



PRESERVATION ALLIANCE FOR GREATER PHILADELPHIA

2023 ANNUAL REPORT

Message from the Board Chair and Executive Director

The Preservation Alliance for Greater Philadelphia traces its existence back to 1979 with the founding of the Philadelphia Historic Preservation Corporation, established to hold preservation easements on historic buildings in the city. An alliance with the Preservation Coalition in 1996 gave rise to our current organization, now in its 29th year. We are driven by the belief that the preservation, interpretation, and adaptive re-use of our existing buildings acts as a powerful stabilizing force in neighborhoods and communities, while also creating economic opportunity, slowing climate change, and contributing to pride in our city and region.

Philadelphia can be seen as an outdoor museum of 300 years of American architecture, housing the lives and inspiring the dreams of multiple generations of Philadelphians who collectively make this one of the great American cities.

In 2023, we established and strengthened partnerships with people, communities, and historic sites across the region. Whether helping to rescue the historic Henry Ossawa Tanner House in North Philadelphia from demolition, working to restore flood damage to the Marian Anderson Museum, or helping to save an historic prison in Norristown, a Gilded Age mansion in Elkins Park, and an abandoned African American ceremony in the Far Northeast, our emphasis on partnering with people and communities to help them achieve their preservation objectives formed a central role in our work during the course of the year, and will continue in 2024.

In addition to these impactful partnerships, our work on policy advocacy, tours, lectures, seminars, publications, and events continued apace in service of our quest to raise awareness of the value of historic preservation in contemporary life.

We are grateful for your continued support as we carry our momentum into 2024.



A white, cursive handwritten signature of Paul Steinke on a dark teal background.

Paul Steinke, Executive Director



A white, cursive handwritten signature of Robert Powers on a dark teal background.

Robert Powers, Board Chair

Preservation Advocacy

Protecting historic properties through advocacy is the primary mission of the Preservation Alliance. In 2023, our policy and advocacy priorities included the following:



Photo credit: Peter Woodall, Hidden City

THE ROUNDHOUSE

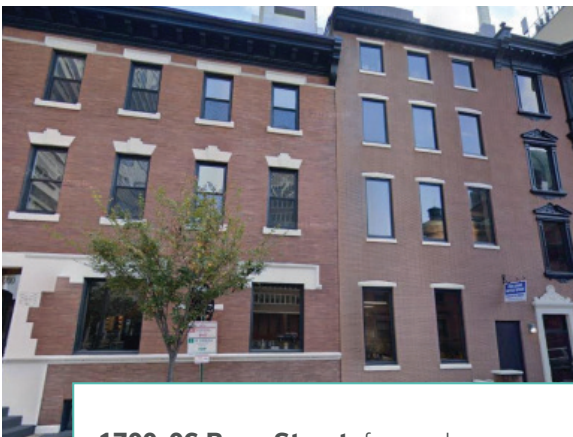
Published SaveTheRoundhouse.com with support from David Geddes and the DOCOMOMO-Philadelphia Chapter. The site is a gathering place for those interested in the Police Administration Building (aka the Roundhouse), its history, legacy, and efforts to redevelop and preserve this modernist landmark.

PENNSYLVANIA HISTORIC TAX CREDIT

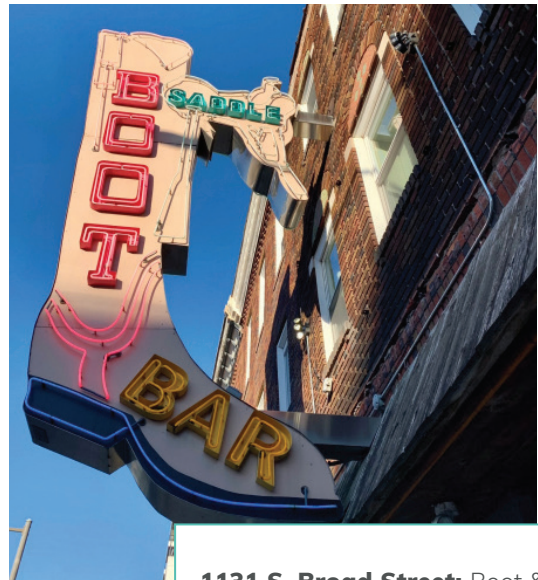
Worked with Preservation Pennsylvania to launch an advocacy campaign that calls for strengthening the Pennsylvania Historic Tax Credit. Kicked off the campaign with a panel discussion in West Chester in October that brought together national experts, state legislators, and local developers.

