



Connection



The UCD
Newsletter
Summer
2017

Reflecting on Our 20th Anniversary: A Note of Gratitude from UCD President Matt Bergheiser

It is said that the only time you should ever look back is to see how far you've come. In 20 years, University City and University City District have come a long way.

As UCD celebrates our 20th anniversary in 2017, it is especially meaningful to reflect on our founding principles: community, partnership and possibility.

In 1997, neighbors, businesses and institutions organized under a simple but powerful idea: together, we could make an enduring impact on a place that so many cared about. In our earliest days, this notion was put to the test on issues that defined the very future of the community: grappling with public safety crises; reimagining forlorn commercial corridors; recasting the story of University City to attract businesses and entice residents and consumers.

By every objective measure, this foundational work was a success. The passion and steadfastness of residents, the drive of small business owners and cultural institutions, the vision of anchor institutions and the hard work of the team at UCD and so many other organizations have shaped a neighborhood of choice, exceptional not just in the city and region, but anywhere.

As the neighborhood advanced, UCD and scores of partners applied the same bedrock principles – community, partnership and possibility – to new challenges and budding opportunities. And as we turn twenty, the fruits of these efforts have taken hold. The Porch, neighborhood parklets and the upcoming Trolley Portal Gardens are quintessential UCD endeavors, convening the wishes and the willpower of residents with (continued on page 2)

The Porch at 30th Street Comes Alive with Food, Performances, and More!

Spring and summer are great times to visit The Porch at 30th Street! UCD's flagship public space features food trucks every weekday, lush landscaping, and plenty of places to lounge and escape the bustle of the city. This summer we will present PECO Performances at The Porch, bringing a wide variety of music, dance, and arts performances each week to The Porch. New Sound Brass Band kicked off the series on May 1st with a performance beginning at 12:30PM. Make sure to follow The Porch at 30th on social media and check universitycity.org for updates and exciting announcements!



Reflecting on Our 20th Anniversary (continued)

the commitment of institutions to invent entirely new places and conjure up beautiful green spaces where once there was only uninviting concrete. Project Rehab was similarly born of the will of the neighborhood, in this case to address long vacant and abandoned properties; over time, we galvanized partners to bring more than 100 such dwellings back to the market.

The West Philadelphia Skills Initiative shifted UCD's approach while reinforcing its values. Asking ourselves how we could contribute solutions to the crisis of economic disconnection, we built bridges to life-changing jobs with our institutional partners. Neighbors come to us in the throes of long-term unemployment; they leave with a path to possibility, and have now earned more than \$13 million in wages in the six year run of the Skills Initiative. Finally, Green City Works, started in UCD's 19th year, magically marries our core tenets together - first, to make University City more beautiful and, second, to connect local residents to opportunity. We employ West Philadelphians who had previously faced stumbles and hurdles in their careers, and they work to further a more green, more vibrant web of public and private spaces across parks, institutions and new development projects. They help us create and

sustain a civic infrastructure commensurate with the magnificent commercial infrastructure rising around us.

All the while, University City District continues to double down on our foundation – clean and safe streets, thriving retail corridors, and destination events to drive people and customers to local businesses and attractions. And, all the while, UCD's foundation of community, partnership and possibility endures, and precipitates new ideas and new approaches. As the neighborhood evolves and advances in ways that could not have been imagined in 1997, what possibilities lie ahead for UCD and for University City? Together, we will continue to explore and act on our highest hopes and aspirations for a decidedly magical place. Please join us in celebration and in collaborative action throughout the year as we honor the past and build the future. And thank you for all you have done to make University City and University City District extraordinary.

Sincerely,



Matt Bergheiser
President, University City District

Breaking Ground on Trolley Portal Gardens



UCD has been hard at work since December's ceremonial groundbreaking for Trolley Portal Gardens, the future public space and restaurant at the 40th Street Trolley Portal. Since that time, we have been working with our partners to finalize the details needed to start construction: securing financing for the forthcoming Trolley Car Station, obtaining building permits, and completing construction plans.

Local general contractor Domus aims to commence construction later this spring. Although the site will

undergo significant physical transformation, SEPTA trolley service will not be disrupted by the construction. The area will remain open to pedestrians for safe access. Construction of the new public space and restaurant, Trolley Car Station, is expected to take approximately ten months to complete.

