

# THE STATE OF **University City 2018**







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# A Letter from UCD's President



It's a special time for University City District as we celebrate our 20<sup>th</sup> anniversary and reflect on two decades of partnership with world class institutions, business leaders and community members to shape one of the country's leading innovation neighborhoods. This collaboration has transformed our district through pioneering efforts to reclaim public space and re-imagine transit infrastructure, activation of dormant commercial corridors, a nationally-acclaimed initiative to connect local residents to career-changing jobs, and, always at our core, attention to the foundational community services that comprise our role as stewards of a wonderful place.

UCD's founders came to this work with a bold vision for this neighborhood, but the trajectory of University City has surpassed even the biggest of aspirations. New discoveries over the past year by University City researchers and practitioners in the fields of immunotherapy, precision medicine and vaccine development promise to change the course of disease treatment and prevention for millions around the world. New accelerators and incubators are poised to help translate the discoveries emanating from our universities and health systems into job-generating commercial ventures. With nearly 80,000 jobs and \$1 billion in aggregate annual R&D expenditures, University City's real estate boom continues unabated, as it keeps pace with economic growth. Nearly 1.5 million square feet of development projects were completed in the last year, and construction activity shows no signs of slowing. The neighborhood has become a magnet for millennials, and an ongoing surge in multi-family housing has spurred an 11% increase in University City's residential population



since 2010. Similarly, retail and hotel development push forward, drawn by University City's growing workforce, student population and status as the regional hub for the knowledge economy.

While the neighborhood has transformed over the past twenty years, the next twenty years will witness a University City that reshapes Greater Philadelphia's economic foundation. Schuylkill Yards, Pennovation and uCity Square are three focal points of commercialization and discovery, all tightly bound within a walkable, bikeable, transit-oriented neighborhood of eclectic food options, gorgeous Victorian homes and gathering spaces that spur the kinds of serendipitous collisions among creators and dreamers that are necessary for breakthrough innovation.

As talented workers and visionary entrepreneurs make informed choices about where to live, work, play and grow, increasingly they are choosing University City. Here, the confluence of proximity, knowledge, diversity and rich amenities is reshaping the very notion of a great urban place. If past is prologue, there'll be no better place to invent the future over the next twenty years than right here in University City.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt J.", written over a white background.

Matt Bergheiser  
President, University City District

# Spotlight on University City

University City is the region's leader in education, science and innovation. The 2.4 square mile neighborhood boasts world-class institutions that have catalyzed nearly 80,000 jobs in fields including medicine, higher education, technology, professional services and hospitality. University City is a destination for culture seekers and food lovers, a transportation hub with some of the most bicycle- and pedestrian-friendly streets in the city, and is home to some of the most significant development projects in the region. With a diverse population, a blend of housing options, top notch schools and hospitals, and amenities galore, University City is a neighborhood where quality of life and quality of place spur growth and opportunity.



# University City By The Numbers

<p><b>79,692</b></p> <p>Jobs</p>	<p><b>53,884</b></p> <p>Residents</p>	<p><b>69%</b></p> <p>Residents Who Walk, Bicycle or Ride Public Transit to Work</p>	<p><b>148</b></p> <p>Home Sales</p>
<p><b>93%</b></p> <p>Office Occupancy</p>	<p><b>22-24</b></p> <p>Median Age</p>	<p><b>20-24 minutes</b></p> <p>Median Resident Commute Time</p>	<p><b>\$393,100</b></p> <p>Median Home Sale Price</p>
<p><b>147</b></p> <p>Retailers</p>	<p><b>57%</b></p> <p>Residents Aged 25 or Older with a Bachelor's Degree or Higher</p>	<p><b>4,328,718</b></p> <p>Annual Amtrak Passengers at 30<sup>th</sup> St. Station</p>	<p><b>\$1,500</b></p> <p>Median Apartment Rent</p>
<p><b>266</b></p> <p>Restaurants and Bars</p>	<p><b>5</b></p> <p>Colleges and Universities</p>	<p><b>1,058</b></p> <p>Hotel Rooms</p>	<p><b>4</b></p> <p>Hospitals</p>
<p><b>87%</b></p> <p>Ground Floor Commercial Occupancy Rate</p>	<p><b>43,267</b></p> <p>College and University Students</p>	<p><b>79%</b></p> <p>Hotel Room Occupancy</p>	<p><b>85,048</b></p> <p>Hospital Inpatient Admissions</p>



# University City is a leader in...

## ■ Job Growth

University City remains one of the top employment hubs in the region, with more than 33,000 jobs per square mile. The number of jobs rose substantially in 2017 and is on pace to reach 80,000 for the first time.

## ■ Development

With nearly 1.5 million square feet of real estate projects completed in the last year and continued growth in the number of construction permits - rising more than 500% from pre-recession levels - the development boom in University City shows no signs of slowing.

## ■ Attracting Millennials

An ongoing boom in multi-family housing has contributed to an estimated 5,300 new residents since 2010 (up 11%). The people choosing to live here are getting younger, with the number of millennials (aged 20-34) up by 13% since 2000.

## ■ Transportation

How does living in paradise sound? University City earned three “paradise” distinctions from Walkscore.com, notching top marks for getting around on bicycle, public transportation or foot.

## ■ Healthcare

The neighborhood’s medical institutions are on track to admit over 85,000 patients in 2017 and are leading the way in new treatments, procedures and medical technologies. Two of University City’s hospitals - Hospital of the University of Pennsylvania-Penn Presbyterian and Children’s Hospital of Philadelphia - were ranked top ten in the nation, according to *U.S. News and World Report*.



## ■ Dining Options

University City is home to a whopping 266 places to eat and drink, and more are on the way. In 2017 the neighborhood welcomed new fine dining establishments Dim Sum House, CO-OP, and the Walnut Street Café to the roster of excellent options from around the globe.

## ■ Innovation

In 2016, R&D investment at University City's universities rose by \$34 million, and 175 patents were issued to local businesses and institutions. The next wave of coworking spaces, laboratories and incubators - anchored by the arrival of Boston's Cambridge Innovation Center to 3675 Market Street - will help further University City's status as the region's pacesetter for innovation.

## ■ Retail Attractions

Retailers love University City's mix of college students, employees and residents, and shoppers love the 147 local retailers back, leading to 87% occupancy of ground floor commercial storefronts.

## ■ Hotel Offerings

Neighborhood hotel inventory exploded in 2016 with a 48% increase in rooms, split between the new AKA University City and The Study at University City. Existing inventory saw improvements, too, as the Sheraton University City completed a 20,500 square foot renovation.

## ■ Housing

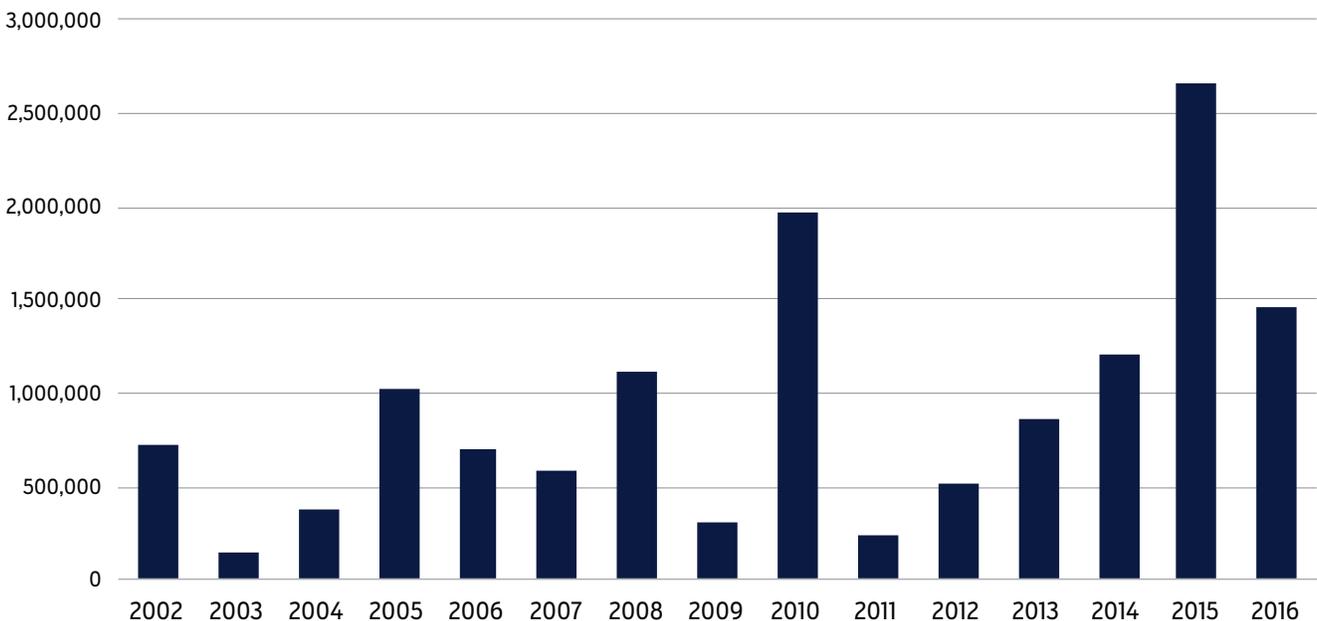
The number of home sales increased 6% over last year - up to the highest level since the recession - and the median home price grew by an extraordinary 18%. At the same time, home and rental prices remain remarkably affordable compared to peer innovation hubs such as Cambridge and San Francisco.



# Real Estate Development

Rapid transformation and accelerated growth continue to define University City’s real estate sector, where progress moves at a breakneck pace. Highlights from the past year include the completion of the FMC Tower, University City’s tallest building; the opening of CHOP’s Roberts Center for Pediatric Research; the debut of Vue32, a 16-story mixed-use tower adjacent to Drexel; and the addition of The Study at University City, a combined hotel, restaurant, and banquet space. Three major projects - uCity Square, Schuylkill Yards, and the 30<sup>th</sup> Street Station District Plan - make up a long-term vision that will further cement University City’s status as the region’s economic and technological powerhouse.

## New Construction or Major Renovations (Square Feet)



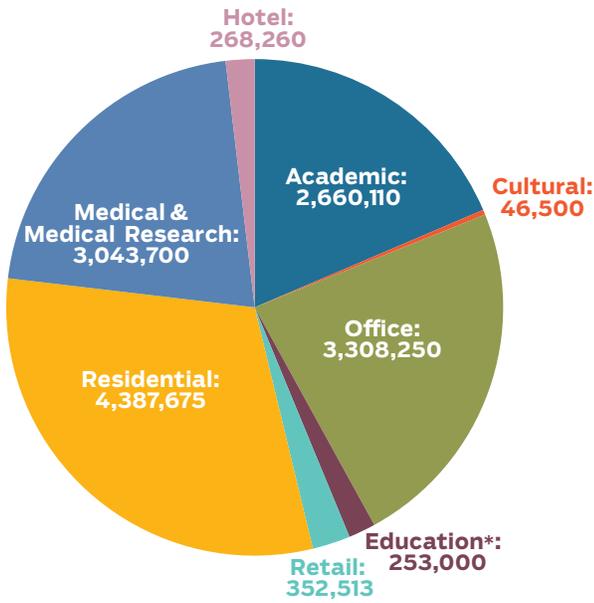
Note: excluding parking structures - Source: UCD



UCity Square's 3675 Market

# New Construction or Major Renovations

Square Footage by Primary Use (2002 - 2016)



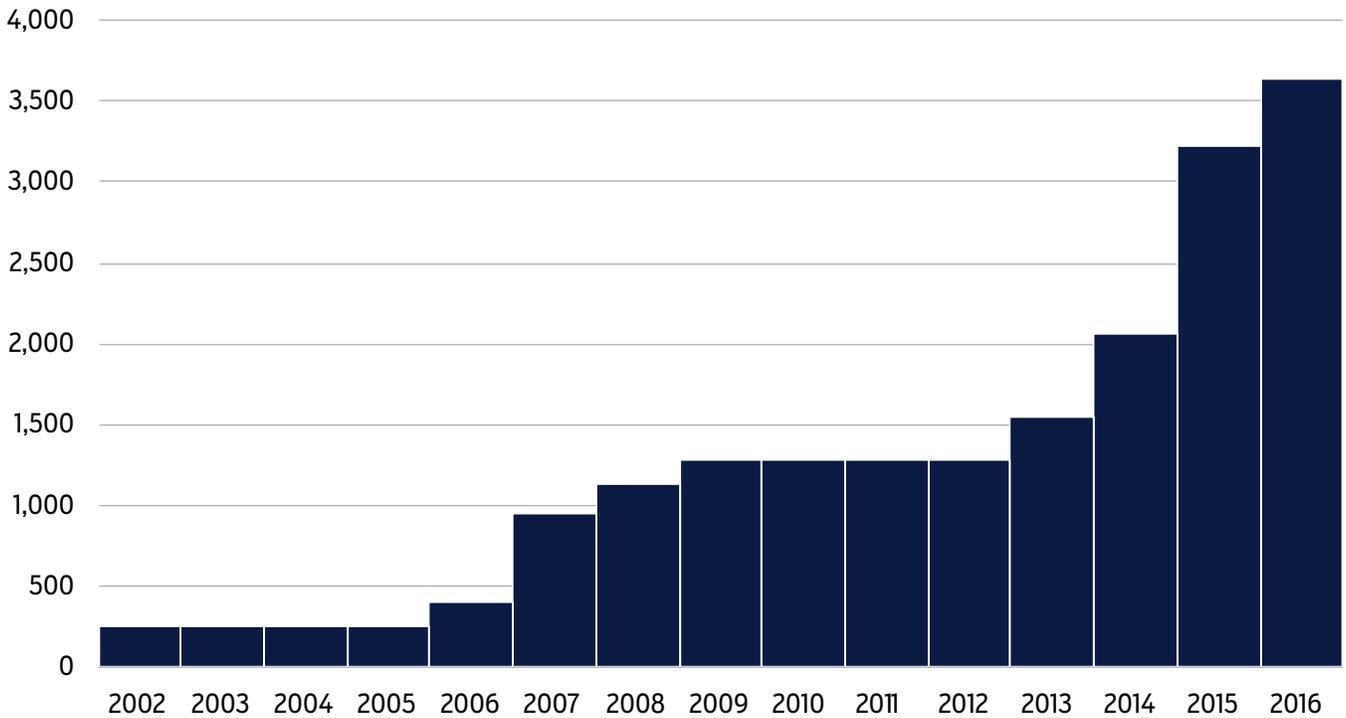
\* Primary / Secondary Source: UCD

# New Construction Permits



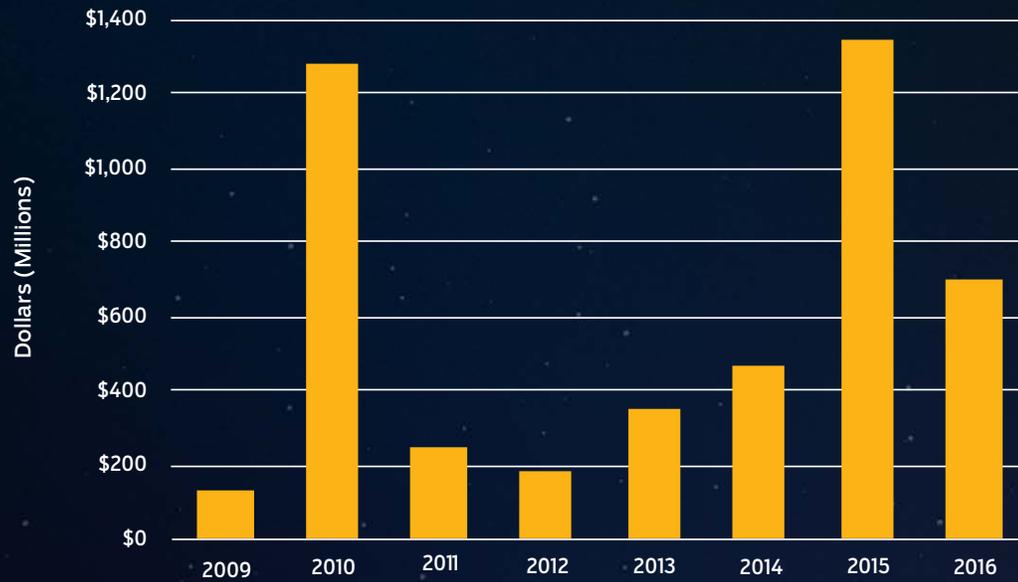
Source: City of Philadelphia Department of Licenses & Inspections

# Cumulative Units of New Multi-family Housing in University City



Source: UCD

# Approximate Value of New Real Estate Development Projects



Source: UCD



# CURRENT DEVELOPMENT

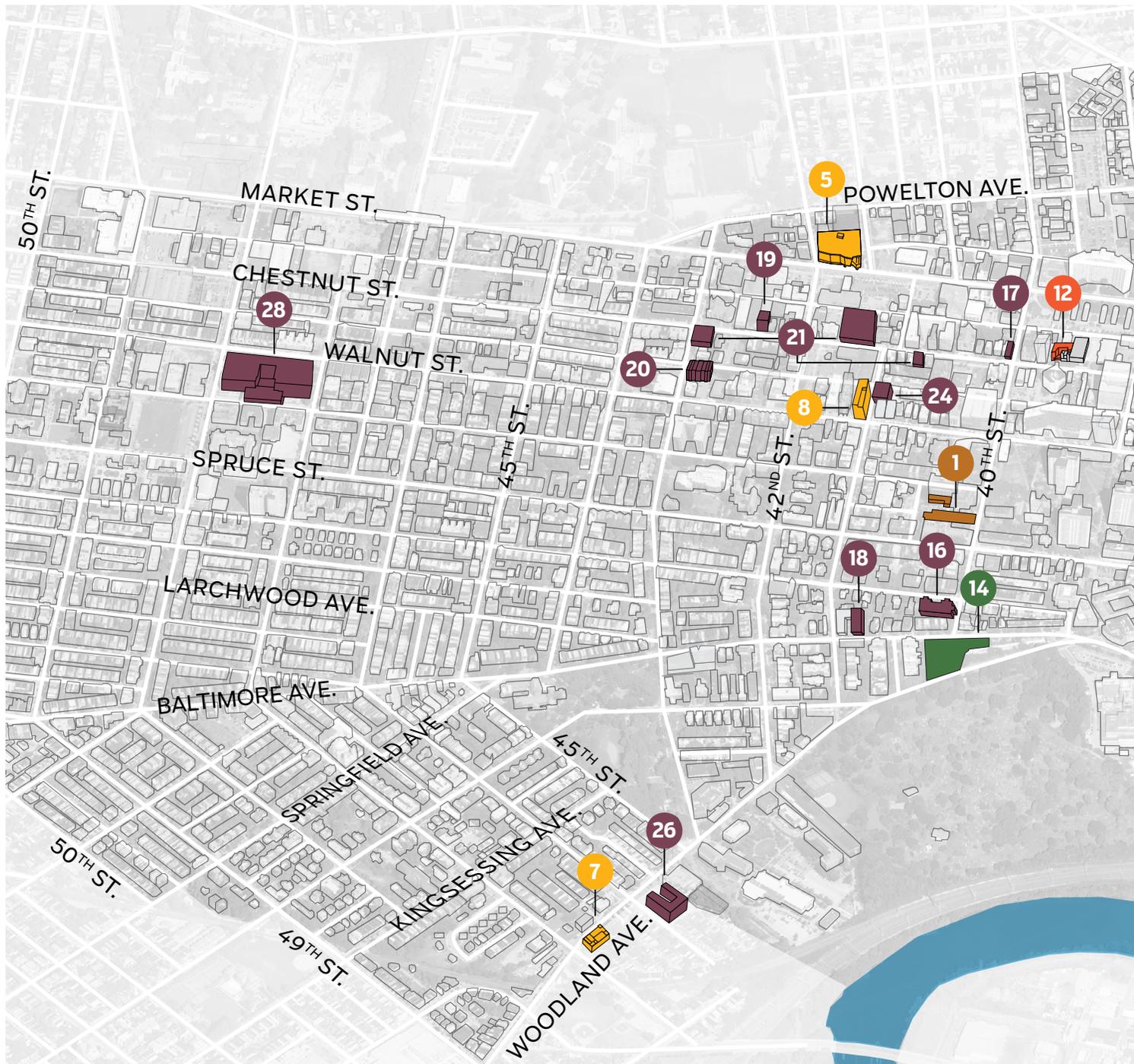
In the past year, 28 new development projects in University City opened their doors or made significant progress towards completion. Together, this represents approximately 4.5 million square feet of office, residential, academic, research, restaurant and medical space that will enhance the neighborhood's already robust inventory. What follows is a summary of the current projects continuing to transform University City's blocks and skyline.

