



8.1 A locally-owned business supported by the studio team

8 APPENDIX

Maps
SWOT Items
Field Survey Checklist
List of Figures with Sources
Endnotes

RESOURCE TYPE

- Residential
- Mixed Use
- Commercial
- Institutional
- Industrial
- Parking
- Vacant Lot
- Unknown



CURRENT USE

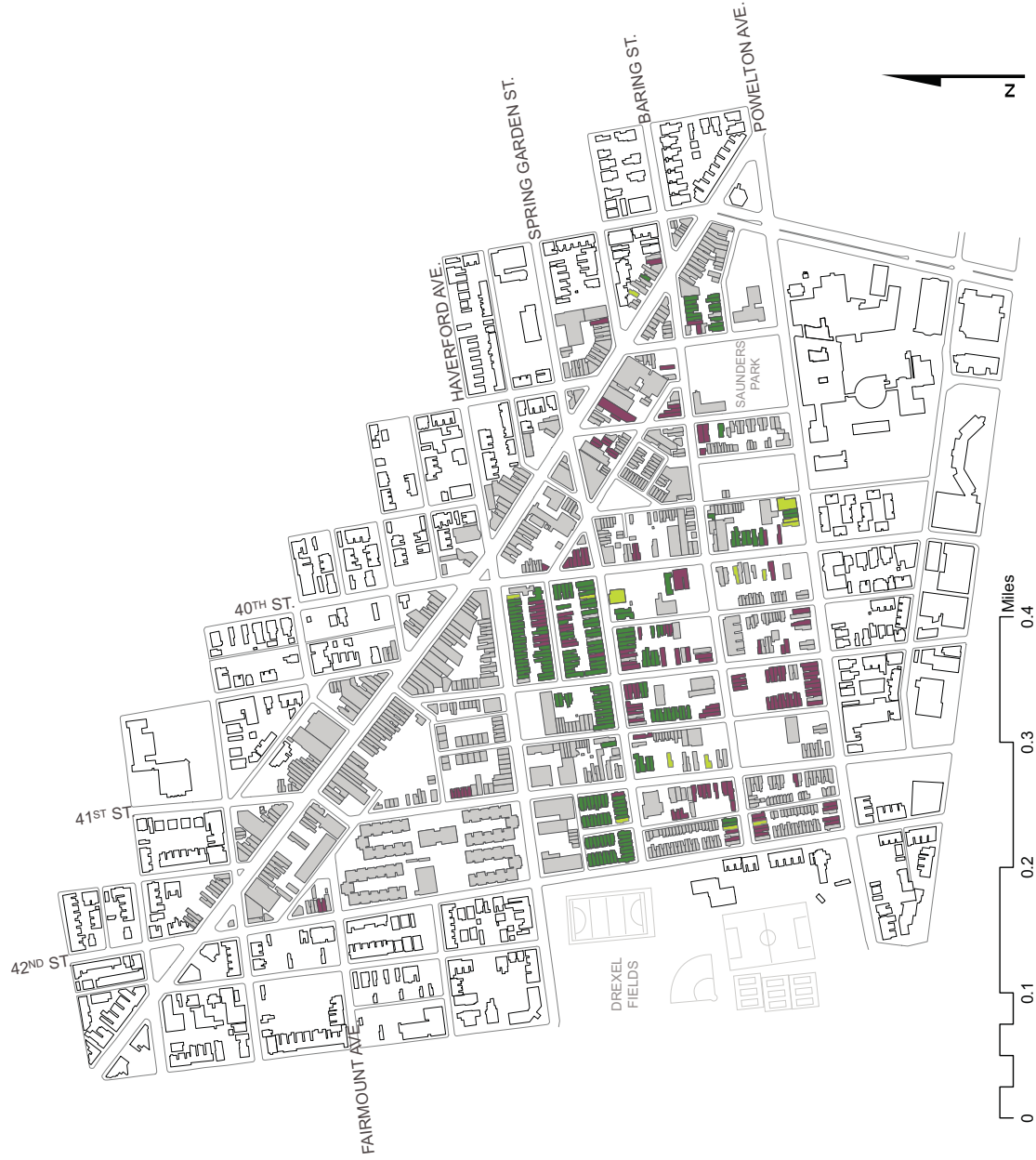
- Commercial
- Mixed Use
- Residential
- Institutional
- Industrial
- Unknown





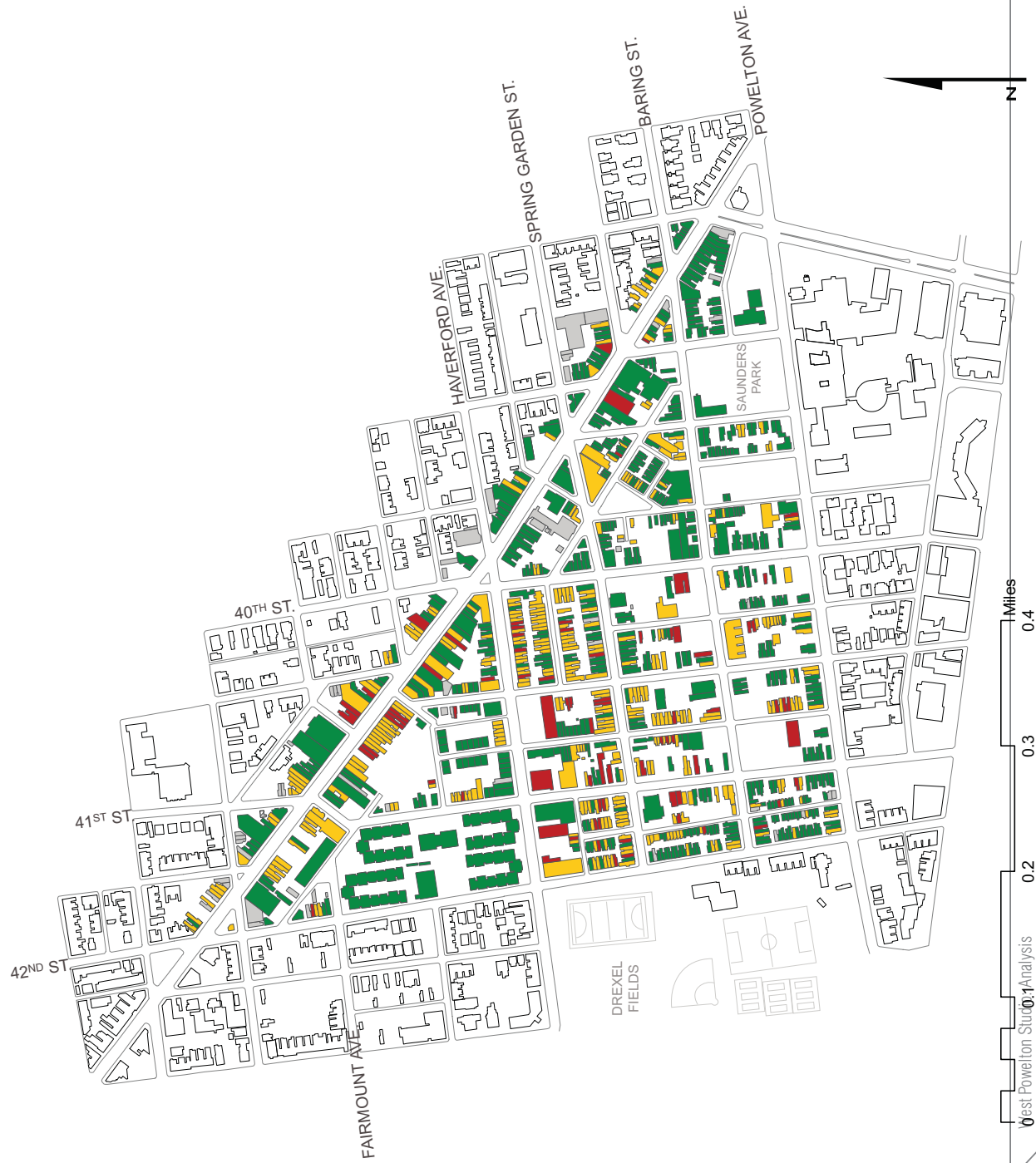
RESIDENTIAL TYPE

- Apartment Building
- Detached Dwelling
- Rowhouse
- Semi-Detached Dwelling
- Twin Dwelling



HOUSES WITH PORCHES AND/OR FRONT YARDS

- Houses with porches & front yards
- Houses with front yards
- Houses with porches



CONDITION

- Good
- Fair
- Poor
- Unknown



INTEGRITY

- Intact
- Some alterations
- Many alterations
- Infill
- Unknown



INTEGRITY AND CONDITION

- Intact and Good condition
- Intact and Fair condition
- Some alterations and Good condition
- Some alterations and Fair condition



