

Bacon's Philadelphia

HSPV 701 Historic Preservation Studio
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Executive Summary

THE PROMPT

Our studio was given the task of designing a plan to preserve the legacy of Philadelphia's most influential planner, Edmund Bacon. His tenure as Executive Director of the Philadelphia City Planning Commission, between 1949 and 1970, coincided with some of the most important moments in Philadelphia's planning history and, therefore, has unquestionably shaped Philadelphia. Bacon was integral to the execution of these plans because of his role as tactician between the Planning Commission, Redevelopment Authority, developers, architects, politicians, and the community. Moreover, his vision for what Philadelphia could and should become greatly influenced the results of the numerous urban renewal projects that were carried out during this time period. Consequently, by examining this pivotal moment in Philadelphia's history through the lens of Bacon's vision and how the projects completed during this period

either adhered to or denied that vision allows us to explore and discuss this increasingly relevant story of Urban Renewal and Modernism. Thus, although the focus of this studio is preserving Bacon's legacy in Philadelphia, his legacy gives us the opportunity to look at the multi-faceted narrative of mid-century Philadelphia.

FIRST PHASE: RESEARCH AND CONCEPTUALIZATION OF A PRESERVATION APPROACH

Our studio was divided into three phases. The first phase of our studio entailed preliminary research on Edmund Bacon within the context of Philadelphia and beyond, as well as preliminary research on sites associated with him in Philadelphia. Through this research, it became clear that Bacon's legacy is most clearly seen in the built environment through the physical manifestation of his ideology, which guided

his vision for Philadelphia. Although there are numerous sites that could be studied to understand how best to preserve Bacon's legacy, Society Hill was chosen as the site on which to focus our semester-long studio because of how representative it is of Bacon's ideology, how closely its implementation adhered to the original vision for the project, and its broader significance as exemplifying Philadelphia's unique urban renewal strategy. During this phase of the studio, the concept of a National Heritage Area oriented around the theme of Bacon's legacy in Philadelphia was also explored in an attempt to conceptualize how the disparate sites of Bacon's legacy throughout the city could be connected and preserved.

SECOND PHASE: CHARACTERIZING SOCIETY HILL AND DESIGNING A PRESERVATION PLAN

The second phase of our studio revolved around designing a preservation plan for the legacy of Edmund Bacon, focusing on the manifestation of Bacon's legacy in Society Hill. To inform our preservation plan, we conducted additional historical research, assessed Society Hill's status on the National Register of Historic Places and the Philadelphia Register of Historic Places, identified the character-defining features of Society Hill beyond the neighborhood's early American image and those associated with Bacon's legacy, consulted various stakeholders, and identified the various values that have been assigned or could potentially be assigned to Society Hill. Using this information, we conducted a strengths, weakness, opportunities, and threats (SWOT) analysis to examine external and internal drivers of change and considered the tolerance for change within Society Hill. During this phase, we also developed preliminary individual project ideas, using the opportunities and threats identified in our SWOT analysis to guide the

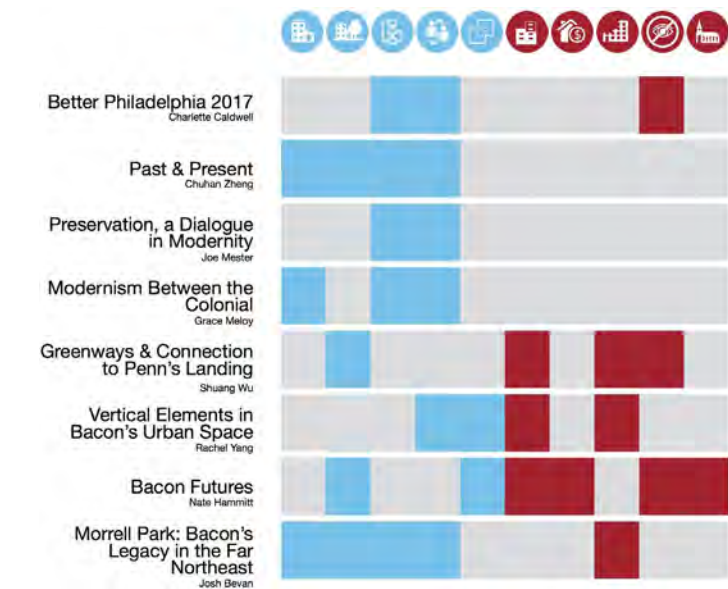
array of individual projects. These opportunities and threats for Society Hill are summarized in the graphic below.



THIRD PHASE: DETERMINING INTERVENTIONS AND ACTIONS

The third phase of our studio involved designing individual preservation projects to address the various opportunities and threats determined through our SWOT analysis of Society Hill. A matrix of the different projects and the opportunities and threats they each address is presented

below. The individual projects are meant to not only consider how to preserve Bacon's legacy in Society Hill but to also provide ideas for how Bacon's legacy can be preserved in other sites to be incorporated into the National Heritage Area.



Additionally, during this phase of our studio, we more fully developed our preservation plan, outlining the interventions and actions expected at 2, 5, and 10 years into the future.



FINDINGS AND RECOMMENDATIONS

Most notably, our preservation plan includes conducting feasibility studies for other potential Bacon legacy sites, harnessing local, state, and national support for the creation of Bacon's Philadelphia National Heritage Area, and pursuing Congressional approval for the NHA. The plan is summarized in the timeline above.

Through our studio, we have confirmed the significance of Edmund Bacon and his legacy in Philadelphia. Given his integral role in shaping Modern Philadelphia, we have determined the importance of preserving his legacy in the built environment for future generations. While our studio focused on Society Hill, which on many counts is a unique urban renewal story, the

findings of our studio demonstrate the importance of preserving and learning from this story, as well as the numerous other redevelopment and urban renewal projects executed during this period. For many of these projects, there were positive and negative outcomes. For example, through the creation of Society Hill, Bacon achieved his objective of getting middle and upper middle class citizens back into the city to help rebuild Philadelphia's dilapidated tax base. This success, however, came at a price, including the displacement of hundreds of families and the removal of a rich mixture of commerce, industry, and residential. The lessons to be learned from Bacon's ideology and their manifestations in the built environment are numerous, and we should look critically at how they should be applied to future redevelopment projects and what strategies should not be repeated.

Introduction

Edmund Norwood Bacon (1910-2005) believed that Philadelphia could be a “healthy organism” without the implementation of the typical Urban Renewal methodologies performed in other U.S. cities.¹ The strategy composed by Bacon at the administrative helm of Philadelphia’s City Planning Commission (1949-1970) did not interpret the mandates established by legislative action in Washington as his contemporaries did in other cities. Bacon believed that, “new structures [were] to be closely interwoven with the old.... using wherever possible existing community institutions as points of foci...”²

“The Philadelphia Cure” was touted as “clearing slums with penicillin, not surgery.”³ This Philadelphia way of urban renewal required Bacon to orchestrate the implementation of renewal without any political powers to dictate specifics. Bacon’s grit was off-putting to some of his contemporaries, but enabled him to bring about change in Philadelphia with a harmonious

interaction of historic and mid-century Modernism which earned him the moniker, “Father of Modern Philadelphia.”⁴

Our studio was given the prompt to investigate Bacon’s legacy in Philadelphia. To understand Bacon’s impact, we searched for the physical and ideological traces of his vision through the projects certified by his City Planning Commission and constructed by other players during the era of Urban Renewal. The commission crafted or contracted upwards of fifty plans for and studies of Philadelphia’s neighborhoods during Bacon’s twenty-one year tenure as its Executive Director. The sheer scale of the geographic area designated for redevelopment in the mid-twentieth century led us to consider our studio as a foundational project in the re-examination and evaluation of Bacon’s Philadelphia as it reaches fifty years of age. The objective of this project is to bring awareness of the distinct urban

renewal methodology employed by Bacon and his Philadelphian counterparts to restore vitality to their city and punctuated by the Modernist architectural form.

Nearly fifty years since Bacon’s retirement from the City Planning Commission, he continues to elicit both visceral critiques and high praise. To rebuff the divided notions of Bacon’s legacy, we attempted to employ an unbiased methodology to investigate, understand, and develop a preservation approach for Bacon’s Philadelphia.

1. Edmund N. Bacon, “Redevelopment and Architectural Design,” May 15, 1952, Edmund Norwood Bacon Collection, 095.70, Architectural Archives, University of Pennsylvania, Philadelphia; Howard P. Chudacoff and Judith E. Smith, *The Evolution of American Urban Society*, 6th ed. (Upper Saddle River, NJ: Pearson Prentice Hall, 2005), 260-265.

2. Bacon, “Redevelopment and Architectural Design”

3. “The Philadelphia Cure: Clearing Slums With Penicillin, Not Surgery,” *Architectural Forum* 96, no. 4 (April 1952): 112-113.

4. “Edmund Bacon: The First Citizen Giving Thanks to the Father of Modern Philadelphia,” *Philadelphia Inquirer*, October 17, 2005, http://articles.philly.com/2005-10-17/news/25441850_1_edmund-bacon-philadelphia-planning-director.

Part I. Bacon's Philadelphia

Historical Narrative

URBAN RENEWAL

After World War II, the United States saw unprecedented decay in its cities. Numerous events combined to leaven this decay. At the beginning of the twentieth century, the Great Migration from southern states to northern cities instigated “white flight” out of major cities and into the developing suburbs. Federal legislation, like the 1944 G.I. Bill for war veterans, enabled the exodus of cities’ white, middle-class citizens, who sought opportunities for homeownership in emerging suburbia. As the upper-middle and middle-class citizens of America’s cities left, the urban neighborhoods began to decline, deteriorating into “ghettos” populated by the country’s less fortunate. The exodus also coincided with urban deindustrialization, exacerbating the flight out of the city. In 1949, the Federal Housing Act enabled and funded slum clearance, resulting in wholesale demolition of many urban neighborhoods. Title I of this act did

not require that slum clearance be replaced with an “affordable” option, resulting in the displacement of thousands of urban residents. Significantly, however, the 1956 Federal-Aid Highway Act demonstrated the federal government’s focus on funding projects providing access into and out of the city. Nonetheless, major players in urban renewal, like New York City’s Robert Moses and Boston’s Edward Logue forever changed their cities through mostly absolute control over the planning issues and decisions (for more information, see Appendix 1C). Edmund Bacon played a more nuanced role in Philadelphia’s renewal planning by incorporating a synthesis with the original fabric in favor of wholesale slum clearance.¹

EDMUND BACON

Edmund Bacon’s career has been recognized in urban planning historiography as uniquely influential, visionary, and foundational to

Philadelphia’s urban design history during the mid-twentieth century. Bacon’s roots in the Philadelphia metropolitan area and intimate knowledge of its built environment were further influenced by his post graduate travels in Europe and China. This experience resulted in an appreciation for historical examples of town planning and a desire to redesign Philadelphia as a modern archetype of pedestrian focused design using elements of spatial and contextual experience. Ultimately, the evolving context of federal housing legislation, political hierarchies, and the challenge of balancing funding for the city’s renewal and rebirth impacted the implementation of design and overall urban experience that manifested itself into what could be called “Bacon’s Philadelphia.”

In 1932, Bacon completed his architectural studies at Cornell University. Having grown up in and around Philadelphia, his thesis focused

on redesigning his native city.² The remainder of the 1930’s would continue to influence Bacon as a designer, as his travels to Europe (Greece), China, and his fellowship at Cranbrook Academy under Eliel Saarinen can attest. As a result of his success at Cranbrook, Bacon was hired to work alongside Saarinen’s son and fellow architect, Eero, in Flint, Michigan, where the two produced “City Plan for Flint: Part I-Traffic Survey and Thoroughfare Plan.”

After joining the City Planning Board of Flint, Bacon honed his developing design philosophy, which remained a key aspect of his vision for modern American cities. After returning to Philadelphia in 1940, Bacon ascended through Philadelphia’s planning hierarchy as Vice President of the City Policy Committee (1940), Managing Director of the Philadelphia Housing Association (1943), and co-founder of the Citizens’ Council on City Planning (1943). His appointment to Senior

1. Alexander von Hoffman, “A Study in Contradictions: The Origins and Legacy of the Housing Act of 1949,” *Housing Policy Debate* 11, no. 2 (2000): 299-326, http://www.innovations.harvard.edu/sites/default/files/hpd_1102_hoffman.pdf (accessed September 17, 2015); Richard F. Weingroff, “The Genie in The Bottle: The Interstate System and Urban Problems, 1939-1957,” *Public Roads* 64, no. 2 (Sept/Oct 2000), <http://www.fhwa.dot.gov/publications/publications/00septoct/urban.cfm> (accessed September 13, 2015); Richard F. Weingroff, “Designating the Urban Interstates,” *Federal Highway Administration, U.S. Department of Transportation*, <http://www.fhwa.dot.gov/infrastructure/fairbank.cfm> (accessed September 13, 2015).

2. Alexander Garvin, “Philadelphia’s Planner: A Conversation with Edmund Bacon,” *Journal of Planning History*, Vol. 1 No. 1, (February 2002), 58.

Land Planner of the Philadelphia City Planning Commission (1946) and subsequently to Chief of Land Planning Division (1948), bookended his work on the “Better Philadelphia Exhibition” (1947), which brought Bacon and co-designer architect Oscar Stonorov into Philadelphia’s public consciousness, engaging citizens in imagining an improved urban experience in which they could learn about the planning issues of the city and how the city might be improved for the future.³

As Republican conservatism gave way to Democratic liberal reform in 1952, Philadelphia’s government became more progressive in preserving the civic and social life of the city. Although Bacon gained support for his more radically progressive projects during the tenures of Mayors Joseph S. Clark and Richardson Dilworth, it is important to note that Bacon developed his collaboration skills while working within the Republican government before 1951;

developing a tact for navigating Philadelphia’s political network which would play a pivotal role in later projects. In 1916, the Philadelphia Housing Association was established with the mission of “developing studies and advocating for policy to improve the housing condition” in the city.⁴ The association was a step toward an organized city planning commission, but it lacked the authority of a government agency that Bacon felt was needed for true progressive change. The increasing debt from Republican-boss-controlled projects also led to the push for a coherent planning commission. At the brink of bankruptcy in 1940, Walter Phillips, a Republican with liberal leanings, helped to establish the City Policy Committee, with Bacon as vice president. The committee was created for “young reformers who...would learn about the issues of the day and start to develop the basis for influencing politics and policy.”⁵ The next year, Bacon convinced the National Conference on Planning to hold their annual meeting in Philadelphia. The success of

the meeting led Mayor Lambertson to support the idea of a modern planning commission in the city, which allowed Bacon and the Joint Committee to begin to assemble a proposal for a new planning structure.

On August 23, 1941, Mayor Lambertson died and was replaced by Bernard Samuel. The new mayor, however, viewed city planning “as a direct challenge to the authority of City Council and the mayor.”⁶ Faced with this challenge, Bacon began to rely more on support from officials higher up in the government beyond the local grassroots level. On December 10, 1942, the bill for the planning commission was adopted by the City Council and Mayor Samuel made his final appointments in February of the next year. In the spring of 1943, Bacon and Phillips created the Citizen’s Council on City Planning, which was “intended to serve as a direct link between the new Planning Commission and the numerous grassroots organizations that were so supportive

of bringing planning to Philadelphia.”⁷

Following the passage of the Federal Highway Act of 1944 and the Urban Redevelopment Law in 1945, as well as the establishment of Philadelphia’s own Redevelopment Authority in 1946, Bacon with the help of Oscar Stonorov, started petitioning for funds for what would eventually become the “Better Philadelphia Exhibition.” The government-sanctioned “Better Philadelphia Exhibition” summarized progressive planning reforms, but with engaging, didactic material.⁸ The exhibition “aimed at selling the practical value of planning to a city and a nation unfamiliar with the profession, but fearful of blight and sprawl.”⁹ Through the exhibition, the government called for more collaboration between its officials and its citizens. The liberal reform which influenced the exhibition searched for a method in which the city would be improved by the collective rather than through the power of one particular individual. Historians John F.

3. Gregory L. Heller, *Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia* (Philadelphia: University of Pennsylvania Press, 2013), 26-29, 41, 46, 48-54.

4. Heller, 39.

5. *Ibid.*, 41.

6. Heller, 44.

7. *Ibid.*, 46.

8. *The Better Philadelphia of 1947* will be more thoroughly explored in the individual project, “Better Philadelphia 2017”

9. Doug Hasebroek, “Philadelphia’s Postwar Moment,” *Perspecta* 30, (1999), 87.

Bauman and David Schuyler note, “The exhibit, which attracted more than 400,000 visitors, presented a vision of a purified city...”¹⁰ After the exhibition, the Citizen’s Council met with neighborhood groups to educate people about city planning; designers had the challenge of explaining what was wrong with the city first before pushing their new ideas on the city.

Although the “Better Philadelphia Exhibition” was approved under the slow-to-reform Republican government, Bacon would not be able to push for his more progressive planning ideas until the government shifted to a liberally reformed administration. In 1951, after a political scandal involving and resignation of Mayor Samuel, the Home Rule Charter, which forced politicians to use money to develop projects that would sustain the budget, was signed by the newly elected Democratic Mayor Joseph S. Clark. This allowed for greater leverage for progressive projects and the usage of the liberal reform tenets

of state activism, a readiness to experiment, and a commitment to civil rights.

In 1949, Bacon was appointed Executive Director of the Philadelphia City Planning Commission, a position he would hold until his retirement in 1970. His appointment coincided with the passage of the 1949 Federal Housing Act, which provided funding to deindustrializing cities in order to clear “blighted” areas and slums in the name of Urban Renewal. This legislation and its 1954 amendment, paired with the Federal Highway Act of 1956, informed the direction of City Planning Commission throughout the Urban Renewal era.

During the next three administrations, led by mayors Joseph Clark (1952), Richardson Dilworth (1956), and James Tate (1962), the City Planning Commission cast vision for the redevelopment of Philadelphia led by Bacon’s intent to revitalize the city. Plans for redevelopment around Philadelphia

were commissioned and carried out over the next two decades, resulting in the redevelopment of numerous neighborhoods, including Eastwick, Market East, Morrell Park, Poplar, Penn Center, and Society Hill.

Following Bacon’s retirement in 1970, he remained active within the planning community. Through his role as a professor at the University of Pennsylvania, Bacon continued to influence the next generation of designers and planners. Until his death in 2005, he demonstrated his commitment through advocacy for a better Philadelphia.

10. John F. Bauman and David Schuyler, “Urban Politics and the Vision of a Modern City: Philadelphia and Lancaster after World War II,” *Pennsylvania Magazine of History and Biography* 132, no. 4 (October 2008), 382.

Statement of Significance: Edmond Bacon

SUMMARY

Edmund Bacon envisioned an unparalleled urban redevelopment methodology for Philadelphia during the Urban Renewal era. Unlike his urban renewal colleagues waging war against a deteriorated housing stock, post-World War II deindustrialization, and the suburbanization of U.S. cities, Bacon sought to reinvigorate the city using history-minded, pedestrian-centric design that integrated the verticality of Modernism with the inherited scale and materials of earlier generations without clearing entire neighborhoods.

This urban revitalization became possible through Bacon's unique position within the Philadelphia government. Bacon worked as a strategist: influencing the operations of numerous Philadelphia agencies while also navigating the evolving political framework as the city's liberal leadership gained influence

after the passage of Philadelphia's Home Rule Charter in 1951.¹¹ Bacon's vision for a Modern Philadelphia was challenged by the limits of national policies including the Federal Housing Act of 1949, and its revised 1954 iteration, which determined how federal subsidies could be used by city governments.¹² Bacon's deft navigation of Philadelphia's mid-century spheres of politics and design allowed Philadelphia's urban planning strategy to surface as an internationally recognizable example of a new planning paradigm of collaboration and attention to civic guided project development. As a result, Edmund Bacon's urban design principles left a lasting impact on the form of redevelopment in Philadelphia.

SIGNIFICANCE NARRATIVE

In 1949, Edmund Bacon was appointed to the directorship of the Philadelphia City Planning

Commission. Grabbing the reigns of the commission, Bacon, with his staff, worked towards certifying areas of Philadelphia for redevelopment based upon the studies of Philadelphia's neighborhoods crafted by the Commission and its consultants. The actual manipulation or removal of urban fabric was carried out by Philadelphia's Redevelopment and Housing Authorities. Although the Housing Authority operated independently, the Redevelopment Authority labored alongside the Commission to bring about the revitalization of Philadelphia through plans drafted by Commission and its consultants.¹³

The way in which the Philadelphia collective of local government and non-government agencies worked towards the renewal of the city contrasted with the Urban Renewal programs implemented across the United States, including the strategies of Robert Moses in New York and Edward Logue in Boston.¹⁴ This "Philadelphia Way" of urban

renewal was characterized in a 1952 issue of the Architectural Record as having six differences from the Urban Renewal program employed across the United States.⁵ Those aspect were enumerated as follows:

1. Redevelopment has been cut down to size. There are no monstrous single-project solutions planned for Philadelphia. Instead, redevelopment areas have been cut up into separate projects...
2. Philadelphia's small takes involve a minimum of dislocation of present inhabitants...
3. ...holding meetings in the local areas before drawing any plans...
4. Philadelphia is protecting the social structure of the area as a neighborhood held together by an institutional structure...
5. Philadelphia has evolved remarkable new expedients for making whole city

11. Cyril Bahr Roseman, "Public-Private Co-operation and Negotiation in Downtown Redevelopment: A Study of the Decision Process in Philadelphia" (PhD diss., Princeton University, 1963), 363-390.

12. Alexander von Hoffman, "A Study in Contradictions: The Origins and Legacy of the Housing Act of 1949," *Housing Policy Debate* 11, no. 2 (2000): 299-326.

13. Roseman, "Public-Private Co-operation and Negotiation in Downtown Redevelopment: A Study of the Decision Process in Philadelphia," 34-37, 268.

14. Hilary Ballon and Kenneth T. Jackson, ed., *Robert Moses and the Modern City: the Transformation of New York* (New York: W. W. Norton, 2007), 69; John M. Levy, *Contemporary Urban Planning*, 6th ed. (Upper Saddle River, NJ: Prentice Hall, 2003), 173-175; "The Philadelphia Cure: Clearing Slums With Penicillin, Not Surgery," *Architectural Forum* 96, no. 4 (April 1952): 112-119; "Citizen Participation in Urban Renewal," *Columbia Law Review* 66, no. 3 (March 1966): 485-607.

15. "The Philadelphia Cure," 112-119.

Bacon's Ideology

area harmonious. ...

6. Philadelphia has tried to preserve the historical past of the area.... giving a sense of continuity of life from generation to generation.¹⁶

These distinct characteristics are the result of the five ideologies that have been identified as guiding Bacon's revitalization of Philadelphia: the planner as a tactician, facilitation of pedestrian, the city as a living organism, a welcoming center city, and verticality of the city.

As we considered how to preserve Bacon's legacy in Philadelphia, we quickly realized that his legacy would not be found in the built environment of his own design but rather the manifestation of his vision for Philadelphia through the work of others. Indeed, Bacon's vision for Philadelphia is extremely significant to how Philadelphia has been shaped in the last half-century, but the physical evidence of his legacy is much more a conglomeration of his ideas, the designs of others, and the many compromises that enabled the execution of these projects. Still, to understand his ideology, we conducted research exploring Bacon's personality, his vision for Philadelphia, and the many projects planned and carried out during his tenure as Executive Director of Philadelphia City Planning Commission (PCPC). Through this research, we synthesized five key points of Bacon's ideology, which are outlined in the table below with corresponding explanations (Table 1). Moving forward, these ideals should be used to inform the evaluation of other potential

Bacon-related sites. The evaluation of such sites should also consider the actual implementation of the project, how far this deviated from Bacon's vision, and the significance of the project.

For the purposes of this studio, it was necessary to choose a single site on which to focus, and using the criteria outlined above, we evaluated four different sites: Society Hill, Morrell Park, Penn Center, and Penn's Landing (Table 2). These sites were chosen because they are representative of the variety of projects in which Bacon was involved: residential, commercial, within Greater Philadelphia, and within Center City. It is important to note that the significance of these projects highlighted in these tables is just with respect to Bacon's legacy and is not an attempt to identify all of the ways in which these sites are significant to the local community, Philadelphia, and the nation at large.

¹⁶. *Ibid.*, 112-113.

TABLE 1. Bacon’s Ideology

Ideology	Explanation
1) Planner as tactician	Bacon was not the designer, he was the key player in establishing a relationship between the various players within a project, including the local community, often requiring him to compromise on details and champion the collective plan. To this end, Bacon cleverly worked within the limits of the federal legislation that enabled so many of these projects, but he also promoted the use of other strategies, such as public-private partnerships, to achieve more unique results. ¹⁷
2) Facilitate pedestrian movement	The Radburn Principles, which he learned about while in Philadelphia with Oskar Stonorov and through his encounters with Catherine Bauer and Lewis Mumford, encouraged the separation of pedestrians from automobiles through greenways and concourses. These principles are manifested in the greenways found in many of his projects and his attempt to separate the various modes of transportation in projects like Penn Center. ¹⁸
3) City is a living organism	Unlike many contemporary planners, Bacon tried to avoid wholesale demolition believing that “the city was a living, breathing entity that could grow, be injured, and could heal. The solution was never to amputate but always to cure and nurture.” With this understanding, projects like Society Hill demonstrate an attempt to integrate historic structures with Modern development to create a healthy and vibrant neighborhood. ¹⁹
4) Welcoming city center	Bacon wanted to bring citizens back into the city and through projects like Penn Center and the expressways, envisioned a total rejuvenation of downtown Philadelphia. ²⁰
5) Verticality of the city	Inspired by historic precedents, such as Pope Sixtus’ vision for Rome, Bacon wanted to use verticality as a way of orienting citizens in the city, as well as a way to increase the density of the city to avoid becoming suburbia. Similarly, his idea of contemporary planning was based around mass, and he valued the articulation of space for the sensory experience of movement through open areas. ²¹

17. Roseman, “Public-Private Co-operation and Negotiation in Downtown Redevelopment: A Study of the Decision Process in Philadelphia,” 43; See also, Gregory L. Heller, *Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia* (Philadelphia: University of Pennsylvania Press, 2013), 90.

18. Edmund N. Bacon, *Design of Cities*, rev. ed. (New York: Viking Press, 1974), 237; Heller, *Ed Bacon*, 24; Philadelphia City Planning Commission, “Preliminary Far Northeast Physical Development Plan” (January 1955), 4; Wright, Andrade & Amenta, “Washington Square East Urban Renewal Area Technical Report” (May 1959), 38-40.

19. Heller, *Ed Bacon*, 8 (quotation); Alexander Garvin, “Philadelphia’s Planner: A Conversation with Edmund Bacon,” *Journal of Planning History* 1, no. 1 (February 2002): 71; Philadelphia City Planning Commission, “Washington Square Redevelopment Area Plan,” amended (August 1961), 3; Edmund N. Bacon, “Redevelopment and Architectural Design,” May 15, 1952, Edmund Norwood Bacon Collection, 095.70, Architectural Archives, University of Pennsylvania, Philadelphia.

20. Edmund N. Bacon, *Form, Design and The City* (Philadelphia: DeFrenes Company, 1962), film; Bacon, *Design of Cities* (1974), 275-295.

21. Bacon, *Form, Design and The City*, film; Bacon, *Design of Cities* (1974), 131-156.

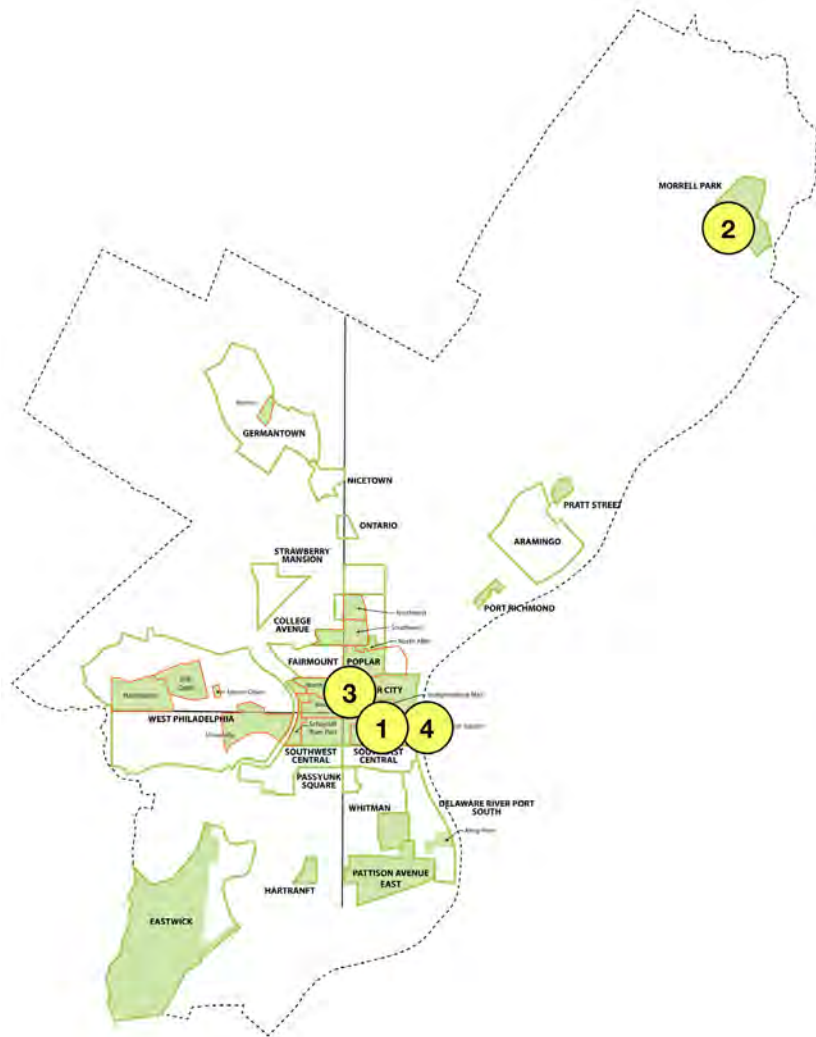
TABLE 2. Site Comparison

Site	Relevant Ideology	Vision	Implementation (What was actually created)	What is this site representative of? What is its significance?
Society Hill	<ol style="list-style-type: none"> 1) Planner as tactician 2) Facilitate pedestrian movement 3) City is a “living organism” 4) Welcoming city center 5) Verticality of the city 	<ul style="list-style-type: none"> • Pedestrian-oriented residential community • Bring middle- and upper middle- class citizens back to city • Preserve some of the built environment 	<ul style="list-style-type: none"> • Greenways • Preservation (not mass demolition) • Sensitive new construction • Gentrification 	<ul style="list-style-type: none"> • Traces of various historic fabrics • Urban development with preservation in mind • Significance through quintessential gentrification • Comparison with other urban renewal projects • Privatization of urban renewal (not strictly funded through federal dollars)
Morrell Park	<ol style="list-style-type: none"> 1) Planner as tactician 2) Facilitate pedestrian movement 	<ul style="list-style-type: none"> • Mixed-use • Schools for each community • Connection to public transit to connect to Center City • Separation of cars and people • Hierarchy of streets • Maintain urban row house form • Respect natural topography in construction of roads 	<ul style="list-style-type: none"> • Cul de Sacs and non-linear roads • Broken rows of row houses • C1 zoning designation 	<ul style="list-style-type: none"> • Attempt to balance urban and suburban • Compromising ideals vs. realities (representative of the limits of Bacon’s power) • Respects natural topography and preserved Pennypack Creek

Penn Center	<ol style="list-style-type: none"> 1) Planner as tactician 2) Facilitate pedestrian movement 3) Living Organism 4) Welcoming city center 	<ul style="list-style-type: none"> • Multi-tiered esplanade • Node for different forms of transportation • Bring people into the city • Demolish Chinese Wall and sew Center City back together • Integrating the rest of the city with Center City 	<ul style="list-style-type: none"> • Pedestrian tunnels with limited breaks to the sky • Above ground pedestrian plazas • Convergence of transit and pedestrians • Towers (3 with larger footprints than previously imagined) 	<ul style="list-style-type: none"> • Typical of move towards commercial urban redevelopment and focus on Center City • Bacon championed project, even though it drastically deviated from his vision • Boosting city image
Penn’s Landing	<ol style="list-style-type: none"> 1) Planner as tactician 2) Facilitate pedestrian movement 3) Living Organism 4) Welcoming city center 5) Verticality of the city 	<ul style="list-style-type: none"> • Relate the city to the waterfront • Bridge, literally, the expressways • Create Modern obelisks to increase imageability • Highlight Penn’s plan for Philadelphia 	<ul style="list-style-type: none"> • The highways (car as “honored guest”) • Limited pedestrian access to/activity at waterfront until recently 	<ul style="list-style-type: none"> • Grand vision that did not happen (work is being now) • Vision for connecting with nature/ heritage • Continued relevancy of Bacon’s legacy (still trying to bridge i-95)

Through this analysis, we chose to focus our studio on Society Hill, for it was strongest in all three criteria. Most significantly, the site reflects all of the key points of Bacon’s ideology and the execution of the project retains integrity with respect to Bacon’s vision for the project. Moreover, because there is already scholarship addressing the significance of Society Hill’s pre-Modern heritage and built environment, the efforts of this studio were focused on making

Society Hill’s significance reflect the influence of Bacon, urban renewal, gentrification, and displacement of lower-income residents. Society Hill’s significance is much more complicated than conveyed currently by accepted historical narratives, and this report works to tease out these complexities and develop a more inclusive and open narrative about how Society Hill came to be.

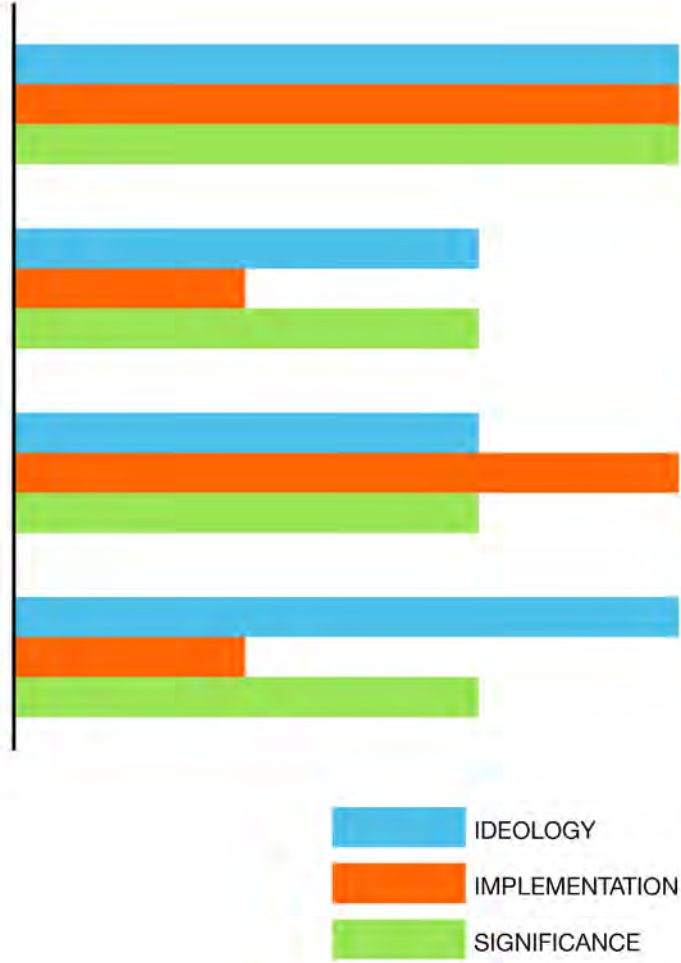


1 SOCIETY HILL

2 MORRELL PARK

3 PENN CENTER

4 PENN'S LANDING



Nonetheless, it is important to consider how the various sites representative of Bacon's work in Philadelphia could potentially be preserved and connected. To achieve this goal, this report proposes the creation of a National Heritage Area oriented around the theme of Bacon's Philadelphia.

Consequently, our study of Society Hill will serve as a case study to provide information that should be used to inform the evaluation and preservation of other Bacon-related sites to be included in a National Heritage Area.

Preservation Approach

GOALS

Our preservation approach is guided by the ideologies of Bacon. Through our research and analysis of how Bacon's planning philosophy has been applied to Society Hill, we have created a methodology that may be applied to other sites that are representative of Bacon's Philadelphia. Through the application of this methodology, Bacon's ideology and its manifestation in the built environment may be preserved for future generations. Furthermore, these disparate sites represent Bacon's legacy and should be connected by an overarching National Heritage Area dedicated to conveying the significance of Bacon's vision for Philadelphia and the historic themes associated with the Urban Renewal era to the American public. The historic themes of the Heritage Area will include, but are not limited to, the mid-twentieth century Philadelphia story of urban planning, redevelopment, population displacement, and Modern architecture.

This preservation approach is guided by questions such as: How should these sites representative of Bacon's legacy be preserved? How will contemporary and future development fit in with these sites? Should Bacon's ideologies and strategies be applied to neighborhoods undergoing redevelopment today? Accordingly the approach will consider these questions while crafting an approach for the preservation of Bacon's Philadelphia.

We have set up four major goals for preserving sites representative of Bacon's legacy:

1. The physical manifestations of Bacon's ideologies should be preserved and interpreted to understand Bacon's legacy and the mid-twentieth century Philadelphia narrative.
2. The evolution of these sites representative of Bacon's legacy should be evaluated in order to assess their present values and

significance to local, regional, and national historic contexts.

3. The community of these sites should be included when assigning values to the manifestations of Bacon's vision, and this information should be used to inform future development.
4. The significance of Modernism and the mid-century Philadelphia story in these sites should be emphasized through preservation and public education.

STRATEGIES

Our preservation approach is two-part: first, we are examining Bacon's legacy at a site scale by using Society Hill as a case study. Second, we are examining Bacon's legacy at the scale of the city of Philadelphia.

Site Scale

Society Hill is used as our study site, for it represents the majority of Bacon's ideologies and retains a large amount of integrity, as we have discussed in earlier sections of this report. We have made five recommendations to be achieved in the short-term within the neighborhood of Society Hill, based upon the intent of Bacon's ideologies.

1. The existing historic designations for Society Hill should be amended in order to include the mid-twentieth century buildings and infrastructure.
 - a. There are currently two major historic designations, which form the guiding documents for preserving Society Hill. They are the National Register designation, which was created in 1971 and amended in 1987, and the Philadelphia Register designation,

which was created in 1999. In particular, the National Register designation does not include the neighborhood's Modern architecture and the landscape features from the Urban Renewal era as contributing resources. These resources should be added to the designation for optimal recognition and protection. Additionally, any gaps in the local register designation should be addressed, although this designation is very inclusive with respect to mid-twentieth century resources. As we are valuing and emphasizing the significance of Modernism, as an important part of Bacon's ideologies, we believe that both documents need to be amended in order to meet our preservation plan's goals.

2. The existing greenways should be extended and connected with other neighborhoods in order to promote Bacon's original vision for

Society Hill, as well as a walkable Philadelphia.

- a. Greenways have always been an important element of Bacon's plan for Society Hill. It was a novel idea at the time compared to other urban redevelopment projects to create a pedestrian friendly environment in an automobile-driven neighborhood. We believe that this feature is significant to Bacon's work and should be further enhanced through re-connecting the greenway system, the network of which has become disconnected and the pieces isolated throughout the second half of the twentieth century.
3. The "untold stories" of the neighborhood's historic residents and uses have been underemphasized, as well as the stories of the pioneering residents that moved into the neighborhood as a result of the redevelopment. These stories should be collected and presented to the public.
 - a. One of the prices of creating the new

neighborhood of “Society Hill” was the displacement of low income families, as well as the removal of numerous commercial and industrial uses that were historically in the neighborhood. These aspects of Society Hill’s history are not currently fully recognized and remembered. Stories of these groups should be recorded as a part of the neighborhood’s history in order to convey more accurately how the current neighborhood came into being. Moreover, there are only a few existing records that investigate the living experiences of residents after the redevelopment. From meeting with the members of Society Hill Civic Association, we realize that the feelings and observations from the residents are crucial to patch the gap between what Bacon has designed and the evolution of the neighborhood

since its redevelopment. Therefore, we think both the stories from the groups that have been ignored and from the former and current residents should be recorded in order to construct a more comprehensive history of the neighborhood.

4. The existing and future physical infrastructure in the neighborhood should be built and preserved to respect the character-defining features.
 - a. Both the alteration of historic buildings and contemporary development are unavoidable in future Society Hill. Still, proposed designs for contemporary buildings or alterations of existing historic building should be evaluated against the character-defining features of the neighborhood to inform the decision-making process. Through this strategy, Bacon’s vision will remain intact and allow the neighborhood

to accommodate change. Society Hill’s high level of integrity and high resistance to change is unique to this neighborhood due to its designation at the local, national, and international levels.

5. As future developments tend to increase the density of the neighborhood, both existing characteristics of physical and functional uses need to be preserved.
 - a. The characteristics of the neighborhood that have been developed through time should be valued both from physical perspectives, which refers to the mixed-composition of modern and historic buildings, and from functional perspectives, which refers to the modern structures serving the present neighborhood’s demand. The tendency of increasing density in the Society Hill neighborhood through changing zoning codes is

threatening the street view and skyline of the neighborhood by increasing allowable building heights. At the same time, the introduction of more commercial uses to the neighborhood will squeeze out the existing functional structures, like the existing grocery. We believe that Modernism should be preserved through protecting both fabric and function. This would allow the neighborhood to remain a “living organism,” meeting the contemporary demands of Society Hill’s community.

City Scale

Although all of Bacon’s ideologies are not present in every redevelopment project within Philadelphia during the era of Urban Renewal, they are present throughout his body of work. The National Heritage Area (NHA) model is

recommended as the best tool to preserve Bacon's vision for a revitalized Philadelphia.²² NHAs are characterized as,

Places where natural, cultural, historic, and scenic resources combine to form a cohesive, nationally important landscape arising from patterns of human activity shaped by geography. These Areas have capacity to tell nationally important stories about our nation.²³

In this case, places associated with and representative of Bacon's vision for Philadelphia would be preserved and connected, presumably through a single managing body with connection to local and regional stewards in the form of preservation and planning entities, and potentially community and resident organizations.

Given the variety of sites, structures, and landscape resources associated with Bacon's Philadelphia, the flexibility inherent in the formation

of an NHA is beneficial. Sites and associated historic resources within Bacon's Philadelphia are not contained to one section of Philadelphia, nor are they limited to a single historic theme or narrative. Rather, the resources are found throughout the city, some concentrated in Society Hill, Penn Center, but others quite distant from the city center in neighborhoods such as Eastwick and Morrell Park. This geographic spread and contextual diversity of heritage is not easily managed on a site to site scale, nor at the historic district scale. While individual sites and districts can be added to local historic and national registers after officially being assessed for integrity and historic significance, these designations do not offer the connectivity of site and context that is derived from the Heritage Area model. Further NHAs incorporate existing preservation policy and designation frameworks into their management, but they do not place additional protection or restriction upon the historic resources within the NHA. This is

critical in utilizing a NHA to more effectively link resources within Bacon's Philadelphia in a city with a diverse array of historical resources.

Additionally, NHAs rely on local leadership and participation in both the planning and implementation phases of the area's creation. The National Park Service provides assistance in the form of funding planning and implementation phases, marketing/branding, and acts as a resource for future management. "NHAs support sustainable economic development, leveraging an average \$5.50 for every \$1.00 of federal investment to create jobs, generate revenue for local governments, and sustain local communities through revitalization and heritage tourism."²⁴ No property ownership or federal dollars are allocated by or to the NPS, allowing the NHA to serve as a network of connected heritage guided by stakeholders within the community and leaders from established management entities.

Though they are recognized as nationally

important, National Heritage Areas are the management responsibility of the people who live there. The Federal government provides technical and limited financial assistance, but it does not assume ownership of land inside heritage areas or impose land use controls. Partnerships are created to administer heritage areas cross political boundaries, coordinating the efforts of large numbers of organizations. These broad collaborative relationships have demonstrated a capacity to leverage significant funding and support for large-scale preservation projects, which require long-term commitments to build an enduring stewardship ethic.²⁵

Bacon's legacy in Philadelphia is worthy of this kind of large-scale preservation strategy because his legacy is integral to the story of mid-twentieth century Philadelphia and the national urban renewal narrative. The projects executed under

22. National Park Service, "Heritage Areas 101: Place-based, Community-driven Conservation, and Economic Development" (April 2012), http://www.nps.gov/heritageareas/FAQ/InfoSheet_NHAs%20in%20brief.pdf (accessed September 24, 2015).

23. "Charting a Future for National Heritage Areas," National Park System Advisory Board, 2006, 2.

24. National Park Service, "Heritage Areas 101: Place-based, Community-driven Conservation, and Economic Development" (April 2012), http://www.nps.gov/heritageareas/FAQ/InfoSheet_NHAs%20in%20brief.pdf (accessed September 24, 2015).

25. *Ibid*, 3.

Part II. Society Hill as Prototype

Introduction

his tenure have profoundly shaped Philadelphia and continue to affect the development of the city. Additionally, these projects and the areas they impacted past and present go beyond the bounds of districts and constituencies, requiring a broader framework that allows for multiple stakeholders to participate in the process of heritage conservation.

Society Hill is acting as a case study to determine a methodology that may be applied to other sites associated with Bacon's vision. We propose that this study prototype be applied to each suggested site for their inclusion in the Bacon's Philadelphia National Heritage Area (BPNHA). Additionally, for each site, a feasibility study should be created to understand how these sites have changed over time and what the integrity of the site currently is with respect to Bacon's legacy. The following list provides an array of Bacon-related sites that should be evaluated for inclusion in BPNHA. This list, however, is not exhaustive and further

research should be conducted to determine other site candidates.

PROPOSED SITES TO BE EVALUATED:

- I-Penn Center
- II-Morrell Park/The Far Northeast
- III-Eastwick
- IV-Poplar
- V-Temple
- VI-Yorktown
- VI-Pattison Avenue
- VII-West Philadelphia/University City
- VIII-Mill Creek

Society Hill, the name the neighborhood was given during its redevelopment in the 1950s and 1960s, was chosen as our studio's prototype study through which to look at Bacon's Philadelphia. This study adheres to the three basic concepts underlying our studio's methodology: 1) Bacon's design ideology, 2) level of implementation, and 3) level of significance. Society Hill is representative of the five key tenets of Bacon's ideology, the full implementation of an urban renewal plan, and a neighborhood of historical significance. As part of the Bacon studio, we applied the basic approaches utilized in heritage conservation to fully develop a preservation plan that takes into account the neighborhood's history, its architectural significance, and cultural values.

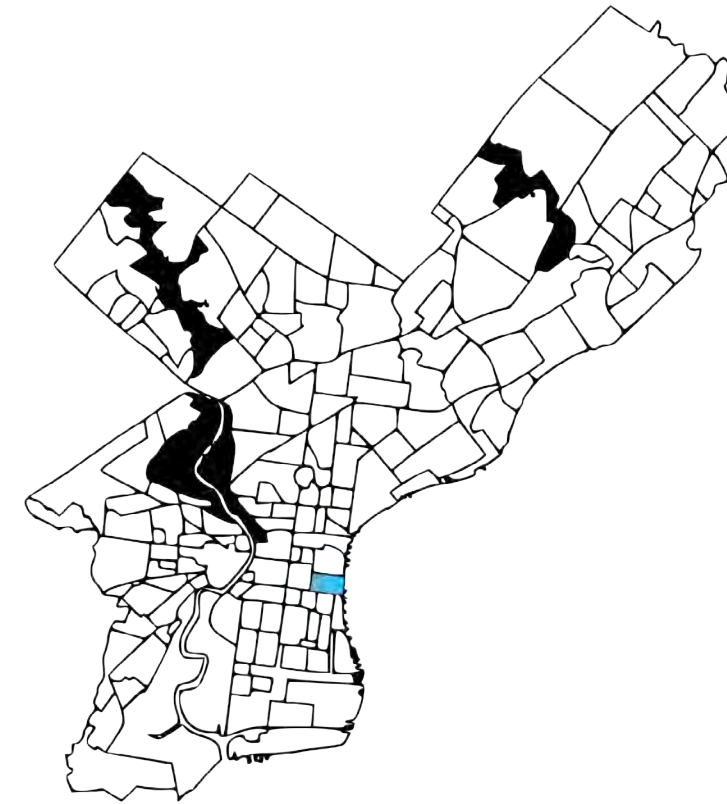
Society Hill's selection as our lens through which to study Bacon's legacy is based on its significance which is represented most strongly in four out of the seven aspects of integrity: design, materials, feeling, and setting. Design and

materials are exhibited in the historic architecture from the eighteenth and nineteenth century, as well as the architecture from the mid-twentieth century, while feeling and setting are conveyed through the balance and harmony displayed in the placement of Modern architecture between historic structures. Our analysis of Society Hill began by setting an official boundary that would ground our research physically and researching and contacting potential stakeholders who are invested in the historical and future use of the neighborhood.

Through our research, we crafted a statement of significance for Society Hill, which includes its distinctiveness in the Philadelphia urban renewal story through the execution of pedestrian movement through greenways, the preservation of historic fabric, the balance between Modern construction and early-American structures, and Bacon's version of "Roman obelisks"--vertical reference points manifested in the towers

Introduction to Society Hill Descriptive Analysis

designed by I.M. Pei. Dissecting this statement of significance and using the information we learned from our site visits and stakeholders, we assigned values to the neighborhood, identified character-defining features, and investigated the tolerance for change in this unique neighborhood. This work culminated in a Strength Weaknesses Opportunities and Threats (SWOT) analysis, which drove the research into the formation of the preservation plan and our individual projects.



Society Hill is located in the southeast corner of Center City.¹

Society Hill, one of the many projects through which Edmund Bacon's ideas shine through in Philadelphia, is a neighborhood located in the southeast corner of the larger Philadelphia district of Center City.

Because the neighborhood that is now called Society Hill has been a morphing for centuries, the boundaries of the neighborhood were particularly difficult to define. To define the boundaries of this neighborhood numerous maps and the different conceptions of Society Hill were consulted to try to understand this complex neighborhood.² Still, because the concept of Society Hill as we know it today was truly created by Bacon with the redevelopment plan for this section of Center City, the boundaries we determined as being appropriate for our study lean heavily on the boundaries drawn by the mid-twentieth century vision for Society Hill.³

1. Base image: https://en.wikipedia.org/wiki/Penn_Center_Philadelphia#/media/File:Philadelphia_Neighborhood_Map.svg and edited by author.

2. Some of the maps consulted include the map of the boundaries outlined in the neighborhood's nomination to the Philadelphia Register (1999), the map of the neighborhood's boundaries as defined by the Society Hill Civic Association, historic maps of the 5th Ward, Google Map's definition of Society Hill, the Center City District + Central Philadelphia Development Corporation map of Society Hill, and the redevelopment map presented in the book *What Is Society Hill* published by the Redevelopment Authority of Philadelphia. To see the boundaries defined by these resources, see the section of this report entitled "Boundary Evolution."

3. Gregory L. Heller, *Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia* (Philadelphia: University of Pennsylvania Press, 2013), 117.

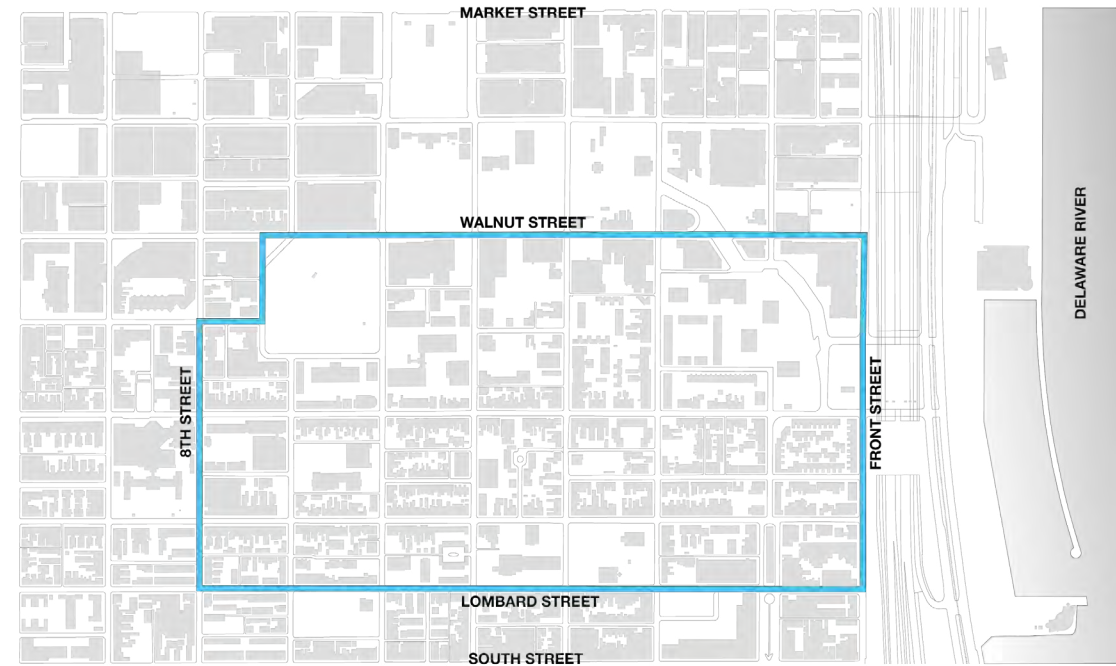


Image of our defined boundaries of Society Hill (Image by author).

Walnut Street forms the northern edge of Society Hill. This has been a fairly consistent boundary amongst the different sources consulted (see footnote above), and it excludes Independence National Historical Park from the neighborhood, which is important because this should be considered an intimately related but separate project from Society Hill.

Front Street forms the eastern edge of Society Hill. Just east of Front Street lies I-95, which creates a distinctive edge to the neighborhood. Consequently, both the riverfront and I-95 feel

separate from the neighborhood, although recent developments, such as Spruce Street Harbor Park, which creates a substantive destination along the waterfront, are helping to alleviate this perceived edge. Additionally, this has also been recognized to be, fairly consistently, the eastern boundary in many of the sources consulted.

Lombard Street forms the southern edge of Society Hill. While some of the sources consulted extend the neighborhood's southern boundary to include South Street, this street's history and relationship to Bacon's legacy (in the form of

the South Street Expressway that never came to be) led us to place the southern border of Society Hill at Lombard. The story of the South Street Expressway is an important one, certainly related to Society Hill's redevelopment, but a separate chapter in the book of Bacon's legacy. Furthermore, the built environment of South Street reveals a significantly different atmosphere from Society Hill, given South Street's extensive mixed-use, which is rarely found in Society Hill and purposefully so.

The western edge of Society Hill is defined by 8th Street until Locust Street, where the boundary moves east and up along the western edge of the Washington Square Park, where the western edge meets Walnut Street. Although the architecture between 7th and 8th Streets between Lombard and Locust deviates from the late-eighteenth and early nineteenth century architecture found in much of Society Hill, and consequently has a different atmosphere, the

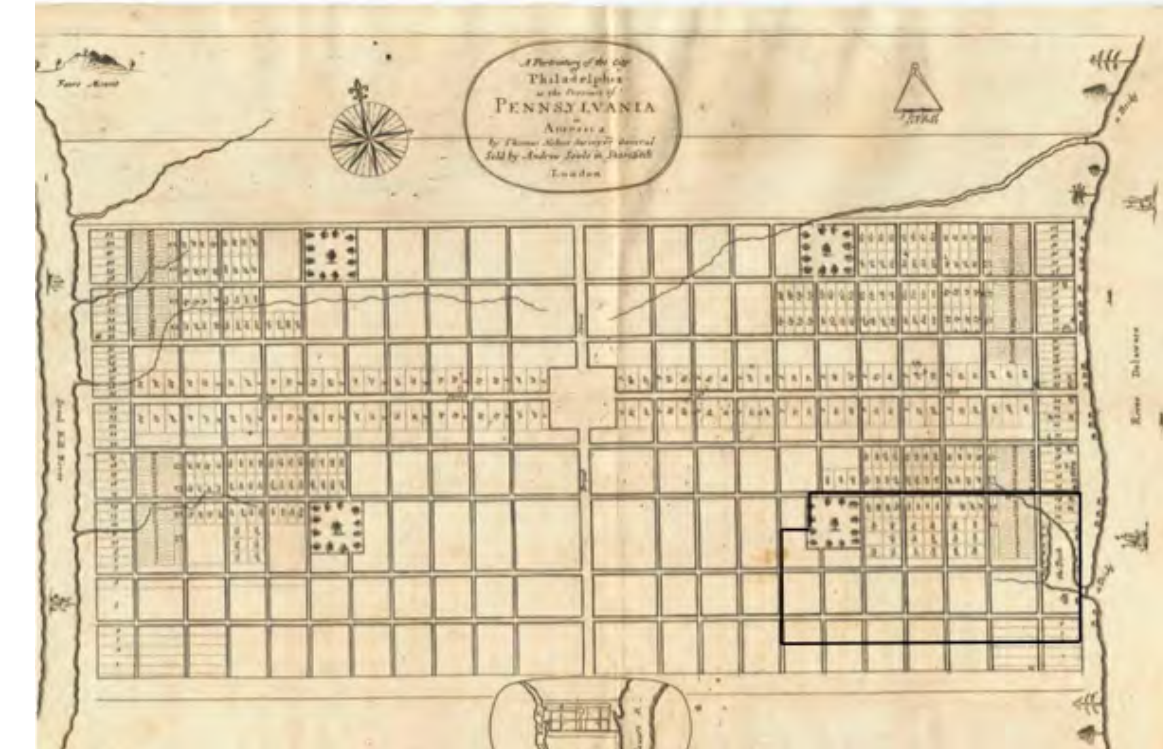
same principles of preservation applied here during the redevelopment of the neighborhood. Consequently, these blocks are also important to the neighborhood's story as it pertains to Bacon's legacy. This significance is also in the map created by the Redevelopment Authority, which establishes the same western edge along 8th Street. Including Washington Square Park, however, was not part of this redevelopment plan, but it is within our definition of Society Hill because it is clear from the redevelopment plan that there was a special effort to relate the vision of Society Hill to William Penn's original vision of the city, a goal of particular prominence to Bacon's overall vision of Philadelphia.

Images representative of Society Hill. Courtesy of <http://bloximages.chicago2.vip.townnews.com> and <http://www.visitphilly.com/>



The street system of the neighborhood is characterized mostly by the original grid of William Penn's Philadelphia plan of 1683 and the narrow streets that this created. Still, there are some significant deviations. For example, Dock Street, upon crossing Front Street at a right angle, curves around and upward to intersect with Walnut Street, following the path of the creek that the street was named for and that was buried in sewers during the late-eighteenth century.⁴ Throughout the neighborhood, there are also alleyways and greenways that bisect blocks, complicating the grid system. Many of the alleyways are historical, present in maps dating from at least the mid-nineteenth century.⁵ The greenways, in contrast, were created under Bacon's influence. Finally, there are significant

interruptions in the grid system. For example, due to the construction of the I.M. Pei towers, there is a gap on 2nd Street between Walnut and Spruce Streets. Similarly, Locust Street appears and disappears along the length of the neighborhood, some of which is historical, but the most eastern portion of Locust Street was repositioned further south during the neighborhood's redevelopment in the mid-twentieth century.⁶



1683 Philadelphia Plan with outline. Courtesy of <http://explorepahistory.com>

Generally, Society Hill is a residential neighborhood, differentiating its atmosphere from the surrounding neighborhoods in Center City, such as the Gayborhood west of Washington Square and Old City north of Society Hill. Moreover, the architecture of the neighborhood is dominated by a mix of historical and Modern two and three-story brick row houses, although there are also several institutional and civic buildings that are interspersed throughout the

neighborhood, as well as substantial Modern developments, such as the Society Hill Towers and the Dock Street development.

The landscape is defined by narrow streets, lined with mostly eighteenth and early-nineteenth century brick row houses, particularly between Spruce and Lombard Streets and between Front and 8th Streets and give the neighborhood a historic atmosphere. These row houses are

typically three-bay wide, constructed of load-bearing brick walls laid in either Flemish bond or Common bond. The entrance is set asymmetrically in one of the outer third bays and accessed by masonry steps. Above the door, there is either a wooden pediment or transom of rectangular or semicircular sash. The wooden frames of the windows and doors consist of Roman moldings. The windows on the street elevation are generally double hung sash windows paired with exterior wooden shutters. Generally, there is a simple wooden cornice beneath the eave of either a gambrel or gable roof with its ridge parallel to the street. Finally, many of these historic row houses have a gabled dormer window located in the center of the street-facing elevation.

So many of these late-eighteenth and early-nineteenth century row houses survive because the redevelopment of Society Hill encouraged the private investment of middle and upper-middle class citizens to rehabilitate them,

enabling preservation to be a viable component of this redevelopment plan.⁷ Between 7th and 8th Streets there are also some representatives of late-nineteenth century row houses that were preserved, although the early structures were preferred. Moreover, the rehabilitation of the historic row houses often involved replacing later details with details more consistent with the Federal and Georgian details of the late-eighteenth and early-nineteenth century (see Appendix 2B for images of these transformations).



Still, numerous structures were demolished during this redevelopment in the mid-twentieth century. In their place, Modern-style row houses were constructed. The row houses generally respect the scale of the historic row houses and are sympathetic in material, as evidenced by the two and three-story heights and use of brick as the primary exterior material. Additionally, the designs of the Modern row houses are generally sensitive to their historic neighbors through appropriate fenestration proportions, referencing historic details, maintaining the rhythm of the street facades, and maintaining a consistent setback from the street (see Appendix 2D for

more information about Modern row houses in Society Hill). The scale and material compatibility allow these Modern structures to live in relative harmony with their neighboring eighteenth century and nineteenth century row houses. Throughout the neighborhood, there are also substantial Modern developments, typically called courts, in reference to the historic configuration of row houses in Philadelphia, like Bell's Court and Bladen's Court.⁸ Courtyards are created by these courts, which provide some green space, as well as support the more private atmosphere of this largely residential neighborhood.

(Left) Image of the eighteenth century row houses preserved on Delancey Street (photo by author). (Right) Nineteenth century row houses preserved between 7th and 8th Streets (photo by author).

8. Barbara J. Craven, "The Row-house," Bryn Mawr College, <http://www.brynmawr.edu/cities/courses/98-255/p1/p1bcr.html> (accessed September 23, 2015).

7. Heller, Ed Bacon, 121.



(Left) Modern row houses next to late-eighteenth century row houses (photo by author). (Right) Lawrence Court (photo by author).



These courts also relate to another significant feature of the neighborhood: the “greenways” that Bacon envisioned for many of his projects, giving pedestrians a way to move through the urban environment separate from the automobile. These greenways also connected this redevelopment project with others in the city, including Independence National Historic Park.⁹ As mentioned previously, the greenways complicate the grid system by bisecting blocks, but by generally maintaining the orthogonal character of the neighborhood’s movement systems, the greenways also complement the grid system.

9. Heller, Ed Bacon, 120.



A significant greenway was created around the base of the Society Hill Towers, which are arguably the most visible evidence of the mid-twentieth century redevelopment of Society Hill. These three concrete towers designed by I.M. Pei, are located between Dock and Locust Streets and interrupt 2nd Street. The towers, which are all identical in plan, are constructed of white concrete. Their elevations are also all identical, characterized by a single repeated window module. The only relief is at the bottom of each tower, where there is a light and airy arcade on all four sides of each tower. Surrounding these towers and creating an interesting transition between this stark Modernist



(Left) Greenway leading to the Society Hill Synagogue (photo by author). (Right) Greenway leading to St. Peter's Church (photo by author).

design and the historic row houses below Locust and beyond 3rd Street are uninterrupted rows of Modern brick row houses, which were designed by Pei and Louis Sauer.¹⁰ Between Dock Street and Walnut Street there is a Modern commercial development, including the Ritz Five movie theater and several restaurants. This section of Society Hill characterized by almost exclusively Modern development demonstrates that immense amounts of demolition did occur during the mid-twentieth century development, although much more selectively than in other urban renewal projects.¹¹

10. Philadelphia Historical Commission, “Society Hill (and Pennsylvania Hospital of Washington Square West) Historic District,” (March 10, 1999, amended October 13, 1999), <http://www.phila.gov/historical/PDF/society%20hill%20inventory.pdf> (accessed September 23, 2015).

11. Heller, Ed Bacon, 134.



(Left) Society Hill Towers and the row houses designed by I.M. Pei surrounding the base of the towers and the network of greenways (photo by author).

(Right) View of the Society Hill Towers from the Modern commercial development between Walnut and Dock Streets (photo by author).

Between 4th Street and Washington Square Park and between Walnut and Spruce Streets, there are many more institutional buildings, including Old St. Joseph's Church, Philadelphia Contributionship for Insurance, Old Saint Mary's Church, and the Athenaeum. Institutional buildings, many of which are composed of brick, are also scattered in the southern portion of the neighborhood, such as St. Peter's Church and the Society Hill Synagogue. Moreover, important institutional buildings just outside of the Society



Hill boundary relate to the way in which the redevelopment unfolded. For example, the Merchants' Exchange Building, diagonal from the Modern commercial development at Dock Street and Walnut Street, acted as an anchor in the plan and is a popular tourist destination.



Similarly, Washington Square Park acted as an anchor to Society Hill's redevelopment plan, for it is integrated into the system of greenways strategically placed within the neighborhood. Additionally, by relating the redevelopment plan through the greenways to the park, Bacon's influence is appreciated: wanting to take advantage of the green spaces that were originally laid out by William Penn.



(Left) Old Pine Street Presbyterian Church (photo by author).
(Right) The Merchants' Exchange Building across from the Dock Street Development (photo by author).

Introduction to Society Hill Stakeholder Analysis



Stakeholders are powerful resources and channels to recognize Society Hill from more diverse perspectives. The perspectives of our stakeholders must be utilized in the identification of values assigned to Society Hill and SWOT analysis. In order to identify the stakeholders that have the most interest in Society Hill and the potential for the most influence, we developed a stakeholder map to help organize all the possible stakeholders. The stakeholders are placed within the matrix according to their level of interest in ongoing projects in Society Hill and the level of influence that they may have on such projects.

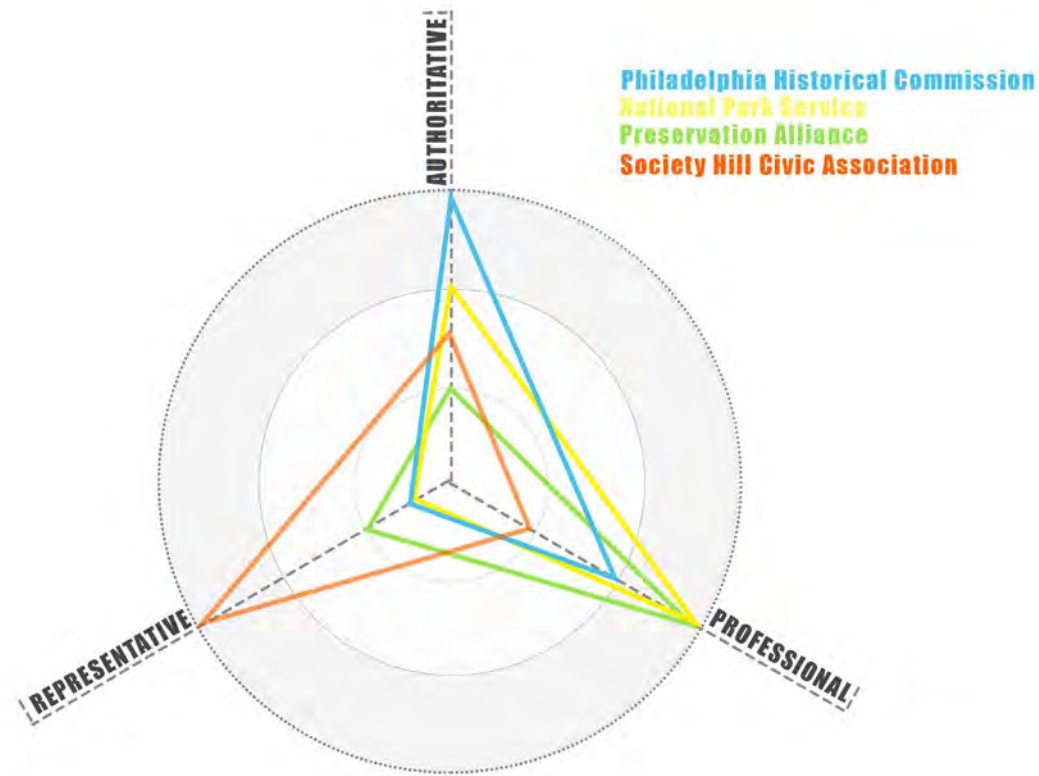
Resulting from this matrix are four different categories of stakeholders. “Keep satisfied” is for stakeholders with high influence but low interest in Society Hill specifically, which include the Philadelphia Historical Commission and the Pennsylvania Historical & Museum Commission.

These are the policy-making organizations that have direct control over how Society Hill is preserved. The Philadelphia Historical Commission is especially important for reviewing and regulating all of the properties that are designated to the local register. Moreover, every new project within the neighborhood must satisfy all the requirements of these organizations.

“Manage closely” is for stakeholders with high interest and high influence on Society Hill. Under this category, we have Society Hill Civic Association which is the community organization that represents the residents of the neighborhood. They have the potential to have direct influence on the neighborhood by utilizing the power of the public. We would like to work with the Civic Association closely in order to identify the real concerns from the residents who know this neighborhood well and who will also be affected the most by any change in the neighborhood.

“Monitor” is for stakeholders with low interest and low influence on Society Hill, but who also still have a relationship with the neighborhood. The National Park Service is within this category since it owns and manages some properties within the neighborhood. Though NPS is unlikely to instigate changes in the neighborhood, changes instigated by other may trigger the actions of NPS and affect the management of their properties. Thus, organizations like NPS still needed to be connected and included in important conversations.

“Keep informed” is for stakeholders with high influence and low influence on Society Hill. The APA Great Places in America: Neighborhoods, National Trust for Historic Preservation, Philadelphia Center for Architecture, and Preservation Alliance for Greater Philadelphia are all under this category. These organizations do not have direct influence on the future of the neighborhood. However, they are very interested



in the future of the neighborhood and may offer tools for the public to use to understand the neighborhood better.

After identifying and categorizing all the possible stakeholders, we chose one stakeholder from each category to be our key stakeholders. These key stakeholders are the Philadelphia Historic Commission, the Society Hill Civic Association, the National Park Service, and the Preservation Alliance for Greater Philadelphia. Through the combination of these key stakeholders, three important perspectives are retained: authoritative, professional, and representative. It is important to have the authoritative perspective included in our conversations so that the final product of our studio can have the potential to be implemented. We also need to have a perspective that is representative of the public, or residents, as well as the perspective of professionals that can advocate for needs beyond those of the residents. Our four stakeholders cover all three of these perspectives to different extents, which illustrated in the graphic on the left.

KEY STAKEHOLDERS

Historical Commission

The Philadelphia Historic Commission is the City of Philadelphia’s regulatory agency that is responsible for ensuring the preservation of historically significant buildings, structures, sites, objects, interiors and districts in Philadelphia.¹² It is the government agency that identifies and manages the designation of the historic resources in Philadelphia and decides whether they should be listed on the Philadelphia Register of Historic Places. The commission is also responsible for reviewing all applications for alterations and additions and nominations for designation, as well as arranging public meetings for particularly controversial proposals. In 1999, Society Hill was listed under the Philadelphia Register of Historic Places as the “Society Hill Historic District”. That same year, an inventory for Society Hill was completed through the Historical Commission. Since it has already been

16 years since Society Hill was designated and the inventory completed, many changes have happened in the neighborhood. We were able to interview Randy Baron, the Historic Preservation Planner in the Philadelphia Historic Commission, to further understand the attitude and tendency for new development in Society Hill. In our studio, we propose the addition of features such as the greenways and landscape features to the Society Hill Historic District designation.

Society Hill Civic Association

The Society Hill Civic Association is a neighborhood-based and resident-oriented civic association. It has always had a strong voice and has great influence on the changes (or resistance to change) within Society Hill. The mission of the association is to promote the improvement of the Society Hill area of Philadelphia, and the preservation and restoration of its historic buildings; to represent the residents of Society Hill in matters affecting the City of Philadelphia

12. About the Historic Commission – Official Website of Historical Commission, <http://www.phila.gov/historical/Pages/default.aspx>, accessed Sept. 20, 2015.

generally and Society Hill in particular; and to interpret the value and significance of Society Hill to the public.¹³ The association was founded in 1965 through merging the two pre-existing organizations: Society Hill Area Residents Association (SHARA) and Home Owners and Residents Association (HORA). SHARA consisted mostly of residents who owned single family houses from before the redevelopment in the neighborhood. HORA was composed mainly by people who moved to the neighborhood after the redevelopment program and rented the newly designed apartments. The merging of these two organizations was considered a successful combination of owners and renters, representing the different experiences in Society Hill. During the past fifty years of development, the Society Hill Civic Association has become the most powerful representative of the residents and has very close connections with the City's services and policy makers. It currently has over twenty-four committees that are involved with diverse issues

such as policy, grants, nominations, safety, etc. Over sixty block coordinators allow residents to get involved in managing the neighborhood.¹⁴ By interviewing four members from the association, Martha Levine, Lorna Lawson, George Dowdell and Harry Schwartz, we were able to understand residents' opinions about Bacon features, such as the greenways and the Modern buildings, as well as their concerns of the increasing density of new development. These were crucial for outlining the opportunities and threats section for our S.W.O.T analysis.

National Park Service

National Park Service, as one of the biggest historic preservation organizations in the nation, owns and manages several properties in Society Hill, including Washington Square. The implementation of the greenways and creation of green spaces was a crucial part of Bacon's vision for Society Hill, and the recreational and social values associated with these spaces are

important character-defining features. As the property owner, NPS has the potential to influence the implementation of our studio's proposal for greenway design and management. Moreover, NPS will be involved in the process of developing the Bacon's Philadelphia National Heritage Area.

Preservation Alliance for Greater Philadelphia

The Preservation Alliance for Greater Philadelphia is an advocacy organization that offers public tools for appreciating and preserving historic properties. It aims to "actively promote the appreciation, protection, and appropriate use and development of the Philadelphia region's historic buildings, communities and landscapes."¹⁵ The organization was established in 1996, having emerged from the Philadelphia Historic Preservation Corporation and the Preservation Coalition of Greater Philadelphia. It is a nonprofit organization consisting of professionals from the preservation and architecture fields that share the same vision of helping people to recognize

and protect historic fabric. The Alliance has successfully developed a variety of programs and activities to target different groups of people, such as the Explore Philadelphia program, homeowner workshops, the nomination library, architectural walking tours, the Mid-century Modern Initiative, etc. Under the Explore Philadelphia program, it currently offers an introduction to Society Hill and is developing a guidebook for a walking tour through the neighborhood.¹⁶ Through interviewing Patrick Grossi, the Advocacy Director at the Preservation Alliance, we found agreement on the inevitability of change occurring in the neighborhood, but also the necessity for regulating these changes to preserve the neighborhood's characteristics. Moreover, we also found the possible opportunity to re-do the 1947 Better Philadelphia, the concept of which is explored further in the "Better Philadelphia 2017" individual project (see Appendix 2A).

13. About SHCV - Official Website of Society Hill Civic Association, <http://www.societyhillcivic.org/aboutSHCA/mission.asp>, accessed Sept. 20, 2015.

14. SHCV History - Official Website of Society Hill Civic Association, <http://www.societyhillcivic.org/aboutSHCA/history.asp>, accessed Sept. 20, 2015.

15. Our Advocacy - Official Website of Preservation Alliance, <http://www.preservationalliance.com/what-we-do/our-advocacy/>, accessed Sept. 20, 2015.

16. Self-guided Walking Tours - Official Website of Preservation Alliance, <http://www.preservationalliance.com/explore-philadelphia/self-guided-walking-tours/>, Accessed Sept. 20, 2015.

Statement of Significance and Historical Narrative

SUMMARY

Society Hill represents a distinct narrative within both the national and Philadelphia stories of urban renewal. Its distinctiveness is derived from the implementation of Edmund Bacon’s urban planning ideology, which included the facilitation of pedestrian movement through greenways, the preservation of historic fabric, Modernist infill construction harmoniously placed between historic buildings, the presence of high rise buildings as locational reference points within the city, and the return of middle and upper-middle class citizens to the city’s center.

Society Hill’s mid-century transformation from a mixed-use area to a residential neighborhood remains a watershed moment in urban planning history in the United States because of the novel use of preservation as a community redevelopment tool. Preservation of the existing fabric was envisioned as an alternative compared

to the complete clearance strategies employed across the country.

