

**ADDRESS: 1910 CHESTNUT ST**

Proposal: Remove marquee and vestibule walls; install storefront

Review Requested: Final Approval

Owner: 19R Chestnut Partners LP

Applicant: Reed Slogoff, Chestnut Square Associates LP

History: 1928; Boyd Theater, Sameric Theater; Hoffman & Henon, architects

Individual Designation: 8/9/2008

District Designation: None

Staff Contact: Kim Chantry, [kim.chantry@phila.gov](mailto:kim.chantry@phila.gov)

**OVERVIEW:** This application proposes to remove the theater marquee and vestibule walls, and add a storefront system at the headhouse of the Boyd Theater at 1910 Chestnut Street. The Boyd Theater was an Art Deco movie palace constructed in 1928. The Historical Commission first designated the Boyd Theater in April 1987. In response, the property owner appealed the designation and submitted a financial hardship application proposing complete demolition. The Historical Commission denied the hardship application, owing to incompleteness. The appeal of the designation wound its way through the courts and, eventually, the Pennsylvania Supreme Court vacated the designation in July 1991. The Supreme Court reconsidered the case in November 1993 and upheld the vacating of the designation. The Boyd Theater was nominated a second time in August 2001; the Historical Commission rejected the nomination in April 2002, refusing to designate the theater. The theater ceased showing movies in 2002. The Department of Licenses and Inspections issued a demolition permit for the theater in June 2002, but the demolition was not undertaken. The Preservation Alliance nominated the theater a third time in May 2008; the Historical Commission designated it in August 2008. The owner of the theater submitted a financial hardship application proposing to demolish the theater in September 2013. In March 2014, the Historical Commission found that the Boyd Theater could not be used for any purpose for which it is or may be reasonably adapted and approved its demolition. After the demolition was approved, the property was sold to the current owner, who demolished the auditorium section of the theater but retained the headhouse or entranceway section on Chestnut Street. In June 2015, the Historical Commission approved a redevelopment project for the site that included the construction of a tower along Sansom Street, where the auditorium had been located, and the rehabilitation of the theater headhouse along Chestnut Street including the reconstruction of the 1950s-era theater marquee and installation of a glass storefront system at the open outer lobby. The work to the Boyd Theater headhouse was eventually undertaken for a sports bar called Bankroll, which opened in 2023, but then closed after just five months of operation. The space has been vacant since that time. The application proposes to remove the theater marquee, which is not original. The marquee structure dates to a 1950s replacement; the cladding and lighting was installed in 2018. Stone panels to match the façade would be added to cover the scars where the marquee attaches to the façade. The application also proposes adding a storefront system at the plane of the front façade and installing light fixtures. The vestibule walls, which would then be interior, would be removed. The application asserts that the vacant commercial space cannot be leased in its current form and that the removal of the marquee and vestibule walls, and installation of the storefront, will make the space more desirable to potential tenants.

**SCOPE OF WORK:** Remove marquee and vestibule walls; install storefront.

**STANDARDS FOR REVIEW:**

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

1910 Chestnut Street  
Philadelphia Historical Commission  
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- *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 removal of the 1950s-era marquee and vestibule walls does not comply with a strict reading of Standard 9, but allowing for these alterations will help to ensure that the important historic building is repurposed and self-sustaining.

**STAFF RECOMMENDATION:** Approval, provided the vestibule walls are documented prior to removal, with the staff to review details including stone panel samples.



Figure 1. Boyd Theater, 1928.

AMUSEMENTS

**THE BOYD** *SUPERBLY BEAUTIFUL*

*CHESTNUT ST. WEST OF 19<sup>TH</sup>*  
*A Perfect Gem of Architecture*

MODERN ~ MAJESTIC ~ MARVELOUS  
**THE APEX OF THE ARTISTIC**  
 EXQUISITELY ADORNED, ELABORATELY  
 FURNISHED GORGEOUSLY COMFORTABLE  
 MANY NEW IDEAS

**OPENS XMAS DAY**  
 AT 2 O'CLOCK  
 CONTINUOUS UNTIL 11 P.M.

PRESENTING  
 FOR THE FIRST  
 TIME HERE  
 PARAMOUNT'S

**ALL-TALKING  
 PICTURE TRIUMPH**

A MELODRAMA  
 OF THE  
 UPPERWORLD

**INTERFERENCE**

FROM THE ENTHRALLING  
 STAGE DRAMA OF THE  
 SAME NAME

**DISTINGUISHED CAST OF PLAYERS**  
*with Stage Trained Voices*  
 EVELYN BRENT CLIVE BROOK  
 DORIS KENYON WILLIAM POWELL  
 AND  
 THREE SENSATIONAL TALKING  
 AND SINGING SPECIALTIES

