

The current proposal is:

**Preservation Department – Items 2 & 3, LPC-25-03725 & LPC-25-03726**

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

**Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.**

# Landmarks Preservation Commission

MOMATH : 635 - 641 Avenue of the Americas  
December 03, 2024

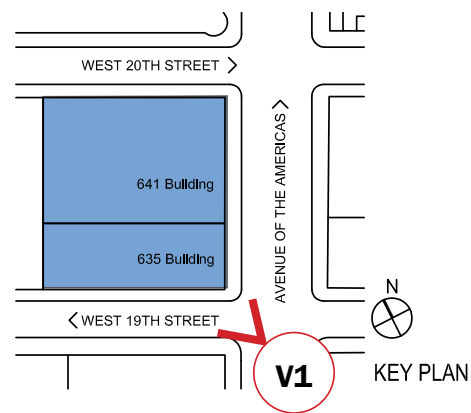
635 - 641 Sixth Avenue



635 SIXTH AVENUE

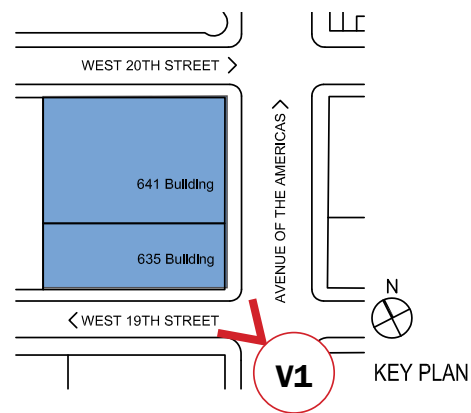
641 SIXTH AVENUE

# Sixth Avenue at West 19<sup>th</sup> Street



V1 EXISTING

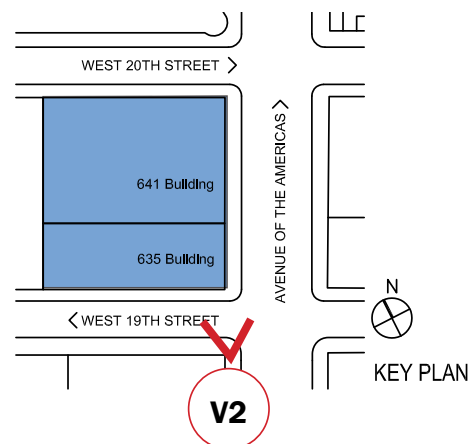
# Previously Proposed - Sixth Avenue at West 19<sup>th</sup> Street



V1 PREVIOUSLY PROPOSED

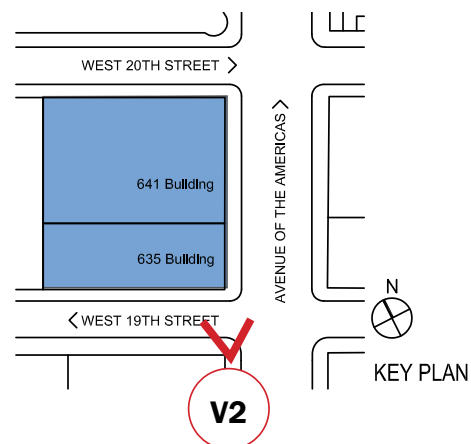


# Sixth Avenue at West 19<sup>th</sup> Street



V2 EXISTING

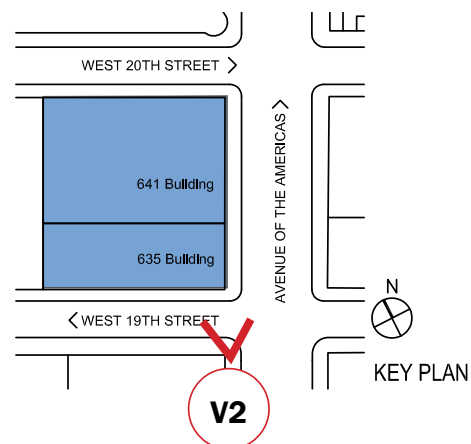
# Previously Proposed - Sixth Avenue at West 19<sup>th</sup> Street



V2 PREVIOUSLY PROPOSED

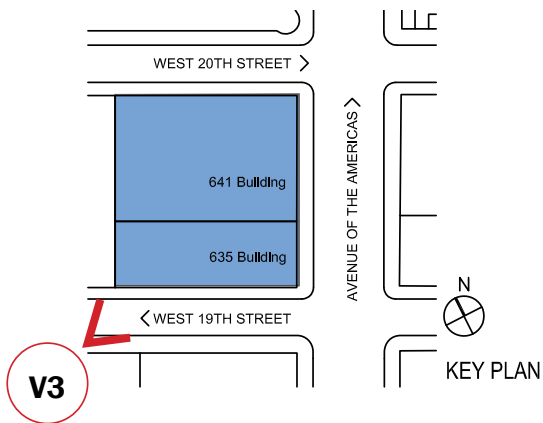


# Newly Proposed - Sixth Avenue at West 19<sup>th</sup> Street



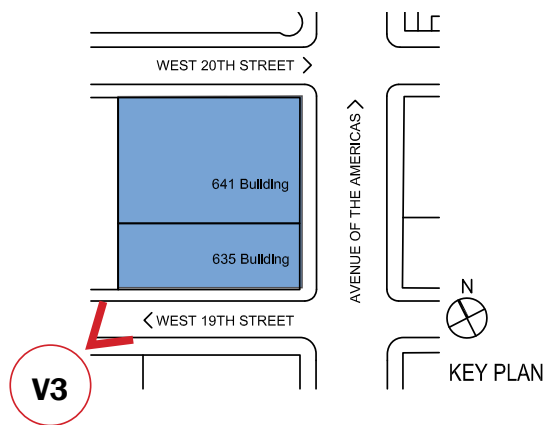
V2 NEWLY PROPOSED

# West 19<sup>th</sup> Street



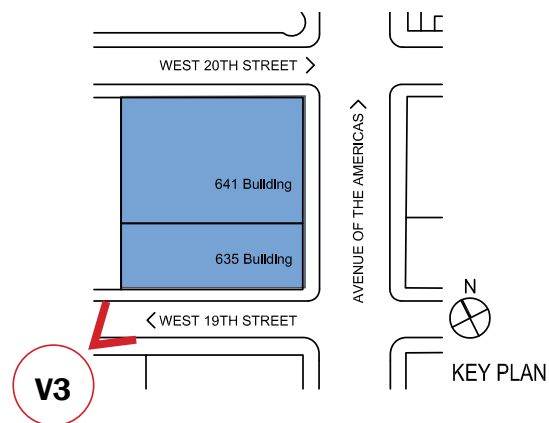
**V3** EXISTING

# Previously Proposed - West 19<sup>th</sup> Street



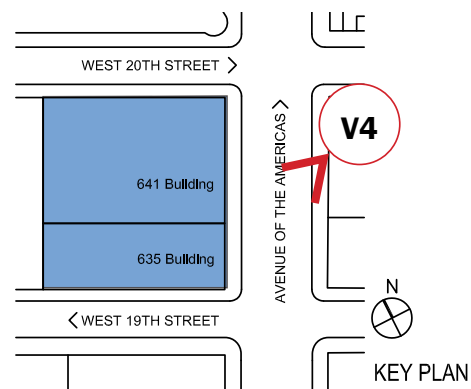
**V3** PREVIOUSLY PROPOSED

# Newly Proposed - West 19<sup>th</sup> Street



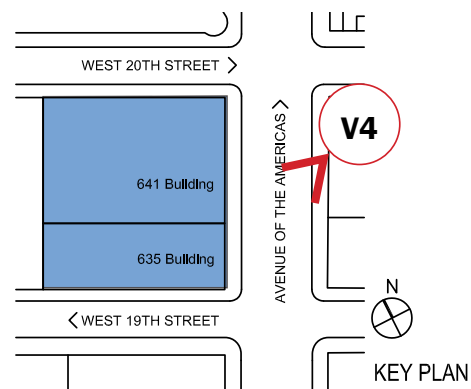
V3 NEWLY PROPOSED

# Sixth Avenue near West 20<sup>th</sup> Street



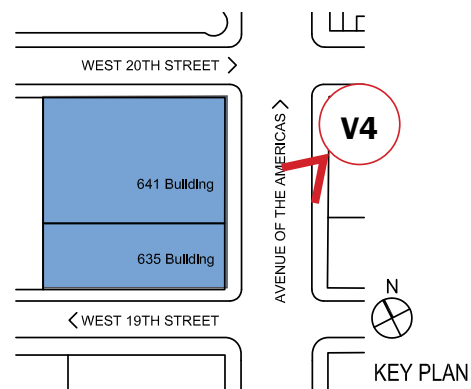
**V4** EXISTING

# Previously Proposed - Sixth Avenue near West 20<sup>th</sup> Street



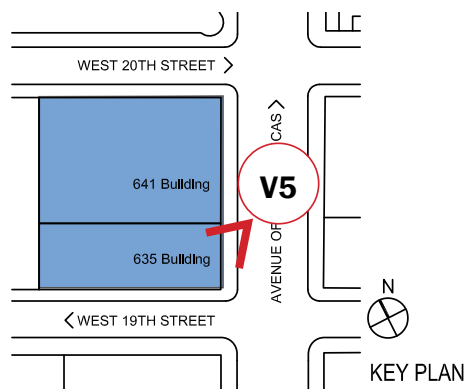
V4 PREVIOUSLY PROPOSED

# Newly Proposed - Sixth Avenue near West 20<sup>th</sup> Street



V4 NEWLY PROPOSED

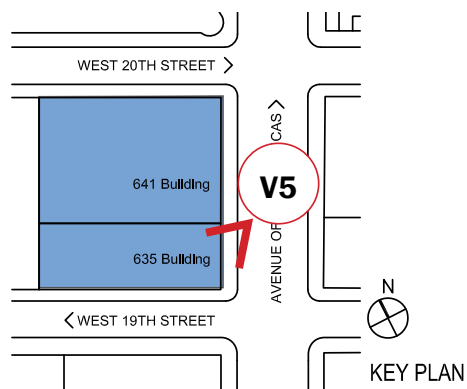
# Sixth Avenue near West 20<sup>th</sup> Street



V5 EXISTING

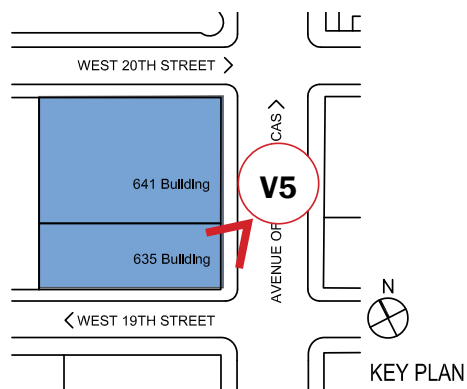


# Previously Proposed - Sixth Avenue near West 20<sup>th</sup> Street - 11/19/24



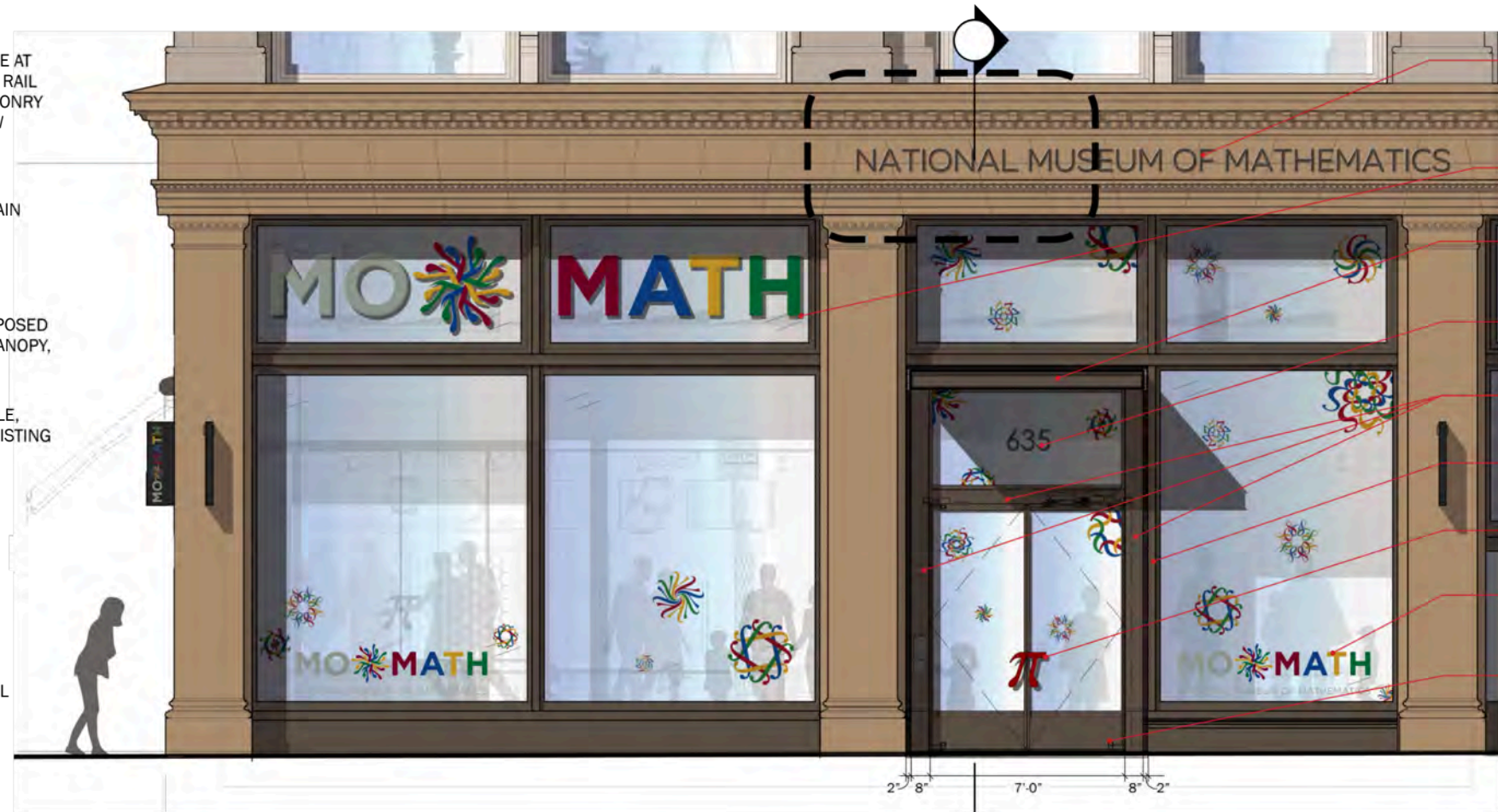
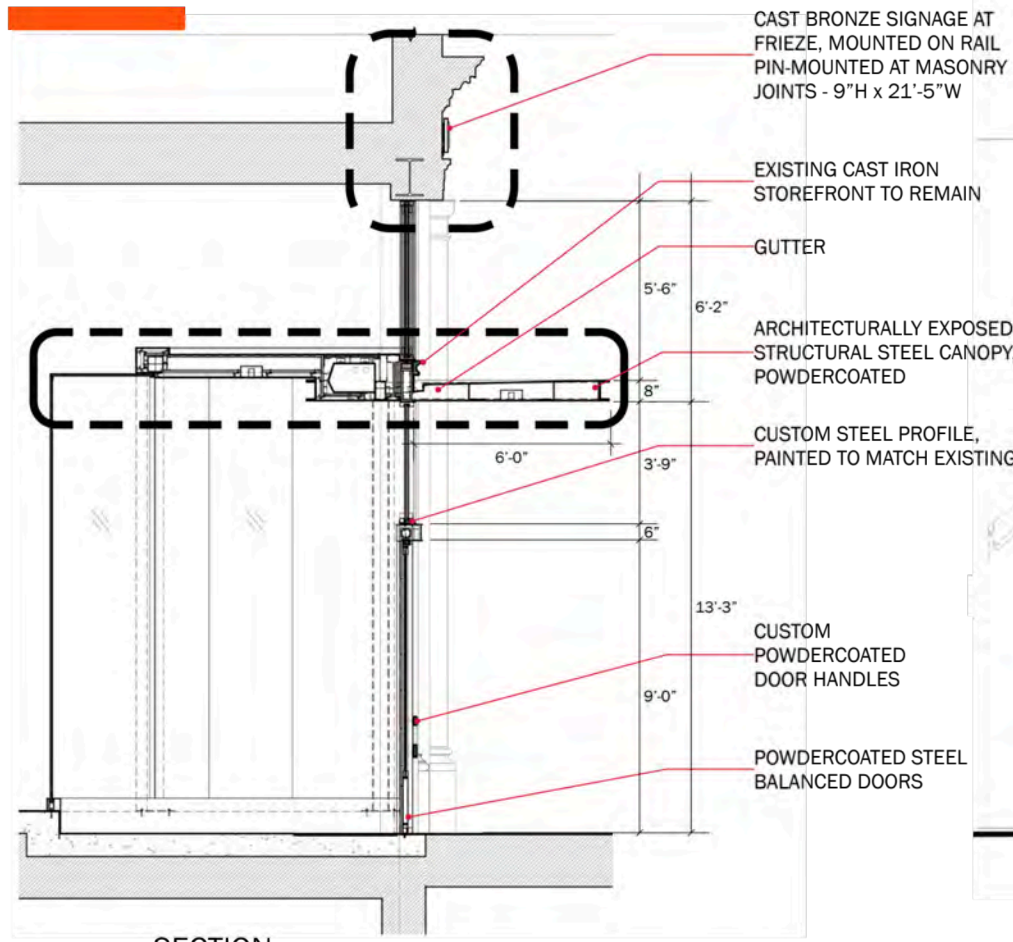
V5 PREVIOUSLY PROPOSED

