



Society Hill REPORTER

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July 2001

Newsletter of The Society Hill Civic Association

Election for Civic Association Officers, Board Complete Malcolm Lazin Wins the Presidency

SHCA's 2001 annual election for Board of Directors and officers, held on May 16th, was a historic meeting. Although only about one-fourth of SHCA's total eligible membership actually attended, most seats in the beautiful chapel of the Society Hill Synagogue were occupied. The electricity in the air was tangible proof that Society Hill residents care a great deal about their community and recognize that Civic Association officers, directors and active committee members represent their interests as they continually address an ever-changing list of local challenges and issues.

Now for the results of this election:

With only one vote per membership permitted and proxy or absentee voting not allowed for any candidate—whether officer or director—incumbent President Malcolm Lazin was reelected for a second one-year term. His opponent Elizabeth Armour received 30% of the votes, while 70% of the votes were cast for Malcolm. The democratic process of assuring and counting only one written ballot for each membership was somewhat cumbersome (and never before undertaken by SHCA), but the results confirmed that neighbors value Malcolm's leadership and expect him to complete many of his initiatives and programs.

In another decisive result, all five candidates for Vice President were elected: Jim Moss was reelected for a second one-year term, while Bernice Hamel, William Hawkins, Martha Levine, and Liza Seltzer were elected for initial one-year terms. The "manpower" of these five different individuals, each a leader in his or her own way, has been endorsed by the impressive number of votes cast for each. It is expected that they will spread amongst themselves the Association's increasing workload and continue to provide leadership in their respective areas of expertise.

In addition, we're pleased to report that Diane Molas was reelected as SHCA's Recording Secretary for another one-year term, following her first term, and that Frank Hoban was reelected as Treasurer for a one-year term, following his recent interim appointment upon Richard Bost's resignation.

Newly elected Quadrant Directors are:

Representing the Northeast: Colleen Farrell;

Representing the Southwest: Gene Gualtieri and Michele Plachter;

Representing the Northwest: Morry Chomitz and Perry Whyte

Representing the Southeast: Amy Foran

See the back page for a list of the Association's Officers and Directors, including those recently elected and those serving terms not expired.

Over the years and at any given time there have been SHCA officers, directors, committee chairs, and members who have "agreed to disagree" because they are devoted to our neighborhood and know that the Association is the appropriate forum to "fight the good fight" on fronts wherever and whenever needed. Although some divisive statements were expressed during the campaign prior to this precedent-setting election, all participants and most members now fully recognize the need to "move on" for the benefit of the entire community.

We are confident that our community will continue to thrive—in spite of ever-changing issues that must be continually addressed by those who care enough to contribute their time, energy and talents. We are pleased to report that several issues currently on the front line have been receiving fair and thorough hearings from our corps of devoted volunteers. We are proud

that the Association is fulfilling its traditional mission of addressing community concerns and conflicts in a professional and amicable manner.

Meanwhile, we hope you will continue your interest and concern by showing up at meetings whenever you are available. Remember: every month (except in August) the Board of Directors meets on the third Wednesday—and all members are invited to attend. Every other month (again, on the third Wednesday) we conduct SHCA's General Membership Meetings. We urge your continued interest and participation.

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Where Has All The Graffiti Gone?

By David Stevens

Thanks to growing membership, the Civic Association can now afford to tackle the next "clean" project—that of graffiti removal. As with the once-per-week sidewalk trash removal program, we have contracted with the Center City District to do the work. During the month of April they had a three-person team in our area every afternoon removing "tags" from poles, signs, and mail boxes. We trust you have noticed the difference.

The cost for this introductory sweep of the neighborhood was \$500. In the future the cost will be \$425 for a half day or \$800 for a full day. New tags have already started to appear. Our surveillance plan is to have one director from each quadrant record tags on a quadrant map and give the information to me at each Board meeting. When we reach a critical mass (yet to be determined) I will ask the Board to fund another sweep. The following SHCA Quadrant Directors have volunteered to take on this responsibility: Becky Stoloff (Southeast), Gene Gualtieri (Southwest), and Mark Valentine (Northwest). We are still looking for a Director to volunteer for the Northeast quadrant.

It is important to know that the Center City District team does NOT work on private property. For help with that problem, the homeowner should contact the City's Graffiti Abatement Team (GAT) at 215-685-9556 or Tim Conway at 215-685-5555.

It's worth repeating: Homeowners and businesses in our area, as well as elsewhere in the City, can obtain free power wash services from GAT to remove graffiti from their properties. Graffiti on brick, trees and sidewalks can be easily erased by power washing. In the past three years GAT has cleaned more than 100,000 properties. If you are interested in this free service, please call: 215-685-9556.

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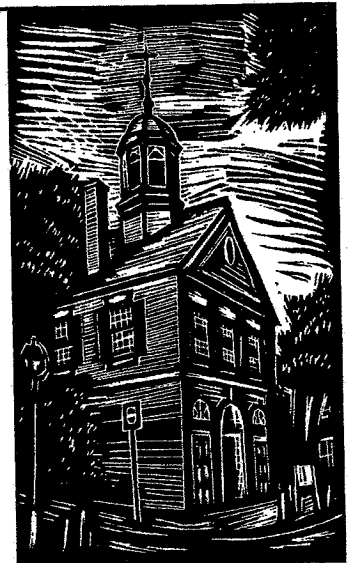
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President's Message



I appreciate the overwhelming support I received in the recent election. That support I believe reflects your appreciation for the efforts of those who have constructively served our Association over the past year.

Foglietta Plaza

As we commence a new fiscal year for the Association, I want to share with you the goals we hope to achieve. The last remaining major parcel in Society Hill is Foglietta Plaza, located contiguous to Society Hill Towers, Penn's Landing Condominium and Columbus Boulevard. The southwest corner of the block is the proposed Tun Tavern site. This full city block instead of being an asset has been a liability. Residents have complained about its deteriorated condition and the vagrancy it has encouraged.

The Fairmount Park Commission, without the Association's or Councilman DiCiccio's knowledge, approved a Korean War Memorial for the site. We have set up a meeting to review those plans. We want to maximize the advantage of this potentially important neighborhood asset and gateway to the waterfront. We recommend that a study by a professional land-planning firm be undertaken. The study would give the community various alternatives to consider. We hope to get this study funded principally with government funds.

