

277 Canal  
UAL LLC

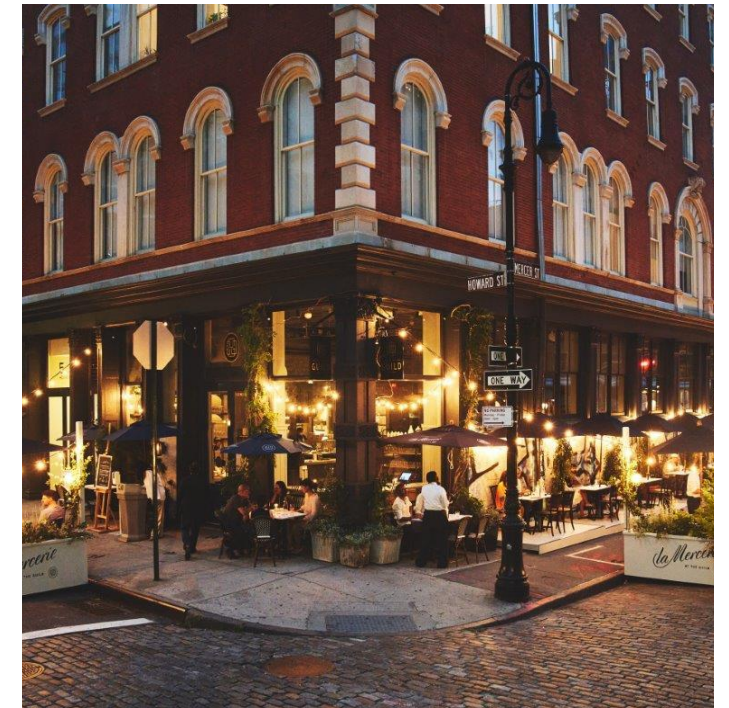
*CB2 Landmarks Committee*  
*06.15.26*

# About UAL

- *UAL is a family-owned and operated company*
- *We have decades of experience in SoHo*
- *Careful preservation of New York City's historic architecture is at the core of our business*



430 West Broadway



53 Howard Street (309 Canal Street)



321 & 323 Canal Street



# 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

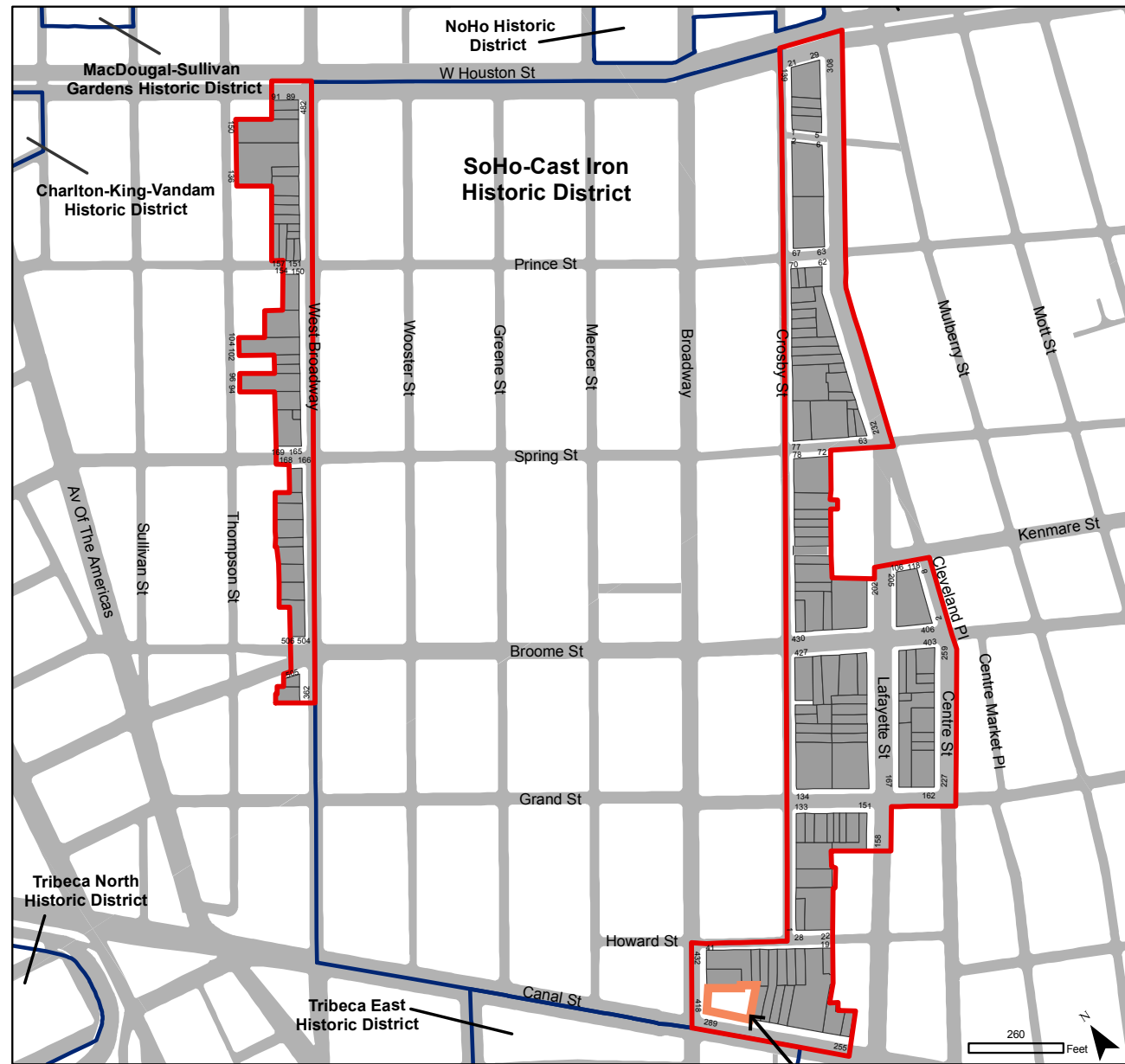


**55 Reade Street**

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



# Site Location



SITE

SoHo - Cast Iron Historic District Extension



277 Canal - Corner of Broadway & Canal St looking NE

# LPC Findings for 2023 Approval

- that the existing three-story building dating to the late 1920s is **not representative of the key period of significance of the historic district**, primarily represented by its 19th century cast iron store and loft buildings
- that this simply designed building was originally built as a theater, a use that does not relate to the commercial and manufacturing history of the district, and its **height does not define its typology**, therefore constructing a large vertical extension will not detract from the architectural style of the building or the special historic and architectural character of the SoHo-Cast Iron Historic District Extension;
- that there is **historic precedent in the Soho-Cast Iron Historic District of vertical building extensions constructed in plane with the original building base** and designed to be an integral part of the façade;
- that Broadway and Canal Streets are wider than other streets within the historic district and feature **corner buildings which are often notably larger than the buildings found on the side streets**, and that the existing building features a larger lot area and longer street frontages than the typical lots in the district, therefore the **taller height will fit well with the overall scale of the streetscapes**;

## *Community Board 2 Resolution - June 2023*

- Approval of building enlargement (except signage master plan) with condition that developer consider discussion with MTA on **providing ADA access to the subway**



Broadway & Canal View

# Proposed Design

## *Program*

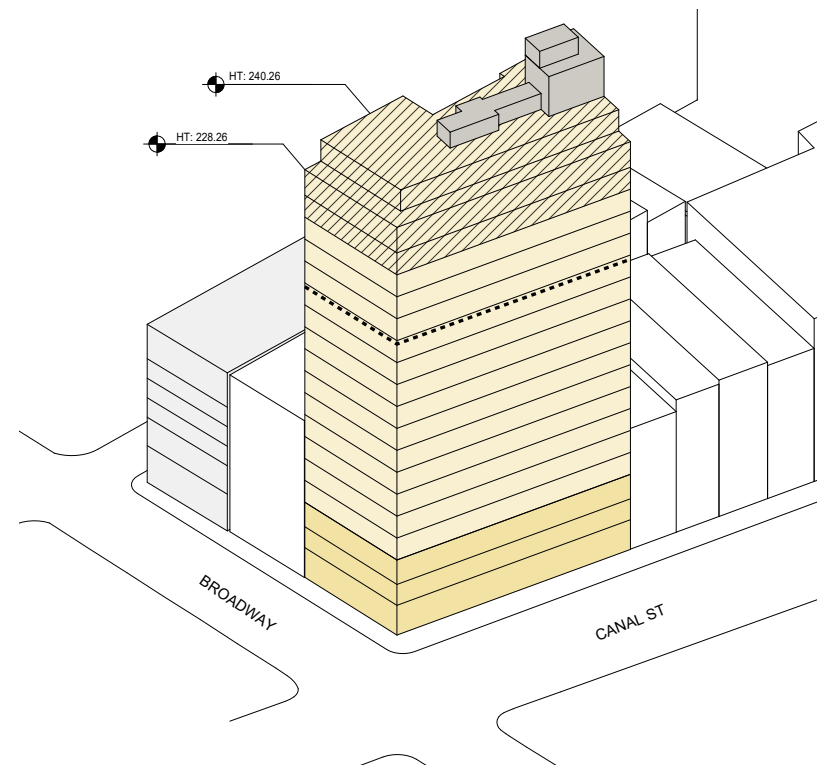
- 145,880 SF (10.49 FAR)
- 143 UNITS, 31 OF WHICH AFFORDABLE\*
- 6,510 SF RETAIL

\*UNIT COUNTS SUBJECT TO CHANGE

## *Zoning for Accessibility - Transit Improvement Actions*

1. AUTHORIZATION PURSUANT TO ZR SECTION 66-511 TO PERMIT A **FLOOR AREA INCREASE OF 1.94 FAR** IN CONNECTION WITH IMPROVEMENTS TO THE CANAL STREET STATION OF THE BROADWAY SUBWAY LINE.

