



PRESERVATION ALLIANCE

for greater philadelphia

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PRESERVATION

MATTERS

THE NEWSLETTER OF THE PRESERVATION ALLIANCE FOR GREATER PHILADELPHIA

ADVOCACY SUCCESSES AND STRUGGLES

The following is a brief summary of some of the most important advocacy struggles and successes as of early August.

MOVING TOWARDS SUCCESSFUL CONCLUSION (We Hope!)

U.S. Naval Home

Few properties have been of greater concern to the preservation community in Philadelphia than the National Historic Landmark U.S. Naval Home. In February 2003, it seemed that there

would be a sad conclusion to the long struggle to preserve the Naval Home when a fire damaged Biddle Hall, the principal historic building on the site (see our Spring 2003 newsletter). But fortunately, the fire that damaged much of the roof also lit a fire under both the City and the property owner, Toll Brothers. At the urging of the Alliance, the City filed a court action to ensure the proper reconstruction of the roof. At the same time, Toll Brothers also became more serious, deciding that the time was ripe to restore Biddle Hall and begin development of the site.

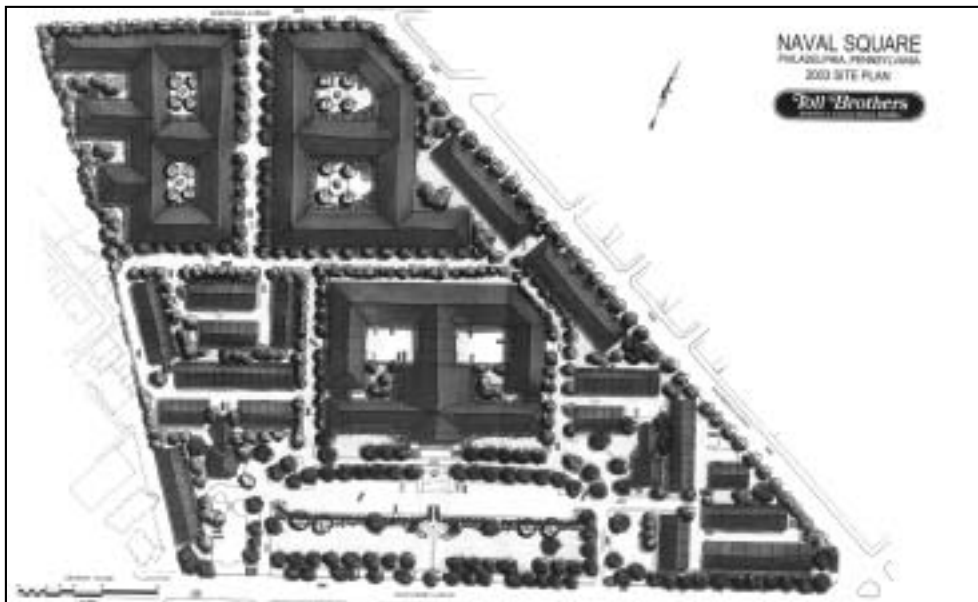
In early August, months of effort by Toll Brothers' staff and consultants—and by the staffs of city, state, and federal historic agencies—resulted in the presentation of plans to the Philadelphia Historical Commission for approval. The plan for the overall site follows the one approved in 1999 with some positive changes. Rather than a rental housing development, Toll Brothers has decided to take advantage of the strong housing and condominium sales market in Center City Philadelphia and switch to an entirely homeownership approach. This has resulted in a reduction of the total number of units on the site from 1,200 to what will probably be about 800. Biddle Hall will be restored for 66 residential units in the first phase of construction, expected to begin in the spring of 2004 if all historic reviews continue to move on schedule.

After many years of uncertainty, the preservation of the U.S. Naval Home is almost a reality.

Boyd Theater

Although no public announcement has been made, the Goldenberg Group, owner of the historic Art Deco Boyd Theater (see our Fall 2002 newsletter), has shared its proposed plans for the theater with the Alliance and the Friends of the Boyd Inc. Happily, the plans propose a full restoration of the historic theater for use as an entertainment center focusing on live musical productions with opportunities for film programs. The Goldenberg Group has secured an operating partner for the project, but some financing still needs to be put in place to make

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Naval Home site plan/Toll Brothers

MESSAGE FROM THE EXECUTIVE DIRECTOR:

Advocacy is the common thread that runs through all of the Preservation Alliance's activities. The most common form of advocacy might be called "reactive": a property owner, public agency, or some other circumstance causes a historic resource to be threatened and the Alliance reacts by raising concerns, building public awareness, and trying to preserve and protect whatever resource is affected. Another form of advocacy can be called "proactive." This means taking steps in advance to build an awareness of and programs of support for preservation issues before they reach a crisis state.

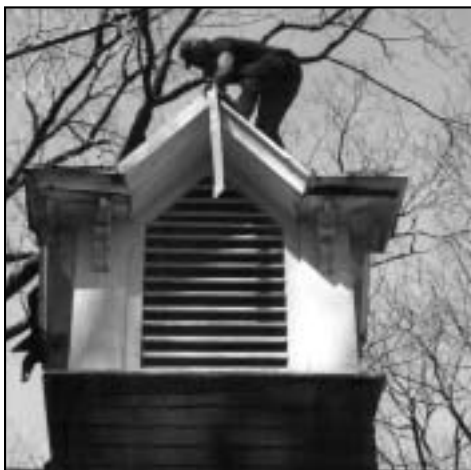
During the past year, the Alliance has been actively involved in a wide range of both reactive and proactive advocacy, primarily in the city of Philadelphia. Many of these efforts focus on individual buildings, while others focus on policies and programs to assist preservation in the future. Fortunately, many of the individual buildings we have been concerned about seem to be moving towards very positive conclusions. This issue of Preservation Matters highlights these hopeful successes while also reviewing the status of situations still unresolved.

The Alliance is not the only organization that advocates for historic preservation in Philadelphia. We are fortunate that other non-profit organizations have taken leadership for key historic resources including religious properties and the collection of historic properties in Fairmount Park. This issue of the newsletter highlights the work of a few other organizations as well, in recognition of the important role others play in helping us preserve the extraordinary heritage of Philadelphia.

John Andrew Gallery
Executive Director

FAIRMOUNT PARK HISTORIC PRESERVATION TRUST

CELEBRATES 10 YEARS *By Matthew Rader and John Carr*



Restoration in progress at the Sheys Barn, a project funded by the William B. Dietrich Foundation.

