

December 10, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 6, LPC-25-01478

**655-671 6th Avenue, aka 101-127 West 20th Street, and 100 West  
21st Street – Ladies' Mile Historic District  
Borough of Manhattan**

To testify virtually, please join Zoom

**Webinar ID:** 161 504 4717

**Passcode:** 149079

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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.

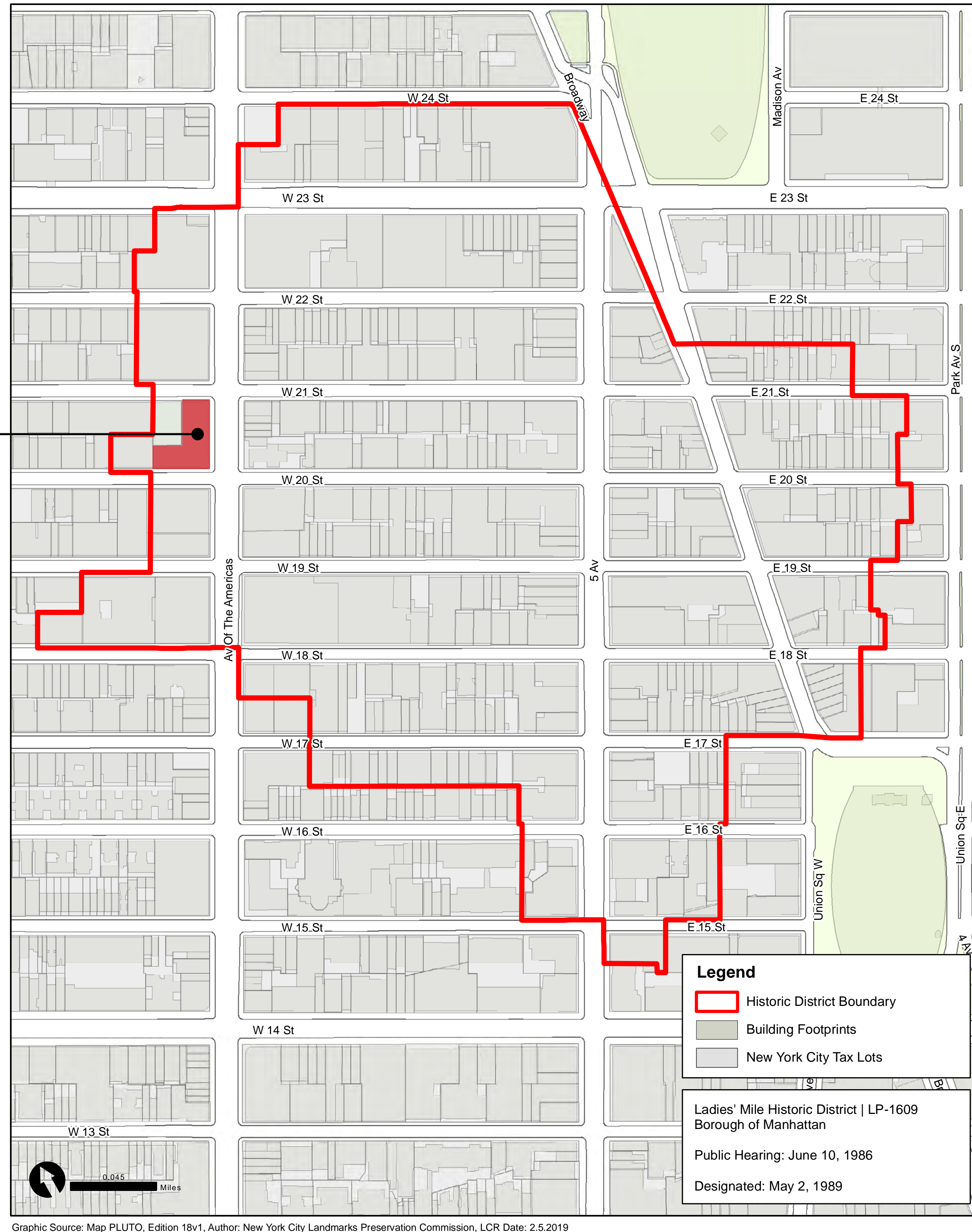
655 6TH AVENUE  
RETAIL MASTERPLAN APPLICATION

BLOCK 796  
LOT 7504  
MANHATTAN (BOROUGH 1)

## 655 6TH AVENUE

1. HISTORIC DISTRICT MAP	LPC3
2. HISTORIC BACKGROUND	LPC4
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5. PROPOSED RETAIL SIGNAGE MASTERPLAN	LPC25
6. 3D REPRESENTATION	LPC36
7. ENLARGED SIGNAGE DETAILS	LPC43

