A HISTORY OF THE

LOGAN SQUARE NEIGHBORHOOD ASSOCIATION

by Joe Sirbak

* The logo depicted on the front cover contains elements present for the vast majority of the LSNA's history. In the first years of the Association, there was no standard letterhead logo. Beginning in the late 1960s, the LSNA adopted a letterhead with the full name of the Association spelled out in capitalized, italicized letters, with the address of the then-President of the Association printed underneath. Beginning in the mid-1980s, the drawing of a fountain flanked by two-story homes was added to the existing typeface, and this remained the Association's logo until a new one was selected by popular vote in 2012.

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Forward

The LSNA's bylaws provide that each year, the records of the Association should be deposited with Temple University's Urban Archives. Over the last several months, I have visited Temple University to study the collection, which contains 10 boxes of meeting minutes, public notices, neighborhood development agreements, and other materials stretching all the way back to the founding of the LSNA in 1962. (To those relatively recent officers who have not yet deposited records with the Urban Archives, there's no time like the present to preserve the past). In addition to reviewing documents, I spoke with several people knowledgeable about the history of the LSNA, including Tully Speaker, Sam Little, Ben Fishman, Larry Dugan, Howard Scher, and Jovida Hill. Thank you for contributing to this project! Editorial decisions and conclusions are my own and I take responsibility for any inaccuracies.

I am not a historian, but have learned what an inexact science historical research can be, with literally thousands of data points, sometimes conflicting, embodied in contemporaneous written records and less precise yet no less valuable oral histories. I recognize that this history is at best a first draft, with many, many members of our community having important information that time did not permit to be included here. If, in the course of reading this, you think of a noteworthy story or perspective that was omitted, or discover an outright factual error, please contact me, since I intend to revise this history to incorporate such feedback. Happy 50th Anniversary, LSNA!

Joe Sirbak

The Beginning of the LSNA

On the day after Labor Day, September 4, 1962, Virginia Dugan hosted a gathering of parents at her home at 1523 Cherry Street. Mrs. Dugan was particularly concerned that the Fairmount Park Guards had ordered her son and his friends to stop playing baseball on a triangle of land adjacent to the Parkway due to safety concerns. At that first meeting, the parents discussed neighborhood issues that were lacking in attention, agreed to form an organization to systematically address those issues, and planned to publicize their new group and to work with representatives of surrounding community groups. Three days later, Mrs. Dugan applied to the Free Library of Philadelphia for a meeting room on behalf of a group identified as the Logan Square Neighborhood Association. Mrs. Dugan listed the purpose of her group as civic betterment, but left blank the line asking the size of her group. Neighbors received a short note announcing a meeting at 7:30 p.m. on September 25, 1962 in the Free Library's Skyline Room.

LSNA Founder Virginia Dugan, 1990 (courtesy of Lawrence Dugan)

Thirty-six neighbors gathered on September 25, 1962 in a meeting lasting just over an hour to learn from representatives of nearby associations what role a neighborhood association could play. Maurice Burrison of the Spruce Hill Association reported on the work that his group had accomplished in its first five years, including planting trees, installing litter baskets, lighting holiday candles, creating a Zoning and Code Violation Program, and organizing sports and cultural programs. Mrs. C.W. Herman of the Spring Garden Street Civic Association discussed working with Smith, Kline & French to create a child day care program and soliciting toys from another organization. Fred De Rogatis of the Belle Vista Association explained how his neighborhood improvement organization grew from three residents to over two hundred. They would show films in the streets for the purpose of getting to know one another and organized push carts of toys and "junior leaders" to assist mothers in supervising play activities for their children for two hours daily.

Also discussed at the meeting was the proposed expansion of the Franklin Institute and particularly its impact on Woodstock Street neighbors. A large number of community members had petitioned for membership in the Center City Residents Association in connection with this expansion, but the CCRA declined to extend its boundaries north of Market Street. Finally, those in attendance discussed the logistics for formally organizing the LSNA. They elected Mrs. Dugan as the Temporary Chairman and a Procedure Committee of ten members was selected.

The Procedure Committee met on October 9, 1962 to decide the name of the organization, the boundaries for membership, and annual dues (originally $1.00). Mrs. Dugan appointed a Constitution Committee to draft a Constitution and by-laws and a Membership Committee to begin growing their organization. The

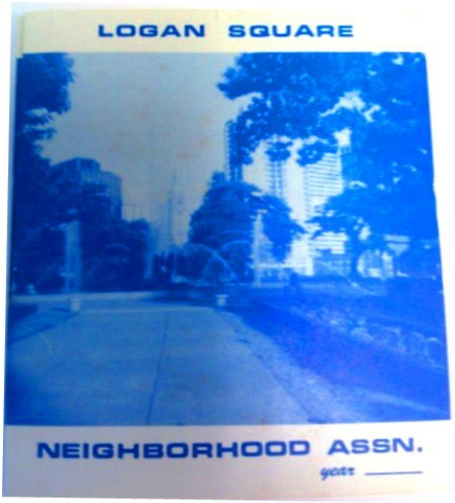
Committee also planned to reach out to the City Planning Commission for information about the Franklin Institute expansion, school zoning, and a playground for the neighborhood.

The Procedure Committee gathered again on October 23, 1962, by which time the draft Constitution and by-laws had been written. The Constitution identified the purposes of the organization as: (a) improvement of recreational and school facilities; (b) improvement of traffic safety and police protection; (c) zoning and city planning changes; (d) preservation and improvement of the beauty of the area; and (e) promotion of health and sanitation facilities. The Committee made arrangements for a first general membership meeting and near neighbors of the Franklin Institute site shared information they had obtained. The Committee subsequently distributed a notice informing the community of its progress, soliciting membership, and announcing the first general membership meeting.

