

INTERNATIONAL MERCANTILE MARINE COMPANY BUILDING, 1 Broadway (aka 1-3 Greenwich Street and 1 Battery Place), Borough of Manhattan. Built 1882-87, Edward Hale Kendall, architect; redesigned and reclad 1919-21, Walter B. Chambers, architect.

Landmark Site: Borough of Manhattan Tax Map Block 13, Lot 1.

On May 16, 1995, the Landmarks Preservation Commission held a public hearing on the proposed designation as a Landmark of the International Mercantile Marine Company Building and the proposed designation of the related Landmark Site (Item No. 1). The hearing had been duly advertised in accordance with the provisions of law. Eleven witnesses spoke in favor of designation, including Councilwoman Kathryn Freed and representatives of State Senator Catherine Abate, the New York Chapter of the American Institute of Architects, the Municipal Art Society, the New York Landmarks Conservancy, the Fine Arts Federation, and the Seaport Task Force of Community Board 1. No one spoke in opposition to designation. A representative of the owner attended the hearing but took no position regarding the proposed designation. The Commission has received several letters and other statements in support of designation, including a resolution from Community Board 1.

Summary

The International Mercantile Marine Company Building occupies a prominent and historic location at the south end of Broadway, facing both Bowling Green and Battery Park, on a lot that extends along the entire blockfront of Battery Place to Greenwich Street. The austere neo-classical style building is the result of a remodeling of the renowned red brick, Queen Anne style Washington Building (designed by Edward Hale Kendall and built in 1882-87) by Walter B. Chambers in 1919-21. Chambers, an architect trained at the Ecole des Beaux-Arts who was an associate of Ernest Flag, is known for designs that reflect an interest in severity and simplicity of composition and details. In the re-design of the Washington Building for the International Mercantile Marine Co., the tower and dormers were removed, the roof profile was altered, and the structure reclad in Indiana limestone, granite, and marble. The International Mercantile Marine Co., organized in 1902 by J.P. Morgan, was a mammoth and ambitious combination of six of the leading American and British transatlantic steamship companies that operated the largest American-owned merchant fleet in the world. This building, which served as the company's New York headquarters as well as its booking office, was one of the first of the major modern steamship buildings that gave this section of lower Broadway the name "Steamship Row" in the 1920s and assisted in transforming the street into the "canyon" of neo-classical masonry office towers familiar to this day. Restrained neo-classical details on this building include nautical and marine motifs, such as shields representing the company's major ports of call. In 1943 the International Mercantile Marine Co. merged with its then-principal subsidiary and became the United States Lines Co., which retained ownership of No. 1 Broadway until 1979. The Allstate Life Insurance Co., owners since 1992, funded a major restoration of the exterior in 1993-94.



DESCRIPTION AND ANALYSIS

Site History¹

The site of the International Mercantile Marine Co. Building was occupied in the seventeenth century by two taverns, popular for their location just north of Fort New Amsterdam. In the mid-eighteenth century, when lower Broadway was a desirable residential street for the wealthy and for government officials, John Watts and Capt. Archibald Kennedy built houses on this site. Kennedy's house served during the Revolutionary War as quarters for a number of British officers (and, legend says, for George Washington). It remained a residence (in the 1830s-40s for prominent early banker Nathaniel Prime) until about 1851, when it became known as the Washington Hotel; the hotel stayed in operation until its demolition for the Washington Building, the predecessor of the present building. A bronze tablet on the Broadway corner of the International Mercantile Marine Co. Building commemorates this site history.

The International Mercantile Marine Company²

The International Mercantile Marine Co. (IMMC), organized in 1902 by J.P. Morgan, was a mammoth and ambitious combination of six of the leading American and British transatlantic steamship companies. During its forty years of existence it operated the largest American-owned merchant fleet in the world. The nucleus of the company was the International Navigation Co., originally chartered in Philadelphia in 1871 (and reorganized in 1893 in New Jersey), which owned and operated the American and Red Star Lines.³ IMMC amended the charter of this predecessor company, changed its name, and initially increased its capital from fifteen million dollars to sixty million dollars; the stock in the new company was already paid for and subscribed at the time of the formation announcement in October 1902 (the company soon reached a capitalization of \$120 million). International Navigation controlled International Navigation Co., Ltd., a separate company set up to indirectly acquire several British properties -- the Oceanic Navigation Co., Ltd. (White Star Line), the Atlantic Transport Co., and the Dominion Line. The subsidiary companies thus included in the combination were the American, Red Star, White Star, Atlantic Transport, and Dominion Lines, wholly owned by the company, as well as Frederick Leyland & Co. and National Steamship Co., in which IMMC secured a majority ownership. In addition, IMMC purchased a substantial share in the Holland-America Line (which was sold in 1917). These passenger and freight lines operated between North America and Europe, Australia-New Zealand, the Caribbean, and Central America. The first president in 1902 and then chairman of the board (1904-12), Clement A. Griscom, was one of the wealthiest men in the United States and had been one

of the founders of International Navigation in 1871. J. Bruce Ismay, a director of the White Star Line, succeeded Griscom as president (1904-12).

IMMC, formed at the peak of transatlantic shipping prosperity, continually operated with a "thin margin of safety"⁴ and never paid stockholder dividends in the years prior to World War I. Despite its expectations, IMMC never received subsidies from the U.S. government and it failed to eliminate its competition. Further, the existence of this huge company, which attempted to monopolize its market, may have actually exacerbated rate wars. Cunard, Hamburg-American, and North German Lloyd Lines companies continued to provide formidable competition. Cunard, which Morgan had once hoped to control, received subsidies from the British government. In response to Cunard's competition, White Star Line introduced the luxury liner *Titanic*; its disastrous sinking on its first voyage in 1912 resulted in heavy losses for IMMC. After defaulting on its obligations in 1914-15, the company was placed in receivership and was forced to reorganize. Profits gained from shipping during the war and the elimination of German competition, however, turned the company around; despite higher wartime wages and insurance rates, disruptions, and the virtual loss of passenger service, the profits from shipments of war materials and requisitions by the British and American governments were substantial. Freight rates alone were estimated to have increased by 500 to 600 percent. As indicated in IMMC's *Annual Report* in 1916:

*As the European war progressed there came about a most extraordinary change in the financial conditions of your Company, due to the shortage of tonnage and the abnormal increase of freight rates, and the earnings of the Company and of its subsidiaries reached a point far exceeding those of any previous period in its history.*⁵

In 1916 IMMC was able to purchase an interest in the New York Shipbuilding Corp. in Camden, New Jersey. As further indication of its prosperity following the war, IMMC announced its purchase of the Washington Building for around three million dollars in November of 1919.

