

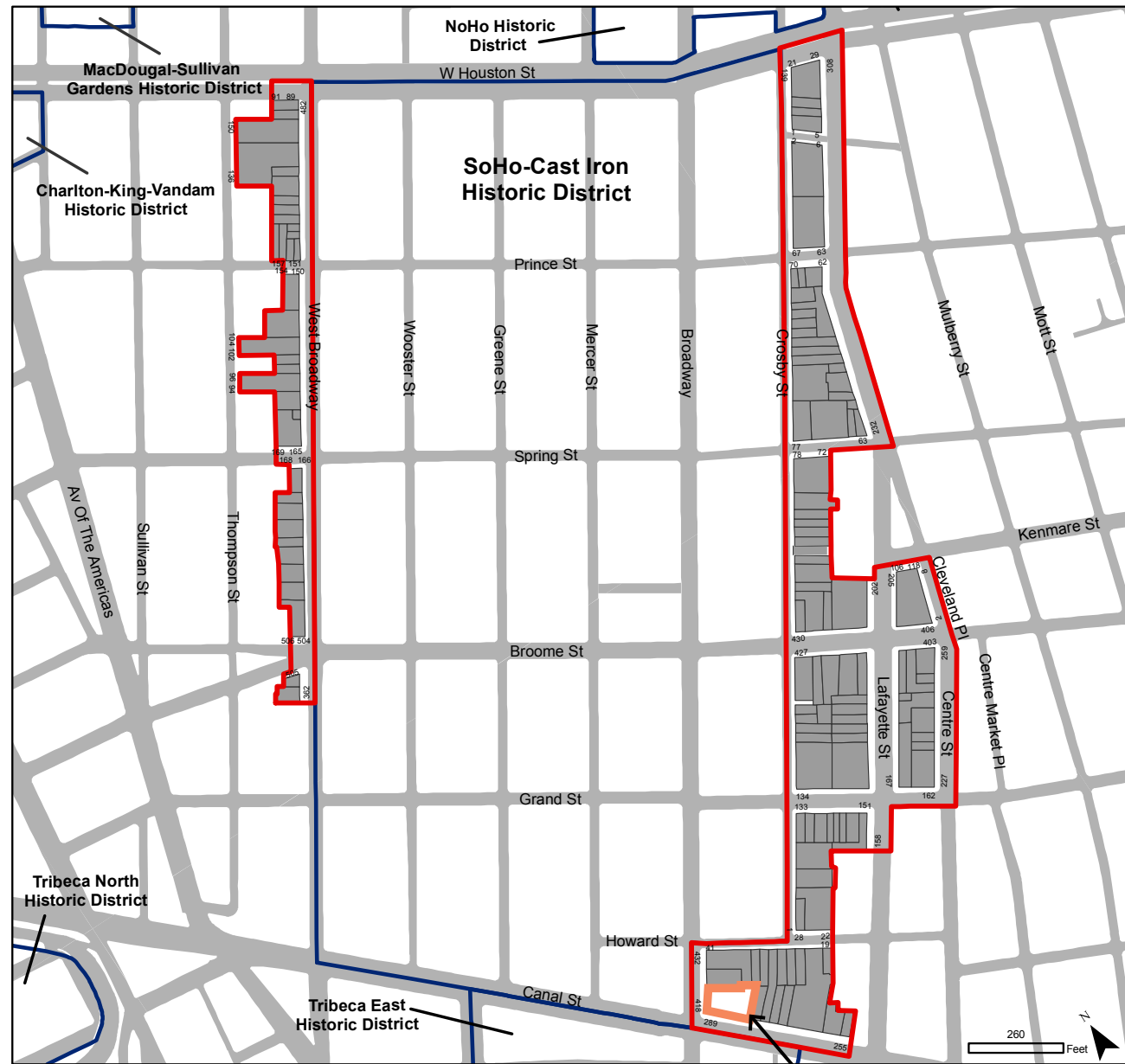
UAL LLC

277 Canal Street
CB2 Landmarks Committee
06.15.23



MA

Site Location



SITE

SoHo - Cast Iron Historic District Extension



277 Canal - Corner of Broadway & Canal St looking NE

UAL: A Family - Owned Company

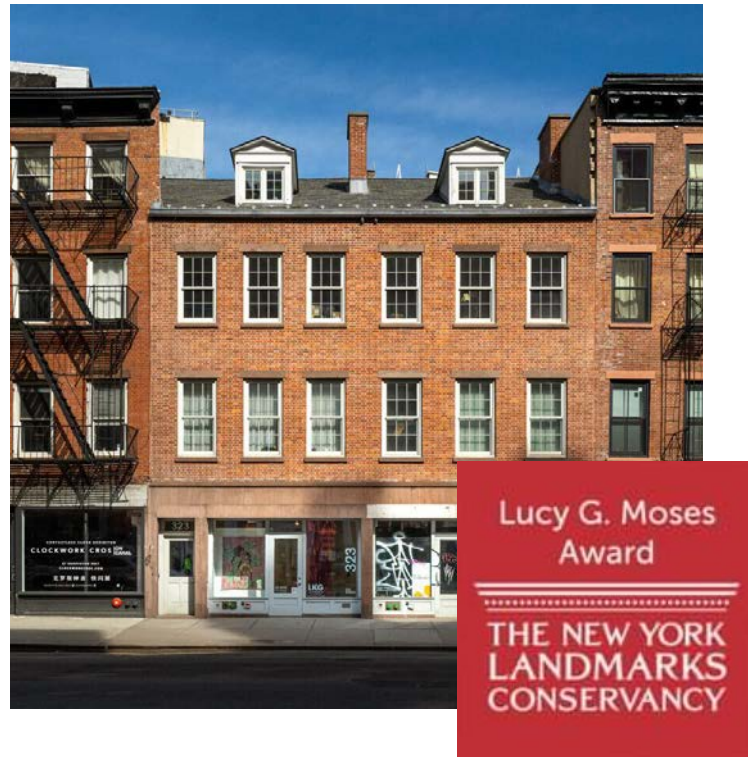


287 Broadway

- UAL is a family-owned and -operated company with roots and history in SoHo.
- Over the last 35 years, UAL has been instrumental in activating and enhancing the neighborhoods we invest in.
- Our business is personal, and we invest in each of our buildings as much as we invest in the residents who live and work in them.

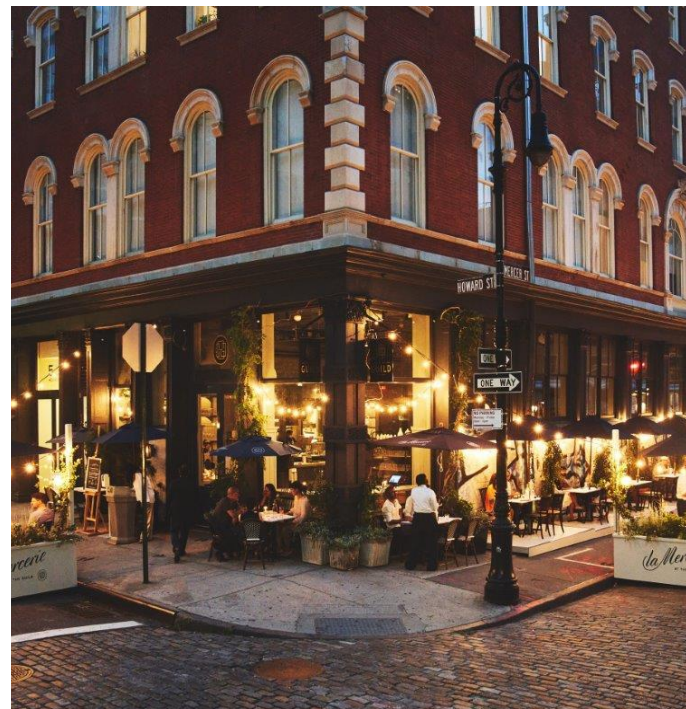
UAL: We Know Soho

We have deep experience in this district, and prioritize diverse stakeholders.



321 & 323 Canal Street

4-story federal style historic building with apartments & retail



53 Howard Street (309 Canal Street)

Former department store converted to homes anchored by The Guild and Le Mercerie



430 West Broadway

50k sf boutique office building currently under construction

UAL: Historic Preservation

Careful preservation of New York's streetscape is at the core of our business.



503 Fulton Street

Fulton Mall retail space. tenants include H&M, Nordstrom, TJ Maxx and Old Navy



33 Union Square West

Historic landmark overlooking Union Square Park featuring office and retail



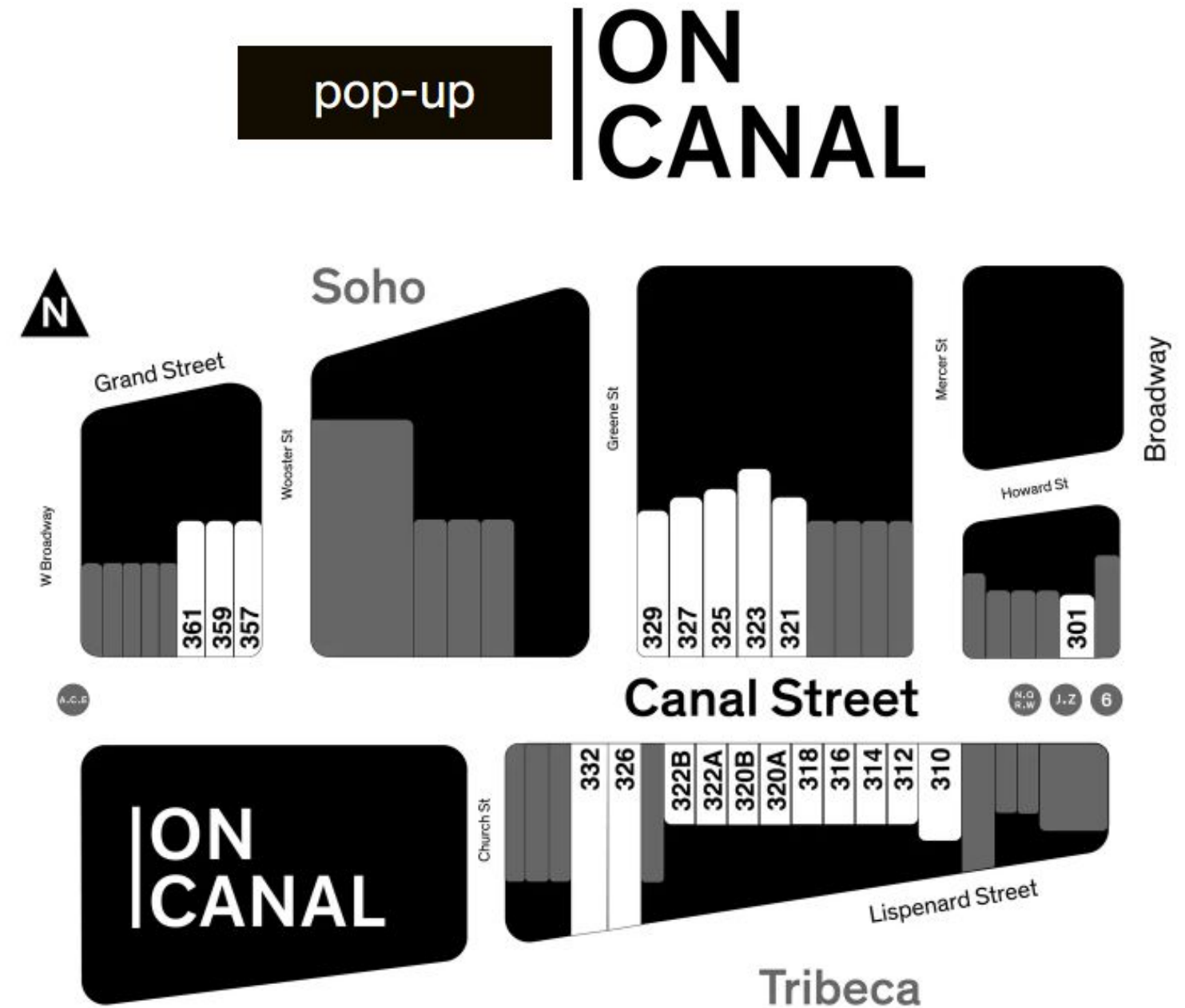
55 Reade Street

Landmarked, cast iron building carefully restored into loft apartments and retail



Pop Up on Canal

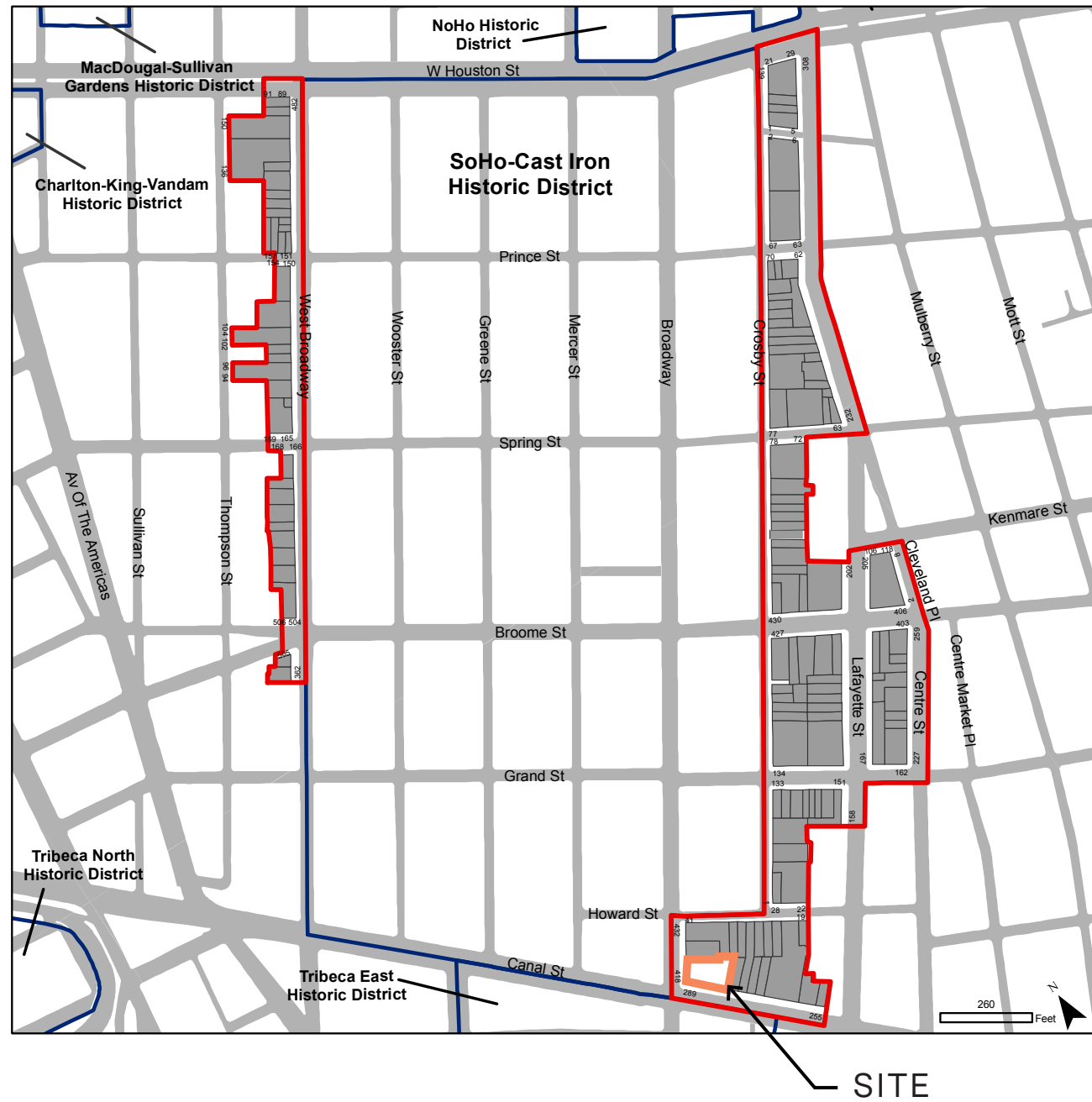
- UAL works with **ON CANAL**, a district for pop-ups where brands, artists & startups can test out new ideas and engage with the public in high traffic locations along Canal Street.
- 20 previously longtime vacant retail storefronts are now activated for the public.
- ON CANAL is co-curated by Vibes Studios, with the aim of creatively re-imagining retail.



Proposed Facade



Site Location



SoHo - Cast Iron Historic District Extension



277 Canal - Corner of Broadway & Canal St looking NE

LPC-Approved Additions



50 Hudson, approved 2017



70 Henry, approved 2015



250 Fifth Avenue, approved 2012

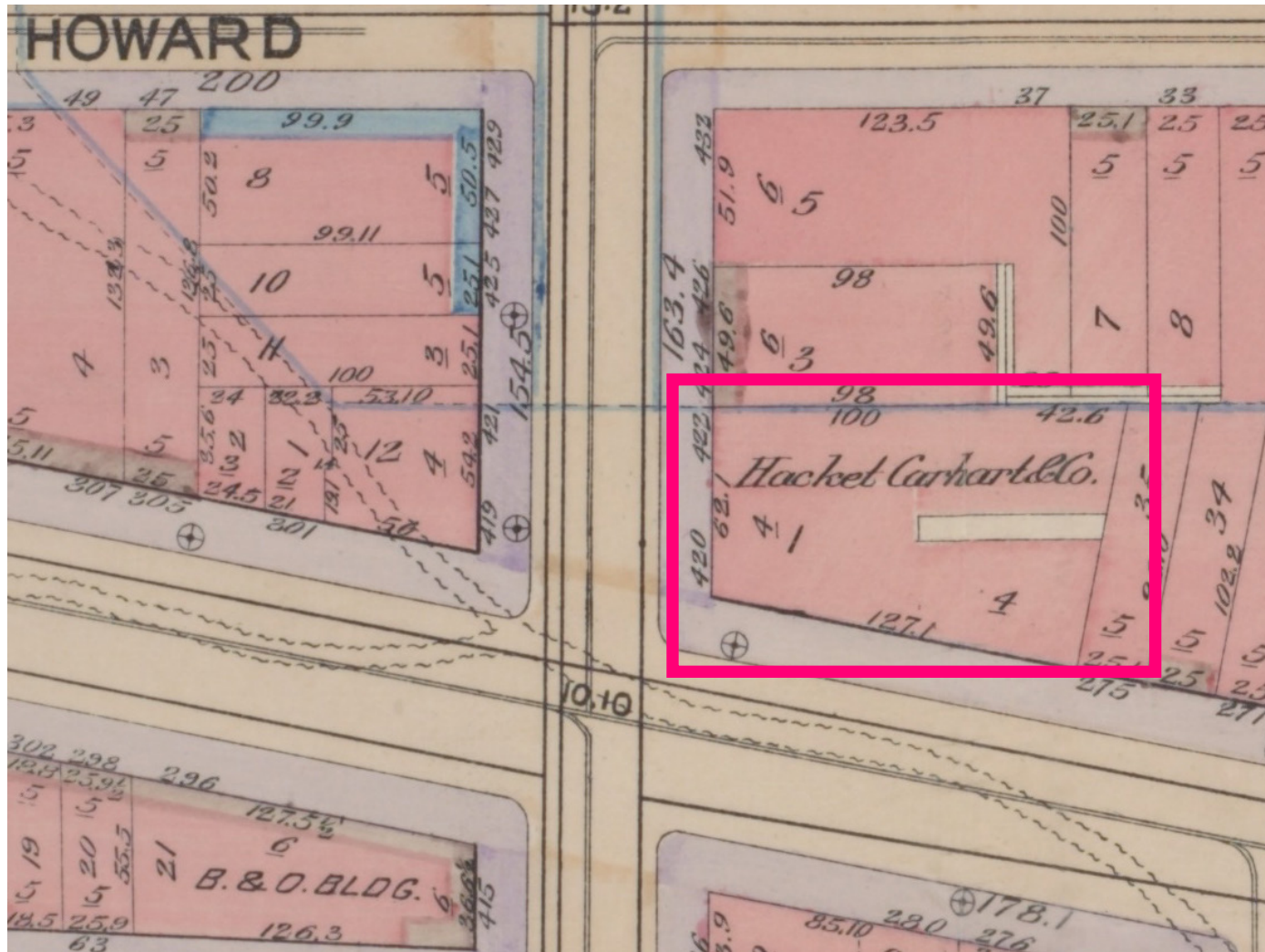
History and Context

Site History



Canal and Broadway
1836, New York Public Library

Site History



1899, Bromley Map



Northeast corner of Canal and Broadway
ca. 1910, both sides of Broadway



East side of Broadway
1865, Museum of the City of New York

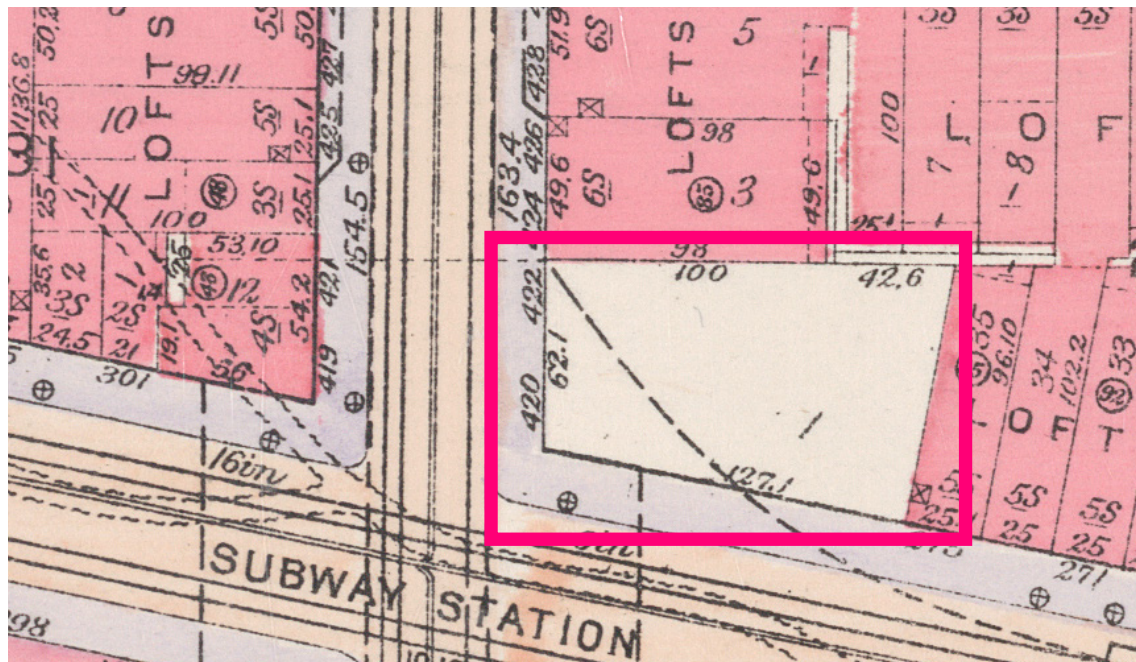
Site History



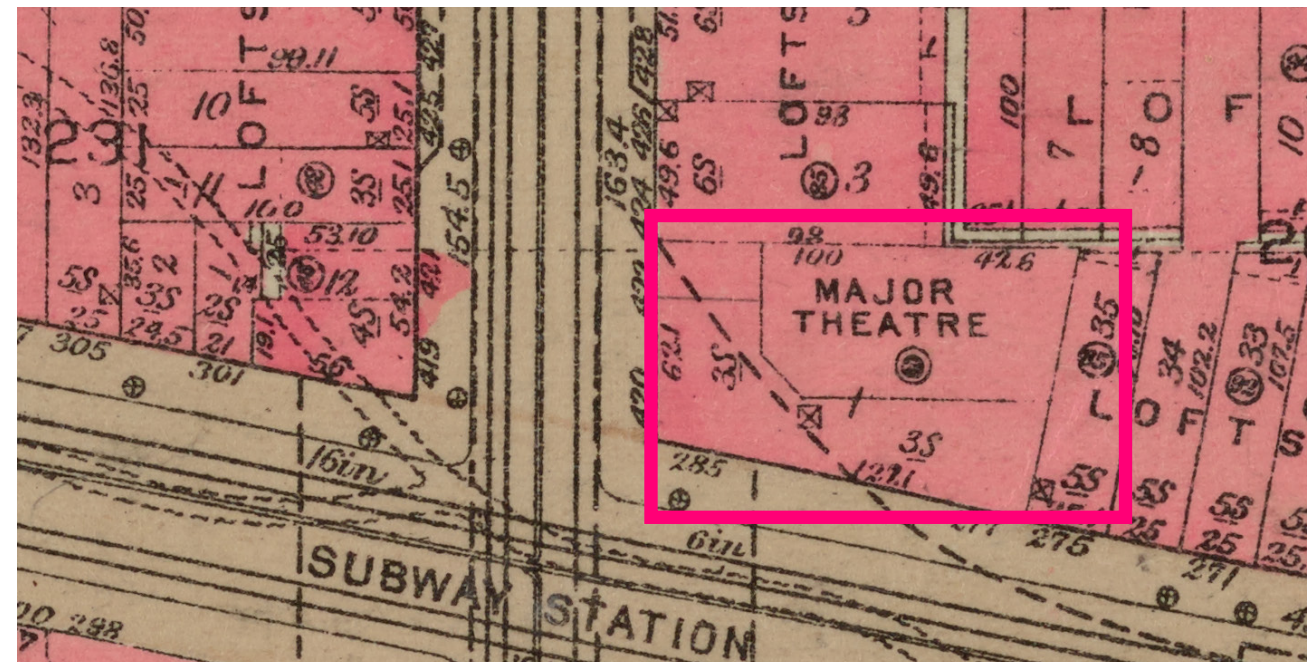
1920, Museum of the City of New York



c. 1940 Tax Photo, NYC Municipal Archives



1916, Bromley



1930, Bromley

Historic Photographs



Evolution of SoHo



357 West Broadway
ca. 1825



Haughwout Building
1856-57, John Gaynor



530 Broadway
1897-98, Brunner & Tryon

LPC Historic District Extension Designation

277 Canal: “The building... is evocative of the changes that were taking place in the SoHo area as a result of transportation improvements and new forms of mass entertainment in the early decades of the twentieth century.”

