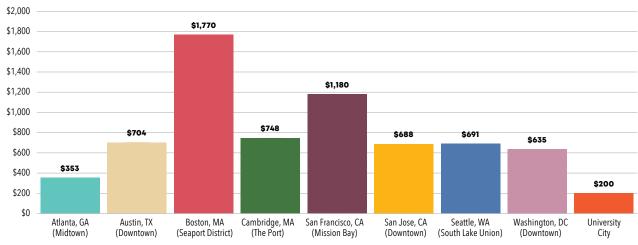
Life in the Neighborhood White in the Neighborh

s a place to live, University City offers something for everyone. Options for housing are as varied as the residents, with historic homes, walk-up apartments, stylish high-rises, dormitories, and more. Over 100 acres of public space and parks offer respite from the city streets and places for people to relax, recharge, and spread out. An eclectic dining scene caters to every appetite, featuring a blend of longstanding momand-pop restaurants, cuisine from around the globe, and outposts for local and national chains. University City boasts a robust arts and culture scene, including theaters, art galleries, and local dance and performance groups. The streets, sidewalks, and transit stations combine to offer excellent options for traveling within the neighborhood or to points beyond, and our neighborhood again earned a "paradise" distinction from Walkscore.com for walking, biking, and transit. Local schools earn annual accolades, and construction on a new \$38 million K-8 school called the Powel-Science Leadership Academy Middle School (PSLAMS) will be completed by the end of 2020 at 3610 Warren Street. Active neighborhood associations and community groups inject unique character and civic pride in smaller sub-neighborhoods, and have proven a valuable resource for the community in times of need.

Zillow Home Value Index (ZHVI)

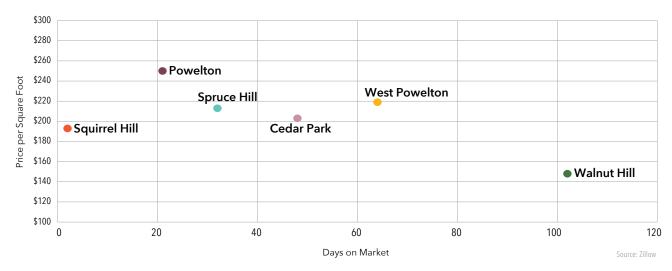


Median Home Price per Square Foot in University City and Peer Employment Centers



Source: Zillow; snapshot of listings, September 2020

Neighborhood Price per Square Food vs. Days on the Market



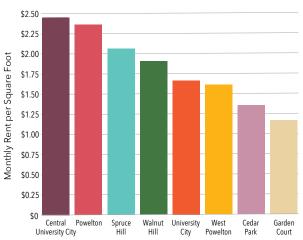


Median Home Price Over Time

Year	Number Sold	Median Price	2020 Dollars Adjusted
2000	-	\$87,000	\$139,087
2001	11.6%	\$97,125	\$149,309
2002	28.7%	\$125,000	\$187,994
2003	28.0%	\$160,000	\$234,718
2004	53.1%	\$245,000	\$350,421
2005	4.1%	\$255,000	\$353,220
2006	22.4%	\$312,000	\$416,341
2007	-0.3%	\$311,125	\$402,447
2008	-3.6%	\$300,000	\$376,083
2009	-6.7%	\$280,000	\$349,713
2010	7.2%	\$300,150	\$376,086
2011	4.9%	\$315,000	\$389,753
2012	-2.4%	\$307,500	\$374,306
2013	2.1%	\$314,000	\$374,425
2014	0.6%	\$316,000	\$367,333
2015	5.9%	\$334,500	\$380,924
2016	17.5%	\$393,100	\$436,805
2017	1.8%	\$400,000	\$431,631
2018	1.1%	\$404,500	\$424,247
2019	5.1%	\$425,000	\$433,229

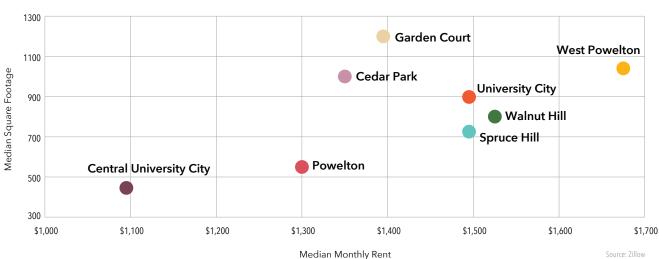
Source: City of Philadelphia, Department of Records

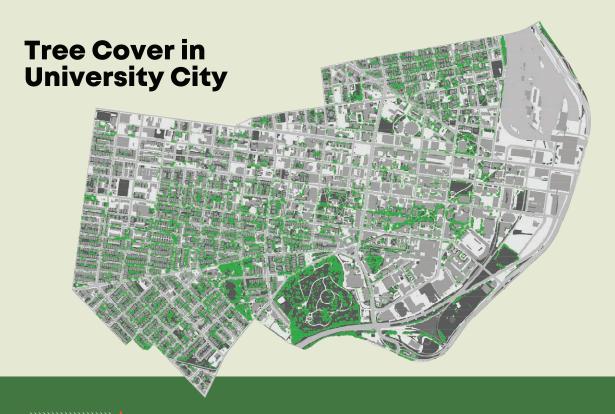
Median Monthly Rent per Square Foot



Note: University City includes all neighborhoods • Source: Zillow, Sept. 2020 snapshot