## Academic

1. Evans Building Main Dental Clinic
2. Korman Center Improvements
3. The Perelman Center for Policial Science and Economics
4. Richards Medical Research Laboratories

## Commercial

5. 3.0 University Place
6. 3675 Market
7. 4614-18 Woodland Avenue
8. Campus Commerce Center



## Medical

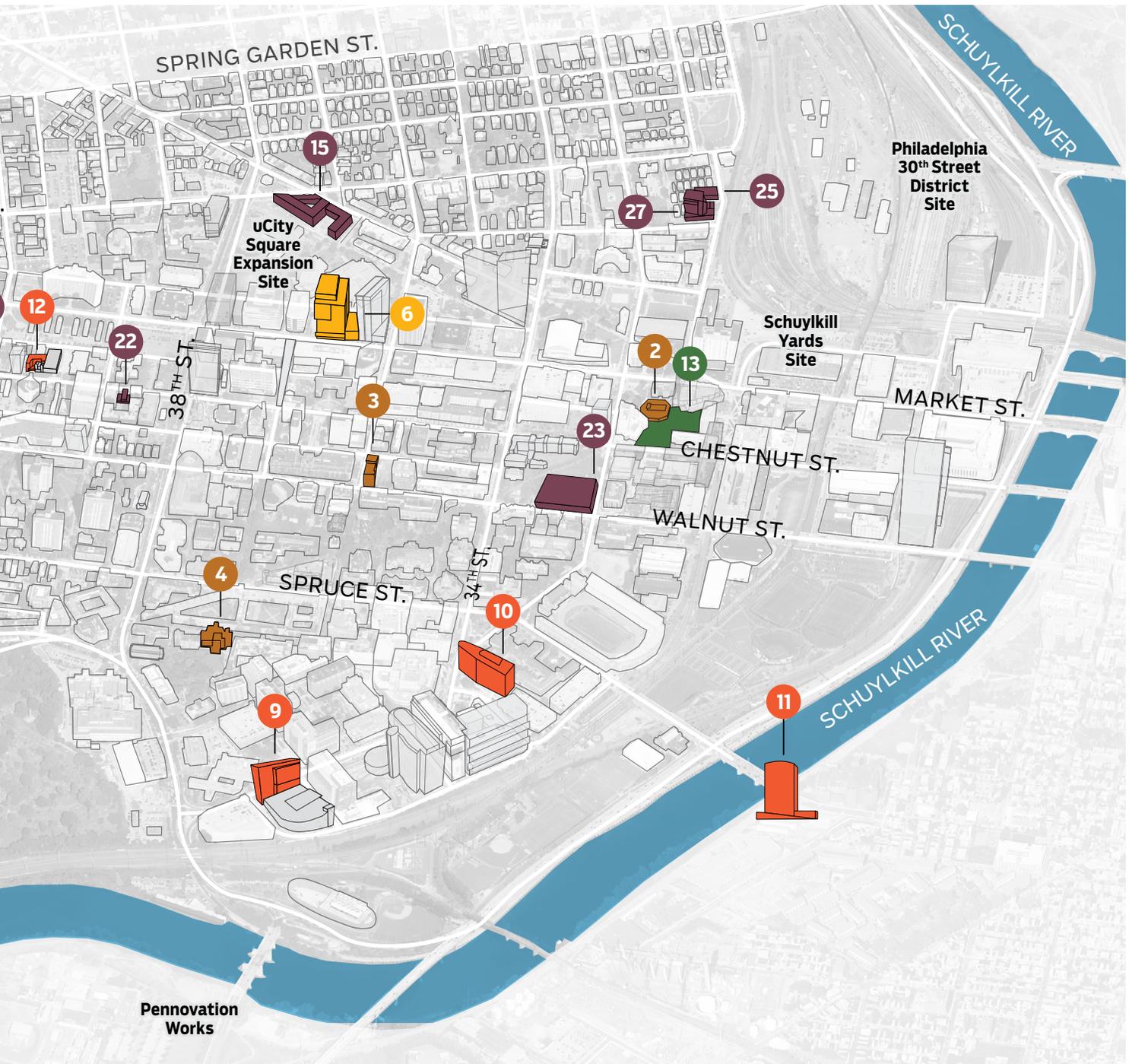
- 9. Center for Healthcare Technology
- 10. The Pavilion at Penn Medicine
- 11. Roberts Center for Pediatric Research
- 12. Philadelphia Ronald McDonald House Expansion

## Public Space

- 13. Korman Quadrangle
- 14. 40<sup>th</sup> Street Trolley Portal Gardens

## Residential / Mixed Use

- 15. 3700 Lancaster
- 16. 400 South 40<sup>th</sup> Street
- 17. 4001-4003 Chestnut Street
- 18. 4045 Baltimore Avenue
- 19. 4215 Chestnut Street
- 20. 43<sup>rd</sup> & Sansom
- 21. Chestnut Street Apartments
- 22. Hamilton Court
- 23. Hill College House
- 24. The Simon
- 25. Summer Twelve
- 26. USciences Residence Hall
- 27. Vue32
- 28. West Lofts



Pennovation Works

# ACADEMIC



1

## EVANS BUILDING MAIN DENTAL CLINIC

Penn's School of Dental Medicine is undertaking a renovation of its flagship main clinic, featuring new energy-efficient windows and a new roof. Along with the construction of a two-story addition to the west of the Schattner Building entrance hall, this renovation will result in a new 2<sup>nd</sup> floor patient waiting room.

Developer: University of Pennsylvania  
 Location: 40<sup>th</sup> & Spruce Streets  
 Size: 16,500 square feet  
 Completion Date: Summer 2018



2

## KORMAN CENTER IMPROVEMENTS

The project will give the 1958 Korman Center a new look and comfortable lounges that enhance the link between learning and high-tech connectivity. A cantilevered terra cotta screen will give the building a new, modern identity, creating a "front porch" that will act as an outdoor living room for students. Behind the screen, a new two-story glazed wall will brighten the façade.

Developer: Drexel University  
 Location: Between Market & Chestnut and between 32<sup>nd</sup> & 33<sup>rd</sup> Streets  
 Size: 9,000 square feet  
 Completion Date: Fall 2017



3

## THE PERELMAN CENTER FOR POLITICAL SCIENCE AND ECONOMICS

The Perelman Center will merge Penn's academic departments of Political Science and Economics in one new facility. The project combines a rehabilitation of the Philadelphia Trust building with a significant new addition to the north.

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



4

## RICHARDS MEDICAL RESEARCH LABORATORIES

The Richards Medical Research Laboratory, along with the adjacent David Goddard Laboratories, was designated a National Historic Landmark in 2009. This project will repurpose obsolete wet labs for use by the Center for Cognitive Neuroscience for "dry" research, office and conference room space.

Developer: University of Pennsylvania  
 Location: 3700 Hamilton Walk  
 Size: Towers C & D: 29,600 square feet  
 Towers A & B: 30,300 square feet  
 Completion Date: Towers C & D: Fall 2015; A & B: Spring 2019

# COMMERCIAL

## 3.0 UNIVERSITY PLACE

A new five-story office building, 3.0 University Place is the world's first commercial office building pre-certified LEED Platinum® V4 BD+C Core and Shell. Among other sustainable features, 3.0 University Place will capture and treat 95% of the rainwater that falls on the site and reuse the water for irrigation of the vegetated roof and in the cooling tower.

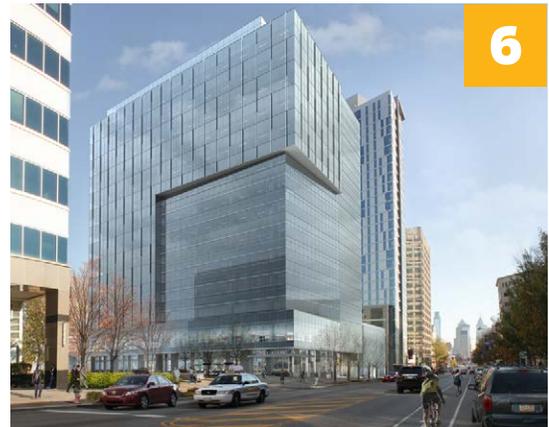
Developer: University Place Associates, LLC  
 Location: 41<sup>st</sup> and Market Streets  
 Size: 170,000+ square feet  
 Completion Date: Fall 2019



## 3675 MARKET

A 14-story office and laboratory building broke ground in Q4 2016. The building, which is designed by ZGF Architects to be LEED Silver or Gold, will feature 25,000 square foot floor plates and 12,000 square feet of retail. It will be the new home of the Science Center's corporate offices and Quorum, its clubhouse for entrepreneurs, which will triple in size to 15,000 square feet. The anchor is Cambridge Innovation Center, which houses start-ups.

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



## 4614-18 WOODLAND AVENUE

This new three-story commercial building will feature both intensive and extensive green roofs where rainwater will be collected and stored as greywater to be reused in toilets to reduce water consumption.

Developer: 4614 Woodland Partners LP  
 Location: 4614-18 Woodland Avenue  
 Size: 15,000 square feet  
 Completion Date: 2018



## CAMPUS COMMERCE CENTER

Following the 2012 completion of the first phase of the Campus Commerce Center, a 136 room extended-stay hotel, phase two will be a Class-A office building partially occupied by the developer, Campus Apartments.

Developer: Campus Apartments  
 Location: 41<sup>st</sup> & Walnut Streets  
 Size: 130,000 square feet  
 Completion Date: Phase 1: 2012, Phase 2: 2020



# MEDICAL



9

## CENTER FOR HEALTHCARE TECHNOLOGY

Penn Medicine's Center for Healthcare Technology will include an 8-story office building for Penn Medicine corporate functions, and a new childcare center. Construction began in early 2017. A second phase will support future needs and will increase the building to 18 stories, with a total of 540,000 square feet.

Developer: Penn Medicine  
 Location: Civic Center Boulevard  
 Size: Phase 1: 250,000 square feet  
 Phase 2: 290,000 square feet  
 Completion Date: Early 2019 (Phase 1)



10

## THE PAVILION AT PENN MEDICINE

The University of Pennsylvania will build 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



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## ROBERTS CENTER FOR PEDIATRIC RESEARCH

A 21-story building that houses office-based clinical research sits on CHOP's newest campus, a 9-acre site along the Schuylkill River. As one of the City's largest redevelopment projects, this campus will revitalize the waterfront property, integrating CHOP spaces with the Schuylkill River Trail and landscaping the area to create pedestrian walkways and green spaces for public use that connect the neighborhood to the South Street Bridge and University City.

Developer: The Children's Hospital of Philadelphia  
 Location: Schuylkill Avenue & South Street  
 Size: 466,000 square feet  
 Completion Date: 2017



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## PHILADELPHIA RONALD MCDONALD HOUSE EXPANSION

Along with the renovation of existing structures, this expansion will enable PRMH to go from serving approximately 800 families annually over the past three years to an estimated 1,900 families, and will increase available room nights from roughly 16,000 to more than 40,000 per year.

Developer: Philadelphia Ronald McDonald House  
 Location: 3925 Chestnut Street  
 Size: 93,000 square feet  
 Completion Date: Late 2018/Early 2019

# PUBLIC SPACE

## KORMAN QUADRANGLE

This green space adjacent to the improved Korman Center will feature new walkways, landscaping and seating that will make the area more user-friendly and appealing as a public gathering place. Renamed the Korman Quadrangle, it will unify this section of campus by strengthening its connections to Chestnut Street, Market Street and Drexel's Perelman Plaza.

Developer: Drexel University  
 Location: Between Market & Chestnut and between 32<sup>nd</sup> & 33<sup>rd</sup> Streets  
 Size: 1 acre  
 Completion Date: Fall 2017



## 40<sup>TH</sup> STREET TROLLEY PORTAL GARDENS

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

Developer: University City District  
 Location: 40<sup>th</sup> Street & Baltimore Avenue  
 Size: 43,000 square feet  
 Completion Date: Spring 2018



# RESIDENTIAL / MIXED USE

## 3700 LANCASTER

A six-story residential building at the corner of Powelton and Lancaster Avenues is expected to break ground in Q4 2018. The building is the second residential project at uCity Square, and will feature 300 market-rate apartments and 16,000 square feet of ground-floor retail.

Developer: A joint venture between the University City Science Center, Ventas & Wexford Science + Technology  
 Location: 3700 Lancaster Avenue  
 Size: 300,000 square feet  
 Completion Date: Spring 2020



## 400 SOUTH 40<sup>TH</sup> STREET

Planning for a five-story apartment building with 119 individual units continues for this site. Designed for graduate and professional students, the building at 40<sup>th</sup> and Pine is close enough to campus that those with non-traditional work and study schedules can get to and from their laboratories, hospitals and research spaces safely and easily.

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



# RESIDENTIAL / MIXED USE

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## 4001-4003 CHESTNUT STREET

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

Developer: University of Pennsylvania in partnership with Stockton Real Estate Advisors and U3 Ventures, of Philadelphia  
 Location: 40<sup>th</sup> and Chestnut Streets  
 Size: 10,500 square feet  
 Completion Date: Summer 2018

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## 4045 BALTIMORE AVENUE

Plans call for 49 one-bedroom apartment units to be built as an "addition" to the existing site located at 4045 Baltimore Avenue. The five-story project built over on-grade parking will include spaces for Zipcar vehicles.

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

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## 4215 CHESTNUT STREET

A 28-unit condominium building, 4215 Chestnut includes one- and two-bedroom units with a common roof deck and enclosed parking.

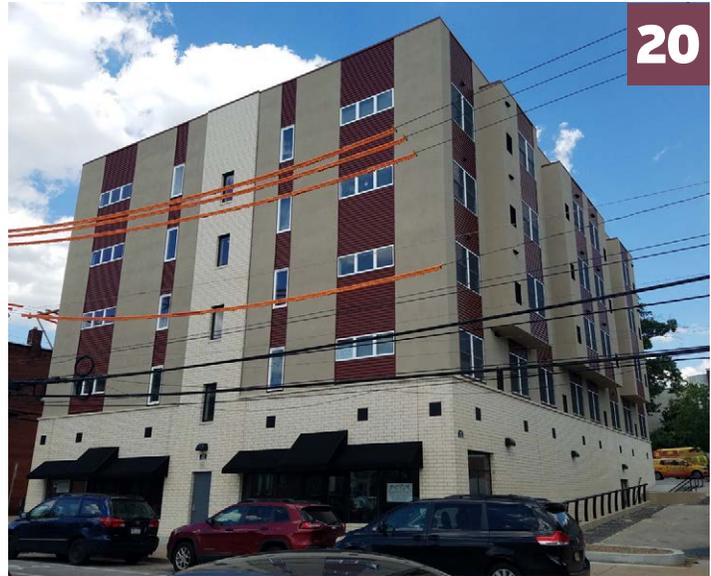
Developer: HOW Properties & Monte Resnick  
 Location: 4215 Chestnut Street  
 Size: 27,678 square feet  
 CompletionDate: July 2017

# RESIDENTIAL / MIXED USE

## 43<sup>RD</sup> & SANSOM

This mixed-use space is a four-story building with two commercial spaces at grade.

Developer: Apartments at Penn  
 Location: 43<sup>rd</sup> & Sansom Streets  
 Size: 35,000 square feet  
 Completion Date: April 2017



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## CHESTNUT STREET APARTMENTS

Several multifamily buildings are rising on a short stretch of Chestnut Street, collectively adding a substantial new residential presence to this high traffic corridor.

Developer: Multiple developers  
 Location: Chestnut St. from 40<sup>th</sup> – 43<sup>rd</sup> Streets  
 Size: Minimum 200 units in total  
 Completion Date: Late 2017 – 2018



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## HAMILTON COURT

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

Developer: Post Brothers  
 Location: 39<sup>th</sup> Street & Chestnut Street  
 Size: 20,600 square feet commercial,  
 133,500 square feet renovated residential  
 Completion Date: Spring 2018



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# RESIDENTIAL / MIXED USE

23



## HILL COLLEGE HOUSE

Designed by Finnish-American architect and industrial designer Eero Saarinen in 1958, Hill College House is an internationally recognized architectural landmark that has undergone a complete building renovation. Originally a women's dormitory, Hill is now a fully modern college house with upgraded bathrooms, common spaces, kitchen and dining areas, and mechanical systems including, for the first time, air conditioning.

Developer: University of Pennsylvania  
 Location: 33<sup>rd</sup> & Walnut Streets  
 Size: 195,000 square feet  
 Completion Date: August 2017

24



## THE SIMON

This new apartment building will feature 23 luxury apartments. The design includes a state-of-the-art fitness center and limited parking.

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

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## SUMMER TWELVE

Adjacent to the recently completed 16-story Vue32 apartment building, Radnor Property Group is also developing three low-rise residential buildings consisting of 12 for-sale condominiums. Each unit will have 2 bedrooms, 2.5 bathrooms, yard/roof deck amenity spaces and access to onsite parking.

Developer: Radnor Property Group  
 Location: 32<sup>nd</sup> & Summer Streets  
 Size: Approximately 16,000 square feet  
 Completion Date: Summer 2018

# RESIDENTIAL / MIXED USE

## USCIENCES RESIDENCE HALL

To better meet the needs of its students, University of the Sciences is planning to construct a new, mixed-use residence hall that will incorporate numerous sustainable features for Green Globe certification. The 426-bed building will also house ground floor multi-use classrooms, retail spaces and support offices. The building has a U-shaped courtyard that opens onto Woodland Ave., which will provide opportunities for interaction and collaboration - key facets of an overall campus master plan to activate Woodland Ave.

Developer: University of the Sciences  
 Location: 4514-22 Woodland Avenue  
 Size: 126,000 square feet  
 Completion Date: Winter 2018-19



## VUE32

This \$56 million, mixed-use project developed in partnership with Drexel University provides residences and a preschool to a mix of Drexel graduate students, faculty, professional staff and non-Drexel professionals working in the area. The 16-story residential tower features 164 luxury one- and two-bedroom units and top flight amenities.

Developer: Radnor Property Group  
 Location: 3201 Race Street  
 Size: 176,000+ square feet  
 Completion Date: July 2017



## WEST LOFTS

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

Developer: WPHS Venture Partners LLC  
 Location: 47<sup>th</sup> & Locust Streets  
 Size: 268 units  
 Completion date: Beginning Summer 2017



## uCity Square



University City Science Center and Wexford Science + Technology announced a strategic development partnership in 2015 to create uCity Square, a mixed-use, transit-oriented community in the heart of University City. In total, the project combines 2.5 million square feet of existing mixed-use development along Market Street with an additional 4 million square feet of planned office, laboratory, clinical, residential, retail and green space on 14 acres of land. Construction is underway on the first new building in uCity Square, 3675 Market Street, which is scheduled to deliver in summer 2018.

Building on the success of Innovation Plaza, additional placemaking activities are in progress in uCity Square. The Pennsylvania Horticultural Society opened a pop-up beer garden at 36<sup>th</sup> and Filbert in spring 2017. University City District, Wexford, TinyWPA and the Science Center are collaborating on The Meadow, a one-acre wildflower meadow and urban tree farm at uCity Square inspired by recommendations from a local community design process. In partnership with Drexel University, Wexford has begun construction on a new street and utility grid on land Drexel and Wexford acquired from the School District of Philadelphia in 2014. The project will include three new streets - Cuthbert, Warren and 37<sup>th</sup> - which will further integrate uCity Square into the surrounding neighborhoods. The new streets are expected to take 10-12 months to complete. The growth of uCity Square will continue to elevate University City as one of the nation's leading innovation districts.

## Pennovation Works



Innovators in fields from robotics to health sciences have found offices, labs, production space and a collaborative community at Pennovation Works, a 23-acre site development by the University of Pennsylvania. The site's centerpiece, the Pennovation Center, opened in September 2016 and today hosts more than 20 companies housed in labs, offices, startup garages and co-working desks. The site's capacity is expanding, with the fit-out of 8,000 square feet in the Pennovation Center

and the availability of 24,000 square feet in the recently renovated office building. Penn is also studying future use in a 69,000 square foot lab building. Programming in the past year has included a hackathon, launch events, industry speaker panels, collaborative art activity and a music concert open to the community. By grouping facilities for innovation, technological development and artistic production/exhibition, Penn's Master Plan envisions a multifaceted workshop for harnessing and commercializing the tremendous creative potential in the region.

## Schuylkill Yards

Drexel University and Brandywine Realty Trust have partnered to create Schuylkill Yards, a 14-acre master planned community. Schuylkill Yards will be an integrated urban environment, offering a collaborative and connected knowledge community comprised of educational and medical institutions, businesses, residents and visitors bound together by the pursuit of innovation. Situated adjacent to Amtrak's 30<sup>th</sup> Street Station, the third-busiest passenger rail station in the country, Schuylkill Yards will be connected to the Philadelphia International Airport and the major cities along the Northeast corridor, making it a key innovation hub on the East Coast.



Brandywine has secured zoning approval for the first phases of Schuylkill Yards, allowing for 1.3 million square feet of new vertical development, the re-imagining of the Bulletin Building and the development of Drexel Square – a 1.3-acre park at the corner of 30<sup>th</sup> and Market Streets. This initial development will further connect Drexel University's main campus, Amtrak's 30<sup>th</sup> Street Station and Brandywine's Cira Centre and Cira Centre South to solidify the gateway to University City. Construction of Drexel Square is projected to commence by the end of 2017.

## Philadelphia 30<sup>th</sup> Street District



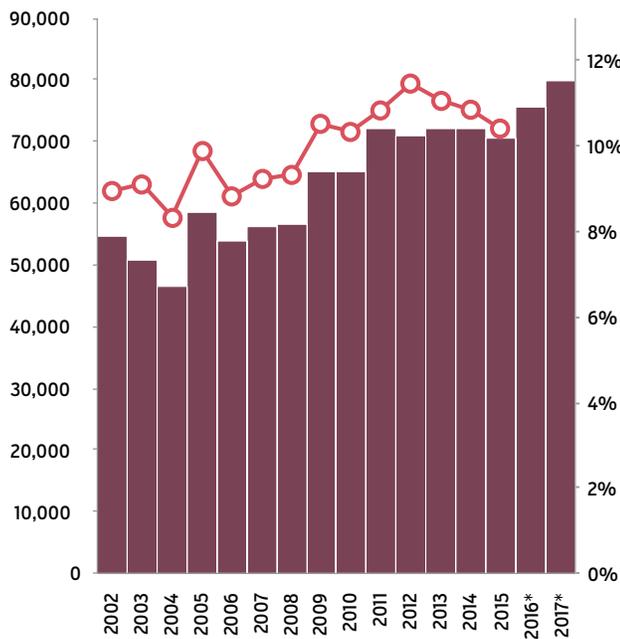
In 2017, Amtrak took the next big step toward a comprehensive redevelopment of Philadelphia 30<sup>th</sup> Street Station and adjacent properties with the release of a Request for Qualifications (RFQ) seeking a Master Developer partnership. This multi-phase solicitation follows the successful completion of the Philadelphia 30<sup>th</sup> Street District Plan in 2016, which envisioned the district around 30<sup>th</sup> Street Station as Philadelphia's next great neighborhood: a place to live, work, learn and play near one of the nation's busiest and most important transportation hubs, and accessible to one-of-a-kind urban and natural amenities.

In addition, Amtrak is advancing planning and design for Station Plaza, the grand civic place surrounding all four sides of 30<sup>th</sup> Street Station. During the year, Amtrak engaged a wide-range of stakeholders - including the public - on ways to enhance the public space around the station. A preferred alternative will be selected by the end of 2017.

# Employment

In recent years, University City’s employment growth has been on par with that of peer innovation neighborhoods in Seattle, Austin and Atlanta, and shows no signs of slowing. With more than 33,000 jobs per square mile, University City remains one of the top employment hubs in the region, and plays a significant role on the national level as well: for the first time in 25 years, Philadelphia outpaced New York in terms of job growth. Buoyed by the neighborhood’s largest employers and the opening of several new offices, the number of jobs in University City continues to rise, and is expected to reach 80,000 for the first time in 2017. The continued development of uCity Square, Schuykill Yards and University City's health systems will continue spurring employment for years to come.