- NYC Landmarks Preservation Commission Designation Report

270 Lafayette: “The building... is evocative of the changes that were taking place in the SoHo area as a result of transportation improvements in the early decades of the twentieth century...”

- NYC Landmarks Preservation Commission Designation Report



277 Canal Street
David M. Oltarsh
1927



270-276 Lafayette Street
Sugarman & Berger, 1925-27
Art Deco, 15 stories

Historical Restoration of Existing Building

RECREATE MISSING
TERRA-COTTA CAPITALS

NEW PARAPET TO TRANSITION
BETWEEN HISTORICAL BUILDING
AND ADDITION

INSPECT & REPAIR EXISTING
COPPER SIGNAGE AS NECESSARY

NEW ALUMINUM WINDOWS
TO MATCH HISTORICAL
CONFIGURATION

PRESERVE AND MODIFY
EXISTING URNS TO ENGAGE
WITH NEW BRICK



CLEAN, REPAIR, AND
REPOINT EXISTING BRICK
FACADE

RECREATE MISSING
TERRA-COTTA AND
GRANITE PIERS

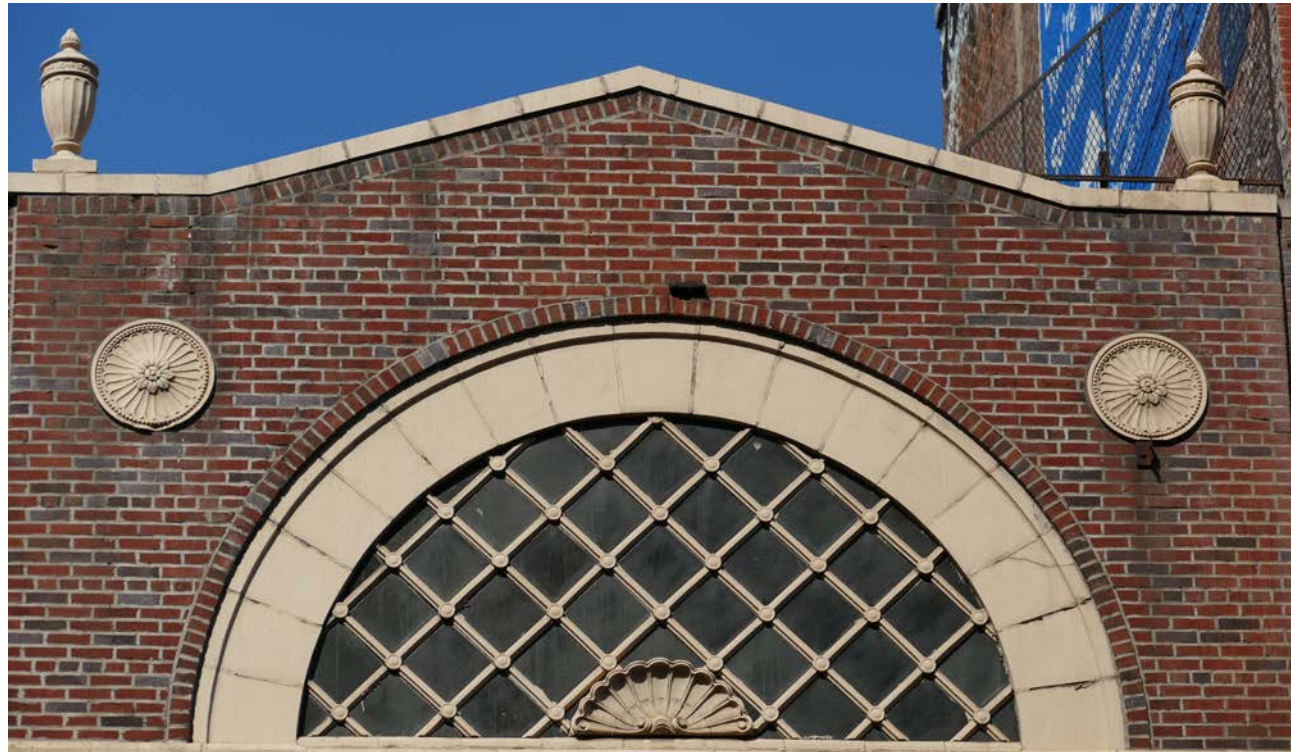
RE-ESTABLISH RHYTHM
OF GLAZED STOREFRONT
AT BASE

REMOVE COATING FROM
EXISTING TERRA COTTA;
REPAIR AND REPOINT WHERE
NECESSARY

RE-CLAD EXISTING
ENTRANCE MARQUEE
STRUCTURE

EXPOSE AND REPAIR
EXISTING TERRA-COTTA
AND GRANITE PIERS

Existing Conditions



Existing terra-cotta ornament and brick masonry. Brick will be cleaned, inspected, repaired, and repointed.



Holes in the existing brick will be repaired; incompatible pointing mortar will be removed and repointed to match historic.



Missing terra-cotta capitals will be replicated and masonry displacement will be repaired.



Original terra-cotta piers at the base have been removed or covered up; existing historic fabric that can be maintained will be repaired and missing piers will be recreated. The existing marquee structure will be reclad.

Existing Conditions



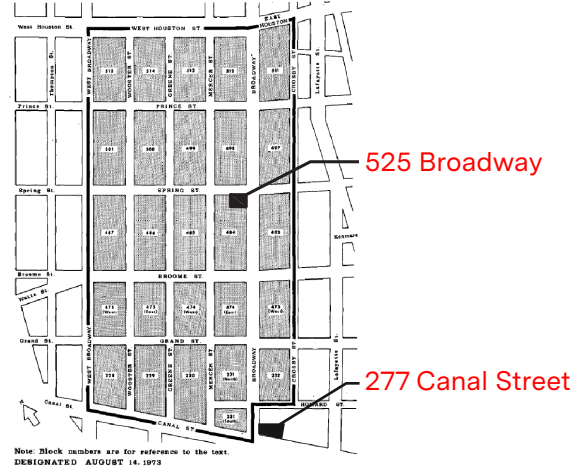
The existing windows are non-historic aluminum and do not match the historic configuration.



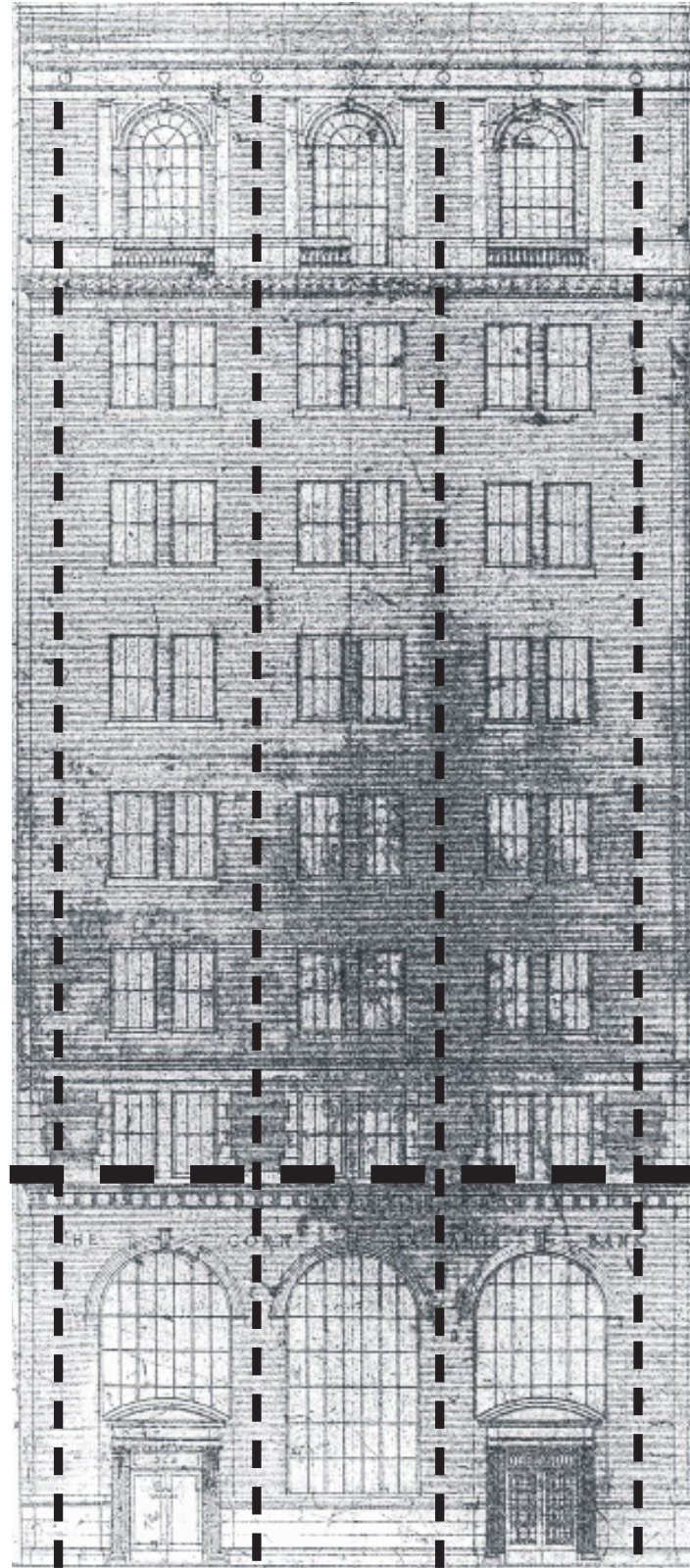
There is a subway entrance at Broadway with non-historic storefront infill at its interior walls. A cementitious coating has been applied to the extant terra-cotta piers at this area of the building.

Historical Context: Compositional Evolution

525 Broadway



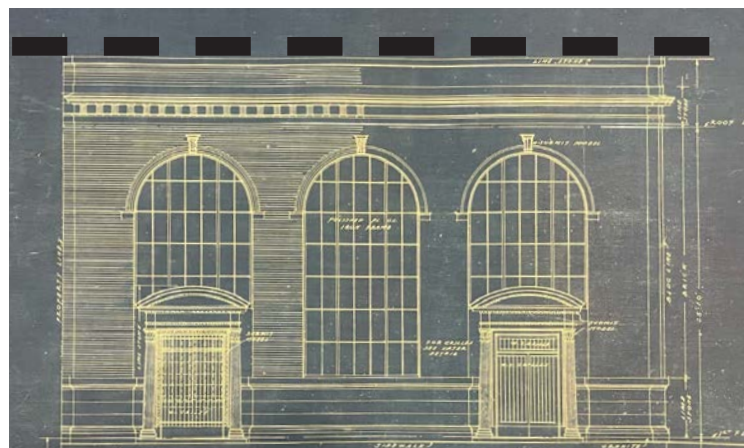
Soho- Cast Iron Historic District Map



1924 Broadway Elevation

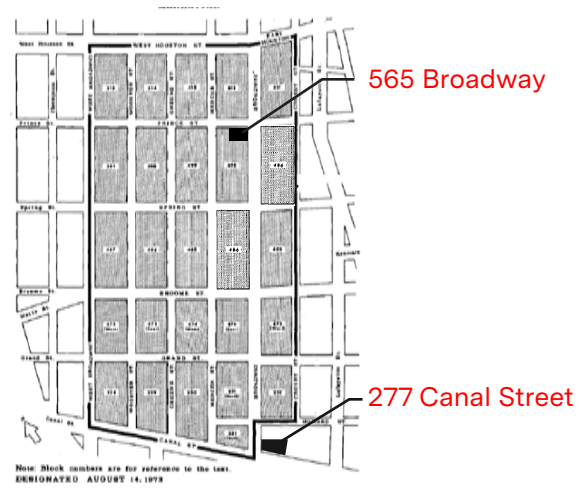


Present Day Streetview

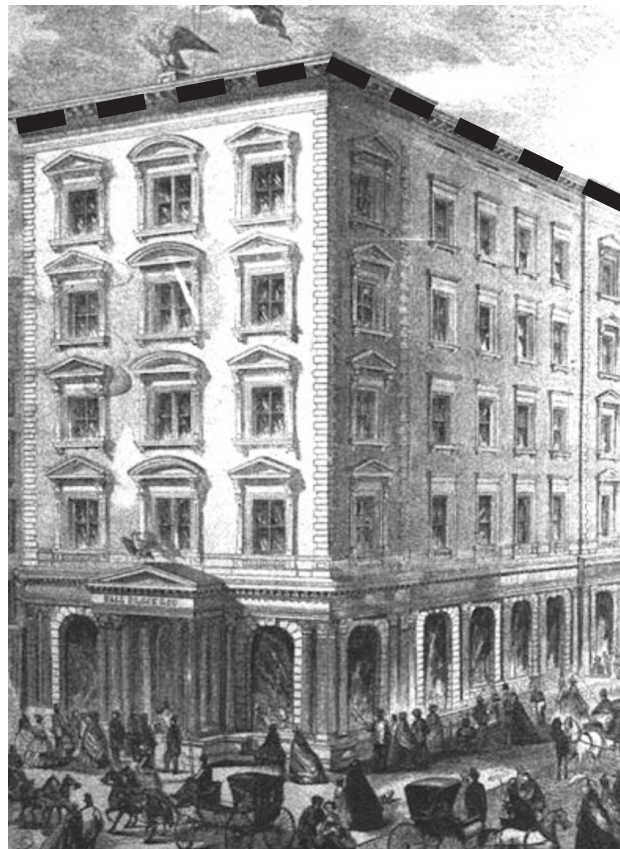


Original Broadway Elevation

565 Broadway



Soho- Cast Iron Historic District Map



1860s Illustration

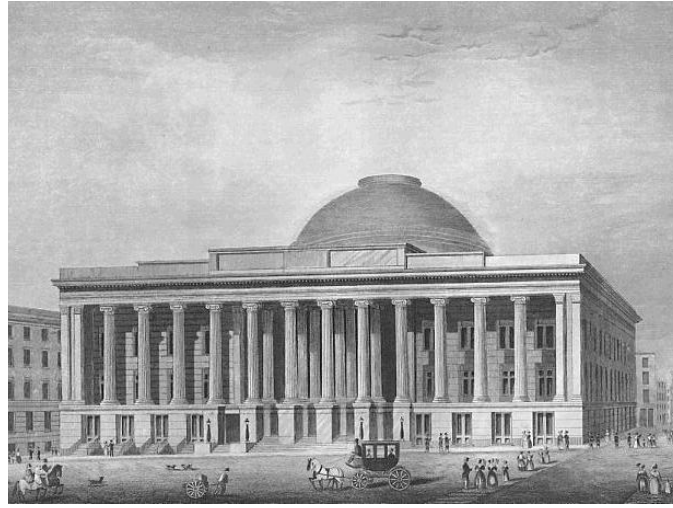


1895 Photograph showing 4-story addition



Present Day Streetview

55 Wall Street, 17 John Street, & General Motors Building



55 Wall Street
Original construction: 1841 (Isaiah Rogers)



17 John Street
Original construction: 1920 (Frederick Putnam Platt & Bro)



General Motors Building
Original construction: 1923 (William Welles Bosworth)



5-story addition: 1907 (McKim, Mead & White)



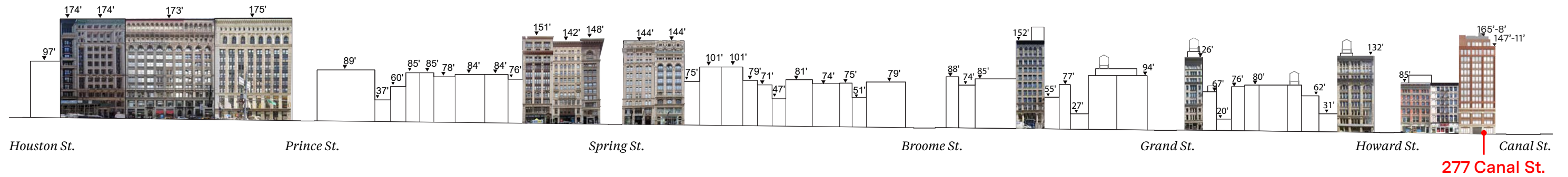
13-story addition: 1926 (Laurence F. Peck)



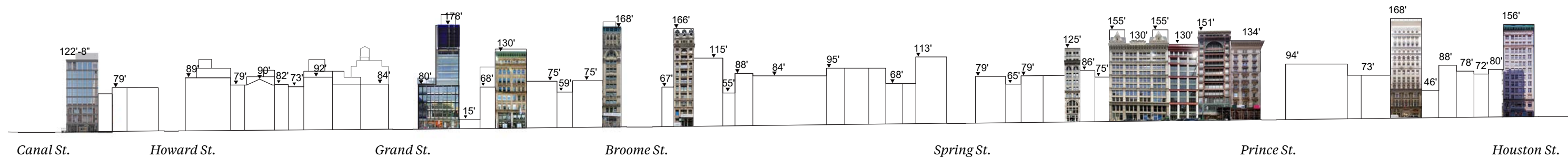
23-story addition: 1926 (Lamb & Harmon)