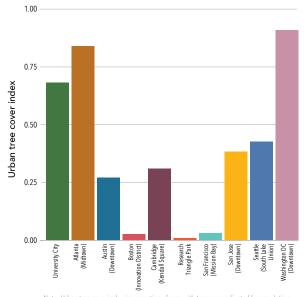
Current Listings: Square Footage and Price by Neighborhood





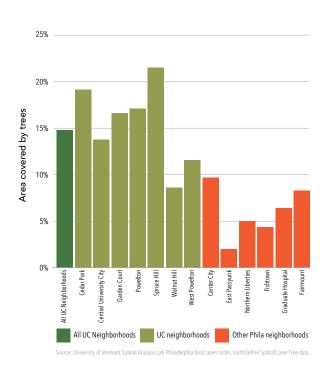
University City neighborhoods are some of the greenest in Philadelphia, with almost 15% of the district's area covered by tree canopy.

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



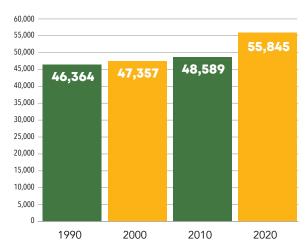
Comparisons are between University City and equally—sized areas (2.4 square miles) encompassing peer employment centers. Source: Landsat Tree Cover v4, Global Land Cover Facility; US Census Bureau, 2012—2016 American Community Survey

Tree Cover by Neighborhood in Philadelphia



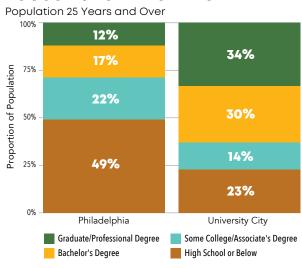


University City Population



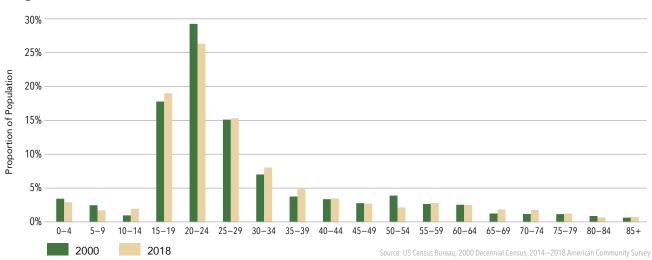
Source: US Census Bureau, Decennial Census, UCD estimate for 2020

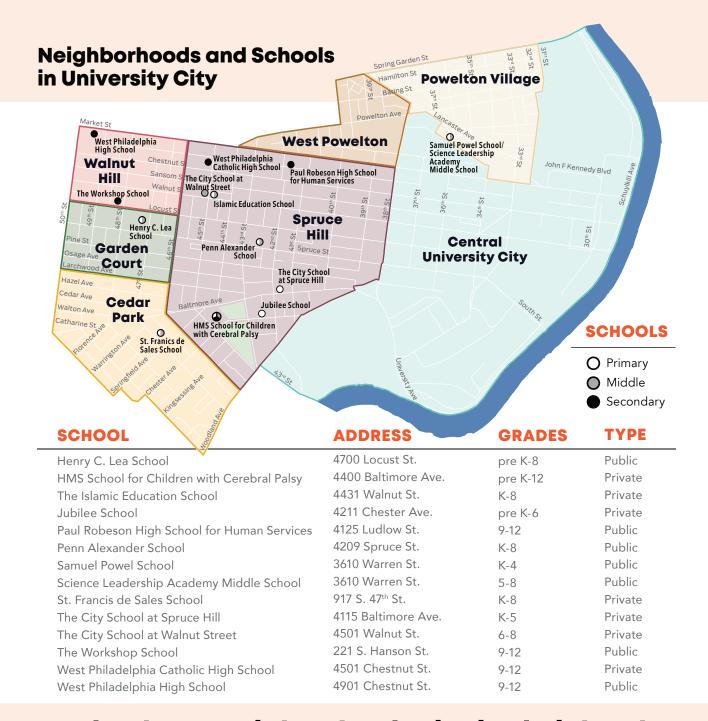
Educational Attainment



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

Age Distribution





Paul Robeson High School Principal Richard Gordon Named National Principal of the Year

In October of 2020, Paul Robeson High School principal Richard Gordon was selected as Principal of the Year by the National Association of Secondary School Principals. The school was seeing reduced numbers of both students and staff in 2013 before Gordon took over, and he has been able to increase staff retention, improve school culture, and help students earn opportunities including internships, extra classes, and college scholarships. Under Gordon's watch, the school now boasts a 95% graduation rate, it earned the title of "most improved" in 2017, and Gordon himself received district and state recognition for his contributions before securing this prestigious national award.

