

**ADDRESS: 1301-25 CHESTNUT ST**

Proposal: Install signage; add doorways; install interior partitions; construct rooftop additions with pool and deck

Review Requested: Final Approval

Owner: TF Cornerstone

Applicant: Jonathan Alan Broh, JKR Partners

History: 1910, John Wanamaker Department Store, Daniel H. Burnham & Co., architect

Individual Designation: None

District Designation: None

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

**OVERVIEW:** This application proposes several changes to the Wanamaker building as it transitions from a department store with offices to a mixed-use retail and residential building. The building and the Grand Court portion of the interior are individually designated and the Eagle statue in the Grand Court is designated as an object.

At the ground floor, the application proposes dividing the department store retail space into several smaller retail spaces. Bronze and glass storefront partitions would be added in arched openings in the Grand Court to create retail spaces. New entrances to retail spaces in the north and south sections of the building would be inserted into existing window openings at all four exterior facades on Market, Juniper, Chestnut, and 13<sup>th</sup> Streets. The designs for the new doorways would be based on the building's historic doorways. Standardized tenant signage is proposed for the exterior.

At the rooftop, the application proposes two small, one-story additions, roof deck, and pool. The rooftop additions would not be visible from the street.

**SCOPE OF WORK:**

- Install signage.
- Add doorways.
- Install interior partitions.
- Construct rooftop additions with pool and deck.

**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 will not destroy historic materials, features, and spatial 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.*
  - The alterations and additions will not destroy historic materials, features, or spatial relationships. They 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, satisfying Standard 9.
- *Standard 10: New additions and adjacent or related new construction will be undertaken in such manner that, if removed in the future, the essential form and integrity of the historic property and its environment will be unimpaired.*
  - The proposed alterations and additions are reversible, satisfying Standard 10.

- *Roofs Guideline | Recommended: Designing rooftop additions, elevator or stair towers, decks or terraces, dormers, or skylights when required by a new or continuing use so that they are inconspicuous and minimally visible on the site and from the public right-of-way and do not damage or obscure character-defining historic features.*
  - The rooftop additions including the deck with railings and pool will not be visible from the public right-of-way.

**STAFF RECOMMENDATION:** Approval, with the staff to review details, pursuant to Standards 9 and 10 and the Roofs Guideline.

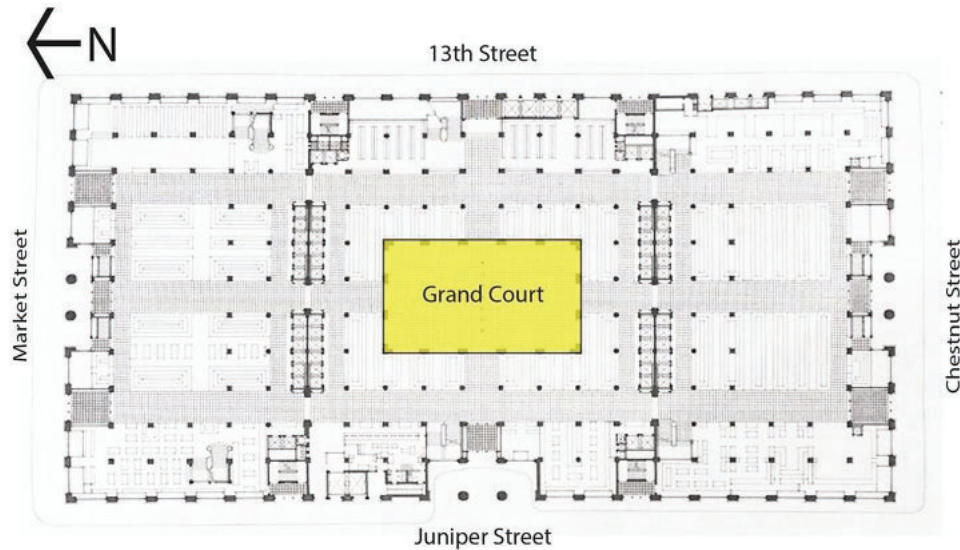


Figure 1. Plan of ground floor showing designated interior area in yellow. The Historical Commission has no jurisdiction over interior work outside the yellow area.



December 2, 2025

Dr. Jonathan Farnham  
Executive Director  
Philadelphia Historic Commission  
One Parkway, 13th Floor  
1515 Arch Street  
Philadelphia, PA 19102

Re: 1300 Market Street, The Wanamaker Building

Dr. Farnham,

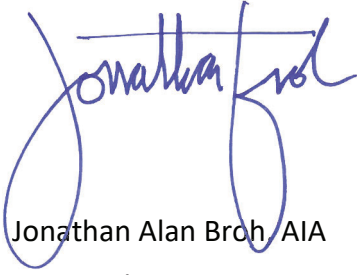
We are pleased to submit proposed renovations, additions and alterations to The Wanamaker Building as follows:

- Grand Court
  - New finishes for the architectural elements facing the grand court.
  - New storefront and other retail elements at ground level
- Exterior, retail levels
  - New storefront entries at all (4) corners of the building
  - Proposed typical signage and banners for retail tenants. The retail area will now be comprised of multiple tenants, and the intent is to establish a standard for the signage of prospective tenants.
- Roof
  - New roof deck and swimming pool with continuous guard rail along the perimeter.
  - (2) new rooftop additions which serve the roof deck.

The building is owned by TF Cornerstone. Please see attached photographs, drawings and renders. This project is being submitted for final approval.

Please contact me with any questions.

Sincerely,

A handwritten signature in blue ink, reading "Jonathan Broh". The signature is stylized with large loops and a horizontal line across the top.

