

October 9, 2019

Donna Cordner, EVP

Update on Membership, Communication and Quarterly Newsletters

We have had a number of Strategic Initiatives Underway:

Membership:

The Membership Committee will present proposal for new membership levels as well as a proposal for "Why CCRA."

New Business Memberships Levels have been circulated and are being fine tuned. They include updated access to CCRA's Social Media Accounts as well as Advertising Opportunities.

Communications:

Dawn Willis, Maggie Mund and Donna Cordner met with Breslow associates and discussed contracting with them to manage content and some design work for our social media presence. We are awaiting a proposal and will evaluate in terms of budget and ROI.

Rebranding and Design:

We have received 3 proposals for rebranding and design work. We have 2 other proposals in process we expect to receive in the next few days. We anticipate a proposal to the board next month.

CC Quarterly:

We have received several printing quotes which would allow us to upgrade to a color circular. We are awaiting a design template along with a more detailed quote and scope of work from one of the printers. We are contemplating a number of changes including a digital version, more relevant content, increased advertising.

We have advertised for an advertising rep to sell ads on a commission basis. We will repost the ad this month given limited responses during the summer.

The Strategic Planning Committee's (Maggie, Barbara and Matt S) dual goals are:

- ensure CCRA's actions are strategically aligned with our mission and to focus our limited resources on those functions which are critical to our core values.
- Ensure that our membership reflects the diversity of our community, as well as fully engaging our board in membership outreach and expansion.

To accomplish these goals, we determined that creating a "Mission Statement" would be an essential first step. Thus, three subcommittees have been put into place:

Strategic Alignment: **Jeff Braff (lead)** , Dawn Willis, Matt Schreck, Richard Frey,

Diversity/Expansion of Membership: **Barbara Halpern (lead)** , Michele Ettinger, Nan Robinson, Amy Jared, Susan Kahn, Ben Zuckerman

Mission Statement: **Pip Campbell (lead)**, Paul Rathblott, Steve Huntingdon, Nan Robinson

The Mission Statement subcommittee, lead by Pip has met and created a draft mission statement, with a suggested process of moving Mission Statement from "draft" to "final". Jeff has agreed to lead the Strategic Alignment subcommittee and is going to be working with Ted Reed and Bonnie Eisenfeld to draft a survey and focus groups to help inform the committee of which activities we do best fulfill our members and prospective member's needs, keeping in mind our core competencies (those things CCRA uniquely does for our members, like zoning and sidewalk cleanup) and our mission. Informing this committee will also be the logic model (in process now), which identifies all that we currently do, and what type of resources this uses, the outputs and short/long term goals.

The Diversity/Expansion Subcommittee, led by Barbara, will also utilize the results of the survey, especially that from non-members, as well as local demographic data to identify those groups who are interested in supporting our core values and mission. With board by-in and support at the retreat, we can hopefully identify a few key activities upon which we can focus our energies in order to diversify and expand our membership.

A key outcome of the Strategic Retreat should be to make CCRA a leaner and more sustainable civic association.

Subject: CCRA Streets Committee Meeting 9/12/2019

Members: FKroon <[fdkroon@gmail.com](mailto:fdkroon@gmail.com)>, Elena Cappella <[bklynsig@gmail.com](mailto:bklynsig@gmail.com)>, Harvey Ostroff <[harveyostroff@gmail.com](mailto:harveyostroff@gmail.com)>, Peter Ferry <[pcpferry@gmail.com](mailto:pcpferry@gmail.com)> Bill West <[williamkwest@gmail.com](mailto:williamkwest@gmail.com)>

The CCRA streets committee met at 3 pm on Thursday, September 12, 2019, at WeWork, 1900 Market Street. Present were Bill West, Elena Cappella, and Harvey Ostroff.

The first agenda item was a possible letter of support for City Council bill number 190466, raising the fee for contractor parking permits. Harvey and Elena both had concerns that the proposed increase, from \$150 to \$600, was too much at one time. In addition there was concern that the permit allows contractors to park in paid or time-limited space without limitation.

Subsequent to the meeting, Bill contacted Chris Puchalsky of Otis, who agreed to look into the possibility of modifying the bill.