Tall Building Context: Broadway Streetscape

Houston to Canal Street

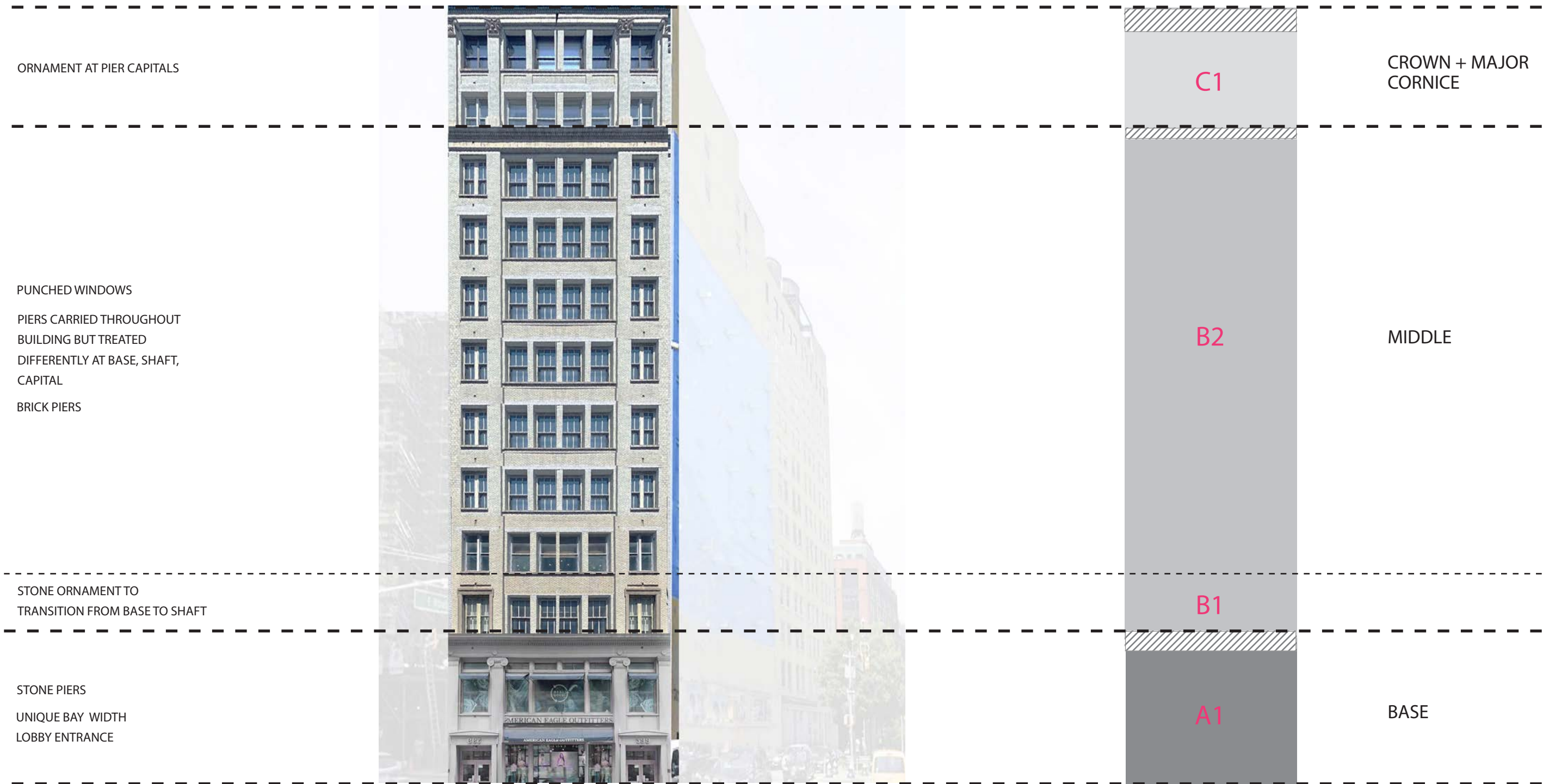


Broadway East Side

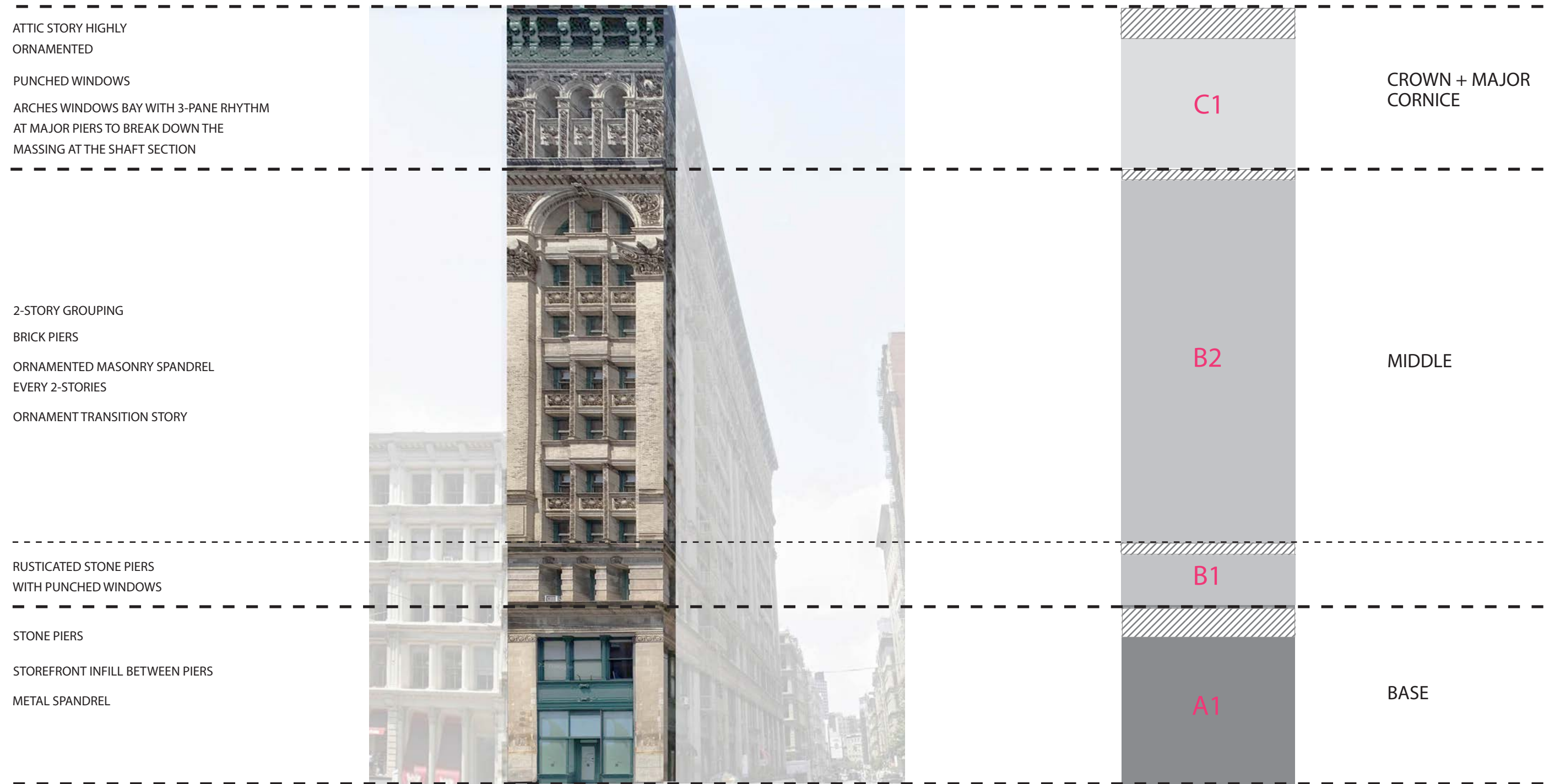


Broadway West Side Elevation

Composition Study - 599 Broadway

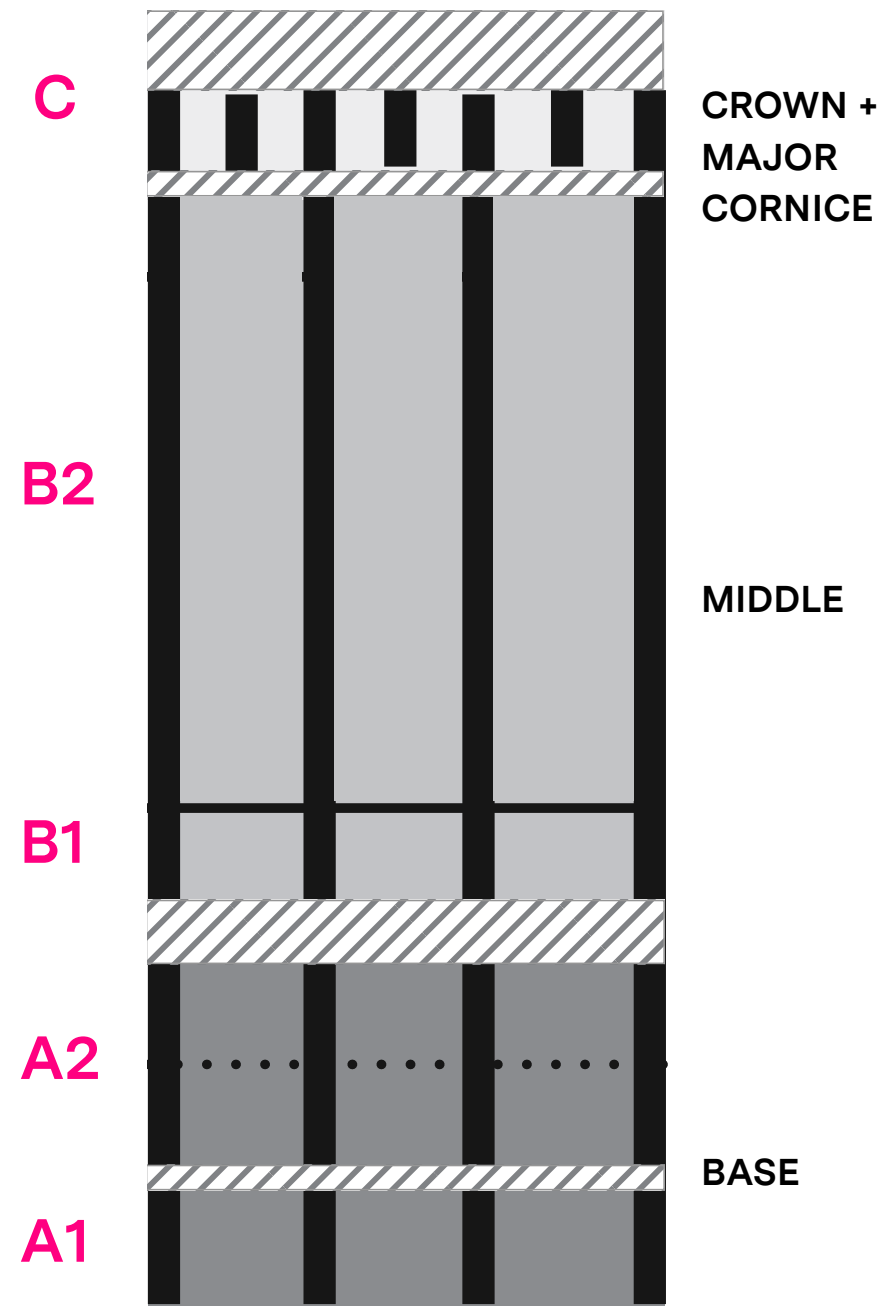


Composition Study - 443-449 Broome Street



Proposed Design

Facade Diagram - Broadway

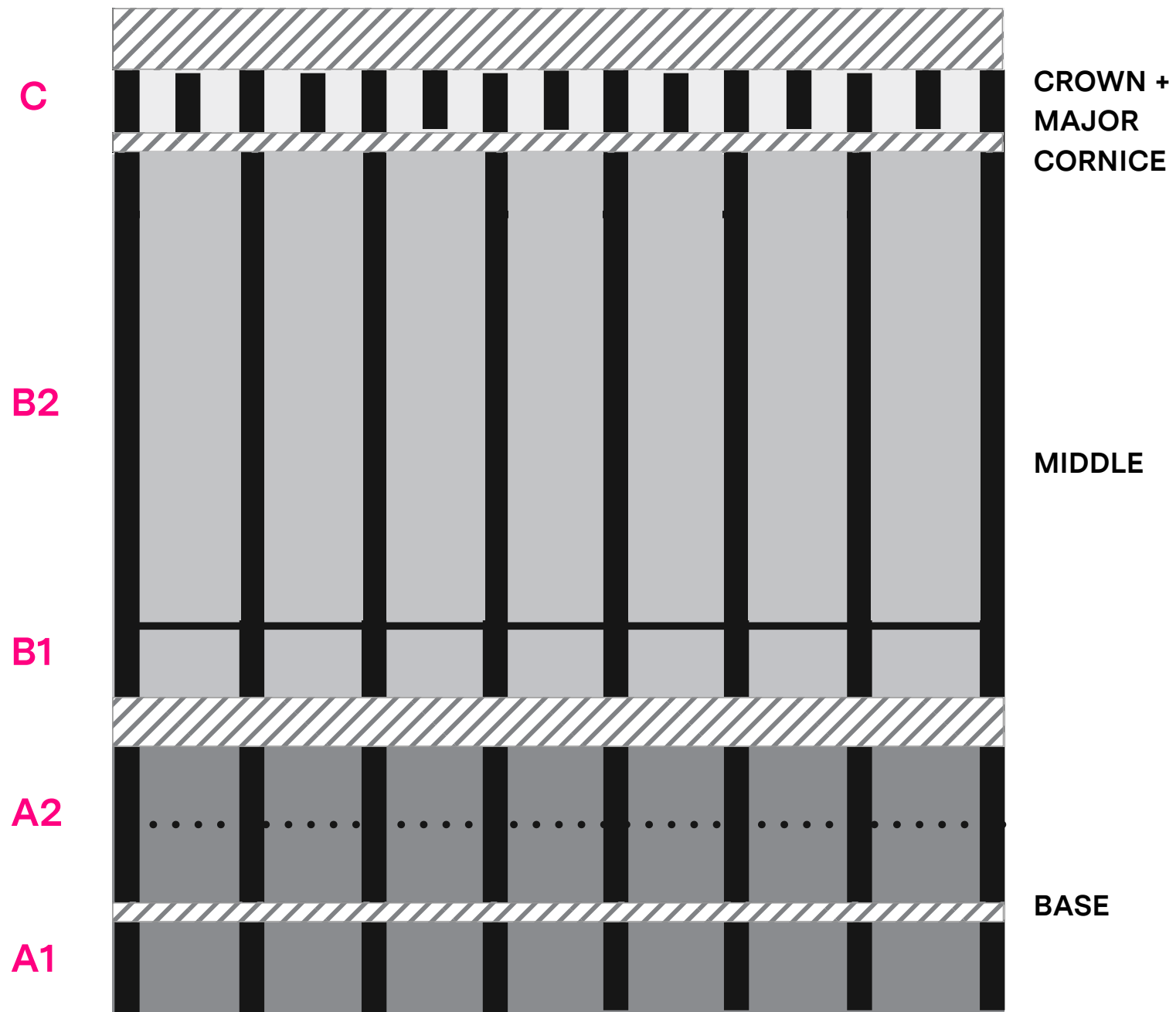


West Elevation Diagram



West Elevation - Broadway

Facade Diagram - Canal



South Elevation Diagram



South Elevation - Canal

Proposed Facade



Proposed Facade

View From Canal Street Looking East



Proposed Facade

View From Canal Street Looking West



Proposed Facade

View From Broadway Looking South

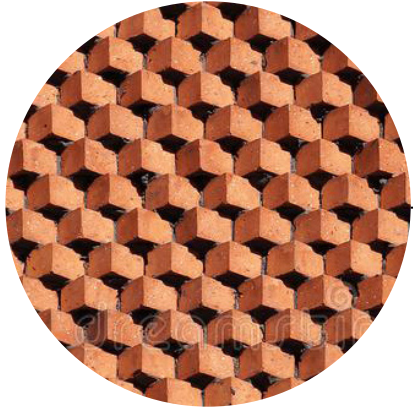


Textured Brick, Metal and Terracotta

Terracotta



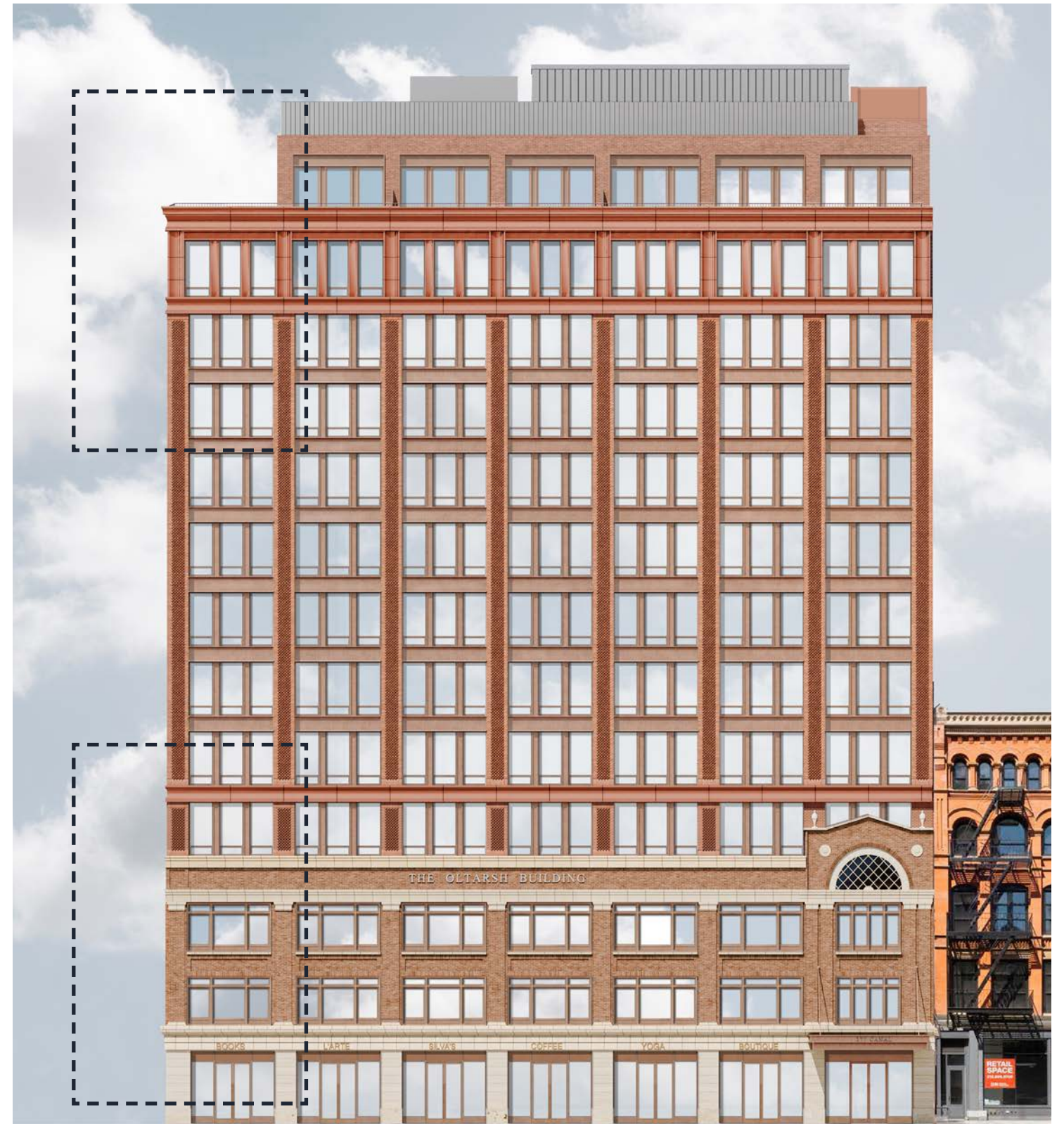
Brick Texture



Metal



