

Fairmount Park Art Association

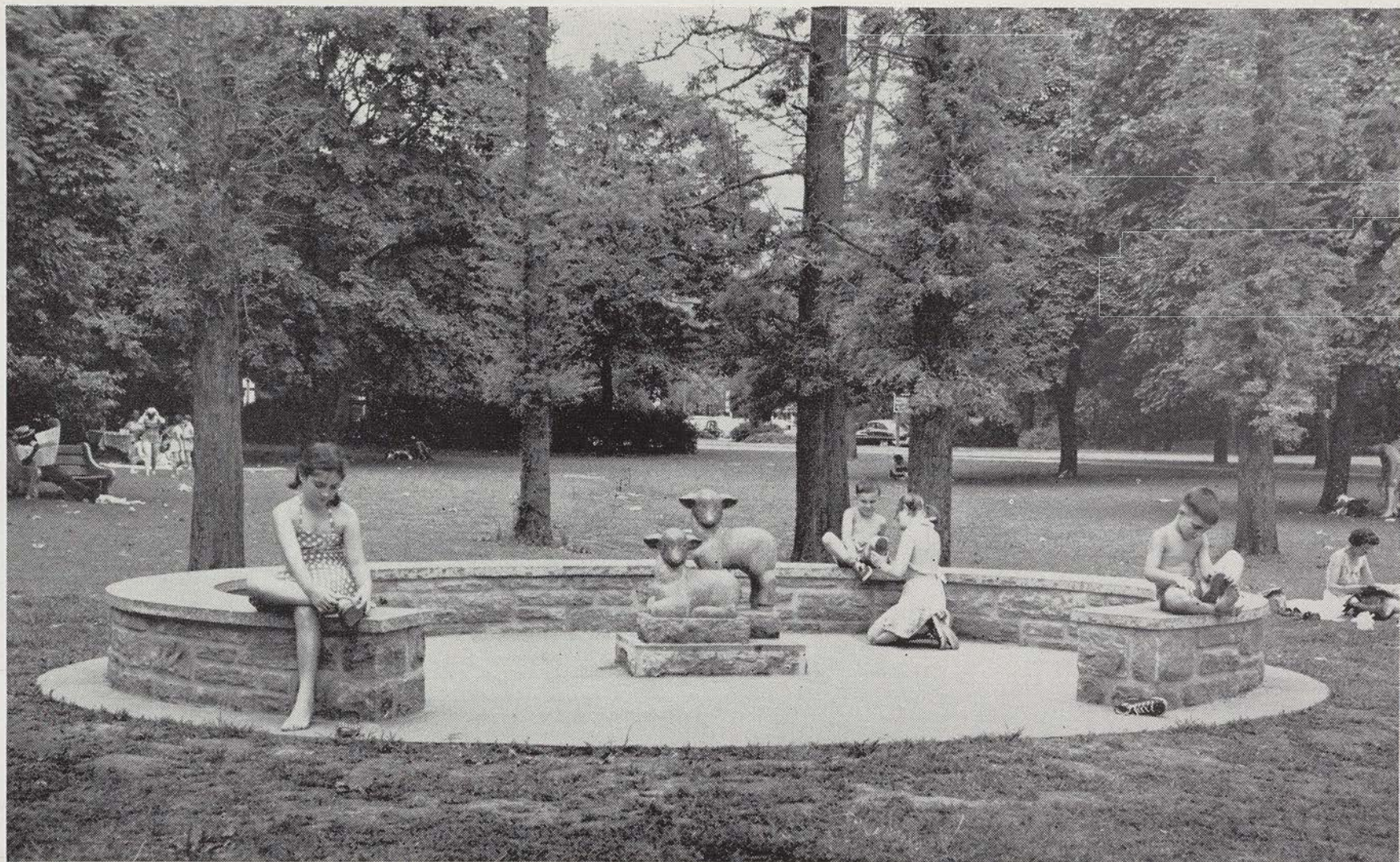
“TO PROMOTE AND FOSTER THE BEAUTIFUL IN
THE CITY OF PHILADELPHIA, IN ITS ARCHITEC-
TURE, IMPROVEMENTS AND GENERAL PLAN”

Eighty-first Annual Report



123 South Broad Street, Philadelphia

1 9 5 3



(Cortlandt V. D. Hubbard)

Setting for *The Lambs* by Sylvia Shaw Judson. Designed by George B. Roberts. Gustine Lake, East Fairmount Park.
Purchased by the Association from the Third Sculpture International

PROCEEDINGS
OF THE
EIGHTY-FIRST ANNUAL MEETING
OF THE
FAIRMOUNT PARK
ART ASSOCIATION

ANNUAL REPORT
BOARD OF TRUSTEES

PHILADELPHIA, PRESENT, PROBABLE
AND POSSIBLE

BY
LEWIS MUMFORD

*Author and Critic, Visiting Professor School of Fine Arts,
University of Pennsylvania*

123 South Broad Street, Philadelphia 9

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FAIRMOUNT PARK ART ASSOCIATION

OFFICERS 1952

President

SYDNEY E. MARTIN

Vice-Presidents

R. STURGIS INGERSOLL

HENRI MARCEAU

Treasurer

ORVILLE H. BULLITT

Counsel

R. STURGIS INGERSOLL

TRUSTEES

TERM EXPIRES IN 1953

R. STURGIS INGERSOLL
PHILIP PRICE
SYDNEY E. MARTIN

JOHN F. LEWIS, JR.
JOSEPH CARSON
HENRI MARCEAU

TERM EXPIRES IN 1954

GORDON A. HARDWICK
BENJAMIN R. HOFFMAN
HORACE H. F. JAYNE

ORVILLE H. BULLITT
CARROLL S. TYSON
JOSEPH P. SIMS

TERM EXPIRES IN 1955

JOSEPH T. FRASER, JR.
WILLIAM G. FOULKE
T. TRUXTUN HARE

MARKLEY STEVENSON
SAMUEL PRICE WETHERILL
RICHARD N. WILLIAMS, II

Executive Secretary

W. H. NOBLE, JR.
123 South Broad Street

STANDING COMMITTEES

(The President is *ex officio* a member of all Committees)

On Finances, Legacies and Trusts

ORVILLE H. BULLITT, *Chairman*

GORDON A. HARDWICK

WILLIAM G. FOULKE

SPECIAL COMMITTEES

On Samuel Foundation

R. STURGIS INGERSOLL, *Chairman*

HENRI MARCEAU, *Co-Chairman*

BENJAMIN R. HOFFMAN

JOSEPH T. FRASER, JR.

