

June 23 2026
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-26-10002

1181 Broadway – Madison Square North Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 165 458 2708

Passcode: 937299

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (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.



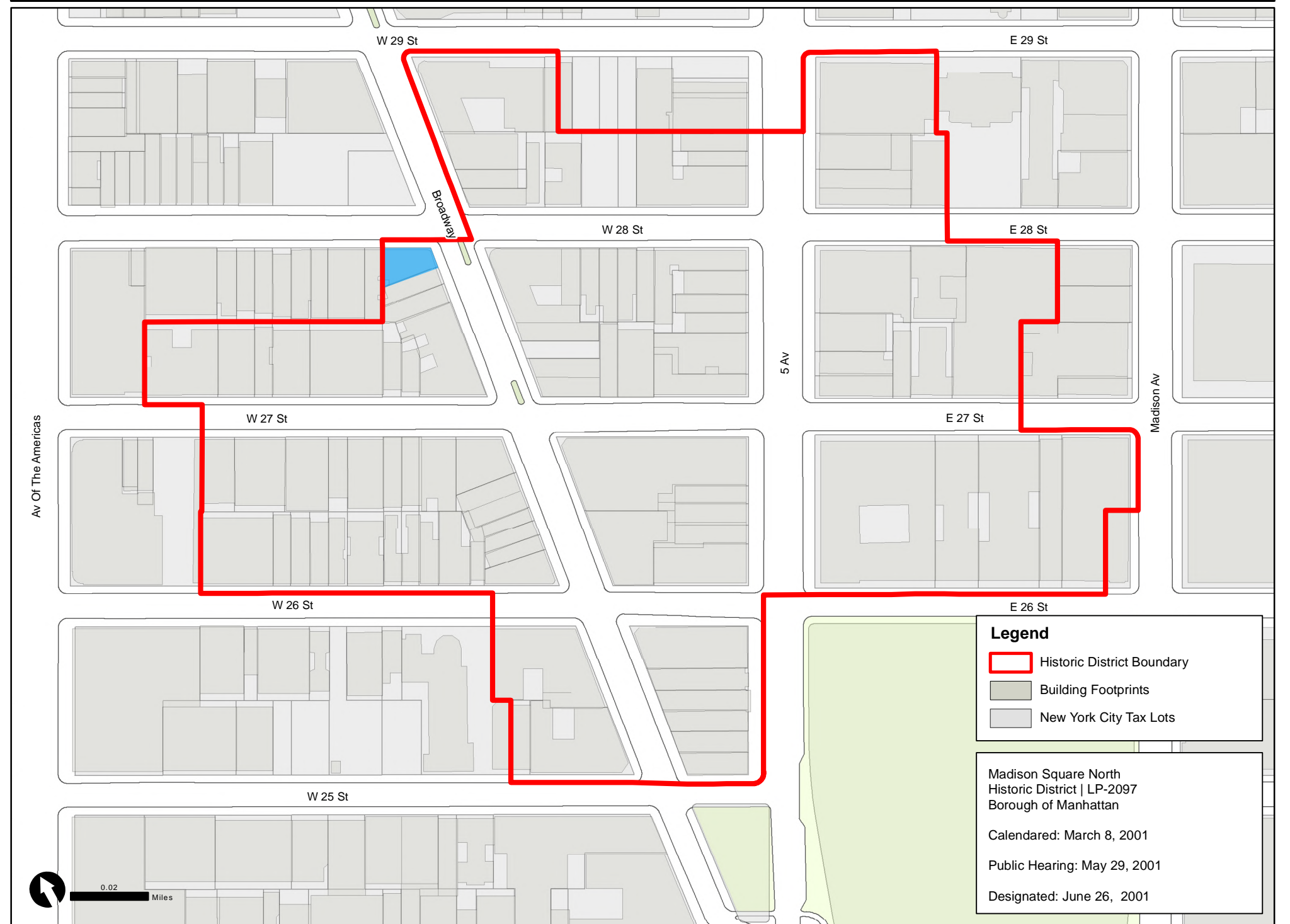
1181 Broadway | LPC

1181 Broadway | New York, NY 10001

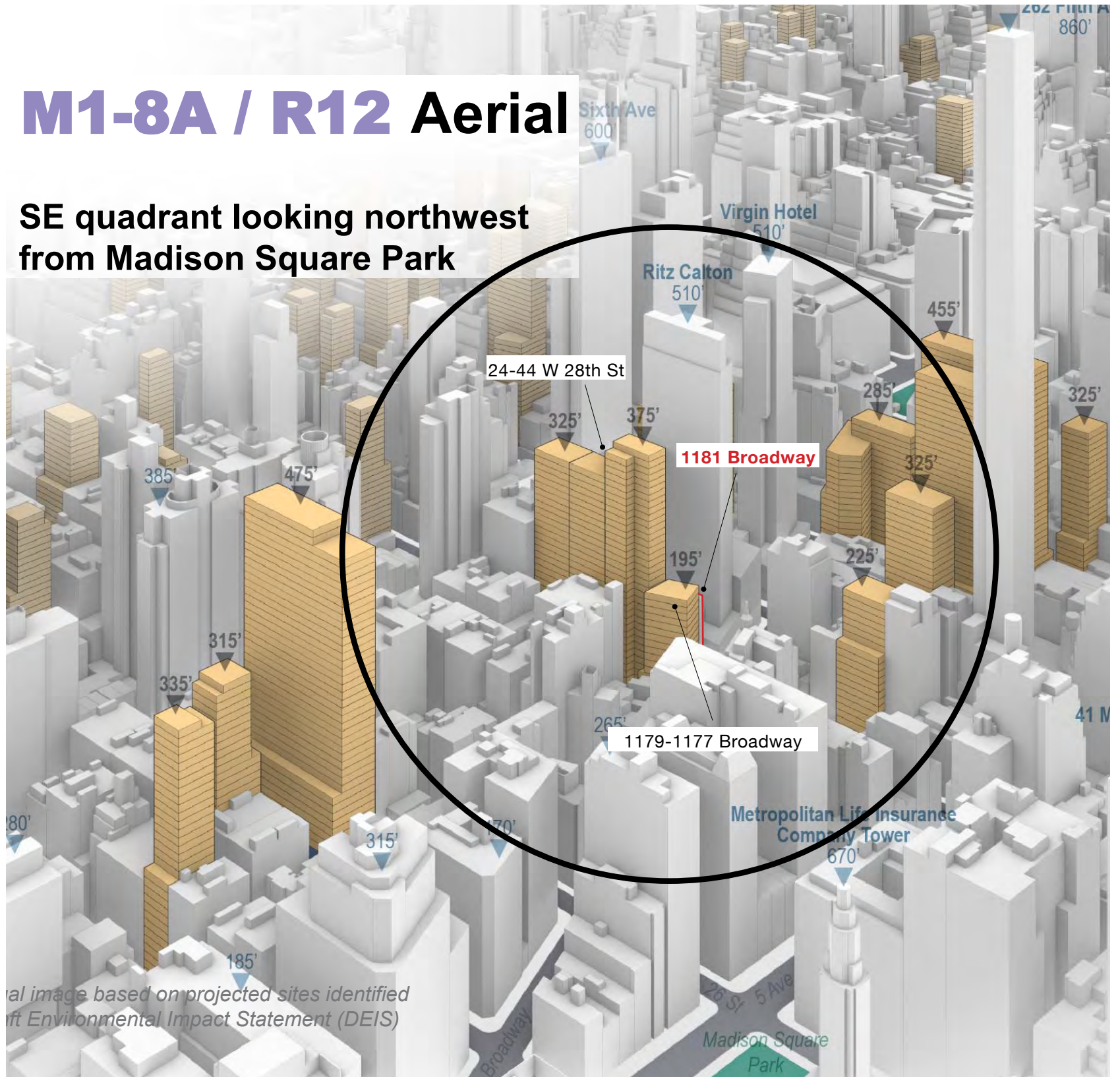
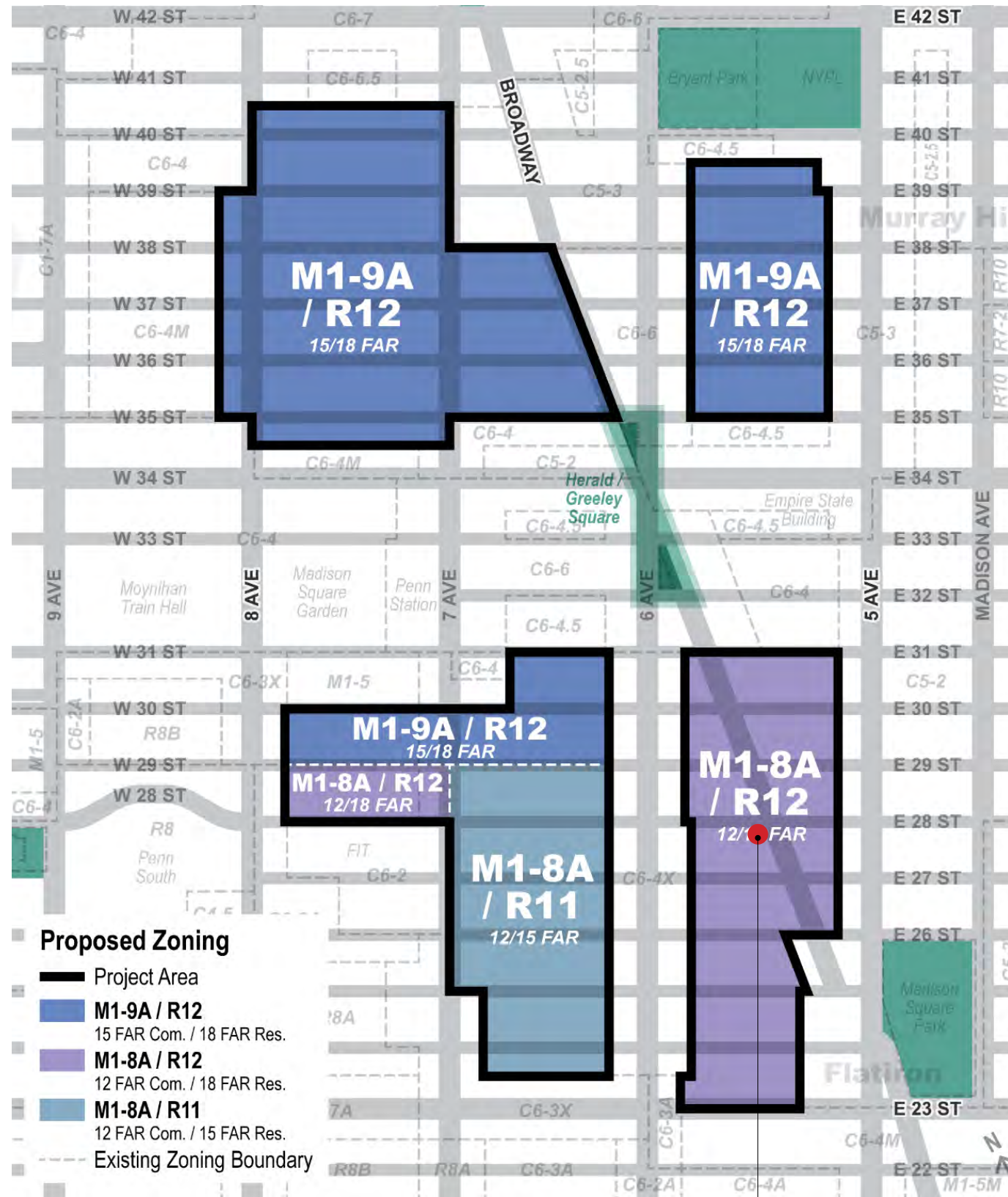
2026.06.23



Madison Square North Historic District | LP-2097



Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 2.5.2019



1181 Broadway

Visibility Study | View A - Corner View From Broadway Looking Up

2001, LPC Designation Photo



2026, Current Status



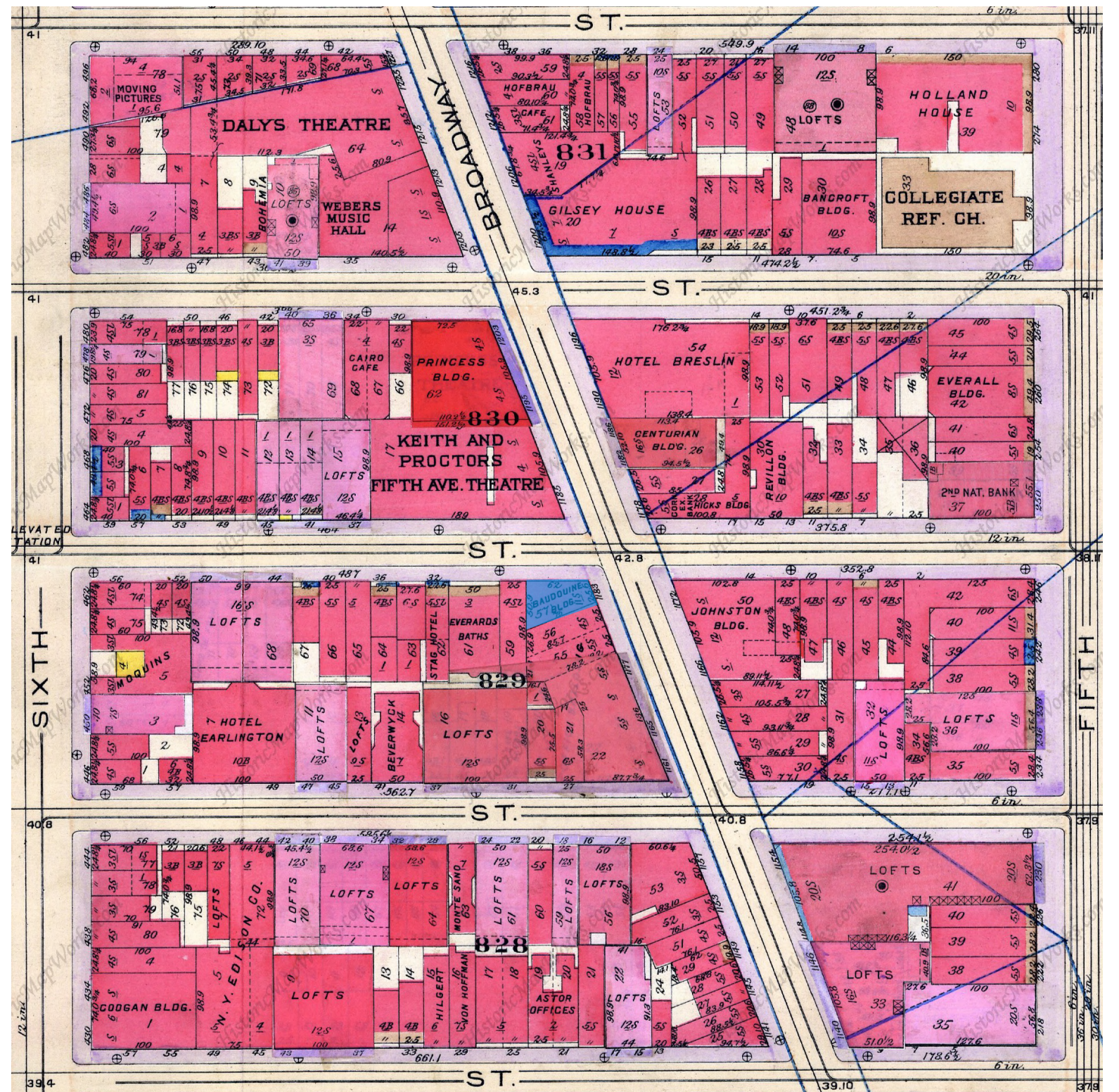
Proposed



Historic Documentation |



ca. 1905, New York Historical Society



1912, Bromley

Existing Conditions | Facade Photos



2026





2026





2026

Existing Conditions | Roof

Aerial View 1



Aerial View 2



Drone View 1



Drone View 2



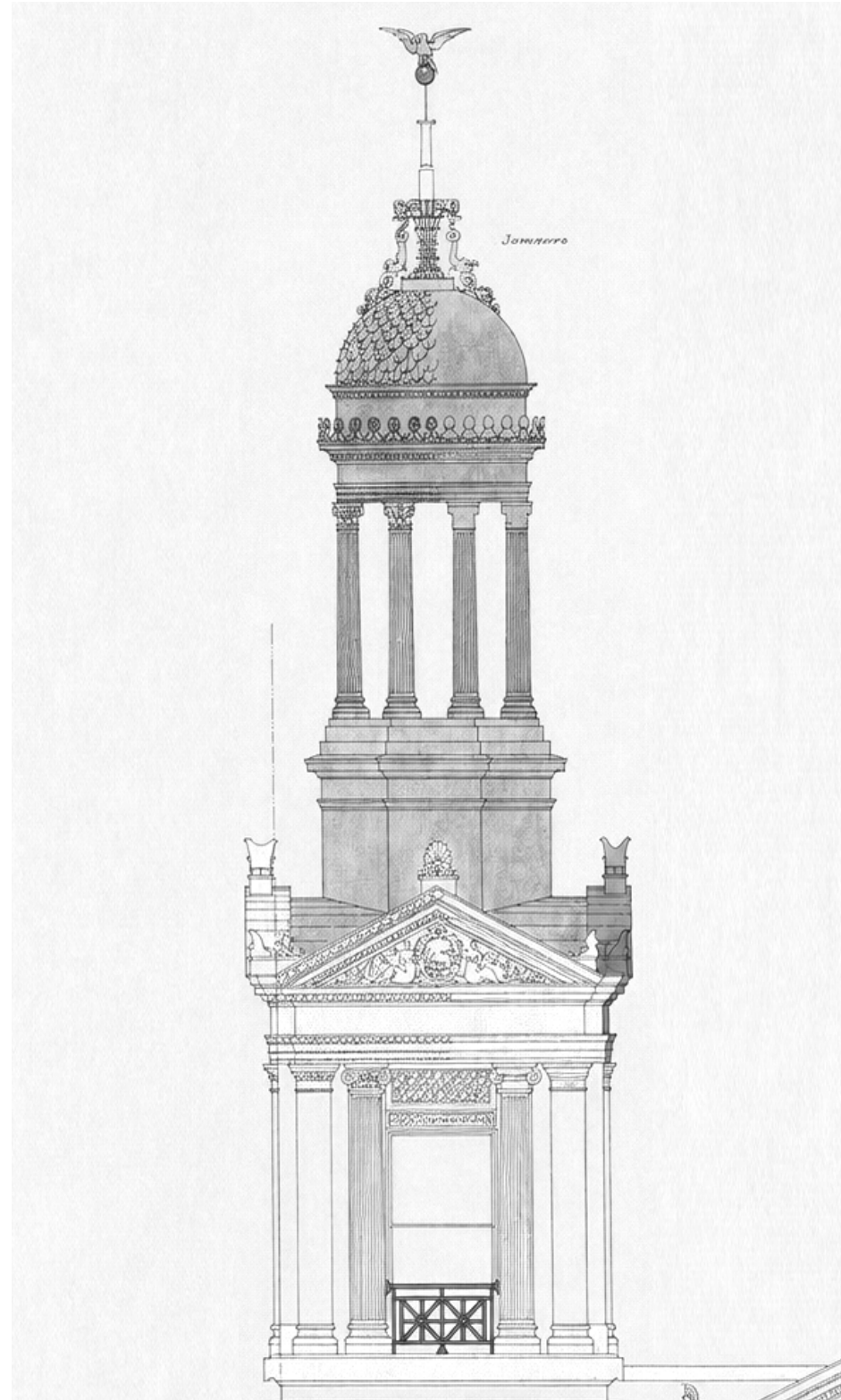
Drone View 3





2026





1895, NYC Department of Buildings



1910, New York Historical Society

Appropriateness Context |



Gillender Building, NYC Architecture
14 Wall Street
1897, Trowbridge & Livingston



Royal Insurance Building, MCNY
150 William Street
1927, McKim, Mead & White



Jamaica Chamber of Commerce, LPC
89-31 161st Street
1929, Conable, Smith & Rowley



48 Wall Street: 1929, Benjamin Winstar Morris
52 Wall: 1929, McKim Mead & White

Appropriateness Context |



176 Remsen Street
Rooftop addition approved by LPC 7/12/24



Appropriateness Context |



361 Broadway
Rooftop addition approved by LPC 06/05/12



204 Fifth Avenue
Rooftop addition approved by LPC 4/16/19

Existing



Proposed Design



Scope Notes:

1. Base Building – Preservation

Masonry facade to be cleaned and repaired in-kind

2. Ornamental Restoration

Missing areas of terra cotta to be recreated to match historic documentation

3. Base Building Windows

New windows to match historic configuration

4. PH Addition Windows

New PH windows to maintain the historic façade's window proportions and vertical rhythm.

5. Ground Floor

New storefront infill at ground floor based on historic documentation

6. Setback Addition

New penthouse addition set back from primary façade to minimize visibility from street level.

7. Materiality

Penthouse clad in precast limestone panels to complement the existing building.

8. Fenestration Alignment

New window openings aligned with existing vertical datums to maintain façade rhythm.

9. Design Approach

Contemporary interpretation of the existing building's proportions and composition.

10. Roof + Mechanical

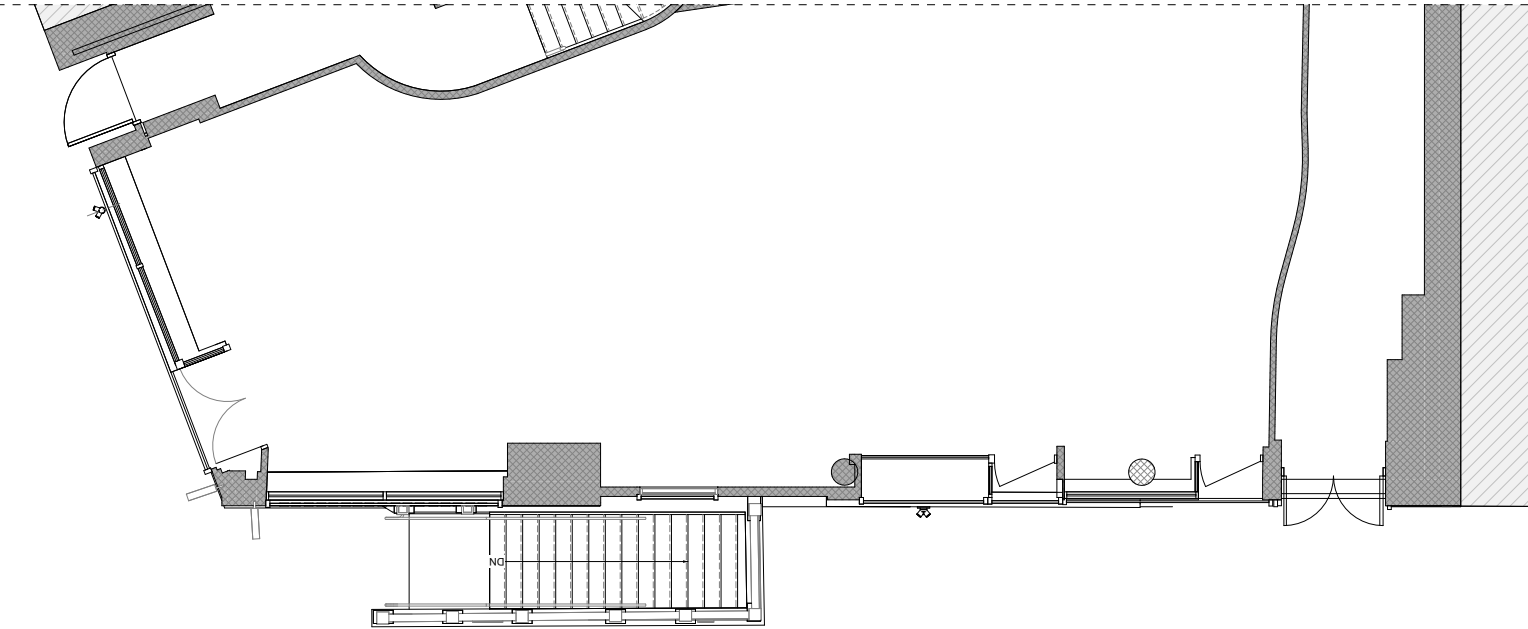
New stair bulkhead and mechanical enclosure located at roof level.