NARRATIVE

The area known today as “Society Hill” emerged as the historic city center’s primary residential area by the turn of the eighteenth century. The Free Society of Traders was established by William Penn to support colonial settlement and growth in nascent Philadelphia.¹⁷ It was this society’s land that included a small hill around Pine and Front Street.¹⁸ Dock Creek and nearby wharves along the Delaware River supported a maritime industry that encouraged the growth of residential neighborhoods proximal to places of work.

At the turn of the nineteenth century, the area was dominated by Dock Street Market and local commercial operations that were located in the mixed-use neighborhood, identified as the 5th

Ward, causing the neighborhood to become unattractive to those who could afford to live away from industry.¹⁹

Further, transportation improvements throughout the nineteenth century including the omnibus, horse-drawn street car, and commuter rail increased the pace at which the city spread from the west bank of the Delaware. As a result, the 5th Ward emerged as a neighborhood housing unskilled laborers and newly arrived immigrant populations. Hexamer and Locher’s survey of the area in 1860 shows a neighborhood of mixed uses, including an abundance of dwellings with “stores beneath.”²⁰ It was this neighborhood’s fabric that would be subject to urban renewal nearly a hundred years later. J.M. Brewer’s, Map of Philadelphia, 1934, moved beyond a neighborhood’s fabric, assessing neighborhoods, including the 5th Ward, according to racial and class demographics. Brewer, a real estate appraiser, rated neighborhoods in accordance

with lending practices of the early-twentieth century that steered prospective buyers clear of lower-rated neighborhoods. The 5th Ward received “C” (middle class residential) and “D” (Lower or working class) ratings, in the areas that housed Jewish and African-American populations.²¹ Although Brewer’s ranking system was not integral to urban renewal in the late-1950s, the assessment of neighborhoods based upon their real estate quality was a factor in determining which areas were vulnerable to decay or “blight.” A study conducted on behalf of the PCPC in 1950 shows the 5th Ward as an area of manufacturing and wholesale uses, with a relatively low building density.²² Regarding such uses, the study notes, “both of these classes of activity tend to repel other activities.”²³ These industrial and commercial-mixed uses were removed from the 5th Ward as part of a greater strategy to revitalize the area for middle and upper class residential uses.

19. G.M. Hopkins, *City Atlas of Philadelphia*, Vol. 6, Wards 2 through 20, 29 and 31, Plate C. (Philadelphia: G.M. Hopkins & Co., 1875).

20. Ernest Hexamer and William Locher, “Maps of the City of Philadelphia, Vol. 1, 1858-1860,” (Philadelphia: E. Hexamer & W. Locher, 1860), plate 2,3.

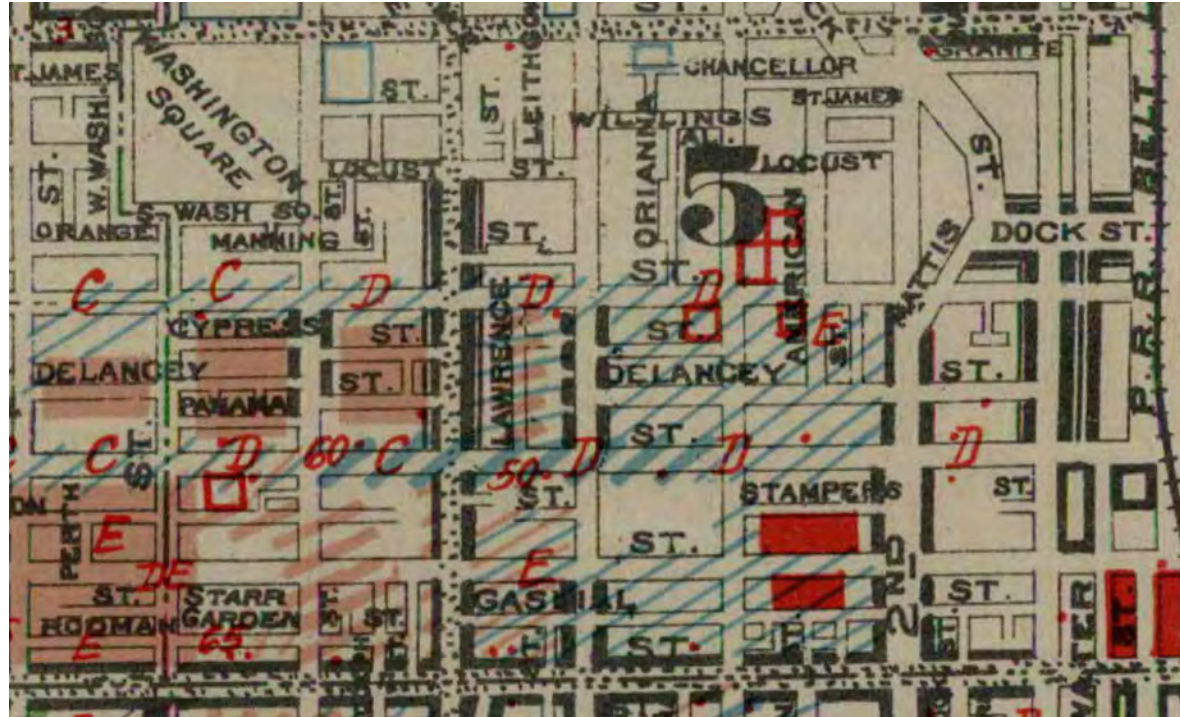
21. J.M. Brewer, *Map of Philadelphia* (Philadelphia: Brewer, 1934), <http://www.philageohistory.org/rdic-images/view-image.cfm/JMB1934.Phila.002.SouthSection>.

22. Alderson and Sessions, “Philadelphia Central District Study” (1950), 20,34.

23. *Ibid.*, 6.

17. Valerie Sue Halverson Pace, “Society Hill, Philadelphia: Historic Preservation and Urban Renewal in Washington Square East,” (Ph.D. Dissertation: University of Minnesota, 1976), 40-1.

18. *Ibid.*, 40.



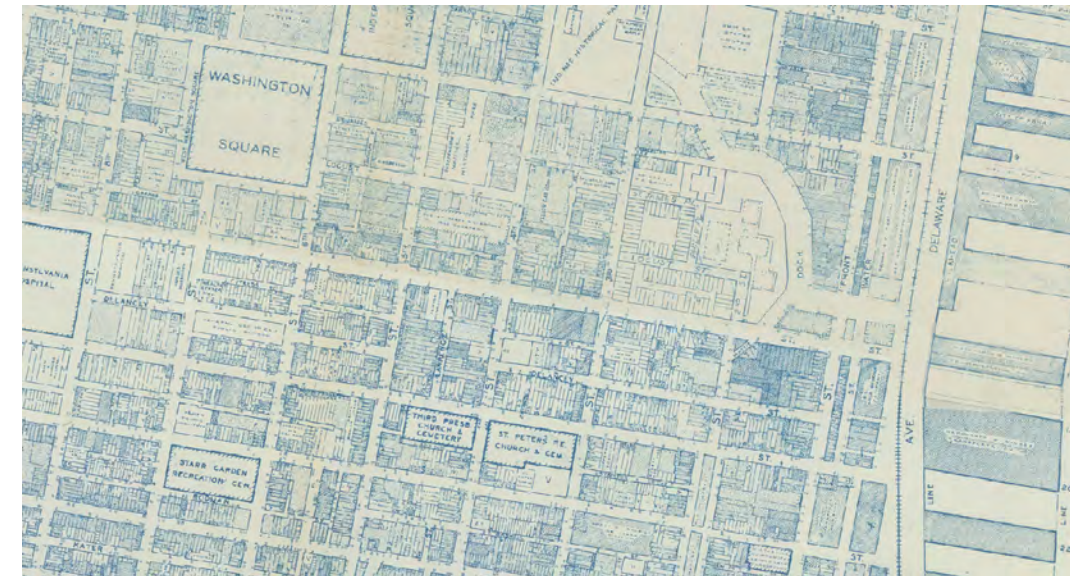
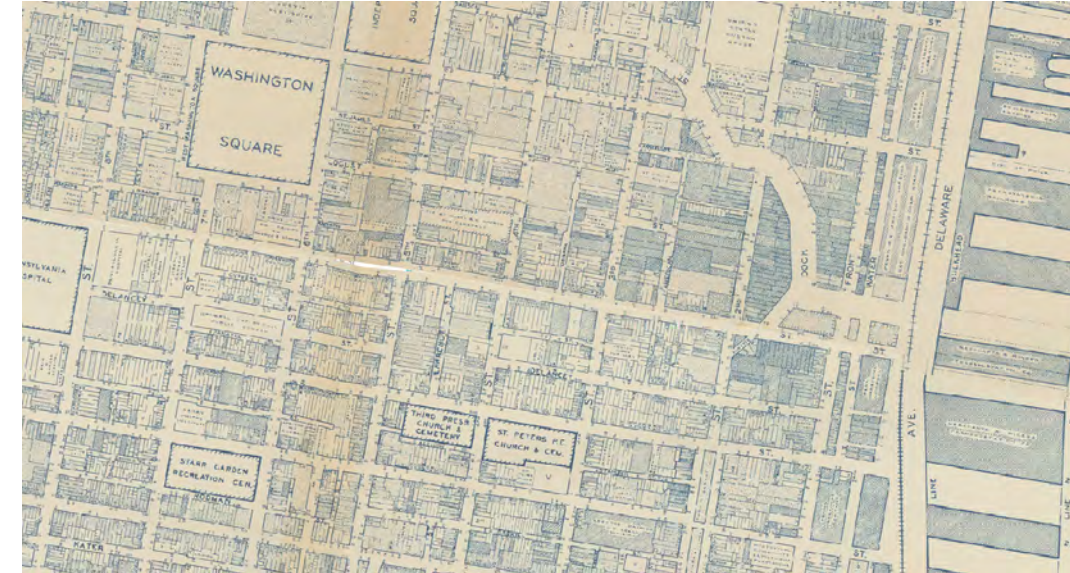
J.M. Brewer, Map of Philadelphia, 1934. Brewer coded areas with Jewish residents blue and African-American residents red. Hatching indicates areas with transitioning demographics. Ratings such as “C” and “D” were then applied denoting classes within the neighborhood, including middle class, lower class, and “E” for decadent or “slum” like conditions.

24. Gregory L. Heller, *Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia* (Philadelphia: University of Pennsylvania Press, 2013), 118; See also, John F. Bauman and David Schuyler, “Urban Politics and the Vision of a Modern City: Philadelphia and Lancaster after World War II,” *The Pennsylvania Magazine of History and Biography* 132, no. 4 (October 2008): 387.
 25. John Guinther, *Direction of Cities* (New York: Viking Penguin, 1996), 205.

The 1947 “Better Philadelphia Exhibition” included a model of Society Hill displaying “a series of garden paths weaving through the area” while also showing “preservation of the small-scale, historic home,” with the construction of “several slab apartments buildings, merging the old and the new.”²⁴ From this design idea, Bacon visualized a series of walkways for Society Hill that would connect the eye of the walker with important historical and cultural sites of the city: “as the Society Hill experience suggests, the wise

course to follow for the revitalization of a blighted area is to establish the connectors before the rehabilitation begins.”²⁵ In 1948, the Old City Redevelopment area was certified, allowing for a formal plan of Society Hill to be created.

In 1954, the Greater Philadelphia Movement proposed relocating the Dock Street Market to a 388-acre garbage dump in South Philadelphia. Edmund Bacon used the Dock Street Market move as an opportunity to revitalize the neighborhood



26. “Philadelphia Land Use Map,” Plans & Registry Division, Bureau of Engineering Surveys & Zoning, Department of Public Works, Federal Works Progress Administration for Pennsylvania (1942: Map Collection in Free Library of Philadelphia); “Philadelphia Land Use Map,” Plans & Registry Division, Bureau of Engineering Surveys & Zoning, Department of Public Works, Federal Works Progress Administration for Pennsylvania (1962: Map Collection in Free Library of Philadelphia).
 27. Alexander Garvin, *The American City: What Works, What Doesn’t* (New York: McGraw-Hill, 1996), 216.

Comparison between the 1942 and 1962 Land Use Maps of Philadelphia reveal the uses within the neighborhood already changing. Most notably, all of the industrial and commercial uses around Dock Street have already been removed by 1962.²⁶

and create a residential neighborhood attractive enough to draw middle and upper-middle class citizens back to the city. Before historic preservation was commonly used as a marketing tool to attract people to the neighborhood, Bacon petitioned to have the Georgian and Federal-style buildings restored and greenways constructed to connect the pedestrian to the rest of the city. Bacon knew that in order for Society Hill to thrive, he would need the help of private owners to restore historic structures. Consequently, owners were given thirty days to

“commit to restoration and an extended period to plan and start rehabilitation” of their homes.²⁷ If property owners did not commit to the restoration program then they would forfeit their housing, through eminent domain, to the Redevelopment Authority. This forced many of the minority and low income families out of the neighborhood since they did not have the means to comply with program stipulations. Thus, Philadelphia’s urban renewal approach was different from other major cities, but people were still displaced in order to promote a revitalized city.

Bacon’s vision for Society Hill as a residential neighborhood connected with greenways and landmarked by not only historic structures, but also Modern “obelisks,” took form during the early 1960s. I.M. Pei’s Society Hill Towers, Stonorov and Haws’ Hopkinson House, and Modern rowhouses designed by notable architects, such as Louis Sauer, replaced Dock Street Market as well as eighteenth and nineteenth century

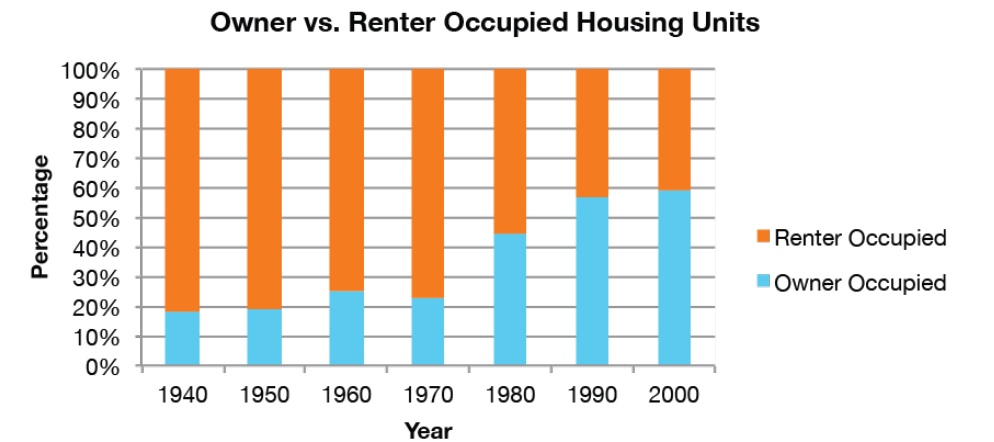
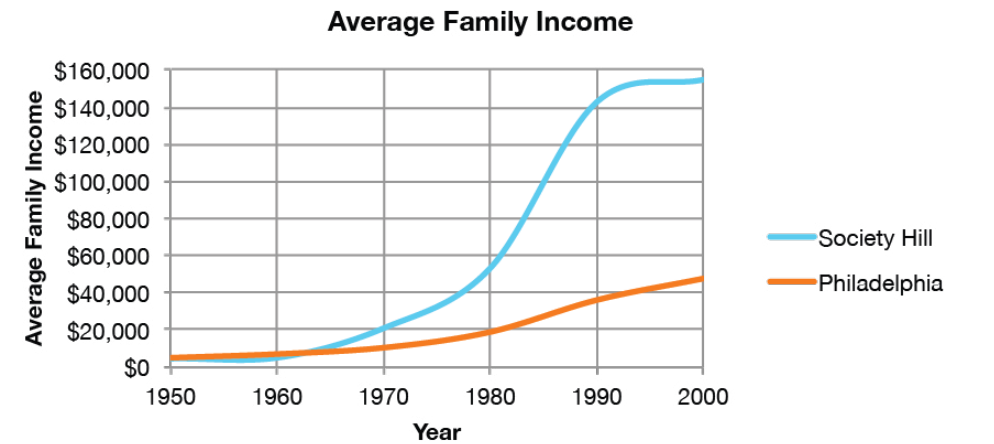
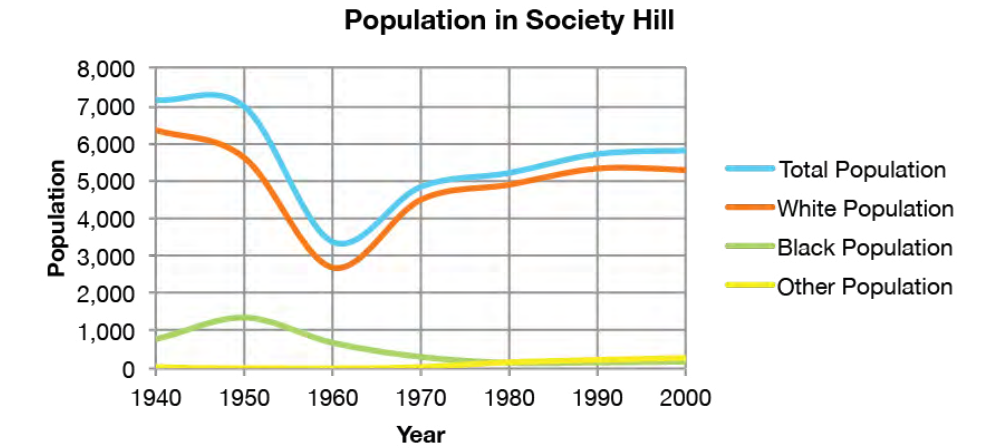
dwelling determined to be too deteriorated for rehabilitation. Along with these new residential projects, selective rehabilitation was completed throughout the historic 5th Ward as Bacon’s middle and upper class haven took shape. Special attention was paid to the streetscape and the relationship between the pedestrian and the automobile. Replication of historic light posts and a honed palette of brick and stone were aimed to reconnect the area to its early historical moments, while establishing it as a modern neighborhood. Accordingly, it is these defining features which contribute to the evolution of the site’s values, its significance within local and national historic contexts, and especially Edmund Bacon’s Philadelphia.

The overall population of Society Hill dipped drastically during the redevelopment period, but after the redevelopment period, the white population rose again, while the population of minorities remained extremely low.

Before the redevelopment period, the average family income was essentially the same as the city’s average (which was also low due to flight of middle and upper-middle class citizens from the

city), but after redevelopment, the average family income quickly rose above the city’s average.

The majority of the housing units before redevelopment were renter-occupied, but this trend changed through implementation of the redevelopment plan and the introduction of



All data used in the creation of this graph was acquired from census tract information gathered through Social Explorer.

Typology of Values

Values are qualities assigned to a place. These various values combine to ultimately define the significance of a site. Still, values for a given place vary from group to group, resulting in many layers of significance for a given site. Consequently, attempting to understand the variety of values associated with a place is essential in designing a preservation plan so that the communities for which the site is being preserved and in which the site is located may be represented in the preservation plan.

Within the theory of preservation, there are “value typologies,” which look at the different ways of assigning value to places. Using the value typologies outlined Heritage Planning, we have assigned values to Society Hill that incorporated the perspectives of the community of Society Hill, Philadelphia, and the nation.²⁵ The stakeholder representatives we have spoken to include:

- Martha Levine, Vice President of Society Hill Civic Association (SHCA)
- Lorna Katz Lawson, Head of Historic Preservation and Zoning Committee in SHCA
- George Dowdall, Author of the Society Hill article in the Encyclopedia for Greater Philadelphia
- Harry Schwartz, Long-time resident of Society Hill
- Randy Baron, Historic Preservation Planner in Philadelphia Historical Commission
- Patrick Grossi, Advocacy Director at Preservation Alliance
- Ben Leech, Philadelphia preservation consultant and advocate
- Scott Doyle, Division Chief, Grant Programs and Markers, at Pennsylvania Historical and Museum Commission (PA SHPO)

Our hope is to address all of these layers of

values in our preservation plan for Society Hill. Furthermore, as we move forward with looking at Society Hill as a piece of a larger preservation plan addressing Bacon’s Philadelphia, this values-centered approach should be applied to the other sites incorporated in the larger preservation plan.

SOCIO-CULTURAL VALUES	ECONOMIC VALUES
Age	Use (market) value
Historical	Non-use (non-market) value
Cultural/symbolic	Tourism
Social	Existence
Spiritual/religious	Option
Architectural	Bequest
Aesthetic	
Recreational	

25. Harold Kalman, *Heritage Planning: Principles and Process* (New York: Routledge, 2014), 208.

- *Age value.* A variety of periods are represented in the architecture of Society Hill neighborhood. The styles range from the pre-Revolutionary Georgian to post-World War II Modernism all aging to fifty years or more.
- *Historical value.* Many sites in Society Hill have a recognized connection to historical institutions, people, or events. Additionally, the urban redevelopment that created Society Hill has begun to be appreciated in recent years as being historically significant.
- *Cultural/symbolic value.* The market values of the neighborhood lead to a common recognition of the neighborhood as a top-tier residential neighborhood. Society Hill and the areas surrounding it are also recognized to be Philadelphia's Colonial residential epicenter.
- Social value. Society Hill is recognizably a desirable place to live and living there has

become a status symbol. This social value is showcased by the well-maintained homes and the neighborhood's strong civic association and homeowner's association. This social value is also manifested in Society Hill's neighborhood stability, which is bolstered by long-term home ownership. Moreover, there is a value associated with the social collective memory that is created by experiencing historic places and spaces that embed the historic narrative of the place into how it is experienced by the public day-to-day.

- *Spiritual/religious value.* There are many religious institutions in the neighborhood, including Protestant and Catholic churches, as well as various synagogues. Not only do these institutions provide places for worship, but they also host schools and provide settings for community interaction.
- *Architectural value.* Society Hill has been

characterized as "one of the nation's largest concentrated collections of eighteenth and early nineteenth century buildings." This collection of both high-style and vernacular structures conveys a complete narrative of Philadelphia's architectural history. This story was perpetuated into the twentieth century by the Modernist structures erected in Society Hill during the redevelopment period, many of which were designed by important Modernist architects.

- *Aesthetic value.* The carefully tailored variety of architecture creates an extremely interesting and pleasing aesthetic not found elsewhere in Philadelphia. Additionally, the green spaces, brick sidewalks, cobblestone and tree-lined streets create an intimate and attractive atmosphere, particularly in contrast to the heart of Center City along Market Street.
- Recreational value. Green spaces like

Washington Square Park and Three Bears Park on Delancey Street provide a space for people to enjoy the outdoors. Furthermore, the greenways and tree-lined streets create an appealing environment for dog-walking and running.

ILLUSTRATED EXAMPLES OF SOCIO-



The Parks and Greenways

- Age
- Historical
- Cultural/Symbolic
- Social
- Spiritual/Religious
- Architectural
- Aesthetic
- Recreational



The Parks and Greenways

- Age
- Historical
- Cultural/Symbolic
- Social
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- Architectural
- Aesthetic
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The Parks and Greenways

- Age
- Historical
- Cultural/Symbolic
- Social
- Spiritual/Religious
- Architectural
- Aesthetic
- Recreational

ECONOMIC VALUES

- Use (market) value. The high property values make the neighborhood attractive in the market, although the long-term ownership has resulted in a “cool” real estate market--there are not many real estate transactions in a given year. Nonetheless, there is also the potential for additional residential and commercial value in the neighborhood given the zoning overlay being proposed by the City.
- Non-use (non-market) value.
 - o Tourism value. There is a tourism value associated with Society Hill due its proximity to Independence Mall and the neighborhood’s historic value.
 - o Existence value. The greenways, which are pretty and pedestrian-friendly, have value for their existence and how they contribute to the neighborhood’s atmosphere. Similarly,

the early American architecture creates a continuity with the city’s past, and, consequently, it is valued for its existence and its potential for tourism value.

- o Option value. People have the option to experience (and consume) the history and atmosphere of Society Hill.
- o Bequest value. Being able to pass the historic architecture onto future generations is a value associated with the neighborhood.



Mixture of Low-Rise and High-Rise

Use (Market) Value

Non-Use (Non-Market) Value

- Tourism
- Existence
- Option
- Bequest



Mixture of Low-Rise and High-Rise

Use (Market) Value

Non-Use (Non-Market) Value

- Tourism
- Existence
- Option
- Bequest



Mixture of Low-Rise and High-Rise

Use (Market) Value

Non-Use (Non-Market) Value

- Tourism
- Existence
- Option
- Bequest

POTENTIAL VALUES

Through our research we have identified additional values that have the potential to be assigned to Society Hill. These are outlined below:

- Historical value. Buildings both constructed and rehabilitated during the redevelopment era of Society Hill have gained their own historical value, but this value and the history that surrounds them is not yet embraced by the community at large. Their significance and contribution to historical value needs to be examined and determined. Similarly, the story of the urban redevelopment that created Society Hill is not extremely prominent and needs to be made more visible as a value for the neighborhood. Furthermore, the neighborhood's late 19th century history is largely invisible due to the amount of fabric removed during redevelopment.

This redevelopment narrative should be included in the history of Society Hill and identified as contributing to the historical value of this neighborhood.

- Social value. There are social values that are not recognized by the neighborhood and the Philadelphia community at large, such as the neighborhood being one of the first redevelopment projects to be identified as gentrification in the United States. This resulted in a large amount of displacement but also brought middle and upper-middle class citizens back into the city during a time in which most members of these socio-economic groups were leaving the city for the suburbs. (For more information on comparables to Society Hill, see Appendix 1D).
- Bequest value. Preserving mid-century Modern architecture would allow future generations to enjoy it.



Character Defining Features and Tolerance for Change

Society Hill has been recorded on both the National Register of Historic Places and the local Philadelphia Register of Historic Places. The significance of this neighborhood has been commonly attributed to its status as “one of the nation’s largest concentrated collections of eighteenth and early nineteenth century buildings.”¹ However, Society Hill is also considered significant as a unique mid-twentieth century urban planning project.

First listed on the National Register of Historic Places (NR) in 1971, Society Hill’s entry focused on seventeen buildings erected before 1844, with only one outlier built in 1889, Mother Bethel African Methodist Episcopal Church. This limited list of contributing buildings was expanded in 1987, identifying 607 contributing buildings and a revised period of neighborhood significance (1682-1937). The nominator also observed that there were numerous structures of importance

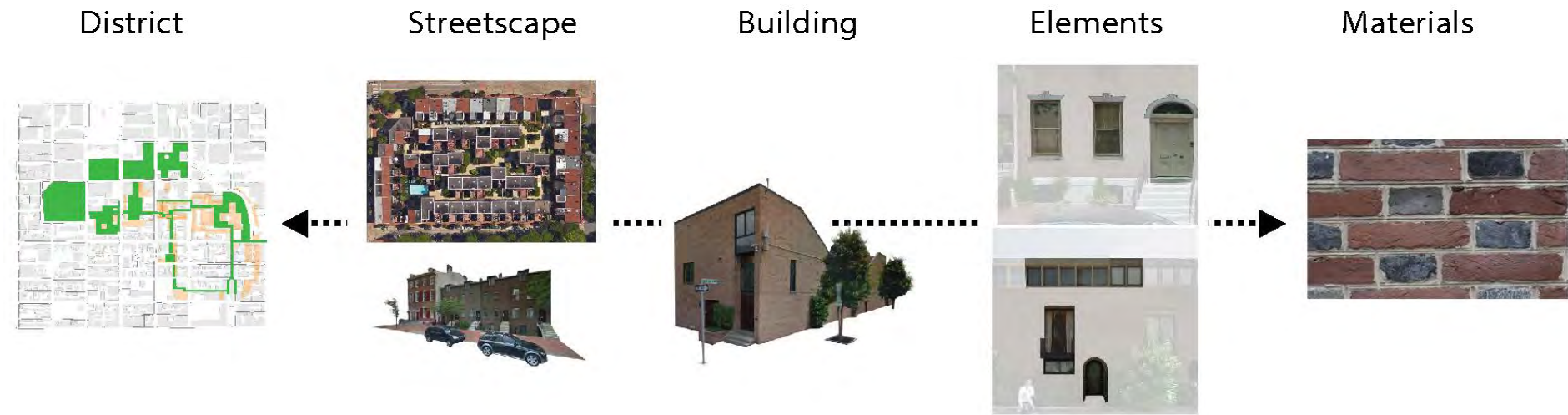
that were not yet fifty-years old. Those structures were constructed in the era of postwar urban renewal and are now coming of age. Based upon the recommendation of the preparer of the 1987 NR revision, the period of significance should be expanded to include those structures of contributing “architectural interest” built as part of the “major middle twentieth century urban renewal and preservation project.”²

Society Hill’s entry onto the Philadelphia Register of Historic Places (PR) was completed in 1999. The PR nomination differed from the NR entry as it loosely defined a period of significance from 1701 onward. It records 873 features (buildings, walls, and fixtures) as either significant or contributing to the neighborhood as a historic district. This open-ended period of significance enabled the ease of inclusion for buildings erected in the mid-twentieth century. However, it has also allowed buildings constructed as recently as the 1990s

(opposite) Strongly defined street space by relatively uniform façades of rowhouses. (Photo by Grace Melloy)

1. Laura M. Spina and Elizabeth Harvey, “Society Hill (and Pennsylvania Hospital of Washington Square West) Historic District” (nomination, Philadelphia Register of Historic Places, Philadelphia Historical Commission, 1999), 1 (reverse). Hereafter noted as PRHP.

2. George E. Thomas, “Society Hill Historic District” (nomination, National Register of Historic Places, National Park Service, 1987), 7.1 (quotation), 7.4, 8.1.



Character definition: the need for tolerance at a variety of scales

3. PRHP, 2; Philadelphia Historical Commission, "Society Hill (and Pennsylvania Hospital of Washington Square West) Historic District" (inventory, Philadelphia Register of Historic Places, 1999).

4. City of Philadelphia, "The Case for Philadelphia as a World Heritage City" (April 28, 2014), <https://globalphiladelphia.org/sites/globalphiladelphia.org/files/PWHC-2014-12.pdf>; Organization of World Heritage Cities, "Philadelphia, United States," <http://www.ovpm.org/en/cities/philadelphia>

5. Edmund N. Bacon, *Design of Cities* (New York: Penguin Books, 1976), 18

to be considered contributing. This inclusivity, arguably, cheapens the significance of those structures that have endured the lifespan of reaching fifty years of age.³

Philadelphia's recent designation as the first U.S. UNESCO World Heritage City also cites Society Hill's composition of preserved Colonial and Federal-era structures as significant to world heritage, not only for their age, but for the methodologies employed by Bacon and his contemporaries during Urban Renewal to "nurture" residential neighborhoods "rather than demolish."⁴

PRE-BACON AND BACON ERA FEATURES

Character-defining features of Society Hill should

be considered at a range of scales: from the largest (the greenways permeating throughout the district) to the smallest (the layout of bricks on building elevations). Bacon suggests in his *Design of Cities*: "Architectural forms, texture, materials, modulation of light and shade, color, all combine to inject a quality or spirit that articulates space."⁵ As a district in which Bacon's ideology was most fully implemented, elements of Society Hill should be considered contributing at all scales.

Features dating back prior to Bacon's redevelopment plans are already recognized by National and Philadelphia Registers. Historically, Society Hill consisted of buildings that mixed residential, commercial, institutional



and industrial functions, but in Bacon's redevelopment proposal industrial buildings and commercial services were largely removed to promote a residential character Bacon believed would attract suburbanites back to the city. But while land uses became more residential, eclectic architectural styles, such as Greek Revival, Federal and Georgian, survived. Historic 'district' features (such as the large-scale city grid originally conceived by William Penn), and 'material' features (such as the cobblestone street surface) also survived redevelopment and should be appreciated and maintained to this day.



However, the unique characters of Society Hill, at various scales, are not formed by pre-Bacon era historical fabric alone. One of the most under recognized aspects of Society Hill is the delicate balance of harmony and contrast, attributable to the mix of pre-Bacon and Bacon-era features. Bacon revitalized the Society Hill landscape through a combination of restoration and new construction. He kept the scale and feeling of historical streets. But more importantly, he introduced a system of greenways system that integrated existing tree-lined streets with new mid-block tracts of public park space. A great amount of Modern buildings were designed and

(Right) "Society Hill Towers change the skyline". ENB Collection, Architectural Archives, University of Pennsylvania

(Left) House at the Cypress Court, built in 1980. Although built later, the design language of this house is similar to mid-century Modernism. The architect employed a single-slope roof, balcony, multiple forms of window, and brick as building material. (Photo by Xinhui Yang)

Features of the Society Hill Landscape

implemented during the redevelopment process, both as infill and new freestanding construction. Society Hill proves as a unique international example of this successful integration of new and historic buildings side-by-side. Per Bacon's vision, the modern buildings were intended to interplay with the traditional ones, not to overwhelm them.

At district and streetscape level, the construction of towers at Washington Square and in the eastern half of Society Hill establish an order that had never existed in a neighborhood that had historically only consisted of low-rise buildings. These modern high-rises play a role in large-scale urban space that used to be achieved by towers or domes of religious or civic buildings: they changed the skyline and became new landmarks for the entire neighborhood. The variances in building height -- the towers (200-300 feet), the institutional buildings (50-150 feet), the houses (20-50 feet) -- and the corresponding open space (large to small), provide different visual experiences

moving through the district. Changes in grade throughout Society Hill, related to the original topography, further strengthen the architectural climax created by the Pei Towers. As planned by Bacon, redevelopment-era towers aimed to provide a new style of living by providing rentable units to middle-class Philadelphians who had earlier evacuated Center City.

In Society Hill's landscape, the use of non-architectural elements, including the Franklin street lamps, red brick sidewalks, and sculptures, are significant features created by Bacon. Establishing a connection between buildings and people, the design of greenways represents Bacon's care about pedestrians' experience in urban space.

Features of the Modernist Buildings

In his era, Bacon enabled the creativeness of Modernist architects, many of whom were still early in their careers. Some works are by "starchitects", such as I. M. Pei's towers and Louis Sauer's residential block, and each contribute significantly to Society Hill at district scale and streetscape scale. Many other works occur between the historical buildings as infills, and have greatly contributed to the diversity of the area.

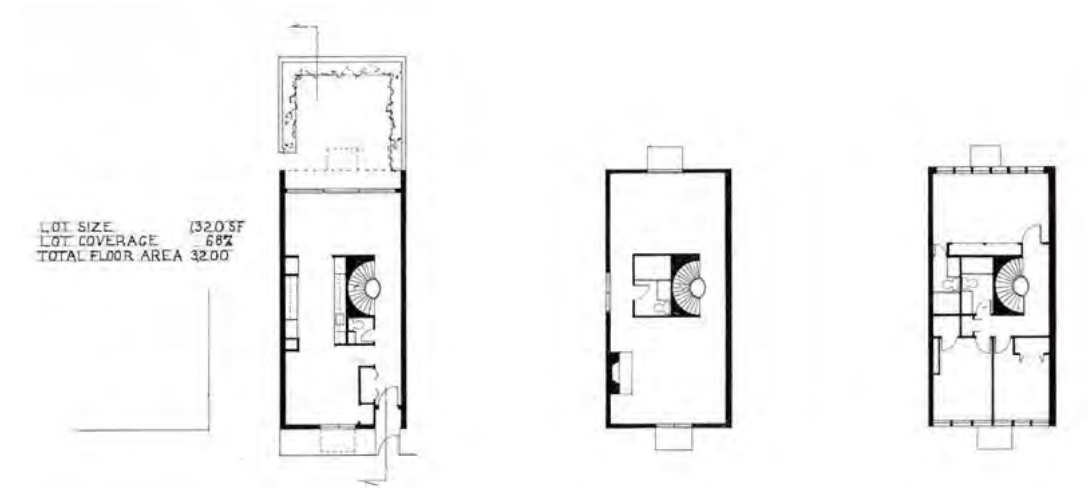
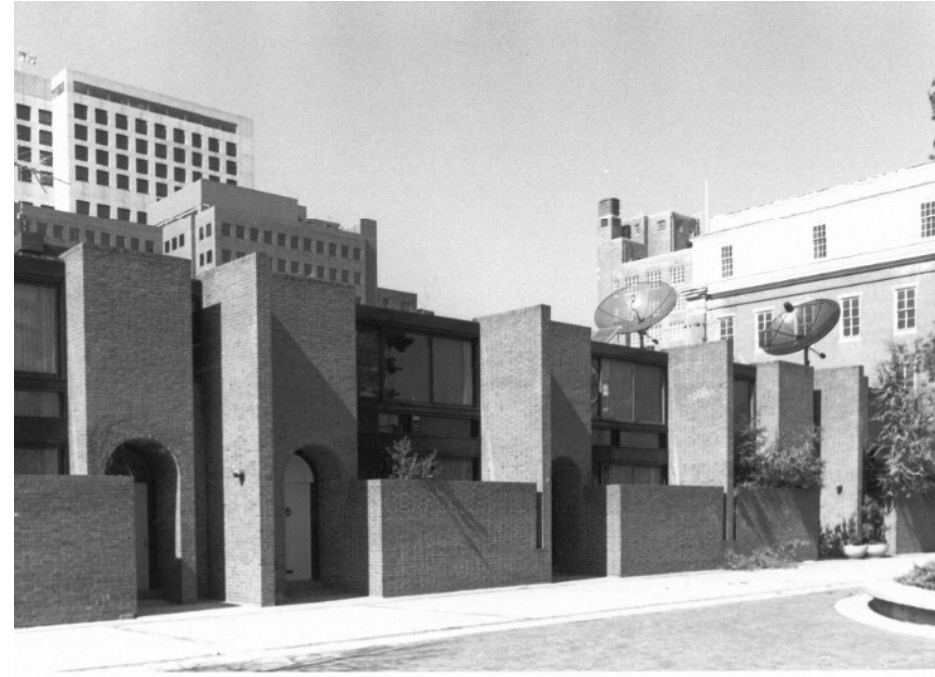
Modernism, however distinct from historical architecture, is not easily reducible to one design language. In each project, the characters given by an individual architect is a combined result from the design, construction, and material innovations of that period and the architect's own personal design approach. The variety within the "Modernist" category is so great that it is difficult to reduce the movement to only a few types of elements and materials. But in Society Hill, since such a large percentage of Modernist buildings

were constructed within such a short period of time, they do share some features.

As a new mode of development was introduced into Society Hill, it often occurs that a complex of buildings or even an entire block was designed by the same architect, forming "neighborhoods within a neighborhood". This kind of development is distinct at streetscape level, resulting in rows of almost identical elevations, despite that later alteration may lead to minor variances. Within



A view on the Greenway. The kangaroo sculpture and the Franklin lamp on the right make this place interesting. (Photo by Grace Melloy)



(Left) Private courtyard in the 100 Block, Spruce St., designed by Louis Sauer, involving multiple levels of walkways and some functional space. (Photo by Xinhui Yang)

(Right) Houses designed by I. M. Pei. with architectural form repeated along entire row. (Source: www.philadelphiabuildings.org, Athenaeum of Philadelphia)

the “neighborhood”, the arrangement is usually several groups of houses surrounding a private or semi-private courtyard.

Third, at building and element scale, Modernist house design reflects the change in living style, as well as architects’ growing interest in interior space. Although confined to traditional lot size, the plans and elevations of the Modernist rowhouses varied from the traditional counterparts greatly. The features listed below are seen in Society Hill on modern buildings, may or may not be strictly “Modernist”. They do not necessarily appear in

every design, and there is not one design which contains all of these features. However, these features are still able to differentiate themselves from what is historical. In technical terms, Modernist building may exhibit:

- Increased complexity in floor plans
- Variety of staircase location and form
- Private yard or garage on the first floor

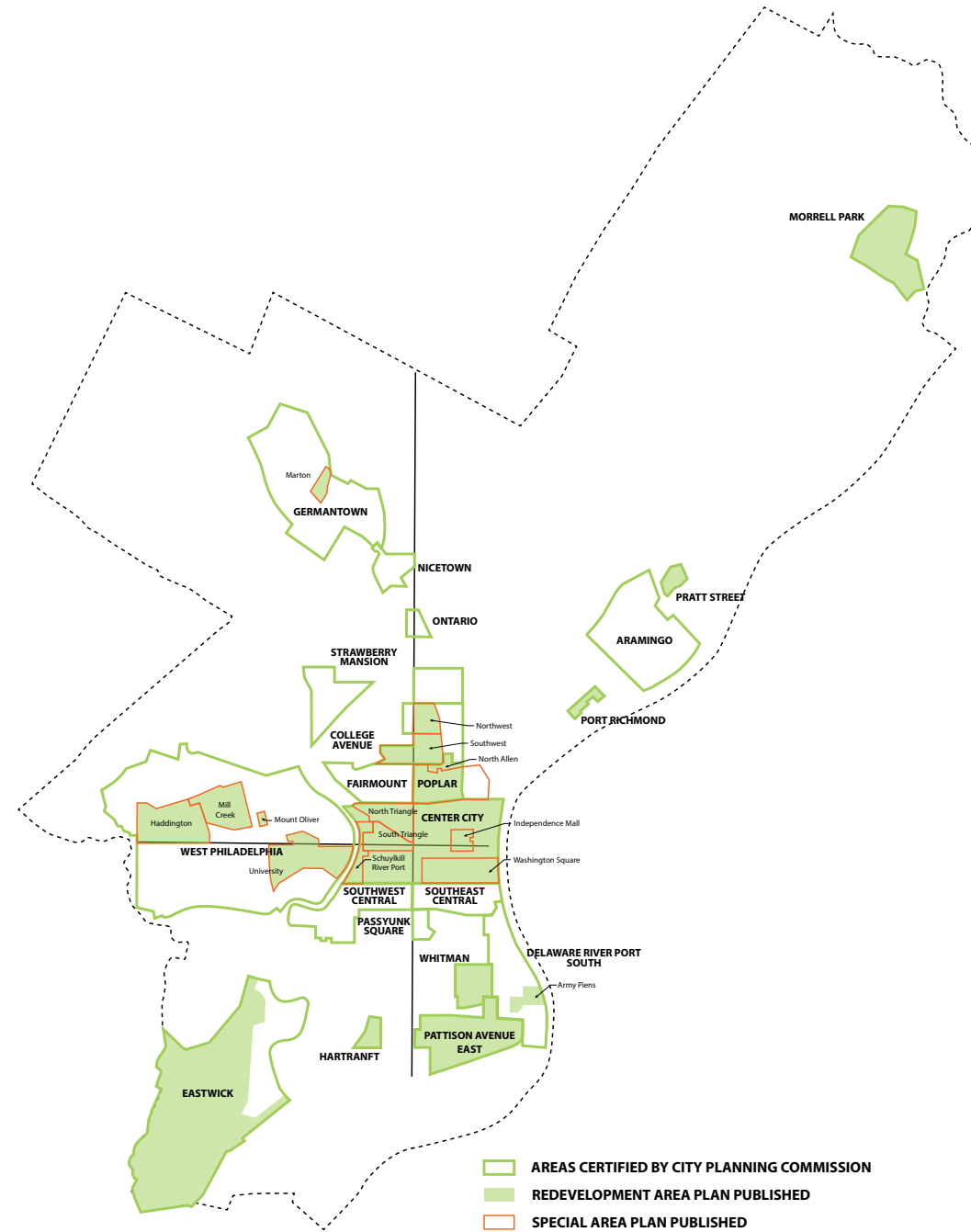
In terms of elevations, each architect may have his/her own design techniques, but there are a few architectural elements and configurations that they commonly employed. It should be noted that the Modernist houses generally follow the height, massing, and material (brick) of the eighteenth and nineteenth century buildings, so that they stay in harmony with the historical surroundings.

Significant features for these Modernist structures include:

- Flat or single-slope roof
- Significant recess or balcony on facade
- Variety of window sizes & shapes: square, narrow vertical, multi-storied large windows, etc.
- Elimination of decorating trimming around the openings

Plan and elevation of rowhouses on South 3rd St., designed by I. M. Pei. The architect employed a semi-circle staircase in the middle of the building. On the facade, he used banding windows for the third floor, a front balcony and a highly-simplified arched entrance. (Source: same as above)

The district plans, special plans, and areas certified by the Philadelphia City Planning Commission under Bacon's leadership. Although Bacon's vision was largely directed toward the physical form of the city, many of his policies and concepts have impacted intangible features of these redevelopment areas..



Intangible Features

The Burra Charter defines “meanings” of a place as “what a place signifies, indicates, evokes or expresses to people.”⁶ Meanings “generally relate to intangible dimensions such as symbolic qualities and memories.” Society Hill does have symbolic qualities: it is a successful example combining historic preservation and mid-twentieth century urban renewal, whose positive aspects are often ignored or unknown. It is also a highly-intact implementation of Bacon’s planning ideologies. On the other hand, the “feeling” of walking through this area today, although difficult to describe by words, is the influence created by all the tangible features and human activities in this space.

To preserve this, community involvement must continue to play an important role. Society Hill has no design guidelines for new construction, but the neighborhood civic association is vigilant in their insistence for quality design.

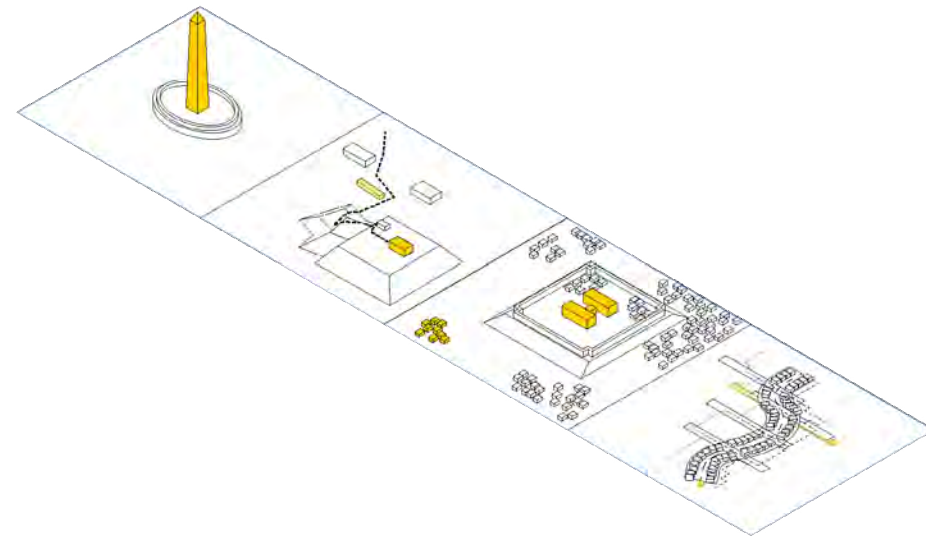
CONCLUSION

These character-defining features are integral to what makes Society Hill unique. The future development of Society Hill should attempt to maintain these character-defining features, prioritizing the landscape features, as well the overall harmony of the structures obtained by consistency in massing, material, and scale.

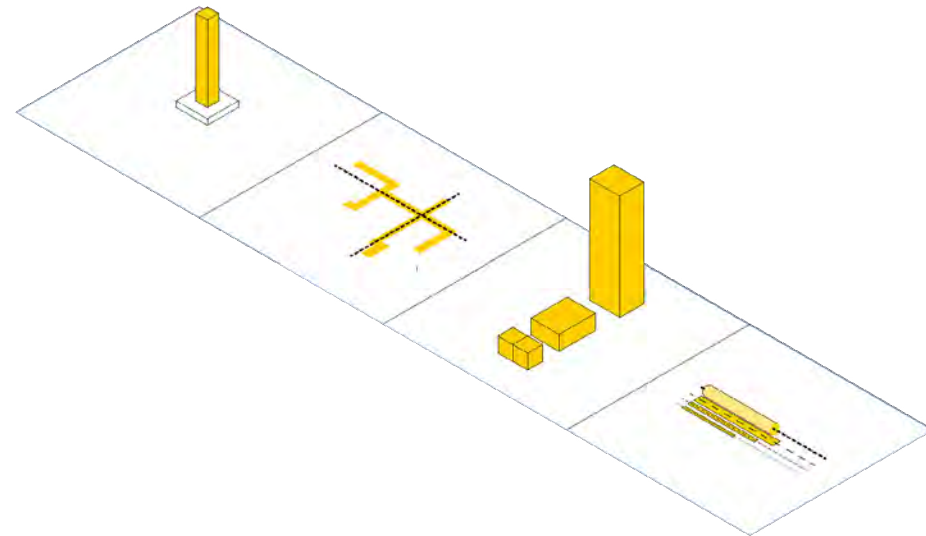
6. Australia ICOMOS, The Burra Charter 2013, Article 1.1, 1.11, 1.16

Tolerance for Change

Historical precedents for Bacon's elements of the city: (Left to Right) Pope Sixtus's obelisks of Rome, processional paths of the Greek polis, scaled development and inhabitation at the Imperial City, Beijing, and interlocking systems of transportation and on Regents Street, London.



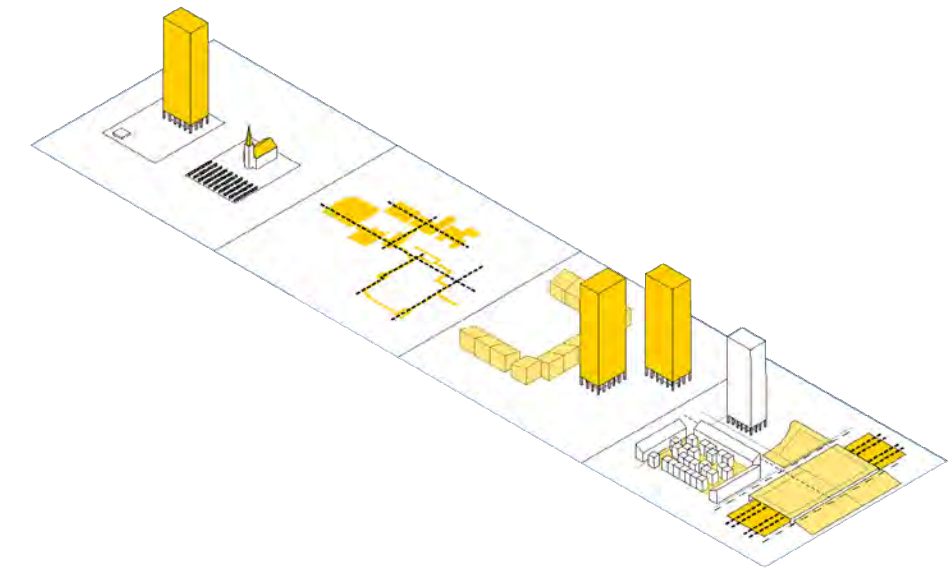
Historic Precedents understood as urban-scale elements: (Left to Right) vertical wayfinding element, separate zones of pedestrian circulation, variety in scales of development, and interlocking (but separate) transportation corridors.



Edmund Bacon's planning legacy in Philadelphia is palpable. Very little of the urban core escaped the gaze of the Planning Commission under his leadership in their forty-nine district plans from 1949-1970. While many of Bacon's lasting legacies are tied to Center City proper, his influence on the built environment is felt at all scales: from the sweeping changes to Philadelphia's various modes of transportation all the way down to the texture and materiality of brick patterns in Redevelopment-era projects throughout the city.

While Bacon's vision is often perceived in the public consciousness as unyielding and utopian in its intent and scope, one of the defining attributes of his approach to planning was that of the 'organizing concept', which although never defined directly in his books or lectures, is a term generally understood by those who have studied his life and work as "A clear system of spatial order and movement, a totality of several

Bacon's elements of the city as evident in Society Hill: (Left to Right) vertical wayfinding/organizing towers and historic churches; Greenways as public park and promenade; scaled development of Modern-era towers and townhouses; Penn's Landing and Spruce Street pedestrian system



principles that serves as the foundation for the planning process.”⁷.

This notion of an ‘organizing concept’ is evident in his fascination with various elements of the urban fabric that, based upon his theories of urban design, wayfinding, and spatial organization, manifest themselves in various ways in cities around the world.

In Philadelphia, Bacon sought to implement these elements of the city in order to organize and structure the urban core in such a way that it might allow for easier movement throughout the city and allow for better design and placemaking (ostensibly to attract suburbanites back to the city and to promote the core of the city as a regional center for commerce, politics, entertainment, and civic life). The four elements of Bacon’s Philadelphia most evident in Society Hill are as follows: the vertical element, the pedestrian promenade, the scale

variation, and the interlocked transportation node. Each of these are based on a historic precedent: the vertical element upon Pope Sixtus V’s obelisks of Rome, the pedestrian promenade based upon the procession routes of the ancient Greek polises, the scale variation based upon the palace of the Emperor of China, and the interlocking of transit nodes based upon Bacon’s appreciation for Regents Street in London. Bacon understood that while each of these historic precedents are legible in their totality today, they were only achieved as part of a unified vision that allowed for variation, adaptation, and evolution within their set contexts. His understanding of the ‘city as an organism’ required complementary parts of the city to interlock in such a way that their combined interaction would reinforce an overall vision. In Society Hill, Bacon’s vision to save as many eighteenth century buildings as possible in the “Fifth Ward” (as it was known before the creation of the term *Society Hill* in the mid-eighteenth century) was to promote the

original pedestrian scale of the neighborhood in such a way as to preserve William Penn’s original vision for Philadelphia. He envisioned pedestrian-scale greenways connecting open parks, with churches, towers, and commercial concourses at the periphery. As per his elements of the city, *Pei’s Society Hill Towers and two historic churches serve as vertical wayfinding elements*. The system of *greenways act as pedestrian promenades*. The scaled 1960’s development of *townhouses and towers side by side promoted a scaled approach to development*, and *Penn’s landing serves as a transit node*.

These four elements of the city serve at the macro-scale to reinforce Bacon’s vision for Philadelphia, and in Society Hill in particular. Since the 1970’s, Society Hill’s character has endured largely driven by the interest of the Society Hill Civic Association (SHCA) and Philadelphia property owners sympathetic to the low-density scale of the community. But this may not last forever; currently threatening Society

Hill’s *design concept* is a bill⁸ that would expand building height and density limits in Center City, with changes illustrated in the diagram below. As currently amended,

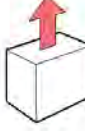






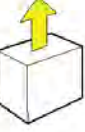





“[the bill] would remove the limit on the number of dwelling units that can be built on buildings zoned CMX-2 and CMX-2.5, two medium-density commercial mixed-use classifications. It would raise the height limit in CMX-2 districts to 42 feet from 38 feet, and raise it further to 55 feet for corner CMX-2 properties that have a certain amount of frontage on three separate streets. It would also increase the maximum floor area ratio (FAR) in CMX-3 districts to 750 percent, and in CMX-4 districts to 1000 percent. (FAR measures how dense a building can be relative to the area of the lot it sits on; a 5,000-square-foot building on a 1,000-square-foot lot has a ratio of 5:1, or 500 percent.)”

8. City of Philadelphia BILL NO. 140519-AAA (As Amended on Floor 10/8/2015 <https://phila.legistar.com/View.ashx?M=F&ID=4066827&GUID=5F-CFC51D-CE5E-4062-8BD4-8295E49B89EB>)

9. PlanPhilly.com <http://planphilly.com/articles/2014/09/16/bill-would-expand-building-height-and-density-limits-in-center-city-1>
“The bill was introduced at the request of the Building Industry Association of Greater Philadelphia, according to Martin Gregorski, a Planning Commission staff member who presented the bill.”

7. Greg Heller, “The Power of an Idea”, (Wesleyan University, Thesis in the Degree of Bachelor of Arts in the American Studies Program, 2004. http://hellergreg.com/old-website/writings/greg_heller_thesis.pdf p 116)

Illustrative diagram for proposed zoning overlay district:

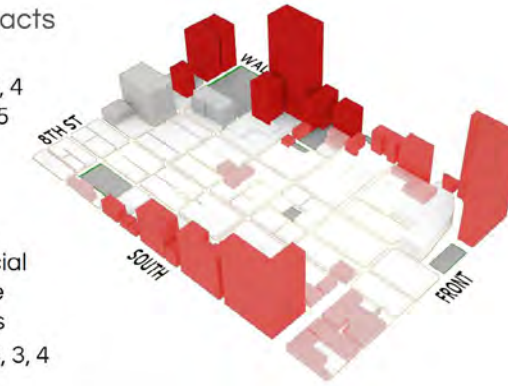
	current policy	proposed bill
CMX-2 CMX-2.5	 38'	 42'  55' <small>on streets with 50' width</small>
CMX-3	 FAR 500%	 FAR 750%
CMX-4	 FAR 500%	 FAR 1000%
RSA-5	 38'  1,440 <small>square feet per unit</small>  1,600+ <small>square feet per lot</small>	 42'  960 <small>square feet per unit</small>  2x 800+ <small>square feet per lot</small>

The bill would also reduce the minimum required lot area in the RSA-5 zoning district—a common rowhouse classification—from 1,440 square feet to 960 square feet, and raise the height limit from 38 feet to 42 feet. RSA-5 lots 1,600 square feet or larger could be subdivided into two lots, each sized at least 800 square feet, under the terms of the bill.”⁹

This bill, if accepted, would lead to over-scaled commercial mixed-use construction, and could potentially compromise Bacon’s vision for Society Hill as a low-rise, low-density pedestrian-centric urban district oriented by wayfinding churches and towers. The greatest risks posed by this overlay to would be at the fringes of Society Hill, where CMX properties

Zoning Impacts

- RM-1, 2, 3, 4
- CMX-2, 2.5
- CMX-3
- CMX-4
- RSA-5
- SP-PO-A
- Commercial mixed use properties
- CMX2, 2.5, 3, 4



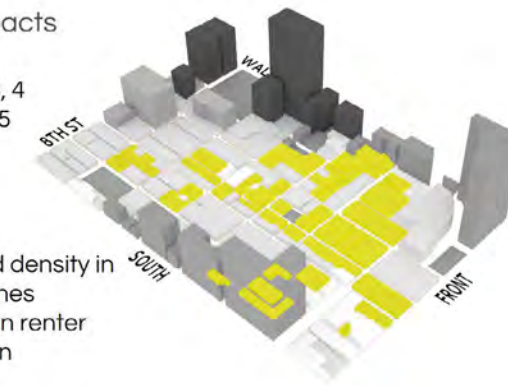
abut low-rise residential structures. And even these buildings, zoned RSA-5, would be susceptible to densification (and slight height increase). Society Hill residents have expressed a fear that their neighborhood’s reputation as a hotbed for ‘brothels and flophouses’ in the mid-twentieth century would return if neighborhood density is increased any further. Renters, in their opinion, are not as engaged and committed to the community as owners, and smaller unit sizes would cater to a more transient population.

Upscaling CMX and RSA properties through the proposed overlay district would have adverse affect on the fringes and core of Society Hill.

Zooming in, Bacon’s vision for *courtyard-oriented development and articulated streetscapes of*

Zoning Impacts

- RM-1, 2, 3, 4
- CMX-2, 2.5
- CMX-3
- CMX-4
- RSA-5
- SP-PO-A
- Increased density in RSA-5 zones
- Increase in renter population



contemporary and historic design side-by-side reinforce an neighborhood of quality, if eclectic, architectural styles. Modern infill was not allowed to falsely copy historic facades or ornamentation, but should rather speak to the time and place in which it is built. When redevelopment took place in the 1950’s and 1960’s, architects were given free reign to design structures that explored new patterns of fenestration and ornamentation, but all new design was required to maintain historic massing and street frontage patterns to complement other buildings on the street. Although distinct in construction and ornamentation, modern buildings in Society Hill match historic buildings in color and materiality.

As opposed to the public realm, private spaces in Society Hill are much more tolerant to adaptation

(left) CMX upzoning would impact the height limits and FAR of peripheral properties

(right) RSA-5 upzoning would impact density and lot property subdivision



(above)

Additions and transformations: exterior public space provide acceptable opportunities for change without adversely impacting the character of the historic district.

and change. Interiors are not required to maintain any stylistic authenticity. Roof hatches and rear courtyards permit opportunities for addition and transformation, so long as these changes are not visible from the centerline of the street. Historical markers and street elements, while not inhabitable,

contribute to the nature of the neighborhood and do not tolerate piecemeal change: if altered, all should be altered simultaneously to maintain the character of the historic district.



According to Philadelphia Historical Commission guidelines, buildings within a historic district are classified as either *significant*, *contributing*, or *non-contributing*. Per local guidelines, “A non-contributing building, structure, site, or object has no relationship to the character of the district through history, architecture, design or plan as set forth in the statement of significance.”¹⁰

Alterations and additions to *significant* structures are highly regulated. Non-contributing buildings



should first be re-assessed for their potential adherence to Bacon’s Organizing Vision, but pose as the grounds for the greatest allowance for change. Contributing buildings are the most intriguing for the purposes of this study, since their value lies either as elements of the neighborhood’s redevelopment in the 1960’s, or as historically important-- if not architecturally exemplary-- structures in the neighborhood’s long history.

(left and right) blocking viewsheds: out-of-scale buildings impede the wayfinding capacity of Pei’s Society Hill towers.

¹⁰ Philadelphia Historical Commission PHILADELPHIA HISTORICAL COMMISSION RULES & REGULATIONS. “Local Historic District guidelines for modification of contributing and non-contributing structures” 5.7.c.6, p24 http://www.phila.gov/historical/PDF/Rules_Regs_2112010.pdf

The peril of *Rittenhouse*:
Wayfinding sacrificed for
uniform low-density residential
development.



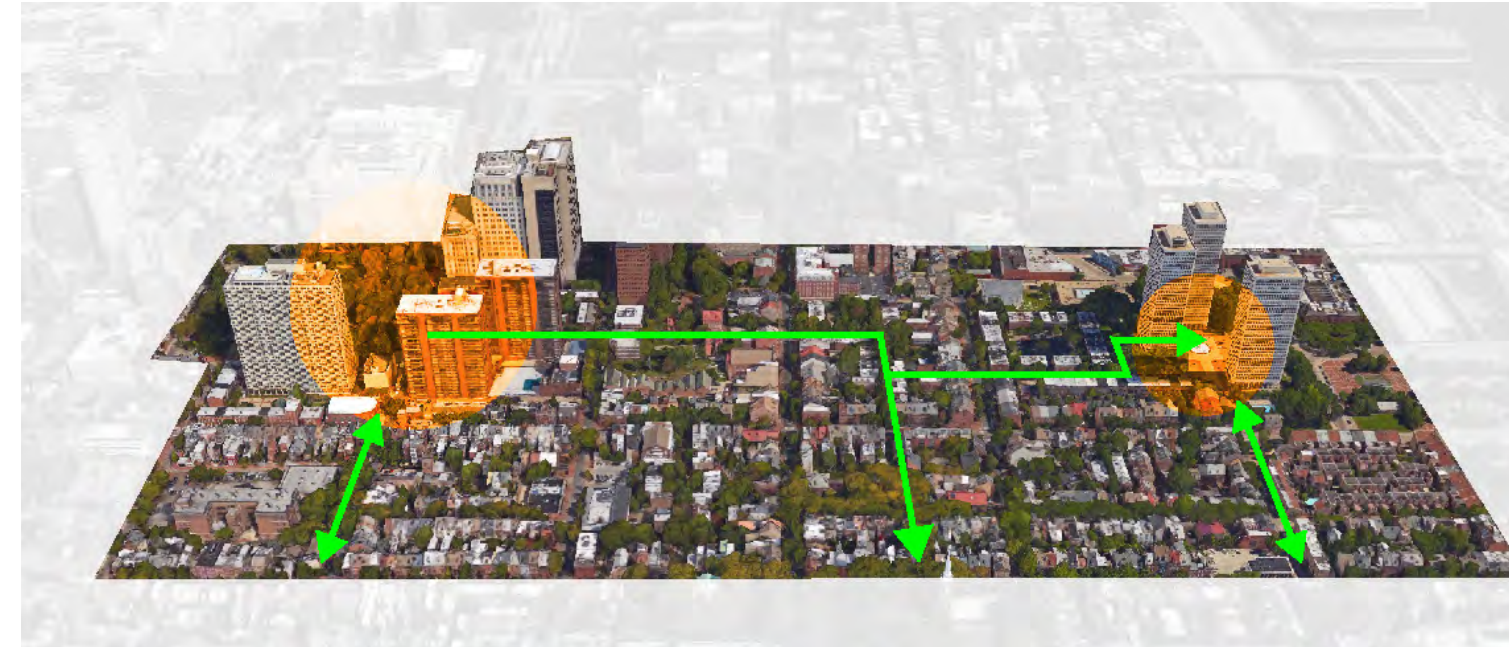
Change Is Inevitable

Society Hill, considered as a heritage area, has importance at the national level for the integrity of Bacon’s planning vision. It is imperative to recognize that the neighborhood as a historic district cannot remain frozen in time forever. When redevelopment *does* come knocking, (either at the fringe of the historic district or in its very core), it will be at one of two scales: tall mixed-use towers or small-scale residential infill/block redevelopment.

Society Hill can support towers, this much has been proven. Its tolerance for additional towers,

however, is fraught with qualification. Proposals for new construction ought to consult Appendix 2F and Appendix 2G to consider implications of new development in and around Society Hill:

- Towers must be located at a sufficient distance from existing tower development so as not to blur Bacon’s central notion of place and wayfinding.
- Towers must not be located along any of Bacon’s existing greenways or axes, but rather at the *end* of an existing axis, or at the ‘front’ of a proposed new axis.
- Towers must provide ample green space



The promise of *Society Hill*:
Bacon’s axial greenways can
be extended out beyond the
district.

at base for pedestrian promenade and procession.

- Towers must provide social allowance for Society Hill that has been lost with the condominiumization of the Pei towers. Society Hill cannot afford to remain a homogenous residential neighborhood, and any additional tower(s) must provide one of the following:
 - low income easement (guaranteeing market-rate rental units)
 - mixed-use easement (guaranteeing active streetscape and commercial/retail opportunity).

Infill within historic districts are judged for their adherence to the district’s statement of significance.

“When reviewing applications for non-contributing buildings, structures, sites, and objects within an historic district, the Commission, its committees, and staff shall place particular emphasis on the **compatibility of materials, features, size, scale, proportion, and massing with the historic district.**”

...
“Design: Additions, alterations, and new

construction shall be designed so as to be **compatible in scale, building materials, and texture, with contributing buildings in the historic district.**”

Philadelphia has no design guidelines *per se*, but the Historical Commission and its subcommittees do possess limited power to stall development in historic districts that do not conform to standards set forth by the district’s statement of significance. Society Hill Historic District’s architectural commentary on Bacon-era fabric is very broad, with only a few words dedicated to its lasting impact:

“Changes in physical development, reliance on the Delaware River, ethnic and cultural diversity, and economic health shaped Society Hill as we know it today. In this, we see evidence of a neighborhood that exemplifies William Penn’s tolerance for religious freedom; the remnants of a

thriving commercial entity; **a community of diverse peoples, and an integrated building fabric of old and new, academic and vernacular.** The relationship between these elements allows us to understand the vibrant neighborhood that we see today. The preservation of Society Hill offers the opportunity to **recognize the social and architectural fabric of an important and diverse area of Philadelphia that demonstrates changes made in each century since the City’s founding.**”¹¹

...
“The redevelopment plan included two major goals: sympathetic infill of new structures around existing historic buildings and increased density of population. In the main, the infill housing approved by the City Planning Commission for the historic zone reflected the current design philosophies of the mid-twentieth century. **All of the low-rise buildings adapted to the scale and**

materials of the older Society Hill houses, but experimented with fenestration sizes and patterns, roof-lines and door designs...”¹²

...
“‘a series of garden paths weaving through the area’ while also showing ‘preservation of the small-scale, historic home’, with the construction of ‘several slab apartments buildings, merging the old and the new.’”¹³

Taking into account the evolutionary heritage of architectural form in Society Hill, and its changing nature over the centuries, this recommendation proposes the following acceptable designs for low-rise residential construction to be within tolerance of the neighborhood.

- Brick is not required, but facade material must be either be masonry or a durable material equivalent to masonry with a dimension

meeting the following criterion:

- proportionality of material to match brick with a maximum dimension no larger than the smallest dimension of any fenestration aperture.
- Building setback may be no farther than the maximum allowable zoning setback, and no closer to the street than the nearest neighboring building.
- Fenestration glazing less than or equal to that of the Pei towers (65%)
- Primary elevation must contain at least one, but not more than one more horizontal/vertical delineations than there are floors *plus one* (delineations that break up the mass of the building and contribute a sense of hierarchy in accordance with the character of the street)’
- Buildings may not exceed beyond 33% vertical height of their largest near neighbor.
- Building mass must address the street at intervals no less than 33% those of the lot opposite or nearest.

11. *Philadelphia Register of Historic Places. “Society Hill (and Pennsylvania Hospital of Washington Square West) Historic District.* Laura M. Spina and Philadelphia Historical Commission, p7. 10 March 1999.

12. *Ibid.*, 4.

13. Heller, 118.



SWOT Analysis

To inform how we move forward in creating a preservation plan, we conducted a Strength Weaknesses Opportunities Threats (SWOT) analysis for the Society Hill neighborhood. We discussed creating a SWOT analysis for Bacon's Philadelphia but decided against this for the main reason that orchestrating the analysis on a smaller scale would allow us to investigate these components in more depth than if we were to look at a larger scale project. Ultimately, we used the opportunities and threats we determined through this analysis of Society Hill to inform the individual projects and the issues they should address.

We began the SWOT analysis by thinking divergently about the different strengths, weaknesses, opportunities, and threats that are or could be present in Society Hill. After this process, we voted on what we identified to be the key points for each component of the analysis. The table below summarizes these key points,

followed by more in-depth explanations for each point.

STRENGTHS

1. Integrity and amount of physical fabric. Society Hill has an immense amount of physical historic fabric, contributing to a high level of integrity with respect to the legacy of Bacon within the neighborhood, as well as with respect to the neighborhood's eighteenth and early-nineteenth century structures.
2. Variety of architecture. The variety of architecture, both with respect to different time periods and different scales, is a strength of the neighborhood. Despite a superficial uniformity--most of the buildings in Society Hill are two and three story brick row houses--the variations in this building typology allow for interesting infill construction, as witnessed by the

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none"> 1. Integrity and amount of physical fabric 2. Variety of architecture 3. Regulatory protection 4. Proximity to Center City 5. The greenways and Bacon's vision 	<ol style="list-style-type: none"> 1. Lack of services 2. Limited community perspective 3. Prioritization of private space 4. Isolation of greenways 5. Inflexibility to change due to regulatory protection
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Relevance of Mid-Century Modern 2. Reevaluating preservation methods and values 3. Telling yet untold stories 4. Integrating mixed-use 5. Revisiting the greenways 	<ol style="list-style-type: none"> 1. Zoning trend towards higher density 2. Investment vs. ownership 3. Losing Bacon's vision 4. Outside development blurring Society Hill's image 5. Changing roles of institutional buildings

- Modern infill constructed during the redevelopment period.
3. Regulatory protection. Being both a National Register historic district and a local register historic district provides Society Hill with a great deal of regulatory protection, which should enable Society Hill to maintain its high integrity.
 4. Proximity to Center City. The neighborhood's proximity to Center City is advantageous on many levels, including walkability for tourists and residents, access to transit, access to other neighborhoods and their amenities, etc.
 5. The greenways and Bacon's vision. The greenways are a strength of Society Hill because they are one of the main physical manifestations of Bacon's vision and fairly unique to this neighborhood.

WEAKNESSES

1. Lack of services. Society Hill was designed to be a predominantly residential neighborhood, and, as such, has limited stores and services within its boundaries, which may be seen as a weakness set against the Jane Jacobs notion of a healthy neighborhood. Still, a conversation with representatives of Society Hill Civic Association reveals that residents are generally satisfied with the services in the neighborhood. This may not, however, be a consistent perspective, especially for younger professionals. Moreover, an important service that is lacking in this neighborhood is schooling, specifically for middle school and high school-aged students. There are many schools for younger children, but if residents cannot afford the private middle schools and high schools, citizens are faced with a difficult decision. For a more detailed analysis

of the services within Society Hill's boundaries, see Appendix 1G.

2. Limited community perspective. Society Hill has a strong identity and the community is ready to fight for what it thinks is important; however, the community appears to have a low awareness about what may be important to people that do not live in Society Hill, such as talking about those that were displaced and about the urban redevelopment story more generally.
3. Prioritization of private space. Within the boundaries of the neighborhood, priority has been given to private space over public space, leading to a lack of communal space and places to gather. Consequently, the atmosphere of the neighborhood feels very private, which is exacerbated by the older population of Society Hill (approximately 42% of the population is older than 55 and 22% older

than 65), who stay inside more.

4. Isolation of greenways. The original vision for the greenways was a continuous network that would allow residents to move easily around the neighborhood. Due to changes in design and the passage of time, the components of this unique feature have become isolated and do not serve the function of connecting the neighborhood the way that Bacon envisioned. Additionally, the perception of safety on these greenways has been called into question due to their isolation, a lack of lighting, and overgrown vegetation.
5. Inflexibility due to regulatory protection. The regulatory protection that is provided by Society Hill's designation as both a national historic district and local historic district makes the physical fabric of the neighborhood inflexible to change.

OPPORTUNITIES

1. Relevance of Mid-Century Modernism. Mid-Century Modernism is only now coming of age to be considered historic, but it is not a style that people readily consider to be historically important. Looking at the Modern architecture of Society Hill provides an opportunity to educate people about and give relevance to Mid-Century Modernism and the history surrounding the movement.
2. Reevaluating preservation methods and values. The redevelopment of Society Hill incorporated preservation before preservation had been legislatively recognized, and as such contributes to the conversation about preservation in this country. As we reach the 50th anniversary of the National Historic Preservation Act (1966), re-examining Society Hill and the preservation methods used here can act as a catalyst to once again think creatively

about how we perform preservation, and, maybe more significantly, how preservation can be incorporated into current redevelopment methodologies.

3. Telling yet untold stories. Still, the preservation that occurred during the neighborhood's redevelopment ignored important narratives, such as the mixed industrial-commercial-residential character of this neighborhood in the nineteenth and early-twentieth centuries and the story of displacement during the redevelopment of the neighborhood, which should be made visible to enhance our understanding of mid-twentieth century Modernism and urban renewal. Examining the memory infrastructure of the neighborhood will allow us to develop these stories.
4. Integrating mixed-use. While Society Hill is predominantly residential in atmosphere and function, there are opportunities to

change and consider how mixed-use can be integrated into the neighborhood without hurting Society Hill's integrity as a residential neighborhood or Bacon's vision for the neighborhood. This opportunity could prove to be a particularly important opportunity as the demographics of the neighborhood change to be more young professionals interested in mixed-use spaces.

5. Revisiting the greenways. The greenways, arguably one of the most prominent manifestations of Bacon's vision in the built environment, have become isolated over time and do not serve their original purpose of tying the neighborhood together. There is, however, an opportunity to try to extend the current greenways, reestablishing those that were planned, as well as creating new ones that would help to connect Society Hill to other parts of the city, like Old City, the Gayborhood

(Washington Square West), and South Street.

THREATS

1. Zoning trend towards higher density. The current trend in zoning is moving towards higher density. Increasing density, resulting in high-rise construction, could be detrimental, however, to the vertical integrity of Bacon's vision, which highlighted individual obelisk-like high-rise developments. Moreover, inappropriate development may take away the limited number of services that are currently in the neighborhood that the citizens need and want. For more information about the proposed zoning overlay for Society Hill, see Appendix 1F.
2. Investment vs. ownership. Because of the high property values and the proposed zoning overlay, there is the potential for

people to invest in the neighborhood and then not live there, changing the community of the neighborhood.

3. Losing Bacon's vision. Although there are many aspects of Bacon's vision that are represented in Society Hill, and with good integrity, if Bacon's values and associated vision are not articulated, these aspects of the built environment may be lost. For example, development leaning towards commercial development could change the atmosphere of the neighborhood.
4. Outside development blurring Society Hill's image. Part of Society Hill's image is determined by its vertical profile. Zoning trends within the neighborhood threaten this profile, but development outside of the site could also make this "image" of Society Hill less clear, hurting the integrity of the neighborhood's physical fabric.
5. Changing role of institutional buildings. Most of the built environment in the

neighborhood consists of residential buildings, but there are also several institutional buildings, such as various religious structures, that form important landmarks in Society Hill. The relevance, however, of these places/spaces is coming into and will continue to come into question given trends of dwindling congregations. St. Andrew's Byzantine Ukrainian Catholic Church is on the market for redevelopment, but this is currently the only religious institution that is unoccupied. Still, if ownership and use of these buildings change, how will the relationship of these structures with the neighborhood change? Will these spaces be privatized? Will they be demolished?

