



PRESERVATION ALLIANCE

for greater philadelphia

LOOK INSIDE WE'VE SAVED SOMETHING FOR YOU.

Photo: Wyatt Gallery

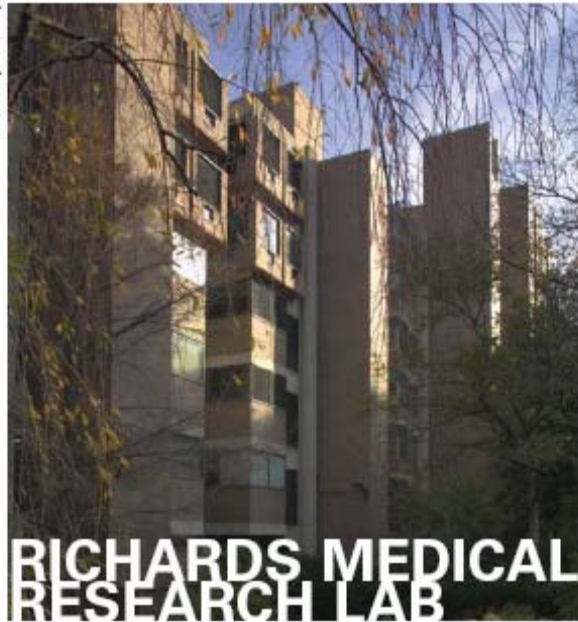


VICTORY BUILDING

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

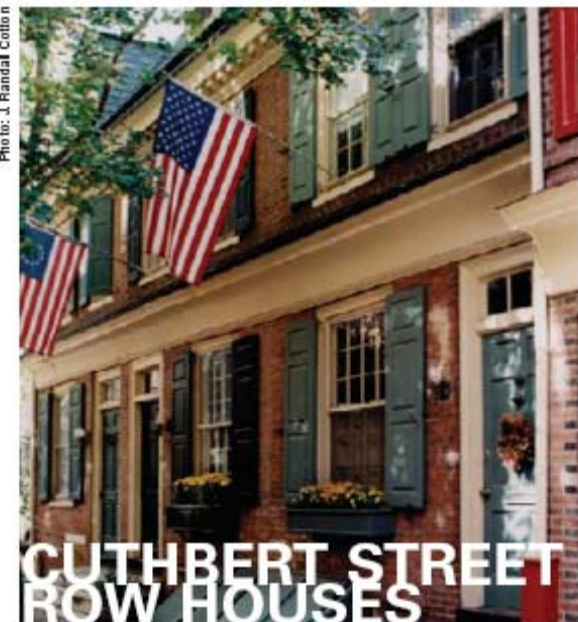


MEMORIAL HALL

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

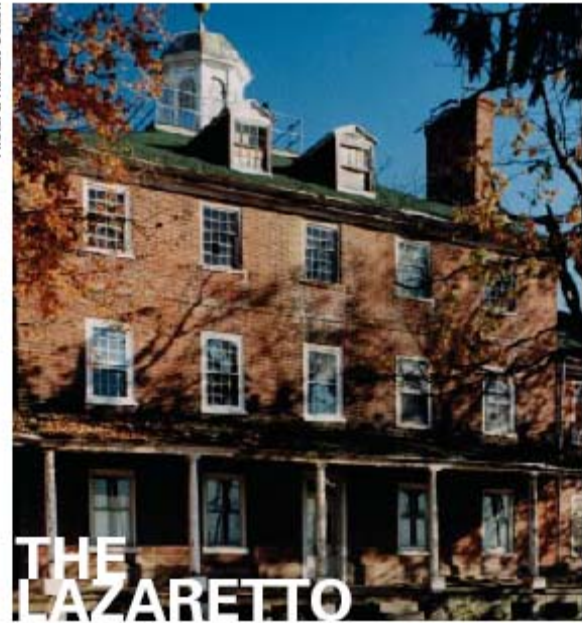


CUTHBERT STREET ROW HOUSES

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

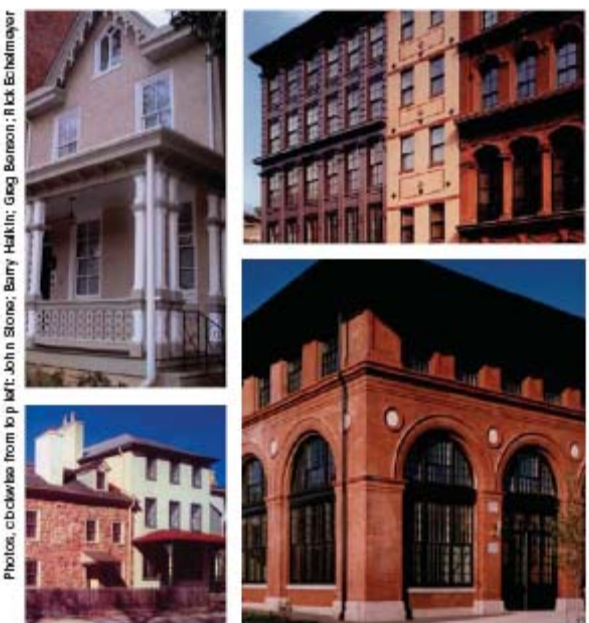




THE LAZARETTO

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

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

CORPORATE MEMBERSHIP

Non-Profit Organization: \$75 (501(c)3)
Newsletter and Email Updates, discounted admission for two employees to events, lectures, and tours, new member reception, listing in annual member recognition issue of the Alliance's newsletter. Additional staff members may receive the benefits of Individual membership for \$15 per person. Please list additional names.

Professional Partner: \$250
Newsletter and Email Updates, discounted admission for two employees to events, lectures, and tours, listing in annual member recognition issue of the Alliance's newsletter and in annual Professional Partner Directory, company listing on Alliance website with company website link, one-year subscription to *Clew Labine's Traditional Building* magazine, and admission for two to Professional Partner reception and lecture. Additional employees may receive the benefits of Individual membership for \$15 per person. Please list additional names.

Corporate Sponsor: \$1,000
Newsletter and Email Updates, discounted admission for four employees to events, lectures, and tours, company listing on Alliance's website with link to company website, listing in each issue of the Alliance's newsletter, recognition as Corporate Sponsor at Alliance events, and admission for four to special Corporate Sponsor reception. Additional employees may receive the benefits of Individual membership for \$15 per person. Please list additional names.

For information on individual memberships, visit us at www.preservationalliance.com

