



IN THE MATTER OF a communication dated June 20, 2019, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the 832-834 Broadway Building (Block 564, p/o Lot 36), by the Landmarks Preservation Commission on June 11, 2019 (Designation List No.512/LP-2617), Borough of Manhattan, Community District 2.

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 June 11, 2019, the Landmark Preservation Commission (LPC) designated 832–834 Broadway (Block 564, p/o Lot 36) as a City landmark. The landmark site is located on the east side of Broadway between East 12th and East 13th streets, within Manhattan Community District 2.

The subject landmark building is located on a zoning lot that abuts another city landmark building. The landmark building, 830 Broadway, was designated by the LPC on June 11, 2019 (LP- 2616).

832-834 Broadway is a notable and well-preserved ten-story Renaissance Revival-style store and loft building designed in 1896 by Ralph S. Townsend for the Commercial Realty and Improvement Company. In the early 20th century, 832-834 Broadway contained a variety of garment industry manufacturing and wholesale businesses, and in the second half of the 20th century was home to several publishing companies.

The landmark building is a significant example of the high-rise commercial development along Broadway south of Union Square in the late 19th-century. This development was spurred by the introduction of elevators, electricity and steel framing around the turn of the century, which made tall buildings more cost effective to build. The surge of new construction north of the earlier loft districts of Lower Manhattan attracted factories and wholesale companies to Broadway.

Clad in limestone, brick and terra-cotta ornament, the landmark building has a cast-iron storefront. Its symmetrical facade is built with a three-story base, a five-story central shaft divided into two sections, and a two-story crown with a projecting metal cornice. The facade contains narrow projecting side bays flanking a central section. The ornate detailing and iconography used throughout the facade are both neo-Classical and Renaissance Revival in style. By the 1980s, the building was converted to residential use with a commercial ground floor and remains that way today. Its high level of integrity and elegant details make it a prime example of Renaissance Revival Style in America at the turn of the 20th century.

The landmark site is located within a C6-1 zoning district, a commercial district typically mapped outside of central business cores. C6-1 districts allow commercial uses up to 6.0 floor area ratio (FAR) and community facility uses up to 6.5 FAR. Residential uses are allowed up to 3.44 FAR. With a maximum allowable commercial floor area ratio of 6.0 FAR, the 8,602-square-foot lot could be developed with approximately 51,612 square feet of floor area.

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 building or one that is across the street and opposite to the zoning 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. The zoning lot, on which the landmark building is located, is developed with 74,859 square feet of floor area (8.7 FAR); as such, it does not have any unused development rights available for transfer to eligible receiving sites under the existing zoning.

Pursuant to Section 74-711 of the Zoning Resolution, landmark buildings or buildings within Historic Districts are eligible to apply for use and bulk waivers upon application to the Landmarks Preservation Commission.

The subject landmark does not conflict with the Zoning Resolution. In addition, the Commission is not aware of any conflicts between the subject landmark designation and projected public

improvements on any plans for development, growth, improvement or renewal in the vicinity of the landmark building.

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