



# Welcome to the Spruce Hill Community Association Annual Meeting

November 11, 2014

7:30 PM





# Community Update

Mary Kate McGinty

University of the Sciences



# About SHCA

- Spruce Hill is bounded by Market Street, Woodland Avenue, South 38th Street, and South 46th Street.
- SHCA is a volunteer organization of neighbors committed to strengthening the Spruce Hill community and to enhancing the quality of neighborhood life for all residents.





# Directors

SHCA is governed by a 5 member Executive Board and a 20 member Board of Directors  
[sprucehillca.org/about/board-members](http://sprucehillca.org/about/board-members)

## Officers, 2013-2014

- President- Monica Calkins
- Executive VP – Andy Cole
- VP for Operations – Mark Wagenveld
- Secretary – Marie McCullough
- Treasurer – Judy Powers

## Directors, 2013-2014

- Pauline Borkon
- Brett Feldman
- Monica Ferguson
- Lee Gayle
- Barry Grossbach
- Rich Guffanti

## Directors, 2013-2014

- Ed Halligan
- Sylvia Hamerman-Brown
- Haven Henderson
- Lee Huang
- Sue MacQueen
- Brennan Maier
- Mary Ellen McCarty
- Marie McCullough
- Justin McDaniel
- Elaine Nelson
- Eric Santoro
- Michael Shashaty
- Jackie Waiters
- Pamala Williams



# Committees

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SHCA committees focus on specific activities and needs in the community

- Zoning\*
- Education, Schools & Youth\*
- Greening Block Grants
- Business Attraction\*
- May Fair
- Communications
- Safety
- Bird Sanctuary\*





# Events



## *The Spruce Hill May Fair*

A neighborhood tradition for 56 years

Save the  
Date

Saturday  
May 9,  
2015



# Greening Block Grant Program

- To improve the 'streetscape' in our neighborhood
- Encourage planting and maintenance of street trees, creation of tree lawns, installation of front gardens
- Grants up \$500 for single block, \$1,200 for cooperating adjacent blocks (dollar-to-dollar "sweat" equity match)



**BEFORE**



**DURING**



**AFTER**

- Contact Sue MacQueen, [suemacqueen@ucgreen.org](mailto:suemacqueen@ucgreen.org)





# We Support

- Clark Park
- Shakespeare in Clark Park
- Youth soccer in Clark Park
- The Halloween Tot Parade
- Mel-Lo Neighborhood Halloween treats
- The Bird Sanctuary
- Penn Alexander School
- Penn Alexander School play
- The Parent-Infant Center
- St. Mary's Nursery School
- HMS School
- Friends of University of the Sciences scholarships
- Curio Theater
- University City Arts League
- University City Garden Club
- UC Green
- Neighborhood greening projects
- The Red Cross for Windermere fire victims
- The Enterprise Center





# In Recognition

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## Retiring Officers

- Andy Cole, Executive VP
- Marie McCullough, Secretary
- Judy Powers, Treasurer



# Get Involved

## PARTICIPATE

Become a member

[sprucehillca.org/donate](http://sprucehillca.org/donate)



Follow us on Facebook

[facebook.com/sprucehillca](https://facebook.com/sprucehillca)



Join our email list

[SHCA-subscribe@yahoo.com](mailto:SHCA-subscribe@yahoo.com)

- Join a committee!
- Current particular areas of skills, talents, interests in need include:
  - May Fair
  - Communications
  - Membership
  - Education
- Board meetings open to community
  - 2<sup>nd</sup> Tues of month; Sept-Nov, Jan-June



# Treasurer's Report

Judy Powers



# Election of Board Members and Officers





Featured Speaker

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# The State of University City's Development Boom

Matthew Bergheiser  
Executive Director,  
University City District



# Reports from Some SHCA Committees



# Zoning

Barry Grossbach  
Chair

b.grossbach@gmail.com

## Committee Members

- Justin Kaplan
- Fran Opher
- Natalie Dohrmann
- John Barrett
- Brett Feldman
- Richard King
- Julie Bush
- Matt Wysong
- Craig Santoro
- Andy Cole
- Bob Behr

4507 Kingessing







# Zoning

217 S 42<sup>nd</sup> St.





# Zoning

45<sup>th</sup> Street:  
Kingsessing to  
Woodland



# Zoning

41<sup>st</sup> &  
Chester





# Education

Eric Santoro

Chair, 2013-2014

eric.scott.santoro  
@gmail.com







Unprecedented collaborative project among 5 neighborhood organizations



- **Short term goal:** \$7,000 for immediate repairs by end of year
- **Long term goal:** replace aging equipment



**PAS PLAYGROUND COLLABORATIVE**  
an effort to restore and maintain the PAS playground  
as an accessible and cherished community resource

TOGETHER WE CAN  
**REPAIR THE PAS  
PLAYGROUND**



*Join Us and Pitch In.*

Contribute funds to repair the Community  
Playground at Penn Alexander School.

