

56-1572



United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Penn Wynn House

Other names/site number: N/A

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 2201 Bryn Mawr Avenue

City or town: Philadelphia City State: PA County: Philadelphia

Not For Publication: N/A Vicinity: N/A

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

 A B X C D

	July 21, 2017
Signature of certifying official/Title:	Date
<u>PA Historical and Museum Commission</u>	
State or Federal agency/bureau or Tribal Government	

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In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau
or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
 determined eligible for the National Register
 determined not eligible for the National Register
 removed from the National Register
 other (explain:)

Patrick Andrews

8/31/2017

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site

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Structure

Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>1</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>3</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

- DOMESTIC – Multiple Dwelling
- TRANSPORTATION – Road-Related (Vehicular)
- RECREATION AND CULTURE – Sports Facility

Current Functions

(Enter categories from instructions.)

- DOMESTIC – Multiple Dwelling
- TRANSPORTATION – Road-Related (Vehicular)

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick, Concrete

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Penn Wynn House stands at 2201 Bryn Mawr Avenue in the Wynnefield neighborhood of Philadelphia, PA. The narrow, rectangular parcel consists of three elements, all of which were designed in the Modern style in 1961. The most prominent is a 17-story apartment building with a steel and reinforced concrete frame, plum colored glazed brick cladding and a rectangular floor plate (contributing building). Offset slightly to the southwest of the building is a 1 ½-story brick garage with a rectangular floor plate (contributing building). Offset slightly to the southeast of the building is a kidney-shaped pool with a rectangular concrete deck (contributing structure). All three elements are considered contributing to the site, as they were constructed simultaneously and for a single purpose.

The subject property consists of a rectangular lot that slopes from south to north and from east to west. The apartment building is located in the center of the site with the swimming pool and garage to the southeast and southwest, respectively. To the west of the building is a semi-circular, paved driveway that extends the length of the building and also has plantings and a grassy area in the center. The western edge of the site is bounded by a narrow concrete sidewalk with grass and mature street trees. To the east of the building is a paved parking lot that extends the length of the parcel. The railroad line extends along the eastern border of the parking lot. Immediately

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to the north and south of the property are freestanding residential buildings on separate parcels. There have been no substantive changes to the site since the time of construction. Consequently, the subject property retains integrity.

The property stands on the east side of Bryn Mawr Avenue, just to the south of Wynnefield Avenue and just to the west of the SEPTA R5 railway line. It is located at the westernmost edge of the city limits and just south of City Line Avenue. The surrounding area primarily consists of low-scale or freestanding residential buildings, with a greater density to the west and south of the subject property. Fairmount Park is approximately one-half mile to the east and larger institutional developments, including St. Joseph's University, St. Charles Borromeo Seminary and Lankenau Hospital are located to the northeast and northwest. Interstate 76 and the Schuylkill River are approximately 1.5 miles to the east.

Apartment Building

The apartment building is the primary building on the subject property. The 17-story building has a rectangular floor plate, steel and reinforced concrete frame, plum colored glazed brick cladding and synthetic roof.

The west, primary, elevation faces Bryn Mawr Avenue. Each floor is largely symmetrical with spandrels of plum colored brick supporting a continuous band of ribbon windows with a continuous concrete head (Photographs #1-3). The brick is punctuated by air conditioning units at regular intervals. The windows consist of an even combination of the original 1-light square aluminum windows and replacement 1/1 vinyl windows, which have been inserted at somewhat regular intervals in the late 20th century. There are also symmetrically-placed three long balconies that project from floors 2 through 17 at regular intervals. The balconies have concrete slabs, metal railings and are bisected by green vinyl panels (Photograph #15). Each half of the balcony is accessed by a sliding aluminum door. In the center of the elevation on the 1st floor is the primary entrance to the building (Photograph #2). The entrance consists of a projecting and prominent painted concrete porte cochere, which has a V-shaped roof that is supported by square painted concrete columns. The porte cochere extends across three elevated bays that are accessed by a set of concrete steps with painted metal railings. The two northernmost bays contain 4-light aluminum storefront windows and the southernmost bay contains a single-leaf glazed aluminum door with 2-light aluminum sidelights and a 2-light aluminum transom. Immediately to the south of the entrance, mounted directly on the brick are stylized open aluminum letters that read: *Penn-Wynn House/ 2201 Bryn Mawr Ave*. Because of a change in grade of the site, the basement of the building is partially exposed at the south end of the elevation. It is also clad in the same brick and has a 4-light aluminum storefront window to the south of a single-leaf glazed aluminum door

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and a 1-light aluminum transom. To the south of that bay is a long narrow band of 1-light aluminum windows.

The south elevation, facing the garage and the swimming pool, has a centered section of ribbon windows, like the windows on the west elevation (Photograph #6). Between the 3rd and 17th floors are the same balconies as on the west elevation, but these have not been bisected.

The east elevation, facing the parking lot and the SEPTA line, fully matches the appearance and configuration of the west elevation above the 1st floor (Photographs #6 and 7). Instead of a formal entrance on the 1st floor, however, the east elevation has a centered, recessed single-leaf metal door, which is located up two concrete steps with metal railings. This was the primary entrance to and from the rail line.

The north elevation matches that of the south elevation but has no balconies (Photograph #1).

The roof of the building is flat with two 2-story penthouses near the center and mechanical equipment scattered throughout.

Interior

The interior of the building is largely the same on floors 2 through 17 with a centered, double-loaded north-south corridor that provides access to the units, which are arranged around the perimeter of the floor plate (Photographs #11 and 23). On each floor, the unit types are an interspersed combination of three studio apartments, six one-bedroom apartments and four two-bedroom apartments (Photographs #13, 14, 16-22 and 25-27). On the 1st floor, there is a lobby and entrance vestibule in the center of the west elevation (Photographs #8 and 9). The center of the east elevation contains the former ticket office, which is now used as an open community space. The remainder of the 1st floor contains an interspersed combination of three studio apartments, three one-bedroom apartments and five two-bedroom apartments, which are accessed by a centered, double-loaded north-south corridor. The basement has been divided into a linear series of amenity, storage and mechanical spaces, which are accessed by a centered, double-loaded north-south corridor. The former pharmacy space, which was located in the southwest corner of the floor plate was subdivided into smaller amenity and bathroom spaces in the late 20th century. As the apartments were repeatedly renovated in the late 20th century, the interior finishes are entirely contemporary and consist of carpeting, linoleum tile and synthetic wood flooring and painted drywall ceilings and partitions. As none of the renovations have impacted the original configuration of the building, with the exception of the pharmacy space, the integrity of the building has not been impacted. The building has three elevators, which are

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located slightly to the north of the center of the floor plate and two stairways (Photographs #12, 23 and 24). The first stairway is located directly to the north of the elevators and the second is located to the south of the center of the floor plate. Both U-return stairways have painted concrete treads and risers and painted metal railings. All circulation provides access to all floors.

Garage

The 1 ½-story garage building is located to the southwest of the apartment building and was designed in conjunction with it (Photograph #4). Because of the change in grade of the site, only the north, west and south elevations are visible. The east elevation is below grade and the roof is level with the ground at that point. On the north and west elevations, the exterior consists of an exposed concrete frame with plum-colored brick infill that is arranged in a screen pattern. On the north elevation, a decorative grid of glass block has been created in the brick and there is a single-leaf metal door to the east. On the west elevation, the garage is accessed by a below-grade painted metal door with a painted brick surround at the north end. In front of the entrance is a paved driveway and flanking it are concrete wing walls with low metal railings. On the south elevation, the concrete frame has been painted and the brick has been replaced with painted plywood infill. In the center of the elevation is a painted metal door with a painted brick surround. The garage has a flat concrete roof, which is encircled by a painted metal railing.

The interior of the garage is open in plan with a concrete floor, square concrete columns arranged in a grid and a concrete ceiling with concrete girders (Photograph #10). In the center of the north elevation is an aluminum storefront that provides direct access to the 1st floor of the building.

Swimming Pool

Immediately adjacent to the garage is the swimming pool, which is at grade. The kidney-shaped pool has a concrete surround, a painted metal railing to the west, the apartment building to the north, and a decorative cinder block wall to the south and east (Photographs #5 and 6).

Integrity

The Penn Wynn House retains integrity. Both the overall form and the defining exterior characteristics remain, including its glazed colored brick ribbon windows, stylized balconies, geometric porte cochere and general lack of ornamentation. The garage, swimming pool, driveway and landscaping also remain intact. The only significant alteration to the exterior is the occasional installation of vinyl windows into the original window openings. On the interior, all of the original apartment layout and circulation patterns remain. The ticket office, as a space, remains intact, although all of the original finishes have been removed. The basement-level pharmacy is the only interior space that has been reconfigured. While the existing interior

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finishes throughout are largely contemporary, the floor plans, with the exception of the pharmacy, have not been altered; the pool and garage remain; and the individual balconies, which are an extension of the interior space, remain as a permanent indicator of this building's luxury status.

There has been no change to the location of the building since the time of construction and that location, both in suburban Philadelphia, in general and adjacent to the railway line, in particular, were the primary catalysts for the building's construction. The setting is also intact with no changes to the immediate surroundings – the garage, swimming pool, parking lot and driveway remain unaltered – or the neighborhood, which remains primarily residential. The design elements that characterize the building as a luxury apartment remain, including lobby, apartments, balconies and amenity spaces, as do the surrounding property features, such as the garage, swimming pool and landscaping, meaning that the property retains integrity of design. Regarding the materials and workmanship, there have been no substantial changes to any of the above elements and, as such, the building continues to read as a mid-20th century residential apartment building. The only exterior alteration to the building has been the replacement of some of the original window units. While unfortunate, the newer elements do not detract from the overall appearance, as no openings were enlarged or added. The only interior alterations relate to the existing finishes and in no part to the existing configuration. As such, the building continues to read as an archetypal apartment building. The building also retains integrity of feeling and association, in large part because it retains the other aspects of integrity and because the building continues to operate in the residential function for which it was constructed.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

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Period of Significance

1961

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Neff, George W.
Joseph Lupowitz and Sons

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Penn Wynn House meets National Register Criterion C for Architecture as a significant local example of a new mid-century property type: a post-war, luxury, high-rise suburban apartment building. Built during a time of demographic shifts – characterized by the emergence of “empty nesters” and young professionals – these types of buildings offered a novel luxury living experience combining the best of city living without any of the traditional suburban drawbacks. As one of the earliest and largest examples of its type west of the Schuylkill River, The Penn Wynn House is representative of the second wave of multi-family residential housing in the suburbs that provided a new typology. It offered a streamlined aesthetic with modern finishes, immediate city access via both railroad and automobile routes, and the space, economy and amenities, such as a garage and swimming pool, which were more characteristic of a non-urban environment. The period of significance is 1961, the date of construction of the building.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Criterion C, Significance in Architecture

Brief History of the Neighborhood

The Wynnefield neighborhood of Philadelphia was primarily a rural enclave until 1895 when the Pennsylvania Railroad acquired land to build a station there. Prior to that time, the land was divided equally between large tracts of land in private ownership and large tracts of land for institutional use, such as Christ Church Hospital, Children’s Hospital and the Hayes Mechanics Home. In 1897, shortly after the completion of the Wynnefield Railroad Station, the larger private parcels were starting to be subdivided, but no real construction had yet happened.¹ A 1912 Smith Atlas shows that some groupings of 2- and 3-story residential buildings on larger lots had been constructed but that the majority of the land remained in large parcels, both in institutional and private ownership. By 1916, there was a huge amount of residential growth to the west and south of the railroad track. The land to the north and east of the track continued to be largely owned by institutions, including those mentioned above.² Over the next decade, high-density residential growth occurred to the west and south of the railroad and some single-family homes on larger lots to the north and east. By the time ground had been broken for the Penn Wynn House in 1960, there were still large parcels of land held by institutions but the vast

¹ Baist Real Estate Atlas, 1897.

