

ADDRESS: 230-36 VINE ST

Proposal: Salvage mosaic, construct mixed-use building

Review Requested: Final Approval

Owner: Groom Investments LLC

Applicant: Shimshon Zakin, Atrium Design Group

History: 1949

Individual Designation: None

District Designation: Old City Historic District, Non-contributing, 12/12/2003

Staff Contact: Jon Farnham, jon.farnham@phila.gov

OVERVIEW: This application proposes to salvage a mosaic mural by Isaiah Zagar from the Painted Bride building, demolish the non-contributing building, construct a mixed-use building, and reinstall parts of the mosaic. The property is located on the south side of the 200-block of Vine Street and runs along N. Bodine Street, a narrow service alley, back to New Street. The building was constructed as a parking garage in 1949, converted for office and warehouse use in 1953, and converted to the Painted Bride Arts Center in the 1980s. The Zagar mosaic was installed in 1991.

The new building would be six stories and 65 feet in height. It would be H-shaped in plan, essentially two buildings connected by a circulation tower with open courtyards to the east and west. The building would be clad in metal panels with cement panels at the circulation tower. In style, the new building would be contemporary. Parts of the salvaged mosaic would be reinstalled at the first floor.

The area around the site in Old City has seen extensive new construction in the last 10 or 15 years. There are several new buildings in the immediate area and several others planned. The proposed building is compatible with those buildings in size, scale, and massing. Moreover, the architectural features of the proposed building are differentiated from but compatible with the context. Although contemporary in design, the proposed building would be compatible with the area because it would serve as a reminder of the Painted Bride, a contemporary arts organization that was fundamental to the revitalization of Old City as an arts community in the late twentieth century.

SCOPE OF WORK:

- Salvage mosaic mural;
- Demolish non-contributing building;
- Construct mixed-use building; and,
- Reinstall parts of the mosaic.

STANDARDS FOR REVIEW:

- *Standard 9: New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*
 - The proposed building is differentiated from yet compatible with the architecture of the historic district.
 - The massing, size, and scale of the proposed building satisfy Standard 9.
 - The architectural features of the building, which are drawn from the mosaic and the memory of the Painted Bride arts organization, reflect the importance of contemporary art to the neighborhood and satisfy Standard 9.

STAFF RECOMMENDATION: The staff recommends approval, pursuant to Standard 9.

APPLICATION FOR BUILDING PERMIT



CITY OF PHILADELPHIA
DEPARTMENT OF LICENSES AND INSPECTIONS
MUNICIPAL SERVICES BUILDING – CONCOURSE
1401 JOHN F. KENNEDY BOULEVARD
PHILADELPHIA, PA 19102
For more information visit us at www.phila.gov/li

APPLICATION # _____

(Please complete all information below and print clearly)

ADDRESS OF PROPOSED CONSTRUCTION:

230 Vine Street, Philadelphia, PA 19106

APPLICANT:

Shimshon Zakin

COMPANY NAME

Atrium Design Group

PHONE #

FAX #

APPLICANT'S ADDRESS:

305 N 15th Street, Ste. 201

Philadelphia, PA 19102

LICENSE #

E-MAIL: shimi@atriumdesigngroup.com / snez@atriumdesigngroup.com

PROPERTY OWNER'S NAME

Shimshon Zakin, Groom Investments, LLC

PROPERTY OWNER'S ADDRESS:

305 N 15th Street, Ste. 201

PHONE #

FAX #

ARCHITECT/ENGINEER IN RESPONSIBLE CHARGE

ARCHITECT/ENGINEERING FIRM ADDRESS:

ARCHITECT/ENGINEERING FIRM:

PHONE #

FAX #

LICENSE #

E-MAIL:

CONTRACTOR:

CONTRACTING COMPANY ADDRESS:

CONTRACTING COMPANY:

PHONE #

FAX #

LICENSE #

E-MAIL:

USE OF BUILDING/SPACE

ESTIMATED COST OF WORK

\$ _____

BRIEF DESCRIPTION OF WORK:

Demolition of the existing building on the property, previously removing the mosaic mural, salvaging and storing significant pieces for reuse.
The construction of a 6-story building per the approved zoning plan, to include:
85 Units of Visitor Accomodation with primary entry from New Street; underground garage with 30 parking spaces;
restaurant at first floor along Vine Street; Cafe storefront on New Street; central courtyard;
roof decks: commercial at north wing and residential at south wing.

TOTAL AREA UNDERGOING CONSTRUCTION: 67,690.00 _____ square feet

COMPLETE THESE ITEMS IF APPLICABLE TO THIS APPLICATION:

OF NEW SPRINKLER HEADS (suppression system permits only): _____ **LOCATION OF SPRINKLERS:** _____

OF NEW REGISTERS/DIFFUSERS (hvac/ductwork permits only): _____ **LOCATION OF STANDPIPES:** _____

IS THIS APPLICATION IN RESPONSE TO A VIOLATION? NO YES **VIOLATION #:** _____

All provisions of the building code and other City ordinances will be complied with, whether specified herein or not. Plans approved by the Department form a part of this application. I hereby certify that the statements contained herein are true and correct to the best of my knowledge and belief. I further certify that I am authorized by the owner to make the foregoing application, and that, before I accept my permit for which this application is made, the owner shall be made aware of all conditions of the permit. I understand that if I knowingly make any false statement herein I am subject to such penalties as may be prescribed by law or ordinance.

APPLICANT'S SIGNATURE: p.p.

DATE: 07 / 11 / 23



Re: 230 Vine Street, Philadelphia, PA 19106

July 6, 2023

To Whom It May Concern:

My name is Emily Smith and I am the Executive Director of Philadelphia's Magic Gardens, the nonprofit museum advocating for the Isaiah Zagar mural installed on 230 Vine Street. As I cannot attend the Architectural Committee and Historical Commission meetings regarding the property, I am writing to confirm my ongoing conversations with Shimi Zakin of Atrium Design Group. Mr. Zakin has been working in partnership with Philadelphia's Magic Gardens and Isaiah Zagar since fall 2020 when he first shared his design for 230 Vine Street. While the 2020 design that would have preserved the entirety of the artwork was the preferred option for all parties involved, we have continued to work with Mr. Zakin as the design evolved due to the overturning of the ZBA's approval.

