

# 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?

Photo: J. Randall Cotton

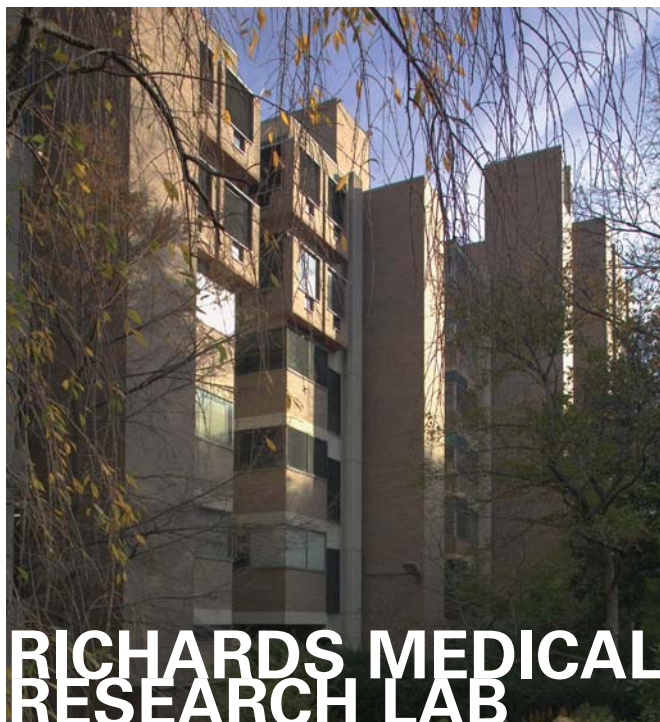


## CUTHBERT STREET ROW HOUSES

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 225 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

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. Following the decision of Philadelphia's City Council to allow historic interiors to be listed on the Philadelphia Register, the Alliance successfully nominated the interior public spaces in the Family Court Building on Logan Square, including the distinctive WPA-era murals that adorn the lobby, courtrooms and waiting rooms.

University of Pennsylvania, 1964  
Architect: Louis I. Kahn

## 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)

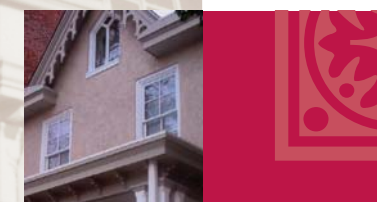
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## PRESERVATION ALLIANCE

*for greater philadelphia*

# LOOK INSIDE WE'VE SAVED SOMETHING FOR YOU.





## 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



## 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 was carefully restored when the interior was converted into a state-of-the-art children's museum.

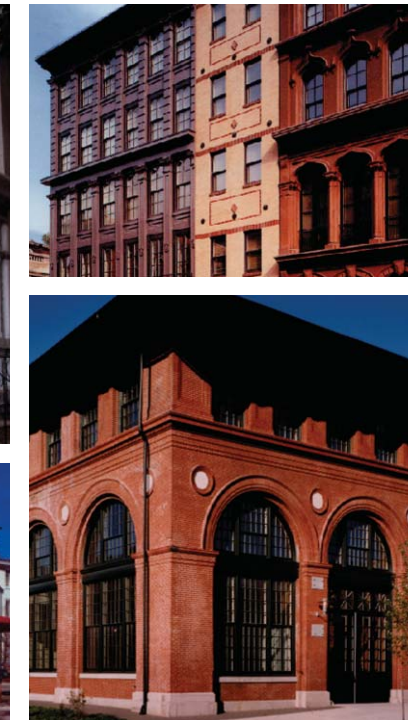
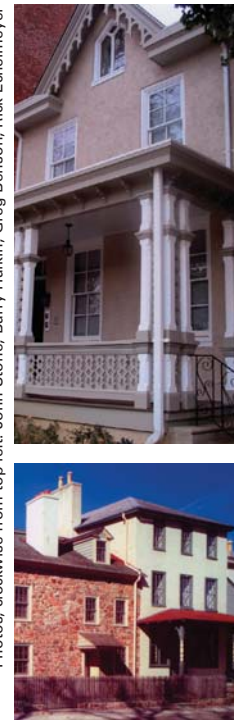
Fairmount Park, 1874-76  
Architect: Herman Schwarzman



## 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. However, through the efforts of the Preservation Alliance, the National Trust and Preservation Pennsylvania, working in partnership with Tincum Township, the property was acquired by the township and a non-profit organization was formed to oversee its use and interpretation.

Tincum Township, 1799  
Architect unknown



## 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 Month in May, recognize individuals, organizations and projects ranging from large-scale developments to small, grassroots efforts. Project awards have honored such landmarks as the Academy of Music Ballroom, Philadelphia's City Hall, The Baptist Temple at Temple University and the Philadelphia Main Post Office, as well as the conversion of former office buildings to hotels and the restoration of important residential properties, regional rail stations and distinctive public sculpture.

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

## 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; and listing in each issue of the Alliance's newsletter.

**Benefactor:** \$1,000  
All benefits of Patron membership plus: exclusive invitation to Preservation Alliance high donor events and complimentary admission to all Alliance special events, workshops, tours and lectures (some restrictions apply).