Organized a seminar on historic preservation and sustainability focusing on the Commercial Property-Assessed Clean Energy (C-PACE) program, a financing tool that allows commercial property owners to borrow money for energy efficiency, water conservation, renewable energy projects, indoor air quality and resiliency projects.

Successfully nominated several properties and one historic object to the Philadelphia Register of Historic Places:



1700-06 Race Street: former James McGinnis Company Building and Arthur Mallie Residence (1700-02) and the former Ellison Apartments (1706).



1131 S. Broad Street: Boot & Saddle neon sign, an excellent example of a "Neon Spectacular" created circa 1955.



5401-03 Vine Street: Home of Crystal Bird Fauset, the first Black female elected state legislator in the U.S.

Promoted preservation priorities throughout the primary and general election cycles by co-sponsoring the BUILD Philly Mayoral Forum, meeting with candidates for mayor and city council, and publishing “Preservation Prescriptions for a Prosperous Philadelphia” in AIA Philadelphia’s Context magazine.

Successful Nominations (continued)



4949-51 Walnut Street: Paul Robeson House. Co-nominated with the University City Historical Society and West Philadelphia Cultural Alliance.



1621 West Jefferson Street: Dr. Oscar James Cooper residence, founder of Omega Psi Phi.



764-72 South Broad Street: Prettyman Hall / Circle Mission, built 1896 as dwellings and offices, later a hotel and owned by Father Divine’s Peace Mission movement since 1940.

Preservation Partnerships

The Preservation Alliance partners with grassroots preservationists and budding organizations to support their efforts in preserving local landmarks, raising awareness of neighborhood histories, and promoting diverse narratives. 2023 saw an expansion in our partnerships with community organizations in support of our strategic initiative to increase neighborhood outreach.



FRIENDS OF THE TANNER HOUSE:

The Alliance serves as fiscal sponsor and advisor which helped the group raise \$360,000 in grants for stabilization, acquisition, and community engagement for the home of artist Henry Ossawa Tanner in Strawberry Mansion.

FRIENDS OF THE AIRY STREET PRISON

Friends of the Airy Street Prison to support the preservation of the former Montgomery County Prison in Norristown, designed in the 1850s by Philadelphia architect Napoleon LeBrun.



Photo Credit: Montgomery County / Airy Street Prison
(photo: Michael Bixler, Hidden City)



MARIAN ANDERSON MUSEUM

Serving as the preservation advisor on restoration work since a devastating flood in 2020.

PHILADELPHIA SOUND PRESERVATION FUND

The Alliance serves as fiscal sponsor for efforts to preserve and redevelop Sigma Sound Studios in Chinatown, where luminaries of American popular music recorded from the 1960s through the '80s.

LYNNEWOOD HALL PRESERVATION FOUNDATION

Serving as advisor to restore and reopen the 110,000 square foot mansion and 34 acres of green space in Elkins Park, vacant since the 1990s.



Photo credit: Peter Woodall, Hidden City

PHILADELPHIA FUND FOR BLACK SACRED PLACES

A three-year partnership with Partners for Sacred Places - in close collaboration with Black Clergy of Philadelphia and Philadelphia's Black faith community - to expand equitable access to quality public spaces in Philadelphia's neighborhoods and support the efforts of Black congregations to maintain and restore their properties, cultural centers, and neighborhood landmarks for future generations.

BYBERRY FRIENDS MEETING AND THE SOCIETY TO PRESERVE PHILADELPHIA'S AFRICAN AMERICAN ASSETS

Obtained \$10,000 through grants to help support research, community engagement, interpretation, and preservation planning.



(from left) Victoria Best, Hannah Wallace, Ferdinand Morrison, Mary Ellen McNish, Jack McCarthy, and Deborah Gary.
Photo credit: Kevin Riordan, Philadelphia Inquirer

PENN KNOX COMMUNITY ASSOCIATION

Penn Knox Community Association on a preservation strategy for a circa 1898 historic mansion in Germantown owned by the Pennsylvania School for the Deaf. Unfortunately, in October the Philadelphia Historical Commission voted to allow its demolition.

Special Events



PRESERVATION ACHIEVEMENT AWARDS

Hundreds of attendees join us every year for the annual Preservation Achievement Awards, presented to select individuals, organizations, and businesses for projects from throughout the region which exemplify outstanding achievement in the field of historic preservation. At our 30th annual awards event in 2023, over 600 attendees celebrated 32 Special Recognition and Grand Jury Award Winners with the support of over 97 sponsors.

