

November 19, 2024
Public Hearing

The current proposal is:

Preservation Department – Items 3 & 4, LPC-25-03725 & LPC-25-03726

635-641 Avenue of the Americas – Ladies' Mile Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 560 5566

Passcode: 604575

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (Toll free)

Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

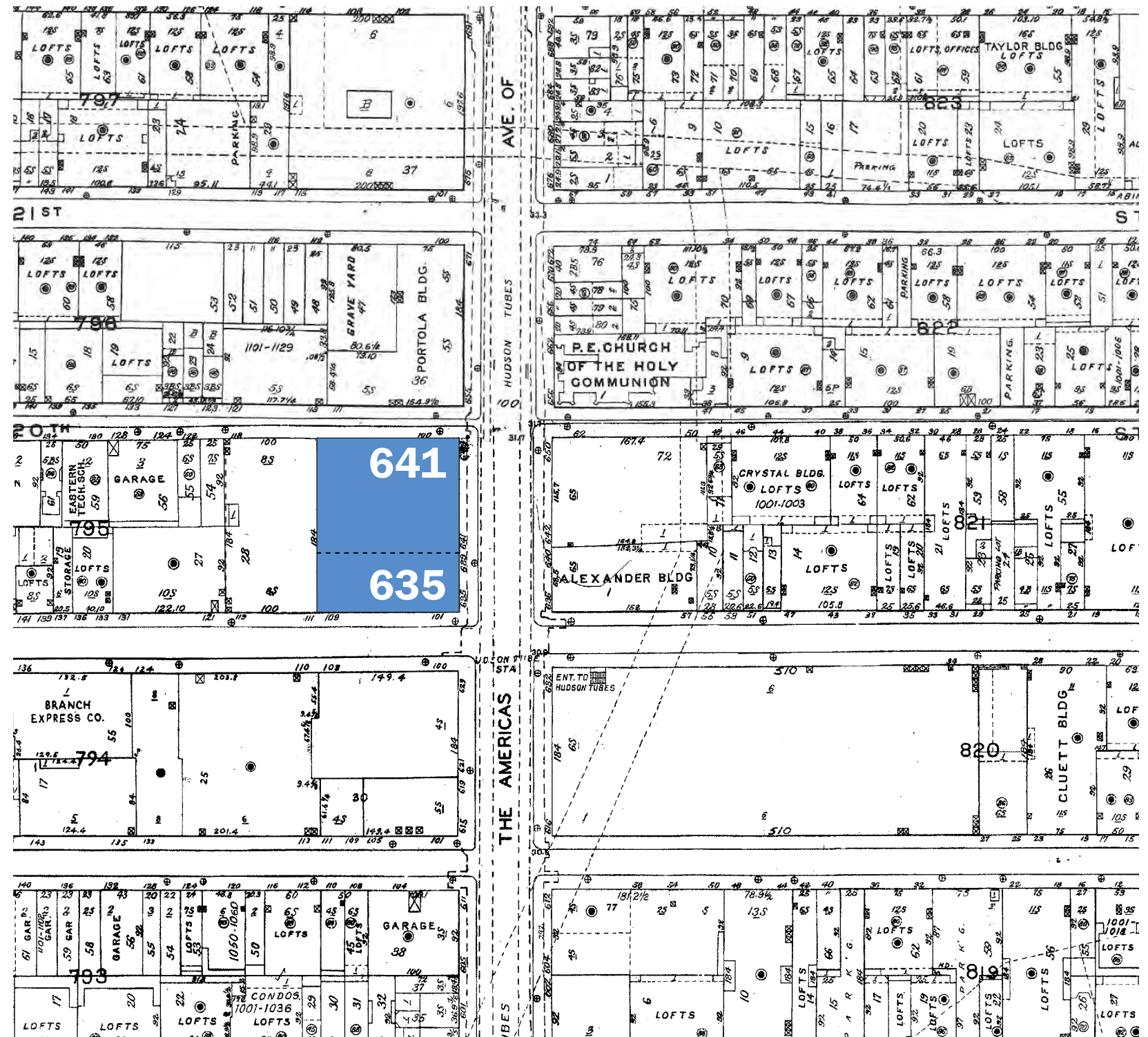
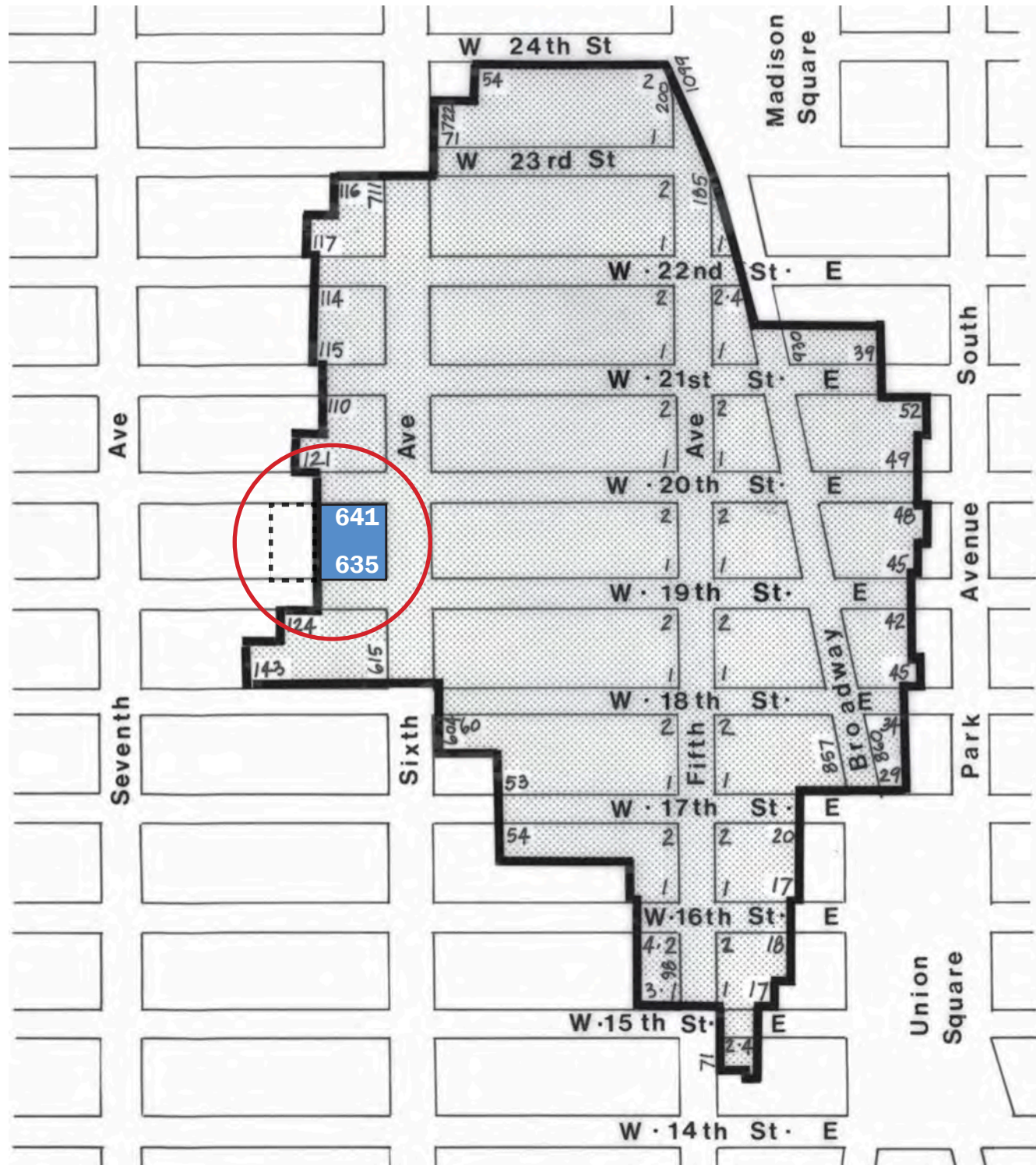
Landmarks Preservation Commission

MOMATH : 635 - 641 Avenue of the Americas
November 19, 2024

MOMATH : 635 - 641 Sixth Avenue



Ladies' Mile Historic District





“Manhattan is lucky to be home to MoMath, an inspiring and educational hub that ignites curiosity and passion for mathematics in visitors of all ages.”

- Mark Levine, Manhattan Borough President

Our Mission

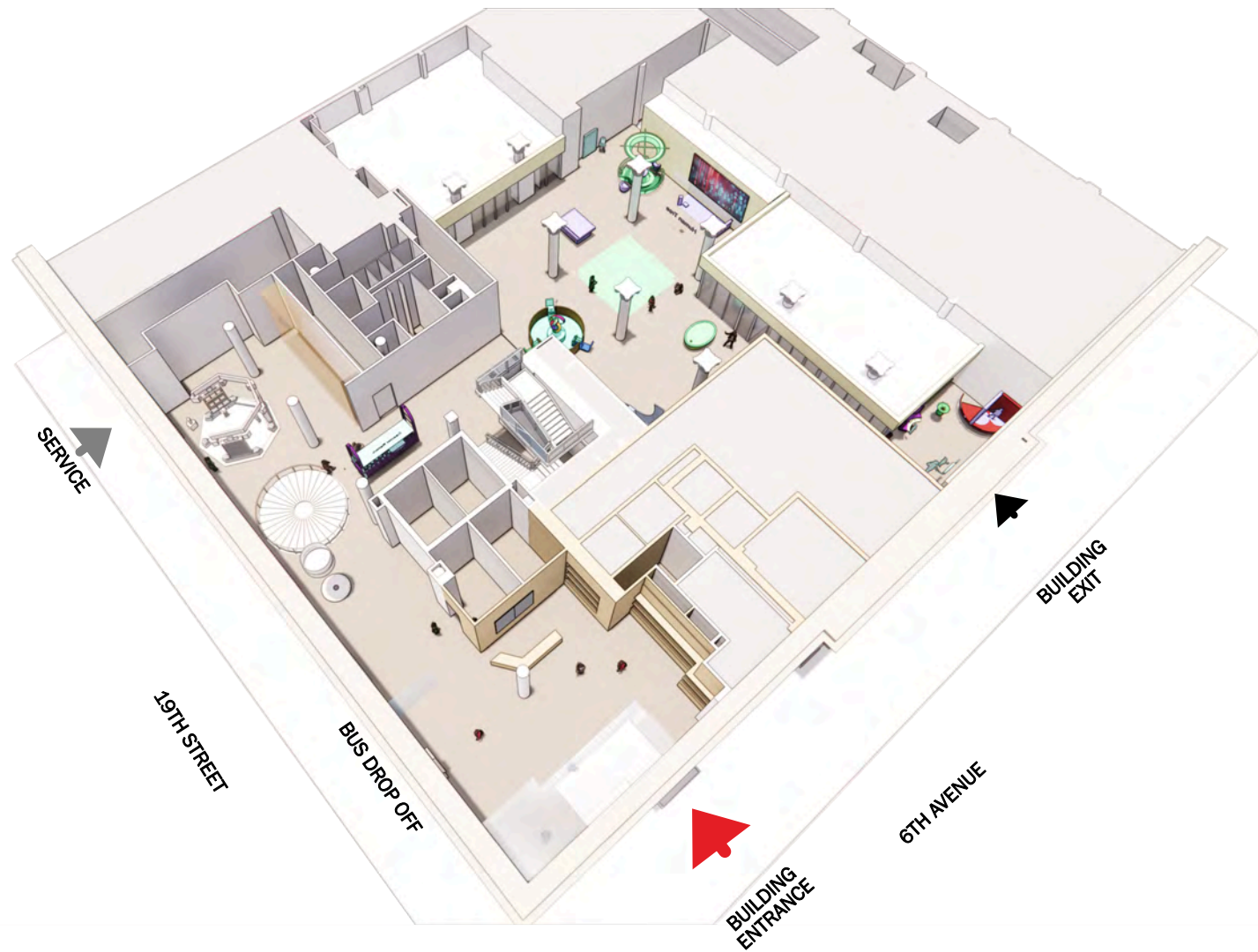
- North America's premier cultural institution devoted to the wonders of mathematics and its many connections to the world around us.
- Manhattan's only hands-on science center.
- Through dynamic exhibits and wide-ranging public programs, MoMath illuminates the wonder of math, reveals its aesthetic nature, and highlights its many applications to the world around us.
- 160,000 visitors annually.



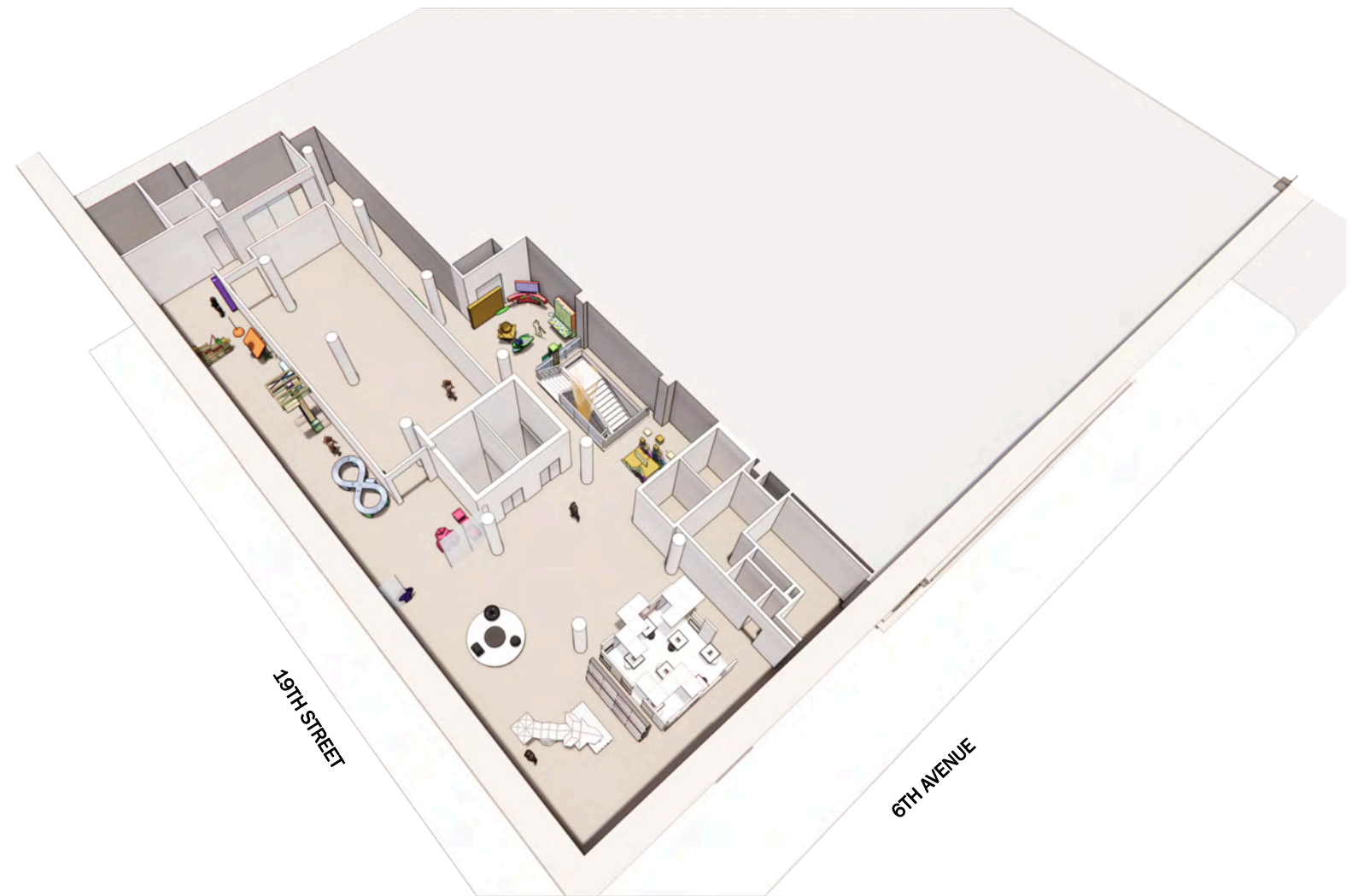
MOMATH : 635 - 641 Sixth Avenue



Proposed Floor Plans



GROUND FLOOR



SECOND FLOOR

View from Sixth Avenue at West 19th Street



EXISTING CONDITIONS & BUILDING HISTORY

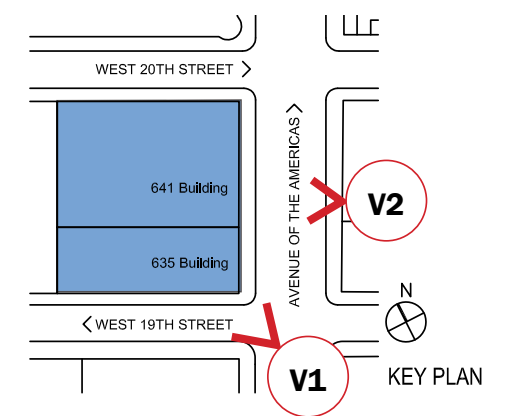
Existing Conditions



Sixth Avenue and West 19th Street, Southwest corner



Sixth Avenue, central building entrance



Simpson, Crawford & Simpson Department Store



1902 (Architectural Record)



