

**WHAT THE AVERAGE CITIZEN CAN DO
TO MAKE A BETTER PHILADELPHIA**

1. Take an active part in community planning.
2. Get name of the organization representing your section from Citizens Council on City Planning, 1717 Sansom Street, Philadelphia 3, RI 6-6175.
3. Present your neighborhood plan to your Councilman and to City Planning Commission.
4. City Planning Commission will study proposal with respect to other neighborhoods' needs and to master plan for whole city.
5. If approved, proposal would be included in Commission's plans for neighborhood development and, where appropriate, in Redevelopment Area plans recommended to the Redevelopment Authority, and in the Commission's annual report to City Council, which outlines public improvements recommended and scheduled for ensuing six years.
6. Follow progress of city planning as reported in newspapers and other media of information.
7. Familiarize yourself with various bond issues for public improvements.
8. Be sure you are registered to vote on such issues, when time comes.
9. Study this booklet and others distributed at exhibition.
10. Keep following Better Philadelphia Exhibition. After its showing in Gimbel Store, it will be set up in permanent location elsewhere and will be brought up to date from time to time to illustrate public improvements as they are scheduled and executed.



The

**BETTER PHILADELPHIA
EXHIBITION**



WHAT CITY PLANNING MEANS TO YOU

SOME OF THE THINGS WE NEED

The City Plan is a record of what we want to build. It grows more complete, step by step. Here are some of the things the City Planning Commission feels it should include:

1. Redevelopment plans for older areas: keeping some homes, making space for some new ones, and for schools, parks and health centers, replanning streets to keep through traffic out.
2. Expressways, without traffic lights: (1) to the Delaware River Bridges and to a possible new tunnel near the Airport; (2) along the Schuylkill River; (3) to Wilmington and Trenton; (4) north from Central City, parallel to Broad Street.
3. Small parks within a half-mile of every home, playgrounds and parks within $\frac{3}{4}$ to one mile.
4. Airports, bus and truck terminals, and railroad improvements, for better and cheaper service.
5. Port, industry and warehouse improvements, and a smoother-working Central City.

The Delaware River Bridge as it appears in one of the large models of the exhibition, showing the new Vine St. improvement.



Proposed Independence Hall Mall improvement, looking through a beautiful park setting, toward the Delaware River Bridge approach.

PROGRESS MUST BE BOUGHT AND PAID FOR

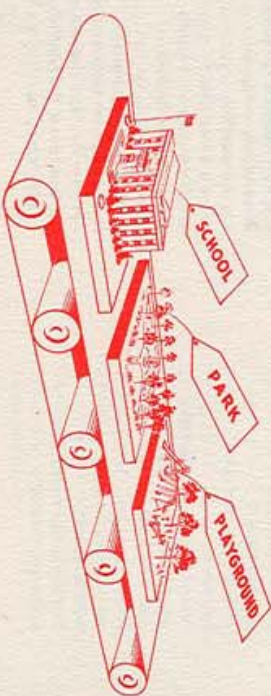
A Better Philadelphia will cost money. Where will it come from? From city taxes, from borrowed funds, from State and Federal sources.

Who pays city taxes? How does the city pay back the money it borrows? Where do State and Federal funds come from? In other words, who will pay for the Better Philadelphia?

You will, of course.

Is it worth it?

Only you can answer that. The exhibition may help you decide. But the answer must come from you.



HOW CITY PLANNING AFFECTS YOU, YOUR HOME AND YOUR NEIGHBORHOOD

"I can't keep the curtains clean, that smoke and soot..."

City Planning means locating residential areas at a proper distance from heavy industry, and enforceable regulations against contamination.

"The trucks kept me awake last night..."

City Planning means routing through traffic around your neighborhood, reserving your street for your car and your neighbor's, the milk wagon and the small delivery truck.

"They say my old plant is going to close soon; I don't know what we'll do..."

City Planning means reserving space for new plants and the rebuilding of old ones, with good highways and rail connections for low-cost production.

"There isn't a thing to do around this place..."

City Planning means adult recreation facilities, the providing of libraries and community centers as well as the building of neighborhoods that will attract movies and other commercial forms of entertainment.

