

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED SEP 19 1979
DATE ENTERED NOV 20 1979

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME *Flatiron Building*

HISTORIC
Fuller Building

AND/OR COMMON
Flatiron Building

2 LOCATION *5th Ave. and Broadway St.*

STREET & NUMBER
Broadway & Fifth Avenue at 23rd Street

NOT FOR PUBLICATION
CONGRESSIONAL DISTRICT
18

CITY, TOWN
New York

VICINITY OF

STATE
New York

CODE
036

COUNTY
New York

CODE
061

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT
	<input type="checkbox"/> BEING CONSIDERED	<input checked="" type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY
			<input type="checkbox"/> MUSEUM
			<input type="checkbox"/> PARK
			<input type="checkbox"/> PRIVATE RESIDENCE
			<input type="checkbox"/> RELIGIOUS
			<input type="checkbox"/> SCIENTIFIC
			<input type="checkbox"/> TRANSPORTATION
			<input type="checkbox"/> OTHER:

4 OWNER OF PROPERTY

NAME
Florena Rosenthal ET AL c/o Harry Helmsley

STREET & NUMBER
60 East 42nd Street

CITY, TOWN
New York

VICINITY OF

STATE
New York 10017

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC. New York County Register's Office

STREET & NUMBER
31 Chambers Street

CITY, TOWN
New York

STATE
New York 10007

6 REPRESENTATION IN EXISTING SURVEYS

TITLE
Landmarks Preservation Commission LP-0219

DATE
Sept. 20, 1966

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS 305 Broadway Landmarks Preservation Commission

CITY, TOWN
New York

STATE
New York 10007

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Flatiron Building is a twenty-one story office tower on the south-west corner of Madison Square, a commercial area of New York. It completely fills its triangular-shaped lot, which is bounded by Fifth Avenue, Broadway, 23rd and 22nd Streets. Almost 200 feet on Fifth Avenue, more than 300 feet on Broadway and 85 feet on 22nd Street, the rounded corners and thinness of the building at its northern end give a sense of gracefulness and movement to this imposing building. Of steel skeleton construction, it is sheathed in heavily ornamented limestone, terra cotta and brick. A one-story extension was added to the north "point" on 23rd Street. The facades on Fifth Avenue and Broadway are identical to each other while that on 22nd Street carries the same entablatures but is considerably simplified.

The exterior of the Flatiron Building is divided into three sections: base, shaft and capital. The lower five floors comprise the base and are in turn divided into three sections by heavy stone entablatures. The centers of both the Fifth Avenue and Broadway facades are each high-lighted by a double story, arched entrance surround by engaged columns supporting a full entablature. These columns and the colossal pilasters which separate the display windows on the first two floors are composed of alternating blocks of smooth-faced and patterned stone. The third and fourth stories are simpler with piers and spandrels of rusticated limestone while the fifth story is heavily ornamented with abstract floral motifs and medallions containing faces or fleur de lys.

The twelve story shaft is covered on much of its surface by richly decorated terra cotta, although some piers are faced in plain brick. The planes of the Broadway and Fifth Avenue facades are interrupted by three vertical rows, eight stories high, of heavily ornamented oriel windows.

The capital of the building from the 18th floor to the 21st, is again divided into three sections by protruding stone entablatures. The decoration of the eighteenth floor includes fleur de lys and decorated panels. The next section consists of heavily ornamented, two-story arcaded windows. The small, square windows of the top story are surmounted by the projecting heavy entablature of the roof which is decorated with a dentil pattern. Capping the entire building is a stone balustrade, with squat piers interspersed throughout its length.

The interior of the building has been completely remodeled and modernized with air conditioning and dropped ceilings. The only original features remaining are an open iron and marble stairway which rises throughout the building and a richly decorated letter box in the lobby. The exterior remains in original condition except for slight window modifications on the lower floors necessitated by the commercial requirements of retail tenants.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1902

BUILDER/ARCHITECT D.H. Burnham & Co.