When completed, Trolley Portal Gardens will be a proper gateway for West Philadelphia trolley passengers and a welcoming new public space for neighbors. The new establishment will be an eastern (continued on page 11)

Summer Events Return to University City

With summer right around the corner, it's time to save the dates for the return of UCD's signature events! This year marks UCD's 20th anniversary, and we are looking forward to celebrating with our community throughout an action-packed summer event season. Don't miss University City Dining Days, the 40th Street Summer Series, Movies in Clark Park, the Baltimore Avenue Dollar Stroll, and PECO Performances at The Porch at 30th Street Station.



DINING DAYS

University City Dining Days will return this year from Thursday, July 13 to Sunday, July 23. Now in its 13th year, Dining Days is the "3 courses, 3 prices" promotion at many of University City's most popular dining destinations. The full list of participating restaurants and different price points will be made available later this spring on our website.

40TH STREET SUMMER SERIES

The 40th Street Summer Series, co-produced by University City District, Penn, and The Rotunda, will once again enliven the green area behind the Walnut Street Library at 40th Street with free monthly concerts. This year the programming will run from May through September, with performances on five Saturdays throughout the summer. Confirmed headliners include Sun Ra Arkestra, Brian Sanders' JUNK, Dan Blacksberg's Heisser Klezmerim, the West Philadelphia Orchestra, and Worldtown Soundsystem.



MOVIES IN CLARK PARK

In partnership with Philadelphia Parks and Recreation and Friends of Clark Park, UCD will once again present Movies in Clark Park, five weeks of free outdoor movies. Each screening will be preceded by fun activities and offerings from local organizations and businesses. The schedule runs every Friday from August 4th through September 1st.



BALTIMORE AVENUE DOLLAR STROLL

The Baltimore Avenue Dollar Stroll, presented in partnership with the Baltimore Avenue Business Association (BABA), will return on June 15th and September 7th from 5:30 to 8:30PM. During this unique event, University City's Baltimore Avenue between 43rd and 52nd Streets showcases its charm and businesses with \$1 bargains from neighborhood favorites. Grab everything from bites from signature restaurants to pet supplies to theater tickets and much more. Full details on participants and live entertainment will be coming soon!



PECO PERFORMANCES AT THE PORCH

All summer long PECO Powers Performances at The Porch! From May through September, a wide array of performers will sing, dance, drum, act, and entertain each week at The Porch! The series, made possible by PECO, begins May 1st.



Keep up to date with more details online at tinyurl.com/SummerInUC

News from the West Philadelphia Skills Initiative

Mayor James Kenney and L&I Secretary Kathy Manderino Visit WPSI

In 2017, the West Philadelphia Skills Initiative (WPSI) was proud to welcome distinguished civic leaders seeking to learn about our unique approach to workforce development.



On Thursday, March 9th, we enjoyed a visit from Pennsylvania Department of Labor & Industry (L&I) Secretary Kathy Manderino and Deputy Secretary for Workforce Development Eileen Cipriani as part of L&I's "Jobs that Pay" tour. The tour offers L&I a way to learn about successful workforce programs across the state, and share that information with organizations and employers seeking to create workforce systems that support all workers in Pennsylvania.

Speaking on the Skills Initiative, Secretary Manderino said, "These truly are jobs that pay. Successful graduates are making a living wage, receiving benefits, and forging a clear career path to a successful future." We are grateful for the visit from Secretary Manderino and Deputy Secretary Cipriani, and hope our program can serve as a model for others across the state.

On Wednesday, March 29th, UCD was honored to welcome Mayor Jim Kenney to the Skills Initiative. The Mayor joined our recent Allied Universal participants – as well as WPSI graduates and staff – to learn how we help local residents find meaningful employment with our employer partners. Mayor Kenney shared stories about growing up in a South Philadelphia row home, the jobs he held as a young man, and the transformative impact of his education. The Mayor provided an overview of his administration's priorities – including Pre-K, community schools, Rebuild (the initiative to invest in parks, rec centers, and libraries), and criminal justice reform – which are intended to holistically change the narrative of poverty. Like those of us at UCD, the Mayor believes that job training is a critical piece of the puzzle. "We've got to get people in our communities plugged into our economy," he explained.