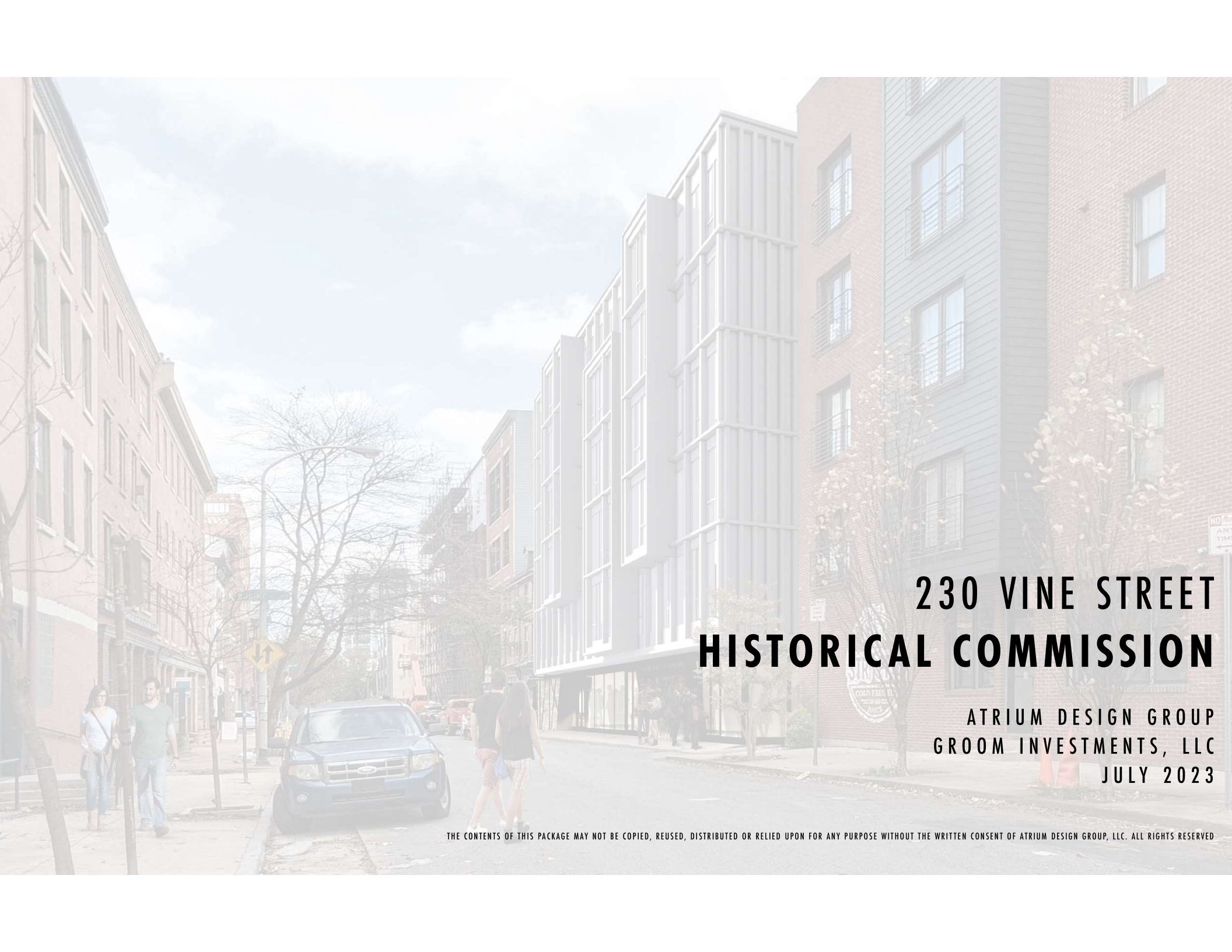
We lament the Historic Commission's 2018 decision not to protect the artwork and have fought hard to save the building's façade from its current fate of demolition, but we are committed to honoring the mosaic's importance and interpreting the story of what happened for future generations. Mr. Zakin has engaged in numerous discussions with the preservation staff at Philadelphia's Magic Gardens in regards to 1) removing the netting which covered the building for the past 5 years in order for the artwork to be properly documented; 2) review options (if any) for moving the mosaic offsite; and 3) recovering significant tiles for re-installation on the new building.

We are exploring various design options for the ground floor that would incorporate original tiles that are removed prior to demolition, as well as the potential for new mosaic to be installed. Both Mr. Zakin and the Philadelphia's Magic Gardens team are interested in acknowledging the story of what happened and are eager to pay homage to the original artwork. While we believe the loss of the Painted Bride mural is an incredible blow to Old City, we know it is critical to support new public art installation and interpretation. We believe this is very much in alignment with the historical and architectural character of the neighborhood.

The Philadelphia's Magic Gardens preservation team is highly experienced in the removal and re-installation of Zagar mosaics. I am happy to discuss any preservation strategies or design details for this project as needed.

A handwritten signature in cursive script that reads "Emily Smith".

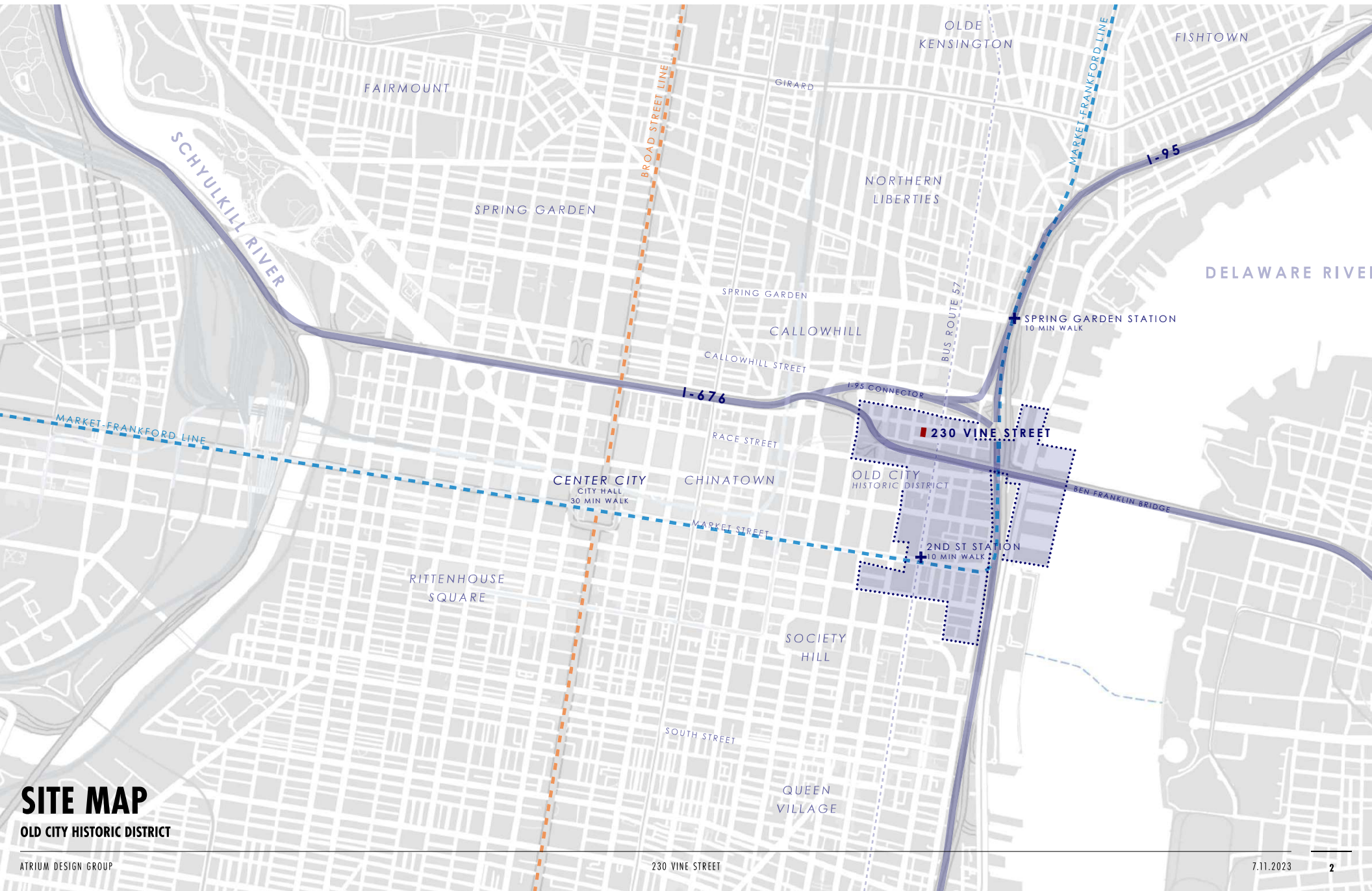
Emily Smith
Executive Director
Philadelphia's Magic Gardens



