



FROM THE DESK OF THE EXECUTIVE DIRECTOR

There is a buzz phrase in planning and economic development circles these days that, unlike most such pithy expressions, will have staying power. “Creative placemaking,” defined in my favorite way, is investing in art and culture in a manner that drives vibrancy and diversity so powerful that it can transform communities. Creative placemaking, at its best, animates public and private spaces, rejuvenates streetscapes, improves commercial vitality and public safety and brings people together to celebrate, to inspire and to be inspired.

University City, with a wealth of working artists, community organizations and cultural assets, has engaged implicitly in creative placemaking since long before the term entered the city planner’s lexicon. But we feel we’ve recently begun a new era in University City, where places inspire art and art, in turn, helps shape places. UCD is proud to be playing an important role in this transformation.

Imagine if, at The Porch at 30th Street Station, we could invite exceptional artists to engage creatively with our site to both enliven the mundane daily experience of commuting for thousands and to further breathe life into a place that’s become a new destination. That’s why two national funders—Knight Foundation and ArtPlace—invested a collective \$495,000 in facilitating both temporary arts installations and permanent functional art here. *Continues on inside cover.*

UCD RAISES \$495,000 FOR PUBLIC ART AT THE PORCH

University City District (UCD) has been awarded \$375,000 from ArtPlace, a new national collaboration of 11 major foundations, six of the nation’s largest banks, and eight federal agencies to accelerate creative placemaking across the U.S. In addition, \$120,000 has been awarded from the John S. and James L. Knight Foundation, as part of its Knight Arts Challenge. These funds will support a redesign process as well as both temporary and permanent art installations at The Porch at 30th Street Station.

UCD will use public art to elevate the pedestrian experience in the vicinity of 30th Street Station. This spring, UCD has tested the waters for public art at The Porch with Heart and Soul, a neighborhood-wide public piano project, and Hakoniwa, an ongoing site specific installation by Nami Yamamoto; the Knight Arts Challenge and ArtPlace grants allow UCD to fully transform The Porch into an art-oriented public space. *Continues on back page.*

IMPROVED SAFETY FOR PEDESTRIANS, BIKES AND CARS AT TWO UNIVERSITY CITY INTERSECTIONS

Later this summer, pedestrians in University City will be able to travel along safer routes through lovely new pedestrian plazas at the intersections of 48th St. & Baltimore Ave., and 42nd St. & Woodland Ave. Thanks to a grant from the City of Philadelphia, UCD has been able to work with a landscape architect to convert little used patches of asphalt into spaces reserved for pedestrians. On Baltimore Ave., this will mean a dramatically safer trip across this expansive and busy intersection, and at Woodland Ave., a small, but lush new sitting park will replace a forlorn traffic triangle.



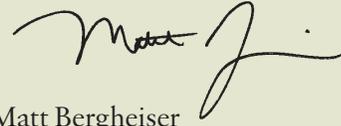
From the desk of the Executive Director (con't.)

Imagine if, around University City, artists could make statements by radically refinishing old pianos and, at key walkways and public spaces, passersby could summon their inner Billy Joel to their hearts' content. That's what UCD's Heart and Soul project has brought to the neighborhood.

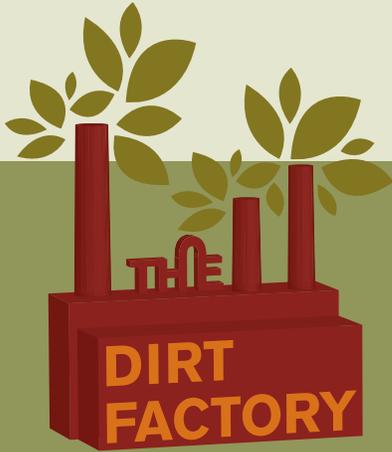
And what if creative placemaking could engage University City pedestrians in the whimsy and discovery inherent in artist-decorated storefronts on Lancaster Avenue, accordion players at The Porch, a summer concert series on 40th Street and sidewalk performances at the Baltimore Avenue Stroll?

