



# PRESERVATION ALLIANCE

for greater philadelphia

# LOOK INSIDE WE'VE SAVED SOMETHING FOR YOU.

Photo: Wyatt Gallery

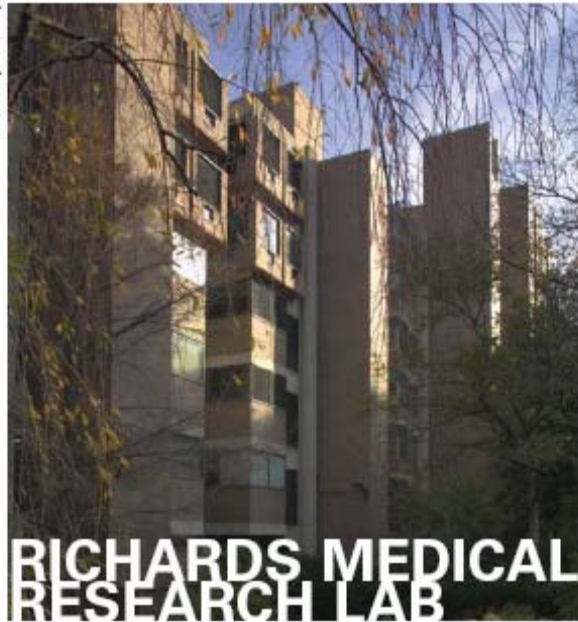


## VICTORY BUILDING

**Protecting historic properties through advocacy** is the primary mission of the Preservation Alliance. When the Victory Building, a much-loved commercial landmark in Center City, was threatened with demolition in 1991, the Alliance (then named the Preservation Coalition) responded with a large demonstration of public support. For the next thirteen years, the Alliance kept vigilant watch over the building until, at last, Victory was declared. Today, the once-doomed building has been rehabilitated for retail and residential use, and stands as testimony to the effectiveness of persistence in advocacy.

Center City, Philadelphia, 1873-75  
Architect: Henry Fernback

Photo: Wyatt Gallery



## RICHARDS MEDICAL RESEARCH LAB

By **nominating properties to local, state and national historic registries**, the Preservation Alliance helps significant buildings and sites attain prestige, public awareness, financial assistance and even legal protection against demolition or inappropriate alteration. Among the many properties that the Alliance has researched and nominated is noted architect Louis I. Kahn's Richards Medical Research Laboratory, one of the most significant works of modern American architecture. Not long ago, the Alliance helped Philadelphia's Church of the Advocate, a landmark in the civil rights movement, achieve recognition as a National Historic Landmark, the highest such designation awarded by the federal government.

University of Pennsylvania, 1964  
Architect: Louis I. Kahn

Photo: Wyatt Gallery

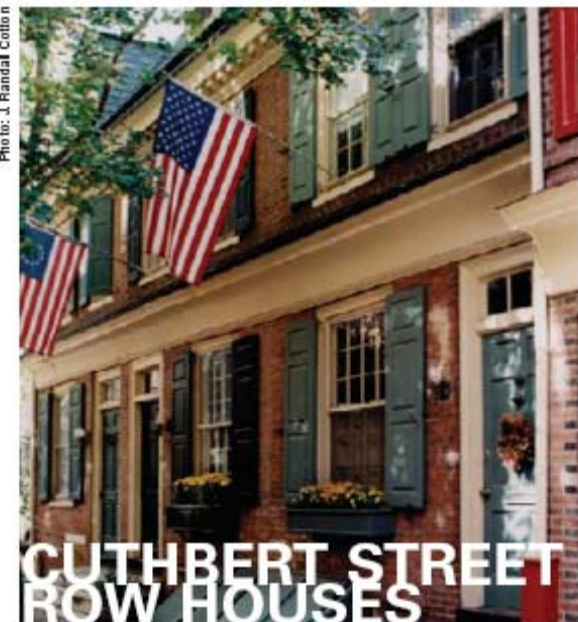


## MEMORIAL HALL

The Preservation Alliance works cooperatively with private developers, government and other nonprofit organizations to **help find creative new uses for old buildings** and to guarantee that they are adapted with sensitivity. When Memorial Hall, the magnificent centerpiece of the 1876 Centennial Exposition, was selected as the new home for the Please Touch Museum, the Alliance worked closely with museum and park officials to ensure that the exterior is carefully restored, while the interior is converted into a state-of-the-art children's museum.