Part III. Preservation Plan

Society Hill and Individual Projects



Better Philadelphia 2017
Charlotte Caldwell

Past & Present
Chuhan Zheng

Preservation, a Dialogue
in Modernity
Joe Mester

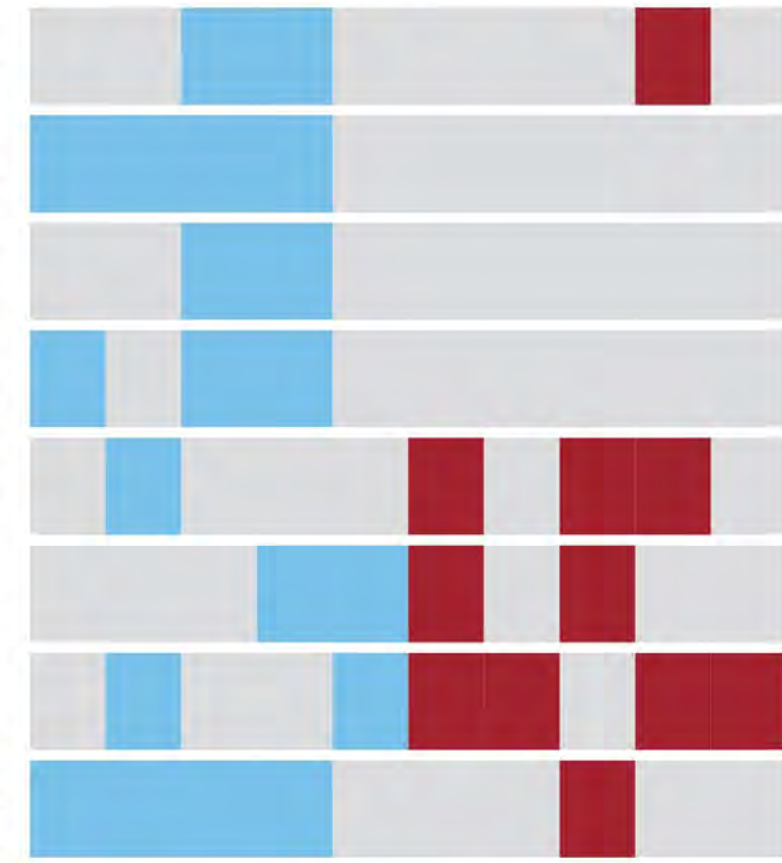
Modernism Between the
Colonial
Grace Meloy

Greenways & Connection
to Penn's Landing
Shuang Wu

Vertical Elements in
Bacon's Urban Space
Rachel Yang

Bacon Futures
Nate Hammitt

Morrell Park: Bacon's
Legacy in the Far
Northeast
Josh Bevan



Through this studio project, we have learned an immense amount about how to potentially preserve both the tangible and intangible qualities of Bacon's legacy at the site scale. Individual projects have been designed and developed to provide examples of such preservation strategies. The opportunities and threats determined through our SWOT analysis were used to guide the development of these individual projects, and the matrix below illustrates the various issues each project addresses. Additionally, reports describing and explaining each individual project can be seen in Appendix 2 of this report. While these projects generally focus on Society Hill, "Better Philadelphia 2017" and "Morrell Park: Bacon's Legacy in the Far Northeast" analyze and propose methods of preserving Bacon's legacy beyond Society Hill. Moreover, all the individual projects should serve as inspiration for future preservation projects at other Bacon-related sites.

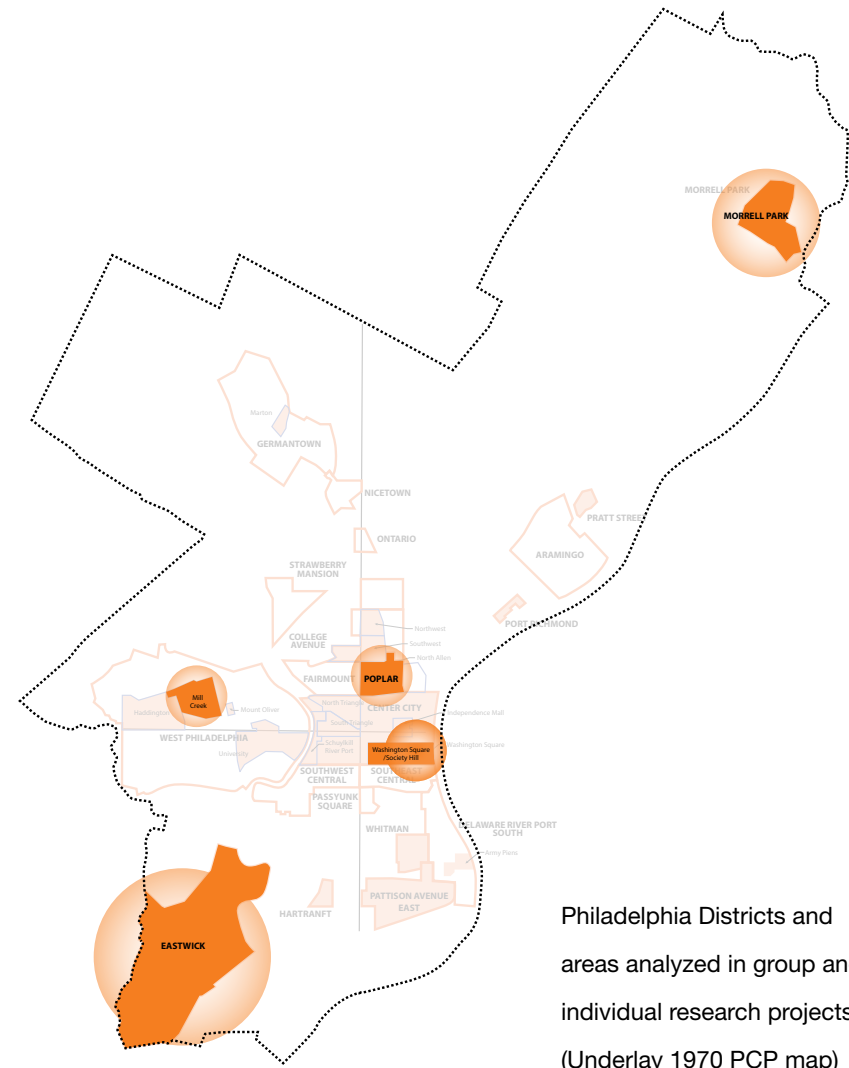
Actions and Interventions

NATIONAL HERITAGE AREA: ACTIONS AND INTERVENTIONS

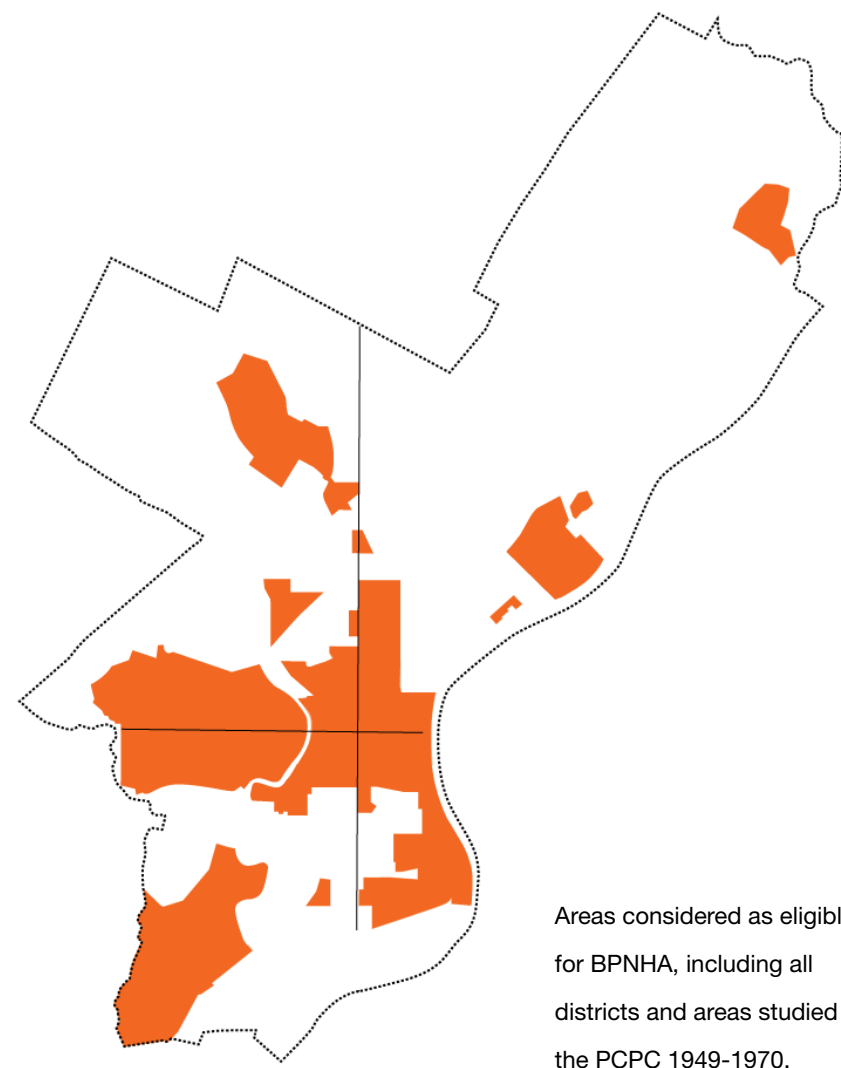
The creation of a Bacon's Philadelphia National Heritage Area (BPNHA) will require numerous steps be taken to bring it to fruition. To accomplish the establishment of BPNHA, we are proposing the following actions and interventions, summarized in the table on the following page.

STUDIO

The creation of this studio report serves as the stepping stone towards the creation of the BPNHA. The research conducted and individual projects designed and development through this studio will be invaluable moving forward, particularly in studying other Bacon-related sites.



Philadelphia Districts and areas analyzed in group and individual research projects. (Underlay 1970 PCP map)



Areas considered as eligible for BPNHA, including all districts and areas studied by the PCPC 1949-1970.



2-Year Plan

In two years, a feasibility study for BPNHA should have begun. It is also important to begin pushing education and outreach, focusing on Society Hill, to begin gathering local support for the adoption of BPNHA. Moreover, to protect and honor the buildings constructed during the redevelopment period in Society Hill, significant resources constructed through 1967 should be added to the

National Register, and any additional significant resources should be added to the local register, such as the greenways and other mid-century features.

In five years, the feasibility study for the BPNHA and the various sites that should be a part of it, should be completed.

5-Year Plan

The National Park Service provides criteria for the completion of a Feasibility Study as follows¹:

1. Define the Study Area
2. Development of a Public Involvement Strategy
3. Determine the NHA's contribution to National Heritage and develop Potential Themes.
4. Complete a Natural and Cultural Resources Inventory, integrity determinations, and provide affected environment data.
5. Develop Management Alternatives and a Preliminary Assessment of Impacts.
6. Provide boundary delineations.
7. Provide an Administration and Financial Feasibility Study.
8. Evaluate public support and potential constituents/stakeholders.

The National Park Service provides criteria for the approval of a Feasibility Study as follows:

1. An area has an assemblage of natural, historic, or cultural resources that together represent distinctive aspects of American heritage worthy of recognition, conservation, interpretation, and continuing use, and are best managed as such an assemblage through partnerships among public and private entities, and by combining diverse and sometimes noncontiguous resources and active communities;
2. Reflects traditions, customs, beliefs, and folklife that are a valuable part of the national story;
3. Provides outstanding opportunities to conserve natural, cultural, historic, and /or scenic features;
4. Provides outstanding recreational and

1. Recommendations for completion, approval, and Department of Interior Findings contingencies were sourced from, National Heritage Area Feasibility Study Guidelines: Draft, National Park Service, August 2003, 3-13.

10-Year Plan

- educational opportunities;
- 5. The resources important to the identified theme or themes of the area retain a degree of integrity capable of supporting interpretation;
- 6. Residents, business interests, non-profit organizations, and governments within the proposed area are involved in the planning, have developed a conceptual financial plan that outlines the roles for all participants including the federal government, and have demonstrated support for designation of the area;
- 7. The proposed management entity and units of government supporting the designation are willing to commit to working in partnership to develop the heritage area;
- 8. The proposal is consistent with continued economic activity in the area;

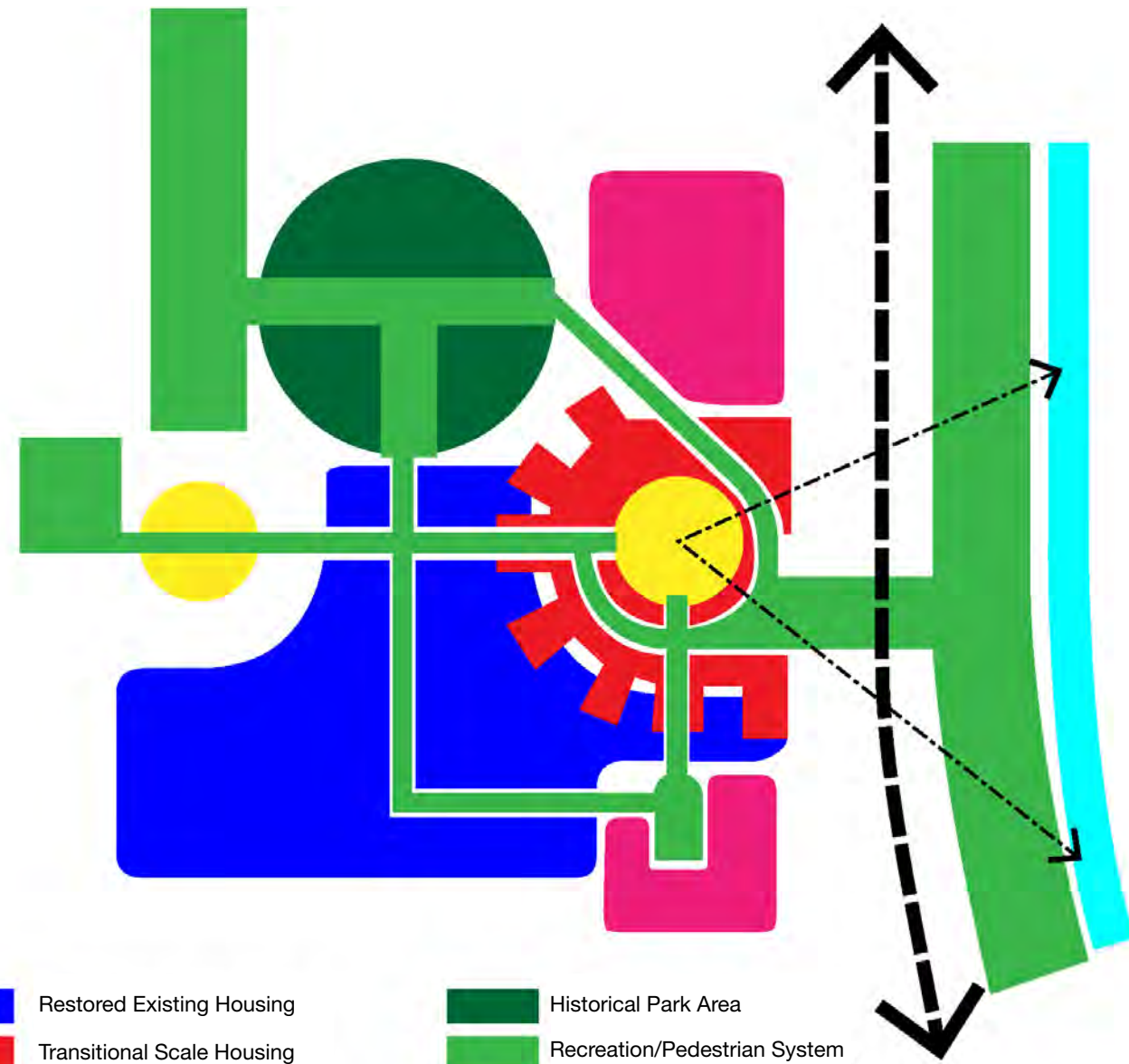
- 9. A conceptual boundary map is supported by the public; and
 - 10. The management entity proposed to plan and implement the project is described.
- Additionally, education programs more broadly addressing Modernism should be created and implemented to continue raising public awareness about this important Philadelphia story. Relatedly, resources within the other Bacon legacy sites should be assessed for eligibility to be designated to the National and Local Registers, including designation as historic districts. Furthermore, within five years, regional, state, and national support should be pursued, gearing up towards Congressional approval of the BPNHA.

By 2025, the Bacon’s Philadelphia National Heritage Area should obtain Congressional approval. Each National Heritage Area is officially recognized by its own federally approved legislative act after the feasibility study undertaken has been approved. Given the multiplicity of stakeholders, leadership, and government/non-government entities involved in the process, a 10-year target for completion is an aggressive, but realistic goal for NHA completion. The Department of Interior provides “Findings” to Congress regarding resources within the proposed NHA. These area-defining characteristics are contingent upon:

- 1. Completion of the Feasibility Study
- 2. Public Involvement in Feasibility Study
- 3. Demonstration of widespread support among heritage area residents
- 4. Commitment to the proposal for NHA from local and state governments, industries involved, private and nonprofit organizations,

and local citizenry.

The completion of these necessary steps is supported and made possible largely through public engagement and site analyses that are undertaken during the first 5 years of NHA planning as well as the careful selection of management entity and public-private partnerships. In addition to gaining Congressional approval for National Heritage Area status, the plan proposes continual updates of local and national historic registers (including existing and future district designations) to integrate historically significant sites and fabric through 1975. This process is seen as a cyclical assessment that seeks to update significance as resources within the heritage area eclipse and surpass a built life of fifty years or greater. This timeframe relates directly to National Register of Historic Places criteria for the assessment of built heritage and guides the future assessment of such heritage within and in context with Bacon’s Philadelphia.



Society Hill Image, a 'city as living organism' with interlocking and interdependent components.

- Restored Existing Housing
- Transitional Scale Housing
- New Towers (Housing)
- New/Restored Commercial
- Historical Park Area
- Recreation/Pedestrian System
- River
- Expressway
- Views

Conclusions and Recommendations for Future Work

For a fifteen-week study of “Edmund Bacon’s Philadelphia”, many details of his legacy remain yet unexplored in archived boxes split between the Philadelphia City Archive and the Architectural Archives at the University of Pennsylvania. Our investigations into his PCPC documents at the City Archive were topical, exploring the evolution of Society Hill redevelopment, Bacon’s role in The Better Philadelphia Exhibition, and the many District Plans published under his tenure as executive director from 1949-1970. We stood on the shoulders of those who compiled a vast historical archive ahead of us, and we owe special thanks to the following individuals for their assistance in compiling, corroborating, and confirming facts and implications of Edmund Bacon’s impact on the city of Philadelphia

Greg Heller, Pamela Hawkes, Madeline Cohen, William Whitaker, John Giganti, Randy Mason, Martha Levine, George Dowdall, Alan Greenberger, Aaron Wunsch, David DeLong, Lorna Katz Lawson, Frank Matero, Fon Wang, Francesca Ammon, David Hollenberg, and Harry Schwartz.

One question we considered as our studio drew to a close was “if we had more time, what would we investigate more deeply”. Aside from a continued exploration of our individual projects (discussed at the end of this section) it is important to consider two imperatives:

- *what conclusions can we draw from this semester’s research; and*
- *what recommendations would we give to the next group of researchers exploring the question of Edmund Bacon’s legacy.*

CONCLUSIONS FROM STUDIO RESEARCH

Our studio maintains that Edmund Bacon was, and even after his death continues to be, a polarizing figure. His lasting legacy in Philadelphia is that of a “policy entrepreneur”¹, believing the “planner alone is the key person in the success of any redevelopment plan”². His involvement in city affairs was both a public and private interest; even after retirement Bacon wrote letters to major newspapers, provided consulting to development projects, and taught at the University of Pennsylvania, casting a web of influence that impacted a generation of students and an era of international planning practice. But much of his mythos and planning legacy extends from his tenure at the helm of the Philadelphia City Planning Commission. In the era after World War II, federally-funded redevelopment practices gave unique capacity to planners in the physical transformation of urban America. But a shift has taken place in the

decades since those bold first steps; the physical plans proposed by mid-century city planners did not always lead to the social transformations they intended. If anything this slow shift from *fabric-centered* to *values-centered* planning highlights the changing role of the planning profession--grassroots campaigns against redevelopment were often aimed at curtailing displacement and spearheaded by those residents most at risk of displacement-- but these same campaigns have engendered a lasting spirit of fear toward top-down urban policies. Modern planning techniques can no longer achieve wholesale physical transformation as they once could, as decades of re-development have led to the conventional wisdom that *redevelopment equals displacement* or even more polarizing and (potentially) misleading, *redevelopment equals gentrification*.

Bacon, for his part, steered Philadelphia down a path more responsive and receptive

to integrating new urban development with pre-existing historic fabric. The week before our final review we learned that Philadelphia’s listing in the Organization of World Heritage Cities credits the Planning Commission’s mid-twentieth-century preeminence as worthy of international recognition, “[choosing] to preserve and restore (rather than demolish) a vast but severely dilapidated inventory of buildings from the eighteenth and early nineteenth centuries”³. While many heavy-handed, automobile-centric mid-century urban development practices (such as those championed by Edward Logue and Robert Moses among others) have since fallen from favor, Bacon’s legacy for mixing responsive political policies with appropriately transformative physical vision conclusively establishes his legacy above that of other politicians and planners less mindful for the social and physical implications of their redevelopment strategies.

As Philadelphia begins a new mayoral era this January under Jim Kenney it has never

been more timely to consider the legacy of Edmund Bacon. Sixty years of population loss have given way to nearly a decade of population increase, and Philadelphia will be faced with all the challenges of other major metropolitan areas in the 21st century. Many of the city’s greatest extant assets contain trace elements of Bacon’s planning vision, and ought to be extended and expanded with a mindfulness for Bacon’s original ideologies and methodologies. In addition to our points below, future studies would do well to consider the five points set forth by Madeline L. Cohen, reflecting on research compiled from her own personal conversations with Bacon and her 1991 PhD. dissertation:⁴

- “The new century’s challenge in the next wave of preservation will demand a vision at least as big as Bacon’s:
- to respect the city’s history;
 - to preserve the spatial conception and major focal points of Center City which Bacon so

1. <http://planphilly.com/articles/2013/05/15/in-conversation-with-greg-heller-on-ed-bacon-and-his-legacy>
2. “It must be clear that the key person on the whole process must be the planner... Only the planner, through his background, is capable of mastering the total concept of the human, of the building, and of the neighborhood itself. It is only as the planner is able to clarify his concepts and to hold a key and central role in the entire development, that this sort of attack on urban blight in American cities will take place.” Cohen, Madeline L. “Replanning Postwar Philadelphia: Edmund N. Bacon and the Plans for Washington Square East (Society Hill).” p 6. 1993.

3. In the aftermath of World War II, Philadelphia distinguished itself from the many American cities that eviscerated their downtowns with destructive “urban renewal” projects. While Philadelphia built its share of new highways and high rise public housing, it carefully nurtured its successful residential neighborhoods, and in Society Hill and Old City, it chose to preserve and restore (rather than demolish) a vast but severely dilapidated inventory of buildings from the eighteenth and early nineteenth centuries.” Organization of World Heritage Cities. Accessed Dec. 16 2015 <http://www.ovpm.org/en/cities/philadelphia>
4. Cohen, Madeline L. “Postwar city planning in Philadelphia: Edmund N. Bacon and the design of Washington Square East” (January 1, 1991)

- carefully nurtured;
- to preserve (and expand) Bacon’s efforts to separate movement systems that would allow pedestrians safe spaces away from the vehicular street and expressway traffic within the city’s 18th century street system;
- to demand a “design sensitivity” for new structures (not neo-neo-colonial buildings) that would successfully coexist with the old with respect toward the existing architecture; and
- to trust intuition when dealing with Philadelphia’s future physical character and not always be a slave to hard statistics.

In the end it is not the preservation of a particular structure or particular street or a particular neighborhood. It is the process that allows for the greatest possibility in each of these efforts. An eye to the past-- with homage to Bacon’s era as well as the city’s earlier pasts-- is essential if Philadelphia

expects to remain a major historic city-- a city that knows how to build on its history. Bacon gave us the tools, the vision, the process. It is only fitting that we carry forward with the same appreciation for and understanding of city planning for this grand old city that Edmund Bacon has offered us.”⁵

RECOMMENDATIONS FOR FUTURE STUDY

Of all the sections of this report meriting greater study, we conclude that the greatest need for additional research lies in telling untold stories. By interviewing men and women alive today who interacted with Edmund Bacon (particularly during his time at the Planning Commission) additional studies could deepen and expand the traditional narrative of redevelopment-era Philadelphia. We believe that many valuable untold stories also lie hidden in the social narratives of the Philadelphia Redevelopment Authority and Philadelphia City

Planning Commission’s redevelopment plans. The stories of men and women who moved out of redevelopment areas (or who were relocated and displaced) should be valued equally with the stories told by the residents who moved into these redevelopment areas. Currently there is a lack of research addressing the diaspora of residents who left Society Hill during the redevelopment era, and we believe this would be a ripe opportunity to better understand the social changes that took place in one neighborhood, perhaps serving as a model for how other redevelopment areas contain similar stories of changing demographics, social structures, and neighborhood psychology.

The physical heritage of Society Hill, oddly enough, has been greatly studied and our research found a larger-than-expected array of graduate theses exploring the integrity and value of mid-century modern architecture in Society Hill. We recommend that future studies continue

to monitor the works of mid-century architecture, with a special eye at Bacon’s other redevelopment areas, looking for evidence of quality architectural design within the PCPC’s plans for the other 49 district and special area plans produced between 1949-1970. As mentioned in our heritage area proposal plan, Bacon’s influence extends far beyond Center City, and any future study would do well to consider the impact that Bacon had in other districts of Philadelphia (particularly Eastwick, Mill Creek, West Poplar, and the far northeast). The theses most relevant to such research are:

- Pace, Valerie Sue Halverson. (1976). “Society Hill, Philadelphia: Historic Preservation and Urban Renewal in Washington Square East.” (Ph.D Dissertation). University of Minnesota, Minneapolis, MN.
- Ki-Cheol, Shin. (1990). “Privatism in urban form: A case study on the morphological transformation of Society Hill and Olde

5. Cohen, Madeline L. “Preserving the Legacy of Edmund N. Bacon and Postwar Philadelphia.” Presented as a talk at the Preserving the Recent Past 2 Conference. October 11-13, 2000. Loews Philadelphia Hotel, Philadelphia, Pennsylvania.

City in Philadelphia since the early sixties.” (Architecture Ph.D Dissertation). University of Pennsylvania, Philadelphia, PA.

- Irwin, Purvi Gandhi. (2005). “Imitators, Contextuals, and Contrasters: A Case study of the effects of Modern Architecture on the Streetscapes of the Society Hill Historic District Philadelphia, Pennsylvania.” (Masters Thesis). University of Pennsylvania., Philadelphia, PA.
- Lawrence, Charles William. (2010). “New Neighbors In Old Neighborhoods: Explaining the Role of Heritage Conservation in Sociocultural Sustainability and Gentrification.” (Masters Thesis). University of Pennsylvania, Philadelphia, PA.
- Troppauer, Chelsea Elizabeth (2013). Go with the Faux: Re-Evaluating the Design of the Richardson Dilworth House. (Masters Thesis). University of Pennsylvania, Philadelphia, PA.
- Cohen, Madeline L. (1991). “Postwar city planning in Philadelphia: Edmund N. Bacon and the design of Washington Square East.” (Ph.D Dissertation). University of Pennsylvania, Philadelphia, PA.
- Heller, Gregory. (2004). “The Power of an Idea, Edmund Bacon’s Planning Method Inspiring Consensus and Living in the Future.” (Undergraduate Thesis, American Studies). Wesleyan University, Middletown, CT.
- Hagar, Kristin M. (2011). Toward a New Approach to Evaluating Significance in Recent-Past Preservation Planning with a Case Study of 1960s Properties in Philadelphia County. (Masters Thesis). University of Pennsylvania, Philadelphia, PA.

INDIVIDUAL RECOMMENDATIONS FOR FUTURE STUDY:

Charlette Caldwell

“Better Philadelphia 2017” will incorporate the spirit of community engagement present in 1947, but though new forms of preservation techniques meant to reach beyond Society Hill. The 70th anniversary of the show, 2017, will manifest the same values people appreciate, but with new methods in an effort to improve and revitalize their communities.

Chuhan Zheng

Edmund Bacon was great at connecting groups of people to achieve his planning and policy goals. Any future study needs to recognize the necessity of working with community groups and professional organizations. The Preservation Alliance and local civic associations make natural allies in this aspect of any future study-- we are grateful to have made connections with the Society Hill Civic Association during our research and recommend that any future study of Edmund Bacon’s legacy consider a direct partnership to deepen narratives of place.

Joseph Mester

There is enormous potential in a Ph.D dissertation exploring the life, work, and legacy of Charles Peterson. His collection of 500 boxes at the University of Maryland remains unexplored and uncategorized. As the catalyst of HABS in 1934, Charles Peterson is a nationally significant individual with roots in the establishment of Society Hill-- his legacy is an untold story with an impact rivaling even that of Edmund Bacon. It is also essential for future research to reveal personal narratives of families relocated by Urban Renewal and the narrative of those that replaced them. We need to be specific about the effects of redevelopment, not just tow the line “Urban Renewal is bad”. Any implemented heritage area would need to tell of the complexities of Renewal in the United States and Philadelphia.

Grace Meloy

Expand awareness for Mid-Century Modern architecture by continuing research on buildings designed by notable architects within Society Hill. Implementing a Modernism tour in Society Hill could work in partnership with

Appendix 1

Limitations as presented by the Historical Commission

the Society Hill Civic Association, Preservation Alliance, and may also link with Shuang’s greenway-extension project as proposed in Appendix 9E.

Shuang Wu

For the project “Greenways and the Connection to Penn’s Landing”, incorporate the greenways walking tour with Grace’s architectural walking tour, maybe developing them into a single APP for future use. Biking tours in Society Hill would also help appreciate the greenways idea of Bacon-- a biking lane on Spruce St. would help connecting Society Hill with to Penn’s Landing. “Double function” furniture also merits future study, especially seating and street elements that combine beauty and utility to enhance security and neighborhood aesthetic

Xinhui Yang

Encourage developers and design advocacy groups to promote Bacon’s visionary planning principles for contemporary design projects.

Nathaniel Hammitt

Similar to Rachel’s project, encourage developers and design advocacy groups to promote Bacon’s visionary planning principles for contemporary design projects. Also, a graphic novel of Robert Moses was recently published and an alternative method of telling Edmund Bacon’s story (such as a graphic novel, movie, or play) could expand the awareness for his legacy and impact.

Joshua Bevan

Bacon’s legacy in the Northeast remains largely unexplored. His projects outside Center City were free from many of the constraints of historical properties, and Morrell Park provides a great example of carte-blanche development where Edmund Bacon had a blank slate to exercise his planning vision. Exploring these outer developments of the city would help to broaden our understanding of Bacon’s legacy and planning process.

The thirteen Historical Commission guidelines for the modification of buildings in Philadelphia local historic districts¹:

1. The restoration of the historic resource to a period of significance, provided the restoration is based on sufficient evidence and the undertaking will not cause the damage or removal of significant original or later historic fabric;
2. The replacement of deteriorated features including, but not limited to, windows, doors, shutters, cornices, mantels, and stairways, provided the severity of deterioration requires replacement, the design of the replacement features is based on sufficient evidence, and the replacement features replicate the appearance of the historic features;
3. The replacement of roofing materials when the original materials are not extant, provided the proposed materials

are based on sufficient evidence and closely approximate or replicate the historic roofing materials;

4. The replacement of slate roofing materials, with the exception of mansards, turrets, and other character-defining features, provided the severity of deterioration requires replacement and the substitute materials closely approximate the color and shape of the historic slate roofing materials;
5. The alteration of non-historic storefront features when the historic storefront is not extant;
6. The alteration of secondary elevations and site features that face service alleys and/or are not visible or have limited visibility from public rights-of-way;
7. The alterations of public interior portions including but not limited to plumbing, electrical, mechanical, and weatherproofing work, provided the

1. Philadelphia Historical Commission PHILADELPHIA HISTORICAL COMMISSION RULES & REGULATIONS. “Local Historic District guidelines for modification of contributing and non-contributing structures”

Appendix 1

Edmund Bacon Chronology

- alterations are not visible to the public and do not cause the damage and/or removal of significant historic fabric;
8. The removal and/or alteration of features that are not original, historically significant, or integral to the historic resource including exploratory removals;
9. The alteration or addition of minor, non-historic features including but not limited to awnings, signage, light fixtures, door hardware, window boxes, mechanical equipment, railings, fences, walls, gates, fire-suppression systems, and alarm and security systems, provided the new features are compatible with the character of the historic resource, do not block views of its character-defining features, and do not cause the damage and/or removal of significant historic fabric;
10. Standard maintenance not exempted from review by §14-2007(8)(d) of the Philadelphia Code including but not

- limited to pointing, masonry cleaning, repainting, and paint removal;
11. Work that reverses alterations performed without a permit;
12. The repair or removal of features determined Unsafe or Imminently Dangerous by the Department of Licenses & Philadelphia Historical Commission Rules & Regulations, 2-11-2010 42 Inspections, provided that the permit is issued with the condition that the owner is required to restore such historic features to their original appearance and location within one year of their removal; and,
13. Alterations to and demolitions of non-contributing buildings, structures, sites, and objects within historic districts not also individually designated as historic, provided such alterations and demolitions do not adversely impact public interior portions designated as historic.

Start Year	End Year	Major Event	Major Event Description	References
1910	1910	Birth	Edmund Norwood Bacon was born on May 2, 1910 to Ellis and	Birth of Edmund Bacon is recorded on page 361, Swarthmore Quaker Meeting Records, RG2/Ph/G7 3.4, Friends Historical Library, Swarthmore College,
1926	1926	Student	Bacon graduated from	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 18.
1927	1932	Student	Bacon completed his architectural studies at Cornell University.	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 18.
1928	1928	Plan	Completion of Radburn, NJ (based upon English Garden City theories)	Eugenie L. Birch, "Radburn and the American Planning Movement," <i>Journal of the American Planning Association</i> 46, no. 4, (October 1980): 424-431,
1932	1933	Travel	Bacon traveled through Europe and Egypt.	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 20-21.
1933	1934	Draftsman	After his journey through Europe, Bacon arrived in China and	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 5.
1934	1934	Federal Legislation	National Housing Act of 1934 created the Federal Housing Administration (FHA)	"FDR and Housing Federal Legislation," Franklin D. Roosevelt Presidential Library and Museum, http://www.fdrlibrary.marist.edu/aboutfdr/housing.html (accessed September 13, 2015); Alexander von Hoffman, "A Study in
1934	1936	Draftsman	Returning from China, Bacon works in the practice of Philadelphia architect William	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 23.
1936	1936	Student	Bacon was awarded a full scholarship to attend Cranbrook	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 24-25.
1936	1937	Planner	Saarinen sent Bacon to Flint, Michigan to work at the Flint Institute of Research and Planning. He worked along side	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 26-29.
1937	1937	Federal Legislation	Signed into law on September 1, 1937, the Wagner-Steagall Housing Act established the United States Housing Authority	"FDR and Housing Federal Legislation," Franklin D. Roosevelt Presidential Library and Museum, http://www.fdrlibrary.marist.edu/aboutfdr/housing.html (accessed September 13, 2015); Alexander von Hoffman, "A Study in Contradictions: The Origins and Legacy of the Housing Act of 1949." Housing
1937	1939	Planner	Bacon joined the City Planning Board of Flint, organized the Citizen's Housing Committee, and worked in the Flint Housing	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 31-37.
1938	1938	Marriage	In September 1938, Bacon married Ruth Hilda Holmes	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 36-37.
1939	1940	City Politics	George Connell (R) served as Mayor of Philadelphia.	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayorlst.htm (accessed September 13, 2015).
1939	1939	Travel	Ed and Ruth travel in Europe between April and August 1939.	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 37-38.

Start Year	End Year	Major Event	Major Event Description	References
1940	1941	City Politics	Robert E. Lamberton (R) served as Mayor of Philadelphia.	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayor1st.htm (accessed September 13, 2015).
1940	1943	Managing Director	Bacon served as the Managing Director of the Philadelphia Housing Association, a nonprofit	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 39, 47.
1940	1940	Vice President	In October 1940, Bacon was elected vice president of the City	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 41.
1941	1941	Organization	The City Policy Committee under Bacon and Walter Philips attracted the 1941 National Planning	"The City Policy Committee," Philadelphia Center for Architecture, http://philadelphiacfa.org/city-policy-committee (accessed September 24, 2015).
1941	1952	City Politics	Bernard Samuel (R) served as Mayor of Philadelphia	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayor1st.htm (accessed September 13, 2015); "Mayor's Correspondence and Files," Department of Archives, City of
1942	1942	City Legislation	Philadelphia City Planning Commission came into existence with the signing of the planning bill	Russell Frank Weigley, <i>Philadelphia: A 300 Year History</i> (New York: W.W. Norton, 1982), 646; Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania
1943	1943	Organization	Bacon and Phillips established the Citizens' Council on City Planning to accompany the City Planning	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 46.
1943	1945	Military Service	Bacon enlisted in the U.S. Navy in December 1943 and served as quartermaster aboard the U.S.S.	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 47.
1944	1944	Federal Legislation	The Federal-Aid Highway Act of 1944 enabled the construction of 40,000-miles of highway, "so located as to connect by routes.	Richard F. Weingroff, "Designating the Urban Interstates," Federal Highway Administration, U.S. Department of Transportation, http://www.fhwa.dot.gov/infrastructure/fairbank.cfm (accessed September 13, 2015); Richard F. Weingroff, "The Genie in The Bottle: The Interstate System
1945	1945	Federal Legislation	Congress passed the Urban Redevelopment Law. This legislation enabled cities to create redevelopment authorities to	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 47.
1945	1945	State Legislation	Pennsylvania State Legislature passed the Pennsylvania Urban Redevelopment Law.	Valerie Sue Halverson Pace, "Society Hill, Philadelphia: Historic Preservation and Urban Renewal in Washington Square East" (Ph.D. dissertation, University of Minnesota, 1976), 96-97.
1946	1946	Organization	Redevelopment Authority established in Philadelphia (in reaction to Urban Redevelopment Law) and "approved its first ten	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 47.
1946	1948	Planner	Bacon was hired as the "senior land planner" of the Philadelphia City Planning Commission. He primarily worked on the Better	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 48-54.

Start Year	End Year	Major Event	Major Event Description	References
1947	1947	Exhibition	The Better Philadelphia Exhibition was open to the public between 8	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 50.
1949	1949	Executive Director	Bacon was promoted to Executive Director of the Philadelphia City	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 54.
1949	1949	Federal Legislation	Federal Housing Act enacted. It enabled slum clearance. Title I did	Richard F. Weingroff, "The Genie in The Bottle: The Interstate System and Urban Problems, 1939-1957," <i>Public Roads</i> 64, no. 2 (Sept/Oct 2000); Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 207;
1950	1988	Teacher	Bacon taught at the University of Pennsylvania. One of his courses taught was entitled, "History and Theories of Civic Design."	Stephan Salisbury and Leonard W. Boasberg, "Edmund Bacon 1910-2005 Visionary Planner Behind City's Renaissance," <i>Philadelphia Inquirer</i> , October 15, 2005, http://articles.philly.com/2005-10-15/news/25442565_1_city-planner-center-city-home-edmund-bacon (accessed September 9, 2015)
1950	1950	Plan	Upper Eastwick Redevelopment Area Plan issued.	Philadelphia City Planning Commission, "Upper Eastwick Redevelopment Area Plan" (September 1950), http://hdl.library.upenn.edu/1017.4/4784 (accessed
1950	1950	Plan	North Triangle Redevelopment Area Plan issued.	Philadelphia City Planning Commission, "North Triangle Redevelopment Area Plan" (September 1950), http://hdl.library.upenn.edu/1017.4/2608 (accessed
1950	1950	Plan	Southwest Temple Redevelopment Area Plan issued.	Philadelphia City Planning Commission, "Southwest Temple Redevelopment Area Plan" (September 1950), http://hdl.library.upenn.edu/1017.4/4331
1950	1950	Plan	University Redevelopment Area Plan issued.	Philadelphia City Planning Commission, "University Redevelopment Area Plan" (September 1950), http://hdl.library.upenn.edu/1017.4/4785 (accessed
1951	1951	City Legislation	Home Rule Charter was enacted following a special election in	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 56.
1952	1956	City Politics	Joseph S. Clark, Jr. (D) served as	"Mayors of Philadelphia," Department of Records, City of Philadelphia,
1952	1952	Plan	Penn Center Redevelopment Plan	Philadelphia City Planning Commission, "Plan for Penn Center" (August 1952),
1953	1953	Plan	West Poplar Redevelopment Plan issued.	<i>Philadelphia City Planning Commission, "West Poplar Redevelopment Area Plan" (August 1953),</i> http://hdl.library.upenn.edu/1017.4/5945 (accessed
1954	1954	Plan	Eastwick Redevelopment Plan issued.	<i>Philadelphia City Planning Commission, "Eastwick Redevelopment Area Plan" (November 1954),</i> http://hdl.library.upenn.edu/1017.4/2606 (accessed
1954	1954	Plan	Mill Creek Redevelopment Plan issued.	Philadelphia City Planning Commission, "Mill Creek Redevelopment Area Plan" (September 1954), http://hdl.library.upenn.edu/1017.4/4335 (accessed
1954	1954	Federal Legislation	Federal Housing Act is amended. It redirected funding from slum	Alexander von Hoffman, "A Study in Contradictions: The Origins and Legacy of the Housing Act of 1949," <i>Housing Policy Debate</i> 11, no. 2 (2000): 299-326,
1955	1955	Plan	Northwest Temple Redevelopment	Philadelphia City Planning Commission, "Northwest Temple Redevelopment
1955	1955	Plan	Pattison Avenue East	Philadelphia City Planning Commission, "Pattison Avenue East Redevelopment
1956	1962	City Politics	Richardson Dilworth (D) served as	"Mayors of Philadelphia," Department of Records, City of Philadelphia,
1956	1956	Federal	Federal-Aid Highway Act of 1956	Richard F. Weingroff, "Designating the Urban Interstates," Federal Highway
1957	1957	Plan	Lombard Redevelopment Plan	Vincent Kling, Roy Larson, and Oscar Stonorov, "Lombard Revdevelopment"
1958	1958	Plan	Market East Plaza plan released.	Philadelphia City Planning Commission, "Market East Plaza: A New Center for
1958	1958	Plan	Morton Redevelopment Plan	Philadelphia City Planning Commission, "Morton Redevelopment Area Plan"
1959	1959	Publication	Bacon published the article	Scott Gabriel Knowles, ed., <i>Imagining Philadelphia</i> (Philadelphia: University of
1959	1959	Plan	Southeast Central 1	<i>Philadelphia City Planning Commission, "Southeast Central 1 Redevelopment</i>
1960	1960	Plan	"The Planning Commission	Philadelphia City Planning Commission, "Comprehensive Plan for the City of
1960	1960	Plan	Center City plan issued.	Philadelphia City Planning Commission, "Center City, Philadelphia: Major

Start Year	End Year	Major Event	Major Event Description	References
1960	1960 Plan		Old City plan released.	<i>Harbeson, Hough, Livingston, and Larson Architects, "Plan for Old City: A</i>
1960	1960 Plan		College Avenue Redevelopment	Philadelphia City Planning Commission, "College Avenue Redevelopment Area
1961	1961 Plan		Washington Square	Philadelphia City Planning Commission, "Washington Square Redevelopment
1961	1961 Plan		Hartranft Redevelopment Plan	Philadelphia City Planning Commission, "Hartranft Redevelopment Area Plan"
1962	1972 City Politics		James H. J. Tate (D) served as	"Mayors of Philadelphia," Department of Records, City of Philadelphia,
1962	1962 Plan		Haddington Redevelopment Plan	Philadelphia City Planning Commission, "Haddington Redevelopment Area
1962	1962 Plan		Mount Olivet Redevelopment Plan	Philadelphia City Planning Commission, "Mount Olivet Redevelopment Area
1962	1962 Plan		Independence Mall	Philadelphia City Planning Commission, "Independence Mall Redevelopment
1963	1963 Plan		Center City plan amended.	Philadelphia City Planning Commission, "The Plan for Center City Philadelphia"
1963	1963 Plan		Army Piers Redevelopment Plan iss	Philadelphia City Planning Commission, "Army Piers Redevelopment Area Plan" (February 1963), http://hdl.library.upenn.edu/1017.4/5927 (accessed September 17, 2015).
1963	1963 Plan		Market East Study released, a	Philadelphia City Planning Commission, "Market East Study" (February 1963),
1963	1963 Plan		Port Richmond Redevelopment	Philadelphia City Planning Commission, "Port Richmond Redevelopment Area
1963	1963 Plan		South Triangle (Center City)	Philadelphia City Planning Commission, "South Triangle Plan: Center City
1964	1964 Plan		The West Philadelphia District Plan issued.	Philadelphia City Planning Commission, "The West Philadelphia District Plan" (1964), http://hdl.library.upenn.edu/1017.4/4368 (accessed September 17,
1964	1964 Plan		Schuylkill River Park (Center City) Redeveloment Plan issued.	Philadelphia City Planning Commission, "Schuylkill River Park Plan: Center City Redevelopment Area" (October 1964), http://hdl.library.upenn.edu/1017.4/4327
1964	1964 Plan		Whitman Redeveloment Plan issued.	Philadelphia City Planning Commission, "Whitman Redevelopment Area Plan" (June 1964), http://hdl.library.upenn.edu/1017.4/4334 (accessed September
1964	1964 Publication		Time Magazine puts Bacon on the	"The City: Under the Knife, or All For Their Own Good," <i>Time</i> (November 6,
c. 1965	c. 1965 Plan		Southwark-Queen Village (Southeast Central)	Philadelphia City Planning Commission, "Southwark-Queen Village: Southeast Central Redevelopment Area" (1965?),
1965	1965 Plan		North Allen (West Poplar) Plan issued.	Philadelphia City Planning Commission, "North Allen: West Poplar Redevelopment Area" (February 1965),
1965	1965 Plan		Market West (Center City) Plan issued.	Philadelphia City Planning Commission, "Market West: Center City Redevelopment Area" (June 1965), http://hdl.library.upenn.edu/1017.4/4073
1965	1965 Plan		Franklin (Center City) Plan issued.	Philadelphia City Planning Commission, "Franklin Plan: Center City Redevelopment Area" (July 1965), http://hdl.library.upenn.edu/1017.4/4091
1965	1965 Plan		Nicetown Redevelopment Plan issued.	Philadelphia City Planning Commission, "Nicetown Redevelopment Area Plan" (October 1965), http://hdl.library.upenn.edu/1017.4/2609 (accessed September
1965	1965 Publication		Time Magazine features Bacon and Philadelphia in its December	"A Cities Future Takes Shape," <i>Time</i> (December 24, 1965).
1966	1966 Plan		Independence Mall Redevelopment Plan amended.	Philadelphia City Planning Commission, "Independence Mall: Center City Redevelopment Area" (January 1966), http://hdl.library.upenn.edu/1017.4/2592 (accessed September 17, 2015).
1966	1966 Plan		University City Core Plan issued.	Philadelphia City Planning Commission, "University City Core Plan" (July 1966), http://hdl.library.upenn.edu/1017.4/5938 (accessed September 17, 2015).
1966	1966 Plan		Northwest Philadelphia District Plan issued.	Philadelphia City Planning Commission, "Northwest Philadelphia District Plan" (September 1966), http://hdl.library.upenn.edu/1017.4/5923 (accessed September 17, 2015).

Start Year	End Year	Major Event	Major Event Description	References
1966	1966 Plan		Strawberry Mansion Redevelopment Plan issued.	Philadelphia City Planning Commission, "Strawberry Mansion Redevelopment Area Plan" (Philadelphia: City Planning Commission, December 1966), http://hdl.library.upenn.edu/1017.4/4332 (accessed September 17, 2015).
1967	1967 Publication		Bacon published his book <i>Design of Cities</i> , a "major venue for Bacon to promote his ideas on an	Edmund N. Bacon, <i>Design of Cities</i> (New York: Viking Press, 1967); Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 177 (quotation).
1967	1967 Plan		Northwest Philadelphia District Plan amended.	Philadelphia City Planning Commission, "Northwest Philadelphia District Plan Amendments" (July 1967), http://hdl.library.upenn.edu/1017.4/4783 (accessed September 17, 2015).
1967	1967 Plan		Pemberton Redevelopment Plan amended.	Philadelphia City Planning Commission, "Pemberton Redevelopment Area" (September 1967), http://hdl.library.upenn.edu/1017.4/5932 (accessed September 17, 2015).
1967	1967 Plan		Center City Redevelopment Plan amended.	Philadelphia City Planning Commission, "Center City Redevelopment Area Plan" (December 1967), http://hdl.library.upenn.edu/1017.4/4094 (accessed September 17, 2015).
1968	1968 Plan		Grays Ferry Redevelopment Plan issued.	Philadelphia City Planning Commission, "Grays Ferry Redevelopment Area Plan" (October 1968), http://hdl.library.upenn.edu/1017.4/5925 (accessed September 17, 2015).
1968	1968 Plan		Mantua Area (West Philadelphia) Plan issued.	Philadelphia City Planning Commission, "Mantua Area Plan: West Philadelphia Redevelopment Area" (November 1968), http://hdl.library.upenn.edu/1017.4/5936 (accessed September 17, 2015).
1968	1968 Plan		North Philadelphia Redevelopment Plan issued.	Philadelphia City Planning Commission, "North Philadelphia Redevelopment Area Plan" (November 1968), http://hdl.library.upenn.edu/1017.4/5931 (accessed September 17, 2015).
1968	1968 Plan		Pennsport Redevelopment Plan issued.	Philadelphia City Planning Commission, "Pennsport Redevelopment Area Plan" (November 1968), http://hdl.library.upenn.edu/1017.4/5934 (accessed September 17, 2015).
1968	1968 Plan		South Central Redevelopment Plan issued.	Philadelphia City Planning Commission, "South Central Redevelopment Area Plan" (November 1968), http://hdl.library.upenn.edu/1017.4/5937 (accessed September 17, 2015).
1969	1969 City Politics		Bacon was called as a witness of a grand jury investigation over compensation paid to the National	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 201-204.
1970	1970 Retired		Bacon retired from the City Planning Commission on May 2,	Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia</i> (Philadelphia: University of Pennsylvania Press, 2013), 202, 205.
1970	1970 Plan		Canal Street Redevelopment Plan issued.	Philadelphia City Planning Commission, "Canal Street Redevelopment Area Plan" (June 1970), http://hdl.library.upenn.edu/1017.4/5930 (accessed September 17, 2015).
1972	1980 City Politics		Frank Rizzo (D) served as Mayor of Philadelphia	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayorlst.htm (accessed September 13, 2015);
1976	1976 Celebration		Bicentennial Celebration in Philadelphia	Scott Gabriel Knowles, "Staying Too Long at the Fair: Philadelphia Planning and the Debacle of 1976," in Scott Gabriel Knowles, ed., <i>Imagining</i>

Appendix 1

Society Hill Comparables

Start Year	End Year	Major Event	Major Event Description	References
1980	1984	City Politics	William J. Green, III (D) served as Mayor of Philadelphia.	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayor1st.htm (accessed September 13, 2015);
1982	1983	Narrator	Bacon narrated a series of city planning films entitled,	Edmund N. Bacon, <i>Understanding Cities</i> , VHS, 5 pts, directed by Arthur Ciocco (Chicago: Graham Foundation, 1983).
1984	1992	City Politics	Wilson Goode (D) served as Mayor of Philadelphia.	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayor1st.htm (accessed September 13, 2015); "Mayor's Correspondence and Files," Department of Archives, City of
1984	1984	Agreement	The Gentlemen's Agreement is no more.	Heather Livingston, "Edmund N. Bacon, FAIA (1910-2005)," <i>AIArchitect</i> , October 31, 2005, http://info.aia.org/aiarchitect/thisweek05/tw1028/tw1028bacon.htm (accessed
1992	2000	City Politics	Ed Rendell (D) served as Mayor of Philadelphia.	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayor1st.htm (accessed September 13, 2015); "Mayor's Correspondence and Files," Department of Archives, City of
2000	2008	City Politics	John F. Street (D) served as Mayor of Philadelphia.	"Mayors of Philadelphia," Department of Records, City of Philadelphia, http://www.phila.gov/phils/mayor1st.htm (accessed September 13, 2015).
2002	2002	Protest	Bacon protest's Mayor Street's skater ban in LOVE Park by skating through the park with	Howard Altman, "LOVE Burns Bacon," Philadelphia <i>City Paper</i> , October 31, 2002, http://citypaper.net/articles/2002-10-31/pretzel.shtml (accessed September 9, 2015); Gregory L. Heller, <i>Ed Bacon: Planning, Politics, and the</i>
2005	2005	Death	Edmund Norwood Bacon died on October 14, 2005.	Stephan Salisbury and Leonard W. Boasberg, "Edmund Bacon 1910-2005 Visionary Planner Behind City's Renaissance," Philadelphia <i>Inquirer</i> , October 15, 2005, http://articles.philly.com/2005-10-15/news/25442565_1_city-planner-center-city-home-edmund-bacon (accessed September 9, 2015); Robin Pogrebin, "Edmund Bacon, 95, Urban Planner of Philadelphia, Dies," <i>New York Times</i> , October 18, 2005, http://www.nytimes.com/2005/10/18/arts/design/edmund-bacon-95-urban-
2006	2006	Historical Marker	Pennsylvania Historical and Museum Commission dedicate a historical marker to Edmund N. Bacon near LOVE Park	Heather Livingston, "Ed Bacon Continues to Make His Mark," <i>AIArchitect</i> , September 22, 2006, http://info.aia.org/aiarchitect/thisweek06/0922/0922n_bacon.htm (accessed September 9, 2015)

INTRODUCTION AND TAKEAWAYS

In order to assess Society Hill's significance within Bacon's Philadelphia and a larger, national context, several comparables have been examined: College Hill in Providence, Rhode Island; Boston's West End and Washington Park neighborhoods; and Pittsburgh, Pennsylvania's Golden Triangle, Lower Hill, and East Liberty neighborhoods.

These project areas in cities in the the Northeastern United States provide opportunity for deeper interpretation of the Postwar Urban Renewal era and its impacts on cities in similar geographic and post industrial circumstances to Philadelphia. The goal for comparable research is to apply new knowledge that relates to and varies what is known about Society Hill's renewal and preservation to the neighborhood and to the larger study of Edmund Bacon's Philadelphia.

After examination of these comparables, it has been determined that, despite differences in approaches to renewal, commonalities among American cities that underwent renewal emerge in that:

- 1) *The removal of industrial fabric to facilitate the renewal of downtowns and blighted residential areas was conducted in large scale.*
- 2) *Funding from Federal, State/Local, and Public/Private partnerships were instrumental in directing where and when renewal projects were implemented.*
- 3) *In no case did one individual alone direct the Urban Renewal process. Political networks, and the influence of various renewal era leaders, were largely responsible for programs in various cities, their outcomes, and their unique idiosyncrasies.*

Additionally, comparables research combined with Society Hill’s interpretation can be applied to Bacon’s Philadelphia and the design of a Preservation Approach with future urban planning implications including:

- 1) *Adaptive Reuse of Industrial Heritage in Philadelphia’s 2035 Plan:*
 - a) *How can industrial heritage be incorporated into historic preservation planning in connection with Philadelphia Planning Commission’s 2035 Plan? During the era of Urban Renewal, industrial fabric was in many cases cleared in favor of renewal. Society Hill’s redevelopment from a mixed use neighborhood with many industrial buildings to a single-use residential community attests to this. Does reuse of industrial buildings factor*

into other areas within Bacon’s Philadelphia in the future?

- 2) *Renewal in Retrospect: Urban Renewal is often connected to residential displacement (particularly of minority populations). In addition to the narrative of displacement there is also considerable loss of 19th century fabric in Society Hill.*
 - a) *How are these themes best incorporated in future interpretation and preservation planning within Society Hill and similar case study areas which should undergo an updated preservation survey/analysis?*

**COMPARABLE:
COLLEGE HILL,
PROVIDENCE, RHODE ISLAND**

Urban Renewal in Providence, RI was driven, as it was in Philadelphia, by a combination of the Federal Housing Act of 1949, and the formation of local entities that organized the acquisition and redevelopment of “blighted” areas. “In 1946, the Rhode Island Legislature passed the Community Development Act, granting permission to the City of Providence to establish the Providence Redevelopment Authority (PRA).”^{1,2} The PRA acquired land and sold it to developers who would improve the land and subsequently sell to private citizens, much in the same way the Old Philadelphia Development Corporation (OPDC) found buyers for land redeveloped by the Redevelopment Authority (RA) in the city’s “Society Hill” neighborhood. Following federal legislation in 1949, Providence’s 1951 Zoning Ordinance was intentioned as planner, Francis Gast argues, to “suburbanize” the city.³

Established Providence institutions Brown University (Brown) and Rhode Island School of Design (RISD), sought expansion after the Second World War. Each University was surrounded by mostly 18th and 19th century fabric and looking to expand their footprint in College Hill. Brown cleared several blocks of residential neighborhood to develop its new residential quadrangle atop College Hill, the location of Providence’s first settlement, but one that remained cut off from Providence’s downtown by residential neighborhoods and infrastructural barriers such as industrial railroad tracks.⁴ RISD cleared some parcels, but incorporated more existing structures into adaptive reuse expansion planning. Providence’s downtown faced the challenge of redevelopment that many other deindustrializing cities faced. Existing infrastructure and incoming highway construction created further need for planning.⁵ Reaction to the spread of redevelopment beyond

1. Francis M. Gast, “A Half Century of Change on College Hill: Institutional Growth, Historic Preservation, and the College Hill Study,” *Planning for Higher Education*, Vol. 39, no. 3, 141.

2. The Providence Redevelopment Authority categorized 2 types of “blighted areas”. The first were inner-city areas with dilapidated structures, crowded buildings, high crime, frequent fires, and high presence of disease. The second were areas on the fringes or outskirts of the city which were affected by swampy land, poor street layouts which inhibited sewer and water line connectivity, where few people had built homes or factories. These descriptions are arguably similar in character to several of Philadelphia’s own renewal areas most notably, Society Hill (viewed as run-down, crime ridden), The Far Northeast (rural, less developed than other parts of the consolidated city), and Eastwick (once the proposed dumping ground for displaced populations,

also rural, and subject to swamp-like areas due to proximity to wetlands. See Gast, 141.

3. Francis M. Gast, “A Half Century of Change on College Hill: Institutional Growth, Historic Preservation, and the College Hill Study,” 140.

4. Ibid., 140.

5. Brent D. Ryan, “Incomplete and Incremental Plan Implementation in Downtown Providence, Rhode Island, 1960-2000,” *Journal of Planning History*, Vol. 5 No. 1, February 2006, 42.

6. *College Hill: A Demonstration Study of Historic Area Renewal*, 2nd Ed., (Providence: City Plan Commission, 1967), iv.

7. Gast, 142.

8. *College Hill: A Demonstration Study of Historic Area Renewal*, 2nd Ed., (Providence: City Plan Commission, 1967), 112-113.

College Hill was not entirely favorable, and caused concern regarding the fate of historic structures and “architectural erosion.”⁶

Most notably, a group of concerned citizens formed the Providence Preservation Society in 1956, which successfully lobbied city leadership to request and later obtain grant funding from the Urban Renewal Authority towards the creation of a plan for preservation focused renewal. In 1959 *College Hill: A Demonstration Study of Historic Area Renewal* was published by the City Plan Commission, who hired Blair Associates to provide planning consultation.⁷ The College Hill plan called for the complete removal of industrial zoning and structures from the proposed plan area.⁸ Areas formerly industrial would be redeveloped as institutional, public, and commercial-zoned areas, while zoning proposed decreased residential acreage in favor of higher density that would accommodate rising student populations focused around Brown and RISD. Most significantly, Blair Associates, the City

Plan Commission and the Renewal Authority incorporated a grading system for historic structures within the College Hill plan area. “Historic structures are often in the poorest areas because of the age of the neighborhoods.”⁹ As the City Plan Commission recognized this reality, Blair Associates developed a rating system for historic structures that enabled the scoring, and ultimately valuing, of structures based upon historical significance, architectural merit, importance to the neighborhood, and building condition.¹⁰

This system categorized buildings within the proposed renewal areas into clearance, rehabilitation, or conservation tiers. Neither of these tiers guaranteed a building’s survival in the midst of redevelopment, but it ensured that a thorough consideration of historic buildings as a key to redevelopment rather than an obstacle to renewal in Providence. “Only structures beyond economic repair...that would detract from property values [in the surrounding neighborhood]” would

be targeted for demolition.¹¹

Furthermore, the consequence of displacement of existing residents in order to rehabilitate and in some cases conserve areas, resulting in higher cost of tenancy and ownership, was balanced by the City Plan Commission by rehabilitating other areas in a more utilitarian way with less impact on property values.¹²

In 1961, Lachlan F. Blair spoke to the National Trust for Historic Preservation and argued, “Urban [R]enewal, whether it involves federal money or not, is one of the strongest allies of historic preservation.”¹³ Blair added, “Historic preservation cannot be thought of without fitting it into the *total fabric* of the city...it also calls for dealing with many interest groups, official and otherwise. These principles were applied to the College Hill study in Providence, and I think are essential to successful preservation planning.”¹⁴ Blair’s support for the plan he helped create, and that ultimately framed renewal, in College

Hill relates to Edmund Bacon’s own dealings in Society Hill during the same period as Bacon’s tactful balancing of preservation and renewal interests supports Blair’s argument.

It is clear that in contrast to plans for Society Hill where existing zoning, land uses, and proposed redevelopment were considered, Providence’s *College Hill* incorporated a more thorough documentation of historic structures both public and private in order to inform the redevelopment strategy. This may be a result of Providence Preservation Society’s advocacy as a catalyst in comparison to Edmund Bacon’s incorporation of preservation as a development tool for attracting more affluent residents back to the downtown rather than solely for the purpose of saving historic buildings.

Both College Hill and Society Hill serve as Renewal Era examples of the strategic incorporation of historic preservation as a means of carrying out downtown revitalization. In the case of College

9. *College Hill: A Demonstration Study of Historic Area Renewal*, 2nd Ed., 118.

10. Ibid., 76.

11. *College Hill: A Demonstration Study of Historic Area Renewal*, 2nd Ed., 76

12. Ibid., 188, 134.

13. Lachlan F. Blair, “Planning for Preservation,” *History News*, Vol. 17, No. 1 (November, 1961), 14.

14. Blair, “Planning for Preservation,” 14.

Hill, preservation advocacy in the face of Urban Renewal influenced the incorporation of historic fabric in the redevelopment program as it was carried out. Institutional growth, and adaption to deindustrialization during the late 1950s and early 1960s were also key in the design and implementation of the City Plan Commission's vision. In Society Hill, historic preservation was used as a tool for connecting the neighborhood's storied 18th century past to its emerging mid-century modern future. Clearance of industrial blight and mixed-uses in favor of residential revitalization in terms of fabric and middle to upper class occupancy was further bolstered by Edmund Bacon's vision for a neighborhood connected via greenways and sympathetic to the needs of families seeking urban residency during a time of suburban growth.

1. City Planning Board, *General Plan for Boston, 1950* (Boston: City Planning Board); 1950, 39.
2. *Ibid.*, 42.
3. *Ibid.*, 43.

COMPARABLE: WEST END & WASHINGTON PARK, BOSTON, MASSACHUSETTS

Boston’s redevelopment plan was presented in 1960 by planning director Edward Logue. Leading up to the creation of the plan, Boston’s impetus for downtown renewal was driven by a deteriorating downtown and population loss after the Second World War. “The plan called for renewal of ten areas, seven of which were primarily residential. As explained by Logue, the emphasis in each residential area was to be upon rehabilitation. Boston’s West End neighborhood was a focus of Urban Renewal efforts in the 1950s and 1960s. At the dawn of the 1950s, it was a densely populated, ethnically-diverse residential neighborhood.

The *General Plan for Boston, 1950* assessed future needs and proposed implementation strategies for the city over the next 25 years, and included the West End as an area in greatest

need of redevelopment. High residential density, building coverage that prevented fresh air and natural light from reaching dwellings, and the perception of the area as a slum contributed to the urgency of its renewal. “Slums are areas subject to complete replanning as they are cleared for redevelopment...[slums are] breeders of juvenile delinquency and centers of social and family disorganization.”¹ These arguments were common to renewal justification in cities across the U.S. Boston sought to thin out overcrowded areas by building in vacant areas which would create less residential density and allow for a more efficient spread of resource allocation over the next several decades.

Areas such as the West End were not only a social problem for the city, but according to Boston’s 1950 plan, “a deficit to the city” where the cost of municipal service provision was not balanced by tax revenue.² Accordingly, “replanning” was necessary to decrease building coverage in the

West End from 55% in 1950 to 17%. Further, the plan acknowledged that this decrease in density, accomplished by the use of 6-to-13 story apartment buildings in place of industrial neighborhood fabric,, would result in “*only 40% fewer families*” inhabiting the West End.³ Such displacement (in the West End) was likely seen as a necessary consequence to accomplish the planned, beneficial renewal that other post industrial cities on the mend were seeking contemporarily.

In order to demonstrate “the need for redevelopment,” the *West End Project Report* suggests that “(nearly) 80% of all dwelling units in the West End rank as substandard or only marginally standard.”⁴ An American Public Health Association (APHA) survey was done to determine the condition of dwellings. The substandard dwellings, which made up 63.5% of all in the study area, were those with more than 90 penalty points and more than 2 major

deficiencies. The most common deficiencies included “lack of dual egress, dilapidation, and the lack of elevators in 4 and 5-story buildings.”⁵

According to the Boston Housing Authority (BHA), several factors lead severe population decline in the West End: expansion of Massachusetts General Hospital, the construction of the Central Artery highway, reduction in family size, and the decline in the quality of housing.⁶ Of these factors, hospital expansion and Central Artery expansion were considered key to downtown renewal, leaving the neighborhood further vulnerable to renewal in hopes of revitalizing institutional and central hubs within Boston. Beyond protecting the downtown, the BHA noted that because assessed values in the West End were higher than in other renewal areas due to land demand, renewal was “predicated far more on the improvement of social values...it can be shown, even in strictly financial terms that the city will benefit from redevelopment.”⁷

4. Boston Housing Authority, *The West End Project Report: A Redevelopment Study*, (Boston: Boston Housing Authority); 1953, 14.
5. *Ibid.*, 15.
6. Boston Housing Authority, *The West End Project Report: A Redevelopment Study*, 17.
7. *Ibid.*, 53.
8. John H. Spiers, “Planning with People”: Urban Renewal in Boston’s Washington Park, 1950-1970, *Journal of Planning History*, August 2009, 222.
9. David R. Gergen, *Renewal in the Ghetto: A Study of Residential Rehabilitation in Boston’s Washington Park*, *Hein Online: Law Journal Library*, 243. http://heinonline.org/HOL/Page?handle=hein.journals/hrcr13&div=12&g_sent=1&collection=journals (accessed 10/24/2015).

10. Spiers, 224.

11. David R. Gergen, *Renewal in the Ghetto: A Study of Residential Rehabilitation in Boston's Washington Park*, 260-1.

12. *Ibid.*, 260-1.

COMPARABLE:

THE WASHINGTON PARK PROJECT IN THE ROXBURY SECTION OF BOSTON

Unlike many other urban renewal projects of the 1950s, the Washington Park project “emphasized rehabilitation over clearance”.⁸ The initial proposal made by the City Planning Board in 1958 focused on a 186-acre site. By 1963, the near-completion area was 502 acres, with rehabilitation of 5,200 dwelling units. (By March 1968, 479 dwelling units remained on the rehabilitation workload.⁹)

Local and federal governments, activist groups and neighborhood associations were involved in this project. In 1957, the Boston Redevelopment Authority (BRA) replaced the Boston Housing Authority as the city’s authority of urban renewal projects. The Freedom House (FH), founded in 1949, became the “leading community-based organization in Washington Park by 1960”.¹⁰

In 1960, Mayor John Collins recommended Edward Logue to head the BRA. At a meeting in 1961, Logue noted that the project would be a rehabilitation program. This was soon proved impractical for the first planned 186 acres, as there was a higher percentage of dwellings unable to be rehabilitated than estimated in 1950s. The site was expanded to 502 acres to reduce the percentage of clearance (from 50% to 20%). However, this expansion sharply increased the burden of relocation.

The primary method of financing rehabilitation was via low-interest loans, which was unviable for many property owners who could not afford an increased cost of mortgage financing. Although FH conducted a pilot project of renovation at the 178 Humboldt Avenue, the resistance to rehabilitation work still existed in the low-income area. Families in the area seeking new public housing after displacement were forced to look outside of Washington Park.¹¹ “Thus,

the net effect of the plan was to call for the establishment of a middle-class oasis within the central city. But planners failed to realize that patterns of metropolitan housing discrimination and shortages would force those who were pushed out to relocate in nearby areas, and that as a result the core area would be encircled by the very elements which the renewal process was intended to remove.”¹²

As Boston sought the creation of a “middle-class oasis” in Washington Park, Philadelphia’s “Society Hill”; a 5th ward renewed, was accomplishing the same goal as middle and upper-class residents were the target audience for Bacon’s restored, colonial neighborhood. Population displacement was clearly seen in Pittsburgh as well as civic improvements and commercial redevelopment in Lower Hill and East Liberty further attest to the impact of renewal on neighborhood fabric and the residents present before and during clearance was undertaken.

(Right) Point State Park exists in 2015 as the downtown's largest expanse of public greenspace. The downtown, dominated by the Gateway Center (seen through the triangular light installation) and modern highrise buildings remain examples of clearance and renewal during the city's Renaissance I Era between 1949 and 1970.

Source: Photograph by Josh Bevan, January 2015.



COMPARABLE: URBAN RENEWAL PITTSBURGH, PENNSYLVANIA

Pittsburgh's Urban Renewal planning grew out of the city's post industrial decline in the 1930s and 1940s and the need for the city to find new means of economic development as it struggled to disassociate itself from its revered history in coal and steel production. An overspecialized economy, environmental degradation, inadequate infrastructure, and a deteriorating downtown were recognized as

factors contributing to (the summation of) the "Steel City's" mid-20th century need for revitalization.¹ The city's affinity to its industrial past was challenged by a need to repurpose the downtown for contemporary economic relevance.

Instrumental to urban renewal in Pittsburgh was (the influence of) financial heir and banker, Richard King Mellon, who served as president for the nonprofit, Pittsburgh Regional Planning Association (PRPA), and brought influential ties to Pittsburgh's planning

and political leadership including Wallace Richards, executive director of PRPA. Mellon's influence over Pittsburgh's business leaders, was a result of his family's long standing ties to the area. More explicitly, Mellon Bank was connected to financial interests throughout the city, including many businesses and landowning corporations whose support was integral to the implementation Urban Renewal. Scholar Gregory J. Crowley noted, "The [relationship] among directors of Mellon companies [companies which Mellon owned in whole or in part; 20 total] created a sense of mutual trust...that Mellon could call upon when he needed leadership or political support for urban regeneration projects."² Mayor David L. Lawrence (Democrat) elected in 1945, was also director of the city's Urban Renewal Authority.

Lawrence utilized Mellon's (Republican) influence despite political differences and led Pittsburgh through its "Renaissance I" Era, with Richards at the head of the PRPA. Historian Edward K. Muller argues, "Under the leadership of chairman Howard Heinz, who died unexpectedly in 1941, and executive director Wallace Richards, the [PRPA] had taken the

lead role in promoting and shepherding projects through the labyrinth of politics and bureaucratic agencies [in Pittsburgh leading to its urban renewal]."³ The earliest and most pivotal of Pittsburgh's renewal projects was the design and development of Point State Park.

In 1902, "the Point", at the convergence of the Monongahela and Allegheny Rivers with the Ohio River, was the location of several railroad yards and a small community of industrial parcels. By the time of the Great Depression, the area was considered obsolete, decaying, and a blight to the city's "Golden Triangle" which contained the former site of nationally significant. Fort Pitt, a lasting connection to the city's early American past.

Point State Park was created beginning in 1949 after an initial acquisition of 34 parcels.⁴ Subsequently, parcels around the perimeter of the park were acquired and purchased by private entities. The National Park Service was heavily involved in the Point State Park project, however, it required the city to acquire necessary parcels before it could apply a potential appropriation from the U.S. Congress to the city's

3. Edward K. Muller, "Downtown Pittsburgh: Renaissance and Renewal," 8.
4. Robert C. Alberts, *The Shaping of the Point: Pittsburgh's Renaissance Park*, (Pittsburgh: University of Pittsburgh Press): 1980, 98-99.
5. Robert C. Alberts, "The Shaping of the Point: Pittsburgh's Renaissance Park," *The Western Pennsylvania Historical Magazine*, Vol. 63, no. 4, (October, 1980), 290.
6. Ibid., 98-99.
7. Lawrence, *Pittsburgh Post Gazette*.

8. Christine H. O’Toole, “Slumbering Pittsburgh Neighborhood Reawakens,” *New York Times*, 2 Mar. 2010. http://www.nytimes.com/2010/03/03/realestate/03pittsburgh.html?_r=0. (accessed 10/19/2015).
9. Lawrence and Crowley, 81.
10. Ibid.
11. Crowley, 35.
12. Crowley, 35.

keystone renewal project.⁵ Critical to this project and redevelopment in Renaissance I Pittsburgh was the Pennsylvania Redevelopment Act of 1945. The act allowed Pittsburgh to establish the first redevelopment framework in the nation that was able to, on its own, certify areas as “blighted”, pending the review of its Planning Commission and City Council. This legislation predated the 1949 Federal Housing Act which provided federal subsidy for the clearance of slums for redevelopment.

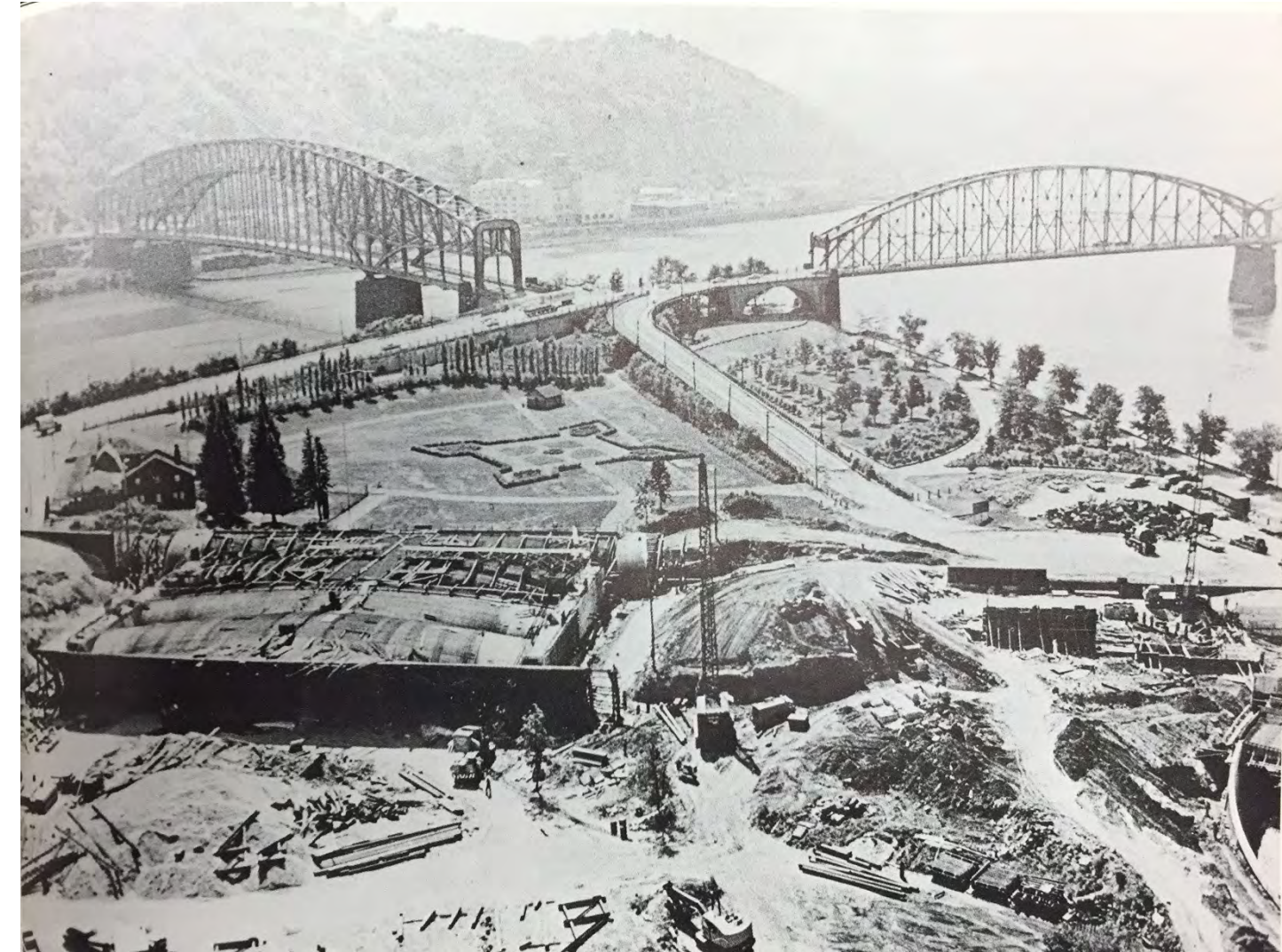
In addition, Pittsburgh’s approach to renewal in the Golden Triangle was novel in that private parcels were acquired through condemnation, but developed by private entities for private use after acquisition from the Redevelopment Authority.⁶ “[The project] was successful, too. Of the \$118 million in costs, only \$600,000 came from public coffers.”⁷ By 1967, 22,000 people worked in the area, compared with 4,000 before 1950. The Point’s removal from industrial blight led to private investment at the Gateway Center, the city’s commercial and residential highrise hub that sought to attract new corporations to a city seeking new approaches to economic growth. Mellon,

Richards, and Lawrence became the public faces of Pittsburgh’s renewal program; Mellon the heavy hand of influence and political sway, Richards the urban planning vision, and Lawrence, the homegrown hero revitalizing his beloved city.

