



## OVERBROOK FARMS CIVIC FOUNDATION

Preserving and protecting the historic fabric of our community.  
Maintaining our quality of life.

### Board of Directors

Terry M. Henry   Amy Taylor   Melanie Ellison-Roach  
Mary Tracy   Carol Tinari   Wes La Blanc

## 63<sup>rd</sup> Street Commercial Corridor Project

### Minutes of the Design Team – Task Force Meeting I July 27, 2007

#### I. ATTENDANCE

##### Task Force Members

\*David Cleghorn  
\*Melanie Ellison Roach  
\*Peter Hertzog  
\*Marcus Johnson  
Barbara Raynor  
Carol Tinari  
\*Victoria Wilson

\*Cheryl Desmond  
\*David Fogel  
\*Terry M. Henry  
\*Marty Kardon  
Wadell Ridley, Jr.  
\*Mary Tracy

##### Design Team Members

\*Jeffrey Brummer  
Benjamin Cromie  
\*Terra Edenhart-Pepe  
\*Natalie Malawey-Ednie  
\*Christine Miller  
\*Veronica Polo

\*- Attended the meeting

#### II. GREETINGS AND INTRODUCTIONS

Mr. Henry greeted and thanked all those attending the meeting. Mr. Henry also introduced members of both the Task Force and Design Team.

#### III. PURPOSE OF MEETING

Ms. Malawey-Ednie stated that the purpose of the meeting was to discuss, generally, the project, to get task-force input and to resolve some questions the design team had after review of the Overbrook Farms Civic Foundation application packet and site visit. The purpose of the meeting was also to build consensus in terms of priorities for improvements to the 63rd Street Commercial Corridor. Ms. Malawey-Ednie explained that the direction given at the meeting will be used as the basis for the preliminary design.

#### **IV. REVIEW OF COMMUNITY PLANNING PRINCIPLES AND INPUT**

To place into context the 63<sup>rd</sup> Street Commercial Corridor Project, Mr. Henry reviewed the following community planning principles that have been adopted by Overbrook Farms. (A draft community plan can be found at [www.overbrookfarmsclub.org](http://www.overbrookfarmsclub.org).)

##### **A. Overbrook Farms Community Planning Principles**

- Preserve Historic Assets
- Connectivity With Adjacent Communities
- Innovative Open Spaces And High Quality Public Amenities
- Efficient And Sustainable Transportation Systems
- Implementing The Plan Through Partnerships, Clear Goals, And Funding Resourcefulness

##### **B. Four Goals of Overbrook Farms' Community Planning**

- Development and improvement of green space and meeting spaces
- Parking and traffic plan
- Historic Property Preservation and Restoration
- Redevelopment of the commercial corridor

##### **C. Overbrook Farms' Community Planning Goals for Commercial Corridor**

- Develop a plan to create natural gathering places in or around businesses
- Develop a plan to encourage the community / walk-up use of commercial space – pedestrian friendly
- Develop a plan to improve the appearance of the corridor
- Develop a plan to improve parking and traffic flow
- Develop a plan for increased security of commercial strip, particularly at night

#### **V. COMMERCIAL CORRIDOR MASTER PLAN DESIGN ISSUES:**

Ms. Malawey-Ednie opened the substantive portion of the meeting by starting a general discussion seeking comment from the Task Force about what kind of development the community and stakeholders sought for its commercial corridor.

##### **A. Big Idea**

Ms. Malawey-Ednie asked for comment on what is the general "feel" that is desired? Task Force member Mary Tracy suggested that in addition to ensuring a proper design, thought should be given to implementation. Ms. Malawey-Ednie stated that, although this project was focused on a Master Plan, one of the goals of the project was to provide OFCF some ideas for project funding and implementation.

