



CITY PLANNING COMMISSION

September 13, 2006 / Calendar No. 6

N 070044 HKM

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IN THE MATTER OF a communication dated July 25, 2006, from the Executive Director of the Landmarks Preservation Commission regarding **the landmark designation of the exterior and first floor interior of the (Former) American Telephone and Telegraph Company Building**, 195 Broadway, (aka 195-207 Broadway, 2-18 Dey Street, 160-170 Fulton Street) (Block 80, Lot 1), by the Landmarks Preservation Commission on July 25, 2006 (Exterior designation: List No. 379/LP-2194 and Interior designation: List No. 379/LP-2199), 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.

The Landmarks Preservation Commission (LPC) designated the (former) American Telephone and Telegraph (AT&T) Company building as a city landmark. The landmark designation applies to both the building's exterior and first floor interior, consisting of the lobby spaces and the fixtures and components of these spaces.

The (former) AT&T building is located in Lower Manhattan on a corner lot between Fulton Street and Dey Street on Broadway. The building was constructed in three phases between 1912 and 1922 and was designed by William Welles Bosworth.

The building's exterior and first floor interior lobby have a special character and a special historical and aesthetic interest and value as part of the development, heritage and cultural characteristics of New York City. It is an example of early-twentieth-century Greek-inspired neo-Classical design that was envisioned by company president Theodore Newton Vail as a

grand corporate symbol. This granite-clad building was designed to create an impression of quality, durability and permanence.

The (former) AT&T building is the architect's only large-scale office building and is considered one of Bosworth's finest works. He created a restrained design incorporating eight three-story high Ionic colonnades stacked on a double-height base of colossal columns copied from the Doric order of the Athenian Parthenon. He employed a number of devices to give solidity to the design and the building's facades are beautifully detailed with Greek-inspired ornament, including foliate reliefs, lionsheads, and wreaths. This attention to classical detailing extends to the articulation of the subway stair enclosures on Dey and Fulton Streets and to the Broadway façade which was faced with granite and given special bronze gates and shop windows enriched with classical motifs.

The first floor interior lobby of the (former) AT&T Company Building has a special character and historical and aesthetic interest to the heritage and cultural characteristics of New York City. This interior is one which is customarily open and accessible to the public. Planned by William Welles Bosworth and built in phases between 1912 and 1922, it is one of the great monumental and classical interiors in New York City. The lobby is treated as a grand hall with forty massive marble columns, walls and floors clad in marble, and has a polychrome coffered ceiling. The interior incorporates decorative elements inspired by Greek and Roman models including the exceptional bronze and alabaster chandeliers, cast bronze grills and entrance doorways, marble railings and directory boards, and the Istrian marble mail box decorated with carvings based on Greek and Roman alter decorations.

From 1916 to 1983, 195 Broadway was the headquarters of the American Telegraph and Telephone Company, the largest corporation in the world for much of the twentieth century. Today, it remains in use as an office building.

The landmark site is located in a C5-5 zoning district. With an allowable floor area ratio of 15, the zoning lot could be developed with approximately 551,625sf. The AT&T Building contains approximately 1,052,861 sf of floor area. Since the landmark site is built at or above the allowable floor area ratio, there are no development rights which may be available for transfer pursuant to Section 74-79 of the Zoning Resolution. In addition, transfer of development rights is not permitted in connection with internal landmarks.

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.

AMANDA M. BURDEN, AICP, Chair
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