

Drexel University + Powelton Village Civic Association
Letter Of Intent (LOI)
3400 Lancaster Ave. Mixed Use Development Project
Thursday, May 23, 2013

Both parties agree that it is important to stabilize the homeownership base in Powelton Village. To seek to accomplish this, and to find common ground on the development of the large mixed-use development proposed for 3400 Lancaster Avenue, the parties agree that Drexel intends to create, support and amend policies and programs to improve such conditions in Powelton Village as described in this letter.

Background

Drexel University and the Powelton Village Civic Association are stakeholders in the Powelton Village neighborhood of Philadelphia. Over the course of many years, each has worked hard to contribute to the neighborhood.

The following summary reflects the efforts of Drexel University over the course of last two years, during President Fry's tenure, to address the institution's interest to improve the local neighborhoods surrounding the campus by returning our students to campus and simultaneously restoring the integrity of Powelton Village. The primary focus of Drexel's efforts include partnering with the local schools to improve student learning outcomes, public safety, quality of life issues, economic inclusion, as well as developing major gateways throughout the University campus. These institutional commitments include the following major endeavors, and it is not intended to serve as comprehensive list:

- Steering grant funds from PECO to provide STEM educational programs in the Powel Elementary and Morton McMichael Middle Schools.
- Leading and coordinating the effort to expand the Powel Elementary School from a K-4 to K-8 school.
- Investing millions of dollars to expand the University's public safety presence in Powelton Village and Mantua through the existing relationship with the University City District.
- Creating the Dornsife Center to provide a safe and welcoming place for community residents in need of community health services, legal services, financial education and tax preparation, job training and small business support, digital training and computer access, house repair clinics and demonstrations in energy efficiency, architecture design/build studio for sustainable infill housing and much more.
- Expanding its Homeownership program for faculty and staff from \$5,000 to \$15,000 in the form of a forgivable loan. To date, 18 houses have been sold in the surrounding

neighborhood and this investment leverages a \$4,000 Home Grant through the City's Home-Buy Now program.

- Instituting a sophomore residency requirement and approved housing program for freshman and sophomore students.
- Working closely with PVCA to report all absentee landlords by providing representation to all ZBA meetings and opposing absentee landlords and rooming houses.

Drexel's Strategic and Master Plan represent the University's commitment to foster an open planning process throughout the institution as well as the surrounding community. These Plans embody the spirit of collaboration and included voting members of the PVCA in their creation. They remain public documents, endorsed by Drexel's Board of Trustees and are informed by significant amounts of data for academic, residential, retail, commercial and other space necessary to accommodate Drexel's eastwardly focus towards 30th Street Station. Drexel remains committed to working with PVCA in a collaborative and open fashion as we have been since establishing a bi-weekly meeting process in 2004 for communicating and addressing issues around the neighborhood.

The Powelton Village Civic Association is a not-for-profit community association that exists for the protection, preservation and improvement of the unique character of Powelton Village in Philadelphia, Pennsylvania. The Association is the successor to the Powelton Neighbors, which was formed in 1955. The Association is a Registered Community Organization recognized by the Philadelphia City Planning Commission.

Over the years, the Association has engaged in various programs and initiatives to further its mission of protecting, preserving and improving the unique character of Powelton Village, including but not limited to the following:

- Ongoing advocacy for proper land use decisions, including zoning, historic preservation and environmental.
- In 1960, Powelton Village neighbors and community leaders rallied together to advocate for the formation of Samuel Powel Elementary School, a progressive K-4 school that has served as a focal point of our neighborhood for more than 50 years.
- Active participation in committees around the formation of a Middle School in partnership with Drexel and the Science Leadership Academy
- In 2008 PVCA supported the closure of the 3300 block of Race Street for use by Drexel University as a pedestrian plaza.
- PVCA invited Drexel University to participate as a Steering Committee Member for our 2011 Powelton Village Directions Master Plan.
- Participation in planning for the Dornsife Center for Civic Engagement.
- Development of problem/nuisance report forms that are used to collect information from neighbors about problems in the neighborhood including Student related problems.