2. AUTHORIZATION PURSUANT TO ZR SECTION 66-521 TO **MODIFY MAXIMUM BASE HEIGHT AND BUILDING HEIGHT REGULATIONS.**

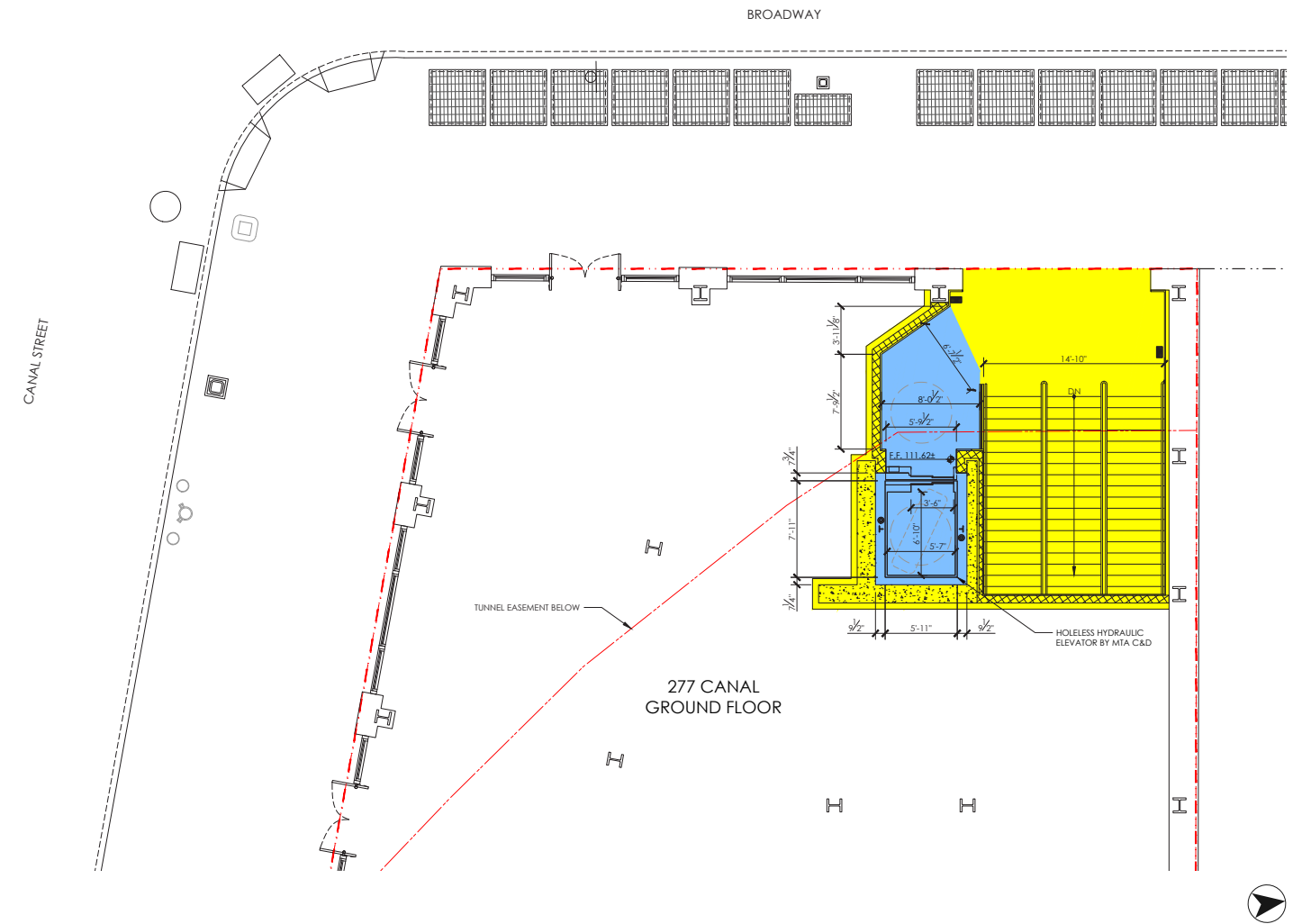


Broadway & Canal View

# Proposed MTA Improvement: Existing Condition



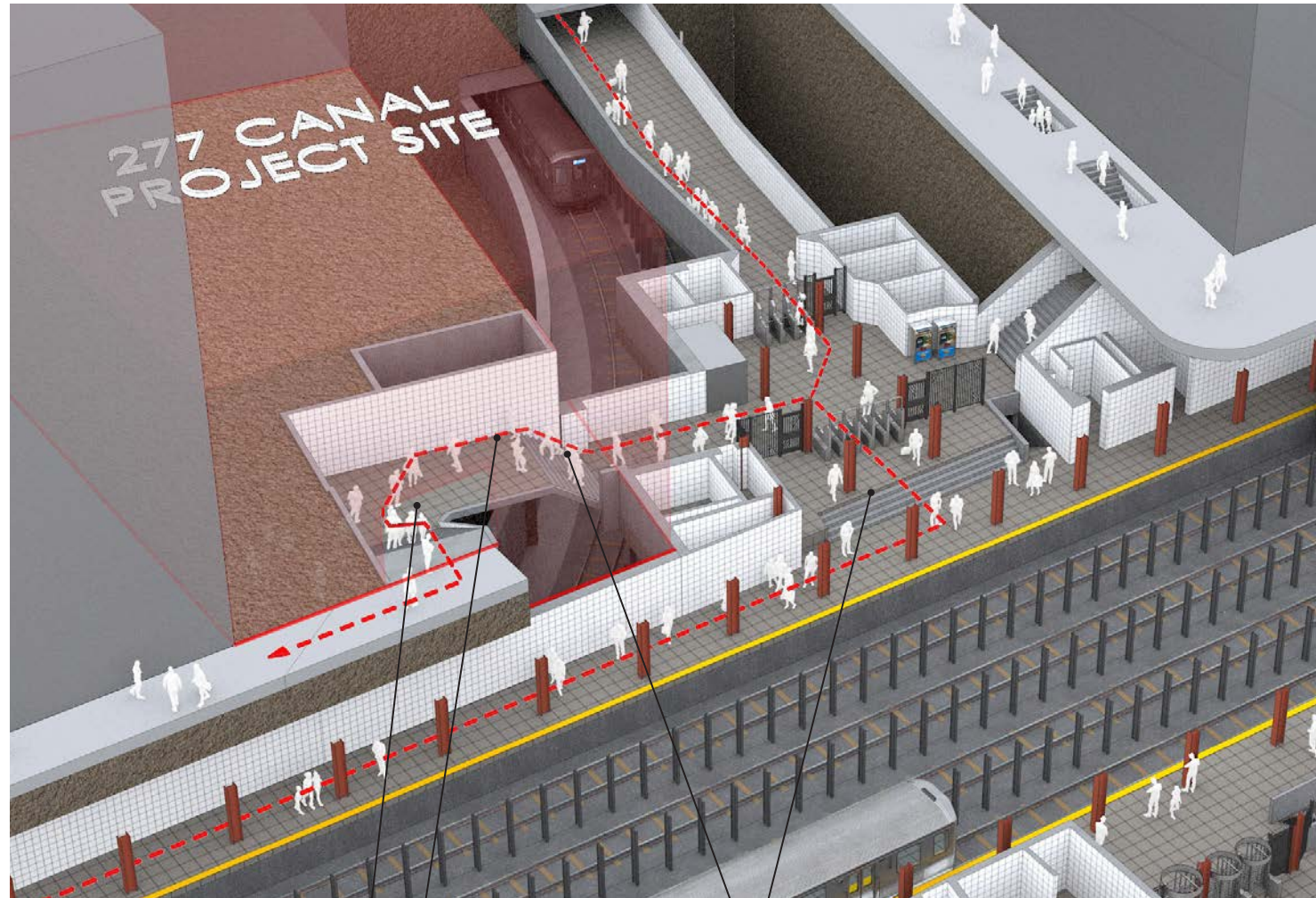
# Proposed MTA Improvement



- SCOPE BY MTA C&D
- SCOPE BY 277 CANAL

# Proposed Reconfiguration to Make the Station Accessible

Existing

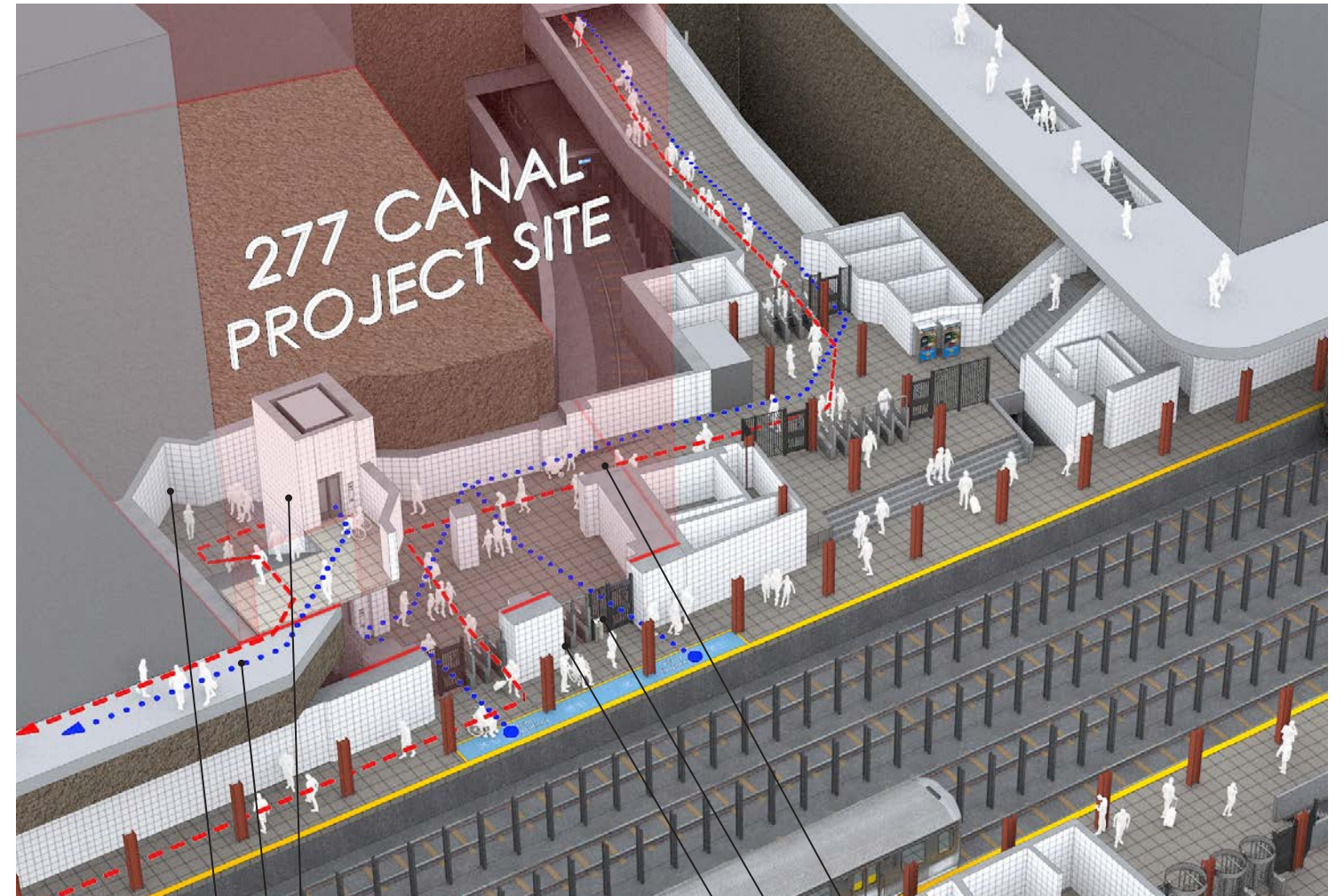


EXISTING STAIR AND EASEMENT AREA

LONG INACCESSIBLE PATH TO PLATFORM

MULTIPLE STAIR RUNS NAVIGATING LEVEL CHANGES DOWN TO PLATFORM

Proposed



NEW ELEVATOR SHAFT

MORE DIRECT ROUTE FROM PLATFORM TO STREET (25% REDUCTION OF LONGEST EGRESS PATH)

EXPANDED EASEMENT AREA (188% INCREASE)