Although best known for its grass and trees, Fairmount Park contains about 200 historic structures ranging from the well-known Park Houses to lesser-known barns and houses. Preservation of these historic resources is as critical as preserving the park itself.

For 10 years, the Fairmount Park Historic Preservation Trust has been responsible for some of the key historic properties in the park. On June 5, the Trust celebrated this milestone with a major event at Rockland Mansion in East Fairmount Park. The venue itself, one of the city's most handsome Federal villas, stands as a testament to the positive impact the Trust has had on Fairmount Park's cultural resources. A decade ago, Rockland faced almost certain

demolition, the victim of declining city funding and inappropriate use. Today, as the home of the Psychoanalytic Center of Philadelphia, its future looks bright.

The resources the Trust undertook to manage a decade ago are rich and varied. When Pennsylvania's legislators created Fairmount Park in 1867 to preserve Philadelphia's water supply, they also preserved one of the most remarkable collections of historic buildings in the nation. From high-style riverfront villas like Rockland to vernacular barns, the Park's more than 400 historic buildings document Philadelphia's architectural evolution from the 17th to the 20th centuries.

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CANDIDATES FOR MAYOR RESPOND TO ALLIANCE QUESTIONS

Mayor John F. Street, Democratic candidate for Mayor, and Sam Katz, Republican candidate, responded to questions from the Alliance regarding their views on historic preservation.

See inside, page 5, and full responses on our web site
www.preservationalliance.com

PRESERVATION ADVOCACY

Advocacy Successes and Struggles continued from page 1

the project feasible. Through the initiative of the Goldenberg Group and the City administration, the theater was listed as an eligible project for funding from the state. Mayor Street's administration, the Alliance, and the Friends of the Boyd, as well as many others including the National Trust, have urged Governor Rendell to appropriate funds for the project. A significant appropriation from the state could complete the financing and ensure that restoration of the theater will move forward. This would be an extraordinary accomplishment, especially for the Friends of the Boyd, which has led the grassroots advocacy for preservation of the theater.

Neighborhood Transformation Initiative

In our Fall 2003 newsletter, we highlighted the historic preservation issues raised by the City's Neighborhood Transformation Initiative (NTI), and particularly our concern that NTI would result in the demolition of many historic residential properties. Since that time, we have continued our dialogue with the City agencies responsible for NTI with some success. Patricia L. Smith, director of the NTI program, was immediately responsive to the historic preservation concerns and began to look for ways to include historic preservation in the decision-making process for property demolition. In addition, she and Maxine Griffith, executive director of the City Planning Commission, took advantage of the interest of the National Trust for Historic Preservation in this issue by submitting and receiving approval for a National Trust Preservation Development Initiative grant specifically to examine the relationship between historic preservation and the NTI program.

The Preservation Development Initiative (PDI) grant, in which the Alliance is a participant, presents a significant opportunity to examine and influence NTI policies as they affect historic properties and neighborhoods. Although the study process under the grant has not yet begun, the City has already reached out to the Alliance to participate in decisions regarding historic properties in two NTI targeted areas. Jay McCalla, Deputy Managing Director in charge of day-to-day NTI operations, has asked the Alliance to assist in evaluating historic properties in the Cecil B. Moore area of North Philadelphia and Strawberry Mansion. This is a first step toward the larger examination of policies and procedures that will be conducted with the National Trust as part of the PDI grant. As part of the PDI process, the National Trust hopes to create a revolving loan fund for historic preservation in Philadelphia.

Conservation Districts

In 2002, Councilman Frank DiCicco introduced a bill to create Residential Preservation and Rehabilitation Overlay Districts (R-PROD). The underlying objective of the bill is to create a procedure to establish design guidelines for neighborhoods that have a distinctive housing character, but do not qualify for designation as a historic district.

Councilman DiCicco encouraged the Alliance, working with the Community Design Collaborative of AIA Philadelphia, to make suggestions for modifications to the bill. With the assistance of preservation planning consultant Lori Salganicoff, the Alliance reviewed earlier work on a proposal for conservation districts developed by its predecessor, the

Preservation Coalition, and the current state of conservation districts in other cities. This effort has led to a revised proposal for the creation of Neighborhood Conservation Districts. With the assistance of the Community Design Collaborative, the proposal will be reviewed with representatives of neighborhoods that might be appropriate for such designation with the expectation that Councilman DiCicco may introduce a modified bill this fall.

Victory Building

Although the Victory Building has not been a focus of the Alliance's advocacy efforts in the past year, it has been a long-standing concern of the preservation community. Here again, there is good news. Recently, work has begun on the interior of the Annex, adjacent to the Victory Building, and in August, the Historical Commission approved plans for the restoration of the first floor storefront. In addition, the interior of the Victory Building itself is being cleaned out in anticipation of rehabilitation. Both buildings will be used by Jefferson University.

STILL STRUGGLING

Fairmount Waterworks

In April, the Fairmount Park Commission reviewed a proposal for an addition to the Engine House at the Fairmount Waterworks, a National Historic Landmark and one of the most beloved historic properties in Philadelphia. The addition is intended to provide additional seating for a restaurant, which is proposed to be located in the Engine House. Although the Alliance recognizes that a restaurant would enhance the Waterworks complex, we questioned both the need for an addition, as well as the proposed design. To gauge public opinion on this matter, the Alliance posted an illustration of the proposed "greenhouse" addition on our web site (www.preservationaliance.com) and asked for comments. We received many responses expressing opposition to the proposed design and location.

After much debate but with no action, the Park Commission allowed the plans to be submitted to the Philadelphia Historical Commission for review. At the August meeting of the Commission's Architectural Review Committee, the proposed restaurant operator requested a continuance in order to allow for discussion of alternative locations and designs with an ad hoc committee appointed by the Historical Commission, of which the Alliance is a member. The Alliance remains concerned not only with the issue of location and design, but whether or not any addition is needed at all. It is anticipated that the Historical Commission and the Park Commission will review the proposal further in September. Any proposed alterations to the Engine House would also have to be approved by the Art Commission and by the Pennsylvania Historical and Museum Commission, which holds a covenant on the property as a result of previous grants.

Our Lady of Loreto Church

Our Lady of Loreto, a distinctive Catholic church named after the patron saint of pilots, was nominated for historic designation by residents of the Southwest Philadelphia community in which it is located. The Alliance supported the nomination because of the distinctive character of the church and its history (see our Spring 2003 newsletter). The designation by the Historical Commission was



Proposed Fairmount Waterworks addition.

appealed by the Archdiocese of Philadelphia to the Department of Licenses and Inspections Board of Review, which overturned the designation. The City will appeal that decision to Common Pleas Court. The Archdiocese is closing the church and wishes to be able to remove religious elements from the building before offering it for sale, including all of the distinctive exterior murals.