STATEMENT OF SIGNIFICANCE

The Flatiron Building is an important example of the early steel-framed skyscraper built on an unusual triangular site. Due to the prow-like effect of its northern end, it creates an impression of great slenderness and height. Designed by D.H. Burnham, a famous Chicago architect who helped develop the skyscraper form, it created a great sensation among New Yorkers when it was built in 1902. At first called "Burnham's Folly,"¹ its roof-top observation deck eventually became a popular gathering spot. It captured everyone's imagination and "was probably the most talked-about skyscraper ever built."² The building figures prominently in many paintings and drawings of the period, including popular postcards and souvenirs.

The Flatiron was one of the earliest New York buildings to be constructed with a complete steel frame and non-weight bearing walls. Its modern construction is sheathed in stone, terra-cotta and brick and is almost completely covered with historically-derived ornament. The decorative arrangement on the exterior of the building follows Louis Sullivan's formula of a functional and visual tripartite division into a base, shaft and capital.

The building's architect, Daniel Hudson Burnham and his partner from 1873-1891 John Welborn Root, had been instrumental in the technological and stylistic development of the modern skyscraper in Chicago. Their numerous commercial buildings including the Montauk Block, the Rookery, and the Masonic Temple provided examples for the rest of the country in the use of steel framing as well as in the external appearance of buildings. After Root's early death, Burnham continued his innovations, particularly in the field of city planning. His firm of D.H. Burnham and Company existed from 1896-1912 and had important commissions in many parts of the country. It was responsible for some of the most famous planning efforts, including the Chicago Plan of 1909, as well as some important individual buildings, especially the Flatiron Building.

The original name of this building was the Fuller Building because it was constructed and financed by the Fuller Construction Company. The firm's founder, George Fuller, began his professional career as a contractor with Burnham and Root in Chicago. There he contributed to the engineering innovations necessary for skyscraper construction. By 1902, Henry Black, Fuller's son-in-law, had become president of the company which had moved to New York. During Black's career he was a major force behind the promotion and construction of New York office buildings.

1. Gerard R. Wolfe, New York, A Guide to the Metropolis (New York: New York University Press, 1975), p. 211.
2. Earle Shultz and Walter Simmons, Offices in the Sky (Indianapolis: Bobbs-Merrill Co., Inc.: 1959), p. 58.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See Continuation Sheet

10 GEOGRAPHICAL DATA

UTM NOT VERIFIED

ACREAGE OF NOMINATED PROPERTY Less than 1 acre

UTM REFERENCES

A 18 58,52,5 4,51,02,8
 ZONE EASTING NORTHING

B
 ZONE EASTING NORTHING

C

D

VERBAL BOUNDARY DESCRIPTION

Manhattan Tax Map Block 851, Lot 1
 See attached Map

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

Virginia Kurshan, Research Consultant

NAME / TITLE

For Joan R. Olshansky, National Register Coordinator

ORGANIZATION

Landmarks Preservation Commission

DATE

July, 1979

STREET & NUMBER

305 Broadway

TELEPHONE

(212) 566-7577

CITY OR TOWN

New York

STATE

New York 10007

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Stephen White

TITLE Director, Historic Preservation Field Services Bureau DATE

9/12/79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Carl D. Skel

DATE

11-20-79

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

KEEPER OF THE NATIONAL REGISTER

ATTEST: *Lynn A. Beebe*

DATE

November 19, 1979

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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NOV 20 1979

CONTINUATION SHEET Flatiron Building ITEM NUMBER 8 PAGE 2

The Flatiron Building is also associated with the development of a once common American phrase. Since it was located on a particularly windy corner of Manhattan, it became a popular male pastime to gather in front of this building with the hope of catching a glimpse of a feminine ankle exposed by the wind. As crowds of men tended to congregate on Twenty-Third Street, in front of the Flatiron, the policeman's call became "Twenty-three skidoo."

