Studio Fall 2000

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Executive Summary

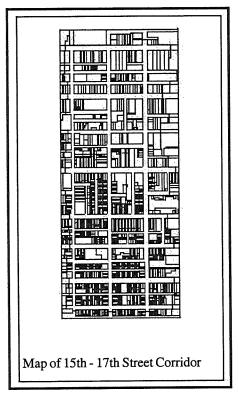
The Fall 2000 Historic Preservation studio team studied the $15^{\text{th}}-17^{\text{th}}$ Street corridor located in Center City Philadelphia in order to create a preservation plan for the

future growth and development of the site. This report documents the studio team's findings and recommendations.

In order to focus our efforts in producing our plan, the studio team created the following statement of purpose: To produce a set of tools that will preserve the aesthetic, historic, and social significance of the 15th –17th Street corridor built environment, and to foster compatible use and growth of the corridor.

After determining what we wanted to accomplish within our site we began to follow the process developed by the Burra Charter. This charter was a means by which the Australian chapter of the International Council on Monuments and

Sites (ICOMOS) standardized its practice of heritage conservation. Initially conceived in 1979, the Charter seeks to protect areas of cultural significance, which it defines as aesthetic, historic, scientific, social or spiritual value for past, present or future generations. The



Burra Charter outlines a method for investigation, decision, and action in relation to areas of cultural significance. The studio adapted this ten-step process to fit our own needs for the 15th – 17th Street Corridor.

We first divided the studio team into three research groups: the historic research group, the physical fabric group, and the use identification group. Each group engaged in research for approximately five weeks to obtain as much pertinent information as possible in order to understand the area. After the research phase, each group came together to compile and analyze the facts and information collected. In addition, each group looked at the data beyond its immediate relevance, and questioned its meaning to the rest of the corridor and to the city as a whole. The studio then created a statement of significance, which expresses the most important values of our site, specifically identifying the areas in which we wanted to focus our study.

After we determined the values and significance within the 15th - 17th Street corridor, we needed to articulate a policy that would enable us to create a strategy for its protection. This policy allowed the studio team to focus our research for the second half of the semester. We explored five recommendation topics in depth in order to achieve our goals. These topics included: creating historic districts and design guidelines, suggesting changes to existing policies, producing stronger financial incentives, improving the transportation systems, and empowering the community.

Burra Charter

In order to produce our preservation plan for the 15th – 17th Street corridor, the Historic Preservation studio team followed the process outlined by the Burra Charter. This charter was a means by which the Australian chapter of the International Council on Monuments and Sites (ICOMOS) standardized its practice of heritage conservation. Initially conceived in 1979, the Charter seeks to protect areas of cultural significance, which it defines as aesthetic, historic, scientific, social or spiritual value for past, present or future generations. This significance can be ingrained in the physical fabric, setting, use, associations, meanings, and records related to a place. For our studio, value is not defined in terms of dollars but rather as a thing or quality having intrinsic worth.

The Burra Charter contains an outline for the processes of investigation, decisions, and actions in relation to areas of cultural significance. The studio adapted this ten-step process to fit our own needs for the 15th-17th Street Corridor.

The first step is to identify place and associations. We were initially assigned tentative boundaries encompassing a large area within Center City Philadelphia and it was our assignment to refine the boundaries as we learned more about the area. This seemingly easy task was the subject of much debate within the studio because no part of a city can stand in isolation. We finally decided on the boundaries of our site, which includes the area within the south side of Bainbridge, the north side of Chestnut, the east side of 15th Street, and the west side of 17th Street. In addition, we also chose to incorporate some buildings found on Broad Street that may be threatened in the near future by insensitive development or demolition.

The second step in the Burra Charter process is to gather and record information about the place in order to understand its significance. For our purposes, we fit this step to our needs by breaking the studio into three research groups: the historic research group, the physical fabric group, and the use identification group. Each group engaged in research for approximately five weeks to obtain as much pertinent information as possible in order to understand the area.

The third step in the Burra Charter process is to assess significance of the area. Each group came together to compile and analyze the facts and information collected. In addition, each group looked at the data beyond its immediate relevance, and questioned its meaning to the rest of the corridor and to the city as a whole.

Upon completion of the fist three steps of the process, the studio created a statement of significance, which is the fourth step in the Burra Charter process. The Statement of Significance expresses the most important elements of our site, specifically identifying the areas in which we wanted to focus our study.

Continuing on with the Burra Charter process, the fifth step is to identify obligations arising from significance. In doing so, the studio team began to understand what we needed to do in order to preserve the values within the 15^{th} - 17^{th} Street corridor that we identified as significant. Once our direction was established, the studio team followed the sixth step in the Burra charter process, which is to gather more information in order to understand the factors affecting the future of the site. Again, we broke into groups to study the economic, phsycial, social, legal and political issues surrounding the study area.

Burra Charter

Steps five and six enabled us to complete the seventh step in the Burra Charter process, which is to develop a conservation policy. Finally, this policy then led to the development of a conservation strategy, which are the tools identified and developed within this document that will help maintain, protect, and promote sensitive growth within the $15^{\text{th}}-17^{\text{th}}$ Street corridor.

While these eight steps were not followed in exact sequence throughout the semester, the Burra Charter guided us through our research and development stages successfully and enabled us to fulfill our academic requirements for our studio project. However, the Burra Charter has two additional recommended steps, which are beyond the scope of this preservation studio. These include managing the site in accordance with the conservation policy and monitoring and reviewing the management of the site. It is our hope that our research and suggested strategies summarized in this document will be recognized by the Philadelphia community and possibly be implemented in the future.

History of the 15th-17th Street Corridor

History

Methodology

In order to research the history of the study area, the history group visited several of the various repositories located throughout Philadelphia including the Historical Society of Pennsylvania, the Athenaeum, the Free Library, the Department of Licenses and Inspections and the City Archives. Not only did we closely examine historical texts and photos, we also chose to look at contemporary texts and imagery for comparison, as a means of determining not just the history but also the cause for the changes that the area has been through. Other documents retrieved included maps, panoramic views of the city, insurance surveys and city directories. Although the survey area has a significant history, we felt it was important to investigate the neighboring districts just outside the area in order to develop a comprehensive picture. Our hope is that the historical information will provide the reader a chance to better understand the present by seeing the past as one of the sources of present day activity in the corridor.

Early History

Although William Penn laid out the City of Philadelphia in 1682 (Exhibit 1 - 1683 Holmes Map), his plan for its settlement would not be fully realized for another 200 years. By 1794, only brickyards and other industrial structures comprised the development of the $15^{\text{th}}-17^{\text{th}}$ Street corridor. This development respected the layout of the 1682 street grid even though many of the roads had not been officially laid out. According to the 1810 Census records, there was still very little development in this area by that time.

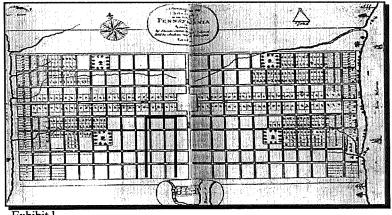


Exhibit 1

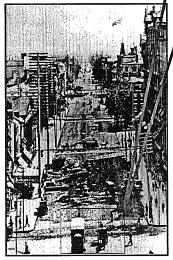
The first significant development in our study site dates between 1825 and 1830 with the construction of speculative blocks of rowhouses and detached single-family homes. For example, Colonnade Row, located at 15th and Chestnut Streets, was developed in 1828 by George and Charles Blight as a speculative row. In addition, Thomas Hunter built his mansion at the edge of Rittenhouse Square just prior to 1830. In fact, buildings were going up at a startling rate of speed. In 1830 it was estimated that over 5,000 residences and stores were built in the city and the surrounding county.

According to the 1840 Census, 56,000 inhabitants lived west of 7th Street while only 37,500 lived east of 7th Street during that year. This unusual population dispersion may have been due to the enormous increase in the city's industrial output. The County of Philadelphia, surrounding the City, provided new industrial areas that grew faster than the City itself. Old City began to decay, and as blight

History

the population into our study area and the density increased around City Hall, the wealthy began to move west because it was no longer necessary to live

Exhibit 4





close to where one worked. The first public transportation tracks were laid down in the late 1850s and greatly expanded throughout the end of the century. Trains and trolleys made it possible for the middle class to commute to work from the suburbs and thus had a huge impact on the future development of the city and its suburbs.

One of the major impacts on the transformation of the northern

section of our area from residential use to commercial use was the opening in 1881 of the Pennsylvania Railroad Freight Depot at Broad and Market Streets and its subsequent expansion in the 1890s to accommodate passengers. Proximity to the station encouraged the establishment of warehouses along Market Street and service industries along Chestnut Street while also bringing wealthy residents from the new suburbs into the area for shopping and business. (Exhibit 4

shows an image taken in 1896 from the current City Hall illustrating the public transportation tracks crossing Broad Street.)

Concurrent with the commercial development in the northern area of our site, South Street was also being developed, as seen in the 1880s image of the area (Exhibit 5). While the northern section of our site underwent several transformations from an industrial area

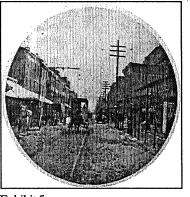


Exhibit 5

to a residential one to a commercial one, the section of South Street in our study area was developed right from the start as a corridor of mixed residential and commercial or "cup-and-saucer" buildings in the late nineteenth century. Historically, the small businesses that were housed on the primary level of the cup-and-saucer buildings along South Street serviced the needs of the residents of Center City and South Philadelphia. There were any number of

butcher shops, dining rooms, bakeries, tailors, barbershops, and poultry shops. These shops were run by individual owners who typically were not of the upper social and financial classes found in adjacent areas of the city.

History from 1890 to 1970

From 1890 to 1941, Chestnut and Walnut Streets were transformed into Philadelphia's pre-eminent upscale retail shopping center. Commercial development spread west towards Twenty-first Street, with construction booms occurring in the 1890s and the

History

1920s. The 1920s construction boom included the erection of new buildings in the area developed in the mid-nineteenth century and the re-cladding of some nineteenth century buildings with new facades. Merchants and banks commissioned architects such as Frank Furness, William Price, McKim, Mead & White, Wilson Eyre, George W. Hewitt, Addison Hutton, Horace Trumbauer, and Ritter & Shay to create buildings that were conceived in the popular modes of their time yet expressed the individuality of both the specific buildings and the architects who created them. In addition to our study site's outstanding architect-designed buildings, it has a large collection of contextual structures that add visual richness and character to the area.

Although Chestnut Street was rapidly transformed into a heterogeneous commercial corridor, with buildings displaying different scales, architectural modes, and commercial uses, Walnut Street retained its nineteenth-century scale and character into the 1920s. In the 1920s, Walnut Street became the City's financial center. By 1929, at least 23 banks and investment securities brokers had located along the 1500 and 1600 blocks of the street.

While development was occurring during the prosperous period from 1890 through the 1920s in the northern part of our study area, changes were also taking place to the south. In the early twentieth century, South Street experienced the largest infusion of various ethnic groups and races in Philadelphia's history. The people were unified into a cohesive community by economic standing rather than by a common religion, ethnicity, or race. The construction of the Royal Theatre in 1919 created

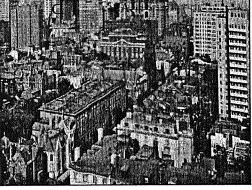


Exhibit 6

an anchor for this newly transformed neighborhood.

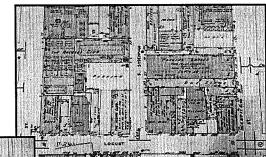
By 1930, the northern section of our area was beginning to be redeveloped as land values increased. As a result, many new high-rise apartment buildings were constructed, increasing popula-

tion density (Exhibit 6). A comparison of the same block in the years of 1916 and 1950 illustrates the new trend in land usage (Exhibits 7

and 8). While some of the lost fabric includes a church and several houses, newer fabric includes many of the taller buildings

1916





Exhibits 7 & 8

OF STATE OF

still in existence. In fact, today Chestnut and Walnut Streets contain the City's most outstanding and densely concentrated ensemble of commercial buildings executed in the

History

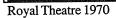
Art Deco, Art Moderne, and International modes. In addition to low-rise commercial buildings, the area contains several skyscrapers executed in the Art Deco mode that give this area of Philadelphia a distinctive architectural identity.

After World War II, the Age of the Automobile set in and even more city residents migrated to the suburbs. Eventually, these suburbanites began to demand more convenient shopping centers than what was offered in Center City Philadelphia, resulting in the creation of the shopping mall. As shopping malls became well established, Center City retail businesses followed in their clientele's footsteps and began to move out of the city and into the suburbs. By the 1950s, with the exodus of a large portion of the city's population, the city government had come to consider South and Bainbridge Streets as expendable to the City. During this time, the area was designated as the site for a new highway that would connect the Delaware and Schuylkill Expressways. As a result, owners of property on South and Bainbridge Streets proceeded to sell their businesses and buildings in preparation for their destruction. Even though this project was later cancelled, the area suffered from the stigma of being slated for demolition for many years to come.

History from 1970 to the Present

By the 1970s, the streetscapes of our study site had become a heterogeneous mix of architectural modes, some of which were layered upon earlier structures. Philadelphia was being surrounded by ever larger shopping malls such as King of Prussia and Cherry Hill and the commercial center was beginning to suffer from abandonment,

neglect, and short-sighted planning.



During the 1980s, some of the neighborhoods within the 15th – 17th Street corridor began to turn around. In 1983,

the residents living around Rittenhouse Square decided to combat ever-increasing development pressures as a result of the migration of residents to the suburbs. They successfully nominated their neighborhood to the National Register of Historic Places. The Rittenhouse Historic District is bounded roughly by Waverly, Fifteenth, Sansom, Ludlow, and Twenty-first Streets. In 1995, the residents successfully lobbied to have their National Register District become the only Local Historic District in our study area.

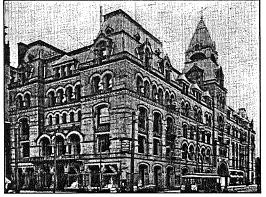
In 1987, Carol Beneson and Jefferson Moak of Killinger, Kise, Franks and Straw drafted a National Register Nomination for a Center City West Commercial Historic District roughly bounded by Chestnut, Fifteenth, Walnut, Sansom, and Twenty-first Streets. The proposed district was listed on the National Register of Historic Places in 1988. Since its listing on the National Register however, this

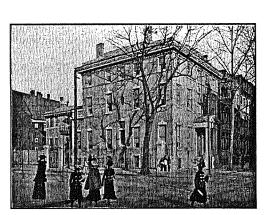
History

district has been inconsistently developed. Small contextual buildings, such as those found in the 1600 block of Sansom Street, have been demolished. On the other hand, some buildings, such as the Jackson-Moyer Building in the 1600 block of Chestnut Street, are being restored using the Federal Tax Incentive Program for Certified Rehabilitations. (Please see *Appendix D* for more detailed information about this program.)

As previously mentioned, the proposed highway to be built between the Delaware and Schuylkill Expressways was never constructed. Instead, South and Bainbridge Streets west of Broad Street suffered a mass exodus from which they have not fully recovered. South Street east of Broad Street did recover shortly after the proposed highway plans fell apart but the western end of the Corridor was left to decay through neglect and abandonment. In spite of this situation however, South Street still manages to house small retail shops, professional office spaces, and trade shops.

Although some parts of the study area have seen a downward trend, like many great American cities, cycling is part of the full life of an historic area. The new positive trend, mitigated by such efforts as the purchase of the Royal Theater by Universal Community Homes, are signs of change that show the beginnings of a bright future. Although the 15th – 17th Street corridor has experienced much change throughout its lifetime, it still contains hallmarks of Philadelphia's proud past. Our area fortunately is not static and will continue to flourish under its current condition.









Architecture

The Architecture Group had the task of examining and documenting the physical characteristics of the study area. Our research methodology involved several different approaches. Our primary tool was a survey form that we developed to record important data about each building, street, and lot. We then created a database where we entered all of the survey findings. Using this database we have been able to examine the area in an objective way, and have created a series of maps and cross sections to convey our findings. Photographs were also taken of every block. As a final supplement to our study, we did off-site research to compliment what we had already discovered about the area and its buildings.

Physical Description of the Area

Streets

The diversity of urban roads is an important characteristic of our study area. Laid out by William Penn, the Philadelphia city grid offers a balanced mix of primary, secondary, and tertiary streets. (Webster, Richard J. *Philadelphia Preserved: Catalog of the Historic American Building Survey.* Philadelphia: Temple University Press, 1976: p.104) Setback, size, and massing of buildings as well as trees, lighting, and signage are important in defining the overall feel of the block and neighborhood.

Primary commercial streets such as Chestnut, Walnut, and South streets serve as the main thoroughfares of our area. These are wide streets with two lanes of traffic and one or two lanes of parking.

The buildings on Chestnut and Walnut Streets vary in height, width, style, fenestration, and building material. The young trees provide little disguise for the loud signage everywhere. Historic lighting and a common setback are the only features that add regularity to these streets. By contrast, the changes to South Street over time are due to demolition, not new construction. The cobra-head lighting illuminates only the streets while leaving the sidewalks in shadow. The buildings that do remain however, demonstrate a regular massing, style, fenestration, building material, and set back. If it were not for the general state of disrepair and lack of proper lighting, this mixed-use street would be pedestrian friendly.









Walnut Street

Spruce Street

South Street

S. 16th Street between Pine & Delancey Place

The primary residential streets such as Locust, Spruce, and Pine Streets have changed less over time than the commercial ones. Because of this, their historic character has remained intact. The row on the 1600 block of Spruce Street features regular setbacks, stoops, and railings. These features, along with trees, historic lighting, bollards, and even the parking meters conceptually reduce the scale and proportion of the buildings to a human level. Some of these blocks still maintain sections of their original slate and brick sidewalk

Architecture

paving, but most of all the primary street sidewalks are concrete with granite curbing.









Sansom Street

Naudain Street

Rodman Street

Kater Street

Unlike the primary streets, the secondary streets do not usually run the full city grid. Secondary streets, exemplified by Delancey and Sansom Streets, can be defined as having one lane of traffic and one lane for parking. These narrow streets generally have smaller setbacks and building mass, which reduce the entire scale. The variety of signage and altered buildings on Sansom Street reflect the changes that have taken place on Walnut and Chestnut Streets. By contrast, Naudain, Rodman, and Kater Streets are filled with residential rows that have changed little over time. The setbacks, massing, and fenestration are regular and consistent. Along with some healthy trees, small-scaled streets and sidewalks make these secondary routes intimate and walkable, as can be seen on Rodman Street. Naudain Street, however, is a good example of how exposed utility poles, unsympathetic lighting, and sporadic street maintenance compromise the pedestrian atmosphere.

Extending for only a block or two, the numerous tertiary streets are even smaller scaled than the secondary streets. These streets serve as either service alleys or quiet residential lanes. They

are so narrow that there is only room for one-way traffic, or in some cases no vehicles at all. These alleys have managed to preserve some of the most historic fabric and ambience in the whole study corrider. Chadwick Street, both a service alley and a residential lane, maintains its original cobblestones. In addition, the historic ambience and intimate feeling of Smedley creates a charm that can be found in few streets throughout the city. Here, use of trees makes the space more personal while also disguising undesirable elements such as noncontributing buildings and utilities. The foliage along Hicks Street softens the austere back building façades but does nothing to hide the unsightly utility poles and cables. In general, these tertiary streets provide a quiet and safe respite from the busier primary and secondary streets.









Delancey Street

Smedley Street

Hicks Street

Delancey Street

Buildings

In general, moving southward through our site, buildings decrease in mass and scale. They decrease from twentieth-century high-rises and large 5-story stores on Chestnut and Walnut, to 4-story rows on Spruce and Pine Streets, to smaller scale, 3-story trinities on Naudain and Rodman Streets, and finally to 2 and 3-story buildings on Kater and Bainbridge Streets. Although scale and mass de-

Architecture

creases as one moves south through the site, exceptions do exist to break up the pattern. Many of the larger buildings scattered throughout the site provide a contrast to the ubiquitous pedestrian scaled rows and tend to be located at the corners of the primary streets and serve as anchors for the blocks. A good example is the Warwick Hotel at 17th and Locust Street, which is not detrimental to the scale of the area. The first three stories of the façade are compatible to the adjacent buildings, giving the hotel a

human scale. Because the building is not grouped with other high-rises, no canyon effect is created like the one seen on Ionic Street (Exhibit 9). Fortunately, several of the corner high-rises in our study area maintain a massing that is still proportionate and compatible to the overall streetscape.

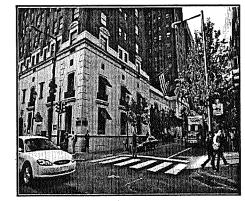


Exhibit 9

The Warwick Hotel

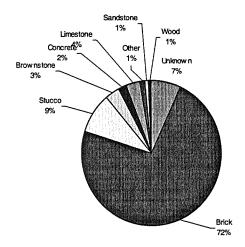
Open Space

Finally, in assessing the overall environment of the study area we must address those spaces that are not occupied by streets and buildings. The empty spaces in the northern half of the corridor tend

to be surface parking lots or gardens while the open spaces in the southern half of the corridor tend to be vacant lots. The surface parking lot at 17th and Pine Streets creates a void in the adjacent rows and not only disturbs the rhythm of the built environment, but also reveals the high-rise apartments to the north. Similarly, the prolific vacant lots along South and Bainbridge Streets break the continuity and rhythm of the existing rowhouses.

Only a few gardens exist in our study area. One is on Latimer Street, where a well-maintained landscaped private garden is located inside the Colonial Dames's court. In addition, the garden in front of Saint Mark's Church on Locust Street is just as well-maintained, yet more accessible to the pedestrian. In the southern portion of the corridor, gardens are of a different variety altogether. They are accessible to the public and cultivated on abandoned lots. In both cases such gardens provide a visual and psychological relief from the

Exhibit 10



Architecture

cold, hard material of the built surroundings.

Building Materials

Façade materials used on our buildings are diverse (please see Exhibit 10). Because buildings visually dominate the streetscape, the facade materials have a significant impact on the overall atmosphere. An overwhelming 72% of all the buildings reveal a brick façade Stucco is the second most common façade material and covers 9% of the buildings. Other, less common façade materials include brownstone, concrete, limestone, sandstone, and wood. (UPENN, HSPV Studio 2000 Architecture Group. Survey of All Buildings Bounded by Chestnut, 15th, 17th and Bainbridge Streets. Philadelphia, PA 2000.)

Types of Buildings



Spruce Street



Sansom Street



Chestnut Street

Commercial Buildings

As already mentioned, commercial buildings concentrated along Chestnut, Walnut, and Sansom Streets chronicle the urban



South Street



Walnut Street

development of Philadelphia. All of the changes Philadelphia has gone through

since the mid-1800s can be read in the architecture along these streets, which host a diversity of building styles not so common in Philadelphia. They break from the rest of the corridor by using a variety of non-brick materials, such as concrete, marble, slate, and glass. Buildings from Sansom to Chestnut Street range anywhere from the 3-story parking garage at Sansom and 15th Streets, to Liberty Place, a modern skyscraper. Walnut Street features a mix of early twentieth-century office towers as well as late nineteenth-century, three to five-story offices built in numerous styles.

Mixed-use buildings along South Street provide the southern portion of our study area with commercial structures. Still standing, 1604 through 1614 South Street are fine examples of the common vernacular architecture so common on this street. They are a typical Philadelphia style storefront with a brick façade, three stories, two bays, and a side entrance.

Architecture

The last type of commercial building is the occasional neighborhood store scattered throughout the middle residential section of our study area. The corner-store at 16th and Spruce Streets is a good example of a store still sympathetic with its historic neighborhood.

Residential Buildings

Accounting for 93% of all structures in our study area, the residential building predominates. These are largely characterized by contiguous rows of almost identical brownstones, brick rows, and trinities. They feature the same profile, plan, fenestration, stoop, rhythm, bay, height, width, and building material. For example, on the south side of Pine Street is a solid





Exhibit 11

Exhibit 12

row of four-story, three-bay brownstones with projecting stoops (Exhibit 11). Also, a solid row of four-story, two-bay Second Empire homes still stands on the 300 block of 17th Street (Exhibit 12). Tertiary streets like Rodman, Naudain, and Smedley have more modest residential row homes with a prevalence of trinities and simple

two and three story houses. The floor plans of these row homes are as regular as the exterior facades and allow private outdoor space to residents.

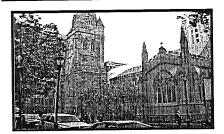
In addition to the unmarred historic rows in our area, numerous rows have elaborate architectural variety. This variety provides an interesting landscape, revealing a mix of tastes and the evolution of an area over a period of 150 years. These rows work architecturally because they were designed to be compatible with the existing fabric. Their height, façade material, width, bays and fenestration mirror the already standing buildings.

