



OVERBROOK FARMS CLUB | Winter Member Meeting

February 20, 2020 | 7:00pm

Overbrook Presbyterian Church, Wistar Morris Room



AGENDA

- Election of Directors
- Report on Calendar 2019 Activities
- CY2019 Community Survey Results
- CY2020 Proposed Projects & Initiatives
- Remarks from our Elected Officials
- Other Updates:
 - 2079-97 North 63rd Street
 - 6367-70 Lancaster Avenue



Current Board Profile

Name	Position	Current Term Years Remaining
1. Thaddeus Squire	President	2
2. Ted Greenberg	Treasurer	1
3. To Be Filled	Vice President	TBD
4. Cynthia Cronin-Kardon	Secretary	2
5. Gene Chollett	Director	3
6. Michael Doyle	Director	2
7. Heather Durkee	Director	2
8. Carol Hammarberg	Director	2
9. Jazelle Jones	Director	4
10. Amy LaBlanc	Director	4
11. Calais Michelle	Director	3
12. Ethel Peterson	Director	2
13. Denise Pettus	Director	1
14. Randy Roach	Director	2
15. To Be Filled	Director	4



Treasurer's & Corporate Report

Despite being originally formed in 1892, the Overbrook Farms Club has needed some updates to its corporate, tax, and banking status:

- New Articles of Incorporation filing with Commonwealth of Pennsylvania
- New Federal Employee Identification Number (EIN)
- Application for 501(c)(3) tax exemption filed (Form 1023 EZ)

Once we have completed the above steps, we can set up an online commerce portal for contributions and other payments (events, etc.).



2019 Activities & Accomplishments

- New branding, communications, and website (still in progress)
- Ongoing land use and preservation advocacy:
 - 5920 City Avenue
 - 2079-97 North 63rd Street
 - 6398 Woodbine Avenue (Overbrook School for the Blind)
- First annual Community Survey (October 2019)
- Historic District Designation Resolved
- Clarified and revised membership structure and bylaws
- New corporation and tax-exempt 501(c)(3) filings (IRS Form 1023 EZ)



2019 Community Survey Results

October 2019: Visited by 192 community members, with 152 completed surveys (79% completion rate). This represents a 30% overall response rate relative to the total number of households in Overbrook Farms.

There is a remarkable and even spread of home owner tenure in the community, spanning 1 to 56 years represented in the response.

The historic and generous size of our housing stock and "suburb in the city" quality of the neighborhood is what drew most people here.



2019 Community Survey Results

Overall Community Priorities array as follows, based on preponderance of "priority 10" ratings:

- (1) Improving public safety (55%)
- (2) Preserving our historic homes and buildings (35%)
- (3) Investing in neighborhood beautification (31%)
- (4) Improving our parks and local amenities (29%)
- (5) Organizing social and educational events (12%)



2019 Community Survey Results

Within Public Safety, priorities array:

- (1a) More cameras and surveillance (37%)
- (1b) More signage and speed cushions to address speeding (37%) **[tied]**
- (2) Better street lighting (35%)
- (3) More on-street parking limitations (15%)



2019 Community Survey Results

Within Neighborhood Beautification, priorities array:

- (1) Street tree maintenance and additions (28%)
- (2) Resources for homeowners to maintain landscaping (26%)
- (3) Welcome signage at entry points (20%)
- (4) Planters on 63rd Street and at the train station (18%)



2019 Community Survey Results

Within Events & Activities, priorities array:

- (1) Large seasonal social events (18%)
- (2) Educational events (all ages) (17%)
- (3) Events for children and families (15%)
- (4) Small/informal social events (9%)



2019 Community Survey Results

Within Local Amenities, priorities array:

- (1) More retails shops on 63rd Street (26%)
- (2) Better maintenance of Morris Park (24%)
- (3) Coffee shop at train station (21%)
- (4) Community supply/resource drives for community schools (17%)



Historic Designation Feedback

>>> The benefits of designation centered around preserving the historic character of our neighborhood increased property value.

>>> The drawbacks of designation focus on costs of home repair and added administrative process, as well as lack of faith in government oversight.

>>> Considering the proposed legislation to benefits historic home owners, 52% said the legislation would enhance their support of designation, 44% said it would not change their stance on designation.

>>> Finally, **49%** of respondents **support** designation, **24%** are neutral/undecided, and **27% oppose** designation.



Response | Proposed 2020 Initiatives

Public Safety

- Community information session on cameras and surveillance network
- Updated Traffic Study and recommendations on speed cushions, signs, & lighting

Landscape & Preservation

- Wholesale nursery account (Sam Brown's Wholesale Nursery LLC)
- Preservation Advisory Group
- Neighborhood Preservation Fund (advocacy)
- Neighborhood-specific Preservation Standards (advocacy)



Response | Proposed 2020 Initiatives

Larger Seasonal Event(s)

- “Overbrook Farms Fest” – Mash-up of house tour, yard sale, and “porch fest”
- Early Summer (early June) or Early Fall (late September)

63rd Street Corridor

- Advocacy for re-zoning to promote more responsive development on 63rd
- Advocacy for Community Benefit Agreements (CBAs) with developers for 63rd
- More outreach and communication with developers

Highlight: New Welcome Signage





Next Steps

- 1. OFC will roll out more information in newsletters and the website.**
- 2. Costs for some items will be shared.**
- 3. We will begin an annual fundraising process to support 2020's work!**



Some words from our elected officials...



Other Updates

- 2079-97 North 63rd Street
- 6367-70 Lancaster Avenue

THANK YOU!