# Newly Proposed - Sixth Avenue near West 20<sup>th</sup> Street



V5 NEWLY PROPOSED

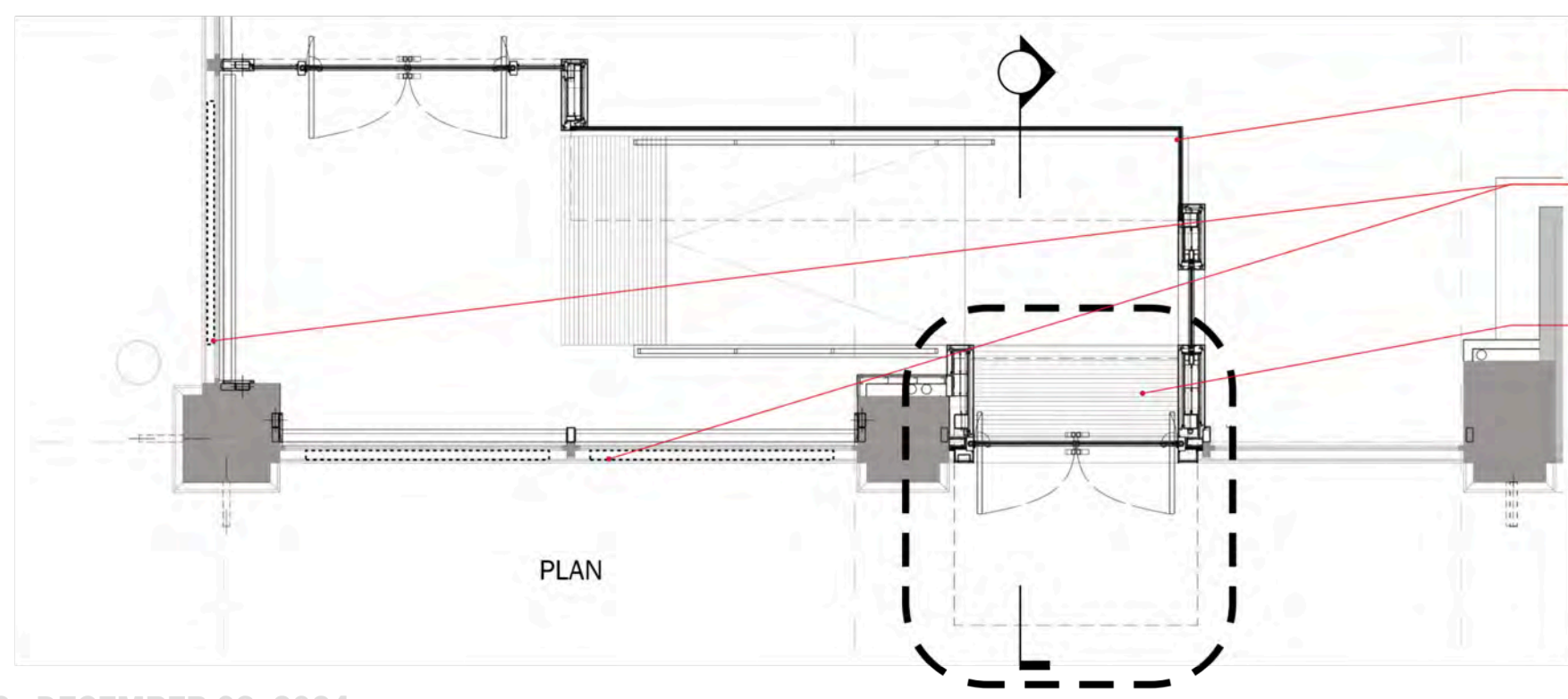
# Previously Proposed - Sixth Avenue Entry



- 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

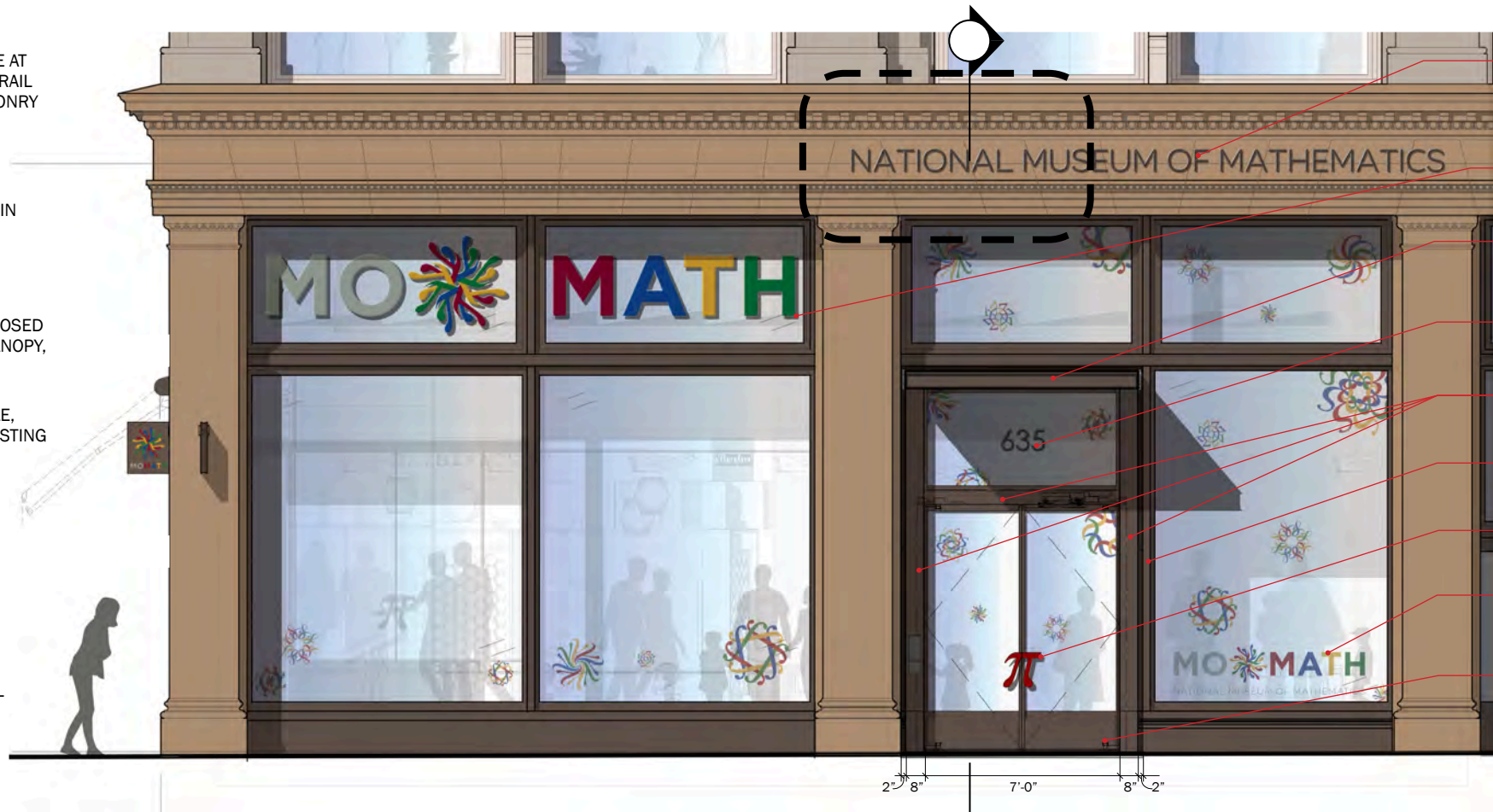
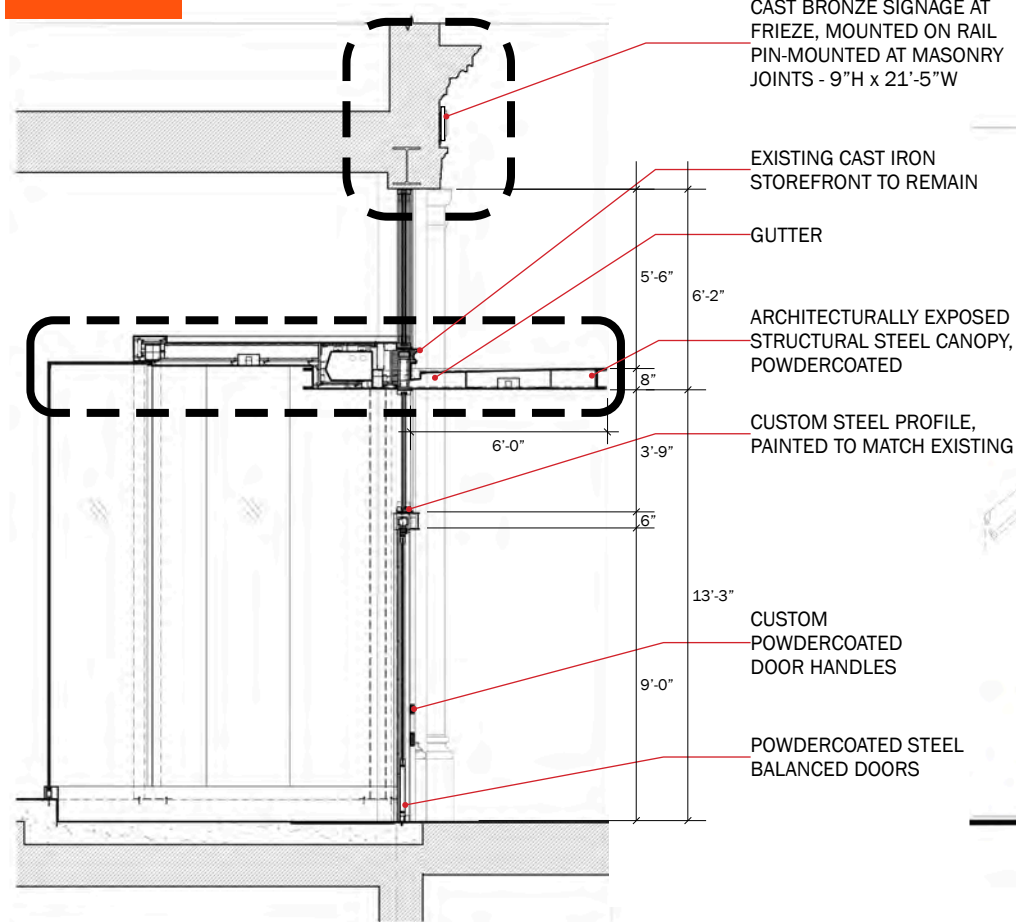


STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE

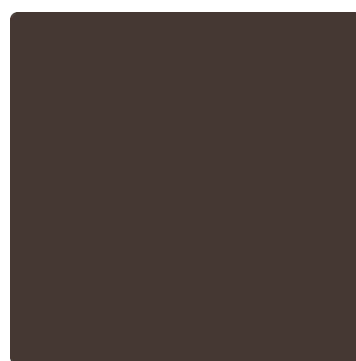


- STRUCTURALLY GLAZED STOREFRONT
- POWDERCOATED ACRYLIC SIGNAGE, ADHESIVE MOUNTED TO GLASS
- STAINLESS STEEL WALK-OFF MAT

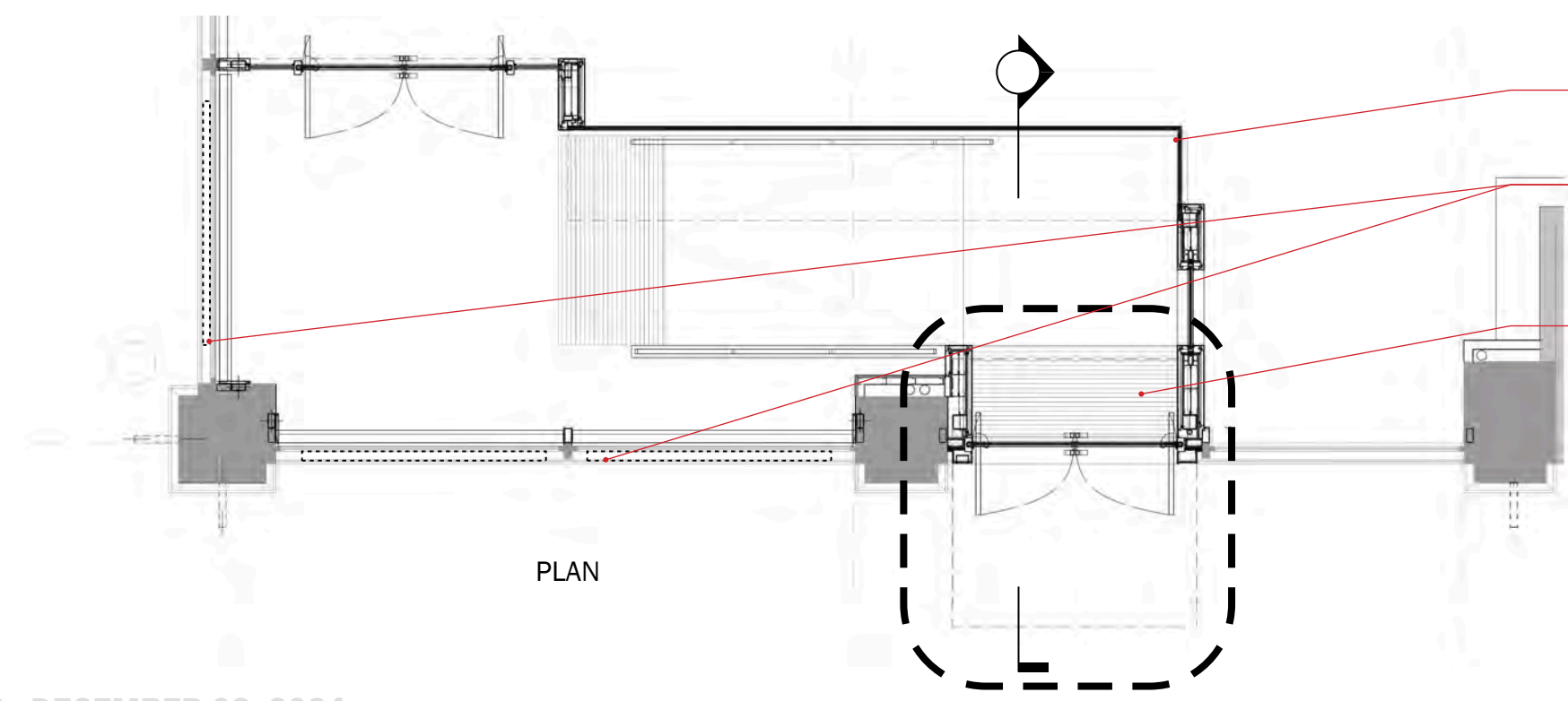
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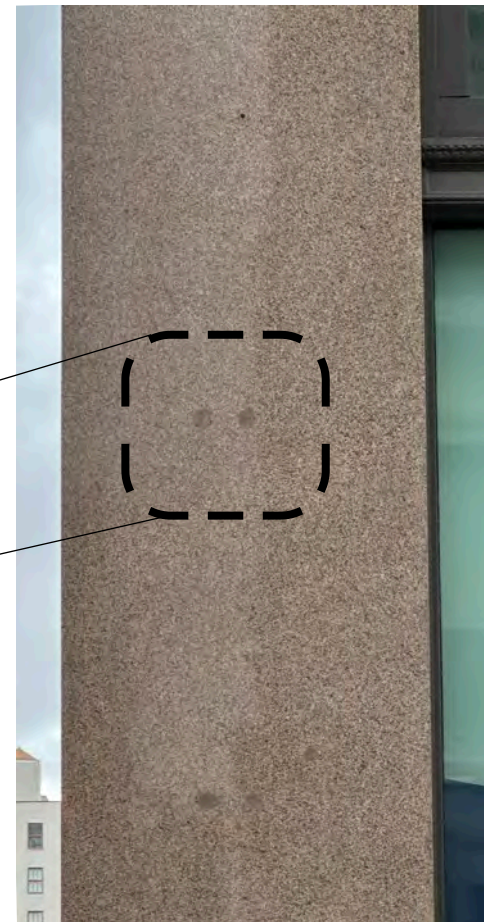
STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE



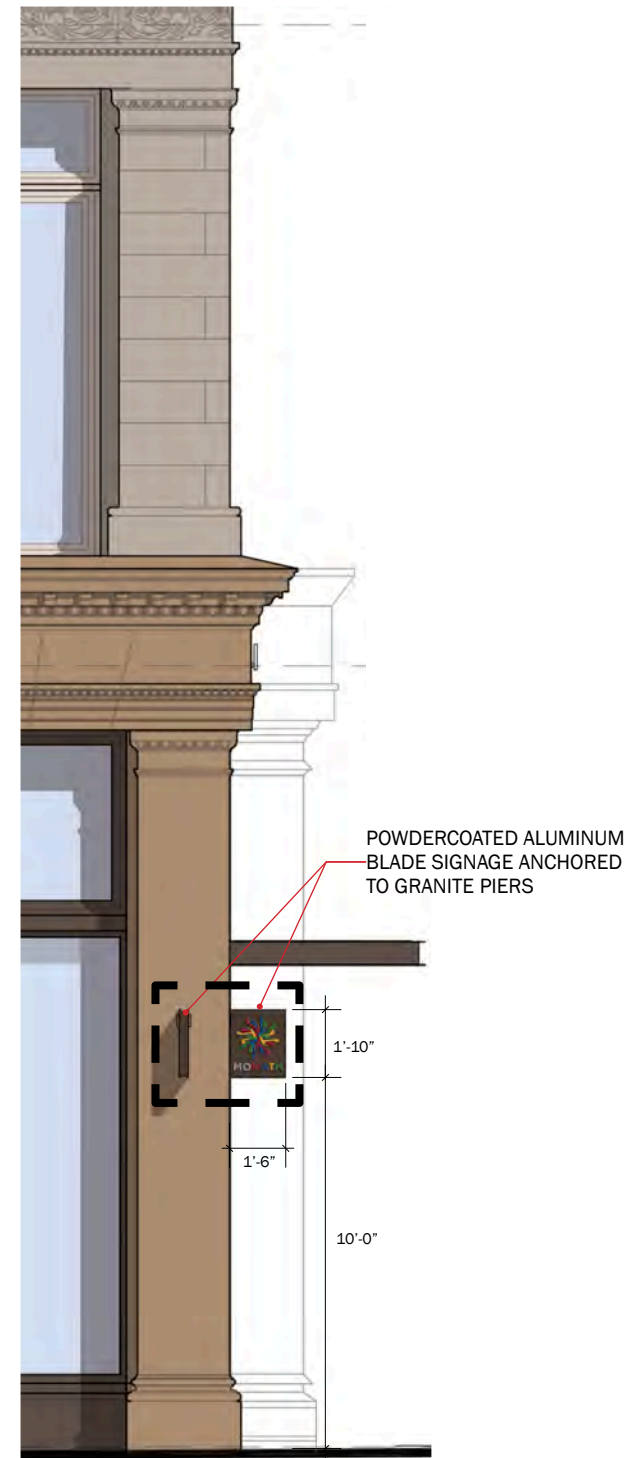
# Banners and Blade Signage



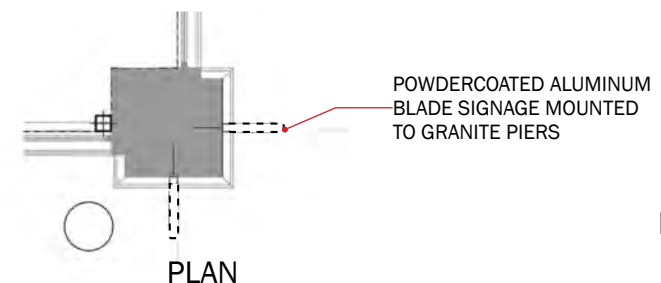
EXISTING CORNER CONDITION



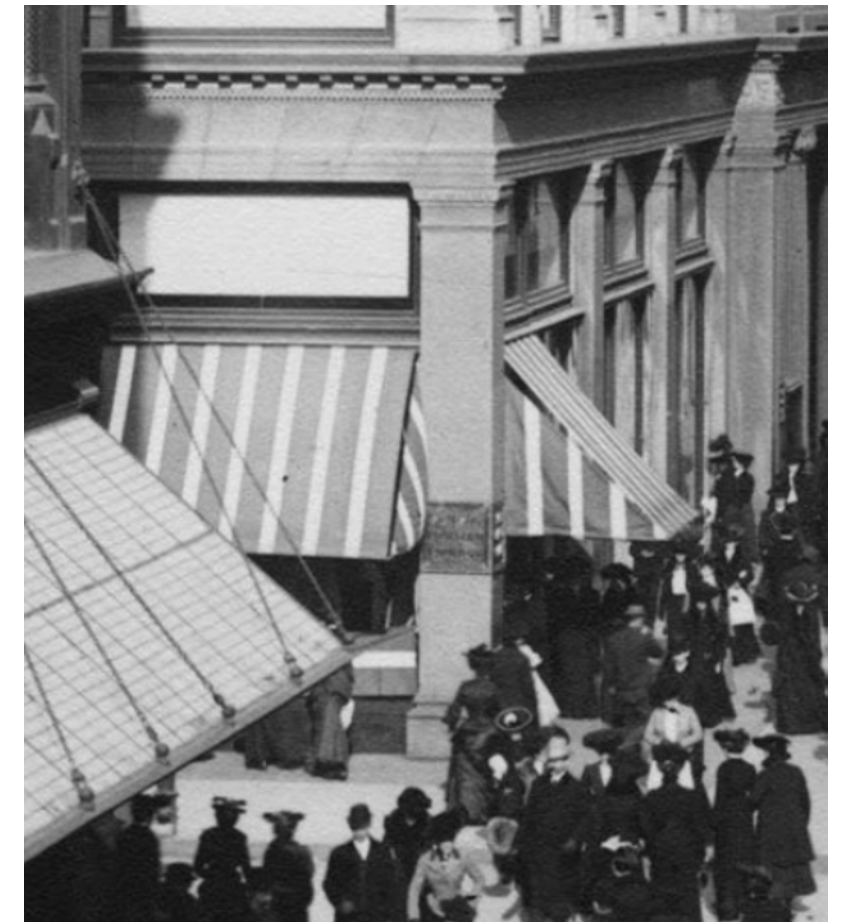
EXISTING ANCHOR PATCHING AT GRANITE



ELEVATION



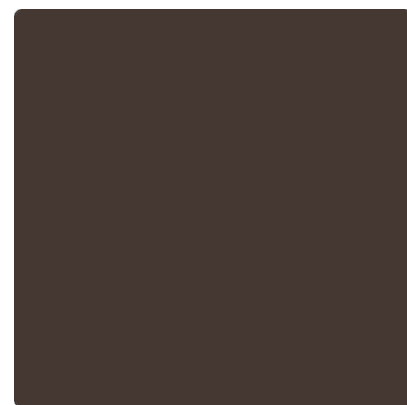
PLAN



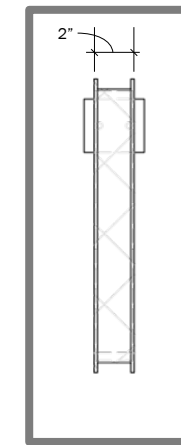
CORNER SIGNAGE AT SIMPSON-CRAWFORD & SIMPSON (NEW YORK HISTORICAL SOCIETY)



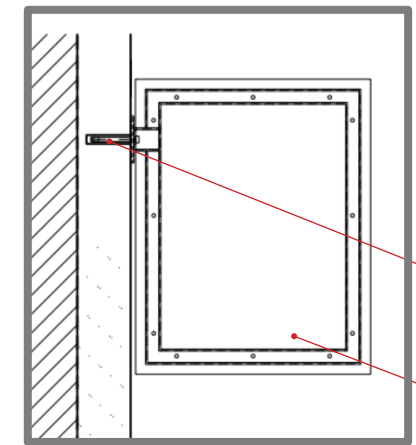
BLADE SIGNAGE DESIGN



POWDERCOATED ALUMINUM



BLADE ELEVATION DETAIL



BLADE SECTION DETAIL

EPOXY COATED ANCHOR THROUGH EXISTING FILLED PENETRATION

POWDERCOATED ALUMINUM BLADE

# Previously Proposed - Elevations



PREVIOUSLY PROPOSED ELEVATION - SIXTH AVENUE



PREVIOUSLY PROPOSED ELEVATION - WEST 19TH STREET

# Newly Proposed - Elevations



NEWLY PROPOSED ELEVATION - SIXTH AVENUE



NEWLY PROPOSED ELEVATION - WEST 19TH STREET

## Sixth Avenue near West 20<sup>th</sup> Street





The current proposal is:

**Preservation Department – Items 2 & 3, LPC-25-03725 & LPC-25-03726**

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

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# APPENDIX

MOMATH : 635 - 641 Sixth Avenue







**“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

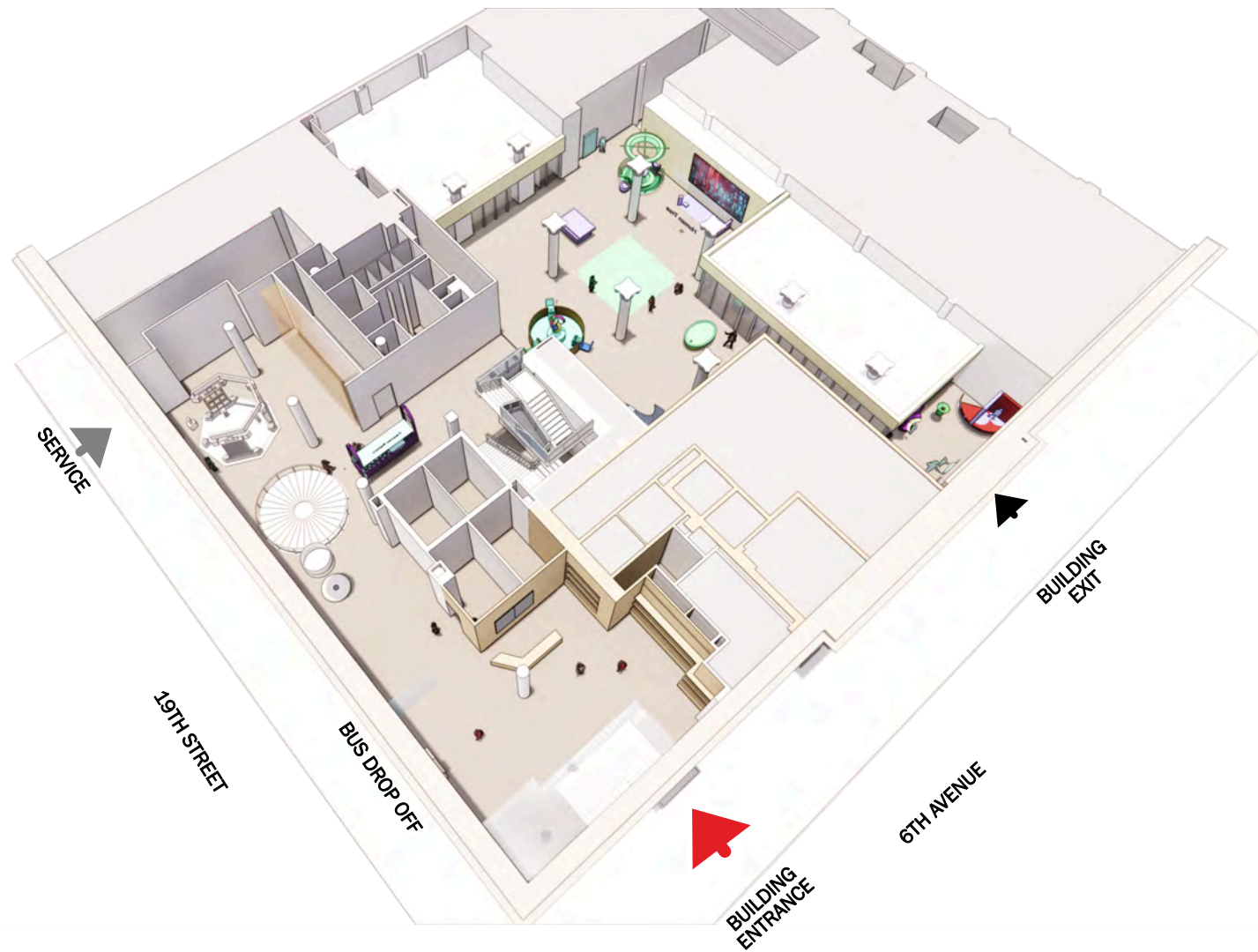
- North America's premier cultural institution devoted to the wonders of mathematics and its many connections to the world around us.
- Manhattan's only hands-on science center.
- Through dynamic exhibits and wide-ranging public programs, MoMath illuminates the wonder of math, reveals its aesthetic nature,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



