



# PRESERVATION ALLIANCE

for greater philadelphia

## PRESERVATION

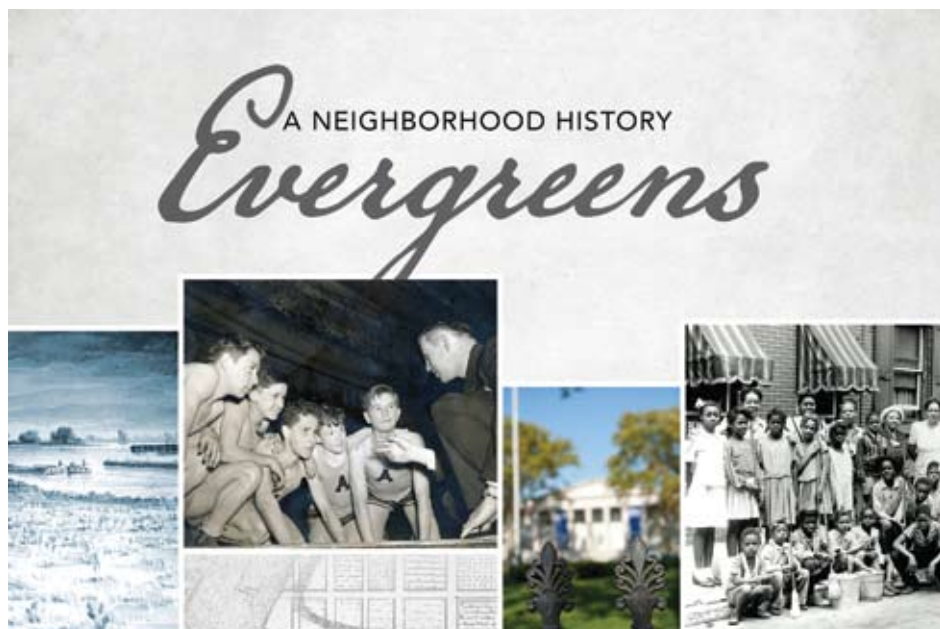
# MATTERS

THE NEWSLETTER OF THE PRESERVATION ALLIANCE FOR GREATER PHILADELPHIA

FALL 2013

## Area Organizations Working to Preserve Historic Resources

**T**he Philadelphia region is fortunate to have many organizations dedicated to the preservation, restoration and adaptive reuse of historic buildings, sites and landscapes. The Preservation Alliance is pleased to highlight the important work of these organizations. In this issue we focus on three organizations that are recipients of the Alliance's Pride of Place grants.



Cover of new book about the South of South neighborhood.

### South of South Neighborhood Association

Some call it Graduate Hospital. Others call it Southwest Center City, G-Ho or South of South. It is the neighborhood with many names and no name simultaneously. Ask residents who have lived here for years, and they might call it simply "South Philly." Ask others raised west of Grays Ferry Avenue, and they'll refer only to Devil's Pocket or Schuylkill.

Regardless of what one calls it, the area bounded by South Street, Broad Street, Washington Avenue and the Schuylkill River houses a rich history that contributes greatly to Philadelphia's cultural heritage. In the face of, and in reaction to, immense changes to the neighborhood's demographics and the built environment in the last decade, it is the challenge and opportunity of the South of South Neighborhood Association (SOSNA) to document this legacy and preserve it for posterity.

With guidance and support of the Preservation Alliance, SOSNA has enthusiastically attacked this challenge head on. The stakes are high. Churches are razed. Old residents move. If we do not save the stories and buildings of our neighborhood's ancestry, they will be lost forever.

In 2008, thanks to grants from the Claneil Foundation and the Philadelphia Foundation, SOSNA embarked on a comprehensive

neighborhood history project to inventory the area's many historic assets—both existent and demolished—and trace its development from Colonial times to the present. Using the archives of the Philadelphia Historical Commission, the Charles L. Blockson Afro-American Collection at Temple University, the Philadelphia City Archives, the Free Library's Map Collection and more, SOSNA catalogued nearly 50 items.

The history of this and any neighborhood is much more than the buildings. It is also the stories of the people who resided and worked here over the centuries. Their stories are the mortar that binds the bricks of history. In an attempt to record some of these stories, SOSNA convened a series of roundtable discussions with long time residents, funded by a Pride of Place grant from the Preservation Alliance. These oral histories, preserved unfiltered and unedited, add integral context and color to the neighborhood's story.

This work culminated in 2013 with the publication of *Evergreens: A Neighborhood History*. The Alliance's Pride of Place grant provided the funds to redesign the book and the seed money to publish it. The book's goal is to start a larger conversation among all residents—old and new—in the community. SOSNA is cultivating this dialogue



### EXECUTIVE DIRECTOR'S MESSAGE

**T**he Preservation Alliance recently held an event for our Cornerstone Society members at the Reading Terminal Market—one of the quintessential places in Philadelphia where historic preservation and daily life come together. It was a wonderful opportunity for me to meet some of our most committed members and supporters.

Since the event, I have been pondering the thought that the buildings I remember most are the ones where my senses have been engaged. Beautiful buildings. Peculiar buildings. Buildings where there was music, or food or things to learn. Buildings where we carry out the activities of our daily lives, interacting with other people. Even buildings where bad things happened. I have been thinking about that as I think about the future of the historic preservation movement. It opens up new avenues for historic preservation to be connected to a broader audience.

What is the building you have the earliest memory of? My earliest memory is the place my great grandmother lived. It was a simple c.1920 brick farmhouse with a Tudor revival flair with its diamond casement windows. Located in Fulmer Dell, Buckinghamshire, England, the house was the family gathering place. I remember it because it touched all of my senses.

