

**ADDRESS: 1501 FAIRMOUNT AVE**

Proposal: Construct six-story addition; rehabilitate historic facade

Review Requested: Final Approval

Owner: 1501 Fairmount Ave LLC

Applicant: Shawn McAnally, Designblenz Architecture

History: 1930; Overseas Motor Works; Samuel Brian Baylinson, architect

Individual Designation: 2/13/2015

District Designation: None

Staff Contact: Heather Hendrickson, [heather.hendrickson@phila.gov](mailto:heather.hendrickson@phila.gov)

**OVERVIEW:** This application proposes to construct a six-story, mixed-use structure within a now-freestanding historic Art Deco façade at the northwest corner of Fairmount Avenue and 15<sup>th</sup> Street. This façade is all that remains of a 1930s commercial structure. The Historical Commission approved an application for a four-story overbuild on this property in 2016, but that project was abandoned in 2023. Work had begun on the project including partial demolition; everything but the exterior walls were removed, leaving the remaining walls structurally braced.

The current proposal is similar to the building proposal approved in 2016, but two stories taller. The materials include metal standing seam panels, fiber-cement panels, vinyl siding, and brick, in a design that emphasizes verticality to compliment what remains of the historic structure. The building would include one commercial space and thirty-four residential units. The new construction would be set back from the existing facades and corner tower, and the historic facades would be restored.

**SCOPE OF WORK:**

- Construct six-story addition and restore historic facades.

**STANDARDS FOR REVIEW:**

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

- *Standard 6: Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.*
- *Standard 9: New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

**STAFF RECOMMENDATION:** Approval, provided the vinyl siding on the west elevation is changed to a more appropriate material, with the staff to review details, pursuant to Standards 6 and 9.

13 January 2025

Kim Chantry  
Historic Preservation Planner Supervisor  
Philadelphia Historical Commission  
1515 Arch Street, 13th Floor  
Philadelphia, PA 19102

Dear Ms. Chantry,

We are pleased to submit a design proposal at 1501 Fairmount Avenue for review. The project proposes a six-story, mixed-use structure with (1) commercial space and (34) residential units. Additionally, our design preserves the historic façade along Fairmount Avenue and North 15<sup>th</sup> Street.

A prior owner previously prepared a redevelopment proposal that was approved by the Historic Commission, however, it was never acted upon because it was not economically viable. The property has therefore been vacant and unused for years. As the attached photos show, the interior of the structure has been demolished (by the prior owner of the property). The historic façade is therefore freestanding and is supported only by wood beams. Our client has recently purchased the property for purposes of redevelopment. In connection with its proposal to construct 34 new residential units, our client will secure and restore the historic façade. In doing so, it will preserve this historic façade that is currently at-risk.

The primary exterior materials consist of blue fiber cement panels, blue vinyl siding, and brown corrugated metal. Conceptually, the use of metal ties back to the historic program of the site as an automobile shop. The windows are configured in vertical bays to relate back to the historic storefront on the street level, pulling the idea of the existing bays and verticality of the existing tower into the new design. The new construction is set back from the existing historic façades to respect its importance and not subtract from its presence on the street.

The existing façades are to be cleaned, patched, and repaired as required to maintain its integrity, with existing storefront to be replaced as approved by PHC staff.

Thank you for taking the time to review our submission. We look forward to hearing your feedback.

Sincerely,



Shawn McAnally  
Project Manager  
Designblendz

Cc: Daniel Reisman (Project Attorney)