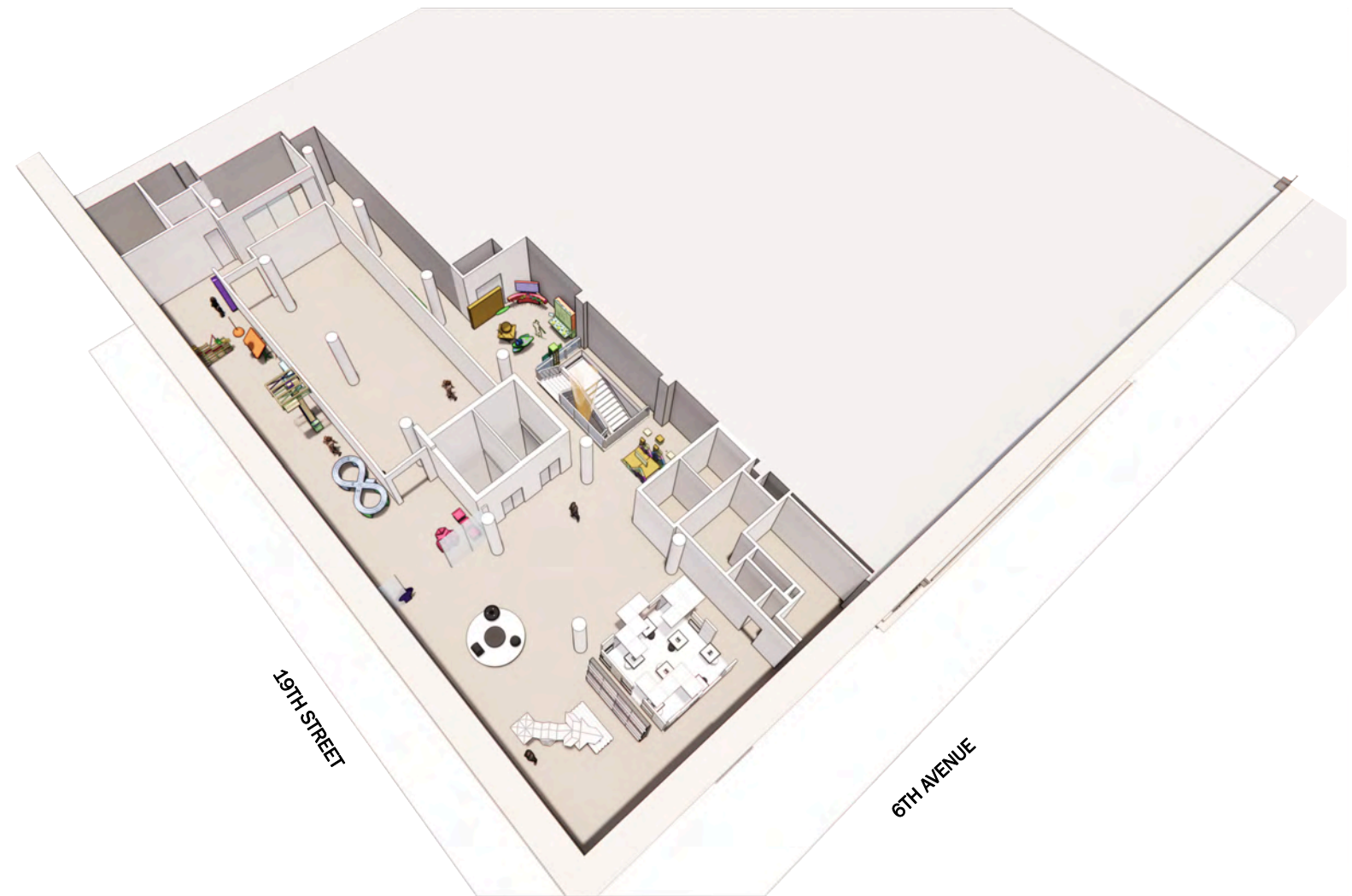
MOMATH : 635 - 641 Sixth Avenue



# Proposed Floor Plans



**GROUND FLOOR**



**SECOND FLOOR**



## View from Sixth Avenue at West 19<sup>th</sup> Street



# EXISTING CONDITIONS & BUILDING HISTORY

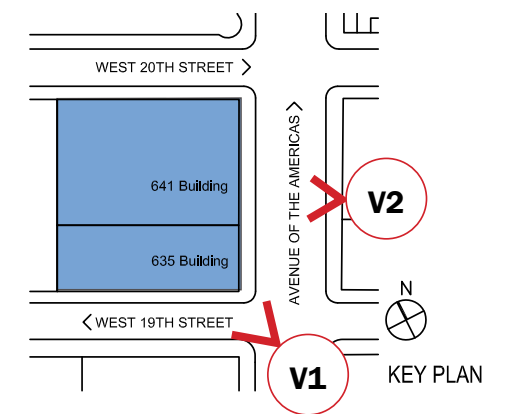
# Existing Conditions



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

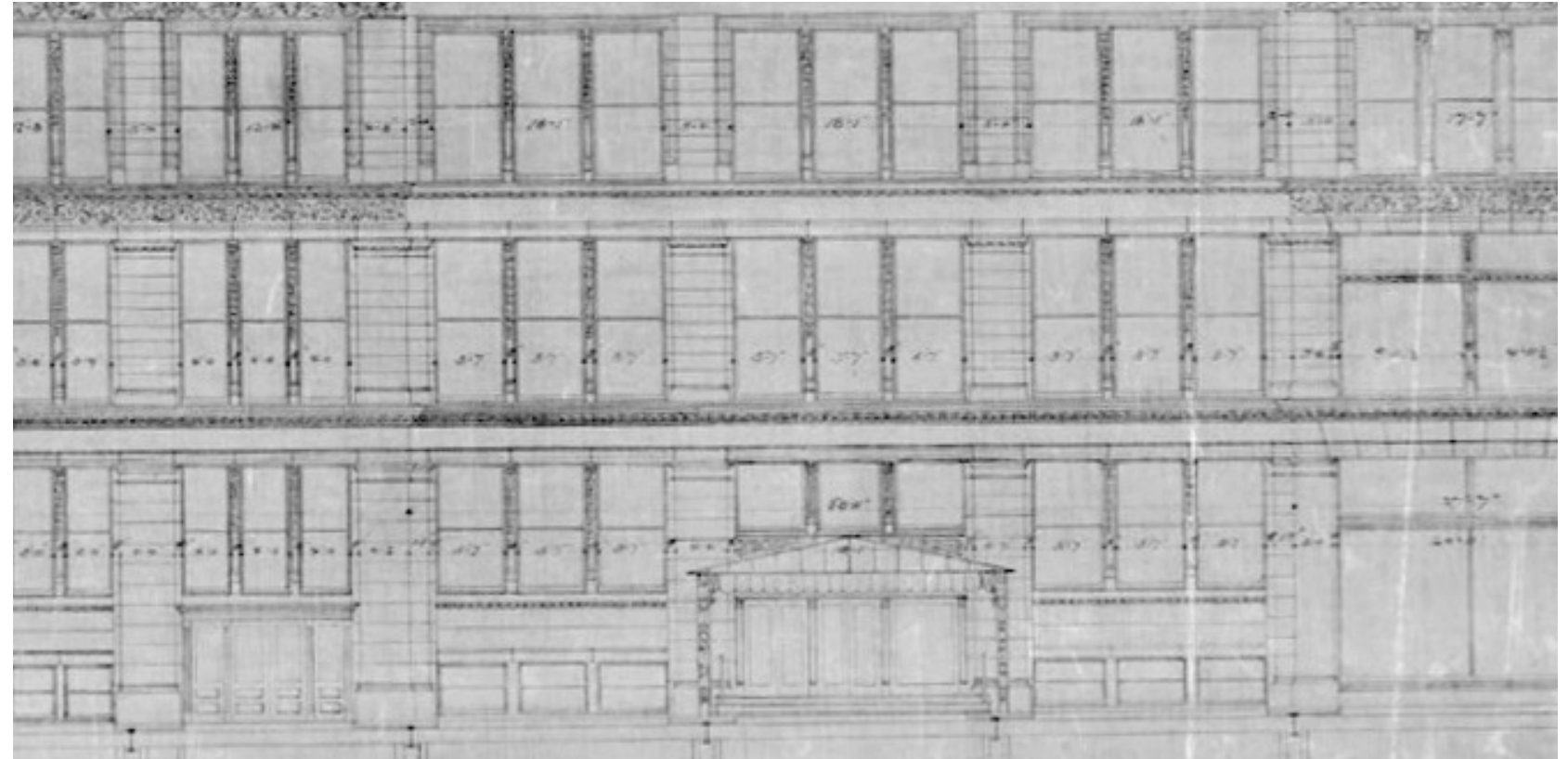


Storefronts and interior atrium, 1904 (Museum of the City of New York)

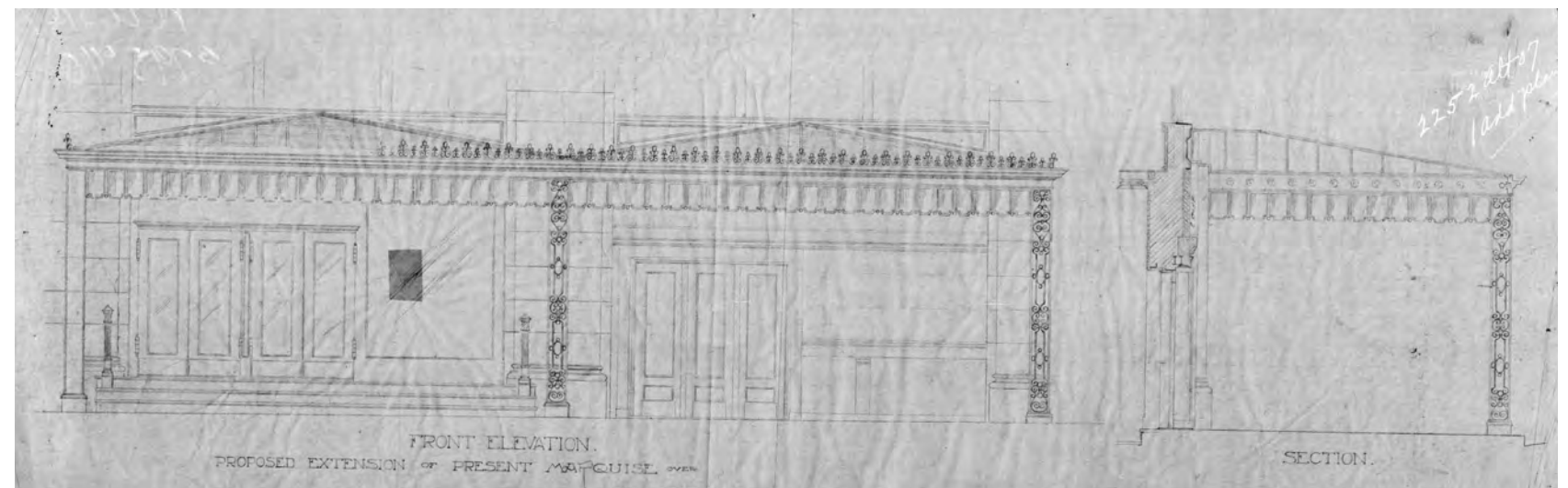
# Simpson, Crawford & Simpson Department Store



