



MAIN STREET/CHURCH STREET

SARAH F. PEVELER, PARTNERS FOR SACRED PLACES



THE MAIN STREET APPROACH

ORGANIZATION

PROMOTION

DESIGN

ECONOMIC RESTRUCTURING

WHY ARE DOWNTOWN RELIGIOUS BUILDINGS IMPORTANT?

- ❖ ARCHITECTURE
- ❖ HISTORY
- ❖ COMMUNITY VALUE OF MINISTRIES
- ❖ ECONOMIC INVESTMENTS
- ❖ PEOPLE IN THE PEWS

PARTNERS FOR SACRED PLACES

AT THE INTERSECTION OF
HERITAGE, FAITH, AND
COMMUNITY

FOUNDING OF PARTNERS

- 40 LEADERS FROM PRESERVATION, RELIGION AND PHILANTHROPY CONVENE IN 1987
- DIRECTORS OF LOCAL PROGRAMS IN NEW YORK AND PHILADELPHIA (DIANE COHEN AND BOB JAEGER) AGREE TO LEAD PARTNERS
- EARLY FUNDING FROM LILLY ENDOWMENT AND J.M. KAPLAN FUND



INFORMATION CLEARINGHOUSE



- THE NATION'S LEADING COLLECTION OF MATERIALS ON SACRED PLACES
- OVER 10,000 ITEMS
- DOWNLOADABLE ARTICLES ON PARTNERS' WEB SITE

PROGRAMS AND SERVICES

- ON-LINE INFORMATION CLEARINGHOUSE
- *SACRED PLACES* MAGAZINE
- PUBLICATIONS
- *NEW DOLLARS/NEW PARTNERS* TRAINING
- TEXAS REGIONAL OFFICE, CHICAGO OFFICE,
AND THE PHILADELPHIA REGIONAL FUND