11. Screening

Mechanical equipment screened from view with integrated louvered enclosure in painted aluminum

Current

Plan Overview



Existing Conditions

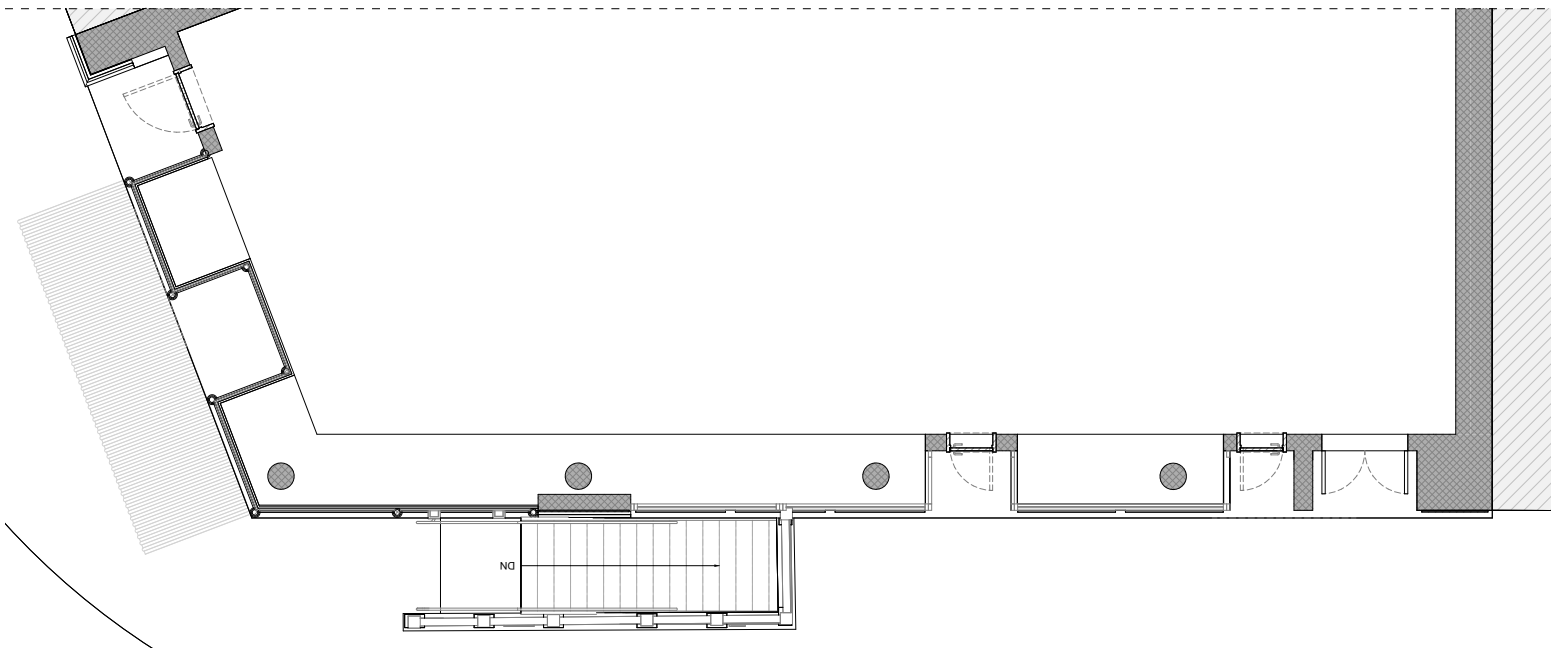
2026



Original Storefront | 1905

Original Design

Plan Overview



1181 Broadway | New York, NY

New York Historical Society

1905



Pier

Retail Entrance

Pier

Grille

Grille

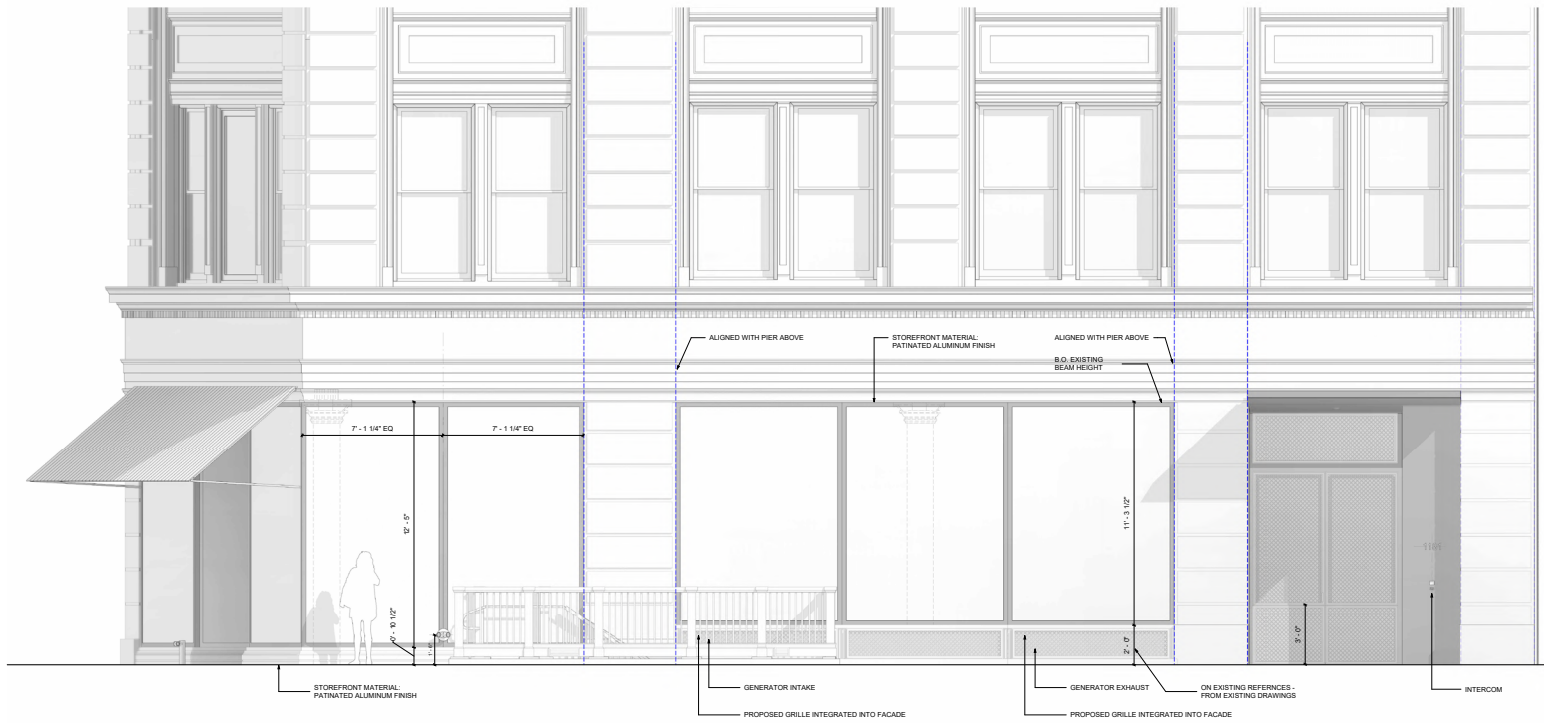
Grille

Grille

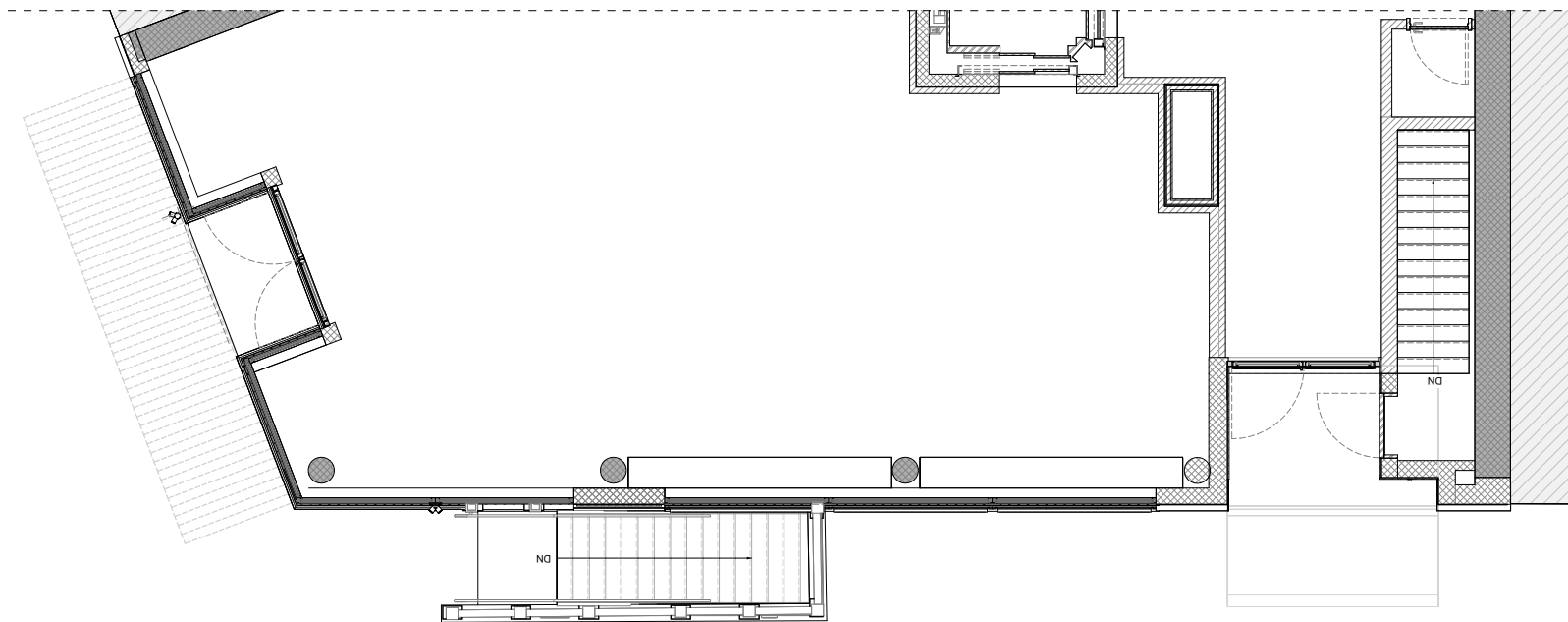
Pier

Storefront Design | North Elevation

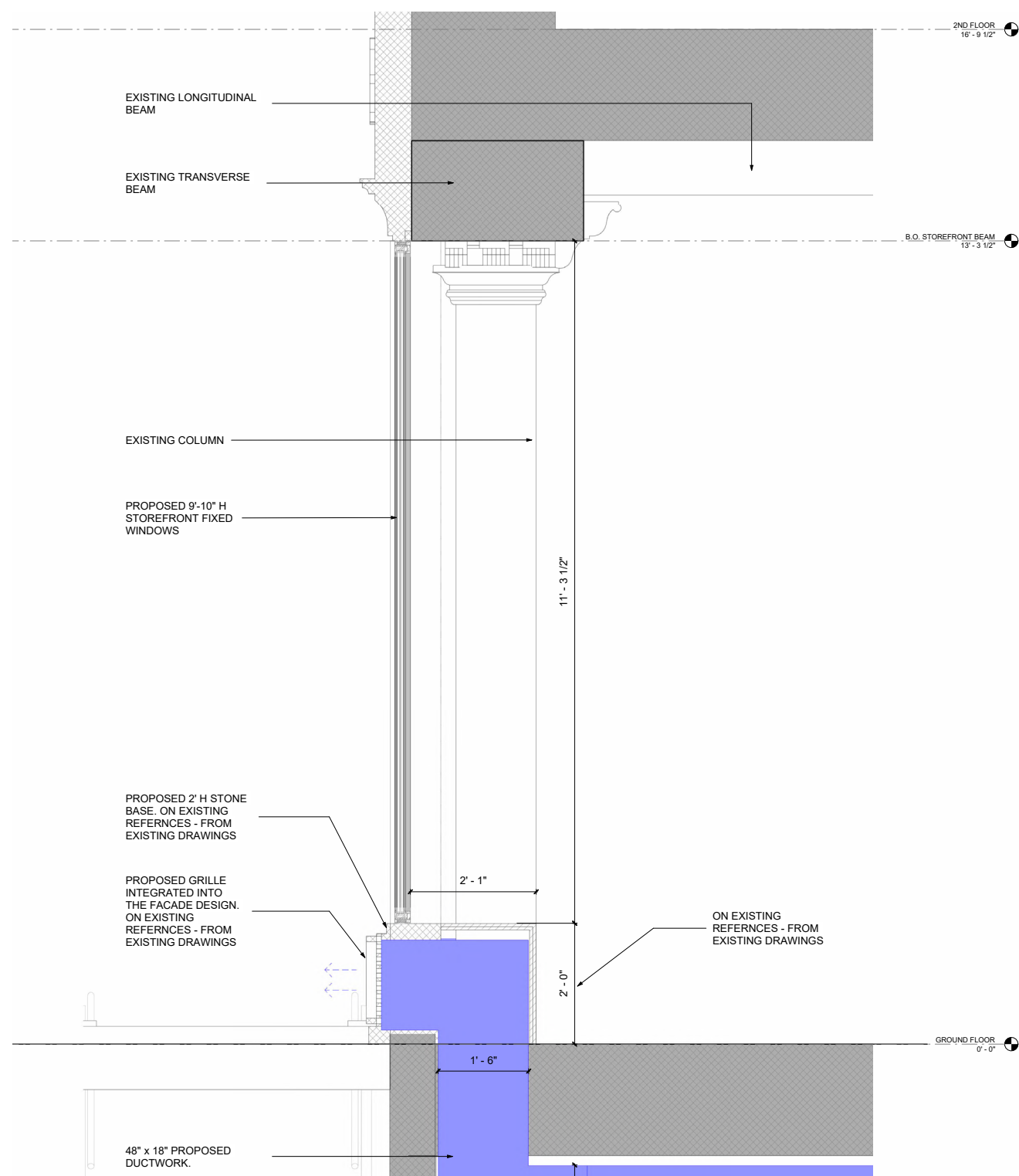
Current
North Elevation



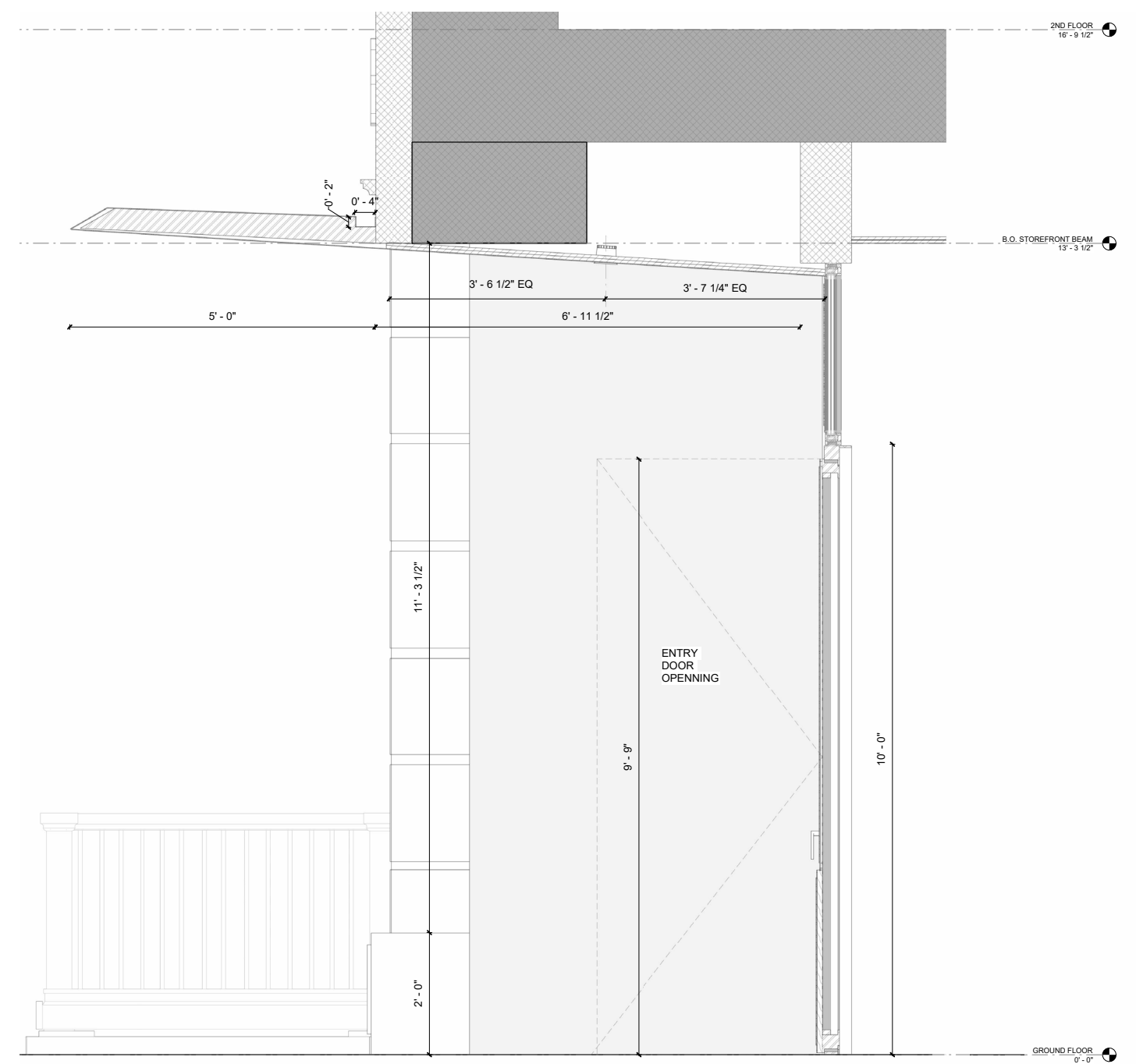
Proposed
North Elevation



Section A - Glass



Section B - Pier



Residential Entrance on 28th St | Exterior View

Existing



Proposed Design



Retail Entrance on Broadway | Exterior View

Existing



Proposed Design



Proposed Design |

Existing



Proposed Design



Potential Adjacent Development
375 ft Building 24-32 W 28TH

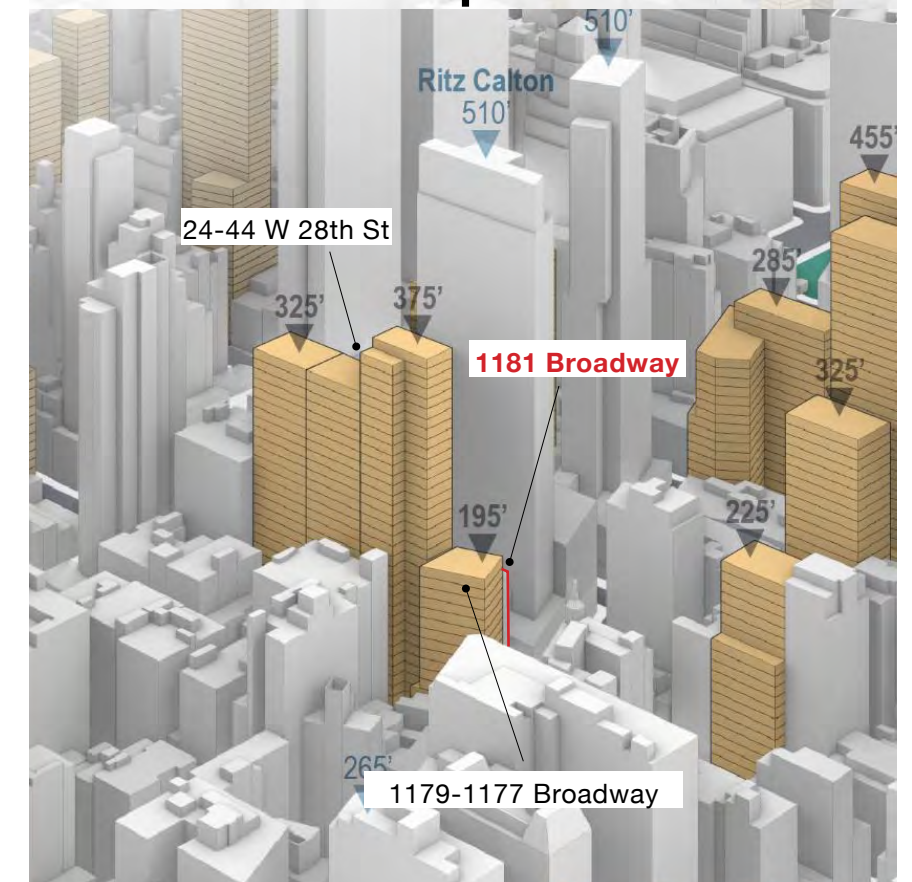
Potential Adjacent Development
325 ft Building 32-44 W 28TH

Potential Adjacent Development
195 ft Building 24-44 W 28TH
(subject to LPC approval)