The Washington Building⁶

Designed by Edward Hale Kendall and built in 1882-85 by W.H. Hazzard & Son, the renowned Queen Anne style Washington Building was clad in red brick with red sandstone trim and had rounded bay windows on the corners; an elaborately dormered mansard roof and a round tower overlooking the New York harbor were added in 1886-87, also to Kendall's design. Twelve stories in height, the Washington

Building had an iron-framed structure and a C-shaped plan (it had an interior light court to the north), with six interior elevators. Erected for the Washington Building Co., organized and controlled by Cyrus W. Field of transatlantic cable fame, the building was considered one of the largest, tallest and finest office towers in downtown Manhattan of its era. The Postal Telegraph-Cable Co. and United-States National Bank, both established in 1881, were early tenants. Edward Kendall (1842-1901), born in Boston and educated at the Ecole des Beaux-Arts in 1858-59, first worked with the Boston architectural firm of Gridley J.F. Bryant and Arthur Gilman from 1860 to 1865. Kendall and Gilman formed a short-lived partnership, during which they designed the Equitable Life Assurance Co. Building (1868-70, demolished), the first New York office building to have passenger elevators and one of the largest buildings of its day. During his independent practice from 1871 to 1900, Kendall designed commercial buildings, warehouses, residences, and stations for the West Side "El." Among his notable commissions, in the Queen Anne and Romanesque Revival styles, were the Gorham Mfg. Co. Building (1883-84, 889 Broadway) and the Methodist Book Concern (1888-90, 150 Fifth Avenue).⁷ Kendall maintained his office in the Washington Building until 1890.

The International Mercantile Marine Company Building⁸

IMMC's *Annual Report* of 1918 included for the first time a New York office listing, at the Bowling Green Offices Building, 5-11 Broadway; the company's general offices were located in Hoboken and, additionally, there were branch offices in fourteen American cities. Company president Philip A.S. Franklin stated in the 1919 *Annual Report* that

*The quarters at present occupied by your Company at 9 Broadway having become inadequate, the Washington Building, 1 Broadway, New York, was purchased and after the necessary alterations have been completed,... the Company will be in possession of suitable offices, which will permit of expansion. Title to the property has been taken in the name of a separate corporation under the name of "Number One Broadway Corporation."*⁹

In the midst of a shortage of downtown office space, IMMC found it prohibitive to construct a completely new building. As reported in the *Record and Guide*, construction materials were difficult to obtain after the war and construction costs were at a high level; in addition, the Washington Building had numerous tenants whose leases had not expired. The austere neo-classical building that resulted from the remodelling and "modernization" of the Washington Building in 1919-21 by architect Walter B. Chambers

was characterized as "a great white stone structure of classic dignity and proportion."¹⁰ Chambers' alterations included the removal of the tower, dormers, and bay windows; reconfiguration of the roof profile; and the cladding of the structure with Indiana limestone, marble, and granite. The Whitney Company was contractor for the project, with T. Kennard Thomson as consulting engineer. Restrained neo-classical carved stone details, mainly concentrated on the lowest stories, make reference to IMMC's maritime role. Nautical and marine motifs include the figures of Neptune and Mercury (Gods of the Seas and Trade) in the spandrels over the main entrance on Broadway; the seashells, seaweed, and starfish that further embellish the entrance; and rope moldings and courses with a wave motif that appear elsewhere. Shields ("in Venetian mosaic" according to contemporary accounts) representing the company's major ports of call are located above the base. The interior of the building [not subject to this designation] was also extensively remodelled, with changes to the foundation and structural framing, the installation of new mechanical systems, and the creation of an impressive two-story booking hall in the base (that corresponds to the arches on the exterior). IMMC originally occupied the four floors above the booking office, with its accounting, freight, and operations divisions, executive offices, and board room. The building, which remained occupied by tenants on seven floors during the alterations (and thus presented complex engineering problems), won an award from the Downtown League for best altered building in 1921.

This building, serving as the company's New York headquarters as well as its booking office, was one of the first of the major modern steamship buildings that gave this section of lower Broadway the name "Steamship Row" in the 1920s. (Battery Place on the south side of Bowling Green had formerly been known by that name, when Cunard and other steamship companies located there after the 1850s). Previously, ticketing had usually been handled by agents scattered in the vicinity who operated on commission, rather than the purchase of tickets directly from each company. One of IMMC's leading rivals, Cunard, constructed a new building nearby at No. 25 Broadway, also in 1919-21, according to the design of Benjamin Wistar Morris and Carrere & Hastings.¹¹ An indication of the importance of shipping in the economy of New York City is the observation by the chairman of the Broadway Association in 1926:

Of course the early history of lower Broadway is closely associated with ocean transportation. But today, when a large number of the great structures of that section are given over to the vast interests of the great trans-Atlantic carriers, it is obvious that the steamship business occupies a

*commanding position on lower Broadway from which its influence radiates throughout the world. ... lower Broadway... represents the largest passenger booking office in the world. Today four-fifths of all Americans sailing for foreign countries board their ships in the Port of New York, and of these, most find their accommodations in the offices located on these few blocks.*¹²

These buildings assisted in transforming lower Broadway into the "canyon" of neo-classical masonry office towers familiar to this day. And because of its prominent location facing Bowling Green and Battery Park at the "beginning" of Broadway, No. 1 Broadway plays a key role.

