

ADDRESS: 1723-29 WALNUT ST

Proposal: Alter facade

Review Requested: Final Approval

Owner: John DeLuits, Honey Nuts LLC, c/o Midwood Investment & Development

Applicant: Michael Schade, Atkin Olshin Schade Architects

History: 1956; Nan Duskin Store; Thalheimer & Weitz, architects

Individual Designation: None

District Designation: Rittenhouse Fidler Historic District, Non-contributing, 2/8/1995

Staff Contact: Allyson Mehley, allyson.mehley@phila.gov

BACKGROUND:

This application proposes to alter the front façade of the building at 1723-29 Walnut Street. The building at 1723-29 Walnut Street was created when the existing buildings were rehabilitated for the Nan Duskin Store by architects Thalheimer & Weitz in 1956. The building is classified as non-contributing in the Rittenhouse-Fidler Residential Historic District. In light of its classification as non-contributing, the building itself should not be treated as a historic resource and any alterations to it should be judged based on their impact on the historic district, not on the building. Although there is a diversity of age and styles of buildings within the immediate vicinity, buff or light-colored masonry—brick, stone, and cast concrete—is a character defining feature of this area of the historic district. The proposed material for the updated storefront includes black steel and aluminum, black stone, aluminum, spandrel glass, and clear glass.

SCOPE OF WORK:

- Extend section of façade that fronts directly on sidewalk.
- Reclad exterior and install new steel storefront.
- Demolish section of façade and install aluminum curtain wall.
- Replace windows.

STANDARDS FOR REVIEW:

The Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines include:

- *Standard 9: New addition, exterior alterations, or related new construction will not destroy historic materials, features, and spacial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale, and proportion, and massing to protect the integrity of the property and its environment.*
 - While the size, scale, proportion, and fenestration of the proposed façade renovation is compatible with the neighboring buildings of the historic district, the proposed exterior cladding and color of that cladding does not meet Standard 9.

STAFF RECOMMENDATION: Denial, pursuant to Standard 9.

18 January 2022

Allyson Mehley
Philadelphia Historical Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

RE: Renovations to 1725 – 1727 Walnut Street

Dear Allyson:

We are submitting materials for a proposed renovation to the facade of 1725 – 1727 Walnut Street. These two addresses are part of a larger building that includes 1723 – 1729 Walnut Street. The property is located in the Rittenhouse – Filtler Residential Historic District and is listed as non-contributing. The Register lists the building as “Modern, 2-story, commercial building, c. 1961.”

The building is owned by Honey Nuts LLC, whose predecessor firm purchased the building in 2005. The building is managed by Midwood Investment & Development, Ste 201, 430 Park Avenue, NY, NY 10022.

The building was occupied by Nan Duskin until Borders Bookstore took over in the 1990's to 2003. There has been a mix of tenants since that time including Ann Taylor, The Loft, H&M, and Steve Madden. Currently the majority of the building is vacant with the exception of 1723, Steve Madden. Portions of the façade have been modified over time to accommodate various tenant requirements.

The market for large, two-story retail spaces in Rittenhouse Row has been negatively impacted by the COVID-19 pandemic, the BLM demonstrations, and, the overall reduction in the need for bricks and mortar retail. In order to attract tenants, Midwood plans to create 1st floor retail space and a separate entry to the 2nd floor for other tenants, such as a fitness club. A first floor tenant has been identified, Aritzia, a Canadian clothing retailer. Aritzia stores have a strong physical identity, including a black marble water table, black metal panel siding, steel sash storefront, and an illuminated marquee, which they use for their retail locations.

In order to accommodate the Aritzia identity, we propose to replace portions of the façade with the materials listed above, while maintaining the existing rhythm and proportions of the existing building. In addition, a new entry to the 2nd floor is proposed with access to a new stair and elevator. The changes to the façade will allow for greater flexibility to the internal tenant arrangements.

Thank you for your consideration of this application.

