



# FRANKFORD AVE ARTS CORRIDOR

## e-newsletter

### NEWS & EVENTS

## Corridor Business Updates!

### Circle Thrift

2233 Frankford Avenue  
NEW LOCATION! Same great vintage clothing at affordable prices!

[www.circlethrift.com](http://www.circlethrift.com)

### Bambi Gallery

1817 Frankford Avenue

"Pretty Pretty"

Anna Tas, Jennifer Elia, Gail Cunningham

October 3rd through November 16th

[www.bambigallery.com](http://www.bambigallery.com)

### O'Reilly's Irish Bar

2672 Coral Street

At the intersection of Frankford Ave, Lehigh Ave and Coral St sits O'Reilly's. Channeling the spirit of the Emerald Isle, O'Reilly's offers a selection of beers on tap and good food. Live music every Friday at 9:30

[www.oreillysphilly.com](http://www.oreillysphilly.com)

## Local Arts Centers!

### Project Synergy at the Hinge Cafe

2652 E Somerset St  
215-425-6614

All ages are invited learn culinary arts, singing, sculpting, furniture making, photography and more! The next season of classes starts on 3/24. More information at

[www.projectsynergyarts.com](http://www.projectsynergyarts.com)

Volume 17 - October 2008

## Viking Mill Brings Artists to the Corridor



Since the 1950s the Hirsch family has worked out of the old Viking Textile Mill at Coral and Hagert Street, a five story 1880s relic that dominates the block. Grandfather Hirsch plied his trade out of the rented third floor of the massive factory, preparing high quality fibers that would be used in

everything from paint to hair brushes.

As hard times hit Philadelphia's industry, one by one the other manufacturers folded. But the Hirsch family persisted, and eventually bought the entire building. Grandson David Hirsch kept on the family business of fibers and started his own trade, crafting speciality horse carriages. But even these ventures left only a fraction of the building occupied. He watched the neighborhood pass through a rough period, but he stayed committed and kept his factory.

Now David and his partner have steered Viking Mills in a new direction. Inspired by the success of the Coral Street Arts House, David has started restoring and leasing out space to artists. The cavernous interior of the factory still has its original hardwood floors, blackened from decades of grease from the textile looms that hummed there for almost a century. The looms have been replaced with recording studios, movie studios, dress makers, photographers, painters, sculptors and furnituremakers. Each floor is now packed with small workspaces for a diverse group of artisans.

David estimates that in nine months he has leased out about 25 individual workspaces, some 25,000 square feet, but that another 30-40,000 is still unoccupied. He doesn't think that will be the case for long if spaces continue to lease at the pace of the last few months.

He credits his success so far to a business model he developed with a focus group of artists organized by New Kensington CDC in 2006.

## Angler Movement Arts Center

1550 Montgomery Avenue  
215-922-0866

Classes for children, teens, and adults in yoga, pilates, ballet, modern, jazz, and creative movement.

[www.anglermovementartscenter.com](http://www.anglermovementartscenter.com)

## Portside Arts Center

2531 E. Lehigh Avenue

Join Kim Creighton and her talented staff to select from 10 various art classes ranging from pottery to painting. Call 215-427-1514 or email [portsideartscenter@verizon.net](mailto:portsideartscenter@verizon.net) for more details.

NKCDC Business Breakfast at Portside Arts Center! Wednesday, October 22 from 8 - 9 am. Come and learn about the Sustainable Business Network!

## Walking Fish Theatre

2509 Frankford Avenue

Visit [www.walkingfishtheatre.com](http://www.walkingfishtheatre.com) for details on the many Fringe events as well as costs or renting space! Monthly Sunday Revival Burlesque continues October 19th at 8 p.m.

## PositiveSpace Meeting

Join neighborhood artists the 2nd Monday of every month at the M Room (15 W. Girard Avenue) 7 p.m. Check out [www.positivespace.net](http://www.positivespace.net) or email organizers at [positivespacephila@gmail.com](mailto:positivespacephila@gmail.com) to see what's in store!