The Architect¹³

Walter Boughton Chambers (1866-1945), architect of the International Mercantile Marine Co. Building, was born in Brooklyn and received a degree from Yale University in 1887. He studied architecture for just over a year at the University of Munich and then, beginning in 1889, at the Ecole des Beaux-Arts in Paris, where he formed a close friendship with Ernest Flagg, a fellow student in the atelier of Paul Blondel. Returning to New York in 1891, Chambers was employed as a draftsman by Richard Morris Hunt (a friend of his father's) for Biltmore (the George W. Vanderbilt estate) in Asheville, North Carolina. Chambers joined with E.L. Masqueray, an Ecole graduate who had also been employed on Biltmore, in forming an atelier in 1893 that was considered the first in America modeled after the Ecole that was independent of an architectural office. Chambers moved into the recently organized architectural office of Ernest Flagg in 1894, and formed an association that lasted several decades. Flagg and Chambers maintained separate architectural practices, but shared offices and expenses, with Chambers acting as office manager and handling much of Flagg's business until 1907. A number of commissions in which they collaborated are some of the finest work of both architects, including the luxuriously detailed Oliver Gould Jennings House (1898-99, 7 East 72nd Street) and Fire Engine Co. No. 33 (1898-99, 44 Great Jones Street).¹⁴ Flagg and Chambers were two of the founders of the Society of Beaux-Arts Architects in New York in 1894, with Chambers serving as first secretary. On his own Chambers designed a number of private houses and became known for his apartment house projects, but also produced designs for dormitory and classroom buildings at Yale and Colgate Universities and commercial buildings in New York, such as Furness House (Whitehall and Pearl Streets, demolished). His design for the apartment house at No. 563 Park Avenue (1909-10)¹⁵ received an award from the Downtown League in 1912. Like the later designs of Flagg, many of Chambers' designs, including the International Mercantile Marine

Co. Building, reflect an interest in severity and simplicity of composition and details; while still employing a Beaux-Arts design vocabulary, these designs were handled with a greater restraint and appreciation of the unarticulated wall surface. Chambers retired from practice in 1941.

Later History: IMMC and United States Lines Co.¹⁶

After World War I, IMMC became the object of mistrust, both on the part of the public in a time of nationalist sentiment (as it largely operated with British ships) and the government's Shipping Board, set up in 1916 to regulate merchant shipping (which preferred smaller merchant companies and more competition). Under presidents P.A.S. Franklin (1914-36) and his son John Franklin (1936-43), IMMC disposed of its foreign-flag lines, reorganized, and then operated solely as an American-based company. Changes also occurred due to the international financial crisis that affected shipping by the late 1920s. The Dominion and Red Star Lines were acquired by Leyland & Co. in 1921 and 1927; the American Line ceased in 1925; the White Star Line, IMMC's largest subsidiary, was sold in 1926; IMMC disposed of its interests in Leyland in 1933; and Atlantic Transport Co. was liquidated in 1934. IMMC acquired the American Merchant Line and United States Lines in 1931; these freight and passenger lines had been established in 1918 and 1921 to operate former German ships, under the ownership and control of the Shipping Board. Other subsidiaries were the Panama Pacific and American Pioneer Lines and the Roosevelt and Baltimore Mail Steamship Companies. Between 1937 and 1940 IMMC was merged into its then-principal subsidiary, and in 1943 the name of the company was finally changed to United States Lines Co. The building at No. 1 Broadway was transferred in 1941 to an entity of United States Lines, which retained ownership until 1979.

United States Lines was the largest and was considered the most prestigious American merchant shipping company of its day. In the midst of drastic changes in operations due to World War II, the company again faced bankruptcy, but was assisted by government subsidies and requisitions. Atlantic and Pacific freight service was profitable after the war, but the replacement of older vessels proved a consistent financial problem into the 1950s; in 1964 the company began the conversion to containerized cargo. United States Lines was acquired by hostile takeover in 1968 by Walter Kidde & Co., an investment firm, which terminated passenger service in 1969. After a proposed merger with the R.J. Reynolds-owned Sea-Land Co. in the early 1970s failed due to antitrust reasons, the company was sold in 1977 to Malcolm McLean, the "popularizer" of containerized cargo; it was liquidated in 1986 after bankruptcy. The International Mercantile Marine Co. Building was acquired by the Allstate Life Insurance Co. through a

foreclosure in 1992. The masonry cladding of the structure was seriously deteriorated by that time and Allstate funded a \$2 million restoration of the exterior, performed by architects Stephen L. Cohan & Associates, Cathedral Stoneworks, and C & D Restoration, Inc., contractors, in 1993-94.

Description

The International Mercantile Marine Co. Building is located at the south end of Broadway, facing both Bowling Green and Battery Park on a lot that extends along the entire blockfront of Battery Place to Greenwich Street. A thirteen-story¹⁷ neo-classical structure, it is clad in Indiana limestone (with marble spandrel panels) above a granite base. The three facades have similar articulation, with chamfered corners at the southeast and southwest. The masonry cladding of the structure, seriously deteriorated, was restored in 1993-94; the work entailed replacement (around eight percent of the total), repair, resetting, re-anchoring, and waterproofing of the limestone and marble.

Base The base has double-story arched fenestration. The multi-pane window sash, with lights following the arch, are kalamein with a painted gold finish and have ornamental entablatures. Semi-domical awnings have been placed in many of the arches (since 1981). The cornice has dentils and a course with a wave motif.

