



IN THE MATTER OF a communication dated December 23, 2016, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of 183-195 Broadway (Block 2446, Lot 51), by the Landmarks Preservation Commission on December 13, 2016 (Designation List No. 492/LP-1504), Borough of Brooklyn, 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 December 13, 2016, the Landmarks Preservation Commission (LPC) designated 183-195 Broadway, aka 833-843 Driggs Avenue (Block 2446, Lot 51), as a City landmark. The landmark site is located on a corner lot at the northeast intersection of Broadway and Driggs Avenue in the South Williamsburg neighborhood, Brooklyn Community District 1.

Built toward the end of the heyday of cast-iron fronts in New York, 183-195 Broadway is a four-story brick and cast-iron commercial building manufactured by the Atlantic Iron Works. It is one of a small number cast-iron buildings that were constructed in Brooklyn, and its façade is distinctive among cast-iron buildings for its inventive Neo-Grec design and unusual calla lily ornament, embodying aspects of the Aesthetic Movement.

The building, which was built in 1882-1883 for James R. Sparrow (1810-1886) and his son, James R. Sparrow Jr. (1841-1909), was part of a wave of post-Civil War redevelopment along Broadway, including the erection of monumental banks and premier stores, which transformed lower Broadway into Williamsburg's principal thoroughfare. Plans for the building were filed by a local Williamsburg architect, William B. Ditmars, but the building's cast-iron façade was designed by

Herman J. Schwarzmann, a German immigrant who became the Architect-in-Chief of the 1876 Centennial Exposition in Philadelphia. He moved to New York City in early 1878 and designed a variety of buildings, including the Mercantile Exchange Building at 628-630 Broadway in Manhattan.

183-195 Broadway originally served as a commercial structure with stores located at the ground floor, but the completion of the Williamsburg Bridge in 1903 transformed the neighborhood and coincided with the conversion of the building to manufacturing use. The current owners, the Forman Family, purchased the building in 1937 and used it for approximately 50 years as the manufacturing site for their metalware business, which specialized in the production of stamped-metal giftware and items such as trays, pitchers, and coffeepots. The building today contains ground floor retail space and office space on the upper floors.

Located in South Williamsburg, 183-195 Broadway is situated just south of the Williamsburg Bridge and one block east of the Williamsburgh Savings Bank, a designated landmark. Broadway, a main thoroughfare in the area, is lined with four-story rowhouses and larger six- to seven-story apartment buildings with ground floor retail and community facility uses. The surrounding neighborhood is predominantly residential, characterized by three- to four-story rowhouses and five- to six-story apartment buildings.

The landmark is located in a C4-3 zoning district and has a maximum allowable floor area ratio (FAR) of 2.43 for residential use and 3.4 for commercial use, which allows development of a maximum of 42,160 square feet of floor area. The lot is approximately 12,400 square feet in area, and is currently developed with 42,240 square feet of floor area, an FAR of approximately 3.4. 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. There are no unused development rights available for transfer from this site under the existing zoning.

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.

CARL WEISBROD, *Chairman*

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