Along with the trademark trinities and rows, several mansions, apartment buildings, and hotels add diversity to the residential housing stock. The mansion located at 17th and Delancey Streets is a significant example of Georgian Revival. On the south side of the 1500 block of Spruce Street, individual high-rise apartment buildings such as the Drake Tower, the Touraine, the Newport and the Warwick add diversity to the streetscape. All of these taller buildings are examples of late nineteenth- and early twentieth-century high-rises. (Teitelman, Edward, and Richard Longstreth. *Architecture in Philadelphia: A Guide.* Cambridge, MA: MIT Press, 1974.)

Institutional Buildings

Several institutional buildings are also situated throughout the site. They include churches, schools, and clubs. Saint Mark's Church is one of the earliest and best examples of Gothic Revival architecture in the country. The Tenth Presbyterian Church anchors the corner of

Architecture



St. Mark's Episcopal Church

17th and Spruce, with the height and dominance of its tower making the church a landmark on the street. The Thomas Durham Public School,

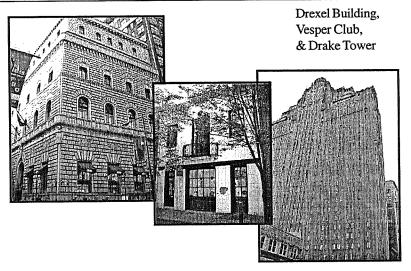


Vespers Club

located at the corner of 16th and Lombard, is the only grammar school in the area. Other institutional buildings such as the Vespers Club on Sydenham and the Pennsylvania Society of Colonial Dames on Latimer are examples of variations of the Colonial Revival style. (Teitelman, Edward, and Richard Longstreth. *Architecture in Philadelphia: A Guide.* Cambridge, MA: MIT Press, 1974.)

Local & National Register Buildings

Part of our study area is included in various Historic Districts, including the Rittenhouse-Fitler District, Center City West District, and the Broad Street Historic Districts. Our site also contains numerous landmark buildings such as the modest Print Club on Latimer Street, built as a stable in 1870 and later given Colonial Revival details in 1927. In addition, the Drake Tower (1928), designed by Ritter & Shay, was the tallest building in Philadelphia to



date. Built around the same time as the Drake, the Drexel & Company building, located at 15th and Walnut Streets was designed by Day and Klauder Architects as an office building in the Italian Renaissance style. One notable feature of its design is the zodiac bas-reliefs located above the ground floor windows. (Philadelphia Historical Commission. *Philadelphia Historic Commission Database*. Philadelphia: Philadelphia Historic Commission, 1986.)

Summary

The $15^{\rm th}-17^{\rm th}$ Street corridor is characterized by streets and buildings that are consistent and repetitive as well as diverse and varied. The existence of primary, secondary, and tertiary streets allows the passer-by to experience a significantly changing and interesting streetscape. The northern and the southern ends of the

Architecture

study area show the most physical transition for two distinct reasons, development and decay. In between, the residential rows with scattered commercial and institutional buildings have not changed as much. Because of the unique character of the area, we feel that there are certain elements that should be maintained as they contribute to the aesthetics and rhythm of the built environment.

Physical characteristics to be valued are:

- Street setback
- Paving material
- Trees, appropriate lighting, and other sidewalk accessories
- Lot width, floor plan
- Building scale, height
- Construction material
- Fenestration

Buildings to be valued are:

- Solid rows
- Mansions
- Distinct commercial, residential, & institutional buildings



Social Use

The use group was formed to analyze how our study area is used in the present day and to identify what the people who live and work in the area value in terms of their built environment and surroundings. It is helpful for us to know what the people who live and work in the community value as significant so we can incorporate these values into our preservation policies for the future. When we talk about values, we are not referring to a specific building or a type of architecture, but rather the intangibles that are present within the area as a result of the physical environment. In other words, we looked for those non-quantifiable qualities that contribute to the special character of the neighborhood.

Methodology

We used five primary methods in order to determine how our study area is used and what the values are of those users. These methods included: (1) gathering demographics and census information, (2) analyzing current land use maps, (3) conducting surveys and outreach efforts with residents, and (4) interviewing community leaders.

Demographic Information

We chose to look at several different census years to find out who was living in the area at different points throughout history. We looked at variables such as population, gender, age, race, employment rate and median household income.

In 1810, census data did not show an accurate count of who

lived in the study area but rather tallied the number of people who lived along Chestnut or Walnut Street from river to river. In 1830, the area began to change as wealthy Philadelphians moved into the Rittenhouse Square area and began to build large mansions. Much more information was discovered when we looked at the 1880 census. We chose this year because we wanted to see how the end of the Civil War and the beginning of the Industrial Revolution affected our site. What we found was that many of the households were headed by widows between the age of fifty and sixty, which was most likely a result of the large number of soldiers killed during the war. Another interesting fact is that a majority of the residents living in the area at that time were Irish immigrants or first generation Americans of Irish descent. The census also indicated that there was a small African-American community forming along the 1600 block of Lombard Street. (1880 U.S. Census Data.)

In order to see how the study area changed after World War I, we looked at the 1920 census. We found that our site was still composed of a large number of Irish working class, mostly along the southern end of the site, towards South Street. Also, a higher percentage of residents owned their homes in the northern end of the area, along Walnut, Spruce and Locust Streets as opposed to the southern end which was composed mostly of renters. This indicates that most of the wealthy professionals lived along the northern end, while the people who worked for those wealthy professionals lived along the southern end. We found that many lodgers or borders also lived within these rental housing units in the southern end of the study area, showing that several different families lived together under one roof. In addition, more young children lived in the south while the

Social Use

majority of residents in the north were between the ages of 30 and 50. (1920 U.S. Census Data.)

The 1970 census was chosen because this was during the time when many city residents began to move out of the city and into the suburbs. Consistent with what was happening in cities across the country, our site lost approximately one third of its residents between 1965 and 1970. In 1970, those residents that remained within our study area had a significantly higher median income of \$13,000 when compared to the City of Philadelphia, which had a median income of \$9,366. In addition, our study area had a lower rate of unemployment when compared to the city. (1970 U.S. Census Data.)

Unfortunately, because the 2000 census information will not be made available until next year, the most recent census data is from 1990. Although this information is ten years old, we were able to extract some interesting statistics about our site. Our study area has a young population, with approximately 50% of the residents falling in the age range of 19-39 years old. Most of the residents rent their homes and apartments and over 90% have a high school degree or a higher educational degree. On average, the median household income is slightly lower than the national median income however, public assistance and employment rates are much lower than the county, state and national statistics. This indicates that the 15th – 17th Street corridor is a more affluent and educated area when compared to others. (1990 U.S. Census Data.)

Land Use and Zoning

In addition to our census information, the second method of determining how the study area is used was to look at a land use map. Exhibit 13 shows that our site contains many diverse uses that change as one moves south from Chestnut to Bainbridge Street. While Chestnut and Walnut Streets contain mostly commercial and mixed uses, Locust and Spruce Streets have mostly residential and mixed uses. As a visitor moves toward Pine and Lombard Streets, use is almost exclusively residential and then South Street is mostly commercial and mixed uses. Finally, Bainbridge Street moves back to residential use.

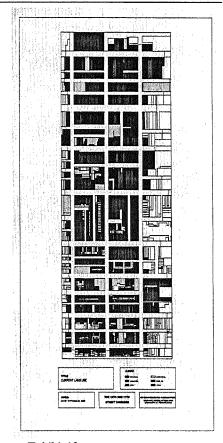


Exhibit 13

Street Corner and Business Owner Surveys, Outreach Efforts and Site Observations

The use group's third method of collecting information about our study area was surveys and outreach efforts. We developed a

Social Use

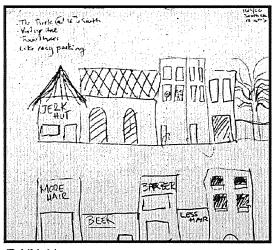


Exhibit 14

schedule for street corner interviews and outreach efforts to ensure that members of the team were on site during the week and on the weekend, and at various times of the day. We tried to capture a varied mix of residents, visitors and business owners, who we identified as stake-

holders within the community. Our outreach efforts included asking residents to draw a map of their area in order to identify what they felt was significant to their neighborhood. Exhibit 14 shows a drawing of an art student living on South Street. His sketch indicates that he recognizes the similar scale and massing of the buildings along his street as well as the cohesive fenestration. In addition, this student values the Jerk Hut, a popular restaurant within the neighborhood, and the trees planted along the street.

Unfortunately, the survey returns and conceptual maps that we received were not sufficient in providing the group with reliable data regarding the overall patterns of use and value for the studio site. Rather, this information provided us with a snapshot of the stakeholders' range of use values, and substantiated values observed by the group during site visits. Some of the values determined by the resi-

dents we surveyed and interviewed include aesthetic values such as historic rowhouses, stoops, trees and community gardens, and historical values such as the Royal Theater, the famous African American performance theater. Other values that residents identified included specific restaurants such as Bookbinders and stores such as Jessie's on South Street. Those intangible values that we were looking for were identified by the residents as the mix of uses within the area and the walkability of the streets.

Interviews with Community Leaders

Our last method of obtaining information about the user values of our study area was to interview the people we identified as leaders within the community who, in addition to the residents, are also stakeholders in the community. We identified a number of people through contact with community organizations, business associations, residence associations, religious and social organizations, public institutions, and commercial enterprises located in or near the studio site. These organizations were identified during site visits, through internet research as well as by word of mouth recommendations.

Politicians and relevant government agencies were also contacted to better define community values and public interests for the site. We have two city council members represented within our area. Council President Anna Verna represents the area north of Lombard Street while Councilman Darrell Clarke represents the area south of Lombard Street. Our conversations with elected officials broadened our understanding of user values and stakeholders through their contact with constituents and political activists.

Social Use

Because this site is very large and also incorporates a lot of different projects that are currently going on within the city of Philadelphia, we spoke to a lot of different organizations. Some of these include the Avenue of the Arts, the Center City District, Saint Mark's Church, the Bethesda Project, the Philadelphia Tribune and businesses along South Street. In speaking to these stakeholders, we asked questions such as what they viewed as the biggest assets of the area, what the values are, why they located in the area, and how they would like to see the area grow in the future.

Identified User Values

From all of the information that the use group collected, we identified what we interpret as the four main user values that are extremely significant to our study area and therefore worthy of preservation for the future. These include: (1) the mix of uses, (2) the tertiary streets, (3) the adaptability of the buildings and (4) walkability.

Mix of Uses

Because our study area contains a large portion of Center City Philadelphia, we have a mix of commercial, residential and institutional uses along the streets. This mix contributes to the vibrant and active atmosphere within the area. Along Chestnut, Walnut and South Streets, as well as the strip along the 1500 block of Sansom Street, we have strong commercial activity. We also have institutions

like the elementary school on Lombard Street and Saint Mark's Church on Locust Street. Within our study area we have "cup and saucer" buildings, which are rowhouses in which the owner lives above the store on the first floor of the building. Although these buildings were more prevalent during the early part of the twentieth century, several of these unique buildings still remain and add character to the streetscape. Finally, we have residential areas within our site. Rowhouse-lined streets, mansions and apartment buildings all contribute to the streetscape.

Tertiary Streets

In speaking to local architect, David Traub, he stated that "Philadelphia is an intimate city. The intimacy comes by virtue of the small scale spaces that bring people into contact with one another." This sentiment captures one of the greatest values of our study area. Streets like Rodman, Chadwick, Latimer, and Waverly serve as urban retreats from the cars, noise and crowds of Center City Philadelphia and provide people with residential public spaces for human interaction at a pedestrian level. These tertiary streets also have historical significance in that they were the streets on which the working class who served the wealthier Philadelphians lived.

Social Use

Adaptability of Buildings

The third value the use group identified within the 15th - 17th Street corridor is the adaptability of the streets. Without the remarkable adaptability of the housing stock within our study area, most of the historical buildings would have already been demolished. From our census data we know that many of these rowhouses were rented by different families and then converted into rental apartments units. This adaptability to new and needed uses enabled the houses in the area to survive. Another housing type that adapted through the centuries is the residential hotel, with examples like the Drake and the Warwick. These significant high-rise buildings were built by 1920 to house people who chose to move outside the city but still required an urban apartment during the Philadelphia social season. Although these landmarked buildings are no longer used as residential hotels, they have been converted into apartment buildings or hotels to serve the needs of the residents and visitors. The adaptive reuse of the historical residential hotels was especially useful for increasing the population density of the neighborhoods without new construction.

Walkability

Finally, the ability to walk the streets is an essential user value to our study area. Many of the people who we spoke to mentioned this characteristic of the area. We came across a quote from the Philadelphia City Code and Home Rule Charter that expresses this sentiment very well. It states that "because Philadelphia's Center City is concentrated, is built on a grid system of streets, and is served by accessible public transit, it has become known for having a 'walkable downtown.' The retention of the ambiance of bright, attractive streets

and sidewalks is important to maintain this image and function."

Statement of Significance

After thoroughly researching the 15th - 17th Street corridor during the first half of the semester, the historic research group, the physical fabric group and the use identification group came together to analyze our findings and assess the significance of our study area. The following statement was a collaborative effort of the studio team to express what we feel are the most important aspects within our study area that are worthy of preservation:

Statement of Significance

Lying in the heart of Philadelphia, the blocks bordered by Chestnut to the north, Bainbridge to the south, Fifteenth to the east, and Seventeenth to the west, present a representative snapshot of the city. The section encompasses all the changes that have taken place within Philadelphia, and those that continue to affect the urban fabric to this day.

Most of this portion of Philadelphia lies within the original planned grid for the city, but was not among the first areas to be settled. Development came gradually to the area. A number of brickyards formed in the tract, providing a building material found extensively in Philadelphia. Irish immigrants had settled along the eastern edge of the Schuylkill River, and eventually moved into the district. As the city grew in the early nineteenth century, these early inhabitants purchased property and sold it to the developers and people moving in from previously inhabited areas east of Broad Street. These new interests predominately represented the upper classes. These first families of Philadelphia, with names like

Blight, Harrison, Drexel, and Bucknell, relocated to the western portions of the city to escape the lower classes that had encroached upon them. The elite constructed mansions to reflect their social and economic status, and this new construction replaced the previous bits and pieces of development that had already occurred at this point. As the wealthy developed along the upper portions of the area, working and lower classes followed along with their own expansion in the southern area, with particular emphasis on South Street. Commercial eventually followed, taking over Chestnut, Walnut, and South Streets. By the early twentieth century, the upper echelons had relocated to the streetcar suburbs, leaving the area open for redevelopment.

Firmly established by the nineteenth century, the sharp demarcation between the inhabitants of the area remains. While certain community anchors remain, such as the Royal Theatre on South Street, the population in the northern portion of the district is very different from the community expressed by South and Bainbridge Streets. This diversity is perhaps best represented by the retail available on Walnut and South Streets. While Walnut contains a number of national chains and expensive restaurants, the shops and dining on South serve a more local community.

Within these blocks, the architecture reflects the various social and economic influences occurring in Philadelphia. Within the framework of the traditional plotlines and narrow façade widths of the early stages of development, this section of Philadelphia has used this setting to create an area both rich and diverse. Extant as well as long gone buildings were shaped by the character of the neighborhood in

Statement of Significance

which they were constructed. The quintessential Philadelphia structure—the rowhouse—flourishes within the district. Predominately made of brick, the rowhouses are by no means uniform throughout the area, but mirrored the social standing of the owner. Therefore, one finds not only the elegant brownstones along Pine Street, but also smaller variations scattered along the back streets.

Remaining examples of historic architecture are of extreme value to the area, in particular such instances as the intact strings of rowhouses along Spruce Street and the trinities on the north side of Rodman Street. Along with the residential architecture found within these few blocks, extensive examples of notable commercial, religious, residential hotels, and other types of buildings occupying the area. The large scale commercial and office spaces that dominate the northern tier along Chestnut and Walnut Streets provide a marked comparison to the smaller scale mixed-use buildings along South Street. The varied character of this handful of blocks is fully represented by the architecture it contains. The diversity is not limited to the building types, but also can be found in the different building components, varying paving materials, and continuously changing streetscapes.

While the history and architecture function as substantial ingredients of the make-up of this strip of Philadelphia, the identity is often conveyed through the intangible aspects of the district. Although Philadelphia has grown rapidly, its system of primary, secondary, and tertiary streets have retained their walkability. In particular, the intimacy of streets such as Smedley and Latimer serve as retreats from the urban chaos. A sense of community is conveyed by some-

thing as simple as people sitting on stoops. This dynamic social heterogeneity is of extreme importance, especially in the southern sections of the site.

These few blocks readily represent the diversity and variety found in Philadelphia. Several national and local historic districts have already acknowledged the significance of this portion of the city, including a number of individually recognized buildings. Not only do the historical settlement patterns clearly influence current activities, but the architecture also reflects both past and modern conditions. As a representative sample of the larger city, this sector amply provides all the key components that represent a significant cross section of Philadelphia.

Recommendations

After we determined the values and significance within the 15th - 17th Street corridor, we needed to articulate a policy that would enable us to create a strategy for its protection. The goals and objectives we agreed upon are as follows:

- To protect the resources which contribute to the historic character of the area.
- To foster and encourage the preservation of those existing historic resources and their setting which are in good to excellent condition and exhibit good to excellent integrity.
- To foster and encourage the restoration and rehabilitation of those significant historic resources and/or settings which are in less than good condition or good integrity.
- · To foster and encourage appropriate new construction.
- To maintain existing pedestrian-friendly, low-scale streetscapes and promote future consciousness of the pedestrian experience within the city.
- To advocate policies and programs which encourage compatible and sustainable growth and use.
- To educate the community about the benefits of historic preservation and the built environment and to educate the public about how they can participate in preservation.
 These goals allowed the studio team to focus our research for the

second half of the semester. We explored five recommendation topics in-depth in order to achieve the above stated goals. These topics include creating historic districts and design guidelines, suggesting changes to existing policies, producing stronger financial incentives, improving the transportation systems, and empowering the community.

Historic Districts & Design Guidelines

Recommendations

Historic Districts

The studio recommends the creation of two local historic districts to help protect the historic resources found within the 15^{th} - 17^{th} Street corridor: the Center City West Local Historic District and the South Street Local Historic District. After gaining a better understanding of the corridor and attributing significance to specific locations, we discovered that there were distinct problems in the northern portion of the site by Chestnut and Walnut Street which did not exist in the southern portion by South Street. Because of the disparity between the two areas, we determined the best solution in regulating these two proposed districts was to develop guidelines that would address each area separately. In addition to creating guidelines for the buildings within our proposed historic districts, we also developed a set of general streetscape guidelines including suggestions for paving material, vegetation, signage, and lighting. (Please see *Appendix B* for a complete analysis of our streetscape suggestions.)

Center City West Local Historic District

Background Information

In 1987, Carol Beneson and Jefferson Moak of Killinger, Kise, Franks and Straw drafted a National Register nomination for the creation of a Center City West Commercial Historic District roughly bounded by Chestnut, Fifteenth, Walnut, Sansom and Twenty-first Streets. The proposed district was listed on the National Register in 1988. Unfortunately, however, listing on the National Register does not protect historic properties in private ownership from inappropriate alteration or demolition unless the proposed work

involves federal funds or requires a federal license. Even then, the owner must only *consider* the effects of the proposed work on the historic structure since owners are not bound to retain it. For example, the historic Chestnut/Walnut Street commercial corridor has experienced mixed development since the area was listed on the National Register in 1988. Small contextual buildings, such as those found on the 1600 block of Sansom Street, have been demolished. Other buildings, such as the Jackson-Moyer Building on the 1600 block of Chestnut Street, are being restored using the Federal Tax Incentive program for certified rehabilitations.

The studio recommends that this historic commercial corridor be designated as a local historic district for its historic, architectural, cultural and aesthetic contributions to the City of Philadelphia. The studio also recommends that the boundaries be extended to include the 1400 blocks of Chestnut and Walnut Streets since these blocks clearly contribute to the character and historical significance of the area. (Exhibit 15) Local designation will enable the growth of the historic commercial corridor to be managed more effectively by providing consistent guidance in rehabilitation, restoration, and redevelopment of the built environment. The Chestnut/Walnut Street corridor is historically and architecturally significant, warranting more protection for its physical fabric, streetscapes, and historic character than is currently provided by zoning codes and preservation laws.

The current condition of the area clearly demonstrates the evolution of Philadelphia's primary commercial corridor. In addition to the history of the area (please see the *History of the 15th-17th Street Corridor* section of this document), most of these buildings

Historic Districts

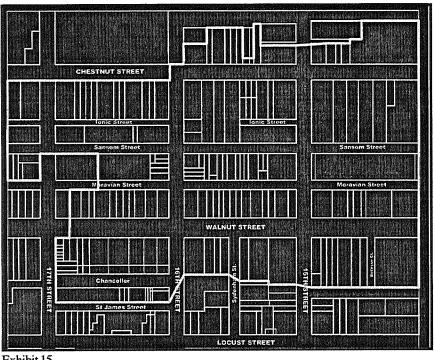


Exhibit 15

have retained their integrity in one of three ways. First, some buildings have retained their original architectural features and have a very high degree of integrity. Second, some buildings have lost their original architectural features because they have been modified, but these modifications have since attained their own historical significance. Third, some buildings have had their architectural features and elements covered up or lost at the storefront level but have retained them on their upper stories. These buildings are typically the oldest survivors in the area and potentially the most threatened because they

are underutilized. In addition, current zoning allows for the construction of buildings with a much greater floor-to-area ratio, tempting eager developers to demolish these existing buildings and build large skyscrapers on the land. Although many buildings have retained their historical integrity, some buildings have been altered beyond recognition or completely torn down and replaced with modern infill.

The implementation of a local historic district will increase the amount of protection and control of the built environment. Furthermore, it will help foster the revitalization of the area and ensure that all applications for renovation and new construction will be processed and reviewed by the local historic commission (according to the design guidelines that we have created). To date, Philadelphia does not have a commercial historic district, and the studio feels that this is a unique opportunity for the City to protect the historical and architectural character of the area and to foster its rehabilitation through managed development.

Design Guidelines

To foster the revitalization of the area, and to ensure that applications to alter inappropriate storefronts are processed efficiently, the studio created design guidelines for the Chestnut/Walnut Street corridor that hopefully could be drafted and codified into law. (Please see Appendix A for the Chestnut/Walnut Street Design Guidelines.) In assessing the Chestnut/Walnut Street corridor, three problems were identified including insensitive development, inappropriate alterations to facades, and vacant upper stories. These guidelines address all of these issues.

Historic Districts

In addition, if implemented, these guidelines would enable property owners who wish to expedite the permitting process and receive a staff level permit from the Historical Commission to base their storefront design on an appropriate, pre-determined model. The models should be based on historic precedent and be flexible enough to allow for individual expression. The studio recommends that the guidelines be codified into law after proper due process including public review and comment. Property owners who wish to install a storefront that does not meet the criteria established in the guidelines will need to get approval from the full Commission.

Obviously, because change is inevitable, modifications have

been made and many of the historic storefronts within the Chestnut/Walnut Street corridor were altered with modern design. At times, these modifications were inappropriate in that they did not respect the existing building. Inappropriate materials have been used and new entrances and windows designed which disrupt the proportion and scale of the building and interrupt the

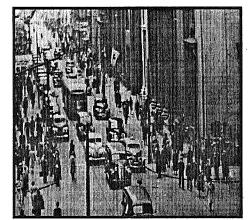


Exhibit 16

overall rhythm of the block. Fortunately, historic images of some buildings are available, allowing the rehabilitation of some facades that

were lost in the past. Such documentation will not be available for each building. In these cases we recommend that the inappropriate materials be replaced by a design that is sympathetic to the remainder of the building and other buildings on the street.

In addition to the restoration of the storefronts, lot width along Chestnut Street has influenced the design and scale of the street and therefore is an important element that should be preserved. Traditionally, the lots in Philadelphia were divided into narrow, deep sections. The shape of these lots influenced the physical form of the buildings. Many buildings throughout the city are taller than they are wide, including those in Exhibit 16 depicting a section of Chestnut Street.

This is an important point since many of the buildings that we classified as visually intrusive do not follow this pattern because they are wider rather than taller. Exhibits 17 and 18 show axonometic drawings that are an integrated analysis of the condition, integrity, and significance survey and depict the massing of an entire block of Chestnut Street. The drawing on the top is the current condition of the block while the drawing on the bottom is our proposal for the buildings that should be maintained or restored. We can see that the massing and volume of the block is inconsistent and that many of the historic lot widths have been altered. Our recommendation is that the traditional lot width be maintained. In cases where this is not possible we suggest that the building mass be divided into proportions that are compatible with the surrounding structures.