M1-8A / R12 Aerial

**SE quadrant looking northwest
from Madison Square Park**

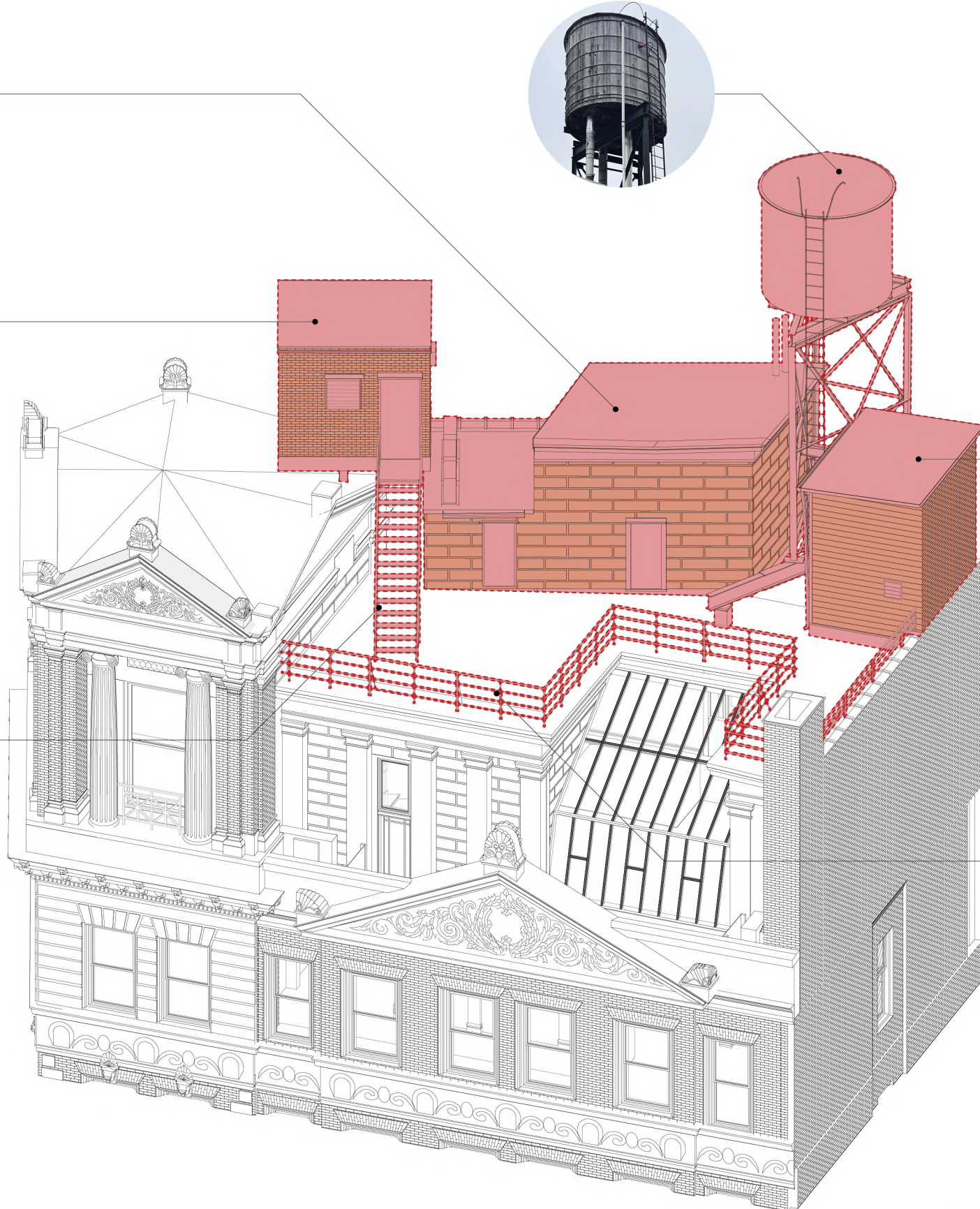


Non-Original Rooftop Elements | Existing Conditions

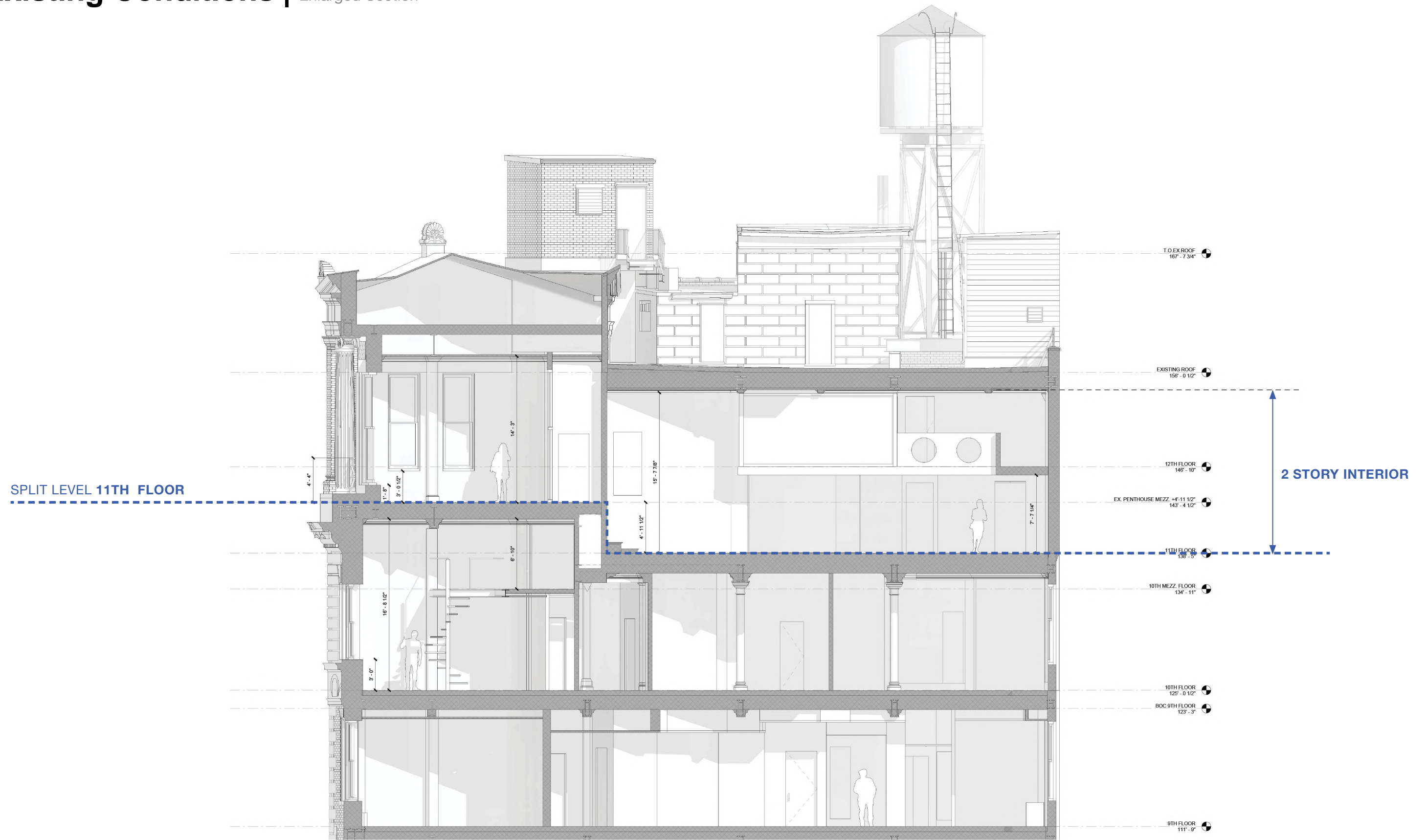
Aerial View 1 - Google Earth



Aerial View 2 - Google Earth



Existing Conditions | Enlarged Section



Enlarged North Elevation | Existing & Proposed Penthouse



Existing



Proposed

Architectural Continuity | Historic Reference & Contemporary Interpretation



BANDING ESTABLISHES CONTINUITY BETWEEN THE HISTORIC TEMPLE AND NEW PENTHOUSE MASSING.

ALIGNMENT OF TEMPLE COLUMN WITH TOP PENTHOUSE CORNER
 ACROTERIA REINTERPRET THE HISTORIC ROOFLINE TERMINATION.
 PIERS TO ALIGN WITH BASE BUILDING WINDOW OPENINGS
 CONTEMPORARY ENTABLATURE DERIVE FROM THE EXISTING FACADE

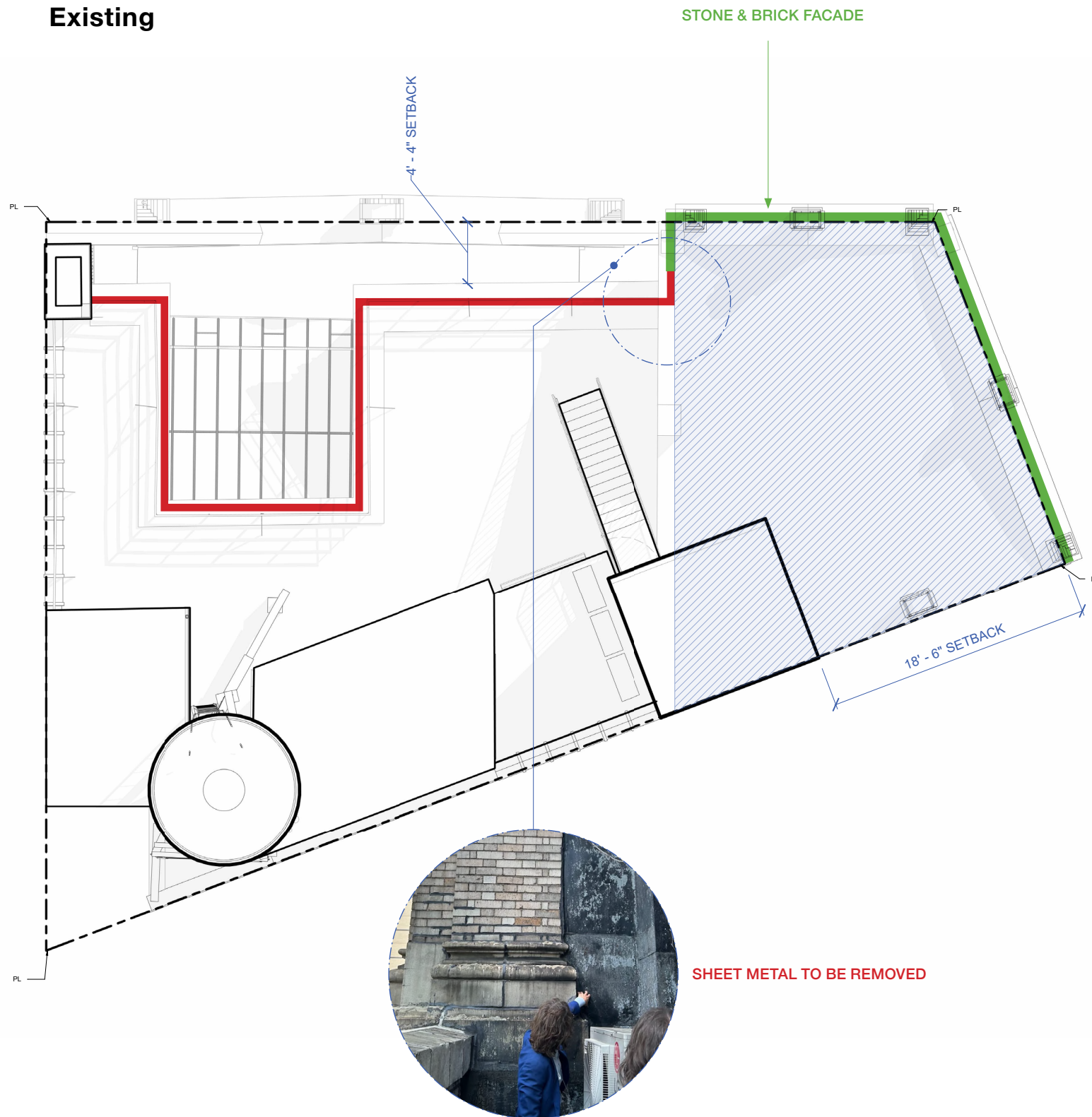


WINDOW PROPORTIONS FOLLOW THE VERTICAL HIERARCHY ESTABLISHED IN THE EXISTING BUILDING, WHERE UPPER ARCHITECTURAL VOLUMES INCORPORATE TALLER OPENINGS

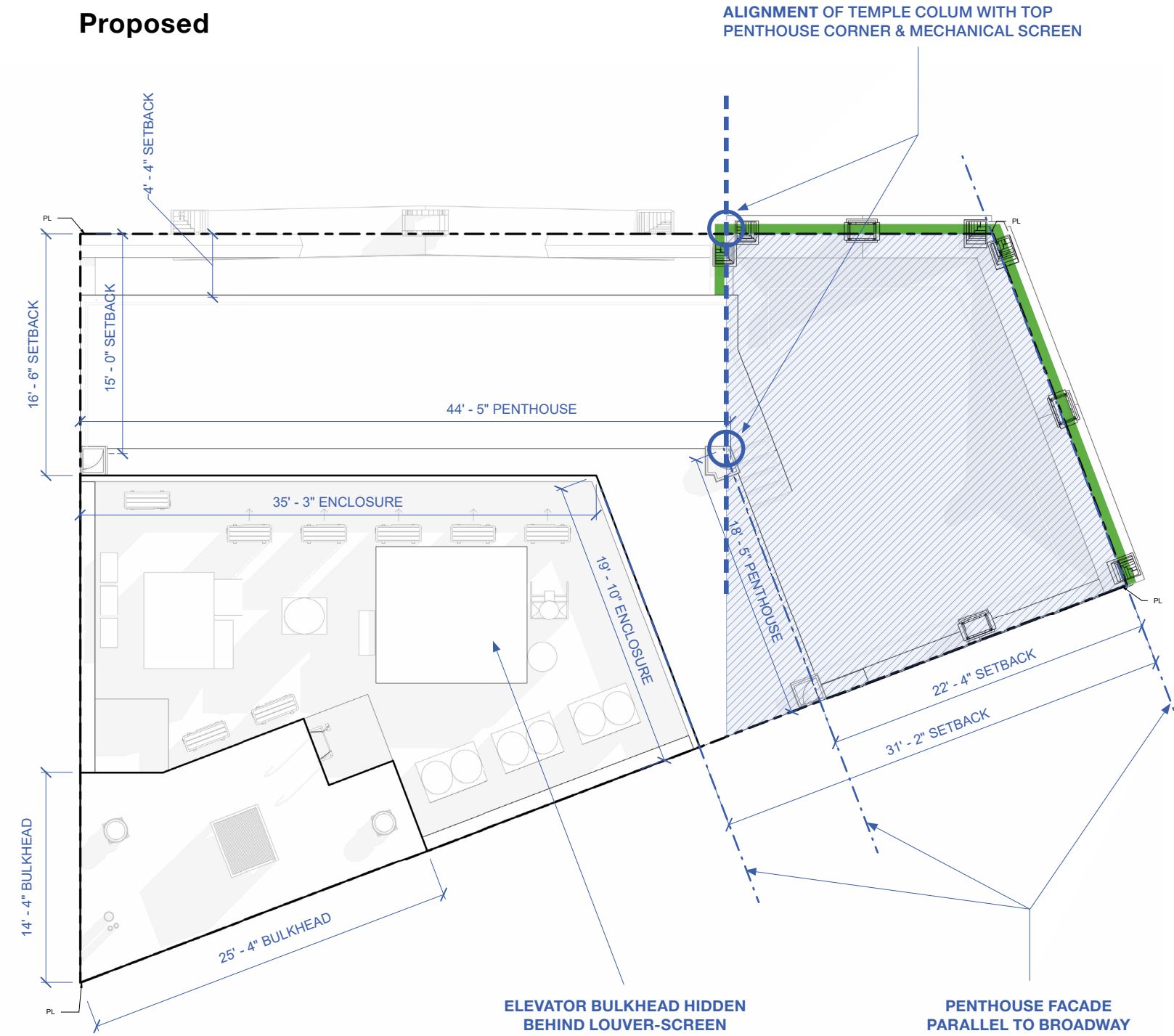
The addition reinterprets key architectural elements of the existing building through proportion, alignment, and material articulation

Roof Plan | Existing & Proposed

Existing



Proposed



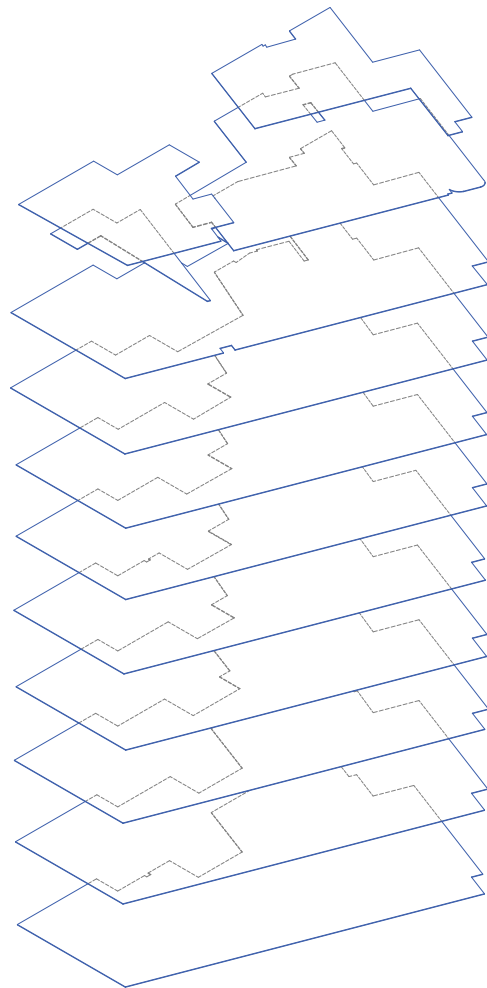
Usable Floor Area | Existing vs. Proposed

The proposed design maintains the building's existing usable area while accommodating the requirements of a residential conversion.

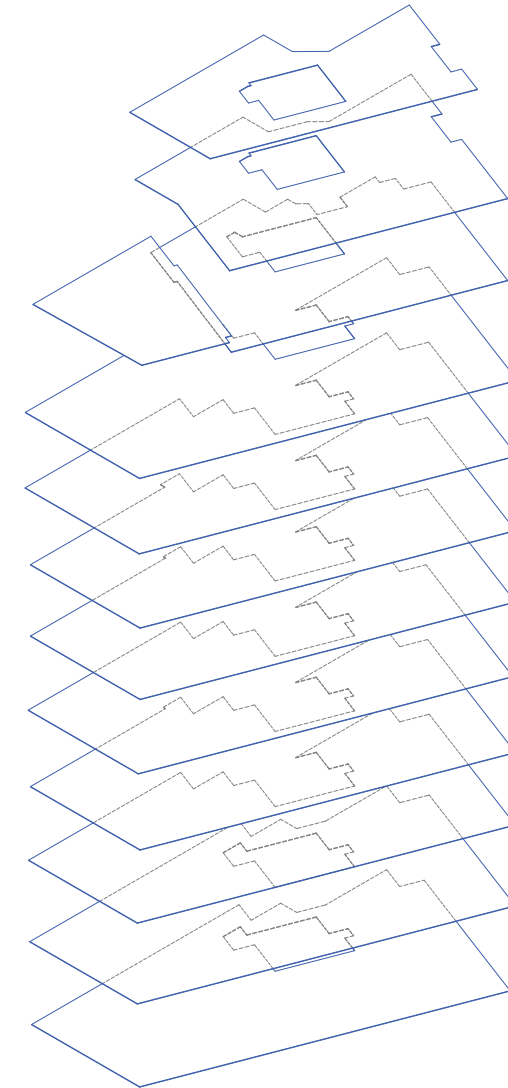
EXISTING
19,436 SF

PROPOSED
19,411 SF

12 FL	538 SF
11 FL	1,626 SF
10 Mezz.	150 SF
10 FL	1,954 SF
9 FL	1,909 SF
8 FL	1,916 SF
7 FL	1,907 SF
6 FL	1,897 SF
5 FL	1,918 SF
4 FL	1,892 SF
3 FL	1,844 SF
2 FL	1,885 SF



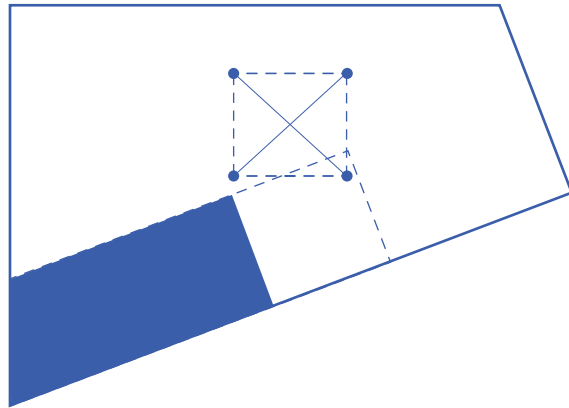
13 FL	791 SF
12 FL	1,236 SF
11 FL	1,659 SF
10 FL	1,776 SF
9 FL	1,777 SF
8 FL	1,733 SF
7 FL	1,732 SF
6 FL	1,717 SF
5 FL	1,732 SF
4 FL	1,713 SF
3 FL	1,755 SF
2 FL	1,790 SF



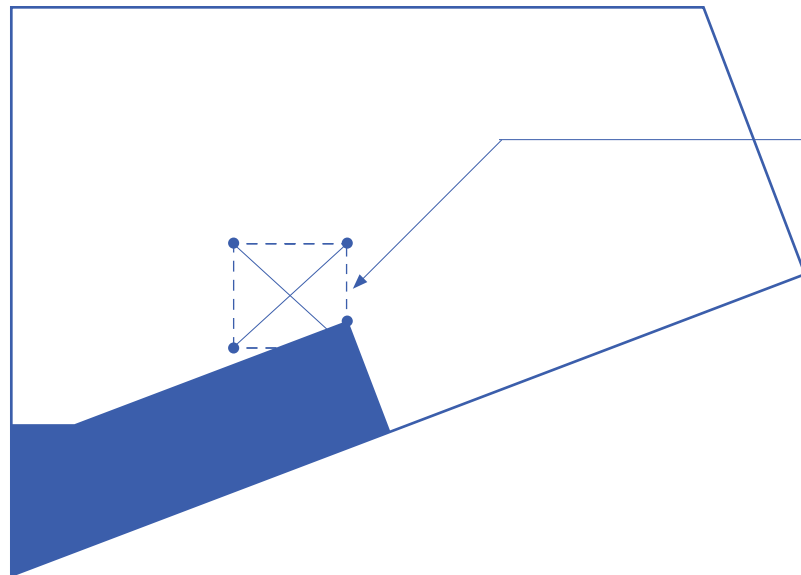
Height & Configuration of Added Floors | Section Diagram

Floor-to-floor heights are coordinated with the egress stair geometry to minimize the stair footprint and maximize usable floor area at the upper levels.

Top Floor

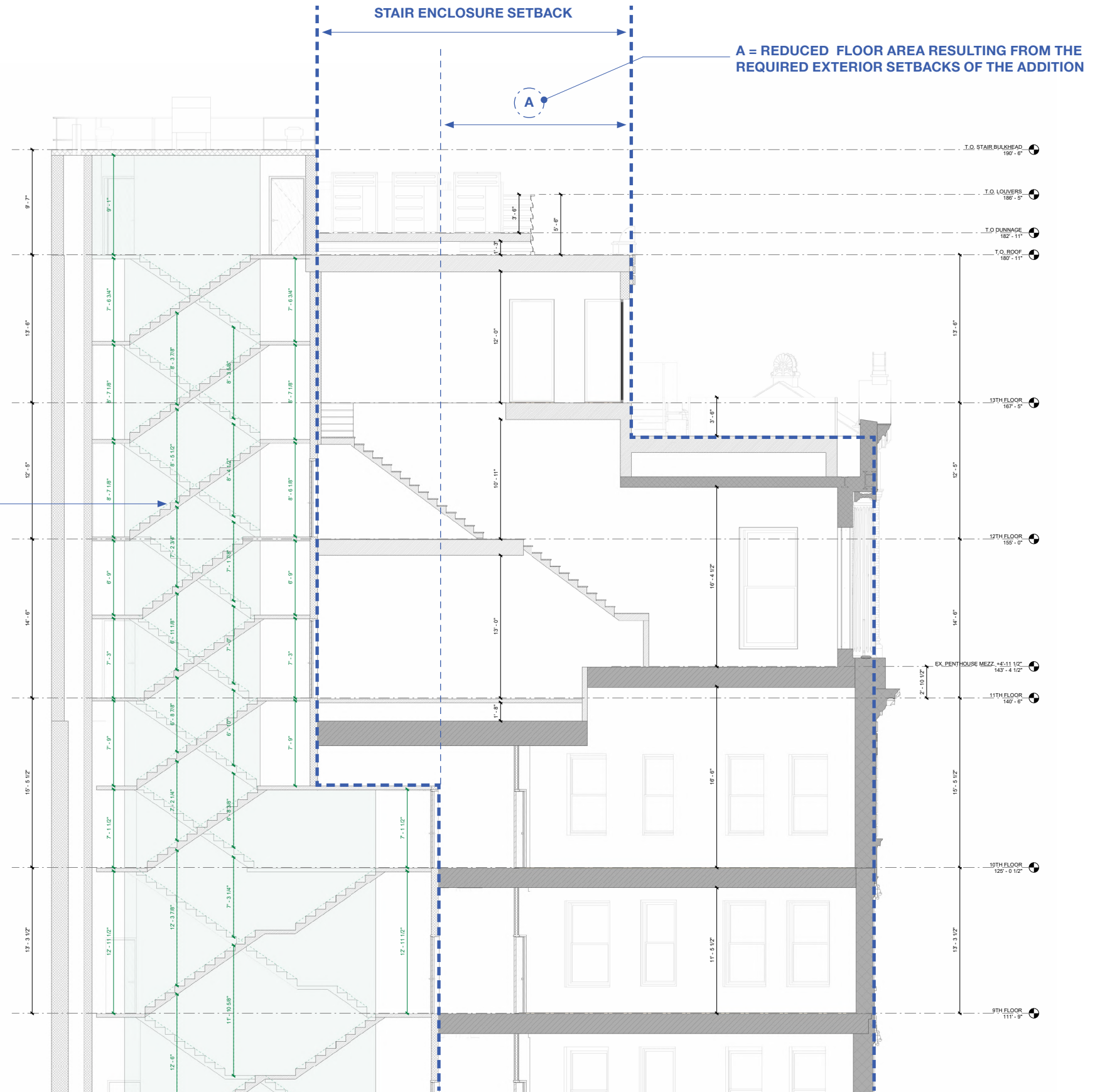


Lower Floor



STAIR RUNS ARE CONFIGURED TO MAINTAIN THE MINIMUM CODE-REQUIRED HEADROOM CLEARANCE WHILE LIMITING THE OVERALL STAIR VOLUME