The Flatiron Building, which caught the imagination of the country when it was constructed, remains a unique and significant architectural monument today.

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FOR NPS USE ONLY

RECEIVED SEP 19 1979

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NOV 20 1979

CONTINUATION SHEET Flatiron Building ITEM NUMBER 9 PAGE 1

SELECTED BIBLIOGRAPHY

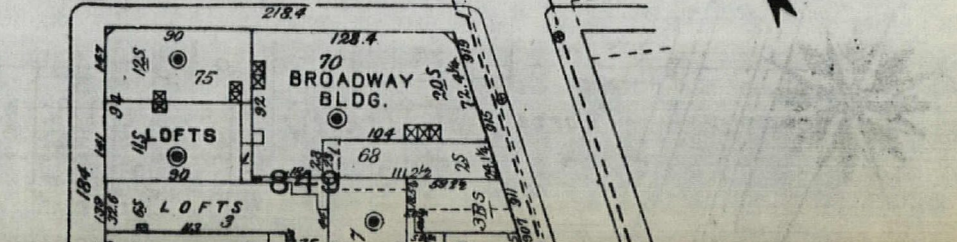
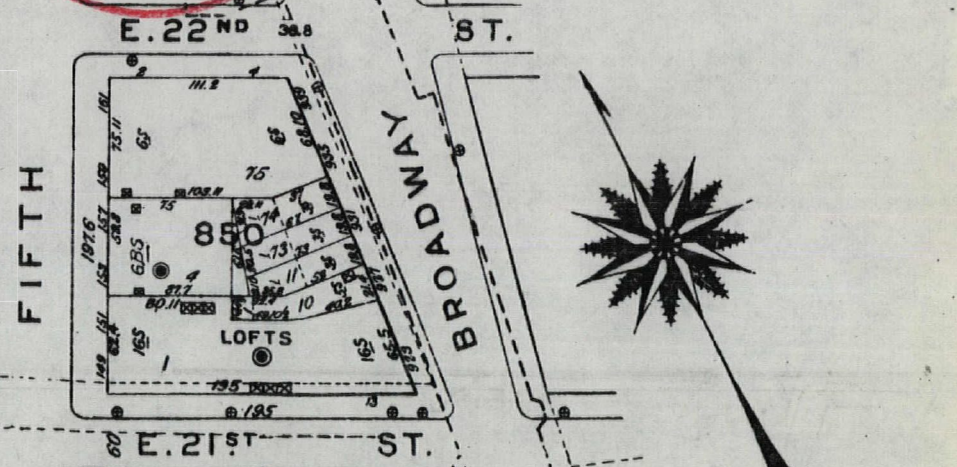
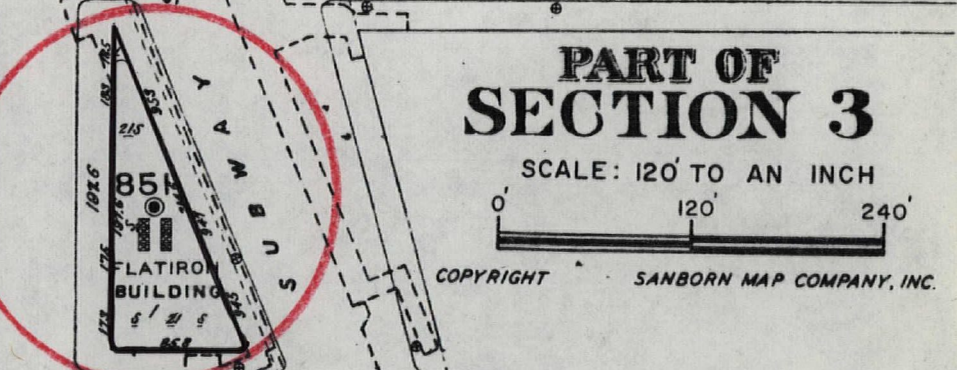
