

# NOMINATION OF HISTORIC DISTRICT PHILADELPHIA REGISTER OF HISTORIC PLACES

## PHILADELPHIA HISTORICAL COMMISSION

SUBMIT ALL ATTACHED MATERIALS ON PAPER AND IN ELECTRONIC FORM ON CD (MS WORD FORMAT)

### 1. NAME OF HISTORIC DISTRICT

Jewelers' Row Historic District

### 2. LOCATION

Please attach a map of Philadelphia locating the historic district.

Councilmanic District(s): 1<sup>st</sup> District, Councilman Mark Squilla

### 3. BOUNDARY DESCRIPTION

Please attach a map of the district and a written description of the boundary.

### 4. DESCRIPTION

Please attach a description of built and natural environments in the district.

### 5. INVENTORY

Please attach an inventory of the district with an entry for every property. All street addresses must coincide with official Office of Property Assessment addresses.

Total number of properties in district: 57 buildings in inventory ( 56 tax parcels)

Count buildings with multiple units as one.

Number of properties already on Register/percentage of total: 5 buildings / 9%

Number of significant properties/percentage of total: 15 buildings / 26%

Number of contributing properties/percentage of total: 34 buildings / 60%

Number of non-contributing properties/percentage of total: 8 buildings / 14%

### 6. SIGNIFICANCE

Please attach the Statement of Significance.

Period of Significance (from year to year): from 1800 to 1970

**CRITERIA FOR DESIGNATION:**

The historic district satisfies the following criteria for designation (check all that apply):

- ☒ (a) Has significant character, interest or value as part of the development, heritage or cultural characteristics of the City, Commonwealth or Nation or is associated with the life of a person significant in the past; or,
- ☐ (b) Is associated with an event of importance to the history of the City, Commonwealth or Nation; or,
- ☒ (c) Reflects the environment in an era characterized by a distinctive architectural style; or,
- ☒ (d) Embodies distinguishing characteristics of an architectural style or engineering specimen; or,
- ☒ (e) Is the work of a designer, architect, landscape architect or designer, or engineer whose work has significantly influenced the historical, architectural, economic, social, or cultural development of the City, Commonwealth or Nation; or,
- ☐ (f) Contains elements of design, detail, materials or craftsmanship which represent a significant innovation; or,
- ☒ (g) Is part of or related to a square, park or other distinctive area which should be preserved according to an historic, cultural or architectural motif; or,
- ☒ (h) Owing to its unique location or singular physical characteristic, represents an established and familiar visual feature of the neighborhood, community or City; or,
- ☐ (i) Has yielded, or may be likely to yield, information important in pre-history or history; or
- ☒ (j) Exemplifies the cultural, political, economic, social or historical heritage of the community.

**7. MAJOR BIBLIOGRAPHICAL REFERENCES**

Please attach a bibliography.

**8. NOMINATOR**

Name with Title Benjamin Leech, consultant Email bentleech@gmail.com  
Organization Preservation Alliance for Greater Philadelphia Date March 10, 2017  
Street Address 1608 Walnut St, Suite 804 Telephone 215-546-1146  
City, State, and Postal Code Philadelphia, PA 19103

**PHC USE ONLY**

Date of Receipt: 10 March 2017

☒ Correct-Complete ☐ Incorrect-Incomplete

Date: 12 December 2018

Date of Preliminary Eligibility: \_\_\_\_\_

Date of Notice Issuance: 12 December 2018

Date(s) Reviewed by the Committee on Historic Designation: \_\_\_\_\_

Date(s) Reviewed by the Historical Commission: \_\_\_\_\_

Date of Final Action: \_\_\_\_\_

☐ Designated ☐ Rejected

11/16/16

NOMINATION FOR THE PHILADELPHIA REGISTER OF HISTORIC PLACES



*“Busy Sansom Street” by Frank H. Taylor, 1914. (Library Company of Philadelphia)*

JEWELERS’ ROW HISTORIC DISTRICT

Center City

Philadelphia, Pennsylvania

**SECTION 1—DISTRICT NAME:** Jewelers' Row Historic District

**SECTION 2—LOCATION WITHIN THE CITY OF PHILADELPHIA**



## SECTION 2—LOCATION / MAP OF DISTRICT



## SECTION 3—BOUNDARY DESCRIPTION

The proposed boundary for the Jewelers' Row Historic District begins at the southwest corner of the intersection of South 7<sup>th</sup> and Ionic Streets. From a point at the northeast corner of the parcel at 701-707 Sansom Street, the boundary runs south along 7<sup>th</sup> Street to the southeast corner of the parcel at 128 S. 7<sup>th</sup> Street, then west along the southern edges of the lots fronting the south side of the 700 block of Sansom Street to South 8<sup>th</sup> Street. After crossing South 8<sup>th</sup> Street, the boundary runs south along the western property lines of the parcels fronting the west side of South 8<sup>th</sup> Street to Walnut Street and the southeast corner of the parcel at 140-42 S. 8<sup>th</sup> Street. The boundary then runs west along the Walnut Street frontage of 140-42 S. 8<sup>th</sup> Street, then turns north to follow the western property lines of the parcels fronting 8<sup>th</sup> Street between Walnut and Sansom Streets. From there it crosses Sansom Street and runs west along the southern property lines of the parcels fronting the north side of Sansom Street to the southwest corner of the parcel at 809 Sansom Street. From there it continues north along the western edge of that lot, then

follows the northern and western property lines of the parcels at 108 and 104-106 South 8<sup>th</sup> Street to a point at the northeast corner of the parcel at 104-06 South 8<sup>th</sup> Street. It then crosses 8<sup>th</sup> Street to follow the northern property line of the parcel at 107 South 8<sup>th</sup> Street, then turns south to follow the eastern property lines of the parcels fronting the east side of 8<sup>th</sup> Street to Ionic Street. It then runs east along the northern property lines of the parcels fronting the north side of Sansom Street to South 7<sup>th</sup> Street and the point of beginning.

**Boundary Justification:** These boundaries include all of the parcels that historically and currently front along the 700 block of Sansom Street and the 100 block of South 8<sup>th</sup> Street, along with a contiguous row of parcels fronting the 800 block of Sansom Street that contain extant historic buildings. This proposed district is bordered to the south and east by the Society Hill Historic District, to the north by properties fronting Chestnut Street, and to the west by surface parking lots and parcels fronting Chestnut Street. Historically, businesses related to both the publishing and jewelry trades extended beyond the proposed boundary to Walnut and Chestnut Streets, but today are concentrated most heavily on the two blocks within the proposed boundaries.

**Period of Significance:** Unless otherwise noted, new construction and substantial alterations undertaken in 1970 or prior are considered to have accrued historic significance and are generally contributing to the district's architectural character. Substantial alterations and new construction undertaken post-1970 are generally considered non-contributing. Given the dynamic commercial nature of the district, however, this period of significance should be periodically reevaluated as later alterations age and accrue significance in their own right.



## SECTION 4—PHYSICAL DESCRIPTION

The Jewelers' Row Historic District is a commercial district comprised of 56 parcels containing 57 buildings which have functioned throughout the 19<sup>th</sup> and 20<sup>th</sup> centuries as commercial and manufacturing buildings primarily related to the publishing and jewelry trades. The district encompasses Sansom Street between 7<sup>th</sup> and 8<sup>th</sup> Streets, where the street jogs out of its grid alignment (commonly referred to as "Jewelers' Row") and 8<sup>th</sup> Street between Walnut and Chestnut Streets. The Jewelers' Row Historic District is anchored amongst some of Philadelphia's most iconic landmarks: the Curtis Publishing Co. building to the east, Washington Square Park to the south and Independence Mall to the north.

The district is located within the larger East Center City Commercial Historic District, listed on the National Register of Historic Places in 1984. A number of contributing buildings within the proposed district are directly referenced in the National Register nomination, including 704, 706-08 and 710 Sansom. It is bordered to the south by the Society Hill Historic District, which is listed on both the National Register of Historic Places and the Philadelphia Register of Historic Places.



*View of the south side of the 700 block of Sansom, facing southwest. Photo: Ryan Collerd, 2016.*



*View of the south side of the 700 block of Sansom, facing southeast. Photo: Ryan Collerd, 2016.*



*View of the north side of the 700 block of Sansom, facing northwest. Photo: Starr Herr-Cardillo, 2016.*





*View of the north side of the 700 block of Sansom, facing northeast. Photo: Starr Herr-Cardillo, 2016.*



*View of the northwest corner of 8<sup>th</sup> and Sansom, facing northwest. Photo: Starr Herr-Cardillo, 2016.*



*View of the west side of 8th Street, facing southwest. Photo: Starr Herr-Cardillo, 2016.*

Architecturally, the district is comprised of an eclectic mix of low-scale nineteenth and twentieth century commercial architecture defined by its consistent street rhythm and low scale. The buildings within the district represent a variety of styles and serve as a catalogue of the area’s evolution over time, from homogenous speculative Colonial rowhouse developments at the beginning of the nineteenth century, to “Publishers’ Row” after the Civil War, then to the bustling Jewelers’ Row diamond district in the early twentieth century. The majority of the buildings within the district date between 1800 and 1940, ranging in styles from Federal, Italianate, Victorian, Renaissance Revival, Beaux-Arts, 20<sup>th</sup> Century Commercial, Art Deco/Art Moderne, and Mid-Century Modern, testifying to the district’s vitality and growth as a commercial center spanning over a century.

As Sansom Street in particular transitioned from residential to commercial use, lot consolidation was relatively uncommon, resulting in a consistent street rhythm defined by the original lot width of 16 feet. Additionally, the height of the buildings along the street remain within a tight range of three to seven stories tall. While at least three of the original buildings from Carstairs Row survive, most were added to, refaced or replaced altogether by new construction as more and more commerce and light industry moved into the district. Between 1896 and 1898, the six-story Press Building was constructed on three lots at the northwest corner of 7th and Sansom Streets. In 1929 the seven-story Jewelry Trades Building replaced five properties at the southeast corner of Sansom and 8<sup>th</sup> Streets. Both larger buildings incorporated commercial retail at the ground floor and maintained a consistent visual rhythm through the division of bays and storefronts.





*View of the south side of the 700 block of Sansom, facing south. Photo: Starr Herr-Cardillo, 2016.*



*View of the west side of 8<sup>th</sup> Street, showing the mid-century façade of the Testa Building at 126 8<sup>th</sup> Street next to the nineteenth century Italianate LeGar building with its modernized storefront. Photo: Starr Herr-Cardillo, 2016.*



*Left to right: View of original Carstairs properties at 730 and 732 Sansom; an art deco storefront at 723 Sansom. Photos: Starr Herr-Cardillo, 2016.*

A number of buildings feature later storefront modifications that have themselves become historic; the Art Deco façade of the Pennsylvania Diamond Exchange at 723 Sansom St. (Solomon Kaplan, 1935), the mosaic tile storefront of the Press Building at 701-707 Sansom (Philip Mastrin, 1957), and the green and white marble veneer and script signage at 118 S. 8<sup>th</sup> St. (Beryl Price, 1964). All notably demonstrate the continual evolution of the commercial streetscape. As a result, the district represents a catalogue of commercial building materials, ranging from various types of brick, to mass-produced decorative terra cotta, to materials popularized during the Modern era. In addition to the variety of architectural styles, a continual evolution of storefronts and signage is one of the more visible character defining features of the district, reflecting decades of commercial identity, competition and changing styles.





*Left to right: View of an art deco storefront modification to the late nineteenth century building at 723 Sansom; A late Victorian façade remodel at 106-08 8<sup>th</sup> that unified two existing properties; five-story terra cotta commercial building at 726 Sansom. Photos: Starr Herr-Cardillo, 2016.*



*Left to right: The Press Building at 701-07 Sansom with its mid-century aqua tile storefront; the Testa Building at 126 S. 8<sup>th</sup> Street was refaced in black stone veneer and anodized gold aluminum in the 1960s. Photos: Starr Herr-Cardillo, 2016.*

The Sansom streetscape has other notable features beyond its remarkably consistent rhythm and scale. The offset of the street provides visual bookends looking towards Eighth and Seventh Streets that serve to enclose and define the view shed from the street. The offset also disrupts and slows traffic, keeping the street from functioning as a through street and naturally limiting traffic in the area, keeping it business-focused. The narrow street with its historically designated, brick paving is also notable in its scale and its materiality. Sidewalks along the 700 block of Sansom are substantially wider than other parts of Sansom and the street is generally pedestrian-focused.

## SECTION 5—INVENTORY

Jewelers' Row Historic District includes the addresses listed below. The following pages contain inventory forms for all buildings within the historic district.

700 Sansom Street	729 Sansom Street
124 S. 7 <sup>th</sup> Street	731 Sansom Street
126 S. 7 <sup>th</sup> Street	733 Sansom Street
128 S. 7 <sup>th</sup> Street	735 Sansom Street
702 Sansom Street	737 Sansom Street
704 Sansom Street	801 Sansom Street
706-08 Sansom Street	803 Sansom Street
710 Sansom Street	805 Sansom Street
712-14 Sansom Street	807 Sansom Street
716 Sansom Street	809 Sansom Street
718 Sansom Street	107 S. 8 <sup>th</sup> Street
720 Sansom Street	109 S. 8 <sup>th</sup> Street
722 Sansom Street	111 S. 8 <sup>th</sup> Street
724 Sansom Street	113-15 S. 8 <sup>th</sup> Street*
726 Sansom Street	104-06 S. 8 <sup>th</sup> Street
728 Sansom Street	108 S. 8 <sup>th</sup> Street
730-32 Sansom Street	110 S. 8 <sup>th</sup> Street
734-42 Sansom Street	112 S. 8 <sup>th</sup> Street
701-07 Sansom Street	114-18 S. 8 <sup>th</sup> Street
709 Sansom Street	122-24 S. 8 <sup>th</sup> Street
711 Sansom Street	126 S. 8 <sup>th</sup> Street
713 Sansom Street	128 S. 8 <sup>th</sup> Street
715 Sansom Street	130 S. 8 <sup>th</sup> Street
717 Sansom Street	132 S. 8 <sup>th</sup> Street
719 Sansom Street	134 S. 8 <sup>th</sup> Street
721 Sansom Street	136 S. 8 <sup>th</sup> Street
723 Sansom Street	138 S. 8 <sup>th</sup> Street
725 Sansom Street	140-42 S. 8 <sup>th</sup> Street
727 Sansom Street	

*113-15 8<sup>th</sup> Street is located at the rear of 731 Sansom Street. The address is part of 731 Sansom's tax parcel.*

**Key to Inventory Abbreviations:**

BP: Building Permit Records, Philadelphia City Archives

NRHP: National Register of Historic Places Inventory Form: East Center City Commercial District

OPA: Philadelphia Office of Property Assessment ([www.phila.gov/opa](http://www.phila.gov/opa))

PAB: Philadelphia Architects and Buildings Database  
(<https://www.philadelphiabuildings.org/pab/index.cfm>)

PRERBG: Philadelphia Real Estate Record and Builder's Guide  
[https://www.philadelphiabuildings.org/pab/app/rs\\_display.cfm/909202](https://www.philadelphiabuildings.org/pab/app/rs_display.cfm/909202)

ZA: Philadelphia Zoning Archive (<http://www.phila.gov/zoningarchive/>)

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **700 Sansom St.**  
OPA Acct #: 871270850

Historic Name: **Carstairs Row**  
Other Name[s]: **Panepinto Jewelers**

Built: **1800**  
Architect: **Thomas Carstairs**  
Source: **NRHP**

Alteration Date[s]: **1911**  
Architect[s]: **Watson & Huckel**  
Source[s]: **BP 4861 (1911)**

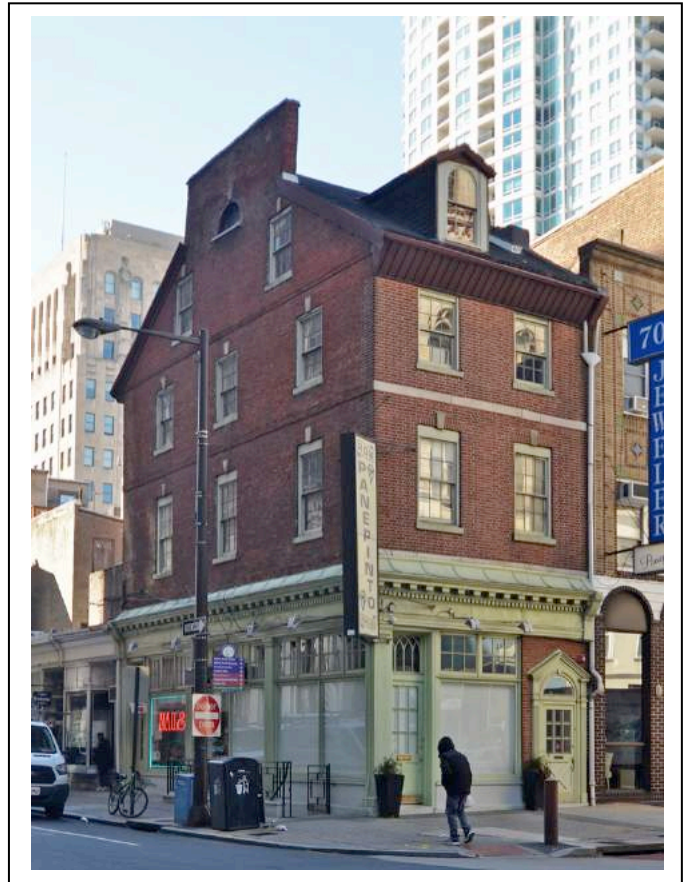
Stories: **3.5**  
Bays: **3 (Sansom) / 3 (7<sup>th</sup> St.)**  
Roof: **Gable**  
Primary Façade Material[s]: **Brick/Marble/Wood**

Style: **Federal**  
Storefront Style: **Colonial Revival**

Philadelphia Register Status:  
**Listed (Individual) 8/6/1981**

National Register District Status:  
**Significant**

Description:  
*Surviving end unit of original c.1800 row. Wood divided-light sashes, marble sills, keystones, and belt course. Cornice concealed behind siding. Neocolonial storefront alteration by Watson & Huckel (1911) features fluted pilasters, divided-light transoms, and wood dentil cornice. Projecting blade sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**

Façade: Contributing

Storefront: Contributing Alteration

Other Significant Persons: Henry C. Lea

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **124 S. 7<sup>th</sup> St.**  
OPA Acct #: 882600325

Historic Name:  
Other Name[s]:

Built: **1876**  
Architect: **Collins & Autenrieth**  
Source: **Lea Papers (Athenaeum)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

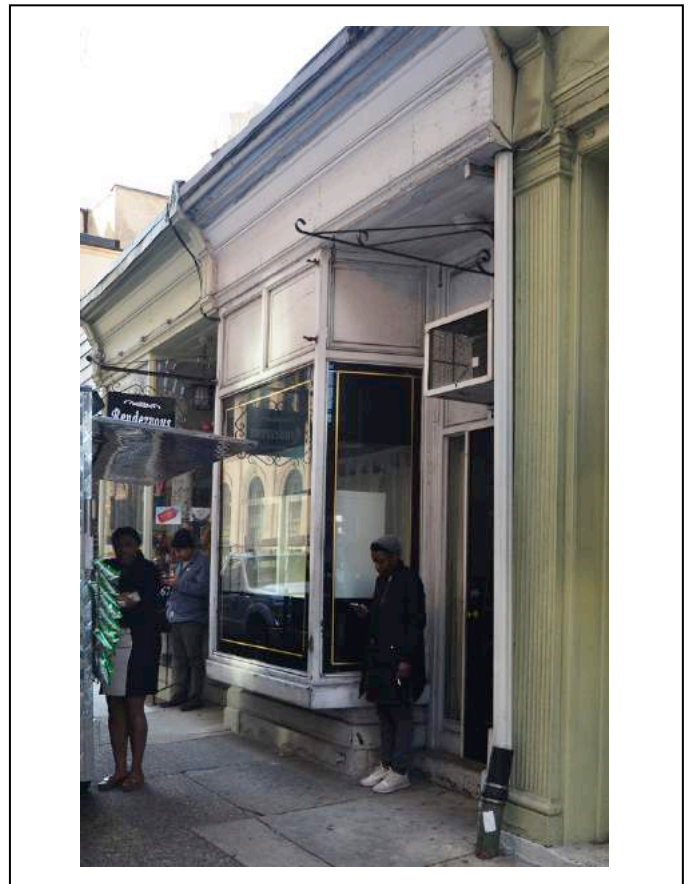
Stories: **1**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Wood/Glass**

Style: **Victorian**  
Storefront Style: **Victorian**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description: *One-story store with original projecting wood-framed display window. Wood cornice.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**

Façade: Contributing  
Storefront: Contributing  
Signage: NC

Other Significant Persons: Henry C. Lea

Notes: *Collins & Autenrieth for Henry C. Lea*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **126 S. 7<sup>th</sup> St.**  
OPA Acct #: 882600320

Historic Name:  
Other Name[s]:

Built: **1876**  
Architect: **Collins & Autenrieth**  
Source: **Lea Papers (Athenaeum)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

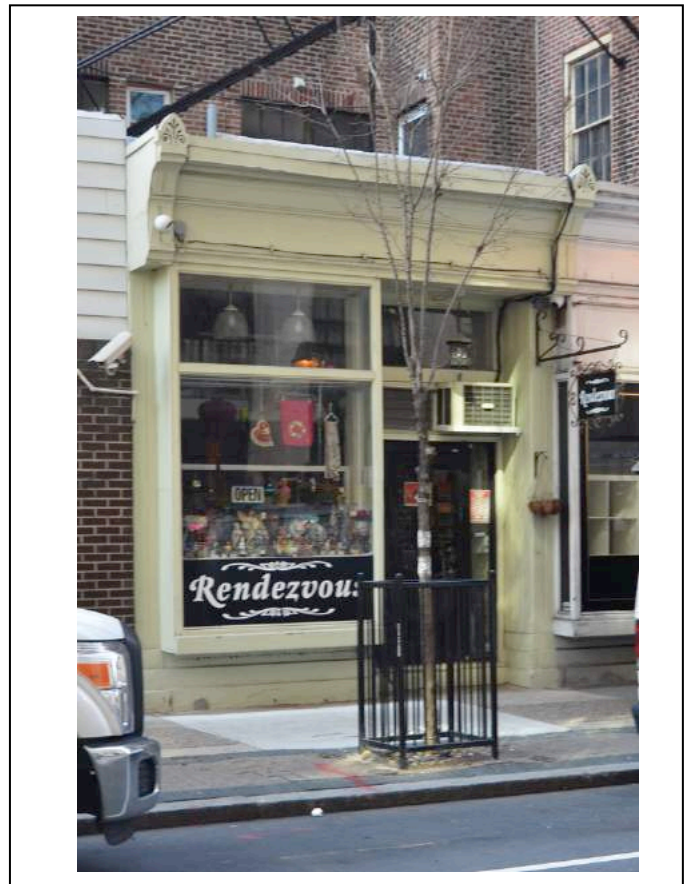
Stories: **1**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Wood/Glass**

Style: **Victorian**  
Storefront Style: **Victorian**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description: *One-story store with rebuilt projecting wood-framed display window. Wood cornice with ornamented end-brackets.*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons: Henry C. Lea

Notes: *Collins & Autenrieth for Henry C. Lea*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **128 S. 7<sup>th</sup> St.**  
OPA Acct #: 882600315

Historic Name:  
Other Name[s]:

Built: **c.1972**  
Architect:  
Source: Assoc. with 1972 alterations of 702 Sansom St.

