



HAN DYNASTY



Our residential neighborhoods and core business districts continue to experience a commercial boom. Dozens of new stores and restaurants open every year, and retail occupancy rates and pedestrian counts continue to dramatically climb. In addition, University City's arts, culture and creative class has become a key contributor to the neighborhood's economic prosperity.





Bliss Juices and Ice Cream, an extension of the Lebanese restaurant Manakeesh Cafe, opened in what the neighborhood has quickly dubbed "Little Beirut."

The wildly popular Little Baby's Ice Cream opened a second location in Cedar Park.

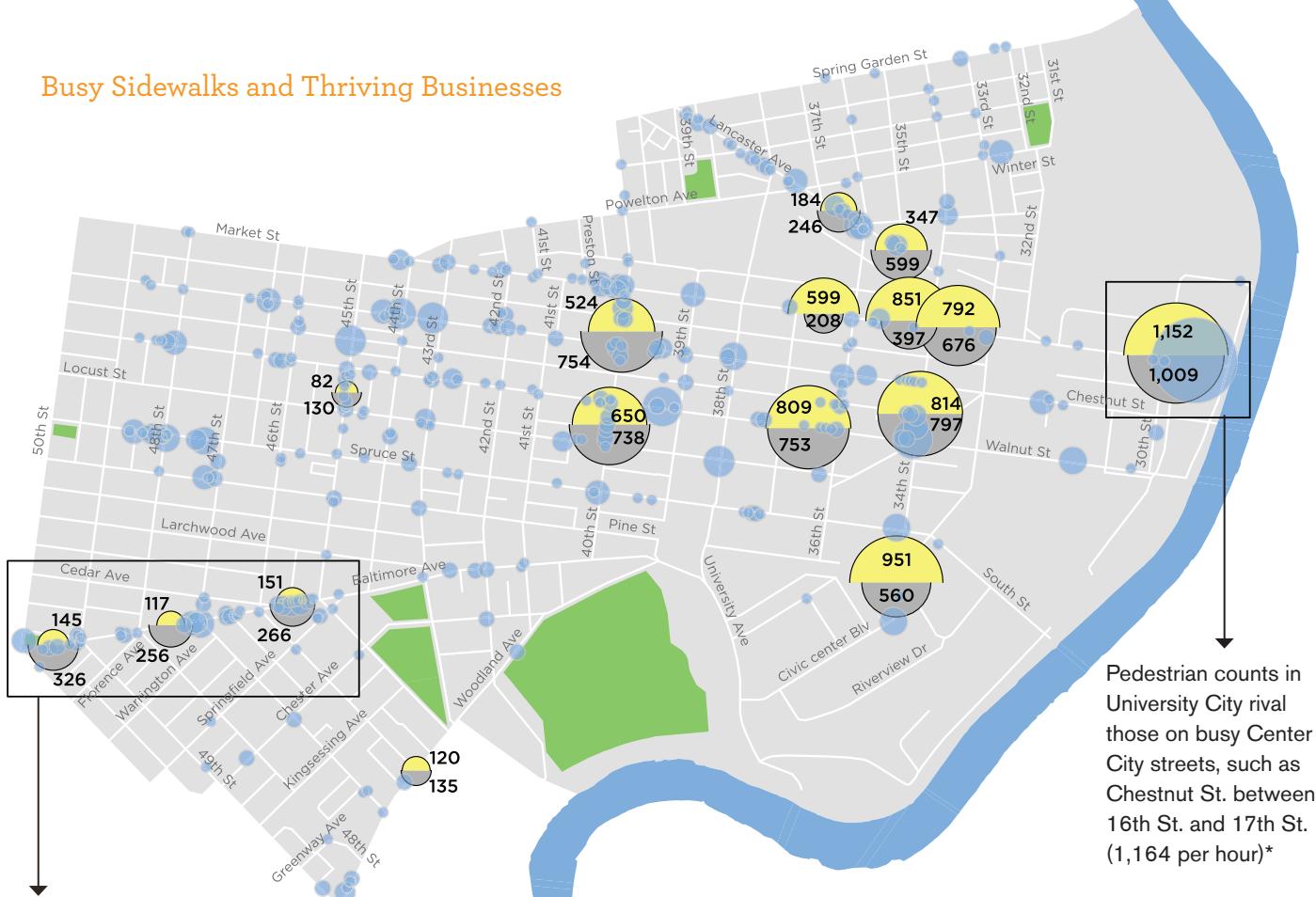


Business owners know that University City is a smart bet thanks to the neighborhood's proximity to intellectual capital, its residential density, walkable neighborhoods and mixed-use development centered on mass transit. In the last year, more than three dozen new businesses opened in University City, including new outposts of Little Baby's Ice Cream, Han Dynasty, HipCityVeg and Shake Shack.