1903 (Museum of the City of New York)

Simpson, Crawford & Simpson Department Store

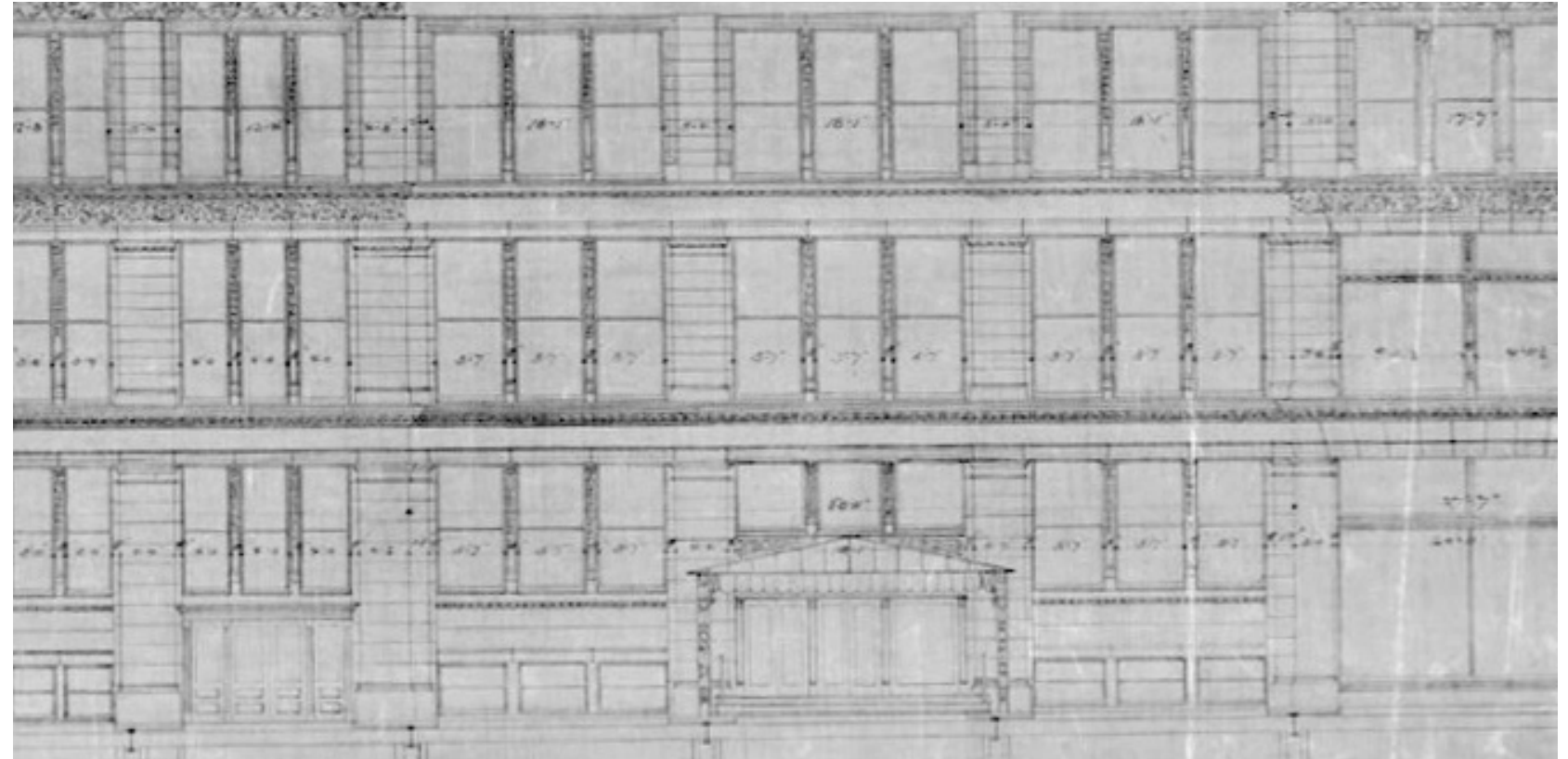


Storefronts and interior atrium, 1904 (Museum of the City of New York)

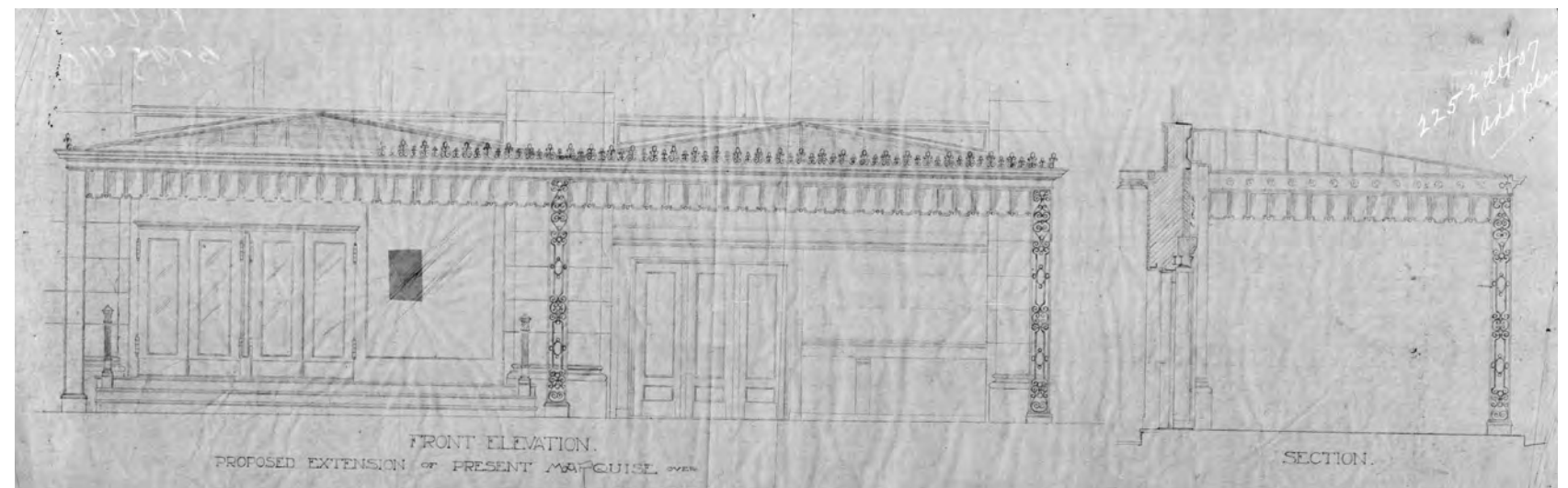
Simpson, Crawford & Simpson Department Store



Canopies, vestibule and awnings, 1903
(Museum of the City of New York)



19th Street canopy and exterior vestibule on original construction drawings
(Municipal Archives)



19th Street canopy expansion, 1907 (Municipal Archives)

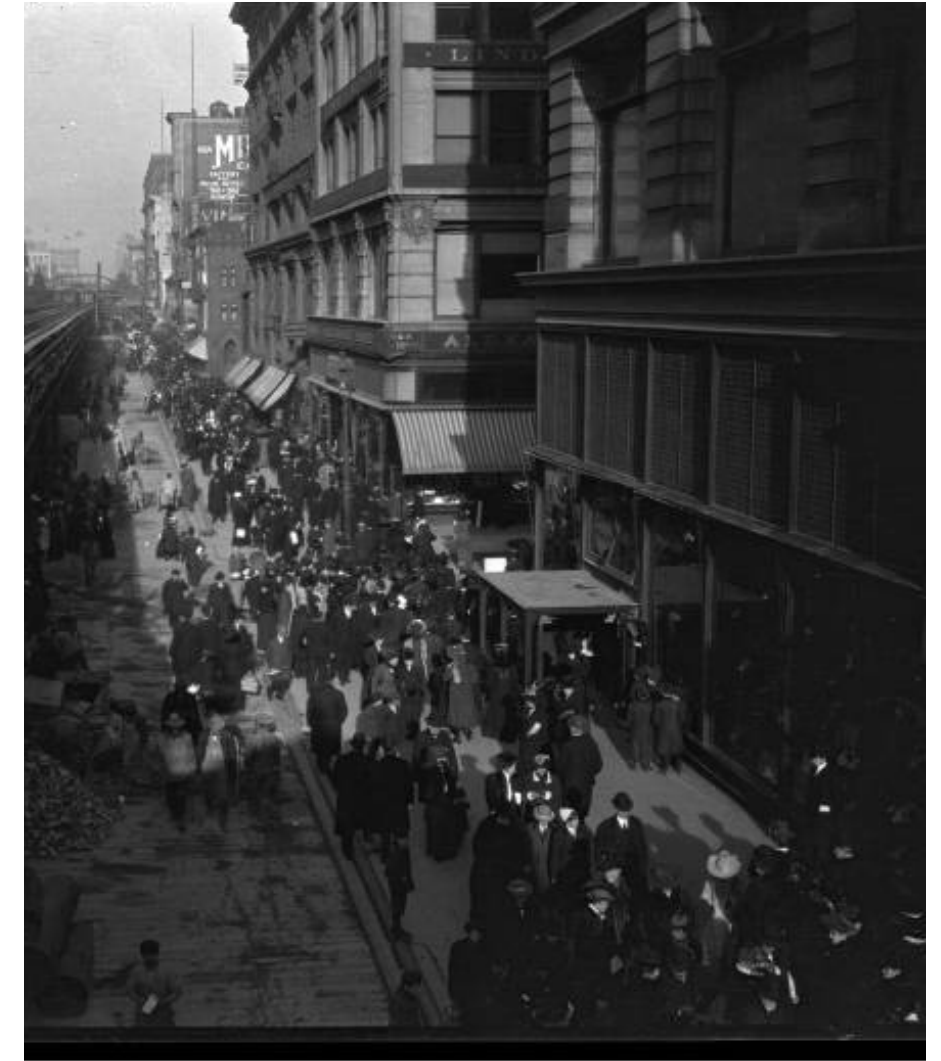
Ladies' Mile Department Stores on Sixth Avenue



Hugh O'Neill, 655 Sixth Avenue

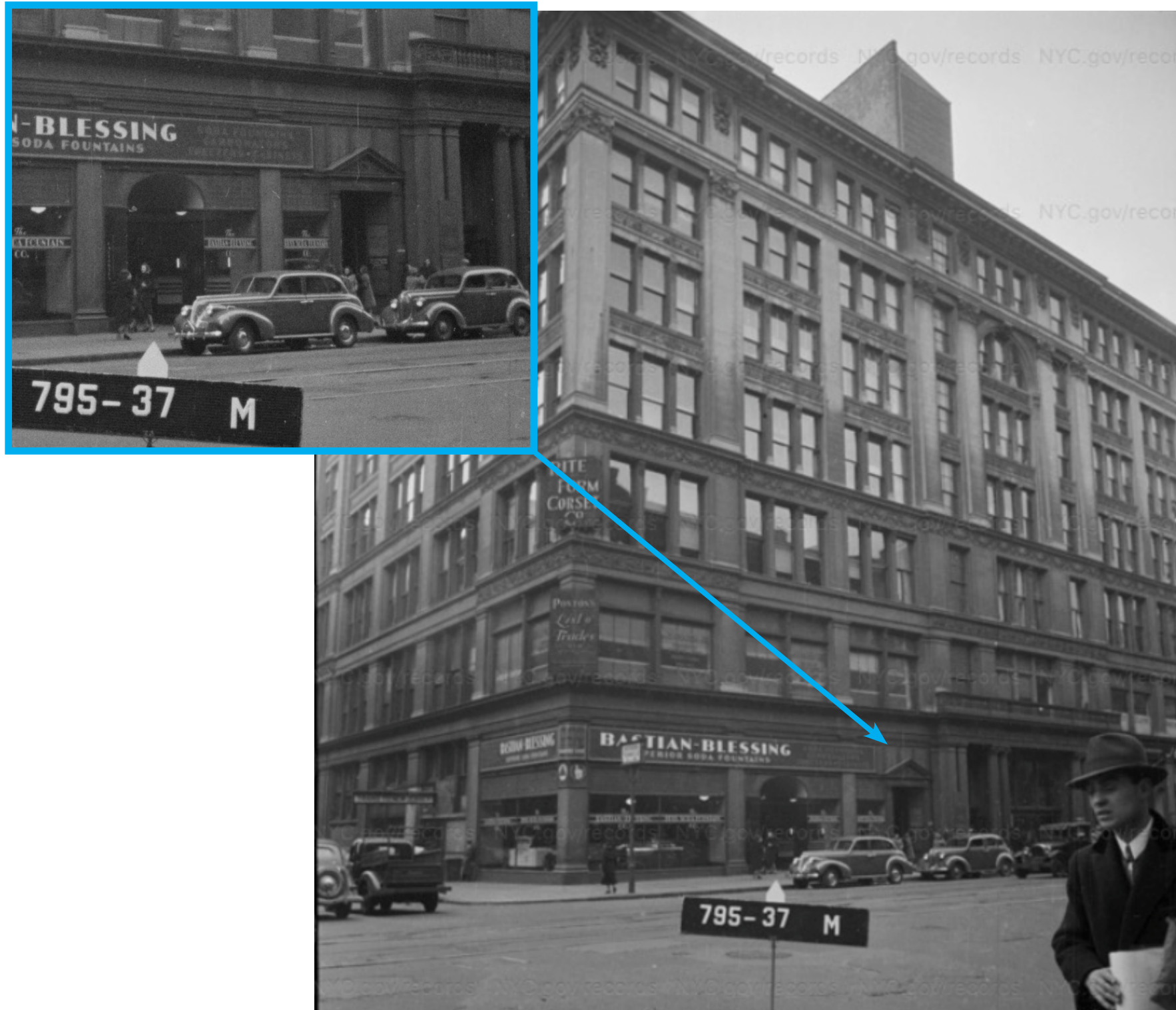


B. Altman, 625 Sixth Avenue (foreground)
and Simpson-Crawford (New-York
Historical Society)



Siegel-Cooper, 616-632 Sixth Avenue
(New-York Historical Society)

Later History



c. 1937-41 (Museum of the City of New York)



