



Connection

THE UCD NEWSLETTER • SPRING 2019



Don't Miss Our Signature Summer Events

Each summer University City District partners with local organizations, restaurants, and performers to present a robust schedule of free and fun events throughout our neighborhood. Dates, details, and locations for our signature events follow - make sure to mark your calendars and visit universitycity.org for updates and full details.

University City Dining Days returns to the neighborhood this year from Thursday, July 18th through Sunday, July 28th. Dining Days is our "3 Courses, 3 Prices" promotion at many of University City's most popular dining destinations. We're excited to welcome first time participants like new (*continued on page 5*)

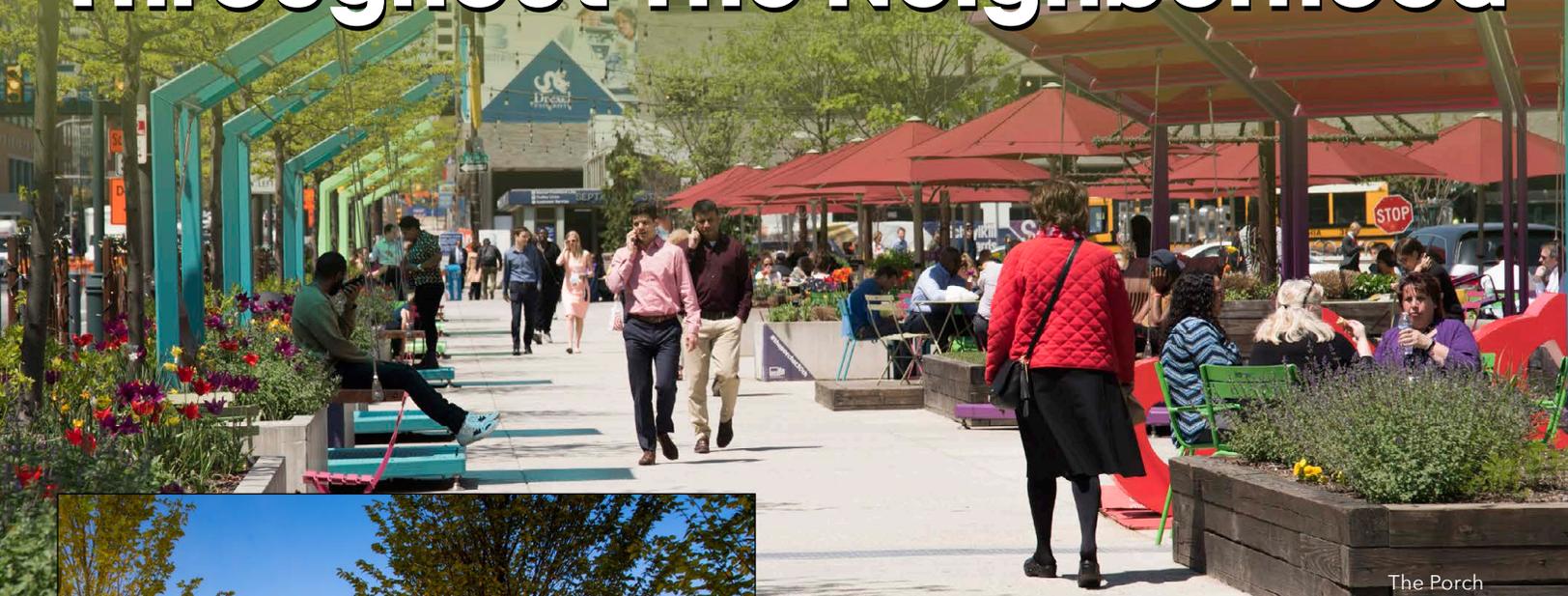
Infrastructure Improvements to Impact Travel This Summer and Beyond

As part of the Pennsylvania Department of Transportation's (PennDOT) ongoing \$150 million investment in renewing infrastructure around 30th Street Station, major changes are coming that will impact travel patterns in the eastern edge of University City.