² G. W. Bromley Atlas, 1916.

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majority of land was occupied by single-family houses on lots of varying sizes. The closest neighboring apartment building is the Lebanon Arms, which is located one block to the south. Constructed in 1955, it has a similar modern design with balconies but was much smaller at only 11-stories with 122 units.

Development of the Penn Wynn House

In 1896, the Pennsylvania Railroad constructed a 2-story stone building on the site that would become the Penn Wynn House (see Figure 1). Wynnefield Station was only used as a waiting room and had no ticket office or other amenities. On February 25, 1959, developers Joseph Lupowitz and Sons purchased the site from the Pennsylvania Railroad for \$80,000.³ The purchase price included the land and the station. There were no other structures. One of the stipulations of the sale was that a ticket office and waiting room for the railroad be accommodated in the new building. This is the only known example of a formal ticket office being located in a private, residential building. Although the room is no longer used as such, it is still located in the center of the east elevation, near the rear entrance.

While it was not typical for the railroad to sell to a private company, the existing station was “old and in bad repair” and this was a more profitable option than repairing or rebuilding it.⁴ It was also part of a larger trend for the railroad, which stated at the time, “we are in the transportation business not the real estate business.” In 1961, the railroad had net property sales of \$1.1 million.⁵

On October 21, 1959, the railroad station was demolished and, on April 13, 1960, Joseph Lupowitz and Sons received a \$2,600,000 construction loan from the Frankford Trust Company with permanent financing later provided by the Redding and Latimer Mortgage Company and the John Hancock Life Insurance Company.⁶ Common practice at the time was to subsidize at least part of the construction through an FHA loan, which would primarily insure loans from private lenders. The benefit of this is that it provided lower risk for the developers and a lower initial outlay of financing on their end. The downside, therefore, was not only did one have to submit to a lengthy series of reviews and approvals but also that the profit was less.⁷ While comparable projects, such as Park Towne Place, used FHA financing, the Penn Wynn House

³ *Tax Court Memorandum Decisions* 31 (1973): NP.

⁴ Philadelphia Zoning Board of Appeals, Application (6 July 1959).

⁵ Burr N. Van Atta, “Railroad Stations Are Placed on Auction Block as Victims of a New Age.” *The Philadelphia Inquirer* (6 January 1963): 1 and 21.

⁶ *Tax Court Memorandum Decisions* 31 (1973): np; “January Occupancy Set of 17-Story Apartment House.” *The Philadelphia Inquirer* (1 May 1960): 1.

⁷ Samuel Paul, *Apartments: Their Design and Development* (New York: Reinhold Publishing Corporation, 1967): 58.

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was entirely privately financed. This not only wholly distinguished the project as any kind of low-income housing venture but also testifies to the strength of the development company that they neither needed government assistance nor had doubts about the quality of their product.

On April 26, 1960, Joseph Lupowitz and Sons, developer, and George W. Neff, architect, received a permit to erect a 236 unit apartment building, a swimming pool, a pharmacy and a railroad ticket office and waiting room.⁸ According to a ZBA application from July 1959, the new station “has been placed in the new building, at the request of the Pennsylvania Railroad; and will be an asset to the patrons of the Railroad and the tenants of the apartment house.”⁹ It was to be located in the building’s lobby and was to consist of a waiting room with ticket sales from 7:45 am-11:35 am and use of the building’s parking area.¹⁰ In this aspect alone, the Penn Wynn House was a departure because while other, earlier apartment buildings first promoted the need for an automobile as a badge of their modernity and later became wholly dependent on it, Penn Wynn represented a new model of residential building that shifted the focus away from the automobile while still acknowledging its presence, through the construction of the garage.

The pharmacy was also considered to be an amenity and was described on a ZBA application as “a convenience for tenants... in that they would not have to leave the premises to obtain light refreshment and their pharmaceutical needs.”¹¹ It was not, however, run by the developer, but by an independent operation. Joseph Lupowitz and Sons just offered the retail space. Later tenants included a coffee shop and restaurant and a flower store.¹²

By May 1960, the foundations were laid and, by January 1961, the work was complete.¹³ A 1961 article from *The Philadelphia Inquirer* stated that the building was not only “constructed in record time...” but was also “one of the largest apartment houses to be built west of the Schuylkill in many years....”¹⁴ The units ranged from studios, which initially ranged in price

⁸ In the interest of clarity, an “apartment building” is the generic term, which will be used throughout to describe a multi-unit dwelling. A “high-rise” apartment building is traditionally defined as a “building with many stories” that is typically tall enough to require an elevator. A “tower” apartment building, refers to the form of construction, namely that of a somewhat square tower. A “slab” apartment building, which is how the Penn Wynn House is classified, also refers to the form of construction but the end result is that of a rectangular prism.

⁹ Philadelphia Zoning Board of Appeals, Application (6 July 1959). The station stop itself consisted of an open metal structure adjacent to the track, which was typical of new Pennsylvania Railroad Stations at that time. Van Atta, 21.

¹⁰ Van Atta, 21.

¹¹ Philadelphia Zoning Board of Appeals, Application (29 April 1960).

¹² Telephone call between Logan Ferguson and Robert Dubin, the son of Martha Lupowitz on December 5, 2016; “Apartments Modernized.” *The Philadelphia Inquirer* (12 March 1966): 157.

¹³ “Foundations In For Apartments.” *The Philadelphia Inquirer* (29 May 1960): 1.

¹⁴ “Penn Wynn House Nears Completion: Sample Suites Open.” *The Philadelphia Inquirer* (11 December 1960): 1.

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from \$90 to \$177 per month to 2-bedroom, 2-bathrooms with a dressing room, which ranged in price from \$182 to \$260 per month.¹⁵

From the beginning, the building was conceived of as a “luxury apartment house” and beacon to modernity with every available convenience and luxury provided for its residents (see Figures 2 and 3).¹⁶ All of the units except for nineteen had balconies, and all of those were studios. Each unit also had individual air conditioners with through wall units from General Electric; built-in, automatic dishwashers; and eye-level ovens with “matchless gas – the newest idea in glamour kitchens.”¹⁷ Beatrice West, the “nation’s foremost home color consultant and interior designer [and] color stylist” was brought in to design the kitchens.¹⁸

In addition to the railroad waiting room and pharmacy, the building also offered a 24-hour doorman, a master TV antenna system, a “closed circuit TV ‘watchman’ which permits residents to see visitors before admitting them past the lobby, ” a private swimming pool (see Figure 4), an open parking lot and a 142-car garage.¹⁹

Period advertisements for the building describe it as “plum-colored elegance,” “a new era in apartment elegance,” and “contemporary elegance, offering city convenience in a delightful suburban atmosphere.” This concept of luxury was also balanced by the desire of the developers to communicate that this type of building was also an innovative one. Other advertisements described it as where “apartment living comes of age in Philadelphia,” “the marvel of the Penn Wynn House” and “brick and glass with every possible modern convenience.” They even went so far as to deride other projects in their own portfolio, saying “Don’t settle for a Duplex or Garden Type Apartment” and “high rise luxury at garden type rents.”

In reviewing period articles and speaking with Robert Dubin, the son of Martha Lupowitz, the building was primarily occupied by retired Jewish residents, which was also typical of the larger Wynnefield neighborhood at that time.²⁰ Local obituaries from the 1960s and 1970s make particular reference to both Jewish cemeteries and local synagogues including Congregation Beth Tovim and Har Zion Temple. This is particularly interesting, as the Har Zion Temple is an

¹⁵ “Penn Wynn House Nears 100 Percent Occupancy Mark.” *The Philadelphia Inquirer* (26 November 1961): 1; “Penn Wynn House Nears Completion: Sample Suites Open.” This was substantially more than comparable prices for new construction at that time, which average around \$40 per room per month in the suburbs. Anshel Melamed, “High-Rent Apartments in the Suburbs.” *Urban Land* 20:9 (October 1960): 3.

¹⁶ “Penn Wynn House Nears 100 Percent Occupancy Mark.”

¹⁷ “Foundations In For Apartments.”

¹⁸ “Color Tips for Your House.” *Popular Mechanics* (October 1955): 149.

¹⁹ “Foundations In For Apartments”; “Penn Wynn House Nears 100 Percent Occupancy Mark.”

²⁰ Telephone call between Logan Ferguson and Robert Dubin, the son of Martha Lupowitz on December 5, 2016.

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orthodox synagogue, meaning that congregants had to walk there on Saturdays, and it was only one-half mile from the Penn Wynn House. As such, the location of the Penn Wynn House was beneficial to more than just its proximity to Center City Philadelphia.

From the 1970s to the 1990s, many of the amenities that characterized the building ceased to function: the rail ticket office left in the 1970s, the commercial space left in the 1980s and the swimming pool closed in the 1990s. Although the building continues to operate as a rental apartment building, Joseph Lupowitz and Sons ultimately sold the Penn Wynn House in 2014.