Fairmount Park, 1874-76  
Architect: Herman Schwarzman

Photo: J. Randall Cotton

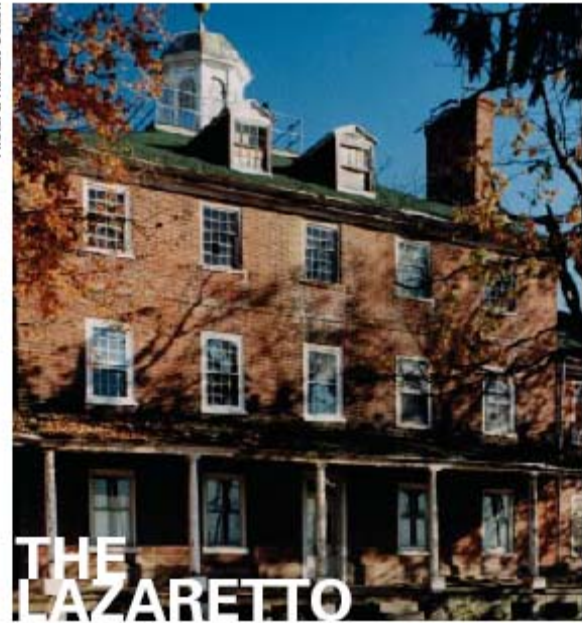


## CUTHBERT STREET ROW HOUSES

In 1979, these three 18th-century houses in Old City became the first historic properties in Philadelphia to be permanently protected from demolition or inappropriate alteration with **preservation easements**. Since then, the Preservation Alliance has negotiated easements on more than 175 residential and commercial properties of all sizes, styles and periods. These include such familiar landmarks as Alden Park, the 1920 Jacobean Revival apartment complex in Philadelphia, The Drake, a 1929 Spanish Baroque apartment tower in Center City, and the 1926 Art Deco Perelman Building of the Philadelphia Museum of Art. Easements also provide permanent protection for numerous historic properties in Philadelphia's Chestnut Hill, Rittenhouse Square, and Society Hill neighborhoods, and in the surrounding suburban counties.

Old City, Philadelphia, 1710  
Builder unknown

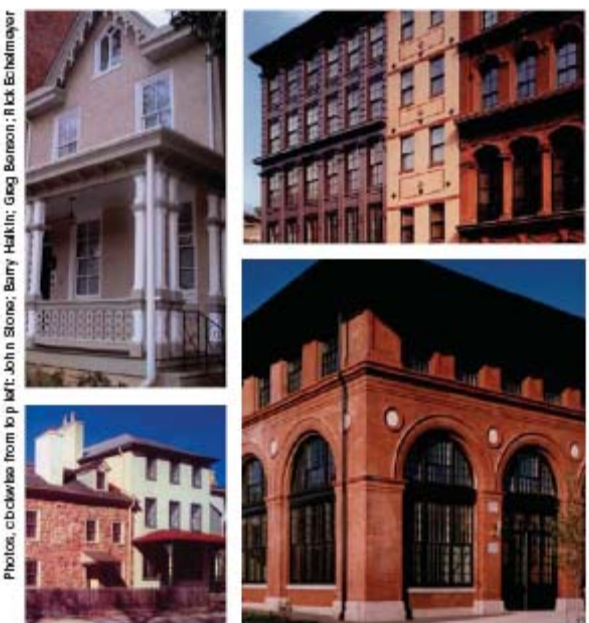




**THE LAZARETTO**

The Preservation Alliance's annual **Endangered Properties List** draws public attention to historic buildings and sites in jeopardy before a crisis develops. The Lazaretto, listed as endangered by the Alliance in 2003, is a little known but highly significant structure that served for 100 years as Philadelphia's quarantine station. Although it is believed to be the last survivor of its type in the country, it lies vacant and in the path of proposed airport development. By building awareness, the Alliance has supported the efforts of Tincum Township to obtain funds for acquisition of the property. In 2004, a \$2 million matching grant was offered by the state to acquire the Lazaretto, a first step towards its preservation.

