National Society of Colonial Dames in the State of New York Headquarters
DESIGNATION REPORT

National Society of Colonial Dames in the State of New York Headquarters

LOCATION
Borough of Manhattan
215 East 71st Street (aka 215-217 East 71st Street)

LANDMARK TYPE
Individual

SIGNIFICANCE
The National Society of Colonial Dames in the State of New York Headquarters was designed by Richard Henry Dana, Jr., a specialist in the architecture of the colonial period. Befitting the Society which was founded for the preservation of America’s colonial past, this “idealized” reproduction of a Georgian-style mansion serves as its headquarters and museum, and is an outstanding example of the Georgian Revival style.
National Society of Colonial Dames in the State of New York Headquarters
Sarah Moses, 2019

LANDMARKS PRESERVATION COMMISSION
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National Society of Colonial Dames in the State of New York Headquarters
215 East 71st Street (aka 215-217 East 71st Street)

Designation List 512
LP-2605

Built: 1929-30
Architect: Richard Henry Dana, Jr.

Landmark Site: Borough of Manhattan, Tax Map Block 1426, Lot 10

Calendared: December 12, 2017
Public Hearing: May 21, 2019

On May 21, 2019, the Landmarks Preservation Commission held a public hearing on the proposed designation of the National Society of Colonial Dames in the State of New York Headquarters as a New York City Landmark and the proposed designation of the related Landmark Site (Item No. 1). The hearing had been duly advertised in accordance with the provisions of law. Three people spoke in favor of designation: representatives of the National Society of Colonial Dames in the State of New York, Friends of the Upper East Side Historic Districts, and Historic District Council. No one spoke in opposition to designation.

The Commission received four letters of support for the proposed designation from New York City Council Member Keith Powers, Manhattan Community Board 8, New York Landmarks Conservancy, and one individual. No written submissions were received in opposition.
Summary

National Society of Colonial Dames in the State of New York Headquarters

The National Society of Colonial Dames in the State of New York Headquarters was designed in 1929 by the noted architect Richard Henry Dana, Jr. and is an exceptional example of the Georgian Revival style.

Incorporated in 1893, the National Society of Colonial Dames in the State of New York is one of the early members of the federation collectively known as the National Society of the Colonial Dames of America, which was founded in Philadelphia in 1891. The members, all of whom must prove direct descent from a significant figure in the development of the country during the colonial period, have been among the earliest proponents of historic preservation in the country. The New York Society has been responsible for the Van Cortlandt Mansion in the Bronx, a designated New York City Landmark, since 1896. By the 1920s with its membership growing, the New York Society commissioned a new building in 1929 on East 71st Street to serve as their headquarters and a house museum showcasing colonial residential architecture and interior design.

The building’s facades reflect architect Richard Henry Dana, Jr.’s knowledge of colonial architecture and display his deft ability to meld elements from Dutch- and English-influenced colonial era houses from New York, Massachusetts, Virginia, and Pennsylvania into a cohesive design reminiscent of the country’s early history. The red brick, Flemish-bond facade is defined by stone stringcourses, brick quoins, and a modillioned cornice. The steeply sloped roof features four pedimented dormers and a cast-stone balustrade. The fenestration replicates colonial-era multi-light double-hung sash and is set within keyed, brick surrounds with stone keystones, further enhanced at the first story by paneled shutters. Based largely on the Col. John McEver house (c. 1750) which once stood at 34 Wall Street, Dana adapted the design to the size of the lot paring down five bays to four. This resulted in the asymmetrical placement of the entrance with its rusticated stone surround topped by a broken scroll pediment with the New York Society’s shield.

The rear facade faces a walled garden and features two entrances with stoops, multi-light doors, and paneled shutters that connect the garden with the headquarters’ formal dining room. The second story includes a central Palladian window with double-hung sash, which contemporary newspaper accounts reported was based on that at Mount Pleasant in Fairmount Park, Philadelphia; the adjoining balcony is based on that of the Old State House in Boston.