<b>EDDIE CANTOR</b> Song and Fun with the World's Most Popular Comedian . . . Assisted by Winsome Bobbie Arnot.	<b>RUTH ETTING</b> Adorable Ziegfeld Favorite Singing Two New and Popular Song Hits Every- one is Humming These Days!
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ALSO  
 "ONE WORD," an Efficiency Comedy by Joseph Santley  
 NOTE PRICES—BEGINNING DECEMBER 24  
 Performances continue, 11 A. M. to 11 P. M.  
 Matinees—Balcony, 35c; Orchestra and Balcony Legs, 25c;  
 De Luxe Chairs, 75c  
 Evenings—Balcony, 50c; Orchestra and Balcony Legs, 75c;  
 De Luxe Chairs, \$1.00  
 Saturdays and Holidays—75c; De Luxe Chairs, \$1.00



Figure 2. Boyd Theater, 1928.



Figure 3. Boyd Theater, 1959.



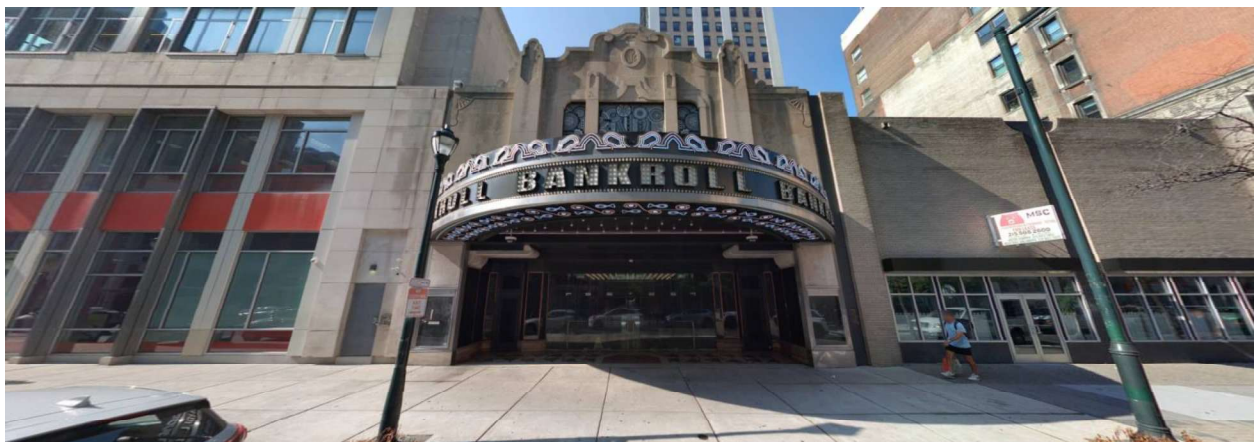
Figure 4. Boyd Theater, 1969.



Figure 5. Boyd Theater, 1980.



Figure 6. Boyd Theater, 2008.





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## Construction Permit Application

Use this application to obtain permits for a residential or commercial construction proposal and/or excavation projects. Mechanical / Fuel Gas, Electrical, Plumbing, and Fire Suppression trade details are found on page 2.

### Property Information

Identify the location of work for the permit(s).

If the activity will take place in a specific building, tenant space, floor level, or suite, note that detail in the 'Specific Location' field. If applicable, list PR#.

1

Parcel Address: 1910 Chestnut Street

Specific Location: Exterior

Check box if this application is part of a project and provide the project number: **PR-20** - \_\_\_\_\_

### Applicant Information

Identify how you are associated with the property.

Licensed professionals include design professionals, attorneys, and expeditors. A tradesperson must have an active Philadelphia license for their trade or hold a PA Home Improvement Contractor Registration.

2

I am the:  Property Owner  Tenant  Equitable Owner  Licensed Professional or Tradesperson

Name: Reed J. Slogoff Company: Chestnut Square Associates LP

Address: c/o Pearl Properties, 110 S. 19th Street, Suite 300, Philadelphia, PA 19103

Email: rjs@pearl-properties.com Phone No.: (610) 529 4670

### Property owner Information

Identify the deeded property owner.

If there was a recent change of ownership, documentation such as a deed or settlement sheet is required.

\*If the property owner is a 'company', identify the contact information for any natural person with more than 49% equity interest in the property. If no individual has such an interest, provide contact information of at least two (2) natural persons with the largest equity interest in the property.

3

The property owner is a/an:  Individual  Company\*

#### Owner (1)

Name: Reed J. Slogoff  Check box if new owner is being listed

Address: c/o Pearl Properties, 110 S. 19th Street, Suite 300, Philadelphia, PA 19103

#### Owner (2)

Name: James R. Pearlstein

Address: c/o Pearl Properties, 110 S. 19th Street, Suite 300, Philadelphia, PA 19103

### Design Professional in Responsible Charge

Identify the PA-licensed design professional who is legally responsible.