YOUR CHILDREN, TOO . . .

"Doris nearly got run over on her way to school..."

City Planning means a school near your home, safe streets, well-traveled intersections adequately protected.

"I'm worried about Jackie. He went swimming; the pool is half an hour away; he isn't home yet..."

City Planning means green space and recreation facilities within reasonable distance of your home.

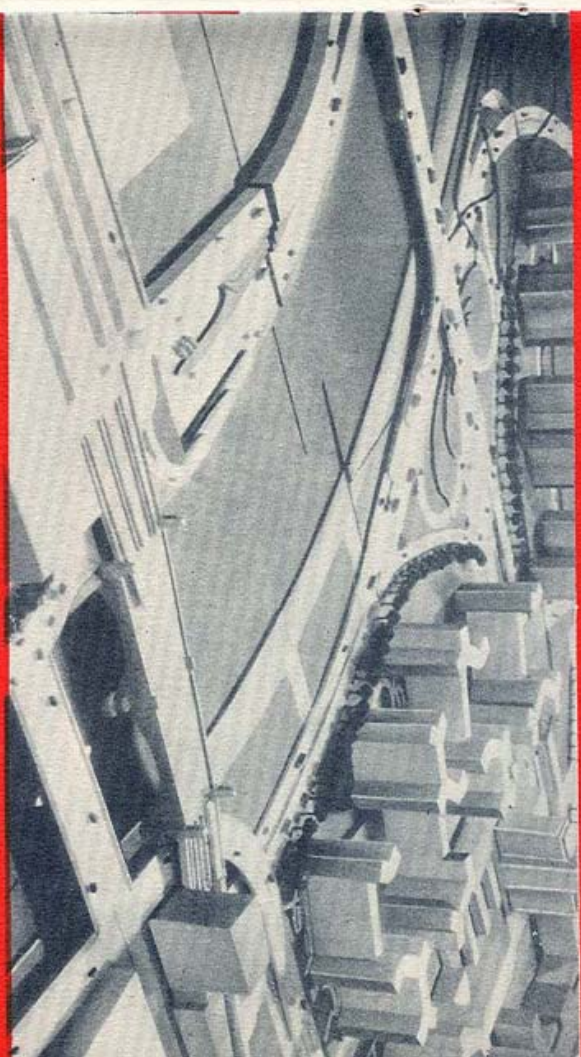
Of course, all of this cannot happen overnight. It takes time.



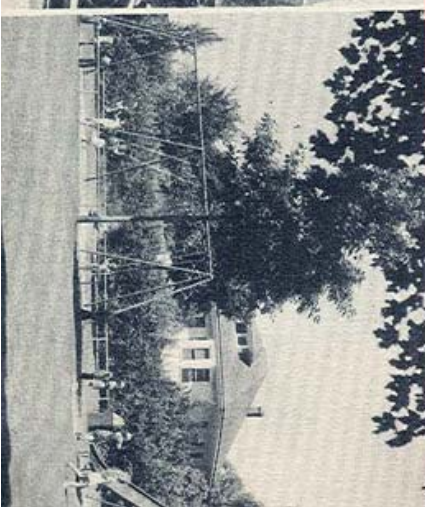
Congested living in an actual Philadelphia neighborhood is one of the conditions wise city planning hopes to remove.



Better housing with air, sunlight, trees and beautiful surroundings is a major objective of good community planning.



A Better Philadelphia might include the above treatment along the Schuylkill River at 30th and at Vine Streets. Vacant lots and dangerous streets (below, left) which are another objective of sound city planning.



An aerial photograph of Philadelphia, Pennsylvania, showing the city's grid, the Schuylkill River, and the University of Pennsylvania. In the foreground, a diorama depicts three men in suits and hats, likely city planners, looking at a map. The entire scene is framed by a red border.