3755

**Pilgrimage
United Church of Christ**
AN OPEN AND AFFIRMING CONGREGATION

**YOU GIVE GOD THE CREDIT
NOW GIVE GOD THE CASH**

SUNDAY WORSHIP 10:00 AM

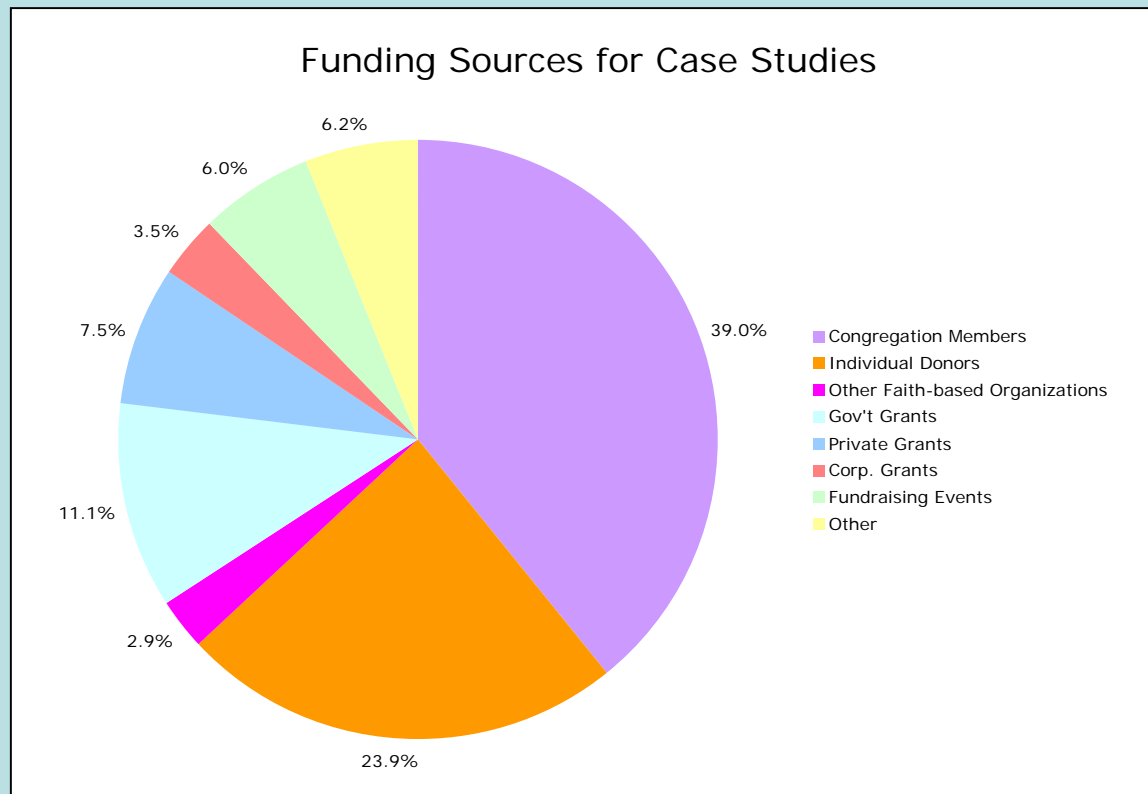
SUNDAY SCHOOL 11:15 AM

770-971-0007

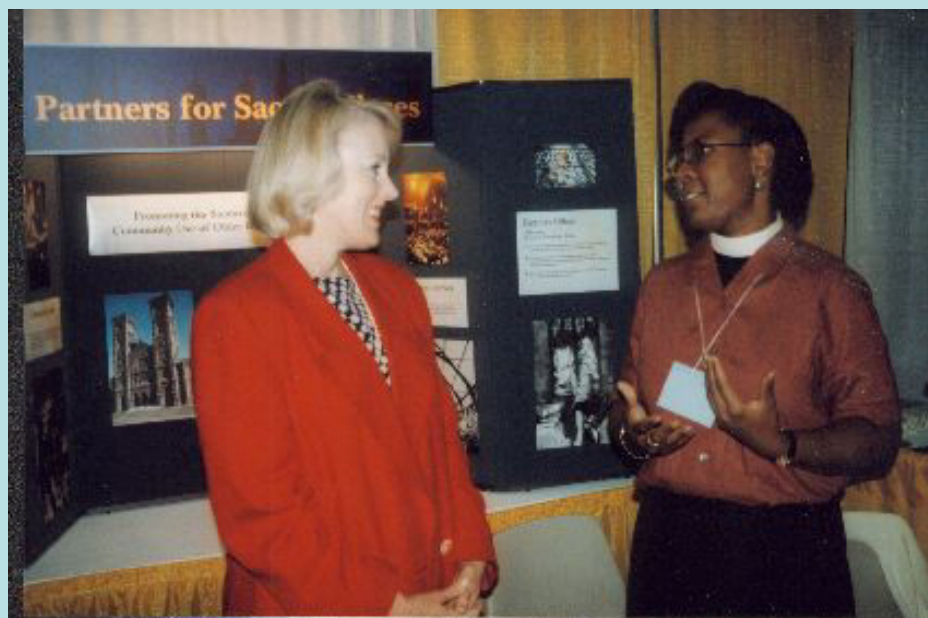
HIGHLAND ACADEMY PRESCHOOL

HEARTBEAT FITNESS

COMMUNITY FUNDRAISING: SOURCES OF SUPPORT



THE COMPLETE GUIDE TO CAPITAL CAMPAIGNS FOR HISTORIC CHURCHES AND SYNAGOGUES

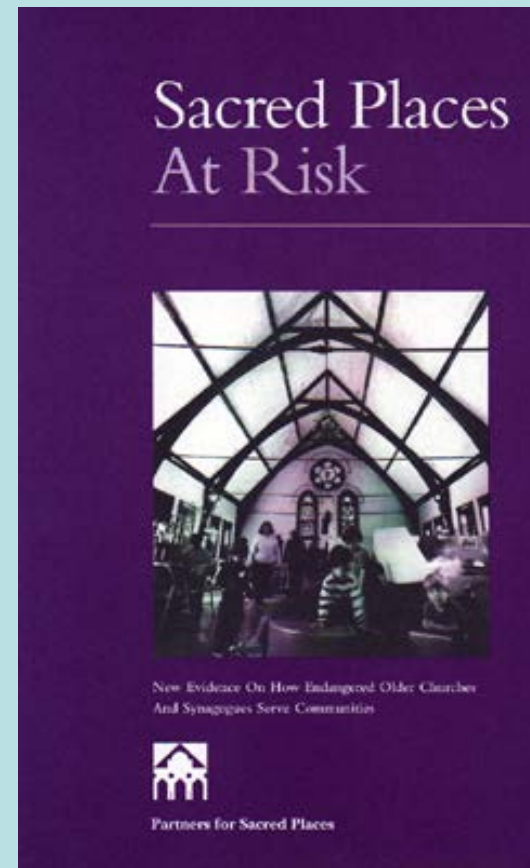


*AUTHOR AND CONSULTANT PEGGY
POWELL DEAN AND THE REV. JENNIFER
BASKERVILLE-BURROWS, EPISCOPAL
DIOCESE OF CENTRAL NEW YORK*



SACRED PLACES AT RISK

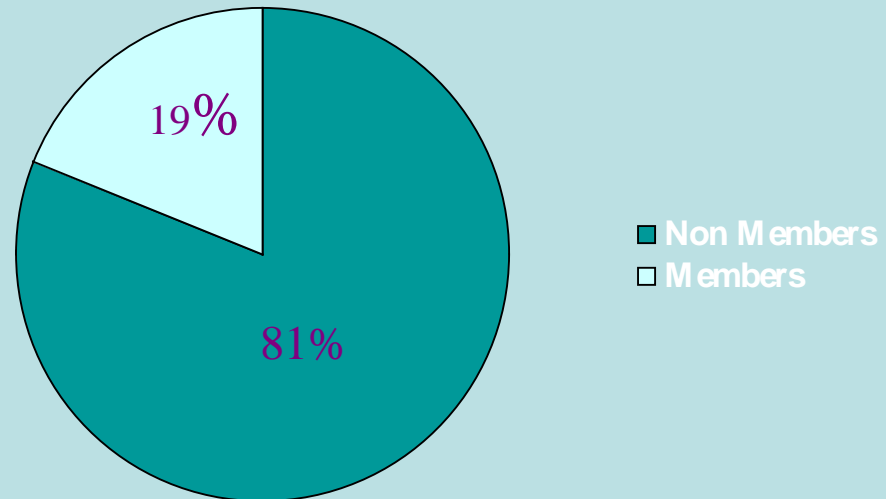
- NATIONAL ATTENTION FOR RESEARCH IN SIX CITIES ON THE “PUBLIC VALUE” OF RELIGIOUS PROPERTIES
- THE PROJECT IS THE FIRST UNBIASED LOOK AT HOW CONGREGATIONS SHARE SPACE FOR COMMUNITY SERVICES



