

The current proposal is:

Preservation Department – Item 1, 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**

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

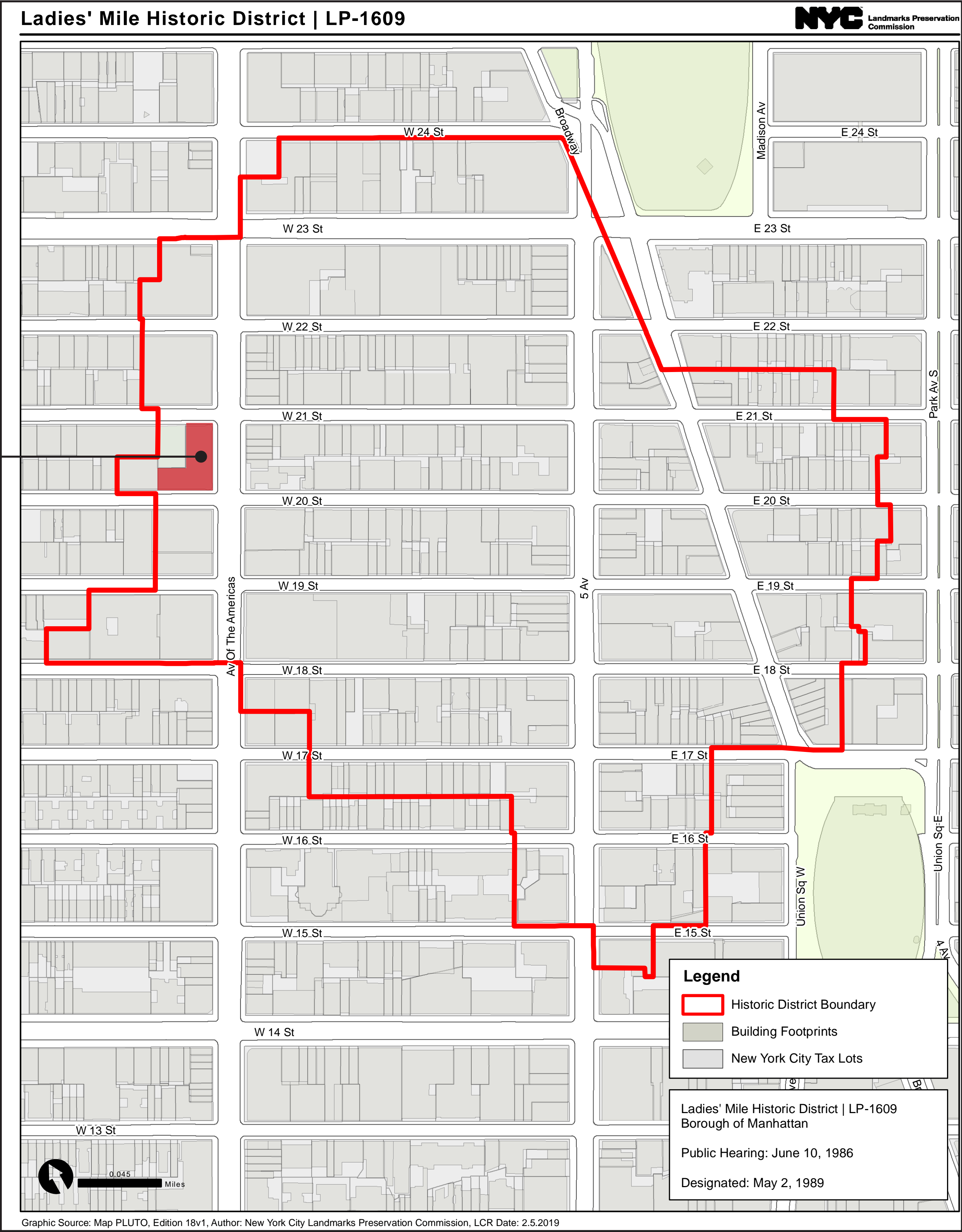
655 6TH AVENUE
RETAIL MASTERPLAN APPLICATION

BLOCK 796

LOT 7504

MANHATTAN (BOROUGH 1)