In order to maintain the existing vibrant atmosphere within the Chestnut/Walnut Street corridor, we recommend that pedestrian

Historic Districts

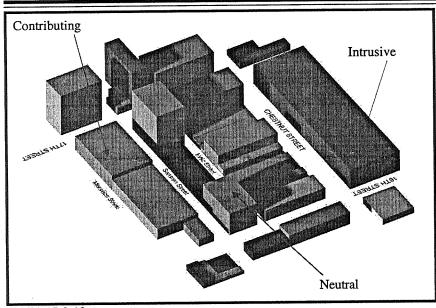
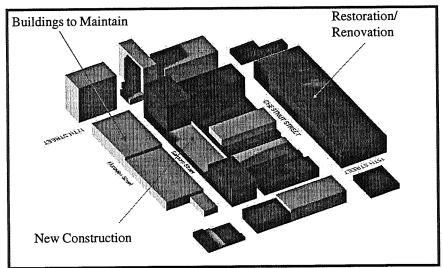


Exhibit 17 & 18



activity be encouraged by all new construction. The first floor of all new construction projects should maintain a human scale so that pedestrians can experience the street.

In addition, it is very important to maintain a pedestrian scale in areas where a parking garage will be introduced. Currently, Sansom Street is becoming a parking alley, especially since a row of historic buildings was recently demolished to make way for a parking garage. While it is true that the car has become our main mode of transportation, this section of Center City was never designed to accommodate the current volume of car traffic. We acknowledge that the construction of parking garages is inevitable however, we want to encourage design that is sympathetic to the surrounding historic structures. For example, Exhibit 19 shows a well-designed garage located at 20th and Walnut Streets, close to our corridor. This garage respects the overall volume of the block, the proportion and scale of

the building is comparable to surrounding structures, and the street level has a shop that is inviting to pedestrians. Our studio hopes that the garage that is supposed to be built between 16th and 17th Streets on Sansom will somehow relate to the AIA building nearby as well as the other surrounding buildings.

Exhibit 19



Historic Districts

Our general recommendation is that new parking garages be constructed underground and when this is not possible, we recommend only one curb cut per block be permitted for above grade parking. With the construction of the Regional Performing Arts Center (RPAC), the availability of parking has become one of the most important issues in Center City. Hopefully, many of these issues will be clarified by the parking survey currently underway by the Philadelphia City Planning Commission and a city wide parking plan will be implemented soon. A transportation study published by the Avenue of the Arts, Inc. indicated in the short term, adequate parking exists within the area. In addition, a new garage is planned at 15th and Spruce Streets to service the Center, which will open in the next year.

South Street Local Historic District

Background Information

In addition to the Center City West Commercial District, the studio recommends the designation of a South Street Local Historic District as well. In the interest of creating a district that is contiguous, it is our recommendation that the boundaries for the west South Street Historic District be comprised of the north side of the 1700 block of South Street and the north and south sides of the 1600, 1500 and 1400 blocks of South Street. (Exhibit 20) It could be possible to extend these boundaries both eastward and westward, but there are physical intrusions that do not contribute in scale, design and use to the corridor, such as the Graduate Hospital on the south side of the

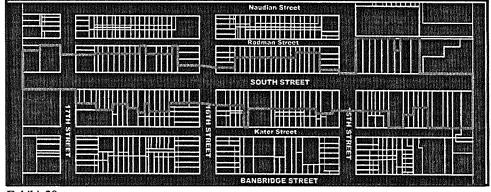


Exhibit 20

1700 block of South Street.

Historically, the small businesses located on the first floors of the "cup and saucer" buildings on west South Street serviced the needs for the residents of Center City and South Philadelphia and included such stores as butcher shops, dining rooms, bakeries, tailors, barbershops, and poultry shops. These shops were run by individual owners that typically were not of the upper social and financial classes found in adjacent areas of the city. During the middle of the twentieth century, South Street experienced a huge infusion of residents varying in ethnic group and race unparalleled in Philadelphia's history. The people were unified by economic standing rather than by a common religion, ethnicity, or race. (Please see the *History of the 15th-17th Street Corridor* section of this document.)

The South Street corridor has remained consistent in scale and use as a streetscape comprised of commercial properties accessible to entrepreneurs with moderate capital means. These spaces

Historic Districts

have continued to house small retail shops, professional office spaces, and trade shops. Currently, however, the South Street corridor is in a precarious state. The corridor has lost much of its integrity due in part to the demolition of individual buildings that were once a part of integrated rows, which has detracted from the unity of the built fabric. This demolition has lead to some of the vacant lots being paved and turned into parking lots while some lots are left vacant. In addition to the incompatible profusion of parking and vacant lots, some of the structures have suffered prolonged periods of neglect causing a marked negative effect on the streetscape.

Fortunately, the outlook for the South Street corridor is improving. The Royal Theatre, which covers almost half of the south side of the 1500 block of South Street, was recently purchased by Universal Community Homes. This theater, built with the intention of providing entertainment to the African American community in the surrounding area, is a symbol of the African American history on South Street. The theater's architectural significance and historical use have warranted its listing on the local register of historical structures. After years of neglect, the integrity and the future of the structure were protected when the former owner, the Preservation Alliance for Greater Philadelphia, stipulated two conditions of sale for the theater. First, the building had to be rehabilitated. Second, the theater's façade had to be protected from alteration by an easement. Universal Community Homes, agreeing to the terms of the sale, bought the building earlier this year. As a result, a new momentum for positive change has been created in the corridor.

With change however, also comes the threat of developers

who may not be interested in protecting the existing fabric that tells the story of the development of small-scale entrepreneurship. Because of the vacant buildings and underutilized lots, many areas could be used for the construction of incompatible new structures. The plan for this proposed historic district includes recommendations for appropriate compatible designs for new construction and alterations in order to maintain the historic scale and use of the streetscape.

Design Guidelines

When compared to the Chestnut/Walnut Street corridor, the South Street corridor has a different quality to its architecture. The predominant structures are three-story brick rowhouses with wood windows and trim, cast-iron storefronts, and wooden or pressed metal details. Most of these rowhouses are two bays wide in their upper stories. All of these character defining historic features should be preserved.

While the Chestnut/Walnut Street corridor suffers from insensitive development, inappropriate alterations to building facades, and vacant upper stories, the problems identified along South Street and the surrounding area include vacant lots, abandoned buildings, and inappropriate treatments to storefronts. Similar to our recommendation for Chestnut Street, we propose to replace any intrusive storefronts with a design based either on historic documentation, if any exists, or to create a new entry based upon the proportion and scale of existing structures. In addition to maintaining the architectural integrity, we want to encourage a mix of use in the South Street corridor, as this enhances the streetscape. For example, the mix of

Historic Districts

commercial and residential activity enlivens the street and adds to its character. We want to maintain and encourage this diversity, both socially and through the architecture.

In order to address the large number of vacant lots and abandoned buildings that are an eyesore in the streetscape, we created a set of design guidelines for new construction within the corridor. New construction should maintain the mixed-use character of the neighborhood and be of the same scale established by the rowhouses. As shown in Exhibit 21, the infill construction we are suggesting maintains the cornice line and pattern of fenestration established by the existing structures. Most importantly, however, the primary goal should be to develop this land in a manner compatible to existing historic structures and preserve the vibrant streetscape. Hopefully, the abandoned buildings can be reoccupied and a maintenance schedule instituted to ensure their survival. Routine maintenance will protect the buildings from future problems. Architectural elements that need to be repaired or replaced should be based on careful historic documentation. Without accurate documentation, restoration on a large scale may be inaccurate and misleading. The creation of a false historic image should be avoided and in cases where no documentation exists, sympathetic buildings should be constructed.

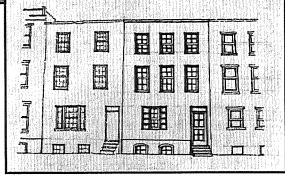
In addition to abandoned structures, many of the corner lots in the South Street area are vacant or not well defined, thereby weakening the cohesiveness of the area. The corners should be developed in such a manner that is compatible with the overall streetscape. If it is deemed necessary through the City Planning

Commission's city wide parking survey, we propose parking structures for three corner lots which have an element on the street level that encourages pedestrian activity. Exhibit 22 shows axonometic drawings, illustrating the massing of an entire block along South Street, that are an integrated analysis of the condition, integrity, and significance survey we conducted. We found certain buildings in bad



condition with high integrity that need to be restored. These drawings show a cohesive volume and mass of the block and we feel this should be maintained. New

Exhibit 21

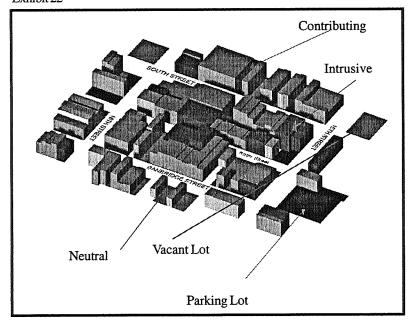


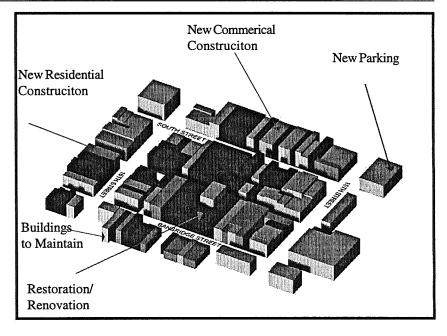
buildings should also maintain the cornice line and the pattern of fenestration established by existing structures, as these are important elements that define the character of the streetscape.

Historic Districts

Perhaps the best way to explain these streetscape guidelines is through an example. In order to understand how to implement these guidelines, we studied Latimer Street in depth. (Exhibits 23 and 24) Latimer Street is a secondary street located between Locust and Spruce Streets. Latimer exhibits very different characteristics from one block to another. Between 15th and 16th Streets, Latimer is an unattractive service street with parking garages, large dumpsters, and a tall high-rise building, creating an uninviting space for pedestrians. The atmosphere of the street quickly changes between 16th and 17th Streets as there are trees and brick rowhouses, which create a human scale. This block of Latimer is a pleasant experience as car traffic is limited by the narrowness of the street. Our task was to develop

Exhibit 22



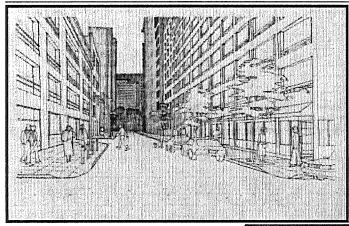


plans that would reconnect these two sections of Latimer. Our solution proposes adding shops and offices at the street level that would enhance the pedestrian experience. We also are suggesting the introduction of vegetation to soften the high-rise and create a human scale.

Main Street Program

An historic district alone will not answer the needs of South Street. Various options for the western section of the corridor have been explored. The best type of intervention for this site would be the creation of an historic district in conjunction with implementing the

Historic Districts



Exhibits 23 & 24

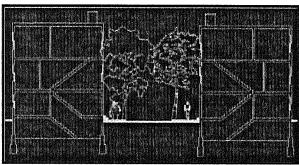
Commonwealth of Pennsylvania's Main Street program. The corridor would receive local protection for its many historically significant structures that have retained their integrity over time while benefiting from the Main Street initiative to revitalize urban commercial corridors.

Two specific values identified in this corridor are the owneroccupied buildings and the small businesses run out of the primary

businesses run out of the primary floors contributing to the activity on the streetscape. The Main Street program promotes the perpetuation of these values by advocating gradual improvements that will not cause sudden increases in property values that often make it impossible for small business owners to







afford rents. The Main Street program offers a means by which the current residents vested in this corridor could take an active role in improving the conditions of their environment through conservative unified rehabilitation. Because the South Street corridor is a valuable asset to the city as a whole rather than as individual resources, it is important that a revitalization strategy is developed that the community within the corridor supports. (Please see the *To Empower the Community* section of this document for a more detailed description of the Main Street Program.)

Historic Districts

Summary

The recommendation of historic districts and the creation of design guidelines are intended to protect and preserve those qualities we found to be of value in the $15^{th}-17^{th}$ corridor. The homogeneous nature of the structures along South Street give the area a human scale while the diverse and varied buildings in the northern portion of the site enrich the vibrant urban experience of Philadelphians and tourists alike. The mix of primary, secondary, and tertiary streets along with the diversity of the physical fabric throughout the corridor is an important asset to the City and these historic districts and design guidelines are tools that will ensure its survival.



Suggested Changes to Policy & New Policies

Because the studio team believes that the current preservation laws and zoning codes do not specifically address important issues affecting the 15th-17th Street corridor, the following contains some suggestions for revision to the laws. Unlike the historic district and design guideline proposals, these suggestions pertain to the entire study area, and in some cases the entire City of Philadelphia. While these recommended changes will most likely not be implemented, studying the current laws enabled us to fully understand the restrictions inherent to our study area because of existing legislation and what we need to do in the future to stop these limitations.

Preservation Legislation

The National Historic Preservation Act of 1966 (NHPA), as amended, established the National Register of Historic Places, the National Historic Landmarks program, criteria for designation, and the nomination processes. NHPA also mandates that each state appoint a historic preservation officer to administer the state's historic preservation program. Our State Historic Preservation Officer is Dr. Brent D. Glass, and his office is in Harrisburg.

The Act also enables the State Historic Preservation Officer to certify local governments to carry out the purposes of the Act and to receive federal funds. The Certified Local Government program enables local governments to enforce appropriate state or local legislation for the designation and protection of historic properties, to establish historic preservation review commissions by state or local legislation, to maintain a local register of historic resources, and to participate in the National Register Nomination Process.

The U.S. Constitution (though the 10th Amendment) leaves most regulation of private property to the states, and the states delegate this power to local governments. Therefore, meaningful protection of historic resources occurs primarily at the local level. Philadelphia is Pennsylvania's only city classified by the Commonwealth to be "of the First Class." Unlike other municipalities that may only legislate after the state explicitly delegates authority to them through enabling legislation, cities of the first class can administer their governmental affairs unless otherwise prohibited by state law.

Philadelphia's Historical Commission was created in 1955 under the city planning powers of its Home Rule Charter. (Article IX of Pennsylvania Constitution, 1922) This ordinance established an advisory Commission for the protection of individual historic resources and gave the Commission the authority to postpone the alteration or demolition of historic properties. In 1984, the Ordinance was repealed and rewritten to establish a compulsory Commission with the authority to act upon alteration and demolition permits and to enable the Commission to designate historic districts. These amendments were made so Philadelphia could meet the minimum requirements established by the NHPA for Certified Local Governments. The Commission includes eleven appointed Commissioners and standing committees for historic designation, architectural review, and financial hardship. The Commission also has a five person staff of professionals with practical and/or academic experience in historic preservation. The staff is responsible for verifying the completeness of permit applications and approving certain applications that do not require the approval of the full Commission.

Suggested Changes to Policy & New Policies

The studio has carefully assessed Philadelphia's historic preservation ordinance and discussed its performance record for our studio site and the city as a whole with staff of the Commission. Although the Ordinance and the Commission's rules and regulations are generally effective as a conceptual framework and tool for protecting Philadelphia's designated historic resources, the studio felt that the document had some deficiencies that should be addressed. Preservation ordinances from Miami, New Orleans and Vieux Carre Historic District, San Francisco, New York and Boston were reviewed to ascertain if other municipalities were better able to address the deficiencies that the studio identified.

In an effort to better protect Philadelphia's locally designated historic resources, the studio has decided to recommend a number of changes to the existing Ordinance. They include enabling the City of Philadelphia to designate historic interiors, to set a minimum age requirement for its eligible resources, to regulate new construction in historic districts, and to better protect its historic resources from demolition by neglect. A second set of recommendations focuses on the adjudicative responsibilities of the members of the Historical Commission. The studio recommends that the ordinance be revised to ensure consistency in decision-making and to protect itself from arbitrary and capricious claims through revisions and clarifications to its "necessary in the public interest" clause and changes to the mandatory appointees to the Historical Commission.

Historic Interiors

Although the current ordinance does not explicitly enable the

Commission to designate historic interiors, the Commission has attempted to protect interior features in two ways. The first was a failed attempt to designate the interior features of the Boyd Theater, and the second is to designate and regulate interior features as historic objects, such as the Dream Garden mural in the lobby of the Curtis Institute building in Philadelphia. An historic object is defined as a material thing of functional, aesthetic, cultural, historic or scientific value that may be, by nature or design, movable yet related to a specific setting or environment. In the first instance, the Commission was ultimately unsuccessful and their designation was rescinded. In the second instance, the Commission is still involved in a drawn out legal battle for denying a permit application to remove the Dream Garden mural from its related setting.

The studio recommends that the Historical Commission conduct a citywide survey of historic interiors which are customarily open or accessible to the public, or to which the public is customarily invited, and which are important to the history, education, culture, traditions, and aesthetics of the City. Interiors utilized as places of religious worship shall not be included in this survey nor shall they be designated as historic. If the Commission determines that there are interiors that are important to the history, education, culture, traditions and aesthetics of the City, the ordinance shall be amended to allow the Commission to designate publicly accessible historic interiors.

Minimum Age Requirement

The studio recommends the establishment of a minimum age requirement for eligible properties. Currently, the designation criteria

Suggested Changes to Policy & New Policies

of the Philadelphia Ordinance sets no age limit. The studio selected fifty years to be the age criteria to conform to the standards established by the Federal Government for listing on the National Register. Properties that have achieved significance within the last fifty years shall be eligible for designation by the Commission if they are of exceptional importance to the City, Commonwealth or Nation. (Also listed as a criteria established by the Federal Government for listing on the National Register.)

New Construction

To better manage the development of new buildings in historic districts, the studio recommends that the Ordinance be amended to enable the Commission to review and act upon applications for permits to construct buildings, structures, or objects within historic districts if the applications are for projects that will be financed by City funding or that will utilize the City's tax incentive programs. This would enable the City to better regulate the character of infill construction in historic districts.

Demolition by Neglect

The studio has investigated the primary causes for the demolition of historic buildings, and found that the majority of demolished historic buildings were considered to be "Imminent Dangers" to the safety, health and welfare of the people of Philadelphia. The inclusion of a "demolition by neglect" clause in the ordinance is a safety measure that would enable the Department of Licenses and Inspection and the Commission to identify threatened buildings that have not yet

reached the point of imminent danger and force negligent property owners to address specific concerns to correct the situation.

The studio recommends that the Ordinance contain more explicit language regarding "demolition by neglect," including a clear definition of the term and procedures to follow for the Commission's notice, hearing, and enforcement of the "demolition by neglect" clause. If the property owner claims financial hardship, the Commission will ask the owner to submit the required financial materials (as stated in Section 7 (f) (.1)-(.7) of the Ordinance) and consider its weight in the same manner that it would consider an application for a demolition permit. In proven financial hardship cases, and when possible, the Commission will assist the property owner to find funds to stabilize the property in question.

"Necessary in the Public Interest"

Although the majority of the Commission's decisions are based on the criteria established by precedent, its Ordinance, and its Rules and Regulations, recent decisions on "Applications for Approvals in Concept" have demonstrated that the Commission is willing to permit the demolition of significant and contributing historic buildings, if the applicants for the proposed new construction are able to prove that it is "necessary in the public interest." Necessary in the public interest has been interpreted to mean that the proposed new project may generate increased tax dollars for the City.

The studio recommends that the Ordinance be amended to include a clause mandating that the "Commission shall clearly define

Suggested Changes to Policy & New Policies

the public interest served in 'necessary in the public interest' decisions." Furthermore, the studio also recommends that the ordinance include a notification clause stipulating that "Within one day of its decision to grant a permit for a project that is "necessary in the public interest," the Commission shall post a notice of its reasons for granting such a permit on each street frontage of the premises with which the application is concerned so that it is clearly visible to the public." The studio also recommends that prior to granting a permit for a project that is necessary in the public interest for a demolition permit, the Commission shall ask the applicant to investigate alternative sites or solutions that may better protect the historic resource.

Mandatory Appointees to the Historical Commission

Presently, the City of Philadelphia is only required to appoint one architect, one architectural historian and one historian to the eleven-person Historical Commission. The studio recommends that the mandatory appointees of the Historical Commission be changed to include more professionals knowledgeable about the principles and practical applications of historic preservation, including a land use attorney.

Appropriations

In order for the Historical Commission to effectively carry out its duties, the Commission must be able to hire more qualified staff. The current staff size (5 full time employees) and budget (approximately \$290,000) are insufficient for the Commission staff to equitably perform its duties. Since the Commission does not have staff to

devote to the research and writing of nominations for listing on the local register, individual communities are responsible for hiring consultants to research and draft nominations to the local register. Therefore, the Commission is not able to prioritize designations based on merit or threat alone. Rather it must select its historic buildings, structures, sites, objects and districts from a limited pool of communities that are able to afford to hire consultants.

As the Commission designates more properties as historic (especially historic districts), the demand on its staff to review and process permits and to educate the public about the benefits and responsibilities of historic preservation will inevitably increase. Increased appropriations and increased staff are required to meet this demand.

Philadelphia Zoning Code

What is Zoning?

Zoning is used to regulate the development of private land in order to protect the health, safety, morals, and general welfare of the public (Morris, Stephen A. 1989. Zoning and historic preservation. Updated by Susan L. Henry Renaud 1998. Cultural Resources Partnership Notes. Heritage Preservation Services of the National Park Service.). It is important to note that zoning typically does not impose requirements upon existing structures or uses, but instead sets requirements upon the future development and use of structures. Among others, zoning regulations impose the following general requirements in order to protect the public interest:

Suggested Changes to Policy & New Policies

- 1. Allowable uses of a site. Zoning regulations delineate which uses are and are not allowable within a defined area.
- 2. A structure's volume. Zoning requirements define the permissible volume of a structure. Zoning regulations typically control a structure's volume by imposing requirements on a structure's height and width, often in conjunction with other requirements.
- 3. A structure's location on a lot. Zoning regulations sometimes have specific requirements on where the structure may be located on a lot. Often the location of the structure is defined by setback regulations found in the code.

A letter followed by a number typically delineates different zones within a municipality (e.g., C-5 and R-10) The letter indicates allowable uses such as C for commercial and R for residential. The number indicates the density of allowable development, with higher numbers generally denoting greater densities.

Zoning in our Site

As shown in Exhibit 25, our site contains 11 separately zoned areas. Five of these zones are dedicated to commercial use, and are for the most part found along Chestnut, Walnut, Broad, and South Streets. Four zones are defined as residential areas, and within this zoning use classification, we found two distinct types of residential uses. First, we see the two-to-four story row homes along streets such as Pine, Lombard, and Bainbridge Streets and secondly we find the high-rise residential buildings which are common along Spruce Street. There are also two pockets of residential-commercial zoning

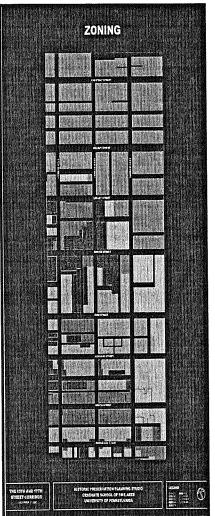


Exhibit 25

centered around Locust Street.

The studio chose the three classifications with the largest percentages of land area to study in depth. These areas are the C-5 Commercial zone along Chestnut and Walnut Streets, the R-10 Residential along Pine, Lombard, and Bainbridge Streets, and the C-2 Commercial zone along South Street. After selecting the areas to study, the studio next had to decide which of the previously identified values it was seeking to protect through zoning. The studio chose to investigate existing requirements for use, building width, lot area, building height, setback, and active space. Although not specifically a value, the studio recognizes that the protection of many of our values is directly related to how zoning regulates off-street parking in our study area. Therefore, the zoning regulations were also reviewed to see where existing off-street parking requirements conflicted with the studio's goals and objectives.

Suggested Changes to Policy & New Policies

Overview of Results

The studio's research shows that the Chestnut/Walnut Street corridor are very well protected, while the area below Walnut Street is not well protected at all. The Chestnut/Walnut Street corridor has numerous preservation-related controls in place. These controls include:

- 1. Only appropriate central business district uses are permitted. Inappropriate uses such as auto repair stations and drive-thru restaurants are explicitly prohibited.
- 2. Maximum building width requirements are in place. The "tall and narrow" feature of Philadelphia's build ings is maintained by requiring new construction to be no wider than 100 feet for buildings on corners and no wider than 60 feet for buildings in all other locations.
- 3. Minimum and maximum cornice height require ments are imposed. Cornice heights are required to be at least 35 feet and shall be no greater than 50 feet tall. (The height requirement is placed upon the cornice, not the overall height of the building. The buildings are allowed to be significantly higher than 50 feet provided that the additional height is within a 45° recession plane. See Exhibit 26 for a general depiction of the zoning envelope for buildings fronting along Chestnut and Walnut streets. The 45° recession plane along the north side of Walnut street is not in the base C-5 zoning, but is imposed by the requirements of the Center City Com

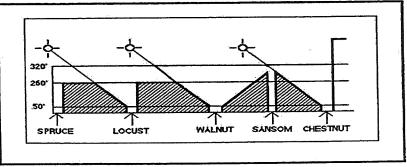


Exhibit 26

mercial District zoning overlay.) These height regulations help to maintain the "tall and narrow" characteristic of Philadelphia's buildings while ensuring that new development does not dwarf the existing historical structures.

