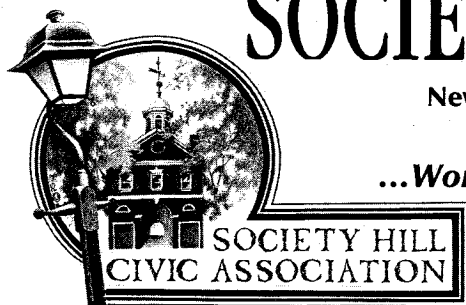


SOCIETY HILL REPORTER

Newsletter of the Society Hill Civic Association

January 10, 1998

...Working Together For a Better Place To Live



Attend Our January General Membership Meeting

Learn about the Planning Commission's New Vision for Historic Philadelphia



Society Hillers are in for a treat when our Civic Association conducts its first meeting of 1998. A very special slide presentation, given by Ernest Leonardo of the Philadelphia Planning Commission, will preview for us the Commission's grand plans and hopes for our greater historic area. Because our area of the city has incomparable potential for developing its assets — as both a residential urban neighborhood, as well as a visitor destination — it demands a comprehensive development plan beyond the year 2000.

Also on the agenda: We'll be brought up-to-date on the full range of programs and activities of the Preservation Alliance for Greater Philadelphia. President Don Meginley and Senior Vice President Patricia Aden will take questions from the floor. You'll want to know the Alliance's strategy on how to help Philadelphia's historic districts begin the process of city-certified protection, including the current status of Society Hill's nomination.

You won't want to miss this exciting meeting. Please jot the day and date down on your new calendar, and join us at our General Membership Meeting: Wednesday night, January 21st, at 8 pm — at Pennsylvania Hospital's auditorium, at the corner of

8th and Spruce Streets. We look forward to meeting and greeting new, old and familiar faces. Most especially we urge recent arrivals to join us.

The following is a preview of the Planning Commission's "Preliminary Historic Philadelphia Vision Plan," which suggests large scale and long-term urban design and development solutions for the problems and opportunities in our Historic District. The ideas included in the plan are intended to get us (property owners, city officials, neighbors!) to think about the proposed projects, which may take several years to develop, but which must begin now if they are ever to be achieved.

Ernie Leonardo's slide presentation will take us on a visual tour of the streets and walkways around Independence Park to consider how the park could be more success-

fully linked to its neighboring communities, such as Society Hill and Old City. The plan as presented is an ambitious and somewhat radical collection of ideas, a vision of "possibilities for the future" that suggests specific ways to tie streets, walkways and "subdistricts" (adjacent neighborhoods) together so that walking from one subdistrict, attraction or interesting site to another will be secure and perceived as a continuous, positive experience with a variety of design and development solutions that will preserve architecture, enhance green spaces, and create clusters of attractive shops and restaurants.

The plan has many other excellent proposals which would impact directly or indirectly on our immediate community — such as, to infuse new life in that "no-man's-land" of Franklin Square and the Benjamin Franklin Bridge Plaza; to improve the 2nd Street corridor north from

Arch Street south to NewMarket; and it proposes that a good use for the handsome, 19th century PSFS building at Washington Square would be either a museum or public library!



Interested in History?

Consider taking a trip on March 26-29 with the Landmarks Society that will focus on the mind of Thomas Jefferson. Call neighbor Jo Ann Buller, 625-8585, for the exciting details.

Mark Your Calendar

Wednesday, January 21

Board Meeting: 6:30 pm
General Membership Meeting: 8 pm

All Neighbors Urged To Attend!
Come Early for Refreshments: 7:30 pm

Agenda:

City Planning Commission
Slide Presentation
Plus

Preservation Alliance For
Greater Philadelphia

Graciously Hosted By
Pennsylvania Hospital
Auditorium: 8th & Spruce Streets

Wednesday, February 18

SHCA Board Meeting: 7:30 pm
Old Pine Community Center
Lombard & 4th Streets

**Don't forget to check out
our website at**

<http://www.wnwr.com/shca>

We've been getting about 50 hits per month on the page, which gives you *The Reporter* online and direct e-mail access to the SHCA. Lots of people have been sending us letters through the website (some are published in this issue) — keep them coming!

And while you're surfing the web, check out the 6th Police District online at

<http://www.libertynet.org/-ppd6th>

It's a great website with information on community services, maps and more.

UPDATES

South Street/Headhouse District (SSHD)

As you know, the communities of Society Hill, Queen Village and South Street Neighbors have lobbied for official representation on the Board of the District — a quasi-municipal authority — but the SSHD chose not to honor their multiple requests. It did, however, nominate Bernice Hamel, president of the Head House Conservancy to sit on its board for a one-year term. Bernice has also been asked to chair a new committee of the District: the Community Advisory Council.