These and more are happening in University City. The two creative placemaking definitions above come from the Knight Foundation and ArtPlace, again the two national entities who now see what we all see in this neighborhood every day. The eyes of the broader arts and placemaking community are on us and I know we will continue to exceed their lofty expectations.

Sincerely,



Matt Bergheiser
matt@universitycity.org



UCD has transformed a longstanding vacant lot at 4308 Market Street into The Dirt Factory, a new composting facility for the neighborhood. The Dirt Factory will transform food waste from neighborhood businesses into high quality organic compost, by combining it with the fallen leaves that cover West Philadelphia streets and sidewalks each fall.

The project was made possible thanks to the generosity of the lot's owners, David P. Wilson, Jr. and Vincent P. DiPentino. The name for the facility was crowdsourced from among 86 creative suggestions submitted by community members, and the winners, Stephen Metzger and Carina Giamerese, will receive 6 months of free compost pickup by the

Pedal Coop. The Pedal Coop, a University City business that collects compost and commercial recycling entirely by bicycle, is delivering compostable material from University City residents and businesses to the site. Community members will also be able to drop their material off directly at the site. UCD hopes that the Dirt Factory will raise the profile of composting in University City and will enable households and businesses to compost that aren't currently able to do so. This goal is in accord with UCD's general aim of helping the neighborhood attain the Mayor's goal of diverting 70% of solid waste from landfills by 2015.

Educational events will occur throughout the summer, on topics ranging from home composting to urban soils and growing fruits and vegetables. For more information, visit www.universitycity.org

UCD WELCOMES NATE HOMMEL AS PROJECT MANAGER FOR PLANNING & ECONOMIC DEVELOPMENT

The Planning and Economic Development department at University City District is pleased to welcome Nathan F. Hommel in his role as Project Manager. Nate has a B.S. in Landscape Architecture from the State University of New York College of Environmental Science & Forestry in Syracuse, New York. He comes to UCD after having spent nearly ten years as Senior Project Manager & Landscape/Urban Designer for Synterra, Ltd.

Nate brings enthusiasm and dedication to UCD, and his approach to staying on top of current trends and common urban design challenges will be used to think big, while at the same time, allowing UCD to also accomplish small projects.

Nate lives with his wife, two year old daughter and their 100 pound African Lion Hound in Philadelphia. He is an avid bike rider, loves to travel and has 15,000 songs downloaded on his iPod which, he says are not nearly enough. We hope you will join us in giving Nate a warm welcome to the UCD family.



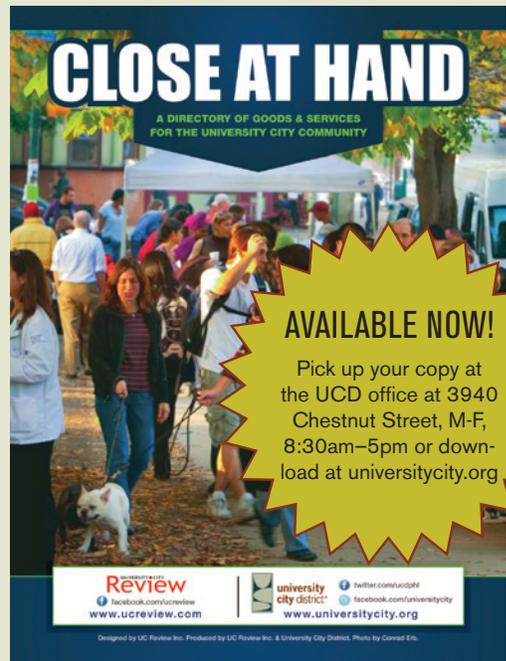
2012 UNIVERSITY CITY COMMUNITY CLEANUPS

Saturday, October 20

Saturday, December 1



Mark your calendars for the fall 2012 University City Community Cleanups! We encourage everyone to step outside and clean outside your home, office, school, in a nearby park, or an empty lot. Even the smallest effort can make the biggest difference. We're here to assist anyone interested in participating by providing trash bags, brooms, work gloves, and trash pickup. To sign up please contact UCD at cleanandsafe@universitycity.org or 215-243-0555.