Mr. Henry explained that the idea of a community development plan arose out of a general desire within the neighborhood to develop a more fundamental and consistent means to improve the community, as opposed to a policy of reacting to problems as they are presented. The underlying theme of the community plan is that families and owner-occupied homes are the best way to ensure restoration of

individual properties, reduce the number of homes broken into apartments and/or dorms and to maintain the community. The plan's overall goal is to encourage families that are in the neighborhood to stay and to attract new families. Mr. Henry explained that the commercial corridor is one aspect of that plan. The plan envisions a commercial corridor that is the center of positive commercial activity and would be attractive to potential home buyers and current home owners. The commercial corridor plan should also be tied to other aspects of the community plan, and tied into adjoining communities. In that respect, the plan should be tailored so that it compliments the City Avenue Special Services District plan for City Avenue. (Lighting and Landscape plan)

This prompted Ms. Malawey-Ednie to seek comment on whether any thought was given to expanding the plan from 63<sup>rd</sup> and Woodbine one additional block to 63<sup>rd</sup> and Lancaster. This would encompass Our Lady of Lourdes triangle. Ms. Malawey-Ednie explained that this would provide a better "gateway" to the corridor. Task Force member David Cleghorn asked if the scope of OFCF's mission extended beyond the boundaries of Overbrook Farms, which ends at Woodbine. Mr. Henry assured the group that the mission of OFCF was improve and preserve Overbrook Farms, and to do so encompassed programs reaching beyond the boundaries of the community. The Task Force was generally in agreement that if the Design Team could take on the additional work, then expanding the project would be fine.

Ms. Malawey-Ednie also sought comment on what aspects from other neighborhoods that the community would like to see incorporated in Overbrook Farms. Task Force member Marty Kardon mentioned that Narberth had a very nice, small downtown, a feel he would like to see along 63<sup>rd</sup> Street. Other similar comments followed, most leaning toward a commercial corridor that would prompt walk up business, or natural gathering places for community members and neighbors. This discussion led into the next topic, business type – or programming.

## **B. Programming**

Ms. Malawey-Ednie briefly discuss the program uses that were suggested in the Community Plan for the 63<sup>rd</sup> Corridor. She also stated that the Master Plan would not direct which businesses would need to occupy which properties, but would offer an overall template or suggest businesses that might be best suited to compliment the community's plan or give it the best chance of success.

1. Bakery/Coffee Shop – Comments were generally that a coffee shop would be successful, although the desire was that it should be one that contributes to the feel of the neighborhood, as opposed to a Starbucks. Concerns were raised that the Starbucks on Lancaster is not doing well, but that may be due to poor location.
2. Interior Design Shop – This suggestion was related to the interest of Overbrook Farms homeowners taking a hand in their home restoration.
3. Green Grocer/ "Weavers Way"/ place to pick up bread & milk – Comments were mixed on whether another or an upgraded grocer or convenience type store was needed or desired. There are already several

produce type markets within blocks of the commercial corridor and produce markets generally bring traffic, as opposed to walk-up business. Several questioned the need for two remarkably similar convenience grocers on the same strip.

4. Bar/ Restaurant - no liquor take out. There seemed to be strong support for a sit-down type restaurant and/or pub. A BYO was also discussed.
5. Arts Theater - Arts Center – The comments on this topic focused on a community oriented center, perhaps sponsoring programs for neighborhood children.
6. Bookstore - Chain like Barnes & Nobles or Borders
7. Ice Cream Shop – There were generally favorable comments in support of having some form of Ice Cream Shop, but that it would have to be supplemented with a business that had more of a year around appeal.
8. Community Center - with permanent meeting place for OFC & historical museum/archive. There was support for finding a property for this activity. Ms. Malawey-Ednie suggested the Pacifico building located at 63<sup>rd</sup> and Woodbine, which would need renovation to support this use.

Within the discussion of the various potential program uses for the commercial properties, some suggested use of the Overbrook Farms Train Station. The historically renovated property has some vacant space that could be put to commercial use. Task Force member and SEPTA representative David Fogel discussed the SEPTA “Adopt a Station” program and stated that Overbrook Farms Train Station could be included in this program. Once a potential business type and business operator are identified, SEPTA can work with the business for use of the train station. Mr. Fogel has clarified that since the Overbrook Station is owned by Amtrak and is included in the Amtrak/SEPTA lease agreement, any ancillary use of the station building and/or parking use would have to be coordinated with Amtrak and SEPTA Real Estate and Parking Administration.

### **C. Group Servicing**

The discussions surrounding the various program uses for the commercial properties centered what the adult, home owner members of the community might want to see. Design Team member Terra Edenhart-Pepe asked the Task Force also to consider what other populations or groups the community might want to consider serving in its commercial corridor. The Task Force generally agreed that corridor planning should consider the large Saint Joseph’s University student population that lives in the area and directly adjacent to the commercial corridor. These students are members of the community and taking their needs into consideration could ensure otherwise marginal businesses are commercially viable. The other significant population that should be considered is the children of homeowners. There are already a significant number of children in the neighborhood and having activities or businesses on the corridor that have services directed to children would be an attractive element for current and potential home owners.

