



Preserve, enhance and celebrate
urban living

BOARD OF DIRECTORS MEETING
THURSDAY, October 10, 2019, 6:00 p.m.
Brandywine BEX, 1 Commerce Square, 2005 Market Street
AGENDA

1. **Presentation by Parkway Corporation/23rd and Market Street Major Development Task Force (Wade Albert) [40 mins; 15 presentation, 25 Q &A]**
Concerning proposed development of 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 23rd and Market Streets

This requires a re-zoning from CMX4 to CMX5
See attached Community Benefit Agreement
2. **Approval of the September Minutes [5 mins.]**
(see attached)
3. **Finance**
Treasurer's Report (Matthew Schreck) [5 mins.]

3.3 Budget vs Actual dated September 30, 2019
4. **Office Report (Travis Oliver) [5 mins.]**
5. **President's Report—Maggie Mund [5 mins.]**
5.1 CCD meeting 9/5/2019 Homeless and Panhandling
6. **Committee Reports**
6.1 Physical Environment [5 mins.]
 - a. Designation Task Force-- Charles Robin6.2 Development—Rick Gross [10 mins.]
 - a. Blatstein Event6.3 Membership and Communication—Donna Cordner [5 mins.]
 - a. Membership Report (attached) Michele Ettinger/Donna Cordner
 - b. Membership Table—Friends of Schuylkill River Park Fall Festival, October 19, 2019 11am – 3 pm
 - c. Report of social media meeting with Breslow Associates (premature)?

6.4 Government and External Relations—Charles Robin [10 mins.]

- a. Major Development Task Force—21st and Market (see attached report)
- b. Extraordinary Zoning Committee Policy—see attached--Charles Robin [5 mins.]
- c. Remapping Committee Report (see attached)

6.5 Nominating Committee –Matt Schreck [5 mins]

6.6 Ad Hoc Committees

- a. Liquor Ben Zuckerman [5 mins.]
- b. Strategic Planning Barbara Halpern [10 mins.]

CCRA Board Meeting
October 10, 2019
Prepared by Lauren O'Donnell

Attendees: Attendees: Maggie Mund, Barbara Halpern, Charles Robin, Robin Sweet, Richard Gross, Lauren O'Donnell, Elena Cappella, Michele Ettinger, Richard Frey, Ayanna Haskins, Amy Jared, Susan Kahn, Douglas Mellor, Paul Rathblott, Nan Robinson, Stanley Krakower, Wade Albert, Matthew Fontana, Charles Goodwin, Steve Huntington

Presentation by Parkway Corporation regarding the development at 2222 Market Street, including review of renderings and Board member questions.

- CCRA prepared a Community Benefits Agreement (“CBA”) with the developers. The CBA gives CCRA’s consent to City Council to vary zoning requirements (needs to be CMX 5 and is currently 4).
- The CBA was emailed to the Board in advance of this meeting.
- Morgan Lewis, a law firm, will inhabit the space.
- The developers are meeting with other interested neighborhood groups.
- Due to a SEPTA tunnel and storm sewer, there is limited ability to plant street trees, but the developers will plant street trees where they can.
- There will not be benches unless they are under coverage, and there will be a minimal number of such benches.
- It will be a very green building.
- There will be one level of underground parking. It will only be available to Morgan Lewis.
- There will be a retail area with one large restaurant, or a smaller restaurant and other retail.
- The developers would have no objection if the city wanted to put in a bike lane.
- The plans are attached as Exhibit A to CBA; in the CBA, the developers have agreed to build according to the plans. If the plans attached as Exhibit A look different than the plans presented to L&I, CCRA has an opportunity to speak up. Also, if the developers do not build for three years, CCRA can ask the city to roll the zoning back to CMX 4
- There was a motion to allow CCRA to continue with the CBA as drafted by CCRA’s Major Development Task Force; it was seconded, all voted in favor, none opposed.

Approval of September minutes:

- Moved, seconded, all voted in favor, none opposed.
- Per Maggie Mund, CCRA’s monthly Board minutes will be posted online moving forward, and CCRA’s monthly Board agendas will be circulated in advance in CCRA’s weekly e-newsletter.

Treasurer’s report from Paul Rathblott:

- There was a motion to approve Paul as Assistant Treasurer; it was seconded; all approved, no one opposed.
- Membership has been flat. Office expenses consume 55% of CCRA’s revenue.
- There was a motion to approve the finance report; it was seconded, and it passed with no opposition.

