



The New York Landmarks Conservancy  
Lucy G. Moses Preservation Awards  
Nomination

708 Broadway  
New York, New York

Exterior Restoration

**SUPERSTRUCTURES**  
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**ARCHITECTS**

14 Wall Street, 25th Floor  
New York, NY 10005  
Tel 212 505 1133  
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### On Broadway—Revived Facades Take the Stage at 708.

Designed by Cleverdon and Putsel in the Northern Renaissance Revival style and built in 1896, 708 Broadway has long been at the center of one of the most vibrant neighborhoods in New York City. It is part of the NoHo Historic District which, as noted in the District’s Designation Report, “represents the period of New York City’s commercial history from the early 1850s to the 1910s, when this section prospered as one of its major retail and wholesale dry goods centers. Today, the effect is of powerful and unifying streetscapes of marble, cast-iron, limestone, brick and terra-cotta facades. The Noho Historic District remains remarkably intact, providing an invaluable view of the development of commercial architecture in New York City.”

In 1912, the building was merged with 404 Lafayette Street with internal openings joining the two buildings at each floor. They were bought by New York University in 2015, which had plans to open a temporary gym in 404 Lafayette, while a new permanent gym was under construction. Having undergone numerous transformations over the decades, 708 Broadway will now be the new home for the NYU School of Global Public Health.

The ten-story building comprises brick, limestone, and terra cotta. The brick and terra cotta are light gray, with the terra cotta textured to emulated carved limestone. New limestone was installed at the ground floor in the 1930s. The building is narrow, with four windows spanning the width of the primary facade at lower levels and six windows at the top two floors. The windows are separated by thin pilasters of brick

At the time of the purchase by NYU, 708 Broadway was in poor condition, having been neglected for years. What was originally beautiful terra cotta and masonry on the Broadway-facing west facade had not been repaired for decades. The decay was so extreme that there was even a tree growing out of the side of the building.

The restoration project for the building facades included the following scope elements:

- Terra cotta replacement and repair
- Brick masonry repairs and replacement
- Structural steel replacement and repair



708 Broadway, November 1925; collection of the Museum of the City of New York

- Steel lintel repair and replacement
- Coping stone replacement
- Stucco repairs
- Fire escape supports reattachment
- Brick masonry / stone / terra cotta pointing
- Sealant joint replacement
- Coating of steel / stucco / masonry

After work was completed on the facades, the next phase of the restoration involved replacement of the existing window sashes and wood frames with new aluminum windows, matching the original historic window profiles and shapes.

With a facade now worthy of its place in the Noho Historic District and the unique and “unifying streetscape” which characterizes this stretch of Broadway, and with the building's new purpose as a home for NYU's School of Global Health, 708 Broadway once again stands tall as a proud exemplar of New York City's great architectural heritage.

