

September 17, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 3, LPC-25-00284

**900 Broadway – Ladies' Mile Historic District**  
**Borough of Manhattan**

To testify virtually, please join Zoom

**Webinar ID:** 860 1689 5962

**Passcode:** 322206

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (Toll free)

**Note:** If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (\*9 on the phone). Those who signed up in advance will be called first.

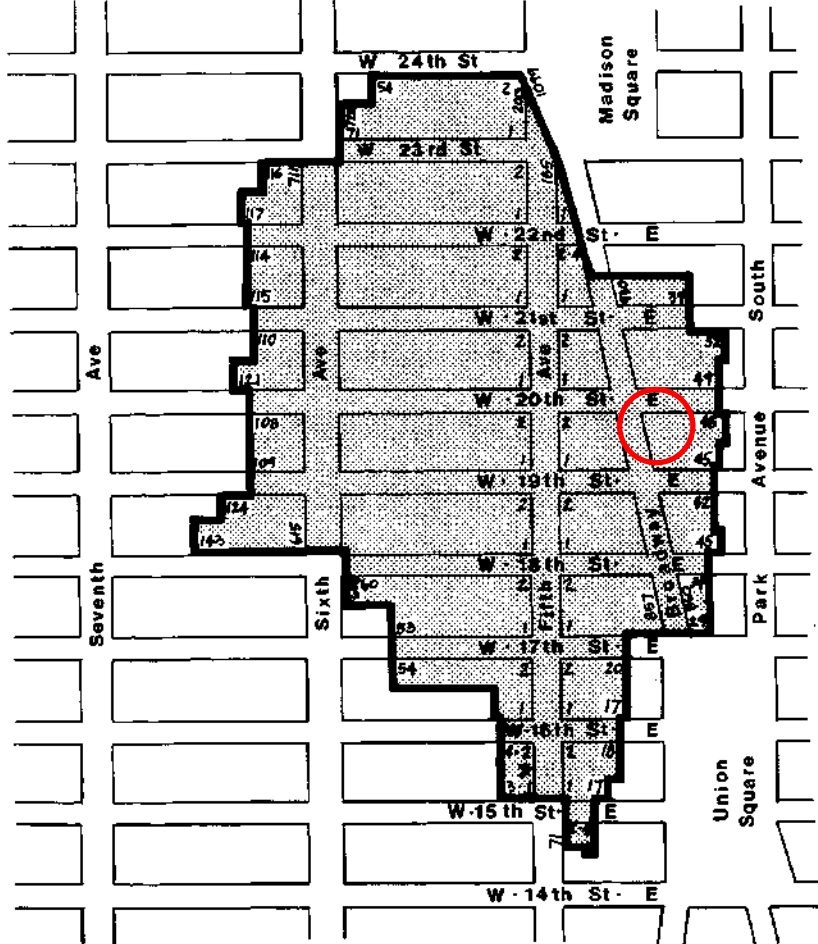
900 Broadway:  
Proposed Doors, Awnings, Signage, Sidewalk Ramp and Railings



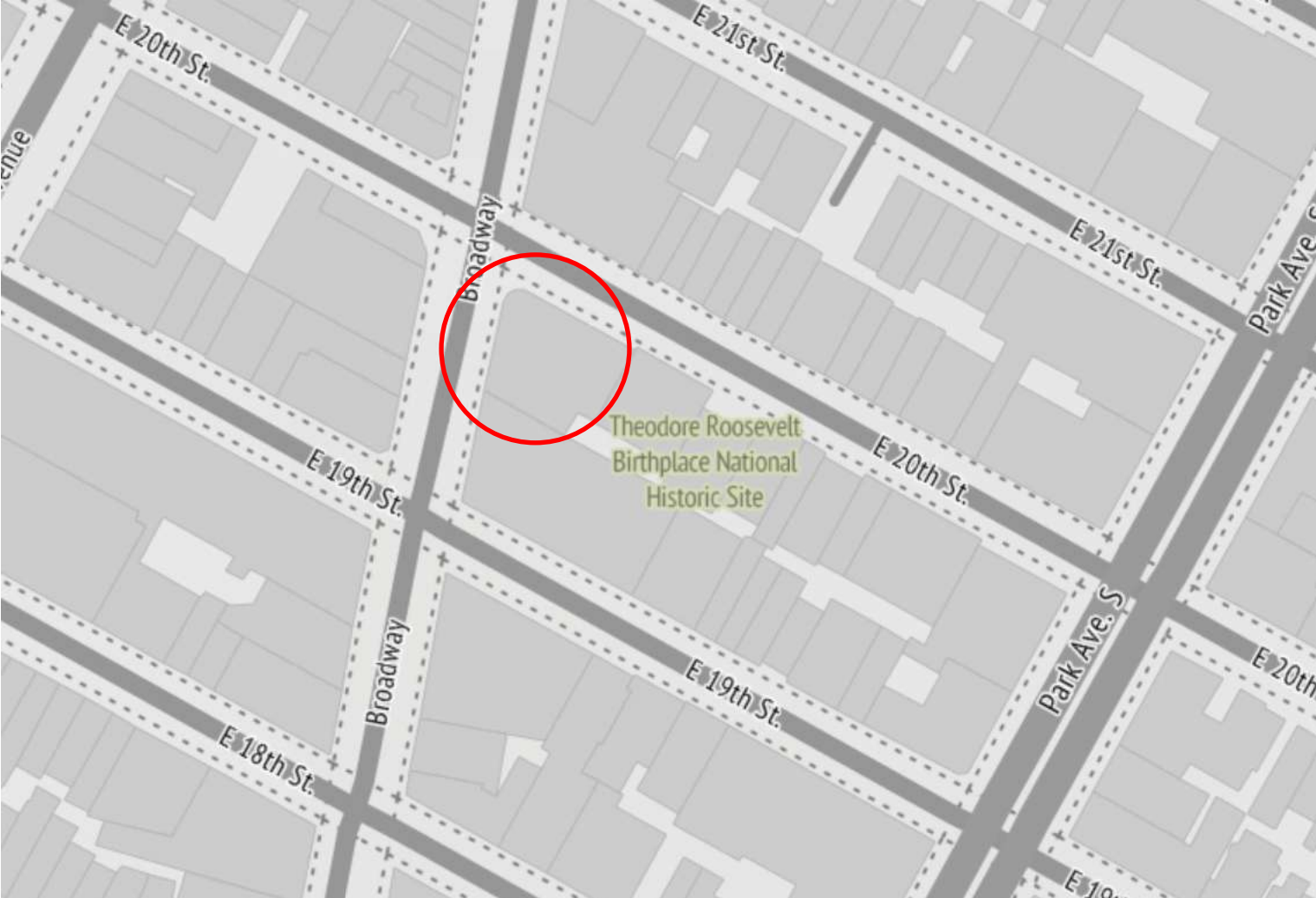


900 Broadway:  
Location

**LADIES' MILE HISTORIC DISTRICT**  
Designated 2 May 1989



LANDMARKS PRESERVATION COMMISSION  
Numbers indicate addresses within district.



