

817 Broadway Building

**817-819 Broadway, 48-54 East 12th Street
Manhattan Tax Map Block 563, Lot 31**

Built: 1895-1898

Architect: George B. Post

Style: Renaissance Revival

Action: Proposed for Commission's Calendar September 25, 2018



Left: 817 Broadway, 2018 (LPC). Right: 1905, Museum of the City New York

817 Broadway was designed by George B. Post, one of New York's most prominent late 19th century architects. Located at the southwest corner of East 12th Street, it was commissioned by William G. Weld, a Boston-based real estate developer. Fourteen stories tall, this handsome high-rise store and loft building occupies an irregular L-shaped parcel that extends approximately 42 feet on Broadway and 132 feet on East 12th Street. The highly-visible street facades are mostly embellished with tan-colored Roman brick and terra-cotta 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 incorporates double-height Corinthian columns and a pierced parapet.

George B. Post was responsible for a large number of New York City landmarks, including the Williamsburg Savings Bank, Brooklyn Historical Society, New York Times Building, New York Stock Exchange and the campus of City College. He was particularly active in the 1890s when he designed a succession of impressive commercial buildings on lower Broadway, of which examples survive in the SoHo 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.

At times called the Weld Building, construction drawings in the collection of the New York Historical Society identify 817 Broadway as the Meyer Jonasson & Company Building. Advertisements described Jonasson as "the world's largest manufacturer of ladies garments." The building contained the company's first retail branch, as well as a custom tailor department and offices. Jonasson filed for bankruptcy in 1902 and in subsequent years 817 Broadway was known as the Sprague Building and the Anderson Building. For much of the early 20th century, it contained mainly clothing and textile showrooms. 817 Broadway is currently being converted to office and retail space.