# 1501 FAIRMOUNT AVE

HISTORIC DESIGN REVIEW PACKAGE



# TABLE OF CONTENTS

**HISTORICAL INFORMATION (3-4)**

**EXISTING CONDITIONS (5-6)**

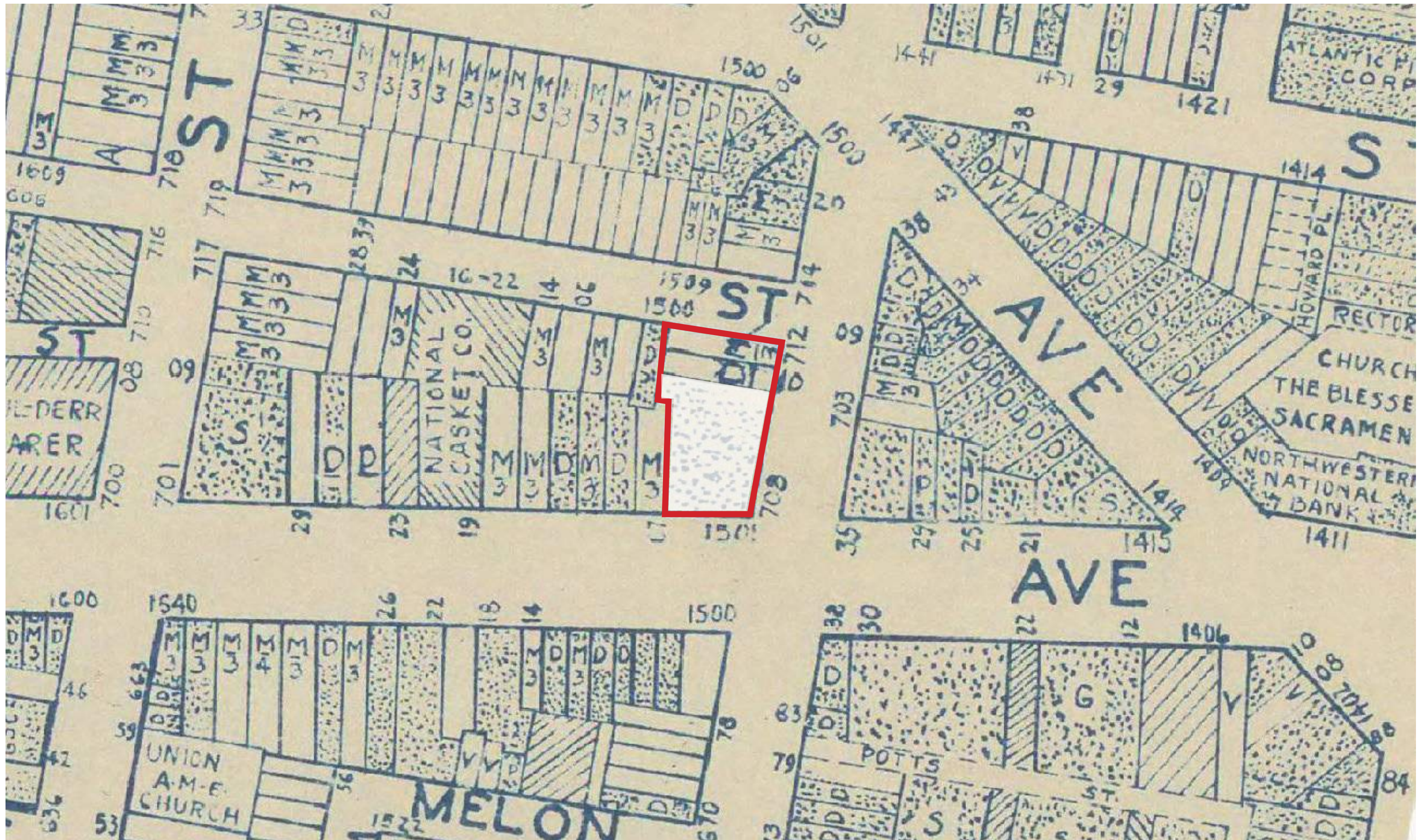
**DESIGN CONCEPT (7-8)**

**PROPOSED PLANS (9-10)**

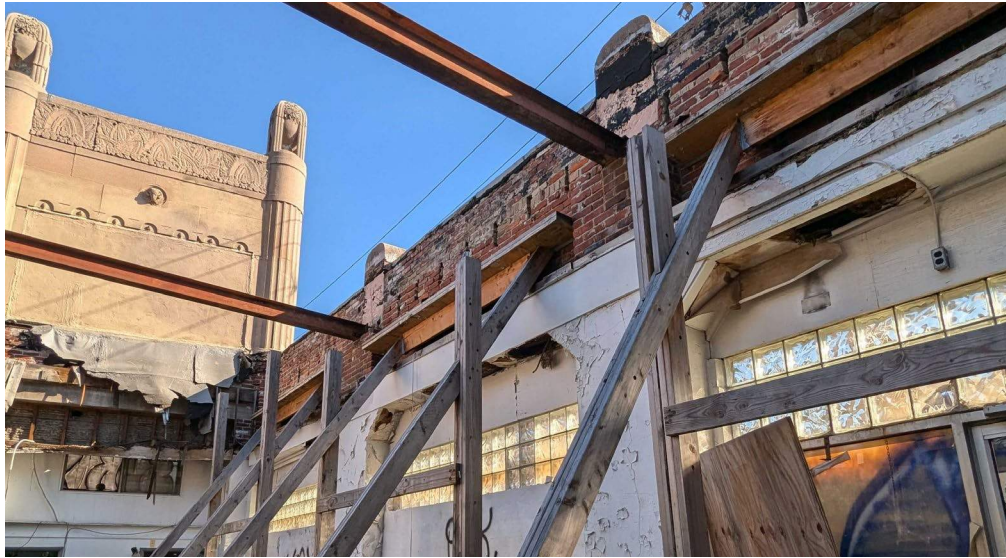
**PROPOSED ELEVATIONS (11-16)**

**PROPOSED SECTIONS (17-18)**

**PERSPECTIVES (19-20)**







INSIDE - FAIRMOUNT AVE FACADE (DESIGNBLENDZ 11/08/2024)

4



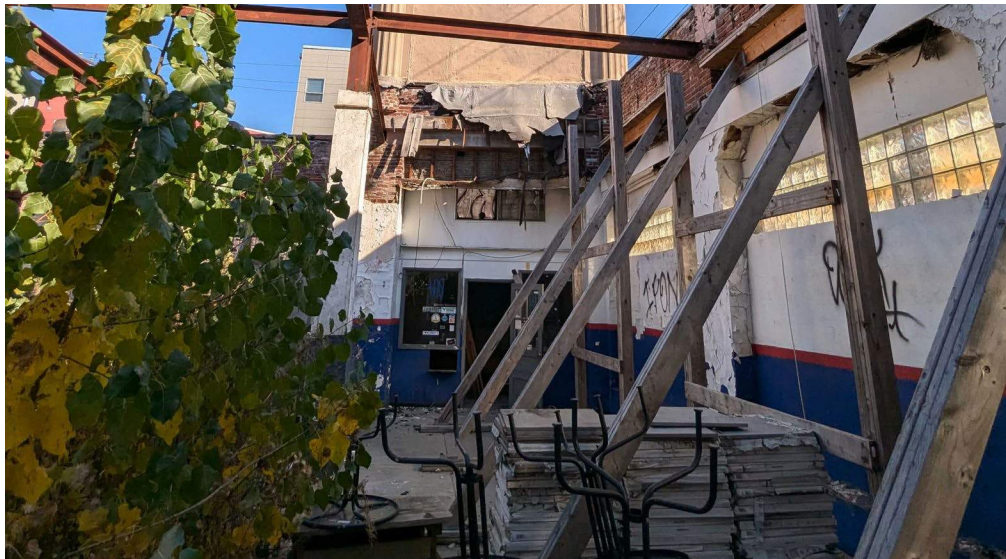
INSIDE - 15TH ST FACADE (DESIGNBLENDZ 11/08/2024)

3



FORMER REAR FACADE (DESIGNBLENDZ 11/08/2024)

2



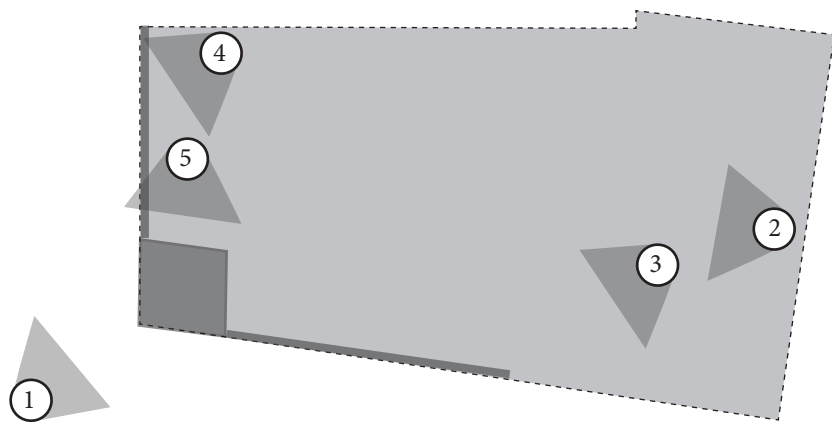
INSIDE - TOWER (DESIGNBLENDZ 11/08/2024)