The house was in the country. It was a feast for the eyes. Horses next door. Woods, streams, grass to run on. The house smelled of my great grandmother's cooking, which overpowered a pervasive mildew odor, no doubt from the cold and damp of England. In fact, it was exceedingly cold there at times. The coldest place being the toilets, which were accessed from the outside. I remember the sound of the television. Television was new to me, and their little black and white box occupied a sacred spot in an upstairs room; the only reason I remember the room. My first memory of eating candy was at Fulmer Dell. My great grandmother would pass out handfuls of Smarties in the kitchen (the British version of M & Ms) if we had been good; I remember that kitchen well.

Decades later, I still think about that house. It wasn't particularly historic, but I loved that place and was crushed to learn that it is now the site of a housing development. My experience there makes me think about how important it is to connect people and their lives to historic buildings and places. People become historic preservationists without even realizing it.

I have the same kinds of memories when I think about my schools, my church, the stores we went to. I hold those places close to me because of the interweaving of the place and the experiences that occurred there.

Memorable experiences are powerful. They don't have to come from places we have been multiple times. They can be associated with places we have only been once or twice. One of my favorites is Coventry Cathedral (1956-1962, Basil Spence architect), also in England. An extraordinary complex integrating the ruins of a 14th century cathedral, which was bombed in WW II, with a new cathedral. Built with an uplifting spirit of reconciliation, the cathedral is not only interesting architecturally and philosophically, but it is filled with music and beautiful contemporary art giving you a complete experience. I have only been there once, but it still stands in my mind as one of the most memorable buildings I have ever been in.

Philadelphia is filled with places that connect to people's lives. I look forward to my future with the Alliance. I will be very cognizant of the importance of connecting peoples' lives and activities to the special places here. Thank you, Reading Terminal Market, for reminding me of this important connection.

CAROLINE E. BOYCE  
Executive Director

by hosting monthly History Happy Hours (the first of which was held on July 26) at the Bainbridge Club, whose proprietor, Michael Jones, authored the foreword to *Evergreens*. Each month residents and historians alike will share stories about specific places or events such as the Crosstown Expressway, Washington Avenue or Graduate Hospital. In addition to the Preservation Alliance's existing guided walking tour of the neighbor-

hood, SOSNA will also partner with Young Involved Philadelphia and Mt. Airy Learning Tree for walking tours on September 14 and 28 respectively.

A primary goal of this project is to provoke and trigger reactions—agreements and disagreements—from residents about the neighborhood's history. Recently, a gentleman named Frank Doyle, raised at 25th and

*continued on page 2*



continued from page 1

Grays Ferry Avenue in the 1930s, stopped by SOSNA to drop off not only wonderful historic images of the neighborhood and a 1940s St. Anthony's basketball jersey, but also a five-page "reaction" to the book. Mr. Doyle had gone picture-by-picture, figure-by-figure through the book and shared memories provoked by *Evergreens*. His stories are available online at [southofsouth.org/news/continuing-conversation-about-evergreens-frank-doyle](http://southofsouth.org/news/continuing-conversation-about-evergreens-frank-doyle). The hope is that other readers will also offer their feedback. *Evergreens* is only "a" neighborhood history. Only collectively, with the help of folks like Michael Jones and Frank Doyle, can "the" neighborhood history be written. Read more about SOSNA's work at [southofsouth.org](http://southofsouth.org).

## Strawberry Mansion Community Development Corporation

### Strawberry Mansion Neighborhood Action Center

What do a dilapidated bus depot, the home of a world renowned jazz musician, an open-air amphitheater, abandoned industrial complexes, a historic mansion in Fairmount Park, a run down bridge and Victorian brownstones have in common? They are all preservation projects in the Strawberry Mansion neighborhood being pursued by the Strawberry Mansion Community Development Corporation (SMCDC) and the Strawberry Mansion Neighborhood Action Center (SMNAC). These nonprofit community organizations are committed to empowering the residents of Strawberry Mansion to preserve their history and bolster sustainable revitalization throughout the neighborhood's residential and commercial areas.

Strawberry Mansion, a neighborhood in Lower North Philadelphia, north of Center

City, is rich in history and culture. With East Fairmount Park as its border, the neighborhood has historically attracted generations of residents who are proud of its proximity to a variety of residential, commercial and recreational options.

Once bustling with factories and commercial strips, Strawberry Mansion housed some of Philadelphia's premiere attractions like Pat's Steaks, Pflaumers Ice Cream Parlor, the Park Movie Theater, Woodside Amusement Park and the Trolley Barn Turnaround. This inventory of historic sites and buildings provides SMCDC and SMNAC a variety of preservation opportunities.

In the early 2000's, the two organizations explored the opportunity to restore SEPTA's dilapidated bus depot, formerly the historic Trolley Barn, located at 33rd & Dauphin Streets. They enlisted the help of the Preservation Alliance in developing a renovation plan with SEPTA for the depot, one of the last of its kind. The groups worked diligently for several years to ensure the depot's new design maintained the integrity and look of the former Trolley Barn with its canopy and station house. It is currently under construction with the expected completion date of Fall 2013. The work of SMCDC and SMNAC on this project earned them a Preservation Alliance Community Action Award in 2012.

Both organizations are currently working with the Preservation Alliance on the John Coltrane House Inc.'s planning and community outreach effort. They have been instrumental in raising the community's awareness of the tours and jazz concerts being offered throughout the year.

The SMCDC and SMNAC are community partners with several developers exploring development of abandoned industrial complexes that contain historic elements, like the 32,200-square foot Eastern factory at 30th Street and Cecil B. Moore Avenue.