The 2012 Edition of the Close at Hand is now available free of charge to the University City community. Produced by the UC Review and University City District, this handy guide provides contact information for a variety of neighborhood amenities, topics and services.

WEST PHILADELPHIA SKILLS INITIATIVE OPENS THE CENTER FOR ECONOMIC ADVANCEMENT

UCD's West Philadelphia Skills Initiative (WPSI) is a workforce development intermediary that connects unemployed and underemployed residents of West Philadelphia to benefited, full-time jobs at local universities and hospitals. We use an employer-driven approach that seeks to fill the gaps that excludes neighborhood residents from the opportunity that exists literally on their own doorsteps. Our place-based approach prepares neighborhood residents for real jobs that exist in their own community and our training programs prepare participants for high-demand jobs while meeting the hard and soft skills needs of employers.

The West Philadelphia Skills Center for Economic Advancement is a physical embodiment of the West Philadelphia Skills Initiative. Located at the Community College of Philadelphia's West Regional facility (4725 Chestnut Street) it will house programs and activities that inform, prepare and connect West Philadelphia residents to jobs at University City's anchor institutions. These programs and activities will be embedded in supplemental services to further support our clients, specifically financial literacy education and access to information about public benefits which may be available to them, increasing the likelihood of success in the workplace. Like all Skills Initiative activities, the Center for Economic Advancement will be employer-driven. Its programs will prepare people for real jobs with real opportunities, as identified by these anchor institutions.

University City District is pleased to be able to provide this service to the West Philadelphia community. Please check our web site at www.universitycity.org for the announcement of the official opening, when we will begin to accept applications for the first cohort.

The Center is funded with the generous support of Philadelphia LISC.



Thursday, July 12 (4pm-8pm)

Friday, July 13 (Noon-8pm)

Saturday, July 14 (Noon-5pm)

Experience the first-ever outdoor Beer Garden at The Porch at 30th Street Station this July 12-14. Bridgewater's Pub will offer German and craft beers, bratwurst/sauerkraut or Italian sausage sandwiches. Enjoy the fresh air and live music, all while taking in the sights and sounds of the second busiest train station in America.

Summer events in University City

Farmers' Market

AT THE PORCH AT 30TH STREET STATION

WEDNESDAYS 11AM TO 2PM

Featuring local vendors with the best in fresh foods and more!

FRECON FARMS

MOMPOPS

FRESHPEEL HUMMUS

MYHOUSE COOKIES

MCCANN'S FARM

SPRUCE HILL FARM



photo: Ryan Collier

FREE!

Free Rita's Water Ice



LIVE MUSIC!

JUNE 23 **Slavic Soul Party**

JULY 28 **Sun Ra Arkestra**

AUGUST 25 **Adventuredrum**

SEPTEMBER 22 **Warriors Of The Wonderful Sound** perform **John Coltrane's A Love Supreme**

BALTIMORE AVENUE DOLLAR STROLL



JULY 19, AUGUST 16, SEPTEMBER 20
5:30-8:30PM

Baltimore Avenue, from 42nd to 50th streets, comes alive with \$1 deals and festivities!



Save the Date!
9/7/12

WXPN FREE AT NOON

AT THE PORCH AT 30TH STREET STATION

Mark your calendars for Friday, September 7th for the first **FREE AT NOON** broadcast live from The Porch

Help us keep working for you.
Support UCD.

DONATION FORM

Cut along the dotted line and mail this form to:
University City District, 3940 Chestnut Street, Philadelphia, PA 19104

(circle one) \$250 \$100 \$50 other

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

Please charge my credit card (circle one) AmEx MasterCard Visa

Account Number _____

Expiration Date (MM/YY) _____ Security Code _____

We cannot process your donation without the security code!