Patterson Memorial Presbyterian Church (Church of Christ)

Patterson Memorial Presbyterian Church, designed by the noted architect T.P. Chandler continues to languish in a similar state to Our Lady of Loreto. The Historical Commission denied the church's application for a demolition permit for the handsome Romanesque-style church. The congregation appealed the Historical Commission's actions to Common Pleas Court, claiming that the Commission had not acted on the Church's economic hardship application in the proper period of time. The Court found in favor of the church and instructed the City to issue a demolition permit. The City, however, has appealed that ruling.

This case is significant for two reasons. First, most obviously, because demolition of the church will result in the loss of an important historic property and community landmark to be replaced, most likely, by a drug store or fast food chain. But secondly, because a ruling against the City could undermine the Historical Commission's ability to require property owners to submit complete economic hardship applications before consideration by the Commission.

The Lazzaretto

In spite of a commitment of state funds and the strong interest of both township and county governments, progress on the preservation of the historic Lazzaretto in Delaware County has bogged down. While originally cooperative with a feasibility study to be managed by the Alliance, more recently the property owner has refused to participate in the process leaving the fate of this nationally significant building uncertain.



Patterson Memorial Presbyterian Church. Photo by Philadelphia Historical Commission

PILOT PROGRAM HELPS RELIGIOUS PROPERTIES *by Tuomi Forrest*

In times of crisis, people often seek out their church or synagogue for help and guidance. But when congregations need help, especially with maintaining and preserving their historic buildings, where do they turn? New Dollars/New Partners – Philadelphia, a pilot program created by Partners for Sacred Places, is helping to answer that question with training and resources designed to help older sacred places in the city remain strong and vital.

The two-year local program, funded by the William Penn Foundation, is a variation of the national New Dollars/New Partners program offered by Partners throughout the country. The Philadelphia program trains congregations to see their buildings as assets and find new funding and new partners to help preserve their sacred places as centers of community services. The program also provides seed grants to help congregations position themselves to put these new skills to good use.

Initially, the Philadelphia program is focusing on two areas of the city: West Philadelphia and Northwest Philadelphia, where strong institutions are already working to build community. In West Philadelphia, the University of Pennsylvania's Center for Community Partnerships works with congregations in the neighborhood. In Northwest Philadelphia, considerable community development activity

has taken place, and institutions such as the Congregation of the Mission (Vincentians) and Northwest Interfaith Movement are available to collaborate with Partners.

The training consists of four full-day modules covering topics such as assessing capital repair needs and working with outside contractors, matching a building's spaces with the needs of the community, and undertaking a capital fundraising campaign. Several of Partners' publication resources—such as the *Guide to Capital Campaigns* and *Your Sacred Place is a Community Asset: A Tool Kit to Attract New Resources and Partners*—serve as texts for the training modules.

In all, 22 congregations from the two neighborhoods are participating in the training, and each has formed a team of clergy and lay leaders to undertake the yearlong training process. Two training modules have taken place so far, and Partners has begun to administer the seed grant program and match congregations with architects and other professionals, as well as providing contacts and supplementary training through other organizations such as the Germantown Historical Society.

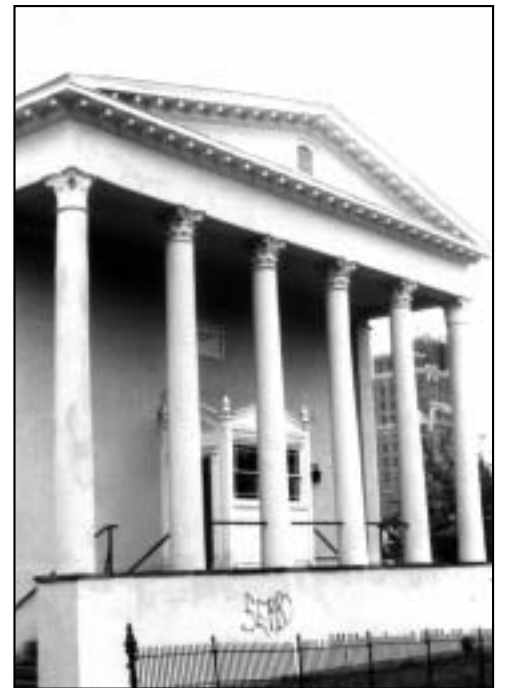
With a grant from the William Penn Foundation, the Community Design Collaborative—a program of the Philadelphia

Chapter of the American Institute of Architects—will help plan and administer the volunteer services of architects and other design professionals in its network for congregations participating in the program.

Partners' co-director A. Robert Jaeger anticipates that by the end of the program, 10 of these congregations will "have begun to broaden their base of support for both buildings and outreach programs."

For a congregation to fully benefit from the program, it should have a clear, up-to-date mission statement, clergy and lay leadership should be united and energized in their vision for the use of their building(s), and an assessment of the building's repair and renovation needs should exist. To help fill in the gaps, Partners is providing seed money to participating congregations. "If a congregation needs a building condition assessment, the money can be used for that. If they need a consultant to help them create a vision statement or a strategic plan, we can help them do that, as well," says co-director Diane Cohen. "That makes the Philadelphia program very powerful."

(For more information, call Partners for Sacred Places at 215-567-3234.)



The congregation of Polite Baptist Church (Germantown) is participating in the New Dollars/New Partners program.

Fairmount Park continued from page 1

Since the beginning, city officials have struggled to manage and find appropriate uses for the Park's historic buildings. Over the years, they've served as house museums, ice cream parlors, police stations, libraries, and indoor swimming pools. By the mid-1980s, the Park's historic buildings faced a crisis as funding dwindled and vacancy increased. Arsons in the 1970s and 1980s destroyed some buildings and fueled growing concern among city officials and the public about historic preservation in the Park.

In 1987, the Stockton Rush Bartol Foundation, the William Penn Foundation, and the Pew Charitable Trusts responded by commissioning two studies designed to analyze the significance and reuse potential of 10 historic Park buildings. A team of consultants—including Kiernan, Timberlake and Harris, the Philadelphia Historic Preservation Corporation (a predecessor of the Preservation Alliance), Urban Partners, Jackson and Kahn, and John Milner Associates—worked with a broad group of stakeholders to consider the future of preservation in the Park. The consultants concluded that a new organization, the Fairmount Park Historic Preservation Trust, should be created to manage and develop the Park's historic buildings.