Alteration Date[s]:  
Architect[s]:  
Source[s]:

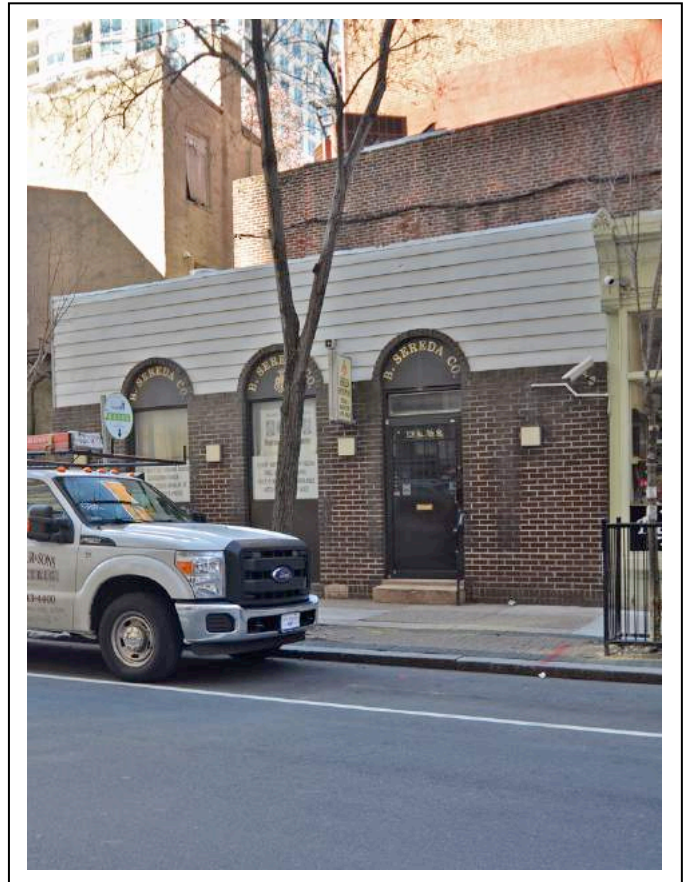
Stories: **1**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Aluminum Siding**

Style: **Contemporary Commercial**  
Storefront Style: N/A

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description: *1972 reconstruction of c.1876 storefronts associated with restaurant alterations at 702 Sansom Street (adjacent).*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-Contributing**  
Façade: NC  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **702 Sansom St.**  
OPA Acct #: 882600400

Historic Name:  
Other Name[s]:

Built: **1924**  
Architect: **M.M. Boonin**  
Source: **BP 2387 (1924)**

Alteration Date[s]: **1972**  
Architect[s]:  
Source[s]: **ZA 67361 (1972)**

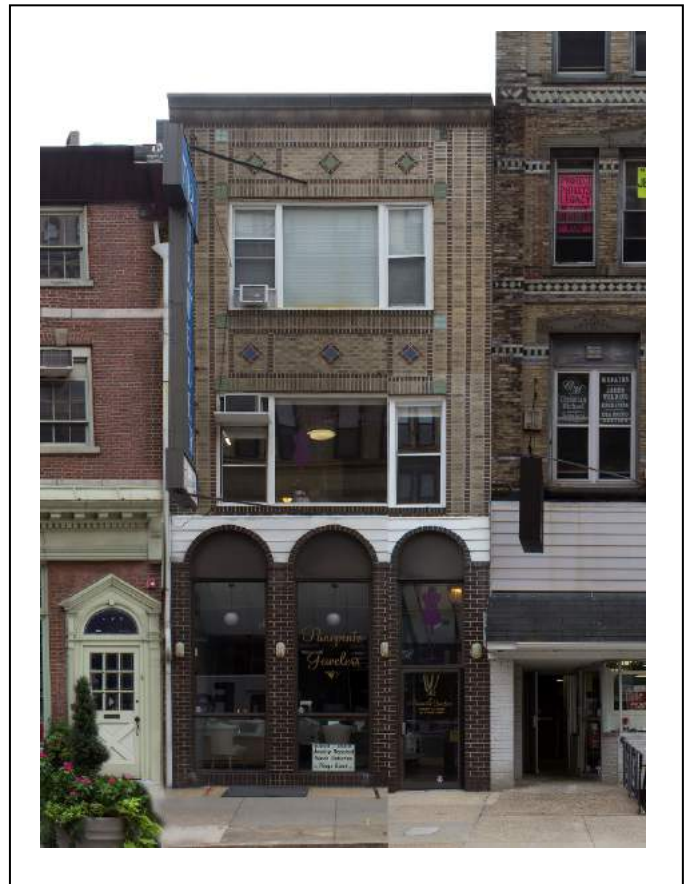
Stories: **3**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Tile**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description: *Patterned brick façade with glazed tile diamond inlays and limestone cornice. Replacement windows in original Chicago-style configuration. Storefront alteration for Mid-City Diner (1972). Projecting blade sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**

Façade: Contributing

Storefront: NC

Signage: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **704 Sansom St.**  
OPA Acct #: 882600500

Historic Name: **Electrotype Foundry**  
Other Name[s]: **Lea Building**

Built: **1890**  
Architect: **Collins & Autenrieth**  
Source: **PRERGB**

Alteration Date[s]: **1967**  
Architect[s]:  
Source[s]: **ZA 73931A (1967)**

Stories: **4**  
Bays: **2 / 3**  
Roof: **Flat**  
Primary Façade Material[s]:  
**Brick/Stone/Glazed Brick**

Style: **Victorian**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Fourth-floor addition and recladding (1890) of three-story commercial loft (1876), both by Collins & Autenrieth for Henry C. Lea. Polychrome glazed brick belt courses, incised stone lintels, pressed metal cornice. Replacement upper-floor windows in original configuration. Altered storefront with high potential for surviving historic fabric behind current cladding. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:  
Henry C. Lea

Notes:  
• *Basement retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **706-08 Sansom St.**  
OPA Acct #: 871008200

Historic Name: **Henry C. Lea Publishing House**  
Other Name[s]:

Built: **1865-86**  
Architect: **Collins & Autenrieth**  
Source: **Lea Papers (Athenaeum)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

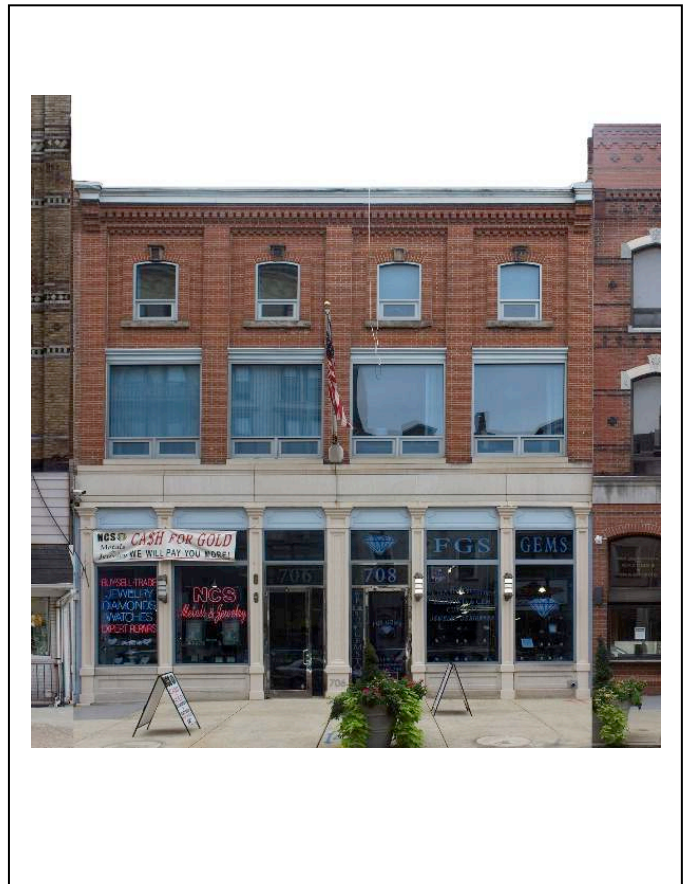
Stories: **3**  
Bays: **4**  
Roof: **Flat**  
Primary Façade Material[s]:  
**Brick/Cast Iron/Stone**

Style: **Victorian**  
Storefront Style:  
**Victorian/Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Original cast-iron storefront posts (Samuel Creswell, Race Street) with contemporary cast stone base and fascia. Second-floor windows enlarged post-1892, third-floor replacement windows in original configuration with surviving stone sills and keystones. Corbelled brick cornice.*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons: Henry C. Lea

Notes:

- *Second-floor windows enlarged post-1892*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **710 Sansom St.**  
OPA Acct #: 882600730

Historic Name: **J.M. Armstrong Co.**  
Other Name[s]: **C.E. Robinson & Bro.**

Built: **1876-77**  
Architect: **Collins & Autenrieth**  
Source: **Lea Papers (Athenaeum)**

Alteration Date[s]: **1986**  
Architect[s]: **Wycoff Assoc.**  
Source[s]: **ZA 104834 (1986)**

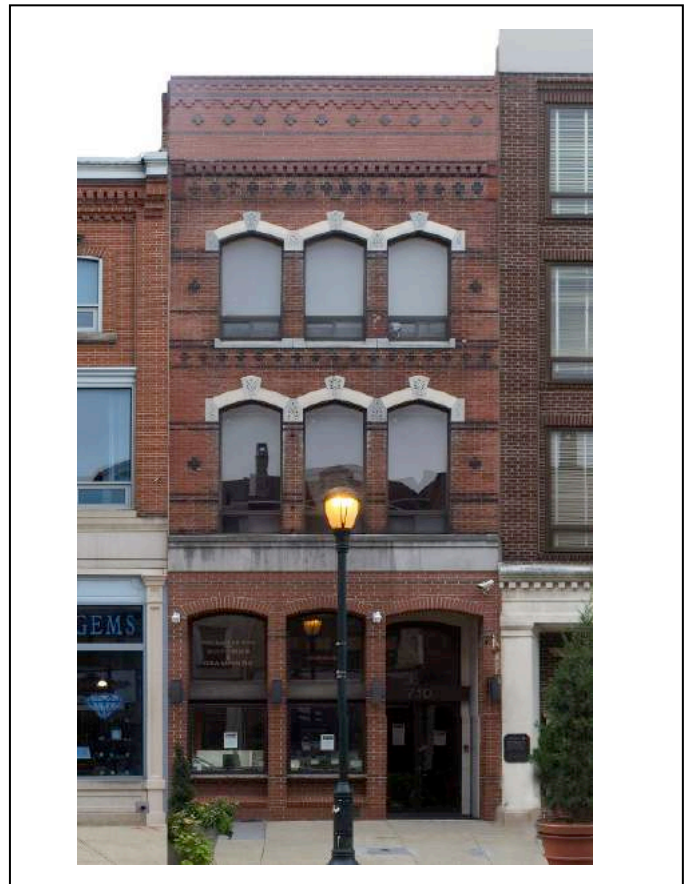
Stories: **3**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick /Marble**

Style: **Victorian**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Patterned brick façade with incised marble keystones and impost blocks. Storefront and cornice rebuilt in non-historic configuration c.1986. Replacement windows in original arched masonry openings.*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing

Other Significant Persons: Henry C. Lea

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **712-14 Sansom St.**  
OPA Acct #: 882009100

Historic Name: **Alsenstein & Gordon**  
Other Name[s]: **Sydney Rosen & Co.**

Built: **1920**  
Architect: **Greisler & Abramson**  
Source: **PRERBG**

Alteration Date[s]: **1972**  
Architect[s]: **Manuel Greenberg**  
Source[s]: **ZA 10572 (1972)**

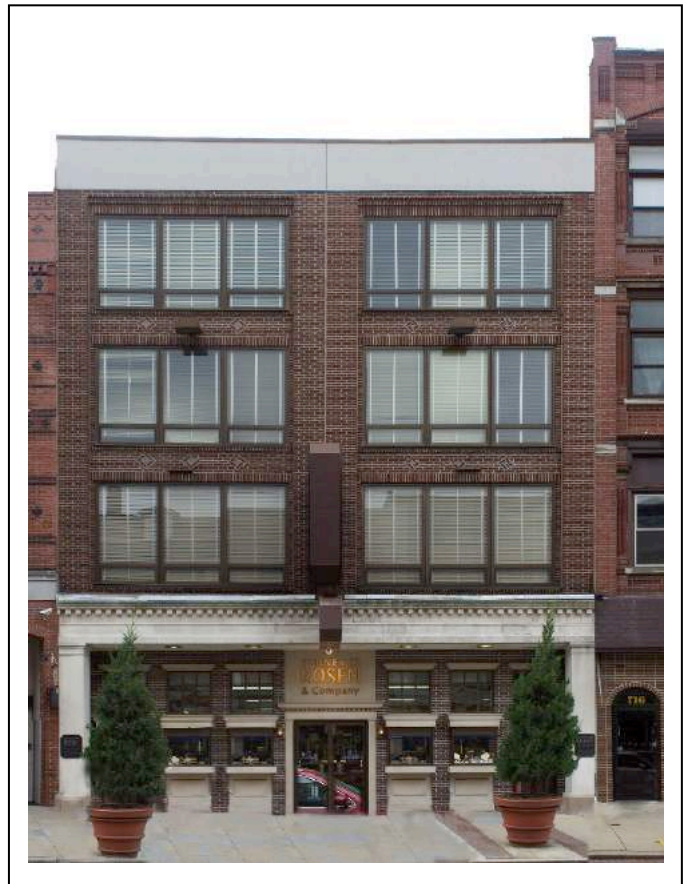
Stories: **4**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Two-bay commercial loft with altered storefront. Upper-floor replacement windows in original masonry openings. Diamond-patterned brick and tile inlay spandrel panels. Original bracketed cornice removed c.2010. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **716 Sansom St.**  
OPA Acct #: 881007011

Historic Name: **Charles Foster Publishing Co.**  
Other Name[s]:

Built: **c.1888**  
Architect:  
Source: **PAB (*Illustrated Phila.* 1889)**

Alteration Date[s]: **1984**  
Architect[s]: **Dmitrios Katsapis**  
Source[s]: **ZA 80693 (1984)**

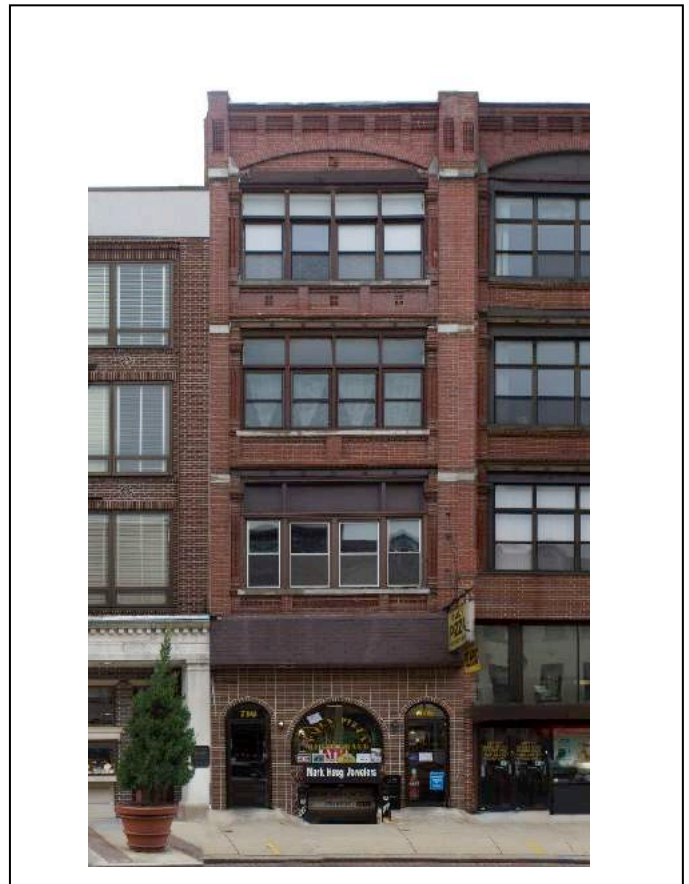
Stories: **4**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **Victorian**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Brick commercial loft with altered storefront. Replacement upper-floor windows in historic configuration, framed by ornamented pressed brick pilasters and iron lintels with rosettes. Ornamented spandrel panels, limestone accents, and corbelled brick cornice. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC  
Signage: NC

Other Significant Persons:

## Notes:

- PAB misattribution to S.D. Kopeland (1940 alterations)
- Post-dates 1887 Hexamer Atlas
- Possibly predates neighboring 718 Sansom (per 1889 *Illustrated Philadelphia* rendering)

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **718 Sansom St.**  
OPA Acct #: 871270950

Historic Name:  
Other Name[s]:

Built: **c.1890**  
Architect:  
Source:

Alteration Date[s]: **1940**  
Architect[s]: **S. Kopeland**  
Source[s]: **BP 591 (1940)**

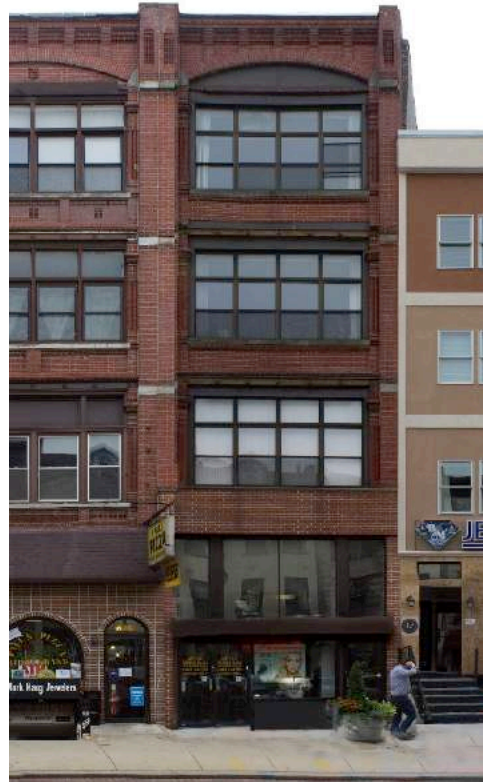
Stories: **4**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **Victorian**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Brick commercial loft with altered storefront. Replacement upper-floor windows in historic configuration, framed by ornamented pressed brick pilasters and iron lintels with rosettes. Flat spandrel panels, limestone accents, and corbelled brick cornice.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

## Notes:

- *Possibly postdates neighboring 716 Sansom (per 1889 Illustrated Philadelphia rendering)*
- *Simplified or rebuilt spandrel panels, design otherwise identical to 716*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **720 Sansom St.**  
OPA Acct #: 882601005

Historic Name:  
Other Name[s]:

Built: **2014**  
Architect: **YCH Architects**  
Source: **ZA 521009 (2014)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

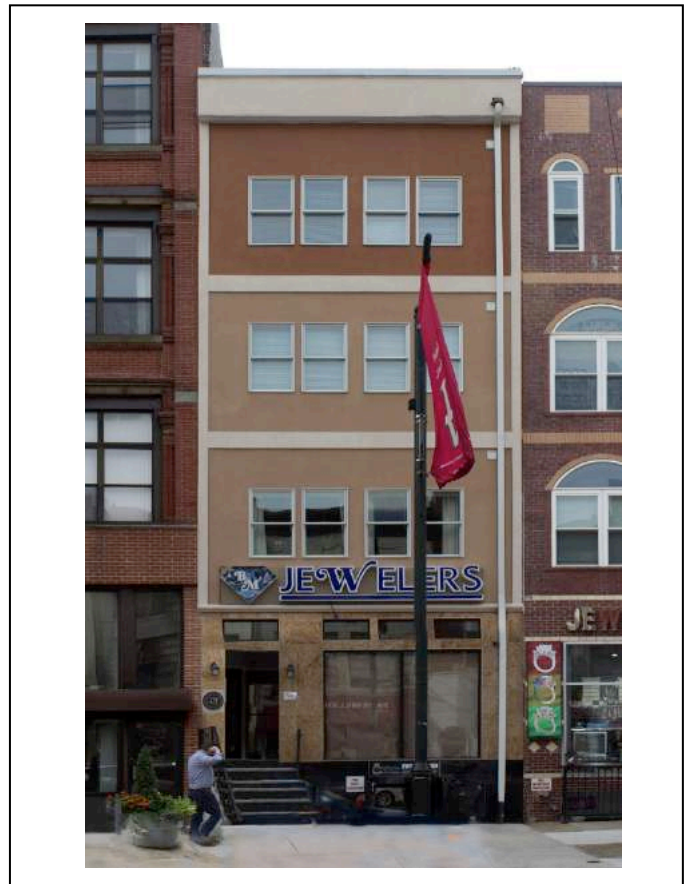
Stories: **4**  
Bays: **4**  
Roof: **Flat**  
Primary Façade Material[s]: **Stucco/Stone Veneer**