The second agenda item concerned the possibly illegal placement of trash containers on the sidewalk. The members present agreed that the best approach would be, first, to contact the owners or managers concerned; it's possible that they are simply unaware of the rules. A second step would be to file a 311 report. The committee felt that these steps were best taken by the persons who have observed the potentially illegal placement of these trash containers. If these two steps do not provide a satisfactory resolution, then CCRA should consider escalating the issue.

Bill will communicate this approach to the individuals who have reported these issues.

In new business, Harvey expressed concern that people on Walnut Street west of Rittenhouse Square were simply not following the rules for putting out trash, and that enforcement was inadequate.

Harvey also noted that there were a number of streets and alleys in this area where lighting was inadequate at night. A partial solution might be encouraging neighbors to turn on their porch lights at night. Elena raised the issue of asking people to install lights governed by motion detectors.

Elena raised the issue of moving violations by operators of motor vehicles, and shortcomings in enforcement.

All of these issues require further discussion.

#

CCRA Policy regarding Extraordinary Zoning Matters before the Zoning Committee  
(draft by E. Cappella, 9/13/2019)

If CCRA's Zoning Committee determines that a particular application is likely to be both  
(a) controversial and  
(b) of deep interest and profound importance to residents, businesses, or other entities  
beyond those in the proximate neighborhood of the property in question,  
the Committee should explain its reasons for that determination to, and seek the advice and  
consent of, the President (or Executive Committee) regarding whether to utilize the procedure  
as set forth in this policy.

Procedure on Extraordinary Zoning Matters:

1. CCRA's Board members will be asked to attend the public meeting regarding the application.
2. Following the public meeting the Zoning Committee will present its recommendation regarding the application to the Board for discussion and action.
3. Only those Board members who attended the public meeting or who thereafter reviewed a full report or a recording of the oral or written comments before the Zoning Committee with regard to the matter will be permitted to vote on the Committee's recommendation and that vote will be recorded as the action of the Board.
4. The Board's vote may be to approve the recommendation, to approve it as amended by the Board, or to remand the matter to the Committee for its further consideration or for other specified action.

Proposed Draft Mission Statement for CCRA  
10-04-2019

The Center City Residents' Association's (CCRA) mission is to promote urban living, foster a safe and supportive community for neighbors of all ages and backgrounds, pursue governmental accountability, and encourage responsible development while conserving the neighborhood's historic heritage. CCRA is a volunteer-directed, dues-supported organization which, since 1947, has been the voice of Center City West.

Committee

Pip Campbell  
Chuck Goodwin  
Steve Huntington  
Paul Rathblott  
Nan Robinson

## COMMUNITY DEVELOPMENT AND BENEFITS AGREEMENT

**THIS COMMUNITY DEVELOPMENT AND BENEFITS AGREEMENT** (hereinafter, “the Agreement”) is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2019, by and between **PARKWAY CORPORATION** (hereinafter “the Owner”) and the **CENTER CITY RESIDENTS’ ASSOCIATION** (hereinafter “CCRA”).

**WHEREAS**, the Owner owns certain adjacent real property in the City of Philadelphia, Pennsylvania, currently known as 2216 Market Street, 2218-20 Market Street, 2222-24 Market Street, 2226 Market Street, 2228 Market Street, 2230-34 Market Street, and 15-17 S. 23<sup>rd</sup> Street (hereinafter collectively, “the Property”);

**WHEREAS**, the Owner desires and intends to construct on the Property, *inter alia*, a 300,000+ square foot commercial office tower, with parking below grade, an at-grade restaurant, and an on-site drop off for passenger vehicles at the corner of 23<sup>rd</sup> and Market Streets (hereinafter, “the Project”);

**WHEREAS**, CCRA is the registered community organization (hereinafter, “RCO”) under the Philadelphia Zone Code authorized to represent the interests of the residents who live in the territory encompassing the south side of John F. Kennedy Boulevard to the north side of South Street, and from west side of Broad Street to the Schuylkill River; and which such territory includes the Property and the cite of the Proposed Property; and

**WHEREAS**, the Owner has, to date, made considerable efforts to engage CCRA and near neighbors regarding its plans to develop the Property to construct the Project;

**NOW THEREFORE**, in consideration of the mutual promises and obligations contained herein, the adequacy and sufficiency of which are hereby expressly acknowledged by the parties hereto, and intending to be legally bound, the parties hereby enter into this Agreement and agree to the following terms:

1. **Design Plans and Specifications.** The Owner will agree to construct the Project substantially in accordance with the plans attached to this Agreement as Exhibit “A” (hereinafter “the Current Plans”) with respect to massing, design, and materials visible on the proposed building’s exterior, subject to any and all necessary modifications that may be required or requested in connection with obtaining any zoning ordinance(s), approval(s), and/or permit(s) from the City of Philadelphia and/or any other governmental agency (hereinafter, “Necessary Modifications”). Notwithstanding the foregoing, and subject to all such Necessary Modifications, the final plans for the Project shall have at least the following parameters:

(a) The Project will include a ground level restaurant (or alternatively, ground level retail/commercial) on the side of the building that fronts Market Street.

(b) The Project will not include above-grade parking. For avoidance of doubt, it is expected that the new building may be constructed overhead in the area of 2205-

2209 Ludlow St, leaving the surface in that area (approximately

1

912 square feet) generally undisturbed, and in such case that surface area may be used for parking.

(c) The Project will include at least one (1) level of below grade parking, with the entrance to and exit from such parking to be located on the 2200 block of Ludlow Street.

(d) The Project will have enclosed, off-street loading and trash storage to be accessed from the 2200 block of Ludlow Street, in each case as substantially shown on Exhibit "A".

(e) There will be no vehicle entrance, loading, or unloading on Market Street.

**2. Modification of Design Plans and Specifications.** The parties acknowledge and understand that the Current Plans are not final, and further acknowledge and understand that the Current Plans will be modified as planning for the Project progresses. Prior to the submission of any request for zoning approvals with the Philadelphia Department of Licenses and Inspections (hereinafter, "L&I"), the Owner agrees to submit updated plans for the Project (hereinafter, "Updated Plans") to CCRA; and CCRA shall then determine, within ten (10) days following receipt thereof, whether the Updated Plans are substantially consistent in all relevant respects with the parameters outlined in Paragraph 1 of this Agreement. Updated Plans that are reasonably determined by CCRA not to be substantially consistent shall be modified by the Owner to the satisfaction of both the Owner and CCRA prior to the Owner submitting the Updated Plans for zoning approval(s), provided that CCRA shall have a maximum of five (5) days to comment on any additional revisions made to the Updated Plans pursuant this Paragraph.

**3. Additional Promises and Community Benefits.** In a further effort to be a good neighbor and encourage the beneficial development the area near the Property, the Owner further agrees to the following:

(a) **Ludlow Street.** The Owner agrees to make reasonable efforts to work with the residents of the neighboring 23:A Condominium to obtain approval from the City of Philadelphia to reverse the flow of traffic on the 2200 block of Ludlow Street to one way eastbound.

(b) **Sustainable Design.** The Project will be designed to a minimum of LEED silver. The LEED strategies will include daylighting strategies and lighting controls to minimize the use of artificial light, particularly during non-office hours. The Project shall include six weather protected bicycle parking spaces that can be reached and used by the general public, located under cover of the new building above. The bicycle facilities shall not be located within 50 feet of the 23:A

Condominium entrance.

(c) **Office Lighting.** The office lighting will be designed with controls that turn off the lighting (other than required emergency lighting) when occupants are not present in the spaces.

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(d) **Streetscape Improvements.** The sidewalk improvements will include granite curbs, cast concrete or stone sidewalk pavers, street lighting, and street trees. (e) **Stormwater Management.** The Project will meet the Philadelphia Water Department (PWD) stormwater requirements. The new building will occupy all or substantially all of the Property. The Property is located in the Schuylkill River Watershed, Management District A, in a combined sewer area. To address the PWD Water Quality requirements in combined sewer area, the Project will utilize roof runoff isolation as the pollutant reducing practice by piping the entire roof area directly into a detention tank in the garage parking level. The water quality storm event (1.5" runoff depth) will be slow released out of the tank and into the existing street sewer at a maximum release rate of 0.05 cfs/acre of impervious area. To address the PWD Flood Control requirements for Management District A, the detention tank will be designed with an overflow structure to reduce peak rates of runoff from the 2-yr post-development runoff rate to be at or below the 1-yr pre-development runoff rate and the 5, 10, 25, 50, 100-yr post-development runoff rates to be at or below the respective 5, 10, 25, 50, 100-yr pre-development runoff rates. The street sidewalk and curb adjacent to the Property frontage will be replaced and will drain into the existing street inlets.