Jonathan Alan Broh, AIA  
JKRP Architects

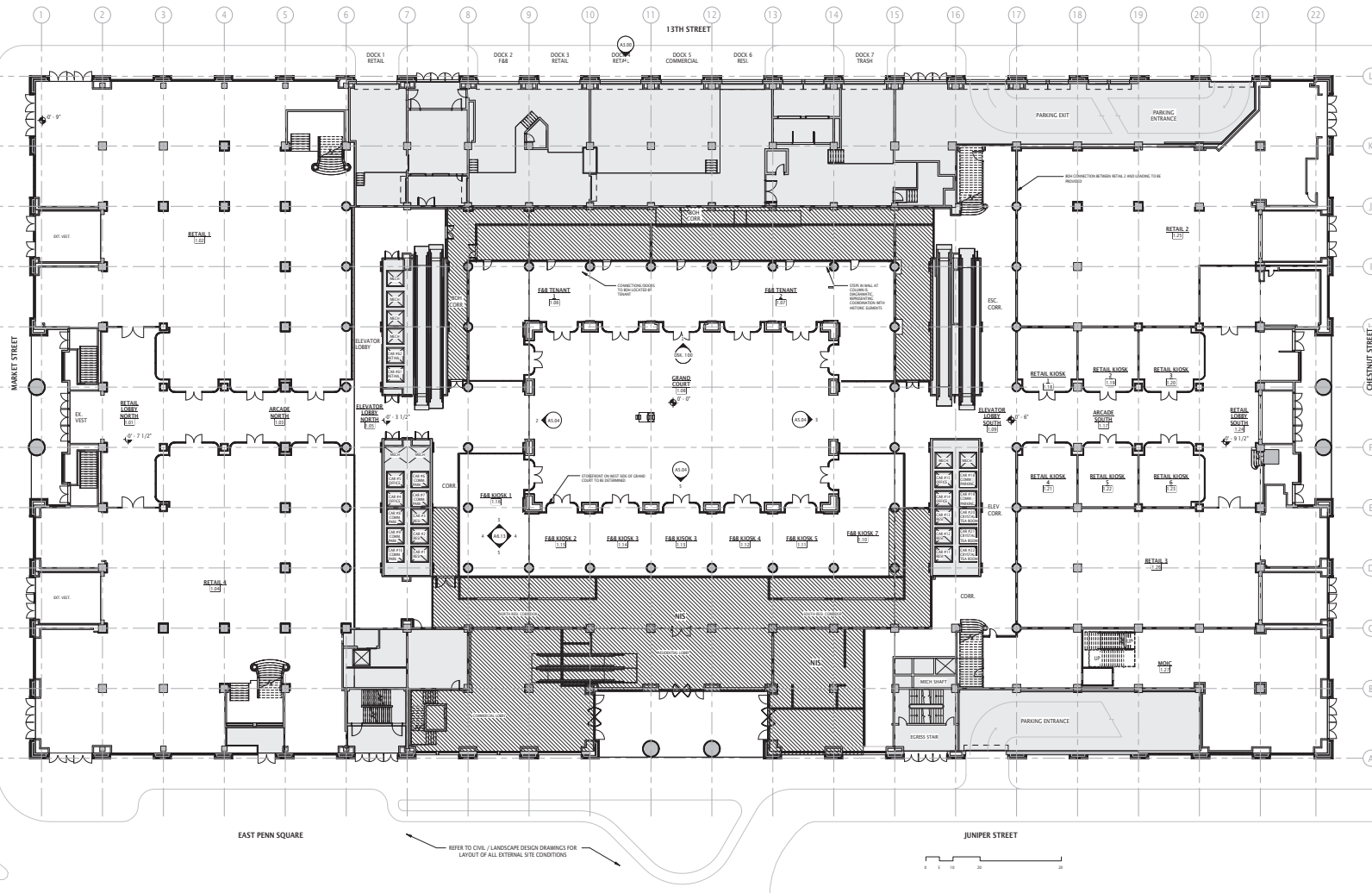


THE WANAMAKER BUILDING

PHILADELPHIA HISTORICAL COMMISSION SUBMISSION

DECEMBER 2, 2025





**WANAMAKER RETAIL**  
**RETAIL LEVELS 1 - 3M**  
FIRST FLOOR PLAN

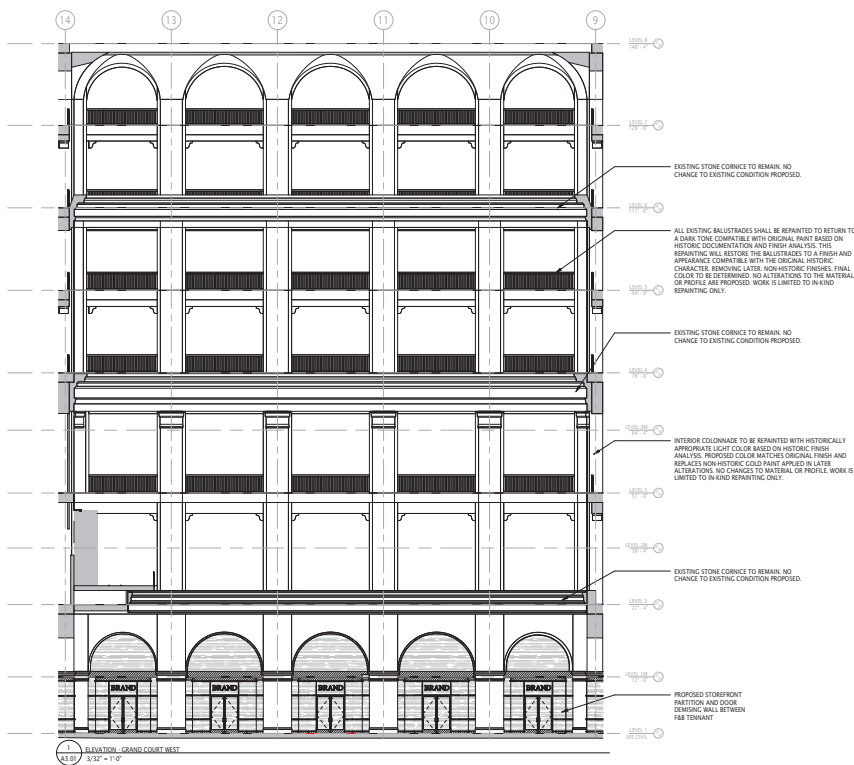
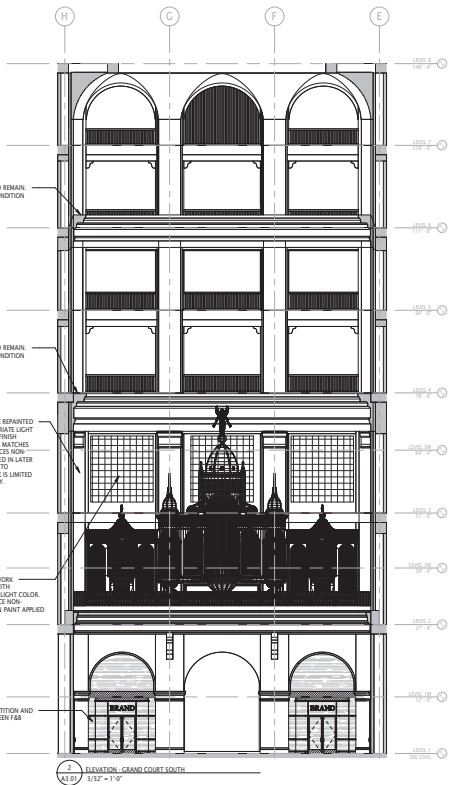
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DRAWN BY: Author  
REVISIONS:

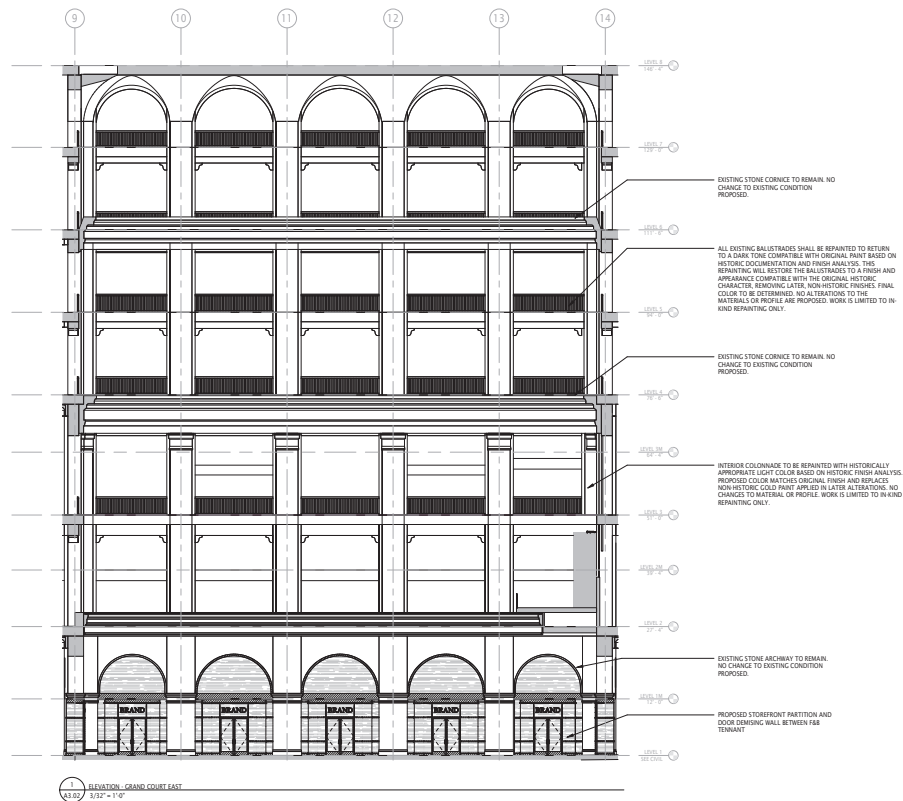
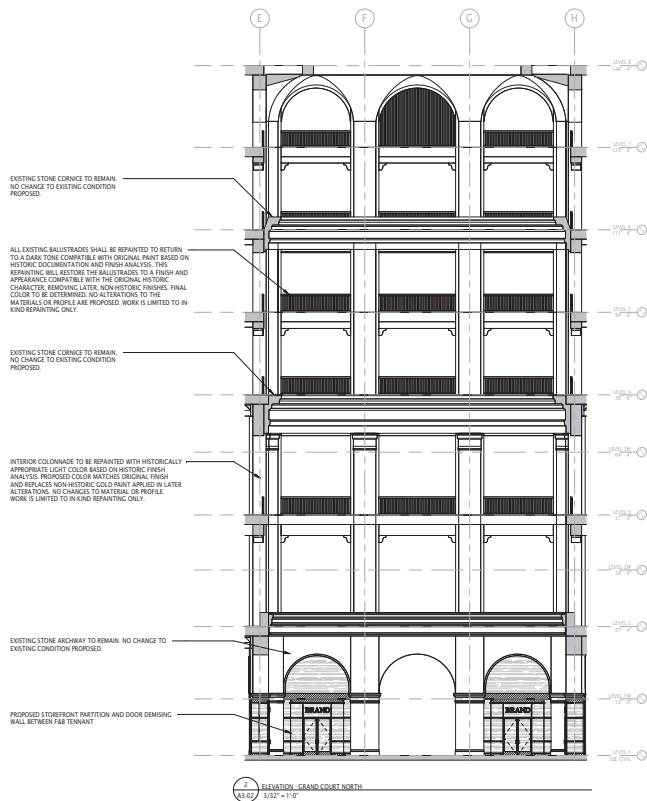
**WANAMAKER RETAIL**  
RETAIL LEVELS 1 - 3M  
ELEVATIONS GRAND COURT

DATE: YYYY/MM/DD  
DRAWN BY: Author  
REVISIONS:



**A3.01**  
HISTORIC COMMISSION  
SUBMISSION





WANAMAKER RETAIL  
RETAIL LEVELS 1 - 3M  
100 E PENN SQUARE  
PHILADELPHIA, PA 19107  
ELEVATIONS GRAND COURT

DATE: YYYY/MM/DD  
DRAWN BY: Author  
REVISIONS:



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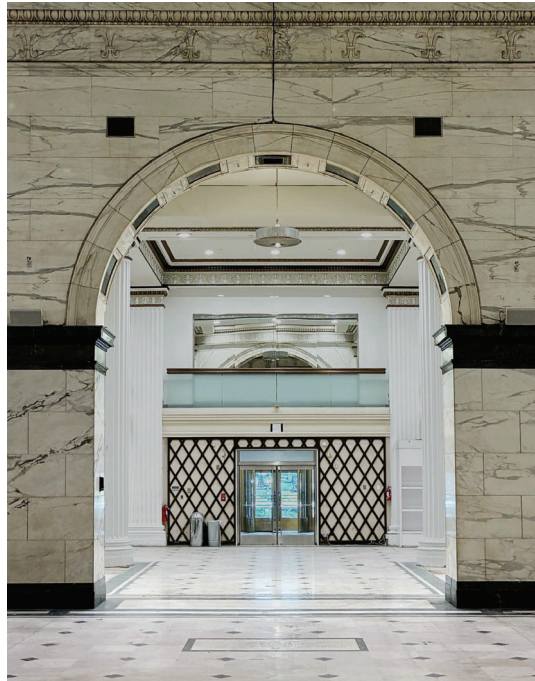
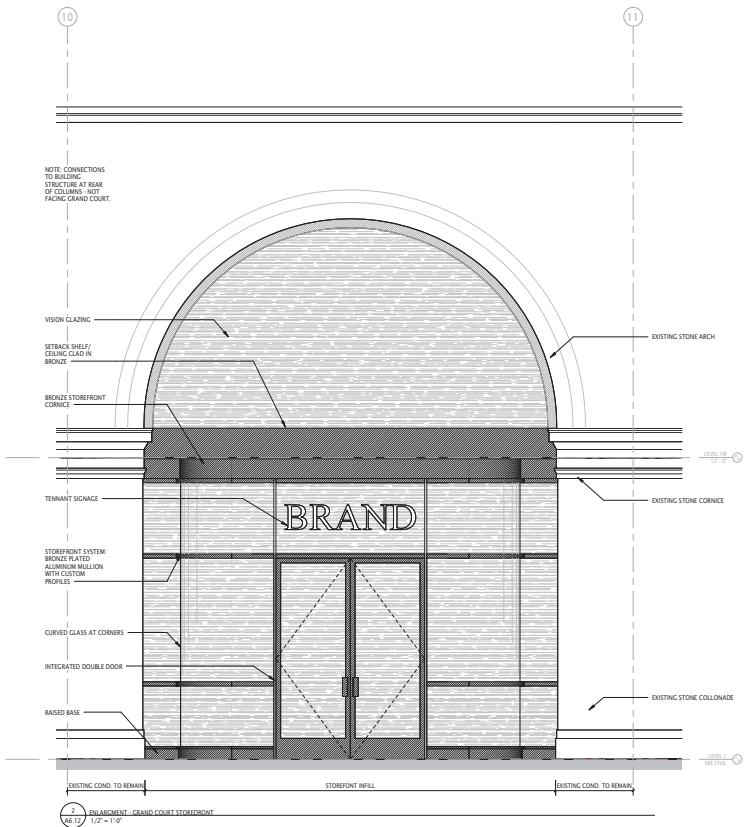
**A3.02**

