

ADDRESS: 4370-74 MAIN ST

Proposal: Construct two-story addition

Review: Final Approval

Owner: Brazilian Wax and Spa by Claudia Pennsylvania Corp

Applicant: Joseph Serratore, Joseph Serratore & Company Architects.

History: 1900, 4370 Main Street, Oliver S. Keely & Co.; 1930, 4372-74 Main Street

Individual Designation: None.

District Designation: Main Street Manayunk Historic District, 12/14/1983

Staff Contact: Josh Schroeder, joshua.schroeder@phila.gov

BACKGROUND:

This application is seeking final approval to construct a two-story addition with five residential units above an existing one-story commercial property at 4370-74 Main Street. Now a single property and building, the 4370 Main Street portion is classified as contributing to the Main Street Manayunk National Register Historic District while 4372-74 portions are classified as "intrusions" in the district.

The current proposal includes a three-bay, two-story addition above the contributing portion at 4370 Main Street and features a two-foot, six-inch setback from the large front parapet above the storefront as well as a reveal between the contributing and non-contributing portions. Except for a new sign in place of the existing, no alterations are proposed for the contributing storefront. The two-story addition above the non-contributing portion at 4372-4374 Main Street will include a brick veneer and two projecting bays on the second floor. The double door entrance at 4374 Main Street will be replaced with two separate entrance doors while the front of 4372 Main Street will be altered to match the adjacent 4374 Main Street storefront's appearance.

The building's rear faces the Schuylkill River Trail with substantial public visibility. The proposed addition's rear façade has a more uniform appearance than the front, with recessed and Juliet balconies, and projections beyond the original exterior below.

A previous version of this proposal was reviewed in-concept by the Architectural Committee in November 2025. The Committee denied the proposal, owing to incompleteness, but found that the proposed setback of the addition on 4370 was insufficient to respect the historic character of the historic storefront and the proposed rear alterations needed revision. In January 2026, the Historical Commission approved a revised in-concept proposal similar to the current proposal but denied the proposed two-foot setback as likely insufficient to avoid overwhelming the historic character of the storefront and parapet at 4370 Main Street.

SCOPE OF WORK:

- Construct two-story addition on top of 4370-74 Main Street and alter front and rear façades.

STANDARDS FOR REVIEW:

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

- *Standard 2: The historic character of a property will be retained and preserved. The removal of distinctive materials or alterations of features, spaces and spatial relationships that characterize a property will be avoided.*
- *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.

- *Standard 10: New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*
 - o This application does not propose any alterations to the contributing storefront. The proposed setback of the addition above the historic storefront, though small, and the differentiation of materials and colors between the proposed addition and existing front façade are sufficient to preserve the front parapet's prominence. The application does not propose any alterations to the existing rear façade.

The Main Street Manayunk review criteria as restated in the Historical Commission's Rules & Regulations include:

- *Section 6.9.b.4: Storefronts: Original existing storefronts contributing to the character of the district shall be retained and repaired. New storefronts shall be compatible with the proportion, form and materials of the original building.*
- *Section 6.9.b.5: Design: Additions, alterations and new construction shall be designed so as to be compatible in scale, building materials, and texture, with contributing buildings in the historic district.*
 - o The application proposes no changes to the storefront on the contributing portion of the building. Three-story, mixed-use buildings, and second-floor bays on the front are common in Main Street Manayunk.

STAFF RECOMMENDATION: Approval, pursuant to Standards 2, 9, and 10, and Main Street Manayunk review criteria.



Image 1: 1982 photograph of 4370 Main Street, from PHC files.



Image 2: 1982 Photograph of 4370 Main Street, from PHC files.

Project Introduction

4370-74 Main Street Manayunk. Philadelphia, 19127

The owner, Claudia Rissardi, has owned and operated Brazilian Wax & Spa on the site for seven years. She now plans to renovate parts of the salon and create a more visible, welcoming front appearance with the adjoining 4372 and 4374 segments of the first floor. The project includes the proposal for five residential units above, in a new two-story addition.

The existing one-story building includes a contributing historic structure at the 4370 side, which formerly served as a savings and loan bank in the early 20th century. The building fronts Main Street on a 30-by-61-foot lot, with 100% coverage of the property. The rear of the building faces the Canal and Riverwalk path, with the Schuylkill River beyond.

No removal of the existing building structure or exterior walls is planned, except for the exterior storefront alterations to the non-contributing section.

Program & Design

The introduction of residential units is considered essential to the growing vitality of the street and to the scale of existing building typology along Main Street. One unit would be reserved for the owner's use while in town.

The two-story addition consists of two parts, each in scale and design respectful of both the historic building and the proposed revitalized street frontages of the existing structures at 4372-4374. As a backdrop to the historic 4370 structure, the two-story addition above is proposed as a minimal planar face with three-part window groups that echo the three-part organization of the historic façade. The material would be a light-colored, horizontal-seam composite board, allowing the brick and the dark-colored window, cornice, and trim details of the existing structure to remain visually dominant. This upper addition is set back 2'-6" from the front line of the historic structure, increased from the initial proposal of no setback and then after from 18 inches. The setback required the addition's upper front rooms to be revised to their minimum habitable limits. To further enhance the front of the historic structure, a one-foot reveal is provided between it and the addition to the right, from grade to roof. The left exterior wall facing the pedestrian bridge walk would have its brick exposed and repointed as required. With these design strategies implemented, the historic structure and its two-story addition will visually remain as one separate structure, exhibiting both the historic and the new.

For the right-side addition, the two street façades recall the former lot divisions by articulating storefront façades along the first floor. The upper two floors are proposed in brick veneer, with two projecting one-story bays at the second level, in keeping with the character of similar building types along Main Street. The height of the addition, including the historic side, are kept as low as the program permits, with leaving the existing roofs intact and encased within the new addition.

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3280 GOOD IRONWAY
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NORTH CHARLESTON, SC 29418

4370-74 MAIN STREET PHILADELPHIA, PA. 19127

PROPOSED TWO STORY ADDITION OVER EXISTING ONE STORY STRUCTURE FOR A 5-FAMILY DWELLING ABOVE EXISTING PERSONAL SERVICES SPA CENTER

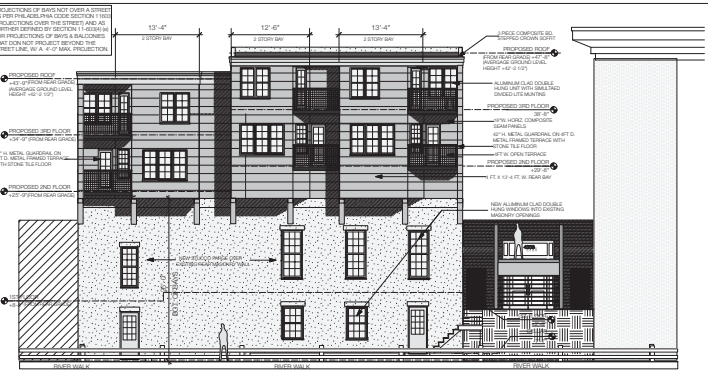
OPA # 882781300

ZONING PROPOSAL SITE PLAN SHEET

REVISIONS:

Z-1

9.30.26



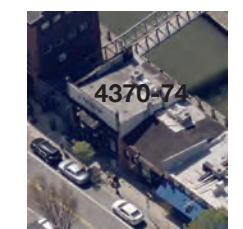
5 PROPOSED REAR ELEVATION - SCHUYLKILL RIVER TRAIL
Z-1 Scale: 1/8" = 1'-0"



4 PROPOSED FRONT ELEVATION - MAIN STREET
Z-1 Scale: 1/8" = 1'-0"



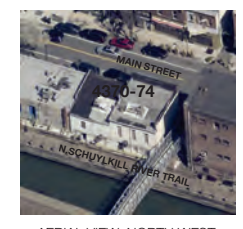
2 EXISTING STREET FRONT ELEVATION
Z-1 Scale: 1/8" = 1'-0"



AERIAL VIEW SOUTH EAST



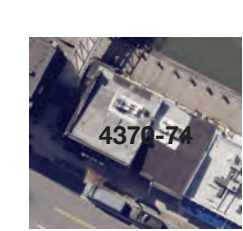
WESTERLY VIEW AT MAIN ST.



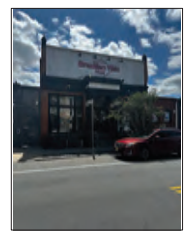
AERIAL VIEW NORTH WEST



S. EASTERLY VIEW AT MAIN ST.



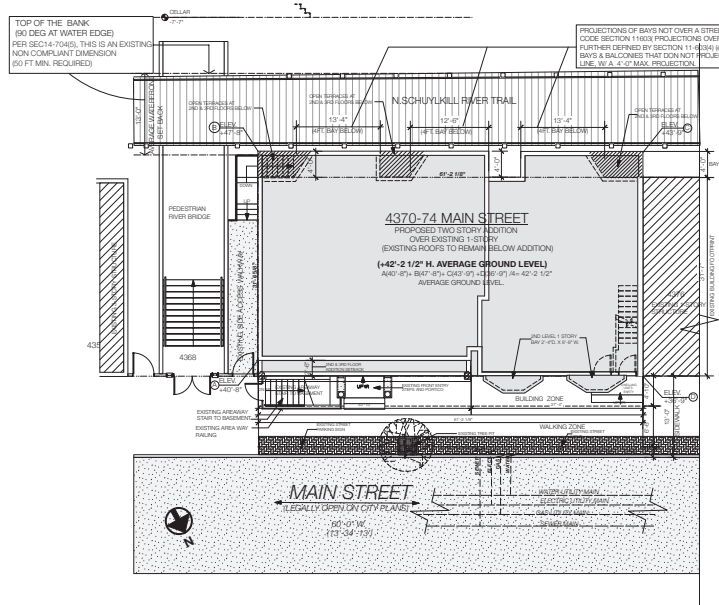
AERIAL VIEW OVER PROPERTY



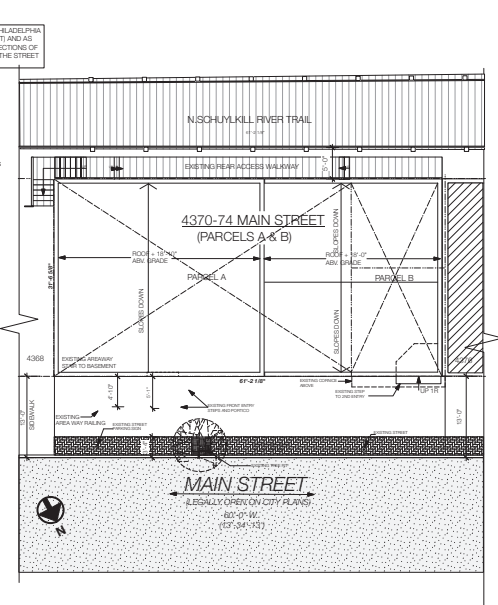
FRONT VIEW AT MAIN ST.



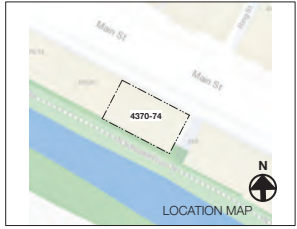
SOUTH WEST VIEW TO FRONT



3 SITE PLAN - PROPOSED 2-STORY ADDITION - (5) DWELLING UNITS
Z-1 Scale: 1/8" = 1'-0"



1 EXISTING SITE PLAN - ONE STORY STRUCTURE
Z-1 Scale: 1/8" = 1'-0"



UTILITY EXCAVATION NOTES: (FOR SEPARATE BUILDING PLANS)
INDICATORS ARE REQUIRED TO NOTIFY FACILITY OWNERS NOT LESS THAN 3 DAYS OR MORE THAN 10 DAYS PRIOR TO EXCAVATION OR DEMOLITION WORK WHEN USING POWERED EQUIPMENT ON PUBLIC OR PRIVATE PROPERTY.
NOTIFICATION IS TO BE MADE THROUGH THE ONE CALL SYSTEM AS REQUIRED BY THE PA UNDERGROUND UTILITY LINE PROTECTION ACT (ACT 802).
BY CALLING 8-1-1 OR 1-800-242-1776. PA ONE CALL # 2025 3047603 PENNSYLVANIA ONE CALL SYSTEM, INC. WWW.PAONECALL.ORG

APPLICABLE CODES:
CODE DATA: 2021 IBC
CONSERVATION TYPE: SB
USE: EXISTING USE GROUP B, W/PROPOSED USE GROUP R-2
DWELLING UNITS
ZONING DISTRICTS
COM: Z-5 NEIGHBORHOOD COMMERCIAL MIXED USE

4370-74 MAIN STREET	INTERMEDIATE LOT
ZONING REQUIREMENTS	COM: Z-5 NEIGHBORHOOD COMMERCIAL MIXED USE
DIMENSIONAL LIMITS	REQUIRED
LOT AREA	1,480 SQ. FT. (NO CHANGE)
LOT WIDTH	61'-2 1/8" (NO CHANGE)
BUILDING AREA MAX.	75% (100 % 1,482 SQ. FT. (NO CHANGE)
OPEN AREA MIN.	25% (6%) 0.892 FT. (NO CHANGE)
FRONT YARD SETBACK	0'-0" (NO CHANGE)
REAR YARD SETBACK	5 FT. MIN. (NO CHANGE)
HEIGHT REGULATIONS	35 FT. MAX. (NO CHANGE) 42'-21'-2" AVERAGE GROUND-H.T.