The University of Pennsylvania's Cultural Institutions Pivot to Virtual Offerings

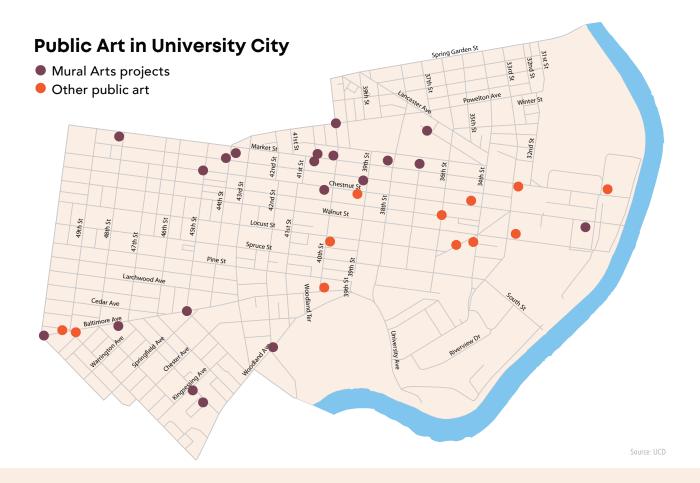
Penn's arts and culture scene is one of University City's important economic drivers and offers residents and visitors world class exhibits, collections, and performances via the Penn Museum, Institute of Contemporary Art (ICA), the Arthur Ross Gallery, the Penn Libraries, and the Annenberg Center for the Performing Arts. In March, as the pandemic drove Penn's cultural institutions to temporarily close their doors, each quickly moved to find innovative ways to engage audiences remotely by providing hundreds of hours of programming and resources.

Throughout the pandemic, Penn Museum at Home provided visitors a way to travel the world and explore the Museum for free via resources, digital collections, and events. Many of the Museum's art and artifacts from around the globe were showcased through its interactive programming, such as At-Home Anthro LIVE for kids and Living Room Lectures.

The ICA, Arthur Ross Gallery, and Penn Libraries also moved online with virtual mindfulness sessions, virtual exhibitions and tours, artists spotlights, audio guides, book talks, and printmaker pop-ups and virtual letterpress workshops conducted by the Common Press at Penn.

The Annenberg Center continued to offer a robust calendar of performing arts via the Annenberg Center @ Home blog with rich archival content including masterclasses, performances, videos, music, and artist conversations, as well as activities for children and families. The Center also launched an innovative fall 2020 digital season with exclusive live one-night-only music and dance performances broadcast from Annenberg's stages.

Penn's cultural institutions opened in the fall with new health and safety precautions in place, and they will use those measures and their experience with virtual access to adapt to further changes as the pandemic continues.



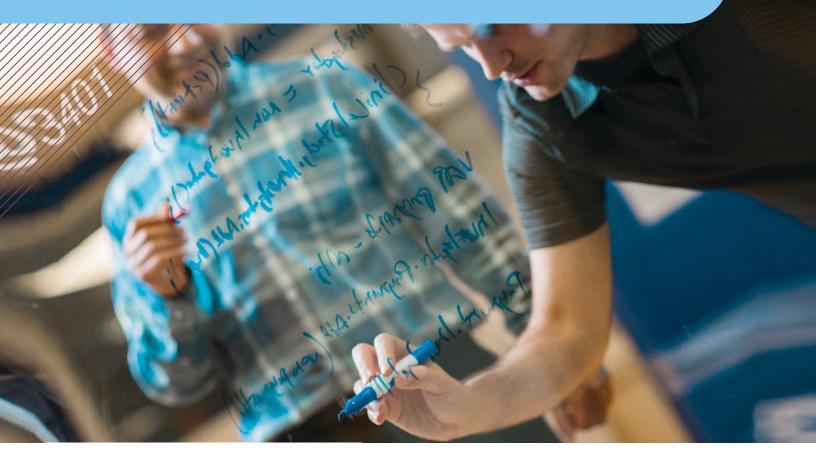
New ACME Market Opens at 40th and Walnut





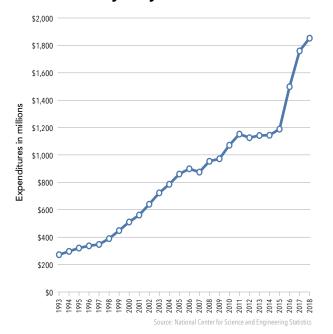
University City gained an additional supermarket option when a new ACME Market opened in October of 2020 on the corner of 40th and Walnut Streets. The new ACME features a full-service deli, a signature bakery, multiple stations for hot and prepared foods, beer and wine, an in-store Starbucks, and a large selection of natural, gluten-free, organic, and local products. It also boasts ACME's first-ever Sally the Robot salad station, an interactive machine that makes salads based on customer inputs. The new store's opening also brings 200 jobs to the neighborhood, of which 75% have been filled by new hires. At an October 22nd ribbon-cutting event, representatives from ACME also donated \$50,000 to local hunger programs supporting the West Philadelphia Community.

Innovation

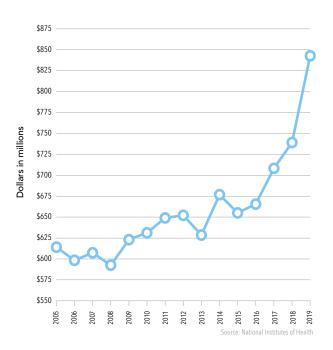


niversity City is considered the region's leader in science and innovation. Discoveries initiated in University City spark billions of dollars in economic growth and attract international attention in fields like biotech, robotics, and medicine. In 2019, a record number of patents was issued to University City businesses and institutions, while R&D investment reached \$1.85 billion. 43% of the \$1.43 billion in total Pennsylvania National Institutes of Health funding was awarded to University City institutions. University City's robust life science offerings led to an October CRBE report ranking Philadelphia as the 7th top and 5th fastest-growing life science cluster in the country. And when the pandemic hit, local institutions sprang into action, working on initiatives ranging from potential vaccines to ventilators to unique fabrics for masks. And now, the two most promising COVID-19 vaccines in development from Pfizer-BioNTech and Moderna each rely on messenger RNA delivery, a process developed in 2005 by Penn professors, meaning a scientific discovery initiated in University City may play a key role in ending the global pandemic.