East Liberty & Lower Hill

Urban Renewal extended outside of the Point in Pittsburgh in the communities of East Liberty and Lower Hill as FHA 1949 funding combined with private investment spurred by the city’s efforts in the Golden Triangle. In 1950, East Liberty was the third-largest shopping area in Pennsylvania behind Philadelphia’s downtown and Pittsburgh’s central business district.⁸ By 1980, the area had stagnated, existing as a struggling and neglected neighborhood surrounded by some of the city’s most prosperous neighborhoods. “Old office buildings were replaced with high rise commercial buildings. 1200 homes were demolished in order to create more automobile friendly shopping areas within the downtown area.”⁹

Beginning in 1956, Lower Hill, a culturally rich, neighborhood, experienced a similar renewal



strategy, which led to the largest single clearance of land in the nation. 95 Acres were cleared as 1,300 buildings gave way to renewal’s demand for a civic center and corresponding commercial development. The neighborhood was largely populated by

Jews, Eastern European immigrants, and African-Americans who lived and worked in a community of relatively affordable homes.¹⁰ This diversity and cultural patchwork was overshadowed by the impact of blighted areas in the neighborhood, and in the

(Left) Pittsburgh’s “Golden Triangle” was the city’s first large scale foray into downtown redevelopment. Point State Park would emerge after “the Point’s” bridges, railroads, and unused, obsolete industrial infrastructure were removed to allow for commercial uses to take hold. Source: Robert C. Alberts, *The Shaping of the Point: Pittsburgh’s Renaissance Park*, (Pittsburgh: University of Pittsburgh Press): 1980.

Appendix 1

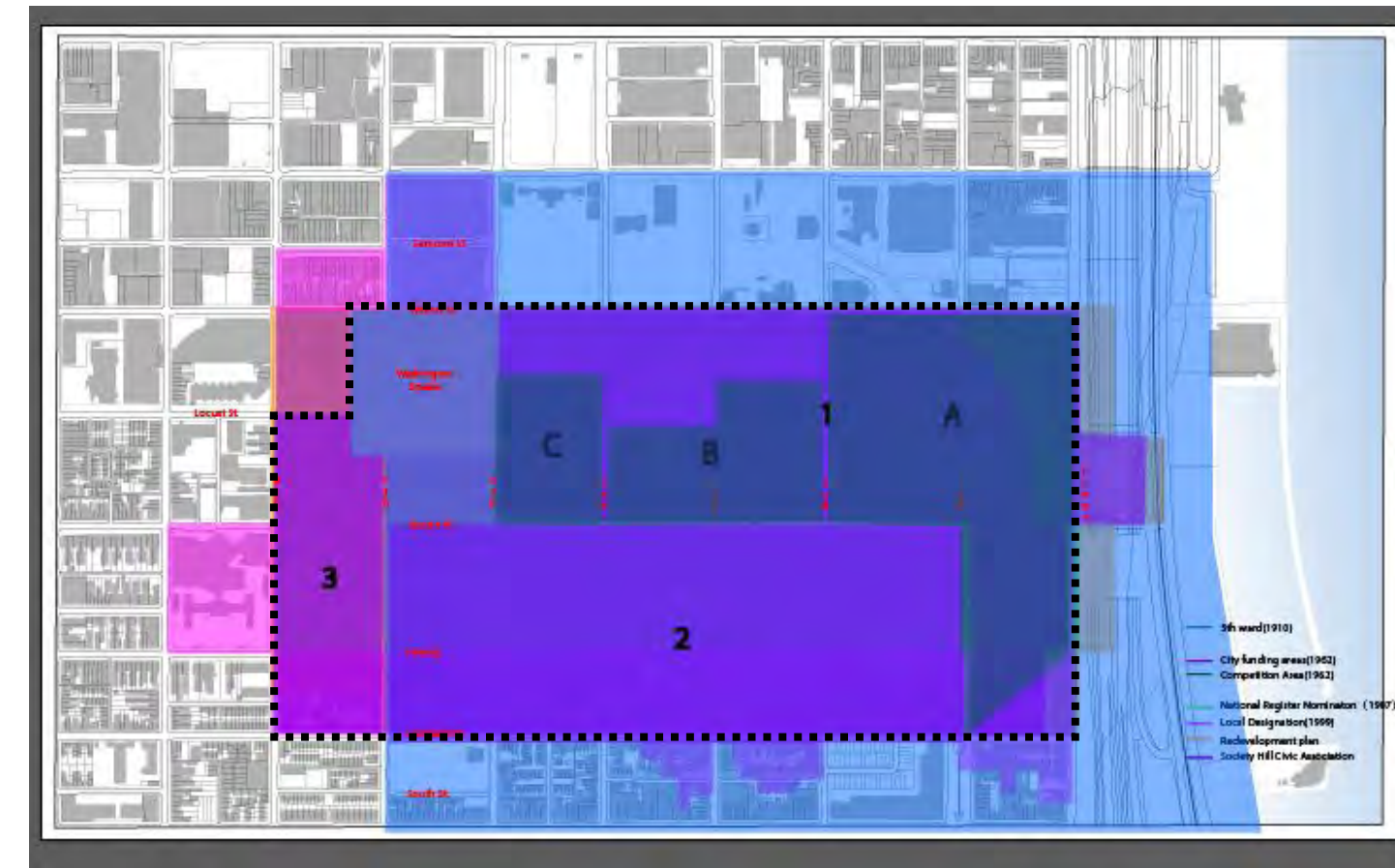
Boundary Evolution of Society Hill

case of continued economic growth in the city, the proximity of such blight to the Golden Triangle. The Lower Hill had experience are sharper decline in property values between the first World War and the mid 1950's than the city's average, further directing its fate in Renaissance I era renewal planning.¹¹

Over the following 30 years, Lower Hill lost over 15,000 residents due to population displacement caused by the clearance of over 1300 properties and removal of 400-plus businesses. These losses were further exacerbated by highway induced exodus to suburbs.¹² This approach to renewal fits the common renewal theme of displacement without replacement seen in so many cities. In terms of political operation throughout the planning and implementation phases, Richard K. Mellon's influence, is in some ways similar to Edmund Bacon's tactful involvement in various spheres within Philadelphia's political bureaucracy. Pittsburgh and Philadelphia were carrying out similar programs in blighted areas during the same time period. Pittsburgh's projects were more concentrated around the city's core and were rooted

in complete downtown revitalization. In Philadelphia, projects did not begin until after the 1949 Federal Housing Act enabled large scale slum clearance. Despite Philadelphia's less expedient initiation of the renewal process, downtown revitalization remained paramount during the latter half of the 1950s through the 1960s as blighted areas north of the downtown and commercial developments such as Market East sought similar commercial infusion to Pittsburgh's own Golden Triangle campaign.

Decided Outline (dashed in black)
 North edge: **Walnut Street** East edge **Front Street** South edge: **Lombard Street** West edge: **8th Street**

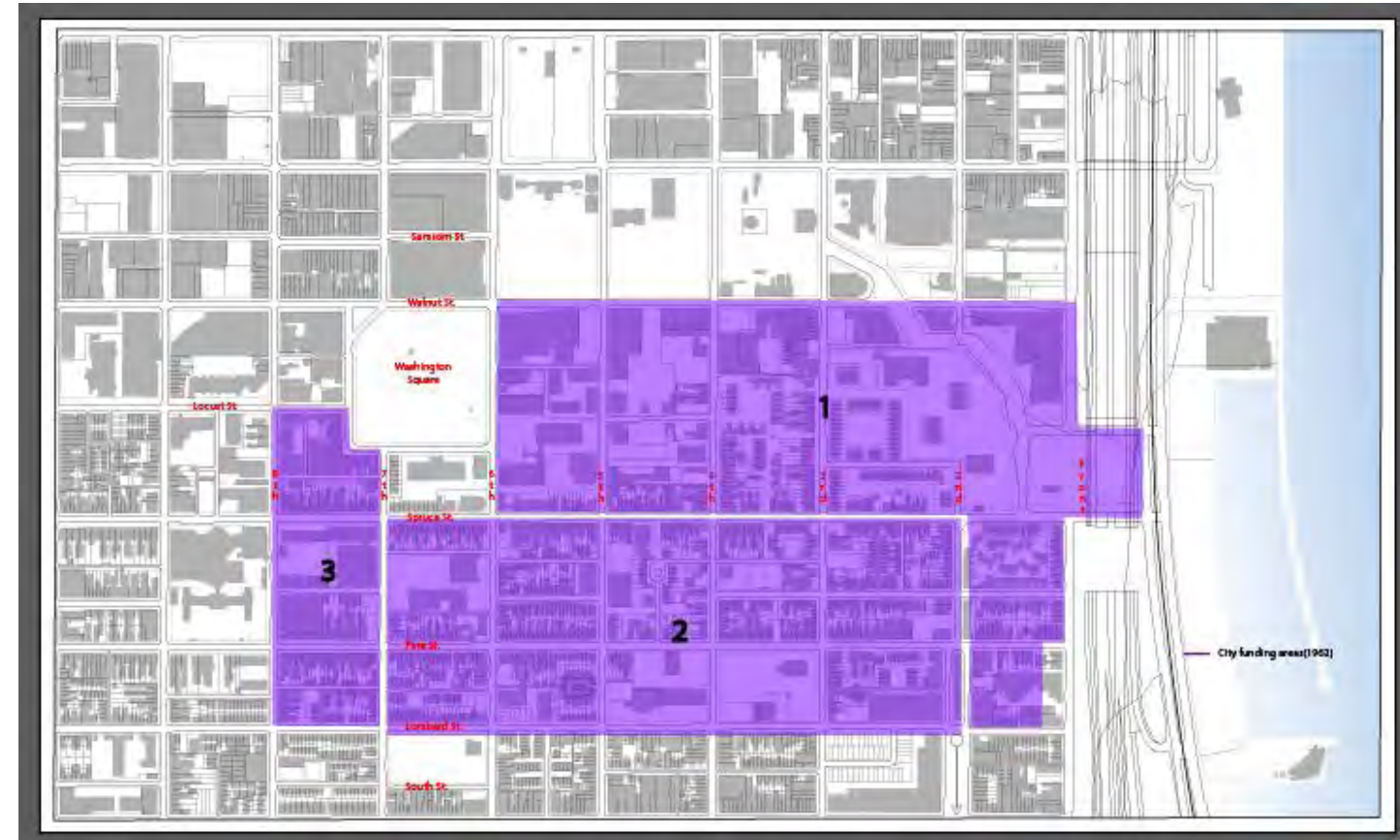


5th Ward (pre-1910)

“Atlas of the City of Philadelphia,” 1910, G.W. Bromley and Co., <http://www.philageohistory.org/rdic-images/index2.cfm?w=BRM1910.Phila>.



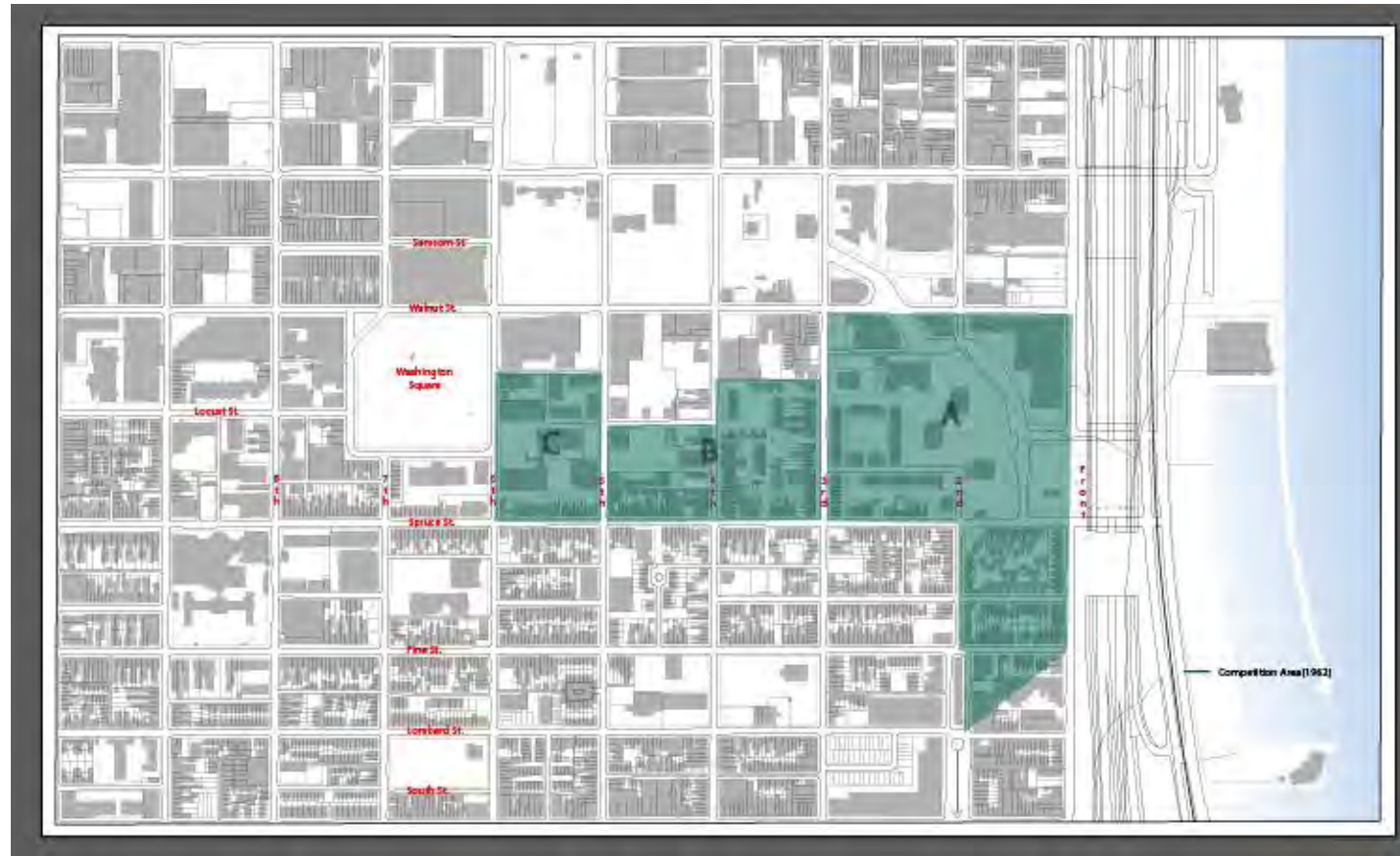
City Funding Areas 1, 2, 3 (1956)



Ernest G. Arias, et al, “Society Hill, Philadelphia: A Report of the Presentation to the Seminar on Case Studies in Urban Design” (UD 716, University of Pennsylvania, 1978).

Ernest G. Arias, et al,
 "Society Hill, Philadelphia:
 A Report of the Seminar
 on Case Studies in Urban
 Design" (UD 716, University
 of Pennsylvania, 1978).

Competition Redevelopment Areas B West, B East, and A (1958)



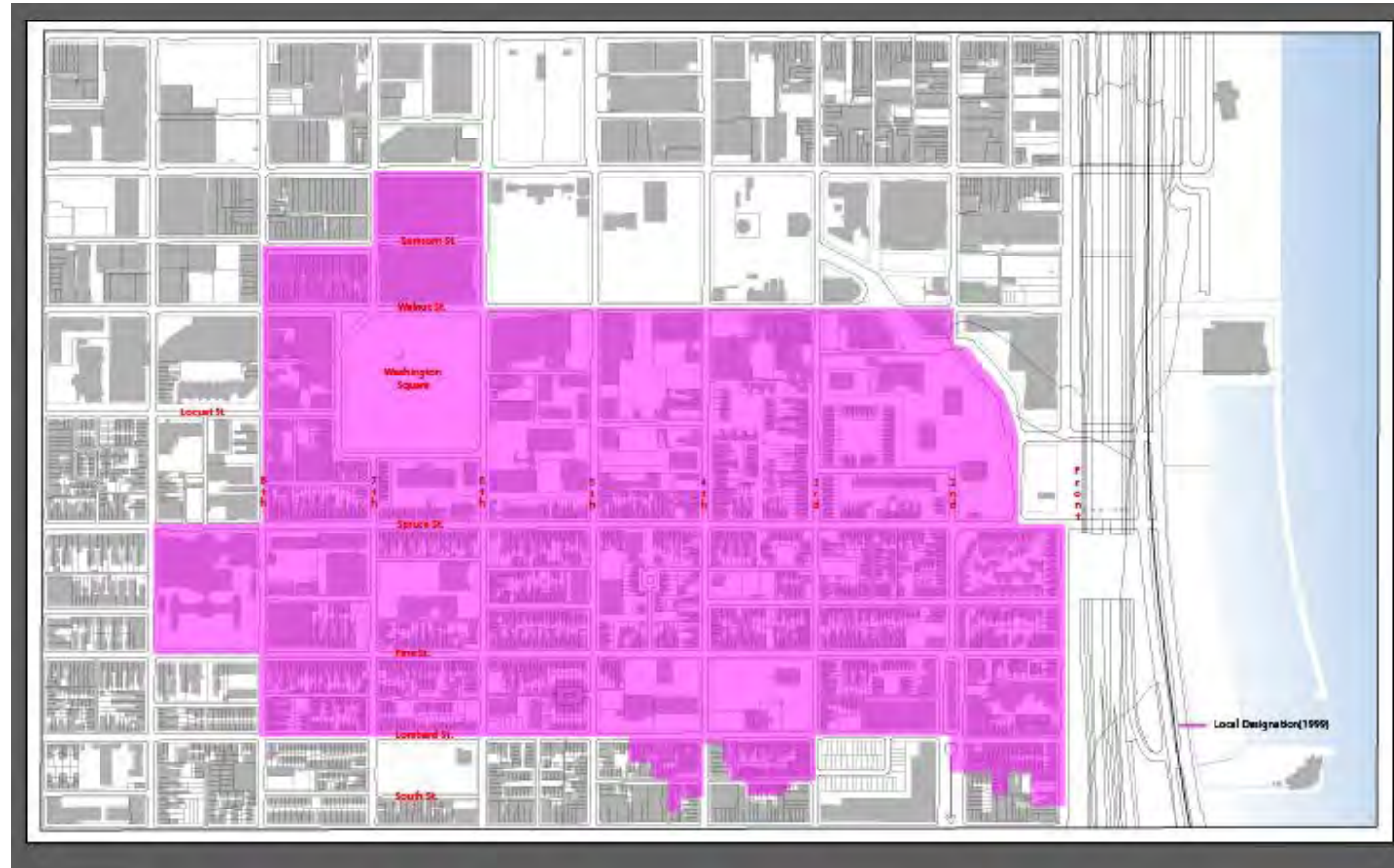
National Register Nomination (1987)



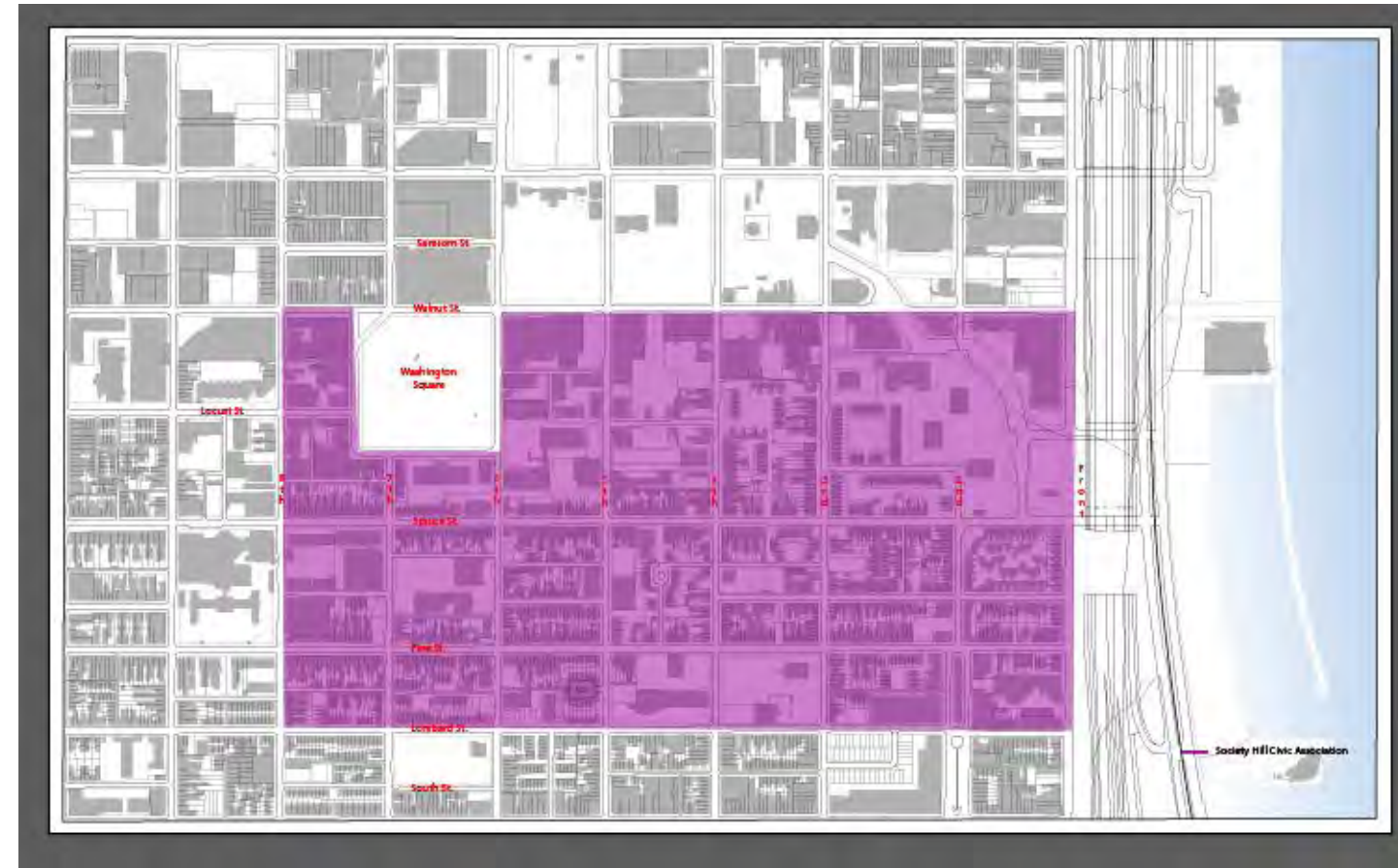
George E. Thomas,
 Ph.D, Clio Group, Inc.,
 "Society Hill Historic
 District" (National Register
 Nomination, National Parks
 Service: 1987).

Laura M. Spina & Elizabeth Harvey, Historic Preservation Planners, "Society Hill (and Pennsylvania Hospital of Washington Square West) Historic District," (Philadelphia Register of Historic Places, Philadelphia Historical Commission: 1999).

Philadelphia Register Nomination (1999)



Society Hill Civic Association



"Society Hill Map," Society Hill Civic Association, accessed 10 September 2015, <http://societyhillcivic.org/aboutSH/map.asp>.

Appendix 1

Zoning



City of Philadelphia

City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

BILL NO. 140519-AAA
(As Amended on Floor 10/8/2015)

Introduced June 5, 2014

Councilmember Squilla

**Referred to the
Committee on Rules**

AN ORDINANCE

Amending Title 14 of The Philadelphia Code, entitled "Zoning and Planning," by amending Section 14-502 to further provide for requirements within the Center City Overlay District and to make technical changes, all under certain terms and conditions.

THE COUNCIL OF THE CITY OF PHILADELPHIA HEREBY ORDAINS:

SECTION 1. Title 14 of The Philadelphia Code is hereby amended to read as follows:

Key: In Tables that contain bracketed table notes, and in the table notes, deletions are indicated by { } rather than [].

TITLE 14. ZONING AND PLANNING

* * *

CHAPTER 14-500. OVERLAY ZONING DISTRICTS

* * *

§ 14-502. /CTR, Center City Overlay.

* * *

(2) Applicability.

* * *

(b) Area Boundaries.

The standards and regulations of this section apply to the areas within the /CTR Overlay district set forth as follows:

* * *

City of Philadelphia

BILL NO. 140519-AAA, as amended continued

(.28) Center City Commercial District Control Area.

The Center City Commercial District Control Area shall include all lots within the area bounded by the south side of Spring Garden Street (excluding lots with street frontages on the south side of Spring Garden Street from Broad Street to the Schuylkill River), the Delaware River, both sides of South Street (extended), and the Schuylkill River.

(.29) Center City Residential District Control Area.

The Center City Residential District Control Area shall include all lots within the area bounded by the south side of Spring Garden Street (excluding lots with street frontages on the south side of Spring Garden Street from Broad Street to the Schuylkill River), the Delaware River, Washington Avenue (extended), and the Schuylkill River.

* * *

Table 14-502-1: /CTR Summary Table

Area	Height Controls	Setback / Build-To Controls	Supplemental Use Controls	Parking & Loading Controls	Sign Controls	Special Review Controls	Bulk and Massing Controls
* * *							
Center City Commercial Area					§ 14-502(7)(b)		
<i>Center City Commercial District Control Area</i>	§ 14-502(3)(l)		§ 14-502(5)				§ 14-502(9)(c)
<i>Center City Residential District Control Area</i>		§ 14-502(4)(c)					
* * *							

(3) Height Regulations.

* * *

(l) Center City Commercial District Control Area.

For lots zoned CMX-2, the maximum height shall be 55 ft., provided that:

(.1) The lot has frontage on at least three streets, with two intersecting streets that have a minimum width of 50 ft.; and

(.2) For portions of any structure above 38 ft. in height, the occupied area shall not exceed:

(a) For lots that cover less than an entire block: 30% of the total area of the block.

(b) For lots that cover an entire block: 60% of the total area of the block; and

(.3) For any lot frontage facing a street of 35 ft. or less in width, the first 9 ft of lot depth shall have a maximum building height of 38 ft.

* * *

(4) Setback/Build-To Regulations.

City of Philadelphia

BILL NO. 140519-AAA, as amended continued

* * *

(c) Center City Residential District Control Area.

(.1) For lots zoned RSA-5 or RM-1 the minimum lot size shall be 1,080 sq. ft., provided that:

(a) The lot meets the minimum lot width requirement of the zoning district;

(b) The lot does not contain a historic building and is not located within a historic district, as defined in § 14-203 (Definitions); and

(c) The lot is not located in a Neighborhood Conservation Overlay District as provided in § 14-504 (/NCO, Neighborhood Conservation Overlay District).

(.2) Lots zoned RM-1 with a lot size of at least 1,600 sq. ft. may be divided into two lots with a minimum lot size of 800 sq. ft., provided that:

(a) At least 75% of lots adjacent to the lot to be divided are 1,000 sq. ft. or less;

(b) Each of the lots created meets the minimum lot width requirement of the zoning district;

(c) There are no existing buildings on the lot;

(d) The lot does not contain a historic building and is not located within a historic district, as defined in § 14-203 (Definitions); and

(e) The lot is not located in a Neighborhood Conservation Overlay District as provided in § 14-504 (/NCO, Neighborhood Conservation Overlay District).

* * *

(5) Supplemental Use Controls.

For the purposes of this § 14-502(5) (Supplemental Use Controls), the following supplemental use controls apply to the areas listed in Table 14-502-2 and Table 14-502-3.

* * *

(a) Use Table 14-502-2.

Principal uses are allowed within the City Center Overlay District in accordance with the use regulations of the underlying zoning district, except as provided in Table 14-502-2 (See accompanying Supplemental Use Controls Area Map for illustrative purposes only). Uses classified as accessory uses are not regulated by the use table. Accessory uses are permitted in conjunction with allowed principal uses, provided they comply with all applicable regulations of § 14-603 (Use-Specific Standards) and § 14-604 (Accessory Uses and Structures).

* * *

(.6) Notes for Table 14-502-2.

* * *

City of Philadelphia

BILL NO. 140519-AAA, as amended continued

[6] For lots zoned CMX-2 or CMX-2.5, except in the area bounded by Walnut Street, 8th Street, Lombard Street, and the Delaware River, there shall be no maximum number of dwelling units and a minimum of 360 sq. ft. of lot area is required per dwelling unit. Whenever the calculation of permitted number of dwelling units results in a fraction of a dwelling unit, then the number of permitted dwelling units shall be rounded down to the nearest whole number.

[7] In the CMX-2 district, a building must contain a non-residential use, other than parking, along 100% of the ground floor frontage and within the first 30 ft. of building depth, measured from the front building line.

Table 14-502-2: Supplemental Use Controls in the City Center Overlay District

	Center City Commercial District Control Area	Chestnut and Walnut Street Area, East	Chestnut and Walnut Street Area, West	Broad Street Area, South	Broad Street Area, North	Chinatown Area	Old City Residential Area	South Street/Head House Square Area	Use-Specific Standards
N = Not allowed (expressly prohibited) S = Special exception approval required Blank = No overlay-specific regulations apply See § 14-502(5)(a)(.6) (Notes for Table 14-502-2) for information pertaining to bracketed numbers (e.g., "[2]") in table cells.									
Residential Use Category									
Household Living	[6][7]								

(9) Bulk and Massing Controls.

(c) Center City Commercial District Control Area.

(.1) Lots zoned CMX-3 in the Center City Commercial District Control Area shall be eligible for floor area bonuses as provided § 14-702 (Floor Area and Height Bonuses).

CHAPTER 14-700. DEVELOPMENT STANDARDS

§ 14-702. Floor Area and Height Bonuses.

(2) Eligibility for Floor Area Bonuses.

(c) If the property is located in the CMX-3 district, it must be located [in the:] in:

(.1) The Center City Commercial District Control Area, described in § 14-502(2)(b)(.28), provided the property must have frontage on two streets at least 50 ft. wide or three streets at least 20 ft. wide;

(.2) The Old City Residential Area, Bridge Approach, described in § 14-502(2)(b)(.17); or [in an]

City of Philadelphia

BILL NO. 140519-AAA, as amended continued

(.3) An area where the Transit Oriented Development (TOD) regulations of § 14-513 apply.

(3) Floor Area Bonus Options Summary Table.

The following table summarizes the floor area bonus options in this section. In the event of conflict between the provisions of Table 14-702-1 and the text of this Zoning Code, the text shall govern.

Table 14-702-1: Floor Area Bonus Summary

Bonus Category	Additional Gross Floor Area, as Percent of Lot Area (see § 14-701(2) (Residential District Dimensional Tables) and § 14-701(3)(Commercial Districts Dimensional Table) for the maximum allowed base floor area ratios for each district.)			
	RMX-3	CMX-3 as provided in {/TOD Districts} § 14-702(2)(c)	CMX-4	CMX-5

(7) Mixed Income Housing.

(b) Bonus Floor Area or Building Height.

The additional gross floor area or building height earned for providing mixed-income housing is:

Additional Gross Floor Area, as Percentage of Lot Area			Additional Building Height
CMX-3 {in /TOD Districts} as provided in § 14-702(2)(c)	CMX-4	CMX-5	/CDO
150%	150%	300%	48 ft.

(10) Green Building or Site.

City of Philadelphia

BILL NO. 140519-AAA, as amended continued

(b) Bonus Floor Area or Building Height.
The additional gross floor area or building height earned for a certified green building is:

Level of LEED Certification	Additional Gross Floor Area, as Percentage of Lot Area			Additional Building Height
	CMX-3 [within a /TOD District] as provided in § 14-702(2)(c)	CMX-4	CMX-5	/CDO
Gold	50%	100%	200%	24 ft.
Platinum	100%	200%	400%	36 ft.

SECTION 2. This Ordinance shall become effective immediately.

Explanation:

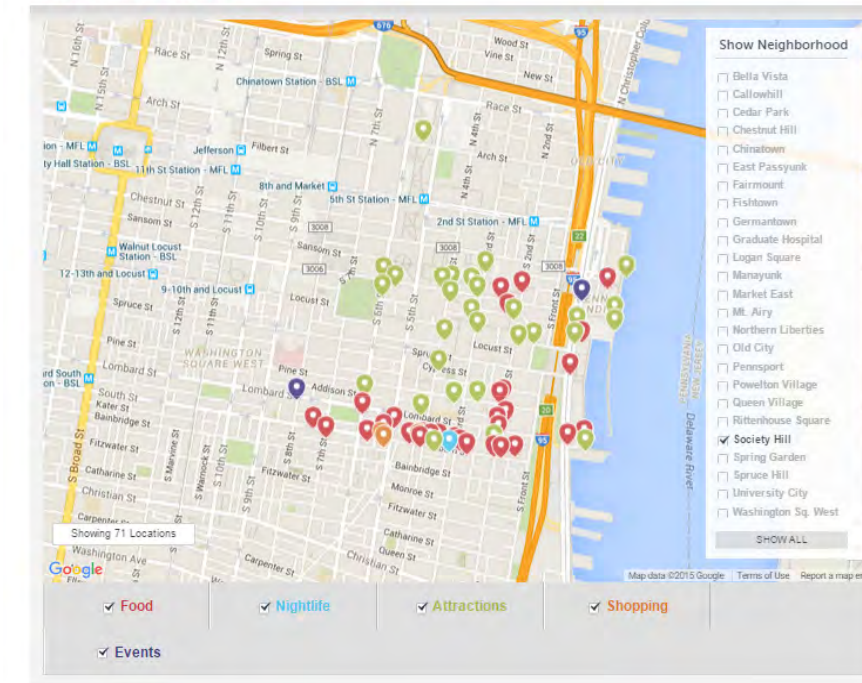
Italics indicate new matter added.

Appendix 1

Public Amenities

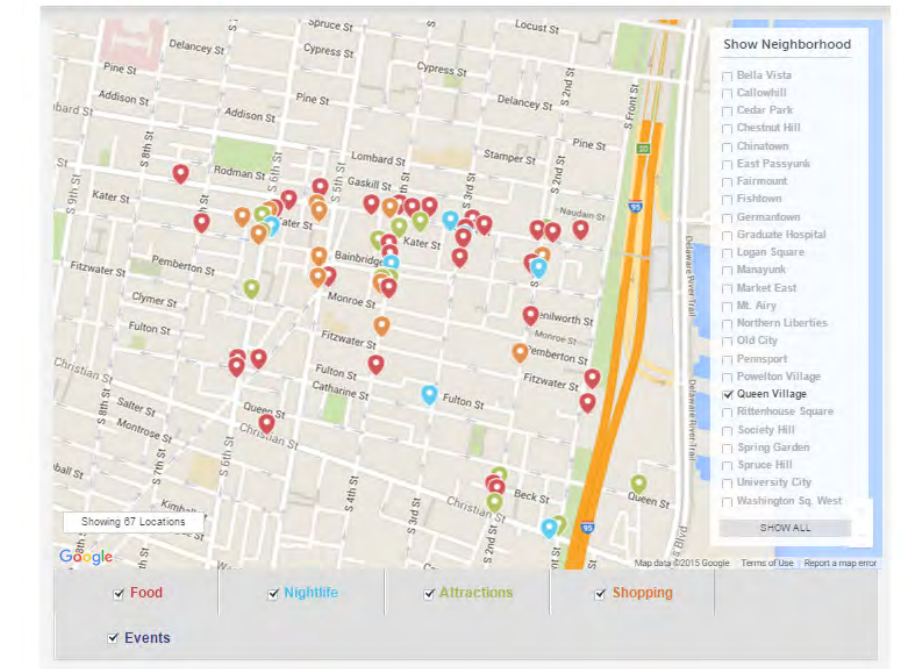
Public Amenities in **Society Hill**, courtesy of <http://www.visitphilly.com/philadelphia-neighborhoods/society-hill/>

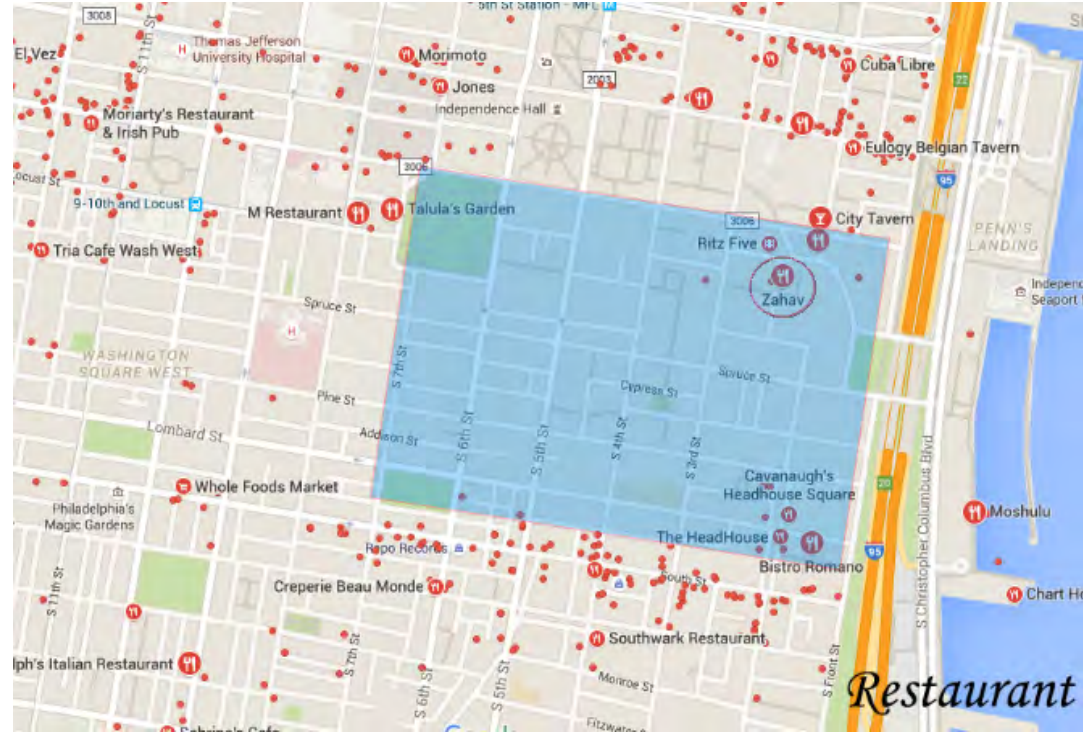
EXPLORE ON MAP



Public Amenities in **Queen Village**, courtesy of <http://www.visitphilly.com/philadelphia-neighborhoods/society-hill/>

EXPLORE ON MAP



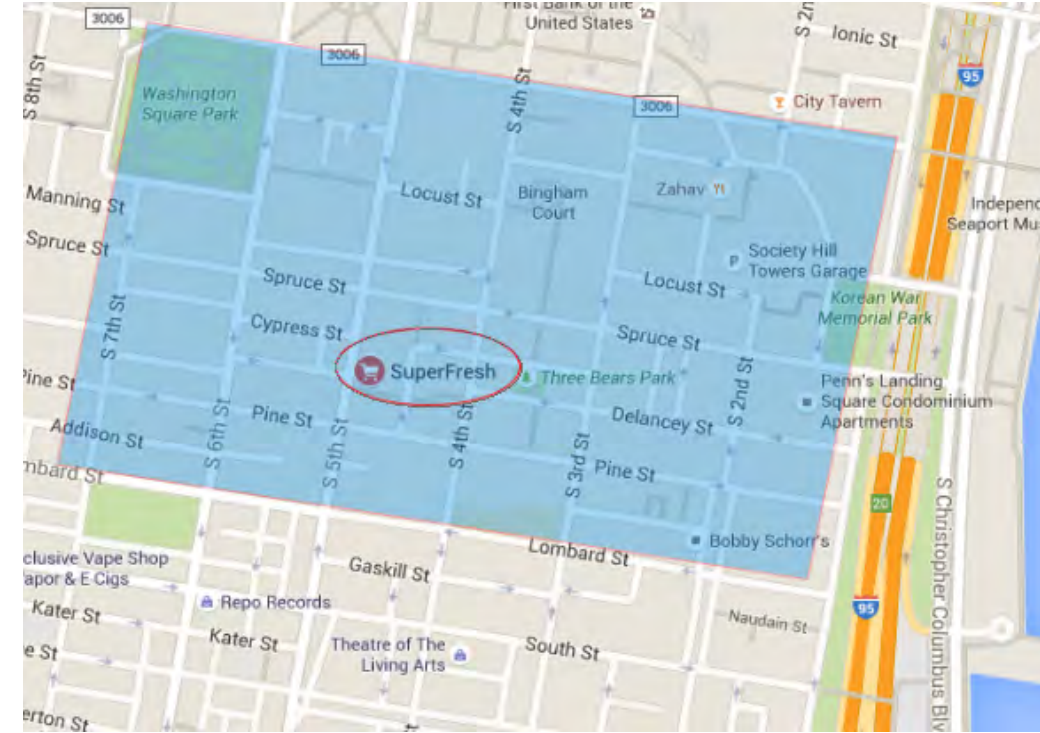


The overall situation of public amenities in Society Hill can be summarized as three of the citizen representatives from the SHCA said: **well-served** instead of under-served compared to other neighborhoods.¹ As the citizens always mentioned to compare Society Hill with the adjacent neighborhood Queen Village, in the previous maps found on the website www.visitphilly.com it is seen that in Society Hill, the mainly dots are green dots (tourist attractions). There are only a few red dots (restaurants) near the Towers and Penn's Landing and some on South Street, whereas in Queen's Village there

are a lot of red dots (restaurants) and orange dots (shopping).

Restaurant

There are very few restaurants in the neighborhood. The restaurants are mostly located behind the Towers or at the Southeast corner next to South Street. Citizens feel like the restaurants on South St. as well as in center city are enough to serve them. However, as tourists, or first-time visitors such as us, feel one or two more restaurants is needed on the main streets.



Supermarket

There is one whole sell supermarket in the neighborhood: Super Fresh. Across from it is a row of small retailing shops. However, it is currently under threat because a new developer is considering changing it into a three-storey commercial complex.² Some other small groceries can still be found in the neighborhood.

Super Fresh (left) and shops across from it (right), photo by author



1. Talk with Society Hill Civic Association, Oct, 2015
 2. Talk with Society Hill Civic Association, Oct, 2015

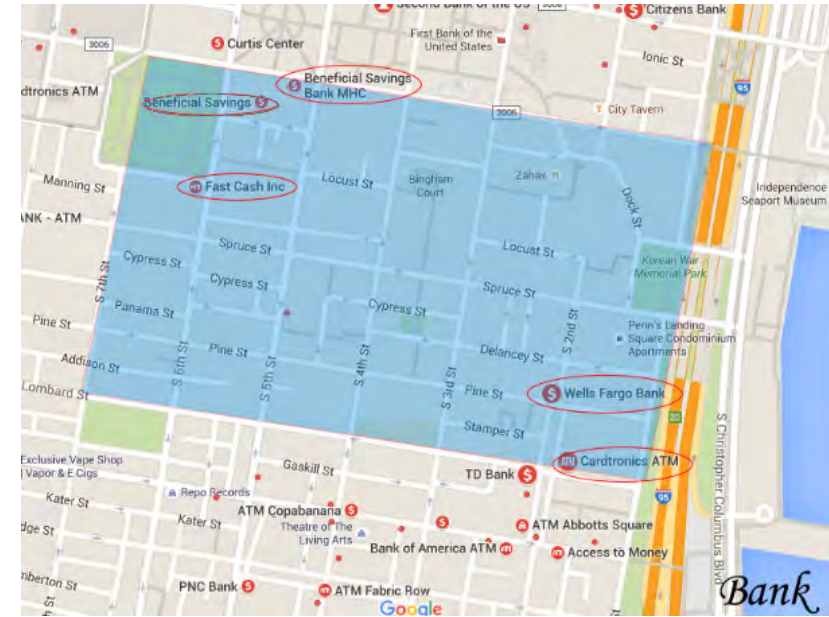


Schools

The residents mainly mentioned St.Peter's School, which is a private middle school in the neighborhood and expensive. Some residents move out because their children reach the school age and they can't afford the private school.³

(above) St.Peter's School, photos by author

3. Talk with Society Hill Civic Association, Oct, 2015

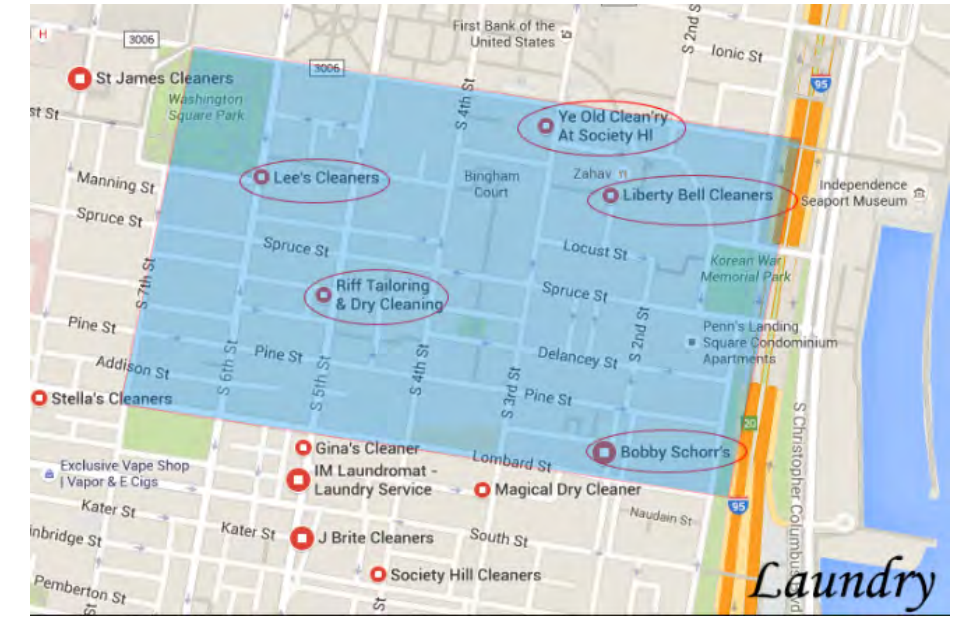


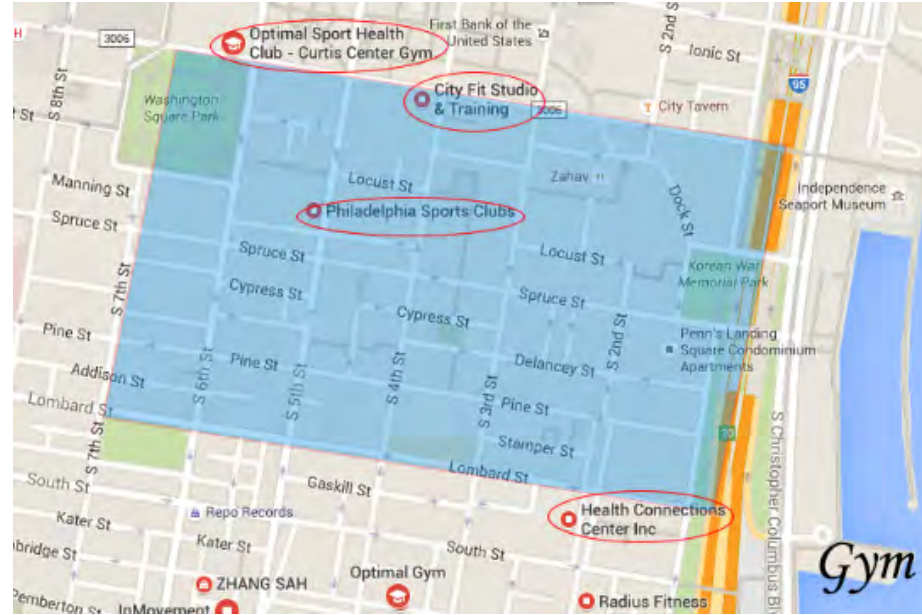
Bank & Laundry & Post Office

Bank is little far for tourists.

The number of laundry locations is.

The distance of the post Office is a little bit far. However, it is fair to say it is not a place that will be used by everyone in daily life.

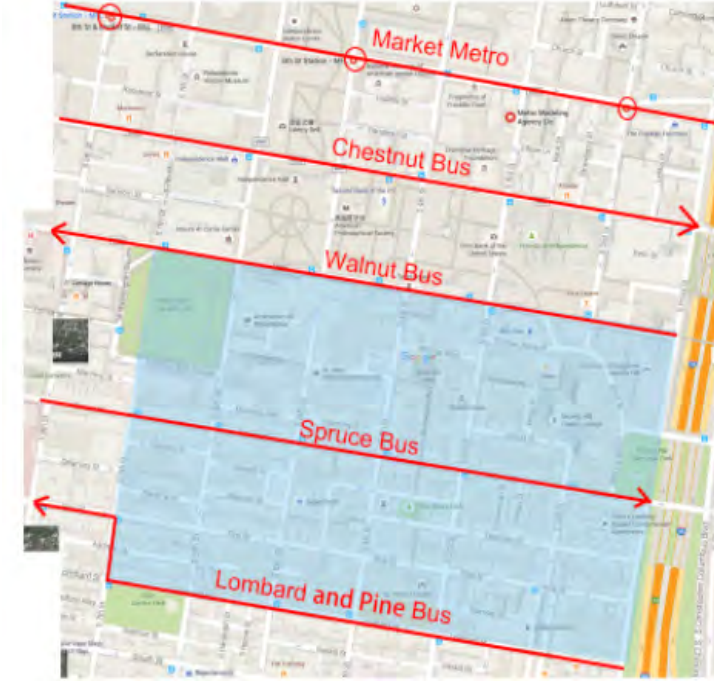
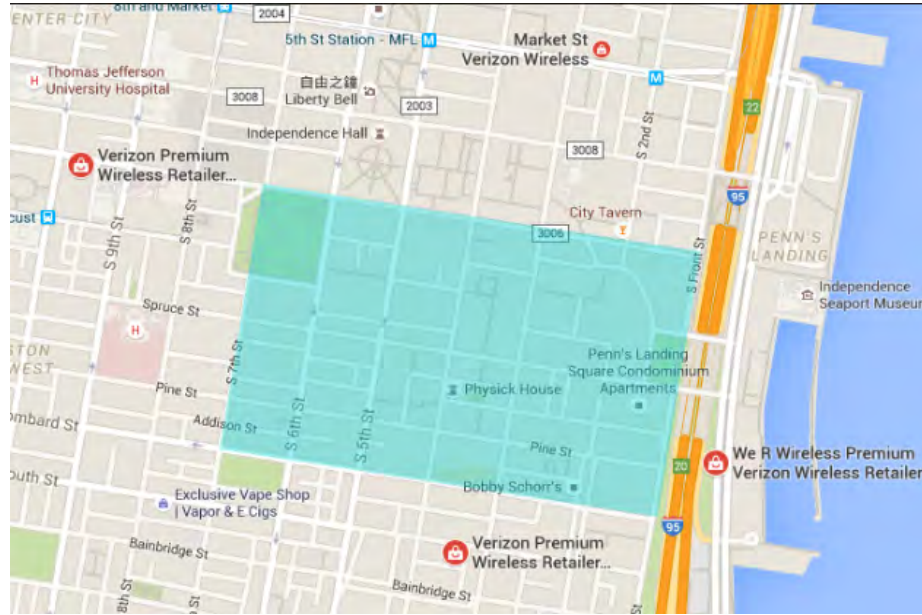




Gym & Mobile Shops

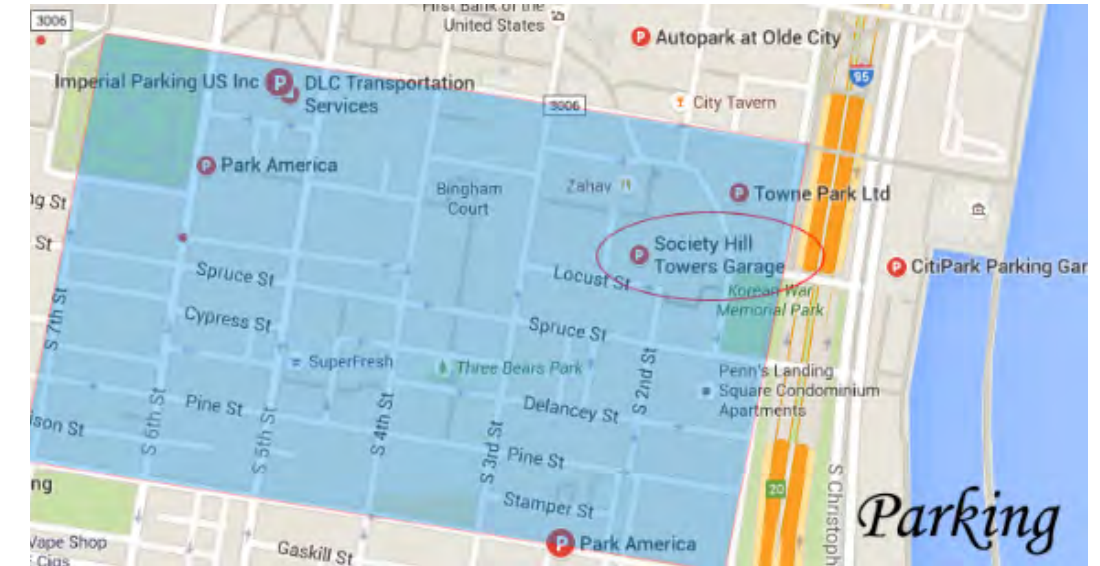
The number of gyms and their size are good overall.

Although there is not a mobile shop in the neighborhood, however there are shops in center city and on the south street.



Public Transportation

Public Transportation is convenient in this neighborhood. There is the Metro Blue line on Market St. Chestnut St. and Spruce St. bus run from west to east. Walnut St. and Pine St. bus run from east to west.



Parking

Parking in the neighborhood is overall good. The manmade hill landscape is a parking place for Society Hill Towers (designed by I.M.Pei) as well as Penn's Landing Square Condo (designed by Louis Sauer). It is a way to hide parking from exposure to the ground. Other residents just park on the street.

Appendix 2

A - Better Philadelphia 2017 Charlette Caldwell

PROJECT INTRODUCTION

As part of the Bacon's Philadelphia Fall 2015 studio, the "Better Philadelphia 2017" exhibition will incorporate the spirit of community engagement that was present in the original "Better Philadelphia Exhibition" (1947), but through new forms of preservation techniques and methods meant to reach a wider base of people living in Philadelphia. Although the 1947 show was crucial in the planning efforts of Bacon and his colleagues, the exhibition would not be enough to simply recreate presently; it was made for a certain place and time. With this in mind, the 70th anniversary of the show, 2017, should manifest the same values and methods people currently use and appreciate in an effort to improve and revitalize their communities: paying attention to active community engagement from start to finish, telling both the positive and negative results of mid-century urban renewal, and using new forms of social contact (facebook, instagram, twitter, etc. --- #betterphiladelphia2017). This

will hopefully encourage a wider range of people who are not particularly invested in the one-and-done highly touted exhibition shows we usually see for our field. We need to be boots-on-the-ground preservationists; demonstrating that our profession is not stuck in the past and willing to adapt to the evolving changes of society.

The show, which will open on in 2017, will be the culmination of community work conducted over two years: choosing target sites beyond Society Hill, contacting and planning with community partners, and tracking urban renewal changes in the city since 1947. The show will live on in the form of the Living Design Charrette which encompasses the planning work as well as methods of keeping the spirit of a "better philadelphia" alive until a possible upgrade of the show in the future (keeping in mind, as was mentioned before, that our profession change, but the spirit of community engagement will always remain a constant).

The following report includes:

- A proposal for a "working" designed Exhibition Booklet that will be completed in 2017 for opening show when the community work is finished (currently the report holds information about the 1947 Better Philadelphia exhibit, as well as brief urban renewal histories of the target sites (Society Hill, Eastwick, Mill Creek, and Poplar), and example pages of what the winning projects could look like from the exhibition design charrette). This booklet is meant to be a guide and added to; providing the basis for the work to be done and giving details about what will be expected after the show is executed.
- Introduction -- Why this project matters
- The 1947 "Better Philadelphia Exhibition" -- Including the pieces of the Bacon historical narrative and significance to provide the basis for understanding the importance of the exhibition during the urban renewal period
- The Living Design Charrette -- Explains the details of the Charrette

- Target Sites -- Brief Histories on the target sites
- "We Plan" -- What the Professionals have done
- "You Plan" -- What the local community has done
- "We All Plan" -- What we can do together as a collective whole
- "A Better Philadelphia" Community Winning Projects
- #betterphiladelphia2017 and Beyond
- Brief on Philadelphia 2035
- Sources cited to create the report.

Currently, this project is being pursued by Patrick Grossi of the Preservation Alliance through a discovery grant application that will allow us to research further beyond Society Hill and plan what form the opening exhibition could take in 2017. The process has finished the Letter of Intent phase and we will know soon if we can proceed to the actual grant application.

BETTER PHILADELPHIA

2017

A LIVING DESIGN
CHARRETTE
ENGAGING AND
CONSULTING THE
LOCAL COMMUNITY
ON MATTERS
CONCERNING
RESOLVING
PLANNING AND
PRESERVATION
ISSUES BY
LEARNING FROM THE
PAST AND WHAT
COULD HAPPEN
IN THE 21ST
CENTURY.

A Community-Oriented Exhibition

HSPV 701: HISTORIC PRESERVATION STUDIO

- INTRODUCTION
- THE 1947 “BETTER PHILADELPHIA EXHIBITION”
- THE LIVING DESIGN CHARRETTE
- TARGET SITES | SOCIETY HILL, EASTWICK, MILL CREEK + POPLAR
- “WE PLAN” | WHAT THE PROFESSIONALS HAVE DONE
- “YOU PLAN” | WHAT THE LOCAL COMMUNITY HAVE DONE
- “WE ALL PLAN” | WHAT WE CAN DO TOGETHER AS A COLLECTIVE WHOLE
- “A BETTER PHILADELPHIA” COMMUNITY WINNING PROJECTS
- #betterphiladelphia2017 and beyond
- Brief on PHILADELPHIA 2035

APPENDIX 2 INDIVIDUAL PROJECTS | 165

“IT IS
JUST
NOT
TALK.”

“Better Philadelphia 2017” Learning from the Past, How can we make the City Better for the Future ?

This project is an attempt to synthesize the [spirit](#) of community engagement from the “Better Philadelphia Exhibition” of 1947 with a modern equivalent in 2017. As part of the Ed Bacon’s Philadelphia Studio, “Better Philadelphia 2017” serves as an educational plan to involve professionals in conversation with local neighborhoods beyond Society Hill about the [city’s urban renewal past](#), what [has happened since](#), and how we could take steps to [improve the city](#) for the future.

As part of the Fall 2015 Studio SWOT analysis (a list of strengths, weaknesses, opportunities, and threats each individual studio project would address as part of the preservation plan), this project will undertake the threat of losing [Ed Bacon’s original vision](#) of community engagement (through keeping with the spirit of involving local partners) and the opportunities of [telling the untold stories](#) (urban renewal stories that were not as positive as Society Hill’s) and [reevaluating standard preservation](#)

“IT IS
ACTION.”

[methods](#) and [values](#) (upgrading our traditional ways of preserving the our heritage by using social media and community charrettes).

The 2017 version, the 70th anniversary of the 1947 exhibition, continues with the spirit of the original show and beyond: creating an interactive environment for the local community to engage in conversation with professionals in identifying and resolving planning and preservation issues currently present in Philadelphia. This has taken the form of an exhibition that synthesizes the work done in 1947 with the present [2017] Philadelphia and what the city could look like in the future [2035]. The re-visited exhibition focuses on the public history side of the urban renewal story and what changes have occurred since 1947.

The 2017 community exhibition has been conducted over a few months: four neighborhoods were chosen to participate and teams representing the neighborhoods were given a charrette prompt to create deliverables exhibiting what a better Philadelphia looks like. The end result of the projects is a permanent document and live online: an example of the work done from the show which will take the form of this [designed exhibition booklet](#) and an internet photo collective called [#betterphiladelphia2017](#).

[This document includes the work done \[examples of what the future](#)

show could produce] for the new exhibit, what was learned from the living design charrette, and what work could be done in the future for the city.

The 1947 “Better Philadelphia Exhibition”



Mayor Bernard Samuel rings the Liberty Bell at Independence Hall on June 6, 1944, to mark the Allied invasion at Normandy | Temple University Libraries, Urban Archives.



March protesting white trolley workers strike against black trolley operators, Philadelphia, PA., August 1944 | John Mosley Collection, Courtesy Charles L. Blockson Afro American Collection, Temple University.

The “Better Philadelphia Exhibition” of 1947 has a long history rooted in Bacon’s dealings within the government. This project represented what could happen if the government took into consideration the social aspects of city planning.

The first historical commission for the city of Philadelphia was created in 1911, but was overrun by the boss-centered Republican government. Most of the city public works were used to benefit businesses and politicians, which left the city in an extreme debt crisis. According to David Clow, there were six major obstacles impeding progress in Philadelphia before 1947¹:

- “A diffused, redundant bureaucracy lacking clear executive and administrative capabilities for planning and execution,
- Excessive control of the city from a disinterested outside authority, causing overlapping and duplication of authority, and encouraging institutionalized waste and patronage.
- No civil service or qualification requirements for key civic jobs,
- Absence in law or custom of budgeting and accounting procedures,

¹ David Clow, “The 1947 Better Philadelphia Exhibition: An Historic Turning Point” Conference on American Planning History, The Society for American City and Regional Planning History (Columbus, Ohio, 1987), 4.



Edmund N. Bacon, left, then executive director of the Philadelphia City Planning Commission, describing the Market East Project | AP FILE PHOTO/Bill Ingraham.



Edmund Bacon in 1960, with a plan for Philadelphia's Society Hill | Edmund N. Bacon Collection, the University of Pennsylvania Architectural Archives.

Commonly accepted perversion of the democratic process: false registration, floating ballots, false counts, ballot-box stuffing, vote buying, shadow opposition, etc., confronting the political process,

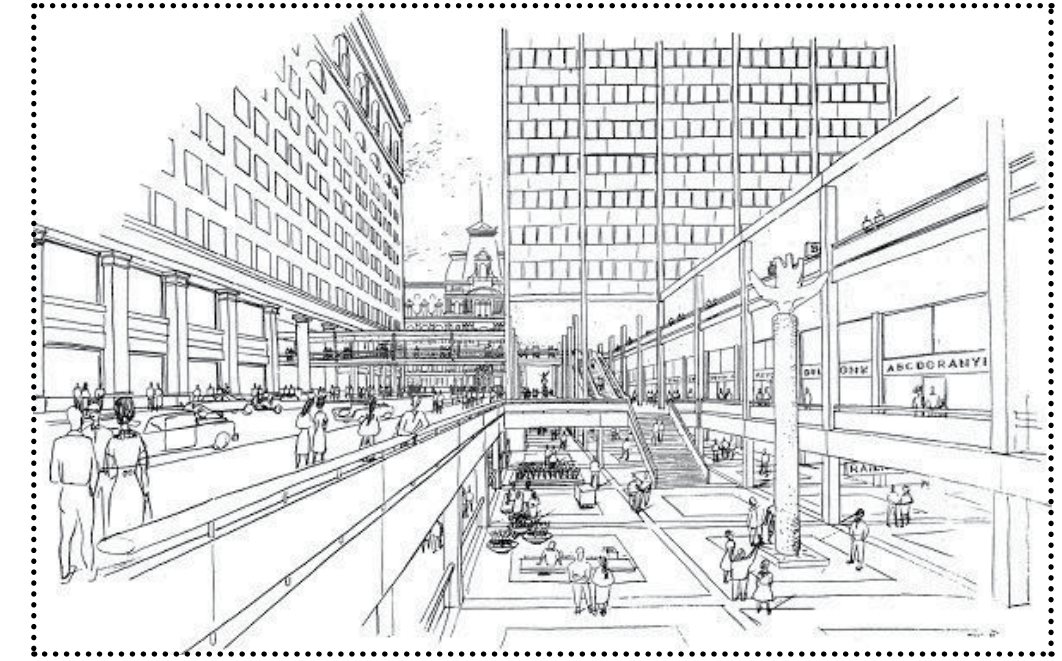
Poor image of the individual as a citizen, and poor collective image of the community.”

Fortunately, as Republican conservatism gave way to Democratic liberalism reform in 1952, Philadelphia’s government became more progressive and revolutionary in preserving the civic and social life of the city, reversing many of the issues stalling progress before the Second World War. Bacon would eventually gained support for his more radically progressive projects during the tenures of Mayors Joseph S. Clark and Richardson Dilworth, however, it is important to note that Bacon developed his collaboration skills while working within the Republican government before 1951. Bacon developed a tact for navigating Philadelphia’s political network which would play a pivotal role in later projects, especially what would become the “Better Philadelphia Exhibition”. In 1916, the Philadelphia Housing Association was established with the mission of “developing studies and advocating

for policy to improve the housing condition” in the city.² The association was a step toward an organized city planning commission, but it lacked a coherent governmental organization by paid professionals Bacon felt were needed for true progressive change. The increasing debt from Republican-boss-controlled projects also led to the push for a cogent planning commission. At the brink of bankruptcy in 1940, Walter Phillips, a Republican official with liberal leanings, helped to establish the “City Policy Committee”, appointing Bacon as vice president. The committee was created for “young reformers who...would learn about the issues of the day and start to develop the basis for influencing politics and policy.”³

The next year, Bacon convinced the National Conference on Planning to hold their annual meeting in Philadelphia. The success of the

² Gregory L. Heller, Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia (Philadelphia: University of Pennsylvania Press, 2013), 39.
³ Heller, 51.



City Planning Commission drawing of the proposed Market East project, 1960. | Edmund N. Bacon Collection..

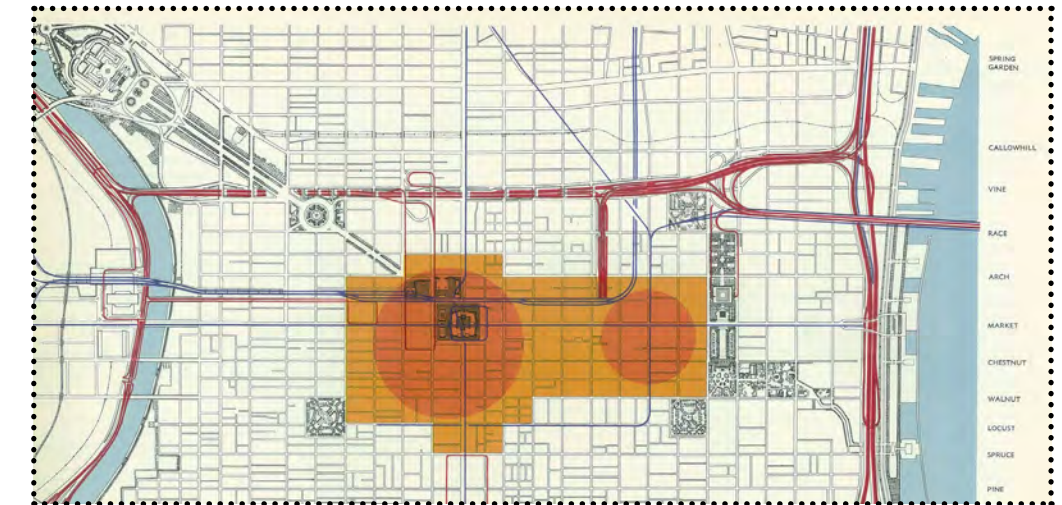
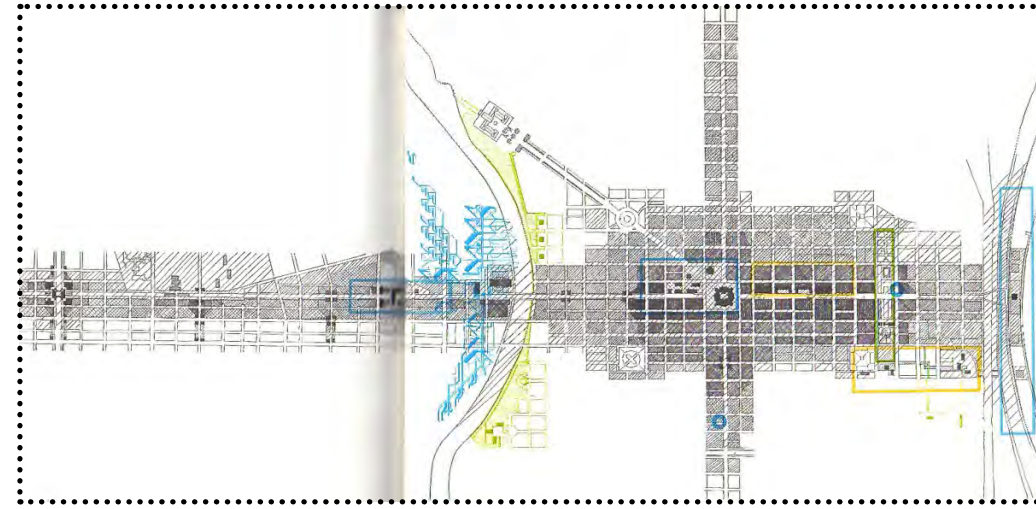


Illustration of the Center City “ring road” system, including the Crosstown Expressway, from PCPC’s Center City Plan, 1963. | Philadelphia Planning Commission.

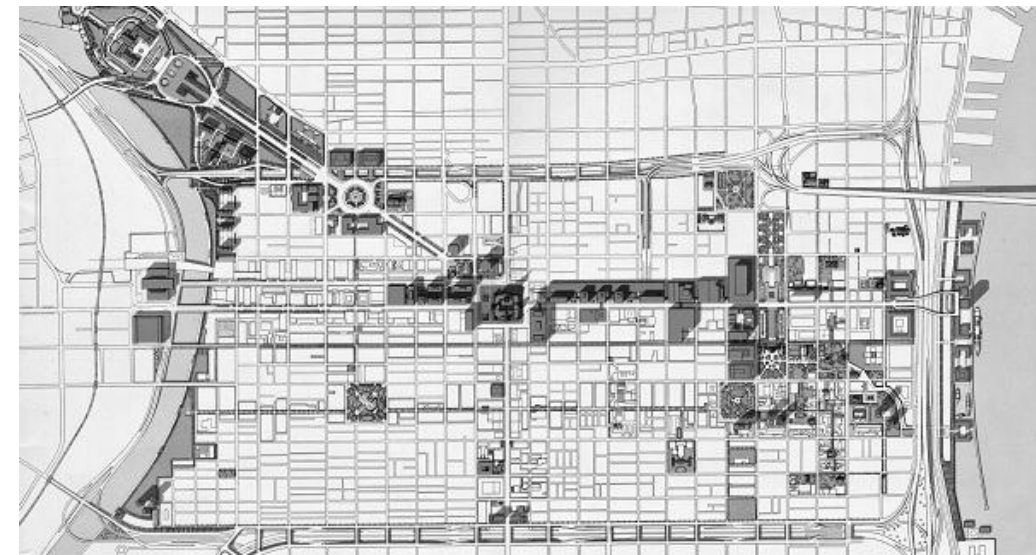
meeting led Mayor Lambertson to support the idea of a modern planning commission in the city, which allowed Bacon and the Joint Committee (more on this committee's work later) to begin to assemble a proposal for a new planning structure.

On August 23, 1941, Mayor Lambertson died and was replaced by Bernard Samuel. The new mayor, however, viewed city planning "as a direct challenge to the authority of City Council and the mayor."⁴ Faced with this challenge, Bacon began to rely more on support from officials higher up in the government, abandoning the grassroots efforts he once exhibited while working in Flint, Michigan. On December 10, 1942, the bill for the planning commission was adopted by the City Council and Mayor Samuel made his final appointments in February of the next year. In the spring of 1943, Bacon and Phillips created the Citizen's Council on City Planning,

⁴ Heller, 44.



"Outward Thurst of Design" | Design of Cities, Edmund N. Bacon. 1967.

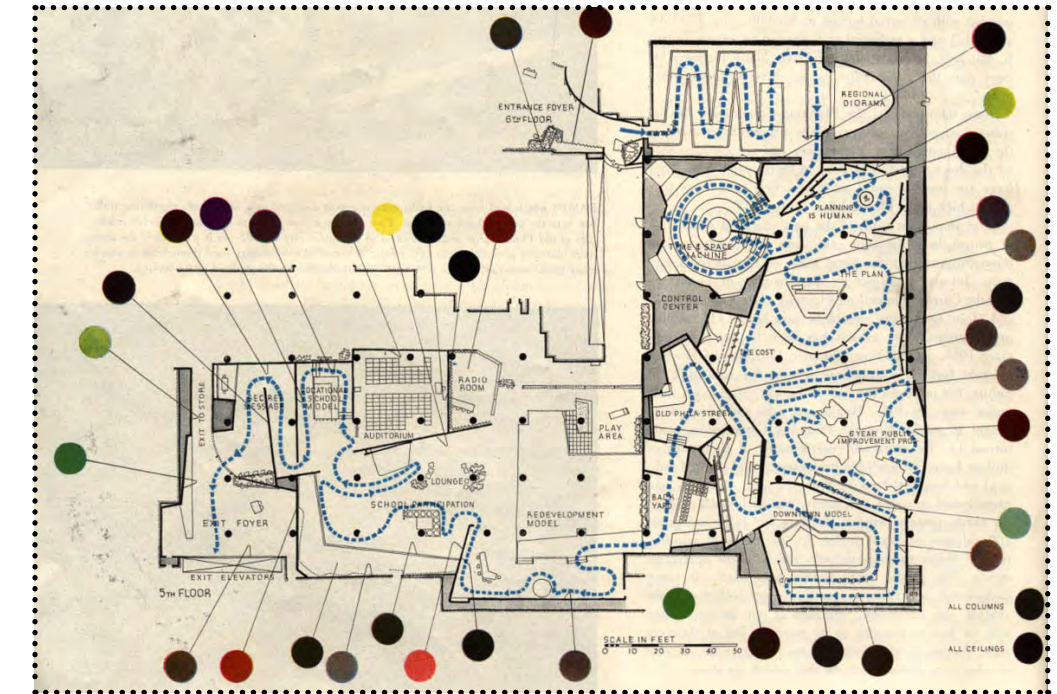


"The Site Plan," illustration from the Philadelphia City Planning Commission, 1963, "The Plan for Center City Philadelphia." | Philadelphia Planning Commission.

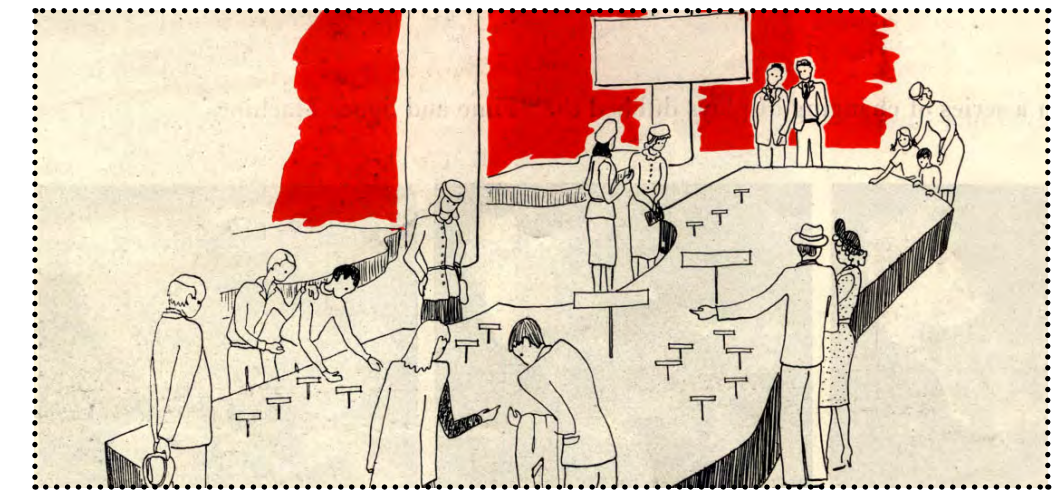
which was "intended to serve as a direct link between the new Planning Commission and the numerous grassroots organizations that were so supportive of bringing planning to Philadelphia."⁵

1945 marks the beginning of a conceptual framework for a show to teach Philadelphians about city planning. Bacon's Design of Cities was based on what Bacon learned from the result of the show --- this further developed into what is called a "design idea". A "design idea" is a "three-dimensional image of the city, real or fantastic, which fully involves a participator's full range of senses, and does not appeal exclusively to the intellect. Whether a plan, a model, or a built design, it contains the seeds of its own continuity in its power to motivate individual participators and stimulate further design and individual processes,

⁵ Ibid., 46.