According to the SSHD, this committee will become “a pro-active liaison with all the community associations adjacent to the District...so as to maintain the best possible communications link with them.”

Bernice is asking that this Community Advisory Council function as a coalition of the three civic neighborhoods, with at least one, possibly two, from each. You do not have to be a District Board member to be a participating member of this newly formed committee, which will be a direct link to the SSHD Board — in *both* directions.

Hopefully, this Council will be effective, and that, in turn, the District will be responsive to some of our most pressing community concerns. If you are interested in participating on this council, which will meet on a regular basis, please call Bernice at the Head House Conservancy number: 925-3285.

Continued on page 7

Fall Clean-Up 1997

Neighbors, Area Businesses, City Agencies Work Together

by Janet Cooke

This fall's Clean-up Day was a success, thanks to the participation of the Philadelphia Department of Streets, The Parking Authority, the Philadelphia Police, Philadelphia More Beautiful and many volunteers and neighbors. The picture of the overflowing dumpster shows what the city sweepers collected, and that doesn't even count what neighbors swept and gathered from their walks.



The following list includes all the businesses and institutions that have helped us accomplish Clean-up Day by contributing in-kind services and food donations for our workers' lunch. Please stop in to these establishments when you pass by and thank them. Better yet — give them some business and tell them how pleased we are to have them in our neighborhood.

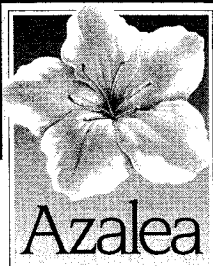
| | | |
|--------------------|-----------------------|------------------------|
| Bridget Foy's | Downey's | Pizzeria Uno |
| Chef's Market | Koffmeyer's Cookies | South Street Bagel |
| Citizen's Alliance | Montserrat | St. Peter's School |
| Dairy Queen | Pennsylvania Hospital | SuperFresh, 5th St. |
| Dickens Inn | PhilaDeli | Thomas Jefferson Univ. |



Finally, a big thank you to all the neighbors who were block captains and sweepers of their own sidewalks!

We have learned through our conversations with the Dept. of Streets of a plan to provide our streets with regular weekly cleaning— both sides. SHCA and Wash West representatives are working with the Sanitation Department to inform residents about the plan as it develops.

This is good news for Society Hill. Our streets will always be clean and we will be able to channel some of the Clean-Up Day energy into new pursuits! Any suggestions?



SUNDAY BRUNCH

Azalea

Relax and enjoy a spectacular Sunday Brunch at our award-winning Azalea Restaurant.

Begin with an assortment of international cheeses, select fresh fruit and berries. Our smoked

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LETTERS TO THE EDITOR

Dear Editors:

My thanks to Mel Buckman for confirming that the Headhouse/South Street District is still in existence. The filthy streets and sidewalks, particularly on the west side of Head House Square and most evident in front of Wawa and the numerous vacant storefronts, led me to believe that the Headhouse District "experiment" had failed and ceased to exist. If the Headhouse District Board cannot hire sufficient personnel to keep the area clean, then Board members should meet with merchants and other stakeholders to develop explicit standards of cleanliness that must be adhered to by all property owners. Overflowing trash cans, spills (and worse!), litter on sidewalks and curbs are intolerable in a city that is promoting tourism and in a neighborhood that is proud of its past and its present.

At the conclusion of the successful efforts led by the Head House Conservancy to raise funds and restore the Shambles and Head House, an "open house" was held to display the beauty of the rooms and the bell and clock tower. The restoration was very impressive. That space was given to the Headhouse/South Street district to use as its offices — a goodwill gesture borne of hope for the renewal of the Headhouse/South Street area. The return on that investment of hope and support has been very disappointing.

— Linda Percival

Note: Please see Updates, page 2.



Received via cyberspace from Andrew Hohns, a student at Wharton who grew up in Center City and is now a resident of Elfreth's Alley:

To the Editors:

While reading through some of the news groups I subscribe to, I came across your update on various proposals in Society Hill. I have done significant research in the area of urban commercial renewal (particularly with an eye toward Philadelphia) and now feel compelled to offer my opinion on the various topics you wrote about, as well as offer some thoughts on more general issues.