GRAND JURY AWARD WINNERS

PROJECT	OWNER
2000 Spruce Street	City Living Philly
Academy of Music Balcony Restoration	Kimmel Cultural Campus
The Arsenal	Alliance HP
The Athenaeum	The Athenaeum of Philadelphia
Bryn Mawr Presbyterian Church	Bryn Mawr Presbyterian Church
Burk-Bergmann Boathouse	University of Pennsylvania
Chestnut Street Bridges	PennDOT District 6-0
Christ Church Tower	Christ Church
Curtis's Historic Home	Curtis Institute of Music
David Goddard Research Laboratories	University of Pennsylvania
Eastern State Penitentiary Perimeter Wall Studies	Eastern State Penitentiary Historic Site
HELP Philadelphia VI	HELP Development Corp.
Historical Society of Pennsylvania	Historical Society of PA
Iron Works at Pencoyd Landing	Penn Real Estate Group
Kelly Writers House	University of Pennsylvania
Longwood Gardens Orchid House	Longwood Gardens
Nix Federal Building	USGSA
Poth Brewery Lofts	MMPartners
The Quoin	Buccini/Pollin Group
Ralph J. Roberts Boys and Girls Club of Germantown	Boys and Girls Club of Philadelphia

SPECIAL RECOGNITION AWARD WINNERS

Theodore Nickles and Jack Abgott
James Biddle Award for lifetime achievement in historic preservation

Mary Werner DeNadai, FAIA
Rhoda and Permar Richards Award for service to the Preservation Alliance

Association for Public Art
Board of Directors Award for exceptional stewardship of historic properties

The Witherspoon
130 S Juniper St, Philadelphia
Economic Impact Award for preservation that benefits economic development

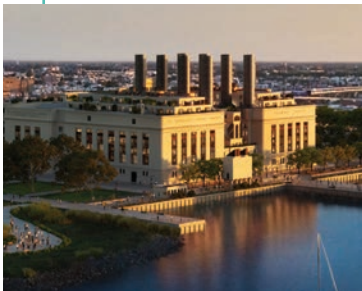
MARCH (Mid-Atlantic Regional Center for Humanities at Rutgers Camden)
Preservation Education Award for public advancement of preservation knowledge

Scott Doyle
David Kelso
Public Service Awards for Preservation in the Public Interest

Central Roxborough Civic Association
Powelton Village Civic Association
South of South Neighborhood Association
John Andrew Gallery Community Action Awards for Achievement by Community Organizations

Christopher Rogers
Young Friends of the Preservation Alliance in recognition of the latest generation of preservation achievement

Eastern State Penitentiary People's Choice Winner for the Most Consequential Preservation Project of the Past 50 Years



ARCHITECTURAL DINNER

The Preservation Alliance's annual Architectural Dinner is held at an architecturally significant location in the Philadelphia region. In 2023, the event took place at the recently redeveloped power plant formerly known as the Delaware Generating Station, now reborn as "The Battery." Tom Caramanico of Independence Historical Trust was honored as the recipient of the 2023 Mary Werner DeNadai Award, presented to a civic leader who has made a lasting impact in historic preservation.