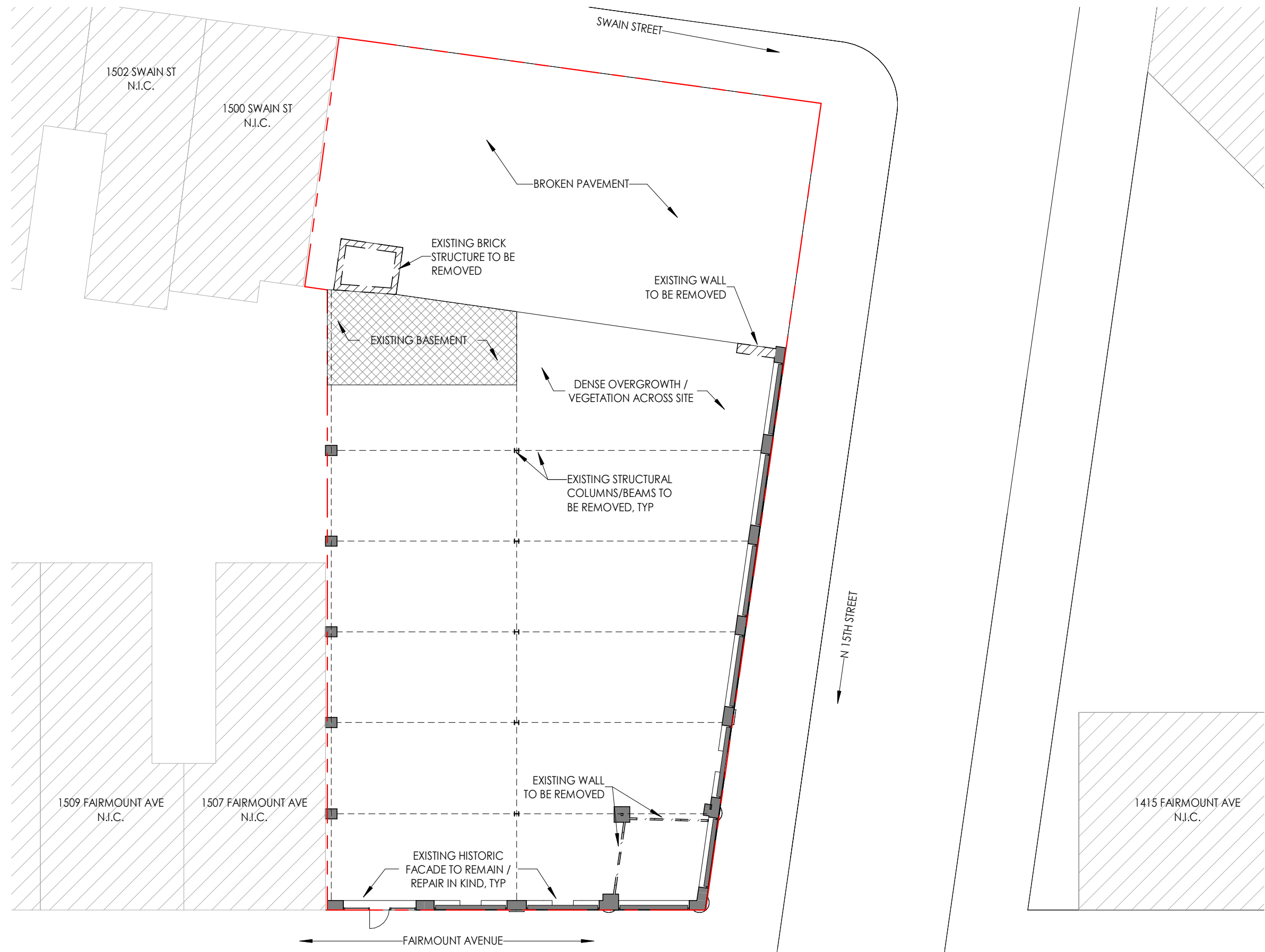
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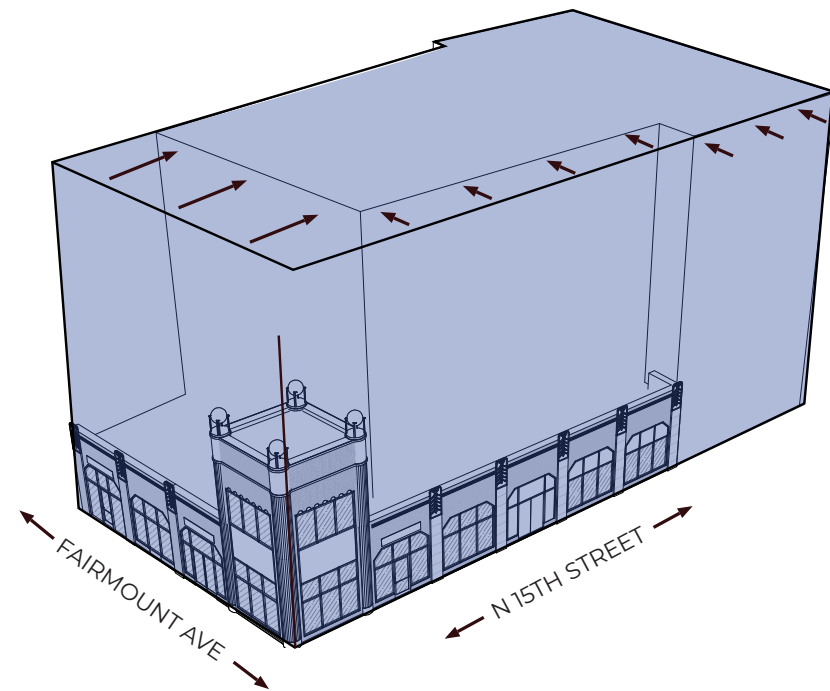
SOUTHEAST PERSPECTIVE (DESIGNBLENDZ 11/08/2024)