The Mayor also gave participants advice on how to move careers forward and encouraged them to "meet everyone you can meet; talk to everyone you can talk to; get everyone's information; and put your best foot forward." This advice was particularly important for a program focused on building the soft skills necessary to gain employment and advance in the workplace.

WPSI Receives Major Support from the Pew Charitable Trusts

Each year we set ambitious goals to further the reach and impact of the West Philadelphia Skills Initiative. We are happy to report a major grant from The Pew Charitable Trusts that will help us do just that. This \$600,000 grant, the largest yet made to the Skills Initiative, is vital to our efforts to significantly grow our capacity over the next three years, as we strive to: expand the number of underserved residents we train in our core employment pipelines; grow our employer partnerships in order to connect to University City's entire ecosystem of growth, including opportunities in the building industry; and create new employment opportunities through business ventures fueled by the purchasing

NEW BUSINESS SPOTLIGHT

power of our institutional partners. We piloted this new approach in 2016 with our landscaping venture, Green City Works.

We would like to sincerely thank The Pew Charitable Trusts for their support of the Skills Initiative since its inception. We also thank our partners for their continued support of the Skills Initiative.

WPSI Graduate Joyce Bacon Joins Staff as Program Manager



Joyce Bacon, a 2013 graduate of the Skills Initiative, has joined the WPSI staff as our new full time Program Manager. Joyce was a standout participant while training for a role at the Children's Hospital of Philadelphia. After securing a position as a patient sitter, she was promoted to an in-patient clerk within her first six months. While at CHOP, she never strayed far from the Skills Initiative, returning frequently as a guest speaker and spokeswoman for the program. She also appeared in WPSI publications, videos, and with our Vice President, Sheila Ireland, as a guest on *Politics Nation* with Al Sharpton. Joyce's desire to help people achieve their goals in life led her to complete professional coach training, obtain a coaching certification, and build her own business. Joyce now brings that wealth of experience full circle by joining the Skills Initiative staff, where she serves as a coach, workshop facilitator, and manager of the WPSI Alumni Network.

New retail spaces, restaurants, and hotels are popping up throughout the neighborhood, as more businesses bet on University City. Here's a snapshot of new businesses that have recently opened in our area:

Restaurants

Beiler's Donuts • 3900 Chestnut Street

2nd Philadelphia location for popular Reading Terminal donut makers.

Booker's Restaurant • 5021 Baltimore Avenue

The 2nd Baltimore Ave. spot from Saba Tedla (of Aksum) offering comfort food and bourbon cocktails.

Caffe Bene • 3737 Chestnut Street

Korean chain specializing in coffee, Belgian waffles, and Misugaru.

Common Table • 304 S 48th Street

Pop-up restaurant space run out of The Enterprise Center's incubator.

CO-OP • 20 S 33rd Street #1

Seasonal dishes, seafood and rotisserie in The Study, a refined hotel.

Curry Bird • 4604 Woodland Avenue

Cantonese and Thai takeout restaurant specializing in dumplings.

Dim Sum House • 3939 Chestnut Street

Jane Guo's new restaurant featuring Shanghai and Cantonese-style small plates and drinks.

EAT Café • 3820 Lancaster Avenue

Pay-what-you-can café with three-course meals meant to address hunger issues in the community.

Ekta • 106 S 40th Street

BYOB West Philly outpost of the popular Fishtown Indian spot.

Fuel • 3200 Chestnut Street

Organic meals under 500 calories, plus juice and coffee bars.

Mood Café • 126 S 45th Street

2nd location of the Baltimore Ave. staple offering Indian/Pakistani chaat.

Ochatto Hot Pot • 3717 Chestnut Street

Hearty Asian stew from the owners of Ochatto Hand Drawn Noodles.

Pizza.Wings.Steaks • 3601 Market Street

New location of the Drexel pizza joint.

Schmear It • 3601 Market Street Suite 5

Brick-and-mortar of the popular truck offering bagels and cream cheese.

Xi'an Sizzling Woks • 4000 Chestnut Street

Chinese fare with Middle Eastern flavors.