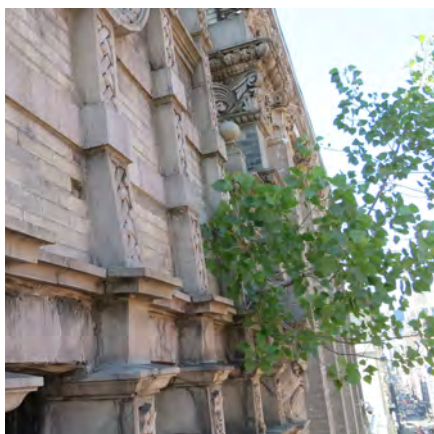


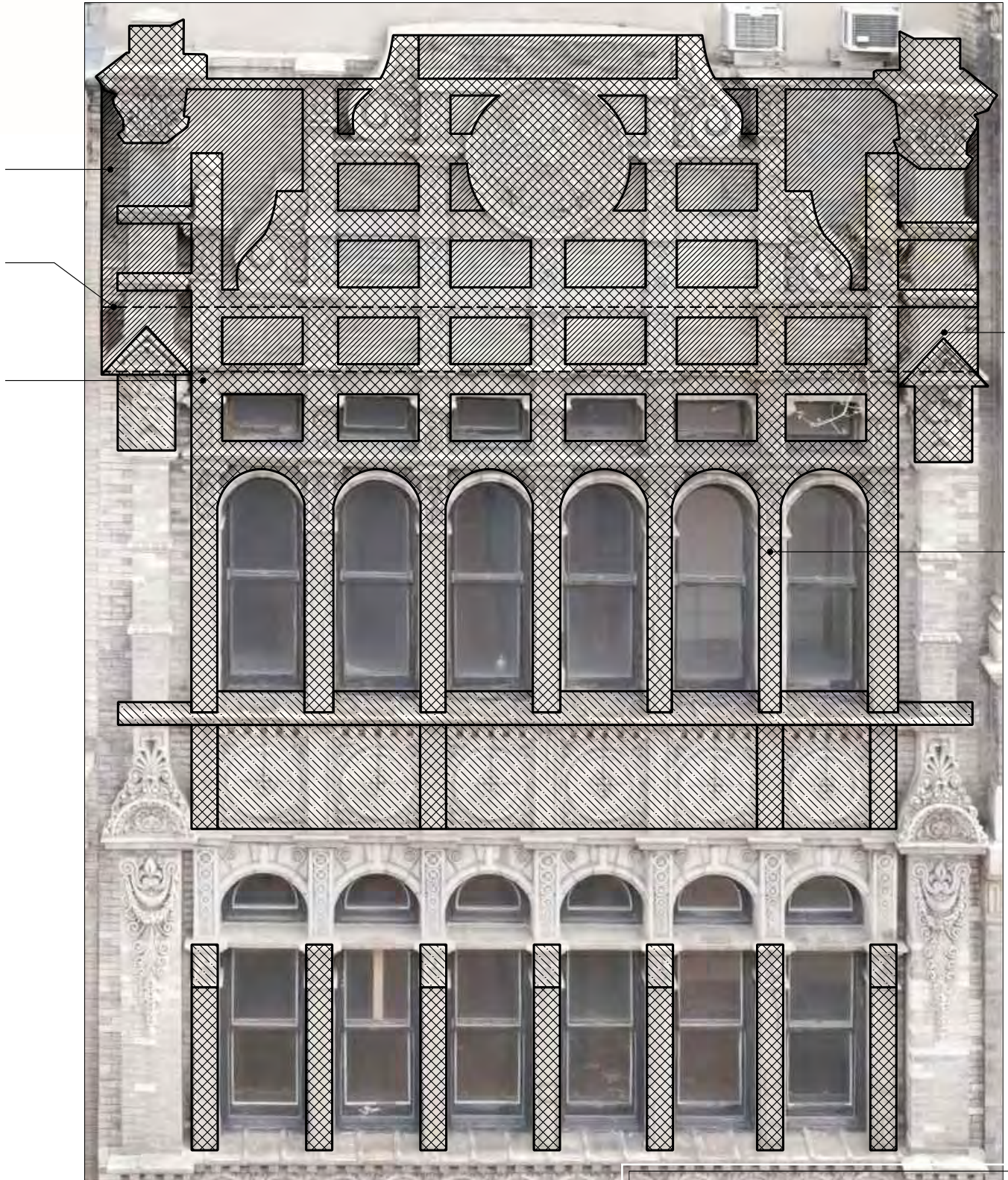
West Facade - Terra Cotta

The repair scope on the western (Broadway-facing) facade included extensive terra cotta replacement and repairs. Most of the existing terracotta units at the upper section of the facade were replaced with new terra cotta manufactured by Gladding McBean. The replacement units included highly decorative elements and sculptures.






Top, middle and bottom left: Terra cotta before restoration; Bottom middle: extensive facade deterioration resulting in vegetation growing on the building; Top and bottom right: terra cotta after restoration





Drawing excerpt: Terra Cotta Unit Replacement

**LEGEND**

-  **AREA 1** - EXTENT OF TERRA COTTA REPLACEMENT (ASSUME 100%)
-  **AREA 2** - EXTENT OF TERRA COTTA REPLACEMENT (ASSUME 50%)
-  **MAS 13** - EXTENT OF MASONRY REPLACEMENT

**NOTE:**  
 EXACT EXTENT OF TERRA COTTA UNIT REPLACEMENT TO BE DETERMINED DURING ARCHITECT'S INITIAL INSPECTION. ASSUME 100% OF TERRA COTTA UNITS REQUIRING REPLACEMENT IN AREA 1 AND 50% OF TERRA COTTA UNITS REQUIRING REPLACEMENT IN AREA 2.

West Facade - Terra Cotta (continued)



Above: Terra cotta before restoration; Left middle: Sculptor at Gladding McBean carves replica of terra cotta sculpture as replacement; Bottom row and top right: Terra cotta after restoration.



West Facade - Masonry

*Top and bottom left: Brick masonry on west facade before restoration. Top and bottom right: Brick masonry on west facade after restoration*



## East and North Facades - Masonry and Steel Repair

On the eastern facade facing the courtyard, the masonry was in evident need of repair. When the masonry was opened for inspection, the steel structure underneath was found to be severely eroded, which necessitated an extensive shoring project to support the interior slab structure. The top three floors were essentially rebuilt—not only the face brick but also the steel and the backup masonry.