1

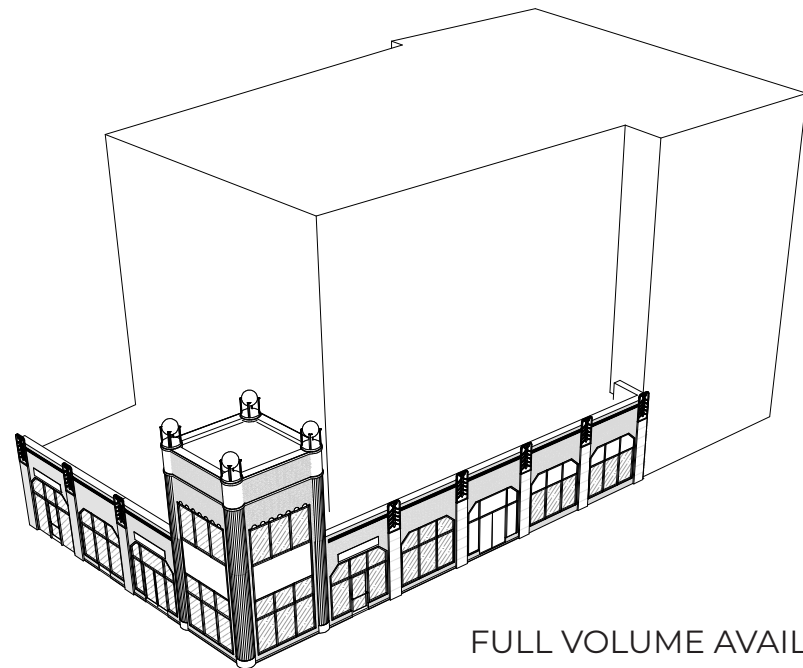
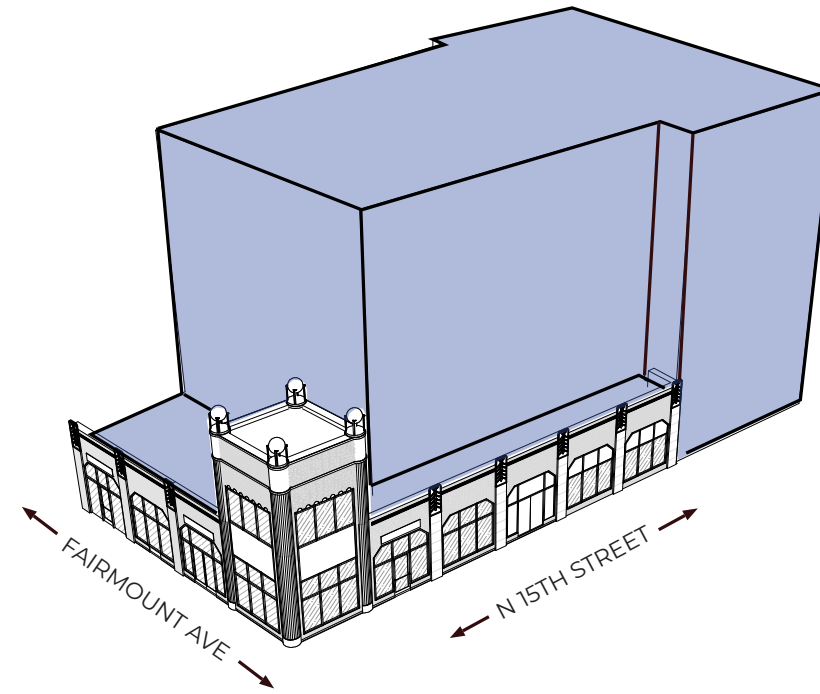