230 VINE STREET HISTORICAL COMMISSION

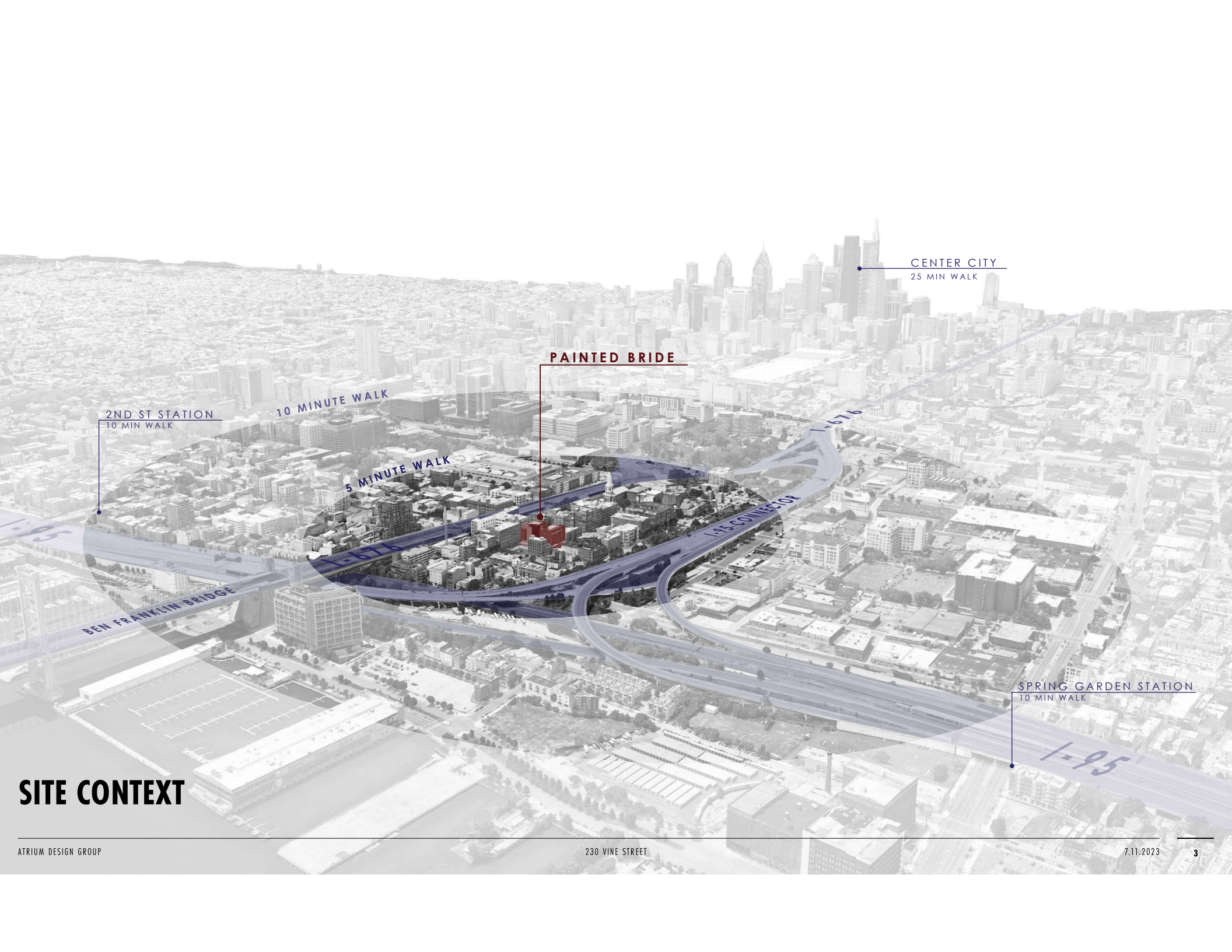
ATRIUM DESIGN GROUP
GROOM INVESTMENTS, LLC
JULY 2023

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SITE MAP

OLD CITY HISTORIC DISTRICT



PAINTED BRIDE

2ND ST STATION
10 MIN WALK

10 MINUTE WALK

5 MINUTE WALK

CENTER CITY
25 MIN WALK

SPRING GARDEN STATION
10 MIN WALK

SITE CONTEXT





PROPOSED DEVELOPMENT

- 85 UNITS OF VISITOR ACCOMMODATION WITH PRIMARY ENTRY FROM NEW STREET
- 30 PARKING SPACES IN UNDERGROUND GARAGE WITH ENTRY FROM NEW STREET
- 4,800 SF RESTAURANT WITH ENTRY FROM VINE STREET
- 1,000 SF CAFE WITH ENTRY FROM NEW STREET
- CENTRAL COURTYARD WITH ZAGAR MOSAIC GARDEN
- COMMERCIAL ROOF DECK AT NORTH ROOF
- RESIDENTIAL ROOF DECK AT SOUTH ROOF



