



CITY PLANNING COMMISSION

August 24, 2011 / Calendar No. 21

N 120004 HKM

IN THE MATTER OF a communication dated July 6, 2011, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the 154 West 14th Street Building, (Block 609 , Lot 7), by the Landmarks Preservation Commission on June 28, 2011 (Designation List No. 444/LP-2419), 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 28, 2011, the Landmarks Preservation Commission (LPC) designated the 154 West 14th Street Building (aka 51-59 Seventh Avenue) as a city landmark. The landmark designation consists 154 West 14th Street (Block 609, Lot 7), located on the southeast corner of 14th Street and Seventh Avenue in Manhattan Community District 2.

154 West 14th Street is a 12-story speculative loft structure built for lawyer-banker and real estate developer Leslie J. Palmer and designed by architect Henry Lee Meader. Henry Lee Meader had a total of nine known NYC commissions, each of which incorporated some terra cotta as a cladding material. The building's two facades, which are clad in stone and brick, and especially in terra cotta incorporate Secessionist, Art Nouveau, Arts & Crafts, and Mission Revival style motifs. The terra cotta was manufactured by the New York City Architectural Terra Cotta Co., the city's only major producer of architectural terra cotta. The building was the first completed design by Herman Lee Meader, with whom Leslie Palmer collaborated on five projects.

The 154 West 14th Street Building is functionally typical of the speculative loft buildings developed between the late 1890s and World War I in New York's garment district and elsewhere. Such buildings were generally 6 to 12 stories in height, had frames of steel or

structural iron, a high ratio of windows to wall surfaces, double height storefronts or showrooms, and facades following the base-capital scheme and articulated as grids

The designated building is also a notable example of a tall early-20th-century New York City building in which each section of the tripartite scheme is differentiated by color and materials. The building is also a fairly early illustration of the use of boldly polychromatic glazed terra cotta in NYC, as well as a significant survivor of this period of terra cotta development.

The building's location at the intersection of 14th Street and Seventh Avenue anticipated the 1918 southward extension of Seventh Avenue and benefitted from its proximity and direct access to the Holland Tunnel and west side freight terminals.

The landmark site is located in a C6-3A zoning district with a small portion of the site located in a C2-6 zoning district. The C6-3A district allows 7.52 max FAR residential, 7.5 max FAR community facility and 6.0 max FAR commercial.; and the C2-6 district allows 3.44 max FAR residential, 6.5 max FAR community facility and 2.0 max FAR commercial. The 11,687 square foot lot could be developed with approximately 88,487 square feet of floor area. The 154 West 14th Street Building contains approximately 140,044 square feet of floor area and a FAR of approximately 12.0..

Since the landmark site is built 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.

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

RICHARD W. EADDY, Vice-Chairman

**ANGELA M. BATTAGLIA, RAYANN BESSER, IRWIN G. CANTOR, P.E.,
ALFRED C. CERULLO, III, NATHAN LEVENTHAL, ANNA HAYES LEVIN,
SHIRLEY A. MCRAE, KAREN A. PHILLIPS, Commissioners**

ORLANDO MARIN, Commissioner, Abstained