SCRANTON STUDY RECOMMENDS MALL MODIFICATIONS

How to package and design a proposed downtown shopping mall that threatens four blocks of buildings in Scranton’s Lackawanna Avenue Historic District is back in the news again.

After years of controversy including a lawsuit by the Architectural Heritage Association (AHA), the local preservation organization, a memorandum of agreement was signed in December 1988 by local, state, and federal officials and the developers—Al Boscov and Shopco. The agreement, which laid out terms by which the project could proceed, included a requirement for a review of the shopping center proposal by a panel of outside experts. With a Critical Issues Fund Grant from the National Trust for Historic Preservation, the panel was assembled and the consulting firm of Thomas & Means Associates, Inc., of Alexandria, Virginia, was hired. The consultants were charged with taking a fresh look at the project and advising on ways to preserve as many historic buildings as possible and to integrate the new development into the existing historic district.

Issued on June 23, the consultants’ report was printed in both of the Scranton newspapers for general public consideration. On July 6, it was reviewed by members of the project advisory committee which includes state and federal officials, the mayor’s office, the developers, and AHA. Although the consultants made a decision not to deal with whether or not the mall should be built, their report did identify a number of key areas for possible modification to existing mall plans:

• Establish a strong connecting link from the proposed downtown mall to the adjacent Steamtown National

continued on page 6

FALLEN ARCHES MARK END OF ERA

The city of Scranton had more than one important preservation issue brewing this summer. On a weekend visit home from his job in Harrisburg, Scranton native Martin Toth stopped by the red and white tiled McDonald’s on Keyser Avenue where he had worked as a teenager. He was surprised to learn from an employee that the building—the last of its kind in Pennsylvania and the last “red and white” in the nation still operating as a full-service McDonald’s—was about to be demolished. Toth, who had never been involved in preservation before that Saturday, suddenly found himself leading a crusade to save the 1966 building.

In phone calls to local, state, and national preservation organizations, as well as through contacts with the media and elected officials, the young attorney became the catalyst for an eleventh-hour, all-night effort to convince the city and the owners of the value of keeping the building. An emergency meeting of Scranton’s Architectural and Urban Design Commission gave the building a brief reprieve; but the threat of a lawsuit by McDonald’s persuaded the city to back down and allow demolition.

During the days before and after demolition, a number of concerns were raised on both sides of the issue. Preservationists were angry that they had virtually no warning that continued on page 7

Also in this issue:
Bookshelf .................................. p. 6
Calendar .................................... p. 8
In the News .................................. p. 4
News of the Fund ............................ p. 3
State Program News ....................... p. 5
SOLUTION IN SIGHT FOR EASTON POST OFFICE?

Ten years ago the Postal Service purchased a number of buildings adjacent to Easton's downtown post office, hoping to clear the parcels for additional parking. Funding constraints, designation of the whole downtown as a National Register Historic District in 1983, and a change in local leadership put the proposal on hold for years as the buildings gradually deteriorated.

With the rapid growth of the surrounding region, the Postal Service recently revived their proposal to demolish the buildings to provide additional parking for employees and patrons. Encountering serious questions about the proposal and objections to wholesale demolition from both the state preservation office and Historic Easton, the Postal Service threatened to abandon the existing post office and move all employees to a facility outside the city.

The City and the Chamber of Commerce responded by creating a task force aimed at keeping a full-service postal facility in Easton. Local sentiment, expressed in a massive campaign of letters and petitions, ran strongly in favor of demolishing the buildings in order to save the post office. As the parties sought a solution to the controversy, Steve Glickman, a local architect affiliated with Historic Easton, developed a plan to preserve the streetscape of the historic district while providing the much-needed parking.

In June, all parties, including staff from state and federal legislative offices, met to hammer out a potential solution. The Postal Service outlined their options and parking needs. Historic Easton presented its alternative site plan. The mayor offered city funding and planning assistance in the redevelopment of the site. The meeting concluded with the Postal Service's willingness to explore an option that preserves the buildings on Ferry Street and provides parking along a back alley. Final plans are far yet in, but preservationists are optimistic that the consultation process will result in a positive compromise for Easton's historic district.