SITE PLAN

VINE STREET ELEVATION



NEW STREET ELEVATION



- METAL PERGOLA
- CORNICE. ALUMINUM TO MATCH FACADE FINISH
- ALUMINUM CLADDING
- WHITE ALUMINUM WINDOWS, TYP.
- ACCENT PILASTERS TO MATCH WINDOW FINISH, TYP.
- HORIZONTAL ARTICULATION BAND BETWEEN FLOORS
- ALUMINUM STOREFRONT, CHARCOAL
- METAL GRATE @ GARAGE ENTRY, CHARCOAL
- CONCRETE CANVAS WITH SLAVAGED MOSAIC ACCENTS





BODINE STREET ELEVATION

STANDARD 9:

NEW ADDITIONS, EXTERIOR ALTERATIONS, OR RELATED NEW CONSTRUCTION

WILL NOT DESTROY HISTORIC MATERIALS, FEATURES, AND SPATIAL RELATIONSHIPS THAT CHARACTERIZE THE PROPERTY.

THE NEW WORK SHALL 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.

RELEVANT ASPECTS OF DESIGN APPROACH:

MASSING

FACADE GRID

VERTICALITY

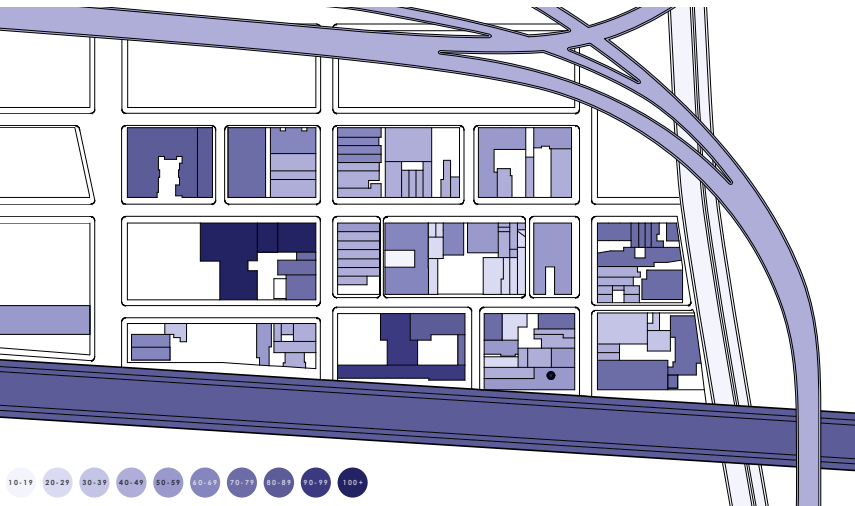
WINDOW PROPORTIONS

MATERIALITY & COLOR

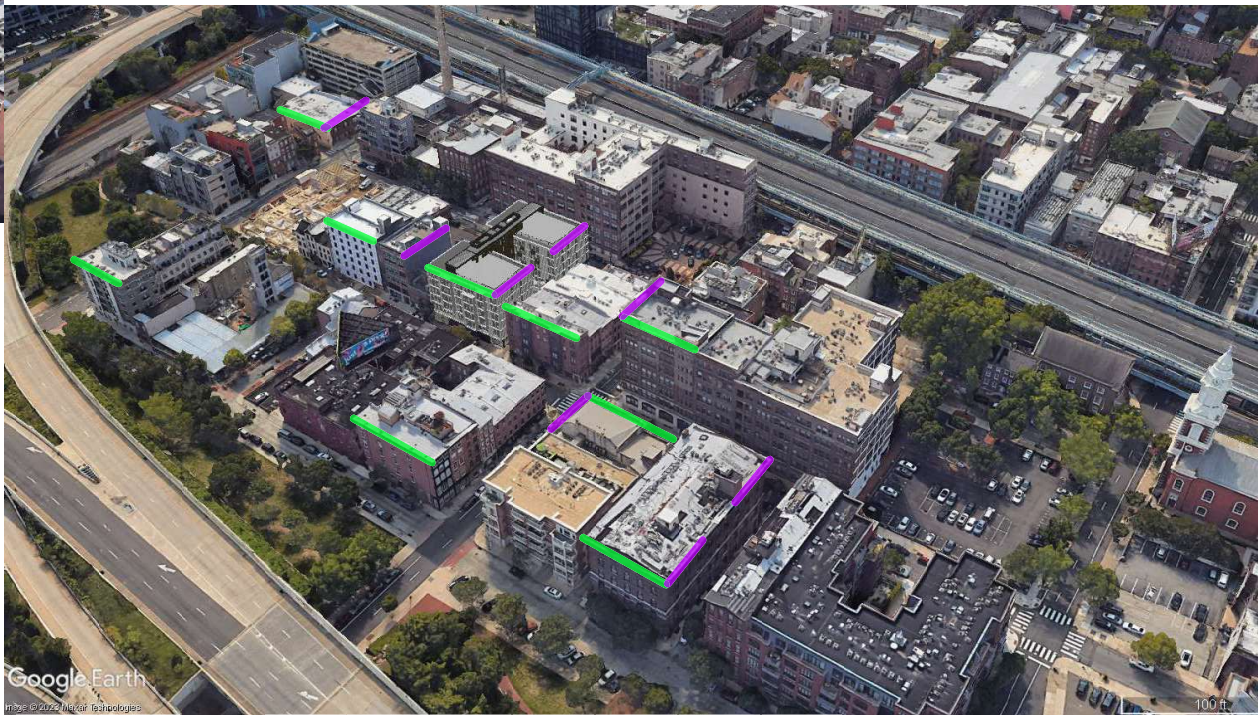
MOSAIC MEMORY



IN HEIGHT AND OVERALL BUILDING DIMENSIONS, THE PROPOSED DEVELOPMENT APPROXIMATES THE MID-SIZED BUILDINGS IN THE IMMEDIATE NEIGHBORHOOD, WHICH ARE PREVALENT IN THE FABRIC.



MASSING + SCALE





THE OVERALL FACADE ARTICULATION IS DEFINED BY THE GRID IN ACKNOWLEDGMENT OF THE INDUSTRIAL AND WAREHOUSE BUILDINGS WHICH VERY MUCH DEFINE THE VICINITY, ESPECIALLY AMONG MID-SIZED AND TALLER BUILDINGS.