Yours truly,



Michael Schade, AIA, LEED AP BD+C

cc: John DeLutis, Midwood Investment & Management
Levi Dick, Artizia

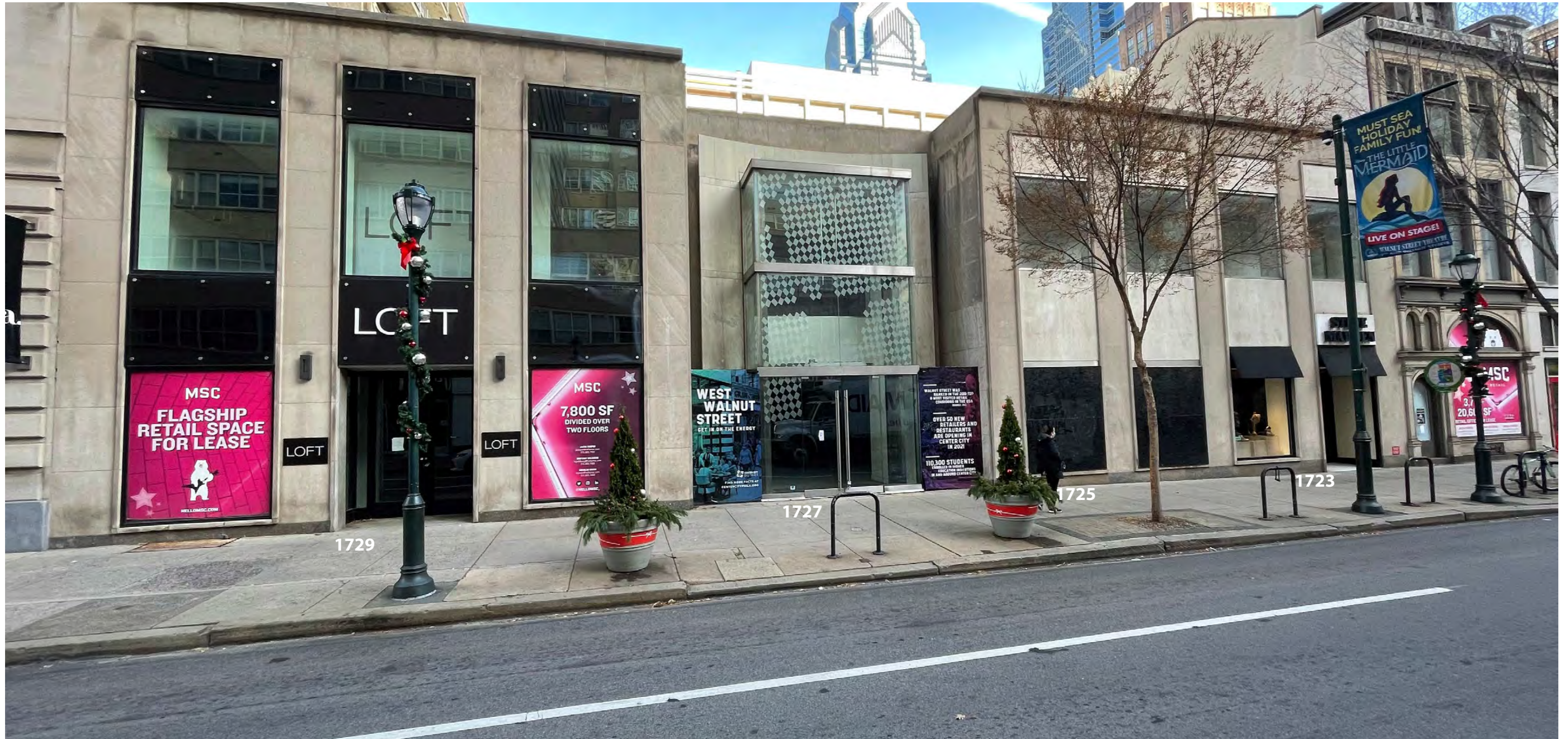