PHILIP PRICE

JOSEPH P. SIMS

On New Projects

JOHN F. LEWIS, JR., *Chairman*

ORVILLE H. BULLITT

WILLIAM G. FOULKE

RICHARD N. WILLIAMS, II

MARKLEY STEVENSON

BENJAMIN R. HOFFMAN

On Plan of City

MARKLEY STEVENSON, *Chairman*

JOHN F. LEWIS, JR.

GORDON A. HARDWICK

SAMUEL PRICE WETHERILL

RICHARD N. WILLIAMS, II

On Relocation of Sculpture

T. TRUXTUN HARE, *Chairman*

CARROLL S. TYSON

JOSEPH CARSON

JOSEPH T. FRASER, JR.

HENRI MARCEAU

LIST OF EXECUTIVE OFFICERS FROM THE ORGANIZATION OF THE ASSOCIATION

PRESIDENTS

Anthony J. Drexel.....	1871-1893
John H. Converse.....	1894-1900; 1904-1909
Charles H. Howell.....	1900-1902
James M. Beck.....	1903-1904
Edward T. Stotesbury.....	1909-1916
Charles J. Cohen.....	1916-1927
Emory McMichael.....	1927-1930
Roland L. Taylor.....	1930-1943
Sydney E. Martin.....	1943-

HONORARY VICE-PRESIDENT

J. Rodman Paul.....	1940-1941
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VICE-PRESIDENTS

H. Corbit Ogden.....	1871-1876
Charles H. Rogers.....	1876-1886
Joel J. Bailey.....	1886-1903
Alexander Brown.....	1887-1893
George B. Roberts.....	1887-1898
Charles C. Harrison.....	1894-1907
Frank Thomson.....	1898-1899
William W. Justice.....	1899-1900
Ferdinand J. Dreer.....	1900-1902
Charles E. Dana.....	1900-1914
Edgar V. Seeler.....	1904-1909
John T. Morris.....	1909-1915
John H. Converse.....	1909-1910
Charles J. Cohen.....	1912-1916
E. Burgess Warren.....	1916-1917
James M. Beck.....	1916-1936
Henry K. Fox.....	1916-1925
J. Rodman Paul.....	1924-1939
Eli Kirk Price.....	1925-1933
Sydney E. Martin.....	1936-1943
R. Sturgis Ingersoll.....	1943-
Henri Marceau.....	1944-

TREASURERS

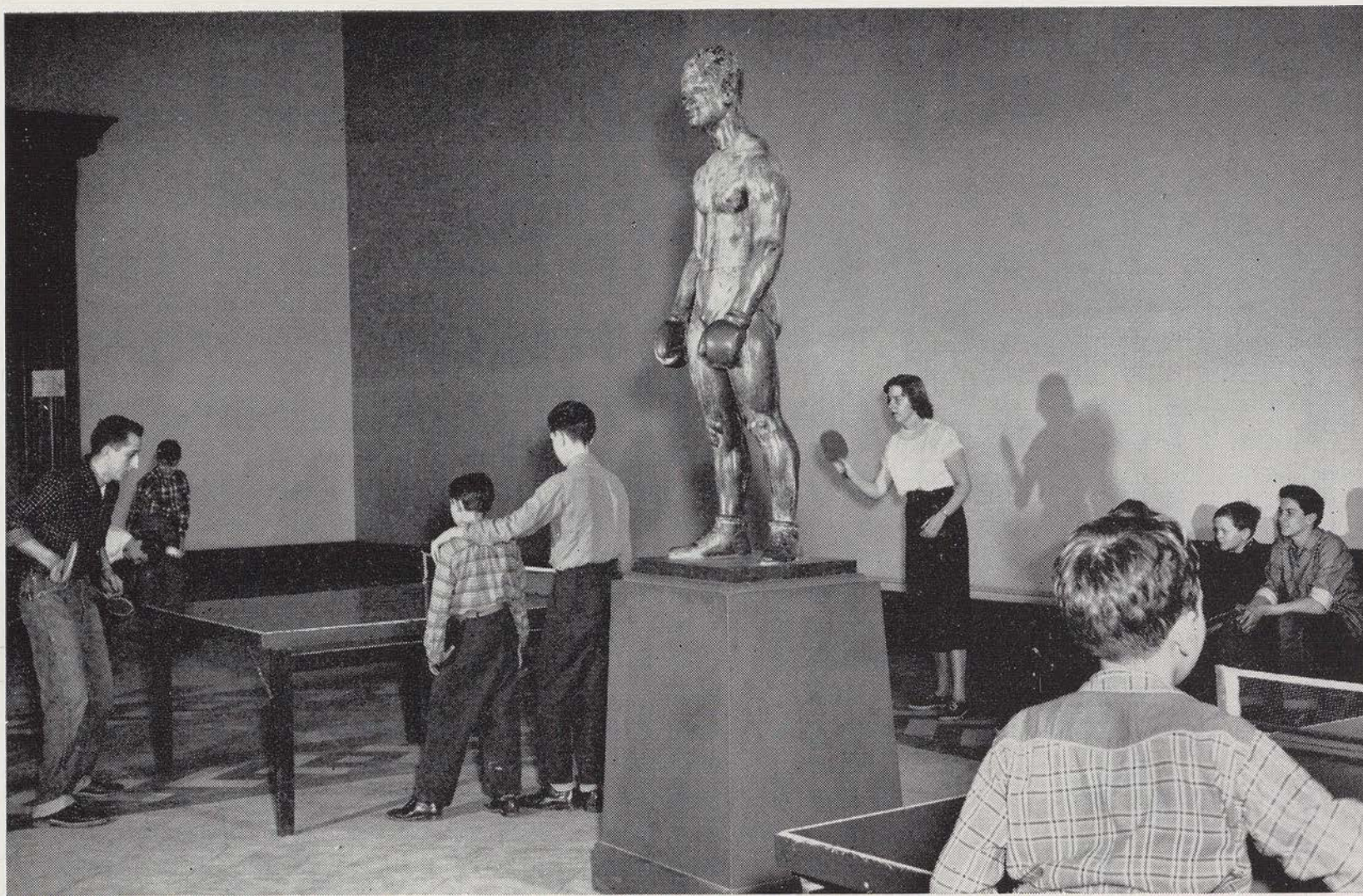
James L. Claghorn.....	1871-1885
Thomas Hockley.....	1885-1892
Henry K. Fox.....	1892-1899
James W. Paul, Jr.....	1899-1908
William W. Justice.....	1909-1914
John W. Pepper.....	1915-1918
W. Hinckle Smith.....	1919-1940
Orville H. Bullitt.....	1940-

SECRETARIES

John Bellangee Cox.....	1871-1875; 1877-1887
John B. Robinson.....	1875-1877
Charles H. Howell.....	1887-1900
Leslie W. Miller.....	1900-1920
Roland L. Taylor.....	1920-1930
Henri Marceau.....	1943-1946

EXECUTIVE SECRETARIES

Andrew Wright Crawford.....	1922-1930
Henri Marceau.....	1930-1939
W. H. Noble, Jr.....	1939-1942
Mrs. C. W. Letsch, Jr.....	1942-1946
W. H. Noble, Jr.....	1946-



(Cortlandt V. D. Hubbard)

Setting for *Pugilatore* by Francesco Messina, Memorial Hall Recreation Center. This figure was purchased from the Third Sculpture International by the Association from the Otto Bacmeister Fund

EIGHTY-FIRST ANNUAL REPORT OF THE BOARD OF TRUSTEES

January 21, 1953.

