



# Welcome to the Spruce Hill Community Association Annual Meeting

November 10, 2015

6:30 PM





# Introduction to Feature Speaker



# 4311 Spruce







# Netherlands - 4300 Chestnut







# 4400 Walnut







# Garden Court Plaza – 47<sup>th</sup> & Pine





# Chester Plaza – Farragut





# 4205 Chester







# Hamilton Court – 3800 Chestnut

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## Featured Speaker

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# Investing in Philadelphia's Neighborhoods, 2015 - The Challenges and Opportunities

**Matthew A. Pestronk**  
**President, Post Brothers**



# 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, 2014-2015

- President - Monica Calkins
- Executive VP - Eric Santoro
- VP for Operations - Mark Wagenveld
- Secretary - Mary Ellen McCarty
- Treasurer - Andrew Richman

## Directors, 2014-2015

- Pauline Borkon
- Julie Bush
- Brett Feldman
- Monica Ferguson
- Barry Grossbach
- Rich Guffanti

## Directors, 2014-2015

- Ed Halligan
- Sylvia Hamerman-Brown
- Haven Henderson
- Lee Huang
- Laura Line
- Sue MacQueen
- Brennan Maier
- Elaine Nelson
- Jon Potter
- Judy Powers
- Craig Santoro
- Jackie Waiters

# 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\*





# The Spruce Hill May Fair

# Save the Date

Saturday  
May 7,  
2016



# 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 to \$500 for single block, \$1,200 for cooperating adjacent blocks (dollar-to-dollar "sweat" equity match)



**BEFORE**



**DURING**



**AFTER**

- Contact Mary Ellen McCarty,  
[maryellen.mccarty@gmail.com](mailto:maryellen.mccarty@gmail.com)





# We Support

## Education

- Penn Alexander School
  - 5K Run for Arts and Sciences
  - Ads for Grads
  - Annual Musical
- Parent-Infant Center
- University City Arts League
- St. Mary's Nursery School
- Friends of the University Sciences Scholarships

## Youth Activities

- Halloween Tot Parade
- Mel-Lo Neighborhood Halloween Treats
- Clark Park Youth Soccer

## Community Spaces

- PAS Playground Collaborative
- Greening Lea
- 40<sup>th</sup> Street Trolley Portal – UCD
- Spruce Hill Bird Sanctuary
- Friends of Clark Park
- University City Garden Club

## The Arts

- Shakespeare in Clark Park
- Curio Theater
- Crossroads Music
- Ci-Lines Art Installation
- Windowishes Street Art Exhibit





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

- Join a committee!
- Currently needed areas of skills, talents, interests include:
  - May Fair
  - Education
  - Business Attraction
  - Greening Block Grants
- Board meetings open to community
  - 2<sup>nd</sup> Tues of month; Sept-Nov, Jan-June



# Election of Board Members and Officers



# Election Slate

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, 2015-2016

- President- Eric Santoro
- Executive VP – Monica Calkins
- VP for Operations – Mark Wagenveld
- Secretary – Mary Ellen McCarty
- Treasurer – Andrew Richman

## Directors (Incumbents), 2015-2017

- Sylvia Hammerman-Brown
- Rich Guffanti
- Brennan Maier
- Jon Potter
- Craig Santoro

## Directors (New), 2015-2017

- Veronica Alvarez
- Alexa Bosse
- Tyree Carr
- Vicki McGarvey
- Richard Moore





# Treasurer's Report

Andrew Richman



# Treasurer's Report

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## FINANCIAL SUMMARY

Fiscal Year 2014/15

Total Income = \$39,099.40

Total Expenses = \$39,361.44

Net = -\$282.04



# Treasurer's Report

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## EXPENSES

The largest expenditures for SHCA are:

1. Building related expenses (PGW, PECO, cleaning, upkeep, upgrades) - over \$6,400 YTD
2. Insurance - (Property, Board, Events) - \$6,681 this YTD
3. Taxes - \$4,870 YTD
4. May Fair - \$8,329 for 2015
5. **Outreach** - \$5,052 YTD





# Treasurer's Report

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## INCOME

**The largest sources of income for SHCA are**

- 1.** Property Rental - approximately \$22,600 YTD
- 2.** May Fair - over \$11,000 in 2015 including donations to the Spruce Hill Trust
- 3.** Membership Dues - almost \$6,000 YTD



# Treasurer's Report

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## MAY FAIR 2015 SUMMARY

TOTAL INCOME = \$12,175 (7.42% increase from 2014)

TOTAL EXPENSES = \$8,329 (22% increase from 2014)

**NET INCOME = \$3,845 (15% decrease from 2014)**

- largest support comes from generous contributions to the Trust
- book sale was extremely successful this year