On Sunday, November 11, 1962, two months after the first informal meeting at her home, Mrs. Dugan called to order the LSNA's first general membership meeting at the former International House at 15th and Cherry Streets. By this time, approximately 129 neighbors had joined the Association. The Constitution and by-laws were accepted and the first slate of officers was elected. Those officers were Sidney Bernstein (President), Joseph Fineman (Vice President), Josephine Pasternack (Secretary), and James Dunne (Treasurer). Mr. Bernstein thanked Mrs. Dugan for her work, drawing a round of applause from the audience. George Miller gave the first zoning report, covering a number of planned developments in various sections of the neighborhood. In particular, concerned residents were encouraged to mobilize against the proposed Franklin Institute expansion, which would

require the demolition of all residences on the square block bounded by 20th, Cherry, Woodstock, and Race Streets.

At a separate meeting held four days later at Mr. Bernstein's home, the Association voted to begin issuing window stickers (to increase visibility and no doubt also exert peer pressure to join) and selected Chairmen of four standing committees: Zoning and Planning, Recreation and Schools, Property Improvement and Beautification, and Membership and Publicity. Beginning December 13, 1962, the LSNA began holding monthly meetings, commonly at Magee Hospital. Over the next several months, Mr. Miller, the Chairman on the Zoning and Planning Committee, was involved in petitions and other efforts to oppose the planned Franklin Institute expansion. Meanwhile, Mrs. Dugan, the Chairman of the Recreation and Schools Committee, organized social activities, such as Christmas caroling on December 23, 1962 and a square dance on February 22, 1963, and met with city leaders to advocate the creation of a play space in the Logan Square neighborhood. And so it was that, fifty years ago, the LSNA was founded by a group of concerned and energetic neighbors. With surprising speed, the Association assumed a form – and role – that remain clearly recognizable today.



Early window sticker (Temple University Urban Archive)

An Intricate Ballet - Zoning in Logan Square

Throughout its history, the LSNA has played a role in one form or another in every significant real estate development to occur within the neighborhood boundaries, which originally extended only to the south side of Callowhill Street but were extended to the south side of Spring Garden Street when the initial residents of the Hamilton Townhouses sought to affiliate with the LSNA in the late 1970s. In the early years of the LSNA, the neighborhood was very different than it is today. An iron works operated on the block bounded by Cherry, Race, 22nd and 23rd Streets, with barges travelling up the Schuylkill River and docking near Cherry Street to support the industry. Also along the river was a fuel oil distributor, with on-site storage tanks. The neighborhood was home to lumber companies, bakeries, auto repair shops, gas stations, and "sleazebag hotels." The modern-day Baldwin Park now occupies the former site of the massive Baldwin Locomotive Works, which would lower locomotive components down to the underground rail level for final assembly. Some impressive homes lined the main streets of the neighborhood, with young pioneers moving onto smaller side streets, but scattered throughout the neighborhood were abandoned, dilapidated houses.

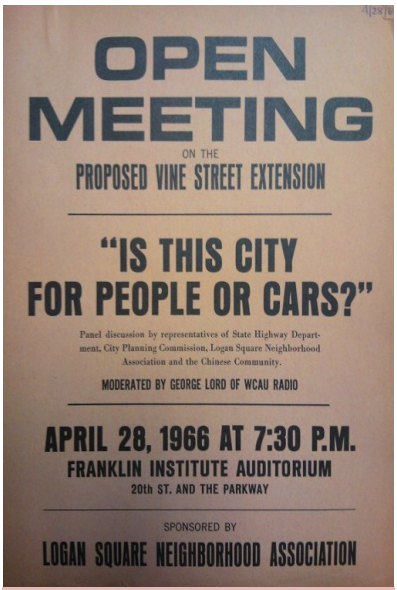
Charles Ludwig, a leading figure in the early LSNA, saw the Logan Square neighborhood as an asset to be developed. The light industries were gradually going out of business and Mr. Ludwig wanted the neighborhood to be able to regulate itself, with minimal interference from City Hall, for the purpose of replacing industries with residences to increase the number of people invested in the neighborhood and, by extension, the stability of the neighborhood. He opposed, however, the growth of population through the division of large, older homes into multi-family apartments. Mr. Ludwig, a lawyer by profession, is described as an un-

believable advocate, who had the clout and know-how to help transform the neighborhood. Admittedly, there were minor differences within the community over what the neighborhood should be, with figures such as Mr. Ludwig passionately promoting his vision of a "countrie village" with others espousing a more distinctively urban perspective.

Differences were resolved in the Zoning Committee and, given the importance of zoning issues and the occasional controversies they would ignite, the LSNA has from time to time endeavored to formalize its decision-making procedures. For example, in March 1980, then-President Pat Rooney called a meeting at her home to define those near neighbors who should receive notice of a zoning variance request (they settled on all neighbors within one block, in every direction, of a proposed project, with greater notice if a business development was proposed and a policy of erring on the side of greater than necessary notice). In 1986, the Zoning Committee, which at the time commonly had dozens of members attending its monthly meetings, circulated painstakingly -drafted guidelines and procedures to allow decisions to be reached in an orderly fashion and to prevent a single opponent from effectively blocking the LSNA from issuing a letter of non-opposition.

Some positions have remained unchanged for decades, as the LSNA consistently has encouraged developers to plant more street trees, has pushed for more restrictive traffic controls, has supported zoning variances for unobtrusive residential roofdecks, and has opposed the public takings of residential property, from the Franklin Institute Laboratories and hundreds of residences east of 17th Street taken in the early 1960s to the condemnation of much of Franklin Town in the early 1970s. At times, the LSNA fought to preserve neighborhood treasures, as when the LSNA

opposed the moving of the Free Library in 1963. Other times, the LSNA watched on as projects of city-wide significance chose locations outside of the neighborhood. The neighborhood breathed a sigh of relief when the Philadelphia Community College settled on its Spring Garden location rather than 23rd and Arch Streets in 1966, while in early 1983, opinion was split as the Pennsylvania Convention Center selected its current Reading Terminal location over a close-second proposed site at 18th and Vine Streets, with near neighbors opposing the project due to the scope of construction and those who lived further away supporting the project as a means of economic revitalization. And although the Vine Street Expressway project was already well on its way to completion, the LSNA hosted a packed open meeting, resulting in a 75-page transcript, on April 28, 1966 to allow residents to voice their opinions about the project.