Of foremost concern to me is the Hyatt proposal to build a 24-story hotel at Penn's Landing. By every rational account, this is a proposal that the residents of Philadelphia and Society Hill, in particular, should vigorously support. The economic benefit of the actual construction, the continuation of positioning Philadelphia as the prime city for a convention in 2000, and the lasting benefit of having another major hotel in our city is mind-boggling! Imagine the inestimable psychological benefit of having new skyscraper construction in Center City! None of the other hotels that are slated to open actually intends significant new building construction. If our goal is to wallow in the misery of stagnation, I strongly oppose Hyatt's entrance to our market. If, on the other hand, we support positive commercial growth and the elevation of Philadelphia's status as a world-class city, we are duty-bound to fight tooth-and-nail for the project to go forward.

What would serve as a better complement to this whole proposal than the introduction of an outdoor cafe at the Shambles? Having traveled extensively through some of the most exciting cities in Europe, I can assure you that a development like this is tantamount to the creation of a new and lively urban cultural center, brimming with excitement and vigor. The criticisms that are offered to this plan are not only short-sighted and misguided, but positively wrong. It is said that the cafe will

Continued on page 6

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The Society Hill Civic Association
P.O. Box 3, Philadelphia, PA 19105
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Next Deadline: February 15, 1998
Mail contributions to above address or
fax to (215) 925-0877 or e-mail to: hamelbt@aol.com

Committee Reports

Homeless Intervention

The Homeless Intervention Committee extends warm thanks to all our neighbors who donated gloves and winter hats to our first holiday glove drive. We have collected three bags of items that will be distributed at Hall Mercer to individuals who are in treatment for addiction and mental health problems.

A reminder: if you are concerned about a street person in Society Hill, call Cathy Rose at Hall Mercer (829-5217) who will dispatch a team to evaluate the situation. If there is a street person outside of our immediate neighborhood that you are concerned about, call Will O'Brien at Project H.O.M.E. (232-7272).

Many people have asked where meals are given to the homeless near Society Hill. Mercy Hospice at 334 South 13th Street provides meals for single women and women with children. Men may get meals at St. John's Hospice, 1221 Race Street, or at Old St. Joseph's, 4th and Walnut (with a picture I.D.).

Our committee is also following the progress of the Tunn Tavern clean up at Spruce and Dock Streets. We were told that the lot would be cleaned twice a month, making it a more attractive and safer place, and that the homeless would be discouraged from settling in there, as has been the case in the past.

Report Downplays Traffic Problems of Proposed Entertainment Center

Councilman Frank DiCicco hosted the fourth meeting of "nearby" community representatives on Wednesday, December 10, 1997.

The primary purpose of the meeting was to hear a detailed report on the impact that the proposed family entertainment center would have on traffic flow and parking on Columbus Boulevard and nearby streets. The comprehensive report was presented by Orth & Rogers, the traffic engineers for the Convention Center and other major projects.

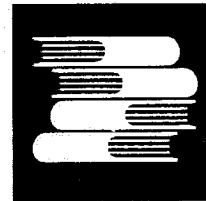
The report stated that traffic would increase, but not to a degree that would cause major problems for Society Hill. Parking planned at Penn's Landing and satellite parking (with shuttle buses) should be sufficient to accommodate the increased influx of cars.

Another meeting of community representatives is planned for early February. At that time, there will be further discussion on traffic and parking, plus a preliminary report on our city's planned financial aid to the project. We'll keep you informed!

Town Watch

Town Watch continues to keep an eye on our neighborhood during its bi-monthly walks. To get involved, meet under the Shambles at 2nd & Pine, rain or shine, on the following dates:

Wednesday, January 7, 7:30-8:30 PM
Monday, January 19, 7:30-8:30 PM
Sunday, February 8th, 7:30-8:30 PM
Saturday, February 21st, 7:30-9:00 PM
Monday, March 9th, 7:30-8:30 PM
Friday, March 27th, 7:30-9:00 PM



Library Coalition

The Library Coalition is actively seeking sites for a new Free Library of Philadelphia branch to serve East Philadelphia. Having a specific site will make it easier to establish actual costs involved in establishing the new branch. The Coalition is simultaneously working on gaining the political will necessary to turn a good idea into a reality that will service the neighborhoods east of Broad Street. As always, you can help by calling or writing your representatives to tell them we need a library. Here are some numbers:

Councilman Frank DiCicco: 686-3458
State Representative Curtis Thomas: 232-1210
State Representative Babette Josephs: 893-1515
State Representative Marie Lederer: 426-6604

911 Advisory Board

A new committee is being established to encourage community participation in educating citizens and to provide a vehicle for input into Police Department communications. A key motive for creating the 911 Advisory Board is to remind people that "911" is for emergency use only, and that it connects callers to the police, fire or medical services as needed.