Style: **Contemporary Commercial**  
Storefront Style: **Cotemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing\***  
**\*Prior to Alterations**

Description:  
*Fourth-floor addition and stucco recladding of altered terra cotta façade (Arnold H. Mueller, 1924).*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-Contributing**  
Façade: NC  
Storefront: NC

Other Significant Persons:

Notes:  
• *Basement retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **722 Sansom St.**  
OPA Acct #: 881007020

Historic Name:  
Other Name[s]:

Built: **c.2008**  
Architect:  
Source:

Alteration Date[s]:  
Architect[s]:  
Source[s]:

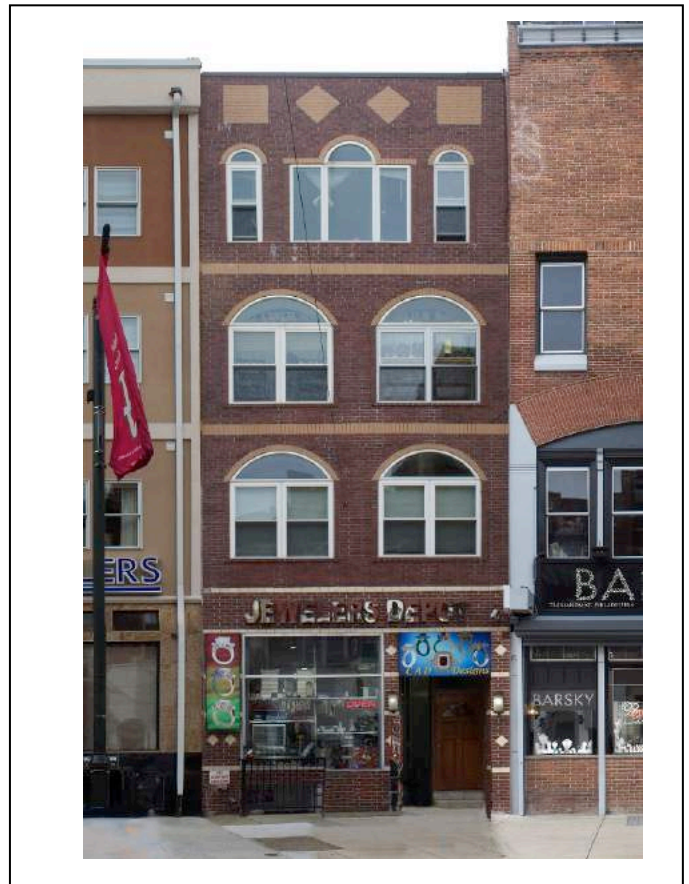
Stories: **4**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **Contemporary Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing\***  
**\*Prior to Alterations**

Description:  
*Fourth-floor addition and  
recladding/reconfiguration of altered (c.1920) 3.5-  
story gable-roofed commercial front.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-Contributing**  
Façade: NC  
Storefront: NC

Other Significant Persons:

Notes:  
• *Basement retail*

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **724 Sansom St.**  
OPA Acct #: 882007930

Historic Name: **Kay & Brother**  
Other Name[s]: **George T. Bisel & Co. Publishers;**  
**Barsky Diamonds**

Built: **Post-1882, Pre-1887**  
Architect:  
Source: **Deed, Hexamer Atlas**

Alteration Date[s]: **1916**  
Architect[s]: **Addison Hutton Savery**  
Source[s]: **PRERBG**

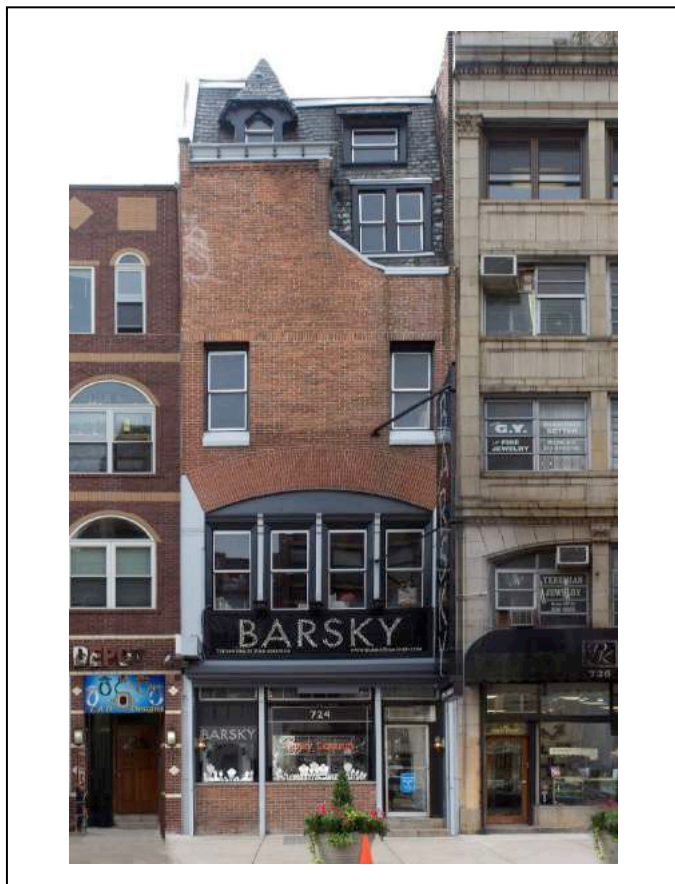
Stories: **4.5**  
Bays: **4 / 3 / 2**  
Roof: **Mansard / Flat**  
Primary Façade Material[s]: **Brick/Slate Mansard**

Style: **Victorian**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Significant**

Description:  
*Eclectic Victorian commercial loft with altered storefront and intact slate mansard roof with pyramidal and shed dormers. Remnants of original ornamented storefront end-piers survive. Original asymmetrical massing survives in reconstructed brick. Two third- windows in original configuration, one original third-floor and one original fourth-floor window infilled post-1981. Projecting blade sign (non-contributing). Possible but unconfirmed Frank Furness design (see note).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: NC

Other Significant Persons: Alfred Kay; George Bisel

## **Notes:**

- *Original owner Alfred Kay was brother-in-law of William Furness, Frank Furness's brother. William's widow Hannah Kay Furness (Albert's sister) commissioned a Maine house from FF c.1890.*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **726 Sansom St.**  
OPA Acct #: 882601400

Historic Name: **Deutsch Building**  
Other Name[s]: **Benjamin Adams Co.**

Built: **1923**  
Architect: **Arnold H. Mueller**  
Source: **BP 1391 (1923)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

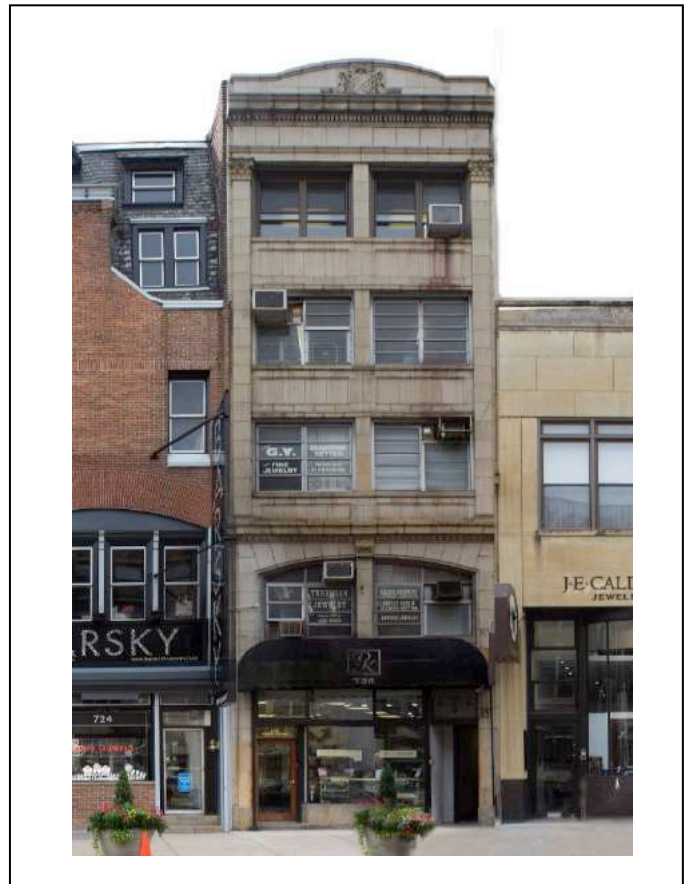
Stories: **5**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Terra Cotta**

Style: **Beaux-Arts**  
Storefront Style: **Beaux-Arts**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Intact terra cotta façade with replacement windows in original masonry openings. Original storefront configuration with surviving stained glass transom window over doorway. Original terra cotta "Deutsch Building" fascia sign likely survives behind contemporary cloth awning. Terra cotta crest at parapet reads "S/D."*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**

Façade: Contributing

Storefront: Contributing

Other Significant Persons: Samuel Deutsch

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **728 Sansom St.**  
OPA Acct #: 882601500

Historic Name: **House of Milner**  
Other Name[s]: **J.E. Caldwell & Co.**

Built: **1937**  
Architect: **Magaziner & Eberhard**  
Source: **Original plans (Athenaeum);  
BP 5015 (1937)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

Stories: **2**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Limestone/Granite**

Style: **Art Deco/Art Moderne**  
Storefront Style: **Art Deco/Art Moderne**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Intact Art Moderne limestone façade with original curved bay display window on granite base. Replacement upper-floor windows in original configuration. Surviving terrazzo floor in shallow exterior vestibules. Projecting clock c. 1995 (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:  

- *Upper floors of existing four-story building removed and façade rebuilt in 1937*

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **730-32 Sansom St.**  
OPA Acct #: 871008345

Historic Name: **Carstairs Row**  
Other Name[s]: **John Sartain Studio (730)**

Built: **1800**  
Architect: **Thomas Carstairs**  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

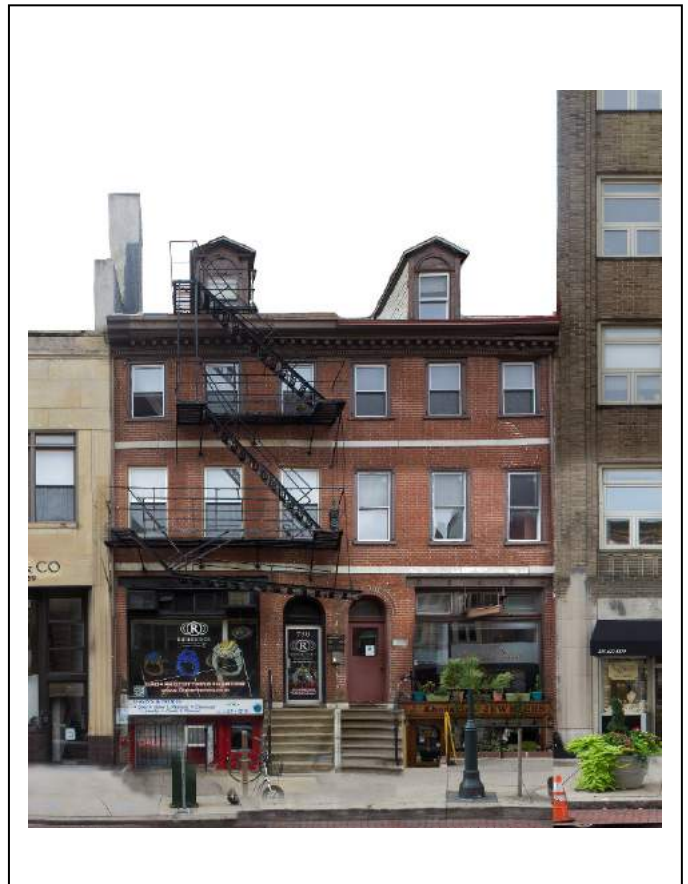
Stories: **3.5**  
Bays: **3 (x2)**  
Roof: **Gable**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Federal**  
Storefront Style: **20<sup>th</sup> Century Commercial**

Philadelphia Register Status:  
**Listed (Individual) 8/6/1981**

National Register Status: **Significant**

Description:  
*Surviving twin units of original Carstairs Row. Paired stone stoops, continuous marble belt courses and dentil cornice, and original dormers. Ground floors and raised basements altered in late 19<sup>th</sup>/early 20<sup>th</sup> century with wide bulk windows below iron lintels with ornamental rosettes. Fire escape at 730 Sansom.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons: John Sartain; Emily Sartain

Notes:  
• *Basement retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **734-42 Sansom St.**  
OPA Acct #: 883006800

Historic Name: **Jewelry Trades Building**  
Other Name[s]: **Neff Building; 129-135 S. 8<sup>th</sup> St.**

Built: **1929**  
Architect: **Ralph Bencker**  
Source: **PRERGB**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

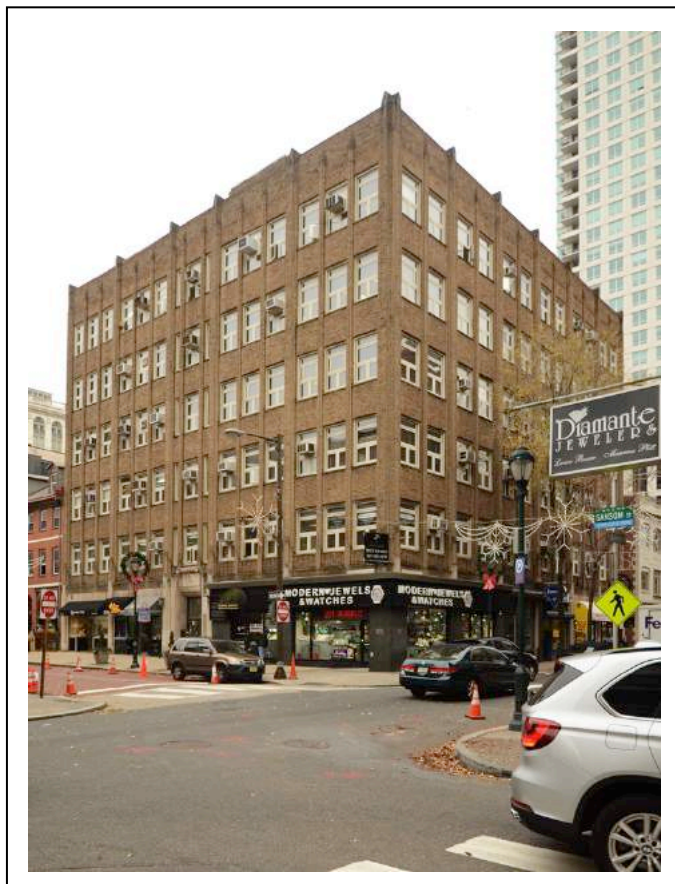
Stories: **6**  
Bays: **15 (Sansom); 12 (8<sup>th</sup> St.)**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Limestone**

Style: **Art Deco/Art Moderne**  
Storefront Style:  
**20<sup>th</sup> Century Commercial/Contemporary  
Commercial**

Philadelphia Register Status: --

National Register Status: **Significant**

Description:  
*Brick-faced reinforced concrete commercial loft with limestone Art Deco lobby entrance featuring original bronze sconces and inscribed limestone "Jewelry Trades Building" panel and painted glass "Neff/Jewelry Trades Building" transom window. Mostly altered ground-floor storefront units along Sansom and 8<sup>th</sup> Streets; 129 S. 8<sup>th</sup> Street unit survives in original configuration. Surviving terrazzo "Neff" signage at corner. Replacement upper-floor windows in original configurations.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**

Façade: Contributing  
Storefront: Contributing (see below)

Other Significant Persons:

## **Notes:**

- *Original storefront configuration survives at 129 S. 8<sup>th</sup> St. unit.*
- *Original limestone pilasters between storefront units*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **701-707 Sansom St.**  
OPA Acct #: 881010950

Historic Name: **Press Building**  
Other Name[s]: **Beck Engraving Co; Saphian & Rudolph; 116 S. 7<sup>th</sup> St.**

Built: **1896-1898**  
Architect: **T.P. Chandler**  
Source: **PRERGB**

Alteration Date[s]: **1957**  
Architect[s]: **Philip Mastrin**  
Source[s]: **BP 5619 (1957)**

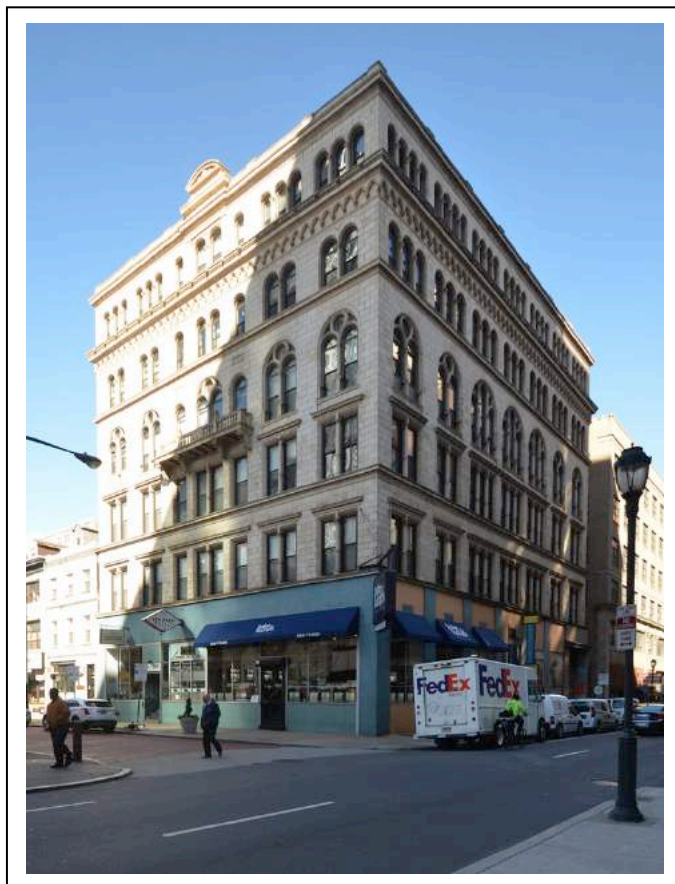
Stories: **6**  
Bays: **5 (Sansom) / 7 (7<sup>th</sup> St.)**  
Roof: **Flat**  
Primary Façade Material[s]: **Terra Cotta/Mosaic Tile**

Style: **Renaissance Revival**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: **Listed**  
**Individual: 11/24/1964**

National Register Status: **Significant**

Description:  
*Ornate terra cotta facades with Renaissance Revival details including engaged Corinthian column mullions, round-arched windows, projecting third-floor balcony with eagle statuettes, Venetian arched belt course above fifth floor, and a stepped parapet with "Buck" inscription. Replacement upper-floor windows in original configuration. Ground floor reclad in Modern turquoise and cream mosaic tile; original ground floor configuration with terra cotta ornament survives along rear Ionic Street alleyway. Assorted projecting blade and box signs (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

## Notes:

- *Original ground floor ornament survives along Ionic St. alley*

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **709 Sansom St.**  
OPA Acct #: 871008300

Historic Name: **T.B. Hagstoz & Son**  
Other Name[s]:

Built: **c.1801**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **1935**  
Architect[s]:  
Source[s]: **BP 2060**

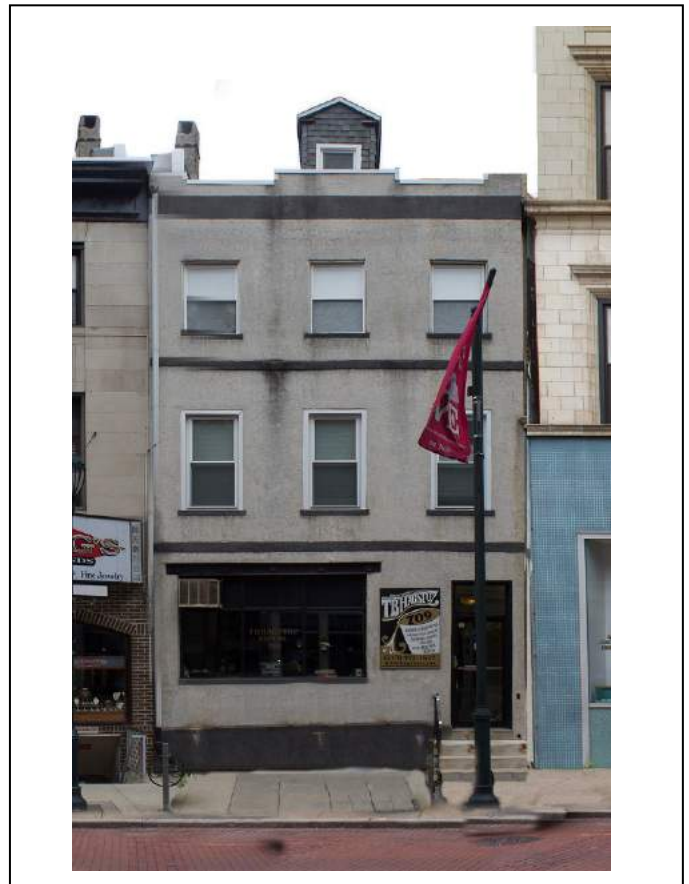
Stories: **3.5**  
Bays: **3**  
Roof: **Gable**  
Primary Façade Material[s]: **Stucco**

Style: **Federal**  
Storefront Style: **20<sup>th</sup> Century Commercial**

Philadelphia Register Status: --

National Register Status: **Significant**

Description: Original Federal-era rowhouse unit with late 19<sup>th</sup>/early 20<sup>th</sup> bulk window, early/mid 20<sup>th</sup> century stucco cladding. Original cornice removed and parapet added in 1935. Replacement windows in original masonry openings. Marble stoop; historic bronze "T.B. Hagstoz & Son" lettering embedded in sidewalk (contributing).



