



SOCIETY HILL

Reporter

www.societyhillcivic.org

Councilman Squilla Speaks



Councilman Mark Squilla

The Society Hill Civic Association (SHCA) invites all neighbors to the General Membership Meeting on January 20 to hear Councilman Mark Squilla speak to our community. Take this excellent opportunity to present him with your questions and concerns.

Mark Squilla has represented City Council's First District, which includes Society Hill, since 2011. Councilman Squilla's experience, as a community organizer, public servant, husband and father, has taught him that strong families and engaged neighborhoods are the key to Philadelphia's future. He believes that bringing together the best of each community's traditions and new beginnings, block by block and group by group, is crucial to Philadelphia's success as it grows and evolves. The councilman has shown his commitment to this belief by actively taking part in efforts like the move toward revitalizing the Reading Viaduct and the planning work of the Central Delaware Advisory Group.

Remember, everyone is welcome to attend our General Membership Meeting. Simply arrive at Pennsylvania Hospital's Zubrow Auditorium, located on the first floor inside the main entrance at 8th Street near Spruce, before 7 p.m. All SHCA

members interested in Society Hill issues are welcome at our monthly Board Meeting, held at 5:45 p.m. in the Great Court Conference Room.

Resolve to Become Involved

We wish you and your family a healthy, happy and prosperous 2016! We suggest that you add to your list of resolutions this year the commitment to become more involved in our special neighborhood. A great way to do this is through membership and committee participation in the Society Hill Civic Association. SHCA provides countless services that enhance your property value, as well as your quality of life. Your neighborhood is cleaner, safer and more beautiful because of our efforts. Hop on board this year by either renewing your membership or joining SHCA for the first time. Visit www.societyhill.org to find out more about your civic association.



WEDNESDAY

January
20

5:45 p.m.

7:00 p.m.

Speaker:

Topic:

MARK YOUR CALENDAR

Society Hill Civic Association Meetings
Wednesday, January 20, 2016

**Pennsylvania Hospital
8th and Spruce Streets**

Board of Directors Meeting
Pennsylvania Great Court Conference Room
All SHCA members are welcome.

General Membership Meeting
Pennsylvania Hospital Zubrow Auditorium
All neighborhood residents are invited to attend.

Councilman Mark Squilla
Q&A

SOME THINGS CHANGE...



and some things stay the same.
A&P, the bankrupt parent company of SuperFresh Markets, recently sold its 5th Street store to Acme. Much has stayed in place, like manager John Kirlin and many of the staff. However, according to Mr. Kirlin, a lot is different. There's now a much larger selection of meats and produce, both organic and conventional. Prices, in general, tend to be lower. And there is a significant shift in customer service — the manager has been given full leeway to honor customer requests, even if it means running to Whole Foods for a particular item. It's important that the Society Hill community supports our 5th Street Acme to show how vital it is to our overall well being.



SOCIETY HILL

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Society Hill

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Find past issues in color
at www.societyhillcivic.org.

Submissions

If you have news that would be of interest to Society Hillers, email Sandra Rothman at sandra.rothman@aol.com. Materials must be submitted in writing and include the name of a contact person. Edited submissions will be considered for publication if space permits. Letters to the Editor must be signed, with contact information.

SHCA Mission Statement

The aims and purposes of SHCA are to promote the improvement of the Society Hill area of Philadelphia, including its cultural, educational and civic activities, and the preservation and restoration of its historic buildings; to represent the residents of Society Hill in matters affecting the City of Philadelphia generally and Society Hill in particular; and to interpret the value and significance of Society Hill to the public.

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2018 Gail Hauptfuhrer

Southwest Quadrant

2016 Daniel Horowitz
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2018 Martha Moore

PRESIDENT'S MESSAGE

BY BOB CURLEY, SHCA PRESIDENT

Let's Hope 2016 is a Good One

Happy New Year! As John Lennon and Yoko Ono said in 1971, "Let's hope it's a good one without any fear."

We thank South Street Headhouse District director Mike Harris for the update about the Headhouse Plaza Project at our November General Membership Meeting, as well as Ronn Shaffer and Fishtown Artist Roger Wing for their fascinating discussion about early Society Hill resident Reverend George Duffield and the new sculpture of him now standing in the Old Pine Street graveyard.

It was great talking with the folks who came to SHCA's Holiday Social on December 2. Thanks to Mary Purcell for organizing the event and Bridget Foy's for providing its facilities.

Thanks also to all the block coordinators and neighbors who participated in Fall Clean-Up Day. The event was a great success, and my thanks to Jeff Berry, Dan Horowitz and Wally Wing for helping out.

Since the last *Reporter*, SHCA has been involved in several important community matters, including:

5th Street Developments

In mid-November, Leo Addimando, Managing Partner of Alterra, contacted me and requested a meeting. SHCA supports having a supermarket stay at the location and insists that the developer present a great design plan that is aesthetically and architecturally appropriate for the site. For more information, please see the larger article on page 5 discussing 5th Street developments.

Comcast/Verizon Agreement

Councilman Mark Squilla helped SHCA with its request that Comcast and Verizon negotiate a joint right-of-way sharing agreement. Such an agreement would allow Verizon to piggyback on Comcast's current right-of-way network already in place in the Society Hill neighborhood. A joint agreement would avoid the need to build out a duplicate cable right-of-way when Verizon finally offers its FiOS service to neighborhood residents. The companies continue their discussions.

Front Street Parking Lot

At its October meeting, the Board of Directors approved the execution of a long-term lease between SHCA and the Interstate Land Management Corporation for a parking lot on Front Street between Pine and South Streets. SHCA executed a five-year lease, renewable for an additional 10 years. The parking lot opened on November 1 and there are still parking leases available on a monthly basis. If you are interested in obtaining one, please contact Matt DeJulio, who can put you in touch with the managers of the lot at Park America.

Electric Car Parking Permits

Councilman Squilla arranged for a meeting between SHCA and the Philadelphia Parking Authority (PPA) to discuss its electric vehicle permitting process. PPA is revising its regulations as a result, and they should be approved by the time you read this. There will be a one-to-three-car limit for dedicated parking spaces on each block, depending on the size of the block. This will include dedicated parking spaces for electric cars and people with disabilities. Streets with only one side of parking are expected to have a lower permit limit when the new regulations are finalized. As with the reserved residential parking spaces for people with disabilities, the electric car permit will terminate when the permit holder moves or no longer drives an electric car.

In closing, I want to thank all the board members for their help in 2015 and ask every neighbor — from Front to 8th Streets and between Lombard and Walnut — to give some thought to how you can contribute to making this community a better place. Then, get out and do it!

Correction We regret the error on page 5 of the November/December issue, where State Representative Michael O'Brien was inadvertently referred to as "Michael Brian." We appreciate the funding the shredding service on Clean-Up Day by Representative O'Brien's office, and we appreciate his and his staff's presence at the event for two-and-a-half hours. We are grateful for all that Representative O'Brien does for Society Hill and regret any confusion that the mistake may have caused.



Bob Curley, SHCA president

Bob Curley has been a board member for six years, during which he co-coordinated Clean-Up Day and participated with Tree Tenders. He is a partner in the law firm of O'Donoghue & O'Donoghue LLP.



Electric car charging station

In This Issue...