Broadway The central main entrance, with a pedimented surround, has spandrels with the figures of Neptune and Mercury (Gods of the Seas and Trade) as well as an American eagle, and is further embellished with seashells, seaweed, and starfish; an original white marble plaque (previously covered by a sign with the name of the company) now has the inscription "Number One" for the address. A bronze tablet on the southern corner commemorates the early history of this site. The southernmost bay, on the northern reveal, bears the inscription "Walter B. Chambers Archt. MCMXXI." An historic lamp sconce is placed between each of the two end bays. Alterations were made over the years to the northern three bays: 1) the northern bay (originally an entrance to the elevator hall) had two metal and glass doors flanked by sidelights, and currently has one metal and glass door (placed at the south side of the bay) and storefront window (1982-83); 2) the second bay originally had a multi-pane window with a limestone and granite base (similar to those surviving in the southern two bays), and c. 1981 the base was removed and two metal and glass doors flanked by sidelights were inserted; and 3) the main entrance, which originally had a revolving door, was altered before 1965 to incorporate a display window flanked by sidelights, and currently has a revolving door flanked by sidelights (c. 1981). All newer metalwork has an anodized gold finish.

Battery Place Two pedimented entrances set within the arches of the second bay from each end,

once entrances to the booking office and designated "First Class" and "Cabin Class," are ornamented with shields with the inscription "IMM" flanked by dolphins; they originally had revolving doors with sidelights and currently have anodized aluminum and glass doors with transoms (1981); the western entrance is recessed and has granite steps and scissor gates. The entrances are flanked by historic lamp sconces. The other bays have light wells (with replacement windows or louvers) with metal bar railings.

Greenwich Street The southern corner is ornamented with limestone and marble plaques and has steps (flanked by metal bar railings) to an entrance (now having two anodized aluminum doors and rolldown gate) located partially below grade that originally led to the "Third Class" department. The northern bay (originally an entrance to the elevator hall) had two metal and glass doors flanked by sidelights, and currently has a similar replacement configuration of anodized aluminum (c. 1981). The other bays have light wells (with replacement windows or louvers; the third bay from the north was filled with granite) with metal bar railings.

Midsection The six-story midsection has paired windows with replacement sash with a muntin grid; the original windows had six-over-six double-hung kalamein sash. The third story, a transition between the base and the midsection, has sections of balustrade and shields ("in Venetian mosaic" according to contemporary accounts) representing the company's major ports of call on the Broadway and Battery Place facades; the Broadway facade has three flagpoles (originally there were two on Broadway and four on Battery Place, all attached to the shields). Recessed spandrel panels are green Cippolino marble (those above the fifth floor are ornamented with rondels).

Upper Section The three-story building cap consists of a two-story arcade (with oculi on the corners) which is surmounted by the principal (modillioned) cornice and another story with paired windows and a balustrade. The original windows of the top story had six-over-six double hung kalamein sash, while those of the arcade were eight-over-eight, with sidelights and (surviving) bossed spandrel panels (all have replacement sash).

Roof The two-story roof is set back from the facade planes, with one story having arched windows and pilasters, and a standing-seam copper roof with square dormers (and oculi on the corners). There are three small one- and two-story service towers above the roof.