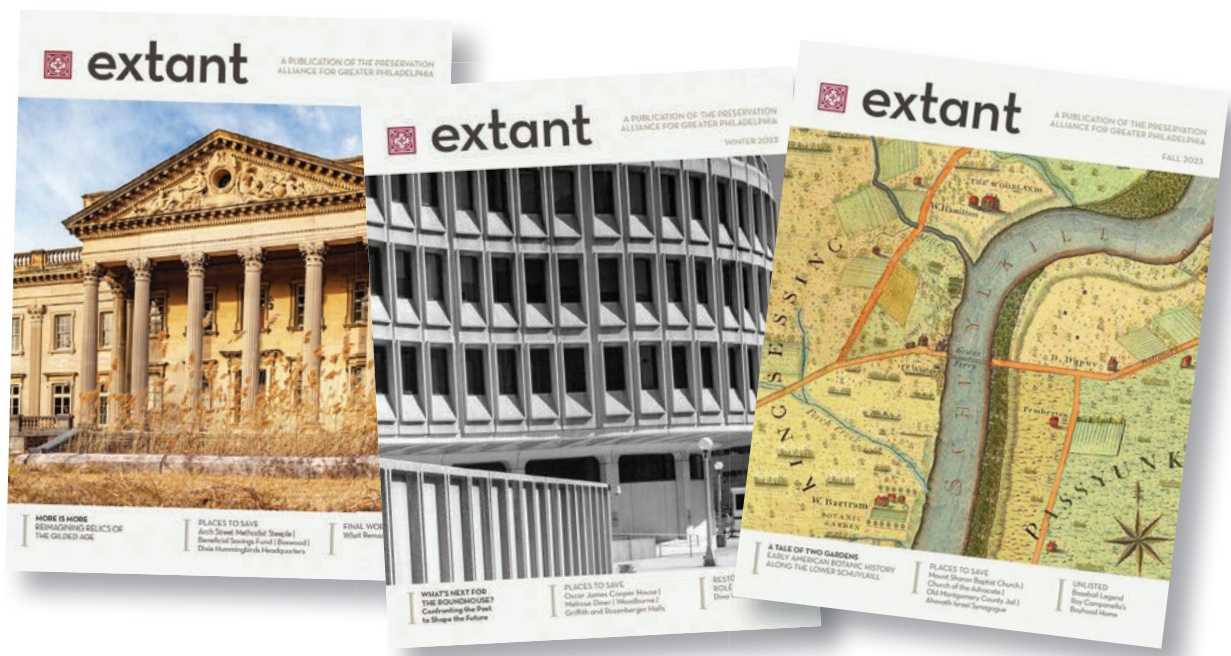
Easement Program



The Preservation Alliance monitors over 250 preservation easements on historic properties in Greater Philadelphia. In 2023, we added the former Aldine Theater at 1826 Chestnut Street (now a CVS) and the historic Ross Watson farmstead in Chester County to our growing portfolio. Easements are an effective tool to ensure the long term preservation of historic structures and sites.

Extant Magazine

The Preservation Alliance's Extant Magazine debuted in Winter 2015. Published three times a year in collaboration with Hidden City Philadelphia, the magazine is distributed free to members and supporters and is available on the Alliance website.



Public Programs

NEIGHBORHOOD WALKING TOURS

Our specialized, in-depth Neighborhood Walking Tours – led by experienced volunteer guides – are offered several times weekly from May through November with each tour focusing on a different part of Greater Philadelphia.

In 2023, our 28 volunteer tour guides led 75 public tours and 25 private tours for over 1200 attendees. New tours in 2023 included Tourison East Mount Airy; Central Bryn Mawr; Lansdowne; Powelton Village; University of Pennsylvania; North Philadelphia; and Frankford. Special tours included the Hassrick House in East Falls, downtown Camden, West Chester, Rose Valley, Third Mint of Philadelphia at Community College, and Mount Moriah Cemetery. A new collaboration tour was created with the Association for Public Art. New collaborations with FringeArts and Mural Arts will be featured in 2024.

SPRING & FALL SPEAKER SERIES

Our Spring and Fall Speaker Series include virtual lectures by local architects, professors, and historians that explore individual neighborhoods that make up Greater Philadelphia and its surrounding areas.

The 2023 Spring Speaker Series featured ten talks that highlighted the theme of the revitalization of historic places. Topics included presentations of Philadelphia’s historic streets, the Schuylkill Navigation Canal, Philadelphia’s public art, a variety of historic sites, and more.

The Fall Speaker Series profiled eight regional neighborhoods: Frankford, the Byberry African American Burial Ground, Rose Valley, Frankford, Haddonfield, Powelton Village, Baldwin Park, Lansdowne, and Germantown.

Society Hill Stroll





Explore your city on a neighborhood walking tour

with the Preservation Alliance for Greater Philadelphia

The Preservation Alliance's guided walking tours interpret the past, present, and future of the Philadelphia region as expressed through architecture, urban design, and social history.

Join us on one of more than 30 tours to learn more about this city. Tours offered most weekend days from May to November.