Page 5
Committee Update:
5th Street Development

Page 11
Zoning & Historic
Preservation

Page 13
Three Places to Volunteer:
Give Time and See Change

Page 14
Neighbors Raise a Glass to
the New Year

Page 17
Exploring the City:
The PSFS Building

Page 18
Food Trust and Headhouse
Square Celebrate Union

Page 19
On Our Shelf: Head House
Books Celebrates 10 Years

Page 26
Nifty Neighbors: Meet
Carole & Sam Karsch

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COMMITTEE UPDATES

5th Street Development

As the community is aware, Alterra Property Group (Alterra) has a contract to purchase the site at 309 S. 5th Street (now Acme Market) and the retail center across the street at 314-26 S. 5th Street.

Zoning Use Permit and Appeal Status

Alterra still has not purchased the locations, though it obtained a Zoning Use Permit on August 27 from Philadelphia Licenses and Inspections (L&I). SHCA has filed an appeal of the Permit; the hearing date has been set for January 13. The appeal hearing will be open to the public.

The Permit was granted “as of right.” L&I determined that the description of the project in the Permit complied with the requirements of the site’s CMX-2 zoning classification.

No variances were requested. The project described in the Plans filed with the Application and Permit (Permit Package) is for an addition to the existing building, having a footprint of 5,172 square feet, attached to the north side of the existing building, and an addition of a second and third floor above the new north side addition and the existing building. The proposed use described in the Permit Package was “retail food store (as existing), and pharmacy, sundries and convenience store, with multi-family housing with 36 units on the 2nd and 3rd floors.” There are also eight accessory parking spaces for cars. The Plans show the pharmacy, sundries and convenience store in the north side addition and a supermarket in the existing ground floor space. SHCA’s appeal is based on technical deficiencies in the Permit Package.

Community Meeting

SHCA held a community meeting on October 28. The Permit was discussed, the appeal explained and a plan to fight for a full-service supermarket was announced. SHCA also announced its intent to keep the density of any re-development low and preserve the character and scale of Society Hill. A copy of the power point presentation is available for interested readers at societyhillcivic.org.

Preliminary Meeting: Development

In mid-November, Leo Addimando, Managing Partner of Alterra, contacted SHCA President Bob Curley, requesting a meeting, which the Board approved as a way to fact-find. Express

instructions were given that no negotiations were to take place. Also attending were Robert Kramer, SHCA Legal Chair and 5th Street Development Committee Chairperson, and Lorna Katz-Lawson, Zoning and Historic Preservation Committee (ZHP) Chairperson. Richard DeMarco, the Civic Association’s outside counsel, had no objection. A short summary of the meeting follows:

- Addimando requested that SHCA sponsor a general community meeting, where Alterra could present its current development ideas. The SHCA Representatives affirmed that the Civic Association would not sponsor such a meeting. Addimando stated that Alterra may hold its own meeting, without SHCA’s participation, and advertise by flyers.
- Addimando suggested that SHCA facilitating Alterra’s interface would better serve the community. The SHCA Representatives stated that if Alterra wants to present a design or variances, it should follow the established legal process, which requires that design plans be filed with the Historical Commission. Alterra should then present the filed plans to ZHP for comment at an open meeting. If Alterra wants to present variances, they should file a variance plan with L&I, appeal the denial to the ZBA and then present the variance plan to the Zoning and Historic Preservation Committee at an open meeting.
- Addimando stated that Alterra intends to purchase the 5th Street properties and has not been deterred by community opposition. He also stated that he would proceed with an “as of right” plan if he is unable to obtain variances. Addimando noted that if Alterra proceeded with an “as of right plan,” the community would have less input than if it negotiated variances.
- Addimando stated that Alterra was considering condominiums, with 40 underground parking spaces, instead of apartments. He also stated that Alterra would guarantee a supermarket if it could negotiate some variances. Alterra did not identify the variances that it wanted in exchange for a guarantee of a supermarket nor did it offer how it would make the guarantee enforceable. Alterra stated that it does not intend to build until after the Acme Market’s current lease expires in approximately three years. The

Sign up to receive updates from the 5th Street Development Committee in SHCA’s weekly email blasts. Contact Matt DeJulio at 215-629-1288 or mattdejulio@aol.com.

continued on page 7

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5th Street Development

continued from page 5

SHCA Representatives reiterated that they would not discuss variances and further stated that the community was opposed to any variances.

Note

The 5th Street Development Committee wishes to note that Alterra's statement that it is considering condominiums with underground parking does not obligate Alterra to provide for condominiums or underground parking. Even when Alterra files building plans, which it has not done, Alterra would be able to amend or change the plans prior to building as long as it is legally permitted under the CMX-2 zoning. Alterra's current thoughts on condos or apartments could change several times as the market changes over the next three years. Regardless of Alterra's stated timing for development, they could change the timing and develop the site earlier. Any unsold condominiums could also be switched to rental apartments. Any final agreement reached with the developer would have to be recorded as an easement to obtain enforceable rights. In addition, when construction starts, the supermarket will need to be closed during construction, probably for a year or more. Upon completion, without a recorded easement, there is no certainty that the supermarket will be replaced. Even with an easement, the property could remain vacant if Alterra is not able to obtain a supermarket tenant.

The plan attached to Alterra's Zoning Use Permit increases lot coverage, as permitted under its current CMX-2 zoning, and would do away with off-street loading for large trucks and the large trash compactor. A supermarket without the existing off-street loading area for the trash compactor and parking would negatively impact the traffic on 5th Street. On-street loading would block the street, delete street parking spaces and make South 5th Street even more congested.

Acme Market

Bob Curley has contacted Acme Market to offer them the community's support. SHCA would like to develop programs that encourage the community to shop at Acme and let Alterra know that the community is insisting on a full-service supermarket at 5th Street. If we want to retain Acme Market, it is essential for us to patronize it.

Remapping Project

The Planning Commission recently notified SHCA that the zoning remapping process for Society Hill would be moved up in priority.

SHCA with the aid of Councilman Mark Squilla, accomplished this acceleration.

The remapping process — Philadelphia 2035 — is part of a master plan for the 18 districts into which the City has been divided. Society Hill is part of the Central District. The purpose of the remapping as stated in the Philadelphia 2035 master plan is to correct the zoning classification of properties to better align them to their current uses and to further the uses and goals of the Philadelphia 2035 master plan, as stated in each district's plan.

By accelerating Society Hill's remapping, SHCA's goal is to protect and strengthen the unique characteristics of our historic neighborhood — characteristics that lie at the heart of Philadelphia's cherished heritage and identity, as recognized by the city's recent designation as a World Heritage City (see page 23).

The SHCA, through its Zoning and Historic Preservation Committee, will work with the Planning Commission to effect a remapping that meets the Community's goals. The 5th Street Development Committee will be providing support and input to ZHP, and we will engage the community as well in the process. Based on the remapping of other communities, the process may take one year or longer.

Fundraising

Martha Levine, SHCA Vice President and fundraising chairperson for the 5th Street Development Committee, has undertaken the responsibility of raising funds to be used regarding the Committee's initiatives. Please fill out the form on page 9 and add your name to the list of residents who support SHCA's efforts to protect the unique character of our community.

Martha has raised approximately \$13,000 and has developed an internet portal for donations. For online contributions, go to www.societyhill-civic.org, click on 5th Street Development and then DONATION LINK. Get a tax deduction by donating to the tax-deductible 5th Street Development Campaign. Our goal is to raise \$75,000 to pay for legal services to support the appeal of the Alterra's Zoning Use Permit and oppose all variances for the 5th Street supermarket site. In addition, SHCA will retain professional planning services to aid in the remapping and rezoning, to revise incorrect zoning classifications and to create a new protective zoning overlay for the entire Society Hill District.