#### **D. Site Circulation**

1. Main mode of travel - Ms. Malawey-Ednie sought input from the Task Force about the primary means of transportation used by community members to and from the commercial corridor. Ms. Tracy suggested that most people drive to the existing shops on the corridor. Mr. Kardon stated that many residents use some of the shops around the train station when walking to or from the train. It was agreed, generally, that the commercial corridor is realistically only “walkable” for those west side residents who live within a block or two of the corridor. For east side residents, walking would mean going down to Woodbine or through train station tunnel. Most east side residents drive to the shops.
2. Traffic – Design Team Member Jeffrey Brummer discussed planning methods for “traffic calming” to make it easier for pedestrians to use the corridor. He explained one way to calm traffic is to widen the side walks and narrow the driving lanes. Mr. Brummer also suggested that adding a bicycle lane, using different paving surfaces for crosswalks at key intersections, and landscape buffers can make the corridor more pedestrian friendly. Task Force member Victoria Wilson commented that bicycle lanes would be very welcome. Others commented on the need to designate clear pedestrian crossing points.
3. Parking - Ms. Malawey-Ednie asked the Task Force how well the parking scheme works now and how much more parking does the Task Force think is required? Although there was initially some discussion about the need to expand parking along the corridor, after a detailed examination of the situation, it was determined that existing parking appears sufficient and may encourage additional foot traffic. Mr. Fogel also suggested that the SEPTA parking lots may be available for short term parking in the evenings and on weekends, which would relieve any parking pressures created by additional commercial traffic.
4. Define curb cuts – Mr. Brummer also explained that another way to control flow or make the corridor more pedestrian friendly is to better define curb cuts and provide a better delineation between cars and pedestrians. One example for the need for better curb cuts is at Tilson Auto and the Juvenile Justice Center (old Acme), both of which place pedestrians and cars in close proximity to one another and create a less than inviting environment.

#### **E. Identity**

1. Signage - Ms. Malawey-Ednie sought input from the Task Force about what kind of signage, if any, the community wants? She also asked whether and where the community envisions "Gateway" signs? Mr. Henry advised that the community already has signs along several of the roads into the neighborhood and banners along the borders and within the neighborhood. He suggested that signage would be fine, but that it should incorporate the color scheme and logo already existing to minimize the need to change the other existing signage around the neighborhood.

Ms. Malawey-Ednie also suggested incorporating an Information Kiosk or Smart Station. The Task Force thought this was a good idea, but no consensus emerged about where such a kiosk would go. Some suggestions included at the train station, bus stop or traffic bump out / island.

2. Lighting – City Avenue Special Services District was kind enough to share its lighting plan. Since the City Avenue plan includes the installation of street-lamp style lighting that is historic in character, the Task Force is agreeable to adopting and expanding (if necessary) this plan. In doing so, the corridor would also be tied in with its adjoining commercial corridor along City Avenue.

#### **F. Green Space**

Ms. Malawey-Ednie advised that the Design Team is planning to incorporate green space into landscape buffers. Again, the Task Force suggested tying into and/or expanding the City Avenue plan, which starts at 63<sup>rd</sup> and City Avenue, would make practical sense and give a feeling of continuity. Ms. Malawey-Ednie also suggested the idea of a small community park. The Task Force was in agreement with this suggestion as it meets the goal of establishing areas of community congregation and kid-friendly spaces. The Task Force advised that any “community” green space would be maintained by Overbrook Farms Club.

#### **G. Historic Importance & Façade Improvements**

Design Team member Christine Miller discussed some ideas to ensure preservation of the historic nature of the corridor, such as incorporating signage calling out significant buildings and history. The Task Force expressed that the community has a strong interest in and a desire to maintain the historic look and feel of the corridor, to the extent possible. Ms. Miller also suggested that where façade improvement is recommended for buildings that are not historically significant, the Design Team will strive to observe the historic aesthetic of the corridor and ensure that façade improvements on nonconforming buildings are complimentary to this aesthetic. Ms. Miller also briefly discussed the following topics:

1. Preservation/design guidelines
2. Fund program for businesses to make alterations – Main Street Programs
3. Program for Historic homes – Preservation Alliance

#### **H. Operations**

Both Ms. Malawey-Ednie and Task Force member Peter Hertzog asked whether there is any 63<sup>rd</sup> Street Commercial Corridor Business Association or similar organization. Mr. Henry advised that there are efforts to get such an organization started. It was agreed that such an organization would most likely be a positive influence and could help with plan implementation.

