

United States Department of the Interior
National Park Service

National Register of Historic Places Inventory—Nomination Form

For NPS use only:
received _____
date entered _____

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

1. Name

historic Broad Street Historic District

and/or common _____

2. Location

street & number see attached _____ not for publication

city, town Philadelphia _____ vicinity of _____ congressional district _____

state Pennsylvania code 42 county Philadelphia code 101

3. Classification

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

4. Owner of Property

name see attached

street & number _____

city, town _____ vicinity of _____ state _____

5. Location of Legal Description

courthouse, registry of deeds, etc. Philadelphia City Hall, Department of Records

street & number Broad and Market Streets

city, town Philadelphia state PA

6. Representation in Existing Surveys

title Philadelphia Historic Sites Survey has this property been determined eligible? yes no

date 1979 _____ federal _____ state _____ county _____ local _____

depository for survey records Bureau of Historic Preservation

city, town Harrisburg state PA

7. Description

Condition		Check one	Check one	
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

When Thomas Holme laid out the plan of Philadelphia, the middle north-south street was planned as a wide avenue that would cross Market Street at Centre Square. Named Broad Street, it gradually came into importance in the 19th century as a major civic boulevard of clubs, churches and academies. That use continued until the end of the century, after the move of City Hall to Broad and Market Streets, when the banks and offices of the old commercial district built new headquarters near the city government. The Broad Street District includes most of Holme's Broad Street, from Cherry to Pine, excluding only the portions not occupied by civic or the later financial buildings. In that district are a significant group that survive from the civic use of the street — the Union League, the Masonic Temple; the Pennsylvania Academy of Fine Arts, the Academy of Music, and the earliest of these structures, the Pennsylvania Asylum for the Deaf and Dumb, now Philadelphia College of Art (all individually listed on the National Register). The buildings that make the district Philadelphia's Wall Street are also well represented by the businessman's hotel, the Bellevue Stratford; the Fidelity Bank, the twin Land Title Towers, Furness, Evans and Company's Girard Bank building, and the John Wanamaker store. With the banks, offices and apartment houses on the cross streets, from Locust to Chestnut and on the east side of 15th Street, the district represents the principal concentration of tall buildings in the city.

Though the district is primarily commercial and civic, the principal mementos of the businesses and the activities which shaped the street are represented by a series of architectural landmarks that describe the social interaction of the industrial metropolis. Because of the transition of the region from civic to financial use, the range of building types is broader than customarily occurs on such business streets as Chicago's Michigan Avenue or New York's Wall Street. Small Victorian clubs, churches, theaters, fraternal organizations and schools span from the northern end of the district at Cherry Street (the Pennsylvania Academy of the Fine Arts and the Odd Fellows Hall across the street) to the southern limit at Broad and Pine Streets (the Philadelphia College of Art and the YMHA). The buildings also span a century in time from John Haviland's 1825 design for the Deaf and Dumb Asylum to Paul Cret and Frank Hahn's Colonial Revival YMHA across the street. Though the commercial buildings are more concentrated from the end of the century, they have an equally imposing presence, creating a nearly continuous "canyon" from Locust Street to City Hall, but with additional tall buildings at Spruce Street, north of Arch Street. With the Lewis Tower, the Drexel Bank, and the Packard Building on 15th Street, they form the score of the region known in the popular parlance as "Center City".

Because of the importance of the street, many of the buildings have already been nominated to the National Register, including, from south to north, the Philadelphia College of Art, the Academy of Music, the Bellevue-Stratford, The Fidelity-Philadelphia Trust Company, the Land Title Towers, the Union League, City Hall, John Wanamaker's store, and the Pennsylvania Academy of the Fine Arts. These create one of the principal concentrations of individually Registered buildings in Philadelphia. With their less well-known neighbors, these buildings form a continuous civic and financial district by the major architects of the last century and a half. But it is not exclusively financial, for the district also includes the commercial buildings that served the city's businessmen. From the Arts and Crafts clothing store for Jacob Reed's Sons by Price and McLanahan (1903) an early use of reinforced concrete for a public space, and Lewis Denslow's small classical United Cigar Store across the street at 1437 Chestnut, to small restaurants, the needs of the business community were met. It is that varied group of civic, financial, governmental and commercial buildings that constitutes the Broad Street district.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input 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 checked="" type="checkbox"/> architecture	<input checked="" type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input checked="" type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1824-present

