

Fairmount Park Art Association

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

Ninety-Sixth Annual Report



P. O. Box 7646
PHILADELPHIA, PENNSYLVANIA 19101

1968

PROCEEDINGS
OF THE
NINETY-SIXTH ANNUAL MEETING
OF THE
FAIRMOUNT PARK
ART ASSOCIATION

ANNUAL REPORT
BOARD OF TRUSTEES

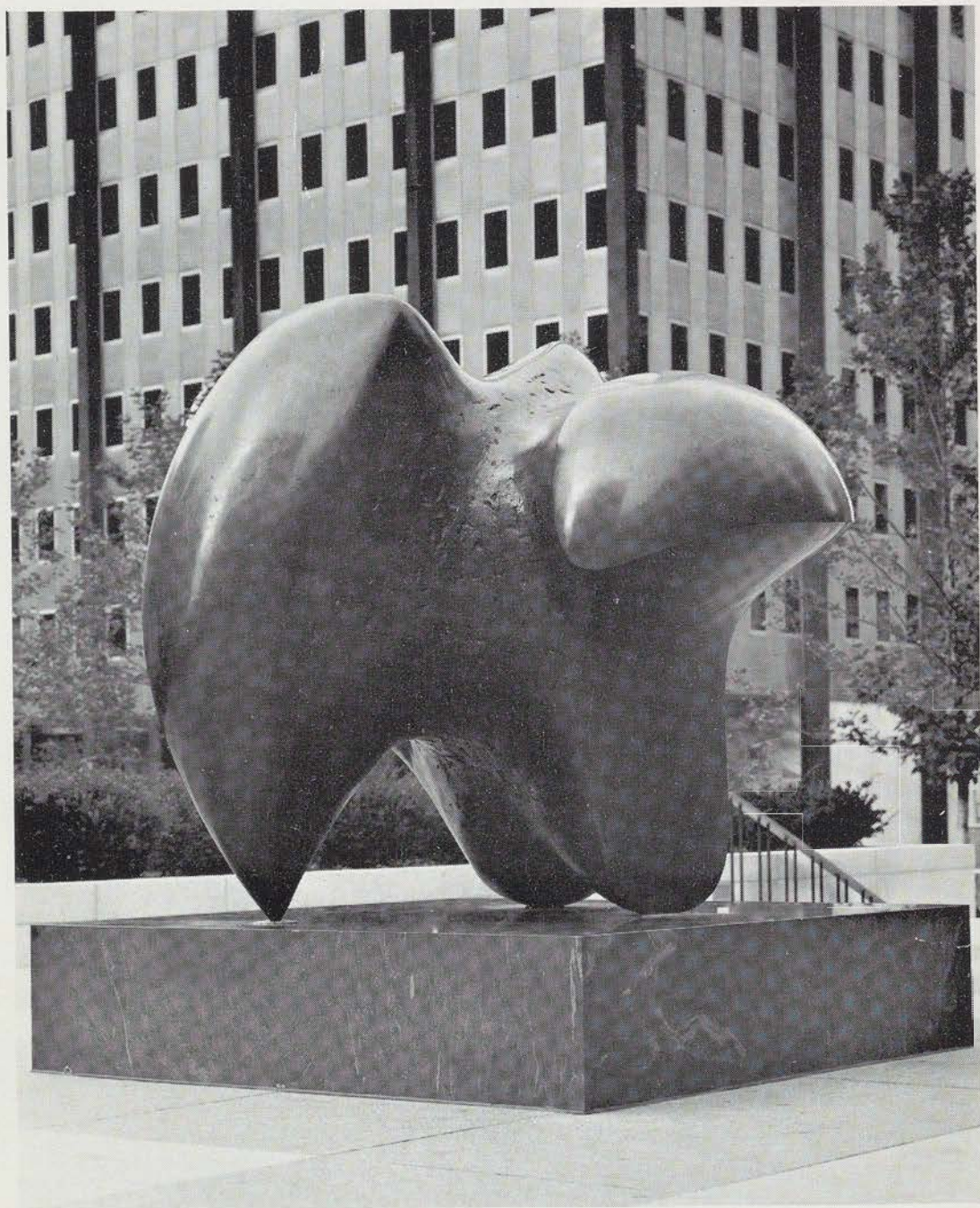
“A DECADE OF RESTORATION
FOR SOCIETY HILL”

BY

MR. WILLIAM L. DAY
PRESIDENT, OLD PHILADELPHIA
DEVELOPMENT CORPORATION

P. O. Box 7646
PHILADELPHIA, PENNSYLVANIA 19101

1968



Photograph by Cortlandt V. D. Hubbard

THREE WAY PIECE (POINTS), 1964, by Henry Moore (1898-)
Placed in John F. Kennedy Plaza by The Fairmount Park Art Association in 1967.

FAIRMOUNT PARK ART ASSOCIATION

OFFICERS

President

PHILIP PRICE

Vice-Presidents

R. STURGIS INGERSOLL

HENRI MARCEAU

Treasurer

ORVILLE H. BULLITT

Counsel

R. STURGIS INGERSOLL

TRUSTEES

TERM EXPIRES IN 1969

ORVILLE H. BULLITT
JOHN M. FOGG, JR.
GORDON A. HARDWICK

H. RADCLYFFE ROBERTS
HENRY W. SAWYER, 3RD
H. GATES LLOYD, III

TERM EXPIRES IN 1970

WILLIAM G. FOULKE
JOSEPH T. FRASER, JR.
FREDERICK H. LEVIS

G. HOLMES PERKINS
GEORGE P. TYLER, JR.

TERM EXPIRES IN 1971

R. STURGIS INGERSOLL
THEODORE F. NEWBOLD
HENRI MARCEAU

SYDNEY E. MARTIN
PHILIP PRICE
C. CLARK ZANTZINGER, JR.

Executive Secretary

W. H. NOBLE, JR.
P. O. Box 7646
Philadelphia, Pa. 19101

FAIRMOUNT PARK ART ASSOCIATION

MEMBERS OF STANDING COMMITTEES

On Finances, Legacies and Trusts

H. GATES LLOYD, III, *Chairman*

ORVILLE H. BULLITT

WILLIAM G. FOULKE

GORDON A. HARDWICK

MEMBERS OF SPECIAL COMMITTEES

On Samuel Foundation

R. STURGIS INGERSOLL, *Chairman*

HENRI MARCEAU, *Co-Chairman*

JOSEPH T. FRASER, JR.

SYDNEY E. MARTIN

On New Projects

HENRY W. SAWYER, 3D, *Chairman*

ORVILLE H. BULLITT

THEODORE T. NEWBOLD

WILLIAM G. FOULKE

H. GATES LLOYD, III

C. CLARK ZANTZINGER, JR.

On Plan of City

G. HOLMES PERKINS, *Chairman*

GORDON A. HARDWICK

THEODORE T. NEWBOLD

GEORGE F. TYLER, JR.

C. CLARK ZANTZINGER, JR.

On Location of Sculpture

HENRI MARCEAU, *Chairman*

JOHN M. FOGG, JR.

JOSEPH T. FRASER, JR.