NEW ADA RAMP FOR ACCESSIBILITY BETWEEN MULTIPLE PLATFORMS

NEW FARE CONTROL AREA AT PLATFORM

NEW PORTALS TO PLATFORM

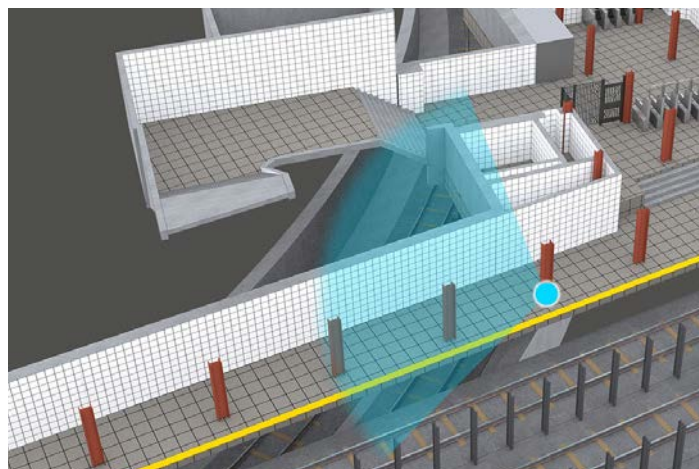
Proposed

# New Fare Control Area on Northbound R and W-Line Platform

*Existing*

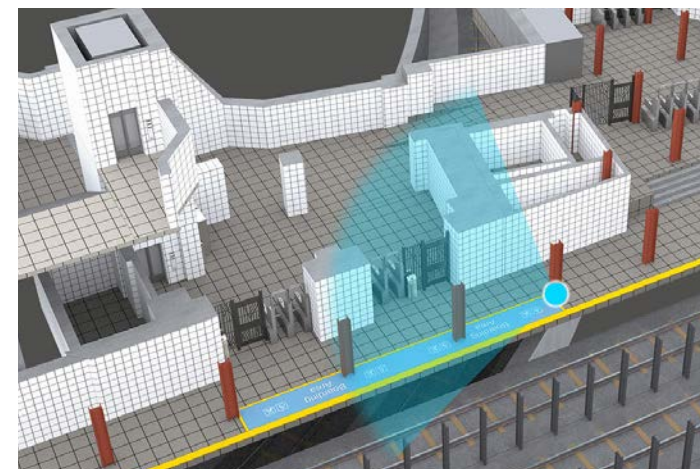


*Proposed*



Scope of Work:  
Remove Partition between platform and new accessible landing

Key Plan - Existing

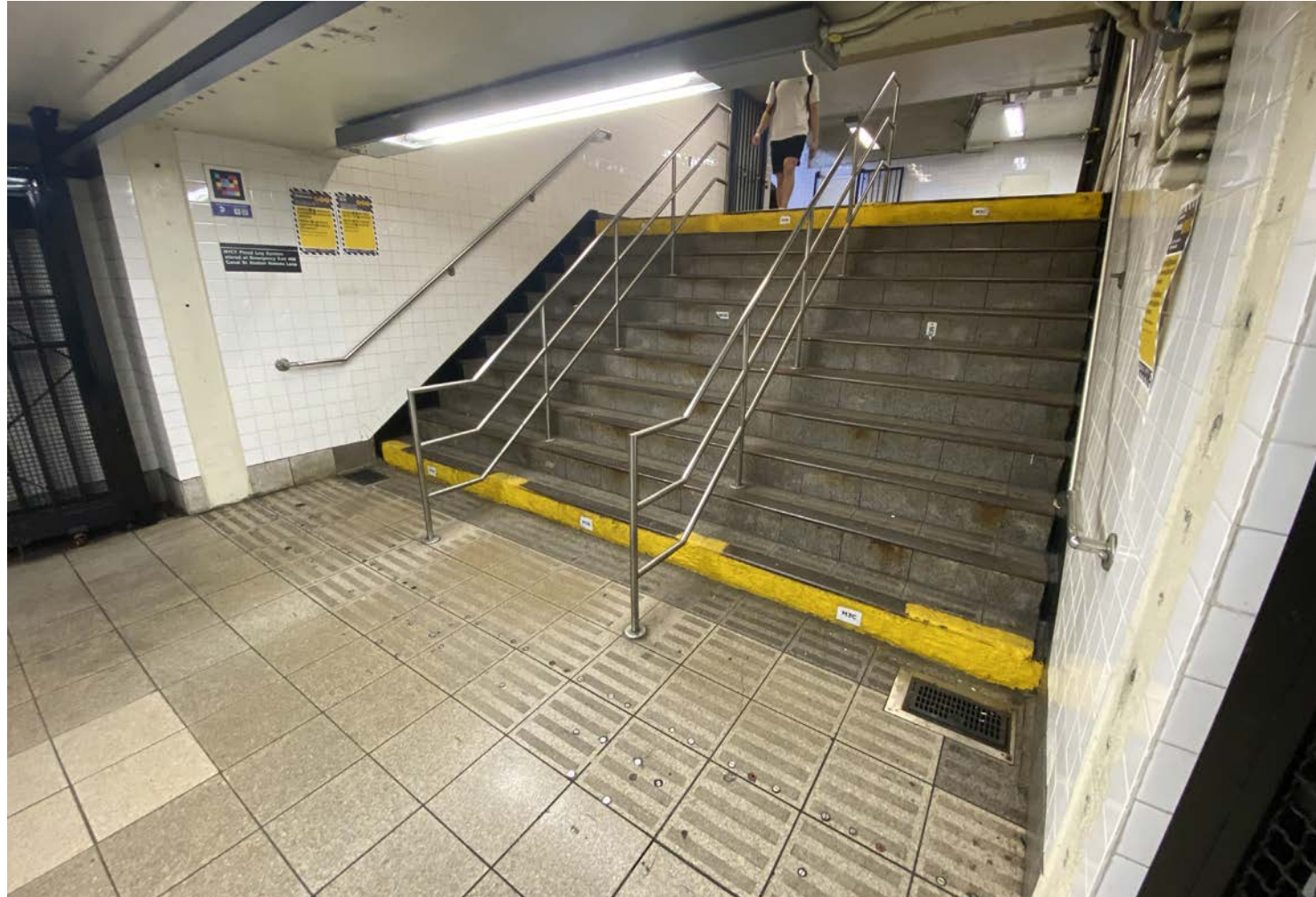


Scope of Work:  
Install fare control at new accessible opening

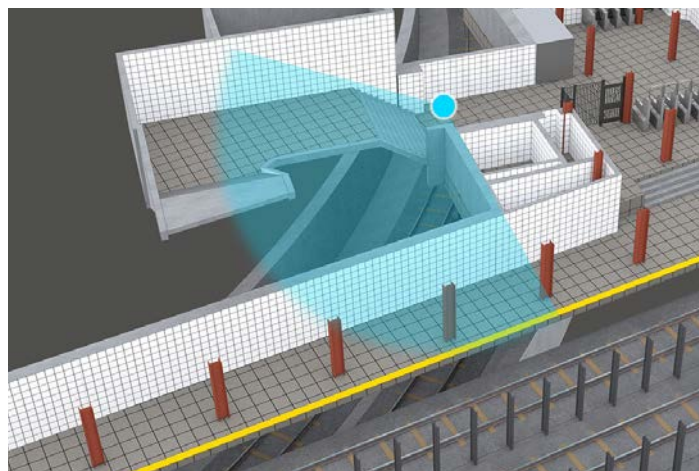
Key Plan - Proposed

# New Accessible Landing

*Existing*

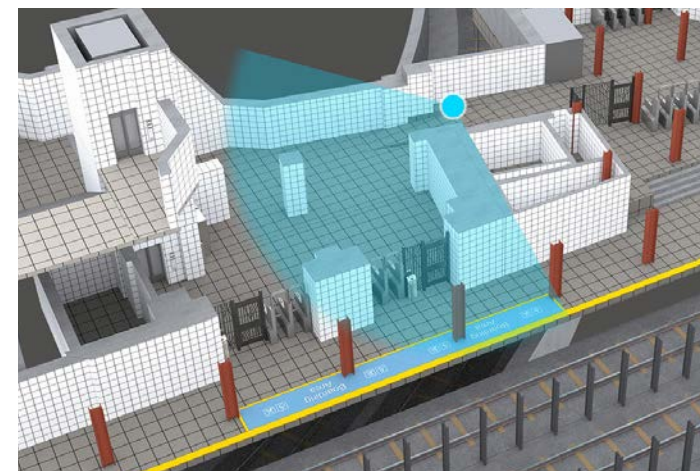


*Proposed*



Scope of Work:  
Stair to be Removed

Key Plan - Existing



Scope of Work:  
Relocated Stair down to platform level  
New fare control at platform level  
Direct connection from stair to subway platform via fare control  
Elevator from street to platform level  
New Ramp from elevator to existing control area

Key Plan - Proposed

# Site History



Canal and Broadway  
1836, New York Public Library



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



1920, Museum of the City of New York



c. 1940 Tax Photo, NYC Municipal Archives

# Existing Conditions



# 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

REPLICATE 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

# Approved Signage



# Approved Signage Masterplan

## Example Retail Unit Layout

### Types of Signage

- Type 1: Dimensional Signage
- Type 2: Ground Floor Bracket Sign
- Type 3: Window Decals  
\* Allowed in Every Storefront Bay
- Type 4: Interior Window Signs
- Type 5: Residential Marquee & Building Signage
- Type 6: Historic Building Signage

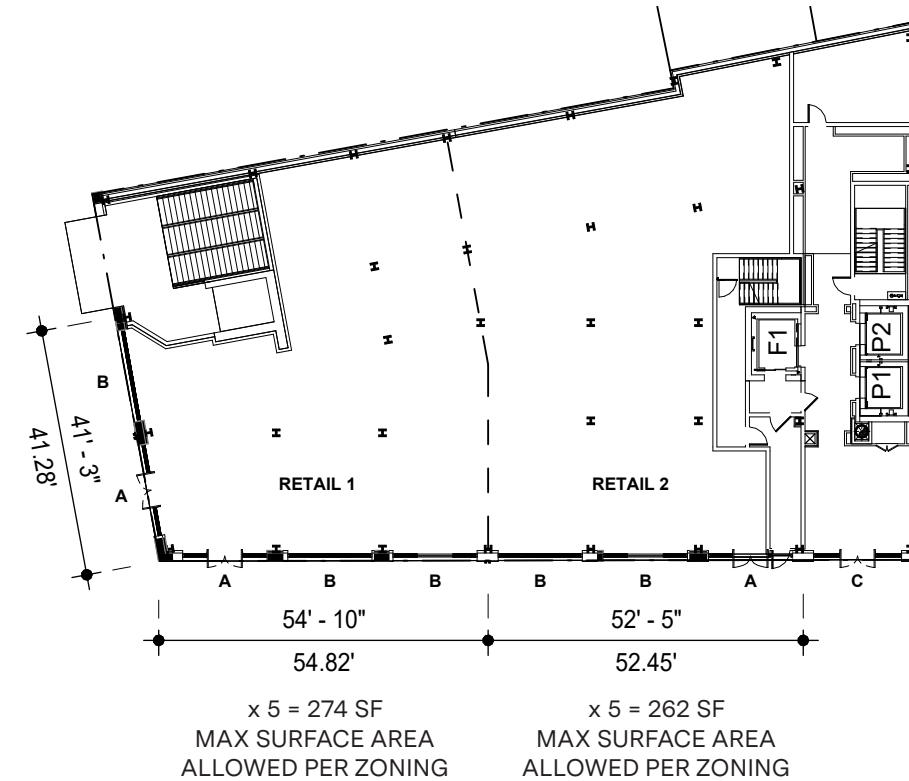
### Zoning Notes For Reference

- Signage is regulated by the total surface area of all permitted signs, including non-illuminated or illuminated signs. Each retail space can employ a combination of permissible sign types.
- Retail signage is subject to change upon individual retailer modification per the Masterplan
- Retail unit demising plans are shown for reference only and are not limited to the examples shown.

NOTE: SUBWAY ENTRANCE LOCATION MOVED TO NORTHERN-MOST BAY ON BROADWAY IN LIUE IF REMAINING IN THE MIDDLE BAY PER COORDINATION WITH MTA TO ACCOMODATE ELEVATOR SHAFT

Retail Demising Scenario 1:  
Larger Retail Units

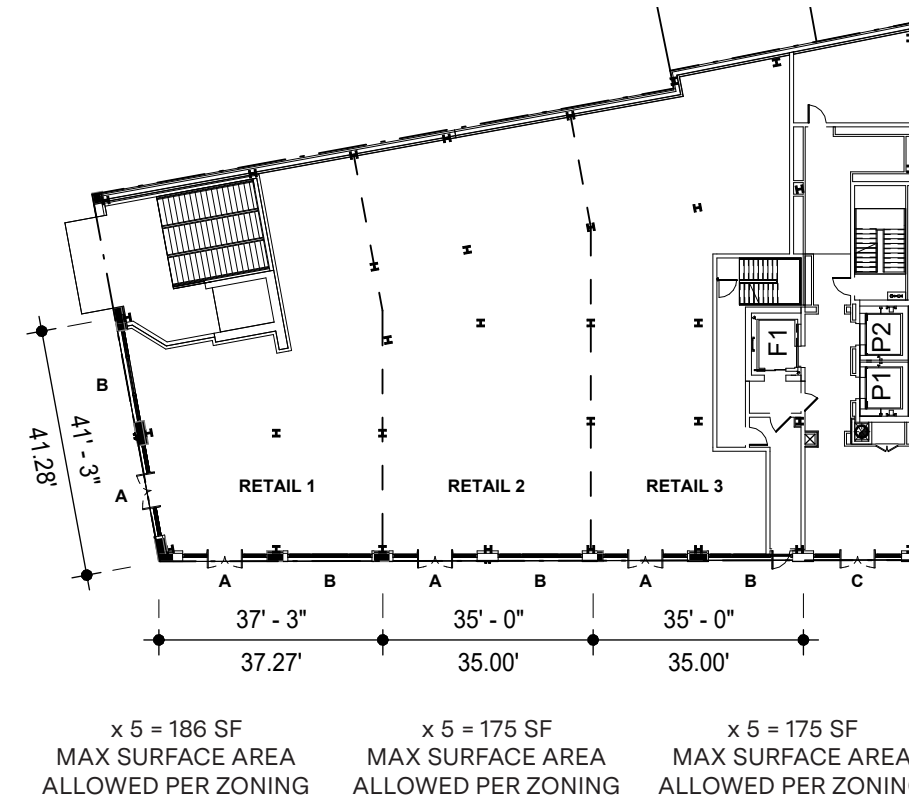
x 5 = 206 SF  
MAX SURFACE AREA  
ALLOWED PER ZONING