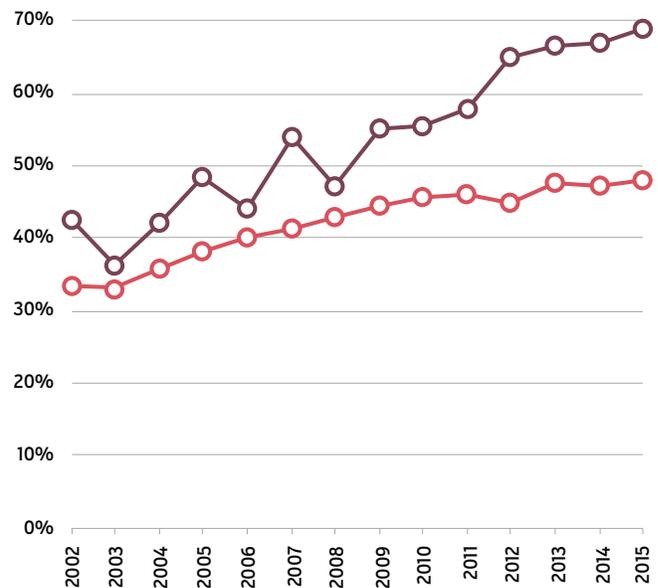
## Employment in University City



**Jobs in University City**  
 **% of Philadelphia Jobs in University City**

Source: U.S. Census Bureau. 2015. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. Excludes federal civilian employees (prior to 2010), uniformed military, self-employed workers, and informally employed workers. \* UCD Estimate

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

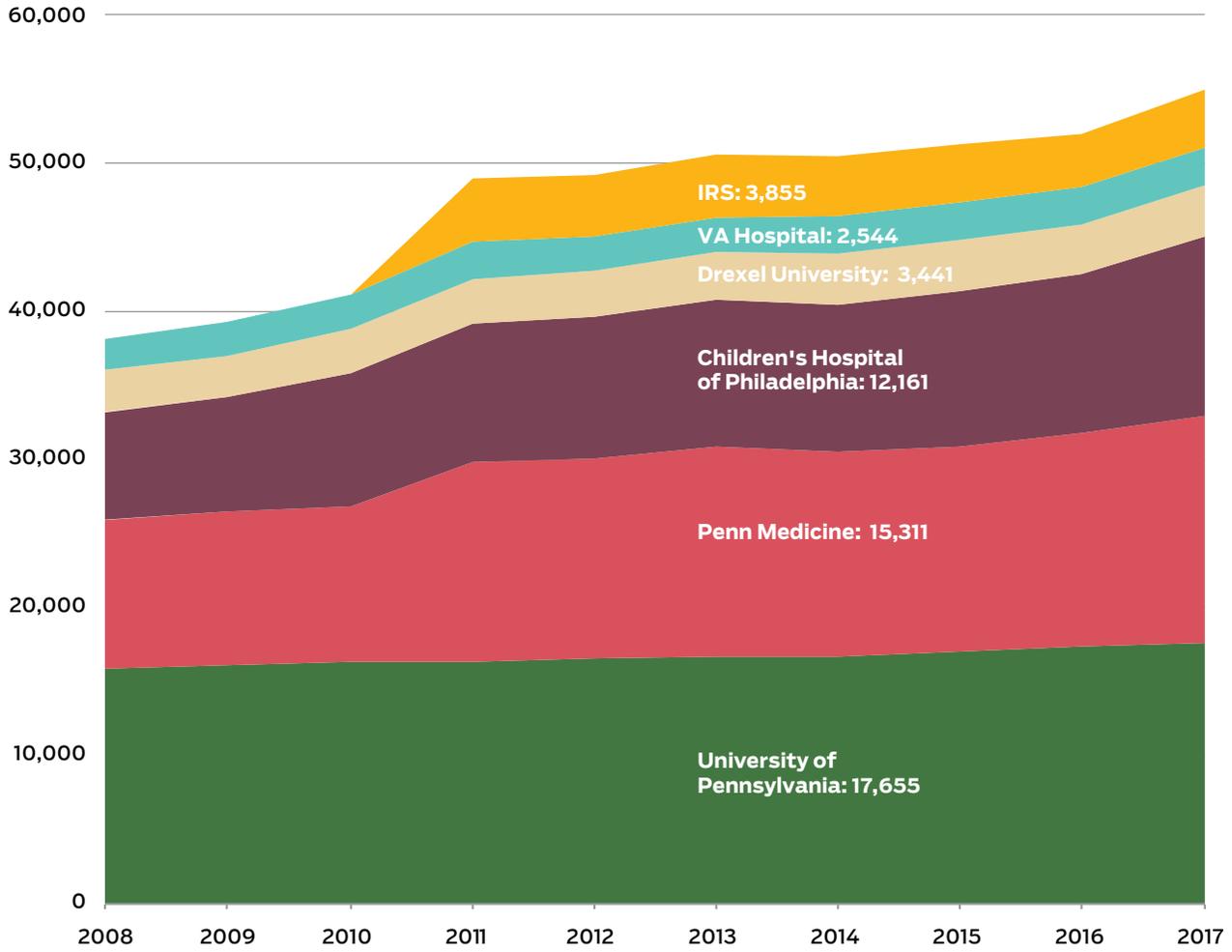


**University City**  
 **Remainder of Philadelphia**

Note: Percentages reflect jobs paying at least \$40,000 per year in nominal (current) dollars, and are not adjusted for inflation. Source: U.S. Census Bureau. 2015. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. Excludes federal civilian employees (prior to 2010), uniformed military, self-employed workers, and informally employed workers.



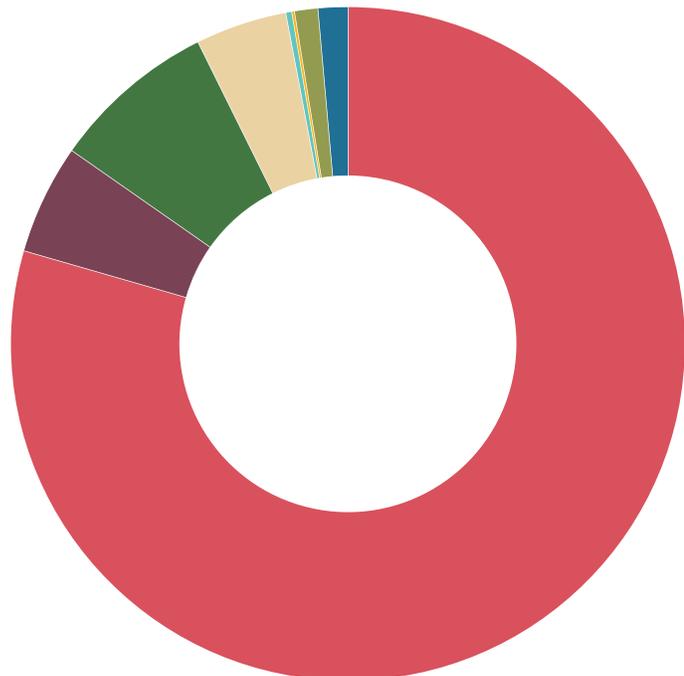
# University City's Largest Employers



Source: Individual Employers

# Jobs By Industry

- Education and Health Care: 79.5%
- Office: 5.2%
- Entertainment, Hospitality & Retail: 8%
- Public Services: 4.4%
- Transportation, Warehousing & Wholesale Trade: 0.3%
- Manufacturing: 0.1%
- Other Services: 1.1%
- Real Estate & Construction: 1.4%



Source: U.S. Census Bureau. 2015. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

# Residents Commuting to University City Jobs

## BY ZIP CODE



## BY COUNTY

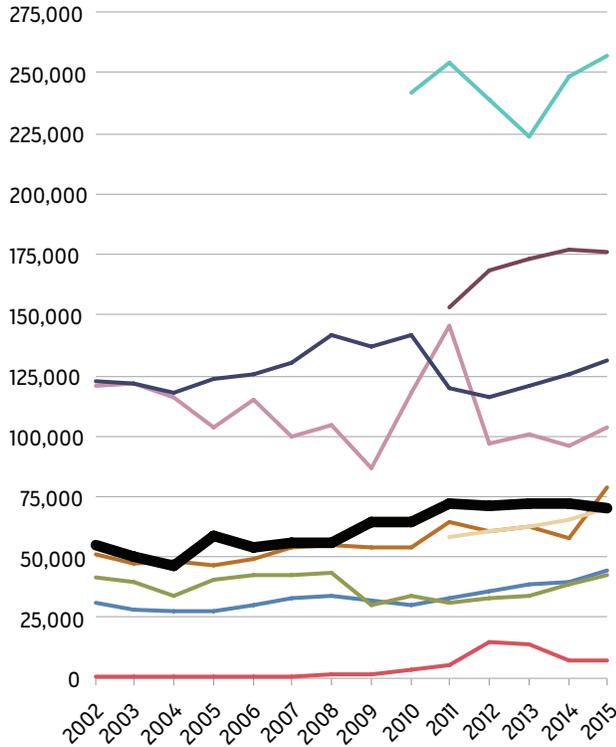


Source: U.S. Census Bureau. 2014. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

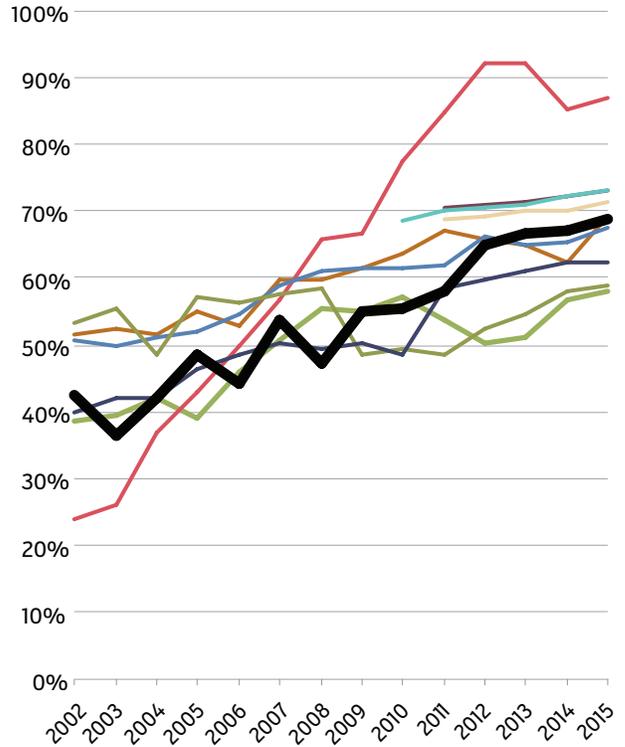


# University City and Peer Employment Centers

## Employment

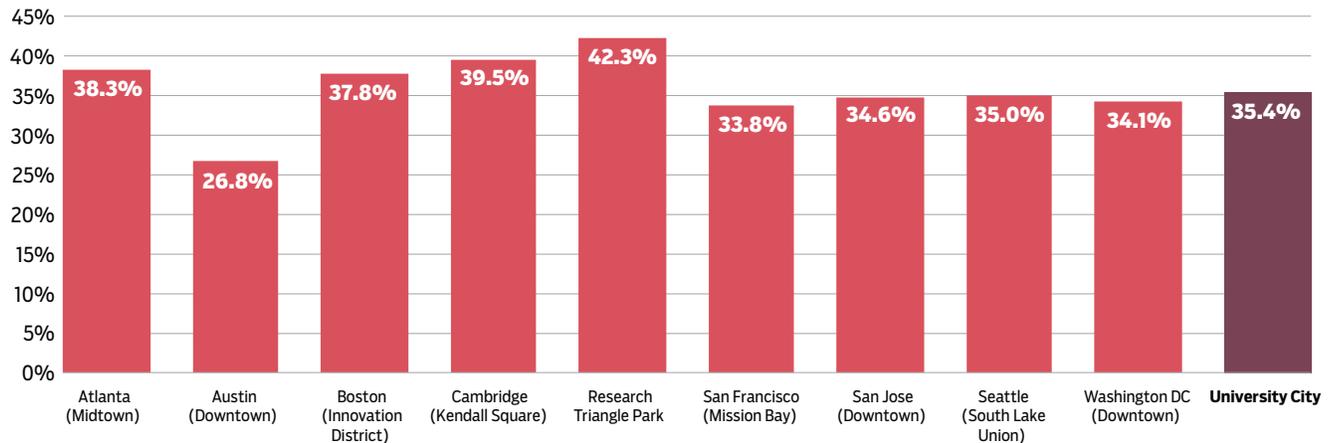


## Percentage of Jobs Paying at Least \$40,000 per Year



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

## Percentage of Employees with Bachelor's or Advanced Degrees



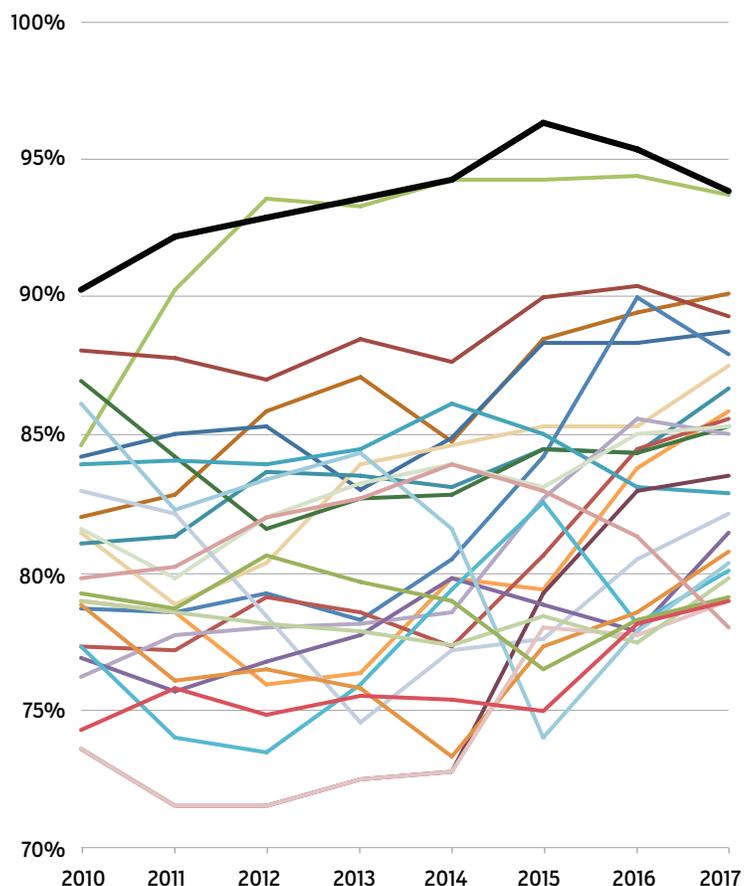
Notes: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center. Percentages reflect jobs paying at least \$40,000 per year in nominal (current) dollars, and are not adjusted for inflation. - Source: U.S. Census Bureau, 2015. OnTheMap Application. Longitudinal-Employer Household Dynamics Program

# Office

At 93% occupancy in Q3 2017, University City's office market remains among the tightest in the Philadelphia region. In the past year, three major companies - FMC Corporation, NASDAQ, and Brandywine Realty Trust - relocated to University City. The anticipated completion of the Science Center's and Wexford Science + Technology's 3675 Market Street will add nearly 350,000 square feet of new innovation space and has already attracted the Boston-based Cambridge Innovation Center (CIC) as an anchor tenant. The 1.5 million square feet of new development occurring across the neighborhood was among the highest in the last 15 years, and growth in construction permits drastically outpaces Philadelphia overall.

## Office Occupancy Rates Among 25 Regional Submarkets

Submarket	Occupancy Rate*
University City	92.6%
Main Line	90.7%
Conshohocken	89.3%
Market West	88.7%
Market East	88.7%
Bala Cynwyd	88.7%
Delaware County	88.1%
Lehigh Valley West	87.5%
King Of Prussia/Valley Forge	87.0%
Exton/West Chester	86.2%
Independence Hall	84.9%
Jenkintown	84.6%
New Castle County Suburbs	84.4%
Burlington County	84.3%
Central Bucks County	84.1%
Plymouth Meeting	84.0%
Horsham/Willow Grove	83.4%
Upper Main Line	82.8%
Gloucester County	81.7%
Camden County	81.5%
Blue Bell	80.8%
Wilmington CBD	80.6%
Fort Washington	80.0%
Lehigh Valley East	79.3%
Lower Bucks County	78.8%

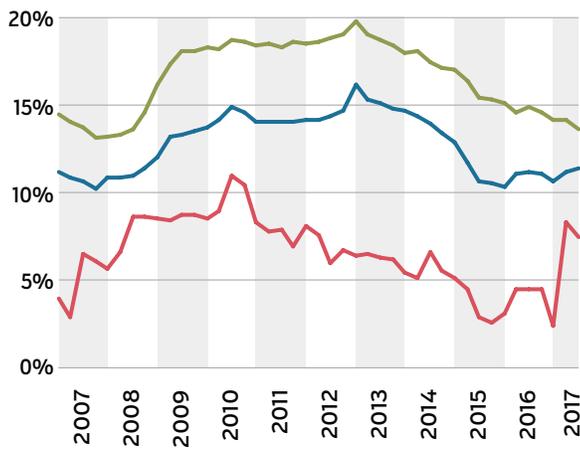


\*2017 (Q3) Source: CBRE

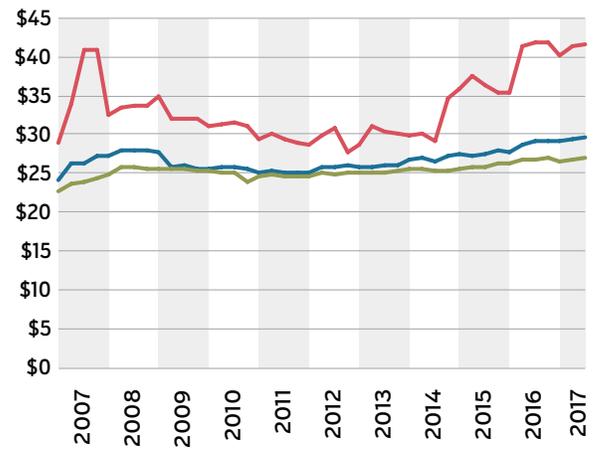




### Total Vacancy Rate



### Asking Gross Rent (per sq ft)

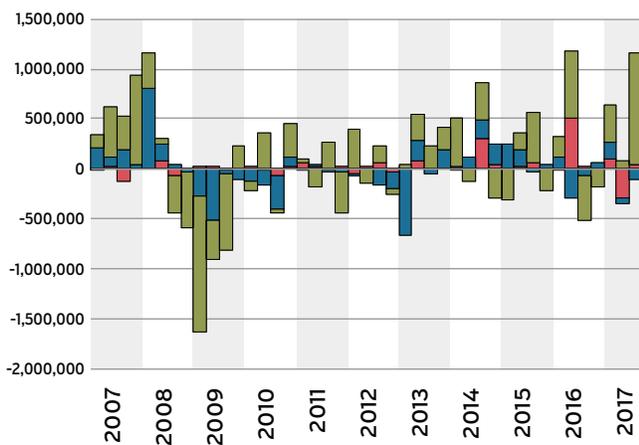


● University City ● Downtown Philadelphia ● Region

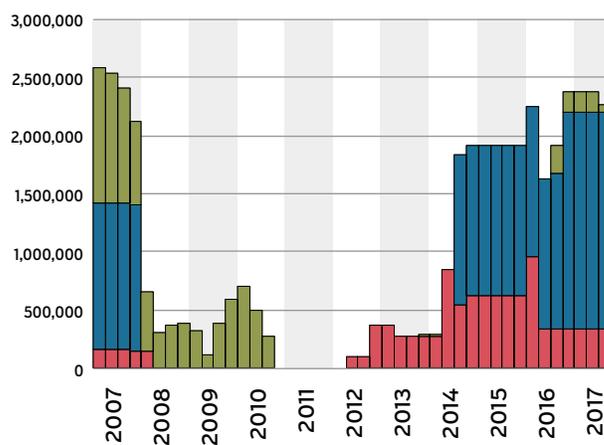
Note: Downtown Philadelphia includes University City and Center City  
Source: CBRE



### Net Absorption (sq ft)



### Under Construction (sq ft)



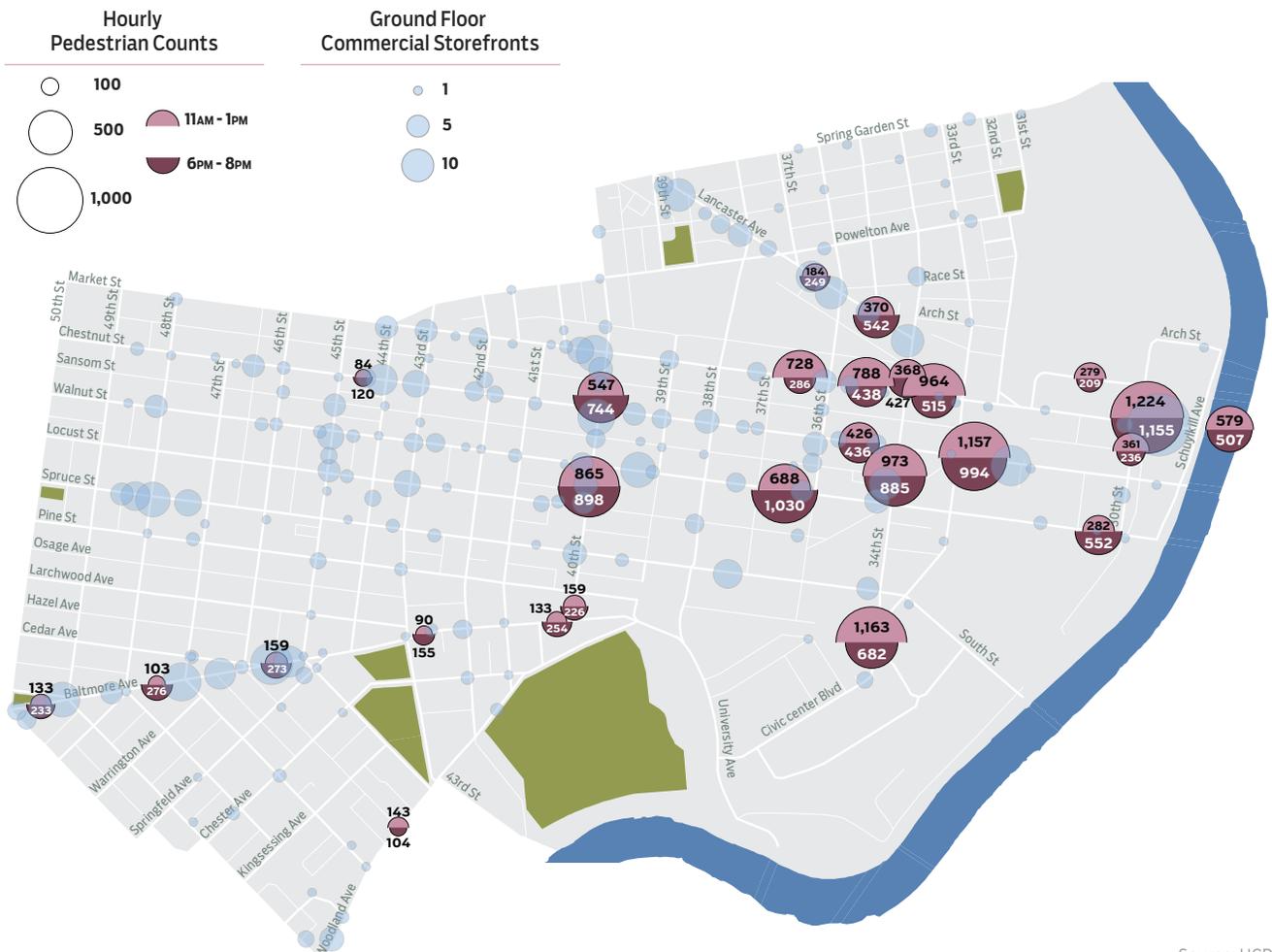
● University City   
 ● Center City   
 ● Remainder of Region (excluding Downtown Philadelphia)

Source: CBRE

# Retail and Hospitality

Local and national retailers, restaurants, and hotels view University City - with its diverse mix of employees, commuters, college students and residents - as a prime location. Hotel options abound due to the openings of AKA University City and The Study at University City, plus renovations at the Sheraton. Need food options? The neighborhood contains a whopping 266 places to eat and drink, including new fine dining establishments Dim Sum House, CO-OP, and the Walnut Street Café and casual eateries Fuel, Schmeer It, and Beiler's Donuts. These new amenities draw customers and employees, leading to a 3% average annual increase of pedestrian activity on University City streets.