Builder/Architect

Statement of Significance (in one paragraph)

Broad Street and its surrounding district embodies the history of Philadelphia's transformation from a mercantile city along the Delaware River to a hearty industrial giant bestriding the banks of two rivers and sending its products around the world. Laid out as part of the original plan of William Penn's city, Broad Street was projected as the unifying government and religious center of a new world metropolis. A century and a half later, Broad Street had become the new civic core of the city, a role which it held until the last decade of the 19th century, when, as Penn had hoped, it became the center of government, and also the new financial district of the city. With those shifts, Broad Street's churches and clubs were gradually replaced by the tall buildings of the banking insurance and trust businesses and the commercial shops serving businessmen, and in the process made the street the focus of architectural development of Philadelphia for three quarters of a century. With the Broad Street Station in the 1880s and the subway below in the 1920s, the Broad Street district became a center of the region's transportation system. Finally, the Broad Street neighborhood has been the focus of a quarter of a century of city planning projects by the masters of modern design of the so-called Philadelphia School. Their contribution's have continued Broad Street's role as Philadelphia's Main Street. Despite these changes, Broad Street still describes its past even as it points toward the future of Philadelphia.

The origins of Broad Street are rooted in Baroque urban planning -- a broad avenue cutting through the city and intersecting, at Centre Square, another major street, High, later called Market Street, creating the fundamental skeleton of the form of the city. That abstraction from Thomas Holme's plan became urban reality with the location of a meeting house at the southwest corner of Centre Square in 1685. A century later, after the meeting house had long since been removed to Front and Market Streets, only a tavern marked the proposed avenue. That changed in 1799 when Latrobe's waterworks were built on Centre Square, in the midst of gardens and accented with a fountain, creating an urban center for celebration. With the Vauxhall Gardens at Broad and Sansom Streets, Broad Street was fixed as a recreational center for Philadelphians. Though the Mummers' Parade and the celebrations of sports and national victories still occur there, no landmarks survive from the first century and a half of the street's history, other than the location of Broad Street and Centre Square. The first building to survive to the present was John Haviland Pennsylvania Asylum for the Deaf and Dumb, of 1824. Its Greek temple monumentality and stony permanence helped set the tone for the future of the street. With later classically styled churches at Sansom and Spruce Streets, the institutional character was set. By the 1840s, additional cultural institutions were arriving as well. The Academy of Natural Sciences on the west side of Broad and Sansom (demolished), the Academy of Music, the Horticultural Hall (demolished) and the Pennsylvania Academy of the Fine Arts, to mention only the most important, all built new structures on Broad Street. With the Philadelphia College of Art, the Pennsylvania Academy of the Fine Arts (the nation's first art school) and the Philadelphia College of the Performing Arts, the concentration of arts related educational institutions has remained to the present. Later, a number of clubs joined the

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

Continuation sheet

BROAD STREET

Item number 8

Page 2

cultural institutions, beginning with the Union League in John Fraser's red brick Victorian clubhouse of 1864, James H. Windrim's grey Romanesque Masonic Temple north of Centre Square, and including the Art Club at Broad and Chancellor Streets (demolished). Broad Street was the Champs Elysee of the mercantile city.