KEY RESEARCH FINDINGS

- 93% OF URBAN CONGREGATIONS OPEN THEIR DOORS TO SERVE
- 80% OF PEOPLE USING SPACE ARE NOT MEMBERS
- VALUE OF SPACE AND RESOURCES PUT INTO PROGRAMS IS \$140,000 PER CONGREGATION
- 76% OF ALL SERVICES IN CONGREGATIONS' OWN BUILDINGS

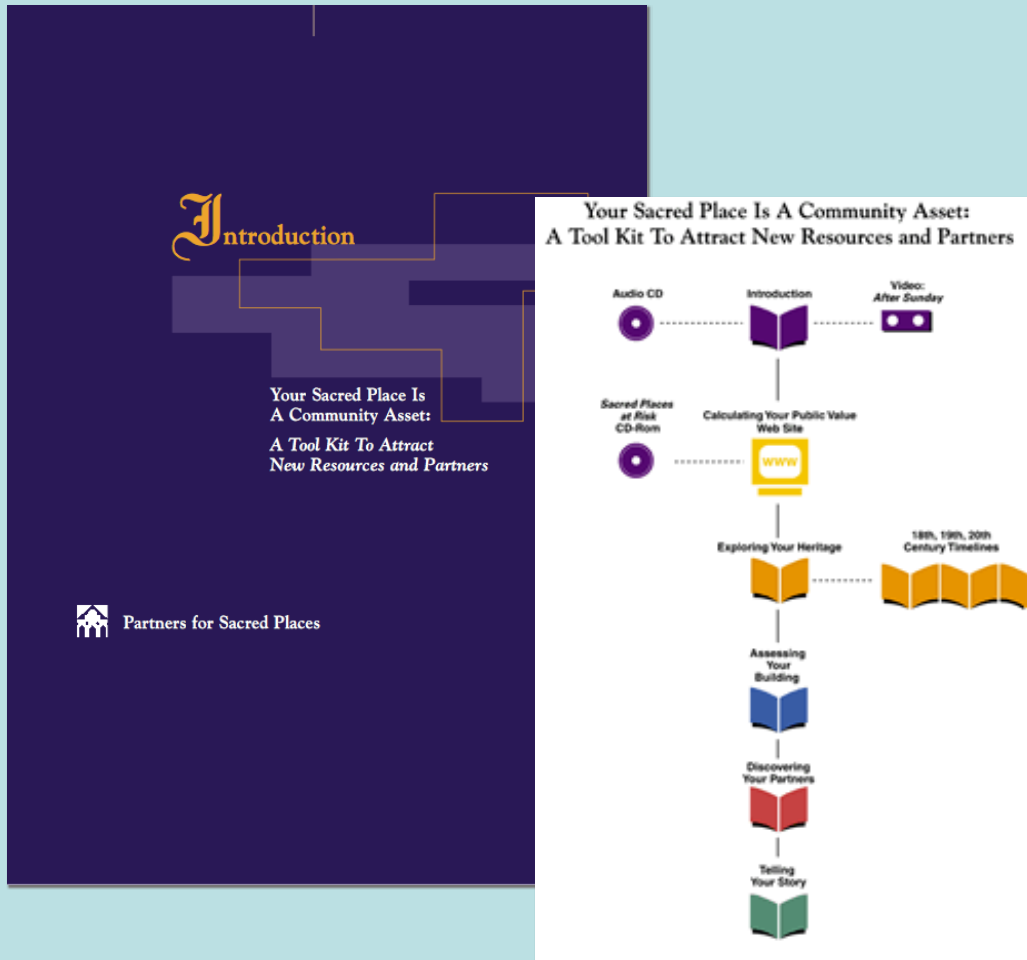
Who Uses Your Building?
Congregation Members vs. Non-Members



MAKING A NEW CASE

- ❖ WHO WE ARE
- ❖ WHAT WE HAVE
- ❖ WHAT WE DO

THE TOOL KIT



Makes *Sacred Places at Risk* methodology available to congregations

Helps congregations research and write a new case for their community value

NEW DOLLARS/NEW PARTNERS FOR YOUR SACRED PLACE

DELIVERS PARTNERS'
PUBLICATIONS AND
EXPERTISE IN CAPITAL
FUNDS DEVELOPMENT
TO CONGREGATIONS
ACROSS THE
COUNTRY



NEW DOLLARS/NEW PARTNERS FOR YOUR SACRED PLACE

*A training program for sustaining older religious
properties and strengthening outreach*



Partners for Sacred Places

AT THE INTERSECTION OF HERITAGE, FAITH AND COMMUNITY

THE FOUR MODULES — PROCESS & TIMETABLE

Month 1

Module 1: Making the Case for Sacred Places

Module 2: New Community Partnerships

Month 2-5

Work to complete: Community Assessment Case
♦ Research & Develop Case ♦ Technical Assistance