FREDERICK H. LEVIS

H. RADCLYFFE ROBERTS

FAIRMOUNT PARK ART ASSOCIATION

WOMEN'S COMMITTEE

MISS KATHARINE SNOWDEN KING, *Chairman*

MRS. HENRY M. WATTS, JR., *Co-Chairman*

MRS. GEORGE F. B. APPEL	MRS. LOUIS C. MADEIRA, 4TH
MRS. FREDERIC L. BALLARD	MRS. BINGHAM MILNE
MRS. DONALD B. BARROWS	MRS. JAMES ALAN MONTGOMERY
MRS. ALFRED BENDINER	MRS. WILLIAM H. NOBLE, JR.
MRS. LAWRENCE A. BROWN, JR.	MRS. CHARLES O'CONNOR
MRS. EDWARD BROWNING	MRS. GEORGE W. PEPPER, 3RD
MRS. R. GEORGE BUCHANAN, JR.	MRS. JOHN S. PRICE, 3RD
MRS. ORVILLE H. BULLITT	MRS. PHILIP PRICE
MRS. PAUL CHANCELLOR	MRS. ROBERT W. PREUCEL
MRS. LLOYD COATES	MRS. CHARLES L. RITCHIE
MRS. ANTELO DEVEREUX	MRS. E. FLORENS RIVINUS
MRS. RICHARDSON DILWORTH	MRS. JAMES M. SKINNER, JR.
MRS. JOSEPH T. FRASER, JR.	MRS. GEORGE R. SWOYER
MRS. JOHN H. GIBBON	MRS. EDMOND G. THOMAS
MRS. ROBERT GIBBON, JR.	MRS. OWEN J. TOLAND
MRS. ROBERT MCKAY GREEN	MRS. S. STOKES TRUITT
MRS. THOMAS HART	MRS. JOHN TYSON
MRS. J. H. WARD HINKSON	MRS. CLARENCE A. WARDEN, JR.
MRS. ORVILLE HORWITZ	MRS. LLOYD P. WELLS
MRS. SIDNEY KEITH	MRS. ELKINS WETHERILL
MRS. ROY LARSON	MRS. WILLIAM WHITE, JR.
MISS MILDRED LEE	MRS. ELIAS WOLF
MRS. ROBERT H. LEE	MRS. RICHARD D. WOOD, 2ND
MRS. MALCOLM LLOYD	MRS. GRANVILLE WORRELL

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.....	1943-1954
Philip Price.....	1954-

FAIRMOUNT PARK ART ASSOCIATION

HONORARY VICE-PRESIDENT

J. Rodman Paul.....1940-1941

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-

NINETY-SIXTH ANNUAL REPORT OF THE BOARD OF TRUSTEES

To The Members and Guests of the Fairmount Park Art Association:

LADIES AND GENTLEMEN:

This is the first annual meeting that has been held in April. You will recall that for many years annual meetings were held in January, but because of the risk of bad weather you amended the By-Laws in January, 1967 to prescribe that the annual meeting date should be in April of each year. However, although we meet in a different month the purpose of the Association is still "to promote and foster the beautiful in the City of Philadelphia, in its architecture, improvements and general plan." This Association is still the only organization in the City whose funds are devoted to such a purpose.

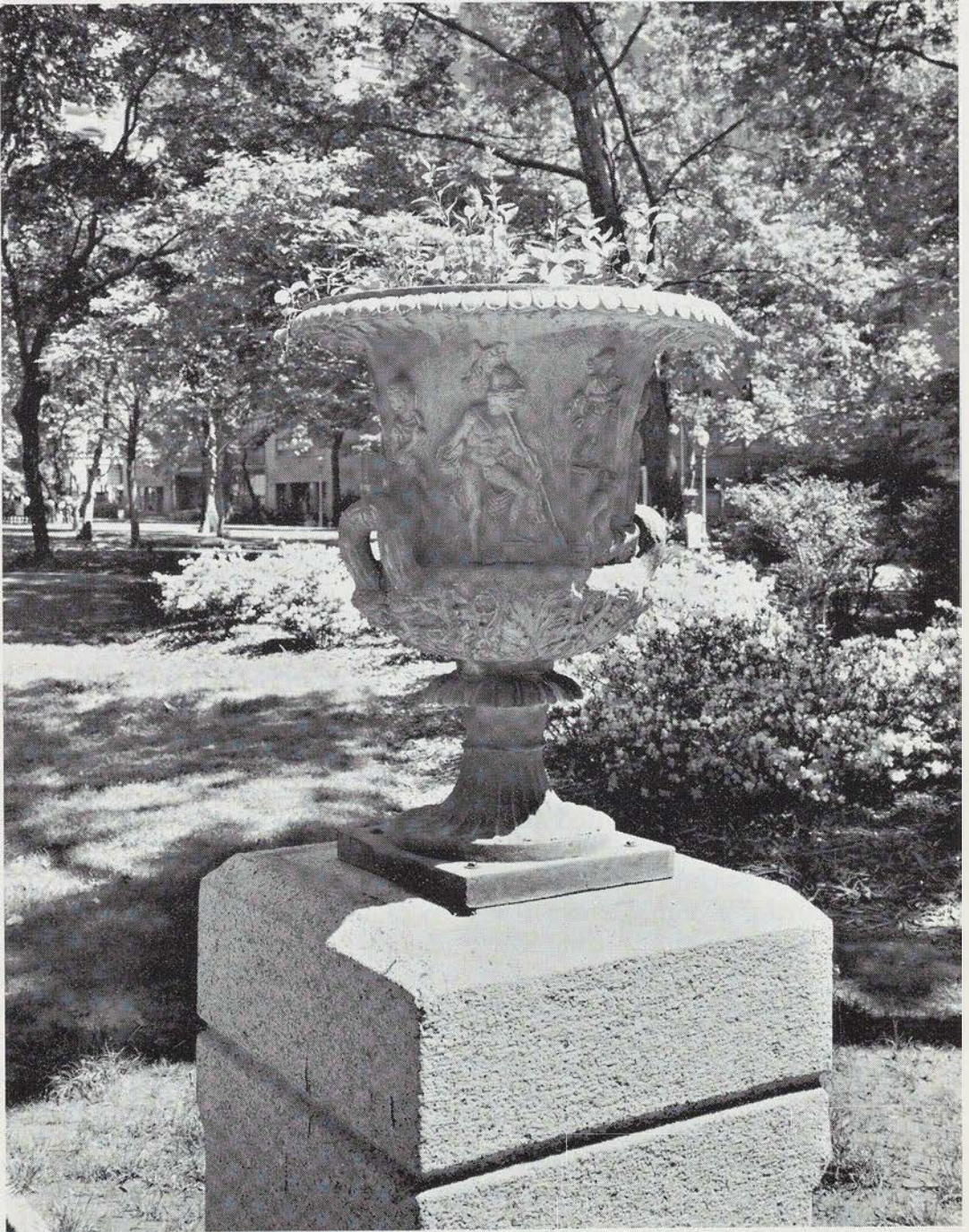
This is the only opportunity that the Association has to make a direct appeal for new members. No association can prosper which allows its members to die off without replacement. Moreover, the larger the membership the greater benefit to the City the Association can be and thus we urge those of you who are members to bring in new ones and hope that those of you who are guests will be moved to join the Association. On each table is a small brochure describing some of the things that the Association has done in the past and indicating how membership can be acquired by a payment of \$10 to cover participation in both the Park and the City Branch.

From time to time we have invited to be our guests at this annual meeting members of other organizations which might have a particular interest in the subject which is to be presented at the meeting. This year we have invited members of the Germantown Historical Society in the belief that they would be interested in knowing what has been done in the past and what the plans for the future are in respect of the Society Hill area. On other occasions we have had reports of progress in this part of the city, but today we shall be informed by Mr. Day, President of the Old Philadelphia Development Corporation, of what has happened in the last decade in this historic section.