3RD STREET AND VINE

FACADE GRID

WITHIN INDUSTRIAL TYPOLOGY



231-35 N 2ND STREET



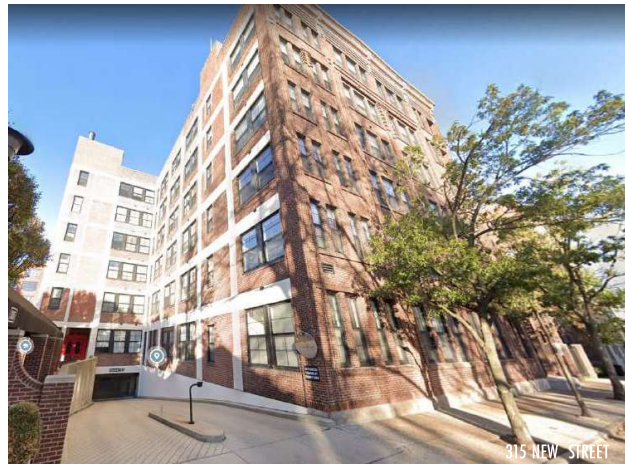
231-47 N 3RD STREET



315 NEW STREET



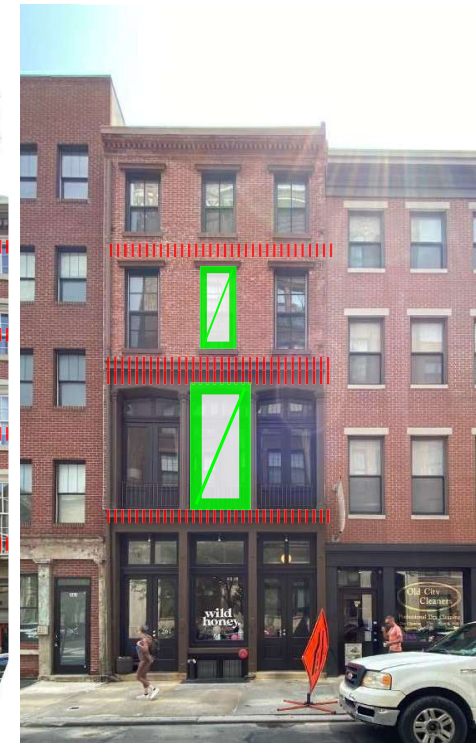
3RD STREET AND NEW STREET



- FURTHER VERTICAL SUBDIVISION OF THE GRID WITH PILASTERS, FOR TEXTURE AND GRANULARITY OF THE STREET FACADES.
- GENERAL VERTICAL BREAK-DOWN OF THE MASS FOR LIGHTNESS

VERTICALITY

FACADE SUBDIVISION WITH PILASTERS



FLOOR-TO-CEILING WINDOWS ON MULTIPLE STORIES WITH OVERALL WINDOW PROPORTIONS SIMILAR TO BOTH INDUSTRIAL AND RESIDENTIAL BUILDINGS IN THE NEIGHBORHOOD.

WINDOW PROPORTIONS

FLOOR TO CEILING IN APPROXIMATE 1:2 PROPORTION



COLOR & MATERIALITY

VARIETY AND CONTRAST

THE OLD CITY IN GENERAL, BUT EVEN MORE PRONOUNCEDLY THE MORE CLOSER VICINITY OF THIS SITE, IS A RICH COLLECTION OF AND CONVERSATION BETWEEN A VARIETY OF STYLISTIC INTERPRETATIONS, COLORS, SIZES...



MOSAIC

RECOVER AND RESUSE SIGNIFICANT MOSAIC TILES. INCORPORATE IN THE DESIGN NEW ARTWORK IN HOMAGE TO THE PAINTED BRIDE.