900 Broadway at southeast corner of Broadway and East 20th Street  
(Stadia Maps)



## 900 Broadway: Building Evolution



1886: 900 Broadway at southeast corner of Broadway and East 20th Street. (MCNY)



1887: Awnings with closed sides are installed at some storefront bays on Broadway. (Avery Library)



1913: Storefront bays have been altered. (NYPL)



## 900 Broadway: Building Evolution



1913: Partial East 20th Street elevation, showing altered storefront bays. (NYPL)



1913: Partial Broadway elevation showing altered storefronts. (NYPL)



# 900 Broadway: Building Evolution



1986 designation photo. (NYC LPC)



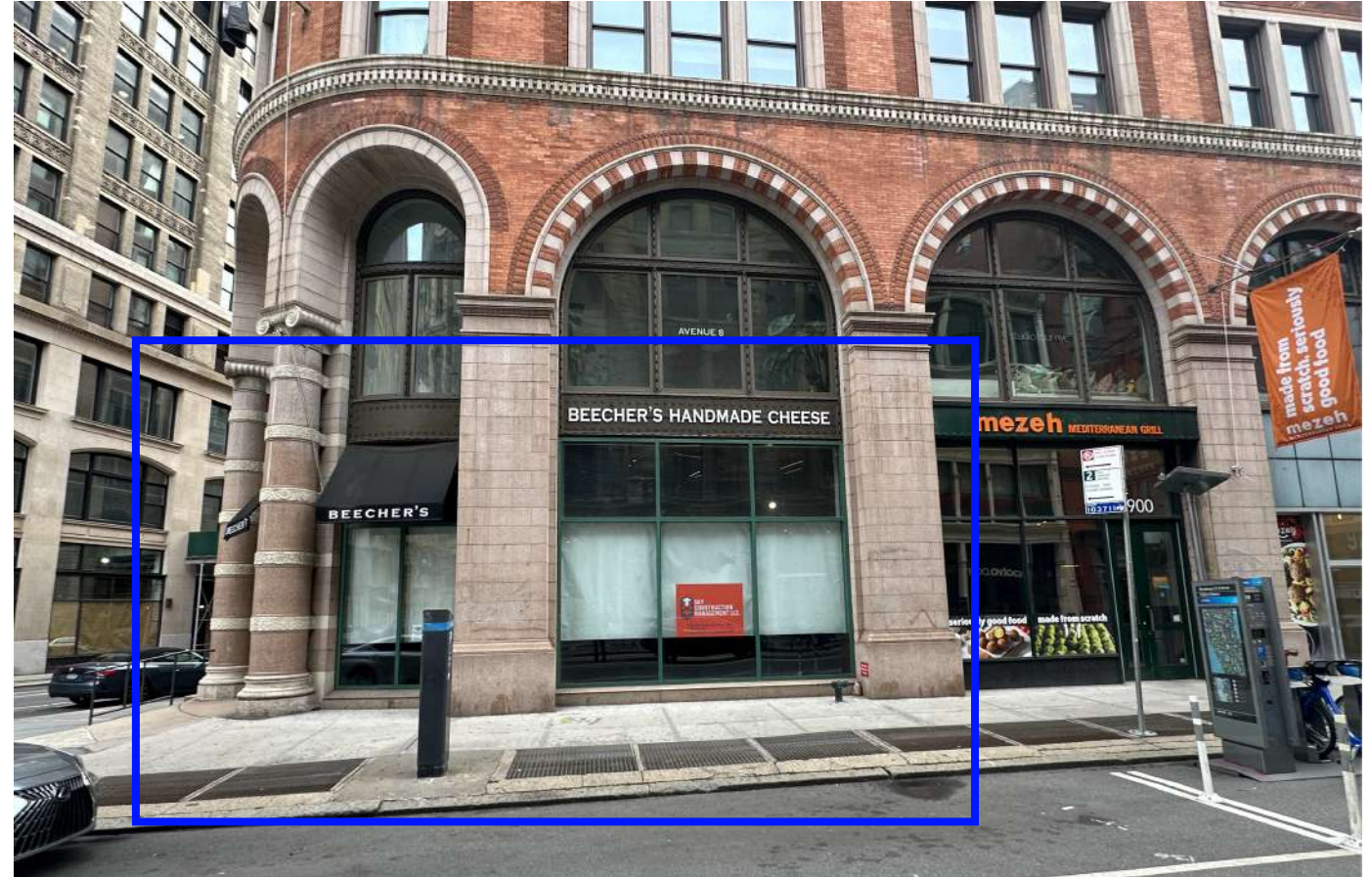
1986 designation photo. (NYC LPC)



900 Broadway:  
Current Conditions



East 20th Street partial elevation.



Broadway partial elevation.



