



THE STATE OF UNIVERSITY CITY



2014/2015

A Word From the Executive Director

Sharing three data points to tell the story of a place doesn't seem to do justice to a neighborhood of international cuisine, eclectic retail, cultural vibrancy, and intellectual energy. But numbers present powerful narratives, never more so than three leading indicators of the untiring growth and vitality of University City.

The first number is easy—number one. There are 27 regional real estate submarkets and University City has the highest office occupancy rate of all of them, an astounding 96%. From venture-backed startups to clinical practices to international headquarters, University City real estate is brimming with the underpinnings of a diverse, dynamic economy—local in foot-print, global in reach and impact.

The second number, 82, is extraordinary. Through this past summer, 82% of all office construction in the entire region was happening, amazingly, within University City – on just 0.02% of the region's office market land mass. The concentration of neighborhood building activity was evident in a year filled with construction cranes in the University City sky and excitement on the ground for a place that has grown exponentially as a regional economic powerhouse.

The final number is 9.99 million. Over five years, 9.99 million square feet of real estate projects have been developed in our neighborhood. That's a \$4.5 billion investment, and when you consider our 73,000 jobs and \$1 billion of R&D spending, it's clear that the intensity and acceleration of economic activity here is virtually unrivaled across the country.

With offices and retail spaces filling promptly with sought-after tenants; civic infrastructure that attracts masses to walkable streets, public spaces, bike paths and transit; and a developing eastern edge that stitches together Philadelphia's central business core like never before, University City is a neighborhood where quality of life, quality of talent and quality of place unite to create a virtuous cycle of growth, innovation, opportunity and possibility.

Sincerely,



Matt Bergheiser
Executive Director
University City District



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SPOTLIGHT ON UNIVERSITY CITY

UNIVERSITY CITY BY THE NUMBERS

Jobs	72,997
Percent of Philadelphia's Jobs Located in University City	10.8%
Office Sq. Ft.	2,528,880
Office Sq. Ft. Under Construction	915,000
Office Occupancy Rate	95.9%

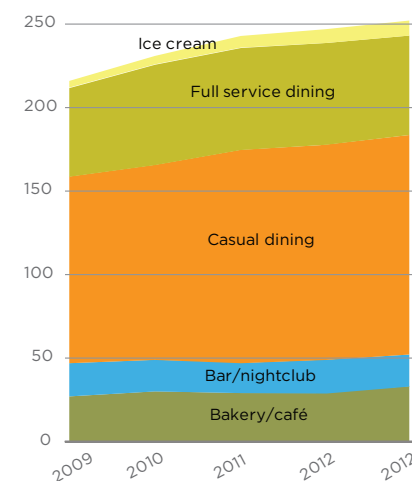
Retail Premises	750
Retail Occupancy Rate	89.7%
Retail Sq. Ft. Under Construction	79,940

Annual Amtrak Riders at 30th St. Station	4,125,503
Percent of Residents Walking, Bicycling, or Riding Public Transit to Work	68.4%

Population	49,489
College and University Students	43,717
Residents aged 25 or Older with a Bachelor's Degree or Higher	54.2%
Average Household Income	\$47,663

Residential Occupancy Rate	90.2%
Median Home Sale Price	\$314,000
Residential Units Under Construction	1,927

RESTAURANTS



Source: p.36

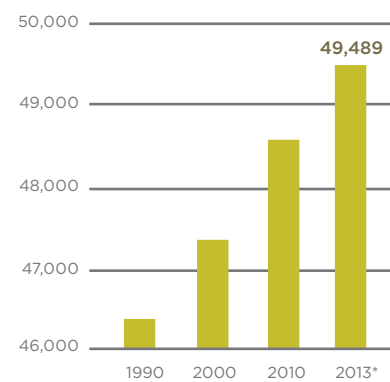
EMPLOYMENT

TOTAL JOBS IN UNIVERSITY CITY



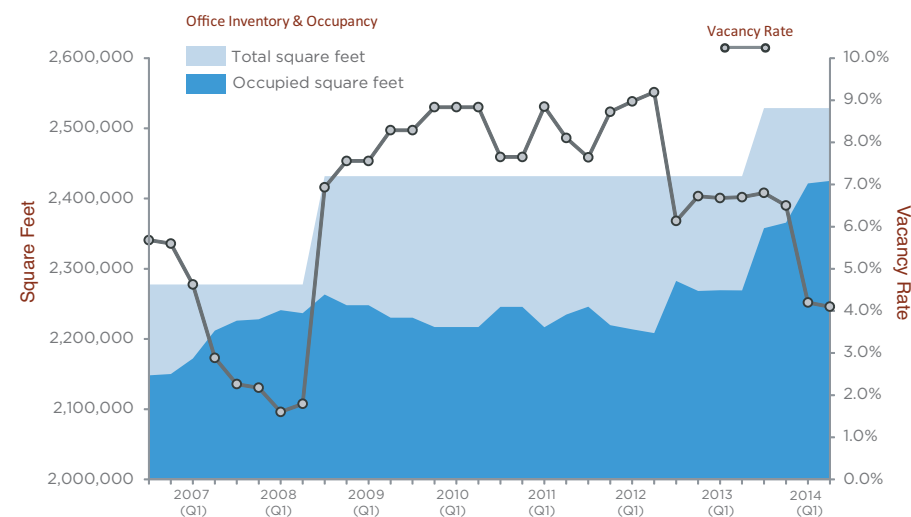
Source: p.34

POPULATION



Source: p.57

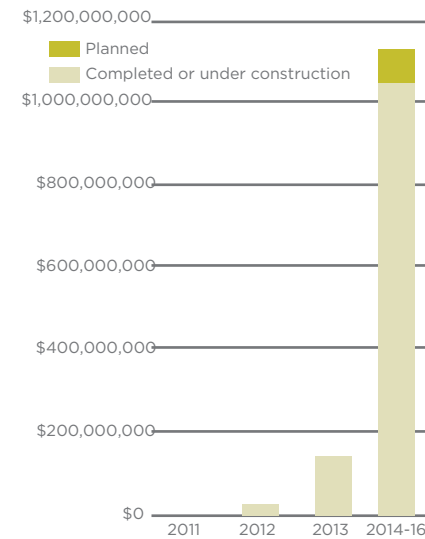
OFFICE INVENTORY



Source: p.35

PRIVATE DEVELOPMENT

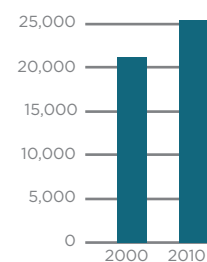
DOLLAR VALUE OF RECENTLY COMPLETED AND ANTICIPATED PRIVATE DEVELOPMENT PROJECTS IN UNIVERSITY CITY



Source: p.17

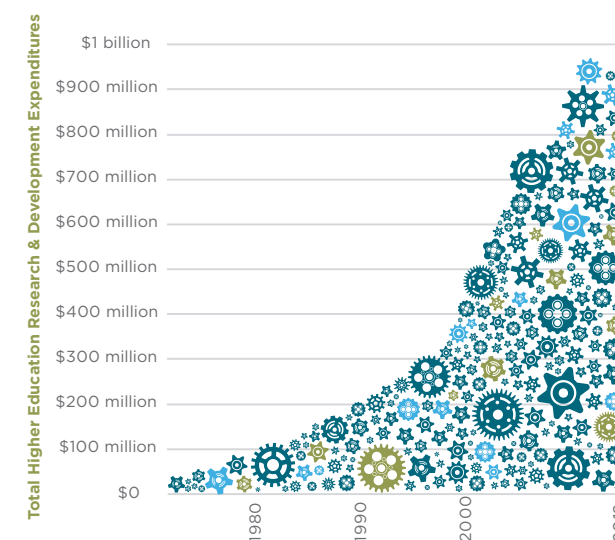
MILLENNIALS

NUMBER OF UNIVERSITY CITY RESIDENTS AGE 20-34



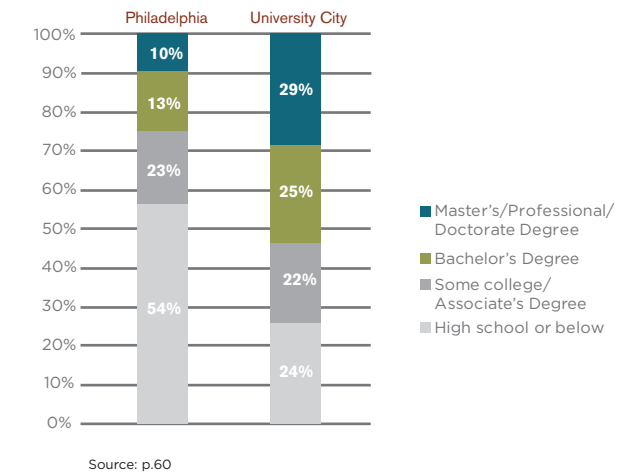
RESEARCH & DEVELOPMENT

FUNDING FOR RESEARCH AND DEVELOPMENT



Source: p.42

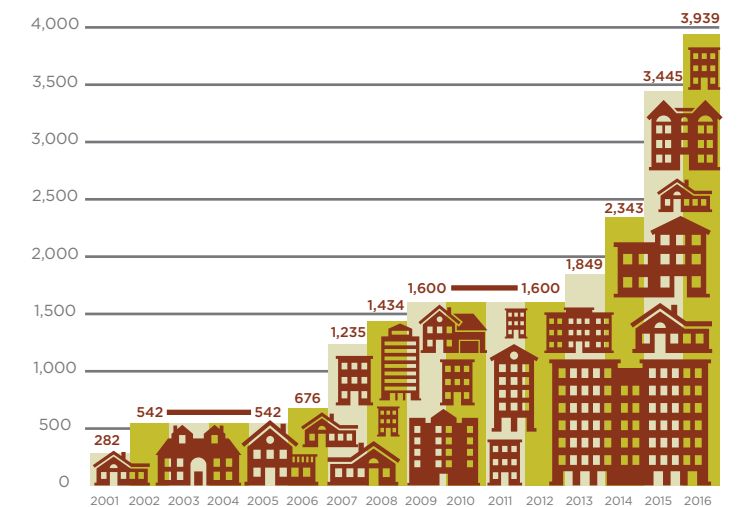
EDUCATIONAL ATTAINMENT



Source: p.60

INCREASE IN HOUSING

CUMULATIVE UNITS OF NEW AND ANTICIPATED MULTI-FAMILY HOUSING IN UNIVERSITY CITY



Source: UCD

PATENTS ISSUED TO UNIVERSITY CITY INSTITUTIONS AND BUSINESSES



Source: p.42



Real Estate Development and Planning

University City continues to experience unprecedented growth and development. To go along with the yearly increase in major new residential development, 2014 saw significant new office projects, including the construction of 3737 Market by the University City Science Center and groundbreaking on the FMC Tower by Brandywine Realty Trust.

Current Development

Although rapid transformation and continual growth have characterized University City's real estate sector for the past several years, it's clear that there is still plenty of room to grow. Thirty-two new development projects were recently advanced or completed, representing 6.9 million sq. ft. of new office, research, residential, academic and medical facilities in addition to nearly 2.2 acres of public space. What follows is a summary of the projects continuing to transform University City's skyline.

ACADEMIC

- 1. Krishna P. Singh Center for Nanotechnology
- 2. 3901 Walnut Street
- 3. Arts Research and Culture House (The ARCH)
- 4. Dornsife Center for Neighborhood Partnerships
- 5. Gerri C. Lebow Hall
- 6. Integrated Professional Education Complex
- 7. Neural and Behavioral Sciences Building
- 8. Richards Medical Research Laboratories
- 9. Perry World House

COMMERCIAL/HOTEL

- 10. The Study at University City
- 11. 2.0 University Place
- 12. 3.0 University Place
- 13. 125 South 40th Street
- 14. 3737 Market Street
- 15. 4614-18 Woodland Avenue
- 16. Philadelphia Episcopal Cathedral Center

MEDICAL / BIOMEDICAL RESEARCH

- 17. The Buerger Center for Advanced Pediatric Care
- 18. Henry A. Jordan, M'62, Medical Education Center
- 19. The Pavilion for Advanced Care
- 20. The Robert and Penny Fox Tower at The Wistar Institute

RESIDENTIAL / MIXED USE

- 21. 3601 Market
- 22. 3737 Chestnut Apartments
- 23. 3862 Lancaster Avenue
- 24. 4224 Baltimore
- 25. 43rd and Sansom
- 26. 4619 Woodland
- 27. Chestnut Square
- 28. Cira Centre South
- 29. The Summit at Lancaster Avenue & 34th Street
- 30. Croydon Hall Apartments
- 31. HUB 3939
- 32. New College House

GREEN SPACE

- 33. Cira Green
- 34. Raymond G. Perelman Plaza
- 35. The Esplanade at Market Street and Schuylkill Avenue
- 36. The Woodlands Master Plan

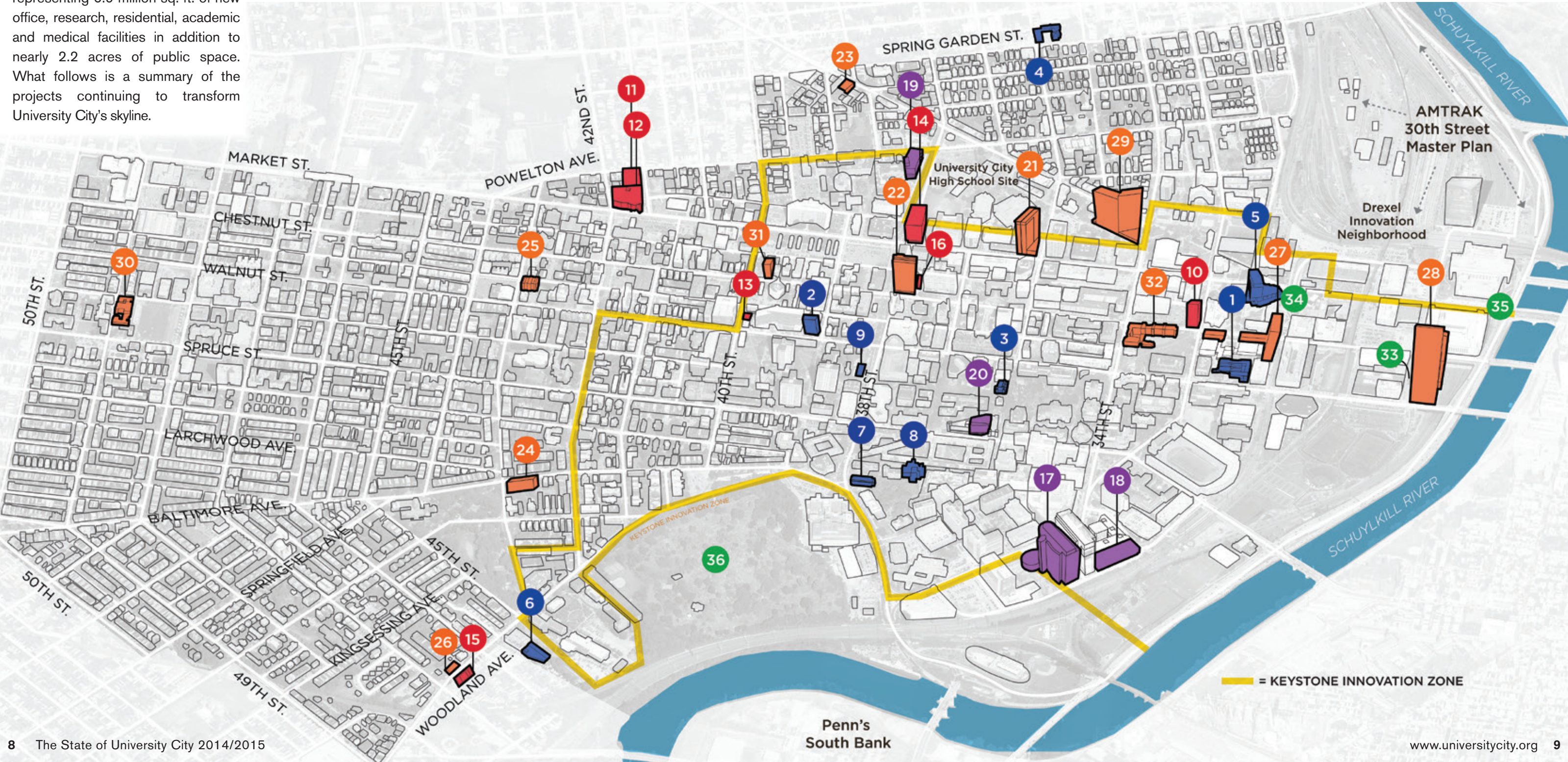




Photo: Brad Maule

1

Krishna P. Singh Center for Nanotechnology

DEVELOPER	LOCATION
University of Pennsylvania	3200 Walnut Street
COMPLETION DATE	SIZE
Fall 2013	80,000 sq. ft.

