



IN THE MATTER OF a communication dated June 20, 2019, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the 817 Broadway Building (Block 563, Lot 31), by the Landmarks Preservation Commission on June 11, 2019 (Designation List No. 512/LP-2614), 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 11, 2019, the Landmark Preservation Commission (LPC) designated 817 Broadway (Block 563, Lot 31) as a City landmark. The landmark site is located on the west side of Broadway between East 11th and East 12th streets, within Manhattan Community District 2.

817 Broadway was designed by George B. Post, one of New York City's most prominent late 19th-century architects. Standing at the southwest corner of East 12th Street, this handsome 14-story store-and-loft building was commissioned by the estate of William F. Weld. It occupies an irregular L-shaped parcel that extends approximately 42 feet on Broadway and 132 feet on East 12th Street. Both street facades are embellished with tan-colored Roman brick and terracotta reliefs inspired by Italian Renaissance and American Renaissance architecture. Like many early skyscrapers, the street facades have a tripartite configuration, consisting of a rusticated multi-story base, an arched mid-section with distinctive angled piers, and an elaborate crown that has a brick parapet pierced by round arched openings.

George B. Post designed several New York City landmarks, including the Williamsburg Savings Bank, Brooklyn Historical Society, New York Times Building, New York Stock Exchange and the north campus of City College. He was particularly active in the 1890s when he designed several speculative commercial buildings on lower Broadway, of which examples survive in the SoHo Cast-Iron and NoHo Historic Districts. Former Landmarks Commissioner Sarah B. Landau

described this decade as the peak of Post's career, when he served as the president the Architectural League and the American Institute of Architects.

817 Broadway was originally identified as the Weld Building and the Meyer Jonasson Building, primarily comprised of garment businesses. The building briefly contained the Jonasson's first retail branch, as well as a custom tailor department and offices. Jonasson filed for bankruptcy in 1902 and in later years 817 Broadway was known as the Sprague Building and the Anderson Building. For much of the early 20th century, tenants were clothing and textile manufacturers. 817 Broadway is currently being converted to office and retail space.

817 Broadway is designed in the Renaissance Revival style. Rising at the corner of East 12th Street and Broadway, it occupies an irregular trapezoidal site with two fully articulated street facades of different lengths. Facing east and north, the facades extend 42 and 132 feet, respectively.

Like many commercial buildings in Manhattan built during this period, the primary facades are clad with light-colored materials, including limestone, tan Roman brick, and matching terracotta. McKim Mead & White used similar materials on the Cable Building (built between 1892-94, and now part of the NoHo Historic District) at 611 Broadway, and many buildings at Chicago's World's Columbian Exposition (1893), including Post's Manufacturers & Liberal Arts Building.

For much of the building's early history, several floors were leased to garment-related businesses and manufacturers. Many floors were used as showrooms for companies that had factories outside the metropolitan area, including Sweet Orr, a producer of denim and corduroy products, headquartered in Wappinger Falls, New York. Other companies in the building included makers of blouses, cloaks, hats, hosiery, millinery, robes, sportswear, suspenders, trousers, uniforms, and vests. By the mid-20th century, the building was also home to several small publishing firms. After 1960, many of the building's tenants were involved with political issues and social service. Organizations with offices in 817 Broadway included the ORT

Federation, League of Women Voters, Society for the Deaf, Typographic Union, Vacation Camp for the Blind, Wiltwyck School for Boys, and the Women's Political Caucus.

The ground story was altered in the late 20th century. The Broadway entrance was moved to the south bay, adding a polished grey granite surround, and the storefront (two bays on Broadway and three bays on East 12th Street) was refaced with irregularly-shaped white bricks, adding a double corner entrance. Taconic Realty acquired 817 Broadway in 2013 and made several improvements to the building. Facade renovations, which included removal of the altered corner storefront and piers on the lower floors, were completed in late 2018.

The landmark site is located within a C6-1 zoning district. C6-1 districts allow commercial uses up to 6.0 floor area ratio (FAR) and community facility uses up to 6.5 FAR. Residential uses are allowed up to 3.44 FAR. With a maximum allowable commercial floor area ratio of 6.0 FAR, the 8,175-square-foot lot could be developed with approximately 49,050 square feet of floor area.

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 that is across the street and opposite to the zoning 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. The zoning lot, on which the landmark building is located, contains 114,000 square feet of floor area. As such, it has no unused development rights available for transfer to eligible receiving sites under the existing zoning.

Pursuant to Section 74-711 of the Zoning Resolution, landmark buildings or buildings within Historic Districts are eligible to apply for use and bulk waivers upon application to the Landmarks Preservation Commission.

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

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