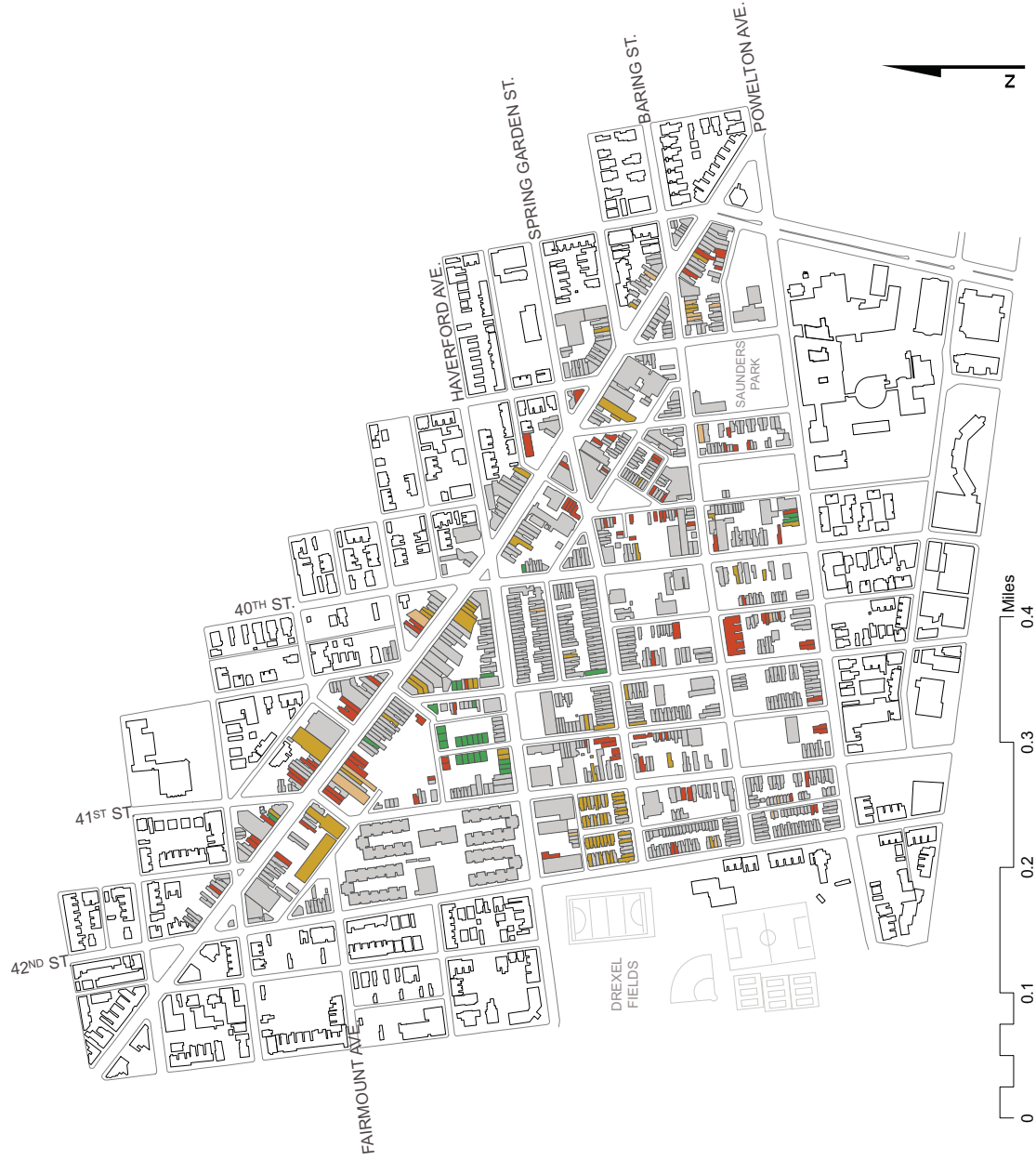
FACADE MATERIAL

- Historic
- Non-Historic



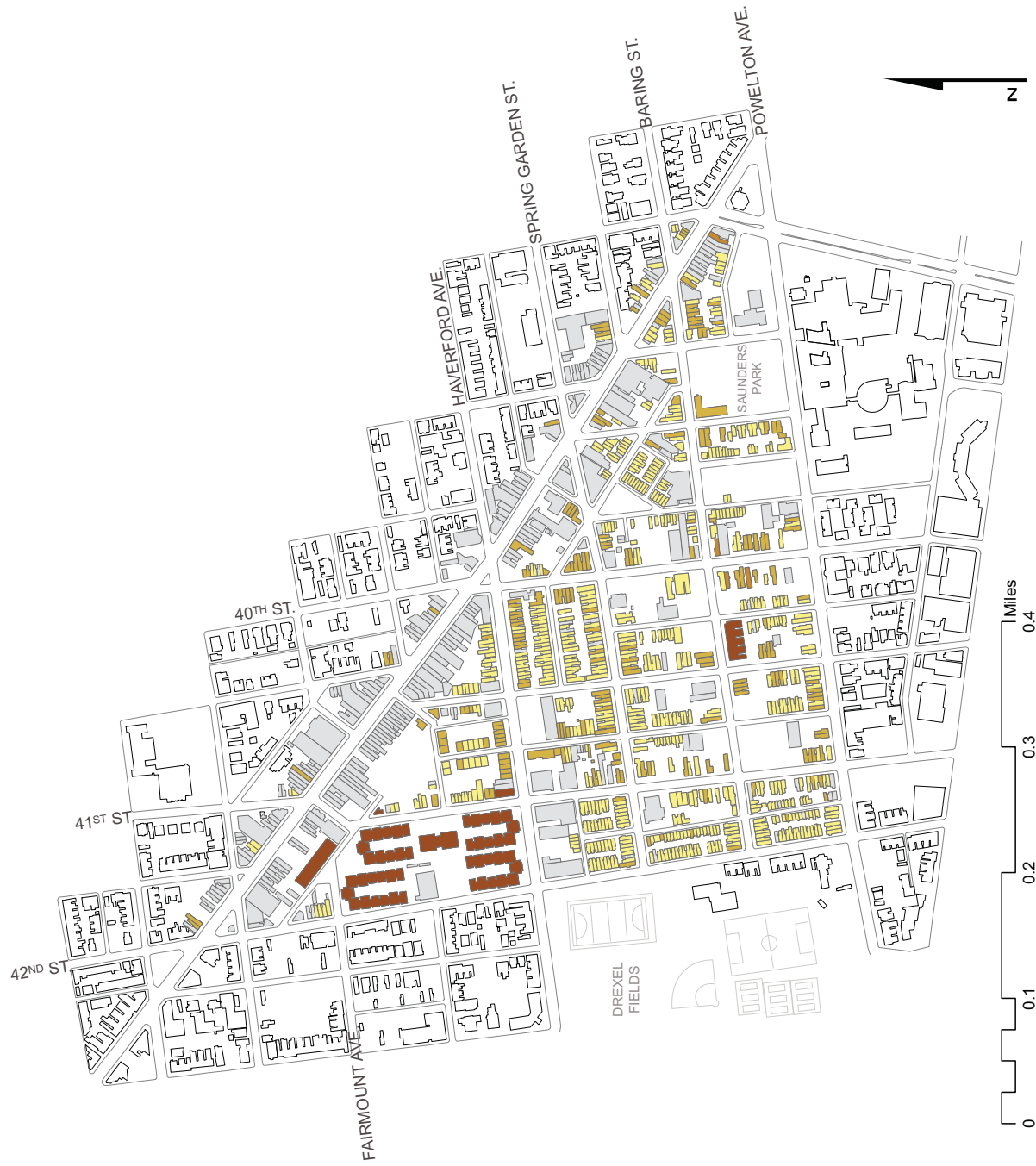
FACADE MATERIAL

- Brick
- Other

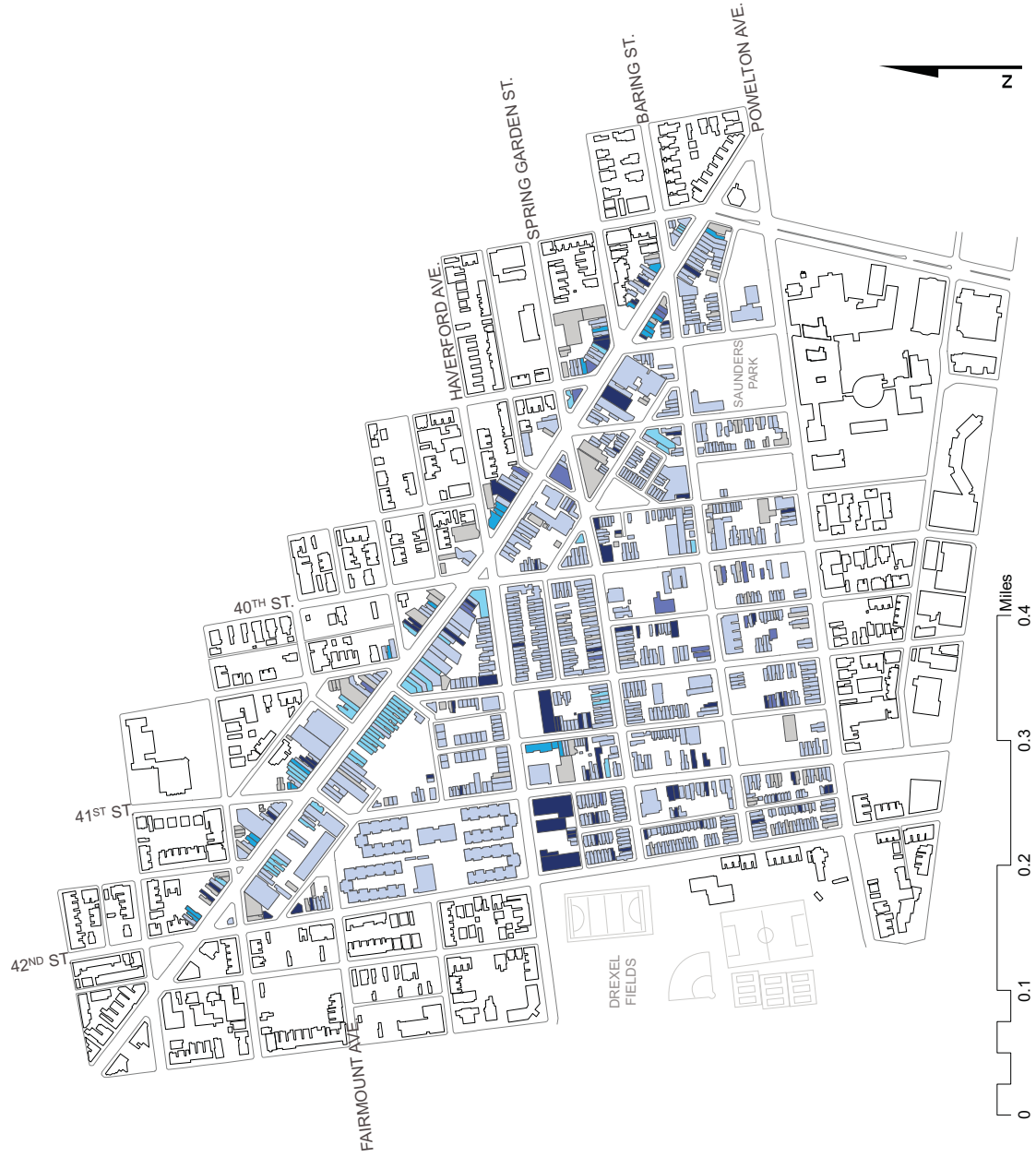


NUMBER OF STORIES



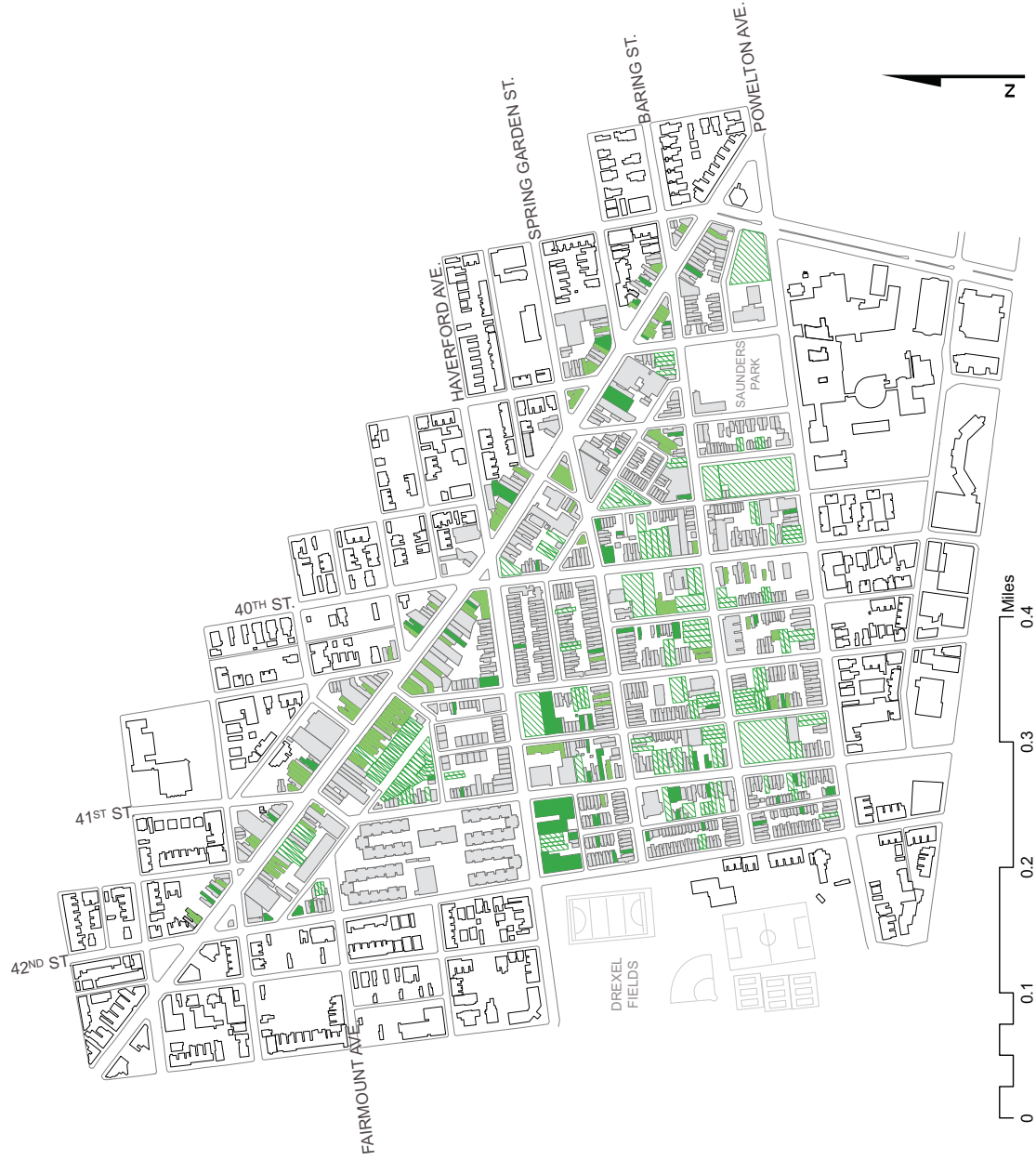


West Powelton Studio: Analysis



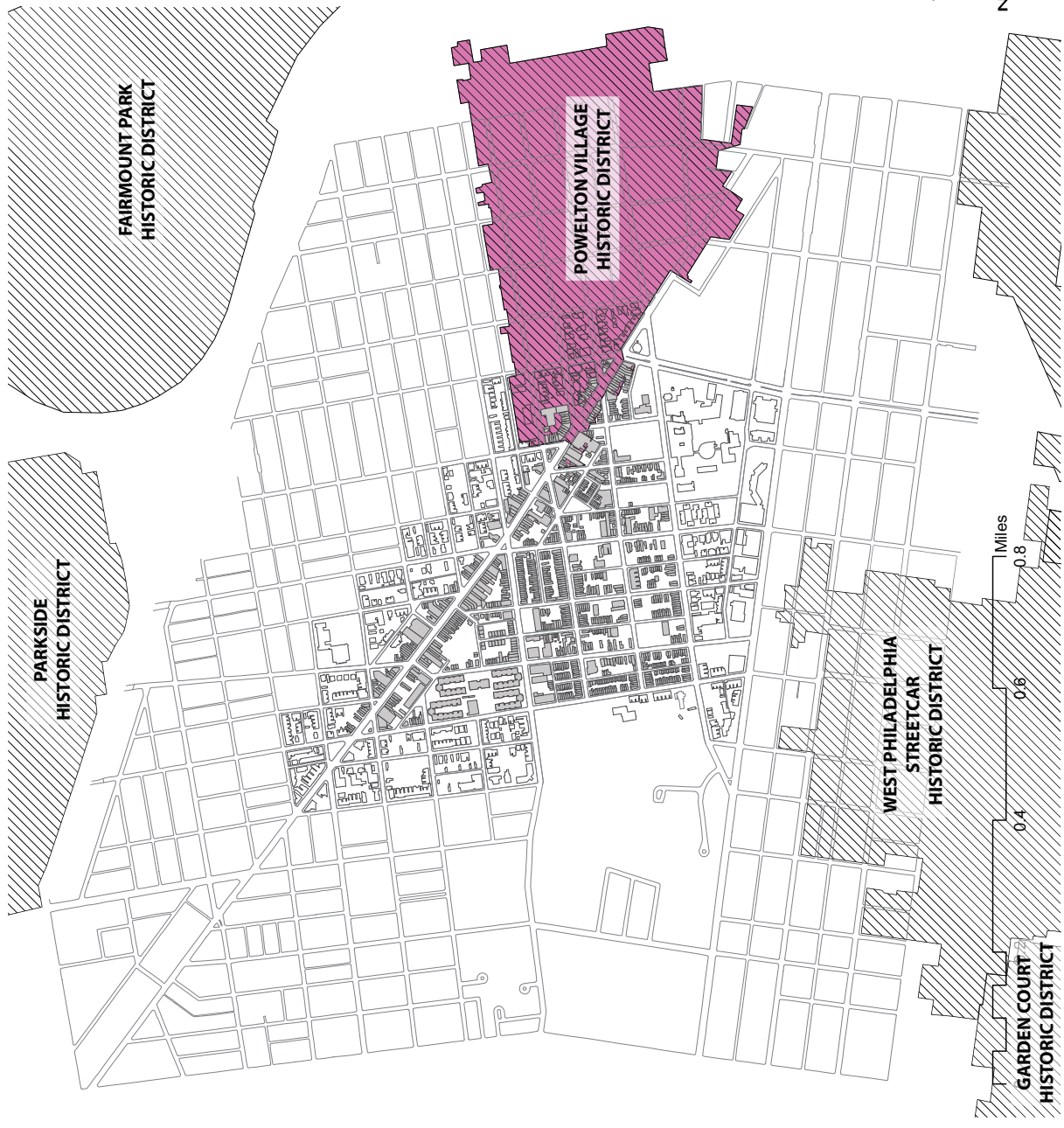
OCCUPANCY BY FLOOR

- Full
- Ground-Floor Vacancy
- Upper-Floor Vacancy
- Partially Vacant, Floor Unknown
- Vacant
- Unknown



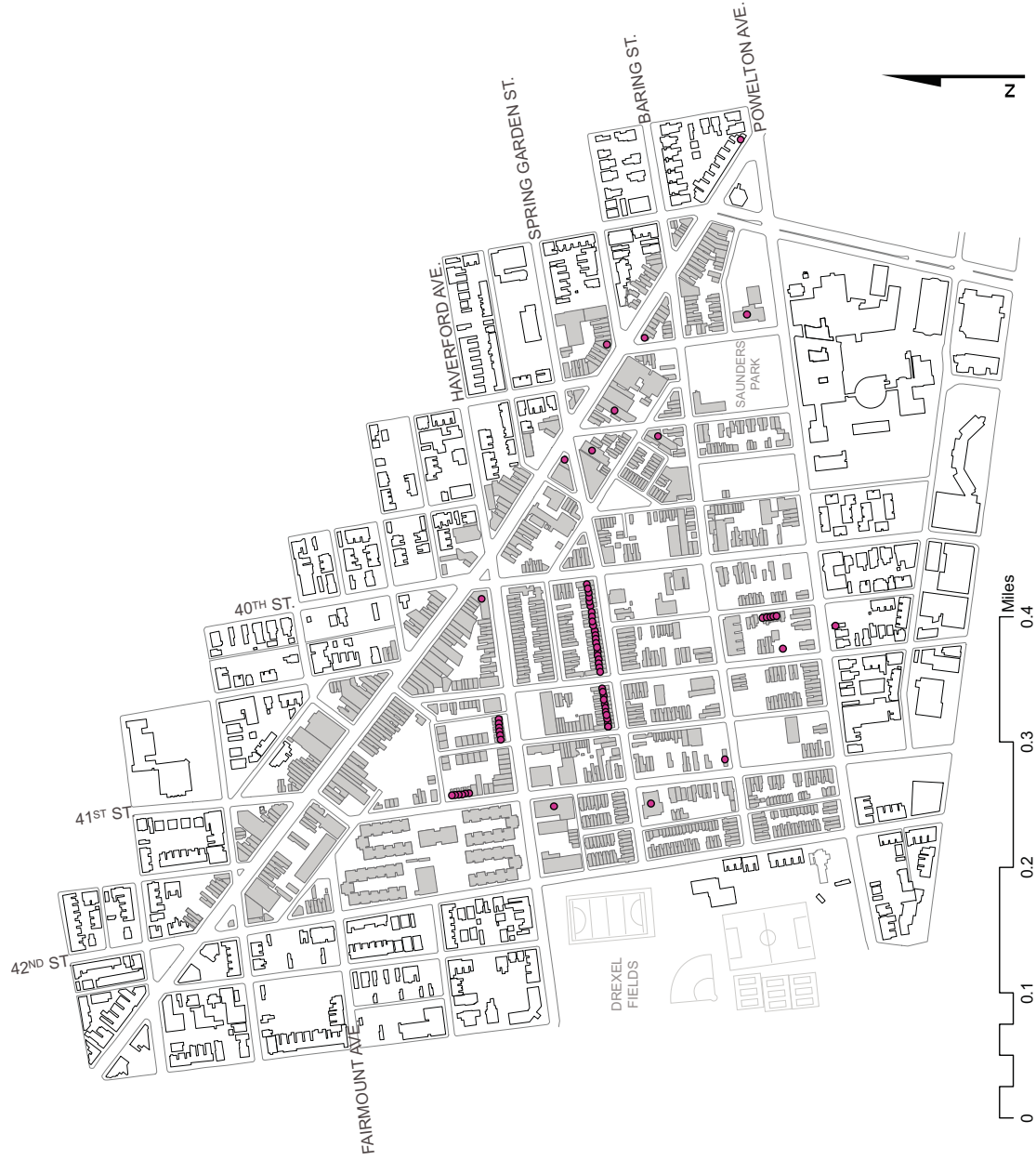
VACANCY

- Partially Vacant Buildings
- Vacant Buildings
- Vacant Parcels

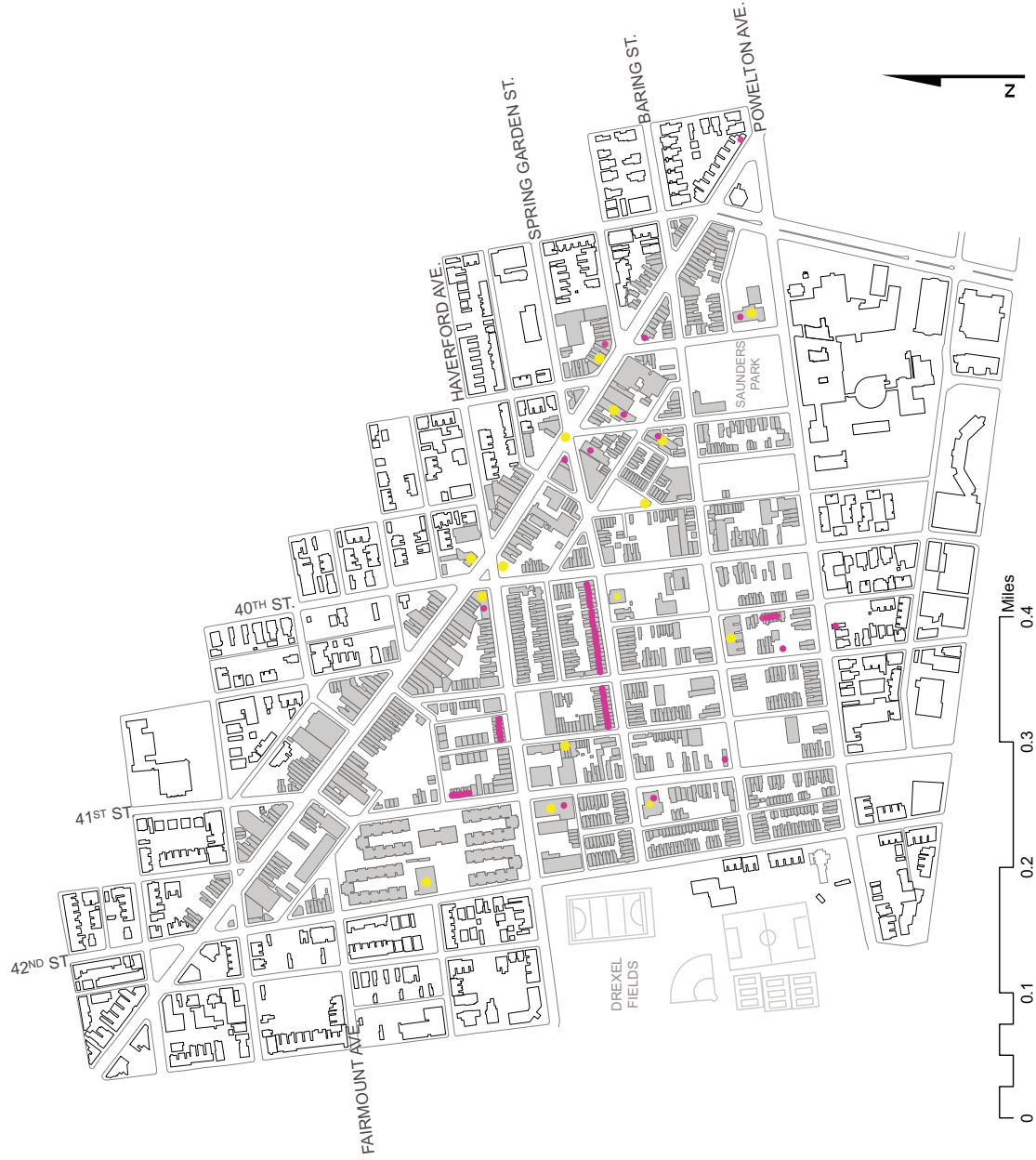


LOCAL & NATIONAL REGISTER DISTRICTS

-  National Districts
-  Local Districts



● Group identified landmarks
 based on NR Criteria



GROUP & COMMUNITY IDENTIFIED LANDMARKS

- Buildings identified by community members
- Buildings identified by group based on NR criteria

All SWOT Items (with Votes Received)

Strengths

Primary

Dense commercial corridor (8)
Concerned community (8)
Dynamic (diverse) landscape (7)

Secondary

Relatively unique and consistent building stock (5)
High integrity (even if in need of repair) (5)
Easy access to public transportation (5)
Strong community organizations and institutions (5)

Other

Historically rooted African-American community (4)
Active—people on streets (3)
Human-scaled buildings and street grid (2)
Interest of surrounding institutions (2)
Recent neighborhood plan
Varied building/street grid

Weaknesses

Primary

Vacant lots and buildings (8)
Renter-occupied space (7)
Bad reputation re: public safety (7)
Low median income (7)
Lancaster businesses don't meet resident needs (7)

Secondary

Functional obsolescence (6)
Dirty, lack of maintenance on Lancaster Ave. (4)
Residents are suspicious of outsiders (4)

Other

Inappropriate infill (3)
Lack of interpretation for Landmark buildings (2)
Lack of incentive/regulation for building upkeep (1)
Lack of green space
Lots of parking lots
Fragmented neighborhood identity

Opportunities

Primary

(Improve) relationships with anchor institutions (8)
Rehab historic building stock (8)
Improve commercial corridor (Lancaster) (8)
Provide economic opportunities for residents (7)
Utilize vacant lots (7)

Secondary

Meet local market needs (4)
Increase homeownership rate (4)
Possible historic designations (4)
Growing student population (4)

Other

Potential arts community (3)
Define community image (3)
Upgrade housing conditions (1)
Build on active community congregations (1)
Active community members (1)

Threats

Primary

Divide between students/faculty/staff and long-term community members (11)
Displacement (8)
Lack of a plan for vacant lots (6)
Bad infill (6)
Crime (6)

Secondary

Lack of quality of local commerce (5)
Anchor institutions (5)

Other

Student housing (3)
Avoided pedestrian routes (3)
Neglected lots (3)
Blight spreads (3)
Not following building codes/regulations

Field Survey Checklist

West Powelton Survey Checklist

BEFORE LEAVING

- Fully charged camera.
- 11x17 aerial map of West Powelton site. (pinned to wall in studio)
- 11x17 map of your survey area w/ building footprints and door numbers. (You already have these)
- Clipboards and pens for your survey sheets.
- Survey sheets: Count the number of buildings in your survey area and print the amount of survey sheets needed. There are 4 surveys on each sheet so divide the # of buildings by 4 and you'll know how many sheets to print. Print a few extra sheets to account for buildings not on our map.
 - To print: Save the survey sheet PDF from the server to your computer:
[HSPV701201-Studio \(Mason\)\ Public\ West Powelton\ 7 Field Survey\ West Powelton Survey Sheet.pdf](#)
 - Open Vulcan and print to the MEY3-5550-PS (printer on 3rd floor by vending mach.)
 - Make sure that ALL is selected for page range
 - Make sure NONE is selected for scaling
 - 8.5x11, Portrait
 - Click **properties** button: Under **printing shortcuts** tab select Two-sided (duplex) printing and under **color** tab check the Print in Grayscale box.
 - If you are not confident, test print one sheet before sending a batch.
 - Split the cost of printing with your partner.

IN THE FIELD

- STAY TOGETHER
- Check that the door number corresponds to the address on the map, note discrepancies.
- Check the map, verify that the building exists. If the building no longer exists, make a note on the map and survey so that we can update our data/maps.
- Also note if there is infill where the map shows a vacancy, survey the infill.

- Integrity:
 - Intact: has original or period windows, doors, building materials, ornament, etc.
 - Some alterations: replacement windows, doors, etc.
 - Many alterations: siding, cladding, removal of original details/ornament, additional mass etc.
 - Infill: new construction
- Building condition:
 - Good: no maintenance needed
 - Fair: maintenance in 2-5 years
 - Poor: immediate maintenance needed
- If you check “Other” for any of the fields, note what other is.
- Notes: please add any description that is important to the building but not already included in survey.

FIELD PHOTOGRAPHY

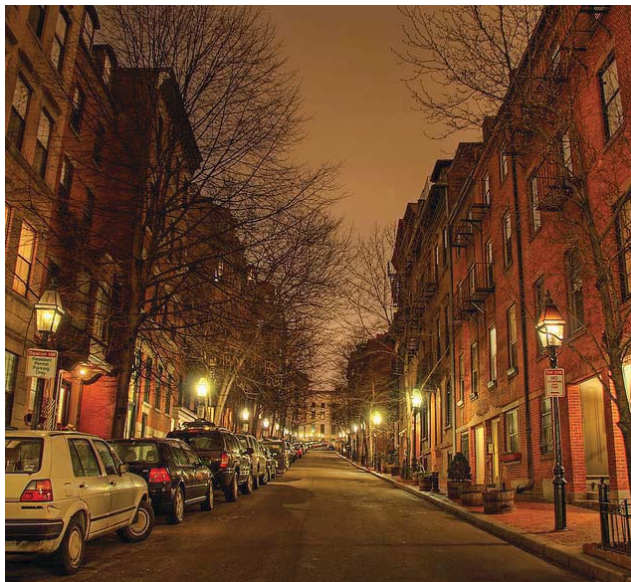
- Check your camera settings:
 - Set ISO as low as possible
 - If you are using manual settings, please use a high F-stop to capture the most detail
 - Shoot in JPEG format, “medium” file size
- Take photographs of the building (what is viewable from public right of way), **especially** orthogonal shots of main facades and intersection shots of corner buildings.



