

SBLM

Signage Replacement

770 Broadway (Corner of 8th St & Lafayette St)
NoHo Historic District

Manhattan Community Board 2

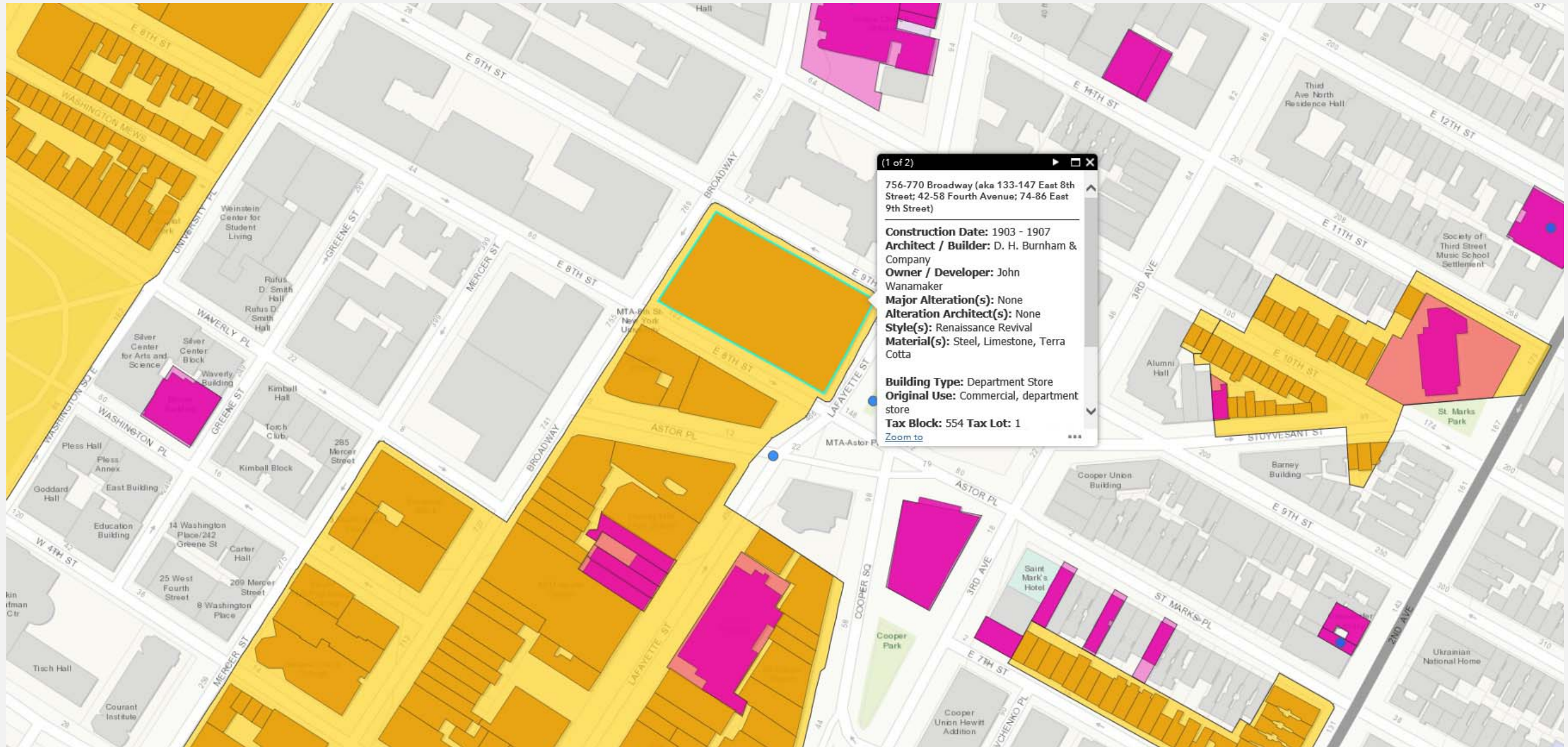
Landmarks Committee

October 11, 2018

Presentation Agenda

- Context & History
 - Site Map
 - Building History
 - District History
 - Historical Photos
- Signage Replacement
 - Photos (Existing Conditions)
 - Plan & Elevation (Existing & Proposed)
 - Renderings (Existing & Proposed)
 - Details (Proposed)
 - Signage Precedent





(1 of 2)

756-770 Broadway (aka 133-147 East 8th Street; 42-58 Fourth Avenue; 74-86 East 9th Street)

Construction Date: 1903 - 1907
Architect / Builder: D. H. Burnham & Company
Owner / Developer: John Wanamaker
Major Alteration(s): None
Alteration Architect(s): None
Style(s): Renaissance Revival
Material(s): Steel, Limestone, Terra Cotta

Building Type: Department Store
Original Use: Commercial, department store
Tax Block: 554 Tax Lot: 1

[Zoom to](#)