Committee and Budget Matters

Our Zoning and Historic Preservation Committee is under the capable leadership of Mark Keener, AIA. The committee will be preparing letters to respond to specific inquiries made by residents. The letters will include informational literature. With this process, we will help inform residents about guidelines, and provide a useful road map on how to navigate through the city's bureaucracy.

We will approve a detailed budget. It will help us focus on how to best use our limited financial resources to serve community needs. Presently, we fund weekly sidewalk cleaning by the Center City District and have started a graffiti removal pilot program. We provide partial funding for residents who wish to plant trees. We are looking at the budget for *The Reporter* and whether there are ways to increase revenues.

Under the chairmanship of Jim Moss, Esq., we are reviewing our Bylaws. It has been years since they have been revised. We want to insure that the Bylaws reflect the process that the Association has historically been following and are consistent with the best interests of the Association.

Washington Square

The completion of improvements to Washington Square has moved forward at a glacial pace. When those improvements are completed, Washington Square will become part of Independence National Historical Park under the aegis of the National Park Service. We will try to facilitate that process and in the interim keep pressure on the City and the Fairmount Park Commission to keep Washington Square safe, landscaped and clean.

Matt DeJulio approved as Administrator

I am pleased to announce that we have approved a new Administrator. He is Society Hill and Independence Place resident, Matt DeJulio. There is a profile on Matt below. Matt will provide the professionalism that will better serve the Association and your needs. We welcome Matt and look forward to his service. I thank Liza Seltzer and the Search Committee for their efforts and recommendation.

You are always welcome to attend not only our bi-monthly general membership meetings, but also our monthly Board meetings. Your input is appreciated and volunteerism valued.

Best wishes for an enjoyable summer. Thanks for your support of our special neighborhood. —Malcolm Lazin

Matt DeJulio Named SHCA Administrator



The Society Hill Civic Association is pleased to announce that Mr. Matthew J. DeJulio has been selected as the Association's new administrator.

Many Reporter readers may know or recognize Matt from his many years as a Society Hill resident and his varied experience with SHCA. In addition to serving on the Board of Directors for several years, Matt's contributions to the Association include serving as Chair of the Membership Committee, publishing the 1994 Chilton Historic Guide to Society Hill, and providing free to SHCA members those ubiquitous "window panes" that describe the provenance of historic homes throughout the neighborhood.

In his professional life, Matt is an independent consultant to the publishing industry with more than 25 years experience in marketing. He has two degrees in communications, and will further distinguish himself by being the first Phi Beta Kappa administrator the SHCA has had the pleasure to work with. This background will be enormously helpful to the Association as we aim to expand membership in the months ahead, especially among local businesses.

In his new position, Matt will be responsible for the smooth operation of our Association. In addition to being the first point of contact for either SHCA members or new Society Hill residents who have questions and concerns, Matt will also help facilitate the work of SHCA's many committees and ongoing projects. He will play a major role in our membership drives, as well as in handling many of the financial and logistical aspects of running our community organization in an efficient and friendly manner.

Reminders About Trash Collection

Corner Litter Receptacles: City litter baskets are for pedestrian use only. If household trash is placed in these litter receptacles, the City will remove them (many have already been removed due to neighborhood abuse).

Trash Pickup Day, Times & Limits: Put out your trash with separate recyclables only on Society Hill's collection day—Monday after 4 PM (Tuesday when Monday is a legal holiday). You may set out up to four containers (75-pound limit each) or up to ten 30 x 37-inch plastic bags. Do not overload any individual plastic bag with very heavy trash, or it won't be picked up. Note: Cardboard boxes may never be used as containers for trash.

Loose Recyclables: Securely tie together newspapers, broken down cardboard boxes, wood scraps, and other loose items into bundles—no more than 4 ft. long and 2 ft. thick. Do not place newspapers, magazines, catalogs, etc. in blue plastic recycle containers. Rather, insert them into paper bags or tape or tie them together.

Blue Recycle Containers: Place the following rinsed-out items in blue recycle containers: glass jars, bottles, metal food, beverage and aerosol cans (include removed metal and glass lids). Do not put paint cans in these recycle containers. They should be air-dried and put out curbside with their lids removed. Did somebody "borrow" your blue recycle container? These containers are available at 7th and Pattison Streets. Note: The City does not recycle plastic.

Bulk Trash: Call 215-686-5560 if you have bulky items that need to be removed from the curbside. Do not expect the City to pick up large or bulky items left by contractors when undergoing household improvements or renovations.

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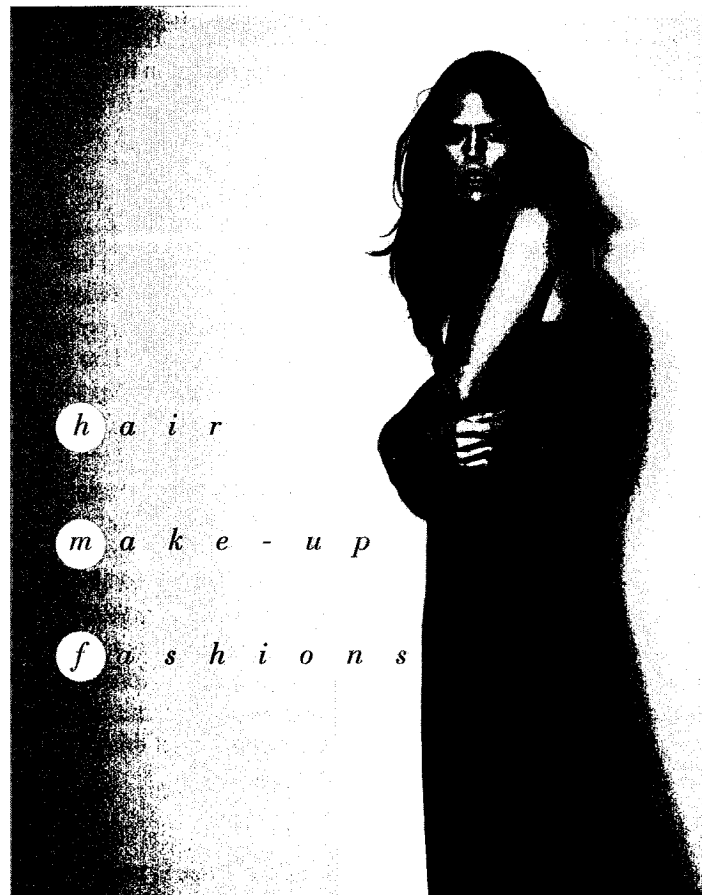
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The NID Is Dead—So Bury It!