ELEVATOR SHAFT



Proposed Material Palette | Facade

Existing Base Building

Cleaned Brick Masonry



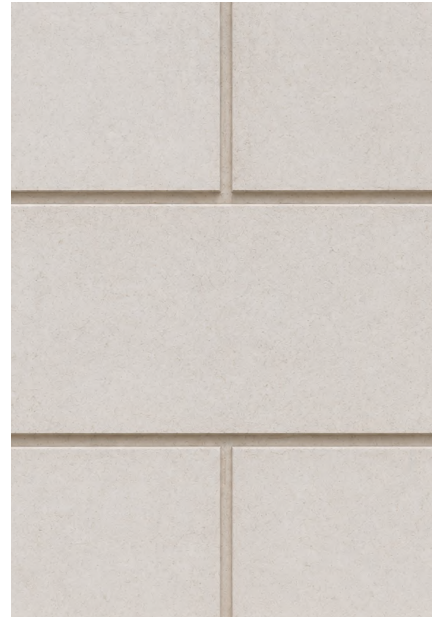
Existing Building Ornaments

Restored Terracotta



Existing Base Building

Restored Limestone



Base Building Window Spandrels & Mullions

Cleaned Cast Iron



Penthouse Cladding

Lightweight Precast Stone Panels



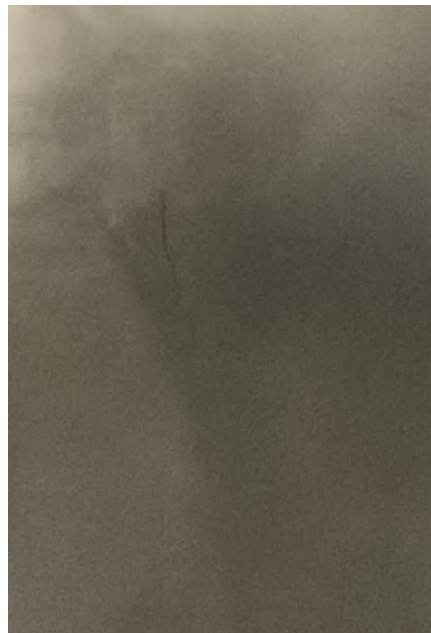
Mechanical Louver Screen

Painted Aluminum



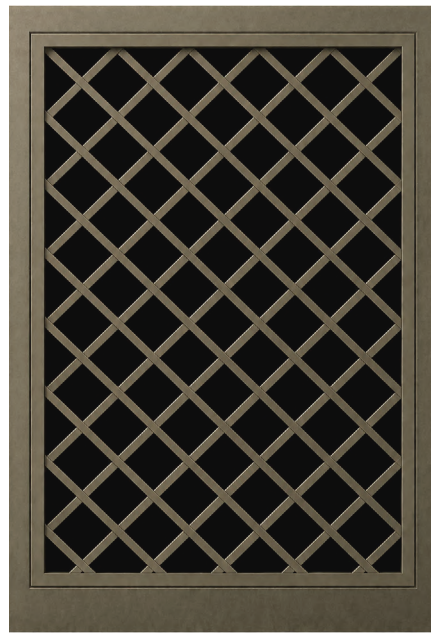
Storefront & Window Frames

Patinated Aluminum Finish



Storefront Integrated Grille

Patinated Aluminum Finish



Windows Floors 2-10

BM Cape May Cobblestone 1474



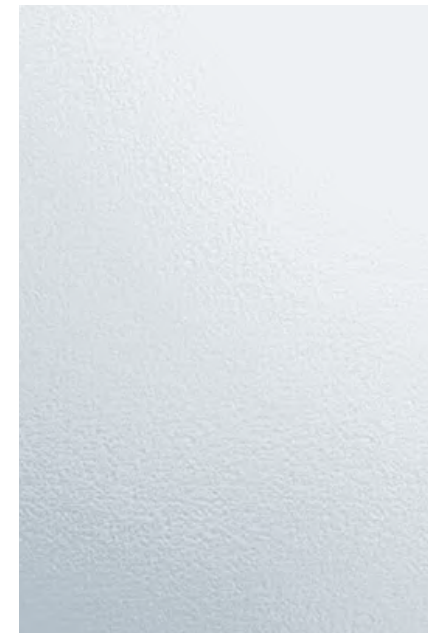
Existing Base Building Ornaments

Restored Terracotta



Penthouse Railing

Low-Iron Clear Glass



Awning

Green/White Striped Canvas



Existing



Proposed



Visibility Study | View From Broadway Looking South

■ Top Penthouse Visible From Street Level

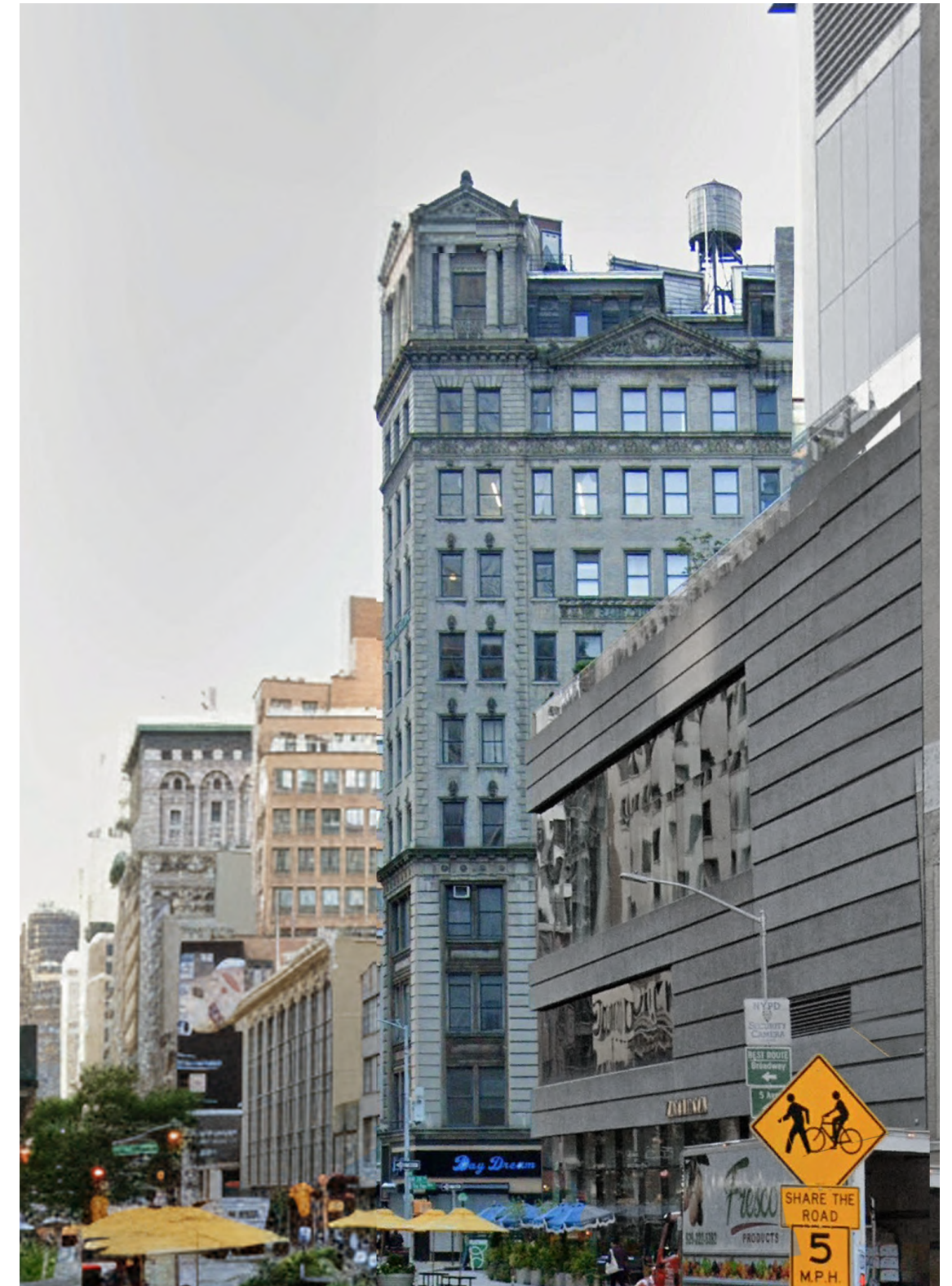
----- Madison Square North Historic District | LP-2097



1181 BROADWAY

1181 Broadway | New York, NY

Vantage Point D - Existing Conditions



33

Visibility Study | View D - From Broadway Looking South

Vantage Point



Proposed Design



Mockup



Visibility Study | View B - From East 28th St Looking towards Broadway

Existing



Proposed Design



Mockup



Visibility Study | View E - From West 28th St Looking towards Broadway

Existing



Proposed Design



Mockup



Existing



Proposed Design



Mockup



Visibility Study | View G - From Broadway Looking North

Existing



Proposed Design



Mockup



Existing



Proposed





Appendix |

2026.06.23

PROPOSED PH ADDITION 1,971 SF

POTENTIAL 18FAR = 15 ADDITIONAL FLOORS

**EXISTING Gross Area
28,303 SF**

Ground Fl.	2,517 SF
Second Fl.	2,476 SF
Third Fl.	2,476 SF
Fourth Fl.	2,476 SF
Fifth Fl.	2,476 SF
Sixth Fl.	2,476 SF
Seventh Fl.	2,476 SF
Eight Fl.	2,476 SF
Ninth Fl.	2,476 SF
Tenth Fl.	2,476 SF
Tenth Mezz Fl.	176 SF
Eleventh Fl.	2,476 SF
Twelfth Fl.	754 SF

**PROPOSED Gross Area
*30,274 SF**

Ground Fl.	2,550 SF
Second Fl.	2,543 SF
Third Fl.	2,543 SF
Fourth Fl.	2,543 SF
Fifth Fl.	2,547 SF
Sixth Fl.	2,547 SF
Seventh Fl.	2,547 SF
Eight Fl.	2,547 SF
Ninth Fl.	2,547 SF
Tenth Fl.	2,547 SF
Eleventh Fl.	2,307 SF
Twelfth Fl.	1,893 SF
Thirteenth Fl.	1,283 SF

**670 SF substracted = filled in corner floors 2-10*

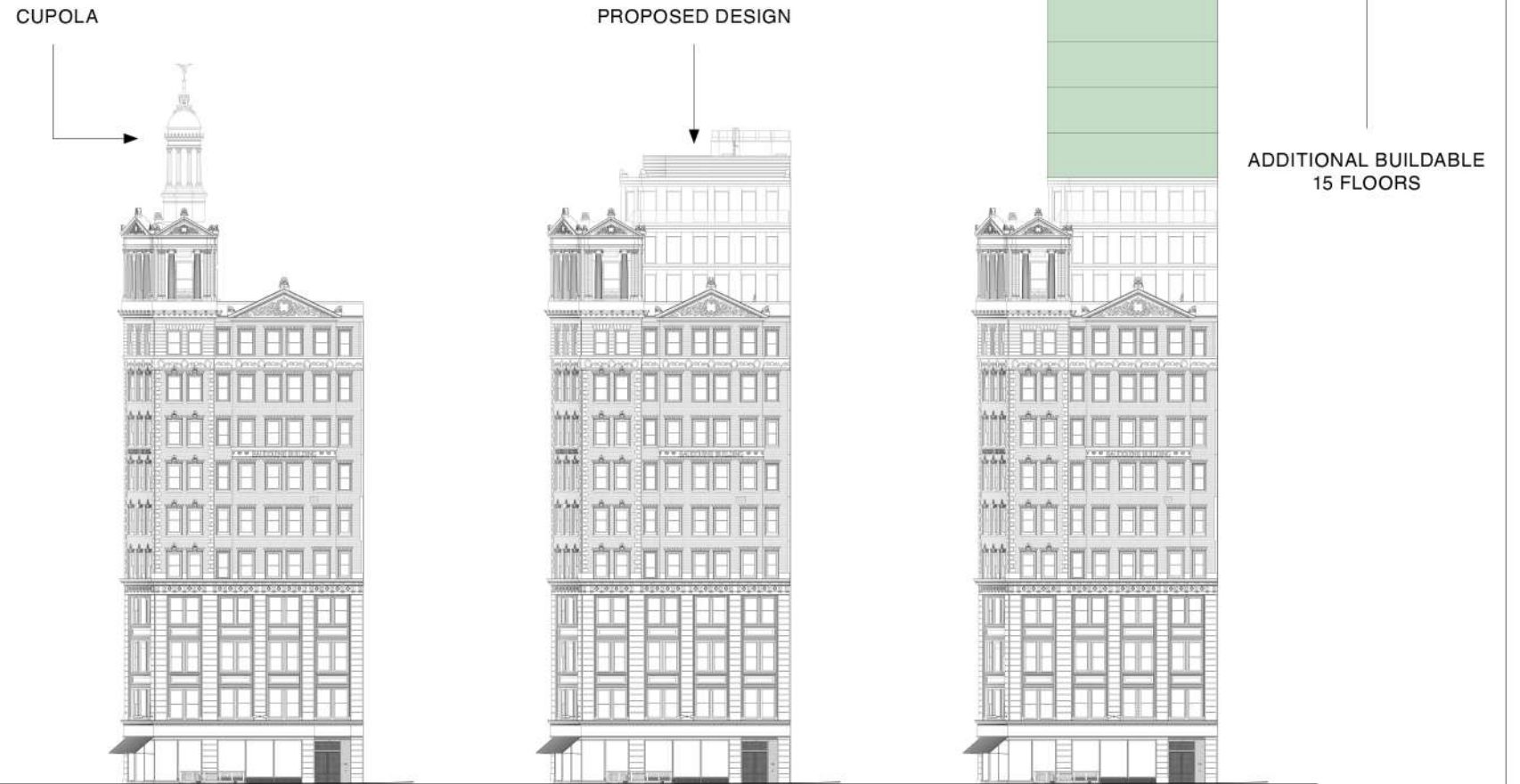
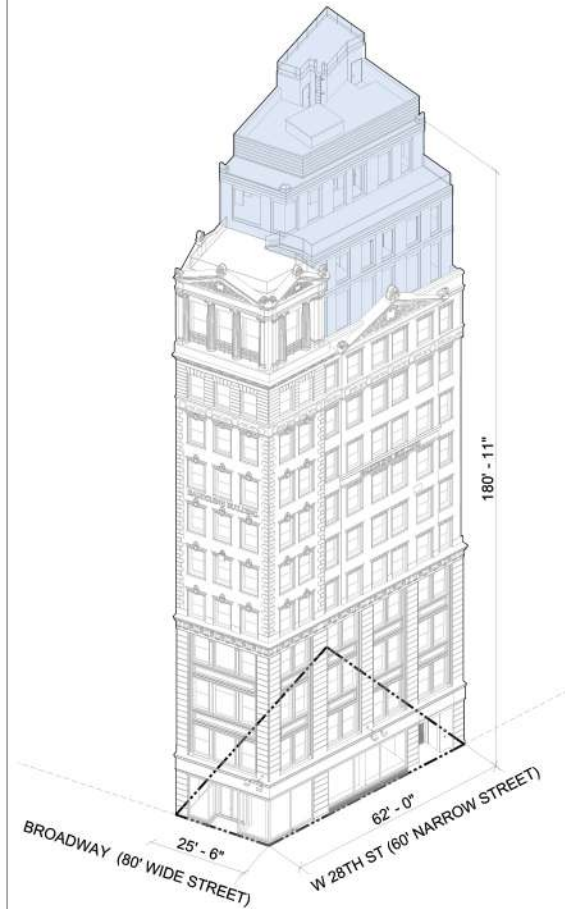
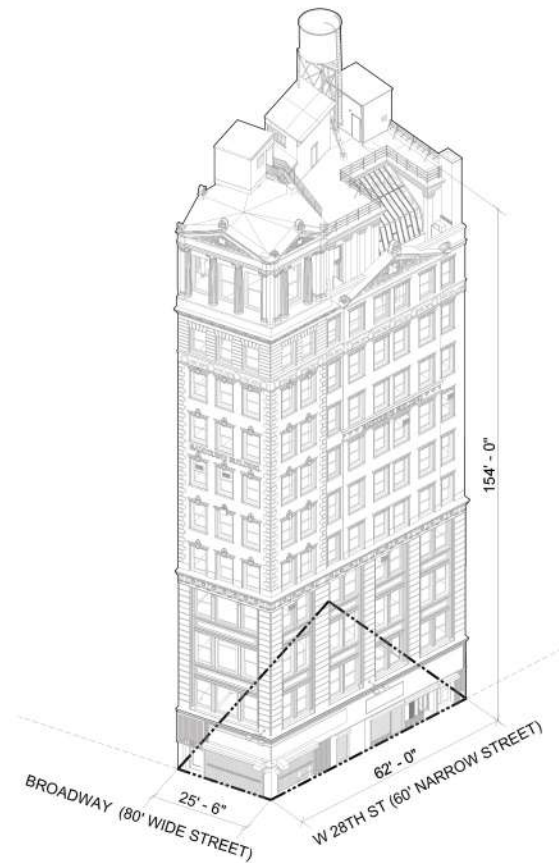
**Allowable Floors Above Proposed Design
15 Floors**

Lot area:
Proposed M1-8A/R12 = **2,550 SF**

**Max. Permitted Floor Area:
18FAR = 45,900 SF**

**Total Possible Gross:
45,900 + 10% (zoning deductions) = 50,490 SF**

50,490 SF - 30,944 SF = 19,546 SF Extra = 15 Floors



Nighttime View - From E 28 St Looking Towards Broadway



Nighttime View – Residential Entrance





2026, Storefront - Base pier at Broadway



Probe Location - East Elevation (Broadway)

NOTES:

Probe investigation indicates that the original pier base assembly has been substantially altered and is no longer intact. Existing conditions reveal later infill and cladding materials concealing the original storefront construction, including non-historic cementitious/cast material surrounding utility runs and miscellaneous interventions. Original historic storefront base detailing does not appear to remain at this location.



2026, Storefront - Corner at Broadway/28th St



Probe Location - East Elevation (Broadway)

NOTES:

Probe at the corner storefront condition confirms that the original storefront base enclosure has been removed. Existing conditions expose the structural column and base plate directly behind the storefront glazing line, with no remaining historic base cladding or decorative enclosure visible. Probe confirms loss of the original storefront base treatment at this location due to previous alterations.



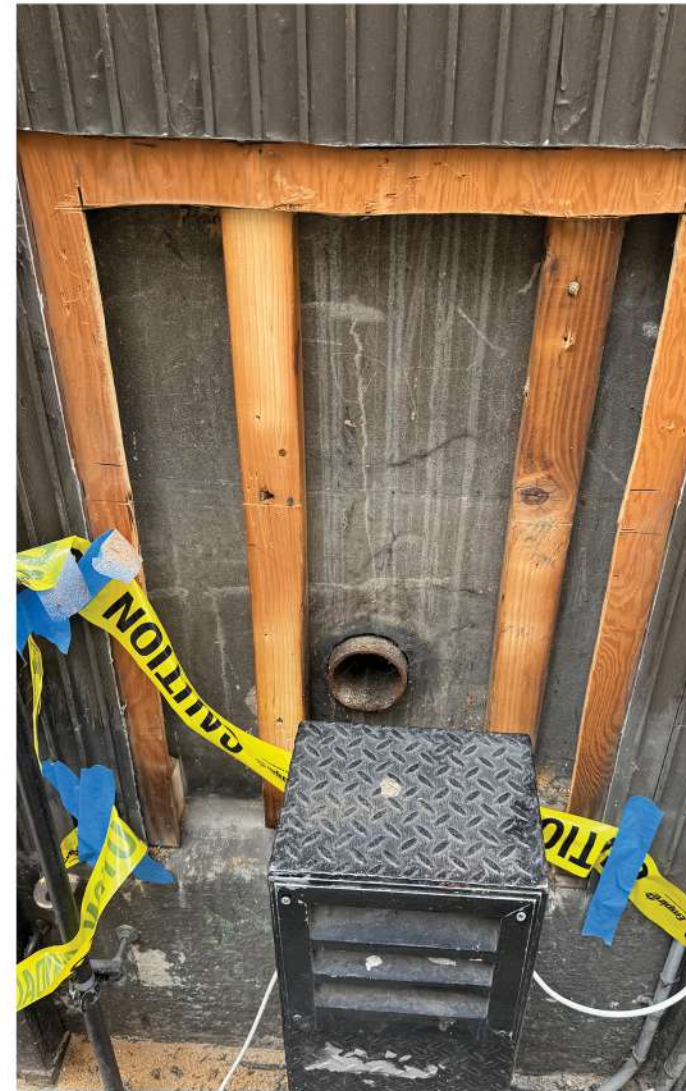
2026, Storefront - Cornice at 28th St



Probe Location - North Elevation (28th St)

NOTES:

Probe investigation at the storefront cornice and banding indicates that the historic stone assembly remains substantially intact and continuous behind existing paint finishes. Existing molded stone banding and drip edge were observed in generally good condition, with localized areas requiring repair and surface restoration. Probe further confirms that the original pier construction remains intact.



2026, Storefront - Base pier at 28th St

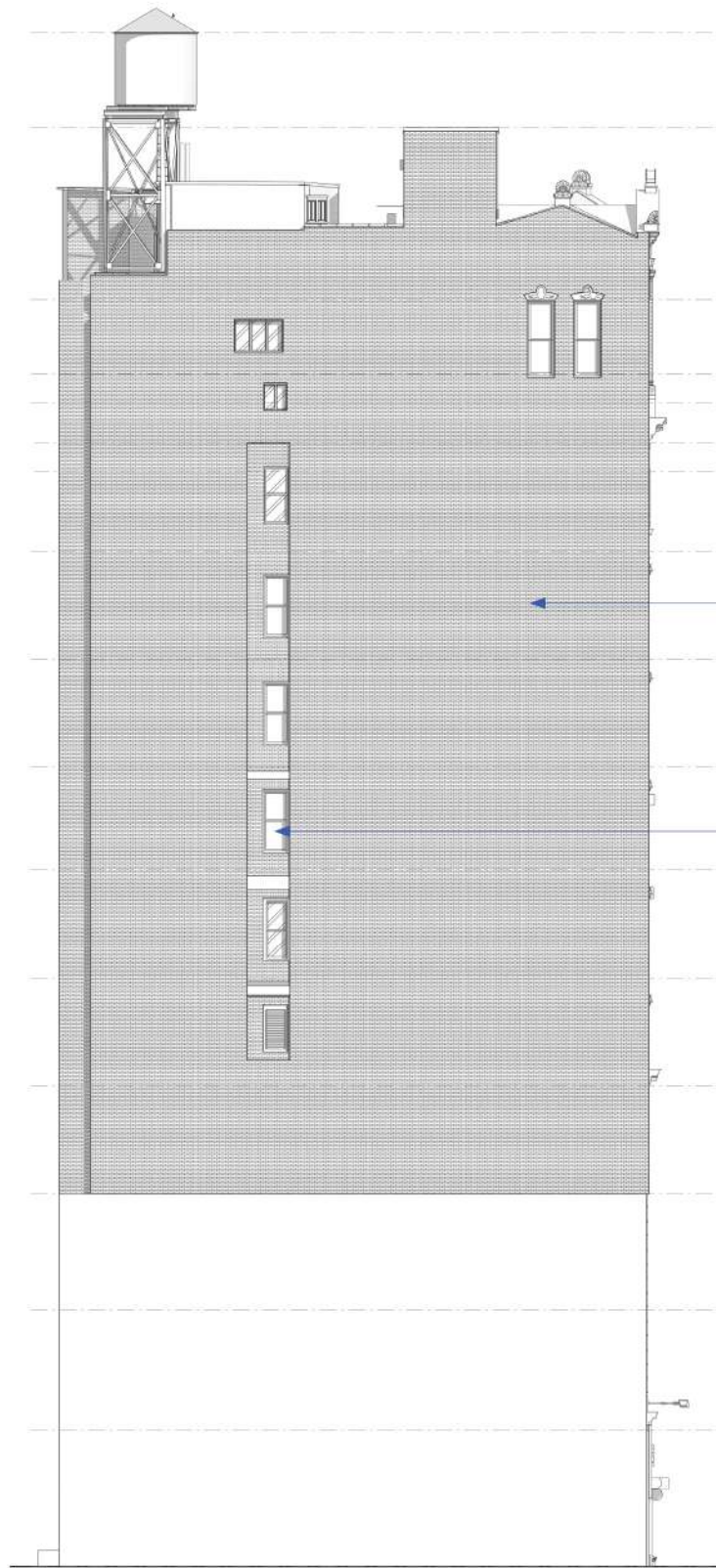


Probe Location - North Elevation (28th St)

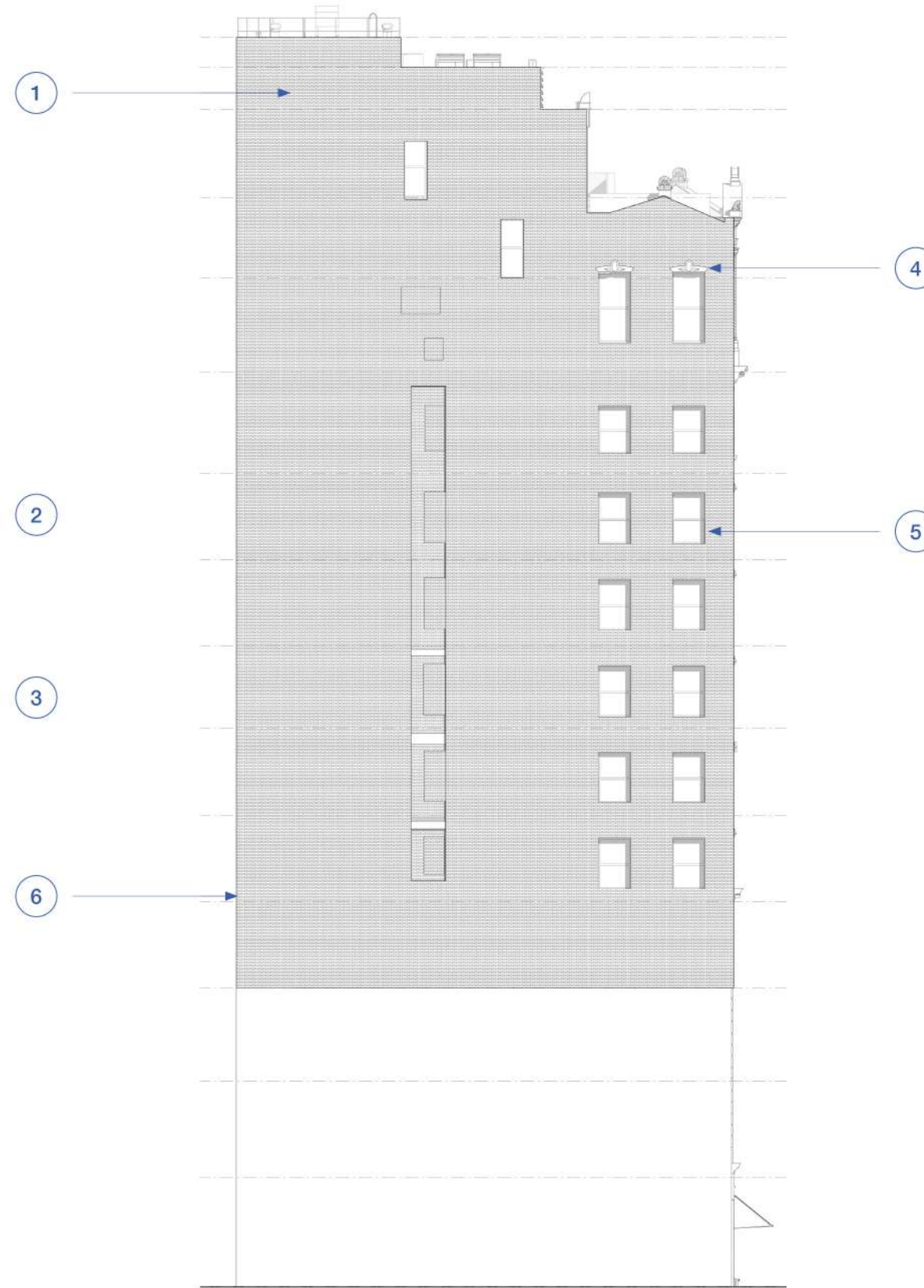
NOTES:

Probe investigation confirms that the original storefront pier base at 28th Street remains intact and in generally good condition beneath later surface finishes. Historic pier construction and material continuity were observed at this location with no substantial structural alteration evident. Existing historic fabric at the pier base is intended to be retained and incorporated into the proposed restoration work.