Month 6

Module 3: A Capital Campaign Primer

Module 4: Tapping Community Funding Resources

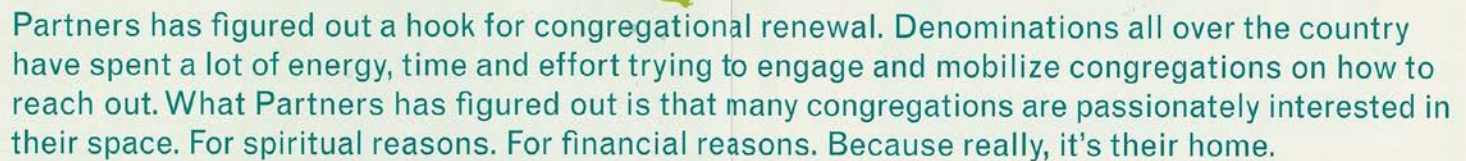
Month 7-9

Work to complete: fundraising action plan

Month 10

Reunion: Consulting and Technical Assistance

New Dollars/New Partners for Sacred Places training sites across the country



– Luther Snow, Asset Based Community Development Consultant

NEW VALUE TO THE COMMUNITY

MEMORIES = NEW VISIONS

“GERMANTOWN SPEAKS”

PHILADELPHIA, PA



- Congregations
- Germantown Avenue
- Neighborhoods

Be a part of history with

Germantown Speaks



Partners in "Germantown Speaks" are:
Neighborhood Interfaith Movement
Cliveden of the National Trust
Lutheran Theological Seminary of Philadelphia
Germantown Historical Society
Center in the Park
First Presbyterian Church of Germantown
First United Methodist Church of
Germantown
St. Luke's Episcopal Church of Germantown
Partners for Sacred Places

Share your memories of Germantown Avenue at community events!

Do you remember Germantown 50 years ago? Do you remember Rowell's department store, and Allen's? The Bandbox Theatre and Linton's Restaurant? Did you go to Germantown High School and the YM or YWCA? Come and share your memories on one of these afternoons or evenings in November where area seniors are invited to participate in a project to create an oral history of Germantown in the 20th century.

Germantown Speaks is an attempt to capture these stories of the recent past that are not being told by Germantown's public history institutions and present them in an exhibit and video presentation. The project will engage Germantown High School students to capture the stories of seniors and helping to design a video and mini-exhibition that describes what life was like in Germantown in the 1940s, 1950s and 1960s from the members of the community whose stories, photos, and artifacts can lend more texture to how we understand our community throughout the twentieth century. This intergenerational project will capture stories from the seniors, and foster in students a more lively sense of place as they record and report on the history programs. Germantown Speaks will have a culminating event to share the project's stories with the community.

Come share your photographs and stories from the Germantown that you remember. Come to one, two or all of the community events, hosted by various neighborhood landmarks. Bring a friend or neighbor!

This project is supported in part by a grant from the Preservation Alliance for Greater Philadelphia

Monday, November 9, 4-6 pm:

First Presbyterian Church in Germantown

Thursday, November 12, 4-6 pm:

First United Methodist Church of Germantown

Monday, November 16, 4-6 pm:

St. Luke's Episcopal in Germantown

Thursday, November 19, 7-9 pm:

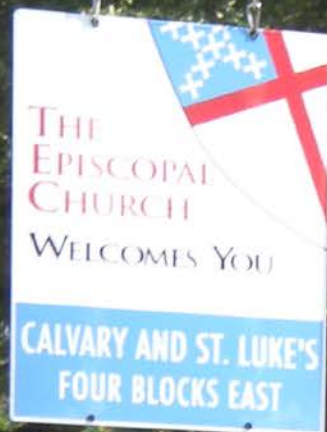
Center in the Park

**Call the host site with questions about each event, or Molly Lester (Partners for Sacred Places) for questions about the project:
215.567.3234, ext. 18**

NEW VALUE TO THE COMMUNITY

CAPITAL PROJECTS =
LOCAL INVESTMENT

CALVARY EPISCOPAL
CHURCH, TARBORO, NC





CALVARY EPISCOPAL
CHURCH, TARBORO, NC

CELEBRATING 175
YEARS OF MINISTRY

VALUE OF COMMUNITY SERVING MINISTRIES

- o COMMUNITY ENRICHMENT OFFICE -- \$68,000
- o SPACE FOR EDGECOMBE COUNTY CULTURAL
ARTS COUNCIL'S FUNDRAISER -- \$4,000

CALVARY EPISCOPAL CHURCH

Program Sequence for Interior Renovations

Analysis

- Architectural Documentation
- Paint Analysis
- Acoustical Analysis
- Lighting & Electrical Analysis
- Historical Research

Consultants

Synthesis

- Determine How Phase 1 Results May Impact Each Other
- Suggest A Scope of Work
- Suggest Further Documentation
- Code Impact
- Historical Context/Precedence

Consultants

Establish Project Objectives

- Architectural
- Refinishing/Repainting
- Acoustic
- Lighting
- Electrical
- HVAC
- Financial