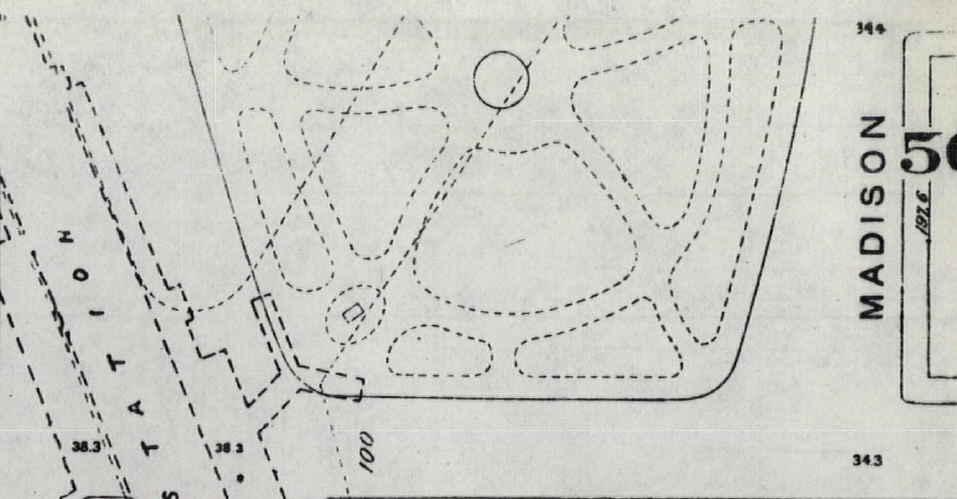
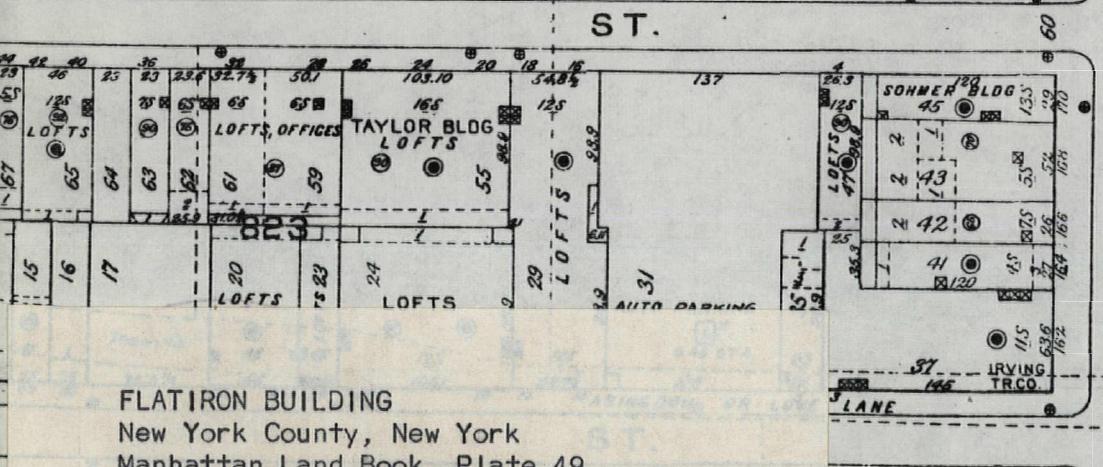
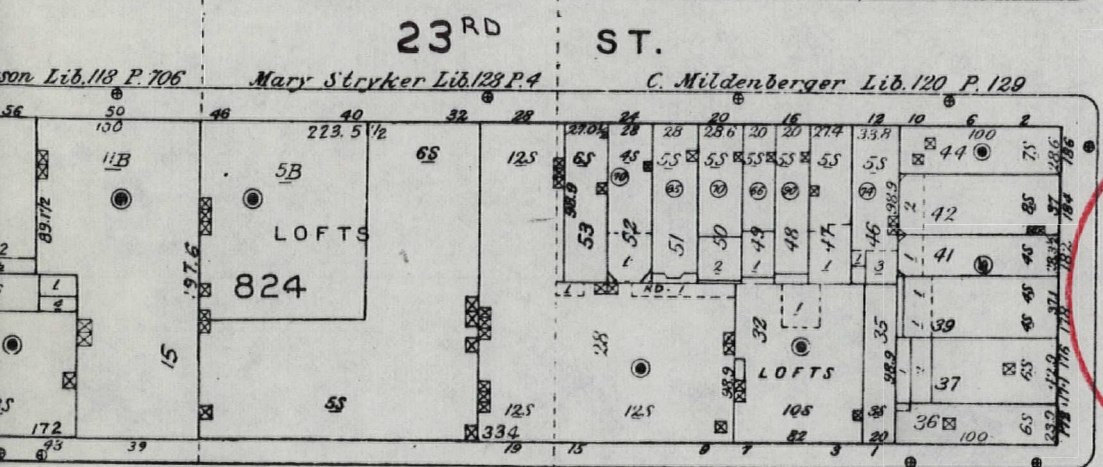
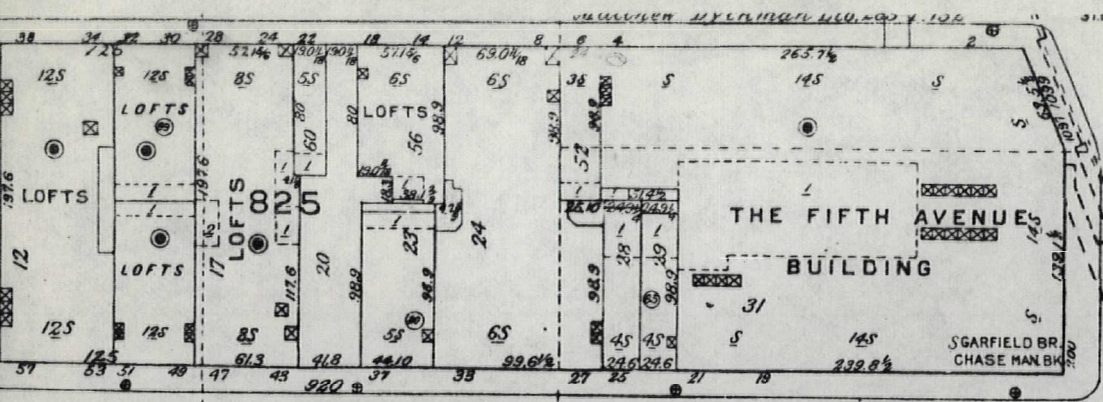
Burchard, John & Bush-Brown, Albert. The Architecture of America. London: Victor Gollhanez, Ltd., 1967.