# Reports from Some SHCA Committees





# Zoning

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Barry Grossbach  
Chair

b.grossbach@gmail.com

## Committee Members

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

# Zoning

17-19 S 44<sup>th</sup>

As of Right



# Zoning

42<sup>nd</sup> & Chester  
As of Right





# Zoning

245-247 S. 45th

As of Right





# Zoning

45<sup>th</sup> Kingessing/  
Woodland

As of Right



# Zoning

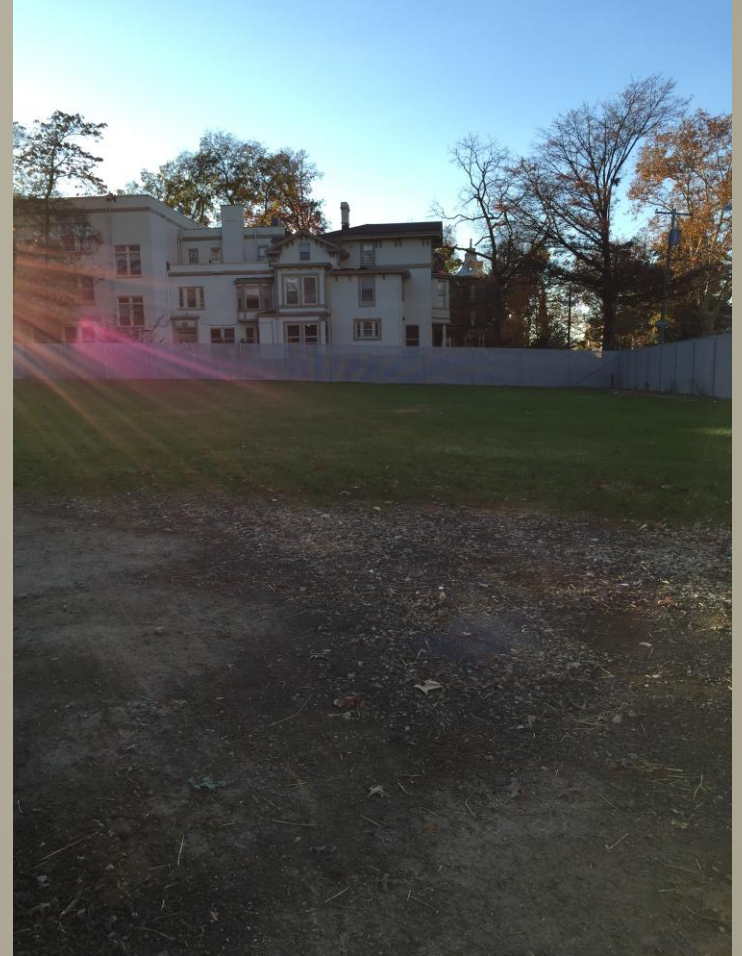
4213 Chester  
As of Right





# Zoning

## 40<sup>th</sup> and Pine





# Zoning

## 46<sup>th</sup> and Spruce



# Zoning

4507 Kingessing





# Zoning

43<sup>rd</sup> & Baltimore  
Clarkville





# Zoning

4300-02 Osage



## Laura Line & Sylvia Hammerman-Brown Co-Chairs

[lline@verizon.net](mailto:lline@verizon.net)  
[belantonio@juno.com](mailto:belantonio@juno.com)







Unprecedented  
collaborative project  
among 5 neighborhood  
organizations

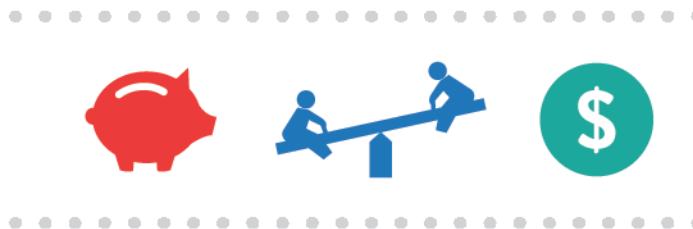


- **Short term:** Raised \$8,000 for immediate repairs
- **Long term goal:** replace aging equipment



**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





# Education

## PAS Playground: Before the repairs



**PAS Playground:  
Surface repairs  
needed**





# Education

## PAS Playground: Repairs completed spring and summer





# Education

## PAS Playground: More completed repairs



## PAS Playground: More completed repairs





# Education

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## PAS Playground

**NEXT PHASE: Long term planning  
for full playground renovation**



## 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.
- Together with our neighboring community associations (CPN, WHCA, GCCA) gave at sponsor level to Greening Lea Naming Campaign.