South Elevation | Existing & Proposed



Existing



Proposed

Scope Notes:

1. Rear Wall Continuation

Rear (south) wall of the penthouse addition to align with and match the material character of the existing rear brick party wall.

2. Painted Mural

Existing painted brick mural to remain; no cleaning or modification proposed.

3. Existing Window Infill

Select existing window openings to be infilled to match adjacent brickwork.

4. Window Lintels

New terracotta lintels to match historic design.

5. New Window Openings

New window openings introduced and aligned vertically.

6. Light Well Infill

Existing light well at the southwest corner to be enclosed; new infill to match the existing façade in material and finish.



1914, New York Historical Society



1914, New York Historical Society



2001 (LPC)



2001 (LPC)



ca. 1950 (NYC Municipal Archives)



ca. 1940 (NYC Municipal Archives)

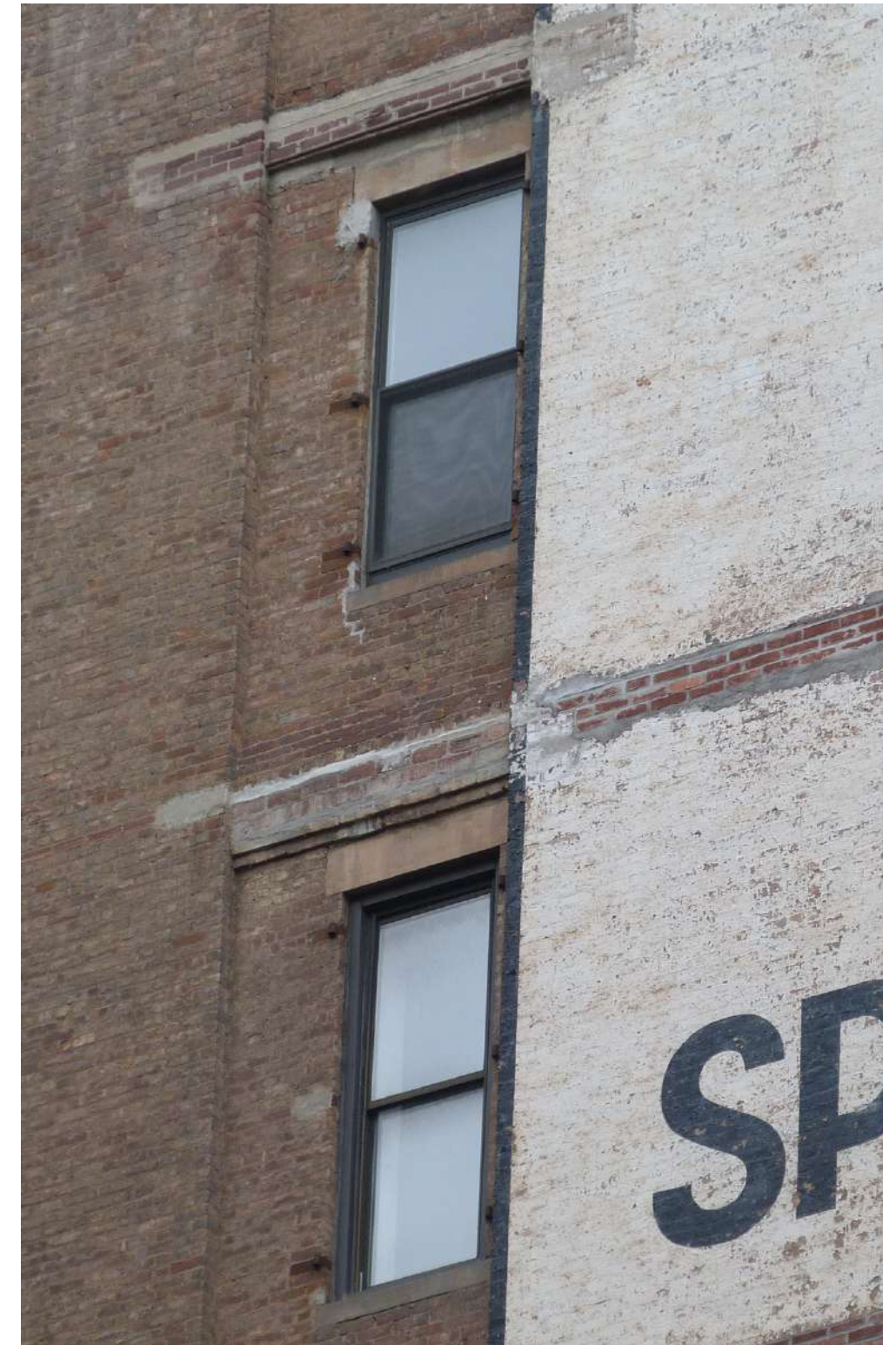
Existing Conditions | Rear Facades



2026, West Facade

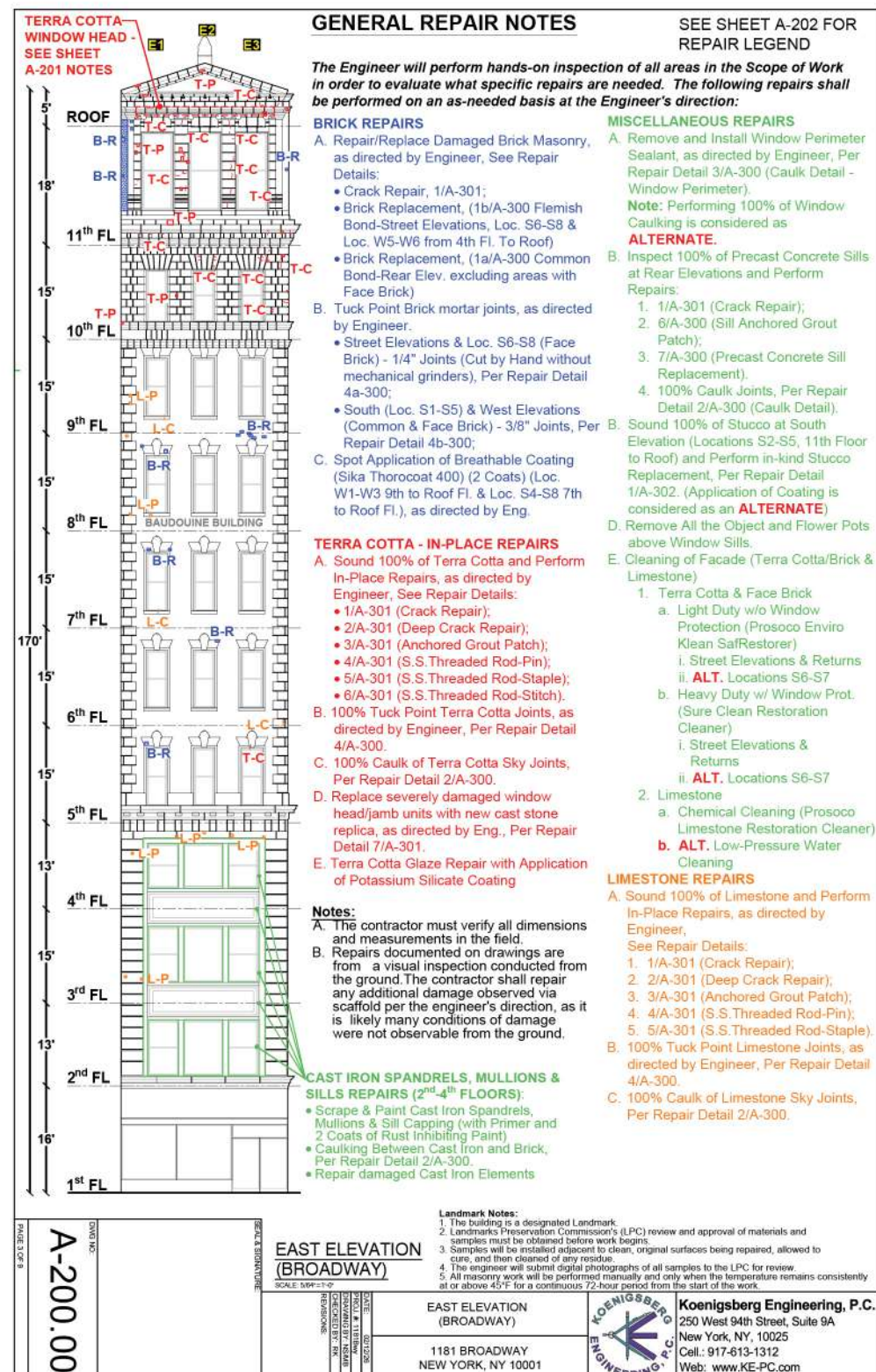
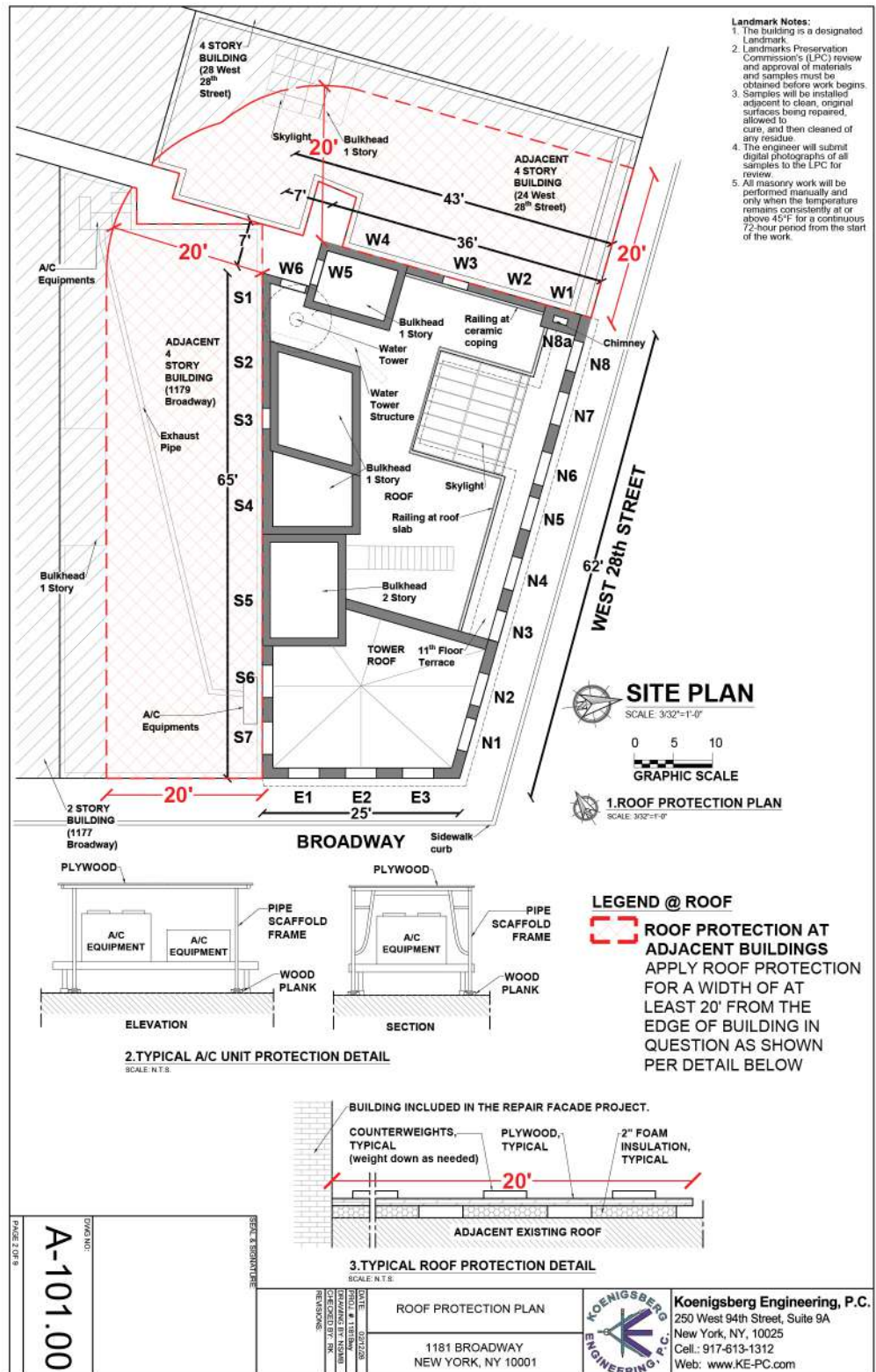
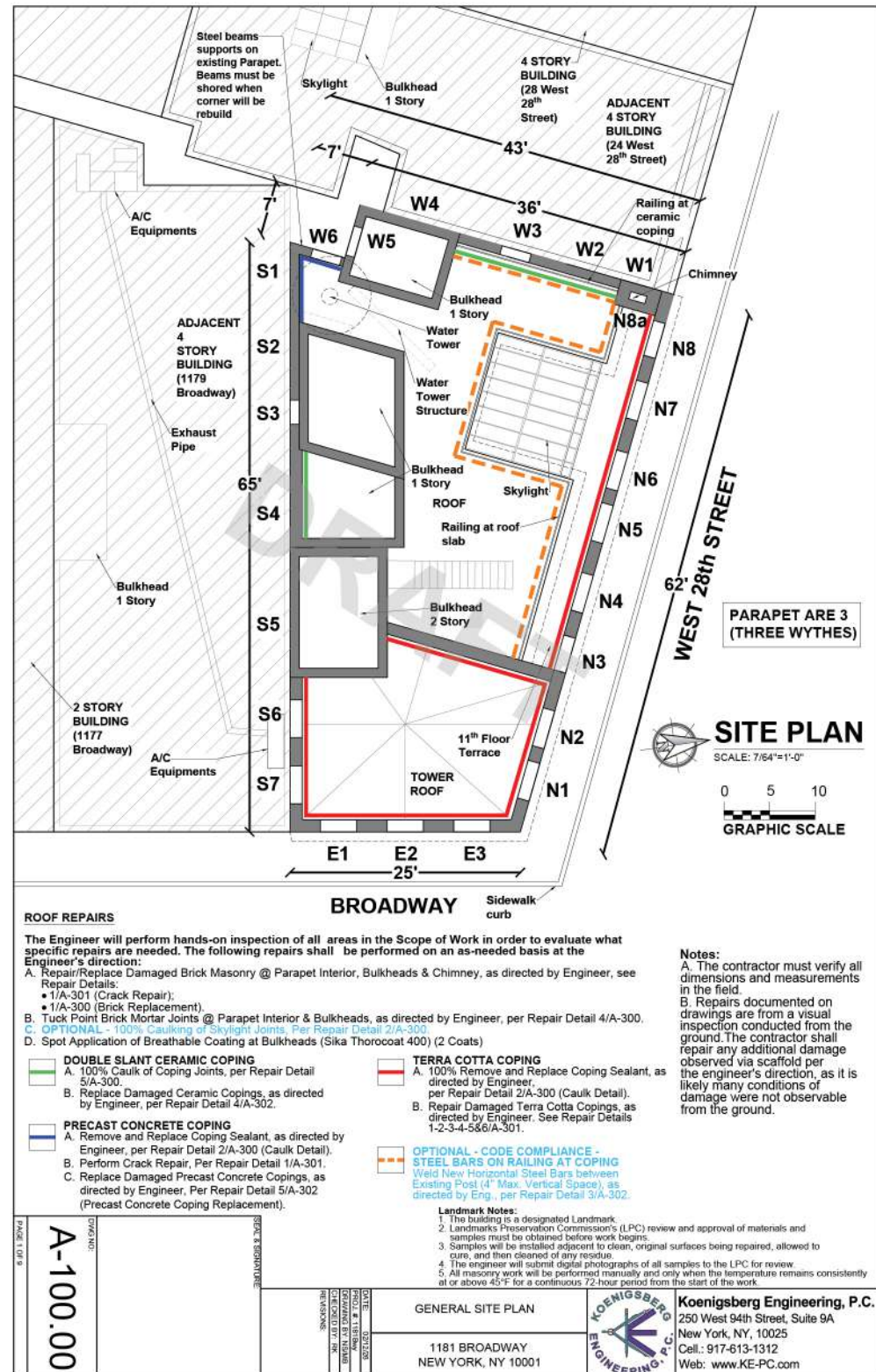


2026, West Facade - Close Up With Pintles

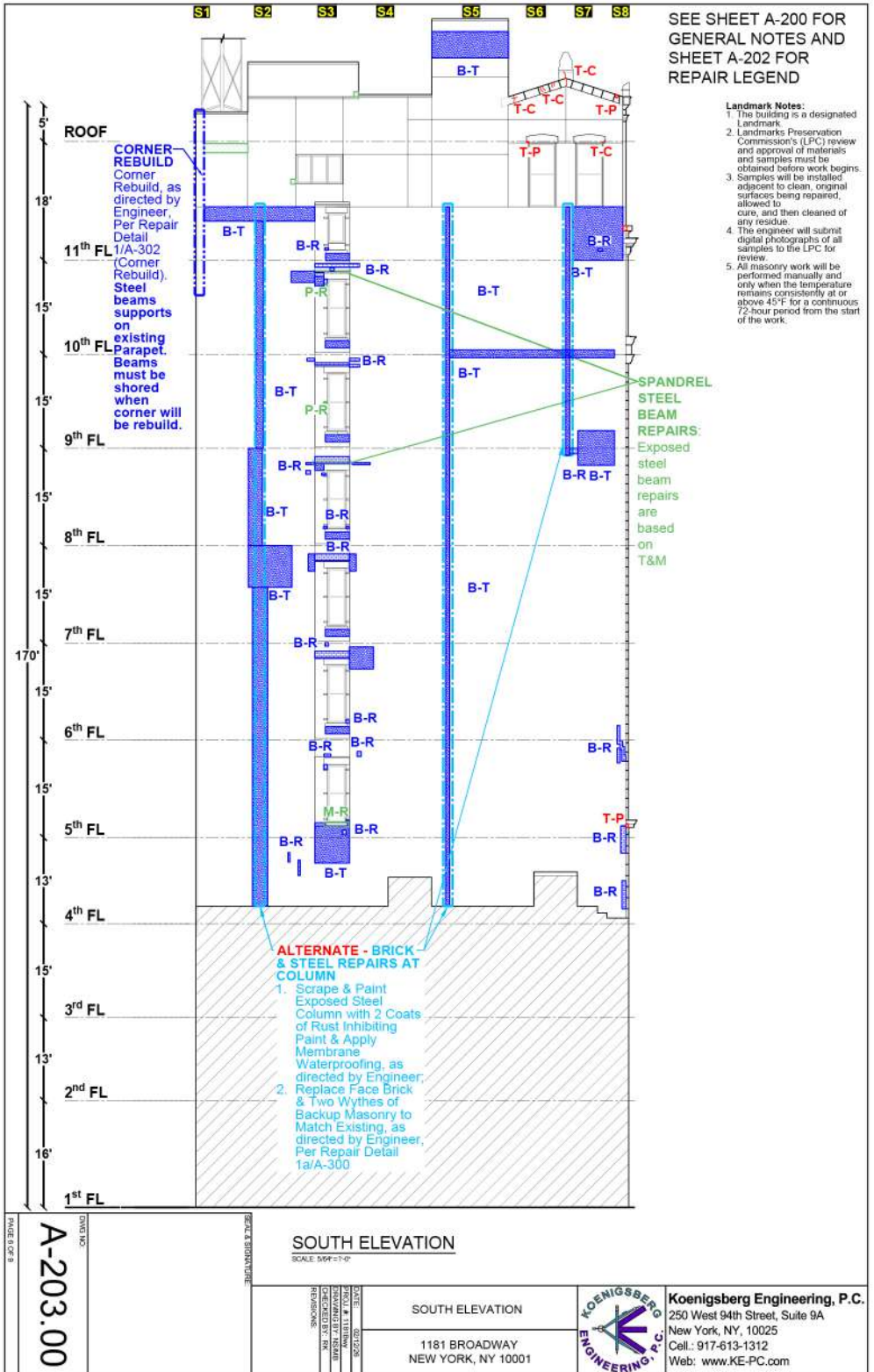
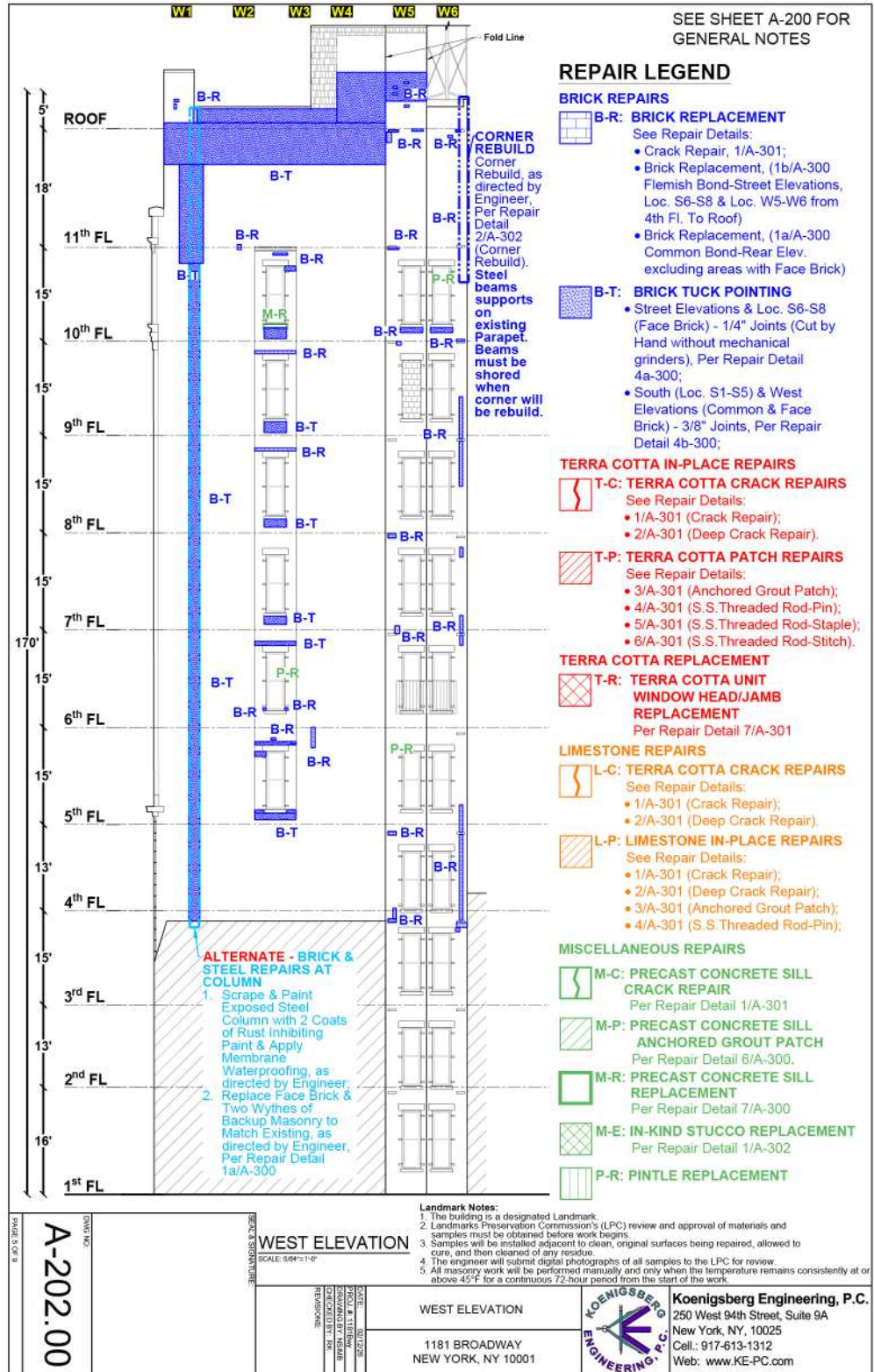
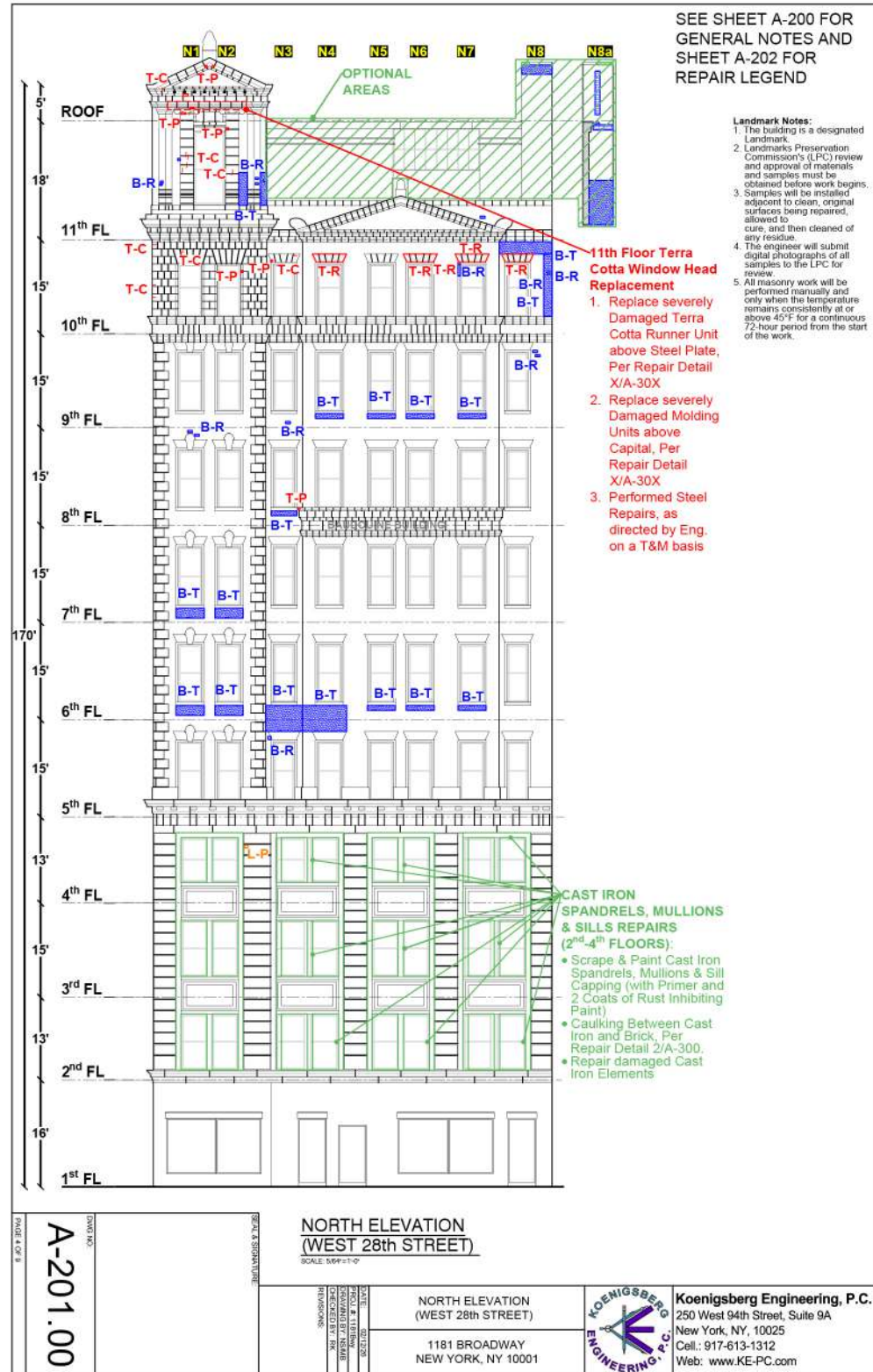