That of course changed with the decision to move City Hall west from Independence Hall, which ultimately caused the removal of the banking, legal, insurance and real estate businesses to the new source of records and regulation. And because of changes in architectural theory and structural systems, the new buildings took the form of the skyscraper, creating a concentration of tall buildings pointing from north and south toward the slowly rising pile of John McArthur's City Hall. Initially, those tall buildings were by the masters of Victorian architecture, including Frank Furness' Girard Trust and the Morris Building, George Hewitt's Bellevue-Stratford Hotel, the Wilson Brothers' UGI Building, and James Windrim's North American Building. They were gradually supplanted by the more academic architects of the turn of the century, including Edgar Seeler for the Real Estate Title and Trust, Frederick Newman at Iron Hall, and Horace Trumbauer's second Land Title Tower and the Ritz-Carlton Hotel (disfigured). Their fundamental notions of small windows on broad expanses of masonry, generally classically detailed, were continued by the post World War I generation of Simon and Simon, Philip Johnson, Ritter and Shay, and John T. Windrim. They give the Broad Street district its architectural unity.

Apart from the architectural landmarks, the Broad Street district also housed the great financial firms that financed the industrial growth of Philadelphia. By 1926, the Girard Trust, The Western Savings Fund Society, the Fidelity Bank and the First Pennsylvania Company had been joined by private banks such as the Drexel Company and the holding companies and trusts of modern economies, the Land Title and Trust Company, the Real Estate Title and Trust, as well as various insurance companies. With the construction of the Stock Exchange by Horace Trumbauer at 1405 Walnut Street, the resulting concentration of economic power was exceeded only by New York and Chicago, giving Broad Street a role akin to Wall Street and Michigan Avenue.

It was that concentration of finance and commerce that made Broad Street a center of transportation. Beginning with the various horse car lines that ran along Chestnut, Walnut and Market Streets, and culminating with the Pennsylvania Railroad's Broad Street Station, the central zone was the focus of the rail network. Forty years later the Broad Street Subway line added to that network, linking the north and south ends of the growing metropolis. Though the Broad Street Station was demolished, the transportation connections remain strong, with Suburban Station to the north, the Market and Broad Street Subways, and the trolley system all merging at City Hall.

Finally, though the results are much less than fifty years old, and therefore excluded from the district, the redeveloped core of Center City from Penn Center and the Municipal Services Building and Plaza to Dilworth Plaza and the tall buildings of Centre Square have been the focus of architectural discussion for more than three decades. Planned by Edmund Bacon, Louis Kahn and Vincent Kling, among others, the results have been a reaffirmation of the central role of Broad Street, Philadelphia's commercial, institutional, and civic artery feeding the heart of a great city.

9. Major Bibliographical References

The Journal of the American Institute of Architects, Philadelphia Chapter, Annual, 1950
 G.W. Bromley, Atlas of the City of Philadelphia, Philadelphia, 1901
 G.W. Bromley, Atlas of the City of Philadelphia, Philadelphia, 1910
 G.M. Hopkins, City Atlas of Philadelphia, Vol. 6, 1875 (continued)

10. Geographical Data

Acreeage of nominated property 58

Quadrangle name Philadelphia Quad

Quadrangle scale 1:24,000

UTM References

A

1	8
---	---

4	8	6	1	0	0
---	---	---	---	---	---

4	4	2	2	5	7	0
---	---	---	---	---	---	---

 Zone Easting Northing

B

1	8
---	---

4	8	6	0	7	0
---	---	---	---	---	---

4	4	2	2	4	1	0
---	---	---	---	---	---	---

 Zone Easting Northing

C

1	8
---	---

4	8	6	1	4	0
---	---	---	---	---	---

4	4	2	2	4	0	0
---	---	---	---	---	---	---

D

1	8
---	---

4	8	6	1	4	0
---	---	---	---	---	---

4	4	2	2	3	5	0
---	---	---	---	---	---	---

E

1	8
---	---

4	8	6	1	9	0
---	---	---	---	---	---

4	4	2	2	3	4	0
---	---	---	---	---	---	---

F

1	8
---	---

4	8	6	1	8	0
---	---	---	---	---	---

4	4	2	2	3	0	0
---	---	---	---	---	---	---

G

1	8
---	---

4	8	6	1	4	0
---	---	---	---	---	---

4	4	2	2	3	0	0
---	---	---	---	---	---	---

H

1	8
---	---

4	8	6	1	3	0
---	---	---	---	---	---

4	4	2	2	2	4	0
---	---	---	---	---	---	---

 (c

Verbal boundary description and justification: The Broad Street district includes the buildings fronting on both sides of Broad Street from the south side of Cherry Street to the south side of Pine, and those fronting on the east side of Penn Square. At Locust, the district extends along both sides of Locust to the buildings on the east side of 15th Street below