Other Businesses

AKA University City • 2929 Walnut Street

Ultra-luxury hotel and apartment residences high atop Cira Centre South.

Microsoft Reactor • 3711 Market Street

Research hub offering technical advice, workshops, meeting spaces and more for start-ups.

Snapdragon Flowers • 5015 Baltimore Avenue

Boutique flower shop specializing in unique bouquets and arrangements.

The Study at University City • 20 S 33rd Street

10-story boutique hotel serving eastern University City.

Univest • 3601 Market Street

Personal and business banking, investments, and insurance.

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

Greening The Neighborhood

Tree Pit Refreshment Made Possible by Generous Neighbors



Over the past month, our Green City Works crew has worked to refresh tree pits in the neighborhood in preparation for spring. This beautification project is a direct result of the vision and generosity of Mike Hardy and Barry Grossbach, longtime University City residents and community leaders. We'd like to thank Mike and Barry for their continued support of UCD, and in particular their donation that made this greening effort possible.

Green City Works Celebrates its First Anniversary



Just over a year ago, UCD officially launched Green City Works, a landscaping social venture that provides design-build-maintenance services for commercial clients while employing West Philadelphia residents. In just a year, Green City Works has taken on maintenance for nearly 1 million square feet of green space across University City, working with a client list of 18 institutions and businesses including the Philadelphia Water Department, University of the Sciences, the Schuylkill River Development Corporation and Brandywine Realty Trust.

Green City Works has a ten-person crew, comprised of formerly unemployed West Philadelphia residents. Built on the foundation of UCD's job training program the West Philadelphia Skills Initiative, the venture ensures that employees receive the robust training and support needed to succeed on the job.

"It's been fantastic to see their development," says Brian English, GCW general manager. In addition to starting new contracts – including maintenance for the Cira Center and along the Schuylkill River Trail – Brian is focused on growing the team in 2017. A new cohort began training to join the Green City Works team this April, and he is also supporting the growth of the existing team. The venture's commitment to good wages and benefits, full-time, year-round positions, and advancement opportunities set Green City Works apart. As a result, GCW has built a dedicated team with nearly non-existent turnover.

Brian is excited about what Green City Works has been able to accomplish in the past year, and what it means for the larger community. "We're proving the concept that there's talent in West Philadelphia that's being overlooked. There's so much economic activity here in University City, and companies aren't always tapping into the talent. We're setting an example that the work can go to unemployed West Philadelphians."

Greening The Neighborhood continued on page 11

Project Rehab Continuing to Impact Local Businesses and Residents



Project Rehab, our innovative program that assists homeowners in restoring their properties to useful life, continues to deepen its impact the community.

Project Rehab and the West Philadelphia Skills Initiative partnered on a new pilot program called Community Porch Revitalization (CPR). A cohort of formerly unemployed West Philadelphians received entry level carpentry and safety training, and then used those skills to rebuild a dilapidated porch for a neighbor. CPR was the first step in a broader strategy to connect West Philadelphians with employment in the building industry, which will continue to drive economic growth in the district.

Through various interventions, UCD has worked to stabilize and promote growth along 50th Street. Project Rehab recently assisted Dock Street Brewery's expansion efforts by assisting them with their purchase of a formerly vacant building and navigating zoning issues for their new canning facility. The new facility aims to add 6-10 full time jobs in the neighborhood, and the owners hope it will draw additional commercial ventures to the corridor.

Project Rehab has also assisted Rosa's Fresh Pizza, a successful Center City business that gained national attention for its pay-it-forward approach that benefits the homeless. Not only did UCD find a retail space for the business, but Project Rehab also helped Rosa's obtain a \$50,000 forgivable loan, a \$50,000 PIDC loan, and nearly \$20,000 from the Merchant's Fund. The new shop, located at 16 S 40th Street, aims to open on July 1st. Project Rehab is made possible in part with support from the PA DCED Neighborhood Assistance Program.

Local Professionals Meet and Mingle at University City MIX



This winter, we debuted a new networking event called University City MIX. We partnered with local restaurants City Tap House, Distrito, and Landmark Americana for a happy hour event involving professionals from health care, real estate, technology, education, and other sectors that drive University City's economy. Feedback from attendees was overwhelmingly positive, so we will be continuing the series on a bi-monthly basis, where we will shine a spotlight on local partners doing exciting work in University City. The next edition will be held on May 18th at Dim Sum House, located at 3939 Chestnut. Stay tuned for dates and locations for July and September!