PennDOT worked throughout 2018 on the east side of the Schuylkill Avenue viaduct to rehabilitate Schuylkill Avenue and nearby sidewalks, as well as portions of the Chestnut Street bridge. Beginning this summer, PennDOT's work will require the closure of the Chestnut

Street Bridge to all vehicles, bicycles, and pedestrians for approximately one year. The critical rehabilitation will include steel repairs, repainting, and re-decking. When heading east into Center City, we strongly advise taking public transit - particularly trolleys and the Market-Frankford Line - when possible. If you must drive, consider taking the South Street Bridge or Market Street to access Center City. If you are walking to Center City, all other bridges remain open. For more information, visit chestnutstreetbridges.com. (*continued on page 4*)

Enjoy UCD Public Spaces Throughout The Neighborhood



The Porch



Trolley Portal Gardens



BalletX at The Porch

Each year UCD works to design, install, program, and green beautiful public spaces throughout the neighborhood. Here is the latest on our portfolio of public spaces!

Trolley Portal Gardens

Trolley Portal Gardens, our \$2.1 million project to transform the 40th Street Trolley Portal, was completed and officially opened last fall. Since then we've programmed the space with festive holiday events and worked to keep the space clean and welcoming for the community. Now that we are entering the space's first full summer season, we're excited to see the plants fully blooming and children playing on the boulders scattered throughout the site. We're currently working with the owners of Trolley Car Station to find a new operator for the restaurant space. Stay tuned for updates on programming and more!

The Porch at 30th Street Station

Our flagship space The Porch at 30th Street Station is active year-round, but buzzes with people and activities in the spring and summer months. We welcome daily food trucks for lunchtime vending during the work week, program a variety of performances throughout the season, and will once again be teaming with Bridgewater's Pub to bring drinks to The Porch from June through August on Wednesday, Thursday, and Friday evenings, now in a new location on the western edge of The Porch.

At the end of May, we'll be hosting the StoryCorps air-stream at The Porch where visitors can share stories in a traveling recording studio. Finally, this spring we'll be adding a new shade and seating structure that will provide a great space to cool down, relax, and charge your phone. Visit universitycity.org/porch for updates on amenities at The Porch!

Parklets

After spending the winter hibernating, our Parklets are back! Our Green City Works crew recently re-installed Parklets at six locations throughout the neighborhood. Parklets - temporary seating platforms that transform parking spaces into places to sit, relax, eat, and enjoy street life - have added a distinct vibrancy to the neighborhood since we introduced them to Philadelphia in 2011. We're happy to report that each location will now have games for anyone to enjoy during daylight hours.

Our 2019 Parklets can be found at:

4725 Pine Street

Hosted by the Garden Court Community Association

261 S. 44th Street

Hosted by Honest Tom's Tacos and Lil' Pop Shop

4239 Baltimore Avenue

Hosted by Green Line Cafe

4903 Catharine Street

Hosted by Little Baby's Ice Cream

4040 Locust Street

Hosted by Ramen Bar

3601 Market Street

Hosted by Schmeat It, Jimmy John's, and M.A.T.T.S. Sliders



Pine Street Parklet



Trolley Portal Gardens

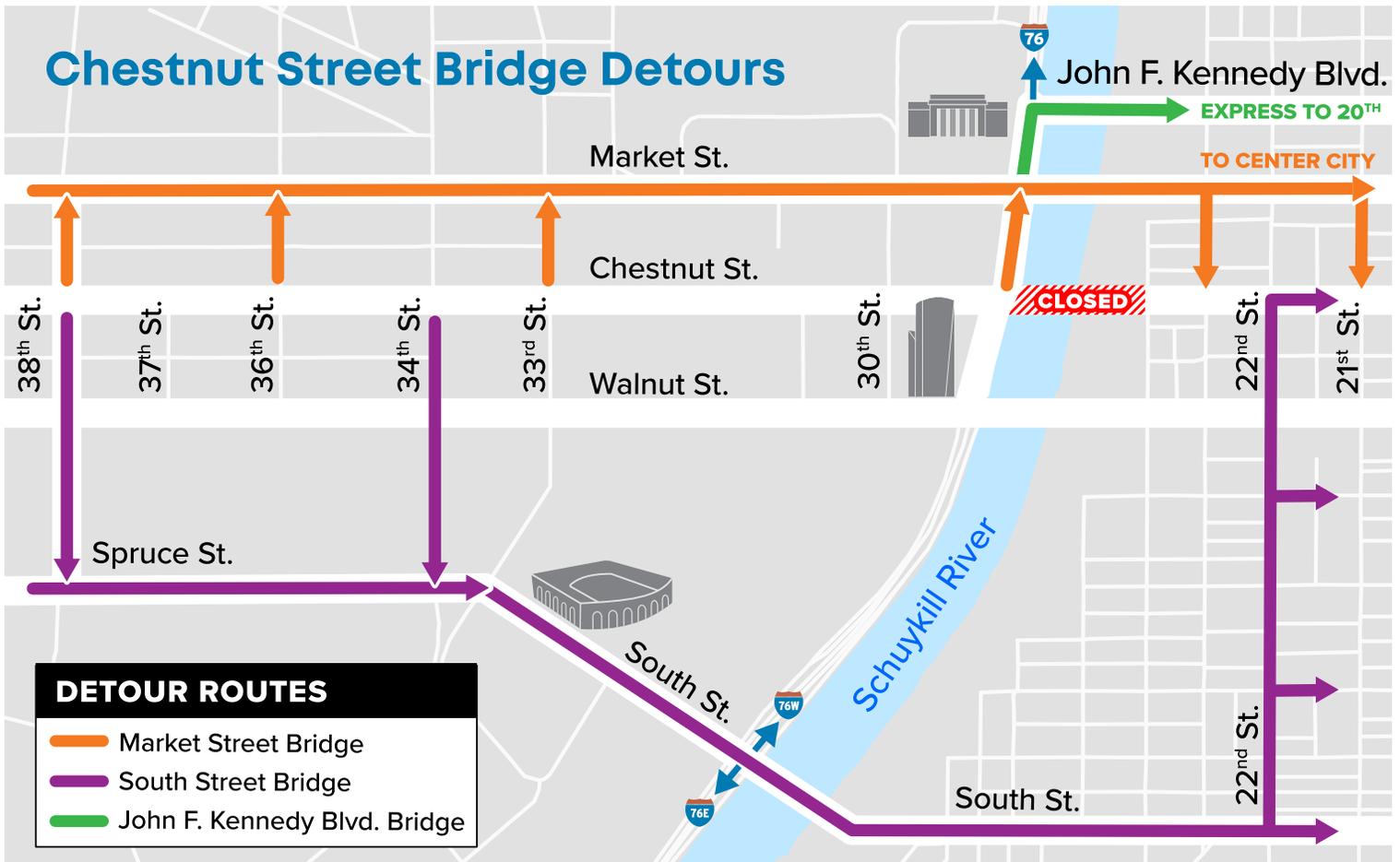
Streetscape Interventions

UCD prioritizes the safety and beauty of our streets, and works closely with the City and community residents on measures designed to benefit pedestrians, bikers, drivers, and transit riders. We have developed pedestrian plazas that use greening and design principles to turn intersections into safer, more beautiful open spaces. Visit our plazas at 42nd Street and Woodland Ave, 48th Street and Baltimore Ave, and the extension of Cedar Park at 49th and Catharine Streets, where we'll be adding a ground mural designed by local mural and fine art company Hagopian Arts this summer. Last year we refreshed the Market Street Bridge to include brightly color planters by local artist Glossblack and new plantings.



Baltimore Crossing

Infrastructure Improvements *(continued from cover)*



Additionally, I-76 will also be under construction requiring single-lane night and weekend closures, and the occasional closing of on and/or off-ramps for deck rehabbing in four stages. The project began in April of 2019 and will continue through October of 2020. Each stage will impact different lanes, forcing single lane traffic at certain times, and full closures at others

during overnight hours. I-76 is always a busy roadway, but vacation travel in the summer months make it even more trafficked. Consider adding extra time for weekend and late-night driving, or finding alternate routes when driving is necessary. For more information, including detailed graphics and maps, visit i76viaduct.com.