## Busy Sidewalks and Thriving Businesses



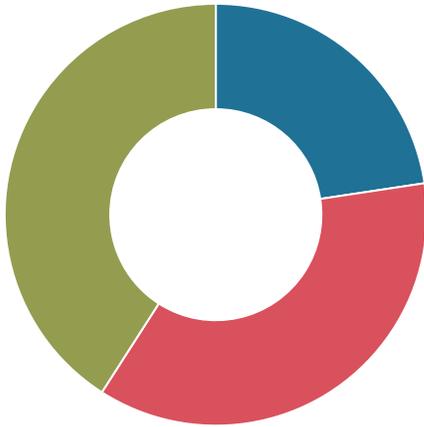
Source: UCD



EXIT

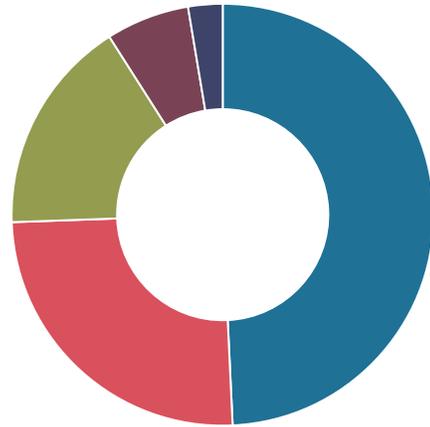
CO-OP

## All Storefronts



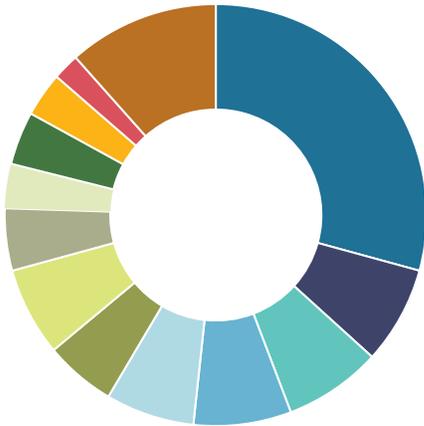
● Retail:	147
● Food and Beverage:	266
● Services:	237

## Food & Beverage



● Casual Dining:	131
● Full Service Dining:	67
● Bakery and Cafe:	44
● Bar and Night Club:	17
● Ice Cream:	7

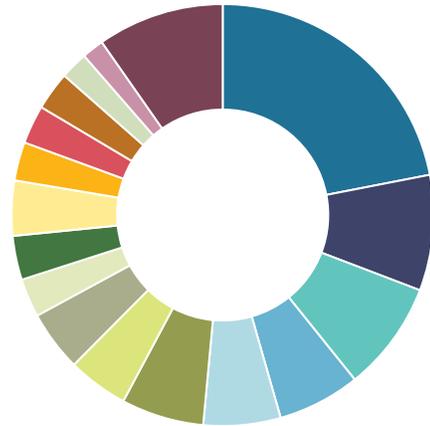
## Retail



● Food:	43
● Apparel:	11
● Books and Music:	11
● Pharmacy:	11
● General Merchandise:	10
● Home and Garden:	8
● Cell Phones and Electronics:	10
● Gas Station:	7
● Art Galleries and Supplies:	5
● Gifts and Flowers:	6
● Beauty Supplies:	5
● Bicycles:	3
● All Other:	17

Source: UCD

## Services



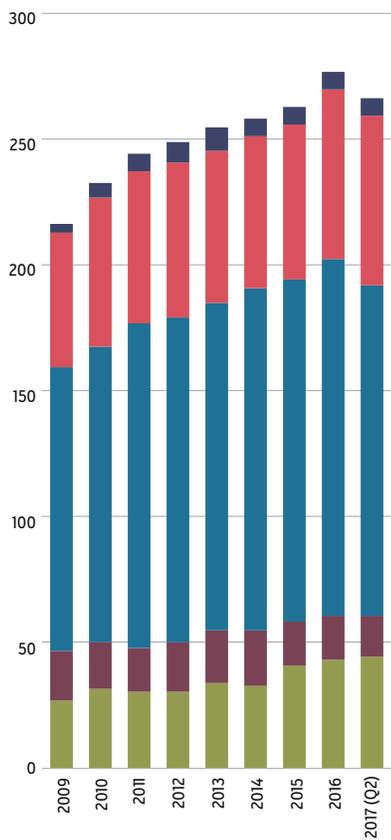
● Beauty:	52
● Laundromat and Dry Cleaning:	21
● Real Estate:	20
● Childcare:	15
● Health Care:	14
● Auto Service:	15
● Bank and Financial Institutions:	11
● Copy and Print:	11
● Tax Preparation and Accounting:	7
● Fitness:	8
● Arts and Music Instruction:	10
● Hotels:	7
● Car Rental:	7
● Social Services:	7
● Religious:	5
● Tutoring:	4
● All Other:	23





Clarkville

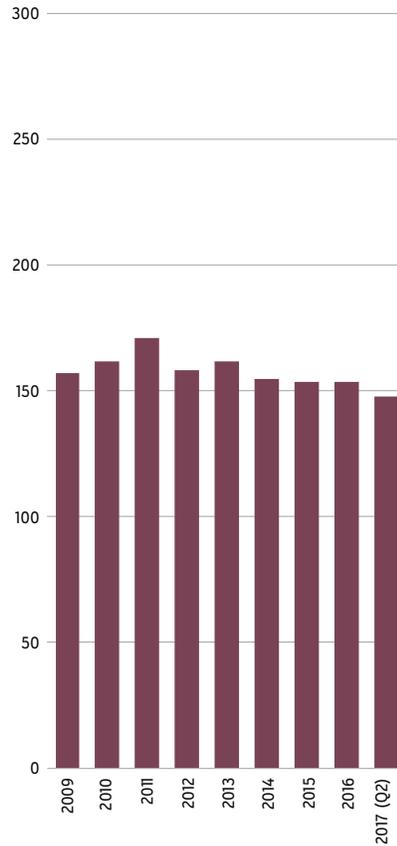
## Food & Beverage



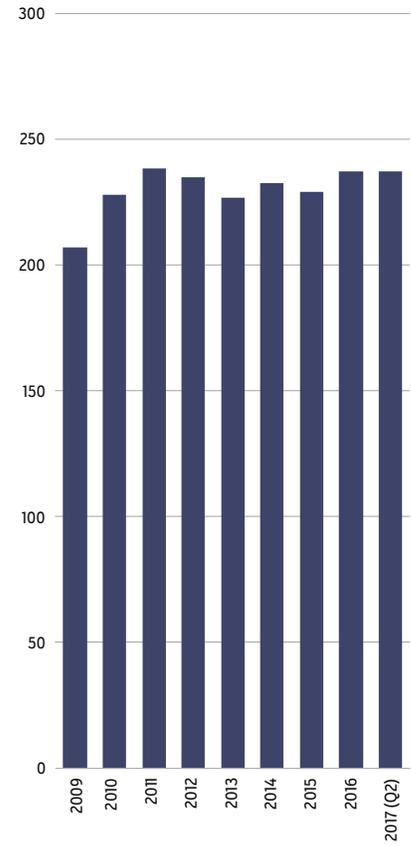
- Ice Cream & Other
- Full Service Dining
- Casual Dining
- Bar/Nightclub
- Bakery/Café

Source: UCD

## Retail



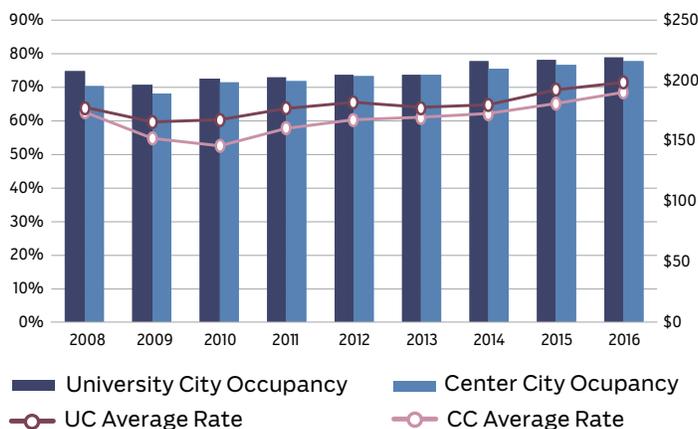
## Services



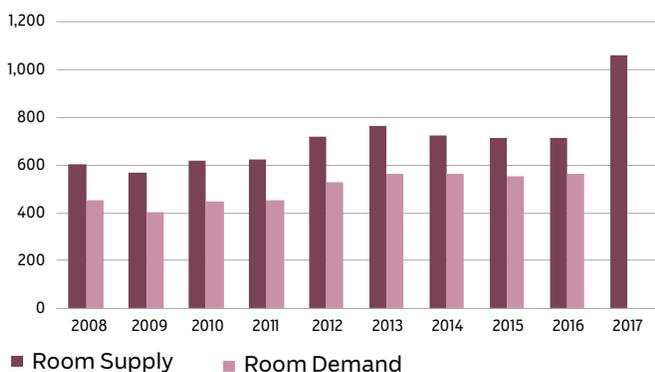


AKA University City

## Hotel Occupancy and Average Room Rate



## Average Daily Hotel Room Supply and Demand in University City



Source: CBRE Hotels - Provided by the Philadelphia Convention and Visitors Bureau

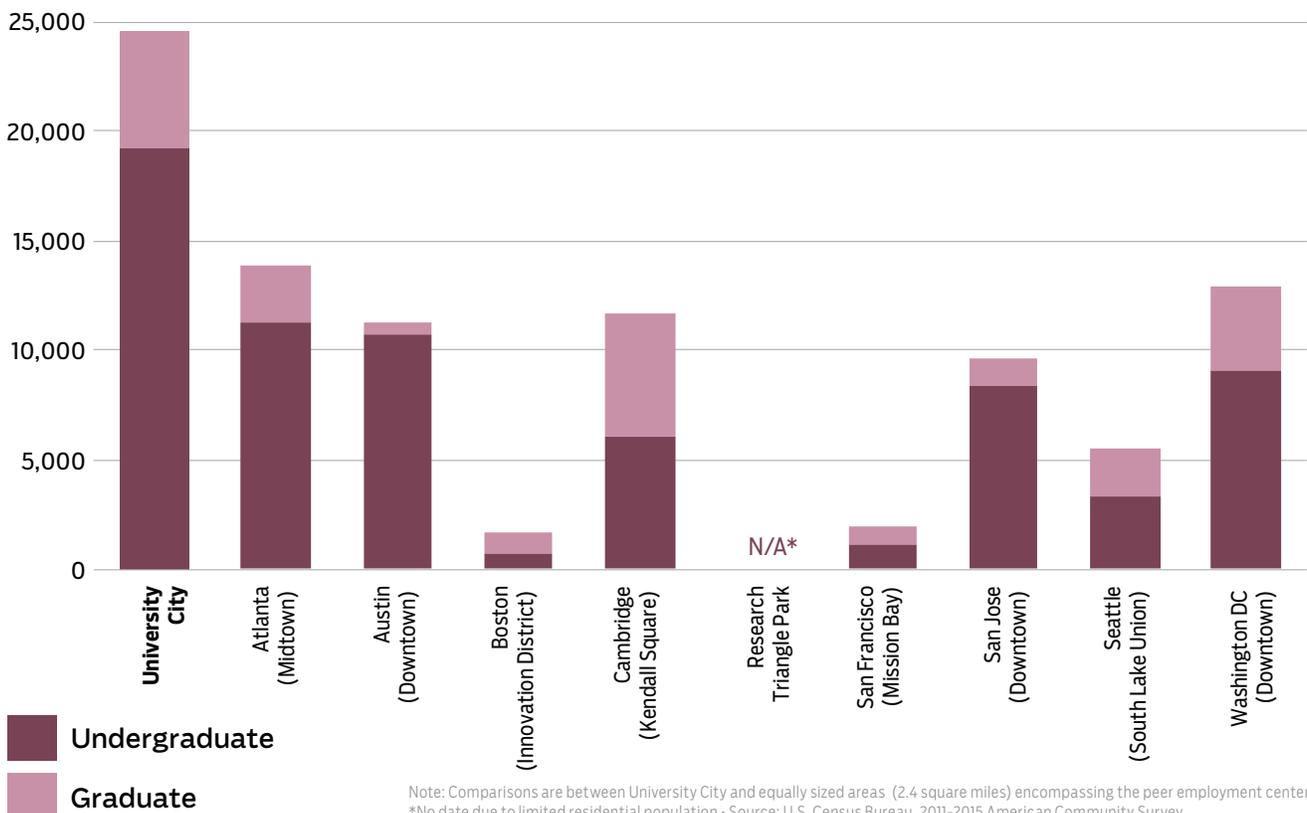
## Two New Hotels Boost University City's Appeal

Visiting University City has never been easier, or more comfortable. In 2016, hotel room inventory surged 48% with the addition of 345 combined units at the newly opened AKA University City and The Study at University City. The Study features 212 rooms, approximately 7,000 square feet of banquet and meeting space, and CO-OP, a new restaurant and lounge offering urban dining with an emphasis on seasonal and local ingredients. AKA University City - located on the top 18 floors of the new FMC Tower - features luxury hotel, extended stay and apartment options. It also offers proximity to the ground-level Walnut Street Café from the owners of the Michelin star winning Rebelle in New York City, plus some of the most breathtaking views in the entire city.

# Colleges and Universities

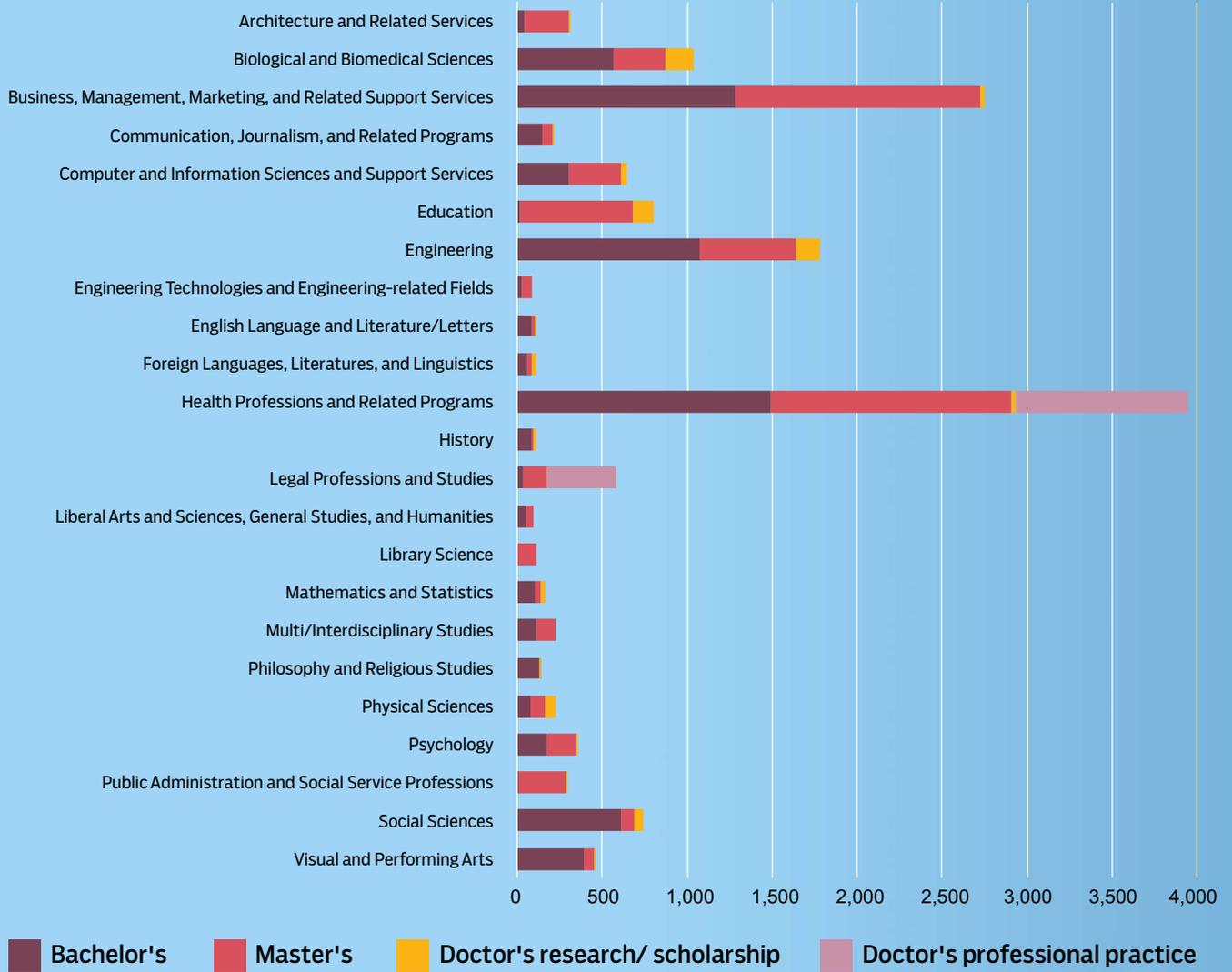
True to its name, University City provides top options in the region and nation for undergraduate and graduate/professional studies. Over 43,000 students are enrolled in the neighborhood’s institutions of higher education. Students from around the country and world are drawn to the dynamism of University City’s global dining scene, proximity to employment opportunities and excellent transit system. Nearly 25,000 undergraduate and graduate students live in apartments and houses spread throughout the neighborhood. According to a *Campus Philly* poll of undergraduates, 67% of respondents want to stay in Philadelphia after graduation and approximately 88% believe there are many job opportunities in Greater Philadelphia. In 2010, only 55% of respondents in a similar poll indicated they’d recommend Philadelphia as a place to live.

## Student Population in University City and Peer Employment Centers





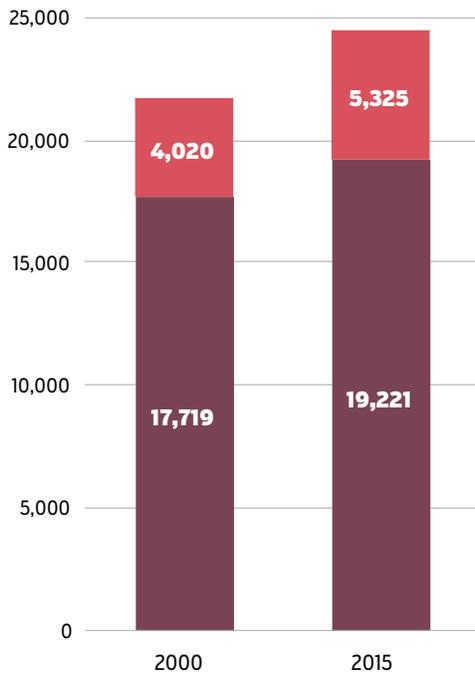
# Degrees Awarded at University City's Colleges and Universities



Source: National Center for Education Statistics, IPEDS, Degrees Awarded July 1, 2015 - June 30, 2016 (fields with 50 or more degrees awarded)



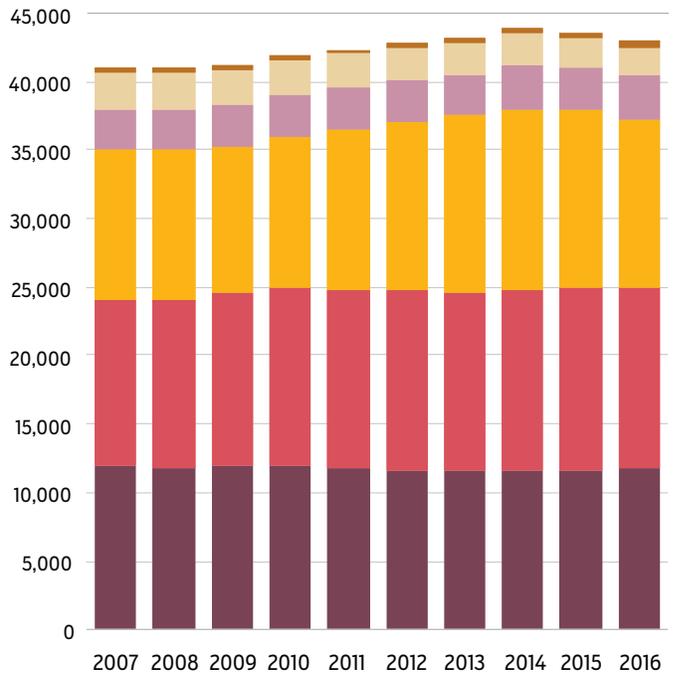
## Student Population Living in University City



■ Graduate  
■ Undergraduate

Source: U.S. Census Bureau, 2000 Census, 2011-2015 American Community Survey

## University Enrollment



■ Penn Grad  
■ Drexel Grad  
■ USciences Grad  
■ Penn Undergrad  
■ Drexel Undergrad  
■ USciences Undergrad

Source: Individual institutions

## 2017 Enrollment

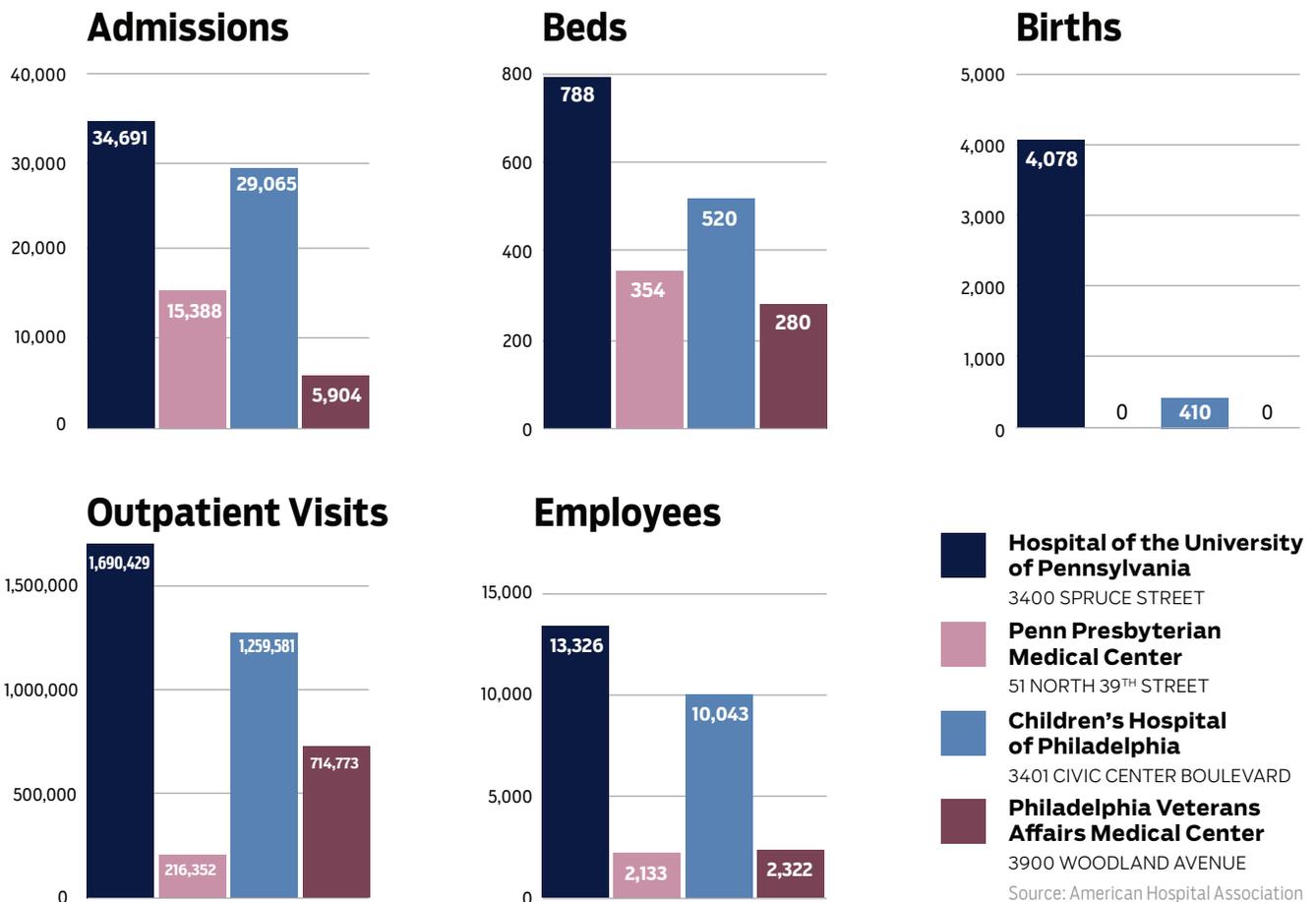
	University of Pennsylvania	Drexel University*	University of the Sciences in Philadelphia	The Restaurant School at Walnut Hill College	Community College of Philadelphia West Campus
<b>Students</b>					
Undergraduate	11,716	15,499	2,094	326	1,455 <sup>†</sup>
Graduate	13,244	8,733	442	0	0
Total Students	24,960	24,232*	2,536	326	1,455 <sup>†</sup>
<b>Student Housing</b>					
<b>Undergraduate</b>					
in campus residences	5,723	3,018	457	121	0
in fraternity/sorority	424	178	n/a	0	0
off campus (total)	5,569	12,481	1,700	205	1,455 <sup>†</sup>
in University City	4,602	n/a	n/a	26	n/a
<b>Graduate</b>					
on campus	670	134	34	0	0
off campus (total)	12,574	8,599	380	0	0
in University City	5,098	n/a	n/a	0	0

\*Includes 2,166 students on co-op and 4,868 distance learning students. Total students on University City campus is 15,445.