PROJECT SITE



LADIES' MILE HISTORIC DISTRICT MAP

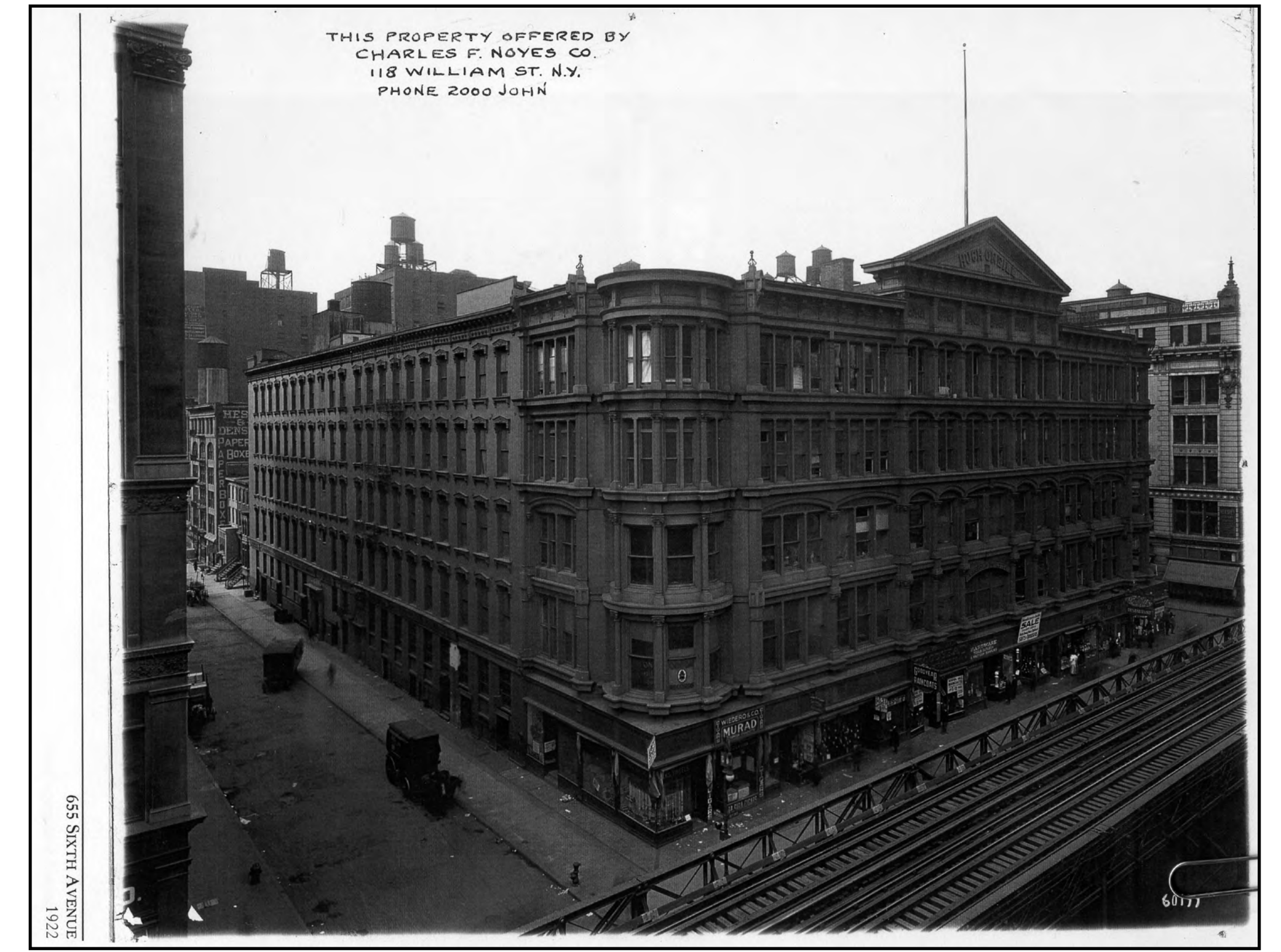
# HISTORIC BACKGROUND



1901



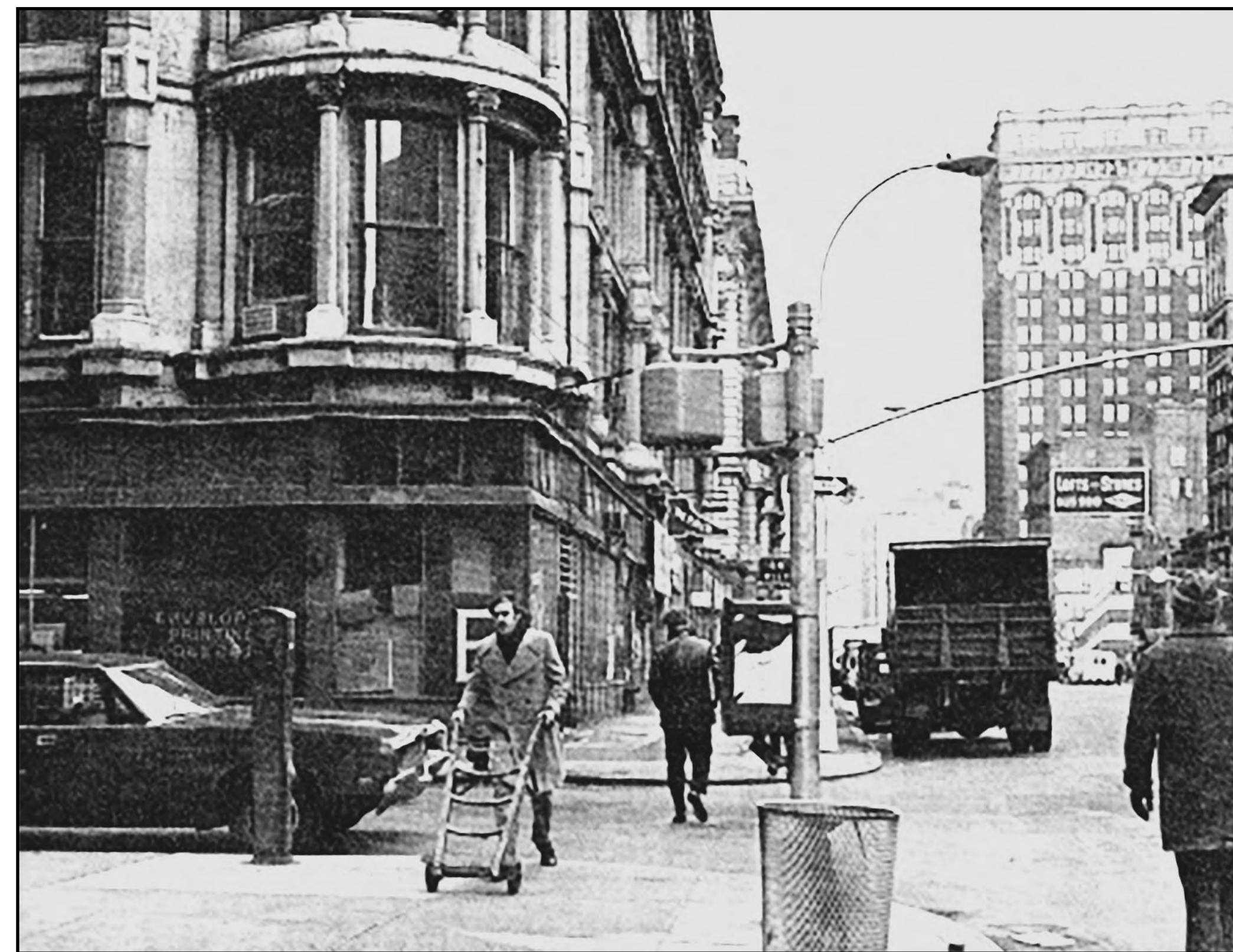
PRE 1917 - BEFORE THE DOMES WERE REMOVED



1922 - ADVERTISEMENT PHOTO



1940 - TAX PHOTO



1975



APRIL 2004 - BEFORE THE DOMES WERE RESTORED



1901

<https://ephemeralnewyork.wordpress.com/2012/03/19/three-views-of-sixth-avenue-and-20th-street/>



PRE 1917 - BEFORE THE DOMES WERE REMOVED

<https://www.newyorkdynamic.com/gallery-new-york/>





1922 - ADVERTISEMENT PHOTO (RETAIL STOREFRONT BOXED OFF)



1940 - TAX PHOTO

[https://1940s.nyc/map/photo/nynyma\\_rec0040\\_1\\_00796\\_0036#17.24/40.741052/-73.993482](https://1940s.nyc/map/photo/nynyma_rec0040_1_00796_0036#17.24/40.741052/-73.993482)



1975

<https://ephemeralnewyork.wordpress.com/2012/03/19/three-views-of-sixth-avenue-and-20th-street/>



APRIL 2004 - BEFORE THE DOMES WERE RESTORED

<https://www.alamy.com/stock-photo-the-hugh-oneill-dry-goods-building-built-in-1875-on-sixth-avenue-in-43458359.html>