**DONATE**

Make check payable to  
Spruce Hill Trust  
257 S 45th St, Phila., 19104

**VOLUNTEER**

Contact  
eric.scott.santoro@gmail.com  
www.sprucehillca.org



## Lea Playground

- Supported the Greening Lea project to move the (now-closed) Alexander Wilson School playground equipment (which was installed in 2010 with funds raised by SHCA) to the Henry C. Lea School.

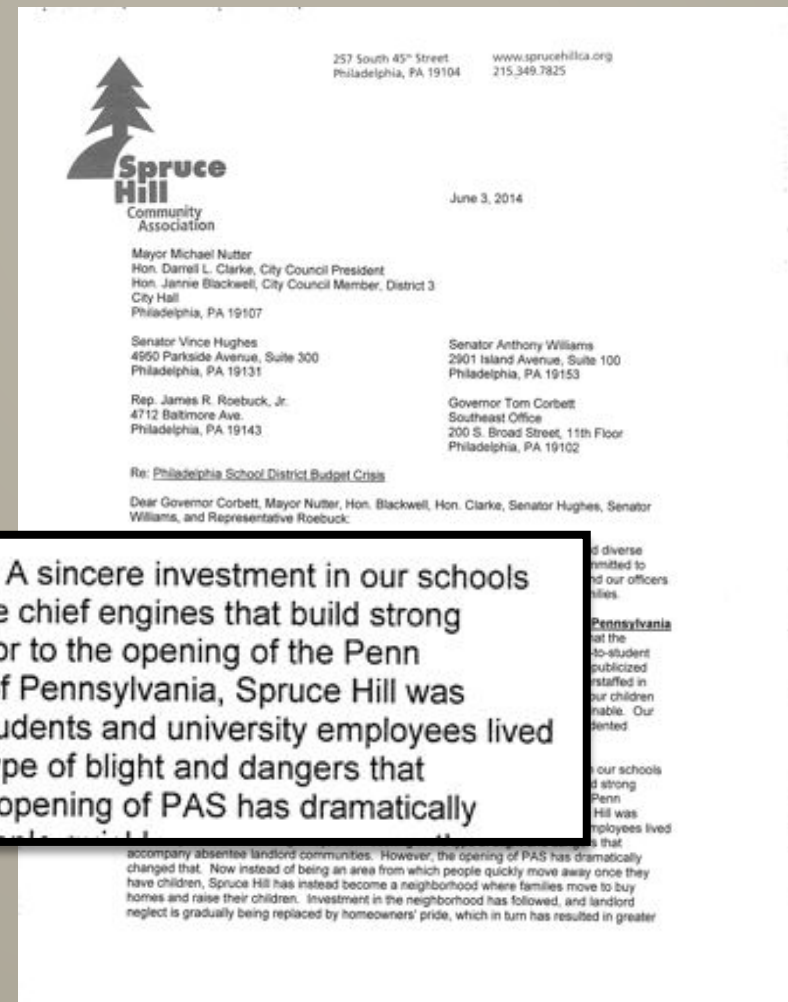




# Education

## Advocated for Public Education

- Vocal advocate for increased funding for the Philadelphia public school system
- Participated in and publicized the advocacy efforts of other community members and groups







# Education

## Advocated for Full Enrollment at PAS

- Continued to concentrate on PAS enrollment problems
- Numerous communications/meetings with the School District, Penn, and PAS administration
- Advocated for increased transparency/neighborhood participation in important decisions
- For the second year in a row, every child in the Penn Alexander lottery for kindergarten was offered admission.
- There are still children seeking admission to the upper grades
- Actively participated in the PAS School Advisory Council





# Business Attraction

Lee Huang  
Chair

[SHCA.bac@gmail.com](mailto:SHCA.bac@gmail.com)



**2013-2014 Survey of  
Retail Preferences in  
Spruce Hill**

Full Report: <http://www.sprucehillca.org/activities/survey-of-retail-preferences/>

# Business Attraction

**Favorite Retail Locations & Corridors (Number of Votes)**



# Business Attraction

## Retail Improvement Opportunities





# Business Attraction

## Most-favorited sites:

1. Honest Tom's
2. Local 44
3. Lil' Pop Shop
4. Tampopo
5. Mariposa
6. Green Line Café

## Most-requested retail categories:

Clothing  
Garden center  
Art supplies

## Most-requested restaurant categories:

Ethnic  
Brewpub  
Breakfast/brunch

## Respondents most averse to:

Chain stores  
Bars  
Fast food  
Pharmacies





# Bird Sanctuary

Julie Bush

2014-2015 Chair

[julie19139@gmail.com](mailto:julie19139@gmail.com)



# Bird Sanctuary





# Bird Sanctuary





# Bird Sanctuary





# Bird Sanctuary





# Members Open Discussion



# Next Meeting

Tuesday January 13, 2015

7:30 PM

Spruce Hill Center

257 S. 45<sup>th</sup> Street



# Adjournment

Call 215-898-WALK (9255)  
for UCD walking escorts

Thank you and have a great night!