In 1999 a Pennsylvania state law was enacted that made it possible for any residential community to create a "Neighborhood Improvement District" (a district similar to business districts such as the Center City District) to provide supplementary sanitation and safety services within its borders. In 2000, under the leadership of SHCA's Past President Norman Tissian, the Board of Directors convened a committee from all Society Hill quadrants to study the feasibility of a Society Hill NID.

A decision to explore this concept was put directly into the hands of residents through what was planned to be a process of three community-wide public meetings. In addition, the November 2000 edition of this newsletter offered a comprehensive description of the nature of a Neighborhood Improvement District, including its potential pluses and minuses (such as, possible ways it would benefit the community with cleaner and safer streets versus the additional assessment for each property within its boundaries).

The first (and only!) exploratory meeting was held on November 8th. While many residents expressed interest in learning how additional police and street-cleaning services could

*It's over and done with ... so let's put the
NID to rest once and for all, and deal
with the other impending issues and
challenges facing our community.*

benefit Society Hill, others were solidly opposed to the very idea of an Improvement District, based on the fact that a small assessment of each property would be required to cover the cost of these additional services. Those in opposition to the notion of a local NID came out in great numbers to the November meeting. They were very vocal in their opposition—so much so, that in December the Board of Directors decided that rather than risk a division in our community, it would stop the exploratory process. Members of the Board voted overwhelmingly to nip the NID in the bud. The issue was then officially closed.

Yet in recent months the echo of a NID was heard again and again, as though it were an imminent "threat." The issue was, in fact, buried at the Board meeting of December 2000, and was never raised again. Ironically, some residents have since expressed their opinions in letters and phone calls, saying that the unexpected and untimely termination of two additional NID exploratory sessions left them feeling frustrated because a NID study could have been a worthwhile and democratic endeavor for our community.

But it's over and done with. Unless and until there is a dramatic change of heart by the vocal opposition, there will be no study and no Society Hill Neighborhood Improvement District. So let's put the NID to rest once and for all, and deal with the other impending issues and challenges facing our community.

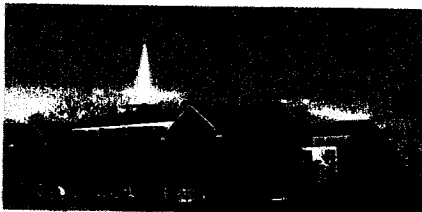
The Farmers Are Here!

Our two open-air neighborhood farmers' markets are open at last. If you want to find the freshest and most wonderful fruits, vegetables, cookies, cake, pies, potted annual and perennial plants, and even trout caught and dressed only a few hours before being sold, you won't have to go any farther than these two special places.

Now in its sixth season, the farmers' market at the corner of South and Passyunk, just east of 5th Street, is offering delectable comestibles from 2 to 7 PM every Tuesday afternoon. And on Saturday mornings, the Second Street farmers' market, now in its second season, will be open from 11 AM to 2 PM, selling a variety of mouth-watering freshly grown foods.

Society Hill residents are thrilled to be able to purchase these organically grown strawberries, leeks, carrots, beets, etc. You name 'em, they've picked 'em early that morning. Sold to you by local farmers who grew 'em. Visit these wonderful local resources—to eat well and feel good.

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Ongoing Saga of Zoning Bill 629: Now On Hold

Most communities, civic-minded organizations and activist groups, such as the Foundation for Architecture, the Preservation Alliance for Greater Philadelphia, the Friends of Philadelphia Parks and almost every neighborhood in the city (including, of course, Society Hill) were represented at City Council on June 14 to oppose Bill 629.

Known as the "anti-taxpayer" zoning bill, this flawed proposal is sponsored by Councilmen Frank DiCicco, Jim Kenney and Joan Krajewski, and is supported by several others, who in most other circumstances advocate for city residents, not against them. This bill is an uncharacteristic exception to the sponsors' previous good works, disappointing and puzzling many, because it goes against their usual exemplary record on behalf of neighborhood betterment and civic association principles.

The almost universal opposition to Bill 629 has been written about extensively in local newspapers, including several Inquirer editorials. For example, Tom Ferrick's column of June 13th argues that this is a "bill that bullies" because it supports billboard companies who want to prevent taxpaying citizens from appealing zoning decisions.

The current zoning law provides that "any taxpayer" formally opposed to a Zoning Board decision can appeal that decision in Common Pleas Court. Bill 629 eliminates the existing

The irony of Bill 629, even in its current "amended" form, is that it is so poorly conceived and written that it would silence not only citizens, but elected officials as well. That is, unless these officials happen to live next to a disputed project, they could not dispute it. Ferrick asks: "How could the sponsors of Bill 629 advance a bill that could end up denying them legal standing to contest a zoning decision?" Then he answers it with one declarative statement: "Never underestimate the power of stupidity."

So where is the bill now? On June 7th, City Council was filled in every nook and cranny with opponents carrying signs that urged Council to vote no on Bill 629. Councilman DiCicco read from a prepared statement, saying that although he had enough votes to pass the bill it would be postponed until Council reconvenes in September. This was a great relief to all who worked so hard to stop the bill, although DiCicco vowed to renew his effort to push its passage in the fall.

Opponents on the other hand, will continue efforts to stop Bill 629. The Society Hill Civic Association—in solidarity with many organizations, individuals and even ad hoc, unaffiliated neighborhoods—will continue voicing opposition to the bill because it compromises debate in matters of city development.

Philadelphia is a city of many distinct neighborhoods, but we are not a divided city. What happens in one neighborhood affects others. For more information about Bill 629, check out the web site: www.devbob.com.