- For row homes or other narrow structures you may be able to include 2-4 building facades in one photo.



- Note on the survey which door numbers are included in your photo so that you can include it in the photo metadata.
- Take street view photographs at each end of each block. In other words, from the intersection of Powelton and 42nd St. looking east down Powelton to 41st and from Powelton and 41st looking West down Powelton to 42st. *Recall street view photos that Joe Elliot showed us that were taken in the middle of the intersection that captured the sectional qualities of both sides of the street.



BACK IN STUDIO

- Add all of your survey data to the access database which is “WestPoweltonSurvey.accdb”. It is in the server, [HSPV701201-Studio \(Mason\)\ Public\ West Powelton\ 7 Field Survey\](#)
- Save the file as “WestPoweltonSurvey_INITIALS_INITIALS.accdb”. Please do not edit the original file.
- Add metadata to photographs:
 - Creator: *Name Surname*
 - Description: *Door numbers and street name, if it is a street view include intersection and direction, if it is a general view direction and description, name of the building*
 - Keywords: Philadelphia, West Powelton, field survey, *street name*
 - Location: West Powelton
 - City: Philadelphia
 - State: PA
 - Country: US
- Save photos as “WestPoweltonSurveyPhotos_INITIALS_INITIALS_01.jpeg”
- Upload photos to server in a folder named with your teams initials:
[Course Folders\ HSPV\ HSPV701201-Studio \(Mason\)\ Public\ West Powelton\ 4 Photos\ Current\ FIELD SURVEY\Initials_Initials](#)

List of Figures with Sources

All figures without citations were produced by the West Powelton Studio Team, 2010.

Front Matter

Cover: Perspective of West Powelton

0.1 Lancaster Avenue

Executive Summary

1.1 (Section divider) Hawthorne Hall

1.2 Perspective of West Powelton with inset mural on Lancaster Avenue, Monarch Storage Building, and Highway Church of Christ

Introduction

2.1 (Section divider) Gate on Lancaster Avenue

2.2 Field survey

2.3 Working in studio

2.4 Detached house on N. 39th Street

2.5 Twin residences on Powelton Avenue

2.6 Evolutionary maps

2.7 Map, building integrity and condition

2.8 Rowhouses on Spring Garden Street

Site Evolution

3.1 (Section divider) Map, G. W. and W. S. Bromley, "Atlas of the City of Philadelphia," 1901 (PhilaGeoHistory.org)

3.2 Map, N. Scull & G. Heap, 1753. (University of Pennsylvania Archives)

3.3 High (Market) Street Bridge. (M. L. Vieira, West Philadelphia Illustrated, 1903)

3.4 Map, C. Ellet Jr., 1843. (PhilaGeoHistory.org)

3.5 Map, S. M. Rea & J. Miller, circa 1850. (University of Pennsylvania Archives)

3.6 Map, R. L. Barnes, 1855. (PhilaGeoHistory.org)

3.7 Pennsylvania Industrial Home for Blind Women, 1880. (Philadelphia Buildings.org)

3.8 Mercy-Douglass housing for special needs, 2010

3.9 Map, J. B. Scott, 1878 (PhilaGeoHistory.org)

3.10 Map, G. W. & W. S. Bromley, 1895. (PhilaGeoHistory.org)

- 3.11 W. R. Nicholson House, 1950. (PhillyHistory.org)
- 3.12 523-517 N. Budd Street
- 3.13 Philadelphia Evening Public Ledger, March 15, 1919.
- 3.14 Henry Jahke & Son, Slaughters & Packers of Pork Company, Hexamer General Surveys, 1881. (PhilaGeoHistory.org)
- 3.15 Henry Jahke & Son site, 2010. (Google Earth)
- 3.16 The Great Migration. (Temple University Archives)
- 3.17 Dilapidated Victorian houses, ca. 1980. (R. M. Skaler, West Philadelphia: University City to 52nd Street, 2002)
- 3.18 Mount Olivet Redevelopment Area Plan, 1962, existing land use. (Philadelphia City Planning Commission)
- 3.19 Mount Olivet Redevelopment Area Plan, 1962, proposed land use. (Philadelphia City Planning Commission)
- 3.20 Mount Olivet Tabernacle Church, 700 block of 42nd Street
- 3.21 Housing adjacent to Mount Olivet Tabernacle Church
- 3.22 University City Core Plan, 1966, existing land use. (Historical overlay from Philadelphia City Planning Commission)
- 3.23 Proposed land use. (Historical overlay from Philadelphia City Planning Commission)
- 3.24 University City High School, 3601 Filbert Street, exterior
- 3.25 Aerial view of Drexel's athletic fields, looking east from 45th and Market Streets, 1966. (Drexel University Archives)
- 3.26 Drexel playing fields in relation to central campus, with West Powelton in between. (Google Earth and Drexel University website)
- 3.27 Kelly Hall, built in 1967. (Drexel University website)
- 3.28 Admission, yield, and mean SAT scores for Drexel University, 1980-1985. (When the Pot Boils, David A. Paul)
- 3.29 West Powelton total population, 1940-2015. (U.S. Census and American Community Survey)
- 3.30 Friends of Saunders Park (citypaper.net/articles/092100/pics/big/cb.paula.jpg)
- 3.31 Percentage of total population of West Powelton, age 18-34 (U.S. Census and American Community Survey)
- 3.32 West Philadelphia Title & Trust Bank, 1910 (R. M. Skaler, West Philadelphia: University City to 52nd Street, 2002)
- 3.33 Title & Trust Building

C u r r e n t C o n d i t i o n s

- 4.1 (Section divider) West Philadelphia Title & Trust Building. (Matthew Wicklund, 2010)
- 4.2 Map, census tracts. (2007 American Community Survey)
- 4.3 West Powelton population, 1940-2015 (projected). (2007 American Community Survey)
- 4.4 Racial demographics. (2007 American Community Survey)

- 4.5 Unemployment and poverty rates, 1960-2007. (2007 American Community Survey)
- 4.6 Additional demographic figures. (2007 American Community Survey)
- 4.7 Cover of neighborhood plan. (Peoples Emergency Center, 2007)
- 4.8 Priority development projects. (West Powelton/Saunders Park Neighborhood Plan, Peoples Emergency Center, 2007)
- 4.9 PEC developments in and around West Powelton. (Peoples Emergency Center, pec-cares.org)
- 4.10 Lancaster Avenue sidewalk marker. (thelaba-cdc.org)
- 4.11 Drexel campus perspective. (GreatDegree.com)
- 4.12 Penn Presbyterian Medical Center. (Google Maps, 2010)
- 4.13 Map, Enhanced Forgivable Loan program boundary. (Penn Homeownership Services, business-services.upenn.edu/homeownership/enhancedforgivableloan.html)
- 4.14 Map, significant locations and circulation
- 4.15 Map, location of informal encounters
- 4.16 Map, issues mentioned by community members
- 4.17 Map, community engagement and indifference
- 4.18 Map, community engagement in relation to public art and community gardens
- 4.19 Map, safety concerns in relation to vacant lots and infill
- 4.20 Map, concerns about institutions, students, or development
- 4.21 Field survey form
- 4.22 Map, current uses
- 4.23 Types of rowhouses
- 4.24 Building integrity
- 4.25 Map, building condition and integrity
- 4.26 Map, historic and non-historic facade material
- 4.27 Building vacancy
- 4.28 Map, building and lot vacancy
- 4.29 Map, local and national districts
- 4.30 Some of the group-identified landmarks (L-R): rowhouses on the 4000 block of Spring Garden, the Police Station, Monarch Storage building, and the train depot
- 4.31 Some of the group- and community-identified landmarks (from left to right): Hawthorne Hall, the West Philadelphia Trust, and Industrial Home for Blind Women
- 4.32 Map, group and community identified landmarks

A n a l y s i s

- 5.1 (Section divider) Mixed-use buildings on Lancaster Avenue
- 5.2 Terminal for the West Philadelphia Passenger Railroad at 4100 Haverford Avenue

- 5.3 SEPTA trolley and bus routes in West Powelton
- 5.4 Dense row houses on N. 42nd Street
- 5.5 Mixed-use buildings on Lancaster Avenue
- 5.6 Mixed-use building at 39th Street and Lancaster Avenue
- 5.7 Vacant lot in West Powelton
- 5.8 Community Baptist Church on Spring Garden Street
- 5.9 Storefront church on the 3900 block of Lancaster Avenue
- 5.10 Mural
- 5.11 Marshall Shepard Village. (Google Maps, 2010)
- 5.12 Restored house at Baring Street and N. Sloan Street
- 5.13 Rowhouses on N. Sloan Street
- 5.14 Lancaster Avenue
- 5.15 Garden on N. Holly Street
- 5.16 Bank building on Lancaster Avenue (now used by a church)
- 5.17 Rowhouses
- 5.18 Mid-block vacant lot
- 5.19 Vacant rowhouses and lots
- 5.20 Industrial building with potential for rehabilitation
- 5.21 Mural depicting the demolition of houses in the Black Bottom neighborhood of West Philadelphia. (Studio team, 2010)
- 5.22 Map showing the schools in West Philadelphia that maintain a partnership with the Netter Center. (Barbara and Edward Netter Center for Community Partnerships at the University of Pennsylvania)
- 5.23 View of Middle East Baltimore. (<http://pretavoyager.blogspot.com/2009/04/views-from-baltimore-american-brewery.html>)
- 5.24 Johns Hopkins 2003 plan for the neighborhood. (Phillip A. Hummel, The University of Maryland School of Law, in Digital Commons, http://digitalcommons.law.umaryland.edu/mlh_pub/11/)
- 5.25 Columbia's recent expansion plan. (New York Times Online, http://www.nytimes.com/imagepages/2006/11/20/nyregion/20061120_COLUMBIA_MAP.html)
- 5.26 Community meeting to discuss Columbia's expansion. (<http://atlanticyardsreport.blogspot.com/2007/08/for-columbia-expansion-in-w-harlem.html>)
- 5.27 Victorian houses in the Martin Luther King Historic District, Atlanta, GA. (http://www.galenfrysinger.com/georgia_atlanta_king_memorial.htm)
- 5.28 Martin Luther King Jr.'s birthplace, Atlanta. (http://www.galenfrysinger.com/georgia_atlanta_king_memorial.htm)
- 5.29 Map of the Eastern neighborhoods, San Francisco. (San Francisco Planning Department, 2008)
- 5.30 Infill at East SoMa, San Francisco. (San Francisco Planning Department, 2008)
- 5.31 New awning and sign added to a storefront in Cambridge, MA. (The Department of Cambridge Community Development http://www2.cambridgema.gov/~cdd/ed/commimpr/ed_facade.html)
- 5.32 A renovated storefront in Cambridge, MA. (The Department of Cambridge Community Development http://www2.cambridgema.gov/~cdd/ed/commimpr/ed_facade.html)

- 5.33 The Photo Art building in Portland, OR, before and after it was rehabilitated with new paint, windows, and doors. (Portland Development Commission http://www.pdc.us/city_wide/storefront/storefront-uras/sf-south-park-blks.asp)
- 5.34 MLK mural on the corner of Lancaster and N. 40th St. (Studio team, 2010)
- 5.35 The new image of Birmingham, England. (http://cache.virtualltourist.com/4462427-Centenary_Square-Birmingham.jpg)
- 5.36 The Philadelphia Mural Arts Program has a strong presence in West Powelton (Studio team, 2010)
- 5.37 "Seeing Through Others' Eyes," a mural depicting Robert Kennedy and Cesar Chavez, Los Angeles. (The Social and Public Art Resource Center <http://www.sparcmurals.org:16080/sparcone/>)
- 5.38 A vacant lot is transformed by a mural and garden in West Powelton. (Studio team, 2010)
- 5.39 One of many community gardens in West Powelton. (Studio team, 2010)

Preservation Approach

- 6.1 (Section divider) Saunders Park
- 6.2 Entrance to art gallery on Lancaster Avenue

Moving Forward

- 7.1 (Section divider) Properties on Haverford Avenue
- See individual projects for sources of additional images.

Appendix

- 8.1 (Section divider) Fresh Donuts on Lancaster Avenue

Please see Appendix for figure source information.

Endnotes

Narrative History

¹ West Powelton is a contemporary name for the area in discussion here. For convenience, however, West Powelton is used throughout this historical account.

² “West Philadelphia: The Basic History: Pre-History to 1854,” West Philadelphia Community History Center (archives.upenn.edu/histy/features/wphila/history/history1.html).

³ R. Miller and J. Siry, “The Emerging Suburb: West Philadelphia, 1850–1880,” *Pennsylvania History*, 47, 2 (April 1980), 106.

⁴ *Ibid.*

⁵ The site was within the area bounded by present-day Haverford Avenue, 49th Street, Market Street, and 42nd Street. The first building stood near 46th and Market Streets; it was demolished in the 1950s. In the late 1850s, the site was reduced to 27 acres bounded by Haverford Avenue, 49th Street, Market Street, and 48th Street.

⁶ The “Greenville” area was a triangular form bounded by Market Street, Powelton Avenue and Lancaster Avenue, from 36th to 40th streets.

⁷ Miller and Siry, 103.

⁸ *Ibid.*, 107; “West Philadelphia: The Basic History: A Streetcar Suburb in the City: 1854–1907,” West Philadelphia Community History Center (archives.upenn.edu/histy/features/wphila/history/history2.html).

⁹ L. J. Biond, “West Philadelphia and Powelton Historic District: Development Timeline,” Powelton Village Community Association (poweltonvillage.org/powelton2.html).

¹⁰ R. L. Barnes, “New Map of the Consolidated City of Philadelphia,” 1855 (philageohistory.org). This speculative street grid was not fully realized in 1855, and it would change somewhat, as evident in S. L. Smedley, “Atlas of the City of Philadelphia,” 1862 (same source).

¹¹ K. T. Jackson, *Crabgrass Frontier: The Suburbanization of the United States* (New York: Oxford University Press, 1985), 40.

¹² M. F. Lloyd, “Notes on the Historical Development

of Population in West Philadelphia,” West Philadelphia Community History Center, accessed Dec. 6, 2010 (archives.upenn.edu/histy/features/wphila/stats/census_lloyd.html). Figures encompass the historical areas that comprise present-day West and Southwest Philadelphia.

¹³ J. T. Scharf and T. Westcott, *History of Philadelphia: 1609–1884*, Vol. 2 (Philadelphia: L. H. Everts & Co., 1884), 1673.

¹⁴ R. E. Greenwood, “Kirkbride’s Hospital,” Nomination to the National Register of Historic Places, 1975 (ucls.net/HistoricDistricts/kirkbride.html).

¹⁵ H. Sudak, “A Remarkable Legacy: Pennsylvania Hospital’s Influence on the Field of Psychiatry,” University of Pennsylvania Hospital System (uphs.upenn.edu/paharc/features/psych.html).

¹⁶ Scharf and Westcott, 1682.

¹⁷ *Ibid.*, 1463.

¹⁸ *Ibid.*, 1459.

¹⁹ J. B. Scott, “Atlas of the 24th and 27th Wards, West Philadelphia,” 1878 (philageohistory.org).

²⁰ Miller and Siry note, “Both construction and individual decisions to move into the new housing [elsewhere in West Philadelphia] were speculative ventures affected by the severe swings in the city’s economic from 1873 to 1877... In this time of uncertain financing and demand, few new blocks of attached houses appeared in the western extension of the suburb where several developers had speculated heavily in the years just before the depression” (136).

²¹ G. W. and W. S. Bromley, “Atlas of the City of Philadelphia,” 1895 (philageohistory.org).

²² R. Miller and J. Siry, “The Emerging Suburb: West Philadelphia, 1850–1880,” *Pennsylvania History*, 47, 2 (April 1980), 103.

²³ R. S. Schade, *Philadelphia Rowhouse Manual: A Practical Guide for Homeowners* (Philadelphia: City of Philadelphia, 2008), 7.

²⁴ “West Philadelphia: The Basic History.”

²⁵ “Smedley, Walter (1862–1939),” *Philadelphia Architects and Buildings* (philadelphiabuildings.org).

²⁶ Miller and Siry, 141.

- ²⁷ “Smedley, Walter.”
- ²⁸ D. Vitiello, “Machine Building and City Building: Urban Planning and Industrial Reconstructing in Philadelphia, 1894-1928,” *Journal of Urban History*, 34, 3 (2008), 399-434.
- ²⁹ Ibid.
- ³⁰ Ibid., 427.
- ³¹ Ibid.
- ³² Miller and Siry, 107.
- ³³ W. Licht, quoted in E. Rossi, “Civic House Lecture Explores History of Local Community,” *The Daily Pennsylvanian*, October 17, 2003 (dailypennsylvanian.com/node/40336).
- ³⁴ G. A. McKee, *The Problem of Jobs: Liberalism, Race, and Deindustrialization in Philadelphia* (Chicago: University of Chicago Press, 2008), 11-12.
- ³⁵ M. P. O’Mara, *Cities of Knowledge: Cold War Science and the Search for the Next Silicon Valley* (Princeton: Princeton University Press, 2005); G. A. McKee, *The Problem of Jobs: Liberalism, Race, and Deindustrialization in Philadelphia* (Chicago: University of Chicago Press, 2008).
- ³⁶ R. M. Skaler, *West Philadelphia: University City to 52nd Street* (Charleston, SC: Arcadia, 2002).
- ³⁷ Ibid.
- ³⁸ M. P. McCarthy, “The Unprogressive City: Philadelphia and Urban Stereotypes at the Turn of the Century,” *Pennsylvania History*, 54, 4 (October 1987), 263-281.
- ³⁹ O’Mara, 152.
- ⁴⁰ Vitiello.
- ⁴¹ O’Mara, 152.
- ⁴² Ibid.; McKee, 12.
- ⁴³ McKee, 12.
- ⁴⁴ Licht.
- ⁴⁵ U.S. Census Tracts 24F, 24G, 24H and 24I, Philadelphia County, U.S. Census Bureau; data tabulated by DUALabs.
- ⁴⁶ McKee.
- ⁴⁷ “PHA Celebrates Opening of Senior Apartment Building in West Philadelphia,” Philadelphia Housing Authority (pha.phila.gov/press/index.asp?id=14).
- ⁴⁸ “The New Look,” 12, Philadelphia Housing Authority (pha.phila.gov/web_files/new_look.pdf).
- ⁴⁹ O’Mara, 157.
- ⁵⁰ M. S. Carlson, “Come to Where the Knowledge Is’: A History of the University City Science Center: Part 2,” University Archives and Records Center of the University of Pennsylvania (archives.upenn.edu/history/features/upwphil/ucsc.html).
- ⁵¹ O’Mara.
- ⁵² “Martin Luther King ‘Freedom Now’ Rally Marker to be Dedicated,” Plan Philly (planphilly.com/event/martin-luther-king-freedom-now-rally-marker-be-dedicated).
- ⁵³ Drexel Archives and Special Collections. “Drexel Buildings, 1891-Present,” Drexel University Libraries (archives.library.drexel.edu/buildings).
- ⁵⁴ Drexel University Planning Commission. “Drexel: Emergence of a University,” Spring 1970, Drexel University Libraries.
- ⁵⁵ David A. Paul, *When the Pot Boils: The Decline and Turnaround of Drexel University* (State University of New York Press: January 1, 2004).
- ⁵⁶ Ibid.
- ⁵⁷ Ibid.
- ⁵⁸ Evan Goldin, “Powelton: from Estate to Village,” University of Pennsylvania Archives, October 8, 2005 (archives.upenn.edu/history/features/upwphil/goldin_powelton.pdf).
- ⁵⁹ Interview with Hugh, long-term resident of West Powelton, by Cassie Glinkowski, October 23, 2010.
- ⁶⁰ Daryl Gale, “It Splits a Village,” Philadelphia City Paper, September 21-28, 2000 (citypaper.net/articles/092100/cb.citybeat.village.shtml?print=1).
- ⁶¹ “Founders Tribute,” Lancaster Business Association CDC (thelaba-cdc.org/LABA/Founder%27s%20Tribute.htm).
- ⁶² “History / Timeline,” People’s Emergency Center (pec-cares.org/index.php?page=history_and_timeline).
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7 MOVING FORWARD

- What Is, and What Could Be: 1960s Redevelopment and Its Legacy for West Powelton
- Monarch Storage Building National Register Nomination
- Encouraging Art, Preserving the Built Environment: Strategies for an Arts-Based Community Development Approach in West Powelton
- Equipping Business Associations for Preservation
- Lancaster Avenue Market Study
- Working Toward a Healthier Lancaster Ave.: Storefronts and Upper Stories
- Design Guidelines for Infill Construction
- Greening Strategies for West Powelton
- Syndetic Space: Understanding Landscape as the Framework for Preserving Community
- Ethnography: Seeing What They See
- Welcome to West Powelton Video Presentation

What Is, and What Could Be

1960s Redevelopment and its Legacy for West Powelton

Kristin Hagar

What Is, and What Could Be

“You STEPPED on me!”