2026, South Facade

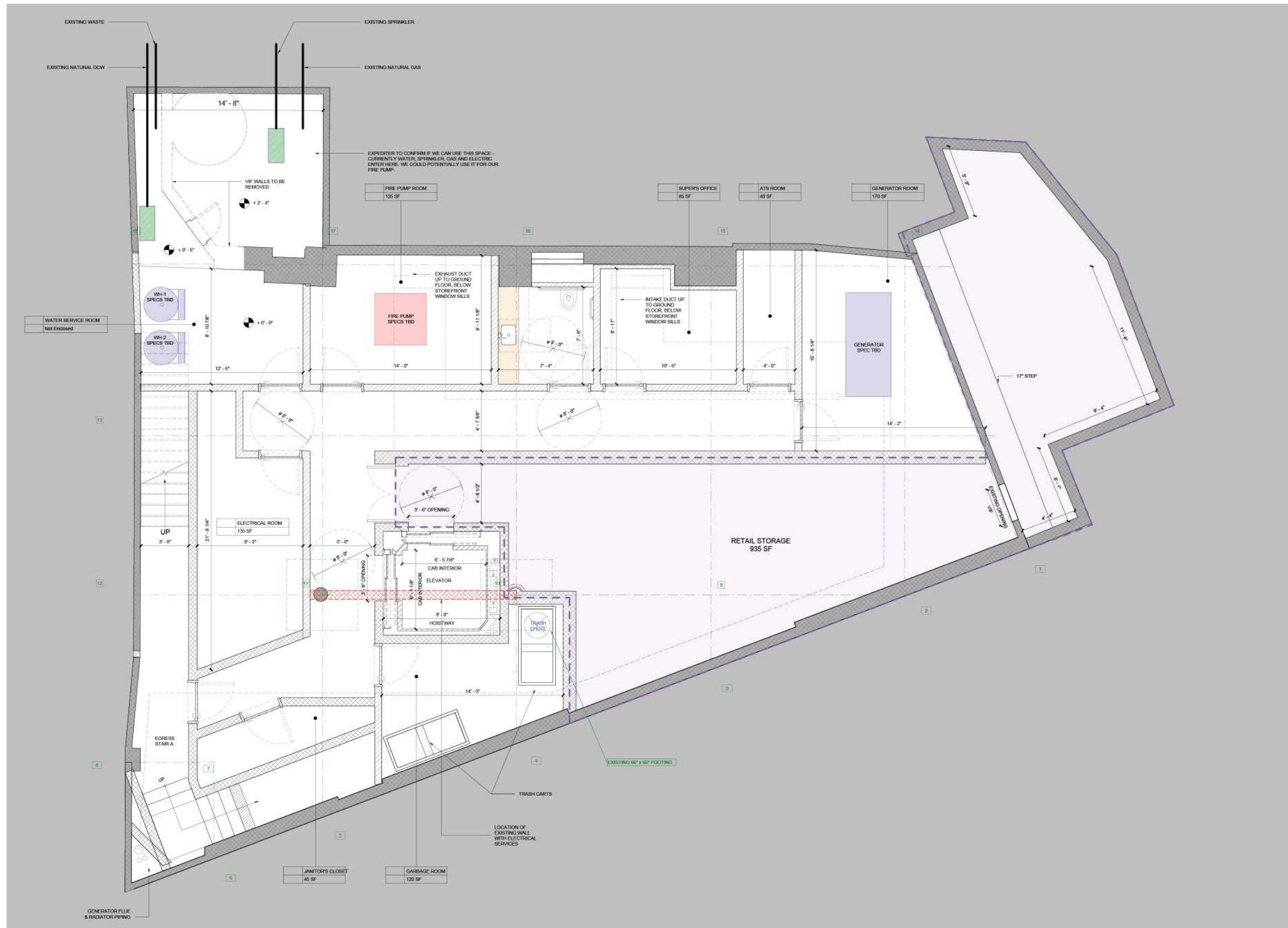
Historic Facade Restoration | Repair - Scope of Work



Historic Facade Restoration | Repair - Scope of Work



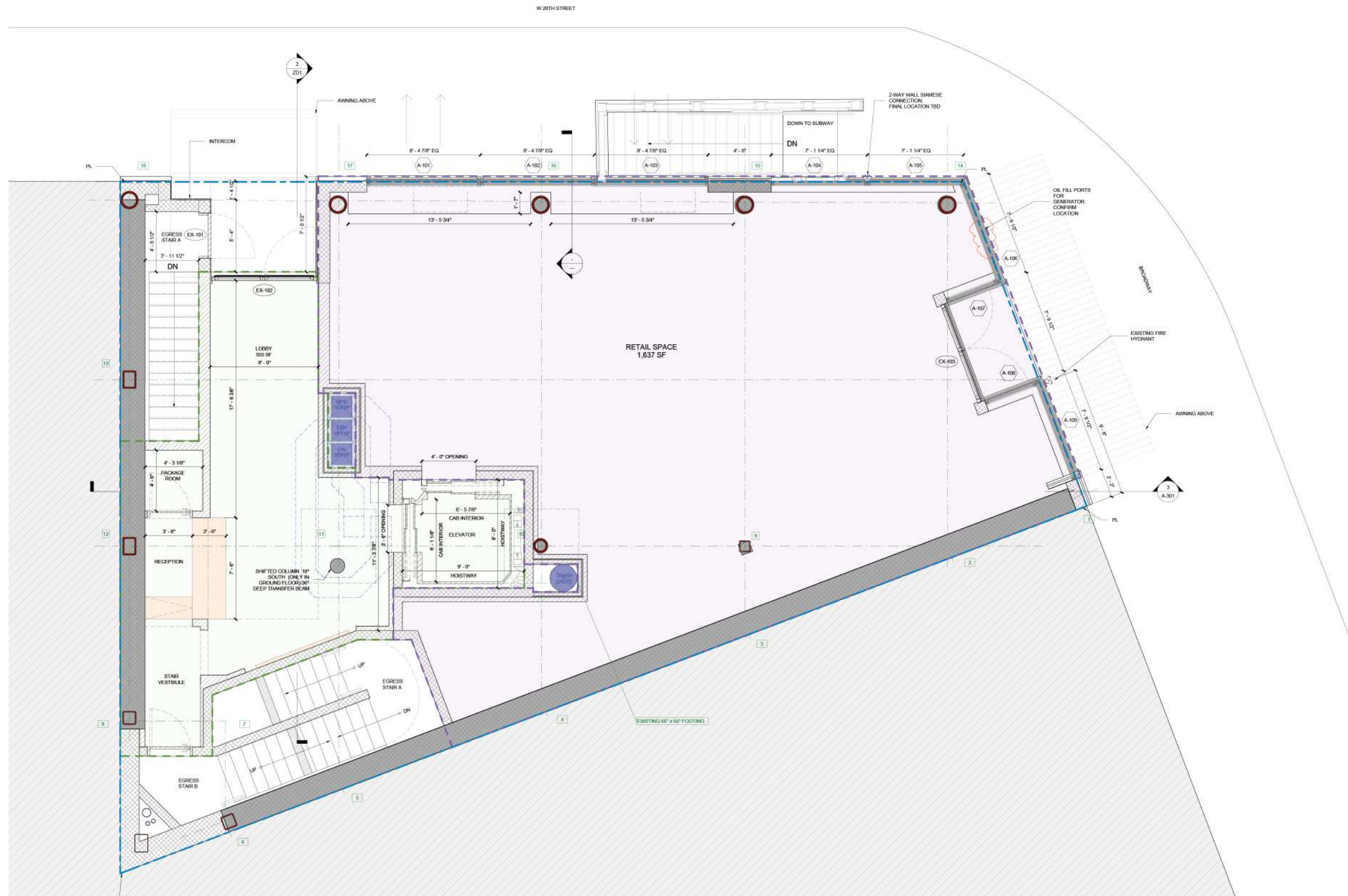
Proposed Floor Plan | Cellar



LEGEND: PROPOSED PLAN

EXISTING EXTERIOR WALL	
EXISTING INTERIOR WALL	
EXISTING NOT SCANNED	
PROPOSED EXTERIOR WALL	
PROPOSED INTERIOR WALL	
PROPOSED MILLWORK	
STRUCTURAL MODEL (DESMONE)	

Proposed Floor Plan | Ground Floor



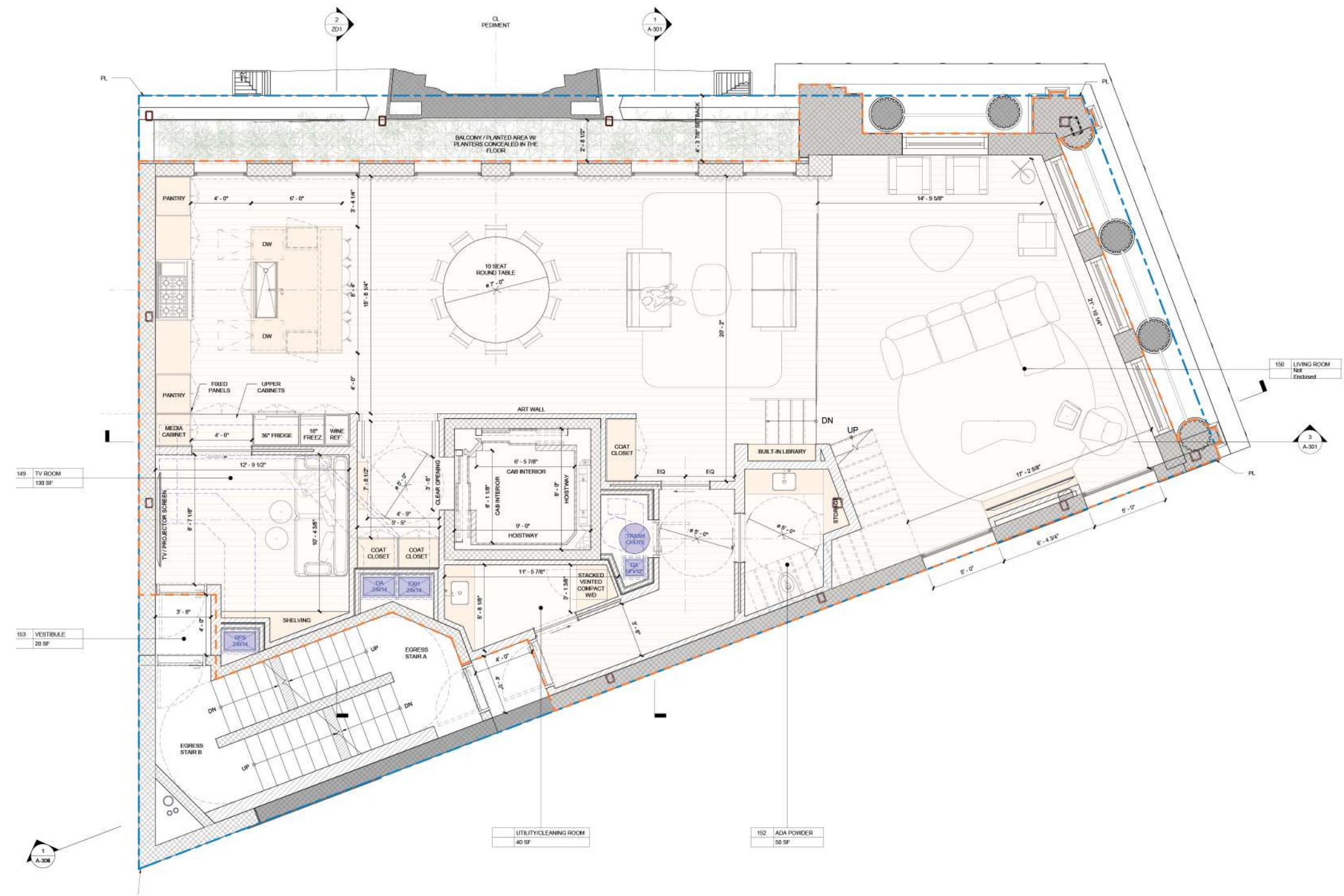
LEGEND: PROPOSED PLAN

EXISTING EXTERIOR WALL	
EXISTING INTERIOR WALL	
EXISTING NOT SCANNED	
PROPOSED EXTERIOR WALL	
PROPOSED INTERIOR WALL	
PROPOSED MILLWORK	
STRUCTURAL MODEL (DESMONE)	

Proposed Floor Plan | Eleventh Floor - Penthouse Level 1

LEGEND: PROPOSED PLAN

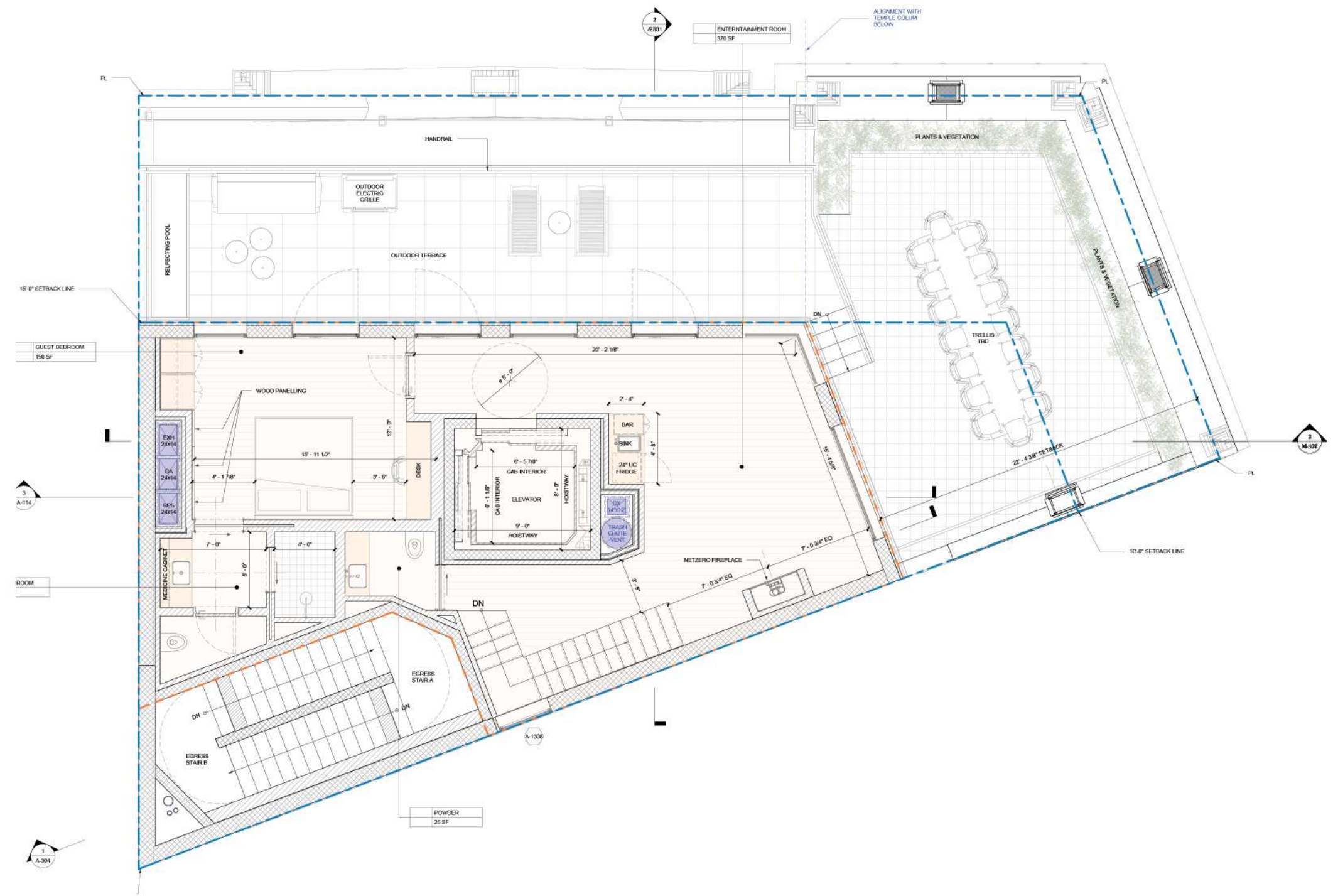
EXISTING EXTERIOR WALL	
EXISTING INTERIOR WALL	
EXISTING NOT SCANNED	
PROPOSED EXTERIOR WALL	
PROPOSED INTERIOR WALL	
PROPOSED MILLWORK	
STRUCTURAL MODEL (DESMONE)	



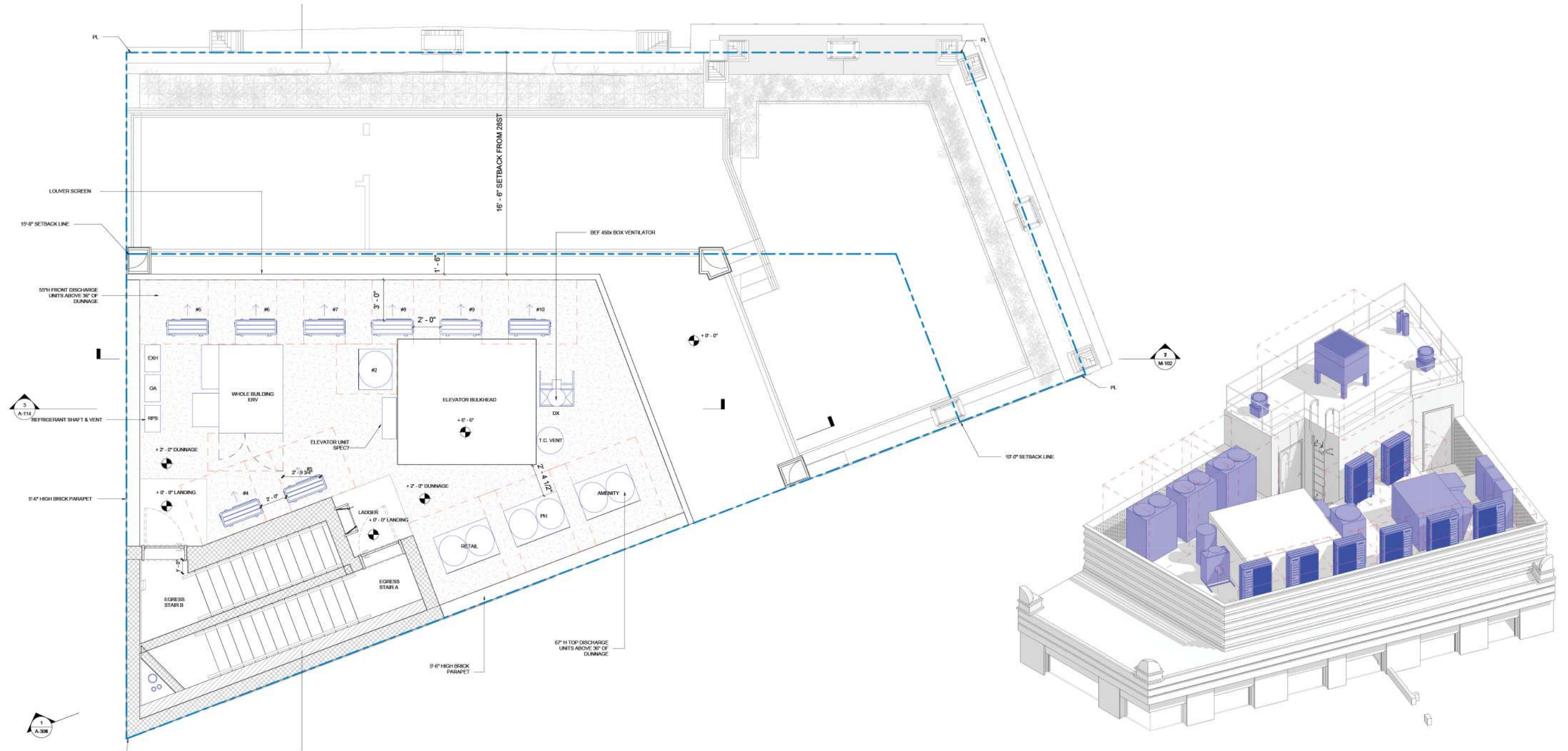
Proposed Floor Plan | Rooftop - Penthouse Level 3