George Warren Neff, Architect

George Warren Neff (1907-1990) attended Central High School in Philadelphia and earned a B. Arch from the University of Pennsylvania in 1929 and an M. Arch from Harvard University in 1932. After graduation, he worked briefly for Philadelphia architects Harry Sternfeld, Solomon Kaplan, David Supowitz and John T. Windrim before establishing his own firm in 1936. Between that time and 1975, Neff first maintained an office in downtown Philadelphia – both at 1420 Walnut Street and 1520 Locust Street – and later in Jenkintown. He was an extremely versatile architect, completing hundreds of primarily local projects, including single-family homes, apartment buildings, commercial buildings, factories, shopping centers, Synagogues and recreation centers.

Some of his more notable commissions include the Swartz furniture store in Philadelphia, PA (1945); the Stein Flowers Store in Philadelphia, PA (1950); Jardel Recreation Center in Philadelphia, PA (1953); Temple Adath Israel in Merion Station, PA (1954); the Penn Fruit/Holiday Thriftway in Philadelphia, PA (1955); the Dover Shopping Center in Dover, DE (1957); the Sutton Terrace Apartments in Bala Cynwyd, PA (1959); the Chestnut Hill Tower in Philadelphia, PA (1962); and the Champlost Housing PHA Housing Project in Philadelphia, PA (1963-1967) (see Figure 5).²¹ Never one to turn down a project, he also completed a number of much smaller commissions, including storefront replacements at 1108 and 1227 Chestnut Street in downtown Philadelphia, small commercial buildings at 700 South Street and 121 S. 13th Street, also in downtown Philadelphia and a women's locker room at the Green Valley Country Club in Lafayette Hills, PA. In his AIA Directory listing of 1970, Neff lists his principal works and

²¹ The Champlost Housing Project is a good example of the relatively close aesthetic relationship between public housing and luxury buildings at this time. While earlier post-war public housing tended to be primarily low-rise construction, later projects in the late 1950s and 1960s were predominantly in tower form with a streamlined design and surrounding open space. Although this was most often motivated by cost than by design, the resulting product is quite similar with the level of finish being the major distinction. *Overview of Philadelphia's Post World War II Public Housing Projects and the Philadelphia Housing Authority.* www.phmc.state.pa.us/portal/communities/.../Public_Housing_Phila_PHA_Postwar.pdf. Accessed on December 8, 2016. "Public Housing in the United States, MPS." *National Register of Historic Places*, 2004.

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includes the Camp Hill Shopping Center in Harrisburg, PA; the Black Horse Pike Shopping Center in Audubon, NJ; the Instructional Service Building at Penn State University; the Champlost Housing PHA Housing Project in Philadelphia, PA; and the Penn Wynn House.

Although not necessarily known as an architectural innovator, Neff was certainly an established mid-century Modern architect in Philadelphia and his work at the Penn Wynn House is both firmly within his own architectural tradition and an indication of the progressivism that the developer was hoping to project. In a 1934 issue of the architectural journal *Pencil Points*, Neff is profiled having returned from an extended trip in Europe in 1932 and 1933. He specifically notes that he “found the industrial, commercial and housing architecture developed in Holland and Northern Germany to be especially stimulating and interesting to his imagination,” particularly the extensive use of brick and concrete.²²

Joseph Lupowitz and Sons, Developer

Joseph Lupowitz founded Joseph Lupowitz and Sons in 1903. The firm primarily worked on suburban single- and multi-family residential developments in Philadelphia and Washington, DC.²³ When Lupowitz died in 1958, his four children, Sidney, Emmanuel, Martha and Harold, took over the business. After World War II, the firm primarily worked on single-family and low-scale multi-family developments, including the garden Melrose Court Apartments in Elkins Park, PA (1946); twin homes at Slocum Street and Stenton Avenue in Philadelphia, PA (1949) and ranch homes in the Melrose Park suburb of Philadelphia, PA (1954). The latter were advertised as having every modern offering, including three bedrooms, living and dining rooms, a den, a kitchen (with a dishwasher!), a breakfast room, basement and a garage. Beginning in the mid- to late-1950s, the company shifted toward the development of high-rise apartment buildings, in keeping both with larger trends in the real estate market and with other prominent local developers. Other sizable apartment buildings completed by the firm included the Stenton Apartments (1955) (see Figure 6); the garden Abingdon Court Apartments in Abingdon, PA (1958); and Oak Summit in Cheltenham Township, PA (1967).

By the time the firm began work on the Penn Wynn House, they had built several thousand homes and apartments but the Penn Wynn House was the largest and the first apartment project that wasn't a garden apartment.²⁴ In speaking with Robert Dubin, the son of Martha Lupowitz, it is clear that the Penn Wynn House was something of an anomaly for the firm but that, because of the unique potential of the lot and its sale by the Pennsylvania Railroad, they felt that it was a

²² “The Sketches of George W. Neff.” *Pencil Points* 15:2 (February 1934): 64.

²³ “Jos. Lupowitz Dies, Builder.” *The Philadelphia Inquirer* (2 August 1958): 19.

²⁴ “Penn Wynn House Nears Completion: Sample Suites Open.”

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risk worth taking.²⁵ The project was also a departure from their earlier work in that they hired a well-known, local architect rather than just relying on the design of a builder. The use of an architect was typical for high-rent projects and is yet another indication that this type of suburban apartment building was a new and distinct architectural form.²⁶ Clearly, this was not only an early inspiration but one that would influence Neff through the entirety of his career.

The Growth of Suburban Apartments after World War II

Merriam-Webster defines a “suburb” as an “outlying part of a city or town... especially a smaller residential community.” Other definitions include a “municipality that is not a central city but inside a metropolitan area” and a “densely settled area that is directly contiguous with a major city...”²⁷ Although the somewhat malleable nature of a suburb means that a fixed definition is unlikely – as opposed to a city, for example, which is typically defined by population – the neighborhood of Wynnefield fully falls within this typology at the time the Penn Wynn House was built.

To put the notion of a suburb into a more local context, the first wave of suburban apartment homes, which formed the basis of the suburb, in Philadelphia came shortly after World War I. These buildings, such as the Green Hill Farms Hotel on E. Lancaster and City Line Avenues (1919, NR 2011), provided a low-maintenance and cost-effective way of living, while sacrificing none of the accustomed luxuries and amenities, such as recreational and open spaces, commercial options and parking areas. Their proximity to a metropolitan hub, either by car or rail, meant that residents could easily have the best of both worlds.

The second wave of suburban apartment construction came after World War II when there was a need for such housing stock, a straightforward path for its provision and a “renewed interest [in] a realistic alternative to the single-family detached dwelling.”²⁸ The construction was so significant that it was described as a “peak unparalleled since the housing boom of the 1920s.”²⁹ In 1960, one out of every five new dwelling units in the United States was an apartment and, by 1964, 39% of all residential units in the suburbs were apartments.³⁰ By 1965, 58.5% of new

²⁵ Telephone call between Logan Ferguson and Robert Dubin, the son of Martha Lupowitz on December 5, 2016.

²⁶ Anthony King, ed., *Buildings and Society: Essays on the Social Development of the Built Environment* (London: Routledge and Kegan Paul, 1980): 91.

²⁷ Katrin B. Anacker, ed., *The New American Suburb: Poverty, Race and the Economic Crisis* (New York: Routledge, 2016): 8; Anthony M. Orum, John W.C. Johnstone and Stephanie Riger, *Changing Societies Essential Sociology for Our Times* (Lanham, MD: Rowman and Littlefield Publishers, Inc., 1999): 204.

²⁸ Planning Advisory Service, “Planning for Apartments” (Chicago: American Society of Planning Officials, October 1960): 1.

²⁹ Planning Advisory Service, 7.

³⁰ Joseph Oberman and Stephen Kozakowski, *History of Development in the Delaware Valley Region* (Delaware Valley Regional Planning Commission: September 1976): 85; Marion Clawson, *Suburban Land Conversion in the*

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residential apartment units were constructed in the suburbs.³¹ This makes it clear that the apartment, which was a derivative of the dreaded tenement house, was no longer considered, either locally or nationally, the “misfortune of the poor rather than the privilege of the rich.”³² It was quickly shifting to the norm, largely because of lower land costs and greater land availability. There was also the cultural emphasis on the new and modern, which existing housing stock could not accommodate.

On the tangible side of this shift were factors like the leveling of construction costs and new financing and loan options through the Federal Housing Authority (FHA) and the Veterans’ Administration, which also enabled this new construction.³³ On the less tangible side was the need, on a general level, which was created through the simple increase in the number and composition of family units in the United States. More specifically, post-war societal changes also spurred this growth with a shift in older couples interested in streamlining their lives and selling their burdensome homes and younger single people finding new opportunities for independence. Apartment living was also becoming common among other sub-groups, including newly married couples, highly mobile people, minorities and those who were financially unstable.³⁴

In Philadelphia, specifically, the shift toward suburban apartments reflected this larger national trend. From the 1930s onward, more residential units were constructed in the areas adjoining the city than in Center City itself.³⁵ After World War II, there was a secondary gradual increase in apartment construction both in Philadelphia and in its suburbs with 67.8% of the new stock located in the city and 32.2% located in the suburbs.³⁶ In 1958, 2,278 building permits were issued for apartment buildings and, in 1959, that number increased to 3,712.³⁷

Once it was definitely established that there was clear interest in such a building type, it was natural that the market would provide it. One of the first decisions that needed to be made for such a project was to determine the form of the new construction. In the mid-20th century, there

United States: An Economic and Governmental Process (Baltimore, MD: Johns Hopkins Press, 1971): 44. In these figures, the term “apartment” covers a wide range of sub-categories, including high-rises, garden apartments, low-income housing and retirement communities.

³¹ Neutze, 83.

³² “Suburban Apartment Buildings in Evanston, Illinois.” *National Register Nomination*, 2005, 8:1.

³³ Oberman and Kozakowski, 84.

³⁴ Planning Advisory Service, 13.

³⁵ Philadelphia City Planning Commission, *Comprehensive Plan for the City of Philadelphia* (1960): 70.

³⁶ Melamed, 3; Max Neutze, *The Suburban Apartment Boom: Case Study of a Land Use Problem* (New York: Resources for the Future, 1968): 83.

³⁷ Planning Advisory Service, 10. New York had the most apartment building permits issued of any city in 1959 with 47, 640 permits.