At the present time, all non-emergency calls should be made to the District Police office (686-3060). In 1998, the City plans to install a "311" line that would receive all non-emergency calls. Please consider working for improved quality of life and safety for Society Hill residents: call Howard Lander at 922-2545 to join this committee.

Upcoming exhibition of new works by Philadelphia artist Burnell Yow!

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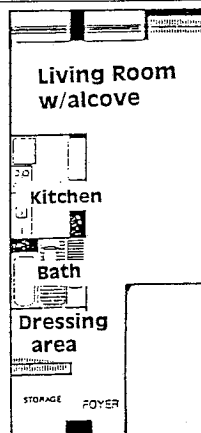
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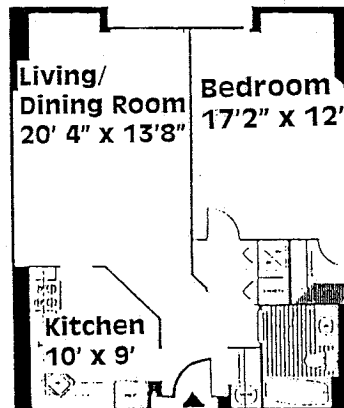
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Letters, Continued from page 3

congest Second Street. This is, indeed, true. But can anyone conjure a better vision of Second Street than a bustling strip full of culture and radiance, stretching north from Race Street in Old City to South Street? This is an opportunity to offer residents and visitors alike the ability to walk ten blocks through art galleries and chic restaurants, past the beautifully landscaped gardens of Society Hill Towers, past the Ritz cinema, through a wonderfully European-style, outdoor cafe and onto South Street, home of Philadelphia's alternative scene.

We cannot, with good conscience, oppose this plan. Does anyone really suppose that the sort of people that would dispose themselves to relax in an outdoor cafe would start a brawl? Have any of the plan's opponents looked at the vibrancy that surrounds Fourth and Chestnut Street at night (with the outdoor Xando seating) or Third and Chestnut (with the Society Hill Hotel)? We have the opportunity to create the feeling of amity and civic pride that is so apparent in Rome and the streets of Paris. Why stand here in opposition? The belief that the crowd on South Street would serve as a detriment to the cafe is also short-sighted and foolish. The introduction of a high-end outdoor cafe would, in fact, add a more upscale element to South Street. If our goal is the re-establishment of Philadelphia as an "International City," opposing the cafe is perhaps the single greatest error we could make.

What with these two new plans in the works, other developers have expressed interest in the neighborhood. Fresh Field's desire to open a South Street branch is nothing short of a godsend in the pursuit of developing the region. We clatter daily about the woes of South Street: the clientele is changing, the "wrong elements" are loitering, and then some people express opposition to a large-scale commercial development that would undoubtedly anchor the currently forlorn block between Ninth and Tenth on South! Where are our priorities? Haven't we any degree of consistency in our goals? The Italian Market will not suffer at the introduction of Fresh Fields; it has a different market-base. The Reading Terminal Market has been, in fact, buoyed by the recent opening of the Marriot and the Convention Center. Further, those who shop at the Terminal do so as a labor of love! They wouldn't think of changing. Lastly, it is true that the Chef's Market on South, below Third, would be directly affected by the opening of a Fresh Fields; but by expanding competition in the market, the only effect will be greater choice, delivered at better value. In short, area residents will be able to choose between more quality items, at a lower cost and with greater

convenience. Who should oppose this? Certainly not the civic-minded proprietors of any of these three markets!

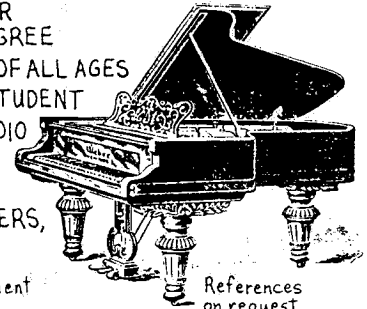
In conclusion, Philadelphia is poised to make the transition from an important

American city to becoming an ambassador of the world. A vote in favor for these plans is a vote in support of our great city. A vote against them is nothing less than urban suicide.