Dana’s skillfully developed design provided the organization with a headquarters that reflected its mission to promote an understanding of America’s colonial past while furthering the development of the Georgian Revival as a 20th-century style.
Building Description
National Society of Colonial Dames in the State of New York Headquarters

Description
The National Society of Colonial Dames in the State of New York Headquarters is a four-story, Georgian Revival-style mansion designed by Richard Henry Dana, Jr., a specialist in the architecture of the colonial period in America. As befits an organization whose mission is the preservation of our colonial past and its history, Dana synthesized design elements from nine historic houses to create this “idealized”1 reproduction of an 18th-century mansion.

The overall design of the front facade was originally to be a reproduction of the Col. John McEver house (c.1750) that once stood at 34 Wall Street. However, to fit within a 40-foot-wide lot Dana modified the design creating an atypical four-bay-wide building with asymmetrical placement of the main entrance and replacing some details of the historic design. The Flemish-bond brick facade of the Headquarters features quoins and keyed window surrounds with stone keystones, contrasting limestone stringcourses, and a modillioned cornice. The steeply pitched slate roof is punctuated by four pedimented dormers and is capped by a balustrade and two large chimneys. The bold rusticated stone entrance surround topped by a broken scroll pediment and Society shield enframes a Dutch door and fanlight. The rear facade is similar in style and materials to the front facade and features a Palladian window that opens out onto a balcony at the second story.

Front (South) Facade:
Historic: Stone stoop; wrought-iron fence with scrolled termini on both sides of the stoop and across the east and west areaways; rusticated stone entrance surround with keystone, broken scroll pediment with rosettes, and shield of the National Society of Colonial Dames in the State of New York; recessed arched doorway with six-panel Dutch door and fanlight; cornerstone with date 1930 embedded in wall; window with wood brick mold and splayed brick lintel at basement; 12-over-12 and 16-over-16 double-hung wood sash with wood brick molds and sills; keyed brick window surrounds incorporating splayed lintels with limestone keystones; three-paneled wood shutters with reproduction hardware at first story; modillioned cornice; slate roof; pedimented dormers with 8-over-12 wood sash, wood brick mold, and slate shingle siding; red brick chimneys with pilasters on the front face and cast-stone or terra-cotta caps; cast-stone balustrade with finials at roof ridge; basement entrance with splayed brick lintel and possibly historic recessed four-light door with metal mesh grille

Alterations: Locks; intercom; non-historic stoop railings; metal conduits; flagpole2 at third-story window; metal snow guards; metal cap on chimney; dormer sills covered with metal flashing

Rear (North) Facade:
Historic: Stone stoop at main door with historic metal railing; two entrances with splayed brick lintels with stone keystones, wood brick mold and sills, 24-light doors; windows with splayed brick lintels with stone keystones; 12-over-12 double-hung sash with wood brick mold and sills at first and third stories; Palladian window with arched center sash, Doric mullions and molded enframement with double keystone and two windows with 16-over-16
double-hung sash with wood brick molds and sills at second story; cast-stone balcony with bottle-shaped balusters and decorative finials supported by scrolled brackets; modillioned cornice; pedimented dormers with 8-over-12 sash; three-panel wood shutters with reproduction hardware at first-story windows and doors; reproduction light fixtures

**Alterations:** Concrete stoop with non-historic railings at service door; metal conduit

**Site**

**Front:**

**Historic:** Brick areaway walls on east and west terminating in rusticated brick piers topped by cast-stone caps with pineapple finials; metal areaway fence on stone curb with double-leaf gate at basement entrance; concrete staircase to basement with metal handrail; period reproduction lanterns on posts; brick-bordered basement window wells with metal grilles; landscaped planting beds

**Alterations:** Security cameras attached to piers; fence extended across stoop with double-leaf gate; removable plastic flower boxes in areaways; signage on fence

**Rear:**

Slate-paved patio and brick-bordered planting beds surrounded by Flemish-bond brick wall with cast-stone balustrade and running-bond brick corner piers with cast-stone caps; brick-bordered basement window wells