Full layout of the 1947 "Better Philadelphia Exhibition" | The Architectural Forum Magazine, December 1947..



"Giant air view shows how [a] realistic six-year program would change the city's face" | The Architectural Forum Magazine, December 1947.

thereby extending itself over space and time.”⁶ This design idea provided the basis of many of Philadelphia’s urban renewal projects. Although many were not implemented and/or had the undesired effect of dislocating people, the “design idea” restructure modern decaying Philadelphia.

Following the passage of the Federal Highway Act of 1944 and the Urban Redevelopment Law in 1945, as well as the establishment of Philadelphia’s own Redevelopment Authority in 1946, Bacon with the help of Oscar Stonorov, started petitioning for funds for what would eventually become the “Better Philadelphia Exhibition.” The government-sanctioned “Better Philadelphia Exhibition” summarized progressive planning reforms, but with engaging, didactic material that was easily digestible by the local community. The exhibition “aimed at selling the practical value of planning to a city”⁶ Clow, 5.



Spectators at the Downtown Philadelphia Model | The Architectural Forum Magazine, December 1947.

and a nation unfamiliar with the profession, but fearful of blight and sprawl.”⁷ Through the exhibition, the government called for more collaboration between its officials and its citizens. The liberalism reform which influenced the exhibition searched for a method in which the city was improved collectively rather than through the power of one particular individual. Historians John F. Bauman and David Schuyler note, “The exhibit, which attracted more than 400,000 visitors, presented a vision of a purified City...”⁸ After the exhibition, the Citizen’s Council met with neighborhood groups to educate people about city planning; designers had the challenge of explaining what was wrong with the city first before pushing their new ideas on the city.

⁷ Doug Hassebroek, “Philadelphia’s Postwar Moment,” *Perspecta* 30, (1999), 87.
⁸ John F. Bauman and David Schuyler, “Urban Politics and the Vision of a Modern City: Philadelphia and Lancaster after World War II,” *Pennsylvania Magazine of History and Biography* 132, no. 4 (October 2008), 382.



Brochure advertising the “Better Philadelphia Exhibition”. | Courtesy of the University of Pennsylvania Architectural Archives.

“THE EXHIBITION USED EVERY DEVICE KNOWN TO THE DISPLAY ARTIST [TO SHOW] WHAT WAS WRONG WITH PHILADELPHIA AND WHAT, SPECIFICALLY, CAN BE DONE ABOUT IT.” --THE ARCHITECTURAL FORUM, DECEMBER 1947

Exhibition Scope:

30 FOOT X 14 FOOT AERIAL PHOTOS OF PHILADELPHIA

30 FOOT X 14 FOOT SCALE MODEL OF THE DOWNTOWN AREA OF PHILADELPHIA

NARRATION DURING THE ENTIRETY OF THE SHOW

A DIORAMA OF PHILADELPHIA IN THE YEAR 1982

MURALS

WALL PANELS

FULL-SIZE REPLICAS OF STREET CORNERS AND A ROWHOUSE MODELED WITH A BACKYARD

TOTAL COST: 340,000\$

“WILLIAM PENN’S GREENE COUNTRIE TOWNE, NOW A GRAY, MACHINE AGE CITY, DIAGNOSES ITS ILLS IN DRAMATIC EXHIBITION DESIGNED TO CAPTURE CITIZEN SUPPORT FOR PLANNING” --THE ARCHITECTURAL FORUM, DECEMBER 1947

“In contrast to the extravagant character of the exhibition, however, the improvements it suggested were realistic ones. The value of dramatic displays was in bringing abstract concepts down to human scale, showing the layman, simply and forcefully, what city planning could mean to him”.¹

Designed mostly by Bacon and Stonorov, the “Better Philadelphia Exhibition” was the result of five years of planning without a formal planning commission. In 1940, the “City Policy Committee”, headed by Philips, was instrumental in pushing liberalism reform in civic projects. The 50 members, who made up the committee, ranged from doctors, lawyers, architects, housing experts, and social workers, who met every two weeks to talk about the issues plaguing the city before 1947. Its sister organization, “The Lawyer’s Council on Civic Affairs” was established in the same year as a committee dedicated to similar issues in more conservative settings. The two organizations, known collectively as “The Joint Committee on Planning”, submitted an ordinance to the City Council for a permanent planning commission for the city: “unlike New York’s powerful one-man operation, it was to be an advisory group,¹ “Philadelphia Plans Again”, The Architectural Forum (December 1947), 2.

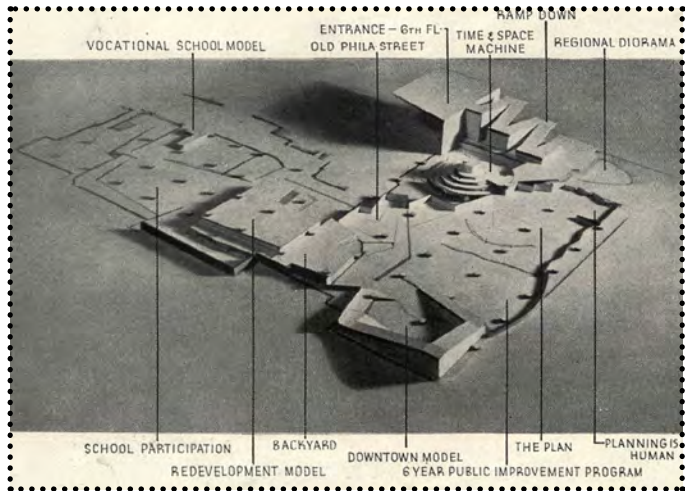


Image of a model of the exhibition used in the Architectural Forum article. | Courtesy of the University of Pennsylvania Architectural Archives.



Gimbel's Department Store circa 1930s | Photo courtesy of Historical Society of Pennsylvania.

working through the Mayor and Councilman. It asked for a nine-man board of experts, a top caliber technical staff under civil service, and an adequate budget.”²

The Planning Commission was approved by Mayor Bernard Samuel in 1942. The initial budget was 40,000\$ [now 300,000\$ annually] and included a technical staff led by Robert B. Mitchell. At the time, many planners considered the Philadelphia Planning Commission to be the best planning organization in the nation.³ Prior to 1947, the planning commission instituted a goal of implementing “successive six-year” plans (each September, a new plan was submitted and it included unfinished projects from the last plan as well as one year of new work), issued a long range plan for the city up to the year 1982, and laid the foundation for the “Better Philadelphia Exhibition”.

The “Better Philadelphia Exhibition”, which was held on the 5th and 6th floors of the Gimbel’s Department Store in Downtown Philadelphia, was jointly sponsored by the Chamber of Commerce and the Citizens Council on Planning (the formerly known Joint Committee on Planning). The publicity for the show involved two million car cards, posters, windows

² “Philadelphia Plans Again”, 2.
³ Ibid., 4.

“[The] alternating play of darkness and light was used adroitly throughout the exhibit to help separate displays and avoid monotony.” --THE ARCHITECTURAL FORUM, DECEMBER 1947

displays and billboards, over 300 columns of news stories, 20 full advertisement pages, 63 radio broadcasts, and 228 spot announcements. According to a questionnaire conducted during the exhibition’s run, the public was “impressed” with the work displayed.⁴

LAYOUT:

The show began with the Introductory Section on the 6th floor, which was shrouded in semi-dark lighting with individual displays lit from behind. This section contained ramps, a diorama of the city in the year 1982, and the “Time-Space” Machine, which had a raised floor section and only allowed 85 to 100 people into the space. Visitors would then proceed to a large open section with bright lighting. The background of the walls were kept simple in order to train focus on the graphics.

The level of the floors changed at different points and an existing auditorium in the store allowed for a link between the 6th and 5th floors. The only other raised floor was supporting the full-scale mock-up of a typical Philadelphia row house.

The route through the show was a combination between force and free
⁴ “Philadelphia Plans Again”, 2.

“Wall surfaces
have been
painted a
variety of
gay colors,
another simple
technique for
heightening
the mood
and defining
separation.” --THE
ARCHITECTURAL FORUM,
DECEMBER 1947

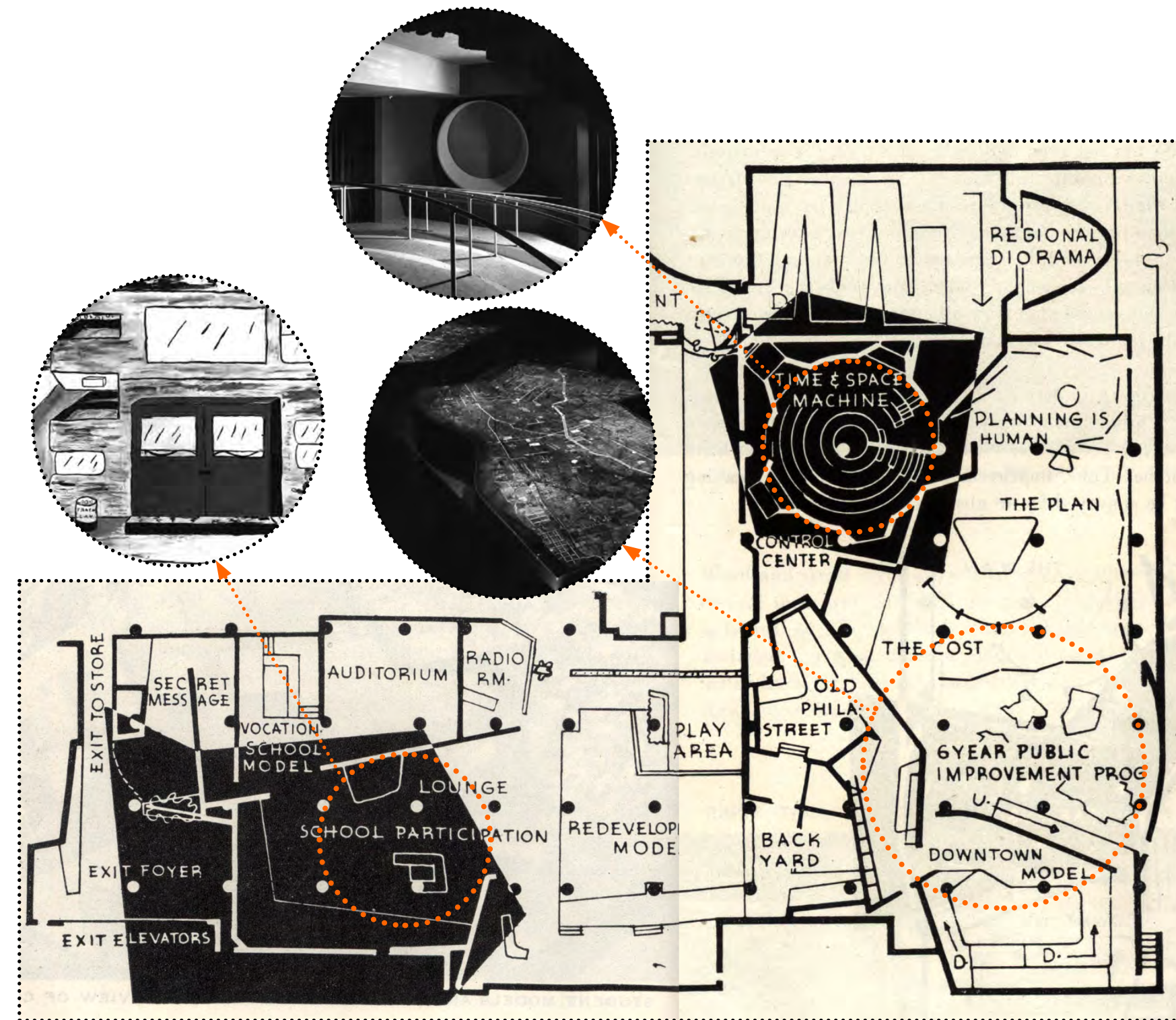
circulation; changing at different types of displays. People followed a general path, but from this route was the flexibility of seeing the subsections of the displays.

A hallmark feature of the “Better Philadelphia” Exhibition was the use of human interest techniques, which were used to make city planning appear less abstract and complex to non-planners. The cartoons ranging from various types of planning done by different types of people, drawn by Robert Osborne, reminded “visitors that city planning is just a large-scale application of an everyday process -- like ordering groceries or buying furniture”.⁵

The visitor favorite of the show was the school exhibit, which showed work done by school children before the opening exhibition. Planners asked children from varying grades and various schools what neighborhood re-planning meant and looked like to them. This part of the exhibit showcased hand drawings done by the children responding to this prompt. Also, there was a supervised play area for children to rest or play, which probably was an added relief to the parents.

People would then exit out to the rest of the department store from the
⁵ “Philadelphia Plans Again”, 5.

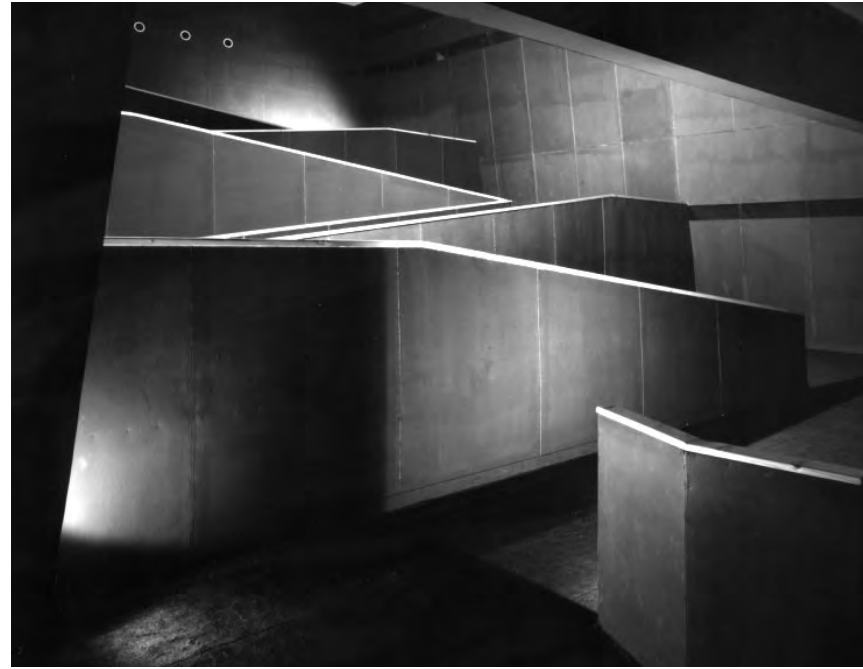
5th floor level after receiving a “special” message from the mayor about what they could do to support making Philadelphia a better city.



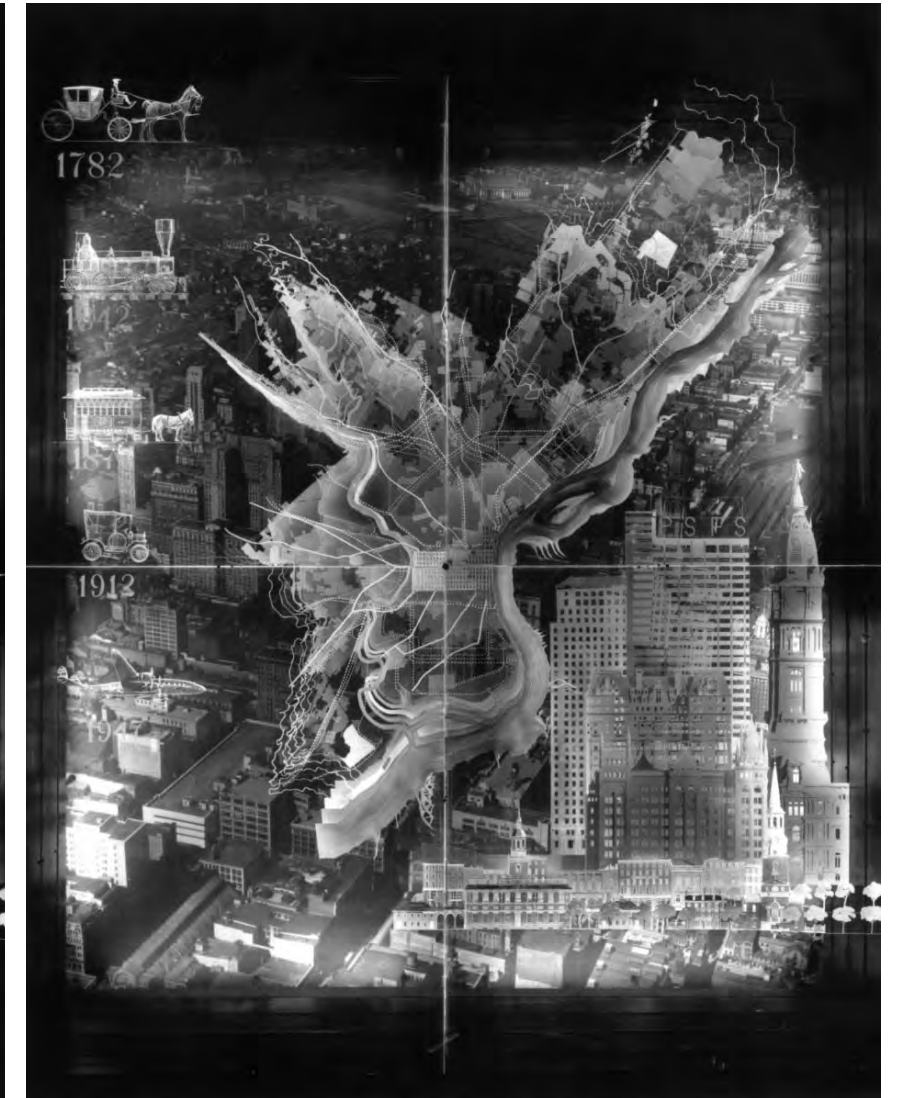
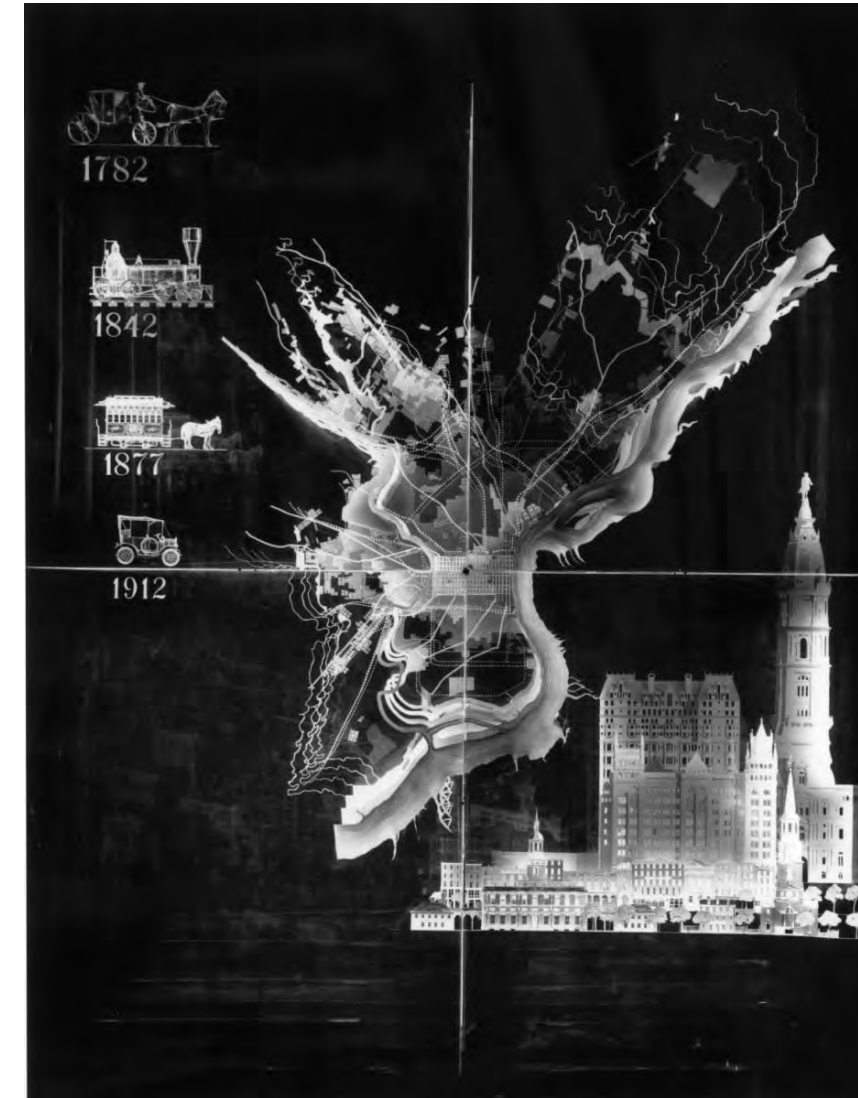
Layout of the Show in Images

[Courtesy of the University of Pennsylvania Architectural Archives | Edmund Bacon Collection]

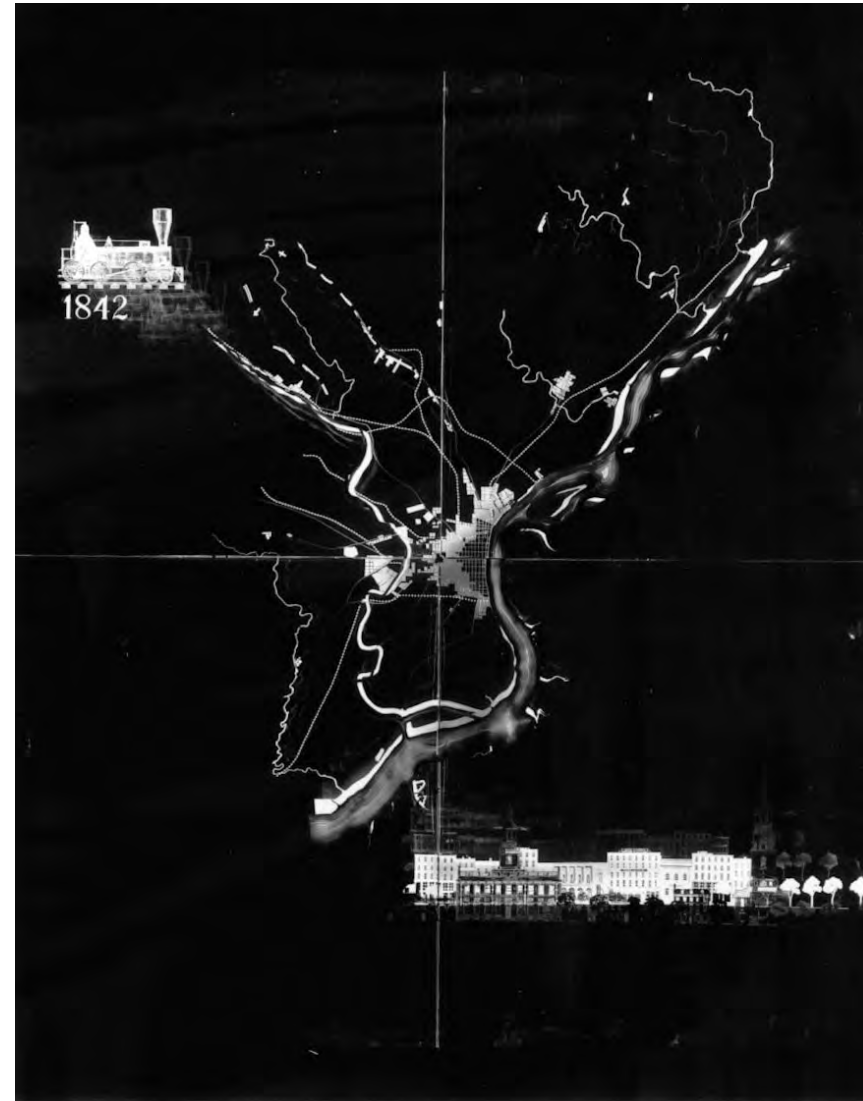
Full layout of the 1947 "Better Philadelphia Exhibition" with Photos. | The Architectural Forum Magazine, December 1947.



Maps of Philadelphia Through Time



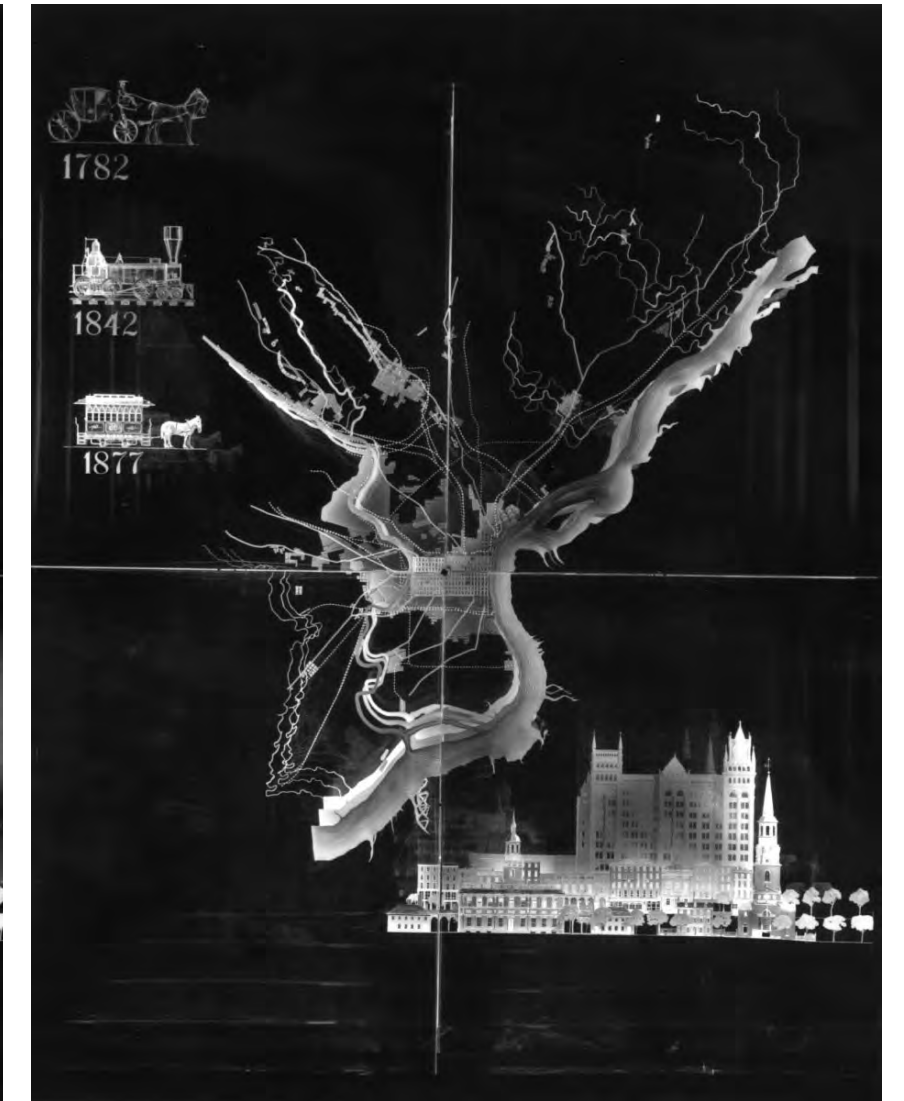
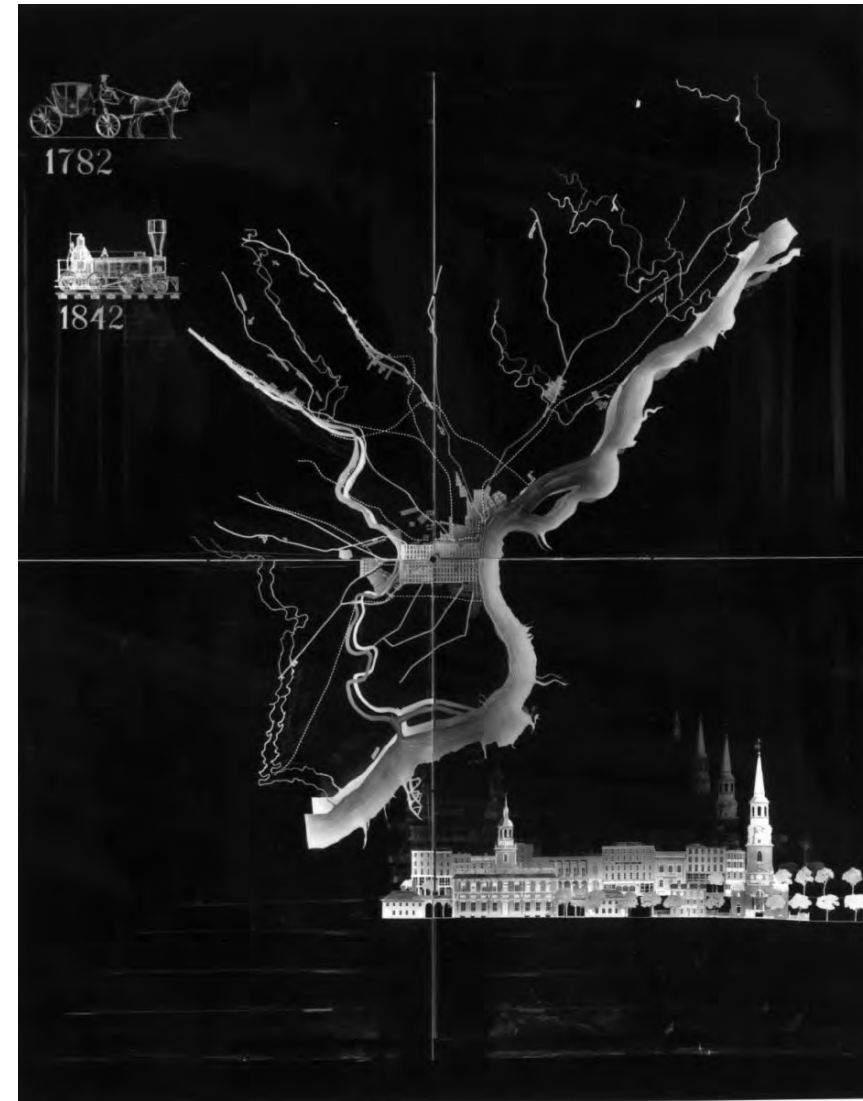
Maps of Philadelphia Through Time



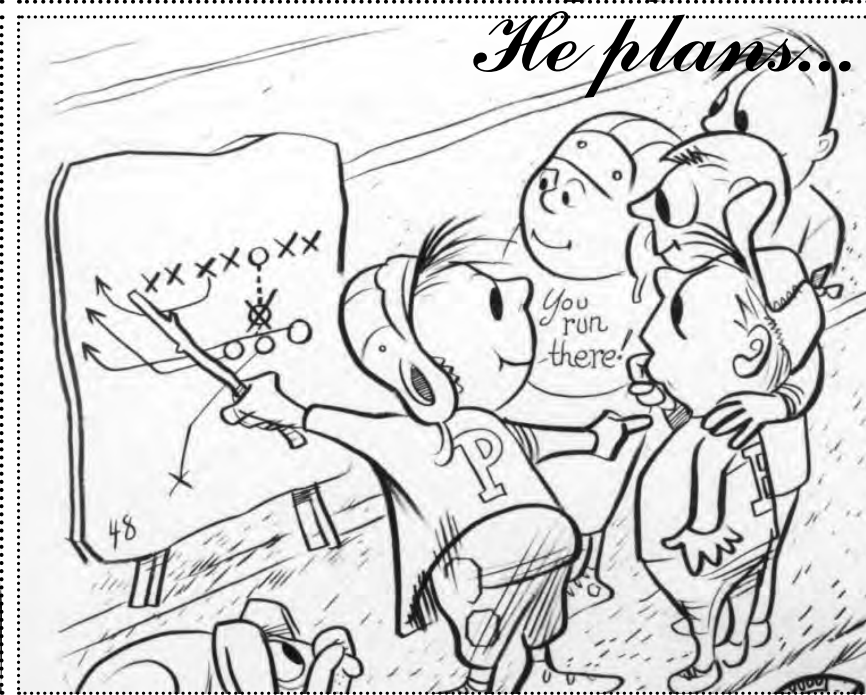
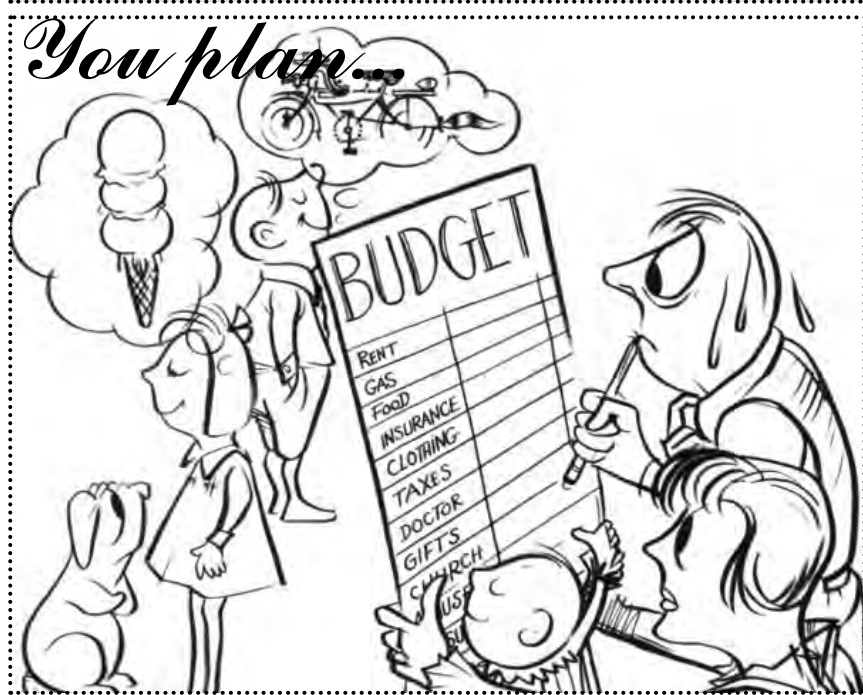
Maps of Philadelphia Through Time

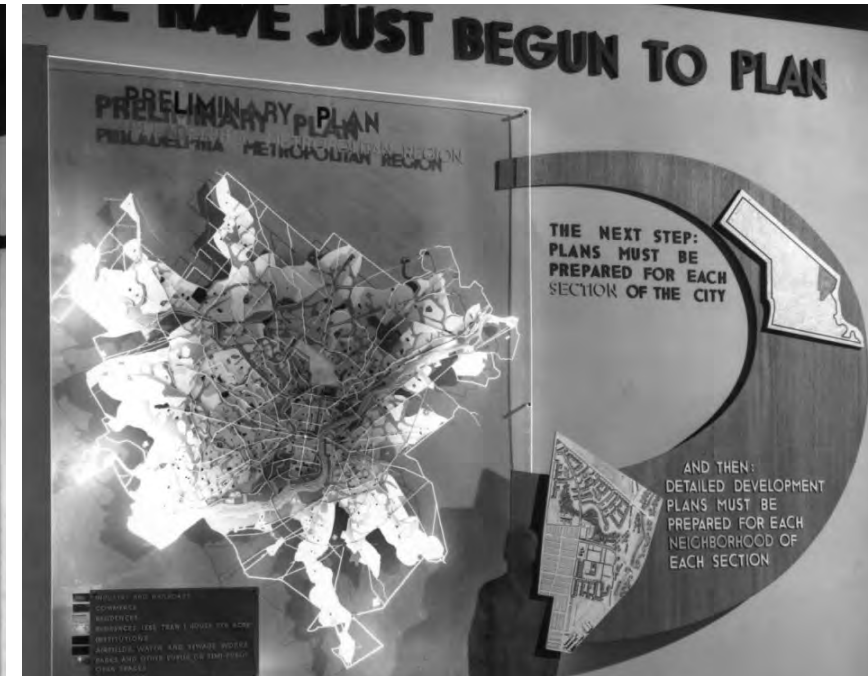


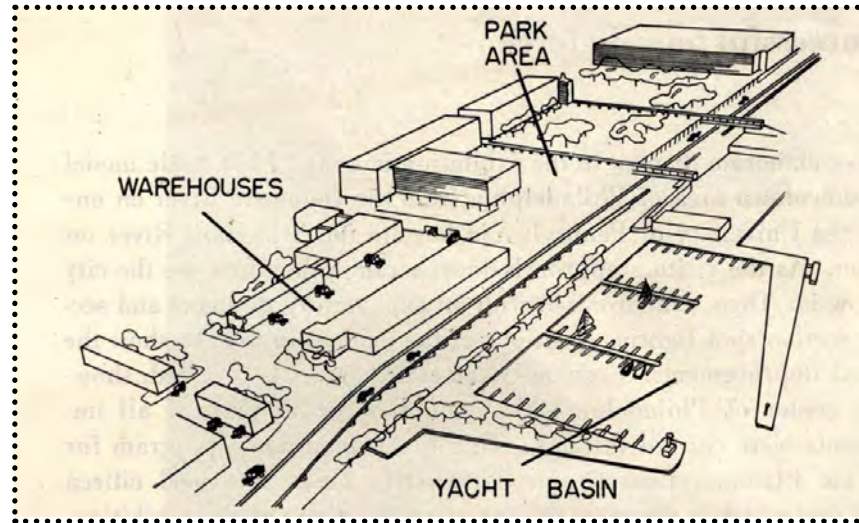
Maps of Philadelphia Through Time



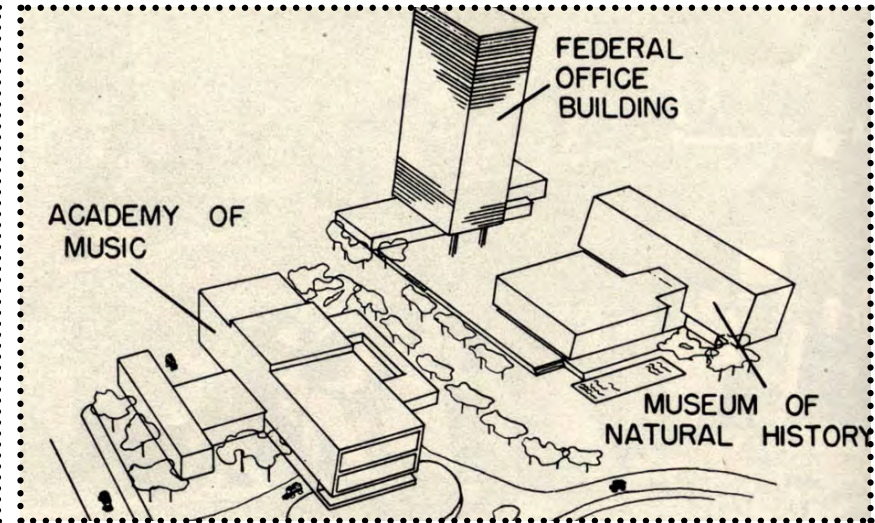
Maps of Philadelphia Through Time





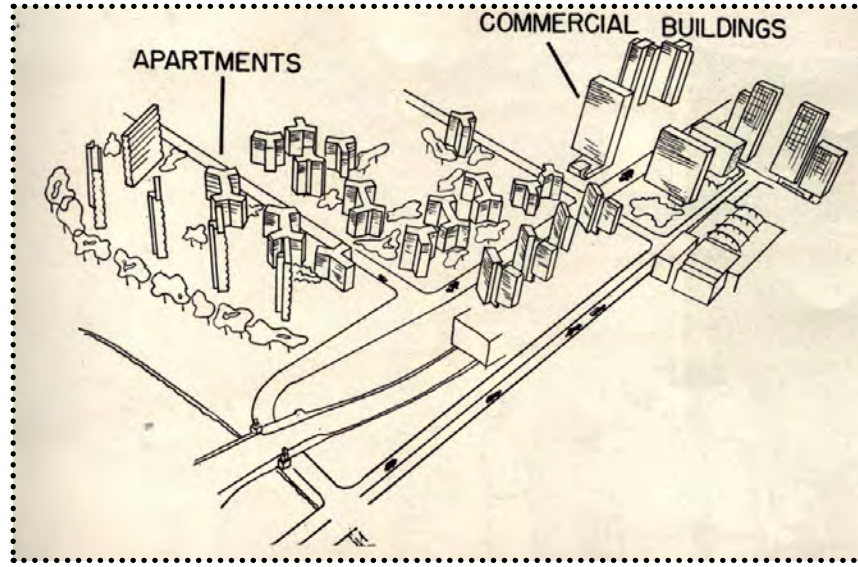


REDEVELOPMENT OF DELAWARE RIVER FRONTAGE | The Architectural Forum, December 1947.

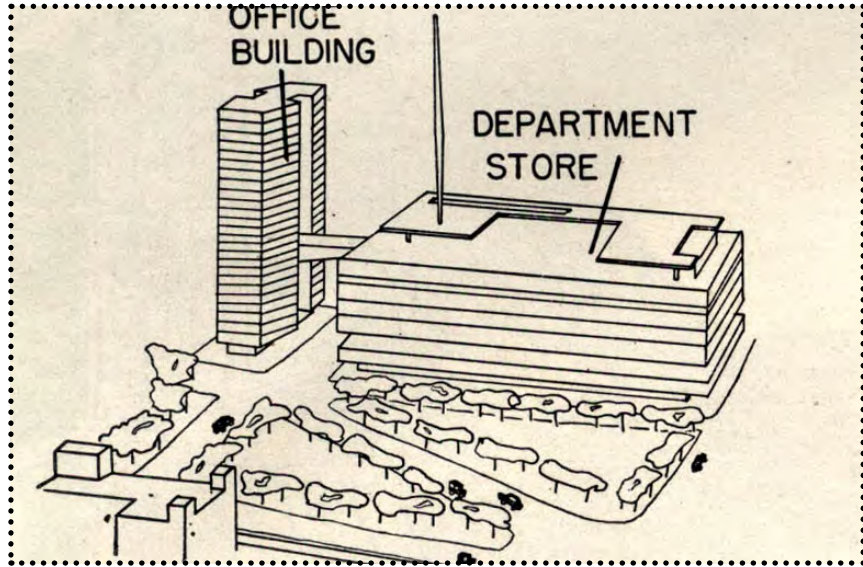


NEW PUBLIC BUILDINGS | The Architectural Forum, December 1947.



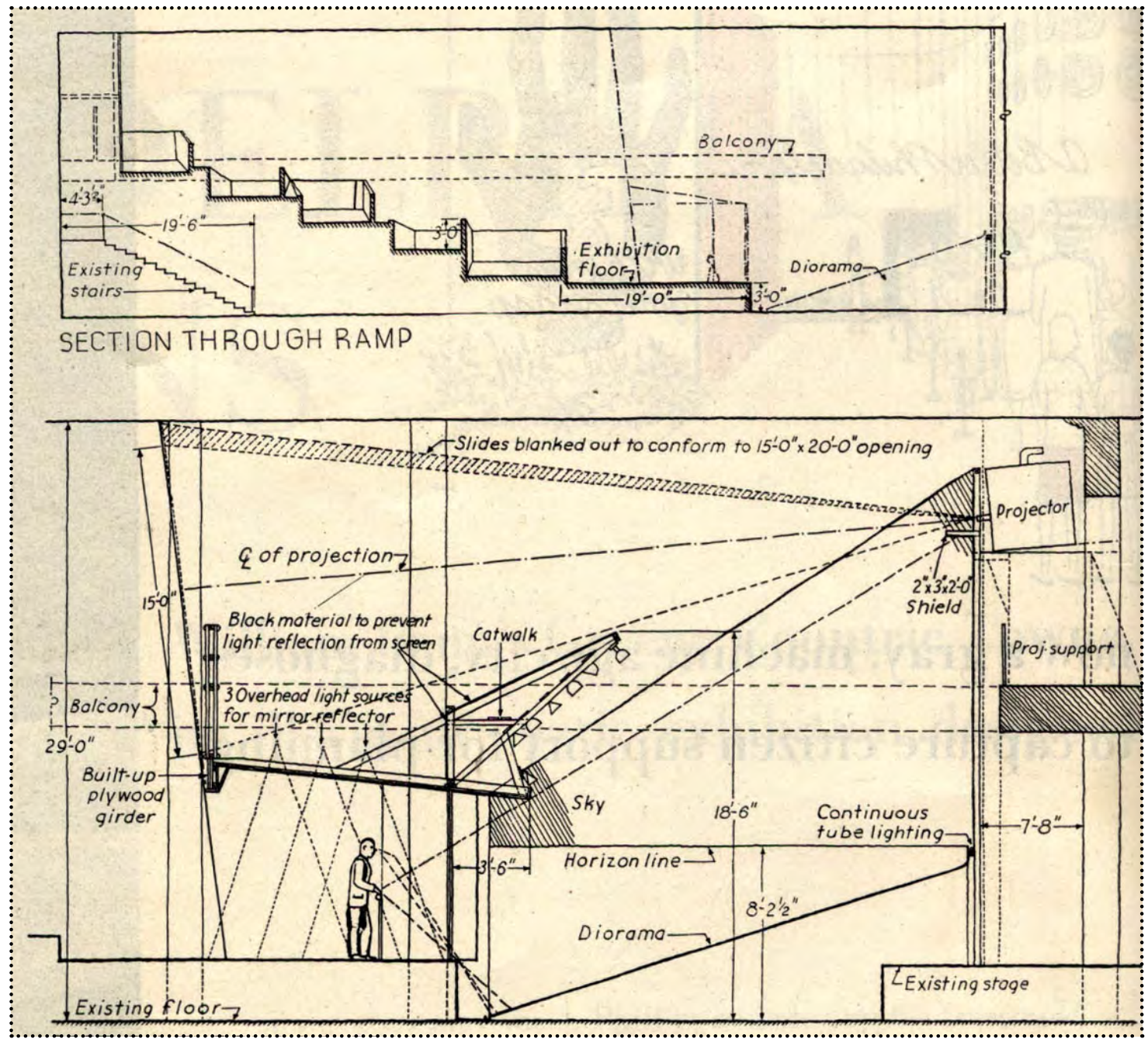


PENNSYLVANIA BOULEVARD | The Architectural Forum, December 1947.



NEW COMMERCIAL BUILDINGS | The Architectural Forum, December 1947.





Section through Ramp (above) + Section through Diorama (below). | The Architectural Forum Magazine, December 1947.



“Better Philadelphia 2017” will be in the same vein as other community improvement case studies; functioning as a “living design charrette” that teaches people about their neighborhood’s urban history, how city planning and preservation professionals help the city, and how the city could work collectively to resolve planning and preservation issues for the city.

Charrette Prompt:
What does the phrase, “A Better Philadelphia” mean to you, your family, your city?



Living Design Charrette Deliverables

THE FINAL PRODUCTS CONSIST OF:

Photomontage Posters (36" x 36")

Written Document (250 words) responding to the prompt: what does the phrase "A Better Philadelphia" mean to you?"

A Photo Collective living beyond the opening exhibition [[#betterphiladelphia2017](#)] -- people can send an image or video also responding to the prompt.

Responding to the prompt: What does the phrase "A Better Philadelphia" mean to you?





Society Hill Towers—the 30-story trio near center—brought hundreds of new residents into the city of Philadelphia while displacing the people who lived and worked in the buildings that were demolished to provide space for the new construction. | Special Collections Research Center, Temple University Libraries.



New Society Hill Construction | Special Collections Research Center, Temple University Libraries

Restrictions created by the Old Philadelphia Development Corporation prevented new homeowners in Society Hill from drastically altering their historic homes, but regulations for new construction were more lenient. New buildings could reflect modern architectural styles and the owner's tastes, as long as the designs were approved by the Philadelphia Redevelopment Authority. This house on the corner of Second and Lombard Streets used building materials typically used in adjacent row houses, such as brick and concrete, but applied a modernist design to give the building its distinctive look. This image from 1973 shows the house while the interior was still under construction. This building became a commercial property in the 1980s and later a pharmacy for Society Hill residents.

Society Hill “The Revitalized 5th Ward”

The area that would become Society Hill, the 5th ward, was planned out in the latter part of the 17th century, adjacent to the Delaware River and encompasses one of the central four parks, Washington Square. The neighborhood grew during the 19th century as a mixed used area, but declined during the early half of the 20th century. When Bacon and others were designing and conducting the “Better Philadelphia Exhibition”, the neighborhood was considered a slum and Bacon had his sights on revitalizing the 5th ward into a upper and middle class neighborhood.¹

As part of Philadelphia’s unique urban renewal story, “Society Hill” (the name the neighborhood was given; an homage to a hill named after the company the Free Society of Traders) became the focus of how a city could keep most of its original fabric while also allowing for modern construction. Although Society Hill was seen as a success when other major cities were demolishing whole neighborhoods will little regard for the historic structures, the renewal brought along with it the displacement of hundreds of families from the 5th ward to make way for wealthier citizens who could afford to maintain their homes. This is a legacy we, as planners, need to also investigate.

¹ “Society Hill, Philadelphia: Measuring Change in Centuries”, American Planning Association.

Eastwick

“The Meadows”

Before the urban renewal programs of the 1950s, Eastwick, “The Meadows” as it was called by its residents, was mostly a low-income rural community. The neighborhood lives on the edge of the city; a mostly marshy and flood-prone area.¹ The neighborhood was also unique because of its peaceful racial integration. In the 1950s, the area was certified as “blighted”; citing “substandard dwelling, frequent flooding, a lack of sewer facilities, and tax-delinquent properties”.² In 1953, the Philadelphia Redevelopment Authority planned a 78\$ Million project to renew Eastwick by expanding the population, providing jobs, and racially integrate the community, although it was more integrated than any other neighborhood at that time.³ In order to carry out the plan, the housing authority, through eminent domain, seized more than 2,000 acres of land, which displaced almost 2,000 residents. A host of other planning failures have plagued the community since

Today, the Eastwick Friends & Neighbors Coalition, as well as other community groups, are fighting for the right for local voices to be considered in local planning issues.

¹ “The Riches of Eastwick”, GridPhilly. September 7, 2012.

² Samantha Melamed, “City Seeks end to Troubles, 60-year Eastwick Urban Renewal Effort”, The Inquirer (October 16, 2015).

³ “The Riches of Eastwick”.



Eastwick, 2012 | Photographer, Dominic Mercier.



Eastwick community activist Earl Wilson stands at the edge of the elevated Darby Creek after heavy rains on Saturday, October 3rd, 2015 in Southwest Philadelphia. | (MICHAEL BUCHER / For the Inquirer).



Eastwick looking toward the center of Philadelphia | Eastwick Friends & Neighbors Coalition.



The Mill Creek Sewer is shown under construction at 47th Street and Haverford Avenue in 1883. Mill Creek once drained more than 4,500 acres of West Philadelphia | Courtesy of Philadelphia Water Department.



Implosion of Louis Kahn's Mill Creek Project Towers (Philadelphia: 2002.11.24).| Archinnet.com

Mill Creek “Collapsing Neighborhood (?)”

Between 1931 and 1962, the Mill Creek neighborhood became a typical victim of de-industrialization in the city. Hundreds of buildings were either condemned or collapsed due to the faulty sewer system beneath the streets. It then became a victim of redlining, the “practice of withholding mortgages in areas considered poor economic risks”.¹ In the 1950s, the city created an urban renewal project to construct affordable housing in the neighborhood; three towers designed by architect Louis Kahn in 1955. Towers, however, did not solve the larger social issues troubling the city and soon they became breeding grounds for crime and violence.

The housing project was razed in 2002, before it was left vacant for four years before. Not only were the buildings exploding with crime, but also the foundation and walls were collapsing from the underground stream. A new housing project was constructed in place of the towers; “ a mix of 700 row house rental units and affordable single-family homes”.² Although recently built and their outcome uncertain, the hope is that the new housing project will bring people and income back to the neighborhood as well as a sense of community ties.

¹ Monica Yant Kinney and Barbara Boyer, “ A Long, Painful Decline West Philadelphia’s Mill Creek has Suffered Neglect for Years. Residents Live in Fear of the Kind of Violence that Erupted Last Month”, *The Inquirer* (January 07, 2001).

² Jennifer Lin “PHA Opens New Public Housing in Mill Creek”, *The Inquirer* (April 28, 2011).



Melon Community Commons, August 1961. Richard Allen Homes visible in right background | Image courtesy of Center of Environmental Design Archive, University of California, Berkeley. Karl Linn Collection.



Richard Allen Homes | Library of Congress

This photograph shows three separate buildings, which contain four housing units each, and a small courtyard between each building. The original Richard Allen Homes buildings were demolished in 2003 to incorporate new individual housing units.

When Richard Allen Homes was completed in 1941, it offered 1,324 lower-income families an opportunity to live in decent housing. Many of original housing units are similar in design to the buildings pictured here in the early 1950s.

Poplar “Housing Renaissance”

With the advent of the Great Migration from the South to Northern cities, North Philadelphia demographics changed dramatically from being populated by European immigrants to mostly African-Americans. North Philadelphia also became the site of black civil rights in the city, which fought for better representation in the government, better working conditions, and the end of redlining practices.¹

“White flight” to the suburbs increased the decay of North Philadelphia, along with many neighborhoods in the city. In 1941, the city built the Richard Allen Homes (named after the founder of the African Methodist Episcopal Church), which were in response to the deteriorating social and economic values of the area. This project, along with other housing projects fell in disrepair and suffered the fate typical of mid-century public housing.

Recently, crime and violence has been reduced, thanks to the efforts of the Friends Housing Cooperative, which has allowed the neighborhood to revitalize its cultural and economic centers.

¹ David Amott, “North Philadelphia”, *The Encyclopedia of Greater Philadelphia*

"WE PLAN"

Chose the Participating Target Site based on Urban Renewal Implementation: **Society Hill, Eastwick, Mill Creek + Poplar**

Engaged with Community Organizations from the different neighborhoods:

Society Hill Civic Association
Eastwick Friends & Neighbors Coalition
The Civic House
Spruce Hill Community Association
Walnut Hill Community Association
Cedar Pak Neighbors
Powelton Village Civic Association

Designed the Community Oriented Charrette

Current Correspondence:

Patrick Grossi, Preservation Alliance for Greater Philadelphia -- Actively pursuing a Discovery Grant for a possible 2017 show based on 1947 "Better Philadelphia"

Pamela Hawkes, HSPV Fall 2015 Studio Coordinator -- Advice on direction of this individual project (focusing on the importance of social media in community interaction)

Greg Heller, Edmund Bacon Biographer, Ed Bacon Foundation -- Considering pairing with the Preservation Alliance as a advisor during the Grant application process

William Whitaker, The University of Pennsylvania Architectural Archives -- Advice on what to focus our show and grant application on

"YOU PLAN"

Participating Teams in each selected neighborhood completed their part of the task, which included:

Executing the **Living Design** Charette + The Opening Community Exhibition

Choosing the Best Design for Each Neighborhood

Beyond the Show:

We hope to facilitate a **conversation** between the community and professionals about what works in the city and what is currently not working in the city. From having the community participate from the beginning, the Better Philadelphia 2017 exhibition aspires to keep the conversation going about Philadelphia issues in planning and preservation.

“WE ALL PLAN”

As a collective whole, we, the professionals and the community, will create the permanent Living Design Document and living photo archive, #betterphiladelphia2017. After the initial opening exhibition, we will take steps to continue to track changes in the city.

Winning Projects

[Example of a winning project entries responding to the given deliverable + page template for future projects]

[PAGE TEMPLATE]

[Insert Winning Team Image]

[Insert 250 word essay]

EASTWICK

[Insert Winning Team Name]

What does the phrase, “A Better Philadelphia” mean to you ?

#betterphiladelphia2017 and beyond

“A Better Philadelphia” means a place where different types of people and neighborhoods could come together to live comfortably in their shared city. The city should be a place where we could see our beloved old buildings still standing, while also living closely with upcoming buildings of the future. I envision spaces where it is safe for me, my family, and friends to walk, bike, run, jog, etc.; accessing parts of the city that are usually closed off to pedestrians, but provide clues to how the city operates. I would like to be close to the city’s schools, churches, my office, the park, the rivers, and public transportation, and if I am not, the city will provide ways for me to easily get there. This may seem to be a lofty goal, but I think it is important that our city officials know that the city needs its people to be comfortable in order for it to achieve its highest potential. If the government officials only saw the community collaboration within my own neighborhood, they would start to understand that Philadelphians can work together to make the city better for the future. “A Better Philadelphia” involves asking the citizens what we want; we only want the best for our families, our neighbors, and the city. It is also involves consulting our ideas and developing them into planning solutions that are easily translated into the government sector of solving issues plaguing the city. I know I will see it in the near future.



(EXAMPLE IMAGES FROM PEOPLE LIVING IN PHILADELPHIA + PROJECTS SUBMITTED TO THE BETTER PHILADELPHIA CHALLENGE)

“Friends of Eastwick”

ABOUT PHILADELPHIA 2035

How “Better Philadelphia 2017” could contribute to the city-wide vision

Philadelphia 2035

“Philadelphia2035 is the city’s currently adopted Physical Development – or Comprehensive Plan. While a physical development plan looks far into the future, it deals with the projects, policies, and changes we need to start making today to create a more livable, healthy, and economically viable city in the future. Philadelphia2035 makes recommendations for actions that the Mayor, City Council, government agencies, and community partners can take to invest in neighborhoods and increase the city’s competitiveness in the global economy.

Broader policy recommendations were adopted as a first component of the Comprehensive Plan called the Citywide Vision (June 2011). Geographically specific recommendations are contained within District Plans, which are being prepared for every section of Philadelphia (2011 – 2017).”¹

Through engaging with the public meetings and event, we hope to have “Better Philadelphia 2017” be implemented as a integral part of the Philadelphia 2035 vision. The project has constant meetings with stakeholders and community members so this will allow us to not only to widen our support pool, but also connect with government officials and community organizations invested in making Philadelphia better.

¹ From the “Philadelphia 2035” homepage.



WHAT KIND
OF
PHILADELPHIA
ARE YOU
GOING TO
LEAVE
BEHIND ?

“BETTER PHILADELPHIA 2017” SOURCES CITED

Photos.

The Architectural Forum Magazine, December 1947 Issue

Archinet.com

“Better Philadelphia Challenge”, Philadelphia Center for Architecture

Boucher, Michael, Photographer

Eastwick Friends & Neighbors Coalition

Historical Society of Pennsylvania

Lambert, Amy (#betterphiladelphia2017)

Library of Congress

Mercier, Dominic, Photographer

Hammit, Nate (#betterphiladelphia2017)

Philadelphia Planning Commission

Philadelphia Water Department

Temple University Urban Archives and Libraries

University of California, Berkeley, Karl Linn Collection

University of Pennsylvania Architectural Archives, Edmund Bacon Collection

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PAST & PRESENT

RE-PHOTOGRAPHING BACON'S SOCIETY HILL

CHUHAN ZHENG | HSPV 701 | EDMOND BACON'S PHILADELPHIA

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ABOUT THIS PROJECT INCENTIVES & GOALS

By looking at two groups of photos from 1949 and 2015 at the cross of South 4th street and Spruce Street, what could you see? Even without explanations, I believe you may find many differences between them, such as the transformation from corner stores to fully residential uses on the first floor at northeast and southeast corners; the modern infills taking over the original building and gas station at northwest and southwest corners; and also the modifications of the architectural details to emphasize the federal characteristics of the buildings.

This is why I believe in the power of photography. It is effective to pass on most objective information, comparing to other types of illustration, to people without knowing many background knowledge. This is also way it has been a critical tool for documentation since the early 19th century when it was first invented. The evolution of photography in United States was always closely connected to the development of built environment. By using photography

as a medium and a communication tool, people celebrated their cities, proposed their incentives for social reform, criticized the wars and demonstrated changes brought by modernism.

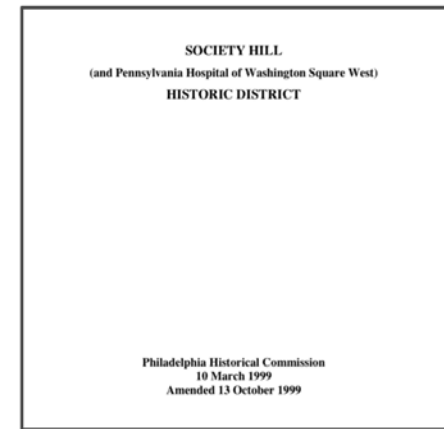
I hope to achieve three major goals in this project. First, this project is expected to support our group findings of character defining features by providing further supplementary photos for illustration. Second, by retaking and reverting the historic photographs from the most possible original angle, I hope to show and emphasize how Edmond Bacon changed the neighborhood and how his work during the urban renewal period was changed through time. Third, by using more accessible and manageable tool, such as an interactive website with sliders that could easily overlay and show the differences between past and present photos, this project is expected to benefit public knowledge of how Society Hill has been changed through time.

2 METHODOLOGY



IDENTIFY THE STUDY AREA

Since Society Hill is large and it is unrealistic to re-photograph photos for the entire neighborhood, choosing study area that could represent the essence characteristics of the neighborhood is therefore important. Society Hill is a distinctive neighborhood that tells stories of urban renewal in both Philadelphia and the nation. As we have discussed in the earlier section, the neighborhood is significant for a well-preserved collection of eighteenth and early nineteenth century federal style buildings and federal-era structures, as well as a unique mid-twentieth century redevelopment project during urban renewal period. In the Philadelphia Register of Historic Place in 1999, an increased



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Philadelphia Register of Historic Places for Society Hill (Right) and Inventory of Society Hill (Left), Philadelphia Historic Commission, 1999

number of 873 features, which included buildings, walls and fixtures, were listed as contributing. The buildings from the urban renewal era were specifically mentioned to be potentially considered as contributing the neighborhood as a historic district as soon as they reach their fifty years of ages. Therefore, in order to emphasize these two important portions of the neighborhood, which represent ideologies of Bacon during urban renewal for rehabilitating the historic building as well as employing modern architectures, I identified two study areas. One study area is the Society Hill Tower area, bounded by South Third Street on west, Dock Street on East, Walnut Street on north and Spruce Street on south. This area includes the high-rise towers that were constructed in mid-twentieth century as well as historical row houses that were rehabilitated during urban renewal. It

is an area shows the distinctive combination of modern high-rise and historic low-rise in Society Hill neighborhood. The other study area is the St. Peters Way area, bounded by South Third and Fourth Street on east and west, and Spruce and Pine Street on north and south. Greenway is an idea raised by Bacon to increase the walkability in the neighborhood and facilitate the interaction between pedestrians and historic fabrics. It is an important feature that defines today's Society Hill. Moreover, the Delancey Street in between Spruce and Pine Street is also been considered as the most representative street in Society Hill with its rubble roads, Franklin lamps, and rows of historical federal style houses. This study area will be the representative of a classic rehabilitated region with historical row houses, modern infill and implementation of greenways.

COLLECT HISTORIC PHOTOGRAPHS

Society Hill is a very well documented neighborhood comparing to majority of neighborhoods in Philadelphia. Especially before and after the redevelopment period, many photos were intentionally taken for documenting the incoming changes and implemented changes brought by urban renewal. The major resources for historic photographs are PhillyHistory.com and HABS. A collection of Bernie Cleff from 1987 was also found at the Athenaeum that could be used as a great reference to the mid point era in between the completion of urban renewal in early 1970s to present. Though this project has not included Cleff's photos for the photos were hard to be lined up with earlier historic photos during redevelopment era, this collection is definitely worth to be looked at as extended resources.

All the historic photos were chose intentionally to reflect the best possible character defining features of the neighborhood, such as the rehabilitated historic federal style row houses, the narrow cobblestone street with trees, the institutional buildings, the appearance of modern infill, the neighborhood's scale change around Society Hill Towers area, and etc.

SITE VISIT

There were in total five times of site visit in order to get the best quality of photos during different time of the day. The camera I used was Canon 60D with the lenses Canon EF 18-200mm f/3.5-5.6 and Canon EF 24-70mm f/2.8. I made spread sheets with thumbnails and brief information of historic photos by InDesign and used iPad for recording the retaken photo's number by each historic photo on site.

PROCESSING & ORGANIZING

All photos were carefully chosen and then organized by either "building" or "neighborhood" category according to the character defining features. This organizing process is going to be

further discussed later at the beginning of the "photos" section. Then in order to make the most character defining features are covered, I looked for more historic photos that could offer supplementary support to the existing photos and show different applications of same character defining features across the neighborhood. Then I returned for site visits and retook more photos. Sometimes, the same photo might needed to be took several times due to light issues and problems of fully overlaying.

FINAL PRODUCTS

The final products for this project are composed by two part, which are this "Past and Present" style book showing the photos in pairs and an interactive website powered by WIX that



Overlaying of historic photo from 1972 and present photo from 2015 by author.

could show the differences between historic and present photos more clearly by using the image slider tool. Both mediums are designed in the way that is friendly for people who either know or don't know about Society Hill to understand the changes that have happened in the neighborhood during time. As mentioned in the earlier sections about incentives and goals, I hope this project could use a comparatively objective way to communicate with public about changes in Society Hill during urban renewal and "Bacon's period" as well as changes since then.

3 PHOTO COMPARISONS

In this chapter, all the present photos are lined up with one or several historic photos in order to show changes through time by using the most straightforward way. The chapter is further divided into two sections, “Buildings” and “Neighborhood”. The “Building” section focuses mainly on the physical changes of architectures. These changes include, but not limited to: modification of architectural details for emphasizing the federal style, alternation of building to meet modern residential needs, implementations of modern infill and modern infrastructures from the redevelopment era, and changes of historic landmark building through time. Comparing to the “Buildings” section, “Neighborhood” section is presenting a bigger picture for changes in the neighborhood that are not limited to only physical changes. These changes include the transformation from a mixed-use neighborhood

to a residential dominated neighborhood with the elimination of retails, wholesale market and industries, the transformation of neighborhood’s scale by introducing the high-rise Society Hill Towers, the implementation of greenways and vegetation, as well as the repaving roads with cobblestone to emphasizing the historic characteristics of the neighborhood.

Only location information is given for each group of photos. I intentionally avoid any description or comments about any contents in the photographs in order to give readers the most neutral perspective for looking at the photos and thinking in their own. “Are these transformations of neighborhood led by Bacon good things or bad things?” Through comments for our group presentation of the studio, I realized that the answer to this question could be varied. On one hand,

Society Hill is a successful case of urban renewal project for creating a strong-identity neighborhood through rehabilitating historic buildings and incorporating modern building. The impression of unified and well-preserved federal style row houses in combine with the modern high-rise towers could be remembered for long time. On the other hand, the removal of markets, corner stores and industries is criticized for damaging the diversity of the neighborhood. Due to Jane Jacobs’ theory and social activities in 1970s, from today’s point of view people actually tend to prefer the diversity better than uniformity. The simplification of neighborhood’s function has greatly limited neighborhood’s potential for development. Moreover, the tendency of increasing density in the neighborhood is also threatening Society Hill’s future by possibly harming the existing uniformity and balanced

neighborhood’s scale. There are many reasons for Society Hill to become today’s Society Hill. While looking at the photos and distinguishing differences between them, it is also important to think about the reasons for these changes and how they have contributed to create today’s Society Hill.

324-330 SPRUCE STREET

MODIFICATION OF BUILDINGS TO EMPHASIZE FEDERAL ARCHITECTURAL DETAILS



1957



1968



2015

202 SPRUCE STREET



1961

MODIFICATION OF BUILDINGS TO EMPHASIZE FEDERAL ARCHITECTURAL DETAILS



2015

232 SOUTH 3RD STREET

MODIFICATION OF BUILDINGS TO EMPHASIZE FEDERAL ARCHITECTURAL DETAILS



1957



2015

209 SPRUCE STREET

MODIFICATION OF BUILDINGS TO EMPHASIZE FEDERAL ARCHITECTURAL DETAILS



1957



2015

226 SPRUCE STREET

MODIFICATION OF BUILDINGS TO SATISFY MODERN RESIDENTIAL NEEDS



1957



2015

Old Exchange Building, Dock & Walnut Street

HISTORIC LANDMARKS



1922



1960



2015

MAN FULL OF TROUBLES TAVERN, 125 SPRUCE STREET

HISTORIC LANDMARKS



1963



1965



2015

Neave House & Abercrombie House, Spruce & 2nd Street

HISTORIC LANDMARKS



1959



1959



1972



2015

309 DELANCEY STREET

MODERN INFILL



1968



2015

305 DELANCEY STREET

MODERN INFILL



1911



2015

318 DELANCEY STREET

MODERN INFILL



1960



2015

248-252 3RD STREET

MODERN INFILL



1957



2015

S 3RD STREET & LOCUST STREET VIEWING EAST

MODERN DEVELOPMENT



1972



2015

S 4TH STREET & SPRUCE STREET, 1949 & 2015

CHANGING NEIGHBORHOOD'S FUNCTION



NORTHEAST CORNER



SOUTHEAST CORNER

S 4TH STREET & SPRUCE STREET, 1949 & 2015

CHANGING NEIGHBORHOOD'S FUNCTION



NORTHEAST CORNER



SOUTHWEST CORNER

S 3TH STREET & DELANCEY STREET

CHANGING NEIGHBORHOOD'S FUNCTION



1957



2015

NORTHEAST CORNER



1957



2015

SOUTHEAST CORNER

S 3TH STREET & DELANCEY STREET

CHANGING NEIGHBORHOOD'S FUNCTION



1960

SOUTHWEST CORNER



2015

SOUTHWEST CORNER

310 SPRUCE STREET

CHANGING NEIGHBORHOOD'S FUNCTION



1939



2015

410 PINE STREET

CHANGING NEIGHBORHOOD'S FUNCTION



1939

PAST & PRESENT | REPHOTOGRAPHING BACON'S PHILADELPHIA



2015

PAST & PRESENT | REPHOTOGRAPHING BACON'S PHILADELPHIA

232 SPRUCE STREET

CHANGING NEIGHBORHOOD'S FUNCTION



1957



2015

WALNUT & DOCK STREET VIEWING SOUTH

CHANGING NEIGHBORHOOD'S SCALE



1953



2015

DOCK & SOUTH FRONT STREET VIEWING WEST

CHANGING NEIGHBORHOOD'S SCALE



1955



2015

309 DELANCEY STREET

IMPLEMENTATION OF PARKS & GREENWAY



1960



2015

318 DELANCEY STREET

IMPLEMENTATION OF PARKS & GREENWAY



1959



2015

ST. PETERS WAY

IMPLEMENTATION OF PARKS & GREENWAY



1966



2015

S 3RD STREET & LOCUST STREET VIEWING EAST

GROWING VEGETATION THROUGH TIME



1972



2015

324 SPRUCE STREET

SIDEWALK AND STREET



1949



2015

4 WEBSITE <http://chuhanzheng.wix.com/pastnpresent>

HOME PHOTOS ABOUT

PAST & PRESENT
Society Hill Re-Photography



Comparing to the book, an interactive website is a more engaging tool. First, by using the sliders, readers could determine the percentages of the overlay and find out how the differences between past and present photos more easily. Moreover, brief descriptions for Edmond Bacon and story of Society Hill are also available online for people to get some background knowledge about the neighborhood and this project. The website is a very handy tool for the public to get a brief idea about how Society Hill has changed through time by using specific photo examples.



I would like to thank my dear Bacon's group and our professor Pamela Hawks for their great and encouraging support on this project.

I would also like to thank John Stamets and Francesca Ammon, who taught me to understand the power of photography, which became my first incentive of creating the re-photography project as my individual project.

Chuhan Zheng
Dec. 2015
Philadelphia

Appendix 2

C - Preservation, a Dialogue in Modernity

Joseph Mester

PRESERVATION, A DIALOGUE IN MODERNITY

Preservation is the act to protect something from harm, damage, or danger. Edmund N. Bacon (1910-2005) and Charles E. Peterson (1906-2004) agreed on preservation's importance in the redevelopment of Philadelphia after World War II. However, they approached preservation as practitioners in a burgeoning field with different ideologies and understandings of how it was or was not to be applied in Philadelphia during the era of Urban Renewal.

The object of this individual project, a kin to the Bacon's Philadelphia studio, is to begin the re-evaluation process of the historic preservation methodologies that crafted the internationally significant Society Hill neighborhood and its ramifications as a prototype in neighborhood-scale preservation planning in the United States.¹ This opportunity, as identified in the studio's SWOT analysis included in this report, is part of a continuing effort to develop a historical

understanding of the decisions, both effective and well-intended, made in the name of historic preservation.²

This examination of mid-twentieth century preservation decision-making can also address an additional opportunity, as identified in the studio's SWOT analysis, to tell the untold stories of urban renewal within Society Hill. The main thrust of this effort should be focused on the personal stories of resettlement to allow for the transformation of the industrial-commercial-residential 5th ward deemed unbecoming into the middle-to-upper class residential enclave known as Society Hill. However, the work of Charles E. Peterson remains a footnote within the current scholarship of Society Hill. Peterson's untold contributions to the crafting of preservation policy and practice within Society Hill should be told in tandem to Bacon's urban design philosophy.

Outside of pursuing academic writing, a way to convey this tandem narrative of Bacon and Peterson is through a Socratic dialogue. This

¹ Laura M. Spina and Elizabeth Harvey, "Society Hill (and Pennsylvania Hospital of Washington Square West) Historic District" (nomination, Philadelphia Register of Historic Places, Philadelphia Historical Commission, 1999); George E. Thomas, "Society Hill Historic District" (nomination, National Register of Historic Places, National Park Service, 1987); Global Philadelphia Association, "The Case for Philadelphia as a World Heritage City" (April 28, 2014), <https://globalphiladelphia.org/sites/globalphiladelphia.org/files/PWHC-2014-12.pdf> (accessed December 15, 2015); Organization of World Heritage Cities, "Philadelphia, United States," <http://www.ovpm.org/en/cities/philadelphia> (accessed December 15, 2015); Tricia L. Nadolny, "Philadelphia Selected as World Heritage City," November 8, 2015, Philadelphia Inquirer, http://articles.philly.com/2015-11-08/news/68091029_1_world-heritage-city-sister-cities-global-philadelphia-association (accessed December 17, 2015);



Charles E. Peterson (at center), 1931. Courtesy of the National Park Service, http://www.nps.gov/parkhistory/online_books/hih/great_smoky_mtns/great_smoky_mtns8.htm.

fictionalized dialogue will be distilled from the assertions and propositions recorded in interviews and their writings. Much like Camillo Boito's late-nineteenth century, Socratic dialogue between two preservationists dictated the centrality of material authenticity in light of Viollet-le-Duc, this dialogue will be useful to academics and students in historic preservation to understand the theories of preservation as they transformed in the twentieth century.³For a broader readership, the discourse could be composed in call-and-response style posts on a blog.

Project Requirements

The research necessary to compose this dialogue between Bacon and Peterson is expansive. With the availability of published materials being somewhat indicative of the personalities of the two men. Bacon was the boisterous showman, in comparison to the reserved Peterson.⁴ Bacon's story is readily known through the wide readership of his works, especially *Design of Cities*, and through the biographical works penned by the likes of Madeline Cohen and Gregory Heller.⁵ Peterson, on the other hand, did not publish a manifesto as Bacon had with *Design of Cities*, instead he composed articles that appeared in professional journals like *APT Bulletin* and *Journal of the Society of Architectural Historians*.

To date, there are no biographical works detailing the life of Peterson.

For more nuanced and personal reflections on specific topic, the archival records linked to both individuals must be consulted. These collection are numerous and in various statuses of organization. The collection of Bacon at the University of Pennsylvania's Architectural Archives are filled with notes, communications, and drafts of publications by Bacon with the ephemera of his Philadelphia City Planning Commission tenure housed at Philadelphia's City Archives. Peterson's papers are located at the University of Maryland and unfortunately the 500 boxes are unprocessed.⁶

James Marston Fitch, *Historic Preservation: Curatorial Management of the Built World* (1982; repr., Charlottesville: University of Virginia Press, 1990), 41, 49-81.

- 2 Max Page and Randall Mason, ed., *Giving Preservation a History: Histories of Historic Preservation in the United States* (New York: Routledge, 2004); Daniel Bluestone, *Buildings, Landscapes, and Memory: Case Studies in Historic Preservation* (New York: W.W. Norton, 2011).
3. Camillo Boito and Cesare Birignani, "Restoration in Architecture: First Dialogue," *Future Anterior* 6, no. 1 (Summer 2009): 68-83.
4. Various conversations with David DeLong and Frank Matero, fall 2015.
5. Edmund N. Bacon, *Design of Cities* (New York: Viking Press, 1967); Madeline L. Cohen, "Postwar City Planning in Philadelphia: Edmund N. Bacon and the Design of Washington Square East" (PhD diss., University of Pennsylvania, 1991); Gregory L. Heller, *Ed Bacon: Planning, Politics, and the Building of Modern Philadelphia* (Philadelphia: University of Pennsylvania Press, 2013).