<sup>†</sup>Includes credit and non-credit students who took classes at the West Regional Center including summer terms

# Healthcare

Nearly 40% of all people employed in University City work in the healthcare sector, making it an essential component of University City's economy. The neighborhood's medical institutions - Hospital of the University of Pennsylvania (HUP), Penn Presbyterian Medical Center, Children's Hospital of Pennsylvania (CHOP) and Philadelphia Veteran Affairs Medical Center - are on pace to treat nearly 4 million patients in 2017, and are leading the way in new treatments, procedures and medical technologies. Two of University City's health systems are ranked within the top ten in the nation according to *U.S. News and World Report*, with the Hospital of the University of Pennsylvania-Penn Presbyterian ranked #9 overall and Children's Hospital of Philadelphia coming in at #2 for best children's hospital.





# Transportation

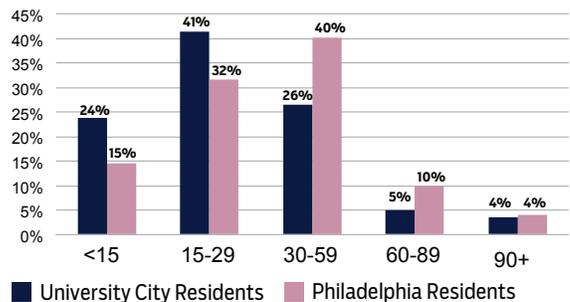
Need to get around the neighborhood? You're in luck. University City boasts excellent options for bicyclists, pedestrians or commuters using public transit, earning Walkscore.com's "paradise" status for all three modes of transportation. Transit ridership at neighborhood rail stations has increased by 16% since 2010, bike traffic to Center City is up 11% annually and pedestrian counts are up at an annualized rate of 3%. Overall, University City rates as more accessible by transit than any of its peer innovation hubs, including San Francisco, Seattle and Cambridge. Bike sharing has proven to be a smash success: 2016 saw a 27% increase in the inventory of local stations, and four of the top six most frequent trips in the city were to University City stations.

## Commute Mode of Residents



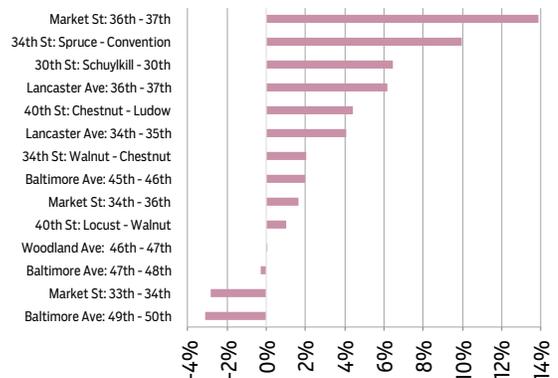
Source: U.S. Census Bureau, 2011-2015 American Community Survey

## Travel Time to Work (Minutes)



Source: U.S. Census Bureau, 2011-2015 American Community Survey

## Long Term Change in Pedestrian Counts (2010-2016)



Note: Average annual change for weekday evening counts (6PM - 8PM) from 2010 to 2016 Source: UCD



1120

B

62nd St

62nd St

ST6

NO TURN ON RED

ROBINSON

PERSONALIZED IN-HOME SUPPORT  
215-474-2273  
5 IN A SERIES

Overafter

FOR YOU Dayca  
4-2 IN A SERIES

NAK DELI  
COLD BEE

TATTOO

OR'S  
TATTOO

62nd St

U-HAUL



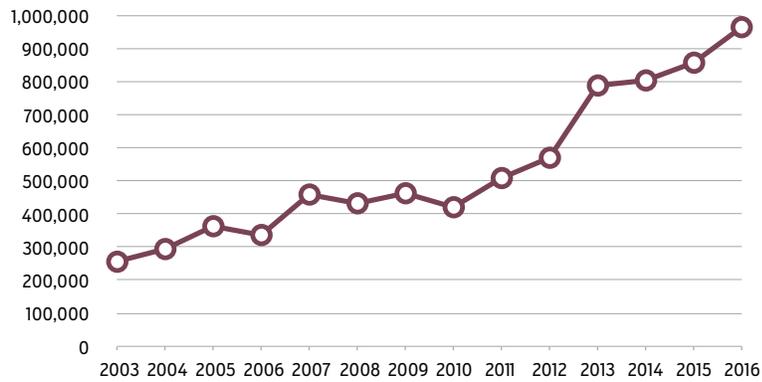
## Average Daily Transit Boardings and Bike Share Trips by Station



Source: SEPTA, New Jersey Transit, Amtrak, City of Philadelphia, Bicycle Transit Systems Note: Bike Share counts are for Q2 2017

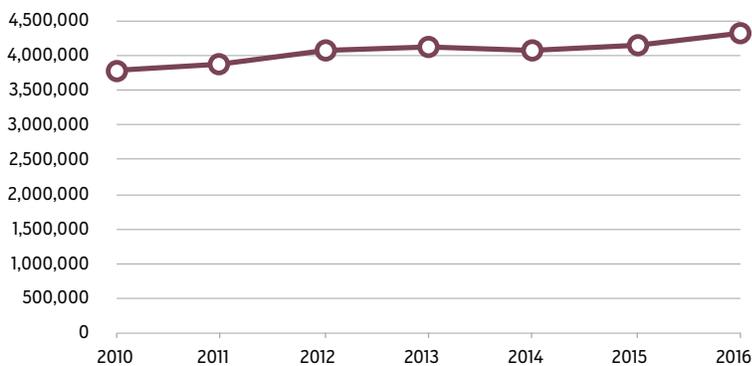


### Annual LUCY Riders



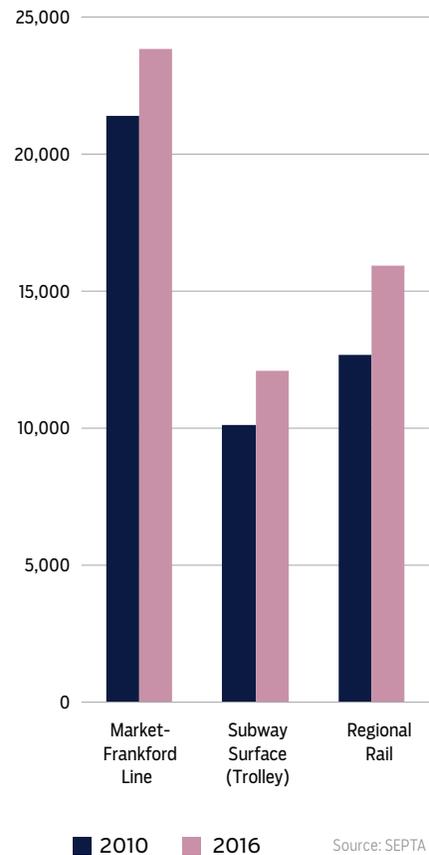
Source: SEPTA

### Total Amtrak Riders to/from Philadelphia (30<sup>th</sup> Street Station)

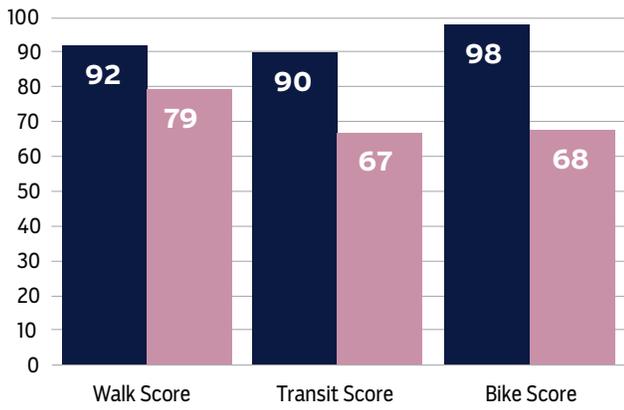


Source: Amtrak

### Average Daily Boardings at University City Stations



Source: SEPTA



## Walk, Transit and Bike Scores

**Walk Score** measures walkability based on the distance to nearby places and pedestrian friendliness on a scale of 0 to 100.

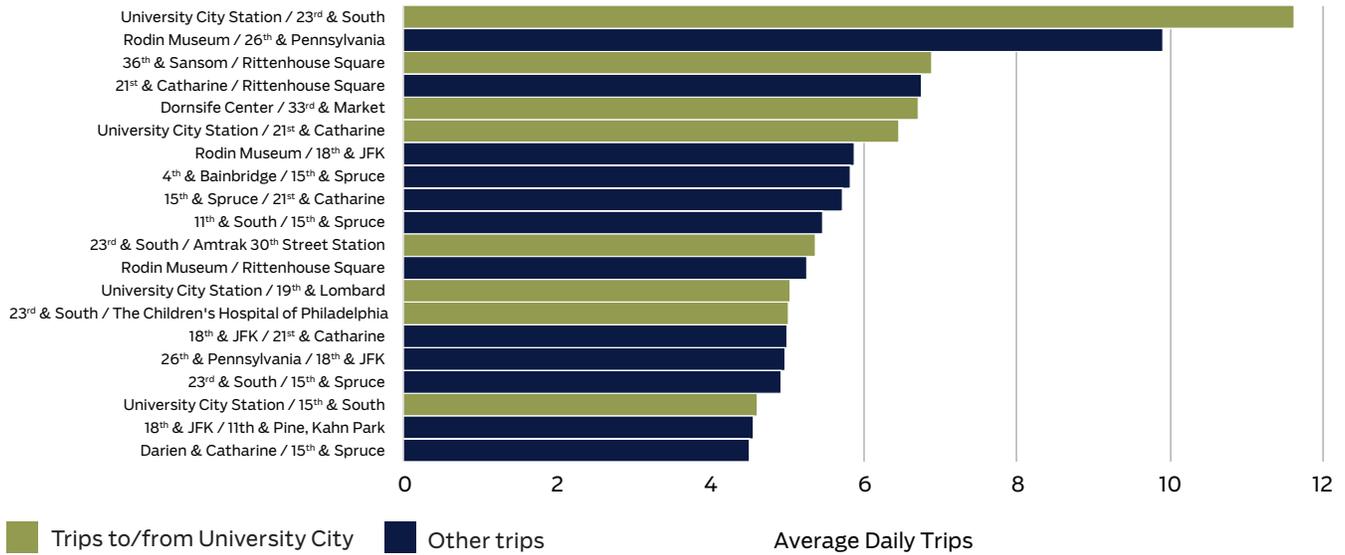
**Transit Score** measures how well a location is served by public transit based on the distance and type of nearby transit lines.

**Bike Score** measures whether an area is good for biking based on bike lanes and trails, hills, road connectivity, and destinations.

■ University City ■ Philadelphia

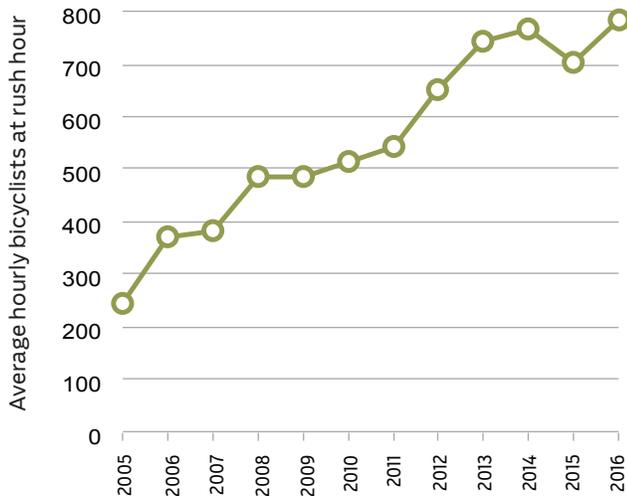
Source: walkscore.com

## Most Frequent One-Way Trips on Indego Bike Share



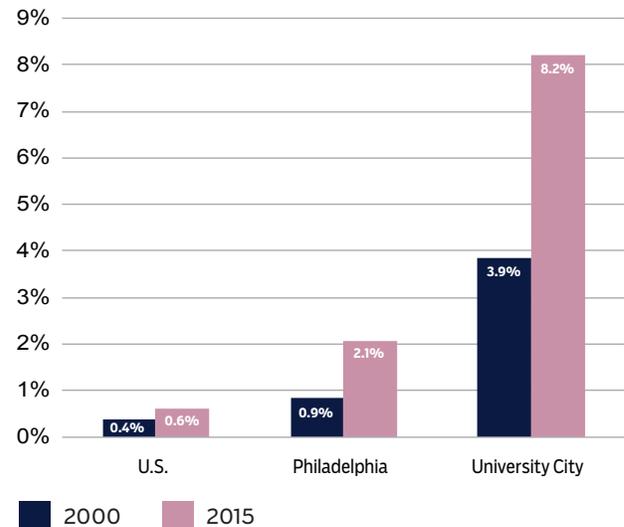
Source: City of Philadelphia, Bicycle Transit Systems, 2017 (Q2)

## Bicycle Traffic Between University City & Center City



Note: Includes Schuylkill River bridges excluding Spring Garden Street  
Source: Bicycle Coalition of Greater Philadelphia