(f) **Parking and Loading Security.** The Owner will make commercially reasonable efforts to ensure that the parking and off-street loading on the 2200 block of Ludlow Street will be buffered and lit to the extent feasible to keep pedestrians and other vehicles safely away from them.

(g) **Exterior Maintenance.** The Owner will make commercially reasonable efforts to maintain the exterior of the Project as appropriate for a high-rise building. The Owner will act promptly to cure any acts of vandalism or graffiti occurring on or around the premises.

(h) **Trash Storage.** The Owner agrees to cause all trash generated by occupants of the Project to be stored within the premises of the Property in a shared trash facility to be constructed as part of the Project.

(i) **Deliveries and Trash Removal.** The Owner agrees that deliveries for tenants of the Project and for trash removal shall be exclusively through the off-street loading accessed from the 2200 block of Ludlow Street. Trash and waste may be

removed commercially, on a daily basis and at times as required or permitted by applicable law. The Owner shall direct its waste hauling provider to pick up trash only during these times. Trash and waste shall not be put out for pick-up and shall be picked up from inside the Project. The Owner shall also maintain appropriate security in the areas of the loading docks and trash activities.

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(j) **Building Lighting; Signs.** The building exterior (including interior glazed spaces facing the outside) shall not have LED ornamental lighting. Flashing, color changing and other LED lighting shall be prohibited. Animated and electronic message signs shall be prohibited. Owner may from time to time propose accessory signs which make use of LED or other state of the art lighting. Except for building identification signs as permitted under 14-904(3) of the Philadelphia Code, all proposed illuminated signs will be submitted to CCRA for approval prior to Owner seeking approval from the City, such approval by CCRA not to be unreasonably withheld, conditioned or delayed as to signs which comply with this subsection 3(j).

**4. Support for Approvals.** As consideration for CCRA entering into this Agreement, CCRA agrees to the following:

(a) CCRA shall affirmatively support the Owner's efforts to re-designate the zoning classification for the Property from CMX-4 to CMX-5. For the avoidance of doubt, such affirmative support shall include, but shall not be limited to, writing a letter of support of the proposed zoning re-classification to Philadelphia City Councilperson Kenyatta Johnson, or any such person who may succeed him as the District City Councilperson for the Property; and at the request of the Owner, sending a representative to appear and offer testimony at any hearing of Philadelphia City Council, or meeting of any board or agency of the City of Philadelphia, to indicate CCRA's support for the zoning re-classification.

(b) Except as otherwise provided by this Agreement, CCRA shall not protest, oppose, contest, or appeal any application for a permit submitted by or on behalf of the Owner with respect to the Project, including but not limited to, any application relating to zoning, streets, building, historic, or utilities. Except as otherwise provided by this Agreement, at the request of the Owner, CCRA shall write to or send a representative to appear before any governmental board or agency to testify or otherwise indicate CCRA's support for any application for a permit submitted by or on behalf of the Owner in connection with the Project.

In the event of any appeal by CCRA of any permit or approval obtained by or on behalf of the Owner, the Owner shall have the right to unilaterally terminate this Agreement and all of its obligations hereunder.

**5. Subsequent Zoning Re-Classifications.** Notwithstanding CCRA's requirements under Article 4 of this Agreement, if three (3) years after any zoning ordinance re-classifying the zoning designation for the Property from CMX-4 to CMX-5 goes into effect and the Owner has failed or refused to apply for zoning approvals with L&I (or has failed or refused to commence demolition and construction on the Property), CCRA reserves the right to petition Philadelphia City Council to re-classify the zoning designation for the Property back to CMX-4.

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**6. Construction Activity.** (a) The Owner shall provide 23:A Condominiums and the John Fox Towers with a proposed construction schedule prior to the commencement of construction work for the Project. Once construction begins, to the extent any material schedule changes are made, the Owner shall provide those parties with an updated construction schedule. All schedules shall be subject to the approval of the City of Philadelphia and subject to compliance with the requirements of the City of Philadelphia.

(b) The Owner shall use commercially reasonable efforts to cause its contractors, subcontractors, material suppliers, and agents to conduct construction activities and construction-related deliveries at the Property in such manner as to limit, to the extent reasonably possible, the raising and spreading of debris and dust which may migrate from the Property to the neighboring properties.