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. Route 49 is part of SEPTA's continuing efforts to improve transit access to employment destinations, including University City's 80,000+ jobs. It's also a great resource for people looking to get 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 49 route, which connects our neighborhood to Brewerytown, Fairmount, Grays Ferry, Point Breeze, and Strawberry Mansion. The creation of Route 49 aims to address a north-south gap that exists in the current transit network, and will reduce travel times to University City from nearby neighborhoods. It will also serve as an alternative to driving during the upcoming Chestnut Street Bridge closure.

To learn more about Route 49, visit septa.org/service/bus/route49.html

Data analysis from our newly formed TMA (Transportation Management Association) helped SEPTA develop

Signature Summer Events

(continued from cover)

Mediterranean-influenced restaurant The Common, Argentine empanada shop Jezabel's Cafe, upscale sandwich shop KQ Burger, and more! Details on the 35+ participating restaurants will be available soon on ucdiningdays.com.

The Baltimore Avenue Dollar Stroll, presented in association with the Baltimore Avenue Business Association (BABA), will return on June 6th and September 12th from 5:30 to 8:30PM. During this unique event, Baltimore Avenue between 43rd and 52nd Street showcases its charm and businesses with \$1 bargains from neighborhood favorites. Grab everything from bites from signature restaurants to pet supplies to theater tickets and much more. Full details on participants and live entertainment will be coming soon on our Dollar Stroll page.

The 40th Street Summer Series, co-produced by University City District, Penn, and The Rotunda, will be moving just down the block, but it will feature the same eclectic, fun shows you've come to know and love. The performances will now be held at 39th and Walnut Streets, just near Locust Walk. Save the dates of June 15th, July 13th, and August 17th for three nights of fun! Full details on acts and openers will be announced on our website soon.

UCD, in partnership with Philadelphia Parks and Recreation and Friends of Clark Park, will once again present **Movies in Clark Park**, four Fridays of free outdoor movies beginning at sundown in the Clark Park bowl during fair weather. Bring a blanket or chair, grab a snack at a food truck, and join the fun! Check out the schedule:

8/9: ***Solo: A Star Wars Story***

8/16: ***Crazy Rich Asians***

8/23: ***Creed II***

8/30: ***Spider-Man: Into the Spider-Verse***

Visit universitycity.org for updates on all of our summer programming!



Baltimore Avenue Dollar Stroll



40th Street Summer Series



CO-OP, a Dining Days participant

NEWS FROM THE SKILLS INITIATIVE



The West Philadelphia Skills Initiative (WPSI), our nationally-renowned job training program that connects local residents seeking opportunity with employers seeking talent, has spent the beginning of 2019 building new approaches to our program model in order to better serve both employer partners and jobseekers.

Partnering with SEPTA on Our First Citywide Recruitment

On Tuesday April 2nd, WPSI launched its first cohort with Southeastern Pennsylvania Transportation Authority (SEPTA) for Bus Operator positions. Not only is this our first partnership with a citywide employer, but it also enabled us to open the program to jobseekers outside of our traditional West Philadelphia catchment area. We are building partnerships with other high-quality employers throughout the city, which will allow us to connect West Philadelphians to a wider range of opportunities while bringing our unique job training approach to more of the city's jobseekers.

The SEPTA cohort has another feature that will become an increasingly critical component of our approach: a certification, provided at no cost to the individual or employer. While certification programs are typically costly endeavors for jobseekers, WPSI has leveraged public dollars through Philadelphia Works to fund a Commercial Driver's License (CDL) training conducted by Goodwill Industries of New Jersey and Philadelphia. This model allows participants to emerge from the Skills Initiative with both a certification and foundational skills training, all while having earned a stipend. WPSI has included certifications in prior cohorts, and is exploring

additional partnerships that will allow graduates to walk away with additional industry-sought credentials like the Child Development Associate (CDA), Emergency Medical Technician (EMT), Occupational Safety and Health Administration (OSHA) training, and more.