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **711 Sansom St.**  
OPA Acct #: 882601900

Historic Name:  
Other Name[s]:

Built: **1927**  
Architect: **P. Orlich**  
Source: **BP 5159 (1927)**

Alteration Date[s]: **1999**  
Architect[s]: **Sabrina C. Soong**  
Source[s]: **ZA 990128038 (1999)**

Stories: **3.5**  
Bays: **1**  
Roof: **Gable**  
Primary Façade Material[s]: **Limestone/Brick**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Original Federal-era rowhouse unit reconfigured and refaced in limestone c.1923. Replacement windows in historic configuration, contemporary storefront and projecting panel and box signs (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:  
• *Basement retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **713 Sansom St.**  
OPA Acct #: 871271000

Historic Name:  
Other Name[s]: **Harzin Jewelers**

Built: **1910**  
Architect: **Anderson & Haupt**  
Source: **BP 5509 (1910)**

Alteration Date[s]: **1957; 1976**  
Architect[s]:  
Source[s]: **BP 6241 (1957); ZA 59455 (1976)**

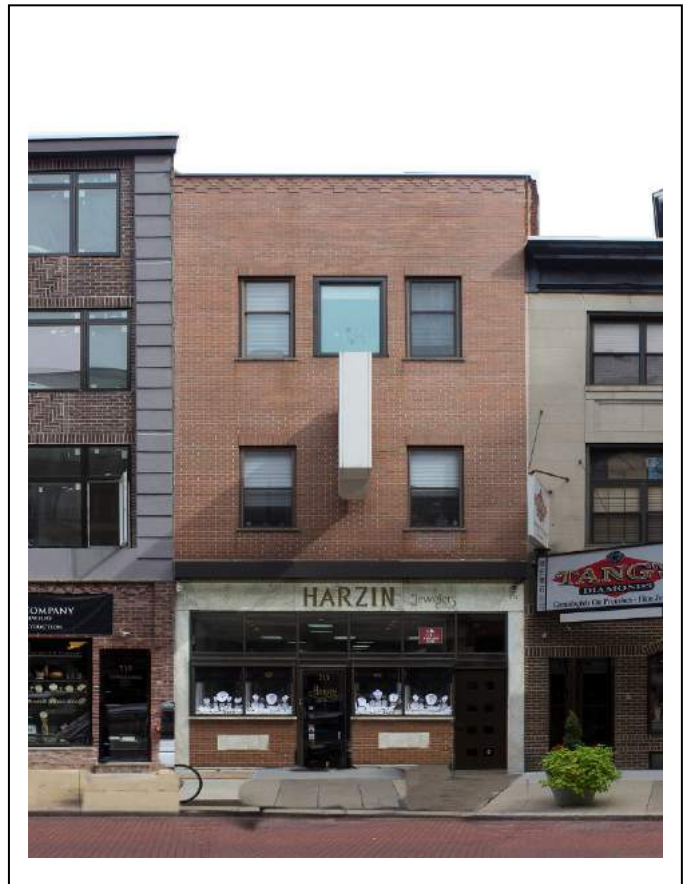
Stories: **3**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Contemporary Commercial**  
Storefront Style: **Mid-Century Modern/  
Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*Early 20<sup>th</sup>-century three-story commercial front with altered c.1957 storefront and upper floors completely refaced c.1976.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-contributing**

Façade: NC

Storefront: NC

Signage:

Contributing (Storefront fascia)

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **715 Sansom St.**  
OPA Acct #: 881010960

Historic Name:  
Other Name[s]:

Built: **c.2015**  
Architect:  
Source:

Alteration Date[s]:  
Architect[s]:  
Source[s]:

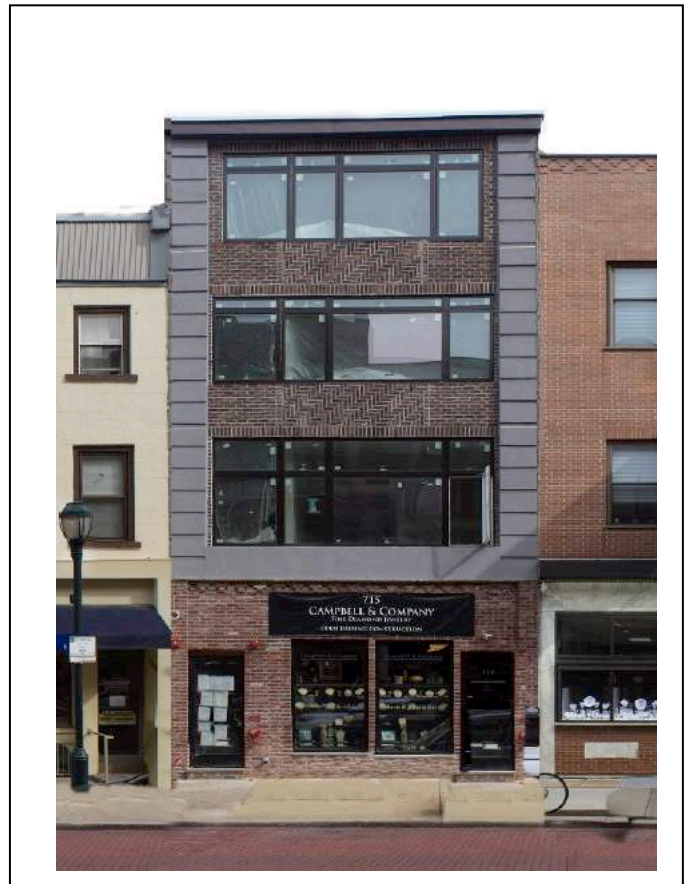
Stories: **4**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Stucco**

Style: **Contemporary Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*Early 20<sup>th</sup>-century four-story commercial front completely refaced c.1970s and again c.2015.*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-Contributing**  
Façade: NC  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **717 Sansom St.**  
OPA Acct #: 882602200

Historic Name:  
Other Name[s]:

Built: **c.1801**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **1925; 1930**  
Architect[s]: **Walton L. Heiss (1930)**  
Source[s]: **BP 8257 (1925); BP 293 (1930)**

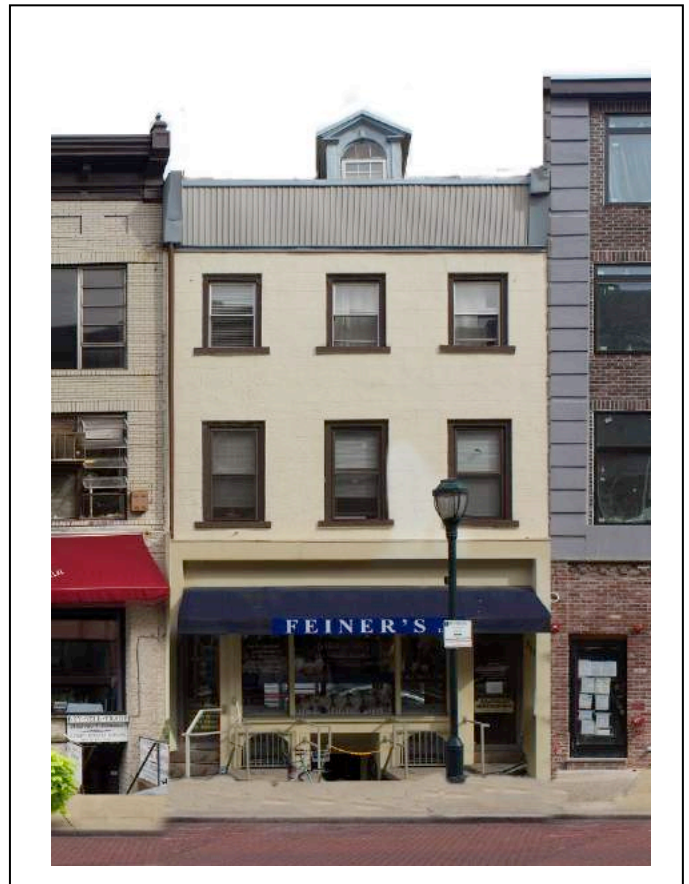
Stories: **3.5**  
Bays: **3**  
Roof: **Gable**  
Primary Façade Material[s]: **Stucco**

Style: **Federal**  
Storefront Style: **20<sup>th</sup> Century Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Original Federal-era rowhouse reconfigured with pressed metal cornice (currently covered) and scored stucco cladding in 1925. Storefront reconfigured in 1930. Original dormer survives; replacement upper-floor windows in original masonry openings.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:  
• *Basement retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **719 Sansom St.**  
OPA Acct #: 882602300

Historic Name:  
Other Name[s]:

Built: **1919**  
Architect: **H.H. Kline (1919)**  
Source: **BP 7185 (1919)**

Alteration Date[s]: **1928, 1971**  
Architect[s]:  
Source[s]: **BP 3882 (1928); ZA 21786C (1971)**

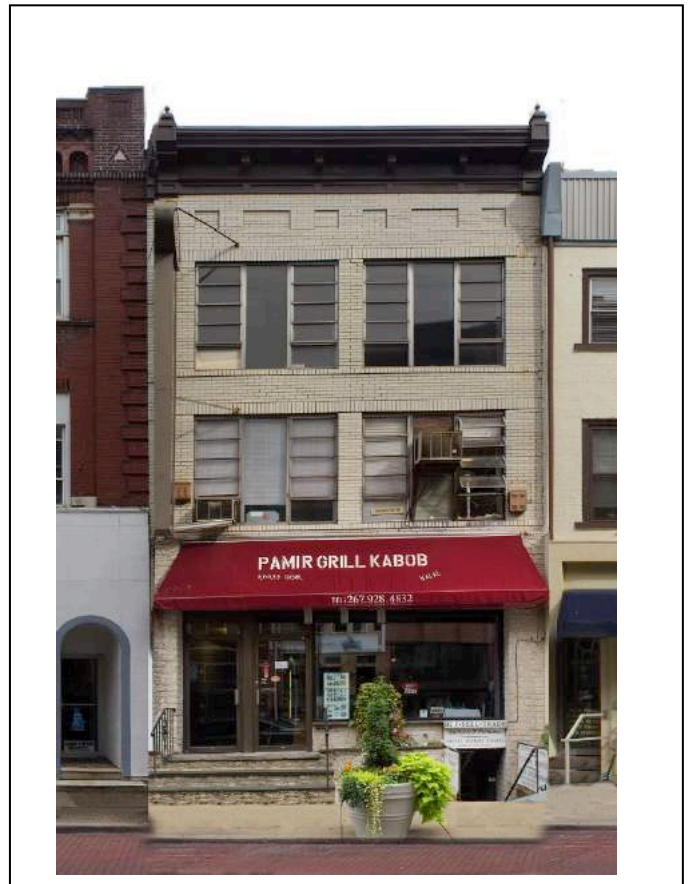
Stories: **3**  
Bays: **2**  
Roof: **Gable (behind flat parapet)**  
Primary Façade Material[s]: **Brick**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*Early 20<sup>th</sup> century alterations to original Federal-era row unit; gable roof survives behind bracketed cornice parapet wall. Replacement windows in historic factory-style masonry openings. Altered ground floor storefront. Projecting blade sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:  
• *Basement Retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **721 Sansom St.**  
OPA Acct #: 882602400

Historic Name:  
Other Name[s]: **Davis Atlas & Co.; Sansom  
Diamond Exchange**

Built: **1911**  
Architect: **Anderson & Haupt**  
Source: **BP 5134; NRHP**

Alteration Date[s]: **1988**  
Architect[s]: **Carlos S. Smith**  
Source[s]: **ZA 016045 (1988)**

Stories: **3**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Stucco**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Early 20<sup>th</sup>-century commercial front framed by brick quoins and capped with an arcaded, stepped parapet with "1911" limestone datestone. Limestone pilaster capitals and triangular accents, herringbone brick and glazed tile spandrel panels. Replacement windows in altered (second-floor) and original (third-floor) configuration. Altered ground floor (c.1988) replaced earlier Louis Magaziner-designed Art Moderne storefront. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC  
Signage: NC

Other Significant Persons:

Notes:  
• *Basement retail*

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **723 Sansom St.**  
OPA Acct #: 882602500

Historic Name: **Pennsylvania Diamond Exchange**  
Other Name[s]: **Hillas Building**

Built: **c.1890**  
Architect:  
Source:

Alteration Date[s]: **1935**  
Architect[s]: **Solomon Kaplan**  
Source[s]: **BP 1936 (1935)**

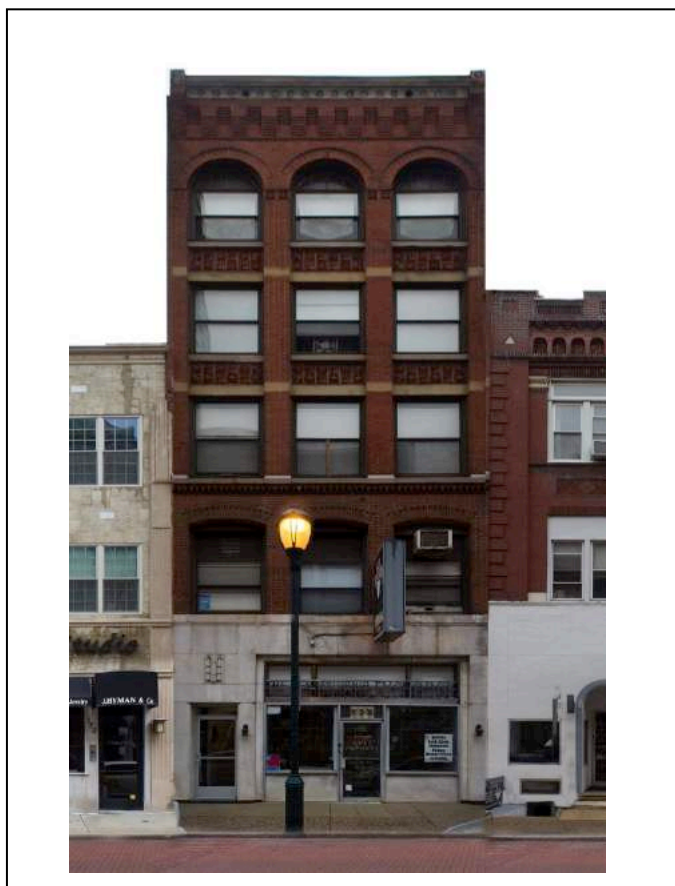
Stories: **5**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Pressed  
Brick/Limestone/Marble**

Style: **Victorian**  
Storefront Style: **Art Deco/Art Moderne**

Philadelphia Register Status: --

National Register Status: **Significant**

Description:  
*Brick façade with limestone belt courses, terra cotta spandrel panels and assorted pressed brick details. Corbelled brick cornice with rosette-studded metal cavetto band. Upper-floor replacement windows in original masonry openings. Ground floor reclad in Art Deco/Art Moderne marble storefront with bas-relief ornament over the side door and contributing stainless steel sign panel within storefront transom window. Projecting box sign (non-contributing).*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:  
• *Post-1887 per Hexamer Atlas*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **725 Sansom St.**  
OPA Acct #: 871297420

Historic Name: **A. Zlotnick & Co.**  
Other Name[s]: **KAO Design Studios**

Built: **2011**  
Architect: **YCH Architects**  
Source: **ZA 331894 (2011)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

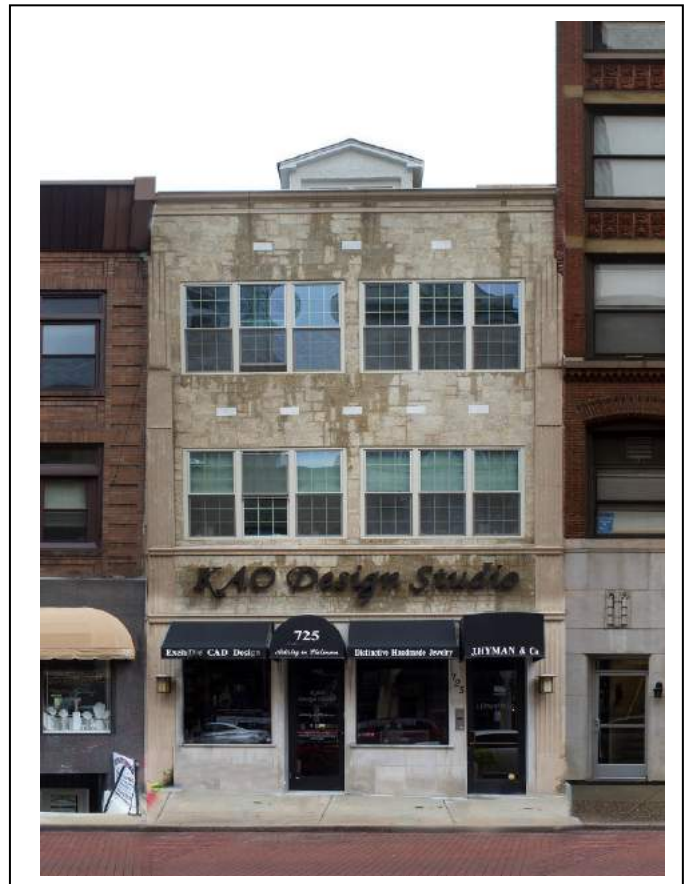
Stories: **3.5**  
Bays: **2**  
Roof: **Gable (behind flat parapet)**  
Primary Façade Material[s]: **Stone Veneer**

Style: **Contemporary Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing\***  
**\*Prior to Alterations**

Description:  
*Addition and refacing of two-story 1937 I.W. Levin Art Deco front for A. Zlotnick & Co. (vestiges of end piers survive). Gable roof and dormer not original.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-Contributing**

Façade: NC  
Storefront: NC  
Signage: NC

Other Significant Persons: **Christopher J. Perry**

## **Notes:**

- *Site of first office of the Philadelphia Tribune (1884)*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **727 Sansom St.**  
OPA Acct #: 871400540

Historic Name: **W. Ester Building**  
Other Name[s]:

Built: **1921**  
Architect: **I.W. Levin**  
Source: **BP 594 (1921)**

Alteration Date[s]: **1957**  
Architect[s]:  
Source[s]: **ZA 31521F (1957)**

Stories: **3.5**  
Bays: **2**  
Roof: **Gable (behind flat parapet)**  
Primary Façade Material[s]: **Brick/Stone Veneer**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Federal-era gable roof and reconstructed dormer survive behind early 20<sup>th</sup>-century commercial front detailed with quoined brick pilaster panels and pressed metal cornice (currently concealed behind siding). Replacement windows in original configurations. Non-descript stone veneer storefront added c.1957. Diamond-shaped datestone reads "W.E. 1921."*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:  
• *Basement retail*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **729 Sansom St.**  
OPA Acct #: 882602800

Historic Name: **J.B. Bechtel & Co.**  
Other Name[s]:

Built: **1911**  
Architect: **Wesley Leshner Blithe**  
Source: **PRERGB**

Alteration Date[s]: **1985; c.2012**  
Architect[s]: **S. Richard Erlichman (1985)**  
Source[s]: **ZA 92120 (1985); Google Streetview**

Stories: **3**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Terra Cotta**

Style: **Renaissance Revival**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Significant**

Description:  
*Three-story commercial front faced in brick and terra cotta. Ornate brick archivolt band and terra cotta belt course above second floor, arched terra cotta or painted metal pediment hoods and bracketed dentil and swag cornice above third-floor windows. Replacement sashes in original masonry openings. Storefront altered, but altered (stucco-encased) historic cast iron piers survive.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

## Notes:

- *Remnant cast iron storefront piers covered in stucco*

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **731 Sansom St.**  
OPA Acct #: 882602900

Historic Name:  
Other Name[s]:

Built: **1922**  
Architect: **Arnold H. Mueller**  
Source: **BP 3250 (1922)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

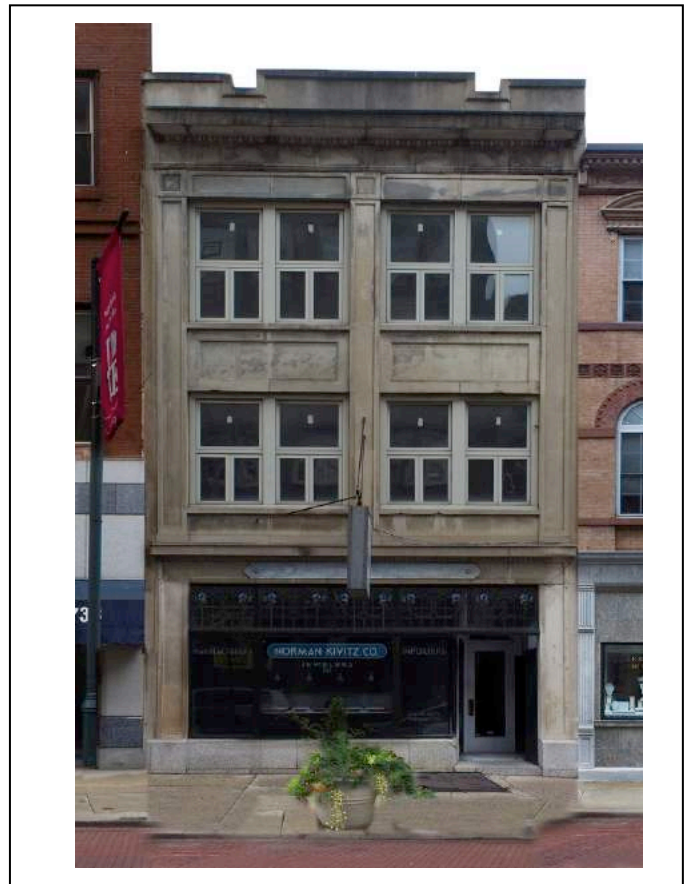
Stories: **3**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Limestone**