VINE STREET
N 200

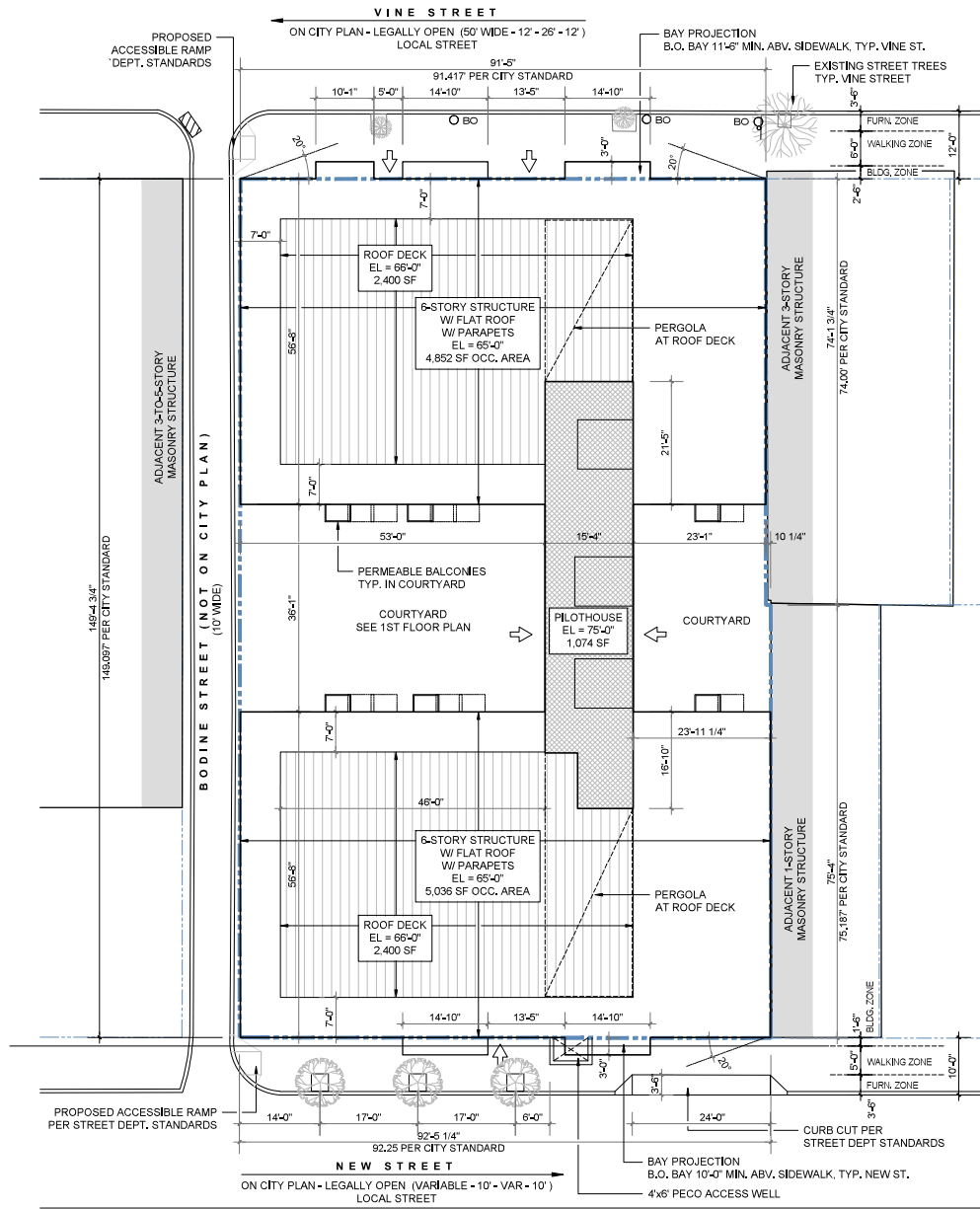


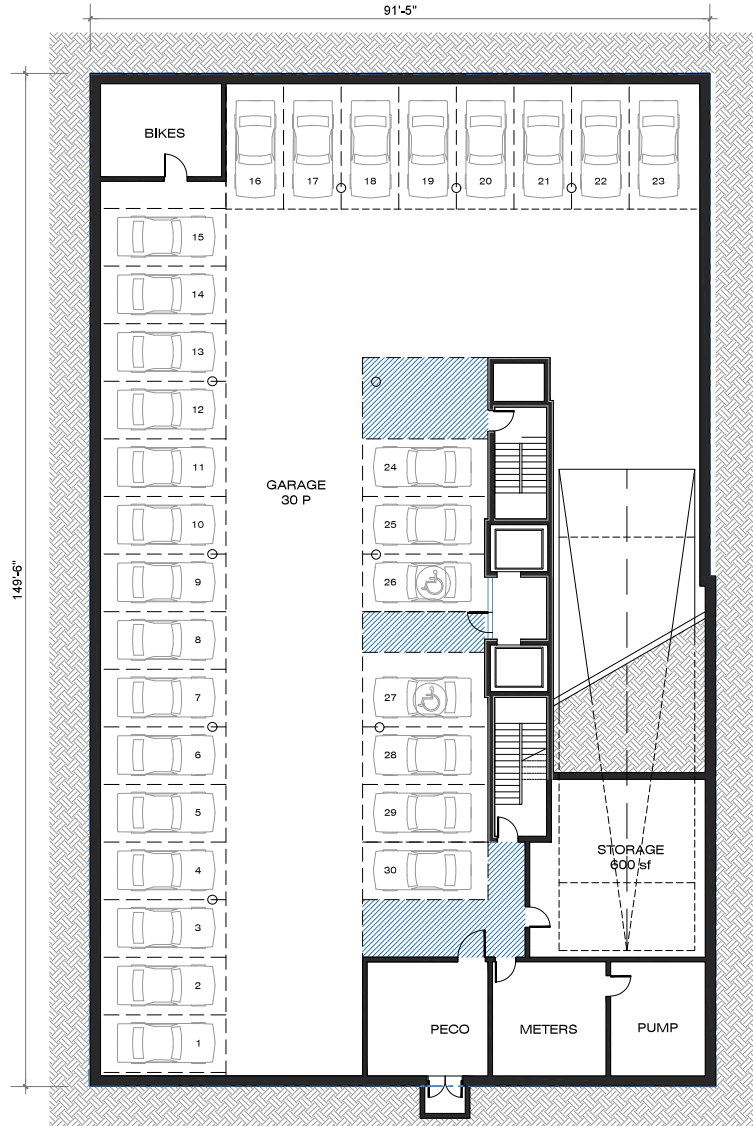




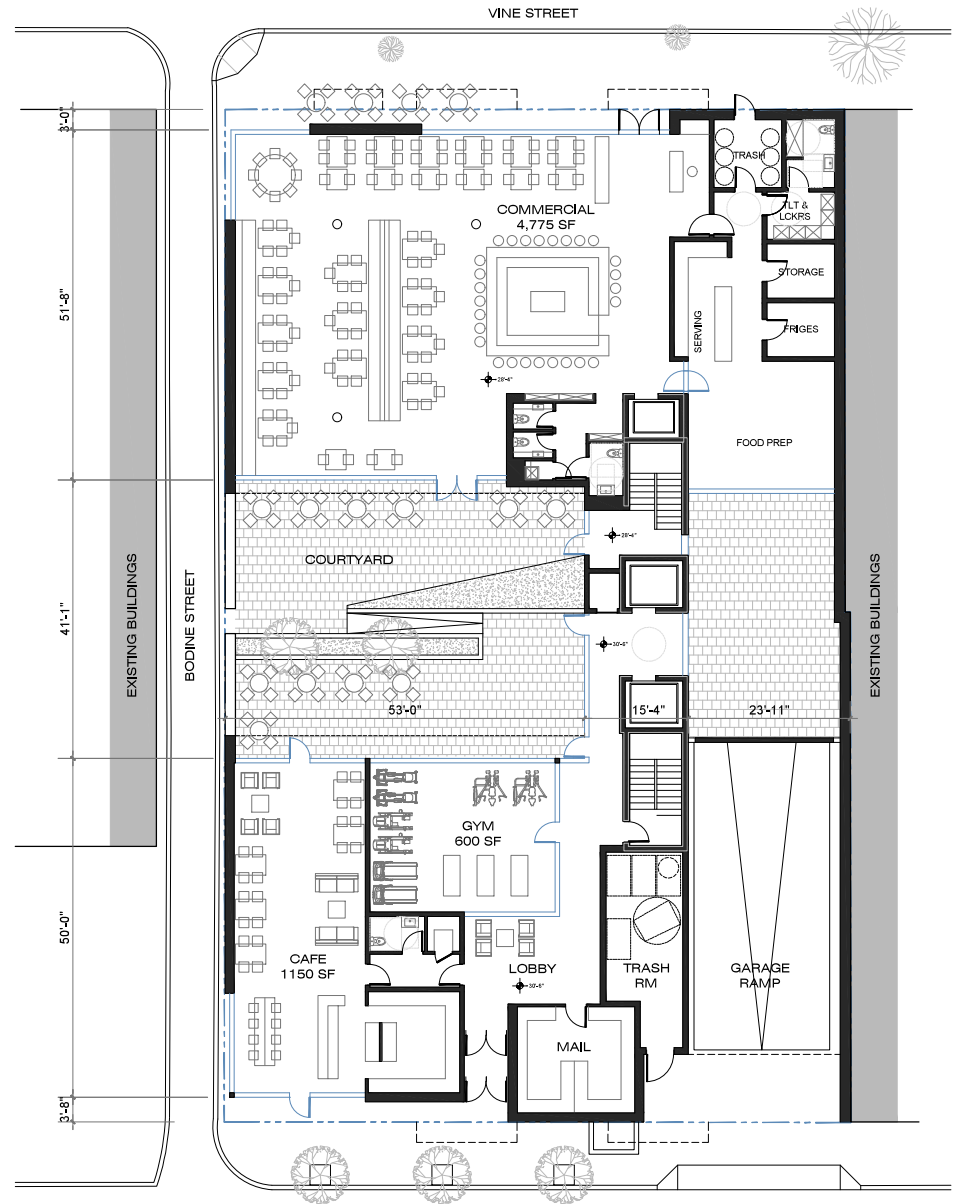








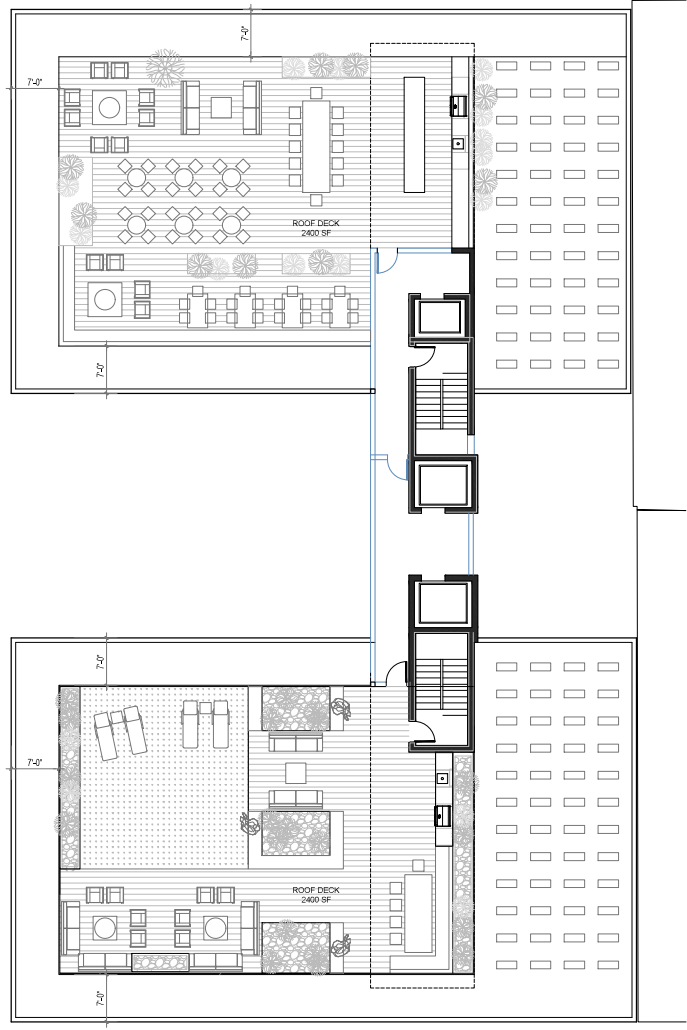