Research & Development Expenditures at University City Institutions

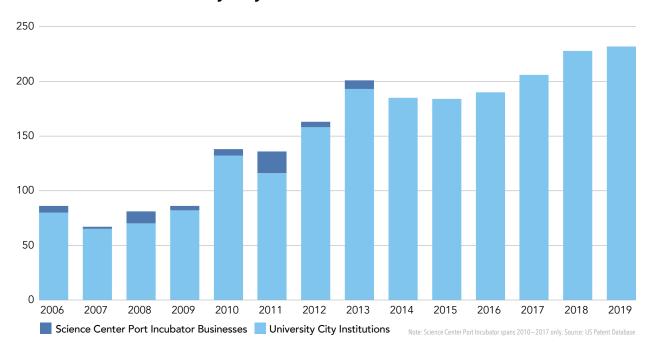


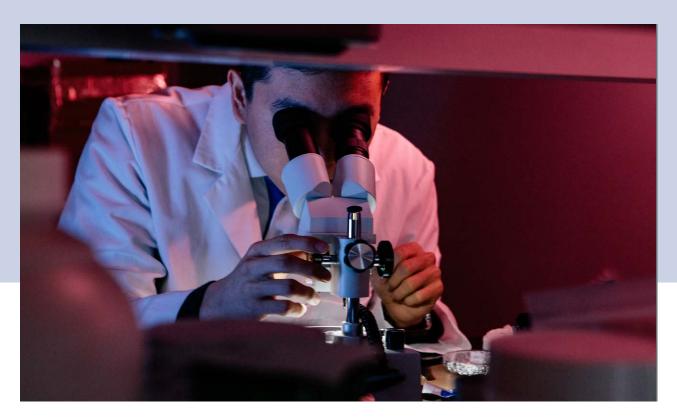
Total NIH funding in University City



University City institutions collected \$843 million in National Institute of Health funding in 2019, which amounted to 43% of all funding across the entire state of Pennsylvania.

Patents Issued to University City Institutions and Businesses





University City Key to Philadelphia's Status as Epicenter of Cell and Gene Therapy

Philadelphia has continued to be a leading center for cell and gene therapy, buoyed by contributions from University City companies, labs, and research centers. Therapeutics companies initiated in University City including Tmunity, Carisma, Virion, Cabaletta Bio, and Spark have all elected to establish permanent footholds in our neighborhood. Other companies including Amicus, who entered into a 10-year lease at 3675 Market Street early in 2020, have elected to relocate to University City, which Amicus CEO John Crowley has begun calling "The Cradle of Cures." Combined, these companies are part of a revolution in precision medicine and cell and gene therapy, and have catapulted University City to similar standing with other innovation districts including Boston's Kendall Square.

In a May 2020 report authored by the University City Science Center and team members from University City District, we calculated Philadelphia-area employment in these sectors is expected to grow by at least 35% and as much as 136% over the next decade. That translates into anywhere from just under 2,000 to more than 7,600 new jobs created. Initiatives to spur continued growth include the CEO Council for Growth's new Cell & Gene Therapy and Connected Health Initiative, the Philadelphia Industrial Development Corp.'s marketing of our region, and a \$50 million investment by the University of Pennsylvania to help more life sciences companies in West Philadelphia.



Roberts Individualized Medical Genetics Center Outlines Framework for Centralized Approach to Genetic and Genomic Testing

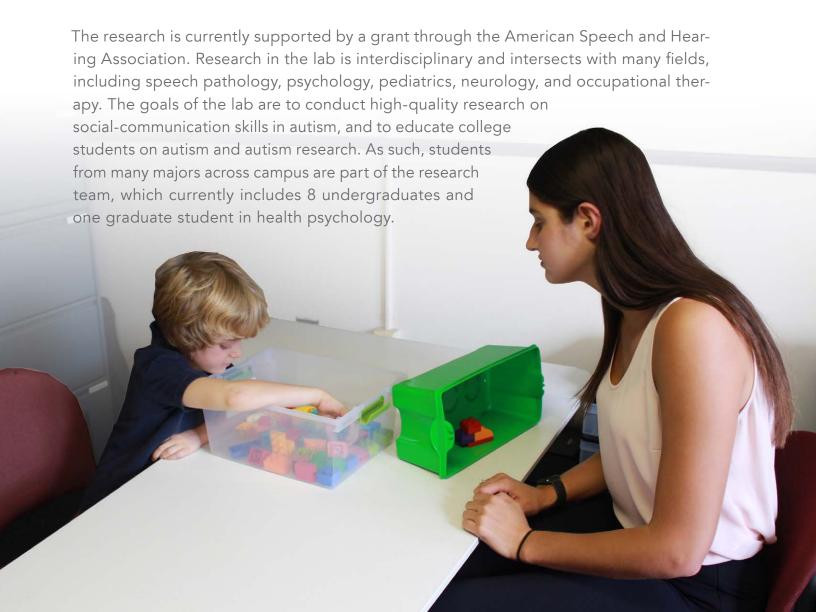
The Roberts Individualized Medical Genetics Center (RIMGC) at CHOP launched in 2014 as a first-of-its-kind system to help families navigate the complex process of genetic and genomic testing and standardize how genetic testing is performed across different clinical disciplines. Whole genome sequencing has the potential to revolutionize the practice of medicine by allowing for the development of highly-targeted therapies and more nuanced treatment strategies. The practice will also accelerate research into difficult-to-treat conditions and help clinicians diagnose new diseases that would have otherwise remained a mystery. As the technology becomes more widely available, the cost to patients and the healthcare system has decreased significantly while demand has broadened across all specialties.