- **4.** Building setback from the street line is explicitly prohibited. The traditional development pattern of not setting the structure's volume back from the street line is required to be respected.
- 5. 80% of the frontage along Chestnut and Walnut streets is required to be active space. Active space helps to maintain a lively streetscape and can be satisfied by such uses as retail sales stores, restaurants, lobbies, and places of worship.

Suggested Changes to Policy & New Policies

Specific Recommendations

Use

Presently, incompatible uses such as drive-thru restaurants and auto repair shops are permitted uses (when a special use permit is obtained) in the South Street area. The studio feels that the introduction of either of these uses to the South Street area (see Exhibit 27) will have a profound negative impact on the historical identity of the area and it is therefore recommended that the above-mentioned and

other similar carrelated uses be disallowed from South Street.

Building Width

There are currently no maximum building width requirements for structures erected below Walnut

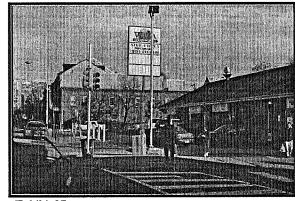


Exhibit 27

Street. In the opinion of the studio, the "tall and narrow" characteristic of most structures in our site is of significant historical value and that the construction of "low and wide" buildings (see Exhibit 28) has a negative impact on the historic identity of the study area. Therefore, the studio recommends that new construction restrict widths to no greater than 60 feet at corners and 20 feet in all other locations.



Exhibit 28

Maximum width recommendations are based upon existing lot widths as derived from data found in University of Pennsylvania's Cartographic Modeling Lab Neighborhood Information System.

Lot Area

In residential districts, the minimum required lot size for new construction is set at 1440 square feet. Examining existing and historical lot sizes, the studio found that rowhouses are typically located on lots from 750 to 2000 square feet, with many lots less than 1100 square feet in size. The studio also investigated lot sizes for the trinity building type and found that trinities are typically constructed on lot sizes of about 500 square feet. Because the existing lot size requirements promote new development, which is out-of-scale with that found historically in the area, the studio recommends that this requirement be eliminated from the zoning code.

Building Height

For properties located below Walnut Street, there are no minimum height requirements, and building heights up to 60 feet are permitted. (Buildings over 35 feet in height are only permitted if they are non-residential and if they setback one foot from all lot lines for

Suggested Changes to Policy & New Policies

each foot of additional height above 35 feet.) As can be seen in Exhibit 29, contiguous development at extremely different heights leads to confusion as to the identity of an area. Its continued allowance could have a significantly detrimental impact on the historical identity of our area. The studio therefore recommends that the following height requirements be enacted: for buildings fronting along South and Bainbridge Streets, a two-story minimum and a three-story maximum. For buildings fronting along Lombard and Pine streets, a three-story minimum with a four-story maximum. Building height recom-



Exhibit 29

mendations are based upon existing building heights as derived from data found in University of Pennsylvania's Cartographic Modeling Lab *Neighborhood Information System*.

<u>Setback</u>

Almost all buildings in our study area have historically been constructed with no setback from the street line. The current zoning does not prohibit building at the street line, but it also does not require it. The studio considers this characteristic to be significant in defining the historic identity of our study area and therefore recommends that all new construction be required to be erected at the street line.

Parking

For properties located below Walnut Street, the zoning code permits property owners to acquire adjacent land and use it as a parking lot. In residential areas, homeowners can use these parking

lots for their driveway (as shown in Exhibit 30), while owners of commercial property can provide parking space for customers. In the studio's opinion, this practice promotes the destruction of historic buildings and impacts negatively on both the area's historic identity and walkability. The studio

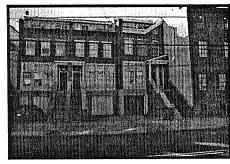


Exhibit 30

therefore recommends that this provision be disallowed for properties in the study site.

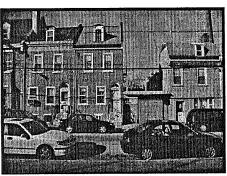


Exhibit 31

Zoning regulations also permit parking in front of residences and businesses. As can be seen in Exhibit 31, not only does the allowance of parking in front of the building clearly detract from the historic identity of the area, but the walkability of the area is significantly impacted, especially when

Suggested Changes to Policy & New Policies

residents park their cars across the sidewalks. The elimination of the setback allowance as previously mentioned will have the secondary benefit of not allowing enough room to develop parking spaces in front of the structures.

Current zoning rules dictate that new construction shall provide parking on site. (The only time an exception may be granted is when new infill construction is completely surrounded by existing attached dwellings (i.e., the only access to the garage would be through the front) and those existing attached dwellings do not provide on-site parking.) Many developers and owners typically satisfy

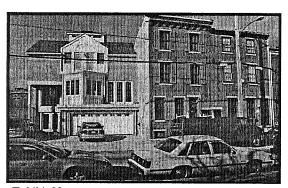


Exhibit 32

this requirement by creating a first floor garage (see Exhibit 32). This practice promotes the destruction of portions of historic buildings and impacts negatively on both the area's historic identity and walkability. The studio therefore

recommends that first floor residential parking garages be prohibited along Pine, Lombard, South, and Bainbridge Streets.

Zoning regulations permit the construction of parking garages within the South Street commercial area when a special permit is

obtained. The studio recognizes that parking is an important and necessary aspect of the development of this area, and believes that parking garages are an acceptable and even desired solution in some instances. The studio has two specific concerns with the erection of parking garages in the South Street area. First, the Historic Commission should have authority over any parking garage façade to be constructed within the study area (this provision should also apply to the Chestnut/Walnut Street corridor as well). This requirement would ensure that the design of the façade considers and respects the historic identity of the area. Secondly, parking garages may presently be constructed with no retail space at the ground floor level. This

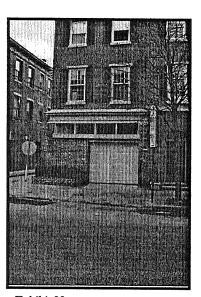


Exhibit 33

lack of a retail space requirement allows the construction of large expanses of blank and uninviting pedestrian spaces that ultimately have a negative effect upon the walkability of the area (see Exhibit 33). The studio recommends that first floor retail space requirements be imposed on the construction of new garages.

Active Space

Consistent with the above recommendation that construction of new parking garages should be required to have first floor retail space, the studio feels that the

Suggested Changes to Policy & New Policies

present lack of any active space requirement along South Street could potentially contribute to the creation of uninviting and monotonous streetscapes which would likely have a profound impact on the walkability and historic identity of the area. The studio recommends that 80% of the frontage along South Street be required to be active space.

Implementation of Recommendations

The above recommendations could be implemented in a number of ways. The studio recommends the use of area-specific historic preservation overlays as the most efficient means of codifying our recommendations. The recommended changes generally break down into the C-2, C-5 and R-10 zones studied. While the existing zoning could simply be modified to incorporate these requirements, a significant problem arises because these zoning classifications are used in other areas of the city - areas where the introduction of the aforementioned requirements may not be appropriate or even desired. The overlays would introduce specific, additional, preservation-related requirements to a predefined area (e.g., the recommendations above applicable to South Street could be implemented as one overlay centered on South Street). In order to ensure that the preservationrelated regulations are superior to the requirements found in the base zoning, the overlay requirements should clearly state that the preservation zoning overlay requirements take precedence in case of conflict.

Philadelphia Building Code

The studio team identified the section of the *Philadelphia Building Code* concerning Historic Structures as necessitating revision and expansion. The current code has only a discretionary paragraph addressing the compliance of the historic structures to the *Philadelphia Building Code*.

Section B-3406.0 Historic Structures

B-3406.1 Compliance:

The provisions of this code relating to the construction, repair, alteration, addition, restoration and movement of structures shall not be mandatory for existing buildings and structures identified and classified by the Philadelphia Historical Commission as historic buildings where such buildings are judged by the code official to be safe and in the interest of public health, safety and welfare regarding any proposed construction, alteration, repair, addition and relocation.

Other states and municipalities have taken the effort to develop a sub code addressing special standards to be applied to the structural integrity of historical buildings. California, New Jersey and Massachusetts have enacted standards for historic structures that have been consulted for this studio's purposes. It is our recommendation that certain aspects from these existing codes be utilized in the revision of Philadelphia's own code along with a comprehensive study of prevalent historical building types found in Philadelphia and their specific structural challenges and failings.

Suggested Changes to Policy & New Policies

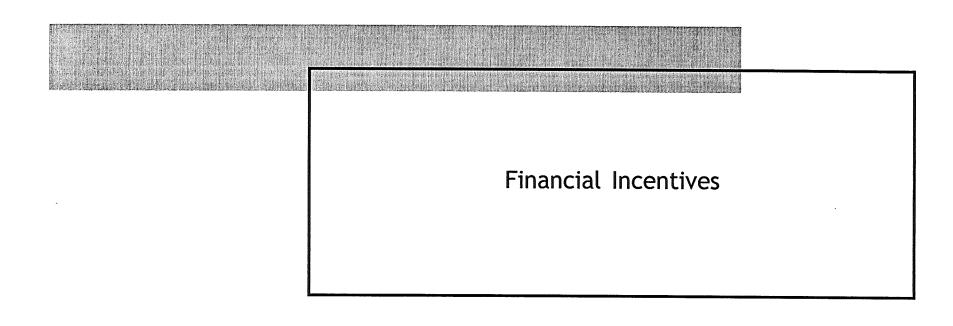
In accordance with the sub chapter B-3406.1 regarding historic structure compliance, historic structures are not required to conform to the standards of the code providing they are deemed safe by a building code official. The building code official conducting the assessment is not required to have any special training in historic structure engineering. There is a standardized survey of safety that the building code official is responsible for using in the assessment of historic structures, but strict compliance is not mandated. Instead, a system of compromises and variances tends to be the accepted practice. The standardized survey is very complicated and subject to interpretation as well as an inefficient measure of a historic structure's performance relative to safety and conformance.

The *Philadelphia Building Code* currently requires historic structures to be subject to review by a building code official from the Department of Licenses and Inspections when substantial structural change or a change in use is proposed. The review takes into account the current performance and the altered performance of the structure and requires it to be equivalent to the performance of new construction. The *Massachusetts State Building Code* in Chapter 34, 780 CMR 34, makes a provision that a historic structure's current performance be determined and used at the required level of performance for alterations, additions, restoration, and rehabilitation. This type of provision allows for compatible additions and changes that are sympathetic to the existing structure, while also providing some protection for existing fabric which otherwise may have necessitated removal with a new addition.

Philadelphia has a substantial number of historic structures.

These structures require special attention within the building code in order to protect their integrity but also to ensure that maintenance is financially and physically feasible. A comprehensive approach like that found in the "New Jersey Rehabilitation Sub code" appears to be the best model to consult to answer Philadelphia's needs. It clearly delineates the three types of changes that can occur to a historic structure; rehabilitation, change in use, and addition, and addresses each one with standards and regulations. This type of thoroughness should be a goal that the *Philadelphia Building Code* tries to achieve in regards to historic structures.

This is only a superficial investigation into the *Philadelphia Building Code* as it addresses historical structures. The code is complex in its approach to addressing historic structures and needs clarification that can only be achieved with a complete study of its intricacies. We recommend that a full scale study be conducted that looks at examples of how the existing code has affected the treatment of historic structures in Philadelphia in order to comprehend how the city's code can be revised to enable safe and compatible changes to historic structures.



Financial Incentives

As an integral part of this year's studio, we attempted to understand some of the socio-economic pressures that bear, or will bear, on our study area. Through analysis of the real estate and economic trends over the last ten years, we realized a fundamental but often overlooked aspect of historic preservation: which is that properties are commodities with a variable value. In response to our findings, we studied an array of financial incentives for the repair and appropriate rehabilitation of older buildings that can be applied to the 15th - 17th Street corridor.

The Enabling Environment

Economics - Income Patterns for Residents

1990 U.S. census data figures for median family income reveal a great disparity of wealth within our study area. Exhibit 34 depicts resident's income patterns by census tract and block group. It is apparent that the wealthier residents live in the middle and northernmost sections of the study area and poorer residents inhabit the neighborhood south of South Street. The median family income for Philadelphia County is \$30,140. Median family incomes in the study area range from as high as \$96,760 to as low as \$4,999 a year. Table 1 in *Appendix D* summarizes the census data for median family income, households with public assistance, percent of population with public assistance, and percentage of the population with poverty status. Taking all of these figures into consideration, we can see that residents in the southern portion of our study area do not have adequate financial resources available to rehabilitate or maintain their homes.

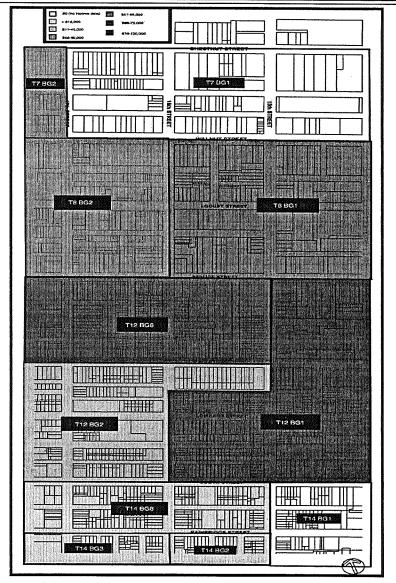


Exhibit 34

Financial Incentives

Economics - Real Estate Trends

In order to understand some of the pressures that bear, or will come to bear, on the corridor, we undertook an analysis of real estate trends over the last ten years. In this way, we hoped to understand a fundamental but often overlooked reality of historic preservation: that historic properties are, first and foremost, commodities with a variable value. If this were not the case, development pressure, on the one hand, and neglect, on the other, would not threaten the survival of older buildings and neighborhoods. Among the factors we analyzed were median income, variation in property values, and price and occurrence of home sales. With the benefit of research into Center City real estate already conducted at the Wharton School's GIS Lab, we were able to make some interesting observations. In combination with interviews and outreach work done by the use identification group earlier in the semester, we were able to delineate some trends, characteristics and possible warning signs. These include:

- A pronounced difference in property values between areas. Property values north of South Street are much higher than those to the south. As we discovered in our research phase, there are historical reasons for this. South Street has always been a socio-economic dividing line and that does not seem to have changed in the past decade.
- High and rising property values in the central sector of the corridor are having a spillover effect on the southern sector: proximity to Center City means that property values in this area are coming into line with those in the north. Now that Philadelphia is finally feeling the effects of the general trend

- over the past decade toward an increase in real estate values, properties on South, Pine, and Bainbridge Streets are becoming valuable.
- As development pressures increase, the southern sector could see the demolition of older building stock. Concomitant with the previous observation, we should expect that the corridor's southern sector will become an outlet for commercial expansion and residential flight as property values force out some tenants. This pressure could be exacerbated by the absence of historic districting and standards for in-fill.
- The northern sector is also subject to development pressure as Center City office space becomes more valuable and tourism increases. Parking demands and new construction are increasing the likelihood of demolition of older buildings not protected by historic districting. Especially noteworthy is the pressure from the Regional Performing Arts Center and the Avenue of the Arts on the largely absentee-owned residential buildings in the eastern part of the corridor.

An observable relationship between districting and retention of historic fabric on one hand and desirability and steady property values on the other is evident in the area. As with other cities around the country, property values in nearby undistracted areas do not appreciate as steadily, and historic fabric in those areas seems to be lost more readily.

The absence of residential space in the commercial areas of Chestnut to Walnut Streets highlights the potential for residential development in older buildings. This could be an opportunity for the

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reuse of upper floors of older commercial buildings. Conversely, if left empty, these buildings could bolster arguments in favor of demolition and development.

Recommended Strategies

The City of Philadelphia does not currently offer any financial incentives that promote historic preservation (See *Appendix D* for Financial Incentives for Historic Preservation). The newly created real estate tax abatement program targets the rehabilitation of residential properties throughout the city without imposing any design standards. This incentive might encourage inappropriate and insensitive treatment of Philadelphia's older housing stock. To encourage the appropriate restoration and rehabilitation of historic resources that are in poor condition and lack integrity, we propose the following preservation tax incentive package for properties located within a historic district or individually listed on the local or national registers. We hope this generous incentive package will give people the impetus to live in historic districts because they will receive greater benefits by rehabilitating historic properties.

Real Estate Tax Assessment Freeze

We recommend the creation of an eight-year real estate tax assessment freeze (at the pre-rehabilitation value) followed by a two-year step up period to market value for the substantial rehabilitation of owner-occupied residential properties. Substantial rehabilitation comprises at least 25% of the assessor's market value. Initial and subsequent owners will not have to pay taxes on the resulting increase

in the building's assessed value due to rehabilitation for ten years. Pennsylvania state enabling legislation limits the duration of tax abatements to ten years.

Before the Department of Licenses and Inspections issues permits, all rehabilitation work is subject to review and approval by the Philadelphia Historical Commission according to the Secretary of Interior's Standards for Rehabilitation and requirements of Section 14-2007 (Bill No. 318) of the Philadelphia Code. The Board of Revision of Taxes should administer this tax incentive. Interested historic property owners submit an application to the Board to receive the tax assessment freeze. Property owners agree to complete their rehabilitation project as approved and to maintain their property in good condition. Failure to do so could result in a penalty and/or the payment of all back taxes that otherwise would have been owed, and interest on the back taxes.

Wage Tax Exemption

Philadelphia's Wage Tax was originally instituted in 1932 as a temporary measure. Today, it funds over half of the City's General Fund. (The Wage Tax totaled \$1.2 billion in revenue and was 52% of the City's General Fund in 1998. Office of the City Controller, City of Philadelphia, Philadelphia: A New Urban Direction (Philadelphia: Saint Joseph's University Press, 1999), p. 267.) The tax is levied against the incomes of Philadelphia residents and all those who work but do not live in Philadelphia. The tax is also levied against all net profits of business conducted in Philadelphia by residents or non-residents, or outside of Philadelphia by City residents. Residents

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carry the higher burden, based on the idea that they use more of the City's services. The wage tax hit its peak rate in 1983, when a tax of 6.46% was levied against the income of Philadelphia residents. The current rates are lighter, at 4.5635% for residents and 3.9672% for non-residents.

Following Philadelphia's near financial collapse in 1990, the Rendell administration began making efforts to lower the City's tax rates in an effort to encourage residents and businesses to remain in the City. Incremental rate lowering has been successful in encouraging development in Philadelphia, but for reductions to be most effective, it must be steep enough to influence the location of households and businesses. (City Controller, p. 109.) Wage taxes can be a no win situation for cities and workers alike. Higher taxes encourage residents and businesses to leave, depleting the city's tax base, thereby encouraging higher taxes to cover the deficit. The Central Philadelphia Development Corporation recommends the City continue the incremental lowering of the Wage Tax to encourage office development in the City, thereby increasing the City's tax base. (Central Philadelphia Development Corporation, The Fiscal Impact of Center City's Hospitality and Office Sectors: The Case for an Expanded Office Sector Strategy (Philadelphia: PCDC, 1999) p. 14.)

The Office of the City Controller calculated that in 1994-95, the average Philadelphia household paid 12.3% of their annual income in local taxes, compared to roughly half that amount paid by suburban residents. (City Controller, 109.) Philadelphia's high local taxes put it at the top of a survey of 27 cities nationwide as one of the three most expensive to live and do business in. However, significant tax reduc-

tions without increased governmental efficiency will cause City services to deteriorate.

Recommendation

- Continue the policy of incremental tax reduction.
- Heed the advice of the City Controller's Office, the CPDC, and other agencies to increase governmental efficiency and the tax base.
- Consider adopting a wage tax incentive targeted at returning suburban populations to the City, promoting home ownership, and rehabilitating historic residential buildings:
- For current City residential owners:
 - o The tax abatement would be for residents living in census tracts with median family income below 200% above the City's median income. The city's median income in 1989 (last available census records at this time) was \$30,140. 200% above is \$90,420. The excluded tracts are 10, 225, 226, 229, and 230 (Society Hill and Chestnut Hill).
 - O The incentive would be a 25% abatement on City Wage Taxes for homeowners who rehabilitate their historic home. The abatement would continue for five years. The owner would provide proof to the Revenue Department and Board of Revision of Taxes of residency, ownership, and rehabilitation documentation (building permits and approvals, plans, etc.) for initial qualification. Proof of City residency would be required for each year the abatement is enjoyed.

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- O Applicants must have a City residency prior to the date of enactment for this incentive to qualify, or have passed the eight-year residency requirement for incoming suburban residents (see below).
- O The house being rehabilitated must be on either the National Register of Historic Places or locally designated through the Philadelphia Historical Commission, or determined to be eligible for listing on at least one level. Certification may be either an individual nomination, or by being listed as contributing in an historic district.
- o The abatement is not available to commercial property owners. The applicant must have their primary residency in the house that is being rehabilitated.
- For current suburban residents who move to the City:
 - O The tax abatement would be for residents moving into census tracts with median family income below 200% above the City's median income. The city's median income in 1989 (last available census records at this time) was \$30,140. 200% above is \$90,420. The excluded tracts are 10, 225, 226, 229, and 230 (Society Hill and Chestnut Hill).
 - O The incentive would be a 50% abatement on City Wage Taxes for incoming homeowners or tenants for five years. The owner would provide proof to the Revenue Department and Board of Revision of Taxes of residency for initial qualification. Proof of City

- residency would be required for each year the abatement is enjoyed.
- o To qualify for the City resident, historic home rehabilitation tax abatement, those who have enjoyed the incoming suburban resident tax abatement must have a certifiable primary City residency for eight years. The two abatements cannot be piggybacked.

The property tax assessment freeze and wage tax abatement incentives may be combined for both current and new Philadelphia residents.

Revolving Loan Fund

There are several revolving loan fund programs in existence in the United States. Among these are successful funds in Rhode Island and Utah. The basic idea behind a proposal to create a revolving loan fund is to enable owners of buildings in historic districts, or buildings that are eligible to be locally registered, to repair and rehabilitate their property. These loans are targeted specifically to historic or significant older properties and priority for funding is given to significant exterior rehabilitation, such as masonry, window, door and roof repair. Revolving fund loans are for the intermediate term and are offered at low interest rates. They are more advantageous than regular loans because they are available only to owners of older buildings and the terms are suited to the needs of historic rehabilitation projects. Interest rates for all loans are set at 1 to 4 points below the prime interest rate. The loans have a maximum 20-year amortization schedule with a balloon payment due after five years. This helps the

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borrower because the monthly payments would be relatively low for the first five years, and interest payments would be lower than with most loans as well. Also, assuming the value of the property increases due to the rehabilitation, an owner looking to sell his property could recoup some of his costs at the time of sale. This is a very possible outcome, since property values in historic districts generally rise more steadily than values outside of historic districts.

The question of who would administer the funds is an important one. Generally speaking, local non-profits publicize the loans and handle the application process. Applicants are directed to participating lenders and partnerships of lending institutions that actually provide the loan. In addition to the conditions of the fund, borrowers must meet the requirements of the individual lending institutions. Some restrictions would apply based on a borrowers existing debt burden. Local community development block grant money and other federal or state funds could contribute to the managerial aspect of the fund, while lenders could meet Community Reinvestment Act requirements by participating. Lenders would also receive recognition for helping to improve their communities.

Commercial Building Façade Improvement Matching Grants

We suggest that the City Council appropriates a portion of the parking tax revenues (a 15% tax on the amount charged to park or store a motor vehicle in or on a parking facility in Philadelphia) into a pool of funds for historic commercial building façade improvement grants. In 1998, the parking tax generated \$30 million in revenue, which was appropriated to the city's general fund. Parking tax

revenues comprised 1.3% of the general fund in the 1998 fiscal year. (Office of the City Controller, *Philadelphia: A New Urban Direction*, 1999, p. 268).

In Philadelphia, a correlation between parking and preservation exists. Historic buildings are being torn down to make way for parking structures or surface lots. A recent, prime example of this is along the north side of the 1600 block of Sansom Street where a developer demolished a row of historic buildings to make way for a parking garage. To provide some compensation for the wholesale destruction of Philadelphia's historic fabric as a result of parking demands, a portion of parking tax revenues should be appropriated into the proposed grant fund each fiscal year.

A \$500,000 pool could provide up to \$20,000 for professional design assistance and exterior rehabilitation, preservation, and restoration work. These grants would be available to small, independently-owned businesses such as the ones located along South and Chestnut Streets to help restore historic façades, window displays, and appropriate signage. Preference would be given to deteriorating buildings and those with inappropriate past modernization.

The Preservation Commission and Revenue Department could jointly administer the grant program. Applications for grant money would be sent to the Preservation Commission for review. Once the proposed plans are accepted and a building permit is issued, the revenue department would release funding.