Initially, the Trust collaborated with the Fairmount Park Commission, City Council, and the Philadelphia Authority for Industrial Development to pass Ordinance 505, which



Conservator removes deteriorated finishes from the main entry of Lemon Hill, a project funded by the William Penn Foundation, the Friends of Lemon Hill, and the Fairmount Park Conservancy Historic Properties Fund.

established a procedure for long-term leasing of historic Park buildings. Introduced by then Council President John F. Street, Ordinance 505 stated that reuses should support the Park's mission by preserving significant buildings and providing new, complementary uses for public benefit.

The Trust's first leases, with Historic Rittenhouse Town, Inc., and the Boarders and Stewards of the Monastery, continued existing uses while providing the stability needed for fundraising and long-range planning efforts. Additional leases matched organizations to underutilized historic buildings, including the School District of Philadelphia at Fox Chase Farm, the Wellness Community of Philadelphia at Ridgeland Mansion and Barn, Miyahara Associates at Ohio House, and the Psychoanalytic Center of Philadelphia at Rockland. The Trust also restored the vacant Sheep Barn and Sedgely Porter's House for its own use.

Long-term leasing projects demonstrate the capacity of public-private partnerships to preserve and use historic Park buildings. Lessee organizations provide capital and maintenance funding; introduce new, complementary uses; enable public access to long-closed buildings; and attract new stakeholders to the Park. Park users benefit from new activities, access to buildings, and improved stewardship of buildings and their surrounding landscapes.

Working with potential lessees, the Trust quickly learned the challenges that organizations face in managing historic buildings. The Trust responded by creating the Architectural Conservation Program, which provides professional preservation expertise and services to long-term lessees and other stewardship organizations.

To educate the public and professionals about sound preservation practice, Trust staff present lectures and tours of the Park's historic resources and work with volunteers on preservation projects. Through partnerships with the University of Pennsylvania and Bucks County Community College, the Trust provides preservation students with hands-on architectural conservation internships.

Broadening its focus, the Trust now advocates a holistic view of historic preservation that includes cultural landscapes, sculpture, and other resources, as well as buildings. As it enters its second decade, the Trust hopes to build on its proven record of public-private partnerships to re-energize more underutilized buildings, to attract funding for historic preservation projects, to market and interpret the Park's cultural resources, and to expand Fairmount Park's stakeholder base.

(For more information, call 215-877-8001 or access the Trust's web site at www.fairmountparktrust.org.)

NEIGHBORHOODS

PENN INVESTS IN HISTORIC WEST PHILADELPHIA *by Judy West*

Mortgage and Loan Programs Encourage Restoration

While preservation advocacy often focuses on individual landmark buildings, the preservation of neighborhoods with distinctive historic housing is a key to the future of Philadelphia. One component of the Alliance's strategic plan is neighborhood preservation, and the support being funded by the University of Pennsylvania for such efforts in West Philadelphia is a good example of institutional/neighborhood partnerships.

Since moving to Philadelphia from her native Romania in 1985, Mihaela Farcas and her husband, Viorel, had worked hard to restore their seen-better-days Victorian house on Kingsessing Avenue. Over the years, they had rebuilt the roof, put in new electric service and plumbing, stripped paint-encrusted woodwork, replaced windows, and made their house into a comfortable home. The spur to finally tackle the disintegrating porch came from Mihaela's employer, the University of Pennsylvania, which provided a five-year, interest-free matching loan to finance the project.

"For me it was really an incentive. With that money, we were able to do a nice job," says Mihaela, whose husband replaced the rotting columns and spindles and built a new floor and roof to match the original 1890s structure. Since completing the work, the Farcases have noticed that other homeowners on their West Philadelphia block have begun improving their buildings with a fresh coat of paint or new windows."

"It's a way of encouraging other investment and creating coherence at a neighborhood level," says Lucy Kerman, special projects coordinator in the President's Office at Penn. "It was part of a strategy. If the university came out with some investment, other investment would follow."

That strategy began in 1998, when the university introduced an enhanced mortgage program that enables Penn faculty and staff to receive a lump sum payment of up to \$15,000 for eligible housing-related expenses incurred in acquiring a home, so long as it's within a designated area of West Philadelphia surrounding the campus. Funds can be used for closing costs, down payment, interior home improvements and exterior home improvements. Potential home buyers can also opt for a staggered payment of \$3,000 a year for seven years. Eligible employees like Mihaela Farcas, who already live in the area, can apply for an interest-free home-improvement loan, with the university providing matching loan funds on a 1:1 basis, up to a maximum of \$7,500, for exterior renovations.

Stefany Jones, director of community housing at the university, reports that since the program began, 314 employees have received the \$15,000 lump sum, 41 have opted for the annual payment of \$3,000, and 140 have taken part in the home-improvement loan program. "There's a very large increase in people doing exterior work to their homes," says Jones, who notes that housing prices have risen dramatically in the neighborhoods close to Penn.

To jumpstart the program, the university itself rehabbed 20 vacant properties in West Philadelphia in 1998 and returned them to the homeownership market. At the time, says Lucy Kerman, the market wasn't really strong enough to bear the investment, but, she says, "It was a way of announcing our intention to take the neighborhood seriously. There were these gap teeth in otherwise gorgeous blocks, and it's those kinds of scattered vacancies that eat away at a neighborhood."

The university's mortgage and loan programs act as a powerful incentives to encourage Penn employees to buy homes in the area and to stay in those homes and improve them. And,



4714-16 Kingsessing Street. Photo by Lisa D. Bendezu

says Kerman, since the university is such a large presence in the neighborhood, "it has a responsibility to be engaged and to find solutions that help those affiliated with the university but also help revitalize West Philadelphia. We need to be a good partner in finding those solutions."

New Home for 'XPN in Old Plumbing Showroom

In addition to encouraging preservation of historic residential properties in West Philadelphia neighborhoods, the University of Pennsylvania has made a strong commitment to preserving historic properties on and adjacent to its own campus.

Three years ago, the university collaborated with property developer (and Preservation Alliance board member) Carl Dranoff to transform the General Electric Building at 31st and Walnut Streets into the Left Bank, a

luxury apartment building. Now the university has embarked on a new venture, also with Dranoff at the helm. The property, one block to the east of the Left Bank, is the former headquarters and showroom for the Hajoca Corporation, a plumbing supply manufacturing and distributing company. By the end of next year, after a \$15 million renovation, plans call for the building, which is on the National Register of Historic Places, to open as a performance venue and the new home of Penn-owned radio station WXPB.