FUND APPROVES LOAN TO REHAB HISTORIC BROOKVILLE HOTEL

The Preservation Fund recently approved a loan to assist in the rehabilitation of Brookville's historic Central Hotel into low-to-moderate income apartments. Constructed in 1876, the building is located across the street from the Jefferson County Court House in the heart of Brookville's National Register-listed historic district.

Borough secretary and former Main Street manager, David Taylor, sees the project as important to Brookville's continued downtown revitalization efforts. "It is a pivotal building within the downtown in general, occupying such a prominent site. Until now the owner has not been able to get above the storefront level in his improvements," said Taylor.

Alan E. King, owner of the property, anticipates that the rehabilitated units will serve as a model to similar communities faced with the challenge of finding new uses for upper-story downtown properties and providing quality low-to-moderate income housing. King has hired William Snyder, a local architect involved in numerous successful historic rehabilitations projects, to undertake the certified rehabilitation of the Central Hotel.
BELLEVUE PROCEEDS PRESENTED TO FUND AND COALITION

Presentation of funds raised at Hotel Atop the Bellevue gala. Left to right: Howard Kietell, Preservation Coalition of Greater Philadelphia; Michael Duffell, Hotel Atop the Bellevue; Rhoda Richards, Preservation Coalition; James Biddle, Preservation Coalition; Hyman Myers, Preservation Fund.

INTERVENTION FUND AWARDS GRANTS TO THREE PHILADELPHIA LANDMARKS

With a grant of $5,000, the Hill-Physick-Keith House, built in 1786 and operated as a museum by the Philadelphia Society for the Preservation of Landmarks, is undergoing emergency work to stabilize the northeast chimney which had been in danger of collapsing. The house, originally the residence of 18th century importer Henry Hill, is the only free-standing Federal style house remaining in Philadelphia's Society Hill historic district.

The Philadelphia Historic Preservation Corporation will use a $10,000 grant to assist in preparing a condition assessment of the Ridgeway Library, prior to the City's issuing a request for proposals to determine continued on page 6

Michael Duffell, managing director of Cunard's Hotel Atop the Bellevue, recently hosted a luncheon at the hotel to present the Preservation Fund of Pennsylvania and the Preservation Coalition of Greater Philadelphia with the proceeds from the gala weekend held in late March. The weekend, which raised thousands of dollars to be divided between the two organizations, celebrated the opening of the hotel after extensive renovations to the former Bellevue Stratford, a Philadelphia landmark. Hyman Myers, former president of the Preservation Fund, and James Biddle, chairman of the Coalition, accepted the check on behalf of their organizations.


Grace Gary............................Executive Director
Susan Shearer.............................Editor

Support for this newsletter is provided by membership dues, contributions and matching grants-in-aid from the Pennsylvania Historical and Museum Commission. The opinions expressed in this publication do not necessarily reflect the views or policies of the Pennsylvania Historical and Museum Commission. Portions of the newsletter that are not copyrighted or reprinted from other sources may be reprinted provided proper credit is given.

ISSN: 0888-7306

The Preservation Fund of Pennsylvania, Inc.

BOARD OF DIRECTORS
- Dr. Henry Jordan/President • Harley N. Trice II/Vice President • Edward J. Weintraub/Secretary • Craig Pepper/Treasurer • Otto Haas/Executive Committee • Hyman Myers/Executive Committee • Louis J. Appell, Jr. • James Biddle • John A. Bonya • Eugene DiOrio • Anne S. Genter • Brent Glass • Richard S. Gurniak • Thomas Hagen • Frances Holland • Miles S. Katzen • Alvin B. Lewis, Jr. • Antonia Mitman • Vivian Weyerhaeuser Piasecki • Ardash Rodale • Richard Tyler • Charles Uhl • Kurt Zwikil