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was an accepted formula for a “successful” housing project: effective demand; appropriate amenities; appropriate rentals; and appropriate location.³⁸ This latter principle had its own priorities, primarily “those areas immediately abutting public transportation, but not in the heart of the city; the best center-city locations; locations facing open area, such as parks, lakes or waterways; and any location, city or suburban, so long as the market indicated a demand for rental units.”³⁹

Once the building was designed and built, it was typical in the Philadelphia suburbs at the time for the developer to then, in deviation from earlier decades, operate the building as the landlord, as well. This was primarily because the developers were “faced with rising costs, lower sales and the need to keep their building organizations intact during what has been termed a ‘transitional period.’⁴⁰ In the 1950s and 1960s, “almost every home builder in the area” subscribed to this philosophy, resulting in such prominent local buildings as Park Towne Place in Philadelphia, PA (1957-1959, NR 2011) (see Figure 7), Cooper River Plaza in Pennsauken, NJ (1962) and Wyncote House in Wyncote, PA (1963).⁴¹

The story of the Penn Wynn House is, in many ways, very reflective of this national trend but one that began earlier than most of its local counterparts. A Residential Density Plan from 1960 shows that in the area of Philadelphia west of the Schuylkill River, the average residential density was 20-39 dwelling units per acre.⁴² The Penn Wynn House, by contrast, had 118 units per acre.⁴³ The only other apartment or apartment complex in this area that is listed as having sixty or more units per acre is located at City Line Avenue and the Schuylkill Expressway, in an area called Wynnefield Heights, the northeasternmost corner of Wynnefield. The Presidential apartment complex was constructed between 1950 and 1953 on the site of a former golf course. It consisted of four large apartment buildings with a total of 1,200 units and other amenities, such as a swimming pool, landscaped grounds and a parking garage. There was no commercial component or access to rail lines but it did have almost immediate access to the Schuylkill Expressway. It also was over two miles from the two primary synagogues in Wynnefield.

The pioneering nature of the Penn Wynn House is also highlighted by a 1960 article published by Anshel Melamed in *Urban Land* titled “High-Rent Apartments in the Suburbs.” The article,

³⁸ Paul, 5.

³⁹ Paul, 24.

⁴⁰ Oscar B. Teller, “Home Builders Are Forced into the Roles of Landlords.” *The Philadelphia Inquirer* (12 February 1961): 1.

⁴¹ Teller, 1.

⁴² Philadelphia City Planning Commission, 70.

⁴³ Ninety-two units per acre was the average for high-rent high-rises in the Philadelphia suburbs overall in 1960. Melamed, 5.

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in part, provides a table of “Selected Characteristics of High-Rent Apartments, Built since 1950 [in the] Philadelphia Standard Metropolitan Area”, which includes “miles from City Hall,” “Height,” “Units,” and “Site in Acres” and categorizes seventeen apartment buildings according to these criteria. Although the Penn Wynn House is not included on the list, as it was not yet placed in operation, the chart provides a local context through which to understand the building. Of the buildings listed, twelve are more than a mile from City Hall. Of these, only four are on sites of a comparable size, suggesting that the other eight buildings are either designed in more of a garden apartment style, such as Broadlawn in Bryn Mawr, or simply much larger developments, with multiple towers, for example, such as the Presidential in Wynnefield Heights. Of the remaining four, three are seven stories or less. The only remaining building is the Stafford, which will be further discussed in the comparables section. It is in many ways similar to the Penn Wynn House, offering luxury residences and convenient amenities; however, it neither had the immediate proximity to rail lines nor the streamlined Modern design. The absence of these characteristics indicate that there was an opening in the market for the Penn Wynn House and that the Penn Wynn House was the first building of its type to fill it.

The Penn Wynn House also typified the hallmarks of a successful project in terms of apartment types, aesthetics, location and amenities. The decision to provide luxury rental units spoke to potential occupants who were often motivated to relocate because of their “increasing longevity and affluence.”⁴⁴ One study showed that fewer than 6% of such households in Philadelphia had children living with them – although 87.5% had grown children – and 90% were forty-five years of age or older.⁴⁵ In many ways, this building type was responding to a shift in consumer tastes by offering occupants an alternative lifestyle that provided the best of both worlds – all of the amenities, luxuries and conveniences with none of the work.

The design of these new building types, including the Penn Wynn House, is where the building type slightly deviates from the precedent of its suburban forbearers. Whereas the earlier suburban apartments were primarily designed in revivalist styles designed to evoke a grand country house, these midcentury buildings were unabashedly Modern, proactively defining them as something that had never before been seen. Typical characteristics of such buildings included “improved mechanical systems, elevators, up-to-date appliances, central air conditioners, outdoor balconies, and newly available prefabricated components such as steel-framed windows and sliding glass doors.”⁴⁶ All of these descriptors could be applied to the Penn Wynn House, which was an early local example of this design.

⁴⁴ Melamed, 1.

⁴⁵ Melamed, 4.

⁴⁶ “The Design of the Suburban Home.” <https://www.nps.gov/nr/publications/bulletins/suburbs/part3.htm>. Accessed on December 9, 2016.

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At the Penn Wynn House, in particular, the design was initially influenced by the shape of the site, which was long and narrow, paralleling the railroad tracks. As such, a single-family residential development wasn't possible and a tower construction would have been equally odd, as it would not have maximized the open area of the site. The "slab" design was therefore most appropriate to the site and set the building in contrast to its surroundings both visually – as it was a vertical construction – and functionally – as it was a high-density building with a reliance on mass transit, as opposed to the car. The use of brick and glass, which eventually came to be standard practice in future high-rise residential buildings, again set it in contrast to garden apartments, which more typically used brick and stone.⁴⁷ The use of the balconies had a similar function, both clearly identifying the building as having a residential use and identifying its socio-economic status as they were not a necessary structural element, but yet another amenity.⁴⁸

The prime location of the building, not only immediately adjacent to a railroad stop but with a ticket office in its lobby, cannot be underestimated as an asset and was not a regular inclusion in comparable mid-20th century residential and commercial developments. It not only was an obvious and distinctive selling point to prospective tenants, but it also provided the developers a certain cushion because they were not starting from scratch in the middle of nowhere.⁴⁹ They had a permanent advantage, one that would not potentially go bankrupt like a shopping center or relocate like a company headquarters. Of all the amenities that period advertisements listed for the building, the only ones that don't come across as incredibly dated are the garage, the swimming pool and the eight-minute travel time to Center City.

In the category of "appropriate amenities," the Penn Wynn House was a prime example of its era and one of the earliest local buildings with characteristics that ultimately became typical of the type. A 1960 report by the American Society of Planning Officials confirms this, stating, that, in Philadelphia, as well as in Chicago, San Francisco and Los Angeles, "the greatest demand is for luxury apartments with service and amenities."⁵⁰ These apartment buildings – in contrast to garden apartments – offered such amenities as,

Central air-conditioning, fireproof construction, separate service entrances, disposal of trash and garbage on each floor, convenience shops in the building, an intercom system from apartment to vestibule, community and party rooms within the building, sauna, exercise room, locker room, showers, roof solarium, roof gardens and roof lounges.⁵¹

⁴⁷ Paul, 126.

⁴⁸ Paul, 121.

⁴⁹ Paul, 31.

⁵⁰ Planning Advisory Service, 13.

⁵¹ Paul, 115.

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The Penn Wynn House, although it had no roof features and substituted the swimming pool for the exercise facility, was an early, archetypal example of this new design and contained these amenities, which eventually came to be standard. It also offered both open and covered parking, to accommodate a range of price points. This option was common practice, as was the offering of parking, in general: “Builders used to object to providing extra garage space, but today they realize that this is one of their most critical facilities and that they will rent the apartments faster and more easily with ample car shelter.”⁵²

As such, it was the one-stop shopping of residential living. Gone were the days of endlessly shoveling snow or mowing the grass; at the Penn Wynn, you could come home to your secure, well-air conditioned unit, easily prepare and clean up a delicious dinner and later relax by the pool. Once again, this second wave of suburban residential construction was very much borrowing from the template of the first.

At the time the Penn Wynn House was constructed, high-rent suburban apartments were “a very special class” and the upswing in their construction had barely begun.⁵³ In the decade following the construction of the Penn Wynn House, based on the success of it and other similar projects, “a great majority” of new suburban apartments were “almost exclusively in the middle and upper rent ranges” with “more high-rental apartments... being built in Philadelphia’s suburbs than in the downtown area.”⁵⁴ Today, the luxury high-rise apartment building is a staple of both suburban and urban fabric throughout the country and the Penn Wynn House stands out as a pioneering example of this standard element of metropolitan housing in the Philadelphia suburbs.

Local Comparables

Unfortunately, there are no direct comparables of a mid-20th century luxury apartment building in the Philadelphia suburbs that are listed in the National Register of Historic Places. The closest comparable is The Sterling (1961, NR 2012), which is located in downtown Philadelphia (see Figure 8). The Sterling, which is also known as Penn Towers, was designed between 1959 and 1961 by Philadelphia architect Samuel Oshiver for the developer Sylvester Lowery. The design, similar to that of the Penn Wynn House, is undoubtedly modern with marble and brick cladding and swaths of banded windows. The luxury building, not only had famous tenants, such as Mr. and Mrs. Ronald Perelman, but also offered similar included amenities, such as numerous retail shops, parking and a swimming pool. Lastly, the project was developed by someone outside of the Philadelphia establishment. Lowery, like Lupowitz, was a former commercial developer

⁵² Paul, 64.

⁵³ Neutze, 100.

⁵⁴ King, 86; Melamed, 3.

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who, because he was outside of the more elite circles of society, opted for a more Modern aesthetic for his project, rather than a more traditional and reactionary Revivalist design. Other similar projects in Center City Philadelphia include the Philadelphian, the Savoy and the Dorchester.