Since its launch, the RIMGC has more than quadrupled its full-time staff, and consistent assessment of the Center's clinical load has led to an expansion of services. In spite of this rapid growth, the team says the RIMGC presents a cost-saving model by centralizing these services and avoiding dozens of individual clinical departments having to hire their own genetic counselors and specialized administrative and medical support staff. Now the team from RIMGC is sharing their expertise. In a report published last February in the journal *Pediatrics*, RIMGC researchers, physicians, and genetic and financial counselors describe the success of the model, their plans to build on that success for the future, and the important lessons learned from their first four years in operation, which can serve as a guide to other hospital systems around the country looking to replicate the first-of-its kind model pioneered at CHOP.

USciences Lab Studies Nonverbal Communication Skills in Autistic Children

Research shows that children with autism often have difficulties with communication and there are interventions to help with speech and language, but where the research is lacking is in how to improve nonverbal communication skills, according to Ashley de Marchena, PhD, assistant professor of Psychology and Neuroscience, and Director of the USciences InterAction Lab.

The InterAction Lab is a small, primarily undergraduate-based research lab housed in the Department of Behavioral and Social Sciences at the University of the Sciences. The lab studies the relationships between social-communication skills, motor skills, and cognition in people on the autism spectrum. They use a range of scientific approaches in an effort to disentangle the complex web of skills that is needed for successful social interactions.



Penn Medicine Shares Early Results from First-In-U.S. Trial of CRISPR Gene Editing in Cancer



Penn Medicine researchers showed how the genetic editing tool known as CRISPR can be safely used to fight cancer in the first clinical trial in the United States to test the approach in humans. Genetically editing a patient's immune cells using CRISPR/Cas9 technology to attack cancer cells, then infusing those cells back into the patient appeared safe and feasible based on early data from three patients, the research team reported at the 61st American Society of Hematology Annual Meeting and Exposition.

Four months later, the team led by Carl June, MD, the Richard W. Vague Professor in Immunotherapy and director of the Center for Cellular Immunotherapies in the Abramson Cancer Center, and Edward A. Stadtmauer, MD, section chief of Hematologic Malignancies at Penn, showed in the journal *Science* how those genetically edited immune cells can persist, thrive, and function months after a cancer patient receives them. CRISPR technology does not change a person's DNA but rather gives scientists the ability to locate and edit faulty genes. For cancer, CRISPR works by deleting genes in immune cells to help them better fight tumors. While it's still early in the ongoing trial, the findings help illustrate the potential of this technology to treat many diseases that were previously not able to be treated or cured.



everberations from the impact of the COVID-19 pandemic were felt throughout our country, region, and neighborhood. Considered by some to be the sharpest economic shock since the Great Depression, the pandemic impacted all aspects of our daily lives, including how we work, travel, and gather with others. Despite major impacts to our small businesses, our colleges and universities, and across our local economy, there are reasons to feel optimistic about University City's ability to recover. In the pages that follow, we will focus on statistics and stories that point toward our neighborhood's ability to bounce back in the next year.

The Importance of Wistar Science in Pandemic Preparedness

As a global leader in the research and development of vaccines and therapies against cancers and infectious diseases, Wistar has tackled some of the world's major health threats and has created vaccines against rubella, rabies, and rotavirus that are credited with saving millions of lives throughout the century. Wistar science continues to be uniquely positioned at the forefront of the COVID-19 response. When SARS-CoV-2 was first identified, Wistar laboratories quickly mobilized to join the international scientific community in the quest for vaccines and other treatment solutions for COVID-19.

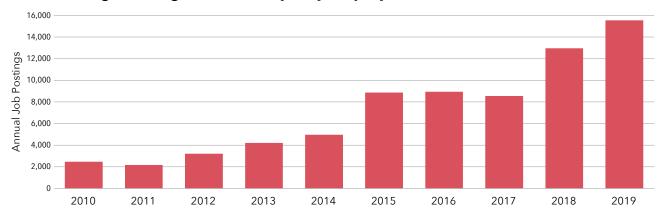
Expanding on previous experience responding to recent outbreaks, including MERS and SARS coronaviruses, a team led by DNA vaccine expert Dr. David Weiner designed and developed a synthetic DNA vaccine against COVID-19 that began clinical testing by collaborators at Inovio Pharmaceuticals, Inc. In parallel, Wistar scientists are advancing an arsenal of innovative technologies against SARS-CoV-2 including modified adenovirus and nanoparticle vaccines, small molecules, natural extracts, and FDA-approved compounds that prevent viral infection and treat symptoms of COVID-19, and antibody-based therapies for prophylactic SARS-CoV-2 treatments. Wistar scientists include Drs. Hildegund Ertl, Daniel Kulp, Paul Lieberman, Luis Montaner, Kar Muthumani, Ami Patel, Joseph Salvino, and Ian Tietjen.