LEGEND: PROPOSED PLAN

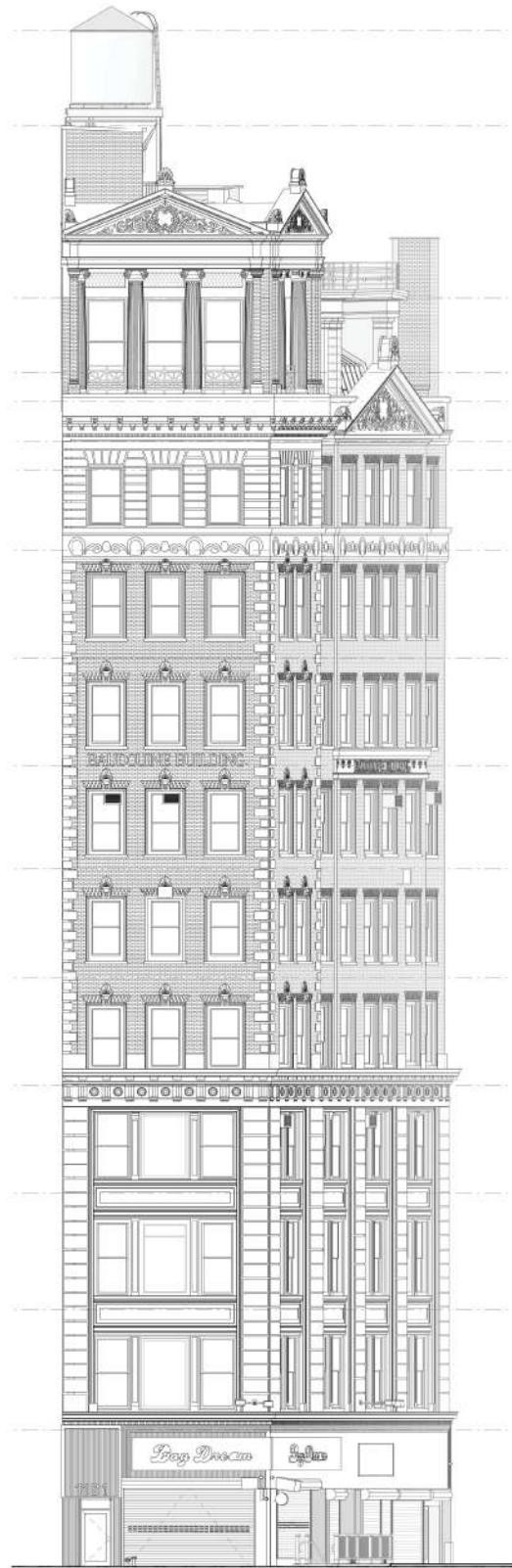
EXISTING EXTERIOR WALL	
EXISTING INTERIOR WALL	
EXISTING NOT SCANNED	
PROPOSED EXTERIOR WALL	
PROPOSED INTERIOR WALL	
PROPOSED MILLWORK	
STRUCTURAL MODEL (DESMONE)	



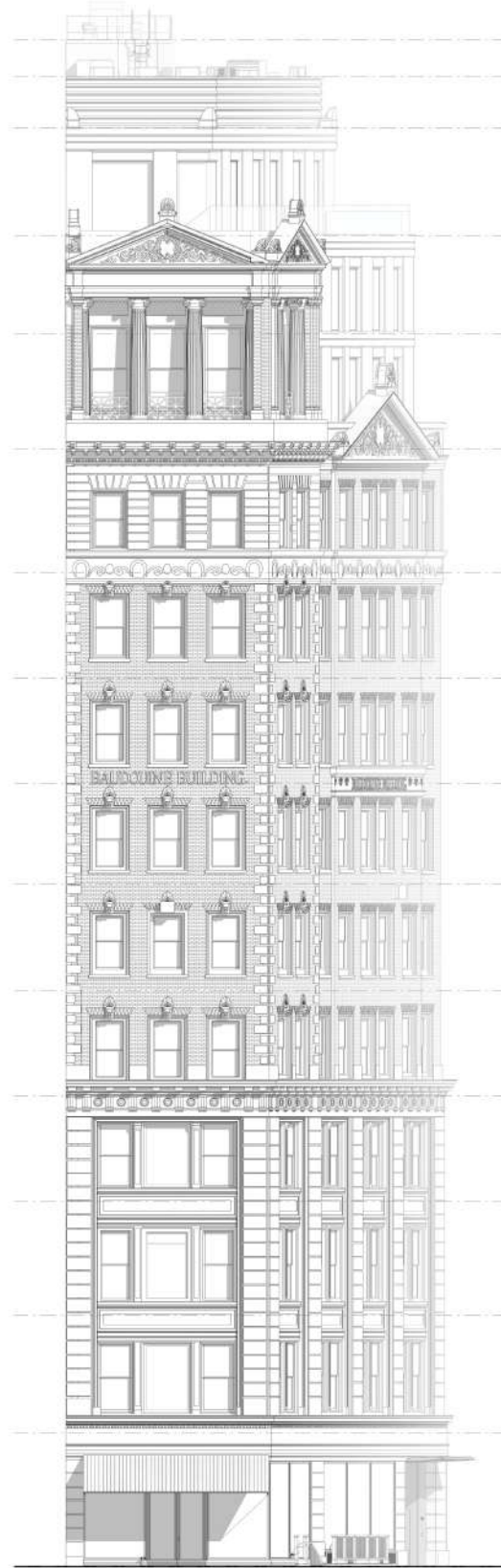
Proposed Floor Plan | Roof Plan



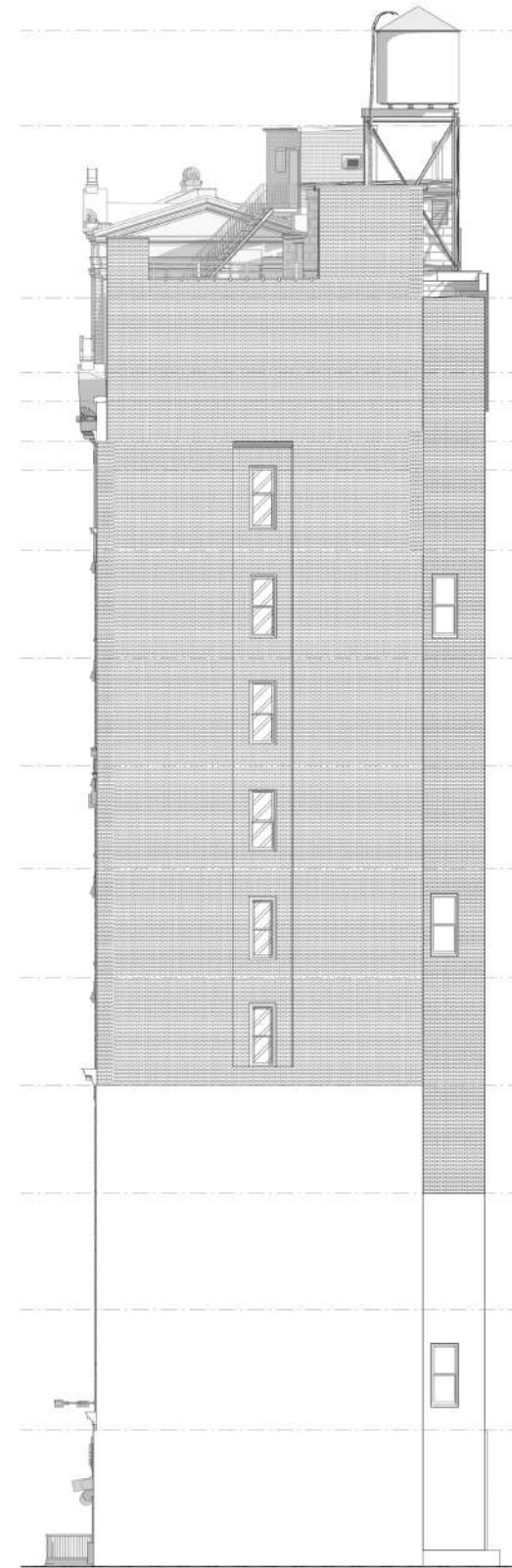
East & West Elevations | Existing & Proposed



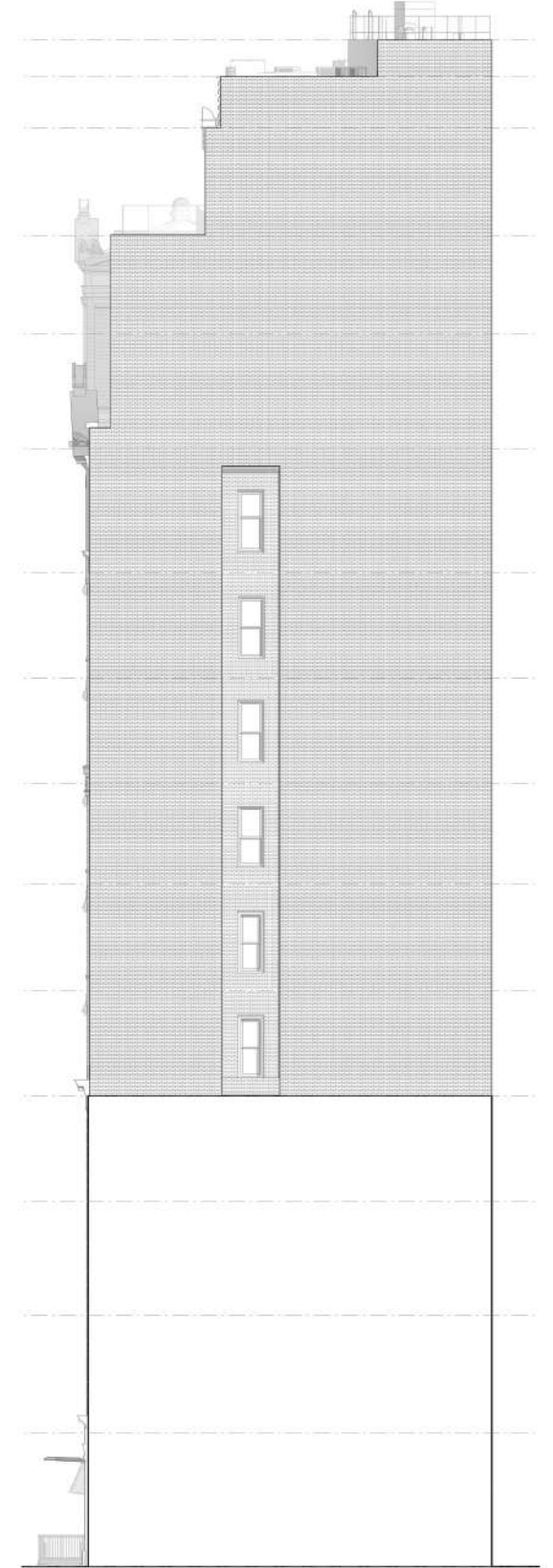
Existing



Proposed



Existing



Proposed

Proposed Storefront | Enlarged North Elevation (28th St)

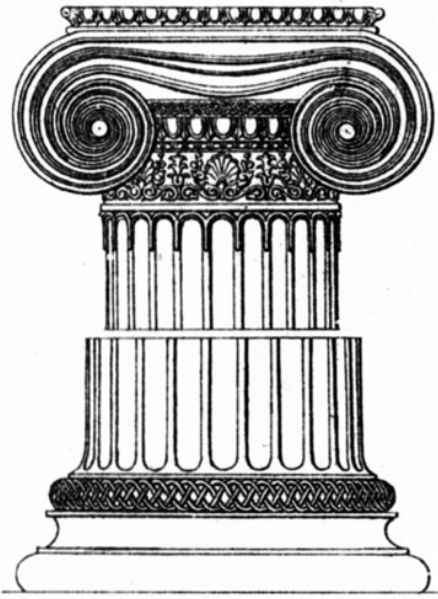
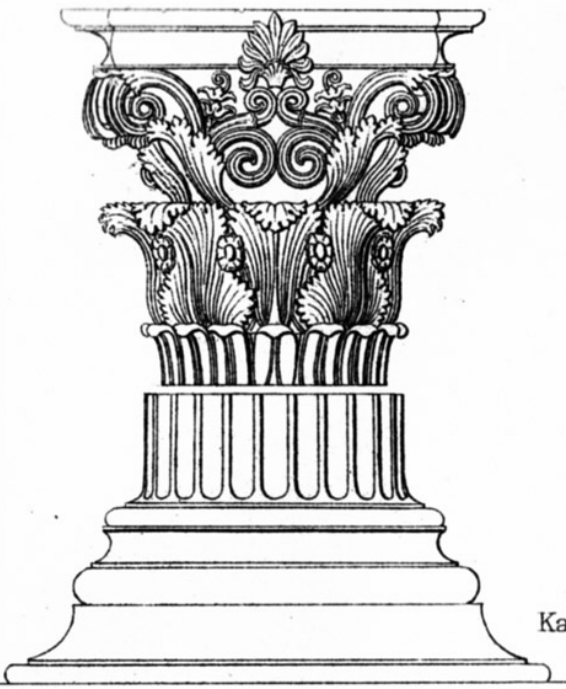


Proposed Storefront | Enlarged East Elevation (Broadway)

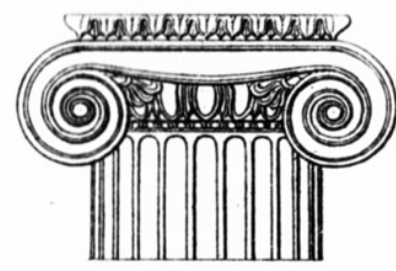


Korinthische Ordnung

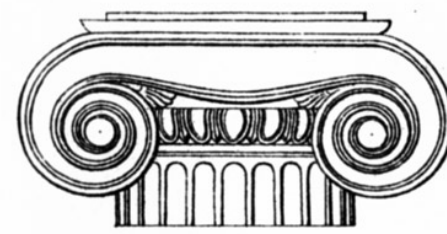
Jonische Ordnung



Kapital u. Basis vom Tempel der Athene zu Athen.



Kapital vom Tempel der Athene zu Priene.

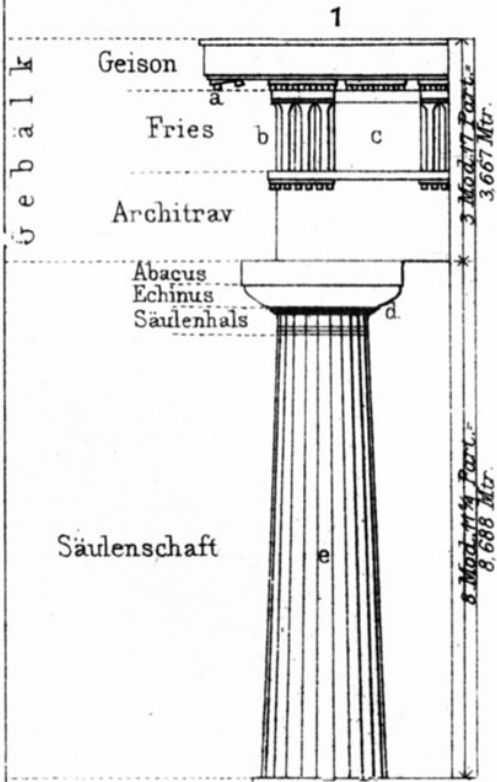


Kapital vom Tempel am Illissos zu Athen.

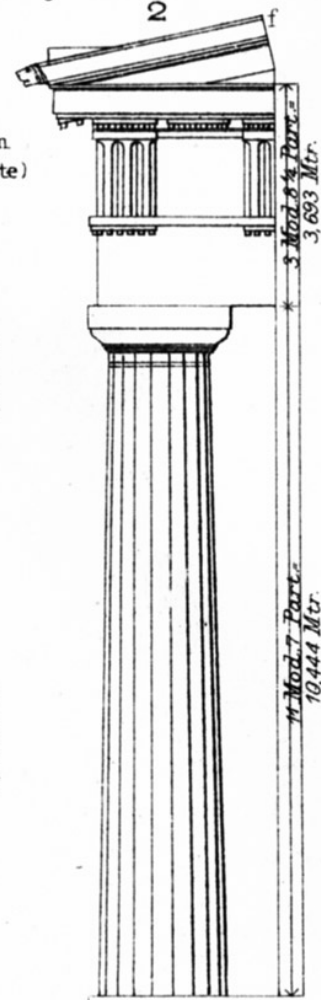
Kapital u. Basis vom Monument des Lysikrates zu Athen.

Zu 1. 2. 3.

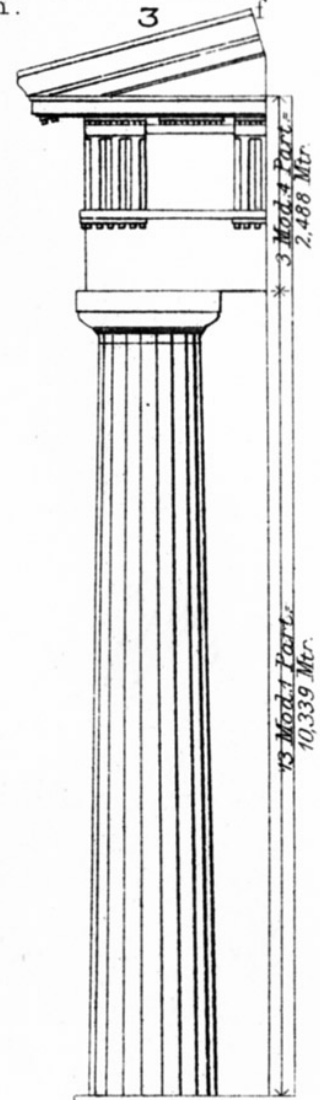
- a Mutuli (Dielenköpfe)
- b Triglyphen (Dreischlitz)
- c Metopen
- d Riemchen
- e Kannelirungen
- f Sima (Rinneleiste)



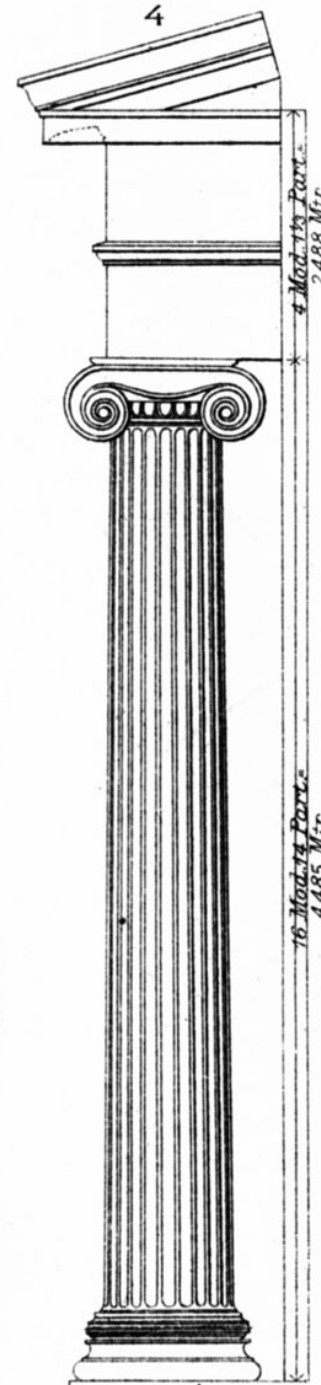
Vom Tempel in Pastum



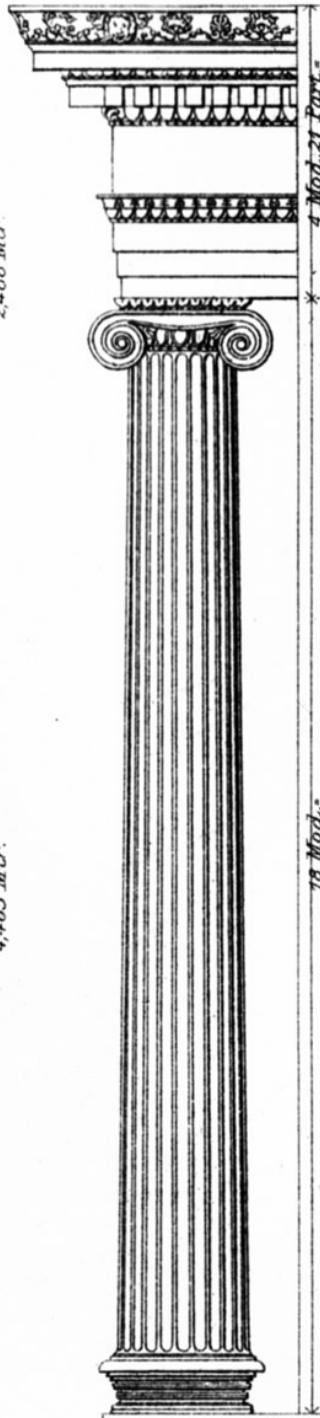
Vom Parthenon in Athen.



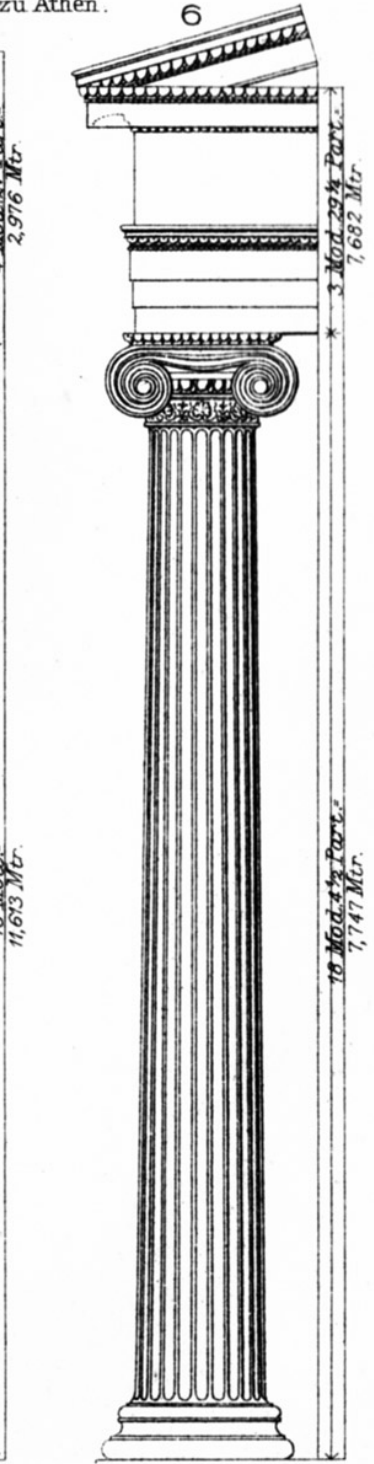
Vom Tempel des Nemesischen Zeus.



Vom Tempel am Illissos in Athen

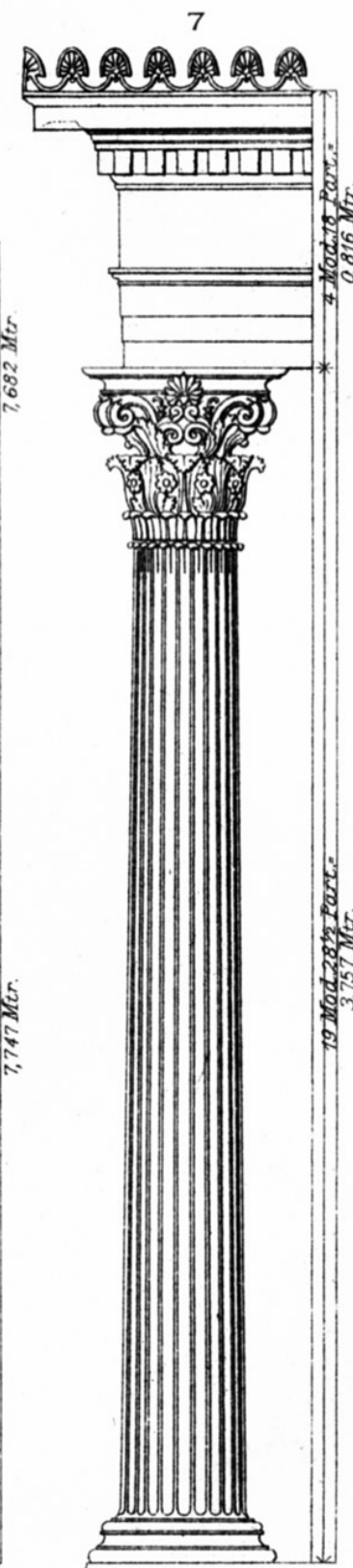


Vom Tempel d. Athene Polias in Priene.