"Fuller Building", Engineering Record, XLV, No. 13 (1902), 296.

Hines, Thomas S. Burnham of Chicago. New York: Oxford University Press, 1974.

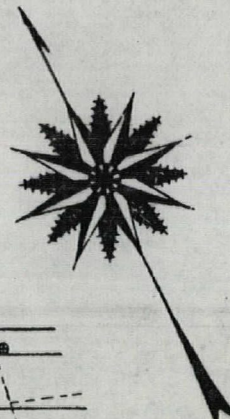
Shultz, Earle & Simmons, Walter. Office in the Sky. Indianapolis: Bobbs-Merrill Company, Inc., 1959.

Wolfe, Gerard R. New York, A Guide to the Metropolis. New York: New York University Press, 1975.



FLATIRON BUILDING
 New York County, New York
Manhattan Land Book, Plate 49
 New York: Sanborn Map Company, 1978-79

PART OF SECTION 3
 SCALE: 120' TO AN INCH
 0 120 240
 COPYRIGHT SANBORN MAP COMPANY, INC.



MADISON 50
 1976

343

SECTION 2

BY ADMEX



NOV 20 1979

Property

Flatiron Building

State

NY (NY)

Working Number

9-19-79 2231

79001603

TECHNICAL

Photos 4

Maps 1

CONTROL

an important architectural monument - built by one of the developers of the modern skyscraper, the Flatiron bldg. is a 21 story, triangular shaped bldg. built in 1902 on corner of Broadway & Fifth ave. the interior has been completely altered, but the outside remains virtually unchanged (some 1st floor window modifications)

HISTORIAN

accept

*Patrick Andrews
10.30.79*

Important example of early steel-framed skyscraper. Associated with architect D. N. Burnham —

ARCHITECTURAL HISTORIAN

*Accept
L. Beebe
11/19/79*

ARCHEOLOGIST

OTHER

HAER

Inventory

Review

REVIEW UNIT CHIEF

*Accept
L. Beebe
11/19/79*

BRANCH CHIEF

KEEPER

National Register Write-up

Send-back

Entered

NOV 20 1979

Federal Register Entry

2-5-80

Re-submit



SEP 19 1979

Broadway & 23rd St.

3. Flatiron Building, New York, New York.

Photo by: Stephen L. Senigo, 1979.

Neg. at: New York City Landmarks

Preservation Commission. *DOE*

View of lobby.

NOV 20 1979

#344

New York County



Broadway & 23rd St.

4. Flatiron Building, New York, New York.

Photo by: Stephen L. Senigo, 1979.