*Top and bottom left: Deteriorated structural steel uncovered under outer brick masonry; Bottom middle: Upper floor facade under reconstruction; Top and bottom right: New brick masonry facade after reconstruction.*





## Window Replacement

After work was completed on the facades, the next phase of the restoration involved replacement of the existing window sashes and wood frames with new aluminum windows, matching the original historic window profiles and shapes. The original wood windows had later been retrofitted with aluminum cladding. The windows were replaced with aluminum windows to match the historic wood profiles. The Landmarks Commission eventually ruled that arched windows, which were originally stipulated to be replaced with in-kind material, could be replaced with aluminum as well.

*Top left: Head condition—Deteriorated wood frame and missing brickmold on window type W2; Bottom left: Jamb condition—deteriorated wood frame and the transom, window type W1; Bottom center: Jamb condition—deteriorated wood frame and mullion; WIndow type W13; Top and bottom right: Newly installed windows.*

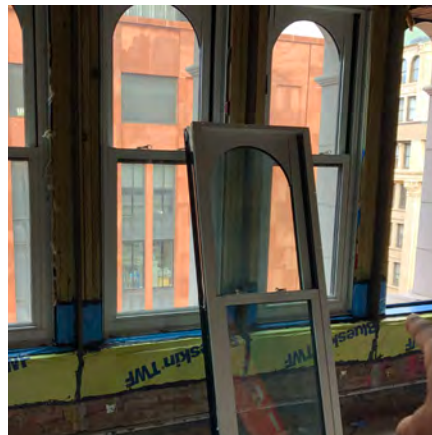


## Window Replacement

Eighteen window types were replaced for a total of 119 window units in 83 openings along the west, east, and north facades. Replacement was required due to the following conditions:

- Deterioration of aluminum panning and underlying wood frames
- Cracked or missing glazing
- Inoperable sashes
- Louvers remaining from abandoned HVAC equipment through openings
- Damage to interior finishes due to excessive water infiltration

*Top left: Probe revealed window frame embedment into external wall; Bottom left: mold for brick replacement; Bottom middle: window installation in progress; Top and bottom left: newly installed windows.*