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Technical Assistance Grants

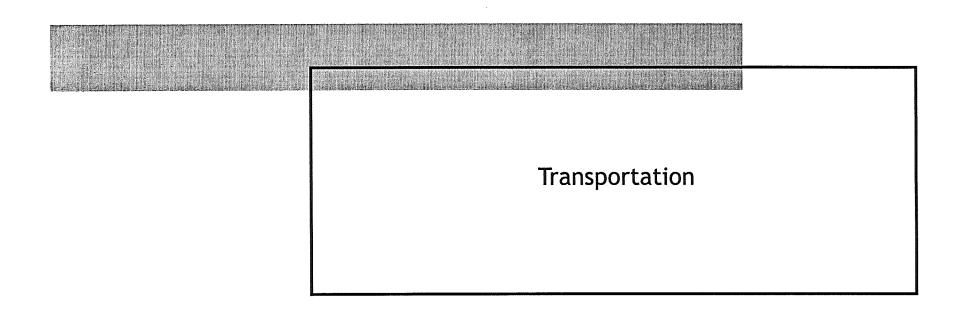
We also suggest that the City Council appropriates revenue from the parking tax towards a funding pool for technical assistance grants. Grants would be available for up to \$5,000 for residential façade improvements. Persons showing economic hardship would be given priority funding. The program would be administered and funded like the commercial grants above with an additional \$100,000 set aside for technical assistance.

While some of the programs in the proposed incentive package may deprive the city of revenue on a short-term basis, the long-term benefits for the city and its historic buildings are greater. Financial incentives for historic preservation encourage historic homeowners to take care of their properties, they generate systematic rehabilitation of buildings, and help to offset financial burdens associated with historic preservation ordinance compliance (Marya Morris, Innovative Tools for Historic Preservation, September 1992, p. 4). Without incentives, there are fewer increases in property assessments in the future because properties deteriorate instead of improving and gaining value. For example, at the end of a tax assessment freeze, a rehabilitated property is assessed at its fair market value – a much higher value than at the pre-rehabilitation rate. Rehabilitated neighborhoods usually experience an overall increase in property values thus increasing the property tax base. The wage tax abatement program encourages residents to move back into the city. While foregoing a portion of wage tax revenues for five years, the city will see an increase in sales tax receipts.

Tax Exemption for New Construction

In order to help ensure appropriate new construction design in historic districts, we propose the creation of an eight-year, 100% real estate tax exemption for infill residential development on existing vacant lots. Before the Department of Licenses and Inspections issues building permits, all construction plans are subject to review and approval by the Philadelphia Historical Commission according to the requirements of Section 14-2007 (Bill No. 318) of the Philadelphia Code.

The Board of Revision of Taxes should administer this tax incentive. Interested developers submit an application to the Board within 60 days from the date on which the building and permit is issued. This exemption applies to the total portion of the assessed value attributable to the improved land. The exemption is transferable to all subsequent owner-occupiers for the duration of the exemption period. This tax incentive may not be used with any other local tax abatement program. This tax incentive will foster sympathetic new construction designs in historic districts and will also encourage development on vacant lots (i.e. holes in the historic fabric). After eight years, property taxes will be collected on the residential units at full market value — where previously, no taxes were collected at all.



Transportation

The automobile has been one of the major impacts on the physical environment in all cities, and most cities are still struggling to balance the demands for the automobile with the needs of and respect for that city's character. Philadelphia, as an historical city, is no different. The physical fabric of Philadelphia has been altered to accommodate the many commuters and visitors to the city which it attracts each day. However, there is large concern as to whether this accommodation has lead the way for the unnecessary interruption of streetscapes due to overcompensation in parking, and needless destruction of the historic landscape, detracting from the walkable appeal of Philadelphia.

The large demand for parking within the city limits, particularly within our site, and under-utilization of public transportation alternatives offered by SEPTA, have led us to research the problem, how it manifests itself, what programs and incentives are currently in place which might aid in our goals as preservationists, and what incentives are available in other, similar cities which have been successful and might be reasonably recommended for Philadelphia.

Concerns about future developments

Concerns regarding the recent loss of historic structures on Sansom Street have lead to the larger issue of this street possibly developing into a parking or service alley. Threats to the intimate streetscape found on Sansom have given rise to more general concerns regarding the unfettered development of garages elsewhere in Center City, and particularly within our study area.

As a result, a survey is presently underway through the City Planning Commission, which will study the demand and level of demand for parking within Center City. The purpose of this study is to enable the City Planning Commission to make informed decisions for or against arguments for development or demolition. This will eventually lead to a new parking plan, which will hopefully be endorsed by the city's administration.

The parking situation in Philadelphia currently consists of a vast number of commuters who fill up garages and parking lots. As the commuters leave the city, these lots are open and available to visitors at nights and on the weekends. The question is, are they enough? The alternative to the present parking situation on the back streets, such as Sansom, is to park on the primary streets such as Market, Chestnut and Walnut.

According to the City Planning Commission (CPC), a demand for parking exists, however this demand is not being addressed. Over the past five years, the price of parking has risen about 30%. Restaurants and hotels are providing a different demand than was expected five years ago. The supply, however, has been static.

Philadelphia currently has in place, through zoning, a cap on the total number of spaces allowed in the city. There is pressure for CPC to revisit this zoning requirement and increase the number of spaces. Short-term parking is also becoming a larger issue. The CPC would like to develop incentives, which encourage short-term parking. However, long-term parkers (those that come in every day) make it in the developer's interest to keep the rates low. Short-term

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parkers do not come into the city every day therefore, there is no connection between them and the developers, making it difficult for developers to market to them. The CPC has proposed tax structures and surcharges to change this balance, but these have not been accepted citywide.

New parking garages are expected to be constructed in several areas within our study area, specifically on Sansom Street and near the new Regional Performing Arts Center (RPAC). We find that many of these parking areas disrupt the street-lines within our site, due to incompatible or unsympathetic construction to the surrounding built environment, and generally lack good design. Furthermore, the construction of many of these, arguably unneeded, garages and lots directly threaten the historic properties within our district. Historically, many historic properties have been torn down and replaced with unsympathetic buildings, or parking lots, only to leave a gaping hole in the urban fabric.

The RPAC, currently under construction, has raised concerns from local homeowners as well as preservationists. Its location directly on Broad Street, and extending through to 15th Street at the corner of Spruce, has led to concerns that parking and loading for the shows may become intrusive to the otherwise residential area. As previously stated, a parking garage with mainly above grade and limited subterranean parking, has been planned for the North West corner of Spruce and 15th Streets, in order to accommodate some of the increased volume of automobile traffic. Avenue of the Arts, Inc. did an extensive study of the transportation situation in the vicinity of the RPAC in response to serious concerns that this corridor would be

turned into a service corridor. This study produced some interesting suggestions, including the aforementioned parking garage.

The CPC, however, feels that it is uneconomic to provide sufficient every-day parking for events when events are not scheduled daily. People attending these evening events do have access to the parking associated with the office buildings, which helps alleviate the problem.

To reduce reliance on the private automobile, the Avenue of the Arts study sets forth proposals to enhance the current mass-transit system with the inauguration of new shuttle routes along the Avenue of the Arts. Several shuttle routes have already been studied in great detail and proposed through the report. Advertisement is also a key point. Incentives such as including tickets or passes for mass transit with the purchase ticket to a performance (such as many convention center events do) is a very effective way to attract SEPTA travel.

Following the example of cities such as New Orleans, Savannah, or San Antonio, we encourage the new parking plan to consider alternatives, which have been successfully implemented elsewhere. Other cities encourage the use of mass transit, and city-specific programs within a city-endorsed parking plan.

The following list outlines some approaches to improve transportation taken by other cities, which should be considered as possible solutions for Philadelphia's parking challenges.

Transportation

SURVEY OF CITY PARKING PLANS

New Orleans, LA

Parking is zoned.

Surface lots are discouraged by a 10-year waiting period.

Must have a building plan before demolition of any building.

Parking is arranged at edge of downtown zones and transportation is available from there into downtown.

A maximum parking allowance in downtown area.

Minneapolis, MN

Fringe parking with transportation to downtown. (Shuttles, pedestrian walkways, etc.) Especially for commuters and downtown sporting events.

Private sector supplies short-term parking for retail and commercial

Portland, OR

Municipal lots.

Limited city parking to encourage use of mass-transit. Design and review guidelines for facilities are reviewed by the city's building

inspection office.

All new surface parking must be landscaped.

Buildings should be "oriented to pedestrians and transit."

New, free standing commercial lots are prohibited.

New, large surface lots must be part of phased projects.

San Antonio, TX

Signage program to locate parking downtown.

Parking validation system which subsidizes parking for short-term.

Plans to construct new fringe parking.

Boston, MA

Limits the number of parking spaces that can be developed.

The city determines the amount of parking the developers can build

Cleveland, OH

Municipal parking Parking facility design standards are monitored by the streetscape committee.

8% tax on parking.

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Chicago, IL

Parking strategically placed and municipal lots available - to reduce congestion.

Implemented parking tax.

Denver, CO

Open-surface lots must be licensed.

Limits number of parking spaces that can be developed.

City determines amount of parking developers can build.

Baltimore, MD

Encouraging use of mass transit (especially for commuters, through employers, and discounted tickets)

Increase and improve signage to direct traffic to parking.

Renovate and improve garages on periphery of downtown and provide attractive shuttle service.

Increase the access to short term parking.

All new surface parking must be landscaped.

New, free standing commercial lots are prohibited.

New, large surface lots must be part of phased projects.

Manage on-street parking.

The studio believes that the coordination of transit may be what is needed, not more parking. The new parking plan must work hand in hand with mass-transit. Supportive council people are also imperative in the feasibility of implementing such programs in Philadelphia.

The use of SEPTA is a practical, cheap, environmentally and preservation-friendly act. This may cut back on the commuting public, which drives into the city and utilizes parking, and will greatly enhance the city's streetscapes and greatly reduce traffic congestion and parking demand. SEPTA currently has 29 bus lines, 5 trolley lines, 7 regional rails, 2 subway surface lines, a PATCO high-speed line and the "Phlash" bus.

Considering that only 15% of the center city's workforce lives in Center City, and 27% lives in Philadelphia neighborhoods, the remaining 55% lives in surrounding New Jersey and Pennsylvania counties. The highway, which is constantly flooded with traffic, brings 113,410 daily commuters into the downtown area. This commuter workforce might be encouraged to use mass transit to decrease the number of automobiles entering the city daily.

Recommendations

Our recommendations to improve transportation issues in Philadelphia consist of new incentives to ride mass-transit and sugges-

Transportation

tions for the new parking plan. In an effort to prevent the continued demolition, which dots the city's landscape with gaping holes and parking lots, we recommend that an ordinance be implemented preventing the demolition of a building without first acquiring construction permits or design approval for the structure which will replace it.

We also recommend that SEPTA keep their regional trains running later into the night on weekends, as a means for visitors to return to the suburbs following an evening in the city. This issue has been pointed out briefly in the Avenue of the Arts report on transit. Advertisements for mass transit programs also need to be increased, as the main source of information is on the train cars themselves, and fail to reach the driving public. We also recommend a more regular and timely bus schedule to encourage its use.

In order to make the bus more accessible to the southern area of our site, we recommend that the "Phlash" bus route continue further down the 17th Street stretch, along South Street and down Broad Street, before returning to the City Hall area. This is particularly useful for people who will be attending the Royal Theatre and RPAC in the future. By introducing these new methods of accessing the city, parking will hopefully be in less demand and threats to the historic character and walkability of the city's streetscapes will be decreased.

To Empower the Community

To Empower the Community

Because the studio team believes that preservation would not survive without the participation of community residents, we came up with several ideas to enable the neighborhoods within our study area to easily access resources about preservation and benefit from the research conducted by the Historic Preservation students at the University of Pennsylvania.

Penn Outreach Program

In order to foster stronger preservation awareness within the City of Philadelphia, the studio is proposing the establishment of a Penn Outreach Program. This vision of an outreach program is made up of two components. First, the creation of a new studio course that would contribute to the practice of preservation in the city. Second, the continuation of these preservation practices through a community service program run by the graduate students in the University of Pennsylvania Historic Preservation program.

The studio would be run as a collaborative effort between students of both the Wharton School of Business and the Graduate School of Fine Arts. The program would be run as a consulting firm and would be sponsored by a Philadelphia Agency that would act as the client for the studio. Examples of projects expected of the students include the development of a comprehensive preservation plan for newly proposed districts, management of an already established district to maximize the benefits of designation, or the creation of new preservation-minded initiatives that require in depth analysis. The course would entail coordination with the Mayor's office, the Philadelphia City Planning Commission, the Philadelphia Historical

Commission, the National Parks Service and numerous community groups.

The studio experience would help the students hone their skills and give them the ability to gain applicable experience such as working within established laws, conditions and standards. In addition to the considerable gains for the students, the community beyond the University of Pennsylvania would benefit from the skills of these future professionals. Because the students would be working on real problems, they would learn how to work under the constraints of public expectations and deadlines. The city agencies working with the students would benefit from this course because it would allow them to expand their capabilities by having an outside group work on issues that their understaffed offices are unable to address due to time and financial constraints.

After the studio completes its research and recommendations, the students in the Historic Preservation program would be available to answer questions that area residents may have or at least direct the residents to the correct repository to receive an answer. In addition, the students in the Historic Preservation program would continue to maintain the webpage that has been produced as a result of this studio. It will be their responsibility to update the page with current information that can be utilized by persons interested in preservation.

Studio Requirements

The studio aspect of this program would be restricted to students in the second or third year of their programs. Students

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would be required to dedicate substantial time and effort. Instead of receiving monetary rewards for their efforts, the students would earn credit toward their professional degrees. Students interested in taking part in the studio would need to submit a paper detailing how their participation would contribute to the final project. The instructors would review the papers and candidates from each discipline would be chosen to create a diverse academic team.

The Graduate School of Fine Arts

At least one student from each department of the GSFA should be chosen. These students would be able to contribute experience in the fields of city planning, landscape architecture, architectural design, historic preservation, and the studio arts. Each student would be asked to represent their field in a comprehensive city improvement plan as it relates to historic preservation or other preservation-oriented projects. Each student would be required to identify how their discipline can be incorporated in improvements for existing, proposed or new preservation initiatives.

The Wharton School Business

The Wharton School of Business at the University of Pennsylvania would contribute substantial resources for the real estate finance and operations aspects of this endeavor. Since creating preservation plans require budget analysis, marketing, management and accounting skills, and financing the Wharton students would greatly enhance this multi-disciplinary studio. This co-operative project between the two schools would provide entrepreneurial opportunities to all enrolled

students because they would be actively managing a consulting firm. The studio project would have limited working capital provided by the sponsor external agency (50%) and the University of Pennsylvania (50%).

The final product will be dictated by the requirements imposed by the co-sponsoring agency however it will be a project representative of each contributor's efforts. Although this is an academic undertaking, its purpose is to produce an applicable, real world-based product. It is expected that the final project be a professionally produced comprehensive plan to address the specified needs that warranted the study.

Community Programs

As previously mentioned in the *Historic Districts and Design Guidelines* section of this document, the Historic Preservation Studio recommends that the South Street community apply to become a member of the Pennsylvania Main Street Program in order to economically revitalize itself. By applying to the Pennsylvania Main Street Program, the South Street community would become eligible for funds to help set up and administer the program. The South Street Main Street Program should encompass a Main Street "District" whose boundaries are Broad Street, Eighteenth Street, and South Street, including any side streets that have commercial or mixed-use buildings on them. This will take time and effort, but we think in the long run this program will prove to be the most effective way to revitalize the businesses along South Street and the lower income housing along both South Street and the subsidiary streets in the

To Empower the Community

neighborhood.

The effort to revitalize South Street should start with the distribution of information pamphlets on simple things like maintaining your home, getting the city to pay more attention to trash collection, street cleaning, and organizing community events like preservation workshops. The studio recommends that the subject matter of and distribution of these pamphlets be coordinated with the community groups that already exist in order to make sure that there are no overlaps or oversights.

If the community groups have been well-established and seem to have solid support from the neighbors, they might try having an "Open House" where they stockpile tools that the neighbors can sign out, much the way books are signed out at a lending library. This program will only work if the neighbors have a strong sense of community, otherwise it can be easily abused.

Next, a series of preservation workshops should be instituted. These workshops should start with known topics of interest or concern such as "How do I tell a reliable contractor from an unreliable one?" After the first workshop, the community should be consulted about what topics they would like to have covered at future workshops.

Once the community has begun to think of preservation as a tool to enriching their neighborhood, the Pennsylvania Department of Community and Economic Development should be approached about setting up a Main Street Program for South Street.

Main Street Program

The Main Street Program was created by the National Trust for Historic Preservation. It is administered by the National Main Street Center, which helps both small town communities and urban neighborhoods to revitalize their commercial districts. The Main Street Program is described as a "comprehensive revitalization strategy" which stimulates economic development in traditional commercial districts. The program is based on a set of conclusions arrived at by observing why some communities' revitalization efforts work and why some do not. The conclusions are as follows:

- 1. In order to strengthen commercial districts, both the private and public sectors of the community have to be actively engaged in the process, working collaboratively to make maximum use of their existing resources.
- Reinvestment in physical improvements needs to proceed incrementally in order to prevent rents from escalating too quickly and thus displacing small businesses (and in the case of housing, low-income owners and tenants).
- 3. In order for any community's Main Street Program to be successful, it has to have strong support from both the public and private sectors, with professional management and active volunteers involved in the administration of the program.
- 4. In order for communities to compete with shopping

To Empower the Community

malls and strips, they have to learn to capitalize on the intrinsic economic value of their one-of-a-kind historic commercial districts to differentiate themselves from their competition.

5. The Main Street Revitalization Process has to start with small, achievable tasks that gradually grow to complex and ambitious projects as community organizations master revitalization skills and build truly collaborative partnerships.

The Main Street Program helps communities to capitalize on the above conclusions through its Main Street Four-Point Approach. The Four Points are four broad areas in which projects should be undertaken including design, organization, promotion and economic restructuring.

Work projects in these four areas are tailored to suit the needs of the community, with the basic premise that work is conducted in all four areas at the same time. The strategy behind this premise is that *any* project you undertake in *any* given area will have an impact on one or more of the other areas. With the individual approach, it is easier to lose sight of the original intent of the program and to end up with projects that are at cross purposes. The Four-Point Approach is described as "a framework for maximizing existing resources, not a formula," which means it can meet the needs of any community.

The National Main Street Center was set up to help community leaders develop the skills needed to revitalize and maintain their

community's commercial centers. The Center provides the following to participating Main Street communities: advocacy, National Main Street Network, conferences, research, training materials, the Main Street Certification Institute in Professional Downtown Management, and the National Town Meeting on Main Street. There is a fee-for-services any time a community uses any of the above.

In 1979, the Local Initiatives Support Center Corporation (LISC), the largest low-income housing financial intermediary in the country, was created to help Community Development Corporations (CDCs) develop and rehabilitate low-income housing in inner city neighborhoods. In 1995, the National Trust and LISC established the Neighborhood Main Street Initiative to marry the Main Street Program with the LISC's CDC housing programs. This initiative was established to try to meet the needs of neighborhoods of mixed use, predominately in urban areas where a residential neighborhood might have its own small commercial strip of buildings that were traditionally used for both commercial and residential purposes. The Frankford neighborhood of Philadelphia was chosen to participate in the first round of the Neighborhood Main Street Initiative and now it has a thriving commercial/low-income residential district.

Some conditions must exist for a community to become a participant in the Main Street Program:

- 1. It needs to apply to the Main Street program (there is an application fee).
- 2. It must have a community-based group or organization that is willing to be the Main Street Program Leader.

To Empower the Community

- 3. The community and the community group must be willing to commit to the program, which is on-going.
- 4. The community group that is willing to act as leader must be willing to work with every segment of the population of the community including, but not limited to, business owners, property owners, tenants, developers, government officials, and other groups with roots in the community including churches, synagogues, schools, and cultural and social organizations.
- 5. In order to get started, the community or its representative organization needs to sponsor (financially) a Main Street assessment visit (which lasts for two days and is conducted by two Main Street Center professional staff members). The staff members go over the Main Street Program Process with the community and/or its representatives, assess the commercial district, and, hopefully, get the program started.
- 6. If the community in question is as concerned about housing as it is about its commercial district, than it should have or should be willing to set-up a CDC.

The Pennsylvania Downtown Center manages the Pennsylvania Main Street Program, which is a member of the National Main Street Program. The State Program is a five-year program based on the National Main Street Center's Four-Point Approach and is designed to help a community establish a local organization dedicated to downtown revitalization, and manage the downtown revitalization by hiring a full-time professional downtown coordinator (Main Street

Manager). This program only lasts five years, rather than being ongoing. But in those five years, a participating community is eligible for state financial assistance through grants (matching and not) and assistance (free or reduced rates for fee-paying members) in organizing the program, economic development, business retention and recruitment, marketing, market analysis, design assistance, and partnership development as well as educational opportunities through an annual conference, manager and board training, and regional workshops and meetings.

In order for a community to become a part of the Pennsylvania State Main Street Program, it must apply to the local office of the Pennsylvania Department of Community and Economic Development. The DCED then turns the community over to the Pennsylvania Downtown Center for guidance in and funding for setting up the program. There is no limit to how many applications are accepted by the DCED at any given time. If a community becomes a member of the State Program, they do not automatically become members of the National Program. A community can join the National Main Street Program at any time if it so wishes, and in fact, it is advisable that they join no later than at the termination of the State five-year program in order to provide continuity of guidance.

The main draw back to the National Main Street Program is that it costs money to participate. In addition, no direct funding is available from the National Main Street Center to help defray the costs of setting up and maintaining the program. On the other hand, the Pennsylvania Main Street Program does provide funding for five years as well as other kinds of assistance in setting up and maintaining

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the program. In both cases, communities must be accepted into the programs through an application process.

Old House Fairs and Preservation Workshops

According to Patricia Wilson-Aden, Executive Director of the Preservation Alliance for Greater Philadelphia who sponsors the Philadelphia Old House Fair, Old House Fairs tend to work best when they are geared to a region, rather than a neighborhood or single community. The kinds of preservation programs that work best for neighborhoods and smaller communities include Preservation Workshops, "Ask the Experts" Weekends, or "Open Houses."

In the past, the local chapter of the AIA sponsored "Ask the Experts" weekends where they brought in experts in various aspects of home repair, restoration, and maintenance and homeowners had the opportunity to talk with the expert of their choice for a twenty-minute free session.

"Open Houses" are homes where community groups gather a stockpile of tools that are lent out on specific weekends, basically operating like a lending library. For example, if you need to fix the gutter on your roof and you do not have an extension ladder to reach the gutter, the Neighborhood Open House is open one weekend a month and you can go there, sign-out the neighborhood extension ladder for the weekend, and fix your gutter. The tools available can range from simple screwdrivers and hammers to larger items like power tools, ladders, and saws. Both of these programs seem to be more appropriate for well-established neighborhood groups and/or

neighborhoods that have attained a basically good level of physical maintenance.

Preservation Workshops, on the other hand, can be utilized in several ways. They can be used to kick-start community interest in basic building conservation, they can be held in conjunction with other preservation-oriented events, and they can be used as an outreach program to keep up the community's interest in preservation. They are appropriate for all levels of community interest and physical maintenance. The workshops are sort of like "Ask the Experts" weekends except that they are held on just one day (usually one part of a day such as morning or evening) and they start with general information about a specific problem, concern, or issue and then end up with question and answer sessions where specific problems or concerns can be addressed. The workshops can cover a wider range of subjects than the "Ask the Experts" programs so that preservation policy concerns can also be addressed. Workshops take a lot of time and effort to put together and it is very important that at least one of the speakers at the workshop be someone who has done work in the community for which the workshop is being held so that there is a real sense that the advice being given has been tailored to that community. This program would be a good way to get a community interested in the preservation of their buildings in order to segue into participating in the Main Street Program.

Residential Information Packet

The studio created the Residential Information Packet to provide basic information and sources of sound preservation building

To Empower the Community

practices. The purpose of this packet is to educate owners of historic properties on the basic ideas of historic preservation and thus encourage them to appropriate stewardship of their resources. Included in the packet are sections covering the history of the historic district the resident is living in, definitions of preservation and building terms, and the procedures for working with the Philadelphia Historical Commission. Some sections, such as the design guidelines, are specific to our study area rather than the entire city.

The intent of the web site was not to create a comprehensive list of all that is available on the web, but to build a framework for future studio classes to expand and to accommodate their own findings and proposals. We sought to not limit ourselves to the parameters of the studio, but create something that can be used by any preservation-minded individual.