**Alterations:** Security camera with conduit attached to east garden wall; electric outlet attached to west garden wall
History and Significance

National Society of Colonial Dames in the State of New York Headquarters

Site History

The National Society of Colonial Dames in the State of New York Headquarters is located in the Yorkville neighborhood of Manhattan, part of the Upper East Side neighborhood east of Third Avenue.3 Far removed from the center of New York City’s early population at the tip of Manhattan, the area now known as the Upper East Side4 remained rural in character through the first half of the 19th century.5 Most of the area was originally owned by the City of New York, which had been granted “all the waste, vacant, unpatented, and unappropriated land” under the Dongan Charter of 1686.6 The city maintained possession of these Common Lands for over a century, occasionally selling off small parcels to raise funds for the municipality. One such parcel, including the block on which the National Society of Colonial Dames in the State of New York Headquarters is located, was sold in 1800 to John Jones who had purchased the adjacent Louvre Farm in 1796.7 The area, later known as Jones Wood, extended from present-day Third Avenue to the East River from roughly 67th Street to 75th Street.8

Intensive development of the Upper East Side began after the establishment of transportation lines from lower Manhattan. The New York & Harlem Rail Road was completed along Fourth Avenue (later Park Avenue) between Prince Street and the village of Yorkville, centered around 86th Street and Third Avenue, in 18349 and in the 1850s horsecars began service along Second and Third Avenues.10 New elevated lines on Third Avenue (1877-78) and Second Avenue (1879-80) further improved the area’s accessibility to lower Manhattan11 and spurred its residential development. By the late 19th and early 20th centuries the blocks closest to Fifth, Madison, and Park Avenues were becoming the most fashionable residential addresses while the blocks east of Lexington Avenue were developed largely with a mix of row houses, flats buildings, and tenements like the row of six buildings erected in 1881 on the north side of East 71st Street.12 After World War I, many older row houses and tenements were converted into fashionable homes or sold to institutions. In the late 1920s four of the six tenement houses on the north side of East 71st Street were sold and replaced by institutions: the Junior League at 221 East 71st Street (1928-29, now Marymount Manhattan College) and the National Society of Colonial Dames in the State of New York (1929-30) at 215 East 71st Street.

The National Society of Colonial Dames in the State of New York

At the end of the 19th century the United States was enjoying an “environment of national pride and optimism”13 likely aroused by the celebrations of the centennials of the Declaration of Independence (1876) and the inauguration of George Washington (1889) as well as the county’s growing status as an industrial power as reflected in the World’s Columbian Exposition of 1893 in Chicago. It was also a time of increasing immigration. Out of this milieu sprouted a number of patriotic organizations for women whose membership requirements and/or governance differed but who shared common goals: the preservation of buildings, primary resources, and artifacts from Colonial America and the fostering of patriotism through education about the country’s early history. Within a two-year span, the Daughters of the American Revolution (1890), the Colonial
Dames of America (1890, incorporated 1891), and the National Society of the Colonial Dames of America (1891) were all founded.  

The National Society of the Colonial Dames of America was founded in Philadelphia in 1891 as a federation of Corporate Societies whose members can prove direct descent from a significant individual in the history of the country prior to July 5, 1776. The National Society of the Colonial Dames of America promotes “national heritage through historic preservation, patriotic service, and education projects.” As part of its mission, the Society has been in the forefront of historic preservation since its founding. In 1893, the National Society of Colonial Dames in the State of New York was established. Such was the popularity of this group that by the turn of the century membership had grown state-wide to 500 members.

As noted in his history of the National Society of Colonial Dames in the State of New York, or New York Society, Gordon Stillman described their patriotic mission as “doing constructive work for the welfare of community and nation” such as a lecture series on colonial history whose entrance fees were given to the East and West Side Mission for Women to provide skills training. Other early efforts included the creation of a history and genealogy library, finding and publishing collections of primary source materials, placing bronze plaques for historic buildings throughout the state, and awarding prizes for essays on topics in American history. One of their most important and enduring efforts has been the preservation and operation of the Van Cortlandt Mansion in the Bronx as a museum under an agreement with the New York City Department of Parks since 1896.