LOOKING AHEAD

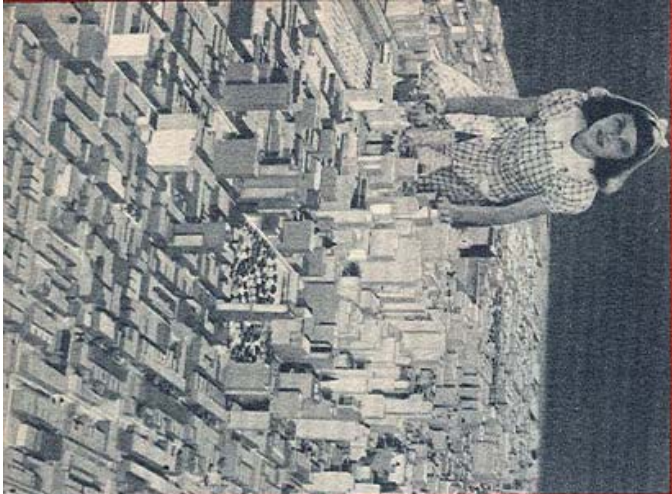
The diorama... Philadelphia 1982... The way your city will look on its 300th birthday... if you support city planning... Already \$302,000,000 worth of public improvements have been scheduled and recommended to City Council by the City Planning Commission for 1947-1952... In addition, rehabilitation and improvement of residential and industrial areas will be recommended by the City Planning Commission and directed by the Redevelopment Authority with the approval of City Council.

WHY CITY PLANNING IS NECESSARY

A new highway reaches out into the country. As the open land becomes easier to reach, homes are built, service stations, stores, restaurants and movies grow up on both sides of the highway. A town is born. All is fine and prosperous—until through traffic grows so heavy that people can't shop easily anymore. Nobody wants to live on the main street. All the vacant playlots are built up. Then new shops with parking, and new homes are built farther out. The town has started to decay. Planning to build and hold what people want could have prevented this.

Multiply land-use and traffic control into full-scale planning; multiply a roadside town into a city of 2,000,000—and you begin to see why city planning is necessary for Philadelphia.

One corner of the three-dimensional downtown area model showing the city "as is." The model rotates, revealing 12 major improvements.



Southwest Philadelphia Airport as it will look in the future. Layout of the city's big air terminal is shown on one section of the big model.



THE BETTER PHILADELPHIA EXHIBITION

... was conceived by the Citizens' Council on City Planning and the Chamber of Commerce... sponsored by the City of Philadelphia... designed by Oskar Stonorov and Edmund N. Bacon... administered by Richard A. Protheroe... produced by the Philadelphia City Planning Exhibition... paid for by the City and civic-minded business and industrial firms.

Key to floor plan shown below

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|---|---|
| 1. Visto of the Better Philadelphia. | 7. A Better Downtown Philadelphia. |
| 2. Philadelphia: Past, Present and Future | 8. How City Planning Affects You and Your Family. |
| 3. Everybody Plans. | 9. The Redevelopment Authority. |
| 4. The City Planning Commission. | 10. School Exhibits. |
| 5. Progress Must be Bought and Paid For. | 11. "Magic" Ending. |
| 6. The Six-Year Plan. | |

6TH FLOOR
ENTRANCE





PHILADELPHIA

Past . . . Present . . . Future

YESTERDAY Philadelphia was William Penn's "Greene Countrie Towne," a tiny colony, destined for greatness, on the edge of the New World . . . birthplace of liberty, asserted in the Declaration of Independence and proclaimed by the Liberty Bell . . . capital of an infant nation . . . home of Benjamin Franklin and of a thousand "firsts" . . . thriving metropolis, overflowing its bounds in the Consolidation of 1854 . . . host to the world in the Centennial . . . mecca of industry and global commerce . . . of literature, music and the graphic arts.