Enjoy Our Parklets!

4040 Locust Street

Hosted by Ramen Bar

261 S 44th Street

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

4239 Baltimore Avenue

Hosted by Green Line Cafe

801 S 47th Street

Hosted by Fu-Wah Market

4903 Catharine Street

Hosted by Little Baby's Ice Cream

125 S 40th Street

Hosted by Hai St. Kitchen, Jake's
Sandwich Board & Zesto Pizza



20 Years, 20 Stories: Meet the Original and Current Leaders of UCD

2017 is the 20th anniversary of University City District. To commemorate this milestone, we are publishing *20 Stories, 20 Years*, a rich compilation of the ways in which UCD has impacted the neighborhood through our work, told by the people who have made University City the vibrant, healthy and diverse community it is today. For more stories, head to www.universitycity.org/20thanniversary.

On a sunny March morning we traveled to Center City to bring together bookends of University City District's leadership to discuss the organization, the neighborhood, and how their efforts and visions shaped UCD's local impact. These men are Paul Steinke, UCD's first executive director, and Matt Bergheiser, UCD's current president, who joined the organization in 2009.

"I can't believe it's twenty years," Paul says. The current Executive Director at the Preservation Alliance for Greater Philadelphia is tall, thin, and serious; he wastes few words when explaining his path to UCD and his role in getting the fledgling organization off the ground.

UCD was not Paul's first experience with a neighborhood district. He served as Center City District (CCD)'s finance director when the organization formed in 1991. Around 1995, leaders from the University of Pennsylvania approached CCD because they were interested in replicating the CCD model across the Schuylkill River in University City. Once the original board – comprised of representatives from Penn, Drexel, Amtrak, and others – finalized plans to start the organization, they asked Paul to serve as UCD's first executive director. He accepted and began in August of 1997.

"When I was hired, we operated out of the 7th floor of the Franklin Building," Paul says, referring to an administrative building on Penn's campus. "My first office was literally a repurposed janitor's closet." The partners all felt a sense of urgency to start the programs as quickly as possible, and although Paul was UCD's only full-time staff member, he was immediately charged with replicating CCD's successful on-street cleaning and safety services.

"There was the early 90s real estate recession," Paul explains, "And then several high profile crimes that were front page news, even national news. That was the environment we [UCD] were created in. And that was a challenge." The biggest challenge according to Paul, however, was establishing the legitimacy of the organization. "University City is full of proud neighborhoods...Spruce Hill, Powelton Village, Cedar Park." He says UCD had to win over the neighborhood groups.

The easiest way to do that was through results. "Trash, graffiti, and crime all started to go down right away...A lot of people were glad to see something finally being done to try to reverse the neighborhood's decline. We quickly found allies out in the neighborhood."



After the clean and safe programs were staffed with safety ambassadors and cleaning crews, UCD turned to promoting the district. The organization launched a Go West series that occurred every third Thursday, bringing together local restaurants and art organizations to showcase the best of the neighborhood. The series garnered a lot of attention. “The media really responded enthusiastically to good news coming out of West Philadelphia,” Paul explains.

Next up was finding UCD a new office. Paul believed the organization would gain more credibility in a more central location. He set his sights on a bricked-over, graffiti-covered space on the 3900 block of Chestnut that someone else might have ignored; he was certain that the large building and adjacent vacant bar would be a perfect center of operations for UCD and a police substation. With a capital campaign and some help from Penn, the team cut the ribbon on UCD’s new headquarters at 3940 Chestnut in April 1999. Paul considers the acquisition of the office on the 40th Street corridor as a high point of his time at UCD.

As Paul became comfortable in his role, he began thinking about moving to University City. “As time went on and I started to get to know the neighborhood better, and was seeing the opportunity to live there—the kinds of houses there are, and the neighborhoods—I became intrigued.” He had to convince his now-husband David – who attended Penn in an era when students rarely crossed west of 40th Street – but Paul persuaded him, with the help of the “University City Saturday” event in which interested homebuyers toured different houses. While Paul moved on from UCD in 2001 to become the general manager of Reading Terminal Market, the couple still lives in the original house they purchased in Garden Court, with assistance from Penn.