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CONTRIBUTION FORM

5th Street Development Committee Campaign

The Society Hill Civic Association has initiated a campaign to fund the 5th Street Development Committee's efforts **to get the most appropriate design and use of the commercial properties on 5th Street, consistent with the history and character of Society Hill. Our goal is to raise \$75,000.**

Please indicate to the right where you wish to direct your donation and write the amount in the space provided.

Help preserve the unique historic character of our community while protecting the value of our homes. If achieving this goal is important to you as a resident of Society Hill, please consider a tax-deductible donation.

\$_____ **Legal Services:** To support the appeal of Alterra's zoning/use permit; to oppose any variance that may be requested for a building proposed to be constructed at the 5th Street supermarket site; and to appear before the Historical Commission.

\$_____ **Professional Planner Services:** To aid in the zoning remapping and creation of a new protective overlay for the Society Hill District. Remapping corrects the zoning classifications of some properties to better align them to current uses.

\$_____ **Unrestricted Donation:** Please allocate my donation for the above purposes as needed.

Total Amount: _____ \$100 _____ \$200 _____ \$500 _____ \$1000 _____ Other \$ _____

Check one: _____ You may publish my name in the list of donors. _____ Do not publish my name.

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***The Society Hill Preservation Foundation is SHCA's 501(c)(3) non-profit which allows tax-deductible contributions to be made for restricted uses such as those outlined here.**

For more information, contact Martha Levine at marthalev6@gmail.com or 215-629-0727.

Thanks to all who have already made a generous contribution.

5th Street Development Campaign Donors

We thank all of the generous contributors to this campaign, listed below. Our goal is to raise \$75,000. As of December 21, we have raised \$16,300.

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ZONING AND HISTORIC PRESERVATION REPORT

BY LORNA KATZ-LAWSON

Recent Issues

410 South Front Street

Prolonged negotiations between Toll Brothers and neighbors whose properties abut the site continue as of this date. In the meantime, other neighbors notified ZHP of the lack of trees on Front Street, one of the proposed improvements that encouraged SHCA to support the developer's request for zoning variances. Additionally, balcony lighting proposed in the Community Agreement, to be shielded so that light does not spill into neighboring homes, was installed without any shielding devices. SHCA has been active in pressing for remediation of these oversights and continues to meet with the neighbors and the developer.

Crosstown Coalition

SHCA continues to work with the Crosstown Coalition, which includes civic groups from across Philadelphia, on zoning legislation. The influence of the Coalition has been less than satisfactory from the point of view of the member civic associations, because the Coalition is brought into the discussion process too late. To change this arrangement the Coalition has asked our City Council representatives to revise the protocols for notification and scheduling, so that civic associations can participate at the conception stage of new legislation, meet with the various departments as they write and review bills, get timely receipt of written bills and allow adequate response time to review amendments before the bills are called at Council for vote.

2035 Re-Mapping and Development of a Neighborhood Plan

At SHCA's November board meeting, the ZHP chair gave a report on the first steps in the development of a neighborhood plan. This plan will be the product of community input over a significant period of time. For some communities this might be a year or two, for others four or more years.

The neighborhood plan is a tool for discussion and for selling our ideas to the Philadelphia City Planning Commission (PCPC). This body will ultimately control the legislation that must be passed to implement the plan.

The plan will be used as a basis for re-mapping properties that are incorrectly classified. These could be properties not compatible with the character of the community, or those being used inappropriately (such as industrially classified properties used as residences.) The plan can

also create districts for facilities or uses desired by the community, but not yet available in it.

Each community has its own identity and needs to establish its own focus and goals. This occurs through a process of creative thinking and idea-testing, using hard tools such as statistics, economic analysis and legal precedent, to name a few.

During the process, which provides frequent and regular public input, there will be continuous revision and refinement — ending with a clear blueprint for the future. With a plan in hand, negotiations with the PCPC can begin.

To begin the process of developing a neighborhood plan, a steering group must be created to organize a schedule of activities and target dates for deliverables and meetings, to develop supporting committees of community stakeholders and to interface with the city and Society Hill residents.

The ZHP chair is charged with forming the steering group, not to exceed 10 people according to the advice of Ian Litwin, planner assigned by PCPC to Society Hill. To date, SHCA president Bob Curley, legal committee chair Bob Kramer, ZHP chair Lorna Katz-Lawson and long-term neighbor and local architect planner Mark Keener have filled four steering group positions.

Mark will help guide the steering group toward a focus for the plan, making the process more efficient and effective. He will also assist in drafting a document requesting a proposal for a consultant planner, and possibly also applying for funding.



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THREE PLACES TO VOLUNTEER

BY JULIE FEATHERMAN

Give Your Time and See Change

We leave a season that promotes generosity and giving. It's even more important as a new year begins to keep our heads in the "giving-game." Charities report that there is a post-holiday drop in donations and volunteerism, yet the need for assistance never lessens.

These three local organizations deserve special attention. Their focus and core services are at-risk youth, families and animal welfare. All are in need of volunteers.

The Bridge Way School is Philadelphia's only recovery high school for students who have been treated for substance abuse and addiction. "Getting sober is hard. It's one of the hardest things a person can do. Asking a teenager to do it is asking for a miracle. We get to see miracles every day at Bridge Way," says founder and head of school, Rebecca Bonner. Bonner is asking for volunteers who can share their talents by coming in to do a class or two on composing music, working with clay or making jewelry. Expertise in writing resumes, doing practice interviews, financial planning, website maintenance and event planning are also needed. If interested, go to www.thebridgewayschool.org.

Hand2Paw is a six-year-old non-profit that connects Philadelphia's homeless teenagers and the city's animal shelters in a unique way. These young adults become volunteers in the animal shelters with the goal of empowering them to take charge of their lives, learn real marketable skills and pursue fulfilling employment through working with animals. Hand2Paw also partners with the Achieving Independence Center to help youth aging out of the foster care system and will soon be offering programming through

Philadelphia high schools. Several of its graduates have been able to obtain full-time employment through the program, which allowed them to leave shelter life behind permanently. Executive director and Penn law professor Penny Ellison says, "We are always looking for people who want to supervise our youth at weekly shelter volunteer sessions or to run any type of fundraiser for us." Visit www.hand2paw.org for more information.

Peter's Place is the first family grief-support agency of its kind to serve the Philadelphia area. Its mission is to facilitate peer support groups at its center in nearby Radnor, create and oversee school-based support groups and provide post-intervention services.

"Peter's Place is dedicated to ensuring that our services are accessible to all grieving children and families. No one should have to grieve alone," says executive director June Bretz. The programs are offered at no cost to thousands of people, because of the community support of members and dedicated volunteers. Contact them if you'd like to help with outreach, administrative support, professional services or fundraising. Peter's Place also provides extensive training if you'd like to volunteer as a grief facilitator. More information can be found at www.petersplaceonline.org.

As the saying goes, "Time changes everything." Give your time and see what changes.

Julie Featherman is the owner of Juju Salon & Organics, 713 S. 4th Street. Her mission is to help people live healthier, minimize their carbon footprint and think sustainably.



Hand2Paw Volunteer



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OUT AND ABOUT

Neighbors Raise a Glass to the New Year

Society Hill neighbors met at Bridget Foy's in early December to greet old friends and meet new ones. We join them in raising a glass

to 2016, wishing everyone the best in their lives! Thanks to Parallel Design's Judy Lamirand and for the pictures.



Ned and Nancy Sharff, Martha Moore, Larry Gavin



Matt De Julio



Carolyn and Joseph Evans, George Dowdall



Sylvia and Norm Lieberman, Marc and Nancy Feldman



Malcolm Levin, Barbara Watson, Katherine Dhuyler



Martha Levine, Kim Williams Bob Curley, Mary Purcell, Lois Vederman

OUT AND ABOUT

Cheers!