1



2



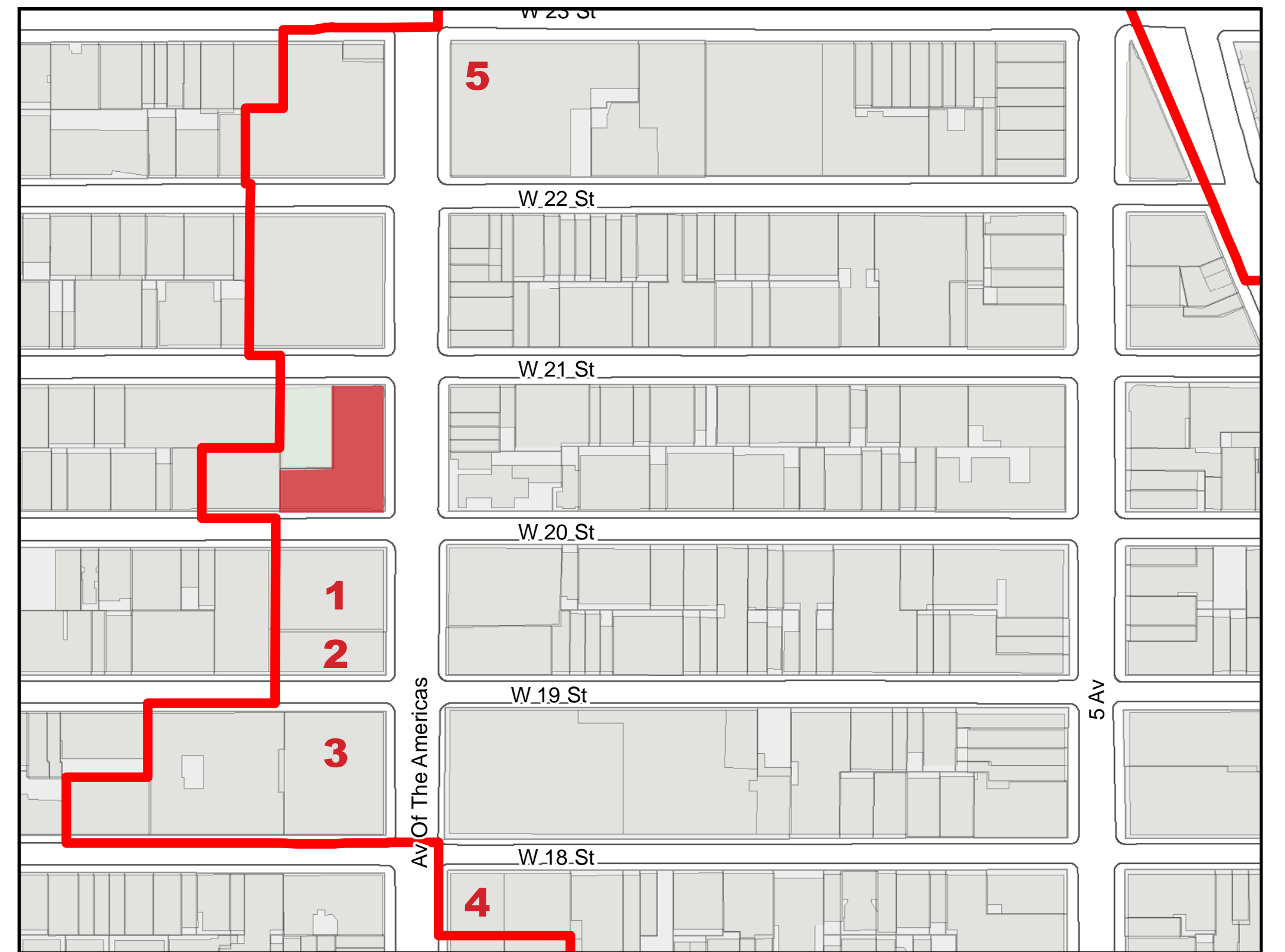
3



4



5



KEY

ALL PHOTOS - <https://1940s.nyc/map#13.69/40.7093/-73.99397>



1



2



3



4



5



KEY

ALL PHOTOS - <https://1940s.nyc/map#13.69/40.7093/-73.99397>

EXISTING CONDITIONS



EXISTING CONDITIONS - 6TH AVENUE





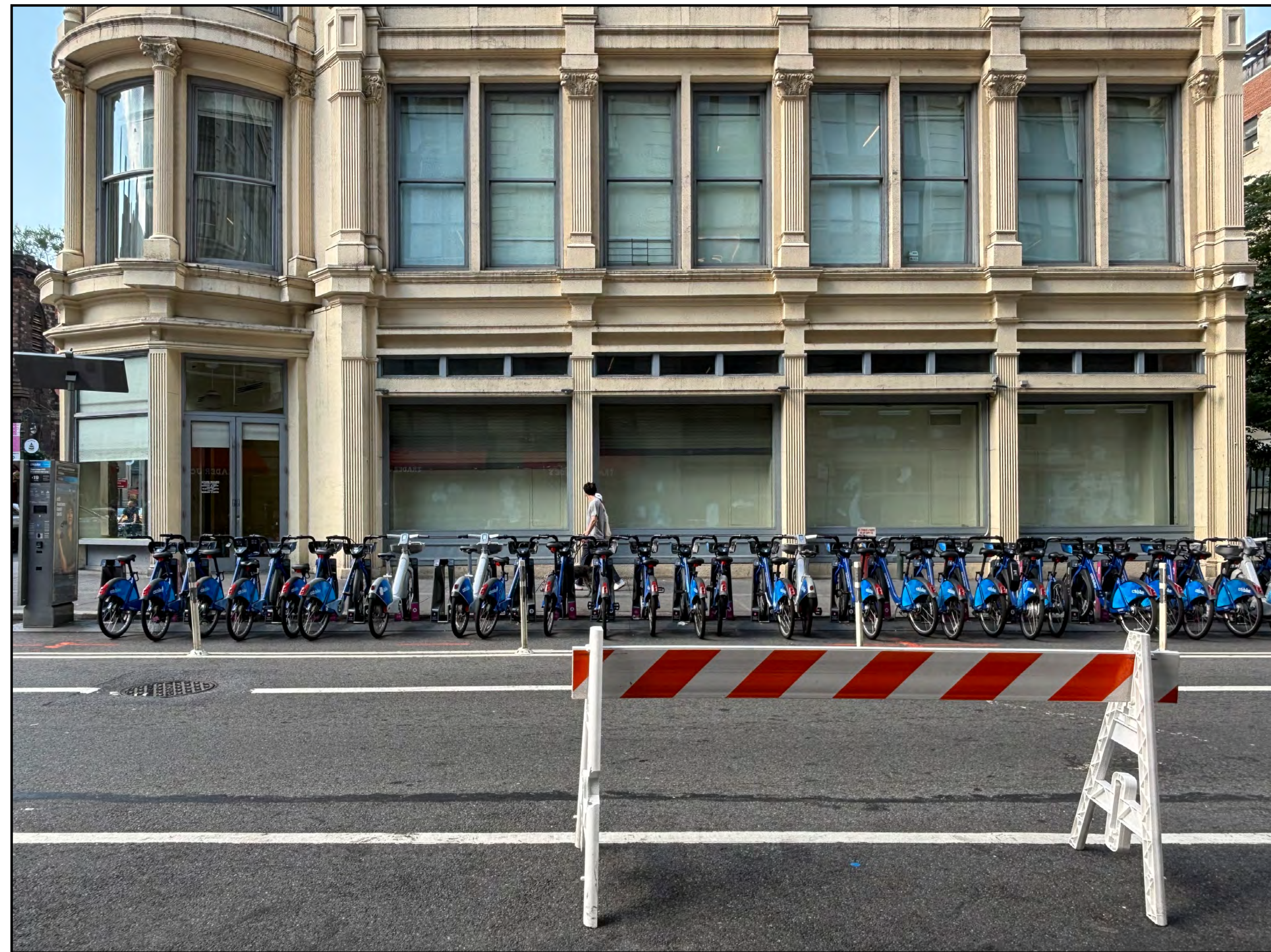


LOOKING NORTH



LOOKING SOUTH

EXISTING CONDITIONS - 6TH AVENUE



21ST STREET



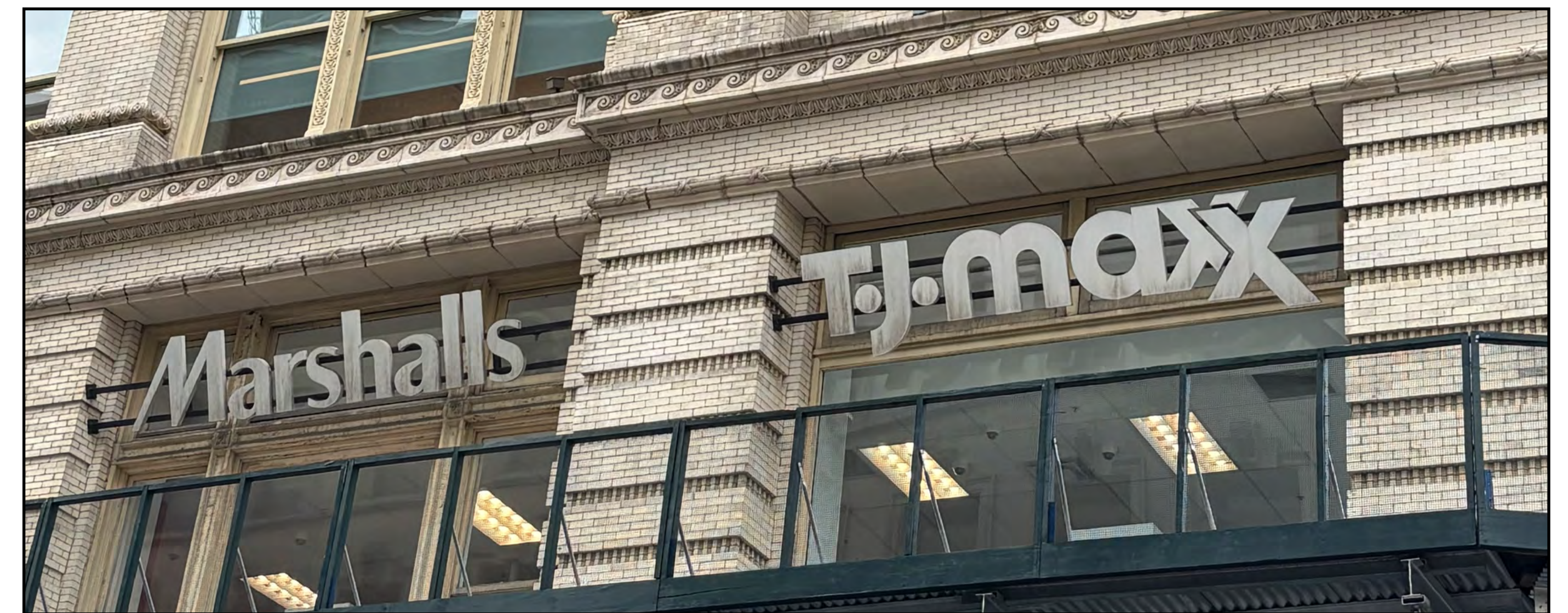
20TH STREET

EXISTING CONDITIONS

# PRECEDENTS



**BLICK ART MATERIALS | 650 6TH AVENUE**



**MARSHALLS & T.J.MAXX | 620 6TH AVENUE**

[Ref. Certificate of Appropriateness 96-0003 (LPC 96-0058) issued on July 12, 1995, for installing channel mounted gold-leafed letters at six (6) locations facing Sixth Avenue, three (3) locations facing West 19th Street, and nine (9) locations facing West 18th Street, as signage for the basement and second floor retail tenants.]



**CVS PHARMACY | 130 FIFTH AVENUE**

[Ref. Certificate of Appropriateness 21-04920 (LPC 21-04920) issued on February 10, 2021 for "installing two (2) transom-mounted signs, featuring red-finished metal logos and lettering ("CVS Pharmacy"), on black-finished metal channels," among other work.]

**ATHLETA | 126 FIFTH AVENUE**

[Ref. Certificate of Appropriateness 14-4464 (LPC 14-3795) issued on May 24, 2014, and MISC 15-9040 (LPC 15-7291) issued on June 18, 2014, for replacing entrance infill and internally illuminated signage, among other work.]



**ARC'TERYX | 149 FIFTH AVENUE**  
 [Ref. Certificate of No Effect 24-01923 (LPC 24-01923), issued on April 16, 2024.]



**ARITZIA | 115 FIFTH AVENUE**  
 [Ref. Certificate of Appropriateness 25-02117 (LPC-25-02117) issued on October 7, 2024, for installing signage, a flagpole, interior partitions, and digital screens, among other work.]

PRECEDENTS - IN LADIES' MILE HISTORIC DISTRICT



**TILEBAR | 45 WEST 21 STREET**

[Ref. Certificate of No Effect (LPC 19-24154), issued on November 08, 2018, for installing two (2) hanging metal bracket signs attached to the soffit at the recessed transoms above storefront entrances, with pin-mounted metal lettering ("Tile Bar"), and drak finish.]





**OLD NAVY (OFFERMAN BUILDING) | 503 FULTON STREET**

[Ref. Certificate of Appropriateness 12-8194, issued on January 12, 2012, Miscellaneous/Amendments 13-8098, issued on November 12, 2012, Miscellaneous/Amendments 16-7041 (16-6161), issued on January 20, 2015.]

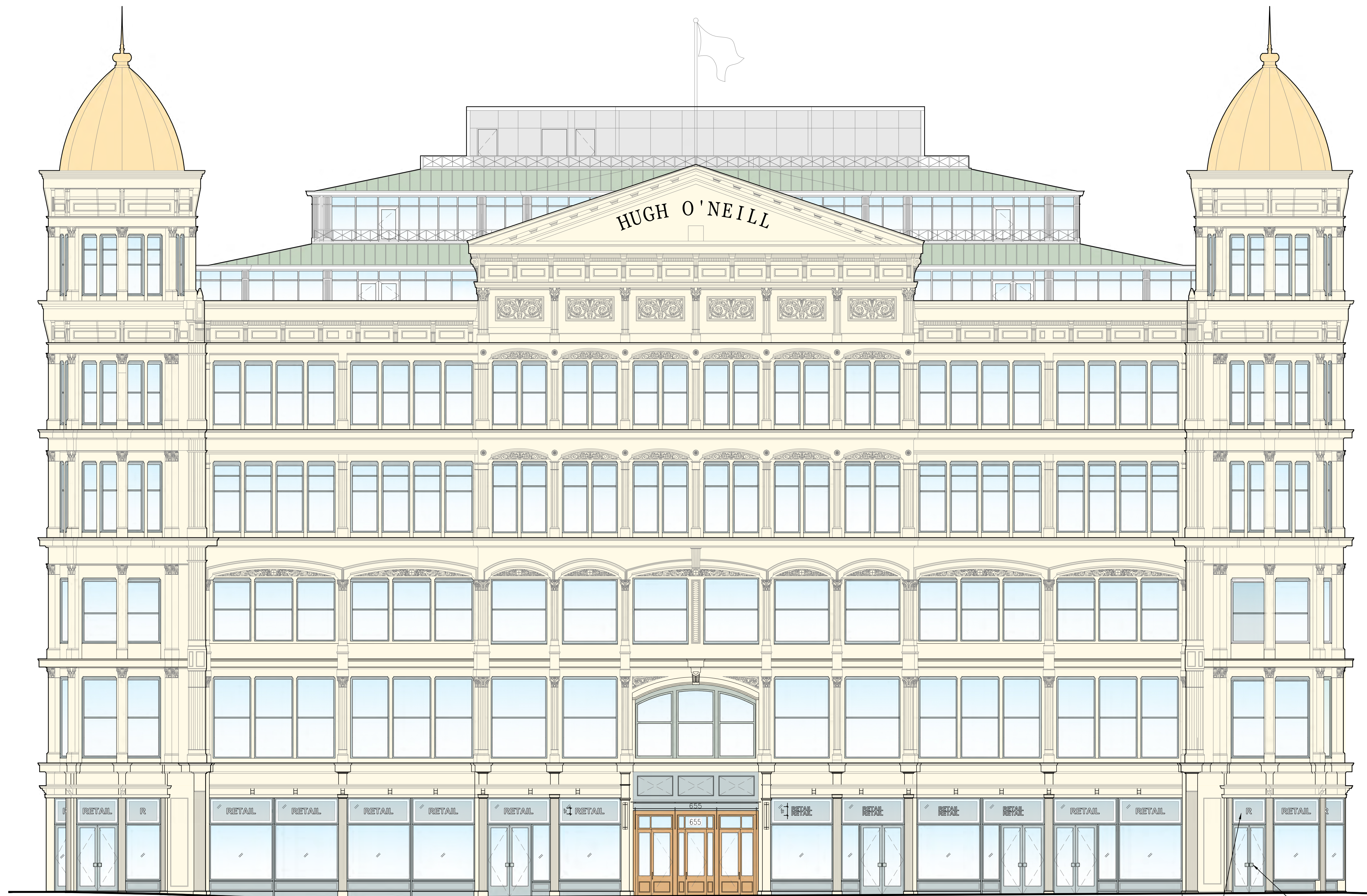
**REI CO-OP (PUCK BUILDING) | 295 LAFAYETTE STREET**