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

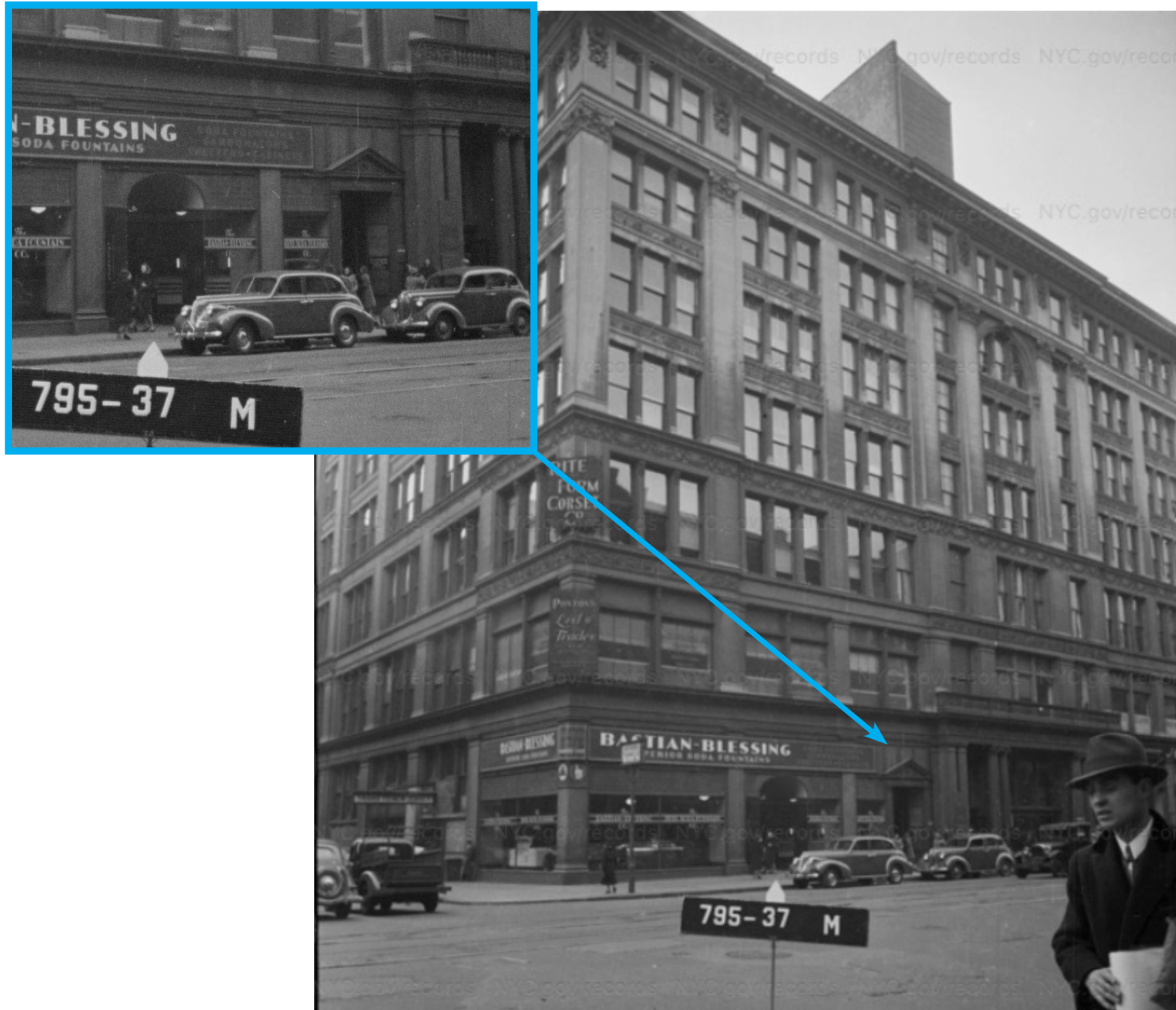


B. Altman, 625 Sixth Avenue (foreground)  
and Simpson-Crawford (New-York  
Historical Society)



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

## Later History



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

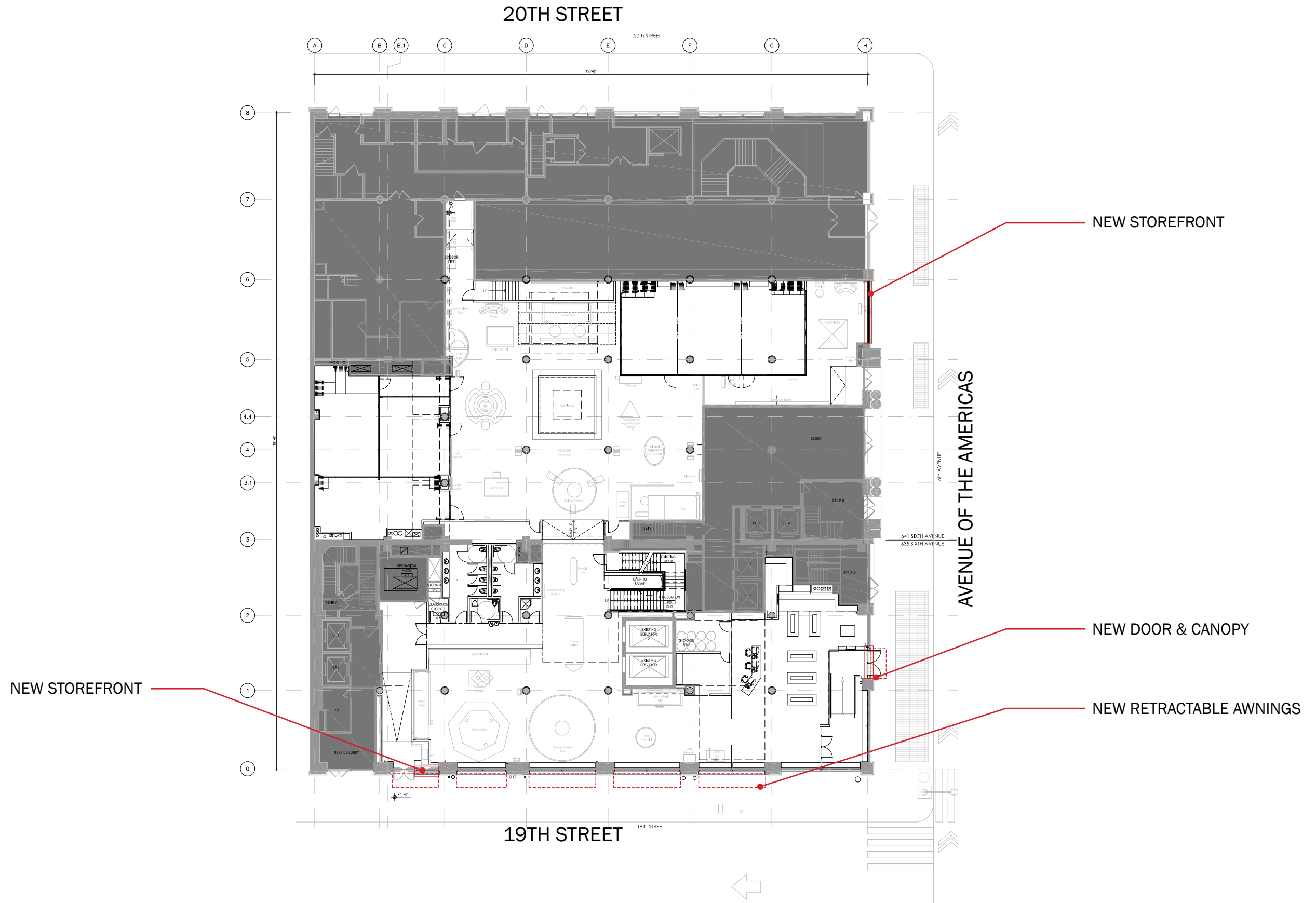


LPC Designation Photo, 1989



# PROPOSED PLANS

# Ground Floor Plan



## Existing Conditions: 635 Sixth Avenue Retail Entry



EXISTING ELEVATION

# Sixth Avenue Entry

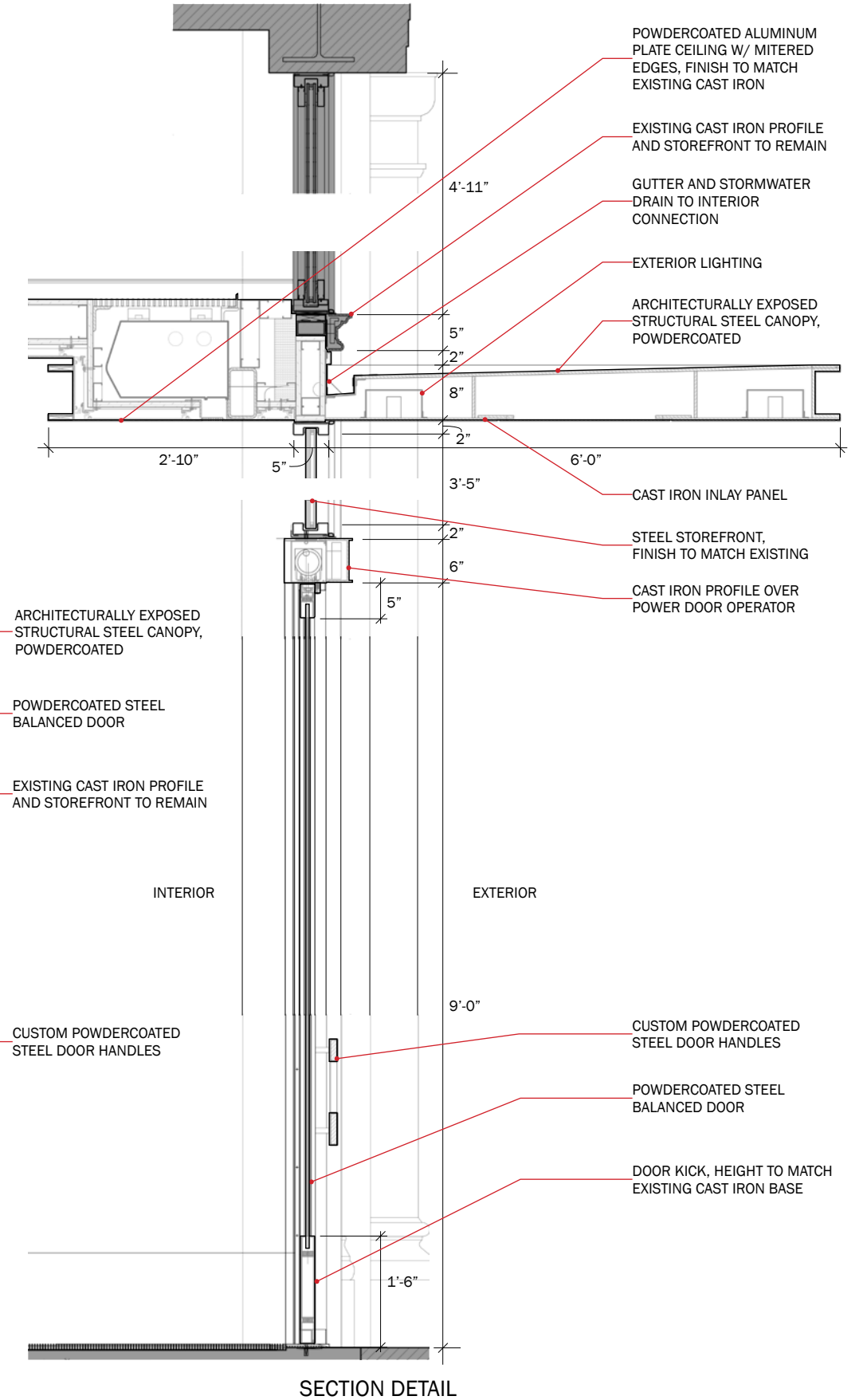
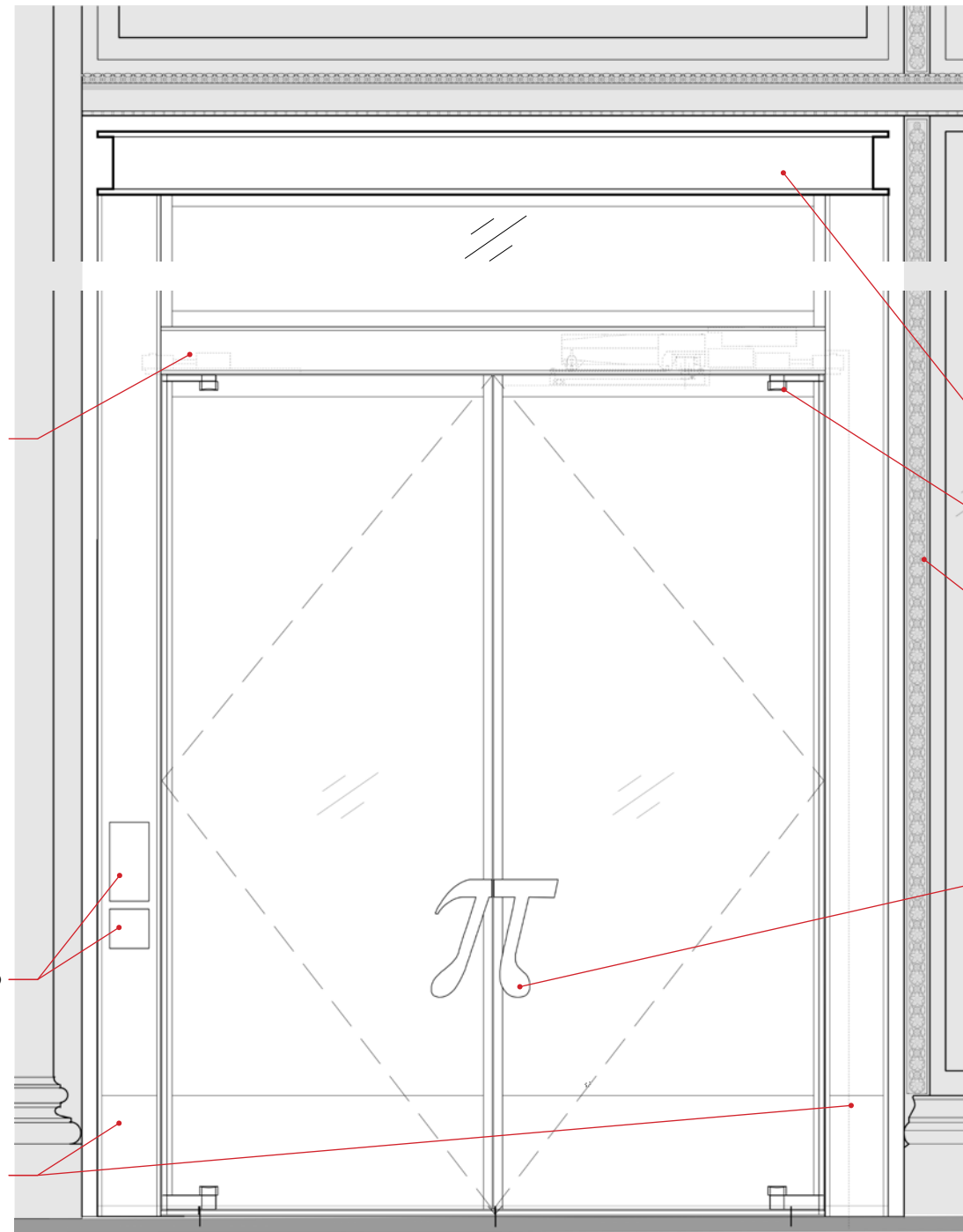
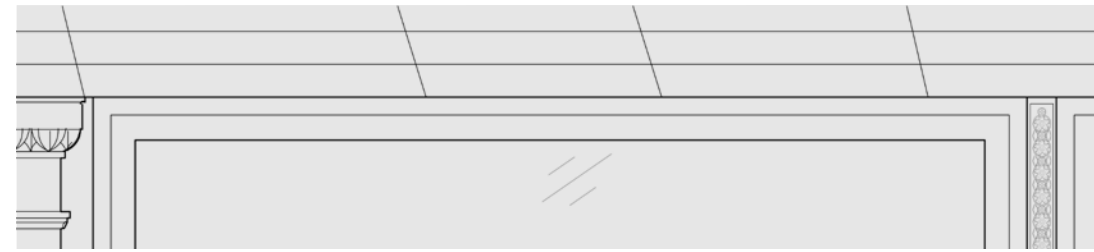
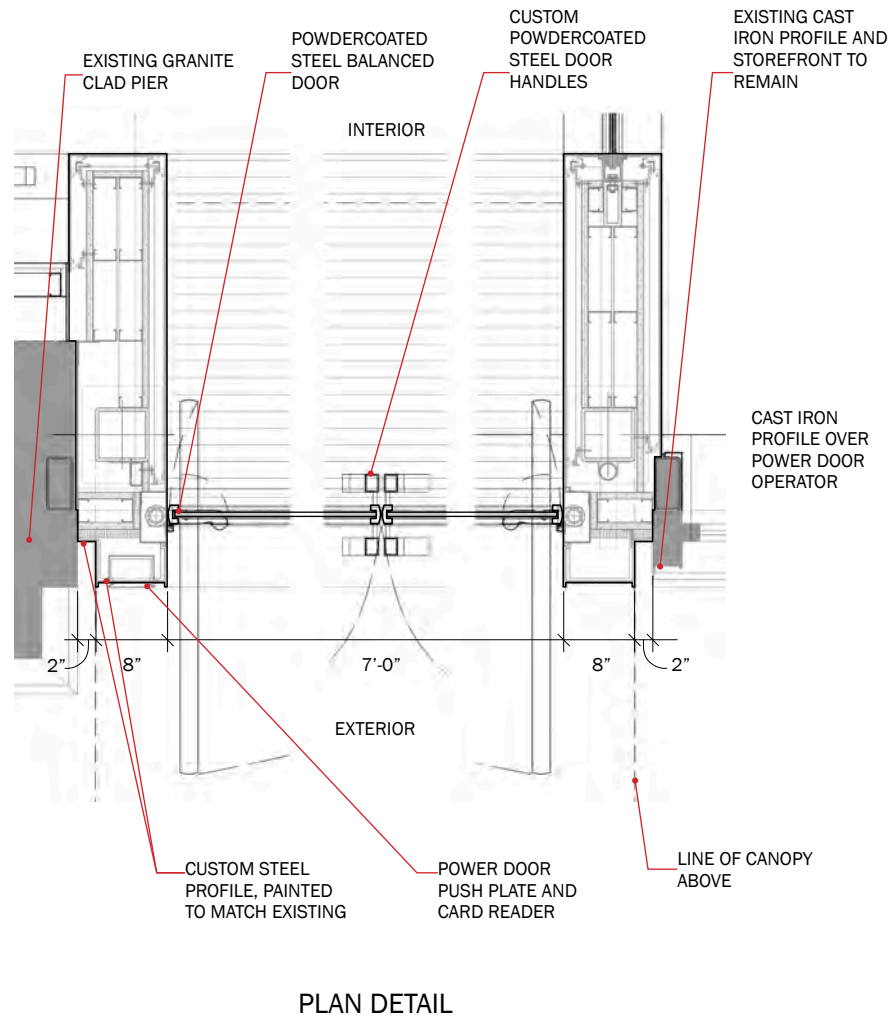


EXISTING ELEVATION

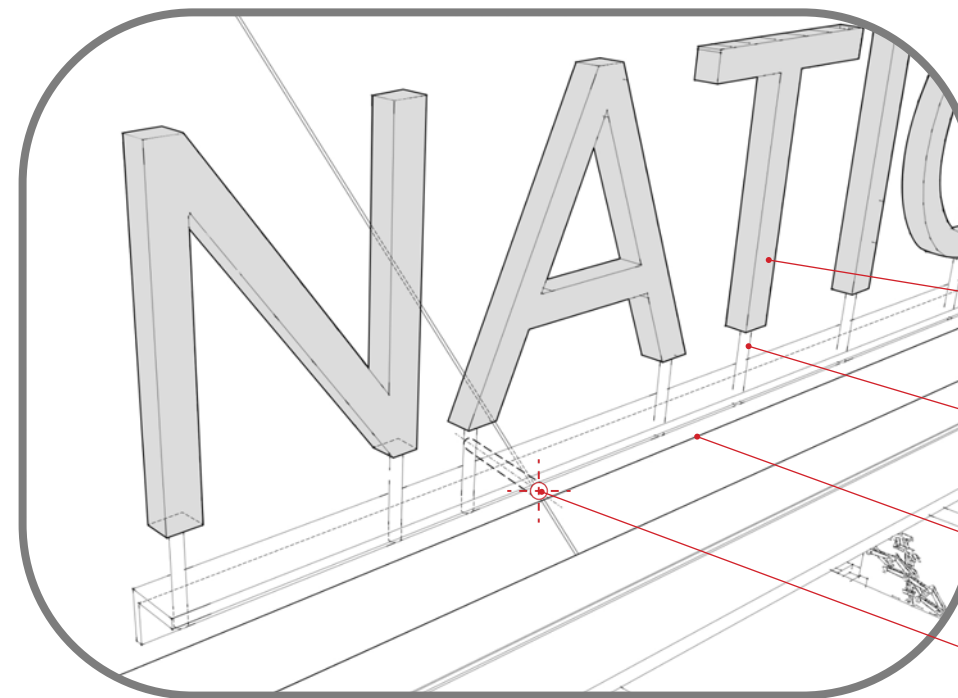


PROPOSED ELEVATION

# Sixth Avenue Entry



# Pin-Mounted Lettering at Signband



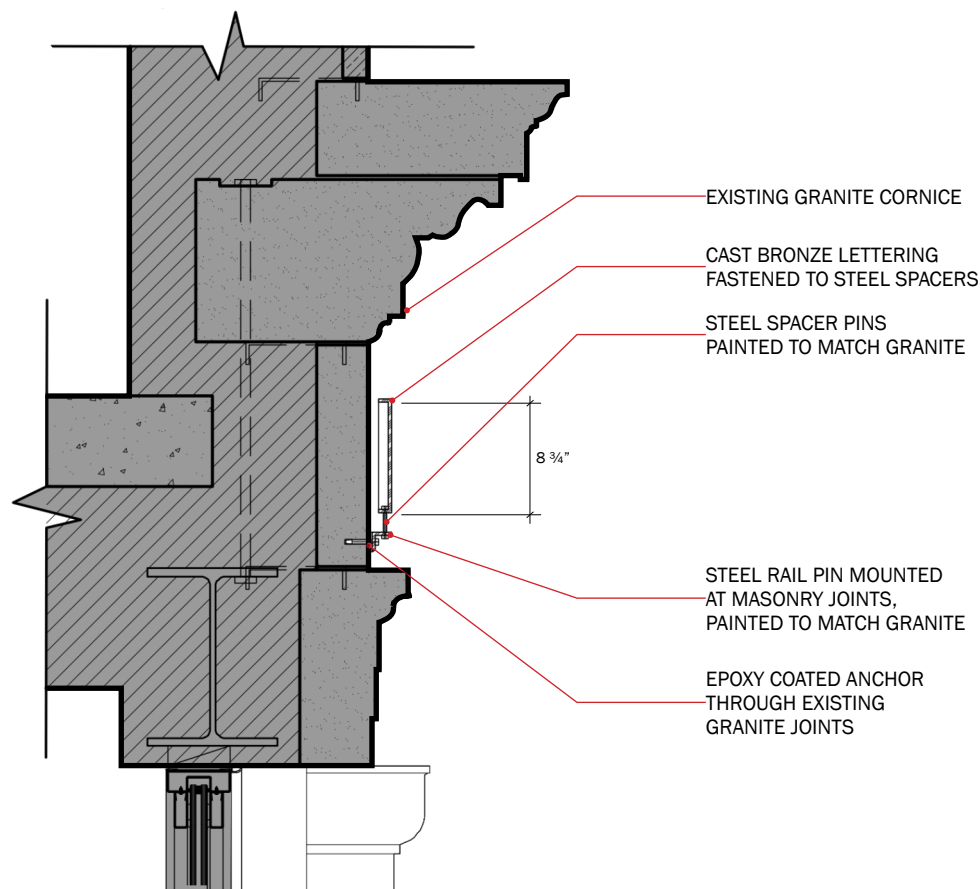
CAST BRONZE LETTERING  
FASTENED TO STEEL SPACERS

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

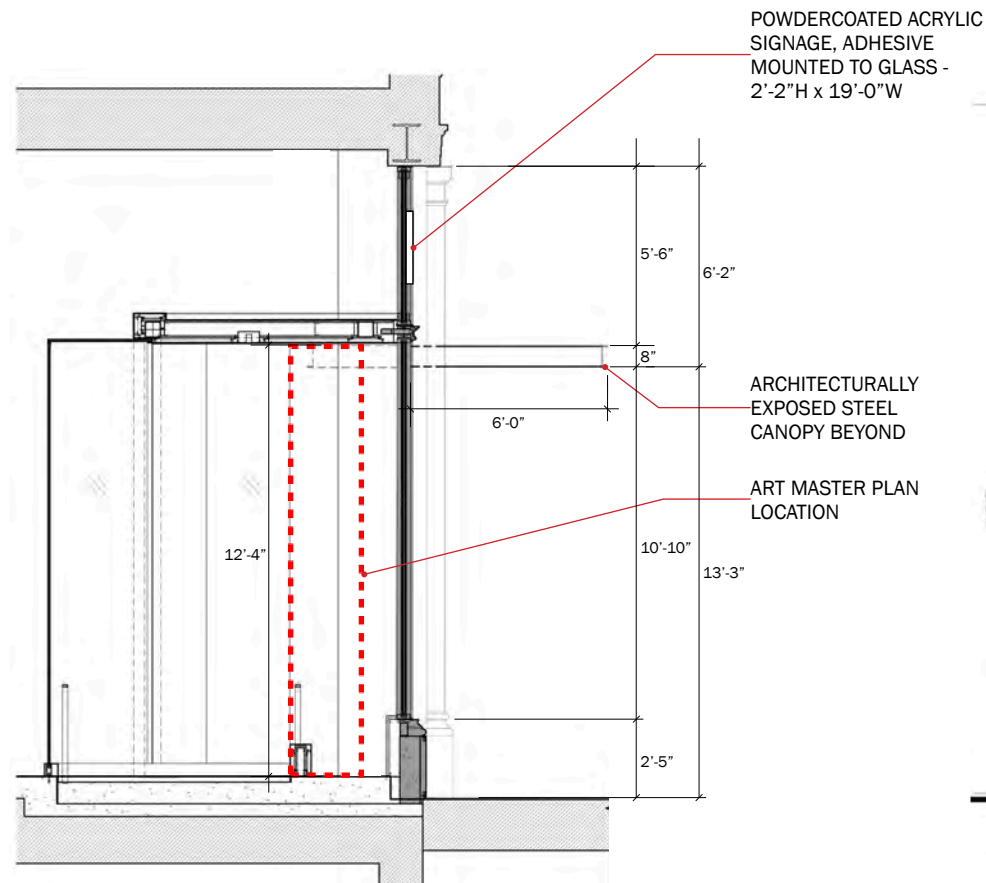


8 3/4"

