



# Spruce Hill Community Association

Fall 2009

257 S. 45th St., Phila. PA 19104

www.sprucehillca.org

215-349-7825

## Community Calendar



### Peoplehood Parade

**What:** Spiral Q Puppet Theater's 10<sup>th</sup> annual Peoplehood Parade and Pageant

**When:** Oct. 17, 1 p.m.

**Where:** Start at Paul Robeson House, 50<sup>th</sup> and Walnut, parade to Clark Park, 43<sup>rd</sup> and Baltimore

**Info:** spiralq.org or 215-222-6979



### Block Cleanups

**What:** Fall cleanups

**When:** Sat., Oct. 24; Sat., Dec 5.

**How:** UCD will provide trashbags, gloves, and trash pickup

**Contact:** Dexter Bryant, [dexter@ucityphila.org](mailto:dexter@ucityphila.org) or 215-243-0555x238

### Farmer's Market

**What:** Fresh produce and baked goods

**When:** Saturdays, 10 am-1 or 2pm; Thursdays, 3-7 p.m.

**Where:** Clark Park, 43<sup>rd</sup> and Baltimore

### Gaming for Teens

**What:** Teens play with PS2 and Nintendo Wii

**When:** Friday's at 3:30

**Where:** Walnut Street Library, Walnut & 40<sup>th</sup> Sts.

**Info:** 215-685-7671 or [freelibrary.org/](http://freelibrary.org/)

### Masquerade Party

**What:** 3<sup>rd</sup> Annual Masquerade Party. Theme: gold chains and neon lights. \$5 admission

**When:** Nov. 21, 8 p.m.-midnight.

**Where:** Bodyrock Bootcamp training gym, 3858 Lancaster Ave.

**Info:** 347-417-6715 or [bodyrockbootcamp.ning.com/](http://bodyrockbootcamp.ning.com/)

## Halloween Parade is Coming

This year's tot parade, for costumed children under 6 (older siblings may come as parade marshals), will kick off as usual, at the Clark Park flag pole at 4 pm on Halloween -- Saturday, Oct. 31.

The parade goes up the 4300 block of Baltimore to 44<sup>th</sup> Street, then down Larchwood to 43<sup>rd</sup> Street, and up to "Little" Osage Avenue (4200 block).

We hope you'll be home between 4 pm and 5 pm to welcome the little ones with treats. (No tricks, please!). As you know, the parade has become an institution, attracting more than 300 kids plus

their parental escorts.

This year's parade is organized by Spruce Hill Community Association. We are grateful for the assistance of the Penn Pep Band, the University City District, and the Philadelphia Police Department.

If you'd like to help us, volunteers are needed to run the check-in table, act as parade marshals, coordinate the after-party, and organize the neighbors along the route, among other tasks.

To sign up or for information, contact lead organizer Al Madrid, at [amadrid@sprucehillca.org](mailto:amadrid@sprucehillca.org) or 215-510-7067.



## Annual Meeting: Come and Be Heard

We have a lot to look forward to in the remaining months of 2009: High hopes for the Phillies and the Eagles, and later, the Flyers. On the economic front, the unemployment rate will fall, and universal health insurance will take effect to everyone's satisfaction.

Wishful thinking, right? One area where your thinking and hopes can have an impact, however, is right here in our own neighborhood. On **Tuesday, Nov. 10 at 7:30pm**, the SHCA will hold its annual Membership Meeting to elect a slate of directors and officers. This is a great opportunity to renew your membership, hear what's been going on with the association, and vote for long-serving members as well as new candidates to the board.

Thanks to the Spruce Hill Christian School, the annual meeting will again take place at the school's chapel, at the northeast corner of 42<sup>nd</sup> and Baltimore.

This will be my last contribution to the newsletter as President. SHCA by-laws require that a new president be elected after two years. It has been an honor and privilege to serve the association, and I'm thankful to my fellow board members for their fellowship and assistance. My family and I are relative newcomers to the neighborhood -- 7 years -- but I can hardly think of a better way to have immersed us in the community than being part of SHCA. I thank each and every member for supporting in the association's ongoing effort to make Spruce Hill the place we are happy to call home.