6. “Edmund Norwood Bacon, A Finding Aid for Papers, 1940-1970,” collection 095, Architectural Archives, University of Pennsylvania, Philadelphia; “Edmund Norwood Bacon, A Finding Aid for Papers, 1910-2005,” collection 292, Architectural Archives, University of Pennsylvania, Philadelphia; “City Planning Commission,” record group 145, Philadelphia City Archives, (continued) (continued) <http://www.phila.gov/phils/Docs/Inventor/graphics/agencies/A145.htm> (accessed December 17, 2015); “Charles E. Peterson Papers,” Special Collections, University of Maryland Libraries, <http://hdl.handle.net/1903.1/1459> (accessed December 17, 2015).

7. Alexander Garvin, “Philadelphia’s Planner: A Conversation with Edmund Bacon,” *Journal of Planning History* 1, no. 1 (February 2002): 58.

8. Edmund N. Bacon, “Redevelopment and Architectural Design,” May 15, 1952, Edmund Norwood Bacon

Biographical Sketches

With a thorough vetting of materials, brief biographical studies will be conducted to provide valuable insight into the dialogue between Bacon and Peterson. Excerpts from those studies are incorporated below:

Edmund N. Bacon, Philadelphia-born, served as the Executive Director of the Philadelphia City Planning Commission from 1949 to 1970.⁷ Bacon’s Commission certified sections of Philadelphia for Redevelopment during Urban Renewal a task he believed Philadelphia could be “a healthy organism” again. The “Philadelphia Way” of urban renewal was intentionally not the evisceration of complete neighborhoods as performed by his contemporaries in other U.S. cities.⁸ This strategy of “clearing slums with penicillin, not surgery” was influential in creating the plan that came to fruition in Philadelphia and personified in Society Hill.⁹ Bacon’s grit was off-putting to some of his contemporaries, but it

enabled him to bring about change in Philadelphia with a harmonious interaction of historic and mid-century Modernism, which earned him the moniker, “Father of Modern Philadelphia.”¹⁰

Charles E. Peterson, the lesser known of the pair, worked as an architect for the National Park Service from 1929 to 1962.¹¹ His influence as an advocate for historic preservation spanned the United States Peterson’s projects included new design at Independence National Historic Park and the restoration of numerous historic structures owned by the National Park Service.¹² Much like Bacon, Peterson believed Philadelphia should also be restored to health, but through the lens of “careful study [and reuse] of the old buildings.”¹³ Peterson most memorable accomplishment was the creation of the Historic American Building Survey in 1933. He argued that,

Our architectural heritage of buildings from the last four centuries diminishes daily at an alarming rate. The ravages of fire and the natural elements together with the demolition and alterations caused by real estate “improvements” form an inexorable tide of destruction destined to wipe out the great majority of the buildings which knew the beginning and first flourish of the nation.¹⁴

This sentiment was influential in the plans and events that brought Philadelphia’s iconic Society Hill to fruition out of which he garnered admiration as the “Father of Modern Restoration.”¹⁵

Edmund N. Bacon, 1962. Courtesy of the Edmund N. Bacon Collection, Architectural Archives, University of Pennsylvania.



Collection, 095.70, Architectural Archives, University of Pennsylvania, Philadelphia; “The Philadelphia Cure: Clearing Slums With Penicillin, Not Surgery,” *Architectural Forum* 96, no. 4 (April 1952): 112-119.9. “The Philadelphia Cure,” 112-119.

9. “Edmund Bacon: The First Citizen Giving Thanks to the Father of Modern Philadelphia,” *Philadelphia Inquirer*, October 17, 2005, http://articles.philly.com/2005-10-17/news/25441850_1_edmund-bacon-philadelphia-planning-director.

10. Gayle Ronan Sims, “Charles E. Peterson, 97, Preservationist,” August 20, 2004, http://articles.philly.com/2004-08-20/news/25393190_1_historic-preservation-historic-properties-national-park-service.

11. The continued re-writing of INHP has all but erased Peterson’s designs. Stephan Salisbury, “Society Hill Emerged Amid Tumultuous Times,” March 17, 2004, http://articles.philly.com/2004-03-17/news/25384466_1_society-hill-redevelopment-window.

12. The continued re-writing of INHP has all but erased Peterson’s designs. Stephan Salisbury, “Society Hill Emerged Amid Tumultuous Times,” March 17, 2004, http://articles.philly.com/2004-03-17/news/25384466_1_society-hill-redevelopment-window.

13. Charles E. Peterson, FAIA, Godfather of Historic Preservation, 1906-2004,” *AIArchitect* (August 2004), http://info.aia.org/aiarchitect/thisweek04/tw0827/0827obit_peterson.htm; Tom Ferrick, Jr., “He Gave New Life to What Was Old,” *Philadelphia Inquirer*, September 8, 2004; “Society Hill a Nightmare, Park Aid Says,” *Philadelphia Sunday Bulletin*, January 14, 1962.

14. Italics added by author. Charles E. Peterson, “The Historic American Building Survey Continued,” *Journal of the Society of Architectural Historians* 16, no.3 (October 1957): 29-31. See also, John A. Burns, ed., *Recording Historic Structures*, 2nd ed. (Hoboken, NJ: John Wiley & Sons, 2004), 3.

15. Constance Greiff, “In Memory of Charles E. Peterson, 1906-2004,” *APT Bulletin* 37, no. 1 (2006): 3.

Vignette from the Dialogue

The biographical sketches in conjunction with the assembled documentary record will give rise to the talking points of the Socratic dialogue.

Below is a portion of such an exchange:

Peterson: Ed, you have said the Pei Towers or Hopkinson House are sympathetic to the early American houses of Society Hill. Yet, I feel that they degrade and overshadow their smaller neighbors.¹⁶

Bacon: The differences in scale clearly define our Modern period of intervention. And, provide points of reference for the pedestrian to find their way through the narrow streets established by Penn and maintained by our actions. We refrained from the use of super-blocks to preserve the walkability of our city.¹⁷

Peterson: I will cede you the period of intervention argument. But, you destroyed many Colonial masterpieces to make way for those concrete towers.¹⁸

Bacon: I will counter with National Park Service clearing city blocks around Independence Hall to create a park in the name of historic preservation. Does the passerby or posterity know that Independence Hall was once integrated into the urban fabric of Philadelphia or will it only be remembered as being set aside as world-renowned monument buffered by grass? Grass that has only been growing for 50 years.¹⁹

Conclusion

These varied understandings of preservation stem from the way in which Bacon and Peterson interpreted the historic built environment. Both believed that conserving the old structures of neighborhoods were essential to maintain a continuity of life, but how the tools of the restorationist were employed divided them. These important divergent thinkers were engaged in crafting a nationally relevant preservation methodology that is still in practice today. As a result, there is a regular call for a new preservation paradigm out of which the preservation field should operate. The only way for a new model of preservation to emerge is to hone our understanding of the nuanced development of the field in the middle of the twentieth century. This dialogue would serve as a tool towards that goal.

16. “Society Hill a Nightmare, Park Aid Says,” *Philadelphia Sunday Bulletin*, January 14, 1962.

17. “The Philadelphia Cure,” 112-119.18. “Society Hill a Nightmare, Park Aid Says,” *Philadelphia Sunday Bulletin*, January 14, 1962.

19. Edmund Bacon, transcript of interview with Eleanor Prescott, January 30, 1970, Edmund N. Bacon Research Collection, 278.I.96, Architectural Archives, University of Pennsylvania, Philadelphia.

Modernism Between the Colonial

A self-guided walking tour through Society Hill



Grace Meloy
Individual Project
HSPV 701 | Bacon Studio
Fall 2015

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Appendix A - The Tour Pamphlet References

Introduction



For my individual project, I have designed a self-guided walking tour through Society Hill that focuses on the Modern infill construction. Thus, instead of focusing on the landmark Modern structures, like the Society Hill Towers by I.M. Pei or Hopkinson House by Stonorov and Haws, this tour focuses on the less well known Modern row houses sprinkled throughout the neighborhood. These row houses are important evidence of the Redevelopment Period's presence in Society Hill, which truly created the concept of Society Hill. Moreover, these row houses are excellent examples of sensitive contemporary design within a historic context and should be studied to understand what makes them successful. Still, the aesthetic that these structures contribute to Society Hill is maybe not appreciated by everyone. It is the aim of this tour to not only enhance the significance of these structures and Modern architecture within Society Hill but to also help visitors to and residents of the neighborhood to more critically evaluate and judge these Modern row houses. Through such critique, the tour is meant to help visitors and residents consider how these structures contribute to the character of Society Hill. Indeed, even the title of the tour, "Modernism Between the Colonial" plays off of the "Colonial" image of Society Hill, or rather the romanticized image of Society Hill as a collection of well-preserved 18th and 19th century row houses, to call into question what defines Society Hill.

The Product

For the tour, I have designed a an 11x17 tour pamphlet (see Appendix A), as well as an online tour using YouVisit.com. The tour pamphlet provides more background information, while the online tour talks more about the individual buildings and what is known about the architects. Consequently, ideally the two resources would be used together. Ultimately, I decided to design a tour using external sources (rather than markers in the landscape) because of the perceived resistance that placing markers in this neighborhood would receive from the community members.

Preferably, the tour pamphlet PDF and the link to the online tour would be available on relevant websites like the Preservation Alliance's Society Hill website page under "Resources" or the Preservation Alliance's Self-Guided Walking Tour website page:

Society Hill page:

<http://www.preservationalliance.com/explore-philadelphia/philadelphianeighborhoods/society-hill/>

Self-Guided Walking Tours page:

<http://www.preservationalliance.com/explore-philadelphia/self-guided-walking-tours/>

The online tour may be accessed by visiting YouVisit.com at this link:

http://www.youvisit.com/tour/grace.meloy/modernism_between_the_colonial

The Product

The tour pamphlet is divided into numerous sections:

The Front of the Pamphlet

- Modern Architecture
- Modern Architecture in Philadelphia
- Louis Kahn and the Philadelphia School
- Ornamentation and Robert Venturi
- Modern Architecture in Society Hill
- Bacon's Vision
- New Construction Design Guidelines

The Back of the Pamphlet

- The Tour
- The Buildings
- Modern Row Houses on the Inside
- Shared Design Characteristics
- Other Character-Defining Features



This report will elaborate on these different sections and provide explanations about the thought-process behind the decisions for the tour. The hope is that the tour will provide a good introduction to an interesting story and important ideas about designing in historic settings. Additionally, this report will briefly explain the functions of the online tour and present the content that is present in the online tour, which gives a more in-depth analysis of each row house using the format of the website.

TOUR PAMPHLET - FRONT

MODERN ARCHITECTURE



Wainwright Building, Adler & Sullivan (1891)

Beginning at the end of the nineteenth century, architects in America began to question the styles that relied so heavily on historical European traditions and had been employed in America since the nation's conception. In search of a new style, American architects, such as H.H. Richardson and Louis Sullivan, began playing with the abstraction of traditional styles.

At the beginning of the twentieth century, European architects also began considering what a new style could look like, and as WWII drew near, both American and European architects understood the necessity to break with the past and find a new architectural expression. The Bauhaus was famously founded in Germany in 1919 to develop this new style of design.

MODERN ARCHITECTURE IN PHILADELPHIA

LOUIS KAHN AND THE PHILADELPHIA SCHOOL

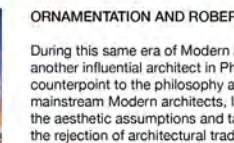
Modern architecture in Philadelphia was greatly influenced by Louis Kahn and his work at the Design School at the University of Pennsylvania, as well as other architects, such as Oskar Stonorov, Mitchell/Giurgola Architects, who designed some of the row houses in Society Hill, was also an extremely important firm during this period.



Richard Medical Research and Biology Building, Louis Kahn (1957-1964)



The Bauhaus Building, Walter Gropius (1925-1926)



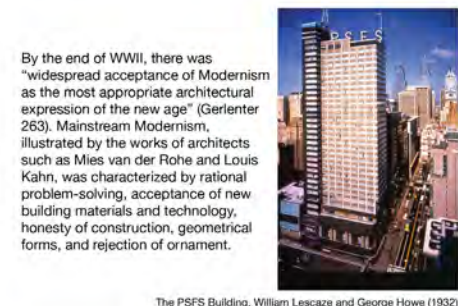
Eberhart House, Louis Kahn (1964)



Mackley Apartments, Oskar Stonorov (1933-1935)

ORNAMENTATION AND ROBERT VENTURI

During this same era of Modern architecture, Robert Venturi, another influential architect in Philadelphia, presented an interesting counterpoint to the philosophy and designs associated with the more mainstream Modern architects, like Louis Kahn. Venturi "objected to the aesthetic assumptions and tastes of Modernist architecture" and the rejection of architectural tradition (Gerlenter 284). Through his designs, Venturi tried to express the conflicting "wants" of architecture and integrate ornament inspired by historic precedent and the surrounding context ("Wanting to Be: The Philadelphia School" 152).



The PSFS Building, William Lescaze and George Howe (1932)



Crown City Shopping Mall, Mies van der Rohe (1956)



Vanna Venturi House, Robert Venturi (1962-1965)

The Vanna Venturi House, pictured above, in many ways deviates from what mainstream Modern architects were designing. Venturi reintroduces, in a very abstract way, the idea of the gable (the triangle on which a roof is usually built), as well as the chimney, which almost comically large in this design. He also integrates an arch over the doorway, a feature seen throughout Society Hill.

MODERN ARCHITECTURE IN SOCIETY HILL

BACON'S VISION

Society Hill exemplifies one of the most important components of Bacon's ideology: the city is a living organism and sick areas should be treated rather than amputated. In other words, as seen in Society Hill, Bacon did not promote wholesale demolition of areas that were determined to be blighted. Instead, Bacon envisioned for Society Hill rehabilitation of existing structures and integration of new buildings within this historic fabric. Significantly, Bacon encouraged infill to be designed in the Modern style, as opposed to promoting reconstruction or Colonial Revival style designs, thereby honestly marking the Redevelopment Authority's impact on the landscape and creating a much richer neighborhood character.

On Delancey Street--quintessential Society Hill--there are numerous Modern row houses. How do you think they contribute to the character of Society Hill?



NEW CONSTRUCTION DESIGN GUIDELINES

The guidelines put forth by the Redevelopment Authority for new construction in Society Hill were very minimal. In fact, the guidelines really only focused on:

Height
Maintain the three story row house height

Frontage
The frontage of the new row houses should maintain the width of the traditional row houses--18 to 22 ft.

Floor and Cornice heights
"Every effort should be made to avoid radical changes of floor and cornice heights in order to maintain reasonable dignity in the street facades"
(Washington Square East Report, 18)

The designs created for the Modern infill would ultimately be approved by the Redevelopment Authority's Advisory Board of Design.



Self-guided walking tour around Society Hill to see the Modern row houses



MODERNISM BETWEEN THE COLONIAL

RESOURCES

For more information about the individual Modern row houses, visit the online tour of Modernism Between the Colonial at http://www.youvisit.com/tour/grace.meloy/modernism_between_the_colonial

If you want to learn more about Society Hill, its history and its architecture, the following resources will serve as a good place to start.

MID-CENTURY MODERN

Preservation Alliance's Mid-Century Modern initiative: <http://www.preservationalliance.com/what-we-do/midcentury-modern-initiative/>

Preserving Modern Architecture by Theodore H.M. Prudon, FAIA

Louis Sauer: The Architect of Low-rise High-density Housing by Antonio Saggio

"Wanting to Be: The Philadelphia School" in *Progressive Architecture* (April 1961) by Jan C. Rowan

SOCIETY HILL

Society Hill Civic Association: <http://societyhillcivic.org/>

National Register Nomination: <http://focus.nps.gov/pdfhost/docs/nrhp/text/71000065.pdf>

Preservation Alliance: <http://www.preservationalliance.com/explore-philadelphia/philadelphia-neighborhoods/society-hill/>

The Encyclopedia of Greater Philadelphia: <http://philadelphiaencyclopedia.org/archive/society-hill/>

TOUR PAMPHLET - FRONT

Modern Architecture

Beginning at the end of the nineteenth century, architects in America began to question the styles that relied so heavily on historical European traditions and had been employed in America since the nation's conception. In search of a new style, American architects, such as H.H. Richardson and Louis Sullivan, began playing with the abstraction of traditional styles.

At the beginning of the twentieth century, European architects also began considering what a new style could look like, and as World War II drew near, both American and European architects understood the necessity to break with the past and find a new architectural expression. The Bauhaus was famously founded in Germany in 1919 to develop this new style of design.

By the end of WWII, there was "widespread acceptance of Modernism as the most appropriate architectural expression of the new age."¹ Mainstream Modernism, illustrated by the works of architects such as Mies van der Rohe and Louis Kahn, was characterized by rational problem-solving, acceptance of new building materials and technology, honesty of construction, geometrical forms, and rejection of ornament.

¹ Gelernter, Mark, *A History of American Architecture: Buildings in Their Cultural and Technological Context*, (Hanover: University Press of New England, 1999), 263.



IMAGE 1

TOUR PAMPHLET - FRONT

Modern Architecture

For all of the sections in the pamphlet, it was important to keep explanations brief. There were two reasons: keep the content manageable within an 11x17 format with images and not to overwhelm the tour participant in information. My intention for the Modern architecture section is to introduce the "why" of Modern architecture: why was it important to come up with this style? Why did architects not continue to use traditional styles, like Neo-Classical, Greek Revival, Colonial Revival, etc.?

Additionally, I wanted to introduce the principle characteristics of Modern architecture and the concept of "mainstream" Modern architecture, for this helps to set up the idea that there were numerous visions of Modern architecture.



IMAGE 2

TOUR PAMPHLET - FRONT

Modern Architecture in Philadelphia



IMAGE 3

LOUIS KAHN AND THE PHILADELPHIA SCHOOL

Modern architecture in Philadelphia was greatly influenced by Louis Kahn and his work at the Design School at the University of Pennsylvania, as well as other architects, such as Oskar Stonorov. Mitchell/Giurgola Architects, who designed some of the row houses in Society Hill, was also an extremely important firm during this period.

Louis Kahn's design philosophy centered on the concept that "architecture is a thoughtful making of spaces" and the universality of form realized through the subjectivity of design.² Moreover, his designs, which are characterized by geometrical forms and spaces, aim to create spaces "that are expressive of the use to which they will be put, and that will evoke an emotional response in those who enter them."³

² Rowan, Jan C., "Wanting to Be: The Philadelphia School," *Progressive Architecture* (April 1961), 132.

³ Ibid.

TOUR PAMPHLET - FRONT

Modern Architecture in Philadelphia



IMAGE 4



IMAGE 5

Because Philadelphia is the setting in which Society Hill is being designed, it is important to talk about what was happening in Modern architecture in this city. Modern architecture in Philadelphia was strongly influenced by Louis Kahn, in part because he was a professor at the School of Design at the University of Pennsylvania, teaching the future architects of Philadelphia his design philosophy. The designs that Kahn envisioned are more consistent with what people tend to associate with Modern architecture: the use of Modern materials, such as concrete; orthogonal planes; and repetitive modules. Still, Kahn often integrated more traditional materials, such as wood and brick, into his designs, creating an interesting mixture of textures.

TOUR PAMPHLET - FRONT

Modern Architecture in Philadelphia

ORNAMENTATION AND ROBERT VENTURI

During this same era of Modern architecture, Robert Venturi, another influential architect in Philadelphia, presented an interesting counterpoint to the philosophy and designs associated with the more mainstream Modern architects, like Louis Kahn. Venturi “objected to the aesthetic assumptions and tastes of Modernist architecture” and the rejection of architectural tradition.⁴ Through his designs, Venturi tried to express the conflicting “wants” of architecture and integrate ornament inspired by historic precedent and the surrounding context.⁵

The Vanna Venturi House, pictured below, in many ways deviates from what mainstream Modern architects were designing. Venturi re-introduces, in a very abstract way, the idea of the gable (the triangle on which a roof is usually built), as well as the chimney, which is almost comically large in this design. He also integrates an arch over the doorway, a feature seen throughout Society Hill.

⁴ Gerlenter, *A History of American Architecture*, 284.

⁵ Rowan, “Wanting to Be: The Philadelphia School,” 153.

TOUR PAMPHLET - FRONT

Modern Architecture in Philadelphia

Very significant to the story of Modern architecture in Philadelphia is Robert Venturi because he provided such a strong counterpoint to what architects like Louis Kahn were proposing and designing. Particularly in analyzing the designs of the Modern row houses it is important to understand this range of perspectives because their influence is very apparent.



IMAGE 6

TOUR PAMPHLET - FRONT

Modern Architecture in Society Hill



BACON'S VISION

Society Hill exemplifies one of the most important components of Bacon's ideology: the city is a living organism and sick areas should be treated rather than amputated. In other words, as seen in Society Hill, Bacon did not promote wholesale demolition of areas that were determined to be blighted. Instead, Bacon envisioned for Society Hill rehabilitation of existing structures and integration of new buildings within this historic fabric. Significantly, Bacon encouraged infill to be designed in the Modern style, as opposed to promoting reconstruction or Colonial Revival style designs, thereby honestly marking the Redevelopment Authority's impact on the landscape and creating a much richer neighborhood character.



On Delancey Street--quintessential Society Hill--there are numerous Modern row houses. How do you think they contribute to the character of Society Hill?

TOUR PAMPHLET - FRONT

Modern Architecture in Society Hill

A discussion about Bacon's vision for Society Hill is extremely important because it orients the discussion about the Modern row houses around not only their design but also their broader significance within the story of Society Hill's redevelopment. Moreover, it is important to emphasize the radicalness of integrating Modern construction within historic fabric. In this section, I also introduce the question of how these Modern structures contribute to the character of Society Hill as the reader moves into the next section about the new construction design guidelines put forth by the Redevelopment Authority. The intention of this placement is that the reader will be thinking a little about character as they learn about the design guidelines.

TOUR PAMPHLET - FRONT

Modern Architecture in Society Hill

NEW CONSTRUCTION DESIGN GUIDELINES

The guidelines put forth by the Redevelopment Authority for new construction in Society Hill were very minimal. In fact, the guidelines really only focused on:

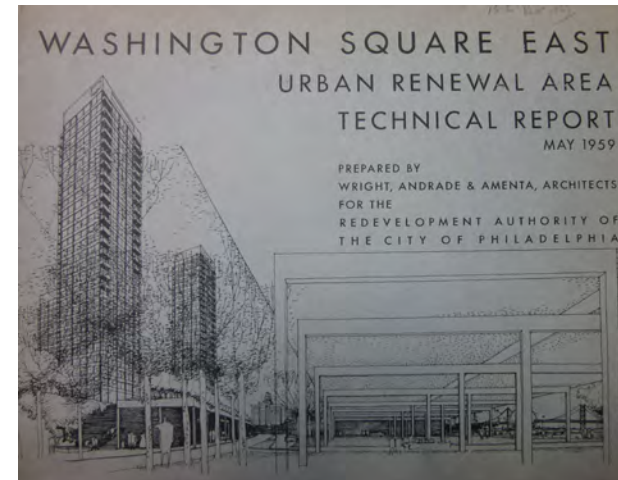
Height - Maintain the three story row house height

Frontage - The frontage of the new row houses should maintain the width of the traditional row houses: 18 to 22 ft.

Floor and Cornice heights

“Every effort should be made to avoid radical changes of floor and cornice heights in order to maintain reasonable dignity in the street facades” (Washington Square East Report, 18)

The designs created for the Modern infill would ultimately be approved by the Redevelopment Authority’s Advisory Board of Design.



TOUR PAMPHLET - FRONT

Modern Architecture in Society Hill

In order to consider the designs of these row houses, it is extremely important to understand the guidelines under which they were designed. This section of the pamphlet is dedicated to explaining what these were, as well as highlighting the fact that there were really only three guidelines. Moreover, by adding the last quote about floor and cornice heights, my hope is that readers will be confused, proving the point that this guideline is very vague and up for interpretation. Similarly, in the “Shared Design Characteristics” section, the reader should question the contradictions presented, such as the row houses that are wider than the traditional row house. Thus, this section should make it clear that given the minimal and vague guidelines, there was the potential for a variety of designs, as well as potential for going around the guidelines.

TOUR PAMPHLET - BACK

TOUR PAMPHLET - BACK

The Tour

THE TOUR

SHARED DESIGN CHARACTERISTICS

OTHER CHARACTER-DEFINING FEATURES

Beyond the Modern row houses, there are also Modern *courts* within Society Hill, like Bingham Court (right) and Lawrence Court, that consist of a designed cluster of row houses oriented around a central courtyard space. These courts were constructed during the redevelopment period in areas where the previous row houses were deemed too blighted for rehabilitation.

While row houses are the predominant building type in Society Hill, there are also numerous *institutional buildings*, like St. Peter's Church (right). These buildings form landmarks within the neighborhood, and, like the Society Hill Towers, help people navigate through Society Hill.

Bacon was very interested in and concerned with how pedestrians move through cities. For Society Hill, he envisioned a network of "greenways" that would help residents and visitors more easily move through the neighborhood. These greenways, which often bisect blocks in Society Hill, are typically characterized by wider brick paths lined with trees and bushes and public art.

541 Pine Street
c. 1970

417 Pine Street
Giovanni Cosco, c. 1973

415 Spruce Street
c. 1960

320 S. 4th Street
Stonorov and Haws, 1968

307 Delancey Street
Adolf DeRoy Mark, 1973

304 Delancey Street
William E. Cox, 1970

235-237 Delancey Street
James N. Kise and Roland Davies, 1970

228 Delancey Street
Mitchell/Giurgola Associates and Roy Vollmer, c. 1970

206-212 Delancey Street
Hassinger & Schwam, c. 1970

127 Pine Street
Louis Sauer, 1966

MODERN ROW HOUSES ON THE INSIDE

127 Pine Street
Designed by Louis Sauer, the interior of this row house is very intricate. There is a large interior courtyard, and the section (bottom) reveals dramatic spaces created by diagonal planes.

417 Pine Street
Designed by Giovanni Cosco, the interior of this row house is more traditionally inspired, including fireplaces and a variation on winder stairs.

These row houses are important because they are evidence of the redevelopment period, which created Society Hill. They also demonstrate the variations on the Modern style. Some designs are more consistent with more mainstream Modern architecture, while others demonstrate the influence of architects such as Venturi and a more complicated relationship to the historic fabric.

Finally, these row houses are significant because they are examples of good contemporary design within a historic setting. While you should judge the success and aesthetic appeal of the individual row houses, it is clear that the designs are sympathetic to their surroundings and certainly attempted to create a harmonious and attractive environment.

On the back of the pamphlet, I provide a map that marks not only the location of the buildings on the tour but also the boundary that we have identified through this studio as defining Society Hill and a proposed path to look at the Modern row houses. I chose ten buildings based on their variety of designs, architects, and location. Significantly, I chose numerous buildings on Delancey Street, which to many is a quintessential Society Hill street, to further provoke visitors and residents to reconsider what defines the character of Society Hill given the number of Modern row houses on this street. Moreover, I chose this path to point out other character-defining features in Society Hill, such as the Modern court developments, the institutional buildings, and the greenways.

TOUR PAMPHLET - BACK

The Buildings

These row houses are important because they are evidence of the redevelopment period, which created Society Hill. They also demonstrate the variations on the Modern style. Some designs are more consistent with more mainstream Modern architecture, while others demonstrate the influence of architects such as Venturi and a more complicated relationship to the historic fabric.

Finally, these row houses are significant because they are examples of good contemporary design within a historic setting. While you should judge the success and aesthetic appeal of the individual row houses, it is clear that the designs are sympathetic to their surroundings and certainly attempted to create a harmonious and attractive environment.

I provide pictures of the individual Modern row houses on the tour, as well as their address, construction date, and architect, if known. While some of the architects are well known, such as Stonorov and Haws, Mitchell/Giurgola Associates, and Louis Sauer, there are some for which there is very limited information, such as William E. Cox and Giovanni Cosco. For more information about the buildings, see the Online Tour section. In this section, I also provide a little information about the importance of these buildings (right).

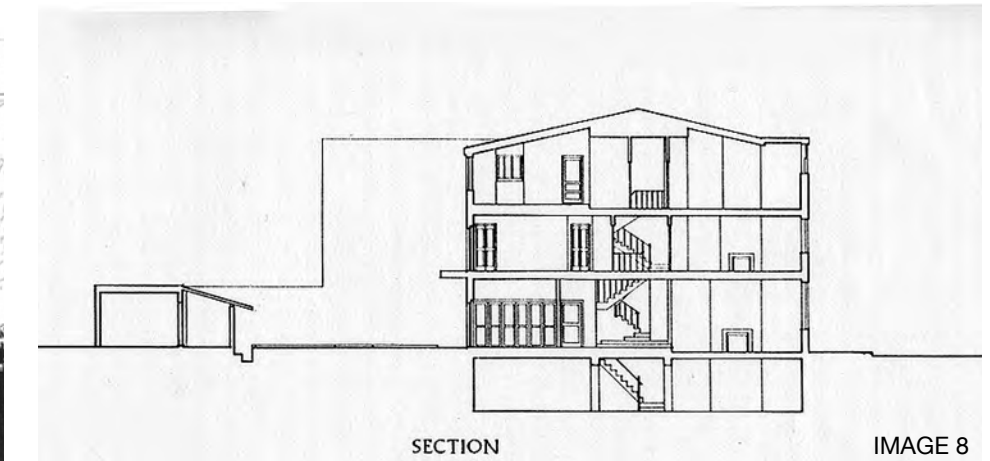
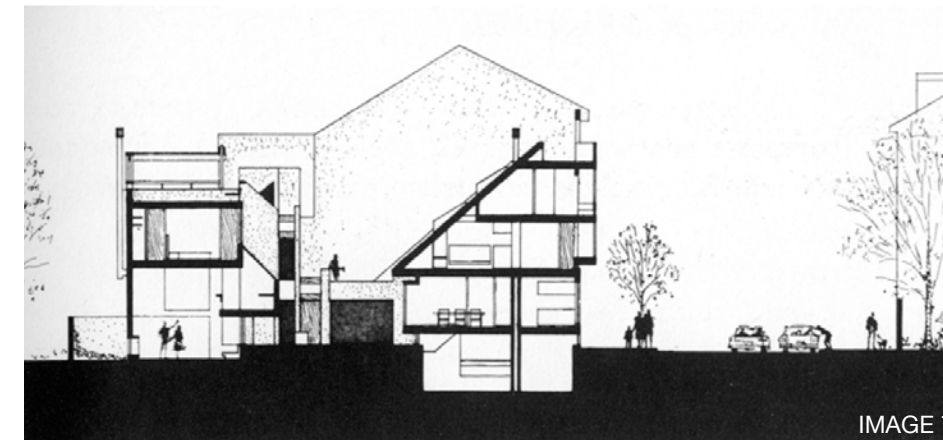
Additionally, these row houses are very reflective of the different variations on Modern architecture occurring at this time, most fully represented by the divergence occurring between Louis Kahn's designs and Robert Venturi's designs. If nothing else, my hope is to demonstrate the complexity of the Modern architecture movement and that Modern architecture is not only synonymous with concrete boxes.

Additionally, the second point to be made about the importance of these row houses is the quality of their designs as contemporary additions to a historic space. Particularly from a preservationist's perspective, designing new structures to not only be sympathetic and sensitive to the historic fabric but also interesting and reflective of their time is extremely difficult. Although we have the luxury of time to judge these designs, a more critical analysis of the designs truly demonstrates their success.

TOUR PAMPHLET - BACK

Modern Row Houses on the Inside

To more fully convey the variations of the designs of these Modern row houses, I provide the plans and sections for two of the ten row houses on the tour: 127 Pine Street and 417 Pine Street. Louis Sauer's design for 127 Pine Street is extremely Modern, as he integrates diagonal planes, a large interior courtyard space, and numerous skylights. In contrast, Giovanni Cosco's design for the interior of 417 Pine Street is much more subdued and traditionally inspired, with fireplaces and a variation on the winder staircase seen in many historic row houses.



TOUR PAMPHLET - BACK

Shared Design Characteristics



This section provides diagrams to illustrate the various design characteristics that the Modern row houses share. Specifically, these diagrams illustrate the characteristics that convey the architects' sensitivity to the historic context in which they were designing. Additionally, these diagrams illustrate the way in which architects creatively got around some of the design guidelines. For example, Adolf DeRoy created a consistent setback by designing a superficial front wall that is only one story in height (bottom left). Similarly, James N. Kise and Roland Davies maintained the facade rhythm along Delancey Street through the creative placement of windows (middle right). It is my intention that the visitors and residents can use such diagrams to analyze the designs of the different structures and, hopefully, by looking more closely, better appreciate the thoughtfulness of the designs.

TOUR PAMPHLET - BACK

Other Character-Defining Features



This last section of the tour pamphlet provides a little contextual information for other important features in Society Hill:

Beyond the Modern row houses, there are also Modern courts within Society Hill, like Bingham Court and Lawrence Court, that consist of a designed cluster of row houses oriented around a central courtyard space. These courts were constructed during the redevelopment period in areas where the previous row houses were deemed too blighted for rehabilitation.

While row houses are the predominant building type in Society Hill, there are also numerous institutional buildings, like St. Peter's Church (right). These buildings form landmarks within the neighborhood, and, like the Society Hill Towers, help people navigate through Society Hill.

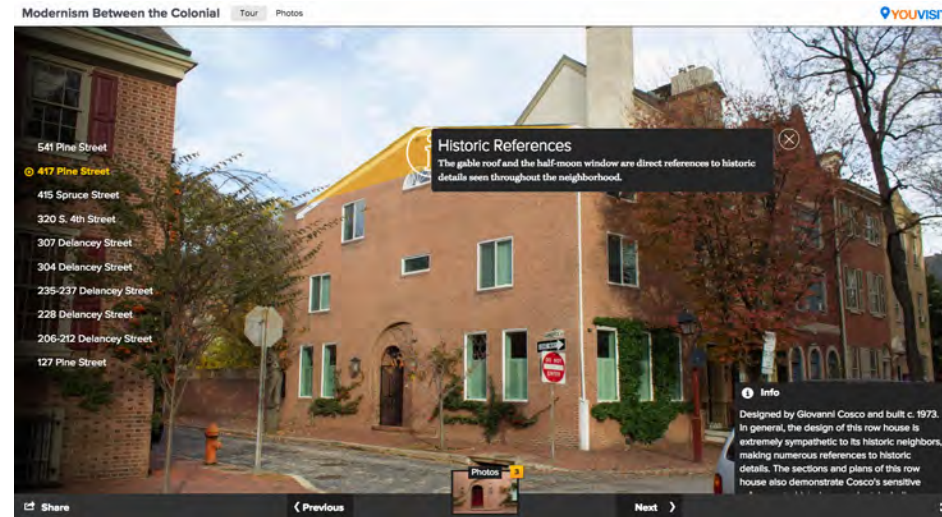
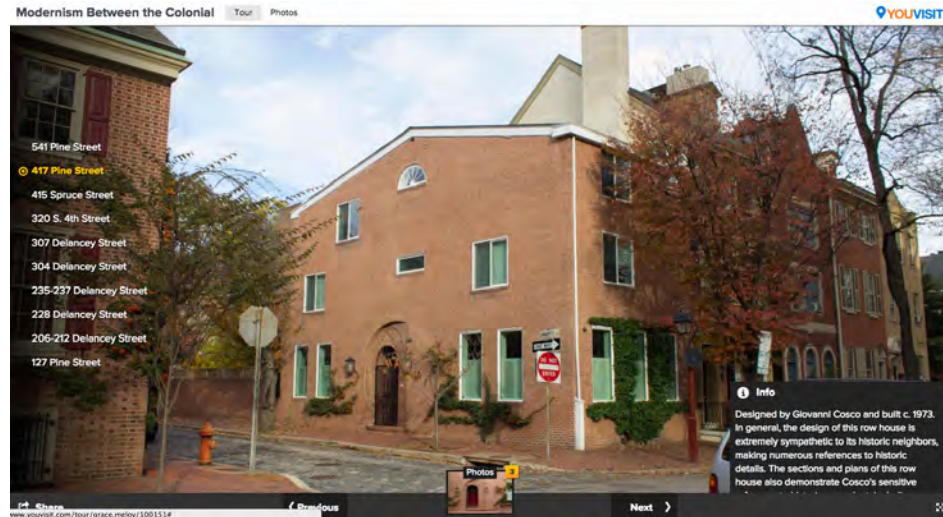


Bacon was very interested in and concerned with how pedestrians move through cities. For Society Hill, he envisioned a network of "greenways" that would help residents and visitors more easily move through the neighborhood. These greenways, which often bisect blocks in Society Hill, are typically characterized by wider brick paths lined with trees and bushes and public art.

ONLINE TOUR

YouVisit.com

The online tour has distinct disadvantages due to the format of the website. However, it was important to me for this tour to have an online presence because that is typically how such information will be found. The YouVisit website does have a particular function that proved to be useful in highlighting the different characteristics on each row house that help to relate the design to its historic neighbors: the hotspot function. Through this tool, different pieces of the picture can be highlighted, and if the user clicks on the highlighted section, an information box pops up. In these information boxes, I provide some explanation about different details. For example, for the 417 Pine Street property, I used the hotspot tool to highlight the gable roof and half-moon window. In the information box connected to this hotspot, I talk about how these characteristics are reflective of 417 Pine Street's historic neighbors. The following section presents the content on the online tour, including the general information and the hotspots associated with each building.



ONLINE TOUR

541 Pine Street

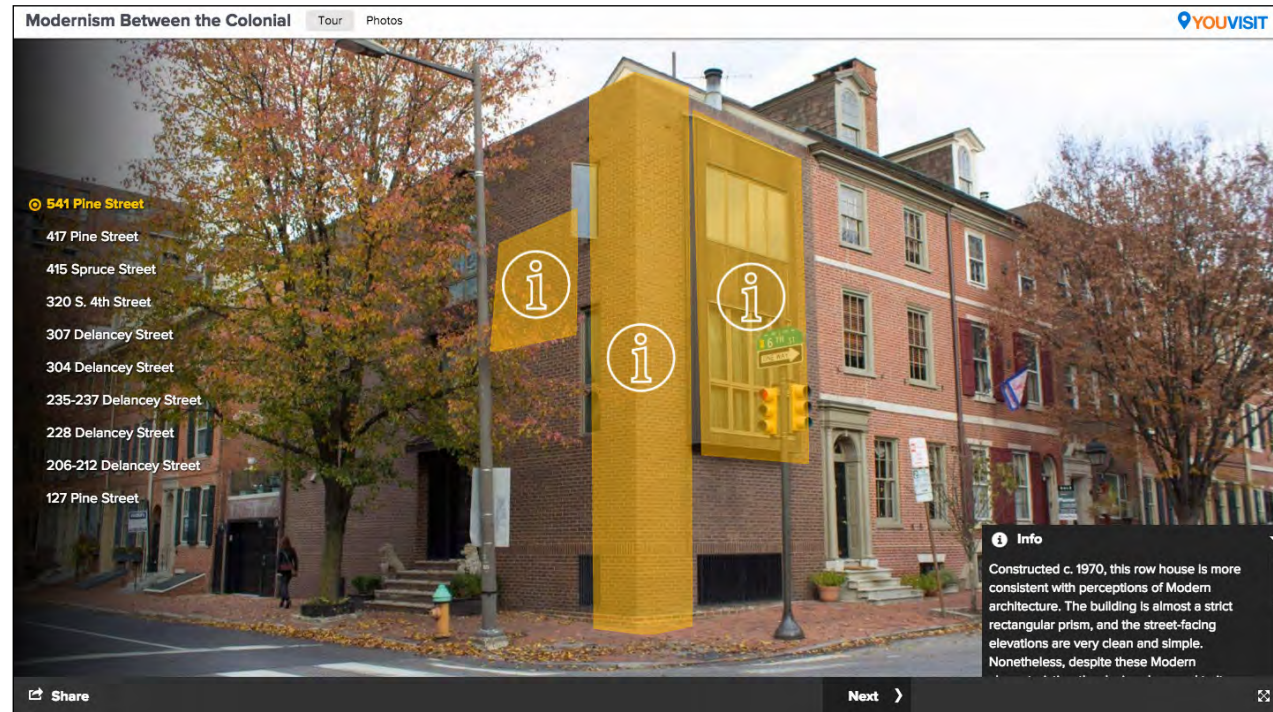


Constructed c. 1970, this row house is more consistent with perceptions of Modern architecture. The building is almost a strict rectangular prism, and the street-facing elevations are very clean and simple. Nonetheless, despite these Modern characteristics, the design does nod to its older neighbors.

Do you like this design?
Does this row house contribute to the character of Society Hill?
Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

541 Pine Street



HOTSPOTS

Brick: Like its neighbors, the main building material on this row house is brick. The brick on this building is a little darker than on the surrounding buildings, but this helps to differentiate this structure as new construction.

Height: 541 Pine Street respects its neighbor's heights, almost perfectly matching the cornice lines of the adjacent buildings.

Bay Window: The bay window references other bay windows in Society Hill. The proportion of windows is also similar to the historic buildings adjacent to it, even though the windows are all pushed together.

ONLINE TOUR

417 Pine Street



Designed by Giovanni Cosco and built c. 1973. In general, the design of this row house is extremely sympathetic to its historic neighbors, making numerous references to historic details. The sections and plans of this row house also demonstrate Cosco's sensitive reference to historic precedent, including a variation on the winder staircase and a more traditional organization of space.

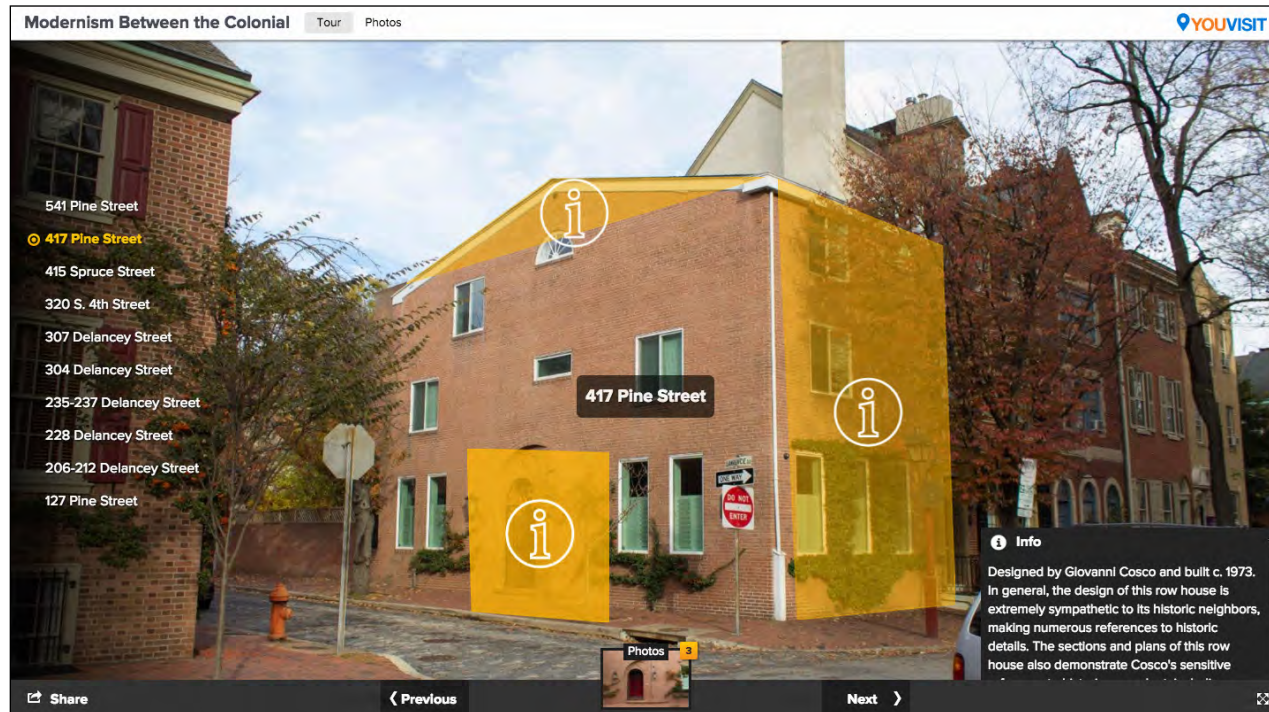
Do you like this design?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

417 Pine Street



HOTSPOTS

Arched Doorway: Cosco designed an interesting variation on the traditional arched doorway with intricate brickwork.

Historic References: The gable roof and the half-moon window are direct references to historic details seen throughout the neighborhood.

Window Pattern: This design very closely matches the fenestration patterns of its neighbors: 1 2 3, 1 2, 1 2.

ONLINE TOUR

415 Spruce Street



Constructed c. 1960, the design of this row house makes even more references to its historic neighbors, although the oversized metal-framed windows convey its time period.

Do you like this design?

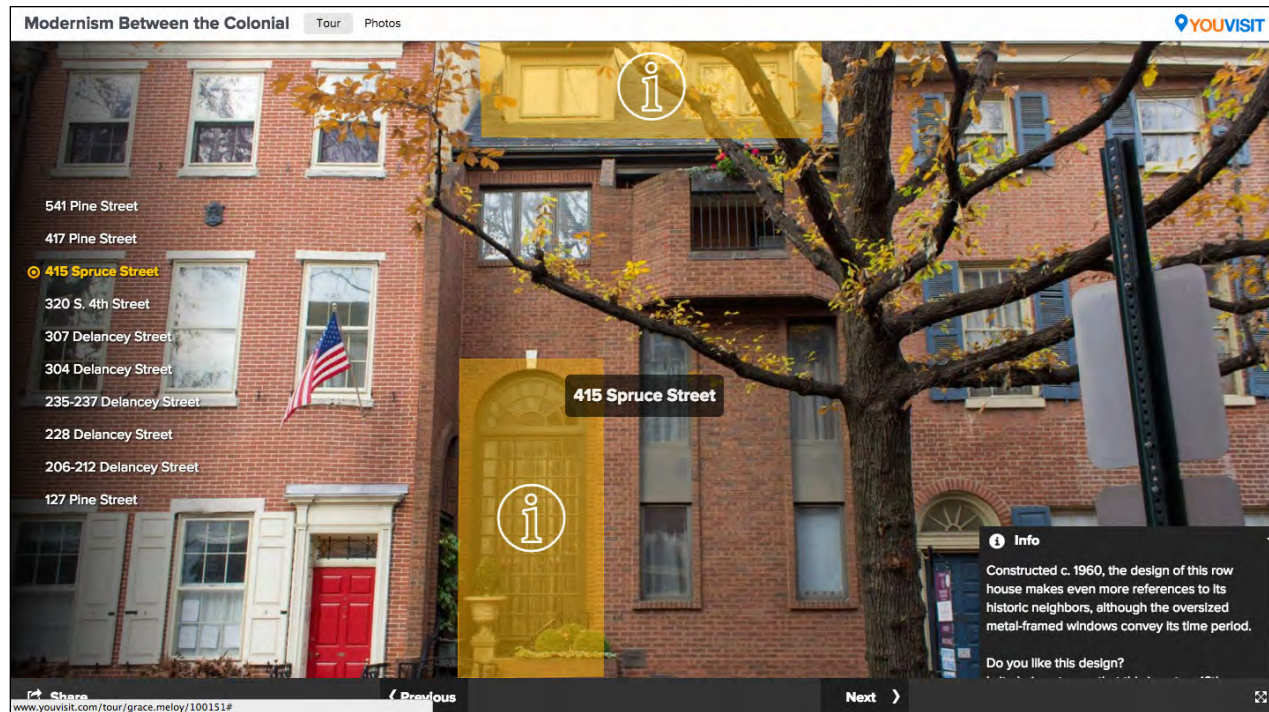
Is it obvious to you that this is not an 18th or 19th century row house?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

415 Spruce Street



HOTSPOTS

Arched Window: This arched window directly references the arched transom over its neighbor's entrance. The numerous panels in the window below the arched window also allude to more historic windows, although the sheer size of this window confirms that it is from a later period.

Dormer Windows: Dormer windows are a design component seen all around Society Hill. Two dormer windows on one row houses, however, is certainly unique to the Modern period.

ONLINE TOUR

320 S. 4th Street



Designed by Stonorov and Haws and constructed in 1968, the design of Grace House is more consistent with the mainstream conception of Modern architecture. Indeed, Stonorov was heavily influenced by the aesthetics and design philosophy of the International Style, but he also attempted to adapt this design sensibility to the expectations for housing the middle class. Thus, despite the geometrical forms and large windows, this design still obviously takes into consideration its context.

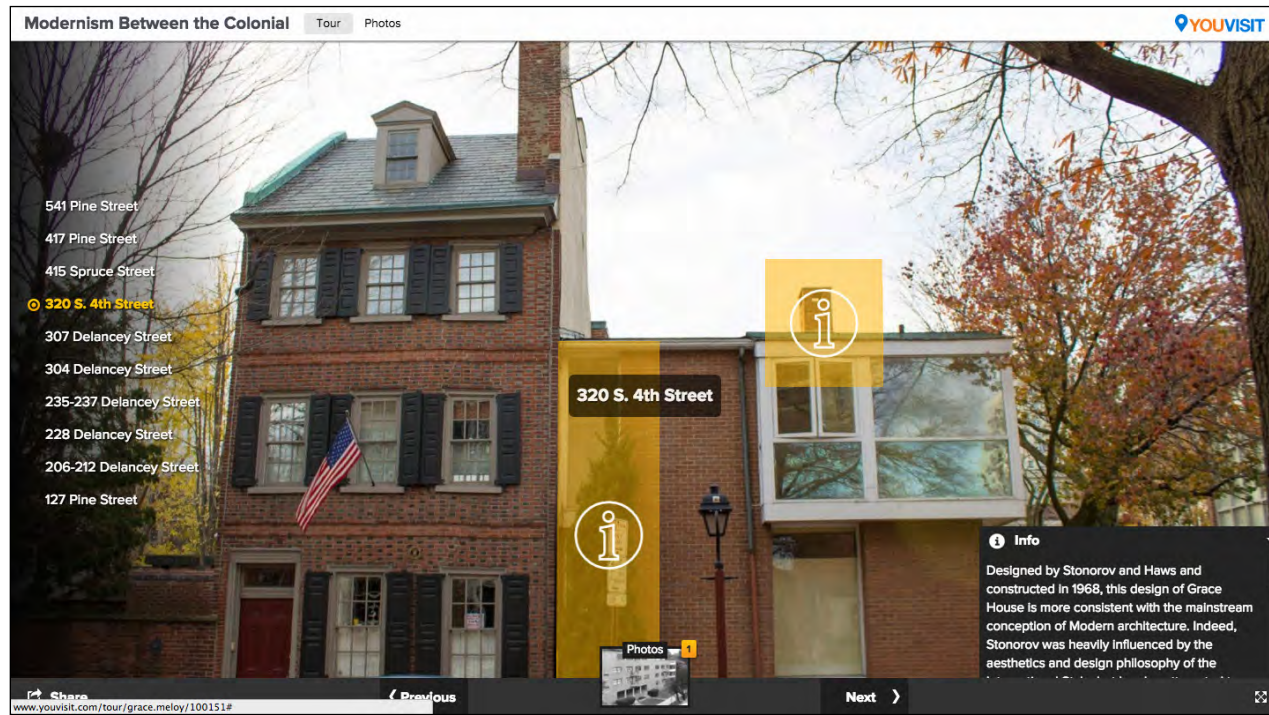
Do you like this design?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

320 S. 4th Street



HOTSPOTS

Floor Heights: Although shorter than its neighbor, the cornice of this row house is in line with the top of the second floor of its neighbor, thereby maintaining consistent floor heights, which creates a more cohesive street facade.

Chimney: Stonorov and Haws included a chimney in their design, a feature seen on all of the historic row houses in the neighborhood.

ONLINE TOUR

307 Delancey Street



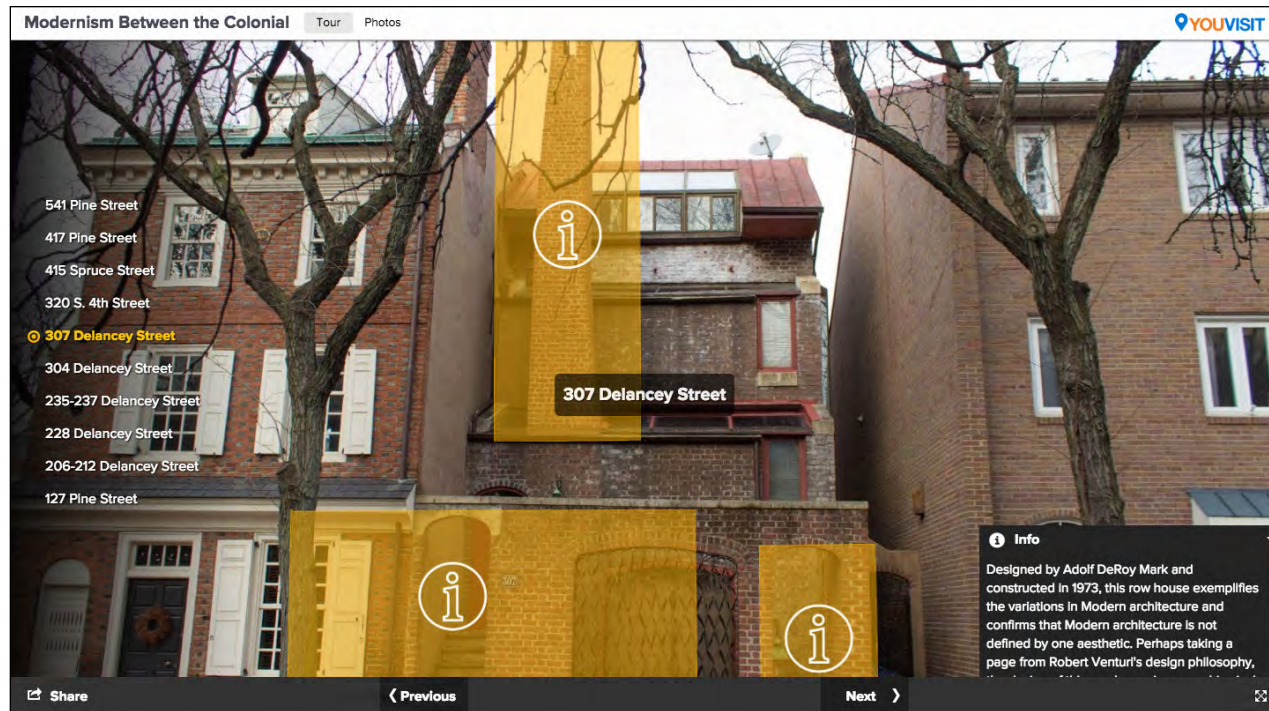
Designed by Adolf DeRoy Mark and constructed in 1973, this row house exemplifies the variations in Modern architecture and confirms that Modern architecture is not defined by one aesthetic. Perhaps taking a page from Robert Venturi's design philosophy, the design of this row house is more whimsical and makes more playful references to the historic fabric surrounding it. Still, there are also more obvious Modern references, such as the ribbon window along the roof and the skylights.

Is it obvious to you that this was constructed in the mid-20th century?

Mark performed numerous rehabilitations in Society Hill during the rehabilitation period as well, and he was very concerned with both preserving our history and conveying the mark of our time on the landscape.

ONLINE TOUR

307 Delancey Street



HOTSPOTS

Arched Doorway: This arched doorway makes reference to the small arched alleyway shared between two historic row houses.

Consistent Setback: Although the body of the row house is set further back than its neighbors, DeRoy Mark designed this superficial one-story front wall, which creates the feeling of a consistent setback. Through this detail, there is not a huge interruption in the pedestrian experience walking along Delancey Street.

Chimney: Although the chimney certainly references the chimneys found on all of the older row houses in this neighborhood, this is a very playful variation on the chimney feature, putting it right in the front and curving it slightly.

ONLINE TOUR

304 Delancey Street



Designed by William E. Cox and constructed in 1970, this is a very subdued and simple design for Modern infill. Nonetheless, Cox made some key design decisions that help this row house fit into its historic context.

Do you like this design?

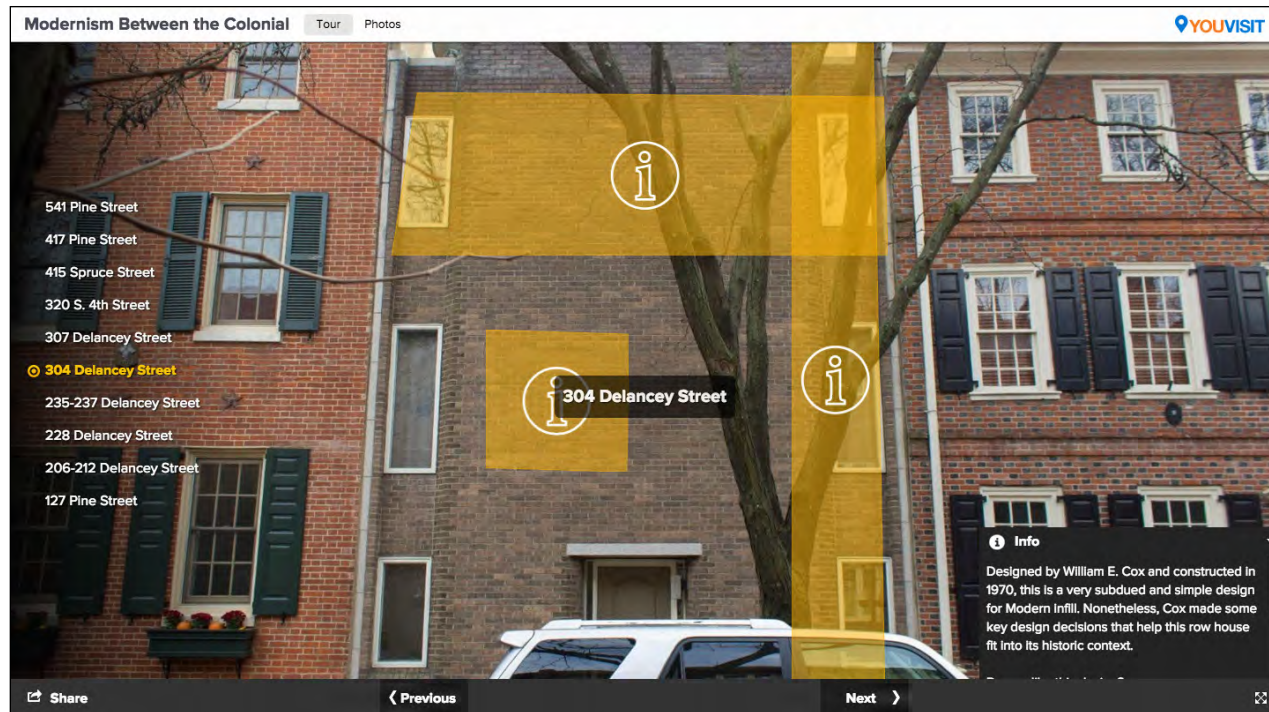
Does the large brick wall stick out amongst the other row houses?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

304 Delancey Street



HOTSPOTS

Brick: The brick, which relates the design to its neighbors, is a little grayer to help distinguish it from its neighbors. This variation also plays off the fact that the historic row houses in Society Hill are not uniform and the details of them vary to create an interesting mixture.

Tripartite Elevation: Although the front elevation is almost a blank brick wall, the design subtly integrates the tripartite rhythm found on the 18th and 19th century row houses. Essentially the elevation is divided into three columns, with the two skinnier columns on the outside containing windows and recessed slightly to add further variation.

Cornice: This row house's cornice matches the cornice of its western neighbor perfectly.

ONLINE TOUR

235-237 Delancey Street



Designed by James N. Kise and Roland Davies and constructed in 1970, this design demonstrates how the elevation of a wider row house can still maintain the traditional facade rhythm on the street.

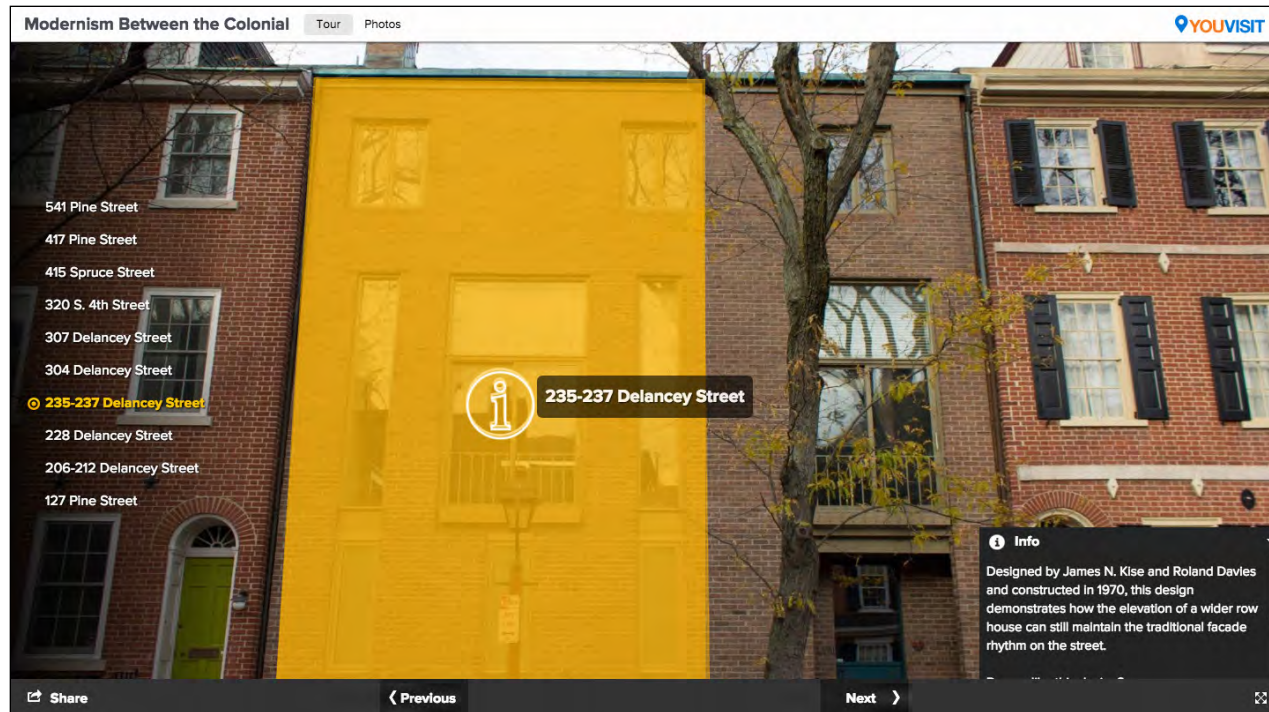
Do you like this design?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

235-237 Delancey Street



HOTSPOTS

Façade Rhythm and Height: Through window placement, Kise and Davies divide the elevation into two semi-distinct vertical sections. By dividing the elevation this way, the elevation of this extra-wide row houses is not overwhelming and maintains the 18-22 ft rhythm created by traditional row houses. Moreover, the height of this row house matches its neighbors' perfectly to create a consistent roofline.

ONLINE TOUR

228 Delancey Street



Designed by Mitchell/Giurgola Associates and Roy Vollmer and constructed c. 1970, the Franklin Roberts House is a more radical Modern design. Giurgola, in particular, was definitely influenced by Louis Kahn, who he worked with at the University of Pennsylvania School of Design. The asymmetry of this elevation is very pronounced and contrasts its historic neighbors (but isn't the ground floor of every 18th and 19th century row house asymmetrical?). Still, Giurgola looks to the historic setting to influence and inform his design, even if the result is fairly abstract.

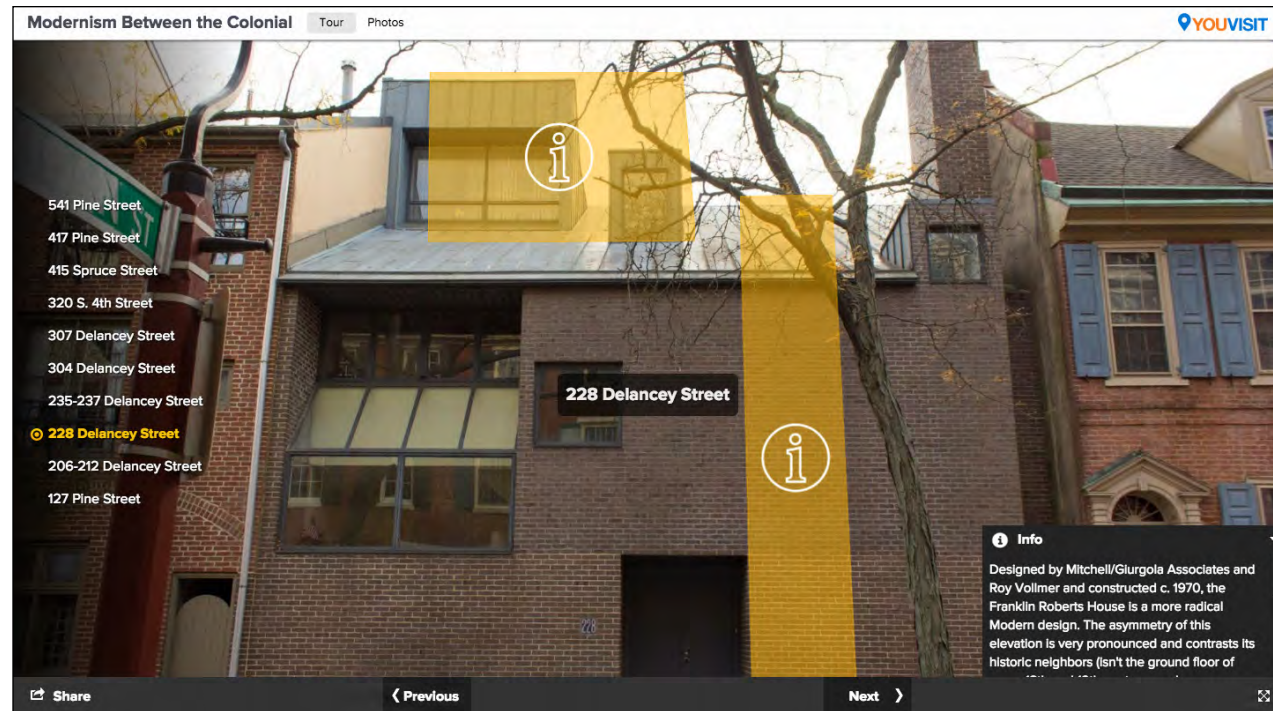
Do you like this design?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

228 Delancey Street



HOTSPOTS

Roof and height: While often Modern architecture is characterized by flat roofs, Mitchell/Giurgola and Vollmer designed a sloped roof presumably to mimic the row house's historic neighbors. Additionally, the height of the building is slightly below its neighbors, preventing the larger dormer window from protruding too far above the rooflines and sticking out.

Dormer Windows: The small dormer window in the center of the roof is certainly referencing the dormers seen on the center of many 18th and 19th century roofs. The larger dormer window behind it, however, is perhaps a modern twist on the dormer window, conveying the time period of this design.

ONLINE TOUR

206-212 Delancey Street



Designed by Hassinger & Schwam and constructed c. 1970, this duplex of row houses fits in well on Delancey Street, despite some surprising design decisions, like the wood paneling below the windows on the corners.

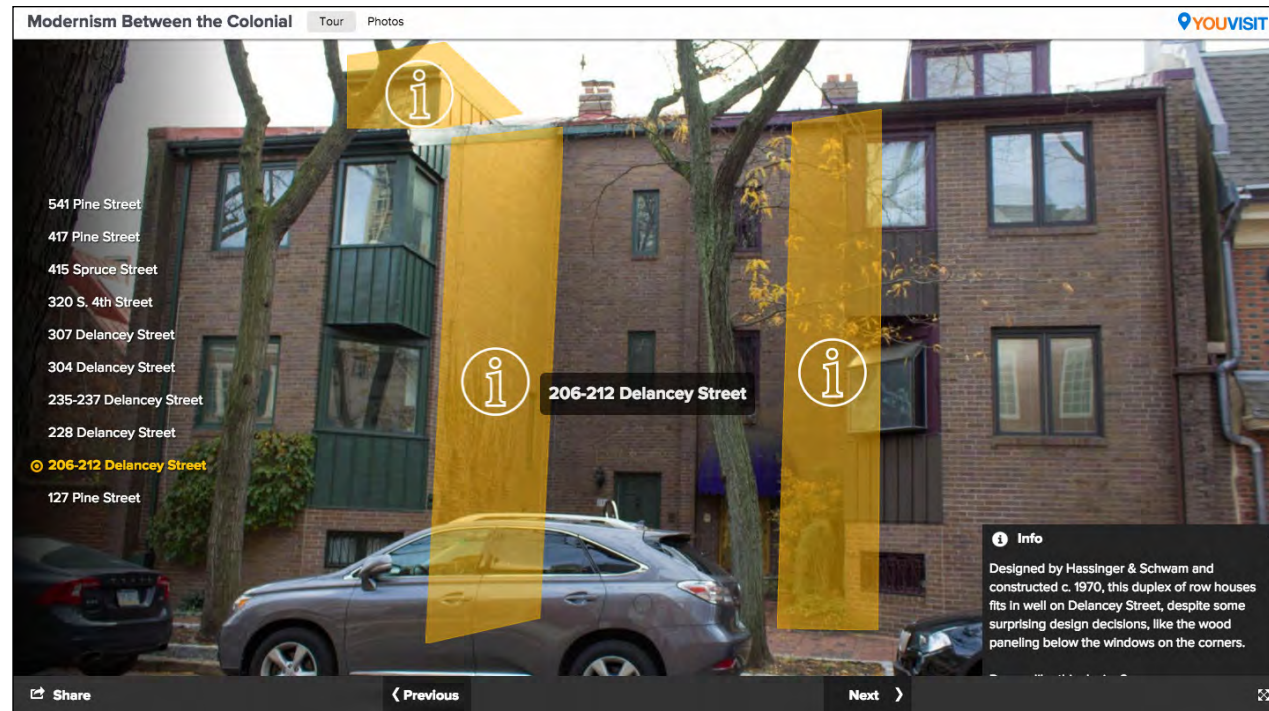
Do you like this design?

Does this row house contribute to the character of Society Hill?

Do Modern row houses like this one help make Society Hill special or would a more uniform, "Colonial" aesthetic have been better?

ONLINE TOUR

206-212 Delancey Street



HOTSPOTS

Height: The height of these two row houses is the same as its neighbors, although the cornice is raised above its neighbors to accommodate a third story.

Recess: By recessing this middle section, Hassinger & Schwam articulate the rhythm of three traditional row houses instead of only two extra-wide row houses. This maintains a consistent rhythm along the streetscape.

Dormer Windows: The dormer windows make reference to the dormer windows found on many of the 18th and 19th century row houses.

ONLINE TOUR

127 Pine Street



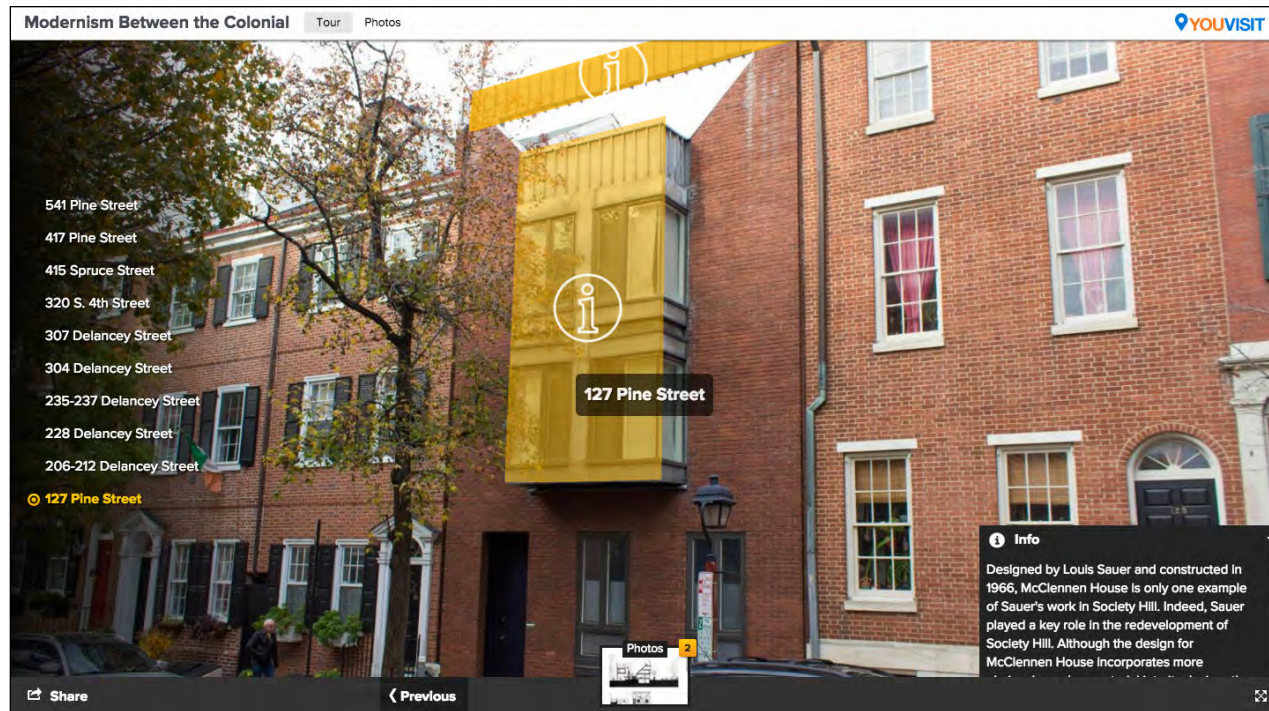
Designed by Louis Sauer and constructed in 1966, McClennen House is only one example of Sauer's work in Society Hill. Indeed, Sauer played a key role in the redevelopment of Society Hill. Although the design for McClennen House incorporates more obviously modern material into its design--the bay window has aluminum trim and paneling, and the cornice is an aluminum strip--the design also determinedly relates to its historic neighbors.

The plans and a section of this row house are also included to convey the creative and dynamic space created behind the Pine Street elevation.

Do you like this design?
Does this row house contribute to the character of Society Hill?

ONLINE TOUR

127 Pine Street



HOTSPOTS

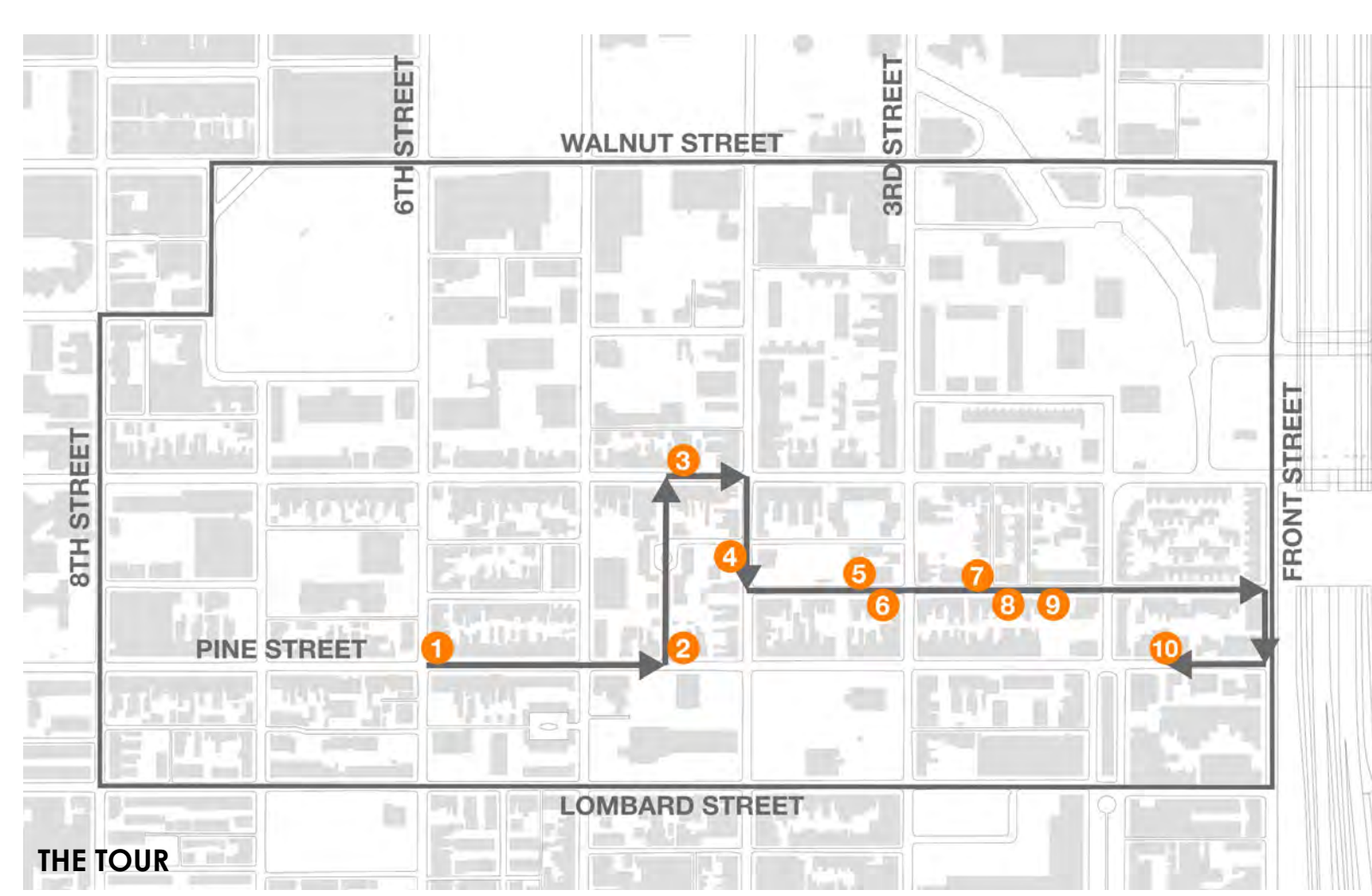
Fenestration Rhythm: Although the central bay window may at first seem like a drastic deviation from its neighbors, closer inspection reveals Sauer's adherence to the rhythm of many of the 18th and 19th century facades. On the first floor, he maintains the three equaling spaced openings, with the entrance put to one side. On the second and third floors, the detailing of the bay window truly mimics its neighbors by creating two windows on each floor--the same pattern found on the buildings next to McClennen House.