900 Broadway:  
Existing & Proposed East 20th Street Elevations



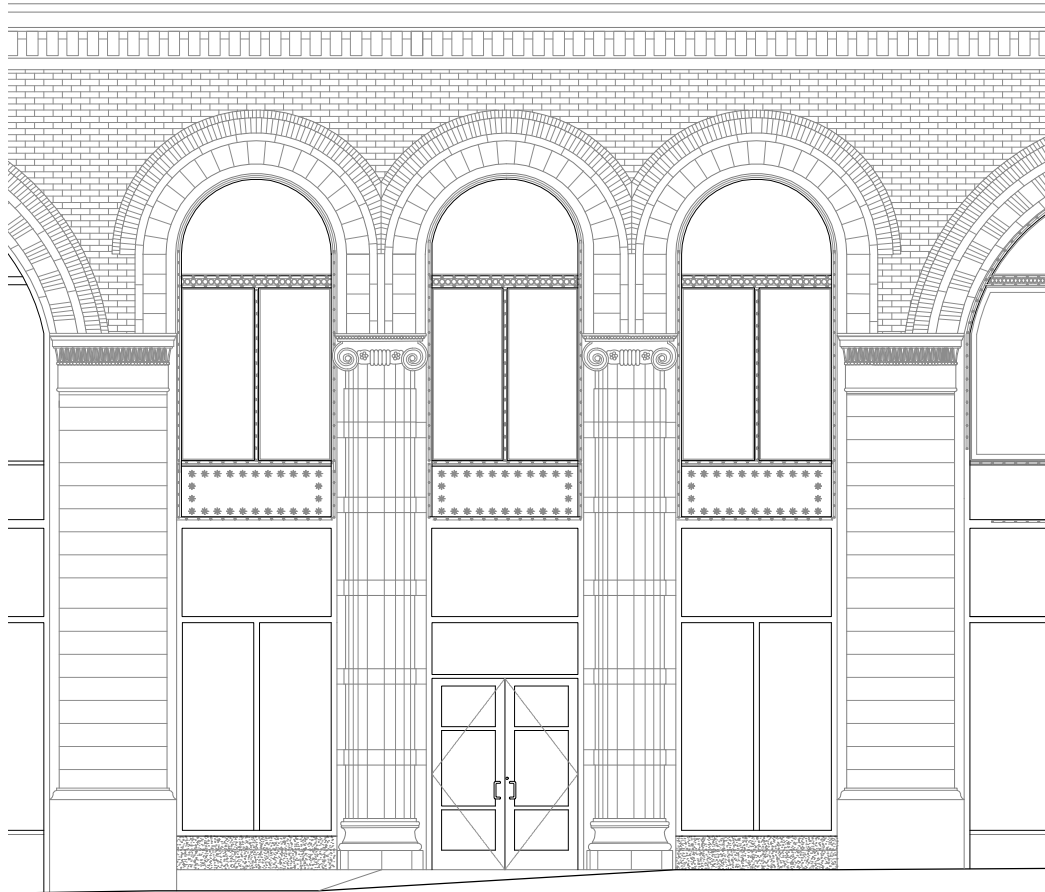
Existing East 20th Street partial elevation.



Proposed East 20th Street partial elevation.



# 900 Broadway: Existing & Proposed Corner Elevations



Existing corner elevation.

3RD FL.

2ND FL.

1ST FL.



Proposed corner elevation.



900 Broadway:  
Existing & Proposed Broadway Elevations



Existing Broadway elevation.










Proposed Broadway elevation.



# 900 Broadway: Proposed Plan



- Corner entrance door 
- Awnings 
- Blade sign 
- Handrail 
- Menu display 
- Entrance ramp 
- Security cameras 