The former Eastern factory at 30th Street and Cecil B. Moore Avenue that SMCDC and SMNAC are working on getting redeveloped.

The CDC and NAC's neighborhood preservation efforts have also taken them to the closed East Park Reservoir which is targeted to become an ecological sanctuary for various birds and wildlife. The East Park Leadership Conservatory will be developed by the Audubon Society and Outward Bound with SMCDC and SMNAC as community partners.

SMCDC was formed to drive this renewal, empower the residents and preserve the richness of the neighborhood. As part of its mission to promote sustainable revitalization through economic development, historic preservation and the empowerment of Strawberry Mansion residents, SMCDC partners with developers and property managers to help its community and its citizens.

The SMNAC serves as the hub of information and services aimed at empowering the neighbors of Strawberry Mansion. The SMNAC office serves as a KEYSPO spot computer center offering free computer

and internet access, and hosts educational workshops on home energy conservation, personal finance and budgeting, and home-buying readiness.

The SMNAC joined with parents and residents to keep Strawberry Mansion High School open for the upcoming school year. SMNAC Executive director Lenora Jackson-Evans said, "We can and will make it a better and safe place to raise our children. We want our residents to be proud of being a resident of Strawberry Mansion."

With so much history within Strawberry Mansion's boundaries and a steady stream of revitalization projects, both the SMCDC and SMNAC are sure to be busy with a variety of preservation projects in the future. For more information, check out the Strawberry Mansion Community Development Corporation website, funded through the Preservation Alliance's Pride of Place grant, at [www.strawberrymansioncdc.org](http://www.strawberrymansioncdc.org).

# Pride of Place Neighborhood Grants Support Community Preservation and Awareness

**A**s a part of the Pride of Place program the Preservation Alliance awarded project grants in late 2012 to spur neighborhood pride and preserve the sense of place in four of Philadelphia's historic neighborhoods. Here is an update on the projects that the Alliance grants funded.



49th and Pine in the Garden Court neighborhood.

**Garden Court Community Association** was awarded a \$3,500 grant for research and development of a multifaceted tour of the historic Garden Court neighborhood. Community leaders hosted a kick-off meeting to promote the walking tour project and to recruit volunteers. In addition, historian Mike Hardy presented the history of Garden Court and several neighbors shared their own memories of the neighborhood. Public historian Kim Coulter, guiding the project committee as a researcher, will help develop tour themes and research the history and landscaping at key sites featured on the Garden Court walking tour which will take place this fall.

**Overbrook Farms Club** received a \$4,500 grant to support the development of the Overbrook Farms Digital Database Project. A committee of Overbrook Farms residents has been established to develop and oversee the project, and a list of resources has been developed for identifying and obtaining historic information, photographs, maps and other memorabilia regarding Overbrook

Farms. The process of contacting these resources and compiling data has begun.

The project goal is to create a digital database that can be used to develop multiple applications, including a walking tour of the neighborhood. Discussions are underway to leverage the digital database to develop a coffee table book that captures the history (photographic, biographic, and geographic) of Overbrook Farms. If produced, the book will be used to preserve information about the history and architecture of Overbrook Farms and to promote the character of the neighborhood and its future.



Will Price House in Overbrook Farms



**Mill Creek Community Partnership** (MCCP) was awarded a \$4,000 grant to support the development of *Mill Creek: Past, Present and Future*, a video documentary project. Young filmmakers Jean and Joyce Bevins have conducted more than thirty interviews with long-time residents and others who have played prominent roles in the community. MCCP also invited neighbors to bring their old photos of the neighborhood around the Mill Creek community center, formerly the Shanahan Catholic Club, to be scanned and formatted for inclusion in the video presentation. The final video will be premiered at a public event to be hosted by MCCP next year.



Filmmaker Joyce Bevins interviews Councilwoman Jannie Blackwell for oral history video.

**Wynnefield Overbrook Revitalization Corporation** (WORC) received a \$5,000 grant to highlight the history of the 54th Street corridor and help business owners and residents preserve the character-defining features that distinguish the corridor. A collaboration between WORC, the Wynnefield Business Association and the Wynnefield Residents Association (WRA), the focus of the project is two-fold.

First, it seeks to tell the story of a significant, long-demolished property on this corridor, the “Institute for Destitute Colored Children,” which provided for the care of African American children orphaned as a result of paternal participation in the Civil War. The WRA History Committee will utilize a portion of this grant to determine the best way to tell this story. This may include a webpage, an exhibit, interpretive signage featuring images and text or a historic marker.

The second aspect of this project will examine historical images and preservation-based best practices to create design guidelines for Wynnefield commercial properties. This grant will allow WORC to hire a preservation-minded architect or planning intern to craft Wynnefield Commercial Design Guidelines. This information will be paired with observations of existing conditions, along with WORC-provided best practice examples of design guidelines, to craft design guidelines and façade/streetscape vision for Wynnefield’s neighborhood-scale commercial corridors.



Historic photo of 1901-23 N. 54th Street.

## Fels Intern Creates Online Preservation Map

*The Preservation Alliance received a grant from the Samuel S. Fels Fund to hire an intern through their Summer Internship in Community Service program. We’ve asked our 2013 Fels intern to give us his thoughts on his time with the Alliance and to tell us about his ten-week project.*

By Matthew Yoder

I arrived at the Preservation Alliance new both to Philadelphia as a city and to preservation as a discipline. As a graduate student in urban planning at the University of Illinois at Urbana-Champaign, I study, write and teach about cities. I’m convinced that good cities require good planning, and that good planning starts with good storytelling. Philadelphia, a city deeply intertwined with the story of this nation, seemed a natural place to start.

