

Fishtown Urby's cut-out architectural design connects residents and welcomes the neighborhood.

Architecture and interior design by Concrete Amsterdam



Concrete is proud to contribute to Urby's continued expansion across the United States with the opening of Fishtown Urby in Philadelphia. A project that redefines urban living in one of the city's most vibrant neighbourhoods. The building blends historical context with contemporary architecture, combining functionality, community-focused spaces, and a unique artistic identity. This project demonstrates Urby's commitment to creating inspiring urban living environments across the United States, of which Concrete Amsterdam has been part of since its inception in 2010.

Architecture positioned in urban context

Urby Fishtown at 1700 North Front Street is redefining urban living in Philadelphia, Pennsylvania, United States. The building is designed as a five-story brick structure that reflects the local historical context, characterized by large warehouses and small brick townhouses. The building stands as a monolithic brick mass, but upon closer look, it reveals

its intricate details. Strategically placed cut-outs slice into the brick exterior, revealing contrasting materials and colors that bring the structure to life. These cut-outs do more than break down the building's scale, they introduce warmth, light, and dynamic texture to its form.

The building's traditional brickwork paired with large dark-gray windows, allows it to blend seamlessly into the surrounding neighborhood. The windows proportions are carefully considered to maximize the flood of natural light to flow through the residences while maintaining privacy and soundproofing from the street and elevated train. Wrapped continuously around the building, the windows echo the rhythmic characteristic patterns of industrial architecture. The varied transom height is thoughtfully designed to align with the interior layout: lower transoms ensure privacy in bedrooms, while higher ones open up expansive views from the living rooms, balancing both functionality and aesthetic appeal.

Inside, the apartments carry Urby's signature design philosophy. Smart and efficient layouts create homes that feel larger than their footprint. With open flows, balanced proportions, and thoughtful details, every unit maximizes comfort and functionality, offering a modern and surprisingly spacious living experience.

"Every architectural detail is designed to enhance daily living, from the robust brick envelope to the smartly positioned transom windows that balance privacy with daylight. It's about creating spaces that are not only beautiful, but genuinely functional for urban life." - Erikjan Vermeulen, Concrete Amsterdam

Opening up to the street

Along North Front Street, the building opens up to a welcoming courtyard that flows naturally into the street, creating a lively main residential entrance. Belgian landscape architect Bas Smets designed the courtyard, filled with lush greenery and an open view of the sky, offering a refreshing escape from the energy of the street below the elevated train. A warm green stucco wraps the space, blending the architecture with the lush planting and creating a calm, intimate atmosphere and an inviting setting for the café terrace designed by Shawn Hausman Design.

On the opposite side, along Hope Street, a second courtyard brings light and air to the narrower streetscape, complementing the small-scale character of the area. Also designed by Bas Smets, this courtyard brings together abundant planting with communal features, including BBQ stations and a dog park, creating a welcoming environment that serves the residents and fosters a sense of community. Here, a blue stucco finish subtly echoes the color of the elevated train's steel structure.

Retail spaces activate nearly every corner of the building, ensuring a lively ground-level experience. Above, a communal terrace on the fifth floor, designed by Eliane Le Roux, offers residents sweeping views across Philadelphia. These views can also be admired from the speakeasy, interior design by Yuria Kailich, which offers another unexpected hideaway within the building.

Art infused living

Along Cecil B. Moore Avenue, the upper floors appear to be sliced away, creating a large façade that serves as a canvas for street art, a nod to one of Fishtown's most defining cultural signatures. Integrating art is a defining element of Urby its buildings. For Fishtown Urby, Concrete collaborated with Street Art Today and renowned Dutch tattoo artist Henk Schiffmacher. The resulting artwork transformed the building's facade into a vibrant, artistic canvas, infusing the community with a distinctive touch of Dutch blue and creative flair while reflecting Fishtown's unique history and spirit.

Notes to editors

About Concrete:

Concrete is a multidisciplinary interior and architecture studio based in a canal house in the middle of the red-light district in Amsterdam. Since 1997 Concrete develops concepts that transcend traditional boundaries. Whether it is in architecture, interior design, urban design, branding and conceptual programming, Concrete's talents converge to create unique and impactful solutions. Fundamentally, Concrete places people above buildings, recognizing that the essence of design lies in its human connection. Concrete firmly believes that form should follow life, shaping environments that seamlessly integrate with the ways people live and interact. This human-centered approach also forms the foundation of the collaboration with Urby.

Since its inception in 2010, Concrete has been working with Urby, taking responsibility for its architecture and the majority of its interior designs. Next to Urby, Concrete stands at the cradle of citizenM hotels worldwide, Zoku Hotels in Europe and Moos Living in the Netherlands. Other projects are The West Residences NYC, The BoTree Hotel & Bar in London, W Hotels in Osaka, London and Verbier, Mongkok Skypark Hongkong, Andaz hotel Munich, Manifattura Tabacchi Florence, Virgin Voyages, Jeroen Pit Healthcare Huis Amsterdam, and many more.

www.concreteamsterdam.nl | [@concreteamsterdam](https://twitter.com/concreteamsterdam)

About Urby

Founded by David Barry with the intention to pioneer the future of multifamily living, Urby creates built environments with vitality, soul, and a distinct point of view. With experience developing numerous residential and hotel properties, such as the Standard East Village, Chiltern Firehouse in London, and W Hotel in Hoboken, David has made Urby into one of the fastest growing real estate platforms in the United States. Since opening in 2016, Urby operates properties in New York City, Jersey City, Harrison, Stamford, Newark, Dallas, Fishtown, Navy Yards, and Journal Square. Future Urby in Hoboken and Wynwood developments are underway.