Jen Rogers, Kim Dudkin, Sue Dudkin



Judy Spiller, Lois Vederman, Roberta Marcus



Jean and George Dowdall



Lyn Tettermer, Susan Kaplan, Michele April, Gerard Kaplan



Susan Williams and George Kelley



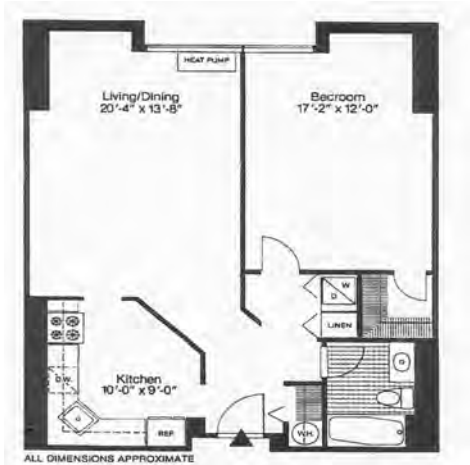
Frances and Frederick Beckley



Susan and Richard Salkowitz

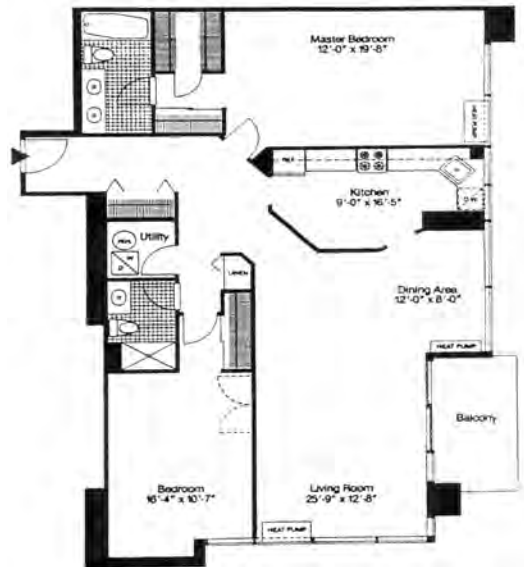
INDEPENDENCE PLACE

233 - 241 S. 6TH STREET



Beautifully updated One Bedroom Home

Pristine condition one bedroom home with sunrise views, renovated eat-in kitchen with French Country cabinetry, granite countertops, stone backsplash, stainless steel appliances, recessed lighting, spacious living/dining area, fully renovated bathroom, bamboo flooring, and w/d. 850 sf | **\$343,000**



Two Bedroom on a High Floor with a balcony and sunset views

Recently updated two bedroom, two bathroom with a bright and spacious living room and dining room, upgraded kitchen with dark cherry cabinetry, stainless steel appliances and granite countertops, excellent closet space throughout. 1,387 sf | **\$769,900**



SOLD
We can sell yours, too!

Floorplan does not reflect all changes made by seller.

Two Bedroom with a balcony and sunset views

Corner two bedroom plus den, two bathroom with a private balcony, a living room and dining room offering floor-to-ceiling windows offering breathtaking river views, a recently renovated kitchen, and updated bathrooms. 1,734 sf | **\$895,000**

EXPLORING THE CITY

BY JIM MURPHY

The PSFS Building

“The PSFS Building is one of the city’s most important buildings,” claims Ken Hinde, former director of the Tour Program for the Foundation for Architecture.

“Why?” I asked myself at one of Ken’s lectures. My untrained eye just couldn’t see it.

So, I set up a meeting with Ken and his colleague, Arthur J. Petrella, one day recently at 1200 Market Street to better understand what I was missing. I came away a believer.

First, Arthur, a walking encyclopedia of Philadelphia history and architecture, pointed out the building’s three distinctive parts, coverings and colors.

Look carefully and you’ll see:

The highly polished gray, granite-covered podium base, rounded at the 12th and Market Street side. Inside were retail stores on the ground level, a large banking hall on the second floor, plus several floors of banking offices above — covered by sand-colored limestone.

The office tower, which includes exposed vertical piers, is covered in the same sand-colored limestone. The tower rises some 30 stories.

And finally the rear wall of the service core, covering stairwells, elevators and utilities, is clad in glazed and unglazed black brick.

Not visible — but essential to the design — is a massive truss, 16 ½ feet deep, that spans the entire 63-foot width of the banking area. It carries the weight of the office tower.

At night, Petrella says, the tower “looks like it is floating on a delicate glass box.”

Architects George Howe and William Lescaze designed PSFS with significant input from PSFS president James M. Willcox.

The building, Petrella says, is both the first air-conditioned multi-story building in the world and the first international-style skyscraper anywhere. Why international style? Because of its sleek modern look, glass facades, steel for exterior support, reinforced concrete inside, plus simplicity, openness and straight lines — with no applied ornamentation.

Want to see the difference between this and other styles? Compare the U.S. Custom House at 2nd and Chestnut Street with the PSFS Building, says *Historic Landmarks of Philadelphia*. Completed

just two years after PSFS, it is massive, immense and ornate, as opposed to the simple, sleek and functional PSFS Building.

For banks, the PSFS Building was revolutionary. It exchanged earlier industry desires for fortress-like security and safety with a newfound interest in customer comfort and convenience.

Five things you may not know about the PSFS Building:

- The safe deposit vault contained over 18,000 boxes, more than any other bank in Pennsylvania.
- Because the Depression drastically lowered prices for materials and labor, the PSFS Building actually cost \$5 million less than originally estimated.
- Even so, the building, branded in its sales brochures as “Nothing More Modern,” included the very best materials. Among them: stainless steel, luxurious varieties of marble, rare woods, leather and more.
- Air-conditioning contributed greatly to the building’s success. Some 90% of prospective tenants listed it as the most appealing feature.
- The iconic PSFS sign, with 27-foot-high letters that are visible for some 20 miles, actually covers up cooling equipment on the roof. The sign — one of the first to use the Futura Light font — was also one of the first branding elements designed right into a building. At the time, some joked that the letters meant: **Philadelphia Slowly Facing Starvation**.

There’s much more to this deceptively simple skyscraper with the famous neon sign than meets the eye. It’s timeless!



©Jeff Goldberg/Esto, www.esto.com

FAST FACTS

Name PSFS Building	Opened August 1, 1932	Office Space 375,000 square feet
Style International	Cost \$7,420,942.37	Year Reopened as Loews Philadelphia Hotel 2000
Architects George Howe and William Lescaze	Number of Stories 36	Address 1200 Market Street, Philadelphia, PA 19107
Constructed By George A. Fuller Co.	Height 491 feet high	

Jim Murphy, a freelance direct-response copywriter, has run his own marketing consulting business since 2004. He’s also a certified member of the Association of Philadelphia Tour Guides.

HEADHOUSE FARMERS' MARKET

BY KERI WHITE

The Food Trust and Headhouse Square Celebrate a Long-Standing Union



PROFILE

Edward Yin, proprietor of Queen's Farm: "We have introduced lots of unique produce to the market. In the process we've met customers who've told us that it's the first time they've tasted a particular vegetable in decades, be it fava beans or a specific type of luffa. We've also had customers who suffered mishaps with our produce. One customer threw out our edamame, because they'd never encountered that deep purple color before, and they assumed something was wrong! We have many customers who keep coming back to try new things. They often tell us that our tomatoes, or the bitter melons, or some other produce has changed their lives. It's why we keep going."