Close Up



South Elevation

Facade Material Palette



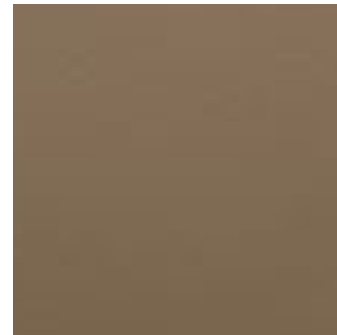
Terracotta



Brick



Aluminum



Bronze

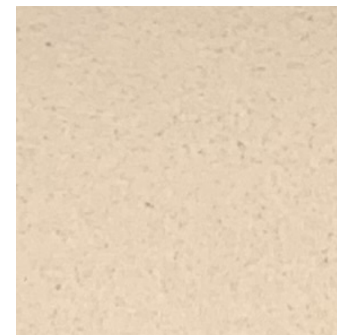


NEW ADDITION

RESTORED BASE



Brick



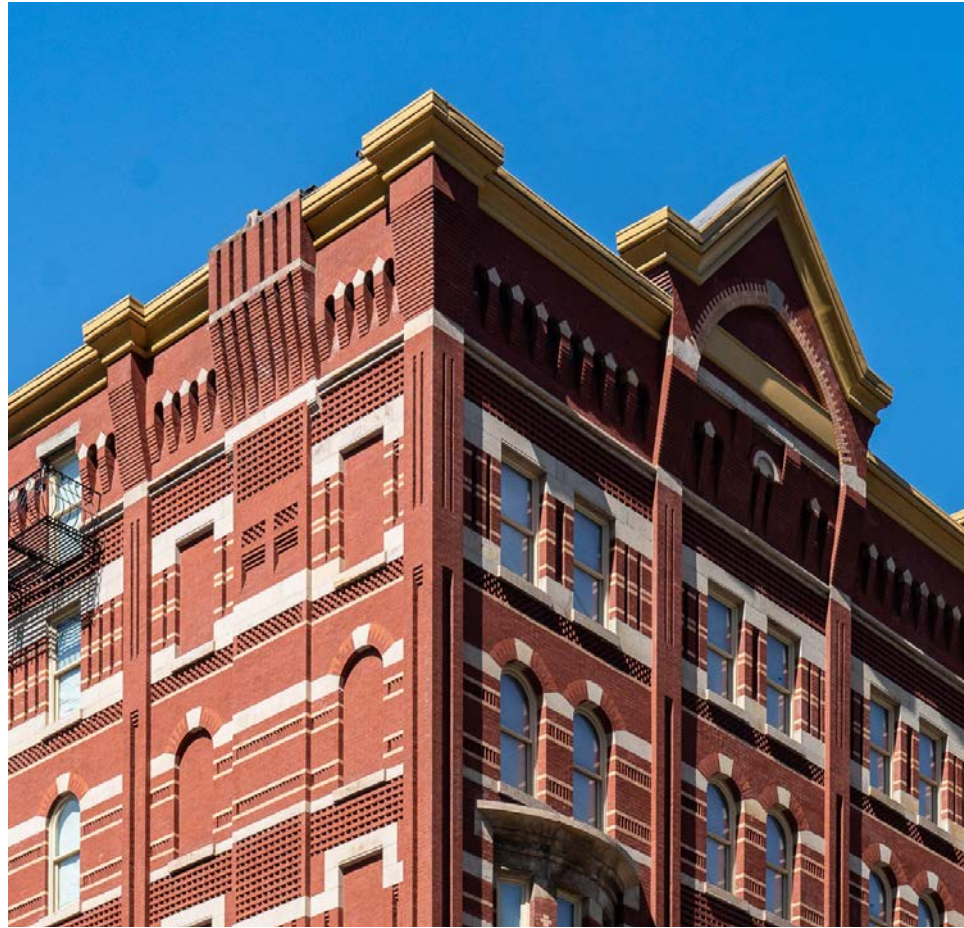
Terracotta



Granite



Facade Material- Brick Textured



The Windermere, 400-406 W. 57th St, New York



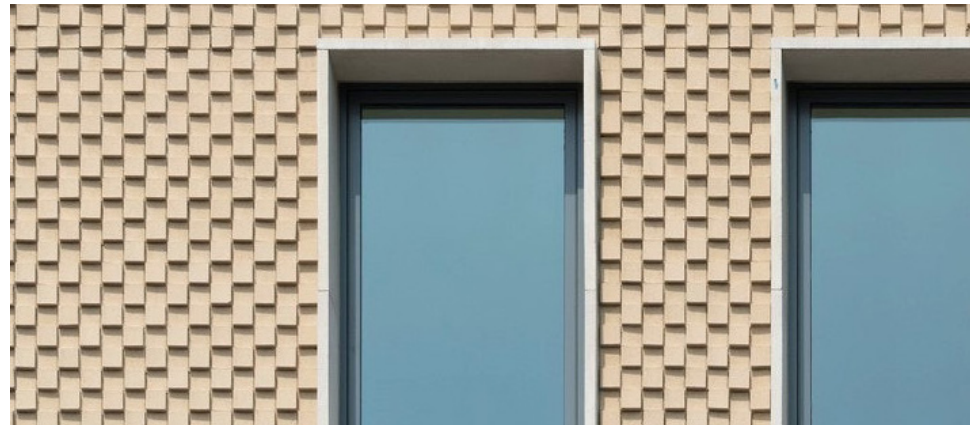
119-121 2nd Avenue, New York



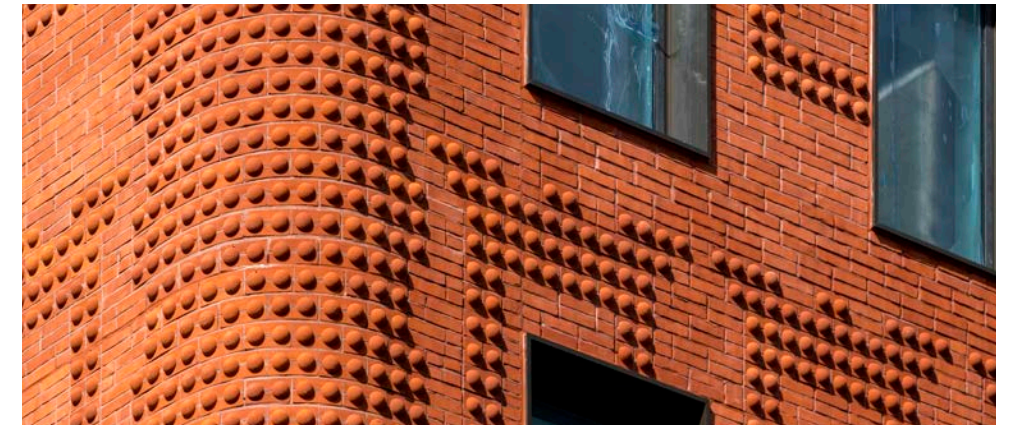
151-155 Mulberry Street, New York



Brick Detail



Brick Detail

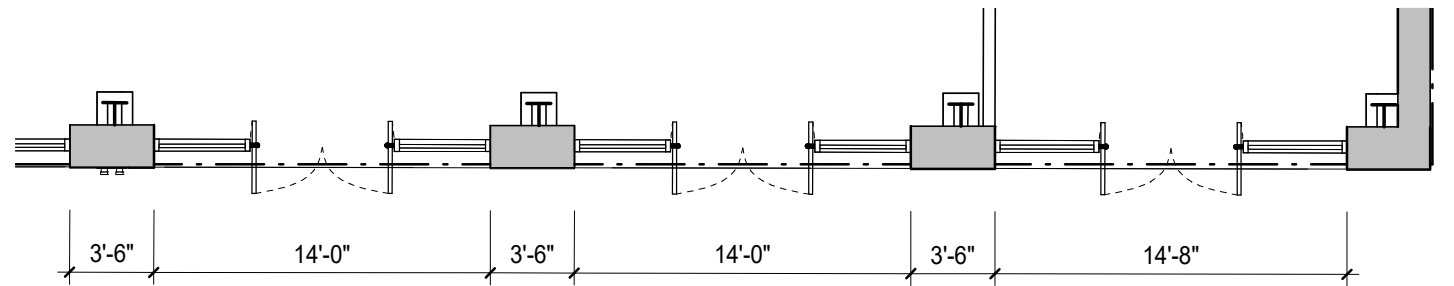
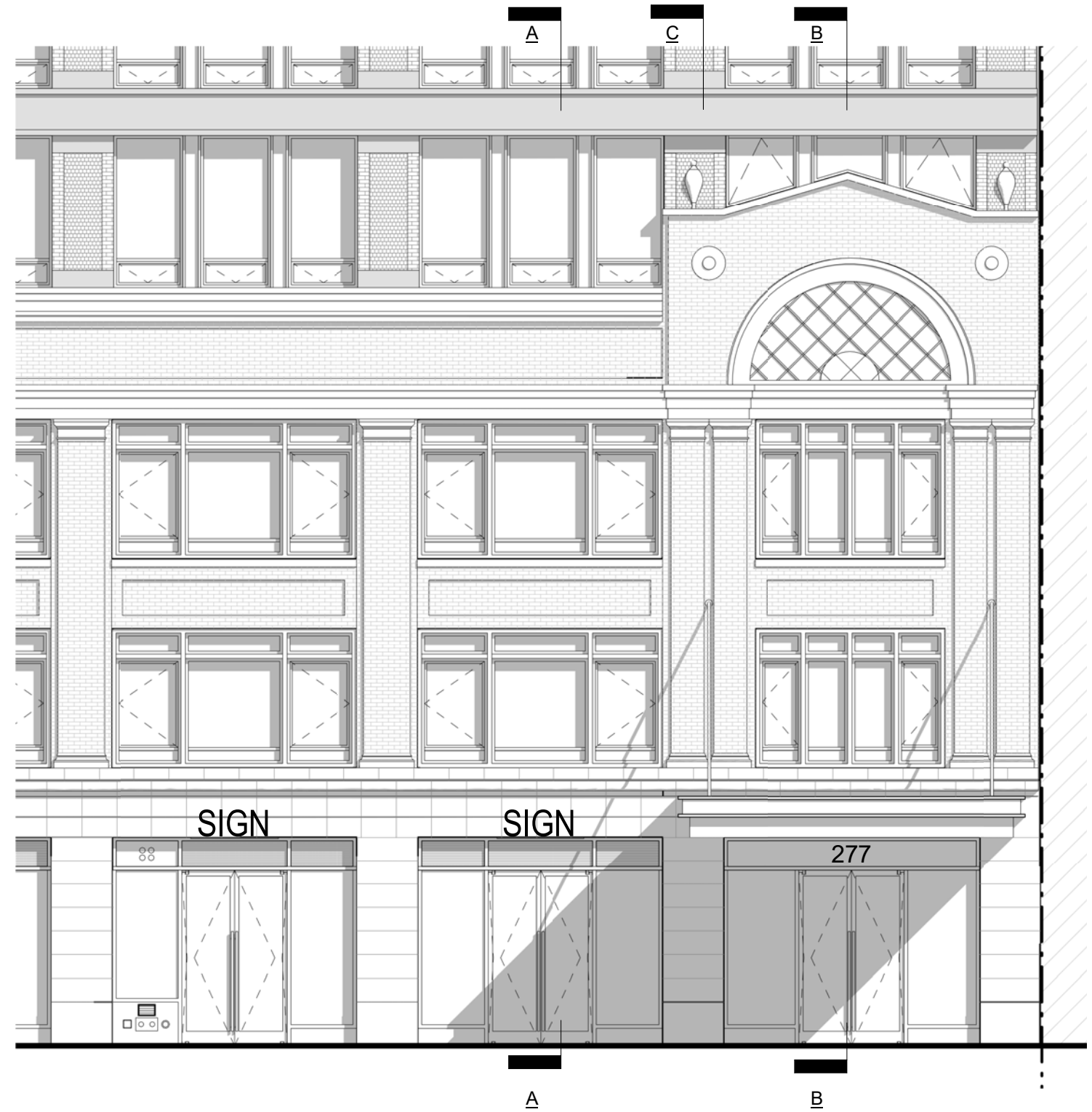
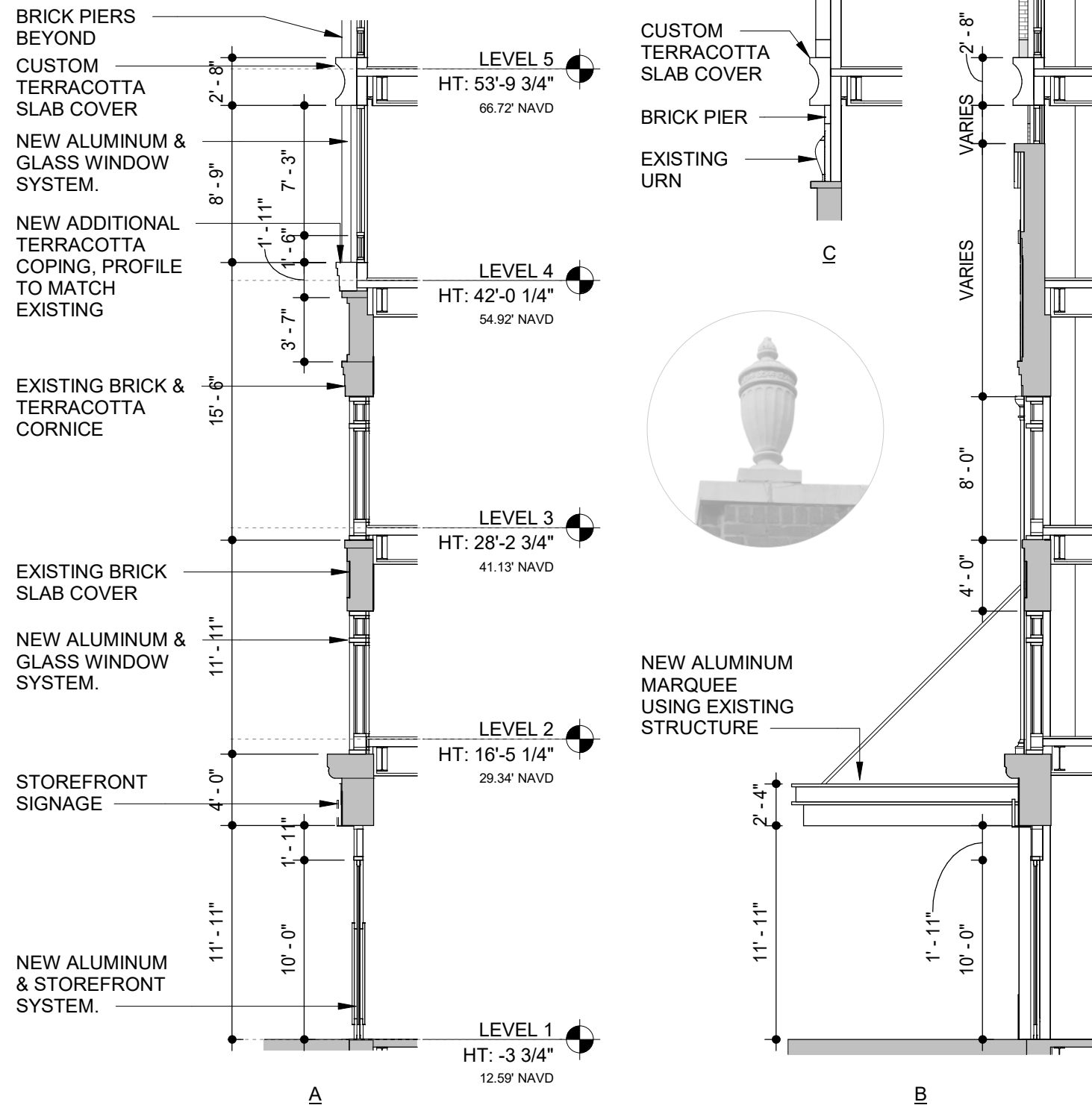


Brick Detail

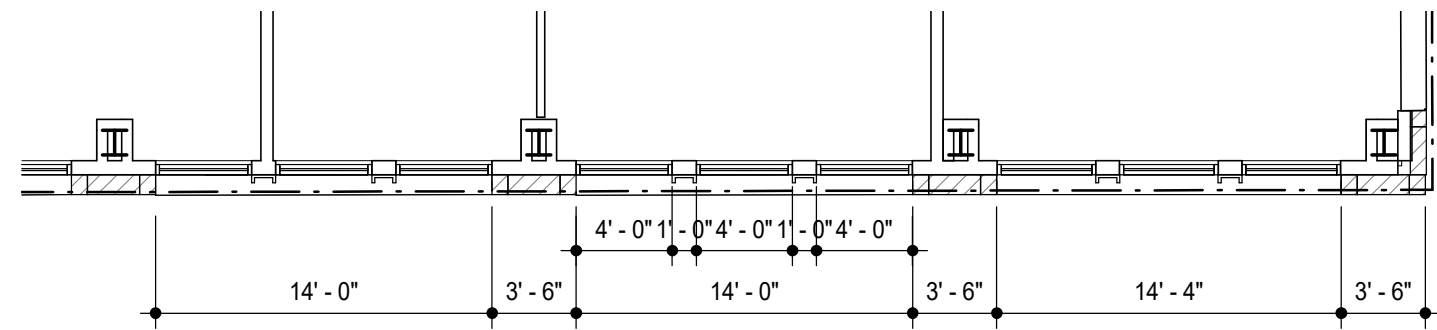
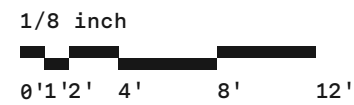
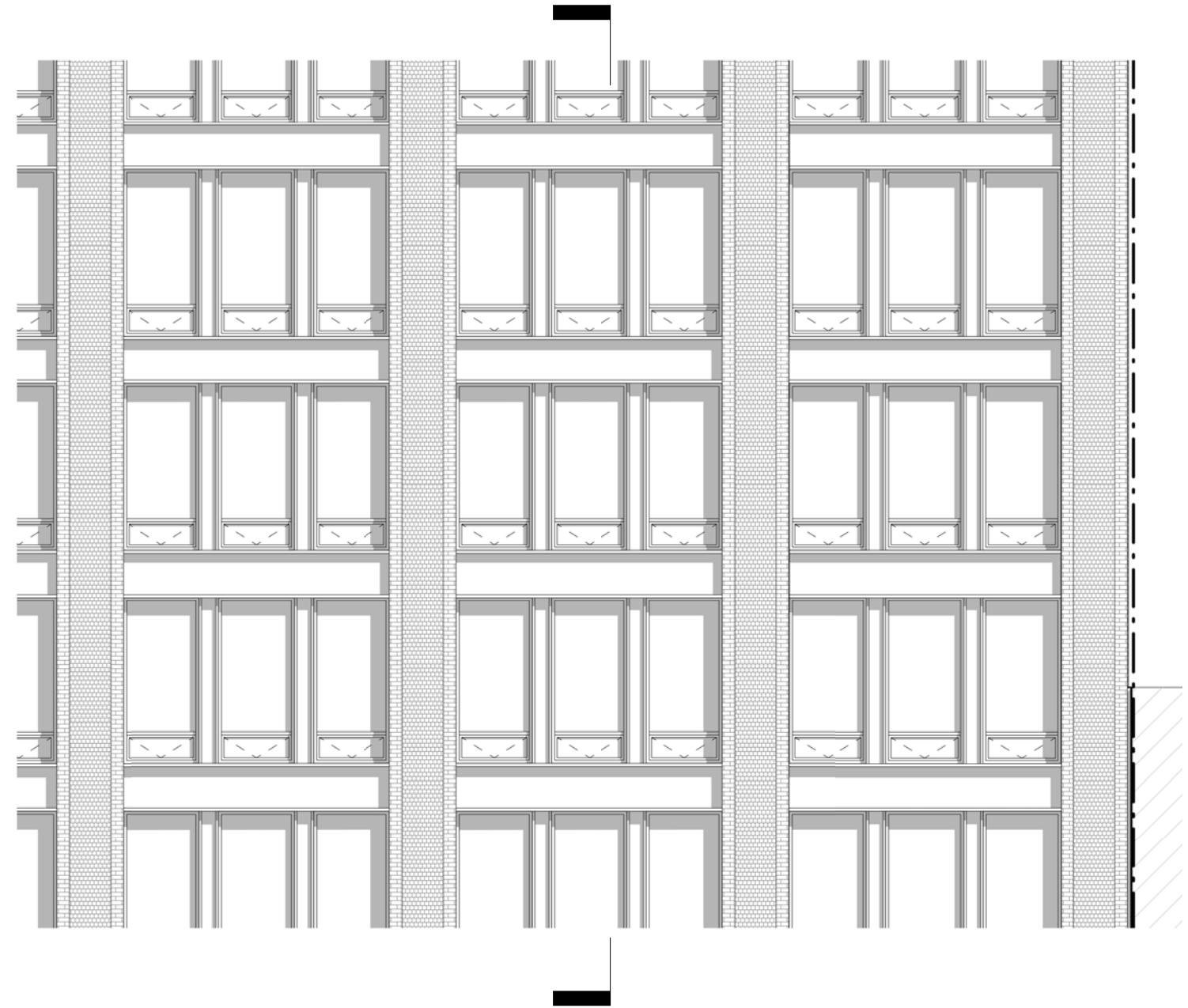
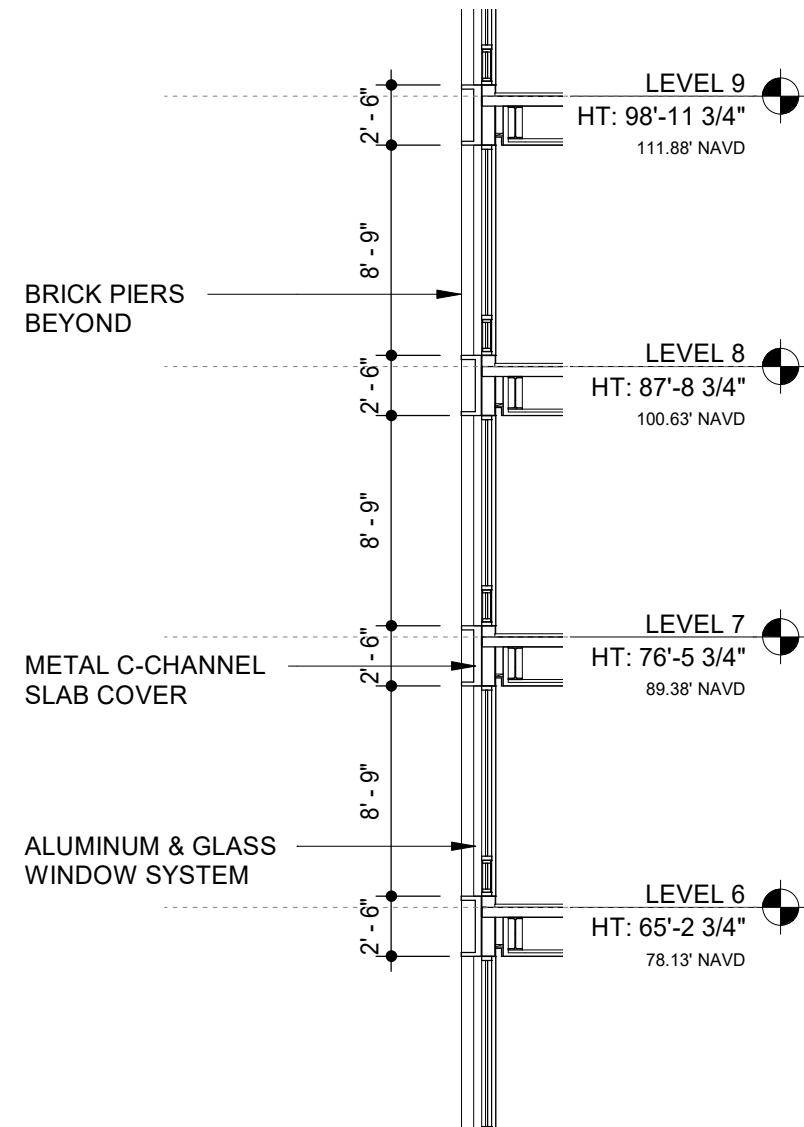
Enlarged View at Crown