HISTORIC COMMISSION  
SUBMISSION

# Grand Court







WANAMAKER RETAIL  
RETAIL LEVELS 1 - 3M  
100 E PENN SQUARE  
PHILADELPHIA, PA 19107  
DETAIL - TYPICAL  
STOREFRONT GRAND  
COURT

DATE: YYYY-MM-DD  
DRAWN BY: Author  
REVISIONS:

AS INDICATED  
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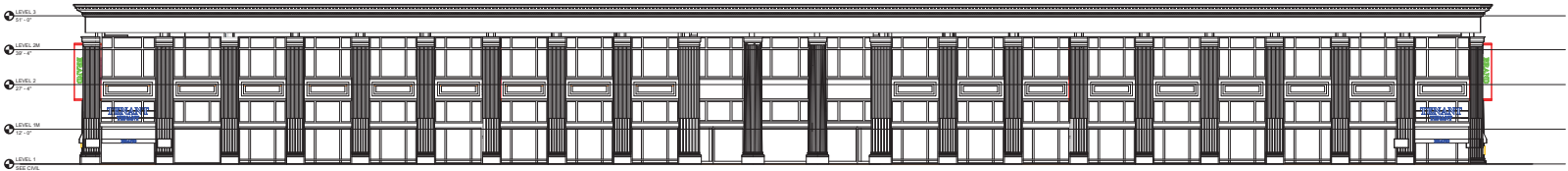
**A6.12**  
PROJECT STATUS

## Grand Court - Storefront

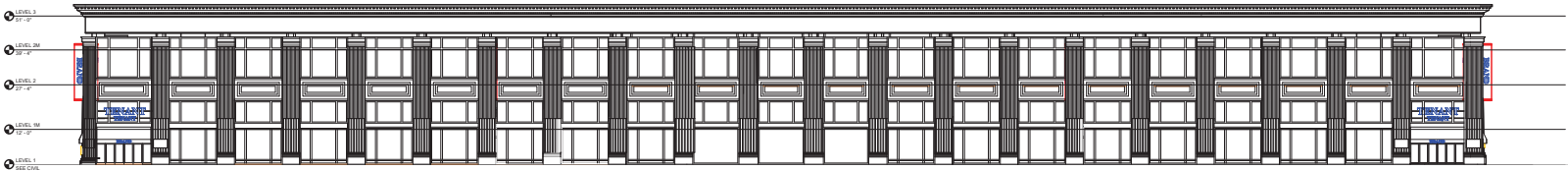


Storefront at Grand Court - Perspective View

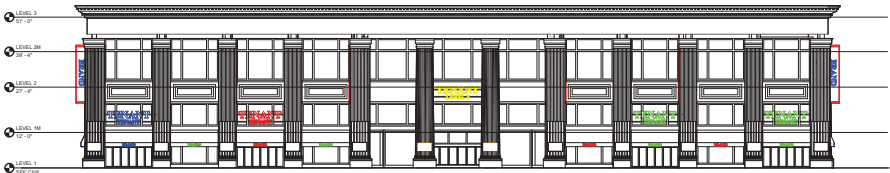
# Retail Signage - Elevations



JUNIPER STREET



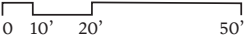
13th STREET



MARKET STREET



CHESTNUT STREET







WANAMAKER OFFICE LEASE, LP  
1300 MARKET ST #A  
PHILADELPHIA, PA 19107

BALA CONSULTING ENGINEERS  
1285 DRUMMERS LANE, SUITE 200  
WAYNE, PA 19406

IMEG  
150 SOUTH WARNER ROAD, SUITE 100  
KING OF PRUSSIA, PA 19406

19 West 34th Street, Suite 1010  
New York, NY 10001  
212 962 6307  
[pau.studio](http://pau.studio)

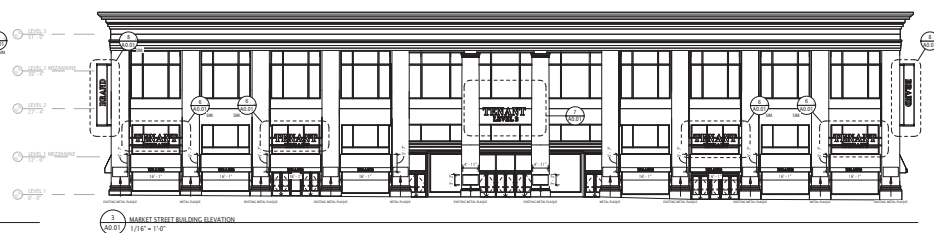
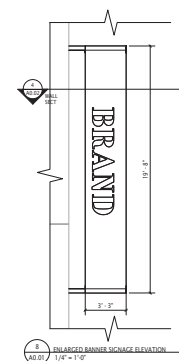
## SIGNAGE ELEVATIONS

DATE: 2025.12.01  
DRAWN BY: JAB | DG | MRM | TC  
REVISIONS:

AS INDICATED

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A0.01

HISTORIC COMMISSION  
SUBMISSION

ORIGINAL SHEET SIZE: 30" X 42" ARCH E1



## Retail Signage - Market Street - Color





## Retail Signage - Chestnut Street -Color





## Retail Signage - Market Street - White

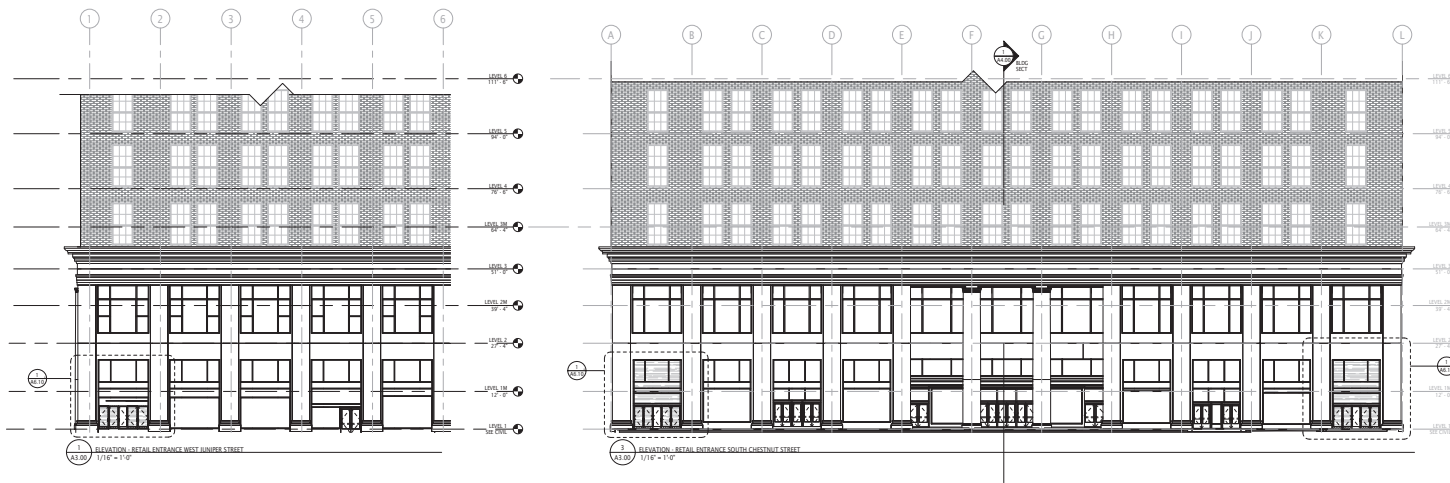




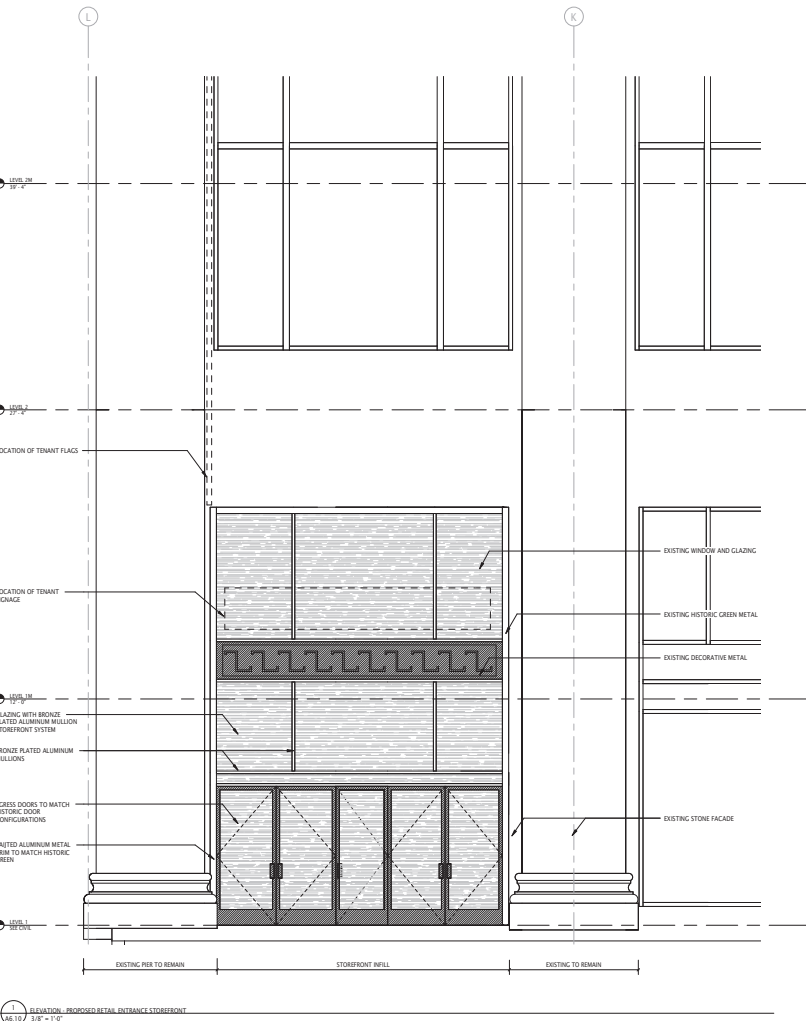
## Retail Signage - Chestnut Street - White









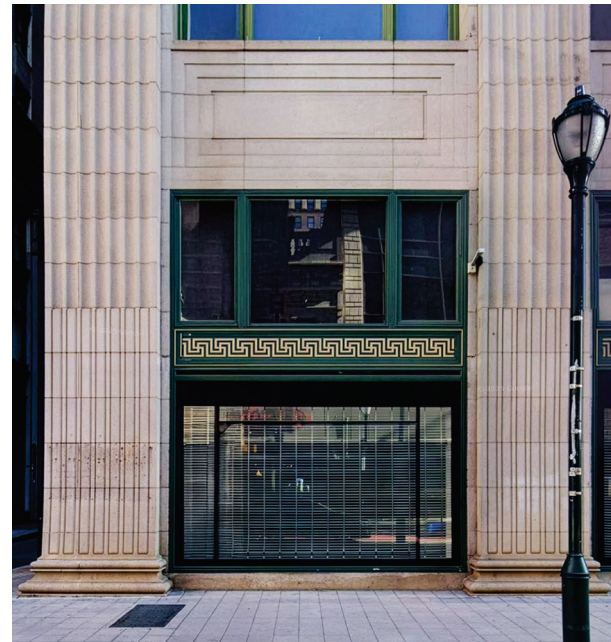


1 ELEVATION - PROPOSED RETAIL ENTRANCE STOREFRONT  
1/8" = 1'-0"

EXISTING DOORS TO SERVE AS REFERENCE.  
NEW EXTERIOR DOORS TO BE DESIGNED  
SIMILAR, MATCHING KEY PROFILES,  
PROPORTIONS, AND DETAILS.



2 IMAGE - EXISTING CONDITION



2 IMAGE - EXISTING CONDITION ENLARGED

WANAMAKER RETAIL

RETAIL LEVELS 1 - 3M

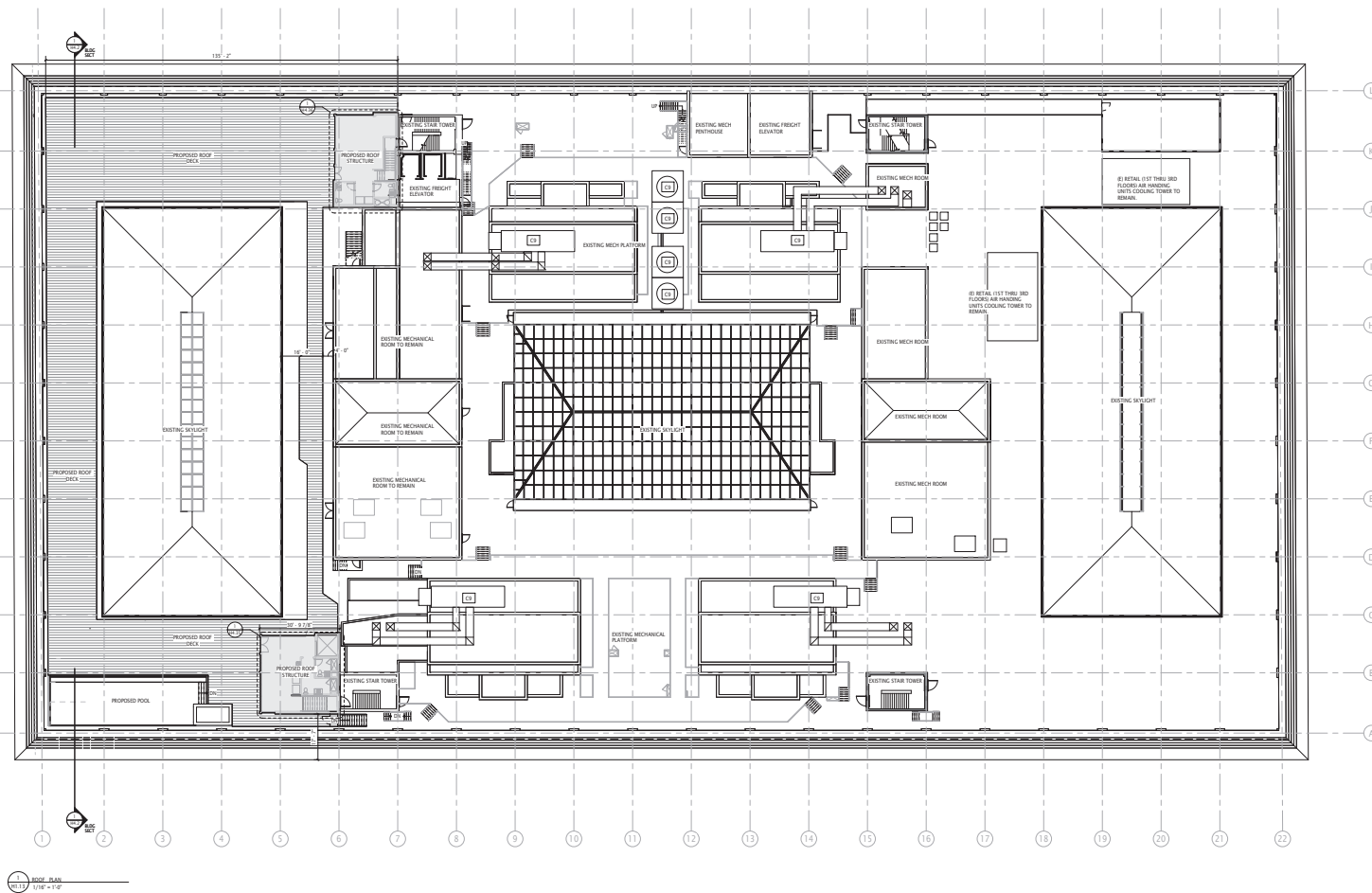
100 E PENN SQUARE  
PHILADELPHIA, PA 19107