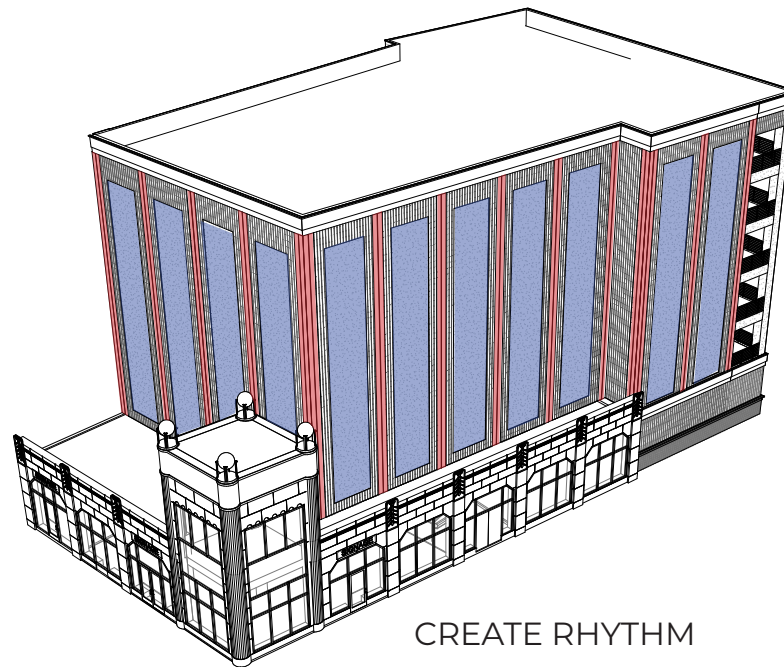




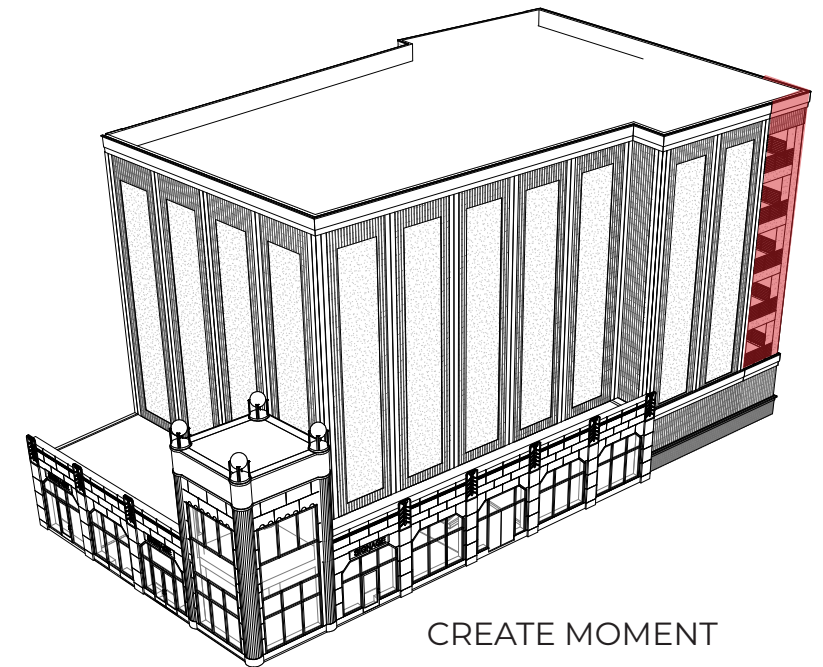
SETBACKS FROM HISTORIC



FULL VOLUME AVAILABLE



CREATE RHYTHM



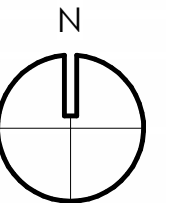
CREATE MOMENT



**1501 FAIRMOUNT AVE**

PROPOSED 6-STORY COMMERCIAL AND RESIDENTIAL MULTI-FAMILY MIXED-USE STRUCTURE. EXISTING HISTORICAL FACADE TO REMAIN.

3/32" = 1' - 0"









- T.O. ROOF 66' - 9"
- LEVEL 06 55' - 0"
- LEVEL 05 44' - 9"
- LEVEL 04 34' - 6"
- LEVEL 03 24' - 3"
- T.O. EXISTING PARAPET 18' - 0"
- LEVEL 02 14' - 0"
- LEVEL 01.2 2' - 3 1/4"
- LEVEL 01.1 0' - 7 1/4"
- LEVEL 01 0' - 3"

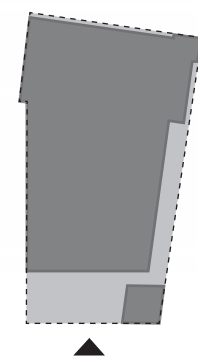
MATERIALS



METAL STANDING SEAM (A)



FIBER CEMENT PANEL (B)



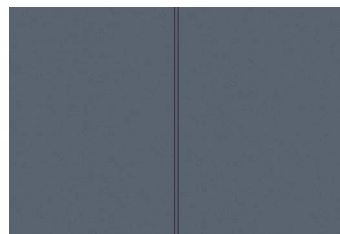




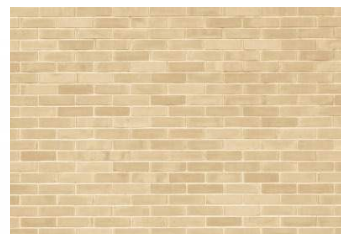
MATERIALS



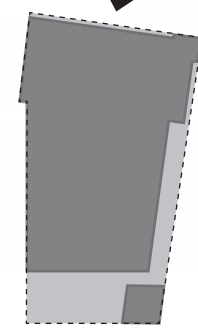
METAL STANDING SEAM (A)

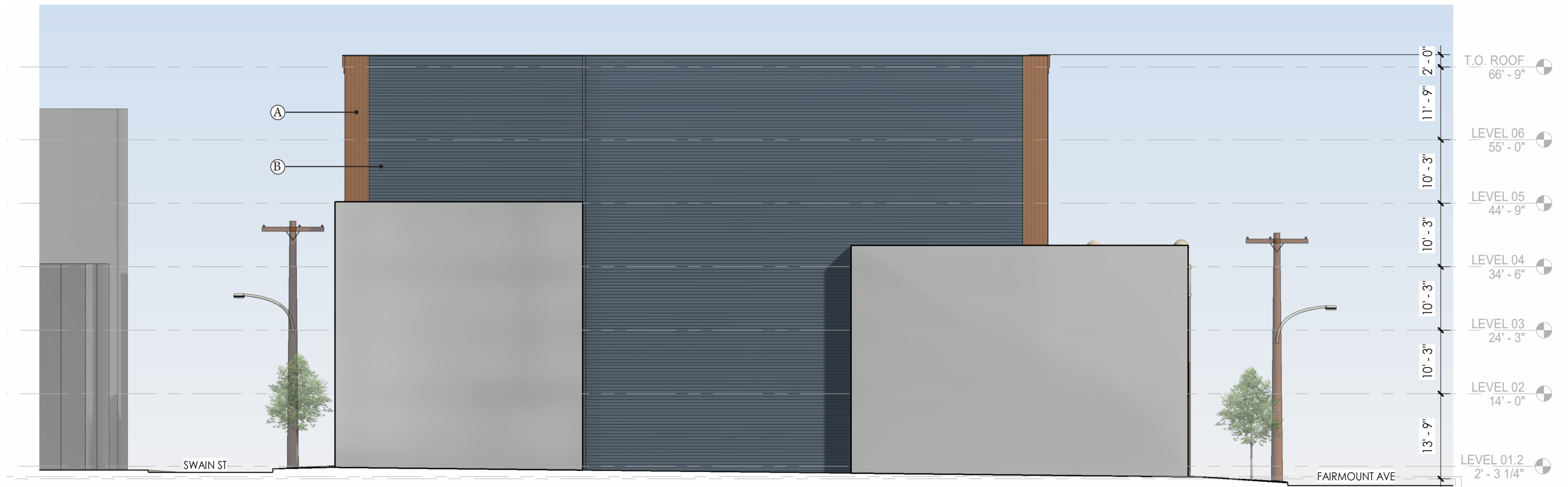


FIBER CEMENT PANEL (B)

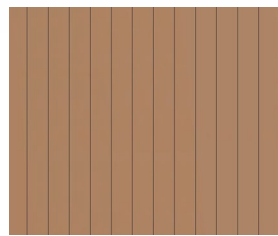


BRICK (C)