When it was first founded at the end of the 18th century, Headhouse Square consisted of two "head houses," or fire engine houses, at either end of a long series of sheds for use by market traders.

Restored in the 1960s, the sole surviving head house and colonnaded market are today collectively known as the Shambles. Thanks to the pristine Georgian façade of the head house, and the fact that this market is the oldest covered market in continual use in the U.S., the Shambles is listed as a National Historic Landmark. Fast forward to 2006. The Food Trust, the not-for-profit organization that helps set the public agenda for healthy eating and food access nationwide, together with a handful of local farmers, decided to open for business in the historic Headhouse Market.

Ten years later, the Headhouse Farmers' Market is a beacon for city dwellers seeking healthy, often organic, good food — which is also locally sourced and reasonably priced. The marriage between the Food Trust and the Headhouse has proven to be a perfect union. On any given Sunday, the market is bustling with activity, with locals not only lining up to buy fresh produce, but also stopping to catch up with friends and neighbors.

To celebrate its 10th anniversary in historic Headhouse, the Food Trust plans to revisit the pioneering local farmers and producers who first set up their stalls in the Shambles in 2006. Just like the Food Trust and the Headhouse Farmers' Market, these producers have gone from strength to strength, and all have stories to tell.

To celebrate the producers who are bringing fresh produce to our city tables, we will be profiling a number of these pioneers in future issues, showing how they have grown alongside the Market and how they have changed and diversified to meet the food needs of local communities in Philadelphia. Believe us, the farmers you buy from are a fascinating group. We count both an ex-nuclear scientist and a former Dupont chemist/patent scientist among our local producers! These two farmers switched out of professional careers in the sciences in their mid-40s, choosing to roll up their sleeves and use their scientific know-how to grow fresh produce.

Still Need Your Farmers' Market Fix?

Missing out on your fresh produce from the Headhouse Farmers' Market? The Food Trust operates two year-round markets: the Clark Park Saturday Farmers' Market at 43rd Street and Baltimore Avenue, Saturdays 10 a.m. to 2 p.m.; and the Fidler Square Market at 23rd and Pine, Saturdays, 9 a.m. to 1 p.m. These markets will continue to run throughout the winter, weather permitting. More information about the Food Trust's Farmers' Markets can be found at www.thefoodtrustmarkets.org.

The Food Trust, in partnership with Get Healthy Philly, operates more than 25 farmers' markets in Philadelphia, including the Headhouse Farmers' Market, Philadelphia's largest outdoor market. For more than 20 years, The Food Trust has been working nationally to ensure that everyone has access to affordable, nutritious food and information to make healthy decisions. If you would like to make a donation or perhaps volunteer at one of the city farmers' markets, contact nickyuy@thefoodtrust.org.

OUR ANTI-GRAFFITI GURU

Todd Kelley, our anti-graffiti guru, joined us at the holiday party. Over the past few years, SHCA has contracted Todd Kelley's company, Graffiti Removal Experts, to provide its services to Society Hill, helping us live in a cleaner, more beautiful and unmarred environment. He is responsible for ridding this neighborhood of graffiti, often within 24 hours of a report.

Participate in keeping Society Hill graffiti free. If you spot graffiti in our neighborhood, take a photo with your cell phone and send it directly to Todd at: todd@graffitiremoval.experts.com.



Judy Lamirand, Lorna Katz-Lawson, Todd Kelley

ON OUR SHELF

Head House Books Celebrates 10 Years

“It’s hard to believe we’ve been here for 10 years,” says Head House Books owner Richard DeWyngaert. “The shop has become a community mainstay, with frequent and impressive author events, children’s story hours and a carefully curated selection of titles on the shelves, with just about any book on the planet available for overnight delivery.”

In celebration of this milestone, the shop plans to spend the month of February thanking its customers. “We know we wouldn’t be here without the loyalty of the community,” Richard continues, “so we’re launching a month-long celebration to recognize that.” The shop has created a “Book of Gratitude” containing various promotions, as well as prizes to be won by randomly selected customers every day.



Ever been on a blind date? Take out a book!

Via their weekly e-newsletter and Facebook page, as well as SHCA email blasts, Head House Books will announce other ways the shop plans to mark the occasion. One eagerly anticipated contest: customers will be invited to write 10-word love letters to the shop, and winning entries will be published and awarded prizes.



Visit Head House Books during February and find prizes and surprises.

Please stay tuned for these exciting celebrations and visit Head House Books during the month of February to give and receive some literary love.

Bring this article to Head House Books and get 50 percent off the net proceeds from any purchase in stock or ordered online.

Richard De Wyngaert is the proprietor of Society Hill’s only local, independently-owned bookstore, Head House Books, located at 619 S. 2nd Street



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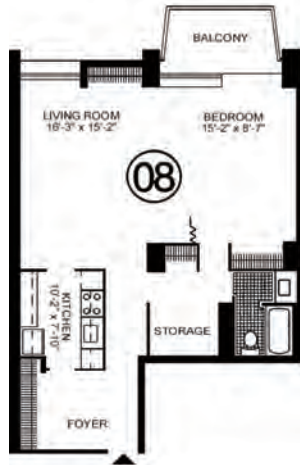


Gail Finnegan & Francisco Carreno
 FCPhila@Gmail.com
 (215) 917-2718



Hopkinson House

604 S. WASHINGTON SQUARE



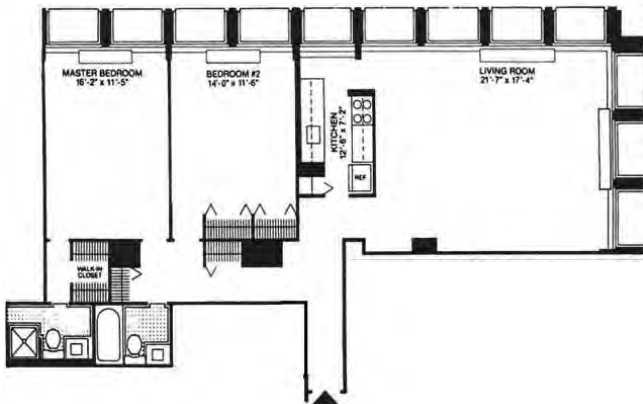
One Bedroom High Floor with Washington Square Views

Spacious, one bedroom on a high floor with a balcony, hardwood floors, great closet space panoramic views. Tenant occupied until 3/31/16.
843 sf | \$310,000