Planners spend a lot of their time trying to balance competing interests. In preservation, I soon learned, the public’s interest in preserving places of cultural significance interacts with a variety of other interest. Property owners, developers, governments and community organizations all have their own priorities. Some of these priorities align with the goals of preservation, and some conflict with them. Navigating this web of interests and priorities is a messy, delicate business, and the stakes are high. Buildings, once demolished, are not easily reconstructed. History, once forgotten, is not easily recovered.

Part of the Preservation Alliance’s role as a steward of Philadelphia’s historic resources—and one of its most powerful tools in aligning competing interests—is telling the stories of the people and places that have shaped this city. That storytelling can take a variety of forms; documentary films, posters, reports and tours are some of the tools the Alliance uses to bring history to life.

As this year’s Fels intern, my job was to take databases and maps, two favorites in the planner’s toolbox, and use

them to tell the stories of historic places. The end result, an interactive online map application, is designed to educate the public about historic places and to serve as a resource for preservationists and planners.

My project builds on four inventories of historic resources developed by Preservation Alliance staff and previous Fels interns. My first task was to take these inventories—African American Historic Sites, Historic Religious Sites, Mid-Century Modern Architectural Resources and Pride of Place Neighborhood Landmarks—and create a location-aware database of historic resources. To this database, I added data from the Philadelphia Register of Historic Places and other sources.

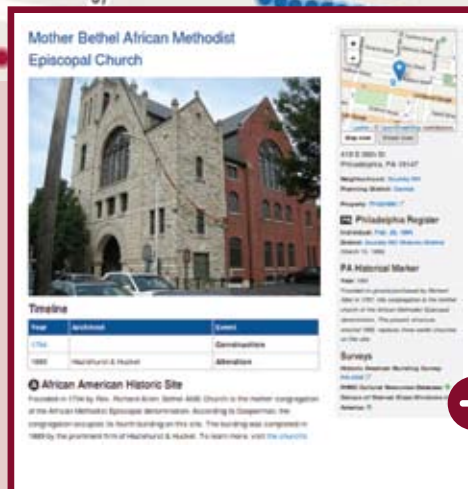
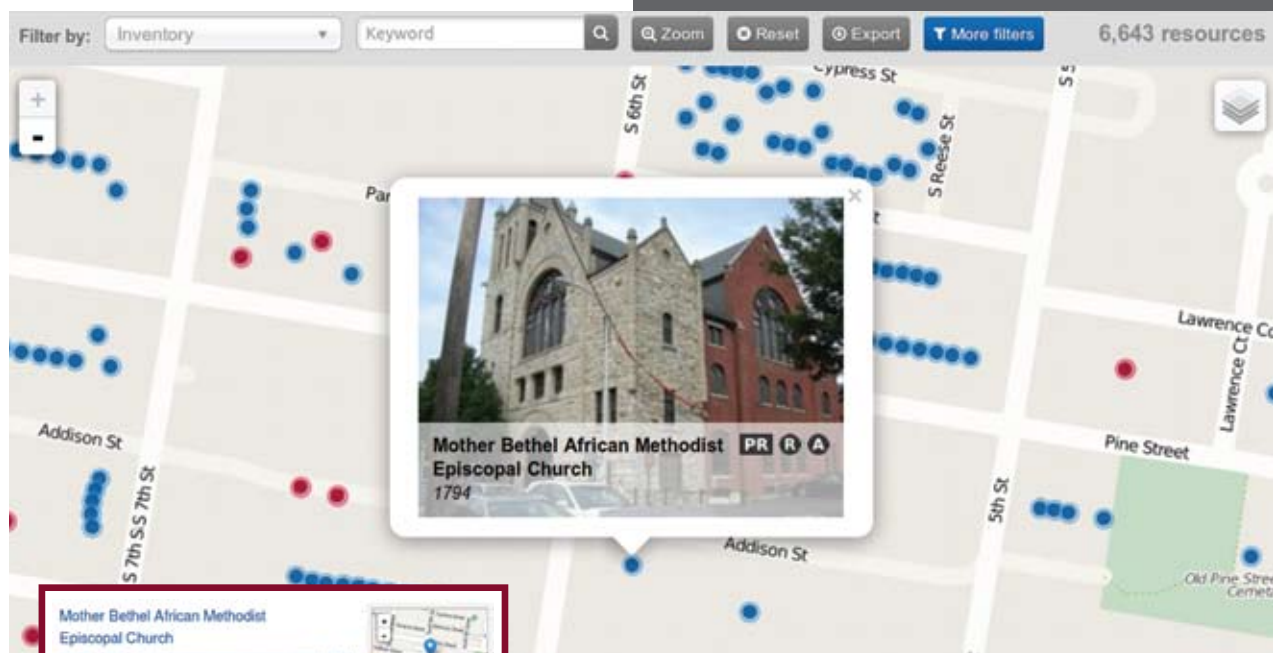
Creating a map of more than 6,000 historic sites and properties presented some technical challenges, but the most difficult and interesting problems were questions of storytelling. How should I represent a resource that no longer exists or whose historical location is uncertain? A property that was locally designated but later demolished? A building that housed multiple historically-significant uses over its lifetime?

I don’t claim to have the answers to these questions, but struggling with them this summer has given me an appreciation for the work of historic preservation and sparked an interest in the rich heritage of Philadelphia. I hope that the map I created—and the stories it tells—can do the same.

To explore the historic resources map, visit: [preservephiladelphia.org/historic-resources](http://preservephiladelphia.org/historic-resources).