As a new multi-level facility, the Singh Center brings together researchers from disciplines of engineering, medicine, and the sciences through technical lab spaces and vibrant public spaces, including the quadrangle, public galleria, forum space and conference rooms. The building sits adjacent to a major approach to the University from the east, providing an iconic and welcoming new gateway between campus and city. The program facilitates interaction between faculty and students, researchers and industry, the University and both the city and the region.

3901 Walnut Street

DEVELOPER	LOCATION
The Hankin Group	3901 Walnut Street
COMPLETION DATE	SIZE
April 2015	30,000 sq. ft.

This 6-story mixed-use office building will become home to an assortment of existing Penn offices. A retail tenant will occupy the first floor, while floors two through six will consist of offices and conference rooms.



The ARCH

DEVELOPER	LOCATION
University of Pennsylvania	36th Street and Locust Walk
COMPLETION DATE	SIZE
February 2014	29,500 sq. ft.

The Arts, Research and Culture House has been restored and now serves as a center of campus life for the University of Pennsylvania, providing a robust cultural, intellectual, and social environment open to all of the University community. Visitors to the ARCH now find a lounge, gallery, conference and group study rooms with state of the art technology, expanded office space, an outdoor terrace and indoor café, and an auditorium for lectures, performances, or receptions.



Dornsife Center for Neighborhood Partnerships

DEVELOPER	LOCATION
Drexel University	3509-13 Spring Garden Street
COMPLETION DATE	SIZE
June 2014	29,410 sq. ft.

Drexel University renovated the three-building, 1.3-acre property located at 35th and Spring Garden Street to house the Dornsife Center for Neighborhood Partnerships, the University's center for community outreach programming. The construction, programming and maintenance of the center was partially funded by a \$10 million gift from Dana and David Dornsife. BLT Architects designed the renovations to the three buildings on the site, which include an historic manor residence and two-story carriage house, both built in the 1850s, and a two-story former school built in 1959. Programming at the site includes a wide range of services offered by Drexel faculty and students, community leaders, nonprofits and other interested parties.





Gerri C. LeBow Hall

DEVELOPER Drexel University	LOCATION 32nd and Market streets
COMPLETION DATE September 2013	SIZE 177,500 sq. ft.

Designed by Robert A.M. Stern in conjunction with Voith & Mactavish Architects, this \$92 million project houses LeBow College of Business programs, replacing the 1960s-era Matheson Hall building. The 12-story academic center at the heart of the Drexel University campus unites the College's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, event spaces and offices.



Integrated Professional Education Complex

DEVELOPER University of the Sciences	LOCATION 43rd Street and Woodland Avenue
COMPLETION DATE Summer 2014	SIZE 57,000 sq. ft.

The \$26 million Integrated Professional Education Complex (IPEX) demonstrates USciences' commitment to preparing graduates for careers in the life sciences and health sciences professions. The three-story building will showcase the latest facilities necessary for growth and expansion of collaborative clinical and professional education. Home to USciences' Department of Physician Assistant Studies, IPEX will permit students from several disciplines to study, train, and

interact together in a teaching and clinical environment. The building will incorporate a green-roof system for sustainability. Measuring 20,000 sq. ft., the green roof will absorb nearly 15,000 gallons of water when fully saturated. It is anticipated the green roof, along with the triple glazed windows, natural lighting, and energy efficient light fixtures (LED and T-5) controlled by a state-of-the-art Lutron lighting controls, will earn IPEX three Green Globes from the Green Building Initiative.



Neural and Behavioral Sciences Building

DEVELOPER University of Pennsylvania	SIZE 76,500 sq. ft.
LOCATION Intersection of University Avenue, 38th Street, and Baltimore Avenue	COMPLETION DATE Spring 2016

The Neural and Behavioral Sciences (NBS) building will put Penn students and faculty at the forefront of the revolution in brain science. The NBS building will bring together under one roof the Psychology and Biology departments, the Biological Basis of Behavior program, and the Penn Genomics Institute, creating a vital hub for life sciences at Penn. NBS will include new laboratory classrooms, study spaces, an auditorium and cafe. The strategic location along University Avenue, in close proximity to the School of Arts and Sciences, Perelman School of Medicine, Nursing, Veterinary Medicine, and Dental Schools, will spark further integration of knowledge, teaching and research among these fields.



Richards Medical Research Laboratories

DEVELOPER University of Pennsylvania	LOCATION 3700 Hamilton Walk
COMPLETION DATE Spring 2015	SIZE 14,140 sq. ft. in Towers C & D

Updates to the Louis I. Kahn-designed Richards Labs Building (Towers C and D) began in Summer 2014. Renovations in this phase include work on two floors of dry labs and offices hosting the Center for Cognitive Neuroscience, central infrastructure upgrades, window replacements and exterior masonry repairs to this National Historic Landmark. The renovation of Richards promises to be an inspiring exercise in historic preservation.



Perry World House

DEVELOPER University of Pennsylvania	LOCATION 3803 Locust Walk
COMPLETION DATE February 2016	SIZE 16,500 sq. ft.

The Perry World House will create a gathering place where Penn students and faculty engage with eminent international scholars and policymakers on pressing global issues of the 21st century. As a hub for international exchange and activity, the Perry World House will anchor Penn's global resources on an interdisciplinary campus while creating partnerships abroad. The World Forum, its central meeting place, will accommodate 150 guests for important lectures and special events. In addition, the building program includes a 25-30 student classroom, a 40-person conference room, and a flex-space with a seating capacity of 50, as well as 14 offices for program directors, visiting scholars and staff. A welcoming forecourt along Locust Walk will provide a landscaped outdoor gathering space.



The Study at University City

DEVELOPER	LOCATION
Hospitality 3	20-40 South 33rd Street
COMPLETION DATE	SIZE
2016	145,000 sq. ft.

Study Hotels, the unique lifestyle concept developed by Paul McGowan of Hospitality 3 to deliver high-quality, full-service lodging to university markets, is expanding to University City. Hospitality 3 has signed an agreement to enter into a long-term ground lease with Drexel University. The Study at University City, to be built on the corner of 33rd and Chestnut streets, will be developed and owned by Hospitality 3 and operated by its subsidiary, Study Hotels. The hotel will feature 212 rooms, approximately 7,000 sq. ft. of banquet/meeting space, a 105-seat corner restaurant and bar, and a state-of-the-art fitness center. Hospitality 3 collaborated with Philadelphia-based architects DIGSAU to design the hotel with a focus on engaging its surroundings while capturing the character of the area and personality of the neighboring institutions.

2.0 University Place

DEVELOPER	LOCATION
University Place Associates, LLC	30 N. 41st Street
COMPLETION DATE	SIZE
September, 2013	105,000 sq. ft.

2.0 University Place is a LEED Platinum Office Building that is occupied in part by U.S. Citizenship and Immigration Services. Among others, sustainable features include a green rooftop park accessible for tenant use and enjoyment with complete stormwater management techniques & facilities, and a state-of-the-art chilled beam high efficiency heating and cooling system. All public and common areas are powered by 100% renewable energy for the first two years through the purchase of Renewable Energy Certificates. All tenant space is powered by 50% Renewable Energy through the first two years through a similar purchase.

3.0 University Place

DEVELOPER	LOCATION
University Place Associates, LLC	41st and Market streets
COMPLETION DATE	SIZE
Summer 2016	150,000 to 189,529 sq. ft.

3.0 University Place will be a six-story, Class A office building, and the second LEED Platinum Office Building for University Place Associates, which is dedicated to constructing only LEED Platinum buildings. University Place Associates hopes to begin activity on the site in early 2015 and to announce an anchor tenant and start date by summer 2015.



Photo: The Sheward Partnership, LLC



125 South 40th Street

DEVELOPER	LOCATION
P&A Associates, Philadelphia	125-29 South 40th Street
COMPLETION DATE	SIZE
Summer 2014	7,000 sq. ft.

125 S. 40th Street is a single story contemporary style building that will include four new light-filled retail spaces on the busy 40th Street corridor, with plans to include a number of casual eateries opening in late summer or fall 2014.



3737 Market Street

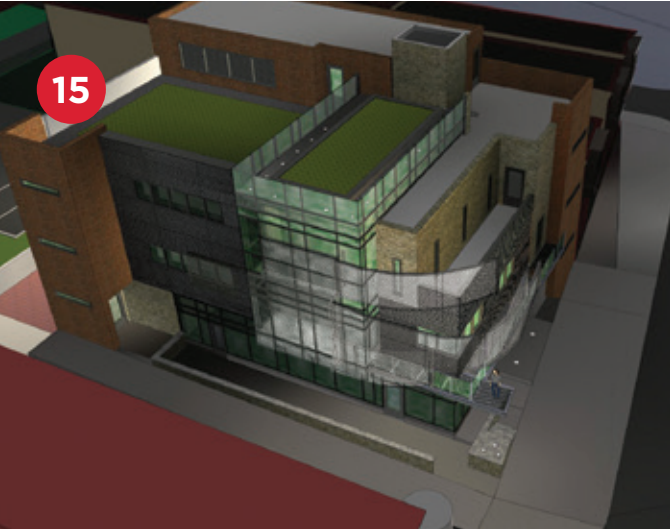
DEVELOPER
University City Science Center and Wexford
Science + Technology, LLC a BioMed Company
COMPLETION DATE
July 2014

LOCATION
38th and Market streets
SIZE
332,000 sq. ft.

A 13-story building, 3737 Market Street includes space for outpatient medical facilities for Penn Presbyterian Medical Center and Good Shepherd Penn Partners, ground floor retail, and office and lab space for start-up and growing companies, expanding the capacity of the Science Center's research park and furthering its efforts to transform its campus into a world class innovation center. Construction commenced in September 2012 on this project which was designed by the internationally renowned architecture firm of Zimmer Gunsul Frasca Architects in cooperation with UJMN Architects + Designers with the goal of receiving LEED silver certification.



Penn Medicine University City is an outpatient specialty care center expansion of Penn Presbyterian Medical Center. A modern 13-story tower located at 3737 Market Street is dedicated to providing patients with seamless, integrated care, for same-day specialty consultations, testing and treatment options. This building will add more than 150,000 square feet of physician practices, testing, and surgical space to the Penn Presbyterian Medical Center campus. This state-of-the-art building will house nearly 110 exam rooms, six outpatient operating rooms, and an outpatient medical imaging and diagnostic testing center. Penn Medicine University City will also house the multidisciplinary Penn Musculoskeletal Center, the first of its kind in Philadelphia. The Penn Musculoskeletal Center will transform the already exceptional care offered by Penn Orthopaedics, Rheumatology, Physical Medicine and Rehabilitation, Pain Medicine, Musculoskeletal Radiology and Good Shepherd Penn Partners (GSPP).



4614-18 Woodland Avenue

DEVELOPER
4614 Woodland Partners LP
COMPLETION DATE
Summer 2015
LOCATION
4614-18 Woodland Avenue
SIZE
13,840 sq. ft.

4614-18 Woodland Avenue is currently a vacant lot that will house a new three-story mixed commercial and restaurant space. The property is designed to blend the existing fabric of the neighborhood and meld into the building as it crescendos towards the corner of the lot. There are anticipated to be both intensive and extensive green roofs where water gathered from rainfall will be collected and stored as grey-water to be reused in toilets to reduce water consumption. Additionally, the building amenities include a rear truck delivery area, elevator, and lobby for building tenants, and rear 20-car parking area.

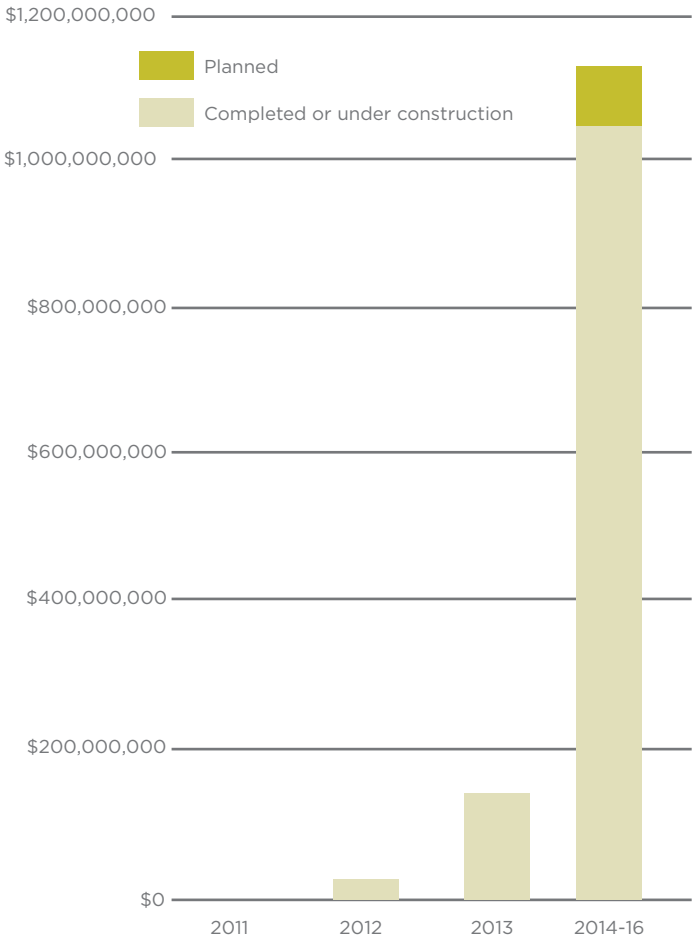
Philadelphia Episcopal Cathedral Center

DEVELOPER
Radnor Property Group, LLC
COMPLETION DATE
September 2014
LOCATION
3717 Chestnut Street
SIZE
42,800 sq. ft.

Owned by the Philadelphia Episcopal Cathedral, the Center will add a 3-story office building, retail, parking and a community center. This is in addition to renovations and improvements to the undercroft of the cathedral building which houses the Philadelphia Cathedral Early Learning Center – providing community childcare for more than one hundred children. 3717 Chestnut will be the new home to the headquarters of the Episcopal Diocese of Pennsylvania and other tenants. This public-private partnership was structured by Radnor Property Group (RPG) and utilizes New Markets Tax Credits. RPG serves as the tax credit procurement specialist, fee developer and advisor to the Episcopal Cathedral.



Dollar Value of Recently Completed and Anticipated Private Development Projects in University City



Source: UCD



**The Buerger Center for
Advanced
Pediatric Care**

DEVELOPER
The Children’s Hospital
of Philadelphia

COMPLETION DATE
2015

LOCATION
Civic Center Boulevard

SIZE
700,000 sq. ft. outpatient
facility, 847,000 sq. ft. below
grade parking garage

The Children’s Hospital of Philadelphia is expanding its facilities on its South Campus, where the LEED certified Buerger Center will consolidate and expand many of its outpatient services. The public and patient spaces that can benefit the most from daylight and a connection to nature have been placed facing the 2.6 acre landscaped plaza which will connect the ground floor with the Colket Translational Research Building. A 12-story outpatient facility on top of a new, five-level parking garage, the project will feature a 14,000 sq. ft. roof-top garden, as well as a landscaped plaza designed to support a variety of recreational and educational experiences for families, patients, and staff.



**The Henry A. Jordan, M ’62,
Medical Education Center**

DEVELOPER
Penn Medicine

COMPLETION DATE
Fall 2014

LOCATION
Health Sciences Drive

SIZE
315,000 sq. ft.