SOCIETY HILL TOWERS

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200-220 LOCUST STREET

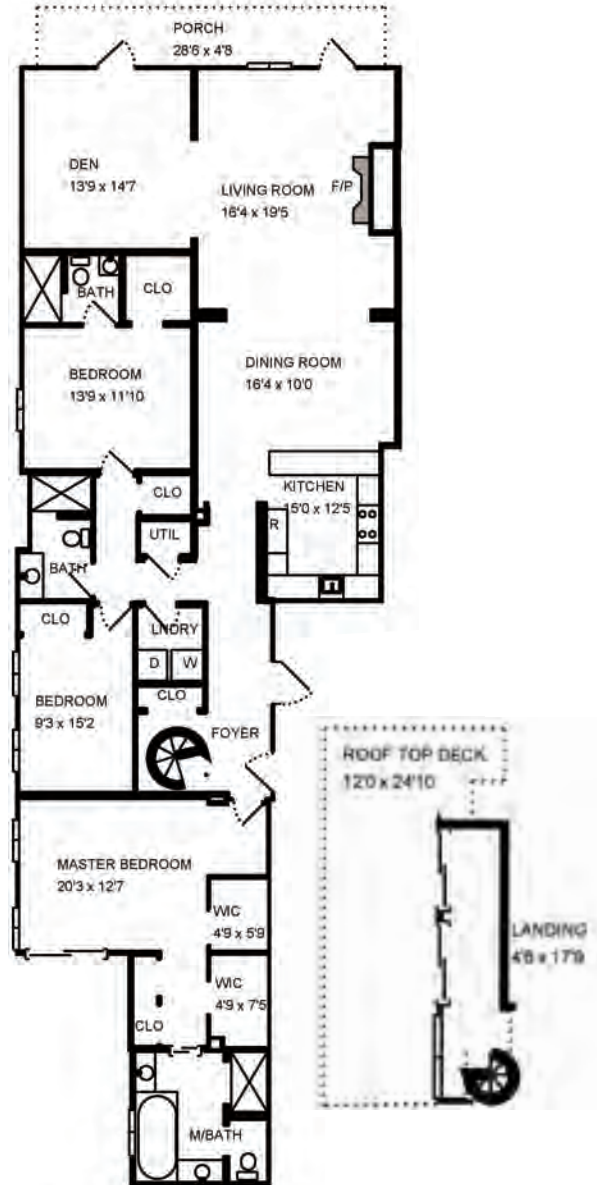


Spacious Two Bedroom with Treetop River and City Views

Two bedroom, two bathroom residence with floor-to-ceiling windows in all rooms offering intimate Delaware River views to the east and treetop city views to the north, as well as an expansive open dining room and living room with ample light and generous space for entertaining.
1,200 sf | \$425,000

THE LIPPINCOTT

227 S. 6TH STREET



Totally Custom Three Bedroom Plus Den

Three bedroom plus den, three bathroom custom built residence with a balcony and private roof deck, as well as an open chef's kitchen, exposed brick walls and designer bathrooms.
2,306 sf | \$2,100,000

Philadelphia Named World Heritage City

Recently, the City of Philadelphia became the first World Heritage City in the United States, putting it on a par with Paris, Florence, Jerusalem, Prague and other places recognized for their impacts on the course of human events.

The designation comes as the result of a two-year campaign and is expected to enhance the city's international stature, providing a new growth engine to drive tourism and commerce in the region.

World Heritage Cities have all made notable impacts on the world and are home to a UNESCO World Heritage site. Independence Hall became a UNESCO heritage site in 1979, significant because both the Declaration of Independence and the Constitution — documents that have had a profound impact on lawmakers around the world — were signed there.

Bainbridge Green Needs Community Input

Bainbridge Green is the oddly wide, tree-lined strip running down the center of Bainbridge Street between 3rd and 5th Streets. For the past several years, South Street Headhouse District and Friends of Bainbridge Green have been working on a design to turn this parking place into Philadelphia's next great public space.

Three plans are now under consideration. The goal is to come up with one that will determine the shape of the space. Just establishing the curb lines will affect how much park space is gained. For instance, one option adds 22,000 square feet of green space.

Can a handful of parking spaces be sacrificed for a bigger and better public space? Will a comprehensive parking plan that takes into account the needs of neighbors and businesses make up for lost parking spaces? Will the design choices help improve not only Bainbridge Green, but also 4th Street and South Street? Can a destination with programming, outdoor cafes and fun events be created?

Active civic engagement is essential. Community members are encouraged to fill out a 10-minute survey at surveymonkey.com/r/8NJGW7Y. Your responses to survey questions will inform the design process moving forward.

Powel House Botanical Art Classes Resume

Society Hill artist and Seton Hall faculty emeritus of fine arts Susan Leshnoff is known for her landscapes and her use of flowers in Hebrew calligraphy. But a small story in the *Reporter* last year about the Powel House's botanical art classes made her think there could be more — learning “to combine scientific examination with the aesthetic beauty of the botanicals.”

“And it's the most wonderful experience to do it in the Powel House,” she exclaimed.

Needless to say she will be a returning student when the spring series begins, Tuesdays 10 a.m. to 1 p.m., starting March 22 and ending May 10. The cost is \$200 for the eight weeks. The class is limited, but there will be a waiting list. For more information contact Sarah Maxwell at smaxwell@fordham.edu, herself a retired Fordham business professor who became a certified botanical illustrator in retirement.



City in a Park: A History of the Fairmount Park System

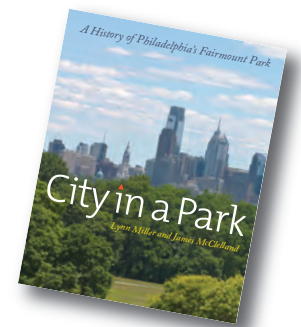
By James McClelland and Lynn Miller

How Philadelphia's early efforts at conservation led to the country's greatest park system

Fairmount Park is the municipal park system of Philadelphia, Pennsylvania. It consists of more than one hundred parks, squares and green spaces totaling about 11,000 acres, and it is one of the largest landscaped urban park systems in the world. In *City in a Park*, James McClelland and Lynn Miller provide an affectionate and comprehensive history of this 200-year-old network of parks.

Filled with nearly 150 gorgeous full-color photographs, *City in a Park* chronicles the continuing efforts to create a twenty-first century version of what founder William Penn desired, a “greene countrie town.”

James McClelland is a freelance writer whose work focuses on the arts. He is Executive Director Emeritus of the Philadelphia Art Alliance. **Lynn Miller** is an author and professor emeritus of political science, Temple University.



Work Up An Appetite

The Blue Cross RiverRink WinterFest, at Penn's Landing, is about more than just ice skating. With three locations by Garces Group, Franklin Fountain Confectionery Cabin and two bars, it's a fantastic place to visit for a meal or a drink — with or without a turn on the rink!



THE ESTATE HOME AT 4TH AND LOCUST



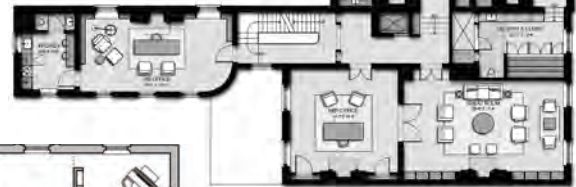
5th Floor



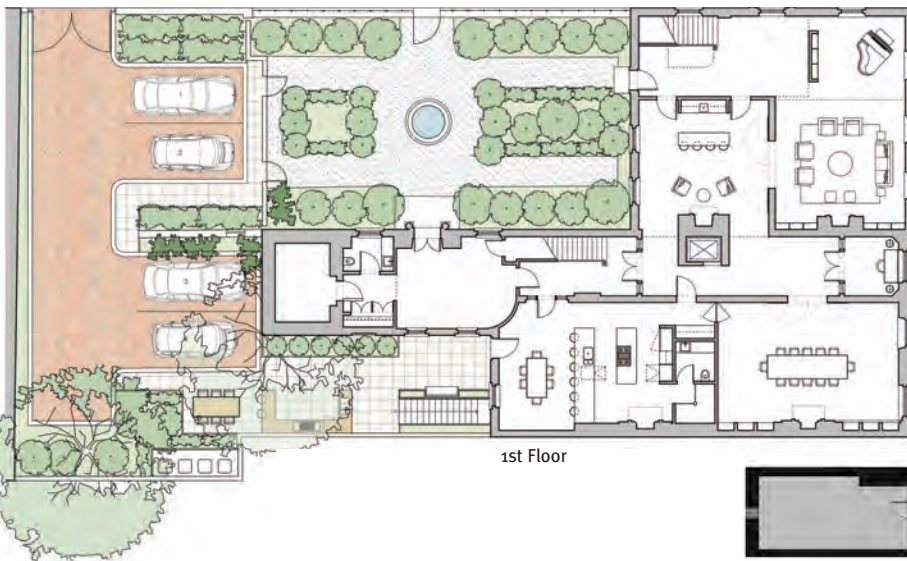
4th Floor



3rd Floor



2nd Floor



1st Floor



Once-in-a-lifetime opportunity to create the most spectacular estate home in all of Society Hill by combining The Shippen-Wistar House (built in 1750) and The Cadwalader House (built in 1829). These adjacent residences offer tremendous history, an unparalleled location in the heart of Society Hill, and endless possibilities in terms of layout and design. The Estate Home at 4th and Locust has a large private garden and approval for up to four parking spaces. For more information including images, a drone video and sample floor plans done by architect Cecil Baker, visit www.allandomb.com or www.shippen-wistar-cadwalader.com.