I would like this gift to recur (circle one) Monthly Quarterly

Signature _____

Name (please print)

Address _____

Phone _____

Email _____

Your donation may also be made online at
www.universitycity.org/donate

Contributions to University City District are tax deductible. UCD is a 501(C) (3) non-profit organization. UCD will never share donor information with third parties. The official registration and financial information of University City District may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania, (800) 732 0999. Registration does not imply endorsement.

NEW BANNERS COMING TO BALTIMORE AVENUE



Congratulations to Lauren West, whose banner designs were selected from over 50 entrees. The banners will be installed this June.

UCD Raises \$495,000 for Public Art at The Porch (con't.)

“The Porch has unparalleled potential as one of Philadelphia’s great public spaces,” said Prema Katari Gupta, University City District’s Director of Planning and Economic Development. “Our early efforts to animate this space have been succeeding beyond our very high initial expectations, and we are thrilled to bring art to the forefront as we imagine the future of The Porch. We will invite exceptional artists to engage creatively with our site, with our audience, and within our neighborhood context. Art will bring beauty, reflection, and delight to The Porch, as the site continues its evolution.”



MEET ROY CONLIN, THE PORCH CONCIERGE

Roy Conlin had been working as a bicycle Safety Ambassador for University City District for approximately seven months when he was asked to shift gears and become the full-time Porch Concierge. Since late October, Roy has been charged with providing maintenance and safety services to the newly constructed plaza outside of 30th Street Station. He works Tuesdays through Saturdays from 8am to 4pm and is a familiar and friendly face to commuters and visitors, often offering them assistance or directions. Roy enjoys interacting with all different types of people and says that his new role has taught him patience and to be more organized. Next time you see Roy at The Porch, make sure to say “hi!”

UNIVERSITY CITY CONNECTION

Summer 2012



Youth enjoy UCD's Heart & Soul piano project at Drexel Park.

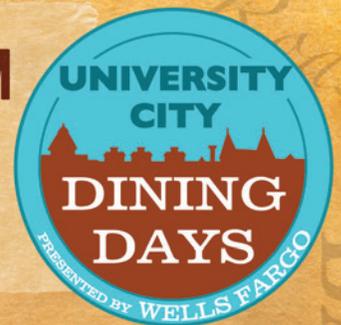
\$15

- COPABANANA
- DAHLAK RESTAURANT
- DESI VILLAGE
- DOCK STREET BREWERY
- ELENA'S SOUL
- MANAKEESH CAFÉ BAKERY
- NEW DECK TAVERN
- NEW DELHI INDIAN RESTAURANT
- PIZZA RUSTICA
- PATTAYA THAI CUISINE
- SANGKEE NOODLE HOUSE
- SLÁINTE PUB
- THAI SINGHA
- TRIA WINE ROOM
- VIENTIANE CAFÉ
- Vietnam CAFÉ

34
RESTAURANTS

WWW.UCDININGDAYS.COM

3 COURSES, 3 PRICES*
JULY 12-26



\$25

- BABY BLUES BBQ
- BRIDGEWATER'S PUB
- THE GOLD STANDARD CAFE
- GRILL FISH CAFÉ
- LANDMARK AMERICANA
- SABRINA'S CAFÉ @ POWELTON
- WORLD CAFÉ LIVE
- ZOCALO

\$30

- AKSUM
- CITY TAP HOUSE
- DISTRITO
- JG DOMESTIC
- MARIGOLD KITCHEN
- NAN RESTAURANT
- PENNE RESTAURANT AND WINE BAR
- POD
- RIMEDIO
- WHITE DOG CAFÉ

2
WEEKS

presented by **WELLS FARGO**

produced by **university city district**

*Dinner only. Does not include tax, alcohol or gratuity.

