



A rendering of view north from Ludlow St. toward Market. BLT Architects

© BLT ARCHITECTS 2014

ARCHITECTURE | CHANGING SKYLINE

THE ANTI-GALLERY

East Market goes back to the future with a traditional downtown shopping district — done right.



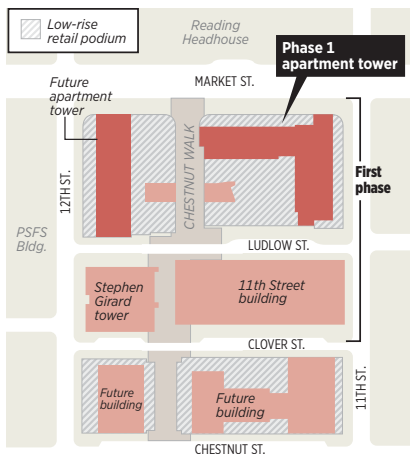
The corner of 12th and Market Streets as it is now, looking east-southeast. STEVEN M. FALK / Staff Photographer



A rendering of 12th and Market Streets, looking east-southeast, shows the planned 17-story phase 1 apartment tower at left. Phase 2 plans are for a second 17-story apartment tower on top of the building in the foreground. BLT Architects

East Market Development

The first phase of the \$230 million mixed-use retail, residential, and office development is expected to be completed by spring 2016.



SOURCE: National Real Estate Development

The Philadelphia Inquirer

If you're looking for an easy way to describe the ambitious, \$230 million mixed-use project that will soon sprout from a block-size hole on East Market Street, across from the Reading headhouse, just call it the anti-Gallery.

For years, the Gallery has been seen as a primo example of how *not* to design a retail complex in an urban setting. The building is too monolithic, too monotonous, too introverted. Its design dates from the time when enclosed urban malls were heralded as the replacement for the traditional downtown shopping experience.

Now the pendulum and our tastes, especially those of millennials, have swung the other way, and the Gallery is about to be upstaged by a retail project that does everything it can to mimic a traditional downtown shopping district. The development team — a group of local and national investors led by

National Real Estate Development — has begun taking down the remains of the former Snellenburg store for the project, which they're calling "East Market." Eventually, it will span the entire four-acre block, from Market to Chestnut, between 11th and 12th.

East Market's master plan calls for no fewer than six buildings, and will incorporate high-rise apartments, boutique offices, and a small hotel. All of the retail will be at ground level, with entrances on the street. And, in a move that should warm the hearts of urbanists everywhere, the large site is being brought down to neighborhood scale by a network of interior streets.

Like the old-school malls, East Market will still have its share of big-name chains: Uniqlo, Topshop, and Neiman Marcus' Last Call are all being courted. But those stores will have other kinds of tenants as neighbors: bars, restaur-

See SKYLINE on D4



INGA SAFFRON
@IngaSaffron

ASK JENNIFER | D2

How often to clean house — and who's going to do it?

TELL ME ABOUT IT | D2

An outbreak of competition between sisters.

Spreading word on medicinal plants' benefits



By Virginia A. Smith
INQUIRER STAFF WRITER

When Anne Bower's doctor suggested she take a statin drug to lower her cholesterol, she had other ideas. Call it a lifestyle redo.

Beginning in July 2013, working with doctors and later a nutritionist, Bower began eating lots of beans, greens, and grains; a little fish; and almost no meat. She cut way down on sugar and saturated fat and began doing yoga. She hiked in the Wissahickon and took long walks with the dog.

"But the biggest change I made was to increase the number of medicinal plants I use," said Bower, associate biology professor at Philadelphia University in East Falls, who shared her knowledge of those plants with students this semester.