As Paul Steinke was building the foundations of University City District, the man who would eventually accelerate its growth was about to move to Philadelphia. Matt Bergheiser had been accepted to the Wharton School, and his welcome materials included a brochure from a student group detailing the “inside scoop” on University City. Matt remembers the materials cautioning students to never go west of 40th Street, and saying “lots of tough things about University City.”

“There was a very real public safety crisis in the neighborhood at that time,” Matt says, “but at the same time, there was this amazing, beautiful, dynamic, and diverse neighborhood behind it. As I began to venture into the neighborhood and into the city, you could see that clearly.”

After graduating from Wharton, Matt steeped himself in the community while working at The Enterprise Center, the economic development organization at 46th and Market. He moved on to focus on neighborhood improvement at the Trenton Downtown Association, and then public space and workforce development at The Knight Foundation. In 2009, three years into his role with the Knight Foundation, everything changed with two phone calls.

University City District was searching for a new executive director. “I got two phone calls, basically on the same day,” Matt says. “One was from my friend Della Clark at The Enterprise Center, who was my old boss and was on the UCD board. She said, ‘This role is opening up and I think you’d be perfect at it.’ Then I got a call from a search firm the same day saying, ‘This role is opening up and we’d love to talk to you about it.’”

"I frankly wasn't looking for a job, so it had to be the perfect opportunity," Matt says. "As I got to know and understand the organization, got to know some of the board members through the process, got to understand the compelling and unique opportunity that University City as a place presented, I got more and more excited about it."

On July 1st, 2009, Matt became the organization's fourth executive director. "UCD felt like the place I was destined to be in my career," he says. His experiences in public space, community improvement, and workforce development matched the work UCD had started to think about tackling more holistically. "At the time I came on board, the stars were all aligned to bring all that work together, to build on everything that had happened here, and to think big about some new issues as the economy and the neighborhood evolved."

"The organization at its heart was still about clean and safe, partnerships, and about community and institutions and businesses coming together. We're able to leverage those partnerships, and the trust that was built over time, for different kinds of activities." It didn't take long to see Matt's impact. Within his first two years, UCD had launched its flagship space, The Porch at 30th Street Station; its job training program, the West Philadelphia Skills Initiative; and Philadelphia's first Parklet program, among other things.

Reflecting on UCD's formation and early days, Matt says, "In 1997 there was a hope and a dream that you could build on what the institutions were doing, and you could build a dynamic neighborhood economy that had ramifications and ripple effects for the entire region. The idea was to make this a neighborhood of choice. By every objective measure that's been a success. This is one of the great neighborhoods, not just in the city and region, but that you can find anywhere."

Matt believes that the UCD of 2017 has been built on the successes of those who came before. When people marvel at the complex things UCD has accomplished, like the LUCY bus program (another Paul Steinke accomplishment), or the forthcoming Trolley Portal Gardens, he says, "It's all about partnership, it's all about community, and it's all about trust. It's about the institutions trusting each other and a neutral partner." He continues, "That trust came 20 years ago through clean and safe, and shared transit, and the revitalization of commercial corridors. Everything that's come after used it as a building block."

Paul sees a neighborhood transformed from the one he first discovered in 1997. He says you can see the changes clearly: "In terms of people on the street, on Baltimore Avenue, walking their dog, going to dinner on Baltimore or Lancaster Avenue. Neighborhood amenities continue to improve - more restaurants, more cafes, more shopping opportunities on the main avenues."

This transformation is occurring all across the district, and UCD has had to evolve along with the neighborhood, doing more to 'Change Places and Change Lives,' as is the organization's tagline. "'Changing places and changing lives' in 1997 might have meant something very different," Matt says. "In 2017, it's about a few things: ensuring the civic infrastructure, the streets, the public space, are as dynamic and beautiful as the buildings rising around us. It's about the economic dividends of this explosion of growth being widely distributed, and that's what the West Philadelphia Skills Initiative is all about. And on both of these fronts and on many others we could not have a better foundation because we've got amazing, progressive partners who care about these issues, who understand their importance, and who are looking for a vehicle or an intermediary like UCD who can enact this kind of change. I think that's how we can succeed."