## Frankford Avenue Arts Corridor Plan

The Frankford Avenue Arts Corridor Plan, completed in 2004 with the help of Market Knowledge, Group G, NKCDC, and a series of community meetings, is available online at [www.nkcdc.org](http://www.nkcdc.org) under Neighborhood Plans. Posted bi-monthly, the goal of

Affordability and flexibility were found to be the top priorities for artists looking for workspace. So while David offers raw space from between 35-50 cents a square foot, the artists are charged with building their walls and fitting out their spaces. David says most

this newsletter is to keep people informed about arts-related development on Frankford Avenue and in the Fishtown and Kensington neighborhoods. If you know someone who would like to subscribe to this newsletter, please have them send an email to [info@nkcdc.org](mailto:info@nkcdc.org).

## Get your 2009 Business Directory ad soon!

Download the [ad purchase form here](#) or call Kathryn at 215 427 0350 x 120. Ad deadline is October 17th 2008.

### Quick Links

[Frankford Avenue Arts Website](#)

[New Kensington CDC](#)

[Email Us](#)

[About Us](#)



For more information on upcoming events and activities in the neighborhood, please visit NKCDC's website [www.nkcdc.org](http://www.nkcdc.org) or the Frankford Avenue Arts Corridor [www.frankfordavearts.org](http://www.frankfordavearts.org).

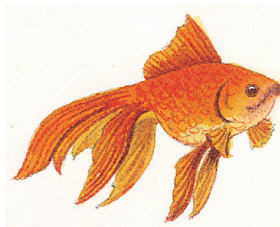
artists enjoy the opportunity to construct the space themselves, and this allows him to keep rents low due to savings from construction.

Viking Mill is still very much a work in progress. David has big plans for the future as his tenant list grows and more of the building is restored. Work is beginning on a common courtyard that will act as an inviting entry area for visitors and a space for tenants to host events. He also envisions converting part of an annexed garage into an art gallery space that would serve as a public showcase for the artists in his building. David is also considering modifications to his business model in which he would provide a limited number of preconstructed spaces to artists who don't wish to build out themselves.

Viking Mill epitomises the potential for creative reuse of industrial space in Kensington by connecting the future of the neighborhood with its past roots in industry. David speaks about his deep roots in the area with an enthusiasm that is only matched by his vision for what is yet to come.

*Viking Mill is located at 2026 Hagert St. For more information go to [www.vikingmill.com](http://www.vikingmill.com), or call David at 267.229.5969*

## Goldfish Gallery Graces the Arts Corridor



This past First Friday, Frankford Ave saw the debut of yet another new gallery space. The Goldfish Gallery at Michael's Decorators takes advantage of the furniture upholsterer's newly renovated business space to display the work of local artists. The concept of a gallery within an active business started with proprietor Michael Tonuci approaching friend and artist Irene Sfakianos about different uses for the raw space in his recently expanded storefront.

The result was Goldfish, a part time use for half of Michael's downstairs floorspace, focusing exclusively on local artists. Their opening exhibition featured paintings, sculpture and jewelry from four artists, including Irene herself. All of the artists hail from a workspace on North American Street in South Kensington, with the exception of Irene, who has a studio in Fishtown. *Goldfish is located at 2214 Frankford Ave, and will be running their first exhibition from October 3rd to November 1st, Thurs-Sat 12-4pm or by appointment. For more information call 215-739-4733.*

★ **FEATURED BUSINESS**

**Philly Book Co.**





Intrepid neighborhood dwellers may have noticed an anomolous warehouse tucked into the 1100 block of Frankford Avenue. A small hand lettered sandwich board reading "Books" gives way to a hulking storehouse streamed with colored banners - and tens of thousands of books.

These are the inconspicuous headquarters of the Philadelphia Book Company. Although their modest sandwich board has only graced Frankford Ave since the spring - when they had their first public book sale on site - the Company has operated out of Fishtown for three years as an online-only book trader. Owner Ben Orlock says that his decision to open his warehouse as a retail location was primarily influenced by the positive changes in his part of the Fishtown neighborhood, just down the street from Johnny Brenda's.

What started as a weekend only book sale to test the waters has turned into daily sales following a very positive community response.

It's easy to see why. His collection runs the gamut, from overstocked textbooks to rare classics; a little something for everyone. Ben says the biggest problem thus far has been catogorizing his massive collection for easier public browsing.

