

J. P. MORGAN & CO. BUILDING (Morgan Guaranty Trust Company of New York)-the four-story building, 23 Wall Street, Borough of Manhattan. 1913, architects Trowbridge & Livingston.

Landmark Site: Borough of Manhattan Tax Map Block 26, Lot 1 in part, consisting of the land on which the described four-story building is situated.

On October 17, 1965, the Landmarks Preservation Commission held a public hearing on the proposed designation as a Landmark of the J. P. Morgan & Co. Building and the proposed designation of the related Landmark Site. (Calendar No. 11). The hearing had been duly advertised in accordance with the provisions of law. Two witnesses spoke in favor of designation. In a letter to the Commission, the owner of the building said that it had no opposition to its designation. There were no speakers in opposition to designation.

#### DESCRIPTION AND ANALYSIS

This large, low building consists of three stories and a blind attic. The Morgan Building is a building which displays many handsome classical details, yet because of its broad smooth wall surfaces, great windows and unusual design, it is virtually without precedent.

It is a fine marble building in perfect scale with its neighbors, at the north end of Broad Street which widens at this point to create the illusion of a small square. Due to the great impression of solid dignity and massive strength created by this building on its corner site, the Morgan Building forms a conspicuous part of the city scene at this important location. The illusion of openness is further enhanced here by the manner in which the corner of the building is cut off diagonally. This permits Wall Street to join Broad Street in a most attractive manner. The main entrance of the building, with its handsome bronze grilles, adds to the dignity of this impressive corner.

The building, traditionally the headquarters of J. P. Morgan & Co., has over the years served as a vital center in the growth of New York and the entire Nation. It is now the building of the Morgan Guaranty Trust Company of New York. This address and building are known throughout the entire World.

At the public hearing, the representative of the Municipal Art Society said that the Morgan Building "with its neoclassic imposing facade represents the great banker, whose name it bears, and the way all the great financiers of the turn of the Century identified themselves with the merchant princes of the Italian Renaissance."

#### FINDINGS AND DESIGNATIONS

On the basis of a careful consideration of the history, the architecture and other features of this building, the Landmarks Preservation Commission finds that the J. P. Morgan & Company Building has a special character, special historical and aesthetic interest and value as part of the development, heritage and cultural characteristics of New York City.

The Commission further finds that, among its important qualities, the J. P. Morgan & Co. Building - with its massive dignity - takes its place as a commanding feature at the head of a great, open street and that it is notable as a handsome, classical building, unique in its design.

Accordingly, pursuant to the provisions of Chapter 6-A of the Charter of the City of New York and Chapter 6-A of the Administrative Code of the City of New York, the Landmarks Preservation Commission designates as a Landmark the J. P. Morgan & Co. Building-the four-story building, 23 Wall Street, Borough of Manhattan and designates as its related Landmark Site that part of Borough of Manhattan Tax Map Block 26, Lot 1 which contains the land on which the described building is situated.