770 BROADWAY / WANAMAKER STORE SUMMARY

DATE OF CONSTRUCTION : 1903 - 07, ADDITION: 1924-25

ARCHITECT: DANIEL H. BURNHAM

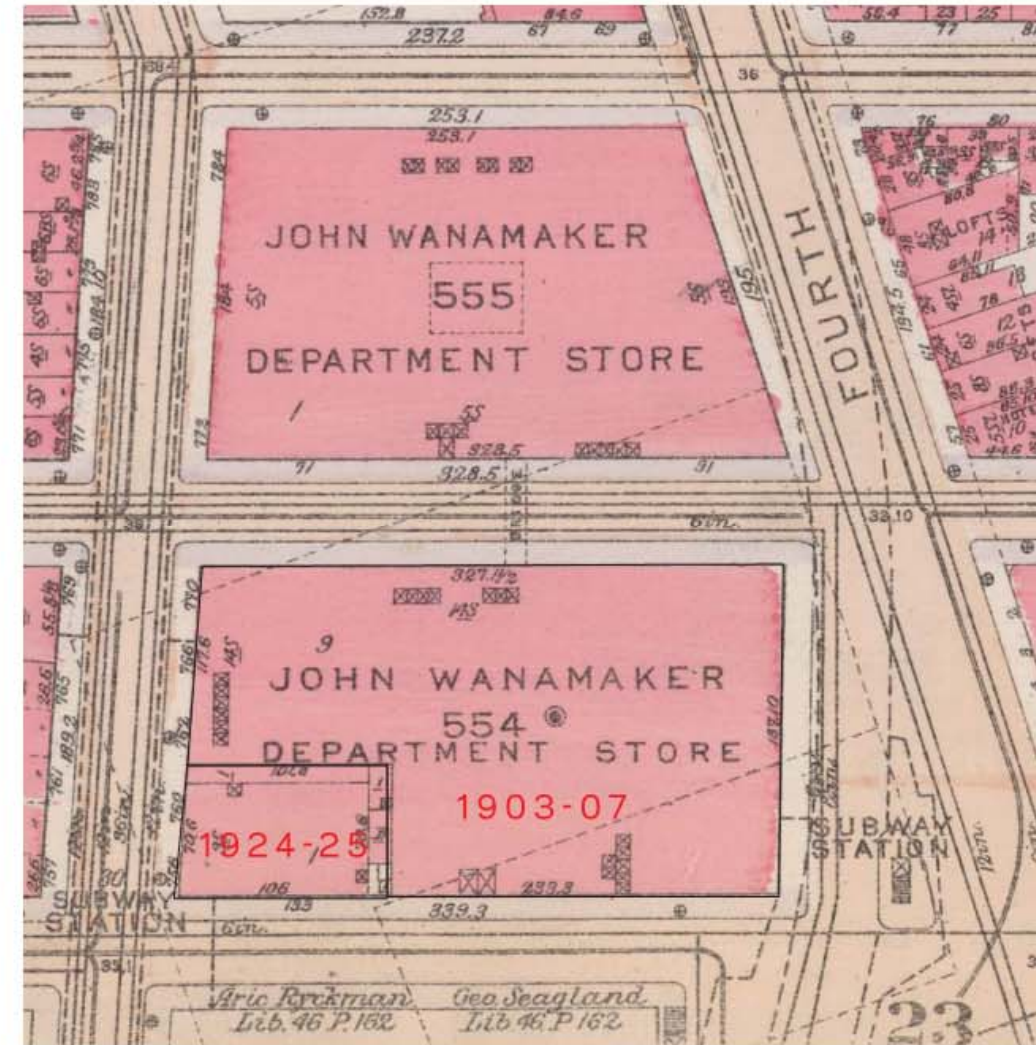
STRUCTURE / MATERIAL : STEEL FRAME WITH LIMESTONE AND TERRACOTTA FACING

STRUCTURAL STEEL QUANTITY : 15,000 - 16,000 TONS

WINDOW SUPPLIER : DAVID LUPTON'S SONS CO.

WINDOW GUARD SUPPLIER : THE STANDARD SAFETY WINDOW GUARD AND EXIT LOCK DOOR CO.

STRUCTURAL STEEL SUPPLIER : AMERICAN BRIDGE COMPANY



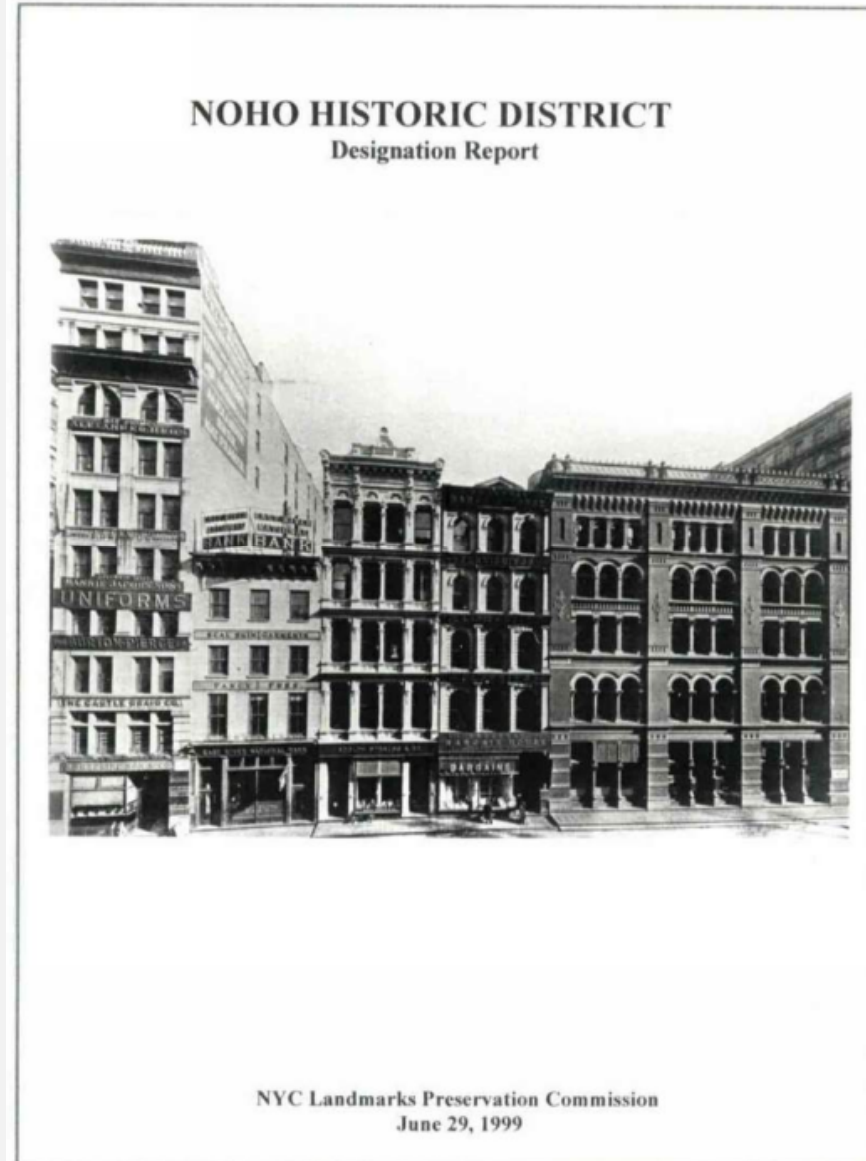
Title : Plate 30, Part of Section 2; Bounded by E.14th Street, Second Avenue, E.8th Street and University Place

Source : Lionel Pincus and Princess Firyal Map Division, The New York Public Library

Date : The New York Public Library Digital Collections. 1899.

