

R A N D

Historic Restoration

901 Broadway



Completed in 1870 and declared a New York City Landmark in 1977, 901 Broadway features an ornate cast iron facade, corner pavilion, and slate mansard roof. The southern portion of the building was demolished in the early 20th century.

PROPERTY

Mixed-use (retail and residential) five-story building located on the southwest corner of East 20th Street in the historic Flatiron neighborhood in Manhattan.

STORIED RETAIL HISTORY

Constructed in 1870, 901 Broadway was designed in the French Second Empire style, featuring an ornate cast iron facade and corner pavilion with a tall slate mansard roof. It was originally the home to the third Lord & Taylor Dry Goods store, which soon became a noted tourist attraction for its elaborate steam elevators.

After Lord & Taylor moved to its present location on 38th Street and Fifth Avenue in 1915, however, the building was used for manufacturing and gradually fell into disrepair.

LANDMARKED, BUT DECLINING

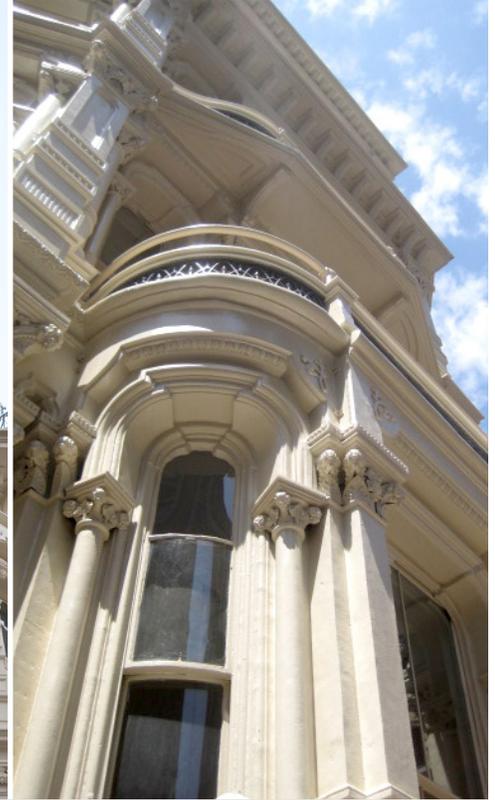
Now part of the Ladies' Mile Historic District, the building was designated a New York City Landmark in 1977, but it continued its steady decline. Many of the original cast iron elements deteriorated beyond repair. The slate mansard roof and gutter were badly water damaged, and a large structural crack had formed in the pavilion.

STAGING A COMEBACK

In 2011, RAND was engaged to design and administer an extensive exterior restoration program, reviving the building's original architectural and historic glory and setting the stage for its comeback. Brooks Brothers has since opened a concept store on the ground floor and basement, a nod to the building's storied retail history. A residential/work space, two private apartments, and a commercial space exist over the next four floors. The *New York Observer* called 901 Broadway "one of the most architecturally unique buildings still standing in Manhattan."

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The original slate shingles on the mansard roof were reinstalled wherever possible. The finials (left) were restored, or replaced where missing with fiberglass replicas, and a large structural crack in the pavilion was repaired (center). Decorative cast iron facade elements, such as column and pilaster capitals (right), were also restored to their original beauty.

SCOPE OF WORK

RAND specified and administered the following work items:

- Main, bulkhead, and tower roofs completely replaced with a cold fluid-applied roofing system.
- Pedestrian-grade traffic-bearing coating applied on roof surface.
- Original slate shingles on mansard and pavilion roof areas reinstalled where possible, or replaced with new matching slate.
- Underlying wood roof deck repaired and waterproofed.
- Decorative cast iron facade elements, such as ledges, column capitals, and finials, repaired wherever possible or replaced with fiberglass replicas.

- Wood gutter system at the bottom of mansard roof replaced.
- Historic wood windows and doors refurbished.
- Entire cast iron facade and fire escape repainted.

The program restored the building to its former architectural glory.

- Roofing system structurally reinforced to stabilize pavilion.
- Interior drain lines installed to eliminate exterior leader pipes.
- Cladding removed from roof level bulkheads and new lead-coated copper cladding installed.

- Dormer rebuilt with pressed metal to match original configuration.
- Caulking replaced at all window and door perimeters, as well as joints between cast iron segments.
- Obtained all New York City Department of Buildings and Landmarks Preservation Commission work permits.

ARCHITECT/ENGINEER

RAND Engineering & Architecture, DPC

CONTRACTOR

Greenlight Construction Mgmt. Corp.

AWARD

Lucy G. Moses Preservation Award, New York Landmarks Conservancy

CONSTRUCTION COST

\$1,782,000