Ed Halligan  
SHCA President



President's Corner

# Project M.E.O.W. Has the Purrfect Cat for You

The cats need your help -- and so do we!

We are Project M.E.O.W. (Make Every One Wanted) and we rescue abandoned cats and kittens.

Normally, that means making up for irresponsible pet owners. You know, the ones who take a kitten because it's so cute and so much fun to watch, but six months down the road -- when "Tiger" or "Fluffy" needs to be "fixed" and the behavior isn't so cute anymore -- that furry bottom is out on the street.

But these are not normal times. This tough economy has made life difficult for humans, so even folks who really care about their pets are feeling desperate. As a result, more and more cats are being dumped in shelters -- or on the street. Either way, their lives tend to be miserable and shortened.

Right now, every rescue group I know is overwhelmed, including our's, which serves the Spruce Hill community. There isn't a square inch of foster space or an empty cage to spare, and yet the Internet pleas continue endlessly for us to take "just one more."

We need homes! Adoptions are the ideal, of course, but short-term foster homes are also a godsend because we are so cramped for space. (Donations help, too.) And guess what? If you make a little room in your home for a homeless cat or kitten, you might find a big, new, wonderful place in your heart!

Our adoption fee is \$85, which covers a lot of medical care. Your cat will be spayed/neutered, test negative for FIV (feline AIDS) and for cat leukemia, have all its shots, and be flea-free.

If you can help in any way, please contact me, Pam Hopkins, at [hopknz912@comcast.net](mailto:hopknz912@comcast.net) or 215-382-0862. You can check out our work: [pets.groups.yahoo.com/group/ProjectMEOW](http://pets.groups.yahoo.com/group/ProjectMEOW)





## Have Fun, Help Daycare Expand

You can support the growth and good work of the Parent Infant Child Center, Spruce Hill's beloved daycare center, and bid on wonderful items at the 10th annual ArtStart silent auction.

Enjoy wine & beer, cheese, appetizers and desserts, while bidding on a items and classroom theme baskets. Among the treasures you might claim are a weekend in Vermont; a fencing lesson; Nicole Miller scarves; a professional portrait shoot; and hand-tiled cocktail tables.

In addition to auction items, there will be raffle tickets -- just \$1 apiece -- for prizes including a Nintendo Wii and tickets to an Eagles game!

Proceeds from ArtStart support the Sweet Dreams campaign, named for the Marni Sweet, PIC's executive director until June 2007. During her tenure, which began in 1982, the center quadrupled in size.

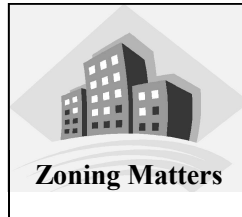
Two and a half years ago, Marni and the University of Pennsylvania, the building's owner, began exploring an expansion. Six months after discussions began, Marni was lost to

# Construction Projects Advance

Several big issues have come before the committee since our last newsletter report, and several are pending.

A proposed development to expand and add floors to the International Store at 4203 Walnut Street first came to the committee in January, 2008. It and has gone through a series of meetings with the committee, discussions with the City Planning Commission, and several continuances before the city's Zoning Board of Adjustment. After much discussion and some architectural re-design, all parties signed off on the development and it was accepted by the ZBA.

Now the committee is considering a



proposed use for the former Rite Aid at 43<sup>rd</sup> and Walnut, which has been vacant for a couple years. Bravo Health, a health management plan that serves Medicaid patients and seniors in the community, is in final discussions.

Other pending items include signage for Makkah Market at 43<sup>rd</sup> and Walnut, an application for a variance to develop the mansion at 42<sup>nd</sup> and Pine into three units and, farther down the road, a proposal for an extended stay hotel on the 4100 block of Walnut Street.

All these items will be updated in future reports, following meetings with the applicants and immediate neighbors.

