



**NEW YORK CITY LANDMARKS PRESERVATION
COMMISSION**

Robert B. Tierney
Chairman

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COMMISSION DESIGNATES TWO MIDTOWN MANHATTAN LANDMARKS

*Tire and Rubber Maker B.F. Goodrich Company's Former Broadway Headquarters and
Beaux Arts Style Townhouse Selected for Their Unique Design and History*

The Landmarks Preservation Commission today approved the designations of the B.F. Goodrich Company Building at 1780 Broadway and the E. Hayward and Amelia Parsons Ferry House at 26 West 56th Street as New York City landmarks.



The B.F. Goodrich Company Building was constructed in 1909 as the headquarters for the automobile tire and rubber manufacturer, which eventually became one of the world's largest rubber producers. It was designed by Chicago architect Howard Van Doren Shaw in an unusual style that blends modern and classical architectural features.

Located between 57th and 58th streets, the building was part of a section of Midtown Manhattan stretching along Broadway from 42nd to 72nd streets known as "Automobile Row" during the first decades of the 20th century, when the automobile became king.

"B.F. Goodrich played a crucial role in the rise of the automobile industry in the United States and built this distinctive building on 'Automobile Row,' at a time when automotive businesses flourished in New York City," said Commission Chairman Robert B. Tierney.

Other businesses associated with the automobile industry that commissioned prominent new structures in the neighborhood include the A.T. Demarest and Peerless Motor Car Company at 224-228 West 57th St. and the United States Rubber Company at 1790 Broadway, both New York City landmarks.

B.F. Goodrich was founded in Akron, Ohio in 1870 by Benjamin Franklin Goodrich. The 12-story building it constructed for its New York headquarters housed offices, a tire showroom on the ground floor and repair facilities. The façade is clad with mostly red brick and limestone, and features abstract, stylized ornament suggesting the influence of Elizabethan and Jacobean sources, the Arts and Crafts movement, and the Vienna Secession. The company sold the building in 1928.

Following the designation vote on the B.F. Goodrich Building, the Commission declined to act on a proposal to give landmark status to 225 W. 57th Street, an adjacent eight-story structure built in 1909 as speculative offices space by B.F. Goodrich, and voted 6-3 to remove the building from its calendar.

The **E. Hayward and Amelia Parsons Ferry House**, at 26 West 56th Street, is located between Fifth and Sixth Avenues, was constructed in 1871 and designed by D. & J. Jardine, a well-known, New York-based architecture firm for a dairy product wholesaler.



The five-story building was remodeled in 1908 by noted architect Harry Allan Jacobs in a restrained variation of the Beaux Arts style. That same year, it was purchased by E. Hayward Ferry, a prominent businessman and banker, when the neighborhood was known as “Vanderbilt Row,” a 10-block stretch on Fifth Avenue south of Central Park where members of the famed Vanderbilt family had erected three mansions by the late 19th century.

“This elegant townhouse is knitted into a unique, low-scale residential streetscape that once defined this area of Midtown and has since been replaced by much taller commercial buildings,” said Chairman Tierney.

Faced with limestone, the building is distinguished by carefully balanced proportions, refined detailing and a copper mansard roof with dormers. The building’s rusticated base is punctuated by a recessed segmental arch surround featuring a carved lion’s head and garlands that sit above a pair of original iron and glass doors.

Ferry lived there until 1935, when it became the headquarters of Albert & Charles Boni, Inc., a publishing house that also pioneered microform technology. Boni’s books include the English translations of Marcel Proust’s seven-volume “Remembrance of Things Past,” Gertrude Stein’s “The Making of Americans” and Upton Sinclair’s “Oil!”

After the firm left the building in 1945, it was used as the home and workshop of fashion designer Arnold Scaasi, and later as the offices for several non-profit organizations and an importing firm. It’s currently owned and occupied by the Spanish Broadcasting System for its New York City headquarters and studios for WSKQ-FM, La Mega/Mega Clásicos and WPAT-FM.

The Landmarks Preservation Commission is the mayoral agency responsible for protecting and preserving New York City’s architecturally, historically and culturally significant buildings and sites. Since its creation in 1965, LPC has granted landmark status to more than 25,000 buildings, including 1,245 individual landmarks, 110 interior landmarks, 10 scenic landmarks and 99 historic districts in all five boroughs. Under the City’s landmarks law, considered the most powerful in the nation, the Commission must be comprised of at least three architects, a historian, a Realtor, a planner or landscape architect, as well as a representative of each borough.

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