A: Retail Entry Doors  
B: Shop Windows  
C: Residential Entry

Retail Demising Scenario 2:  
Smaller Retail Units

x 5 = 206 SF  
MAX SURFACE AREA  
ALLOWED PER ZONING



A: Retail Entry Doors  
B: Shop Windows  
C: Residential Entry

# Canal Street Context

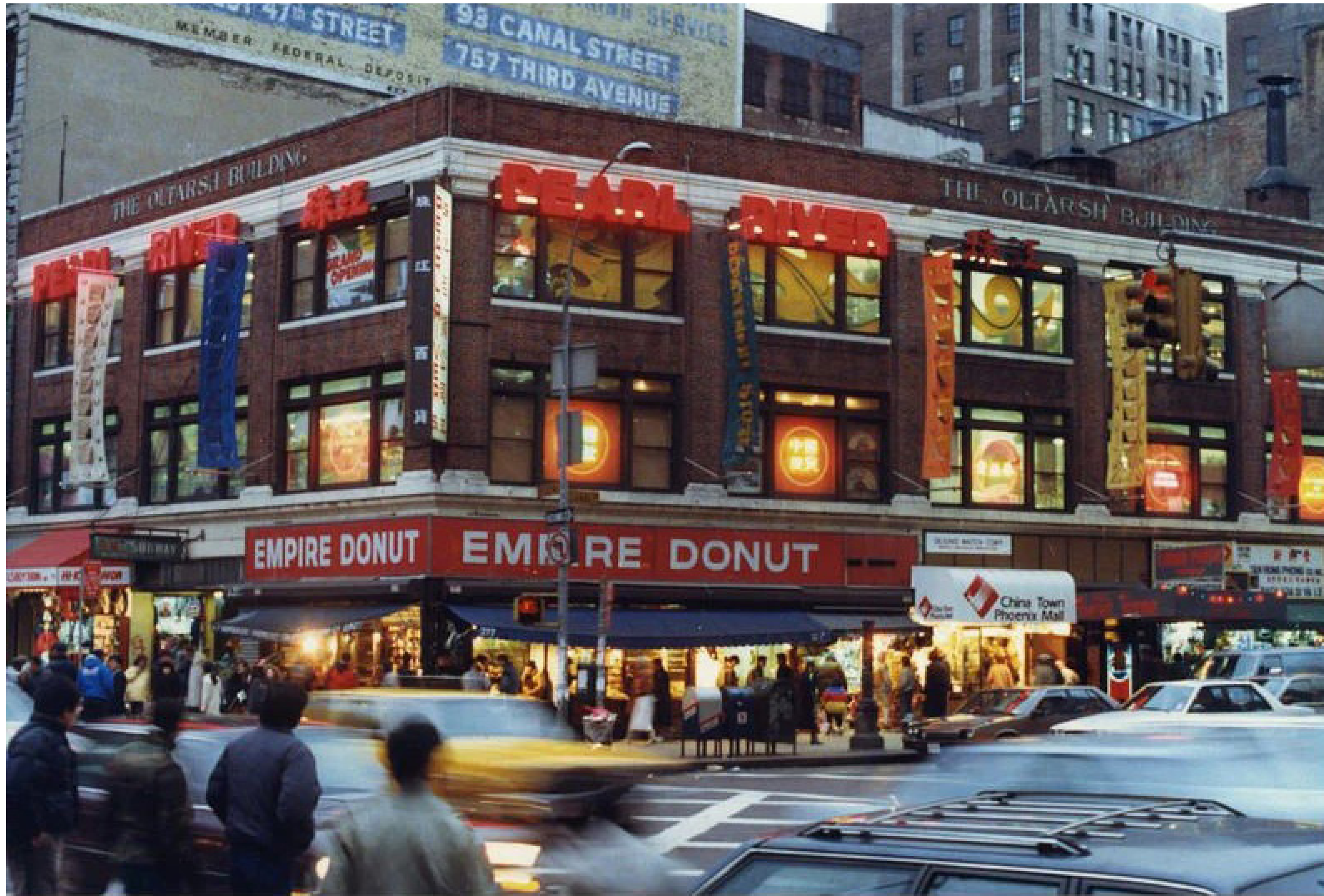


Canal Street near Broadway, 1937 (NYPL)



220 Canal Street, 1907 (New-York Historical Society)

# Canal Street Context



277 Canal, ca. 2002 from pearlriver.com

# 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*

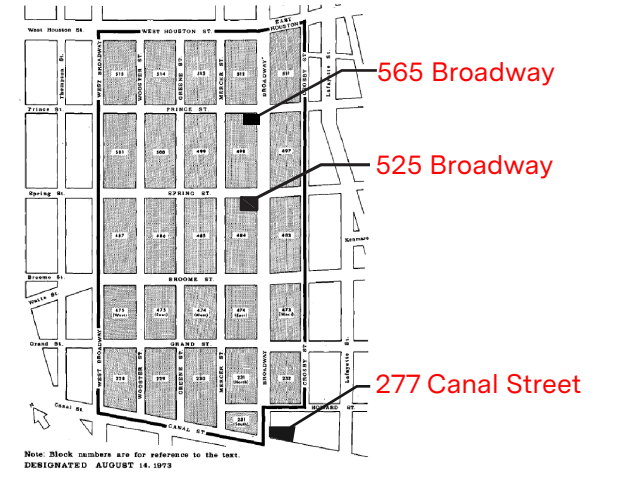


277 Canal Street  
David M. Oltarsh  
1927



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

# Historic Vertical Extensions



Soho- Cast Iron Historic District Map



General Motors Building  
Original construction: 1923 (William Welles Bosworth)  
23-story addition: 1926 (Lamb & Harmon)  
Morris Adjmi Architects