4

Name: Rich Villa Firm: Ambit

PA License No.: \_\_\_\_\_ Phila. Commercial Activity License No.: \_\_\_\_\_

Email: rich@ambitarchitecture.com Phone No.: (267) 519 3709

### Project Scope

Use this section to provide project details; all fields are mandatory.

(a) Choose the proposed occupancy of the entire building. If not one-or-two-family, provide a description of group(s) per code.

(b) Identify if the project will be new construction, an addition, interior/exterior alterations, excavation or shell.

(c) List the site area that will be disturbed by construction, if any. Enter 'zero' if no disturbance.

(d) Note the new floor area created, including basements, cellars, and occupiable roofs. Where existing areas will be altered, list those areas separately.

(e) State the number of new or affected stories.

(f) Provide a detailed description of the work proposed (use separate sheet if needed).

(g) Select all conditions that apply to this project (if any).

\* Provide the associated Streets Review number if "Project Impacts Streets / Right-of-Way" is selected.

\*\* If 'Yes' is selected, an Owners' Acknowledgement of Receipt form must be provided for each affected property.

5

(a) **Occupancy**  Single-Family  Two-Family  Other, please describe: Commercial

(b) **Scope of Work**  New Construction  Excavation  Addition / Alteration  Shell (No Fit Out) - *Option for Commercial Permits Only*

(c) **Earth Disturbance** Area of Earth Disturbance: \_\_\_\_\_ (Sq. Ft.)

(d) **Building Floor Areas** New Floor Area: \_\_\_\_\_ (Sq. Ft.) Existing Altered Area: \_\_\_\_\_ (Sq. Ft.)

(e) **Number of Stories** \_\_\_\_\_

(f) **Description of Work** Removal of existing non-original marquee, related modifications to exterior and installation of new storefront

#### (g) Project Conditions

- New High Rise  Green Roof Included  Initial Fit-out of Newly Constructed Space  
 Modular Construction  Façade Work  Project Impacts Streets/Right-of-Way\*  
 Project Impacts Adjacent Property\*\*

\* Provide the associated **Streets Review** number for this project, if applicable: **SR-20** N/A

\*\* This project includes work described below:  Yes  No

- Excavation work more than 5 feet below adjacent grade and within 10 feet of an adjacent building or structure.
- Excavation or construction work where historic structure is within 90 feet on the same or adjacent parcel.
- Structural alterations of a historic structure (excluding one-or-two family dwelling).
- Modifications to a party wall, including joist replacement, and additions.
- Severing of structural roof or wall covering spanning properties.



Department of  
**Licenses and Inspections**  
CITY OF PHILADELPHIA

\*\*\*DO NOT MAIL THIS APPLICATION\*\*\*

Job Number: (for office use only)

**Project Details, Other Permits & Contractor Information**

Use this section to provide project details, pre-requisite approvals and applicable contractor information.

- (a) Choose all disciplines of work for which permits are being requested.
- If 'Building' is not requested, provide the number of the associated permit that was previously issued (where applicable).
  - If a Zoning Permit was issued for this work, provide the related Zoning Permit number.
- (b) Identify the general contractor and estimated cost of building construction.
- (c) Identify the licensed excavation contractor and estimated cost of excavation work.
- (d) Identify the mechanical contractor, estimated cost of mechanical work, equipment type, and quantity as:
- Number of registers/diffusers (separate new / relocated)
  - Number of appliances
  - Number of Type I / Type II kitchen hoods
- Where fuel gas work is included, note the estimated cost of fuel gas work.
- (e) Identify the licensed electrical contractor, estimated cost of electrical work, and a registered third-party electrical inspection agency.
- (f) Identify the registered master plumber, estimated cost of plumbing work, number of fixtures, and check location of work as:
- Interior
  - Exterior Drainage and/or Water Distribution
- (g) Identify the licensed fire suppression contractor, estimated cost of fire suppression work, and number of devices:
- Sprinkler Heads (separate new / relocated quantities)
  - Standpipes
  - Fire Pumps
  - Stand-alone Backflow Prevention Devices
  - Kitchen Extinguishing Systems
  - Hydrants
- \*ROUGH-IN NOTICE:** If you are seeking a rough-in permit, an application for plan review must be submitted already.
- (h) Provide the total improvement cost for residential (including multi-family) alterations and additions. Check the box if your project is excluded from real estate tax exemption and exempt from Development Impact Tax.