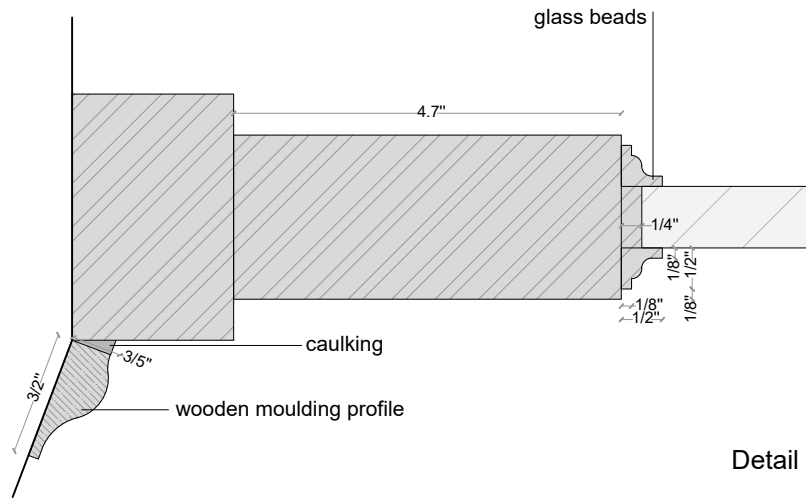




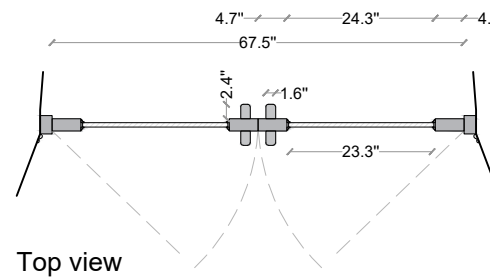
900 Broadway:  
Proposed Doors



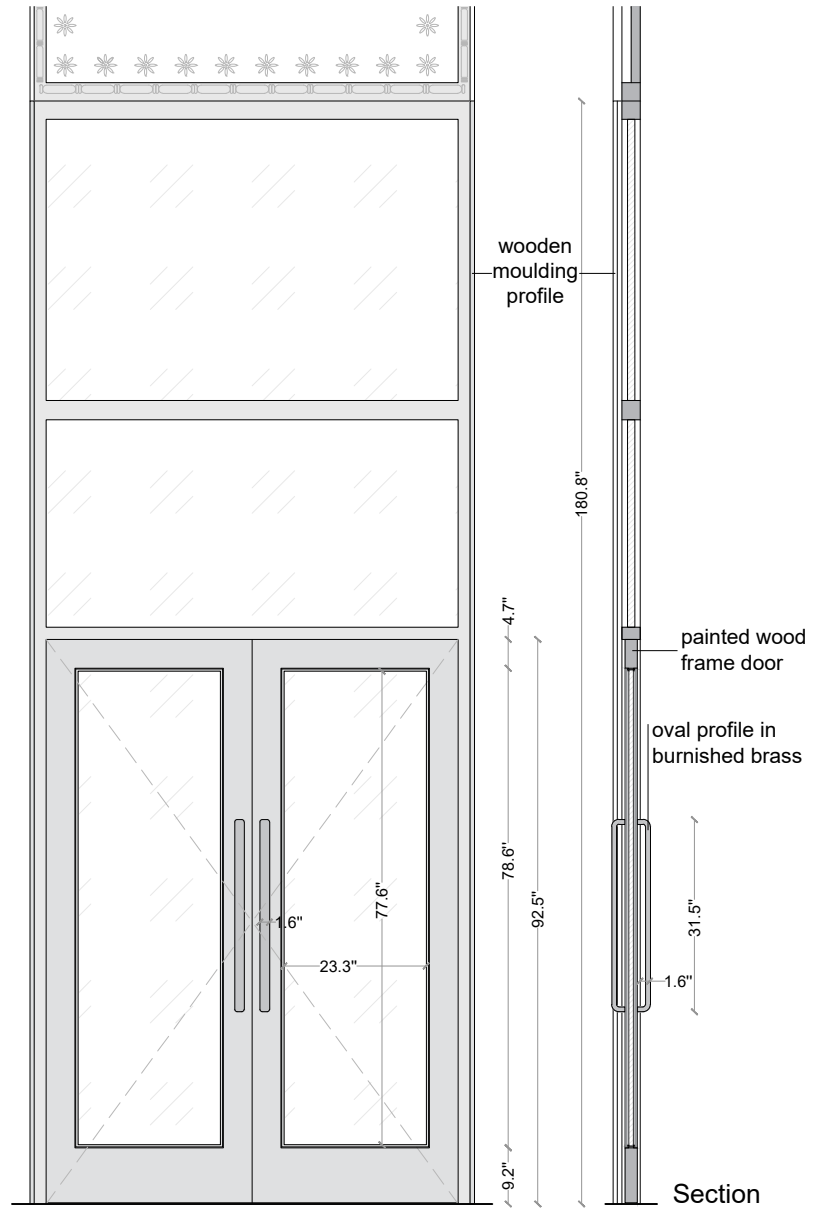
Existing door



Detail



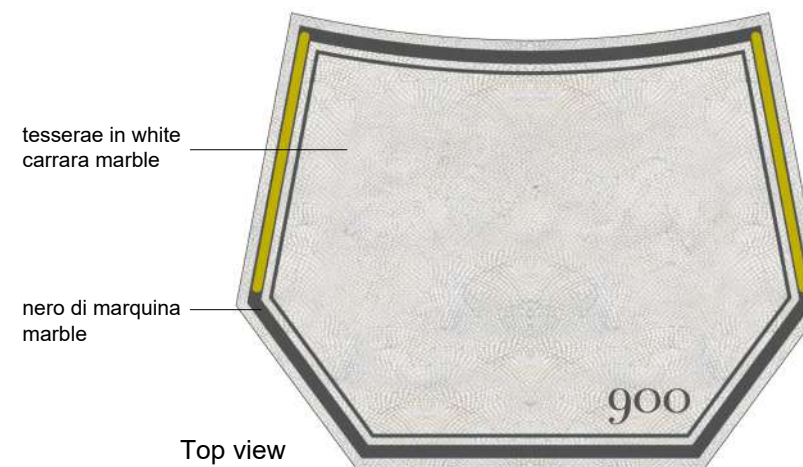
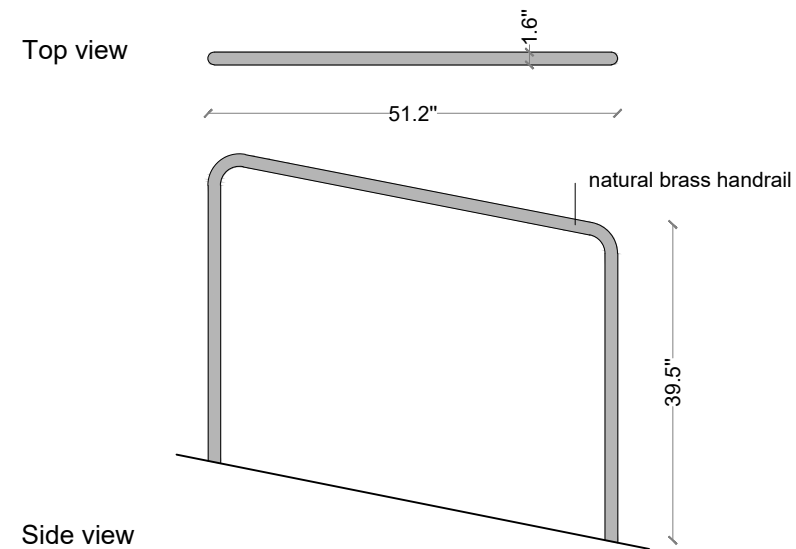
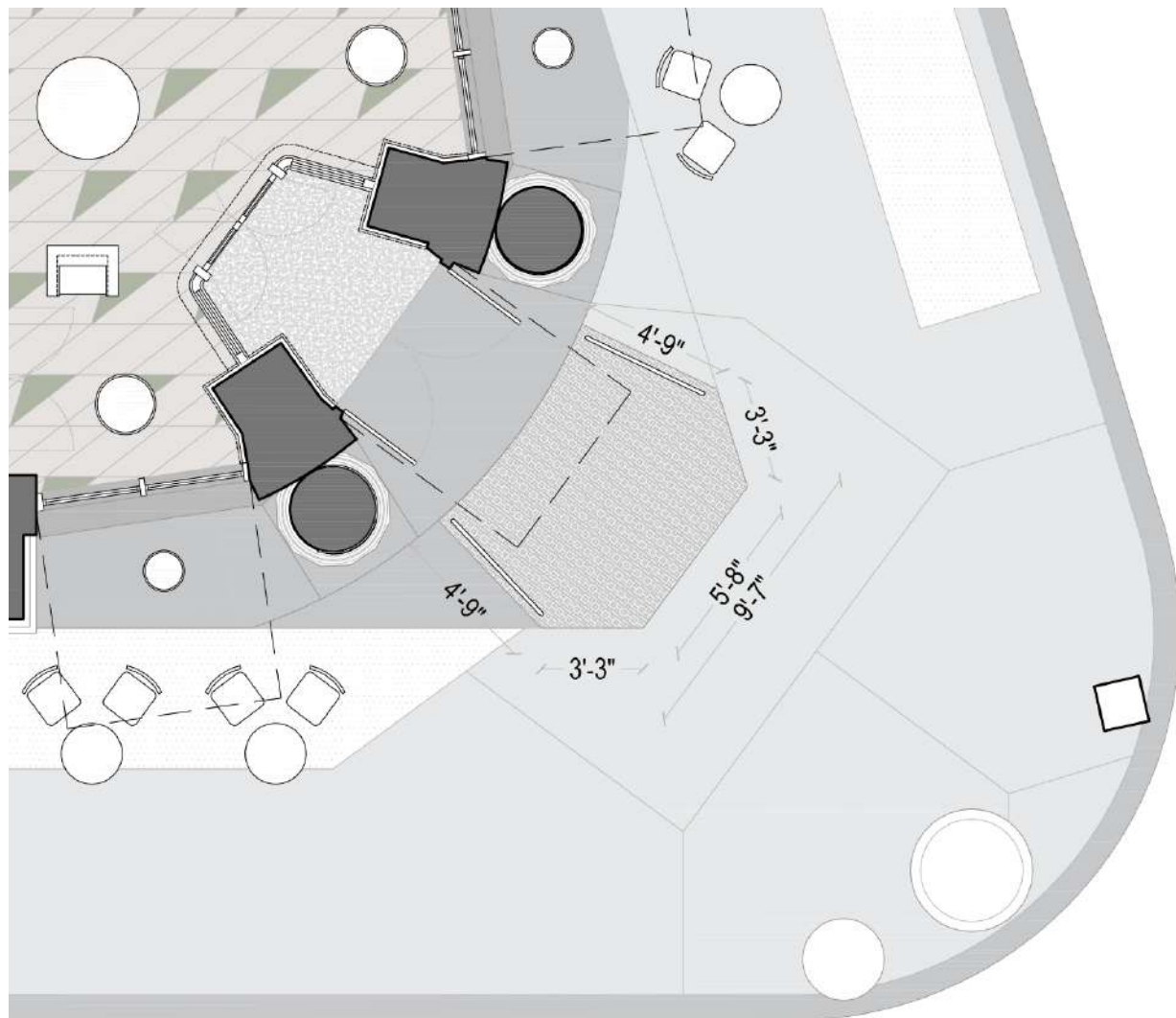
Top view