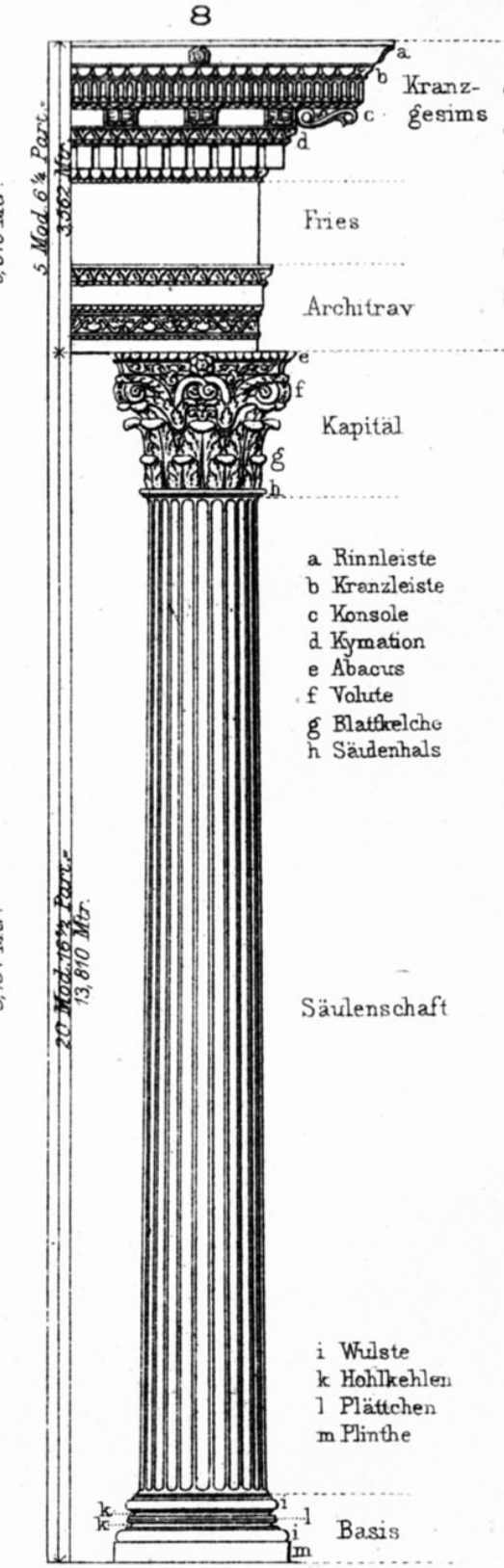


Vom Tempel d. Athene Polias in Athen.

Korinthisch Römisch-Korinthisch.



Vom Monument des Lysikrates in Athen.



Vom Tempel d. Jupiter-Stator in Rom

- a Rinnleiste
- b Kranzleiste
- c Konsole
- d Kymation
- e Abacus
- f Volute
- g Blattkelche
- h Säulenhals

- i Wülste
- k Hohlkehlen
- l Plättchen
- m Plinthe

Dorische Säulenordnung.

Jonische Säulenordnung.

Korinthisch u. Römisch-Korinthisch.

Gebälk

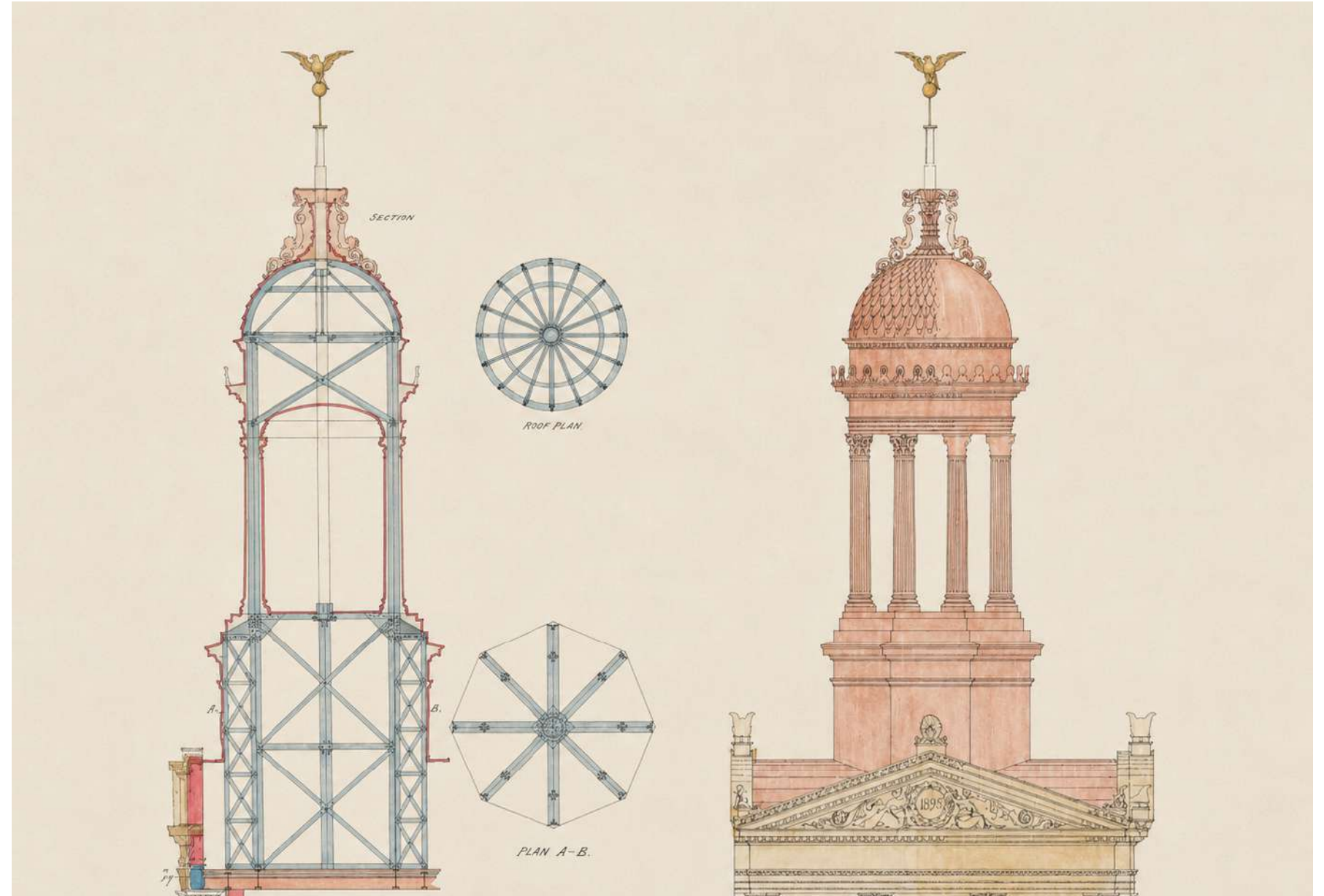
Säulenschaft

Basis

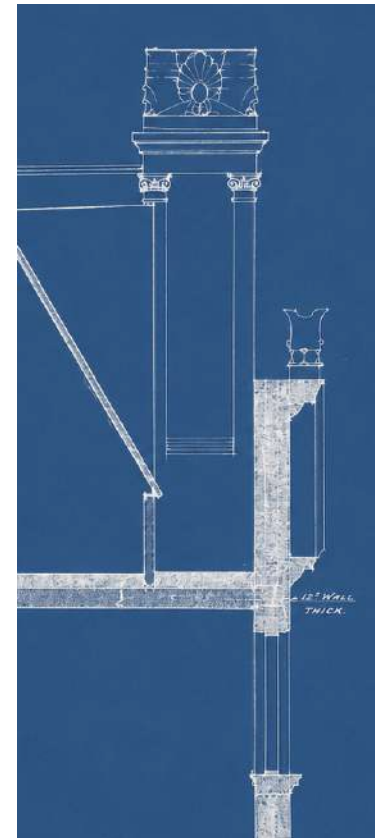
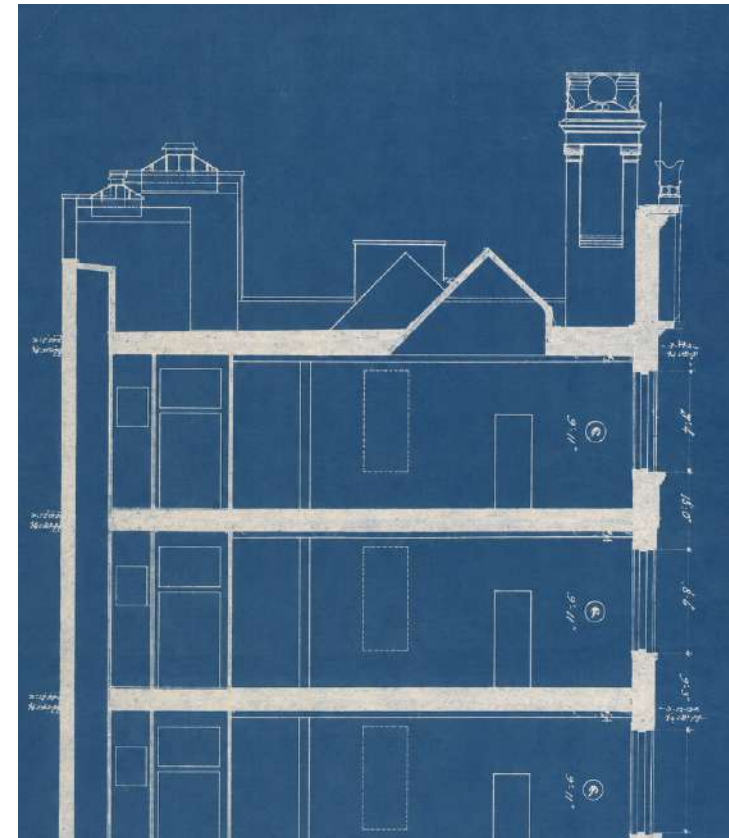
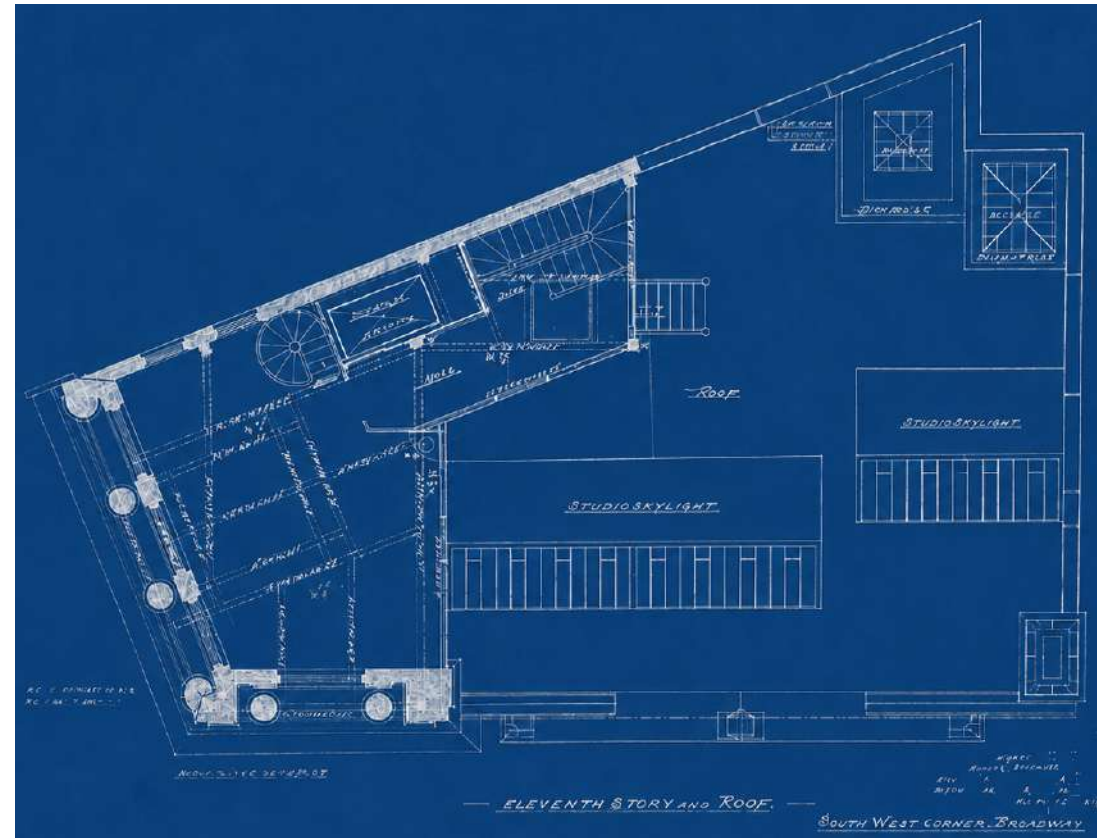
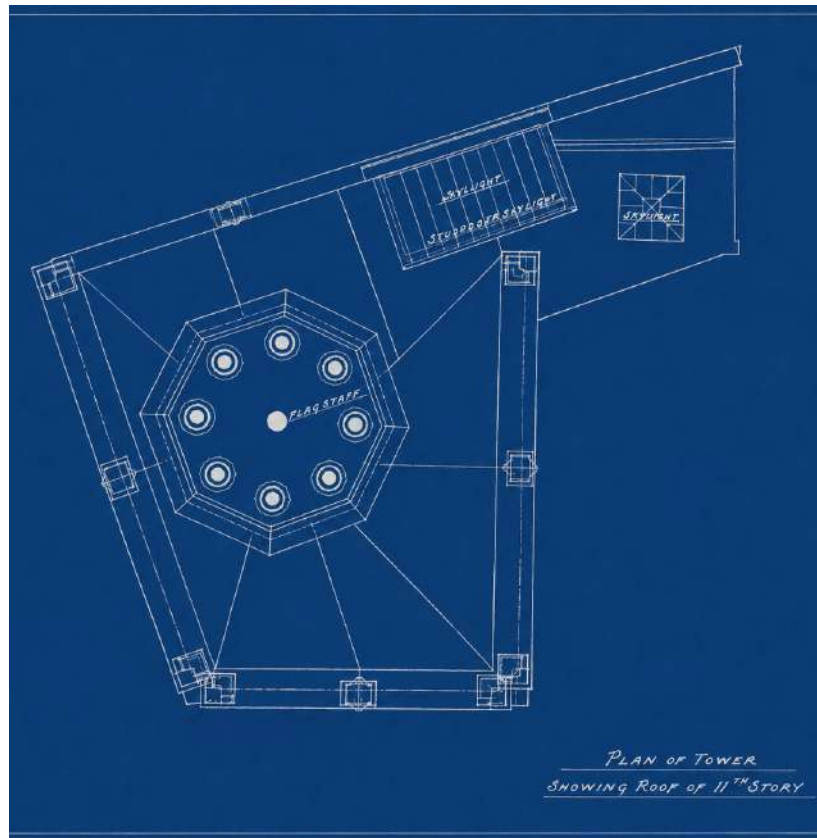


C. T. Brady, Jr., from the collection of the Museum of the City of New York

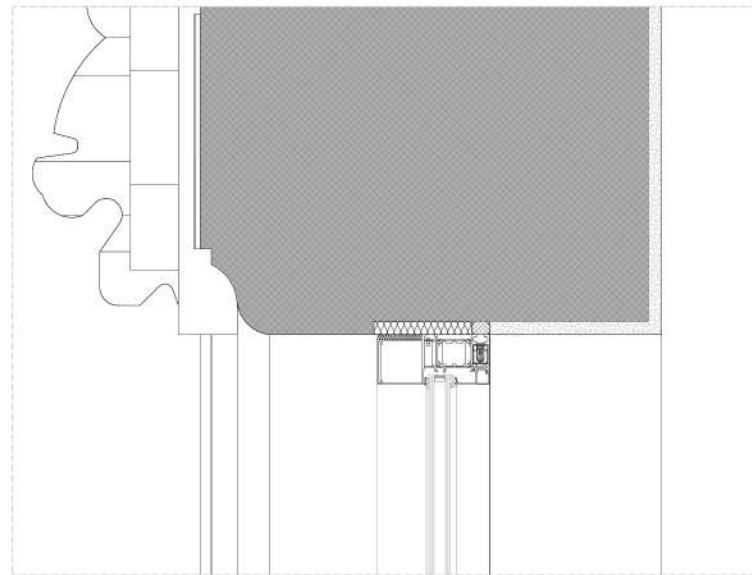
Building Coronation – Grandeur Vision | Penthouse Coronation & Skyline Presence



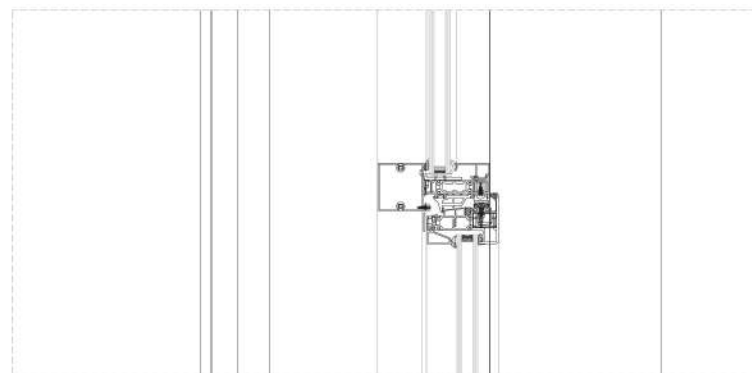
Historical Archives, Original Design



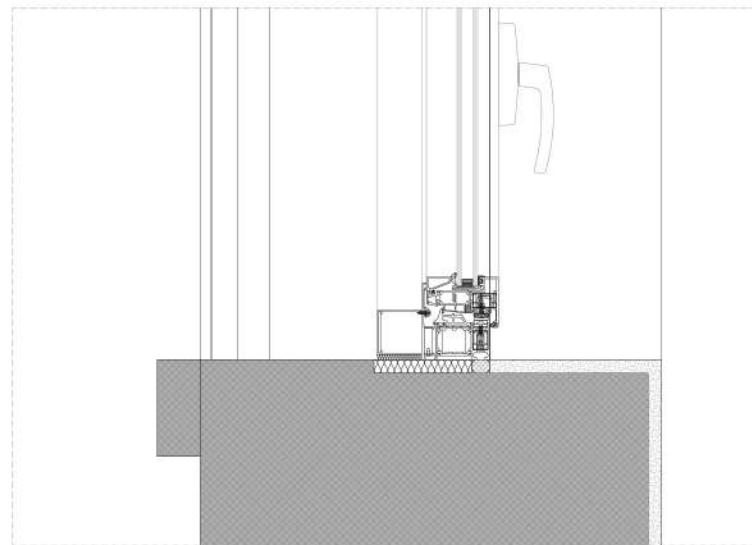
DOB, Historical Archives



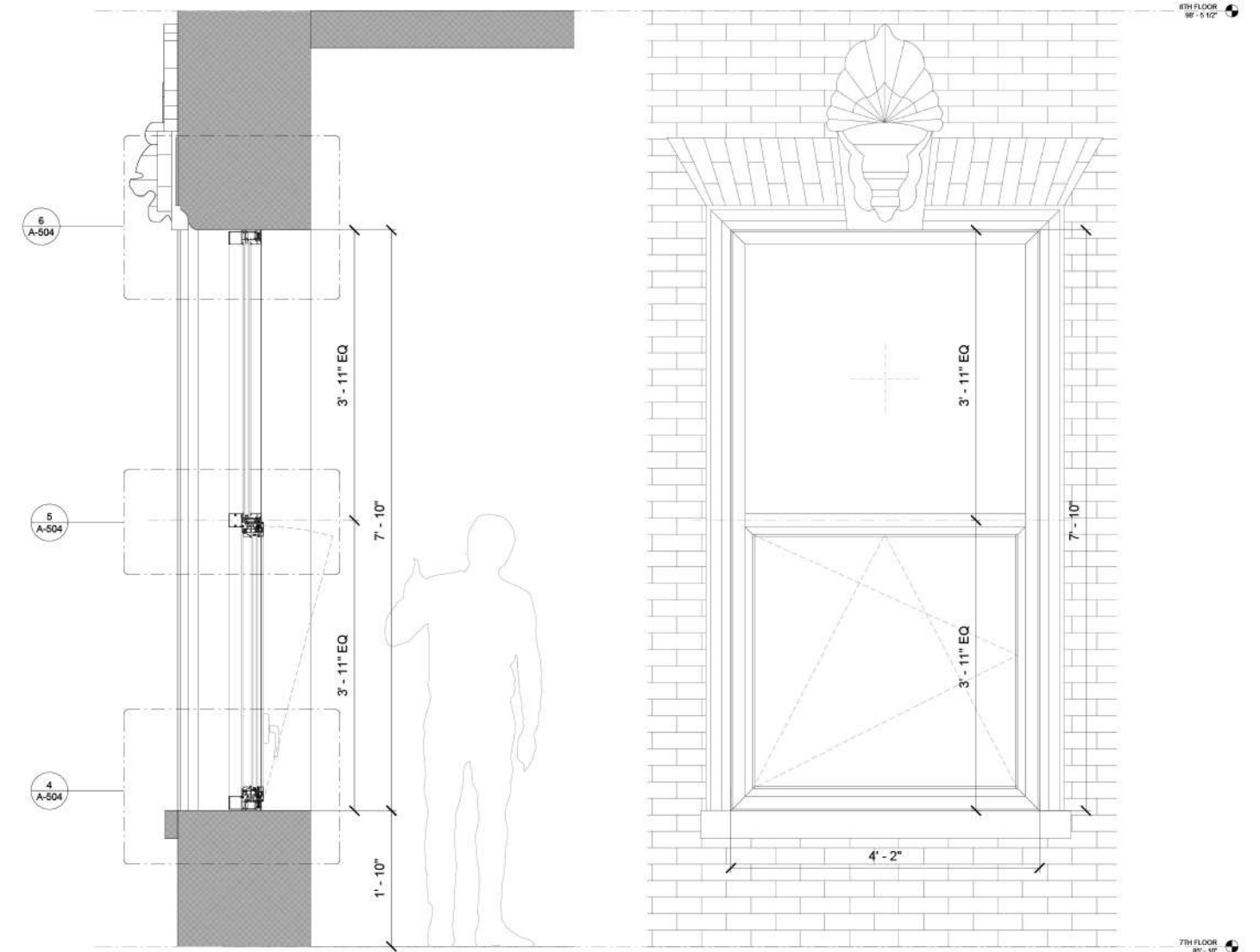
6 TYPICAL WINDOW - DETAIL 3
A-504 3" = 1'-0"



5 TYPICAL WINDOW - DETAIL 2
A-504 3" = 1'-0"

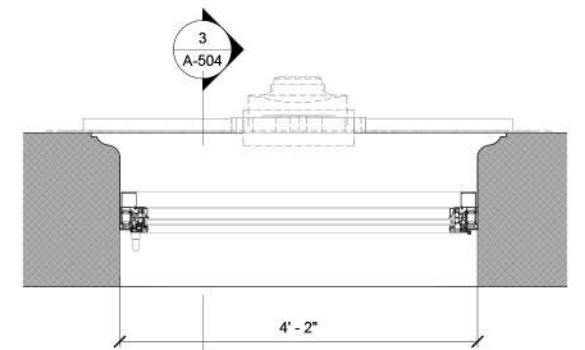


4 TYPICAL WINDOW - DETAIL 1
A-504 3" = 1'-0"



3 PROPOSED TYPICAL WINDOW SECTION
A-504 1" = 1'-0"

2 PROPOSED TYPICAL WINDOW ELEVATION
A-504 1" = 1'-0"



1 ENLARGED PLAN - TYPICAL WINDOW
A-504 1" = 1'-0"

The current proposal is:

Preservation Department – Item 5, LPC-26-10002

1181 Broadway – Madison Square North Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 165 458 2708

Passcode: 937299

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (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.