



Historic Rehab: Harder Than It Looks

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Redeveloping the landmark lobby at 195 Broadway was well worth the challenge for building owner L&L Holding, which just pulled in another two architectural prizes at 2017 NYCxDESIGN awards, in addition to its prize from AIA New York for the lobby.

“What was an enormously invasive project looks and feels minimalistic,” said Robert Lapidus, President and Chief Investment Officer at L&L Holding.

Glass walls had to be installed, without destroying the original coffered ceiling. Restaurant infrastructure had to be integrated into a 100-year-old building. Bronze storefronts had to be replicated to match what once existed in 1916.

“In designing any of our projects, we try to do right by the building,” said Lapidus. “Our tenants and our prospective tenants recognize that L&L will do what is best.”

L&L’s efforts are also repaid with successful retail spaces. “We have created three vibrant retail spaces in what was previously unused lobby space,” said Lapidus. “Leases were signed with Anthropologie and Nobu to relocate their New York City flagships to 195 Broadway two years before the project was completed; a testament to the success of the project.”