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

state Pennsylvania code 42 county Philadelphia code 101

state _____ code _____ county _____ code _____

11. Form Prepared By

name/title George E. Thomas, Ph.D.

organization Clfo Group, Inc.

date October 13, 1983

street & number 3961 Baltimore Avenue

telephone (215) 386-6276

city or town Philadelphia

state PA

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 _____

date _____

For NPS use only

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

date _____

Keeper of the National Register _____

Attest _____

date _____

Chief of Registration _____

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

Continuation sheet

BROAD STREET

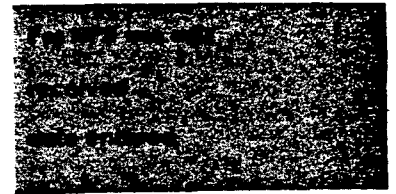
Item number 9

Page 2

Joel Levinson, ed., Broad Street Comes Alive, Philadelphia, 1978
 James F. O'Gorman, George Thomas, Hyman Myers, The Architecture of Frank Furness,
 Philadelphia, 1973
 Philadelphia City Building Permits
 Philadelphia Deed Histories
 Scharf and Westcott, A History of Philadelphia, 3 volumes, 1884
 Darrell Sewell, ed., Philadelphia: Three Centuries of American Art, Philadelphia, 1976
 R.A. Smith, Philadelphia As It Is in 1852, Philadelphia, 1852
 Teitelman and Longstreth, Architecture in Philadelphia: A Guide, Cambridge, 1972
 Richard Webster, Philadelphia Preserved, Philadelphia, 1976
 Russel Weigley, ed., Philadelphia, A Three Hundred Year History, New York, 1982
 Rev. William P. White, ed., The Presbyterian Church in Philadelphia, Philadelphia, 18
The Journal of the T-Square Club of Philadelphia, (Annual), 1890-1931

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

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



Continuation sheet

BROAD STREET

Item number 10

Page 2

returning to Broad Street.

Beginning at a point at the southeast corner of Broad and Cherry Streets, then proceeding east 170' along the south side of Cherry Street to the rear property line of the corner building. Then proceeding south 100' to a point on the north side of a 4' alley, then west 20' along the north side of the alley and south 44' along the rear property lines of buildings fronting on Broad Street. Then proceeding west 7' to a point and south along the rear property lines of buildings on Broad Street 141' to a point on the north side of Arch Street 143' east of Broad Street.

Then continuing south across Arch Street to a point on the south side 72' east of Broad Street and from that point south 107' along the west side of a 3' wide alley. Then east 3' to the east side of the alley and south 30' to a point on the north side of Cuthbert Street 75' east of Broad Street. Then proceeding across Cuthbert Street to the south side and east from that point across Juniper Street to the eastern property line of the building at the northeast corner of Juniper and Filbert Streets. Then proceeding south of that point 150' to the north side of Filbert Street.

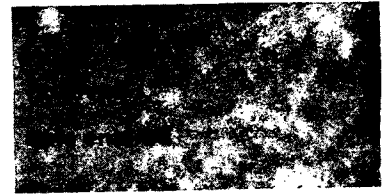
Then proceeding south across Filbert Street and east along the south side of Filbert Street to the northwest corner of 13th and Filbert Streets. Then south along the west side of 13th Street to the north side of Commerce Street, 188' to a point 62' east of Juniper Street. Then proceeding 20' across Commerce Street and continuing south 84' along the rear property line of a building fronting on Juniper Street. Then west 4' to a point and south 80' to the north side of Market Street. Then west along Market Street 62' to the northeast corner of Juniper and Market Street, and south across Market Street along the east side of Juniper Street 479' to the north side of Chestnut Street.