The Henry Jordan Center will re-imagine and redefine 21st-century medical education at the Perelman School of Medicine. Located atop the Perelman Center for Advanced Medicine and connected to the Smilow Center for Translational Research and the Roberts Proton Therapy Center, it will be one of the few medical educational facilities in the nation to be fully integrated with research and clinical practice facilities.

“More than a collection of classrooms and study areas, the new Henry Jordan Center will play a prominent role in advancing innova-

tion in every aspect of medicine,” said J. Larry Jameson, M.D., Ph.D., executive vice president of the University of Pennsylvania for the Health System and dean of the Perelman School of Medicine.

The Jordan Center will have a flexible, adaptable, and state-of-the-art environment to support the medical school’s small-group learning model. It will also strengthen the collaborative and team-based relationships that define medicine today. High-tech recording and simulcast technology will allow faculty members to more easily create online courses and lectures available to millions across the globe.

The Pavilion for Advanced Care

DEVELOPER
Penn Medicine

COMPLETION DATE
January 2015

LOCATION
38th Street and
Powelton Avenue

SIZE
178,000 sq. ft.

The Pavilion for Advanced Care will expand and enhance the services offered by Penn Presbyterian Medical Center (PPMC). The new acute care building will feature overall upgrades and enhanced capacity for emergency, surgical, trauma and critical care patients at PPMC and will be home to the Penn Level 1 Trauma Center. This will be coupled with an expansion of the PENNStar flight program with an additional helipad ensuring rapid access to state-of-the-art resources for all critically ill patients. The project also includes an expansion of the Cupp Pavilion building at the corner of 38th Street and Powelton Avenue, as well as several significant renovations within Cupp itself to upgrade the capacity and efficiency of the emergency and radiology departments. In addition to added emergency bay capacity, a new state-of-the art trauma resuscitation area will be dedicated to the evaluation and stabilization of critically injured patients. The project will also facilitate improvements in centralized patient flow and newly designed treatment spaces for the Radiology and Preoperative Services areas.



**The Robert and Penny Fox Tower
at The Wistar Institute**

DEVELOPER
The Wistar Institute

COMPLETION DATE
2014

LOCATION
3601 Spruce Street

SIZE
89,700 sq. ft.

This new tower will enable expansion of Wistar’s research operations and scientific faculty, and is designed to drive collaborative research between laboratories. This transformative project will provide the Institute with five floors of new laboratory space, a large auditorium and central atrium, and a new public entrance on Spruce Street. The project will revitalize systems and facilities throughout The Wistar Institute complex, including the construction of a new vivarium and installation of more efficient mechanical, electrical, and plumbing systems.



21



3601 Market Street

DEVELOPER
Southern Land Company
COMPLETION DATE
Summer 2015
LOCATION
3601 Market Street
SIZE
400,000 sq. ft.

Construction on a new 28-story market-rate apartment building on the Science Center's campus at 3601 Market Street commenced in the fall of 2013. This is the first residential project in the Science Center's 50-year history. The building will feature 363 studio, efficiency, and one- and two-bedroom apartments. Other building features include approximately 15,000 square feet of ground-floor retail, a fitness center, a rooftop pool, spaces for bicycles, a resident lounge, and 200 parking spaces. All units will include stainless steel appliances and granite countertops as well as washers and dryers. The project is being designed by BLTa architects with the goal of receiving LEED Silver certification.

22



3737 Chestnut Apartments

DEVELOPER
Radnor Property Group, LLC
COMPLETION DATE
Phased July 2015 – Oct 2015
LOCATION
38th & Chestnut streets
SIZE
288,000 sq. ft.

This new 25-story tower is the product of an innovative partnership between a private developer and a non-profit—The Philadelphia Episcopal Cathedral. This mixed-use apartment community will provide 276 Class-A apartments, 6,300 sq. ft. of prime-corner ground floor retail, and parking. The ownership group is a partnership amongst Radnor Property Group, Assurant and the Cathedral. The project will provide 75% one-bedroom units ranging from junior one-bedroom layouts to one-bedroom with den arrangements; 25% are two-bedroom configurations. Amenities include individual climate control, stone countertops, stainless appliances, and full-size washers and dryers in every unit; balconies are also available. Residents will enjoy over 10,000 sq. ft. of amenity space including a fitness center, resident lounge, secure bicycle storage and a roof deck with incredible views and grills.



3862 Lancaster Avenue

DEVELOPER	LOCATION
HOW Properties	3862 Lancaster Avenue
COMPLETION DATE	SIZE
August 2014	19,000 sq. ft.

3862 Lancaster Avenue is a new construction mixed-use building. The very large units include stainless steel appliances, granite counters, central air, energy efficient appliances, and a beautiful center courtyard for the residents. The two commercial spaces are sized just right for a smaller client, or can be used as a single space for a larger tenant.



4619 Woodland

DEVELOPER	LOCATION
HOW Properties	4619 Woodland Avenue
COMPLETION DATE	SIZE
June 2015	22,000 sq. ft.

4619 Woodland is a new construction luxury apartment building with 1 bedroom–4 bedroom units available. The building includes granite counters, hardwood floors, and other energy efficient features, with off-street parking available, as well as outdoor space and a large ground floor commercial space.



4224 Baltimore

DEVELOPER	LOCATION
Clarkmore LP/U3 Ventures	43rd Street and Baltimore Avenue
COMPLETION DATE	SIZE
2016	138,000 sq. ft.

4224 Baltimore is a proposed 132 unit mixed-use building located at the corner of 43rd Street and Baltimore Avenue, adjacent to Clark Park. The project's design was developed in partnership with the community and features 17,000 sq. ft. of ground floor retail (including a proposed gym), a public plaza, 60 covered/hidden parking spaces, 50 bicycle parking spaces, and rooftop amenity space. The building has been designed to activate the street while respecting and engaging with Clark Park. Construction of this project is expected to begin in 2015 with completion by 2016.



43rd and Sansom

DEVELOPER	LOCATION
Apartments at Penn	43rd and Sansom streets
COMPLETION DATE	SIZE
June 2015	35,500 sq. ft.

This mixed-use space is a four-story building with two commercial spaces at grade. It was designed by Blitz Architectural Group and includes amenities such as tenant storage, on site laundry facility, parking, indoor/outdoor bike parking, gym, and elevator. The building will include 30 one bedroom units and one two bedroom unit.

Cumulative Units of New and Anticipated Multi-Family Housing in University City

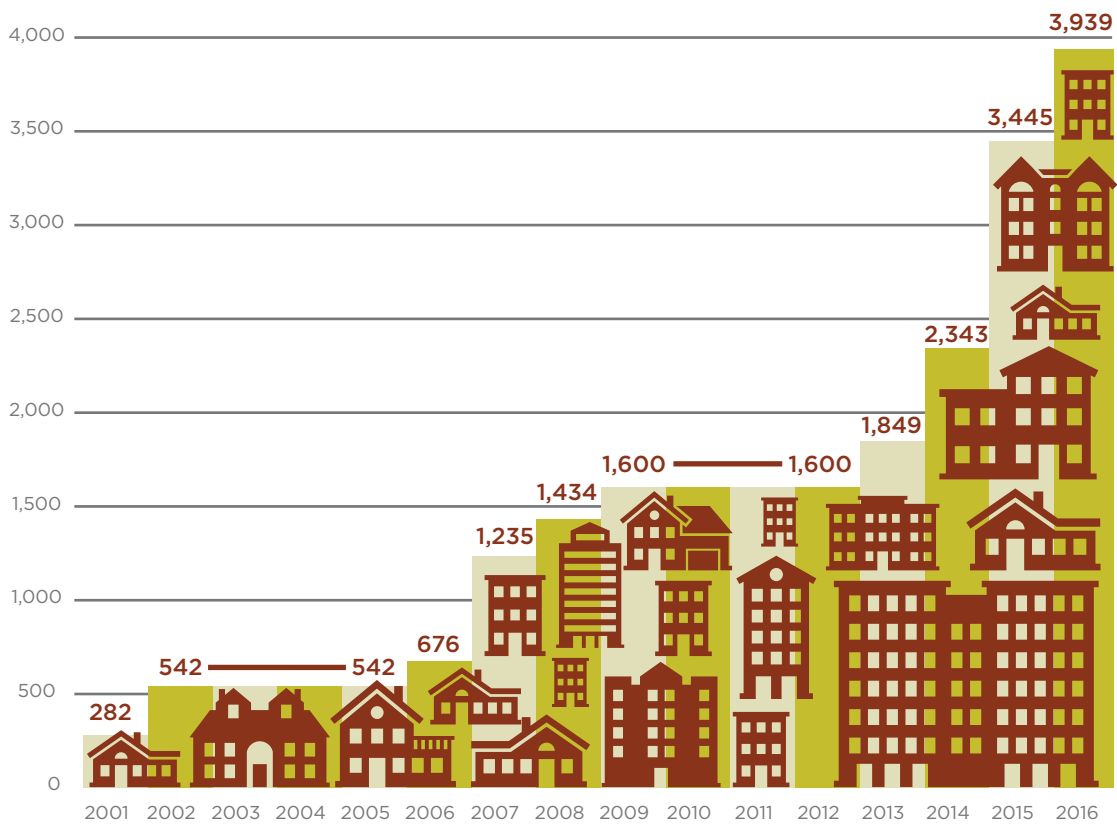




Photo: American Campus/Johnny Stevens

Chestnut Square

DEVELOPER	LOCATION
American Campus Communities	Chestnut Street between 32nd and 33rd
COMPLETION DATE	SIZE
September 2013	361,000 sq. ft

American Campus Communities has developed a new, \$97 million student housing community and mixed-use project on Drexel’s campus through a ground lease agreement. Designed by Robert A.M. Stern Architects in conjunction with Voith & Mactavish Architects, the project consists of a 19-story residential tower at the corner of Chestnut and 32nd streets, and two eight-story buildings that front Chestnut Street, together adding 869 student beds. The project also includes 25,000 sq. ft. of new retail space fronting Chestnut Street between 32nd and 33rd streets. Drexel University has also renovated the courtyard between the adjacent Creese Student Center and MacAlister Hall buildings to create a new entrance to the student-dining center.



Cira Centre South

DEVELOPER
Brandywine Realty Trust
COMPLETION DATE
September 2014 (evo), Mid-2016 (FMC Tower)
LOCATION
30th Street, between Walnut and Chestnut streets
SIZE
464,000 sq. ft. (evo), 870,000 (FMC Tower)



Cira Centre South is a transit oriented mixed-use office, residential, and retail development consisting of two towers located on 30th Street, between Chestnut & Walnut streets. The FMC Tower will consist of 268 luxury apartments and 635,000 sq. ft. of LEED based, Class-A office space. Designed by Pelli Clark Pelli, the tower’s unique architecture will be highly recognizable on the Philadelphia skyline and will offer tenants unencumbered views of the Schuylkill River and the Center City skyline. The Chestnut Street Tower is under construction and is known as evo. It will consist of 345 high-end residential units designed for young professionals and university students. Once both projects are complete, Cira Centre South will combine to include over 20,000 sq. ft. of new retail and restaurant space to the area. Cira Centre South is being developed within a Keystone Opportunity Improvement Zone, which affords qualified office and retail tenants an abatement of most city and state taxes.



**The Summit at
Lancaster Avenue
& 34th Street**

DEVELOPER
American Campus Communities

COMPLETION DATE
Fall 2015

LOCATION
34th Street and Lancaster Avenue

SIZE
580,000 sq. ft.

29

American Campus Communities is developing the property at the corner of Lancaster Avenue and 34th Street with a mixed-use retail and student housing development project. The \$170 million development will include approximately 1,300 new student-housing beds, a 400-seat student dining center and 20,000 sq. ft. of street-level, mixed-use retail space to kick off a dynamic transformation of the Lancaster Avenue Corridor.



**Croydon Hall
Apartments**

DEVELOPER
Orens Development, Inc.,
Hillel Tsarfati and Kfir Binnfeld

LOCATION
241 S. 49th Street

COMPLETION DATE
September 2014

SIZE
100,000 sq. ft.

Croydon Hall is an 8-story center core building with two 4-story wings; it had been vacant for over 10 years but was structurally sound. The property is being completely renovated into 127 one, two, and three bedroom apartments. The north and south wings are currently occupied, with the central core to be completed and ready for occupancy in September 2014.

30



HUB 3939

DEVELOPER
JNA Capital Inc.

LOCATION
3939-41 Chestnut Street

COMPLETION DATE
April 2015

SIZE
52,789 sq. ft.

HUB 3939 is the 2nd phase of the 40th Street Promenade Project, a mixed-use development near the corner of 40th and Chestnut streets. The first two floors of this seven-floor building are planned as retail and office spaces offering amenities to residents and the surrounding community. The upper five stories will provide 65 apartment units. The University of Pennsylvania has entered into a long-term ground lease with a local developer, JNA Capital Inc., for the development of the project.

31



New College House

DEVELOPER
University of Pennsylvania

LOCATION
34th and Chestnut streets

COMPLETION DATE
Fall 2016

SIZE
190,000 sq. ft.

This 21st-century student residence will be the first to be designed and built specifically as a College House since Penn's popular College House system began in the late '90s. With 350 beds, a modern dining commons, and house master suites, the new College House will offer undergraduates a premier home in which to live, learn, and grow as part of a supportive community of faculty, staff, and graduate students. Student residents interested in particular fields will be able to live in clusters, and the House will have its own student-managed program to present speakers and performers—all on a vibrant green quadrangle where a busy pedestrian path connects the campus with the city.

32



Cira Green

DEVELOPER	LOCATION
Brandywine Realty Trust	30th Street, between Walnut and Chestnut streets
COMPLETION DATE	SIZE
Fall 2014	1 acre

This lush natural element promises to blend the best in environmental stewardship with premier landscape design. Visitors and building tenants will have access to this vibrant outdoor venue for catered company events, as well as for social engagement and various art performances.

Raymond G. Perelman Plaza

DEVELOPER
Drexel University
COMPLETION DATE
November 2014
LOCATION
32nd Street Esplanade between Market and Chestnut streets
SIZE
1 acre



With a \$5 million gift from the Raymond and Ruth Perelman Education Foundation, Drexel University is reimagining the center of its campus along the former 32nd Street between Chestnut and Market streets. With the University's largest academic building, Gerri C. LeBow Hall, at one end, and a new residential and retail center, Chestnut Square, at the other, the location will be the University's primary outdoor social and event space. The design calls for well-planned seating, gardens, sustainable stormwater management and increased shade and natural beauty. Phase 1 of the project is complete, and phase 2 began in spring 2014.



The Esplanade at Market Street and Schuylkill Avenue

DEVELOPER	COMPLETION DATE
The Esplanade is a phase of the University City Gateway project, co-developed by Brandywine Realty Trust and SRDC (Schuylkill River Development Corporation), administered by PAID (Philadelphia Authority for Industrial Development) and funded through the State of Pennsylvania's RACP (Redevelopment Assistance Capital Program).	Fall 2014
LOCATION	SIZE
Market Street and Schuylkill Avenue	12,700 sq. ft.

The Esplanade will green and enliven the large unutilized area between the Schuylkill Avenue sidewalk and the east face of the former Main Post Office Building. With the cooperation of the Pennsylvania Department of Transportation and the Commonwealth of Pennsylvania, Brandywine Realty Trust oversaw the design and construction of this public park. The design incorporates landscaped planters and walkable paths of bluestone pavers that complement the granite façade of the existing building. Custom-built benches and other exterior furnishings encourage users to stop and enjoy this new green space. In addition to the Esplanade, granite planters that match the size and scale of the former Post Office have been installed on the Market Street side of the building.



The Woodlands Master Plan

The Woodlands is currently working on a Master Plan to promote public access and community use of its historically significant National Historic Landmark site. When complete (anticipated November 2014), the plan will provide recommendations to improve physical and programmatic connections to the University City, Spruce Hill, Walnut Hill, Cedar Park and Kingsessing neighborhoods, in addition to promoting riverfront access and enhancement of the historical interpretation of the site. At 54 acres, The Woodlands is the largest open space in University City and is a resource for school children, university students, scholars, and neighbors seeking respite or exercise. Implementation of the plan is expected to begin in early 2015. Funding for this project was generously provided by The William Penn Foundation.