13,673 sf | \$4,950,000

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WELCOME BASKETS

MARTHA LEVINE

SHCA's Gift to New Home Owners

Since 1999, SHCA has been welcoming new first-time homeowners to the neighborhood with a valuable gift: The Welcome Basket. Unlike anything seen in other neighborhoods, the basket is filled with fresh foods (bagels, bread, cakes, coffee, apples, tea and more). In addition, the basket includes neighborhood information, and many gift certificates to area theaters, restaurants, shops, services and museums. All of the contents are donated by area businesses and organizations.

If you are a new first-time home/condo owner in Society Hill since 2015, and are interested, let us know you are here. We will contact you to make an appointment for the 45-minute presentation in your home. To date, over 750 baskets have been presented to delighted recipients.

Quotes from recent basket recipients:

"Thank you so very much... it was thrilling to get and learn about local businesses and cultural events and very kind and welcoming."

"We appreciate being so welcomed by the neighborhood association and look forward to participating in SHCA any way we can."

"Thank you for the spectacular gift basket! Thanks for the hospitality. Every day we know we made the right decision moving to Society Hill."

"We loved receiving the many gift certificates in the basket. Thanks for taking the time to talk us through so many aspects of the neighborhood with which we were not yet familiar."

Please show support for our contributing businesses and organizations by patronizing them. They make our baskets possible.



2016 SOCIETY HILL WELCOME BASKET CONTRIBUTORS

Coffee Shops

Old City Coffee, 221 Church Street/Reading Terminal Market
Starbucks Coffee Inc., 8th & Walnut Streets

Food Stores

Acme Markets, 309 5th Street

Restaurants

Bistro Romano, 120 Lombard Street
Bridget Foy's, 200 South Street
City Tavern, 138 S. 2nd Street
Creperie Beau Monde, 624 S. 6th Street
Fork, 306 Market Street
Garces Group: Amada, 217 Chestnut Street, Rosa Blanca, 707 Chestnut Street, and others
High Street on Market, 308 Market Street
La Buca Ristorante, 711 Locust Street
La Forno Trattoria, 636 South Street
Le Pain Quotidien, 801 Walnut Street
Mustard Greens (Chinese), 622 S. 2nd Street
Positano Coast Restaurant, 2nd & Walnut Streets
Serpico, 604 South Street
Talula's Daily, café & take out, 208 W. Washington Square
The Farm & Fisherman, 1120 Pine Street



Show of Hands Gallery (crafts), 1006 Pine Street
Yarnphoria (yarn and supplies), 1016 Pine Street

Theaters/Entertainment

Annenberg Center for the Performing Arts, 3680 Walnut St.
Arden Theater, 40 N. 2nd Street
Ballet X at Wilma Theater, 265 S. Broad Street
1812 Productions (all comedy theater), 215-592-9560
Ghost Tours of Philadelphia, 610-587-8308
Historic Philadelphia Inc., SW corner 6th & Chestnut Street
Independence Seaport Museum, 211 S. Columbus Blvd.
InterAct Theater Company, 2030 Sansom Street
Lantern Theater Company, 10th & Ludlow Streets
Museum of American Jewish History, 5th & Market Streets
National Liberty Museum, 321 Chestnut Street
Pennsylvania Ballet, Academy of Music, Broad & Locust Sts.
Penn's Landing Playhouse @ the Seaport Museum, 211 S. Columbus Boulevard
Philadelphia Chamber Music Society, 215-569-8080
Philadelphia History Museum, 15 S. 7th Street
Philadelphia Shakespeare Theatre, 2111 Sansom Street
Philadelphia Society for the Preservation of Landmarks, 321 S. 4th Street
Philadelphia Theatre Company: S. Roberts Theater, Broad & Pine Streets
Society Hill Playhouse, 507 S. 8th Street
The Chamber Orchestra of Philadelphia, Kimmel Center, 215-545-1739
The Philadelphia Chamber Ensemble, Old Pine Church
Wilma Theater, 265 S. Broad Street



Specialty Foods

Homemade Goodies by Roz, 510 S. 5th Street
Knead Bagels, 715 Walnut Street
Melange Tea & Spice, 1042 Pine Street
Metropolitan Bakery, 262 S. 19th Street (Rittenhouse Sq.)
South Street Bagels, 613 S. 3rd Street
The Bagel Factory, 510 Walnut Street (Penn Mutual Building)

Specialty Shops

Adornamenti (jewelry), 1106 Pine Street
Happily Ever After (toys), 1010 Pine Street
Head House Books, 619 S. 2nd Street
Lolli Lolli (children's clothing/toys), 713 Walnut Street
Paper On Pine (invitations/stationery), 115 S. 13th Street



Other Services

Judy Moon Massage Therapy, 604 Washington Square
Liberty Tree & Landscape Management, 215-725-3637
Petmoir: A Memoir of Your Pet, 215-803-0723
Riff Cleaners, 314 S. 5th Street
SCULPT— Personal Trainer, 215-803-0723
The Worth Collection (women's fashions), 215-925-8813

Martha Levine, an active SHCA board member, has created and chaired many projects, such as Block Coordinators, "Fix the Brix," Welcome Baskets and the Franklin lights restoration project. She also co-chairs the yearly house tour.



Our record speaks for itself.

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302 D Lombard — Terrific 2nd Level Condo — Renovated One Bedroom/One and a Half Bath, Central Air; Wood Floors; Working Fireplace; Eat-in Kitchen. One of four Units in Building! **SOLD**

Hopkinson House Unit #1404 — L-Shaped Studio (600 Sq Ft) overlooking Washington Square with Spectacular Views; Parquet Floors; Sleeping Alcove and Tons of Closets being Sold in "AS IS" Condition! **SOLD**

Unit #2514 — One Bedroom (1,063 Sq Ft) overlooking Washington Square — Needs TLC — Parquet Floors; Tons of Closets; Original Kitchen and Bath; No Balcony — PRICED TO SELL \$329,000!!! **SOLD**

Unit #1809 — Standard Condo (778 Sq Ft) with Open Floor Plan, Facing South and Balcony off Bedroom **SOLD**

Brought the Buyers

Unit #312 — Deluxe One Bedroom with Balcony accessible from Living Room and Bedroom — overlooking Washington Square **SOLD**

Unit #1809 — Standard Condo (778 Sq Ft) with Balcony overlooking Washington Square **SOLD**

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MEMBERSHIP REPORT

BY MATT DE JULIO

2016 Membership Drive Continues Full Steam

By early December, nearly 600 Society Hill residents had renewed their Association membership — about 10 percent higher than the same time last year. Winners of the restaurant certificates for those who renewed by December 31 will be announced in the March/April issue of the *Reporter*.