Designed by Clarence Wunder and built in 1921, the Hajoca Building is an intact example of the Art Deco commercial style, with a sleek limestone façade, tall piers dividing the bays, and characteristic geometric ornamentation. With 40,000 square feet of space on two floors, the building, which has belonged to Penn since 1999, offers WXPB ample space for offices and studios, a recording studio for the World Café, a kitchen and a coffeehouse/sidewalk café. The renovated Hajoca Building will feature storefront windows facing Walnut Street, so passersby can watch World Café host David Dye tape his nationally broadcast show. The 700-person capacity music venue will "truly enliven the environment in this part of the campus," says university architect Charles Newman, who is responsible for reviewing designs by Bower Lewis Throver, Meyer Associates and DAS Architects, the three firms involved in the interior and exterior renovations.

Though construction has yet to begin, the project is already attracting significant attention. "It's such a terrific location," says Paul Sehnert, the University's director of real estate development. "It sits alone in the landscape, so it's highly visible." Still, he's somewhat bemused by the level of interest. "Is it because it's charming and historic? I can't think of any other explanation."

PARTNERSHIP CDC REHABBING WEST PHILADELPHIA ONE HOUSE AT A TIME *by Judy West*

In many neighborhoods of Philadelphia, community development corporations (CDCs) are transforming their communities through new housing constructions. A challenge for CDCs—and for the Neighborhood Transformation Initiative—is how to include rehabilitation of historic vacant houses into these plans. One CDC that is taking this on is the Partnership CDC in West Philadelphia.



Partnership CDC rehabilitation project.

After being laid off from his job as an options broker with the Philadelphia Stock Exchange, Blane Stoddard began to look at different career options. He didn't have to look far. A resident of West Philadelphia, Stoddard was acutely aware of the need for affordable housing in his

neighborhood. By 1992, he had turned that awareness into a vocation, as founder and executive director of the Partnership CDC, an organization dedicated to economic development and affordable housing in West and Southwest Philadelphia.

Stoddard's vision for West Philadelphia encompasses a broad swathe from 40th Street to 63rd Street, between Market Street and Baltimore Avenue. Closer to the University of Pennsylvania campus, he says, initiatives such as Penn's enhanced mortgage program and the opening of the Sadie Tanner Mossell Alexander University of Pennsylvania Partnership School have already encouraged investment in housing. Beyond that area, he says, the challenge has more to do with rehabilitating abandoned properties.

Since its founding, the Partnership CDC has developed or co-developed 330 units of affordable housing in West Philadelphia, including 60 single-family homes, at a cost of \$40 million. Many of the late-19th and early-20th century homes that have been rehabilitated were donated to the CDC by the City, after being condemned. The aim of the renovations is to transform ugly, dangerous eyesores into com-

fortable, attractive homes, with the emphasis on saving structures from vacancy and collapse.

After rehabilitation the homes are sold through the CDC, though at prices—typically \$50,000 to \$70,000—that don't begin to cover construction costs. Donations and challenge grants—PECO and the Philadelphia Neighborhood Development Collaborative are major supporters—make up the difference. To prepare potential buyers for homeownership, the Partnership CDC operates a home buyers club that offers advice on personal finance, credit and home maintenance.

Currently, Stoddard has his eye on the 4500 and 4600 blocks of Sansom Street. The 4400 block is already being rehabilitated as part of the Neighborhood Transformation Initiative. Stoddard says that work will begin on the other two blocks, where abandonment is even more severe, once his organization has acquired all the vacant properties. "This is being done with the neighbors in mind, and the community in mind in terms of offering quality housing at a reasonable market rate," says Stoddard.

Though several of the homes will be set aside for low- to very low-income residents, Stoddard

emphasizes the importance of attracting those at the moderate-income level, too. "We need to keep working-class families in the city. If we only cater to the poor, we'll have no tax base and the neighborhoods will decline."

(For more information, call the CDC Partnership at 215-662-1612 or access the web site at www.thepartnershipcdc.org.)



Partnership CDC rehabilitation project.

PRESERVATION ALLIANCE FOR GREATER PHILADELPHIA QUESTIONS FOR CANDIDATES FOR MAYOR



The Preservation Alliance asked Mayor John F. Street, Democratic candidate for mayor of Philadelphia, and Sam Katz, Republican candidate for mayor, to respond to six questions about historic preservation. Due to the limited space, the following are edited answers to our questions. Complete answers to all questions may be viewed on our web site.

1. What policies or programs would you adopt as mayor to enhance the relationship between the preservation of historic resources and economic development?

Street:

Presently, these issues are coordinated at the Cabinet Level. The Commerce Director, along with the Secretaries for Strategic Planning and Housing and Neighborhood Preservation, coordinate the linkages between development of the City's historic resources and economic development. It was just such coordination that resulted in what I consider to be the successful resolution of our dilemma regarding the SamEric Theater. In addition, we have been supportive of an initiative of the Historical Society of Pennsylvania to enhance heritage tourism in our neighborhoods as part of a comprehensive community-based economic development strategy.

Katz:

The preservation and adaptive reuse of historic structures is, arguably, as much a factor in economic development of the city as new construction. Cities that have aggressively protected and improved their historic resources (e.g., New York, Chicago, Charleston SC) have all prospered from doing so. In a dynamic and growing city, preservation needs to be balanced with many other issues: the need to grow and build new, public safety, relative cost and accommodation of citizen interest to name a few. But preservation as a concept needs to be a more significant player at the table.

The City's bureaucracy, burdensome regulations and tax structure prevents healthy market forces from reclaiming and renovating our older neighborhoods and buildings. We need:

- removal of many of the bureaucratic hurdles that have gotten in the way of the rehabilitation and reconfiguration of older structures;
- removal of the burdensome tax structure that has reduced our city's population and led to the drain in jobs from the City. To begin to address this problem, I propose to slash the wage tax to 3.5% and completely phase out the Gross Receipts Tax. By creating more opportunities for the people of our neighborhoods to find employment, we would be putting money into their pockets that can be used to renovate and restore those neighborhoods, one house at a time.

Preservation policy should include also:

- the creation of a political culture in which excellence in preservation is considered an important public virtue. As Mayor I will actively support this view;
- the use of financial incentives that encourage preservation and adaptive reuse;
- a systematic clearinghouse for matching the development interests of the public and private sectors with available historic resources;



- full and complete use of any available financial support, whether from the state or federal level, for removal of hazardous material from historical buildings as a way of making such structures more competitive with new development.