- Reports now go directly to Drexel Leadership, DU Public Safety and Police and to the University City District.
- PVCA supported the development of the Drexel SmartHouse within the neighborhood at 3423-25 Race St.
- PVCA has offered support for new on-campus developments such as Chestnut Square, the Lebow College of Business, the Integrated Sciences Building and Millennium Hall.
- PVCA has volunteered at Off-Campus Housing fairs to promote the neighborhood.
- Members of the community have worked with Drexel University as participants in the Intercultural Community Bridge Program, which provides cultural immersion programs for International students enrolled at Drexel.
- PVCA worked proactively with the University to improve move-in/move-out procedures within the neighborhood.
- PVCA has worked to maintain public green spaces within the neighborhood, including the Tot Lot (owned by Drexel) at 35th and Powelton.
- PVCA has advocated for, and participated in, a collaborative relationship with the University, working to improve quality of life issues such as public safety, public space maintenance, sanitation violations and student behavior.

WHEREFORE, Drexel intends to create, support and amend policies and programs to improve the conditions in the surrounding neighborhood in an effort to find common ground with PVCA on issues of neighborhood stability in terms of homeownership and on the proposed mixed-use development project at 3400 Lancaster Avenue.

1. Enhance the Drexel Approved Housing Program
 - A. Drexel will use its best efforts to support the continuation and enhancement of the historic residential character of the Powelton Village neighborhood. Drexel and its affiliates will adhere to all building codes, occupancy codes and other city codes and will proactively insure that student residents comply with appropriate conduct consistent with a residential community, by enforcing student rules applicable to the campus.
 - B. Evidence of Zoning Compliance, including 3-person occupancy limitations. Property owners should be required to furnish the Certificate of Rental Suitability – 2013.
 - C. Enforce sophomore residency requirement to register address with the University by 2016.
 - D. Safety inspection in 2015 - Inspections should occur at least annually to ensure that standards for safety are being upheld.
 - E. 3rd party sprinkler installation and third party monitoring by 2020.

- F. Student policy/conduct will be required to be provided as an addendum to the lease by the landlords.
- G. Landlords will be required to include certain standardized provisions in their lease form (e.g., trash, noise, bike storage, etc.), and provide their information, rental agreements and code compliance to Drexel. (No couch on the front porch clause and no keg clause by 2014).
- H. Students will be required to participate in a mandatory off-campus housing orientation.
- I. Implement three strike-rule for violations program – 2015.
 - a. Trial period beginning in September 2015.
 - b. Drexel University will prepare a report in six months and after one year regarding effectiveness of this program.
- J. Drexel shall endeavor to provide sufficient student housing in the form of University housing, University affiliated housing and University Approved Housing to include pre-Juniors in the program by 2018, or as soon thereafter as possible. By 2018, Drexel will develop a communication plan to encourage juniors and create incentives for promoting juniors living in Drexel affiliated facilities or Drexel approved housing. By 2024, Drexel and PVCA shall meet to consider adding Juniors to the program, with such consideration to include a mutual review of all data and progress made by that time, including the owner-occupied homeownership rate in Powelton Village as updated by Drexel in 2024.
- K. By September 2015, the approved housing program would exclude properties that have obtained variances after December 31st, 2013 for the purpose of renting to more than 3 unrelated persons per dwelling unit.*
- L. By 2014, Drexel, with PVCA input, will review the requirement that its approved housing meet a minimum ratio of living space per bedroom, with the particular ratio to be developed mutually by Drexel and PVCA after consultation.
- M. Within a reasonable time after the development of an inventory according to Paragraph 4, and any updates thereafter, Drexel will review the establishment of a cap on the number of Approved Housing units or residential rental buildings per block or, if legally problematic, review another mechanism to achieve that goal.
- N. In the development and refinement of the Approved Housing program as described above and as may otherwise be considered by Drexel, Drexel shall meet and confer with the PVCA during such planning stages and with sufficient time to allow PVCA meaningful input and comment into the program as finalized or amended.