[Ref. Certificate of Appropriateness 11-6816 (LPC 11-6271), issued on March 17, 2011, for “the installation of signage at the spandrel above the ground floor, including... a halo lit 18” tall stainless steel graphic (REI logo) at each of the two storefronts; all mounted on two aluminum channels finished to match the color of the spandrels and bolted into the brick joints on the inside face of the masonry openings.]

# PROPOSED RETAIL SIGNAGE MASTERPLAN

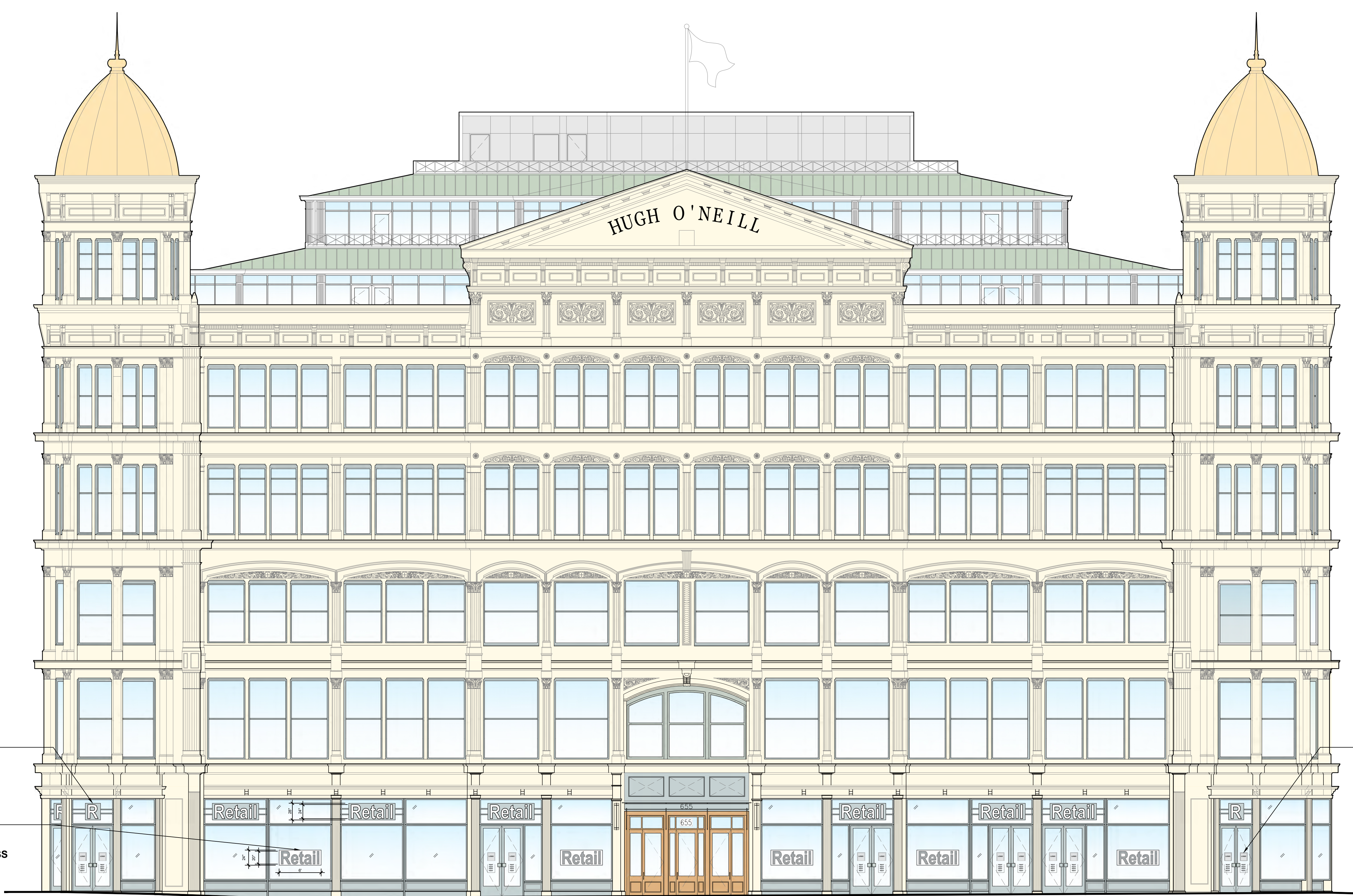


CURRENT PLAN



INTERNALLY ILLUMINATED SIGNAGE SETBACK 1'-6" BEHIND GLASS

SQUARE TYPE DOOR PULLS. COLOR TO MATCH STOREFRONT TYP. INTERIOR  
 INTERNALLY ILLUMINATED SIGNAGE 6" BEHIND GLASS AT CORNERS TYP.



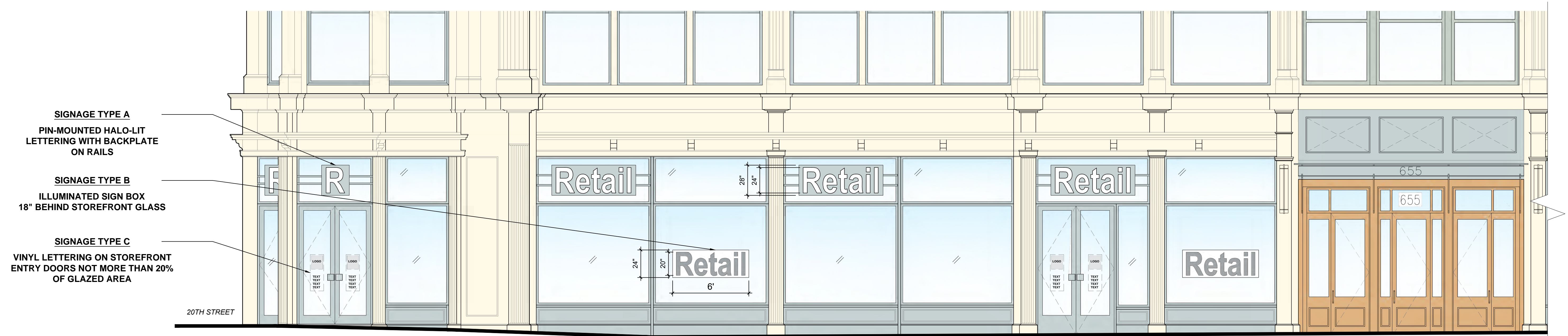
SIGNAGE TYPE A  
PIN-MOUNTED HALO-LIT  
LETTERING WITH BACKPLATE  
ON RAILS

SIGNAGE TYPE B  
ILLUMINATED SIGN BOX  
18" BEHIND STOREFRONT GLASS

SIGNAGE TYPE C  
VINYL LETTERING ON STOREFRONT  
ENTRY DOORS NOT MORE THAN 20%  
OF GLAZED AREA



EXISTING MASTERPLAN



PROPOSED MASTERPLAN



EXISTING MASTERPLAN

SQUARE TYPE DOOR PULS. COLOR TO MATCH STOREFRONT TYP. INTERIOR

INTERNALLY ILLUMINATED SIGNAGE 6" BEHIND GLASS AT CORNERS TYP.