As the Skills Initiative continues to evolve, we look forward to making changes that both expand and deepen our impact on our community and city.

Recently Completed and Upcoming Partnerships

The Skills Initiative has already engaged in exciting partnerships this year, with more in the works. Here is a timeline of recent and forthcoming cohort sessions:

- Security Officers with Allied Universal (January 2019)
- Landscapers with BrightView (February 2019)
- Bus Operators with SEPTA (April - May 2019)
- Animal Care Technicians with University of Pennsylvania (May - June 2019)
- Patient Sitters with CHOP (June - July 2019)
- Early Childhood Educators with Bright Horizons (July 2019)
- Security Officers with Allied Universal (July - August 2019)

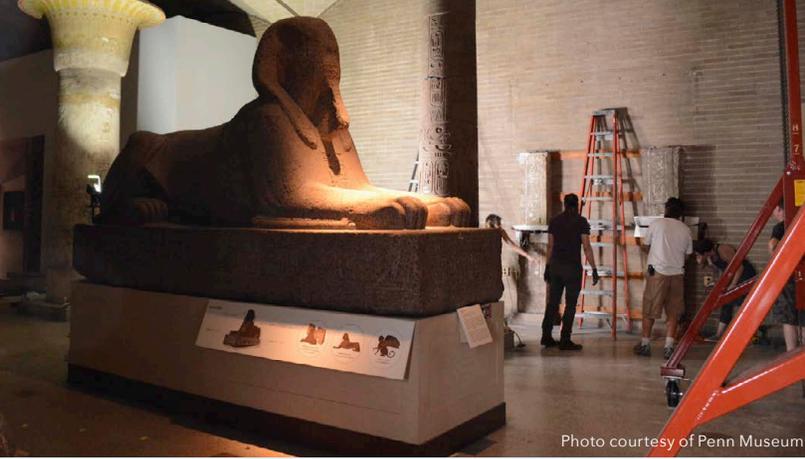


Photo courtesy of Penn Museum

Changes are Afoot This Summer at the Penn Museum

This summer, the Penn Museum will relocate its iconic Sphinx of Ramses II into its Main Entrance Hall as part of the *Building Transformation* project that's reimagining nearly 75% of its spaces.

The new Main Entrance Hall, featuring the Sphinx as its centerpiece, will be unveiled on November 16th, along with two galleries: the Mexico and Central America Gallery, as well as the new suite of Africa Galleries.

Another change coming to the Penn Museum is a new spin on its long-standing *Summer Nights: Wednesdays* at 5PM, the happy hours will now feature playlists curated by local influencers, along with weekly gallery tours. Admission is \$5 and includes entrance to the Museum, which stays open until 8PM on Wednesdays during the summer. In addition, on select Wednesday evenings, the Penn Museum will show movies in the courtyard at 7PM. On those evenings, visitors can purchase a \$10 combination ticket that includes the happy hour and the movie.

Inside the Penn Museum, visitors will find galleries that focus on Egypt, Rome, Greece, China, Japan, and the Middle East.

Current special exhibitions include *Ancient Egypt: From Discovery to Display*; *Native-American Voices*; *Bearing Witness: 4 Days in West Kingston*; and the new student-curated exhibition, *Memory Keepers: Why Objects Matter*.

Visit penn.museum/calendar for the calendar of events, including public tours; schedules for the Daily Dig, a 15-minute conversational "deep dive" into one object in the Museum's collections; family-friendly events like Storytime Expeditions and World Wonders; and cultural festivals, such as *CultureFest!* Summer Solstice Saturday on June 22.



