



WASHINGTON SQUARE WEST CIVIC ASSOCIATION

THE POST

Serving the Community from Broad to 7th and Walnut to South Streets since 1935

January 2005

Issue I

THE POST BEGINS ADVERTISING

Effective this month, our monthly newsletter will move to a once-every-two-month schedule. We will also begin accepting advertising in our pages, for very reasonable rates! Please see page 3 for more info on advertising.

To supplement our printed information, the Civic Association will soon begin sending out twice-monthly emails with news and updates about our community. To sign up, please visit our website at www.washwest-civic.org.

WSWCA Meeting Highlights January 11, 2005

Present: J. Applebaum, C. Baker, M.J. Barrett, A. Earling, I. Gold, J. Jordan, J. Menegakis, M. Schultz, H. Wittich, S. Batcheler, E. Ferry

Absent: K. Cushing B. Hornsby, J. Matteo, L. Metzger

I. ANNOUNCEMENTS

Larry Houstoun of The Atlantic Group came to speak to the board and members of the community about the possibility of creating a Neighborhood Improvement District (NID) in Wash West. The subject had been brought up in our October meeting by Frank DiCicco. The members then present thought it merited further study, and therefore Mr. Houstoun, who lives in Wash West and is a specialist in creating NIDs, was asked to give us a presentation, followed by a Q&A session, tonight.

Mr. Houstoun contends that most of the trash found on our neighborhood streets and sidewalks comes from multi-family dwellings rather than single family homes. The city's responsibility is to clean litter from the street only, from curb to curb. It is the property owner's responsibility to keep their sidewalks clean, from curb to house. It's become more and more difficult, if not impossible, to compel property owners to keep up their end of the bargain, especially those properties with absentee landlords.

This is where NIDs come in. A NID is a collection of commercial and residential property owners who are assessed a small fee along with their annual city taxes. The city collects this fee and then turns all of it over to the NID, which can use the money for anything from litter clean-up, to graffiti removal, to street lighting, to snow removal. It is up to the NID to decide how it spends its money, and who it hires.

The Center City District is a relative of a NID. It started with only 2000 properties and concentrated its efforts solely on cleaning litter. Within a few years it was an outstanding success which has, Mr. Houstoun says, contributed to a change of attitude in and about our city. No longer are we known as "Filthy-delphia."

Five or six years ago the laws were modified to make it possible for residential, commercial and mixed-use districts to become NIDs.

For Wash West to create a NID we would have to create a steering committee and write a proposal. The proposal would go before City Council. Properties to be assessed would be informed in writing. Those property owners would have 45 days to express an objection to the city clerk. If half of those so notified object to the creation of a NID, the proposal is defeated.

NY State has 80 or so NID-style organizations, with 50 or so in New York City. None have been defeated.

Mr. Houstoun says that to create a NID one needs four things:

- 1) An organization, like WSWCA
- 2) A management team
- 3) The ability to create services or improvements (such as street cleaning or lighting)
- 4) Financing that is
 - A. inclusive of all benefitting properties
 - B. multi-year
 - C. dependent upon a compulsory, not voluntary, fee

After a Q&A session, it was unanimously agreed upon that there were no objections to proceeding. Four board members (Jason Menegakis, Hillary Wittich, Judy Applebaum and Sarah Batcheler) stepped forward to form the initial steering committee. This committee will eventually expand to include members of the community, including business and residential property owners. This committee will have to decide:

- 1) What programs will be funded? (Litter cleanup, street lighting, etc.)
- 2) How much should each property be assessed?
- 3) Which properties should be assessed? (All properties? Only those with 4 or more units?)
- 4) How will the costs be shared?
- 5) How will the NID be run?

continued on page 2

WSWCA Meeting Highlights, *continued*

We gave our thanks to Mr. Houstoun and went on to our regular meeting business.

II. BOARD MEETING MINUTES

Last month's minutes were unanimously adopted.

III. TREASURER'S REPORT

Notable was a \$2000 grant from the Grundy foundation for tree work and planting. The report was adopted unanimously.

IV. PRESIDENT'S REPORT

Judy will be meeting with Frank DiCicco tomorrow to discuss financing. He has agreed to help us cover the cost of hiring someone to guide us through the NID process.

The Center City Residents Association is starting its own lighting project. Judy will be attending their upcoming meeting.

Jefferson Hospital's new president, Joseph Barchi, has reached out to the WSWCA to have a discussion about Jefferson's plans for future growth and construction. We look forward to meeting with him.

Judy recently met with the South Street Alliance Committee regarding the upcoming Mardi Gras. There will be no advertising or promotion of Mardi Gras by any of their members.