Neg. # *19*: New York City Landmarks

SEP 19

Preservation Commission. *DOE*

View of interior stairway. NOV 20 1979

#40/4

New York County DOE



THIS PAPER
MANUFACTURED
BY KODAK

THIS PAPER
MANUFACTURED
BY KODAK

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BY KODAK



Missing Core Documentation

Property Name

Flatiron Building

County, State

New York, NY

Reference Number

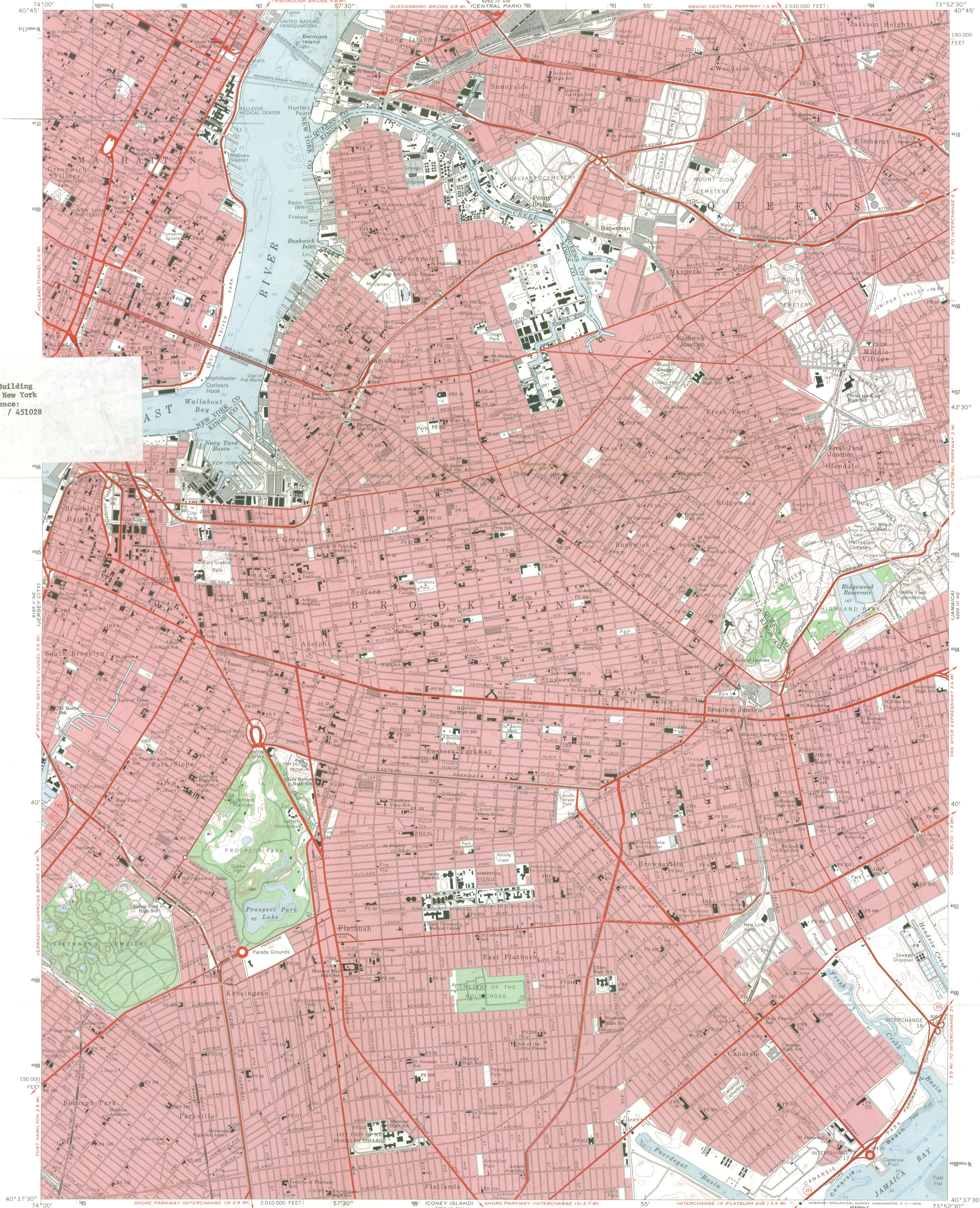
79001603

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Nomination Form

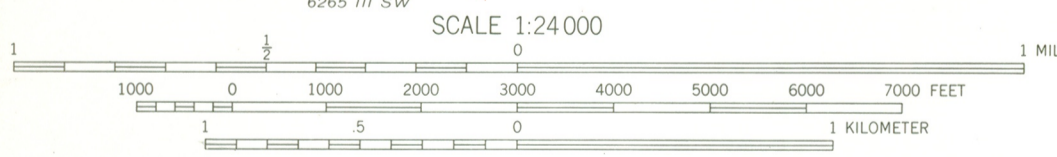
Photographs (#1 and #2 missing)

USGS Map



Flatiron Building
New York, New York
UTM Reference:
18 / 58525 / 451028

Mapped, edited, and published by the Geological Survey
Revised in cooperation with New York Department of Transportation
Control by USGS, USC&GS, USCE, and City of New York Board of
Estimate and Apportionment
Planimetry by photogrammetric methods from aerial photographs
taken 1954, and from USC&GS Charts T-5094, T-5335, T-5454
T-5459, T-5460, and T-8449
Topography by planetable surveys 1955-1956. Revised from
aerial photographs taken 1966. Field checked 1967
Selected hydrographic data compiled from USC&GS Charts
275 (1964), 542 (1967), and 745 (1966). This information
is not intended for navigational purposes
Polyconic projection. 1927 North American datum
10,000-foot grid based on New York coordinate system, Long Island zone
1000-meter Universal Transverse Mercator grid ticks, zone 18, shown in blue
Red tint indicates areas in which only landmark buildings are shown
Entire area lies within New York City



CONTOUR INTERVAL 10 FEET
DOTTED LINES REPRESENT 5-FOOT CONTOURS
DATUM IS MEAN SEA LEVEL
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS MEAN LOW WATER
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
THE MEAN RANGE OF TIDE IS APPROXIMATELY 4.2 FEET IN THE EAST RIVER
AND 5.2 FEET IN JAMAICA BAY