The Chestnut Hill Tower, although not listed in the National Register, is an appropriate comparable, as it was designed by the same architect, in the same style for the same purpose, in a similar location and only two years later (see Figure 9).⁵⁵ It was, however, conceived of by another developer – Jacob C. Rappaport. The 19-story building had 223 residential units and was the first high-rise apartment building in Chestnut Hill.⁵⁶ Situated in suburban Philadelphia only twenty minutes from downtown, period advertisements promise “18 stories of air-conditioned luxury in a superb estate setting that caters to your every whim and mood.” It also had a swimming pool, landscaped gardens and tennis courts. The building itself also featured a 65’ private terrace for each unit, studios to three-bedrooms, designer kitchens and bathrooms, individual air conditioning units, high speed elevators, a doorman, closed circuit security camera and a master television antenna. Like the Penn Wynn House, it also offered basement commercial space, which, at various points, was occupied by a valet shop, card and gift store, cigar stand, beauty shop, coffee shop and a cosmetic shop.⁵⁷

Stafford House, now known as the Park Heights Apartment, is another apartment building of a comparable size with 237 units (see Figure 10). Located in the East Falls neighborhood of Philadelphia, the 14-story, L-shaped building was designed in 1959 by George S. Idell and developed by Stafford house, Inc. Referred to by *The Philadelphia Inquirer* as a “multi-million dollar luxury apartment residence,” it had units ranging from studios to three-bedrooms, 1st floor commercial space and a garage, all like the Penn Wynn House.⁵⁸ Similar to the Penn Wynn House, period advertisements touted it as being “unsurpassed for luxurious living, [with] modern facilities] and [an] ideal location.” It also had equally prominent tenants, such as Martin Silver, a Democratic Senator and Louise C. Cauffman, a prominent interior designer. Railway access, however, was several blocks away, suggesting that the car was the preferred mode of transportation for the residents. Lastly, stylistically, the building has none of the streamlined, modern aesthetic of the Penn Wynn House. Its elevations are all clad in tan brick and punctuated by regularly spaced, paired 1/1 windows. There is no distinctive cladding, no ribbon windows and no notable porte cochere. Idell was a local architect best known for his institutional

⁵⁵ It is also known as the Chestnut Hill Apartments and the Tower at Chestnut Hill.

⁵⁶ “\$12 Million Luxury Apartments for Chestnut Hill Get Plan OK.” *The Philadelphia Daily News* (7 October, 1961): 7.

⁵⁷ “Office Installations to be Given Hearing In Apartment House.” *The Philadelphia Inquirer* (15 June 1967): 76.

⁵⁸ “Apartment Project Gets Under Way.” *The Philadelphia Inquirer* (5 October 1958): 1.

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commissions, such as the Pennsylvania State Village for Feeble Minded Women in Laurelton, PA, and the Stafford House falls well within his traditional portfolio.

The Lebanon Arms, also known as the Bryn Mawr Apartments or Bryn Mawr Suites, is the apartment building that is geographically the closest to the Penn Wynn House, located one block south (Figure 11). Constructed slightly earlier in 1955 by Philadelphia architect Aaron Colish, the building is much smaller at only 11-stories with 122 units. Although the building is somewhat Modern with ribbon windows facing extended balconies, it is also a much heavier presentation with the less inspired red brick cladding and standard square window openings. In period advertisements, the only “modern” features listed are the elevators and there is no mention of any of the other enticements promoted by the Penn Wynn House. It was also completely residential with no commercial, office or transportation-related offerings. Lastly, it lacked the external amenities offered by the Penn Wynn House, including the swimming pool, garage and grounds.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Library of Congress

Historic Resources Survey Number (if assigned): N/A

Geographical Data

Acreege of Property 2.0 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 39.990353 | Longitude: -75.226105 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

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- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

All that parcel of land with the buildings and improvements thereon erected, situate in the 52nd Ward of the City of Philadelphia and Commonwealth of Pennsylvania, bounded and described according to a Plan based upon a plan of survey made by Saul and Rile, Inc., Engineers and Constructors, Springfield, Pennsylvania, January 5, 1955 as follows, viz.:

Beginning at a point where the Easterly line of land now or formerly of the Sun Oil Company meets the Southerly line of Wynnefield Avenue distant 132.29 feet measured South 84 degrees, 19 minutes, 40.32 seconds East along said line of Avenue from the easterly line of Bryn Mawr Avenue.

Extending from said beginning point following seven courses and distances, the first three thereof being by remaining lands of the Pennsylvania Railroad Company: (1) South 84 degrees, 19 minutes, 40.32 seconds East along said Southerly line of Wynnefield Avenue, 50.88 feet, (2) South 2 degrees, 7 minutes, 49.68 seconds West, 477.23 feet, (3) South 4 degrees, 8 minutes, 13.21 seconds West, 166.86 feet, (4) North 88 degrees, 7 minutes, 1.79 seconds West partly by remaining land of said Railroad Company and partly along the Northerly line of land now or formerly of Benjamin L. Cohen 174.13 feet to said Easterly line of Bryn Mawr Avenue, (5) North 1 degree, 52 minutes, 58.21 seconds East along the same 407.43 feet to a point in the Southerly line of land now or formerly of the United Petroleum Company distant 248.63 feet measured South 1 degree, 52 minutes, 58.21 seconds West along said line of Bryn Mawr Avenue from said Southerly line of Wynnefield Avenue, (6) South 88 degrees, 7 minutes, 1.79 seconds East along said southerly line of the last mentioned land 132.00 feet to a corner and (7) North 1 degree, 52 minutes, 58.21 seconds East partly along the Easterly line of said last mentioned land and partly along said Easterly line of land now or formerly of the Sun Oil Company 239.89 feet to the place of beginning.

Containing 85,173.9 square feet.

Being 2201 Bryn Mawr Avenue, Registry No. 71N12-208.

Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the entire parcel on which the building is situated and all property historically associated with the nominated property during the period of significance. No extant historically associated resources have been excluded.

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10. Form Prepared By

name/title: Logan I. Ferguson, Senior Associate
organization: Powers and Company, Inc.
street & number: 1315 Walnut Street, Suite 1717
city or town: Philadelphia state: PA zip code: 19107
e-mail logan@powersco.net
telephone: (215) 636-0192
date: December 8, 2016

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

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Photograph Log

Name of Property: Penn Wynn House

City or Vicinity: Philadelphia

County: Philadelphia State: PA

Photographer: Robert Powers, Powers and Company, Inc.

Date Photographed: September 2016

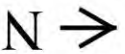
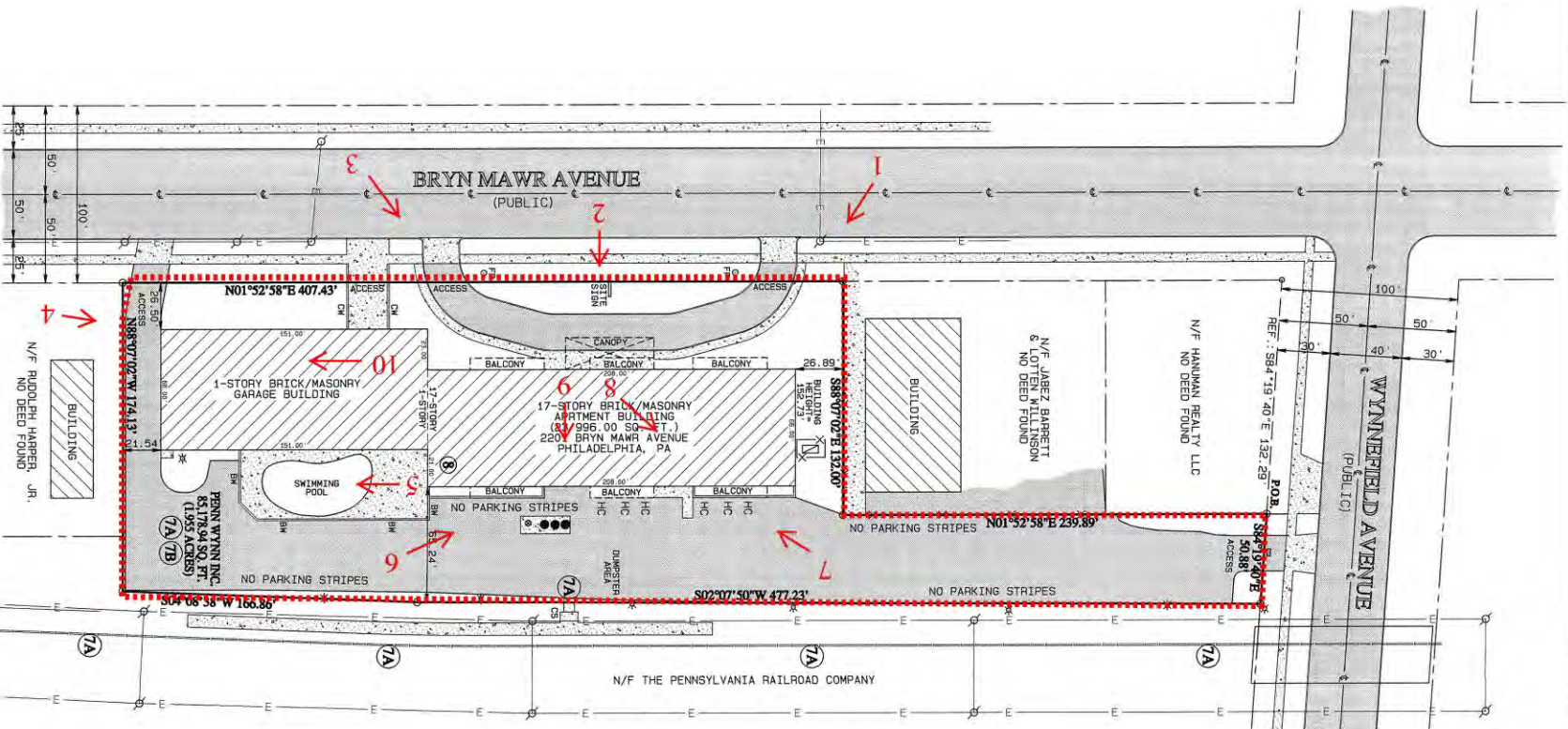
Description of Photograph(s) and number, include description of view indicating direction:

<i>Photograph #</i>	<i>Description of Photograph</i>
1.	North and west elevations, view southeast
2.	West elevation, Entrance, view east
3.	South and west elevations, view northeast
4.	Garage, view northeast
5.	South elevation and Swimming pool, view north
6.	South and east elevations, view northwest
7.	North and east elevations, view southwest
8.	1 st floor, Lobby, view northeast
9.	1 st floor, Lobby vestibule, view east
10.	1 st floor, Garage, view south
11.	3 rd floor, Hallway, view south
12.	3 rd floor, Elevators, view southeast
13.	3 rd floor, view northeast
14.	3 rd floor, view west
15.	3 rd floor, Balcony, view south
16.	8 th floor, view west
17.	8 th floor, view northeast
18.	8 th floor, view east
19.	11 th floor, view east
20.	11 th floor, view northeast
21.	11 th floor, view west
22.	11 th floor, view northwest
23.	17 th floor, Hallway, view north
24.	17 th floor, Stairway, view north
25.	17 th floor, view southeast
26.	17 th floor, view southwest
27.	17 th floor, view southwest