— Andrew Hohns

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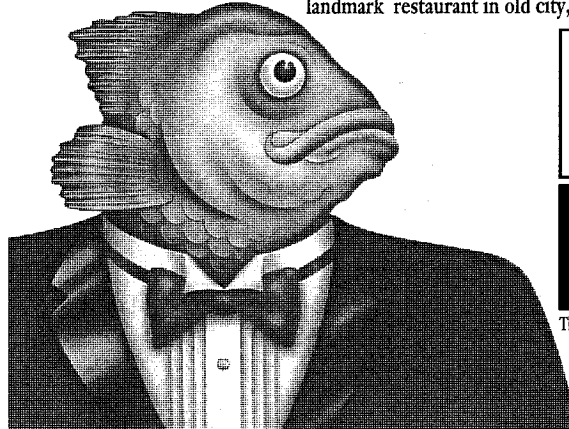
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UPDATES, from page 2

Fresh Fields

Most folks in our part of town are very enthusiastic about the coming of Fresh Fields to the 900 block of South Street. A minor dispute arose, however, between the landlord/developer and the current holder of the property's lease, Rite-Aid. This could have put the entire project in jeopardy. Jeffrey Lichtman, a director of Washington Square West Civic Association, wrote to Rite-Aid's CEO, Martin L. Grass, calling upon Rite-Aid "to do everything possible to remove this impediment to responsible community development."

We are very happy to report that Mr. Grass and Rite-Aid's General Counsel, Elliot S. Gerson, quickly and positively responded to Jeffrey's letter on behalf of the Fresh Field project, allowing it to proceed "without any impediments." Now Fresh Fields can move forward with its ambitious plans to replace essentially vacant structures and to build a new, high-end market with expanded space for the South Street Police Mini-Station.

Neighbors are hailing this fortunate conclusion to what could have been a threat to healthy development of the west section of the South Street corridor.

South Street will eventually boast two upscale markets catering to the gourmet clientele: Long-time good neighbor, Chef's Market, as an anchor on the east end, and Fresh Fields, another fine food market on the west end of the street. Plus, the new development project includes building a permanent home for the South Street Police Mini-Station.

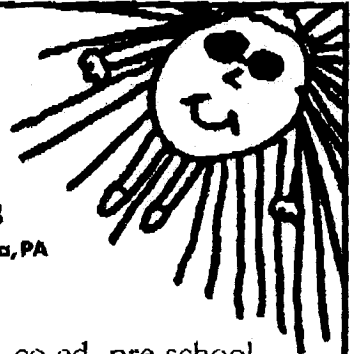
We hope and believe that the Fresh Fields market will provide a focus of positive development for the entire South Street strip. This is a win-win situation for everybody.

Society Hill Civic Association together with all adjoining community associations (South Street Neighbors, Queen Village Neighbors, Wash West) sends our compliments, thanks and "laurels" to Rite-Aid's enlightened civic leaders, Martin L. Grass and Elliot S. Gerson, for their willingness to remove an obstacle for the benefit of the community.

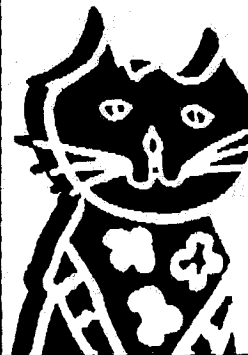
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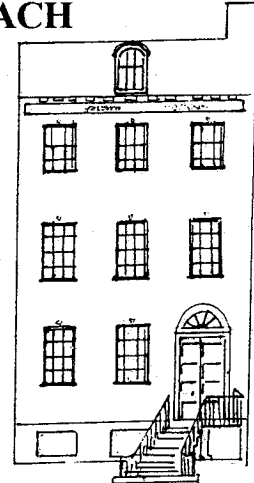
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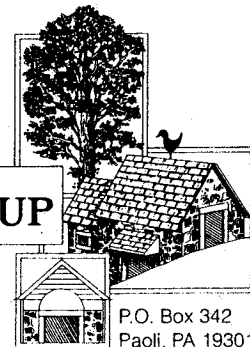
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PRESIDENT'S CORNER

by Mel Buckman

The Directors and Officers of your Civic Association send their very best wishes to all for a happy, healthy and prosperous 1998.

Perhaps my lenses are overly rosy, but I am most optimistic about 1998 and future years for Society Hill. There are many positive developments in prospect for the City, in our immediate area, and, indeed, in the Civic Association itself. For these we owe thanks to Mayor Rendell and his colleagues in City Council, particularly Councilmen DiCicco and Kenney and Council President Street, our representatives in the legislature, Senator Fumo, and Representatives Thomas, Joseph, and Lederer, and our many members. Here is what is happening and what we can expect.