With winter approaching, as well as less foot traffic and higher gas bills to heat the giant warehouse, Ben has said that he's considering switching back to weekend sales. However, once spring returns, Ben says he has high hopes for his space. Maybe music shows or other events...only time will tell.

*Until then, visit the Philly Book Co at 1113 Frankford Ave from 10am-7pm on weekdays, or go to [www.phillybookco.com](http://www.phillybookco.com)*

### Commercial Space for Lease

*NEW! - 2031 Frankford Avenue*

*For more info contact Steve Cacciutti at 610-457-1113 or [costruzione@gmail.com](mailto:costruzione@gmail.com)*



*1850-62 Frankford Ave*

*Price: Negotiable*

*1890's, 4 commercial spaces for lease under construction now. Call to negotiate space/fit out, each will be roughly 700 SQ FT, but you can have 2 units for more space. Apartments will be above and parking in the rear. Call Donna DiStefano 215 266 4122*

*VIKING MILLS - Artist's Workspaces  
East Hagert and Coral Street*

*1890's, 5 story factory building located near the Fishtown section of Philadelphia, undergoing renovations. Up to 11,000 sf per floor available for rent. Inexpensive, perfect for artist studio, craftsmen, dance/music studio, light industrial, or warehouse space. Located across the street from The Coral Arts House. Present tenants include: horse drawn carriage manufacturer, motorcycle mechanic, and fiber supplier to brush manufacturing industry. Check out [www.vikingmills.com](http://www.vikingmills.com) or Contact David Hirsch at [DBHMM@hotmail.com](mailto:DBHMM@hotmail.com)*

*Commercial Space For Sale*

*2226 Frankford Avenue*

*Price: 150,000*

*2 doors down from Michael's Decorators. HUGE property with TONS of potential! Front of the building is wide and long and great for either*

studio space or commercial front. 2nd and 3rd floors have 2 large one bedroom in front and back. Has some original details including banisters and the historical front from the 1880's! Also has a very deep, high ceiling in basement for extra space. Some minor fire damage, but no active issues. Year Built:1928 Square Feet of Land:1800 Zoning:C2 Annual Taxes:\$212 A Coldwell Banker Preferred Listing 215-634-0800.

1359 Frankford Avenue  
Price: \$349,000

Prime developmental opportunity here for a mixed-use building with plans and approvals for 6 residential condominiums, 2 commercial stores, and a parking garage for 6 cars. This is directly on the busy Frankford Avenue Arts Corridor just off Girard Avenue in what is now considered prime space in Fishtown. The plot is over 4,700 square feet and the proposed building coverage is 3,574 square feet at 35 feet high, covering 3 quarters of the plot, which the remaining being open space. This lot is directly in front of 7 brand new construction townhouses that are being now. Courtesy of Coldwell Banker Preferred- Old City. 215-923-7600.

1325 Frankford Avenue  
Price: 189,000

Great commercial opportunity within this amazing light filled, european sleek meets modern space. Mercer Flats is located on the edge of Fishtown, amidst quaint gardens adorned by sculpture built by the locals. With 3 townhomes on Mercer Street, 1 commercial space and condo on Frankford Avenue, Mercer Flats is a perfect addition to the neighborhood. Year Built: 2008. Sq Ft: 1160. Zoning: G2. Annual Taxes: \$130. Courtesy of RE/MAX City Space #160; 215-634-0800.

1301 Frankford Avenue  
Price: \$949,000

Great location! Well maintained and well established neighborhood bar/restaurant in a prime location. Situated on the rapidly

*developing Frankford Avenue Arts Corridor in the heart of Fishtown. Walking distance to mass transportation and all riverfront activities. Featuring 4 efficiency apartments on month-to-month leases to long-term tenants. Bar has a fully equipped kitchen. Price includes liquor license (with takeout license) and the adjoining lot on Thompson Street. Owners motivated so call for your appointment! Courtesy of Century 21 Leibovitz Realtor 215-634-0800.*

Questions or comments? Please send us an email at [info@nkcdc.org](mailto:info@nkcdc.org)