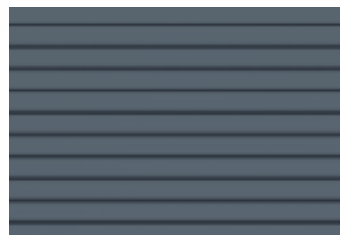




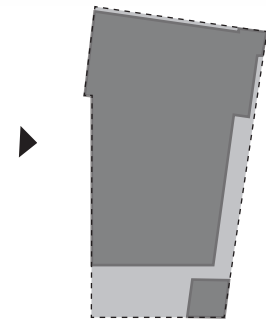
MATERIALS



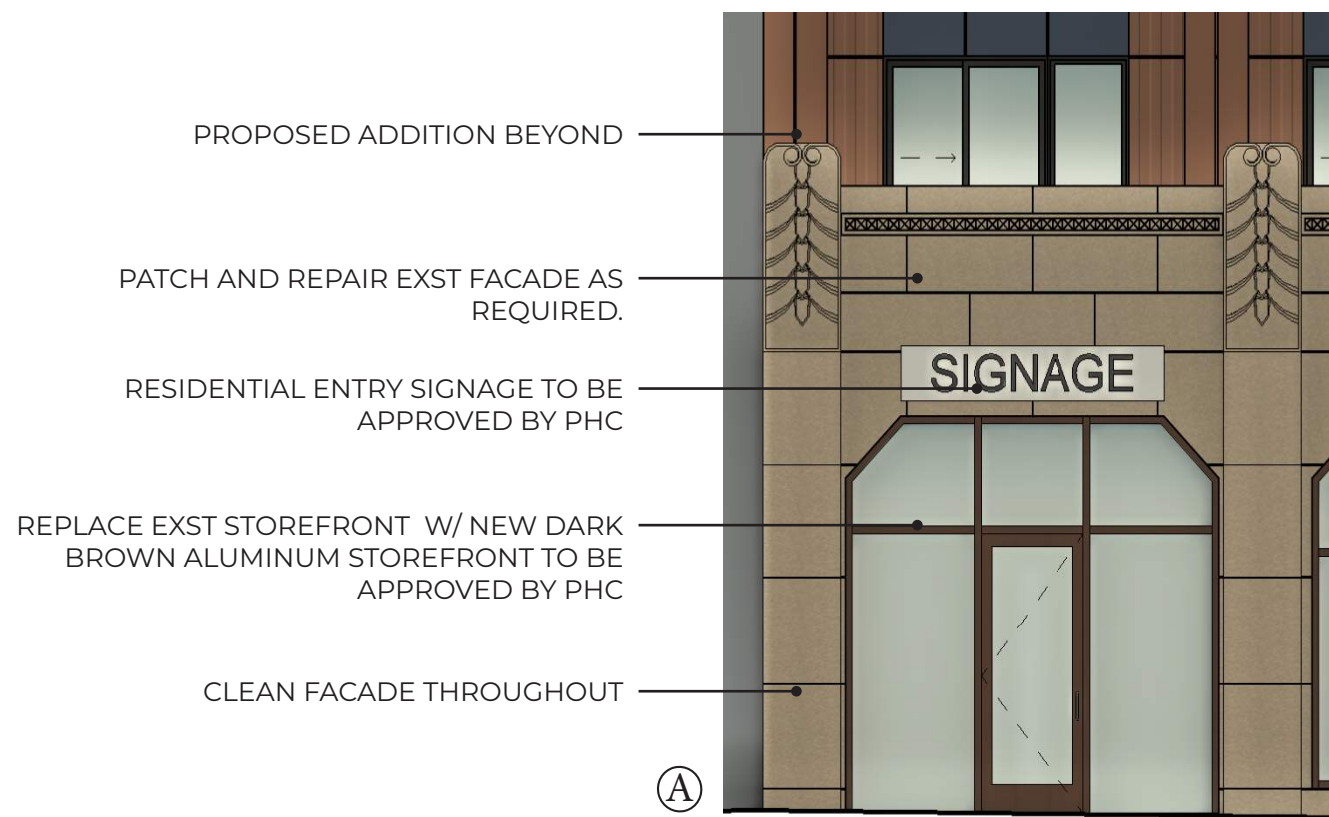
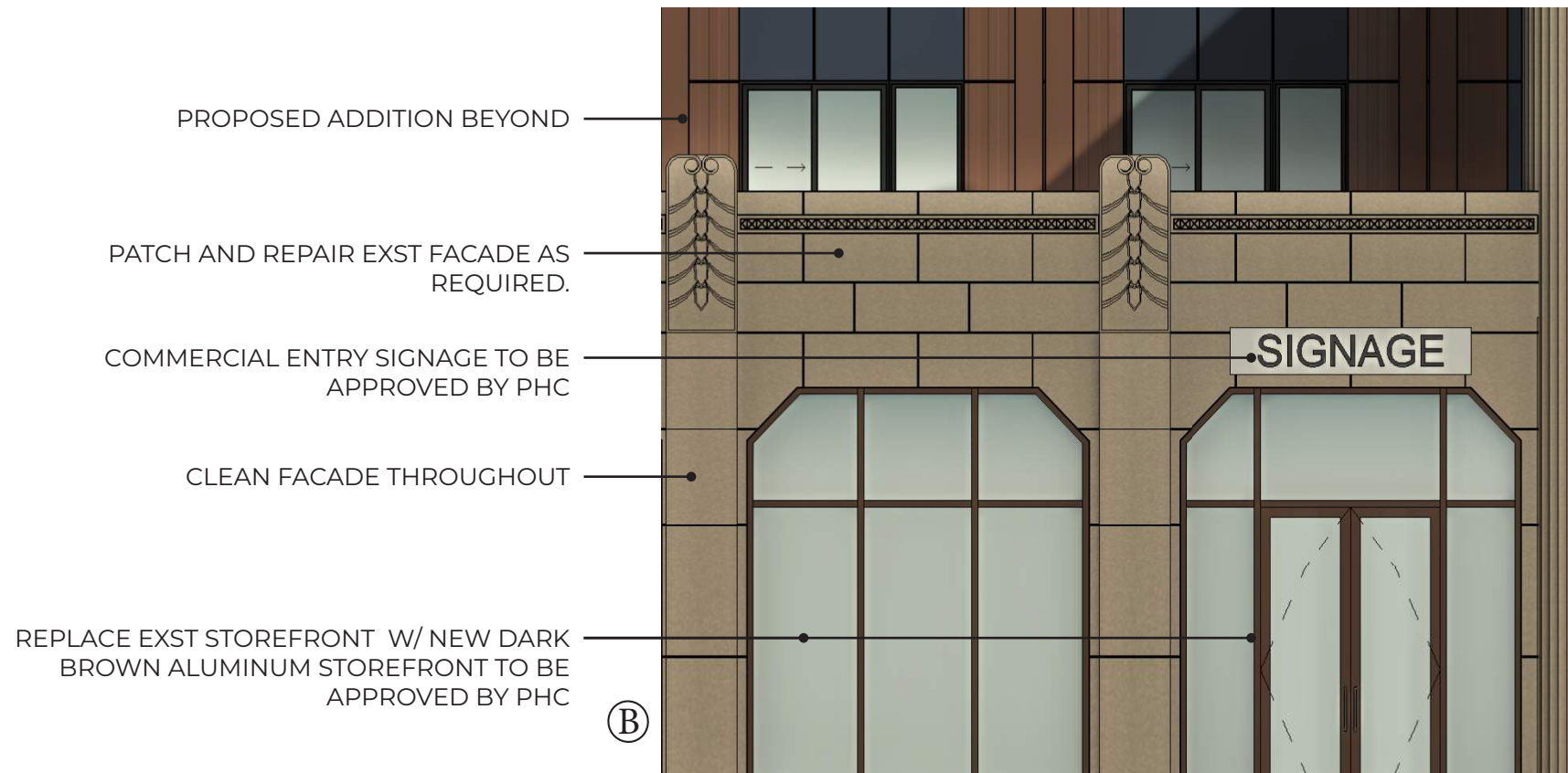
METAL STANDING SEAM (A)