2. Support a neighborhood conservation district with provisions that regulate the market in a defined area; Elements to include:
 - a. Prohibition on group homes *
 - b. A requirement that housing meet a minimum ratio of living space per bedroom.
 - c. Capping # of multi-family rental buildings per block.
 - d. Capping # of rental licenses by neighborhood or block.
3. Provide listing and locations of properties controlled or owned by Drexel – Map will include a comprehensive list of properties and their address (including API, other affiliates and university lessees).
4. Starting in July 2013, Drexel University and PVCA will release a joint RFP to hire a consultant to inventory by July 2014 all properties in Powelton Village to establish the homeownership rate in the neighborhood. The process and information used to determine the homeownership rate will be open to the PVCA for review. The process will include an historical look at home ownership rates, going back 10 and 20 years, so that the current rate can be seen in context. The parties agree that a goal of reaching a 25% homeownership rate is intended to be achieved by 2024. Drexel’s consultant, with PVCA review, will re-inventory properties every five (5) years and share such data with PVCA.
5. Drexel shall explore the feasibility of enhancing its existing Homeownership program by utilizing an equity program such as the program offered by Princeton University as well as other programs and initiatives.
6. Institute policies to prohibit/discourage freshman from bringing cars to campus, with special allowance for co-op students wishing to park in approved locations
 - a. Drexel to identify current # of freshman with cars.
 - b. At the recommendation of Alan Greenberger, Deputy Mayor for Economic Development and Executive Director of the Philadelphia City Planning Commission (PCPC), Drexel will support PCPC’s and Philadelphia Parking Authority’s (PPA) efforts for permit parking in Powelton Village
 - i. Drexel to support PVCA’s efforts to establish residential Parking Permit system (with PPA), including for blocks that do not currently meet PPA’s requirement of owner-occupied status.
7. Drexel University reserves the right to renovate, repair or replace existing and outdated residential facilities, such as Calhoun, Kelly, Millennium, Myers, Race, Towers, North, Caneris and Van Rensselaer Halls as required.

8. Building sufficient housing to accommodate future student growth is the most direct and certain way to ensure that increased student enrollment does not negatively impact Powelton Village;
 - a. Drexel commits that next student oriented housing complex be constructed within the Innovation Neighborhood 2018-2019
 - b. By 2019, Drexel will maintain and provide to PVCA a plan demonstrating that the amount of Drexel housing (whether Drexel owned, affiliated or Drexel approved) otherwise accommodates a sufficient amount of the student growth since 2007 so as to not negatively impact the residential ownership rates in Powelton Village.

9. 3400 Lancaster Avenue Development/Modifications have been made to the development plan are identified in the attachment contained as Exhibit A hereto.

* Exceptions to be applied for fraternity/sorority housing owned or directly controlled by the University

In consideration of these commitments, PVCA agrees not to oppose the Zoning Board approval issued at Calendar #20192, authorizing the proposed development of the 3400 Lancaster Avenue Development project and this LOI shall become effective upon the receipt of final and unappealable zoning approval authorizing the construction and use of said development.



John A. Fry, President

Drexel University

Dated: 23 May 2013



Michael Jones, President

Powelton Village Civic Association

Dated: June 4, 2013

Exhibit A

Modifications made for neighborhood stakeholder groups:

1. Current design shifted mass of building away from the CEC toward the 34th Street corner, as opposed to what the masterplan contemplates
2. Create a softer transition from the project to the CEC property
 - a. Modifications
 - i. Debris removal
 - ii. Planned transitional stepping on the project property
 - iii. Planned landscape improvements on the CEC land bordering the property
 - iv. Incorporate patio wall at deck at edge of Lancaster at CEC
 - v. Include control gates so that people do not trespass through the property
3. Articulate Lancaster façade to have more neighborhood retail presence
 - a. Modifications
 - i. Addition of brick
 - ii. Added bike parking to accommodate non-residents
 - iii. Articulation of the residential entries
 - iv. Expand retail to create storefront entries on 34th street
4. Overlay to current Lancaster ground floor plan showing linear measurement of retail/student housing/dining along Lancaster and 34th.
5. Create more articulated building elevation along Warren
6. Project is willing to do the following:
 - a. Commission 3rd party traffic impact study in concert with neighborhood groups
 - b. Implement lay-by-lane loading and unloading on Lancaster and 34th streets
 - c. Implement any agreed-upon crosswalk at 34th street for pedestrian traffic