With the arrival of increasing numbers of immigrants at the turn of the century the New York Society focused its outreach on the living conditions of immigrant wives and children. For women they offered classes in English, the naturalization process, and civic responsibility. For children they supported a program known as the City History Club which provided instruction in the history of the United States. The New York Society continues its educational outreach providing docent-led history classes for school children at the Headquarters building, offering fellowships to CUNY/Graduate Center doctoral students in American history, and lectures and tours to members and their guests.

By the 1920s the New York Society had become the second largest in the federation providing financial support toward the purchase of Dumbarton House in Georgetown as the National Society’s headquarters in Washington, D.C. and the preservation of Sulgrave Manor in England the home of George Washington’s ancestors. As membership continued to grow through the first three decades of the 20th century the organization moved several times. In 1927 the New York Society members unanimously approved a plan, first contemplated in 1925, to purchase property and construct a headquarters to showcase their mission and to enable students and non-members to use the library and visit the exhibits. A designated Site Committee began a search for an ideal location, including in its criteria, cost, investment value, and the neighborhood and its accessibility for visiting out-of-town members. With the eastern blocks of the Upper East Side growing more fashionable, the New York Society selected a 40-foot by 102-foot property adjacent to the newly opened Junior League headquarters on the north side of East 71st Street between Second and Third Avenues in 1929.

At the laying of the cornerstone the following spring, the New York Society’s president Mrs. William A. Brown (née Helen Gilman Noyes) called the building “a new educational and inspirational center for the state and city of New York.” Adding that:
Our purpose is to serve our state and city by giving back to the city something which it has lost, by reproducing as exactly as circumstances permit one of those dignified private dwellings which belonged to affluent citizens before the Revolutionary War and of which no single example now remains standing.22

The Georgian Revival Style and the New York Society Headquarters

Before the establishment of patriotic societies in the 1890s, the celebration of the American centennial in 1876 in Philadelphia had already sparked a renewed interest in the architecture of colonial America. In the 1880s, architects began employing details and design elements derived from Georgian and Federal precedents in what became known collectively as the Colonial Revival style.23 The Colonial Revival went through several phases during its roughly seven-decade-long popularity. The initial period from 1880 to 1900 is recognizable for its free interpretation of colonial precedents. Following the turn of the century; however, architects became more historically accurate in their designs due in part to the availability of illustrated publications featuring photographs and measured drawings of colonial-period homes, such as the White Pine Monographs which were first published in 1915. It was during this period that Richard Henry Dana, Jr. designed the new headquarters of the National Society of Colonial Dames in the State of New York.

The design of the National Society of Colonial Dames in the State of New York Headquarters drew from several colonial-era precedents. The overall design of the front facade, as first proposed by Dana in March 1929, was to be an exact replica of the original five-bay-wide home of Col. John McEver with central entrance, Palladian window above, and a three-bay-wide pediment. The final design was reduced to four bays in order to fit within the 40-foot-wide lot, resulting in the asymmetrical placement of the main entrance and the replacement of the pediment with an additional pair of pedimented dormers.24 The building’s “plum”-colored, Flemish-bond brick facades were derived from that on the Schuyler Mansion (1762) in Albany; the four pedimented dormers were based on those at Stenton (1728) a house in Germantown.
Pennsylvania; the balustrade on the roof was based on that at the John Vassall-Longfellow House; the entrance surround topped by a broken scroll pediment was based on that at Westover; and the Dutch door and fanlight were based on those at Philipse Manor Hall (1745) in Yonkers. The prominent features of the rear facade, the Palladian window and stone balcony were derived from elements at Mount Pleasant in Philadelphia and the Old State House in Boston, respectively.\(^{25}\)

The Colonial Revival style continued its popularity into the 1950s; but, in the aftermath of the Great Depression and the Second World War, this attention to historical accuracy was replaced and buildings constructed in this period were defined by a few basic elements suggestive of the style.

