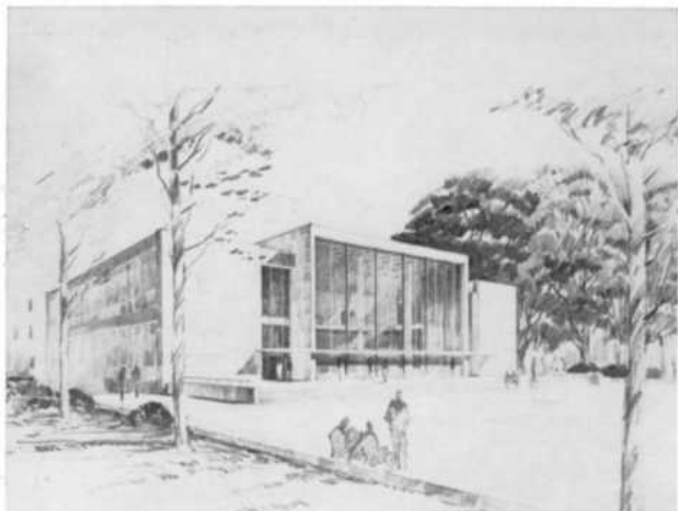


*Information for
Owners and Residents*

UNIVERSITY REDEVELOPMENT AREA



Preliminary rendering

THE ANNENBERG SCHOOL OF COMMUNICATIONS

UNIVERSITY OF PENNSYLVANIA

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A Message to Owners and Residents:

This booklet seeks to answer questions about the plans for construction of a School of Communications at the University of Pennsylvania and the status of the property you own or rent in that area. Information on location of buildings to be acquired will be found on page six.

Assistance will be given to residents, owners and businesses in finding suitable quarters elsewhere.

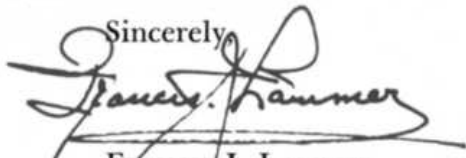
For your convenience, our rehousing staff will be located at 3646 Chancellor Street. The office will be open from one to four p.m. daily or by appointment. The rehousing staff is trained to help you with problems or questions.

Residents will be given every help in finding standard housing that is safe, sanitary and waterproof, with all the standard facilities. These

dwellings must fall within the family's ability to pay and be convenient for travel to and from work for the head of the household.

You will be given a formal notice for moving. If you plan to move before the rehousing staff visits you, it would be to your advantage to let the Rehousing Office know so that you may be able to receive payments to cover moving costs. The staff can be of assistance to you if you will let them know your problems.

Sincerely,

A handwritten signature in black ink that reads "Francis J. Lammer". The signature is fluid and cursive, with a large loop at the end of the last name.

FRANCIS J. LAMMER

Executive Director

Redevelopment Authority
of the
City of Philadelphia

History of Plans for the Area

The University Redevelopment Area, generally bounded by Market, 40th, 32nd Streets and the Schuylkill River, was approved by the Philadelphia City Planning Commission as a redevelopment area in 1948.

Within this area is a block recently designated for institutional use and is the site for The Annenberg School of Communications of the University of Pennsylvania.

The proposed School is the fourth of a series of improvement programs in the University area in which the Redevelopment Authority has played a part. The others have been Dietrich Hall, home of the Wharton School of Finance and Commerce, the Physical Sciences building and the Women's Residence Halls, now under construction.

The School of Communications will be located within the rectangle bounded by 36th, Locust, 37th and Walnut Streets. Plans for improving this block will get underway in the summer of 1960. Recently, property owners met with University and Redevelopment Authority officials, at which time the plans for the area were outlined by Francis J. Lammer, Executive Director of the Redevelopment Authority.

City Council conducted its hearing on the Authority's plan and proposal on December 1,

1959 and gave its approval on December 17, 1959. The ordinance was signed by the Mayor on December 24, 1959.

Will My Property be Acquired?

When? How?

Street addresses for the properties to be acquired are listed on page six of this pamphlet.

Properties not acquired by voluntary negotiations will be condemned and the fair market value, based on the higher of two appraisals, will be paid.