To Members of the Fairmount Park Art Association:

Ladies and Gentlemen:

The year 1952 was one of steady activity for the members of the Association's Board, entering into a great many phases in the life—the cultural life—of your city. Your Board has wisely, we feel, seen fit to broaden the scope of its interests. Not that its fundamental aims—"to promote and foster the beautiful in the City of Philadelphia, in its architecture, improvements and general plan"—have been in any way neglected or relinquished, but with the exciting and drastic changes now in progress throughout the city your Board has felt that this Association should exercise its prerogative as watch dog over various plans and projects which have been proposed. Many of these changes involve physical features of the City and its Parks with which this Association has been vitally connected. These must not be wantonly disrupted or obliterated and the members of your Board are vigilant in scrutinizing each proposal. The strength of this Association is not to be ignored. Its members penetrate into many recesses of civic activity and you can rest assured your President, your officers and Trustees are on the alert and take this guardian responsibility with solemn seriousness. Through its membership in various community organizations, the Citizens Council on City Planning and the Independence Hall Association to mention but two, through its Board's connection with the Art Jury, the Fairmount Park Commission, City Planning Commission, and the various museums and institutions this Association is strategically placed to survey the civic scene and when necessary to lend its assistance or measure its criticism as the situation demands.

THE ELLEN PHILLIPS SAMUEL MEMORIAL

You have been told of the six sculptors now working to complete the Third Terrace of the Samuel Memorial. This is the garden area nearest the Girard Avenue Bridge on the East Drive. The work of two of the sculptors is finished—in fact one stone figure now is enjoying the hospitality of lower depths of the Philadelphia Museum of Art—and the members of the Samuel Committee, headed by Mr. Sturgis Ingersoll, are very pleased with the results. The other two stone figures and the bronzes are progressing. The group which Jacob Epstein is doing for the Samuel Memorial has already

FAIRMOUNT PARK ART ASSOCIATION

been acclaimed and some of you may have seen a portion in LIFE magazine which recently published a glowing article on Epstein who, tho American born, is now considered England's greatest sculptor. Accompanying that article a full page photograph was shown of the sculpture destined for Philadelphia's Fairmount Park and so labelled. Several of your Board have visited his studio in London during the year and feel inclined to agree with the sculptor when he says that this will be his masterpiece.

Your Committee on Location of Sculpture under its able chairman Mr. Truxtun Hare has had an active year in placing the various pieces of sculpture purchased by your Association from our 3rd Sculpture International Exhibition. We hope the next time you drive out the East River Drive you will pause beside Gustine Lake and near its West End in a grove of tall cypresses you will see the two little granite Lambs with a low semicircular bench of flag stone around them. Mr. George Roberts designed this setting and monies from the Howell Fund were used to carry it out. Last summer we saw how popular it was when Gustine Lake was alive with children wading and bathing—here was the place where the little tots left their socks and shoes and the granite surface of the Lambs already begins to show how fond they are of playing on their backs. The bronze boxer by the Italian Messina has become equally popular among the boys at Memorial Hall Recreation Center and the surface of his boxing gloves is developing a fine patine. The classic statue of The Wrestlers in front of the entrance to Memorial Hall is having a new base, low enough so the fine bronze surface can be polished by the hundreds of youngsters who pass in and out each day. We feel these symbols of good sportsmanship immortalized in bronze will have a salubrious effect on the youth of the city. The University Museum has accepted the colossal head of an Indian by the Mexican sculptor Monasterio while Lauck's wooden figure of St. John Beside the Cross has found a home in the collections of American artists at the Pennsylvania Academy of the Fine Arts.

Two of these purchases, the bronze Maja by Gerhard Marcks and the wooden figure by Philadelphia's own Wharton Esherick, are included in that masterly collection of sculpture assembled by the Museum of Modern Art which was shown this Fall at the Philadelphia Museum of Art. You were all invited to the exhibition and your Association played a major portion in the underwriting of this worthwhile project for Philadelphia. Your vice-president Mr. Henri Marceau handsomely installed these pieces in our great museum of which he is the Associate Director. The exhibition has travelled now to Chicago and in the Spring will come to New York's Museum of Modern Art where you can see it again during the sum-

FAIRMOUNT PARK ART ASSOCIATION

mer. When their travels are ended these two pieces will be assigned permanent places in Fairmount Park.

During the Spring your Association supported a retrospective exhibition of the work of the architect Walter Gropius held at the Art Alliance. Your Board feels it is one of its duties to contribute to such civic and cultural enterprises.

You are all familiar with the proposed Azalea and Rhododendron Garden which celebrates the Pennsylvania Horticultural Society's 125th Anniversary. The site selected is on the East River Drive just West of the Art Museum and extending between this thoroughfare and Aquarium Drive up as far as the beginning of Boat House Row. Your Association has joined the many other organizations and individuals who have made this admirable project possible by their financial support. Planting begins in the Spring.

In the course of this meeting you will be called upon to elect six members of the Board of Trustees to serve for a period of three years and until their successors are chosen. The trustees whose terms expire at this time are:

R. STURGIS INGERSOLL	JOHN F. LEWIS, JR.
PHILIP PRICE	JOSEPH CARSON
SYDNEY E. MARTIN	HENRI MARCEAU

On behalf of the Board,

SYDNEY E. MARTIN,
President.