NYC LPC HISTORIC DISTRICT REPORT

JUNE 29, 1999

**BROADWAY, 756 to 770 (East side between East 8th Street and East 9th Street [Wanamaker Place])**

756-770 Broadway (East side between East 8th and East 9th Streets [Wanamaker Place]) aka 133-147 East 8th Street, 42-58 Fourth Avenue, and 74-86 East 9th Street [Wanamaker Place] "Wanamaker's Department Store Annex".

Borough of Manhattan Tax Map Block 554, lot 1

Date of construction: 1903-07; addition, 1924-25

Architect: D.H. Burnham & Co.

Original Owner: John Wanamaker

Type: Department Store

Style: Renaissance Revival

Stories: 14

Structure/material: Steel frame with limestone and terra-cotta facing

Features: **Broadway** Nine bays, paired and grouped windows; three-story, arcaded limestone base featuring piers with granite bases and molded caps, scrolled keystones, rope molding, and crowning denticulated molding; non-historic signage; two non-historic flagpoles, non-historic storefront infill, sealed second-story windows; upper stories display panelled piers and spandrels, molded window surrounds, egg and dart moldings, non-historic sash, arcaded thirteenth-story with fluted Ionic columns separating the bays; elaborate roof cornice, incorporating the fourteenth floor, featuring lion masks, dentils, scrolled brackets, rosettes, egg and dart moldings, deep soffits, and acanthus. **East 8th Street** Fifteen bays, paired and grouped sash; similar to Broadway; recessed loading docks with steel gates. **Lafayette Street** Nine bays, paired and grouped sash; similar to Broadway; non-historic lighting. **East 9th Street [Wanamaker Place]** Fifteen bays, paired and grouped sash; similar to Broadway; non-historic entryway to upper floors with marquee (installed in 1999). **Roof** Elevator penthouses and mechanical equipment.

History: This department store was designed by the D.H. Burnham & Co. of Chicago and built in two stages in 1903-07 and 1924-25 for John Wanamaker (1838-1922), as an annex to his earlier existing store on Broadway across East 9th Street from the annex. Based in Philadelphia, Wanamaker's expanded to New York City in 1896, when John Wanamaker purchased the old A.T. Stewart cast-iron store (demolished) on Broadway between Ninth and Tenth Streets, and reopened it as Wanamaker's. It soon became one of the leading department stores in the city. In 1903, Wanamaker made plans to expand to the neighboring block to the south, hiring the prominent Chicago architectural firm of D.H. Burnham & Co. to design a fourteen-story emporium that was to occupy the entire block, which he had acquired by that time. An existing lease with the Broadway Trust Company which occupied the existing nine-story commercial building at the northeast corner of Broadway and East 8th Street, called the "Jones Building," prevented Wanamaker from carrying out his expansion as planned, and the annex was constructed around this crucial site. Bridges were built between the new annex and space occupied by Wanamaker's in the "Jones Building," as well as across East 9th Street to the earlier Wanamaker's. In addition, a direct entryway to the building's basement from the southbound platform of the adjacent IRT Astor Place subway station, a designated landmark, was installed. The company continued to expand in the neighborhood, constructing a building at 726-730 Broadway (within the NoHo Historic

District) that was used for the storage of its delivery trucks, carpenters' and upholsterers' shops, and workshops for repairing and tuning pianos. Finally, in 1924 the store was able to demolish the "Jones Building" and complete the Broadway and East 8th Street facades as planned, but not before having to file a case with the city's Board of Appeals, successfully arguing against a Department of Building's objection to the proposed addition, which, as it was designed twenty years earlier, did not satisfy the setback requirements of the city's 1916 Zoning Law. The architect of record was Robert W. Thompson, but the building was obviously completed according to the Burnham firm's design. Besides containing thirty-two acres of retail space, the annex also had an auditorium with 1,300 seats and a large restaurant. In 1945, the auditorium was converted to one of the city's first television studios, and in 1949, an "amusement train" was suspended from the ceiling of the main floor. Wanamaker's Department Store closed in early 1955, and the cast-iron north building was destroyed in a spectacular fire shortly thereafter. The annex was sold to investors who converted it to offices, showrooms, and manufacturing lofts. The building is now occupied by retail space on the first and second floors, with offices above.

Department of Buildings information:

1903-07: NB 409-1903 [Source: New Building application]

1924-25: ALT 642-1924 [Source: Alteration application]

The building was extended to the southwest corner of the block, according to the original 1903 plan. The addition has a concrete and grillage foundation, steel frame, and limestone and terra-cotta facing. Owner: John Wanamaker Inc.; architect of record: Robert W. Thompson.

1963: BN 198-1963 [Source: Building Notice Application]

The sidewalk vault on East 9th Street was modified due to the widening of the street. Owner: New York Equities, Inc.

References:

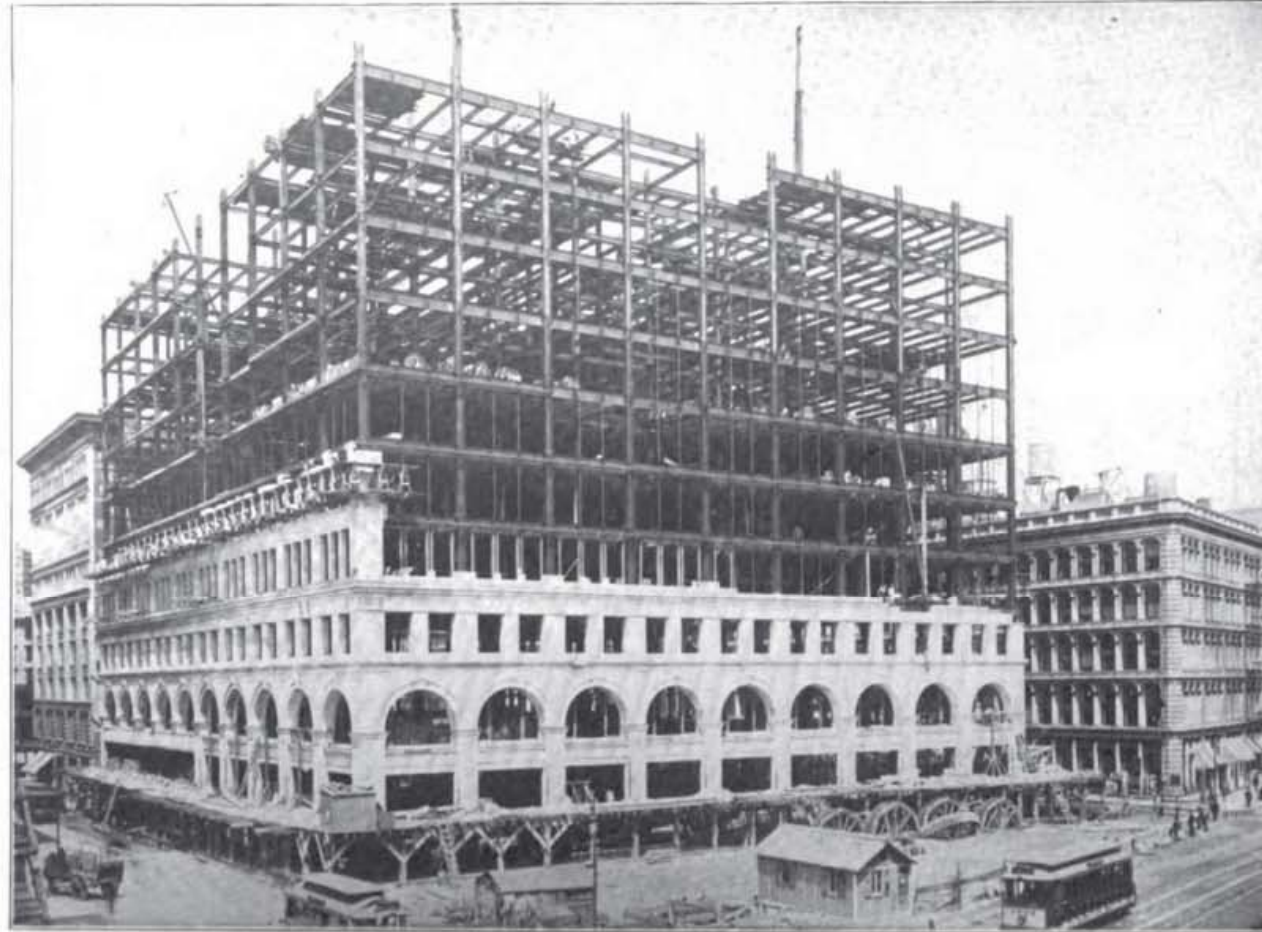
New York City Department of Buildings, Borough of Manhattan, ALT 1537-1945; ALT 1621-1949; ALT 1396-1955.

David B. Sicilia, "Wanamaker's," *The Encyclopedia of New York City*, ed. Kenneth T. Jackson (New Haven: Yale University Press, 1995), 1235.

"John Wanamaker," *Who Was Who in America* (Chicago, 1967), vol. 1, 1296.

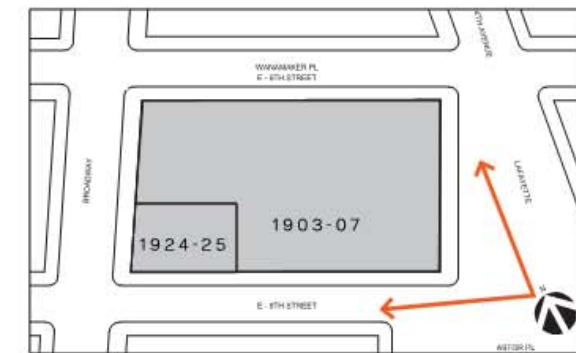
BROADWAY, 611 to 641 (West side between West Houston Street and Bleeker Street)

611-621 Broadway (Northwest corner of Broadway and West Houston Street) aka 2-18 West Houston Street and 178-188 Mercer Street
"The Cable Building"



WANAMAKER BUILDING IN NEW YORK CITY, N. Y.
 D. H. Burnham & Co., Architects
 Steel and Tile Construction Throughout

Title: Wanamaker, John, Department Store, New York
 Source: Cyclopedia of architecture, carpentry and building v5.; Steel construction, architectural drafting
 Author: James C.
 Date: 1912

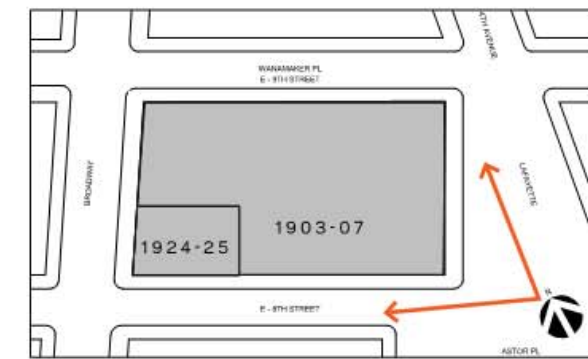


Context & History

770 Broadway (Noho Historic District)



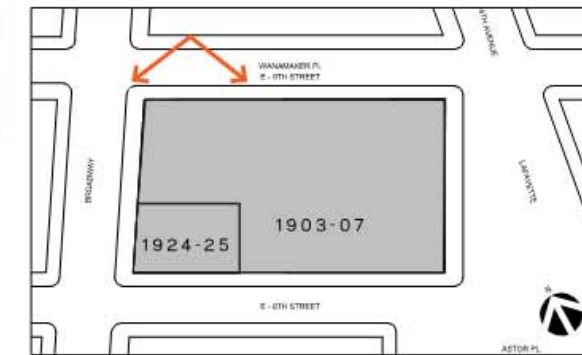
Title: Wanamaker, John, Department Store, New York
 Source: The architectural work of Graham, Anderson, Probst & White, Chicago, and their predecessors, D. H. Burnham & Co., and Graham, Burnham & Co.
 Author: Private publication for Graham, Anderson, Probst & White by B.T.Batsford, Ltd
 Date: 1933