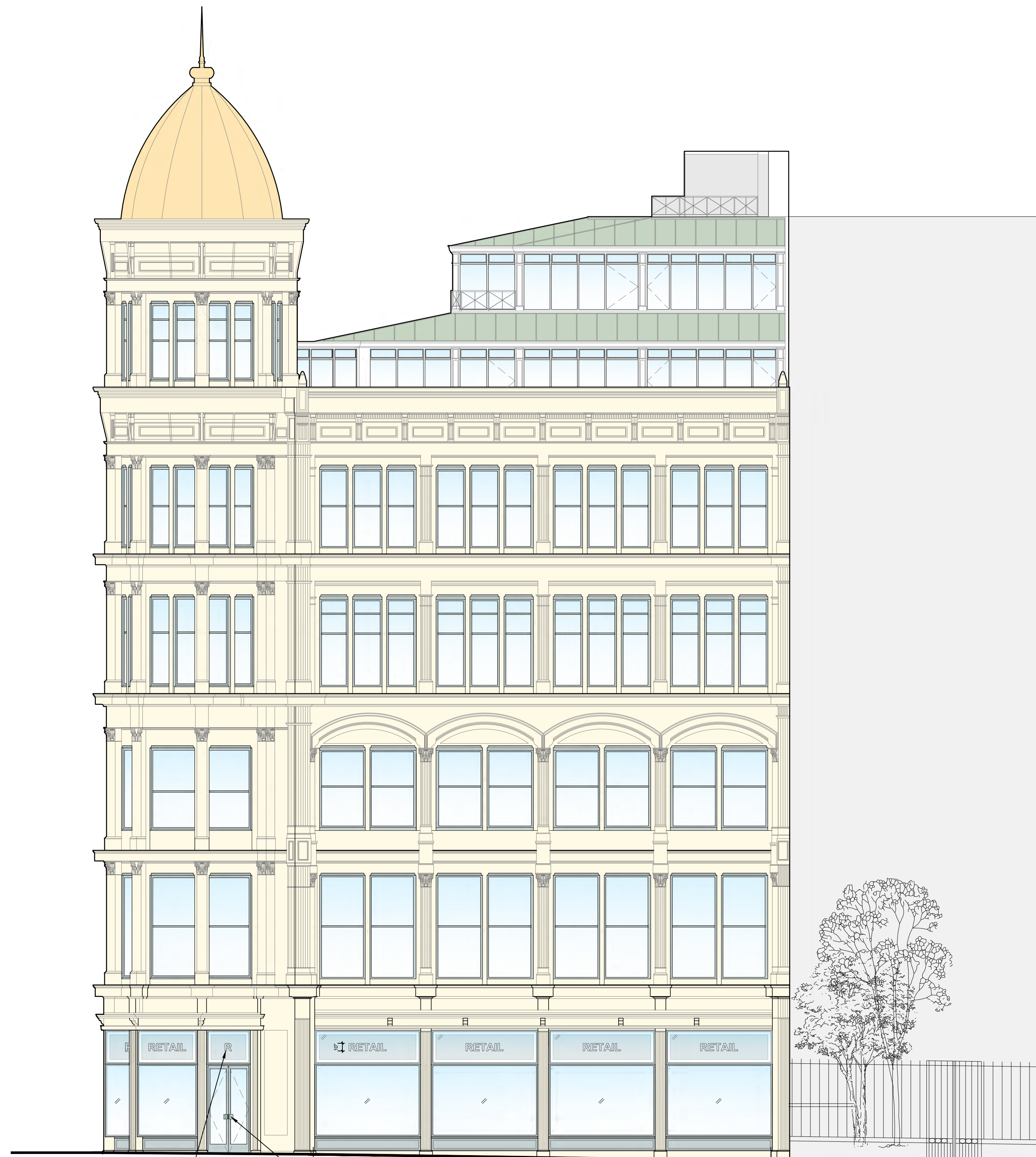
PROPOSED MASTERPLAN

**SIGNAGE TYPE A**  
PIN-MOUNTED HALO-LIT LETTERING WITH BACKPLATE ON RAILS

**SIGNAGE TYPE B**  
ILLUMINATED SIGN BOX 18" BEHIND STOREFRONT GLASS

**SIGNAGE TYPE C**  
VINYL LETTERING ON STOREFRONT ENTRY DOORS NOT MORE THAN 20% OF GLAZED AREA

EXISTING AND PROPOSED EAST ELEVATION - ENLARGED



SQUARE TYPE DOOR PULLS. COLOR TO MATCH STOREFRONT TYP. INTERIOR

INTERNALLY ILLUMINATED SIGNAGE 6" BEHIND GLASS AT CORNERS TYP.

INTERNALLY ILLUMINATED SIGNAGE SETBACK 1'-6" BEHIND GLASS



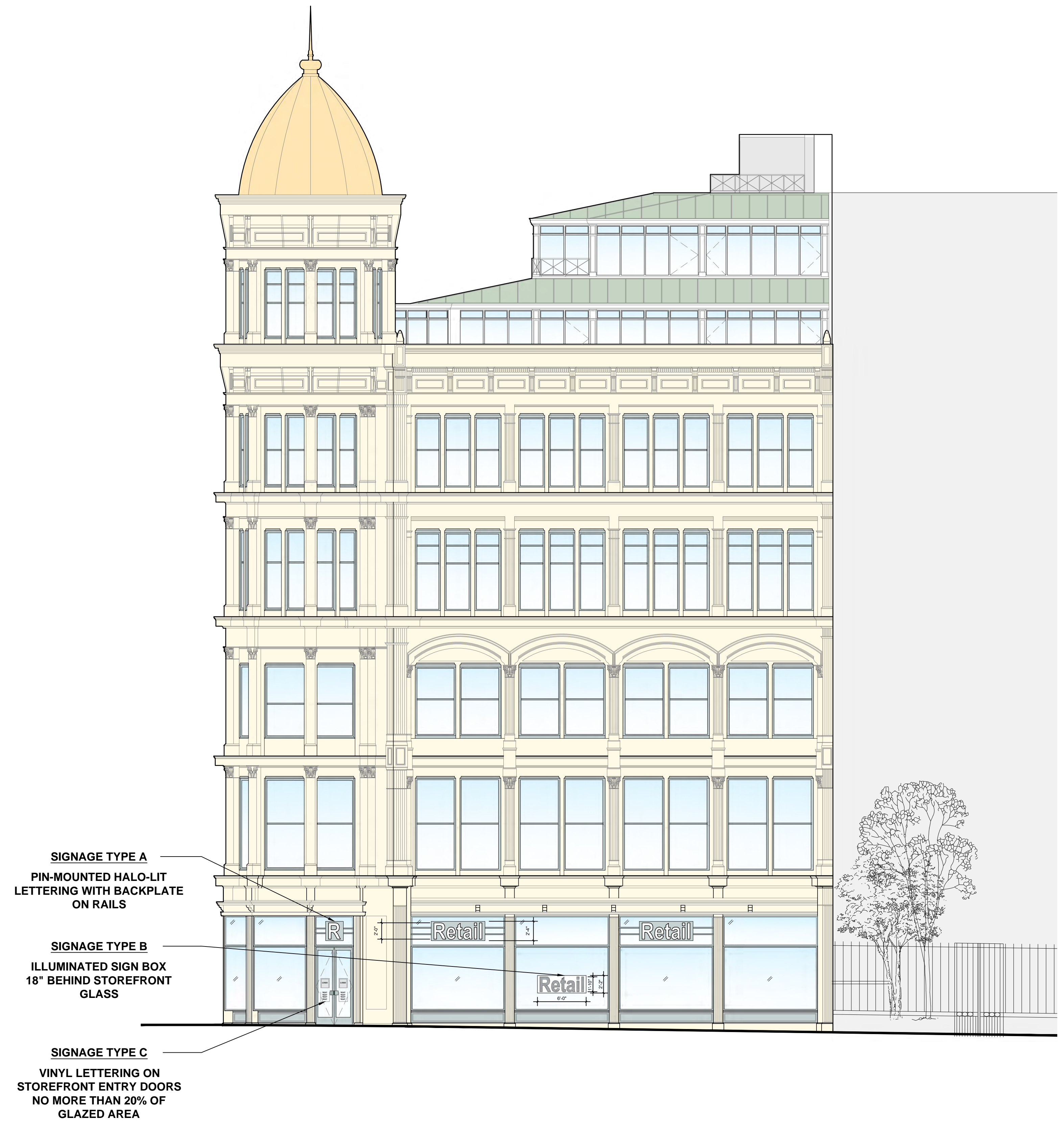
SQUARE TYPE DOOR PULLS. COLOR TO MATCH STOREFRONT TYP. INTERIOR

INTERNALLY ILLUMINATED SIGNAGE 6" BEHIND GLASS AT CORNERS TYP.

INTERNALLY ILLUMINATED SIGNAGE SETBACK 1'-6" BEHIND GLASS

PREVIOUSLY APPROVED MASTERPLAN - NORTH AND SOUTH ELEVATIONS (05.09.14)





PROPOSED MASTERPLAN - NORTH AND SOUTH ELEVATIONS



EXISTING AND PROPOSED NORTH ELEVATION - ENLARGED



EXISTING MASTERPLAN

INTERNALLY ILLUMINATED SIGNAGE  
SETBACK 1'-6" BEHIND GLASS

E TYPE DOOR PULS. COLOR TO MATCH STOREFRONT TYP. INTERIOR

INTERNALLY ILLUMINATED SIGNAGE 6" BEHIND GLASS AT CORNERS TYP.