## **VI. NEXT PHASE**

Ms. Malawey-Ednie advised the group that the next step would be development of the design approach, or draft plan. The Design Team's in-house review is scheduled for September 4 at the Community Design Collaborative. During the in-house review, the Design Team's draft plan is essentially "peer reviewed" by the Community Design Collaborative.

Following the in-house review, the Design Team will again meet with the Task Force to discuss the draft plan and to obtain feed-back. It is anticipated that this meeting will take place during the week of September 17 or September 24.

The meeting was adjourned.

### Attachments:

1. Meeting agenda
2. OFCF PowerPoint

## Project 2007-14

### Commercial Corridor Improvement: Master Plan Strategy for 63<sup>rd</sup> Street

Project Kick-off Meeting with CDC team & Overbrook Farms Civic Foundation/ Overbrook Farms Club Task Force

#### Agenda:

1. CDC Team & Task Force Introductions
2. Review Meeting Purpose:
  - a. to discuss the group's issues and concerns with the volunteers and to reach a consensus in terms of their priorities for improvements to the 63<sup>rd</sup> Street Commercial Corridor. The direction given at this meeting will be used as the basis for the preliminary design.
3. Commercial Corridor Master Plan Design Issues:
  - a. Big Idea – What is the general “feel” that is desired? Are there aspects from other neighborhoods that you would like to see incorporated here? What is the Identity that OFCF/OFC wants to achieve?
  - b. Programming – Briefly discuss the program uses that were suggested in the Community Plan
    - i. Bakery/Coffee Shop
    - ii. Interior Design Shop
    - iii. Green Grocer/ “Weavers Way”/ place to pick up bread & milk
    - iv. Bar/ Restaurant – no liquor take out
    - v. Arts Theater – Arts Center
    - vi. Bookstore – Chain like Barnes & Nobles or Borders
    - vii. Ice Cream Shop
    - viii. Community Center – with permanent mtg place for OFC & historical museum/archive
  - c. Site Circulation
    - i. Main mode of travel – Walking versus Driving – what does the task force envision here? What is the current community culture?
    - ii. Traffic calming for ease of Pedestrian use could be achieved by widening the side walks and narrowing the driving lanes, adding bicycle lanes, utilizing different paving for crosswalks at key intersections, and landscape buffers.
    - iii. Parking – How well does the parking work now and what do people do to make it work? How much more parking does the Task Force think is required?
    - iv. Define curb cuts - for example at place like the Mechanic's shop and the Doctor's Office parking lot.

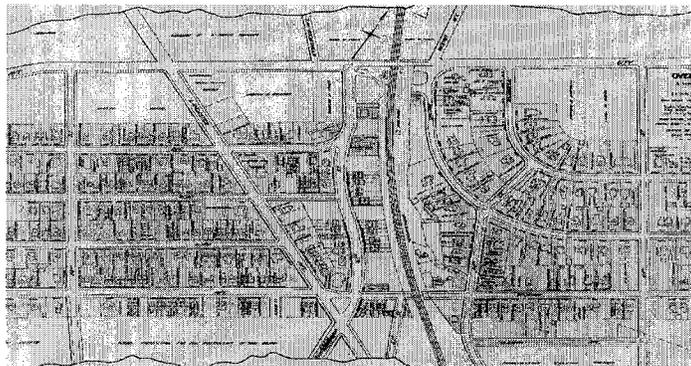
- d. Identity
  - i. Signage – What kind of language does the task force want to see? Where do you envision “Gateway” signs? How do you feel about the incorporation of an Information Kiosk?
  - ii. Lighting – Is the desired direction to follow the City Ave District’s Lighting plan or would there be a desire to do something to different to highlight the corridor?
- e. Green Space – The design team is planning to incorporate green space into landscape buffers. Would the Task Force like to see a small community park? What are the limiting maintenance issues?
- f. Historic Importance & Façade Improvements – Incorporate signage calling out significant buildings and history. Should buildings that require façade improvements that are not historically significant try to mimic the historical aesthetic or differentiate themselves by being more contemporary?
  - i. Preservation/design guidelines
  - ii. Fund program for businesses to make alterations
  - iii. Program for Historic homes
- g. Operations – Who will maintain the grounds & how often? Will the Commercial/ Business Association determine the types of businesses that are accepted? Will the association need meeting/ office space?