Architect/Consultants

4

Design Work

- Architectural Refinishing/Repainting
- Acoustical
- Lighting
- Electrical
- HVAC
- Code Impact
- Historical Context
- Selection of Contractors
- Development of Budget

Architect/Consultants
& Contractor(s)

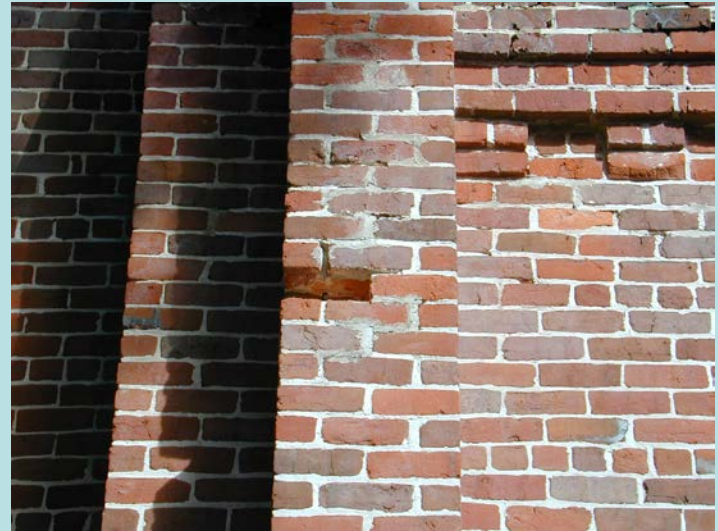
Implementation

- Further Fund Raising
- Construction
- Project Completion
- Evaluation

Architect/
Consultants/Contractor(s)