Style: **Beaux-Arts**  
Storefront Style: **Beaux-Arts**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Limestone-clad stripped Beaux Arts commercial front with surviving storefront featuring a full-width leaded glass transom window. Projecting limestone cornice below stepped parapet wall. Upper-floor replacement windows in original configuration. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **733 Sansom St.**  
OPA Acct #: 882603000

Historic Name:  
Other Name[s]:

Built: **c.1865**  
Architect:  
Source:

Alteration Date[s]: **1987**  
Architect[s]:  
Source[s]: **ZA 117182 (1986)**

Stories: **4**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Stone Veneer**

Style: **Italianate**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Unadorned four-story Italianate loft with bracketed cornice and altered ground floor. Replacement windows in original masonry openings. Painted stone sills. Steel tie-plates and reinforcing bar.*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **735 Sansom St.**  
OPA Acct #: 882603100

Historic Name: **Matz Building**  
Other Name[s]:

Built: **1921**  
Architect: **Arnold H. Mueller**  
Source: **BP 6822 (1921)**

Alteration Date[s]: **1978**  
Architect[s]:  
Source[s]: **ZA 85264 (1978)**

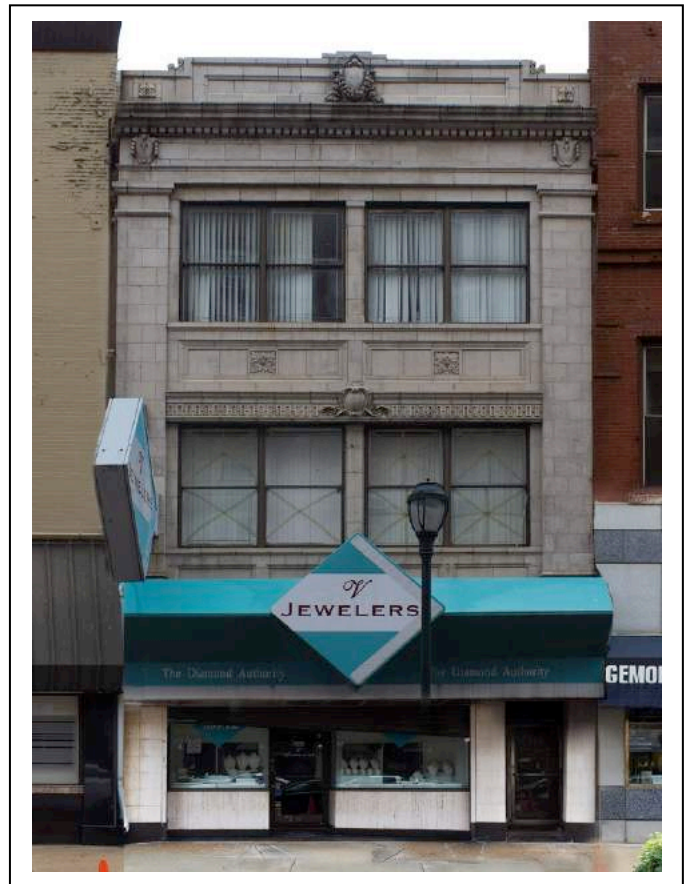
Stories: **3**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Terra Cotta/Stone Veneer**

Style: **Beaux-Arts**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Beaux-Arts terra cotta commercial front featuring ornate classical medallions and crests. Historic upper-floor windows appear to survive. Ground floor altered c.1978 with stone veneer storefront and c.1992 with canvas awning and projecting box sign (all non-contributing). Condition of façade behind awning unknown.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **737 Sansom St.**  
OPA Acct #: 882603200

Historic Name:  
Other Name[s]: **117-21 S. 8<sup>th</sup> St.**

Built: **c.1840**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **c.1980; c.2012**  
Architect[s]:  
Source[s]:

Stories: **4**  
Bays: **2 (Sansom) / 8 (8<sup>th</sup> Street)**  
Roof: **Hipped Gable**  
Primary Façade Material[s]: **Brick**

Style: **Federal**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Unadorned painted brick corner block with shallow hipped gable roof and cornice clad in siding. Simple square-headed punched masonry openings with rebuilt brick sills and steel lintels. Replacement sashes. Mansard-style pent roof storefront alterations c. 1980 with stone veneer added c.2012 (both non-contributing). Projecting corner blade sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **801 Sansom St.**  
OPA Acct #: 882603600

Historic Name:  
Other Name[s]: **Leon's**

Built: **1925**  
Architect:  
Source: **BP 1276 (1925)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

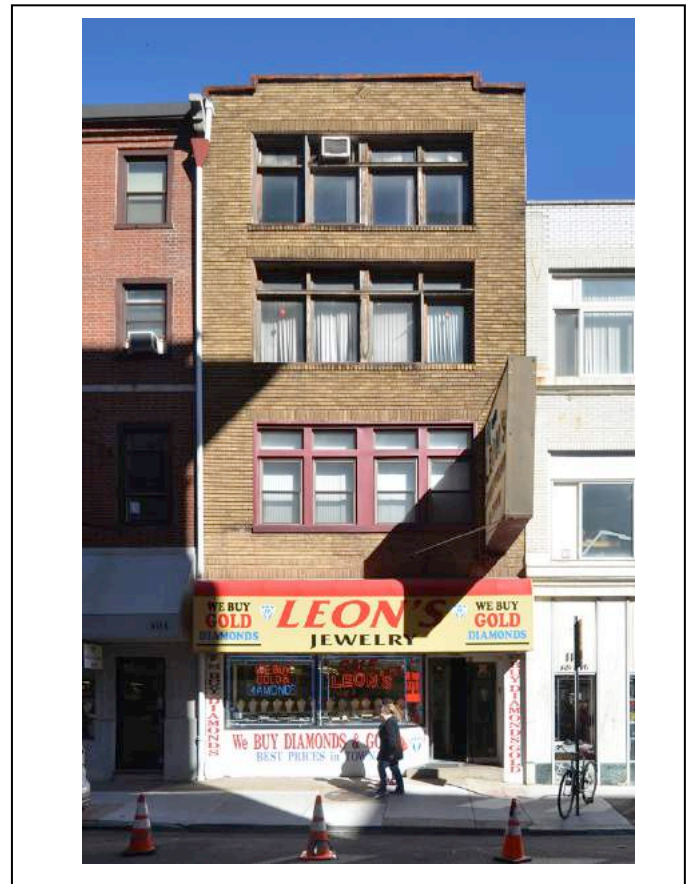
Stories: **4**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Early 20<sup>th</sup>-century industrial loft reconfiguration of Federal-era row unit. Striated tan brick with raked mortar joints. Stepped parapet. Historic steel or wood mullions and transom bars and original windows at third and fourth floors, replacement windows and reclad frames in original configuration at second floor. Projecting box sign is one of the oldest surviving signs in the district (contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **803 Sansom St.**  
OPA Acct #: 871008350

Historic Name:  
Other Name[s]:

Built: **c.1830**  
Architect:  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

Stories: **4**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Federal**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Federal-era four-story row with flat roof, Flemish brick façade and marble belt-course between second and third floors. Simple corbelled brick cornice. Replacement windows in original masonry openings. Altered contemporary storefront and projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **805 Sansom St.**  
OPA Acct #: 871271050

Historic Name:  
Other Name[s]:

Built: **c.1830**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **1984**  
Architect[s]: **Lawrence Gilbert**  
Source[s]: **ZA 81217 (1984)**

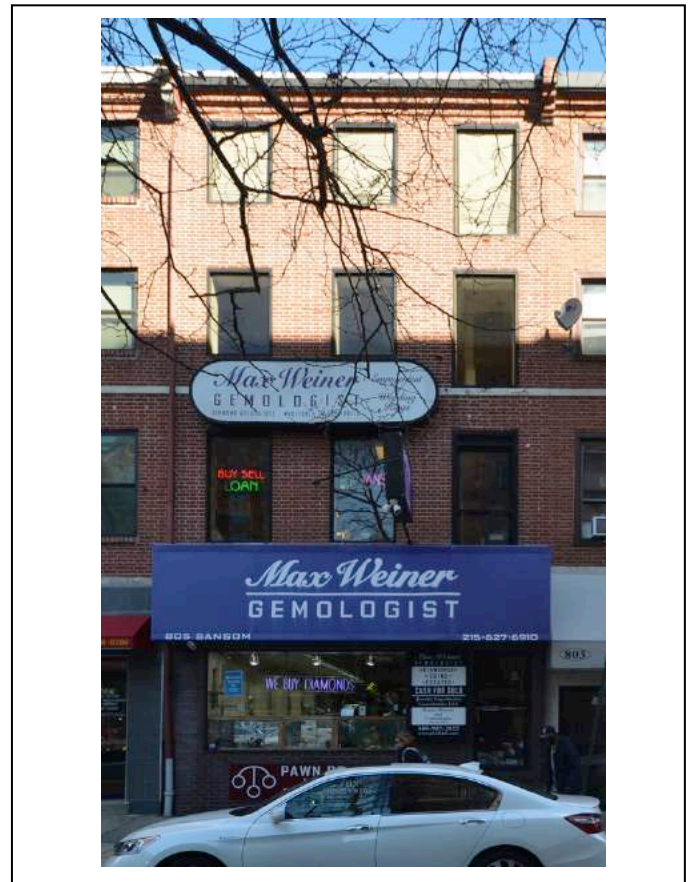
Stories: **4**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Federal**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Federal-era four-story row with flat roof, Flemish brick façade and marble belt-course between second and third floors. Simple corbelled brick cornice. Replacement windows in altered masonry openings. Altered contemporary storefront and flat box sign (non-contributing).*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **807 Sansom St.**  
OPA Acct #: 871271100

Historic Name:  
Other Name[s]:

Built: **c.1830**  
Architect:  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

Stories: **4**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Federal**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Federal-era four-story row with flat roof, Flemish brick façade and marble belt-course between second and third floors. Simple corbelled brick cornice. Replacement windows in original masonry openings with rebuilt brick sills. Altered contemporary storefront.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **809 Sansom St.**  
OPA Acct #: 882604000

Historic Name: **Sacks & Goldman**  
Other Name[s]: **Pamma**

Built: **1925**  
Architect: **A. Barksy (builder)**  
Source: **BP 12122 (1925)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

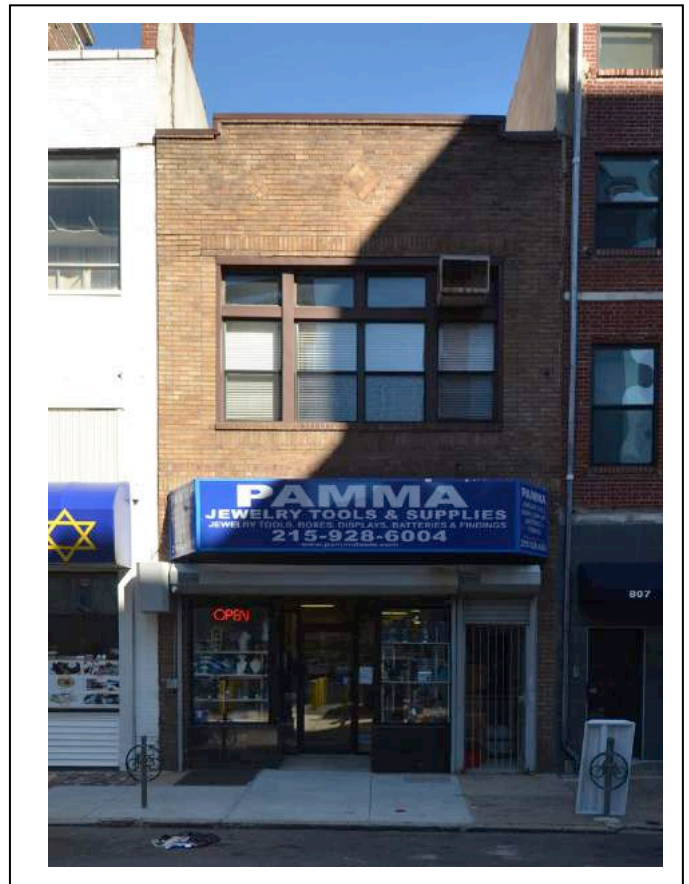
Stories: **2**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Two-story early 20<sup>th</sup>-century commercial loft clad in tan brick with diamond inlay accents and a stepped parapet. Replacement second-floor windows in original configuration. Altered storefront.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **107 S. 8<sup>th</sup> St.**  
OPA Acct #: 882616700

Historic Name:  
Other Name[s]:

Built: **c.1840**  
Architect:  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

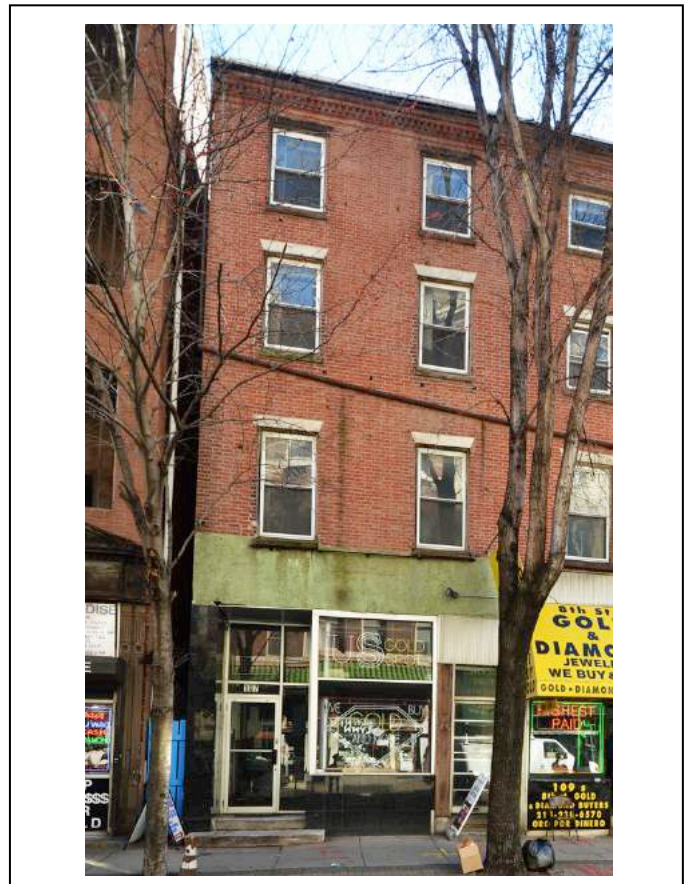
Stories: **4**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Federal**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Federal-era four-story row with flat roof, Flemish brick façade and marble jack-arched lintels at second and third floors, and wood lintels at fourth floor. Corbelled brick cornice. Replacement windows in original masonry openings. Altered ground floor.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **109 S. 8<sup>th</sup> St.**  
OPA Acct #: 882616800

Historic Name:  
Other Name[s]:

Built: **c.1840**  
Architect:  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

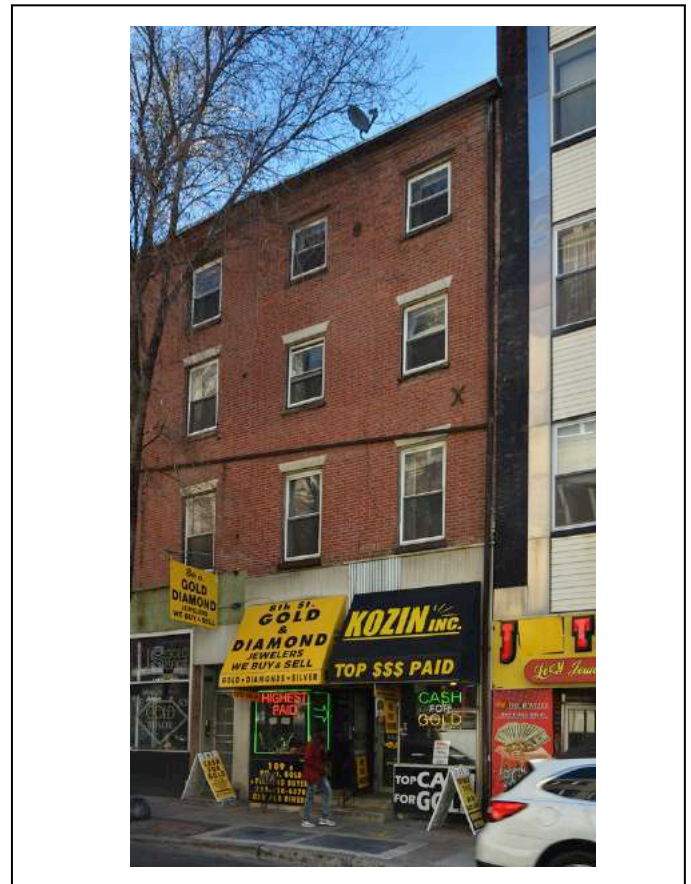
Stories: **4**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Federal**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Federal-era four-story row with flat roof, Flemish brick façade and marble jack-arched lintels at second and third floors, and wood lintels at fourth floor. Corbelled brick cornice. Replacement windows in original masonry openings. Surviving fire insurance plaque at fourth floor. Altered ground floor.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **111 S. 8<sup>th</sup> St.**  
OPA Acct #: 882616800

Historic Name:  
Other Name[s]:

Built: **c.1870**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **1954**  
Architect[s]:  
Source[s]: **ZA 65643F**

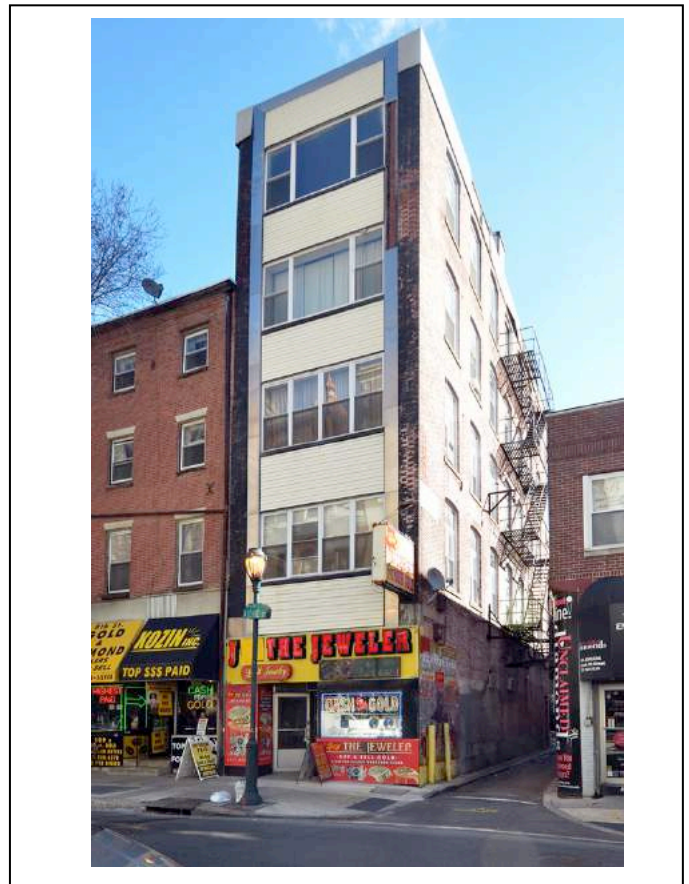
Stories: **5**  
Bays: **1 (8<sup>th</sup> St.) / 7 (Ionic St.)**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Metal Panel**

Style: **Contemporary Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*Five-story Victorian-era commercial loft with Flemish-bond corner piers and side elevation. Originally featured a projecting full-height bay window, removed c. 1954 and replaced with full-width windows and siding-clad spandrels framed by a stainless steel surround. Low integrity.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-Contributing**  
Façade: NC  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **113-15 S. 8<sup>th</sup> St. (Rear of 731 Sansom)**  
OPA Acct #: 882602900

Historic Name:  
Other Name[s]:

Built: **1950**  
Architect: **H. Childs Hodgens**  
Source: **ZA 26849B (1950)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

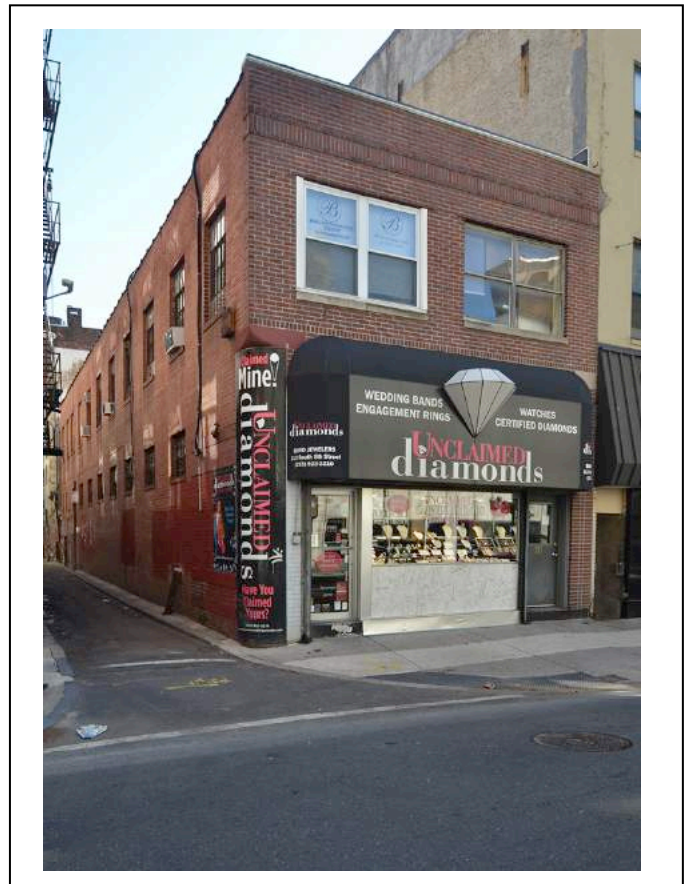
Stories: **2**  
Bays: **2 (8<sup>th</sup> St.) / 11 (Ionic St.)**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Rear addition to 731 Sansom Street, built c. 1950.  
Replacement windows in original masonry openings.  
Storefront features original marble stone veneer  
panels below display window. Canvas awning (non-  
contributing).*