I was trying to make sense of an unmarked, abandoned building on a particularly desolate block of Haverford Avenue, when a woman in a sweatsuit feebly approached. I thought she looked a little crazed in her eyes, then realized she was just old and had cataracts. My colleague and I had been documenting the area’s buildings, and we told her that. She stared incredulously. We said more about our work, I don’t remember exactly what. She stared more incredulously. We mentioned that we’d been speculating about the historical uses of the old parking garage on the corner. She told us we were wrong about that. I didn’t know what to say, and she looked increasingly angry. I asked if she lived in the area. She said that she had. “AND THEN YOU STEPPED ON IT.” She spit her words. Walking away, she spit them again, and again.

Apparently she was leaving Sunday services when she encountered us, and now she was walking back toward the congregation trickling onto the sidewalk. “They stepped on it! ...They stepped on it!” pointing over at us. Two middle-aged women, as they were consoling the old woman, mouthed at us “Sorry!” and appeared embarrassed and apologetic for her outburst. Still, plenty of people were gathering around, and something, I don’t know what, was brewing. While I was forcing my body to soften in some attempt to look innocuous, my colleague said the obvious: we need to leave.

As a direct result of my presence, there was a scene on the street of variously angry, upset, and confused people who had just left church. At least that’s what it felt like. It felt insidious, to go into someone’s community and make them upset. Is that what urban planning is about? How could my presence be so incendiary? I hadn’t stepped on anybody.

Planning by Preserving

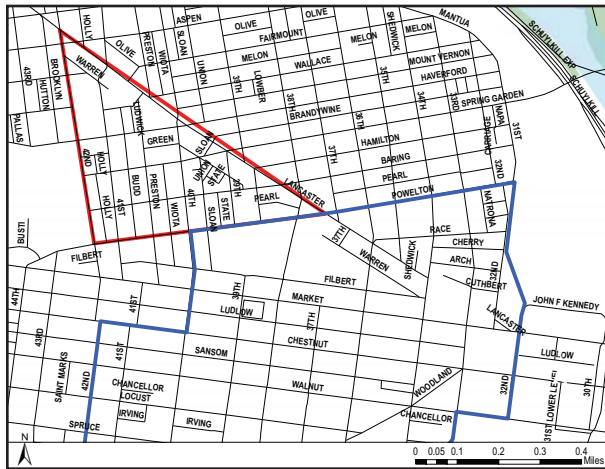
Preservation planning is a fundamentally distinctive approach to urban planning which privileges the existing fabric, both physical and social. Preservation planning sets out to improve conditions by valuing what’s there: “what is” integrally informs “what could be.” Preservation planning principles discourage radical, disruptive change to incumbent stakeholders and extant places. Its approaches include explicit measures to avoid displacement and gentrification. The term says it all: preservation planning—planning to preserve the community strengths that already exist, and to cultivate the opportunities that already present themselves.

Preservation planning offers an antidote to the negative reputation that urban planning acquired as a result of the so-called urban renewal era of the mid-twentieth century. As my colleagues and I walked the streets of West Powelton carrying out field research, it quickly became clear that many residents of West Powelton harbor negative feelings about urban planning, which appear to be rooted (judging by their choice of words and types of objections) in painful and scary memories of changes to the community in the 1950s through the early ‘70s. Current and future planning efforts in this area must explicitly acknowledge the past as a first step toward gaining residents’ trust and avoiding skepticism and more vehement forms of opposition.



Urban Redevelopment as University Development

West Powelton is contiguous to University City, and of course in real life neighborhood boundaries are loose, if not meaningless, anyway. The story of urban redevelopment in eastern West Philadelphia in the 1950s and 1960s is largely a story of university development.



West Powelton study area boundaries in red; University City, in blue.

The poverty, physical conditions, and racial tensions evident in West Philadelphia around the University of Pennsylvania campus concerned the institution. Rather than move the campus to Valley Forge, as had been discussed in the 1920s through early '50s, Penn settled on expansion in West Philadelphia. Arguably, expansion of its physical plant was necessary: in the early 1950s the university projected a doubling of applications by 1965 as Baby Boomers hit the college age.¹ Penn was also on a mission to transform its image “from a predominantly regional school to an international center of higher learning, research, and culture.”² To do this, the university had to not only expand its physical facilities but also “redesign West Philadelphia’s urban spaces to attract the coveted science-based industrial facilities and research laboratories that were being lured to suburban ‘Brainsvilles.’”³

The city’s approach at this time tended toward physical solutions to socially- and economically-based urban decline—the problem is blight and the solution is the removal of it.⁴ Federal and state policies of the late 1940s provided the legal framework, as well as financial incentive, for this approach.

The Pennsylvania Urban Redevelopment Law of 1945 enabled municipalities to use eminent domain for the purposes of redevelopment if a site meets one or more criteria of “blight”—such as “overcrowded conditions” or “economically undesirable land use.” In Philadelphia, the City Planning Commission certifies blight and produces redevelopment area plans, while the Redevelopment Authority generates renewal proposals, locates developers, and takes actions toward implementation. City Council ultimately approves or rejects all proposals.⁵ Four years after the Pennsylvania law passed, Congress passed the Housing Act of 1949, providing federal funds to cover two-thirds the cost of purchasing a “slum” site for redevelopment, while the municipality and private developers finance the rest of the project. A decade after that, in Section 112 of the Housing Act of 1959, Congress extended federal redevelopment subsidies to the development projects of landlocked urban universities. If urban renewal in eastern West Philadelphia was inherently susceptible to influence by a large university in the area, after 1959, Penn’s influence grew much more explicit.

Even before the extension of federal funding, a framework for university-led redevelopment was laid. The Planning Commission had designated areas both north and south of Market Street as Redevelopment Areas—the legal prerequisite for clearance—by 1950. In the mid-50s, Penn trustees began encouraging University President Harnwell to engage and negotiate with private parties who may be interested in redevelopment.⁶ In 1958, the Planning Commission combined several redevelopment areas, including Powelton, into an all-encompassing University City Redevelopment Area. Within it, the Redevelopment Authority established five “urban renewal units” and designated either Penn or Drexel as the primary redeveloper of all but one.

The following year, 1959, the West Philadelphia Corporation formed as a non-profit consortium of institutions with a stake in the area, including Penn, Drexel, Presbyterian Hospital, the Philadelphia College of Pharmacy and Science, and others. The WPC claimed to promote social development in West Philadelphia, though its stated objective—to cultivate University City “not only as a good place to live because of its cultural and educational environment, but also as a prospective center of private research”—suggests interests more closely aligned with institutional and economic development.⁷ Meanwhile, Penn administration had just concluded a five-year survey, which recommended expansion of physical facilities and research undertakings, and was already in touch with the Redevelopment Authority regarding a joint project to push university interests in the revitalization of “blighted” areas—two birds, one stone. The survey concluded that, thanks largely to Section 112 of the recent federal housing act, the means would now be available.⁸

As historian Margaret Pugh O’Mara puts it, “emergent institutions of modern science were existing cheek by jowl with the socioeconomic consequences of de-industrialization and suburbanization.” Penn’s vision of its future conflicted starkly with the realities of mid-century urban decline. Yet this very confluence of the upward, world-class university and arguably downward, inner-city neighborhood made West Philadelphia a high-profile target for federal renewal funding that could address the perceived needs of both.⁹ City and university attention toward improving West Philadelphia’s social and economic problems already existed, but Section 112 increased the impetus toward university-related development as a *method of* community redevelopment, rather than two efforts happening concurrently.

“You Don’t Need My House.”

In the heart of West Powelton lies a tertiary street, only one block long, that feels like a no-through cul-de-sac in its purely residential function. While the conditions of the three-story houses vary widely, from recently restored to vacant, the tall rows upon such a narrow street creates a real sense of enclosure, a semi-private neighbors’ space. As I approached to document the houses, every other front porch was filled with people hanging out. It was lovely. And I felt awkward, even apologetic, for going in there with a camera.

My partner and I first went porch to porch to briefly introduce ourselves to the neighbors and let them know what we were doing. Most people were young, ranging from pre-teen to 20s, and their responses ranged from diffident to jovial and jokey. One group of teenagers told me I really needed to check out the historical buildings northward on 42nd Street before admitting that they were pointing me toward a bad part of town. Then they pointed out a house a few doors down that had been really ugly until its owners recently removed its vinyl siding.

I’d gone down one side of the block and was now coming back up, nearly finished with the surveying. “Don’t you take a picture of my house. What are you doing there? He was an older man with a steely sort of gaze sitting alone on his porch. Unlike the block’s younger residents, he was markedly suspicious of my motivations. “You don’t need my house,” he kept saying, “You don’t need my house.”



The Plans

According to the University City Core redevelopment area report of 1966, the city believed the contrary: it did need their houses. “The institutions in the area, most of which greatly require room for expansion, find themselves encircled by incompatible land uses.”¹⁰ The report categorized existing land usage into four categories (right), and provided images to illustrate problematic aspects of the usage.

- a. The existing institutions.
- b. Substandard commercial uses along the Market Street corridor.
- c. Substandard housing mixed with and blighted by the commercial uses along Market Street.
- d. Converted homes surrounding the educational in situations.”¹¹



“Vacant structure.”
Cuthbert Street at 38th Street.



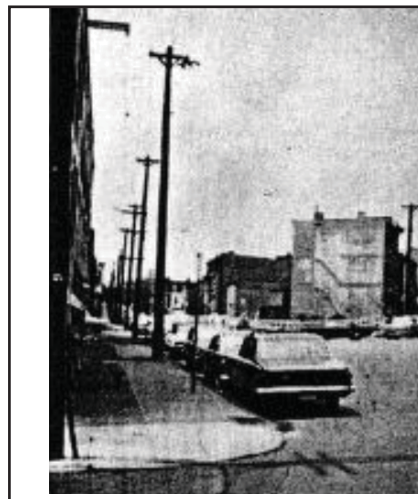
“Undesirable land use.”
Market Street at 40th Street.



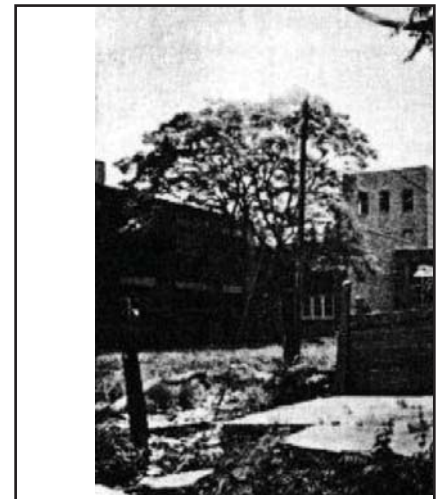
“Substandard buildings.”
Market Street at 33th Street.



“Incompatible land uses.”
Chestnut Street at 39th Street.



“Faulty street layout.”
Warren and Filbert streets at 34th Streets.

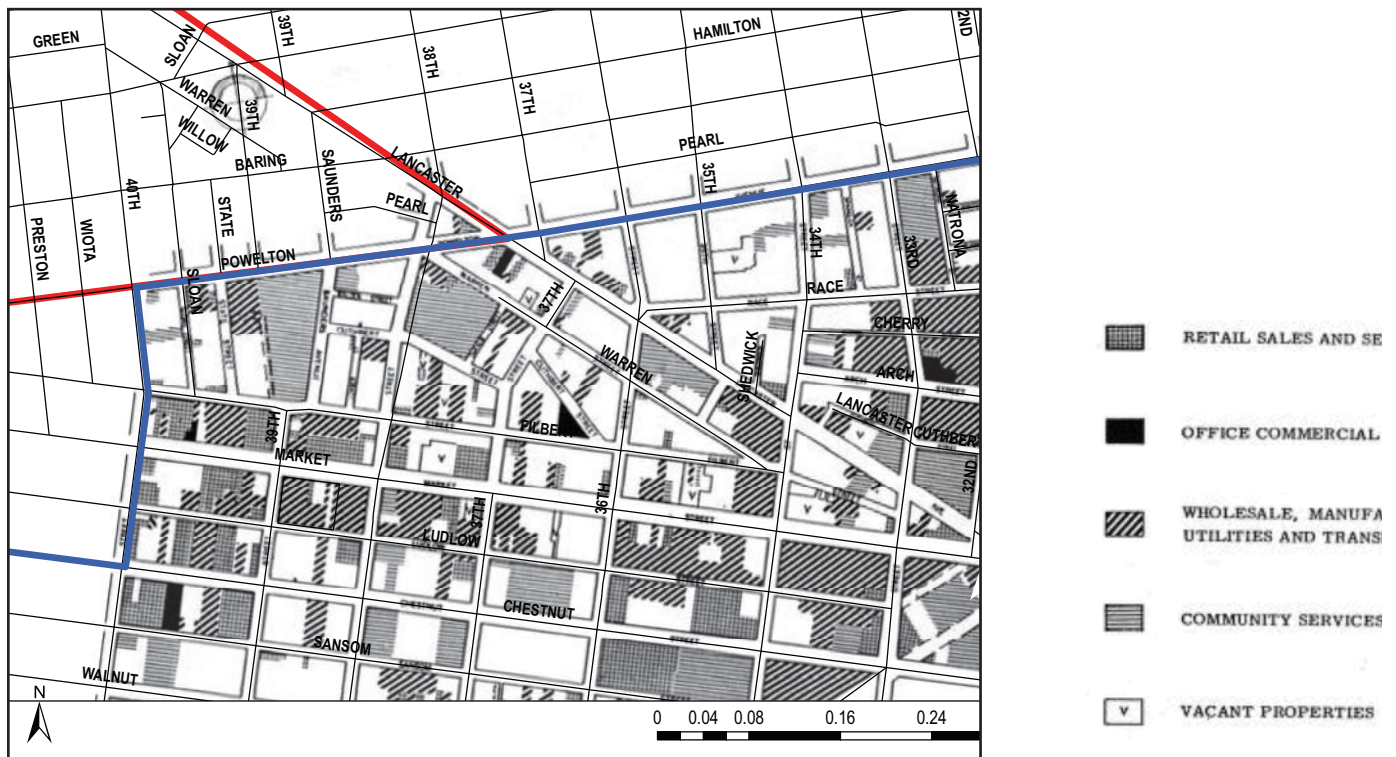


“Vacant properties.”
Cuthbert Street between 37th and 38th streets.¹²

While the report covered the whole of University City, it appears to have targeted Market Street and surrounding blocks, an area which was an historically African-American enclave dating to the 1850s at least, known as the “Black Bottom.” The report summarized the current conditions as “a mixture of incompatible uses and disorganization as a result of major changes in the area,” including the close of the Market Street Elevated line ten years earlier (while the shell remained) and institutional expansion. It proposed to reshape the area, quite explicitly, into “a community devoted to education and research.”¹³

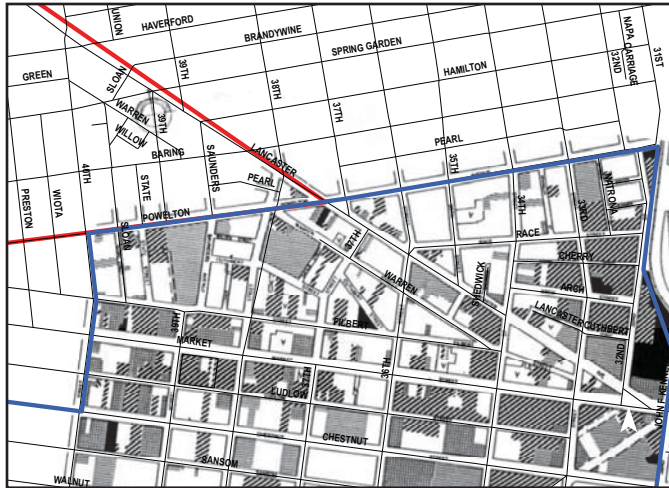
It seems the authors found it desirable to replace an existing, albeit challenged, community with a façade of community: “Throughout the Core Area, buildings are located so that the spaces formed between them serve two specific purposes: to give expression to the integrity of individual activity centers as well as a sense of community between them.”¹⁴

The report offered little pertaining to the issue of displacement, only that the ReHousing Bureau of the Redevelopment Authority would assist in relocating residents.¹⁵

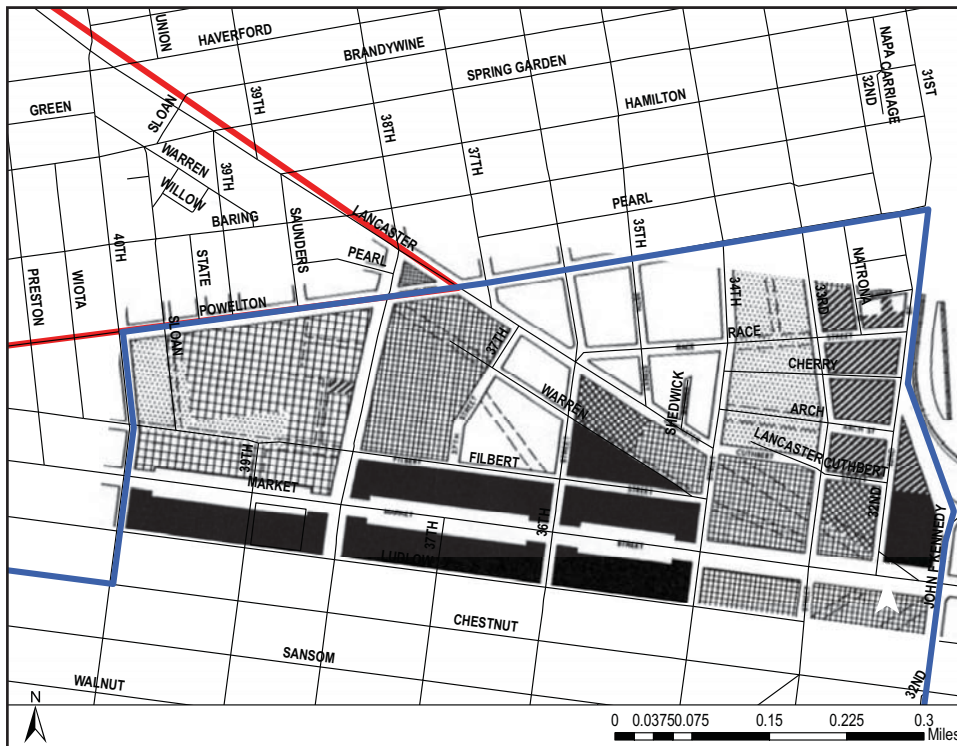


1966 University City Core Plan (Philadelphia City Planning Commission), Existing Land Use. Overlaid on current map.

Following page: Proposed Land Use—



—Previous page: Existing Land Use.



