



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 830 Broadway Building (Block 564, p/o Lot 36), by the Landmarks Preservation Commission on June 11, 2019 (Designation List No. 512/LP-2616), 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 830 Broadway (Block 564, p/o Lot 36) as a City landmark. The landmark site is located on the east side of Broadway between East 12th and East 13th streets, within Manhattan Community District 2.

The landmark site is located on a zoning lot that abuts another city landmark building. The landmark building, 832 – 834 Broadway, was designated by the LPC on June 11, 2019 (LP- 2616).

The 830 Broadway Building is an 11-story Renaissance Revival-style store-and-loft building designed in 1897 by the prominent architectural firm Cleverdon & Putzel for the builder Ferdinand H. Mela. Completed in 1898, the building housed a variety of small manufacturing and garment industry wholesale businesses throughout the mid-20th century. By the 1970s, artists began to move into the building, using the large lofts as live/work spaces and, by 1980, the building became a co-operative apartment house.

830 Broadway is a significant example of a high-rise store-and-loft building built during a period of large-scale commercial development south of Union Square. This development was spurred by the introduction of elevators, electricity, and steel framing at the turn of the century, which made tall buildings more cost effective to build. The surge of new construction north of the traditional

loft districts of Lower Manhattan made rents more affordable for the factories and wholesalers that moved to Broadway.

In the design of 830 Broadway, Cleverdon & Putzel employed decorative elements associated with the Renaissance Revival style to create an elaborate facade. The classical tripartite façade, with its deeply-set fenestration, features a six-story center section of light tan brick with flush brick lintels with slender terra-cotta keystones, arcaded corbel tables, and molded stringcourses. The façade is supported by a heavily ornamented three-story base of brick, terra cotta, and stone and crowned by ornamented 10th and 11th stories and cornice. Although the ground floor has been altered, it still retains its banded cable molding, deep paneled reveal, coffered soffit, and columns.

The landmark site is located within a C6-1 zoning district, a commercial district typically mapped outside of central business cores. 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 8,602-square-foot lot could be developed with approximately 51,612 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, is developed with 74,859 square feet of floor area (8.7 FAR); as such, it does not have any 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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