## Percentage of Residents Commuting to Work by Bicycle

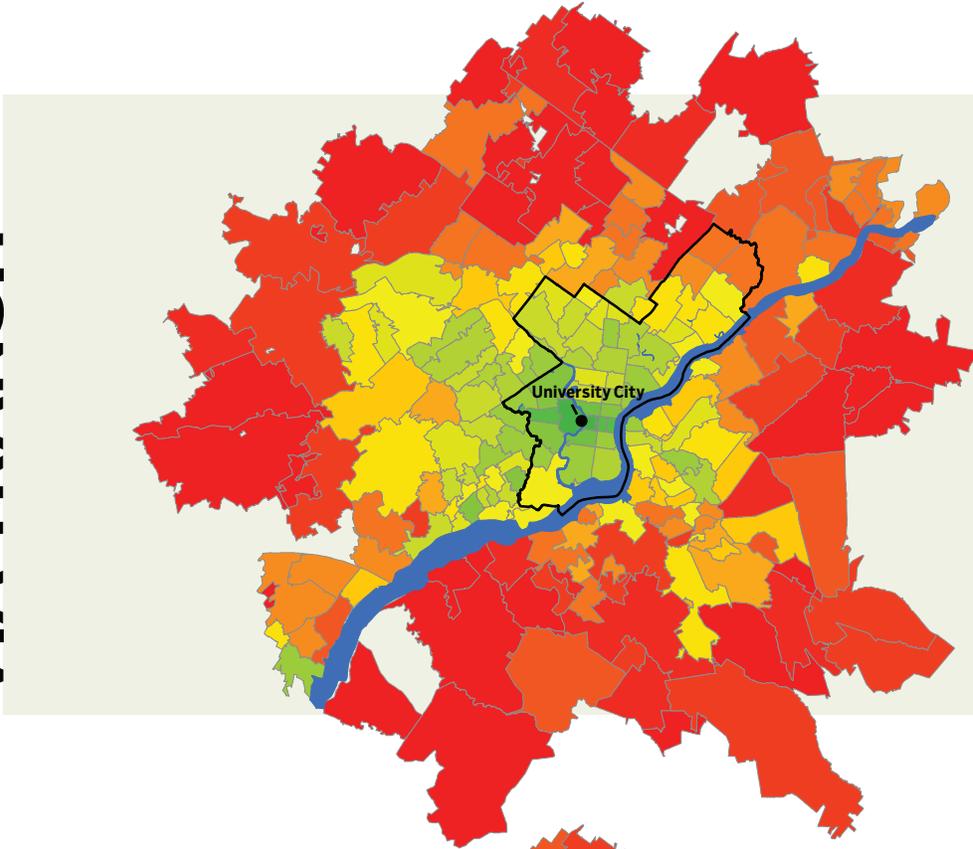


Source: U.S. Census Bureau, 2011-2015 American Community Survey

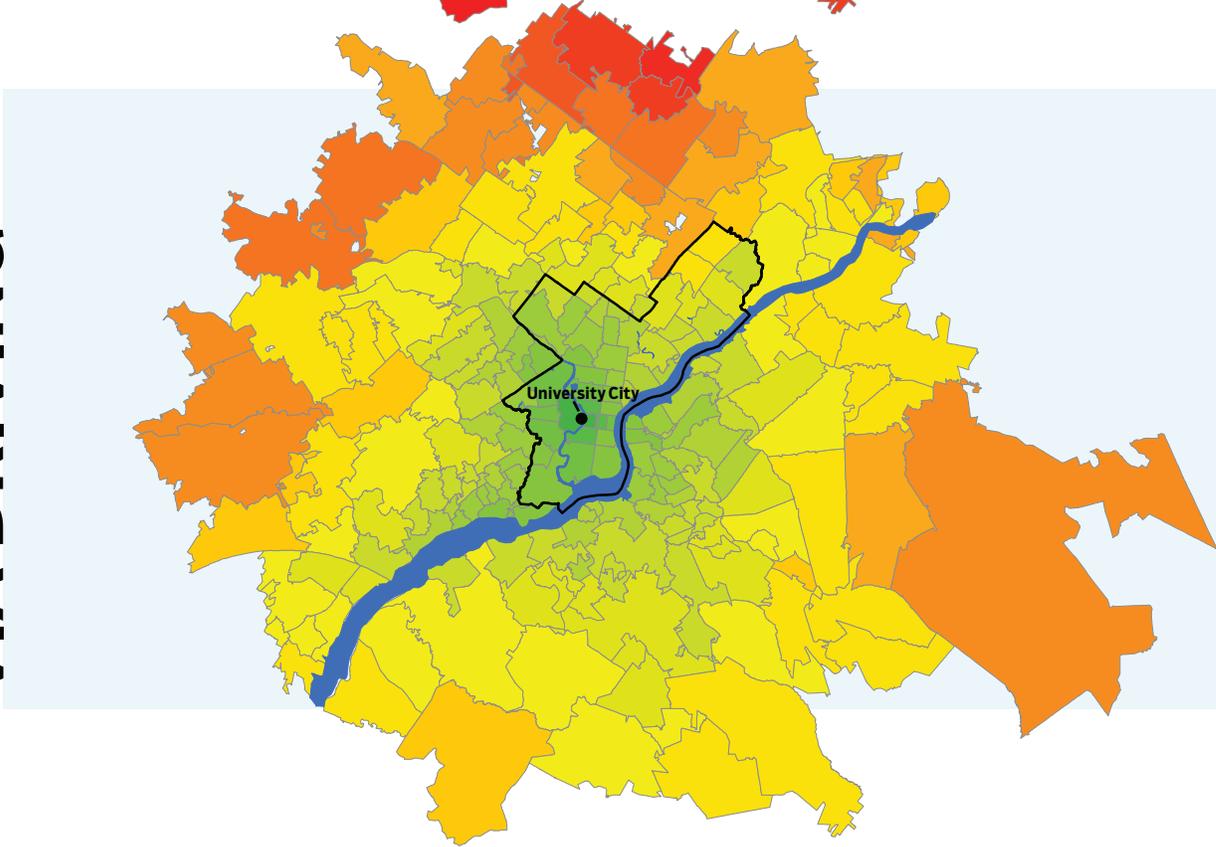


# Travel Time from University City

VIA TRANSIT



VIA DRIVING

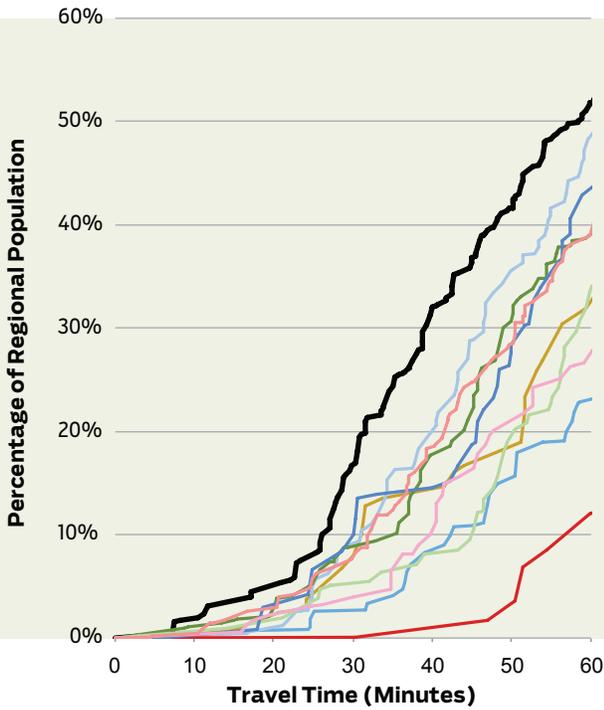


MINUTES

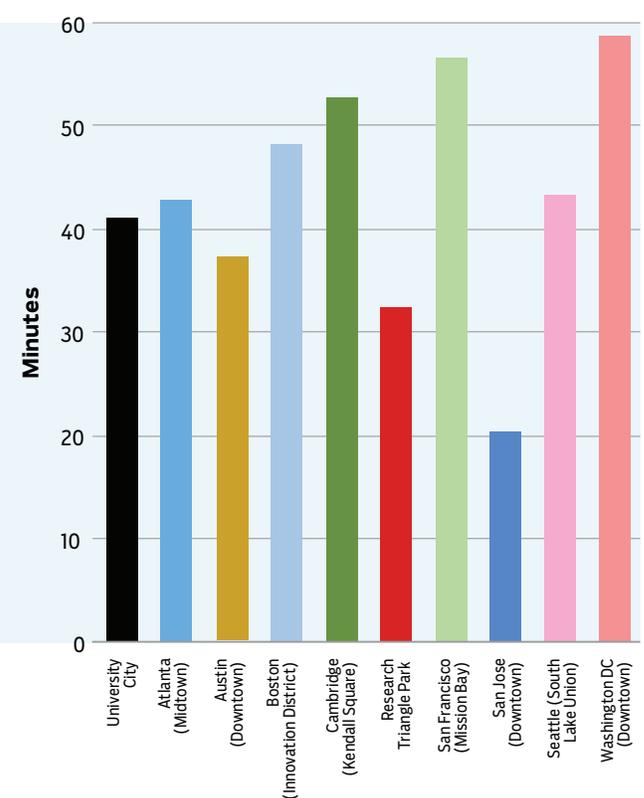
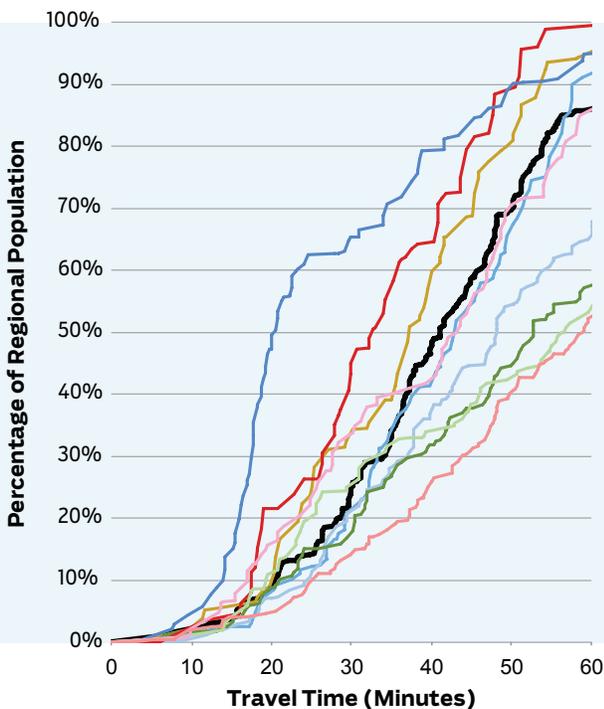
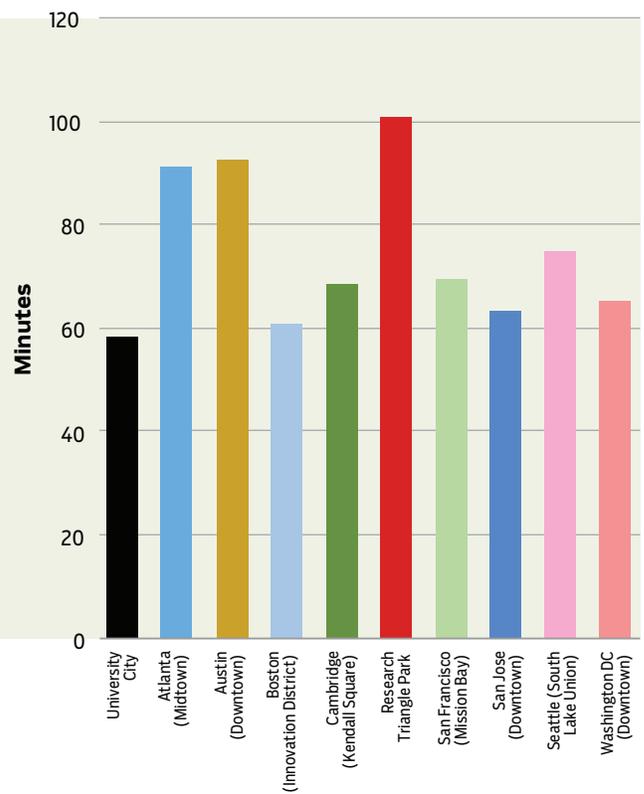


# Travel Time from Employment Center

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



# Median Travel Time from Employment Center



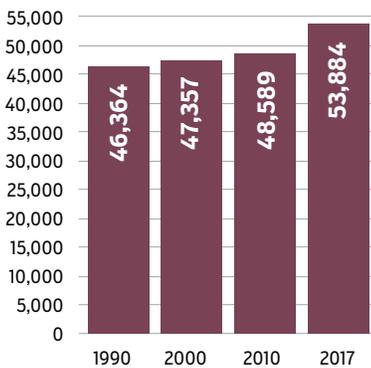
- University City
- Atlanta (Midtown)
- Cambridge (Kendall Square)
- San Jose (Downtown)
- Austin (Downtown)
- Research Triangle Park
- Seattle (South Lake Union)
- Boston (Innovation District)
- San Francisco (Mission Bay)
- Washington DC (Downtown)

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

# People

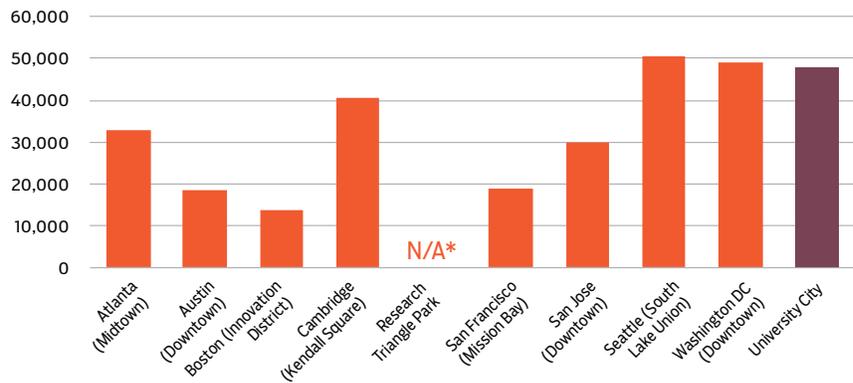
University City is home to a diverse cross-section of residents. Over 53,000 people live in the neighborhood, ranging from students studying at local colleges and universities, to young professionals working in the major educational and medical centers, to families who have called the area home for decades. The neighborhood's cultural and socioeconomic diversity continues to grow due to the high quality of life in University City. A continuing boom in multi-family housing has contributed to an estimated 5,300 new residents since 2010 and the people choosing to live here are getting younger, with the number of millennials (aged 20-34) up by 13% since 2000.

## University City Population



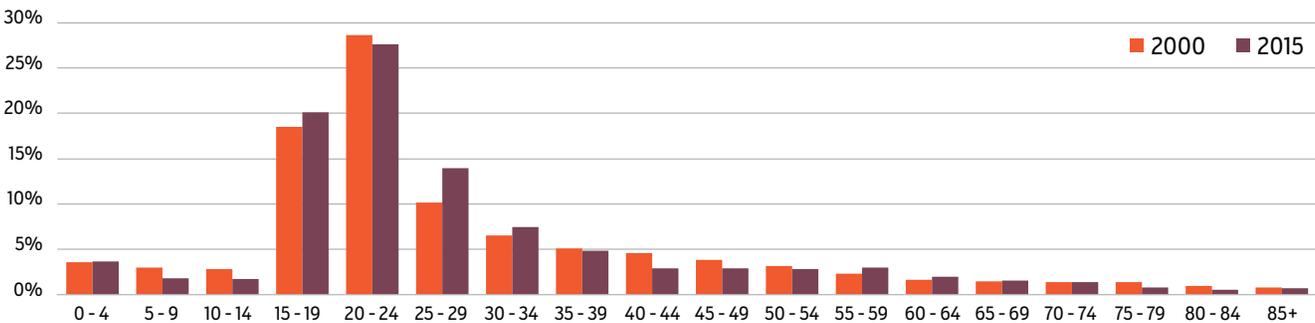
Source: U.S. Census Bureau, Decennial Census; UCD estimate for 2017

## Population in University City and Peer Employment Centers



\*No date due to limited residential population - Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center.  
Source: U.S. Census Bureau, 2011-2015 American Community Survey

## Age Distribution



Source: U.S. Census Bureau, 2000 Decennial Census, 2011-2015 American Community Survey





## Diversity

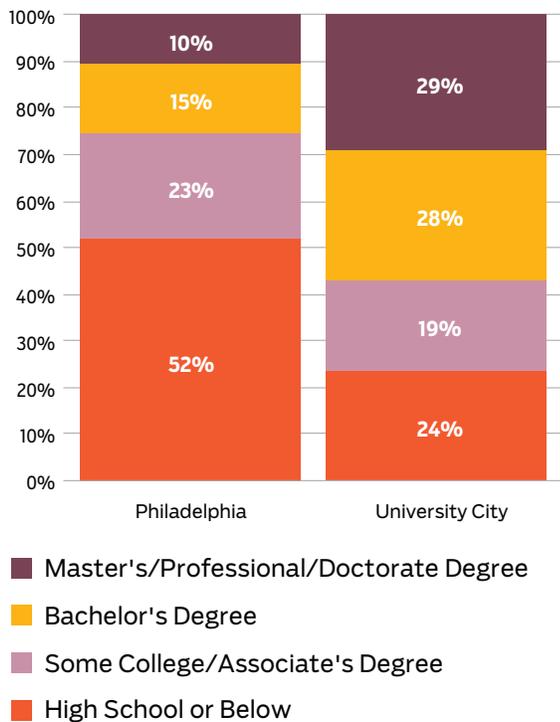
This measure reflects the probability that any two residents are of different races.



Source: U.S. Census Bureau, 2011-2015 American Community Survey

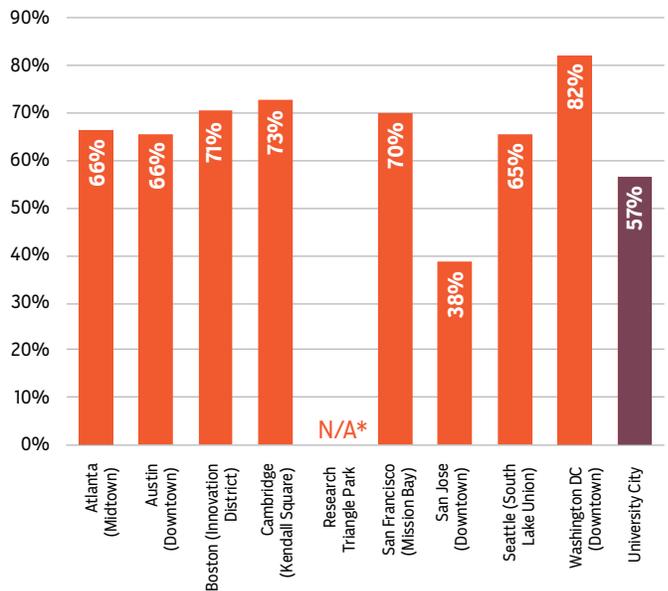


## Educational Attainment Population 25 Years and Over



Source: U.S. Census Bureau, 2011-2015 American Community Survey

## Residents With Bachelor's Degree or Above in University City and Peer Employment Centers



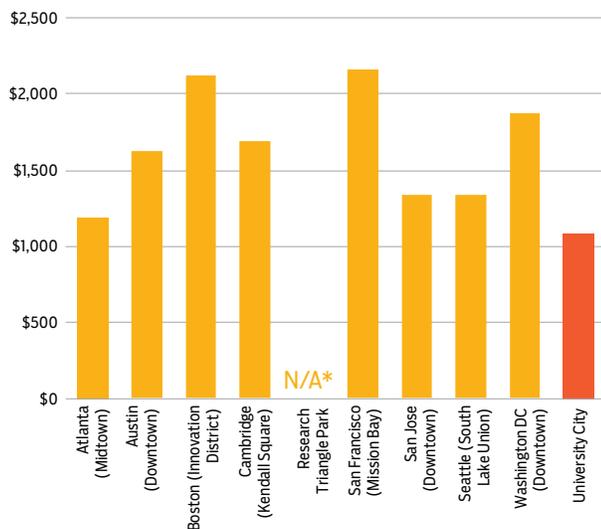
\*No date due to limited residential population · Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center.  
Source: U.S. Census Bureau, 2011-2015 American Community Survey

# Life in the Neighborhood

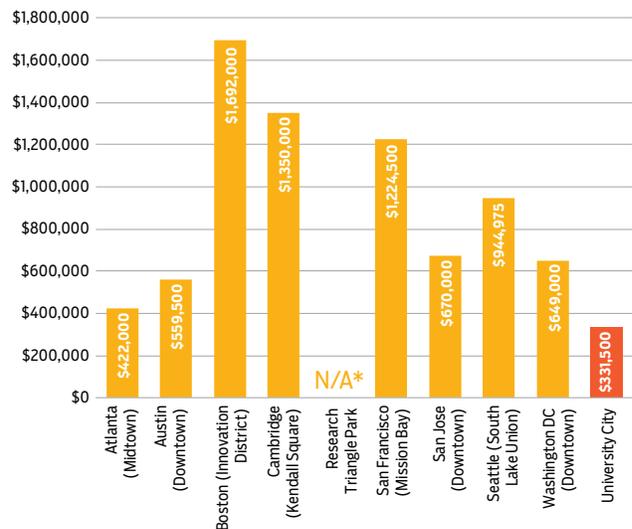
Options for housing in University City are as varied as the residents, with high-rises, historic homes, walk-up apartments, dormitories and more. Those who live in the neighborhood are never far from the 94 acres of public space, which includes parks, plazas, dog runs and athletic fields. Getting around is a breeze thanks to the excellent transportation options, and 69% of residents elect to walk, bicycle or ride public transit to work while enjoying typical commute times of 20-24 minutes. Raising a family? Local schools like Penn Alexander and the Samuel Powel School earn annual accolades. An excellent and eclectic dining scene caters to every appetite and retail options range from national chains to one-of-a-kind storefronts that keep people supplied with essentials. Finally, University City boasts a robust arts and culture scene, including theaters, art galleries and local dance and performance groups that call the neighborhood home. University City's fantastic amenities make it a neighborhood of choice for the entire region.

## University City and Peer Employment Centers

### Average Rent + Utilities



### Median Home Asking Price



Source: U.S. Census Bureau, 2011-2015 American Community Survey

Source: Local multiple listings services (via Redfin); snapshot of listings June, 2017.

\*No date due to limited residential population - Note: Comparisons are between University City and equally sized areas (2.4 square miles) encompassing the peer employment center.





## Spruce Hill Named Hottest Philadelphia Neighborhood of 2017

Early in 2017, the real estate website Redfin.com used data from thousands of customer visits and the local expertise of their real estate agents to predict the hottest markets for home sales in neighborhoods across the country. University City's Spruce Hill topped the list in the Philadelphia market. The ranking was based on the neighborhood's quick access to public transit, larger move-in ready homes, access to trendy shopping and dining options as well as "price tags that are a little easier to bear." 96% of the houses listed in Spruce Hill sold after spending an average of only 29 days on the market.

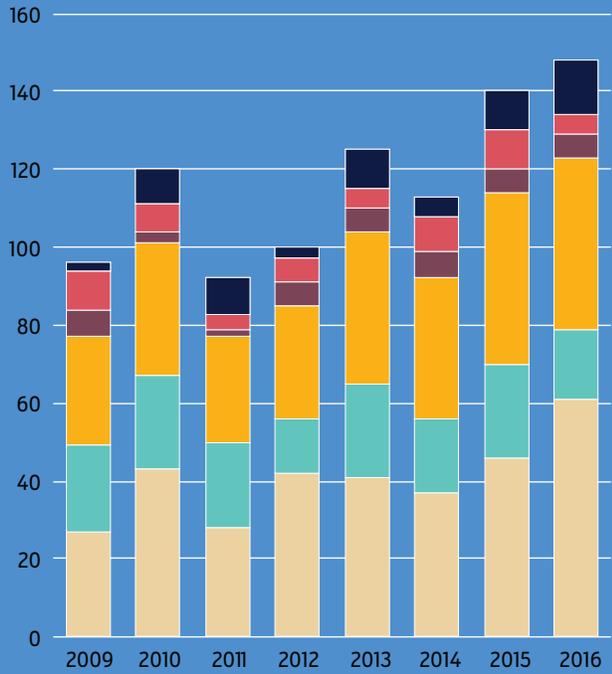
## University City Arts League Celebrates Golden Anniversary



University City boasts many excellent arts and cultures options - including the renowned PHILADANCO, the Annenberg Center, and World Cafe Live - yet few have had the longevity of the University City Arts League. In 2017, the Arts League celebrated its 50<sup>th</sup> Anniversary with special events and exhibitions over the course of the year. On May 13<sup>th</sup>, they hosted a Heart of Gold Gala that honored Powelton Village "junk"

artist Leo Sowell, whose work created from Philadelphia refuse has earned him national acclaim. Throughout the year, the Arts League partnered with different organizations, including University City District, on a Clothesline Art Show Initiative. At various community events, the Arts League invited neighbors to create original works of art to be displayed at an Open Hearts event in December as a way to showcase the community's passion and creativity.

## Number of Home Sales in University City



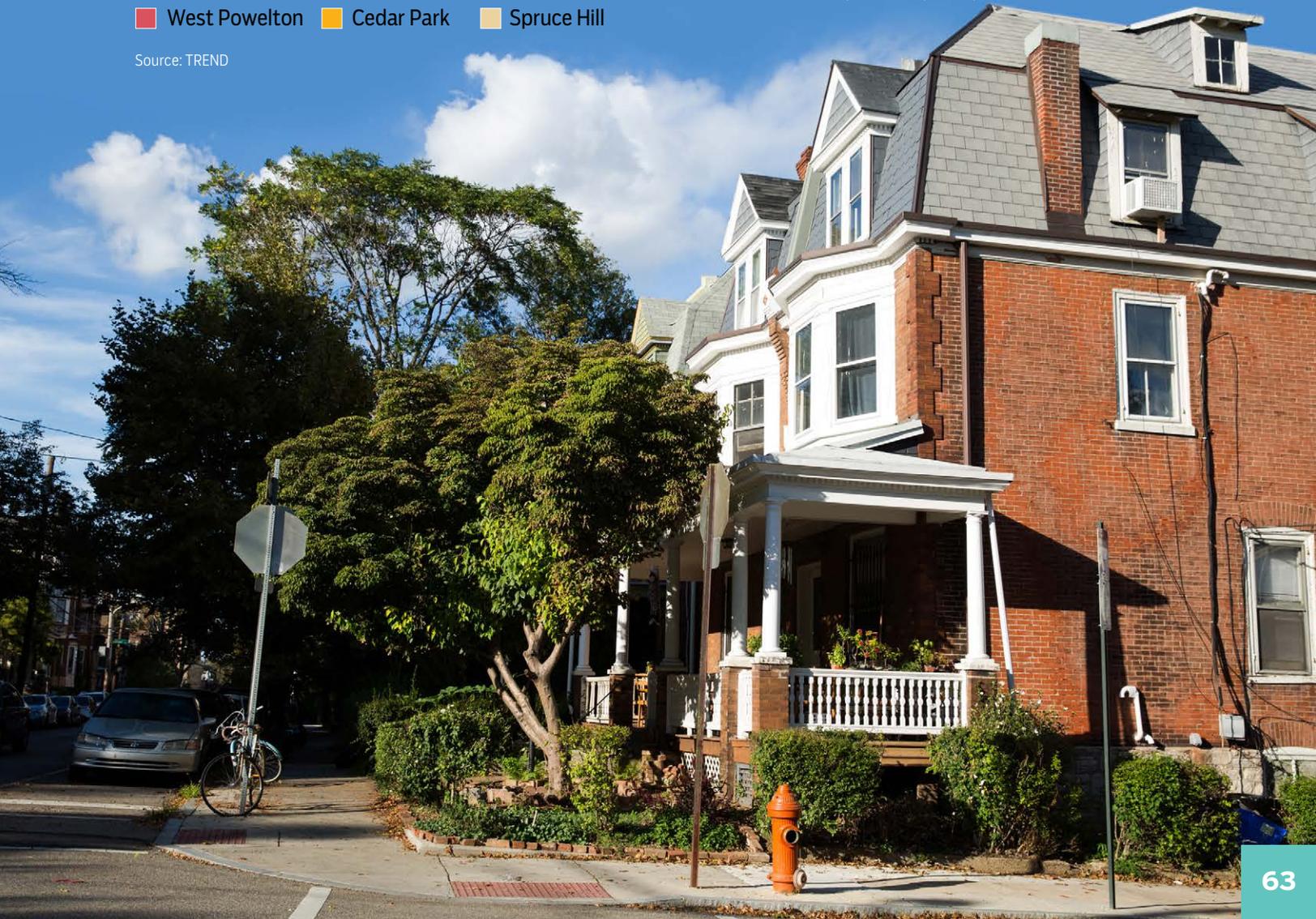
Powelton
  Walnut Hill
  Garden Court  
 West Powelton
  Cedar Park
  Spruce Hill