1966 University City Core Plan (Philadelphia City Planning Commission), Proposed Land Use. Overlaid on current map.

The broad-vision West Philadelphia District Plan, published two years earlier, offers further insight to the Planning Commission's perspective on the area. The authors correlated West Philadelphia's demographic and economic changes to a "strong current of mobility" and saw few neighborhoods that "stand out as distinctive entities or form highly organized local units." While noting exceptions, such as Powelton Village, and recognizing that many neighborhoods are visually distinctive or have community organizations, the authors characterized most of West Philadelphia as lacking in cohesive neighborhood entities with unique identities and sociopolitical organization.¹⁶

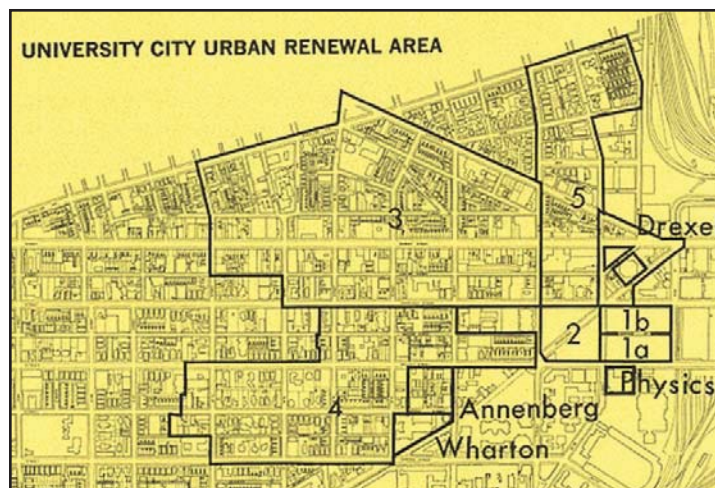
Identifying the existing West Philadelphia resident as the Commission's "primary client," the authors asserted that the objective for long-term residential planning "should not be minimal relocation but a maximum opportunity...to abandon substandard areas for improved surroundings."¹⁷ They privileged the role of the universities and hospitals in University City as economic development generators for the whole district and Philadelphia region.¹⁸ They maintained that the proposed Science Center carried potential to "attract new employment opportunities," "serve as a focus of community life," "stimulate the housing market," and "serve as a strong urban design feature."¹⁹

If Planning Commissioners believed that, while the existing resident is their primary client, the Unit 3 area did not constitute a distinctive neighborhood entity, and relocation to new housing is preferable to remaining in "substandard" housing, and a science research facility will stimulate economic development to the benefit of existing residents, then the proposal emerges as progressive, not callous. In any case, it's overly simplistic to demonize the Planning Commission. In the visionary, reconstructive climate of the postwar years, people genuinely believed that "what could be" was categorically better than "what is." New housing, more open space in between buildings, residences removed from commercial and industrial spaces—these sorts of changes in the built environment would better the lives of poor Philadelphians. The question, in retrospect, is whether adequate provisions for existing residents

were actually made.

"They Mowed Down a Community"²⁰

Back in 1960, late summer, the West Philadelphia Corporation and the Philadelphia Industrial Redevelopment Authority's "Urban Renewal Area: Unit 3," on which to root their vision of a science research complex.



(University of Pennsylvania Archives)

After several rounds of required approvals on both federal and municipal levels, the project garnered its first federal subsidy in December 1961, a \$317,461 loan from the Urban Renewal Administration to cover surveying and land planning. (The loan would be repaid with the project funds that presumably would follow in due course.) Almost a year and a half later, in May 1963, the Redevelopment Authority publicly announced its plans for clearance and redevelopment in Unit 3—and not long after that, admitted that it hadn't yet planned adequate provisions for residents. After a local citizens group occupied Mayor James Tate's office for nine hours in protest, the mayor mandated the project relinquish several acres for residential use, and the Redevelopment Authority issued a statement promising to save as many houses as possible and allow residents' involvement in the decision-making process. This marked one of the first of many concessions or compromises that were promised, then revoked. The land was later claimed by the Philadelphia School Board for what would become University City High School (built 1970), and

few houses in Unit 3 ended up saved.²¹

In fall 1963, members of the West Philadelphia Corporation, along with Temple University and others, joined in the incorporation of the University City Science Center (the real estate arm) and the University City Science Institute (the research arm). In January 1965, the University City Science Center acquired its first building at 3401 Market Street. Ironically, renovation of an existing 1920s building was chosen over demolition.



Curiously little protest was heard at the public hearing for the University City Science Center demolition/redevelopment proposal in the fall of 1965. City Council approved it, and the US Department of Housing and Urban Development subsequently approved a grant of almost \$13 million to the Redevelopment Authority to cover the cost of site acquisition (later reduced to just under \$12 million). These funds would be held until the end of 1966 due to threats of violence and rioting over the land condemnation; the Redevelopment Authority finally diffused the threats after promising (again) to relinquish 7.6 acres of land for low-income housing. Following disbursement of federal funds, actual site redevelopment would commence.²²

Beginning in 1967, the *Daily Pennsylvanian*, *University* magazine, and the undergraduate *penn comment* ran criticism of the Science Center project and its apparent disregard for the existing community, including the ongoing series “The Quiet War in West Philadelphia. Virulent criticism continued for years, with numerous students undertaking their own research on their subject. Critics contended, among many points, that institutional development was fostering segregation



Above: 3401 Market Street, the former Stephen Green & Co. Printing Plant (1922), renovated for use as the University City Science Center inaugural headquarters. Photo circa 1966 (University of Pennsylvania Archives).

Left: 3401 Market Street, today.



West Philadelphia Corporation notes, 1965: “Areas in red are being released for displaced residents.” (University of Penn. Archives). Overlaid on current map.



“Progress for who?” Student protest outside College Hall, 1969. (University of Pennsylvania Archives).



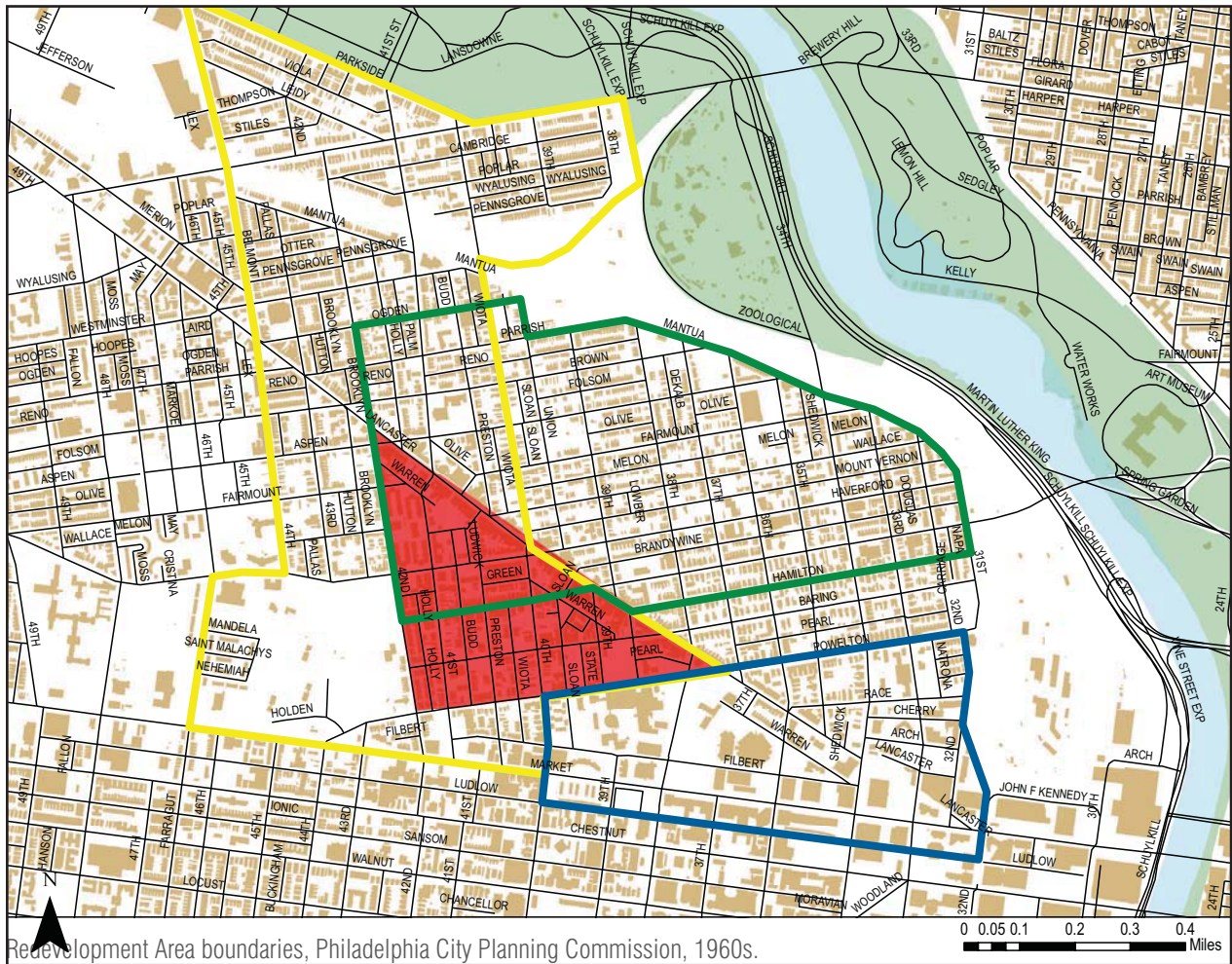
President Harnwell addressing protesters, 1969. (University of Pennsylvania Archives).

by moving an historically African-American neighborhood out of University City, and compelling acts of violence back toward the new community. Protest escalated in 1969 with sit-ins and public demonstrations.²³

Despite mounting protest, the Redevelopment Authority moved forward with clearance proceedings in early 1967, offering to compensate residents’ moving costs and to consult with at least two assessors to determine fair compensation for land, structures and businesses, which would come from the \$12 million federal subsidy. Within only a couple of months, almost half of all Unit 3 property owners had accepted the Redevelopment Authority’s offer. The majority of the demolition of Unit 3—the historical Black Bottom—happened over the late summer and fall of 1967.²⁴

Many displaced residents moved to Mantua, where rents were affordable compared to the rising rents of University City. The West Philadelphia Corporation administered a fund to assist residents in purchasing

property in Mantua (further encouraging migration to that particular neighborhood), in addition to the almost-100 percent mortgages offered by the Philadelphia Housing Development Corporation.²⁵ Still, a one-year study conducted by the Volunteer Community Resources Council, an independent social agency established in 1966 to assist the problems created by Unit 3 displacement, concluded: “nobody fully compensated many residents for financial hardships resulting from the relocation, such as increased rents; moving expenses, promised to all in need did not reach 30 percent of the families and was insufficient for an additional 15 percent surveyed; 80 percent of those surveyed relocated without help from the city’s Redevelopment Authority or from any outside agency; many moved into substandard housing; almost one third moved into worse living conditions; and the largest number of relocated residents moved to Mantua, a location... that was incapable of absorbing additional residents.”²⁶



What Now?

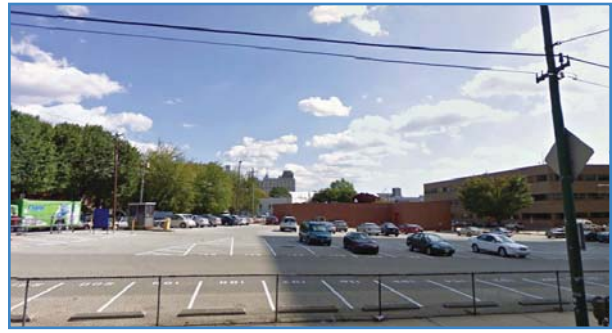
West Powelton lies at the nexus of three redevelopment area plans. In addition to the 1966 designation of the University City area (Unit 3 in blue), the Planning Commission designated Mantua (green) in 1968 (the year after the mass relocation there) and Belmont (yellow) in 1972.

Careful language regarding demolition is notable in both plans. In the Belmont plan, “clearance will be kept at a minimum to avoid possible hardship” and those families that must be relocated to new residential construction within the redevelopment area, not moved to an entirely new community.²⁷ Mantua’s plan is even more emphatic that “residential

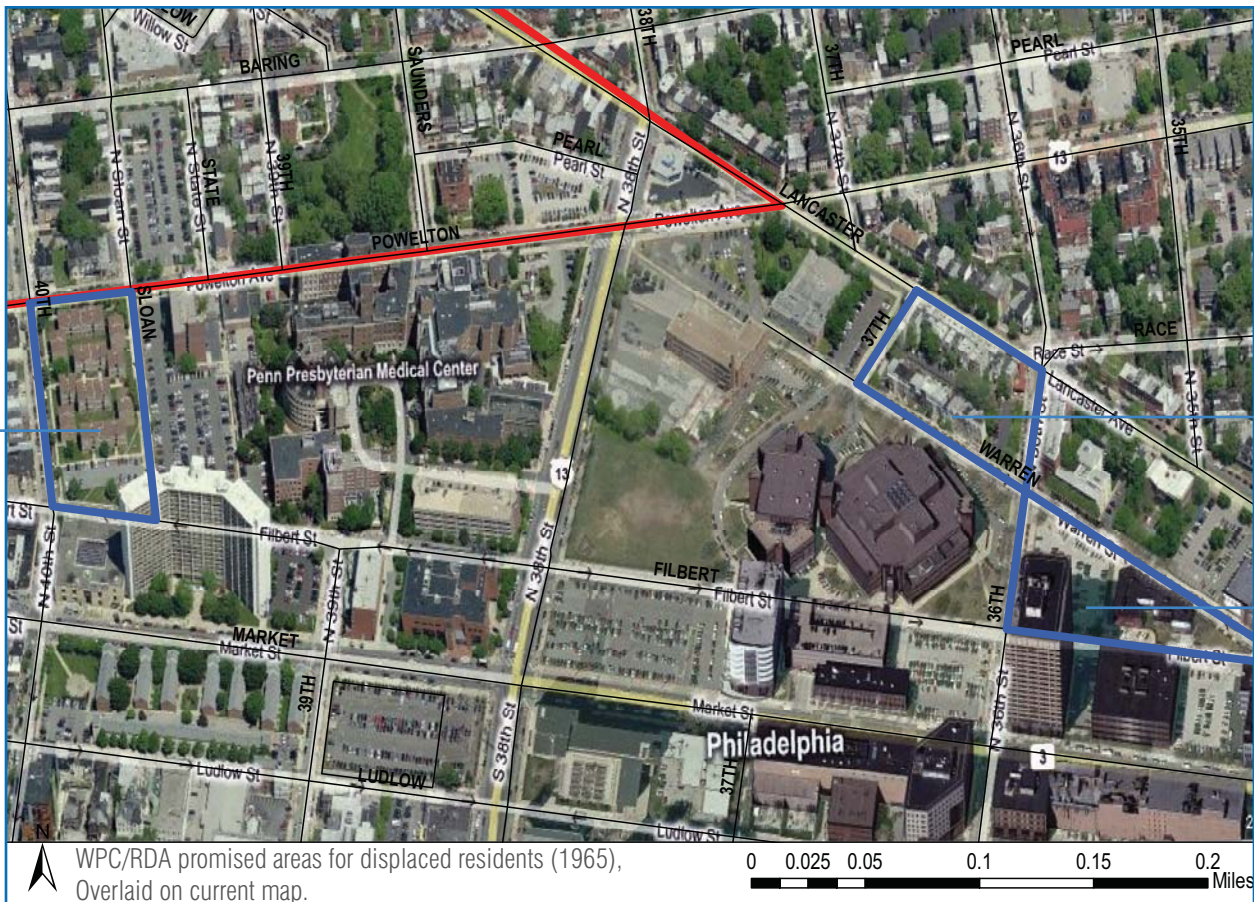
dislocation will be kept at an absolute minimum. Vacant structures will be rehabilitated to provide the relocation housing, if needed in the latter stages of the plan.”²⁸

But neither the Belmont plan nor the Mantua plan has come close to making the impact of the University City/Area 3 redevelopment, especially because federal and municipal funding for urban renewal dramatically decreased in the 1970s. Planning perspectives were changing, too, and the profession’s inclination toward broad-stroke redevelopment was waning.

So, what is the legacy of 1960s redevelopment in and around West Powelton today?



This one block of houses saved from Unit 3 demolition is comprised of market-rate houses today, many of which have been noticeably renovated. It is one of the more upscale blocks of West Powelton and arguably evinces gentrification. Another block promised for housing in the '60s is a big parking lot that serves University City High School to the west and the Science Center and Drexel University to the south.

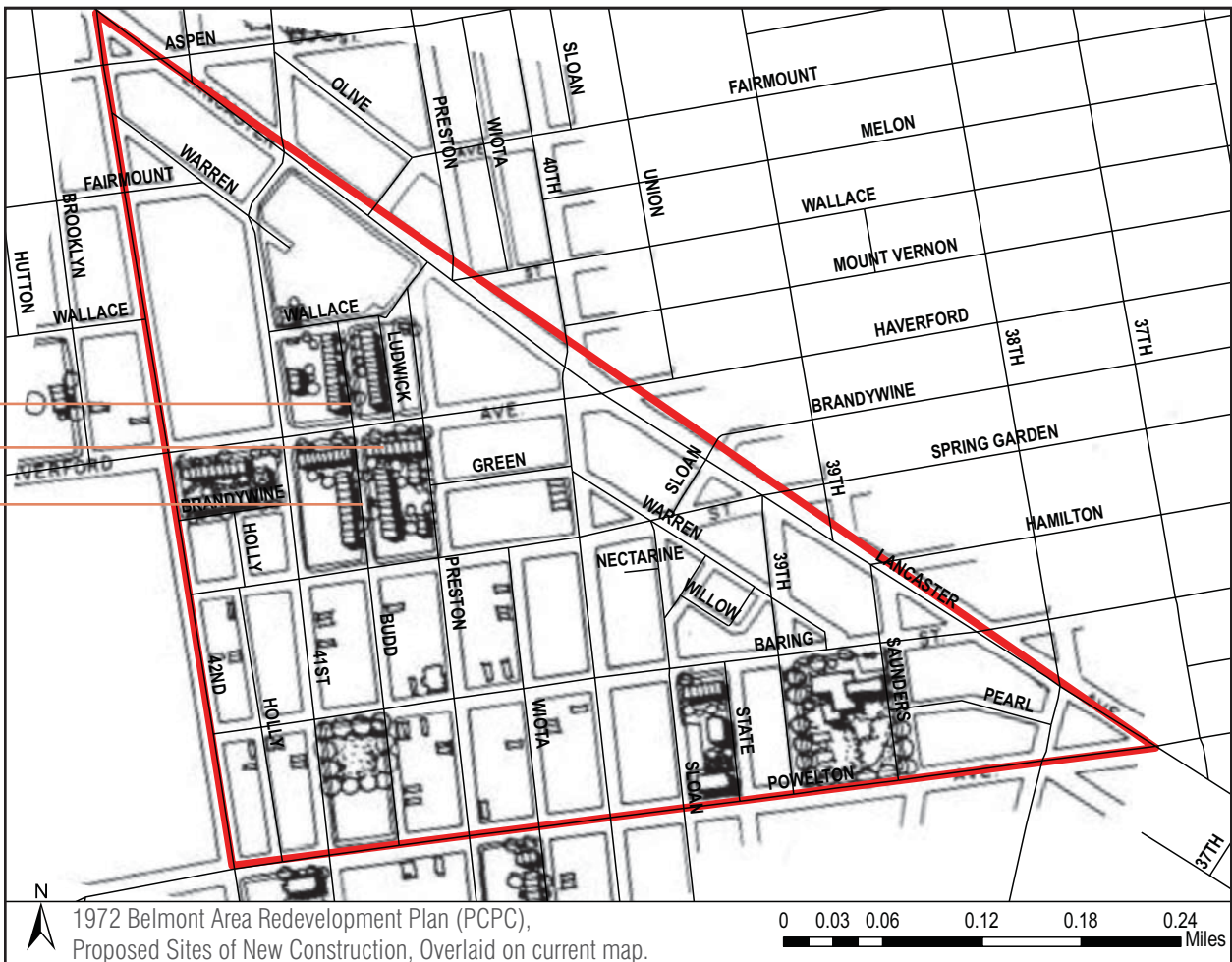


This low-income housing development adjacent to Penn Presbyterian Medical Center provided partial fulfillment of the RDA's promise. Another low-income development in Unit 3, located at the southwest corner of 39th and Market streets, features a noted design by Friday Architects.