LPC Designation Photo, 1989

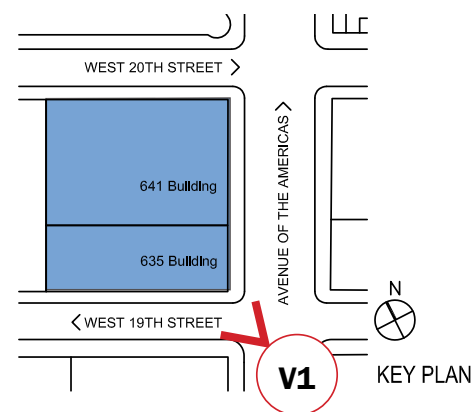
635 - 641 Sixth Avenue



635 SIXTH AVENUE

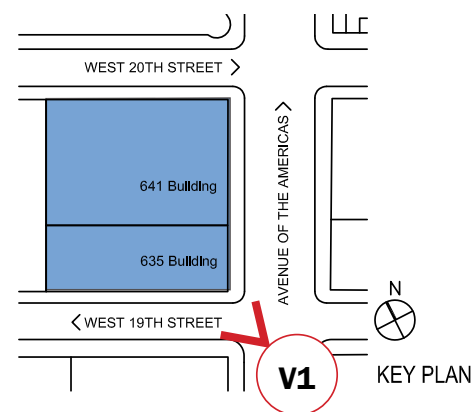
641 SIXTH AVENUE

Sixth Avenue at West 19th Street



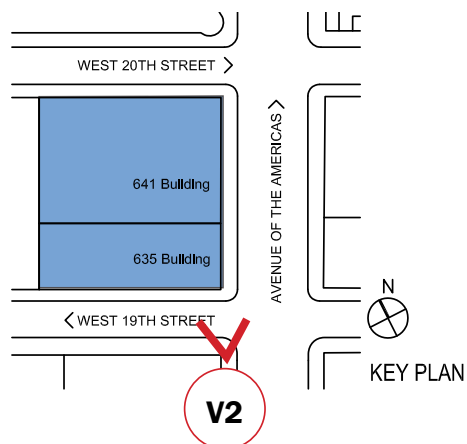
V1 EXISTING

Sixth Avenue at West 19th Street



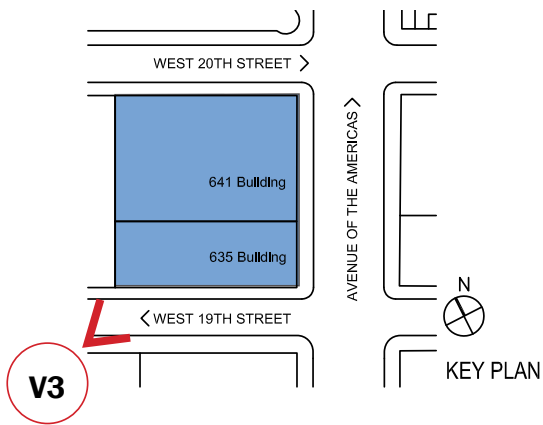
V1 PROPOSED

Sixth Avenue at West 19th Street



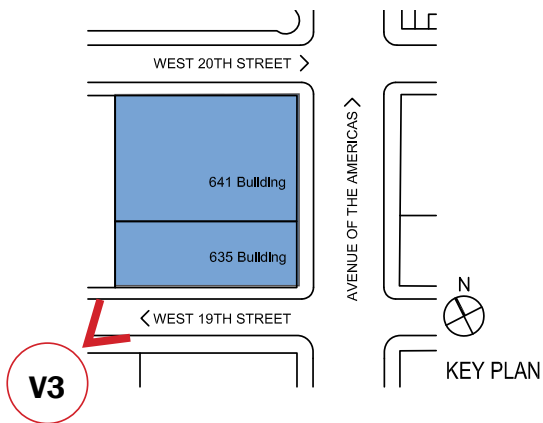
V2 EXISTING

West 19th Street



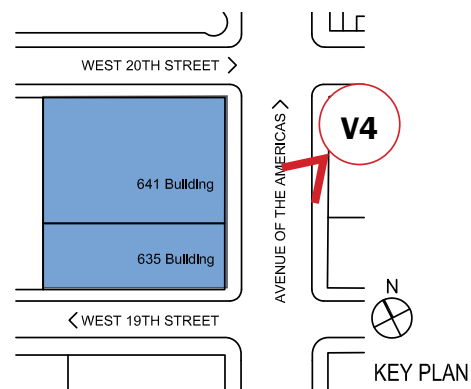
V3 EXISTING

West 19th Street



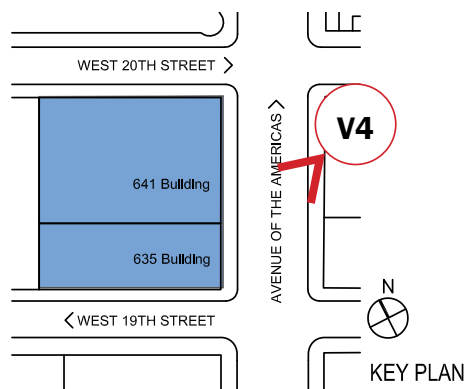
V3 PROPOSED

Sixth Avenue near West 20th Street



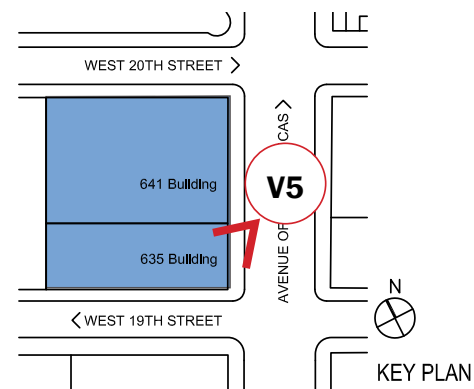
V4 EXISTING

Sixth Avenue near West 20th Street



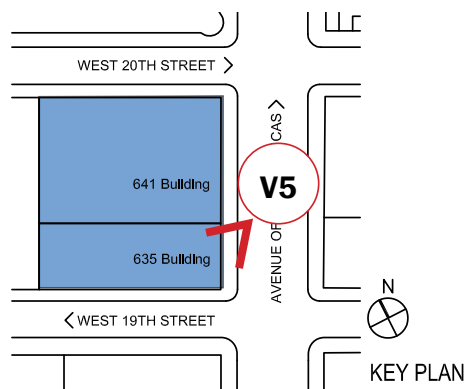
V4 PROPOSED

Sixth Avenue near West 20th Street



V5 EXISTING

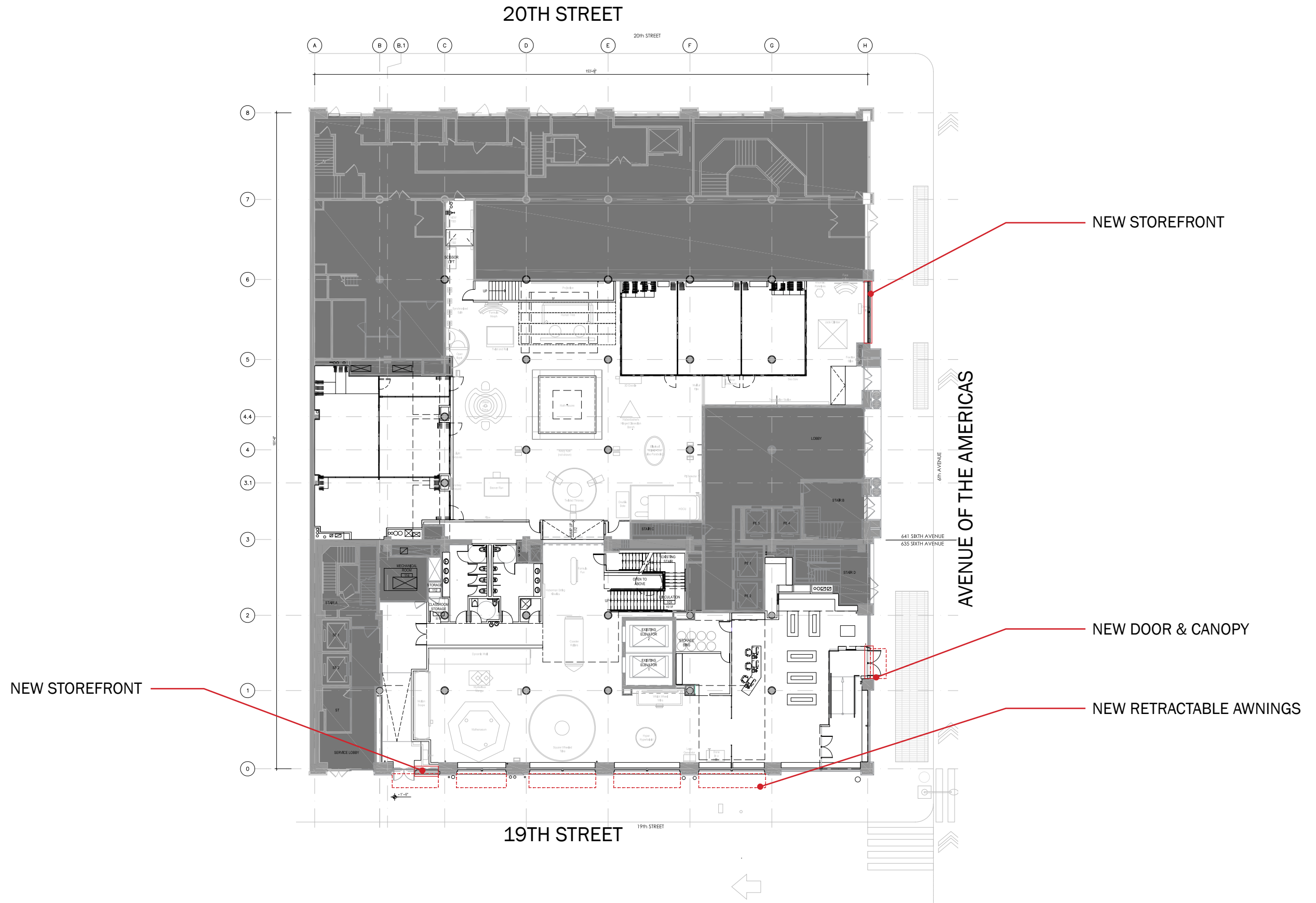
Sixth Avenue near West 20th Street



V5 PROPOSED

PROPOSED PLANS

Ground Floor Plan



Existing Conditions: 635 Sixth Avenue Retail Entry



EXISTING ELEVATION

Sixth Avenue Entry

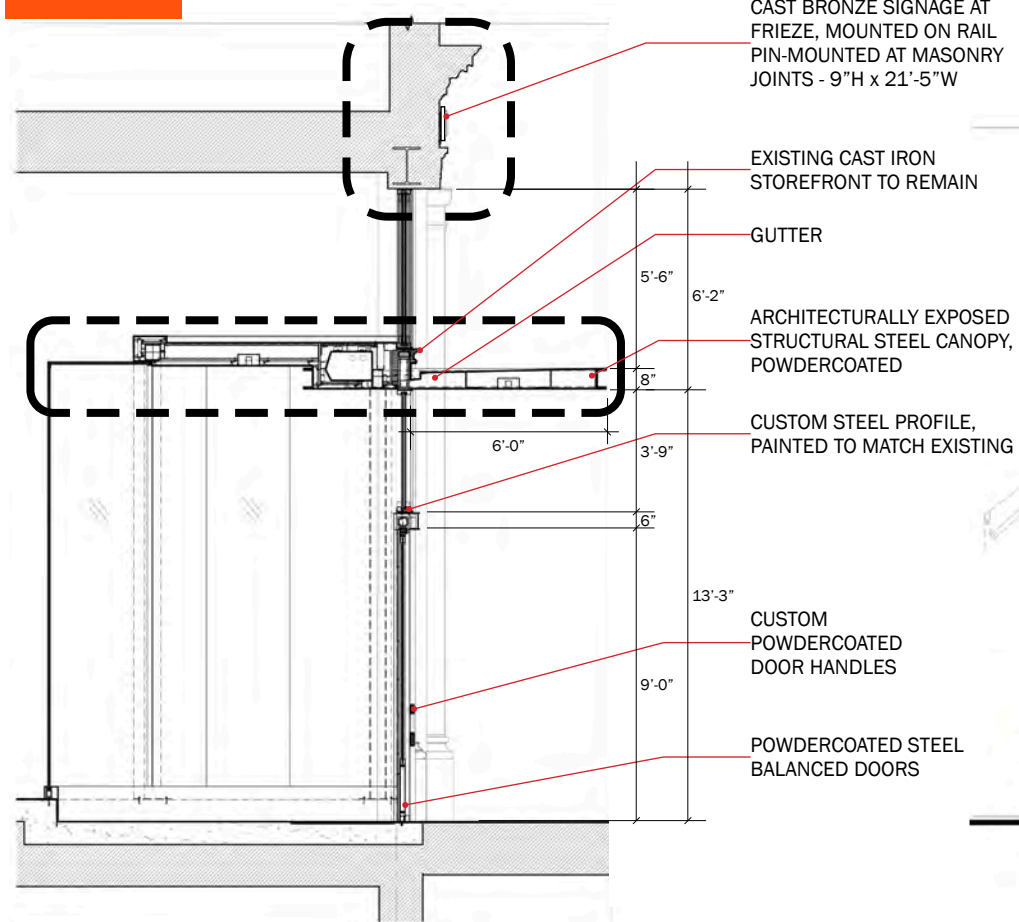


EXISTING ELEVATION

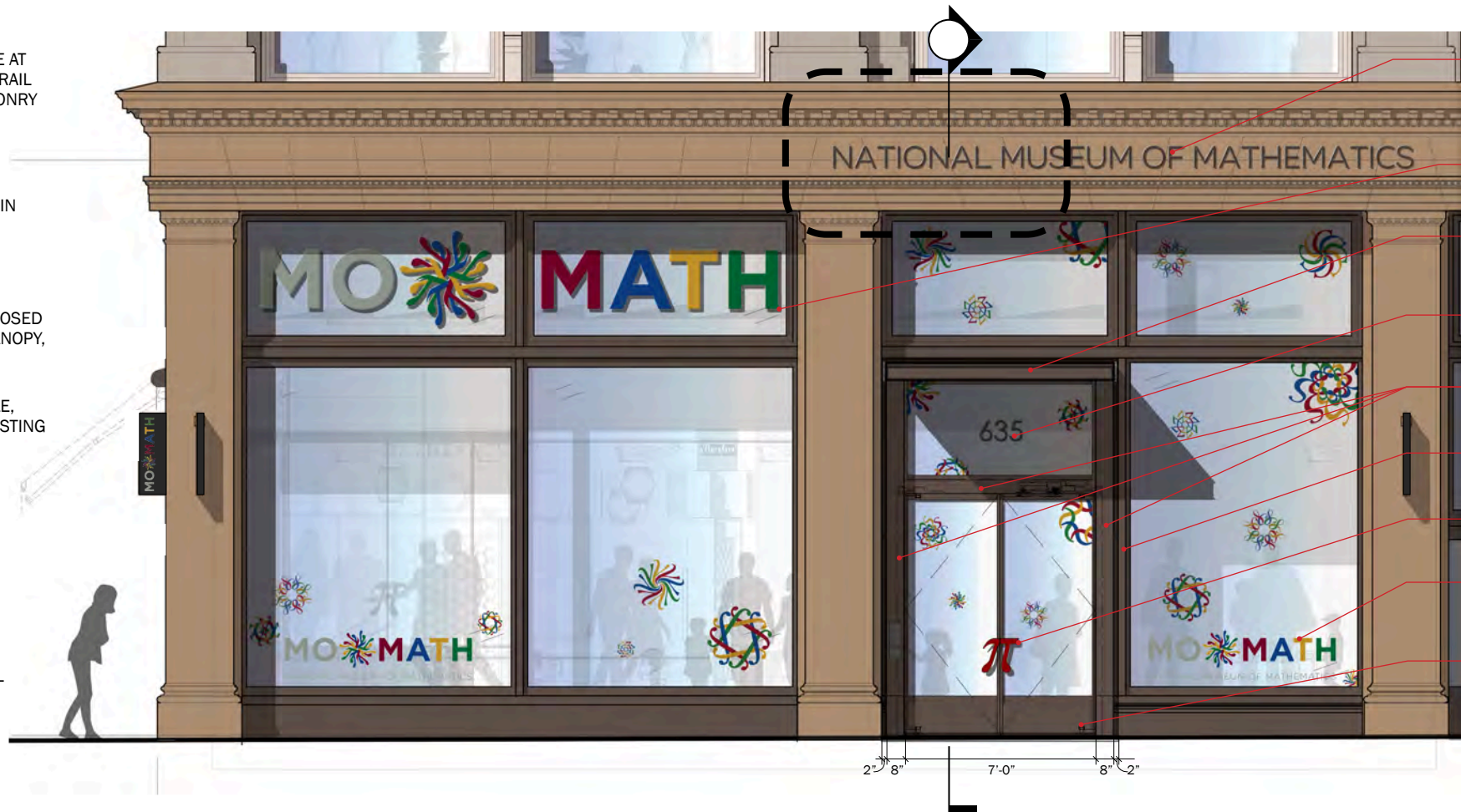