### Historic Resources Map

[preservephiladelphia.org/historic-resources](http://preservephiladelphia.org/historic-resources)



On the Alliance’s powerful new online tool, you can browse historic properties or search for a resource by keyword. Search by neighborhood, architect, construction date, planning district, date added to the Philadelphia Register and more!

When you find what you’re looking for, click for more information or export the results for use in popular software like Microsoft Excel and Google Earth.

Clicking a resource on the map leads to a page with more information, including photos, designation details and descriptions of historical significance.



## Hotel Project Threatens Legendary Blue Horizon Auditorium



best boxing venue in the world by *Ring Magazine* in 1999. A comprehensive restoration project in 2004 was awarded a Preservation Alliance Achievement Award.

Unfortunately, the Blue Horizon abruptly closed in 2010, leaving the future of the site in limbo. A hotel proposal announced in 2011 was initially lauded by city officials for its plans to preserve the auditorium as a hotel ballroom and event space. The developers, Mosaic Development and Orens Brothers, even secured National Register of Historic Places designation for the site to pursue federal historic tax credits for the project. A \$6 million Redevelopment Assistance Capital Program grant was announced, and Philadelphia City Council passed a zoning change allowing a taller addition on the site to accommodate the preservation of the auditorium. However, in June 2013, the developers revealed new plans that would demolish the entire rear of the structure, preserving only the Broad Street facades of the original 1865 brownstones. In the place of the auditorium, a parking garage and new hotel construction are now proposed.

The Legendary Blue Horizon is not listed on the Philadelphia Register of Historic Places, so the Philadelphia Historical Commission has no authority to prevent the demolition. Awarding the project state redevelopment grants and federal HUD loans will trigger a state-level review of the project, but this process likewise has no authority to prevent demolition. The Preservation Alliance is opposed to the use of state funds to support the demolition of historic structures and is advocating for alternative proposals from these or other developers that would ensure the preservation of the Blue Horizon's historic auditorium.



**A** hotel development proposal on North Broad Street is set to destroy one of the most storied boxing venues in the nation if developers are successful in obtaining \$6 million in public funds to finance the demolition and new construction. For nearly fifty years, the Legendary Blue Horizon hosted boxing matches in an opulent former Loyal Order of Moose auditorium constructed in 1917 behind three grand 1865 brownstone row-houses at 1314-16 North Broad Street. The crown jewel in Philadelphia's once-extensive arena circuit, "The Blue" was celebrated for its unpolished and intimate atmosphere, gaining a national reputation as a boxing mecca. It was called the

## South Philadelphia Firehouse Faces Uncertain Future

**W**ith a turret-like tower that looms over the northbound lanes of I-95 in South Philadelphia, the former Engine 46 fire station at 1401 S. Water Street is a neighborhood icon and a unique example of nineteenth-century Philadelphia firehouse architecture. Last occupied by a restaurant in 2007, the building has been incorporated into the adjacent Riverview Plaza and is owned by New York shopping center developers Cedar Realty Trust. In February 2013, Cedar received a permit to demolish the firehouse with tentative plans to replace it with a drive-thru fast food restaurant, but after meeting with Councilman Mark Squilla and representatives of the Pennsport Civic Association in July, temporarily agreed to delay demolition and seek tenants interested in reusing the building. The firehouse has no formal historic designation from the Philadelphia Historical Commission, and therefore no legal protection against demolition.



A number of other former firehouses across Philadelphia have been successfully reused. The building is an ideal location for a new restaurant or brewpub venture, but could also house a retail or office tenant. Without legal protection against demolition, finding a new tenant will be crucial in persuading the building's owners to preserve the building. Cedar has not committed to any formal time frame for the search process and its demolition permit on the property will remain valid for a year, leaving the fate of the building extremely vulnerable. The Preservation Alliance is assisting Pennsport Civic Association in seeking interested parties to reuse the building. Inquiries can be directed to Pennsport Civic Association president Dr. James Moylan at pennsport@aol.com and the Preservation Alliance's advocacy director Ben Leech at 215.546.1146 x5 or ben@preservationalliance.com.

## HELP SAVE HISTORY!

### Nominations now being accepted for 2013 Endangered Properties List

**T**he Philadelphia region is rich in history, but all too often we lose our historic resources to demolition and neglect, severing our ties to the past and robbing future Philadelphians of unique and authentic places. Every year, the Preservation Alliance identifies the region's most threatened buildings in order to celebrate their irreplaceable value and promote the efforts of those working to save them.

If you know of a threatened historic resource that should be recognized, nominate it to our 2013 **Endangered Properties List**. Don't wait until it's too late!

Applications can be found online at [PreservationAlliance.com/advocacy/endangeredform.php](http://PreservationAlliance.com/advocacy/endangeredform.php).

**APPLICATIONS ARE DUE MONDAY, OCTOBER 21.**

More information:

[endangered@preservationalliance.com](mailto:endangered@preservationalliance.com) or 215.546.1146 x5.