Design/Typesetting: Goucher + Hess + Company, Systems Design Group
Printing: Graphic Works

PENNSYLVANIA HERITAGE CLUB

James Biddle
F. Otto Haas
Thomas B. Hagen
Dr. and Mrs. Henry A. Jordan
Joseph McEwen
Mr. and Mrs. Robert McLean
Antonia and Philip Mitman
Vivian Weyerhaeuser Piasecki

Air Products
ALCOA Foundation
Anonymous
ARCO Chemical
Barra Foundation
Bell of Pennsylvania
Brocker Manufacturing & Supply Company
C-Tec Corporation
CIGNA Corporation
Chesmier Foundation, Inc.
Dentsply International
Dover Historic Properties
Erie Insurance Group
Fidelity Bank
General Accident Insurance
Graphic Works, Inc.
Hamot Health Systems
Huston Foundation
John Milner Associates
Lord Corporation
Meridian Bancorp, Inc.
MSK Associates, Inc.
Mutual Assurance Company
1957 Charity Trust
Penn Advertising, Inc.
Penn Savings Bank
Pennsylvania Manufacturers Association
Phoebe Haas Charitable Trust
Reading Eagle
Rodale Press
Rohm & Haas
Rouse & Associates
Smith Kline Beckman Foundation
Stockton Rush Bartoi Foundation
Sun Company, Inc.
Susquehanna-Pfalzgraff Foundation
Tighe Industries

For information on becoming a member of the Pennsylvania Heritage Club, contact the Preservation Fund.

3
The City of Easton and Lafayette College lost an important landmark earlier this summer with the demolition of the Delta Upsilon fraternity house. In spite of protests from students, alumni, neighbors, and state and local preservationists, the ca. 1911 building was torn down to make way for a $16 million student center.

Larry E. Tise, former executive director of the Pennsylvania Historical and Museum Commission, has resigned as executive director of the American Association for State and Local History. Tise returns to Pennsylvania as executive director of the Benjamin Franklin National Memorial at the Franklin Institute in Philadelphia.

The Delaware Aqueduct Renovation, Lackawaxen is one of three recipients of the 1988 Presidential Awards for Design Excellence in architecture. Designed in 1848 by John A. Roebling, the aqueduct has been restored for the National Park Service/Mid-Atlantic Region by the firms Abba G. Lichterstein & Associates, Beyer Blinder Belle, and Ammann & Whitney. The awards, presented every four years, honor exemplary federal design achievements in the fields of architecture, engineering design, graphic design, interior design, landscape architecture, product/industrial design, and urban design/historic preservation/planning.

The 1988 National Park Service Report on Damaged and Threatened National Historic Landmarks (NHLs) cites four Pennsylvania properties, all in Philadelphia, as having priority 1 status. Eastern State Penitentiary, Fairmount Waterworks, Fort Mifflin, and the United States Naval Asylum were all identified as suffering from severe physical deterioration and in need of stabilization and rehabilitation. Pennsylvania’s NHLs with priority 2 status—exhibiting potential damage or threats—include Cornwall Iron Furnace, East Broad Top Railroad, Grey Towers (Beaver College), Harmony Historic District, John Wanamaker Store (Philadelphia), Philadelphia City Hall, Reading Terminal and Trainshed, Thomas Eakins House, and the Woodlands. The Preservation Fund, through the Philadelphia Intervention Fund has made grants to the following threatened NHLs: Eastern State Penitentiary, the Naval Asylum, Reading Terminal, and the Woodlands; the Fund is also involved in preservation efforts at East Broad Top Railroad.

Partners for Livable Places, a national nonprofit organization dedicated to enhancing the livability of communities, announces the creation of "Shaping Growth", a national demonstration program involving over 40 communities—large and small, urban and rural. The program focuses on community improvement through three tracks: the economics of amenity, managing community assets, and social equity. Communities interested in participating in the program should contact Daniel T. Keefe, 202-887-5990, by October 1, 1989.