TREASURER'S REPORT OF THE FAIRMOUNT PARK ASSOCIATION, OCTOBER 31, 1952

<i>Participating Units, Fairmount Park Art Assn. Con. Invest- ment Fund</i>		<i>U.S. Treas. Sav. Bonds</i>	<i>Other Bonds, Stocks</i>	<i>Cash (Principal, Income)</i>	<i>Total Assets</i>	<i>Deferred Income</i>	<i>Fund Balances</i>
<i>Units</i>	<i>Value</i>						
Hancock Memorial.....	876	\$ 9,242.33	\$.....	\$ 1,348.91	\$ 10,591.24	\$.....	\$ 10,591.24
Howell Fund.....	7,479	78,907.94	4,965.63	3,554.21	87,427.78		87,427.78
Permanent Fund (City Branch)...	8,638	91,136.08		23.72	91,159.80		91,159.80
Permanent Fund (Park Branch)...	14,139	149,174.93		28.98	149,203.91		149,203.91
Ellen Phillips Samuel Memorial..	55,910	589,887.33	75,886.97	45,559.95	711,334.25		711,334.25
Aero Memorial.....				64.36	64.36		64.36
General Fund (City Branch).....			13,231.25	9,422.48	23,260.51	*205.00	23,055.51
General Fund (Park Branch).....				7,286.76	7,286.76	*105.00	7,181.76
Conor-Wood Memorial.....				1,134.72	1,134.72		1,134.72
John Harrison.....				706.24	706.24		706.24
	87,042	†\$918,348.61	\$94,083.85	‡\$69,001.61	\$1,082,040.85	\$310.00	\$1,081,730.85

* Dues applicable to year 1952-53.

† See attached Statement of Fairmount Park Art Association Consolidated Investment Fund.

‡ This amount includes \$66,637.92 of income and \$2,363.69 of principal.

NOTE 1—Investments are represented in the above statement at carrying values as indicated on statements and records of The Pennsylvania Company for Banking and Trusts, which institution acts as fiscal agent for the Association under authority from the Board and Treasurer.

NOTE 2—The value of one (1) participating unit in the Consolidated Investment Fund is \$10.5506 and was determined by the relationship that exists between the total number of such units held by the participating funds as of October 31, 1952, and the total carrying value of the Consolidated Fund as indicated by The Pennsylvania Company, Etc., statements.

Subject to Comments in Report.

FAIRMOUNT PARK ART ASSOCIATION

October 31, 1951 — October 31, 1952

SAMUEL FUND

INCOME		EXPENSES	
Balance October 31, 1951.....	\$55,745.94	Purchase of U.S. Treas. Bonds.....	\$29,859.89
Income from Securities.....	32,227.27	Sculptors' Ins. & Sundries.....	932.64
		Payments to Sculptors.....	10,000.00
		Auditing.....	375.00
		Architectural Serv. No. Terrace....	1,500.00
		Balance October 31, 1952.....	45,305.68

\$87,973.21

\$87,973.21

Secutities: \$ 6,000. U.S. Treasury 2s, 12/15/54-52
 40,000. U.S. Treasury 2½s, 12/19/53
 30,000. U.S. Treasury 1½s, 3/15/54

GENERAL FUND—PARK

INCOME		EXPENSES	
Balance October 31, 1951.....	\$ 6,071.39	Office Salaries.....	\$ 4,242.19
Income from Securities.....	7,893.44	Printing.....	1,258.65
Income from Dues.....	1,815.00	Telephone.....	138.16
Bequest (Est. Eliz. R. Moulton)..	622.46	Annual Meeting.....	1,698.00
Miscellaneous Receipts.....	113.40	Auditing.....	50.00
		Subscription & Dues.....	240.00
		Rental.....	528.00
		Miscellaneous.....	1,084.58
		Balance October 31, 1952.....	7,276.11

\$16,515.69

\$16,515.69

GENERAL FUND—CITY

INCOME		EXPENSES	
Balance October 31, 1951.....	\$ 6,650.66	Office Salaries.....	\$ 1,060.55
Income from Securities.....	13,449.92	Printing.....	291.60
Income from Dues.....	1,376.00	Annual Meeting.....	424.50
		Auditing.....	10.00
		Subscription & Dues.....	200.00
		Rental.....	132.00
		Purchase of U.S. Treas. Bonds.....	9,953.29
		Miscellaneous.....	51.25
		Balance October 31, 1952.....	9,353.39

\$21,476.58

\$21,476.58

Securities: \$ 3,300. U.S. Savings "G" 2½s, 1953
 10,000. U.S. Treasury 1½s, 3/15/54
 7 shs. Thompson Products Cum. Pfd. Stock

HOWELL FUND

INCOME		EXPENSES	
Balance October 31, 1951.....	\$ 6,084.00	Auditing.....	\$ 65.00
Income from Securities.....	4,208.67	Lamb Statue.....	1,683.00
		Purchase of U.S. Treas. Bonds.....	4,976.65
		Balance October 31, 1952.....	3,568.02

\$10,292.67

\$10,292.67

Securities: \$5,000. U.S. Treasury 1½s, 3/15/54

CONOR-WOOD MEMORIAL FUND

INCOME		EXPENSES	
Balance October 31, 1951.....	\$ 755.97	Balance October 31, 1952.....	\$ 1,134.72
Transferred from Principal a/c...	378.75		

\$ 1,134.72

\$ 1,134.72

MINUTES OF THE EIGHTY-FIRST ANNUAL MEETING

The Eighty-First Annual Meeting of the Fairmount Park Art Association was held at the Bellevue-Stratford Hotel on Wednesday, January 21, 1953 at 12 o'clock noon.

There were around five hundred and seventy-five members and guests present. Mr. Sydney E. Martin presided and proceeded immediately to the business of the meeting.

The reading of the minutes of the last meeting, held January 23, 1952, was, on motion, dispensed with as they were printed in the Eightieth Annual Report, copies of which are on hand.

The Annual Report of the Board of Trustees was read by the Executive Secretary, W. H. Noble, Jr. It was moved that this report be accepted and referred to the incoming Board for publication and that the Secretary be instructed to order the usual number of reports printed and distributed to the members of the Association.

The Treasurer's Report was presented by Mr. Orville H. Bullitt. Upon motion, duly seconded, the Treasurer's Report was accepted and referred to the incoming Board for publication.

The meeting proceeded to the election of six Trustees to succeed those whose terms had expired. The following were elected to serve for a term of three years and until their successors are chosen:

R. STURGIS INGERSOLL	JOHN F. LEWIS, JR.
PHILIP PRICE	JOSEPH CARSON
SYDNEY E. MARTIN	HENRI MARCEAU

The President then presented the Association's Medal of Honor, reading a suitable citation, to the speaker Mr. Lewis Mumford. After a brief response Mr. Mumford proceeded immediately into his address which was illustrated with slides and entitled "Philadelphia, Present, Probable and Possible."

At the conclusion of his talk, Mr. Mumford was thanked by the President and, on motion, the meeting was adjourned.