Studio Website

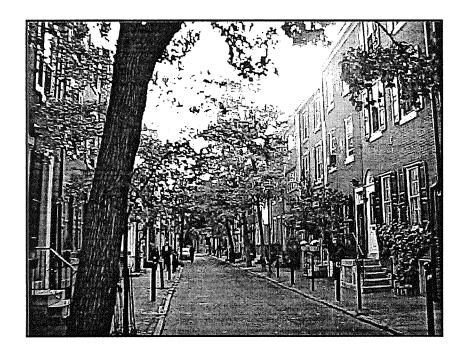
As part of accomplishing the goal of making the studio findings and suggestions available to the outside community, a web site was produced to function as both a repository of the information produced by the class, as well as a source of online preservation knowledge. The web site is not limited to the facts and figures that related directly to the 15^{th} - 17^{th} Street corridor, but functions as a resource for the entire Philadelphia community. The site is divided up into the following categories, complete with descriptions of the current conditions of the topic, the suggestions made by the studio members, and web resources for the corresponding theme:

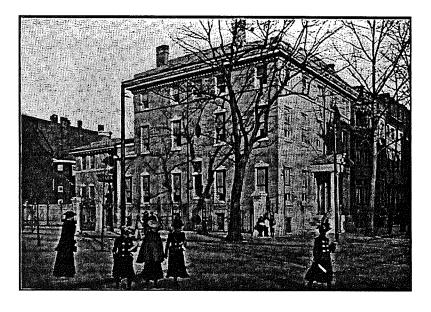
- Architecture and Design Suggestions
- Financial Incentives
- Guide for Residents of Historic Buildings
- Rules and Regulations
- Programs and Organizations
- Significant Findings and Conclusions

•

Conclusion

When the studio team was initially assigned the 15^{th} - 17^{th} Street corridor, we realized that many preservation-oriented programs already existed within this cross-section of Center City Philadelphia. However, much more needs to be done to preserve the values within this area. The recommendations outlined in this report are the tools with which the aesthetic, historic and social significance of the built environment of the 15^{th} - 17^{th} Street corridor can be preserved. In addition, these tools can enable compatible use and growth.





This report is a proactive step in creating sound preservation practices within the 15^{th} - 17^{th} Street corridor. Hopefully, some of these suggestions will be implemented in the future.

Design Guidelines

DESIGN GUIDELINES FOR THE CHESTNUT/WALNUT STREET CORRIDOR

Due to the nature of commercial districts, it is difficult to quantify what characteristics make a building contributing or intrusive in the site. The commercial environment created competition between each building, and each owner wanted his or her building to look different from that next to it. This has resulted in a grouping of structures that are cohesive in their diversity. Despite this diversity, some structures do stand out as intrusive, and not necessarily due to age. The intrusive buildings in the area tend to be the result of an unexpectedly vacant lot, where the owner haphazardly threw up a structure simply to continue the income producing capabilities of the site, resulting in a small, carelessly designed structure that is not compatible with the rest of the site.

New Construction

Pedestrian Activity

The ground floor should be developed in a manner that will increase the amount of pedestrian activity. A lively, active streetscape is attractive to pedestrians.

 Leasing ground floor space to restaurants, shops and businesses will increase



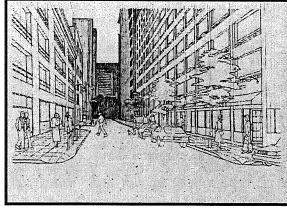


Exhibit 2

pedestrian traffic. (Exhibit 1) Increase pedestrian interest by adding elements like display windows and transoms.

· When the new project is wider than the traditional lot width, use multiple doors to increase the

interaction at street level. (Exhibit 2)

Primary entrances should be at street level.

Building Alignment

Maintain the alignment of the building at the sidewalk's edge.

- Placing the façade of the building at the property line is required by the zoning code and should only be modified in special situations. Placing a structure behind the existing storefront line is inappropriate and would destroy the character of the area.
- Off-street parking should not be in front of the building.

Building Mass and Scale

Most structures in the corridor are taller than they are wide, and they

Design Guidelines

respect the pedestrian scale, with the tallest buildings closest to Broad Street. (Exhibit 3) However, even the very tall, early 20th century skyscrapers respect pedestrian scale by treating the first 2-3 stories in a different manner than the rest of the structure.

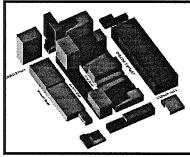


Exhibit 3



Exhibit 4

- · Use techniques to bring large projects to a pedestrian level by treating the first 2-3 stories differently from the rest of the building. (Exhibit 4)
- · Buildings should be taller than they are wide.

Traditional Lot Widths

The traditional lot width should be maintained.

· Creating one building with the width of more than one lot is

strongly discouraged. Doing this destroys the rhythm of the street and pedestrian interaction with the built environment. (Exhibit 5)

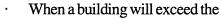




Exhibit 5

width of one lot, the design should be modified such that it divides the massing into different sections, creating a varied façade that mirrors the surrounding area. In addition, there should be multiple doors so as to allow for a lively pedestrian experience.

Materials

A variety of materials have been used in the Chestnut/Walnut Street corridor, creating a rich, varied texture.

• The dominant material at the ground level should be glass, creating a large display window.

Corner Lots

- Develop both street elevations by placing doors and storefronts on both sides. (See Exhibit 4)
- · Corner entrances, bay windows and towers emphasize the corner location and help anchor the block.

Storefronts

Storefronts are one of the character defining characteristics of the neighborhood, and it is important that new construction employs this feature.

- The predominant material on the first floor of the primary façade(s) should be glass.
- · Using highly reflective, dark and tinted glasses is inappropriate.

Design Guidelines

New Parking Structures

- The first floor of all parking structures should have restaurants, shops or businesses, in order to create a viable space for the pedestrian. The presence of shops and restaurants will increase the amount of
 - activity and will create a more human scale.
 (Exhibit 6)
- Parking structures should be limited to one per block. Having more than one curb-cut per block destroys the pedestrian experience.



Exhibit 6

• Traditional materials, massing and fenestration should be used to make the structure more compatible with the area.

Renovation

One of the greatest tools of the owner/renovator of a mixed-use building is the Federal Historic Preservation Tax Incentives. For a renovated building to qualify for the 20% tax credit, all work must be approved by the State Historic Preservation Office and the Secretary of the Interior. The SHPO measures renovation and rehabilitation work undertaken against the Secretary of the Interior's Standards for Rehabilitation. A preservation architect or preservation consultant should be part of the renovation process to ensure that the work is done properly. (Please refer to the Secretary of the Interior's Stan-

dards for Rehabilitation for complete tax-credit guidelines. Available at: http://www2.CR.NPS.GOV/tps/tax/rehabstandards.htm.)

Identify Character Defining Features

The first step in any renovation should be to identify historic characteristics worthy of preservation, and plan for their retention and preservation.

- Character defining historic features, such as window bays, cornices, or storefronts should not be removed from the building. Commercial buildings are individual, distinct from their neighbors, and defined by their architectural characteristics.
- · Character defining features should not be covered by modern
 - materials. If a portion of the façade has been previously cladded, the cladding should be removed to determine what historic features and materials still remain. (Exhibit 7)
 - · Fenestration patterns should not be altered. The rhythm of windows and doors across the façade of a building is a feature that gives the building individuality and character.
 - · Dominant and detailing materials should be noted. Any repairs, replacements, or additions should be compatible with the original.



Exhibit 7

Design Guidelines

Maintenance

Existing features and materials should be protected during the renovation and maintained. Maintenance includes routine work such as:

- Annually inspect and clean the roof, gutters, and downspouts and water removal methods to ensure proper drainage away from the structure
- · Ensure that architectural members are free of insect infestation
- Clean facades by the gentlest methods possible when absolutely necessary. Do not sandblast. Sandblasting will remove the harder exterior layer of the material and accelerate deterioration.

Repairs

Repairs to architectural surfaces and features should be done in kind with minimal disruption to extant materials. Repairs should be patched in only when the existing material is too deteriorated to maintain.

- Failing masonry joints should be cleaned and repointed. New mortar should duplicate the old mortar in strength, composition, color, and texture, which can be determined through a mortar analysis (contact a local architectural conservator to have this completed) and new joints should match the old in profile and width. Inappropriate mortar selection, such as a cementitous material, can accelerate the deterioration of masonry surfaces.
- · Masonry, metal, or wood patches should be carefully spliced into the remaining materials. Patches should be of the same

or sympathetic material.

Historic windows should be patched, spliced, consolidated,



Exhibit 8

- or reinforced. Existing windows can be improved for energy efficiency with weather stripping, appropriate storm windows, or other methods of insulation. (Exhibit 8)
- · Deteriorated roofs should be repaired in kind where necessary.
- · When painted surfaces are failing, remove existing failing paint with mechanical scraping or heat, properly sand and prime, and then repaint.
- When a material must be replaced, it should match the original in appearance and have similar material properties (weathering, rates of deterioration, rates of shrinkage and expansions, rate of water absorption, et c.).

Replacing Original Feature that are Failing

Replacement of features and materials too deteriorated to retain should be done in kind, or with a sympathetic material that closely duplicates the original texture and feel. Replacement materials should be based upon the overall form and detailing of the original material or feature.

- · Windows and doors, shutters, bays, entrances, and surrounding moldings
- Storefronts and shop windows
- Cornices and lintels

Design Guidelines

 Roofs visible from the street should be replaced with the same or similar material. Flat roofs that do not have a visual impact on the building require a high performance material. Care should be taken during the installation to ensure proper ventilation and sealing.

Replacing Features that are Missing

Missing historic features may be replaced. For example, many of the historic storefronts on Chestnut Street have been removed and replaced with modern design. These buildings could either have the historic storefront replaced, based upon photographic or architectural documentation, or could be replaced by a new modern design that is sympathetic to the remainder of the building and other buildings on the street. Restoration on a large scale is likely to be inaccurate and arbitrary without detailed original design specifications and should be reserved for restoring features on a smaller scale. The creation of a false historic image should be avoided at all costs.

- New storefronts should either be based on historic documentary research or of a sympathetic modern design that complements the building as a whole. Storefronts are only one part of the building in its entirety.
- Modern windows may be replaced with historic reproductions that more accurately convey the historic fenestration pattern of the structure.
- Replacement architectural features, such as cornices, lintels, and bay windows, should be based upon historic documentary research.

Mechanical Systems

Historic buildings often have out of date mechanical equipment to service the structure. For both comfort and safety, new equipment is often required.

- · New mechanical equipment to service the building should be installed out of visual range of the public.
- · Heating and cooling systems should be installed in service areas or out of view on the roof.
- Equipment installation should not damage or obscure original materials or features.
- · Adequate structural support for new equipment should be provided to prevent damage to historic materials.
- · Air conditioning window units should only be used on a nonvisible façade and should not damage the window. All window units should be removable at the end of the summer season.

Additions

New additions to historic structures are sometimes a necessity. Every possible way to avoid altering a historic building with an addition should be explored before resorting to an addition.

- · Additions should cause the least damage possible to the existing historic materials and features.
- · Additions should be located to the rear or side of the existing structure and defer to the historic building in size and scale. A new addition should not overpower the existing structure.
- · New additions should complement the historic structure in

Design Guidelines

fenestration, mass, materials, and color. Design may be contemporary or may reference architectural features and motifs from the existing building or the historic district.

- Creating a false historical sense should be avoided. A new addition should not duplicate the historic building or be so historically accurate in detailing to be confused with an authentic historic building.
- Additions to the top of an existing structure should be set back from the main facades to be as inconspicuous as possible when the building is viewed from the street. Rooftop additions that compromise the buildings' structural integrity or that require intervention, for example, the insertion of steel structural members in a wood framed structure, should be avoided.

ADA Compliance

Meeting standards for compliance with the Americans with Disabilities Act (ADA) can be problematic for an historic building. However, there are steps to take that will allow full access to the building and still preserve the building's character.

- · Investigate code requirements to determine the level of compliance the building must meet.
- · Identify character defining features, spaces, and materials so they can be protected.
- Work with experienced architects and advocacy groups to create a working compromise that benefits both disabled patrons and the building.
- · Ramps and lifts should not overpower the building's presence

on the street.

- Adding bevels to a raised threshold or sloping the entrance from sidewalk to interior floor level may be a simple solution for many street-level storefronts.
- Elevators that cannot be accommodated within the existing structure without destruction of significant materials should be placed in an inconspicuous addition on a lesser facade.

Building Code Compliance

Safety features, such as sprinklers, standpipes, and fire stairs are required by code in many communities. These features are necessary to the health and safety of the building's occupants, but do not need to destroy the significant features of the building.

- · Investigate code requirements to determine the level of compliance the building must meet.
- · Identify character defining features, spaces, and materials so they can be protected.
- · Work with experienced architects, engineers, and inspection professionals to provide safety solutions that do not destroy the historic and architectural integrity of the structure.
- Fire stairs that cannot be accommodated within the building should be placed in an inconspicuous addition on a lesser façade.
- Sprinklers and other fire-suppression devices should be sensitively designed, inconspicuous, and intrude as little as possible on existing historic fabric.
- Toxic materials should be removed only when absolutely necessary. Otherwise, materials such as lead based paint should be carefully sealed and left undisturbed.

Design Guidelines

DESIGN GUIDELINES FOR THE SOUTH STREET CORRIDOR

New Construction for Vacant Lots

The large number of vacant lots and the high level of urban decay and abandonment create a complex problem that needs to have a sensitive preservation approach. Having the protection and incentives associated with a local historic district will help in revitalizing the commercial/residential district. New construction in this district should maintain the mixed-use commercial/residential character of the neighborhood and shop fronts should be reintroduced to the ground floors wherever they historically existed. (Exhibit 1 - this set of row

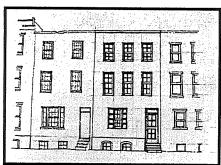


Exhibit 2



Exhibit 1

houses on Bainbridge with an empty lot can regain visual unity Exhibit 2 – the same site after new construction and renovation of the existing structures)

Pedestrian Activity

The ground floor should be developed in a manner that will increase the amount of pedestrian activity by reviving the commercial aspects of the district. A lively, active streetscape is attractive to pedestrians.

- Increase pedestrian interest by adding elements like display windows, transoms, and kickplates that follow the existing pattern of architecture.
- When the new project is wider than the traditional lot width, treat the detailing so that it imitates that of the surrounding streetscape.
- Primary entrances should be at street level this will make pedestrians more likely to enter the shop.

Building Alignment

Maintain the alignment of the building at the sidewalk's edge.

 Placing the façade of the building at the property line is required by the zoning code and should not be modified.
 Placing a structure ehind the existing building setback line is inappropriate and would destroy the character of the

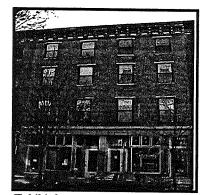


Exhibit 3

- area. (Exhibit 3 showing the building scale and fenestration patterns)
- Off-street parking should not be in front of any building.

Design Guidelines

Building Mass and Scale

The primary character defining feature of the district is the constant height and regular fenestration pattern on the street. (Exhibit 4 – axonometric view showing South Street area)

- Keep cornice and building height uniform
- It is important to maintain the rhythm of the streetscape by continuing the fenestration pattern of

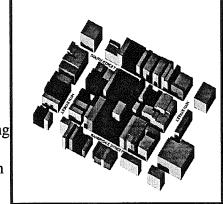


Exhibit 4

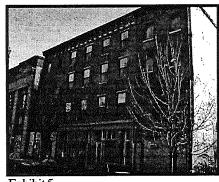


Exhibit 5

the street. (Exhibit 5)

• Buildings should not extend more than one lot width.

Traditional Lot Widths

The traditional lot width should be maintained.

• Creating one building with the width of more than one lot is strongly discouraged, because it

destroys the rhythm of the street.

• When a building will exceed the width of one lot, the design should be modified such that it continues the same fenestration pattern.

Materials

- Brick is the predominant material in the district, and all new construction should be of brick masonry so as to retain the character of the street.
- The traditional materials of the shop front should be introduced in new construction. Wood, architectural metals and glass should make up the ground floor shop front.

Corner Lots

• Corner lots anchor the block, so it is important that they are developed with appropriate construction.

Storefronts

- The predominant material on the first floor of the primary façade(s) should be glass.
- The design of storefronts should be sympathetic to the surrounding historic buildings.
- Using highly reflective, dark and tinted glasses is inappropriate.

Parking

 All parking structures should have restaurants or shops on the first floor in order to create a more vibrant space for the pedestrian. The presence of shops and restaurants will increase the amount of activity and will create a more human

Design Guidelines

scale.

- Parking structures should be limited to one per block. Having more than one curb-cut per block destroys the pedestrian experience.
- Traditional materials, massing and fenestration should be used to make the structure more compatible with the area.

Renovation

The number of storefronts and mix of commercial and residential characterize this neighborhood. The structures along South Street retain visual unity through scale, mass, and fenestration (See Exhibit 3 – good example of storefront restoration, maintaining mass, scale, original features and use).

As an historic district, the buildings in the South Street corridor are eligible for the Federal Historic Preservation Tax Incentives. For a renovated building to qualify for the 20% tax credit, all work must be approved by the State Historic Preservation Office and the Secretary of the Interior. The SHPO measures renovation and rehabilitation work undertaken against the Secretary of the Interior's Standards for Rehabilitation. A preservation architect or preservation consultant should be part of the renovation process to ensure that the work is done properly. Please refer to the Secretary of the Interior's Standards for Rehabilitation for complete tax-credit guidelines. Available at: http://www2.cr.nps.gov/tps/tax/rehabstandards.htm.

Identify Character Defining Features

The first step in any renovation should be to identify historic characteristics worthy of preservation, and plan for their retention and preservation.

Character defining historic features, such as window bays, cornices, or storefronts should not be removed from the building. A typical South Street building is a three-story, flat



Exhibit 6

roofed row house with a commercial front. Storefronts are typically cast iron or wood. Corner buildings may have a corner post, supporting the load of the structure above the angled corner entrance. Some structures have wooden or pressed metal bays. These are all features that should be preserved.

- · Character defining features should not be covered by modern materials. If a portion of the façade has been previously cladded, the cladding should be removed to determine what historic features and materials still remain. (Exhibit 6 cladding material should be removed from these structures)
- · Fenestration patterns should not be altered. The rhythm of windows and doors across the façade of a building is a

feature that gives the building individuality and character. On South Street, the upper stories are typically two bays.

Design Guidelines

The windows are sash operated, have tall and slim proportions, typically six over six lights, and delicate muntins and trim.

 Dominant and detailing materials should be noted. Any repairs, replacements, or additions should be compatible in material with the original. The typical building material on South Street is brick, with wood windows and trim, cast iron storefronts, and wooden or pressed metal details.

Maintenance

Existing features and materials should be protected during the renovation and maintained. (Exhibit 7 - This building suffers from poor maintenance, which has caused this state of disrepair. Exhibit 8 - This could be the appearance after restoration) Maintenance includes routine work such as:

- Annually inspect and clean the roof, gutters, and downspouts and water
 - removal methods to ensure proper drainage away from the structure
- · Ensure that architectural members are free of insect infestation
- · Clean facades by the gentlest methods possible when absolutely necessary. Do not sandblast. Sandblasting will





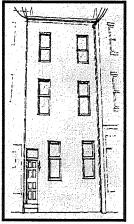


Exhibit 8

remove the harder exterior layer of the material and accelerate deterioration

Repairs

Repairs to architectural surfaces and features should be done in kind with minimal disruption to extant materials. Repairs should be patched in only when the existing material is too deteriorated to maintain.

- Failing masonry joints should be cleaned and repointed. New mortar should duplicate the old mortar in strength, composition, color, and texture, which can be determined through a mortar analysis (contact a local architectural conservator) and new joints should match the old in profile and width. Inappropriate mortar selection, such as a cementitous material, can accelerate the deterioration of masonry surfaces.
- · Masonry, metal, or wood patches should be carefully spliced into the remaining materials. Patches should be of the same or sympathetic material.
- · Historic windows should be patched, spliced, consolidated, or reinforced. Existing windows can be improved for energy efficiency with weather stripping, appropriate storm windows, or other methods of insulation.
- Deteriorated roofs should be repaired in kind where necessary.
- When painted surfaces are failing, remove existing failing paint with mechanical scraping or heat, properly sand and prime, and then repaint.

Design Guidelines

- When a material must be replaced, it should match the original in appearance and have similar material properties (weathering, rates of deterioration, rates of shrinkage and expansions, rate of water absorbtion, et c.).
- Storefronts are a character defining feature in the district, so they should be retained and repaired. (See Exhibit 5 good example of storefront restoration)

Replacing Original Features that are Failing

Replacement of features and materials too deteriorated to retain should be done in kind, or with a sympathetic material that closely duplicates the original texture and feel. Replacement materials should be based upon the overall form and detailing of the original material or feature.

- · Windows and doors, shutters, bays, entrances, and surrounding moldings
- · Storefronts and shop windows
- · Cornices and lintels
- Roofs visible from the street should be replaced with the same or similar material. Flat roofs that do not have a visual impact on the building require a high performance material. Care should be taken during the installation to ensure proper ventilation and sealing.

Replacing Features that are Missing

Missing historic features may be replaced. For example, many of the original windows on South Street have been replaced with aluminum

or vinyl one over one light windows. These could be replaced with wooden reproductions. Missing storefront features could also be reproduced and replaced. Restoration on a large scale is likely to be inaccurate and arbitrary without detailed original design specifications and should be reserved for restoring features on a smaller scale. The creation of a false historic image should be avoided at all costs.

- New storefronts should either be based on historic documentary research or of a sympathetic modern design that complements the building and the block. South Street is a very visually unified corridor, and new design should be sympathetic to the building next door as well as to the existing structure.
- Modern windows may be replaced with historic reproductions that more accurately convey the historic fenestration pattern of the structure.
- Replacement architectural features, such as cornices, lintels, and bay windows, should be based upon historic documentary research.

Mechanical Systems

Historic buildings often have out of date mechanical equipment to service the structure. For both comfort and safety, new equipment is often required.

- · New mechanical equipment to service the building should be installed out of visual range of the public.
- · Heating and cooling systems should be installed in service areas or out of view on the roof.
- · Equipment installation should not damage or obscure original

Design Guidelines

materials or features.

- · Adequate structural support for new equipment should be provided to prevent damage to historic materials.
- Air conditioning window units should only be used on a nonvisible façade and should not damage the window. All window units should be removable at the end of the summer season.

Additions

New additions to historic structures are sometimes a necessity. Every possible way to avoid altering a historic building with an addition should be explored before resorting to an addition.

- Additions should cause the least damage possible to the existing historic materials and features. Existing openings in the historic building, such as windows and doors, should be used as connectors. The cutting of new openings should be avoided. A visible connector between the existing building and the new addition should serve as a buffer between the two structures; attaching a new addition directly to the historic building should be avoided.
- Additions should be located to the rear or side of the existing structure and defer to the historic building in size and scale. A new addition should not overpower the existing structure.
- New additions should complement the historic structure in fenestration, mass, materials, and color. Design may be contemporary or may reference architectural features and motifs from the existing building or the historic district.
- · Creating a false historical sense should be avoided. A new

- addition should not duplicate the historic building or be so historically accurate in detailing to be confused with an authentic historic building.
- Additions to the top of an existing structure should be set back from the main facades to be as inconspicuous as possible when the building is viewed from the street. Rooftop additions that compromise the buildings' structural integrity or that require intervention, for example, the insertion of steel structural members in a wood framed structure, should be avoided.

ADA Compliance

Meeting standards for compliance with the Americans with Disabilities Act (ADA) can be problematic for an historic building. However, there are steps to take that will allow full access to the building and still preserve the building's character.