Office report from Travis Oliver:

- CCRA has two new members as a result of the realtors’ list project.
- CCRA will partner with the Christmas Village for cross-promotion; CCRA will advertise for the Village and vice-versa.
- CCRA has been losing advertisers for the quarterly newsletter.

President’s report from Maggie Mund:

- Homelessness is a growing issue. Mund had a meeting with Paul Levy and other neighborhood groups. Mund tried to organize a second meeting, but it has not yet occurred. Mund questioned whether and to what extent CCRA should get involved. The Board discussed CCRA’s role. The Board will address CCRA’s role at our strategic plan meeting. Anyone who would like to join a homelessness task force should contact Mund.
- Regarding the medical cannabis discussion from last month’s Board meeting, the Board determined that zoning related to any such dispensary will be handled in the usual and customary fashion by the zoning committee. The Board also determined that there should be a policy regarding extraordinary zoning issues. There was a motion to

adopt the Extraordinary Zoning Committee Policy previously circulated to the board, it was seconded, and all voted in favor.

Major Development Task Force report from Charles Robin:

- Nothing major to report. The task force deals with issues like the Brandywine development.

Historic Designation Task Force report from Steve Huntington:

- The task force is attempting to identify buildings which are good candidates for protection under the city's historic preservation act. If buildings are designated as such, then the historic commission gets to issue a ruling before any demolition occurs.

Membership

- Michele Ettinger and Nan Robinson presented the results of their analysis of CCRA membership categories and numbers. A power point was delivered, summarized below.
 1. Create an Individual and Family Membership &
 2. Eliminate the General Membership. This will generate more dollars and more importantly give us a true accounting of our membership numbers, helping in marketing, advocacy, goal setting, PR, development etc.
 3. Increasing the Senior Membership to \$45 from \$40 because almost 1/3 of the membership are seniors.
 4. Eliminating the Sustaining Level (\$150) & Lowering the Patron Level to \$200 (was \$250) in the hopes that most of the 56 households in the Sustaining Level will bump up \$50 to the Patron Level. Currently there are 22 households in the Patron Level. This month, there will be a net increase of \$1700.
 5. Adding More Benefits to the Angel and Legend MembershipsThe board voted to adopt these recommendations.

They also introduced a new membership tracking system that will be presented each month so that membership may be monitored more closely and results of initiatives undertaken may be more easily understood.

Events

- Robin Sweet the House and Garden Tour committee had begun preliminary work on organizing the House and Garden Tour for next Spring. Kate Federico and Robin Sweet are the committee to date, they requested volunteers. The House and Garden Tour is a big undertaking: typically there are about 8-10 houses and gardens on the tour, requiring 100 volunteers. The tentative date is April 29, taking into account other competing events in the Spring.

Liquor

- Chuck Goodwin reported for Ben Zuckerman that a Conditional Licensing Agreement had been negotiated between Rittenhouse Operations, 1711 Rittenhouse Square Street and the Pennsylvania Liquor Control Board under the direction of State Senator Larry Farnese. Chuck further noted that well after the public comment period had ended, some neighbors on Rittenhouse Square Street objected to the license and were upset with CCRA.
- Chuck explained, that unlike the zoning process, CCRA itself is unable to protest a license application under PA liquor Law. And License applicants are not required to contact CCRA and usually don't. Businesses seeking liquor licenses are required to post a large, orange poster, in landscape, when they are seeking a liquor license. Neighbors within 500 feet have thirty (30) days from the date of posting to protest the license by sending a letter to the state liquor board saying they oppose the license. Protesting a license starts a process that (as a practical matter) will cause the applicant to contact the protestors to address their concerns (usually, noise, crowding). CCRA can help you with your protest, but not initiate it.
- Because of the issues with the Rittenhouse Operation license, CCRA mad a point of letting members know that Ambrosia, in the 2400 block of Locust, had applied for a liquor license in the e-newsletter.

Strategic Planning

- Paul Rathblott explained the process used to develop the draft Mission Statement, distributed in advance of the Board Meeting. The draft Mission Statement is:
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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.

- He explained that board members wanting to comment on the DRAFT should get him the revisions they sought by Friday October 18. The MissionStatement subcommittee would consider all revisions and recirculate a FINAL Mission Statement in advance of the November board meeting. Only those who made comments on the Draft would be permitted to comment on the Final. The Final will be recommended for adoption in November.
- Paul explained that two additional subcommittees, the Strategic Alignment and Diversity/Expansion of Membership would be presenting recommendations in advance of the Strategic Retreat. Please see Strategic Retreat Board Report for more information.

There being no new business, the meeting adjourned at 8:00 pm.