Amtrak Master Plan and Drexel’s Innovation Neighborhood

Amtrak, Drexel University, SEPTA and Brandywine Realty Trust are leading an effort to develop a comprehensive joint master plan for the 200-acre area around 30th Street Station. The plan envisions the station as the epicenter of a dynamic, urban neighborhood full of opportunities for community development, economic development, and improved transportation connections. The joint master plan is guided by a Coordinating Committee comprised of Amtrak, Drexel University, Brandywine Realty Trust, Southeastern Pennsylvania Transportation Authority (SEPTA), Pennsylvania Department of Transportation (PennDOT), City of Philadelphia, New Jersey Transit, CSX Corporation, University of Pennsylvania, Philadelphia Industrial Development Corporation, Schuylkill River Development Corporation and University City District.

The Master Plan will be developed in conjunction with Drexel’s Innovation Neighborhood project, which includes 12 acres of its campus adjacent to 30th Street Station. The aim of the Innovation Neighborhood is to attract and launch high-tech businesses seeking a rich research and commercialization environment with unmatched transit access. It would also continue to position Philadelphia as a major research and innovation hub along the East Coast, and complement plans by the University City Science Center and the University of Pennsylvania to expand innovation districts around their campuses. Drexel is currently seeking a master developer for the plan who will have exclusive rights to plan and develop approximately 10 acres of urban, transit-oriented real estate with a capacity to exceed more than five million square feet of mixed-use development.

Development of the master plan is expected to take approximately two years. The Innovation Neighborhood project will be an ongoing endeavor.



Drexel's Innovation Neighborhood



Penn’s South Bank

DEVELOPER	LOCATION
University of Pennsylvania	34th Street and Grays Ferry Avenue
COMPLETION DATE	SIZE
Phase 1 – May 2016	23 acres

The master plan for Penn’s South Bank envisions a new University asset devoted to advancing research and innovation, and the commercialization of research into new products, services and entrepreneurial ventures. It aligns with the already-released plans by the Philadelphia Industrial Development Corporation (PIDC) for the long-term revitalization of the entire Lower Schuylkill River. South Bank’s strategic location has potential for creating a new keystone that secures University City, Center City, and the lower river PIDC Innovation District as the three engines of Philadelphia’s economy.

South Bank will be anchored by the Pennovation Center (currently in design), a new business incubator and accelerator that will provide lab space and a hub for collaboration, creativity, and exchange of ideas for innovators from all disciplines. The \$30 million project will also include utility infrastructure and site work, as well as aesthetic enhancements and signage.

An innovative tenant mix has steadily emerged at South Bank since 2010, through the adaptive use of existing buildings and some new construction. The master plan recommends initial development activity focused on renovated and new buildings easily scaled to fit the needs for practical commercialization and business opportunities in the region.



Drexel and Wexford Science & Technology, LLC Purchase University City High School Site

LOCATION
36th–38th streets, Fibert Street –Powelton Avenue

Drexel University City Development, LLC, a joint venture between Drexel University and Wexford Science and Technology LLC, has purchased the 14-acre site of the former University City High School, Charles Drew Elementary School and The Walnut Center. The currently vacant site will house new laboratory and research office space, as well as residential, retail and recreational space, creating a dynamic new neighborhood hub. The development plan totals more than 2.7 million square feet, and also includes a potential K-8 public school as part of the almost \$1 billion mixed-use project.



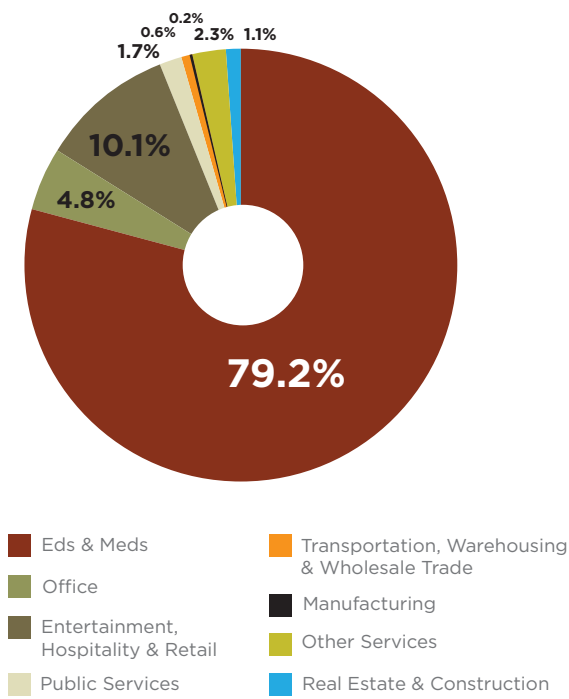
Economic Vitality

Business in University City continued its yearly growth, with an influx of independent and established stores and restaurants finding record success in the area. 2014 saw another increase in retail occupancy rates and pedestrian counts, and the trend is projected to continue as new commercial and residential buildings near completion and break ground at a dizzying pace. University City's cultural scene remains robust as well, as the arts are thriving in the neighborhood. UCD aided the exposure and reach of local businesses with signature events such as University City Dining Days, the Baltimore Avenue Dollar Stroll, and the 40th Street Summer Series.





Jobs by Industry

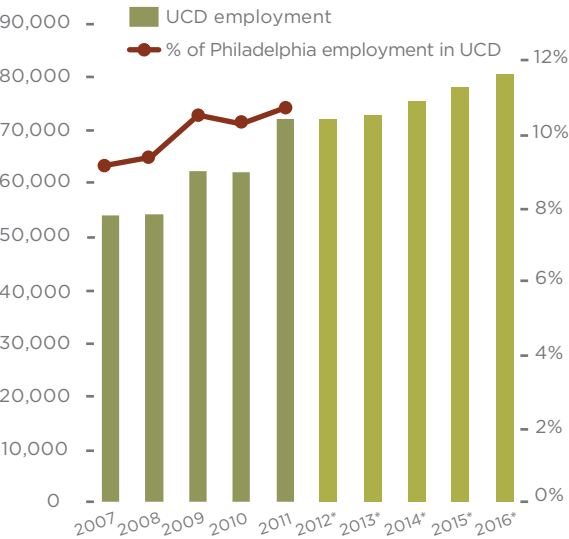


Source: U.S. Census Bureau, OnTheMap-2011, Longitudinal-Household Dynamics Program

Employment

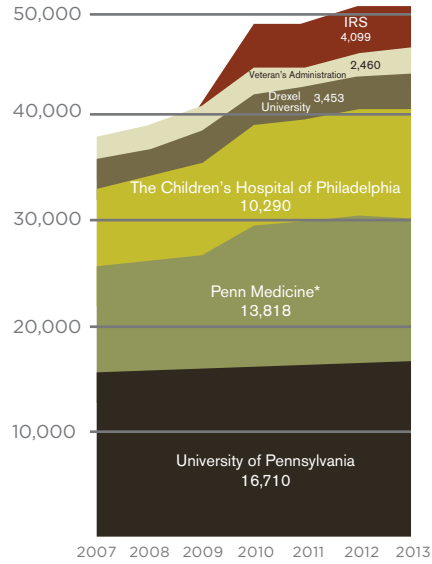
University City is home to more than 73,000 jobs—many at renowned medical and academic institutions—and that number is projected to reach 80,000 by 2016.

Total Jobs in University City



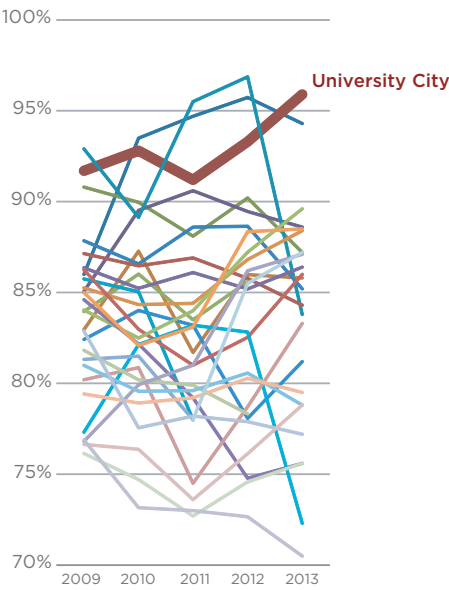
Source: U.S. Census Bureau, OnTheMap-2011, Longitudinal-Household Dynamics Program. Excludes Federal Civilian Employees, Uniformed Military, Self-Employed Workers, Informally Employed Workers
*UCD estimates and projections

University City’s Largest Employers
Employees based in University City



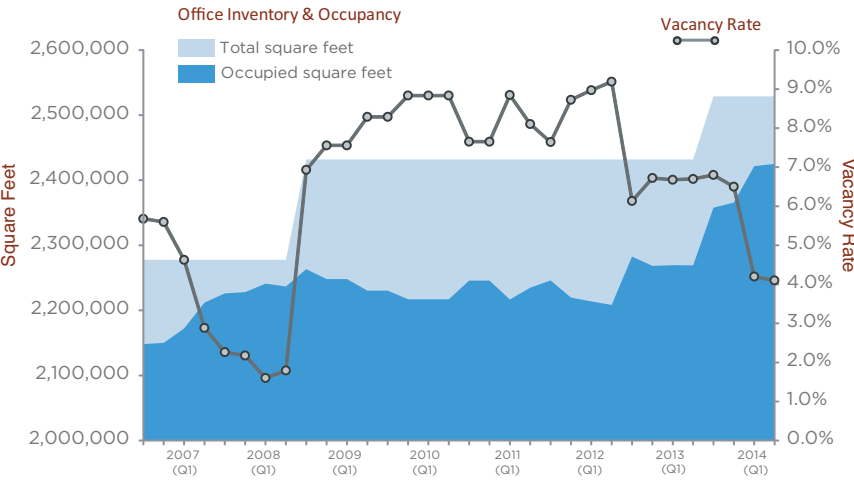
*The total count for Penn Medicine in 2013 is 21,864
Source: UCD

Regional Office Occupancy Rates
Among 27 Regional Submarkets



Source: Newmark Grubb Knight Frank

Office Inventory and Occupancy

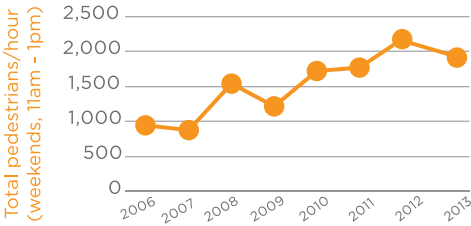


Note: inventory and occupancy data exclude Cira Centre
Source: Newmark Grubb Knight Frank

■ Busy Sidewalks and Thriving Businesses

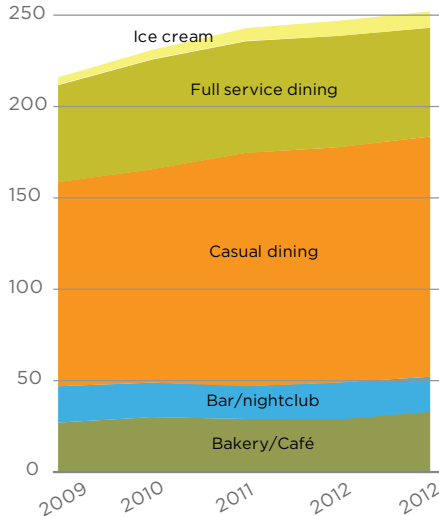


Pedestrian counts continue to climb on University City's commercial corridors, such as Baltimore Avenue.



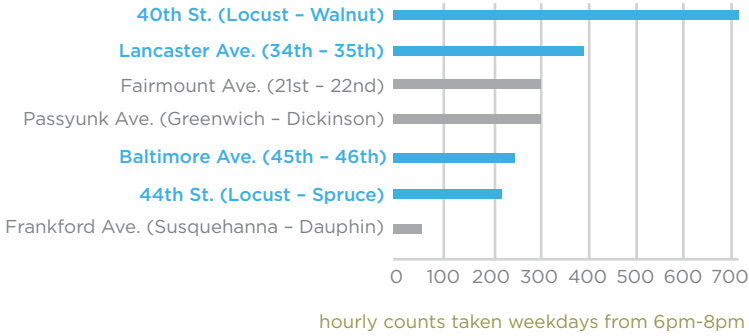
Source: UCD

The number of restaurants in University City was up by 2.4% in 2013 and is up by **17.1%** since 2009.

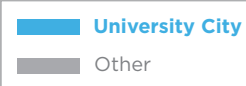


Pedestrian counts in University City compare favorably with those in Center City and other thriving commercial corridors.

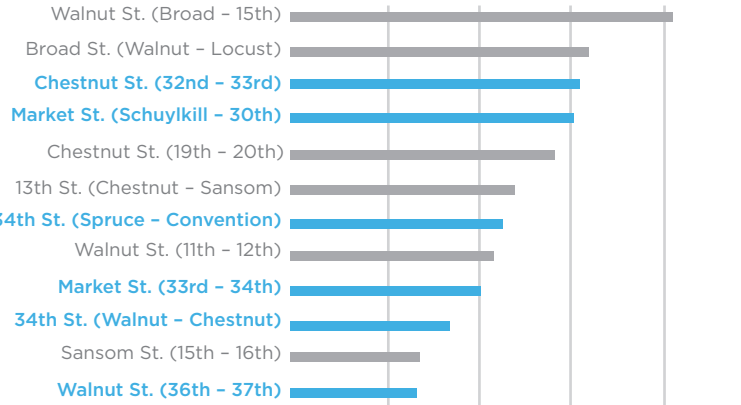
Compare University City Corridors to East Passyunk, Fairmount, and Fishtown



hourly counts taken weekdays from 6pm-8pm



Compare University City's Core to Center City*



hourly counts taken weekdays from 11:30am-1pm

Source: UCD

*2011 data (Source: Center City District)



New Retail In University City

- Carina Tea & Waffles**
3701 Chestnut Street
- Chattime**
3608 Chestnut Street
- coZara**
3210 Chestnut Street
- Federal Donuts**
3428 Sansom Street
- Greensgrow West**
4912 Baltimore Avenue
- Hello World**
3610 Sansom Street
- Hip City Veg**
216 S. 40th Street
- HubBub Coffee**
3736 Spruce Street
- Joe Coffee**
3210 Chestnut Street
- Nom Nom Ramen**
3409 Walnut Street
- Old Nelson Food Company**
3020 Market Street
- Plaza Artist Materials & Picture Framing**
3210 Chestnut Street
- Rx - The Pharmacy**
4443 Spruce Street
- Saint Declan's Well**
3131 Walnut Street
- Shaban**
4145 Chestnut Street
- Shake Shack**
3210 Chestnut Street
- The Creative Cafe @ Replica**
3711 Market Street
- The Fat Ham**
3131 Walnut Street
- The Fire Works**
701 S. 50th Street
- Tortas Frontera**
3601 Locust Walk
- U-Town**
110 S. 40th Street
- Wishbone**
4034 Walnut Street
- Yogorino**
3210 Chestnut Street
- Zavino**
3210 Chestnut Street
- Zed's**
4501 Baltimore Avenue

Businesses see University City as a prime destination for storefronts because of the mix of customers in the college students, large employers, commuters, and full-time residents who occupy the area. Businesses that have found success in other parts of the city, such as Federal Donuts, Joe Coffee, Shake Shack, and Hip City Veg are selecting University City as a logical location for expansion. New ventures such as The Farmacy, Carina Tea & Waffles, and Wishbone have chosen University City as the best location to start their businesses. Owners of businesses like coZara and The Fat Ham have expanded their operations and opened different concepts in University City. Nationally recognized chefs like Jose Garces and Bobby Flay have found success here and are now joined by restaurateur Rick Bayless, who chose the University City neighborhood when expanding his restaurant empire.

