



GreenbergFarrow selected by United American Land to design conversion of historic 319 Broadway

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GreenbergFarrow, a nationally prominent architectural, planning, engineering and development consulting firm, has been selected by United American Land to design the residential conversion of 319 Broadway, a landmarked, five-story, cast-iron office building in the heart of Manhattan's TriBeCa neighborhood.

The firm will provide a full range of architectural services for the project, including pre-design programming, interior design, construction administration, specifications and drawings. GreenbergFarrow will also manage filings with New York City's Landmarks Preservation Commission.

"GreenbergFarrow has extensive experience in the design and redevelopment of historic properties," said Robert Yuricic, director of GreenbergFarrow's New York City office. "We are pleased to have been called upon to deliver a gracious, residential component that will fit well with the historic character of 319 Broadway.

"Converting landmarked structures always presents a few extra twists and turns," he said. "GreenbergFarrow has years of experience working with the Landmarks Preservation Commission. We have developed a reputation as the 'go-to' firm for projects like this."

The property's top four floors will be transformed from office space into eight high-end apartments. In addition to designing the apartments, GreenbergFarrow will create plans for the building's public spaces, including the lobby, corridors and elevator cab interiors. The firm will also be designing a new rooftop garden with lounge space, planters and terrace area.

Located four blocks north of City Hall on the corner of Thomas Street, 319 Broadway was originally designed by D.& J. Jardine in 1869. Along with 317 Broadway, the two companion properties had for decades been nicknamed "the Thomas Twins" for their matching cast-iron facades. 317 Broadway was demolished and replaced in 1971, and 319 was designated a landmark in 1998.

The current ground floor restaurant will also be renovated.

United American Land is a New York-based real estate development, investment and management firm that owns and manages nearly 50 properties. The company is family-owned and operated.

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