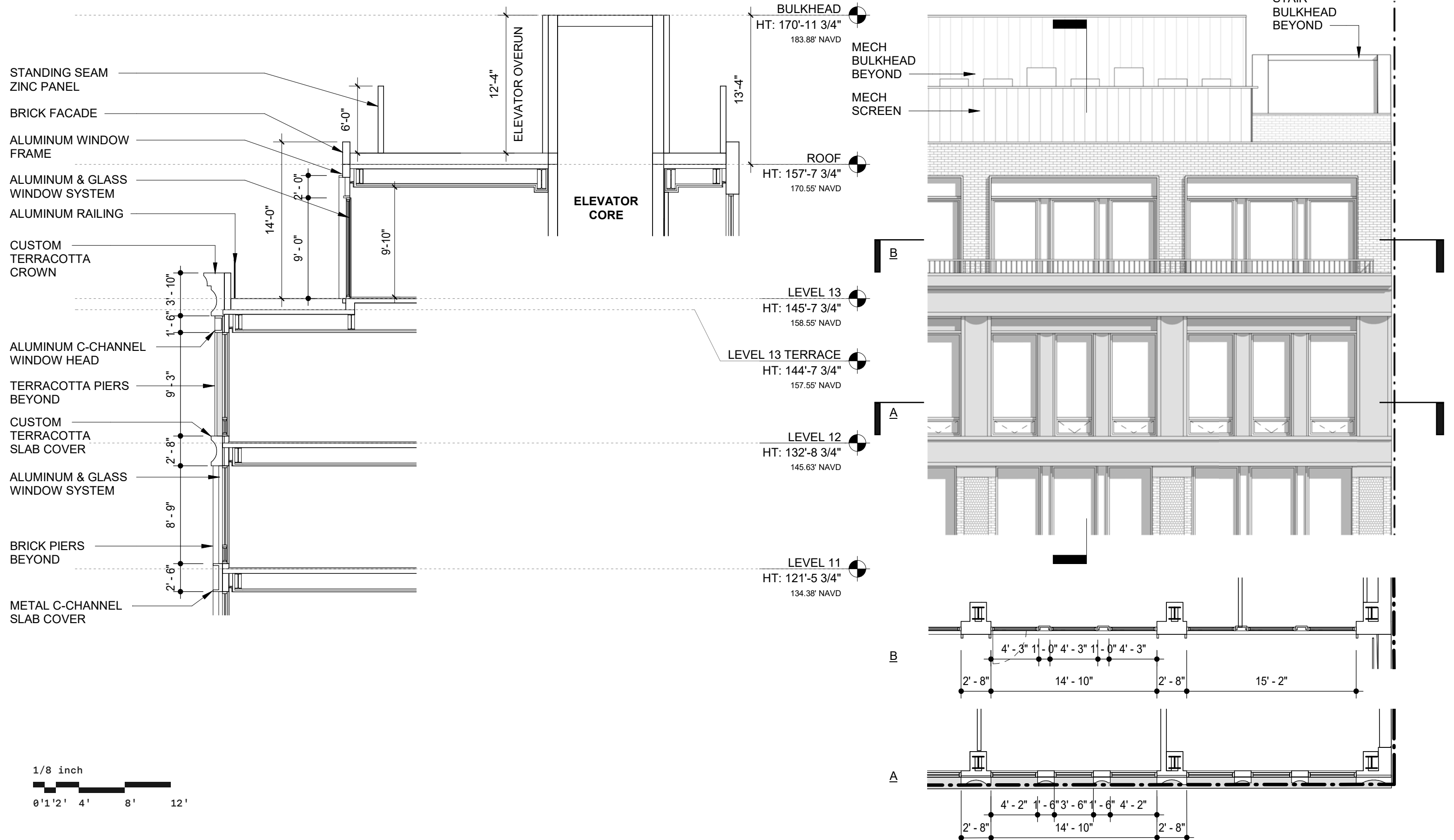
Enlarged Elevation at Base



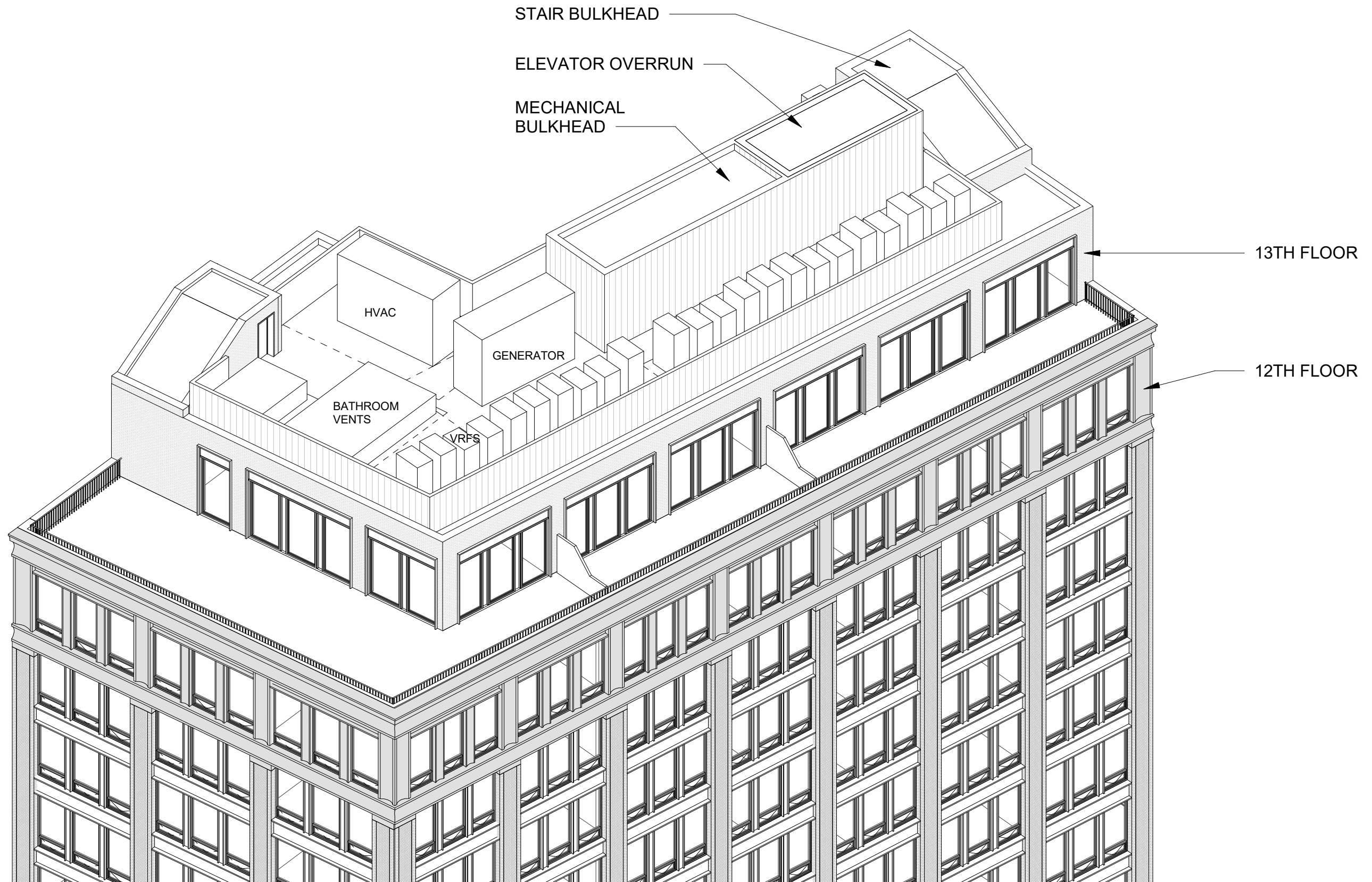
Enlarged Elevation at Middle



Enlarged Elevation at Crown



Partial Axon



Building Details - Existing and Proposed

Existing Details



Terracotta Rounds and Half-rounds



Terracotta Cornice

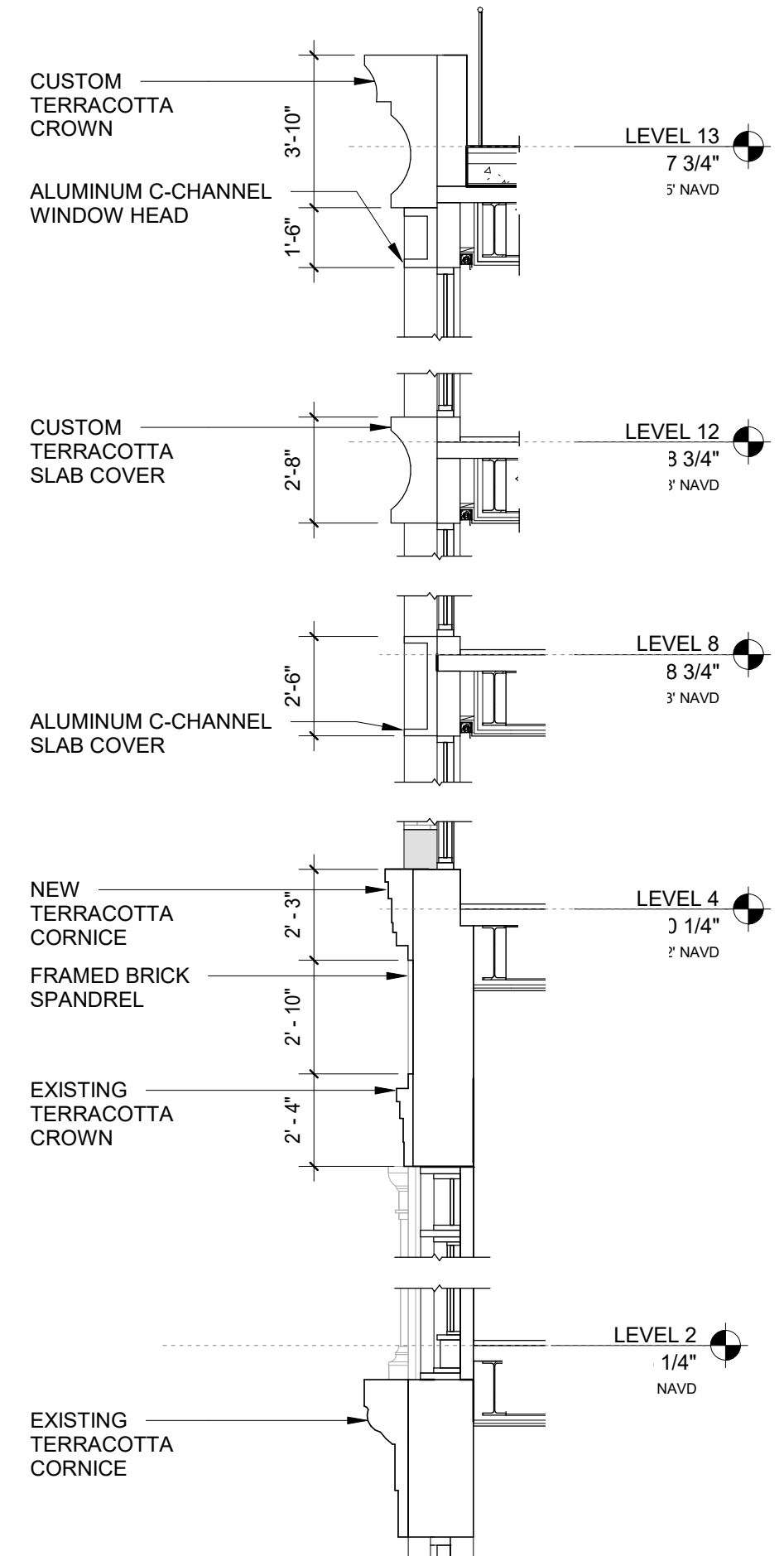
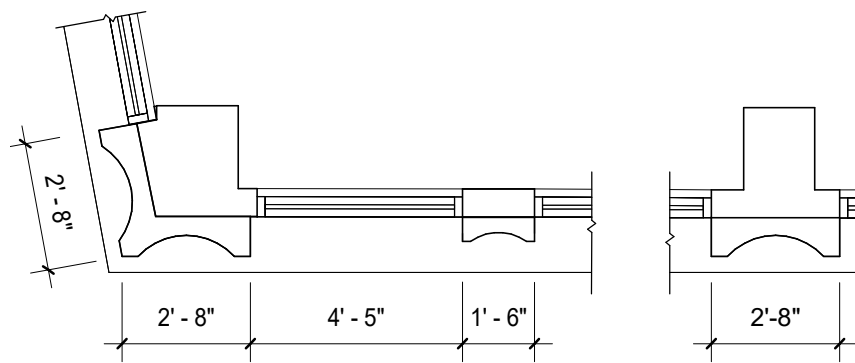


Framed Column, Column Base, Column Capital

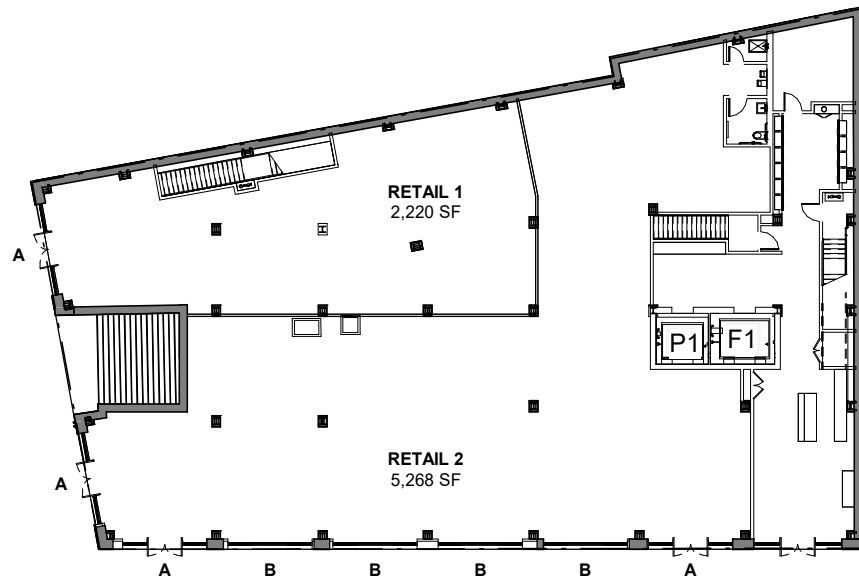
Proposed Details



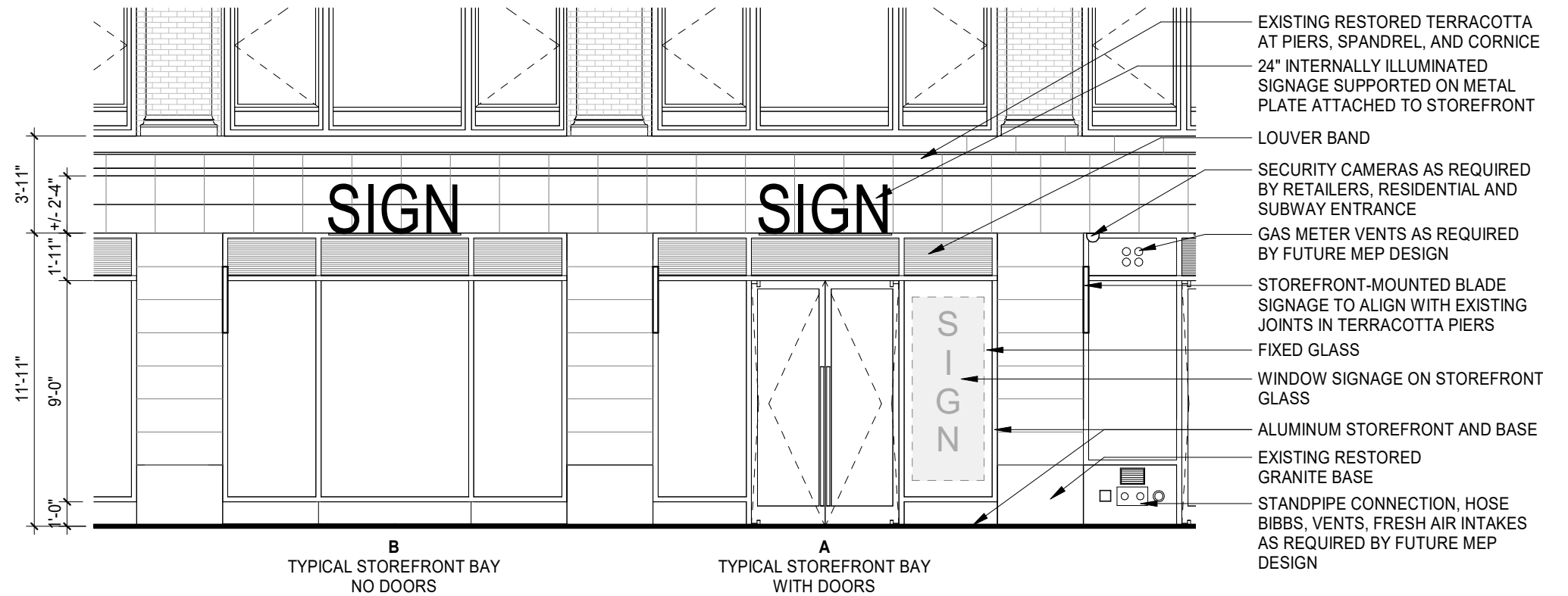
Terracotta Cornice, Framed Metal Spandrels, Framed Column with Terracotta Capital and Base



Storefront Master Plan

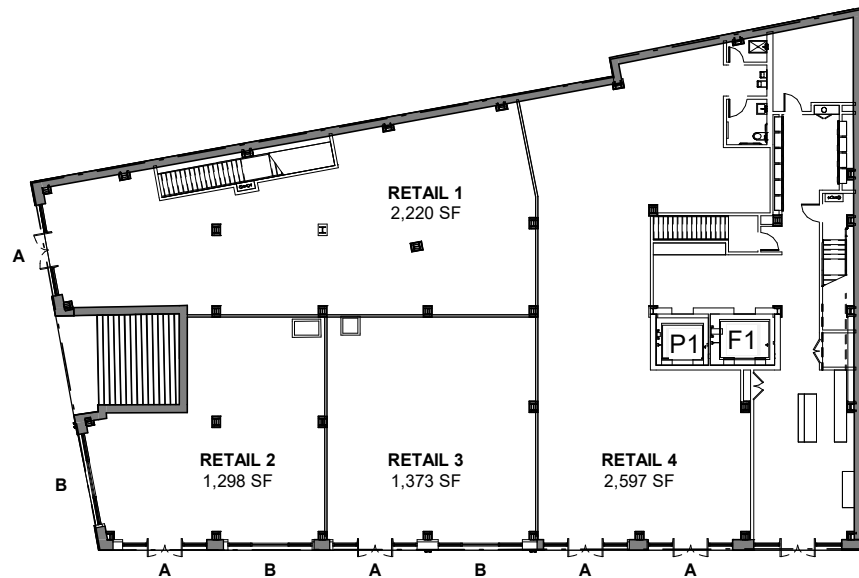


Retail Demising Scenario 1: Larger Retail Units

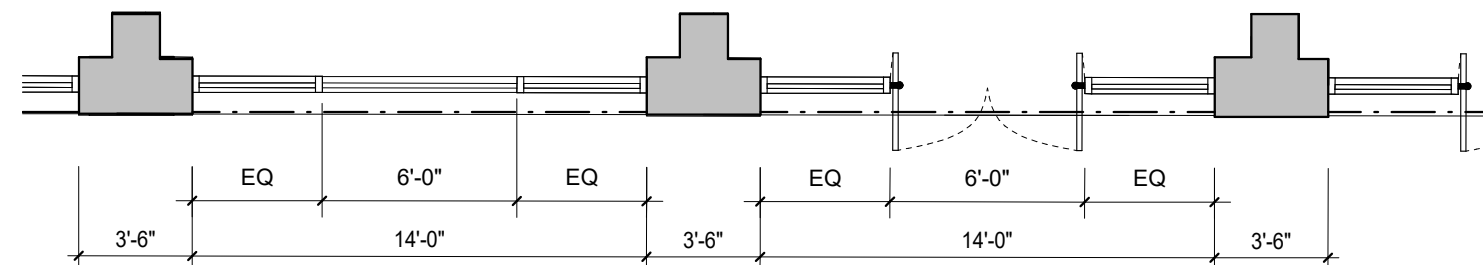


Typical Storefront Bay Elevation

Note: Storefront signage is representative of size and location only and will be limited to specific retail bays.



Retail Demising Scenario 2: Smaller Retail Units



Typical Storefront Bay Plan

Subway Art Precedents and Entrance View



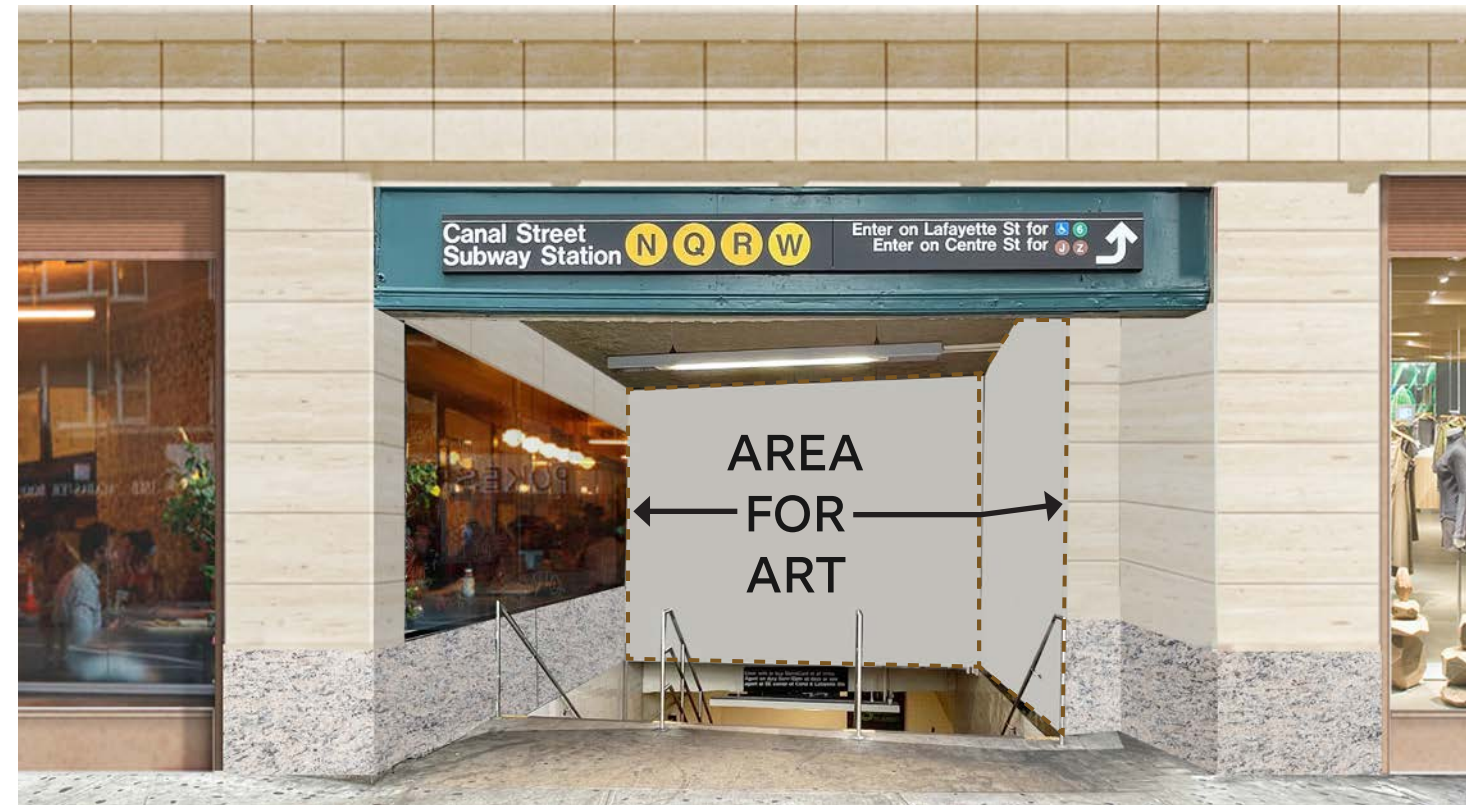
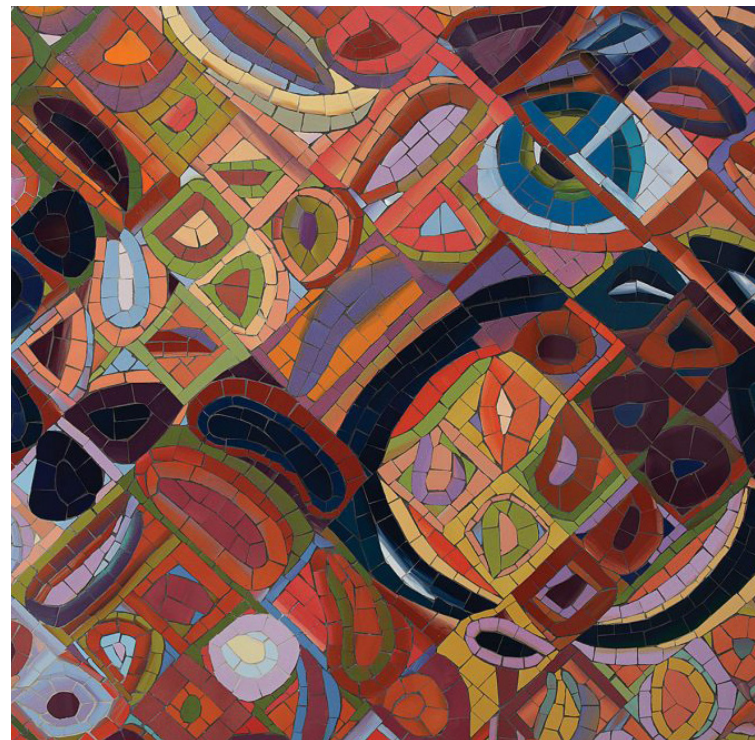
Historical Image