Tincum Township, 1799  
Architect unknown



Photos, clockwise from top left: John Stone; Barry Halkin; Greg Benson; Rick Schelmeyer

The Preservation Alliance's annual **Preservation Achievement Awards** are a high visibility celebration of accomplishments and a reminder to the entire region about the value of historic preservation. The awards, given during National Historic Preservation Week in May, recognize individuals, organizations and projects ranging from large-scale developments to small, grassroots efforts. Recent project awards have honored such landmarks as the Academy of Music and the Council Chambers of Philadelphia's City Hall as well as lesser-known projects including rehabilitation of historic houses for transitional housing for the homeless, restoration of mid-19th century cast iron commercial buildings for apartments, and restoration of a historic general store in Malvern.

Recent award winners, clockwise from top left: Dignity Housing; Merchant's Row; Building #10 Philadelphia Navy Yard; Sugartown General Store Complex



**YOU CAN HELP US PRESERVE PHILADELPHIA'S PAST FOR FUTURE GENERATIONS.**

The historic character of Greater Philadelphia is our most unique asset, yet every day historic properties are threatened by pressure for new development in both urban and suburban settings. Other historic properties are jeopardized by disuse or neglect.

Balancing the preservation of a fragile historic environment with the realities of 21st-century life requires a clear and informed voice.

Your membership in the Preservation Alliance helps us state loud and clear that sensible preservation is of utmost importance to the residents of the Philadelphia region.

If you value Greater Philadelphia's historic character, the Preservation Alliance needs you. Why not join today?

**MISSION STATEMENT**

The Preservation Alliance is a 501(c)3 non-profit organization whose mission is to actively promote the appreciation, protection, and appropriate use and development of the Philadelphia region's historic buildings, communities and landscapes. The Alliance accomplishes this mission through programs in five areas:

- Advocacy, including public testimony;
- Education and Membership Services, including tours of historic properties, lectures, a quarterly newsletter, and other publications;
- Preservation Easements;
- Neighborhood Preservation Programs; and
- Regional Preservation Programs.

Further information about the Alliance and its programs, as well as directories of preservation resources and a calendar of preservation events in the region open to the public, can be found on the Alliance's website [www.preservationalliance.com](http://www.preservationalliance.com)

**Preservation Alliance for Greater Philadelphia**  
1616 Walnut Street, Suite 1620  
Philadelphia PA 19103  
phone 215.546.1146  
fax 215.546.1180

**INDIVIDUAL MEMBERSHIP**

**Student:** \$25.00 (with school ID)  
Individual membership benefits.

**Individual Member:** \$35  
Newsletter and Email-Updates, discounted admission to events, tours, lectures and educational forums, new member reception, and listing in the annual member recognition issue of the Alliance's newsletter.

**Household Member:** \$50  
All benefits of Individual membership for two adults and all children under the age of 18.

**Contributor:** \$100  
All benefits of Household membership plus: two complimentary passes to a special event, tour or lecture.

**Sustainer:** \$250  
All benefits of Contributor membership plus: a limited edition postcard set, two additional passes to a special event, tour or lecture, and a one-year subscription to *Old House Journal*.

**Patron:** \$500  
All benefits of Sustainer membership plus: a copy of a recent book on historic preservation, listing on the Alliance's website, listing in each issue of the Alliance's newsletter, and 10% discount at the historic Morris House Inn Bed and Breakfast.

**Benefactor:** \$1,000  
All benefits of Patron membership plus: exclusive Benefactor reception, listing in each issue of the Alliance's newsletter, and a personal bi-annual preservation update from the Executive Director.