2. How do Philadelphia's historical residential buildings and neighborhoods fit into your vision, and what policies and programs would you adopt to enhance the preservation and improvement of such neighborhoods?

Street:

As you know, I was the author of the legislation that gave birth to the Historical Commission and was honored to receive an award for my contributions to the preservation community. I am still committed to a vision of our city that includes preservation of our important historic assets. However, after 50 years of neglect and blight, and with 26,000 vacant and dangerously deteriorated properties, there is simply no way, given our scarce resources, that we can save each and every building. We are working hard to restore the most precious and significant – the Coltrane House, for instance, or Belmont Mansion. In other instances, where there is an economically viable reuse plan, we hope to join with private or community-based developers to save properties. We also believe that corporate "giving" programs and foundations have a role to play and organizations such as the Preservation Alliance can be very helpful.

In addition, our City Planning Commission has developed a program called the Community Heritage Preservation Project. This program, funded in part by the National Endowment for the Arts, has now become a regular and consistent component of each neighborhood plan. Community Planners work with neighborhood organizations that may wish to restore properties. When this is not possible, Planning and Historical Commission staff work through Licenses and Inspections to salvage important artifacts, teach residents how to take oral histories, preserve architectural drawings, and develop photographic archives. Due in part to this initial effort, the National Trust has designated Philadelphia as a Preservation Development Initiative City for Historic Preservation. The Trust is joining with us to provide a range of tools in support of our Neighborhood Transformation Initiative, the City's fight against blight. These include technical assistance, direct grants and the establishment of a revolving loan fund for targeted communities.

Katz:

Preservation has been perceived as a Center City concern for a long time and not a neighborhood concern. There must be an organized way for preservation issues to be an important consideration when NTI decisions are made. An appropriately funded Historical Commission staff can help. Neighborhoods like Society Hill were totally reinvented in the 1950s by employing sensitive preservation and adaptive reuse, combined with selective demolition and construction of new housing. My administration will focus more on building up these areas instead of simply tearing them down. We will not repeat the mistakes of the past when "urban renewal" meant urban destruction.

I will work for the passage of the Elm Street Act (PA House Bill 500) that would establish a residential neighborhood enhancement program. The program

would fund an Elm Street Manager to coordinate infrastructure improvements within a specified urban neighborhood. These managers will be able to utilize other state programs along with the input from community members to create a master plan of improvements for the area. The program will provide planning and development grants for marketing and promoting urban residential living. We have seen how national Main Street programs have sparked economic development in commercial areas. With the success of the Elm Street Act, we can truly begin to reshape older residential neighborhoods.

3. Do you feel that district designations are a valuable procedure and if so, what actions would you take to enhance the use of such designations in Philadelphia?

Street:

Yes, I do feel that historic district designation is a tremendously valuable process. However, in this city, the Historical Commission works closely with communities and elected officials to determine which neighborhoods are appropriate for designation. As I am sure you know, some homeowners have concerns regarding designation, due to what they perceive as the additional financial burdens and other restrictions that accompany the recognition. We therefore have to take the time to develop consensus, and to listen to and educate residents. We hope that through our partnership with the National Trust and organizations like the Alliance, we can develop additional tools and mechanisms to support these educational efforts. We have also actively lobbied for both grant and tax credit programs at the State level.

Katz:

Historic district designations are a valuable tool but we must carefully think out the entire process so that efforts at economic development are not overly stifled by the strict regulations of such a designation. The public must also be educated that the purpose of historical district designation is not to create another cumbersome level of bureaucracy but to prevent the wholesale destruction of our heritage. In order to prevent delays, we may want to establish a lower level system of review and approval for small residential projects that works out approvals at the staff level, is efficient for individuals to engage, and is reasonable about preservation policy. This way the Historical Commission itself can reserve its time and expertise for larger, more public-impact issues and proposals. Clearly, Philadelphia is lagging behind other cities and given our situation, this is unacceptable. We need to provide adequate funding so that proposed historic districts can receive prompt consideration.

4. What steps would you take to monitor the status and condition of City-owned historic properties and to insure that such properties are preserved, well maintained and appropriately used?

Street:

We are certainly monitoring the status of historic properties that we own. Our Capital Program Office, under the Managing Director's supervision, has done a great job with relatively scarce resources. In the past two years, about 2.5 million dollars has been allocated to restore and maintain these properties. In addition, Fairmount Park is now completing a strategic planning process, funded through the William Penn Foundation, aimed, in part, at the development of strategies to ensure the economic health of the Park and all of its assets.

Katz:

The City does own a number of historic properties and we have not done a good job maintaining them. I will designate specific, appropriate members of the administration, including the Department of Public Property and the City Planning Commission, to answer the concerns of preservationists, design advocates and others. I hope to enlist people with expertise to help keep us informed, and I will encourage them to play a role in the proper use and

preservation of these buildings. Just as we have "Friends" of the various parks, we could also have groups adopt the City's historic buildings. The private support of the Waterworks is a good example. I am hopeful that Memorial Hall will finally get the maintenance and renovation necessary to make it beautiful again.

City Hall itself is an excellent opportunity that we can market as a destination for tourists and businesses in order to generate some cash flow dedicated to preserving historic structures. One possibility is to create the position of Architect of City Hall that is analogous to that of the Architect of the Capitol. Currently, the use of City Hall is a free-for-all in which the different branches and/or departments of government make their own improvements without oversight or consideration for the whole. We have only to look at cities such as San Francisco where recent renovations to their City Hall have turned it into an extraordinary public asset, so popular that people arrange to have weddings there.

5. Ideally, what role do you think the Historical Commission should have beyond its required regulatory functions?

Street:

The Philadelphia Historical Commission has done an excellent job managing its primary regulatory responsibilities. However, I have asked the Managing Director and our Secretary for Strategic Planning to undertake an assessment of the Commission's staffing and support needs as we continue to right-size and restructure government. It is our hope that in the coming years, the Commission can play a larger role in our community development efforts through the provision of technical assistance and the creation of community-based education programs.

Katz:

We should explore ways to tie the purpose and function of the Historical Commission into the larger sphere of economic development thereby freeing up some of the economic development agency funds or NTI funds to help alleviate these staffing problems. This seems like it could be an appropriate use of these funds given the relationship between transforming our older, distressed neighborhoods and the historical significance of these neighborhoods. If money were no object, the funding question would be easily answered. Obviously, we expect to face a very tight budget in the foreseeable future so we must learn how to do the best with what we have.

I believe the Commission and staff members should include academics, builders, and design professionals that are expert in architecture, preservation and construction, but it should also include business people and neighborhood representatives.