### Richard Henry Dana, Jr. (1879-1933)

Richard Henry Dana, Jr. was born in Cambridge, Massachusetts. His father, a lawyer, was the son of Richard Henry Dana, Jr., the author of *Two Years before the Mast*; his mother Edith was the daughter of poet Henry Wadsworth Longfellow. After receiving his undergraduate degree from Harvard (1901) he studied architecture at Columbia University receiving his B.S. in Architecture in 1904. The next two years were spent at the École des Beaux-Arts studying in the Atelier Redon. Returning to New York in 1906 Dana spent two years as a draftsman, first with Delano & Aldrich, and then with William Welles Bosworth. In 1908 he formed a partnership with Henry K. Murphy with whom he worked for the next 12 years. Murphy & Dana executed projects for clients in the United States and in Asia where they were responsible for the Yale in China campus in Changsha, Hunan province. In 1920, unwilling to move his family to Asia, Dana dissolved the partnership. He worked independently until his death in 1933, designing country houses, educational buildings, churches, and the National Society of Colonial Dames in the State of New York Headquarters. Working largely with the design vocabularies of the Colonial, Georgian, and Federal styles, he was recognized as an expert on the period.\(^{26}\) In describing Dana’s domestic designs, Harmon H. Goldstone, the second Chair of the New York City Landmarks Preservation Commission, wrote:

> His houses fit the ground….The rooms he planned are livable and obviously lived in by the persons for whom they were intended. He loved textures for themselves and the play of one material against another. In a day when fine craftsmanship was still obtainable he made the most of it; his details are delightful. Freshly conceived, exuberant or restrained, they always seem appropriate. Never academic or merely imitative, he is constantly working out original variations on his chosen themes.\(^{27}\)

In addition to his architectural practice Dana was a visiting lecturer at Yale from 1908-1916 during which time the university awarded him an honorary Bachelor of Fine Arts degree. Shortly before his death he edited *Great Georgian Houses of America* (1933). He was also a member of the American Institute of Architects, Society of Beaux Arts Architects and the Architectural League of New York.

### Conclusion

The Georgian Revival-style National Society of Colonial Dames in the State of New York Headquarters was designed in 1929 by the noted architect Richard Henry Dana, Jr. a specialist in colonial architecture. As befitting an organization
whose mission is the preservation and promotion of the study of America’s colonial past, Dana designed the headquarters as a reproduction of an 18th century mansion with two fully articulated facades and walled garden. The resulting highly intact building displays Dana’s deft ability to meld architectural elements drawn from disparate Dutch- and English-influenced colonial era structures, particularly the Col. John McEver house formerly at 34 Wall Street, into a cohesive design that reflects the goals and mission of the organization.

Endnotes


2 A flagpole was installed at the second story by the 1940s; it was moved to its current location by the 1980s.

3 The Upper East Side is generally viewed as the area between Central Park and the East River; from 60th to 96th streets. Yorkville is the neighborhood within that area, east of Third Avenue.

4 This section is based on Landmarks Preservation Commission (LPC), Upper East Side Historic District Extension Designation Report (LP-2373) (New York: City of New York, 2010) prepared by Christopher D. Brazee and Jennifer L. Most.

5 There are no documented Native American settlements in the vicinity of the National Society of Colonial Dames in the State of New York Headquarters. However, the Old Post Road, which ran parallel to the east of modern-day Third Avenue from 65th to 72nd Streets followed the main Native American trail from Lower Manhattan to Inwood. Reginald Pelham Bolton, Indian Paths in the Great Metropolis, v.1 (NY: Museum of the American Indian, Heye Foundation, 1922), 66; I. N. Phelps Stokes, Iconography of Manhattan Island, 1498-1909 (New York: Robert H. Dodd, 1928), 6: pl. 84B-d; Eric Homberger, The Historical Atlas of New York City: A Visual Celebration of Nearly 400 Years of New York City’s History (NY: Henry Holt, 1994), 17.