Cornice: The aluminum cornice is in line with its 19th century neighbor. The inclusion of this cornice is important because it creates a consistent height, whereas if the cornice were absent, the diagonals found on the front elevation would be very distracting.

APPENDIX A - THE TOUR PAMPHLET

Instructions on Folding





THE TOUR

 <p>541 Pine Street c. 1970</p>	 <p>417 Pine Street Giovanni Cosco, c. 1973</p>	 <p>415 Spruce Street c. 1960</p>	 <p>320 S. 4th Street Stonorov and Haws, 1968</p>
 <p>307 Delancey Street Adolf DeRoy Mark, 1973</p>	 <p>304 Delancey Street William E. Cox, 1970</p>	 <p>235-237 Delancey Street James N. Kise and Roland Davies, 1970</p>	 <p>228 Delancey Street Mitchell/Giurgola Associates and Roy Vollmer, c. 1970</p>
<p>These row houses are important because they are evidence of the redevelopment period, which created Society Hill. They also demonstrate the variations on the Modern style. Some designs are more consistent with more mainstream Modern architecture, while others demonstrate the influence of architects such as Venturi and a more complicated relationship to the historic fabric.</p>			
<p>Finally, these row houses are significant because they are examples of good contemporary design within a historic setting. While you should judge the success and aesthetic appeal of the individual row houses, it is clear that the designs are sympathetic to their surroundings and certainly attempted to create a harmonious and attractive environment.</p>			
 <p>206-212 Delancey Street Hassinger & Schwam, c. 1970</p>	 <p>127 Pine Street Louis Sauer, 1966</p>		

SHARED DESIGN CHARACTERISTICS



The few guidelines allowed for a rich mixture of designs to be constructed. Still, these designs also share numerous characteristics, illustrated above, that demonstrate the sensitivity of the architects to the historic context in which they were designing.

OTHER CHARACTER-DEFINING FEATURES

Beyond the Modern row houses, there are also Modern *courts* within Society Hill, like Bingham Court (right) and Lawrence Court, that consist of a designed cluster of row houses oriented around a central courtyard space. These courts were constructed during the redevelopment period in areas where the previous row houses were deemed too blighted for rehabilitation.

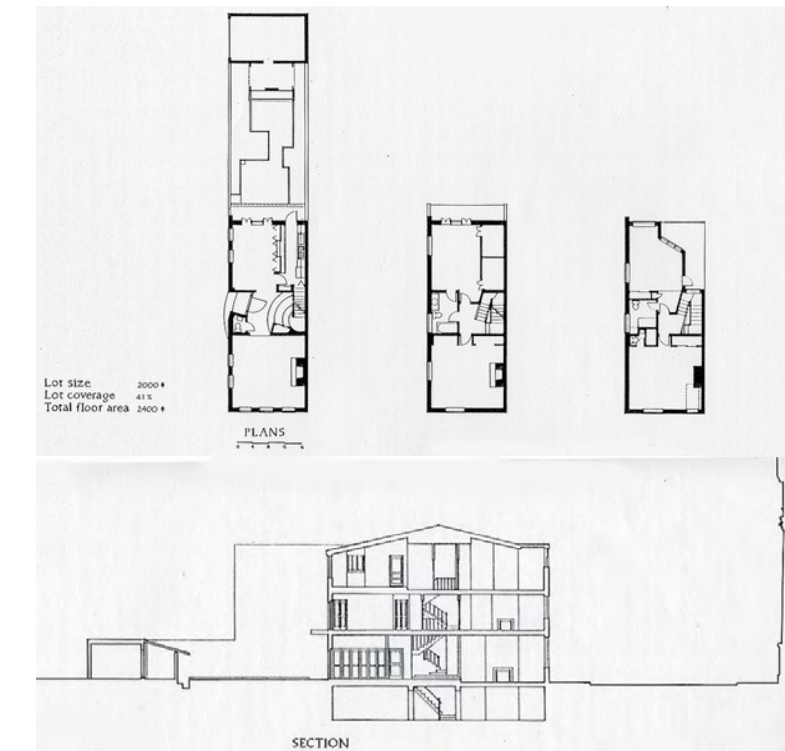
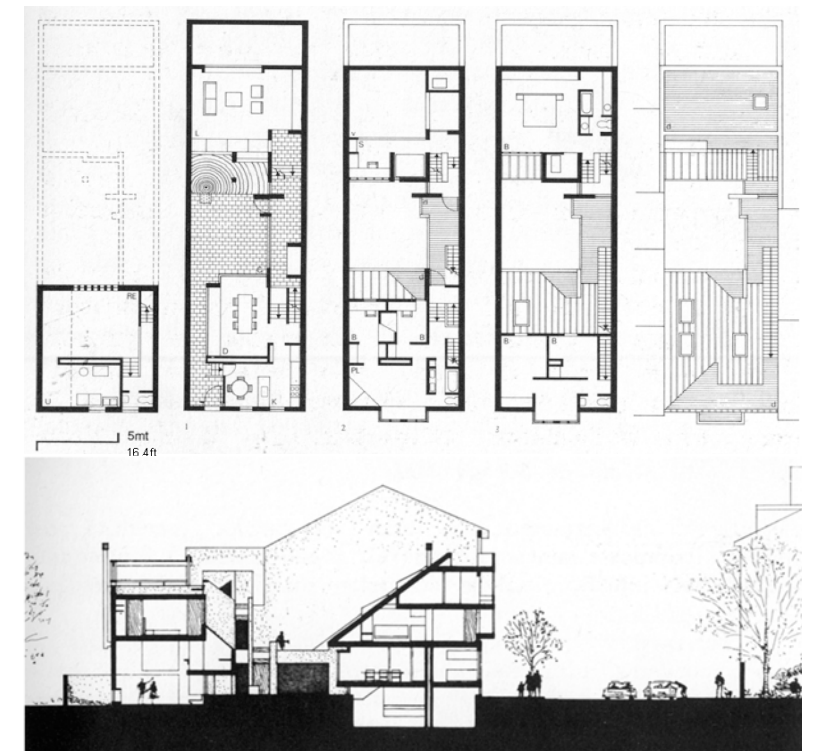
While row houses are the predominant building type in Society Hill, there are also numerous *institutional buildings*, like St. Peter's Church (right). These buildings form landmarks within the neighborhood, and, like the Society Hill Towers, help people navigate through Society Hill.

Bacon was very interested in and concerned with how pedestrians move through cities. For Society Hill, he envisioned a network of "greenways" that would help residents and visitors more easily move through the neighborhood. These greenways, which often bisect blocks in Society Hill, are typically characterized by wider brick paths lined with trees and bushes and public art.

MODERN ROW HOUSES ON THE INSIDE

127 Pine Street
Designed by Louis Sauer, the interior of this row house is very intricate. There is a large interior courtyard, and the section (bottom) reveals dramatic spaces created by diagonal planes.

417 Pine Street
Designed by Giovanni Cosco, the interior of this row house is more traditionally inspired, including fireplaces and a variation on winder stairs.



MODERN ARCHITECTURE

Beginning at the end of the nineteenth century, architects in America began to question the styles that relied so heavily on historical European traditions and had been employed in America since the nation's conception. In search of a new style, American architects, such as H.H. Richardson and Louis Sullivan, began playing with the abstraction of traditional styles.

At the beginning of the twentieth century, European architects also began considering what a new style could look like, and as WWII drew near, both American and European architects understood the necessity to break with the past and find a new architectural expression. The Bauhaus was famously founded in Germany in 1919 to develop this new style of design.



MODERN ARCHITECTURE IN PHILADELPHIA

LOUIS KAHN AND THE PHILADELPHIA SCHOOL
Modern architecture in Philadelphia was greatly influenced by Louis Kahn and his work at the Design School at the University of Pennsylvania, as well as other architects, such as Oskar Stonorov. Mitchell/Giurgola Architects, who designed some of the row houses in Society Hill, was also an extremely important firm during this period.

Louis Kahn's design philosophy centered around the concept that "architecture is a thoughtful making of spaces" and the universality of form realized through the subjectivity of design ("Wanting to Be: The Philadelphia School" 132). Moreover, his designs, which are characterized by geometrical forms and spaces, aim to create spaces "that are expressive of the use to which they will be put, and that will evoke an emotional response in those who enter them" ("Wanting to Be: The Philadelphia School" 132).



MODERN ARCHITECTURE IN SOCIETY HILL

BACON'S VISION
Society Hill exemplifies one of the most important components of Bacon's ideology: the city is a living organism and sick areas should be treated rather than amputated. In other words, as seen in Society Hill, Bacon did not promote wholesale demolition of areas that were determined to be blighted. Instead, Bacon envisioned for Society Hill rehabilitation of existing structures and integration of new buildings within this historic fabric. Significantly, Bacon encouraged infill to be designed in the Modern style, as opposed to promoting reconstruction or Colonial Revival style designs, thereby honestly marking the Redevelopment Authority's impact on the landscape and creating a much richer neighborhood character.

On Delancey Street--quintessential Society Hill--there are numerous Modern row houses. How do you think they contribute to the character of Society Hill?



By the end of WWII, there was "widespread acceptance of Modernism as the most appropriate architectural expression of the new age" (Gerlenter 263). Mainstream Modernism, illustrated by the works of architects such as Mies van der Rohe and Louis Kahn, was characterized by rational problem-solving, acceptance of new building materials and technology, honesty of construction, geometrical forms, and rejection of ornament.



ORNAMENTATION AND ROBERT VENTURI

During this same era of Modern architecture, Robert Venturi, another influential architect in Philadelphia, presented an interesting counterpoint to the philosophy and designs associated with the more mainstream Modern architects, like Louis Kahn. Venturi "objected to the aesthetic assumptions and tastes of Modernist architecture" and the rejection of architectural tradition (Gerlenter 284). Through his designs, Venturi tried to express the conflicting "wants" of architecture and integrate ornament inspired by historic precedent and the surrounding context ("Wanting to Be: The Philadelphia School" 152).



The Vanna Venturi House, pictured above, in many ways deviates from what mainstream Modern architects were designing. Venturi reintroduces, in a very abstract way, the idea of the gable (the triangle on which a roof is usually built), as well as the chimney, which almost comically large in this design. He also integrates an arch over the doorway, a feature seen throughout Society Hill.

NEW CONSTRUCTION DESIGN GUIDELINES

The guidelines put forth by the Redevelopment Authority for new construction in Society Hill were very minimal. In fact, the guidelines really only focused on:

- Height**
Maintain the three story row house height
- Frontage**
The frontage of the new row houses should maintain the width of the traditional row houses--18 to 22 ft.
- Floor and Cornice heights**
"Every effort should be made to avoid radical changes of floor and cornice heights in order to maintain reasonable dignity in the street facades" (Washington Square East Report, 18)

The designs created for the Modern infill would ultimately be approved by the Redevelopment Authority's Advisory Board of Design.



Self-guided walking tour around Society Hill to see the Modern row houses



MODERNISM BETWEEN THE COLONIAL

RESOURCES

For an more information about the individual Modern row houses, visit the online tour of Modernism Between the Colonial at http://www.youvisit.com/tour/grace_meloy/modernism_between_the_colonial

If you want to learn more about Society Hill, its history and its architecture, the following resources will serve as a good place to start.

- MID-CENTURY MODERN**
Preservation Alliance's Mid-Century Modern initiative: <http://www.preservationalliance.com/what-we-do/midcentury-modern-initiative/>
- Preserving Modern Architecture* by Theodore H.M. Prudon, FAIA
- Louis Sauer: The Architect of Low-rise High-density Housing* by Antonio Saggio
- "Wanting to Be: The Philadelphia School" in *Progressive Architecture* (April 1961) by Jan C. Rowan

- SOCIETY HILL**
Society Hill Civic Association: <http://societyhillcivic.org/>
- National Register Nomination: <http://focus.nps.gov/pdfhost/docs/nrhp/text/71000665.pdf>
- Preservation Alliance: <http://www.preservationalliance.com/explore-philadelphia/philadelphia-neighborhoods/society-hill/>
- The Encyclopedia of Greater Philadelphia: <http://philadelphiaencyclopedia.org/archive/society-hill/>

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Image 1: <http://philadelphiaencyclopedia.org/archive/office-buildings/>

Image 2: http://www.uno-propiedades.com.ar/blog/Walter_Gropius--87

Image 3: <http://www.artribune.com/2014/09/louis-kahn-il-potere-dellarchitettura/medical-research-and-biology-building-philadelphia-pennsylvania-louis-kahn-1957-65-university-of-pennsylvania-photo-malcolm-smith/>

Image 4: <https://www.flickr.com/photos/27245899@N07/3506818773>

Image 5: <http://philly.curbed.com/tags/louis-kahn>

Image 6: <http://archidialog.com/2012/09/03/13th-venice-architecture-biennale-fats-museum-of-copying-why-not-call-it-the-conscious-inspiration-museum/>

Image 7: 127 Pine Street Section: Saggio, Antonino. Louis Sauer: The Architect of Low-rise High-density Housing. (Raleigh, NC: Lulu.com, 2014). 80.

Image 8: 417 Pine Street Section: “A Comparative Study of Philadelphia Rowhouses.” <http://www.brynmawr.edu/iconog/rowhse/417Pse.jpg>

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Crown Hall: <https://nowpraewpailin.wordpress.com/>

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Vanna Venturi House: <http://archidialog.com/2012/09/03/13th-venice-architecture-biennale-fats-museum-of-copying-why-not-call-it-the-conscious-inspiration-museum/>

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417 Pine Street Section: “A Comparative Study of Philadelphia Rowhouses.” <http://www.brynmawr.edu/iconog/rowhse/417Pse.jpg>

Edmund Bacon's Philadelphia Personal Project Society Hill---Greenways study and connection to Penn's landing

HSPV Studio Fall 2015 | Shuang Wu

Instructor: Pamela Hawkes



Photo by <https://www.flickr.com/photos/laurenmandilian/6679791943/>

Greenways Evolution

01

Four stages in the evolution of greenways in Society Hill

Current Problems

02

- Not Accessible
- Not Safe
- Space not Place

How to solve the problems

03

Some suggestions and design ideas for a new greenway system

Table of Contents



Photo by <https://www.flickr.com/photos/incandenza/4490826663/>

I EVOLUTION OF GREENWAYS

Ed Bacon's Pioneering Idea - The Greenways

Public-private partnerships, greenways, transit-oriented design and community engagement — today's urbanists might claim these innovations as their own, a reaction to the freeways and top-down urban renewal policies that dominated urban thought in the 1950s and '60s.

But as a Tuesday presentation at Philadelphia's Fleisher Art Memorial illustrated, many of these **pioneering ideas** were generated and implemented by Edmund Bacon during his tenure as director of Philly's City Planning Commission from 1949 to 1970.

(Ben O'Neil, 2013, *Next City*)

Bacon arguably didn't create physical design for anything built in Philadelphia, with the **one exception** maybe the Society Hill Greenways.

(Gregory Heller, 2013, *Hidden City Philadelphia*)

Bacon's plan included the demolition of many nonresidential buildings and the creation of "greenways." The hope was that several high-rise buildings such as Society Hill Towers, new single homes and developments that complemented colonial homes, red brick sidewalks and Franklin lamps, a new market near Head House Square, and a supermarket and shops all would help to draw in families.

But Bacon insisted on **incorporating greenways and new construction in modernist style**, such as the high-rise Society Hill Towers and Hopkinson House, to create a neighborhood distinctly different from a collection of historic buildings.

(George W. Dowdall, *The Encyclopedia of Greater Philadelphia*)



Bacon in Three Bear's Park



Today's Three Bear's Park

Greenways-1

1947

Ed Bacon's Better Philadelphia Exposition Vision for Washington Square

Philadelphia City Planning Commission
 "Fig. 6 B. 1947 - Plan for East Mall and garden footpath system into Society Hill" as cited in Ernest G. Arias, et al, "Society Hill, Philadelphia: A Report of the Presentation to the Seminar on Case Studies in Urban Design" (UD 716, University of Pennsylvania, 1978)

Here in this phase, the Independence Park green space had already formed in the north of the Society Hill neighborhood. The greenways system inside the neighborhood was still vague. The main vertical (south-north direction) green way, from three bears park to the Bingham Court had a primary shape.



Greenways-2

1958

1958 Wright, Andrade, and Amenta's Greenway Plan for Society Hill Redevelopment Area

Wright, Andrade, and Amenta Plan as cited in Ernest G. Arias, et al, "Society Hill, Philadelphia: A Report of the Presentation to the Seminar on Case Studies in Urban Design" (UD 716, University of Pennsylvania, 1978)

This phase is much like what it is today. The network had been formed out. Not only the vertical ways, but also the horizontal (west-east direction) green ways had been proposed.



Greenways-3

1960

1960 I. M. Pei & Associates Greenway Plan for Society Hill Redevelopment Area

I. M. Pei & Associates, Architects and Planners. "The Greenway System" in "Society Hill, Philadelphia - A Plan For Redevelopment / Section A - Washington Square East Urban Renewal Area, Unit Number One". 1960.

A lot of the networks had been broken in this proposal. The vertical way passing through the three bears park was still existing. There were no green ways around the towers. And the greenway from towers to the Head House, and from Head House to the St.Peter's church was missing.



Greenways-4

2015

2015 Existing Greenway infrastructure (Satellite imagery)

Based on current Google Earth images

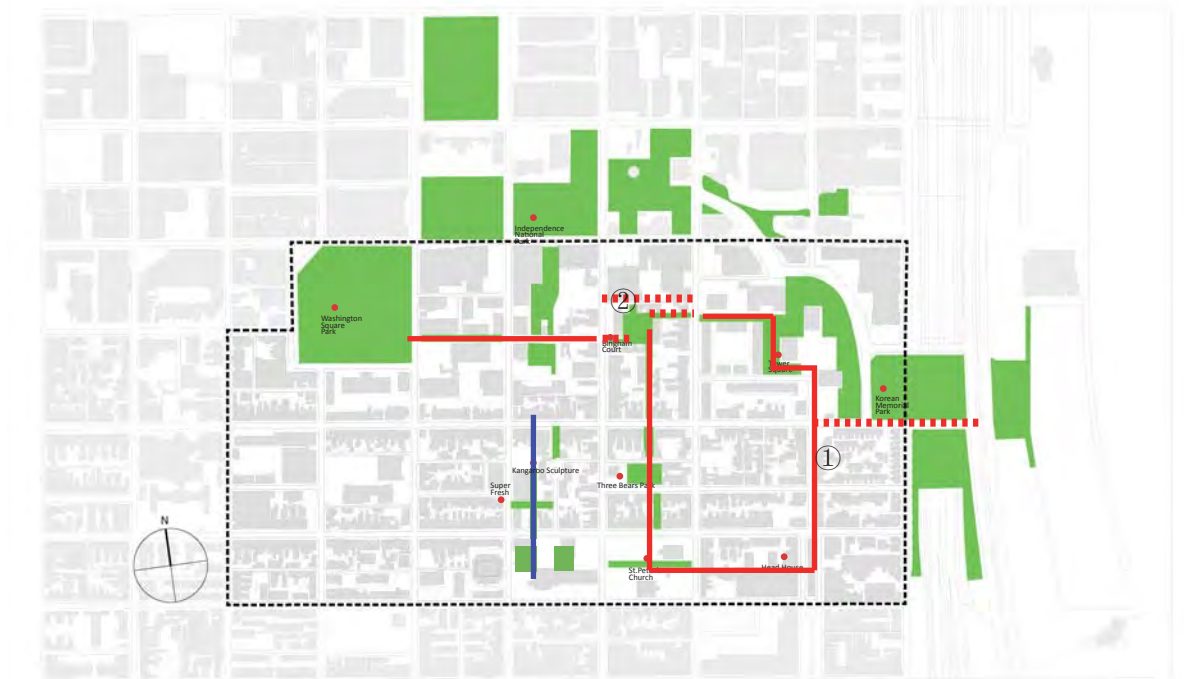
In this image, the vertical way passing through the three bears park is there. Also another one passing the kangaroo sculpture is formed. The horizontal way passing through the Bingham Court facing the St.Joseph's church is one of the ways Bacon proposed strongly. The greenway from the tower to the Head House, and from Head House to the St.Peter's church was not marked green in this image, but both ways have been covered by trees-they are car ways, not pedestrian.



II CURRENT PROBLEMS

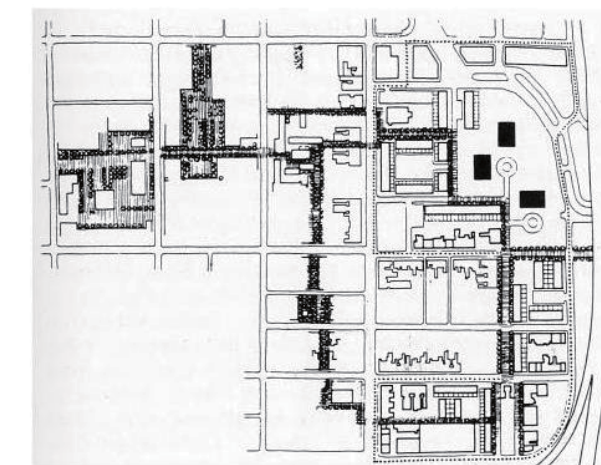
General Problems

1. Accessibility - Some of the greenways are closed because of the different ownership.
2. Pedestrian- Some of the pedestrian friendly environment is lost because of cars and parking.
3. Safety - Some of the greenways are not so safe because they are behind the house and away from the main street.
4. Function- Some of the parks or greenways are not often used by people because they are lack of facilities.



Existing Greenway 2015

I.M. Pei Proposal ————
 Not Existing - - - - -
 Newly Added ————



I.M. Pei Greenways Proposal



① The Spruce St. to Penn's Landing is no longer a pedestrian scale friendly street



② The Willings Alley has a lot of parking now, the pedestrian environment is lost

Accessibility

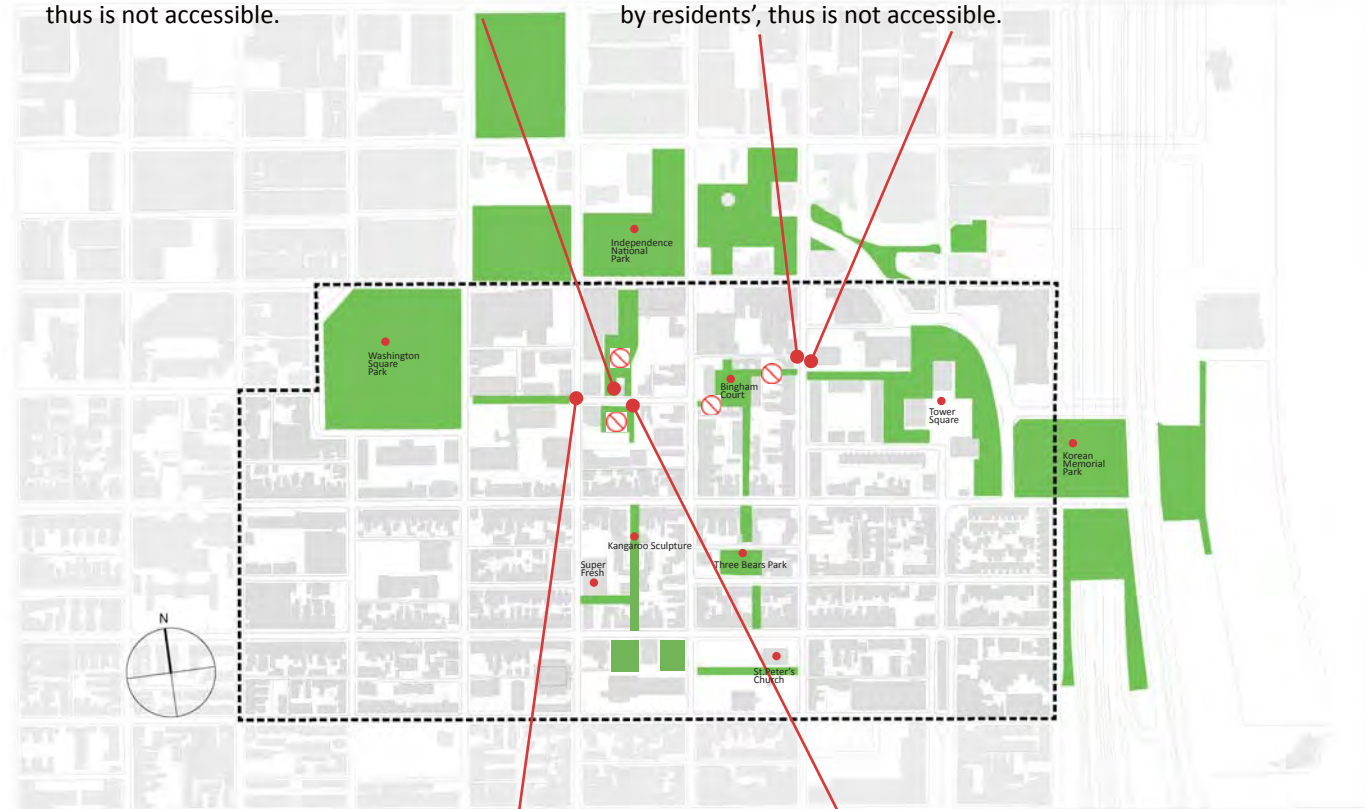
There are several greenways in the neighborhood that are not accessible. Reasons include ownership (private/public), connection to another neighborhood (Independence Park).



This park is towards the Independence Park, thus is not accessible.



This lane is closed by a fence, saying "Bingham Court, maintained by residents", thus is not accessible.



This way is not closed to the pedestrian, but the fence is confusing.



This looks like a private property park and is not accessible.

Space / Place

There are a lot of open spaces in this neighborhood but are not place because they are not efficiently used by the public. Cases include the square under the towers, the Korean Memorial Park, and a lot of open spaces are cemetery.



A nice small square under the towers. Not efficiently used by people. In the picture, it is used as parking at 5p.m. on Thursday.



Very few people use the parks near the waterfront. It is not a pedestrian friendly environment because of the large scale automobile atmosphere.



A lot of the green space in the map is cemetery's greens. Sometimes people choose to relax there. It is reasonable to take consideration of integrating the design of the churches and those cemetery's green space, rehabilitating them together into future use as a preservation method.

Safety

Some of the greenways are not feeling so safe according to what the residents said during interview. Reasons can be described as some of the greenways don't have much light, some of them are behind the house and are more private than public, some of them are covered by big trees.



This way is connecting to the three bears park. Feeling OK safe because it looks relatively wide and bright.



This way is behind the Towers Condo. Few people use it during the day, but night might be scary since it is away from the main road.



This way is near the Fresh Grocer. Feeling not so safe because the lane is deep and can't see the end of it.



This way is towards the three bears park. Feeling not so safe during the night because it's relatively narrow and dark.

Generally it is safe...

According to the "Philly Neighborhood Index", Society Hill is among the safest areas with a darker green color showing in the map below. According to *Philly Neighborhood Index*, Society Hill experienced a 45 percent drop in violent crime between 2007 and 2012. And it's no wonder. In a neighborhood with an average annual income of \$145,260, according to Pew's "State of The City 2013" report, residents expect to be secure.

Philly Neighborhood Index

<http://billypenn.com/2014/11/24/the-philly-neighborhood-index-the-safest-loudest-and-most-livable-hoods/>

Crime Grade BETA

Society Hill Towers Circle compared to all of Philadelphia.



How do you feel walking near Society Hill Towers Circle?

Day: Safe Unsafe Night: Safe Unsafe

City Data Forum

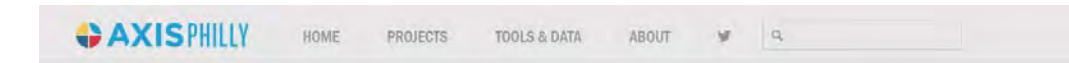
<http://www.city-data.com/forum/philadelphia/217717-society-hill-crime-night-time.html>

FindingZen (7,917 posts, read 13,966,423 times, Reputation: 2441)
 Society Hill is sandwiched between Old City to the north and the South Street area to, well, the South. 😊 Nightlife abounds in both of these areas. In Old City, the 2nd Street corridor is arguably the epicenter of trendy clubs and bars. You may encounter drunk 20-somethings blowing off steam but not much worse. South Street is trying to cling to its bohemian past. On weekends at least, it will skew more to teenagers and younger adults at night. Again, I would only predict mild spillover as people travel up to take the subway or train home.
 In short, you'll be fine, especially if you're accustomed to urban living. It's in the city's best interest to keep Center City safe so you will see more visible police downtown there than anywhere else. And with Society Hill being one of the three most expensive places to live in the city - along with Rittenhouse Square and Chestnut Hill - you can bet that residents feel comfortable in their environment.

Bookmen (Location: Toronto, 334 posts, read 706,955 times, Reputation: 903)
 As a resident of Society Hill, I have never felt unsafe walking around the neighborhood at night. The normal caution one uses in any urban situation is advisable, of course.

However...

On the evening of April 29, 2013, that sense of security was shattered by what witnesses described as shouting followed by a gunshot. When the noise stopped and the smoke cleared, a neighborhood pharmacist who has yet to be identified lay bleeding on the sidewalk on Lawrence Street near Pine. It was the second shooting to occur near that intersection in a year, and it was a bloody reminder that no place is safe, and no ground is sacred when it comes to crime.



Solomon Jones

Commentary by Solomon Jones

Share this:

<http://axis.ph/ZaizR1>



Recent Posts

Telling stories

Crime crosses neighborhood boundaries

by Solomon Jones, May 1, 2013



Fourth and Lawrence Streets in Society Hill, where yesterday's victim was shot, is across the street from the Old Pine Street

<http://axisphilly.org/article/philadelphia-crime-crosses-neighborhood-boundaries/>

Also, according to our discussion with representatives from the Society Hill Civic Association, the female residents also express this concern of safety.

Thus, in this study, I carried out a questionnaire of the residents in Society Hill (who is familiar with the environment, also those who visit Society Hill for the first time).

In addition, crime map from the Philly Police Department is used this time to verify the safety issues mentioned by the people.

Questionnaire designed to collect statistic data to understand the safety problems on greenways

Questionnaire:

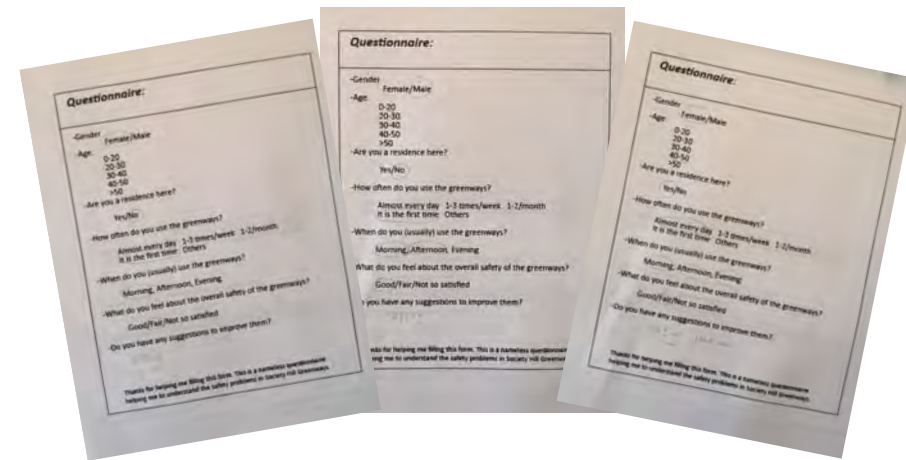
- Gender: **Female**/Male
- Age:
 - 0-20
 - 20-30**
 - 30-40
 - 40-50
 - >50
- Are you a residence here?
 - Yes/**No**
- How often do you use the greenways?
 - Almost every day** 1-3 times/week 1-2/month
 - It is the first time** Others
- When do you (usually) use the greenways?
 - Morning, **Afternoon**, Evening
- What do you feel about the overall safety of the greenways?
 - Good/**Fair**/Not so satisfied
- Do you have any suggestions to improve them?

No place to sit in the Kangaroo Park

Thanks for helping me filling this form. This is a nameless questionnaire helping me to understand the safety problems in Society Hill Greenways.

In order to get an overall understanding of the safety problem, because of time limits, this survey only include 10 Society Hill residents and 10 Penn HSPV students. For further survey, it is suggested to carry out a larger sample.

According to the survey, 8 female citizens express their concern about safety. Although safety is rather a personal feeling, differ from individual to individual, however, we should still take into consideration of their concern.



Philly Crime Map

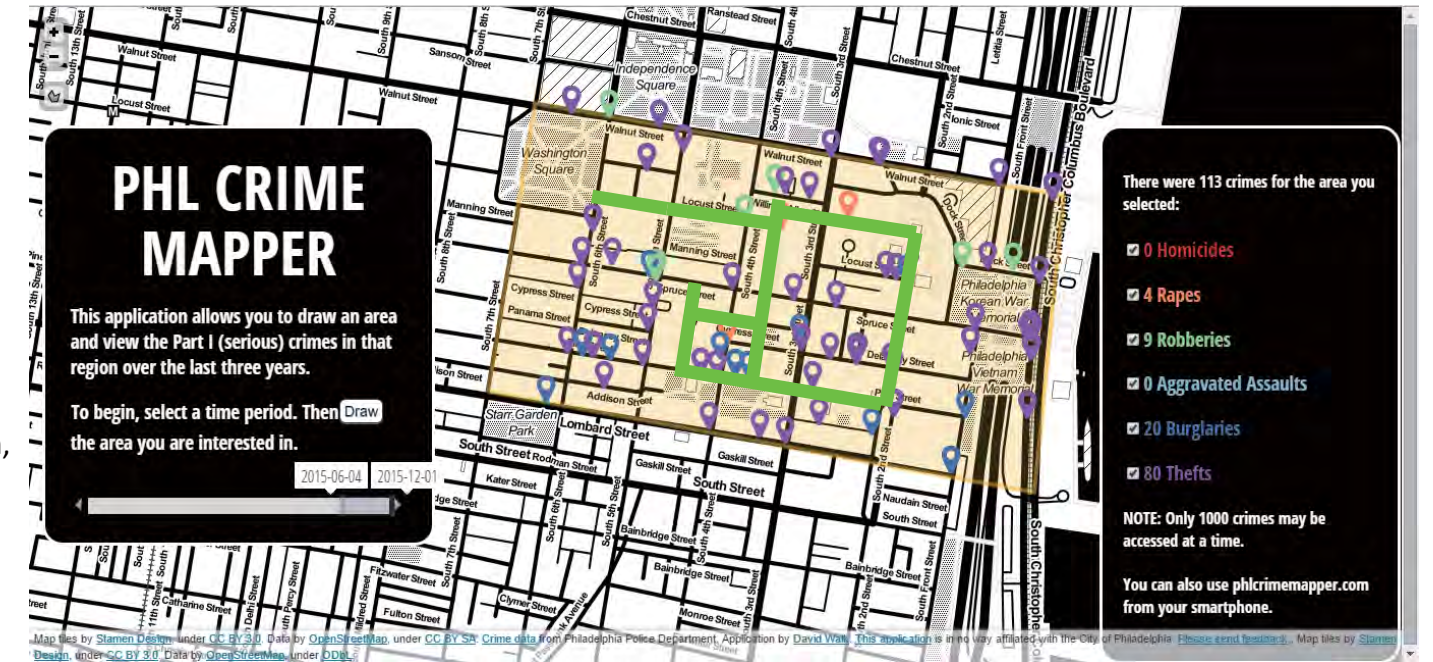
<http://www.phlcrimemapper.com/>

This is a website from the Philly Police Department that used to show how many crimes happen within a certain period of time in an area and also where did it happen, when did it happen and what type of crime it was.

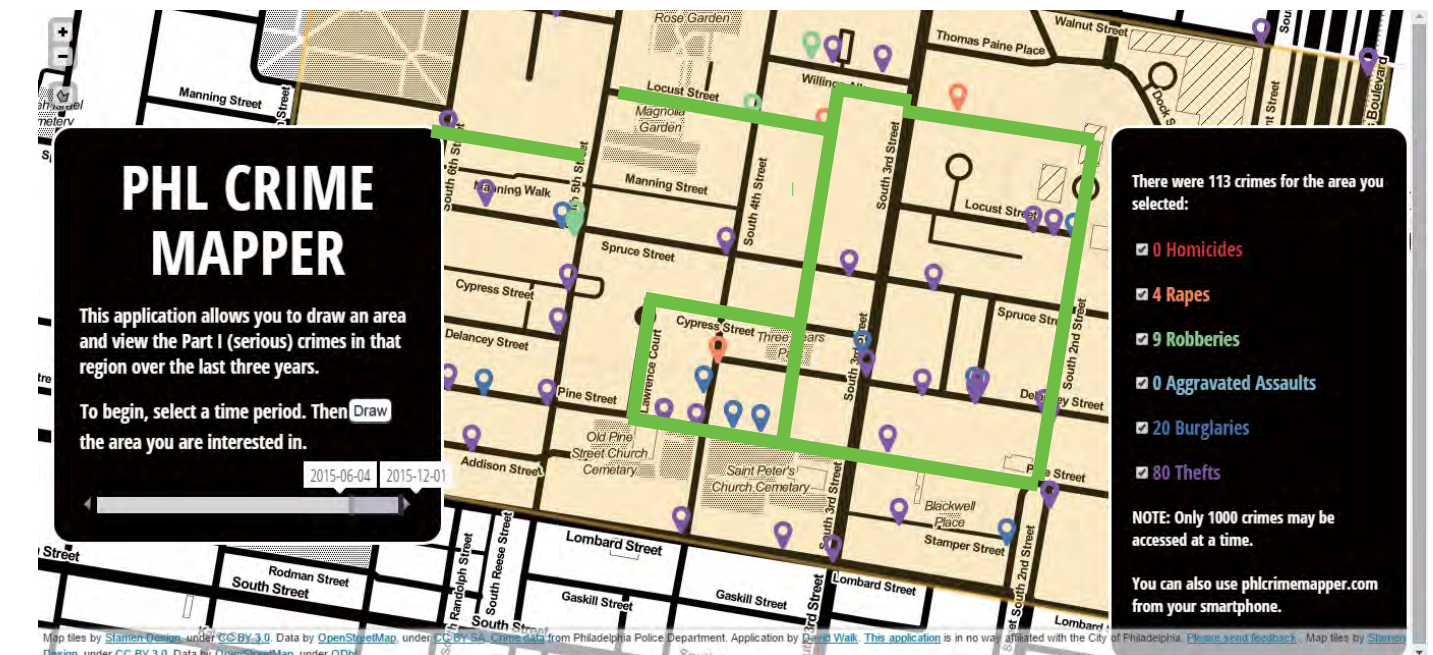
Here it is showing the crimes happened in Society Hill Neighborhood from June,6th, 2015 to December, 1st, 2015, totally 6 months.

We can see that all four rapes (in orange) happened along the greenways. Thefts(purple) and Burglaries(dark blue) are also the mostly happened crime. Some of the crimes even happened during the day time.

Society Hill Crime Data - Large Zone (6/4/2015-12/1/2015)



Society Hill Crime Data - Small Zone(6/4/2015-12/1/2015)



III SOLUTION

Accessibility

There are several greenways in the neighborhood that are not accessible. Reasons include ownership (private/public), connection to another neighborhood (Independence Park).



To solve the problem of blocking the greenways, one needs to work closely with the client of the house (e.g. Bingham Court) or with the Independence National Park, to find a solution to reopen the green space.



Bingham Court (maintained by residents)



The other side is Independence National Park

Change Space to Place

There are a lot of open space in the neighborhood, but they are "space" instead of "place" for people to use. During my survey, it is mentioned by several people that the Kangaroo Park, as a public place, is lack of sitting. Below is the picture showing during our site visit people can only sit on stone posts to have a rest.



Before

Bench & Lighting:



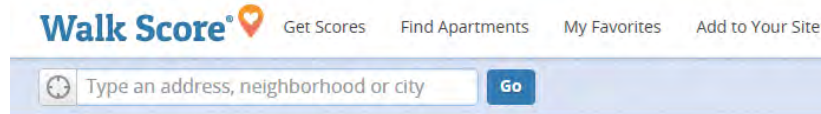
In order not to cause light pollution but also illuminate the dark environment, this type of seat with mild light could be considered in the park. It provides sitting area as well as lighting. (www.escofet.com) Some modern landscape furniture provides children a place to play, also add some dynamic elements to this historic neighborhood.



After

Walking/ Biking

Ed Bacon doesn't like cars! Or he doesn't treat cars as enemies, but his goal is to protect the city and its pedestrians from the automobile. Bacon's Society Hill greenway pedestrian system is a great example of his goals to accommodate pedestrians. Thus, it is necessary to evaluate and analyze its' current condition ---is it pedestrian friendly?



Bike Score™

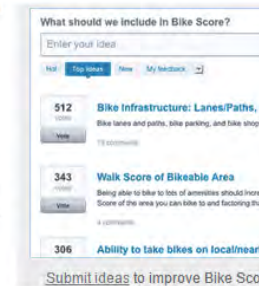
Our Bike Score service measures whether a location is good for biking on a scale from 0 - 100 based on four equally weighted components:

- Bike lanes
- Hills
- Destinations and road connectivity
- Bike commuting mode share

Like Walk Score and Transit Score, our goal with Bike Score is to provide an easy way to evaluate bikeability at a specific location. Bike Score can be used by people looking for a bikeable place to live or urban planners looking to do research on bikeability.

If you'd like to use Bike Score data, [see our data services.](#)

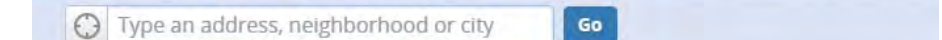
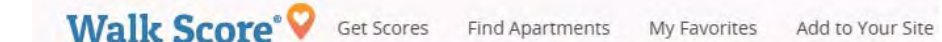
Bike Score	Description
90-100	Biker's Paradise Daily errands can be accomplished on a bike.
70-89	Very Bikeable Biking is convenient for most trips.
50-69	Bikeable Some bike infrastructure.
0-49	Somewhat Bikeable Minimal bike infrastructure.



Walk Score & Bike Score

<https://www.walkscore.com/score/society-hill-towers-cir-philadelphia-pa-19106>

There are various websites study and rank the environment of a neighborhood, among them there is a popular one called *Walk Score*. It ranks scores according to walker's, rider's and biker's feelings. In Society Hill, it is *95,91,98*, it's paradise for all three kinds of people! Thus, it could be considered as a pedestrian friendly and biking friendly environment.



Society Hill Towers Circle

Center City East, Philadelphia, 19106

Commute to **Downtown Camden**

12 min 60+ min 60+ min View Routes

[Favorite](#) [Map](#) [Nearby Apartments](#)

Looking for a home for sale in Philadelphia? [🏠](#)

Walk Score 95
Walker's Paradise
Daily errands do not require a car.

Transit Score 91
Rider's Paradise
World-class public transportation.

Bike Score 98
Biker's Paradise
Flat as a pancake, excellent bike lanes.

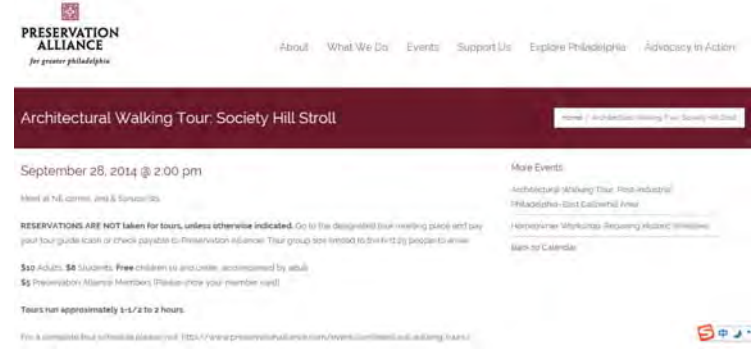


Various Walking Tours in Society Hill

As a pedestrian and biking friendly neighborhood, also as a tourist attraction area, Society Hill is ideal for walking tours and biking tours. There are various Society Hill walking tours found on websites which could be uses as references to think about planning a new greenway tour.

① The Preservation Alliance Architecture Walking Tour

<http://www.preservationalliance.com/event/architectural-walking-tour-society-hill-stroll/>



② PennDesign Walking Tours

<https://www.design.upenn.edu/sites/default/files/Philadelphia%20Tours.pdf>



WALKING TOURS OF PHILADELPHIA

Attached are a few self-guided tours you may wish to try. The focal points are primarily architectural; however, there are some gardens and artwork of note included in the tours. Although you won't have the time today to visit them all, you may be able to stroll through at least one tour and enjoy the beauty and diversity of the city of Philadelphia.

SOCIETY HILL

It was the Free Society of Traders to whom William Penn made liberal concessions of land and privileges that gave its name to Society Hill. In 1683 its assets included a sawmill, a glasshouse, and a tannery. It fell upon hard times in the 20th century, but today it is the very model of urban renewal and urban amenity in a historic setting.

Today, Society Hill includes the land from the Delaware River to Washington Square and from Front Street west to 8th Street and from Lombard Street to Walnut Street. Horse-drawn cabs driven by knowledgeable guides can be hailed in the vicinities of Independence Mall (4th to 6th on Chestnut Streets) and Head House Square (2nd and Pine Streets).

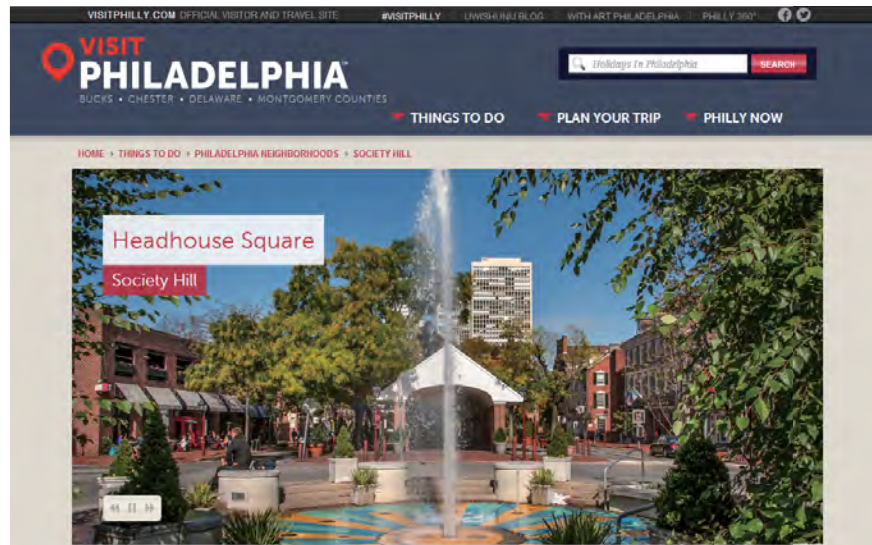
The charm of Society Hill is that its homes are not museums, but are lived in by Philadelphians who delight in 18th and 19th century houses. In the 18th century, Society Hill was removed from the avenues of commerce and given the residential character it retains today.

Sites in Society Hill include:

- Old St. Joseph's
- Shippen-Wistar House
- Cadwalader House
- St. Mary's Church, *Charles Johnson*
- House of Joseph Hopkinson
- Wharton House
- Powel House, *Carpenter's Company*
- John Penn's House
- St. Paul's Episcopal Church
- Davis-Lenox House
- A Man Full of Trouble Tavern
- Tun Tavern
- American Street
- Head House
- Thaddeus Kosciuszko House
- St. Peter's Church, *Robert Smith*
- Old Pine
- Presbyterian Historical Society
- Society Hill Synagogue, *Thomas U. Walter*

③ Visit Philly Walking Tour

<http://www.visitphilly.com/philadelphia-neighborhoods/society-hill/>



Philadelphia NEIGHBORHOODS Society Hill

Society Hill is one of Philadelphia's most sought-after neighborhoods. While mostly residential, the community, which lies between the Delaware River on the east, 8th St. on the west, Walnut St. on the north and Lombard St. on the south, boasts a comfortable combination of restaurants, historic attractions and shops that meet the needs of residents and visitors alike.

Following an era when the neighborhood was home to a number of luminaries — Samuel Povel, the first mayor of the city after independence was declared, future first lady Dolly Todd Madison and Revolutionary War hero Thaddeus Kosciuszko, among others — the neighborhood slipped into a state of decline by the late 19th and early 20th century. Known as the 7th Ward, the slum was populated by a mix of Jewish and African immigrants and African-Americans. Despite its slump, many of the historic buildings remained, which inspired city planners — chief among them famed Philadelphia architect Edmund Bacon — to craft a plan that would revive Society Hill and help residents rediscover the conveniences of city living. And that it did.

WHAT TO DO

Washington Square

Washington Square, one of Philadelphia's five public squares laid out by William Penn in his original plan for the city, has been a scenic modern-day park for 200 years. Its proximity to Independence Hall, the Liberty Bell and the Independence Visitor Center make it hard for visitors and locals to resist the appeal of walking the same land and streets the nation's founders once strolled. Today's beautiful park setting and the lovely homes and buildings that surround it complete the experience.

Headhouse Square

With its cobblestone streets and original 18th- and 19th-century buildings that line the streets, Headhouse Square remains as picture-perfect today as it was hundreds of years ago. It's also home to Headhouse Square Farmers' Market, the oldest farmers' market in Philadelphia. Held every Sunday May through December, the market boasts more than 25 farmers and producers, all displaying their fresh produce, baked goods and local meats, cheeses and wines.

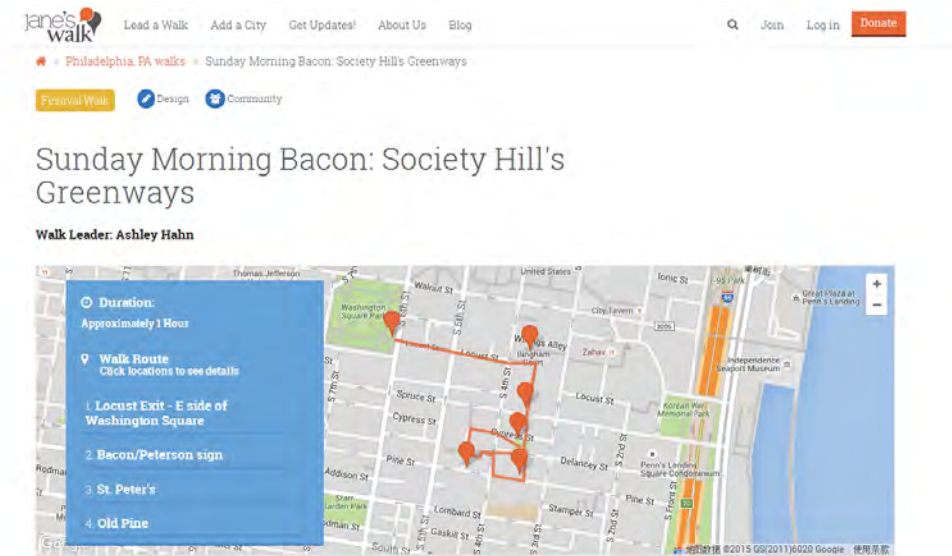
Dock Street

Though just a short street in Society Hill, the cobblestoned Dock Street area is home to a number of the city's best restaurants and entertainment. Look no further than the modern-yet-traditional cuisine at *Zahav*, Mediterranean treats at *Positano Coast* and the Ritz Five, which screens independent and foreign films.

Various Walking Tours in Society Hill

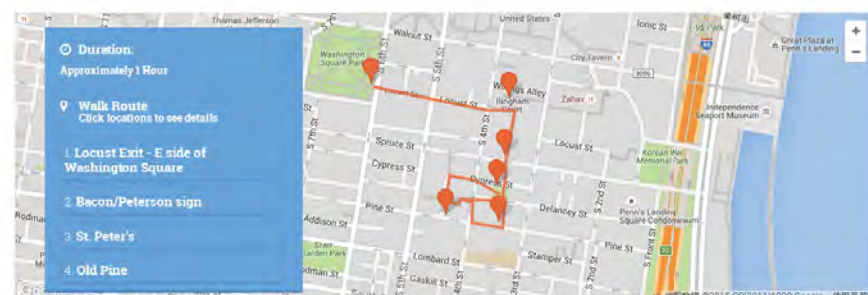
④ Jane's Greenways Walking Tour

<http://janeswalk.org/united-states/philadelphia/bacons-greenways/>



Sunday Morning Bacon: Society Hill's Greenways

Walk Leader: Ashley Hahn



About This Walk

Back in the 1960s planner Edmund Bacon and preservationist Charles Peterson rumbled over what to keep and what to raze during Society Hill's Urban Renewal era. We'll look at the living legacy of that fight and explore today's Society Hill by taking a walk down Ed Bacon's greenways, starting at Bingham Court and visit John Collins' Three Bears Park. Along the way we'll talk modern architecture, historic fabric, and the success of the public spaces in between.



- Accessibility
 - Family friendly
 - Dogs welcome
 - Strollers welcome
 - Bicycles welcome
 - Uneven terrain

The terrain is almost entirely flat. There is a small set of stairs and there are some cobblestones which limits total accessibility for those with limited mobility.

Taking Public Transit

The meeting spot is on the southeast side of Washington Square along 6th Street at Locust. This location is close to the 5th Street stop on the Market-Frankford Line, and near stops on the 12,42,57 bus lines. Check septa.org

How to find us

I'll be standing at the Washington Square exit, wearing orange.

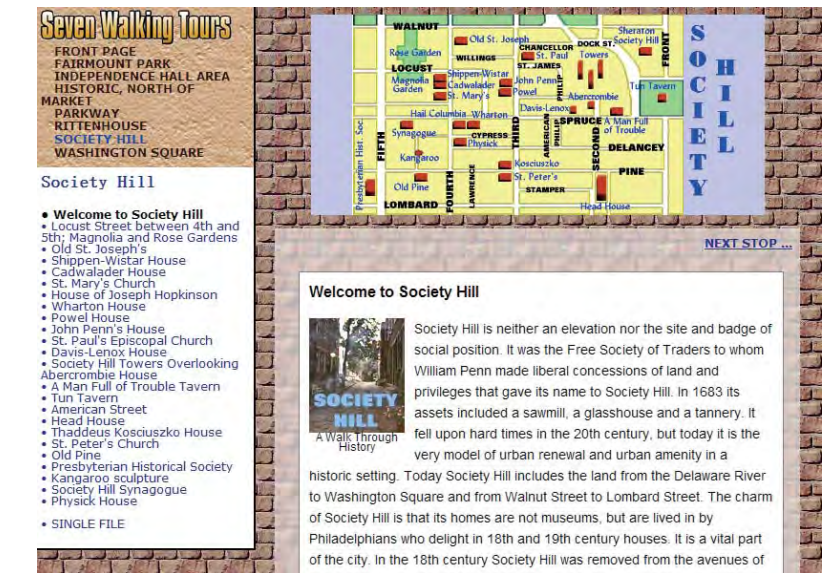
About The Walk Team



Walk Leader Ashley Hahn
Ashley edits PlanPhilly.com's Eyes on the Street blog, and has a special interest in historic preservation, neighborhood lore, and all things public - from art to space.

⑤ US History Walking Tour

<http://www.ushistory.org/districts/societyhill/index.htm>



Society Hill

- Welcome to Society Hill
- Locust Street between 4th and 5th; Magnolia and Rose Gardens
- Old St. Joseph's
- Shippen-Wistar House
- Cadwalader House
- Wharton House
- St. Mary's Church
- House of Joseph Hopkinson
- Powel House
- John Penn's House
- St. Paul's Episcopal Church
- Davis-Lenox House
- Society Hill Towers Overlooking Abercrombie House
- A Man Full of Trouble Tavern
- Tun Tavern
- American Street
- Head House
- Thaddeus Kosciuszko House
- St. Peter's Church
- Old Pine
- Presbyterian Historical Society
- Kangaroo sculpture
- Society Hill Synagogue
- Physick House

• SINGLE FILE

Welcome to Society Hill



Society Hill is neither an elevation nor the site and badge of social position. It was the Free Society of Traders to whom William Penn made liberal concessions of land and privileges that gave its name to Society Hill. In 1683 its assets included a sawmill, a glasshouse and a tannery. It fell upon hard times in the 20th century, but today it is the very model of urban renewal and urban amenity in a historic setting. Today Society Hill includes the land from the Delaware River to Washington Square and from Walnut Street to Lombard Street. The charm of Society Hill is that its homes are not museums, but are lived in by Philadelphians who delight in 18th and 19th century houses. It is a vital part of the city. In the 18th century Society Hill was removed from the avenues of

All the tours give the highlights of this neighborhood, mainly the famous historic buildings and landmarks. In Jane's Walk, she especially organizes a greenway walking tour helping to appreciate Bacon's work. It is happy to see that Bacon's greenways idea is appreciated by people. Thus, a more detail planned greenways tour needs to be considered in the future preservation plan to help people appreciate and preserve this great idea by Bacon.



A newly proposed Biking & Walking Tour

Biking Tour Suggest



Washington Square Park



Kangaroo Sculpture

This tour could incorporate with my teammates Grace Meloy's architectural walking tour, a walking tour APP could be developed in the future



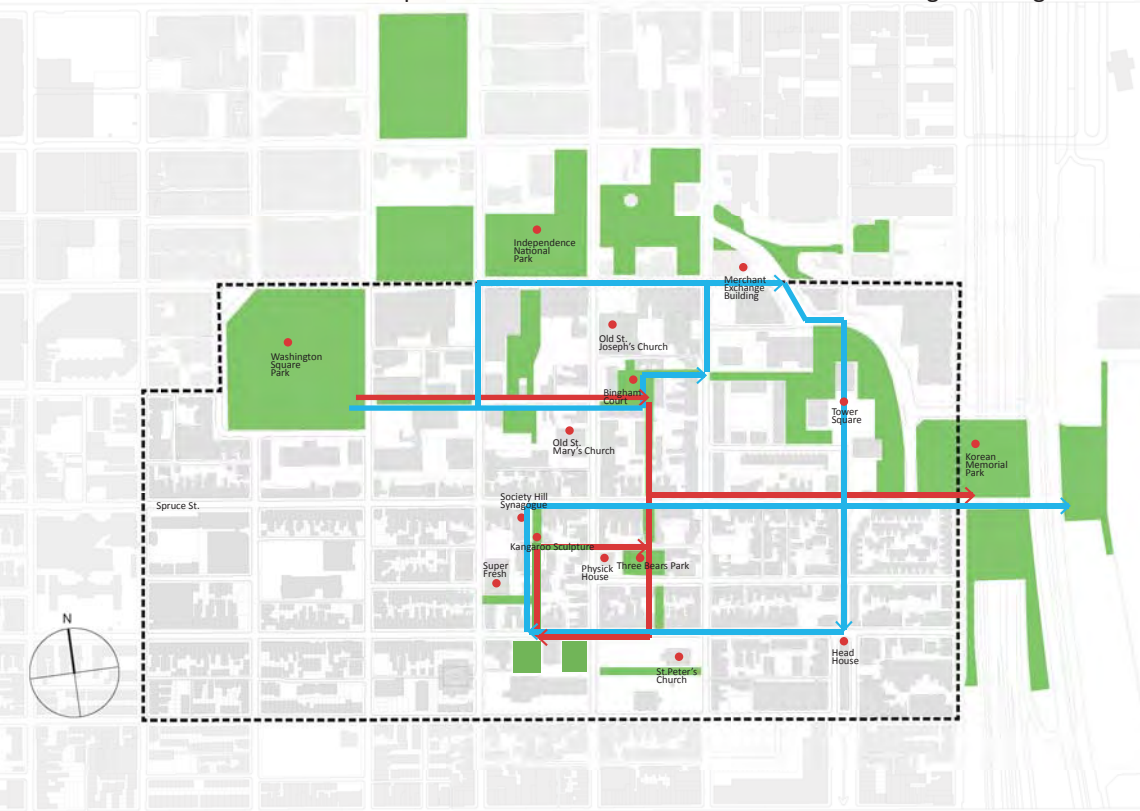
Three Bears Park



Independence National Park



Merchant Exchange Building



Society Hill Towers



Korean Memorial Park



Head House



Walking Tour Suggest



St. Peter's Church

Biking Bridge

A current trend is rising in Philadelphia with these blue renting bikes. Biking is a healthy and environmental-friendly lifestyle and thus it is more and more welcomed by citizens and tourists.

It is ideal to think of a biking tour route along with the walking tour route in Society Hill to help people appreciating the nice buildings and greenways, and help controlling tourists from breaking into the residents' private area.

A biking bridge on Spruce Street may be suitable for this plan. Firstly, Spruce Street Harbor is always a gathering spot. Secondly, there is not enough connection for Society Hill to the waterfront and this bridge will fill this gap between them.



Fig.1 Aerial image showing connection from the city to the waterfront

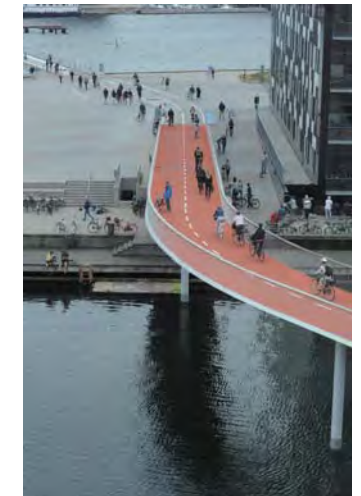


Fig.2 Biking Bridge in Denmark



Fig.3 New trend in Philly---Blue Renting Bikes

Fig 2. <http://www.archdaily.com/522669/bicycle-snake-dissing-weitling-architecture>

Fig 3. http://media.philly.com/images/600*450/pbikes11z-45625.jpg

Design Element

Identify and visibility

Clear making of entrances to the route will improve knowledge of the route and create a strong portal



Legibility and navigation

Providing guidance for navigation in the form of pavement, maps, signs, etc., that assist navigation on the route.

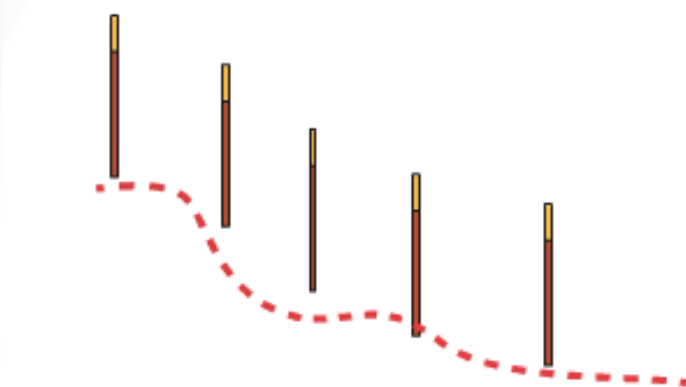


Paving

Using the same pavement along the route help way finding and can add to the identity of the route.

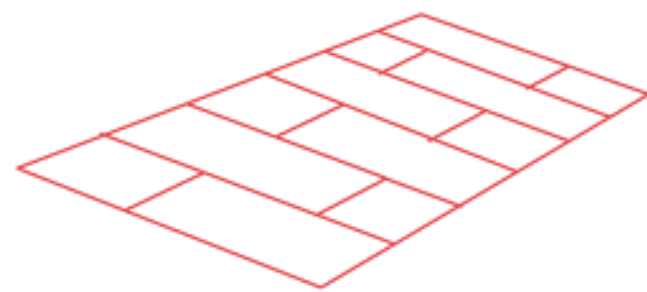
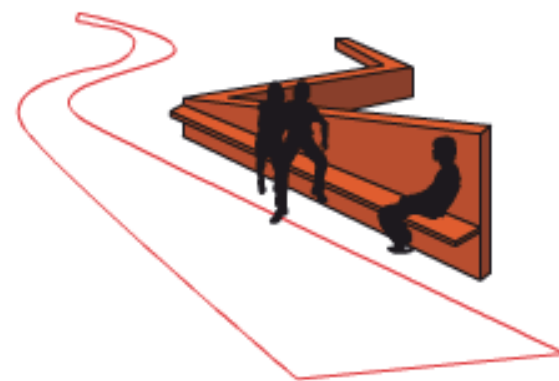
Lighting

Good lighting is important to increase safety and way finding at nighttime, but can also be a guiding element during the day,



Furniture

Furniture of similar design also gives coherency to the route, while providing places to rest, to meet other people.

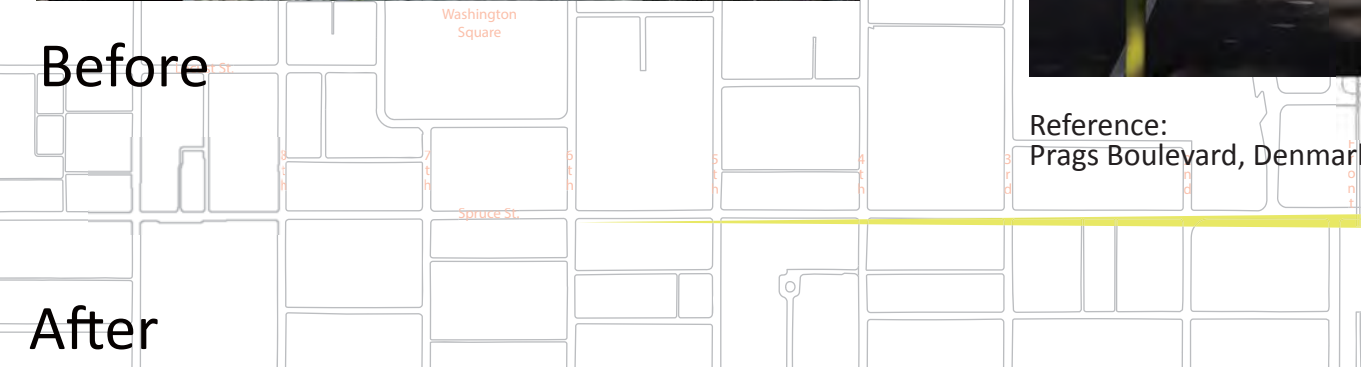


Spruce St. Biking Route

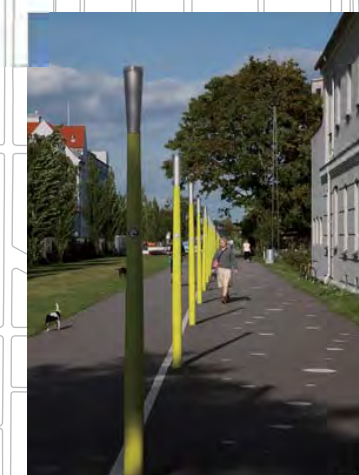
When leading people to the waterfront, it is good to have some guidance along the way, thus the biking way will become more distinct and obvious. Here, a new type of light coupled with the same color scheme pavement and furniture are proposed. It is hoping that the new biking way will attract more tourists as well as citizens to come to the waterfront.