Front view

Section

# 900 Broadway: Proposed Ramp



Existing access ramp will be repaired and finished in stone mosaic. The adjacent sidewalk cement will be refurbished as well. Two handrails in brass will be installed to delineate access. A turn of the century graphic is proposed for the ramp indicating the building address.



900 Broadway:  
Proposed Awnings



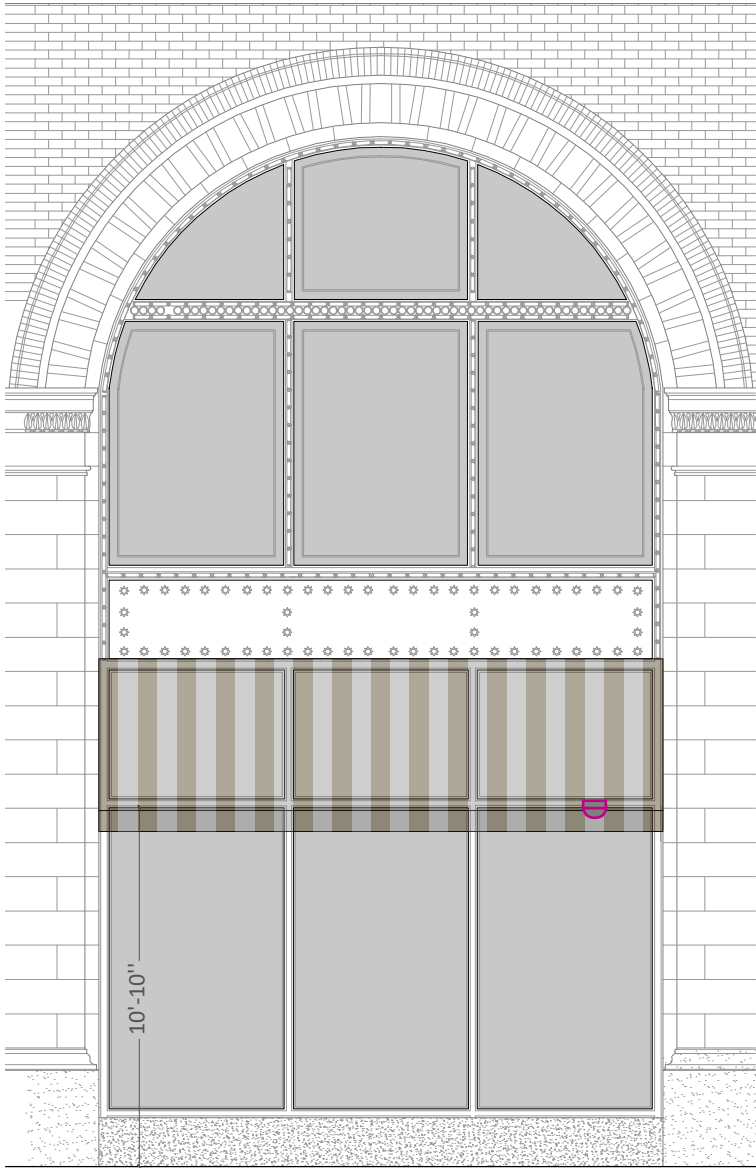
Existing corner condition.



Proposed corner condition.