Not all projects which the Association undertakes can be finished during the same year in which they began. However, I can report on the completion of four of the projects which were reported on at our last annual meeting. One of these was the installation of the 26 urns on the stone piers in Rittenhouse Square. I hope that you have all seen these urns and admired their handsome Florentine design, which was found after an extensive search by Miss Katherine King and Mrs. Henry Watts of the Women's Committee. They are a great improvement on the cast iron urns which formerly stood on these stone piers and since they are basically a lead composition they should have a much longer life than those which they replaced. The stone piers themselves were cleaned before the urns were installed and the combination produced a very pleasing result.

Another project which was completed was the acquisition of the piece of sculpture by Henry Moore, called simply "Three-Way Piece." This was acquired and erected in the Kennedy Plaza on a dark granite base which the Association likewise provided. Since it weighed over 3,000 pounds it was considered safe to allow it to rest on its base, held in place by the force of gravity. However, no effort seems to be too great for vandals bent on destruction and recently it was pushed over and in falling broke some of the granite paving stones adjacent to it. The figure itself was not damaged beyond a small crease in one side caused by the sharp edge of the granite base. That however will be scarcely noticeable and thus if the purpose was to damage the figure itself it was largely unsuccessful. The Association will shortly restore the figure to its former position, this time securely bolted to the granite base beneath. However, such needless injury to property is all too prevalent today.

Another project that was completed was the floodlighting of the two porticoes on the north side of the Museum. Since that side of the Museum was not nearly so readily seen by travelers as were the other three sides and because of the possible irritation to residents in the apartment house just north of the Museum, no floodlighting was planned for that side of the Museum when the Association arranged to floodlight the other three sides. However, we received a petition signed by many residents of that apartment house, requesting that some illumination be given to the north side of the Museum so that they might likewise enjoy its beauty at night. Pursuant to this request the two porticoes have been illuminated in a manner comparable to those on the other side of the building, although the wall between them is lit much less brilliantly than is that on the south side. The effect, however, has proved pleasing to the residents of the apartment house and even passing motorists can see the main features of the building as they pass below it. I hope



Photograph by Cortlandt V. D. Hubbard

One of the twenty-six Florentine lead urns placed in Rittenhouse Square
by The Women's Committee of The Fairmount Park Art Association

that if you pass the Museum at night you will note this change in its appearance.

The repairs to the paving and to the painting of the Samuel Memorial were likewise completed during the past year, along with replacement of some of the plant material which had not fared too well. The whole Samuel Memorial is now in good condition.

Our two major fountain projects are still under construction. The fountain on which the most work has been done to date, although it may not be the first to be finally completed, is the fountain at the Museum end of the Parkway, which will be identical with and match, both in appearance and location, the Ericsson Fountain north of the Washington Monument. The new fountain will be in a corresponding position south of the Washington Monument and the Trustees of the Association deemed it to be appropriate to have cut in the granite coping surrounding the new basin the legend:

TO THE MEMORY OF
ELI KIRK PRICE 1860-1933
WHOSE WISDOM AND DEDICATION
WERE RESPONSIBLE FOR THE DEVELOPMENT
OF THE PARKWAY AND THE ART MUSEUM

When completed this fountain will be lit at night, as is the Ericsson Fountain, and along with the Washington Monument should provide a very handsome terminus to the northwest end of the Parkway.

The other fountain on which work has recently been commenced will be installed in the basin in the Kennedy Plaza. The fountain was designed by Mr. Vincent Kling, who planned the treatment of the Plaza itself, but the Association had great difficulty in securing a contractor willing to undertake the job. After many months of delay and the receipt of bids which had been sought by the City of Philadelphia, but which the Association considered exorbitant, the Association was successful in persuading Mr. John McShain to undertake this project as a public service in order that an appropriate artistic embellishment for the City Hall end of the Parkway might be provided. A project of this sort is much smaller than that regularly handled by Mr. McShain's company and as a pure business proposition it would provide no inducement to him to undertake it. However, he graciously agreed to do so in order that the Association might not be forced either to abandon the project or be grossly overcharged for the work done, and we are accordingly most grateful to Mr. McShain for his assistance in making possible this contribution to the Association's improvement of the City.

A new purchase, which should be received during the summer, is a group of three angels by Carl Milles. They are designed to be mounted on slender columns and, although no site has been determined upon, they might well be erected in the green area at the northwest corner of the Kennedy Plaza. If this should prove a suitable location it would at least provide some sculpture which would be missing in the fountain itself.

Although the major activities of the Association are creative the Trustees also record their objection to projects which they believe will be detrimental to the City and mar its appearance. Thus the Trustees made known their objection to the construction of a stadium near Market Street on the Delaware River, the proposed heliport in Fairmount Park near the Art Museum, and the open cut for the Delaware Expressway. Fortunately, the stadium and heliport projects were abandoned and the expressway will be covered in the area of the Marina.

The Women's Committee operates the Association's booth at the annual Flower Market in Rittenhouse Square. As it has in the past it will again this year offer flowers for sale and the Association's share of the proceeds of the profits from the Flower Market are available for the improvement of the Square. From this source came the funds which made possible the purchase of the Florentine urns and from time to time other improvements in the Square are provided from these funds.

In February, 1967, shortly after our last annual meeting, the Board lost its senior member, Col. Samuel Price Wetherill. He had served on the Association's Board since 1927 and his experience in regional planning, in which he was a pioneer, was a great help to the Board and gave it a breadth of view which was of much value. Col. Wetherill was a regular attendant at the meetings of the Board and was devoted to the purpose of making Philadelphia a more beautiful city in which to live.

Each year the three-year terms of six Trustees expire and in the course of the meeting you will be asked to fill the vacancies caused by the expiration of their terms. The six Trustees whose terms expire at this time are:

R. STURGIS INGERSOLL	SYDNEY E. MARTIN
THEODORE T. NEWBOLD	PHILIP PRICE
HENRI MARCEAU	C. CLARK ZANTZINGER, JR.

Submitted on behalf of the Board,

PHILIP PRICE
President

The President announced the death of Col. Samuel Price Wetherill, a Trustee of the Association since 1927. On vote the Trustees accepted the following Resolution with instructions that a copy be sent to the deceased's family:

RESOLVED that the Trustees of the Fairmount Park Art Association record their deep sense of loss in the death of their Senior Trustee. Elected in December 1927 he was continually re-elected and brought to the Board, in addition to his far-sighted experience in regional planning in which he was a pioneer in the greater Philadelphia area, a consistent singleness of purpose in pursuing the aims of the Association in making Philadelphia a more beautiful city in which to live.

The Trustees regret the loss of his guidance as well as his fellowship and extend their heartfelt and sincere sympathy to Mrs. Wetherill and the bereaved members of his family.

From the February 23, 1967 Minutes of the Board of Trustees.

MINUTES OF THE NINETY-SIXTH ANNUAL MEETING

The Ninety-Sixth Annual Meeting of the Fairmount Park Art Association was held at the Bellevue-Stratford Hotel on Thursday, April 25, 1967 at 12 o'clock noon.

There were approximately three hundred and twenty-five members and their guests present. Mr. Philip Price presided and proceeded immediately to the business of the meeting.

The reading of the minutes of the last meeting held on January 26, 1967 was, on motion, dispensed with as they were printed in the Ninety-Fifth Annual Report, and a copy sent to each member.

The Annual Report of the Board of Trustees was made by the President. It was duly resolved 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 reading of the Treasurer's Report was, on motion, dispensed with as it has been duly audited and will be published in the Ninety-Sixth Annual Report.

The meeting proceeded to the election of six Trustees to succeed those whose term had expired.

R. STURGIS INGERSOLL
THEODORE T. NEWBOLD
HENRI MARCEAU

SYDNEY E. MARTIN
PHILIP PRICE
C. CLARK ZANTZINGER, JR.