(c) The Owner shall use commercially reasonable efforts to direct its contractors, subcontractors, material suppliers, and agents to not shine lights directly on or into windows of neighboring properties.

(d) The Owner shall use its commercially reasonable efforts throughout the duration of the construction of the Project to avoid interference with or obstruction of the utilities of and to neighboring residents including, but not limited to, the electrical, natural gas, cable, telephone, water, and sewer supply. In the event of any such interference or obstruction caused by the Owner or any of its contractors, subcontractors, material suppliers, and/or agents, then the Owner shall make repair of the interference or obstruction its highest priority.

**7. Ground Floor Restaurant/Retail Variances.** (a) CCRA's consideration, as an RCO, of any referral from the Philadelphia Zoning Board of Adjudgment and/or application for a zoning variance relating to the planned ground floor restaurant (or alternatively, ground level retail or other commercial use) shall be exempt from the requirements of Article 4 of this Agreement. For the avoidance of doubt, CCRA shall have the right under this Agreement to oppose or not oppose any such future application. The Owner acknowledges and understands that with regard to referrals relating sit-down and take-out restaurants, CCRA frequently does not oppose the applications provided that the tenant or occupant agrees to certain standard restrictions concerning, *inter alia*, trash storage, trash pick-up, delivery times, live music, and noise mitigation.

(b) If any ground floor restaurant operating within the Project desires to hold a liquor license, CCRA shall cooperate with the Owner in connection with the granting or transfer of one (1) or more liquor licenses to the Property. Such cooperation shall also include working in good faith with the Owner to enter into a standard conditional licensing agreement (hereinafter, "CLA")

with the Pennsylvania Liquor Control Board. The Owner acknowledges and understands that with regard to CLAs, CCRA frequently asks liquor license applicants to agree to certain standard restrictions concerning, *inter alia*, live music, outdoor music, and noise mitigation.

8. **Signage Variances.** CCRA's consideration, as an RCO, of any application for a zoning variance relating to exterior signage on the Project shall be exempt from the requirements of Article 4 of this Agreement. For the avoidance of doubt, CCRA shall have the right under this Agreement to oppose or not oppose any such future application.

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9. **Notices.** All notices and other communications required herein shall be sent by email and U.S. first class mail (or in lieu of U.S. first class mail, by other recognized overnight delivery service) to the following addresses:

(1) If to the Owner: (2) If to CCRA: Parkway Corporation Center City Residents' Association 150 N. Broad Street 1900 Market Street, 8<sup>th</sup> Fl. Philadelphia, PA 19102 Philadelphia, PA 19103 Attn: Howard A. Trachtman, Attn: Travis Oliver Senior Vice President Operations Manager Email: [htrachtman@parkwaycorp.com](mailto:htrachtman@parkwaycorp.com) Email: [centercity@centercityresidents.org](mailto:centercity@centercityresidents.org)

with a copy to: with a copy to: Cozen O'Connor Wade D. Albert 1650 Market Street 1845 Walnut Street, 23<sup>rd</sup> Fl. Suite 2800 Philadelphia, PA 19103 Philadelphia, PA 19103 Email: [wade.d.albert@gmail.com](mailto:wade.d.albert@gmail.com) Attn: Tom Witt Email: [TWitt@cozen.com](mailto:TWitt@cozen.com)

or in each case, at such other addresses as may, from time-to-time, be specified in writing, provided that no change shall be deemed to have been given until it is actually received by the other party.

10. **Lender and Partner Modifications.** In connection with the Owner obtaining any debt and/or equity financing for the Project, if the Owner's lender requests reasonable modification to this Agreement and/or a subordination, non-disturbance, and attornment agreement (hereinafter, "SNDA"), the parties will cooperate in acknowledging and documenting such modifications and/or in executing a SNDA. CCRA shall not terminate this Agreement in the event of a default hereunder by the Owner unless CCRA shall have first given the Owner's lender notice of and an opportunity to cure such default. Upon request by any lender or successor owner, CCRA shall provide a commercially reasonable estoppel certificate confirming whether the Owner is in compliance with the terms of this Agreement.

11. **Authority.** The individuals executing this Agreement represent and warrant that they are each authorized to bind their respective party.