OPEN
MEETING
ON THE
PROPOSED VINE STREET EXTENSION
"IS THIS CITY
FOR PEOPLE OR CARS?"
Panel discussion by representatives of State Highway Department, City Planning Commission, Logan Square Neighborhood Association and the Chinese Community.
MODERATED BY GEORGE LORD OF WCAU RADIO
APRIL 28, 1966 AT 7:30 P.M.
FRANKLIN INSTITUTE AUDITORIUM
20th ST. AND THE PARKWAY
SPONSORED BY
LOGAN SQUARE NEIGHBORHOOD ASSOCIATION

Notice of Vine Street Expressway Meeting, 1966 (Temple University Urban

As necessary, the Association also participated in litigation to achieve its land development goals. There were even early complaints about the Association spending a majority of its budget on legal fees and the Zoning Committee would later solicit "attorney volunteers" to represent the Association in discrete zoning matters whenever possible. So as not to be restricted from enforcing its rights by potential legal fees, the LSNA regularly had developers agree to letters of credit of $10,000 or

more to pay the Association's legal fees in the event a developer defaulted on a neighborhood development agreement.

The Franklin Institute

As noted above, the Franklin Institute Laboratories was a crucial catalyst to the formation of the LSNA. In early 1963, Jane Jacobs' recently-published book *The Death and Life of Great American Cities* was recommended reading for all LSNA members and the Association was drafting telegrams urging the Franklin Institute to consider a less disruptive site for its Laboratories. At the March 14, 1963 LSNA meeting, Damon Childs, Chief of Urban Renewal at the City's Planning Commission, and Francis Lammer, Executive Director of the Redevelopment Authority, outlined the City's broader zoning objectives and explained the role of condemnation and the process by which the Redevelopment Authority acquired blighted property for academic, neighborhood, and humanitarian purposes. Mr. Lammer discussed the timing and amount of payment that displaced residents could expect. He further emphasized that only the Woodstock Street site, adjacent to the Franklin Institute, could meet the needs for secrecy required under the Franklin Institute's contracts with the Department of the Navy. The building was constructed in 1965. In August 1983, the Franklin Institute announced that it was putting the Laboratories building up for sale and by 1994 the building was an empty shell. In that year, a statue of Benjamin Franklin, originally commissioned as an element of the 1% art exaction required by the City when the Laboratories were constructed, was procured by the LSNA through the efforts of Mr. Ludwig. Today, the statue is installed at Coxe Park, while the former Franklin Institute Laboratories building houses the Atria assisted living facility for seniors.

In the mid-1970s, the LSNA again dealt with the Franklin Institute over various improvements. The LSNA (and several nearby architects) initially strongly opposed the installation of a 707 plane fuselage in the Franklin Institute's Science Park, to the point of threatening legal action. The dispute was resolved when the Franklin Institute agreed to create a $25,000 fund for external beautification of its property and agreed to other concessions, such as prohibiting external food. An *ad hoc* LSNA committee was formed and worked closely with the Franklin Institute on designing and installing plantings and fencing and making other improvements such as installing soundproofing for a noisy HVAC unit on the roof of the Franklin Institute Laboratories after the LSNA measured the noise levels and found the noise unacceptably high. The Franklin Institute further expanded significantly in 1990, with the intent of doubling its annual visitors. The LSNA learned of the planned expansion in early 1987, but only after the Franklin Institute was awarded a state grant of $10 million for the project. The LSNA appealed to state legislators in an attempt to stall the flow of state funding, but was in a weak bargaining position since the funds already had been appropriated. Ultimately, the LSNA secured a neighborhood development agreement addressing the screening and design of the parking garage, including the location of the exit driveway to the east of Woodstock Street, as well as issues of landscaping, fencing, HVAC placement, and hours of construction. Today, the Franklin Institute continues to be of great interest to the LSNA, as it completes another major construction project and plans to install a digital sign.

Fostering Residential Development

Throughout the history of the Association, and particularly during a heyday of redevelopment from the late 1970s through the early 1990s, the Zoning Committee has been perhaps the most active of the LSNA's committees. For example, the monthly

zoning report for October 1978 included such significant projects as Shannon Village (named for the massive 4-story Shannon Hardware store that had previously occupied the site), Riverside Presbyterian House, the conversion of Westminster Arch to residential use, Cherry Walk at Cherry and Van Pelt Streets, and the Schuylkill River Park, that had already been in the planning stages for more than a decade and in the late 1970s was thought to be "right around the corner." To handle the volume of development projects, a dozen, two dozen, or even more members of the Zoning Committee met on a monthly basis at Moore College and other locations.

During this period, the LSNA generally agreed to support (or, specifically, not oppose) residential developments throughout the neighborhood, provided that developers entered into neighborhood development agreements containing terms protective of the aesthetics and tranquility of the neighborhood. For example, the LSNA frequently required deed covenants that residents not be allowed to install window air conditioning units. Also, the LSNA mandated that HVAC units be placed on roofs and that particular façade materials be used. Depending on the project, parking might be required for residents, and in at least one case, trash compactors in each residence were required. Even larger residential developments were generally supported, such as the River's Edge condominium, which was of a scale comparable to the adjacent Presbyterian House even though a much taller building might have been proposed for the site. In one case, while a developable parcel was on the market, a neighborhood resident prompted the LSNA to declare its preference for single-family residences, thereby effectively setting the market price for the property and facilitating the construction of a residential development.