***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **104-06 S. 8<sup>th</sup> St.**  
OPA Acct #: 881012027

Historic Name: **Times Annex**  
Other Name[s]: **Horn & Hardart**

Built: **1892**  
Architect: **Wilson Brothers Company?**  
Source: **PRHP**

Alteration Date[s]: **1911**  
Architect[s]: **Stuckert & Sloan**  
Source[s]: **PRERGB**

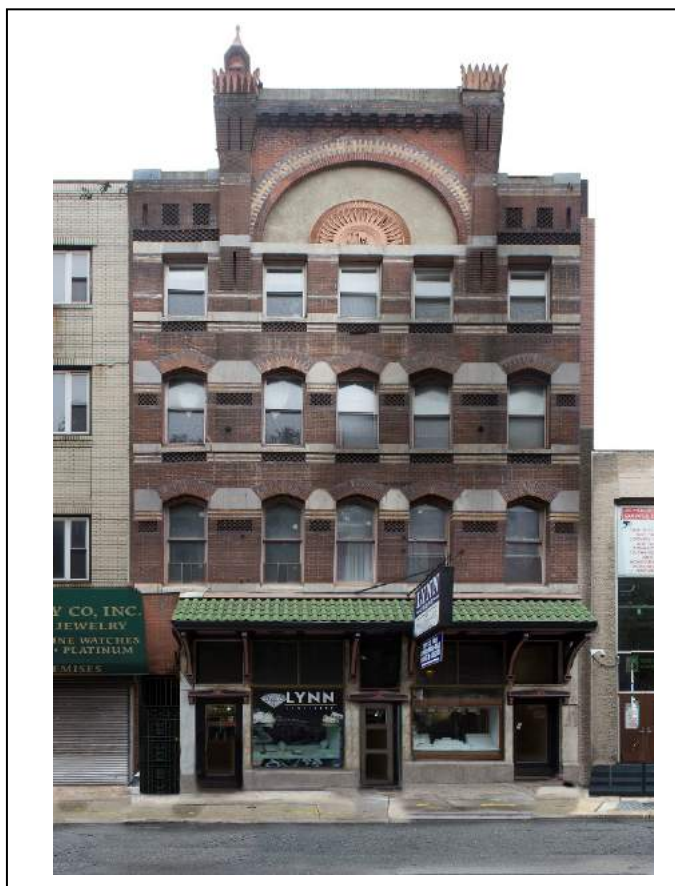
Stories: **4**  
Bays: **5**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Glazed  
Brick/Marble/Granite/Pressed Metal**

Style: **Victorian**  
Storefront Style: **20<sup>th</sup> Century Commercial**

Philadelphia Register Status:  
**Listed (Individual): 8/6/1981**

National Register Status: **Significant**

Description:  
*Ornate polychrome brick and stone annex to demolished Times Building formerly at the corner of 8<sup>th</sup> and Chestnut Streets. Stepped parapet with pressed metal finials, corbelled brick cornice, and large central lunette marked with initials "J.M." Replacement windows in original arch-headed masonry openings. Green tile-roofed, bracketed pent eave over marble-clad ground-floor fronts. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:  
Attributed to John T. Windrim in NRHP inventory

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **108 S. 8<sup>th</sup> St.**  
OPA Acct #: 882615401

Historic Name:  
Other Name[s]:

Built: **c.1940**  
Architect:  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

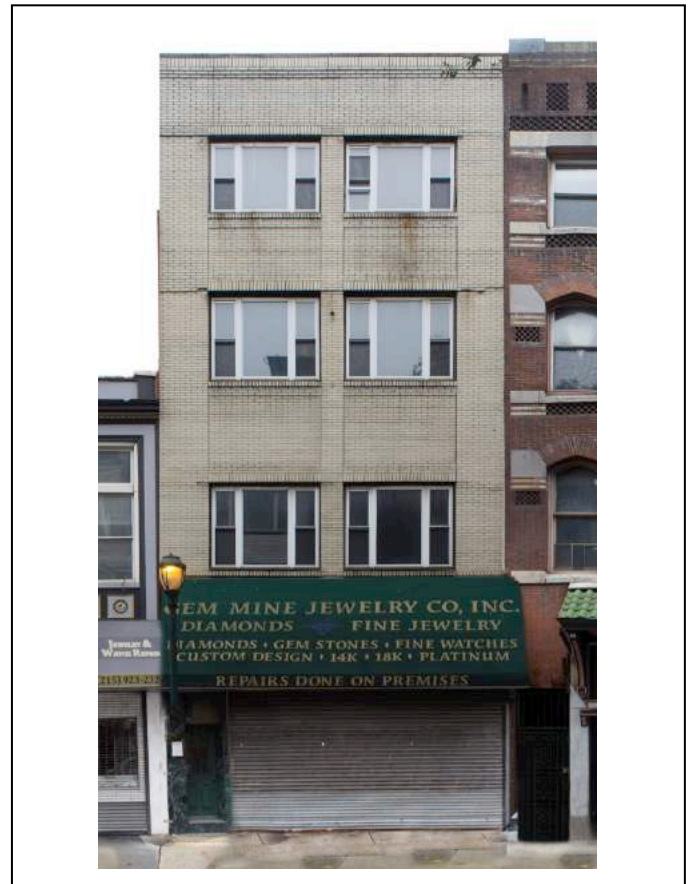
Stories: **4**  
Bays: **2**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Stone Veneer**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Twentieth-century refacing of four-story commercial loft. Tan brick with flat parapet. Replacement windows in original Chicago-style configurations; storefront altered.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **110 S. 8<sup>th</sup> St.**  
OPA Acct #: 882615500

Historic Name: **Sachs & Goldman**  
Other Name[s]:

Built: **1925**  
Architect: **Penwood Co.**  
Source: **BP 6442 (1925)**

Alteration Date[s]: **c.1965; c.1985**  
Architect[s]:  
Source[s]:

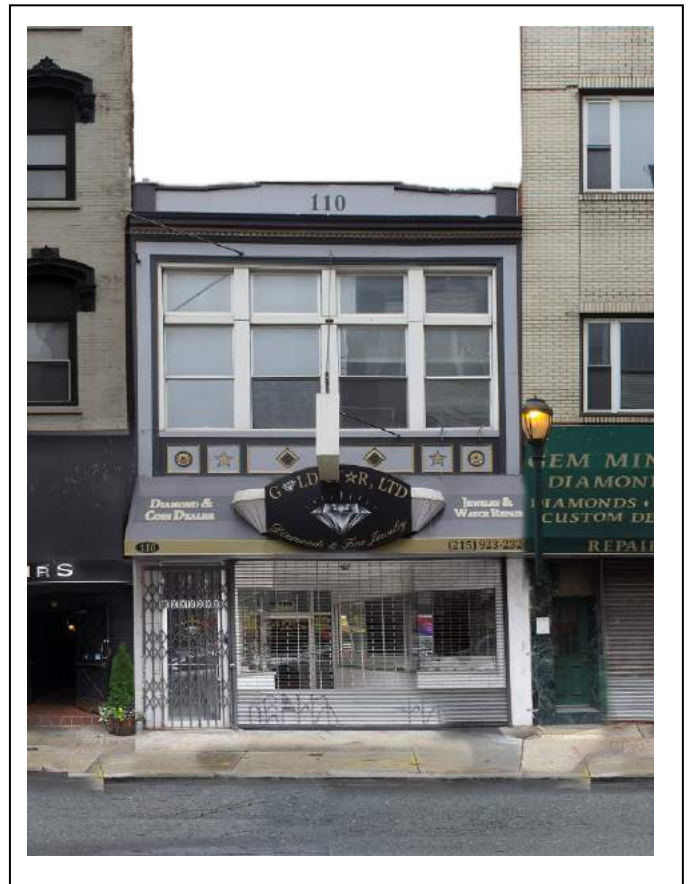
Stories: **2**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Terra Cotta(?)**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Original four-story loft shortened and reclad in 1925 with thin terra cotta (or pressed metal) and glass front. Address embossed on shallow stepped parapet above dentil-studded cornice; spandrels below second-floor windows ornamented with diamond and rosette panels. Replacement sashes in original configuration. Postwar storefront vestibule reclad in ceramic tile c.1985. Projecting awning and dimensional signage (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **112 S. 8<sup>th</sup> St.**  
OPA Acct #: 871400010

Historic Name: **E.C. Penfield Co.**  
Other Name[s]:

Built: **c.1860**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **1948; 1978**  
Architect[s]: **Buehler & Webber (1948)**  
Source[s]: **ZA 7111B (1948); ZA 98642 (1978)**

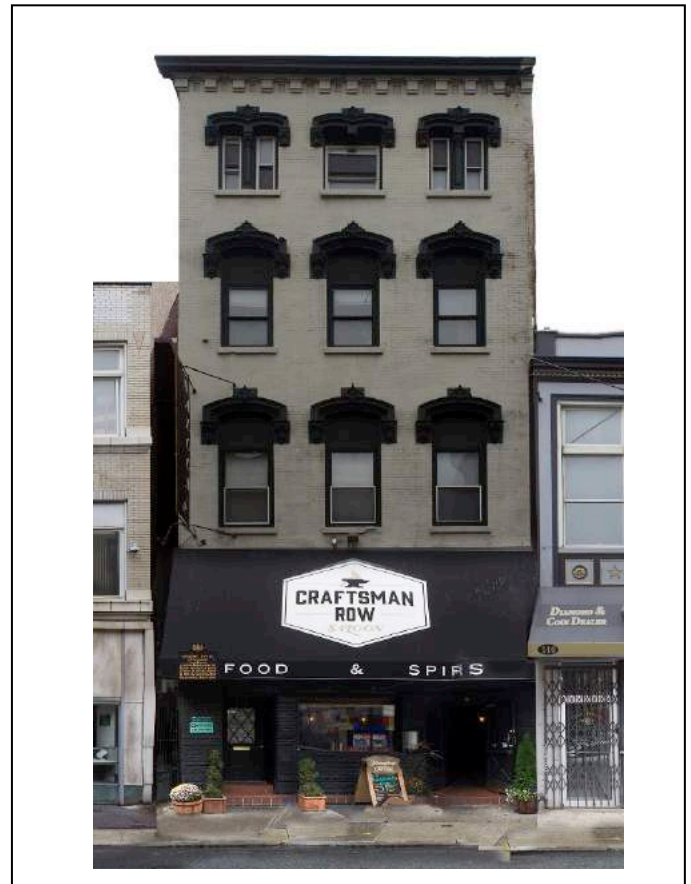
Stories: **4**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Italianate**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Four-story Italianate brick commercial loft with elaborate painted stone hoods over upper-floor windows. Corbelled brick cornice. Replacement windows in original masonry openings. Altered ground-floor front with tall canvas awning may conceal remnants of 1948 Art Moderne storefront modification.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC  
Signage: NC

Other Significant Persons: Robert Bogle  
catering business c. 1813 (PHMC marker)

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **114-18 S. 8<sup>th</sup> St.**  
OPA Acct #: 882615700

Historic Name: **Ben's Fountain**  
Other Name[s]: **Lauria's**

Built: **1922**  
Architect: **Herman H. Kline**  
Source: **BP 9918 (1922)**

Alteration Date[s]: **1964**  
Architect[s]: **Beryl Price**  
Source[s]: **BP 3007 (1964)**

Stories: **3**  
Bays: **4 (8<sup>th</sup> St.) / 2 (Sansom St.)**  
Roof: **Flat**  
Primary Façade Material[s]:  
**Brick/Marble/Granite**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*White brick commercial corner loft with Mid-Century Modern marble veneer storefront alterations. Original cornice removed c. 1964. Upper-floor replacement windows in original configuration. Dimensional script signage and address lettering contributing.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **122-24 S. 8<sup>th</sup> St.**  
OPA Acct #: 883011100

Historic Name: **Bowes Building**  
Other Name[s]: **LeGar Building**

Built: **1896**  
Architect: **Frank T. Watson**  
Source: **PRERBG**

Alteration Date[s]: **1950; c.1974**  
Architect[s]: **George Neff (1950)**  
Source[s]: **BP 7733 (1950)**

Stories: **5**  
Bays: **6 (8<sup>th</sup> St.) / 6 (Sansom St.)**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Terra Cotta**

Style: **Renaissance Revival**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Significant**

Description:  
*Late 19th-century Renaissance Revival commercial loft clad in Roman brick with terra cotta belt courses and window surrounds. Projecting pressed metal or terra cotta cornice. Storefront altered c.1950 and again c.1974. Assorted projecting signage, including one contributing c.1960's diamond-shaped box sign, one of the oldest in the district.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

- *Diamond-shaped Kanell box sign c.1960*

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **126 S. 8<sup>th</sup> St.**  
OPA Acct #: 882615900

Historic Name: **Testa Building**  
Other Name[s]:

Built: **1965**  
Architect: **Frank V. Nickels**  
Source: **BP 9568 (1965)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

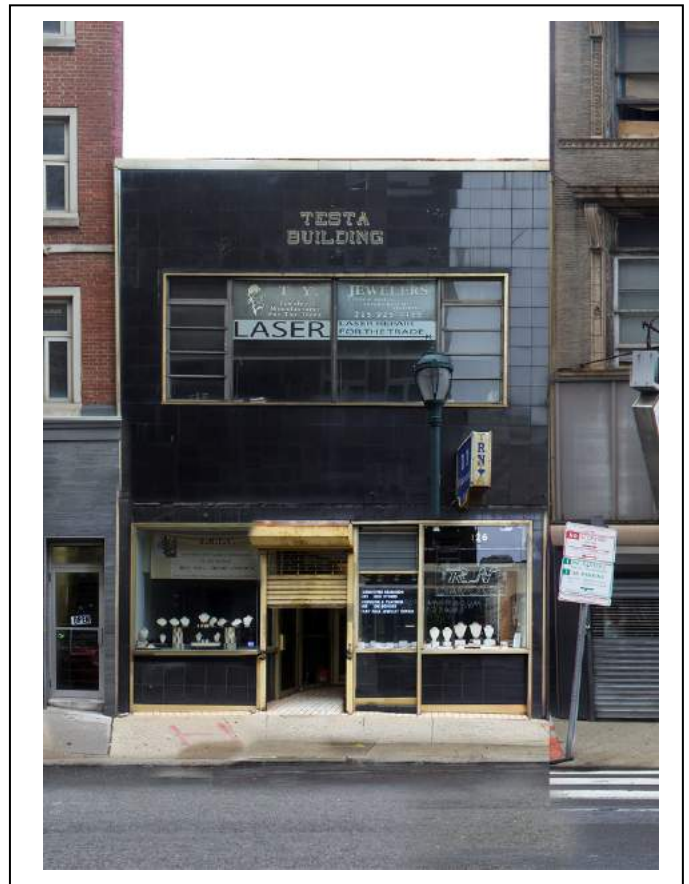
Stories: **2**  
Bays: **1**  
Roof: **Flat**  
Primary Façade Material[s]: **Stone Veneer**

Style: **Mid-Century Modern**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*Original multi-story loft shortened and reclad in 1965 with black stone veneer and gold-anodized aluminum façade. Contributing storefront and painted parapet signage; projecting refaced box sign non-contributing.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **128 S. 8<sup>th</sup> St.**  
OPA Acct #: 882616000

Historic Name:  
Other Name[s]:

Built: **c.1860**  
Architect:  
Source: **NRHP**

Alteration Date[s]: **1974; 2011**  
Architect[s]:  
Source[s]: **ZA 31232 (1974); ZA 369277 (2011)**

Stories: **5**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick**

Style: **Italianate**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Early Italianate row unit with bracketed wood cornice. Marble belt course below and iron star-bolts above third-floor windows. Replacement sashes and altered frames in original masonry openings; altered ground floor. Projecting box sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **130 S. 8<sup>th</sup> St.**  
OPA Acct #: 882616100

Historic Name: **Babain Bros.**  
Other Name[s]: **I. Switt**

Built: **1927**  
Architect: **David Supowitz**  
Source: **BP 8547 (1927)**

Alteration Date[s]: **1929**  
Architect[s]:  
Source[s]: **BP 3510 (1929)**

Stories: **4**  
Bays: **3 / 2**  
Roof: **Flat**  
Primary Façade Material[s]: **White  
Brick/Limestone**

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **20<sup>th</sup> Century Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Four-story, two-bay white brick commercial loft with segmental arched windows; two-story, three-bay limestone front added two years after original construction. Surviving original wood windows.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **132 S. 8<sup>th</sup> St.**  
OPA Acct #: 871009450

Historic Name:  
Other Name[s]:

Built: **c.1870**  
Architect:  
Source: **NRHP**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

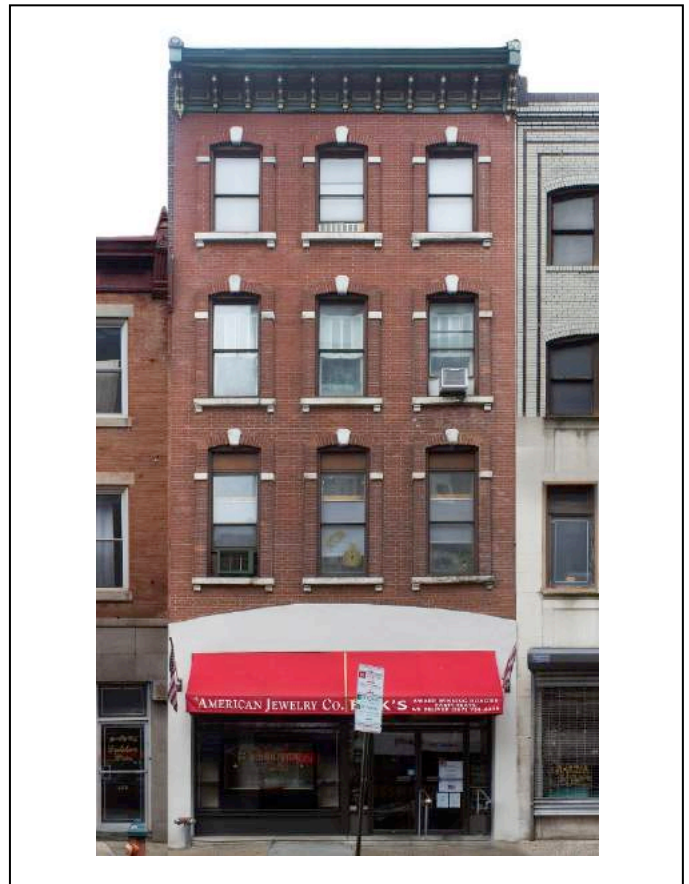
Stories: **4**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Marble**

Style: **Italianate**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Italianate commercial block with bracketed wood cornice. Raised brick window surrounds with marble sills, keystones, and thin impost blocks. Replacement sashes in original masonry openings. Altered ground floor.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **134 S. 8<sup>th</sup> St.**  
OPA Acct #: 882616300

Historic Name:  
Other Name[s]:

Built: **c.1850**  
Architect:  
Source:

Alteration Date[s]: **c.1900; 1955**  
Architect[s]:  
Source[s]: **NRHP; ZA 3626F (1955)**

Stories: **3**  
Bays: **3**  
Roof: **Flat**  
Primary Façade Material[s]: **Brick/Stone**

Style: **Italianate**  
Storefront Style: **Mid-Century Modern**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Simple three-story Italianate row unit with pressed metal cornice. Replacement windows in original masonry openings featuring limestone sills and lintels. Intact Mid-Century Modern storefront (contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016



# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **136 S. 8<sup>th</sup> St.**  
OPA Acct #: 871009500

Historic Name:  
Other Name[s]:

Built: **c.2010**  
Architect:  
Source:

Alteration Date[s]:  
Architect[s]:  
Source[s]:

Stories: **3.5**  
Bays: **1**  
Roof: **Gable**  
Primary Façade Material[s]: **Stucco**

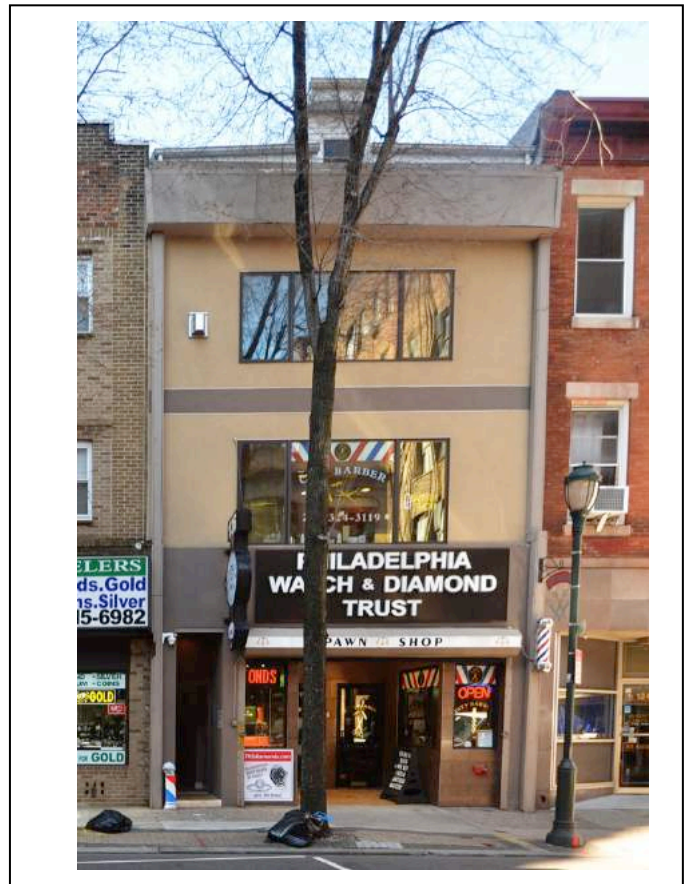
Style: **Contemporary Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Contributing\***  
**\*Prior to alterations**

Description:

Refaced c.1850 gable-roofed row altered c.1900.  
Roof and dormer rebuilt. Reconfigured fenestration  
and storefront; contemporary stucco cladding.