Barry Grossbach, Chair  
Spruce Hill Zoning Committee

## Beautify Your Block

It's not too soon to start planning to apply for a grant to improve the "streetscape" on your block. Join with your neighbors to plant street trees, create gardens or install planters.

Grants up to \$500 for a single block, and up to \$1,200 for cooperating adjacent blocks, require a dollar-for-dollar match of the grant amount through volunteer "sweat equity," donated materials or services, or cash donations. Funds for Spruce Hill's grant program come from the association's membership dues and fundraising events such as the May Fair.

Applications, which are due the third Monday in January, can be downloaded by going here:

[sprucehillca.org/image/PDFs/Grant\\_App.pdf](http://sprucehillca.org/image/PDFs/Grant_App.pdf)



brain cancer.

But her legacy has been carried on through PIC's commitment to expanding child care options, providing scholarship support to families in need, and continuously improving programs.

This month, PIC is set to begin work on the Sweet Building. The \$1 million Sweet Dreams Campaign has raised \$730,000 during the sharpest economic downturn in half a century.

Through her estate, Marni herself is one of the campaign's largest contributors.

**What:** ArtStart2009

**When:** Thursday, Oct. 22, 5:30-8 p.m.

**Where:** Collegiate Chapel of St. Andrew, 4205 Spruce Street.

**Tickets:** \$50/couple; \$30/single.

Info: [ckoziara@parentinfantcenter.org](mailto:ckoziara@parentinfantcenter.org)  
215.222.5480

[ckoziara@parentinfantcenter.org](mailto:ckoziara@parentinfantcenter.org)

# A Critic of Spruce Hill Finds Plenty to Praise

This column has become a bit heavy on criticism of our neighborhood and city. So this time, I'm going to sing praises:

- The new 2,500-square-foot playground at 47th and Sansom (a tad outside Spruce Hill) is a wonderful oasis for kids living nearby. The swings, slides, benches and cushioned groundcover were installed on Aug. 6 by more than 200 volunteers from Home Depot, the Enterprise Center, the Walnut Hill Community Association, and the nonprofit organization KaBOOM! The Home Depot provided a \$61,000 grant and materials.



- A renter two houses away recently moved out, leaving a mountain of garbage bags and, strangely, wall-size sheets of plywood. He left the mess on the curb just hours after the weekly trash pickup, so it was sure to be ripped and scattered for days -- and then city trash collectors could refuse to collect it. Thank goodness for Dexter Bryant, director of operations for the University City District. After we called, he sent a clean-up crew that very day. They even swept the pavements!

- The Association of Islamic Charitable Organizations – better known as the Mosque at 44th and Walnut – has a full-time, state-accredited day school for children in elementary and middle grades. Several years ago, ACIP bought the defunct bank building on the corner opposite the mosque, planning to renovate it to house the school. It's great to see that construction is now underway.



- Hysni “Sam” Sylva, an Albanian émigré, has become an urban renewal dynamo in my neighborhood. He is now finishing the renovation of five huge, formerly blighted properties at the corner of 45<sup>th</sup> and Chestnut, across from West Catholic High School. A block away, at 44<sup>th</sup> and Sansom, he turned a block-long eyesore into a residential-retail development. You can't miss his style if you drive by: smooth stucco painted in two-tone pastels, with striking balustrades and architectural moldings.



- The *Love Letter* project, a series of rooftop murals that runs along the Market-Frankford elevated transit line from 45<sup>th</sup> to 63<sup>rd</sup> Streets, is bringing attention to artist Stephen Powers, the Mural Arts program, and of course, West Philly. The innovative new mural project has been featured in *The Philadelphia Inquirer*, *The New York Times* and *The Wall Street Journal*.



- The former Rite Aid building on Walnut near 43<sup>rd</sup> Street – vacant for about two years – is slated to reopen as Bravo Health, a free-standing outpatient clinic that serves the needs of Medicare beneficiaries. Previous proposals for the site, including a liquor store and a flea market, were controversial and divisive, so bravo for Bravo's plans.

