

Land Use
Sub Committee
On Landmarks,
Public Siting &
Maritime Uses

Date	3-15-2011
Start Time	11:16 ^{am}
Finish Time	12:04 ^{pm}

Tracks # 1 & 2

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 337 Res. No. _____

in favor in opposition

Date: 3/15/11

(PLEASE PRINT)

Name: Jenny Fernandez

Address: 1 Centre Street

I represent: LPC

Address: S/A/A

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 336 Res. No. _____

in favor in opposition

Date: 3/15/11

(PLEASE PRINT)

Name: Jenny Fernandez

Address: 1 Centre Street

I represent: LPC

Address: S/A/A

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 334 Res. No. _____

in favor in opposition

Date: 3/15/11

(PLEASE PRINT)

Name: Jenny Fernandez

Address: 1 Centre Street

I represent: LPC

Address: S/A/A

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 335 Res. No. _____

in favor in opposition

Date: 3/15/11

(PLEASE PRINT)

Name: Jenny Fernandez

Address: 1 Centre Street

I represent: LPC

Address: S/A/A

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. 40336
 in favor in opposition

Date: 3/15/11

(PLEASE PRINT)

Name: Aileen Govevuch

Address: 111 W. 57th St 16th fl

I represent: The Municipal Art Society

Address: 510 W. 171st St Apt 3A

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 40335 Res. No. _____
 in favor in opposition

Date: 3.15.11

(PLEASE PRINT)

Name: ~~HOXARIA YERGAN~~

Address: ~~411 XICA NY 10001~~

I represent: HISTORIC DISTRICTS

Address: Council 232 E 11th

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. Ln #s 338+339 Res. No. _____

in favor in opposition

Date: 3/15/11

(PLEASE PRINT)

Name: Kerueker

Address: 30-30 Thomson Ave LIC Long Island City

I represent: School Construction Authority

Address: _____

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. Ln #s 338+339 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Gregory Shaw

Address: 30-30 Thomson Ave LIC, NY 11101

I represent: NYCSCA

Address: _____

Please complete this card and return to the Sergeant-at-Arms



*For the
Record*

March 14, 2011

Councilmember Brad Lander, Chair
City Council Subcommittee of the Landmarks, Public Siting & Maritime Uses
456 Fifth Avenue, 3rd Floor
Brooklyn, NY 11215

Re: The Coney Island Theatre Building, later Shore Theater (1301 Surf Avenue,
aka 2932-2952 Stillwell Avenue, Brooklyn)

Dear Councilmember Lander,

I am writing on behalf of Save Coney Island to express strong support for the designation of the Coney Island Theatre, later named the Shore Theater. Save Coney Island is a volunteer, non-profit organization committed to restoring Coney Island as a world-class amusement destination for all New Yorkers and visitors. Save Coney Island firmly believes that the protection and reactivation of the historic buildings in Coney Island should be a key part of the area's revitalization.

Based on architectural merit alone the Shore Theater warrants designation as an individual landmark. However, it is because of the singular history of Coney Island that this building has heightened significance and is especially deserving of both recognition and protection.

Designed by notable theater designers, Paul C. Reilly and Douglas Pairman Hall, the Coney Island Theatre opened its doors in 1925. At the time of its construction it embodied the renewed sense of optimism driving the development of Coney Island in the 1920s. This was the dawn of the "Nickel Empire," when the newly opened subway, costing just 5 cents to ride, brought more people to Coney Island than ever before. Unlike the buildings surrounding it, the towering new theater had fireproof construction materials and the capacity to seat a large audience; it was built to last. The six-stories dedicated to office space at the front of the theater communicated a new message of permanence and stability to the seasonal amusement district.

We strongly urge that both the architecturally ornamented front as well as the more austere rear portion of the building be designated as part of the landmark site. Although the interior of the Shore Theater has not been accessible in decades, it is believed that many of the original features, including the massive

domed auditorium, remain and could be restored. We would like to see the LPC explore the possibility of landmarking the theater as an interior landmark, as it likely the largest and most intact historic interior space in all of Coney Island's amusement area. When the theater opened, it acted as an anchor for a then revamped Coney Island, providing year-round, indoor entertainment. A reactivated and restored Shore Theater could again fill this role, becoming an integral attraction in a revitalized Coney Island.

Coney Island's historic buildings share a rich cultural heritage and together tell the story of the amusement area's unparalleled late-nineteenth and early twentieth century history. We hope that City Council will move forward with protecting one of the precious few buildings that remain. There is no doubt that Coney Island has extraordinary significance for New York City, the nation, and the world. Designating the Shore Theater will help ensure that the past is honored in a 21st century Coney Island.