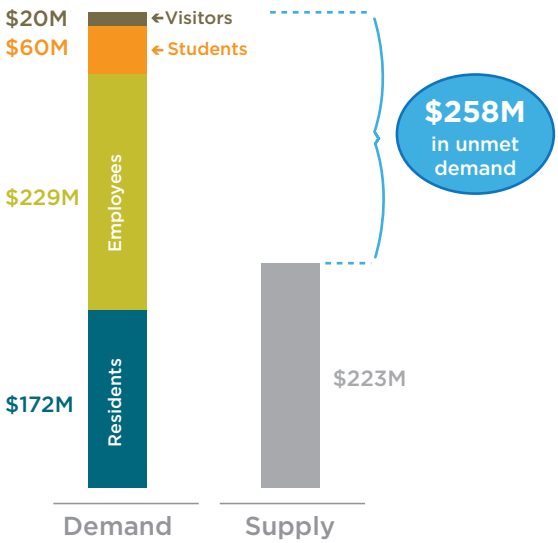
Local community leaders are working hard to meet retail demands, too. When a survey of residents living in Spruce Hill reported that members of the community were in need of a garden center, Greensgrow Farms opened its Greensgrow West outpost. When residents cited a need for art supplies, Plaza Artist Materials & Picture Framing opened shortly thereafter. Business in University City is booming, and there is more expansion and opportunity on the way.



University City has Unmet Demand for More Great Businesses

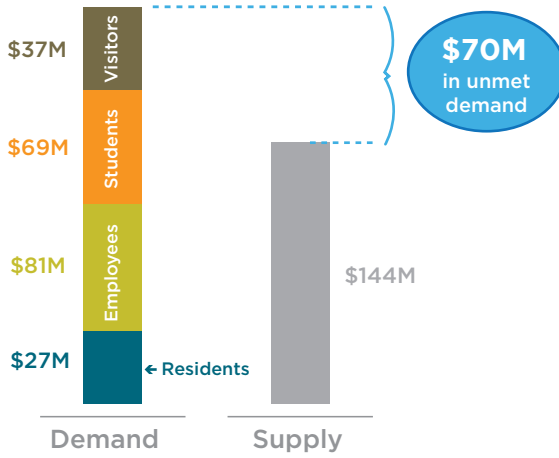
\$258 Million in Unmet Demand for Retail Goods and Services

Goods & Services in University City



\$70 Million in Unmet Food and Beverage Demand

Food & Beverage in University City



Source: UCD retail survey, Visit Philly, ICSC, ESRI, ULI, Streetsense



A glowing furnace in the lab of Graphene Frontier. The University City Science Center based company makes the nanomaterial by depositing vaporized carbon onto copper foil that is polished to atomic smoothness.

Center of Innovation

University City is the area's leader in science and medical resources. Discoveries coming from the region bring billions of dollars to the economy. From small companies working out of shared spaces to major leaders in scientific breakthroughs, University City is setting the pace for innovation.

Brookings Institution Highlights University City in Report on Innovation Districts



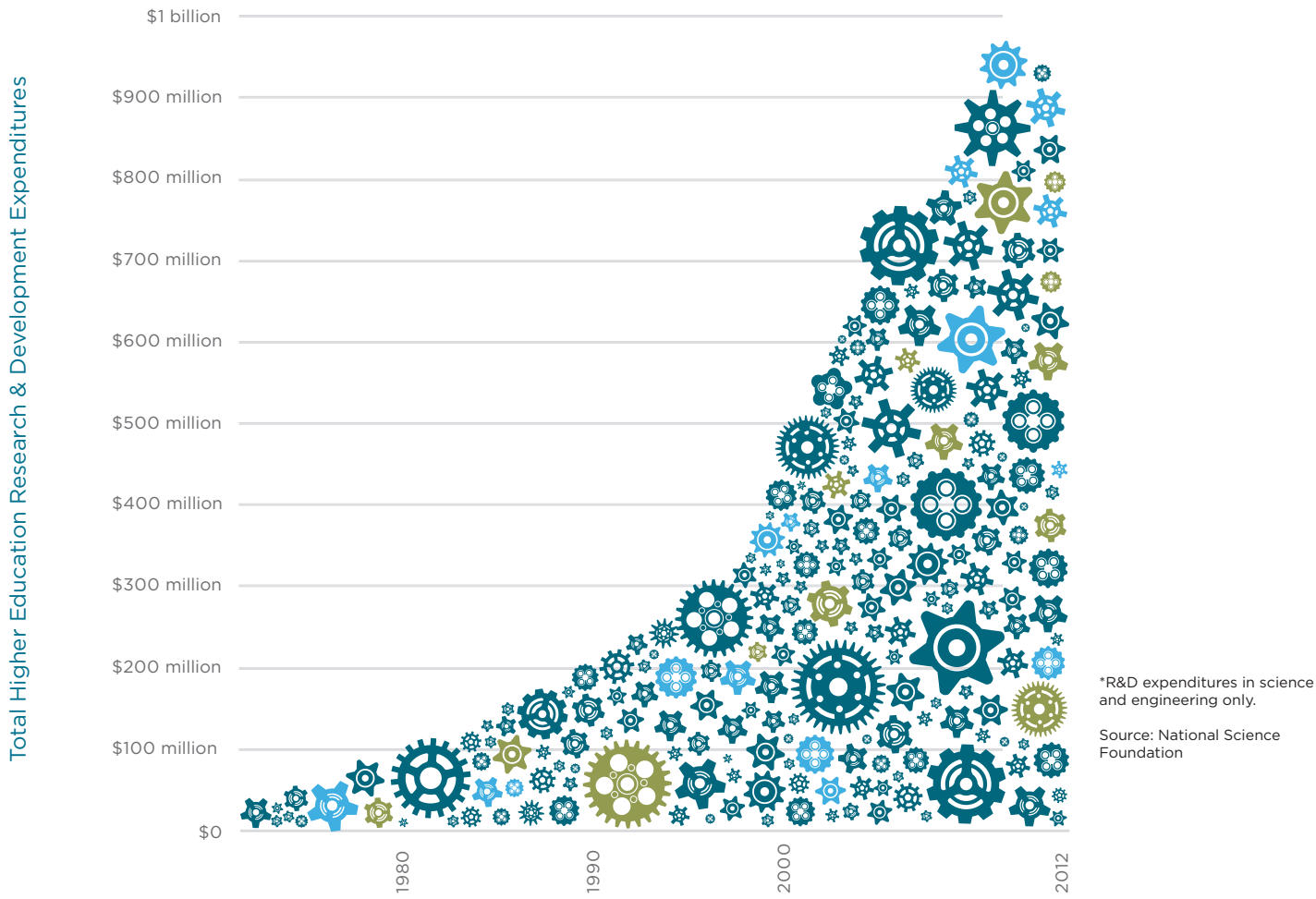
The Brookings Institution, the nonprofit public policy organization based in Washington, DC, pointed to University City in a report on the rise of innovation districts. Brookings defines innovation districts as, “Geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators. They are also physically compact, transit-accessible, and technically-wired and offer mixed-use housing, office, and retail.” According to the report, “The rise of innovation districts aligns with the disruptive dynamics of our era and represents a clear path forward for cities and metropolitan areas . . . The result: a step toward building a stronger, more sustainable and more inclusive economy in the early decades of this young century.”

The rest of the country is taking notice of how University City is setting the standard as the center of innovation in the region, both now and into the future.

“ Home to the University of Pennsylvania, Drexel University, University of the Sciences, and Children’s Hospital of Philadelphia, University City is leveraging its assets in teaching, research, and medicine to become a hub of innovation and entrepreneurship. ”
-Bruce Katz and Julie Wagner, Brookings Institution

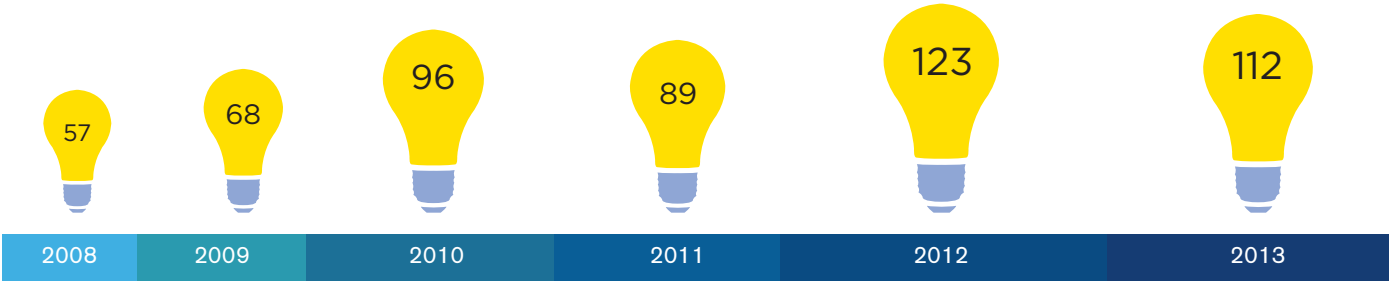
Photo: Rebecca Abboud, University of Pennsylvania

Funding for Research and Development Continues to Climb Dramatically at University City’s Universities*



University City researchers received more than 45% of all NIH funding distributed statewide.

Patents Issued to University City Institutions and Businesses



Note: Includes University of Pennsylvania, Penn Medicine, Drexel University, The Wistar Institute, and Children’s Hospital of Philadelphia
Source: UCD



CHOP Spins off Spark Therapeutics to Develop Gene Therapy Products

In October 2013, The Children’s Hospital of Philadelphia (CHOP) spun off Spark Therapeutics, a fully integrated, late-stage company aimed at commercializing gene therapy for clinical application. The hospital made a \$50 million capital commitment to the new firm, located in West Philadelphia. Spark assumed control over two clinical trials initiated at CHOP’s Center for Cellular and Molecular Therapeutics (CCMT): a Phase 3 study of inherited blindness caused by mutations in the RPE65 gene and a Phase 1/2 study of the bleeding disorder hemophilia B. The blindness trial has the potential to become the first approved gene therapy in the United States. In addition to the trials in congenital blindness and hemophilia B, Spark’s pipeline includes preclinical programs to address neurodegenerative diseases and other hematologic disorders and forms of inherited blindness.

University of Pennsylvania: Crossing the Blood-Brain Barrier to Treat Alzheimer’s Disease



Drugs intended to break apart the tangled plaques that cloud the brains of Alzheimer’s patients confront a biological obstacle: the blood-brain barrier. Henry Daniell, a professor in Penn’s School of Dental Medicine, wondered whether a drug might penetrate the blood-brain barrier if it was attached to one of the small molecules that has the ability to pass through. Along with colleagues, he attached one such molecule, cholera toxin B (CTB), to a molecule called myelin basic protein (MBP), which has been shown to degrade the amyloid beta plaques that are associated with Alzheimer’s disease. The researchers genetically engineered lettuce plants to deliver the fused CTB-MBP compound to mice that had been bred to have Alzheimer’s. The researchers discovered that the plaques were reduced by up to 70 percent in the hippocampus and 40 percent in the cortex compared with mice who ate normal lettuce-containing capsules, or no capsules at all—evidence that their drug had crossed the blood-brain barrier.

The Penn team also applied the CTB-MBP protein to the brain tissue of people who died of Alzheimer’s and found their approach reduced levels of the plaques in a dose-dependent manner in the inferior parietal cortex, a region of the brain believed to play an important role in the development of Alzheimer’s symptoms.

Penn Medicine’s Personalized Gene Therapy Locks Out HIV

In the first successful clinical test of any gene editing approach in humans, University of Pennsylvania researchers engineered the immune cells of 12 HIV positive patients to resist the infection. The phase I study, led by Carl H. June, MD, professor of Pathology & Laboratory Medicine, Bruce L. Levine, PhD, associate professor of Pathology & Laboratory Medicine, and Pablo Tebas, MD, professor in the division of Infectious Diseases, appeared in the New England Journal of Medicine in March 2014.

The team used a zinc finger technology to induce the CCR5 mutation in patients’ T cells to lock out HIV. That rare mutation is of interest because it provides a natural resistance to the virus. By inducing the mutations, the scientists reduced the expression of CCR5 surface proteins. Without those, HIV cannot enter, rendering the patients’ cells resistant to infection.

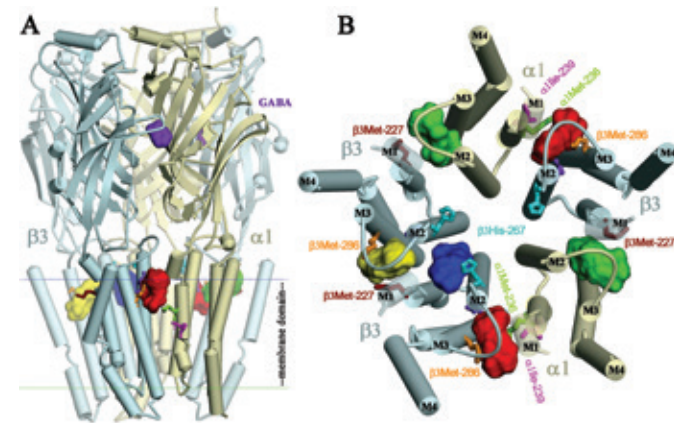
Therapies based on the CCR5 mutation have gained steam over the last six years, particularly after a man known as the Berlin Patient was “functionally” cured. Diagnosed with acute myeloid leukemia, he received a stem cell transplant from a donor who had the CCR5 mutation in both alleles. Researchers are attempting to replicate this phenomenon because allogeneic transplants are not a practical solution for HIV patients who do not have blood cancers. Nor are they effective in ridding the body of HIV unless the donor has the mutated gene in both alleles, as shown in recent patients who were thought to have been “functionally” cured from transplants, only to see their viral loads spike.



Penn Medicine Researchers Look at How Anesthesia Works

Despite decades of common use for surgeries of all kinds, the precise mechanism through which general anesthesia works on the body is unknown. Penn’s Roderic Eckenhoff, MD, vice chair for Research and the Austin Lamont Professor of Anesthesiology and Critical Care at the Perelman School of Medicine at the University of Pennsylvania, is leading a team of top medicine, chemistry, and biology researchers who were recently awarded an \$8.6 million NIH grant to unravel the mysteries of anesthesia and identify promising new anesthetic drugs.

Researchers have determined that the primary, beneficial effects of anesthesia – analgesia, amnesia, immobility – are brought about by modulating the activity of specific proteins in the neuronal membrane. However, the exact proteins, and how they are altered is still largely unknown, and yet critically important to improving the drugs. These complex, multilayered events are integrated to produce the behavioral state of anesthesia.

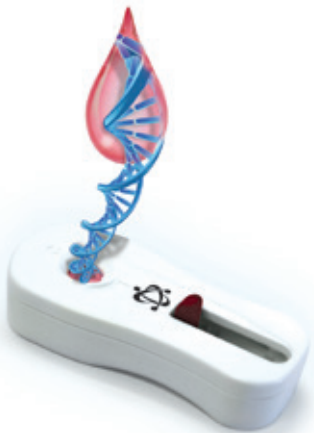


This is a receptor found in the brain thought to contribute to the actions of some anesthetics, like propofol. The ribbon and strands are the chains of amino acids that make up the receptor. The different color shapes (red, yellow, green and blue) show where in the receptor the propofol is likely acting. Understanding this is the first step to being able to design new drugs specifically for this and other “anesthetic sites.”

University City Science Center: Invisible Sentinel Brings Their Veriflow® Diagnostic to the Fermentation Industry

Invisible Sentinel, based out of the University City Science Center, has emerged as a commercial enterprise offering innovative diagnostics. The company, known for their patented first in class, next generation technology Veriflow®, has now added wine and beer to their growing list of pathogen and spoilage detection capabilities. Invisible Sentinel focuses on the prevention of foodborne illnesses by developing leading-edge molecular and antigen detection methods that quickly provide highly accurate information on the presence of harmful pathogens, reducing time-consuming sample preparation. Uniquely designed for easy, practical use—on-site and throughout the entire food distribution network—their recently patented and AOAC approved Veriflow® technology promises to create a new standard for rigorous quality control throughout the food and beverage industry.

Veriflow® *Brettanomyces bruxellensis* (BRETT) delivers a new, ultra sensitive and user-friendly class of diagnostics to the fermentation industry. The patented technology allows for the sensitivity of real-time PCR tests, but with the ease of use associated with flow-based assays. The result is an effective and rapid system that minimizes sample preparation, reduces time to results and provides easy-to-interpret data for the end user. Veriflow® BRETT is the next generation in powerful diagnostic tools to help winemakers and beer artisans cost-effectively improve the quality of their products.