Former SHCA President Norman Tissian, who serves on the Board of Directors of the South Street Headhouse District, displays a sign: "South Street Headhouse District Says No to Bill 629."

language and states that only "aggrieved taxpayers" or groups "in the vicinity of the property of a disputed project" have legal standing to appeal. It places crucial zoning issues in the control of the Zoning Board, whose members are not elected officials but rather political appointees.

According to Ferrick, "Over the years, companies have made deals to erect new billboards in places and ways that violate the city's 1991 billboard ordinance, which basically froze the number of billboards at about 4,000 citywide." The Society Created to Reduce Urban Blight (SCRUB) challenged those deals in court and won. Ferrick has asked that if billboard companies want additional billboards, wouldn't it make more sense to modify the existing law rather than create a new one such as 629 with "its broad assault on citizen rights to due process under the law?"

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Zoning & Historic Preservation (ZAP) Committee Report

SHCA's Zoning & Preservation Committee may be one of the most active groups within the civic association with its ever-changing but almost always full agenda. We are, therefore, quite pleased to have acquired new team members who can represent our community at hearings before the Historical Commission and Zoning Board.

As usual, the ZAP Committee has been vigilant in its efforts throughout the neighborhood, and is currently monitoring properties that propose changes that would affect facades, such as additions, demolitions, roof decks, etc.

The Committee is assembling a "Neighbor Information Package" that will offer guidelines about historic design principles to explain in plain language what is entailed in the city's zoning designations and permitting processes.

It is also writing a "Zoning & Preservation Position Paper" that deals with a variety of design issues that include, for example: curb cuts, back garden facades, open space, overbuilds, and high rise vistas.

Please contact Mark Keener, ZAP's chairman who will put you in direct touch with a committee member who can best respond to your specific zoning or preservation inquiry. His phone number is 215-751-1133 and his e-mail address is: urbdesign@aol.com.

Tun Tavern Update:

The most controversial site on ZAP's agenda is the Tun Tavern, which has been a source of frustration for many years and through several mayoral administrations.

This vacant property at 2nd Street is located just west of

Columbus Blvd. and across the street from homes in the Penn's Landing Square Condominium complex. The Tun Tavern Historical Society proposes to develop the site as a "living history museum and tavern," since the United States Marine Corps was founded there. However, the property is leased to a competing organization, the Tun Tavern Trust, which for countless years has failed to maintain it resulting in probably the most distressed parcel of land in all of Society Hill that often serves as an illegal shelter for the homeless.

The Chairman of the Tun Tavern Historical Society, Master Sergeant Anthony DeFonzo, presented his plans for the site at the ZAP Committee's June 18th meeting.

He described his ambition to create an eating establishment serving alcohol, that is a "living history museum" that would include a Marine recruitment center. However, he failed to offer drawings, a business plan, or a strategy to address neighborhood concerns.

Committee members were joined by Beverly Sherman, administrative manager of the Society Hill Towers, and Irwin Saft, president of the Penn's Landing Condominium Association. All present voiced opposition to this proposed establishment, and received support from SHCA's Board on June 20th.

Letters to that effect were sent to both Sergeant DeFonzo and Councilman Frank DiCicco, stating that "it would be irresponsible for the Society Hill Civic Association or the City to support commercial intrusion onto a site that now must certainly be dedicated to a transitional civic use, a defining 'threshold' to an urban residential neighborhood.

Open House Tours Raises \$8,000 For Society Hill

Did you know that the Society Hill Open House and Garden Tours, held each May and June, directly benefits the Society Hill Civic Association?

Every spring, the Friends of Independence National Historical Park sponsors Philadelphia Open House, a house and garden tour program throughout the metropolitan region that offers more than 30 different tours. Each participating community receives about two-thirds of the net proceeds and the remaining proceeds contribute to the Friends' nonprofit organization, ultimately benefiting Independence Park.

This season, the tours held in Society Hill attracted well over 500 attendees. As a result of the popularity of these two tours, the Society Hill Civic Association will receive \$8,298.00 to be used for neighborhood improvement projects, such as graffiti removal.

For the past few years, these tours have generated more

income for SHCA than any other single source. With a completely different selection of beautiful homes and lovely gardens isn't attending these annual tours a great way to support our community? And offering your home as a tour destination is a particularly wonderful way to participate in this local good cause.

At this time, we would like to thank our neighbors who graciously opened their homes and gardens to the public this season. (There were eight houses and twelve gardens on tour, each a delight to visit.) We also thank all who volunteered as "hosts" at these sites, many of whom have faithfully participated over the years and others who were enthusiastic newcomers helped make this tour program a great success.

Hope to see you at the 2002 Society Hill Open House & Garden Tours!

*Martha Levine and Linda Skale, Co-coordinators
Society Hill Tours, Philadelphia Open House*

Jon and Karen Sirlin



The Abercrombie House, named for a British mariner who built it in 1758 and died at sea a year later, has had a fascinating and chequered history. In the early 1800s it served as a warehouse and went into further decline before being transformed in the 1960s into the world-renowned Perelman toy museum, which closed its doors in 1987. The house then briefly became home to a group of orthopedic surgeons, and remained empty for some years before being bought by

Jon and Karen Sirlin in 1997.

And what a spectacle they have turned it into.

In the spacious-for-a Center-City garden at the rear of the house, with its rectangular pond and tailored foliage, the Sirlins talk enthusiastically about their two-year enterprise that was nothing short of a phoenix-like resurrection of this mansion that has now, once again, become a Society Hill landmark. History buffs both, Jon is managing partner of a Philadelphia law firm and Karen, a former teacher of history, is the firm's office manager.

Outside, the imposing 8,000 square foot building at 2nd and Spruce is a handsome Georgian structure; inside, it is a happy fusion of the traditional and the ultra modern. On the first floor, for instance, an elegant dining room with ornate chandelier and walls draped with Fragonard tapestries abuts a spacious elevator.

On the second floor, an equally formal drawing room with Canaletto-style paintings, chinoiserie wallpaper and French second empire furnishings, contains a marble fireplace that is gas fired.

The adjoining room, by total contrast, is a space-age entertainment center with a state of the art sound system that can pipe music into the farthest reaches of the house, and a huge eight by five foot screen that serves chiefly to indulge Jon's enthusiasm for old movies.

