



CITY PLANNING COMMISSION

January 6, 2010 / Calendar No. 12

N 100161 HKM

IN THE MATTER OF a communication dated November 19, 2009, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the B.F. Goodrich Company Building, 1780 Broadway (Block 1029, p/o Lot 14), by the Landmarks Preservation Commission on November 10, 2009 (List No. 421/LP-2380), Borough of Manhattan, Community District 5.

Pursuant to Section 3020.8(b) of the New York 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 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.

The B.F. Goodrich Company Building is located in Midtown Manhattan on the east side of Broadway between West 57th Street and West 58th Street in Community District 5. The building was constructed in 1909 and designed by Chicago architect Howard Van Doren Shaw as the New York headquarters of the B. F. Goodrich Company, a leading American manufacturer of automobile tires and other rubber products. Shaw was responsible for the building's distinctive design and it is one of two extant works by him in New York City. Like many of the two hundred works Shaw built during his career, mostly in the Midwest, it reflects his life-long interest in blending modern and traditional architectural features. Clad with mostly red brick and limestone, the 12-story facade is distinguished by abstract, stylized ornament that suggests the influence of Elizabethan and Jacobean sources, the English Arts and Crafts movement, and the Vienna Secession.

Located in the section of midtown Manhattan that was known as "Automobile Row" during the first decades of the 20th century, the Goodrich company's neighbors included the A. T. Demarest and Peerless Motor Companies, as well as the United States Rubber Company.

The Goodrich Company occupied 1780 Broadway for approximately eighteen years. A tire showroom was located on the ground floor and other floors contained offices and repair facilities. In addition, some space was leased to related firms in the booming automobile industry. Following the sale of the building in 1928, the number of automobile-related tenants began to decline. Although the ground floor was substantially altered by the early 1950s, the upper stories retain most of their original materials and ornament.

The landmark site is located in C5-3 and C5-1 districts. With allowable floor area ratios of 15.0 and 10.0 respectively, the zoning lot could be developed with approximately 207,000 square feet of floor area. The B.F. Goodrich Company Building contains approximately 106,000 square feet of floor area. Therefore there are approximately 101,000 square feet theoretically 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 building 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. In the case of lots located in C5-3, C5-5, C6-6, C6-7 or C6-9 districts, a landmark may transfer unused development rights to a lot contiguous or one which is across a street and opposite to another lot or lots which, except for the intervention of streets or street intersections, form a series extending to the lot occupied by the landmark building or other structure. All such lots shall be in the same ownership.

There are approximately six 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, improvements 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.

AMANDA M. BURDEN, FAICP, Chair,
RAYANN BESSER, ALFRED C. CERULLO, III, BETTY Y. CHEN, MARIA M. DEL
TORO, RICHARD W. EADDY, SHIRLEY A. MCRAE, KAREN A. PHILLIPS,
Commissioners