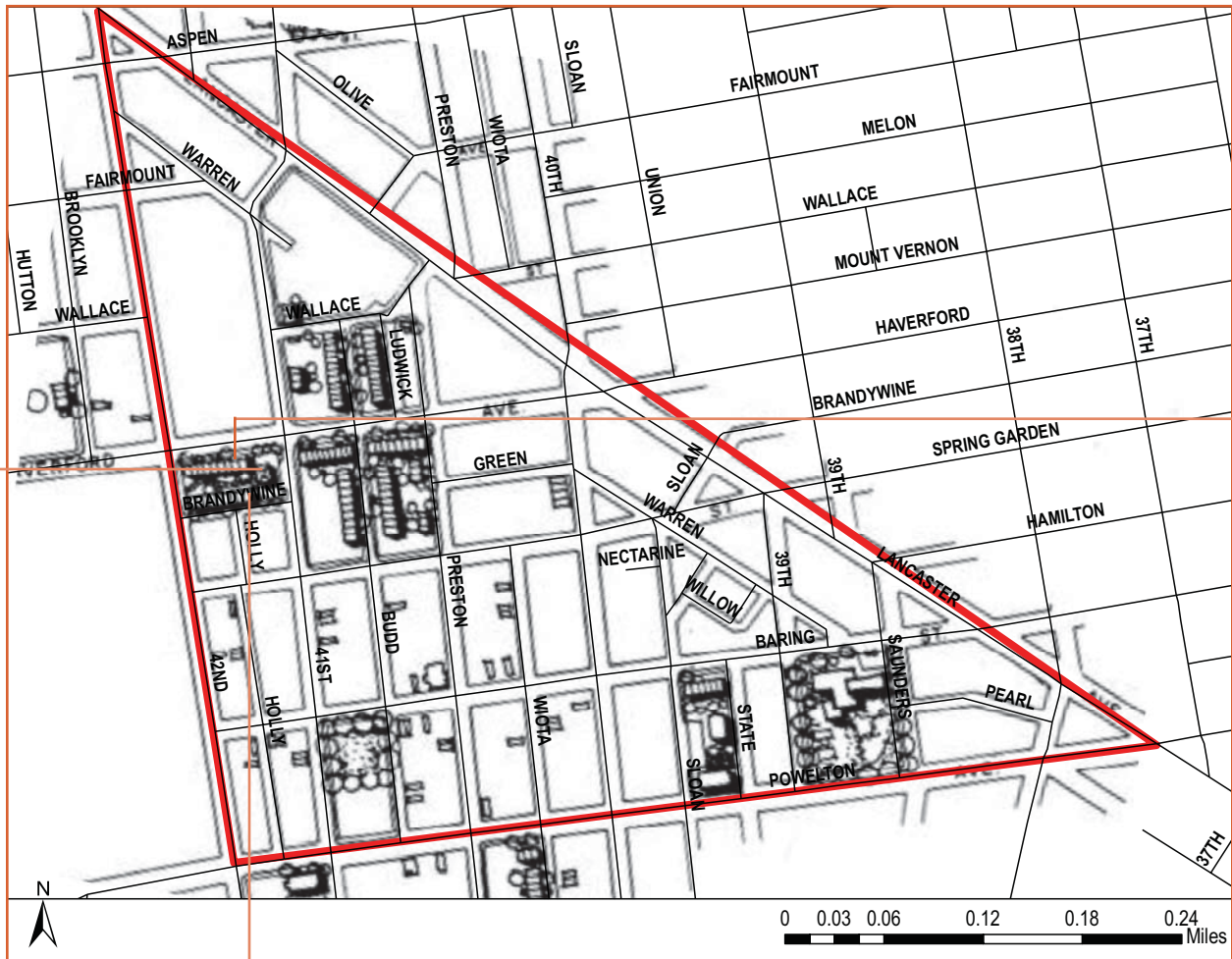
The 1972 Belmont Plan recommended numerous sites for redevelopment within West Powelton. The Philadelphia Housing Authority redeveloped the above site with low-income housing just three years ago. The Planning Commission had recertified the site as blighted in 2003, and the West Powelton/Saunders Park Neighborhood Plan, also 2003, had marked it as one of the area's most dangerous blocks. The materials, scale, even some ornamental details of the new construction melds decently into the historical surroundings. Across the street remains an undeveloped parking lot.



To date, this site has not been redeveloped, but some buildings have undergone private renovations.

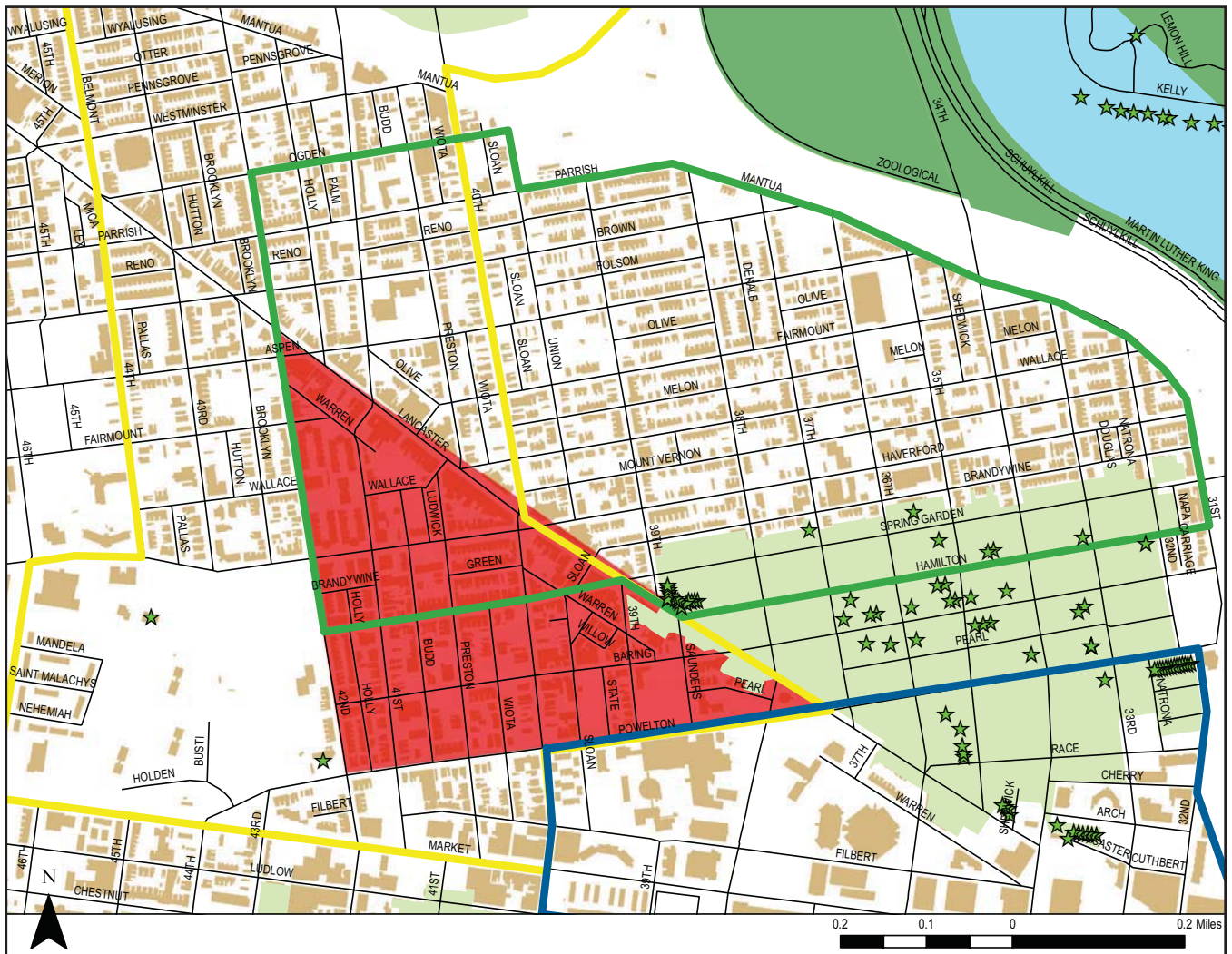


Despite being proposed for redevelopment almost 40 years ago and cited in reports as recent as the aforementioned West Powelton/Saunders Park Neighborhood Plan, this site along Haverford Avenue remains undeveloped. The building on the right has a church on its first floor, while its second floor is currently habitable. The building on the left, a longtime Philadelphia Transportation Company depot before SEPTA acquired the company in 1968, houses a wood flooring business. The architectural and historical significance of this building in particular provides potential for it to become a community landmark. It is fortunate that earlier plans for demolition have not been realized.



The back side of this block, a tiny street containing classic late-19th century worker housing (albeit altered), remains intact as well.





Redevelopment Area boundaries, Philadelphia City Planning Commission, 1960s. Overlaid on current map with data courtesy of Pennsylvania Spatial Data Access.

The curious sliver of blocks between Hamilton Street and Powelton Avenue that are excluded from the three redevelopment areas of 1966-1972 comprise the heart of the Powelton Village National Historic District. However, the historic district was not established until 1985. Any benefits stemming from historic designation, such as increased investment motivated by rehabilitation tax credits, would not have affected the area's condition in the late 1960s and compelled city planners consider it the exception to the surrounding areas' "blight."

But within this sliver is also a concentration of buildings that are individually protected on the Philadelphia Register of Historic Places. Many of

these local designations *were* in place before the city drew its redevelopment area boundaries. All but two of the designated buildings on Baring Street, for example, were designated in 1963; all of those on Hamilton Street except for the Hawthorne Hall grouping were designated in 1963 and 1964. The designations of the Historical Commission legally precluded the Redevelopment Authority, or anybody, from altering or destroying those structures, but they also appear to have extended broader effects onto the whole of Powelton Village (which may be explored in another study).



Holly Street, circa 1959, now demolished. (Philadelphia City Planning Commission).

Conclusion

A lot of redevelopment projects yield undeniably positive effects, especially if they're done with a scalpel rather than a bulldozer. Yet West Powelton residents have resisted recent revitalization plans, despite their apparent benefits, and skepticism understandable in the face of past redevelopment schemes that did not yield their potential or come through on their promises.

Redevelopment in the 1960s moved many poorer residents into other parts of West Philadelphia, exacerbated racially-based poverty, dismantled empowering social networks, and diminished local culture. Gentrification, which is more of a risk today, carries remarkably similar effects. The belief that university development itself can remedy neighborhoods in need presupposes a trickle-down premise: new residents of a higher-class stratum infuse an area with increased tax dollars and disposable income, and the community as a whole gains improvement in social services, commercial activity,

business investment, safety, and so forth. The logic in this idea seems sound. But disempowered residents may not gain the same access to the new resources. In the case of the University City redevelopment, new supermarkets and furniture stores, for example, were higher priced and catered to a different market; many longtime residents, if not displaced, were forced out by rising rents; the new University City High School was a charter school and not guaranteed open to all local teenagers; and police forces sometimes targeted African-Americans.²⁹

If we want to attract West Powelton residents to a nonprofit-level planning project, as per "Preservation Principle 3" of this report, then we must understand residents' fears and acknowledge their reservations proactively, and emphasize how preservation planning is a fundamentally distinctive approach to revitalization. Otherwise, a project may not launch off the drawing board.

Endnotes

- ¹ S. Cohen, "Urban Renewal in West Philadelphia: An Examination of the University of Pennsylvania's Planning, Expansion, and Community Role from the Mid-1940s to the Mid-1970s" (Thesis), University of Pennsylvania, 1998, (archives.upenn.edu/histy/features/upwphil/upwphil4.html), 18.
- ² Cohen, 30
- ³ M. P. O'Mara, *Cities of Knowledge: Cold War Science and the Search for the Next Silicon Valley* (Princeton: Princeton University Press, 2005), 169.
- ⁴ *Ibid.*, 152.
- ⁵ "Blight Certification Reports and Redevelopment Area Plans," Philadelphia City Planning Commission (philaplanning.org/plans/areaplans/areaplans.html).
- ⁶ Cohen, 21.
- ⁷ M. S. Carlson, "'Come to Where the Knowledge Is': A History of the University City Science Center," University of Pennsylvania Archives (archives.upenn.edu/histy/features/upwphil/ucsc.html), part 2.
- ⁸ Cohen, 19.
- ⁹ M. P. O'Mara, 155.
- ¹⁰ Philadelphia City Planning Commission, *University City Core Plan* (Philadelphia: PCPC, 1966), 3
- ¹¹ *Ibid.*, 9.
- ¹² *Ibid.*, 4.
- ¹³ *Ibid.*, 9.
- ¹⁴ *Ibid.*, 17.
- ¹⁵ *Ibid.*, 19.
- ¹⁶ Philadelphia City Planning Commission, *West Philadelphia District Plan* (Philadelphia: PCPC, 1964), 60.
- ¹⁷ *Ibid.*, 61.
- ¹⁸ *Ibid.*, 65.
- ¹⁹ *Ibid.*, 85.
- ²⁰ University of Pennsylvania Professor Walter Licht, quoted in E. Rossi, "Civic House Lecture Explores History of Local Community," *Daily Pennsylvanian*, Oct. 17, 2003 (dailypennsylvanian.com/node/40336).
- ²¹ Carlson, part 2; Cohen, 67.
- ²² Carlson, part 3.
- ²³ Cohen, chapters 8-9.
- ²⁴ Carlson, part 3.
- ²⁵ Cohen, 69.
- ²⁶ *Ibid.*, 71-72.
- ²⁷ Philadelphia City Planning Commission, *Belmont Redevelopment Area Plan* (Philadelphia: PCPC, 1972), 10.
- ²⁸ Philadelphia City Planning Commission, *Mantua Redevelopment Area Plan* (Philadelphia: PCPC, 1968), 11.
- ²⁹ Cohen, 66.

Monarch Storage Building

National Register Nomination

Alison Swing

Monarch Storage Building National Register Nomination

Six preservation principles were identified to help execute the preservation approach developed by this studio. These principles are a means of developing interventions to be implemented to fulfill the goals of the approach. The designation of a landmark building is one action used by preservationists. National Register listing is a useful preservation tool that documents a building's history, while offering it some level of protection. Currently, there are no properties in West Powelton individually listed on the National Register.

The Monarch Storage building, located on Lancaster Avenue, is a significant landmark building in West Powelton for its association with the height of commercial development and commercial architectural style characteristic of the neighborhood. The following National Register Nomination for the Monarch Storage building will be an important step in promoting community interest in the revitalization of the area, and stimulating pride in the neighborhood and its existing historic resources, hopefully as a catalyst for future preservation planning. Listing on the National Register, as opposed to the Philadelphia Register of Historic Places, makes the building eligible for the Federal Rehabilitation Tax Credit which can be used for its rehabilitation.

This project supports the preservation principles to preserve and improve physical neighborhood fabric; to engage in community planning and preservation; and to research and interpret neighborhood history.



1 Monarch Storage Building, 3970-72 Lancaster Ave.

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property Monarch Storage

historic name Monarch Storage, Co.

other names/site number _____

2. Location

street & number 3870-3872 Lancaster Avenue

not for publication

city or town Philadelphia

vicinity

state Pennsylvania code PA county Philadelphia code 101 zip code 19104

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
___ national ___ statewide ___ local

Signature of certifying official/Title _____ Date _____

State or Federal agency/bureau or Tribal Government _____

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:

___ entered in the National Register ___ determined eligible for the National Register

___ determined not eligible for the National Register ___ removed from the National Register

___ other (explain:) _____

Signature of the Keeper _____ Date of Action _____

Monarch Storage
Name of Property

Philadelphia,
Pennsylvania
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only **one** box.)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Commerce/Warehouse

Current Functions
(Enter categories from instructions.)

Vacant

7. Description

Architectural Classification
(Enter categories from instructions.)

Italianate

Materials
(Enter categories from instructions.)

foundation: _____
walls: Brick, Stone, Terracotta

roof: _____
other: _____

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Monarch Storage building is a five-story Italianate-influenced commercial warehouse building of load bearing, brick masonry construction with a modified rectangular plan and a flat roof. The ground floor is finished with rusticated brownstone. The upper floors contain terracotta detailing and an Italianate-style projecting cornice. The building is in the West Powelton neighborhood of West Philadelphia, Pennsylvania. The building fronts the south side of Lancaster Avenue, a historically commercial corridor featuring predominately two to three story mixed-use commercial and residential buildings from the late-19th to early-20th centuries. The building sits perpendicular to Lancaster Avenue and shares party walls with smaller commercial buildings on either side. The rear of the building fronts N 39th Street at the intersection of N 39th and Warren Streets, across from its sister warehouse building. Of significantly greater scale than surrounding buildings, the Monarch Storage building and its sister property are visible landmarks in the neighborhood. The property is in poor condition, but maintains integrity as it has had little to no alteration since its construction.

Narrative Description

Location and Setting

The Monarch Storage building is located on Lancaster Avenue in the West Powelton neighborhood of Philadelphia, Pennsylvania. West Powelton is loosely bounded by N 42nd Street to the west, Lancaster Avenue to the north, and Powelton Avenue to the south. The neighborhood is characterized by predominately late-19th and early-20th century residential row houses and mixed-use commercial buildings with a number of churches and institutions scattered throughout. Lancaster Avenue is a historically commercial corridor that runs southeast to northwest connecting Philadelphia to Lancaster, Pennsylvania. Between N 37th and N 42nd Streets, Lancaster Avenue consists largely of two to three story mixed-use buildings with ground floor retail space and upper floor residential units. Many of these buildings are currently vacant or partially vacant, resulting from an economic and social decline that occurred in the area from the 1950s through the 1990s.

The Monarch Storage building is located on the southwest side of the 3800th block of Lancaster Ave on a flat, modified rectangular lot. The building encompasses the entire lot. Fronting the sidewalk of Lancaster Avenue 35' 7/8," the building extends southwestwardly at right angles to the sidewalk of the east side of N 39th Street just before the intersection of N 39th and Warren Streets, which runs parallel to Lancaster Avenue and intersects with N 39th Street. The building is bounded on the northwest and southeast by neighboring properties that share a party wall, but is significantly taller than surrounding properties. Directly behind the building across Warren Street is the property's sister storage building at 3900 Warren Street.

Physical Description

The Monarch Storage building is a five-story Italianate-influenced commercial warehouse building of load bearing, brick masonry construction with a flat roof built between 1889 and 1890. The building is constructed of red brick in running bond formation. On the building's façade, fronting Lancaster Avenue, the ground floor contains three large brick semi-circular arches spanning over a series of storefront windows and the building's main entrance on the northwest corner. The base of each arch down to the base of the building is clad with horizontal rusticated brownstone. Three modern corrugated metal overhead roller doors have been installed over each arch. Above the ground floor is a sign that spans the width of the building. The sign contains several layers of writing, the most visible layer reading "W.E.W. Discount House."

The upper floors contain four vertical window bays with one 12-over-8 sash window in each bay per floor, most of which are intact. The brickwork on either side of the window bays curve in decoratively from the exterior wall to the edges of the windows in an alternating pattern of over-burnt bricks and forms a semi-circular arch over the fifth floor window in each bay. Above the 2nd to 4th floor windows is a rusticated brownstone lintel with a decorative terracotta panel above each

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

lintel. A rusticated brownstone stringcourse runs above the third floor. The building has an Italianate-influenced cornice projecting several feet which is currently in very poor condition.

The building is bounded by smaller commercial buildings on the northwest and southeast but is as much as two to three stories taller than neighboring properties, making it visible from several blocks away in either direction. There are no windows on either the northwest or southeast elevations. "MONARCH STORAGE" is stenciled in large white letters on the north corner of the northwest elevation and the east corner of the southeast elevation and is the primary character defining feature of the building.

The rear elevation runs parallel with N 39th Street which intersects through Lancaster Avenue and Warren Street at an angle. The southeastern most bay connects at a right angle with the southeast elevation and connects with the remaining bays which front the eastern sidewalk of N 39th Street. Because of the irregularity in the lot's shape, the building is wider at the rear elevation by approximately twenty feet. The red bricks have been painted red. There is a rear pedestrian entrance on the forth bay, on the south corner, and a corrugated metal rolling door on the second bay. There is one window in each bay on the second through fifth floors, each of which is boarded up by plywood painted red to match the red brick of the building, or by cement blocks. Above each window is a simple brick arch lintel. Much of the paint covering the lintels and vertical space between the windows has come off and the original bricks and pointing are visible. Electrical wiring has been attached to the exterior of the elevation and extends to the roof where a series of cell phone towers have been installed as supplemental income for the building. As this is a secondary elevation, the wiring is not visible from Lancaster Avenue and the cell phone towers are impermanent and, therefore, not jeopardizing the integrity of the building. A simple cornice is located at the roof level.

The building is currently in poor condition due to its long-term vacancy and general lack of maintenance, and it requires immediate repair and rehabilitation to prevent further deterioration. The building's interior, which is currently inaccessible to the public, has suffered serious damage over the past five years when after part of the roof surrounding the building's elevator shaft collapsed and fell through at least three stories. Yet the building retains integrity as it has had little to no alterations since its construction and maintains all of its original building materials.

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Commerce

Period of Significance

1889-1925

Significant Dates

1896-1925

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Period of Significance (justification)

The period of significance is the building's construction in 1889 to the closure of the Monarch Storage Co, the building's main and most significant use, in 1925.