ARITZIA FACADE RENOVATIONS

1725 - 1727 WALNUT STREET | PHILADELPHIA, PA

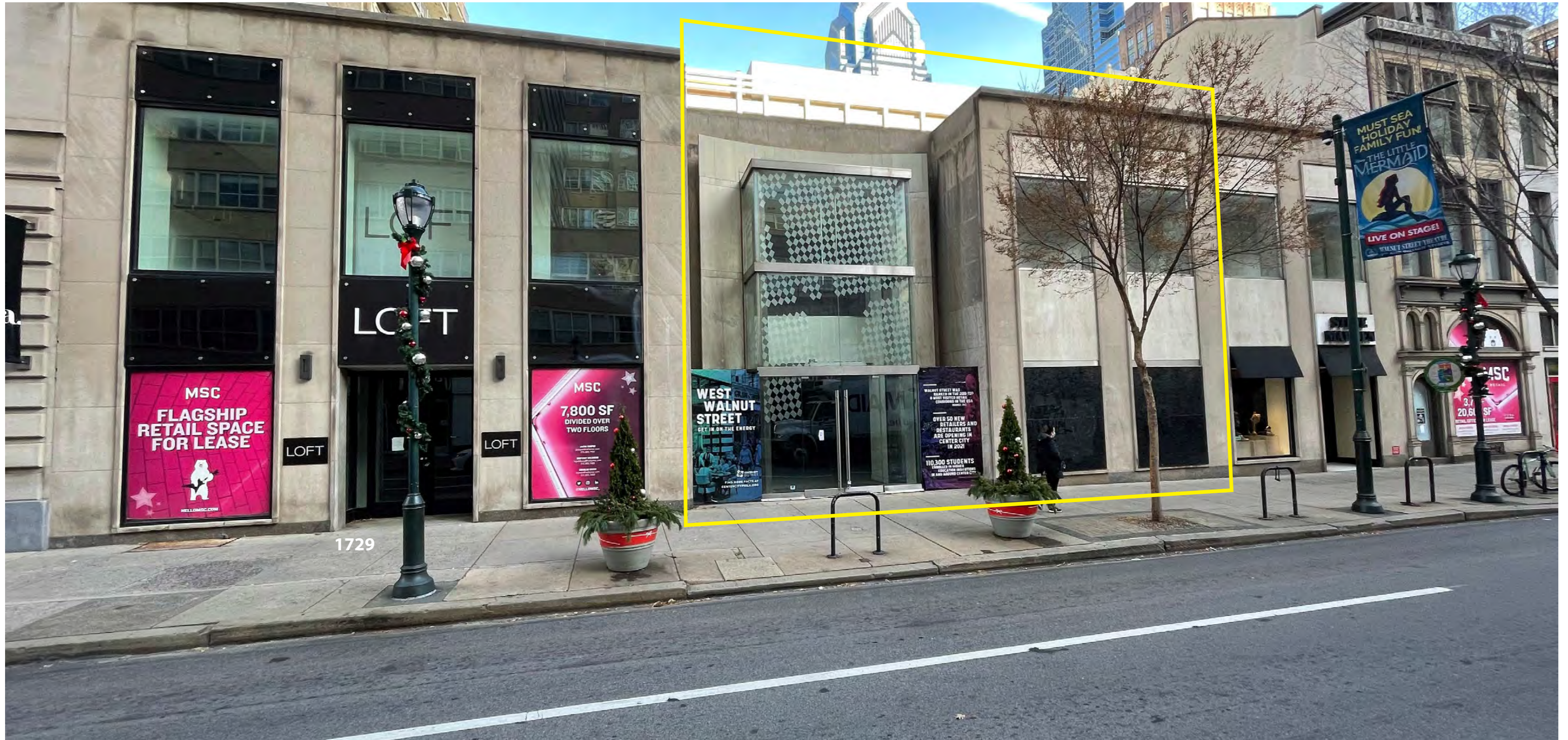
ATKIN OLSHIN SCHADE ARCHITECTS
10 JANUARY 2022
PHC SUBMITTAL