The Post

New Business Spotlight

The retail, commercial, and hospitality landscape of University City is constantly evolving as more businesses seek to join our vibrant community. Below are some of the newly opened and forthcoming businesses in our area:

NOW OPEN

The Common • 3601 Market Street

American cuisine with Mediterranean influences in a hip setting

Halal Guys • 3900 Chestnut Street

Halal fast casual restaurant franchise serving gyros, falafel, and more

Non Stop Gyro • 3632 Powelton Avenue

Traditional Greek offerings including gyros, platters, and desserts

Pelicana Chicken • 4002 Spruce Street

Chicken joint offering 50 flavors, sides, and Korean dishes

The Post • 129 S. 30th Street

Beer hall, restaurant, and arcade located in the ground level of CIRA parking garage

Sunset Social • 30th and Chestnut Streets

Seasonal outdoor restaurant atop Cira Green's 11th floor rooftop park

Tea Do • 3900 Chestnut Street

Fast casual Japanese and bubble tea

Transfiguration Hair Studio • 4812 Baltimore Avenue

Salon offering gender neutral hair services, classes, and astrology

West Philly Ballroom & Latin Dance • 4520 Baltimore Avenue

Ballroom and Latin dance classes specializing in beginners and wedding dance choreography

OPENING SOON

BarkPark! • 4909 Woodland Avenue

Combination day care, salon, and walking service for dogs

Bonchon • 3900 Chestnut Street

Popular chain specializing in Korean fried chicken

Giant Heirloom Market • 3401 Chestnut Street

Second Philadelphia location for small market specializing in fresh produce and local flavors

Panera Bread • 200 S. 40th Street

First University City location for the fast casual bakery-café

Want more information about businesses in the neighborhood? Visit our website to read our guide to spending *36 Hours in University City!*



3415 Hamilton Street

Project Rehab Helps Reverse the Fortunes of Two Local Properties

Project Rehab - our free, community-based initiative that guides property owners through the process of restoring their distressed real estate - recently helped turn the fortunes of two local properties.

In Powelton Village, a house located at 3415 Hamilton Street has been vacant for nearly 25 years. Project Rehab first became involved in preserving the building in 2012 and, after seven years of efforts, finally assisted the Powelton Village Civic Association in completing a conservatorship for the property. The house has now been sold, is awaiting settlement, and will be turned into a single-family residence.



4812 Florence Avenue

Elsewhere, at 4812 Florence Avenue, another house had been long vacant and used primarily for storage. We offered advice and assistance to a neighbor about purchasing the property from the original owner through a complicated wholesale agreement, and how to go about rehabbing the property. The house is currently under construction and will be sold to another family in the neighborhood as a single-family unit.

These two projects are examples of how Project Rehab works to make real estate an asset for every block and community in West Philadelphia.

UCD Safety Ambassadors Piloting Smart Bike Helmets



This spring our Public Safety Ambassadors began a pilot program with a Lumos smart bicycle helmet. Worn by UCD supervisors, the helmet is intended to increase visibility and safety for our staff as they bike through the district at night. The Lumos helmet features 48 bright LED lights, including lights at the front to illuminate the road for the rider, plus braking and turning lights that are helpful for other riders, cars, and pedestrians. The helmets were originally designed for commuters, but since the pilot began we have worked with representatives from Lumos about ways to optimize their product for use by public safety and police personnel. If we find these helmets are useful for our ambassadors and residents of University City, we will look to purchase additional helmets to provide an even more visible deterrent to crime.

Green City Works Turns 3

This April, Green City Works officially turned three. Since launching, our landscaping social venture - created to provide job opportunities to talented local residents - has succeeded beyond our wildest hopes. What began as a marriage of our core areas of expertise in placemaking and job training has turned into a landscaping business that serves over 35 commercial clients across Philadelphia and manages over 1.5 million square feet of green space.

Over time, the design-build-maintain company has taken on increasingly complex installation projects for clients, including the Philadelphia Ronald McDonald House, uCity Square, and University of the Sciences. Best of all, this growth affords our team - comprised of 14 West Philadelphians - the opportunity to build their skills in new and exciting ways. After spending the winter dedicated to snow removal and the professional development training required to become PA Certified Horticulturalists, the crew is ready to head out into the busiest months of spring to make our neighborhood green, beautiful, and vibrant.