EPOXY COATED ANCHOR  
THROUGH EXISTING  
JOINTS IN GRANITE FRIEZE

ELEVATION DETAIL

## Sixth Avenue Entry: Art Master Plan



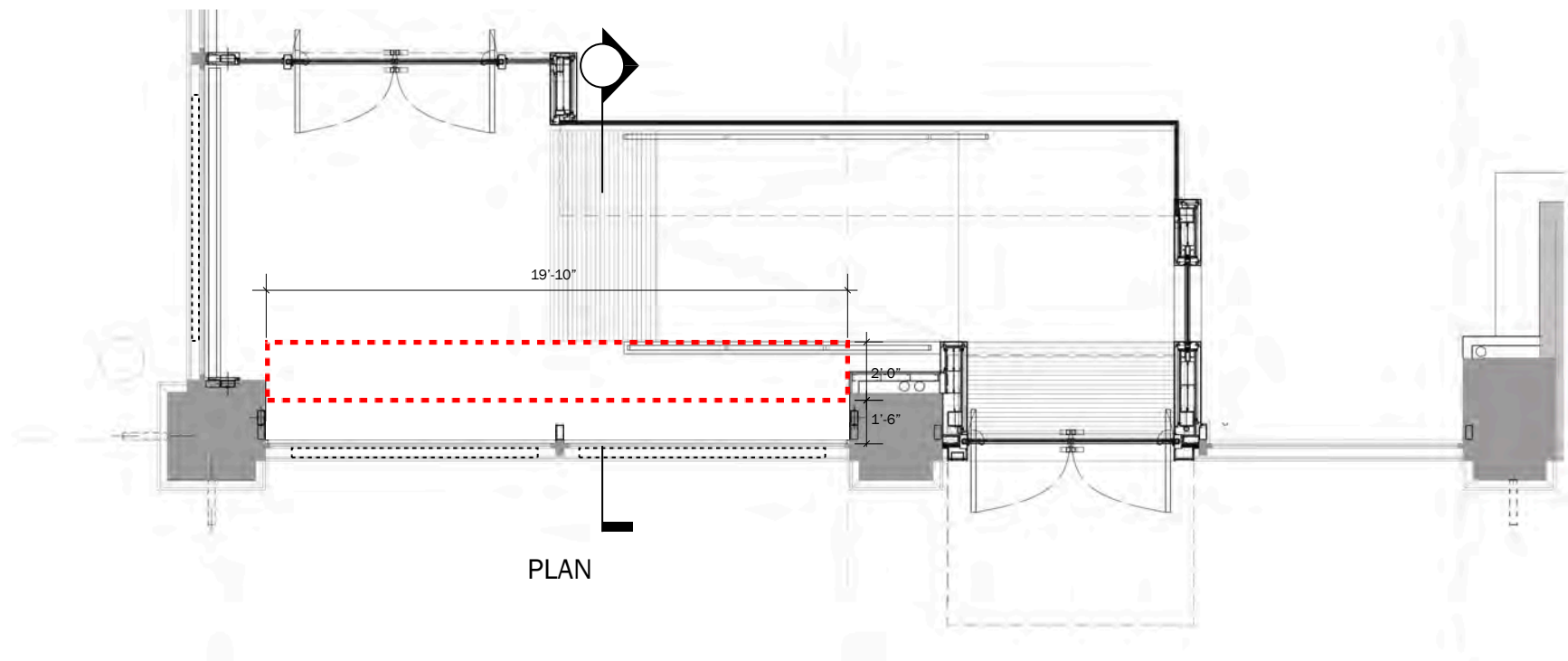
SECTION



ELEVATION

## Art Master Plan Parameters

- Southern 6<sup>th</sup> Ave storefront bay only - West 19<sup>th</sup> 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.



PLAN

# Interior Changing Exhibit/Display



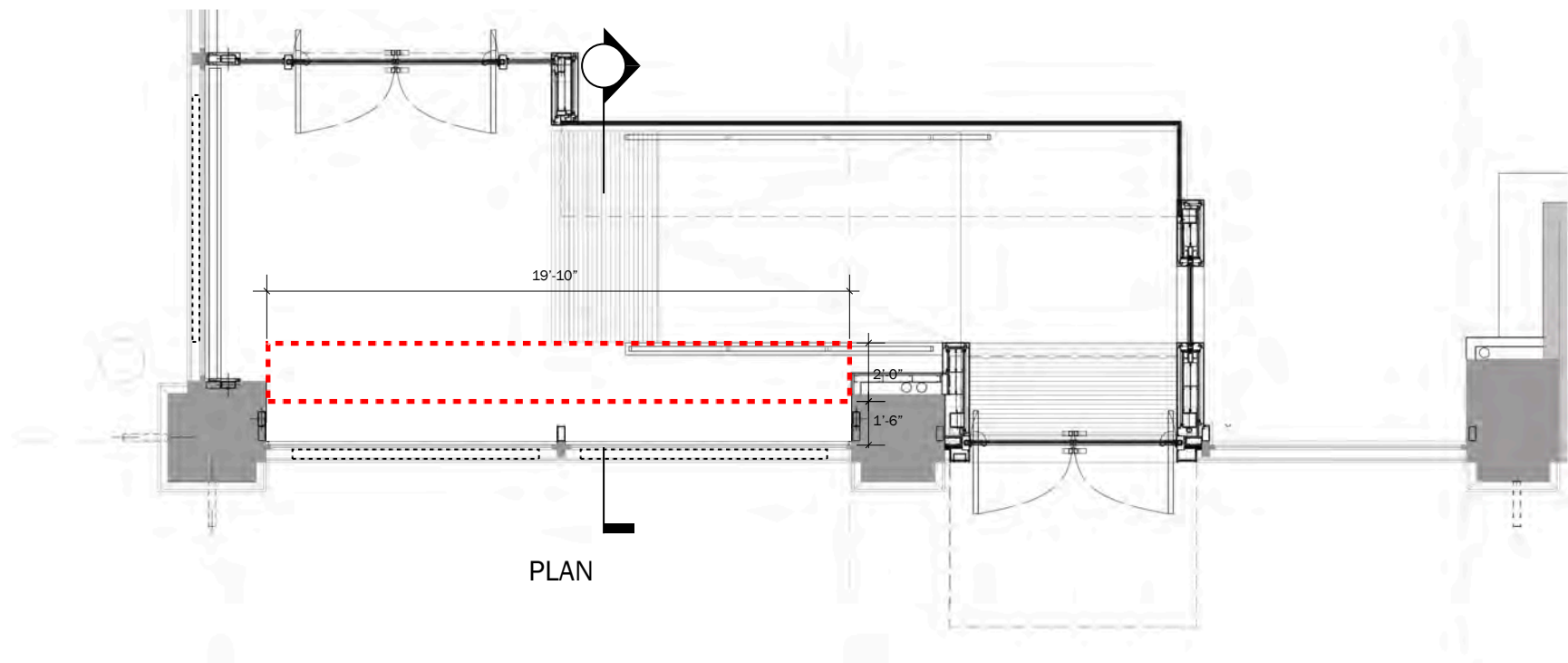
REFLECTIVE SCULPTURE LOOKING NORTH-WEST



REFLECTIVE SCULPTURE LOOKING WEST



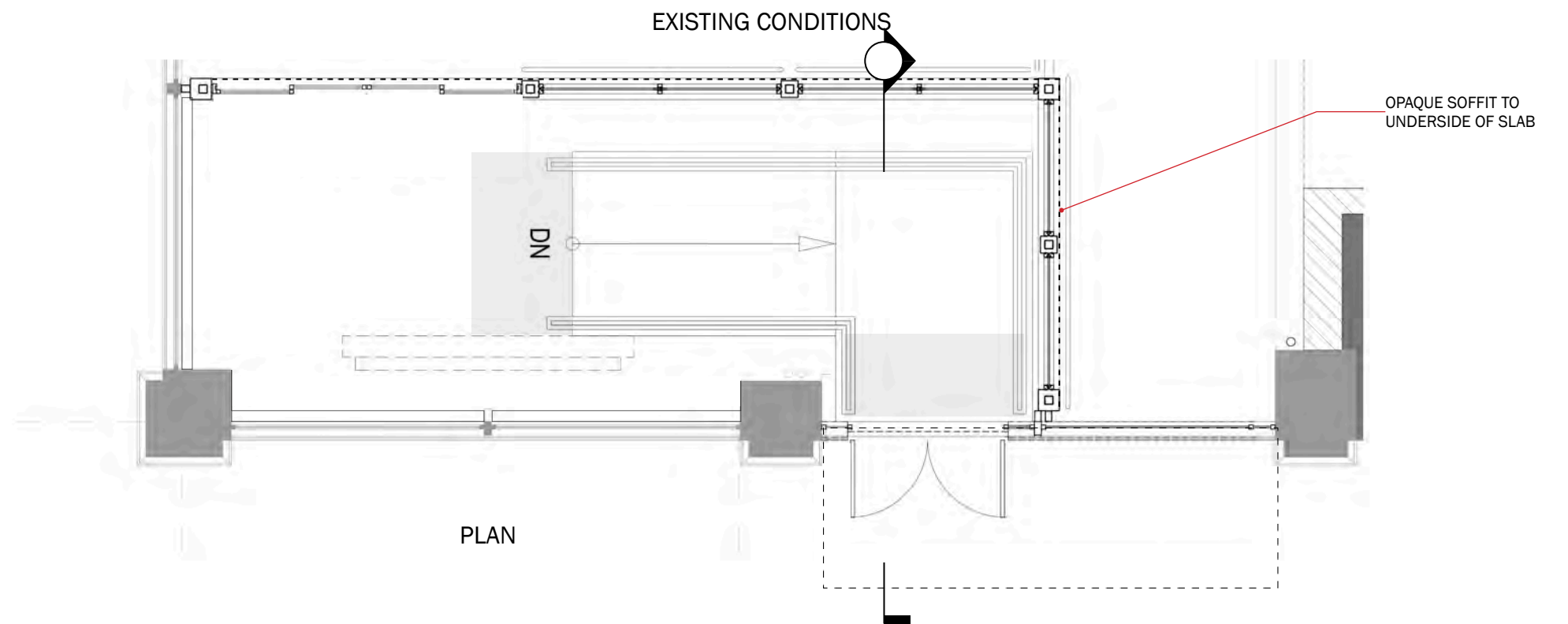
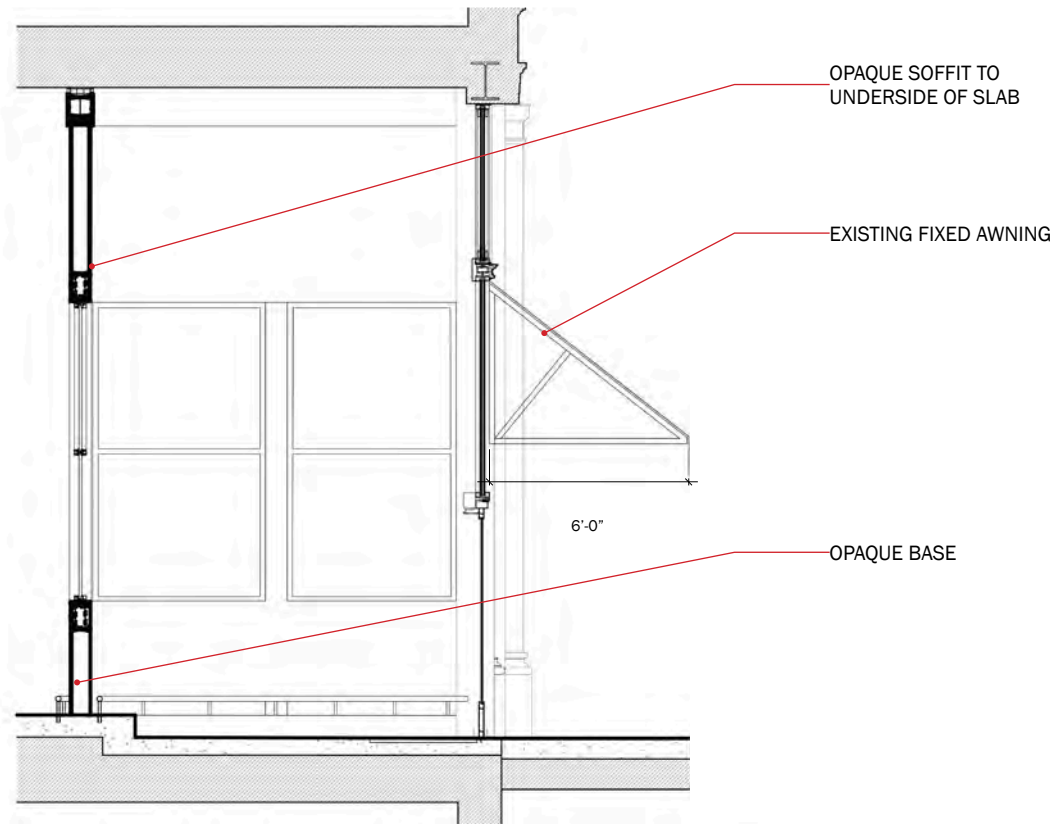
REFLECTIVE SCULPTURE LOOKING SOUTH-WEST