EXISTING CONDITIONS



Existing - 1729, 1727, 1725, and 1723 Walnut Street

EXISTING CONDITIONS | WORK AREA



Existing - 1729, 1727, 1725, and 1723 Walnut Street

HISTORIC CONDITIONS



1980 - Nan Duskin



2011 - H&M

EXISTING CONDITIONS

NEIGHBORING FACADES TO THE WEST & EAST



Existing: Facade to the west at the corner of 18th & Walnut Street



Existing: Facades to the East on Walnut Street (1715 - 1721)



EXISTING CONDITIONS

FACADES ACROSS THE STREET



Existing: Looking at the facades across the street on Walnut Street



Existing: Looking at the facades across the street on Walnut Street

EXISTING CONDITIONS

VIEWS DOWN WALNUT STREET



Existing: Looking to the East on Walnut Street



Existing: Looking to the West on Walnut Street (project site is on the right)

EXISTING CONDITIONS

NEIGHBORING MARQUEES



Existing: aka Marquee at the corner of 18th & Walnut Street



Existing: Tiffany & Co. Marquee, 1715 - 1717 Walnut Street

EXISTING CONDITIONS

NEIGHBORING BANNER SIGNS



Existing: Anthropologie Banners at the corner of 18th & Walnut Street

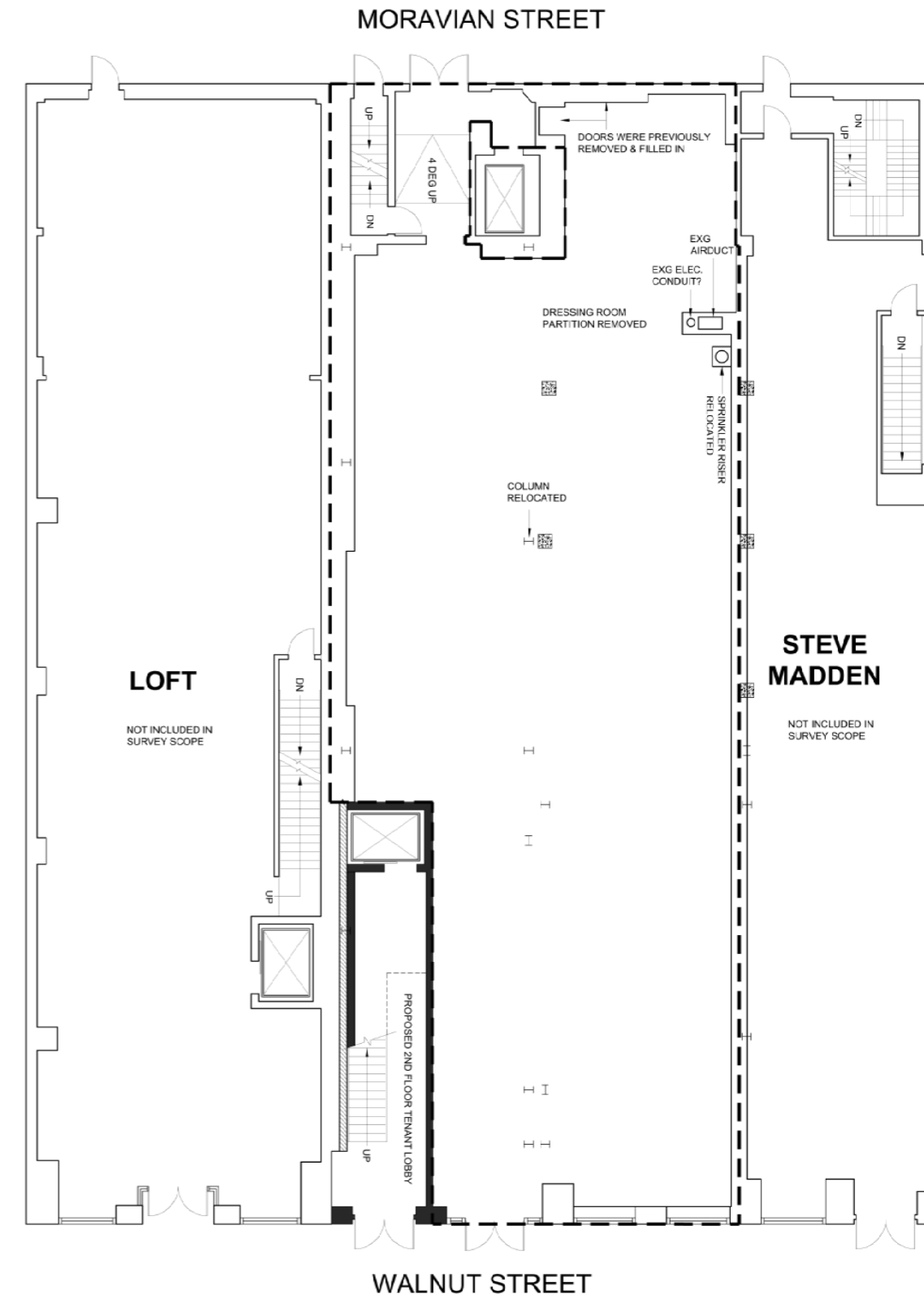
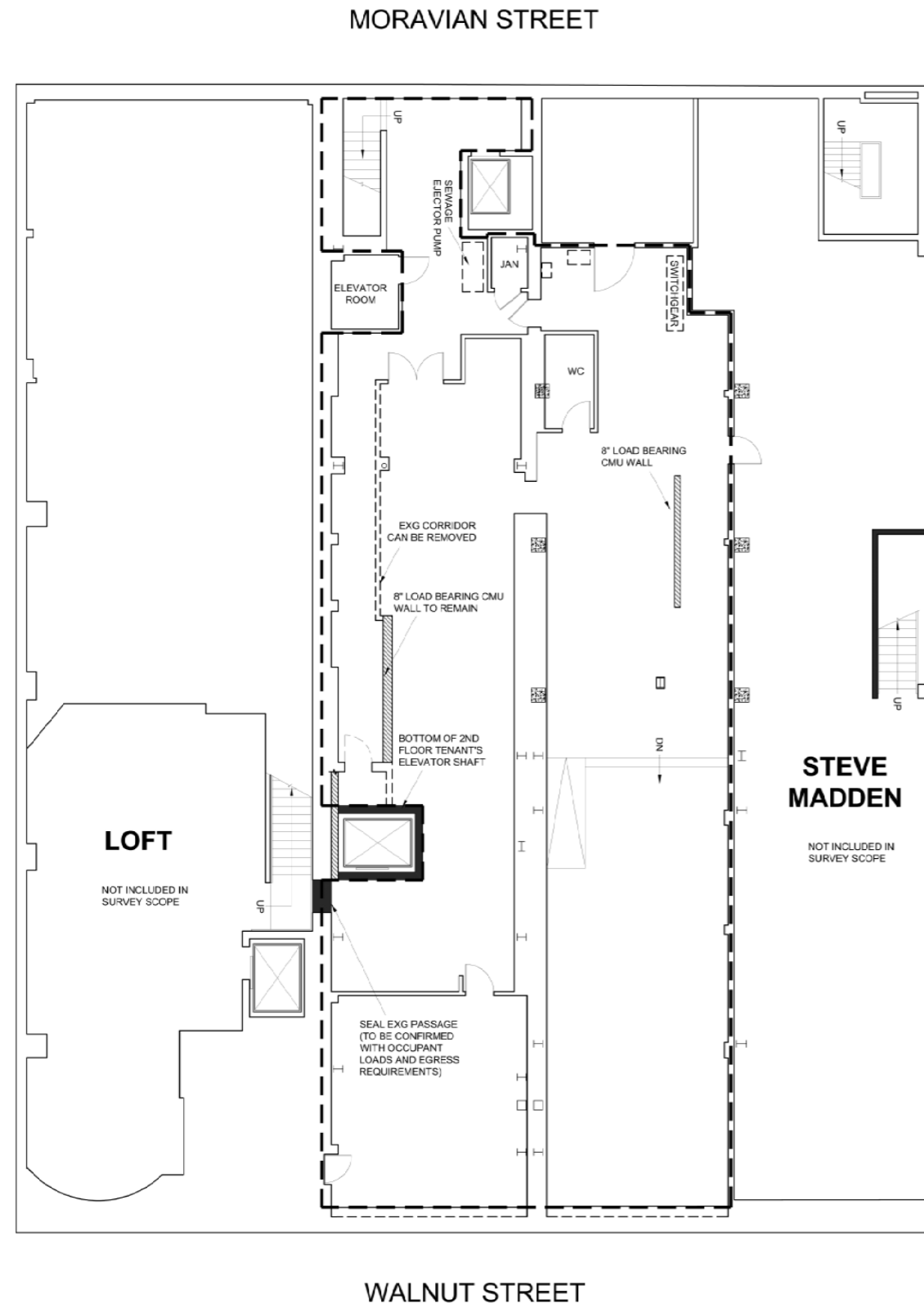