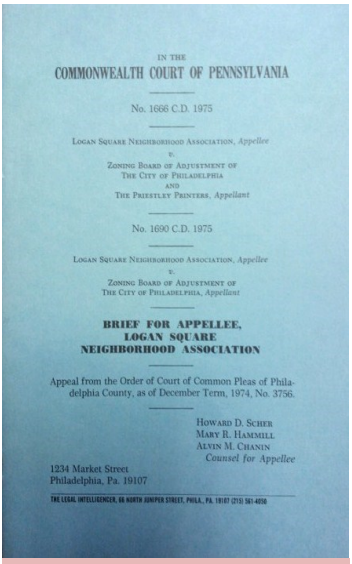
One Logan Square

A major project that reshaped the Logan Square neighborhood was the development of what is now known as One Logan Square and the Four Seasons Hotel. As early as 1967, Mr. Ludwig was attending meetings with other Parkway institutions to discuss the project, which was then known as the Insurance Company of North America Building. The initial reaction was generally favorable, given the proposed architecture, perimeter beautification, and the perceived willingness of the developer to be a good neighbor. In particular, the entire project was designed with an eye to preserving natural light for the neighborhood, from the modest height of the hotel to the dramatic angling of the office tower. In the late 1970s into early 1980, as the project moved closer to reality, the LSNA remained cautiously supportive, as the project was better than anything else that had been proposed for the site, which at the time was home to a parking lot and the LSNA's community garden. The project was not without opposition, however. Specifically, many opposed the number and placement of loading docks on Cherry Street. Cherry Street had been referred to as the "spine" of the neighborhood and this project threatened to turn an entire block of Cherry Street into a pedestrian-unfriendly "service street." Ultimately, in the fall of 1980, the LSNA reached an agreement with the developer and the groundbreaking occurred. Specifically, the LSNA's agreement provided that (i) there would be no loading of full length tractor trailers on Cherry Street, (ii) the developer would join LSNA in supporting the reversal of traffic on the 1800 block of Cherry Street to an easterly direction to reduce the likelihood of excessive traffic travelling west on Cherry Street, (iii) no contractors would travel down Cherry Street west of 20th Street, (iv) trash pickup would occur only between 7:00 a.m. and 11:00 p.m., (v) the developer

would appoint a liaison with the LSNA to discuss ongoing concerns about the project, and (vi) the developer would support a traffic study of the area.

Commercial and Institutional Uses

LSNA's reaction to certain commercial and institutional development has been generally more mixed than in the case of residential development. Over the years, the LSNA has helped foster the transformation of the neighborhood from a onetime hodgepodge of mixed uses, including light industrial, to a primarily residential neighborhood. In its first decade, the Association lobbied for the reclassification to residential zoning of the entire "south triangle" portion of the neighborhood south of the Parkway and in 1977 City Council passed an ordinance applying a completely new zoning classification (single family row houses) just to the Logan Square neighborhood.



IN THE
COMMONWEALTH COURT OF PENNSYLVANIA

No. 1666 C.D. 1975

LOGAN SQUARE NEIGHBORHOOD ASSOCIATION, *Appellee*
v.
ZONING BOARD OF ADJUSTMENT OF
THE CITY OF PHILADELPHIA
AND
THE PRIESTLEY PRINTERS, *Appellant*

No. 1690 C.D. 1975

LOGAN SQUARE NEIGHBORHOOD ASSOCIATION, *Appellee*
v.
ZONING BOARD OF ADJUSTMENT OF
THE CITY OF PHILADELPHIA, *Appellant*

**BRIEF FOR APPELLEE,
LOGAN SQUARE
NEIGHBORHOOD ASSOCIATION**

Appeal from the Order of Court of Common Pleas of Philadelphia County, as of December Term, 1974, No. 3756.

HOWARD D. SCHER
MARY R. HAMMILL
ALVIN M. CHANIN
Counsel for Appellee

1234 Market Street
Philadelphia, Pa. 19107

THE LEGAL INTELLIGENCER, 69 NORTH JUNIPER STREET, PHILA., PA. 19107 (215) 561-4050

Legal brief in opposition to zoning variance request

In the late 1960s, the LSNA supported the construction of an office building on the site of a parking lot owned by St. Clement's Episcopal Church (now home to the Pennsylvania Horticultural Society) but opposed the conversion of Moore College's Sartain Hall on Cherry Street from a dormitory into a classroom building and especially opposed an expansion of the School District of Philadelphia building that threatened homes on Spring and Van Pelt Streets. Then, in the mid-1970s, the LSNA vehemently opposed the development of a printing press, to be

known as Priestly Printers, at the site of a tire retailer at 22nd and Race Streets. After the City's Zoning Hearing Board granted a variance to allow the printing press, the LSNA engaged in extensive litigation and ultimately was successful in having the Zoning Hearing Board's decision reversed. In 1981, the LSNA signed a neighborhood development agreement with the Please Touch Museum on 21st Street requiring upgrades to the building façade, prohibiting tour busses from loading and unloading on 21st Street, and regulating the hours of operation. In both the early 1980s and in 2006, developers proposed ambitious highrise projects to be built over the rail right of way running from 20th Street to the Schuylkill River. Amid neighborhood skepticism, and challenging economics, both incarnations of this project failed.

In the late 1980s, near neighbors were generally resistant to the building of a supermarket in Franklin Town, citing concerns about traffic, parking, and decreased property values, and urged developers to consider other sites, and there was some controversy when the Association entered into a neighborhood development agreement that many felt did not adequately address their concerns. Similarly, in 1989, the LSNA agreed not to oppose the Museum Towers in Franklin Town, including the proposed retail components of that project, provided that the retail space not be used for sneaker stores, jewelry stores, music stores, or fast food restaurants.