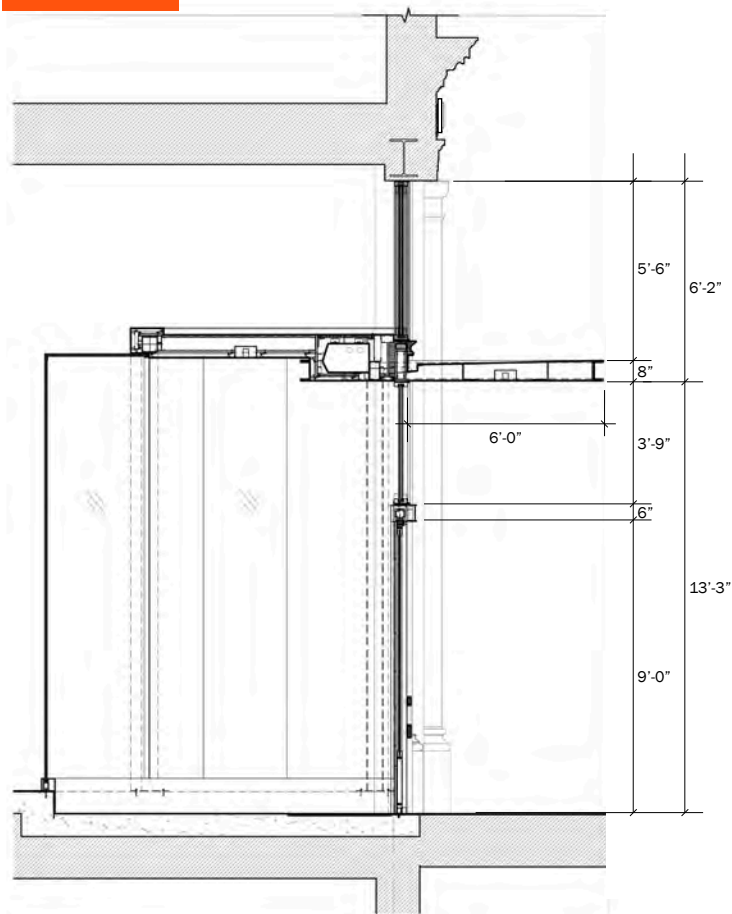
PLAN



# Existing Condition: Sixth Avenue Entry Vestibule



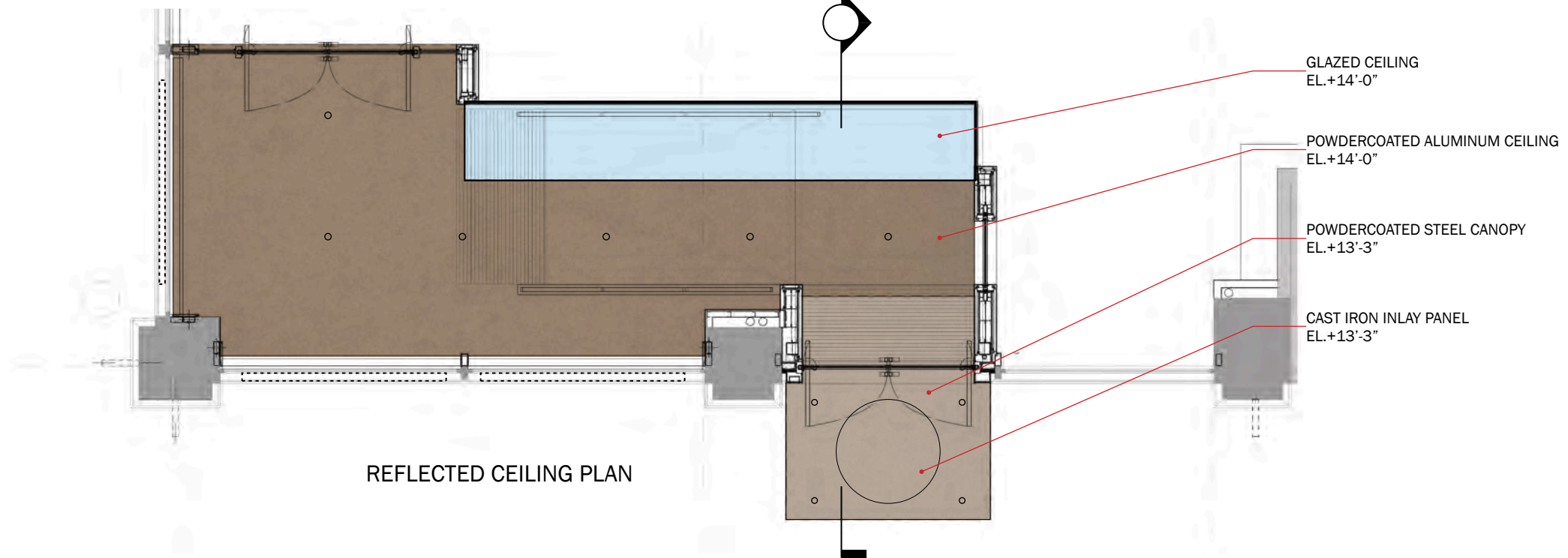
# Sixth Avenue Entry Vestibule



SECTION



PROPOSED



REFLECTED CEILING PLAN

# Existing Conditions : New Storefront on Sixth Avenue



EXISTING ELEVATION

# New Storefront on Sixth Avenue

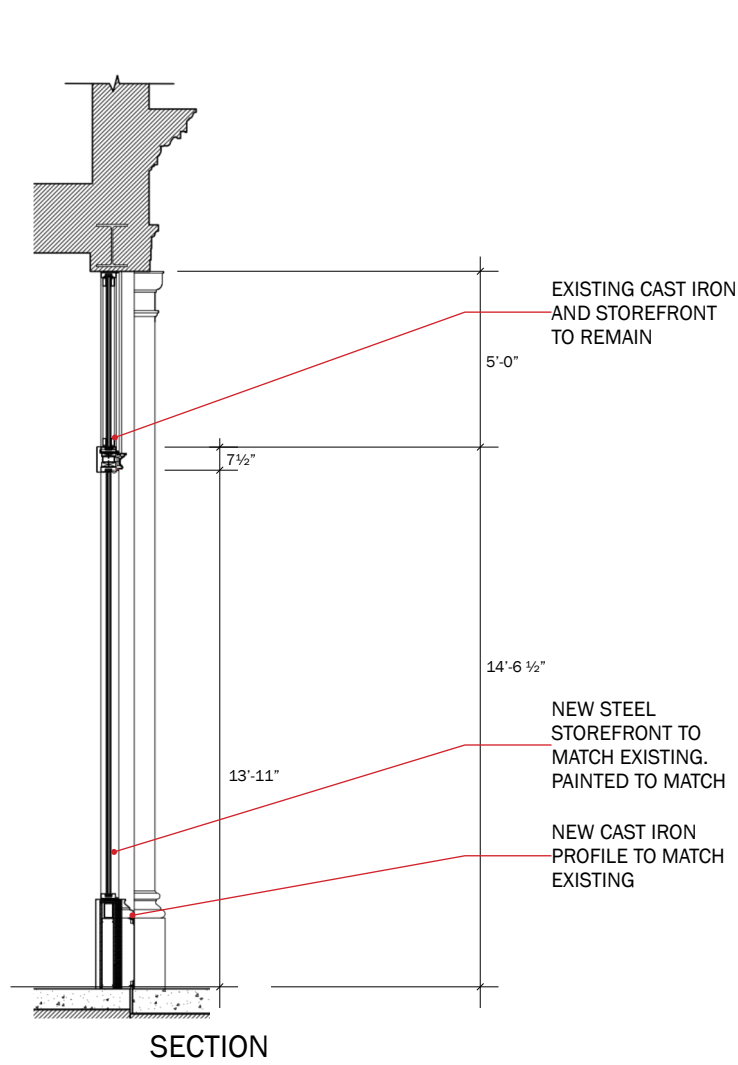


EXISTING ELEVATION

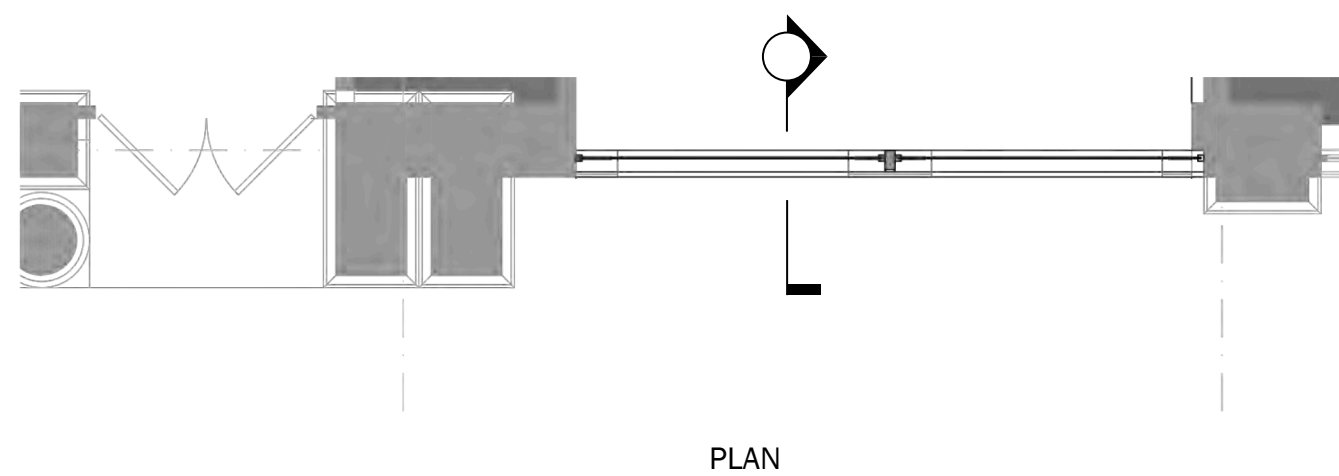
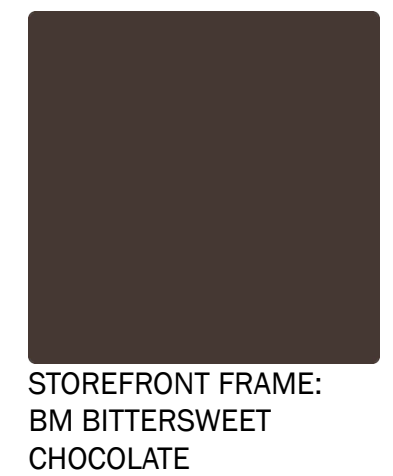


PROPOSED ELEVATION

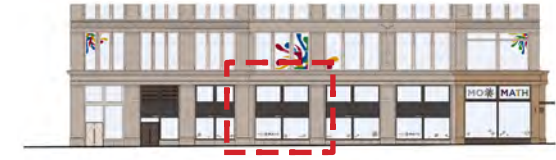
# Newly Proposed - Storefront on Sixth Avenue



- 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

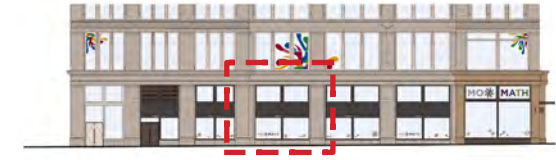


# Existing Conditions : Retractable Awning on West 19<sup>th</sup> Street



EXISTING ELEVATION

# Typical Retractable Awning on West 19<sup>th</sup> Street

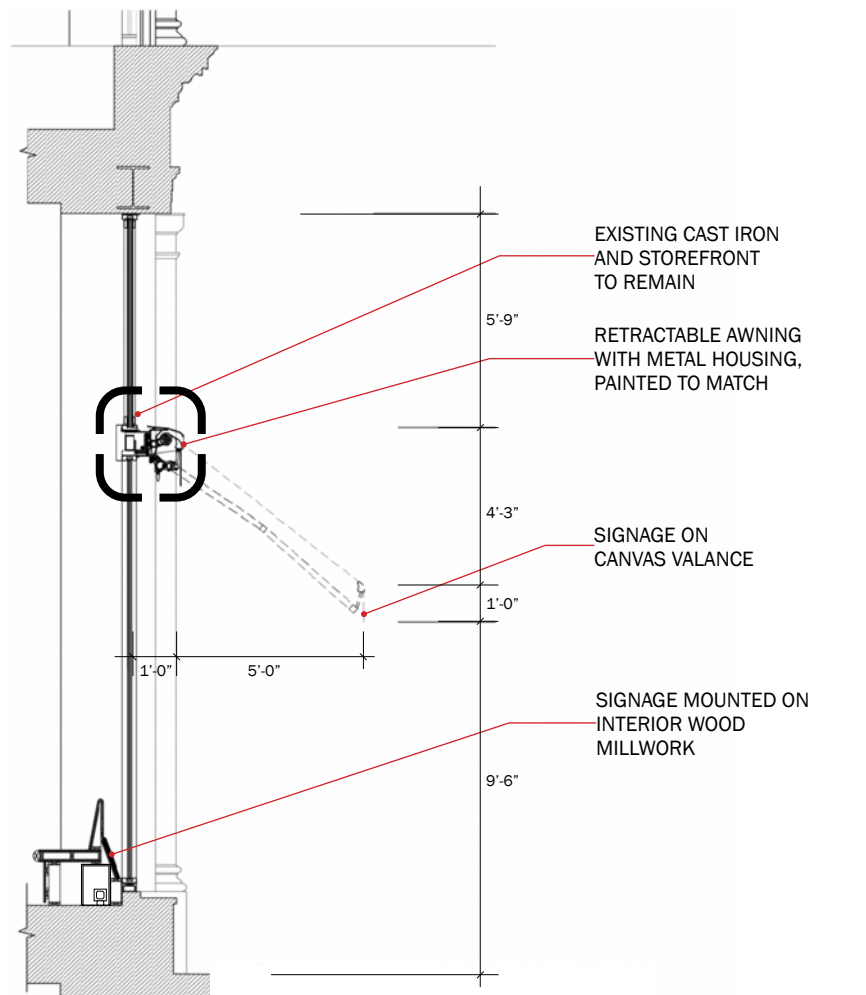


EXISTING ELEVATION

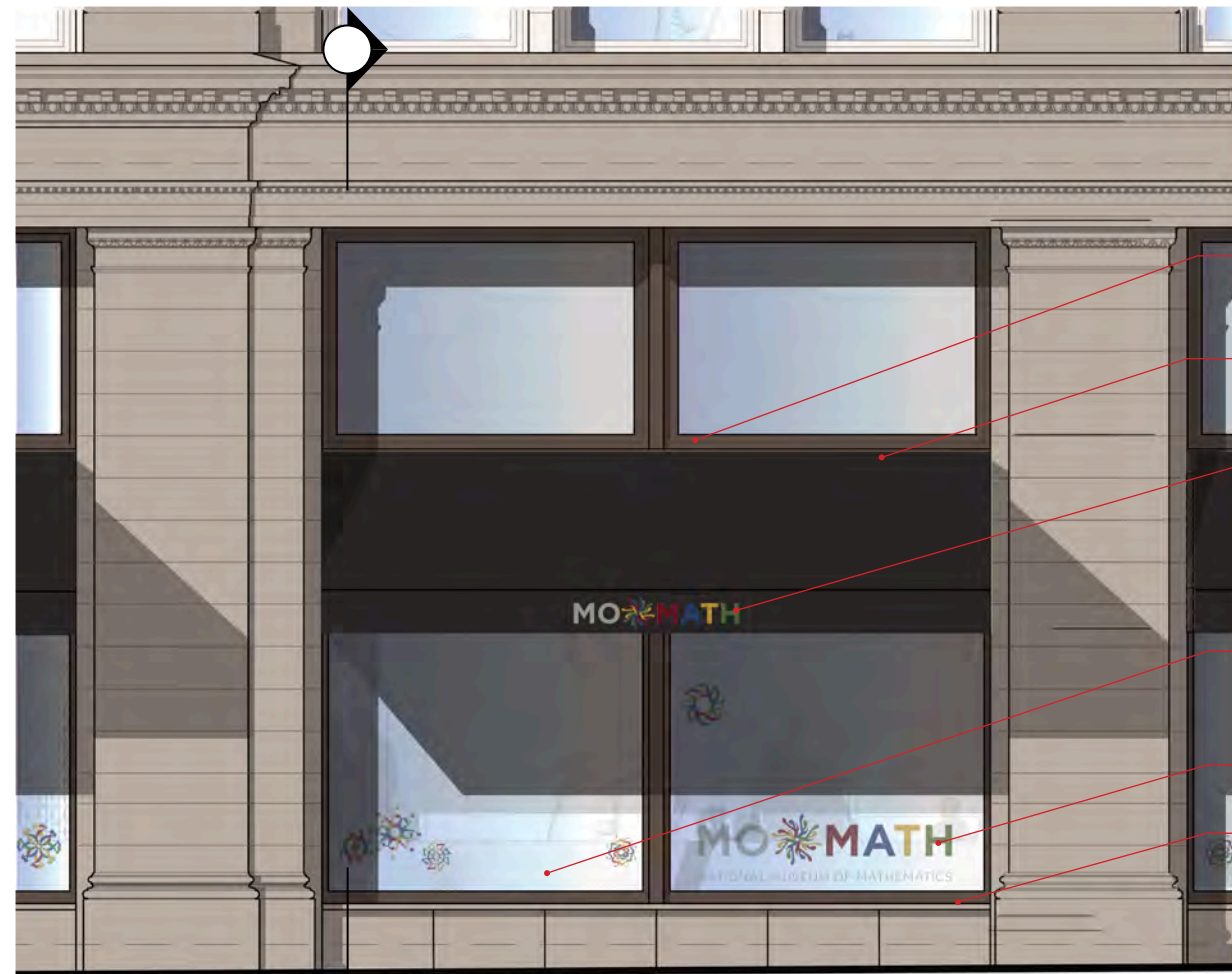


PROPOSED ELEVATION

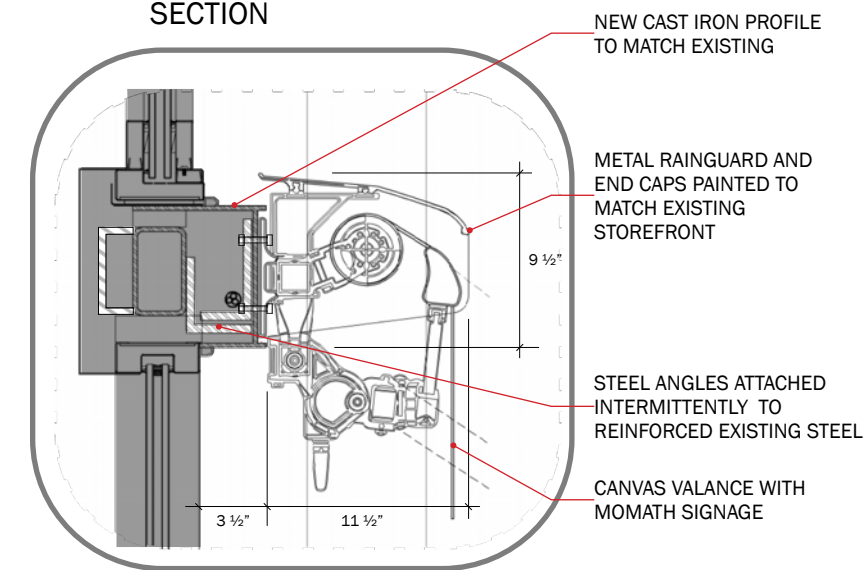
# Newly Proposed - Typical Retractable Awning on West 19<sup>th</sup> Street