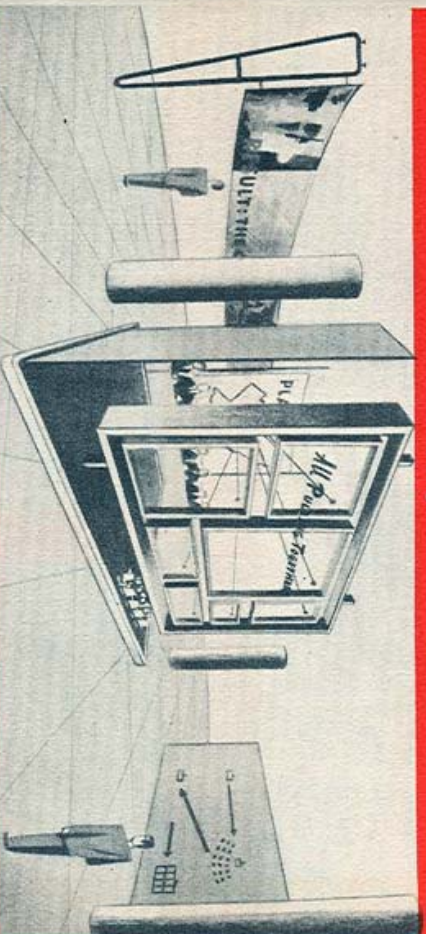
TODAY Philadelphia is the nation's third city . . . "Workshop of the World"—yet with many of its factories crowded and old, some deserted . . . "City of Beautiful Homes"—and not so beautiful ones . . . a city where the old and the new stand side by side, where charm and beauty are shouldered by ugliness . . . a community of good streets and bad, of healthy neighborhood growth and of decay . . . the home of 2,000,000 Americans who, until recently, were too busy to plan their city as they planned their homes and their futures . . . a city that, by and large, "just grew."

TOMORROW Philadelphia will be what YOU make it. The Mayor and City Council established the City Planning Commission in 1942. This Commission is constantly revising its master plan for the city's growth. It is your commission, your plan, your city. It is your right—and your duty—to be a part of its planning, watch over its building programs and make the city a Better Philadelphia.

WHAT CITY PLANNING IS . . . AND HOW IT WORKS

City Planning is the way in which a community controls and directs its physical growth. In Philadelphia, this is done by the Mayor, City Council, Department Directors and various municipal agencies, including the City Planning Commission, which is a group of five citizens and four public officials, plus a technical staff of planning specialists.

The Commission reviews all proposals for public improvements, from "tot lots" to super-highways. After comparing the projects in relation to each other and the master plan for the whole city, it recommends those it believes are most urgently needed, and which can be financed



Over-all program for Philadelphia's future is shown in this section of the exhibition which tells in huge murals how the City Planning Commission cooperates with City Council and the City departments to get the job done.

and built during the ensuing six years. Every year—on September 15—the commission presents its recommendations in the form of a report to the Mayor and the City Council.

This program is continuing and flexible. The plan itself is Philadelphia's record of all it needs to do, to build and rebuild a better city. Each six-year program is a record of our progress toward that city, and a recommendation of how, and how fast, we should continue to move forward.



To Visitors Attending The Better Philadelphia Exhibition

This booklet is more than a souvenir of your visit to the Better Philadelphia Exhibition, being held in Gimbels Store from September 8 through October 15. It is a handbook of information on city planning and of suggestions as to how YOU can make Philadelphia a better place in which to live.

BERNARD SAMUEL
Mayor



CITY OF PHILADELPHIA
Office of the Mayor

Philadelphia 7, Pa.
September 8, 1947

Fellow Citizens:

This message is not so secret that it could not be broadcast from City Hall Tower. Yet it seems fitting that, after seeing what your fellow Philadelphians are planning, you hold a moment of civic communion with yourself and take a silent pledge to the cause of our City.

The "secret" I wish to tell you is simple:

Tax money alone, indispensable as it is, cannot get for Philadelphia what we would all like to accomplish. It is you, the Philadelphian, upon whom we all depend.

A feeling of real civic pride is important.

It would be wrong for me to tell you that the Better Philadelphia you have just seen will be an actuality a year hence. I firmly believe that a good deal of it will be realized within the next ten years. Much of it is in progress now. The exhibition suggests how to achieve a Better Philadelphia. The cooperation of you, the people, is vital to its realization.

Let us work to make Philadelphia sound and vigorous economically, a really good place to live in, a city we will be proud to pass on to our children.

With your help, it can be done.

Sincerely yours,

(Copy of letter being distributed in "secret message room" at the Exhibition.)

THE PHILADELPHIA CITY PLANNING EXHIBITION

(Incorporated August 22, 1945)

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