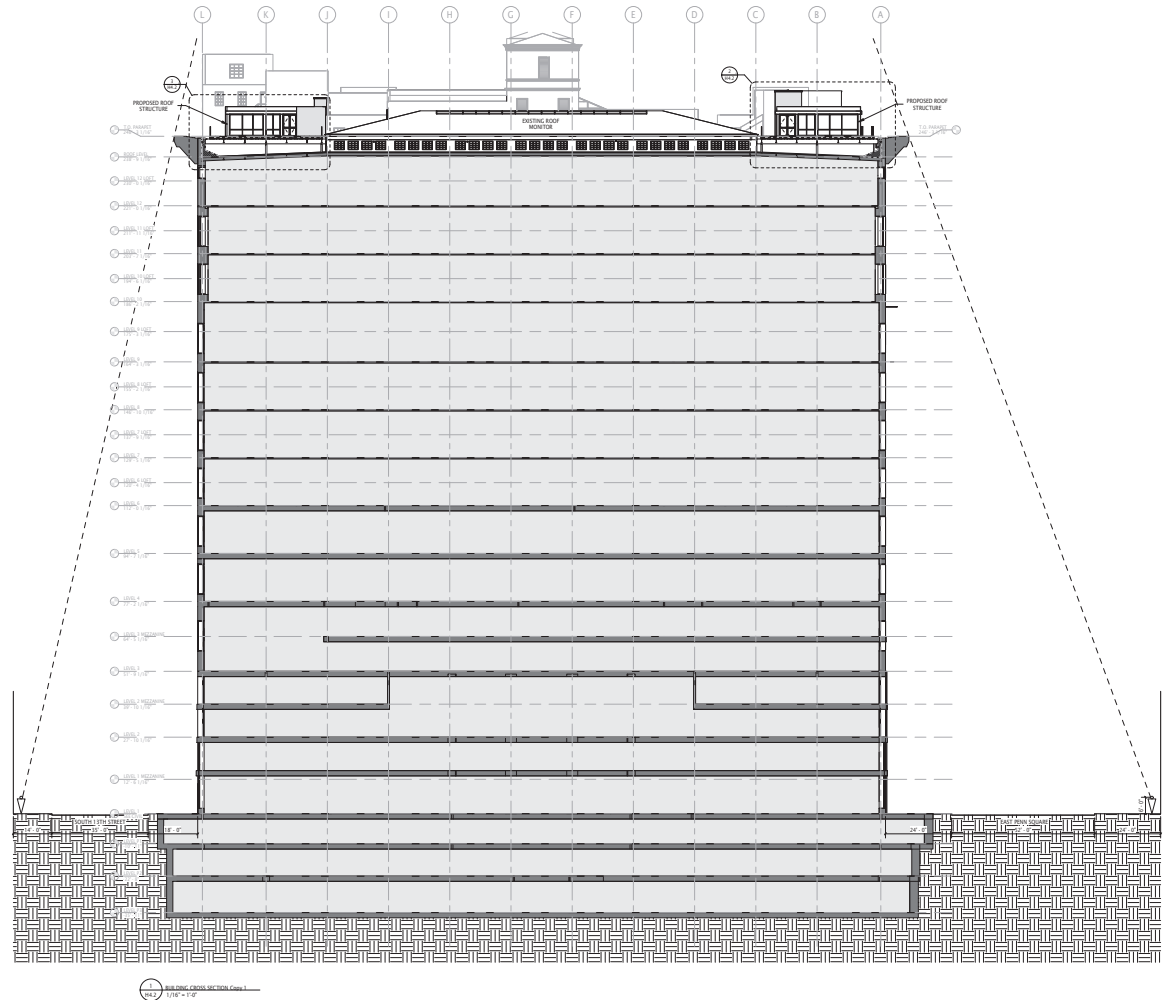
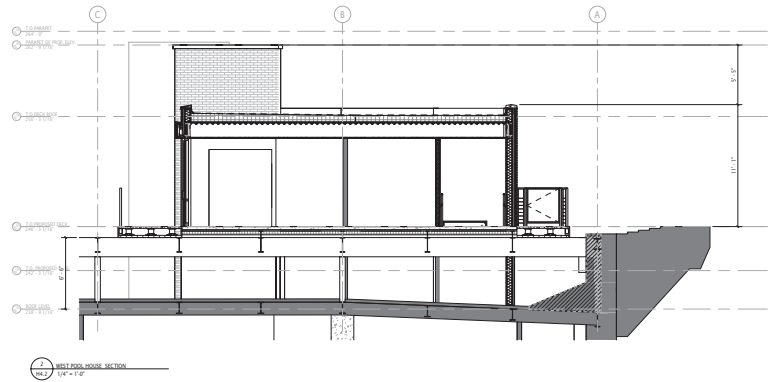
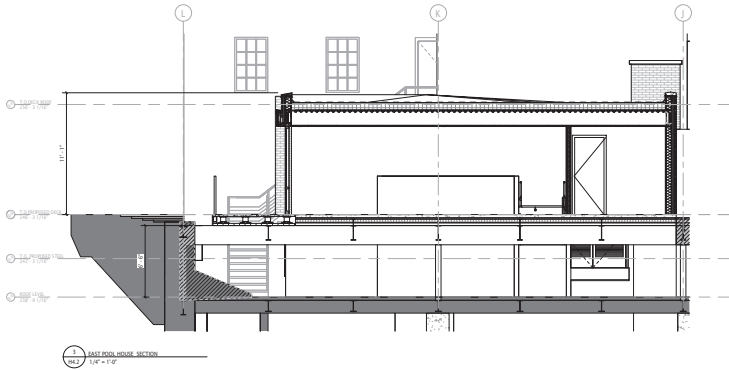
NEW EXTERIOR  
ENTRANCES