The President then presented the speaker of the meeting, Mr. William Day, President of the Old Philadelphia Development Corporation, who spoke on "A Decade of Restoration for Society Hill."

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

W. H. NOBLE, JR.
Executive Secretary

TREASURER'S REPORT OF THE ASSOCIATION, OCTOBER 31, 1967

	<i>Participating Units</i>		<i>Treasurer's Account</i>		<i>Total Balance</i>
	<i>Cons. Investment Pool Units</i>				
	<i>Units</i>	<i>Carrying Value</i>	<i>U.S. Govt. Securities</i>	<i>Cash</i>	
Walter S. Cooper Fund.....	1,141	\$ 30,369.85		\$ 6,176.97	\$ 36,546.82
Hancock Memorial Fund.....	1,187	22,256.43		6,610.75	28,867.18
Howell Fund.....	7,479	140,451.58	\$ 14,887.82	14,870.52	170,209.92
Permanent Fund (City Branch).....	8,639	145,384.72			145,384.72
Permanent Fund (Park Branch).....	14,180	239,685.05			239,685.05
Ellen Phillips Samuel Memorial Fund.....	55,918	1,026,940.69	252,883.68	44,216.73	1,324,041.10
General Fund (City Branch).....			50,867.40	14,862.10	65,729.50
General Fund (Park Branch).....			5,010.94	15,329.92	20,340.86
Rittenhouse Square Improvement Association.....			10,121.89	7,043.95	17,165.84
	<u>88,544</u>	<u>\$1,605,088.32†</u>	<u>\$333,771.73</u>	<u>\$109,110.94</u>	<u>\$2,047,970.99</u>

NOTE 1—Investments are represented in the above Statement at cost.

NOTE 2—The approximate market value of one (1) participating unit at October 31, 1967 is \$27.69 and was determined by the relationship which exists between the total number of such units (88,544) and the approximate market value of the total consolidated investment pool units (\$2,451,575.00) at that date.

† See attached Statement, Consolidated Investment Pool Units.

CONSOLIDATED INVESTMENT POOL UNITS

	<i>Cost</i>	<i>Approximate Market Values</i>
United States Government Securities.....	\$ 423,555.22	\$ 407,675.00
Public Utility, Railroad and Industrial Bonds.....	780,134.08	694,081.00
Stocks.....	399,535.03	1,347,895.00
Cash.....	1,863.99	1,864.00
	<u>\$1,605,088.32</u>	<u>\$2,451,515.00</u>

TREASURER'S REPORT OF THE ASSOCIATION

November 1, 1966 - October 31, 1967

SAMUEL FUND

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 33,897.32	Landscape Maintenance.....	\$ 5,174.00
Income from Securities.....	75,069.36	Auditing.....	384.00
Sale of Temporary Investments...	39,689.89	Purchased U.S. Treasury Bonds...	20,350.95
Redemption of Temporary		Henry Moore Statuary.....	78,987.56
Investments.....	20,000.00	Eli Kirk Price Fountain.....	9,868.33
		Repairs to Memorial.....	9,606.00
		Miscellaneous.....	69.00
		Balance, October 31, 1967.....	44,216.73
	<u>\$168,656.57</u>		<u>\$168,656.57</u>

Temporary Investments:

\$30,000. U.S. Treasury 4s 2/15/70
 40,000. U.S. Treasury 4s 8/15/70
 25,000. U.S. Treasury 4s 8/15/71
 60,000. U.S. Treasury 4s 8/15/72
 20,000. U.S. Treasury 4½s 5/15/74
 25,000. U.S. Treasury 3¾s 8/15/68
 30,000. U.S. Treasury 4s 2/15/69
 25,000. U.S. Treasury 5¼s 5/15/71

GENERAL FUND—PARK

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 10,343.10	Office Salaries.....	\$ 5,548.26
Income from Securities.....	16,235.53	Printing.....	2,951.70
Income from Dues.....	965.00	Telephone.....	146.67
Sale of Park Prints.....	33.80	Annual Meeting.....	1,317.25
Miscellaneous.....	179.74	Auditing.....	96.00
		Subscriptions and Dues.....	385.00
		Miscellaneous.....	1,982.37
		Balance, October 31, 1967.....	15,329.92
	<u>\$ 27,757.17</u>		<u>\$ 27,757.17</u>

Temporary Investments:

\$5,000. U.S. Treasury 5¼s 5/15/71

FAIRMOUNT PARK ART ASSOCIATION

GENERAL FUND—CITY

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 4,958.22	Office Salaries.....	\$ 1,386.98
Income from Securities.....	11,817.60	Printing.....	207.15
Income from Dues.....	755.00	Annual Meeting.....	329.32
		Auditing.....	66.00
		Subscriptions and Dues.....	150.00
		Miscellaneous.....	529.27
		Balance, October 31, 1967.....	14,862.10
	<u>\$ 17,530.82</u>		<u>\$ 17,530.82</u>

Temporary Investments:

\$10,000. U.S. Treasury 4s 2/15/69
 20,000. U.S. Treasury 4s 2/15/70
 6,000. U.S. Treasury 4s 8/15/70
 5,000. U.S. Treasury 4½s 5/15/74
 10,000. U.S. Treasury 5½s 5/15/71

HOWELL FUND

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 5,868.32	Auditing.....	\$ 54.00
Income from Securities.....	9,056.20	Balance, October 31, 1967.....	14,870.52
	<u>\$ 14,924.52</u>		<u>\$ 14,924.52</u>

Temporary Investments:

\$5,000. U.S. Treasury 4s 2/15/69
 5,000. U.S. Treasury 5½s 5/15/71
 5,000. U.S. Treasury 4s 10/1/69

RITTENHOUSE SQUARE IMPROVEMENT FUND

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 7,913.52	26 Urns.....	\$ 12,480.00
Income from Securities.....	525.00	Cleaning Bases.....	650.00
Share of Proceeds of		Flower Market.....	234.80
Flower Market.....	2,033.33	Balance, October 31, 1967.....	7,043.95
Sale of Temporary Investments...	9,936.90		
	<u>\$ 20,408.75</u>		<u>\$ 20,408.75</u>

Temporary Investments

\$10,000. U.S. Treasury 4½s 5/15/74

WALTER I. COOPER FUND

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 4,886.41		
Income from Securities.....	1,290.56	Balance, October 31, 1967.....	\$ 6,176.97
	<u>\$ 6,176.97</u>		<u> </u>

HANCOCK MEMORIAL FUND

<i>Income</i>		<i>Expenses</i>	
Balance, November 1, 1966.....	\$ 5,268.16		
Income from Securities.....	1,342.59	Balance, October 31, 1967.....	\$ 6,610.75
	<u>\$ 6,610.75</u>		<u> </u>

ACCOUNTANTS' REPORT

BOARD OF TRUSTEES,
FAIRMOUNT PARK ART ASSOCIATION,
PHILADELPHIA, PENNSYLVANIA

We have examined the Treasurer's Report of the Fairmount Park Art Association as of October 31, 1967 and the related statements of Treasurer's cash receipts and disbursements for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

The investments of the Association were confirmed to us by the depository bank.

In our opinion, the accompanying Treasurer's Report and the statement of Treasurer's cash transactions present fairly the financial position of the Fairmount Park Art Association at October 31, 1967 and the results of its operations for the year then ended.

MATHIESON, AITKEN & Co.