Marie McCullough  
Editor, SHCA News



**Spotlight On...**

# Milk & Honey Market

Baltimore Avenue has a wonderful new eatery/market.

Milk and Honey offers artisanal cheeses from around the world, around the country, and around the area. (Try Royer Mountain, which has a big cheddar flavor, a long-lasting finish and a hint of sweetness, from Williamsburg, Pa.) Order a cheese platter for your next party and pretend to be a connoisseur.

Milk and Honey also has a wonderful selection of cured meats -- imported prosciutto di Parma, hot and



sweet copa (cured pork), sopressatta, salami and pepperoni – plus signature “honeybee” cupcakes, pastries, Metropolitan Bakery breads,

Bassett’s ice cream, Olde City coffee, seasonal fruits and veggies, and so much more.

Who is responsible for this welcome new enterprise and its renovated space, complete with indoor and outdoor seating? Annie Baum-Stein, a former food writer and now yoga instructor (how does she find the time?) and her husband, builder Mauro Daigle, who specializes in “sustainable” design.

**Where:** 4435 Baltimore Ave.

**Hours:** 7 days a week, 8 am. – 8 p.m.

**Info:** [milkandhoneymarket.com](http://milkandhoneymarket.com) or 215-387-MILK (6455)

## Meet the New Director of University City District

*Matt Bergheiser, the new head of the University City District, introduced himself to the SHCA board at its September meeting. In case you missed his letter in the current issue of UCD’s The Quest Newsletter, here it is:*

There are few things in life more special than homecomings, and my first three months at UCD have brought me back to a place that means the world to me. I first came to University City fifteen years ago as a graduate student and I fell in love with the city and never left. I talked to my future wife for the first time at the Palladium Restaurant on Locust Walk. Before the Greek Lady went big-time with its own web site and dine-in restaurant, I huddled in the cold on Spruce Street waiting for the best chicken salad hoagie on the east coast. And I spent six of the most fun, challenging and exciting years of my professional life immersed in the work of The Enterprise Center at 46th and

Market streets.

When the opportunity arose to lead the University City District, it seemed hard to believe that so many issues and ideas I care deeply about could possibly be bundled together in one job. UCD is many different things to many different constituencies. That’s part of what makes our work challenging, but it’s also what makes it so rewarding.

And the first few weeks on the job did not disappoint. Within days, I got to see the power and promise of our recently completed lighting project on Baltimore Avenue. I witnessed crowds pouring into the district’s incredible restaurants for the UCD-sponsored Dining Days campaign. And, every day, I’m proud to see the visible impact that our clean and safe team has on University City.

As I’ve met with neighborhood associations, business owners and others, what strikes me most about University City is how deeply people

care. I’ve asked candid questions and gotten candid answers about how UCD can learn from what’s worked and what hasn’t, and how we can do an even better job for the community. With all of this going for us, we can’t help but succeed together. I look forward to getting to know and work with you as a friend and colleague, and I always welcome you to reach out to me with suggestions for how we can best serve University City.

Matt Bergheiser  
[matt@ucityphila.org](mailto:matt@ucityphila.org)

### FREE NOTARY SERVICE

Membership has its privileges! If you need a document notarized, all you have to do is contact SHCA board member Pauline Borkin and make an appointment. Non-members can use the service for a \$3 donation.

Call Pauline at 215-349-7825.



Spruce Hill Community Association  
257 South 45th Street  
Philadelphia, PA 19104



## Spruce Hill Community Association News

Clip N' Mail Clip N' Mail Clip N' Mail Clip N' Mail Clip N' Mail Clip N' Mail

Name:

Phone:

Address:

Email:

Check the mailing label for your membership expiration date.

**Membership (2 year membership--deduct \$5)**

Individual/Family \$20

Senior/Student \$10

Business \$35

Sponsor \$50

Patron \$100

Lifetime \$300



Make checks payable to SHCA and mail to:  
SHCA, 257 S.45<sup>th</sup> Street, Philadelphia, PA 19104