VINYL SIDING (B)









PROPOSED ADDITION BEYOND

PATCH AND REPAIR EXST FACADE AS REQUIRED.

CLEAN FACADE THROUGHOUT

LIGHT GREY SPANDREL GLASS TO BE APPROVED BY PHC

REPLACE EXST STOREFRONT W/ NEW DARK BROWN ALUMINUM STOREFRONT TO BE APPROVED BY PHC

LIGHT GREY METAL DOOR TO MATCH SPANDREL GLAZING AND METAL PANEL

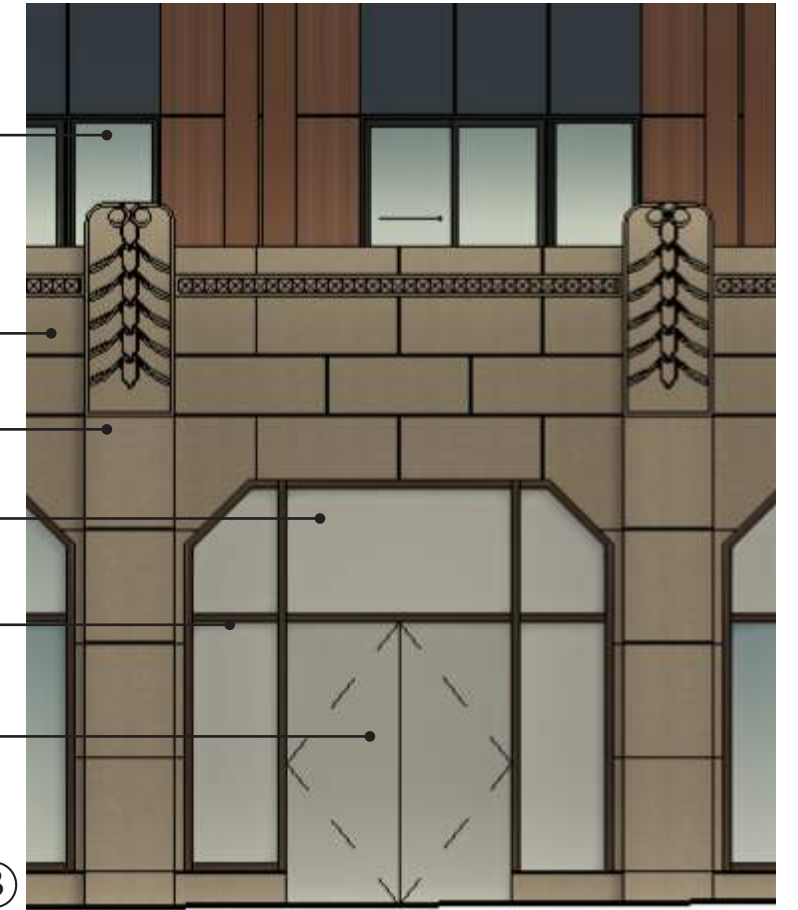
PATCH AND REPAIR EX'G FACADE AS REQUIRED.

LIGHT GREY METAL PANEL TO BE APPROVED BY PHC

COMMERCIAL ENTRY SIGNAGE TO BE APPROVED BY PHC

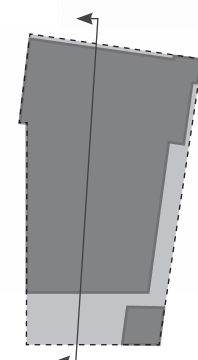
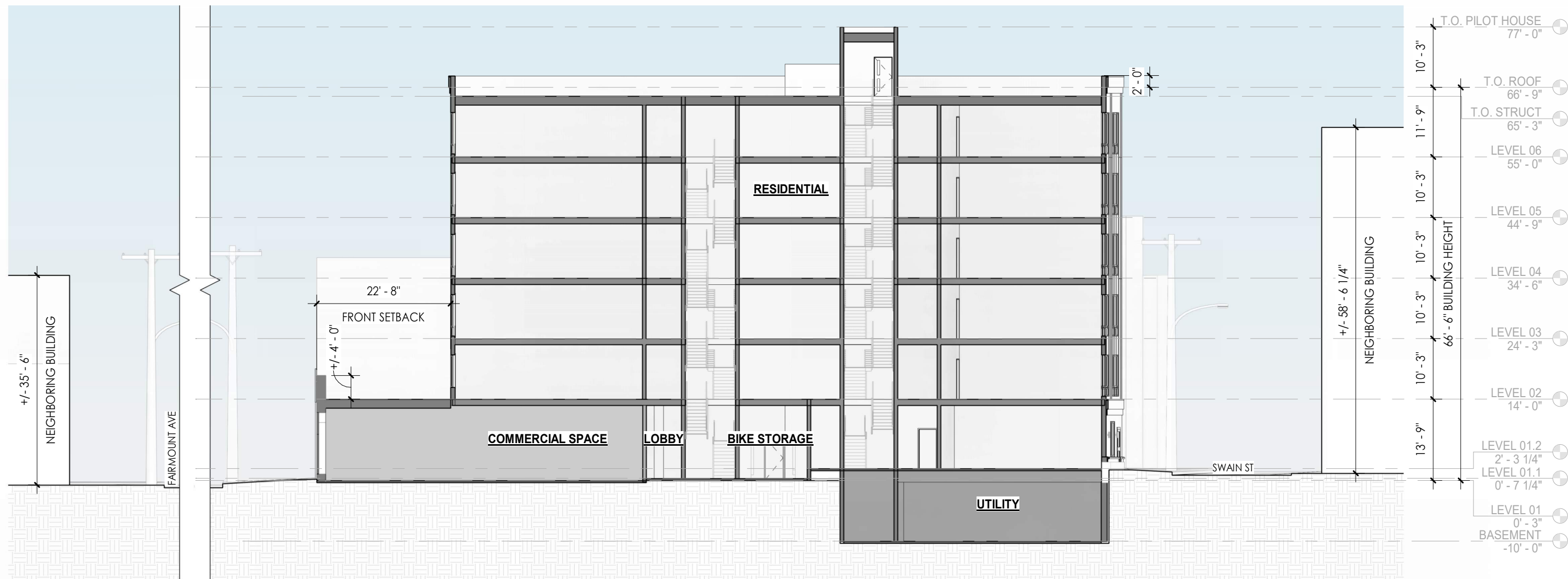
CLEAN FACADE THROUGHOUT