Sincerely,

Bethany Bingham

Testimony of the Municipal Art Society

Before the Landmarks, Public Siting & Maritime Uses Subcommittee of City Council

By Aileen Gorsuch, Planning and Advocacy Associate

Designation of the Coney Island Theatre/Shore Theater, 1301 Surf Avenue, Coney Island

March 15, 2011

I am Aileen Gorsuch, speaking on behalf of the Municipal Art Society in support of the designation of the Shore Theater in Coney Island. The Municipal Art Society is a private, non-profit membership organization that fights for intelligent urban planning, design, and preservation through education, dialogue and advocacy.

MAS asks that this subcommittee uphold the LPC's designation of this striking building located at the gateway of Coney Island's amusement area. MAS has long advocated for the renewal of Coney Island, and the Shore Theater represents an opportunity for the reinvigoration of a much-needed performance venue for the area. The landmark designation of the entirety of this building, including both the Palazzo-style front and the unadorned theater box, is a critical step in the renewal of Coney Island.

Built in 1925 to the design of theater architects, Reilly & Hall, the Shore Theater is one of the few surviving buildings in what was once America's, and perhaps the world's, greatest amusement destination. Originally developed as the Coney Island Theatre, as evidenced in the stone relief above the entrance on Surf Avenue, it soon came under the management of Loew's and was thus renamed the Loew's Coney Island. At the time of its construction, the theater represented the optimism for the future of Coney Island at the dawn of the "Nickel Empire" (so named because in the 1920s and '30s, it cost 5 cents to ride the subway to Coney, and 5 cents was the cost of all of the items on Nathan's menu). In contrast to Coney Island's predominant landscape of small-scale plaster and wood structures, many of which were frequently lost to fire, the Shore Theater was tall, solid, fireproof, and a permanent fixture in the Coney Island skyline.

With an auditorium seating approximately 2,500 patrons, the Shore Theater was designed for both live performances and movie projections. Coney Island's sideshow and freak show traditions were alive at the Shore Theater with acts like the conjoined Hilton Twins. Other well-known acts to have reportedly graced the stage of the Shore Theater include Peg Leg Bates, the one-legged dancer who eventually became the first African-American owner of a Catskills resort, and Al Jolson, star of the *Jazz Singer*. The Chanin Construction Company combined the theater with several stories of office space intended for the entertainment industry, a sector that the Coney Island Chamber of Commerce hoped would flourish in the amusement area.

The Chanin Company's solid construction techniques have paid off for the Shore Theater. Despite decades of vacancy, the theater's exterior remains intact 85 years after its completion. The Shore Theater merits designation for both its architectural significance and for the significant historical and cultural role it played in Coney Island's development. We hope that the protection of this combined office and theater building is a first step in a plan to reinvigorate it as a new, exciting venue for Coney Island.

Thank you for your attention.

**TESTIMONY OF THE LANDMARKS PRESERVATION COMMISSION BEFORE
THE CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING
AND MARITIME USES ON THE DESIGNATION OF THE CONEY ISLAND
THEATER (LATER SHORE THEATER) BUILDING IN BROOKLYN.**

March 15, 2011

Good morning Council Members. My name is Jenny Fernández, Director of Intergovernmental and Community Relations for the Landmarks Preservation Commission. I am here today to testify on the Commission's designation of the Coney Island Theater (Later Shore Theater) in Brooklyn.

On March 23, 2010 the Landmarks Preservation Commission held a public hearing on the proposed designation as a Landmark of the (former) Coney Island Theater Building, later Shore Theater at 1301 Surf Avenue, Brooklyn. There were nine speakers in favor of designation including representatives of Councilmember Recchia, the Historic Districts Council, the Municipal Art Society, the Landmarks Conservancy, Coney Island USA, Save Coney Island, and the Coney Island History Project. LPC met with the owner who chose not to attend the public hearing. On December 14, 2010, the Commission voted to designate the building a New York City individual landmark.