University City Science Center: Adaptimmune LLC Partners with GlaxoSmithKline on Novel Cancer Treatments

Adaptimmune LLC, a company with a research base in Oxford, UK and a clinical base in the University City Science Center, entered into a strategic cancer immunotherapy collaboration with GlaxoSmithKline (GSK) to develop and commercialize novel cell-based therapies based on developing TCR engineered T-cells to treat cancer. The company's trials in the NY-ESO-1 programs in multiple myeloma, melanoma, sarcoma and ovarian cancer in Philadelphia are generating encouraging results, with European trials set to commence shortly, and it has a pipeline of follow-on programs.

According to the agreed development plan, the deal could yield payments in excess of \$350 million to Adaptimmune over the next seven years, with significant additional development and commercialization payments becoming due in subsequent years if GSK exercises all its options and milestones continue to be met. In addition, Adaptimmune would also receive tiered royalties ranging from single to double digits on net sales. As part of its strategic commitment to the collaboration, Adaptimmune will immediately commence work on further TCR programs with GSK.

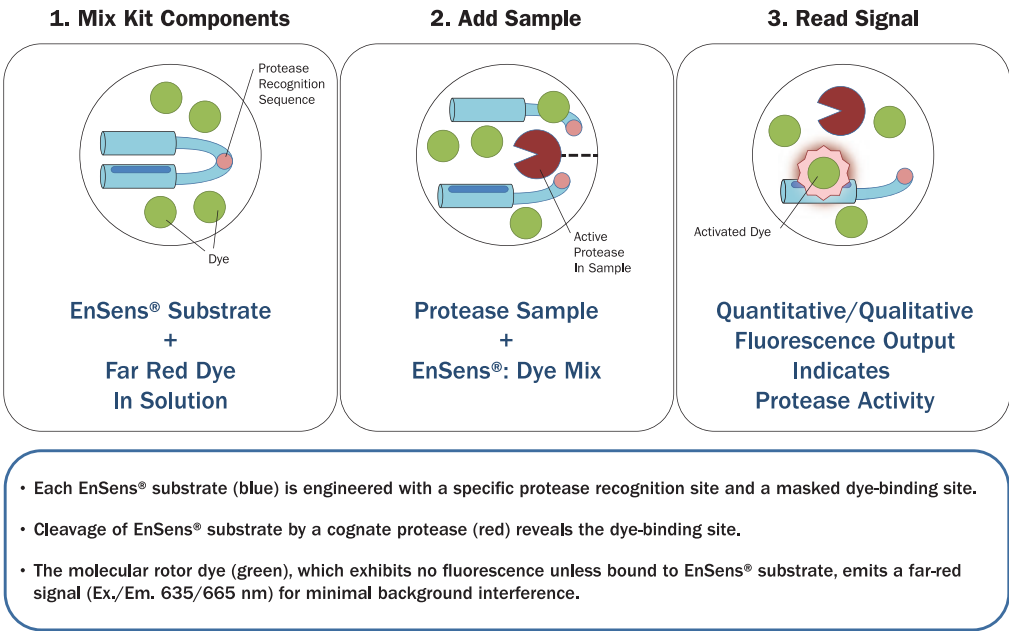


University of the Sciences Welcomes First Startup

Enzium, a small startup biotechnology company, currently resides at the University of the Sciences' McNeil Science and Technology Center. Enzium is leasing the space for manufacturing and further development of fluorescent reagent kits for selective detection of protease enzyme activity. Enzium offers a handful of off-the-shelf fluorescence-based detection kits and is developing a custom reagent service based on its proprietary technology.

The establishment of a start-up company at USciences is a first for the University. In addition to adding a new dimension to the campus from a research and entrepreneurial aspect, the company will provide exposure to students interested in gaining behind-the-scenes insight into the business world.

Currently, Enzium is packaging protease detection kits for research and development applications in academic labs, government labs, and commercial labs. Enzium's EnSens® reagents are unique compared to competitors' because they are based on an engineered protein platform and can incorporate very long protease recognition sequences. This unique platform allows Enzium to quickly build very selective reagents for difficult-to-detect proteases using the proteases' natural substrates.



Drexel Engineering Breakthrough Will Allow Cancer Researchers to Create Live Tumors With a 3D Printer

A Drexel University professor has devised a method for 3D printing tumors that could soon be taking cancer research out of the petri dish. Using a mixture of cervical cancer cells and a hydrogel substance that resembles an ointment balm, Wei Sun, PhD, Albert Soffa Chair professor in the College of Engineering, can print out a tumor model that can be used for studying their growth and response to treatment. This living model will give cancer researchers a better look at how tumors behave and a more accurate measure of how they respond to treatment.

While researchers have been able to make cell models and tissues using rapid prototyping methods for some time, Sun's lab is the first to produce a living 3D tumor model through additive manufacturing. Sun's team plans to continue its research in hopes of creating tumors that are even more similar to those that grow in the body. In addition, the group is working on ways to attach the models to tissues and vasculature that they've printed, which would recreate the way tumors grow in their bodily habitat.

DORM ROOM FUND

15	Philly Startups
1	Exit
20K	Average Investment
9	Philly Student Investors

First Round Capital Connects Young Entrepreneurs with the Tech, Resources and Community they Need to Make a Lasting Impact

Founded in 2011, by First Round Capital, the Dorm Room Fund is a student-run venture firm that invests in student-run companies. Their team is all students and their mission is to inspire and support more careers in the startup industry. With the belief that a relatively small amount of capital can help student founders take their ideas from the dorm room to the market, The Dorm Room Fund aims to be the first choice for student entrepreneurs in the greater Philadelphia region who need capital to start their amazing businesses.



Public Space

Philadelphia has seen a renaissance in urban design and placemaking, and University City is at the forefront of this movement. Partnerships between public, private, non-profit, and community organizations have allowed for unique presentations at our public spaces. Here are a few examples of UCD projects that have brought people together through inspired urban design and community events.



■ 40th Street Trolley Portal

University City District's goal is the creation of a vibrant new park at the 40th Street Trolley Portal serving as a much-needed gathering space for transit riders in addition to area residents, employees, and students. The improved Portal will have trees to offer respite from the summer sun, a high-performance landscape to filter stormwater, chairs and benches to draw pedestrians to relax after a long day's work, native plant species to attract butterflies and hummingbirds, and Pennsylvania bluestone boulders to allow children the joy of climbing of rocks.

The project consists of two components: The Plaza and The Apron. The Plaza will be a vibrant and social space, featuring a bosque of trees, movable tables and chairs, native horticulture, artful lighting, and boulders for creative play. An amenity for area students, residents, employees and SEPTA passengers, The Plaza will also serve as a destination activated by a variety of programming.

The second component, The Apron, is the area entirely surrounded by tracks. The Apron will rationalize pedestrian circulation, replacing impervious surfaces with lush wildflower meadow-like mounds filled with native plant species and cultivars chosen for their ability to attract butterflies and other pollinators. The mounds will be partially bounded by seat walls, creating a comfortable place to sit while waiting for or observing the trolleys.

Once complete, The Portal will demonstrate the powerful combination of great urban design, infrastructure renewal, and innovative responses to economic growth—a green demonstration project that will increase transit ridership, serve University City's critical jobs base, and elevate University City's status as one of the desirable and profitable places to live, work, and do business in the state of Pennsylvania. So far, UCD has raised more than \$2 million for the project and plans to begin construction in 2015.



Rendering courtesy of Andropogon Associates

Films at Clark Park

For the first time in 2014, UCD and Friends of Clark Park welcomed the film series The Awesome Fest for a seven-week celebration of music and film with free outdoor movie screenings. The bowl at Clark Park was transformed into an outdoor amphitheater for an audience of thousands.



The Porch at 30th Street Station

THERE NOW

The Porch at 30th Street Station continues to function as one of Philadelphia’s premier public spaces, serving as a concert, performance, and market venue, an al fresco dining destination, and a distinct landing spot for the hundreds of thousands of passengers who travel into and out of the station each year. University City District runs programming at The Porch, including a slate of food trucks, music performances, arts programming, and special events.



WHAT’S NEXT FOR THE PORCH



Planning is in the works to redevelop The Porch so that it realizes its potential as a vibrant civic space.
Rendering courtesy of Studio Bryan Hanes



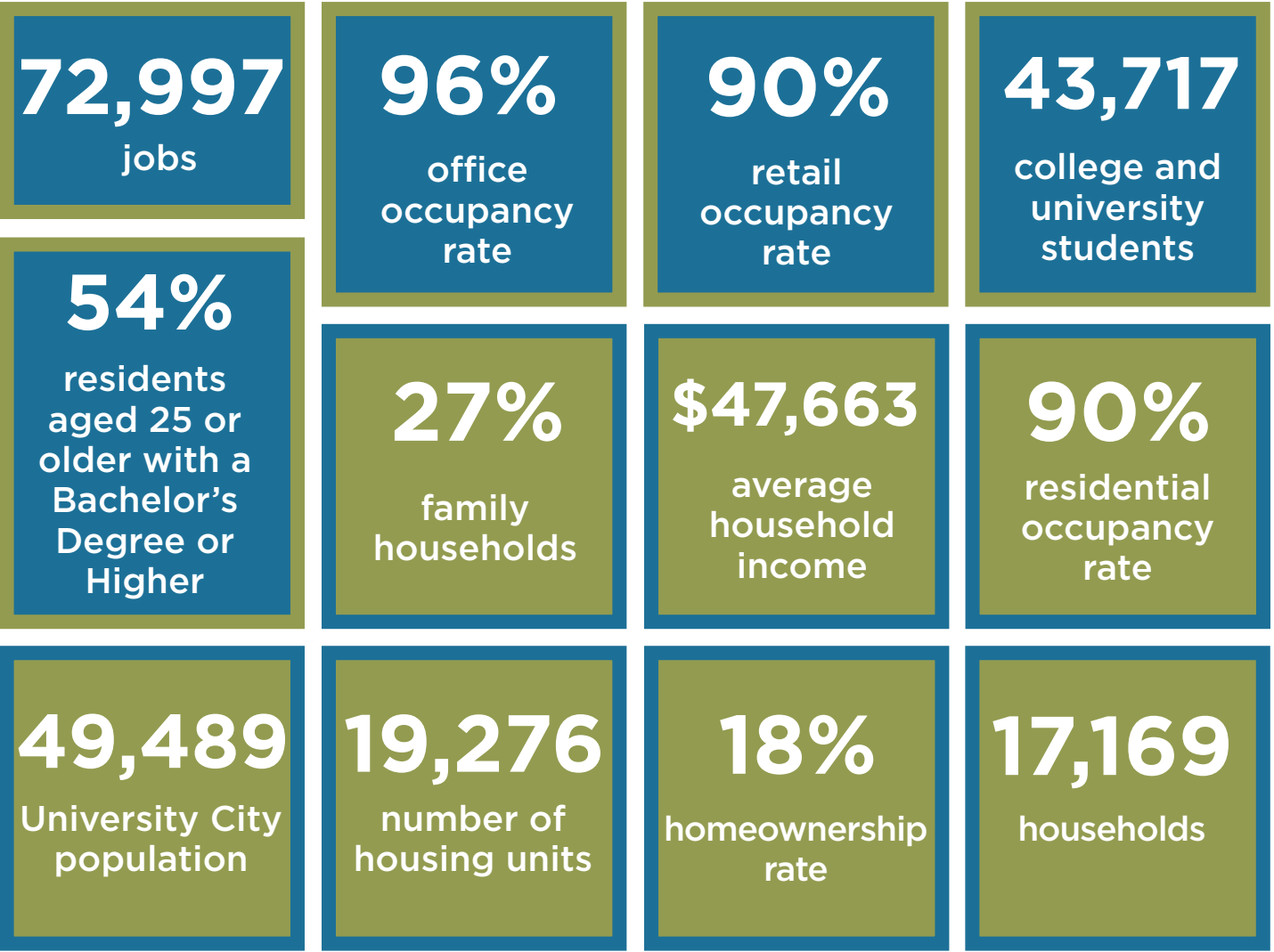
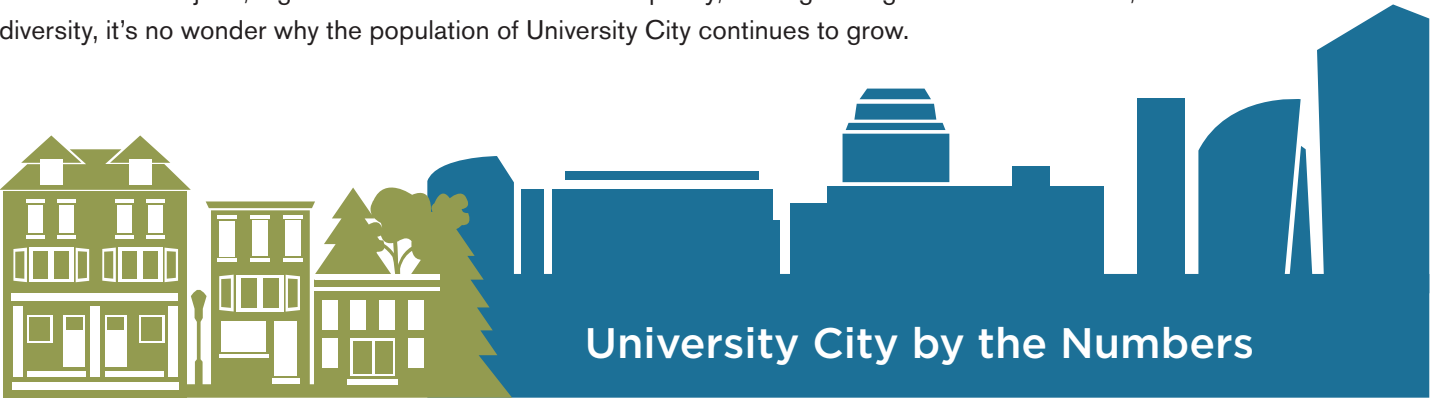
Demographics

University City remains a desirable destination for students, families, and young professionals. Employment rates are strong, the population grows each year, and the neighborhood is one of the most diverse in the city.



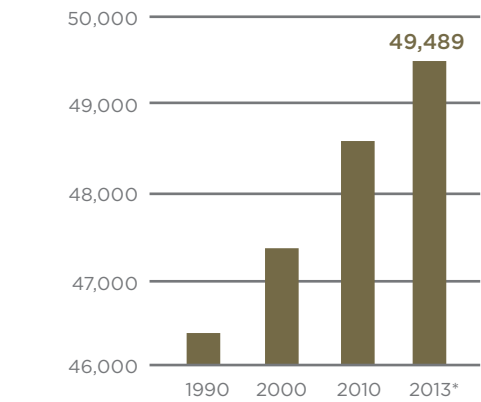
People

With a wealth of jobs, high rates of office and retail occupancy, a rising average household income, and ethnic diversity, it's no wonder why the population of University City continues to grow.