Criteria Considerations (explanation, if necessary)

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Monarch Storage building, built in 1889-1890, is a product of a period of commercial growth and development of Lancaster Avenue and its surrounding community in the West Powelton neighborhood of Philadelphia, Pennsylvania, and a significant example of a long-standing commercial entity along the corridor. It is a unique example of a large-scale commercial warehouse building set among typical two to three story mixed-use commercial buildings of the same period, style, and materials. The building is locally significant under National Register Criteria A for its association with the height of commercial development of Lancaster Avenue during the period of significance. It is also significant under National Register Criteria C as it exemplifies late-19th century commercial architecture characteristic of Lancaster Avenue while being a distinguishable, but compatible outlier due to its scale in context with the neighborhood.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

Building History and Development

The Monarch Storage building was constructed in 1889-1890 at the height of commercial development on Lancaster Avenue. The building replaced a three-story brick house with a two-story frame extension fronting Lancaster Avenue, previously owned by Joseph S. Paris. Samuel B. Lenhart of Lancaster, Pennsylvania purchased the lot from Paris on October 24, 1889, after which the current building was constructed. Lenhart operated the building as a livery from 1891 to 1897, a last vestige of the era of horse-drawn streetcars and agricultural transportation prior to the creation of the electric streetcar in 1890. In 1896, Lenhart established the Monarch Storage Co. which he operated with his son, George R. Lenhart. On December 27, 1906, the family business expanded when Lenhart purchased the lot directly behind the warehouse on the corner of 39th and Warren Street where the Monarch Storage's sister building was constructed in its likeness. Monarch Storage Co. specialized in packing, moving, and shipping services for over twenty years. Lenhart died in 1913 upon which his son assumed management of the storage company until his own death in the mid to late-1920s. This event ended the buildings period of significance and culminates the significant dates associated with the Monarch Storage building, the period in which the building was used for its original and most known use. This use is reflected in the company's name, Monarch Storage, still painted on either side of the building. On July 17, 1928, Elizabeth, Samuel Lenhart's widow, transferred the property to Violet, George Lenhart's widow.ⁱ While the building's period of significance ends in 1925, the last known year that Monarch Storage was in operation, the building has retained its use as a commercial warehouse specializing in the purchase and sale of secondhand goods. The building has been vacant since the 1990s and currently is used as storage by the current owner and is leased to a phone company which has installed cell phone towers on the building's roof. It is a contributing resource in the Powelton Village National Register District.ⁱⁱ

Historic Context: Development of West Powelton and Lancaster Avenue

Early settlement of West Powelton began in the late 17th century with the establishment of transportation infrastructure through what is today Lancaster Avenue. In 1700, William Powel, for which West Powelton and the adjoining Powelton Village was named, established a ferry service across the Schuylkill River. It was also at this time that Haverford Avenue opened, enabling the transportation of goods and services to Philadelphia from the agricultural lands surrounding Lancaster to the west. In 1791 the Philadelphia and Lancaster Turnpike Corporation was established, and in 1795, Lancaster Avenue became the country's first paved toll-route. Stagecoach services began two years later between Philadelphia and Lancaster. The West Powelton neighborhood, then known as Greenville, grew from the transportation network connecting Lancaster and Philadelphia; businesses on the Lancaster Pike were aimed at servicing the

ⁱPhiladelphia City Directory, 1889-1925, Philadelphia City Archives; Philadelphia Business Directory, 1919-1922, Philadelphia City Archives; U.S. Census Records, accessed December 1, 2010, <http://www.ancestrylibrary.com/>; Map Collection, Free Library of Philadelphia, accessed November 30, 2010, <http://www.philageohistory.org/>; "Distribution and Warehouse Directory," *The Transfer and Storage Directory* (1916), 203.

ⁱⁱPhiladelphia Historical Commission Files, "Powelton Village Historical District," Philadelphia Historical Commission.

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

agricultural truckers and cattle drivers that ran along the route and consisted of pens, feed and harness stores, and taverns.ⁱⁱⁱ

In 1854, Greenville was consolidated into the City of Philadelphia and a new street grid was established. In 1858 the first horse-drawn, rail-line streetcar services was routed through West Philadelphia; the Hestonville, Mantua, and Fairmont Passenger Railway was routed along Lancaster Avenue. The creation of the railway lines through Lancaster Avenue was the driving force behind the mass commercial development of Lancaster Avenue in the last decades of the 19th century.^{iv}

In 1890, horse-drawn street cars were replaced by their electric counterparts. By 1895, nearly every parcel of land in West Powelton had been developed.^v Lancaster Avenue became the largest commercial corridor in the area featuring a variety of shops and businesses characterized by two to three-story, attached, mixed-use commercial buildings. It was during this time that the Monarch Storage Co. building was constructed and began operating as a livery, a reflection of the commercial nature of the corridor as a connector between Philadelphia and Lancaster, and providing a needed service to the primarily agricultural trade that took place along Lancaster Avenue since the 17th century. The building style, an Italianate-style commercial warehouse with a heavy, projecting cornice, compliments the surrounding buildings in the area, mostly 2-3 story commercial buildings with Italianate-style cornices, but on a greater scale. Looming over Lancaster Avenue, it is a visible presence on the corridor.

Lancaster Avenue maintained its prominence as a thriving commercial corridor within the dense residential neighborhood of West Powelton well into the 1910s. It was during this height of commercial growth that the Monarch Storage Co. was established and operated for over twenty years, fixing itself as a long-standing and visible entity on the busy commercial street. In the 1920s, the area began to experience a severe economic downturn, created in part by ensuing industrial shift in Philadelphia and the onslaught of the Great Depression in 1929. It was during this decade that the West Powelton neighborhood experienced a decline in population and many businesses along Lancaster Avenue closed, including the Monarch Storage Co.

Despite the social and economic downturn of the 20th century, which resulted in many vacancies along Lancaster Avenue and the surrounding residential community, the underlying character of the streets as a once thriving commercial corridor remains intact through the integrity of the building stock on Lancaster Avenue. The Monarch Storage building is both a product and casualty of the social and economic trends that thrived in the early 20th century and plagued the area since.

ⁱⁱⁱ "Preserving Community, West Powelton," Historic Preservation Studio, Graduate Program in Historic Preservation, University of Pennsylvania, Fall 2010, 10-23.

^{iv} Ibid.

^v G. W. and W. S. Bromley, "Atlas of the City of Philadelphia," 1895, accessed November 30, 2010, <http://www.philageohistory.org/>.

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Developmental history/additional historic context information (if appropriate)

9. Major Bibliographical References Bibliography (cite the books, articles, and other sources used in preparing this form.)

"Preserving Community, West Powelton." Historic Preservation Studio, Graduate Program in Historic Preservation, University of Pennsylvania, Fall 2010.

Map Collection. Free Library of Philadelphia, <http://www.philageohistory.org/>.

Philadelphia City Directory, 1889-1925. Philadelphia City Archives, Philadelphia, PA.

Philadelphia Business Directory, 1919-1922. Philadelphia City Archives, Philadelphia, PA.

Philadelphia Historical Commission Files. "Powelton Village Historical District." Philadelphia Historical Commission, Philadelphia, PA.

The Transfer and Storage Directory, 1st ed. The Transfer and Storage Publishing Corporation: New York, 1916.

U.S. Census Records, <http://www.ancestrylibrary.com/>.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 0.159641

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18 N</u> Zone	<u>-75.199737</u> Easting	<u>39.961393</u> Northing	3	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing
2	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing	4	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing

Verbal Boundary Description (Describe the boundaries of the property.)

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

The Monarch Storage building is situated in the 24th Ward of the City of Philadelphia. It fronts the south side of Lancaster Avenue 35'7/8" and extending southwestwardly at right angles with Lancaster Avenue on the northwesterly line 139'6 1/2" and on the southeasterly line 183'1 1/4" to the easterly side of N 39th St and fronting N 39th Street 55'11 1/8".

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the Monarch Storage building conforms to the parcel boundaries established in the property's deed issued by the City of Philadelphia.

11. Form Prepared By

name/title Alison Swing, Graduate Program in Historic Preservation

organization University of Pennsylvania

date 12/20/2010

street & number 210 S. 34th Street

telephone 206-437-3101

city or town Philadelphia

state PA

zip code 19104

e-mail amoodswing@gmail.com

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name _____

street & number _____

telephone _____

city or town _____

state _____

zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Additional Documentation

- I. Monarch Storage building site plan showing boundary designation.
- II. Historic photographs associated with Lancaster Avenue and the Monarch Storage building.
- III. Photo Log—Current photographs of the Monarch Storage building.

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

I. Monarch Storage Building Site Plan



Monarch Storage

Name of Property

Philadelphia,
Pennsylvania

County and State

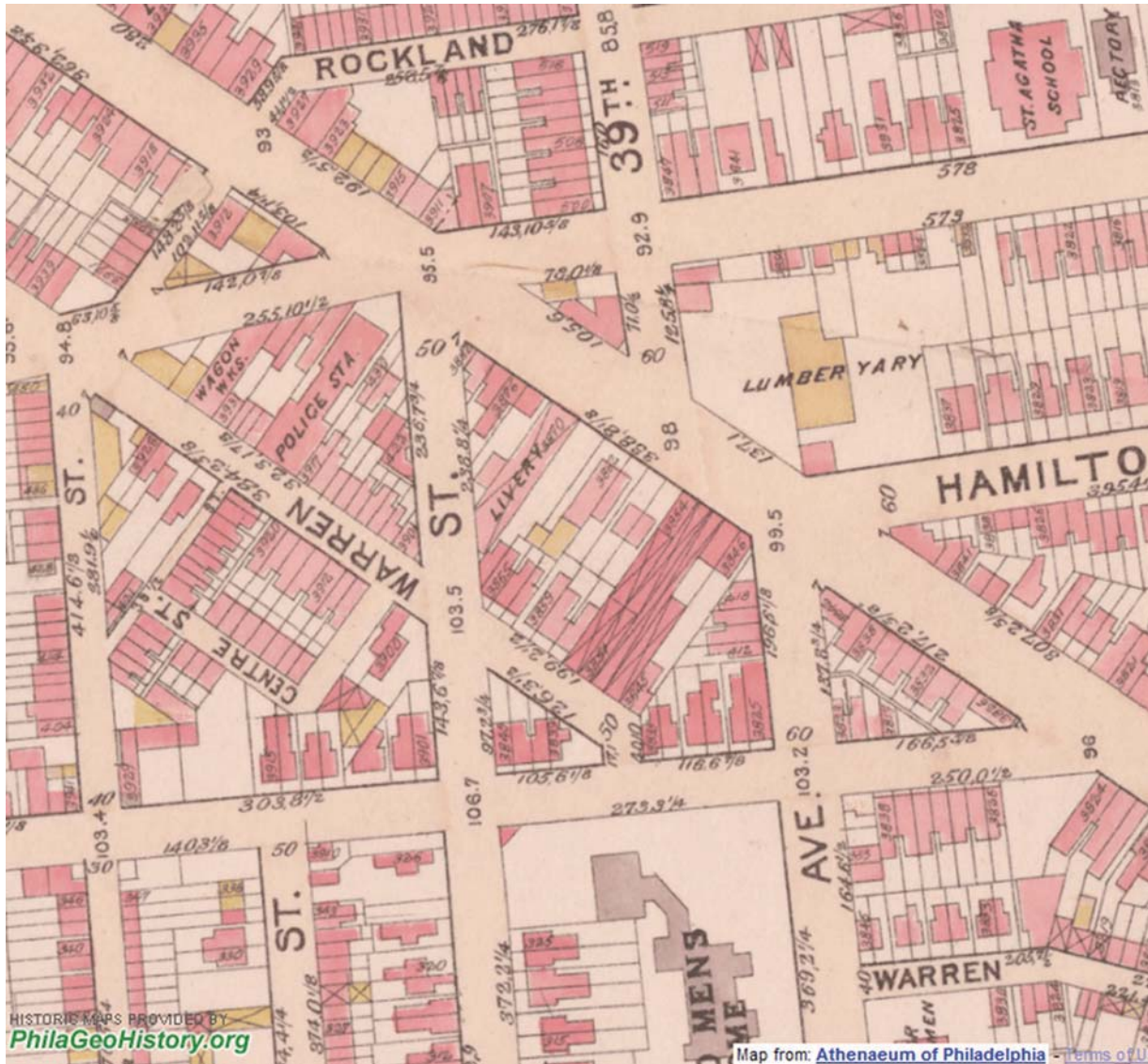
II Historic Photographs

Photograph: 1895 Philadelphia Atlas showing former livery
Photographer: G.W. Bromley
Date: 1895
Photograph Location: Map Collection, Free Library of Philadelphia

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property



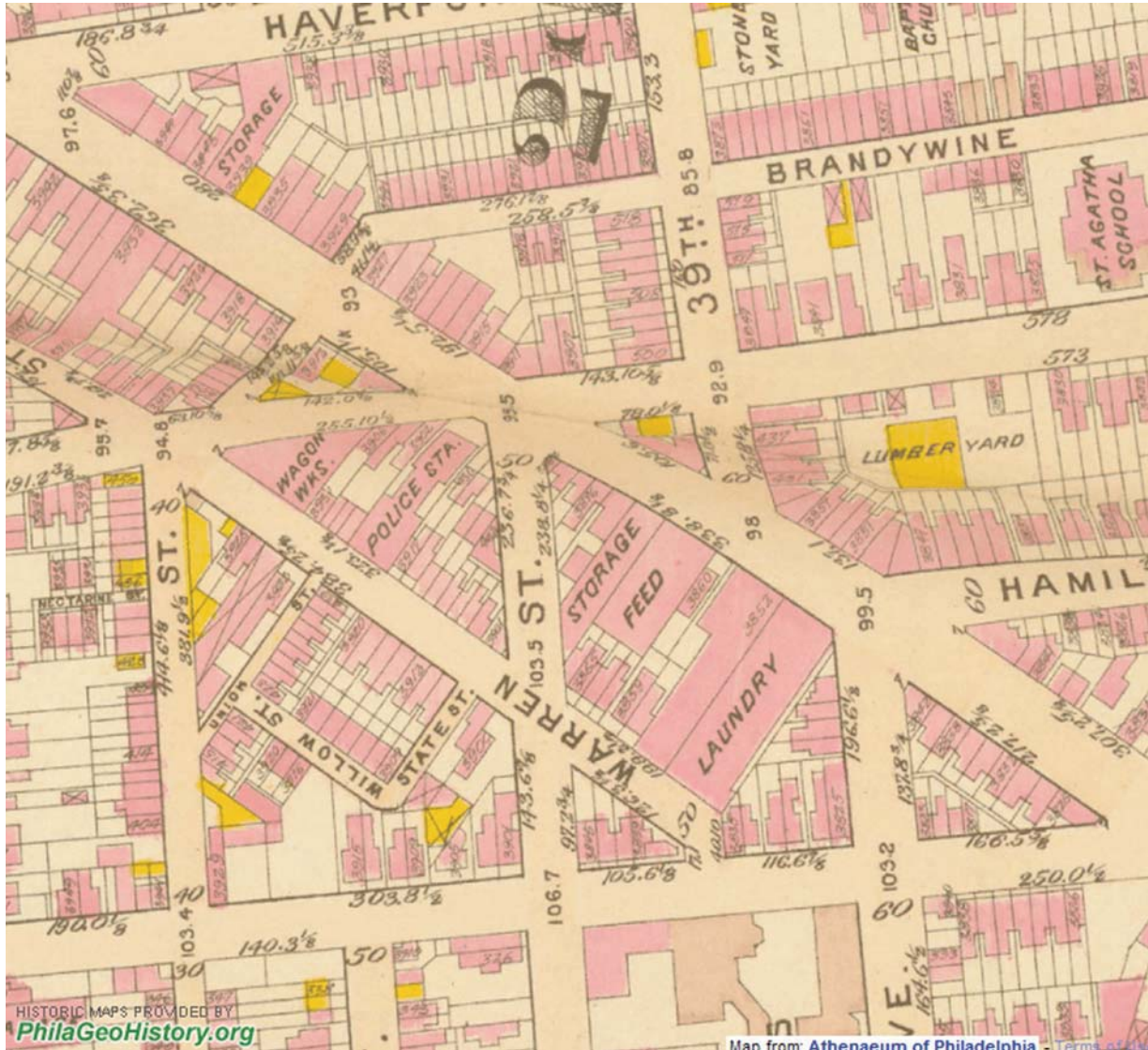
II Historic Photographs (Continued)

Photograph: 1910 Philadelphia Atlas showing storage building.
Photographer: G.W. Bromley
Date: 1910
Photograph Location: Map Collection, Free Library of Philadelphia

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property



II Historic Photographs (Continued)

Photograph: Established in 1857, the West Philadelphia Passenger Railway became the primary mode of transportation into the downtown district via Lancaster Avenue. The streetcars were pulled by horses until 1890 when they were replaced by electric streetcars.

Monarch Storage

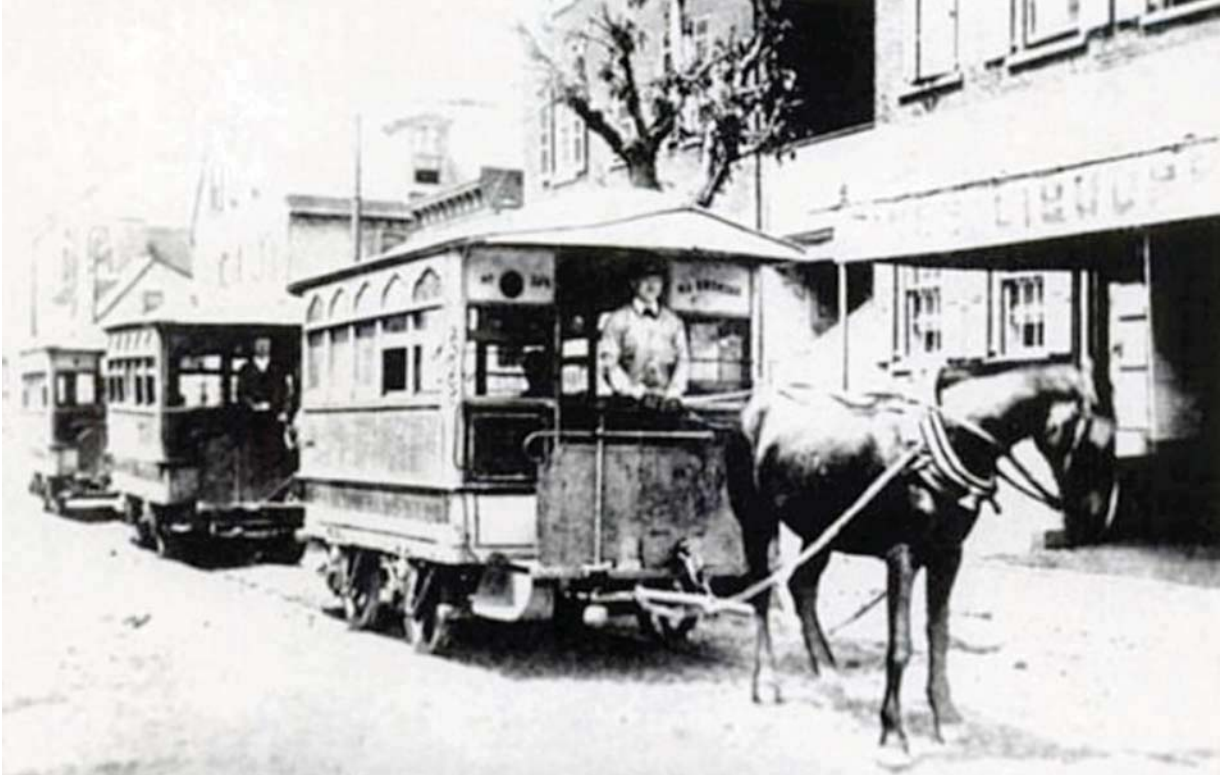
Philadelphia,
Pennsylvania
County and State

Name of Property

Photographer: Unknown

Date: pre-1890

Photograph Location: A. Meyers & J. Spivak, *Philadelphia Trolleys* (Charleston, SC: Arcadia Publishing, 2003), 10.



II Historic Photographs (Continued)

Photograph: 2-3 story mixed use, brick commercial buildings along Lancaster Ave. The Monarch Storage building can be seen in the distance.

Photographer: Unknown

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Date: 1905

Photograph Location: G. Spector, *Philadelphia's Neighborhoods* (Charleston, SC: Arcadia Publishing, 2008).



II Historic Photographs (Continued)

Photograph: The West Philadelphia Title and Trust Building at 40th and Lancaster Avenue.
Photographer: Unknown
Date: 1910

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Photograph Location: R. M. Skaler, *West Philadelphia: University City to 52nd Street* (Charleston, SC: Arcadia Publishing, 2002), 96.



II Historic Photographs (Continued)

Photograph: Lancaster Avenue in 1920.
Photographer: Mitchell Studios
Date: 1920

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Photograph Location: R. M. Skaler, *West Philadelphia: University City to 52nd Street* (Charleston, SC: Arcadia Publishing, 2002), 97.