The Association has also acknowledged parking lots as an economically necessary interim use for many parcels as they transitioned from light industrial to residential uses. However, the Association would strive to have developers beautify their parking lots to the extent possible and, for a parking lot on the northeast corner of Race and 22nd Streets, conditioned the Association's approval on the developer's willingness to install a basketball net

in the parking lot for neighborhood use. One parking lot, on the site of the present-day Tivoli, engendered a difference of opinion within the Association but a group of dedicated near neighbors fought - successfully - all the way to the Pennsylvania Supreme Court to have the variance allowing the parking lot overturned. Ultimately, after a two year process, everyone was able to come together on an agreement for the eventual Tivoli development.

Establishments serving alcohol, such as McCrossen's Tavern, Mace's Crossing, Cherry Street Tavern, and the Serendipity Club (in its many incarnations), historically have been held to all formalities for obtaining and preserving their liquor licenses. For example, in 1980, the LSNA opposed the transfer of the liquor license of the Serendipity Club, located on the 2100 block of Arch Street, to the new Hawthorne Club, which would have later hours and would draw patrons from outside the neighborhood, unlike the Cherry Street Tavern, which was described as a "neighborhood taproom" that did not generate many disturbances (even though the prior summer the LSNA had demanded that the Cherry Street Tavern keep its doors closed and enforce a 2:00 a.m. closing time). Likewise, in 1986, the LSNA filed in the Pennsylvania Commonwealth Court a brief in opposition to the grant of a liquor license at the site of the present-day 23rd Street Café. On the other hand, in 1982, the LSNA supported the sale of beer at the Wagon Train Market at Race and Van Pelt Streets (which, coincidentally, briefly became a hot spot for young people following the installation of a video game machine) and in 1990 supported a Wine and Spirits store at 19th and Spring Garden Streets, provided that it did not sell wines without corks.

The LSNA had an antagonistic relationship with the Electric Factory, an iconic, nationally renowned live music venue located at 22nd and Arch Streets that was variously described by

neighbors as a “psychedelic ballroom” and an “adult playground” complete with tunnels, see saws, and slides. Outside, patrons “rested” on coffin-like boxes. The Electric Factory could accommodate up to 2,000 concertgoers and in the late 1960’s regularly hosted such legendary acts as Jimi Hendrix and the Grateful Dead. Although the owner attempted to win favor with the neighborhood by offering complementary tickets to LSNA members, the Electric Factory remained the source of numerous complaints over noise, odors, and disorderly patrons and at one point the LSNA successfully pressured the Electric Factory to install a sound-absorbing ventilation system.

In addition to nightclubs and bars, the LSNA has tangled with a motorcycle shop (considered too loud), a paint shop (feared to be explosive) and, in the early 1970s, helped prevent a proposed helipad at 23rd and Race Streets from ever getting off the ground. In the early 1980s, the LSNA also opposed the expansion of the Apollo Hotel on the 1900 block of Arch Street, which was considered a cheap "rooming house" attracting undesirable patrons to the neighborhood, and participated in litigation before the Court of Common Pleas opposing the expansion. The LSNA further opposed erecting a fast food restaurant at 20th and Arch Streets. By the mid-1980s, the LSNA agreed not to oppose plans to operate an Avis car rental agency at that site, provided that Avis agreed to repair and maintain the sidewalks, including snow removal within 12 hours, not use the sidewalk or streets for parking, and plant pear trees along Arch Street. The LSNA historically has also been vigilant in opposing local businesses who installed signs noncompliant with city codes. The LSNA was unsuccessful in getting Pete’s Famous Pizza to remove oversized signage it installed in 1981, but was successful in having removed a sign ad-

vertising a palm reader directly across 21st Street from Pete's Pizza at 21st and Appletree Streets.

We Must All Hang Together - Cooperation with Other Associations

At its inception, the LSNA relied on other neighborhood associations to explain what a neighborhood association might do and why one would be advantageous for Logan Square. In addition to Mrs. Dugan inviting representatives from other associations to the LSNA's September 25, 1962 first open meeting, the LSNA immediately began sending its own represenatives to the monthly meetings of the Fairmount-Parkway and Spring Garden Street Civic Associations. By the late 1960s, the LSNA was a very active participant in the Council of Center City Civic Associations, which met quarterly and was comprised of the LSNA, the Center City Residents Association, the Washington Square West Civic Association, and the Society Hill Civic Association. For much of the 1970s and 1980s, the LSNA was the only regular Center City member of the city-wide Council of Neighborhood Associations. The LSNA has also been involved in organizations, such as the "Friends of Logan Square Association" and the "Parkway Council," focused on improving the Parkway in terms of traffic flow, vagrancy, and trash.

In addition to such ongoing efforts to liaison with other groups, the LSNA has joined multi-neighborhood coalitions when confronted with important issues stretching beyond neighborhood boundaries, such as always-controversial tax reassessments. In 1978, the LSNA joined with the Center City Residents Association, the Washington Square West PAC, the Society Hill Civic Association, and the Old City Civic Association to vehemently protest plans to install overhead cable television lines throughout Center

City. The associations demanded that the new lines be installed underground, if at all. Ultimately, newly-elected State Senator Vincent Fumo brokered a compromise that allowed overhead cable television lines only when they could run alongside existing overhead utility lines. More recently, in 2006, the LSNA joined forces with the Spring Garden Civic Association (and, coincidentally, Senator Fumo) to oppose the Barnes Tower project at 21st and Hamilton Streets. The proposed 48-story highrise was allowed as of right, but generated intense opposition. Working together, the community was able to reach a development agreement for a significantly improved 37-story design. Today, development plans for the site remain in flux. This episode, however, resulted in Councilman Darrell Clarke successfully championing a 125 foot zoning overlay for most of the Logan Square neighborhood.