Penn Wynn House
 Name of Property

Philadelphia County, PA
 County and State

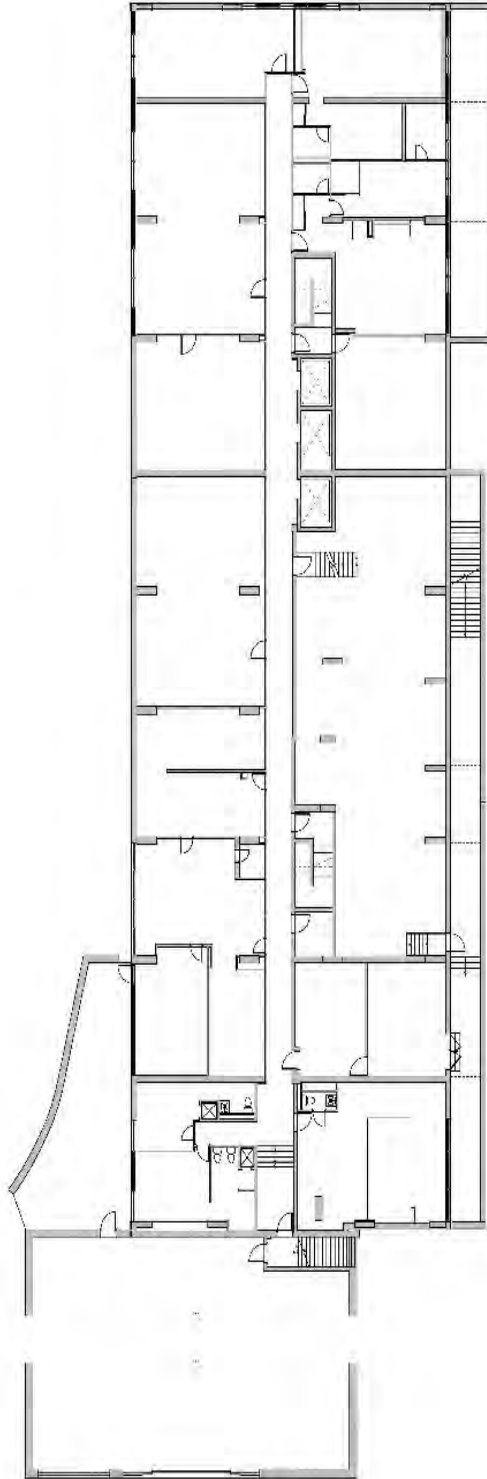
Penn Wynn House
 2201 Bryn Mawr Avenue
 Philadelphia County, PA
 Site Plan and First Floor with Photograph Key
 Scale 1" = 40'



Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

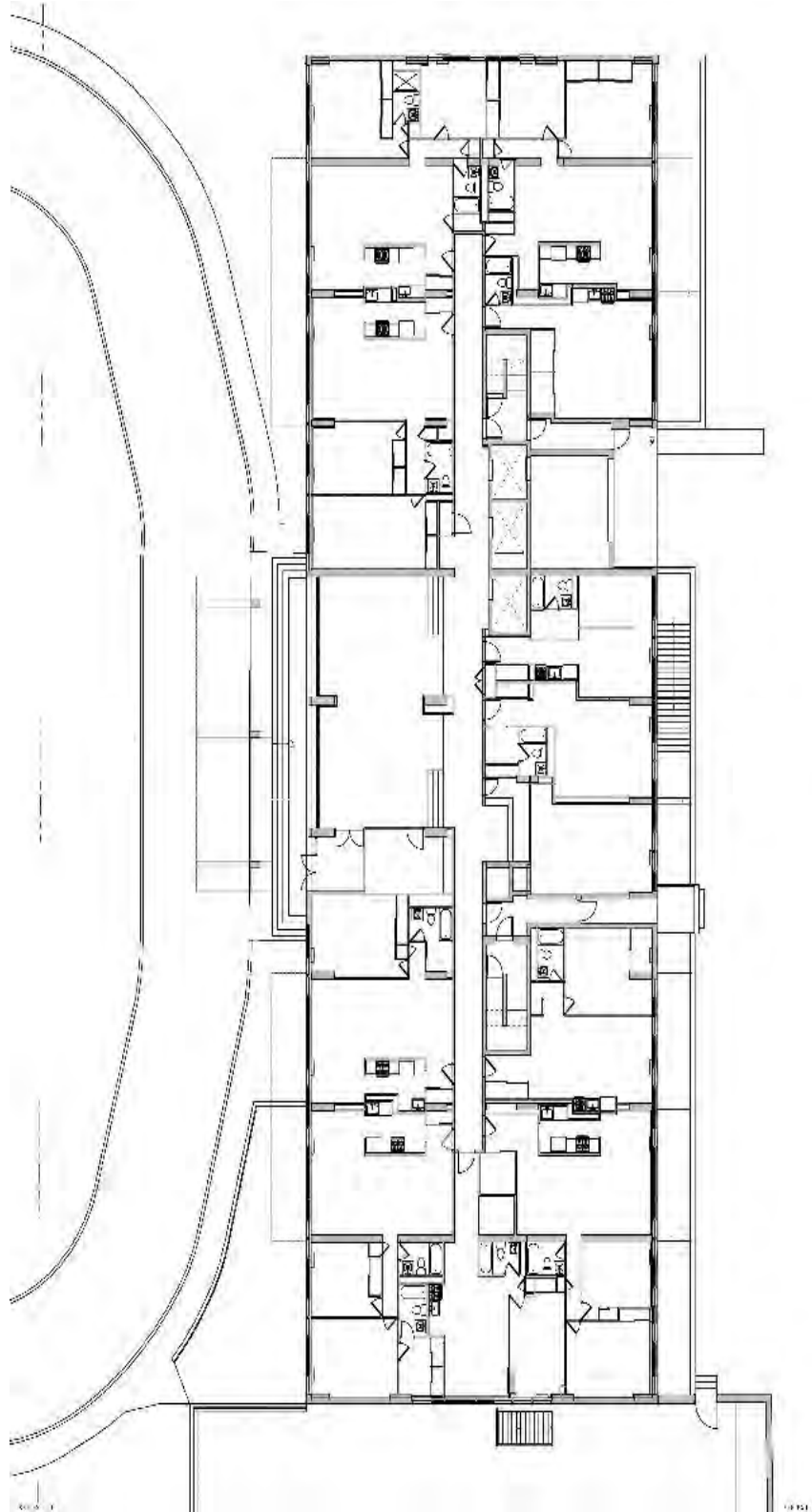
Penn Wynn House
2201 Bryn Mawr Avenue
Philadelphia County, PA
Basement Floor
Not to Scale



Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

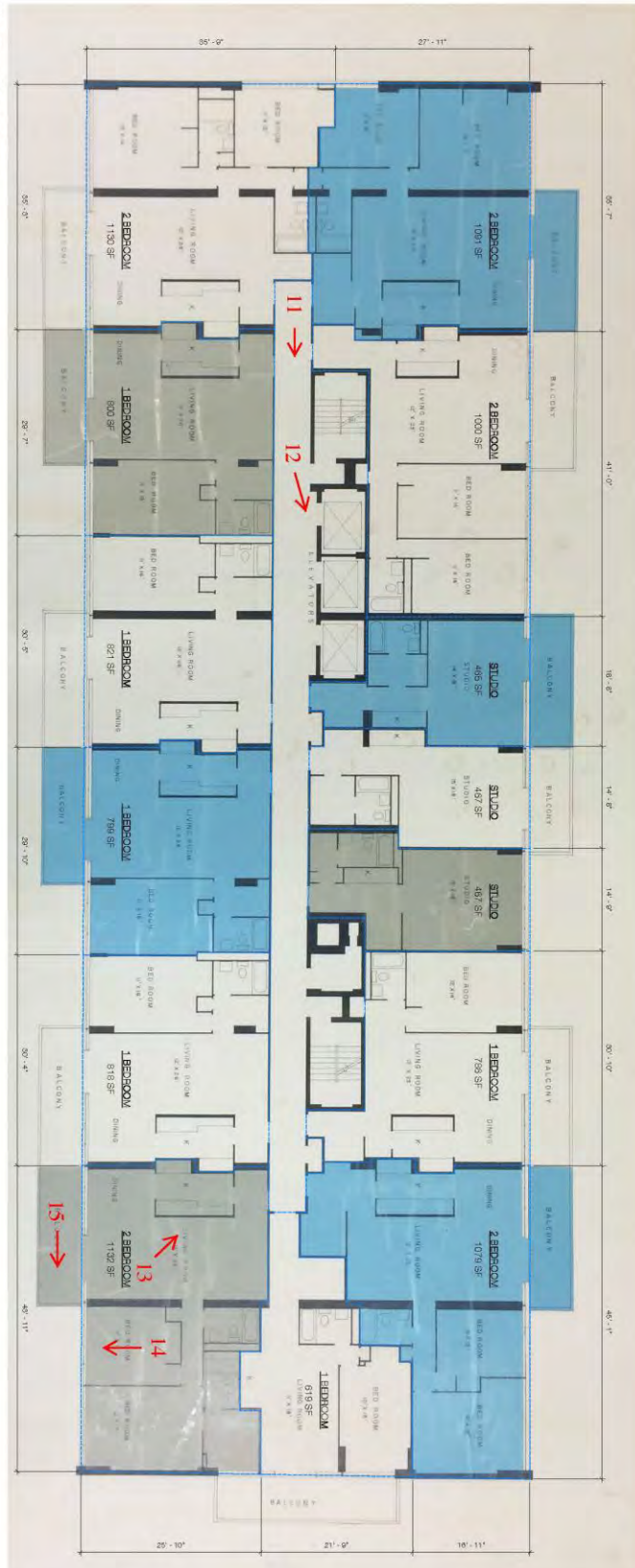
Penn Wynn House
2201 Bryn Mawr Avenue
Philadelphia County, PA
First Floor
Not to Scale



Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

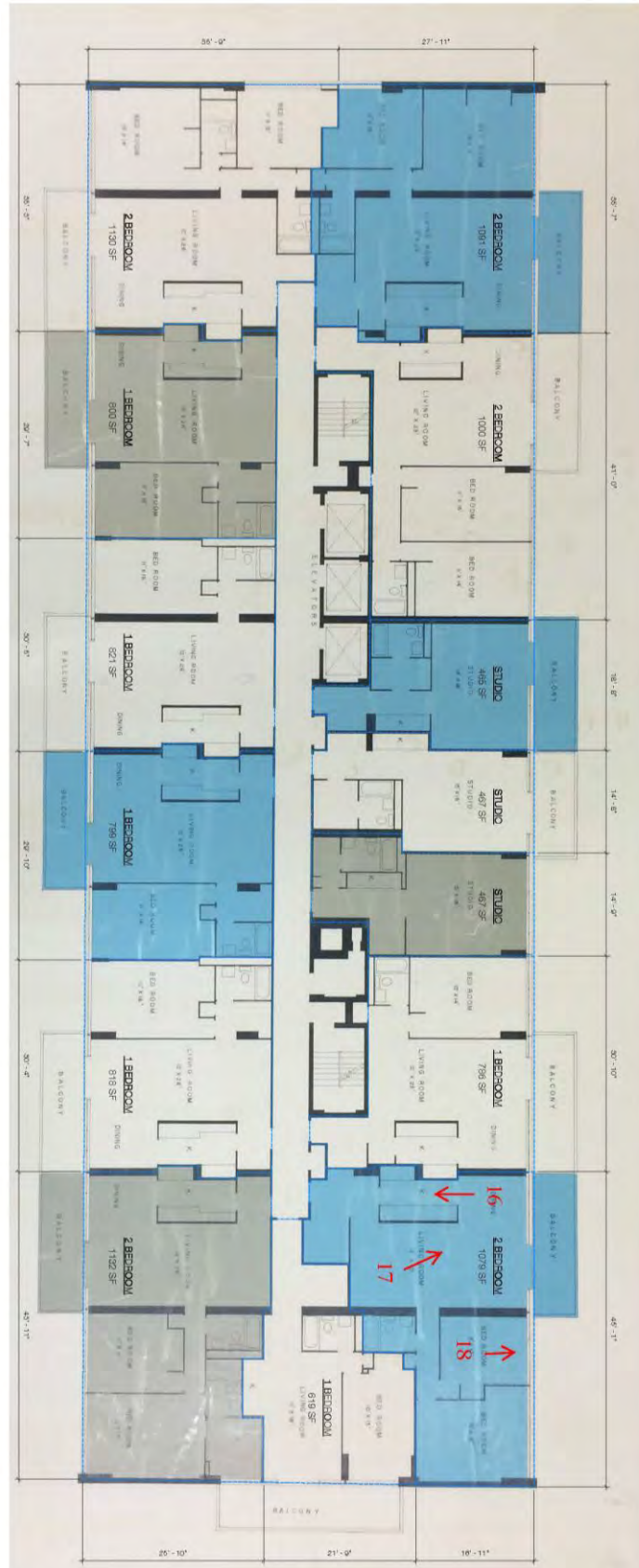
Penn Wynn House
2201 Bryn Mawr Avenue
Philadelphia County, PA
3rd Floor with Photographs
Scale 1/8"=1'



Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

Penn Wynn House
2201 Bryn Mawr Avenue
Philadelphia County, PA
8th Floor with Photographs
Scale 1/8"=1'



Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

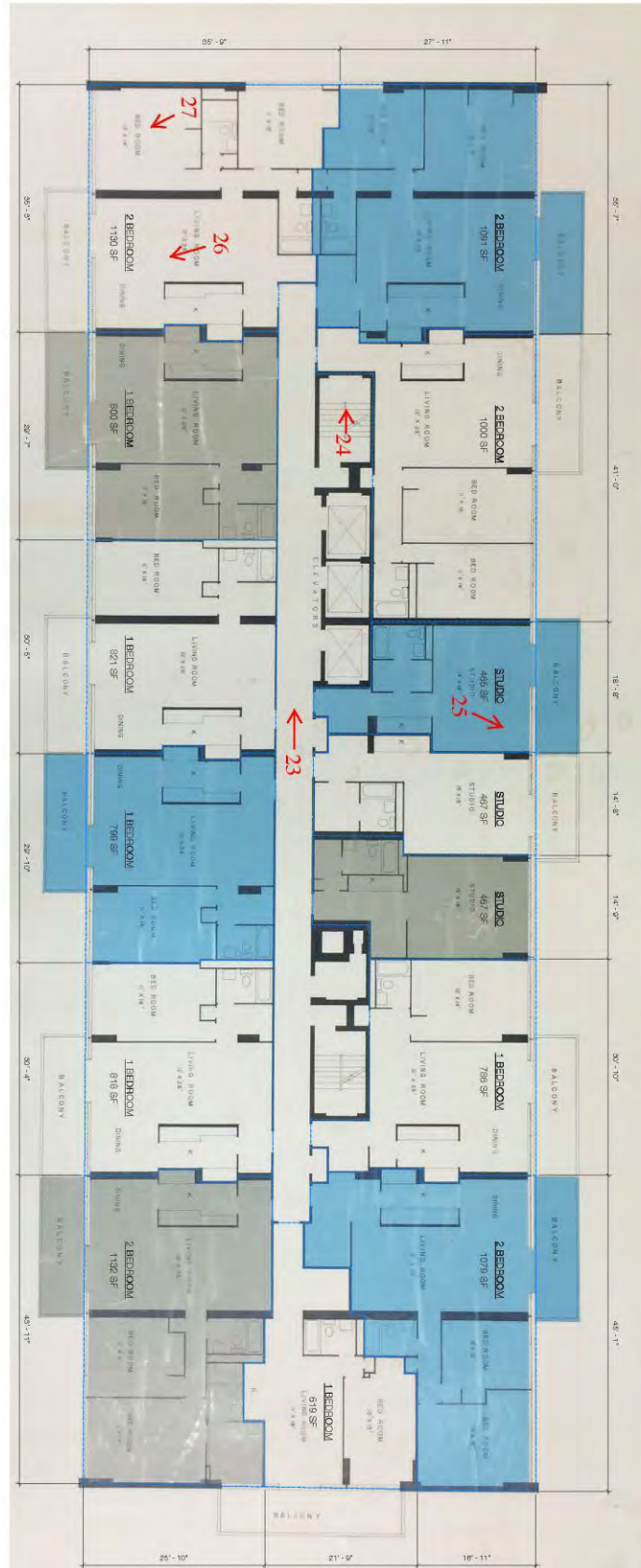
Penn Wynn House
2201 Bryn Mawr Avenue
Philadelphia County, PA
1st Floor with Photographs
Scale 1/8"=1'



Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

Penn Wynn House
2201 Bryn Mawr Avenue
Philadelphia County, PA
17th Floor with Photographs
Scale 1/8"=1'



Penn Wynn House
 Name of Property

Philadelphia County, PA
 County and State

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10.	Stafford House, Philadelphia, PA.
11.	Lebanon Arms, Philadelphia, PA.
12.	Existing Site Plan with National Register Boundary.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 1 – Sanborn Fire Insurance Map, 1950.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 2 – The Penn Wynn House. C. 1965.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

Today!

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**BRYN MAWR AVENUE
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17 Stories of contemporary elegance, offering city convenience in a delightful suburban atmosphere... only 8 minutes from Center City via Expressway or public transportation. RER Wynnefield Station in Building.

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Out Schuylkill Expressway to Montgomery Drive Exit. Turn left, follow Wynnefield Drive to Bryn Mawr Ave. Turn left to Penn Wynn House.

**Penn
Wynn
house**

The Newest Look in Fabulous
Kitchens featuring
MATCHLESS GAS
Caloric

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- STUDIO, 1 BEDROOM
2 BEDROOM WITH
1 OR 2 BATHS
- EACH WITH ITS
OWN TERRACE
- INTRODUCING
INDIVIDUAL ROOM
TEMPERATURE CONTROL
WITH
AIR-CONDITIONING BY
GENERAL ELECTRIC
- AND NEW IRON
FIRMAN (SELECTEMP)
HEATING BY
JOHN BARBERI
DISTRIBUTOR
- COLOR CO-ORDINATED
KITCHENS BY THE
WELL-KNOWN DESIGNER
BEATRICE WEST
- A PRIVATE
SWIMMING POOL
- AMPLE INDOOR &
OUTDOOR PARKING
- PRIVATE DOORMAN
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LUPOWITZ
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Coleman J. Peikin Co.
Rental Agent

**Trinity
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THE MARVEL OF PENN WYNN HOUSE WAS MADE POSSIBLE BY

Figure 3 – Advertisement, Penn Wynn House, *The Philadelphia Inquirer* (11 December 1960): 24.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

**apartment
owners &
builders!
... the
important
attraction
is a**



SYLVAN POOL

Above: Sylvan pool at Penn-Wynn House, Philadelphia, as with all major Sylvan pools, is equipped with Sylvan's exclusive "Dial-Clear" filtration system which is sanitary-approved by the National Sanitation Foundation.

Figure 4 – Advertisement, Sylvan Pools, *The Philadelphia Inquirer* (27 May 1962): 19.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