PROPOSED ELEVATION

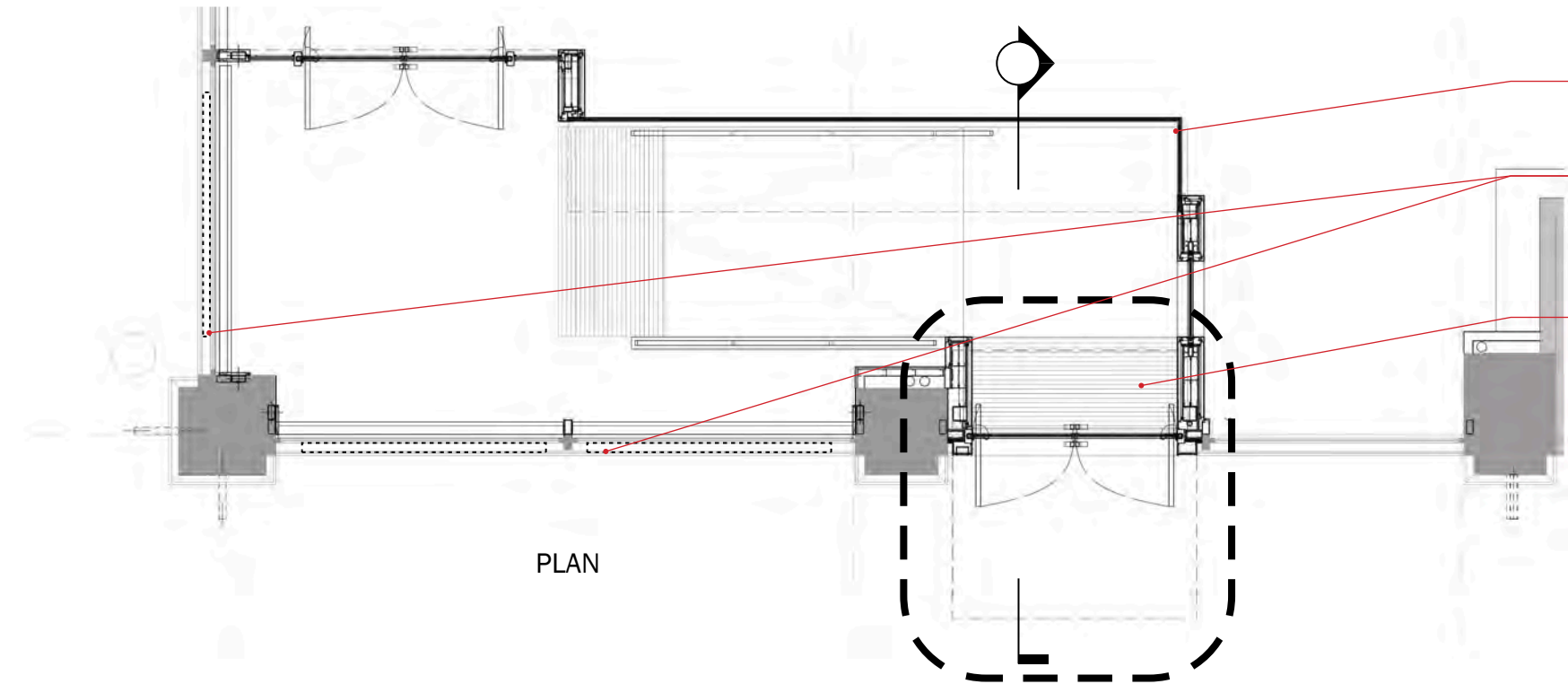
Sixth Avenue Entry



SECTION



ELEVATION



PLAN

- CAST BRONZE SIGNAGE AT FRIEZE, MOUNTED ON RAIL PIN-MOUNTED AT MASONRY JOINTS - 9"H x 21'-5"W
- EXISTING CAST IRON STOREFRONT TO REMAIN
- GUTTER
- ARCHITECTURALLY EXPOSED STRUCTURAL STEEL CANOPY, POWDERCOATED
- CUSTOM STEEL PROFILE, PAINTED TO MATCH EXISTING
- CUSTOM POWDERCOATED DOOR HANDLES
- POWDERCOATED STEEL BALANCED DOORS

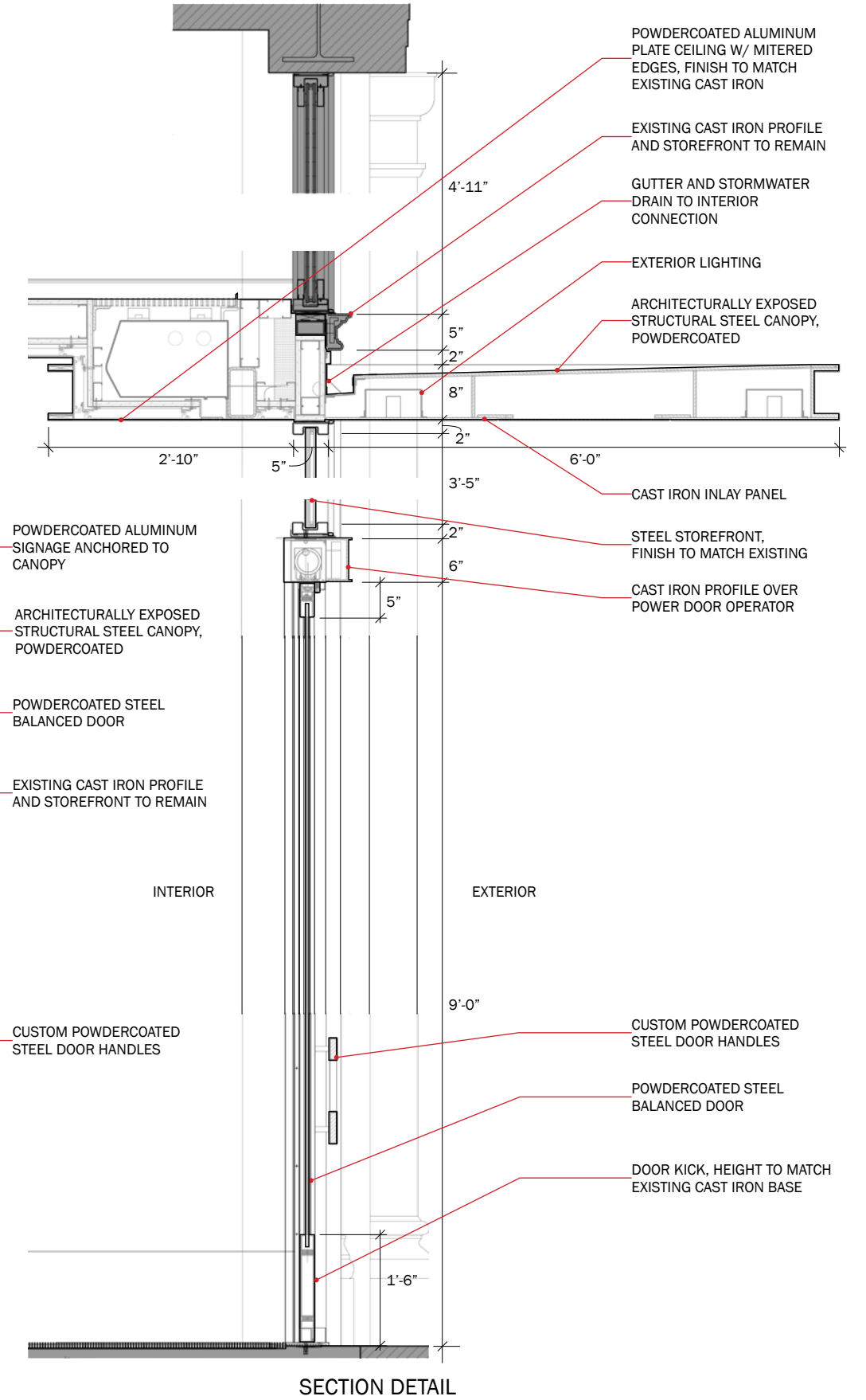
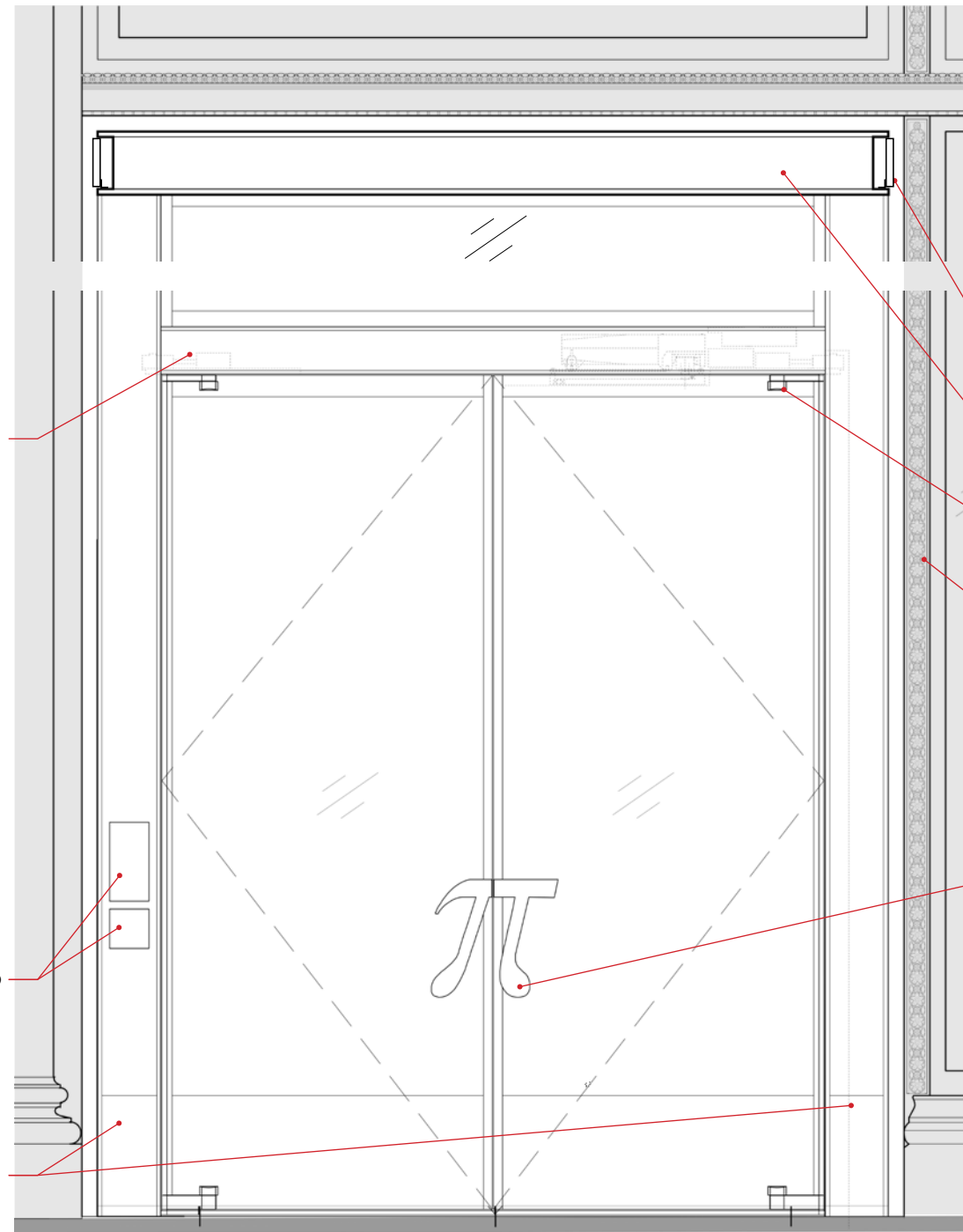
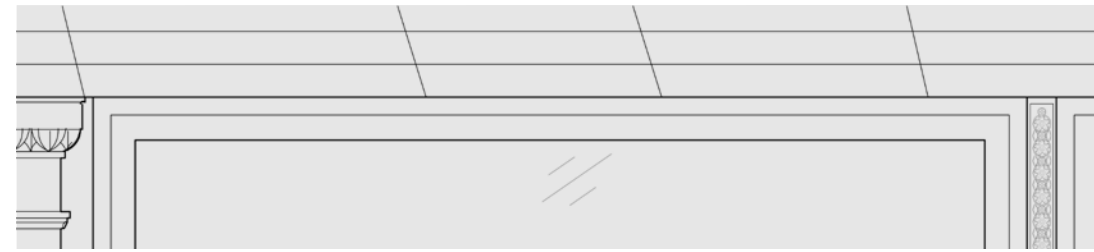
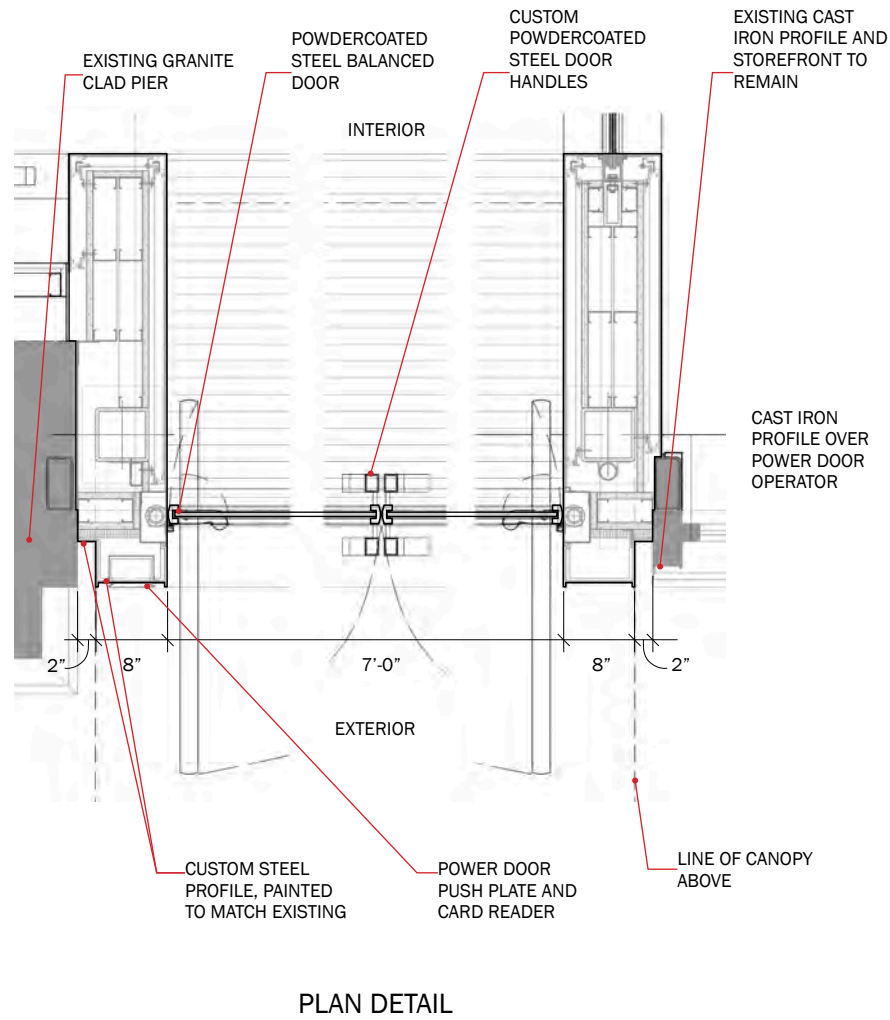
- CAST BRONZE SIGNAGE AT FRIEZE, MOUNTED ON RAIL PIN-MOUNTED AT MASONRY JOINTS - 9"H x 21'-5"W
- POWDERCOATED ACRYLIC SIGNAGE, ADHESIVE MOUNTED TO GLASS - 2'-2"H x 19'-0"W
- ARCHITECTURALLY EXPOSED STRUCTURAL STEEL, POWDERCOATED
- POWDERCOATED ALUMINUM DIMENSIONAL LETTERS, ADHESIVE MOUNTED - 12"H
- CUSTOM STEEL PROFILE, PAINTED TO MATCH EXISTING
- EXISTING CAST IRON TO REMAIN
- CUSTOM POWDERCOATED DOOR HANDLES
- VINYL GRAPHICS, NOT TO EXCEED 20% COVERAGE OF GLAZING
- POWDERCOATED STEEL BALANCED DOORS



