



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 826 Broadway Building (Block 564, Lot 34), by the Landmarks Preservation Commission on June 11, 2019 (Designation List No. 512/LP-2615), 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 826 Broadway (Block 564, Lot 34) as a City landmark. The landmark site is located at the northeast corner of Broadway and East 12th Street, within Manhattan Community District 2.

826 Broadway is an 11-story building designed by William H. Birkmire in 1902. The building is situated on the corner of Broadway and East 12th Street on an irregularly-shaped lot measuring approximately 43 by 154 feet. It is architecturally significant for its well-preserved Renaissance Revival facade that stretches around a corner site and for its steel skeleton-frame construction, both of which exemplify the stylistic character and technological advances in skyscraper architecture at the time it was built. In addition, 826 Broadway is culturally significant as the home of the Strand Bookstore since 1956, and historical association with the garment industry in the early 20th century.

826 Broadway was constructed during a period of large-scale commercial development on Broadway just south of Union Square. This development was initiated as the introduction of elevators, electricity and steel framing around the turn of the century made the construction of tall buildings more cost effective. New development north of the traditional loft districts of Lower Manhattan made rents more affordable for the garment manufacturing and wholesale companies that moved into the buildings along Broadway. Garment factories, including those at 826

Broadway, were a major employer of New York City's working class and immigrant women in the early 20th century, and the industry provided an important a platform for labor rights and suffrage advocacy, among other social issues.

After primarily housing garment industry tenants for its first decades, in 1956 the Strand Bookstore moved into the ground floor of 826 Broadway from its previous location on Fourth Avenue's "book row," eventually expanding to three floors of retail and two floors of offices. The bookstore's presence has long marked the building, with its large, trademark, red and white signage, including large storefront signage, banners and an awning that covers the entire ground floor, making it stand out in the streetscape. The Strand became a center of literary life in Lower Manhattan and is an internationally recognized bookstore and destination for New Yorkers and visitors alike. The company purchased the 826 Broadway building in 1996, cementing the store's reputation as a neighborhood institution.

826 Broadway's first three stories are clad in limestone, with thick piers and ribbon capitals. The upper stories are clad in brick with limestone and terra-cotta Renaissance details, including wreaths and garlands, and are topped by a heavy projecting metal cornice at the roof. The building footprint is an irregularly-shaped trapezoid, with the narrowest part of the building facing Broadway, and the widest part facing East 12th Street. The decorative features are identical on both facades.

Located on a highly visible corner site just south of Union Square, emblazoned with identifying Strand signage and with its intact Renaissance Revival facade, 826 Broadway is a notable example of the commercial architecture built in New York at the turn of the 20th century, significant as the home of the Strand Bookstore for more than 60 years, and an important reminder of the neighborhood's historic role as a center of the book trade in New York City.

The building contains three distinct sections, which include a three-story base, a five-story shaft, and a three-story decorative crown with a heavy projecting metal cornice. The two visible facades

have identical decoration, and are organized into vertical bays, which are subdivided by thick piers running from the base to the roof cornice. These piers are intersected horizontally above the second, third, eighth, and tenth stories by additional projecting cornices that stretch around the building. The Strand's large awning also stretches around both facades at the ground floor and animates the sidewalks outside the building with book browsing. The building's roof contains stair bulkheads, HVAC equipment, and skylights that are not visible from the street.

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 10,057-square-foot lot could be developed with approximately 60,342 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, contains 132,000 square feet of floor area (13.1 FAR); as such, it has no 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.

MARISA LAGO, *Chair*
KENNETH J. KNUCKLES, Esq., *Vice Chairman*
DAVID J. BURNEY, ALLEN P. CAPPELLI, Esq.,
ALFRED C. CERULLO, III, MICHELLE R. DE LA UZ,
JOSEPH I. DOUEK, RICHARD W. EADDY, HOPE KNIGHT,
ANNA HAYES LEVIN, ORLANDO MARIN,
LARISA ORTIZ, RAJ RAMPERSHAD, *Commissioners*