Ronald McDonald House Expansion Nears Completion

As it looks forward to celebrating its 45th anniversary, the Philadelphia Ronald McDonald House is undergoing a massive expansion to more than double its capacity to serve families in need of temporary housing during their children's treatment. The "Room in Our Hearts" expansion campaign will grow the Chestnut Street house's capacity from 45 to 127 rooms, and modernize and expand common facilities to more than double the number of families the organization can serve each year.

Families at the Ronald McDonald House receive subsidized accommodations through their child's medical treatments, whether it lasts for days, weeks, or months. PRMH offers a place to rest near the hospital without the financial burden of relying on hotels or long and frequent commutes, but it also offers a community where families can experience some normalcy while they battle extraordinary conditions. That might mean preparing and eating a favorite meal as a family, or enjoying some playtime in an activity center together.

Overall, the Ronald McDonald House's expansion has been a massive undertaking that relied on partners far and wide - some right here in University City. For example, when the team was toiling over details of the new

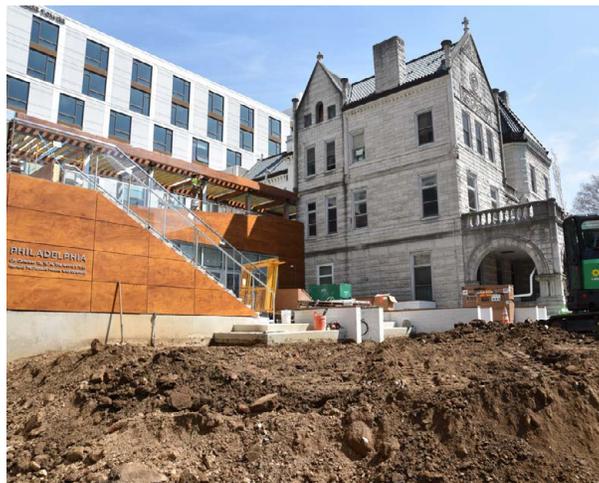
patient rooms - from the width of hallways to whether or not the windows should open - University of the Sciences provided space to build life-size models of the suites.

PRMH is also working with Green City Works, University City District's landscaping social venture, to install and maintain their green roof and landscape the outdoor dining areas in upcoming phases of construction. This

project is one of the most ambitious undertaken by Green City Works, and involved multiple iterations of site plans as well as hardscaping and construction training for crew members. The work is expected to be completed by late May 2019.

Stay tuned for news about how the PRMH will celebrate its 45th anniversary, including its annual Show Your Stripes campaign in October. Each year people

and organizations purchase scarves, socks, and hats featuring Ronald McDonald's iconic red and white stripes, and post photos in their gear with the hashtag #showyourstripes. Those stripes are a reminder that the Philadelphia Ronald McDonald House continues to be a beacon of hope for families in need, and we look forward to seeing their work grow with the completion of this expansion.



UCD Staff Announcements

A New, Friendly Face at UCD's Front Desk



Jennine White joined UCD in March 2019 as our new Receptionist/Administrative Assistant. In this role, Jennine answers phones, handles scheduling, and serves as the public-facing front desk representative in our office. Before UCD, Jennine worked in the mental health field as an Outpatient Services Coordinator. She will receive her bachelor's degree in Business Management in May 2019 from Bloomsburg University. Jennine enjoys vacations - whether it be a cruise or road trip - binge watching tv shows, playing sports (although she says she's no good), cookouts under the sun with family and friends, and relaxing with her boyfriend and their dog and cat.

Green City Works Adds New Production Supervisor



Ned Darragh joined UCD as Green City Work's Production Supervisor in April of 2019. In this role, Ned oversees the daily operation of our landscaping crew, including supervising job sites, scheduling the crews, and handling inventory of equipment and plants. Ned has over fifteen years of operation experience, most recently with JHL Landscaping in West Chester. Outside of work, Ned enjoys spending time with family and cooking.