6

(a) Check all that apply:

- Building     Excavation     Mechanical & Fuel Gas     Electrical     Plumbing     Fire Suppression

Provide the associated Construction Permit number, if applicable: RP or CP – 20 \_\_\_\_\_ - \_\_\_\_\_

Provide the associated Zoning Permit number for this construction, if applicable: ZP – 20 \_\_\_\_\_ - \_\_\_\_\_

**Note:** Trades listed below (d, e, f, and g) are mandatory for all residential new construction jobs.

(b) General Building Construction Contractor Information

Name: JAZ Construction    Cost of Building Work: \$ 25,000.00  
License Number: 0990595    Phone: (610) 529 4670

(c) Excavation Work & Contractor Information

Name: \_\_\_\_\_    Cost of Excavation Work: \$ \_\_\_\_\_  
License Number: \_\_\_\_\_    Phone: \_\_\_\_\_

(d) Mechanical / Fuel Gas Work & Contractor Information

Name: \_\_\_\_\_    Cost of Mechanical Work: \$ \_\_\_\_\_  
License Number: \_\_\_\_\_    Cost of Fuel Gas Work: \$ \_\_\_\_\_  
Equipment Types:  Registers / Diffusers     Appliances     Hoods    Phone: \_\_\_\_\_  
Equipment Details & Quantities: \_\_\_\_\_

(e) Electrical Work & Contractor Information     New Installation     Alteration     \*Rough-In

Name: \_\_\_\_\_    Cost of Electrical Work: \$ \_\_\_\_\_  
License Number: \_\_\_\_\_    Phone: \_\_\_\_\_  
Third Party Inspection Agency Name: \_\_\_\_\_

(f) Plumbing Work & Contractor Information     New Installation     Alteration     \*Rough-In

Name: \_\_\_\_\_    Cost of Plumbing Work: \$ \_\_\_\_\_  
License Number: \_\_\_\_\_    Phone: \_\_\_\_\_  
Number of Fixtures: \_\_\_\_\_  
Check one:     Interior Work     Exterior Building Drainage     Exterior Water Distribution:  
line size: \_\_\_\_\_ (in.)

(g) Fire Suppression Work & Contractor Information     New Installation     Alteration     \*Rough-In

Name: \_\_\_\_\_    Cost of Fire Supp. Work: \$ \_\_\_\_\_  
License Number: \_\_\_\_\_    Phone: \_\_\_\_\_  
Sprinkler Heads: \_\_\_\_\_    Standpipes: \_\_\_\_\_    Fire Pumps: \_\_\_\_\_  
Commercial Kitchen Systems: \_\_\_\_\_    Backflow Devices: \_\_\_\_\_    Hydrants: \_\_\_\_\_

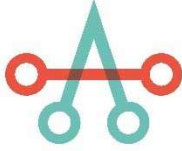
(h) Total Improvement Cost: \$ 25,000.00 (The total improvement cost must also include the cost of all electrical, plumbing, mechanical, fire suppression systems work, and interior finishes)

Check box if your project is excluded from real estate tax exemption and exempt from Development Impact Tax (Review OPA's website for tax abatement information at: <https://www.phila.gov/services/property-lots-housing/property-taxes/get-real-estate-tax-relief/get-a-property-tax-abatement/>)

**Declaration & Signature**

All provisions of the Philadelphia 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 statements herein, I am subject to such penalties as may be prescribed by law or ordinance, inclusive of the penalties contained in 18 Pa. C.S. § 4904.

Applicant Signature: \_\_\_\_\_ Date: 05 / 11 / 2026



**AMBIT ARCHITECTURE**  
**12 S. Letitia St, Unit 102**  
**Philadelphia, PA 19106**

May 11, 2026

*Via Email ([Jon.Farnham@phila.gov](mailto:Jon.Farnham@phila.gov))*

Jonathan E. Farnham, Ph.D.  
Executive Director  
Philadelphia Historical Commission  
One Parkway, 13<sup>th</sup> Floor  
1515 Arch Street  
Philadelphia, PA 19102

Re: **1910 Chestnut Street (Property)**  
**Chestnut Square Associates, LP (Owner)**

Dear Dr. Farnham:

On behalf of the Owner of the above Property, I am providing this letter with enclosures in connection with our application for formal review of certain exterior alterations to be made to the existing building on the Property. Specifically, the removal of the existing non-original marquee, installation of new stonework and a new storefront at the front façade.

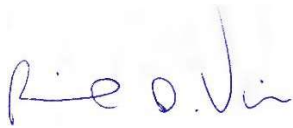
The Property is comprised of a two (2) story vacant commercial building which was formerly the entrance to the Boyd Theater (the balance of which was demolished in 2014 following a finding of financial hardship by the Commission). At that time, the Commission found no feasible re-use of the former theater.

Although not required to do so, in connection with the 2014 approval, the Owner offered to retain an existing non-original marquee. Since that time, despite significant efforts and substantial financial investment, the building has remained dormant for more than twelve (12) years (but for a short lived restaurant which occupied the space). In fact, the building, has proven unleaseable due to the existing marquee, and approval of the proposed exterior alterations will make it marketable to retail users. This will further contribute to the vibrancy of the immediate neighborhood rather than continuing to be a symbol of blight.