On the same floor is a library with leather chairs and a methodically arranged floor-to-ceiling book collection whose rigorous arrangement would no doubt have appealed to the ship-shape instincts of Abercrombie himself. Karen Sirlin admits to being a stickler for order, and this is reflected in the meticulous way in which the house's furniture and fittings are kept and displayed.

The highlight, however, and the Sirlins' most significant accomplishment in making this landmark building a historical treasure, is a superb collection of Civil War paintings, weaponry and other artifacts that occupies most of the basement.

In fact, when not rattling around as the sole occupants of this huge home, the couple are active in Civil War history groups, and especially in trying to save the Civil War Museum at 18th and Pine. They are also enthusiastic filmgoers, travelers, and strong supporters of local sports teams.

Most of all – and their house is testament to this – Jon and Karen Sirlin are giving life to American history – and fueling our awareness and appreciation of it.

— David Woods

What's New at The Independence Library

18 S. 7th Street in the Balch Institute

HOURS
 Mon.-Wed. 12-8 pm
 Tues. & Fri. 10-5 pm
 Thurs. 1-5 pm
 Sat. 10-5 pm
 Closed on Sunday

Stop by your new library branch to load up on summer reading or to attend one of the many programs offered, including these:

Wednesday, July 11, 6 PM

James Boswell: Our Contemporary, 1740-1795

James Boswell has been called the first modern biographer and autobiographer. Candid, colorful and a little risqué, Boswell had a passion for knowing people who were interesting and famous, and he interviewed them all—kings and prostitutes alike. Come hear Dr. Irma Lustig, noted Boswell scholar and editor, in a talk about the sensational 20th century discovery of James Boswell's journals and its use in his biography, *The Life of Johnson*. Her talk will be illustrated with slides of the original manuscripts.

Wednesdays, July 11, 18, 25 and August 1, 7 PM

Pajama Story Time

Wear your pajamas, bring your teddy, and listen to some goodnight stories. All children are welcome, although stories chosen will be especially appropriate for ages 4 and up.

Ongoing for school-age children

Summer Reading Game

Sign up for our Summer Reading Game to earn stickers and great prizes when you use the library in various ways.

Look for information on these and other programs when you visit the Independence Library Branch. And, please, don't forget to become a Friend of the branch. By becoming a Friends' member, you help ensure that the Independence Branch of the Free Library will be the vibrant community resource you want it to be. Use the coupon below to join today!

Charter Membership Application

Yes, I (we) want to join the Friends of Independence Library. Enclosed is my contribution:

Friend \$ 5.00 Patron \$ 25.00
 Sponsor \$ 50.00 Benefactor \$100.00 +

Name _____

Address _____

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Phone (____) _____ Email _____

Make checks payable to Friends of Independence Library.

Mail this coupon with payment to:

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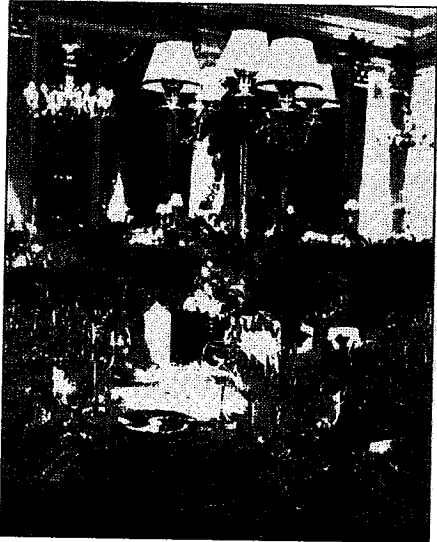
18 S. 7th Street, Philadelphia, PA 19106

The official registration and financial information of The Friends of the Free Library of Philadelphia may be obtained from the Pennsylvania Department of State by calling, toll free within Pennsylvania, 800-732-0999. Registration does not imply endorsement.

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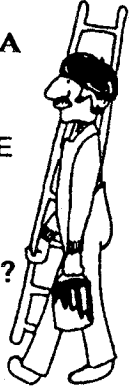
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Society Hill REPORTER

A publication paid for by Civic Association membership dues and advertisers

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Kelly Nelson, Sandra Rothman, Liza Seltzer

Business Manager

George Koch

July Contributors

Malcolm Lazin, Martha Levine,
Linda Skale, David Stevens, David Woods

SHCA Officers, Directors and
Contributors may be reached through
the SHCA office at 215-629-1288
or fax 215-625-9914

Next Deadline for the Reporter: August 15

Letters to the Editor are welcome and
may be published but only if signed.

SHCA, P.O. Box 63503
Philadelphia, PA 19147-3503

What Do Your Membership Dollars Do?

If you have ever walked the streets of Society Hill on any Monday evening, you have seen the trash and litter left behind after garbage pick-up. Fortunately, SHCA contracts with the Center City District to clean our sidewalks every Tuesday morning. (See David Stevens' article on page 2.) What a difference this makes! Please remember that this sidewalk cleanup program is just one example of the many services your membership dues enables SHCA to provide.

Caring For Our Franklin Light Posts

In the last issue of *The Reporter*, we told you that SHCA was in the process of acquiring paint from the city for our Franklin light posts that are unique to Society Hill. Unfortunately, the city was unable to work out a contract with the paint manufacturer. Painting the light posts takes little time and can make a big difference for our streetscape. If you are interested in buying the paint yourself, here is the necessary information: MAB Exterior Latex, flat, Manor Red house paint, #4094251. (Please keep in mind that even a half-gallon of paint is sufficient quantity to paint all the posts for one Society Hill block.)

SHCA Quadrants Boundaries

Members of the SHCA Board of Directors are here to help you. If you have a question or concern, please contact the Director for your quadrant. The list of Quadrant Directors is on the back cover of *The Reporter* and on page 12, or you may always call the Civic Association office (215-629-1288). Unsure as to which quadrant your home is located? Here are the boundaries:

Southeast quadrant:
Front St. to 4th St. (east side); Lombard St. (north side) to Spruce St. (south side)

Northeast quadrant:
Front St. to 4th St. (east side); Spruce St. (north side) to Walnut St. (south side)

Southwest quadrant
4th Street (west side) to 8th St. (east side); Lombard St. (north side) to Spruce St. (south side)

Northwest quadrant
4th St. (west side) to 8th St. (east side); Spruce St. (north side) to Walnut St. (south side)

Join the Society Hill Civic Association!