*Report prepared by
Jay Shockley
Research Department*

NOTES

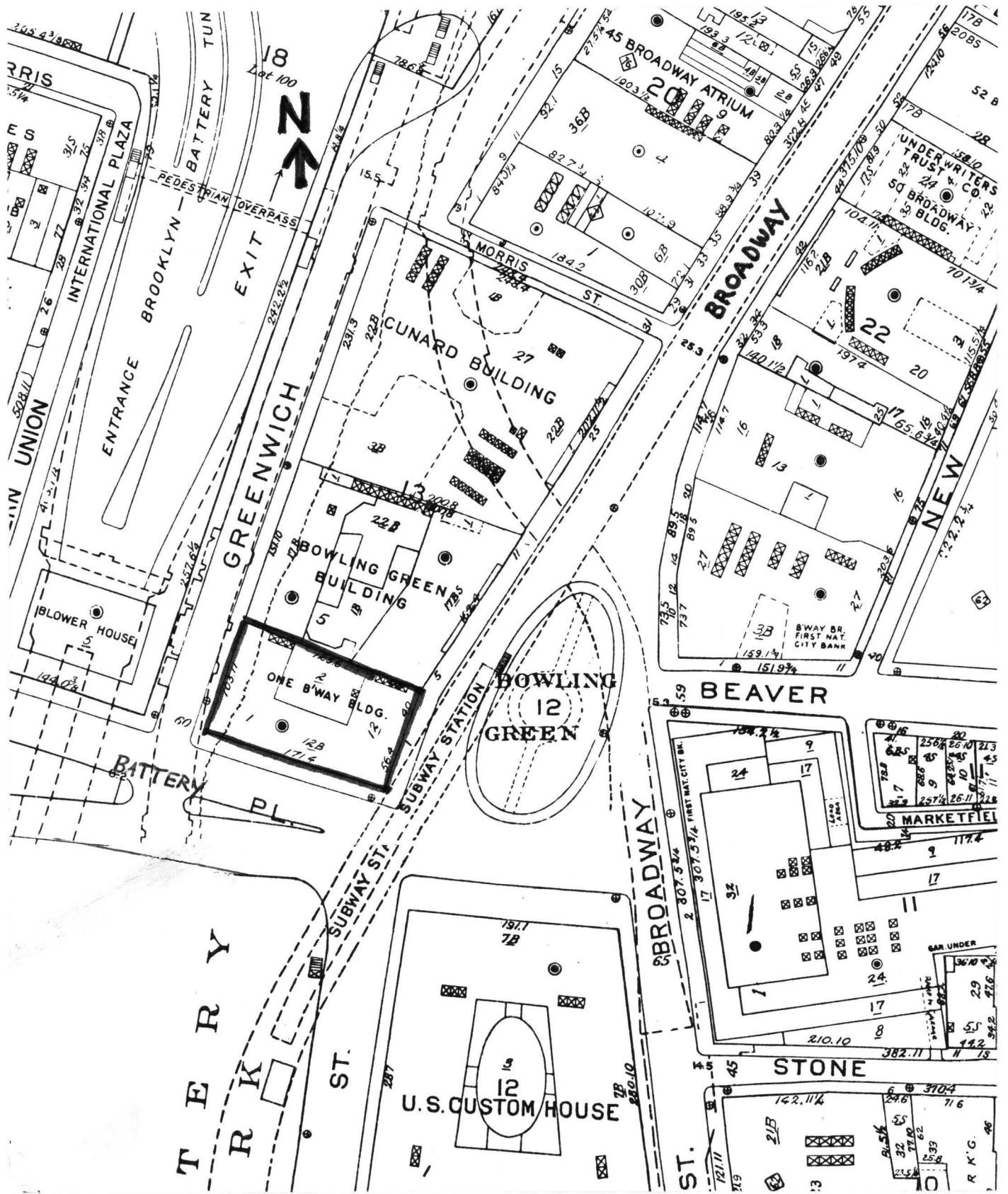
1. David W. Dunlap, *On Broadway: A Journey Over Time* (New York: Rizzoli Intl. Publications, 1990), 14; William T. Bonner, *New York: The World's Metropolis 1623-4 - 1923-4* (New York: R.L. Polk & Co., 1924); Moses King, *King's Handbook of New York* (Boston: Moses King, 1892); Fremont Rider, *Rider's New York City: A Guide-book for Travelers* (New York: Henry Holt & Co., 1923); "International Mercantile Marine Co. to Remodel Washington Building," *NYT*, Nov. 30, 1919, X, 5; Henry W. Lanier, *A Century of Banking in New York 1822-1922* (New York: Gilliss Press, 1922), 54.
2. "Combination of Six Steamship Companies" and "Amended Charter Filed," *NYT*, Oct. 2, 1902, 1; "Details of Shipping Combination Settled," *NYT*, Oct. 4, 1902, 16; "Ship Trust Headquarters," *NYT*, Oct. 19, 1902, 2; Earl A. Saliers, "Some Financial Aspects of the International Mercantile Marine Co.," *The Journal of Political Economy* 23 (Nov. 1915); IMMC, *Annual Report* (1909-1919); N.R.P. Bonsor, *North Atlantic Seaway* vols. 1-4 (Jersey, Channel Islands: Brookside Publications, 1979); Rene de la Pedraja, *A Historical Dictionary of the U.S. Merchant Marine and Shipping Industry* (London: Greenwood Press, 1994).
3. American and Red Star rented offices in the Empire Building, 71 Broadway.
4. Saliers.
5. IMMC, *Annual Report* (1916), 6.
6. Richard J. Porter, "The Architecture of Edward Hale Kendall in Manhattan" (Pennsylvania State University, 1973), M.A. thesis; Moses King; LPC, "Edward Hale Kendall," *Tribeca North Historic District Designation Report* (LP-1714) (New York: City of New York, 1992); New York City, Dept. of Buildings, Manhattan, Plans, Permits and Dockets (NB 675-82; Alt. 324-86).
7. The Gorham Building is a designated New York City Landmark; both buildings are located within the Ladies Mile Historic District.
8. New York County, Office of the Register, Liber Deeds and Conveyances; N.Y.C. (Alt. 3160-19); "New Home for Ship Company," *NYT*, Nov. 23, 1919, II, 3; *NYT*, Nov. 30, 1919; "Awards for Best Downtown Building Construction," *NYT*, Dec. 25, 1921, VIII, 1; "No. 1 Broadway. Offices of the International Mercantile Marine Company," *The American Architect-The Architectural Review* 120 (Oct. 12, 1921), 279-282; W. Parker Chase, *New York: The Wonder City* (New York: Wonder City Publishing Co., 1932); S.C. Hemstreet, "Steamship Row on Lower Broadway," *Broadway, the Grand Canyon of American Business* (New York: Broadway Assn., 1926); "International Mercantile Marine Building," *Architecture and Building* 54 (May 1922), 46; IMMC, *Annual Report* (1919); "Landmark Remodeled as Headquarters for Shipping Firm," *Record and Guide*, Aug. 19, 1922, 233.
9. IMMC, *Annual Report* (1919), 9.
10. *NYT*, Nov. 30, 1919.
11. The Cunard Building is a designated New York City Landmark and Interior Landmark.
12. Hemstreet, 100-102.
13. LPC, *Upper East Side Historic District Designation Report* (LP-1051) (New York: City of New York, 1981); Chambers obit., *NY Herald Tribune* and *NYT* (Apr. 21, 1945), 13; Mardges Bacon, *Ernest Flagg: Beaux-Arts Architect and Urban Reformer* (Cambridge, Mass.: MIT Press, 1986); Francis S. Swales, "Draftsmanship and Architecture as Exemplified by the Work of Walter B. Chambers," *Pencil Points* 9 (Sept. 1928), 543-556.
14. Both buildings are designated New York City Landmarks.
15. This building is located within the Upper East Side Historic District.
16. N.Y.C.; Bonsor; de la Pedraja; IMMC, *Annual Report* (1937-1947); "Major facade restoration completed at One Broadway," *Real Estate Weekly*, Oct. 12, 1994, 8; Kim Lovejoy, "Reconstructive surgery on a limestone facade," *Stone World*, Apr. 1994, 30-34.
17. The figure of thirteen stories counts the double-story base as two stories and the uppermost level as one story. The current building management classifies the building as twelve stories.

FINDINGS AND DESIGNATION

On the basis of a careful consideration of the history, the architecture, and other features of this building, the Landmarks Preservation Commission finds that the International Mercantile Marine Company Building has a special character and a special historical and aesthetic interest and value as part of the development, heritage, and cultural characteristics of New York City.