Judy also noted that a new restaurant will be opening in the empty space in the Cosmopolitan apartment building at 12th & Locust. It will be owned and operated by Gene LeFever, who has several other successful restaurants in the city.

VI. OPEN HOUSE

Each of the Board members is expected to find one home to place on the House Tour. Neighbors who are interested in showing their homes on the Tour are encouraged to contact Michael Schultz.

Please note that your home does not have to be a "showplace" to be on the Tour. We are hoping to include houses, apartments and condos of all types this year. Also, if you're interested in only showing one floor of your home, or just your lovely garden, please contact Michael at mes408@comcast.net

VII. COMMITTEE REPORTS

A. Awareness/Membership

These two committees are working together for the time being, and both have been rejuvenated with new Board members. We are planning many changes in the upcoming year. First thing, we are in the midst of our annual membership renewal drive (look for your envelope at the end of January, and please renew early!). Second, we are planning a new member drive in June. By that time we hope to have several new benefits to offer our members, including a merchant discount card, a neighborhood directory, and twice-monthly email newsletters to interested members.

We will be listing our meeting dates and important news on www.craigslist.org, so look for us there.

The monthly Post newsletter will be moving to an every-two-months schedule, and we will be selling advertising space. To advertise your business in the Post, contact Annette at earling@zaza.com.

Board member Lisa Metzger is spearheading an effort to establish a Block Captain program in Wash West, much like Society Hill's Block Coordinator program. If you think you may be interested in being a block captain, please contact Lisa at lmetzger@comcast.net.

Ed Ferry will be looking into the possibility of getting restaurants and grocery stores to sponsor food and drink for our monthly board meetings. If your business would like to contribute food to one of our meetings,

which are open to the public, please contact Ed at edwardferry@aol.com. We need sustenance!

B. Governmental Affairs

There was one new applicant to our Governmental Affairs committee, 1030-1032 Spruce Street, which proposes reconstruction and addition to their fire-damaged buildings. They were refused for inner court area & dimensions, as well as rear yard depth. The Committee recommended no opposition to its zoning approval, and the board voted unanimously to not oppose.

Signatures, the proposed expanded strip bar and men's club at 13th and Locust, recently underwent two hearings. One was an attempt to transfer its liquor license. One of the proposed licensees has withdrawn, therefore they were granted a continuance. The second was a hearing regarding the existing amusement license at the club. Board member Sarah Batcheler, a protestant in the transfer case, testified that house rules are not being followed in the club. We are awaiting both judge's decisions, with the hope that the license will be revoked.

The Board also took this time to discuss the possibility of gambling coming to Market Street. Judy has agreed to talk with other civic associations to see if they have any plans to oppose it. Hillary Wittich will spearhead an effort to examine how we in the WSWCA can make a difference and ameliorate the effects that gambling will have on our community. If you're interested in helping Hillary, please contact her at hillary.g.wittich@bankofamerica.com

C. Greening

No report this month.

D. Safety & Security

No report this month.

DON'T FORGET TO SIGN UP!

Register up for our twice-monthly email updates. Learn about upcoming meetings, get crime reports, read about important local events — and just keep in touch with your neighborhood. Sign up online at www.washwestcivic.org. Members who have supplied us with their email addresses will automatically be signed up, but will be able to unsubscribe at any time.

2005 Membership Form

Washington Square West Civic Association
1209 Locust Street, Philadelphia, PA 19107
215-545-3260, Fax 215-545-9150, email info@washwestcivic.org

Name _____
Business Name _____
Address _____
Phone (Home) _____ (Work) _____
Email _____ Fax _____

Seniors and Disabled	\$7.00
Individual	\$20.00
Household	\$30.00
Individual Patron	\$100.00
Small Business (1-15 emp.)	\$30.00
Medium Business (16-35 emp.)	\$60.00
Large Business (36+ emp.)	\$100.00
Other Contribution	\$ _____

HOLIDAY TRASH & RECYCLING COLLECTION SCHEDULE: 2005

<u>Holiday Observed</u>	<u>Collection Day</u>
PRESIDENT'S DAY Monday, 02/21	Tuesday, 02/22
GOOD FRIDAY Friday, 03/25	Saturday, 03/26
MEMORIAL DAY Monday, 05/30	Tuesday, 05/31
INDEPENDENCE DAY Monday, 06/04	Tuesday, 06/05
LABOR DAY Monday, 09/05	Tuesday, 09/06
COLUMBUS DAY Monday, 10/10	Tuesday, 10/11
VETERANS DAY Friday, 11/11	Saturday, 11/12
THANKSGIVING DAY Thursday, 11/24	Friday, 11/25
CHRISTMAS DAY Sunday, 12/25	Tuesday, 12/27

**ALL HOLIDAYS:
TRASH & RECYCLING COLLECTIONS
WILL BE ONE DAY BEHIND
SCHEDULE FOR THE REMAINDER
OF THE WEEK.**

ADVERTISE IN THE POST!