Completion Photo (circa 1933)



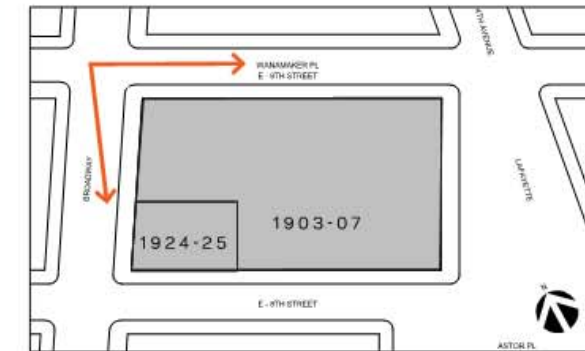
Source: M. Rosenfield Photograph, New York Public Library Digital Collection
Date: July 6, 1913



Historical Photos (circa 1913) – SE Corner Broadway & 9th Street Looking SW on 9th Street

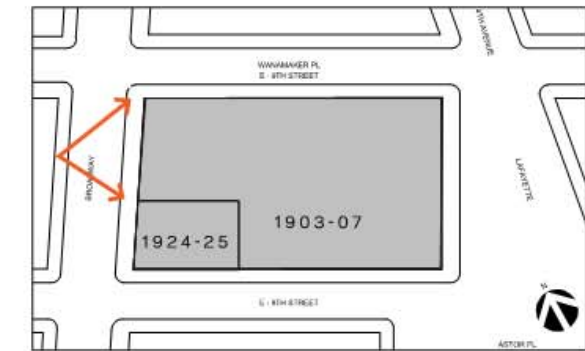


Photograph, New York Public Library Digital Collection

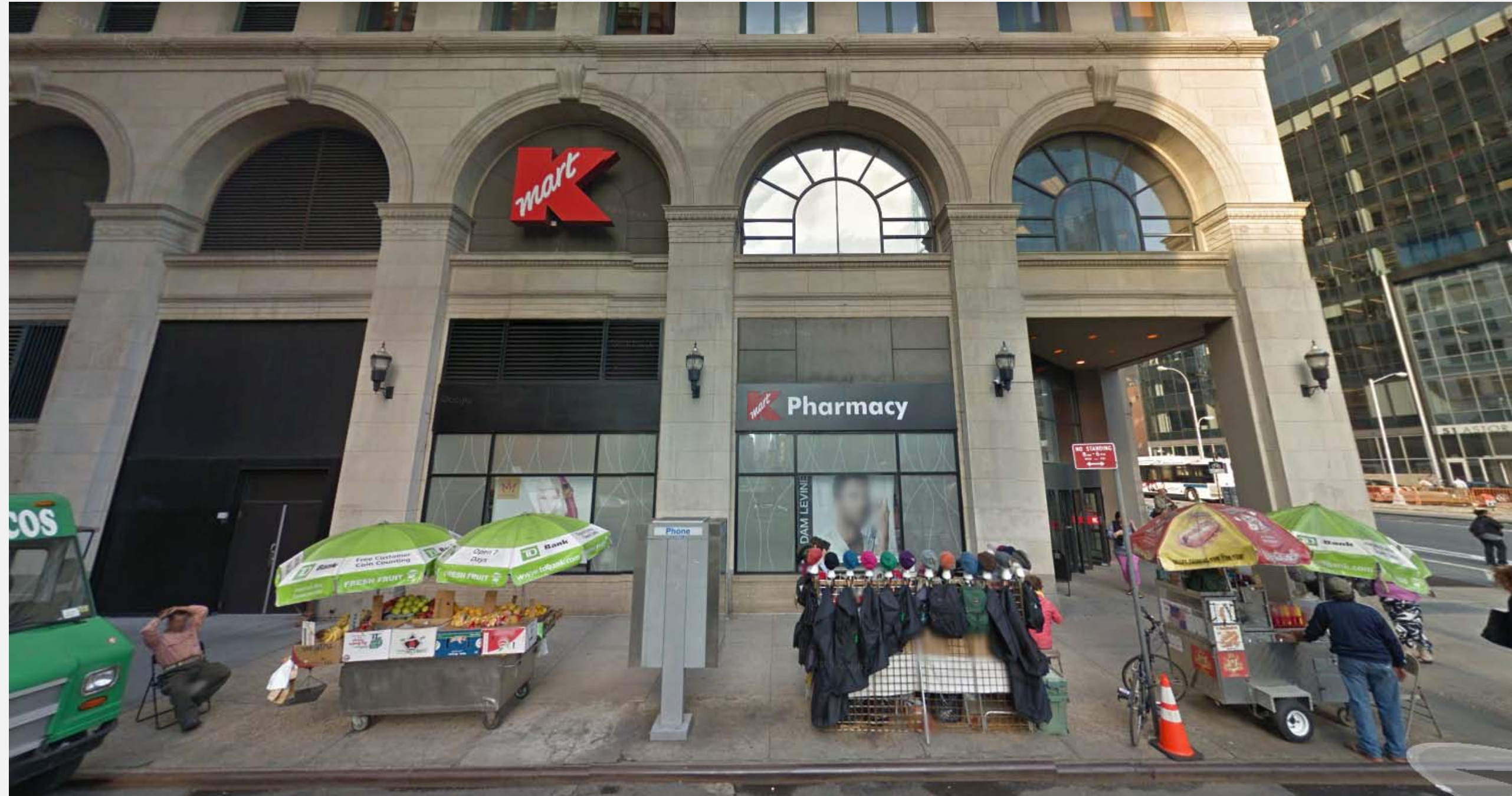




Source: M. Rosenfield Photograph, New York Public Library Digital Collection
Date: July 6, 1913