PROJECT ADDRESS: 4370-74 MAIN ST. MANAYUNK -PHILADELPHIA, PA. 19127

APPLICANT: JOE SERRATORE/. JOS. SERRATORE & CO. ARCHITECTS
764 S. MARTIN STREET. MARIAN ANDERSON WAY
PHILADELPHIA, PA. 19146
SERRATORE@GMAIL.COM
215 620-7595

PROPERTY OWNER: CLAUDIA ROSSARI
1303 ROMA ROAD
HANAHAN, SC. 29140
CLAUDIA@BYCLAUDIASPAS.COM
843-593-4470

ARCHITECT: JOE SERRATORE/. JOS. SERRATORE & CO. ARCHITECTS
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PROJECT SCOPE: COMMERCIAL SPACE OCCUPANCY
SPA SALON PARCEL A
VACANT COMMERCIAL PARCEL B

ADDITION- 2 STORIES ABOVE EXISTING 1 STORY STRUCTURE
FOR 5-SINGLE FAMILY DWELLINGS.
NO EARTH DISTURBANCE. NO DEMOLITION TO ANY EXISTING
STRUCTURE

PROJECT INFORMATION

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127



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&
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29418

**4370-74
MAIN STREET
PHILADELPHIA,
PA. 19127**

PROPOSED TWO
STORY ADDITION
OVER EXISTING ONE
STORY STRUCTURE
FOR A 5 -FAMILY
DWELLING-
ABOVE EXISTING
PERSONAL
SERVICES
SPA CENTER

PROJECT
INFORMATION

SHT. 1

9.30.26



MAIN STREET CONTEXT

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127

JAS

JOS. SERRATORE
& COMPANY
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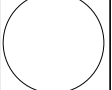
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EXISTING
CONDITIONS

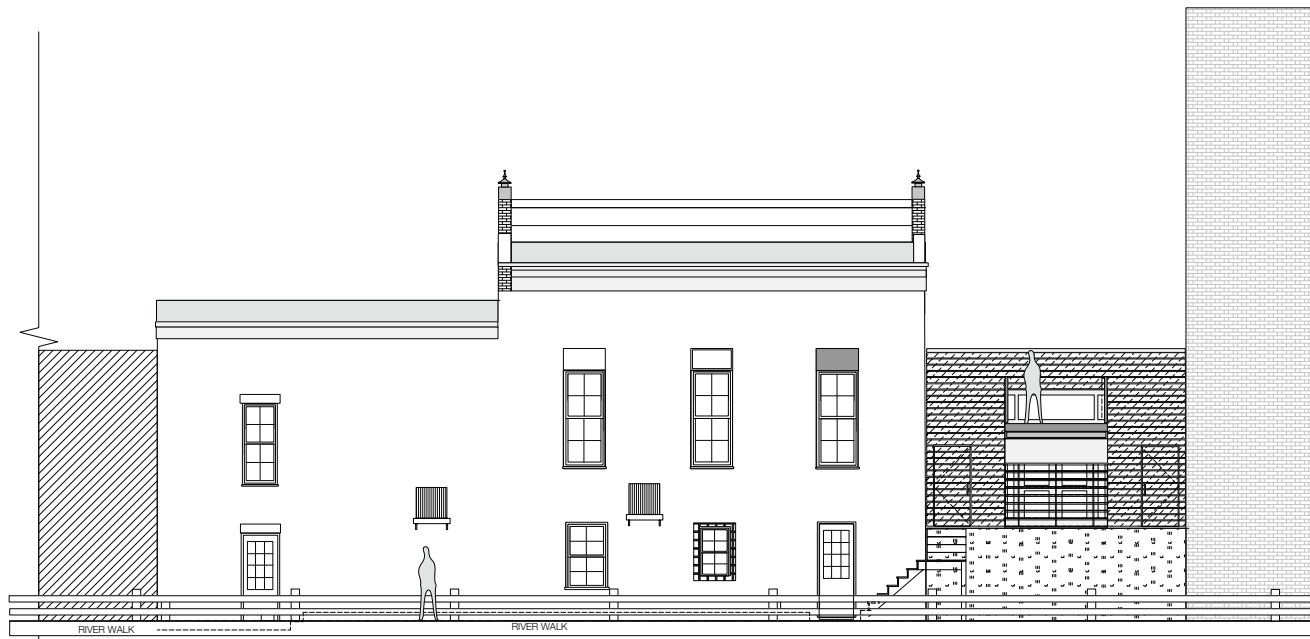
SEAL:



REVISIONS:

SHT. 2

9.30.26



RIVER SIDE CONTEXT

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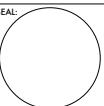
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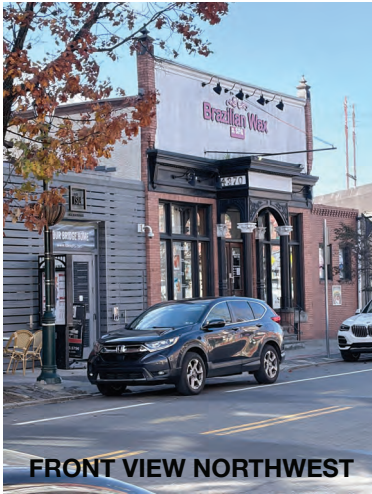
EXISTING
CONDITIONS



REVISIONS:

SHT. 3

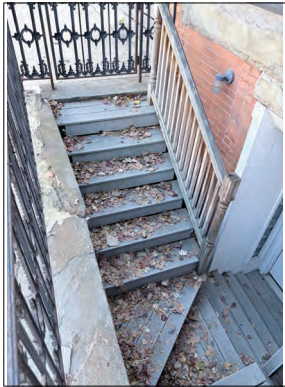
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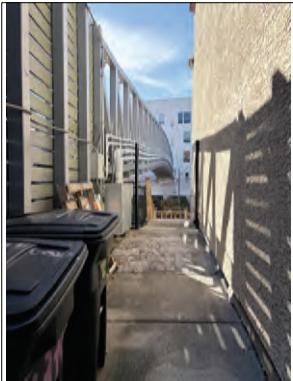
FRONT VIEW NORTHWEST



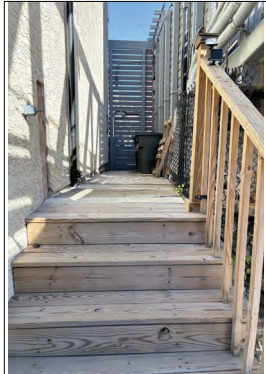
FRONT VIEW SOUTHEAST



FRONT BASEMENT STAIR



SIDE ACCESS TO REAR



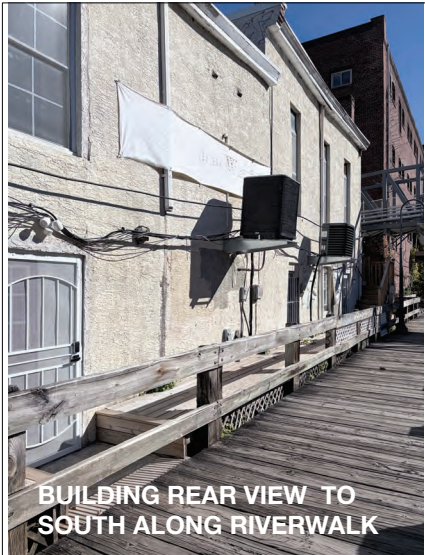
SIDE ACCESS TO FRONT



ADJACENT REAR BUILDING TO
NORTH ALONG RIVERWALK



TOWARDS BUILDING REAR VIEW
SOUTH ALONG RIVERWALK



BUILDING REAR VIEW TO
SOUTH ALONG RIVERWALK



BUILDING REAR VIEW AT
RIVER PEDESTRIAN BRIDGE

EXSITING PHOTOS

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4370-74 MAIN STREET PHILADELPHIA, PA. 19127
 PROPOSED TWO STORY ADDITION OVER EXISTING ONE STORY STRUCTURE FOR A 5-FAMILY DWELLING- ABOVE EXISTING PERSONAL SERVICES SPA CENTER

EXISTING CONDITIONS

SEAL:

REVISIONS:

SHT. 4

9.30.26

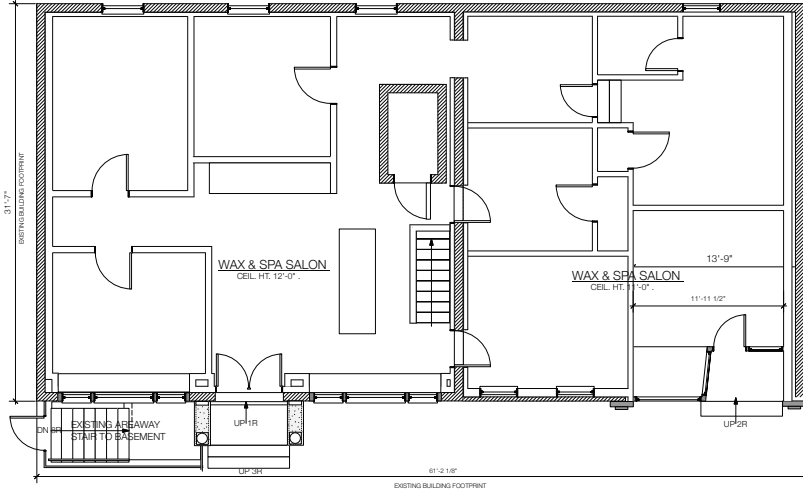


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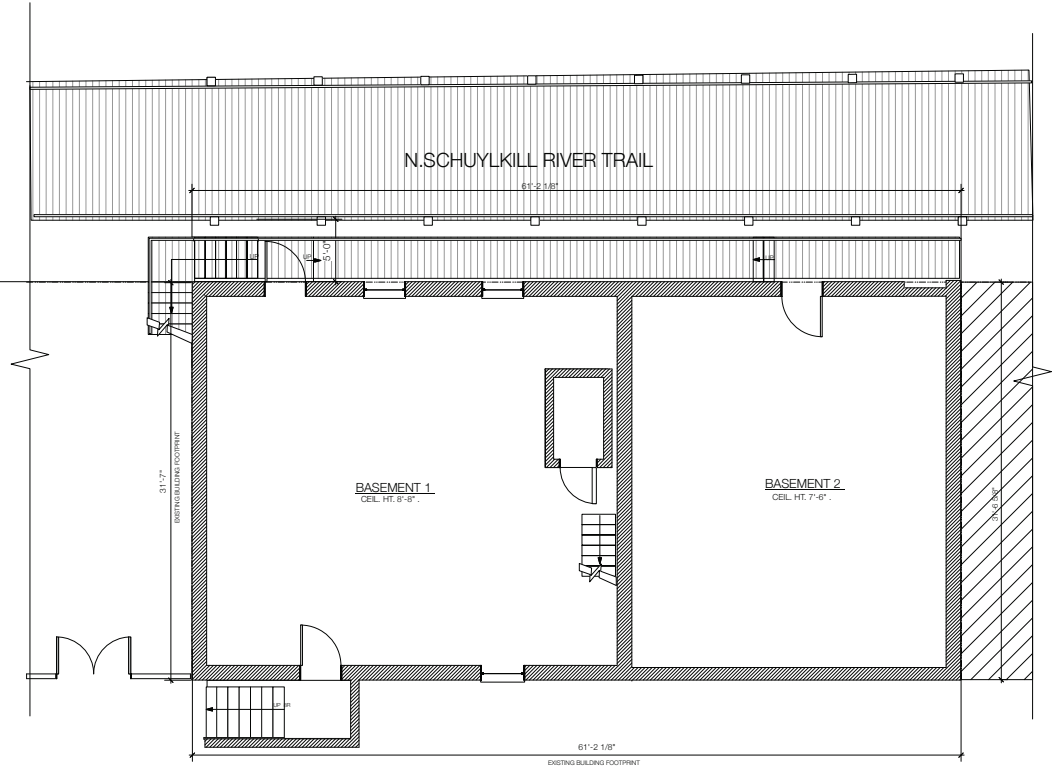
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**4370-74
MAIN STREET
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2
5 **EXISTING FIRST FLOOR PLAN**
Scale: 1/4" = 1'-0"

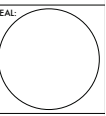


1
5 **EXISTING BASEMENT PLAN**
Scale: 1/4" = 1'-0"

