



Greenwich
Village
Society for
Historic
Preservation

232 East 11th Street
New York, New York 10005

(212) 475-9585
fax: (212) 475-9582
www.gvshp.org

Executive Director
Andrew Berman

President of the Board
Arthur Levin

Vice-President
Kate Bostock Shefferman

Secretary/Treasurer
Allan G. Spertling

Trustees

Mary Ann Arisman
Penelope Bareau
Tom Birchard
Richard Blodgett
Kyung Choi Bordes
Tom Cooper
Elizabeth Ely
Cassie Glover
Anita Isola
Justine Leguizamo
Leslie Mason
Ruth McCoy
Andrew S. Paul
Cynthia Penney
Robert Rogers
Katherine Schoonover
Trevor Stewart
Marilyn Sobel
Judith Stonehill
Linda Yowell
F. Anthony Zunino III

Advisors

Kent Barwick
Joan K. Davidson
Christopher Forbes
Margaret Halsey Gardiner
Elizabeth Gilmore
Carol Greitzer
Tony Hiss
Martin Hutner
James Stewart Polshek
Martica Savin Fitch
Anne-Marie Sumner
Calvin Trillin
Jean-Claude van Itallie
George Vellonakis
Vicki Weiner
Anthony C. Wood

June 13, 2016

Hon. Meenakshi Srinivasan, Chair
NYC Landmarks Commission
1 Centre Street, 9th Floor
New York, NY 10007

Re: Emergency Request for Evaluation for 827 Broadway, Manhattan

Dear Chair Srinivasan, *Meenakshi*

I am writing to urge you to expeditiously consider the designation of 827 Broadway, a building recently planned for demolition. Constructed in 1866 (NB 18-66), No. 827 is a remarkably intact structure which housed manufacturing and commercial enterprises throughout its 150 year history. It offers a strong link both architecturally and historically to 19th century Broadway and is one of the few from the 1860's which remain in this area. Its vibrant cast iron ornament, and elegant and generously proportioned windows and ground floor have long made this building a beloved feature and local landmark along Lower Broadway, and stand out among the structures of Lower Manhattan.

No. 827, along with No. 831 and 47 East 12th Street, was built and owned by the Lorillard family, replacing a one story structure, (see attached property tax records; Peter Lorillard was listed as owner). The Lorillard family had vast land holdings throughout New York City dating back to before the Revolutionary War and continuing into the 20th century. The patriarch of the family was Pierre Lorillard, who founded the P. Lorillard & Co. in 1760 on Chatham Street in New York City, one of the first and eventually one of the largest American tobacco producers. In 1792 the company was moved to the Bronx; the Lorillard Snuff Mill (NYCL) still remains today within the New York Botanical Gardens. The Lorillard Family, in addition to their interests in the family tobacco business, were founders of Tuxedo Park, New York, and built the original *The Breakers* mansion in Newport, RI which was subsequently sold to Cornelius Vanderbilt.

An advertisement in 1867 in the *New York Times* stated that A. Roux (later Roux & Co, cabinet makers) was moving to its new location at No. 827 Broadway. This area of Broadway, as well as 14th Street above it would become primarily manufacturing between 1860 and 1910, of which this building was one of the earliest harbingers. Various businesses leased space at No. 827 from the Lorillard family throughout the latter half of the 19th century and into the 20th century, including The Wilson Sewing Machine Co., H.J. Duveen (furniture/antiques) and E.A. Morrison (ladies wear), to name a few. In 1936 an alteration permit was taken out by then lessee H. Edelman & Son for a new storefront. Uses for the building at that time were listed as store,

restaurant, offices and a factory (attached). In 1940 the Lorillard family sold No. 827.

No. 827 Broadway was designed in the Neo-Grec style with some Italianate elements and is four stories in height and four bays wide. It was built along with No. 831 Broadway and 47 East 12th Street all of which are similar in construction (masonry with stone and cast iron facades) and in the design of their facades. These buildings are relatively early examples of the use of cast iron in facades which would come to dominate and visually define the Broadway thoroughfare and much of Lower Manhattan in the late 19th century. The wooden store front at No. 827 is particularly remarkable and probably dates to the alteration in 1936. It is recessed and nearly completely intact including its projecting entry with curved glass on either side on the door, arched window panes, fluted columnettes and raised paneling. Original brass light fixtures run the length of the overhang. The upper three stories have large rectilinear windows, curved at the upper corners and separated by nearly free-standing columns. The columns' capitals feature a ring of simple geometric forms beneath egg and dart molding. The second story windows have decorative iron balconies and the window panes imitate the curve seen at the storefront glazing. The cornice has foliated brackets and is capped by a pediment over the center two bays. Two urns top the structure at either end of the façade.