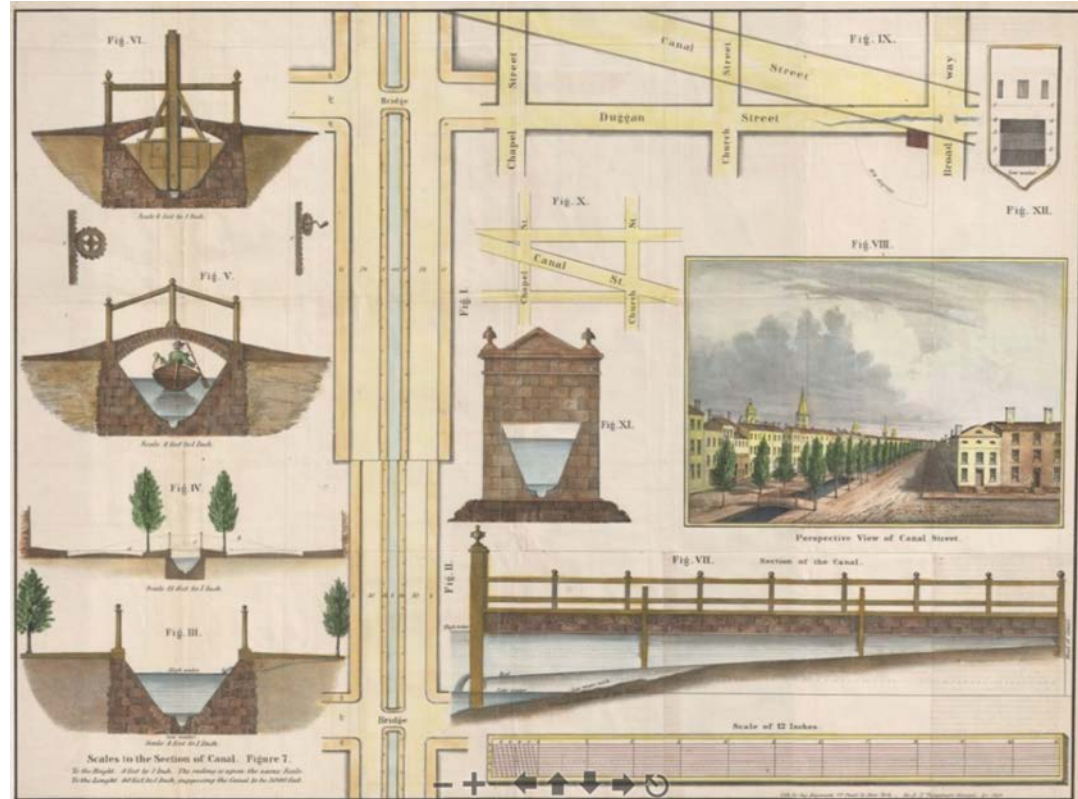


525 Broadway  
Original construction: 1924  
7-story addition



565 Broadway  
Original construction: 1860 (John Kellum)  
4-story addition: 1893 (Little & O'Connor)  
06.15.26

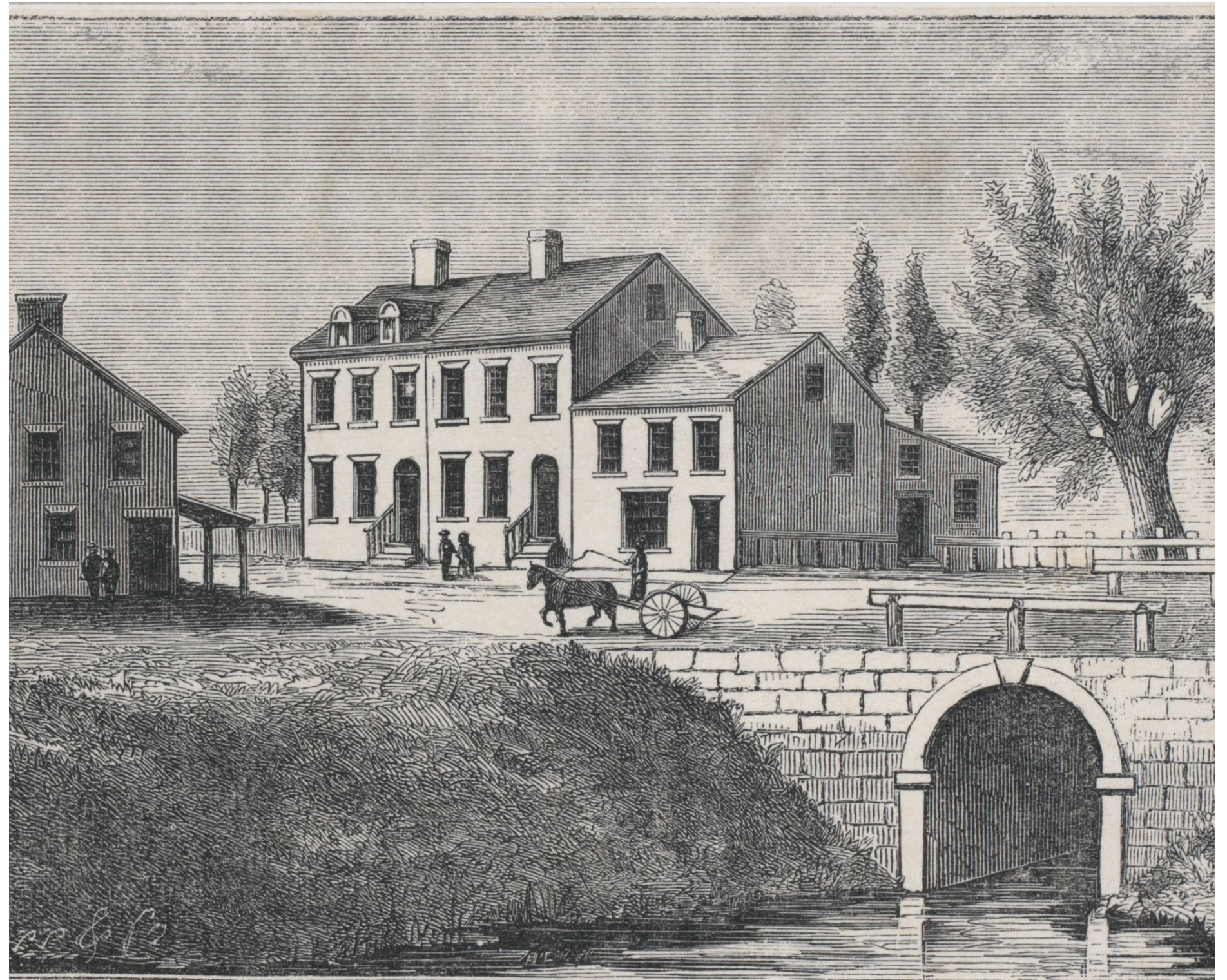
# The Canal



1860 Valentine Map of the canal on Canal Street (Geographicus)



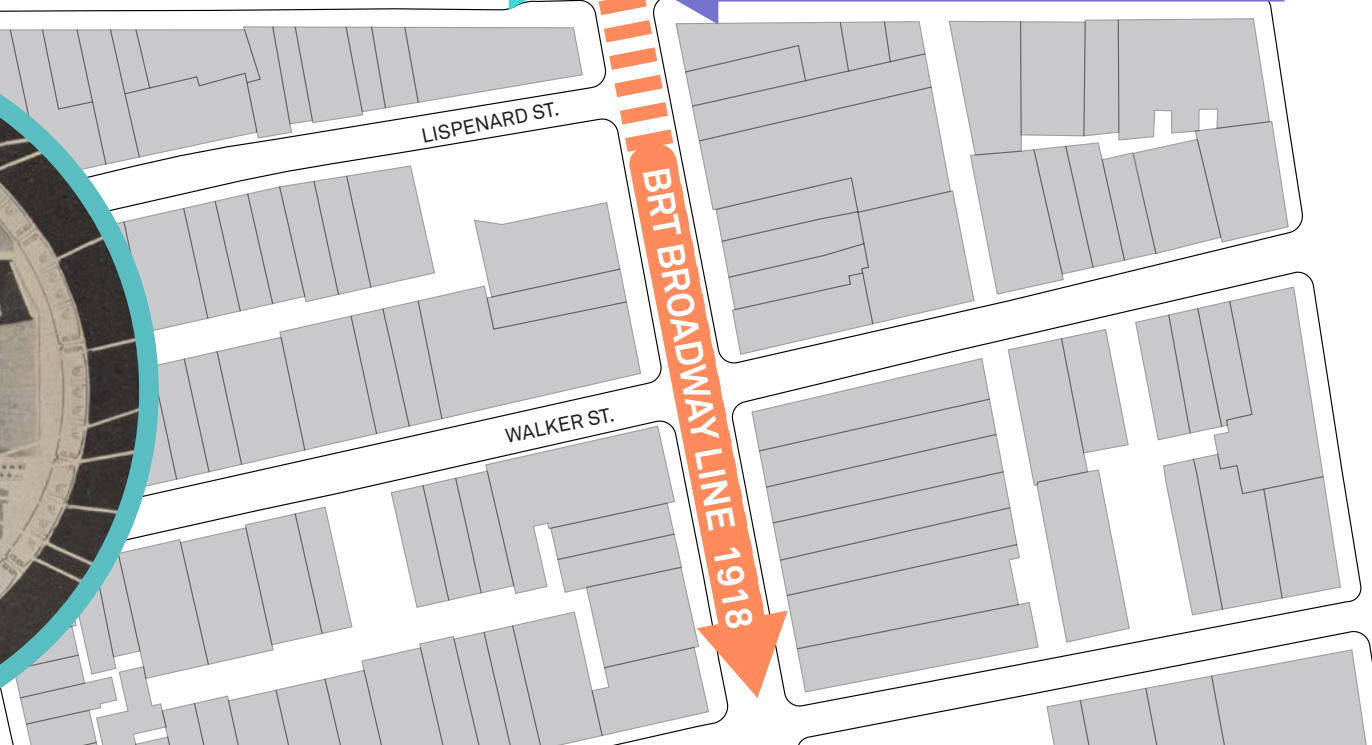
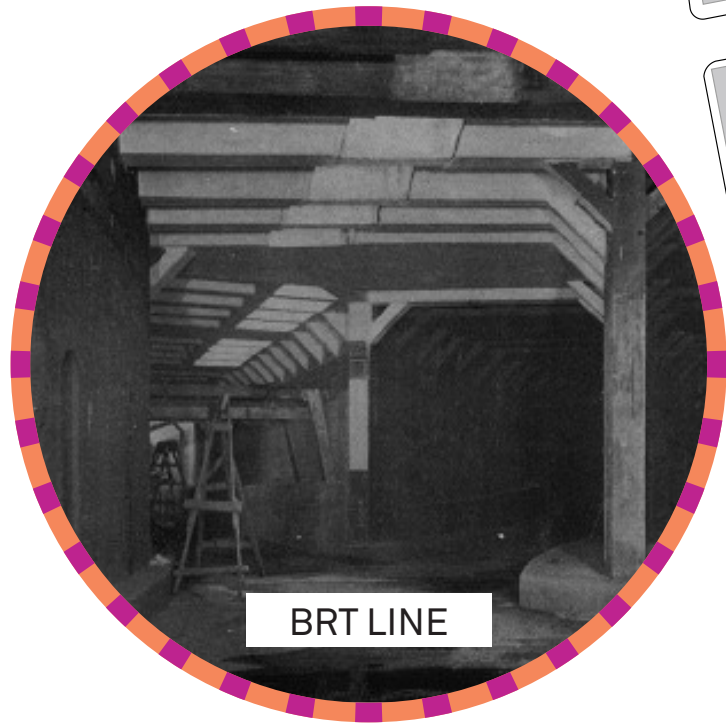
1859 Vial Topographical Map (NYPL)



Stone Bridge on the corner of Broadway and Canal Street.