The subject application seeks final approval.

cc: *Reed J. Slogoff, Pearl Properties*  
*James R. Pearlstein, Pearl Properties*

Thank You,

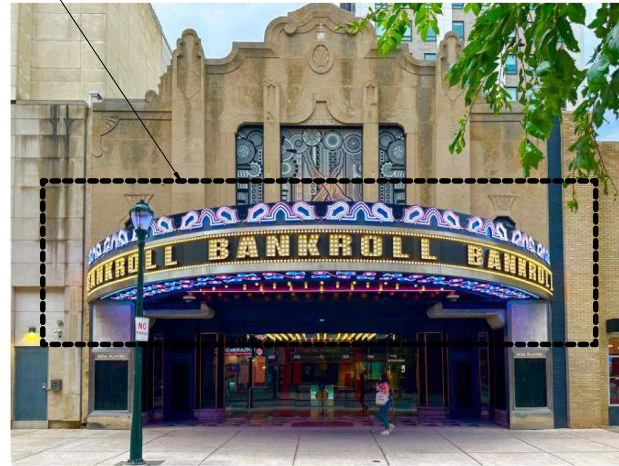
A handwritten signature in blue ink, appearing to read "Rich Villa". The signature is fluid and cursive, with the first name "Rich" and last name "Villa" clearly distinguishable.

