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AIA recognizes L&L Holding's 195 Broadway retail masterplan

Months after opening its multi-million dollar retail redevelopment project at 195 Broadway to the public, L&L Holding Company has been recognized for its work by the AIA New York.

The AIA Excelsior Awards celebrate excellence in building design and public architecture in New York State. L&L is being honored for its work at 195 Broadway in the historic preservation category for transforming the historic lobby into retail space.

The new retail Galleria at 195 Broadway, located between Fulton and Dey Streets, has been re-created in a manner that fully honors and accentuates the landmark lobby of the original AT&T building while also incorporating a delicate balance of modern design elements.

With dramatic architectural details, the 50,000 s/f space remains defined by its majestic Doric-style Italian marble columns, restored bronze and alabaster chandeliers and ornate neoclassical details while incorporating

in new contemporary features.

As part of the redevelopment plan, L&L created three unique and highly visible commercial spaces in the lobby, each separated by 40-foot tall glass partitions and a Galleria pass-through connecting the stores to the streetscape and to the building's tenant lobby.

Nobu, the popular Asian-fusion restaurant, recently opened its NYC flagship at the property, and retailer Anthropologie has also committed to 195 Broadway, with its opening expected imminently.

The success of the retail master plan at 195 Broadway is the result of L&L's collaboration with the New York City Landmarks Preservation Commission and Community Board 1 to adaptively re-use and preserve the original William Welles Bosworth-designed lobby. It is one of only three retail master plans in the City of New York, including Grand Central Station and Rockefeller Center.

"The lobby at 195 Broadway was an instant icon and architectural treasure for Lower Manhattan when it was first opened to the public in the early 20th century," said L&L Holding Company Chairman and CEO, David Levinson.

"When we acquired the property in 2005, we felt we had a civic duty to fully restore that amazing space to its former grandeur while also re-activating it for public use. Along with our many collaborators in both the public and private sectors, we are honored to receive this award, which serves as validation for the many years of painstaking and innovative work that went into making this project a reality."

195 Broadway is owned in partnership by L&L Holding Company, LLC and JP Morgan Investment Management. OCDM, an owner-focused, development management services firm, served as project manager for the retail redevelopment of the historic building, and Gabellini Sheppard Associates served as design architect.