Historical Photos (circa 1913) – Broadway & 9th Street



Existing Conditions Photos (circa 2014) – 8th Street

Note: Two (2) “K” Signs NOT Shown - Corner of 8th Street & Broadway



Existing Conditions Photos (circa 2014) – Lafayette Street

Signage - Existing & Proposed – Plan and Elevation

770 Broadway (Noho Historic District)

+/- 35 sq ft

+/- 18 sq ft

1 ELEVATION OF EXISTING 1ST FLOOR EAST 8TH STREET STOREFRONT
SCALE: 1/8" = 1'-0"

+/- 68 sq ft

2 ELEVATION OF PROPOSED 1ST FLOOR EAST 8TH STREET STOREFRONT
SCALE: 1/8" = 1'-0"

SBLM

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Revisions	Revisions (Continued)
04/20/18 For Client Review	
04/24/18 For LPC Filing	
05/05/18 ISSUED FOR CB & LPC REVIEW	

Key Plan

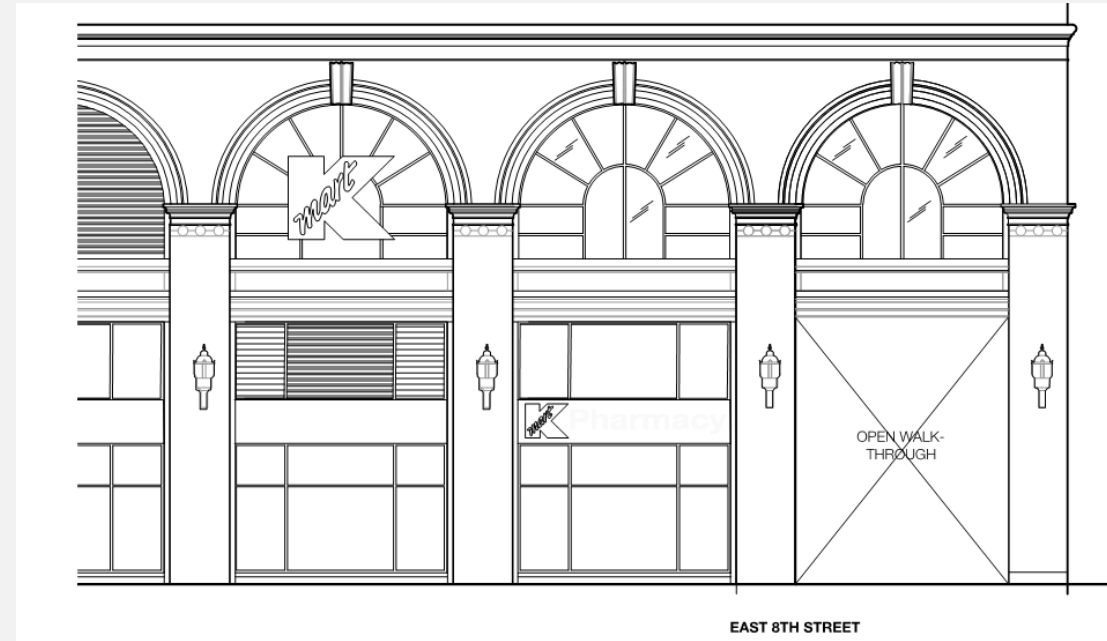
NEW YORK CITY DEPARTMENT OF BUILDINGS
Project
Signage Replacement
770 Broadway
New York, NY 10003

Drawing Title
PARTIAL EAST 8TH STREET ELEVATION (SOUTH)

Drawing Number
LPC-3

Seal & Signature	Drawing Date
	01/07/2018
	Project No. 017167.03
	Drawn By MG
	Checked By TL
	Drawing No. 3 of 5