Ca. 1811 view of Canal Street and Broadway (NYPL)

# The Subway



# David M. Oltarsh



## PLAN TO USE THEATRES AS SWIMMING POOLS

*Project to Alter Four in Times  
Square District Described by  
Major Oltarsh.*

LT. COL. DAVID M. OLTARSH

June 20, 1929 (New York Times)



837 Washington  
Constructed in 1938 for Zanville Realty



40 Wall Street (H. Craig Severance, architect, David  
Oltarsh consulting engineer, 1930)



Public Theatre, 66 Second Avenue (H. Craig Severance, architect,  
David Oltarsh, consulting engineer, 1927)

# Buildings with Subway Entrances



30 ROCKEFELLER PLAZA, 1934 (NY Historical Society)



CHRYSLER BUILDING, 1954 (Museum of the City of NY)



32 AVE OF THE AMERICAS, 1932 (ATT Archive)



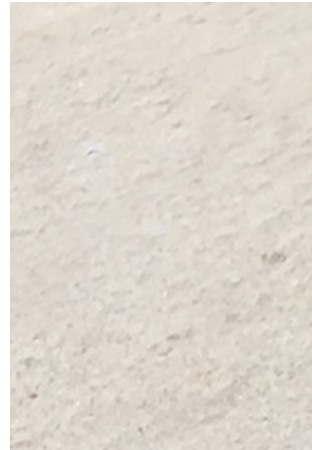
EQUITABLE BUILDING, c. 1910 (MCNY)



# Facade Material Palette

*Design Revision*

Restored Base



Terracotta



Granite

New Addition



Terracotta



Aluminum



Bronze Toned Aluminum



Existing Brick



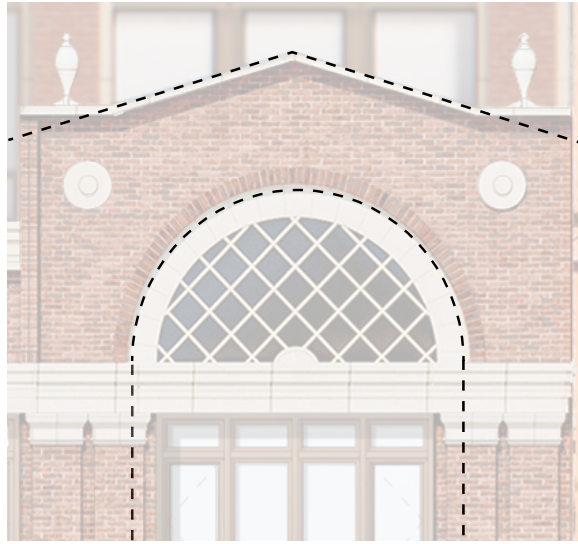
Brick - At Street Facade



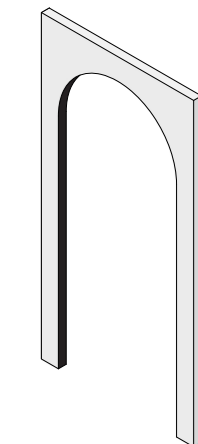
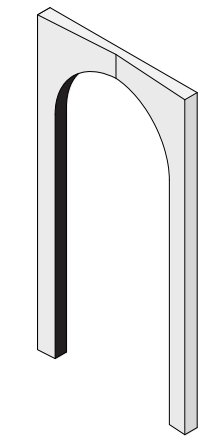
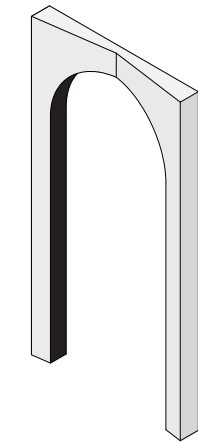
Brick - At Lot Line & Rear Wall

# Building Concept

*A modern interpretation of traditional forms*



Drawing from the tympanum and pediment in the existing building, the new facade incorporates a folded arch motif. Applying a fold to the arch alters its spatial perception, transforming a classical form into a contemporary gesture. By playing with geometry and perspective, the fold introduces tension, movement, and visual complexity—giving the arch a distinctly modern twist.