The Tioga County Historical Society is conducting a survey of schools that formerly existed throughout the county. Anyone with information on Tioga County schools should send it to: Tioga Schools, Tioga County Historical Society, P.O. Box 724, Wellsboro 16901.

Recent research on the First Presbyterian Church in Darby Borough, Delaware County, has uncovered that the building was designed by architect John Notman. An important nineteenth century Philadelphia architect, Notman is best known for the design of Laurel Hill Cemetery, the Athenaeum, St. Mark’s and Holy Trinity Churches, all in Philadelphia; and for Riverside in Burlington, New Jersey. The Romanesque Revival style Darby church was built in 1854, two years before Holy Trinity, which is considered Notman’s finest Romanesque church design.

"Iron", an exhibit chronicling the history of Pennsylvania’s ironmaking industry and its role in making the Commonwealth a leading industrial state, opens at the State Museum in Harrisburg in October. The exhibit, which runs through May 1990, includes a large number of forge and furnace objects; three reconstructed historic settings; models; graphics; photographs; and an array of products from cast and wrought iron.

In another exhibition effort, the State Museum is looking for artifacts and information relating to the Works Progress Administration (WPA) and other agencies of Franklin D. Roosevelt’s New Deal. Anyone with materials to lend or with information on potential sources of materials should contact Christine Yanick, Education Department, State Museum, Box 1026, Harrisburg 17108-1026; 717-787-5493.

The General Building Contractors’ Association (Philadelphia chapter of the Associated General Contractors of America) has created a new program to send its Historic Preservation Advisory Team into apprentice-training schools to make students aware of how to deal with older buildings. For more information contact Carl Nittinger or Gersil Kay, 215-567-0547.

Elia Aderman of Architectural Restoration Services in Hatfield contacted the Fund recently with her concern over road widenings and the effect on historic resources. She writes, "Is there a development proposed for your community that calls for the widening of a state road in an historic area? Local officials often require the developer to pay for 'improvements' to state roads adjacent to new projects. This is not a way to circumvent state law which requires PennDOT to evaluate the possible effect on an historic resource. Private money may be used to widen state roads and improve intersections, but all work must meet the same requirements as projects funded by PennDOT. Proper documentation and evaluation of historic resources is required."
BHP FOCUSES ON INDUSTRIAL HERITAGE

The Bureau for Historic Preservation (BHP) is undertaking a broad range of efforts to identify and preserve historic industrial resources across Pennsylvania. These include publication of an overview history of Pennsylvania industry, survey and nomination to the National Register of Historic Places of iron and steel sites around the state, and creation of a newsletter to report on industrial survey efforts throughout Pennsylvania.

The overview history, scheduled for publication in late 1989, identifies the state's historically important industries and briefly outlines their evolution over three centuries. From the mid-19th to the mid-20th centuries, iron and steel, coal, textiles, foundries, and transportation were the largest industrial employers and producers in Pennsylvania; and they were among the top manufacturers within their industries nationally. Together with an array of other important industries, such as oil drilling, lumber, grist milling, oil refining, and electrical goods, they made Pennsylvania one of the foremost industrial states in the nation.

In January 1989, the BHP initiated a two-year statewide survey of historic iron and steel industry sites. Approximately twenty iron and steel sites throughout the state will be surveyed including several large-scale steel plants. Although the survey will not cover all iron and steel plants in the Commonwealth, it will address types of sites, particularly steel mills, that have not been surveyed or nominated to the National Register in the past. The survey will culminate in a multiple property nomination as well as individual nominations to the National Register for iron and steel sites around the state.

As part of this process, the BHP also plans to write a history of the iron and steel industry in Pennsylvania.