## 63<sup>rd</sup> Street Commercial Corridor Project

Overbrook Farms Club & Overbrook Farms Civil Foundation  
Community Design Collaborative of the AIA

### Design Team and Task Force Meeting



## 63<sup>rd</sup> Street Commercial Corridor Project

Overbrook Farms Club & Overbrook Farms Civil Foundation  
Community Design Collaborative of the AIA

### Task Force Members

- |                         |   |
|-------------------------|---|
| David Cleghorn -        | Neighborhood Resident / CDC Expertise   |
| Cheryl Desmond -        | Historian, Resident, Commercial Property Owner on 63rd Street   |
| Melanie Ellison Roach - | 63rd Street Area Resident / OFC and OFCF Board Member / Communications expertise                              |
| David Fogel -           | Director, Long Term Planning, <b>SEPTA</b>  |
| Terrence Foley -        | CEO, <b>City Avenue Special Services District</b>   |
| Terry M. Henry -        | Overbrook Farms Club / Overbrook Farms Civic Foundation   |
| Marcus Johnson -        | Neighborhood Resident / <b>Pennsylvania Horticultural Society</b>   |
| Marty Kardon -          | Neighborhood Resident   |
| Barbara Raynor -        | <b>Alleghene Bank</b>   |
| Wadell Ridley, Jr. -    | <b>Saint Joseph's University</b> , Office of External Affairs   |
| Carol Tinari -          | Liaison to Congressman Robert Brady, OFCF Board Member, Member of Numerous West Philadelphia Community Groups |
| Mary Tracy -            | 63rd Street Resident / OFCF Board Member / Non-Profit and Public Sector experience                            |
| Victoria Wilson -       | Neighborhood Resident / Overbrook Farms Board Member / Development expertise                                  |



## 63<sup>rd</sup> Street Commercial Corridor Project

Overbrook Farms Club & Overbrook Farms Civil Foundation  
Community Design Collaborative of the AIA

### Design Team Members

Jeffrey Brummer	Architect, Registered
Benjamin Cromie	Planner
Terra Edenhart-Pepe	Landscape Architectural Designer
Natalie Malawey-Ednie	Intern Architect
Christine Miller	Historic Preservationist
Veronica Polo	Planner



## 63<sup>rd</sup> Street Commercial Corridor Project

Overbrook Farms Club & Overbrook Farms Civil Foundation  
Community Design Collaborative of the AIA

### Purpose of the Project

#### Part of Overall Neighborhood – Community Improvement Plan

#### Planning Principles

- Preserve Historic Assets
- Connectivity With Adjacent Communities
- Innovative Open Spaces And High Quality Public Amenities
- Efficient And Sustainable Transportation Systems
- Implementing The Plan Through Partnerships, Clear Goals, And Funding Resourcefulness



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### Purpose of the Project

#### Part of Overall Neighborhood – Community Improvement Plan

- Development and improvement of green space and meeting spaces
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- Historic Property Preservation and Restoration
- Redevelopment of the commercial corridor



## 63<sup>rd</sup> Street Commercial Corridor Project

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### Design Team and Task Force Meeting

#### Community Project Goals

- Develop a plan to create natural gathering places in or around businesses
- Develop a plan to encourage the community / walk-up use of commercial space – pedestrian friendly
- Develop a plan to improve the appearance of the corridor
- Develop a plan to improve parking and traffic flow
- Develop a plan for increased security of commercial strip, particularly at night



## 63<sup>rd</sup> Street Commercial Corridor Project

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Community Design Collaborative of the AIA

### Scope of the Project



## 63<sup>rd</sup> Street Commercial Corridor Project

Overbrook Farms Club & Overbrook Farms Civil Foundation  
Community Design Collaborative of the AIA

### Upper 63<sup>rd</sup> Street





## 63<sup>rd</sup> Street Commercial Corridor Project

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### Lower 63<sup>rd</sup> Street



## 63<sup>rd</sup> Street Commercial Corridor Project

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### Design Team and Task Force Meeting

