



## CITY PLANNING COMMISSION

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February 16, 2011 / Calendar No. 19

N 110184 HKM

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**IN THE MATTER OF** a communication dated December 22, 2010, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the Rogers, Peet and Company Building, 258 Broadway (Block 134, Lot 25), by the Landmarks Preservation Commission on December 14, 2010 (Designation List No. 436/LP-2432), Borough of Manhattan, Community District 1.

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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 December 14, 2010, the Landmarks Preservation Commission (LPC) designated the Rogers, Peet and Company Building, located at 258 Broadway (Block 134, Lot 25), as a city landmark.

The Rogers, Peet, and Company Building is located at the southwest corner of Broadway and Warren Street, across the street from City Hall Park in Lower Manhattan. The Rogers, Peet and Company Building is an eight-story neo-Renaissance style commercial and office building that was occupied by the Rogers, Peet and Company, a well-known retailer of men's and boys' clothing, for more than 70 years.

The building is an early example of a steel skeleton-framed skyscraper influenced by the Chicago school of architects. It has structural steel framing in the wide window bays on the east and north facades that are divided by strong vertical brick piers and recessed cast iron or brick spandrels. During the late 1840s and 1850s, Broadway increasingly became the city's main commercial artery. Retailers displaced residents as a new retail district began to develop. The Rogers, Peet, and Company store originally opened further south on Broadway, and re-opened at this building in 1900. The retailer operated from this location until about 1976, when the popularity of malls, suburban growth, and competition from emerging national chains forced the closing of Rogers, Peet, and Company. By 1978, all four of the Rogers, Peet, and Company stores had closed, and by 1981, the upper floors of the Rogers, Peet and Company Building had been converted into apartments with the ground floor remaining a retail use.

The landmark site is located on a split zoning lot and lies partially within a C6-3A and partially within a C5-3 zoning district. It also lies partially within the Special Tribeca Mixed Use District. With an allowable floor area ratio of 7.52 in the C6-3A zoning district and an allowable floor area ratio of 15.0 in the C5-3 Zoning District, the 11,245 square foot zoning lot could be developed with approximately 119,732 square feet of floor area. The Rogers, Peet, and Company Building contains approximately

88,320 square feet of floor area. Therefore, there are approximately 31,412 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 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. Four of the five are eligible to receive a transfer, while one of the sites exceeds the permitted floor area ratio and is not eligible to receive additional air rights.

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.

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

**AMANDA M. BURDEN, FAICP, Chair**

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