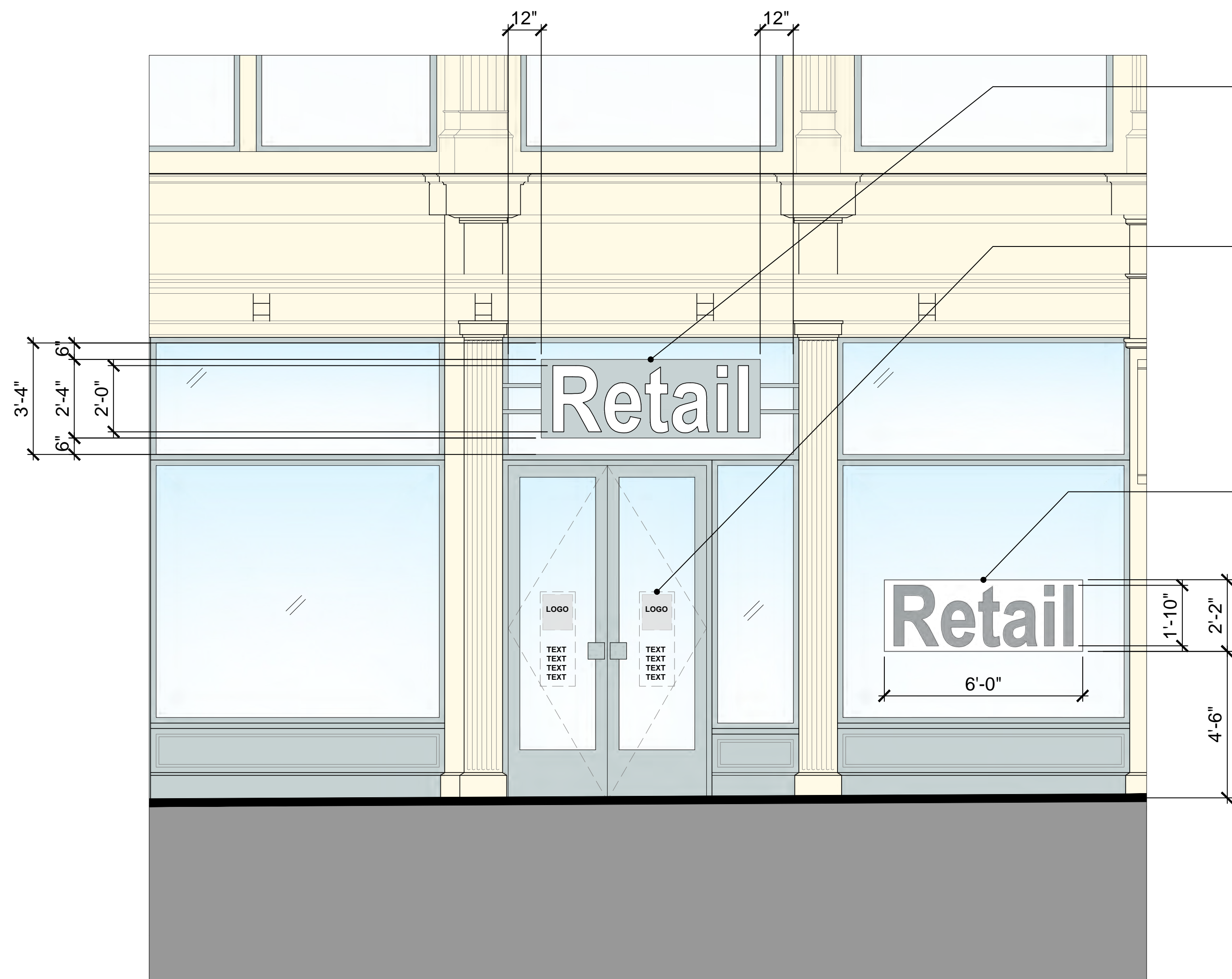
PROPOSED MASTERPLAN

SIGNAGE TYPE A  
PIN-MOUNTED HALO-LIT  
LETTERING WITH BACKPLATE  
ON RAILS

SIGNAGE TYPE B  
ILLUMINATED SIGN BOX  
18" BEHIND STOREFRONT GLASS

SIGNAGE TYPE C  
VINYL LETTERING ON STOREFRONT  
ENTRY DOORS NOT MORE THAN 20%  
OF GLAZED AREA

EXISTING AND PROPOSED SOUTH ELEVATION - ENLARGED



SINGLE LINE SIGNAGE

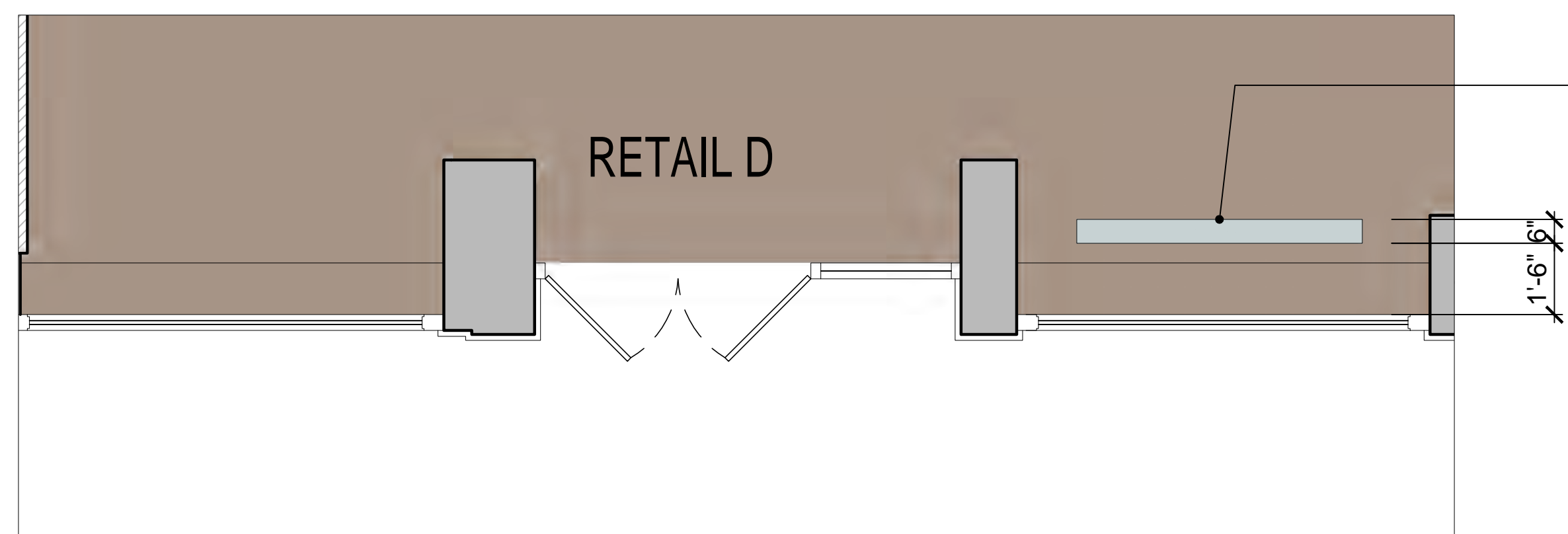
SIGNAGE TYPE A  
PIN-MOUNTED HALO-LIT  
LETTERING ON RAILS