November 30, 1967

A DECADE IN SOCIETY HILL

WILLIAM L. DAY

PRESIDENT, OLD PHILADELPHIA DEVELOPMENT CORPORATION

When your distinguished president came to see me in February and asked me to appear here today, he said he would like me to tell the members of the Art Commission, "What goes on down there?" Since he was talking to me not as a banker but as President of the Old Philadelphia Development Corporation, it was immediately evident that the "down there" meant the old section of the City generally known as Society Hill and that "What goes on?" meant the progress we were making and the degree of success or lack of it we were experiencing in the restoration and renewal of this historic area of our City.

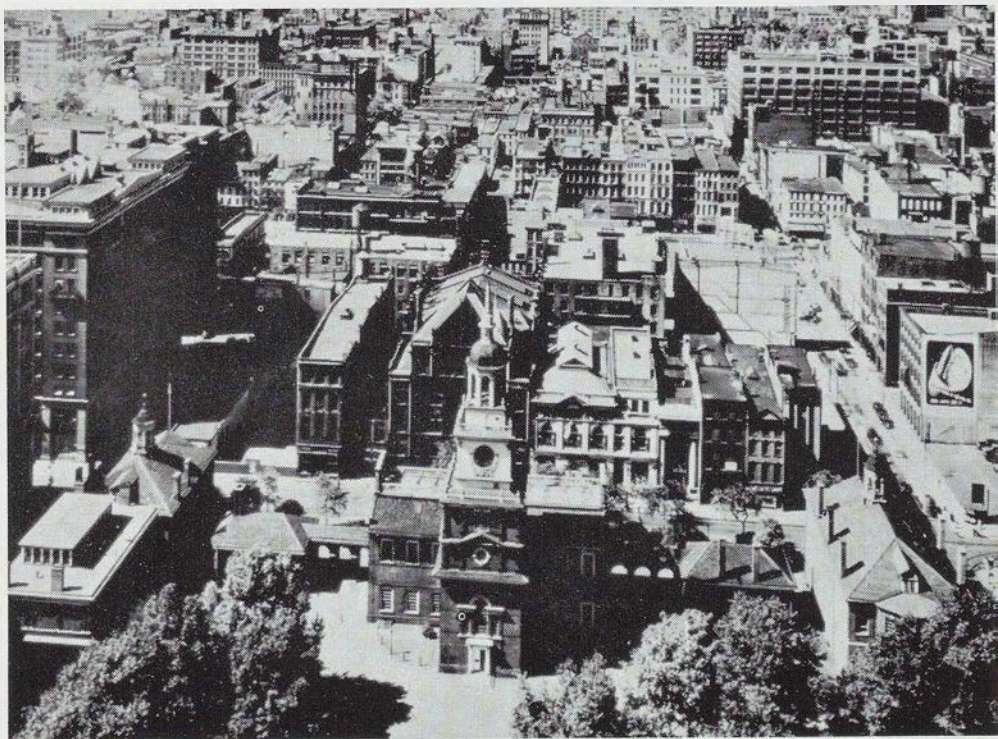
Frankly, I am delighted to have this opportunity of discussing the Society Hill project. It has been, and continues to be, an excellent testing ground for the whole concept of urban renewal, and it is far enough along towards completion to permit an objective evaluation of the degree of success that has or has not been attained. In addition, it has attracted national and international attention in architectural and city planning circles, and certainly Philadelphians of all people should be familiar in some detail with the status of this great undertaking.

In preparing these remarks, I learned that our friend, Charles Peterson, noted historian and architect, had appeared before this august group in 1952 and outlined the great hopes that citizens harboured for the preservation of our historic shrines in the area of Independence Hall. His comments are fascinating and give me a new appreciation of the early problems encountered in securing this "historic square mile" for posterity. The names of Judge Lewis, Roy Larsen, Sydney Martin and others were as familiar then as they are now and we all owe them a real debt of gratitude for their continuing interest over the years.

At the outset, let me say that this project has been and continues to be a great co-operative effort involving many individuals and many official and unofficial bodies. No one group is responsible for the whole. Those involved include the City Government, as represented by City Council, the City Planning Commission and the Redevelopment Authority, the Mayor's office and all the functions



After and Before—
Looking North over Independence Hall toward the Independence Mall State Park



vested therein, the State and Federal Governments and the many active and committed Civic and Community groups which have done so much to implement the plans and to gain public acceptance of the whole project. Among the most important are the unsung redevelopers and the many individuals who moved into the area and became part of it. All these elements have worked together for the completion of the project. Without a reasonable degree of sympathy and co-operation it most certainly would have failed. I would not want to overplay the part played by the Old Philadelphia Development Corporation as I speak to you today. It has had an important part, but certainly not a dominant one.

When one becomes involved with the Federal Government, official titles are always required; hence, the Society Hill Project is officially known as Washington Square East Unit One and Washington Square East Unit Two. These two projects embrace the area east of Washington Square to the Delaware River, bounded on the north by Walnut Street and on the south by South Street. They are contiguous to the Independence National Historic Park which, in turn, joins the Commonwealth of Pennsylvania Mall, extending from Independence Hall north to Race Street.

If you will let your minds drift back to revolutionary times at the close of the 18th century, you will recall that this area *was* Philadelphia, the largest and most important city in the new world. Here were the fine residences of our forebearers, their business establishments and their ships, their parks and the finest harbor in the young colony. The topography of the land was such that this area embraced high ground and high ground was always sought out in those days to get away from "the fever." Those who settled comprised societies of artisans and craftsmen which gave the young colony its economic viability. Thus the phrase, Society Hill, was coined.

By the middle of the 20th century, past glories had faded. The burgeoning City had grown away from the heart of the old City. Emphasis had shifted westward, leaving a neglected and deteriorating community. Many of the old historic houses had collapsed, or been torn down. Others had been converted to stores or ship chandleries or flop houses and the once flourishing Dock Street Market, famous in the early 1900's, had outlived its usefulness and, indeed, had officially been condemned as unhealthy and unsafe.

Nevertheless, many people still lived in the area and called it home—largely older people—immigrants from the old country, who had originally settled here years before and had stayed on, even though it had lost most of its former prestige and was rapidly becoming an economic liability to the City.



Before and After—
Old Dock Street Market replaced by the apartments of The Society Hill Towers