Since 2010 Urby and Concrete started to collaborate to re-think multifamily living in urban areas. In the past decades, urban life has changed beyond recognition. As a result of shifting values and new technological possibilities, our lives today revolve more around experience than possession. Thanks to technology, we can turn any public space into a mobile office, drive cars without owning them and connect to everyone and everything at any time. Residential development, however, is struggling to keep up with the changing demands of the modern city dweller. As rents go up and value for money falls behind, the urban rental offer is rapidly losing its appeal to young professionals and the middle class.

That's where Urby comes in. Built from the ground up with the needs of contemporary urban citizens in mind, Urby is a unique residential concept that offers a truly connected living experience. Urby stands for thoughtful design, a unique approach to shared spaces, and a strong sense of community. The apartments – available in S, M and L – are efficiently designed, resulting in rent premiums. At the same time, they feel larger and more spacious thanks to the clever use of the available square footage and natural lighting throughout. Sliding doors between rooms further increase the sense of space, whilst large windows let in abundant daylight and offer panoramic views. With plenty of built-in storage space, lighting, a fully equipped kitchen and bathroom, Urby apartments re-frame the notion of apartment living.

Urby buildings have been designed to create natural opportunities for neighbors to meet and interact. Every building is next to a café that gives anyone walking through the door an instant feeling of coming home. Once inside, all areas are seamlessly connected. The numerous communal resident spaces include a café, a gym, gardens, a pool and potentially even an urban farm. The communal spaces are actively programmed and can include anything from an in-residence chef who cooks several days a week and offers cooking lessons in the communal kitchen, to an in-house artist who hosts creative workshops or a musician who provides music lessons to the residents. The communal spaces are actively programmed: events and programs are created in collaboration with local people or small businesses. It all depends on the local needs

and demographics of the residents. The goal is to foster interaction between the residents and between residents and the neighborhood.

Being a residential concept for the connected age, Urby has a digital side as well. But one that always serves the analogue purpose of interacting with other residents in real life. Via the Urby app called COBU, residents can access the program of the communal activities, enjoy keyless entry via the Latch app to their apartments, and use the smart mail and package systems and a variety of local services. Other amenities include communal bicycles and filtered water stations that serve as natural meeting points and promote the use of tap water over bottled water. The architectural design of the properties reflects the playful and organic nature of the Urby brand, focusing on openness, space and connection resulting in an expressive and progressive architecture. Ever-evolving, thoughtfully tailored to each neighborhood, and adaptable to the shifts of modern urban life, Urby is a real estate concept designed for change—not set in stone.

www.urby.com | [@urby](https://twitter.com/urby)

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Credits Fishtown Urby

project information:

project: Urby Fishtown, PA
client: Urby LLC, Hoboken, NJ, USA

architecture & interiors: Concrete Amsterdam
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1012 DR Amsterdam, The Netherlands (NL)
telephone: +31 (0)20 5200200
e-mail: press@concreteamsterdam.nl
website: www.concreteamsterdam.nl

project location:

address: 1451 Frankford Ave, Philadelphia, PA 19125
e-mail: press@urby.com
website: www.urby.com/location/fishtown

project facts:

start design: november 2020
opening: march 2025

total apartments: 204 (28x studio (s), 141x 1-bedroom (m), 35x 2-bedroom (l))
total gross sq ft 172,200 sf (16,000 sqm)

- Café and salon: 3,910 sf (365 sqm)
- Retail spaces: 10,935 sf (1,015 sqm)
- Communal garden with dog park & BBQ stations: 11,000sf (1,020sqm)
- Gym: 2,875sf (265sqm)
- Resident's library: 610sf (55sqm)

- Resident's speakeasy: 550sf (50sqm)
- Roof terrace: 735sf (70sqm)

design:

architecture & interior design:
project team concrete:

Concrete Amsterdam, NL
Erikjan Vermeulen, Juliana Cintra do Prado Mul, Nick Vullings, Sebastiaan Kaal,
Tobias Koch, Martyna Nicholson, Cristina Palicari, Vivianne Medeiros

architect of record:

NORR, Chicago, IL, USA

café & salon design:

Shawn Hausman Design LLC, San Francisco, CA, USA,

speakeasy design:

Yuria Kailich, Of Enso, NY, USA

terrace design

Eliane Le Roux, Brussels, Belgium

study design:

Concrete Amsterdam, NL, Eliane Le Roux, Brussels, Belgium

landscape architect:

Bureau Bas Smets, Brussels, Belgium

executive landscape architect:

Colliers Engineering, Philadelphia, PA, USA

lighting design:

MAP Design Studio, Miami, FL, USA

civil engineer:

Colliers Engineering, Philadelphia, PA, USA

structural engineer:

NORR, Chicago, IL, USA

MEP engineer:

NORR, Chicago, IL, USA

mural:

design:

Henk Schiffmacher

curation:

Peter Ernst Coolen – Street Art Today

execution:

Onur & Drik The Villain – Street Art Today

on-site production:

Boris Suyderhoud – Street Art Today

contractors:

general contractor:

Tester Construction Group, Bala Cynwyd, PA, USA

shopfitter communal spaces:

Kobolak Custom Cabinetry, Cinnaminson, NJ, USA

supplier loose furniture:

Canoe Hospitality, Annapolis, MD, USA

bespoke elements:

bespoke tile mural (interior):

Catarina Almada, Lisbon, Portugal