12. **Successors and Assigns.** The terms and conditions set forth herein are covenants

intended by the parties hereto to apply to and bind the Owner and CCRA, and each of their respective successors and assigns, as well as any managers or operators of the Project and the premises thereof. The Owner agrees to provide a copy of this Agreement to any prospective successor or assign, and require that any successor or assign agree to be bound by this Agreement as a condition of any sale or conveyance; and this Agreement shall be solely binding upon such successors and assigns, and any previous owner shall be released from any liability hereunder. As a condition to such release, the Owner agrees to provide CCRA with a copy of the Owner's written notice to such successor or assign, and such successor's or assign's acceptance thereof, regarding the requirements of this Paragraph.

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**13. Voluntary Agreement.** The parties acknowledge and represent that each has had the opportunity to thoroughly discuss all aspects of this Agreement with an attorney, that each has carefully read and fully understood all of the provisions of this Agreement, and that each is voluntarily entering into this Agreement.

**14. Submission to Jurisdiction.** The parties hereby consent to the jurisdiction of any state or federal court in Philadelphia County, Pennsylvania, and irrevocably agree that all actions and proceedings relating to this Agreement may and shall promptly be litigated in such courts. Each party further waives any objection it may have to the conduct of any action or proceeding in any such court based on improper venue or *forum non conveniens*.

**15. Additional Terms.** (a) This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. This Agreement supersedes all prior agreements and understandings, both written and oral, between the parties with respect to the subject matter hereof. All other agreements, understandings, and negotiations, by the parties with respect to the subject matter hereof, as of the date hereof, are merged into this Agreement. (b) Intentionally omitted. (c) This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania. (d) In the event that any court or governmental agency of competent jurisdiction finds that any provision of this Agreement, or part thereof, is illegal, invalid, or unenforceable in any respect, the court or governmental agency may limit, alter or reform such provision to render it valid and enforceable. In the event that any court or governmental agency of competent jurisdiction finds that any part of this Agreement is illegal, invalid, or unenforceable in any respect, and that limitation, alteration, or reformation of the provision is not possible, then the validity, legality, and enforceability of the remainder shall not be affected. (e) Whenever possible, each provision of this Agreement shall be interpreted in such manner as to be effective and valid under applicable law. (f) The terms of this Agreement may be changed, waived, discharged, or terminated only by an agreement in writing signed by all parties. (g) No waiver by a party of any condition or of any breach of any term, covenant, representation or warranty contained herein shall be effective unless in writing, and no waiver in any one or more instances shall be deemed to be a further or continuing waiver of any such condition or breach in

any other instances or a waiver of any other condition or breach of any other term, covenant, representation or warranty. (h) The recitals contained in this Agreement are incorporated herein as if set forth at length. The headings in this Agreement are for convenience of the parties and are not part of the substance thereof. (i) This Agreement may be executed in separate counterparts, each of which shall be deemed to be an original and all of which, taken together, shall constitute one and the same Agreement.