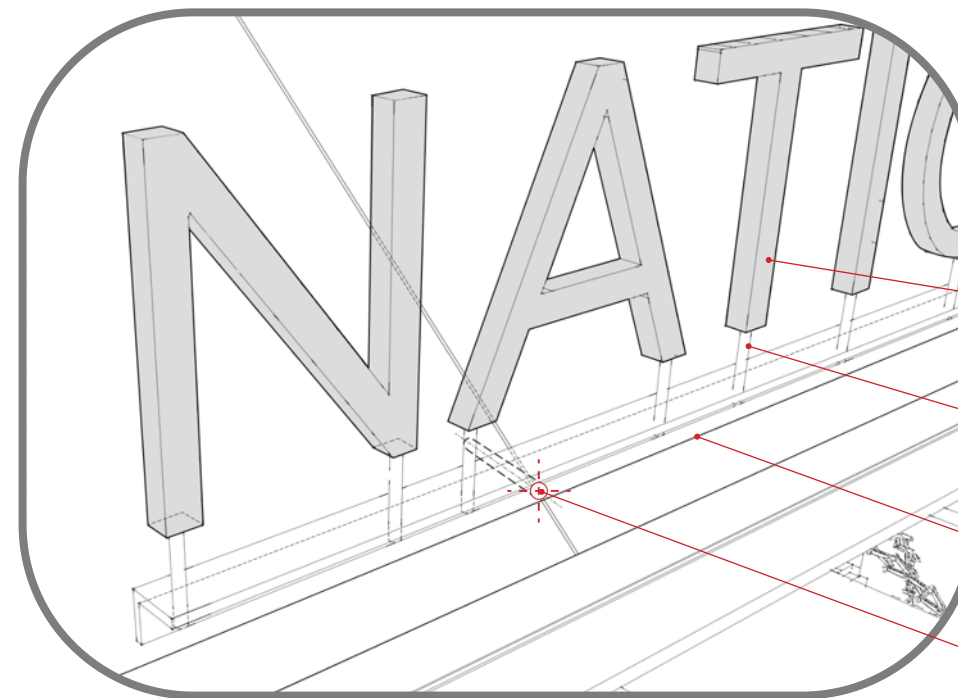
STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE

- STRUCTURALLY GLAZED STOREFRONT
- POWDERCOATED ACRYLIC SIGNAGE, ADHESIVE MOUNTED TO GLASS
- STAINLESS STEEL WALK-OFF MAT

Sixth Avenue Entry



Pin-Mounted Lettering at Signband



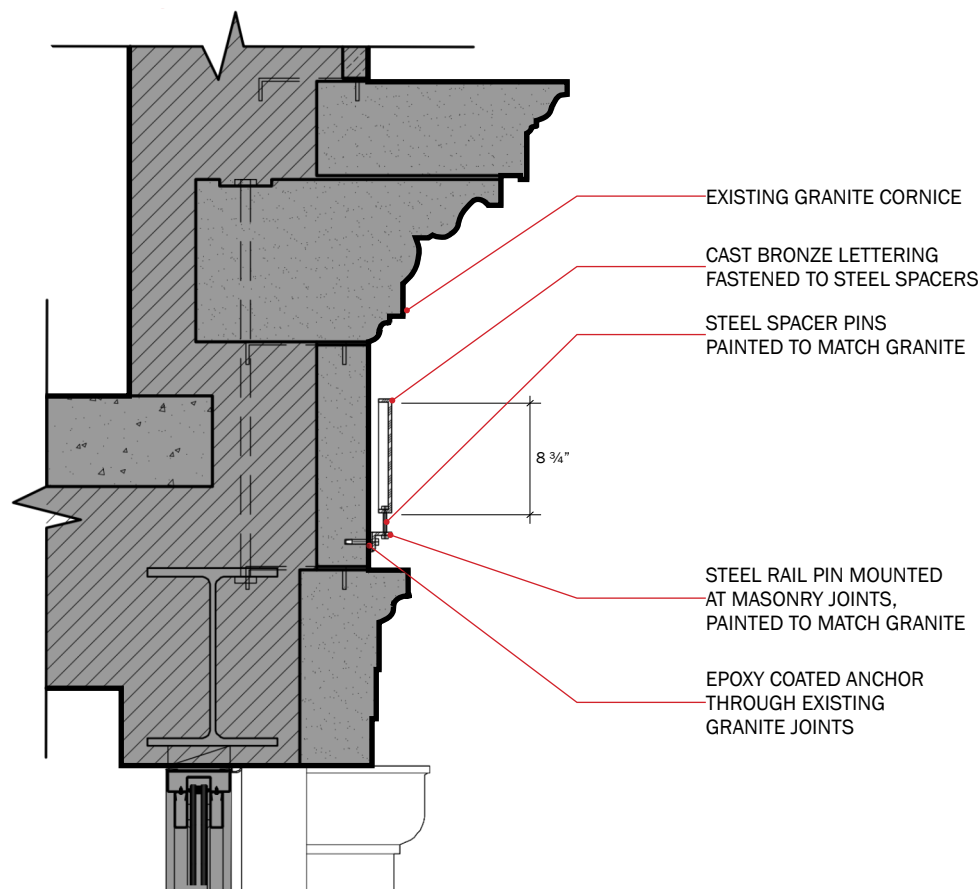
CAST BRONZE LETTERING
FASTENED TO STEEL SPACERS

STEEL SPACER PINS
PAINTED TO MATCH GRANITE

STEEL RAIL PIN MOUNTED
AT MASONRY JOINTS,
PAINTED TO MATCH GRANITE

EPOXY COATED ANCHOR
THROUGH EXISTING
JOINTS IN GRANITE FRIEZE

3D DIAGRAM



EXISTING GRANITE CORNICE

CAST BRONZE LETTERING
FASTENED TO STEEL SPACERS

STEEL SPACER PINS
PAINTED TO MATCH GRANITE

8 3/4"

STEEL RAIL PIN MOUNTED
AT MASONRY JOINTS,
PAINTED TO MATCH GRANITE

EPOXY COATED ANCHOR
THROUGH EXISTING
GRANITE JOINTS

SECTION DETAIL

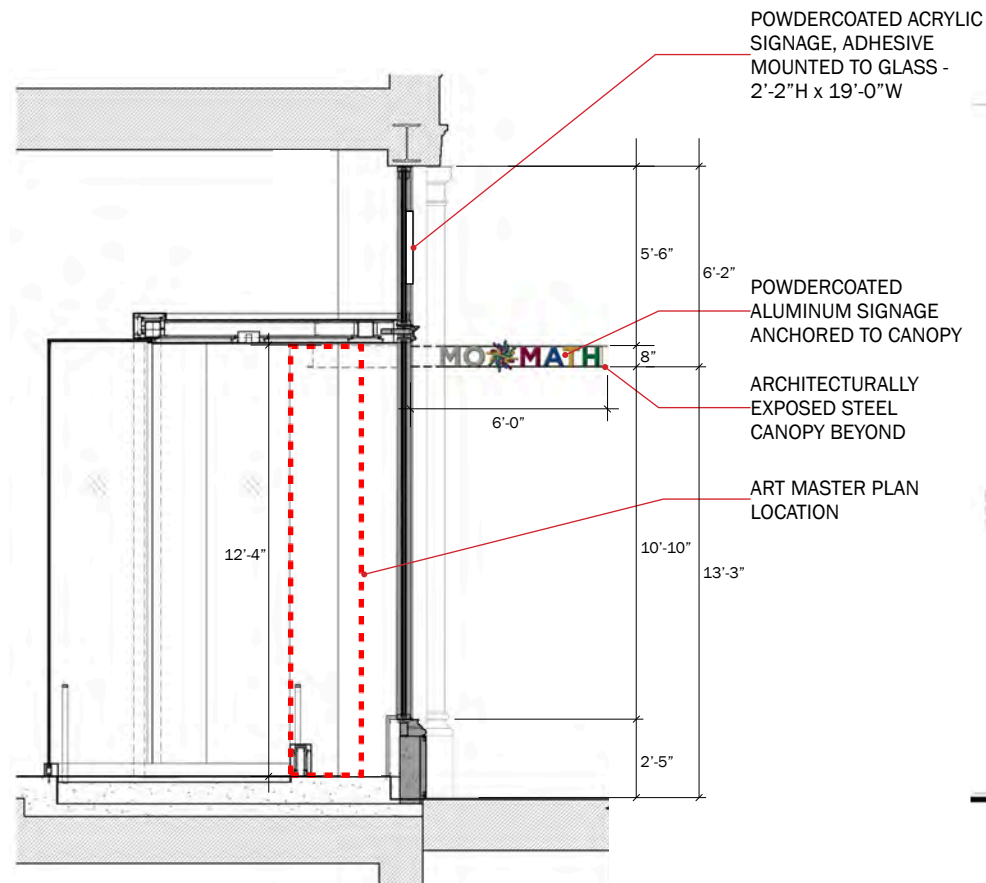


8 3/4"

EPOXY COATED ANCHOR
THROUGH EXISTING
JOINTS IN GRANITE FRIEZE

ELEVATION DETAIL

Sixth Avenue Entry: Art Master Plan



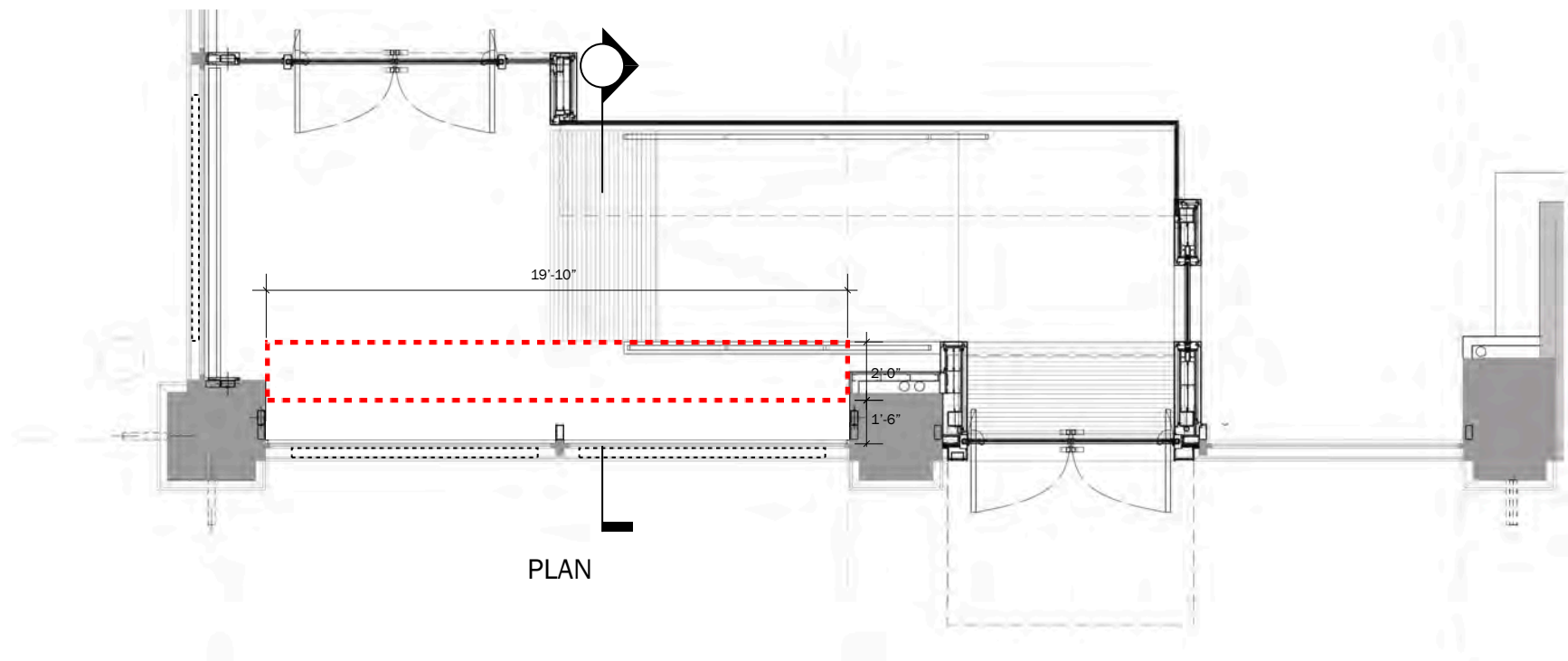
SECTION



ELEVATION

Art Master Plan Parameters

- Southern 6th Ave storefront bay only - West 19th Street bay will remain open.
- Below transom (vestibule ceiling) only
- Set 18" back from glass. 19'-10" L x 2'-0" D, 12'-4" H
- Not internally illuminated
- Transparency: Installations will allow for perception of interior space either around or through work.
- Any fully opaque installation across the bay will be limited to a certain period of time, bookended in sequence by installations with transparency.