Rich Villa, Partner, Ambit Architecture

Proposed Removal of Current  
non Original Marquee



Historical Facade Marquee  
Condition



Recent Facade Marquee Condition

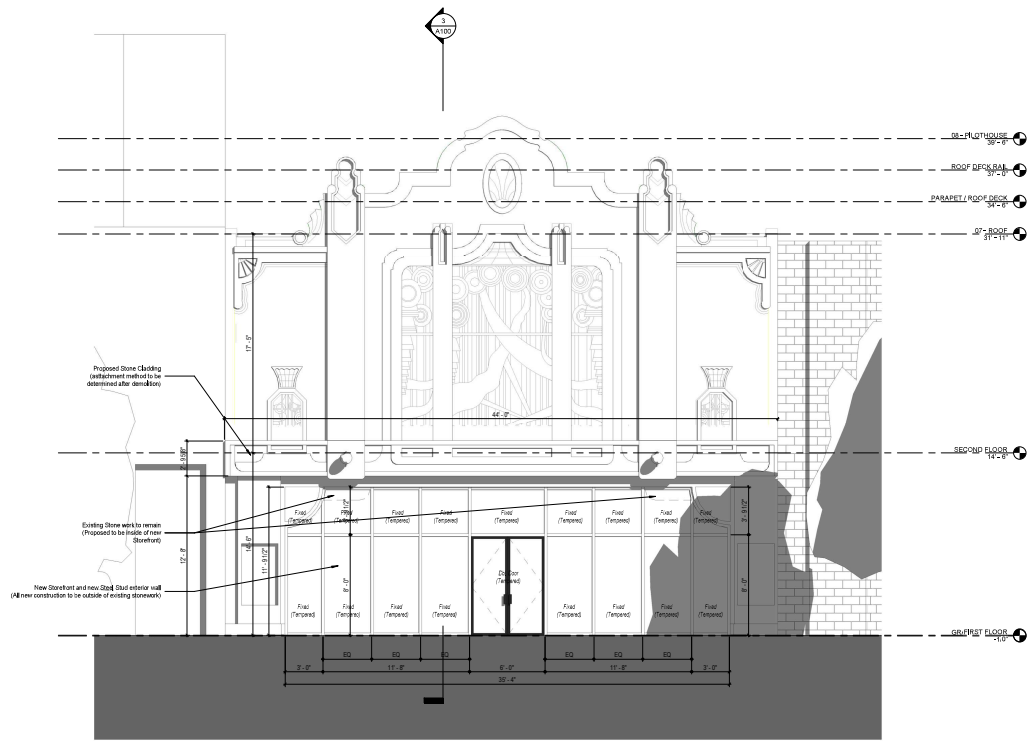


Proposed Elevation Rendering

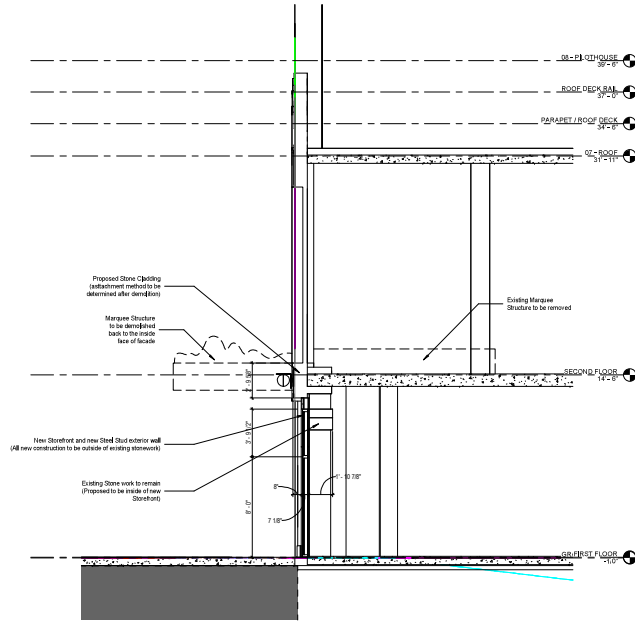


Proposed Facade without Marquee

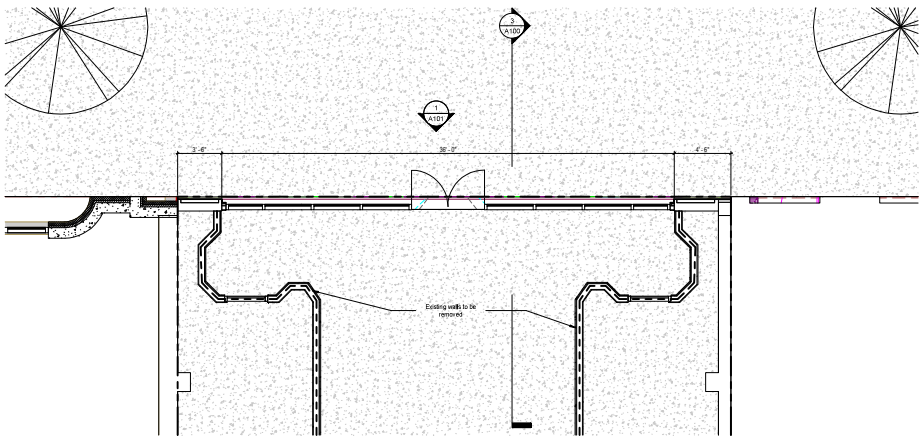




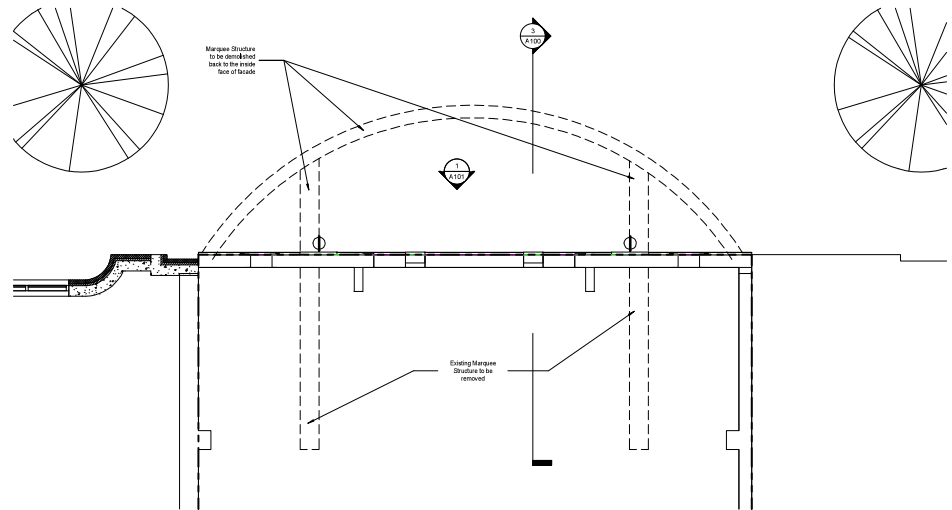
1 North (Chestnut Street) Elevation  
1/4" = 1'-0"