DATE: YYYY/MM/DD  
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REVISIONS:



**A6.10**  
HISTORIC COMMISSION  
SUBMISSION





THE WANAMAKER BUILDING

MIXED-USE, ADAPTIVE REUSE

100 EAST PENN SQUARE SUITE 1080  
PHILADELPHIA, PA 19107

BUILDING CROSS SECTION

DATE: 10/08/2021  
DRAWN BY: JCRP  
REVISIONS:



**H4.2**  
HISTORIC COMMISSION  
SUBMISSION



**THE WANAMAKER BUILDING**  
**MIXED-USE, ADAPTIVE REUSE**  
100 EAST PENN SQUARE, SUITE 1080  
PHILADELPHIA, PA 19107

DATE: 10/08/2021  
DRAWN BY: JCRP  
REVISIONS:

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DRAWN BY: JCRP  
REVISIONS:

DATE: 10/08/2021  
DRAWN BY: JCRP  
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DATE: 10/08/2021  
DRAWN BY: JCRP  
REVISIONS:

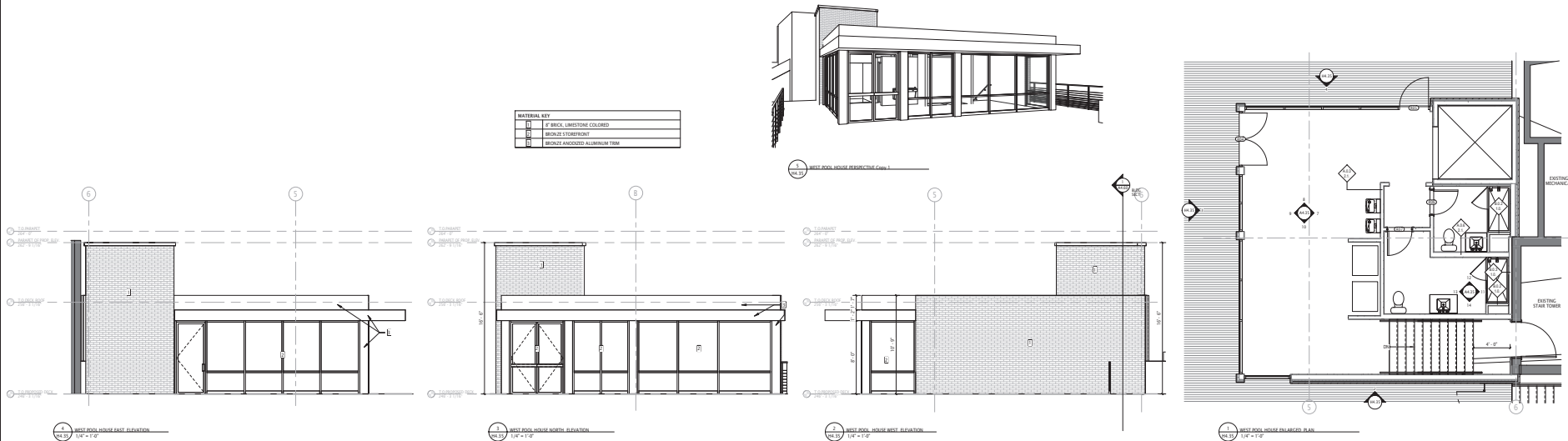
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DATE: 10/08/2021  
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DATE: 10/08/2021  
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REVISIONS:

**H4.35**  
HISTORIC COMMISSION  
SUBMISSION





JONATHAN BROTH  
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215.928.9331  
KATHERINE ROBINSON  
krobinson@jcrparchitects.com  
215.928.9331

**GENERAL NOTES**  
WANAMAKER OFFICES LEVEL UP  
100 MARKET ST. 4th  
PHILADELPHIA, PA 19107

**DATE**  
10.10.2021  
100 MARKET ST. 4th  
PHILADELPHIA, PA 19107

**PROJECT**  
100 MARKET ST. 4th  
PHILADELPHIA, PA 19107

**GENERAL NOTES**  
WANAMAKER OFFICES LEVEL UP  
100 MARKET ST. 4th  
PHILADELPHIA, PA 19107

**GENERAL NOTES**  
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PHILADELPHIA, PA 19107

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PHILADELPHIA, PA 19107

THE WANAMAKER BUILDING  
MIXED-USE, ADAPTIVE REUSE  
100 MARKET ST. 4th  
PHILADELPHIA, PA 19107

DATE: 10.10.2021  
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REVISIONS:

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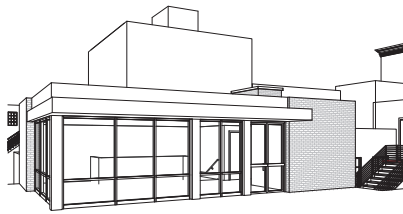
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REVISIONS:

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SUBMISSION

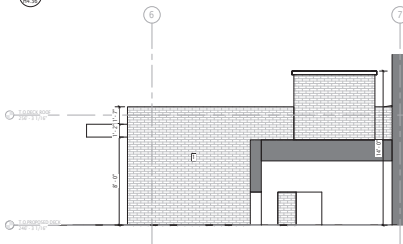
H4.36  
HISTORIC COMMISSION  
SUBMISSION

H4.36  
HISTORIC COMMISSION  
SUBMISSION

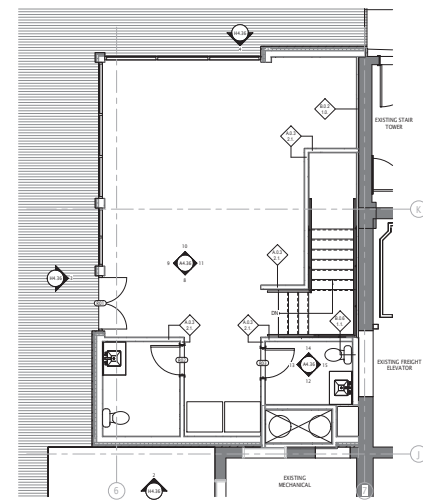
MATERIAL KEY	
1	1" BRICK, LIMESTONE COLORED
2	BRONZE STOREFRONT
3	BRONZE ANODIZED ALUMINUM TRIM



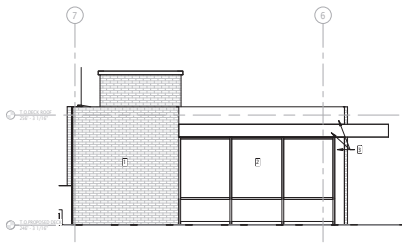
1 EAST POOL HOUSE PERSPECTIVE View 1  
1/4" = 1'-0"