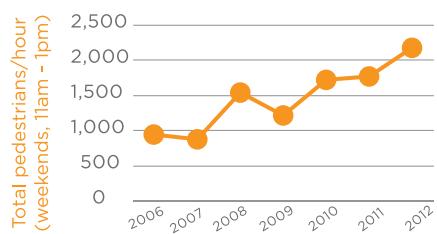
The Bottle Shop at Local 44 has completed the remarkable transformation at 44th and Spruce, also home to Honest Tom's Taco Shop, Lil' Pop Shop and others.



Busy Sidewalks and Thriving Businesses

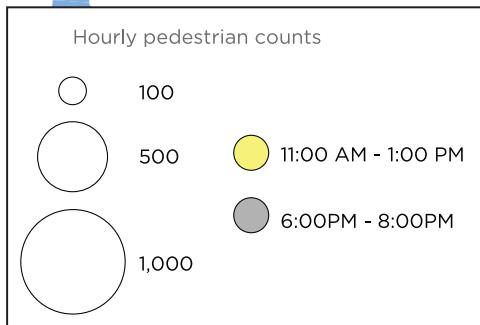


Pedestrian counts continue to climb on University City's commercial corridors, such as Baltimore Avenue.



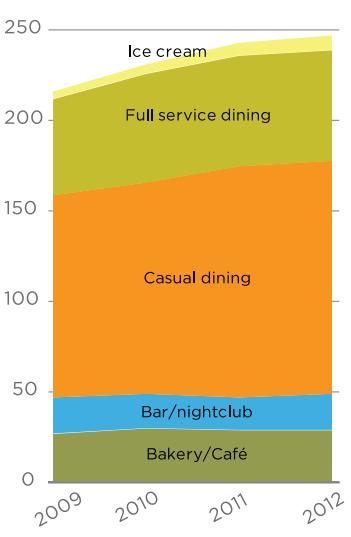
Source: UCD

*2011 data (Source: Center City District)



Ground floor retail businesses

The number of restaurants in University City continues its dramatic climb, up 14% since 2009



Chestnut Square is poised to transform the pedestrian experience along the 3200 block of Chestnut Street practically overnight with locations of **Shake Shack**, **coZara**, **Zavino**, **Joe Coffee**, and **Yogorino** opening. With this in mind, we asked one owner what makes University City so desirable.

-Jonathan Rubinstein, co-founder, Joe Coffee

Bustling Streets

Amid University City's continual commercial growth, UCD's signature events such at the Baltimore Avenue Dollar Stroll and University City Dining Days, and interventions like Parklets animate our sidewalks and vastly improve sales at neighborhood establishments.

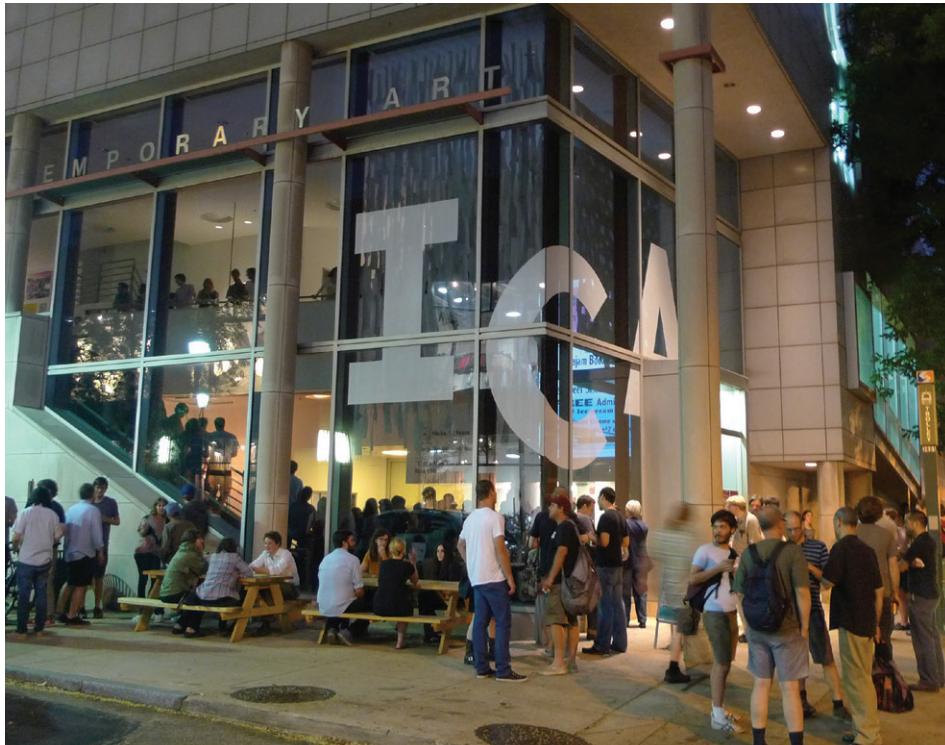


“Business has increased **40%** beginning the day after the Parklet was installed.”