The BHP is also cooperating with the Historic American Engineering Record (HAER), America's Industrial Heritage Project, and the National Register of Historic Places, to list industrial resources in Huntingdon County in the National Register. Located near the center of the state, Huntingdon County contains a wealth of sites including iron furnaces, coal mining towns, brick refractories, and railroad resources. Approximately twenty-five of the industrial sites identified by a HAER survey of the county are being nominated to the Register.

Finally, the BHP has launched PENNDUSTRY, a newsletter outlining efforts by various organizations to identify and preserve industrial resources in the state. The biannual publication will follow the activities of major groups such as America's Industrial Heritage Project and Pittsburgh's Steel Industry Heritage Task Force, as well as other projects across the state. If you would like to receive PENNDUSTRY or have questions about industrial heritage efforts, contact Bill Sisson at the BHP.

PROPERTIES ADDED TO NATIONAL REGISTER

The BHP announces the listing of the following historic properties in the National Register of Historic Places, the nation's official record of buildings, structures, sites, districts, and objects deemed worthy of preservation by the U.S. Department of the Interior.

James Beach Clow House (1830), North Sewickley Township, Beaver County
Penn Alto Hotel (1921-1928), Altoona, Blair County
Thomas and Lydia Gilbert Farm (ca. 1840), Buckingham Township, Bucks County
Peter Taylor Farmstead (18th-19th century), Newtown Township, Bucks County
Moland House (18th century), Warwick Township, Bucks County
Strode's Mill Historic District (18th-19th century), East Bradford Township, Chester County
Gilbert Bridge (1899), Monaghan and Upper Allen Townships, Cumberland and York Counties
Union Hotel (1860), Upper Allen Township, Cumberland County

For more information on state historic preservation programs contact:
Bureau for Historic Preservation
Pennsylvania Historical and Museum Commission
P.O. Box 1026
Harrisburg, PA 17108-1026
717-783-8946

Industrial Survey Site, Milesburg Furnace, Bellefonte, Centre County continued on page 8
Scranton (continued from page 1)

Historic Site. Steamtown, a unit of the National Park Service focusing on the history of railroads, is expected to bring a half million visitors a year to Scranton by the 1990s. The report noted a lack of serious joint planning for this adjacent attraction and recommended both a stronger physical link between the mall and the historic site and stronger communication between the parties.

- Redesign the mall to create a major, 15,000-plus square foot public space at the linkage between the mall and Steamtown. This redesign would entail shifting the mall farther east into the Lackawanna Historic District to provide the additional space needs.

- Compress the proposed shopping bridge over Lackawanna Avenue from 113 to 30 feet. Both developers and the city see this connecting link as critical to tying the mall into Scranton's central business district. However, as the consultants point out, a bridge of this magnitude would block the long views of the mountains that ring the city and produce an unattractive tunnel-like effect on Lackawanna Avenue.

- Blend the parking needs of Steamtown, the downtown, and the mall into one comprehensive parking program. To date, no cooperative parking efforts have been proposed, although all three of the above have identified parking as a critical need for their projects and programs. Solutions that include joint ventures with the Scranton parking authority or shared parking for parkers with different schedules are suggested in the report.

The Thomas & Means study is not the first on redevelopment possibilities for Lackawanna Avenue. Scranton's redevelopment plan has had the demolition of the area on the books since the 1960s. In 1979 AHA sponsored a study of Lackawanna Avenue by the nationally known architectural firm of Venturi, Rauch and Scott Brown, who strongly recommended the historic designation and rehabilitation of the area. A 1987 study, commissioned by the State of Pennsylvania to address concerns about the proposed mall, recommended changes in the mall design to allow for the retention of several historic buildings and facades.

The most recent report by Thomas & Means has not met with unanimous acclaim. The city, the developers, and preservationists all have raised specific concerns about its recommendations. However, the opportunity to reopen discussions and forge new partnerships on the redevelopment of Lackawanna Avenue still exists. Preserving Pennsylvania will continue to follow developments in this major preservation issue.
MEMBERSHIP CATEGORIES

☐ Individual $15
☐ Family $25
☐ Associate $50
☐ Patron/Professional $100
☐ Benefactor $500
☐ Pennsylvania Heritage Club* and above $1000
☐ Nonprofit Organization $35

*Includes special membership benefits. For information contact the Preservation Fund.