In keeping with its legacy of protecting human health, Wistar research remains on the front lines to fulfill its mission once again by harnessing the exceptional power of its science.





Job Postings at Largest University City Employers

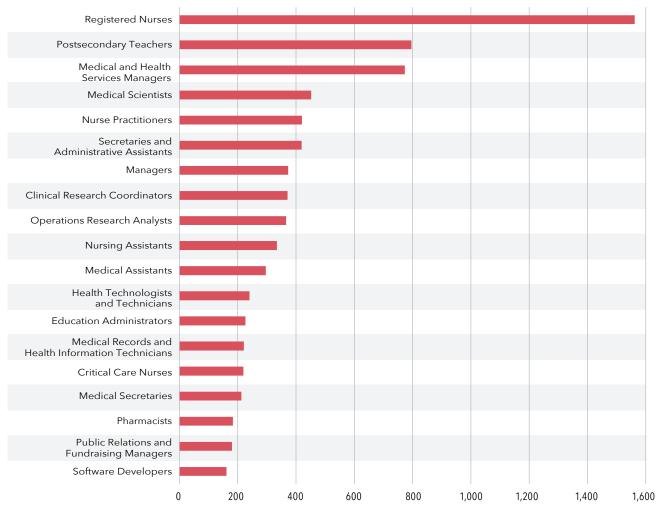


Includes the IRS, VA Hospital, Drexel University, CHOP, Penn Medicine and the University of Pennsylvania • Source: Burning Glass Technologies 2019



Employment in University City is dominated by jobs in healthcare, science, and education, which combine to total 78.5% of professional jobs in the neighborhood.

In Demand Jobs at Major University City Employers



Source: Burning Glass Technologies 2019



From the earliest days of the pandemic, Drexel researchers took on the complex biomedical and public health challenges of COVID-19, launching a broad range of projects including inquiries into mental health and substance abuse during the pandemic, manufacturing of face masks and shields, and the search for therapeutics and vaccines. This work has led to more than \$1.8 million in new research awards from sponsors like the Gates Foundation, and National Institutes of Health and the Commonwealth of Pennsylvania, with others in the pipeline. Drexel has produced at least six inventions, one pending clinical trial, and more than 30,000 individual pieces of personal protective equipment delivered to more than two dozen community partners in Philadelphia.

As hospitals looked to be prepared for the worst-case scenario, Marek Swoboda, Ph.D., an assistant teaching professor in Drexel's School of Biomedical Engineering, Science and Health Systems, was asked to create basic ventilators that could be quickly produced for use as backups during the pandemic. Swoboda and engineers from his startup RightAir produced a prototype of a compact, non-mechanical device called a "Y-Vent" based on 50-year-old military field medicine technology. The Y-Vent can be 3D printed in three hours, assembled in 10 minutes with hot glue, and can be attached to a standard oxygen tank or a small air blower to deliver pressurized air to an intubated patient. Though not FDA approved, it can save lives during an equipment shortage.

Recognizing Drexel at the forefront of innovation, a new report by the George W. Bush Institute and Opus Faveo Innovation Development recently named the university the most innovative mid-sized research university in the country.



In a year marked by transition, adaptation and resilience, the University City Science Center doubled down on its support of innovative companies addressing today's health-care solutions and representing sprouts in tomorrow's economy.

Those companies and the Science Center itself will benefit from the expertise of its new President & CEO. Tiffany Wilson, who joined the Science Center in October and most recently led Atlanta-based Global Center for Medical Innovation (GCMI), brings two decades of medical device commercialization expertise to the 50+ year old University City institution.

The timing is right given the success of the Launch Lane Accelerator, which selected seven companies earlier this year each with an emphasis on accessible healthcare technology. From a head impact sensor for concussion awareness to Al-powered solutions for reproductive health problems, the diverse cohort is successfully navigating the process of commercializing their digital products in a virtual startup ecosystem. Further leveraging Wilson's expertise, the Science Center opened applications for the fourth round of its Digital Health Accelerator which has been rebranded to Launch Lane: Digital Health.

Each company participating in Science Center commercialization programs have access to ic@3401, an incubator that saw a 28% increase in members in 2020 and now boasts over 50 tech-enabled startups. Those companies have created 30+ new jobs and are on track to exceed \$20 million raised in 2020.

CIC Philadelphia Fosters Entrepreneurs Through 36for75 Program

Each year CIC Philadelphia, the region's largest combined coworking and shared lab space located at 3675 Market Street in uCity Square, seeks 36 life-altering, risk-taking entrepreneurs in need of safe workspace, support, and opportunity for its 36for75 cohort. This project supports local startups and encourages collaboration and innovation by creating a diverse community of entrepreneurs and nourishing their endeavors with pro-bono resources, connections, and workspace for 75 business days.