The Commission further finds that, among its important qualities, the International Mercantile Marine Company Building occupies a prominent and historic location at the south end of Broadway facing both Bowling Green and Battery Park on a lot that extends along the entire blockfront of Battery Place to Greenwich Street; that the structure is the result of a remodelling of the earlier Washington Building (designed by Edward Hale Kendall and built in 1882-87) by Walter B. Chambers in 1919-21; that Chambers, an architect trained at the Ecole des Beaux-Arts who was an associate of Ernest Flagg, became known for designs that reflect an interest in severity and simplicity of composition and details; that Chambers' re-design of the exterior of the Washington Building for the International Mercantile Marine Co. resulted in an austere neo-classical style building clad in Indiana limestone, granite, and marble, that is ornamented with restrained neo-classical details that include nautical and marine motifs, such as the shields representing the company's major ports of call; that the International Mercantile Marine Co., organized in 1902 by J.P. Morgan, was a mammoth and ambitious combination of six of the leading American and British transatlantic steamship companies that operated the largest American-owned merchant fleet in the world; that after the International Mercantile Marine Co. became the United States Lines Co. in 1943, the building continued in use as offices for the shipping concern until 1979; and that this building, which served as the company's New York headquarters as well as its booking office, was one of the first of the major modern steamship buildings that gave this section of lower Broadway the name "Steamship Row" in the 1920s and assisted in transforming the street into the "canyon" of neoclassical masonry office towers familiar to this day.

Accordingly, pursuant to the provisions of Chapter 74, Section 3020 of the Charter of the City of New York and Chapter 3 of Title 25 of the Administrative Code of the City of New York, the Landmarks Preservation Commission designates as a Landmark the International Mercantile Marine Company Building, 1 Broadway (aka 1-3 Greenwich Street and 1 Battery Place), Borough of Manhattan, and designates Manhattan Tax Map Block 13, Lot 1, as its Landmark Site.

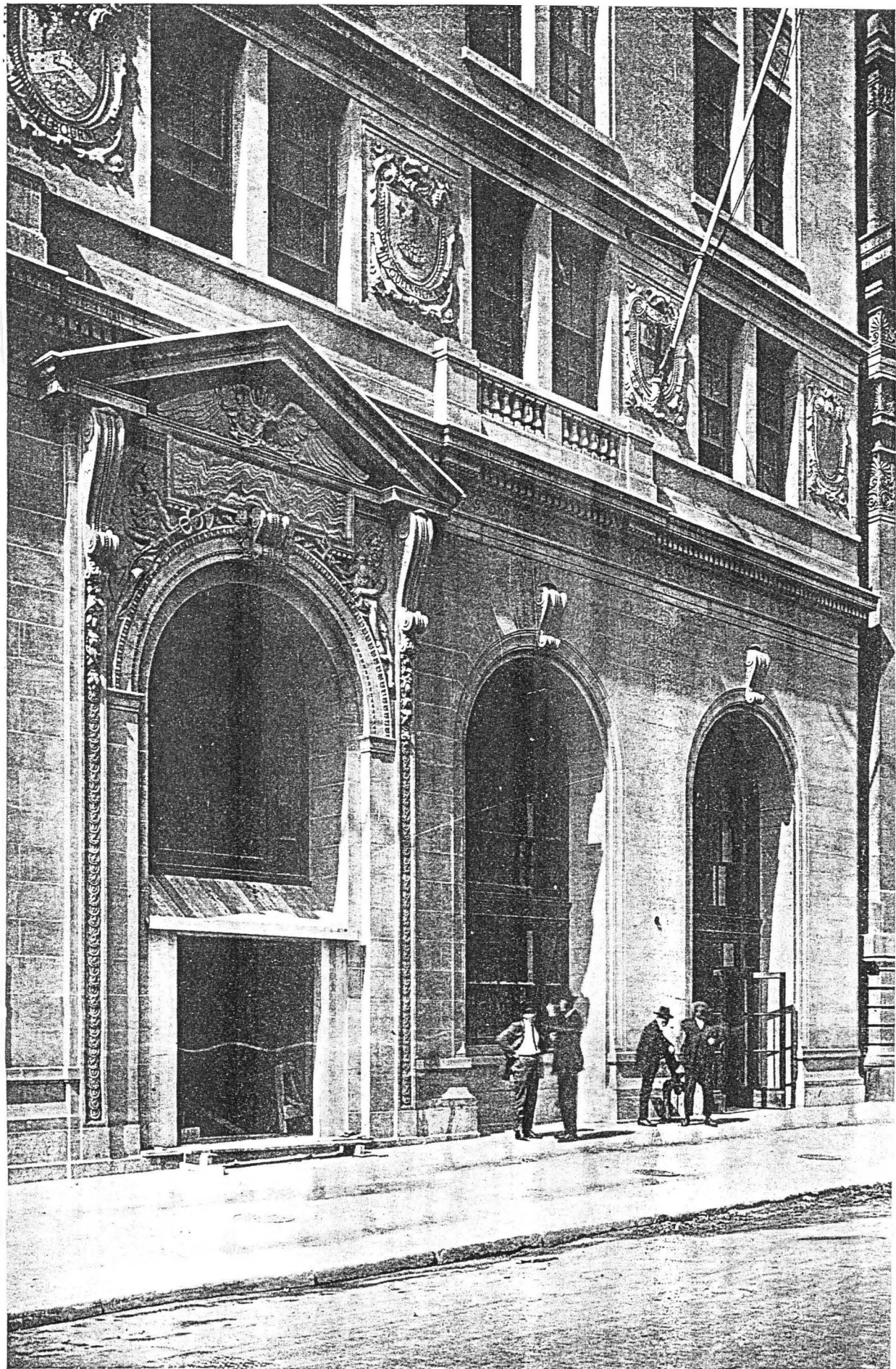


International Mercantile Marine Company Building, 1 Broadway, Manhattan
Graphic Source: Sanborn, *Manhattan Land Book* (1994-95), pls. 1-2.