Interior Changing Exhibit/Display



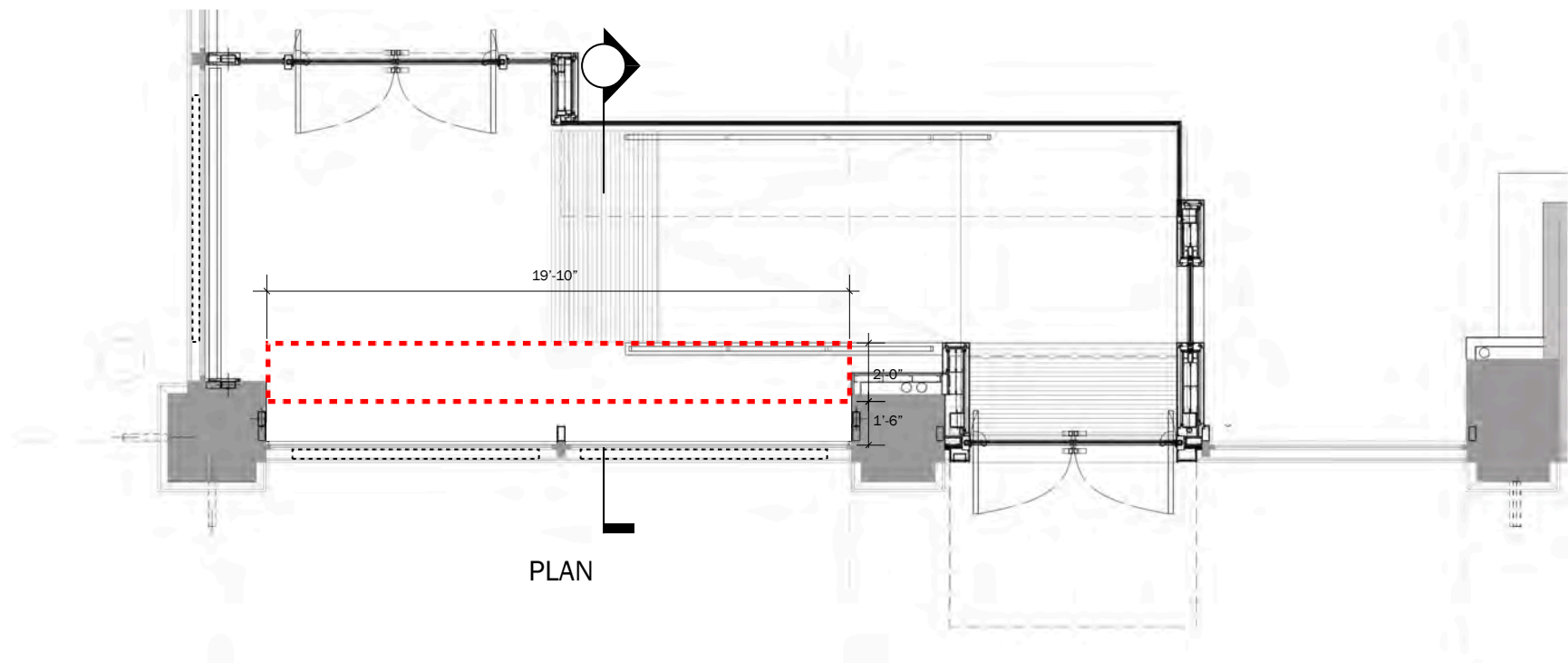
REFLECTIVE SCULPTURE LOOKING NORTH-WEST



REFLECTIVE SCULPTURE LOOKING WEST

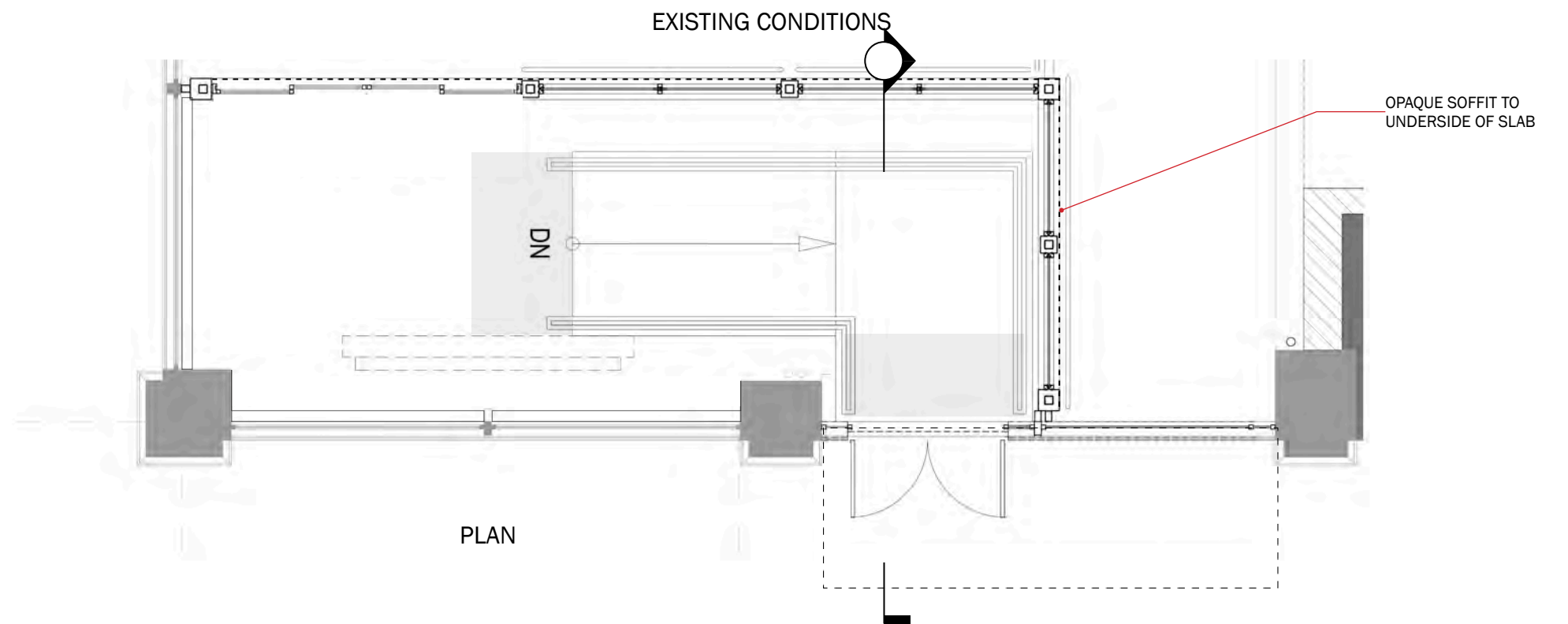
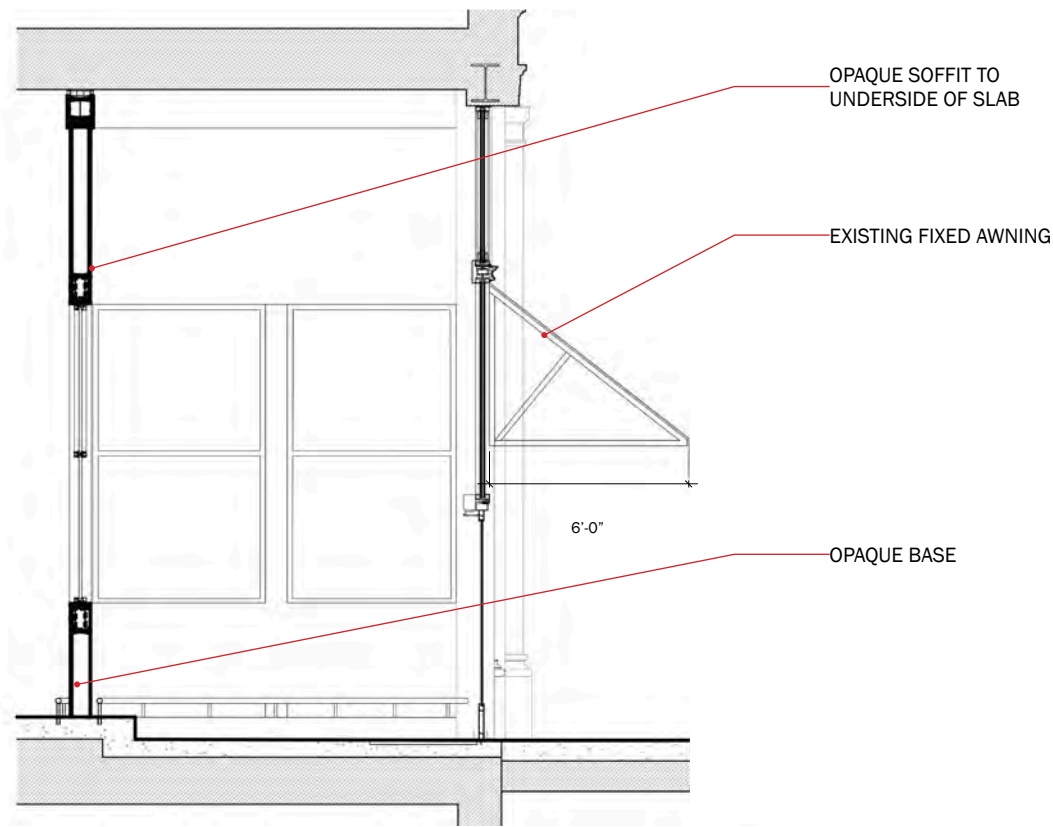


REFLECTIVE SCULPTURE LOOKING SOUTH-WEST

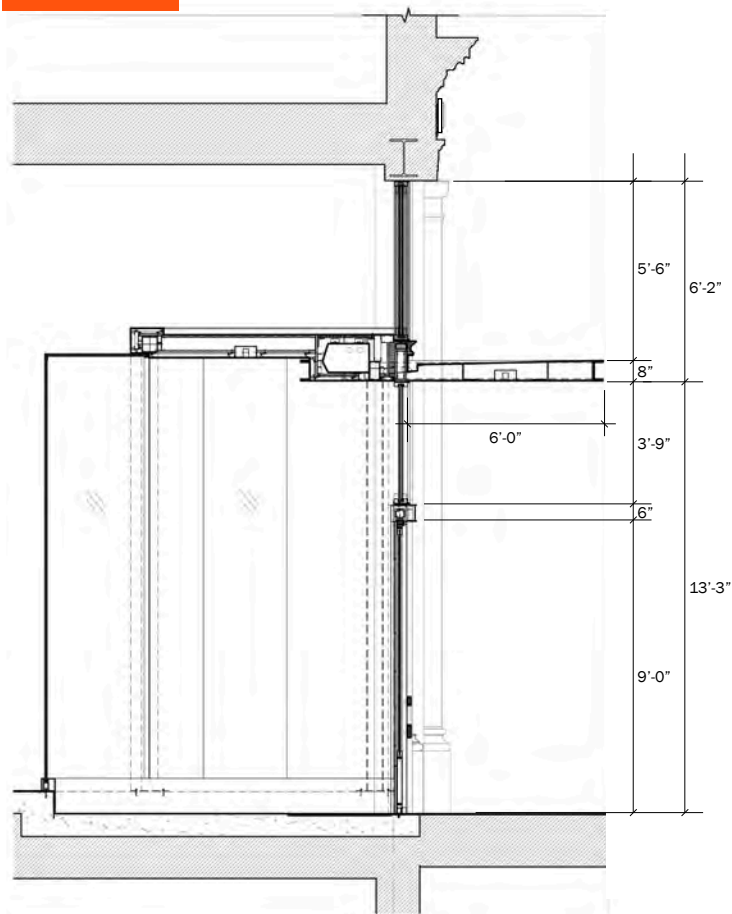


PLAN

Existing Condition: Sixth Avenue Entry Vestibule



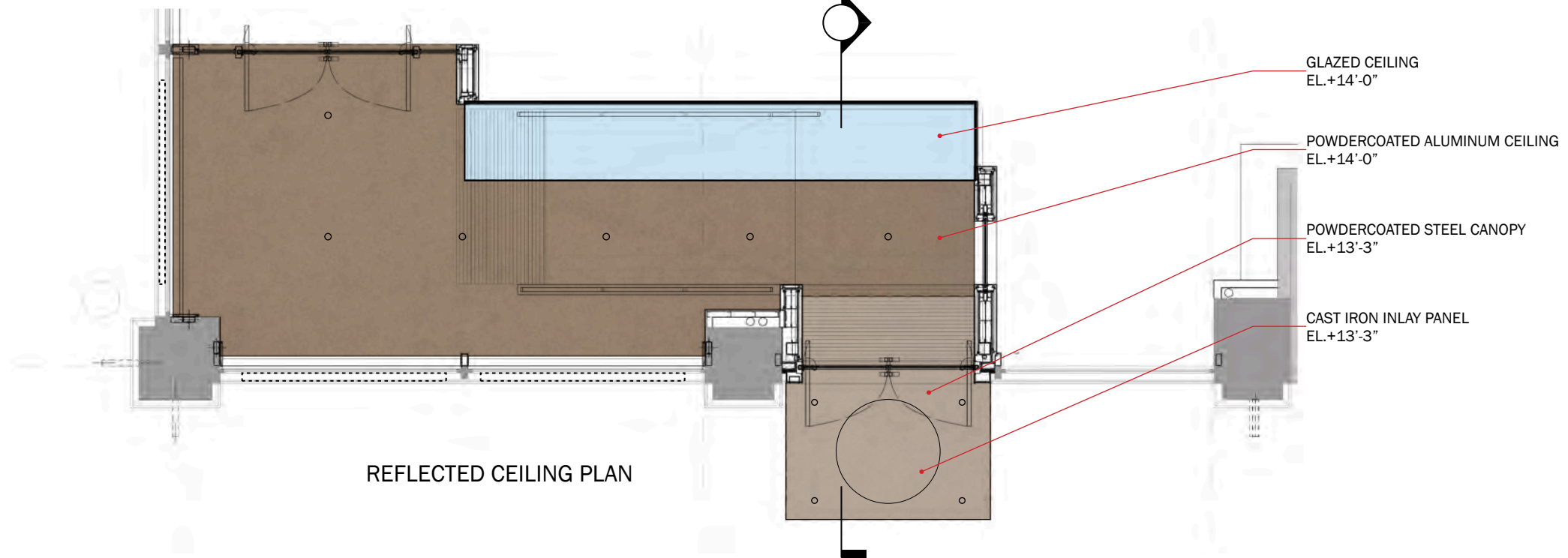
Sixth Avenue Entry Vestibule



SECTION



PROPOSED



REFLECTED CEILING PLAN

Existing Conditions : New Storefront on Sixth Avenue



EXISTING ELEVATION

New Storefront on Sixth Avenue

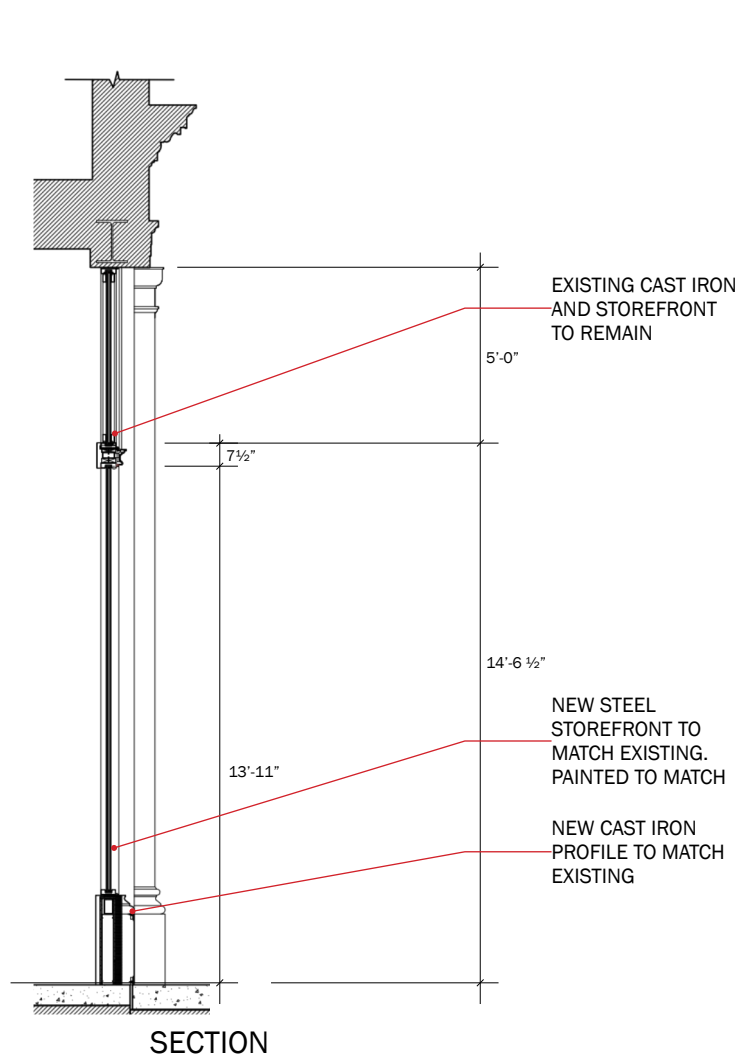


EXISTING ELEVATION



PROPOSED ELEVATION

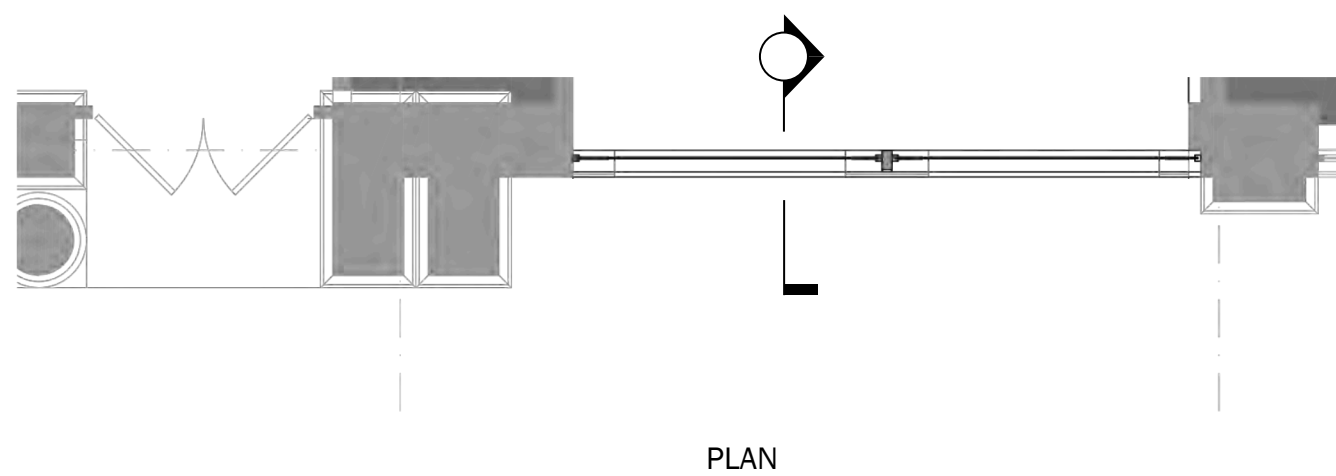
New Storefront on Sixth Avenue



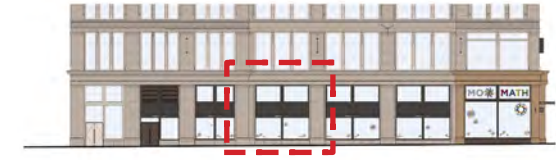
- REFINISH AND REPAIR EXISTING WOOD DOOR, NEW HARDWARE
- EXISTING CAST IRON AND STOREFRONT TO REMAIN
- VINYL SIGNAGE, NOT TO EXCEED 20% OF GLAZING AREA
- NEW CAST IRON PROFILE TO MATCH EXISTING