BASEMENT PLAN



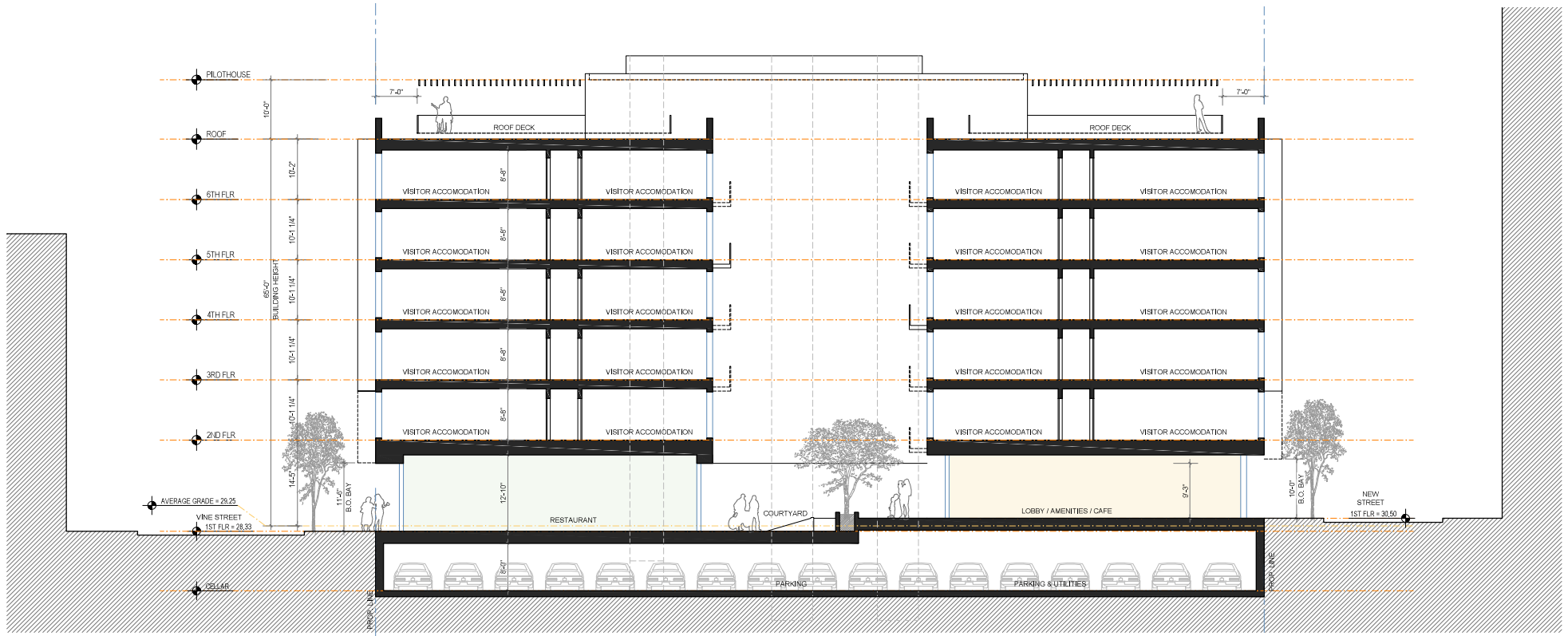
1ST FLOOR PLAN



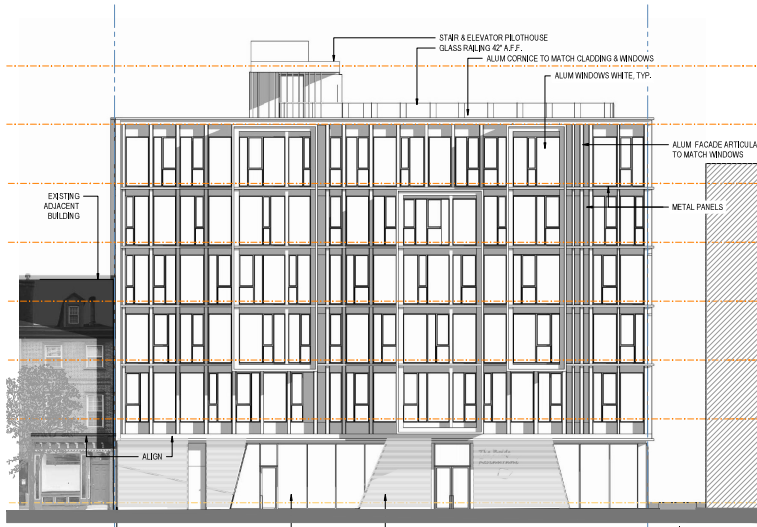
TYPICAL FLOOR PLAN



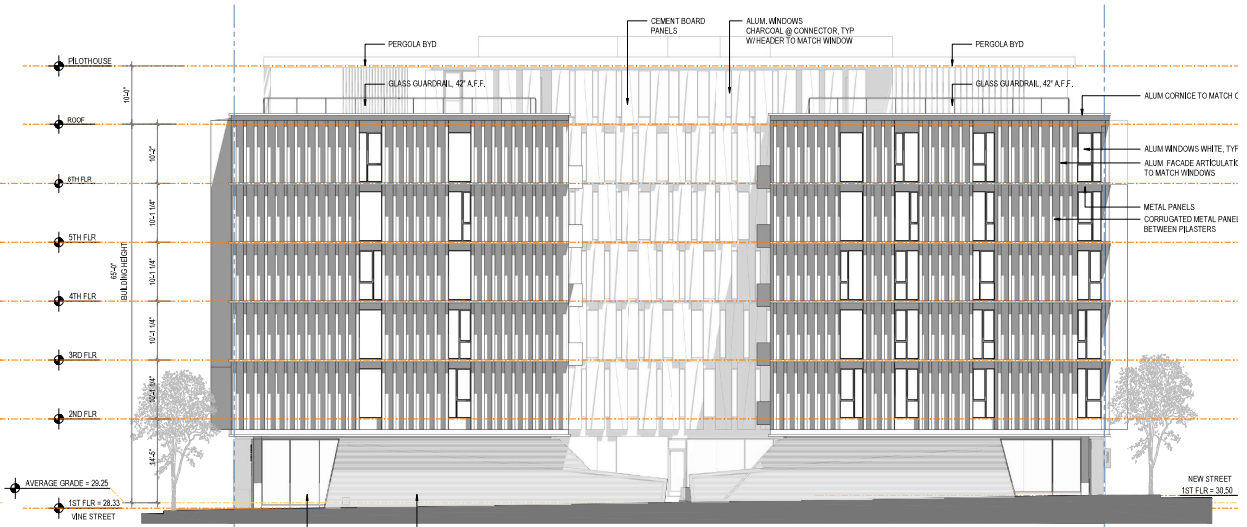
ROOF DECK PLAN