Washington Building

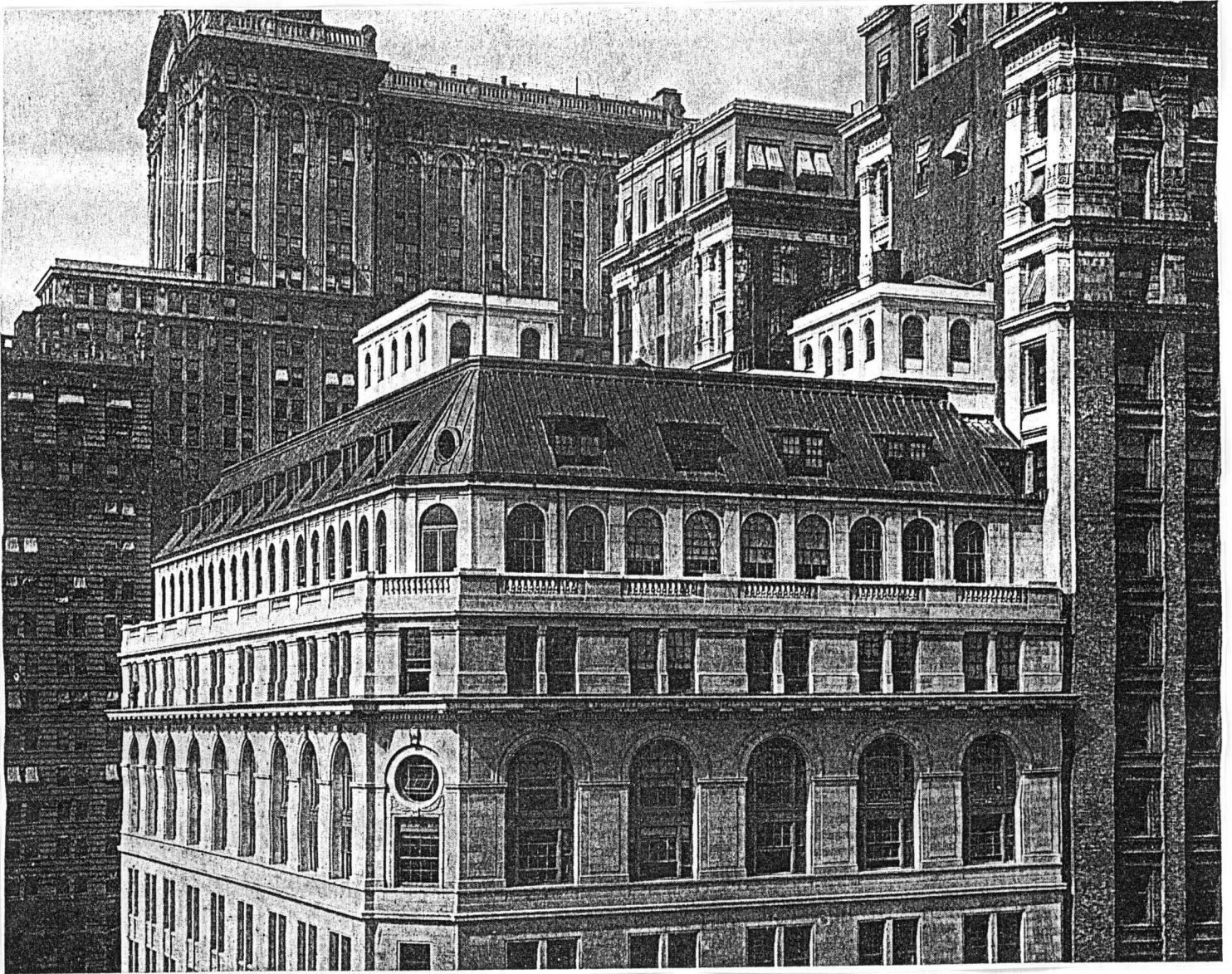
Source: Moses King, *King's Views of New York* (1896)



International Mercantile Marine Company Building, Broadway base
Source: *American Architect* (Oct. 12, 1921)



International Mercantile Marine Company Building
Source: *American Architect* (Oct. 12, 1921)



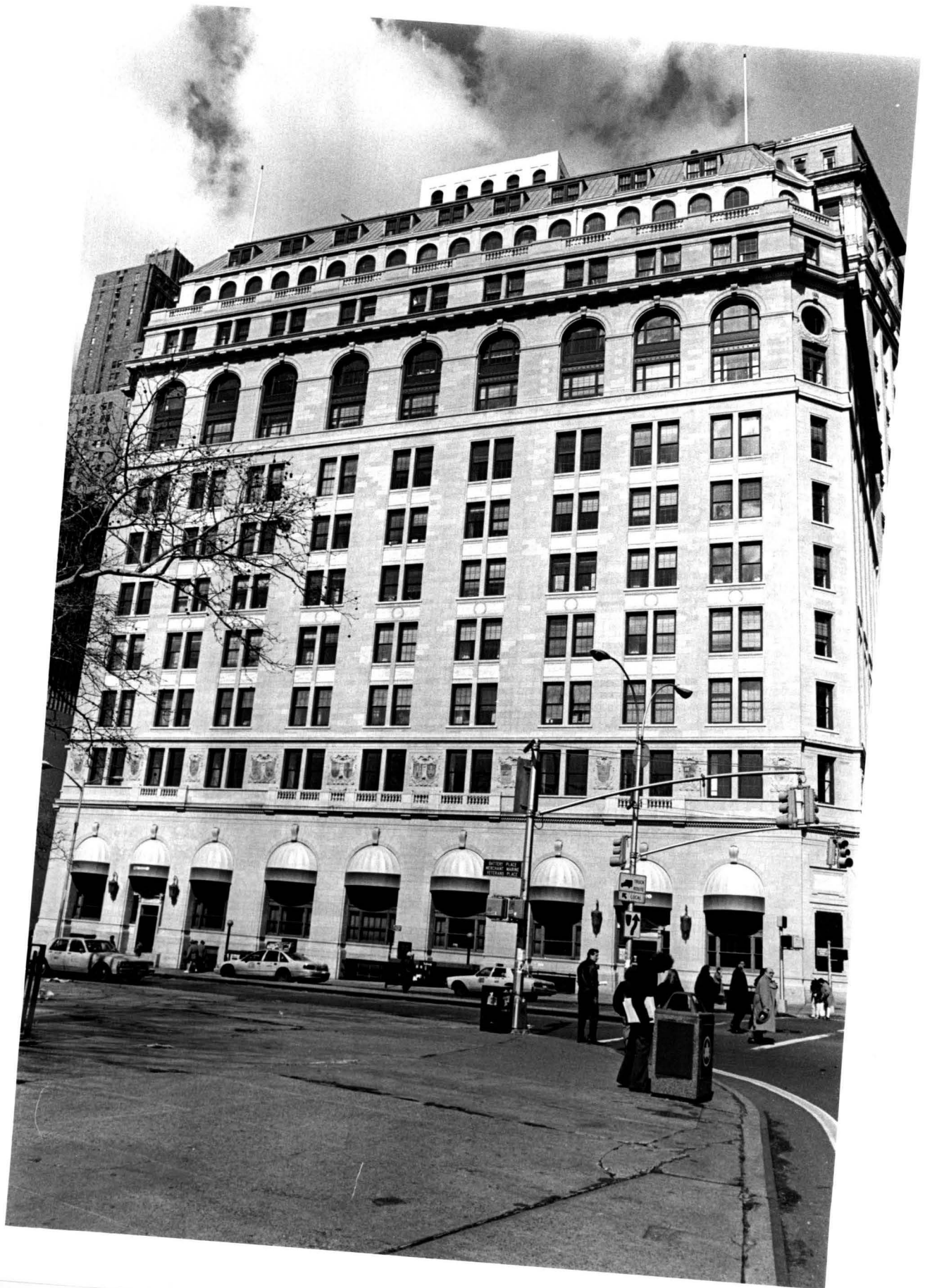
International Mercantile Marine Company Building, upper stories
Source: *American Architect* (Oct. 12, 1921)