Source: TREND

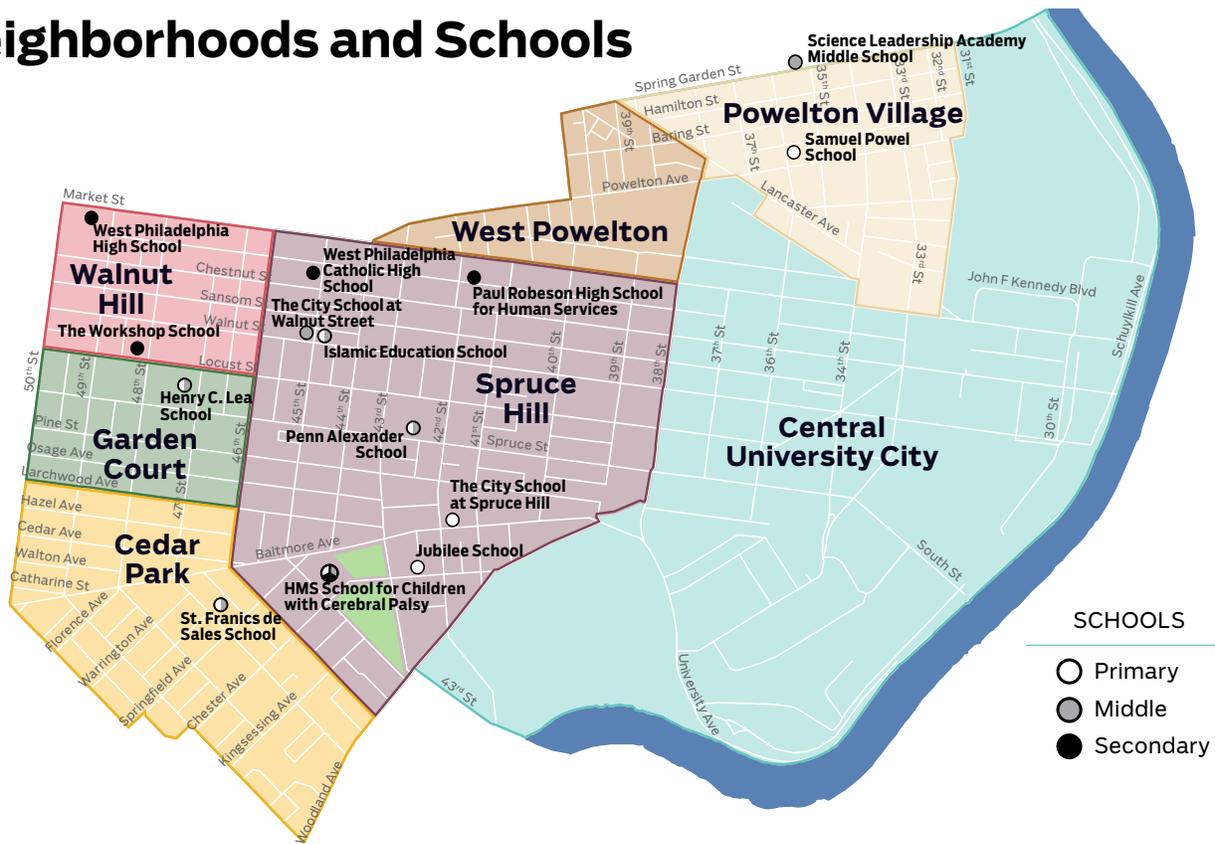
## Median Home Price in University City



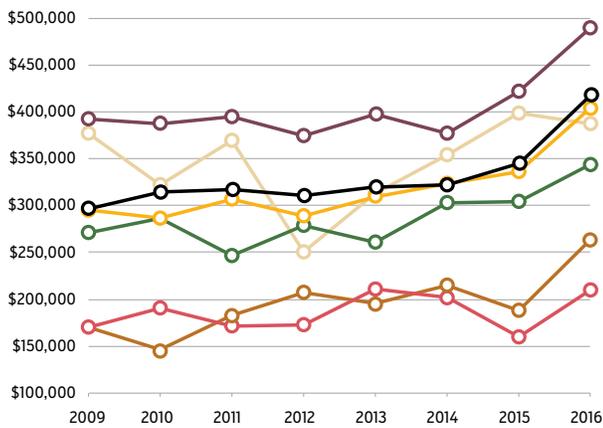
Source: Source: Realtor, 2000-2002; TREND, 2003-2016



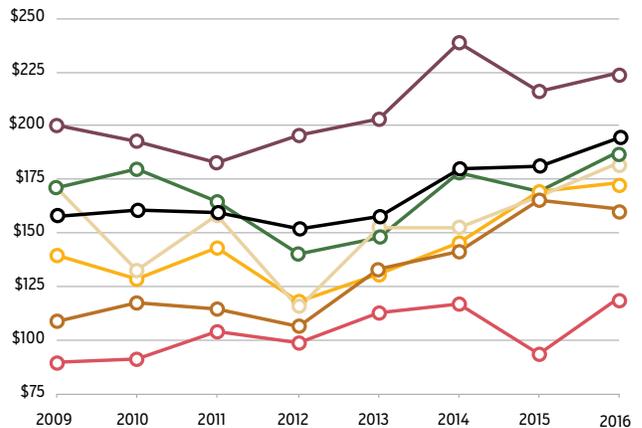
# Neighborhoods and Schools



### Average Home Sale Price

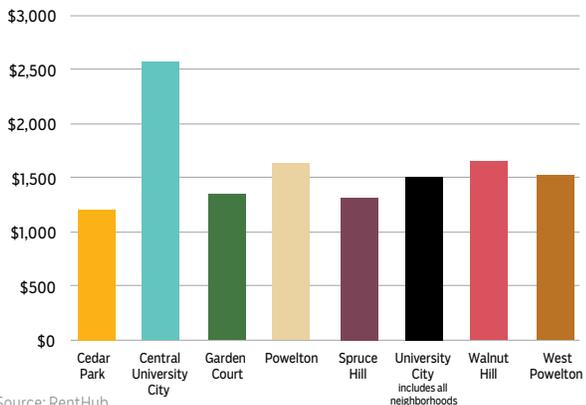


### Average Home Sale Price Per Square Foot

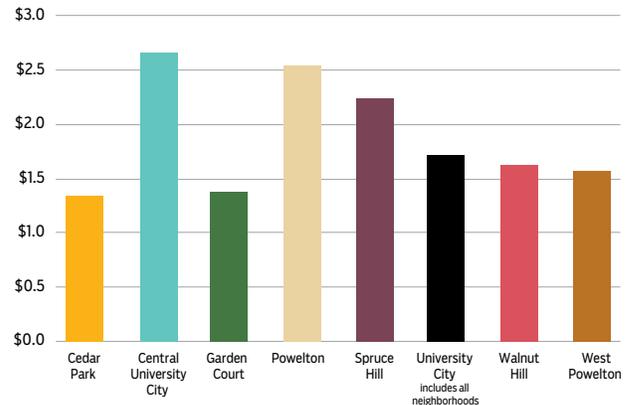


Legend: Cedar Park (yellow), Garden Court (green), Powelton Village (light yellow), Spruce Hill (purple), Walnut Hill (pink), West Powelton (orange), University City (black). Source: TREND (includes all neighborhoods)

### Median Rent



### Median Rent per Square Foot

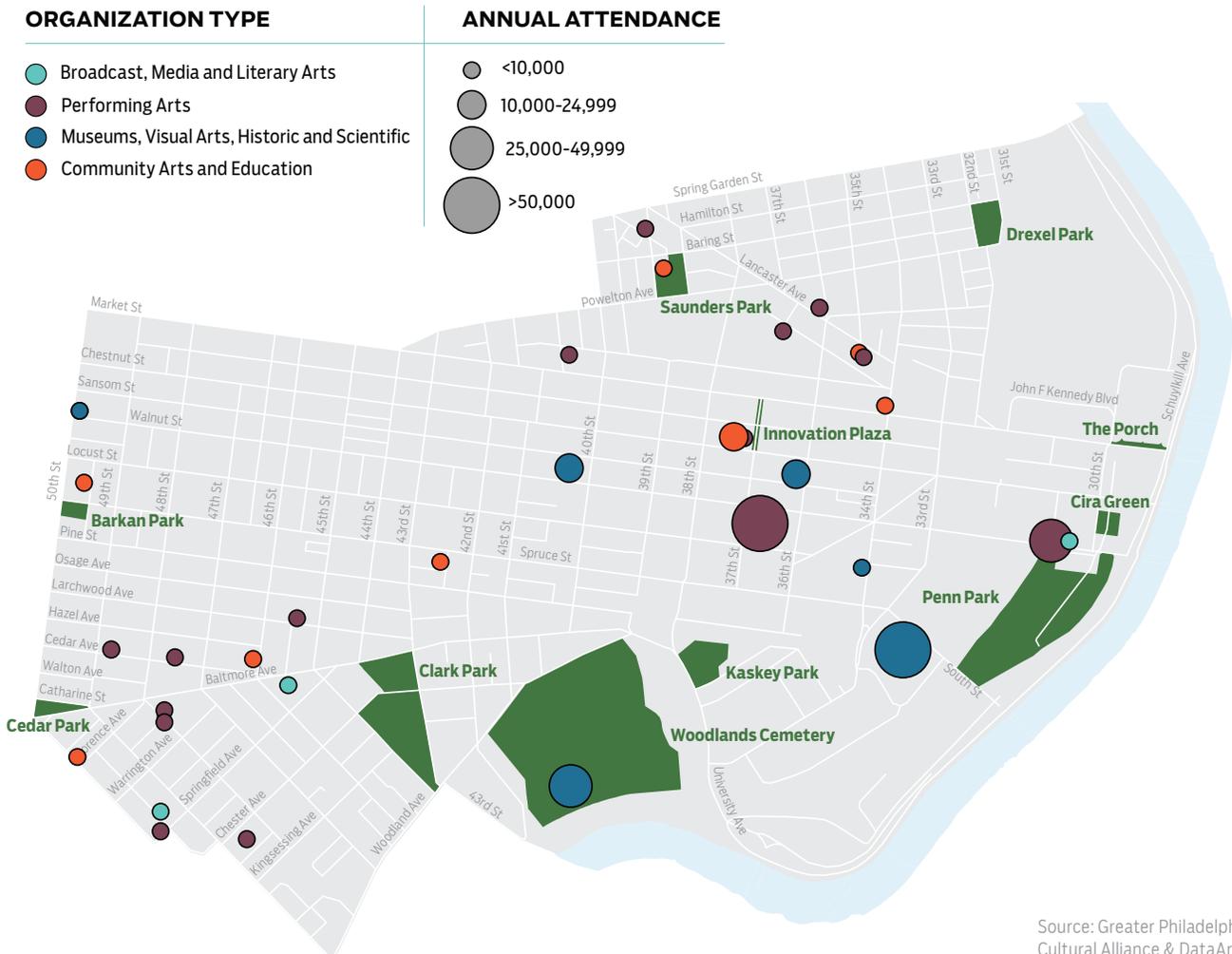


Source: RentHub

# Schools in University City

SCHOOL	ADDRESS	GRADES	TYPE
Henry C. Lea School	4700 Locust St.	pre K-8	Public
HMS School for Children with Cerebral Palsy	4400 Baltimore Ave.	pre K-12	Private
The Islamic Education School	4431 Walnut St.	K-8	Private
Jubilee School	4211 Chester Ave.	pre K-6	Private
Paul Robeson High School for Human Services	4125 Ludlow St.	9-12	Public
Penn Alexander School	4209 Spruce St.	K-8	Public
Samuel Powel School	301 N. 36 <sup>th</sup> St.	K-4	Public
Science Leadership Academy Middle School	3509 Spring Garden St.	5-8	Public
St. Francis de Sales School	917 S. 47 <sup>th</sup> St.	K-8	Private
The City School at Spruce Hill	4115 Baltimore Ave.	K-5	Private
The City School at Walnut Street	4501 Walnut St.	6-8	Private
The Workshop School	221 S. Hanson St.	9-12	Public
West Philadelphia Catholic High School	4501 Chestnut St.	9-12	Private
West Philadelphia High School	4901 Chestnut St.	9-12	Public

# Annual Neighborhood Attendance at Arts & Cultural Organizations

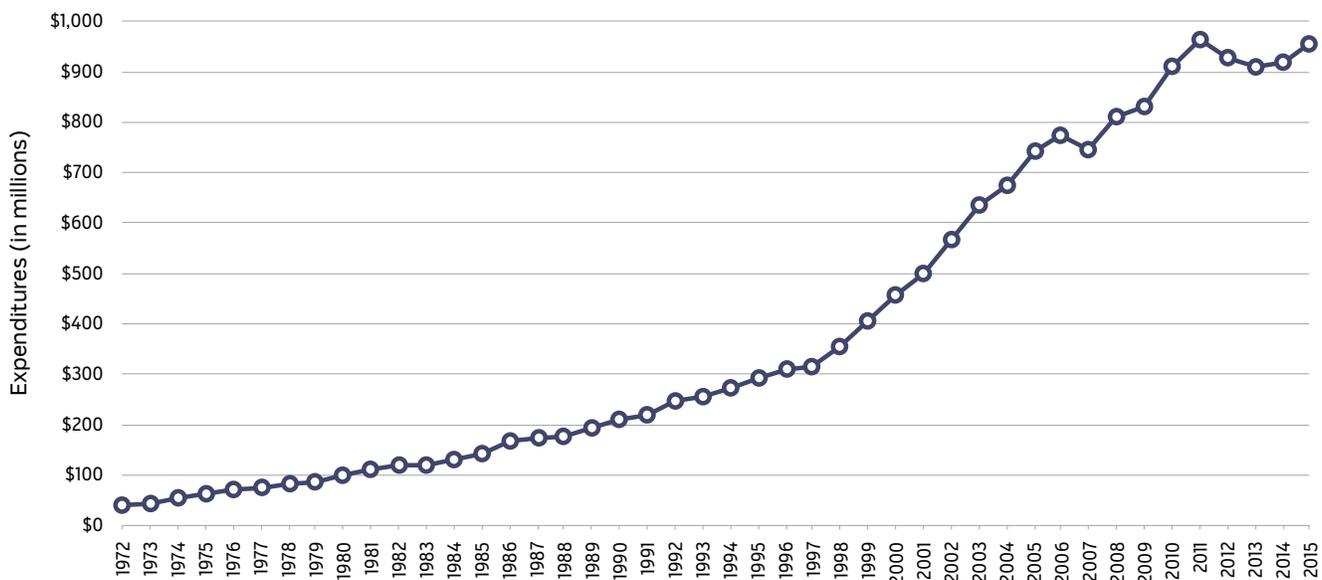


Source: Greater Philadelphia Cultural Alliance & DataArts

# Innovation

University City is nationally recognized as a hub for advances in science, research and medicine. In a recent report, The Brookings Institute described the neighborhood as a “globally relevant innovation district - a dense, dynamic engine of economic activity where research-oriented anchor institutions, high-growth firms, and tech and creative startups are embedded within a growing, amenity-rich residential and commercial environment.” Local discoveries bring billions of dollars to the regional economy, a number that keeps accelerating as new incubators, start-ups and projects like Pennovation Center and uCity Square hit the scene. In 2016, R&D investment rose by \$34 million and 175 patents were issued to local businesses and institutions. The next wave of coworking spaces, laboratories and incubators - anchored by the arrival of Boston’s CIC to 3675 Market Street - will help further University City’s status as the region’s pacesetter for innovation.

## Research and Development Expenditures at University City's Universities

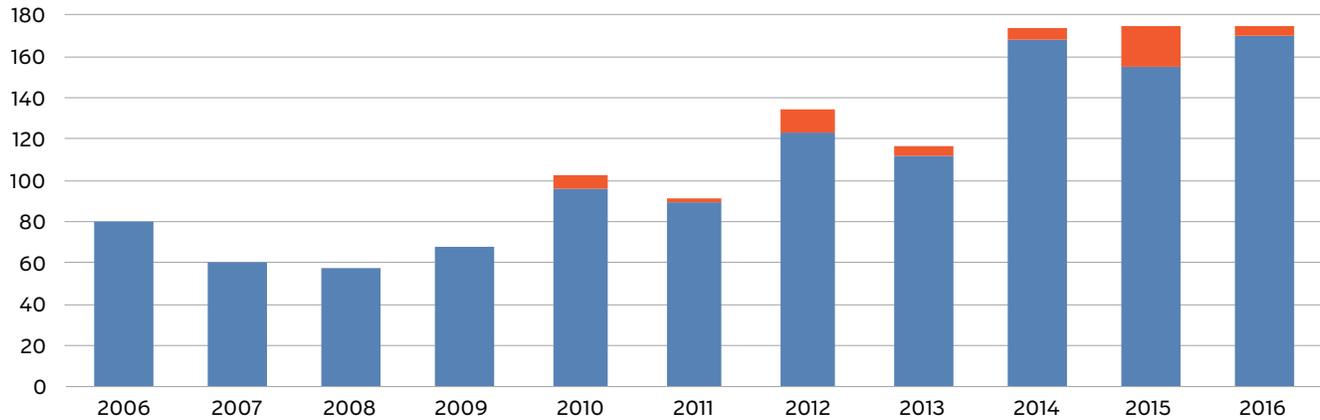


Note: R&D expenditures in science and engineering only Source: National Science Foundation



# University City Institutions and Businesses

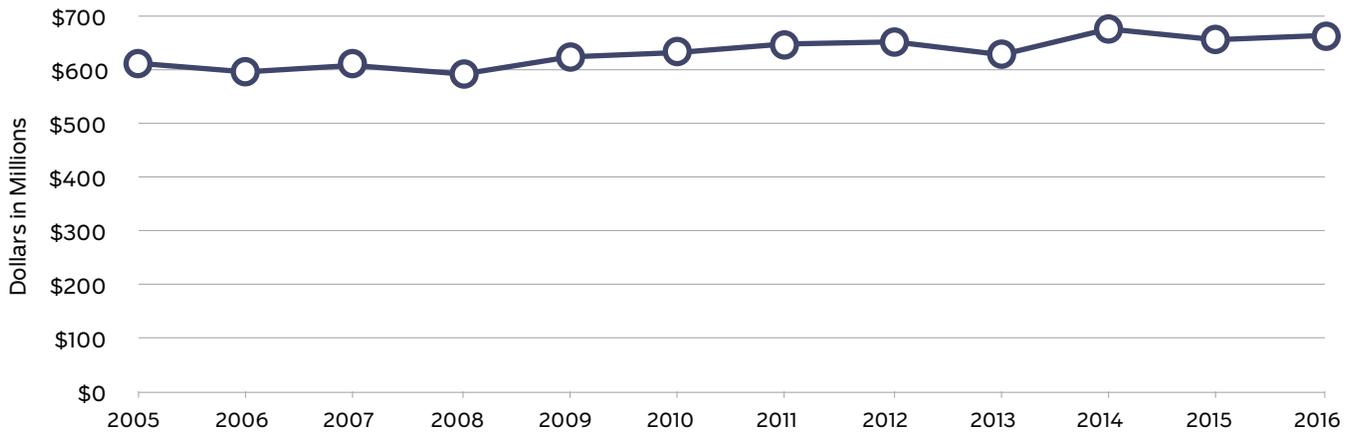
## Patents Issued



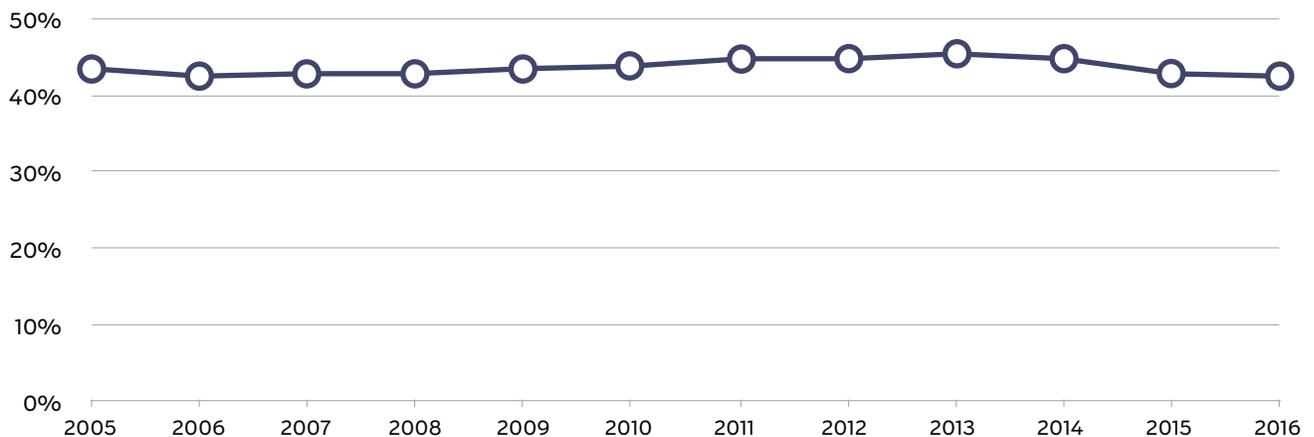
■ University City Institutions ■ Science Center Port Incubator Businesses

Note: Includes The Children's Hospital of Philadelphia, University of Pennsylvania, Penn Medicine, Drexel University, Wistar Institute, and Science Center Port Incubator residents (2010 -2016 only) Source: Individual Institutions

## Total NIH Funding



## Percentage of Statewide NIH Funding



Source: National Institutes of Health

# University of the Sciences Launches Neuroscience Degree

New for 2017-18, University of the Sciences has launched a Bachelor of Science degree in neuroscience. Students in the program study the nervous system across a variety of contexts, and complete courses that emphasize the biological, behavioral, theoretical and clinical aspects of neuroscience. Capitalizing on the breadth of faculty expertise at USciences in behavioral and biological sciences; math, physics, and statistics; pharmaceutical sciences; and professional clinical programs makes

this a truly unique program. Early and frequent research experience and the diversity of program electives give students an edge in this competitive and growing field. The BS in neuroscience ultimately prepares students for graduate, medical or health professional schools that put them on career paths to be physicians, healthcare providers, doctoral degree students, biomedical engineers or researchers in areas such as theoretical modeling of the nervous system, neurobiology or neuropsychology.



The new bachelor of science degree in neuroscience from University of the Sciences prepares students for graduate, medical or health professional schools.



## Vice President Joe Biden to Lead the Penn Biden Center for Diplomacy and Global Engagement

Vice President Joseph R. Biden, Jr. has been named the Benjamin Franklin Presidential Practice Professor at the University of Pennsylvania, where he will lead the Penn Biden Center for Diplomacy and Global Engagement, a new center focused on diplomacy, foreign policy and national security. The Center will be located in Washington, D.C., and Biden will also have an office on Penn's campus. The Center promises significant impact for Penn's teaching and research missions. As the Presidential Practice Professor, Biden will hold joint appointments in the Annenberg School for Communication and the School of Arts and Sciences, with a secondary affiliation in the Wharton School. The Penn Biden Center for Diplomacy and Global Engagement will open its D.C. office in late 2017.