Existing: aka Banner, to the west on Walnut Street

TENANT DELINEATION



BUILDING PLANS



Proposed Basement floor plan

Proposed 1st floor plan

ARITZIA STANDARD FACADE MATERIALS



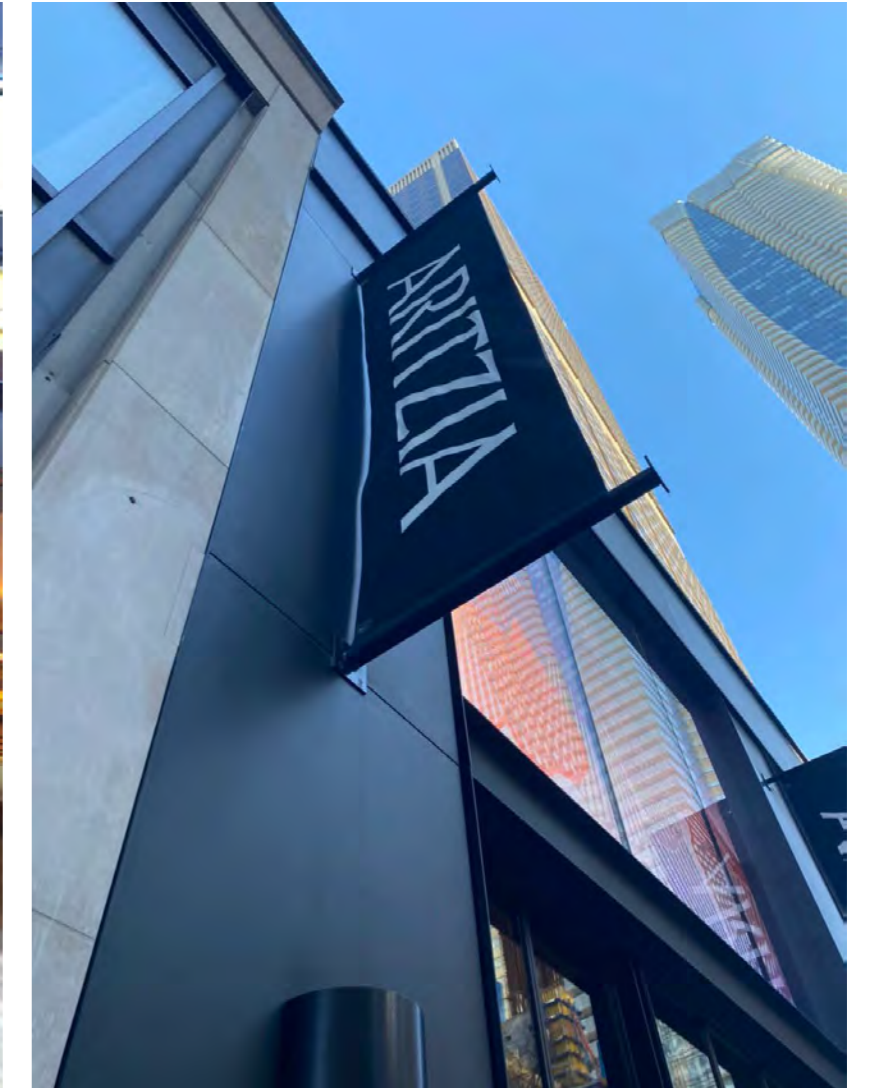
Aritzia Store, Bloor Street, Toronto



Nero Marquina Stone base



Bliss Noram Steel Sash Storefront
Painted Steel Marquee



Banner Sign

PROPOSED ELEVATION