Name(s) _____

Address: _____ Zip _____

Phones:

Work (_____) _____ Home (_____) _____

E-mail _____

New Membership **Renewal**

Household Membership: \$40

Business Membership: \$100

*Additional Contribution: \$ _____

*Earmarked for: Library Campaign Street Trees/Tenders

I/We would like to work on the following committees:

- Clean-Up Day
- Historic Preservation/Zoning Development
- Library
- Liquor Control
- Society Hill Reporter
- Street Trees/Tree Tenders

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1. You have the right to an excellent listing appointment!

Although many of my clients are referred to me, sometimes our first meeting is during the listing appointment. I see this as an opportunity for us to get to know each other & for you to learn about my services & the market. At this time, I will not ask or push you to sign anything contract. I hate high-pressured sales & I find agents who do this extremely ANNOYING! Expect an informative & enjoyable appointment!

2. You have the right to have 100's of Buyers alerted immediately that your property is for sale!

At any given time I am communicating via e-mail with 100-200+ Buyers. My clients are very diverse group, however, they do have a couple things in common: they want to buy a home in Center City, and they are on my e-mail list. The same day your property is listed my buyers e-mailed a fact sheet on the property. This usually generates a tremendous amount of interest and activity right from the start. This is an important factor because we want the house to sell in the first 30 days!

3. You have the right to have your home massively marketed!

One of my greatest strengths is Marketing and Advertising. I use an approach that is called "Guerilla Marketing". It is intense, focused and anything, but boring. Your home will be eloquently described with all of its selling points highlighted in big, beautiful ads. I advertise regularly in the Philadelphia Weekly, the Philadelphia Inquirer, and in various magazines, like the Ritz Film Bill. Currently, no other agent in Philadelphia advertises more than me. Remember, it doesn't matter how good something is if no one knows about it! My listings people know about!

4. You have the right to have your home featured on Center City's best real estate website!

A virtual tour of your home will be on my multi award-winning website, www.centercityrealestate.com. I am all over the Internet and receive an average of 1500 hits daily! Our in-house webmaster updates our website bi-weekly and overhauls it twice a year. Buyers all over the world will know your home is for sale and most importantly if it meets their criteria. This is key, because they will be able to virtually visit it & if it doesn't meet their needs, we will not have to inconvenience you by showing a buyer who will not be interested in potentially making an offer.

5. You have the right to be in control of the contract!

All of my listing contracts include a 100% Satisfaction Guarantee. My philosophy is if it doesn't benefit my client, it doesn't benefit me! I am the New Generation of Realtors! I am so confident that you will love our level of service, enthusiasm, skill & integrity that I guarantee it!

6. You have the right to be totally informed!

My in-house interior designer will provide you with tips to maximize your home's marketability. She will survey and digitally photograph each room to determine its best features and where improvements should be made. First impressions count and we want your property show as well as possible. I will provide you with my client's feedback or if another Realtor has shown it, I will ask them to convey their clients thoughts to me. This information is crucial, because if your home doesn't sell immediately, the feedback will give us clues to what may be wrong.

7. You have the right to a packed open house!

If there is one thing that is most likely to cause a buyer to give a full asking price offer or to enter into a bidding war, it is undoubtedly the open house. It is the simple law of supply and demand, lots of buyers, but only one house. I have phenomenal open houses that attract tons of buyers. I do this by promoting the heck out of it in the Philadelphia Weekly, the Inquirer through post cards & e-mails! In fact, my open houses attract so many buyers, I have to have my assistant help me, just to answer all of the buyer's questions.

8. You have the right to be totally prepared!

From the beginning to the end we will be in constant communication (usually through e-mail) and you will never be left wondering what is going on. My staff & I will do whatever it takes to make sure you have a very smooth, problem free settlement.

9. You have the right to be represented by the most dominant real estate brokerage in Philadelphia!

Prudential Fox & Roach is the overwhelming dominant Real Estate Brokerage in Center City, with an 80% + market share. The moment your home is listed I will announce it on the Prudential Fox & Roach voicemail system and literally hundreds of Realtors and ultimately their buyers will know about it immediately. Many of my listings sell the first week they are listed because my colleagues and I have so many clients.

10. You have the right to have a Realtor for life!

Just because you have settled on your house doesn't mean that this is the end of my services! I will continue to send you monthly news & keep you abreast of the Center City real estate market. If you need a referral for a contractor or other assistance, it will be my pleasure to help you. My staff and I are at your service always and we look forward to a long and happy relationship with you!

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Center City's Source for Real Estate (See All Society Hill Homes for Sale Now)

SHCA's Welcome Basket program is alive and well, and as always, wishes to identify new home or condo owners who have recently moved to Society Hill so we can welcome you with a big, beautiful basket of fresh foods, information about the area, and gift certificates to local restaurants, theaters, and shops. Don't be shy. Let us know you're here. Contact Martha Levine at 215-629-0727 or by e-mail: marthalev@aol.com.

Arden Theatre Company - 40 North 2nd Street
Bridget Foy's South Street Grill - 200 South Street
Chef's Market - 231 South Street
Dickens Old Curiosity Shop - 417 South 2nd Street
East End Salon - 219 Arch Street
Fork - 306 Market Street
Fresh Fields - 929 South Street
Homemade Goodies by Roz - 510 South 5th Street
Italia Ristorante - 318 South 3rd Street
Judy's Café - 627 South 3rd Street
Knave of Hearts - 230 South Street
Lights of Liberty - 6th Street and Chestnut
Mann Center for Performing Arts - 52nd & Parkside Avenue
Metropolitan Bakery - 1114 Pine and 126 Market Street
Mom's Bake at Home Pizza - 241 South 6th Street
Mums and Pops Confectionery - 932 Locust Street
National Liberty Museum - 321 Chestnut Street
Old City Coffee - 221 Church Street & Reading Terminal Market
Overtures Restaurant - 609 East Passyunk Avenue
Philadelphia Chamber Ensemble - Old Pine Church, 400 Pine Street
Philadelphia Shakespeare Festival - 2111 Sansom Street
Philadelphia Sports Clubs - 220-250 South 5th Street
Pileggi on the Square - 717 Walnut Street
Pink Rose Pastry Shop - 630 South 4th Street
Riff Cleaners - 314 South 5th Street
Rita's Water Ice - 239 South Street
Ritz Theatres - 214 Walnut Street, 4th & Ranstead Street
Salon @ 5th - 316 South 5th Street
Sfizzio Restaurant - Society Hill Towers, 237 St. James Place
ShopRite - 29 Snyder Avenue
Show of Hands Gallery - 1006 Pine Street,
Soapbox - 1216 Locust Street
Society Hill Playhouse - 507 South 8th Street
Starbuck's Coffee, Inc. - 347 South Street
SCULPT-Fitness Training by Randi Skibinsky: 215-928-1433
Super Fresh Food Markets - 5th and Pine Streets
TLA Video - 517 South 4th Street
Wilma Theatre - 265 South Broad Street
XandO Coffee and Bar - 215 Lombard Street
Zeke's Deli - 318 South 5th Street