**IN WITNESS WHEREOF**, I have hereunto set my hand and seal on the dates set forth below.

For Parkway Corporation Date

\_\_\_\_\_

By: \_\_\_\_\_  
Print name Title

For the Center City Residents' Association Date

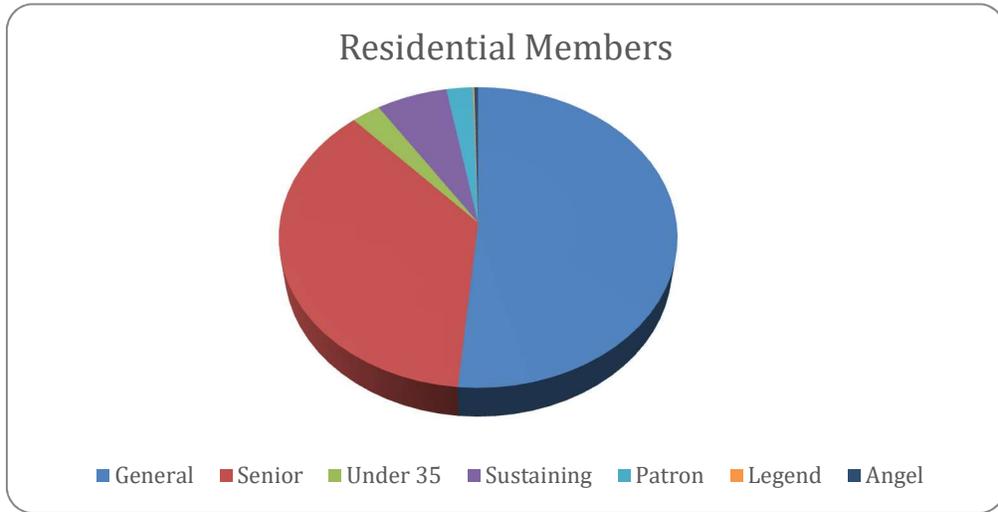
\_\_\_\_\_

By: \_\_\_\_\_  
Print name Title

Membership as of 9/30/19

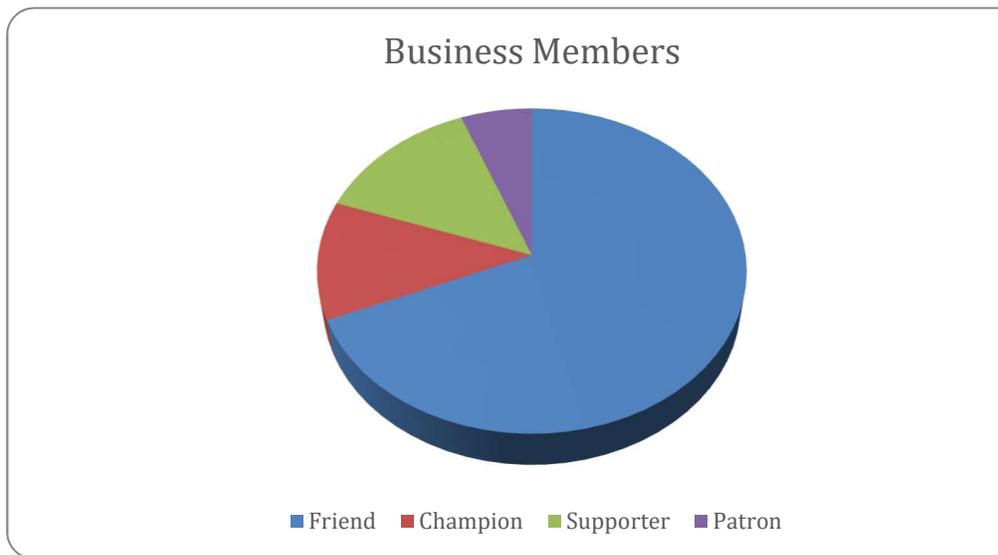
**Residential Members**      **Gain or Loss**

General	456	-
Senior	326	-5
Under 35	23	4
Sustaining	56	-
Patron	21	-
Legend	1	-
Angel	3	



**Business Members**

Friend	35	1
Champion	6	-
Supporter	7	-1
Patron	3	-
<b>Total</b>	<b>937</b>	



## BUILDING DESIGNATION TASKFORCE MINUTES 082119

August 21, 2019 meeting

### ATTENDEES

Gabriela Cesarino, Jim Duffin, Steve Huntington, Brian Johnston, Tim Kerner, Mike Kihn, Charles Robin

### NEXT MEETING

Wed Sept 18<sup>th</sup>, 6 pm, Suite 1400, 1420 Walnut

### HOMEWORK

Tim: Continue the discussion with Patrick Grossi at the Preservation Alliance regarding the list of potential buildings, next steps and possible funding sources. He will also reach out to Lori Salganicoff at the Chestnut Hill Conservancy for further advice and information.

Steve: Research OPA data regarding the owners of the 9 potential buildings the group has identified. The information will also contain date and cost of the most recent sale. Also report to group on the historic preservation bonus bills introduced by Squilla.

Gabriela: Contact the local office of the National Park Service to see if they still maintain information about the owners of properties on the Federal Register, which could be helpful in determining the actual owners behind some of the listed LLCs.

Mike: Reach out to his contacts at the William Penn Foundation to determine if there are any programs that could be potential financial supporters of the historic designation process.

Jim: Discuss the initiative with Oscar Beisert to determine potential consultant costs, possible funding sources and other relevant information. Jim will also research which buildings in our area of interest are already protected by the Preservation Alliance façade easement program and add them to his map, which he will distribute as a PDF file to the group.