1729

EXISTING TO REMAIN

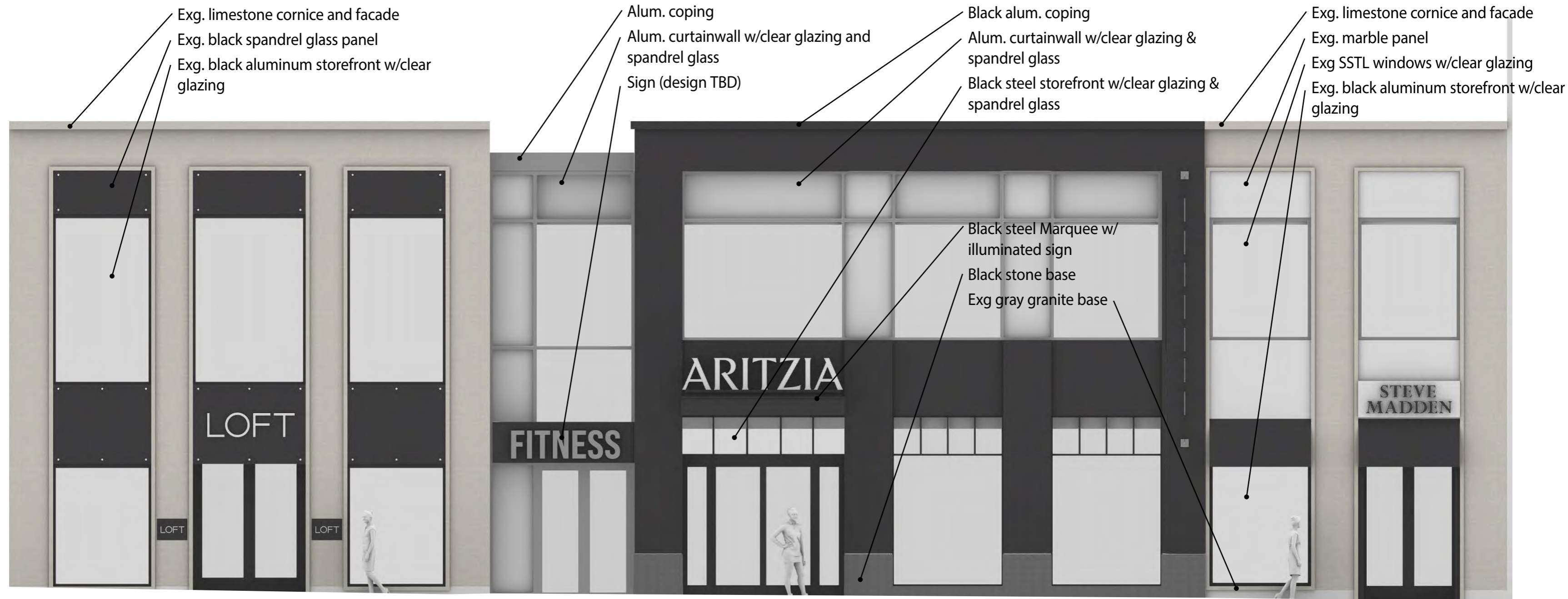
1725 - 1727

PROPOSED NEW FACADE

1723

EXISTING TO REMAIN

PROPOSED ELEVATION | MATERIALS



1729

EXISTING TO REMAIN

1725 - 1727

PROPOSED NEW FACADE

1723

EXISTING TO REMAIN

PROPOSED PERSPECTIVE

LOOKING NORTHEAST ON WALNUT STREET



PROPOSED FACADE PERSPECTIVE

LOOKING NORTHWEST ON WALNUT STREET

