

# SAMPLE “Product” Info Sheets

## POINTED ARCH Marketing



**This information was used in a marketing campaign for a condo unit located in a historic Philadelphia boutique building.**

**The condo unit sold in record time, significantly above the asking price.**

The 700 Locust Building located at the corner of Locust and 7<sup>th</sup> Streets in Society Hill was designed by the famous Philadelphia architect Frank Furness and has a unique place in Philadelphia history. It was built in 1908 and has held pride of place adding grace and beauty to historic Washington Square which is steps from its door.

### The Building History

In 1908 Philadelphia Suburban Gas and Electric commissioned Furness, Evans and Company to create a multi-story office building as their headquarters with the address of the site of a former townhouse, 222 Washington Square. Later, it was used by the famous Rohm and Haas Chemical Company as it's national headquarters, beginning in the late 1920's until they outgrew their space in the mid 1960's. Photos from Rohm and Haas show research laboratories on the 5<sup>th</sup> floor.

In 1985 the 700 Locust Building was converted to residential units as a condominium with deeded parking spaces in the lot adjacent to the property. There are (10) units, (2) per floor, served by an elevator. Unit B5 is on the top floor, called the “penthouse floor” by residents. The many gorgeous historic details have been carefully preserved, from the façade, the fanlight and marble in the gracious vestibule to the marble stairways with its wrought-iron railings leading to the upper floors. The two exquisite globed exterior lights were commissioned as part of the city's 1% for art initiative. All the modern features enjoyed in today's lifestyle are graciously incorporated within, while retaining the historical integrity of the building façade and exterior. The building is listed on the Philadelphia Register of Historic Places.

### Famous Philadelphia Architect

Frank Furness worked during the Victorian era and was known as a prolific architect who designed over (200) buildings during his career. Residents of the 700 Locust Building count themselves as included in this illustrious list.

Notable Philadelphia icons include:

- The Pennsylvania Academy of Fine Arts on Broad St. between Arch & Race Sts.
- The Mt. Airy Train Station
- The Philadelphia Zoo Gatehouse
- The Centennial National Bank, now used as the Drexel University Alumni Center at 32<sup>nd</sup> and Market Sts.
- The Undine Barge Club on Boathouse Row
- The Girard Trust Bank, now part of the Ritz-Carlton Hotel on So. Broad St. across from City Hall.

**For more Frank Furness info:**

See [philly.curbed.com](http://philly.curbed.com) “11 fantastic buildings by Frank Furness in Philly”