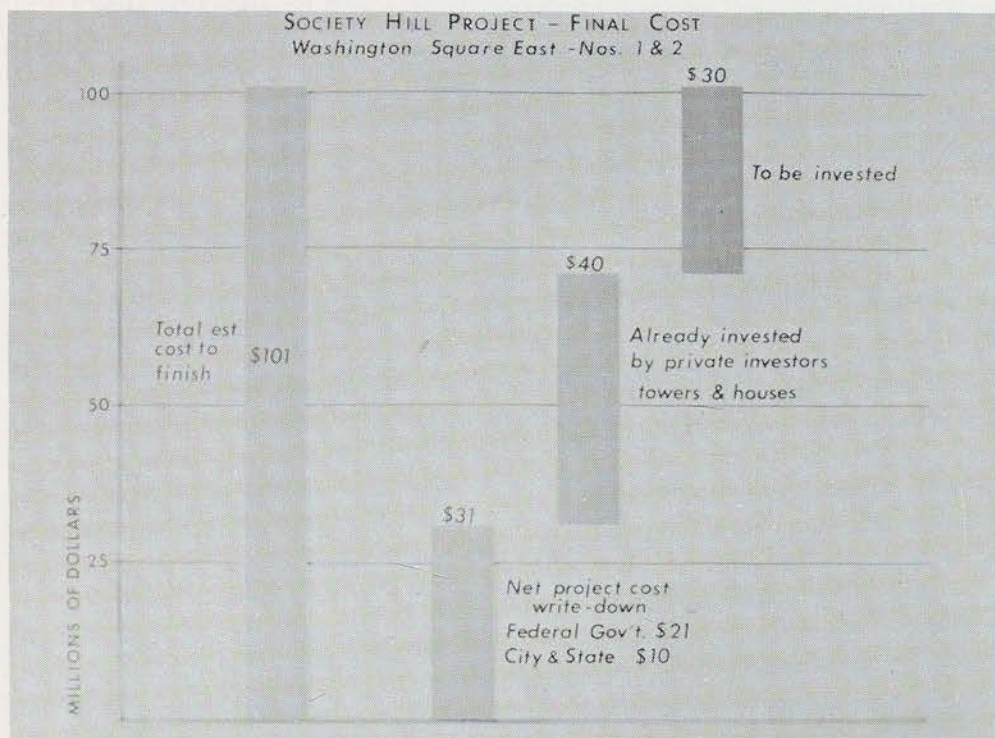


From the standpoint of our alert and creative City Planners, here was a unique opportunity to put to test the new concept of urban renewal which was visualized in the Taft-Wagner-Ellender Bill of 1949. The potential was tremendous—the area was close to center city and, with imagination and ingenuity, could become an attractive and convenient residential area for many professional people and others who wished to live in center city. It was contiguous to the Independence National Park which itself was undergoing a magnificent rebirth and would provide unusually attractive and interesting open spaces for those residents. The area was on the river and even though the banks were cluttered with a deteriorating mass of piers, ample evidence was at hand from other cities that the river banks could be a great asset rather than a liability. Finally, several hundred historic residences still stood and were crying out for their very existence and for restoration.

What was the philosophy of this legislation put together by this interesting troika of Robert Taft—a highly respected and revered Republican; Robert Wagner—a liberal Democrat and father of Robert Wagner, Mayor of New York; and Lee Ellender—a middle of the road Democrat of Louisiana? In a nutshell, the new statute proposed a great co-operative effort between private business and Government to save and rebuild the decaying central cores in our cities, particularly the older ones. The whole concept was based on the theory that *if* the Government could create, in blighted areas, an economic climate conducive to private investment, that private entrepreneurs would commit their funds to these projects. How could this economic environment be created? In short, the Federal, State and local Governments would acquire, through condemnation, blighted areas and then write them down to a value at which re-developers could see the chances of a successful financial venture. Without the write-down to a new so-called “reuse value”, no builders or developers could be attracted, but with a realistic reuse value, developers could be induced to undertake the work.

While it is easy to sketch in broad terms the principle involved, the implementation of these programs has been a slow and painful task. Nevertheless, as a whole it has been highly successful. It has launched many hundreds of programs across the country which have proven sound. The accomplishments have been colossal. It would be my guess that projects involving an overall investment of between \$25 and \$35 billion have come into being during the twenty years of the existence of this Act.

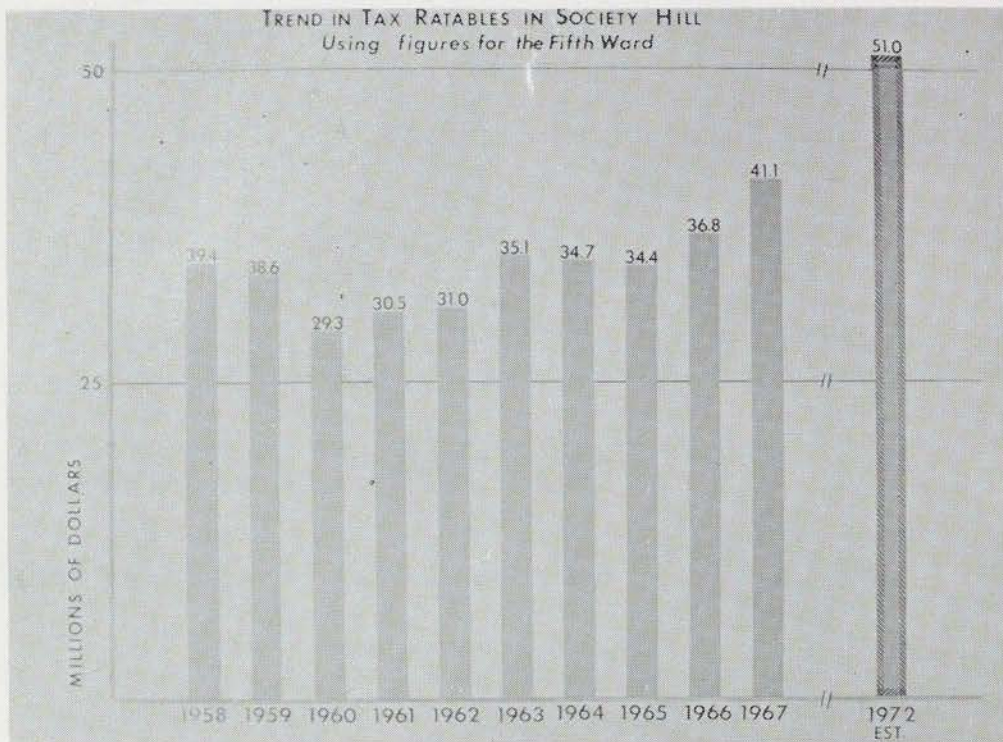
Let's see how this process is working in Society Hill. Our first chart on page 23 shows that the total estimated cost of the Washington Square East, Units One and Two, will be about \$101 million,



upon completion. This figure is shown on the first bar on the left of the chart. To create the "economic environment conducive to private investment" the Federal, State and local Governments were obligated to absorb a write-down of about \$31 million, shown on the next bar. Of this amount, the Federal Government put up about \$21 million while the State and City put up about \$10 million in cash or equivalent in property improvements.

As you can see in the next bar, private investors or the developers, as we call them, have already expended about \$40 million and about \$30 million remains to be spent to complete the project. This \$40 million includes not only the cost of the three Society Hill Towers and the new townhouses, but also about \$12 million which has been spent by individuals in the purchase and restoration of historic houses. The only big structure still to be built is a complex of high rise towers and a garage at Sixth and Locust Streets. We are hopeful that this will be under way in the not-too-distant future.

The above reflects that for every \$1 of public funds expended (i.e., Federal, State and local) \$2.30 of private money will have been invested by the completion of the project. Due to the large areas which have been cleared for open space, this figure is some-



what below the *national* average of about \$3.00 of private money for every \$1 of public money, but the principle is clear. To me this is good business. Let's see how our city made out.

After all, the City will have invested many millions and rightfully can expect some return. The next illustration, above, shows the vital trend of tax ratables in the old Fifth Ward which includes, in addition to Society Hill, areas north of Market Street and, more importantly, Independence National Park. The clearance of many businesses and shops from this area has resulted in the permanent removal from the tax rolls of many tax paying structures. Obviously, this clearance was essential for the creation of the park, but the loss of tax ratables cannot be ignored.

The trend from 1964 on is unmistakable as the project matured and gained public acceptance as a desirable place to live. New tax ratables in the amount of \$10,800,000 have been added since 1960 and a conservative guess is that this figure will increase to over \$20,000,000 by the time the project has been completed. Additional real estate taxes of about \$850,000 will be realized by the City upon completion. This amount would amortize the City's contribution to the project in less than six years. I think this is highly commendable.