EXISTING PLANS

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127

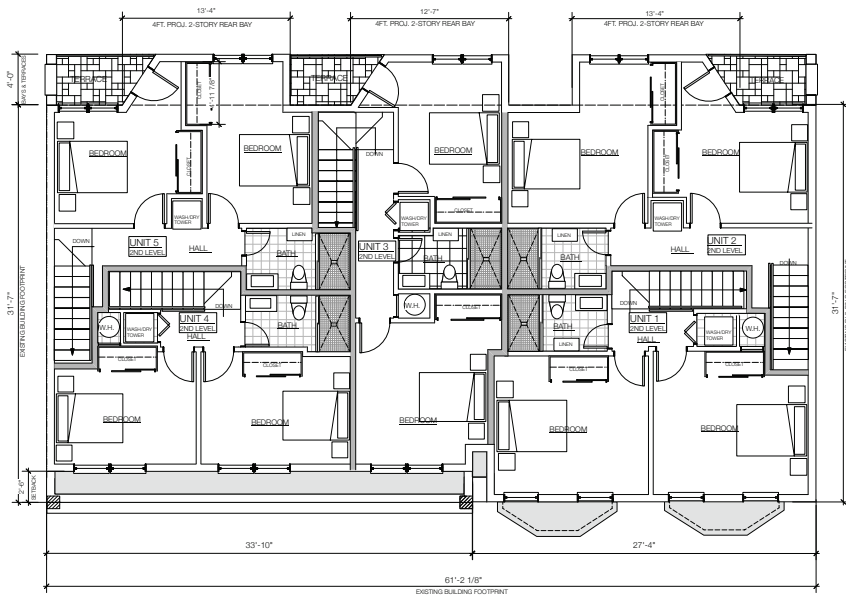
FLOOR PLANS



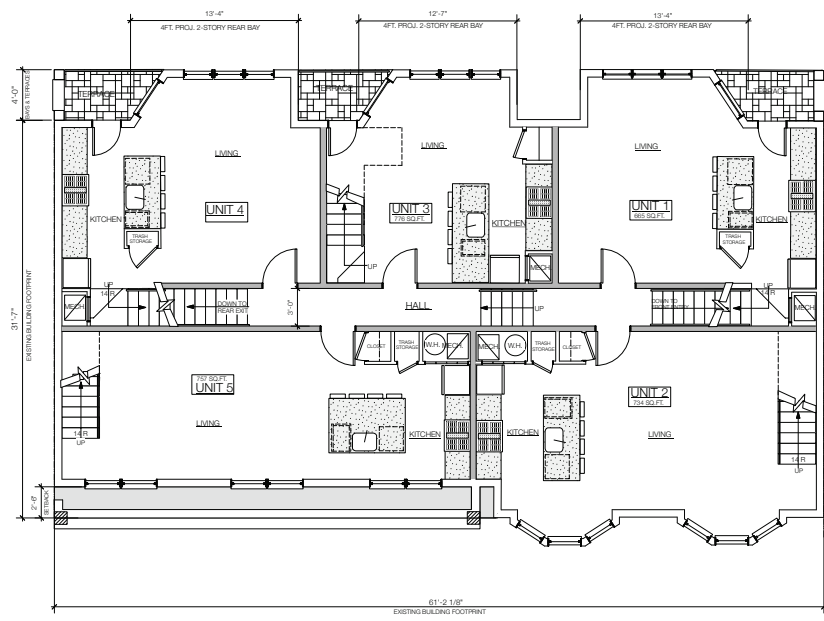
REVISIONS:

SHT. 5

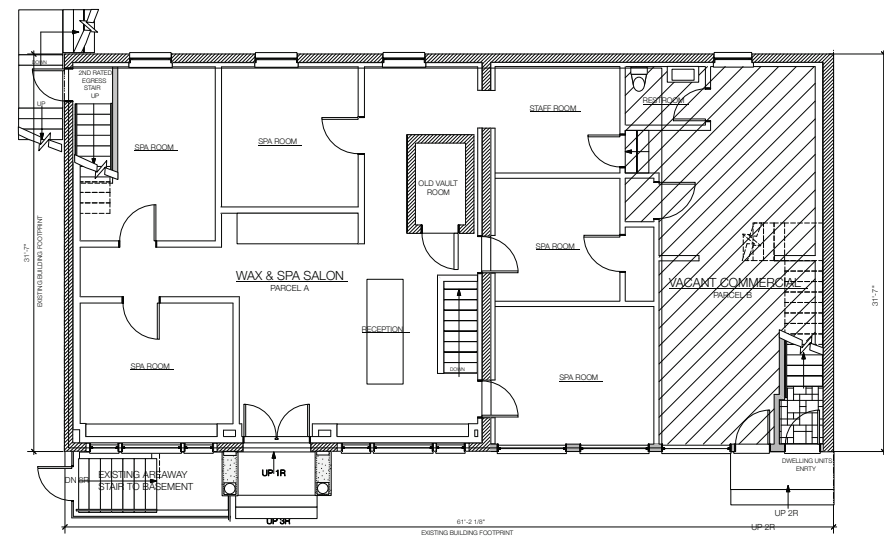
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3
6 **THIRD FLOOR PLAN ADDITION - BEDROOMS**
Scale: 1/4" = 1'-0"



2
6 **SECOND FLOOR PLAN ADDITION - LIVING & KITCHENS**
Scale: 1/4" = 1'-0"



1
6 **FIRST FLOOR PLAN- SPA SALON & COMMERCIAL SPACE**
Scale: 1/4" = 1'-0"

PROPOSED PLANS

BRAZILIAN WAX & SPA
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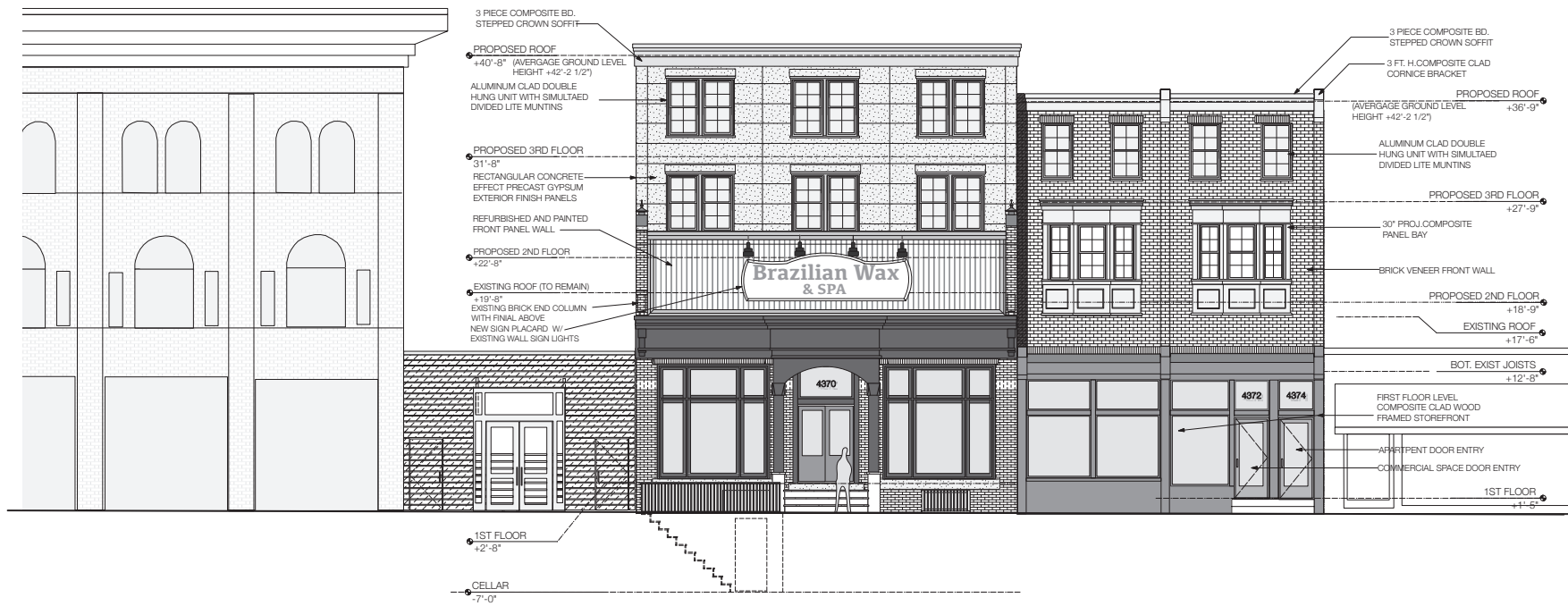
PROJECT
INFORMATION

SEAL:

REVISIONS:

SHT. 6

9.30.26



1
7 **PROPOSED FRONT ELEVATION - MAIN STREET**
 Scale: 1/4" = 1'-0"

PROPOSED MAIN STREET ELEVATION

BRAZILIAN WAX & SPA
 4370-74 MAIN STREET MANAYUNK
 PHILADELPHIA, PA. 19127

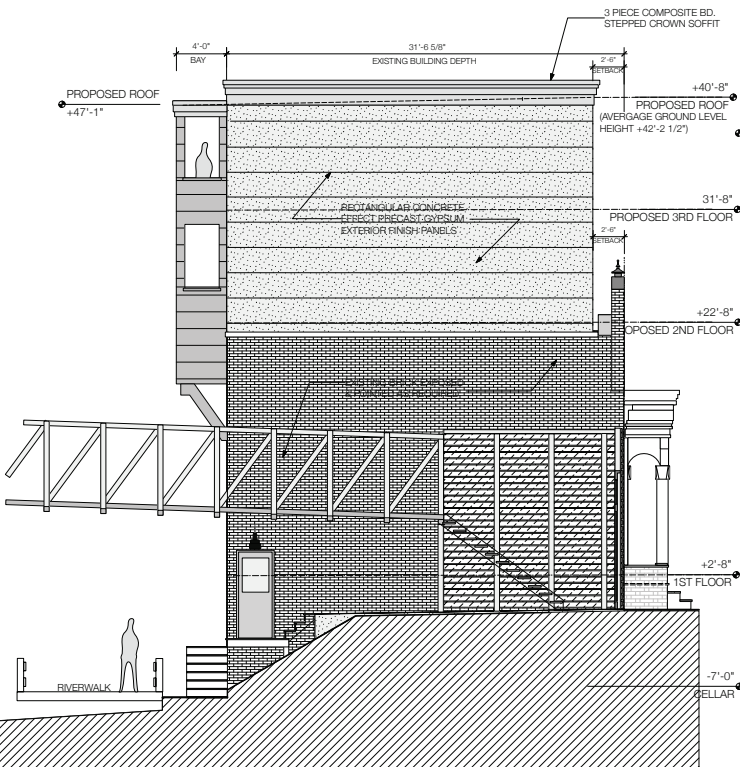
PROPOSED
 FRONT
 ELEVATION

SEAL:

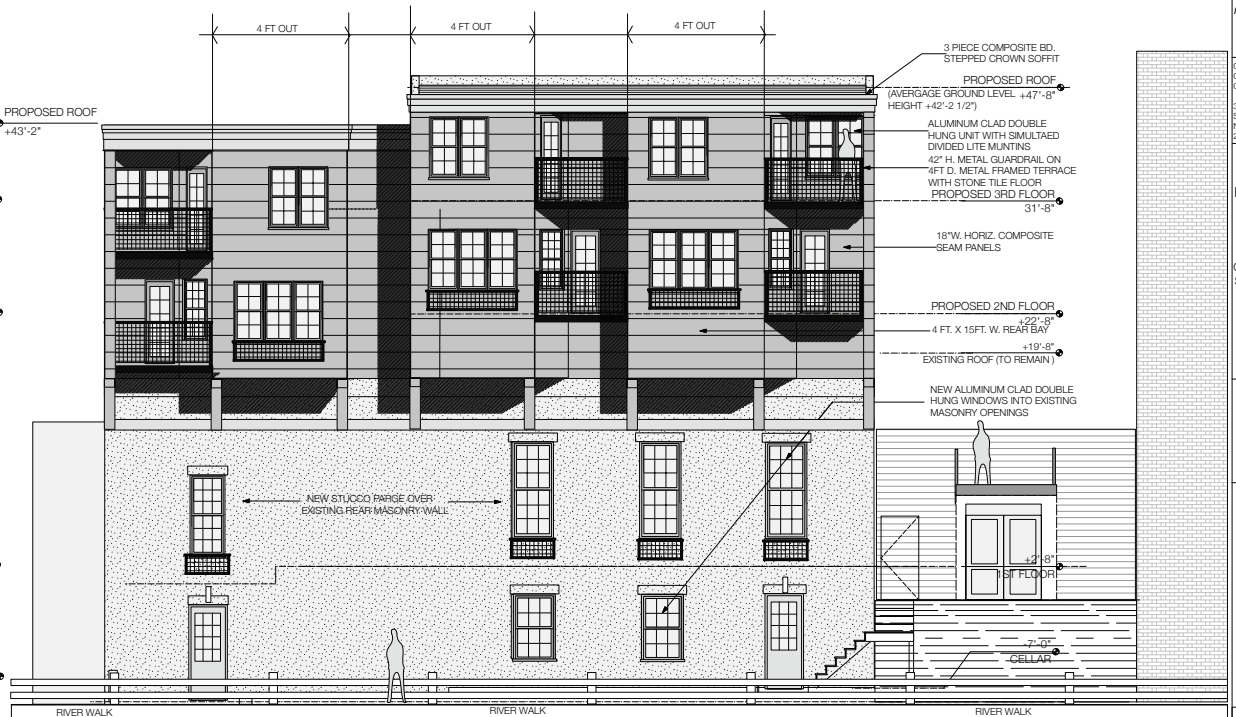
REVISIONS:

SHT. 7

9.30.26



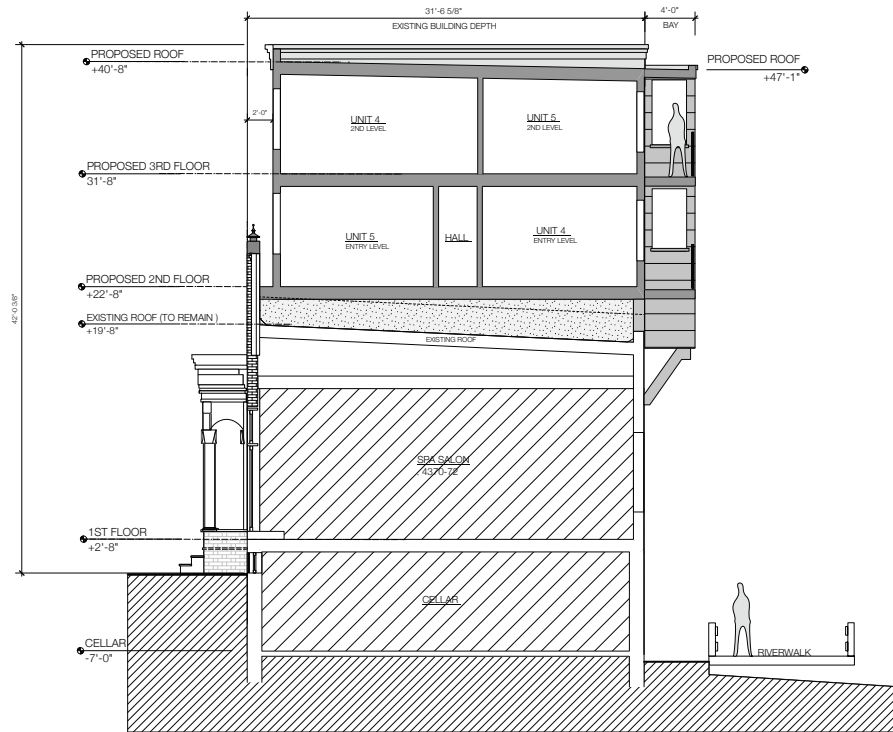
2 **PROPOSED SIDE (PEDESTRIAN BRIDGE) ELEVATION**
Scale: 1/4" = 1'-0"



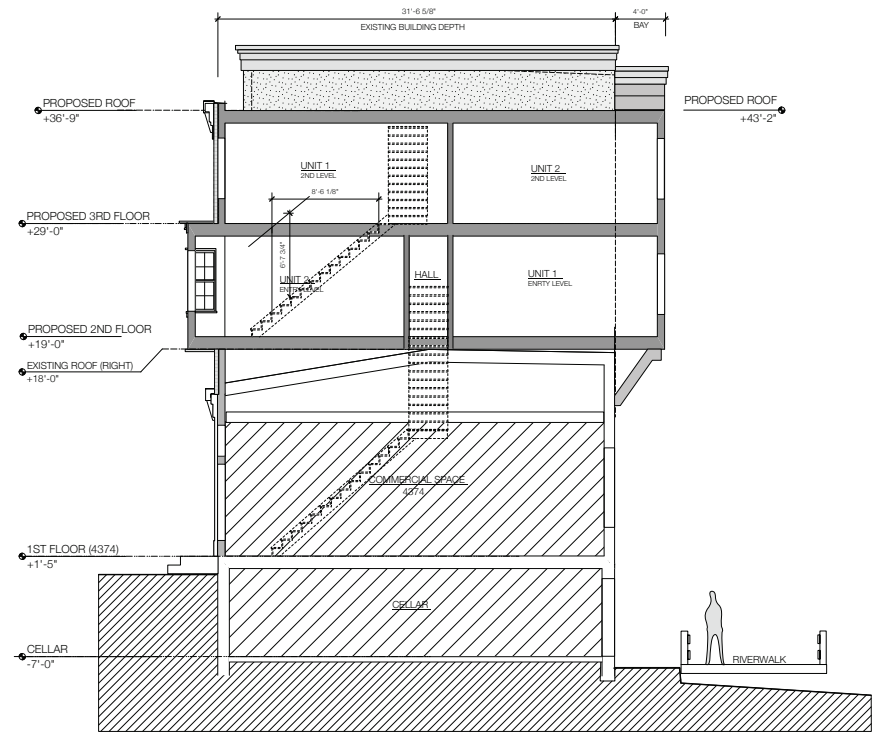
1 **PROPOSED CANAL SIDE ELEVATION - SCHUYLKILL RIVER TRAIL**
Scale: 1/4" = 1'-0"

PROPOSED RIVERWALK ELEVATION

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127



2 **BUILDING SECTION - 4370 MAIN STREET**
Scale: 1/4" = 1'-0"



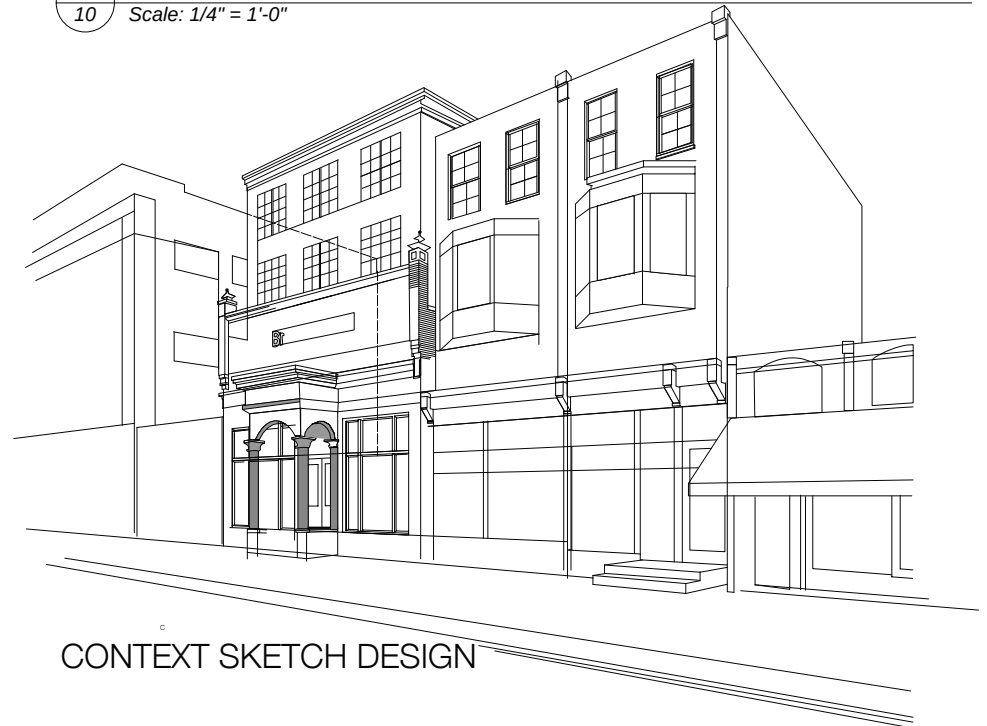
1 **BUILDING SECTION - 4374 MAIN STREET**
Scale: 1/4" = 1'-0"



2 CANAL ELEVATION - MATERIAL AND MASSING STUDY
10 Scale: 1/4" = 1'-0"



1 MAIN ST. DESIGN IMAGE- MATERIAL AND MASSING STUDY
10 Scale: 1/4" = 1'-0"



CONTEXT SKETCH DESIGN

**THE MINUTES OF THE 761ST STATED MEETING OF THE
PHILADELPHIA HISTORICAL COMMISSION**

**FRIDAY, 9 JANUARY 2026, 9:00 A.M.
ROOM 18-029, 1515 ARCH STREET, WITH REMOTE OPTION ON ZOOM
ZACHARY FRANKEL, CHAIR**

CALL TO ORDER

START TIME IN ZOOM RECORDING: 00:00:00

Mr. Frankel, the Chair, called the meeting to order at 9:03 a.m. and announced the presence of a quorum. The following Commissioners joined him:

Commissioner	Present	Absent	Comment
Zachary Frankel, Chair (Real Estate Developer)	X		
Kimberly Washington, Esq., Vice Chair (Community Development Corporation)		X	
Kareema Abu Saab (Commerce Department)	X		
Donna Carney (Philadelphia City Planning Commission)	X		
Emily Cooperman, Ph.D., Committee on Historic Designation Chair (Historian)	X		
Thomas Holloman (City Council)		X	
Kyle O'Connor (Department of Public Property)	X		
John P. Lech (Department of Licenses & Inspections)	X		
Dan McCoubrey, AIA, LEED AP BD+C, Architectural Committee Chair (Architect)	X		
Stephanie Michel (Community Organization)		X	
Franz Rabauer	X		
Robert Thomas, AIA (Architectural Historian)	X		
Matthew Treat (Department of Planning and Development)	X		

The meeting was held in person at 1515 Arch Street, with the option for applicants and the public to participate via Zoom video and audio-conferencing software.

The following staff members were present:

- Jonathan Farnham, Executive Director
- Kim Chantry, Historic Preservation Planner III
- Heather Hendrickson, Historic Preservation Planner II
- Ted Maust, Historic Preservation Planner II
- Allyson Mehley, Historic Preservation Planner III
- Josh Schroeder, Historic Preservation Planner I
- Dan Shachar-Krasnoff, Historic Preservation Planner II
- Alex Till, Historic Preservation Planner II

The following persons attended the meeting in person:

- Charles Elison
- Eric Giusini
- Joseph Horan, Kimmel Architecture
- Louis Thomas

Todd Reeves, Overbrook School for the Blind

The following persons attended the meeting on Zoom:

Allison Weiss, SoLo Germantown
Ben Schurhamer
Brian Wise
Chris Dean
Connor Burke
David Fecteau, Philadelphia City Planning Commission
David Traub, Save Our Sites
Geoffrey Klein
Gina Maria Ross
Hanna Stark, Preservation Alliance
Jay Farrell
Jeremy [no last name given]
Jingyi Luo
John Walsh
Joseph Serratore
Julia Hayman
Kimberly Haas, Hidden City
Krista Gebbia, Chestnut Hill Conservancy
Laura Mark
L. Gamble
Leonard Reuter, Esq., Law Department
Linda Strauch
Mandy Targoff
Margaret Kalalian
Mark Cartella
Mark Faulkner, PAU
Matt Masterpasqua
Megan McGaffigan
Nicole Brunet
Paul Steinke, Preservation Alliance
Richard Thom
Sara Pochedly, Toner Architects
Stephanie Pennypacker
Steve Gonzalez
Sue Patrone
Tamarra Cannon
Tylin Colston, PHFA
Wendy Sumida
William M. Scott

ITEM: 6333 Malvern Ave MOTION: Approval MOVED BY: McCoubrey SECONDED BY: Carney					
VOTE					
Commissioner	Yes	No	Abstain	Recuse	Absent
Frankel, Chair	X				
Washington, Vice Chair					X
Abu Saab (Commerce)	X				
Carney (PCPC)	X				
Cooperman	X				
Holloman (City Council)					X
O'Connor (DPP)	X				
Lech (L&I)	X				
McCoubrey	X				
Michel					X
Rabauer	X				
Thomas	X				
Treat (DPD)	X				
Total	10				3

ADDRESS: 4370-74 MAIN ST

Proposal: Construct two-story addition

Review: In Concept

Owner: Laurel Holdings Group

Applicant: Joseph Serratore, Joseph Serratore & Company Architects.

History: 1900, 4370 Main Street, Oliver S. Keely & Co.; 1930, 4372-74 Main Street

Individual Designation: None.

District Designation: Main Street Manayunk Historic District, 12/14/1983

Staff Contact: Josh Schroeder, joshua.schroeder@phila.gov

OVERVIEW: This application proposes to construct a two-story addition, to add five residential units, to 4370-74 Main Street above the existing one-story commercial property. Now a single property and building, the 4370 Main Street portion is classified as contributing to the Main Street Manayunk National Register Historic District while 4372-74 are classified as "intrusions" in the district.

The current version of the proposal includes a three-bay, two-story addition above the contributing portion at 4370 Main St and features a two-foot setback from the large front parapet above the storefront as well as a reveal between the contributing and non-contributing portions. No alterations are proposed for the contributing storefront. The two-story addition above the non-contributing portion at 4372-4374 Main St will include a brick veneer and two projecting bays on the second floor. The double door entrance at 4374 Main St will be replaced with two separate doors while the brick façade and two small windows at 4372 Main St will be altered to match the adjacent 4374 Main St storefront's appearance.