6. What is your favorite historic building in Philadelphia and why?

Street:

One of the most magnificent but lesser known historic buildings in the city is located at 1622 Locust Street, which is home to the law firm of Berger & Montague, P.C. It is a beautiful, historically certified, double brownstone built in the early 1800s. It is the best of old world Philadelphia and a great example of the value of preserving our architectural treasures.

Katz:

My favorite historic building – the Valley Green Inn – is located in what is also my favorite area of Philadelphia. For over 150 years, this simple and elegant building has graced the Wissahickon Valley offering rest and repast to the weary traveler. Whenever I walk the paths at Valley Green, I am continually reminded of how amazing it is that such an oasis exists in the middle of the fifth largest city in America.

LATEST ALLIANCE EASEMENT PROTECTS FEDERAL-ERA INTERIORS



Both the façade and many of the interior spaces and details of 427 Spruce have been protected by a preservation easement. Photo by J. Randall Cotton.

The latest donation of a preservation easement to the Preservation Alliance has several twists which distinguishes it from the typical easement donation.

The will of the last owner, Walter Amesbury, stipulated that the property, a Federal-style townhouse at 427 Spruce Street, be protected by a preservation easement. Mr. Amesbury's estate fulfilled that condition of the will by donating both a façade and interior easement to the Alliance. Although the Alliance has a small handful of other interior easements, this is the first instance in which an easement was acquired from an estate.

Mr. and Mrs. Amesbury spent the last years of their retirement undertaking a thorough and careful restoration of 427 Spruce, which was almost completed before their deaths. They had meticulously researched, restored, and where necessary, recreated the Federal-era interiors including the winding four-floor staircase, moldings, doors, floors, fireplaces, interior shutters, chair rails and dados, and hardware. They foresaw that the best way to protect their hard work was by a preservation easement. Although the new buyers also appreciate the history and beauty of the

property, the Amesburys have ensured that all future owners will preserve the property as well.

A distinguished history accompanies 427 Spruce: It was built in 1790 by William Williams (who is also attributed as the builder of George Washington's Philadelphia house while he served as President). In 1791, the house served as the headquarters of the Consulate-General of France and, in 1795 became the location of the Legation of Spain. From 1805 to 1844, Ann and Jane Craig lived in 427 Spruce; these sisters were the aunts of Nicholas Biddle, one of America's most prominent financiers and banker at the time.

The Alliance currently protects 172 historic properties in the Philadelphia region with preservation easements, ranging from townhouses such as 427 Spruce, to large Center City commercial buildings, to landed estates in Chestnut Hill and the suburbs, to a factory where Atwater Kent radios were first mass produced.

For more information about the Alliance's easement program contact Randy Cotton at ext 21.

WILLIAM PENN STATUE



The Preservation Alliance administers a program which maintains the **William Penn Statue** atop Philadelphia City Hall. Since the 23-ton, 37-foot high statue was restored in 1988, yearly inspections track the effectiveness of the protective wax coating which is occasionally renewed. Shown inside the statue during this year's inspection are (L to R): Barry Dormfeld (University of the Arts), Randy Cotton (Preservation Alliance), Constance Bassett (Moorland Studios), and Heidi Boyce (Philadelphia Office of Arts and Culture). Photo by David Cann.

NEW CAMPAIGN PROMOTES HISTORIC PHILADELPHIA NEIGHBORHOODS

by Elise Vider



Several of Philadelphia's historic neighborhoods are getting a marketing boost from a new program designed to promote urban living in six middle-income neighborhoods in the city.

With funding from the William Penn Foundation, and in partnership with the city's Neighborhood Transformation Initiative (NTI), the Central Philadelphia Development Corporation (CPDC) recently launched a marketing campaign to promote the livability and attract homebuyers to Cedar Park, Mt. Airy, Southwest Center City, Fox Chase, Overbrook Farms, and Roxborough. The campaign, which highlights the friendliness and distinctive character of each of these neighborhoods, includes print and transit advertising, brochures for each neighborhood and a new web site, www.phillyathome.com. Significantly, the campaign promotes the neighborhoods' older housing stock and historic streetscapes as marketable assets.

The six neighborhoods represent a diverse cross section of communities across the city with a wide variety of housing types holding appeal for different types of households. Sections of each of these neighborhoods —

with the exception of Fox Chase — are already National Register Historic Districts, and civic groups are in the early stages of nominating Overbrook Farms and the Tulpehocken area of Mt. Airy as Philadelphia (local) historic districts.

CPDC Executive Director Paul R. Levy noted that the program owes much to a 1997 CPDC initiative to promote living in Center City. In addition, a 1998 study by the Alliance showed that new homebuyers moving to Philadelphia chose to move to historic neighborhoods over others. The William Penn Foundation funded both the planning process and the development of the marketing campaign. Advertising space is being donated by Philadelphia Newspapers, Inc.

To learn more about the project and the target neighborhoods, go to www.phillyathome.com.

MEAN BEAN



Three years ago the Preservation Alliance purchased and restored the exterior of **1112 Locust Street**, in Center City. Since then the new owner has revitalized the 19th-century rowhouse as the Mean Bean coffeehouse, while the upper floors have been converted to apartments. After years of neglect the historic building is once again an asset to its community.

RHODA RICHARDS

Preservation leader Rhoda Wagner Richards died in April at the age of 85 at her home in Bryn Mawr.

A staunch defender of the region's historic buildings, Richards founded the Rittenhouse Preservation Coalition in 1982 to fight plans that would have demolished two turn-of-the-

century townhouses to make way for a Center City high-rise. At that time, there was no citywide preservation organization. The group's efforts, with Richards as president, were successful, resulting in a zoning change that banned new high-rises in the area around 17th and Locust Streets. The Rittenhouse group expanded, becoming the core of a larger,

citywide organization, the Preservation Coalition of Greater Philadelphia, a predecessor of the Preservation Alliance.

Richards, a graduate of the University of Pennsylvania, married J. Permar Richards, Jr. in 1940. Her charitable work included serving on the boards at Hahnemann University Hospital,

the Emergency Aid Foundation and Inglis House.

For her work in preservation, she was honored by the Alliance in 1995 with the James Biddle Award and was named a Distinguished Daughter of Pennsylvania by former Governor Dick Thornburgh.

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PRESERVATION MATTERS Design: Prough Creatives

PRESERVATION ALLIANCE FALL CALENDAR OF EVENTS

NEIGHBORHOOD PRESERVATION FORUM

Thursday, September 18, 2 - 3:30pm.
Reservations required by September 15:
215-546-1146, ext. 10.

