ADDRESS: 737 WALNUT ST
Proposal: Construct six-story building with penthouse and decks
Review Requested: Final Approval
Owner: Sarah Investment LLC
Applicant: Stuart Rosenberg, Stuart G. Rosenberg Architects, P.C.
History: 1955
Individual Designation: None
District Designation: Society Hill Historic District, Non-contributing, 3/10/1999
Staff Contact: Randal Baron, randal.baron@phila.gov, 215-686-7660

BACKGROUND:
This application proposes to construct a six-story plus penthouse mixed-use building on the site of a non-contributing building in the Society Hill Historic District. The staff of the Historical Commission approved the demolition of the non-contributing building in October 2019. The north side of the block, where this site is situated, consists entirely of three and four-story historic buildings clad in red brick, brownstone, stucco, and other masonry. The proposed building’s façade on Walnut Street features large industrial-style windows and metal panels. The east and west party walls, which would rise three stories higher than the adjacent historic buildings, would be clad in patterned Hardie Board panels.

SCOPE OF WORK:
- Construct six-story mixed-use building with commercial ground floor and set-back seventh floor penthouse.

STANDARDS FOR REVIEW:
The Secretary of the Interior’s Standards for the Treatment of Historic Properties and Guidelines include:
- **Standard 9:** New additions, exterior alterations, or related new construction shall not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the historic materials, features, size, scale, proportions and massing to protect the historic integrity of the property and its environment.
  - The proposed building is differentiated from the old, but is incompatible with the historic context of this block and the historic district in terms of materials, features, size, scale, proportions, and massing.

STAFF RECOMMENDATION: Denial, pursuant to Standard 9.
February 10th, 2020

Philadelphia Historical Commission
1515 Arch Street, 13th Floor
737 Walnut Street, Philadelphia PA 19106

RE: 737 Walnut Street, Philadelphia Historical Submission

Dear Historical Commission, Architectural Committee and Staff members:

What follows is Stuart G. Rosenberg Architects’ application for the proposed development of the property located within the Society Hill Historic District. The property is located east of South 8th Street along the North side of Walnut Street. The parcel currently consists of a single one-story commercial building that sits between a row of 3-4 story attached structures dating from the 1800’s-1920’s. To the North, at the rear of the property is a shared alleyway that connects to South 8th Street.

The proposed design consists of a new six (6) story building & mezzanine, multi-use including eleven (11) multifamily residential units, as well as ground floor commercial space and full basement.

Existing Conditions
The existing one-story commercial building currently contains a jewelry store, with the height of its façade approximately 17-18 feet above grade. The block has a number of 3 & 4-story attached rowhouses dating from the 19th century, featuring brick facades with punched openings, some with a variety of roof types and cornice heights. The typical cornice line for the adjacent buildings is approximately 46 feet above grade. Across the street is the Saint James high-rise, standing at 498 feet above grade.

Proposed Design
The proposed building will consist of a new six (6) story building featuring large punched openings with factory style mullions. The façade will be constructed with metal panels. The West and East party walls will be made of Hardie panel, designed to complement the adjacent properties in terms of their scale and color.

We are requesting from the Historical Commission a final approval of the proposed development project at 737 Walnut Street. Stuart G Rosenberg Architects is committed to working with the staff of the Historical Commission to create a successful project in line with the interests of all involved parties.

Thank you for this opportunity to present our findings and proposal.

Sincerely,
Stuart G. Rosenberg
Principal Architect
SgRA ARCHITECTURE, PC.
230 S. Broad St.
Suite M30
Philadelphia, PA 19102
P 215-564-1007
737 WALNUT STREET, PHILADELPHIA, PA 19106

OWNER: Ascent Design & Builder
1000 W Girard AV
Philadelphia PA

Architect: Stuart G. Rosenberg Architects
230 S. Broad Street
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Philadelphia, PA 19106
P: 215-564-1007
F: 215-563-3311

SHEET LIST
HC-00 COVER SHEET
HC-01 EXISTING CONDITIONS
HC-02 HISTORIC PHOTOS AND SITE CONTEXT
HC-03 HISTORIC PHOTOS
HC-04 CONTEMPORARY PHOTO AND RENDERING
HC-05 SITE CONTEXT DIAGRAM
HC-06 BUILDING MASSING DIAGRAM
HC-07 PROPOSED PLANS
HC-08 PROPOSED PLANS
HC-09 BUILDING SECTION
HC-10 ELEVATIONS