# ADVOCACY

## New Additions to the Philadelphia Register



Paschalville Branch of the Free Library of Philadelphia



Horn & Hardart Building



A. Pomerantz & Co. Building



Leech House



Chinatown YMCA

Listing on the Philadelphia Register provides protection against unnecessary demolition and inappropriate alteration, and it is a critical first step in preserving a landmark piece of architecture or a beloved neighborhood gem. The following properties were added to the Philadelphia Register of Historic Places at the June and July meetings of the Philadelphia Historical Commission:

- Joe Frazier's Gym, 2917-19 N. Broad Street
- Dox Thrash House, 2340 Cecil B. Moore Avenue
- Stiffel Senior Center, 2501-15 S. Marshall Street
- A. Pomerantz & Co. Building, 1525 Chestnut Street
- Chinatown YMCA (Chinese Cultural and Community Center), 125 N. 10th Street
- Horn & Hardart Building, 15-21 S. 11th Street
- St. Petri Evangelical German Lutheran Church (Community Church of God), 838 1/2 N. 42nd Street
- Leech House, 1548 Adams Avenue
- Box Grove Plantation, 8047 & 8049 Walker Street
- George T. Pearson House, 125 W. Walnut Lane
- Flavell Family House, 5340 Greene Street
- Happy Hollow Playground Recreation Center, 4740 Wayne Avenue
- Bethel Burying Ground (Weccacoe Playground), 405-25 Queen Street
- Shofuso Japanese House and Garden, 4301 Lansdowne Drive
- Paschalville Branch of the Free Library of Philadelphia, 6942 Woodland Avenue

More information on each property is available on our website: [www.preservationalliance.com/advocacy/issues\\_Nominations2013.php](http://www.preservationalliance.com/advocacy/issues_Nominations2013.php)

## Advocacy Appeal

*We are pleased to announce that our summer Advocacy Appeal was a great success. Thank you very much to those who have donated, listed below. Your generosity allows the Preservation Alliance to continue to successfully submit nominations to the Philadelphia Register of Historic Places, and to assist others in doing so.*

*Historic designation is one of the most powerful tools in the preservationist's arsenal. Advocacy is at the heart of what we do, and we need your help to carry on with our work. You can still donate by calling 215.546.1146 x3 or online at [PreservationAlliance.com/donate](http://PreservationAlliance.com/donate).*

## THANK YOU!

Stephen Bartlett  
Victoria Bayle  
Caroline Boyce  
Thomas F. Boyle  
Richard Bready and Karin C. Rosenberg  
Monika Burke  
Camden County Historical Society  
Campbell Thomas & Co.  
Barry Cassidy Planning and Development  
Chris Clifford  
Cloud Gehshan Associates  
Paul S. Connors  
Harrington E. Crissey Jr.  
Mary Daniels  
Clarissa Dillon  
Louisa C. Dubin  
Vivienne Ehret  
June Felley  
James Fennell  
Joseph S. Finston  
Michael and Wendi Furman  
Gredell & Associates  
Frank and Jean J. Greenberg  
Ann N. Greene  
Crystal Grice and Kittura Dior  
Nan R. Gutterman and William H. Irby  
Barbara J. Hare and George Dixon  
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Heritage Consulting, Inc.  
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Elisabeth Shellenberger  
A. Roy Smith  
Priscilla Snelling  
Mr. and Mrs. Sam L. Spear  
Dr. and Mrs. Gus Spector  
Bertram Strieb  
Andrew Trackman  
Robert Venturi and Denise Scott Brown  
Richard W. Weeks and John G. McClafferty  
Oliver P. Williams  
Lisa M. Witomski  
Mrs. Lorle P. Wolfson

*List complete as of August 12, 2013.*

HELP US CELEBRATE THE RECENT ADDITION OF **15** PROPERTIES TO THE PHILADELPHIA REGISTER OF HISTORIC PLACES, NINE OF WHICH WERE SUBMITTED OR FUNDED BY THE PRESERVATION ALLIANCE!

*Designation Celebration*

OCTOBER 15, 2013 | 6-8PM  
PHILADELPHIA HISTORY MUSEUM  
15 S. 7TH STREET, PHILADELPHIA, PA

THE NEW ADDITIONS TO THE PHILADELPHIA REGISTER represent a cross section of Philadelphia, both historically and culturally. The Alliance is pleased to celebrate the protection of so many exceptional buildings, their contributions to Philadelphia history, and their continued presence in the future.

This event is a joint venture with the Philadelphia History Museum, who will be highlighting artifacts in their collections that are related to the recently designated properties, including a pair of boxing great Joe Frazier's gloves.

Free  
Advance registration required: [philadelphiahistory.org/designationcelebration](http://philadelphiahistory.org/designationcelebration)

IN PARTNERSHIP WITH PHILADELPHIA HISTORY MUSEUM

SPONSORED BY HOW? properties Alterra PROPERTY GROUP



# On Becoming a Tour Guide

This year is the fifth year that the Preservation Alliance has run the Architectural Walking Tour program which originated at the Foundation for Architecture in 1986. Tours run May through October, four times a week. We have a roster of 60 plus tours, given by a dedicated corps of more than 50 volunteer tour guides. We asked a long time guide for his perspective on becoming and being a guide.

By Dane Wells



Dane Wells relaxing in Cuba.

**M**y wife and I enjoyed running The Queen Victoria Inn in Cape May, NJ for 23 years, but into every life comes the thought of retirement. We found some nice buyers for the inn and we retired to Center City Philadelphia.

One of the things we enjoyed in Cape May was answering our guests' questions about the Victorian era and Cape May's history. I got fairly good at it, especially on the topic of Victorian Christmas, which I made a point to study. Once settled in Philadelphia, I saw a notice about an upcoming lecture series that could lead to becoming a volunteer guide. I knew many of the lecturers to be very good, so I signed up and had a ball.

When it came to studying a tour, I told the administrator I was flexible, and she asked if I could help out doing the Fishtown tour. The area was new to me, but the guide I would be helping, Fred Vincent, was one of the best, so I volunteered. Fred taught me his tour, but one of the things I like

about this program is that guides are encouraged to do independent research and craft their own tours.