Then proceeding east across Juniper Street and along the north side of Chestnut Street to a point 103'2" west of Broad Street. Then south across Chestnut Street and along the rear property lines of buildings fronting on Broad Street 230' to a point on the north side of Sansom Street and east along the south side of Sansom Street to a point 143' east of Broad Street. Then south along the rear of that property 235' to the north side of Walnut Street.

Then proceeding in a southwesterly direction across Walnut Street to a point on the south side 80' east of Broad Street at the southwest corner of Walnut and Watts Streets. Then south along the west side of Watts Street 191' to a point, then east 25'9" along the rear of Sycamore Court and south 20'. Then proceeding east 4'3" to the west side of Watts Street and south along Watts Street 159' to a point on the north side of Locust Street, 130' east of Broad Street.

Then south across Locust Street and east along Locust Street to the rear property line of the recently completed work on that block. Then south along the rear property line, including the garage to the south, to a point on the north side of Spruce Street.

(continued)

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

Continuation sheet BROAD STREET Item number 10 Page 3

Then proceeding south across Spruce Street to a point on the south side 90' east of Broad Street. Then south from that point 95' to the north side of Cypress Street and south across Cypress Street. Then west along the south side of Cypress Street to the southwest corner of Watts and Cypress. Then proceeding south along the west side of Watts Street 285'3" to a point, and then east 28' from that point. Then south along the rear property lines of buildings fronting on Broad Street 45' to the north side of Pine Street.

Then crossing Pine Street in a southeasterly direction to the southwest corner of Pine and Watts Streets. Then south along Watts Street 120' to a point and west of that point 150' to the east side of Broad Street. Then north along Broad Street 120' to the southeast corner of Broad and Pine Streets.

Then proceeding north across Pine Street and east 113' across Broad Street to the northwest corner of Broad and Pine Streets. Then continuing east along the north side of Pine Street 396 feet to the east side of 15th Street 200' to the south side of Delancey Street. Then east along Delancey Street 256' to the east side of Rosewood Street. Then north along Rosewood Street to the northern property line of 312 N. Broad Street and east of that point to the western property line of the building at the southwest corner of Broad and Spruce Streets.

Then proceeding in a northwesterly direction across Spruce Street to a point on the north side at the rear property line of a building fronting on Broad Street. Then continuing north of that point 117' to Manning Street. Then proceeding across Manning Street to the western property line of the Academy House and following the boundaries of that property north and then east to a point on the east side of 15th Street. Then north of that point to the south side of Locust Street.

Then continuing along the east side of 15th Street across Locust and north 150' to Chancellor Street. Then north across Chancellor Street and 186' to Walnut Street.

Then north across Walnut Street and 235' north to Sansom Street. Then along 15th Street north past Sansom Street 230' to Chestnut Street.

Then proceeding across Chestnut Street 199' north past Ranstead Street to South Penn Square. Then continuing north along 15th Street, past City Hall, to the northeast corner of JFK Boulevard and 15th Street.

Then proceeding along the east side of 15th Street north 290'5" to the southeast corner of 15th and Arch Streets. Then proceeding in a northeasterly direction across Arch Street to a point on the north side at the western property line of the YMCA. Then proceeding north along that line to the rear of the property and east along the rear property line or the southern side of Appletree Street to the end of Appletree Street. Then proceeding across Appletree to the north side and east along Appletree to Burns Street. Then north along the east side of Burns Street 100' to the south side of Cherry Street. Then east along the south side of Cherry Street 260' to the northwest corner of Broad and Cherry Streets and continuing east across Broad Street to a point at the northeast corner of Broad and Cherry Streets and the place of beginning.