W. H. NOBLE, JR.,
Executive Secretary.

REMARKS OF THE PRESIDENT

Not since the "golden age" of the 18th Century, when Philadelphia was the leading city in the Colonies and the second largest English speaking city in the world, have prospects for growth and development loomed brighter than they do today.

The industrial development of the Delaware River Valley from Newcastle to Trenton, which is still in its infancy, has brought to this area an impact which shows possibilities of being more far reaching than that which has been experienced by any American city. Whether we are going to have the foresight to meet this challenge and make of our city a place of work and abode that will be the envy of the world, or whether we are going to permit her to become simply the "world's workshop" remains to be seen.

However, there is one thing that we can be most certain of, we have no time to lose.

Enlightened leadership is needed more than ever before. Men of vision, courage, and character who will rise above selfish interest and work for the good of the whole. Will we find another Franklin to lift us out of our mediocrity and lead us along paths of progress, culture and distinction, or must we let the heavy hand of commerce alone determine our destination?

It was with these thoughts in mind that your trustees sought and obtained, as your speaker of today, the best qualified man in the world to enlighten us on this subject. However, he does not come to us as a stranger, for it was just ten years ago today, that we had the pleasure of hearing from him from this platform.

Author, critic and student of the humanities his brilliant mind has concentrated for many years on a study of our western civilization, with particular emphasis upon its cities. He has published many books and articles within the scope of this broad field, the best known of which is perhaps, "The Culture of Cities." Published in 1938 it has already become an American classic. Then, many of you have read his delightful articles that have appeared from time to time in the NEW YORKER.

A member of many learned societies, lecturer over the years at many of our leading colleges and universities, including our own University of Pennsylvania, where he is now on the staff of the



(Cortlandt V. D. Hubbard)

Mr. Sydney E. Martin, President, presenting the Fairmount Park Art Association's Medal of Honor to Mr. Lewis Mumford at the 81st Annual Meeting

School of Fine Arts, he comes to us with a knowledge of Philadelphia, her problems and her possibilities.

But before calling on him to address us I have a very pleasant duty to perform.

CITATION

LOUIS MUMFORD

Author, critic and humanitarian, interpreter of the finer things of life to a busy world, mariner of the future who charts a course into unknown seas, you are indeed contributing much to your day and generation. In recognition, thereof, I have been directed by the Board of Trustees of the Fairmount Park Art Association to bestow upon you their *Medal of Honor* which carries with it perpetual membership in our society.

PHILADELPHIA, PRESENT, PROBABLE
AND POSSIBLE*By* LEWIS MUMFORD

It was an honor to be invited to give my first address to this Association; and it was almost base flattery to be asked to talk to you a second time; but what shall I say to your bestowal of this medal upon me? Though I have had half an hour to prepare myself for this moment, your President has done a very dangerous thing to the speaker: he has almost left him, quite literally, speechless. I can only say that I am deeply touched, more deeply than I can possibly express in words. As a youth, I used to visit a great aunt of mine who lived near what was then Logan Square, in the midst of that staid, provincial Philadelphia, with its red brick fronts and marble stoops, which is now in some quarters passing away, and in other places is coming to life again. At that time I could no more have dreamed that I would have the pleasure of receiving this honor from your Association than I could have guessed that the Chinese wall, under which my aunt and I used to go when we went to market on Market Street, would be leveled to the ground. This is a great historic city whose memories of its past should encourage even greater hopes for the future; and it is on some of these possibilities that I want to dwell today.

The problem for a city like Philadelphia, once it becomes conscious of its life and destiny and confident in its power to direct it, is to decide how much of the past that it loves can be retained without neglecting the needs of the present or forestalling even happier developments in the future. If its decisions are too pious, it will conserve the bad parts of its heritage as well as the good; but if, on the other hand, it turns its back upon the past, out of ignorance or indifference, it will lose the one element that distinguishes it from a thousand other places: old customs and habits that have become visible memories, solidified into buildings. Character in a city is as important as beauty; and there are elements in Philadelphia's character, such as the buildings of Frank Furness, now in danger of being ruthlessly torn down, that are as important in recalling the sturdy qualities of the nineteenth century as the Carpenter's Hall is in representing the eighteenth century. Admittedly the nineteenth century itself, out of its very devotion to progress and profit—two unrelated notions that it united in a sometimes unholy bond—did not err on the side of piety; far from it. So wholeheartedly did the leaders of that era admire the new engines of progress that they allowed railroad yards—in fact, invited them—to enter the heart

of their cities, cutting across the lines of natural growth and creating an industrial wilderness, a civic wasteland. So, too, in the interests of transportation they willingly changed every street into a noisy and dangerous traffic street, wasting precious municipal funds on acres of needless thoroughfares.

So far from learning better from the sordid results of that one-sided worship of the machine, contemporary traffic engineers and municipal officials are in almost every city of the country repeating the same errors in an even more extravagant form. In the interests, as they suppose, of faster motor traffic, they are mangling both residential areas and dedicated open spaces, at an extravagant cost, in the form of expressways and cloverleaf junctions, only to find that these very improvements create new bottlenecks and obstructions in other parts of the city—and what is more—drive more and more people away from it. No city can go on piling up congestion and confusion without paying for them heavily, paying in unbalanced and ultimately unbalanceable municipal budgets, as well as in the deteriorated life that its inhabitants lead. The fact is that a new approach to the business of urban planning and redevelopment is in order; and you are fortunate in having in Philadelphia an unusually capable city planning commission, headed by one of the best planners in the country, as well as a far-sighted Urban Redevelopment Authority. If your understanding of the situation Philadelphia faces, in terms of new methods of planning, re-enforces the initiatives of these officials, Philadelphia may presently set an example of courageous reconstruction to the whole country.

Already the extension of open spaces around Independence Hall has brought to the old city a sense of its original openness, badly lost in the false economy, to speak kindly of it, of the nineteenth century builder and speculator. The demolition of the Broad Street Station and the opening up of the Chinese wall site gives the city for the first time the opportunity to create a thoroughly modern layout for offices and shops, which will set a standard for such areas, provided its long term values are set above short-term profits. The private rehabilitation of old housing quarters in the South side, with individual middle class families moving back into houses originally occupied by their grandfathers' coachmen and grooms, has given more than one dingy and almost abandoned old alley a new color and charm, the charm of intimate space, of innerness, which is the special virtue of the traditional city, in distinction to that openness which sometimes becomes mere emptiness in the modern suburb. But we cannot conserve the past without improving it; so that, as a necessary part of replanning the heart of Philadelphia for domestic use, the city itself must carry forward the sort of work now being done by the Federal Government in conserving

the historic buildings around Independence Square—introducing gardens and green lanes whose very existence at the beginning might have prevented these urban quarters from sinking into their present slummy state. But however imperative this sort of repair, this “constructive surgery,” as my master, Patrick Geddes, used to call it, it must be accompanied by even bolder measures for the conservation of Philadelphia itself as a great commercial and industrial center, since business men as individuals cannot act with the common good in mind unless their competitors are publicly under the same obligation. Thus the first step toward effective planning in the heart of the city is that of reducing the permissible density of population per acre. No single individual can take that step without standing a loss, or at least foregoing a gain; but if, under a municipal ordinance, every investor is obliged to limit the density of his building, then the result will be of great advantage to everybody.