The building's rear faces the Schuylkill River Trail with substantial public visibility. The proposal generally retains the existing basement and first floor rear exterior's appearance, with new stucco parge over the existing masonry and new windows. The second and third floor rear

additions overhang the original exterior below and project over the river trail.

The Architectural Committee performed an in-concept review at its November 2025 meeting. The current revised application responds to several of the suggestions made by committee members.

SCOPE OF WORK:

- Construct two-story addition on top of 4370-74 Main Street and alter front and rear façades.

STANDARDS FOR REVIEW:

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

- *Standard 2: The historic character of a property will be retained and preserved. The removal of distinctive materials or alterations of features, spaces and spatial relationships that characterize a property will be avoided.*
- *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.*
- *Standard 10: New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

The Main Street Manayunk review criteria restated in the Historical Commission's Rules & Regulations include:

- *Section 6.9.b.4: Storefronts: Original existing storefronts contributing to the character of the district shall be retained and repaired. New storefronts shall be compatible with the proportion, form and materials of the original building.*
- *Section 6.9.b.5: Design: Additions, alterations and new construction shall be designed so as to be compatible in scale, building materials, and texture, with contributing buildings in the historic district.*

ARCHITECTURAL COMMITTEE RECOMMENDATION: The Architectural Committee voted to recommend denial, owing to incompleteness.

START TIME OF DISCUSSION IN ZOOM RECORDING: 01:17:06

PRESENTERS:

- Mr. Schroeder presented the application to the Historical Commission.
- Architect Joseph Serratore represented the application.

PUBLIC COMMENT:

- None.

HISTORICAL COMMISSION FINDINGS AND CONCLUSIONS:

The Historical Commission found that:

- The setback from the addition to the front facade at 4370 Main Street presents maintenance and drainage issues that need to be addressed.

- The proper depth of the setback will require further consideration during final review.
- The revised rear elevations responded satisfactorily to the Architectural Committee's suggestions.

The Historical Commission concluded that:

- The two-foot setback may not be sufficient to respect the historic character of the 4370 Main Street front facade, pursuant to Standards 2 and 9, and Manayunk Review Criterion 5.

ACTION: Mr. McCoubrey moved to approve most of the application in concept, but to deny the proposed setback of the addition from the plane of the front facade of the building at 4740 Main Street, pursuant to Standards 2, 9, and 10 and the Main Street Manayunk Review Criteria. Ms. Cooperman seconded the motion, which was adopted by unanimous consent.

ITEM: 4370-74 Main St MOTION: Approval in concept except denial of the setback of the addition MOVED BY: McCoubrey SECONDED BY: Cooperman					
VOTE					
Commissioner	Yes	No	Abstain	Recuse	Absent
Frankel, Chair	X				
Washington, Vice Chair					X
Abu Saab (Commerce)	X				
Carney (PCPC)	X				
Cooperman	X				
Holloman (City Council)					X
O'Connor (DPP)	X				
Lech (L&I)	X				
McCoubrey	X				
Michel					X
Rabauer	X				
Thomas	X				
Treat (DPD)	X				
Total	10				3

**REPORT OF THE ARCHITECTURAL COMMITTEE
OF THE PHILADELPHIA HISTORICAL COMMISSION**

**TUESDAY, 25 NOVEMBER 2025
REMOTE MEETING ON ZOOM
DAN MCCOUBREY, CHAIR**

CALL TO ORDER

START TIME IN AUDIO RECORDING: 00:00:00

The Chair called the meeting to order at 9:00 a.m. The following Committee members joined him:

Committee Member	Present	Absent	Comment
Dan McCoubrey, FAIA, LEED AP BD+C, Chair	X		
John Cluver, AIA, LEED AP	X		
Rudy D'Alessandro	X		
Justin Detwiler	X		
Nan Gutterman, FAIA	X		
Allison Lukachik	X		
Amy Stein, AIA, LEED AP	X		

The meeting was held remotely via Zoom video and audio-conferencing software.

The following staff members were present:

Jonathan Farnham, Executive Director
Shannon Garrison, Historic Preservation Planner III
Kristin Hankins, Historic Preservation Planner II
Heather Hendrickson, Historic Preservation Planner II
Ted Maust, Historic Preservation Planner II
Allyson Mehley, Historic Preservation Planner III
Dan Shachar-Krasnoff, Historic Preservation Planner II
Alex Till, Historic Preservation Planner II
Joshua Schroeder, Historic Preservation Planner I

The following persons were present:

Andrew Biggin
Anthony Mascieri
Benjamin Estepani, Pace Architecture & Design
David Whipple, Assimilation Design Lab
Geoffrey Klein, KBA
Hal Schirmer, Esq.
Haleh Kadkhoda
Hanna Stark, Preservation Alliance
Ian D'Elia
Jane Ahn
Jingyi Luo
Joe Serratore, Joseph Serratore & Company Architects
Joseph Horan, Kimmel Architecture

Judith L. Robinson, Continuum Architecture & Design, PC
Justino Navarro, Spring Garden Civic Association
Kerry Canal
Melissa Florkowski
Ohad Langer
Patricia Freeland, Spring Garden Civic Association
Samantha Chui
Ted Rosenberg
Todd Reeves, Overbrook School for the Blind
Yoav Shiffman

ITEM: 1907 Green St MOTION: Denial MOVED BY: Detwiler SECONDED BY: Lukachik					
VOTE					
Committee Member	Yes	No	Abstain	Recuse	Absent
Dan McCoubrey	X				
John Cluver	X				
Rudy D'Alessandro	X				
Justin Detwiler	X				
Nan Gutterman	X				
Allison Lukachik	X				
Amy Stein	X				
Total	7				

ADDRESS: 4370-74 MAIN ST

Proposal: Construct two-story addition

Review: In Concept

Owner: Laurel Holdings Group

Applicant: Joseph Serratore, Joseph Serratore & Company Architects.

History: 1900, 4370 Main Street, Oliver S. Keely & Co.; 1930, 4372-74 Main Street

Individual Designation: None.

District Designation: Main Street Manayunk Historic District, 12/14/1983

Staff Contact: Josh Schroeder, joshua.schroeder@phila.gov

BACKGROUND:

This application proposes to construct a two-story addition, to add six residential units, to 4370-74 Main Street, a one-story commercial property. The properties at 4370 and 4372-74 Main Street have been consolidated. The building at 4370 Main Street is classified as contributing to the Main Street Manayunk National Register Historic District while the buildings at 4372-74 classified as classified as "intrusions" in the district. Two floors would be added to the one-story combined building. The application does not propose any changes to the existing front façade of 4370 Main Street. The application does not specify how the large front parapet above the storefront would be incorporated into the addition.

The combined building's rear façade faces the Schuylkill River Trail with substantial public visibility. Significant changes are proposed to the existing rear façade. The application proposes a completely new fenestration pattern to align the four window bays proposed for the second and third floors above, suggesting infill of existing windows and/or expansion of window openings.

SCOPE OF WORK:

- Construct two-story addition on top of 4370-74 Main Street and alter front and rear façades.

STANDARDS FOR REVIEW:

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

- *Standard 2: The historic character of a property will be retained and preserved. The removal of distinctive materials or alterations of features, spaces and spatial relationships that characterize a property will be avoided.*
 - The proposal maintains the historic storefront's features, satisfying Standard 2, but the proposal lacks detail regarding how the addition interacts with the wall above the cornice on the front façade.
- *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 proposal maintains the contributing property's historic storefront and other features. The proposed massing, scale, and general appearance appear compatible with the district's character, but more detail is required for proposed materials and color.
 - Historically, the building served as commercial office space, while other properties in the Main Street Manayunk Historic District facing the river had similar or industrial appearances in the rear. The proposed alterations to the existing rear façade may detract from the historic character of the district.
- *Standard 10: New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*
 - The proposed addition maintains the appearance of the front façade, though more detail on the interaction between the second-floor addition and front parapet on the contributing building is needed to determine if the application satisfies Standard 10.

The Main Street Manayunk review criteria restated in the Historical Commission's Rules & Regulations include:

- *Section 6.9.b.4: Storefronts: Original existing storefronts contributing to the character of the district shall be retained and repaired. New storefronts shall be compatible with the proportion, form and materials of the original building.*
 - The application proposes no changes to the storefront on the contributing portion of the building.
- *Section 6.9.b.5: Design: Additions, alterations and new construction shall be designed so as to be compatible in scale, building materials, and texture, with contributing buildings in the historic district.*
 - The proposed massing, scale, and general appearance appear compatible with the district's character, but more detail is required for proposed materials and color.

STAFF RECOMMENDATION: Approval of the overall size, massing, and general design of the proposed additions, but denial based on the need for additional details about materials, colors, finishes, and the proposed alterations to the rear façade, pursuant to Standards 2, 9, and 10, and Main Street Manayunk review criteria.

START TIME OF DISCUSSION IN ZOOM RECORDING: 01:23:08

PRESENTERS:

- Mr. Schroeder presented the application to the Architectural Committee.
- Architect Joe Serratore represented the application.

DISCUSSION:

- Ms. Stein and Ms. Gutterman noted that it was difficult to conceptualize with the applications materials submitted how the entire building will look with the new additions and how the new addition will relate to the front façade in particular.
 - Mr. Serratore acknowledged that the current plans were produced quickly and noted that, for the 4370 Main Street front elevation, the second-floor window sills are 30 inches above the floor to accommodate the front parapet.
- Mr. Cluver asked how the floor levels between the buildings at 4370 and 4372-74 Main Street correspond to the difference in height between the Main Street entrances. He also asked if an accessible entrance is included as it is likely going to be required with the level of proposed alteration.
 - Mr. Serratore responded there would be no change to the floors or the outside entrance but he would consider how to make the entrance accessible.
- Mr. Cluver asked Mr. Serratore about the justification for the addition, noting that the proposal probably doubled the approximate height of the building, a change that would not typically be recommended for approval by the Architectural Committee.
 - Mr. Serratore noted that the owner wants to add residential units above the commercial space. He noted that the Historical Commission's staff had advised him that the new height would not be a concern.
 - Mr. Schroeder stated that the staff considered three-story buildings to be in keeping with the Manayunk historic district's character.
- Ms. Lukachik asked about any proposed setback for the addition behind the parapet at 4370 Main Street.
 - Mr. Serratore pointed out that the setback was about one foot and a reveal was included.
- Ms. Lukachik and Mr. Detwiler stated that a one-foot setback was insufficient and the addition would still overwhelm the original building and façade. Ms. Lukachick speculated that seven or ten feet was closer to a suitable setback. Both Ms. Lukachick and Mr. Detwiler noted that the current building's "stout" appearance and oversized parapet are unique and special care is needed to avoid disrupting its defining features.
 - Mr. D'Alessandro noted that the "piers" on either end of the parapet need to stand out.
- The Architectural Committee discussed the need for side elevations, renderings, and section drawings to adequately evaluate the addition's impact on the contributing building.
 - Mr. D'Alessandro noted inconsistencies between the rear elevation drawings and the floor plans.
- Mr. Detwiler praised the proposal's sensitivity to the Main Street façade but reiterated the need for more of a setback. He also suggested a cornice along the 4372 Main Street portion for continuity with 4374 Main Street.
- Mr. Detwiler and Mr. D'Alessandro suggested the projecting bays should be a material other than stucco or metal.
- Mr. D'Alessandro suggested reviewing the proposed changes to the storefronts at 4372-74 Main Street for compliance with the Main Street Manayunk review criteria.
- Mr. McCoubrey stated that the massing and design of the rear should correspond better with the front and should be simplified. He noted that the notches and projections in the rear do not reflect the proposed front. He also suggested the additional floors should not be stucco to differentiate from the original rear.

- Mr. Serratore explained that the existing, historic rear does not correspond to the historic front.
- Ms. Stein and Mr. Detwiler discussed whether the proposed three-foot projection for the rear additions was excessive. Ms. Stein suggested a bay might be a better choice so the projection comes gradually from the adjacent party wall. Both pointed out they could not make a firm recommendation without drawings or renderings of the side elevation.
- Mr. D'Alessandro asked where mechanical equipment would be located.
 - Mr. Serratore responded that it will likely be located on the roof.
- Ms. Stein expressed opposition to the proposed Juliet balconies, noting that a three foot projection with another couple of feet for the balconies was an excessive total projection and not in keeping with the district's character.
 - Mr. McCoubrey stated that he preferred the pulled-back balconies on the ends. He also suggested perhaps bays with balconies in between as an alternative to the current design.

PUBLIC COMMENT:

- None.

ARCHITECTURAL COMMITTEE FINDINGS & CONCLUSIONS:

The Architectural Committee found that:

- The parapet wall over the storefront on the building at 4370 Main Street is a character-defining, historic feature.
- The rear of the building at 4370-74 Main Street, along the Schuylkill River Trailway, faces a public right-of-way and any alterations and additions need to be in keeping with the district's historic character.