6 Stokes, 6: 67.

7 The John Jones Farm, also known as the Louvre Farm, was made up of a 60-acre parcel granted to John Bassett by Governor Edmund Andros in 1677 and later enlarged by the addition of 30 acres from the land granted to Cornelius Mattysen that same year. Around 1784 the Louvre Farm was briefly rented to Friedrich Wilhelm von Steuben the Prussian officer who served as a general in the Continental Army during the American Revolution. Stokes, 6: 108-09.
8 The Jones land, also known as Louvre Farm, originally was bounded on the west by a slightly irregular line east of Second Avenue. In 1851 the City proposed a public park on what became known as Jones Wood, it was abandoned in favor of Central Park. Stokes, 6: 108-9; pl. 84B-d.

9 Originally to run from 23rd Street to the Harlem River, by May 1832 the route had been extended south to Prince Street. I. N. Phelps Stokes, *Iconography of Manhattan Island, 1498-1909* (New York: Robert H. Dodd, 1926), 5: 1702, 1709-11, 1724, 1800, 1829, 1836.


12 New York City, Department of Buildings, New Building Permits, NB 592-1881. Two of the six houses remain to the west of the New York Society’s headquarters but are altered.


14 The Daughters of the American Revolution is for those women who can prove descent from someone who fought in the American Revolution. Membership in both the Colonial Dames of America and the National Society of the Colonial Dames of America is limited to those women who can prove direct descent from a significant person in the history of the country prior to July 5, 1776. Their differences lie in their governance which with the former is hierarchical and in the latter a federation of autonomous societies now based in 43 states and the District of Columbia.


16 Stillman, 6-7.

17 Ibid, 7-8.

18 Ibid, 8-9.

19 The Van Cortlandt Mansion and its interior are both designated New York City landmarks. When the members took on this responsibility in 1896 it was the first of the societies to operate a house museum. Following repair and restoration, the house was open to the public on May 25, 1897. Stillman, 17; “Van Cortlandt House Museum,” http://www.vchm.org (accessed 5/30/2019).

20 Stillman, 52-53.


22 Quoted in Stillman, 60.


24 The final design bears a marked resemblance to the Thomas Hancock House (1737-1740, razed 1863) in Boston which featured, keyed window surrounds similar to the National Society of Colonial Dames in the State of New York Headquarters, pedimented dormers, tall chimney stacks and balustrade and a rusticated entrance surround with scrolled pediment at the second floor. Kimball, *Domestic Architecture of the American Colonies and of the Early Republic*, fig. 34.

25 Dana produced for his patrons a list of his sources. However, it is obvious that they were intended merely as inspiration for his design since a comparison of images of the originals and Dana’s final design finds noticeable differences as noted in fn. 24.


Findings and Designation
National Society of Colonial Dames in the State of New York Headquarters

On the basis of a careful consideration of the history, the architecture, and the other features of this building, the Landmarks Preservation Commission finds that the National Society of Colonial Dames in the State of New York Headquarters, 215 East 71st Street (aka 215-217 East 71st Street) has a special character and a special historic and aesthetic interest and value as part of the development, heritage, and cultural characteristics of New York City.

Accordingly, pursuant to the provisions of Chapter 74, Section 3020 of the Charter of the City of New York and Chapter 3 of Title 25 of the Administrative Code of the City of New York, the Landmarks Preservation Commission designates as a Landmark the National Society of Colonial Dames in the State of New York Headquarters, 215 East 71st Street (aka 215-217 East 71st Street) and designates Borough of Manhattan Tax Map Block 1426 Lot 10 as its Landmark Site.
National Society of Colonial Dames in the State of New York
Headquarters, 215 East 71st Street
Sarah Moses, June 2019
National Society of Colonial Dames in the State of New York Headquarters
New York City Department of Taxes Photograph (c. 1938-43), Courtesy NYC Municipal Archives
Rear facade, upper stories
Sarah Moses, June 2019

Rear facade, first story
Sarah Moses, June 2019