3 Section 2  
1/4" = 1'-0"

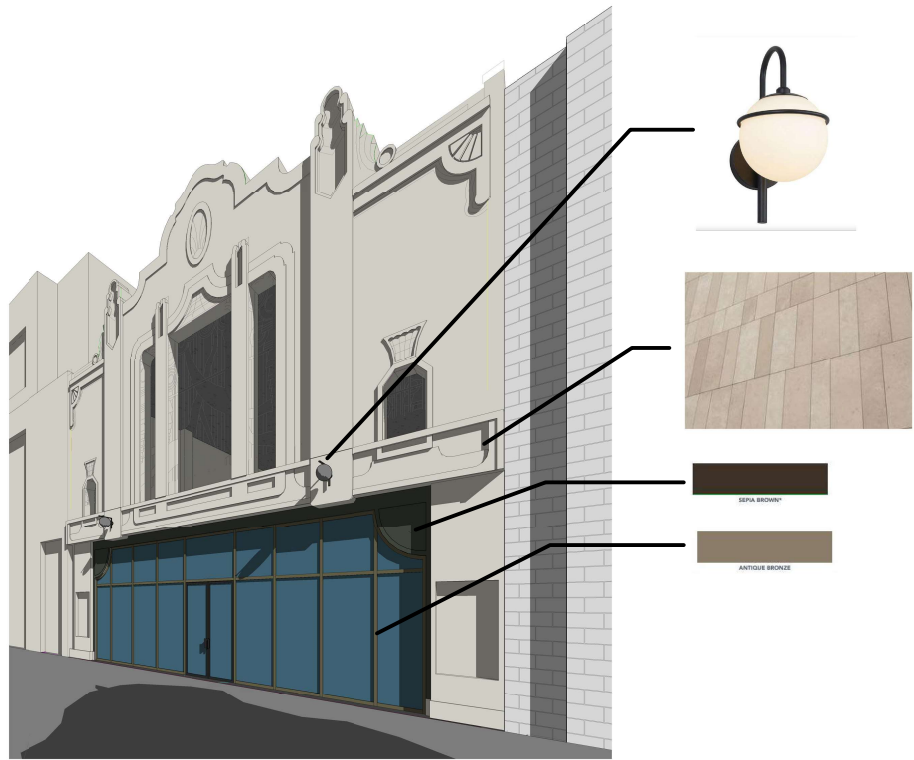
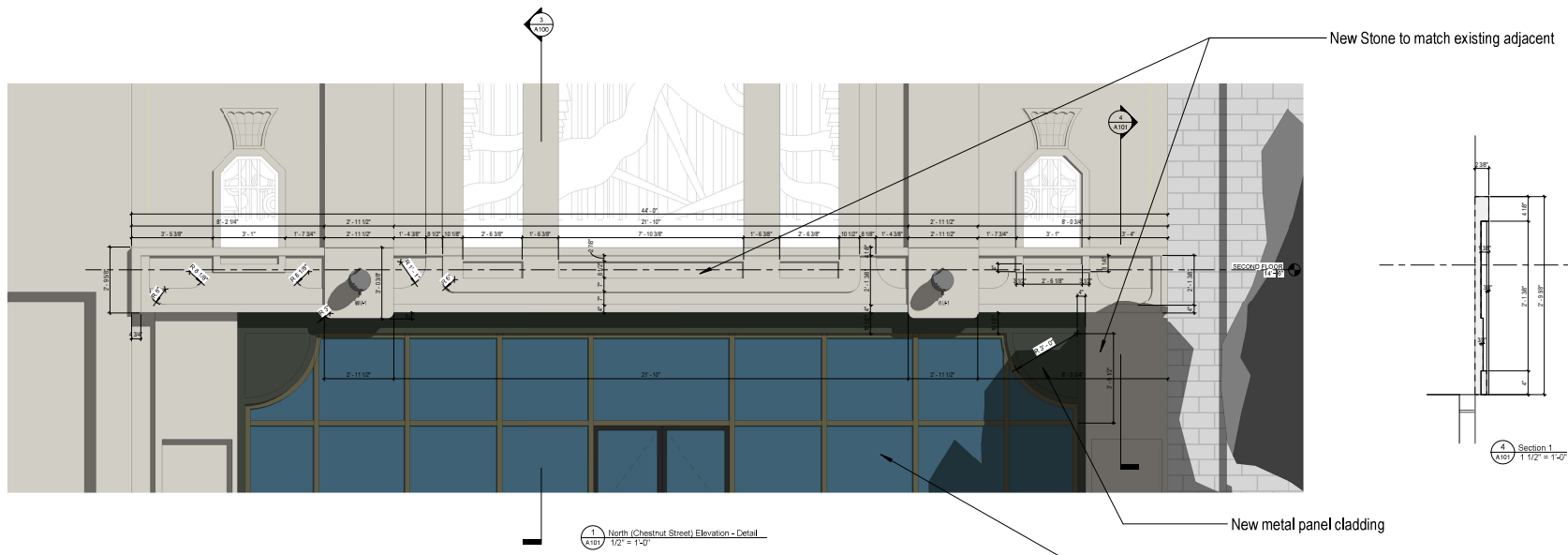


2 FIRST FLOOR PLAN  
1/4" = 1'-0"



4 SECOND FLOOR PLAN  
1/4" = 1'-0"





412 SOUTH 2ND STREET  
PHILADELPHIA, PA 19147  
WWW.AMBITARCHITECTURE.COM



AMBIT  
ARCHITECTURE



Building Facade Renovation:  
1910 Chestnut Street

A101

# P·E·A·R·L

## P R O P E R T I E S

### MEMORANDUM

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**TO:** Kim Chantry – Philadelphia Historical Commission  
**FROM:** Reed J. Slogoff  
James R. Pearlstein  
**CC:** Richard Villa  
**RE:** 1910 Chestnut (“Property”)  
**DATE:** May 18, 2026

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Please accept this memorandum as a supplement to our application for review of certain exterior modifications to the above Property. We thought it would be helpful and important to provide additional background information as to the on-going challenges we have experienced in our leasing efforts over the past 10+ years.