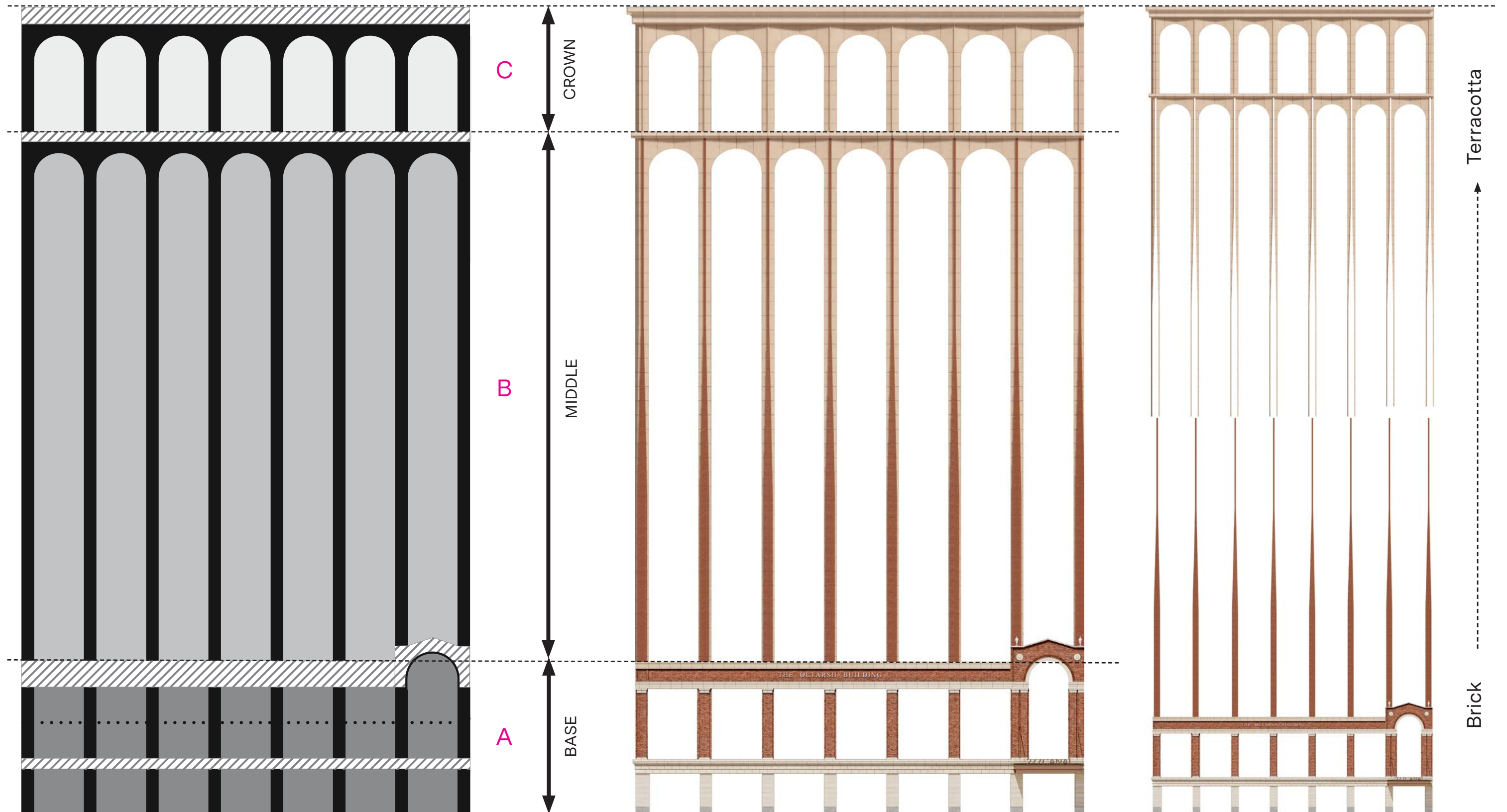


# Crown View

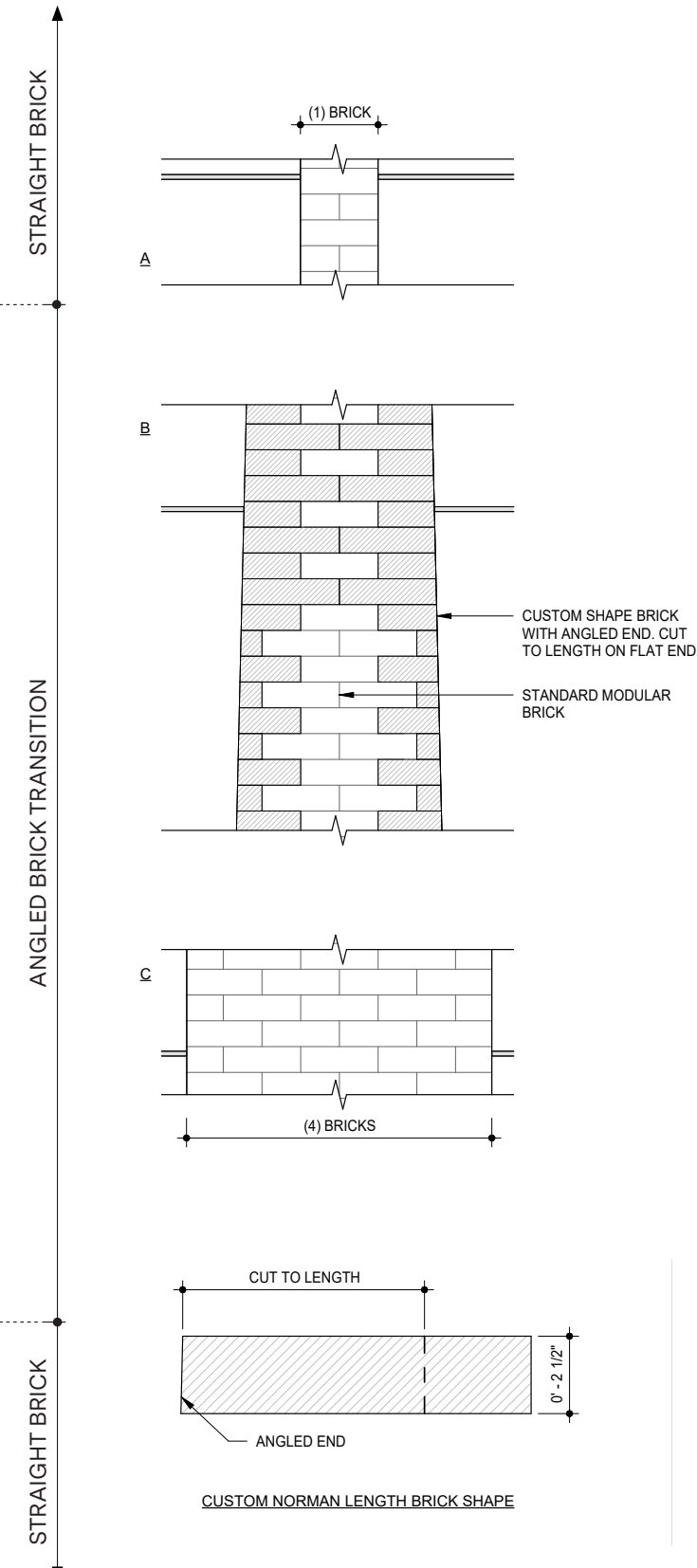


# Material Transformation

*The base evolves into something new as it reaches the top*



# Material Transformation



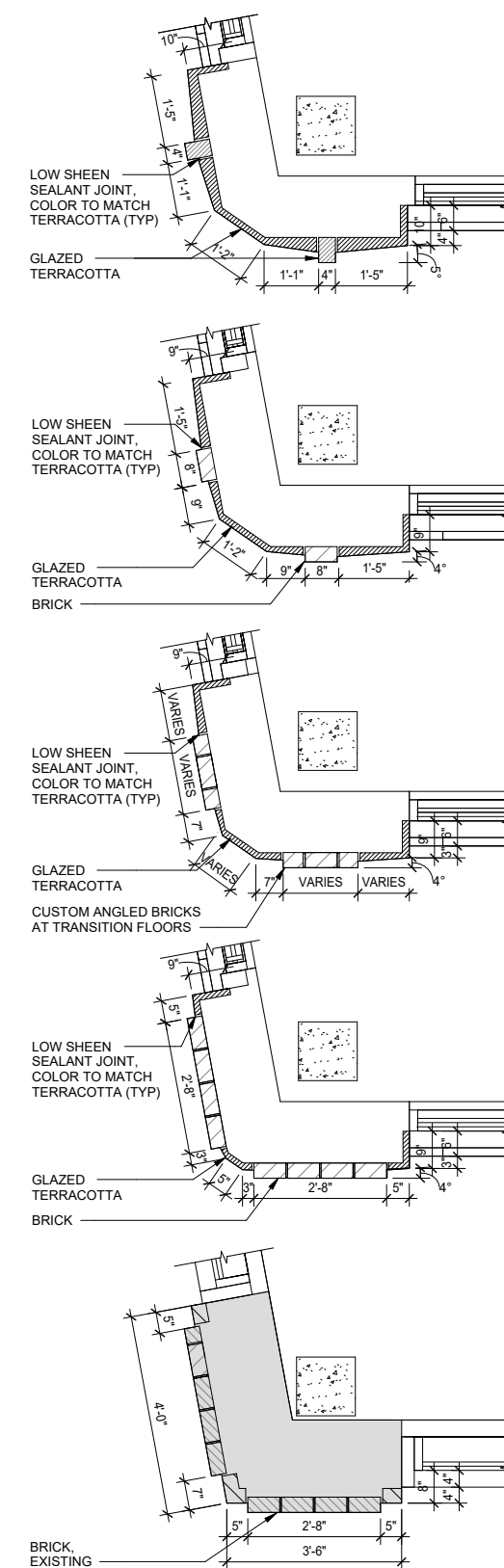
# Corner Details



Existing Corner



Close Up View



Details



# Lot Walls Concept

*Pixelated arches echo the main building facades*

The lot line walls introduce a lighter salmon brick tone in two different textures, whose subtle differentiation creates a graphic series of arches that help to break down the scale. The arches recall the language of the primary facade, reinforcing the project's conceptual continuity through material nuance.

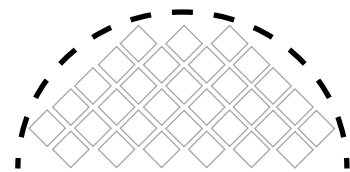