Besides feeling better, Bower achieved measurable results with her new regimen: She lowered her overall cholesterol by 76 points, her LDL, or "bad" cholesterol, by 63 points, and

See MEDICINAL on D2

Philadelphia University biology professor Anne Bower watches student Omosi Anabui drink the astragalus tea that she made in a class on medicinal plants. MICHAEL S. WIRTZ / Staff Photographer

Developers will “re-skin” the former Snellenburg warehouse at 11th and Ludlow. STEVEN M. FALK / Staff Photographer



A rendering of redone Snellenburg warehouse, looking west from 11th Street. BLT Architects



CHANGING SKYLINE | INGA SAFFRON

THE ANTI-GALLERY

SKYLINE from D1 rents, a gourmet grocer, and a fitness center. Residents and office workers will populate the upper floors, providing a built-in clientele for the retail. All this is in the first phase, between Market and Clover Streets, and should be finished by the spring of 2016.

East Market may sound like a bland name for such a radical shift away from Philadelphia’s usual car-centric development, but that’s intentional. While East Market does tuck 210 parking spaces underground, they’re meant for apartment residents. The developers see the project as serving the city’s residential core and tourists who wander by.

The name also signals that East Market is about place-making. All of the buildings will be known by their addresses, rather than an invented brand, says Daniel Killinger, who is overseeing the project’s development. Killinger once worked for the developer Tony Goldman, famous for dusting off historic buildings and making them anchors for redevelopment in places like SoHo, South Beach, and Philadelphia’s 13th Street. Killinger has picked up the same instincts.

East Market also uses older buildings as a way to infuse the new development with a ready-made past. The diminutive Stephen Girard tower on 12th Street — Philadelphia’s first skyscraper — is being eyed as a hotel, while Snellenburg’s 11th Street warehouse is being “re-skinned” and marketed as office space for small creative firms.

While it’s sad to lose its creamy terra cotta facade, which has been deemed unsalvageable, the new one by New York’s Morris Adjmi is a worthy replacement. Adjmi started out working for the celebrated Aldo Rossi, and has perfected a neo-industrial style on buildings such as



The East Market marketing prospectus, reminiscent of a J. Crew catalog, touts the revitalization of the historic neighborhood. The McDevitt Company

Brooklyn’s Wyeth Hotel. It would be great if the developers could use the same approach to retain the art deco parking garage on the Chestnut Street edge of their site.

There is no doubt that East Market’s place-making is part of a calculated branding strategy, intended to trade on our memories of Market Street’s retail heyday. The marketing prospectus for East Market is so packed with images of natural fabrics, vintage cameras, and old-timey cobbled streets that it could be mistaken for a J. Crew catalog. But who cares when the plan is so perfectly in sync with what the city needs in this place, at this moment?

in precast, limestone-colored panels that defer to the PSFS building.

Their real accomplishment, however, is the way they’ve organized the things we prefer not to think about: the loading docks. They’re hidden underground and will be discreetly accessed from 12th Street.

They’re also the ones who pushed the idea of breaking up the block with an interior street network. Most large-scale urban developments tend to erase the eccentricities of the city grid. East Market will put the quirky back by resurrecting the block’s original alley streets, Ludlow and Clover, and introducing one pedestrian walk that will connect Market and Chestnut.

It’s not just smart urbanism, it’s smart business. Instead of one building with four possible frontages for retail, the developers get six with 24 facades.

While the developers are going to great lengths to give East Market a vintage patina, there will be one distinct difference: digital signs. East Market is the first to take advantage of the city’s new Market Street sign district. There’s big money in those electronic billboards.

It will be a tricky balancing act to integrate those commercial screens in a development that also hopes to attract residents and offbeat office tenants. Killinger says the signs will be limited to the Market Street retail facades, and insists the atmosphere will become edgier as the project shifts south, toward Washington Square West and 13th Street’s so-called Midtown Village.

Screens aside, there is good reason to hope that no one should ever confuse East Market with a shopping mall.

✉ ingasaffron@gmail.com
 ☎ 215-854-2213 📍 @ingasaffron



Chestnut Walk will be a new pedestrian passage at mid-block. The project will ultimately encompass the entire four-acre block, from Market to Chestnut, between 11th and 12th Sts.