Kudos To New Welcome Basket Donors

Two new participating donors have joined the long list of generous businesses who have contributed to our Welcome Basket program. They are the East End Salon, at 219 Arch Street, a full-service hair salon offering facials, manicures, and a "complete day of beauty." Also the spectacular "Lights of Liberty" open air show at Independence Park (at the Peco Energy Center, 6th and Chestnut Streets) has provided for these Welcome Baskets "two for the price of one" tickets. For show information, call: 1-877-GO-2-1776.

Neighbors: Please patronize these generous businesses and organizations.

Society Hill's List of Preferred Contractors

As you probably know, our free list of "preferred contractors" is a resource created for home owners in Society Hill who need reliable, skillful contractors with a track record in our neighborhood. Every general contractor, carpenter, roofer, or floor refinisher included in the list has been highly recommended by at least one neighbor. Of course, we always recommend that you get several estimates when planning a project, but this list, updated monthly, can give you a good head start. If you have an old list, please feel free to call for the latest version. Just another neighborly service brought to you by SHCA! Call Martha Levine at 215-629-0727 to request a copy.

Quadrant Directors E-Mail Addresses

Northeast Quadrant

Colleen Farrell (Colleen.Farrell@ibx.com)
Cirel Magen (h.magen@worldnet.att.net)
Ann Verber (ann.verber@obermayer.com)

Northwest Quadrant

Morry Chomitz (machomitz@aol.com)
Mark Valentine (mrzval@aol.com)
Perry Whyte (vze25zrc@verizon.net)

Southwest Quadrant

Gene Gualtieri (genegualtieri@earthlink.net)
Mark Keener (urbdesign@aol.com)
Michele Plachter (plachter@home.com)

Southeast Quadrant

Amy Foran (amy.foran@dayzim.com)
Kelly Nelson (klnelson22@aol.com)
Becky Stoloff (rtstoloff@aol.com)

Condominium Representatives:

Hopkinson House

George Koch (georgewashsq@home.com)

Independence Place

Currently vacant

Penn's Landing Square

Bruce Lebuhn (blebuhn@comcastbusiness.com)

Society Hill Towers:

John DiSabatino (disab3476aol.com)

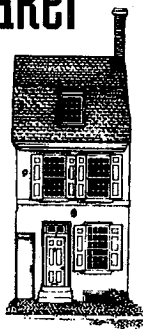


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214 Spruce St. Chimney repairs, caulking, stucco

421 Spruce St. Facade rehabilitation, concrete removal & replacement, brick paver installation

620 Spruce St. Brick pointing, wall rehabilitation, waterproofing, marble cleaning & repair

264 S. 3rd St. Brick patio installation, brick cleaning & patch painting

268 S. 3rd St. Stucco, Brick pointing, brick paver installation

Prudential Fox & Roach at The Rittenhouse

All Around Society Hill, featuring these fabulous listings!

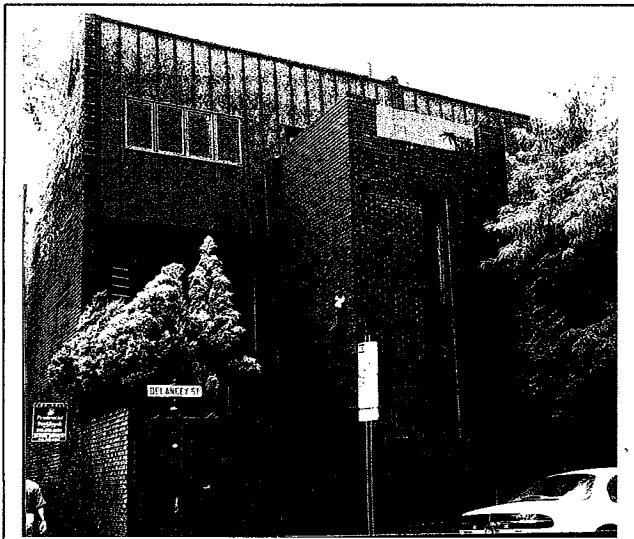
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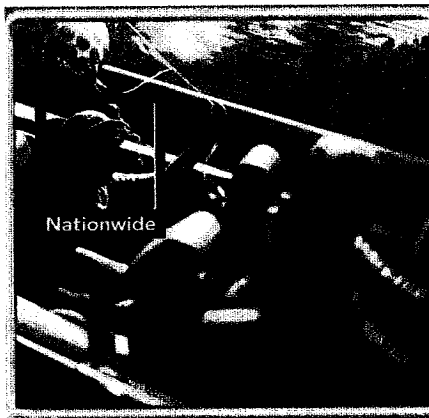
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SHCA Needs Volunteers

We would like to invite all Society Hill residents to become involved with Civic Association activities. It is a great way to meet neighbors and help the community at the same time. Because of an administrative snafu, we missed many of you who indicated an interest in volunteering on your Membership Renewal form. We apologize for not responding to those of you who checked off your areas of interest. Please don't take this oversight as indicative of our non-interest. To the contrary, we are eager to have you become involved.

Whether joining for the first time (see coupon on page 11) or a long-time member, we encourage your participation in a committee or project that interests you. Here is a list of SHCA committees that could benefit from your participation. Please contact SHCA's office and new administrator, Matt DeJulio, at 215-629-1288 or e-mail "matthew.dejulio@gte.net" so Matt can refer you to the committee person who will welcome your input.