II Historic Photographs (Continued)

Photograph: Monarch Storage Co. ad from 1922 advertising the company's packing, moving, and shipping services.
Photographer: G.R. Lenhart

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Date: 1922

Photograph Location: *Philadelphia Business Directory*, 1922, Philadelphia City Archives, Philadelphia, PA.



III. Photograph Log—Current Photographs of Monarch Storage Building

Name of Property: Monarch Storage

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

City or Vicinity: Philadelphia
County: Philadelphia
State: PA
Photographer: Alison Swing
Date: 12/01/2010
Location of Original Photographs: All photographs are in the possession of the photographer.
Number of Photographs: 4

Photo #1: (ASw_MonarchS)

Building's façade fronting Lancaster Avenue featuring rusticated brownstone, terracotta detailing, and projecting cornice, camera facing southwest.

Photo #2: (ASw_MonarchE)

Monarch Storage building in context with neighboring buildings along Lancaster Avenue, featuring "Monarch Storage" on the west elevation. The second Monarch Storage building is visible to the south, camera facing southeast.

Photo#3: (ASw_MonarchN)

Rear elevation, camera facing northeast.

Photo#4: (ASw_MonarchW)

East elevation with cell phone towers visible on roof and "Monarch Storage" on side, camera facing northwest.

III. Current Photographs of Monarch Storage Building (Continued)

Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

Photo #1:



Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

III. Current Photographs of Monarch Storage Building (Continued)

Photo #2:



Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

III. Current Photographs of Monarch Storage Building (Continued)

Photo #3:



Monarch Storage

Philadelphia,
Pennsylvania
County and State

Name of Property

III. Current Photographs of Monarch Storage Building (Continued)

Photo #4:



Encouraging Art, Preserving the Built Environment:

Strategies for an Arts-Based
Community Development Approach
in West Powelton

Rebecca C. Chan

Encouraging Art, Preserving the Built Environment: Strategies for an Arts-Based Community Development Approach in West Powelton

Part I: Arts-Based Community Development

From its larger-than-life murals, to mosaic tree pots, to studio storefronts displaying individual work, the arts community is alive in West Powelton. While some of this art created through formal programs aimed at community arts or professional artists, others are more informal in nature, created by caring community members. Regardless, art in its various forms is an important aspect of the neighborhood, and inextricably links the social history of West Powelton to its built environment.

In the 2007 *West Powelton/Saunders Park Neighborhood Plan* produced by the People's Emergency Center, strengthening the arts in West Powelton was identified as one piece of an overall neighborhood revitalization strategy. By capitalizing on the existing and growing arts community in West Powelton as well as existing city-wide and national incentive programs, there is enormous community development potential to be had by taking advantage of the synergy between the arts and preservation of the built environment.

Based on exploratory research conducted over the course of three weeks, this report investigates the existing arts community in West Powelton and its connection to the built environment. It examines strategies for implementation of an arts-based community development strategy as one component of Lancaster Avenue commercial corridor revitalization.

It proposes neighborhood-wide strategies appropriate for arts-based community development in West Powelton, and finally, narrows in focus, investigating the suitability of an arts-based approach to the preservation and revitalization of Hawthorne Hall, a landmark building on the Lancaster Avenue retail corridor.

This project satisfies the following preservation principles:

1. *Preserve and improve physical neighborhood fabric*
2. *Assist long-term residents in building economic stability*
3. *Engage community in planning and preservation efforts*
4. *Revitalize Lancaster Ave. commercial corridor*



Martin Luther King Jr. Mural at Lancaster and Haverford Avenue.
(West Powelton Studio Team)

Like preservation-based community revitalization, arts-based community development privileges the existing community and social environment, building upon existing assets and resources for a more sustainable future for the West Powelton neighborhood.

Background

Potential Benefits

There are great number of benefits to be had, some of which have already been demonstrated to a small degree, by augmenting the presence of arts and artists in the West Powelton neighborhood.

Art, particularly public art such as the façade-sized murals, tree pits, and planter boxes concentrated along Lancaster Avenue visibly improve the appearance of the built environment. Additionally, the content of the aforementioned murals, such as the Martin Luther King Jr. mural where located at 40th and Lancaster in the West Powelton tie historical events to physical places within the community.

Individual artists often inclined to invest long-term in their studio and living spaces.¹ The West Powelton artist Liddy Lindsay, for example, the owner and namesake of Lindsay Enterprises at 3816-3818 Lancaster Avenue has occupied the same storefront

studio space for at least twenty years. Together with her husband, Lindsay owns and maintains two adjacent properties, displaying their work in their storefront windows and live in the upper story apartment.² Liddy Lindsay is known within the West Powelton community for painting the public mural at Baring and Saunders.

Studies have shown there are more intangible social benefits to be had through the presence of art, artists and arts-related community space in a neighborhood. Through the shared experience of art, there is the potential to rebuild community cohesion. Additionally, the availability civic space has the potential to stimulate community contact and cohesion.³

Potential Drawbacks

Despite the perceived benefits of an arts and preservation-based approach to community revitalization in West Powelton, there are some potential short comings. Studies have suggested that in certain circumstances as the popularity of a neighborhood increases and more artists and non-artists alike begin to flock to an area, gentrification can occur, resulting in the displacement of long-term residents.⁴ However, because of the high amount of vacancy in West Powelton, as well as the presence of a long-standing arts community in West Powelton and its surrounding neighborhoods, it is unlikely that rapid gentrification would occur as a result of augmenting



Examples of a more informal mural and planter boxes along Lancaster Avenue that improve the appearance of the streetscape. (West Powelton Studio Team)



The recently opened DNTN Pop-up Store and gallery, located at 3808 Lancaster Avenue. The space doubles as a retail clothing store and art gallery. Photo: Rebecca Chan



the arts community.

Additionally, communities must choose carefully when deciding between pursuing an unplanned versus planned arts district.⁵ While it is easier to regulate and measure the successes of planned arts districts, this type of regulation requires a continued investment of resources, time, and manpower that the West Powelton neighborhood might not have at this time. Additionally, the regulated nature of a planned arts district can be at time counterintuitive to the creative and organic nature of the arts and artists such districts are aiming to attract. Unplanned arts communities, while requiring fewer resources, can develop in unexpected ways or potentially not at all.

Current Conditions

There are two types of arts activities operating in West Powelton: formal organizations such as non-profits (Philadelphia Mural Arts Program, Spiral Q Puppet Theater, ArtReach etc.) and studio and gallery spaces run by professionals who make their living by selling their work (Lindsay Enterprises, DNTN Pop-up Store, ScreenPrinters etc.), and more informal artists who might work out of their homes or even rent studio space, but not necessarily advertise the space as such or depend on their work as their livelihood. Both types of artists have potential contributions to make to the improvement of the West Powelton community.

Informal conversations with local artists and gallery owners identified some of the reasons for artists choose to live and operate in West Powelton. Longtime artists

and gallery owners suggested a sense of loyalty to West Philadelphia, and the West Powelton community in particular, as one motivation for living and working in the neighborhood.⁶ Newer artists suggested the availability of affordable and flexible space (one particular informant doubles their studio space as a gallery and also rents it out for community events), as well as the fact that West Powelton is seen as “up and coming” by Philadelphia’s younger population. Both types of informants identified informal qualities of the buildings themselves, such as large amounts of light, and the unique aspects of their building such as exposed brick walls, original wood floors and windows, etc. as being enjoyable and distinguishing characteristics of their work space.

Resources

There are a variety of potential partnerships and programs that are applicable to promoting arts-based community development in the West Powelton neighborhood. For a more in-depth description and analysis of organizations functioning in West Powelton, please see *Equipping Business Associations for Preservation* (Glinkowski).

Potential Partnerships for Arts-Based Community Development:

City of Philadelphia Office of Arts, Culture and the Creative Economy

Aims to improve access to the arts for both residents and visitors of Philadelphia, expand arts education to

youth, support the development of arts, culture, and the creative economy sector, and promote public and private investment in the creative economy sector.⁷

Lancaster Avenue Business Association , Inc.

A non-profit designed to organize businesses on Lancaster Avenue to participate in planning, design and implementation of economic development initiatives.

Lancaster Avenue 21st Century Association

A business association established in 2008 that 3400 and 4400 Lancaster to improve the relationship between businesses and residents through business promotion and investing in properties.⁹

People's Emergency Center Community Development Corporation

Aims to strengthen communities in West Philadelphia through projects that expand housing opportunities, stimulate economic growth and improve quality of life for its residents by building on neighborhood assets.¹⁰

The Enterprise Center

Provides access to capital, building capacity, business education and economic development opportunities to high-potential minority entrepreneurs.¹¹

Incentive Programs for building rehabilitation and arts related activities

Creative Industry Workforce Grant Program

A grant program administered by Philadelphia's office of Arts, Culture and the Creative Economy, the grant program aims to develop the creative industry in both the nonprofit and for-profit sector, provides funding for the construction or renovation of permanent offices or facilities linked to job creation that meet eligibility criteria including located in a low/moderate income neighborhood, serving low/moderate income customers or creating low/moderate income jobs. Grants range between \$20,000 and \$100,000.¹²

Philadelphia Cultural Fund

Provides General Operating Grants and Youth Arts Enrichment Program grants for eligible programs if

they meet specific criteria.

Storefront Improvement program

Reimburses owners of commercial buildings and businesses who make storefront improvements up to 50% of the cost of eligible improvements to a maximum of \$8,000 or \$12,000 for a multiple address within eligible corridors (3800-5400 Lancaster Avenue qualifies).¹³

10 % or 20% Federal Rehabilitation Tax Credit

A tax credit for owners of a certified historic, income-producing structure to receive federal income tax credit equal to 20% of the amount spent on qualified rehabilitation costs. A 10% credit is available for non-certified historic, non-residential buildings built before 1936.¹⁴

Strategies

Based on the information collected on the existing arts community in the West Powelton neighborhood, and current constraints of local leadership and resources, it seems that conditions have not reached a point where pursuing a planned arts district is an appropriate plan of action for the neighborhood. However, the growing arts community and the potential benefits it could bring to the neighborhood, certainly warrants implementing strategies for encouraging growth in the form of an informal arts community in West Powelton.

The following recommendations and strategies for an informal arts-based community development plan were created:

Increase awareness amongst existing arts community in and around West Powelton of potential incentive programs applicable to studio and residential space.

Encourage dialogue, and where appropriate, partnerships, between artists and community organizations.

Informal conversations with artists suggested that there was at times limited knowledge in regards to the presence and activities of local neighborhood organizations such as the People's Emergency



The Coral Street Arts House, an example of an community-based arts development project that was placed in a historic building with assistance from the New Kensington CDC. Photo: <http://www.nkcdc.org/>

Center, The Lancaster Avenue Business Association, West Powelton Concerned Community Members etc. Opening dialogue between artists and these groups could promote collaboration, and identify needs of artists and resources offered by community organizations, strengthening the West Powelton community as a whole.

Utilize both traditional and less traditional veins for event promotion of arts-related activities.

While traditional media sources, such as newspapers and magazines are certainly effective for event promotion, utilizing social media networking applications such as Facebook, Tumblr, Twitter etc. would help promote arts-related events and activities to yet another demographic.

Consider neighborhood level incentive programs that encourage artists to fill vacant or underutilized space in West Powelton

Cities and individual neighborhoods pursuing both planned and unplanned arts-based community development programs have created incentive programs ranging from small grants to alleviate costs associated with start-up, or even low interest loan programs to art-related businesses in an effort to increase interest in the for-profit arts sector. If a

similar incentive program were to be adopted at the neighborhood scale, this strategy could help to bring artists to the West Powelton neighborhood, or to enable artists already living in the neighborhood to upgrade their work space.

Emphasize quality of life issues inherent to West Powelton

Studies show that artists often locate the living and work space based on quality of life factors. West Powelton, particularly the area around Lancaster Avenue, is extremely transit-oriented, offering access to trolley lines and bus service. It also has a walking score of 83 (extremely walkable), and has a variety of readily available space in close proximity to other artists and community resources.

Learn from other successful arts-based community projects in Philadelphia

While their historical, socio-economic, and political contexts vary widely, West Powelton could learn from New Kensington's arts-based community development projects led by the New Kensington Community Development Corporation. In addition to the Frankford Avenue Arts corridor, the New Kensington CDC has aided in the development of site-specific projects such as the Coral Street Art House and affordable housing projects intended for artists. These projects could serve as a model for future development in West



Hawthorne Hall, 3839-3849 Hamilton Street, 3849-3861 Lancaster Avenue, 431-437 N. 39th Street. Photo: Rebecca Chan

Powelton.

PART II: HAWTHORNE HALL:

An Arts-Based Preservation Approach

The second component of this project moves past identifying the artistic resources to be had in West Powelton and looks at how the arts can be employed to preserve and improve the neighborhood's historic built environment. The project specifically takes this approach and attempts to apply it to Hawthorne Hall, a landmark building in the Lancaster Avenue commercial corridor.

Background

Located at 3839-3849 Hamilton Street, 3849-3861 Lancaster Avenue, 431-437 N. 39th Street, Hawthorne Hall is a complex of mixed-use rowhouses built by speculative developers Wright and Prentzel in 1895.¹⁵ Hawthorne Hall is widely recognizable for its stylized gable front, bay windows, arched portals, and decorative terra-cotta elements, playing on the repetition of architectural elements to present a cohesive design.

Built at a time when West Philadelphia was rapidly transitioning from urban periphery to suburban streetcar suburb, Hawthorne Hall embodied the bourgeois ideals of Philadelphia's growing middle



A bird's eye view of Hawthorne Hall as it appears in 2010 and as it appeared in 1901. Photo: Google Earth 2010, Philageohistory.org



La Pearl Beauty Emporium, a business that utilized the Storefront Improvement Program. (R. Chan)

class. The building was multipurpose from its inception, having a mix of retail on its ground floor, and residential space on its two upper stories. The “Hall” spaces of Hawthorne Hall, located at 3859 Lancaster and 3849 Lancaster, respectively, functioned as civic spaces, occupied by fraternal orders including the Odd Fellows and Knights of Pythias, as well as community space for middle class social activities, and at times even performance and leisure space. A real estate advertisement from 1911 describes a theater space on the second floor of 3849 Lancaster. Though a site visit for this particular portion of the property was not possible, several contemporary sources confirmed that this space continues to exist today on the second and part of the third story of 3849, and is comprised of a stage, space for seating, and even a mezzanine.

As a landmark building on the Lancaster Avenue commercial corridor, the rehabilitation and reuse of Hawthorne Hall has the potential to function as a catalyst for the revitalization of the surrounding parts of Lancaster Avenue. Furthermore, as the building was originally used as a civic space, and reportedly maintains some of the interior physical features associated with this use, this is a historically appropriate reuse for this building.

Current Situation

Currently, the building has fourteen private owners, is occupied by a mix of commercial and residential space, and varies widely in condition and degree of preservation of its original built fabric. Though Hawthorne Hall has survived remarkably well in the one hundred or so years since it was constructed, deferred maintenance put the structure at risk of permanent damage, jeopardizing its future.

Owners of individual parcels of Hawthorne Hall have widely varying idea of how much their building is worth, and vary in their capacity and willingness to maintain the portion of the structure. While owners of portions of the building such as La Pearl Beauty Emporium have gone to great efforts to improve and maintain their property (La Pearl participated in the Storefront Improvement Program and worked with the Preservation Alliance of Greater Philadelphia to do so in a way that respected the building’s historic fabric), other owners realize the historic importance of their building but lack the financial means to maintain the property with respect to the building’s historic fabric.

Currently Hawthorne Hall is listed as a contributing structure to the Powelton Village National Historic District and was added to the Philadelphia Historic Register in 1984. This designation has both helped and hindered the preservation and reuse of the building. While local historic designation has prevented any major changes from occurring on the building without approval of the Philadelphia Historical Commission, it has also resulted in illegal changes to the building that were done without permission and have since put the owners in violation of the Preservation Ordinance. At the same time, historic designation has grossly augmented some individual owners’ ideas regarding the monetary worth of the building to several times its actual worth, regardless of historic status. The current asking price of certain portions of Hawthorne Hall has prevented other interested parties from buying the property and properly rehabilitating it.



Current conditions of interior apartment space of second floor apartment of 3849 Lancaster Avenue. (R. Chan)

Opportunities and Obstacles

Opportunities

There are many neighborhood and city-wide organizations with a vested interest in the preservation and rehabilitation of Hawthorne Hall. Additionally, due to the various types of space found in Hawthorne Hall, it has the potential to fill some of the voids in retail and commercial space along Lancaster Avenue, as well as provide an outlet for development of the arts community in West Powelton.

Due to its historic designation, Hawthorne Hall would be eligible for a Federal Rehabilitation Tax Credit. Additionally it is eligible for the Storefront Improvement Program, could possibly be eligible for the Creative Industry Workforce grant program, as well as several of the other incentive programs previously mentioned. Additionally, due to its historic nature, and its importance within the West Powelton community, it is likely that development of the property requiring architectural or engineering work could be done through the Preservation Alliance of Greater Philadelphia's pro bono services.

Potential Obstacles

Despite the many opportunities available to rehabilitate Hawthorne Hall, there are significant obstacles

preventing rehabilitation and reuse from occurring. These obstacles include:

Many different owners

As previously mentioned, Hawthorne Hall has fourteen different owners, each with varying expectations for their building. It would take a monumental coordinated effort to get the owners to agree to act in favor of a singular vision for Hawthorne Hall. Alternatively, if a single buyer, or even a small group of buyers would be willing to step in and purchase the entire complex, or portions of it, it would make the rehabilitation of Hawthorne Hall a more attainable goal in the near future.

Deferred Maintenance

Based on its outward appearance and site visits to portions of Hawthorne Hall, a great deal of work would be needed to bring portions of the building up to code for use as work space and even more work would be needed to make units habitable for residential purposes.

Zoning

Currently the building is zoned C2 Commercial. Some of the proposed uses of the building (see next section) would require a zoning variance to maintain compliance. While the City of Philadelphia's board of License and Inspections have been known to provide such variances, any zoning variance is also subject to neighborhood review, requiring neighborhood groups

to be in support of any project that were to go into Hawthorne Hall.

Proposal

Though there are many issues to be resolved before Hawthorne Hall could be developed, there is a great deal of potential for repurposing Hawthorne Hall as a mixed-use community-arts building complex. Though a great deal of rehabilitation work would have to occur to ensure the building was up to code, the following development proposal would be as respectful of existing building code as possible, and would try to maximize existing unit configurations.

Such a development could potentially consist of:

Black Box Theater: 3849 Lancaster Avenue (Hawthorne Hall)

This portion of the building currently consists of ground floor retail space, and a theater occupying the second and third floors. Maintaining these uses, with some updates such turning the second floor theater into a black box theater for small productions, and rehabilitating the ground floor retail space, would sensitive to the building's historical uses.

Community Resource Center: 3859-3861 Lancaster Avenue

The wedge-shaped nature of this portion of the building makes it somewhat awkward for rehabilitation as residential space on the ground floor. This portion of the building could be repurposed as an artist community resource center with computer terminals, a library etc. Though artists often produce individual work, community space is important as it offers a physical place for interaction with other artists and the sharing of ideas.

Mixed-Income Housing: 2nd and 3rd Stories of 3859-3861 Lancaster, 431-437 N. 39th Street 3839-3849 Hamilton Street

Mixed-income housing marketed to artists would provide a built-in community of artists for the upper stories of Hawthorne Hall. The incorporation of mixed income housing into the development would make

Hawthorne Hall eligible for several different incentive programs. Additionally, it would allow for low-income artists who reside in Hawthorne Hall to continue to remain in the space if they eventually achieved an income level that would make them no longer eligible for low-income house.

Ground Floor Retail Mix: 3857 Lancaster, 431-437 N. 39th Street, 3839-3849 Hamilton Street

Maintaining a retail mix on the ground floor stories where appropriate would promote pedestrian flow. This component of the project would opt to retain existing retail tenants with vested interest in the building (i.e. La Pearl Beauty Emporium).

Conclusion

This project examined the potential synergies to be had between arts-based community development and the preservation of the built environment in West Powelton. By identifying potential incentives and resources to accomplish this, as well as obstacles to their implementation, it presented a picture of what a community-based arts development project that capitalized on existing historic resources might look like. Though it certainly is not the easiest development plan to accomplish, nor one that will be incredibly profitable, the social and community benefits to be had through arts-based community development and historic preservation have the potential to contribute to much-needed sustainable community development in West Powelton.

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