Having a background in finance and economics (as well as innkeeping), I could see how Fishtown was a microcosm of the "Workshop of the World," as Philadelphia was known. I decided to take Fred's work one step further and tell that story using Fishtown as my tablet. Here were the big and little boatyards, the factory buildings, large and small, and the workers' houses that told that story of Philadelphia's 19th century glory years. In the process, I got to know some locals, most notably Ken Milano, a local historian who greatly helped me craft my tour. To put icing on the cake, a great beer bar, Kraftwork, opened very close to where I finished the tour route, so I have added it to my list of points of interest and invite the tour participants to join me for a pint at the conclusion of the tour.

During this time, a debate arose in Philadelphia about licensing tour guides. Though the effort was stalled, I liked the concept, and when a group of professional tour guides decided to form the Association of Philadelphia Tour Guides to provide more training and certification, I joined their program and worked to become certified. This was a great experience and broadened my knowledge of Philadelphia history.

More recently, I have taken on the Banker's Heaven tour. This further dusts off my economics interests and puts them to work. I have developed my version of this tour, which explains Philadelphia's role as the financial capital of the United States. Philadelphia is a special town, with unique features which can be explained by our financial history. Why are we a town of homeowners and why was our industrial strength, at the turn of the century, based on small businesses? I am not telling you here, you have to take my tour to find out.

You can catch Dane's Fishtown tour on September 15. See details, and the complete September-October tour schedule at the right.

## Welcome New Board Directors

**A**t the Board of Directors meeting in May, the Board elected a new director, Mary DeNadai, FAIA, and a new chair, Robert Powers, and added a vice chair, Leonidas Addimando. Additionally, earlier in the year Paul Steinke was elected to the board. The Preservation Alliance staff and board wish to thank outgoing board president, Marian A. Kornilowicz, Esq. for his years of dedicated service.

Paul Steinke was previously on the Preservation Alliance board, from its inception in 1996 until 2006, serving as chair from 2002–2005. Mr. Steinke has been the general manager of the Reading Terminal Market since 2001. The market, a downtown Philadelphia landmark, is one of America's oldest and largest public markets, serving more than 115,000 visitors each week. Prior to taking his current position, Mr. Steinke served nearly four years as founding executive director of University City District, a business improvement district that played a key role in the revitalization of West Philadelphia. Before that, he spent seven years as director of finance and administration for the Center City District, Philadelphia's downtown business improvement district.

A lifelong Philadelphian, Mr. Steinke holds a Bachelor's Degree in Business Administration and Economics from Pennsylvania State University. He also studied business administration at Drexel University. Mr. Steinke also serves on the board of directors of the Center City Proprietors Association, the Lazaretto Preservation Association of Tinicum Township, Preservation Pennsylvania and the Philadelphia Convention & Visitors Bureau and is active with the Philadelphia chapter of the Human Rights Campaign.

Mary Werner DeNadai, FAIA is a registered architect with over thirty-five years of experience in the restoration and rehabilitation of historic buildings. Ms. DeNadai's primary focus is on larger-scale institutional, ecclesiastical, commercial and governmental buildings within the broad range of architectural styles and periods of construction. Her recognized expertise is in the management of complex

projects including conditions assessments, feasibility analyses, formulation of preservation priorities, master planning for multiple phases and development of creative approaches to programming and design. A recognized authority in the historic preservation field, Ms. DeNadai has been appointed to serve as a representative of the National Trust in the restoration of the Ernest Hemingway House in Havana, Cuba.

Ms. DeNadai joined John Milner's multi-disciplinary preservation practice in 1977 and was elevated to partnership in 1984. In 1989, Mr. Milner and Ms. DeNadai formed a new firm, John Milner Architects, to focus on architectural restoration, rehabilitation and design. Their seventeen-member firm is actively participating in a wide variety of projects in the eastern, southern and mid-western regions of the country.

Ms. DeNadai has served on numerous boards and has chaired boards of the National Trust board of advisors, Preservation PA and Pennsylvania Historic Preservation Board. She has received many professional accolades, including the Alliance's Biddle Award, AIA PA Medal of Distinction, the National Trust's President's Award and the F. Otto Haas Award.



Paul Steinke



Mary Werner DeNadai, FAIA

# ARCHITECTURAL WALKING TOURS

The Preservation Alliance continues its award-winning Architectural Walking Tour season with fascinating guided tours led by a lively group of experienced and enthusiastic volunteers from a wide range of backgrounds who share a passion for architecture, urban design and social history.

Reservations are not required. Tours run rain or shine. Tour meeting places listed below. Tour descriptions at [PreservationAlliance.com/walkingtours](http://PreservationAlliance.com/walkingtours).

**\$5 PRESERVATION ALLIANCE MEMBERS | \$10 GENERAL PUBLIC**

**SEPT. 1, SUN.** 11am

**Rittenhouse Square West**

Pool, center of Rittenhouse Square

**SEPT. 1, SUN.** 2pm

**Society Hill Stroll**

NE corner, 2nd & Spruce

**SEPT. 7, SAT.** 10am

**Art Deco**

Liberty Place, 17th & Chestnut

**SEPT. 7, SAT.** 2pm

**Post-Industrial City: Callowhill West District**

Starbucks, 20th & Callowhill

**SEPT. 8, SUN.** 11am

**Girard Estate**

Stephen Girard statue, Girard Park, 21st & Shunk

**SEPT. 8, SUN.** 2pm

**Spruce Hill Victoriana**

University City Arts League, 4226 Spruce St.

**SEPT. 14, SAT.** 10am

**Up And Over The Ben Franklin Bridge**

St. George's, N. 4th & New Sts.