- · Investigate code requirements to determine the level of compliance the building must meet.
- Identify character defining features, spaces, and materials so they can be protected.
- Work with experienced architects and advocacy groups to create a working compromise that benefits both disabled patrons and the building.
- · Ramps and lifts should not overpower the building's presence on the street.
- · Adding bevels to a raised threshold or sloping the entrance

CONTRIBUTING BUILDINGS

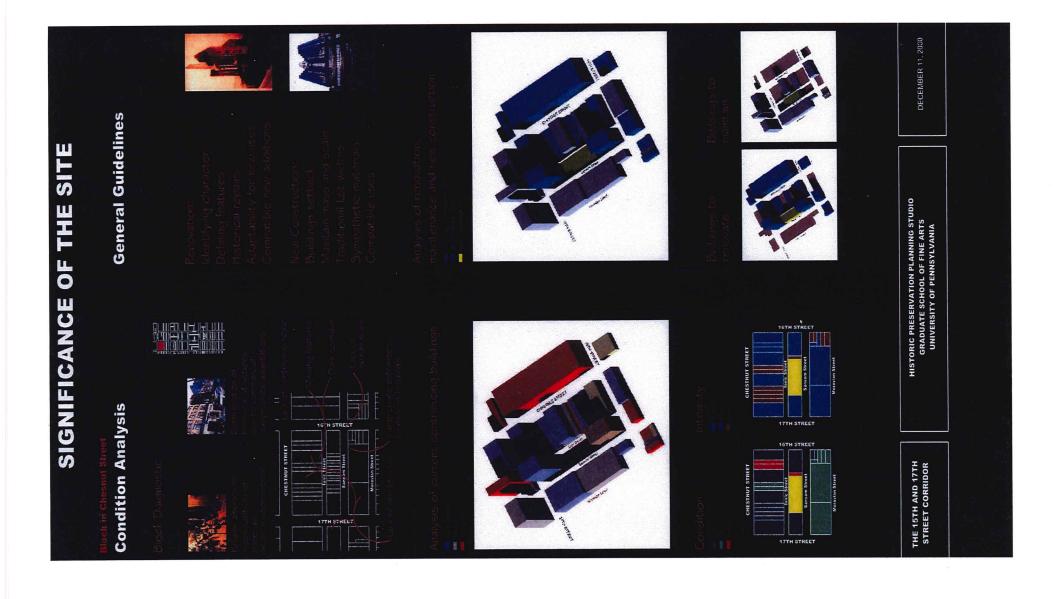


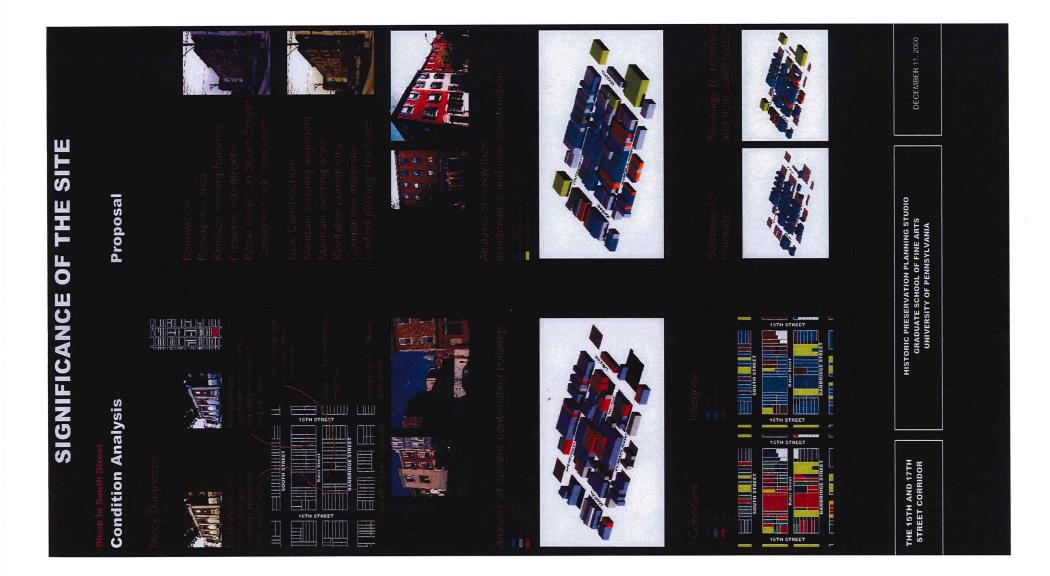
THE 15TH AND 17TH
STREET CORRIDOR
BECKMEN 300

HISTORIC PRESERVATION PLANNING STUDIO GRADUATE SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA



LEGEND HISTORIC PRESERVATION PLANNING STUDIO GRADUATE SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA







15TH STREET

16TH STREET

Current condition

- Becoming a service all
- Incompatible character of Stree within context
- Pedestrain fraffic discouraged due to car traffic and parking garage
- Inappropiate street furniture

A LATIMER STREET SPRUCE STREET SPRUCE STREET SPRUCE STREET SPRUCE STREET

Proposal

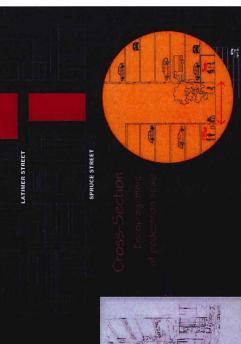
- Revitalization

15TH STREET

16TH STREET

17TH STREET

- · Encourage pedestrain traf
- Restore human scale



Perspective- Proposed streetscap

THE 15TH AND 17TH
STREET CORRIDOR
DECEMBER 11 2000

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LEGEND

Cress section from 150 to 16th South



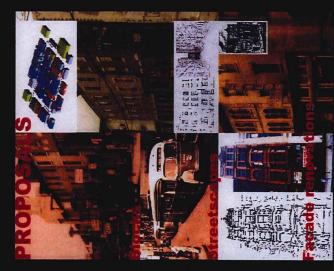


DESIGN GUIDELINES RECOMMENDATIONS

Methodology







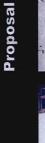
THE 15TH AND 17TH STREET CORRIDOR

HISTORIC PRESERVATION PLANNING STUDIO GRADUATE SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

FACADE RECOMMENDATIONS

Current condition

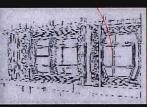
Inappropriate alteration of storefront



Modification

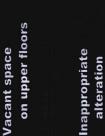
of storefront







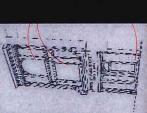
Modification of storefront





1

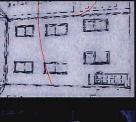
of storefront



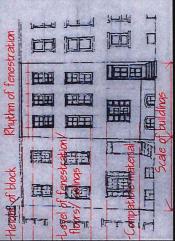
Renovation of facade



Intrusive elements







Vacant Lot

New construction

THE 15TH AND 17TH STREET CORRIDOR

HISTORIC PRESERVATION PLANNING STUDIO GRADUATE SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

1 Inappropriate alterati 2 Vacant upper floor

Vacant upper floor Intrusive elements Vacant fot

Streetscaping Elements

STREETSCAPES WITHIN OUR STUDY CORRIDOR

General Streetscape Observations

Retaining the pedestrian scale of the physical environment, improving streetscapes, and preserving and improving the historic fabric broadens the scope of the downtown Philadelphia experience. The general principles that should be considered in selecting, placing, and maintaining street furniture is that it *contributes to the districts overall design scheme*. Function, durability and costs are key elements in a system of street furniture. Comprehensive surveying and studying of the built environment within our study corridor revealed that some areas succeeded in creating a successful streetscape environment while other areas failed.

The most successful streetscaping elements exist along Walnut Street from 15th to 17th Streets where up-scale restaurants and retail shops attract wealthy residents and tourists as well as business professionals. The presence of many trees and low-scale street lighting contribute to the overall warm feeling on the street. Historic lampposts compliment the low-scale architecture, and are positive elements of streetscape furniture and pedestrian amenities that contribute to the ambiance of this commercial block.

Besides Walnut Street however, streetscaping elements within our study area are problematic. The following is a list of the items we believe need attention as well as suggestions for their improvement. We recognize that streetscaping elements are expensive to implement. Therefore, we recommend these improvements for the areas that we

are recommending as historic districts. If money is available, improvement can be made throughout the study area.

The general problematic items in this study are:

- 1. Trees need maintenance.
- 2. There is a general lack of decorative horticultural flourish.
- 3. Sidewalk material is inconsistent or dangerously uneven, especially in the residential area. New, smooth, white Portland cement replacements in some areas along the sidewalks contrast with the older brick patterned, raised aggregate cement, or flag stone.
- 4. Alleyways in the business district are un-hygienic, containing with overflowing dumpsters and curbside trash. One example is:

 Moravian Street.
- Secondary streets within the commercial district are bleak thoroughfares containing parking lots, garages, and dumpsters. One example is Sydenham Street between Walnut and Locust.
- 6. Street/sidewalk clean up from Pine to Bainbridge Streets is less frequent and needs improvement. Trash placed on the curbside increases litter along the streets if the bags break.
- 7. Sidewalks have an abundance of unattractive (if necessary) bollards.

Streetscaping Elements

- 8. Residential street blocks are poorly lit.
- 9. Trash cans provided by the city streets department (open wire weave basket) are unattractive and problematic. When the cans are empty or contain light trash, wind turns the bags inside out.
- 10. There is an excessive newspaper boxes. Often there are up to five chained to a lamppost and one or two at every block.
- 11. Inconsistent lamppost styles exist on secondary and tertiary streets within the business district.
- 12. Bus shelters are poorly designed to meet the character of the study area.
- 13. New historic lampposts need maintenance. Early evening observation shown some were lit and others not.
- 14. There is a lack of public art as an amenity.
- 15. There is a lack of existing places to sit outdoors within this district.
- 16. There is an insufficient amount of outdoor restaurants and cafés.
- 17. There is a lack of the presence of nature and open space.
- 18. Some streets are visually fragmented due to usage.
- 19. No public facilities or street corner drinking fountains exist.

- 20. Excessive traffic signs along the primary and secondary streets within the business district clutter the streetscape.
- 21. Bike racks are insufficient and can only hold one of two bikes.

Suggestions for improving public space include:

- 1. Redesign newspaper boxes. Instead of having several boxes chained to a lammpost, have a stacked mailbox that has a compartment for each newspaper.
- 2. Replace intrusive bus shelters with a design that is sensitive to the historic fabric of the neighborhood.
- Introduce more street banners into the district for self guided tours and public education of historic landmarks and significant historical architecture.
- 4. Add more historic lampposts on residential blocks. This will increase security and encourage pedestrian activity.
- 5. Use consistent sidewalk material and create a consistent sidewalk width. Commercial street widths vary from 8 to 16 feet wide. Brick, aggregate cement or new Portland cement materials are commonly used throughout the area and are inconsistent with the visual cohesiveness of the sidewalk block.

Streetscaping Elements

- 6. Redesign waste containers with a practical, aesthetically pleasing style that is consistent throughout the district.
- 7. Introduce public art through murals. A prime location for a mural introduced into the 15th to 17th Street corridor is on the north facing wall on Sansom Street between 15th and 16th Street.
- 8. Install gateways on service alleyways to block the view of the alley from pedestrians. Since this would close off the alleyway, inviting crime, we suggest increasing lighting along the alleyways.
- 9. Increase the number of sidewalk cafes and restaurants.
- 10. Encourage tax break incentives for home and business owners for introducing, and maintaining in good standards, trees, shrubbery and small scale plant life to the environment
- 11. Improve sidewalk bollards by adding a decorative cap on top of the pole.

ADDITIONAL RESOURCES PLANT RESOURCES

Pennsylvania Horticultural Society. 100 N.20th Street, Philadelphia, PA 19103 215-988-8800. McLean Library
Website: www.libertynet.org/phslibrary.html Online forms are available at this website for perusing titles from rare book collection, gardening books, video titles, for borrowing a book or ask a reference or gardening question with links to other horticulture libraries and their collection.

Pennsylvania Horticulture Society. Philadelphia Green, Community Greening. 215-988-8800. 100 N. 20th Street, 5th Floor, Philadelphia, PA 19103-1495 http://www.libertynet.org/phs/pg/pg home.html Carl Haefner, writer for "Vacant Lot Stabilization Manual" for individuals and communities in conjunction with the Mayor's Neighborhood Revitalization Program will havethis manual completed in January 2001.

Fairmount Park Commission, Horticultural Division. Memorial Hall, Philadelphia, PA 19131 215-686-2176. For further information regarding regulations and resources for street tree planting:

Morris Arboretum of the University of Pennsylvania, 100 Northwestern Avenue, Philadelphia, PA 19118. 215-247-5777 x 142. Plant Clinic is a free public service for plant questions and resources. Hours of operation M-F 1:00-3:00 PM.

National Arbor Day Foundation. 100 Nebraska Ave. Nebraska City, NE 68410, 402-474-5655 www.arborday.org

CITY AGENCIES

Center City District-http://www.centercityphila.org/Pages/ccdinfo.html

215-563-5064. Mark Murphy, Landscape Architect.

Philadelphia County Extension -

215-471-2224, or 2220. Doris Stahal, Director. Out reach and education center for urban garden program.

Universal Community Homes -215-732-6518. Eve Lewis, Operations Manager.

South of South Neighborhood Association -215-732-8446. Doug Norman, Director.

South Street West Business Association -215-735-0458. Jesse

Streetscaping Elements

Frisby-Hyden.

Preservation Alliance for Greater Philadelphia - 215-546-1180.

1616 Walnut Street, Suite 2110. Philadelphia, PA 19103.

Foundation for Architecture - 215-569-3187. Kenny Hind,

Director of Tours. http://www.foundationforarchitecture.org/tours/

tours.html

Changes to the Philadephia Preservation Ordinance

Proposed Changes to Philadelphia's Historic Preservation Ordinance Section 14-2007 Historic Buildings, Structures, Sites, <u>Interiors</u>, Objects and Districts.

(1) Declaration of Public Policy and Purposes:

- (a)It is hereby declared as a matter of public policy that the preservation and protection of buildings, structures, sites, <u>interiors</u>, objects and districts of historic, architectural, cultural, archaeological, educational and aesthetic merit are public necessities and are in the interests of the health, prosperity and welfare of the people of Philadelphia.
 - (b) The purposes of this section are to:
 - (.1)preserve buildings, structures, sites, interiors and objects which are important to the education, culture, traditions, and aesthetics, and economic values of the City.
 - (.2) establish historic districts to assure that the character of such districts is retained and enhanced;
 - (.3)encourage the restoration and rehabilitation of buildings, structures, sites, interiors and objects which are designated as historic or which are located within and contribute to the character of districts designated as historic without displacing elderly, long-term, and other residents living within those districts;
 - (.4) afford the City, interested persons, historical societies and organizations the opportunity to acquire or to arrange for the preservation of historic buildings, structures, sites, and objects, and buildings containing historic interiors which are designated individually or which contribute to the character of historic districts;

- (.5) strengthen the economy of the City by enhancing the City's attractiveness to tourists and by stabilizing and improving property values; and,
- (.6) foster civic pride in the architectural, historical, cultural and educational accomplishments of Philadelphia.
- (2)Definitions. The following words and phrases shall have the meaning ascribed to them in this section:
- (a) Alter or alteration. A change in the appearance of a building, structure, site or object which is not otherwise covered by the definition of demolition, or any other change for which a permit is required under The Philadelphia Code of General Ordinances. Alteration includes the reroofing, cleaning or painting of a building, structure or object.
- (b)Building. A structure, its site and appurtenances created to shelter any form of human activity.
 - (c) Commission. The Philadelphia Historical Commission.
- (d)Construct or construction. The erection of a new building, structure or object upon an undeveloped site.
- (e)Contributing building, structure, site or object. A building, structure, site or object within a district that reflects the historical or architectural character of the district as defined in the Commission's designation.
- (f)Demolition or demolish. The razing or destruction, whether entirely or in significant part, of a <u>designated</u> building, structure, site, <u>interior</u> or object. Demolition includes the removal of a building, structure, <u>interior</u> or object from its site or the removal or destruction of <u>athe</u> facade or surface.
 - (g) Demolition by Neglect. Neglect in the maintenance of any

Changes to the Philadephia Preservation Ordinance

building resulting in any one or more of the following:

- (.1) The deterioration of a building to the extent that it creates or permits a hazardous or unsafe condition as determined by the Department.
- (.2) The deterioration of a building(s) characterized by one or more of the following:
 - (a) those buildings which have parts thereof which are so attached that they may fall and injure members of the public or property.
 - (b) Deteriorated or inadequate foundation.
 - (c) Defective or deteriorated floor supports or floor supports insufficient to carry imposed loads with safety.
 - (d) Members of walls, or other vertical supports that lean, list or buckle due to defective material or deterioration.
 - (e) Members of walls or other vertical supports that are insufficient to carry imposed loads with safety.
 - (f) Members of ceilings, roofs, ceiling and roof supports or other horizontal members that sag, split, or buckle due to defective material or deterioration.
 - (g) Members of ceilings, roofs, ceiling and roof supports or other horizontal members that are insufficient to carry imposed loads with safety.
 - (h) Fireplaces or chimneys which list, bulge, or settle due to defective material or deterioration.
 - (i) Any fault, defect or condition in the

- building which renders the same structurally unsafe or not properly watertight.
- (.3) Action by the City and the Department relative to the safety or physical condition of any building.
- (gh)Department. The Department of Licenses and Inspections.
- (hi)Design. Exterior fFeatures including mass, height, appearance and the texture, color, nature and composition of materials.
- (ij)District. A geographically definable area possessing a significant concentration, linkage, or continuity of buildings, structures, sites or objects united by past events, plan or physical development. A district may comprise an individual site or individual elements separated geographically but linked by association, plan, design or history.
- (jk)Historic building. A building or complex of buildings and site which is fifty years old or older, which has a special character or special historical or aesthetic interest or value as part of the development, heritage or cultural characteristics of the city, commonwealth or nation, and which has been designated pursuant to this section or listed by the Commission under the prior historic buildings ordinance approved December 7, 1955, as amended.
- (kl) Historic district, object, site or structure. A district, object, site or structure which is fifty years old or older, which has a special character or special historical or aesthetic interest or value as part of the development, heritage or cultural characteristics of the city, commonwealth or nation, and which has been designated by the Commission pursuant to this section.

(m) Historic interior. An interior, or part thereof, any part of

Changes to the Philadephia Preservation Ordinance

which is fifty years old or older, and which is customarily open or accessible to the public, or to which the public is customarily invited, and which has a special historical or aesthetic interest or value as part of the development, heritage or cultural characteristics of the city, commonwealth or nation, and which has been designated pursuant to the provisions of this section. Interiors utilized as places of religious worship shall not be designated as historic interiors.

(n)Interior architectural feature. The architectural style, design, general arrangement and components of an interior, including, but not limited to, the kind, color and texture of the building material and the type and style of all windows, doors, lights, signs and other fixtures appurtenant to such interior.

 (\underline{no}) Object. A material thing of functional, aesthetic, cultural, historic or scientific value that may be, by nature or design, movable yet related to a specific setting or environment.

(p)Ordinary repair and maintenance. Any work done on a designated building, structure, site, interior, or object, or building, structure, site or object within the boundaries of an historic district for which a permit issued by the Department is not required by law, where the purpose and effect of such work or replacement is to correct any deterioration or decay of or damage to such improvement or any part thereof and to restore same, as nearly as practicable, to its condition prior to the occurrence of such deterioration, decay or damage.

(q)Significant building, structure, site, interior or object. A building, structure, site, interior or object within a district that warrants individual listing on the Philadelphia Register of Historical Places under the criteria established in this section.

(r)Site. The location of a significant event, a prehistoric or

historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself maintains, historical, cultural, or archaeological value regardless of the value of any existing structure.

(<u>s</u>)Structure. A work made up of interdependent and interrelated parts in a definite pattern of organization constructed by man and affixed to real property.

(3) The Commission. The Mayor shall appoint a Philadelphia Historical Commission consisting of the President of City Council or his designee, the Director of Commerce, the Commissioner of Public Property, the Commissioner of Licenses and Inspections, the Chairman of the City Planning Commission or the Chairman's designee, the Director of Housing or his designee, and eight nine other persons learned in the historic traditions of the City and interested in the preservation of the historic character of the City. At least one Two of the appointees shall be an architects experienced in the field of historic preservation; at least one of the appointees shall be an historian; at least one two of the appointees shall be an architectural historians; at least one of the appointees shall be a real estate developer; one of the appointees shall be a board certified attorney experienced in land use law; at least one of the appointees shall be a representative of a Community Development Corporation; and at least one of the appointees shall be a representative of a community organization.

(4)Powers and Duties of the Commission. The powers and duties of the Philadelphia Historical Commission shall be as follows:

(a)Designate as historic those buildings, structures, sites, interiors and objects which the Commission determines, pursuant to

Changes to the Philadephia Preservation Ordinance

the criteria set forth in Subsection (5) of this Section, are significant to the City, Commonwealth or Nation;

- (b)Delineate the boundaries of and designate as historic those districts which the Commission determines, pursuant to the criteria set forth in Subsection (5) of this Section, are significant to the City. Commonwealth or Nation;
- (c)Prepare and maintain or cause to be prepared and maintained a comprehensive inventory of historic buildings, structures, sites, interiors, objects, and districts;
- (d)Review and act upon all applications for permits to alter or demolish historic buildings, structures, sites, interiors or objects; to alter or demolish buildings, structures, sites or objects located within historic districts, and to review and comment act upon all applications for permits to construct buildings, structures or objects within historic districts if the applications are for projects that will be financed by City funding or that will utilize the City's tax incentive programs, and to review and comment upon all applications for permits to construct buildings, structures or objects within historic districts as provided in this section;
- (e)Make recommendations to the Mayor and City Council concerning the use of grants, gifts and budgetary appropriations to promote the preservation of buildings, structures, sites, interiors, objects or districts of historic importance to the City, Commonwealth or Nation;
- (f)Make recommendations to the Mayor and City Council that the City purchase any building, structure, site or object of historic significance where private preservation is not feasible, or that the City acquire facade easements, development rights, or any other property interest that would promote historic preservation;

- (g)Increase public awareness of the value of architectural, cultural and historic preservation;
- (h)Adopt rules of procedure and regulations and establish such committees as the Commission deems necessary for the conduct of its business;
- (i)Keep minutes and records of all proceedings, including records of public meetings during which proposed historic designations are considered.
- (5) Criteria for Designation. A building, complex of buildings, structure, site, <u>interior</u>, object or district may be designated for preservation if it is at least fifty (50) years old and;
- (a) Has significant character, interest or value as part of the development, heritage or cultural characteristics of the City, Commonwealth or Nation or is associated with the life of a person significant in the past; or,
- (b) Is associated with an event of importance to the history of the City, Commonwealth or Nation; or,
- (c)Reflects the environment in an era characterized by a distinctive architectural style; or,
- (d)Embodies distinguishing characteristics of an architectural style or engineering specimen; or,
- (e)Is the work of a designer, architect, landscape architect or designer, or engineer whose work has significantly influenced the historical, architectural, economic, social, or cultural development of the City, Commonwealth or Nation; or,
- (f)Contains elements of design, detail, materials or craftsmanship which represent a significant innovation; or,
 - (g)Is part of or related to a square, park or other distinctive

Changes to the Philadephia Preservation Ordinance

area which should be preserved according to an historic, cultural or architectural motif; or,

- (h)Owing to its unique location or singular physical characteristic, represents an established and familiar visual feature of the neighborhood, community or City; or,
- (i) Has yielded, or may be likely to yield, information important in pre-history or history; or
- (j)Exemplifies the cultural, political, economic, social or historical heritage of the community.
- (k)Properties that have achieved significance within the last fifty years shall be eligible for designation by the Commission if they are of exceptional importance to the City, Commonwealth, or Nation.

(6) Public Notice and Meeting:

- (a)At least thirty (30) days before holding a public meeting to consider the proposed designation of a building, structure, site, interior or object as historic, the Commission shall send notice to the owner of the property proposed for designation. Such notice shall indicate the date, time and place of the public meeting at which the Commission will consider the proposed designation. Notice shall be sent to the registered owner's last known address as the same appears in the real estate tax records of the Department of Revenue and sent to "Owner" at the street address of the property in question.
- (b)At least sixty (60) days before holding a public meeting to consider the proposed designation of a district as historic, the Commission shall send written notice of the proposed designation to the owners of each building, structure, site or object within the proposed district. The notice shall indicate the date, time and place of the public meeting at which the Commission will consider the proposed designa-

tion. Notice shall be sent to the registered owner's last known address as it appears in the real estate tax records of the Department of Revenue and sent to "Owner" at the street address of the property in question. The Commission shall publish notice of the proposed designation of a district as historic in a newspaper having general circulation within the City at least sixty (60) days before the Commission holds a public meeting to consider the proposed designation. The Commission shall post notice of the proposed designation at locations within the proposed district at least sixty (60) days before the public meeting to consider the proposed designation.

- (c) Any interested party may present testimony or documentary evidence regarding the proposed designation of a building, structure, site, <u>interior</u>, object or district at the public meeting of the Commission.
- (d)During the sixty days prior to a Commission hearing on designation of a particular historic district, the City Planning Commission shall review and comment on creation of the district with respect to the relation of the designation to the zoning code, projected public improvements and any plans for the development, growth, improvement or renewal of the area involved and transmit its comments to the Historical Commission for its consideration. to assist the Commission in making its determination.
- (e)The Commission shall send written notice of the designation as historic of a building, structure, site, <u>interior</u>, object, or district to the owners of each separately designated building, structure, site, <u>interior</u>, or object and to the owners of each building, structure, site, or object within a district designated historic, which shall include reason for the designation, <u>a description of the characteristics of the landmark or historic district which justify its designation</u>, <u>a description</u>

Changes to the Philadephia Preservation Ordinance

address of the property in question. The Commission shall send written notice of historic designation to any person appearing at the public hearing who requests notification.

- (f)Any designation of a building, structure, site, <u>interior</u>, object or district as historic may be amended or rescinded in the same manner as is specified for designation.
- (g)The Commission shall compile a register of buildings, structures, sites, <u>interiors</u>, objects and districts designated as historic by the Commission which shall be available for public inspection in the offices of the Commission, the Department, and the Department of Records.

(7)Permits:

- (a) Unless a permit is first obtained from the Department, no No person shall alter or demolish an historic building, structure, site, interior, or object, or alter, demolish, or construct any building, structure, site or object within an historic district unless a permit is first obtained from the Department.
- (b) When a person applies for a permit to demolish an historic building, structure, site, interior or object or a building, structure, site or object located within an historic district, the Department shall post, within seven (7) days, notice indicating that the owner has applied for a permit to demolish the property; that the property is historic or is located within an historic district; that the application has been forwarded to the Commission for review. The notice shall be posted on each street frontage of the premises with which the notice is concerned and shall be clearly visible to the public. Posting of a notice shall not be required in the event of an emergency which requires immediate action to protect the health or safety of the public. No

person shall remove the notice unless the permit is denied or the owner notifies the Department that he will not demolish the property.