Condemnation means that legal ownership has been transferred to the Redevelopment Authority.

If there are any questions about the exact status of your property, the Redevelopment Authority staff will be glad to provide you with details and answers to your questions.

What Will Happen to My Property

And Fire Insurance?

You may cancel the fire insurance on the property when it has been acquired by the Authority through condemnation. If the policy still has time to run, a rebate on the unexpired time should be requested. At the time of cancellation, check with

your insurance company. The cancellation should be made on the building only. Fire insurance on the property will be carried by the Redevelopment Authority from date of condemnation.

To safeguard the contents of the property, you should continue to carry insurance on the furnishings and other contents.

You will be responsible for any mortgage payments until final settlement is *made* with the Redevelopment Authority.

Properties to be Acquired

Below are listed addresses of properties to be acquired by the Redevelopment Authority for the School of Communications.

Walnut Street — 3600-04, 3606, 3608, 3610, 3612, 3614, 3616, 3618-26

Locust Street — 3609, 3611, 3613, 3615-17, 3619-21, 3623-25-27-29, 3631-33

South 36th Street — 206, 208, 210

McAlpin Street — 205, 207, 209, 211, 213, Rear property 211-13, 215

McAlpin Street — 204-10, 212, 214, 216, 218

How Much Will I Receive For My Property?

Each property to be legally acquired has been inspected twice and the fair market value submitted to the Authority by independent, qualified real estate appraisers. Because of the variety of types of structures, and their condition and degree of improvement, the appraisals naturally vary. The appraisal value of your property may be completely different from your neighbor's. The value placed on each property, however, must legally represent fair market value at the time of acquisition. The amount you will receive is not determined by:

1. The assessed value, or
2. The fact that the property is in a redevelopment area, or
3. The fact that the property will be condemned.

A real estate negotiator, Isadore Gottlieb, 1904 Girard Trust Building, South Penn Square, (LO 3-0471), representing the Redevelopment Authority, will be in touch with you within the next few weeks, if he has not already, to discuss the value of the property. He will offer you the higher of the two valuations reflected by the Authority's appraisals. If the amount offered you is satisfactory, an

agreement will be entered into and settlement will be made shortly after the Redevelopment Authority accepts this agreement.

If you are not satisfied with the amount offered, you may have the value set by the Board of View. The Board was appointed by the Court of Common Pleas.

If you are still not satisfied, you may appeal to the courts. Experience in other redevelopment areas indicates that the great majority of property owners have been satisfied with the amount offered.

Question: Where will settlement for my property take place?

Answer: Arrangements have been made to handle all settlements at the Philadelphia Title Insurance Company, 220 S. 16th Street.

Who Pays Rent?

Question: I am a property owner. Do I pay rent?

Answer: The Authority will not collect any rent from former owners who remain in occupancy until final settlement is made for the property.

Question: I am a tenant. Do I pay rent?

Answer: The former owner, prime tenant or

manager, in the case of multiple occupancy properties requiring heat, utilities, etc., may continue to collect rents from his tenants in order to have funds to meet the necessary expenses of management.

Question: I lease space for my business. What will my rent be and to whom is it to be paid?

Answer: Those who are tenants at the time of condemnation will continue to pay rent to the former owner.

When Will Families Have to Move?

Families required to move will be notified. All properties are expected to be vacated by May 1960. Time will be given to look for and to find a house.

The Redevelopment Authority will help you to obtain a house, if you wish to buy, or will call your attention to suitable housing, if you wish to rent.

Three facts are important to remember:

1). You will be given proper notice and enough time to move.

2). You will have the fullest assistance of the Redevelopment Authority Rehousing Bureau. The staff has the job of helping you to find suitable living quarters.

3). The house or apartment into which you move must be decent, safe and sanitary, similar to

and the various costs involved. The Authority's Rehousing Bureau will assist families in making application for housing under this program.

Actual moving expenses up to \$200 for each eligible family relocated because of redevelopment will be paid by the Redevelopment Authority. In some cases families may want to use the fixed payment plan which allows moving payments based on the number of furnished rooms. (Written instructions explaining moving costs are available for your inspection at the site office.)

Businesses affected by redevelopment are eligible to receive costs up to \$3,000 for actual moving expenses.