# 900 Broadway: Proposed Awnings

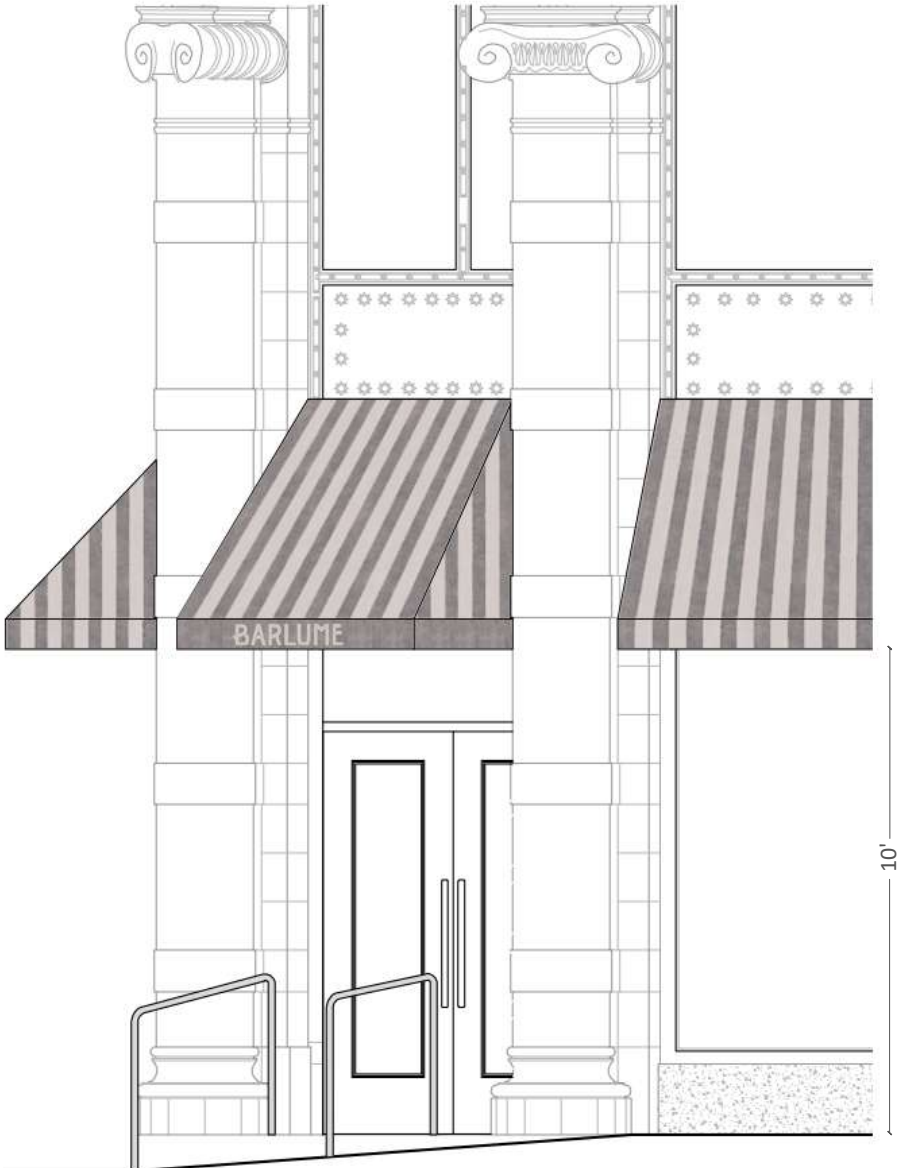


Security Cameras \_ quantity: 3

**InVid  
PAR-P5TXIR28-LC2**

Compact security camera with  
opaque black finish.

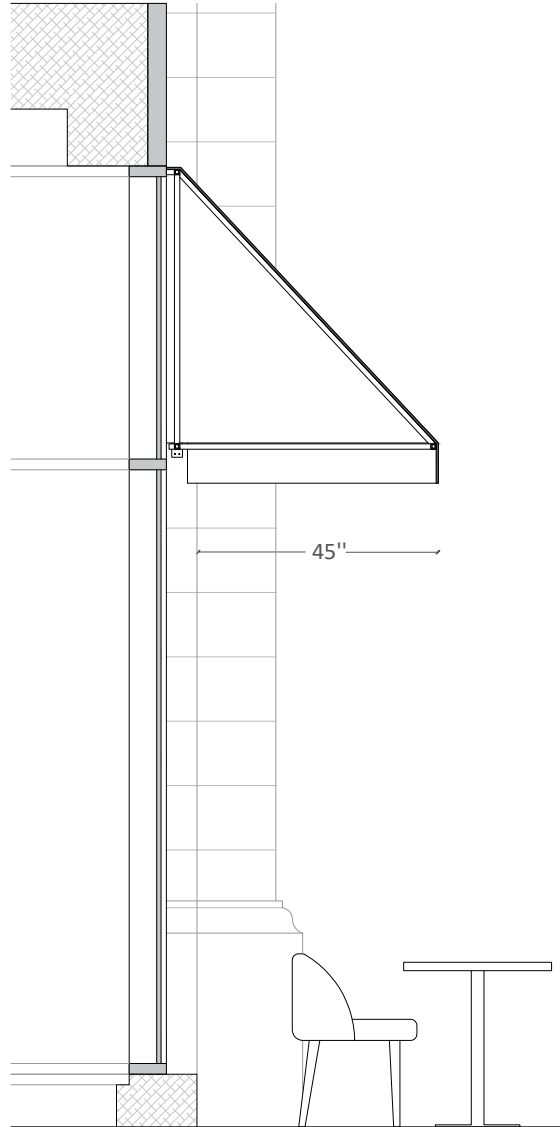
To be installed with wall bracket  
anchored to horizontal window  
frame.





Insert dimensioned elevation and section drawings for the awnings on this page, and a color photo of a proposed fabric swatch.

## 900 Broadway: Proposed Awnings

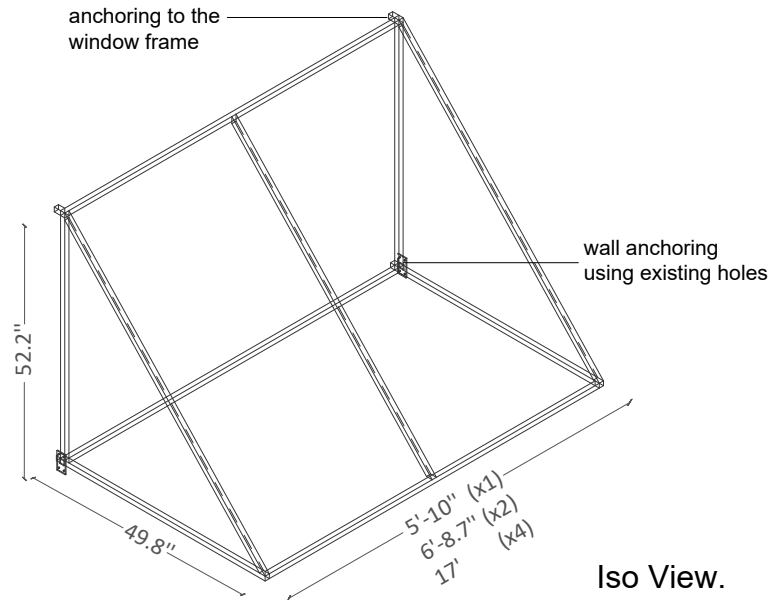


Section.