In or near Society Hill, we look forward to a new Fresh Fields food store at 9th and South, the reopening of the Society Hill Club, continuation of our sidewalk cleaning program, and continued planting and renewal of street trees. As an adjunct to our sidewalk cleaning program and our semi-annual clean-up days, City workers have been cleaning the gutters and streets. An alternate parking program is in prospect very soon for weekly mechanized cleaning of both sides of our streets.

In this general area of town, we can look forward to the DeBartolo entertainment center on Penn's Landing at Market Street, a project which (mirabile dictu!) seems to appeal to most, if not all the neighborhood groups who meet under Mr. DiCicco's aegis to consider the project. Construction of the Hyatt Hotel at Penn's Landing is actually beginning. An active consortium of Old City, Wash West, Queen Village, South Street Neighbors and Society Hill is working to establish a branch of The Free Library east of Broad Street; and there are a number of hopeful straws in the wind for library facilities.

For the City overall, there are the new prospects for building ships at the Navy Yard, the big US Airways expansion at the airport, the fast ship freight service from Cherbourg to Philadelphia, and the growing tourist business that the new hotels will bring. There is the substantial effort to improve the quality of life in the city, started by Judge Seamus McCaffrey and his night court, being followed by a comprehensive quality-of-life ordinance introduced into City Council by Council President Street, with the enthusiastic support of Councilmen DiCicco and Kenney, among others.

In Center City, there is increasing cooperation between neighborhoods. Our semi-annual clean-up days are a standing example, but now there are others: the task force regarding the entertainment center, an inter-community effort in favor of the Fresh Fields store, the library consortium, and the Greek Weekend consortium (which aims to tame the historically wild fraternity event that overtakes our neighborhood every July). There is also a Police Department initiative, in which we participate along with other civic organizations throughout the City to improve 911 service and to educate the public on what 911 is and what it is not.

Finally there are good things stirring in the Civic Association itself. Our membership in 1997 reached 664, an all-time high, despite an increase in dues to support the sidewalk cleaning program. To date, 1998 memberships have been running far ahead of 1997, and many members are making extra contributions for sidewalk cleaning, trees and Town Watch. This is matched by an increasing number of residents participating in our work. A very good sign in this age of communities having to provide for themselves!

An optimistic prospect, indeed. If I have omitted any items that deserve mention, I am sorry. But it will only show that things are even better than I know.



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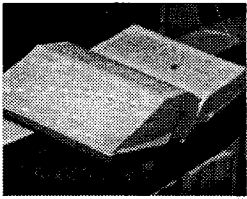
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Reflections on a Library

by Matt DeJulio



Establishing a library branch to serve our neighborhood is one of the SHCA's most important projects. An interested neighbor recently suggested

that we need a "hook" to entice political support for this initiative, and I think this is a good point. He suggested linking the branch to the creative arts; arts and entertainment are dear to the heart of Mayor Rendell because his wife Midge is totally committed to the Avenue of the Arts.

I agree with his basic contention that we need a hook. Opening branches is still a new, rare occurrence. It was only a few years ago that the City was closing branches.

But why not go for a hook that fits more naturally into the very fabric of our neighborhood? Why not push for a library with all of the regular values we hold dear for a local branch, but also a branch that features history and is complementary to whatever the new Constitution Center intends to do?

A special room on the history of Philadelphia during the period from 1763 to 1812 could provide an immense draw for serious tourists, whom we seem to be getting more of each day. Once you say "tourists," Ed Rendell's eyes light up.

A combination of books and computer terminal menu selections on obscure historical facts about the life and times of the period — the politics, arts and architecture, etc. — could be fascinating. Maybe one day a hotel would even want to be adjacent, behind the backdrop of a vintage 1810 de-Rappaportized York Row.

I am sure we could get donations from a number of residents of their treasured collections of historic Philadelphia titles. I personally have perused the stacks of architect Charlie Peterson, our illustrious good neighbor, and know he is looking for a permanent home for his priceless collection once he passes on. Perhaps we could entice him to donate the collection before he passes on in exchange for naming the room after him.

Several other neighbors, including myself, have outstanding collections of out-of-print books on Philadelphia's history. I do not know if any of us are quite yet ready to donate our collections, but if we had a core collection from Charlie, this could be the start of something significant.