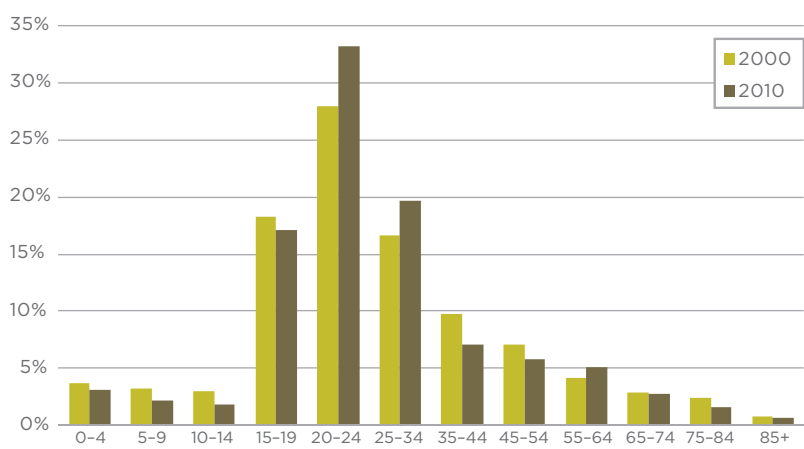
Source: U.S. Census Bureau: 2010 U.S. Census; American Community Survey; OnTheMap-2011, Longitudinal-Employer Household Dynamics Program, Newmark Grubb Knight Frank, UCD

Population Growth in University City



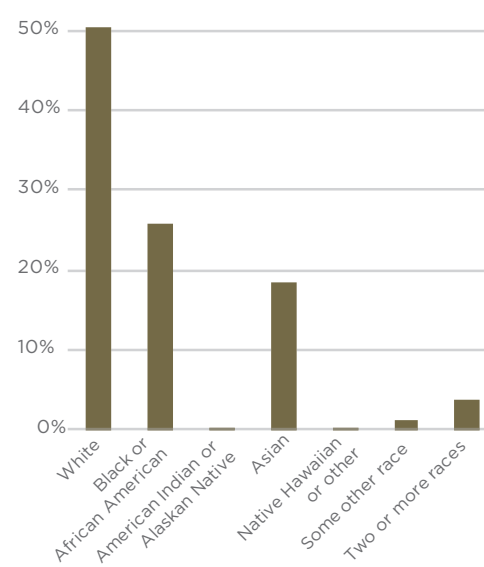
Source: U.S. Census Bureau, U.S. Census
*UCD estimate for 2013

Age of University City Residents



Source: U.S. Census Bureau, U.S. Census

Racial Diversity

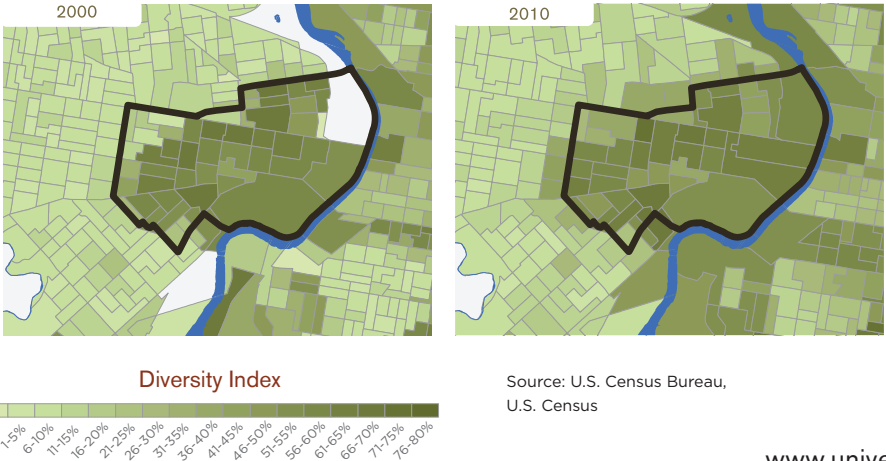


Source: U.S. Census Bureau, 2010 U.S. Census



Diversity Index

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



Source: U.S. Census Bureau, U.S. Census

Transportation

Whether biking, walking, or taking a train or trolley, getting around University City is easy thanks to excellent public transit service, constantly improving walkability, and an eye toward bicyclists, thus reducing the need for private vehicles.

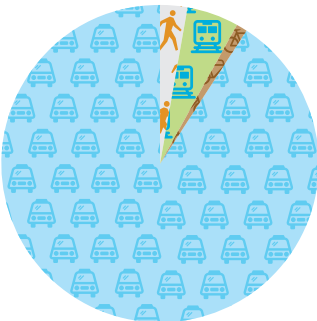
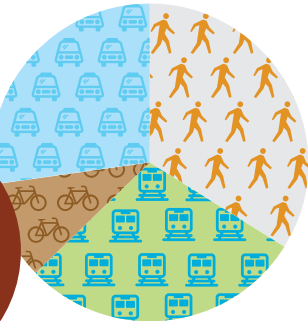
Mode To Work

University City Residents

Philadelphia Residents

U.S. Residents

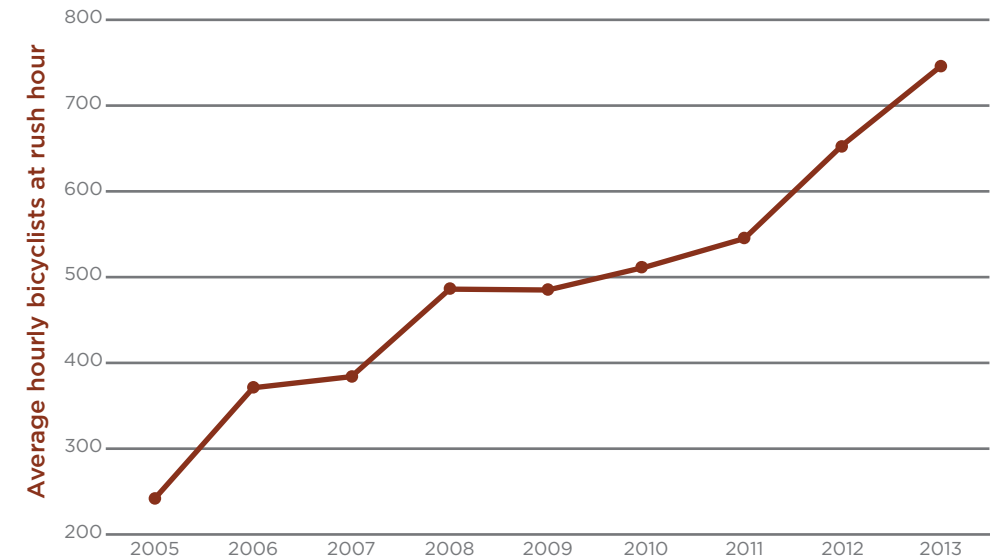
Biking in University City has increased by 141% since 2000



- Walking
- Public Transportation
- Bicycle
- Car (includes driving alone and carpooling)

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Bicycle Traffic Between University City and Center City*



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

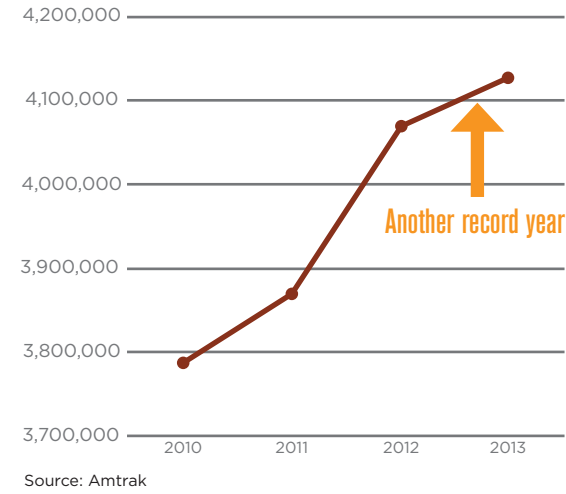
Walk Score in University City and Surrounding Neighborhoods



University City is among the most walkable neighborhoods in Philadelphia with an average Walk Score of 90, compared to 77 in Philadelphia overall. Walk Score measures the walkability of a location based on the proximity of amenities such as grocery stores, schools, parks, restaurants, and retail.

Low High
Source: walkscore.com

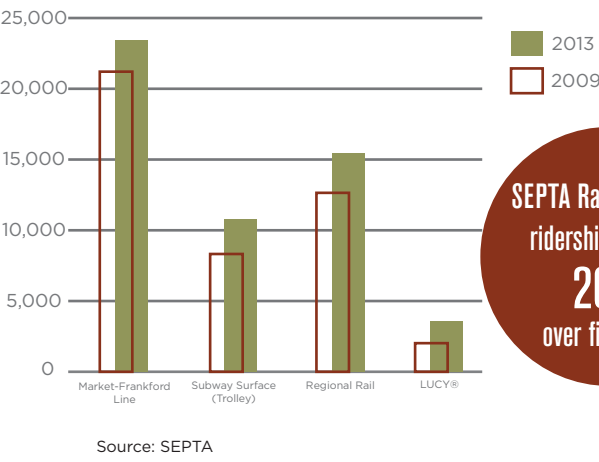
Total Amtrak Ridership at 30th Street Station



Source: Amtrak

SEPTA Rail Ridership

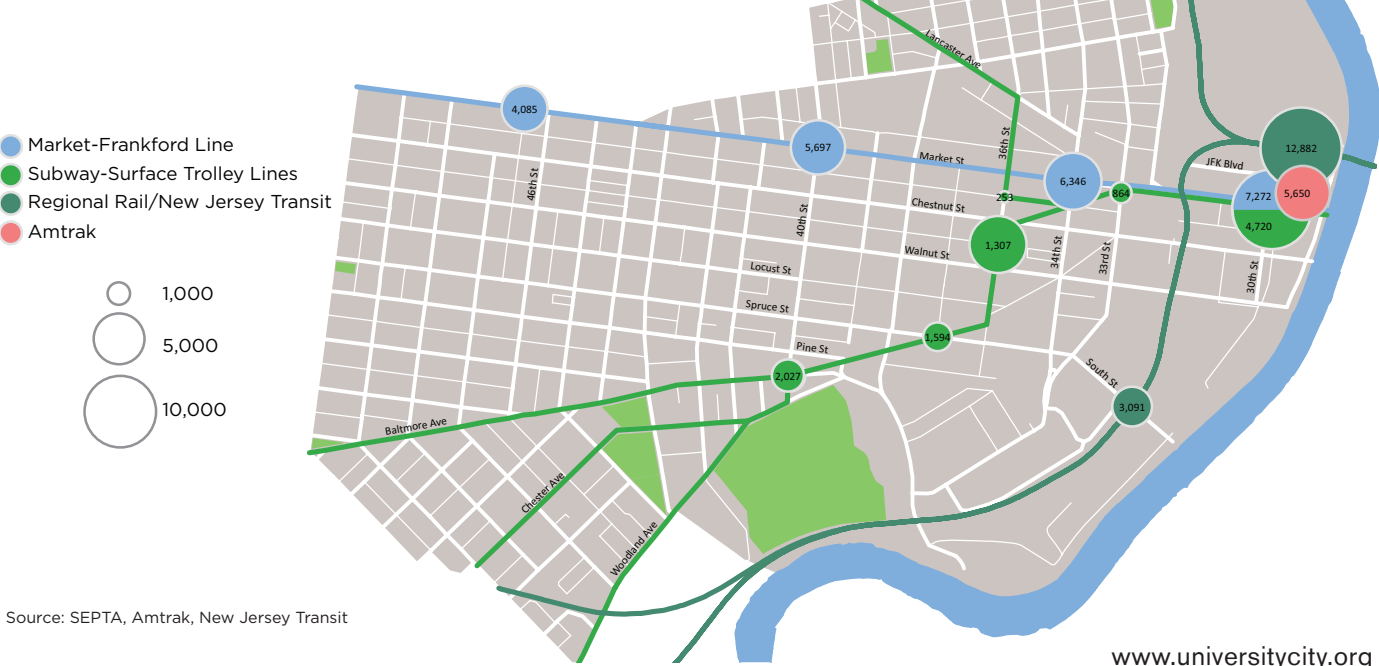
(average daily boardings at University City stations)



Source: SEPTA

SEPTA Rail and LUCY ridership is up by 20% over five years

Average Daily Boardings at University City Rail Stations



Source: SEPTA, Amtrak, New Jersey Transit

Education

True to its name, University City provides some of the best options for undergraduate and graduate studies in the region.

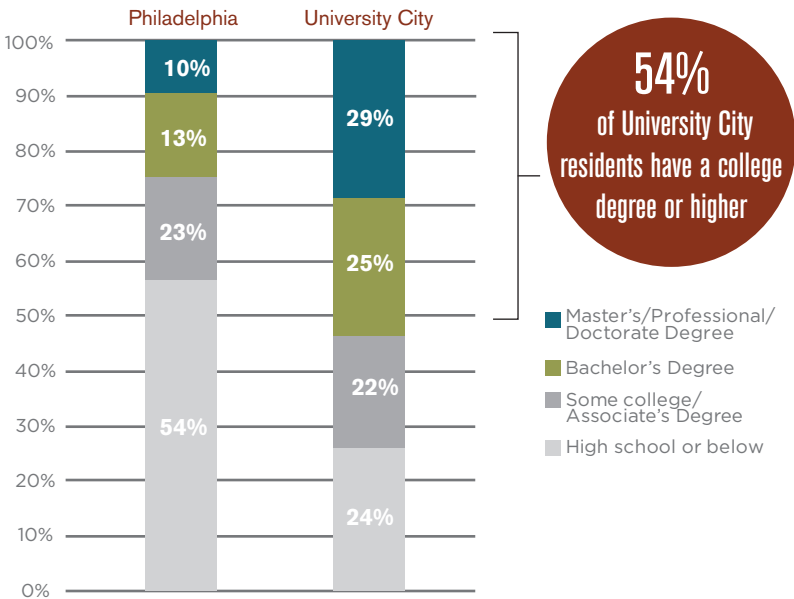
	University of Pennsylvania	Drexel University*	University of the Sciences in Philadelphia	The Restaurant School at Walnut Hill College	Community College of Philadelphia West Campus †
Students					
Undergraduate	11,525	16,616	2,438	468	2,688†
Graduate	13,105	9,516	361	0	0
Total Students	24,630	26,132*	2,799	468	2,688†

Student Housing					
Undergraduate					
in campus residences	5,645	4,097	767	139	n/a
in fraternity/sorority	502	200	75	0	n/a
off campus (total)	5,378	12,319	n/a	329	2,688
in University City	3,410	n/a	213	23	n/a

Graduate					
on campus	850	205	29	0	0
off campus (total)	12,255	9,311	332	0	0
in University City	4,307	n/a	37	0	0

* Includes 2,331 students on co-op and 5,187 distance learning students. Total students on University City campus is 15,820.
† Includes credit and non-credit students who took classes at the West Regional Center including summer terms

Educational Attainment



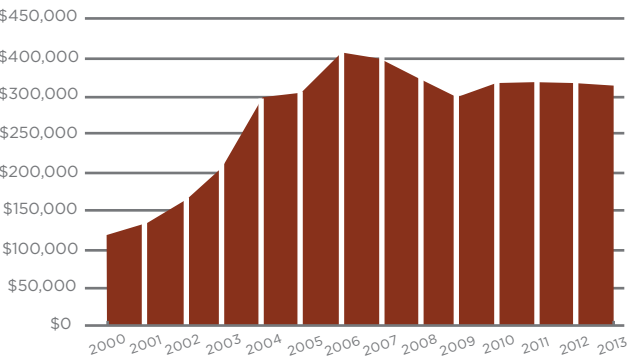
Source: U.S. Census Bureau, 2008-2-12 American Community Survey



Housing

Housing sales in University City have reached their highest level since 2007, rent remains significantly cheaper than Center City, and the cost of living is significantly lower, too, making University City a great and affordable place to call home.

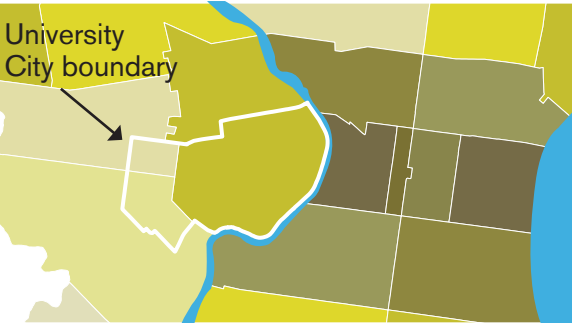
Median Home Sale Price*



*Price in inflation adjusted 2013 dollars
Source: Realtor, 2000-2002; TREND, 2003-2013

Cost of Living in University City and Central Philadelphia

The cost of living in University City is 28% lower than in Center City (Girard Ave. to Tasker St.)