***Proposed Jewelers Row Trade District:***

C/NC/S: **Non-contributing**  
Façade: NC  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **138 S. 8<sup>th</sup> St.**  
OPA Acct #: 871009550

Historic Name:  
Other Name[s]:

Built: **1926**  
Architect: **J.S. Fuller**  
Source: **BP 1850 (1926)**

Alteration Date[s]: **1973**  
Architect[s]:  
Source[s]: **ZA 23225 (1973)**

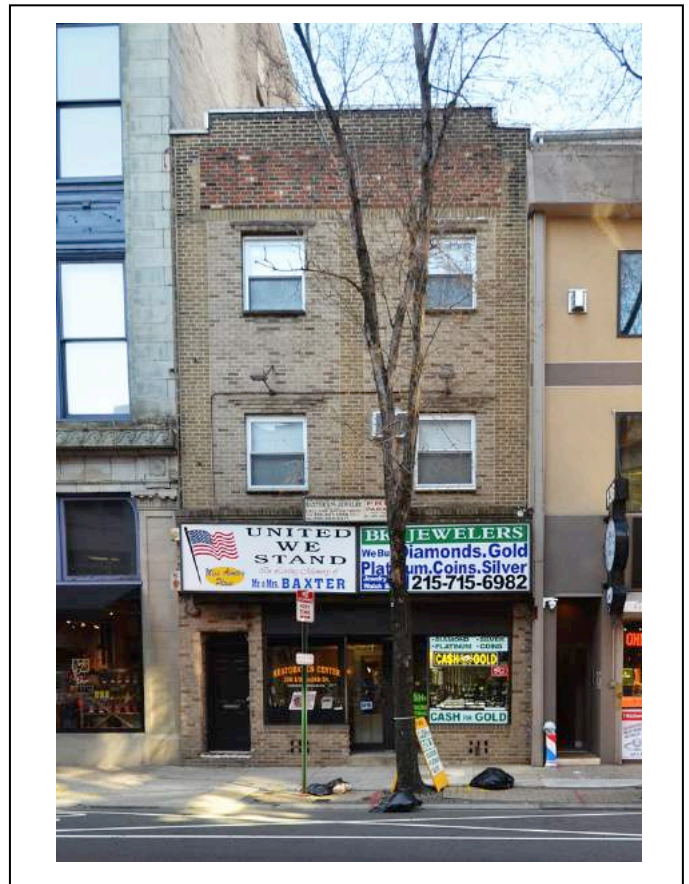
Stories: **3**  
Bays: **2**  
Roof: **Gable (behind flat parapet)**  
Primary Façade Material[s]:

Style: **20<sup>th</sup> Century Commercial**  
Storefront Style: **Contemporary Commercial**

Philadelphia Register Status: --

National Register Status: **Intrusion**

Description:  
*Gable-roofed c.1850 row unit refaced in 1926 with a tan brick façade and large industrial windows (since partially infilled with brick and smaller replacement sashes). Stepped parapet with red-brick panel. Storefront altered c.1973.*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Contributing**  
Façade: Contributing  
Storefront: NC

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

# Philadelphia Register of Historic Places District Nomination Inventory Form

Address: **140-42 S. 8<sup>th</sup> St.**  
OPA Acct #: 881012040

Historic Name: **Alexander Sheppard & Sons**  
Other Name[s]: **801 Walnut St.**

Built: **1913**  
Architect: **Stuckert & Sloan**  
Source: **BP 7657 (1913)**

Alteration Date[s]:  
Architect[s]:  
Source[s]:

Stories: **4**  
Bays: **2 (8<sup>th</sup> St.) / 4 (Walnut St.)**  
Roof: **Flat**  
Primary Façade Material[s]: **Terra Cotta/Pressed Metal**

Style: **Beaux-Arts**  
Storefront Style: **Beaux-Arts**

Philadelphia Register Status: --

National Register Status: **Contributing**

Description:  
*Four-story Beaux-Arts gray-green terra cotta corner loft with pressed metal spandrel panels and bracketed terra cotta cornice. Replacement windows in original configuration. Projecting blade sign (non-contributing).*



## ***Proposed Jewelers Row Trade District:***

C/NC/S: **Significant**  
Façade: Contributing  
Storefront: Contributing

Other Significant Persons:

Notes:

Survey Date: 12/1/2016

## SECTION 6—SIGNIFICANCE

### STATEMENT OF SIGNIFICANCE:

The Jewelers' Row Historic District consists of a significant assemblage of commercial architecture situated within the larger National Register-listed East Center City Commercial Historic District. The collection of streets reads as a catalog of Philadelphia architectural history, where remnants of Carstairs Row, the first entire block of identical, speculative row houses built in Philadelphia, are visible between early revivalist façades, eclectic Victorian edifices, Art Deco ornament, postwar storefronts, and modern re-facings. Initial changes in the streetscape were introduced by publishing houses that replaced some of the Federal-era residences with commercial buildings suited to their needs. Slowly, what had once been a homogenous block of fashionable row houses became one of America's major publishing hubs, which within the next half century would give way to jewelers and gem cutters drawn to the area by the publishing engravers. Jewelers arguably developed the street into what we see today, constructing impressive buildings like the Jewelry Trades Building in 1930, and renovating numerous storefronts.

This mix of low-scale architecture, anchored along a stretch of Sansom that jogs out of alignment with the remainder of the street, the glittering display cases in every window, and the craftsmen hard at work in the back rooms and upper floor studios, draw countless Philadelphians and tourists to Jewelers' Row either to purchase a priceless memento or to simply take in a stunning hold-out of an older Philadelphia. Jewelers' Row is significant for the ecology of place, where architectural characteristics, business conduct, and social community align to create a unique, symbiotic environment. Jewelers' Row is a rare survivor of changing modes of production; a compact haven of industry in the heart of the city; an original makerspace.

Socially, the district represents a microcosm of Philadelphia's industrial history where the built environment, the trades practiced there, and a number of the businesses still located within the district all intersect and contribute to its historical significance. The tight ecosystem fostered by the proximity of other related businesses within the district is a key defining feature that inextricably links the intangible to the built environment. Proximity of related businesses within the district—diamond cutters, appraisers, wholesalers, jewelry artisans and craftspeople, and retail—paired with the long history of the jewelry industry at this location provides numerous business advantages. These advantages include the opportunity to build trust between business owners, localized security along the street that benefits all business owners, the presence of a wide-ranging knowledge base on the street related to the jewelry trade, stimulating healthy competitive pricing that attracts customers, creating a space conducive to apprenticeships and mentoring, and supporting multi-generational businesses.



The district satisfies the following criteria as listed in the Philadelphia Historic Preservation Ordinance:

- (a) Has significant character, interest, or value as part of the development, heritage, or cultural characteristics of the City, Commonwealth, or nation;
- (c) Reflects the environment in an era characterized by a distinctive architectural style
- (d) Embodies distinguishing characteristics of an architectural style or engineering specimen;
- (e) Is the work of a designer, architect, landscape architect or designer, or professional engineer whose work has significantly influenced the historical, architectural, economic, social, or cultural development of the City, Commonwealth, or nation;
- (g) Is part of or related to a square, park or other distinctive area which should be preserved according to an historic, cultural or architectural motif;
- (h) Owing to its unique location or singular physical characteristic, represents an established and familiar visual feature of the neighborhood, community, or City;
- (j) Exemplifies the cultural, political, economic, social, or historical heritage of the community;

## **A Brief History of Commercial Architecture**

Up until the turn of the nineteenth century, in major cities like Philadelphia, New York and Boston, domestic and commercial architecture were largely one and the same.<sup>1</sup> Business owners made slight modifications to their residences at the street level, adding larger bow windows and applying signage, but most often operated out of existing rowhouses.<sup>2</sup> Well into the development of some of America's oldest cities, the majority of businesses and commercial enterprises continued to be housed in buildings constructed to fit residential needs.

An individualized approach to design for commercial properties began to come into fashion in the latter half of the 19<sup>th</sup> century, gaining popularity through the mid-twentieth century. Businesses have existed in buildings used for other purposes "since antiquity;" it is only recently that we have begun to distinguish them through design and isolate them through zoning.<sup>3</sup> Jewelers' Row, and its evolution into a bustling commercial corridor from a row of speculative housing, perfectly illustrates this transition from Colonial domestic row to late nineteenth century commercial corridor.

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<sup>1</sup> Richard Longstreth. 1987. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington D.C.: The Preservation Press, 12.

<sup>2</sup> Longstreth 1987, 12

<sup>3</sup> Longstreth 1987, 18



*These 1917 photos of the southeast and northeast corner of 8<sup>th</sup> and Sansom, respectively, show the slow architectural evolution of the street from domestic to primarily commercial use. (City of Philadelphia Department of Records)*



*These photographs illustrate early evolution of signage within the district. Early signage was typically applied directly to the front of buildings, often in bands at the spandrel or on windows, before projecting signage became more prevalent with the rise in faster streetcar and automobile traffic. Photos: 112 S. 8<sup>th</sup> Street circa 1889. (Philadelphia Architects and Buildings); 709 Sansom circa 1920 and 730 Sansom circa 1930. (Philadelphia Historical Commission)*

The evolution from domestic to business-focused commercial architecture was prompted by technological advancements. As larger panes of glass became more prevalent and affordable, business owners responded by modifying domestic buildings to incorporate larger first-floor windows to display goods at the street level.<sup>4</sup> Through the industrial revolution, as technology in general continued to improve and progress, businesses themselves became more specialized. Concurrently, advancements in building technology allowed merchants to begin to distinguish

<sup>4</sup> Martin Treu. 2012. *Signs, Streets, and Storefronts: A History of Architecture and Graphics along America's Commercial Corridors*. Baltimore: Johns Hopkins University Press, 33.

their shops through more specialized and individualized storefront architecture and signage.<sup>5</sup> Architecture and advertising became one and the same. Signage was applied directly to the facades and windows of buildings, heavily influenced by graphic developments of the time.<sup>6</sup>



*Storefronts along the north side of the 700 block of Sansom circa 1939. (City of Philadelphia Department of Records)*



*View of the northwest corner of 8th and Sansom circa 1917. (City of Philadelphia Department of Records)*

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<sup>5</sup> Treu 2012, 32-37.

<sup>6</sup> Treu 2012, 32.



*View of the northeast corner of 8th and Sansom circa 1917 (City of Philadelphia Department of Records)*

The mid-nineteenth century marks a significant shift in retail architecture. After the Civil War, major breakthroughs in glass technology opened up storefronts like never before. Signage transitioned from lettering applied to glass and canvas awnings and the buildings themselves, to projecting signs hung perpendicular to the street as streetcar and automobile transport called for readability at higher speeds.<sup>7</sup> The late nineteenth century saw a shift towards individualization of buildings as a means of distinguishing shops and merchants and as a result, commercial buildings stood apart from offices and warehouses more than ever before. Highly ornamented, eclectic buildings were constructed for business owners and theatrical facades were refaced or applied over existing buildings to gain prominence and draw attention from shoppers on the street.<sup>8</sup>

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<sup>7</sup> Treu 2012, 43-44.

<sup>8</sup> Treu, 2012. 35-37.





*View of projecting signage along 8<sup>th</sup> Street circa 1960 and the late Victorian eclectic façade remodel at 104-106 S. 8<sup>th</sup> Street (Philadelphia Historical Commission).*

The value of a flashy or memorable façade became an important component for merchants to consider.<sup>9</sup> Individualistic buildings could stand out and attract the attention of passersby. Merchants began updating show windows and storefronts, slowly transforming largely uniform, Federal style rows of buildings into eclectic clusters of attention-grabbing fixtures, featuring large pane windows, gaudy ornamentation and integrated signage, each looking to distinguish themselves from one another.<sup>10</sup>

The individuality of the design of these buildings in turn contributed to their power and significance as a collective whole. Eventually, mass manufacture of building products and mass-produced ornament allowed even more economical buildings to attain distinction on the street, a trend that gathered even more momentum entering the post-war era, where the integration of attention-grabbing advertisement integrated into architectural design reached its peak. Architects of the Modern era brought the concept of building as advertisement to the next level, sometimes even utilizing building form as advertisement, designed to attract and accommodate the consumer.<sup>11</sup> Because new construction wasn't always feasible, Modern re-facings are prevalent in historic commercial districts. These remodels often introduced completely new surface materials, integrated sculptural or graphic signage and dramatically increased window area to lure shoppers. As a result, most historic commercial centers have over time become a fascinating collage of styles, materials and signage, which provide a record of ever-evolving commercial architectural history, and a visual testament to the ongoing competition of the marketplace.

<sup>9</sup> Longstreth 1987, 24-35.

<sup>10</sup> Treu 2012, 33-35.

<sup>11</sup> Treu 2012, 117-142.



*New commercial buildings sought to distinguish themselves from the rest of the streetscape through flamboyant design. The Barsky building at 724 and Deutsch Building at 726 Sansom are prime examples, as well as the Victorian façade at 104-106 S. 8<sup>th</sup>. (City of Philadelphia Department of Records)*

Philadelphia, being one of the largest and most economically prosperous cities in the country during the late 19<sup>th</sup> century, possessed exemplary early commercial architecture and Jewelers' Row contains a remarkable range. A number of Philadelphia's prominent architects of the time dabbled in commercial "street architecture," including Stephen Decatur Button, Theophilus P. Chandler, Collins & Autenrieth, the Wilson Brothers Company, John McArthur, Jr., John Notman, Willis Hale, and Frank Furness.<sup>12</sup> At least four buildings within the proposed district were designed by Collins & Autenrieth, one by the Wilson Brothers, one by T.P. Chandler, and one, 724 Sansom, may possibly be attributed to Frank Furness.<sup>13</sup>

The Jewelers' Row Historic District illustrates the typical evolution of an early commercial district. Originally containing blocks of rowhouses, including Carstairs Row along the south side of the 700 block of Sansom, considered to be the first identical, contiguous speculative rowhouse

<sup>12</sup> Benjamin Leech. 2013. "720-722 Chestnut Street," Philadelphia Register of Historic Places Nomination Form." City of Philadelphia. [http://www.phila.gov/historical/Documents/1\\_720-22%20Chestnut%20nom.pdf](http://www.phila.gov/historical/Documents/1_720-22%20Chestnut%20nom.pdf)

<sup>13</sup> The building is characteristically "Furnessic" in character and was commissioned c.1885 by publisher Albert Kay, whose sister Hanna Kay Furness was the widow of Frank Furness's brother William. Hanna Kay Furness commissioned a Maine vacation home from Furness around 1890.

development in the city, buildings within the district were gradually modified, consolidated, altered, demolished and re-built to accommodate the industry moving into the area.<sup>14</sup>

There is an important distinction of the Jewelers' Row Historic District that separates it from other commercial districts in the city, however, which is the presence of industry, manufacturing, and retail that concentrated in the area, specifically in the upper floors of the buildings. This is also highlighted in the National Register nomination form for the East Center City Historic District:

But there is another contrast to that of age that makes the region meaningful, for this is an area unlike a modern shopping center, where production occurred as well as selling. Unlike the vending machine unreality of modern retailing, where sewing, cutting, fastening, designing and shaping take place in Taiwan or Mexico, here could be heard the whine of sewing machines, the stamp of pressing machines, the ping of jewelers hammers, and the pound of steam presses in lofts, printing plants and factories that were interspersed with the retailers, banks and offices.<sup>15</sup>

### **The Establishment of Carstairs Row**

In the 1790s, Robert Morris, popularly known as the Financier of the American Revolution, owned the large parcel between Chestnut and Walnut, Seventh and Eighth, now known as Jewelers' Row and part of the Jewelers' Row Historic District. Morris had plans to work with architect Pierre L'Enfant to design a grand mansion, however, before the project was even finished, inflation had caused his fortune to dwindle, eventually bankrupting him. Known as "Morris' Folly," the tract of land was purchased by William Sansom from Philadelphia County Sheriff, Jonathan Penrose in 1798. Sansom had already commissioned Benjamin Latrobe (1764-1820), the master Philadelphia architect, to design a row of twenty-two townhouses of the "London house plan" to face onto Walnut Street. He then commissioned Thomas Carstairs to design a similar block of row houses on the new site to the north.<sup>16</sup>

Sansom Row was the first entire group of row houses that had been built simultaneously from a single design. At first, Carstairs' housing solution was criticized as too uniform, but the new neighborhood development mode became increasingly familiar to Philadelphians during the nineteenth century.<sup>17</sup>

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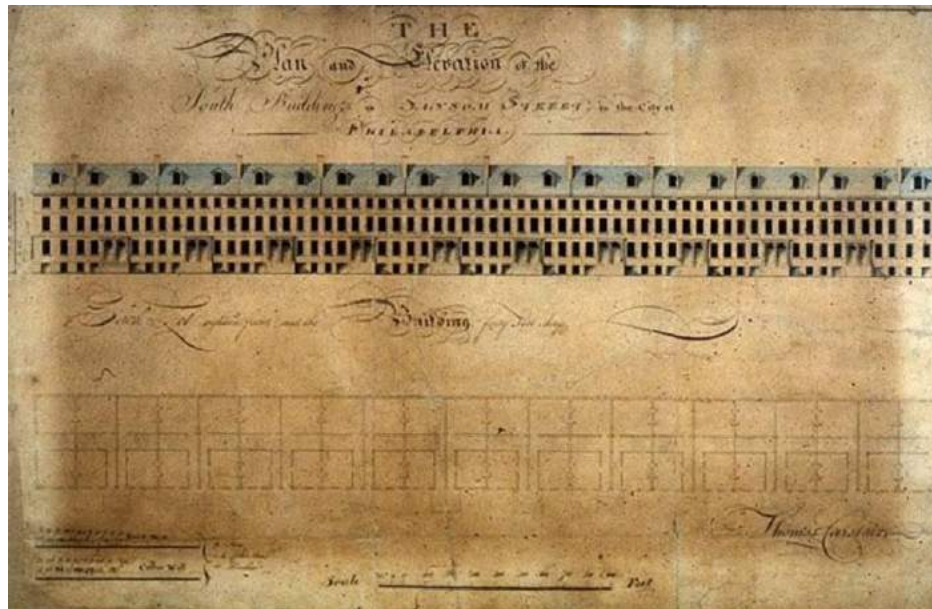
<sup>14</sup> Oscar Beisert, Aaron Wunsch. 2016a. "Electrotype Foundry 704 Sansom Street," Philadelphia Register of Historic Places Nomination Form." Philadelphia: City of Philadelphia. <http://www.phila.gov/historical/Documents/704-Sansom-Nomination-Final.pdf>.

<sup>15</sup> "National Register of Historic Places Nomination Form for the East Center City Commercial Historic District." 1984. Washington, D.C.: National Park Service.

<sup>16</sup> Hsin-Yi Ho. 2004. "A Proposal for Preserving and Restoring the Streetscape of Jewelers' Row." Philadelphia: University of Pennsylvania.

<sup>17</sup> Ho 2004

The uniformity of the speculative row was certainly jarring to Philadelphians at first, but the influential typology has since become a city and architectural icon. The row appears to have been constructed around 1800, featuring red brick facades accented with belt courses and parapets with shared marble steps between each pair. The row of twenty-two houses remained more or less intact until 1865.<sup>18</sup>



*Thomas Carstairs, The Plan and Elevation of the South Buildings in Sansom Street in the City of Philadelphia; 1800 (The Library Company of Philadelphia)*

William Sansom did not immediately find the type of permanent residents he envisioned for his new row.<sup>19</sup> The earliest owners were generally non-residents who rented the homes to tenants. The first exception was a man named Richard Humphreys, a Quaker Philanthropist who bought the home at 732 Sansom Street in 1805 and lived there until his death in 1832. He worked as a silversmith long before the row would be known for jewelry, operating a store nearby on Market Street that specialized in gold-and-silverware and eventually china. Humphreys was also a devoted abolitionist, bequeathing \$10,000 in his will to the local Society of Friends so that they could establish a school for African American children.<sup>20</sup>

### **Transition from Residential Row to Commercial District**

By the middle of the nineteenth century, the residential population of Philadelphia had moved westward as William Penn intended, creating opportunity on Carstairs Row for a commercial district. Such was the typical way that nineteenth century commercial districts developed—what

<sup>18</sup> Ho 2004

<sup>19</sup> Kate Daly. 2000. "Historic House Report 732 Sansom." Philadelphia: University of Pennsylvania. HHR 2000.04. Athenaeum of Philadelphia.

<sup>20</sup> Daly 2000



once were residential row homes would ultimately become storefronts, with each building's façade changing over time to compete with its neighbor for attention and customers.

The most prevalent trades to move to the block during this era had to do with metal working—silversmiths, engravers, jewelry makers, and publishing. That all these trades settled on this particular block is not entirely coincidental. Due to the Row's proximity to both the Mint and the State House, this area was particularly safe. The close proximity of these industries to one another provided an additional layer of safety—it is easier to safeguard the industry's expensive products if they are concentrated, rather than dispersed throughout the city. It also made sense to locate these arts near one another because they required many of the same skills, materials, and equipment. A metalworker would clearly do good business as a supplier if surrounded by jewelers. A jeweler would benefit from working near a print engraver so that they might easily have a gold band or badge etched with a phrase or name.

