



CITY PLANNING COMMISSION

March 28, 2007 / Calendar No. 20

N 070327 HKM

IN THE MATTER OF a communication dated February 8th, 2007, from the Executive Director of the Landmarks Preservation Commission regarding the landmark designation of the former Horn & Hardart Automat located at 2710-2714 Broadway, (Block 1875, Lot 46), by the Landmarks Preservation Commission on January 30, 2007 (List 385/LP-2192), Borough of Manhattan, Community District 7.

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 former Horn & Hardart Automat building is located on the east side of Broadway between West 104th and West 103rd streets in Manhattan's Upper West Side within Community District 7.

The Horn & Hardart Automat, a distinctive small scale commercial structure executed in the Art Deco style, is one of the best surviving examples of the popular chain restaurants that proliferated during the first three decades of the 20th century. The Horn & Hardart chain was known for their uniformly good food at low cost and appealed to a wide clientele. Suffering from higher costs and new competition, the company declared bankruptcy in 1981 and the last New York automat at 200 East 42nd Street closed in 1991.

The building at West 104th Street and Broadway is chiefly clad in limestone and while the current ground-floor storefront covers historic elements, visible above this are the upper portion of the original segmental arched opening, the top of the bronze entrance portal, and decorative bronze spandrel. This automat is also notable for its glazed polychrome Art Deco style terra-

cotta ornament on the third story executed in green, blue, tan and gold luster by the Atlantic Terra Cotta Co., one of the earliest manufacturers of terra cotta in New York. Horn & Hardart remained a tenant at this location until 1953.

The landmark site is located in an R8 zoning district with a C1-5 overlay. With an allowable floor area ratio (FAR) of 6.02, the zoning lot could be developed with approximately 29,354 square feet of floor area. The former Horn & Hardart automat contains approximately 13,800 square feet of floor area.

There are approximately 15,554 square feet of floor area 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 building 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 three potential receiving sites available for the transfer of the landmark's unused floor area. All landmark buildings or buildings within a historic district are eligible to apply for use and bulk waivers pursuant to Sections 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
KENNETH J. KNUCKLES, Esq, Vice-Chairman
ANGELA M. BATTAGLIA, IRWIN G. CANTOR, P.E.,
ANGELA R. CAVALUZZI, R.A., ALFRED C. CERULLO, III,
BETTY CHEN, RICHARD W. EADDY, LISA A. GOMEZ,
NATHAN LEVENTHAL, JOHN MEROLO,
KAREN A. PHILLIPS, DOLLY WILLIAMS, Commissioners