The Architectural Committee concluded that:

- As presented, the proposed massing of the overbuild is appropriate, but a greater setback for the addition at 4370 Main Street is needed to keep the addition from overwhelming the original historic storefront.
- The application, though in-concept, requires more detail to evaluate the proposal's specifics.

ARCHITECTURAL COMMITTEE RECOMMENDATION: The Architectural Committee voted to recommend denial, owing to incompleteness.

ITEM: 4370-74 Main Street MOTION: Denial MOVED BY: Lukachik SECONDED BY: D'Alessandro					
VOTE					
Committee Member	Yes	No	Abstain	Recuse	Absent
Dan McCoubrey	X				
John Cluver	X				
Rudy D'Alessandro	X				
Justin Detwiler	X				
Nan Gutterman	X				
Allison Lukachik	X				
Amy Stein	X				
Total	7				

ADDRESS: 257 S 4TH ST

Proposal: Remove addition; construct wall and garage; add windows and doors

Review Requested: Final approval

Owner: M Dwell Two, LLC

Applicant: Judith Robinson and Jane Ahn

History: 1810; three-story rear addition in 1981

Individual Designation: 4/30/1957

District Designation: Society Hill Historic District, Significant, 3/10/1999

Staff Contact: Alex Till, alexander.till@phila.gov

BACKGROUND:

This application proposes to remove a non-historic three-story rear addition on a Federal rowhouse that is both individually designated and listed as a significant resource in the Society Hill Historic District. The newly exposed western wall will feature three large openings set with a combination of windows and French doors and Juliett balconies on the upper stories. It also proposes to construct a brick wall and live-roof garage structure on the rear yard of the property. Additionally, it proposes to add one skylight to the rear slope of the roof, add one window and one set of French doors with guardrail to the exposed north side façade of the house and add windows and doors to a small historic rear ell. The building was constructed c. 1810 and is three-and-a-half stories tall with a gable roof and brick façade. The three-story addition proposed for removal is located behind the main block of the building and dates to 1981. The current front façade, north façade, and roof were reconstructed to their current forms in 1963. Prior to 1963, the front façade had a first-floor storefront, and the north wall of the building was covered by a neighboring garage. Upon removal of that garage, the owner, in consultation with the Historical Commission and Redevelopment Authority, reconstructed that façade with a new brick veneer, added the current windows with shutters, and rebuilt the chimneys and side roofline to match the rest of the row. The newly exposed rear wall, rear roof, and north side will all be at least partially visible from some surrounding public pedestrian walkways including S. 4th Street, St. James Place and St. Joseph's Way.

The applicants presented a similar design but with an added roof deck for an in-concept review to the Architectural Committee in April 2025. At that time, the Committee was receptive to all of the changes other than the roof deck.

Project Introduction

4370-74 Main Street Manayunk. Philadelphia, 19127

The existing 1-story building with the addition proposed fronts Main St. on a 30 ft by 61 ft lot, with 100% coverage of the property. The rear faces the Schuylkill River along the riverwalk path, essentially having two public access facing facades. The building contains a commercial Spa Salon that the owner has operated for six years, and with it a secondary commercial space in 4374 (Parcel B) that is currently vacant. The owner is wishing to build a two-story addition above the existing one-story building to accommodate five dwelling units.

The building was formally comprised of three separate structures as 4370, 4372, and 4374. 4370 is the structure within the consolidated address as contributing to the Historical District, built around the turn of the 20th century.

The addition above the old structure and the remaining one story is proposed to respect the existing historical structure and to revise the former character of the storefront street once belonging to the two former separate properties. The approach is met with maintaining the heights as low as possible without removing the existing two primary roofs, while maintaining a front 2-foot set back and 1 foot reveal above and around the contributing structure. The concept is set to express the 2-story addition as a new element that pays respect to the existing structure with a masonry panel façade with grouped windows. The remaining lower façades resort to the former two lot divisions by establishing storefront façades along the first floor. The façade is created in two parts in keeping with the former divisions. The upper two floors propose a brick veneer with two projecting bays at the second level, as in character to similar types existing along main street.

The design takes advantage of three rear 4-foot bays permitted by L & I to gain extra square footage needed, while permitting outdoor terraces for all the units. The rear façade facing the river has the three projecting bays that help unify the entire structure, with the bottoms of the bays aligned. The result is a façade that gives liveliness and a face to the river and the riverwalk that it now fronts.



PROJECT ADDRESS: 4370-74 MAIN ST. MANAYUNK -PHILADELPHIA, PA. 19127

APPLICANT: JOE SERRATORE/. JOS. SERRATORE & CO. ARCHITECTS
764 S. MARTIN STREET. MARIAN ANDERSON WAY
PHILADELPHIA, PA. 19146
SERRATORE@GMAIL.COM
215 620-7595

PROPERTY OWNER: CLAUDIA ROSSARI
1303 ROMA ROAD
HANAHAN, SC. 29140
CLAUDIA@BYCLAUDIASPAS.COM
843-593-4470

ARCHITECT: JOE SERRATORE/. JOS. SERRATORE & CO. ARCHITECTS
764 S. MARTIN STREET. MARIAN ANDERSON WAY
PHILADELPHIA, PA. 19146
SERRATORE@GMAIL.COM
215 620-7595

PROJECT SCOPE: COMMERCIAL SPACE OCCUPANCY
SPA SALON PARCEL A
VACANT COMMERCIAL PARCEL B

ADDITION- 2 STORIES ABOVE EXISTING 1 STORY STRUCTURE
NO EARTH DISTURBANCE

PROJECT INFORMATION

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127



JOS. SERRATORE & COMPANY ARCHITECTS INC.
 744 S. MARTIN STREET
 MARIAN ANDERSON WAY
 Philadelphia, PA 19146
 P 215.620.7595
 serratore@gmail.com

CONTACT:
 CLAUDIA PENNSYLVANIA CORPORATION
 3280 GOOD IRONWAY
 SUITE A
 NORTH CHARLESTON, SC 29418

4370-74 MAIN STREET PHILADELPHIA, PA. 19127
 PROPOSED TWO STORY ADDITION OVER EXISTING ONE STORY STRUCTURE FOR A 5-FAMILY DWELLING-ABOVE EXISTING PERSONAL SERVICES SPA CENTER

FLOOR PLANS

SEAL

REVISIONS:

SHT. 2

12.20.25

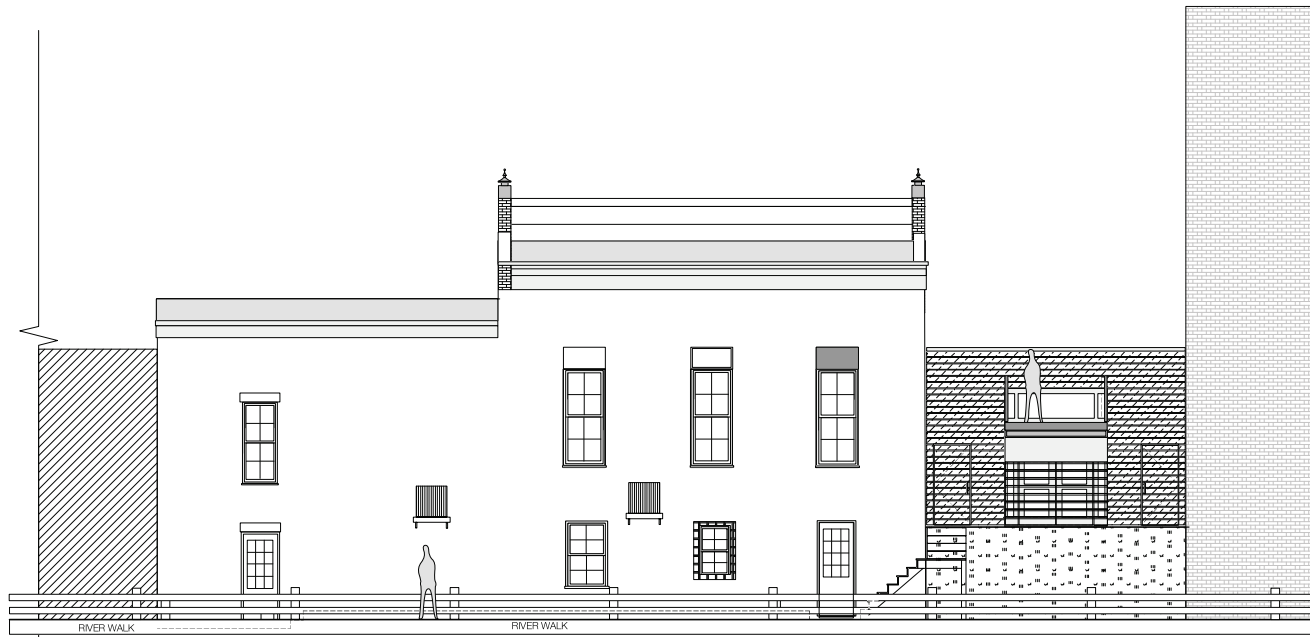


MAIN STREET CONTEXT

BRAZILIAN WAX & SPA
 4370-74 MAIN STREET MANAYUNK
 PHILADELPHIA, PA. 19127

IN-CONCEPT APP - REVIEWED BY HISTORICAL COMMISSION (JAN 2026)

REVISED APPLICATION



RIVER SIDE CONTEXT

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127



JOS. SERRATORE
&
COMPANY
ARCHITECTS INC.

764 S. MARTIN STREET
MARIAN ANDERSON WAY
Philadelphia, PA 19146
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serratore@gmail.com

CONTACT:
CLAUDIA PENNSYLVANIA
CORPORATION

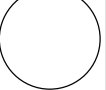
3300 GOOD IRONWAY
SUITE A
NORTH CHARLESTON, SC.
29418

**4370-74
MAIN STREET
PHILADELPHIA,
PA. 19127**

PROPOSED TWO
STORY ADDITION
OVER EXISTING ONE
STORY STRUCTURE
FOR A 5-FAMILY
DWELLING-
ABOVE EXISTING
PERSONAL
SERVICES
SPA CENTER

FLOOR PLANS

SEAL:



REVISIONS:

SHT. 3

12.20.25

IN-CONCEPT APP - REVIEWED BY HISTORICAL COMMISSION (JAN 2026)

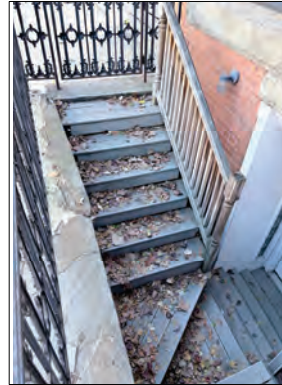
REVISED APPLICATION



FRONT VIEW NORTHWEST



FRONT VIEW SOUTHEAST



FRONT BASEMENT STAIR



SIDE ACCESS TO REAR



SIDE ACCESS TO FRONT



ADJACENT REAR BUILDING TO
NORTH ALONG RIVERWALK



TOWARDS BUILDING REAR VIEW
SOUTH ALONG RIVERWALK



BUILDING REAR VIEW TO
SOUTH ALONG RIVERWALK



BUILDING REAR VIEW AT
RIVER PEDESTRIAN BRIDGE

EXSITING PHOTOS

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127

IN-CONCEPT APP - REVIEWED BY HISTORICAL COMMISSION (JAN 2026)
REVISED APPLICATION



JOS. SERRATORE
&
COMPANY
ARCHITECTS INC.