SIGNAGE TYPE C  
VINYL LETTERING ON  
STOREFRONT ENTRY DOORS

SIGNAGE TYPE B  
ILLUMINATED SIGN BOX  
BEHIND STOREFRONT GLASS



DOUBLE LINE SIGNAGE



SIGNAGE TYPE B  
ILLUMINATED SIGN BOX  
BEHIND STOREFRONT GLASS

RETAIL D - ENLARGED ELEVATION

3D REPRESENTATION







SINGLE LINE SIGNAGE



DOUBLE LINE SIGNAGE







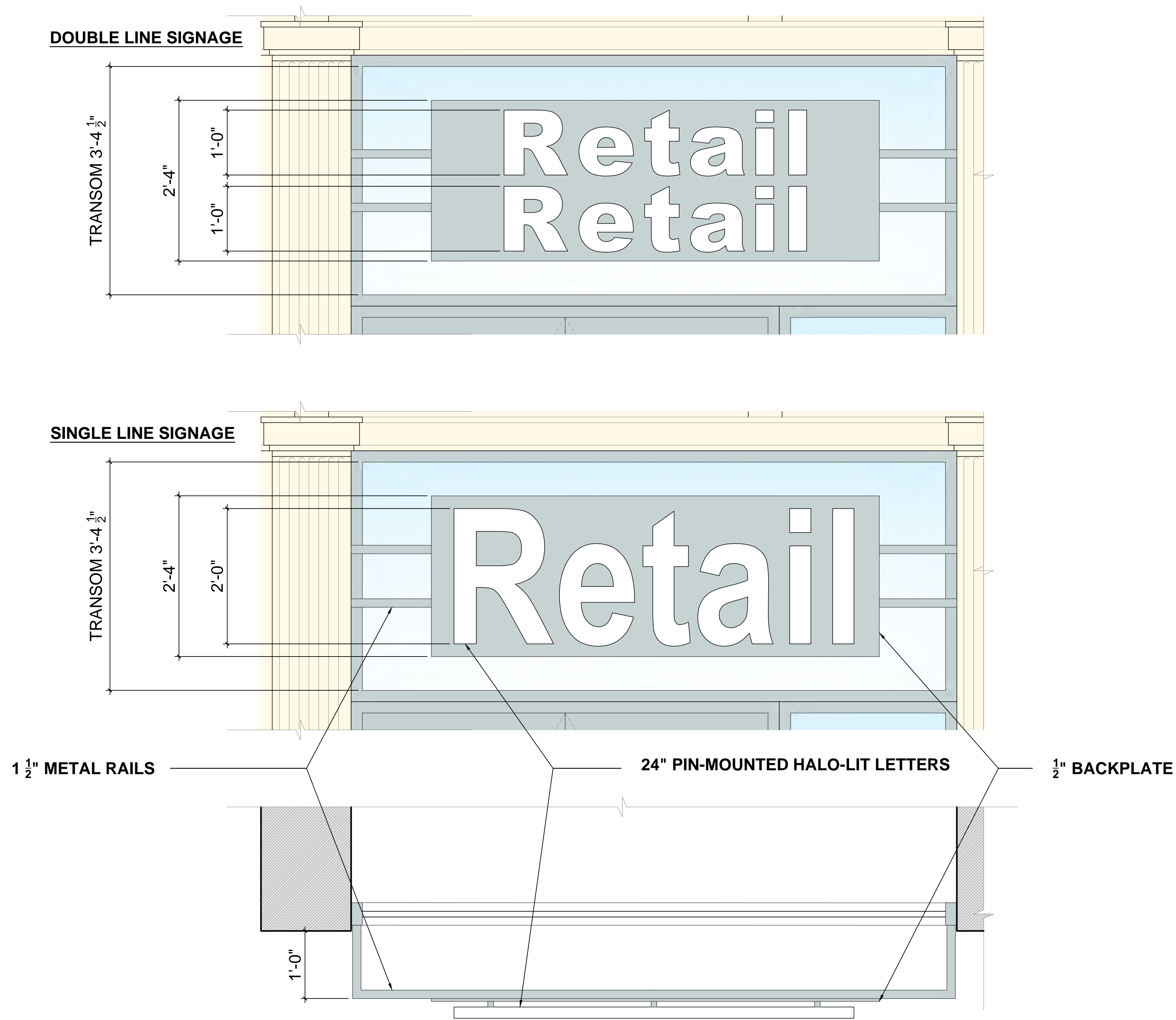


SINGLE LINE SIGNAGE

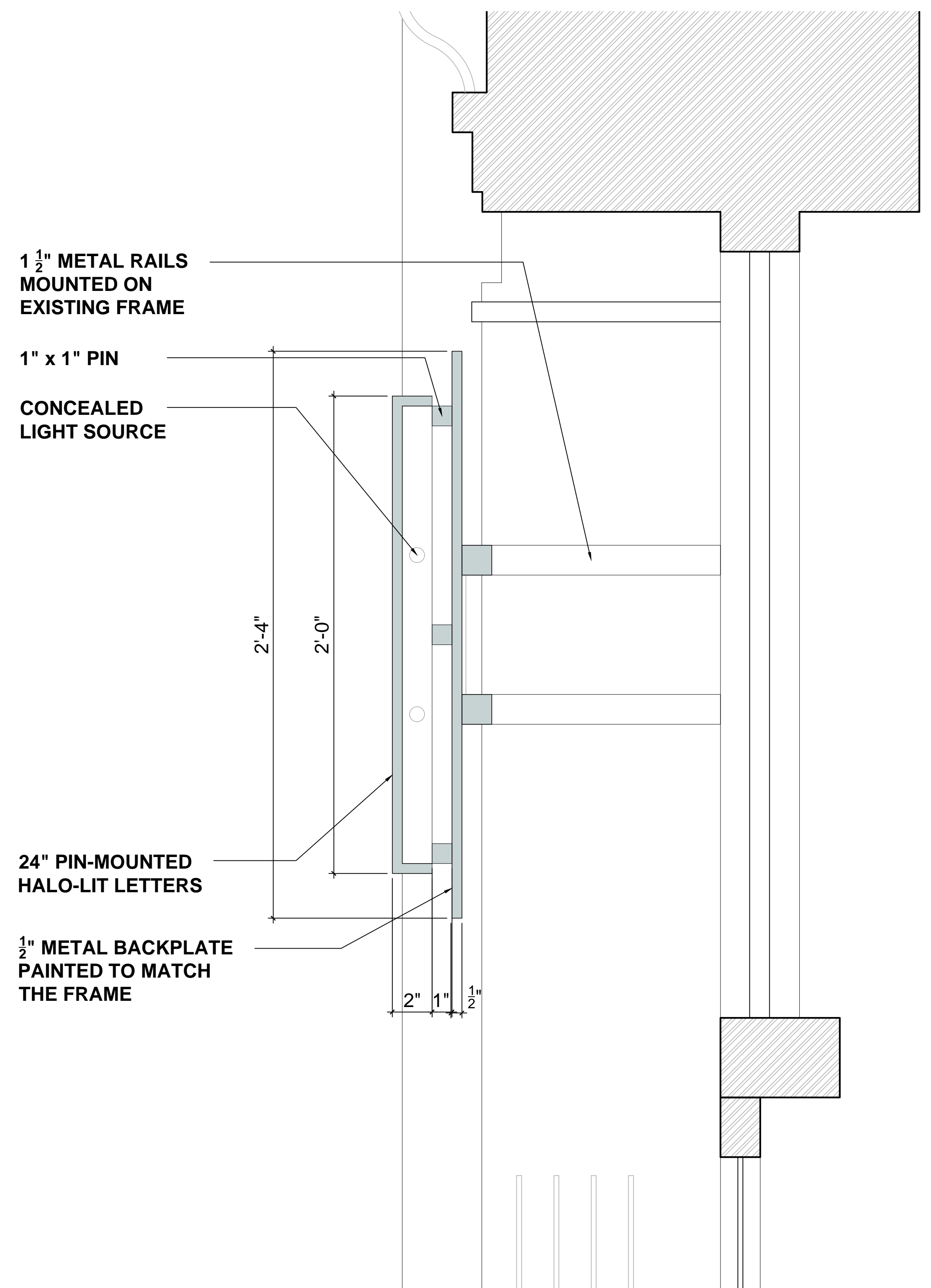


DOUBLE LINE SIGNAGE

# ENLARGED SIGNAGE DETAILS

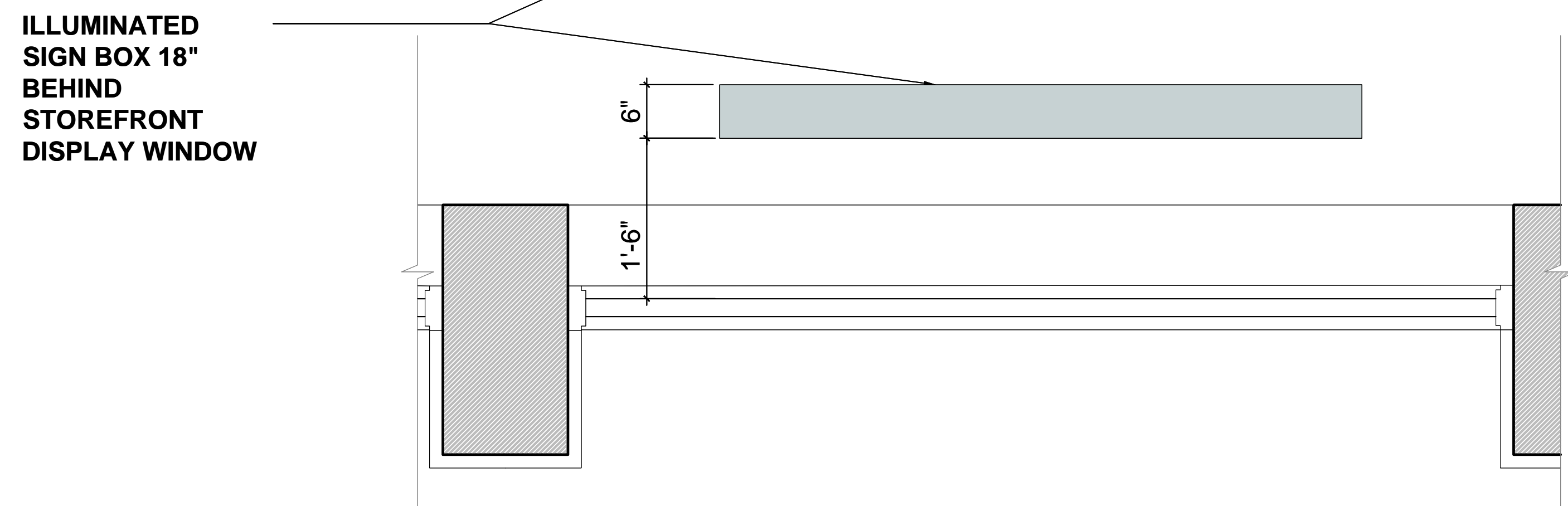
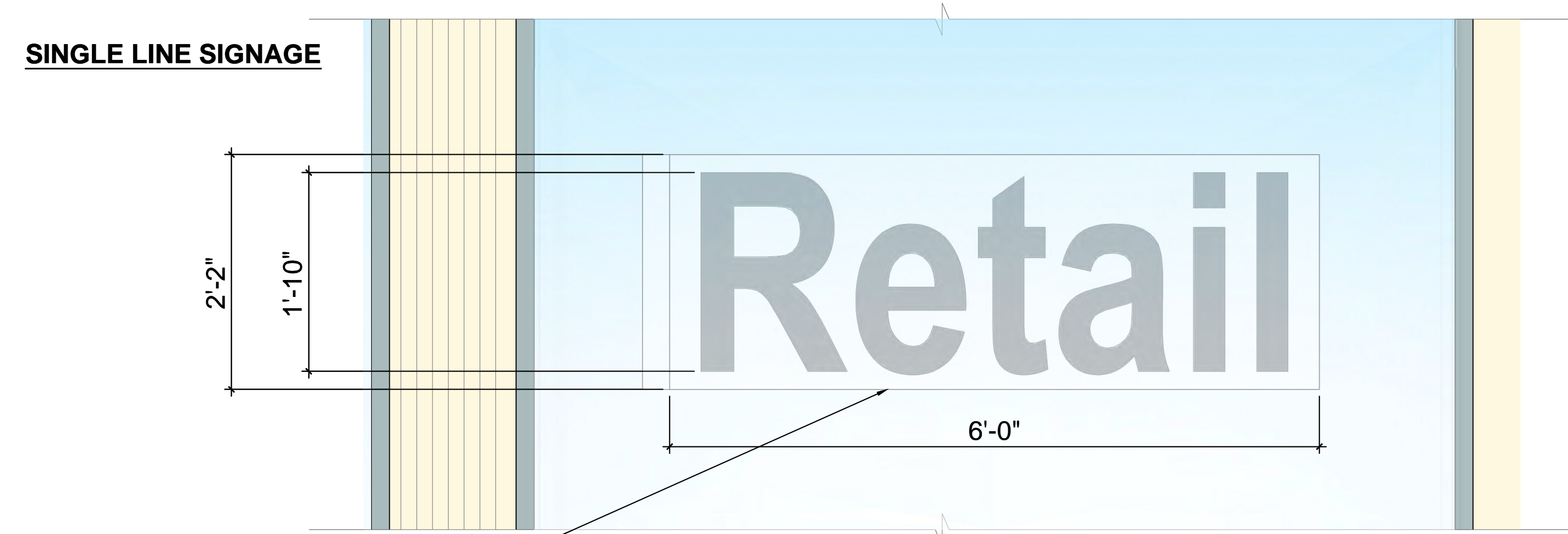
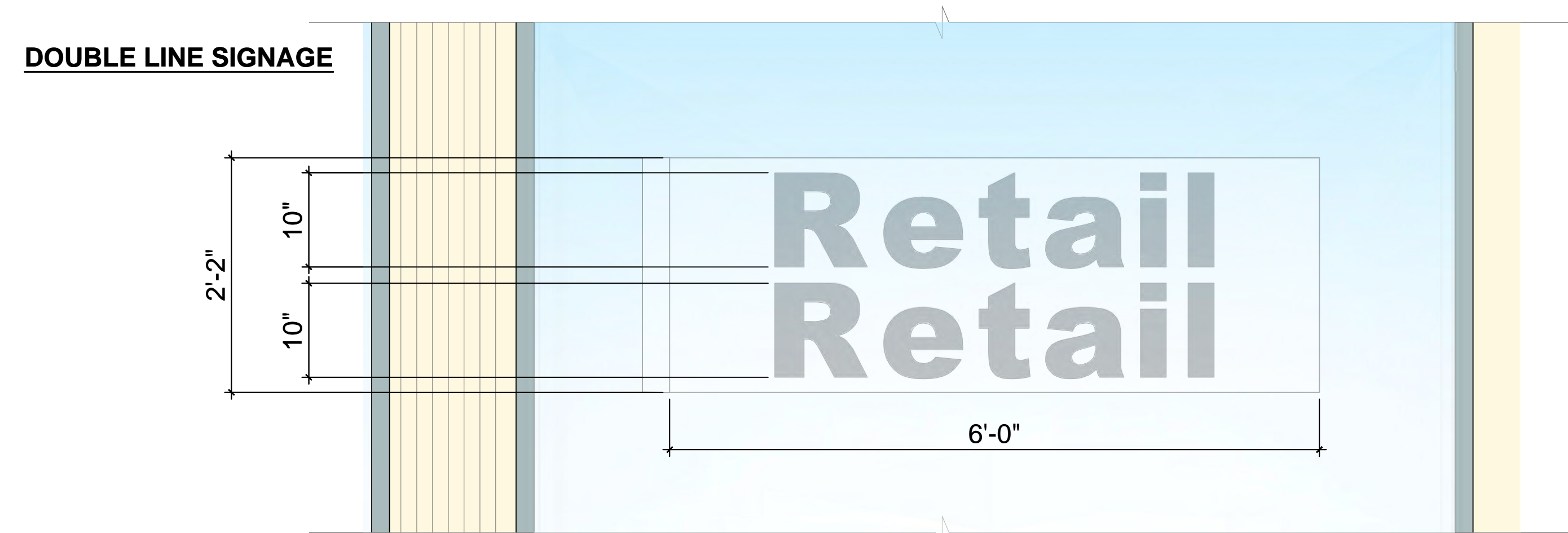