No. 827 Broadway is located in one of the few sections of Greenwich Village without landmark protections, though it is one of the parts of this neighborhood, and New York, which is arguably most worthy of them. Much of this stretch of Lower Broadway, as well as the contiguous University Place and 14th Street corridors, merit consideration for landmark designation. With this letter, I would again urge the Commission to examine this inexplicably overlooked area, as this wonderfully compelling building could be saved through either landmark designation or as part of a historic district.

However, given the urgency of the threat to 827 Broadway and the compelling significance of this structure both in terms of its architectural integrity and place in Broadway's history, I strongly urge the Commission to consider this request as quickly as possible and to move ahead with calendaring and designation of this property. Because demolition permits have not yet been filed for this property, the Commission still has time to act.

Sincerely,



Andrew Berman
Executive Director

cc: Assemblymember Deborah Glick
Senator Brad Hoylman
Council Member Rosie Mendez





Broadway West Side

OWNER OR OCCUPANT.

DESCRIPTION OF PROPERTY.

Stages

WARD No.

VALUE OF
REAL ESTATE

CORRECTED AMOUNT.

Size of Lot.

Size of House.

Stories
High.House
On Lot.Superficial
Feet.

Stages

WARD No.

VALUE OF
REAL ESTATE

CORRECTED AMOUNT.

14th to 13th Street

C. W. S. Woodruff

25th St. 26th St. 4

6876

349

70,500

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

25th St. 26th St. 2

2550

345

23,000

"

1867

Broadway West Side

OWNER OR OCCUPANT	DESCRIPTION OF PROPERTY		STORIES LIGHT	DOORS ON LOT	STREET No.	WARD No.	VALUE OF REAL ESTATE	CORRECTED AMOUNT
	SIZE OF LOT	SIZE OF HOUSE						
C. V. B. Roosevelt	Irregular	Irregular	6		13 th St			
	95 feet front	36 x 66	4		846	18 th	75,000	
	25 x 100	25 x	2		847	18 th	40,000	
	25 x 102	25 x 100	2		845	18 th	46,000	
	Irregular	Irregular			839			
"	Irregular	Irregular			837			
"	103 1/2	103 1/2	3		837		125,000	
13 th St								
Don Valentine	20 x 100		5		835		120,000	
John Gaylett	24 feet		2		833		50,000	
Peter Corillard	37 1/2 x 100	10 x 100	5		831		120,000	
"		20 x 102			829			
Edw. Mortimer	37 1/2	20 x 100	5		827		120,000	
Edw. Drake	40 x 100	27 x 100	5		825		160,000	
"	32 x 71	32 x 50	3		823			
"	32 x 71 1/2	19 x 50	"		821		100,000	
12 th St								
Wm. J. M. O'Grady	Irregular	Irregular			810	2	200,000	183,000
"	Irregular	Irregular	11		809	2		
John O'Grady	20 x 100	20 x 100	2		805		50,000	
John O'Grady	20 x 100	20 x 100	2		803		60,000	
"	"	"	"		801		60,000	
"	"	"	"		800		60,000	
John O'Grady	20 x 100	"	1		807		46,000	
"	20 x 100	20 x 100	2		805		100,000	
11 th St								
John O'Grady	20 x 100				801			
"	20 x 100				809		200,000	
"	20 x 100	20 x 100	5		807		60,000	
"	20 x 100	20 x 100	4		805		50,000	
"	20 x 100	20 x 100	4		803		50,000	
"	20 x 100	20 x 100	4		801		48,000	
"	20 x 100	20 x 100	4		809		200,000	191,000