32 AVENUE OF THE AMERICAS  
NEW YORK, NY 10013  
TEL: 212 462 1000  
FAX: 212 462 1789

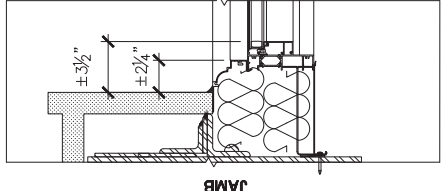
LOCATION

NEW YORK UNIVERSITY  
708 BROADWAY  
NEW YORK, NY 10003

OWNER  
**NYU**  
NEW YORK UNIVERSITY  
708 BROADWAY  
NEW YORK, NY 10003  
DATE JULY 10, 2018  
SHEET TITLE

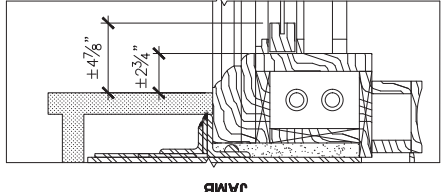
PRIMARY  
FACADE  
WINDOW  
SECTIONS

SHEET NUMBER  
LPC-11



JAMB

PROPOSED



JAMB

EXISTING

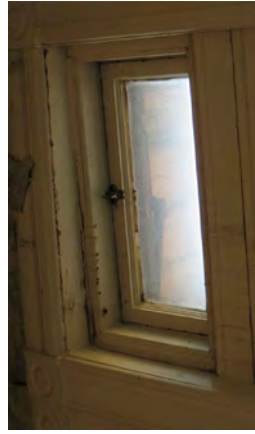
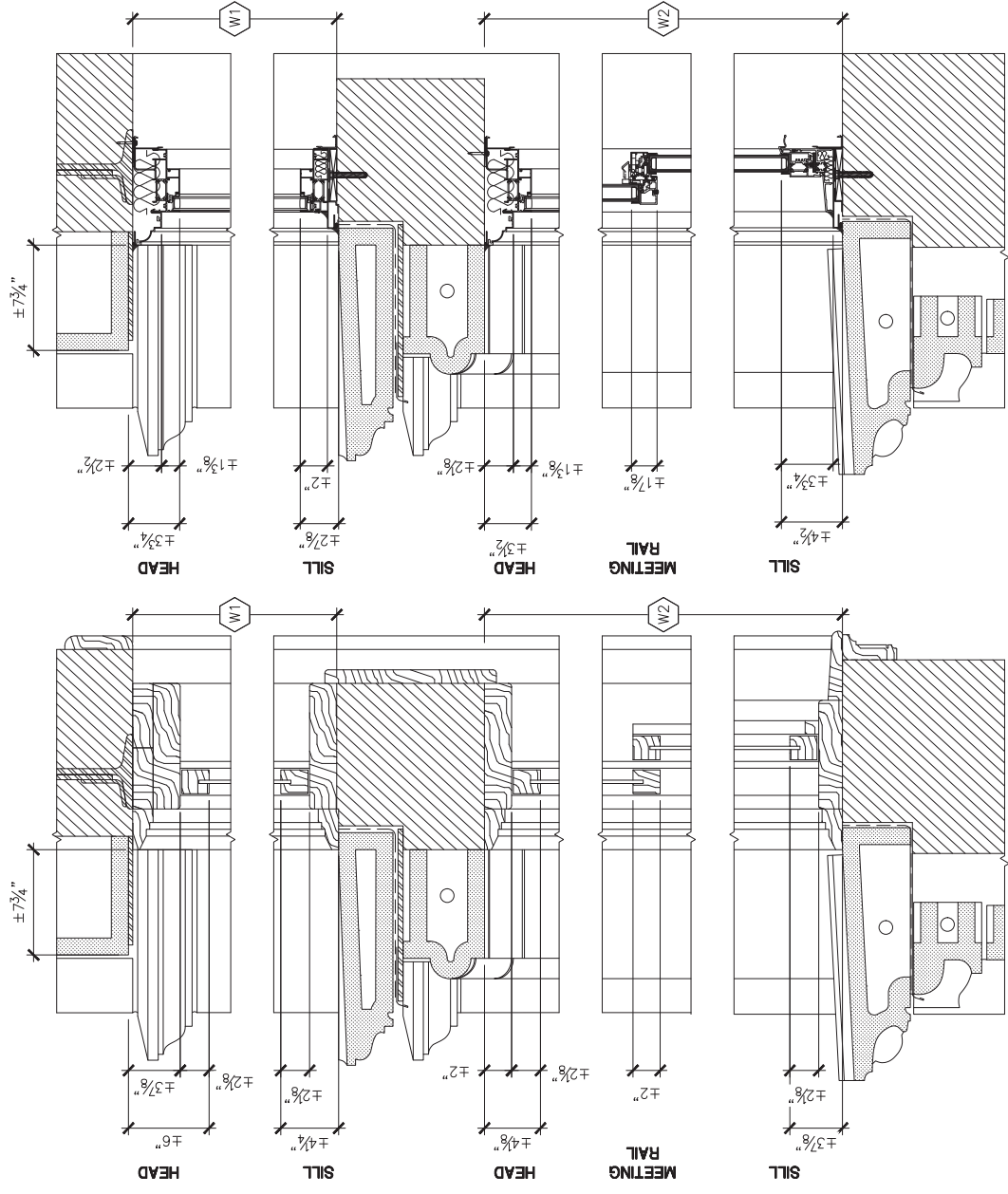


Photo 1 - Window Type W1, Interior



Photo 2 - Window Type W2, Interior (Head)

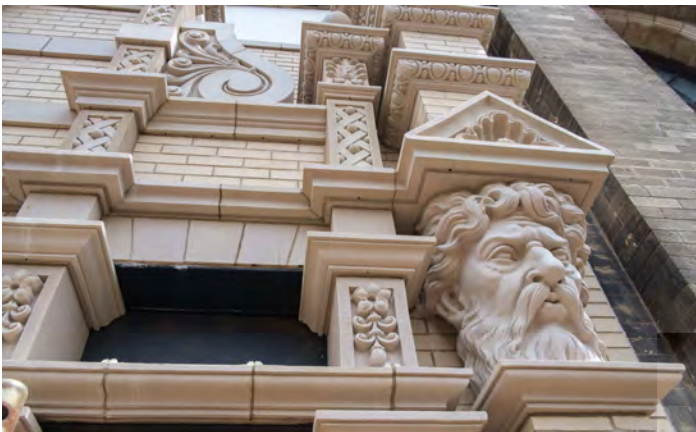


PROPOSED

EXISTING

WINDOW TYPE: W1 & W2  
WEST FACADE (PRIMARY)

SCALE: 1/2" = 1'-0"



708 Broadway, New York, NY  
New York University