Go Play Outside - Recreation in Logan Square

The development of recreational amenities, particularly play space for children, was a critical impetus to the creation of the LSNA. By early 1963, Mrs. Dugan already was meeting with city officials to advocate for play space. At the February 15, 1963 LSNA meeting, Eve Asner, the Director of the City's Land Utilization Program, discussed the process for obtaining delinquent properties, which would be cleared to make way for constructive purposes, namely a playground.

With such long-term plans in the beginning stages, the LSNA turned its attention to more immediate projects. Mrs. Dugan met with City leaders again in the spring of 1963 to request a temporary place space for children in Logan Square and, during the summer of 1963 the LSNA, together with the YMCA, organized a basketball league for neighborhood boys. Through the early 1970s, the LSNA continued to organize creative programs for chil-

dren. For example, Mrs. Dugan ran a "glass recycling program" for neighborhood children and during the summers of 1971 and 1972, the LSNA ran a 2-week day camp for children on the south side of the Parkway between 21st and 22nd Streets. For the cost of $2 per child or $4 per family, approximately 40 children participated in the camp and learned such outdoor skills as pitching a tent, building a camp fire, camp cooking, knot typing, using a compass, and identifying poison plants. The required camping equipment was donated by Center City retailers I. Goldberg, John Wanamaker, and Sears Roebuck, and the cost to the LSNA of running the day camp was only $162.50 in 1971.

Meanwhile, work continued on what would eventually become Coxe Park. At the September 1967 meeting, Mrs. Dugan announced that funds for a neighborhood "tot lot" had been appropriated in the City's 1968 capital budget, which was a great accomplishment insofar as the project was included in the City's budget "on the first try." By the summer of 1968, there was a debate within the Association concerning whether it was proper to use condemnation - a procedure reviled by the community when used to take private homes - in order to obtain land for the tot lot, with some such as Charles Ludwig supporting condemnation and others such as Weld Coxe opposing condemnation. By September 1969, the present Coxe Park site had been chosen (it was then occupied by Concrete Services Co.) and architect Norman Rice had begun drawing up plans. The LSNA President met with Beechwood Street neighbors to discuss their concerns and then presented Mr. Rice with 23 suggestions from the neighborhood, which would be incorporated into new blueprints. In the winter of 1972, Mrs. Dugan reported that the wheels were still turning on the tot lot, but she would not predict when it might be a reality. However, by the summer of 1972, Mr. Ludwig and the

LSNA were planning the final steps to force eviction from the property and obtain bids for demolition and construction.

Over the next two years, the City paid $83,300 to acquire the property and approximately $80,000 to construct Coxe Park. The Dedication Ceremony was held on June 11, 1974 and was extremely formal by today's standards, including a presentation of colors, reciting the national anthem, an invocation, speeches, and an exit march led by the Police and Fireman's band. The park was named for Daniel Michaux Coxe, a retired coal land manager who was a decendant of Tench Coxe, the first undersecretary of the U.S. Treasury, and who resided on the 2000 block of Cherry Street until his death in 1970.

In the early years of Coxe Park, the Pichaud brothers, who owned an auto body shop directly across Cherry Street from Coxe Park, pushed out marijuana sellers who attempted to conduct business in the park. There was occasional pistol fire, and even knives being thrown, across Cherry Street. In 1975, the LSNA planned to make minor improvements that had become apparent through use of the park, such as the construction of a wall, bollards, stepping stones to allow children to access the water fountain, a new wrought iron fence, and additional plantings. There was some resistence to the LSNA devoting its resources to the upkeep of the park, but in 1980, for example, the Coxe Park Committee planted new bushes at the park and, at an LSNA meeting in September 1982, Mr. Ludwig chastised that cleaning the park was the neighborhood's responsibility - not the City's.

Franklin Town Park, now known as Matthias Baldwin Park, is the second park that LSNA has played a role in shaping. Plans for the park were well underway in early 1990, when the Franklin Town Corp. looked for ways to develop a park but then to transfer ownership of the park, along with ongoing maintenance responsi-

bilities, to another entity, such as the Fairmount Park Commission and/or the Friends of Franklin Town Park. In 1991, with help from then-Councilman John Street, City Council approved construction of Franklin Town Park. In an unusual collaboration with the Philadelphia Redevelopment Authority, the Franklin Town Corp. devoted its "1% art exaction" to the creation of a park designed as a work of art in itself. Franklin Town Corp. dedicated the park to the City but created an endowment fund for continuing maintenance. An advisory board, which would include members of the Spring Garden Civic Association and the LSNA, would help manage the park. The park was designed by artist Athena Tacha as an intricate series of concentric circles, with flowers and shrubs to add color and beautify the neighborhood year round. On June 9, 1991, neighbors celebrated as they listened to reggae music and enjoyed al fresco dining under the stars featuring food from several neighborhood restaurants, with 25% of the food proceeds being donated to the Friends of Franklin Town Park.

Franklin Town Park Festival, 1991 (Temple University Urban

A Program for the Betterment of Society

The LSNA has long been animated by the spirit of boundless optimism prevalent at the time of its founding. Through collective action, neighbors could build a better community, beautify their environment, and even tackle seemingly intractable social ills.

Perhaps the most visible manifestation of this spirit is the LSNA's long-running commitment to greening the neighborhood. Of course, the LSNA has long pressured developers to plant trees, shrubs, and/or flowers as part of new building and renovation projects. But from the late 1960s to the present day, the LSNA also has identified potential spots for new street trees and has cajoled neighbors into planting street trees at minimal cost through programs organized by the City and, more recently, the Pennsylvania Horticultural Society. The LSNA has also long supported a community garden at various otherwise underutilized locations and property owners were more than happy to host the community garden, as it would entitle them at the time to a tax abatement from the City. In the summer of 1978, the Association's particularly elaborate community garden at 18th and Cherry Streets was mentioned in the media and won 2nd place in a contest of all Philadelphia community gardens. With the construction of One Logan Square and the Four Seasons Hotel, the community garden moved to the 2200 block of Race Street, and was later moved to 22nd Street, and then 23rd and Race Streets. When the properties were not ideal planting sites, the LSNA could import pig manure from Kennett Square and construct raised beds. Today, the community garden is located on a parcel sandwiched between the Edgewater Apartments and the train tracks and remains a popular neighborhood amenity.