In the midst of this transition, one of America's most influential and prolific artistic families moved to the 700 block of Sansom Street. John Sartain, Philadelphia's leading portrait engraver, settled into the home at 728 Sansom Street in 1848.<sup>21</sup> Years later, he would also purchase 730 Sansom Street for use as a studio and commercial space for his engraving practice. John Sartain is often referred to as the "Father of Mezzotint Engraving" and is credited with pioneering the method in the United States. His daughter, Emily Sartain, was the first woman to practice mezzotint engraving in the United States or Europe, and she ultimately became an influential figure in both design and 19th century feminism. John Sartain befriended many of his artistic and literary contemporaries. He was a close friend of Edgar Allen Poe and would entertain him in his home on Sansom Street.<sup>22</sup>

Emily Sartain was an accomplished artist in her own right. She studied the art of engraving not only under her father but at the Pennsylvania Academy of Fine Arts, the oldest art school in the country. In 1876, she was the only woman to win a gold medal at the Centennial International Exhibition, the first World's Fair to be held in the United States. Emily was the model of a "New Woman," a late nineteenth century term given to educated and independent career women, many of whom associate with the social movements of the Progressive Era.<sup>23</sup>

In 1866, Emily became the director of the Philadelphia School of Design for Women, the country's largest art school for women which later became Moore College of Art and Design. There she became a vocal advocate for advanced education for women and an authority on arts

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<sup>21</sup> Sherry N. DeFreece. 2000. "Historic House Report 730 Sansom." Philadelphia: University of Pennsylvania. HHR 2000.01. Athenaeum of Philadelphia.

<sup>22</sup> DeFreece 2000

<sup>23</sup> Nina de Angeli Walls. 1998. "Design school movement". In Linda Eisenmann. *Historical Dictionary of Women's Education in the United States*. Westport, Connecticut: Greenwood Press, 129–130.

education. Under her leadership, the school's level of instruction came to mirror that of PAFA.<sup>24</sup> She did not shy away from forms of art-making that were considered indecent for women, such as utilizing nude female or semi-nude male models.

Arguably, the transformation of the 700 block of Sansom from a purely residential street to a commercial district truly began at 706-708 Sansom when Henry C. Lea commissioned a new publishing house in 1865. Designed by the Philadelphia-based architects Edward Collins & Charles M. Autenrieth and constructed by carpenter/builders Hibbard Yarnall & Joseph Cooper, construction required the demolition of the two existing Carstairs' Row buildings which were replaced by the new brick and cast iron commercial structure.<sup>25</sup> The following excerpt demonstrates the significance of Lea's publishing house at 706-08 Sansom:

Long before the Civil War, the house had begun to print medical and scientific works, and in 1859 had issued probably the most noted work in the medical literature, Gray's Anatomy. But it was Lea's decision to specialize in medicine and science, and that he was already doing when, in 1865, he began to run the house for the first time without a partner.

Prosperity followed, and the business had to be moved from 105 South Fourth Street, where it had been for some time, to 706–708 Sansom Street in a building Lea had built for his purposes. There, as his biographer, Edward Sculley Bradley, tells us, he built the list of medical authors and continued his own writing. “None of the traditional hostility which is supposed to exist between writers and publishers is to be observed in the surviving record of his business relationships,” Bradley writes....

Lea conducted the business under his own name from 1865 until 1880. By that time the house was the largest publisher of medical, surgical and scientific books in the world, and also issued four important medical periodicals.<sup>26</sup>

Following the Lea Publishing house, a number of other publishing companies set up shop on the street. While many businesses on the row merely altered the existing Carstairs buildings, a number took after Lea's approach and constructed new buildings altogether. In 1876, Lea purchased the Elwyn House at 704 Sansom Street which he demolished and built a new commercial building in its place. The permit for this building, which still occupies the subject

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<sup>24</sup> Walls 1998

<sup>25</sup> Beisert 2016a

<sup>26</sup> John Tebbel, *A History of Book Publishing in the United States*, vol. 2, *The Expansion of an Industry, 1865-1919* (New York: R.R. Bowker, 1975), 283–84

site, was issued in March 1877, again designed by Collins & Autenrieth.<sup>27</sup> Even as new and taller construction suited to business needs became more prevalent in the area, lot consolidation was not common and the majority of these new buildings took up the same footprint as the original Carstairs lot, resulting in a varied yet consistent street rhythm. Related businesses that would bridge the gap from publishing to jewelry established themselves on the row. Publishers, typographers, printers and engravers were all located on and around the 700 block of Sansom.



*The publishing and typography buildings at 716 and 710 Sansom, respectively, show the evolution of the street's architecture c. 1890, specifically, the construction of new, stylized buildings to suit industry needs within original lot footprints. (Athenaeum of Philadelphia)*

Other early commercial transformations of the street included re-facing projects, like at S. 104-106 8<sup>th</sup>, which combined two adjacent buildings into a unified whole with a façade remodel in 1878 for the *Philadelphia Times* newspaper. The new façade was designed in the Victorian Romanesque style, and is suspected to have been designed by Wilson Brothers & Company. By 1890, the building housed a Horn and Hardart restaurant on the ground floor “to service the heavy commercial district around 8<sup>th</sup> and Chestnut Streets.”<sup>28</sup> The Horn and Hardart Automat

<sup>27</sup> Beisert 2016a

<sup>28</sup> Jefferson M. Moak. 1981. “Philadelphia Register of Historic Places Nomination Form for 104-106 8th Street.” Philadelphia: City of Philadelphia.

around the corner at 818-820 Chestnut was the first automat restaurant in the country. The company remained in the building until the 1950s. Early insurance maps show a jewelry factory located upstairs and the bottom floors have served as retail space for a number of jewelry stores since the restaurant moved out.

Continuing the expansion of the publishing history on Sansom, *The Philadelphia Tribune*, founded by Christopher J. Perry, set up its first office on the row in a rented room at 725 Sansom in 1884. The company later relocated to 717 Sansom and eventually moved to its current location at 520 S. 16<sup>th</sup> Street.<sup>29</sup> *The Tribune* is the Nation's first African American newspaper and remains the largest paper serving Philadelphia's African American community. It is the oldest continually-published black newspaper in the country.<sup>30</sup>



*Christopher J. Perry, founder of The Philadelphia Tribune. Photo: Philadelphia Tribune*

Christopher James Perry, Founder of the *Philadelphia Tribune* recalls setting up shop on Sansom Street in "Voices of the Black Community: The Philadelphia Tribune:"

On the 28th of November 1884, the Philadelphia Tribune made its bow to the public... And as long as memory holds majestic sway, the publisher will remember that in opening the Tribune's office in a small room on Sansom

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<sup>29</sup>Chanel Hill. 2015. "1884: Tribune Born in Era When Blacks Had Limited Rights, Voice." *The Philadelphia Tribune*, January 30. [http://www.phillytrib.com/special\\_sections/tribune-born-in-era-where-blacks-had-limited-rights-voice/article\\_50923f26-83ca-5e98-97b6-1dc37c2ed66c.html](http://www.phillytrib.com/special_sections/tribune-born-in-era-where-blacks-had-limited-rights-voice/article_50923f26-83ca-5e98-97b6-1dc37c2ed66c.html).

<sup>30</sup> Vincent P Franklin. 1984. "'VOICE OF THE BLACK COMMUNITY:' THE PHILADELPHIA TRIBUNE, 1912-41." *Pennsylvania History: A Journal of Mid-Atlantic Studies* 51 (4): 261-284.



Street on that chilly November day, he did not have money enough to buy a stove to keep himself warm, after he had bought a second-hand table, chair, a pair of scissors and a five-cent bottle of mucilage. They were truly days of stress and storm.<sup>31</sup>

### **From Publishers' Row to Jewelers' Row**

Jewelers were first drawn to the area towards the end of the 19<sup>th</sup> century and integrated into the district as natural extension of the publishing and engraving trades, which overlapped in their craft and aesthetic sensibilities, materials, tools and supplies. Security also played into the strategic clustering of these industries. Proximity to the Mint and Independence Hall ensured that the area was well protected. The National Register nomination form for the East Center City Commercial District makes mention of this relationship:

The 700 block of Sansom Street (originally fronted on both sides by Thomas Carstairs row of Federal houses for William Sansom, 1799) became the jewelers' district in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. Their proximity to publishing to the east and north on Chestnut marked the relationship between jewelry trades and supplies and the engraving business, while the jewelry business prospered being near the 8<sup>th</sup> and Chestnut retail zone....Though jewelers are now predominant, they arrived because of the nearby printing industry, and many of the Sansom Street buildings were first adapted by publishers.

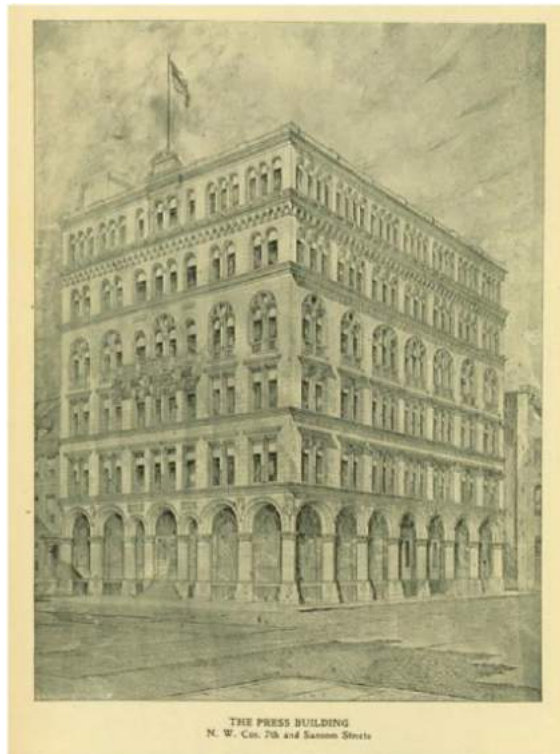
A Hexamer Insurance map from 1887 confirms this assertion, showing a fairly balanced mix of publishing, printing and jewelry- related businesses, among other industries, located along Sansom, Chestnut, and 8<sup>th</sup> Streets.

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<sup>31</sup> Franklin 1984



commissioned a large new office building by architect Frank Watson, who designed a five-story Italianate affair complete with office and warehouse space as well as first floor retail to accommodate the surrounding jewelry industry needs.<sup>32</sup> The building touted modern amenities including a passenger and freight elevator, a steam plant built by Onderdonk Heating & Ventilation, and contained workspaces that ranged from 400 to 3100 square feet to accommodate varying industry needs.<sup>33</sup> This blend of industrial and office space was common in Center City Philadelphia at the time and Jewelers' Row is one of the few places in the city in which it still persists today.<sup>34</sup>



Left to right: *The Press Building, constructed in 1896, was the first large-scale industry-focused construction within the district, (Philadelphia Architects and Buildings).; The LeGar Building at the southwest corner of 8th and Sansom circa 1899. (The Free Library of Philadelphia)*

The Alfred Humbert & Son company, which produced jewelry and watches, was one of the LeGar building's (122-24 S. 8<sup>th</sup> St.) first tenants. It was bought out by the Fulmer & Myers jewelry company in 1899, but continued on, making plain rings that would later get embellished

<sup>32</sup> GroJLart. 2014. "Forgotten No More: The LeGar Building." *Hidden City Philadelphia*, July 7. <http://hiddencityphila.org/2014/07/forgotten-no-more-the-legar-building/>.

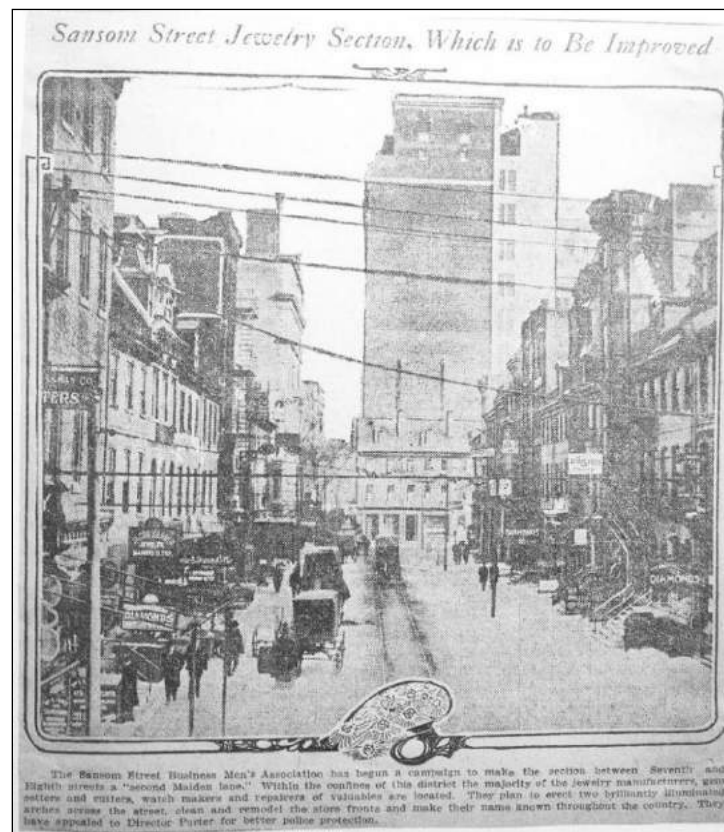
<sup>33</sup> GroJLart 2014

<sup>34</sup> GroJLart 2014



by Fulmer & Myers, who took a separate office in the building. Both companies would stay in the building until 1922, some of its longest-lasting office tenants.<sup>35</sup>

By 1920, the district was dominated by the jewelry industry and nearly all publishing and printing related businesses had relocated elsewhere.<sup>36</sup> Census data from the early 20<sup>th</sup> century tells us that many of the business owners within the district in the early 20th century were Russian and Jewish immigrants. Shortly after the turn of the century, the local business association undertook a marketing campaign to raise the profile of the row as a premiere diamond district. An image from a February edition of *The Philadelphia Telegraph* in 1912 describes and effort by the Sansom Street Business Men's Association to market the area definitively as a jewelry district, referencing Maiden Lane, the famous heart of the jewelry district in Manhattan:



*From The Philadelphia Telegraph, February 1912 (Historical Society of Pennsylvania)*

<sup>35</sup> GroJLart 2014

<sup>36</sup> Boyd's Philadelphia City Business Directory. Philadelphia: TK Collins, 1859, 1847, 1881, 1885, 1901, 1911



The Sansom Street Business Men's Association has begun a campaign to make the section between Seventh and Eighth streets a 'second Maiden lane.' Within the confines of this district the majority of the jewelry manufacturers, gem setters and cutters, watch makers and repairers of valuables are located. They plan to erect two brilliantly illuminated arches across the street, clean and remodel the store fronts and make their name known throughout the country. They have appealed to Director Porter for better police protection.

Construction of the Jewelry Trades Building (alternately known as the Neff Building) in 1929 marks the culmination of the growing jewelry industry in the area. The large, art deco six-story building consolidated five lots and provided a significant number of new, industry-focused workspaces and first floor retail.<sup>37</sup>



*The Neff Building at the southeast corner of 8th and Sansom circa 1931. (City of Philadelphia Department of Records)*

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<sup>37</sup> Al Parker. 2000. "742 Sansom and the Jewelry Trades Building." Historic Structure Report. Philadelphia: University of Pennsylvania. HHR 2000.22. Athenaeum of Philadelphia.

The Philadelphia Industrial Directory and Buyers Guide put out by the Philadelphia Business Progress Association in 1931 shows that by that time, the sections of Sansom and Eighth within the district were overwhelmingly populated by jewelers and jewelry related businesses. Though technically the title “Jewelers’ Row” refers to the 700 block of Sansom, it became sort of a catchall phrase over the years for the concentration of jewelry related industry that spilled over onto surrounding streets Chestnut, Eighth and Walnut. Expansion of the row to Eighth Street started as early as the last quarter of the nineteenth century. Historic maps and photographs of the area depict jewelers, watch and jewelry repair and other related industries heavily concentrated up and down Eighth Street, carrying over into the 800 block of Sansom as well.



*Left to right: the interior of 110 S. 8<sup>th</sup> Street circa 1940 and a jeweler inspecting a piece from a window in 122-124 S. 8<sup>th</sup> Street circa 1968. (Temple Urban Archives)*

Over the decades, business owners and members of the local business associations initiated revitalization efforts to improve storefronts and street amenities in efforts to keep the area appealing to shoppers, continuing the ongoing cycle of rebranding through architectural improvements and upgrades. During the Depression era and into the postwar period, storefronts were modernized with new materials and vastly larger window areas, bringing the optimism that defined the Modern era onto the row. Some notable Modern facades include the marble Art Deco storefront and stainless steel Pennsylvania Diamond Exchange signage at 727 Sansom (Solomon Kaplan, 1935), the elegant limestone and granite façade and curved display window by Louis Magaziner (1937-38) for the House of Milner at 728 Sansom, and the black stone veneer and gold-anodized aluminum façade of the Testa Building at 126 S. 8<sup>th</sup> Street (Frank V. Nickels, 1965). An unfortunate recent loss was the limestone Art Deco façade for A. Zlotnick & Company at 725 Chestnut Street (I.W. Levin, 1937), radically altered in 2011.



Art Deco/Art Moderne storefronts for A. Zlotnick (725 Sansom, center) and the Pennsylvania Diamond Exchange (723 Sansom, right), circa 1945 (Philadelphia Record Photo Morgue, Historical Society of Pennsylvania)



Left to right: Modern Storefront design for 721 Sansom by Louis Magaziner, 1947 (Athenaeum of Philadelphia); Modern first floor refacing at 112 S. 8<sup>th</sup> circa 1965 (City of Philadelphia Department of Records)





*The LeGar building at 112 S. 8<sup>th</sup> Street with its storefront renovation designed by George W. Neff. Photo circa 1969 (City of Philadelphia Department of Records)*

In 1950, the street-level facade of the LeGar Building was also modernized with a Modern storefront design by architect George W. Neff. Neff's design subdivided the first-floor retail from two storefronts to five and as a result, addresses had to be split into halves, creating 122 1/2 and 124 1/2 South 8th Street and 802 1/2 Sansom. In 1974, a three-alarm fire overtook the building, destroying the first-floor stores. The ground floor was rebuilt shortly after.<sup>38</sup>

After the Depression and for the remainder of the 20<sup>th</sup> Century, Jewelers' Row followed the subtle fluctuations of the diamond and jewelry industries. An article in *The Evening Bulletin* from 1979 relates the draining lifestyle for jewelry craftspeople on the row.<sup>39</sup> The prevalence of craftsmen remained present in the upper floors of the row into the late 1980s and although some still remain today, the numbers have dwindled significantly as technology has eliminated the bulk of these positions and upper floors have subsequently been turned into largely residential rental units. A number of businesses on the row today are multi-generational, some have had a presence in the district for more than a century.

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<sup>38</sup> GroJLart 2014

<sup>39</sup> Steve Stecklow. 1979. "Life Holds Little Glitter for Jewelry Craftsmen." *The Evening Bulletin*, July 29. Temple Urban Archives.





Left to right: A competing mix of projecting signage gives the 700 block of Sansom a bustling commercial feel, circa 1968; A balloon [release] takes place on Jewelers' Row for Jubilee Day, November 1986. (Temple University Urban Archives)

The district remains an iconic Philadelphia backdrop, particularly around the winter holidays when the Jewelers' Row Business Association lights up the street with seasonal decorations, a longstanding tradition that was featured in the 2012 movie *Silver Linings Playbook* to the Association's benefit—they inherited the “improved” decorations after filming wrapped.

A microcosm of architecturally significant high-density, low-scale commercial development, Jewelers' Row has remained a distinctive part of Philadelphia's architectural and social history for over a hundred and fifty years. Though the area is, in a way, characterized by continual change, its evolution has been a gradual and natural progression. As business owners responded to changes in the market and stylistic preference of consumers, it has always been predominately business-oriented and within a consistent and appropriate scale for the street.

## Conclusion

The Jewelers' Row Historic District satisfies seven criteria for historic designation under Philadelphia's Preservation Ordinance, Section 14-1004 (1). As the site of Carstairs Row, Printers' Row, and Jewelers' Row, the district has significant character, interest and value as part of the development, heritage, and cultural characteristics of the City (Criterion A) and exemplifies the community's cultural, economic, and historical heritage (Criterion J). The

district's architectural resources span more than two hundred years and include significant examples of multiple building types and architectural styles important to Philadelphia's history, including (but not limited to) Federal rowhouses, Victorian and early 20th-century commercial lofts, and Depression-era and postwar commercial fronts. This dense collection of resources uniquely reflects the environment in multiple eras characterized by distinctive architectural styles (Criterion C) and embodies distinguishing characteristics of numerous significant architectural styles (Criterion D), including (but not limited to) Federal, Italianate, Victorian, Renaissance Revival, Beaux-Arts, Art Deco/Art Moderne, and Mid-Century Modern designs. Furthermore, the district includes surviving works by a number of architects whose careers have significantly influenced the architectural development of the City, including Thomas Carstairs, Collins & Autenrieth, Theophilus P. Chandler, the Wilson Brothers Company, Frank T. Watson, Louis Magaziner, and possibly even Frank Furness (Criterion E). Owing to its unique location along a block of Sansom Street offset from Center City's otherwise regular grid and distinguished by an iconic and distinctive streetscape, the district represents an established and familiar visual feature of the City (Criterion H) and constitutes a distinctive area which should be preserved according to an historic, cultural and architectural motif (Criterion G). For these reasons, the proposed Jewelers' Row Historic District merits listing on the Philadelphia Register of Historic Places.

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Jewelers' Row Historic District