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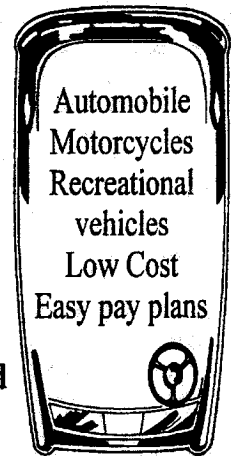
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Storm Windows on Historic Houses

by Nicholas Wyman

A major challenge in improving the energy efficiency of historic houses is in developing compatible ways of introducing modern materials within a historic context. This is especially true when it comes to those drafty old windows. Developments within the window industry have created a variety of window insulating products. This article will review the benefits and pitfalls of three storm window systems: exterior storms, interior storms, and films.

Exterior storms

Everyone's familiar with the traditional exterior storm window. They're mounted to the outside of the window frame, usually with screws. Early storm windows were constructed of unfinished aluminum which discolored and pitted over time. A common aesthetic issue with exterior storms is that they cover the historic window and therefore alter the appearance of the house's facade. The storm window's vast sheets of smooth glass reflect light differently, obscuring the character of the individually divided window lites. Today's windows are available in durable coated finishes which resist weathering.

The visual impact of exterior storm windows can be minimized by specifying a few custom details.

- Factory paint the storm window frame to match the color of the historic window frame. This will help the frame blend in with the window. Factory finishes are much more durable and consistently applied than brush painting on site.

- The meeting rail of the storm window is the point where the top and bottom sash meet. The rail should be at the same height of the historic window's meeting rail. This will keep everything lined up and in proportion to each other.

- The profile of the window's frame should be as narrow as possible without sacrificing structural durability.

One practical benefit to exterior storm windows is that warm air from inside the house condenses on the cold surface of the storm sash rather than on the historic sash. This helps preserve the historic sash. Weep holes in the frame of the storm window may be necessary to prevent moisture from building up between the two windows. Properly maintained and painted wood sash will last lifetimes however, so in most residential applications, this isn't really an issue.

Interior storms

Interior storm windows mount to the inside of the window frame. They're typically panels of glass or acrylic with aluminum, wood or vinyl frames. Several mounting methods are used, depending on the manufacturer. Some are magnetically attached by applying a magnetic tape around the window frame. The metal frame of the storm window is attracted to the tape and can be pulled away for cleaning. Other storm windows attach through friction. In this design, the storm window frame has a weather-stripped outer channel which is held tight around the inside face of the historic frame to keep it in place. This is great for historic windows that are out of square because the channel adjusts to the angle of the window frame. Other types of interior storm windows are held in place by screws and clips.

Interior storms can be purchased as hung units which slide up and down a track, or they can be single sheets of fixed glass or acrylic. Certain models contain a special UV filtering coating which protects furnishings

from the harmful rays of the sun. If the room is air-conditioned, an interior storm may also reduce your summer cooling costs.

One consideration for interior storms is the size of the panel. Is it manageable to lift into place or remove for cleaning by one person? Larger windows may require two panels. The top panel is supported by a horizontal rail at the midpoint of the window height. This rail should align with the meeting rails of the window sash.

The thickness of the storm window frame should not project beyond the existing window frame. You shouldn't be able to see it from outside the house. Thick frames often create a shadow effect on the window glass.

Some hidden benefits to interior storm windows are the reduction of dust infiltration and reduced urban noise. From the outside, interior storm windows are virtually invisible, which makes them a favorite of historic boards and commissions. Inside, drapes or curtains will hide the vinyl frame.

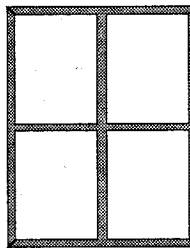
Window films

Window films are sheets of clear plastic wrap that are attached to the inside of the window frame with double-stick tape. Some films are installed

loose and then shrunk, with a hair dryer, rendering them wrinkle-free and invisible. They are very effective in stopping air infiltration and are an economical alternative to storm windows. In the spring carefully peel the tape off and toss the wrap in the trash. The pitfalls are that the wrap cannot survive attacks by family pets and sharp objects. The double-stick tape tends to lift paint when it is peeled away (the 3M brand seems to minimize this) which can be a nuisance.

The most common storm window options available have been surveyed for the purpose of this article. Each application is unique however, so homeowners contemplating installing storm windows should conduct further research to determine what is best for them. Some resources, all of whom offer free literature, are...

- Allied Window, Inc., 2724 W. McMicken Ave., Cincinnati, OH 45214, 800-445-5411
- Alternative Window Co., 15 Herman Dr., Simsbury, CT 06070, 800-743-6207
- Keep in Touch/Villager Storm Window, 30 Lafayette Sq., Ste. 118, Vernon, CT 06066, 800-569-9075
- Magnetite Corporation, 8356 Tom Dr., Baton Rouge, LA 70815, 800-624-8483



Nicholas Wyman is a Preservation Architect at Independence National Historical Park. He is also a new member of SHCA's Historical Preservation Committee. He has been asked by Society Hill neighbor and retired Preservation Architect at Independence Park, Penny Batcheler, to write a series of articles for *The Reporter* that will be of interest to owners of historic houses.