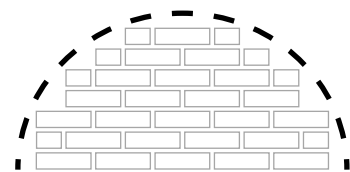
From a distance, the coursing between the arches gradually transitions from the lighter brick at the top to the darker brick at the base, recalling the material gradient on the main facade. As you approach, the pixelation in the arches becomes more apparent -- intruding a sense of abstraction and modernity.



Type 1: Darker



Type 2: Lighter



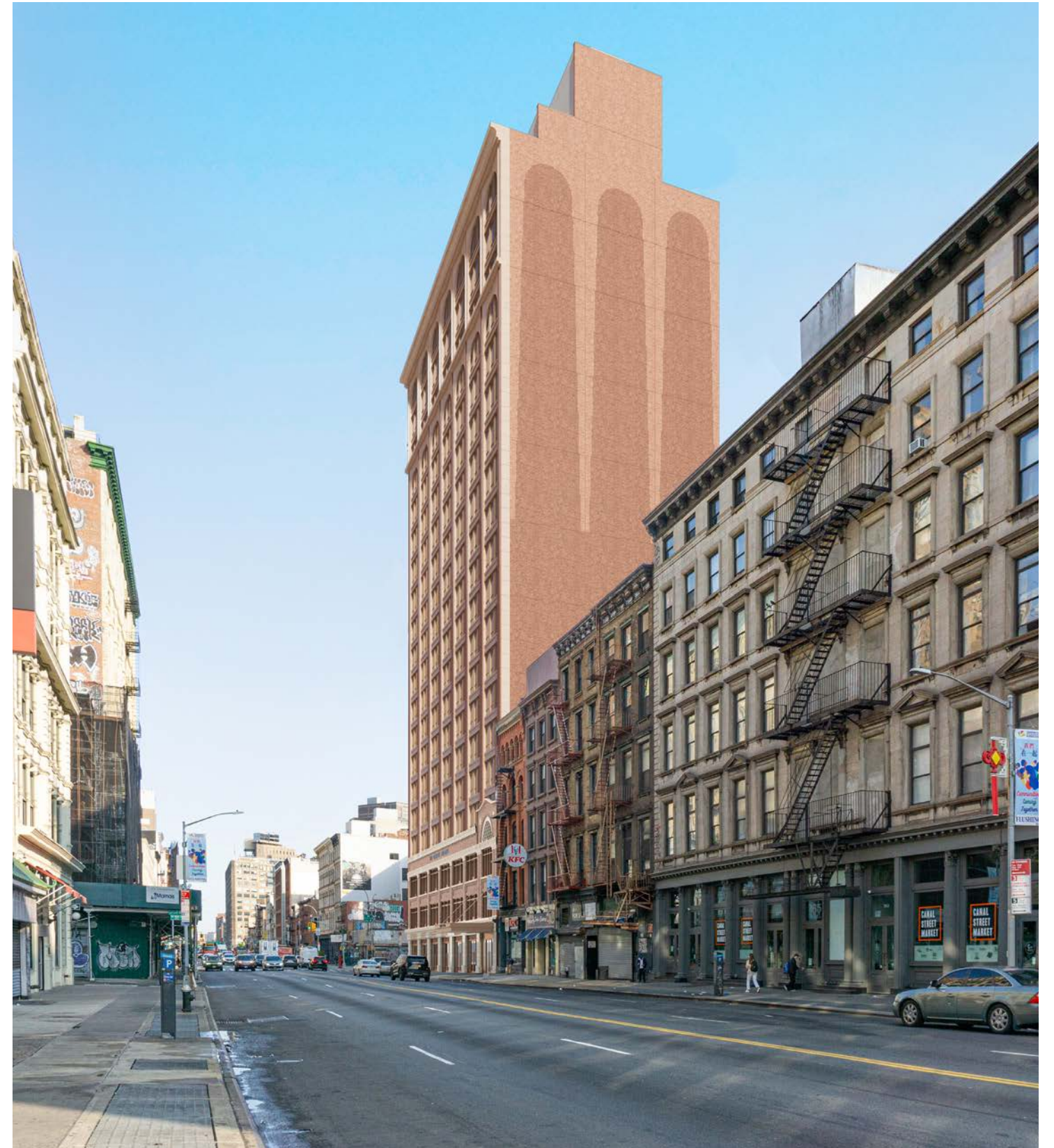
Pixelated Arch Concept Diagram



# Street View - Lot Line Facade



Broadway (Looking South)



Canal St (Looking West)

# Street Views - Broadway

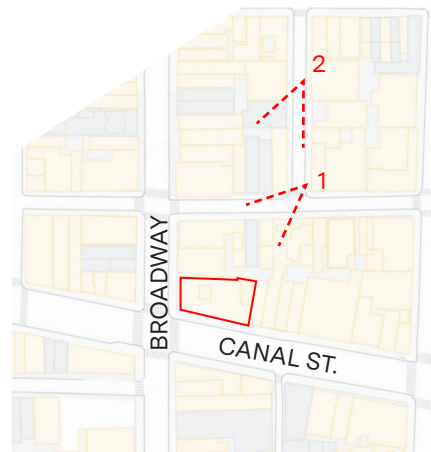


Broadway (Looking South)



Broadway (Looking North)

# Street Views - Crosby Street



Key Plan



View 1



View 2