All: Walk along Walnut, Sansom, and Chestnut Streets to review our shortlist of potential nominees and determine prioritization

### UPDATE OF PRIOR ACTIONS

1. Contact with Powelton Village Civic Association

Steve Huntington set up a conference call with Steve Sebelki, the President of Powelton Village Civic Assn. to pick his brain on the designation process as PVCA has done a number of designations over the years. Participating for CCRA were Steve Huntington, Tim and Maggie Mund. Sebelki advised that the cost of the consultants PVCA used was in the range of \$1,000 to \$2,500. Following the conversation, Sebelki sent a list of suggested resource people:

- George Poulin, an architect on the PVCA board who has been active in PVCA designations
- HC Staffers: Meredith Keller, Laura DiPasquale and Kim Chantry
- Nomination researcher/writers: Oscar Beisert, Ben Leech, Amy Lambert and Arielle Harris.

## 2. Contact with the Preservation Alliance

Tim discussed our project with Patrick Grossi of the Preservation Alliance and sent him the preliminary list of 22 buildings.

### TASKFORCE GOALS

The Committee's name, "The CCRA Building Designation Taskforce", describes its goals, which are twofold:

1. to identify properties in the CCRA area not subsumed within the Rittenhouse/Fitler District that are good candidates for placement on the City's Historic Register and
2. to nominate those properties for placement on the Philadelphia Historic Register

In the course of discussing goals, we considered the idea of nominating a new historic district in lieu of designating parcels individually. There are several benefits to that approach but there is concern about the extended amount of time that the city typically takes for district approval and the difficulties of that process. This initiative has been started by the CCRA Historical Committee, which is chaired by Pip Campbell. It is the intention of the Task Force not to disrupt that process and we believe that individual building designations will contribute to the argument for the need of an historic district.

### CRITERIA FOR PRIORITIZATION OF PROPERTIES

We discussed criteria to be considered to determine what properties should be designated before others. The criteria identified were:

1. Architectural Significance

We are our interested in preserving the finest examples of historic architecture within the CCRA area. Additionally, we do not wish to spin our wheels on projects with a low likelihood of success at the Historical Commission.

2. Threat of Demolition

Lower height buildings, vacant buildings and buildings in poor condition are more likely to be demolition targets. Large lots or lots next to parcels that could be assembled to create large lots are also more threatened by potential development projects that could involve

the demolition of historic structures. The allowable building envelope per the zoning category is also an indicator of potential demolition threat.

### 3. Social History:

Research into individual buildings may reveal specific stories that could contribute to the perceived significance of the property.

### 4. High Profile/ "Sympathetic" Properties

Buildings which are positively considered in the community would more easily generate public support for their preservation efforts. An example would be the Brooks Brothers store at 1513 Walnut.

### 5. Owner/tenant support for designation

Most owners are likely to regard historic designation negatively because designation would limit their options to renovate or demolish. On the other hand, community friendly institutions such as banks, insurers and utilities could be supportive if they were persuaded to view designation as part of their outreach mission. Preservation can be perceived positively by tenants because it reduces the possibility of building demolition and the associated disruption to their businesses.

### 6. Diversity of properties

If we are successful in nominating a number of properties, we should attempt to select parcels that are geographically distributed, and represent a variety of architectural styles and time periods.

### OWNER CONCERNS

Two possible means were mentioned to address the concerns of owners who may consider the designation of their buildings to constitute a taking. These are façade easements and the Transfer of Development Rights (TDR). The latter was identified in the Recommendations of the Philadelphia Historic Preservation Task Force (page 40 in the link below) but the city has not, as of yet, developed a TDR program:

[https://docs.wixstatic.com/ugd/c0d485\\_4b1083963b1344c9aa60986bb0acf2d4.pdf](https://docs.wixstatic.com/ugd/c0d485_4b1083963b1344c9aa60986bb0acf2d4.pdf)

### FUNDRAISING

We had tentative discussions regarding fundraising and identified two possible sources – individuals and foundations. One suggestion was to forward an initial nomination and then use the success of that effort as a selling point to solicit further donations from individuals or foundations. An advantage to this approach is that the initial nomination could be financed on an attainable budget, \$1,500 - \$2,000. A potential consultant may have some suggestions as to funding sources.