Note: Two (2) "K" Signs NOT Shown - Corner of 8th Street & Broadway



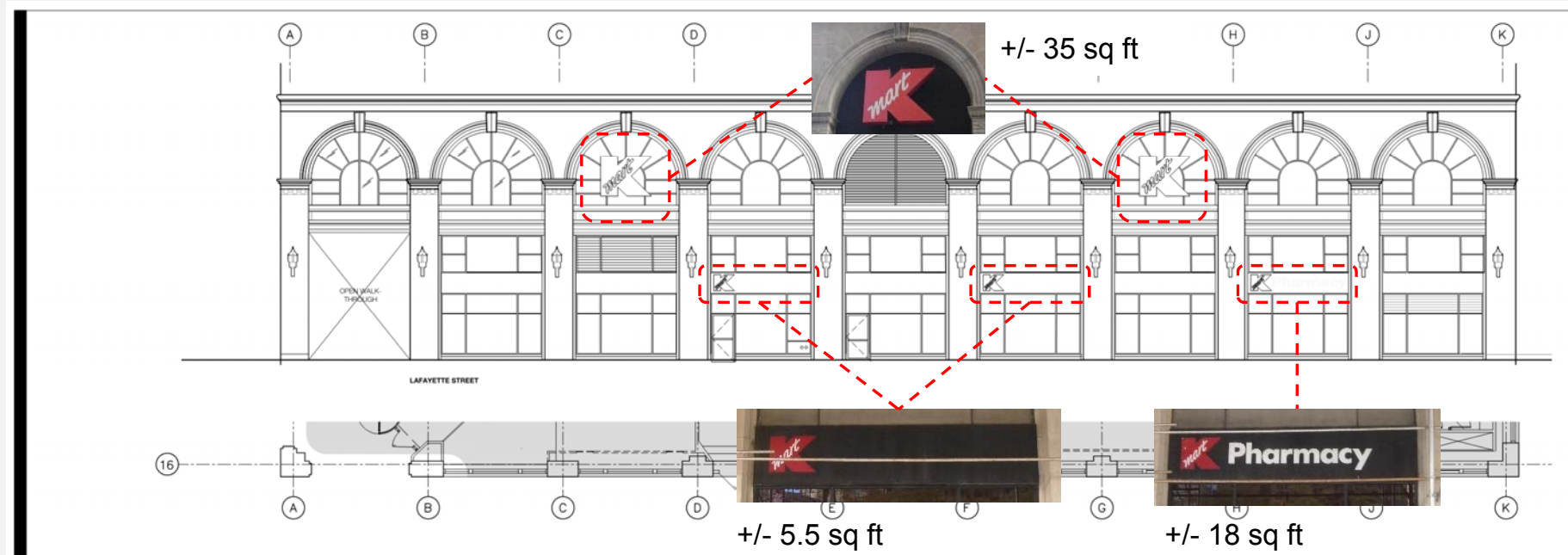
Existing – 8th Street



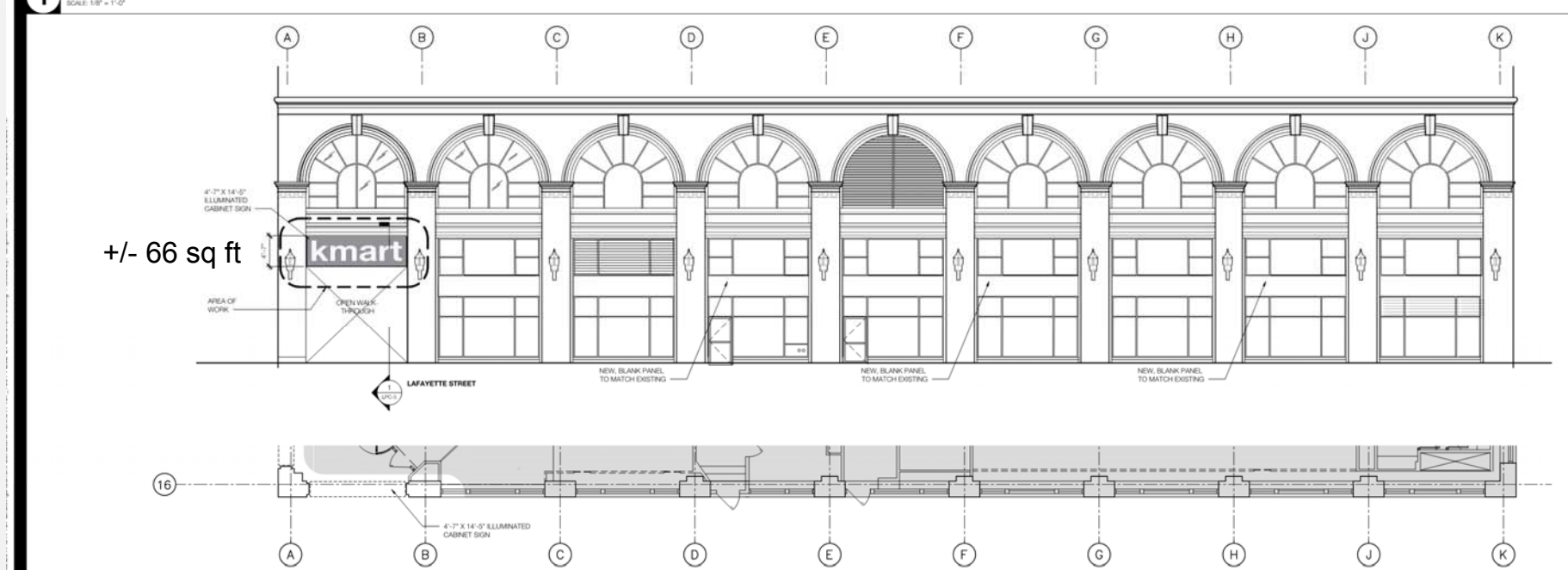
Proposed – 8th Street

Signage - Existing & Proposed – Plan and Elevation

770 Broadway (Noho Historic District)



1 ELEVATION OF EXISTING 1ST FLOOR LAFAYETTE STREET STOREFRONT

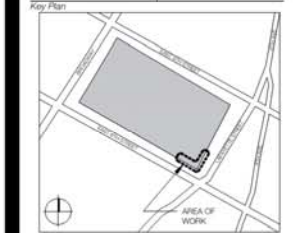


2 ELEVATION OF PROPOSED 1ST FLOOR LAFAYETTE STREET STOREFRONT

Owner
Sears Holdings Corporation
3333 Beverly Road
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Tel: 847.296.7538
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Revisions	Revisions (Continued)
04/20/18 For Client Review	
04/24/18 For LPC Filing	
05/09/18 ISSUED FOR CB & LPC REVIEW	



NEW YORK CITY DEPARTMENT OF BUILDINGS
Project
Signage Replacement
770 Broadway
New York, NY 10003

Drawing Title
LAFAYETTE STREET ELEVATION (EAST)

Drawing Number

LPC-4

Seal & Signature	Drawing Date 05/09/2018
	Project No. 017187-03
	Drawn By MG
	Checked By TL
	Drawing No. 3 of 5