## New Penn Medicine Treatment Could Lead to Lifesaving Organ Transplants

Ten Penn Medicine patients have been cured of the Hepatitis C virus (HCV) following lifesaving kidney transplants from deceased donors who were infected with the disease as part of a Penn Medicine clinical trial. The findings point to new strategies for increasing the supply of organs for the nation's more than 97,000 patients who are awaiting kidney transplants, often for as many as five or more years. This progress comes as a result of a 2016 study led by David S. Goldberg, MD, MSCE, an assistant professor of Medicine and Epidemiology

and Peter Reese, MD, MSCE, an associate professor of Medicine and Epidemiology. The research team has also recently launched a new clinical trial that will study this same approach in patients awaiting a heart transplant, and in the future they hope to examine the efficacy of this approach in liver and lung transplants. Researchers believe that if larger trials continue with these positive outcomes, an entirely new pool of donor organs may become available, effectively affording hundreds - if not thousands - more patients a lifesaving organ transplant.

# University City Science Center Partners with Boston-based CIC to Ignite Innovation at 3675 Market Street

The University City Science Center - along with development partners Wexford Science + Technology and Ventas - reached a deal to bring Boston-based Cambridge Innovation Center (CIC) to join the Science Center as an anchor tenant in uCity Square's newest building, 3675 Market Street. CIC will occupy 127,000 square feet in 3675 Market as it brings its successful model of supporting innovation and entrepreneurship to Philadelphia. The Science Center will relocate and expand its headquarters in 3675, serving as the new home to its nationally-recognized tech commercialization and business incubation programs. The Science Center's programs will continue to provide access to critical funding, expertise and business tools. These early-stage companies will now be able to take advantage of CIC's space, and grow and mature in a cohesive community that supports and accelerates success. Quorum, the Science Center's entrepreneur clubhouse, will triple in size and feature street-level access as it offers more meetings, events and programming for uCity Square residents and the wider community. This expansion of Science Center programs and its partnership with CIC will strengthen Philadelphia's collective ability to serve startups and serial entrepreneurs, catalyzing and accelerating innovation and entrepreneurship in Greater Philadelphia.



# The Wistar Institute Celebrates 125 Years of Research Discoveries



2017 marked the 125<sup>th</sup> anniversary of The Wistar Institute. Founded in 1892, The Wistar Institute is the nation's first independent nonprofit biomedical research institute in the United States and has held the prestigious Cancer Center designation from the National Cancer Institute since 1972. Today, the Institute is home to more than 275 scientists from more than thirty countries working in thirty-four laboratories. Wistar scientists

focus on cancer research and vaccine development for infectious disease. This year, in collaboration with Inovio Pharmaceuticals and GeneOne Life Science, Wistar created a synthetic DNA Zika vaccine that was proven safe and effective at inducing an immune response in the first human trial conducted by the University of Pennsylvania Perelman School of Medicine. The Wistar Institute is committed to remaining an engine of transformative biomedical discovery and carrying forward its pioneering scientific legacy in the life sciences. Wistar scientists pursue novel and courageous research paths and train new generations of scientists with the ultimate goal of translating basic discoveries into new therapies and producing groundbreaking advances in world health.

## Drexel Researchers Pushing Charging Rate Limits in Energy Storage

Researchers in Drexel University's College of Engineering have taken a big step forward in battery charging. The team, led by Yury Gogotsi, PhD, has created new electrode designs from a highly conductive, two-dimensional material called MXene. Their design could make energy storage devices like batteries, viewed as the plodding tanker truck of energy storage technology, just as fast as the speedy supercapacitors that are used to provide energy in a pinch - often as a battery back-up or to provide quick bursts of energy for things like camera flashes. Conductivity is the overarching benefit of using MXene as the material for the electrode design. Materials that allow for rapid flow of an electrical current, like aluminum and copper, are often used in electric cables. MXenes are conductive, just like metals, so not only do ions have a wide-open path to a number of storage ports, but they can also move very quickly to meet electrons there. This latest development is particularly significant because it addresses one of the primary problems that has been hindering the expansion of the electric vehicle market and lurking on the horizon for mobile devices.

# Children's Hospital of Philadelphia Artificial Womb Could Transform Care for Extremely Premature Babies

A unique womb-like environment designed by pediatric researchers from Children's Hospital of Pennsylvania (CHOP) could transform care for extremely premature babies by mimicking the prenatal fluid-filled environment to give the tiniest newborns a few more precious weeks to develop their lungs and other organs. CHOP researchers tested and monitored effects on fetal lambs, in which prenatal lung development is very similar to that occurring in humans. The innovative system uses a unique fluid-filled container attached to custom-designed machines that provide physiologic support. The fetal lambs grow in a temperature-controlled,

near-sterile environment, breathing amniotic fluid as they normally do in the womb, their hearts pumping blood through their umbilical cord into a gas exchange machine outside the bag. If their animal results translate into clinical care, the researchers envision that a decade from now, extremely premature infants would continue to develop in chambers filled with amniotic fluid rather than lying in incubators, attached to ventilators. Added to the desired health benefits, there could be a large economic impact as well, reducing the estimated \$43 billion annual medical costs of prematurity in the U.S.



# About University City District

University City District (UCD) is a partnership of world-renowned anchor institutions, small businesses and residents that for twenty years has created opportunity and improved economic vitality and quality of life in the University City area of West Philadelphia. UCD works within a place-based, data-driven framework to invest in world-class public spaces, address crime and public safety, bring life to commercial corridors, connect low-income residents to careers and promote job growth and innovation.



## TRANSFORMING PUBLIC SPACE

UCD creates lively public venues that reactivate underutilized space, enhance community-building efforts and spur innovation. We are a nationally recognized leader in data-driven placemaking, and have extensive experience creating all-season temporary spaces that attract visitors, generate economic activity and foster community. From conceptualization and design to construction and operations, UCD's team has spearheaded successful projects including The Porch at 30<sup>th</sup> Street Station, the Market Street Bridge streetscape enhancements, Philadelphia's first Parklet program, and the forthcoming Trolley Portal Gardens. Our streetscape improvements make the environment appealing to pedestrians, transit-users, bikers and drivers. We partner with local companies, designers, and partner organizations to create dynamic public spaces, and maintain these spaces through our Public Space Maintenance staff and in-house landscaping crew, Green City Works. From seating experiments that encourage social interactions to landscaping projects that break up stretches of concrete with lush plants, UCD is helping create a more vibrant neighborhood.



## The Porch at 30<sup>th</sup> Street Station

Since its introduction in late 2011, The Porch at 30<sup>th</sup> Street Station has been UCD's flagship public space, a vibrant meeting place stitching together commuters, nearby employees and the surrounding community. Today, after ongoing iterations and increasing investment, The Porch features a variety of comfortable and intimate spaces for people to lounge, linger and enjoy pop-up performances, festive lighting, and rotating food and drink options. From May through September of 2017 we partnered with PECO to program weekly dance, music and arts performances at The Porch. In August, UCD collaborated with Bridgewater's Pub and SHIFTSPACE Design to create the Pub at The Porch, a new outdoor drinking destination. An estimated 204,000 visitors used the Porch in 2016.

## 40<sup>th</sup> Street Trolley Portal

Through a unique public-private partnership with SEPTA, the City of Philadelphia and neighborhood stakeholders, UCD has raised \$2.1 million to transform the 40<sup>th</sup> Street Trolley Portal, the busiest at-grade rail station in the city. By combining great urban design, infrastructure investments and community engagement, UCD will transform the space from an unappealing expanse of concrete into a vibrant and social space. Trolley Portal Gardens will feature beautiful landscaping, movable seating and a new restaurant called Trolley Car Station. The future site will emphasize safety and comfort for the estimated 5,000 riders who board or exit trolleys at the Portal each day. Trolley Portal Gardens will improve pedestrian circulation while using cutting-edge storm water management techniques that replace impervious surfaces with lush wildflower mounds planted with native species. Green City Works, UCD's landscaping social venture, will maintain the space, ensuring that the neighborhood's beautification is tied to growth and opportunity for local residents.





## Parklets

In 2011, UCD introduced its first Parklet - small, flexible mini-parks created in parking spaces - to Philadelphia. Today, UCD installs and maintains six Parklets during warm weather months. Parklets are landscaped with planters and a decorative railing, furnished with movable café tables and chairs, and add a distinct vibrancy to the neighborhood. Parklets are a coordinated effort between our Planning and Economic Development department, our Public Space Maintenance crew and our Green City Works landscaping social venture. UCD's process has informed how the City has implemented Parklets in neighborhoods throughout Philadelphia.

## Pedestrian Plazas

UCD works closely with the City and community residents to enhance the safety of the streets for the benefit of pedestrians, bikers, transit riders and drivers. We have developed a number of pedestrian plazas that use greening and design principles to make dangerous intersections safer, greener, more beautiful open spaces.



# UNIVERSITY CITY DISTRICT EVENTS

UCD executes community events throughout the year designed to help bring neighbors, visitors and businesses together. To celebrate our 20<sup>th</sup> Anniversary, we bolstered our already robust event season through weekly performances at The Porch at 30<sup>th</sup> Street Station; giveaways and promotions; a new networking series called University City MIX; and a renewed investment in signature events like Movies in Clark Park, the Baltimore Avenue Dollar Stroll, the 40<sup>th</sup> Street Summer Series and our popular restaurant promotion University City Dining Days.



## University City Dining Days

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



## Baltimore Avenue Dollar Stroll

The Baltimore Avenue Dollar Stroll is one of UCD's most popular and successful events. Operated with help from the Baltimore Avenue Business Association, the event draws thousands of neighbors and visitors to Baltimore Avenue to enjoy \$1 specials from local businesses as well as family-friendly entertainment.



## University City MIX

Responding to a need for local networking opportunities, UCD has launched University City MIX, a happy hour networking event aimed at bringing together professionals from multiple sectors. Over the past year, UCD has partnered with local restaurants and organizations to host MIX, providing an opportunity for people to mingle, make professional connections and enjoy bites and drinks from neighborhood hot spots.



## Outdoor Performances and Movie Nights

UCD works with partners such as the University of Pennsylvania, the Friends of Clark Park and local artists to bring life to public spaces through free events including Movies in Clark Park, the 40<sup>th</sup> Street Summer Series, and pop-up music and theater performances at our own spaces, including The Porch at 30<sup>th</sup> Street Station.

# WORKFORCE DEVELOPMENT



## The West Philadelphia Skills Initiative

UCD's nationally recognized West Philadelphia Skills Initiative (WPSI) connects unemployed West Philadelphians seeking opportunity with West Philadelphia employers seeking talent. The Skills Initiative is an employer-driven job training program that has redefined how effective workforce development programming can transform people's lives. 2017 was a banner year for the Skills Initiative, featuring a visit from Mayor Jim Kenney, WPSI's largest grant to-date from the Pew Charitable Trusts and our first cohort in the building trades. Last year, 93% of our graduates connected to jobs with family-sustaining wages and benefits and we are proud that our employer partners have paid over \$15 million in wages to our participants. We look forward to continued growth, which will allow us to support increasing numbers of employers and jobseekers.

## Green City Works

Fueled by the expanding footprint of our partners, UCD launched our landscaping social venture, Green City Works, in 2016 in order to create local economic opportunity for underserved residents. Green City Works connects our work to beautify the district with our workforce experience honed through the West Philadelphia Skills Initiative. Green City Works cares for UCD's own public space projects and executes fee-for-service landscaping contracts for local institutions and businesses, while connecting local residents to quality jobs. In its second year of operations, Green City flourished with 25 clients, 14 full-time staff and nearly \$1 million in revenue. It also serves as a template for UCD's deeper exploration of social enterprise models.



# NEIGHBORHOOD ASSISTANCE



## Clean and Safe

Our Public Space Maintenance employees work seven days a week to clean and enhance more than 160 commercial and residential blocks through street cleanings, graffiti removal, trash collection, and more. Our Public Safety Ambassadors patrol the streets and serve as highly visible deterrents to crime while offering assistance to those in need. We also assist in community safety fairs and demonstrations and offer literature and guidelines for new students and residents.



## Project Rehab

Project Rehab is UCD's free community-based initiative that identifies property owners and guides them through the process of restoring their distressed real estate. Project Rehab responds to the unique needs of each owner by developing strategies that bring the property back to life. UCD provides a range of free supports and services that help owners realize their vision for the property, helping them untangle issues related to property records, financing, rehabilitation, sale, zoning or conservatorship.



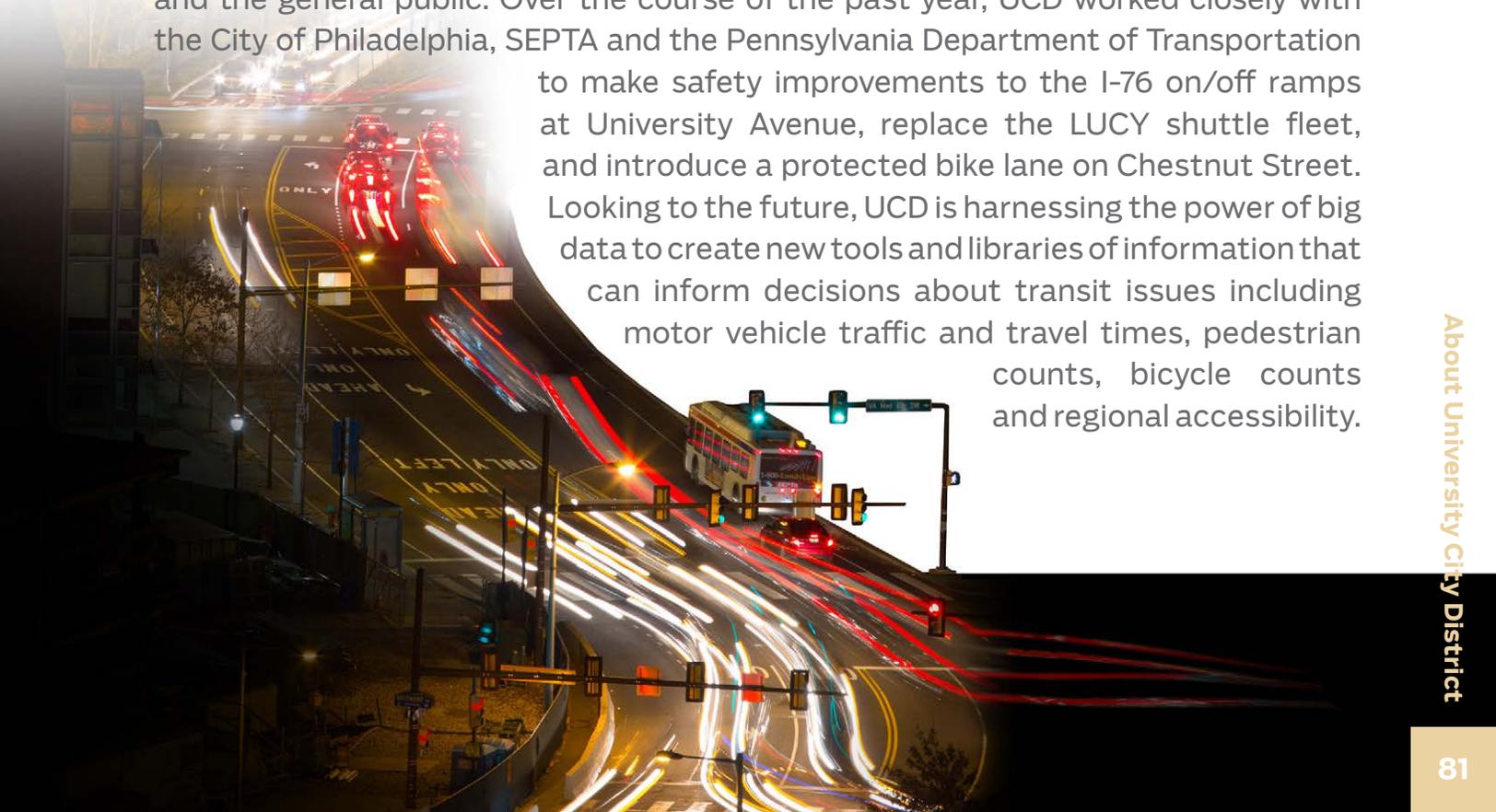
## Small Business Services

Neighborhoods need healthy, flourishing commercial corridors in order to thrive, and UCD works hard to create an inviting business atmosphere throughout the district. The organization has undertaken a variety of activities to support recruitment, retention and growth to ensure that University City is one of the best places in Philadelphia to start, run and grow a business. Through our Small Business Services program, we have helped large and small enterprises looking to open, expand, improve their business and/or relocate here in University City. We help businesses access funding, find new real estate in West Philadelphia, navigate regulatory challenges and develop the business plans that are critical in helping them to access capital. We also support landlords looking to make building improvements in order to attract new tenants.



# TRANSPORTATION PLANNING

UCD works to make traveling in our neighborhood safer and more convenient, whether people are getting around on foot, public transit, car or bike. Since 1999, UCD has partnered with SEPTA to create, operate and manage the Loop Through University City (LUCY) Shuttle. With two routes that run through the heart of University City, LUCY has provided more than seven million rides in the last ten years to students and employees of the University of Pennsylvania, University of Pennsylvania Health System, University City Science Center, uCity Square, the Children's Hospital of Philadelphia and the general public. Over the course of the past year, UCD worked closely with the City of Philadelphia, SEPTA and the Pennsylvania Department of Transportation to make safety improvements to the I-76 on/off ramps at University Avenue, replace the LUCY shuttle fleet, and introduce a protected bike lane on Chestnut Street. Looking to the future, UCD is harnessing the power of big data to create new tools and libraries of information that can inform decisions about transit issues including motor vehicle traffic and travel times, pedestrian counts, bicycle counts and regional accessibility.



# 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.

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## NETWORKING AND INFORMATION

- 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 newsletter on University City 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
- 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

## MARKETING AND PROMOTION

- Table/tent presence at one consumer-oriented UCD event each year (for example, Baltimore Avenue Stroll, 40<sup>th</sup> 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 5,500 residents, students, partners and civic leaders

## BUSINESS SERVICES

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

## COLLECTIVE ECONOMIC GROWTH

Your membership also supports core UCD services, including:

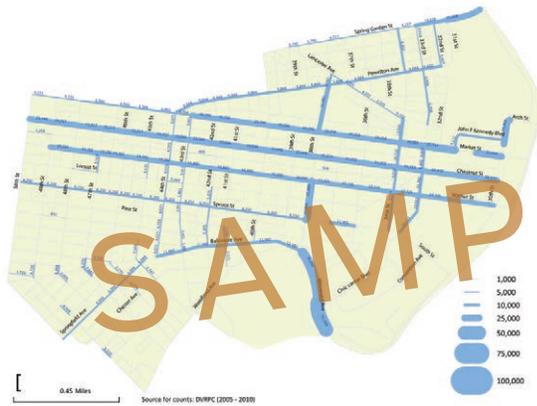
- 120,000 public safety patrol hours/year
- More than 4,600 nighttime walking escorts of University City students and residents to their homes
- 160 blocks of University City maintained, including 149,724 bags of trash removed and 785 graffiti tags erased
- Major investments in University City public spaces and gateways, including The Porch at 30<sup>th</sup> Street Station, Market Street Bridge, the 40<sup>th</sup> Street Trolley Portal, 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

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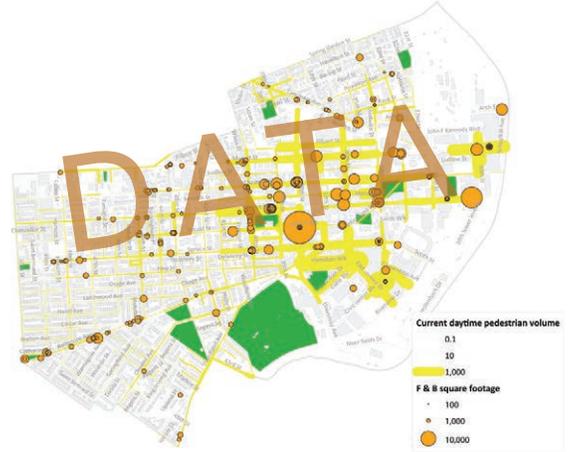
For more information about UCD's Membership Program, contact the development office at 215.243.0555.

# EXCLUSIVE ACCESS TO CUSTOM MARKET RESEARCH AND DEVELOPMENT TRENDS

Average Daily Vehicle Traffic in University City



Predicted Daytime Pedestrian Volume in University City



## NETWORKING OPPORTUNITIES



## MARKETING AND PROMOTION



## PRIORITY BUSINESS SERVICES



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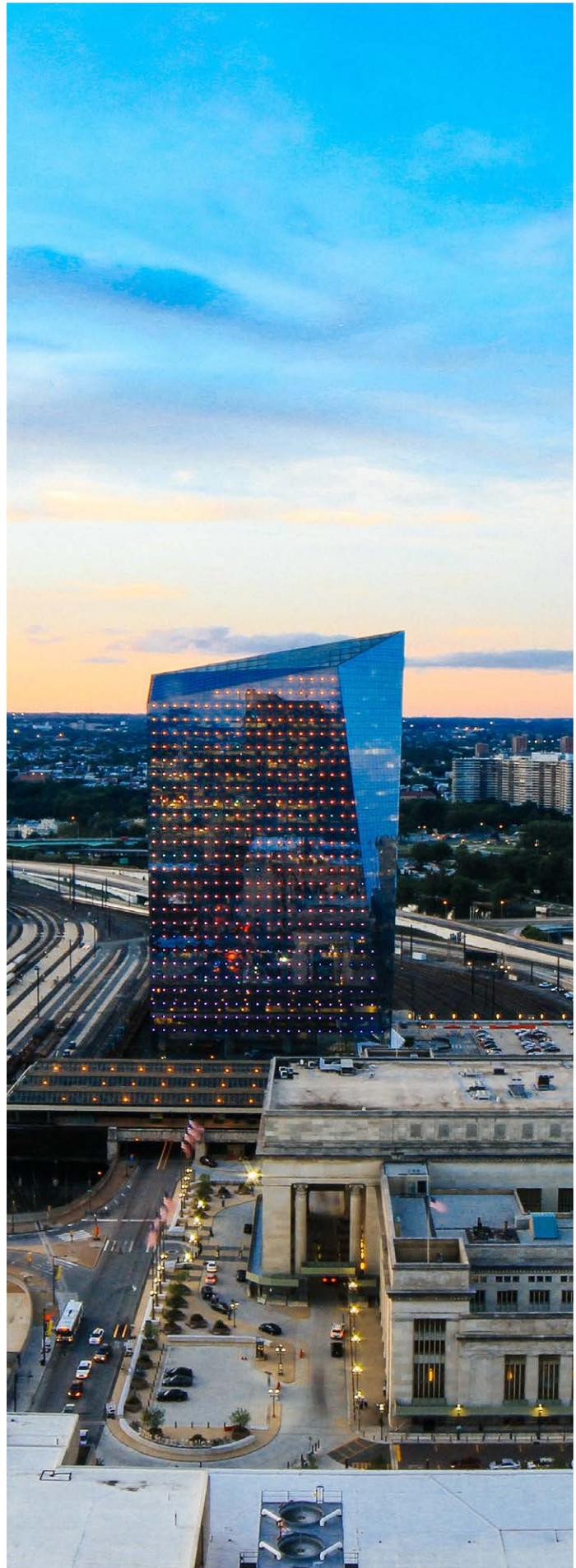
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