- (c)Before the Department may issue a permit to alter or demolish an historic building, structure, site, interior or object, or to alter, demolish or construct a building, structure, site or object within an historic district, the permit application shall be forwarded to the Commission for its review.
- (d)The Commission's scope of review of applications for permits for construction, as defined herein, shall be limited to a forty-five (45) day period of comment.
- (e)At the time that a permit application is filed with the Department for alteration, demolition or construction subject to the Commission's review, the applicant shall submit to the Commission the plans and specifications of the proposed work, including the plans, and specifications, and proposed financing for any construction proposed after demolition and such other information as the Commission may reasonably require to exercise its duties and responsibilities under this section.
- (f)In any instance where there is a claim that a building, structure, site, interior or object cannot be used for any purpose for which it is or may be reasonably adapted, or where a permit application for alteration, or demolition is based, in whole or in part, on financial hardship, the owner shall submit, by affidavit, the following information to the Commission:
 - (.1) amount paid for the property, date of purchase, and party from whom purchased, including a description of the relationship, whether business or familial, if any, between the owner and the person from whom the property was purchased;

Changes to the Philadephia Preservation Ordinance

- (.2) assessed value of the land and improvements thereon according to the most recent assessment;
- (.3) financial information for the previous two (2) years which shall include, as a minimum, annual gross income from the property, itemized operating and maintenance expenses, real estate taxes, annual debt service, annual cash flow, the amount of depreciation taken for federal income tax purposes, and other federal income tax deductions produced;
- (.4) all appraisals obtained by the owner in connection with his purchase or financing of the property, or during his ownership of the property;
- (.5) all listings of the property for sale or rent, price asked, and offers received, if any;
- (.6) any consideration by the owner as to profitable, adaptive uses for the property;
- (.7)the Commission may further require the owner to conduct, at the owner's expense, evaluations or studies, as are reasonably necessary in the opinion of the Commission, to determine whether the building, structure, site, interior or object has or may have alternate uses consistent with preservation.
- (g)Within sixty (60) days after receipt by the Commission of a <u>complete</u> permit application, the Commission shall determine whether or not it has any objection to the proposed alteration or demolition.
 - (.1) where the Commission has no objection, the Department shall grant the permit subject to the requirements of any applicable provisions of the Code and regulations and subject to any conditions of the Commission pursuant to the

subsection (7)(i).

- (.2) where the Commission has an objection, the Department shall deny the permit.
- (.3)where the Commission acts to postpone the proposed alteration or demolition pursuant to subsection (7)(h) of this Section, the Department shall defer action on the permit application pending a final determination by the Commission approving or disapproving the application. Before taking any action, the Commission shall afford the owner an opportunity to appear before the Commission to offer any evidence the owner desires to present concerning the proposed alteration or demolition. The Commission shall inform the owner in writing of the reasons for its action.
- (h)Where the Commission has determined that the purpose of this section may best be achieved by postponing the alteration or demolition of any building, structure, site, interior or object subject to its review, the Commission may, by resolution, defer action on a permit application for a designated period not to exceed six months from the date of the resolution. During the time that action on a permit application is deferred, the Commission shall consult with the owner, civic groups, public and private agencies, and interested parties to ascertain what may be done by the City or others to preserve the building, structure, site, interior or object which is the subject of the permit application. When appropriate, the Commission shall make recommendations to the Mayor and City Council.
- (i) The Commission may require that a permit for the alteration or demolition of any building, structure, site, <u>interior</u> or object subject to its review be issued subject to such conditions as may reasonably

Changes to the Philadephia Preservation Ordinance

advance the purposes of this section. The Department shall incorporate all such requirements of the Commission into the permit at the time of issuance. In cases where the Commission, pursuant to subsection (7)(j) of this section, agrees to the demolition of an historic building, structure, site, interior or object, or of a building, structure, site or object located within an historic district which contributes, in the Commission's opinion, to the character of the district, the Commission may require that the historic building, structure, site, interior, or object be recorded, at the owner's expense, according to the documentation standards of the Historic American Buildings Survey and the Historic American Engineering Record (HABS/HAER) for deposit with the Commission.

(j) No permit shall be issued for the demolition of an historic building, structure, site, interior or object, or of a building, structure, site or object located within an historic district which contributes, in the Commission's opinion, to the character of the district, unless the Commission finds that issuance of the permit is necessary in the public interest, or unless the Commission finds that the owner has proven financial hardship and the building, structure, site or object cannot be used for any purpose for which it is or may be reasonably adapted. The Commission shall clearly define the public interest served in necessary in the public interest decisions, and within one day of its decision to grant a permit for a project that is necessary in the public interest, the Commission shall post a notice of its reasons for granting such a permit on each street frontage of the premises with which the application is concerned so that it is clearly visible to the public. In order to show that building, structure, site or object cannot be used for any purpose for which it is or may be reasonably adapted, the

owner must demonstrate that the sale of the property is impracticable, that commercial rental cannot provide a reasonable rate of return and that other potential uses of the property are foreclosed.

(k)In making its determination as to the appropriateness of proposed alterations, demolition or construction, the Commission shall consider the following:

- (.1) the purposes of this section;
- (.2) the historical, architectural or aesthetic significance of the building, structure, site or object;
- (.3) the effect of the proposed work on the building, structure, site or object and its appurtenances;
- (.4) the compatibility of the proposed work with the character of the historic district or with the character of its site, including the effect of the proposed work on the neighboring structures, the surroundings and the streetscape; and,
 - (.5) the design of the proposed work.
- (.6)iIn addition to the above, the Commission may shall be guided in evaluating proposals for alteration or construction by the Secretary of the Interior's "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" or similar criteria.
- (.7)iIn specific cases as will not be contrary to the public interest, where, owing to special conditions, a literal enforcement of the provisions of this ordinance [section] would result in unnecessary hardship so that the spirit of this ordinance [section] shall be observed and substantial justice done, subject to such terms and conditions as the Commission may decide, the Commission shall by a majority vote

Changes to the Philadephia Preservation Ordinance

grant an exemption from the requirements of this ordinance [section]. The Commission shall clearly define the special conditions and reasons for its decision to grant an exemption from the requirements of this ordinance. Within one day of its decision to grant an exemption from the requirements of this ordinance, the Commission shall post a notice of said exemption on each street frontage of the premises with which the exemption is concerned so that it is clearly visible to the public.

(.8) Prior to granting an exemption from the requirements of this ordinance (through the process described above) or a demolition permit, the Commission shall ask the applicant to investigate alternative sites or solutions that may better protect the historic building, structure, site, interior or object.

(I)The Department shall not issue any permit for the demolition, alteration or construction of any building, structure, site or object which is being considered by the Commission for designation as historic or which is located within a district being considered by the Commission for designation as historic where the permit application is filed on or after the date that notices of proposed designation have been mailed, except that the Department may issue a permit if the Commission has approved the application or has not taken final action on designation and more than ninety (90) days have elapsed from the date the permit application was filed with the Commission. Where the Commission takes final action on designation within the time allotted herein, any permit application on file with the Department shall be deemed to have been

filed after the date of the Commission's action for purposes of this section.

(8)Performance of Work and Maintenance:

- (a) The Department shall, upon the request of the Commission, examine the buildings, structures, sites, interiors and objects designated as historic by the Commission and report to the Commission on their physical condition.
- (b) All work performed pursuant to the issuance of a permit for the alteration or demolition of a building, structure, site, interior or object subject to the Commission's review shall conform to the requirements of such permit. It shall be the duty of the Department to inspect from time to time any work performed pursuant to such permit in order to ensure compliance. In the event that work is not being performed in accordance with the permit requirements, the Department shall issue a stop work order and all work shall cease until the work is brought into conformity with the requirements of the permit.
- (c) The exterior of every historic building, structure and object and of every building, structure and object located within an historic district shall be kept in good repair as shall the interior portions of such buildings, structures and objects, neglect of which may cause or tend to cause the exterior to deteriorate, decay, become damaged or otherwise fall into a state of disrepair.
- (d)The provisions of Section 14-2007 shall not be construed to prevent the ordinary maintenance or repair of any building, structure, site, interior or object where such work does not require a permit by law and where the purpose and effect of such work is to correct any deterioration or decay of, or damage to, a building,

Changes to the Philadephia Preservation Ordinance

structure, site, <u>interior</u> or object and to restore the same to its condition prior to the occurrence of such deterioration, decay or damage.

(9) Demolition by Neglect

(a) In the event the Commission determines that a building, structure, site, interior, or object subject to the Commission's review is being "demolished by neglect," they shall notify the applicant of this preliminary finding, stating the reasons therefore, and shall give the applicant thirty (30) days from the date of the notice in which to apply to the Department for a permit to rectify the specifics provided by the Commission. The Commission shall give the applicant thirty (30) days from the date of Department's approval of the permit to start work to rectify the specifics provided by the Commission. Notice shall be sent to the registered owner's last known address as the same appears in the real estate tax records of the Department of Revenue and sent to the "Owner" at the street and address of the property in question. Notice shall also be posted on each street frontage of the premises with which the notice is concerned and shall be clearly visible to the public.

(b) If applicant fails to apply for a permit (within in the allotted time) or fails to commence work (within the allotted time), the Commission shall notify the applicant in the manner provided above to appear at the next public hearing of the Commission. The Commission's staff or representative shall present to the Commission at said public hearing the reasons for the notice and applicant shall have the right to present any rebuttal thereto. If, thereafter, the Commission determines that the building or landmark is being "demolished by neglect" and no efforts made to preserve it, the City may,

through the Chairman of the Historical Commission or other appropriate officer of the said Commission, bring charges against the applicant for the violation of this ordinance, and the City may cause such property to be repaired by the Owner. In any instance where there is a claim that a building, structure, site, interior, or object has been "demolished by neglect" in whole or in part, by financial hardship, the owner shall submit the items identified in Subsection 7 (f) ((.1)-(.7)) of this Chapter to the Commission for its consideration.

(910)Enforcement: [Note 411]

(a) The Department is authorized to promulgate regulations necessary to perform its duties under this Section.

(b) The Department may issue orders directing compliance with the requirements of this Section. An order shall be served upon the owners or person determined by the Department to be violating the requirements of this Section. If the person served is not the owner of the property where the violation is deemed to exist or to have occurred, a copy of the order shall be sent to the last known address of the registered owner and a copy shall be posted on the property. Where the owner's address is unknown, a copy of the order shall be posted on the property.

(c)Any person who violates a requirement of this Section or fails to obey an order issued by the Department shall be subject to a fine of three hundred (300) dollars.

(d)Any person who alters or demolishes a building, structure, site, interior or object in violation of the provisions of Section 14-2007 or in violation of any conditions or requirements specified in a permit shall be required to restore the building, structure, site, interior

Appendix D

Financial Incentives

TABLE 1

Census Tract	Block Group	Total Persons	Total Households	edian Family acome 1989	Households with Public Assistance	% w/Public Assistance	Persons w/ Poverty Status Determined*	% Pov. Status
7	1	42	0	\$ _	0		42	100%
7	2	2,034	1,466	\$ 47,098.00	105	7%	243	12%
8	1	1,976	1,497	\$ 61,458.00	0		191	10%
8	2	1,118	871	\$ 48,500.00	0		134	12%
12	1	1,052	520	\$ 96,760.00	C)	167	16%
12	2	1,134	546	\$ 41,875.00	C)	212	19%
12	8	2,102	1,390	\$ 75,000.00	C)	239	11%
14	1	148	87	\$ -	C		21	14%
14	2	646	429	\$ 5,665.00	148	34%	395	61%
14	3	322	108	\$ 5,360.00	19	18%	197	61%
14	8	303	140	\$ 4,999.00	56	40%	144	48%

^{*} Income in 1989 below poverty level.

Financial Incentives for Historic Preservation

Level	Title	Incentive	Building Use	Conditions	Additional Information	
Federal	Investment Tax Credit	A 20% tax credit for historic buildings	properties	, wands to omicio and contaminant in the contaminan	Service, the State Historic Preservation Office and the Internal Revenue Service, but administered through Pennsylvania's Bureau for Historic Preservation. Approval of tax credit is subject to review and certification by the National Park Service.	Bureau for Historic Preservation, P.O. Box 1026, Harrisburg, PA 17108-1026. Phone: (717) 787-0772. or Preservation Tax Incentives, Technical Preservation Services-2255, National Park Service, 1849 C Street, NW Washington, D.C. 20240. Website: http://www.cr.nps.gov. E-mail: hps- info@nps.gov
Federal	Rehabilitation Investment Tax Credit (RITC)	A 10% tax credit for non- historic buildings	Income producing properties	Available to owners and certain long term leases: 1) The building must be built before 1936 and must not be listed on the National Register of Historic Places. 2) The building must retain 50% to 75% of the external walls and 75% of the internal structural framework. 3) The amount of money spent on the rehabilitation must be greater than the adjusted value of the building and must be at least \$5,000. Projects must be completed within a 24 month period. 4) After the rehabilitation, the building must be owned and operated by the same owner, and operated as an income producing property for 5 years.	Service, the State Historic Preservation Office and the Internal Revenue Service, but administered through Pennsylvania's Bureau for	Bureau for Historic Preservation, P.O. Box 1026, Harrisburg, PA 17108-1026. Phone: (717) 787-0772 or Preservation Tax Incentives, Technical Preservation Services-2255, National Park Service, 1849 C Street, NW Washington, D.C. 20240. Website: http://www.cr.nps.gov. E-mail: hps-info@nps.gov
Federal	Conservation Easement	A one-time federal tax deduction	Any	Also known as the charitable contribution deduction, this incentive provides both a tax deduction and protection in perpetuity for the building façade. When the owner donates an easement to a charitable or governmental organization, he can claim a charitable deduction on Federal income tax. In most cases an easement donor may deduct the value of the easement, for up to thirty-percent of the taxpayer's adjusted gross income, from Federal taxes. Any excess value may be carried forward up to five years. The value of the easement is based on the difference between the appraised fair market value of the property prior to conveying an easement and its value with the easement restrictions in place. Under most circumstances the value of an easement depends upon the property's development potential and operates under the assumption that an easement limits development, thereby reducing the value of the property.	Historic Places, or located in a registered historic district and certified by the U.S. Departmen of the Interior as being	Phone: (717) 787-0772 or Preservation

Financial Incentives for General Rehabilitation

Level	Title	Incentive	Building Use	Conditions	Additional Information	Contact Information
Federal	203 (k) Rehabitation Loans	Single- mortgage financing to cover the purchase and rehabilitation of a home	One to four-family dwellings at least one year old	1-3 1 3 3 3 3 3 3 -	HUD does not make direct loans to homeowners but makes this program available through participating lenders.	More information is available on the HUD website at http://www.hud.gov/fha/sfh/203k/203kabo u.html. If you have questions about the 203(k) program or are interested in getting a 203(k) insured mortgage loan, contact an FHA-approved lender or the Homeownership Center in your area. Some FHA-approved lenders in Philadelphia are Countrywide Home Loans Inc., 6239 Roosevelt Blvd., Philadelphia, PA 19149. (215) 744-2788; and GMAC Mortgage Corporation, 3900 Chestnut St., Philadelphia, PA 19104 (215) 386-5311
State	State Act 205, as Amended	Exemption of real estate taxes on 100% of a developer's improvement to a residential property	Residential	The purpose of this act is to exempt developer improvements on residential properties from the increase in real estate taxes caused by the those improvements. The exemption is for 100% of the added value created by the improvements for a term of thirty (30) months or until the residential property is sold or occupied, whichver occurs first.	Although a state act, this law is administered in Philadelphia by the city Board of Revision of Taxes. The taxpayer must apply in writing upon forms prescribed by the Board of the Revision of Taxes prior to commencement of improvements.	The Board of Revision of Taxes General Information phone number is (215) 686-4334, fax (215) 686-9211. For forms, e-mail revenue@phila.gov. Conditions and general information available at http://www.phila.gov/departments/revtaxes/index.html
State	Purchase Improvement Program	A low-interest loan for improvement of a new home	owner-occupied residential	The Pennsylvania Housing Finance Agency provides a number of services to first-time homebuyers. These services are financed by state-issued tax-free bonds which are purchased by investors and backed by low interest rate mortgages held by first-time, low and moderate income homebuyers. Loans are administered through participating local lenders. The Purchase Improvement Program allows borrowers to make up to \$15,000 in home improvements in conjunction with the purchase of a home with an Agency first mortgage loan. This can include repairs, alterations or modifications to improve the basic livability, accessibility, energy efficiency or safety of the property. Qualifications and conditions vary, so contact the FHA and a participating local lender.	Adminstered by the Pennsylvania Housing Finance Agency and available through participating lenders.	Pennsylvania Housing Finance Agency: Questions regarding Single Family Homeownership Programs may be directed to the Single Family Programs Division at 800-822-1174. Information is available on the HFA website at http://www.phfa.org/programs/singlefamily /index.htm. General correspondence can be sent to PHFA, 2101 North Front Street P.O. Box 8029 Harrisburg, PA 17105-8029

Financial Incentives for General Rehabilitation

Level	Title	Incentive	Building Use		Additional Information	
Local	Philadelphia Home	A low-interest loan for home	Single-family home (1-4 units) residential only	No equity requirements, no appraisal is necessary for loan		PHIL loans are available through participating lenders, who set their own terms, conditions and fees. To apply call one of the participating lender and ask about the RDA's PHIL loan: Summit Bank 1-800-227-4996 PNC Bank 1-888-256-9378 First Union 215-973-3885 Mellon PSFS 215-553-0157 For more information about the program in general, call the RDA Hotline at (215) 854-6515
Local	City Councilmanic Ordinance 961, as Amended	increase in real estate tax	Owner-occupied residential property of not more than 3 units	The structure cannot contain more than three dwelling units, one of which must be owner-occupied. The assessment on the structure cannot exceed \$61,800 per dwelling unit prior to the commencement of the improvements. The exemption due to improvements is limited to that portion of the increased real estate assessed value up to the first \$41,200 for each improved, eligible dwelling unit and will begin on January 1, in the tax year immediately following the year in which the improvements were completed. The exemption term is for ten years. It is decreased by 10% each year during the term and that value is added to the taxable roll, terminating at the end of the ten year exemption term. It may be transferred to another qualifying owner-occupier for the balance of the tenyear exemption term.	owner-occupier. application must be submitted, at the latest 60 days after issuance of the	The Board of Revision of Taxes General Information number is (215) 686-4334; the fax number is (215) 686-9211. For forms, e-mail revenue@phila.gov. Conditions and general information available at http://www.phila.gov/departments/revtaxes/index.html
Local	City Councilmanic Ordinance 1456-A, as Amended	100% exemption of real estate tax on newly constructed owner-occupied residential units	l .	The real estate exemption is limited to the total portion of the assessed valuation attributable to the improvement. The term is for three years. Exemptions cannot be granted to buildings using other local exemptions. This incentive could encourage compatible in-fill construction in historic areas.	The application must be submitted to the board in the same calendar year in which the building permit is issued, at the latest 60 days after issuance of the building permit. The taxpayer must apply in writing upon forms prescribed by the Board of the Revision of Taxes.	The Board of Revision of Taxes General Information number is (215) 686-4334; the fax number is (215) 686-9211. For forms, e-mail revenue@phila.gov. Conditions and general information available at http://www.phila.gov/departments/revtaxes/index.html

Financial Incentives for General Rehabilitation

Level	Title	Incentive	Building Use	Conditions	Additional Information	Contact Information
	City Councilmanic Ordinance	100% exemption of taxable improvement to a converted	Deteriorated industrial or business property converted to commercial	The purpose of this ordinance is to facilitate the conversion of deteriorated, industrial, commercial or other business property to commercial non-owner occupied residential property. The converted property must be the primary residence of the new occupants. Eligible property must 1) not have been used for commercial residential for ten years, 2) have been vacant for two years, 2) have 66-2/3% vacant	the date of issuance of the certificate of occupancy. The taxpayer must apply in writing	The Board of Revision of Taxes General Information number is (215) 686-4334; the fax number is (215) 686-9211. For forms, e-mail revenue@phila.gov. Conditions and general information available at http://www.phila.gov/departments/revtaxes/index.html

Philadelphia Business Resources

Philadelphia Business Resources

Philadelphia Commercial Development Corporation (PCDC)
The Philadelphia Building
1315 Walnut Street, Suite 500
Philadelphia PA 19107
215.790.2200
www.philadelphiacommercial.com

The mission of the PCDC is to revitalize neighborhoods and assist small, minority, or female-owned businesses. Their efforts are focused on low-to-moderate income neighborhoods and commercial corridors within the city of Philadelphia. They offer services such as the Commercial Property Acquisition Grant Program, Small Business Revolving Loan Fund, Small Business MicroLoan Fund, and loans to contractors fulfilling Philadelphia Housing Authority contracts. Special services units, such as the Neighborhood Commercial Services Unit and the Housing Contractors Assistance Unit offer specialized aid to businesses targeted by the PCDC.

Philadelphia Industrial Development Corporation (PIDC) 2600 Centre Square West 1500 Market Street Philadelphia PA 19102-2126 215.977.9618 www.picd-pa.org

The Greater Philadelphia Chamber of Commerce and the Commerce Department of the City of Philadelphia created PIDC, a

private, not-for-profit corporation, in 1957 to promote economic development within the City. It is the City of Philadelphia's official economic development agency.

PIDC offers financing usually at below-market rates to eligible firms, fully-improved industrial land in 12 industrial parks and districts around the City, project management to public and private clients on major economic development projects within the City, and special financing and support services to community-based development corporations for large-scale neighborhood economic development projects

PIDC's loan programs are extensive, offering over 20 loans to eligible businesses. For more detailed information, please see http://www.pidc-pa.org/pdf/pdf.html.

Mayor's Business Action Team (MBAT) One Parkway 1515 Arch Street, 12th Floor Philadelphia PA 19102 215.683.2100 www.phila.gov/departments/mbat

MBAT is a source of complete and reliable information about and assistance and with doing business in Philadelphia. Businesses can call MBAT's offices to be connected to an account executive who will assist them with a variety of City issues, such as start up requirements, licensing and permitting issues, zoning and land use, tax issues, and utility companies.

For businesses considering a move to Philadelphia, MBAT offers a library of demographic material, access to a real estate

Philadelphia Business Resources

network of local realtors, and collaboration with local and state agencies to provide financial assistance and incentives.

Center City District (CCD)
Central Philadelphia Development Corporation (CPDC)
917 Filbert Street
Philadelphia PA 19107
215.440.5500
www.centercityphila.org

The CCD offers services city wide, such as street cleaning, graffiti removal, capital improvements to streetscapes, and the presence of uniformed Community Service Representatives on the street to serve as added security for pedestrians and businesses. In addition, the CCD, in conjunction with CPDC, undertakes a variety of demographic and economic studies that are available in published form from their office. They also serve as an advocate for business interests in Philadelphia's City government. Special services available to retailers include security audits, promotion, and design improvement.

Greater Philadelphia Chamber of Commerce 200 South Broad Street, Suite 1800 Philadelphia PA 19102 215.545.1234 www.gpcc.com

Membership in the GPCC offers businesses access to professional services, such as legal, finance, and marketing advice,

sales leads, discounts on company health, dental, and vision insurance for employees, programs and seminars on business development, advocacy representation in Philadelphia's government, and personal programs in professional development, to name but a few benefits. Founded in 1801 to serve merchants, GPCC has served the business community of Philadelphia in its current form since 1956. Nearly 600 businesses in the Philadelphia Metro area are members.

Small Business Administration Robert N.C. Nix Federal Building 900 Market Street, 5th Floor Philadelphia, PA 19107 215.580.2722 www.sba.gov

The U.S. Small Business Administration, established in 1953, provides financial, technical and management assistance to help Americans start, run, and grow their businesses. With a portfolio of business loans, loan guarantees and disaster loans worth more than \$45 billion, in addition to a venture capital portfolio of \$13 billion, SBA is the nation's largest single financial backer of small businesses. In addition, the SBA offers publications, online tutoring, and guides to starting your own business, financial planning, continuing business, and expansion. Contacts with minority and women's business development groups, government contracts, and special development tools for entrepreneurs are also available.

Minority Business Development Agency (MBDA) 26 Federal Plaza, Room 3720

Philadelphia Business Resources

New York NY 10278
212.264.3262
http://www.mbda.gov/New York/NewYork RO.html

The MBDA focuses its efforts on minority business development. The regional office that serves Philadelphia is located in New York City. Resource locators, databases of business opportunities, and connections to funding for minority businesses are part of the MBDA's services.

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143 Massachusetts General Laws *93-100

24 California Code of Regulation *8.

5 New Jersey Administration Code *23, subchapter 6.

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