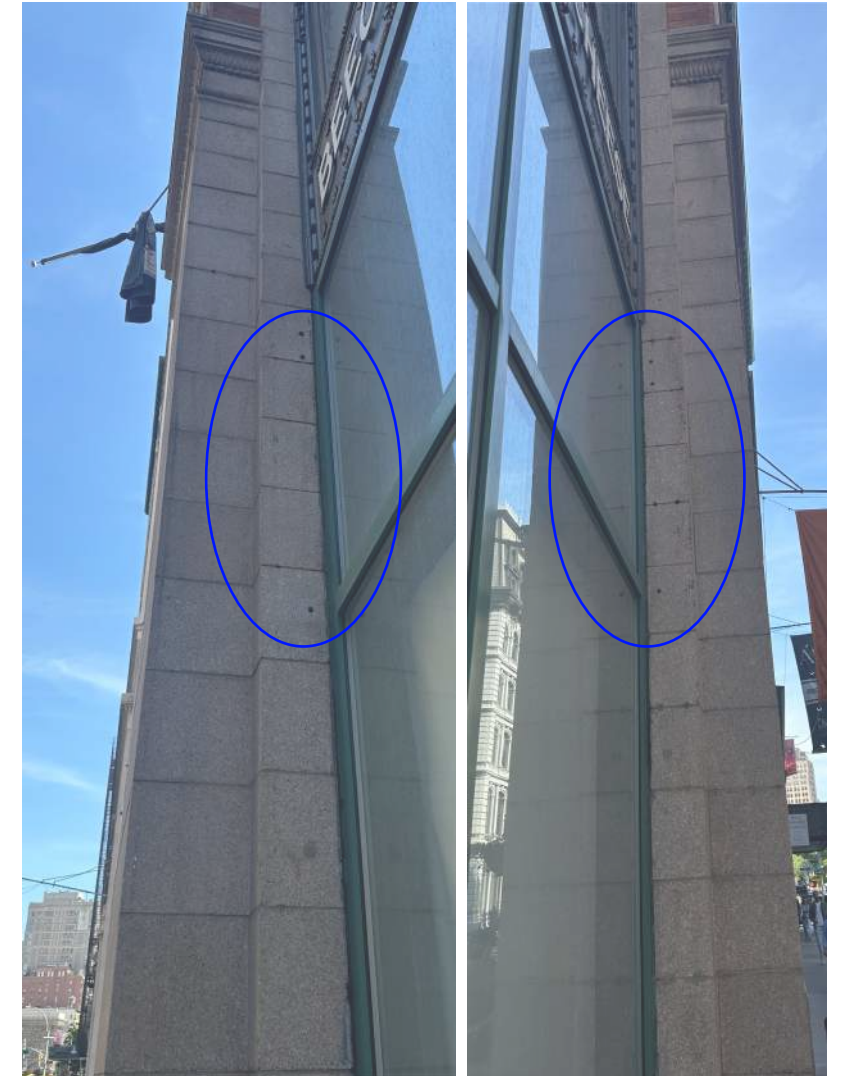
Awnings fabric texture

**Sunbrella  
MANHATTAN FOG  
4876-0000**

100% Sunbrella Acrylic



Iso View.



## Historic Precedent for Awnings with Closed Sides in the District



Looking north on Fifth Avenue from 22nd Street, circa 1900. (NYPL)



Historic Precedent for Awnings with Closed Sides in the District



Northwest corner of Fifth Avenue and West 21st Street, circa 1890. (NYPL)



Northwest corner of Fifth Avenue and West 18th Street, circa 1890. (NYPL)

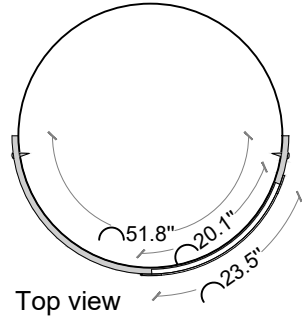


Looking north on Broadway from 21st Street, circa 1900. (NYPL)

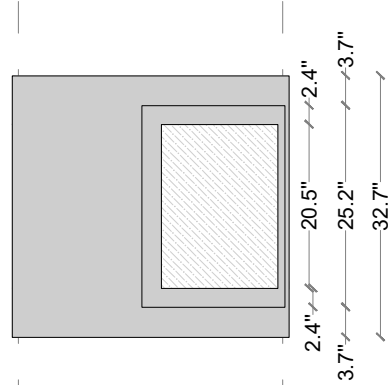
# 900 Broadway: Proposed Signage



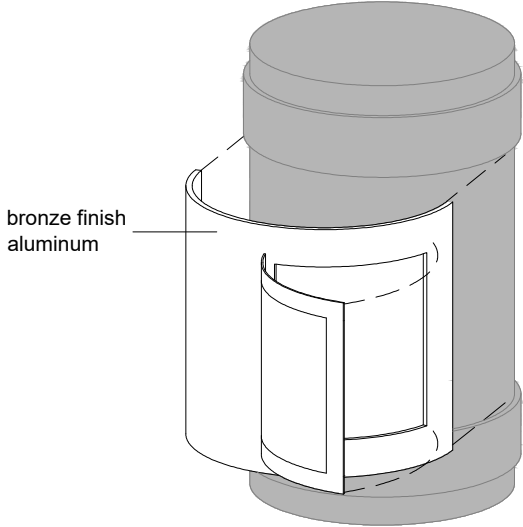
pre-existing plaques 1886



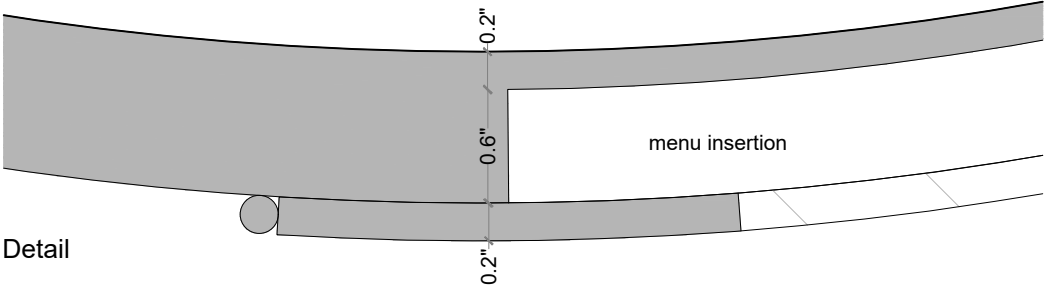
Top view



Front view



Isometric view



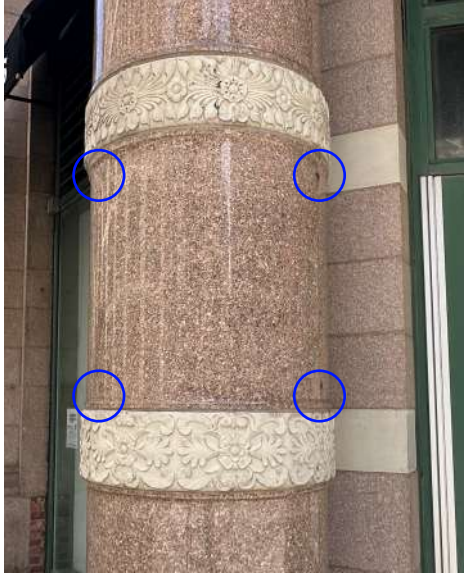
Detail

Convex menu display case to be installed in the same position and dimensions of pre-existing signage plaques.