The 2020 36for75 cohort had just kicked off when the pandemic hit Philadelphia, forcing much of the programming to move to virtual. CIC remained open in the spring for the 35% of its clients who were engaged in COVID research and PPE procurement. The space reopened for all clients on June 6, 2020 with modified safety protocols, such as antimicrobial door grips, touchless doors, and socially distanced meeting rooms. CIC extended 36for75 an additional three months - closing the program out on July 31 - to give the 2020 cohort time on-site to connect and collaborate within the CIC ecosystem.

Even in the short time before the pandemic moved the 2020 cohort online, beneficial connections were created. During the initial 2020 36for75 welcome breakfast, Aaron & David Cabello, the founders of Black-owned food delivery service Black & Mobile, met Nicodemus Madehdou, a 36for75 alumni and the founder of Jump Button Studios, and a supportive partnership was born, resulting in Jump Button developing Black & Mobile's new mobile app. Black and Mobile has now expanded beyond Philadelphia to Atlanta and Detroit. 36for75 recruits each fall for their annual cohort, and aims to continue providing support and resources for entrepreneurs each year.







niversity 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, support our commercial corridors, connect low-income residents to careers, and promote job growth and innovation.

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 organization, and in 2020 we doubled down on our efforts to assist local businesses and non-profits impacted by COVID-19.

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. In a normal year, we assist in community safety fairs and demonstrations and offer safety guidelines for students, employees, and residents. Over the past twelve months, our Safety Ambassadors have ramped up efforts to offer outreach services and other available resources to people experiencing homelessness in our community. We partner with local stakeholders and agencies including Project HOME and the Office of Homeless Services, and share resources and strategies with organizations from other parts of the country doing similar work to aid individuals experiencing homelessness. Together, our teams of cleaning and safety professionals work to ensure our neighborhood is a safe and welcoming environment.

SMALL BUSINESS ASSISTANCE

UCD offers technical assistance to local businesses looking to expand, grow, or relocate here in West Philadelphia. When faced with how severely the COVID-19 pandemic would impact small businesses, we ramped up these efforts in 2020, serving as a liaison between City agencies and local businesses, offering assistance to businesses applying to grants and available loans, organizing multiple fundraising efforts, and designing virtual events to lend marketing and financial support. Through our efforts and the generosity of community and philanthropic partners, we helped to raise and distribute over \$325,000 in funds, including a \$250,000 gift from the University of Pennsylvania to support small businesses in need. We are committed to continuing to help small businesses and local non-profits for as long as it takes to recover from the economic impacts of COVID-19.







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. In 2019 and into 2020 we designed, installed, and maintained the Lawn at uCity Square, and a new collection of greenspaces on the 3700 block of Chestnut Street.

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, and in 2020 we worked with other BIDs and the City of Philadelphia to help plan and regulate new outdoor dining options to spur business for restaurants struggling due to limitations on capacity. We helped the City conceive and implement a new "Streeteries" initiative, which allow restaurants to expand their outdoor service into parking spots using temporary platforms and other innovative structures. The Streeteries were an evolution of our Parklets and proved wildly successful, with nearly 800 operating throughout Philadelphia. Finally, we boosted business for restaurants on the 3400 block of Sansom Street by working with the City to close the entire block to traffic on weekends in the fall, creating an outside dining oasis.



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 a public space, pop-up activations like performances and yoga, and a fully outfitted restaurant space that is now home to community-favorite Renata's Kitchen. 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 the 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 residents.

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. Nine years and several iterations later, The Porch remains a prime example of whimsical, people-pleasing public space development. In a normal year, 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. During the COVID-19 pandemic, our focus was to keep The Porch open as a safe, clean space outdoors to gather. We look forward to resuming our program again when it is safe to do so.



Workforce Development

THE WEST PHILADELPHIA SKILLS INITIATIVE

The West Philadelphia Skills Initiative (WPSI), UCD's nationally recognized job training program, connects unemployed Philadelphians seeking opportunity with Philadelphia employers seeking talent. Since its formation in 2011, our career-driven program has served over 1,200 local residents, connecting talented individuals to high-quality opportunities with the city's premier employers for total combined earnings of over \$37 million dollars. In 2020, we forged new partnerships with Penn Medicine, Benefits Data Trust, and PIDC, we pivoted to virtual and hybrid trainings due to COVID-19, we expanded our services to alumni of the program, we made significant progress on a sleek new WPSI website, and graduates from our program averaged \$15.34/hour in starting wages. Thanks in large part to support from JPMorgan Chase Foundation, we have begun to replicate the WPSI model with partners beyond West Philadelphia.

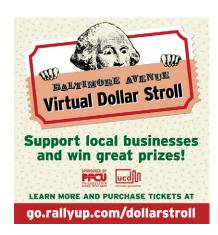
GREEN CITY WORKS

UCD launched our landscaping social venture, Green City Works (GCW), to seize on an opportunity to create quality jobs for local community residents. Four years since its formation, GCW employs 16 local residents, our portfolio includes over 2.5 million square feet of green space, and we work with over 35 of University City's largest institutions and businesses. GCW's impact on the neighborhood continued in 2020, as we added projects with the Pennsylvania Horticultural Society, the St. Agatha-St. James Parish, Exeter Property Group, and the University of Pennsylvania to our portfolio. GCW helped transform the southern side of the 3700 block of Chestnut Street, turning a 10,000 square foot parking lot at St. Agatha-St. James Parish into a public/private amenity featuring a permeable paving system, concrete steps and seating walls, lawn, lighting, and multiple gardens. On the same block, GCW helped create a new public greenspace next to The Chestnut apartment building connecting Chestnut to Sansom and featuring lawn space, extensive perennial, shrub, and tree planting, and another permeable paving system. Unlike many social ventures launched with the mission of providing job opportunities for individuals who have faced barriers to employment, Green City Works has been on a rapid growth trajectory, which we believe points to the potential for additional enterprises fueled by anchor institution spending.