Existing Condition



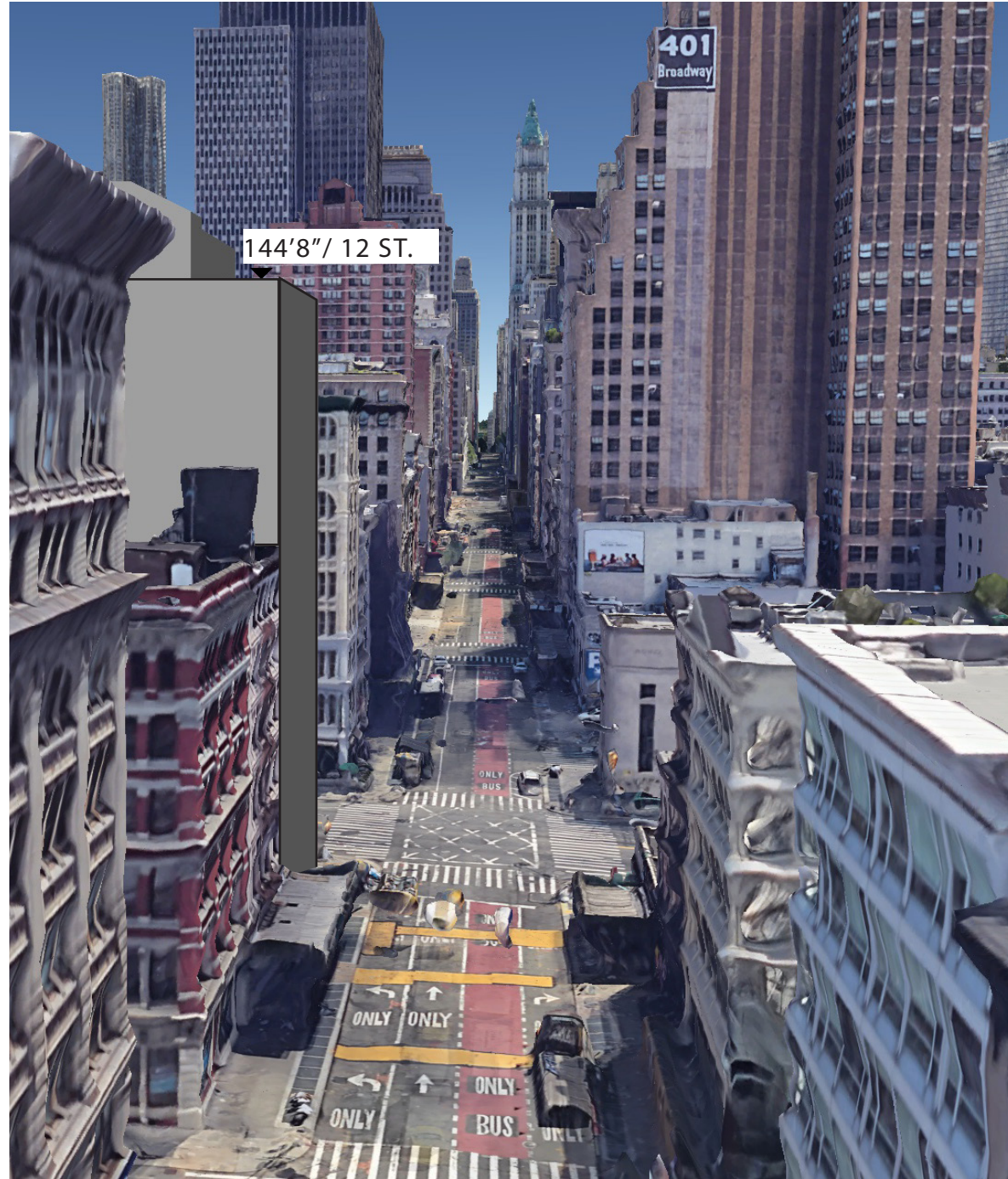
Art Precedents



Current Proposal Rendering

Streetscapes

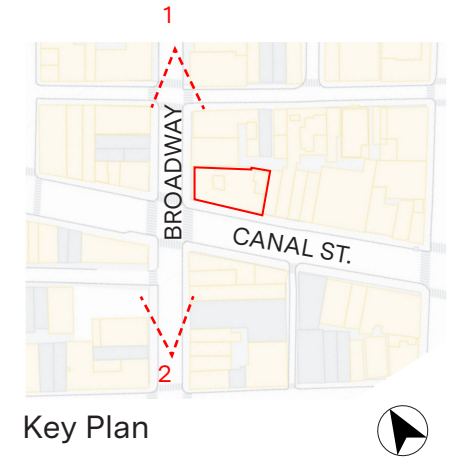
Views on Broadway



1 - Looking South



2 - Looking North



Existing & Proposed Streetscape: Canal Street



Existing: Canal Street North Elevation

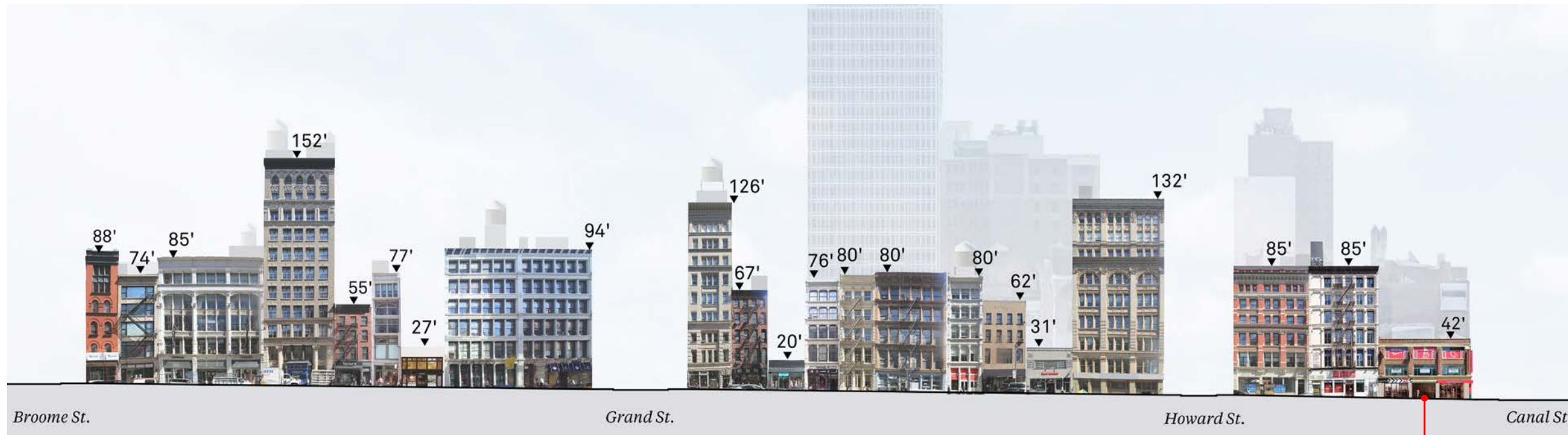
277 Canal St.



Proposed: Canal Street North Elevation

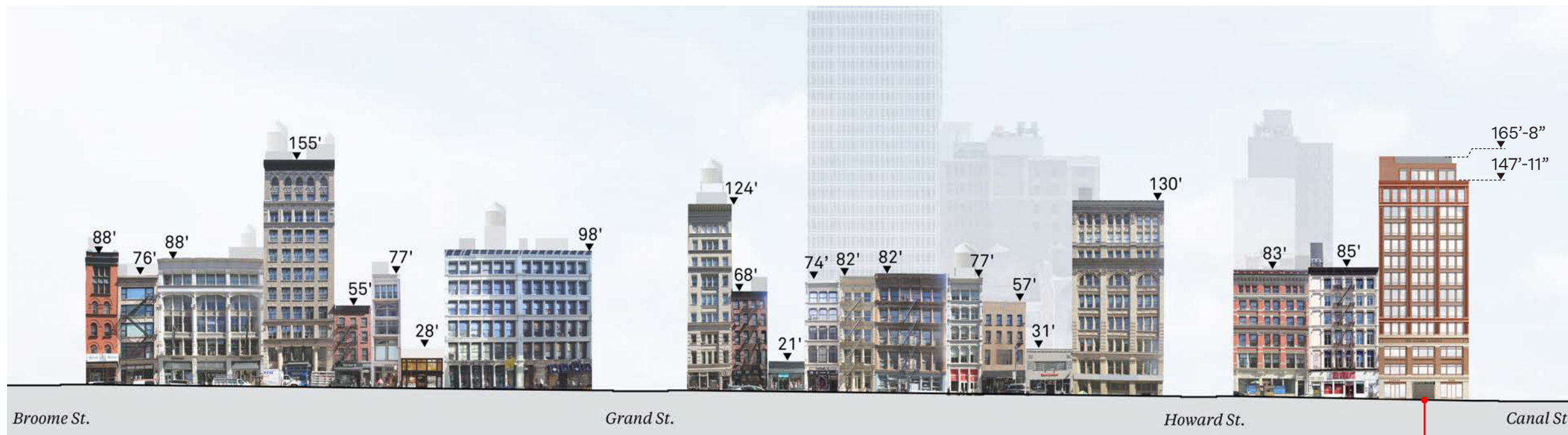
277 Canal St.

Existing & Proposed Streetscape: Broadway



Existing: Broadway East Elevation

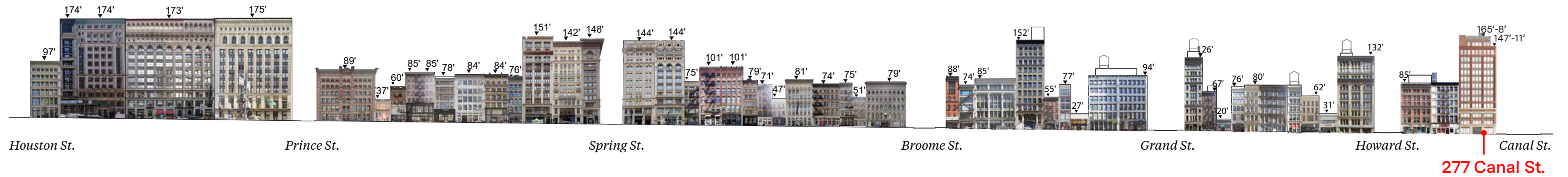
277 Canal St.



Proposed: Broadway East Elevation

277 Canal St.

Proposed Streetscape: Broadway



Broadway East Side



Broadway West Side Elevation

Proposed Facade



Thank You

Michelle Wagner, AIA, LEED GA

Architecture Studio Director
646 835 2838
mw@ma.com

Christopher Courtney

Project Manager
646 835 2781
cc@ma.com

MA

Appendix

Proposed Facade

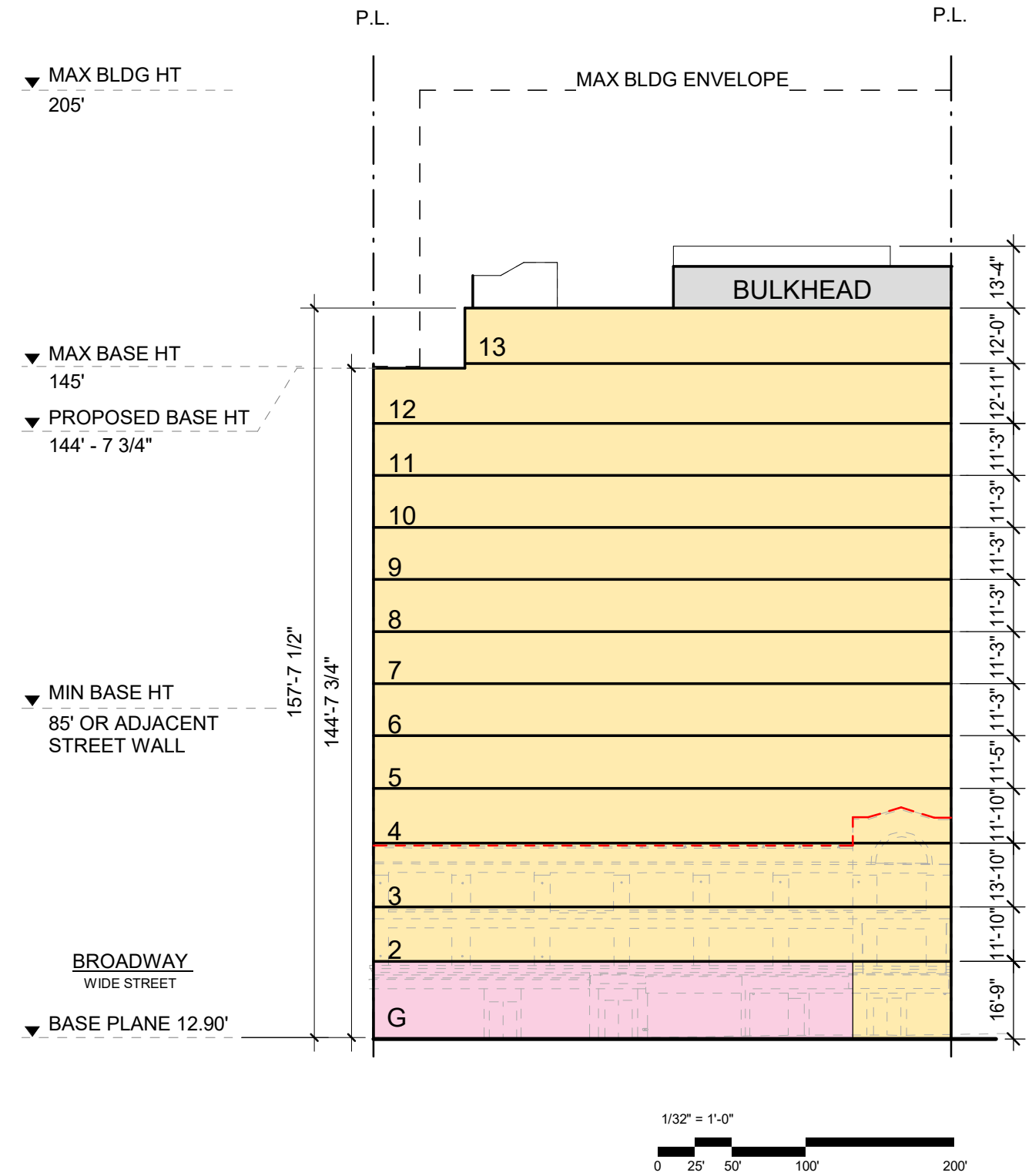
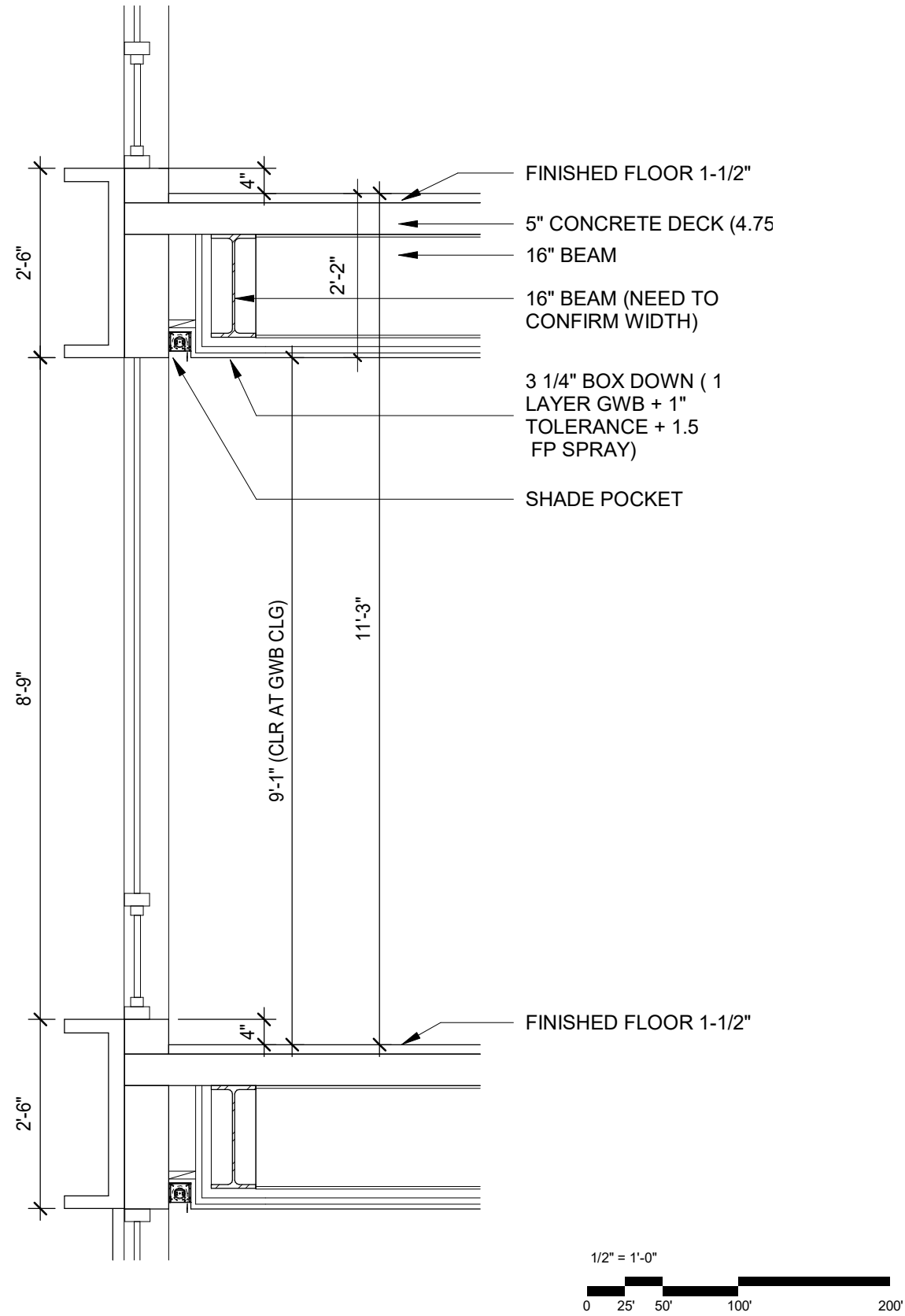


Proposed Facade

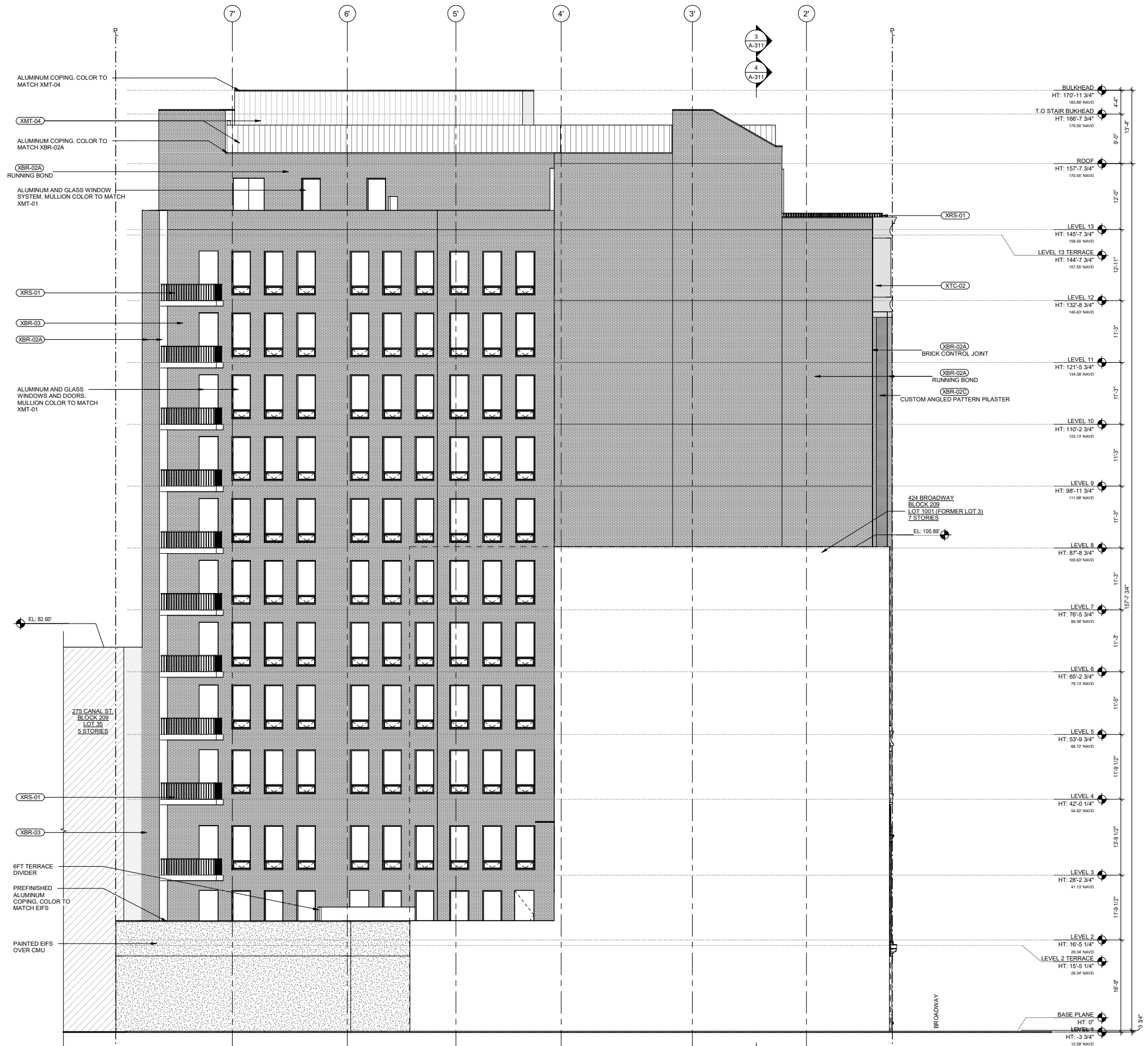
View From Canal Street Looking West



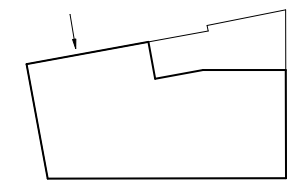
Building Section



Courtyard Elevation - South



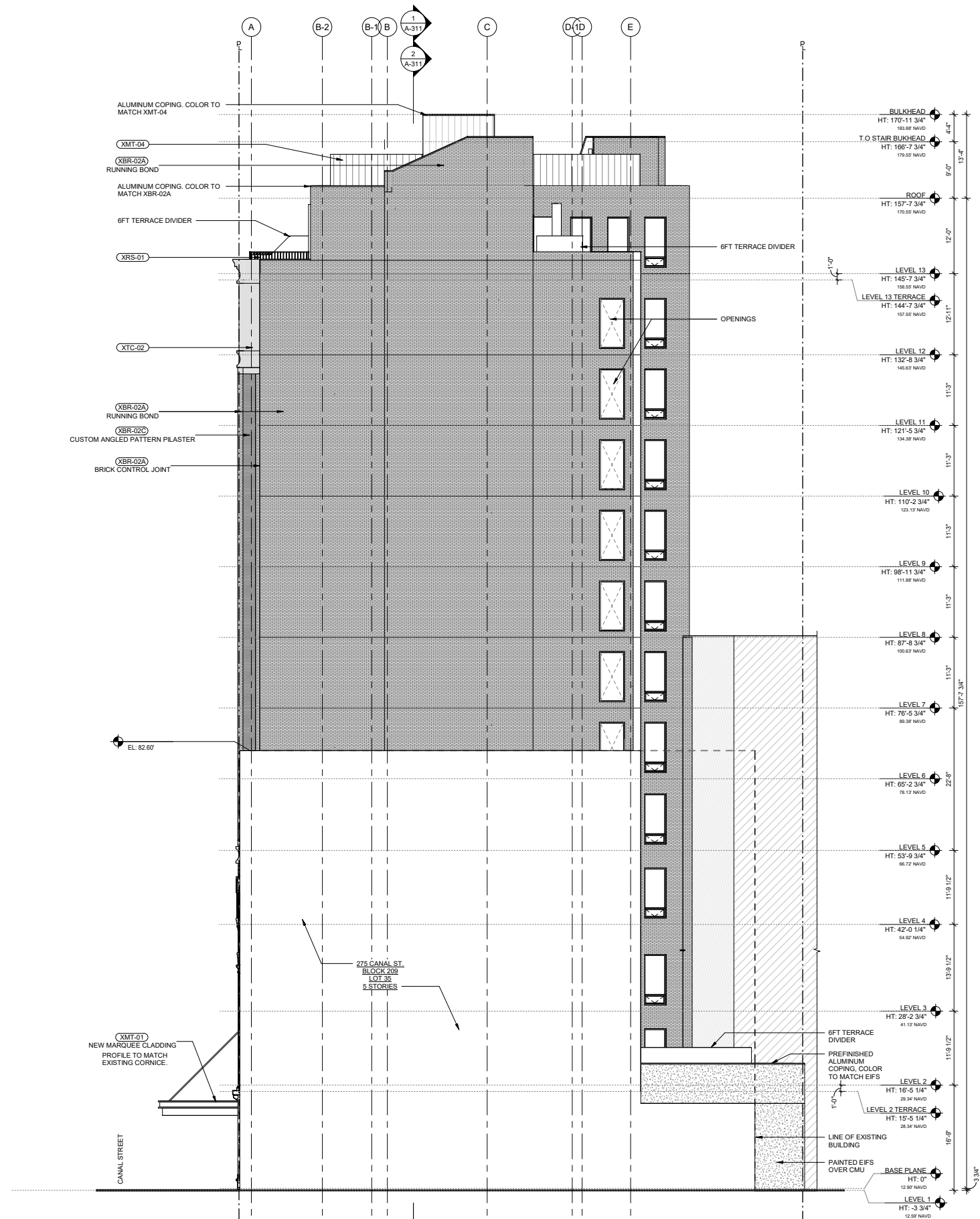
KEY PLAN



GENERAL NOTES:

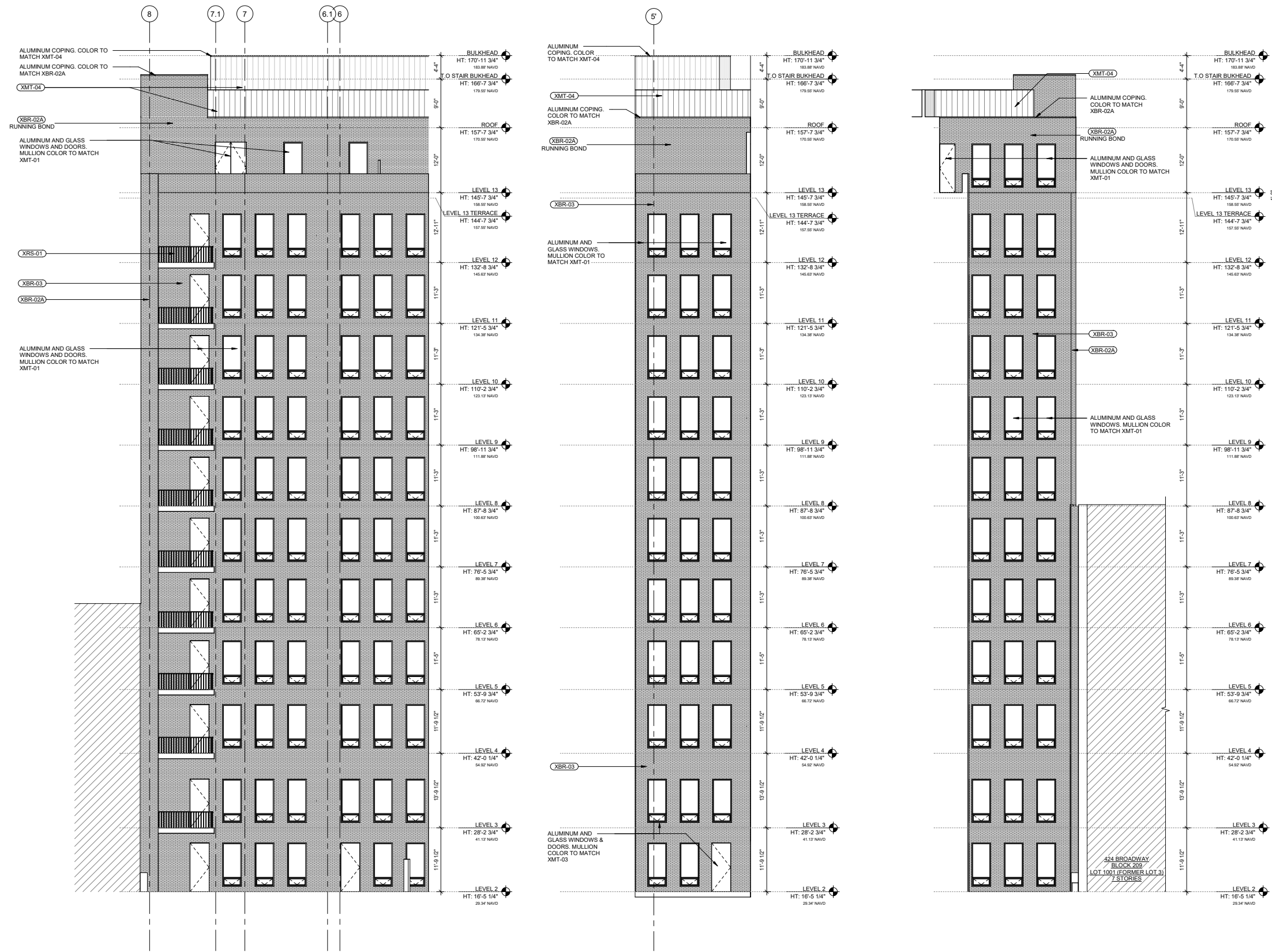
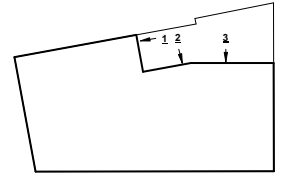
- XBR-01 BRICK (RED - EXISTING)
- XBR-02A BRICK (RED)
- XBR-02B BRICK (RED)
- XBR-02C BRICK (RED)
- XBR-03 BRICK (GRAY)
- XGL-01 GLASS
- XMT-01 METAL (ACM CHANNEL BRONZE)
- XMT-02 METAL (ACM CHANNEL RED)
- XMT-03 METAL (STANDING SEAM ZINC PANEL GRAY)
- XMT-04 METAL (METAL RAILING GRAY)
- XRS-01 METAL (METAL RAILING GRAY)
- XTC-01 TERRACOTTA (EXISTING)
- XTC-02 TERRACOTTA (RED)

Courtyard Elevation - West



Inner Courtyard - North and East

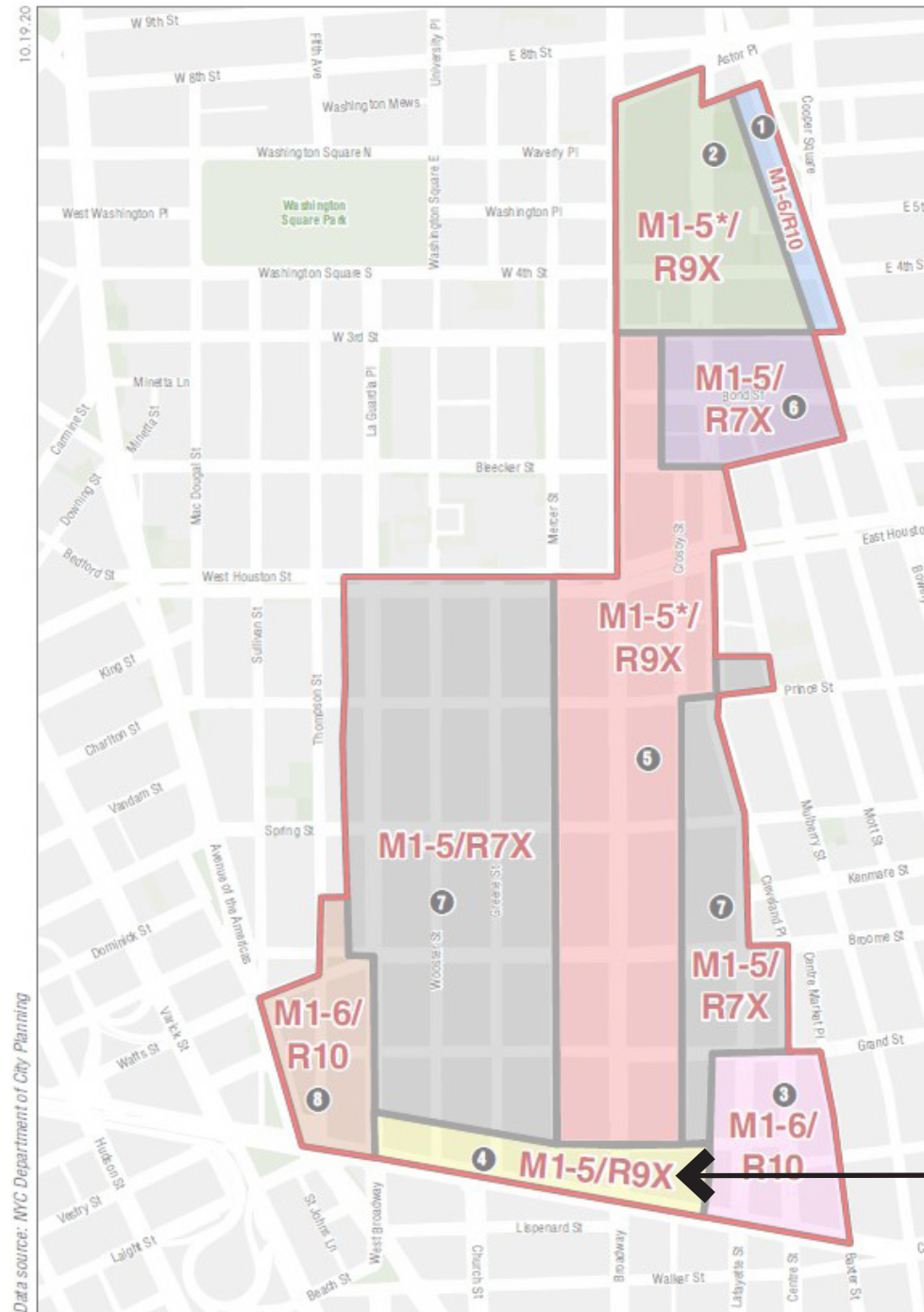
KEY PLAN



GENERAL NOTES:

- (XBR-01) BRICK (RED - EXISTING)
- (XBR-02A) BRICK (RED)
- (XBR-02B) BRICK (RED)
- (XBR-02C) BRICK (RED)
- (XBR-03) BRICK (GRAY)
- (XGL-01) GLASS
- (XMT-01) METAL (ACM CHANNEL BRONZE)
- (XMT-02) METAL (ACM CHANNEL RED)
- (XMT-03) METAL (STANDING SEAM ZINC PANEL GRAY)
- (XMT-04) METAL (METAL RAILING GRAY)
- (XTC-01) TERRACOTTA (EXISTING)
- (XTC-02) TERRACOTTA (RED)

SoHo/NoHo Rezoning



Data source: NYC Department of City Planning

- | | | |
|------------------------------|--------------------------------------|-------------------------------|
| Project Area / Rezoning Area | Special District Subdistricts | |
| Zoning District Boundary | 1 NoHo - Bowery Corridor | 5 Broadway - Houston Corridor |
| | 2 NoHo North | 6 NoHo Core [Preservation] |
| | 3 SoHo East | 7 SoHo Core [Preservation] |
| | 4 Canal Corridor | 8 SoHo West |

PREVIOUS ZONING DISTRICT: M1-5B
 COMMUNITY FACILITY FAR: 6.50
 COMMERCIAL FAR: 5.00

MIN. BASE HEIGHT: N/A
 MAX. BASE HEIGHT: 85' (OR 6 STORIES)
 MAX. BLDG HEIGHT: SKY EXPOSURE PLANE

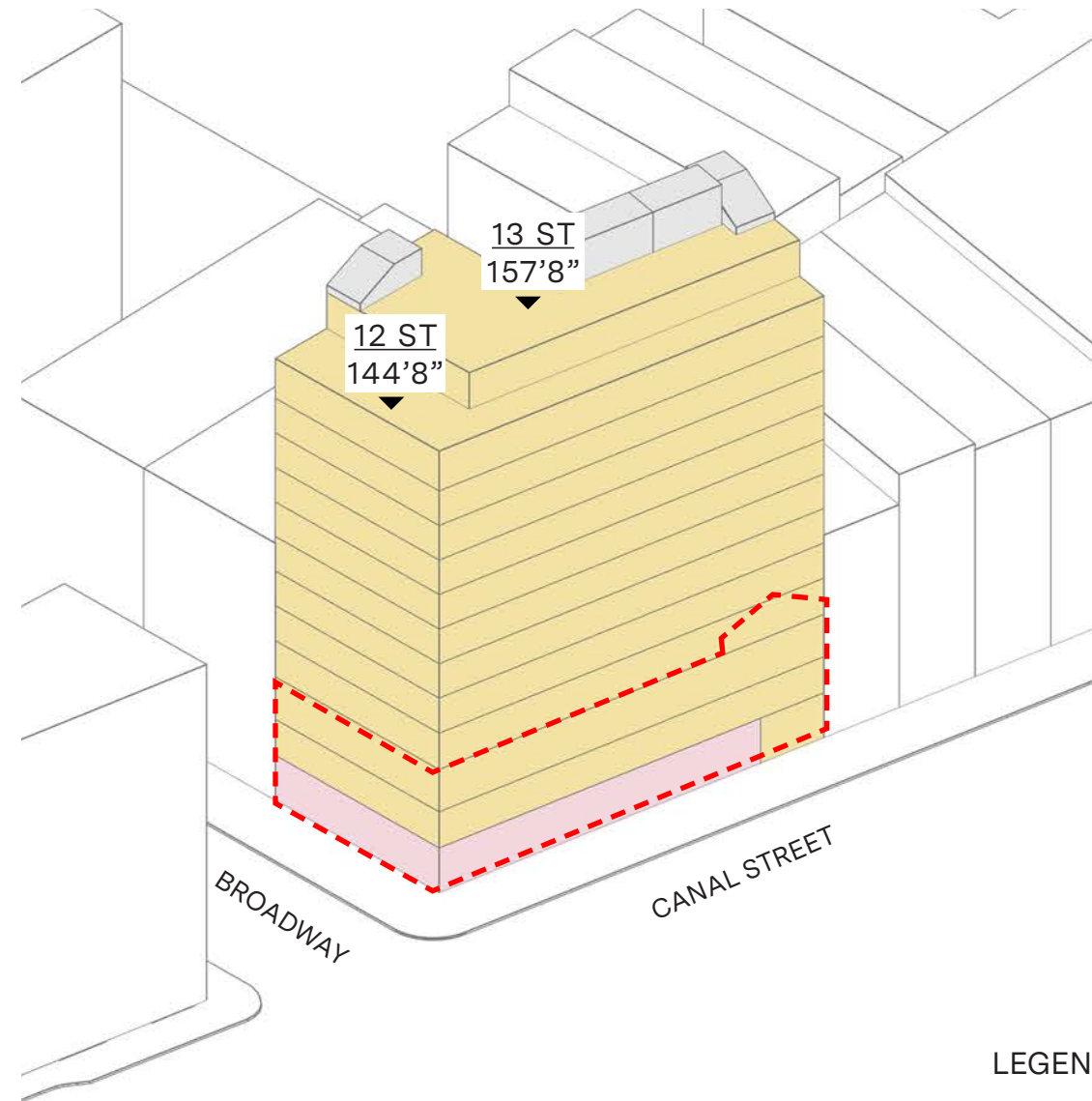
NEW ZONING DISTRICT: M1-5/R9X
 RESIDENTIAL FAR: 9.70 (ASSUMES MANDATORY INCLUSIONARY HOUSING)
 COMMUNITY FACILITY FAR: 6.50
 COMMERCIAL FAR: 5.00

MIN. BASE HEIGHT: 85' (OR TO ALIGN W/ADJACENT STREET WALL)
 MAX. BASE HEIGHT: 145' (OR TO ALIGN W/ADJACENT STREET WALL)
 MAX. HEIGHT (WIDE ST.): 205'

SITE: 277 CANAL STREET
 (NORTHEAST CORNER OF BROADWAY & CANAL ST.)

Project Zoning Overview

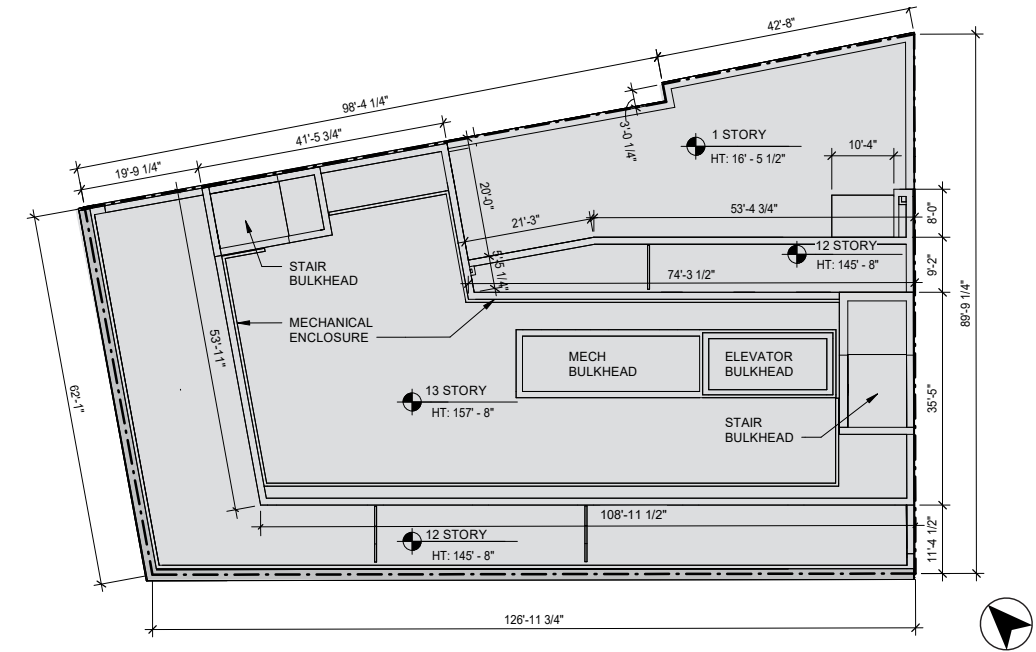
Axon View



LEGEND

- EXISTING
- RESIDENTIAL USE
- COMMERCIAL USE

Site Plan



Area Calculations

FLOOR	GSF	USE	FL. TO FL.
13	4,815	RESI	12'
8-12	7,906	RESI	FL 8-11 @ 11'-3", FL 12 @ 12'-11"
7	7,920	RESI	11'-3"
5-6	7,936	RESI	FL 5 @ 11'-5", FL 6 @ 11'-3"
4	7,946	RESI	FL 4 @ 11'-9"
2-3	7,999	RESI	FL 2 @ 11'-9", FL 3 @ 13"-9"
1	2,543	RESI	16'-9"
1	7,270	RETAIL	16'-9"
TOTAL	103,026	(ABOVE GRADE)	

FAR SUMMARY

RESIDENTIAL	=	88,850 ZSF	8.92 FAR
COMMERCIAL	=	7,246 ZSF	0.73 FAR
TOTAL	=	96,096 ZSF	9.65 FAR

Zoning Summary

Site Overview

SITE DATA

ADDRESS: 277-289 CANAL ST (AKA 418-422 BROADWAY)
 BOROUGH: MANHATTAN
 BLOCK: 209
 LOTS: 1
 LOT DIMENSIONS (APPROX.): IRREGULAR
 ZONING LOT AREA (PER SURVEY): 9,959 SF

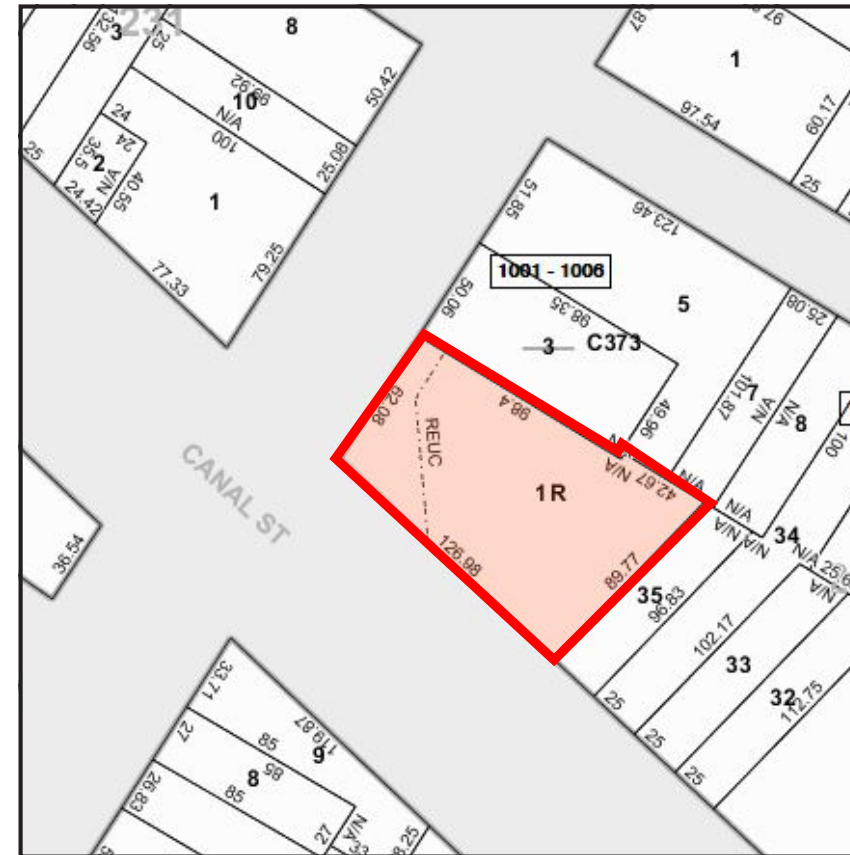
ZONING MAP: 12a
 ZONING DISTRICT: M1-5/R9X
 SPECIAL DISTRICT: SOHO-NOHO MIXED USE DISTRICT (SNX)
 LANDMARK STATUS: SOHO-CAST IRON DISTRICT EXTENSION
 COMMUNITY DISTRICT: 2
 STREET FRONTAGE: CANAL STREET (100' - WIDE ST)
 BROADWAY (80' - WIDE ST)

