

1004-0013
11/34

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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See Instructions in How to Complete National Register Forms
Type all entries—complete applicable sections

1. Name

JUL 12 1980

historic Delmar Apartments

and/or common Cheltenham Place

2. Location

street & number 319 West Cheltenham Avenue N/A not for publication

city, town Philadelphia N/A vicinity of congressional district N/A

state Pennsylvania code 42 county Philadelphia code 101

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<u>N/A</u> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<u>N/A</u> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: apartments

4. Owner of Property

name John H. Drury, Jr.

street & number 319 West Cheltenham Avenue

city, town Philadelphia N/A vicinity of state Pennsylvania

5. Location of Legal Description

courthouse, registry of deeds, etc. Philadelphia City Hall

street & number Broad and Market Streets

city, town Philadelphia state Pennsylvania

6. Representation in Existing Surveys

title N/A has this property been determined eligible? yes no

date N/A N/A federal N/A state N/A county local

depository for survey records N/A

city, town N/A state N/A

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date N/A

Describe the present and original (if known) physical appearance

Architect Frederick Fox thoughtfully considered the style, arrangement and material of the first large apartment building to be erected in the Germantown-Chestnut Hill area. Rather than parallel the radical nature of the housing form being proffered, he chose traditional forms and materials to ameliorate the impact of the new building type on the neighborhood. The five-story, U-shaped building was designed in a Georgian Revival style, in Flemish Bond brick with a Wissahickon schist base and wood porch, in keeping with the popular residential mode of design in the area.

Fox, in his design, followed the traditional compositional organization usually associated with the Colonial Revival styles. Through a series of horizontal accents, the bulk of the apartment house is subdivided into three tiers, corresponding to the base, shaft and capital or attic story of classical architecture. The upper story is set apart by a molded and modillioned, terra cotta cornice at the fifth story window sill level. While, above the windows the roofline is trimmed with a heavily molded cornice that is supported on a modillion course and finished with a frieze decorated with floriated swags. The shaft is differentiated from the base largely by the husky porch which wraps around the building and firmly anchors the edifice to the landscape. Its sloped roof gives way at the front entrance to a pediment which marks the door. Below, a modillion course and plain frieze are supported by paired Tuscan columns. Stone piers and foundation walls finish the base.

Vertically, the composition of each wall plane is closed by light-colored, terra cotta quoining. And on both the south and west elevations, two four-story bays, with fan lit windows and imbricated shingles, subdivide the elevations, framing the windows with their stepped and keystone, terra cotta lintels and nine-over-one double-hung sash. More than any other detail, the bays betray the turn-of-the-century date, leaning toward the Queen Anne Revival which still was popular at the time the building was constructed.

On the interior, the Georgian Revival styling continues in the trim detail, with turned balusters and newels, and 18th century-based painted wood molding. As designed, the vestibule opens onto a small lobby with a dog-leg stair that is more residential in scale than public. To the southwest is the apartment house office, while a public dining room fills the eastern arm of the U. Above, the apartments are arranged around double loaded corridors, providing maximum window openings to the tenants.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1902 **Builder/Architect** Frederick Fox

Statement of Significance (in one paragraph)

The Delmar Apartment house is significant primarily as the first large-scale apartment complex built outside Philadelphia's central core, thereby pioneering the concept of the railroad-served, garden apartment in this city. The apartment also documents its period's interpretation of the Georgian Revival architectural treatment.

In 1902, The Philadelphia Real Estate Record and Builders' Guide routinely announced the intended construction of a large apartment house in Germantown for John W. DeLong. While the wording of the announcement was matter-of-fact, the event was not. Apartment buildings finally had made some inroads into Philadelphia, the "City of Homes," toward the end of the century. Center City, lower North Philadelphia and Blockley, all convenient to the central business district, saw a small number of medium-scaled projects be built in the 1890s. Even so, their numbers were small enough that the Builders' Guide which published a yearly compendium of building statistics, did not recognize this type of building in its totals until the second decade of the twentieth century. And, even more significant, the outer reaches of the city - such as Northwestern Philadelphia: Roxborough, Germantown, Mount Airy and Chestnut Hill - which were a hot bed of residential construction, had not seen one apartment house be built through the turn-of-the-century. It was DeLong with the construction of the Delmar Apartments who first ventured outside the central core of the city and into the Northwest, establishing the groundwork for the great apartment complexes, such as Alden Park (NR) and the Mayfair (NR), later erected along the edges of the Wissahickon Valley.

Adjacent to the Cheltenham Avenue Station of the Philadelphia, Germantown and Chestnut Hill Railroad, those living at the Delmar had relatively easy communication with Center City. Located in a neighborhood of large mansions, great institutions and smaller-scaled middle class houses, they also were afforded the relaxed pace of suburban life. The success of the combination can be assumed with the construction of a second building by DeLong on the adjoining Morris Street five years later, and the score of the apartments that followed in the area in the teens and twenties.

The success of the project is made all the more interesting given that DeLong was a relative novice in the world of real estate development. Philadelphia city directories trace a career of a man who started in business in the 1890s as a butcher and provisions retailer. In the mid-nineties, he switched to building and then to a storage business. It was not until 1900 that he became

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Item number

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involved in real estate and in 1901 with investments, when DeLong, Wilson and Irving, brokers and investments was founded. But the Delmar apparently was his own project because he alone assumes ownership and from 1906 on is listed in the directories as the proprietor of the building. As for his architect, DeLong chose a local Germantown designer whose previous experience included several private residences, factories, a large housing development and a previous apartment project, the Saint Albans, all in the Germantown-Mount Airy section of Philadelphia.

9. Major Bibliographical References

Philadelphia Real Estate and Builders' Guide, Vol. 17, no. 33, 13 August 1902.
Philadelphia Real Estate and Builders' Guide, Vol. 22, no. 4, 23 January 1907.
G.W. and W.S. Bromley, Atlas of the City of Philadelphia, Philadelphia, 1910.
Boyd's Philadelphia Business Directory, Philadelphia
Gopsill's City Directory, Philadelphia

10. Geographical Data

Acreeage of nominated property less than 1

Quadrangle name Germantown

Quadrangle scale 1:24000

UMT References

A

1	1	8
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4	8	4	5	0	1	0
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4	4	3	1	0	8	4	1	0
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Verbal boundary description and justification

See attached.

List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

11. Form Prepared By

name/title Carl E. Doebley, Principal

organization Clio Group, Inc.

date June 22, 1982

street & number 3961 Baltimore Avenue

telephone 215-386-6276

city or town Philadelphia

state Pennsylvania

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

title Larry E. Tise, State Historic Preservation Officer date

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I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

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George Thomas and Carl Doebley, Clio Index: Architect Sort, unpublished computerized index of Philadelphia architectural data.