874

Broadway — West Side —

OWNER OR OCCUPANT.	DESCRIPTION OF PROPERTY.				STREET No.	WARD No.	VALUE OF REAL ESTATE.	CORRECTED AMOUNT.	REMARKS.
	Size of Lot.	Size of House.	Stories High.	Houses on Lot.					
Fourteenth to Thirteenth St. 76									
E. W. S. Roosevelt	95 x 75	Covered	1		849	1541	400.000	360.000	Decreased to 100.000
"	25 x 90	"	"		847	1541		60.000	Decreased to 100.000
"	" x 102	100	2		845	1542	58.000		
"	74 x 103	"	2		844	1543	138.000		
Thirteenth to Twelfth St. 75									
S. M. Valentine	28 x 110	Covered	5		835	1545	115.000		
Peter Golet	28 x 124	"	2		833	1546	55.000		
Trustees, P. Lorrillard	74 x 100	"	1		831	1547	120.000		Reduced to 4 houses
Jacob Lorrillard	"	"	"		827	1547	120.000		
Richard Mortimer	46 x 28	"	6		825	1550	165.000		
Mary H. Drake	22 x 41	50	3		823	1551	105.000		
"	24 x 41	"	"		821	1552			
Twelfth to Eleventh St. 60									
W. M. McCreedy	26 x 100	Covered	1		817	1556			
"	42 x 132	"	"		819	1557	190.000		
John S. R.					817	1558			
E. W. S. Roosevelt	219 x 100	50	2		815	1559	55.000		
Peter Golet	25 x 4	60	1		813	1560	60.000		
"	"	"	"		811	1561	60.000		
"	"	"	"		809	1562	60.000		
Methodist Book Concern	25 x 100	Covered	5		807	1563	475.000		
"	51 x 106	"	"		805	1564			
Eleventh to Tenth St. 67									
Mrs. Kenwick	25 x 91	Covered	6		801	1565	250.000		
"	" x 113	"	"		799	1566			
"	25 x 110	"	"		797	1567			
Trustees, L. L. Lorrillard	211 x 96	20 x 26	1		795	1568	57.000		
" H. L. Bush	"	"	"		793	1569	57.000		
" C. L. Krueger	" x 97	"	"		791	1570	55.000		
" Eva L. Kipp	53 x 120	Covered	"		787	1571	235.000		

250.000
46.000
\$296.000

DEPARTMENT OF BUILDINGS

BOROUGH OF ^{Manhattan} , CITY OF NEW YORKMANHATTAN
Municipal Bldg.,
ManhattanBROOKLYN
Municipal Bldg.,
BrooklynBRONX
Bronx County Bldg.,
Grand Concourse & E. 181st St.
BronxQUEENS
21-10 49th Avenue,
L. I. CityRICHMOND
Boro Hall
St. George, S. I.

NOTICE—This Application must be TYPEWRITTEN and filed in TRIPLICATE, and ONE copy sworn to by Applicant. A copy must be kept in plain view on the work at all times until completion.

PERMIT TO BUILD

 PERMIT No. 1911 193 6 Application No. 1847 193 6

 LOCATION 827-9 Broadway BLOCK 564 LOT 19
WARD _____ VOL _____

 New York City July 1, 1936 193 6

To the Commissioner of Buildings:

Application is hereby made for a PERMIT to perform the entire work described in the above numbered application and the accompanying plans. If no work is performed within one year from the time of issuance this permit shall expire by limitation as provided by law; and the applicant agrees to comply with all provisions of the Building Code of the City of New York and with the provisions of all other laws and rules relating to this subject. Compensation insurance has been secured in accordance with the requirements of the Workmen's Compensation Law as follows: American Surety Co., C. 94308 G exp. April 21, 1937

STATE, COUNTY AND CITY OF NEW YORK } ss.: Samuel R. Edelman or Edelman & Son
being duly sworn, deposes and says: That he resides at Number 25 Avenue A in the Borough of Manhattan in the City of N.Y., in the County of N.Y. in the State of N.Y., that he is one of the contractors for lessee and that Cecil Baring is owner in fee of all that certain lot, piece or parcel of land, shown on the diagram annexed to the approved application and made a part thereof, situate, lying and being in the Borough of Manhattan, City of New York aforesaid, and known and designated as Number 827-9 Broadway

and therein more particularly described; that the work proposed to be done upon the said premises, in accordance with the approved application and accompanying plans is duly authorized by Morris O'Ken

(Name of Owner or Lessee)

and that H. Edelman & Son is duly authorized by the aforesaid lessee to make application for a permit to perform said work set forth in the approved application and accompanying plans, and all the statements herein contained are true to deponent's own knowledge.

(SIGN HERE)

agent for contractor

 Sworn to before me, this July 1 day of July 193 6

Satisfactory evidence of Deeds New York City No. 518 submitted as indicated above that compensation insurance has been secured in accordance with the Workmen's Compensation Law, a permit is hereby issued for the performance of the entire work described in the above numbered application and the accompanying plans.

