

830 Broadway Building

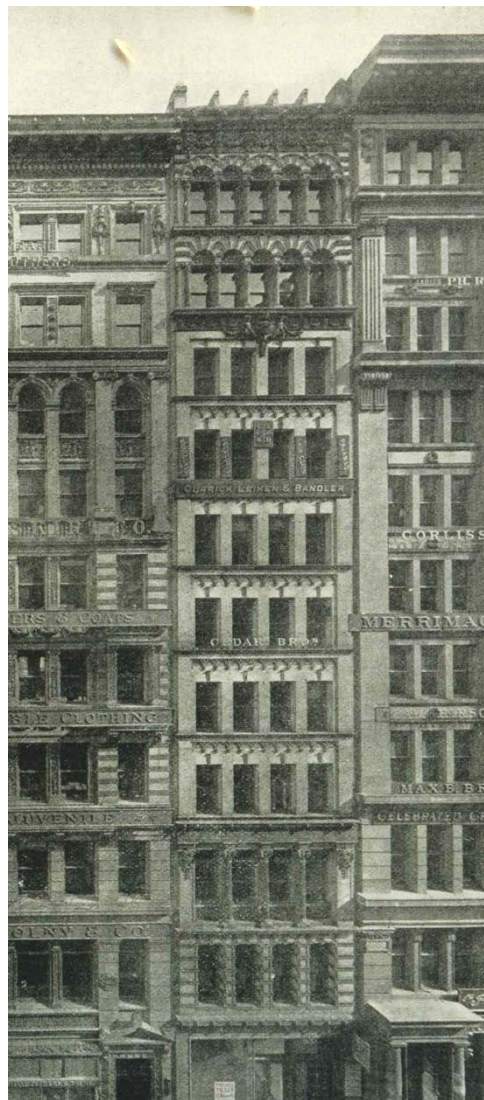
830 Broadway
Tax Map Block 564 Lot 36 (in part)

Built: 1897-98

Architect: Cleverdon & Putzel

Style: Renaissance Revival

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



830 Broadway, LPC; *Both Sides of Broadway*, 1910

830 Broadway is an 11-story Renaissance Revival style store-and-loft building designed by the prominent architectural firm of Cleverdon & Putzel for the builder Ferdinand H. Mela in 1897. Completed in 1898, the building housed a variety of small manufacturing and wholesale businesses, largely associated with the clothing industry, through 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. This development was initiated as a result of the introduction of elevators, electricity, and steel framing around 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 this stretch of Broadway.

Robert N. Cleverdon and Joseph Putzel had established their architectural practice in New York by 1882. During their 30-year partnership, Cleverdon & Putzel designed numerous apartment buildings, town houses, and commercial buildings that are found throughout the city. The firm was particularly known for their mercantile buildings which can be found in the Ladies' Mile, SoHo-Cast Iron, NoHo, South Village, and NoHo East Historic Districts and NoHo and SoHo-Cast Iron Historic District Extensions.

In the design of 830 Broadway, Cleverdon & Putzel employed the decorative elements associated with the Renaissance Revival style. The classic tripartite facade with its deeply set fenestration features a 6-story center section of light tan brick with flush brick lintels with slender terra-cotta keystones, arcaded corbel tables, and molded stringcourses supported by a heavily ornamented 3-story base of brick, terra cotta and stone and crowned by a more heavily ornamented 10th and 11th stories and cornice. Although the storefront has been altered, the ground floor still retains its banded cable molding, deep coffered reveal, and column.

German-born Ferdinand H. Mela arrived in New York as an infant in 1855. By the 1890s, Mela was a prominent builder of fireproof mercantile buildings in today's SoHo and NoHo neighborhoods and was the founder of Mela Fireproof Partition Company which built and installed fireproof partitions and shaftways in many of the newer and taller store-and-loft buildings of the time.