In the 1970s and 1980s, the LSNA further organized an annual plant and flower sale, typically held at Coxe Park or outside the Franklin Institute. Each spring, the LSNA purchased a large number of flowers and then resold them for the dual purposes of raising funds and making it convenient for neighbors to fill their window boxes or otherwise beautify their properties. In 1971, the LSNA donated all proceeds from the flower sale to McGee Hospi-

tal, while in 1982 organizer Pat Rooney reported net profits for the Association of $838.27 ($1,770.27 in revenue less $932.00 in costs). Once, the LSNA organized a similar marketplace at Christmastime, ordering 120 assorted wreaths, which were shipped from Washington State and then resold to the community for a modest profit.

During the early 1980s, the LSNA maintained an office at St. Clement's Episcopal Church that was set up and manned by neighborhood volunteers, although the Association also appropriated $500 to pay a part-time staff person to keep the Association's records organized. In both the late 1970s and late 1980s, the LSNA also considered creating a separate entity to act essentially as a community development corporation, with the ability to purchase, renovate, maintain, manage, and sell properties in order to preserve and improve the character of the neighborhood. To date, it has not done so. However, the LSNA has supported many other efforts to "clean up" the neighborhood. Early on, the LSNA persuaded the Water Department to repair several broken residential sewer lines, which previously had led to "flushings" being pumped out into the street. Crime was also once much more dire than it is today, with Mr. Myers of Myers'

Advertisement for the annual flower sale (Temple University Urban Archive)

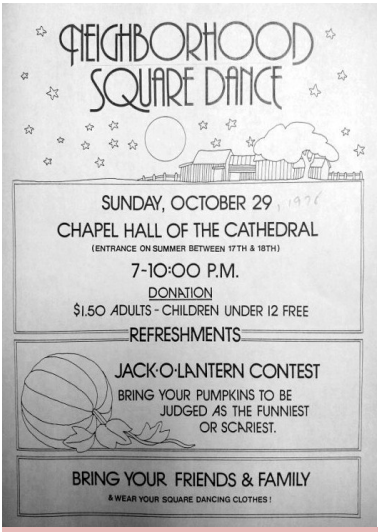
Grocery Store on 21st Street reporting at the January 1979 LSNA meeting that his business had been broken into five times in the past three weeks. By 1981, the LSNA reported that 100 Town Watch volunteers were active in the community! The Association monitored specific problem properties and pressured the City to board them up, such as one vacant house that was described as a "haven for rats, bats, and cats" and was rumored to be the site of mysterious transfers of liquor caches in the middle of the night. The then-unimproved land surrounding the railroad tracks adjacent to the Schuylkill River was perhaps the greatest problem area in the early 1980s, with frequent reports of illegal dumping and men having sex in the bushes. A gang known as the "Legion of Doom" also operated next to the train tracks and was responsible for burglaries of several neighborhood businesses and private home, as well as an arson at 22nd and Arch Streets. At the May 1983 LSNA meeting, it was reported that all members of the Legion of Doom were in jail.

The LSNA's long-running committee structure has been especially instrumental in unleashing the creativity of neighbors to come up with imaginative ways to improve the community. For example, in the 1960s, the Health and Safety Committee arranged to have 50 abandoned cars towed away and switched parking from the east side to the west side of 21st Street in order to lessen the risks of accidents at 21st and Cherry Streets. A separate *ad hoc* committee developed a plan, highly paternalistic by today's standards, to "bring children from disadvantaged areas … to meet … children from this area - not a vast influx - but a limited number of selected children who hopefully might respond to this type of endeavor as a means of introducing them to a world which they have never seen, and which they may never see…" In the 1970s, the Education Committee organized classes to teach

English to Greek immigrants living in the neighborhood, especially on 21st Street. The LSNA contributed $150 toward the cost of hiring an English teacher, with the Greek students contributing the remaining 50% of the cost. Mrs. Dugan reported that the program was a great success. Meanwhile, the Senior Citizen's Committee coordinated volunteers checking in on neighborhood seniors living alone. The Parking Committee sought input into the hours and location for permit parking, and was especially active during the late 1980s when an underground parking lot was proposed adjacent to Logan Circle. Also in the 1980s, the Chair of the LSNA's Mental Health Committee, on behalf of the LSNA, prepared formal involuntary commitment papers to have a homeless man then living at 20th and Cherry Streets involuntarily committed.

It's Five O'Clock Somewhere - A History of Revelry

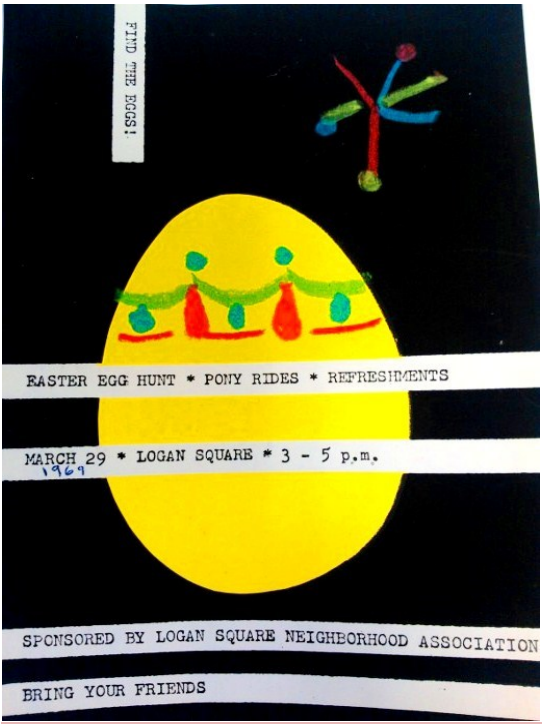
From its inception, the LSNA has sponsored numerous events each year to celebrate special occasions, to bring neighbors together, and to raise funds. The LSNA's first publicized social event was on February 22, 1963. Neighbors gathered at 1520 Race Street for a Square Dance. Square dancing was so popular that it was repeated over and over again, with LSNA Square Dances held on February 27, 1965 at the Basilica, February 25, 1967 at St. Clement's Church, and October 29, 1978 at



LSNA Square Dance, 1978 (Temple University Urban

the Chapel Hall. Children were free and popular callers were a draw.