If we are to find any permanent solution for the problems that now beset our cities, creating an unlikeable, almost an unlivable environment for those who reside there and increasing the frustrations and expenses of doing business there, three great changes—at least three—are in order. On our willingness to make these changes, all our planning schemes must wait.

First: we must reverse the tendency of the last fifty years and pass from an order of high density building to low density building. The skyscraper era was an urban aberration, and the sooner we recognize that fact the better. An occasional high building may be functionally justified and if so justified may be permitted to exist; but current private and public housing policy, which favors so-called “high-rise” buildings on a high density basis of from three hundred to four hundred people per residential acre, is a regressive and archaic policy, that fits neither the technology nor the favored living practices of our era.

Second: we must decrease the amount of open spaces wasted in little-used streets that take only domestic traffic, and increase the amount of such space dedicated to parks, gardens, and promenades. In old areas this involves the throwing together of a group of narrow blocks into a unified superblock, with traffic mainly going around the perimeter. In Philadelphia this demands a radical change in the whole concept of the row house, and the relation of the private motor car to the individual dwelling. At the same time we must increase the width of the avenues needed for rapid circulation, by taking all other functions such as shopping away from them, diminishing the number of cross streets, and creating parking facilities on the edges of the actively used areas.



(Wide World Photos)

The site of the United Nations on the East River, New York City, showing the Conference Building, the General Assembly Building at the right, and the Secretariat Building behind at the left

Third: wherever large-scale deterioration has set in, beyond the possibility of improvement by conservative surgery, we must begin to make the city over, neighborhood by neighborhood, in a fashion that will make the fullest use of more humanized town planning techniques, techniques whose purpose is not merely clean lines or efficiency, but a thriving social and personal life for those affected. Instead of wasting increasing amounts of public money on improvements and repairs that never remain permanent we must use public funds to create stable and durable structures: higher in first cost, no doubt, than the structures now put up by the private investor or speculative builder, but far cheaper in the long run, since the rate of obsolescence, both physical and social, will be slower.

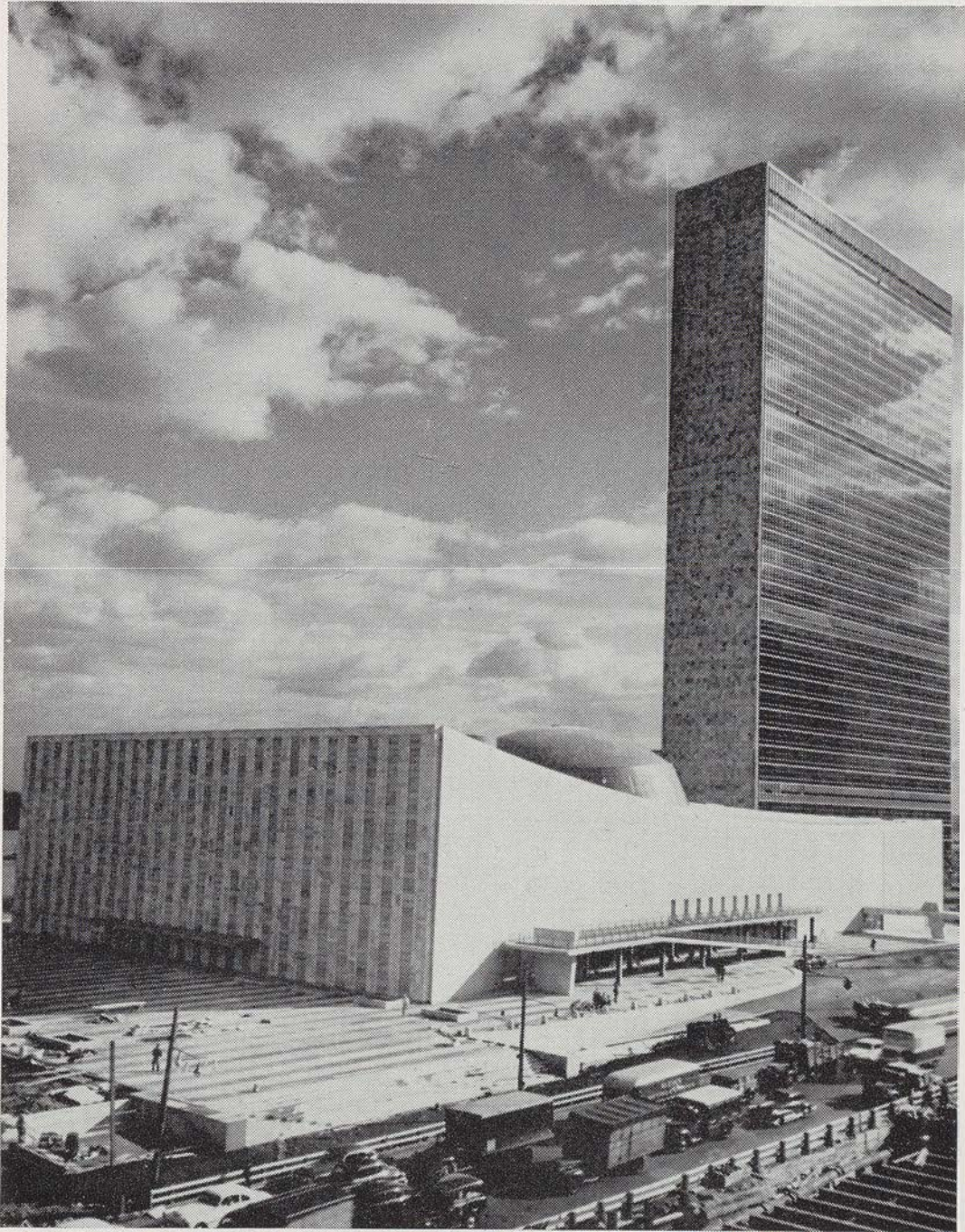
Let me illustrate the meaning of these general principles by discussing some of the concrete situations that Philadelphia faces. Like most other American cities planned before the twentieth century, Philadelphia was created on a rectangular gridiron of streets and avenues which formed oblong blocks; and around these blocks two, three, and four story houses were set in continuous rows. That pattern has become obsolete. Where the density has been increased by building ten or fifteen story office buildings and apartment houses, the old streets would not be adequate to the traffic they generate even if we were still in the era of the horse-drawn vehicle; but today, with the enormous increase of vehicular traffic through the motor car, the old avenues would have become clogged even if four story houses alone had been built. Where twenty story buildings have been allowed to congregate thickly, we are actually piling the equivalent of five cities on avenues originally meant for one. Is it any wonder that even in Philadelphia, where at least till the nineteen twenties investors exercised comparative restraint and prudence, traffic is now slowly being strangled? And mark you: there is no magic solution for this problem; indeed, no solution of any kind that does not respect this simple fact: that the usefulness of the motor car for transportation varies inversely with the density of population. This means that private motor transport is most swift and serviceable in the open country, and that where traffic thickens in the city, private vehicles must give way to public means of transportation. Even public means of transportation are subject to the same law of diminishing usefulness unless we lower the number of people who can be crowded together on an acre of land, even in business buildings. Only by lowering their own density to a reasonable maximum can the historic cores of our great metropolises keep themselves from being strangled by their own traffic. If they fail to take the necessary measures to lower density, at every opportunity for replanning and redevelopment, they will inevitably lose their population to more rural areas, which are still at a low density stage. In an open suburb, from thirty to fifty people can be settled,