764 S. MARTIN STREET
MARIAN ANDERSON WAY
PHILADELPHIA, PA 19146
P 215.420.7595
serratorej@gmail.com

CONTACT:
CLAUDIA PENNSYLVANIA
CORPORATION

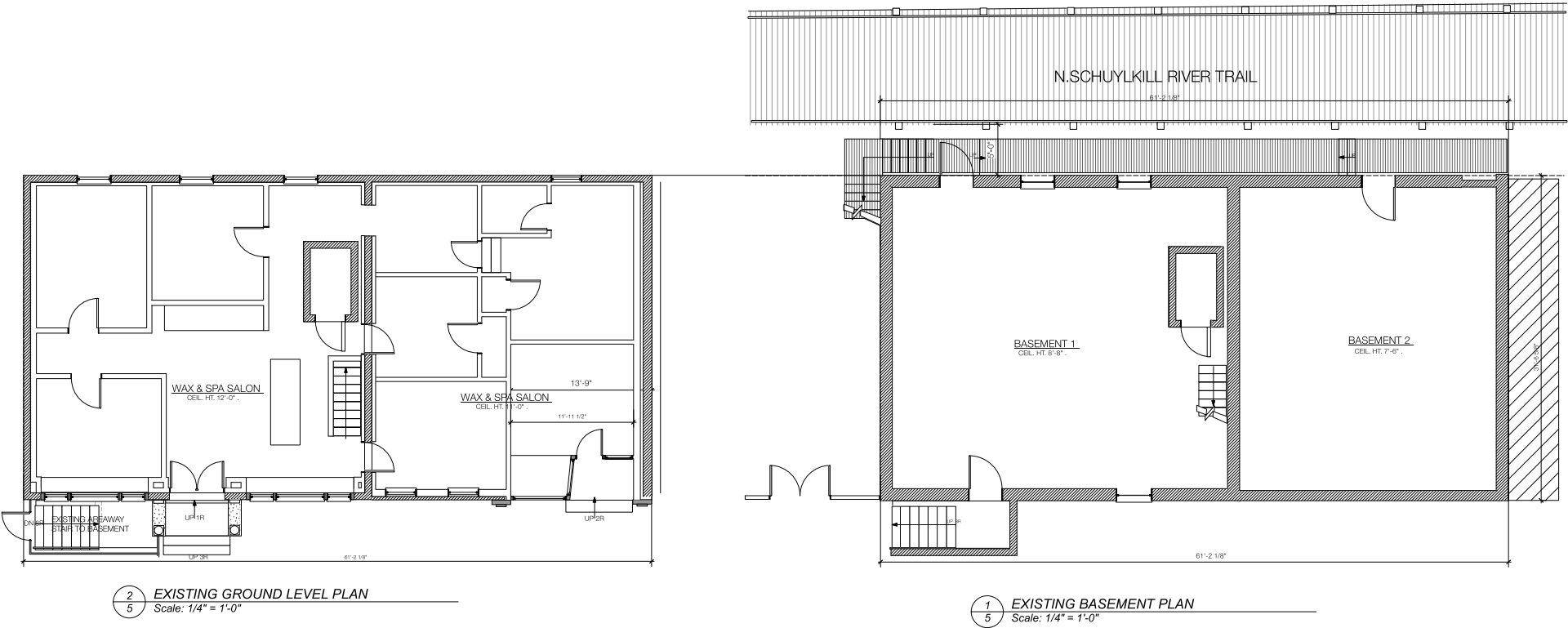
3280 GOOD IRONWAY
SUITE A
NORTH CHARLESTON, SC
29418

**4370-74
MAIN STREET
PHILADELPHIA,
PA. 19127**

PROPOSED TWO
STORY ADDITION
OVER EXISTING ONE
STORY STRUCTURE
FOR A 5-FAMILY
DWELLING-
ABOVE EXISTING
PERSONAL
SERVICES
SPA CENTER

SHT. 4

12.28.25

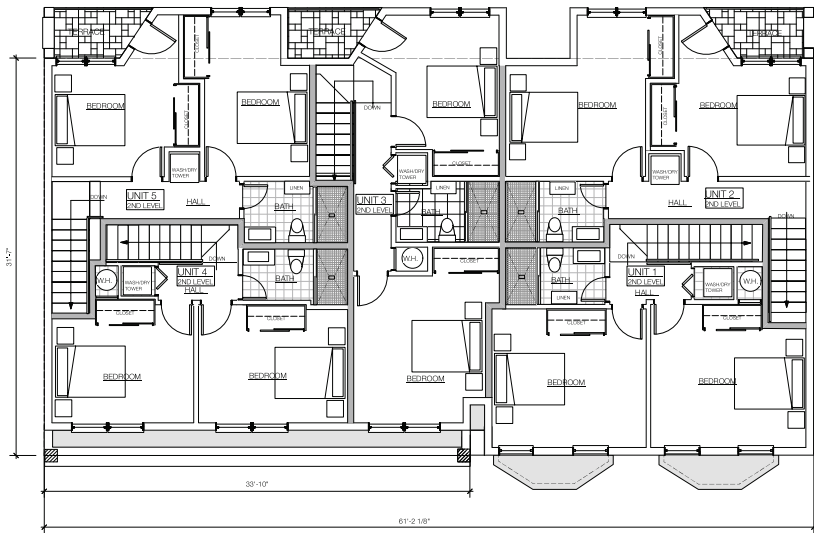


EXISTING PLANS

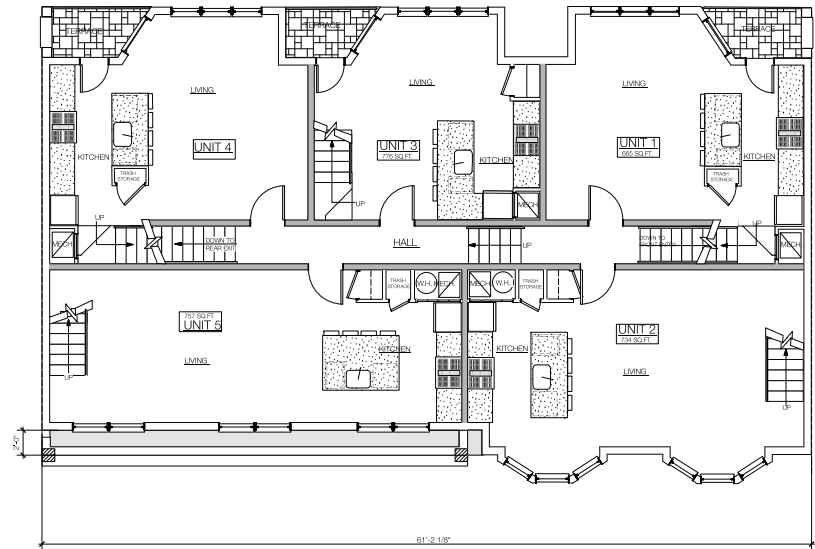
BRAZILIAN WAX & SPA
 4370-74 MAIN STREET MANAYUNK
 PHILADELPHIA, PA. 19127

IN-CONCEPT APP - REVIEWED BY HISTORICAL COMMISSION (JAN 2026)

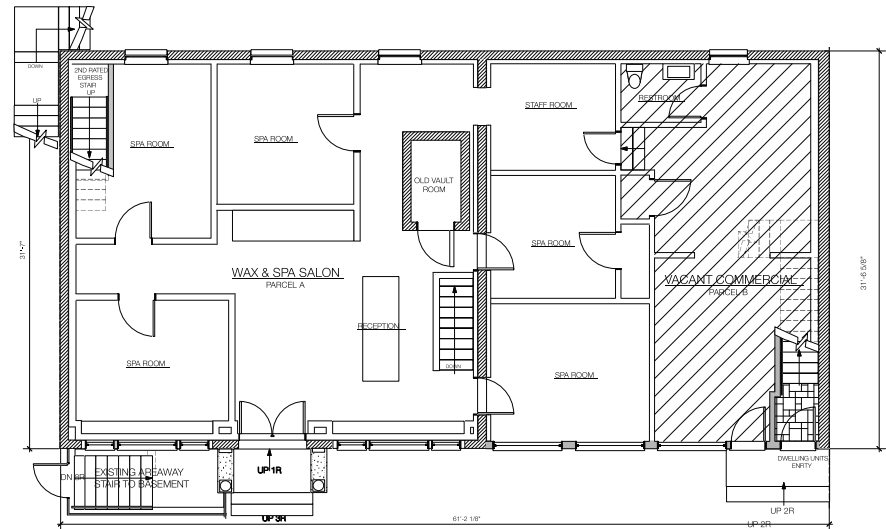
REVISED APPLICATION



3 THIRD FLOOR PLAN- BEDROOMS
6 Scale: 1/4" = 1'-0"



2 SECOND FLOOR PLAN- LIVING & KITCHENS
6 Scale: 1/4" = 1'-0"



1 GROUND & FIRST FLOOR PLAN- SPA SALON
6 Scale: 1/4" = 1'-0"

PROPOSED PLANS

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127



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&
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ARCHITECTS INC.
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CONTACT:
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CORPORATION
3280 GOOD IRONWAY
SUITE A
NORTH CHARLESTON, SC.
29418

4370-74
MAIN STREET
PHILADELPHIA,
PA. 19127

PROPOSED TWO
STORY ADDITION
OVER EXISTING ONE
STORY STRUCTURE
FOR A 5-FAMILY
DWELLING-
ABOVE EXISTING
PERSONAL
SERVICES
SPA CENTER

PROJECT
INFORMATION

SHT. 6

12.28.25

IN-CONCEPT APP - REVIEWED BY HISTORICAL COMMISSION (JAN 2026)

REVISED APPLICATION



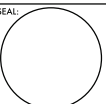
PROPOSED MAIN STREET ELEVATION

BRAZILIAN WAX & SPA
4370-74 MAIN STREET MANAYUNK
PHILADELPHIA, PA. 19127

IN-CONCEPT APP - REVIEWED BY HISTORICAL
COMMISSION (JAN 2026)

REVISED APPLICATION - NOTES UPDATED

FLOOR PLANS



REVISIONS:

SHT. 7

12.20.25



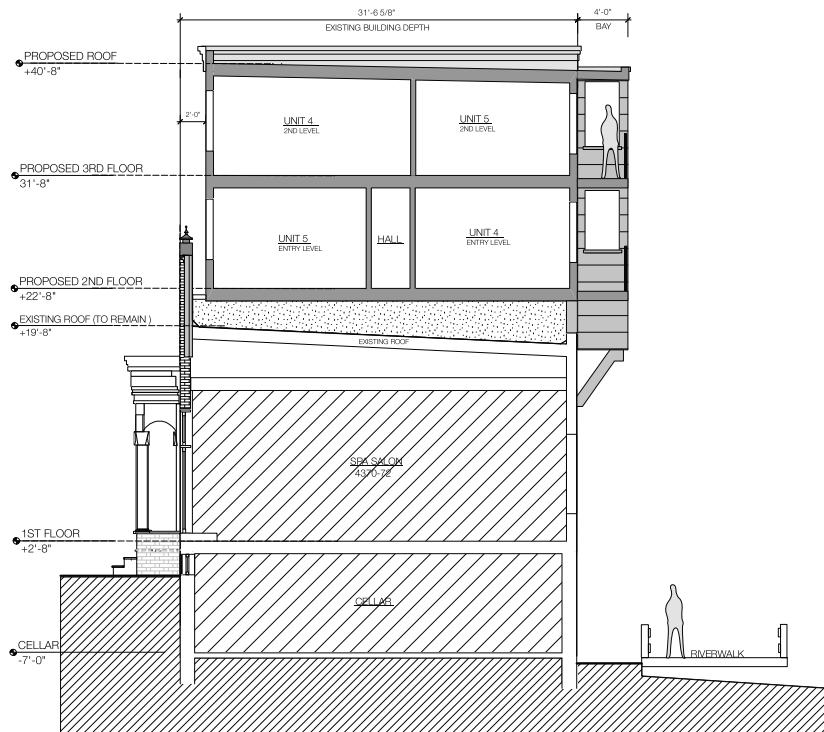
2
A-2 **PROPOSED REAR ELEVATION - SCHUYLKILL RIVER TRAIL**
 Scale: 1/4" = 1'-0"

PROPOSED RIVERWALK ELEVATION

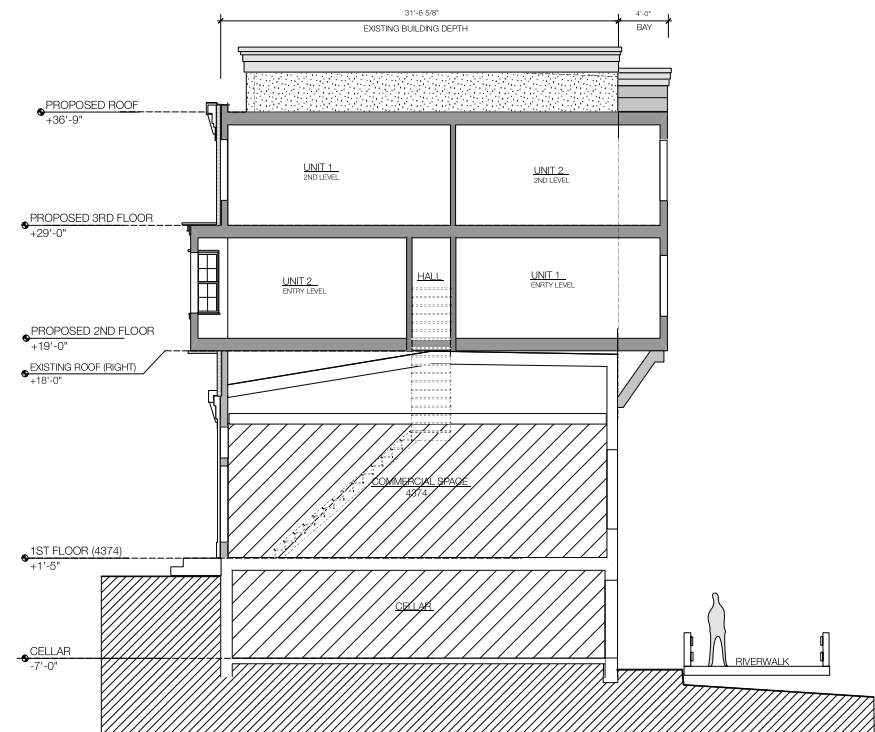
IN-CONCEPT APP - REVIEWED BY HISTORICAL
 COMMISSION (JAN 2026)