Holidays always provided a convenient justification for a party, with annual Christmas tree lighting ceremonies, Easter egg hunts, and Halloween parties being organized most years in the early decades of the LSNA. The LSNA would arrange for the City to provide a tree and lights and the LSNA would gather in early December each year for a tree lighting ceremony on Logan Square, usually proceeded by activities for children and followed by refreshments provided complements of a major Parkway institution such as the Franklin Institute (1976), the Academy of Natural Sciences (1980) or the Four Seasons Hotel (1986). Groups of 20 people, with instruments, would also go caroling through the neighborhood. Easter egg hunts were held in Logan Square in the spring, with the help of neighborhood teenagers. The LSNA provided refreshments and (at least in 1969) even pony rides. Meanwhile,



Easter Egg Hunt, 1969 (Temple University Urban Archive)

Coxe Park has long been the site of the LSNA's annual Halloween Party.

Into the 1980s, the LSNA also regularly hosted family-friendly dinners in the spring and sometimes the fall. Moore College was the usual site of these annual dinners, which cost a few dollars for adults (less for children) and resulted in a profit or loss, depending on the year, of $100-$200. Families would be assigned to bring the same recipe, which made it simple to combine everyone's tasty contributions. Aside from the food (and wine), neighbors from both sides of the Parkway were drawn by bingo, raffles, or even a magician.

Bring out your white elephants, 1975 (Temple University Urban Archive)

Each October throughout the 1970s and into the mid 1980s, the LSNA had a presence at "Super Sunday," an annual festival that brought "the whole city and hordes of suburbanites" to the Parkway to celebrate our cultural institutions. The LSNA organized booths as a fundraiser, and typically raised several hundred dollars. Every year, the LSNA sold baked goods, gallons and gallons of fresh-pressed apple cider, and most importantly, "white elephants." White ele-

phants are sundry items that one accumulates yet has no real use for. Today, they would end up on eBay, or in a yard sale, or the trash. In the 1970s, an LSNA committee collected white elephants and, when throngs of Philadelphians descended on the Parkway, sold them to raise funds. The LSNA's fundraising not only supported the Association, but also allowed for charitable contributions, such as when the LSNA raised funds for Children's Hospital in 1984. And no one could turn out 50 volunteers on short notice like the LSNA to support WHYY's semi-annual telethons to support public television. Other fundraising was for less magnanimous purposes, as when the Membership Committee quickly raised $150 by selling LSNA t-shirts door-to-door in order to purchase champaign for an art show at Moore College.

On August 15, 1982, the LSNA hosted one of its largest events, the "LSNA Neighborhood Festival," with support from the City's "Century IV" program to celebrate Philadelphia's 300th birthday. The Association closed down 20th Street from Arch to the Parkway, along with the 1900 and 2000 blocks of Race Street, the 2000 block of Appletree Street, and the 1900 block of Cherry Street. A stage, with 100 chairs and sound equipment, was constructed at 20th and Race Streets, with 20th Street serving as the main "fairway" for the event. The LSNA proudly showed off its neighborhood and celebrated with food, music, and vendors.

Other notable events include the LSNA's annual summer block party (first held on Mole Street in 1963, Woodstock Street in 1964, Summer Street in 1965, and so on), a neighborhood picnic and baseball game, "alley dinners" in the fire alley between Lambert and Woodstock Streets, a dinner in honor of James Logan's birthday, a walking tour of historic homes, "Midsummer Madness" parties held at the LSNA community garden and later at Coxe Park, parade-watching cocktail parties at the Embassy Suites

hotel, Mardi Gras Night, and an aptly-named "Bending It In the Sky" open bar cocktail party organized by Mrs. Dugan at the Granary penthouse that raised $350.00 for the Association.

From time to time, LSNA members have debated whether the Association's primary focus should be on serious zoning and neighborhood improvement issues or on parties. Just posing the dichotomy seems to suggest an obvious answer. But the fact is that these two functions have appealed to somewhat separate, although overlapping, constituencies and that its multi-pronged focus has both broadened and strengthened the Association.

Conclusion

During its first fifty years, the LSNA has forged a wonderful residential, urban neighborhood. Both the physical space of the neighborhood and the community of neighbors would not be what they are today without the untold efforts of individuals laboring in the name of the LSNA. However, without losing sight of how far it has come, one of the most striking observations is how similar many of the Association's core aims have remained throughout the decades. For fifty years, neighbors have exerted their influence to help harmonize new construction projects with an evolving neighborhood ideal. They have sought to smooth over the rough edges of city living, from crime and vagrancy to parking and trash. They have planted trees and flowers and gardens, and even created whole parks where none stood before. And they have come together on special occasions, or no occasion at all, to celebrate their neighborhood.

50th Anniversary Celebration
Schedule of Events

3:00-5:00 - Music by the Casey Alvarez Band

5:00-5:30 - Remarks and Award Presentation

Marisa Piccarreto, LSNA Events Chair

David Searles, LSNA President

Hon. William K. Greenlee

5:30-7:00 - More music and merriment!

THANK YOU to the generous sponsors of the LSNA's 50th Anniversary Celebration!

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