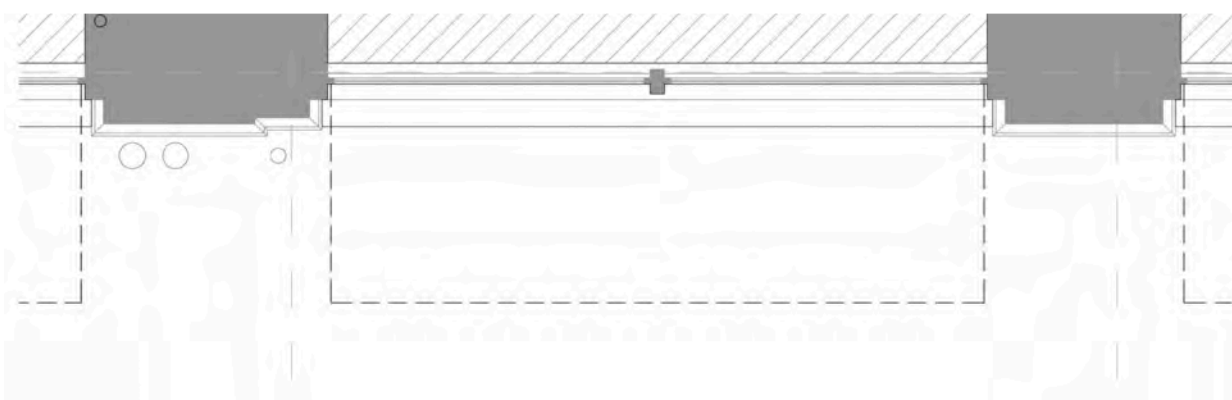
SECTION



ELEVATION



SECTION DETAIL



PLAN



RETRACTABLE AWNING



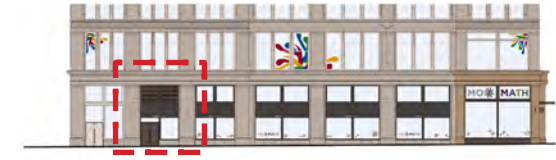
BLACK CANVAS AWNING



STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE

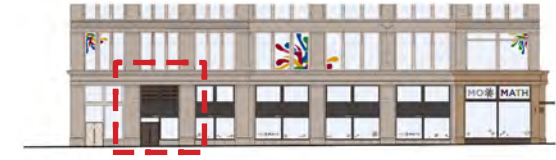


## Existing Conditions : Service Entry on West 19<sup>th</sup> Street



EXISTING ELEVATION

# Service Entry on West 19<sup>th</sup> Street

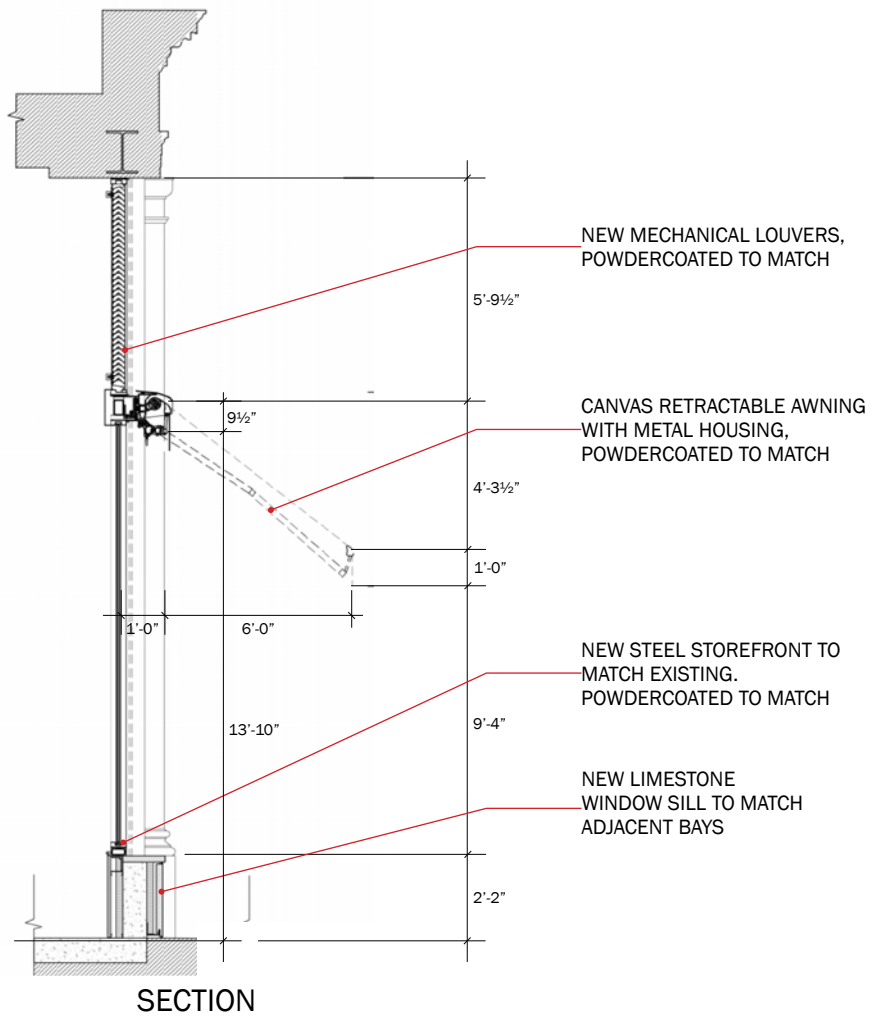


EXISTING ELEVATION



PROPOSED ELEVATION

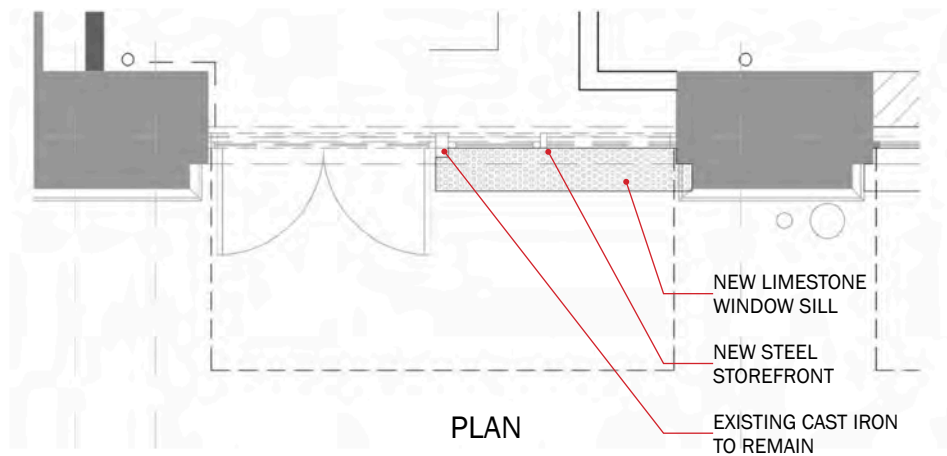
# Service Entry on West 19<sup>th</sup> Street



MECHANICAL LOUVERS



STOREFRONT FRAME: BM BITTERSWEET CHOCOLATE



## Approved Sixth Avenue Canopies



625 Sixth Avenue

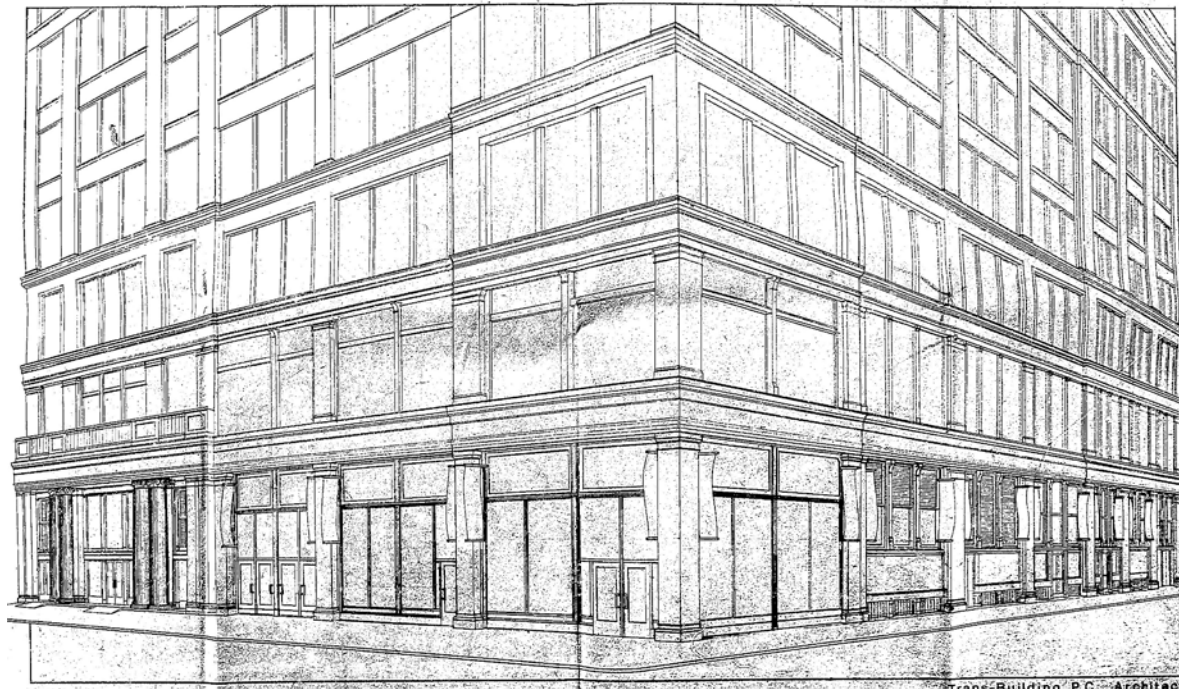


610 Sixth Avenue (1995)



655 Sixth Avenue

## Approved Banner Signs



641 Sixth Avenue  
Approved 1995



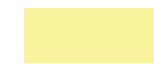

Jackie Robinson Museum, 75 Varick Street  
Approved 2019



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

# Sixth Avenue Entry



-  EXISTING TO REMAIN
-  NEW INFILL



EXISTING ELEVATION



PROPOSED ELEVATION

# Sixth Avenue Entry Lighting and Equipment



ACCESSIBLE  
PUSH PLATE



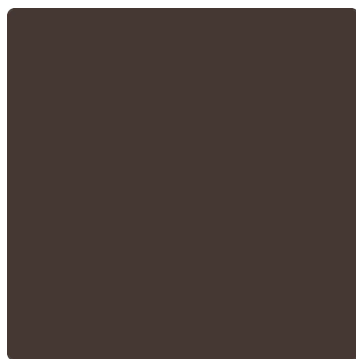
INTERCOM PANEL  
WITH CARD READER



LED RECESSED  
DOWNLIGHT



SECURITY CAMERA

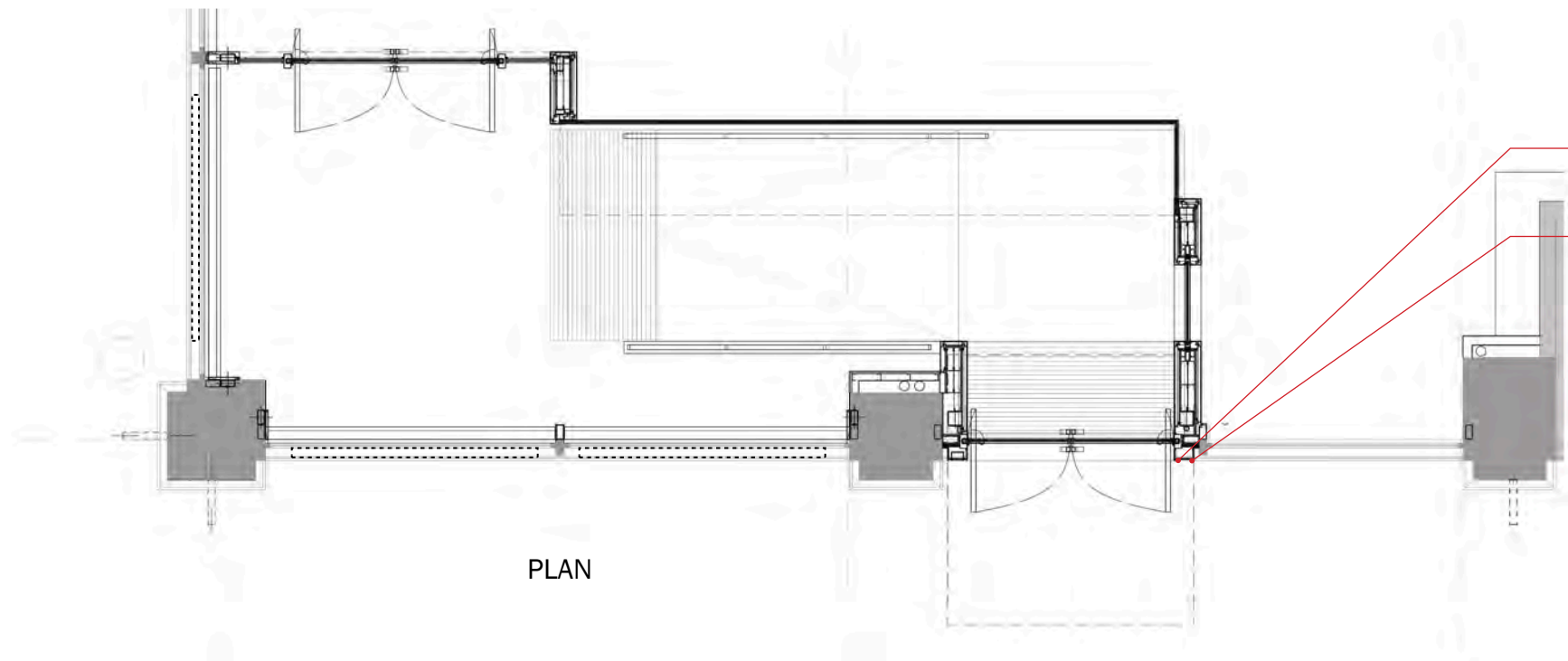


FINISHES TO MATCH: BM  
BITTERSWEET CHOCOLATE



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



# 19<sup>th</sup> Street Elevation



EXISTING ELEVATION

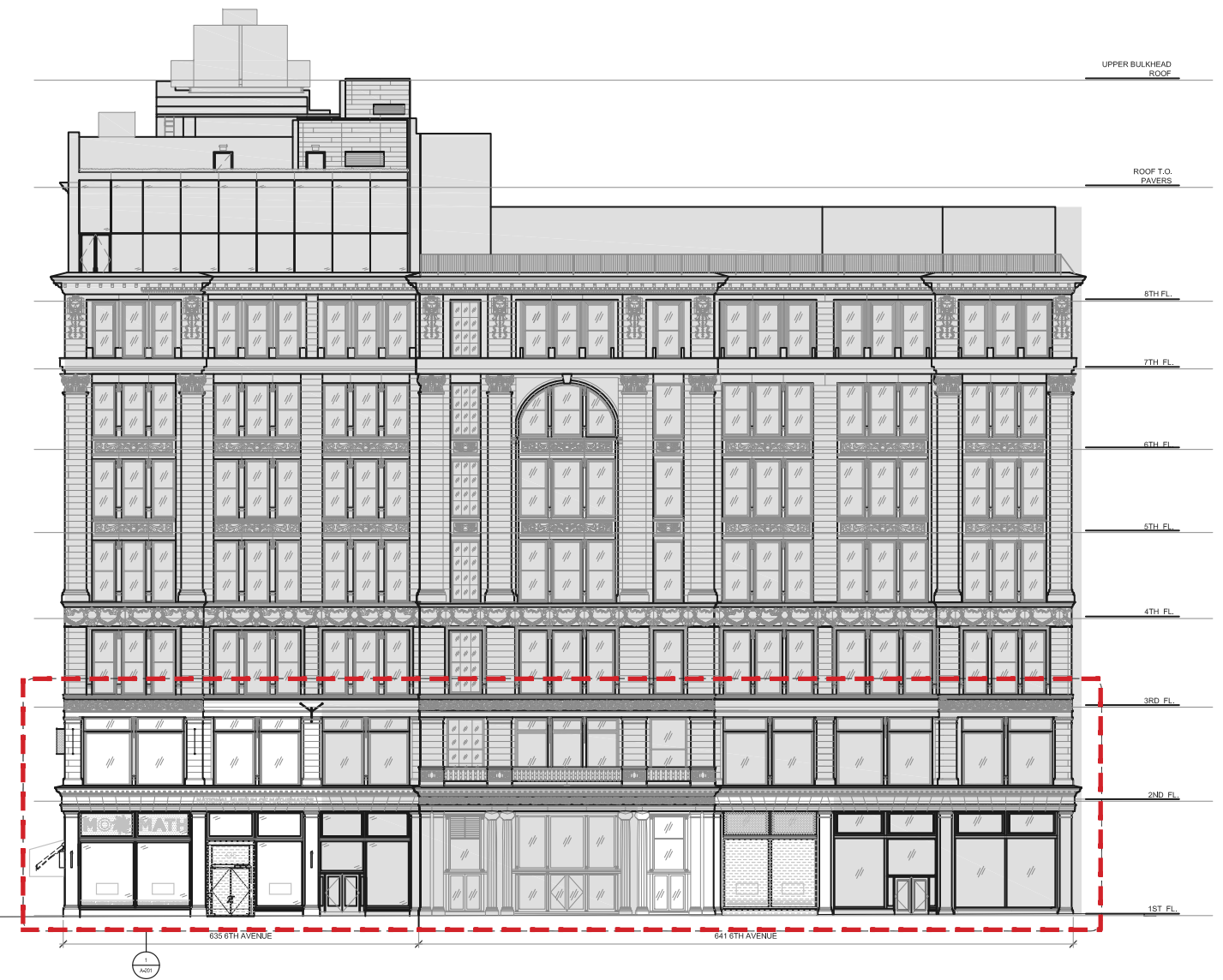


PROPOSED ELEVATION

# Avenue of the Americas Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

# Sixth Avenue Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

# West 19<sup>th</sup> Street Elevation



EXISTING ELEVATION



PROPOSED ELEVATION

The current proposal is:

**Preservation Department – Items 2 & 3, LPC-25-03725 & LPC-25-03726**

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

**Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.**