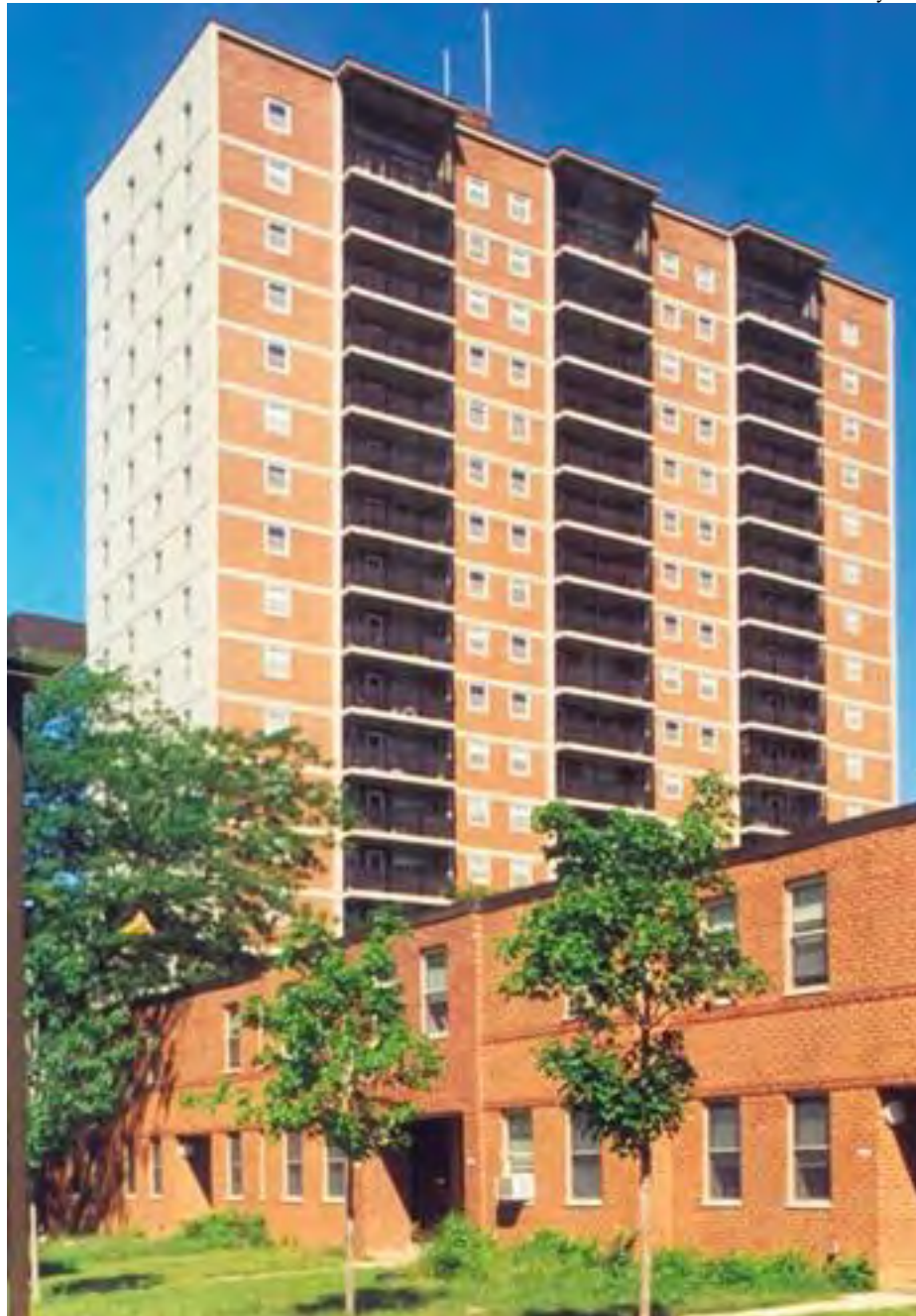


Figure 5 – The Champlost Housing PHA Housing Project, Philadelphia, PA.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 6 – Stenton Apartments, 1061 E Mt. Airy Ave, Philadelphia, PA. Developed in 1960 by Joseph Lupowitz and Sons.



Figure 7 – Park Towne Place, Philadelphia, PA.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 8 – The Sterling, Philadelphia, PA.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 9 – Chestnut Hill Tower, 7600 Stenton Avenue, Philadelphia, PA. Designed in 1962 by George W. Neff.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 10 – Stafford House, Philadelphia, PA.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State



Figure 11 – Lebanon Arms, Philadelphia, PA.

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

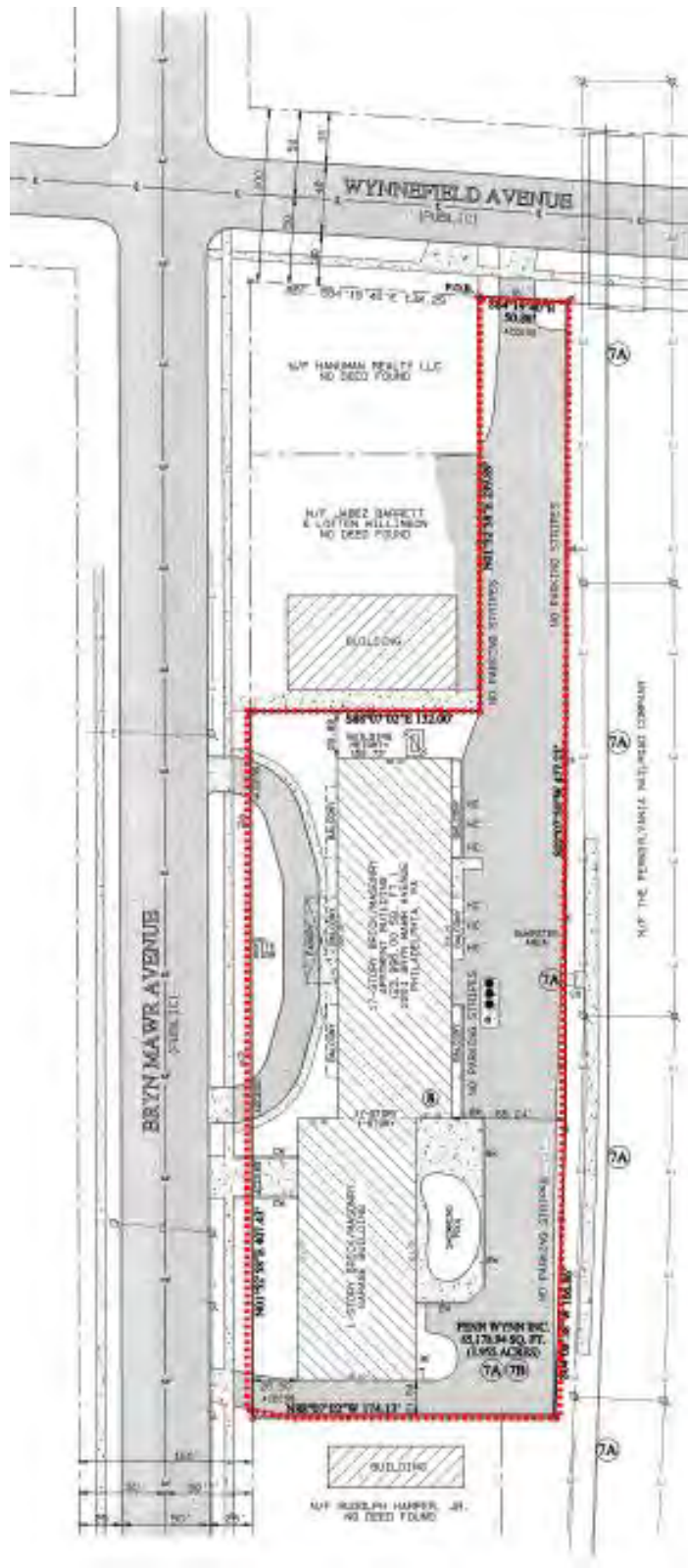


Figure 12 – Existing Site Plan with National Register Boundary in red. Scale: 1" = 40'

Penn Wynn House
Name of Property

Philadelphia County, PA
County and State

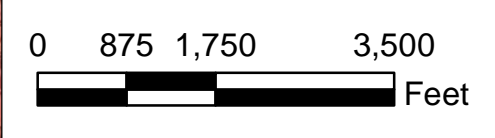
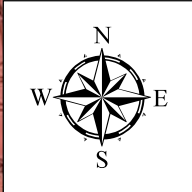
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Penn Wynn House Philadelphia County, PA



Latitude: 39.990353
Longitude: -75.226105
NAD 1983











NO PARKING
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EMERGENCY
VEHICLES
OR VEHICLES
WITH A
PERMIT











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TO**





























PH









UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Penn Wynn House

Multiple Name:

State & County: PENNSYLVANIA, Philadelphia

Date Received:
7/21/2017

Date of Pending List:
8/16/2017

Date of 16th Day:
8/31/2017

Date of 45th Day:
9/5/2017

Date of Weekly List:

Reference number: SG100001572

Nominator: State

Reason For Review:

Appeal

SHPO Request

Waiver

Resubmission

Other

PDIL

Landscape

National

Mobile Resource

TCP

CLG

Text/Data Issue

Photo

Map/Boundary

Period

Less than 50 years

Accept

Return

Reject

8/31/2017 Date

Abstract/Summary
Comments:

Recommendation/ Criteria Accept, National Register Criterion C.

Reviewer Patrick Andrus

Patrick Andrus

Discipline Historian

Telephone (202)354-2218

Date

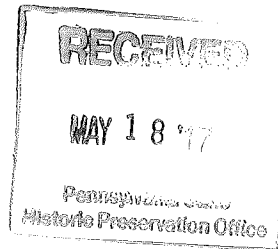
8/31/2017

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



CITY OF PHILADELPHIA



PHILADELPHIA HISTORICAL
COMMISSION

1515 Arch Street, 13th Floor
Philadelphia, Pennsylvania 19102
Tel: 215.686.7660

Robert Thomas, AIA
Chair

Jonathan E. Farnham, Ph.D.
Executive Director

15 May 2017

Keith T. Heinrich
PA State Historic Preservation Office
400 North Street, Second Floor
Harrisburg, PA 17120-0093

Re: 2201 Bryn Mawr Avenue, Penn Wynn House

Dear Mr. Heinrich:

I am writing in response to your request that the Philadelphia Historical Commission provide its official Certified Local Government recommendations on the nomination proposing to add the Penn Wynn House, located at 2201 Bryn Mawr Avenue in Philadelphia to the National Register of Historic Places. At its monthly public meeting on 12 May 2017, the Philadelphia Historical Commission reviewed and discussed the nomination and accepted public testimony. The Commission agreed that the building satisfies National Register Criterion C, in the area of architecture, and recommended that the building be added to the National Register of Historic Places. The Commission contends that the property retains sufficient integrity. The property is not listed on the Philadelphia Register of Historic Places. Thank you for providing the Philadelphia Historical Commission with the opportunity to comment on this nomination.

Yours truly,

Jonathan E. Farnham, Ph.D.
Executive Director



Pennsylvania State Historic Preservation Office

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION



July 20, 2017

J. Paul Loether, Deputy Keeper and Chief
National Register and National Historic Landmark Program
National Register of Historic Places
1849 C Street NW Mail Stop 7228
Washington DC 20240

Re: NR nomination discs

Dear Mr. Loether:

The following nomination forms are being submitted electronically per the "Guidance on How to Submit a Nomination to the National Register of Historic Places on Disk Summary (5/06/2013)":

- William Henry & Clara Singer Beck Farm, Centre County
- David M. Mayer House, Lancaster County
- Penn Wynn House Apartments, Philadelphia County

The enclosed discs contain the true and correct copies of the nominations for the William Henry & Clara Singer Beck Farm, the David M. Mayer House, and the Penn Wynn Apartments. The proposed actions are for listing in the National Register of Historic Places.

If you have any questions regarding the nominations please contact David Maher at 717-783-9918.

Sincerely,

David Maher
National Register section
Preservation Services