JUL - 1 1936

 EXAMINED AND RECOMMENDED FOR APPROVAL ON July 1, 1936 193 6

 Approved July 1, 1936 193 6

 Commissioner of Buildings, Borough of Manhattan

BOROUGH OF , CITY OF NEW YORK

MANHATTAN
DEPARTMENT OF BUILDINGS

MANHATTAN
Municipal Bldg.,
Manhattan

BROOKLYN
Municipal Bldg.,
Brooklyn

BRONX
Bronx County Bldg.,
Grand Concourse & E. 161st St.
Bronx

QUEENS
21-10 49th Avenue,
L. I. City

RICHMOND
Boro Hall
St. George, S. I.

NOTICE—This Application must be TYPEWRITTEN and filed in TRIPLICATE.

Use for Specifications of "ALTERED" Buildings

ALTERED BUILDINGS

PERMIT No. 19

BLOCK No. 564

LOT No. 19

APPLICATION No. 19

WARD No. _____

VOL. No. _____

LOCATION 827-9 Broadway

DISTRICT (under building zone resolution) ^{Unrestricted} USE _____ HEIGHT 1 1/2 AREA B _____

SPECIFICATIONS

ORIGINAL

- (1) NUMBER OF BUILDINGS TO BE ALTERED One
Any other building on lot or permit granted for one? No
Is building on front or rear of lot? Front

- (2) ESTIMATED COST OF ALTERATION: \$ 1500.

- (3) OCCUPANCY (in detail): Store, Restaurant and Offices

[illegible]

If building is to be occupied other than dwelling with ordinary store on the first floor, give permit number under which it was erected or legally converted.

- | | | | | | |
|--------------------------------|--------|------------|----------|-----------|-----------|
| (4) SIZE OF EXISTING BUILDING: | | | | | |
| At street level | 37'-6" | feet front | 100'-10" | Irregular | feet deep |
| At typical floor level | 37'-6" | feet front | 100'-10" | Irregular | feet deep |
| Height | 4 | stories | 50'-0" | | feet |

- | | | | | |
|----------------------------------|-------|------------|-------|-----------|
| (5) SIZE OF BUILDING AS ALTERED: | Same. | | Same. | |
| At street level | | feet front | | feet deep |
| At typical floor level | | feet front | | feet deep |
| Height | | stories | | feet |

- (6) CHARACTER OF PRESENT BUILDING:
- | | |
|----------------|-----------|
| Frame— | Ordinary. |
| Non-fireproof— | |
| Fireproof— | |

(7) STATE GENERALLY IN WHAT MANNER THE BUILDING WILL BE ALTERED:

New store front to be installed.
Remove column and install new steel girder framed into existing columns.
Fireproof all new steel.

All as per plan filed herewith.

If the building is to be raised in height or if the occupancy is changed so that the floor loads will be increased, the following information must be given as to the EXISTING BUILDING and the thickness of existing walls and size of footings must be clearly shown on the plans.

(8) FOUNDATIONS: Character of Soil (State one of the materials as described in Building Code, Section 231, Subdivision 2)

Material of Foundation Walls
Thickness of Walls
Depth Below Curb

(9) UPPER WALLS: Material

Kind of Mortar
Any Ashlar
Thickness of Walls

(10) PARTY WALLS: Any to be used?

Thickness of Walls

If building is to be enlarged or extended, the following information as to NEW WORK must be given:

(11) FOUNDATIONS: Character of Soil (State one of the materials as described in Building Code, Section 231, Subdivision 2)

Material of Foundation Walls
Thickness of Walls
Depth Below Curb

(12) UPPER WALLS: Material

Kind of Mortar
Any Ashlar
Thickness of Walls

(13) PARTY WALLS: Any to be used?

Thickness of Walls

(14) FIREPROOFING: Material and Thickness

For Columns
For Girders
For Beams

(15) INTERIOR FINISH: Material

Floor Surface
Trim, Sash, Doors, etc.
Plaster

(16) OUTSIDE WINDOW FRAMES AND SASH: Material

EXAMINED AND RECOMMENDED
FOR APPROVAL ON.....

193

Examiner

APPROVED.....

193

Commissioner of Buildings, Borough of

1899 drawing NPYL

<http://digitalcollections.nypl.org/items/510d47e4-422c-a3d9-e040-e00a18064a99>

Irma and Paul Milstein Division of United States History, Local History and Genealogy, The New York Public Library. "Broadway, West Side. 12th to 14th St." New York Public Library Digital Collections. Accessed June 10, 2016. <http://digitalcollections.nypl.org/items/510d47e4-422c-a3d9-e040-e00a18064a99>



1910 Photo - NYPL



March 9, 1920 Photo - MCNY



Wilson's sewing machine show room (interior)

<http://digitalcollections.nypl.org/items/510d47e1-05b9-a3d9-e040-e00a18064a99>