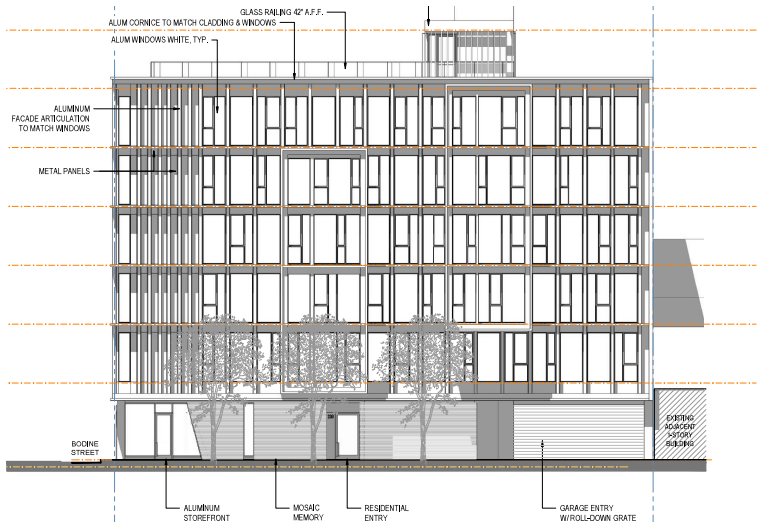
SITE SECTION



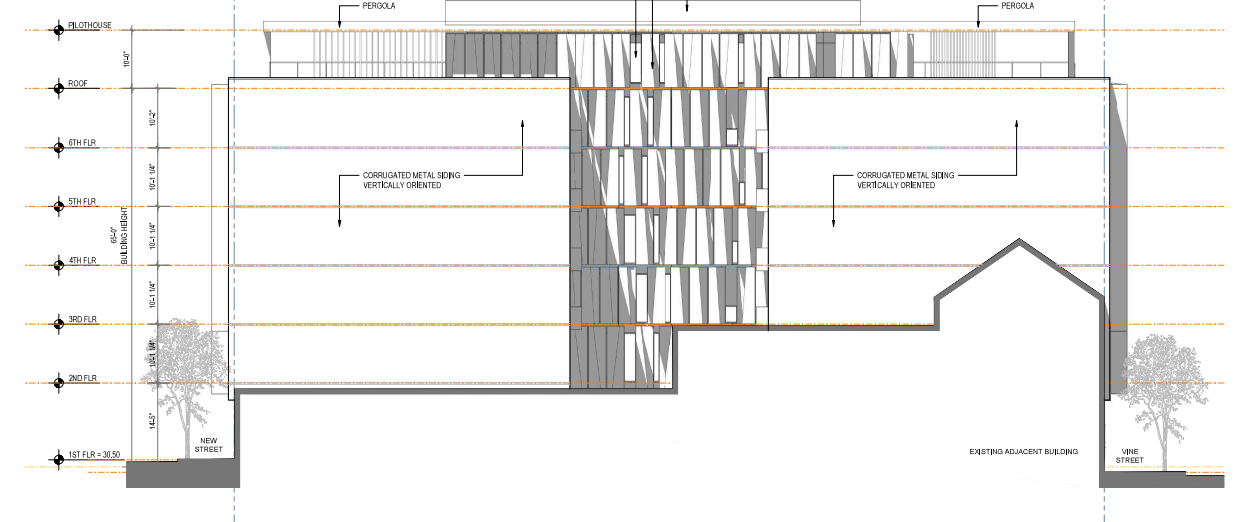
VINE STREET ELEVATION



BODINE STREET ELEVATION



NEW STREET ELEVATION



EAST ELEVATION