If you have delayed sending in your renewal or wish to join, please do so today. We welcome each of the over 3,600 households to join SHCA. Your civic association helps protect your real estate investment by funding many of our improvement projects, as well as providing subsidies to neighbors who plant trees and fix their sidewalks. We help enhance your quality of life when we advocate on your behalf regarding zoning changes, real estate taxes, crime problems and traffic issues.

All this is accomplished through the hard work of our dedicated board of directors, committee members, block coordinators and, most importantly, your membership dues.

Without member dues, SHCA would cease to function. Protect your neighborhood and your real estate investment. **Sign up today!**

Email Mattdejulio@aol.com with questions or comments, which will be shared with our board members representing every quadrant in our most unique historic neighborhood.

Matt De Julio is a retired publishing executive. He has served SHCA as its administrator since 2001.

EXERCISE & SOCIALIZE

Bundle up this winter and consider joining one or both of these local groups for some walking and talking.

Tuesdays and Thursdays, 8:15 a.m.

Walkie/Talkies meet at Three Bears Park (Delancey Street between 2nd and 3rd Streets) for a one-hour stroll through our historic community. Anyone is welcome to participate in this non-stressful exercise and socialize program.



Mondays, Wednesdays and Fridays, 8 a.m.

Philly Is Walking In The Park! meets at the fountain in the center of Washington Square (6th and Locust) for a half-hour, self-paced walk through our historic, beautiful park, led by neighbor Dr. Lisa Unger. All are invited to join us.



Membership Application

Name _____

Address _____ Apt. # _____

City, State, Zip _____

Home Phone _____

Work Phone _____

Email (print clearly) _____

IMPORTANT: Today, most everyone communicates via email. Please be sure that we have your current email address — so that you can receive important updates between publication of our community newsletter. All SHCA emails will be judiciously screened, and rarely will we send emails more than once a week. Nor will we share your email address with anyone else. This convenient, 21st-century system helps save our civic association postage costs, while keeping you regularly informed.

Residential Memberships

- \$ 50 Basic Household Membership
- \$ 40 Senior/Student/Single
- \$ 100 Federal Friend
- \$ 150 Georgian Grantor
- \$ 300 Jefferson Benefactor
- \$ 500 Washington Benefactor
- \$ 1,000 Benjamin Franklin Benefactor

Business Memberships

- \$ 100 Institutions — 5+ employees
- \$ 60 Institutions — fewer than 5 employees

Additional Contributions

\$ _____ Washington Square Beautification \$ _____ Franklin Lights

\$ _____ Sidewalk Cleaning/Graffiti Removal \$ _____ Tree Tenders

\$ _____ Zoning and Historic Preservation \$ _____ McCall School

Total Enclosed \$ _____

Charge VISA/MasterCard:

Number _____ Exp Date _____

Signature _____

The following topics are of special interest to me. I welcome receipt of email updates on these topics.

- Clean-Up Day Washington Square Zoning & Historic Preservation
- Franklin Lights Social Events Fundraising
- Dilworth House Property Taxes Local Crime
- Reporter Casino Issues Incidents and Alerts

Please return completed application to:

Society Hill Civic Association, P.O. Box 63503, Philadelphia, PA 19147

NIFTY NEIGHBORS IN MY OWN BACKYARD

BY JANE BIBERMAN

Immersed in History and Devoted to Volunteering

“When we first moved to Independence Place, I was enamored with the idea of walking through history and not just residing in a building with a historic name,” recalls Carole Karsch. That was 27 years ago, but Carole and Sam Karsch are still in love with Independence Park, Washington Square and Society Hill.

Sam and Carole, who raised three sons in Bala Cynwyd, moved to Philadelphia when their nest was empty. “We chose Society Hill over Rittenhouse Square, not only for its history, but because we felt it was more of a neighborhood,” recalls Carole.

“And we also loved the idea of having a spacious 6.5-acre park for our backyard,” adds Sam. “We enjoy sitting and walking in the park without ever having to weed.”

Natives of the Main Line area, the couple met when they were students at the University of Pennsylvania. Their alma mater still plays a central role in their life: their sons are among 24 family members who attended. For most of her career, Carole worked at Penn as senior development officer.

A graduate of Gratz College as well as Penn’s Wharton and Law Schools, Sam was a partner in the international law firm, Reed Smith. Upon retirement, he became an arbitrator and mediator for complex construction and commercial matters. He has been very involved with Jewish education. He served on the Philadelphia Jewish Federation’s Education Committee and the Federation Board. Sam was founding president of the Central Agency for Jewish Education and chaired several fundraising initiatives for Penn Law School.

Today, Carole volunteers at Pennsylvania Hospital and the National Constitution Center. “I was privileged to play an active role in the development of this modern treasure in our neighborhood,” she says. “While working as an independent consultant for the local firm Schultz & Williams, I served as interim development director for the center, whose offices were then in the Bourse Building. Sam and I were guests at the official opening of the center on July 4, 2003. The featured speaker was Supreme Court Justice Sandra Day O’Connor. I take special delight in interacting with the thousands of people who visit and are learning about ‘We the People.’”



Carole and Sam Karsch

Carole currently serves on the board of Independence Place, a position Sam has also held. In addition, she has been active on a number of other boards: Volunteer Lawyers for the Arts, Penn’s Katz Center for Advanced Judaic Studies, Gratz College, Philadelphia Federation of Jewish Agencies and the Jewish Family and Children’s Service. She was the first woman to become president of Har Zion Temple, where Sam also served as president.

“Although we still belong to our childhood congregation,” remarks Carole, “we appreciate the fact that there are five synagogues within

walking distance of our home, including historic Mikveh Israel. The new National Museum of American Jewish History has also brought another historic dimension to our neighborhood. When we walk in our own backyard, we take the opportunity to note the homes, businesses, synagogues and bathhouses of early Jewish immigrants. Today their heirs have returned to more luxurious residences in the area.”

Sam notes, “Even after almost three decades, wherever we turn in Society Hill we encounter history. One of our favorite cultural activities is attending the wide range of concerts presented by the Philadelphia Chamber Music Society. It’s especially magical to do so in the American Philosophical Society, surrounded by the magnificent portraits of our nation’s first presidents.”

With all of their communal activities, the Karsches still find time to travel. In the 70s, they were active in the early Soviet Jewry Movement and made two trips to visit *refuseniks* (Soviet citizens who were denied permission to emigrate to Israel) in the former Soviet Union. They have been to Israel about 12 times. Their apartment is filled with artwork acquired on their journeys throughout Europe and Africa. An accomplished amateur photographer, Sam has framed many of his most notable shots.

This winter will find them close to home enjoying the conveniences and attractions of the neighborhood. “We’re looking forward to a wealth of concerts, plays and movies in our own backyard,” says Carole.

Jane Biberman, former editor of *Inside Magazine*, is a freelance writer who has contributed to a variety of publications.

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THE ALISON

The Alison:

The Alison is a brand new luxury rental building on the north side of Rittenhouse Square. With only 19 homes, this boutique building is one of the most exclusive addresses on Rittenhouse Square. Homes at The Alison feature European Oak floors throughout; marble bathrooms; and kitchens with sub-zero Wolfe, Miele, and Bosch stainless steel appliances, Caesarstone quartz countertops, and Downsview cabinetry. The interiors of these homes were designed by Joanne Hudson. They are priced from \$5,000 to \$8,500 per month. Residents of The Alison enjoy a 24-hour doorman.

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