#### **Background**

Our firm, Pearl Properties, is based in Center City, Philadelphia, and we have been an active investor and developer for more than 25 years. During this time, we have assembled a portfolio of holdings which includes a number of retail, commercial and residential properties the bulk of which are located within the Rittenhouse sub-market where the Property is located. Our holdings include both non-historic properties, new construction, properties located within the Rittenhouse-Fitler Historic District and several properties on the Philadelphia Register of Historic Places (including this Property). As a substantial owner of retail and commercial spaces, including a number of prominent properties, we are adept at revitalizing and activating retail spaces. In this endeavor, we work closely with the most active local retail brokerage firms.

To wit, in 2016 after completing construction of the alterations to the Property as approved by the Historical Commission, we signed an exclusive listing agreement with MSC Retail in 2016. MSC is a local retail expert with numerous listings of retail spaces in the Rittenhouse sub-market. As our representative, MSC has marketed the Property for lease since 2016 with efforts including the posting of signage at the Property and dissemination of marketing materials on a wide national basis. MSC continues to act as our representative today.

In their role as our leasing representative, MSC has conducted countless meetings, site tours and initiated a multitude of conversations and email transmissions with hundreds of prospective tenants for the Property. Below is a list of prospective tenants to whom the Property has been presented for lease and rejected:

# P·E·A·R·L

## PROPERTIES

21 <sup>st</sup> Amendment	Ainsworth	Alamo Draft House
America's Tap House	American Brass	Anthro Brands
Atlas Restaurant Group	B Social Hospitality	Barcelona
Bat Box	Boka Restaurant Group	Bond Street Social
Boston Beer Co	Bounce	Brezza
Brooklyn Brewery	Brooklyn Chop House	Brooklyn Winery
Cescaphe Events Group	Chickie and Petes	Chima
China Grill Management	City Winery	City Works Restaurant
Clyde's	CookNSolo	Cote Korean Steakhouse
Court 16	Darden Restaurants	Dave & Busters
Davio Restaurant	Defined Hospitality	Delfrisco's
Devon	Dogfish Brewery	DSW
Eddie V's	Electric Shuffle	Emporium (Chicago)
Estiatorio Milos	F1	Fabrika
Fanatics	FCM Hospitality	Fig & Olive
Finley Catering	Flemings	Gamehaus
Gibsons	Goddard Schools	Gordon Ramsay
Guinness Brewery	Guy Fieri Restaurants	Hampton Social
Harpoon Taphouse	Hillstone Restaurants	Indigo Restaurant
Iron Hill Brewery	Jose Andres Restaurants	Kellari Greek
KinderCare	La Grande Boucherie	Lady Blue
Landrys Restaurants	Legal Seafood	Level 99
Live Nation Events	Longshot Hospitality	Mastro's Restaurants
Mina Restaurant Group	Momofuku	Mortons
Mott 32	Mr. Chow	Museum of Ice Cream
Muzumi	Nobu	North Italia
Osteria Morini	Other Half Brewery	Patagonia
Pinstripes	PiNS	PJ Clarke's
PJ Whelihans	Planta	Punchbowl Social
REI	Restoration Hardware	Rosa Mexicana
Ross Stores	Royal Palms	Sam Fox Restaurants
Schlow Restaurants	Ship Bottom Brewing	Smith & Wollensky
Starr Restaurant Group	STK	Stone Brewing
Tao Restaurant Group	Teddy Sourias	The Smith
The Stinger	Tin Roof	Tired Hands Brewery
Tood Birnbaum	True Food Kitchen	Trulucks
Two Birds	Uchi	Urban Hawker
Volpe	Water Grill	Wayfair
West Elm	William Sonoma Brands	WineLair
Wonderspaces	Wolfgang's Steakhouse	Yard House

# P·E·A·R·L

## P R O P E R T I E S

The general feedback from prospective tenants is that while the location on Chestnut Street is prominent, the marquee and recessed storefront burden the space and create a non-retail experience. Specifically, commentary centers on the fact that the entrance feels like a movie theater, traditional signage, storefront and lighting are not available and there is a general lack of visibility. With the substantial investment required and associated financial risk, prospective users have routinely passed on the space. Many of these users have migrated to other retail spaces in Center City further highlighting the unique challenges that existing conditions at the Property present.

In addition to the above commentary, it is critical to note that in the 10+ years since the Property has been available for lease only one tenant has been willing to invest in a potential tenancy (Bankroll), which failed in a matter of months. Prospective users are quick to point to these failures in passing on consideration of the subject space. To date, ownership has invested in excess of \$2 Million in connection with improvements to the Property in the hopes of leasing it. As described above, the alterations requested will allow the Property to be visible and leasable.