The menu display is constructed in alluminium with the dark bronze finish, the same tonality of the window frames of the building



Use of existing anchor points for installation



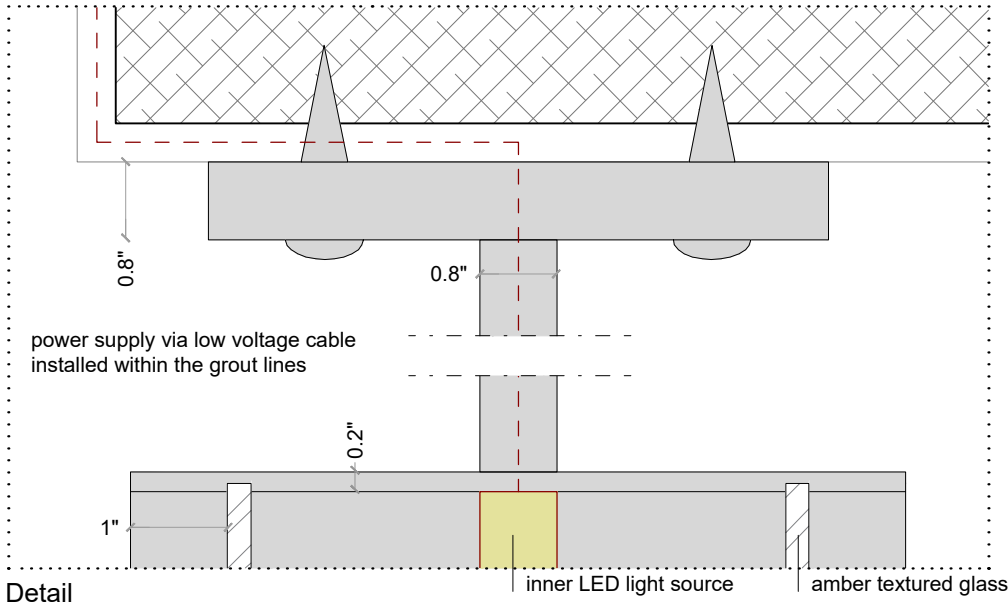
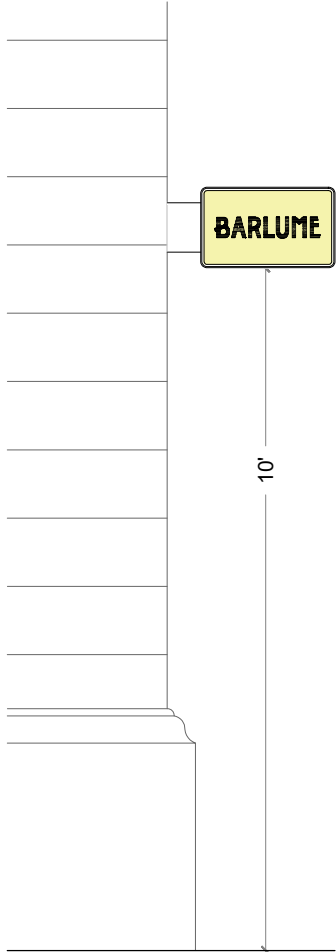
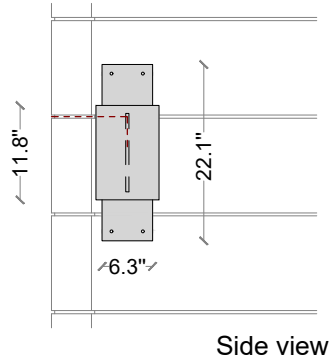
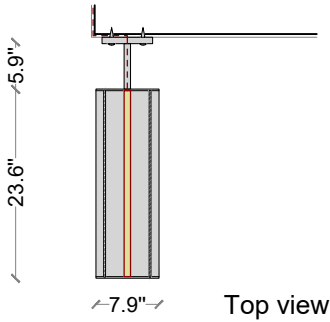
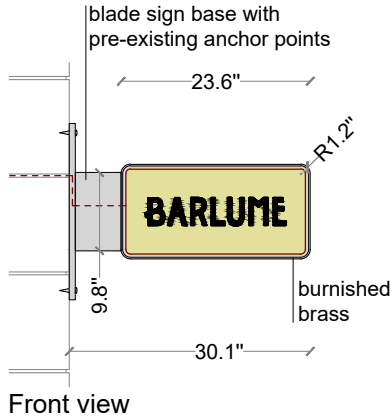


# 900 Broadway: Proposed Signage



Illuminated blade sign with a burnished brass frame and textured glass.

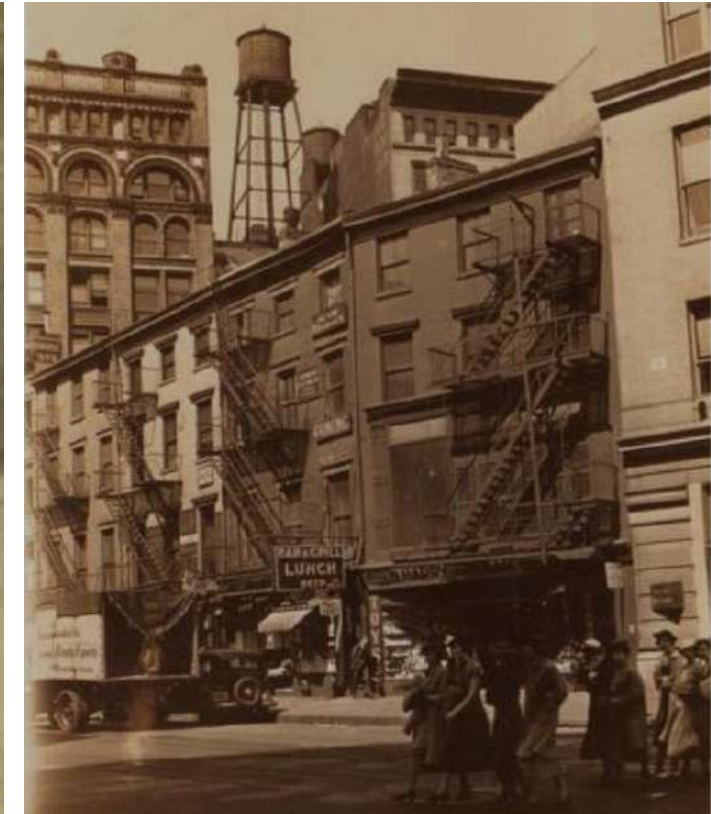
Installation will make use of four existing anchor points in the granite facade.



## Historic Precedent for Signage in the District



Broadway at West 20th Street, circa 1918. (NYPL)



East side of Broadway between East 17th and East 18th Streets, circa 1935. (NYPL)



# Conclusion



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