International Mercantile Marine Company Building, Broadway facade
Photo: Carl Forster, LPC



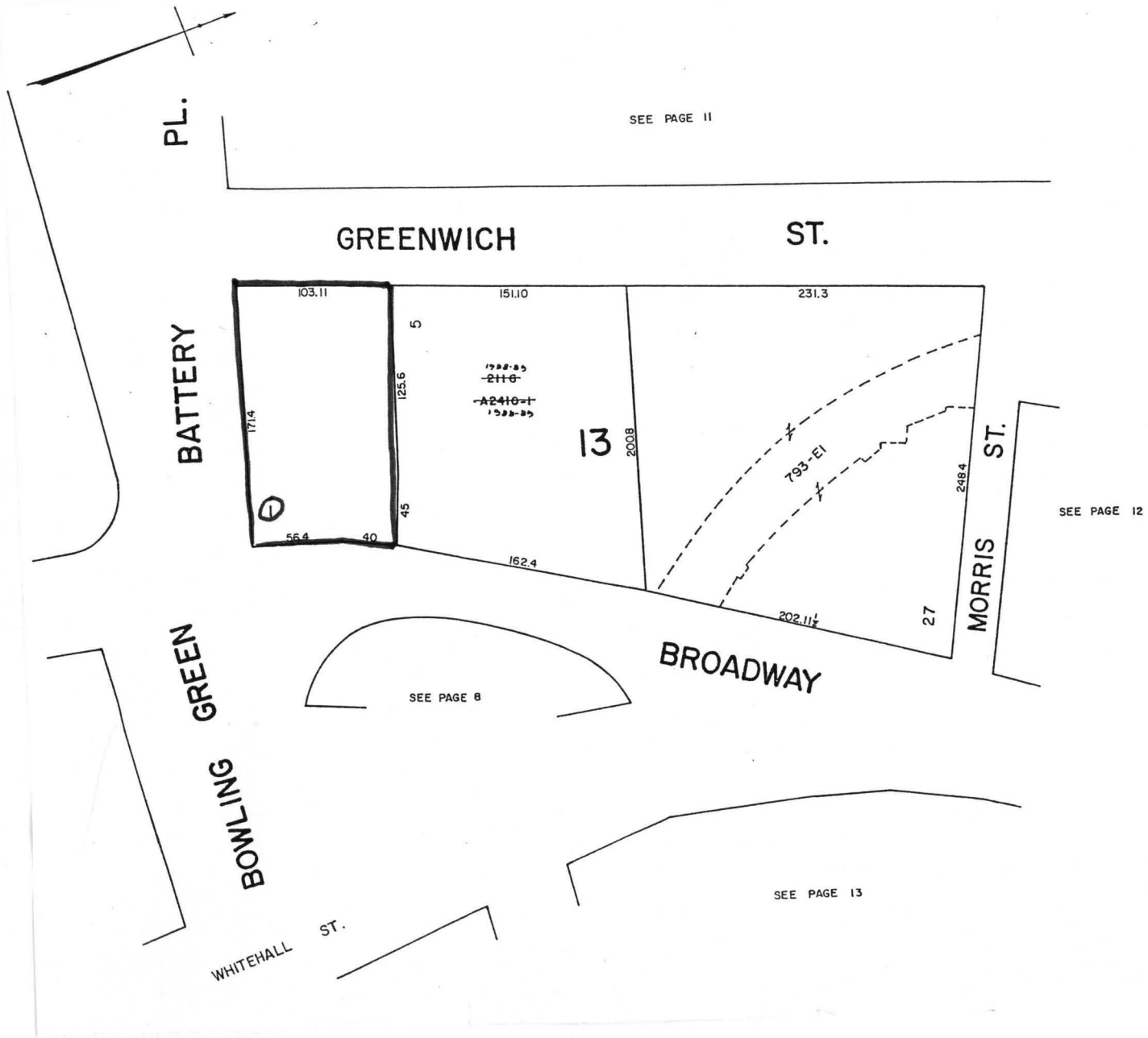
International Mercantile Marine Company Building, detail of Broadway entrance
Photo: Carl Forster, LPC



International Mercantile Marine Company Building, Battery Place facade
Photo: Carl Forster, LPC



International Mercantile Marine Company Building, Greenwich Street facade
Photo: Carl Forster, LPC



International Mercantile Marine Company Building, 1 Broadway (aka 1-3 Greenwich Street and 1 Battery Place), Manhattan
 Landmark Site: Manhattan Tax Map Block 13, Lot 1
 Source: Dept. of Finance, City Surveyor, Tax Map

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