FLOOD HAZARD: NONE
 COASTAL ZONE: YES
 'E' DESIGNATION: NONE

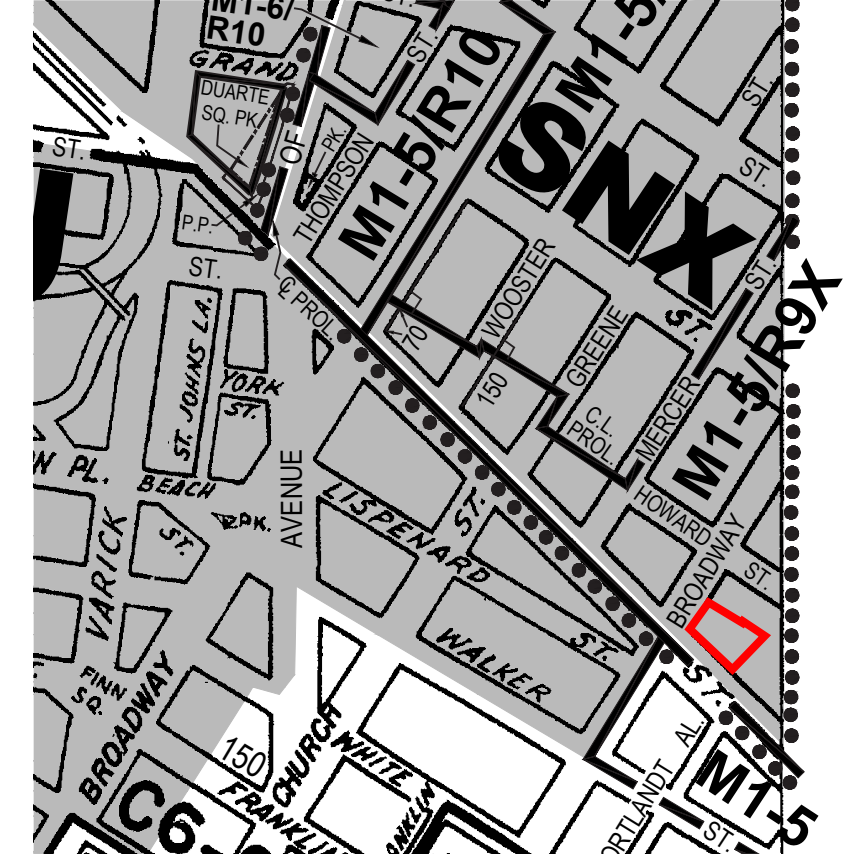
EXISTING CONDITIONS

LOT 1 (AREA/ HEIGHT/ USES/ STYLE): 29,343 SF / 3ST. (36.5FT)/ COMMERCIAL / RENAISSANCE REVIVAL

Tax Map Detail



Zoning Map Detail



Zoning Summary

ZONING SUMMARY

USE REGULATIONS

RESIDENTIAL:	1-2	ZR 22-10; 123-20
COMMUNITY FACILITY:	3-4 (LIMITED)*	ZR 42-10, 143-11
COMMERCIAL:	5-14**, 16 (LIMITED)	ZR 42-10, 143-11; 123-221
MANUFACTURING:	17 (LIMITED)	ZR 42-10; 123-221

*COLLEGES/UNIVERSITIES & DORMITORIES NOT PERMITTED

** EATING ESTABLISHMENTS IN GROUPS 6A, 6C, 10A, 12A ARE LIMITED TO 8,500 SF

FLOOR AREA REGULATIONS

MAX. COMMERCIAL FAR:	5.00	ZR 43-12
MAX. COMMERCIAL ZFA:	49,795 SF	
MAX. COMM. FAC. FAR:	6.50	ZR 143-21
MAX. COMM. FAC. ZFA:	64,734 SF	
MAX. RESIDENTIAL FAR (W/IH):	9.70	ZR 23-154(b):123-64(a)(4)
MAX. RESIDENTIAL ZFA (W/IH):	96,602 SF	
MANDATORY INCLUSIONARY HOUSING REQUIRED		APPENDIX F, MN CD2 MAP 2

HEIGHT, SETBACK, & YARD REGULATIONS

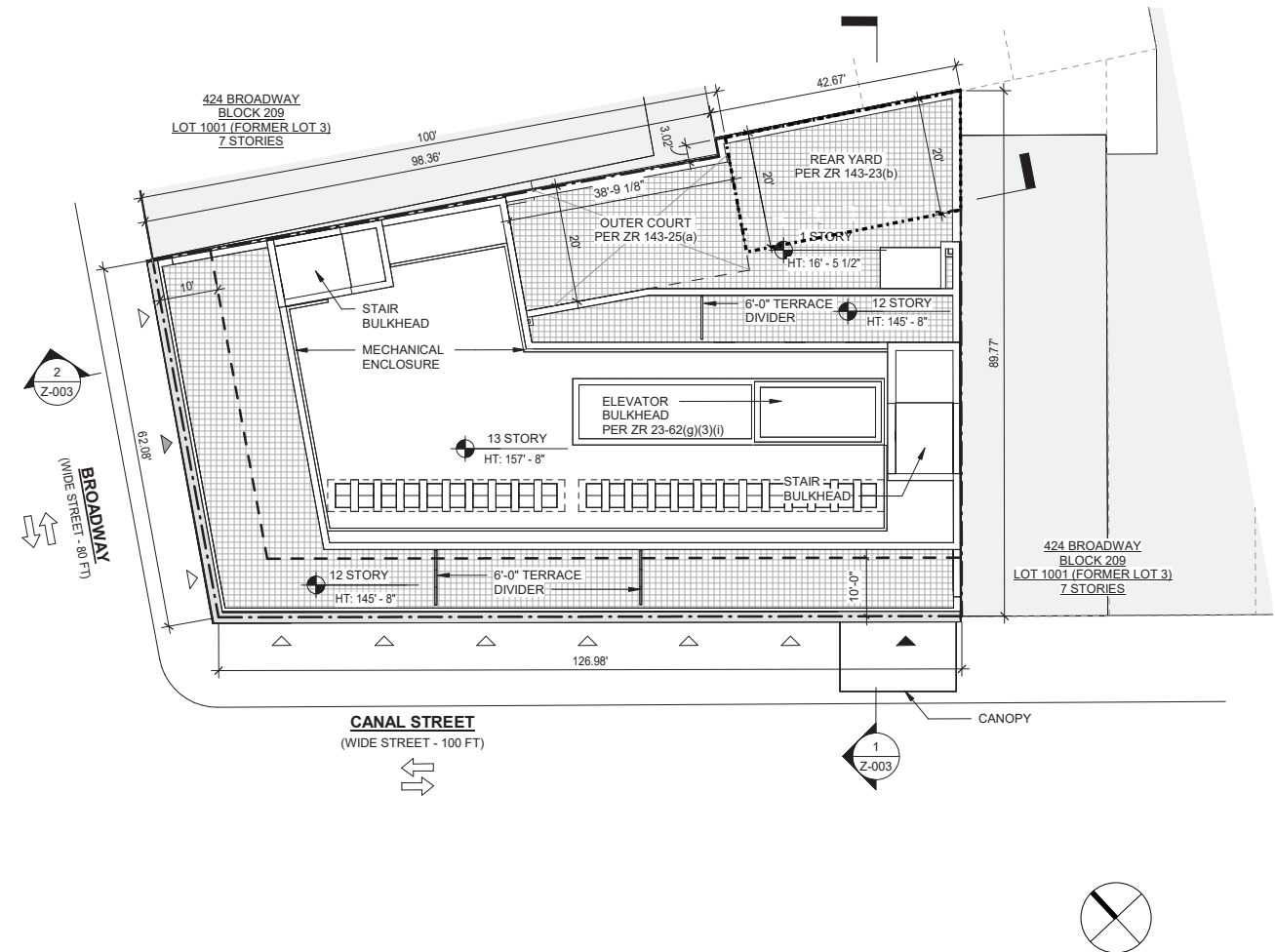
STREET WALL:	REQ. ON BOTH STREETS TO THE MIN. BASE HT	ZR 143-24(a); 35-651
MIN BASE HEIGHT:	85' (OR TO ALIGN W/ ADJACENT STREET WALL)	ZR 143-24(b)
MAX BASE HEIGHT:	145' (OR TO ALIGN W/ ADJACENT STREET WALL)	ZR 143-24(b)
MAX BUILDING HEIGHT:	205'	ZR 143-24(b)
MIN. SETBACK ABOVE BASE:	10' FOR WIDE STREETS	ZR 143-24(c)
PERMITTED OBSTRUCTIONS:	DORMERS PERMITTED	ZR 143-24(d)
MIN. REQ'D REAR YARD:	20', NONE WITHIN 100' OF CORNERS	ZR 143-23(B)(3)

GROUND FL USE REQUIREMENTS: PER ZR 143-15, 37-33 NON-RESI USE IS REQ. FOR A DEPTH OF 30' ALONG PRIMARY STREET FRONTAGES (CANAL & BROADWAY). TYPE 1 RESI LOBBY PERMITTED AT A MAX. WIDTH OF 25% STREET WALL WIDTH

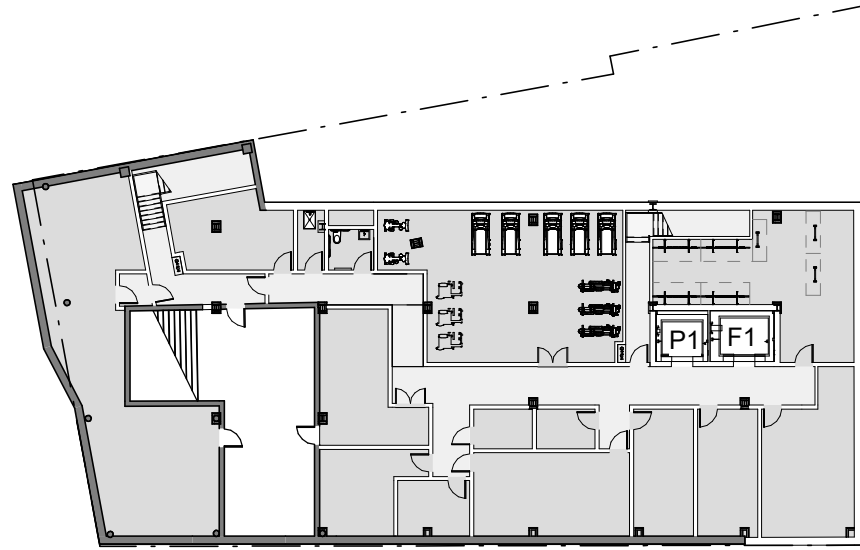
PARKING & LOADING REGULATIONS

MAX. NO. PARKING SPACES:	NONE REQUIRED, LESSER OF 1:4,000 SF OR 10	ZR 13-10, 13-12
MIN. REQ'D LOADING BERTHS:	0 IF <25,000 SF (RETAIL)	ZR 44-52
MIN. REQ'D LOADING BERTHS:	0 IF <100,000 SF (OFFICE)	ZR 44-52

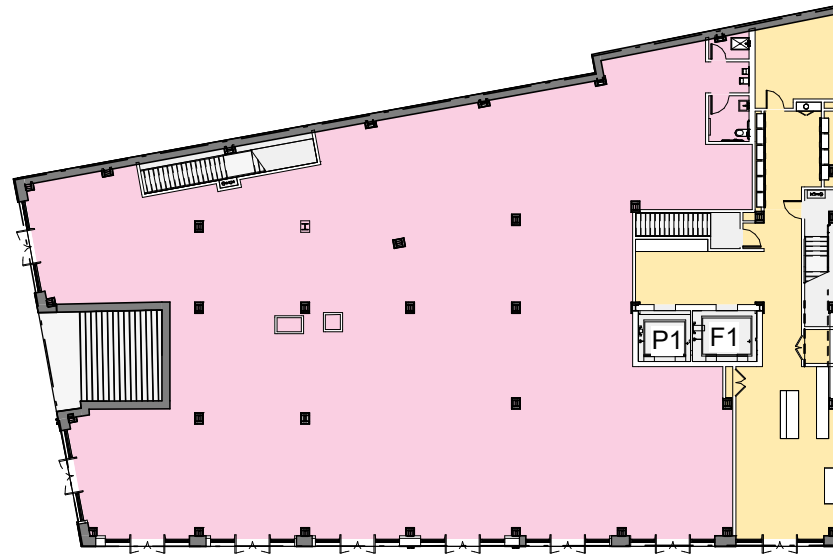
Zoning Lot Diagram



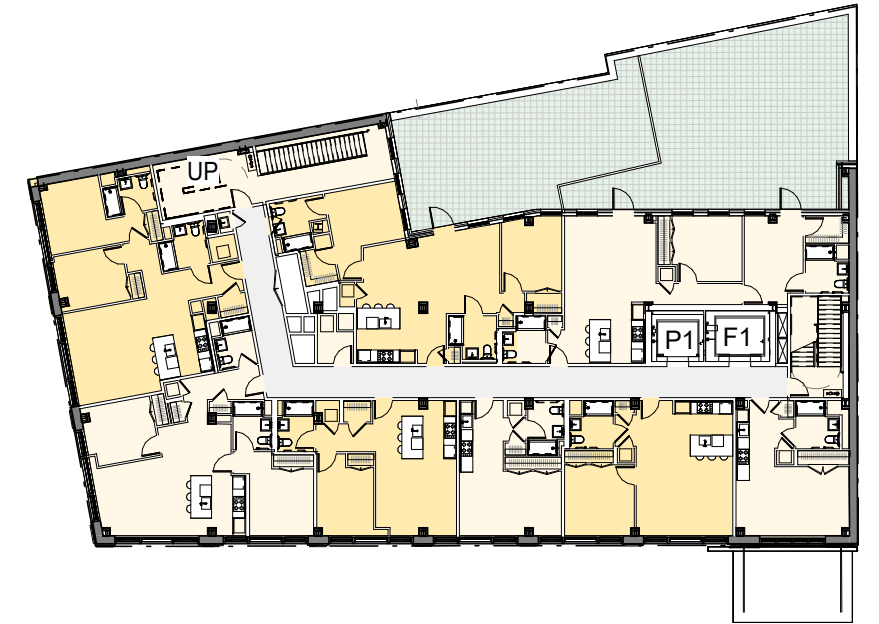
Floor Plans



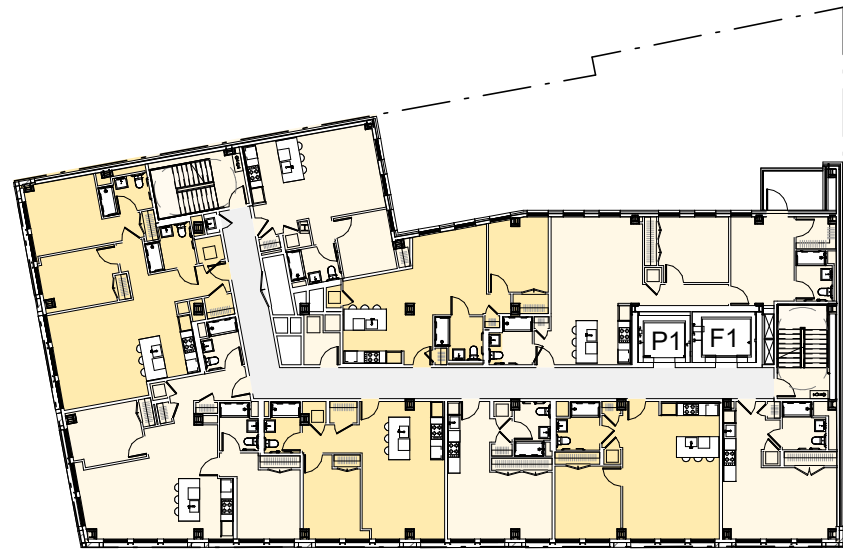
CELLAR FLOOR PLAN



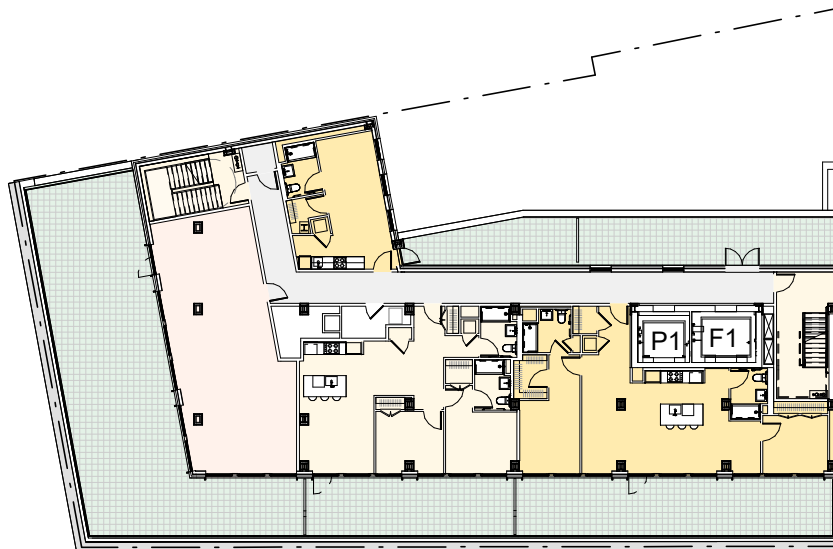
GROUND FLOOR PLAN



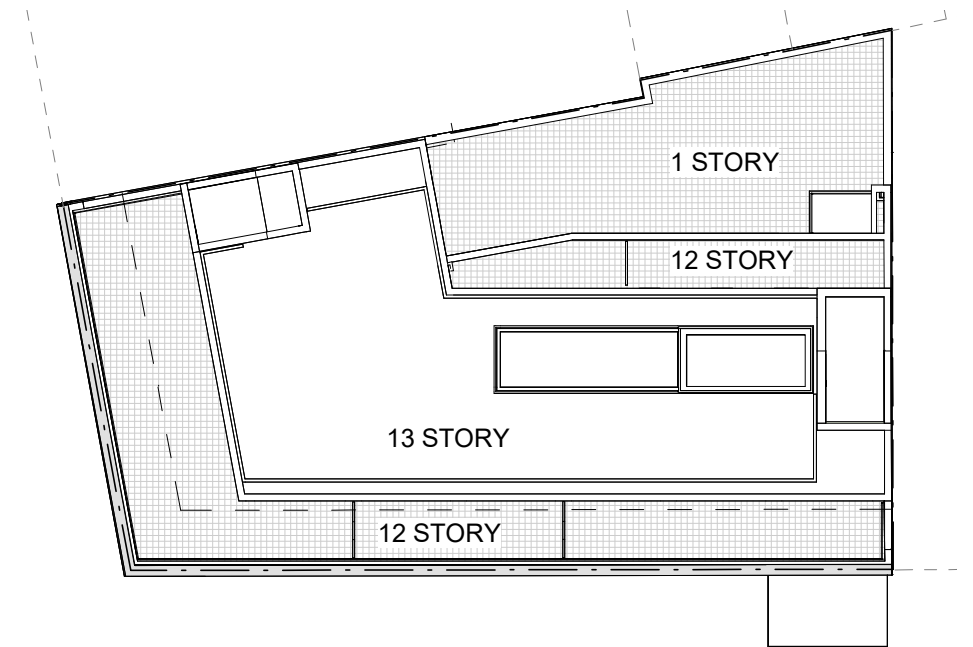
LEVEL 2 FLOOR PLAN



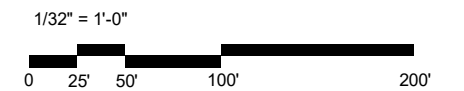
TYPICAL FLOOR PLAN



LEVEL 13 FLOOR PLAN



ROOF FLOOR PLAN



Floor Area Calculations

FLOOR AREA & FAR SUMMARY

FLOOR LEVEL	CALCULATIONS			RESIDENTIAL USE GROUP 2		RETAIL USE GROUP 6C	
	GROSS SF	DEDUCTION	ZONING FA	GSF	ZFA	GSF	ZFA
R - ROOF	1,133.7	0.0	0.0	1,133.7	0.0	0.0	0.0
13	4,815.3	1,543.5	3,271.8	4,815.3	3,271.8	0.0	0.0
12	7,905.6	242.4	7,663.2	7,905.6	7,663.2	0.0	0.0
11	7,905.6	242.4	7,663.2	7,905.6	7,663.2	0.0	0.0
10	7,905.6	242.4	7,663.2	7,905.6	7,663.2	0.0	0.0
9	7,905.6	242.4	7,663.2	7,905.6	7,663.2	0.0	0.0
8	7,905.6	242.4	7,663.2	7,905.6	7,663.2	0.0	0.0
7	7,920.4	246.0	7,674.4	7,920.4	7,674.4	0.0	0.0
6	7,936.1	245.5	7,690.6	7,936.1	7,690.6	0.0	0.0
5	7,936.1	245.5	7,690.6	7,936.1	7,690.6	0.0	0.0
4	7,945.8	544.6	7,401.2	7,945.8	7,401.2	0.0	0.0
3	7,998.7	250.0	7,748.7	7,998.7	7,748.7	0.0	0.0
2	7,998.7	589.9	7,408.8	7,998.7	7,408.8	0.0	0.0
1 - GROUND	9,813.2	919.3	8,893.9	2,543.4	1,648.1	7,269.8	7,245.8
TOTALS (ABOVE GRADE)	103,026.0	5,796.3	96,096.0	95,756.2	88,850.2	7,269.8	7,245.8
CELLAR	6,907.7			6,907.7		0.0	
TOTALS (OVERALL)	109,933.7			102,663.9		7,269.8	

		RESIDENTIAL USE GROUP 2		RETAIL USE GROUP 6C	
		MAX. ZFA ≥	USED ZFA	MAX. ZFA ≥	USED ZFA
TOTAL PROPOSED ZONING FLOOR AREA	96,096.0	96,602.3	88,850.2	49,795.0	7,245.8
TOTAL ALLOWABLE ZONING FLOOR AREA	96,602.3				
PROPOSED FLOOR AREA RATIO	9.65	9.70	8.922	5.00	0.728
ALLOWABLE FLOOR AREA RATIO	9.70				

Buildings constructed between 1920-1940 in the SoHo-Cast



525 Broadway, 1920



23 Wooster, 1920



323 West Broadway, 1923



162 Grand Street, 1924



136 Prince Street, 1925



270 Lafayette, 1927



95 Crosby, 1928



6-10 Wooster Street, 1928



349 Canal, 1928



389 West Broadway, 1929



341 West Broadway, 1929



529 Broadway, 1935



463 West Broadway, 1936



397 West Broadway, 1937

Composition Study - 458 Broadway



Composition Study - 530 Broadway