STOREFRONT FRAME:
BM BITTERSWEET
CHOCOLATE

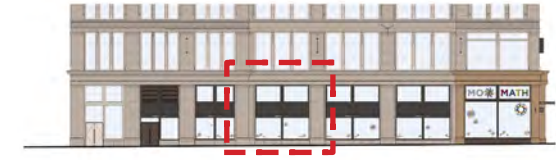


Existing Conditions : Retractable Awning on West 19th Street



EXISTING ELEVATION

Typical Retractable Awning on West 19th Street

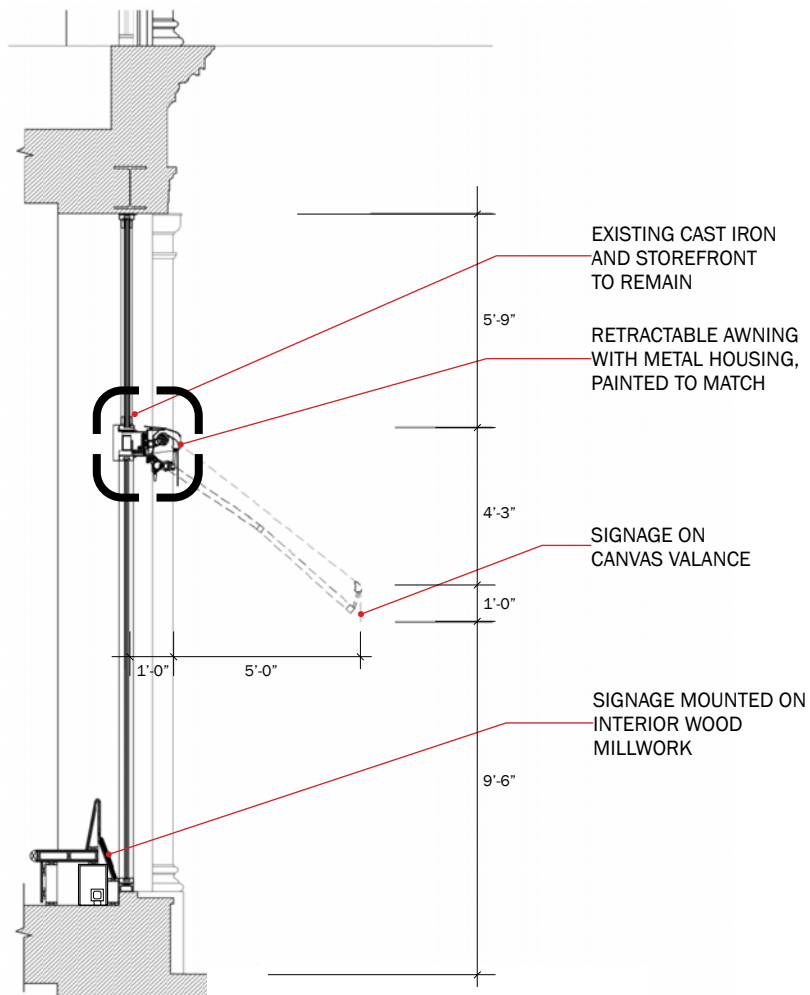


EXISTING ELEVATION

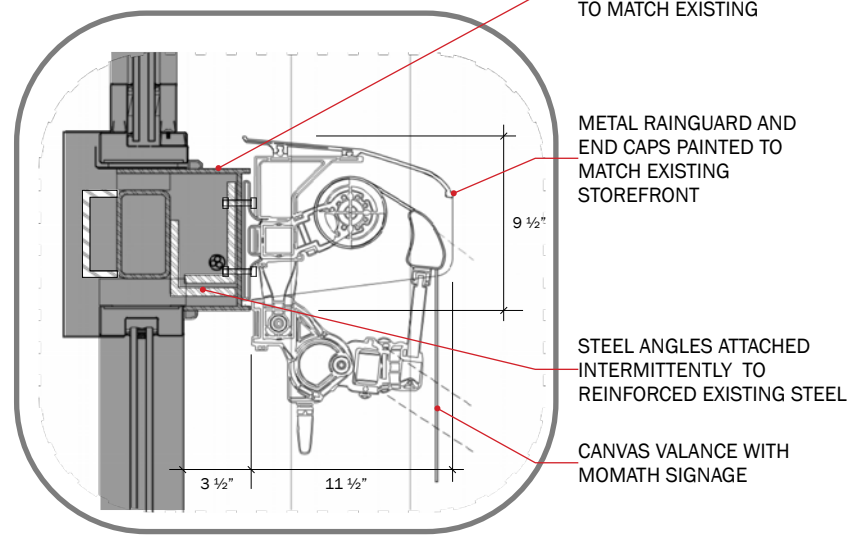


PROPOSED ELEVATION

Typical Retractable Awning on West 19th Street



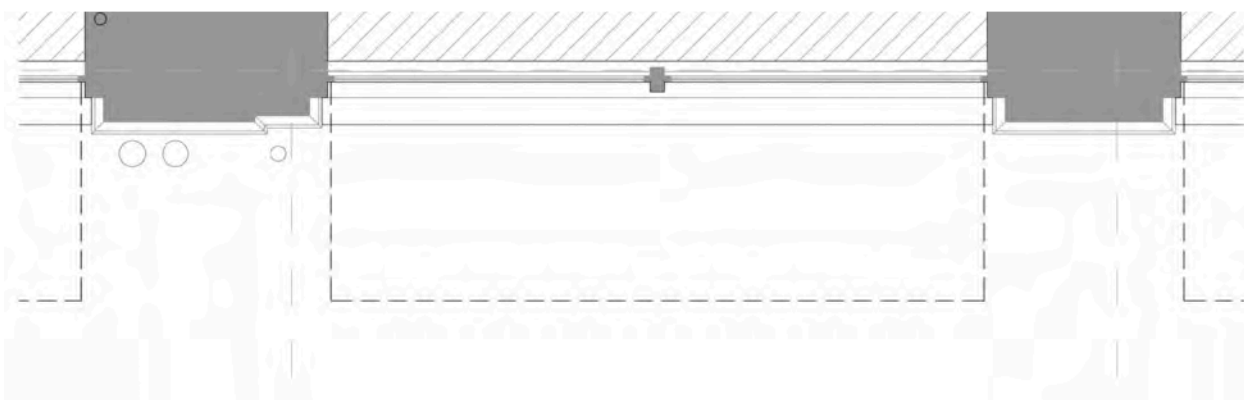
SECTION



SECTION DETAIL



ELEVATION



PLAN



RETRACTABLE AWNING

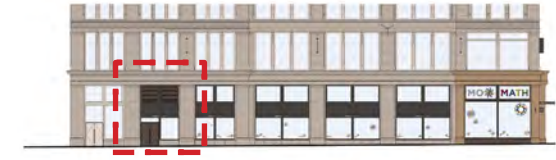


BLACK CANVAS AWNING



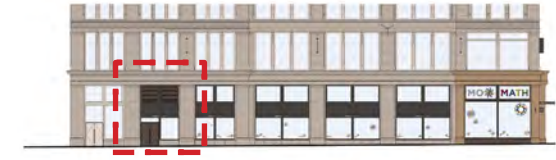
STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE

Existing Conditions : Service Entry on West 19th Street



EXISTING ELEVATION

Service Entry on West 19th Street

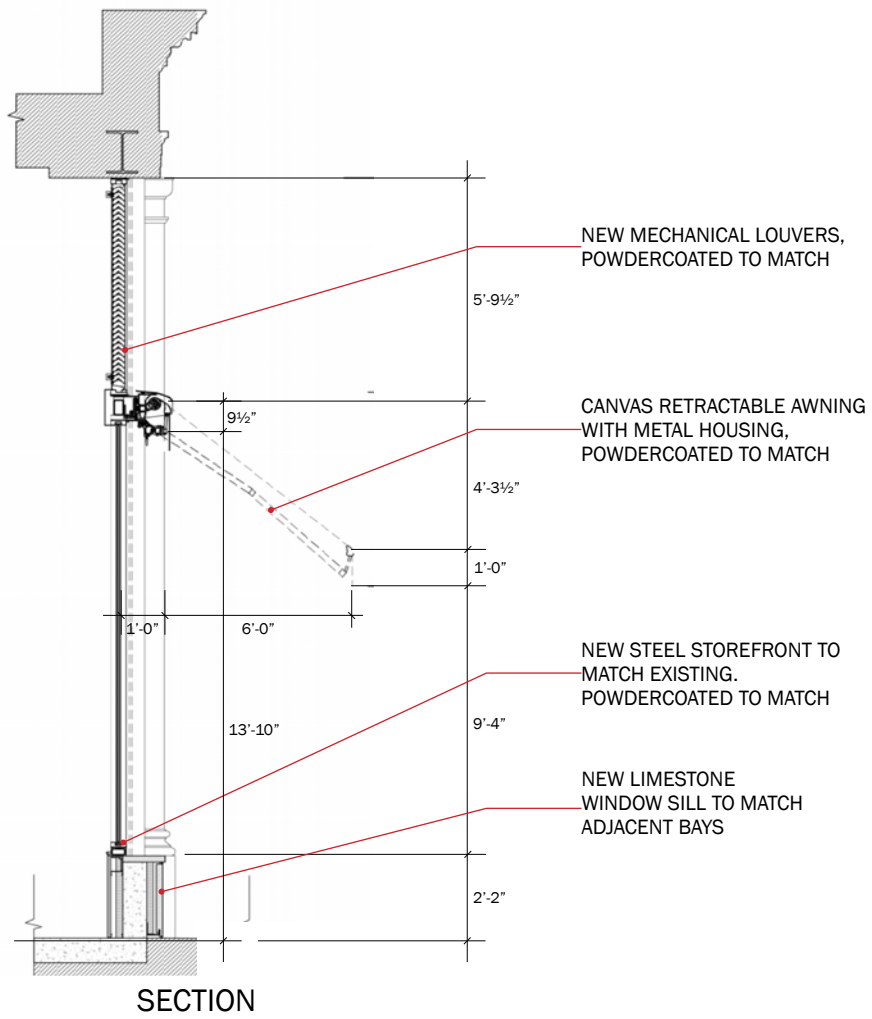


EXISTING ELEVATION



PROPOSED ELEVATION

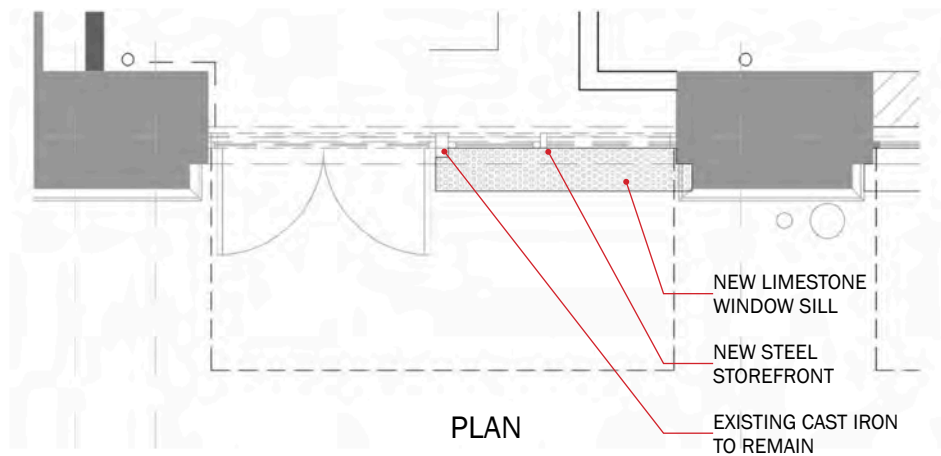
Service Entry on West 19th Street



MECHANICAL LOUVERS



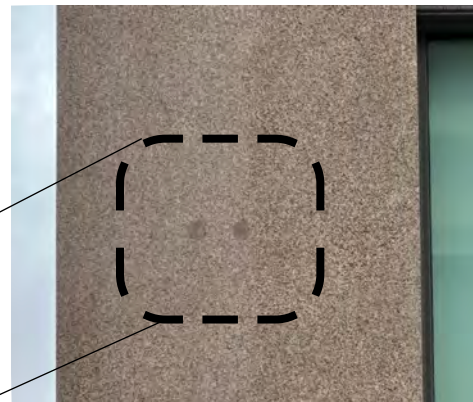
STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE



Banners and Blade Signage



EXISTING CORNER CONDITION



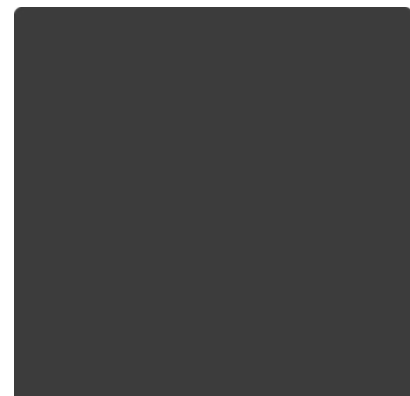
EXISTING ANCHOR PATCHING AT GRANITE



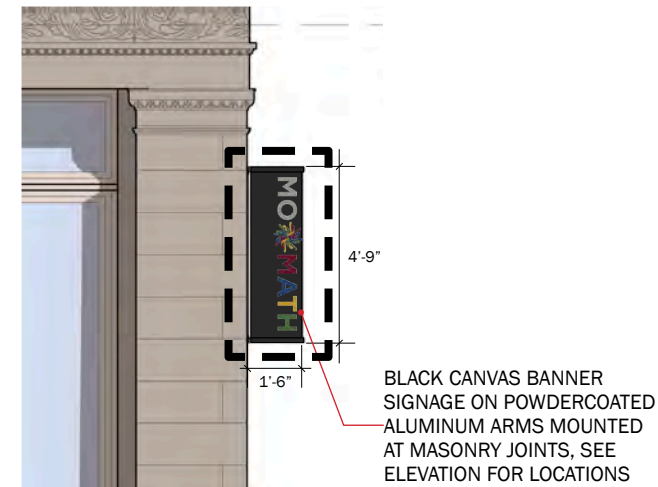
EXISTING ANCHOR PATCHING AT GRANITE



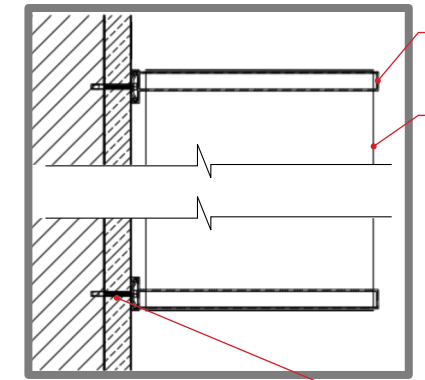
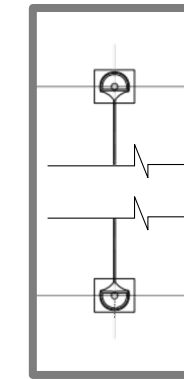
BLADE SIGNAGE DESIGN