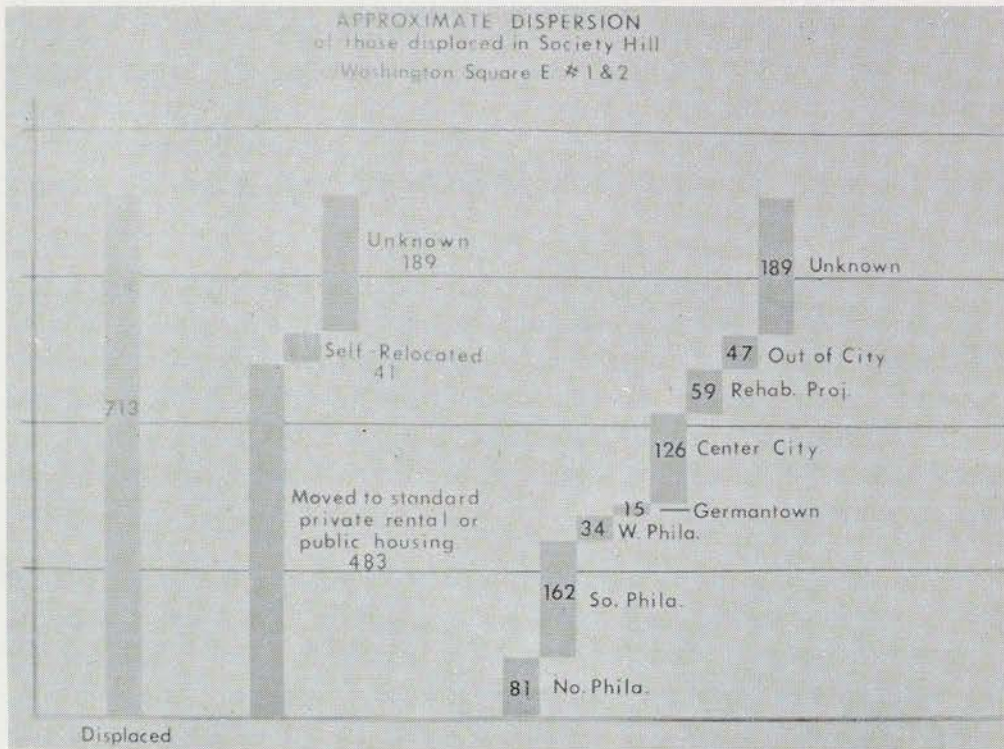
I was anxious to dig a little deeper into this tax picture as it is of such critical importance to the City. The Redevelopment Authority has made a building by building analysis of the properties in Washington Square East Units One and Two—a more limited area. These computations show that estimated increased taxes in this area *alone* will amount to about \$630,000 per year when the project has been completed.

These two studies indicate rather clearly that this project has been a successful financial venture for our City. I'm sure that City officials will say that these results have been awfully slow in coming and I would agree. To be sure, certain revenues have been lost in the interim but I would point out that tax ratables in contiguous areas have also tended to reflect these improvements, with the resultant increase tax yield.

I wish I could be as happy about the success of the project from the standpoint of the redevelopers, principally the Alcoa Corporation which now has the responsibility for the Society Hill Towers, the new townhouses and the new towers which are to be built. Alcoa has absorbed very substantial losses in the early years of the Society Hill Project, and it will be many years before these losses are made up in full. If it had not been for the financial strength of this great company and for their desire to stick with the project, I fear we might have had a difficult time bringing the project to completion. I think the officials of Alcoa are guardedly more optimistic than they were but, as of now, they are not prepared to invest additional sums of money in the area, which is too bad just as the whole project is about to come to fruition.

The great hue and cry which is now going on across the nation against urban renewal projects (and indeed, our whole superhighway system) concerns itself largely with the displacement and relocation of people. Our own crosstown expressway and the whole system of highways west of the City appears to be endangered and to hinge on the ability of the City officials to satisfactorily relocate the citizens who will be displaced by the right-of-way.

While the Society Hill Project is probably not exactly typical of present day relocation problems, we have some interesting figures which point up the problem. They have been made available to me by the Relocation officials in the Redevelopment Authority and I would like to thank them.



This chart shows that approximately 713 units of people were displaced in Society Hill, either by acquisition of their property by the process of eminent domain or the enforcement of code requirements. I have to use the expression "units of people" because this is the way the statistics of the Relocation Office have been kept. The two elements of these units are families and individuals. I am told that a family comprises about 4.5 people. Using this average, the 713 units displaced represented about 1,856 individuals.

Of these units 483, or about 68%, moved to standard rental units, sales housing, or public housing. 41, or about 6%, relocated themselves without aid from City officials, while 189, or a full 26%, were lost in the shuffle. It is impossible to make a categorical statement that the 74% who moved or were moved maintained, upgraded or downgraded their living quarters. However, I gain the impression from those associated with the work at that time that the standard of living of these people was at least maintained and, perhaps, upgraded. This slide also shows a rather startling result of relocation. The fact that those displaced were not only uprooted from their home environment, but were also scattered all over the City is rather disquieting. You can see from the slide that these people apparently did not move as community units but went where

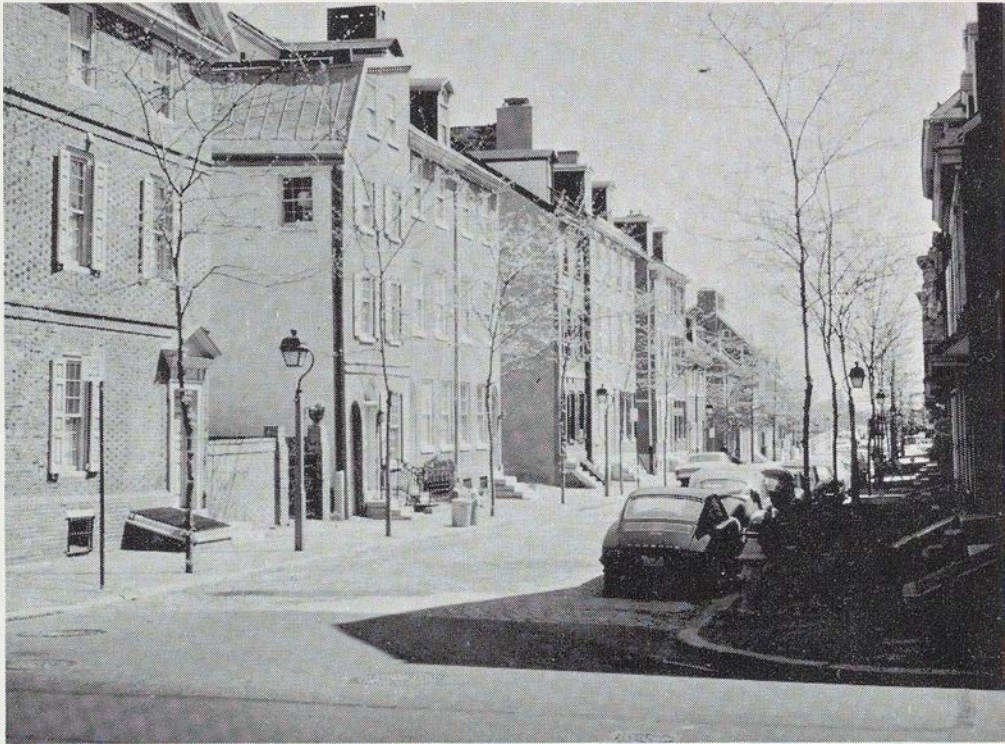
expediency led them. Undoubtedly, they were accepted in their new neighborhoods and became part of them very rapidly, but something of intangible value must have been lost in the process.