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 Performances at The Porch, Movies in Clark Park, and the 40th Street Summer Series; our popular collaborations with local businesses, the Baltimore Avenue Dollar Stroll and University City Dining Days; and our networking event University City MIX. In 2020, we were forced to reimagine our event season due to limits on gatherings, and we worked to alter our traditional events to help support neighborhood businesses and organizations.



BALTIMORE AVENUE DOLLAR STROLL

We ran a virtual Baltimore Avenue Dollar Stroll in June to raise money for participating businesses, including many participating for the first time. We built on the success of the Dollar Stroll brand to offer \$1 raffle tickets for chances to win prize packs consisting of items from favorite participants. The Virtual Dollar Stroll generated over \$10,000 for local businesses, plus incentivized members of the community to come back and shop when the businesses were permitted to safely reopen.



UNIVERSITY CITY DINING DAYS

This popular restaurant promotion, designed to bring additional business and exposure to area eateries during the summer, typically allows diners to enjoy three course meals for \$15, \$25, or \$35 from many of University City's top restaurants. In 2020, we shifted the promotion to run from late September through early October, and allowed restaurants to get creative with what deals they offered. The deals included the typical three courses for three prices offer plus new options like to-go cocktails, make-at-home meal kits, and deals on takeout. Nearly 30 restaurants participated in the revamped promotion.

Data Analysis & Application

Data drives UCD's work each day and across all our departments. We use data to identify street and transit improvements, to study pedestrian volume to help businesses thrive, to evaluate crime patterns to map out deployment strategies, to monitor usage rates of our public spaces before adding new amenities, to survey participants and partners in our Skills Initiative to deliver the best workforce training, and much more. In 2020, we launched a new Labor Market Report to keep abreast of patterns in job postings as it relates to our local economy. Our data findings show up in white papers, market trend reports, internal and external presentations, and are a key element of our yearly State of University City publication.



Transportation Planning

Each year, UCD works with partners to address transportation issues including traffic congestion, transit routing, and bike and pedestrian safety. UCD, major institutions, local developers, the City, the Pennsylvania Department of Transportation, and the Delaware Valley Regional Planning Commission work together on a Transportation Management Association (TMA) that serves the neighborhood. This association formalizes work these partners have done for nearly two decades, and opens new lanes to improve how people and goods get around. Together with SEPTA, the TMA operates the Loop through University City (LUCY) bus that carries hundreds of thousands of passengers each year from 30th Street Station to nearby jobs. In 2020, the TMA launched a Transit Subsidy Pilot Program to incentivize employees at major employers including Children's Hospital of Philadelphia and Penn Medicine to forgo their parking passes in favor of taking public transit in an effort to ease traffic and reduce emissions. Moving forward, the TMA will continue to assist in projects aimed at improving every mode of transit to benefit residents and commuters.



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

Current daytime pedestrian volume in University City

Current daytime pedestrian volume in University City

Current daytime pedestrian volume in University City

Predicted Daytime Pedestrian Volume in University City

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Networking Opportunities









Marketing and Promotion











Priority Business Services

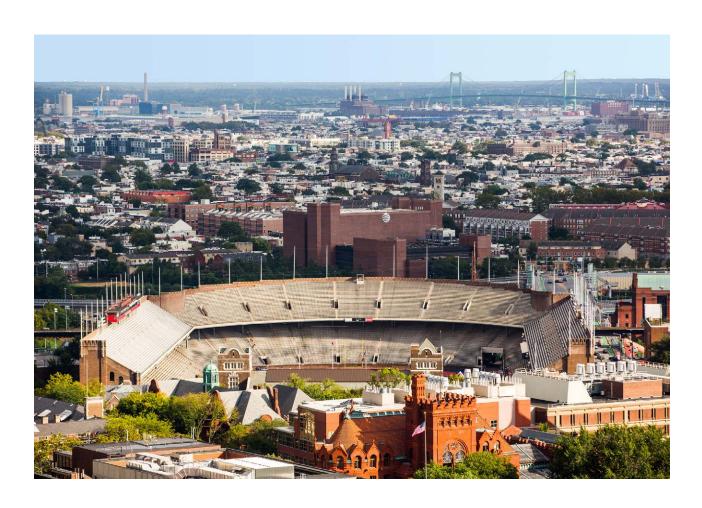












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Thanks to a partnership with local public art initiative Hagopian Arts, The Porch got a new splash of color with the addition of a Luna moth mural on our turquoise cube.

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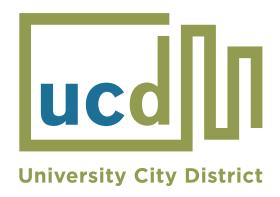
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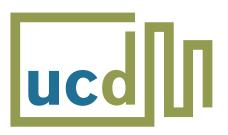
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