Site / Current
Site / Prominence

“These buildings reveal the history of New York’s commercial architecture as it evolved from the Civil War to World War I, representing a range of stylistic, structural, and technological solutions to the problem of the appropriate building type for the purposes of business and commerce...

The district contains a myriad of beautiful Beaux-Arts, Neo-Renaissance, Romanesque Revival, and Queen Anne style department stores, loft buildings, and several incarnations of early skyscrapers. Much of the architecture was a direct reflection of the City Beautiful Movement, inspired by the Chicago World’s Fair in 1893. The area served as a vibrant social center for shoppers, diners, and entertainers and was described as having a ‘champagne sparkle’...

The development in this neighborhood followed a pattern of specialized mixed-use. Broadway served as an entertainment center with concert halls, galleries, restaurants, and department stores” (Ladies Mile Report)
Building History

W. & J. SLOANE

The first portion of the building was constructed in 1881-1882 for the prominent rug and carpet firm of W. & J. Sloane on an irregular 20,000 square foot, L-shaped parcel at the southeast corner of Broadway and East 19th Street with an additional frontage on East 18th Street.

W. & J. SLOANE

In 1898 a major nine-story, forty-foot wide addition was made to the east side of the building on East 19th Street (number 36-38) to serve as a carpet warehouse.

WILLIAM MEYER & COMPANY

After Sloane's moved uptown to Fifth Avenue and 47th Street in 1912, the building was subdivided and leased to numerous tenants for both salesrooms and light manufacturing.

ABC CARPET & HOME

ABC Carpet & Home take occupancy of the buildings.

NORMANDY

Normandy Real Estate Partners becomes partners and Owners of the building with ABC Carpet & Home.
Proposed Facade
Facade / Proposed

Proposed Cast Iron Finish with Peel Away 2 Industrial Stripper, Sealed to Protect From Weather

BEHR “ULTRA PURE WHITE 1850”

Proposed Bulk Head Finish with Peel Away 2 Industrial Stripper, Sealed to Protect From Weather
Elevations

Existing Facade

Proposed North Entrance Elevation

- **EXG CAST IRON PANELS W/ DISTRESSED FINISH, REFER TO RENDERING FOR FINISH SPECIFICATION**
- **NEW SIGN LIGHTS**
- **NON-ILLUMINATED BLADE-SIGN**
- **EXG DOOR. PAINT BEHR LOW LUSTER ENAMEL W/ BACK PAINTED GLASS**
- **EXG BULKHEAD W/ DISTRESSED FINISH**
- **10"X9"-"ABC V" LOGO IN VINYL LETTERING**
- **NEW ANTIQUE BRASS STOREFRONT DOORS W/ BRASS PULLS**

Presented by Cycle Projects
September 4, 2018
Section / Signage

**Storefront Section @ Door**

- Proposed non-illuminated blade sign. See 4-102/1.
- HVAC unit within vestibule.
- New glass transom w/ pty high gloss wood surround.
- New antique brass storefront book.
- Repair exg concrete step.

**Blade Sign Elevation**

- 1" stainless steel rods for mounting bracket sign.
- "ABCY" bracket sign.
- Steel mounting plate fastened to exg stone pilaster.