ROAD CLASSIFICATION
Heavy-duty ——— Light-duty ———
Unimproved dirt - - - - -
Interstate Route ——— State Route ———

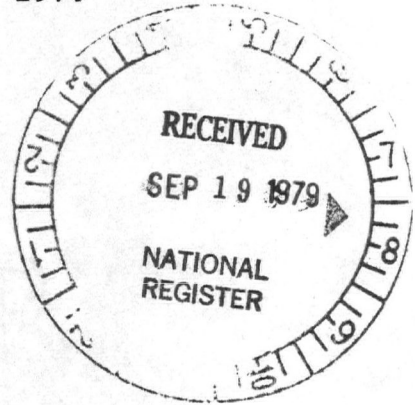
BROOKLYN, N. Y.
NW/4 BROOKLYN 15' QUADRANGLE
N4037.5—W7352.5/7.5
1967
AMS 6265 III NW—SERIES V821

NOV 20 1979
RECEIVED
SEP 19 1979
NATIONAL REGISTER



NEW YORK STATE PARKS & RECREATION Agency Building 1, Empire State Plaza, Albany, New York 12238 Information 518 474-0458
Orin Lehman, Commissioner 0479

September 11, 1979



Ms. Lynn Beebe
Heritage Conservation and
Recreation Service
Department of the Interior
440 G Street, NW
Washington, DC 20243

Dear Lynn:

Re: Flatiron Building
New York County

The proper historic name of this building is "Fuller" but it is commonly (and famously) known as the Flatiron Building. Please have it listed in the Federal Register as the Flatiron Building.

Hope all goes well with you!

Sincerely,

Elizabeth Spencer-Ralph
Program Assistant
Historic Preservation
Field Services

cb

ENTRIES IN THE NATIONAL REGISTER

STATE NEW YORK

Date Entered NOV 20 1979

<u>Name</u>	<u>Location</u>
Becker Stone House	Schoharie vicinity Schoharie County
Becker-Westfall House	Schoharie vicinity Schoharie County
Estherwood and Carriage House	Dobbs Ferry Westchester County
West Stockholm Historic District	West Stockholm St. Lawrence County
Flatiron Building	New York New York County

Also Notified

Honorable Daniel P. Moynihan
Honorable Jacob K. Javits
Honorable Donald J. Mitchell
Honorable Peter A. Peyser
Honorable Robert C. McEwen
Honorable S. William Green

State Historic Preservation Officer
Mr. Orin Lehman
Commissioner
Parks and Recreation
Agency Building #1
Empire State Plaza
Albany, New York 12238

NR Byers/bjr 11/28/79

FLATIRON BUILDING

(Resource Name)

NEW YORK

(County)

79001603

(Reference Number[s])

NEW YORK

(State)

07 / 26 / 2016

(Date form completed)

WALL

(Completed by)

STATUS:

1. MISSING ___ 2. REMOVED/ DEMOLISHED ___ 3. NHL **X** 4. TR ___ 5. MRA ___ 6. OVER-SIZED ___ 7. NPS - UNDOCUMENTED ___ 8. DOE - OWNER OBJECTION ___ 9. RESTRICTED ___

EXPLANATION:

1. Missing Status: Entire Folder (); Nomination (); Map(s) (); Photos ()
Available on: Microfiche (); Optical Disk ()

2. _____
(Cause for removal)

_____/_____/_____
(Date Removed)

3. _____
(NHL Name, if different than NRHP Name)

06 / 29 / 1989
(Date Designated)

4. _____
(If multi-state/county TR, state/county where filed and location)

(TR or MRA Name)

5. _____
(If multi-state/county MRA, state/county where filed and location)

6. _____
(Location of oversize file)

7. _____
(Current source of partial documentation)

_____/_____/_____
(Target Date)

- COMMENTS: _____
(Where found, or source of replacement)

_____/_____/_____
(Date Found/Replaced)