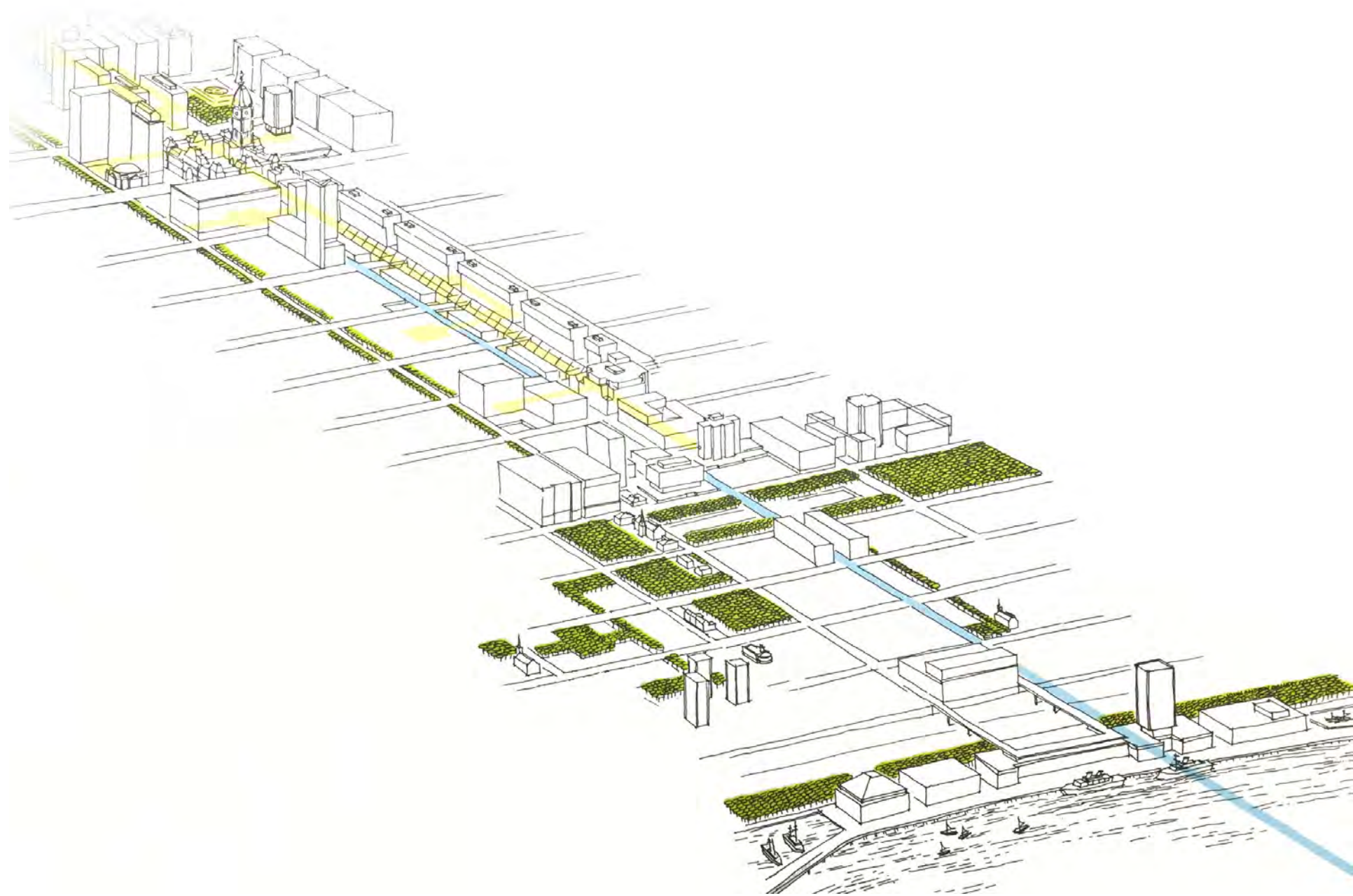
Before



After



Reference: Prags Boulevard, Denmark



Appendix 2

F - Vertical Elements in Bacon's Urban Space

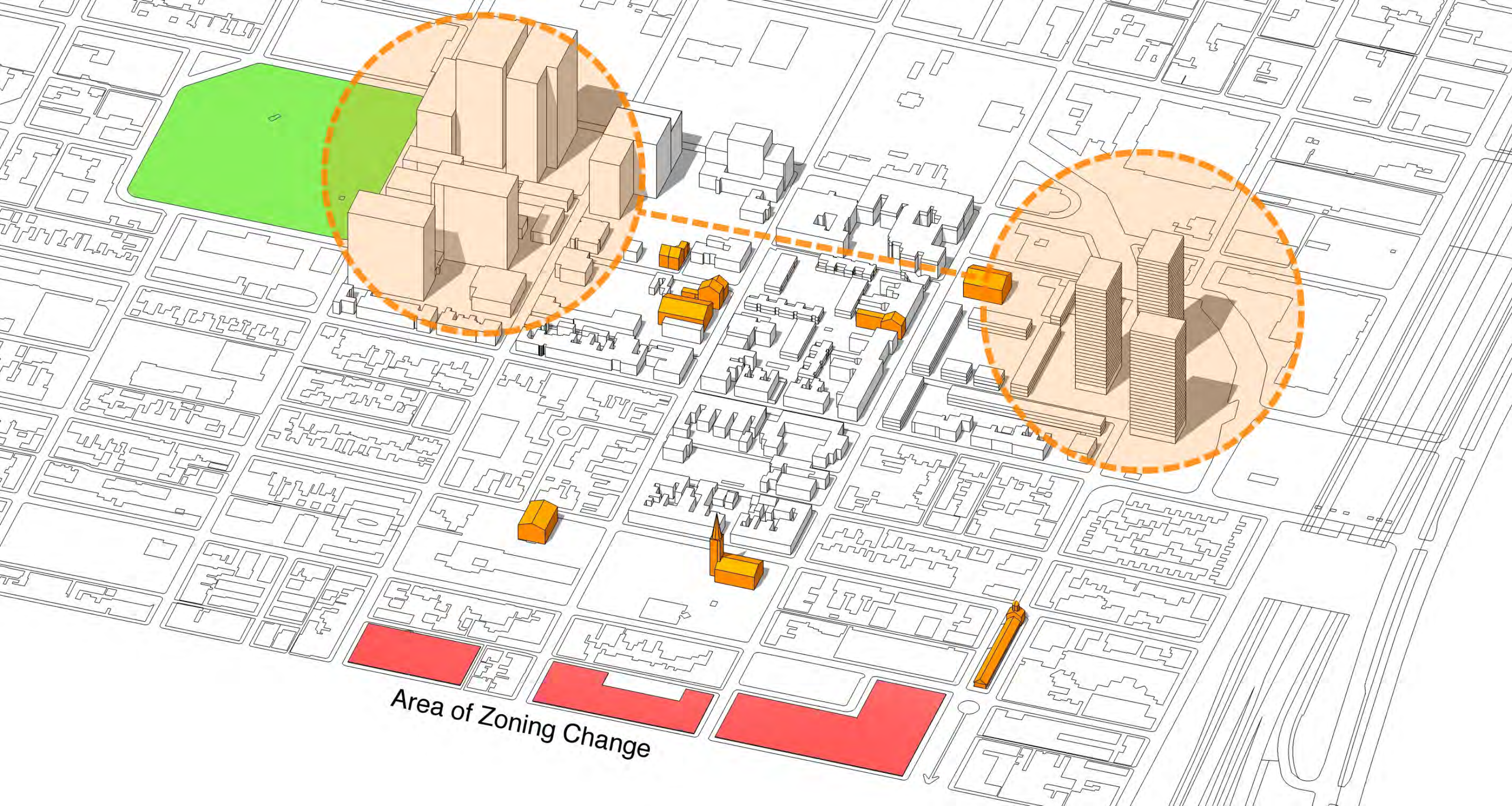
Xinhui Yang

INTRODUCTION

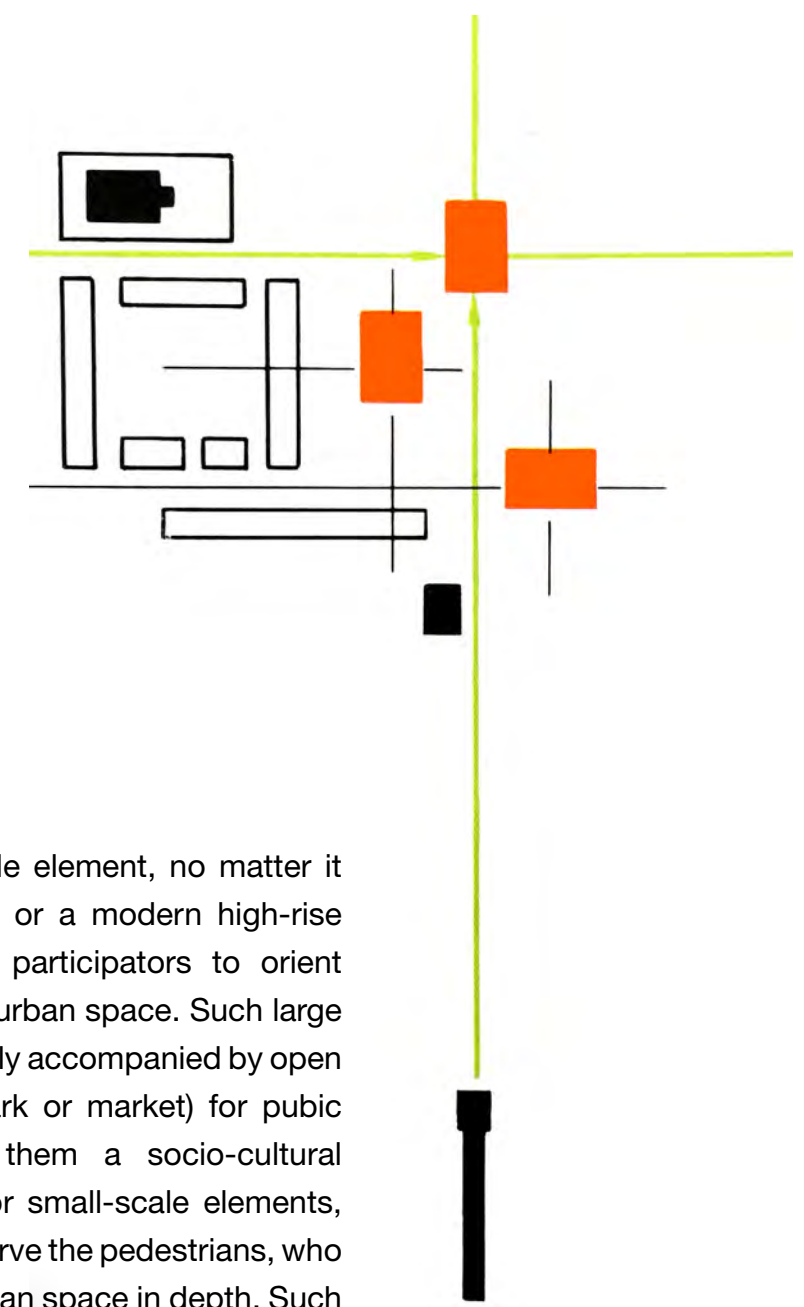
"Architecture is the articulation of space so as to produce in the participator a definite space experience..." -- **Design of Cities** (1974)

Vertical elements play a significant role in Bacon's vision of Philadelphia. Urban design, although sometimes begins with nodes and axes on a two-dimensional map, must be translated into vertical elements, only by which the space experience can be established. The vertical elements, including buildings, monuments, walls, fences and trees, contribute to the urban space from different aspects. First, they are essential to defining space. The height, mass and shape of surrounding elements can determine how strong the space is defined, providing participators the sense of openness or enclosure. The materials, textures and colors of the elements give each space some unique characteristics. Second,

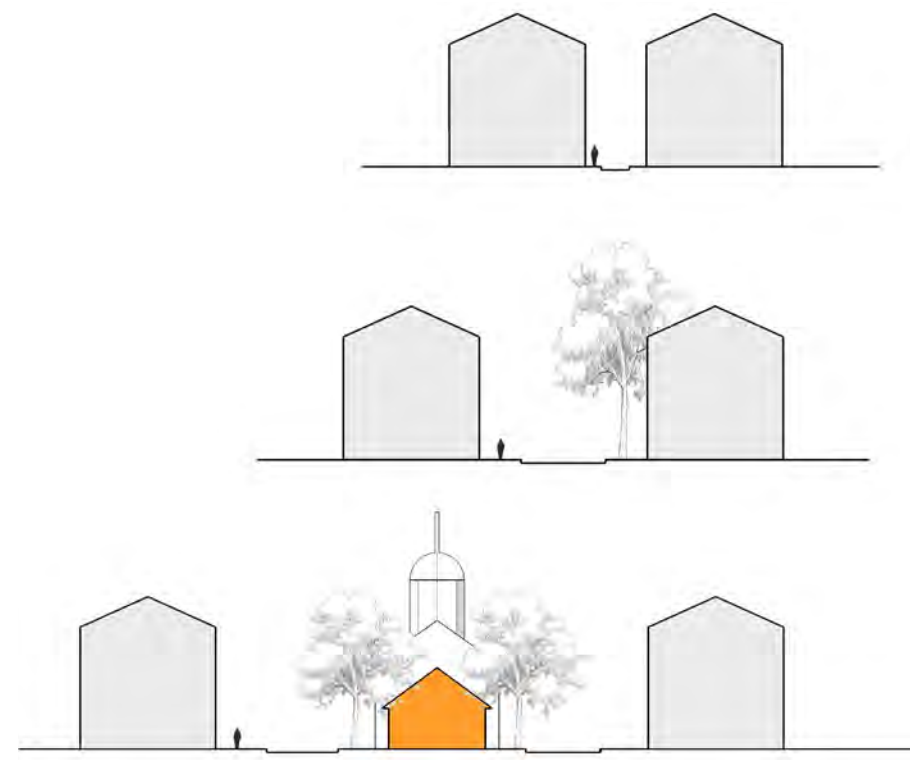
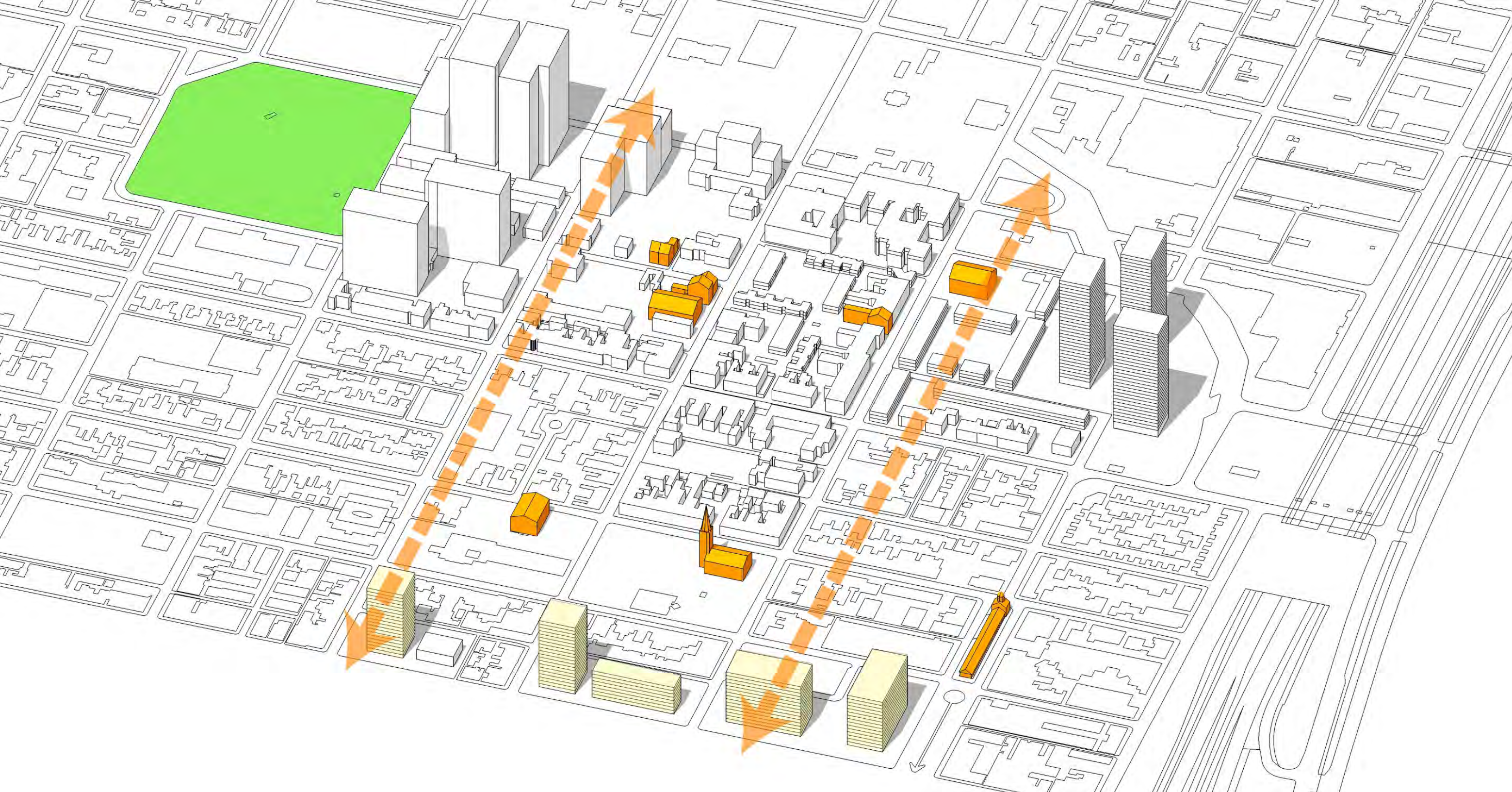




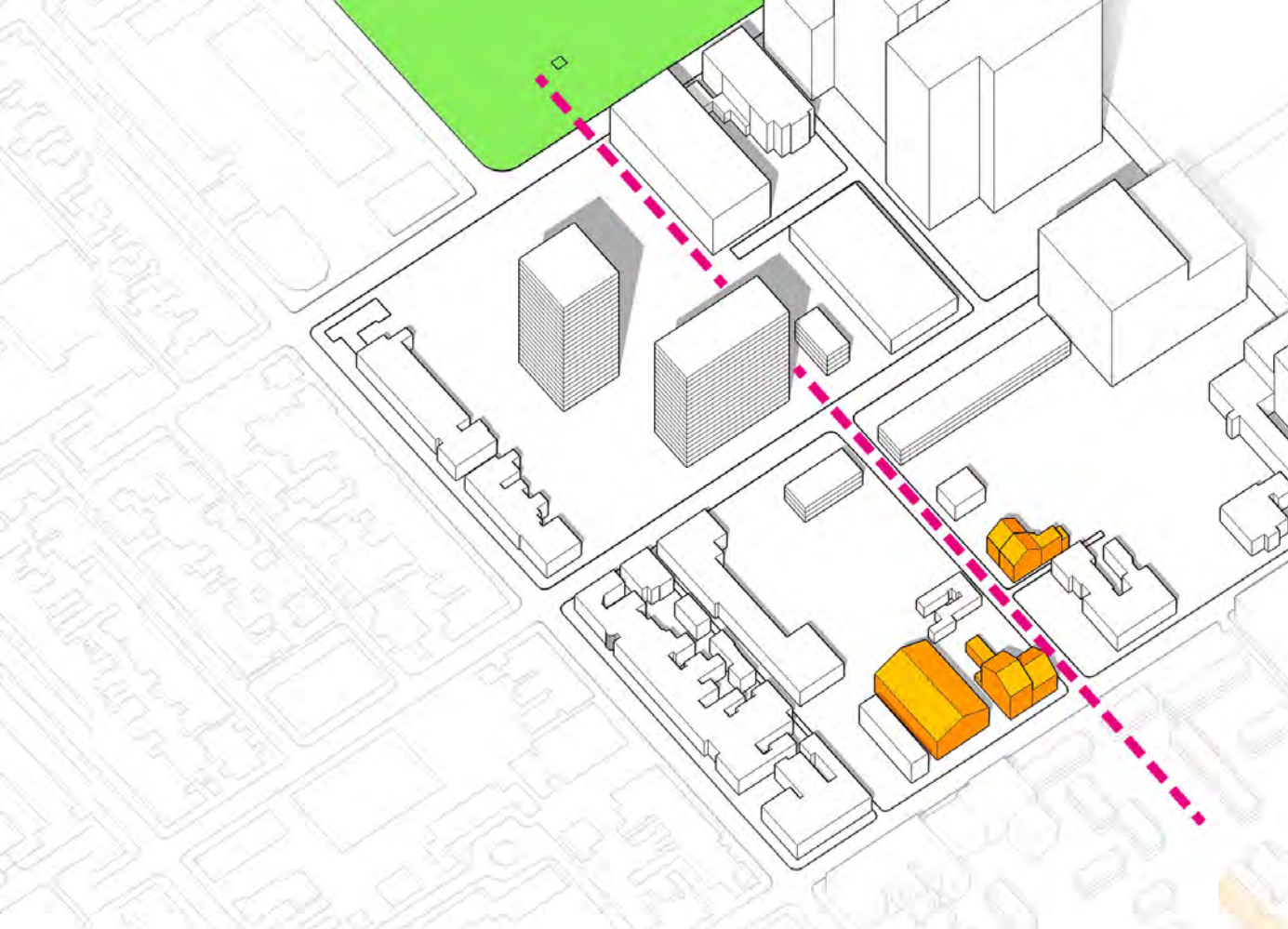
Area of Zoning Change



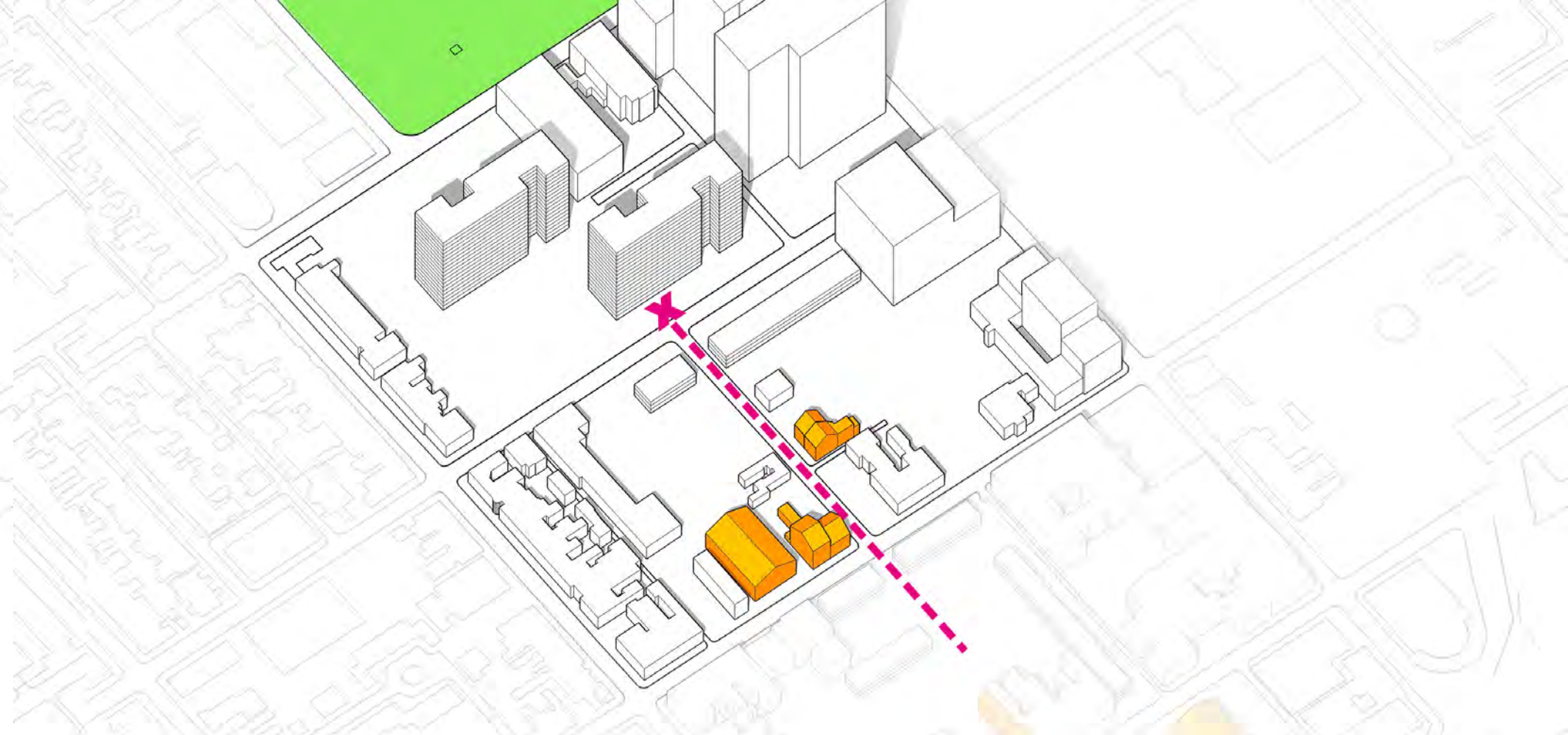
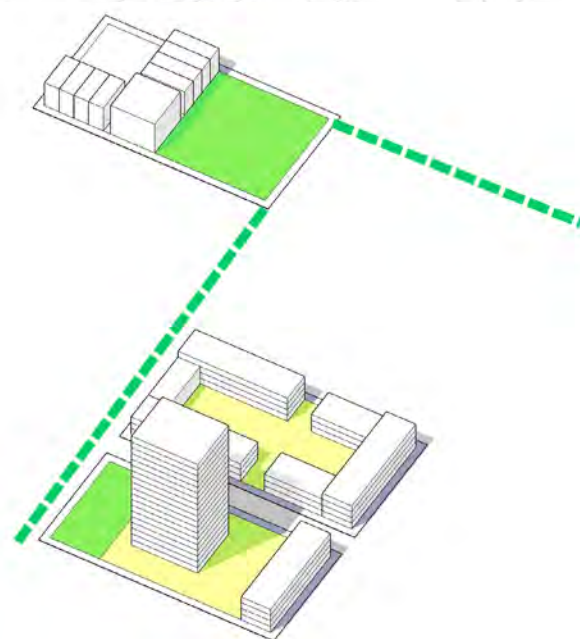
as for a large-scale element, no matter it is a church tower or a modern high-rise building, it helps participators to orient themselves in the urban space. Such large elements are usually accompanied by open space (square, park or market) for public activities, giving them a socio-cultural value. Third, as for small-scale elements, they particularly serve the pedestrians, who experience the urban space in depth. Such elements can vitalize the space between large-scale elements, functioning as a link between buildings and people.



Society Hill, where the urban space was crafted under Bacon's vision, is a successful example of utilizing vertical elements. Today, many historical landmarks are still functioning the way they did in Pre-Bacon era, and the high-rises at the Washington Square and the Society Hill Towers have created a "tension", which is celebrated by Bacon.



In his book, he describes that the “vertical mass of the obelisks” established the points and “the articulation along the lines” by the arches. Indeed, the plan of Society Hill Towers is often appreciated for its social and economical value, as it introduce a new/modern living style into the historical district.



But the physical form of the Towers is so important that has almost become the architectural symbol of the entire project. Equally interesting is the Franklin street lamp, which is ubiquitous along the paths in Society Hill. As it appears with Bacon’s image on the cover of the TIME magazine, it should be remembered that even a small element could contribute greatly to “place making”.

AIM OF PROJECT

The aim of this project is to provide design principles for developers and for the Society Hill Civic Association. This is relevant to the potential change of zoning code CMX-3 at the southern boundary of Society Hill. This area is not a part of the historic district and new high-rise buildings will probably be constructed in the future.



If this is inevitable, the new development SHOULD SUPPORT BACON'S VISION of Society Hill. The design principles, however, are not detailed guidelines. Architects are encouraged to create for the city "as an organism". The winning designs of the 1960 Society Hill Design Competition, although not fully implemented, are good references for identify



design principles for new construction. These designs can well represent Bacon's vision.

Appendix 2

G - Bacon Futures

Nathaniel Hammitt

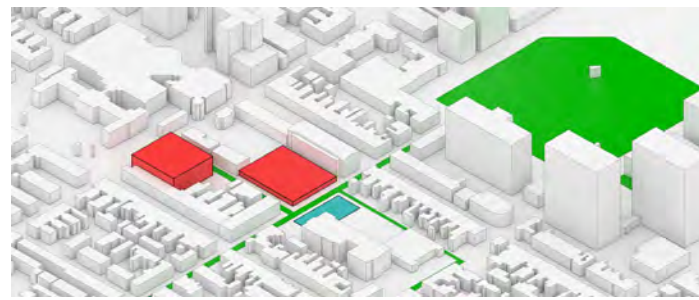
Bacon's Vision for Society Hill has been fully established across the northern and eastern sections of the neighborhood. But opportunities for employing Bacon's urban vision to the southern and western sections of Society Hill provide an excellent case study for future architectural design (and real-estate development).

THE THREE SITES IN QUESTION:

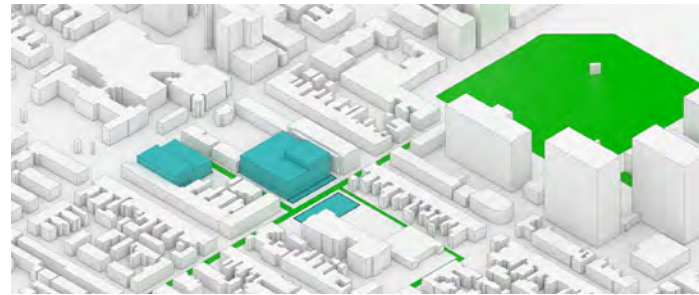
- Redevelopment of Pennsylvania hospital parking garages into mixed-use residential towers with street-level commercial services.
- Redevelopment of the SuperFresh site into a mixed-use residence and commercial center.
- Adaptive Reuse of St. Peter's Ukrainian Catholic Church as a cafe, restaurant, or local market.



Photos citation: ENB Collection, Architectural Archives, University of Pennsylvania



Demolition of above-ground parking lots.



Identification of FAR buildable volume, with parking relocated underground.



Consolidation of built form to maximize available ground greenspace.



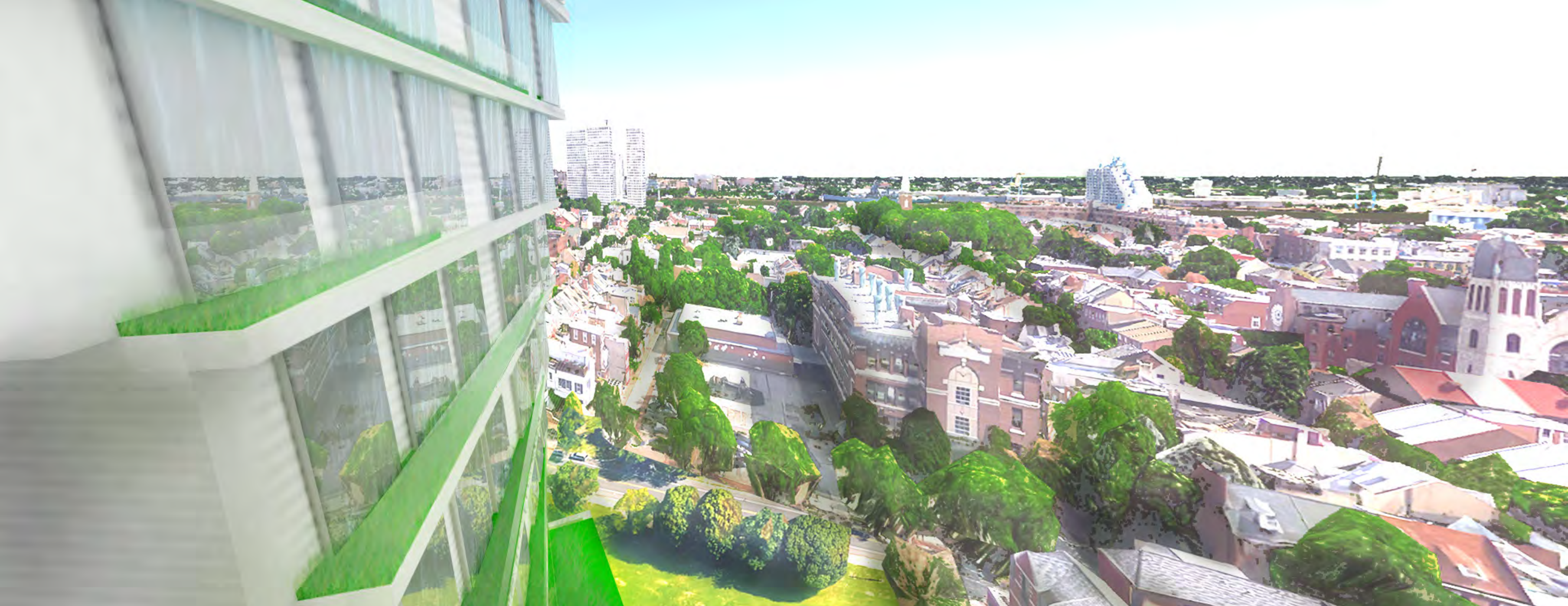
Alignment of building base so as to promote movement from street to inner-block green lots.



Articulation of living units and floor-by-floor garden spaces.

(Opposite) View down established greenway, looking toward proposed towers.







Demolishing the existing SuperFresh



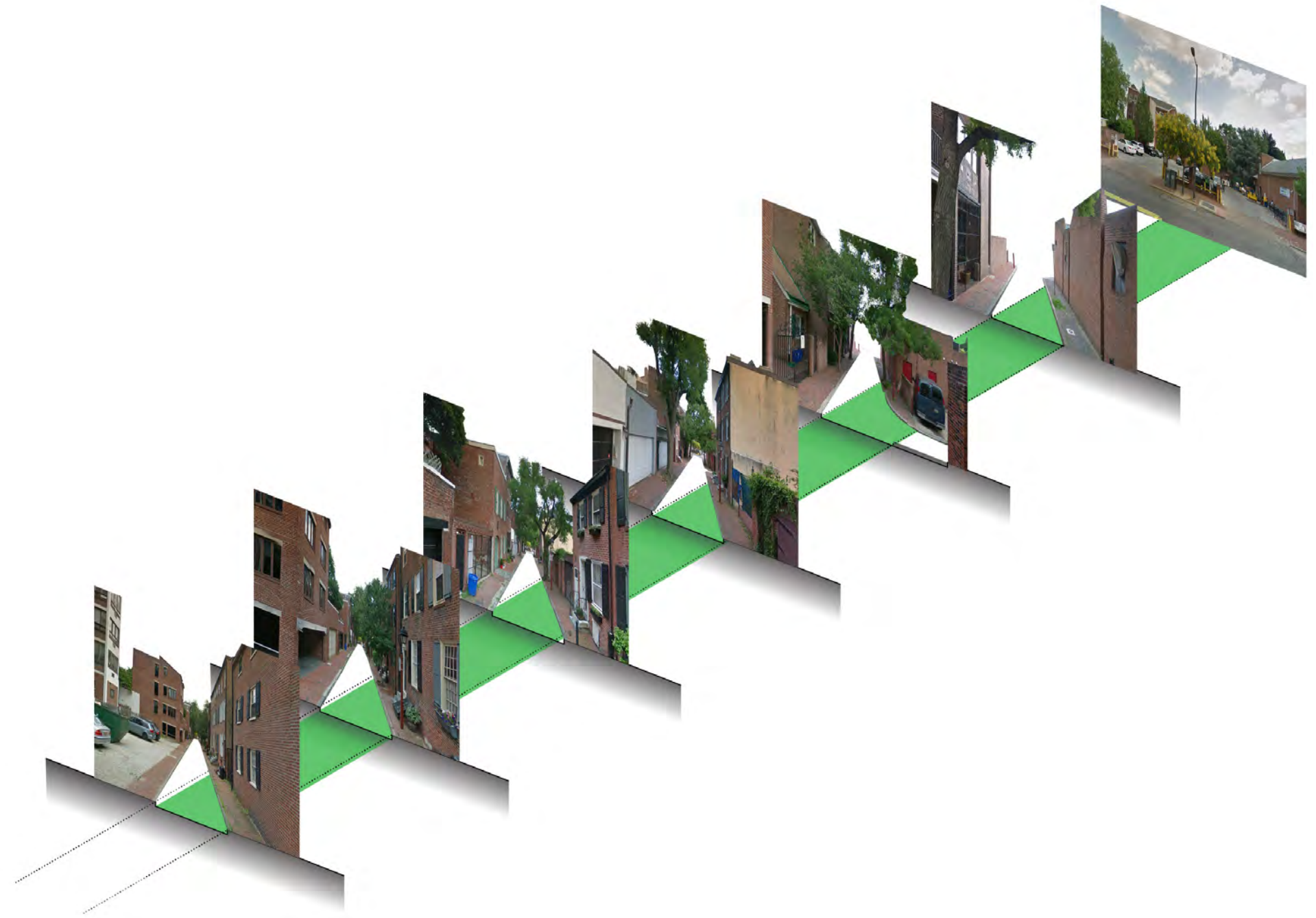
Orienting the new design along the western greenway, to provide a 'destination' at the street end.



Dividing the mass into a more appropriate mass for the neighborhood.

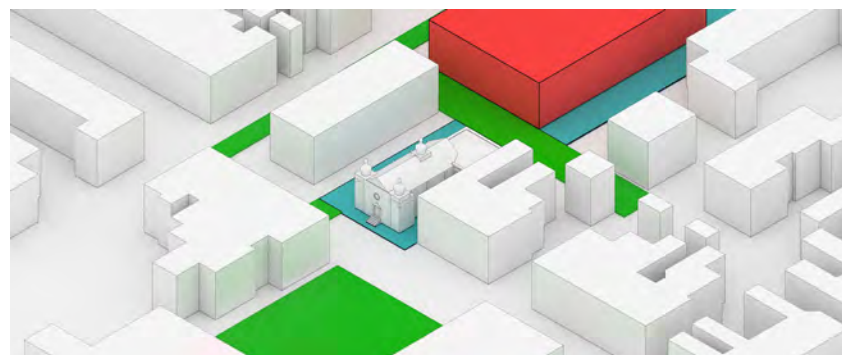


Providing a ground-floor commercial use allows for residential mixed-use above.

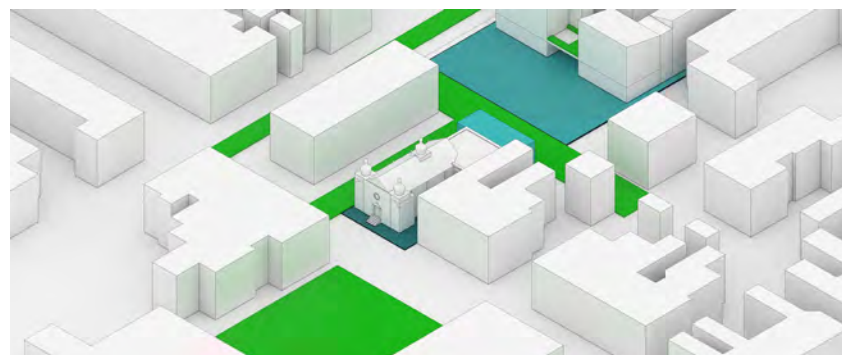


(Opposite) Establishing a new greenway allows for new moments of use along the pedestrian pathway

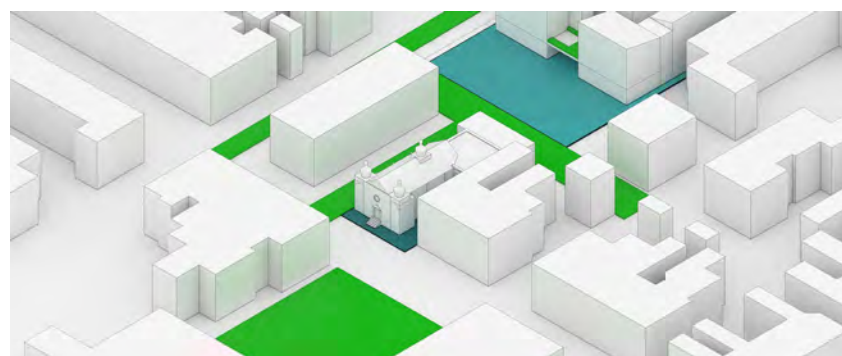




Current church sits vacant, on the market for \$1.5M. Future use as a residential property is probable, but a more active, engaging use would connect Pine Street with the SuperFresh redevelopment site and rear greenway.



Extending the rear greenway from Pine Street to the SuperFresh site will promote pedestrian circulation. An addition to the rear of the building will allow the original 1920's church to maintain its historic facade, and handicapped accessibility along the side and rear.



Sideyard can be redeployed as cafe or other open seating space.

(Opposite) Adaptively reusing the church as a social space, such as a restaurant, cafe, or market.



Appendix 2

H - Morrell Park

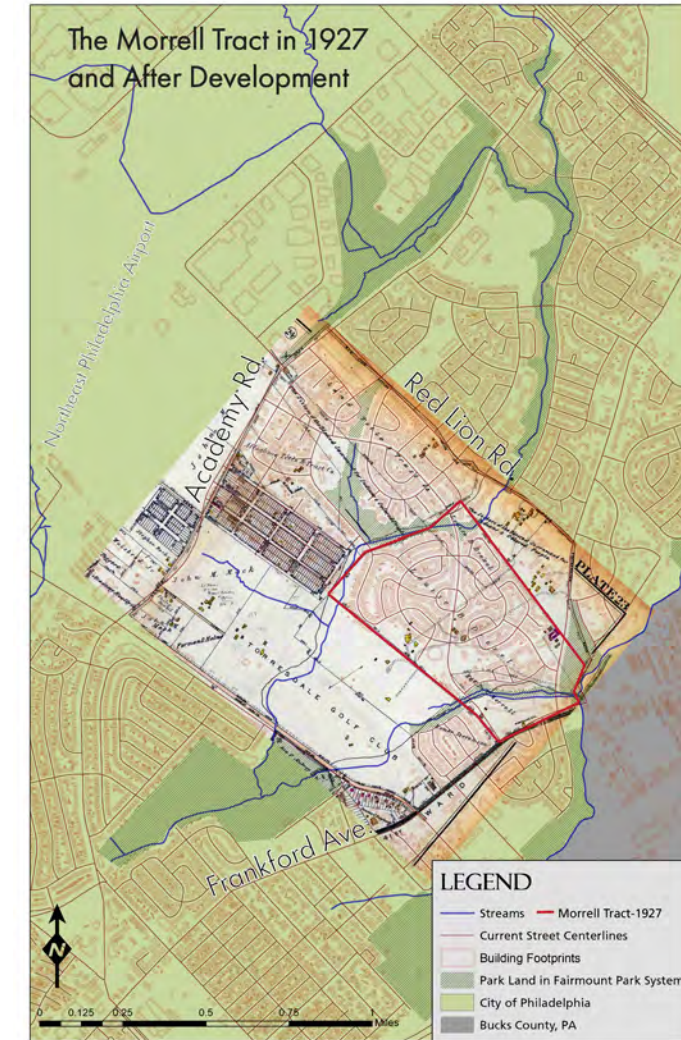
Joshua Bevan

Site History: Bringing Suburbia to the City

Morrell Park is a residential neighborhood developed between 1956 and the mid-1960s in Philadelphia's Far Northeast. Roughly fifteen miles separate Morrell Park from the city's core. The neighborhood was named in honor of Edward de Vaux Morrell, a lawyer and Pennsylvania congressman who lived in what was known as West Torresdale, Philadelphia during the first quarter of the Twentieth century. His wife Louise D. Morrell, was daughter of Philadelphia banking magnate, Francis M. Drexel.¹

Together Morrell and Drexel properties comprised over 400 acres of land². Along with farming families such as the Comly's and Mack's, the Morrell's maintained semi-rural land holdings well into the 20th century in Philadelphia's last remaining development frontier.³

The neighborhood's layout was designed by the



1. Alicia M. Freitag and Harry C. Silcox eds., "Historical Northeast Philadelphia: Stories and Memories," accessed Online : <http://www.nephillyhistory.com/hnep1994/> (October 10, 2015).
2. Gregory Heller, Ed Bacon: *Planning Politics, and the Building of Modern Philadelphia*, (Philadelphia: University of Pennsylvania Press, 2013), 58-59.
3. See, G.W. and W.S. Bromley, *Atlas of 23rd, 35th, 41st, Wards of the City of Philadelphia, 1910* (Philadelphia: G.W. Bromley & Co., 1910), plate 39. and G.W. and W.S. Bromley, *Atlas of the City of Philadelphia, 35th Ward, 1927*, (Philadelphia: G.W. Bromley & Co., 1927), plate 23.

Map by Author. Data sourced from PASDA.org and Philageohistory.org G.W. and W.S. Bromley, *Atlas of the City of Philadelphia, 35th Ward, 1927*, (Philadelphia: G.W. Bromley & Co., 1927), plate 23.

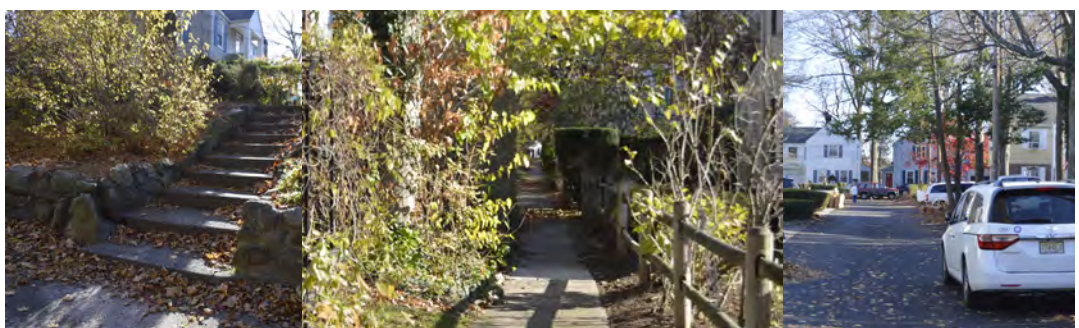
4. *Ibid*, 58-59.

Philadelphia City Planning Commission, led by Edmund Bacon, in 1955. PCPC’s plan had its roots in 1947’s Better Philadelphia Exhibition, for which Bacon and architect Oscar Stonorov proposed a modern Philadelphia neighborhood comprised of multi-family residential clusters. Bacon derived a great deal of influence from Radburn, NJ, a New York suburb modeled after British garden city concepts that called for the provision of services within residential communities and greenways which served as communal recreational space and buffers between residential and industrial areas. Radburn’s implementation between 1928 and the early 1930s was hindered by economic downturn and the decision to utilize private



“Radburn, NJ Plan of Northwest and Southwest Residential Districts,” (New York: City Housing Authority of New York, 1929).

Photos by Author:
Radburn’s cul-de-sac residential streets are linked directly to Radburn Park by a system of pedestrian greenways. Such a greenway system provided inspiration Bacon in his concept for new neighborhoods in the Far Northeast.



developers to market single-family homes to potential residents.

Historian Eugenie Birch categorizes Radburn as an example of “Decentralized, self-contained settlements organized to promote environmental considerations by conserving open space, harnessing the automobile, and promoting community life.”⁵ Intentioned as Britain’s garden cities were to house a diversity of residents, including those in lower income brackets, higher-than-expected residential land values and the convenience of urban to suburban commutation led to the suburb developing into a middle and upper class suburb for New York’s service economy. Despite veering from its original vision as a “town for the motor age...designed for automobile safety and to be beautiful and efficient”, Radburn remained heavily influential to urban planners throughout the mid-Twentieth century.⁶

Through Bacon’s lens, the Far Northeast, 16,600 acres located beyond the Pennypack Creek Valley and bound by Bucks County to the northeast, was a clean slate for development at mid-century. The Far Northeast had remained sparsely developed as of 1955 largely due to an absence of railroad extension that had connected other parts of the consolidated city, and consequently opened them up for development surrounding rail stations, much earlier. Areas such as Germantown and Chestnut Hill in the city’s northwest, boomed during the mid-to-late Nineteenth century as a result of the Philadelphia and Reading Railroad and Pennsylvania Railroad’s routes which were developed between 1853 and 1884 respectively. West Philadelphia as well grew around rail extensions, including the Market Elevated rail line, completed in 1908.⁷ The Frankford Elevated, the sister line of the Market EI, was not completed until 1922 and reached its terminus at Frankford, a historic neighborhood once considered a satellite city of

5. Eugenie L. Birch, “Radburn and the American Planning Movement,” *University of Pennsylvania Scholarly Commons: Departmental Papers (City and Regional Planning*, reprinted from, *Journal of the American Planning Association*, Volume 46, Issue 4, October 1980, 123.
6. Eugenie L. Birch, “Radburn and the American Planning Movement,” 128.
7. Stephen G. Kidd, “Design of Markets: Social Division and the Progressive Design of Northeast Philadelphia, 1900-1960,” (Ph. D dissertation, George Washington University, 2002), 29-30.

8. *Ibid*, 29, 37.

9. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, (Philadelphia: Philadelphia City Planning Commission, January 1955), 1..

10. Philadelphia City Planning Commission, Near Northeast Philadelphia: Proposed Commercial Zoning, (Philadelphia: Philadelphia City Planning Commission, February 1951), 10-15.

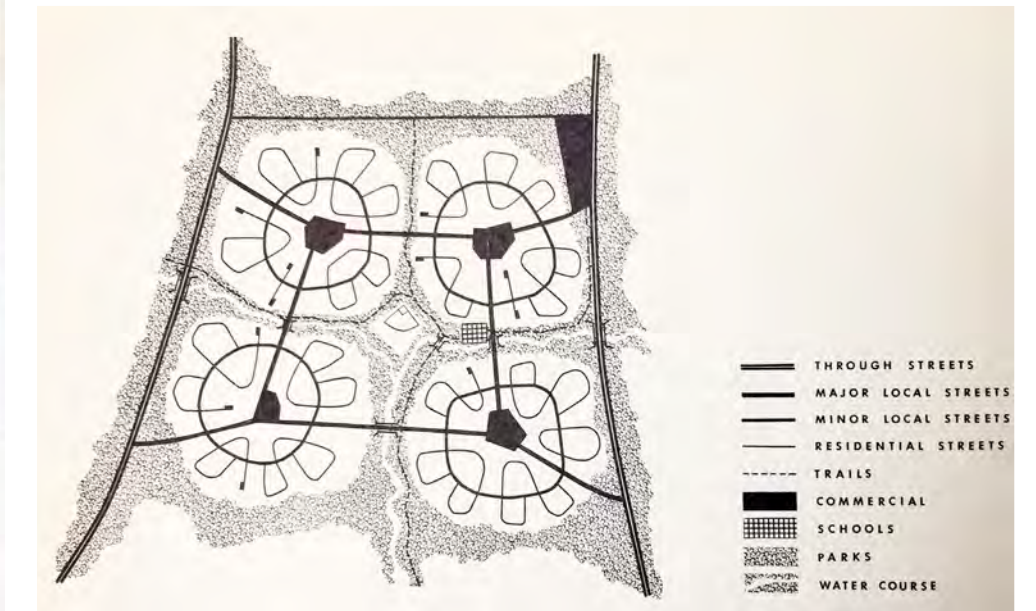
11. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, 1-2.

Philadelphia. Beyond this rail line, the northeast depended upon Roosevelt Boulevard completed in 1916 and Frankford Avenue, an established corridor since the city's beginning for access.⁸

According to the PCPC, "In the decade between 1940 and 1950, neighborhoods in the Far Northeast had grown rapidly with respect to the city's own population trend. The number of dwelling units grew from 1,917 to 5,156 (169%), in concert with 81% population growth that outpaced the city's by eleven to one."⁹ The presence of the automobile and commercial centers oriented around Roosevelt Boulevard informed PCPC's proposals for commercial zoning in the northeast, which described commercial centers at district, local, and convenience scales.¹⁰ These characterizations were determined by number of patrons serviced, assortment of stores/businesses, and estimated commute time. The provision of services proximal to communities, and designing around

the automobile remained paramount in PCPC's Preliminary Far Northeast Physical Development Plan, published in 1955. PCPC stated, "This plan illustrates the application of planning principles which would guide the orderly development of open farmlands and expanding neighborhoods into a pleasant community and prevent future deterioration. The area with its great residential and industrial potential, is destined to play an increasingly important role in the future of Philadelphia."¹¹ Scattered development presented an obstacle to the city, which sought to gain control over land development and land use regulation in a region prime for community development.

PCPC's 1955 plan was directed by Bacon and represented the distinction of Philadelphia's Planning Commission as not only planners, but also as designers. In a city challenged by deindustrialization, middle and upper-class population flight, and urban renewal



(Right) PCPC's 1955 Preliminary Northeast Plan. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, (Philadelphia: Philadelphia City Planning Commission, January 1955).

(Left) Bacon's Concept for a residential community with a hierarchy of streets and green buffers formed from natural stream valleys. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, (Philadelphia: Philadelphia City Planning Commission, January 1955).

12. Heller, 80.

13. see, Heller, Ed Bacon, 80-82, and Kidd, "Design of Markets: Social Division and the Progressive Design of Northeast Philadelphia, 1900-1960, 171-173.

implementation, the PCPC was tasked with laying out a foundation for future development. Accordingly, Bacon took his inspiration from Radburn and combined it with his own planning ideologies, applying his vision to an area beyond the city's center, where his impact has been more commonly attributed, and arguably limited to.

In 1947, Bacon and Stonorov provided their own design for the Far Northeast which employed high density residential clusters designed to be accessible to a variety of income levels. This housing was considered D-zoned, the same a row housing which dominated Philadelphia's gridded, neighborhood landscape. The plan to transfer D zoning to the semi-rural northeast received negative feedback from residents in the area who did not want potentially low-quality housing (and low-income residents) occupying new neighborhoods."¹² As a result, Bacon tactfully proposed a bill to government to enact the C1 Zoning Ordinance in 1951. This bill was

further adjusted after initial rejection by the Citizens Council on City Planning and the United Northeast

Residents' Association to include the following zoning requirements enacted in 1954 by Mayor Joseph Clark and City Council:¹³

The C1 Zoning Ordinance

- Single-Family or Duplex Residences
- Residences would be Row Houses with a minimum lot width of 18 feet.
- A maximum of 10 Row House per housing row.
- A breezeway between row of housing; with a minimum width of 12 feet.
- Garages at ground level placed within the Row House facade.
- Rear yards in lieu of front yards would provide communal recreational space, and in many cases connect to natural stream valleys which provided green buffers to industry.



C1 Zoning was a compromise in both nomenclature and design, resulting in a new zoning type, and the appeasement of residents who favored single-family residential development in the northeast. The notion of larger lots and incorporation of the automobile into the residential neighborhood was championed prior to Bacon's time with the PCPC. In 1928, the Northeast Philadelphia Chamber of Commerce in marketing the development potential of the Northeast observed, "Whole farming sections are being turned into beautiful suburban developments. Their intelligently directed advertisements...attracting industrial plants," later adding, "The possessor of a small home in the Northeast is indeed the owner of a 'castle all his own'; one which enjoy the comforts of electricity, modern plumbing, and heating...he has space therein to keep his automobile."¹⁴ The

lure of suburbia, and the ability of the automobile to drive development to further and wider reaches beyond the city limits, both inspired and informed Bacon's goal of retaining middle and upper-class populations leaving the city for ownership opportunities in the metropolitan area.

In order to accomplish the goal of establishing a modern Philadelphian neighborhood, that could compete with burgeoning post-war suburbs, Bacon, with PCPC Chief of Land Planning, Willo Von Moltke, proposed a street layout that would retain natural stream valleys, utilize a hierarchy of arterial, neighborhood, and loop or cul-de-sac streets, and incorporate commercial uses within the residential neighborhood.¹⁵ PCPC's 1955 preliminary plan cleverly compared the residential density of proposed C1 neighborhoods to those

Photos by Author: C1 Zoning as implemented in Morrell Park, November 2015.

14. Near Northeast Philadelphia and Why, (Philadelphia: Northeast Philadelphia Chamber of Commerce, 1928), 7, 37.

15. Heller, Ed Bacon, 81-82.

- 16. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, 3.
- 17. Edmund N. Bacon, "American Homes and Neighborhood, City and Country," *Land Use Controls: A Quarterly Review*, Vol 2, No. 3, (Summer: 1968), 1-13.
- 18. *Ibid.*, 1-13.
- 19. *Ibid.*, 1-13.
- 20. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, 3.
- 21. Carol A. Christensen, *American Garden City and the New Towns Movement*, (Ann Arbor, MI: UMI Research Press, 1986), 48.
- 22. Heller, Ed Bacon, 81-82.

of Chestnut Hill, Germantown, and much denser, traditional row house neighborhoods in the Near Northeast and Overbrook Park. Overall the proposed net dwelling density of 15 dwelling units per acre fell in between Chestnut Hill/Germantown (11) and Overbrook Park (26).¹⁶ Bacon valued smaller lots, even in an arguably suburban development context, arguing that large lots destroyed countryside and nature and were, "more destructive than dense neighborhoods with natural areas preserved between more closely knit communities."¹⁷ Further this was best accomplished by the "texturing of human settlement in the outreach of cities."¹⁸ In connection with the texturing of development, Bacon argued, "the child must live close enough to such other children that they can meet on common grounds and go to each others' homes...at present this...is found only in the centers of great cities."¹⁹

The plan's proposal for communities with

commercial and industrial resources within ,and proximal to neighborhoods, was further buttressed by an abundance of transportation connections to the city center. High-speed rail, commuter rail, busses, trolleys, and major highways would link the Far Northeast to the region, let alone the city to the south.²⁰ The overall proposal was far removed chronologically, but closely related ideologically to Ebenezer Howard's pioneering vision for "garden cities" that would exist as "center[s] for industry, employment, commerce, culture, education, social life, and even agriculture."²¹ With these provisions, Bacon's vision established the groundwork for developing neighborhoods with dwellings and services that would compete with suburbs including Levittown, PA, effectively providing a net to retain fleeting populations, most of which were white, middle class residents.

With plans established, implementation was set to follow. Bacon continued his role as tactician,



(Left) Cul-de-sacs in Morrell Park are were favored over loop streets for their ability to provide parking for automobiles. The cul-de-sac also provides a recreation space for children as evidenced by basketball hoops. Photo by Author.



(Right and Above) Photos by Author: Morrell Plaza at Morrell and Frankford Avenues, November 2015. This shopping center was constructed in 1959 as development began along Morrell Avenue. Photo by Author



preferring to work with private developers in order to avoid the tangled web of city and government bureaucracy associated with Federal programs and Urban Renewal. His relationship with real estate professional, Albert M. Greenfield, and developers including Hyman Korman, are directly connected to the implementation of planning concerning the Far Northeast, but most specifically, "The Morrell Tract." The 400-plus-acre parcel was viewed by Bacon and Greenfield as an ideal proving ground for a modern row house community to take hold.²²

Building permits housed at the Philadelphia City Archives show that between 1957 when the City acquired rights-of-way, preserving the natural

23. *Ibid.*, 79.

24. Heller, *Ed Bacon*, 84.

stream valleys of Poquessing and Byberry Creek, and 1963, a majority of the neighborhood now referred to as, Morrell Park, was developed. Additionally, permits show that development moved northward from Frankford Avenue along what is today Morrell Avenue, and snaked up the naturally undulating topography, eventually reaching the plateau that is Northeast Philadelphia Airport. According to Bacon biographer Gregory Heller, Bacon worked with Frederick Thorpe, Chair of the Board of Surveyors, to enable a street layout that would preserve natural stream valleys, ultimately influencing the curvilinear street layouts that were designed to relate a hierarchy of automobile traffic that separated residential neighborhoods from highway traffic, just as Radburn had accomplished a quarter-century earlier.²³

Implementation of PCPC's plan, however, was in the hands of private developers and entities such as the Zoning Board of Approvals, and the

City itself, which held the role of implementing proposed transportation improvements. Despite the similarity of the street layout to the plan, on paper and in reality, several impactful diversions from Bacon's vision occurred that remain evident fifty years later. First, developers, chose to dedicate the centers of residential communities to residences rather than commercial centers. This choice was further complicated by a preference for cul-de-sac streets in lieu of loop streets that would have more effectively linked rear yards to greenways within the community. Heller, noted that Irving Wasserman, a member of Bacon's team redesigned several loop streets due to issues of stemming from the difficulty of fitting row houses. Additionally, Wasserman's preference for cul-de-sacs and the ability to fit parking within them supported developers' preferences.²⁴

Regardless of the implemented street layout, Bacon's C1 Zoning standard was heavily



influential in the design of not only Morrell Park, but also other communities in the Far Northeast subject to the same zoning. The Rowhouse, an architectural type quintessential to the Philadelphia's design vocabulary continued its stylistic evolution in Morrell Park, and neighboring communities including Modena Park and Robindale. From its beginnings in Philadelphia's Olde City, as a dwelling type close to if not within a resident's place of employment, to its speculatively developed iteration lining mass transit corridors and former workers' neighborhoods in areas such as Point Breeze



and West Philadelphia, the row house continued to be defined by its residents, their employment, and their means of commuting to their place of work.

In Morrell Park, the row house is distinct in that garages were placed within the facade, elevating living spaces off of and away from the street, much like a porch in a traditional West Philadelphia row house would have accomplished during the late 19th century. Today, row houses in Morrell Park showcase a vernacular eclecticism attributed to the desire of residents to adapt their homes to

Aerial Photography shows the beginning and completion of Morrell Park's development. 1958 (Left) and 1971 (Right). Source: Penn Pilot Photo Centers, www.pennpilot.psu.edu/.

25. "Auto-Dependency" has been calculated and assessed based upon the number of employed residents within a census tract area divided by the total number of employed residents living in a census tract. Data was sourced from the American Community Survey (2009-2013), 5-Year Estimate available at www.SocialExplorer.com. Accessed (October, 2015).

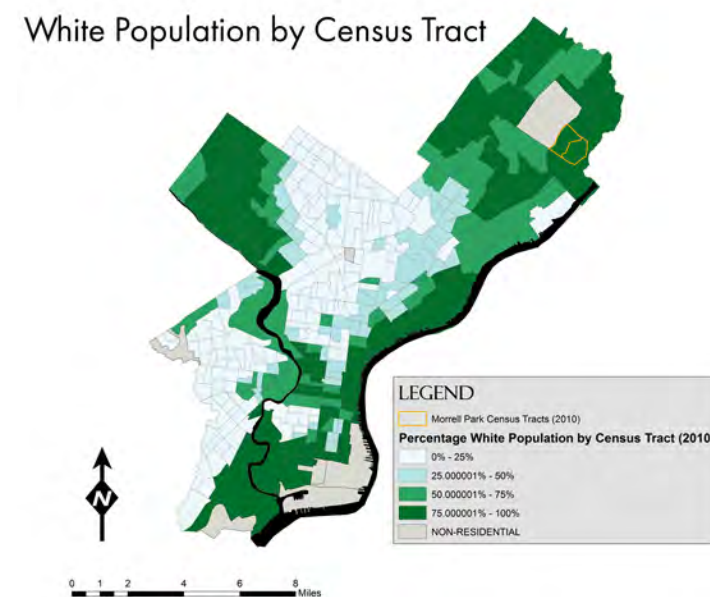
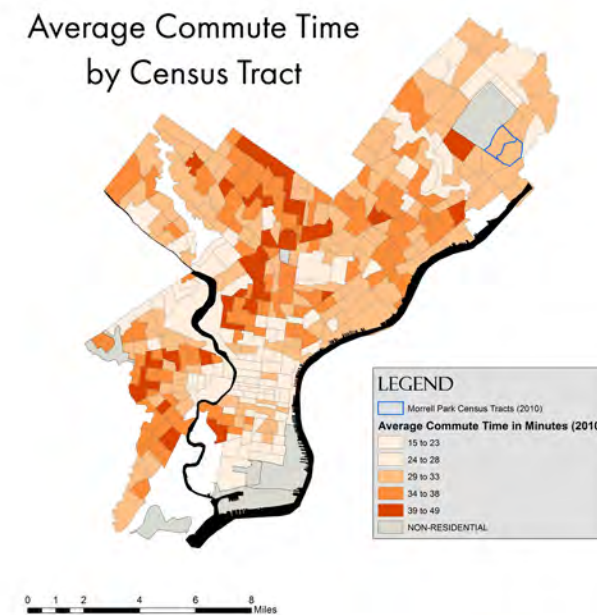
their lifestyles. Additions, conversion of garages to additional living space, window replacement that vary from neighbor-to-neighbor, and fencing in of backyards may remove many of Morrell Park's homes from their original designs, yet arguably, showcases the desire to privatize space inside and outside the residence in what is essentially, a suburban neighborhood within the bounds of a city.

Commercial development was kept at the periphery of the community at major intersections including Morrell and Frankford Avenues and Morrell Avenue and Academy Road. This separation of commercial uses from the neighborhood interior continued the trend of commercial center development along major automobile corridors which only increased the dominance of the automobile in the Far Northeast. American Community Survey data shows that even in a city such as Philadelphia, where automobiles are heavily relied on for

commutation, the Far Northeast standouts out in terms of auto-dependency.²⁵

In addition to variances sympathetic to developer preferences, proposed mass transit extensions beyond Frankford Terminal and expansive high-speed regional rail systems were not brought to the Northeast as Bacon had envisioned. Today, the Far Northeast is reliant upon Interstate 95 (which was proposed by PCPC as the Delaware Expressway), Roosevelt Boulevard (U.S. Route 1) and Frankford Avenue, which maintains its significance as a historic corridor connecting the gridded city to the Far Northeast. Busses run through Morrell Park, but remain the Southeastern Pennsylvania Transportation Authority's (SEPTA) only service within the northeast, where no rail stations are within a quarter-mile of most neighborhoods.

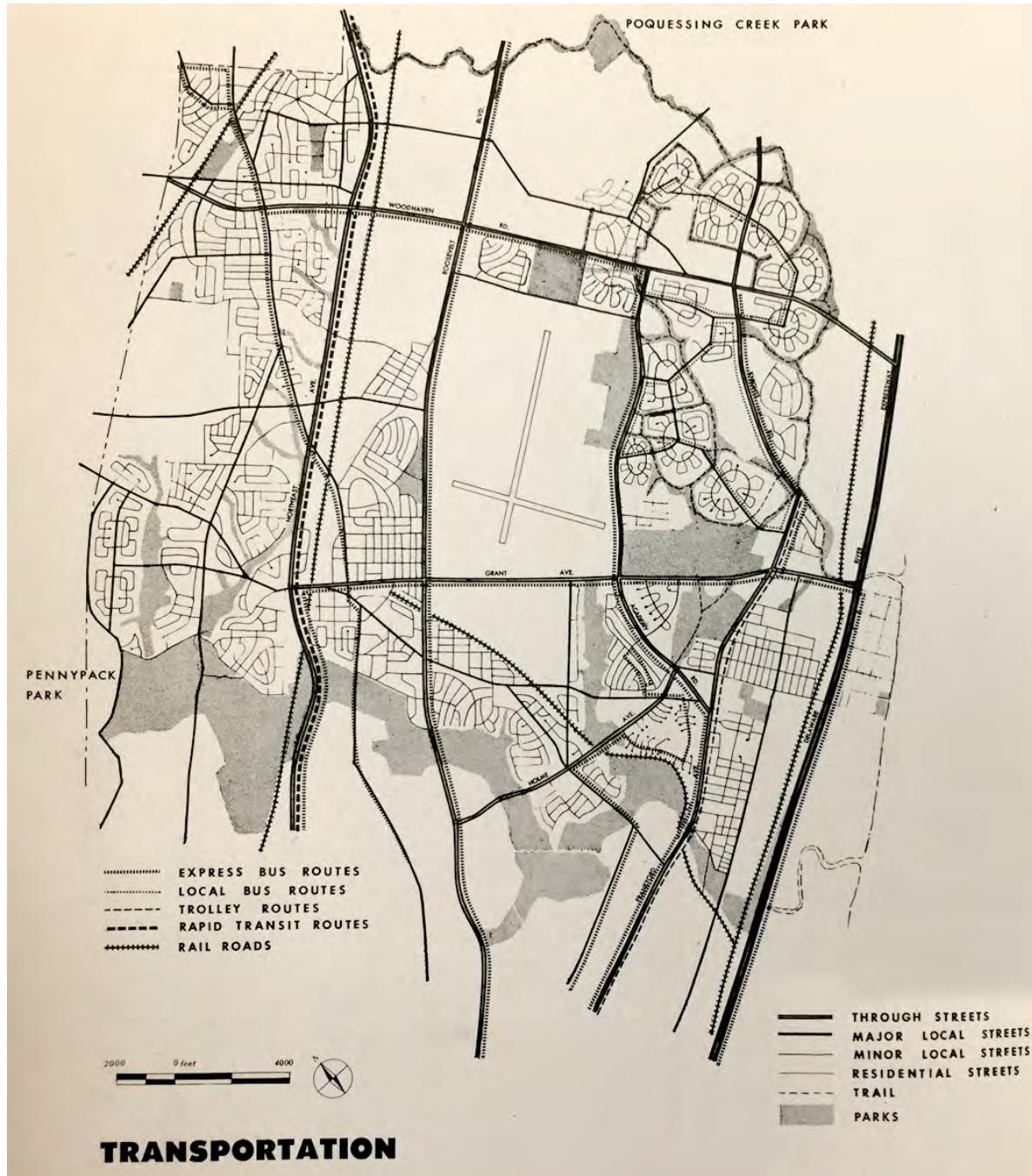
Census data shows that the census tracts that today cover what was the Morrell Tract have



(Left) These maps highlight the impacts of implementation of the Far Northeast's plan after 1955. Data Source: American Community Survey (2009-2013) 5-Year Estimate. Accessed online through Ancestry Library throughout October 2015. www.SocialExplorer.com. Maps by Author:



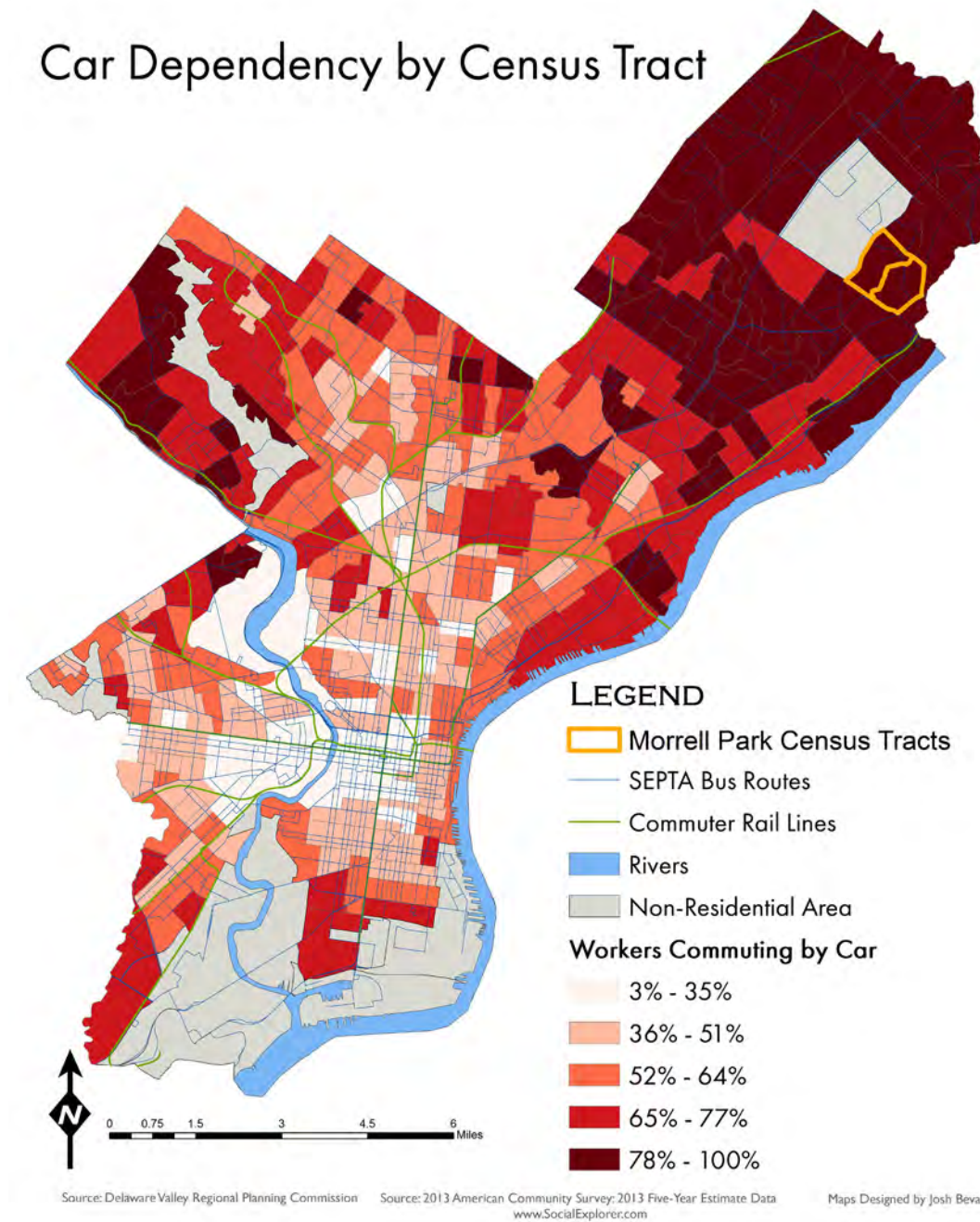
(Above and left) Despite the uniformity of row houses in construction, residents in Morrell Park have established individual residential identities for their properties as evidenced by variation in garage conversions, replacement window dimension, and the addition of shutters and awnings in some cases. Photos by author



(Right) PCPC's proposal for transportation extensions to the Far Northeast was not fully implemented. Today only busses provide mass transit service to Morrell Park. As a result, car dependency is among the highest when comparing Philadelphia census tracts. Philadelphia City Planning Commission, Preliminary Far Northeast Physical Development Plan, (Philadelphia: Philadelphia City Planning Commission, January 1955).

changed very little since 1940. In 1940, 100% of the residents within the census tract that occupied the area containing the Morrell Tract and surrounding properties were white. Most were landowners with jobs in farming, highly-skilled labor and craft, or employees of estates.²⁶ In a present context, 85% of residents in Morrell Park are white. Many hold what would be considered blue-collar occupations and only 17% of residents have obtained a bachelor's degree or higher. Of the approximately 11,990 residents who call the neighborhood home, 3,653 (30%) are 45 years or older, showing signs of an aging community.²⁷ In 1988, a community study conducted by University of Pennsylvania's Department of City Planning and Urban Development Workshop found that Morrell Park had at that time an aging population and limited resources for recreation in the

Car Dependency by Census Tract



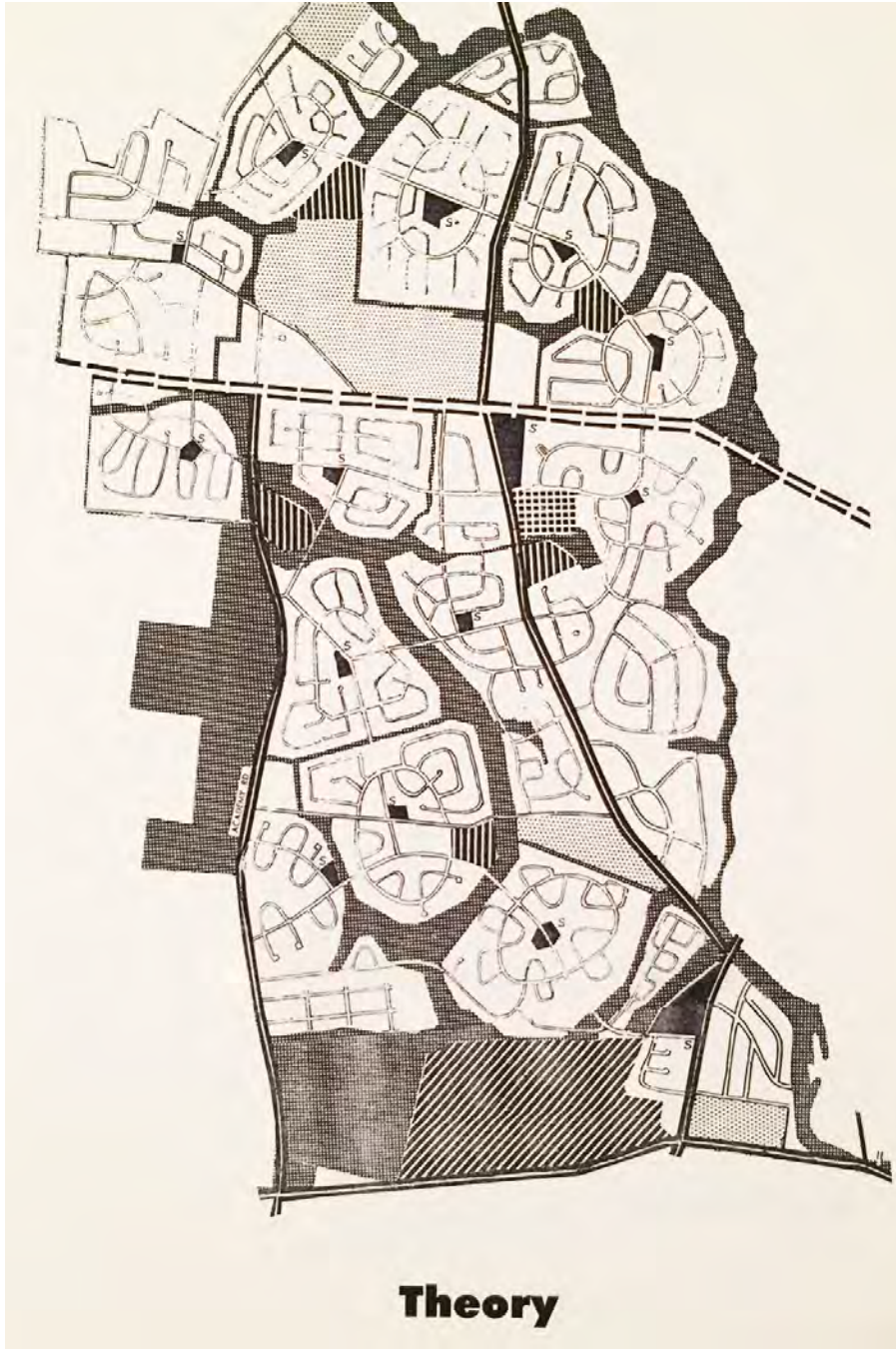
community beyond the playgrounds connected to neighborhood schools.²⁸

Additionally, the student-conducted study found that “public open space and streets in Morrell Park are [haphazardly] maintained”, adding, “Today, deliberate footpaths slice the grass leading to the Academy Plaza...and the wooded land behind Christ the King school.”²⁹ Over roughly thirty years, Morrell Park has remained a stable residential community. Although it lacks the diversity that Bacon had intended to bring to the area upon its conception, the neighborhood and the Far Northeast on a larger

26. United States Federal Census, 1940. Accessed online through Ancestry Library throughout October 2015. www.ancestry.com.

27. Percentages are approximated by the author and sourced from the American Community Survey (2009-2013), 5-Year Estimate accessed via Social Explorer throughout October 2015. www.SocialExplorer.com.

28. Laura Dick, Elizabeth Dunn, and Shigemori Kanazawa, “Morrell Park: A Community Study,” University of Pennsylvania City Planning/Urban Development 600 Workshop, Fall 1988, 10.



scale have succeeded in retaining a portion of the populations the city hoped to recover during an era of mass suburbanization. According to Bacon's principles, however, the community is limited in its ability to connect residents to resources such as schools and green spaces without the aid of an automobile. In order to preserve Bacon's legacy in Morrell Park, future community planning should assess the potential to "green" the community.

Most importantly, Bacon viewed the city and the neighborhoods within it as a living organism. Morrell Park represents a great shift from Philadelphia's established grid system at mid century; an evolution in neighborhood design, led by Bacon and his team at PCPC. The neighborhood's row homes, peripheral shopping centers, and community centers including schools and churches connect to mid century Modern architectural trends that will only continue to gain relevance in preservation

dialogues. An aging population and established individuality, showcased by an array of alterations and materials at individual properties, tells a story of residents who have adapted their homes to more effectively fit their lifestyles. Regardless of these material changes, the neighborhood has maintained remarkable integrity, represented most effectively in its curvilinear street layout, a direct connection to Bacon's concept, and visionary planning approach.

BACON'S IMPACT:

Edmund Bacon's design ideology and his visionary leadership of the PCPC is showcased today in Philadelphia's, Morrell Park. The transformation of the "Morrell Tract" from a rural, 400-plus acre parcel to a modern, rowhouse community in the late 1950s connects Bacon's legacy as a tactful urban planner to sites beyond the city center. Just as in Society Hill, Bacon

(Opposite) Theory and Practice: Development of a Radburn inspired community concept in the Far Northeast. University of Pennsylvania Architectural Archives, Edmund N. Bacon Collection, "The Far Northeast".

sought to retain middle and upper class residents who were leaving Philadelphia as suburban development boomed after the Second World War. Bacon accomplished several ideological goals in Morrell Park. First, his leadership within PCPC during the planning and design process resulted in the preservation of stream valleys that were integral to the layout of Morrell Park. These valleys were intended to serve as green buffers, separating residential areas from industrial zones. These areas maintain the potential to be linked more effectively to the residents, despite their current undervaluing due to an implementation decisions that did not connect pedestrians to greenways as in Radburn, NJ.

Additionally, Bacon directed PCPC through the process of rezoning the area as C1-Residential. Although this decision did not assuage all discontent from opponents of row housing in the Far Northeast, the zoning classification did result in the evolution of the Rowhouse within

Philadelphia, and at the same time, provided a housing option that aided in accomplishing the City's goal of retaining white, middle and upper-class residents during a time of urban exodus. Recapturing Bacon's Vision:

Bacon's vision for a for community based on Radburn design-principles was notably challenged by pressures of private development in the 1950s and an absence of mass transit connection during post-implementation. The Philadelphia Planning Commission's Philadelphia 2035: Lower Far Northeast Plan is considered a "future plan" as of the completion of this studio in December 2015. The following proposals serve as suggestions in the development of the Philadelphia 2035 plan and are based, in part, upon preliminary findings of the PCPC published in 2015.³⁰

- Greenways should be more effectively incorporated into residential communities.

Byberry Creek and Poquessing Creek provide opportunities for the construction and connection of walking trails and paths around and within residential areas. Potential stakeholders or partnering entity: Fairmount Park Conservancy.

- The PCPC and the City of Philadelphia should attempt to address auto-dependency around the city, but with emphasis on the Far Northeast. An absence of SEPTA rail connections nurtures auto-dependency.
- The neighborhood has reached and surpassed the 50-year mark since its development. Given the notable integrity of its street layout and the that of the housing stock in the neighborhood (despite alterations due to repair), the neighborhood merits a greater assessment of its historic significance for potential nomination to Local and National Historic Registers.

Future Research Recommendations:

Recognized, accessible scholarship relating to the Far Northeast region of Philadelphia is emergent, but still in need of enrichment. Research for this individual project included visits to archives, sites (Morrell Park and Radburn, NJ) and the review of published primary and secondary sources. Much interpretation remains to be accomplished beyond understanding the role of PCPC in the development of the Far Northeast. The history of the area prior to it development in the 1950s has not received attention that has benefited other areas in Philadelphia. This in part, has to do with the relative age of the communities that exist today. There are, however, communities such as Bustleton, Byberry, Frankford, Somerton, and Torresdale (to name a few) that connect Twentieth century development in Philadelphia to precedent development. Additional research in such neighborhoods, paralleled with a deeper assessment of values, historic significance, and historic integrity will serve to connect Philadelphia's Far Northeast to a larger history

29. Laura Dick, et. al, "Morrell Park: A Community Study," 11.

30. See, Philadelphia City Planning Commission, Philadelphia 2035: Lower Far Northeast Plan, Website: <http://phila2035.org/home-page/district/lower-far-northeast/>.

inherent in Philadelphia's fabric and its people.

The completed case study of Society Hill serves as a prototype to be applied to other areas. Initial steps taken with this case study of Morrell Park should be augmented with further site investigation, interviews of residents, a deeper study of demographics over time and an analysis of historic resources of local and national significance that remain from periods prior to development in the late 1950s. Such additions will serve to lessen disparities in scholarship and knowledge of the area.

The goal of connecting the Far Northeast to other regions of Philadelphia concerns not only scholarship, but also the proposal of the creation of Bacon's Philadelphia National Heritage Area. NHAs serve to organize networks of historic, cultural, and scenic resources, and have been shown to bring economic benefit to sites and communities associated in NHA programming. This supplemental case study connects Edmund

Bacon's legacy to the Far Northeast, particularly in Morrell Park. Sites such as Morrell Park, distant from Philadelphia's historic core, can benefit from the connective framework of local participation, heritage interpretation, and economic development ingrained in the formation of National Heritage Areas.

Thank You