5

MASONRY =
\$266,537



ROOFING = \$100,000



INTERIOR WOODWORK

= 38,559



STAINED
GLASS =
\$120,000



NEW VALUE TO THE COMMUNITY

ISSUES = OPPORTUNITIES

FISHER PARK COMMUNITY
DESIGN PROJECT,
GREENSBORO, NC

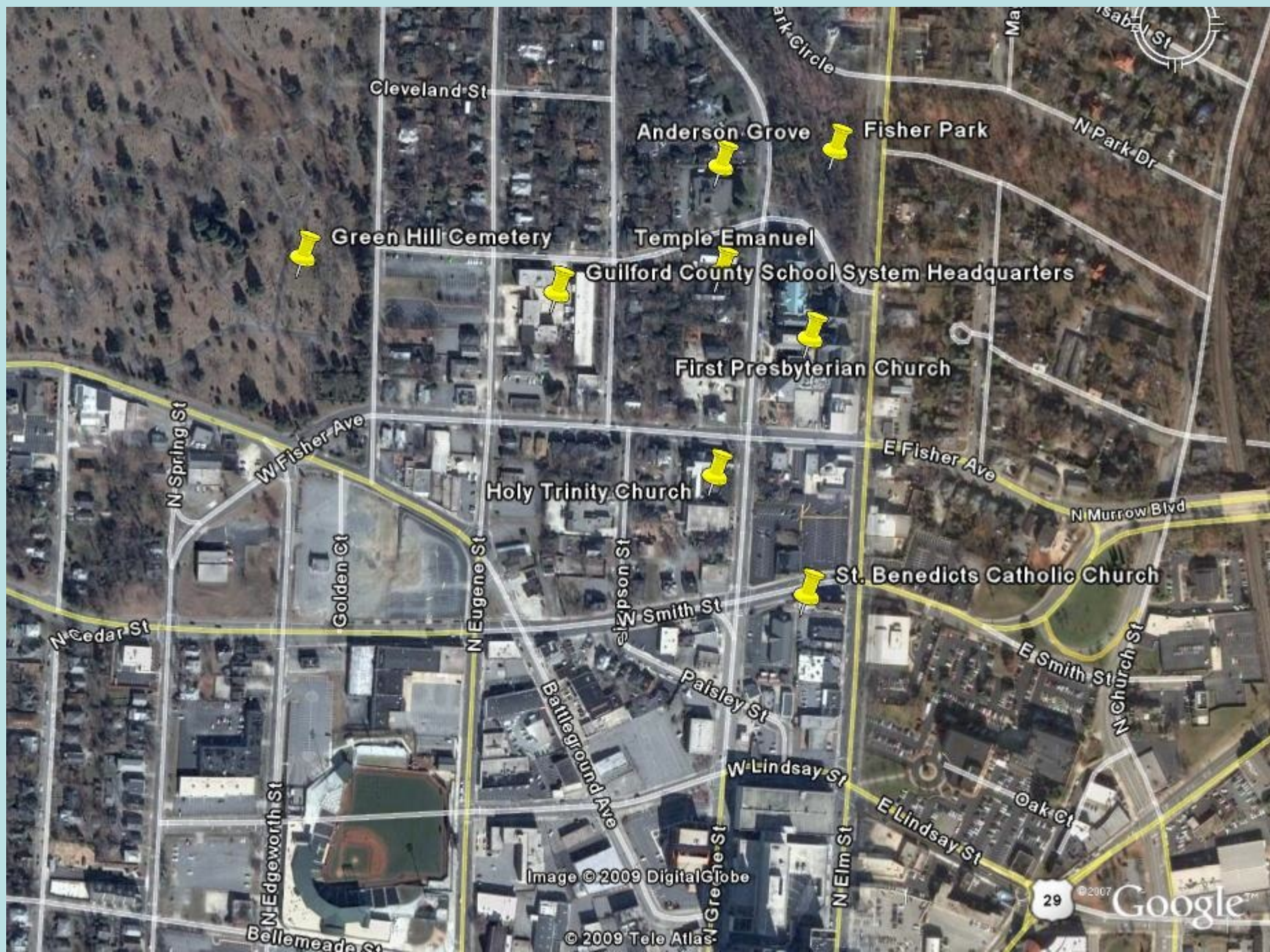


Image © 2009 DigitalGlobe

© 2009 Tele Atlas

29

© 2007

Google



HOLY TRINITY
PRAYER GARDEN
AND BOOKSTORE

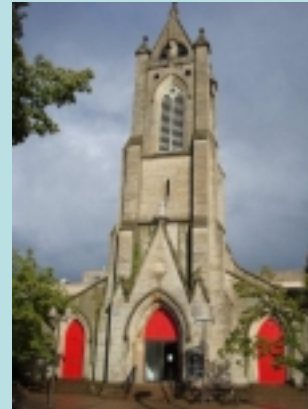
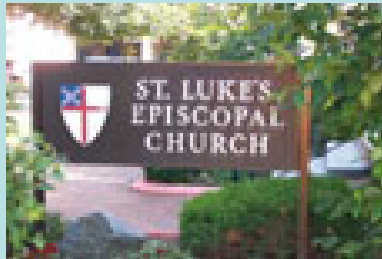
TEMPLE EMANUEL
EVENTS CENTER



NEW VALUE TO THE
COMMUNITY

CONNECTING NEW
PARTNERS

ST. LUKE'S EPISCOPAL CHURCH &
SCRANTON TOMORROW
SCRANTON, PA



NEW DOLLARS/NEW PARTNERS GRADUATE CONVENES DAY-LONG ASSET-MAPPING SESSION

NEW VALUE TO THE COMMUNITY

MAXIMIZING RESOURCES

BALTIMORE AVENUE CORRIDOR

“VENUE MENU”

PHILADELPHIA, PA

LOVED FOR THE ARCHITECTURAL DIVERSITY of its historic homes and houses of worship, Baltimore Avenue cuts a prominent swath through the neighborhoods of West Philadelphia. From the post-bellum Italianate twins of Woodland Terrace to the Gothic churches near Cedar Park, the architecture of the neighborhood tells the story of its history, development, and present identity.

West Philadelphia's streets have been knit together by a complicated history of growth, consolidating from farmland and streetcar suburbs to a community today that is both intrinsically part of—but also resolutely independent from—the identity of Philadelphia. Detached houses and large twins sprung up just before the Civil War as suburban homes for upper-class Philadelphians. After the Act of Consolidation in 1854 and the Civil War, more housing developments proliferated, and houses of worship were built to serve the middle- and working-class homeowners of the Avenue.

Changing architectural styles and innovations (such as electricity) made their way through the neighborhood, but construction came to a halt as the country sank into the Depression. Like many inner city neighborhoods, the Baltimore Avenue corridor experienced its share of 1950s and 1960s disinvestment due to the rapid development of the suburbs and white flight from the inner city. While surrounding neighborhoods experienced more disinvestment, University City experienced some but remained relatively stable due to efforts of its strong civic associations and religious communities. Today, Baltimore Avenue is the main commercial corridor of West Philadelphia's Streetcar Suburb National Historic District, and is representative of the area's transformation from rural farmland to urban development.

Among the stately mansions and towering twins, the historic houses of worship along Baltimore Avenue remain anchors of their broader community, reflecting the diversity of the neighborhood's peoples, histories and architecture. Small, vibrant storefront churches stand beside sprawling Gothic buildings, many of which shelter multiple congregations under one roof! Our congregations have strong legacies of positive and progressive involvement in every aspect of community life. These neighborhood landmarks—sacred to people of many faiths—are vital participants in the worship, culture and daily life of Baltimore Avenue.

Our goal is to preserve the character of our neighborhood, to maintain the architecture that is foundational in determining its identity, and to encourage the growth and true prosperity of the community. By lifting up and opening our sacred places for community use, we seek to build an appreciation for the places where we live, work and worship. In preserving the historical, cultural and architectural diversity of Baltimore Avenue, we will preserve our Avenue's sense of self.

BALTIMORE AVENUE COALITION

Calvary Center for Culture and Community
Cedar Park Neighbors
Hickman Temple
Kol-Tzedek Synagogue
Partners for Sacred Places
Spruce Hill Christian Academy
St. Francis de Sales
University City District
Vineyard Community Church
West Philadelphia Mennonite Fellowship
Woodland Presbyterian Church



funded by **PRESERVATION ALLIANCE**
for greater philadelphia

Baltimore Avenue

VENUE MENU

*Sacred Places
for Community Use*

brought to you by the
Baltimore Avenue Coalition



622 S. 42nd Street, Philadelphia, PA 19104

CONGREGATIONS:

WEBSITE: www.woodlandpres.net

TEL: (215) 386-1724, EMAIL: office@woodlandpres.org

SPACE AVAILABLE:

*St. Francis De Sales; United by the Most
Blessed Sacrament
Church c. 1890/school c. 1904)*

1500 Springfield Avenue, Philadelphia, PA 19143

CONGREGATIONS:

WEBSITE: www.saintfrancisdesales.net

TEL: (215) 222-5819, EMAIL: maj907@aol.com

SPACE AVAILABLE: School Auditorium



(c. 1906)



801 S. 48th Street Philadelphia, PA 19143

CONGREGATIONS: Calvary United Methodist Church, Grace Chapel
Pentecostal Church, Kol Tzedek West Philadelphia Synagogue,
Thompson Temple of Faith, West Philadelphia Mennonite
Fellowship

WEBSITE: www.calvary-center.org

TEL: (215) 724-1702, EMAIL: info@calvary-center.org

SPACE AVAILABLE: Kitchen



4 Spruce Hill Christian Academy (c. xxxx)



4115 Baltimore Avenue, Philadelphia, PA 19104

CONGREGATIONS: Vineyard Community Church City Church

WEBSITE:

TEL: (215) XXX-XXXX, EMAIL:

SPACE AVAILABLE:



5001 Baltimore Avenue, Philadelphia, PA 19143

CONGREGATIONS:

WEBSITE:

TEL: (215) 476-5340, EMAIL:

SPACE AVAILABLE:

LIBRARY



RICHARD ALLEN ROOM



SANCTUARY



H EOOM

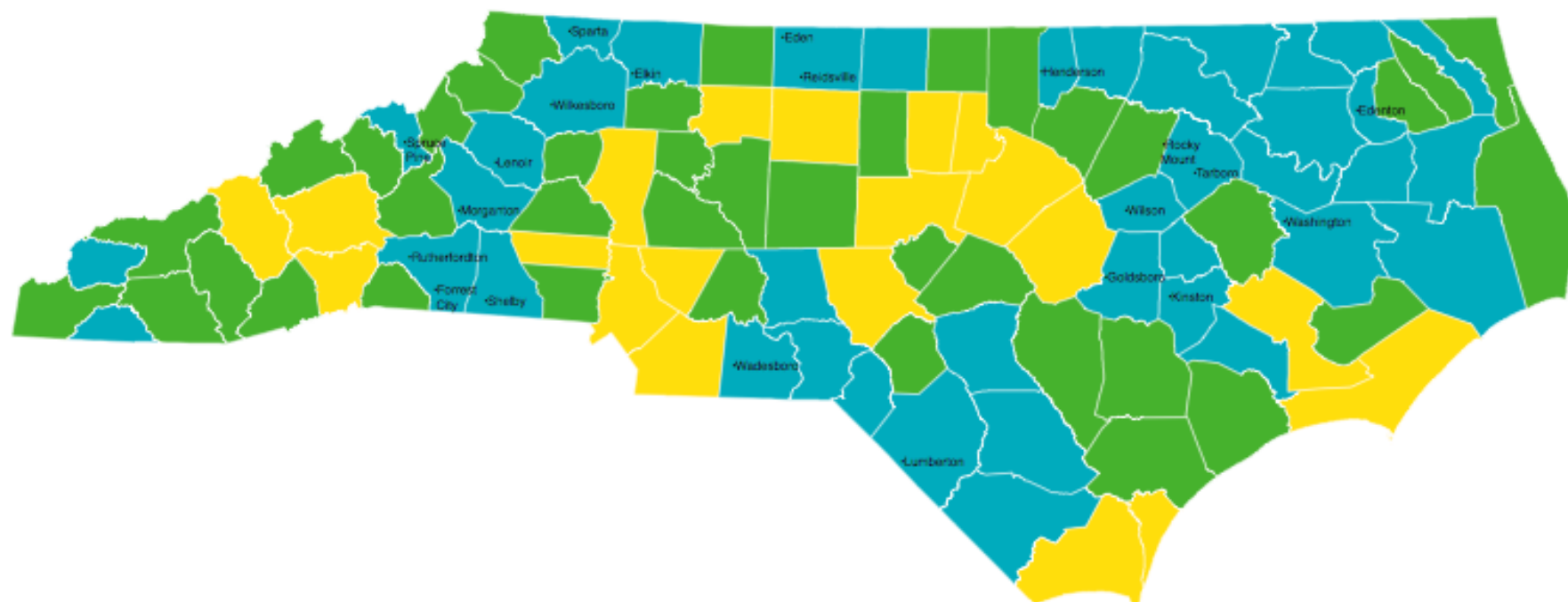


NEW VALUE TO THE
COMMUNITY

ENHANCING ECONOMIC
OPPORTUNITY

NORTH CAROLINA MAIN STREET
PROGRAM

North Carolina Main Street Programs in Tier 1 Counties



2009 Tier Designation

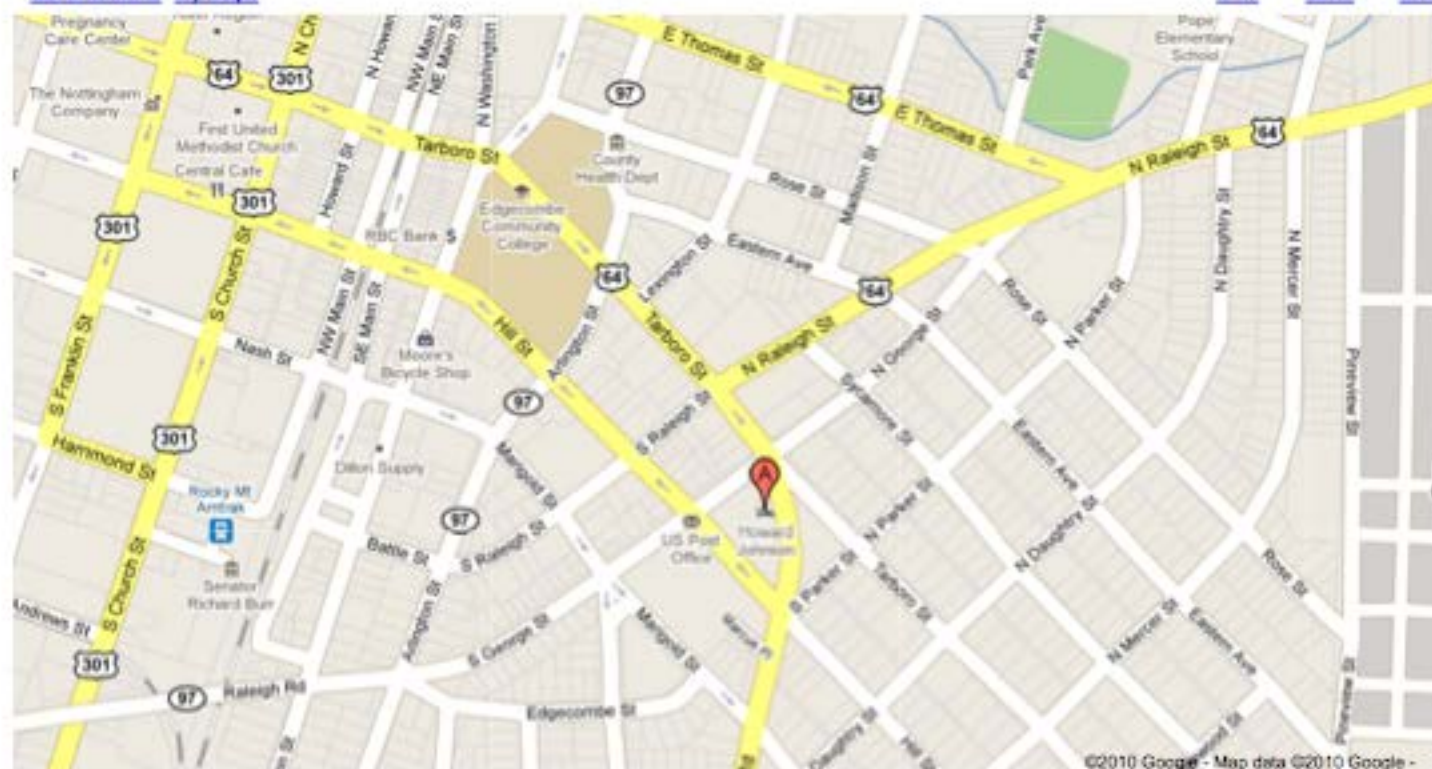
- Tier 1
- Tier 2
- Tier 3



To see all the details that are visible on the screen, use the "Print" link next to the map.

[Get Directions](#) [My Maps](#)

[Print](#) [Send](#) [Link](#)



©2010 Google - Map data ©2010 Google -

THE HALO EFFECT

NEW RESEARCH STUDY

Economic value of social services and cultural programs sponsored or hosted by congregations

✠ Value of clergy, staff, and volunteer time, space provided, in-kind support, utilities, and cash support for community-serving programs supported by and/or housed by congregations. This would employ methodology pioneered in *Sacred Places at Risk*.

✠ Community value of outdoor space, parking lots, gardens, etc. (This area was not addressed in *Sacred Places at Risk*.)

Impact on public safety and housing values

✦ Stabilization or increase in real estate values in areas of close proximity to congregational property. Two exploratory studies, one commissioned by the Roman Catholic Diocese of Cleveland, and another in St. Louis, suggest this correlation.

✦ Increased public safety — evidenced by lower crime rates -- in areas of close proximity to congregational property.

Impact of Congregational Spending

- ✠ Congregational impact on local jobs, including janitorial, building maintenance, food/catering services; banking; funeral home/florist services; musicians; printing services, etc.
- ✠ Spending by congregation members who commute to their sacred place from the wider region, patronizing local businesses after worship, meetings or events.
- ✠ Support for local municipalities via payroll or income taxes for employees
- ✠ Impact of regular repair projects and occasional large capital projects. Listokin has demonstrated that the economic impact of funds spent on repairs to an existing building has a higher value to the local community than new construction

Congregations as catalysts for economic activity and development

- ✦ Incubation of small businesses and non-profits in affordable space within the sacred place.
- ✦ Impact of stable, active sacred places on adjacent business districts.
- ✦ Economic impact of CDCs and other non-profits formally affiliated with congregations.
- ✦ Impact of visitor traffic to congregation-hosted artistic performances, family reunions, and other 'life events.'

WHY MAIN STREET?

LINKING ASSETS IN NEW
WAYS FOR DOWNTOWN
VITALITY