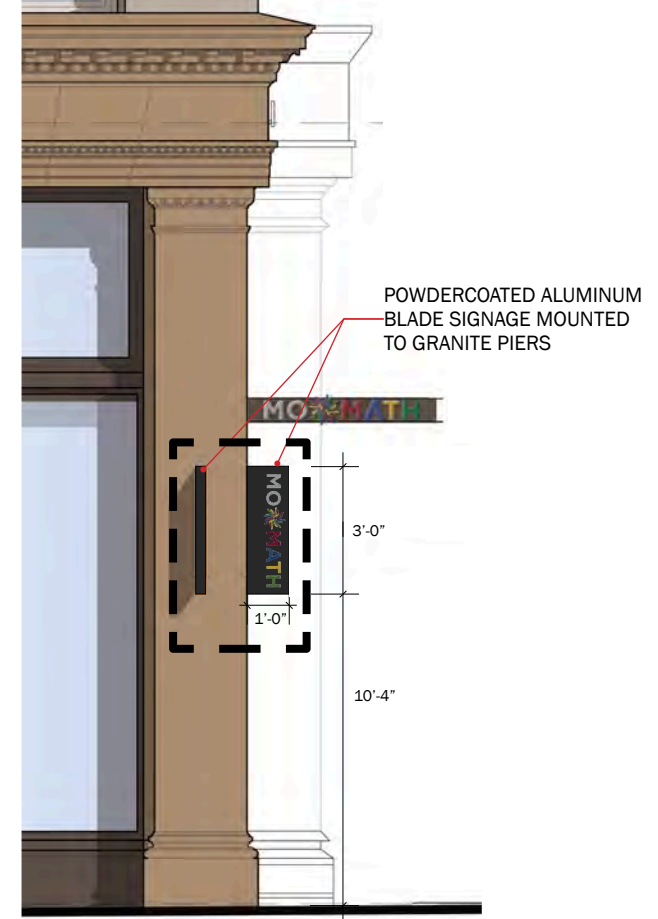
POWDERCOATED ALUMINUM



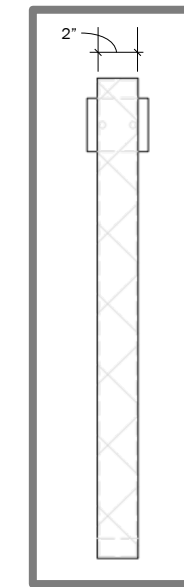
BANNER ELEVATION DETAIL



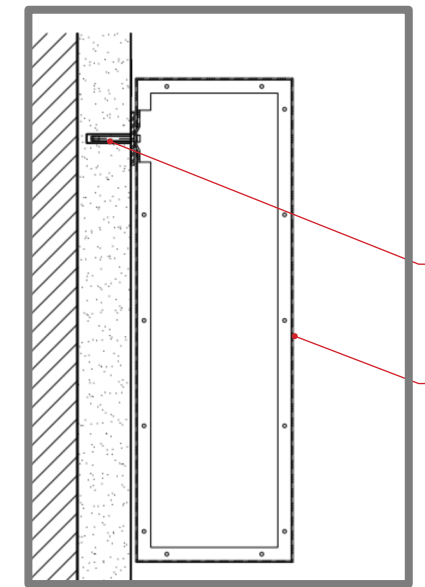
BANNER SECTION DETAIL



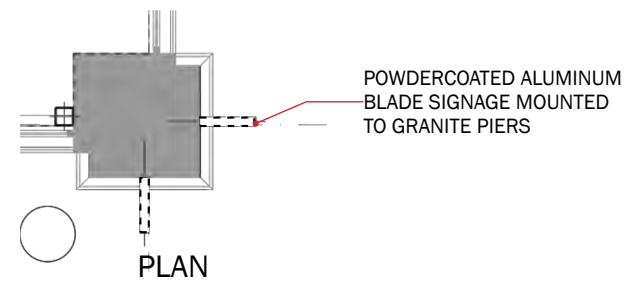
ELEVATION



BLADE ELEVATION DETAIL



BLADE SECTION DETAIL



PLAN



Sixth Avenue Elevation



PROPOSED ELEVATION - SIXTH AVENUE



PROPOSED ELEVATION - WEST 19TH STREET

Approved Sixth Avenue Canopies



625 Sixth Avenue

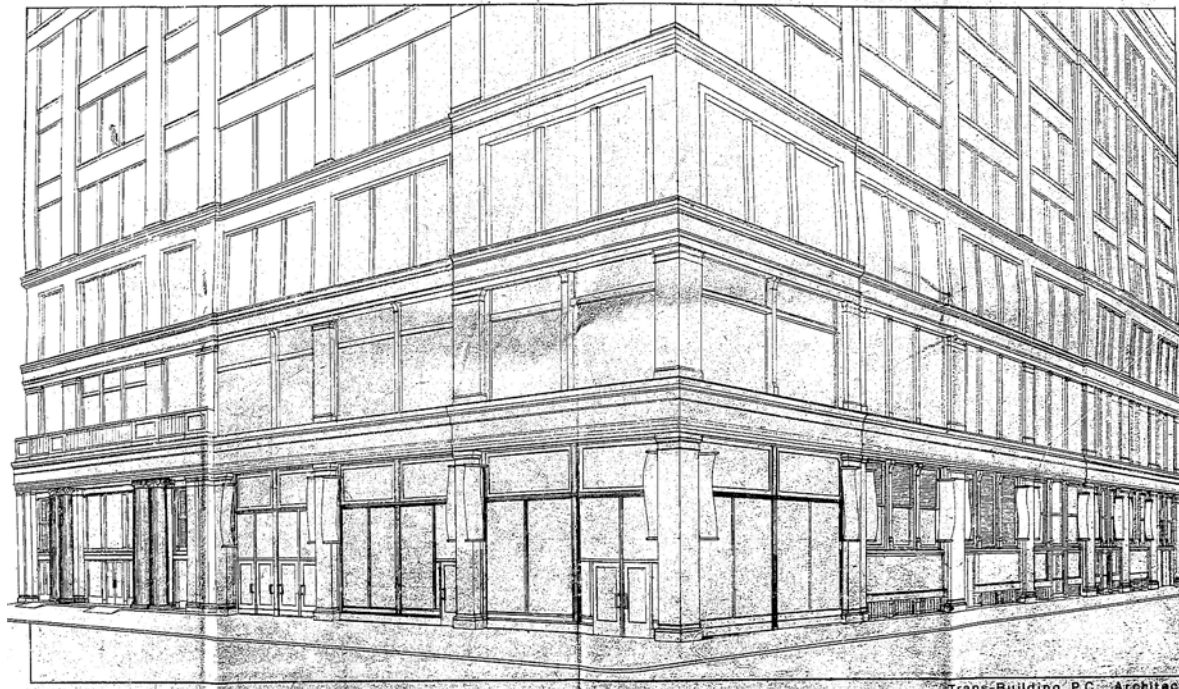


610 Sixth Avenue (1995)



655 Sixth Avenue

Approved Banner Signs



641 Sixth Avenue
Approved 1995



Jackie Robinson Museum, 75 Varick Street
Approved 2019



Museum of Pop Culture New York,
188 Madison Avenue (B. Altman & Co. Bldg.)
Approved 2018

Sixth Avenue near West 20th Street



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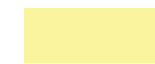

888-475-4499 (Toll free)

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APPENDIX

Sixth Avenue Entry



-  EXISTING TO REMAIN
-  NEW INFILL



EXISTING ELEVATION



PROPOSED ELEVATION

Sixth Avenue Entry Lighting and Equipment



ACCESSIBLE
PUSH PLATE



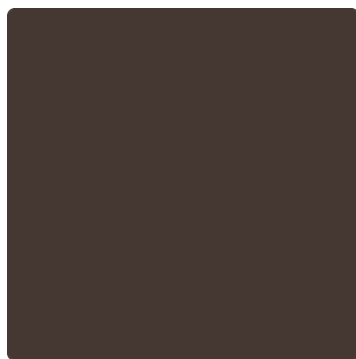
INTERCOM PANEL
WITH CARD READER



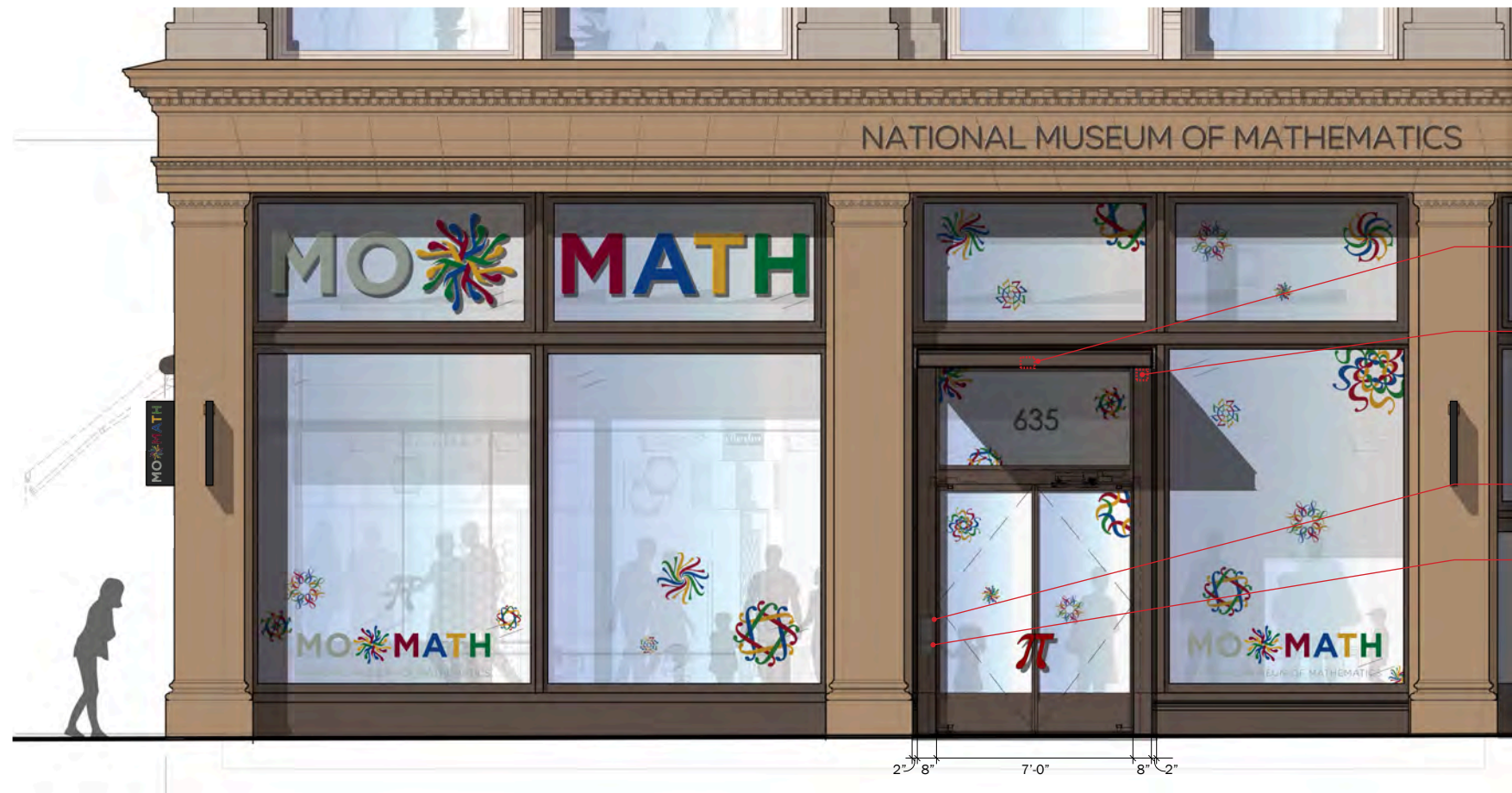
LED RECESSED
DOWNLIGHT



SECURITY CAMERA

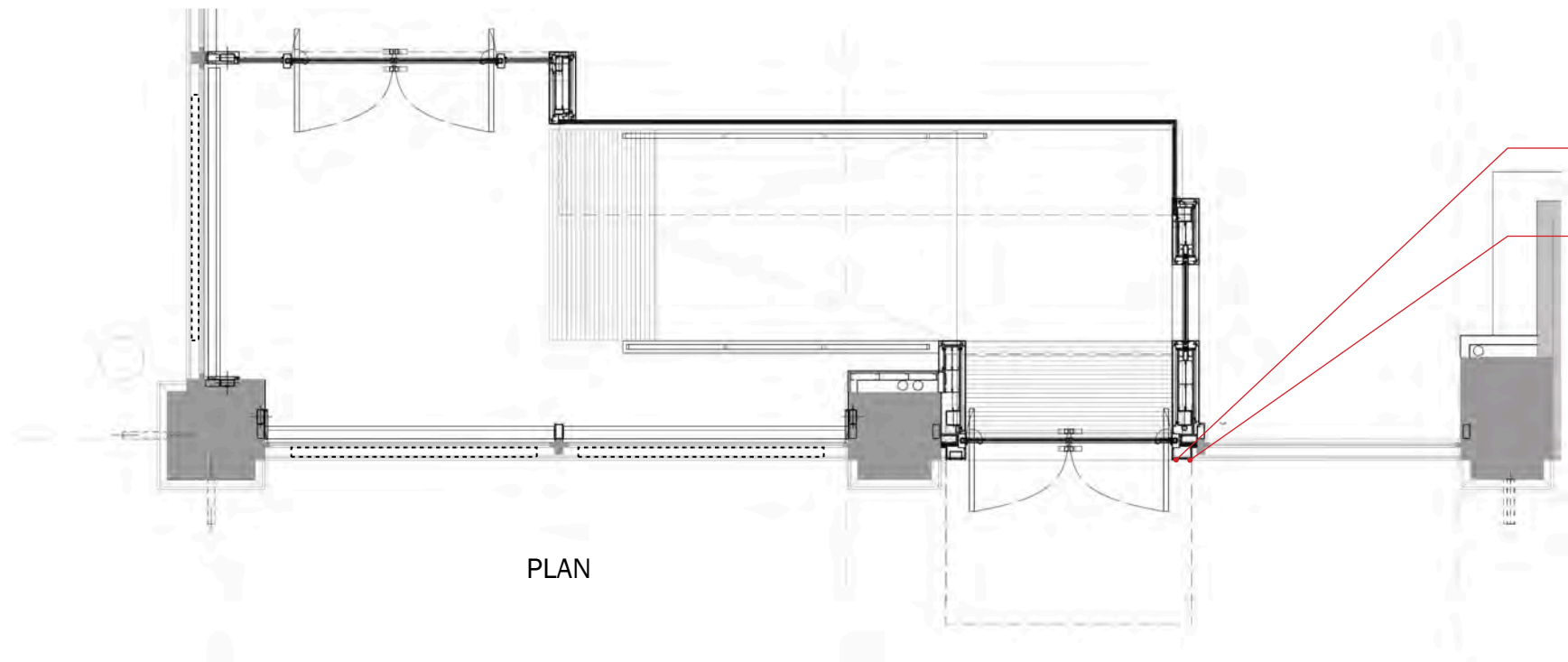


FINISHES TO MATCH: BM
BITTERSWEET CHOCOLATE



ELEVATION

- LED RECESSED
DOWNLIGHT
- SECURITY CAMERA
- INTERCOM PANEL
WITH CARD READER
- ACCESSIBLE
PUSH PLATE



PLAN

- INTERCOM PANEL
WITH CARD READER
- POWER DOOR
PUSH PLATE

ELEVATIONS

19th Street Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

Avenue of the Americas Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

Sixth Avenue Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

West 19th Street Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

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Public Hearing

The current proposal is:

Preservation Department – Items 3 & 4, LPC-25-03725 & LPC-25-03726

635-641 Avenue of the Americas – Ladies' Mile Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 560 5566

Passcode: 604575

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

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Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.