EMPLOYMENT OPPORTUNITY

Director of Preservation Programs, Preservation Fund of Pennsylvania. Growing statewide nonprofit organization seeks qualified individual to coordinate outreach, grant and loan programs. Assists executive director in program development and fundraising. Four years experience, or M.A. and two years experience required. Salary $25,000+. Send resume by October 1 to: Grace Gary, Executive Director, Preservation Fund of PA, 2470 Kissel Hill Rd., Lancaster, PA 17601.

Arches (continued from page 1)

the building was in danger; others questioned the historic value of a 1960s fast food restaurant. The need for identifying, understanding, and planning for the future of our historically important buildings is clear to Martin Toth and others concerned about the future of Scranton's historic properties.

An editorial in the Scrantonian Tribune, following the demolition, challenged the city to do more for its remaining historic buildings. "The Architecture and Urban Design Commission would do well to busy itself in developing a master list of all unusual buildings in the city and pass judgement on their need for preservation rather than rush to make a decision in the shadow of the wrecking ball," the editorial admonished.

Ironically, the owners of the Keyser Avenue McDonald's seem to understand the value of the building's history. As restaurant manager Robert Koltra said in a newspaper article on July 16, two days before the demolition, "The inside of the new store will reflect the exterior of the old store. The decor will be very 50-ish with all of McDonald's old logos." Preservationists wish homage to the historic value of the building had been paid by retaining the distinctive red and white tiled structure, possibly incorporating it with the new building planned for the site.

According to the Society for Commercial Archeology, a national organization interested in the history of the automobile-related commercial past, only a few examples of McDonald's early red and white tiled buildings still exist. The first franchise McDonald's, built by Ray Kroc in Des Plaines, Illinois, in 1955, has been restored as a museum; a red and white in Portland, Oregon, is a party room for a larger restaurant; and a San Jose, California, red and white is undergoing renovation as part of an expanded new restaurant.

With the demolition of the Scranton McDonald's, these are reported to be the last of the chain's early, more flamboyant style.

Martin Toth and many other Scrantonians will miss their own special link with the history of the recent commercial past. As Toth said in a recent editorial, "I certainly hope everyone enjoys the bigger, more convenient McDonald's, with a theme 'reminiscent of the old one.'"
National Register (continued from page 5)

Unlontown Downtown Historic District (late 19th-early 20th century), Fayette County

Penn-Craft Historic District (1937-1943), Luzerne Township, Fayette County

Mercersburg Historic District (late 18th-early 20th century), Franklin County

McClelland Homestead (mid-19th century), North Beaver Township, Lawrence County

Colonel James Cameron House (ca. 1840), West Chillisquaque Township, Northumberland County

Bridesburg School (1847-48), Philadelphia County

Elizabeth Duance Gillespie Junior High School (1925-27), Philadelphia County

Simon Gratz High School (1925-26), Philadelphia County

Henry H. Houston School (1926-27), Philadelphia County

Wagner Free Institute of Science (1859), Philadelphia County

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 30-Oct. 1</td>
<td>Bucks County Conservancy's Antique Show &amp; Sale. Middle Bucks Area Vocational-Technical School, Rt. 263. Contact: Bucks County Conservancy, 215-345-7020.</td>
</tr>
<tr>
<td>Nov. 4</td>
<td>Three Centuries in Berks County Historic Property</td>
</tr>
</tbody>
</table>

Tour. Contact: Berks County Conservancy, 215-372-4992.


1990


June 15-17 | National Quilt Symposium, Lancaster. Co-sponsored by Franklin & Marshall College and Oral Traditions Project of Union County Historical Society. Contact: Carol Fail, F&M College, Box 3003, Lancaster 17604-3003. |