Stay tuned for more stories throughout the year on how University City District has impacted the neighborhood over its twenty year history.

To make a secure, online donation to UCD, please visit:
WWW.UNIVERSITYCITY.ORG/DONATE

Did you know? University City District is a 501c3 organization and our work is made possible through charitable gifts like yours. Thank you for your support!

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Schuylkill Gardens Continues UCD's Greening Efforts in Eastern University City



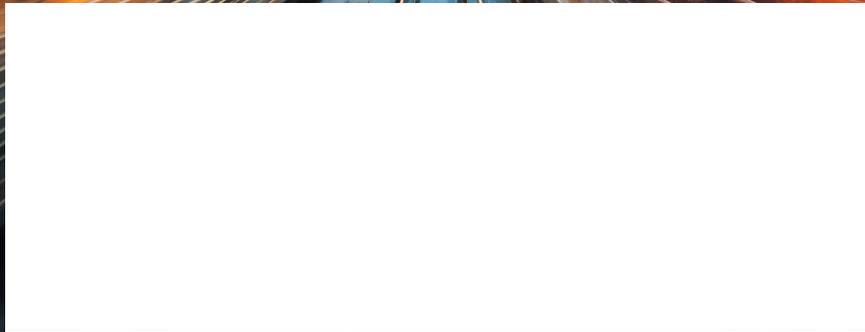
UCD continues to improve the pedestrian environment around 30th Street Station with the installation of a 500-foot garden along Schuylkill Avenue between Market and Chestnut Streets. The project, dubbed Schuylkill Gardens, is intended to improve the aesthetic experience for commuters on foot, bike, or in their cars along the heavily trafficked stretch of road. The installation also stitches together other nearby urban greening projects by UCD, including The Porch at 30th Street Station, the Market Street Bridge planters, and landscaping outside the Market Street IRS Building. UCD worked with SHIFTSPACE, which has fabricated many of UCD's projects, to create a striking display that straddles the line between landscape architecture and art installation. Our Green City Works landscape crew helped install the gardens and will maintain the foliage. The installation was made possible in part thanks to funding by the William Penn Foundation.

Trolley Portal (continued)

anchor on the fast-growing Baltimore Avenue business corridor, where tens of thousands of neighbors, commuters, university students, and employees from the nearby VA Medical Center and Children's Hospital of Philadelphia converge.

This project would not be possible without the support and collaboration of the neighborhood. UCD is excited to realize the dream of upgrading an unsightly expanse of concrete into a magnificent public space for thousands of neighbors, commuters, and local employees. Stay tuned for more updates as the project progresses. Are you interested in supporting this project? Visit bit.ly/portalcampaign to learn about donation opportunities, including pavers and seat wall plaques.

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Summer In University City



University City District
CELEBRATING 20 YEARS

Join UCD to celebrate its 20th anniversary all summer long!



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\$15 • \$25 • \$35

Over 30 participating restaurants • ucdiningdays.com

July 13 THROUGH July 23



FREE FAMILY FRIENDLY CONCERTS

- 5/20 • The Sun Ra Arkestra
- 6/17 • Brian Sanders' JUNK
- 7/22 • Dan Blacksbergs' Heisser Klezmerim and the West Philadelphia Orchestra
- 8/19 • Worldtown Soundsystem
- 9/16 • TBD

AT THE GREEN SPACE AT 40TH & WALNUT STREETS



Weekly lunchtime performances
at The Porch at 30th Street Station
from May to September!

FOR MORE INFO, VISIT:
universitycity.org/the-porch



BALTIMORE AVENUE

DOLLAR STROLL

THURSDAY, JUNE 15 • THURSDAY, SEPTEMBER 7

43rd to 52nd Streets • Food, Music & Street Performers

**MOVIES IN
CLARK
PARK**

Free Movies in Clark Park
MOVIES BEGIN AT DUSK

- | | |
|---|-------------------|
| 8/4 • E.T. | 8/11 • La La Land |
| 8/18 • Hidden Figures | 8/25 • Moana |
| 9/1 • Fantastic Beasts and Where to Find Them | |