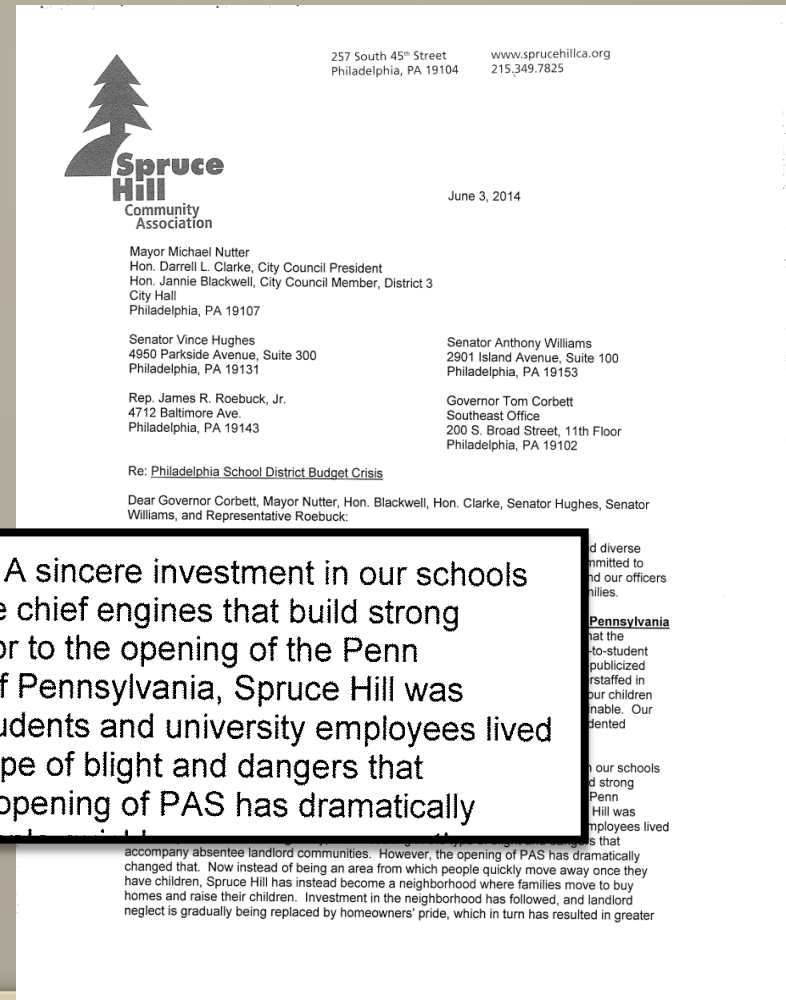


# Education

## 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

Moreover, there is an obvious upside to increased funding. A sincere investment in our schools would benefit the entire city, as good schools are among the chief engines that build strong communities. To use our neighborhood as an example, prior to the opening of the Penn Alexander School (PAS) in partnership with the University of Pennsylvania, Spruce Hill was overwhelmingly a renters' neighborhood – a place where students and university employees lived for a few years before moving away, often resulting in the type of blight and dangers that accompany absentee landlord communities. However, the opening of PAS has dramatically changed that. Now instead of being an area from which people quickly move away once they have children, Spruce Hill has instead become a neighborhood where families move to buy homes and raise their children. Investment in the neighborhood has followed, and landlord neglect is gradually being replaced by homeowners' pride, which in turn has resulted in greater





# Education

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## Advocated for Full Enrollment at PAS

- Continued to advocate for neighborhood involvement in important decisions
- SHCA Executive serves as Community Representative on the PAS School Advisory Council
- For the third year in a row, every child in the Penn Alexander lottery for kindergarten was offered admission
- Wait list numbers are relatively low, but there are still children seeking admission to the upper grades





# Business Attraction

Jon Potter, Chair

[jonathan.o.potter@gmail.com](mailto:jonathan.o.potter@gmail.com)

## Goal

To support a vibrant business environment that enhances the quality of life of Spruce Hill residents.

## Activities

- Conduct community surveys
- Coordinate with landlords and real estate agents
- Identify and communicate with prospective businesses
- Welcome new businesses

## Needs

Actively seeking new members





# Bird Sanctuary

Julie Bush  
Chair

julie19139@gmail.com





# Bird Sanctuary

- Recorded sightings of 16 different species



American Goldfinch



Blue Jays



# Bird Sanctuary

Chickadee house built by Girl Scouts last summer...



.... Used by chickadees this past spring!



# Bird Sanctuary

Solar powered re-circulating bird fountain  
Built by Rich Guffanti





# Crosstown Coalition

- Philadelphia Crosstown Coalition is a Pennsylvania non profit corporation
- Federation of 21 civic associations united to advocate on a non partisan basis for quality of life issues and to share resources, best practices and economies of scale for the benefit of the Coalition and of its member organizations.
- SHCA joined 2015



- [www.philacrosstown.org](http://www.philacrosstown.org)
- Initiatives include
  - Zoning and Land Use
  - Education
  - Tax and Finance





# Members Open Discussion

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



# Next Meeting

Tuesday January 12, 2015

7:30 PM

Spruce Hill Center

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

## 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@  
yahoogroups.com](mailto:SHCA-subscribe@yahoogroups.com)



# Adjournment

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

Thank you and have a great night!

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