—Tom McCusker
owner, Honest Tom’s Taco Shop

UNIVERSITY CITY'S *Creative Economy*

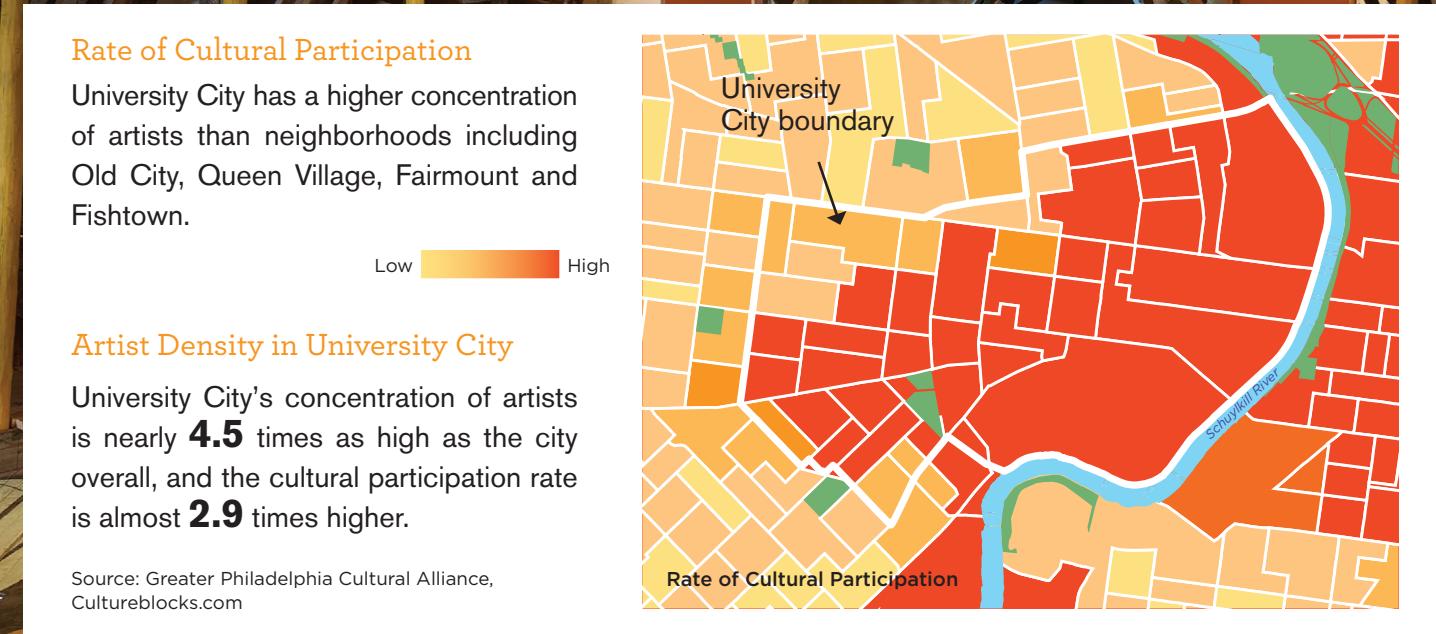
From Andy Warhol's first solo exhibition to one of the largest collections of Egyptian artifacts to the cutting-edge of cinema and theater, University City is a leading center of creativity. Artist-rich and participation-rich, the neighborhood's arts and cultural landscape is one of University City's strongest assets for growth, responsible for more than 2,300 jobs and over \$175 million in economic impact in 2012.



Source: Greater Philadelphia Cultural Alliance



Institute of Contemporary Art



Pictured above, Lancaster's Avenue's vacant Hawthorne Hall was transformed by The Rabid Hands Art Collective, who hail from Brooklyn, New Orleans, and Detroit—cities where artists have been on the forefront of creative adaptive reuse and transformation of abandoned structures.

	Number	Number per Resident (compared to Philadelphia overall)
Nonprofit Arts and Cultural Organizations	118	2.92 times higher
Cultural Businesses	73	1.02 times higher
Public Art	135	4.5 times higher
Art Galleries	9	2.03 times higher
Cultural Events (Permits)	6	1.31 times higher