with all the amenities, on a single acre of land; in the heart of the city, that number can and often should be doubled. But to plant more than a hundred people per acre on a housing site is to create a pattern of urban living that will in the long run prove unstable and unsatisfactory. Unless we create an attractive urban pattern, we shall not create a durable one; and that means, incidentally, that we shall not create an economic one.

What, then, is the new plan for residential development? No longer blocks of houses, then streets, then more blocks of houses and more streets, with alleys perhaps intersecting the inner area, so that the private car can occupy the little space once left over for the family yard and private play space. The new pattern is that of the superblock, many times the size of our conventional blocks; a block inviolate to all traffic except that meant for this particular group of buildings: a block with great pools of open space, to serve as gardens for the adults, meeting places for mothers, and play areas for the young. Because houses are no longer automatically lined up along the street, they can be grouped in better social relation to each other; for planners now begin to see that social space, the space people require for meeting and communication and interchange of friendly services is more significant than mere empty physical space, which provides light and air but does not bring about such neighborly interchanges. "High-rise" developments often have plenty of physical space without providing more than a modicum of social space. One of the natural results of planning in superblocks—and this applies to the commercial as well as the residential areas of the city—is that it restores to the occupants the healthy use of their own legs. There is no more reason for a motor car to be stored alongside or beneath the individual dwelling house than there is for letting one's favorite dog sleep in one's bed. Some people, it is true, like that arrangement; but there are so many other advantages to be derived from keeping the private car at a distance from the dwelling house—the safety of one's children, freedom from noise at night, the use of the open space as playground—that once people are offered the benefits of good planning, they readily consent to recover the use of their limbs for the few hundred yards they must walk, at most, from the dwelling to the garage. One of our best planned urban communities, Fresh Meadows, Long Island, built by the New York Life Insurance Co., owes no little of its domestic charm to the fact that except for access to the houses, the cars are stored, not in individual buildings but in collective garages, built at convenient intervals.

This new pattern of residential development does two things: it takes through traffic away from places where it is not wanted and

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(Wide World Photos)

The United Nations General Assembly Building in New York City
with the thirty-nine story Secretariat Building in the distance

need not ever penetrate, and it brings the park back into the intimate dwelling places of the city, instead of setting it apart; at the same time, by this very enclosure, it provides more intimate spaces and enclosures, like those I will show in my slides taken from Sunny-



(Steve Oroz)

Shopping Center with park provision for resting mothers. Fresh Meadows, Long Island

side Gardens and Fresh Meadows, with a group of mothers sitting around a children's sandbox under the trees, and a wide green spreading around them. Both, you will note, are row house developments. In the redevelopment of the older part of Philadelphia, such intimacy has been achieved here and there; and it is not in the least absurd to suggest that it can be brought into the new superblocs as well, as was done in another pioneer work of planning, that of Radburn, New Jersey. Thus something precious in the life of the old city will be passed on to the new, with a fresh accession of vitality, derived from our own period's proper needs and wishes.

In using the superblock to break away from the obsolete pattern of urban building, we bring back to the city something that the suburb, just because of its open plan and its low density, the great distance of its houses from the market or the shopping center, often does not possess: the refreshing daily drama of the walk to market or school, the occasional walk to church, library, meeting hall or motion picture theater. Despite all the inconveniences of the recent bus strike, many people discovered, to their own amazement, how pleasurable it was to walk through their city under their own steam, and to arrive at their destination with a warm glow of freshly circulating blood visible in their cheeks. Unfortunately, except for a few old streets, like Spruce Street or Locust Street west of sixteenth, there is little to tempt people into making walking a permanent habit, once necessity ceases to drive them; indeed, there is much to dismay and daunt the pedestrian, the smell of gasoline exhaust and the more deadly odorless carbon monoxide it contains, the ugly and battered townscape, the too frequent absence, even in Philadelphia, of shade trees, to say nothing of gardens and parks where one might occasionally linger and rest. But why should people be driven out into the suburbs to get a mere glimpse of nature? To make walking in the city the pleasant and sociable and enticing practice it should be, all we have to do—and I admit that in terms of our unimaginative past planning schemes, this is a great deal—is to create pedestrian malls, strips of green, lined with trees, definitely set apart from traffic arteries, leading from one quarter to another. If such green lanes threaded through the city and penetrated the shopping district as well, they would, once citizens got into the habit of using them, take some of the load off present transportation facilities. Please do not confuse such pedestrian malls with parkways. The latter are meant for motor car traffic and are unfit for other human use: it is not without reason that one hardly ever finds a human being venturing for a breath of fresh air along Benjamin Franklin Parkway: even if he were adventurous enough to risk his life in the attempt, the fresh air would certainly be lacking. The pedestrian mall is for footwalkers, for children going to school, for mothers taking their babies out for an airing, for lovers strolling hand-in-hand in the



(Steve Oroz)

Row housing with a difference, an internal park and play space. Fresh Meadows, Long Island

evening; and the provision of such a mall in one of the new redevelopment schemes in Philadelphia is one of the happiest marks of imaginative planning I have recently come across.