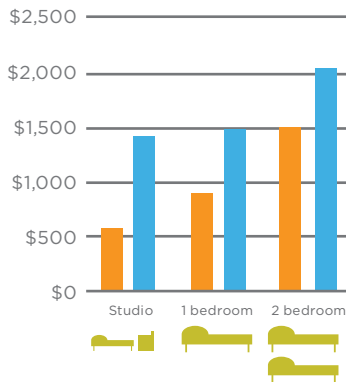
Note: Cost of living index includes: food, housing, utilities, transportation and health costs. UCD value is weighted by zipcode.
Source: Sperling's BestPlaces



Rents in University City and Center City

■ = Center City
■ = University City

1-9 unit buildings



10+ unit buildings

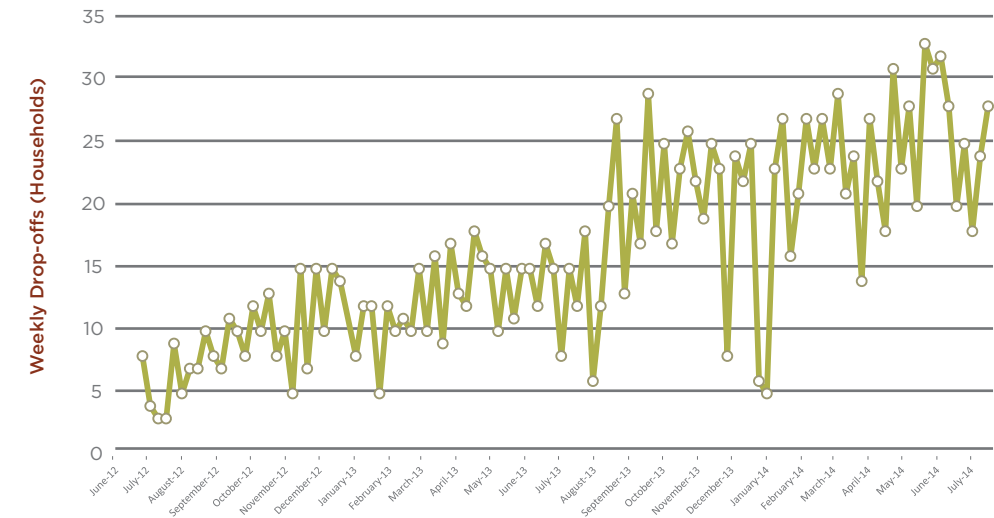


Source: University of Pennsylvania, Off-Campus Services

Sustainability

The Dirt Factory

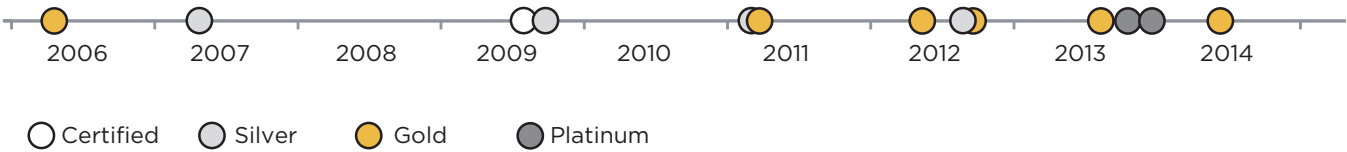
In its first two years The Dirt Factory, a community composting facility run by UCD, has produced roughly 20 tons of compost from 350 bags of fallen leaves collected in the neighborhood. The food waste donations of approximately 200 different University City households have kept all of that organic material out of landfills. That compost has been distributed for free to University City gardeners, and used in UCD landscaping projects.



Source: UCD

Weekly drop-offs of organic waste to The Dirt Factory have increased by **375%** over its first two years

LEED Certified Buildings in University City



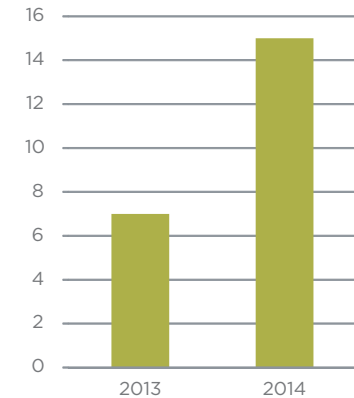
Source: Delaware Valley Green Building Council

Rain Check

Rain Check is a Philadelphia Water Department (PWD) program that provides residents with resources to manage stormwater and beautify their homes. Thanks in part to a partnership with UCD, 109 University City homes have been evaluated for stormwater improvements, and 22 have received downspout planters, rain gardens, and other tools that keep rainwater from entering and overflowing the sewer system (representing 16% of all installations completed citywide in a neighborhood with just 3% of its residents).



Stormwater Improvements Completed



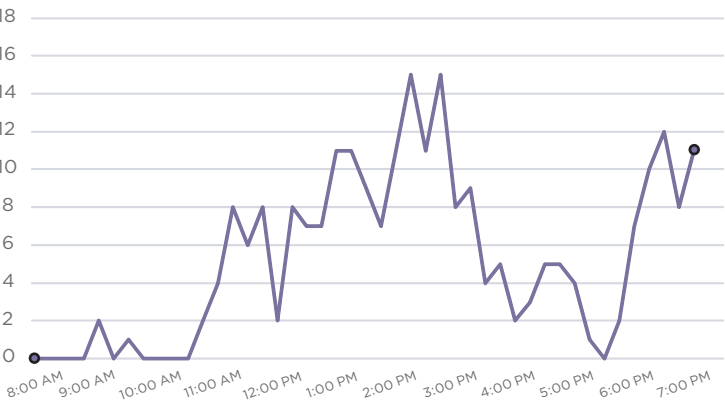
Source: UCD



On a typical day, UCD's parklets provide seating for well over 300 unique users, all in the space previously dedicated to a handful of parked cars.

Those parklet users contributed to a sales increase of nearly 20% at adjacent businesses, while enlivening UCD's streets and sidewalks.

User counts on a typical day at one of UCD's six Parklets



Source: UCD

Dining Days

University City Dining Days celebrated its 10th year in July. Local restaurants offered special menus and three-course options for fixed prices of \$15, \$25, and \$35 dollars. The promotion brings extra exposure and business to area restaurants.

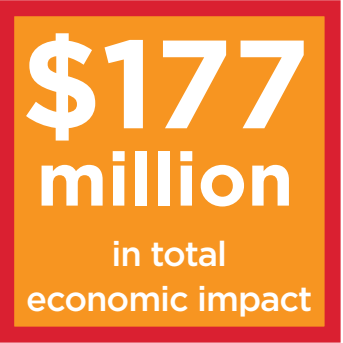


Baltimore Avenue Dollar Stroll

Baltimore Avenue is home to a wide array of unique businesses, and gets a chance to shine during the always-popular Baltimore Avenue Dollar Stroll events. Thousands of people flock to the area to sample \$1 wares from local businesses and enjoy free entertainment.

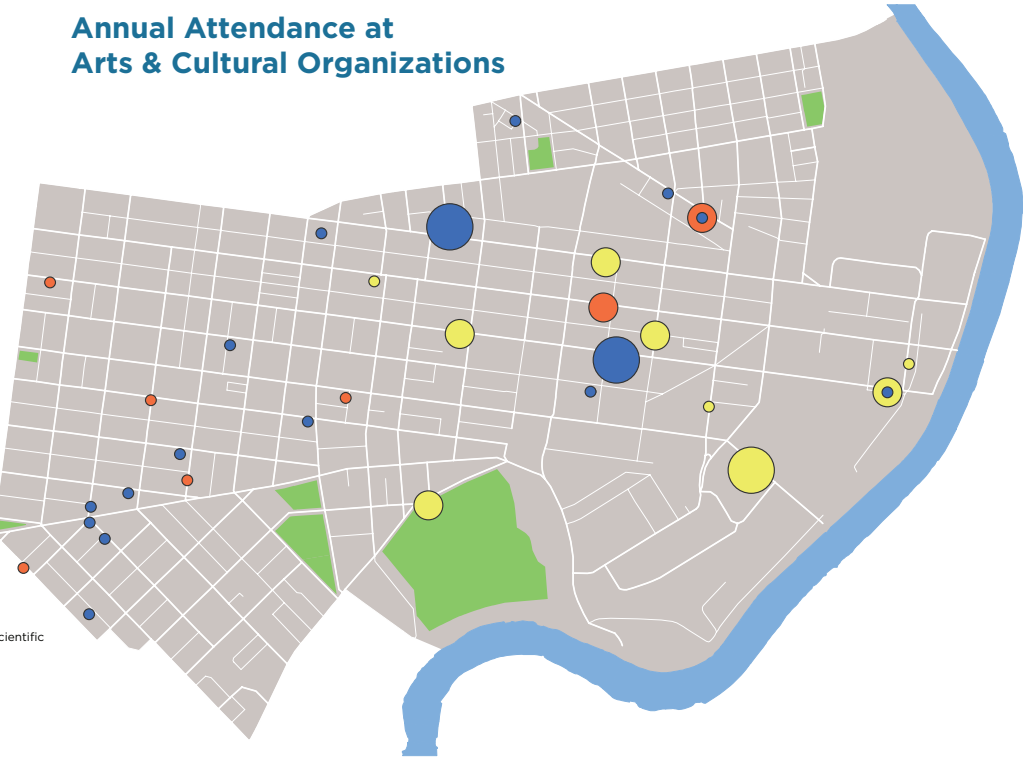
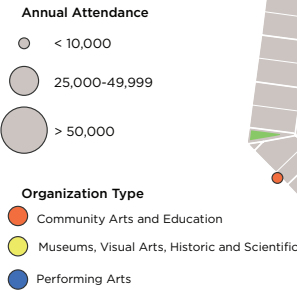
Arts & Culture

University City's Arts & Cultural Organizations Annually Generate



Jason Rhoades, from 'My Madinah: In pursuit of my ermitage ...' 2004/2013, Installation view, Institute of Contemporary Art, University of Pennsylvania. Photo: Aaron Igler/Greenhouse Media

Annual Attendance at Arts & Cultural Organizations



Source for this page: Greater Philadelphia Cultural Alliance

About University City District

University City District (UCD) was founded in 1997 by a partnership of world-renowned anchor institutions, small businesses and residents to improve economic vitality and quality of life. Our primary mission is community revitalization. We work within a place-based, data-driven framework to invest in world-class public spaces, address crime and public safety, bring life to commercial corridors, connect low-income residents to careers, and promote job growth and innovation.

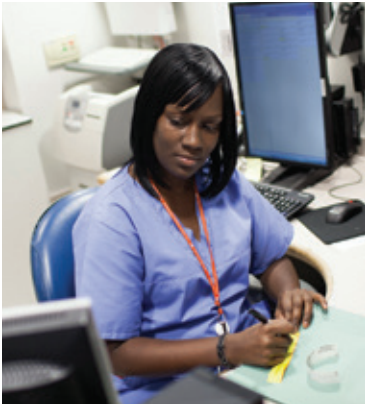
Clean and Safe

UCD is dedicated to improving the neighborhood. Our Public Space Maintenance staff clean and enhance more than 160 University City commercial and residential blocks, and our safety ambassadors provide walking escorts, vehicle lock-outs, and transplants to homeless shelters.



Placemaking

University City District is invested in the community and aims to improve it through placemaking efforts. Facilitated by unique partnerships from across public, private, and community sectors, UCD works to shape the physical and social character of our public spaces with efforts such as the Porch at 30th Street, Baltimore Crossing, the Parklets, the forthcoming 40th Street Trolley Portal, and more. We also transform public spaces with signature events such as the Baltimore Avenue Dollar Stroll, Awesome Fest, and the 40th Street Summer Series, and boost the neighborhood’s retail vitality with our University City Dining Days.



West Philadelphia Skills Initiative

UCD’s West Philadelphia Skills (WPSI) Initiative continued its work of connecting employers seeking talent to West Philadelphia residents seeking work. To date, WPSI has placed over 125 employees who have earned an average wage of \$12.13/hour.

Project Rehab

Project Rehab, UCD’s program that works creatively and comprehensively to unlock the economic potential of vacant and underutilized properties and to leverage private investment in their redevelopment, continued its strong work to assist local properties. In its brief history, Project Rehab has helped sell 23 properties and rehabilitate 15 more, and has helped create over \$11 million in total dollars of market value.



Before



Rendering of remodeled home

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Executive Vice President
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Senior Vice President for
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West Philadelphia Skills Initiative

Ryan Spak
Manager, Project Rehab,
Planning and Economic Development

Sharon Thompsonowak
Program Manager,
West Philadelphia Skills Initiative

Steve Walsh
Director, Community and
Business Services



University City District

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.

For more information about UCD's Membership Program, contact the development office at **215-243-0555**.



MEMBERSHIP PROGRAM DETAILS

NETWORKING AND INFORMATION

- Members-only invitations to semi-annual networking breakfasts and briefings, featuring opportunities to interact with University City developers and institutional leaders and to discuss the latest trends and projects
- 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

MARKETING AND PROMOTION

- Table/tent presence at one consumer-oriented UCD event each year (for example Baltimore Avenue Stroll, 40th Street Summer Series, The Awesome Fest Film Series)
- Banner 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
- Priority presence in UCD's emerging residential marketing campaigns

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, move-in/move-out services and public space maintenance services

COLLECTIVE ECONOMIC GROWTH

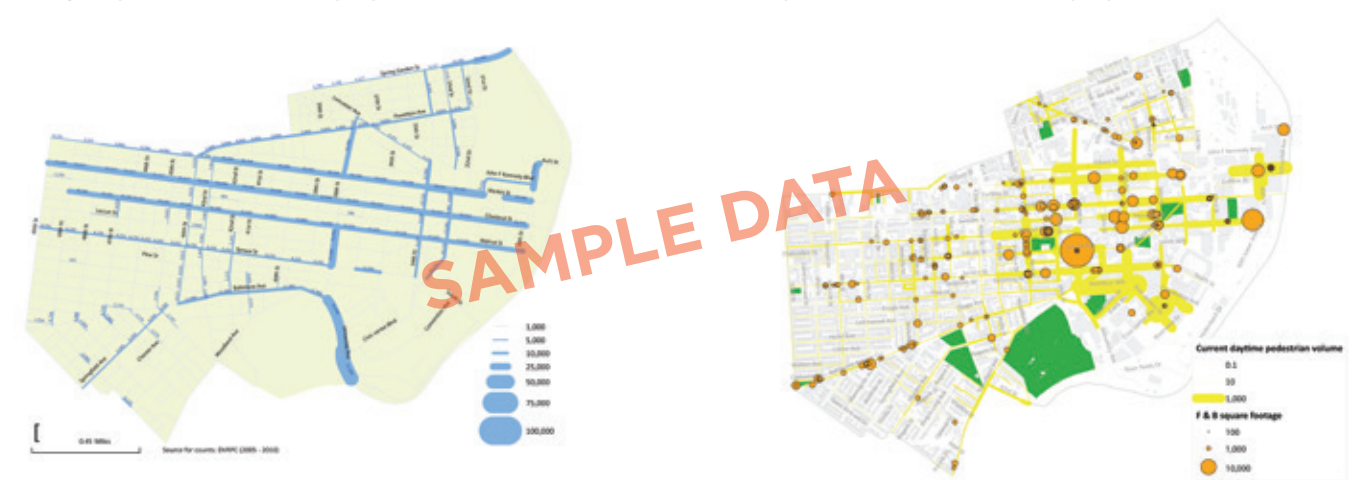
Your membership also supports core UCD services, including:

- 120,000 public safety patrol hours/year
- More than 4,400 nighttime walking escorts of University City students and residents to their homes
- 44,000 hours of public maintenance services/per year, including 130,000 bags of trash removed and 3,500 graffiti tags erased
- Major investments in University City public spaces and gateways, including The Porch at 30th Street Station, the 40th 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 reshape commercial corridors

Exclusive Access to Custom Market Research and Development Trends

Average Daily Vehicle Traffic in University City

Predicted Daytime Pedestrian Volume in University City



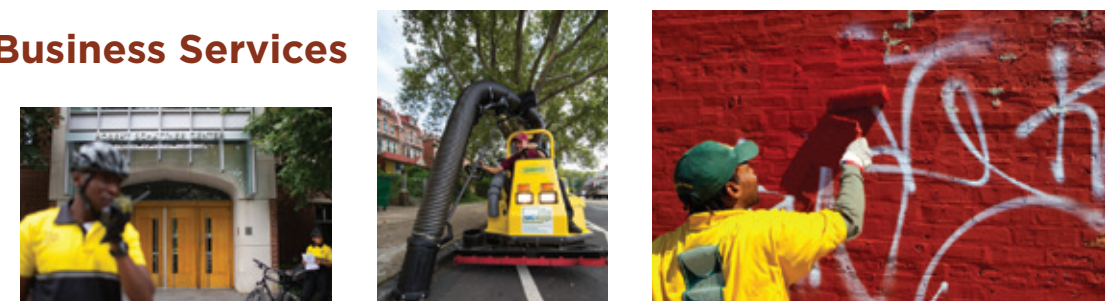
Networking Opportunities



Marketing and Promotion



Priority Business Services



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University City District

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