Enjoy Fun Summer Events Throughout the Neighborhood

Many great organizations put on fantastic events throughout the summer. Below is a snapshot of just some of the many fun things to do in the neighborhood in the warmer months. For more, visit our community calendar online at universitycity.org/calendar

Black Restaurant Week

The promotion celebrating African-American, African, and Caribbean cuisines returns June 9th through 23rd

Cedar Park Jazz

The popular jazz series returns June 7th and will run Fridays through July 26th at Cedar Park

Parks on Tap

The roving beer garden comes to Schuylkill Banks June 5th through June 9th, and Clark Park August 28th through September 2nd

West Philly Porchfest

The "do-it-yourself" music festival featuring free shows on porches returns June 8th

Lancaster Avenue Jazz & Arts Festival

Bootsie Barnes, Sam Reed, and Geraldine Oliver will headline the 13th annual festival on July 13th from 12-7PM

Shakespeare in Clark Park

The popular outdoor theatre series will return with *King Lear* running July 24th-28th



Your neighborhood.

Your UCD.



Dozens of free events, from the Baltimore Avenue Dollar Stroll to Movies in Clark Park. Transforming concrete places into vibrant public spaces. Connecting residents seeking opportunity with employers seeking talent. These are just a few of the great ways University City District works for you and this neighborhood we love, 365 days a year.

We ask you to join hundreds of your neighbors in supporting UCD by making a tax-deductible donation before our fiscal year end on June 30. UCD is a 501c3 organization - we're funded through voluntary contributions from universities and health systems, local businesses, and individuals like you. **Please respond with the form below or donate online at universitycity.org/donate.**

Your gift is vital to helping us continue our work in the coming year. Thank you for your support!

- - - - - Donation Form - - - - -

Circle one: **\$250** **\$100** **\$50** **other:** _____

I have enclosed my check for _____ payable to University City District.

Printed Name _____

Please charge my credit card circle one **AmEx** **MasterCard** **Visa**

Company _____

Account Number _____

Address _____

Expiration Date (MM/YY) _____ **Security Code** _____

We cannot process your donation without the security code!

Phone _____

I would like this gift to recur circle one **Monthly** **Quarterly**

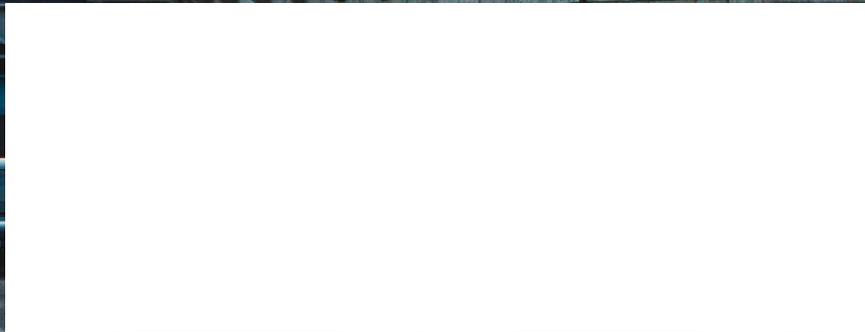
Email _____

Signature _____

Cut along the dashed line and mail to: University City District, 3940 Chestnut St, Philadelphia, PA 19104

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Read the latest neighborhood news inside!



MOVIES IN CLARK PARK
FRIDAYS IN AUGUST AT 8PM
PLUS FOOD TRUCKS STARTING AT 7PM!

8/9: SOLO: A STAR WARS STORY
8/16: CRAZY RICH ASIANS
8/23: GREED II
8/30: SPIDER-MAN: INTO THE SPIDER-VERSE

40TH STREET SUMMER SERIES
Free Family Friendly Concerts
AT 39TH & WALNUT ST., NEAR LOCUST WALK
Sat. 6/15 • Sat. 7/13 • Sat. 8/17
LINEUP TO BE ANNOUNCED SOON!

BALTIMORE AVE DOLLAR STROLL
DOLLAR DEALS, FOOD, MUSIC & STREET PERFORMERS
THURSDAY, JUNE 6 & THURSDAY, SEPTEMBER 12
5:30-8:30PM 43RD TO 52ND STREETS

UNIVERSITY CITY DINING DAYS
July 18th to July 28th
3 Courses for 3 Prices
\$15 • \$25 • \$35
UCDININGDAYS.COM

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