**01** ELEVATION AND PLAN  
1" = 1'-0"

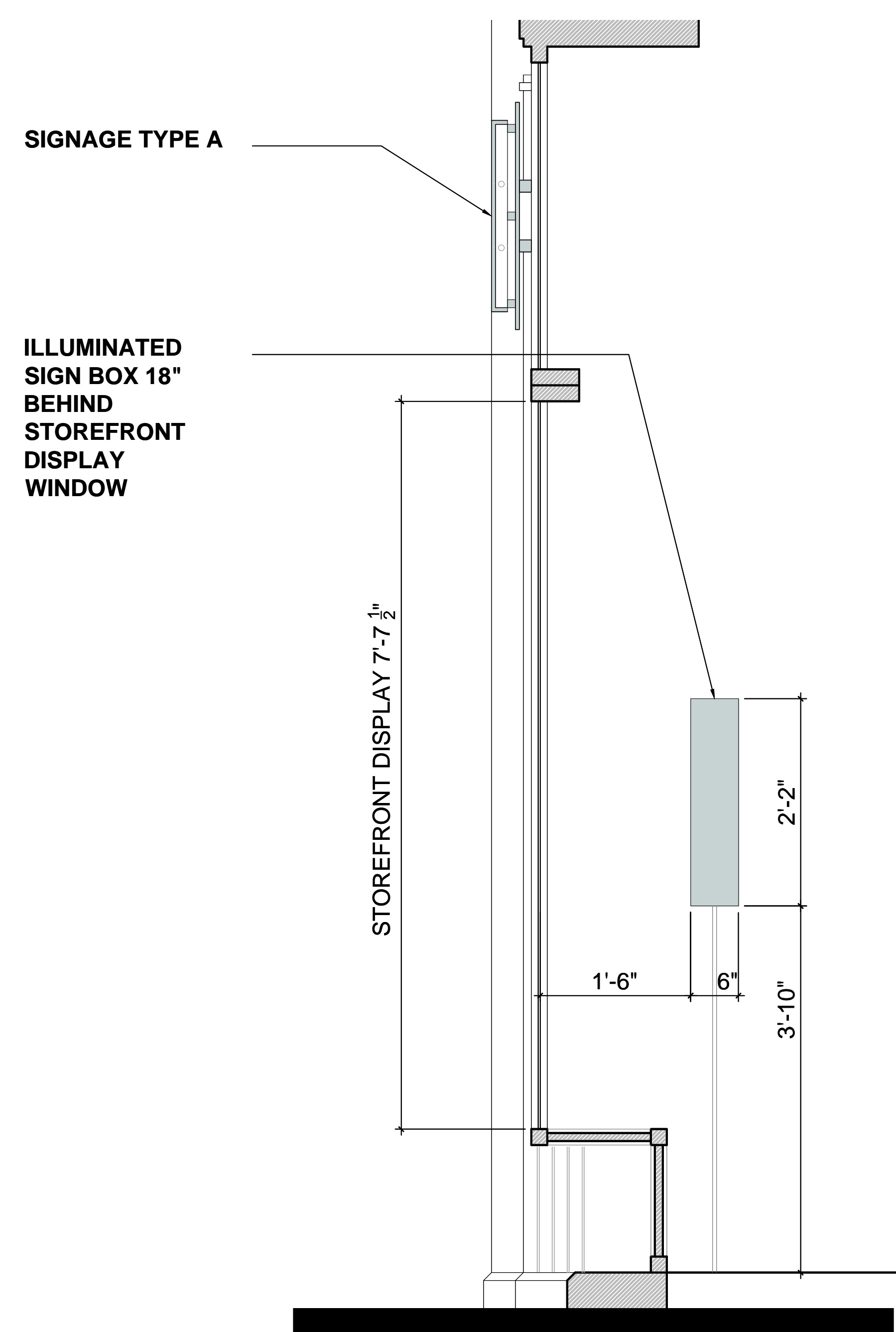


**02** SECTION  
3" = 1'-0"

PIN-MOUNTED HALO-LIT LETTERING WITH BACKPLATE ON RAILS

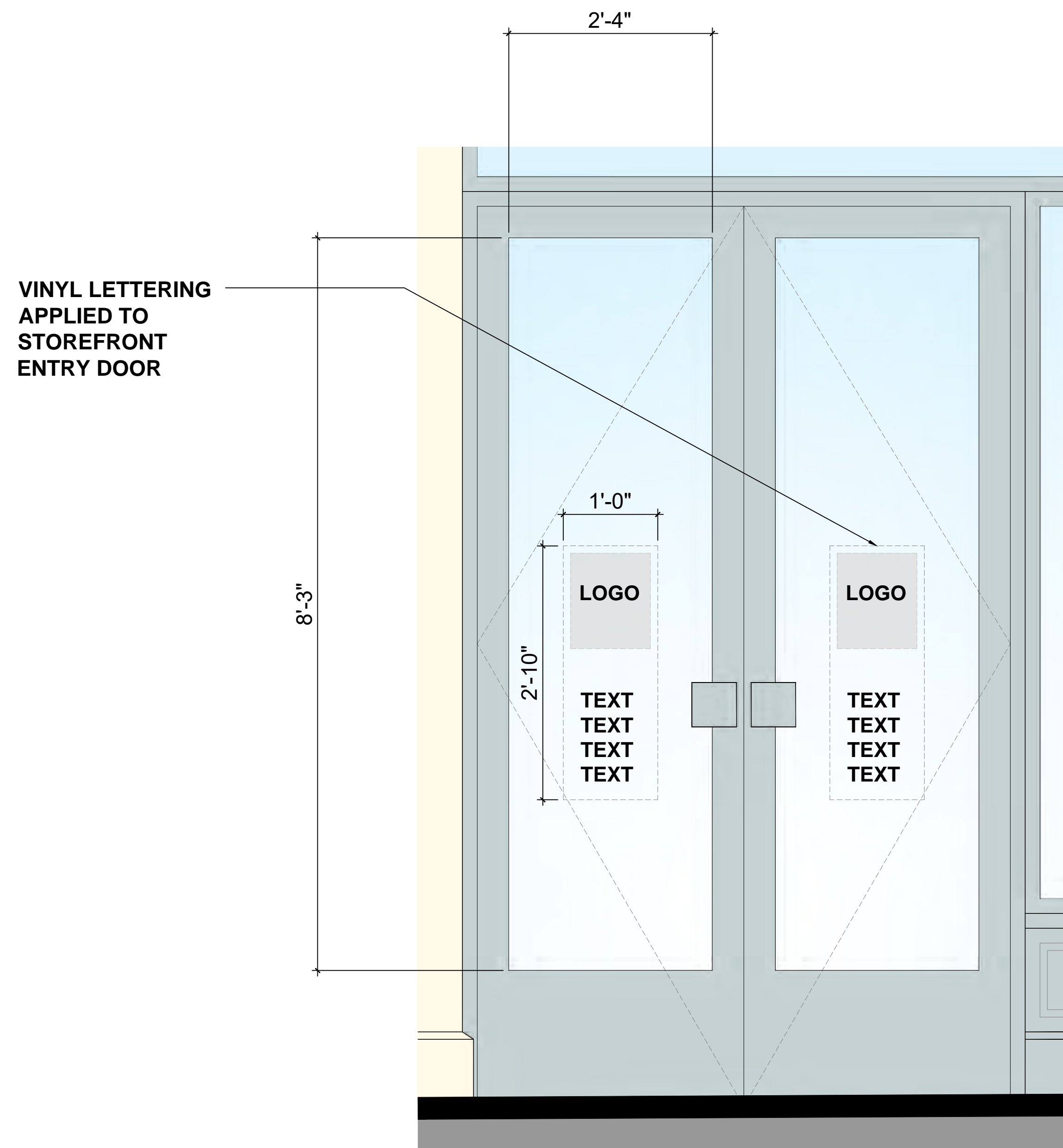


**01** ELEVATION AND PLAN  
1" = 1'-0"



**02** SECTION  
1" = 1'-0"

ILLUMINATED SIGN BOX 18" BEHIND STOREFRONT DISPLAY WINDOW



**01** ELEVATION  
1" = 1'-0"

VINYL LETTERING ON STOREFRONT ENTRY DOORS NO MORE THAT 20% OF GLAZED AREA

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