The Cleveland Restoration Society's Heritage Home Loan Program combines home improvement loan financing with historic preservation in a manner that has had a significant impact on both the preservation of historic houses and the preservation of historic neighborhoods. Kathleen H. Crowther, Executive Director of the Cleveland Restoration Society, and Richard F. Coppelino, Assistant Vice President of KeyBank Cleveland, will describe and illustrate their successful collaboration and its impacts on historic neighborhoods in Cleveland and Cuyahoga County. Kevin Hanna, Secretary of Housing and Neighborhood Preservation for the City of Philadelphia, will follow with a discussion on the potential for a similar program in Philadelphia. Co-sponsored with the Fels Institute of Government. Hamilton Auditorium, Pennsylvania Academy of the Fine Arts, 118 North Broad St., Phila.

A FAIRMOUNT WATERWORKS AFFAIR

Tuesday, September 30, 6 - 8pm.
\$15 Alliance members, \$20 nonmembers.
Reservations required by September 23:
215-546-1146, ext. 10.

During its operation from 1815 to 1909, the Fairmount Water Works was a popular destination for tourists attracted to its beautiful neo-classical architecture, its breathtaking river view, and its importance as an engineering marvel. Join Preservation Alliance Executive Director John Gallery at Philadelphia's most romantic collection of buildings for an overview of upcoming Alliance projects and initiatives. A representative from the restoration team will talk about the history of the Waterworks facility and a look to its future. A reception will follow. Co-sponsored with the Fairmount Park Historic Preservation Trust. Schuylkill River near 25th Street, Phila.

INSIDERS' TOUR OF CITY HALL



Photo by Peter Olson.

Thursday, October 9, 5:30 - 7:30pm.
\$10 Alliance members, \$15 nonmembers.
Reservations required: 215-546-1146, ext. 10.

Be among the first to see the beautiful Mayor's Reception Room and City Council Chambers, restored after last year's widespread water damage. Bob Hotes from DPK&A will discuss details of the interior restoration project, and Nan Gutterman from Vitetta will cover highlights of the exterior restoration. You'll also learn fascinating history facts about this National Historic Landmark from Greta Greenberger of City Hall Tours. Meet at City Hall Tours Office, Room 121.

A LOOK INSIDE THE CASSATT HOUSE



Cassatt House

Wednesday, October 22, 5:30 - 7:30pm.
\$10 Alliance members, \$15 nonmembers.
Reservations required: 215-546-1146, ext. 10.

Tour the 2003 Preservation Achievement Award-winning restoration of the Cassatt House and see a presentation of the work by architect William K. Becker, AIA. Designed by Frank Furness and Allen Evans in 1883 for the brother of artist Mary Cassatt, the building was renovated by The Library Company (founded in 1731 by Benjamin Franklin) as a residential research center for the study of early American history and culture. Cassatt House, 1320 Locust Street, Phila.

BEAUX ARTS BALL, AIA-PHILADELPHIA CHAPTER

Saturday, October 25, beginning at 9pm.
\$75 per ticket; \$20 food & drink voucher with costume.

AIA-Philadelphia hosts the 2003 Beaux Arts Ball in the historic Seaplane Hangar of the Philadelphia Navy Yard. This year's theme: "An Evening in Blue & Bronze: Forms, Frames, Figures." The action begins with a costumed cacophony to the beat of the world's finest dance music. The goal of the event is to publicly celebrate the creative nature of the architecture professions, promote social interaction with the profession and allied fields, such as historic preservation, and establish a fundraising venue to support charitable organizations for which AIA-Philadelphia has vested interests. For more information and to purchase tickets, go to AIA-Philadelphia's web site at www.aiaphila.org. Seaplane Hangar, Philadelphia Navy Yard.

A WORK-IN-PROGRESS TOUR: LONGWOOD GARDENS GREENHOUSE RESTORATION

Saturday, November 8, 10am - noon. (Date and time are tentative. Please confirm when registering.) \$21 Alliance members, \$25 nonmembers. Reservations required: 215-546-1146, ext. 10.

The Preservation Alliance will give you a behind-the-scenes look at the ongoing restoration work of the Longwood Gardens'

greenhouses with a special staff tour guide. The former estate of industrialist Pierre du Pont, Longwood Gardens is the world's premier horticultural display garden. You may also see this year's Far East-themed Chrysanthemum Festival—with more than 20,000 autumnal-hued flowers—throughout the Conservatory. Longwood Gardens, Route 1, Kennett Square.

THE HOME & HERITAGE FAIR

Saturday, November 1, 11am - 4pm.
Admission: \$5.

The Germantown Business Association and the Germantown Historical Society will present an opportunity for area residents to meet experts and vendors in the home restoration field. The fair will host exhibits and demonstrations by contractors, tradesmen, craftspeople, including antique appraisals and a silent auction. Authorities on architecture, interior design, and historic preservation will offer workshops and answer questions. Germantown Friends School, 31 West Coulter St., Phila.

PRIDE OF PLACE FORUM

Friday, September 19, 5:30pm.
Franklin Institute, 222 North 20th St., Phila.

Join the Design Advocacy Group of Philadelphia when they ask the mayoral candidates to address specific topics: the processes that shape our city, rebuilding the 21st century, and the green country town.

MEMBERSHIP APPLICATION

The Preservation Alliance actively promotes the appreciation, protection, and revitalization of the Philadelphia region's historic buildings, communities, and landscapes. Support our mission and join today!

- Individual \$35
 Household \$50
 Sustainer \$100
 Sponsor \$300
 Patron \$500
 Cornerstone Society \$1,000 - \$2,500 - \$5,000

- Sign me up for Young Friends. At no extra cost, I would like to receive invitations to social events, tours, talks, and unique outings.
 I am interested in volunteering at the Preservation Alliance.
 I would like you to contact me about a contribution of assets.
 In addition to my membership, I wish to make a tax-deductible contribution at this time to the Preservation Alliance: \$ _____
 I prefer not to receive member gifts, such as magazine subscriptions, in recognition of my contribution.

Total amount enclosed: \$ _____

- My check is enclosed (please make checks payable to **Preservation Alliance**)
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Signature: _____ Phone (day): _____

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Please mail this application to: Preservation Alliance, 1616 Walnut Street, Suite 2110, Philadelphia, PA 19103.

Memberships are tax deductible to the extent allowed by law. A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania: 1-800-732-0999. Registration does not imply endorsement.

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