- The Society Hill Reporter: Our bimonthly newsletter welcomes writers, editors, and coordinators
- Zoning & Preservation (ZAP): Attends ZAP meetings and represent SHCA at City Hall preservation and zoning hearings
- Membership: Aids in SHCA recruitment of residential and business members
- Clean-up Day: Organizes twice yearly clean-up events throughout the neighborhood
- Social Events: Plans and coordinates occasional community-wide social events
- Liquor Control: Monitors liquor licenses in the neighborhood
- Project Street Trees: Cares for Society Hill's street trees
- Project Sweep Stakes: Coordinates sidewalk cleaning projects
- Neighborhood Pride: Coordinates the Welcome Basket program and provides a list of recommended local contractors



How To Intercept a Parking Ticket

We checked with the Philadelphia Parking Authority (PPA), with thanks to Debby Robinson, to clarify the rules and regulations about how and when you can intercept a parking ticket if we see it being written. Keep the following in mind: If you come upon a PPA meter-person writing a ticket for your vehicle while parked at a meter, you have the right to tell the PPA person to tear up the ticket because presumably, you plan to either insert more coins or pull out and make the space available for the next person.

However, if you see a PPA person in the process of writing you a ticket at a non-metered space that allows parking for two or three hours, you can ask that person to destroy the partially written ticket, but he or she is not obligated to do so. More likely, you are out of luck! So pay the fine, and next time pay more attention to the clock and the maximum amount of hours allowed at that "free" parking spot!

Saying "No" to Advertising Circulars But Yes to The Reporter



Some neighbors are tired of seeing hand-delivered advertising circulars at their front door, and they have signed up for the city's "Circular Non-Delivery Decal" program, which identifies their homes as those that refuse to be recipients of such nuisance

materials. Administered through the Department of Licenses & Inspections (L & I), this program is basically a good idea that helps keep litter off the streets. Ordinarily, the decal is meant to prevent the delivery of commercial handbills and circulars, not community newsletters. And ordinarily, we would recommend the use of these free decals.

However, we have just recently learned that our *Reporter* delivery service no longer delivers our community newsletter to any Society Hill home that displays the decal, because the deliverers have been scolded by several people whose properties feature these decals. This is a Catch-22 for neighbors who do not want to receive commercial or advertising flyers but may want to be informed about what's going on in the community. SHCA's purpose for publishing the bimonthly *Society Hill Reporter* is to keep all residents within its boundaries informed, so preventing its distribution to residents undermines our efforts to keep them up-to-date on neighborhood issues.

Our newsletter delivery service estimates that there are roughly 40 Society Hill homes with these decals on their doors or windows. If you know of a home that features this decal, please contact the resident to see if he or she would like to receive copies of *The Reporter*. If so, have them e-mail the SHCA Administrator, Matt DeJulio, at matthew.dejulio@gte.net and, if the household has a current SHCA membership, he will ensure that a copy of each issue is mailed.

20,000 Philadelphia Buildings Described on Free Internet Database

www.philadelphiabuildings.org

A free and public Internet database with architectural and historical information describing more than 20,000 structures in

Philadelphia is now available, courtesy of The Philadelphia Architects and Buildings (PAB) Project. In this user-friendly and image-rich resource, you can search information by a building's name or client, the name of its architect or builder, by its building type or by location.

This web site includes a library of "vital statistics" on a building's construction or demolition dates, names of its architects and owners, historic registration status, reference information and links to images of drawings and photos in area repositories or links to digital images found in the Historic American Buildings Survey.

The site is also a web-based digital version of the expanded and corrected book *Biographical Dictionary of Philadelphia Architects* (Boston, G.K. Hall, 1985) which features biographies and references to more than 6,000 architects, builders and contractors—updated to the year 2001. The web site, funded by the William Penn Foundation, is a private, public and academic cooperative project bringing together the collections and expertise of The Athenaeum of Philadelphia, the University of Pennsylvania's Architectural Archives, the Philadelphia Historical Commission and the Pennsylvania Historical and Museum Commission. Use the web site to learn about any local buildings of interest to you!

New Art Gallery in Area



Bridgette Mayer Gallery, located in the heart of Washington Square at 709 Walnut Street, recently opened in a historic, 1749 building. The gallery specializes in contemporary works of art by established local artists. The Gallery's owner, Bridgette Mayer, is a native Philadelphian who has previously worked as an art consultant in galleries in Philadelphia, New York and San Francisco.

On the first Friday of each month, the gallery will host receptions from 5:00 to 8:30 PM, featuring the exhibited artists and offering wine and hors d'oeuvres. Through August 4, the Bridgette Mayer Gallery is showcasing six Philadelphia-area artists. The gallery also provides custom framing. Hours are Wednesday-Saturday 11:00-6:00 and Sunday by appointment. Browsers are welcome.

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- Society Hill Towers - corner Penn's Landing, townhouse view - \$169,900
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- Independence Place- corner junior 2 bedroom, balcony - \$289,900
- Hopkinson House- 2 bedroom, park view with park view - \$330,000
- Pier 5 - 2 bedroom and den, 2 1/2 baths, panoramic bridge view, overlooking marina, fireplace, 1 car parking include, terrace - \$479,900
- Pier 3 - 3 bedroom and den, 2 terraces with river views - \$575,000
- Independence Place - 2 bedroom & den, balcony, panoramic southern views, sunny eat-in-kitchen, spacious master bedroom suite - \$650,000



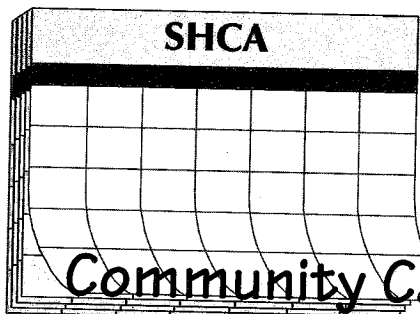
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Community Calendar

Save These Dates

Wednesday, July 18, 7 PM

SHCA Board Meeting

Old Pine Community Center, 4th & Lombard Streets

Wednesday, September 19, 6 PM

SHCA Board Meeting

Old Pine Community Center

SHCA General Membership Meeting

7:30 PM

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