



CITY PLANNING COMMISSION

March 10, 2010/Calendar No. 9

N 100223 HKM

IN THE MATTER OF a communication dated January 21, 2010, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the 311 Broadway Building, located at 311 Broadway (Block 151, Lot 31), by the Landmarks Preservation Commission on January 12, 2010 (List No. 425/LP-2343), Borough of Manhattan, Community District 1.

Pursuant to Section 3020.8(b) of the City Charter, the City Planning Commission shall submit to the City Council a report with respect to the relation of any designation by the Landmarks Preservation Commission, whether of a historic district or a landmark, to the Zoning Resolution, projected public improvements, and any plans for the development, growth, improvement or renewal of the area involved.

On January 12, 2010, the Landmarks Preservation Commission (LPC) designated 311 Broadway as a city landmark.

The 311 Broadway building is a fine example of Italian Renaissance-inspired commercial palaces that flourished from the 1850s through the 1870s in the former wholesale textile and dry goods district in Lower Manhattan. In the mid-nineteenth century, Broadway was the city's most prestigious business and shopping street. 311 Broadway Building is a rare survivor of that era of architecture. Early tenants included two importing firms, and then the well-known scale manufacturing company, Fairbanks and Company. William Waldorf Astor, one of the largest landowners in New York City, and then his estate, owned the building for 64 years. Clad in stone, the building is articulated with a restrained design employing symmetrical square-headed windows with stone surrounds on the upper stories. The building was constructed circa 1856-1857.

The landmark site is located in Lower Manhattan on the east side of Broadway between Thomas and Duane Streets, within a C6-4A zoning district. With an allowable floor area ratio (FAR) of 10, the zoning lot could be developed with approximately 37,010 square feet of floor area. The 311 Broadway Building contains approximately 16,930 square feet of floor area. Therefore, there are approximately 20,080 square feet of floor area available for transfer.

Pursuant to Section 74-79 of the Zoning Resolution, a landmark building may transfer its unused development rights to a lot contiguous to the zoning lot occupied by the landmark or one which is across the street and opposite to the lot occupied by the landmark building, or in the case of a corner lot, one which fronts on the same street intersection as the lot occupied by the landmark building. There are approximately five potential receiving sites available for the transfer of the landmark's unused floor area.

All landmark buildings or buildings within Historic Districts are eligible to apply for use and bulk waivers pursuant to Section 74-711 of the Zoning Resolution.

There are no projected public improvements or plans for development, growth, improvement or renewal in the vicinity of the landmark building.

The subject landmark designation does not conflict with the Zoning Resolution, projected public improvements or any plans for development, growth, improvement or renewal in the vicinity of the landmark.

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