Ad Rates

Full Page (7.5"x10")	\$150
Half Page (7.5"x4.875" [V] or 3.625"x10" [H])	\$75
Quarter Page (3.625"x4.875")	\$40
Eighth Page (3.625x2.375)	\$25

WSWCA members please take a 10% discount!

Publication Schedule: The Post is distributed by mail to all of our Civic Association members as well as to a number of city officials (approx. 600 copies total). It is published 6 times annually: January, March, May, July, September and November.

Advertising must be prepaid. Ads can be submitted via email or on CD as Quark XPress, Adobe InDesign, Adobe Illustrator & EPS, or Adobe Acrobat. Quark and Indesign files require supporting artwork and fonts. For Illustrator files, please convert all fonts to outlines.

To Submit: Email ads to Annette Earling: earling@zaza.com. If you have questions, please email Annette or call 215-545-5853. If you require help creating your ad, the charge is \$50.00 per hour. This must be arranged with Annette before your order is made. We must receive your check and materials approximately four weeks before the upcoming publication.

MAKE CHECK PAYABLE TO:
Washington Square West Civic Association

SEND CHECK and CD (if ad not emailed) TO:
Annette C. Earling
Washington Square West Civic Association
1209 Locust Street
Philadelphia, PA 19107

**FOR MORE INFORMATION AND AN
ORDER FORM:**

See our website at www.washwestcivic.org/advertising.html

1209 Locust Street
Philadelphia, PA 19107



215-545-3260
215-545-9150 (fax)
info@washwestcivic.org

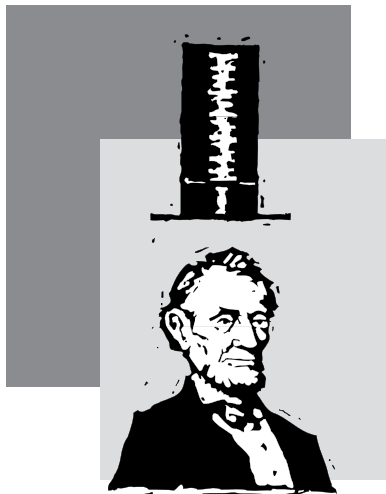
BOARD OF DIRECTORS:

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Mary Jane Barrett
Sarah Batcheler
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Bob Hornsby
Joseph Matteo
Jason Menegakis
Lisa Metzger
Michael Schultz
Hillary Wittich



trends in the neighborhood do you see in the short and long-term?

Please E-mail me with suggestions for interview subjects and/or interview questions to me at upennivy@alumni.upenn.edu and include the subject heading "WSWCA Profiles". I look forward to hearing from you!

Jennifer Jones is a senior asset manager and life coach and has lived in Washington Square West since 1987. She believes in working toward life balance, and her financial endeavors are offset by interests including horse-back riding, belly dancing, eco-system preservation and animal rescue, community activities and horticulture.

The Washington West Civic Association Meeting Dates of the Board of Directors: 2005



Meetings are held on the **SECOND** Tuesday of every month at 7:30 p.m.

**Jefferson Alumni Hall
1020 Locust Street
Room 139**

The public is encouraged to attend and participate.

We are hoping to offer sponsored refreshments in our meetings. If your restaurant would like to participate, please contact Ed Ferry at edwardferry@aol.com.

- **Tue., February 8th**
- **Tue., March 8th**
- **Tue., April 12th**
- **Tue., May 10th**
- **Tue., June 14th**
- **Tue., July 12th**
- **Tue., August 9th** (May be cancelled for vacation)
- **Tue., September 13th**
- **Tue., October 11** (GENERAL MEETING: Election of 5 Directors)
- **Tue., November 8th** (Election of Officers)
- **Tue., December 13th**

Noteworthy Neighbors

The WSWCA newsletter will be including profiles of Washington Square West residents — **Noteworthy Neighbors** — please suggest a neighbor, friend, even yourself! We are looking to profile interesting people who reside in Washington Square West (need not be a member of the Civic Association, although I will certainly invite them to become one if they are not already!)

Interview questions may include – What brought you to Wash West initially, and what about the neighborhood causes you to continue to want to make Wash West your home? What is the one thing you would change about the neighborhood if you could? What

IT'S MEMBERSHIP RENEWAL TIME

Look for your membership renewal letter in the mail at the end of January, and please take a few moments to renew your support for the WSWCA.

We have exciting rewards planned for our membership over the coming year, including a member discount card and a printed neighborhood directory of stores and services. Don't miss out!