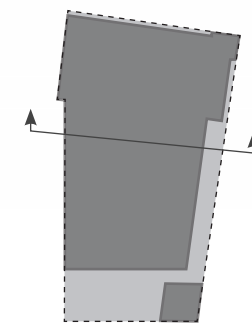
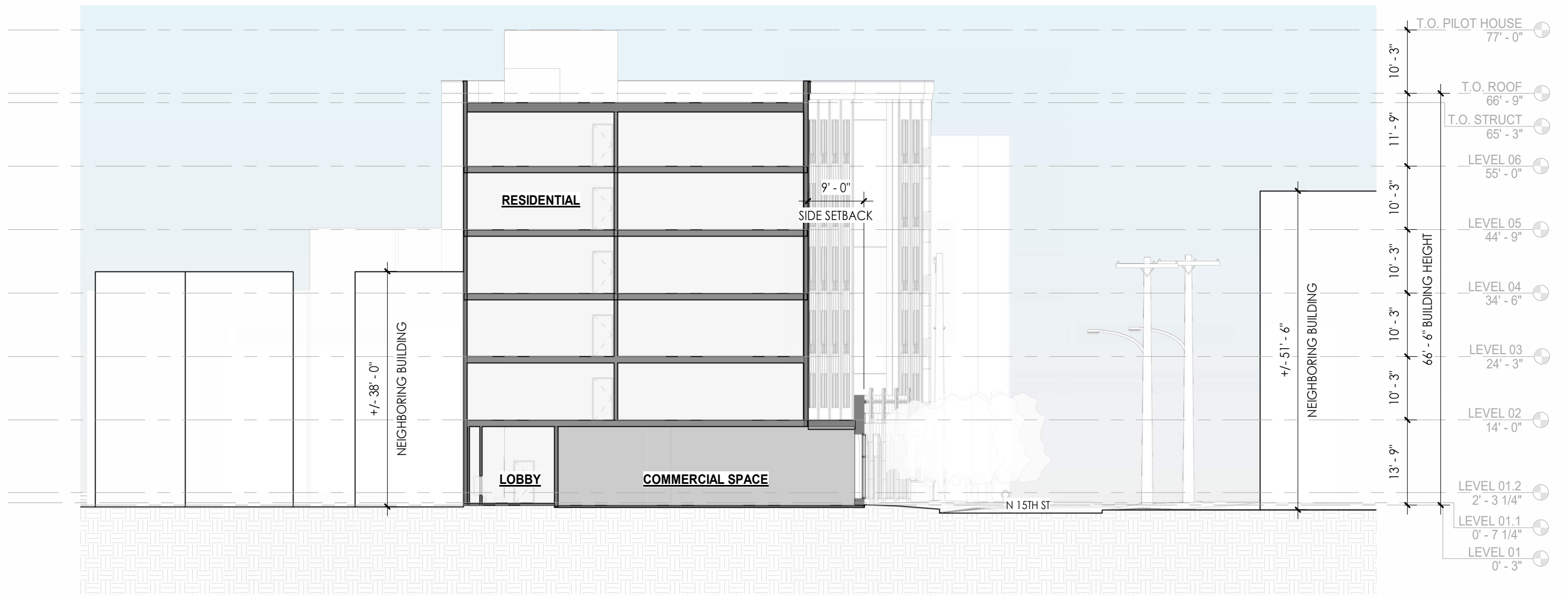
REPLACE EXST STOREFRONT W/ NEW DARK BROWN ALUMINUM STOREFRONT TO BE APPROVED BY PHC

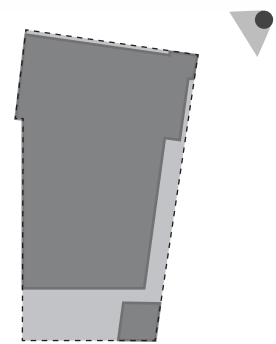
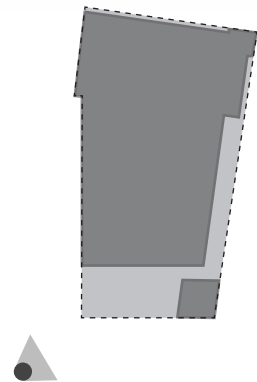


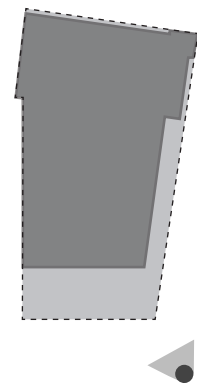
B











2016 approved project

2016 approved project



1 SITE PERSPECTIVE (LOOKING EAST FROM FAIRMOUNT AVENUE)  
SD-P1

#	DATE	ISSUE / REVISION
1	5/9/2016	PHILA. HISTORIC COMMISSION
2	7/11/2016	PHC - SECOND SUBMISSION



2016 approved project



1 SITE PERSPECTIVE (LOOKING SW FROM 15th STREET)  
SD-P2



2 SITE PERSPECTIVE (LOOKING NW FROM 15th STREET)  
SD-P2

#	DATE	ISSUE / REVISION
1	5/9/2016	PHILA. HISTORIC COMMISSION
2	7/11/2016	PHC - SECOND SUBMISSION