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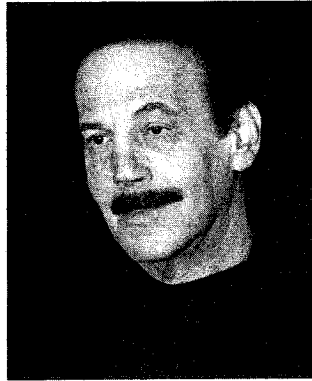
NOTEWORTHY NEIGHBORS

Dr. Marshall Goldberg

by David Woods

Sherlock Holmes's creator, Sir Arthur Conan Doyle, was a physician; so was Somerset Maugham; and so is Michael Crichton.

What is it that equips medical doctors to become novelists, and especially writers of crime and detection? Maugham said it was a training in observation.



Dr. Marshall Goldberg, a professor of medicine at Jefferson Medical College and author of 10 crime novels and several episodes of the TV series, *Dr. Kildare*, agrees.

But it's more than that, he says. "My grand passion is teaching ... not just students, but the world; to possess a fact, you have to use it or teach it."

You also have to learn it, though, and Goldberg started early — interspersing courses in creative

writing with his studies at Tufts Medical School in the 1950s. And a wide-ranging and fanciful imagination doesn't hurt, either. While still a student, he wrote a hard-boiled, Mickey Spillane-type thriller set in San Francisco, a city he'd never set eyes on, and featuring prostitutes, something else he had never encountered. Noting that a dash of chutzpah also comes in helpful to a budding author, Goldberg took the manuscript to a top New York publisher who passed it along to an agent ... who got it published. "New Yorkers are the easiest people to bluff," he says, "because they don't expect it."

Write about what you know. That's the conventional advice given to would-be authors. Dr. Goldberg mined his medical school experience for his book, *The Anatomy Lesson*, and all of his subsequent works have had medical themes.

How does he fit a career in medicine with that of a writer? With difficulty, he says. Every sentence has to be original; you have to do the thinking for all your characters; and you have to know something about writing. You also have to be something of a perfectionist. Goldberg spends upwards of eight hours on each page of a manuscript, first writing it out longhand in pencil on yellow legal pads.

His most creative times, he says, are in the early mornings and during the ten-minute walk from his apartment in Independence Place to Jefferson. Most of the ideas stem from a "What if?" question. What if a student dissecting a cadaver finds evidence that the deceased was murdered?

All authors develop their own style, but Goldberg's particular literary heroes are C.P. Snow, and F. Scott Fitzgerald, who, he says "never wrote a bad sentence." But he doesn't read fiction while he has a work in progress, limiting his reading to *Time*, *Newsweek* and the *New York Times*.

A self-confessed workaholic, Goldberg spends his non-writing time playing handball, traveling, and also ballroom dancing with his wife Barbara Young, who recently became acting chairman of the Department of General Studies in the School of Allied Health at Jefferson. They came to Philadelphia ten years ago from Michigan, and Goldberg says he wouldn't leave the city even for a top professorship at Harvard. "Society Hill is so seductive," he adds.



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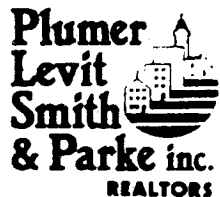
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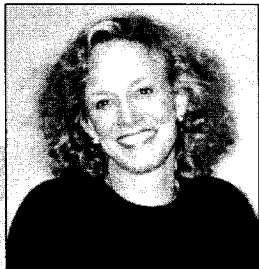
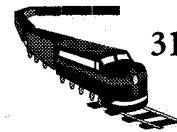
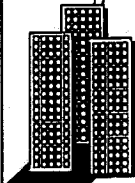
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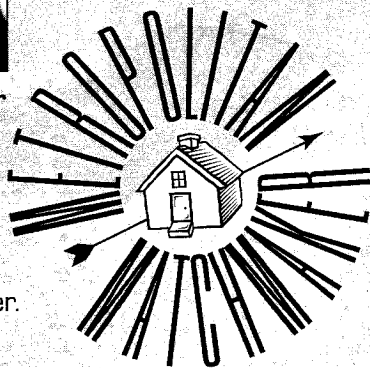


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