The seven-story theater and office building recently known as the Shore Theater, originally known as the Coney Island Theater, is one of the largest, most substantial structures on Coney Island in Brooklyn. Constructed in 1925, it represented the optimistic attitude of that period for the successful year-round development of Coney Island as a premier entertainment district. When the City constructed the Boardwalk and extended subway service to Stillwell Avenue, private developers built enclosed amusement parks, restaurants and hotels. The Coney Island Theater was part of this redevelopment effort and featured live performances as well as motion picture screenings. Designed by leading theater architects Reilly & Hall, the neo Renaissance Revival style building was constructed and owned by the Chanin Construction Company and leased to the prominent Loew's theater chain. Faced with brick and terra-cotta and highlighted by stone and terra-cotta details this structure presents a grand and substantial counterpoint to Coney Island's more modest one- and two-story buildings. The Shore Theater Building is a remarkably intact survivor of the early 20th century period when Coney Island was New York City's playground, and was striving to become a year-round entertainment district for the entire city.

The Commission urges you to affirm this designation.

**TESTIMONY OF THE LANDMARKS PRESERVATION COMMISSION BEFORE
THE CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING
AND MARITIME USES ON THE DESIGNATION OF THE ROGERS, PEET &
COMPANY BUILDING MANHATTAN.**

March 15, 2011

Good morning Council Members. My name is Jenny Fernández, Director of Intergovernmental and Community Relations for the Landmarks Preservation Commission. I am here today to testify on the Commission's designation of the Rogers, Peet & Company Building in Manhattan.

On June 22, 2010, the Landmarks Preservation Commission held a public hearing on the proposed designation as a Landmark of the Rogers, Peet & Company Building. Two people spoke in favor of designation, including a representative of the Historic Districts Council. A representative of the Co-op stated that their feeling toward designation is very positive but had concerns regarding the effect on maintenance issues. On December 14, 2010, the Commission voted to designate the building a New York City individual landmark.

The Rogers, Peet & Company building is an eight-story neo- Renaissance style commercial and office building designed by the firm of John B. Snook & Sons. Constructed in 1899-1900 for clergyman Eugene A. Hoffman, the building was occupied by Rogers, Peet & Co., a well-known retailer of men's and boys' clothing, for a period of more than 70 years. The Rogers, Peet & Co. building is an early example of a steel skeleton-framed skyscraper influenced by the Chicago school of architects, and stands out among a group of important early skyscrapers located in the vicinity of City Hall, New York's original skyscraper district, for its clear articulation of the structural grid and restrained use of stylized classical ornament. Constructed using the latest in fireproofing technologies, the building represents a culmination of, architect John B. Snook's 64-year career of designing and building commercial structures.

The Commission urges you to affirm this designation.

TESTIMONY OF THE LANDMARKS PRESERVATION COMMISSION BEFORE THE CITY COUNCIL SUBCOMMITTEE ON LANDMARKS, PUBLIC SITING AND MARITIME USES ON THE DESIGNATION OF THE 500 FIFTH AVENUE BUILDING IN MANHATTAN.

March 15, 2011

Good morning Council Members. My name is Jenny Fernández, Director of Intergovernmental and Community Relations for the Landmarks Preservation Commission. I am here today to testify on the Commission's designation of the 500 Fifth Avenue Building in Manhattan.

On October 26, 2010, the Landmarks Preservation Commission held a public hearing on the proposed designation of the 500 Fifth Avenue Building. Two people spoke in favor of designation, including representatives of Assembly Member Richard Gottfried and the Historic Districts Council. Representatives of the owner of the 500 Fifth Avenue Building stated that at the time of the hearing they had no position either for or against designation, and requested that the hearing period be extended by 60 days. The public hearing was continued on December 14, 2010, and a representative of the owner of the 500 Fifth Avenue Building testified that he thanked the staff for their time and dialogue and looked forward to working with LPC. On December 14, 2010, the Commission voted to designate the building a New York City individual landmark.

Built in 1929-31, 500 Fifth Avenue Building is a distinctive, soaring 59-story Art Deco skyscraper, located at the northwest corner of 42nd Street and Fifth Avenue. Located in two zoning districts with differing setback requirements, it is asymmetrically massed with setbacks at different floors for each of the building's two facades. Sheathed in limestone, terra cotta, and buff brick, the facades are enriched with carefully scaled Art Deco motifs, which accentuate the building's sculptural massing and emphasize its verticality. When it opened in March 1931, 500 Fifth Avenue was the crowning achievement of real estate developer Walter J. Salmon, who was responsible for rebuilding the north side of West 42nd Street between Fifth and Sixth Avenues in the first decades of the 20th century. Having also designed the Empire State Building, Shreve, Lamb & Harmon was one of the leading architectural firms in the country specializing in skyscraper design. 500 Fifth Avenue is still used today as an office building with ground-level retail.

The Commission urges you to affirm this designation.