\$15 admission includes return trip from Camden on PATCO

**SEPT. 14, SAT.** 2pm

**Old City Sacred Sites**

Christ Church, N. 2nd and Church Sts.

**SEPT. 15, SUN.** 11am

**Northern Liberties**

Liberties Restaurant, 705 N. 2nd St.

**SEPT. 15, SUN.** 2pm

**Fishtown**

William Penn statue, Penn Treaty Park, N. Delaware Ave. at Columbia

**SEPT. 21, SAT.** 10am

**University of Pennsylvania**

Most eastern courtyard entrance to Penn Museum, 3260 South St.

**SEPT. 21, SAT.** 2pm

**Avenue of the Arts**

PA. Academy of Fine Arts, 128 N. Broad St.

**SEPT. 22, SUN.** 11am

**Littlest Streets Fidler Square**

Center of Fidler Square, 23rd & Pine

**SEPT. 22, SUN.** 2pm

**Spring Garden**

Jack's Firehouse, 2130 Fairmount Ave.

**SEPT. 28, SAT.** 10am

**Manayunk**

Mini-park, river side of Main St. between Gay and Connaroe Sts

**SEPT. 28, SAT.** 2pm

**Rittenhouse Square East**

Pool, center of Rittenhouse Square

**SEPT. 29, SUN.** 11am

**Bankers' Heaven: Architecture and Finance in Philadelphia**

East entrance Bourse Building, 111 S. 4th St.

**SEPT. 29, SUN.** 2pm

**Jewish Philadelphia in Colonial Times**

Benches, Elfreth's Alley at N. 2nd St.

**OCTOBER 5, SAT.** 10am

**Society Hill Sacred Sites**

St. Peter's Church gate, 3rd & Pine

**OCTOBER 5, SAT.** 2pm

**Queen Village**

Olde Swedes Church front door, 916 S. Swanson St.

**OCTOBER 6, SUN.** 11am

**Bella Vista**

SE corner, 10th & South

**OCTOBER 6, SUN.** 2pm

**Jewish Immigrant Philadelphia**

Society Hill Synagogue, 418 Spruce St.

**OCTOBER 12, SAT.** 10am

**University of Pennsylvania**

Most eastern courtyard entrance to Penn Museum at 3260 South St

**OCTOBER 12, SAT.2PM**

**Post Industrial City: Callowhill St. from Broad to the Delaware River**

Former Inquirer Bldg, 400 N. Broad St.

**OCTOBER 13, SUN.** 11am

**Underground Philadelphia: Subways, Railways & Stations**

Angel statue, main concourse near east entrance of 30th St. Station \$15 admission includes SEPTA fare

**OCTOBER 13, SUN.** 2pm

**Society Hill Stroll**

NE corner, 2nd & Spruce

**OCTOBER 19, SAT.** 10am

**Powelton**

SW Corner, 36th & Lancaster

**OCTOBER 19, SAT.** 2pm

**Victorian Philadelphia West of Broad**

Bellevue steps, 200 S. Broad

**OCTOBER 20, SUN.** 11am

**Rittenhouse Square East**

Pool, center of Rittenhouse Square

**OCTOBER 20, SUN.** 2pm

**Ben Franklin's Philadelphia**

Franklin Court entrance, 312-22

Market St.

**OCTOBER 26, SAT.** 10am

**Art Deco**

Liberty Place, 17th & Chestnut Sts.

**OCTOBER 26, SAT.** 2pm

**City Hall to City Hall**

NE corner, 5th & Chestnut

**OCTOBER 27, SUN.** 11am

**Victorian Washington Square West**

NW corner, 9th & Spruce

**OCTOBER 27, SUN.** 2pm

**Old City**

Benches, N. 2nd St. at Elfreth's Alley

# **THANK YOU!** *The Preservation Alliance expresses its appreciation to these loyal members and generous funders.*

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*List complete as of August 14, 2013.*

## **Homeowner Workshops September & October**

The Preservation Alliance is pleased to present two upcoming series of workshops for owners, and aspiring owners, of older and historic properties. Attendees will learn about the best practices for the research, restoration and maintenance of their homes.

**FREE, advance registration required.**

Register: [melissa@preservationalliance.com](mailto:melissa@preservationalliance.com) or 215.546.1146 x6

### **"HANDS ON" WORKSHOPS IN NORTHWEST PHILADELPHIA**

**THOMAS MANSION** | 6245 Wissahickon Avenue, Philadelphia

*(Note: Driveway entrance is at the corner of Wissahickon Avenue and West Park Lane)*

WEDNESDAYS AT 6:30PM

*Don't miss this great opportunity to meet the conservation staff of the Fairmount Park Historic Preservation Trust who will present these popular demonstration workshops!*

SEPTEMBER 18

**Wood Window Repair**

SEPTEMBER 25

**Masonry and Pointing**

OCTOBER 2

**Interior Plaster**

OCTOBER 9

**Flooring**

### **LECTURE WORKSHOPS IN WEST PHILADELPHIA**

**OVERBROOK PRESBYTERIAN CHURCH** | 6736 City Avenue, Philadelphia

THURSDAYS AT 6:30PM

SEPTEMBER 19

**Slate Roofs**

Presented by Levine & Company Roofing

SEPTEMBER 26

**Energy Efficiency in Older and Historic Houses**

Presented and Sponsored by Mark Group

OCTOBER 3

**Wood Windows Repair and Maintenance**

Presented by Knapp Masonry

OCTOBER 10

**Masonry and Pointing**

Presented by HeriTech



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**1608 Walnut Street, Suite 1300, Philadelphia, PA 19103**

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