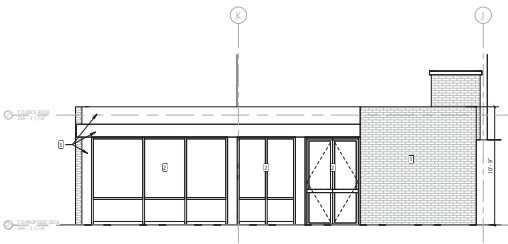
1 EAST POOL HOUSE WEST ELEVATION View 1  
1/4" = 1'-0"



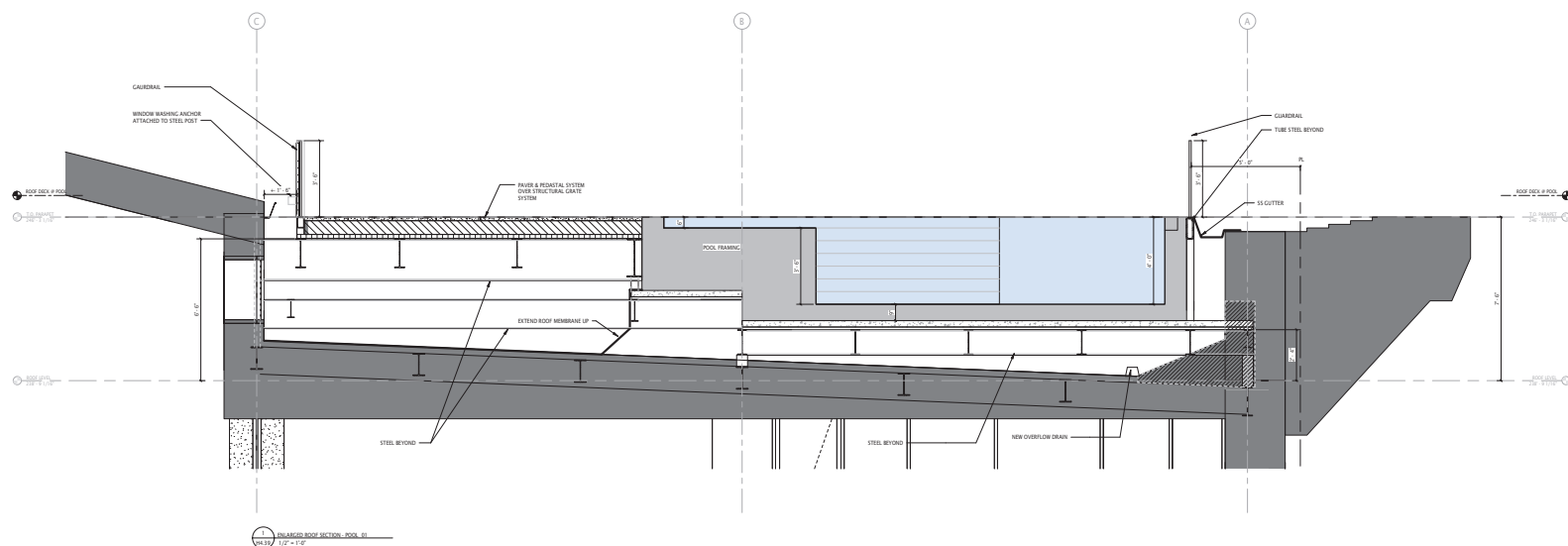
1 EAST POOL HOUSE FLOOR PLAN  
1/4" = 1'-0"



1 EAST POOL HOUSE EAST ELEVATION View 1  
1/4" = 1'-0"



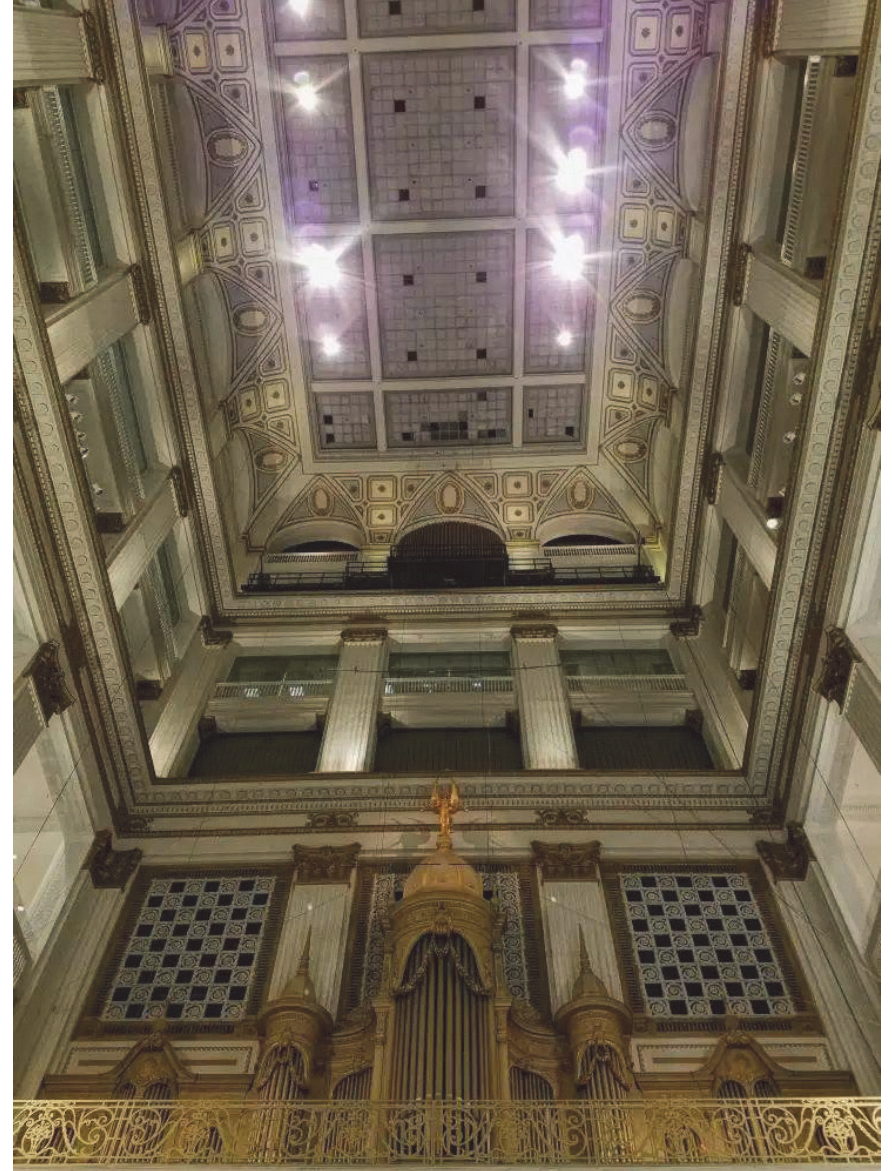
1 EAST POOL HOUSE NORTH ELEVATION View 1  
1/4" = 1'-0"







EXISTING PHOTOS GRAND COURT







EXISTING PHOTOS EXTERIOR