However, the hard facts of life must be faced if we are to make any progress in replanning our cities. Carefully determined land use is fundamental to the success of any over-all city plan. Unless land can be acquired for designated purposes (with the resulting displacement of people) a city plan simply cannot be implemented. However, the importance of the relocation process is obvious from our experience in Society Hill. It must be carried out thoughtfully and with sympathetic understanding of the effect it will have on individuals and families.

But who rushed in to fill this vacuum. Perhaps twice as many people have moved into the area as were moved out. We have some interesting comments from Theodore Newbold, a resident of the area, active in civic affairs and, a member of the staff of the Old Philadelphia Development Corporation. He says, "It is fair to say that Society Hill, more than any community I personally know, has a real community spirit. It is made up of predominantly young married couples with children who are committed to an urban society—people who are vitally concerned not only with their own



Delancey Street Park, Society Hill



Delancey Street from Third Street

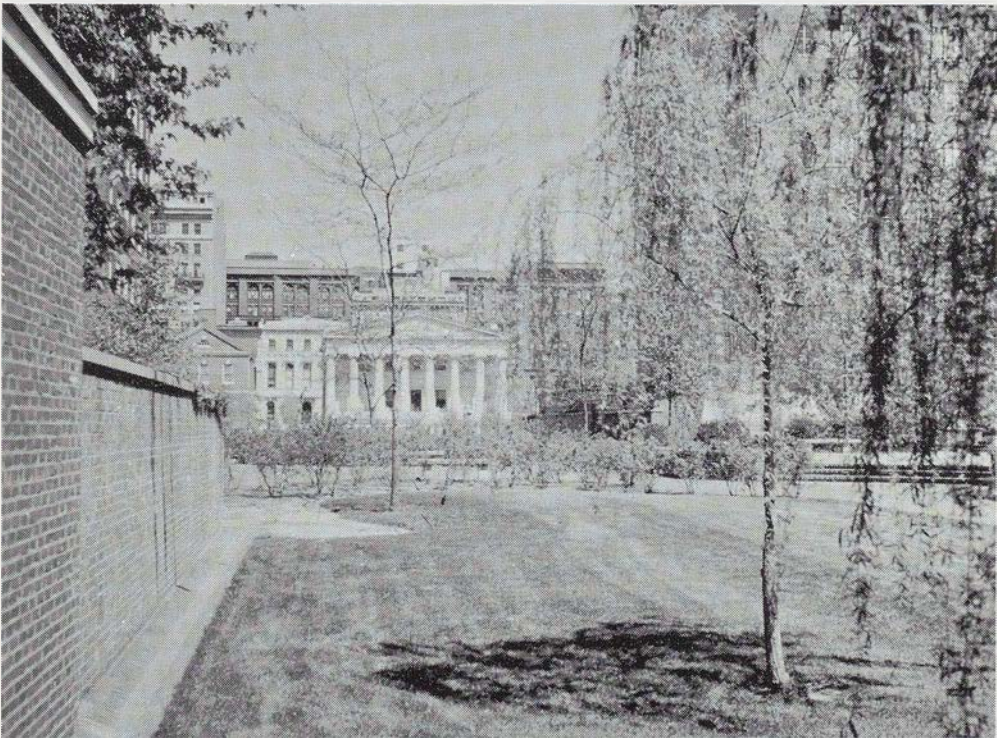
neighborhood, but with the more disadvantaged neighborhoods of Philadelphia and are personally putting their time and effort into solving urban problems. A large majority of the residents are professional people—architects, lawyers and doctors. Of course, my comments are directed predominantly to the new residents of the area and these people, after all, will make up the community of the future.”

There is ample evidence to indicate that a new *vital* element has come into central city and this is a positive factor which is of great importance to the future of our city.

Other problems which have been encountered in Society Hill have been more general in character. The difficulty of interesting redevelopers, the slow pace of implementation, and the endless red tape and suffocating bureaucracy have been and continue to be exasperating and frustrating. Some of the early restorers of houses actually committed their own funds before they had title to their properties which, in some instances, took up to two years to convey. Others took similar chances without any real knowledge of the tax consequences or what kind of a neighborhood would ultimately result or how critical factors such as traffic flow, parking, lighting, etc., would be resolved. These people were the true pioneers.

I hope I have not bored you with this rather statistical look at the Society Hill Project. Most of the visitors who come to Philadelphia (and they do come by the millions) do not concern themselves with finances or taxes but rather they come to look. This is where Society Hill shines. All Philadelphians can take a great deal of satisfaction and justifiable pride in the workmanship and authenticity which has been accomplished in this area. Our most precious treasure has been the historic houses.

Figures from the Redevelopment show that of the 550 houses retained in the project, 430 had been classified as of historic importance by the Philadelphia Historic Commission. Every one of these have been or will be restored to their former grandeur, all on the exterior, many on the interior. Owners who have agreed to undertake this work themselves have retained their houses. Others who did not wish or could not afford to restore their houses themselves sold them to the Redevelopment Authority. About 125 such houses were turned over to the Old Philadelphia Development Corporation, which undertook to sell them to individuals who would, and could, restore them to the highest standards. All of



The Second Bank of The United States seen from Locust Street.
Independence National Historical Park

these properties have been sold to new restorers. Some of them were in disreputable condition and were enormously expensive to rehabilitate but they are all gone. We can't satisfy the continuing demand. If you have not visited the area, I hope you will, and see for yourselves some of the painstaking restoration work which has been done. TLC, which in our vocabulary stands for tender, loving care, and the pride of accomplishment are in evidence everywhere. These restorations combined with the lovely greenways and little parks, the fine job of lighting, the rebuilding of the old colonial sidewalks in brick and, finally, the works of art throughout the area have all combined to make this project unique. I have a few illustrations of the "before and after" type and a few made last week which highlight some of these accomplishments.

The Society Hill Project is well on its way towards completion, but a good deal remains to be done, and now we have a *new* deadline to meet. The report issued on March 27th by the Philadelphia 1976 Bi-Centennial Corporation is a bold and exciting document, full of imaginative ideas and well worth your reading. An integral part of this whole celebration will be the renewal projects now under way in center city. The magnitude of these projects is staggering. Some of them are under construction—others are far advanced on the drawing boards, and *all* must be completed by 1976. Here's the list:

Market Street East	\$200,000,000
Market Street West	350,000,000
Delaware Expressway (through Society Hill)	15,000,000
Crosstown Expressway	60,000,000
Penn's Landing	120,000,000
Schuylkill River Park	25,000,000
Hahnemann Hospital Mid-City	25,000,000
Total	<u>\$795,000,000</u>

1976 is only eight years away and eight years slide by very quickly. At the present time, the large sums of Federal money which have been available over the past decade are not forthcoming and all of us can certainly understand why they are not. But, being a little philosophical, there is a tide in the affairs of cities, as there is a tide in the affairs of man. I am confident that somehow our world will straighten itself out if we all have faith and that our tide will be in *full flood* by 1976 and that our successes will be apparent to the world.



Before and After
227 Spruce Street
in Society Hill.
The home of
Dr. and Mrs.
Austin Lamont

NECROLOGY

MISS MARGARET G. BUTLER
MRS. JAMES CHESTON
WILLIAM S. CROWDER
MRS. HENRY S. DRINKER
EDWIN ELLIOTT
MISS GERTRUDE FETTERMAN
MRS. THOMAS S. GATES
MRS. J. MILTON GRISCOM
MRS. JOHN F. LEWIS, JR.
PERCY C. MADEIRA, JR.
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HON. L. STAUFFER OLIVER
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All amounts received from Life Memberships, ten per centum of the annual dues of members, together with all special donations, are added to this fund.

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1898	Howell, Henry C.	1906	Dundas, James
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