Do not fancy that these proposals to decrease the number of people per acre within the metropolis, to create superblocs, to provide intimate open spaces and green malls for walkers—that these new agents and forms of planning are confined only to residential neighborhoods. They apply equally to the design of shopping centers and business districts. Most of the good examples in this department come, you will note, from the suburbs. But you already have in Philadelphia the suggested plans and models of the City Planning Commission for the Chinese wall area, which indicate how applicable this new pattern is to areas of intense commercial activity. Strangely, planning has lagged in the very quarter where building has been most active during the last forty years: in the provision of office space for the great administrative machines that govern the commercial and industrial enterprises of the country. Even the best new buildings, as handsome in design as the P.S.F.S. building, have been conceived only as individual structures, and so have lacked the benefit of adequate site plans and coordinated building by related enterprises, which would have made them part of a renovated quarter, unified in design, and more attractive and more efficient than the existing one. Rockefeller Center is almost the only metropolitan example in the United States of an attempt to create a unified business quarter; but it failed to achieve a new plan because it was committed to the high density imposed by high land values and rents in that part of the city. That type of planned congestion is scarcely more desirable than the planless kind.

If we are to have better business quarters, with plenty of light and air and noon-hour recreation space, easily accessible to fast transportation, without the blocked traffic and the frustration of even pedestrian movement we see in our present cities, the business men themselves will have to take a more long sighted and public-minded view of their individual activities. To plan well for themselves, they will have to ask the public authorities to reduce the permissible density of occupation in business districts; and they will have to invoke public aid in assembling and replanning the land, so that they may erect buildings of economic height and efficient design, with no waste space and with no extravagant elevator services. The price of this public aid is the acceptance of lower standards of density and more open planning. This will naturally place a ceiling on the capitalizable value of land and building; but that loss will be offset by insurance against deterioration and blight, which has not merely lowered the value of many business districts but is spurring many great industrial organizations to look for new administrative quarters in the suburbs, or even in the open country.

On this matter, Lever House in New York offers a pertinent example; for it reverses the trend toward increased height and density that has been going on for more than fifty years. Though Lever House is twenty-one stories high—as against a more desirable twelve or fifteen—it occupies only half of its site; and it thus reverts to the more modest standard that prevailed in the early 1920's in this same area of the city. The result is a building that, in light and esthetic visibility and in pleasure for the passing pedestrian, who may rest for a moment in its flower-bedded patio, stands out among its competitors, while it offers for its own staff the most cheerful and handsome quarters that can be found anywhere in the city; and so doubtless adds to their working efficiency. This is as good an example as a single private enterprise probably could set by itself, without public aid and the cooperation of other business interests. Twenty such buildings, grouped together in an appropriate general plan, would form such an admirable business quarter that the rise in rents per square foot would in good part offset any losses from establishing a lower standard of density. There is far less conflict in such cases between “good business” and good civic design than most people suspect; while on the other hand policies of overbuilding and congestion, which make the interiors of our cities progressively uninhabitable, are far less profitable in the long run than their over-canny promoters imagine.

There is no reason why the handsome gardened court of Lever House should not be a common sight in our cities, in the business districts no less than in the residential areas: the rule not the exception, systematically furthered by public aid and comprehensive design. And what a difference that would make to all sorts of public activities, now neglected for lack of an appropriate site. The northern court of Lever House has already been used for at least one public outdoor exhibition, that of the American Institute of Architects in June, 1952; and it gives a hint of how interesting our streets might become once such public show space became available. We shall yet have tree shaded pedestrian malls lined with restaurants and cafeterias, perhaps even open air cafes, as an integral part of our shopping districts. There is no reason whatever why such pleasant features should be confined to suburban shopping centers, while the central district of the metropolis, with all its supposed wealth, remains a byword for ugliness, confusion, and oppressive fatigue, as the result of its pinchpenny planning.

We have gotten past the stage so characteristic of Victorian thought, at which we confused ugliness with efficiency, and beauty with a deplorable lack of virility. And we shall presently understand that there is no profit and no political sense in creating high land values and high rents in the center of a city if the total effect of



(Ezra Stoller)

Lever House, New York City

the congestion so produced is to handicap the daily activities of business, to impose impossible debt loads on the municipality, and to take a toll on the general health and vitality and social welfare

of its workers. During the nineteenth century our cities were built largely for the convenience and the profit of the real estate speculator and the transportation promoter, at a severe cost to everyone else. During the twentieth century we re-planned large swathes of our metropolitan areas for the benefit of the motor car—but still at a sacrifice of many other essential human needs and values. This kind of one-sided planning was always socially unprofitable; and in many areas it has likewise become economically unprofitable, too. The time has come when human welfare, the welfare of the whole community, must be the determinant of the pattern of building, whether residential, commercial, or industrial. In the act of bringing beauty and open spaces back into the heart of our cities we shall also restore their efficiency and their economic vitality as well.

This new pattern will not produce the mountainous heaps of buildings, with soaring towers and pinnacles, always so romantic, so overpowering, when seen from a distance at sunset. That romantic jumble belongs to the past. But the new order of planning, with low densities and open spaces, will be more visible than the older kind of planning and building, since it will be moulded to fit the daily needs and activities of our citizens. In the new superblocks, the pattern of building will be more rhythmic, through the alternation of masses and open spaces, with the constant interplay of severe façade and intricate foliage, of long green alleys and sheltered enclosures or half-enclosures of trees and buildings. Jefferson's University of Virginia, or the new Graduate Center at Harvard, or for that matter Old Harvard Yard itself, give more than a hint of the new design. So every city, in its redevelopment, will have more of this collegiate air, with the open spaces no longer wedged into solid clumps of building, but dominating and unifying the whole design. The street and the avenue, dedicated to wheeled vehicles alone, will be progressively isolated from these superblocks, for the sake of speed and safety. And that means, I repeat, if traffic is to move smoothly through the city as a whole, that we must recover the use of our legs within each precinct or neighborhood. If this proves to be hard on the aged, who are on the increase, it will require little technical ingenuity to invent an electric-powered tricycle, which will give them greater ease and freedom of movement than ever before. Meanwhile, as the pace of movement within the superblock or precinct returns to that of the footwalker, the architect and the gardener will have an incentive to enrich the intimate character of buildings by architectural or sculptural details, now often sadly missing.

Once the first difficult steps are made toward this kind of urban redevelopment, successive ones will follow more swiftly. With such civic statesmanship as you have already begun to show in Philadelphia, you will in time go further than any of the examples I have



Lever House, Interior Courtyard, New York City

(Ezra Stoller)

shown you on the screen, and you may with reason demand far more than I have indicated. But I beg you not to settle for less.

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