BRAZILIAN WAX & SPA
 4370-74 MAIN STREET MANAYUNK
 PHILADELPHIA, PA. 19127

REVISED APPLICATION - NOTES UPDATED



2 BUILDING SECTION - 4370 MAIN STREET
Scale: 1/4" = 1'-0"



1 BUILDING SECTION - 4374 MAIN STREET
Scale: 1/4" = 1'-0"



MASSING STUDY VIEW

IN-CONCEPT APP - REVIEWED BY HISTORICAL COMMISSION (JAN 2026)

REVISED APPLICATION - SUPPLEMENTED SHEET 1.6.2026



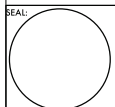
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**4370-74
MAIN STREET
PHILADELPHIA,
PA. 19127**

PROPOSED TWO
STORY ADDITION
OVER EXISTING ONE
STORY STRUCTURE
FOR A 5-FAMILY
DWELLING
ABOVE EXISTING
PERSONAL
SERVICES
SPA CENTER

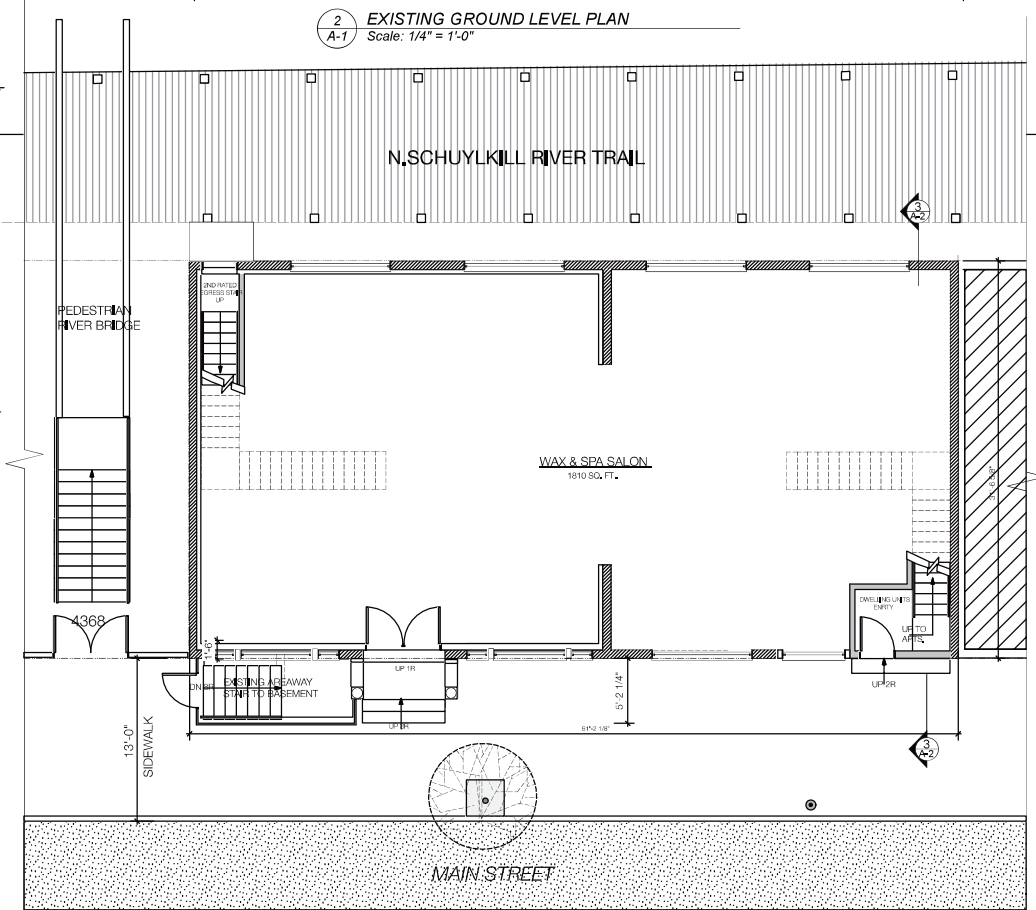
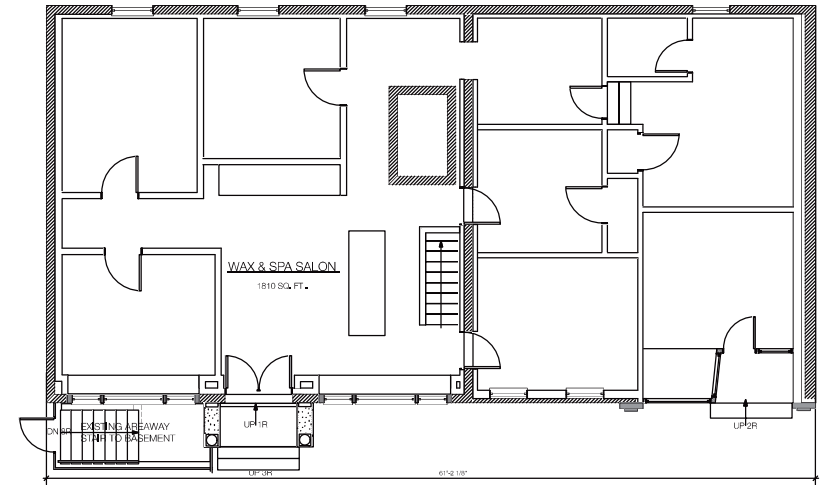
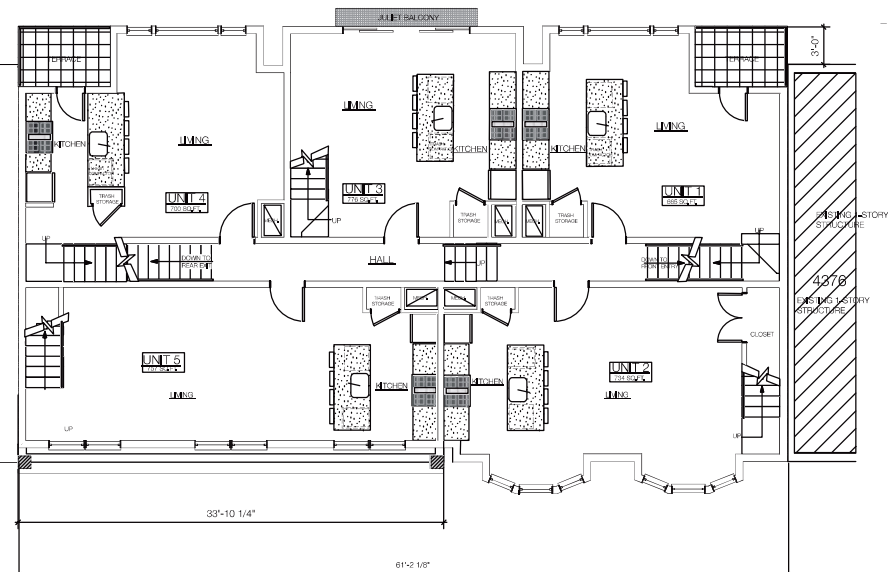
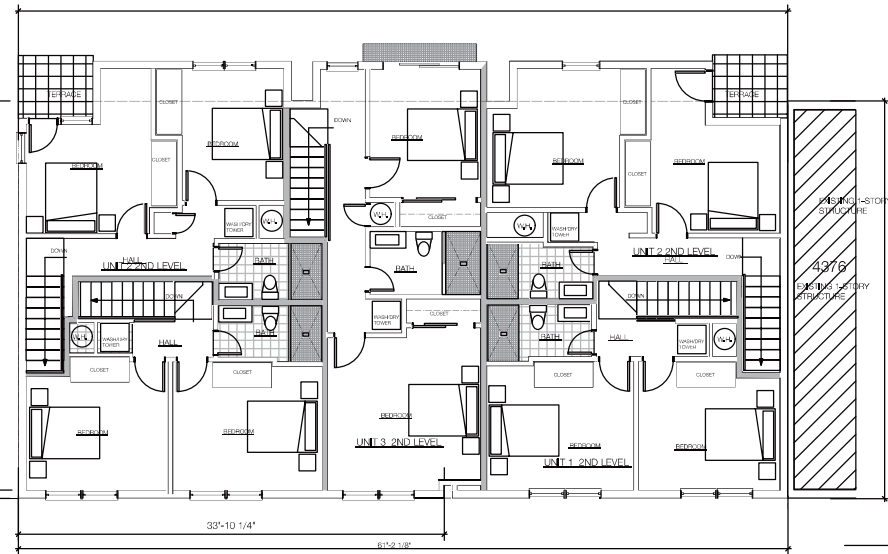
3D MASSING
STUDY



REVISIONS:

SHT.10

12.20.25





2 PROPOSED REAR ELEVATION - SCHUYLKILL RIVER TRAIL
Scale: 1/4" = 1'-0"



1 PROPOSED FRONT ELEVATION
Scale: 1/4" = 1'-0"

JAS
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**4370-74
MAIN STREET
PHILADELPHIA,
PA 19127**

PROPOSED TWO STORY ADDITION
OVER EXISTING ONE
STORY STRUCTURE
FOR A 5+ FAMILY
DWELLING
ABOVE EXISTING
PERSONAL
SERVICES
SPA CENTER

ELEVATIONS &
SECTION

SEAL:
REVISIONS:

A-2

10.20.25

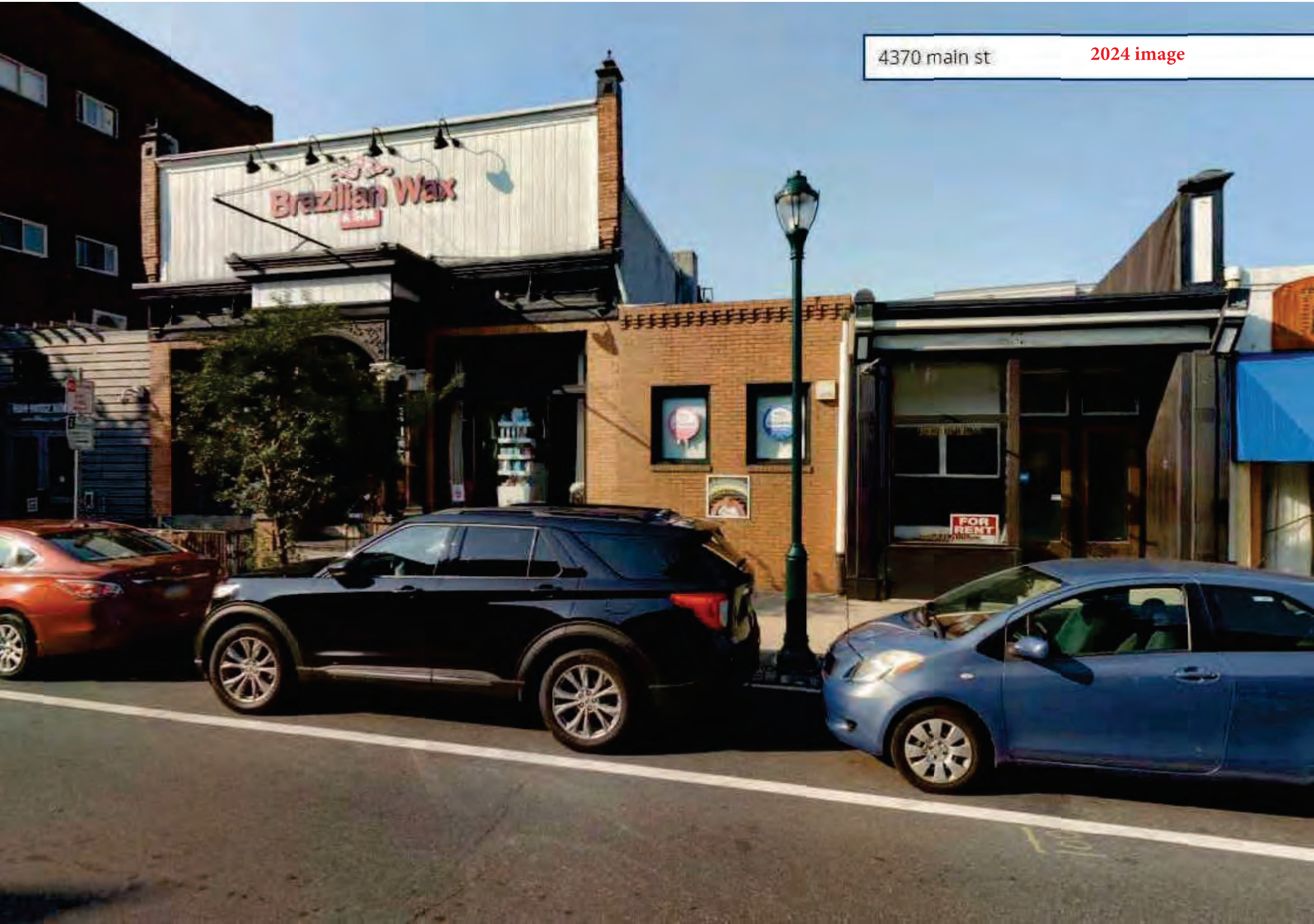
4370 main st

2024 image



4370 main st

2024 image



4370-74 Main St rear (2016 image)

Application Proposed at 25 November 2025 AC Meeting

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