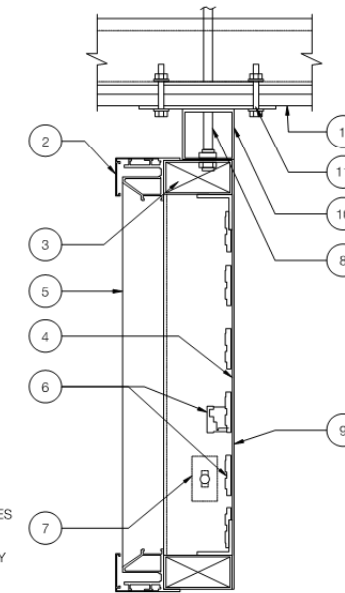
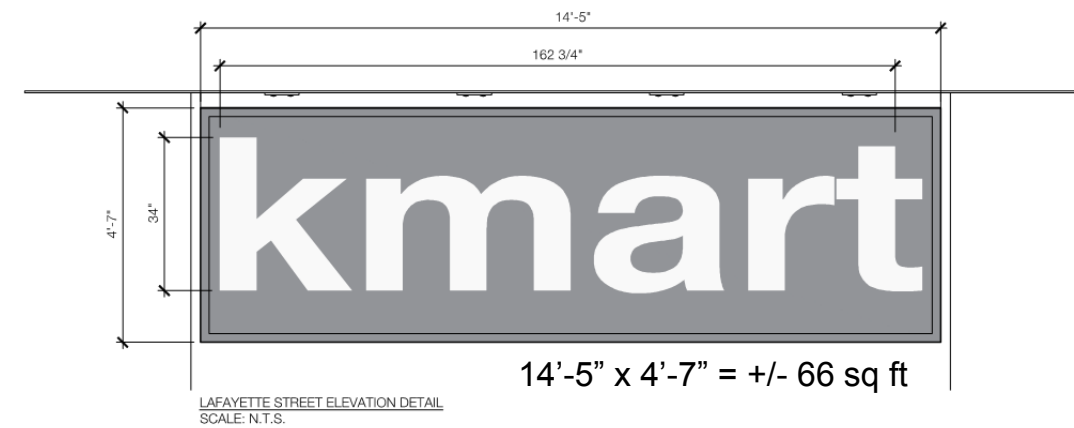
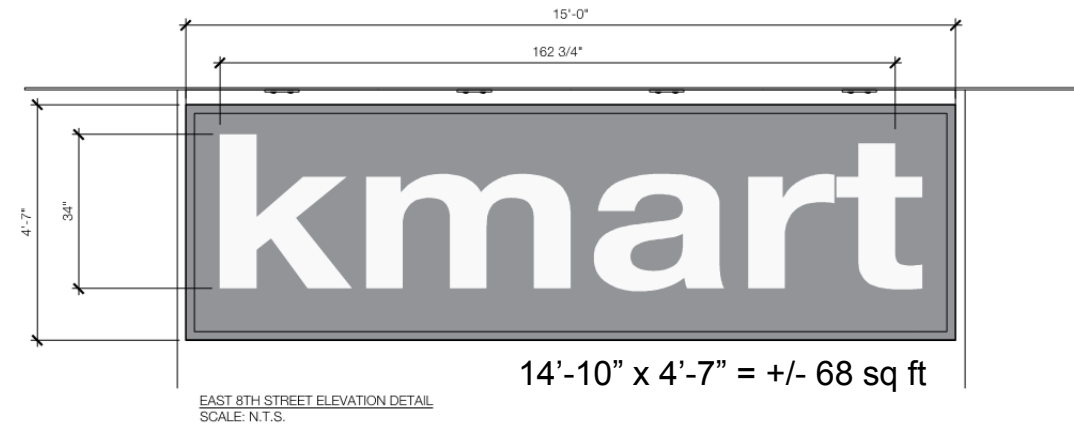
Existing – Lafayette Street



Proposed – Lafayette Street

Signage – Proposed Signage Detail

770 Broadway (Noho Historic District)

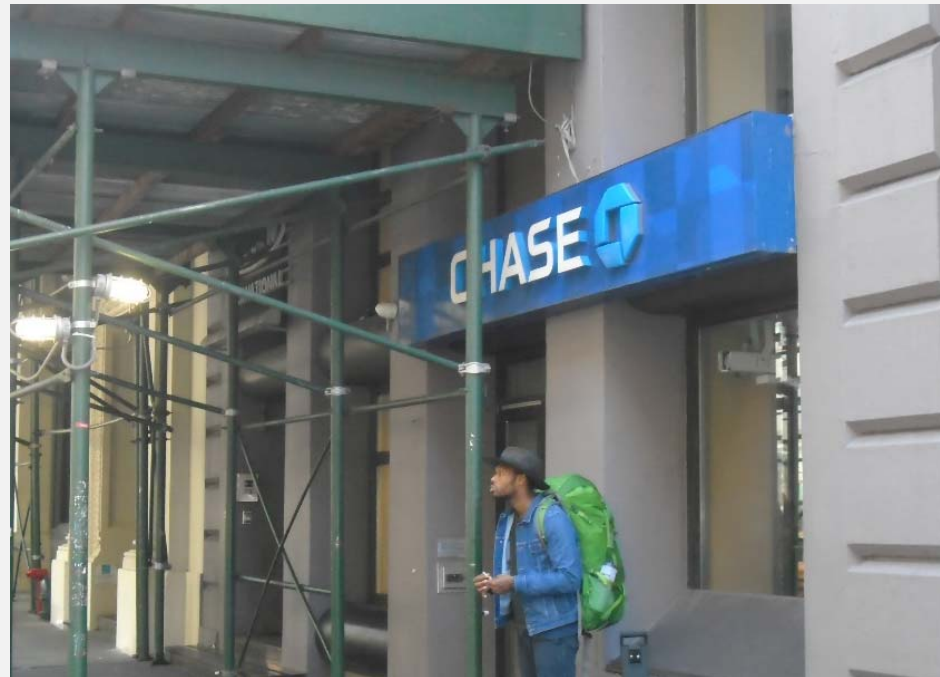


SIGN FRONT SECTION DETAIL
SCALE: 1/2"=1'-0"

KEY NOTES

- | | | |
|---|---|--|
| 1 EXISTING STRUCTURE | 5 FLEXIBLE SIGN FACE WITH VINYL SURFACE APPLICATION | 9 ACCESS PANELS ON BACK OF CABINET |
| 2 EXTRUDED ALUMINUM FRAME, PAINTED | 6 LED'S AND POWER SUPPLIES | 10 3" X 3" ALUMINUM SQUARE SUPPORT TUBES |
| 3 2" X 4" ALUMINUM TUBE FRAMING AND VERTICAL SUPPORTS | 7 DISCONNECT SWITCH | 11 LOAD CARRYING STRUCTURAL ASSEMBLY |
| 4 ALUMINUM SHEET BACK-PANEL; PAINTED | 8 CONDUIT FOR PRIMARY ELECTRICAL FEED | |

NOTE:
REFER TO SIGNAGE PACKAGE FOR MORE INFORMATION



Chase – 623 Broadway**
 • Internally Illuminated, Cabinet



GNC – 682 Broadway**
 • Internally Illuminated, Cabinet



FedEx Office – 21 Astor Place**
 • Internally Illuminated, Cabinet

**NoHo Historic District



Bank of America – 770 Broadway & E 8th Ave**
 • Internally Illuminated, Channel Letters



CVS – 51 Astor Place**
 • Internally Illuminated, Channel Letters

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