



In response to a decaying urban edge, the University of Pennsylvania adopted a policy to revitalize and expand into the 40<sup>th</sup> and Walnut Streets commercial area. Working with both the University and The Community Builders, Inc., GPG completed an extensive market and physical analysis of the urban area. GPG also developed a series of market-based development options and planning alternatives for expanded commercial and residential development into the 40<sup>th</sup> and Walnut Street corridors. As a result of GPG's findings, the University created a joint venture with Trammell Crowe and other developers to build several major residential halls, a cinema, local grocery store, an hotel and a bookstore, and to add numerous new retailers.

