



Date:	2/5/2019
LPC Docket #:	LPC-19-34719
LPC Action:	Approved
Action required by other agencies:	DOB
Permit Type:	CERTIFICATE OF APPROPRIATENESS

Address: 770 Broadway

Borough: Manhattan

Block: 554 **Lot:** 1

Historic District: NoHo Historic District

Description: A Renaissance Revival style department store designed by D.H. Burnham & Co. and built in 1903-07 with an addition built in 1924-25. Application is to replace storefront infill and install a canopy.

COMMISSION FINDINGS

The Commission NOTED that the building's style, scale, materials and details are among the features that contribute to the architectural and historic character of the NoHo Historic District.

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Commission APPROVED THE PROPOSAL, finding:

- that the work will not damage or eliminate any significant architectural features or diminish a significant later alteration, added over time;
- that the removal of the applied fluting will return the building's base closer to its historic appearance;
- that the proportions, design, and metal and glass materials for the proposed storefronts will recall the character of the historic storefronts and closely match modern storefront infill found elsewhere at this building;
- that the tripartite divisions of the storefront infill will relate to the prominent vertical mullions at the second floor level windows, helping to support the unity of the building's base;
- that the proposed green finish for the storefront infill will match the predominant color of infill throughout the building, helping to reinforce a unified treatment of the building's facades;
- that the revolving door at the entrance infill will be set back from the building façade and therefore will not create an atypical projection beyond the plane of the remaining storefronts at the building;
- that the building is monumental in scale and historically featured a variety of canopies, awnings, and marquees, therefore the presence of a canopy, seen in conjunction with the prominent building entrance marquee, will not overwhelm the building;
- that the proposed brushed stainless steel canopy will be simply designed and will match the material of the modern marquee at the main building entrance.
- and that the integrated lighting at the canopy will be a subtle presence and will not detract from the significant architectural features of the building.

VOTE:

Present: Sarah Carroll, Adi Shamir-Baron, Diana Chapin, Michael Devonshire, Michael Goldblum, John Gustafsson, Kim Vauss, Jeanne Lutfy, Anne HolFord Smith, Frederick Bland

9-0-0

In Favor = S.Carroll, A.Shamir-Baron, D.Chapin, M.Devonshire, M.Goldblum, J.Gustafsson, K.Vauss, J.Lutfy, A.HolFord Smith

Oppose =

Abstain =

Recuse = F.Bland

Please note that these "Commission Findings" are a summary of the findings related to the application. This is NOT a permit or approval to commence any work. No work may occur until the Commission has issued a Certificate of Appropriateness, which requires review and approval of Department of Buildings filing drawings and/or other construction drawings related to the approved work. In addition, no work may occur until the work has been reviewed and approved by other City agencies, such as the Department of Buildings, as required by law