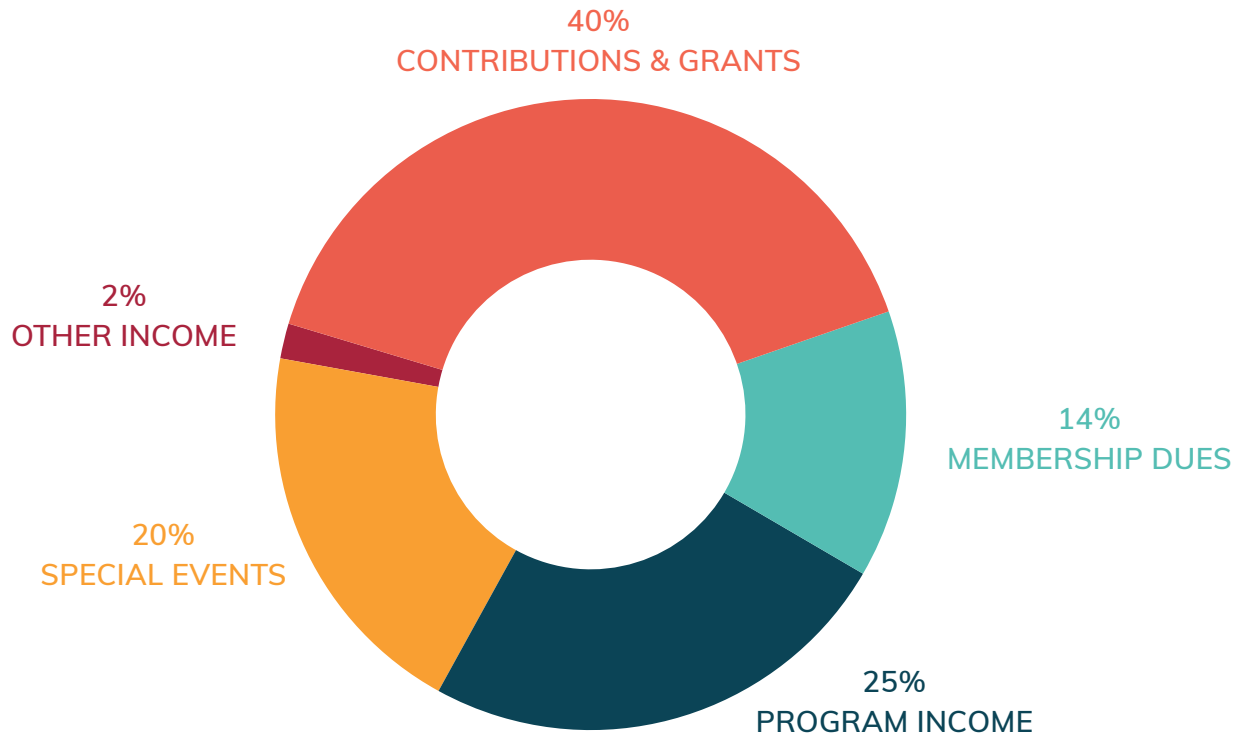
For tickets and schedules
preservationalliance.com/walking-tours



Financial Summary

The Preservation Alliance’s operating revenue totaled \$2.087 million for the fiscal year January 1, 2023 through December 31, 2023.

This information is based on unaudited, consolidated financial data. Audited financials will be posted to our website when available. preservationalliance.com/about-us/financials/



In 2023, the Preservation Alliance received a generous bequest from the estate of Julia Watson Kiessling, a portion of which will be used to help fund a Preservation Revolving Loan Fund to make home repair loans to historic house owners.

FIVE SQUARE SOCIETY MEMBERSHIP

Protect the future of the Greater Philadelphia region’s historic buildings, communities, and landscapes by including the Preservation Alliance for Greater Philadelphia in your estate plan or will.

Five Square Society members substantially support our efforts to protect, preserve, and revitalize the architectural and cultural resources of the Greater Philadelphia Region’s historic places for generations to come.

For more information about the Five Square Society, please contact Susan Matyas at susan@preservationalliance.com. If you have already included the Preservation Alliance for Greater Philadelphia in your estate plans, please let us know so that we may thank you.

FIVE SQUARE SOCIETY MEMBERS

Ann and David Brownlee
James H. and Pamela Hill
William and Lenore Millhollen
Dr. Steven J. Peitzman
Nancy Pontone
Lawrence A. Weintraub
Lisa Witomski

Members and Supporters

We are honored to recognize the generous individuals, businesses, and foundations whose support from January 1, 2023 through December 31, 2023 sustained our work throughout the year.

CORNERSTONE SOCIETY

\$10,000 +

Christopher Aker
Barbara B. and Theodore R. Aronson
Russell H. Harris
Oona O. Sperr
Lisa M. Witomski

\$4,000 - \$9,999

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