PROJECT SITE





PREVIOUSLY APPROVED MASTERPLAN 05/09/2014 :

SIGN TYPE A:

- INTERNALLY ILLUMINATED SIGN BOXES WITH 10” MAX. LETTERING
- LOCATION: AT ALL TRANSOM WINDOWS INCLUDING ABOVE DOORS.
 - TYPICAL: 18” BEHIND GLASS
 - AT CORNER BAYS: 6” BEHIND GLASS



PRESENTED AT 12/10/2024 PUBLIC HEARING :

SIGN TYPE A:

- HALO-LIT LETTERING MOUNTED ON BACKPLATE AND RAILS, MAX. 24” HIGH
- LOCATION: EXTERIOR MOUNTED ABOVE ALL RETAIL ENTRY DOORS

SIGN TYPE B:

- INTERNALLY ILLUMINATED SIGN BOXES WITH 22” MAX. LETTERING
- LOCATION: AT DISPLAY WINDOWS (1 PER STORE)

SIGN TYPE C:

- VINYL DECALS COVERING 20% OF GLAZING SURFACE AREA
- LOCATION: AT ALL RETAIL ENTRY DOORS



MODIFIED PROPOSAL :

SIGN TYPE A:

- METAL CUTOUT LETTERS MOUNTED ON RAILS, MAX. 18” HIGH; INDIRECT LIGHT COVE ABOVE
- LOCATION: EXTERIOR MOUNTED ABOVE ALL RETAIL ENTRY DOORS

SIGN TYPE B:

- INTERNALLY ILLUMINATED SIGN BOXES WITH 18” MAX. LETTERING
- LOCATION: AT ALL TRANSOM WINDOWS EXCLUDING THE ENTRY DOOR BAYS
 - TYPICAL: 18” BEHIND GLASS
 - AT CORNER BAYS: 6” BEHIND GLASS

SIGN TYPE C:

- VINYL DECALS COVERING 20% OF GLAZING SURFACE AREA
- LOCATION: AT ALL RETAIL ENTRY DOORS

**** NOTE: EXISTING RETAIL ENTRY DOOR LOCATIONS WILL NOT CHANGE UNDER THIS MASTERPLAN**

EXISTING CONDITIONS







LOOKING NORTH



LOOKING SOUTH



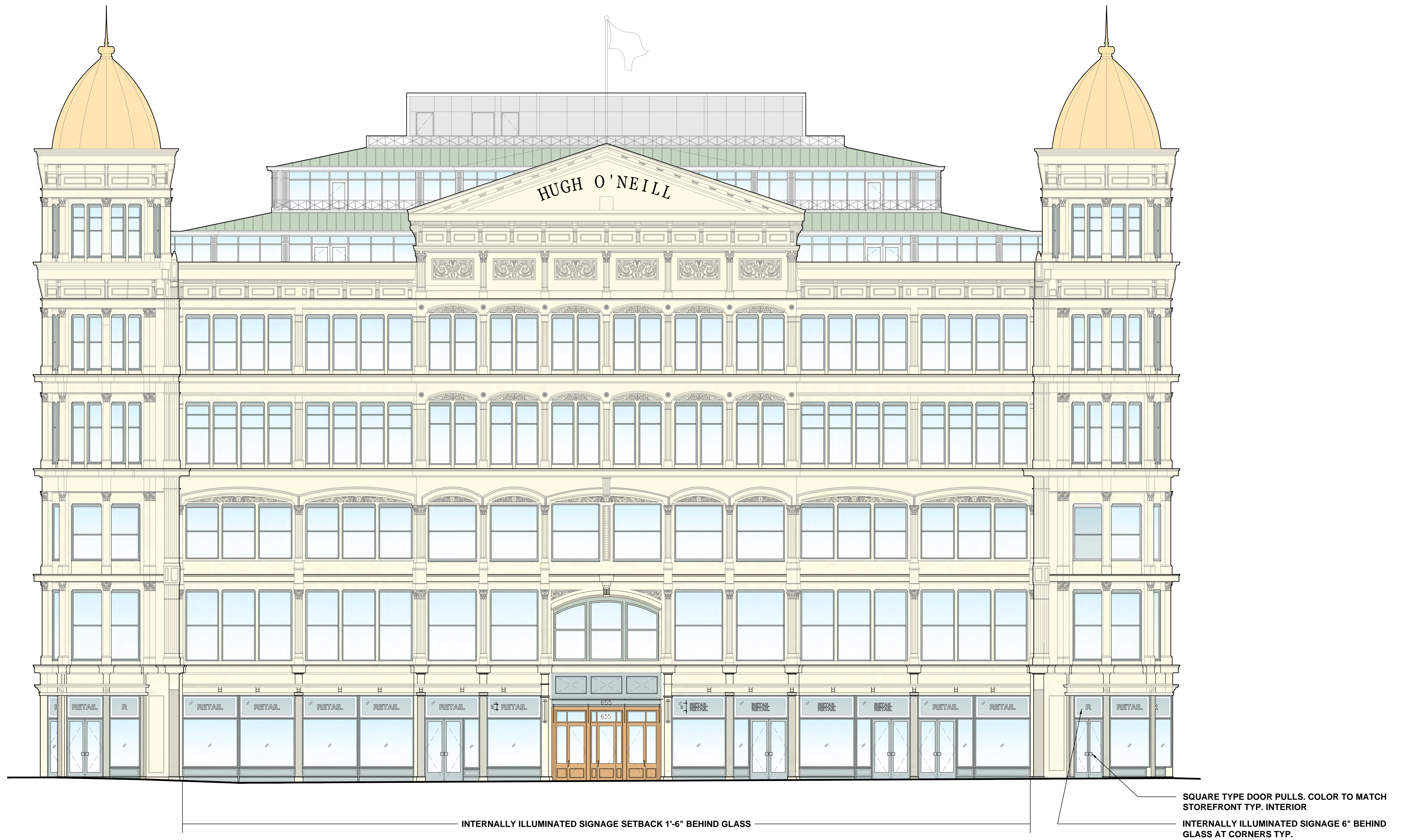
21ST STREET

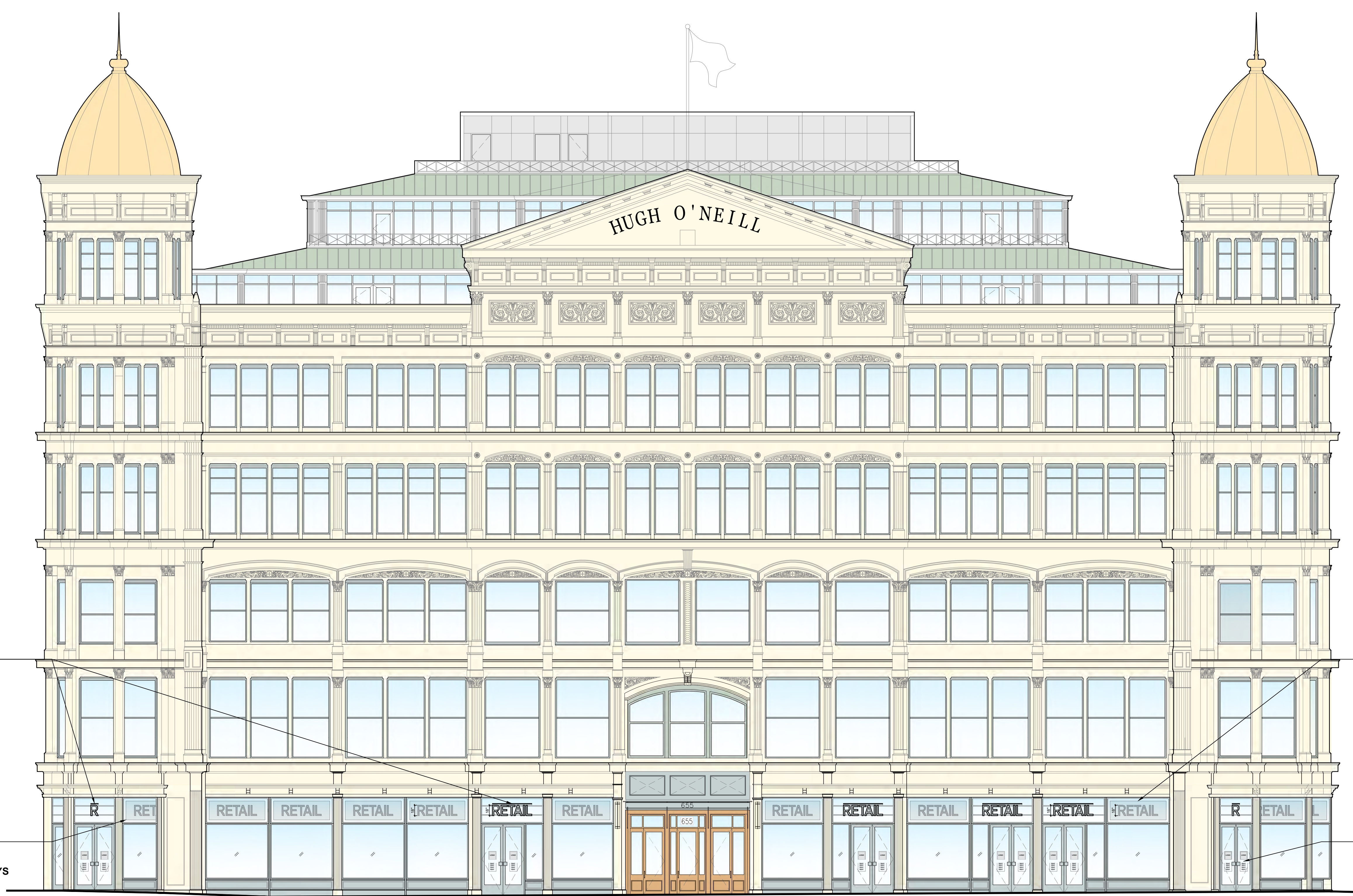


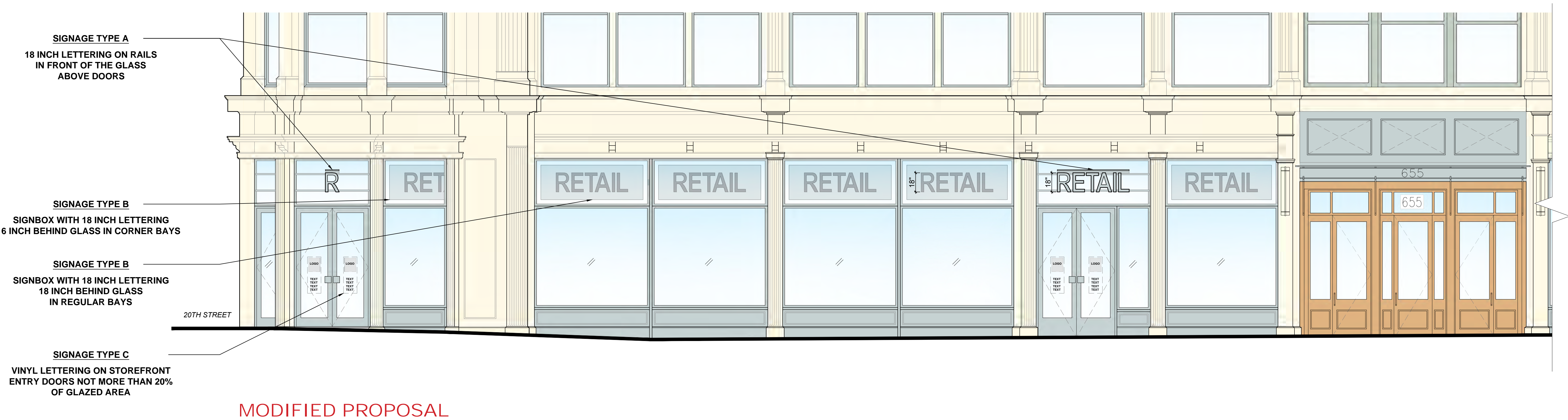
20TH STREET

PROPOSED RETAIL SIGNAGE MASTERPLAN









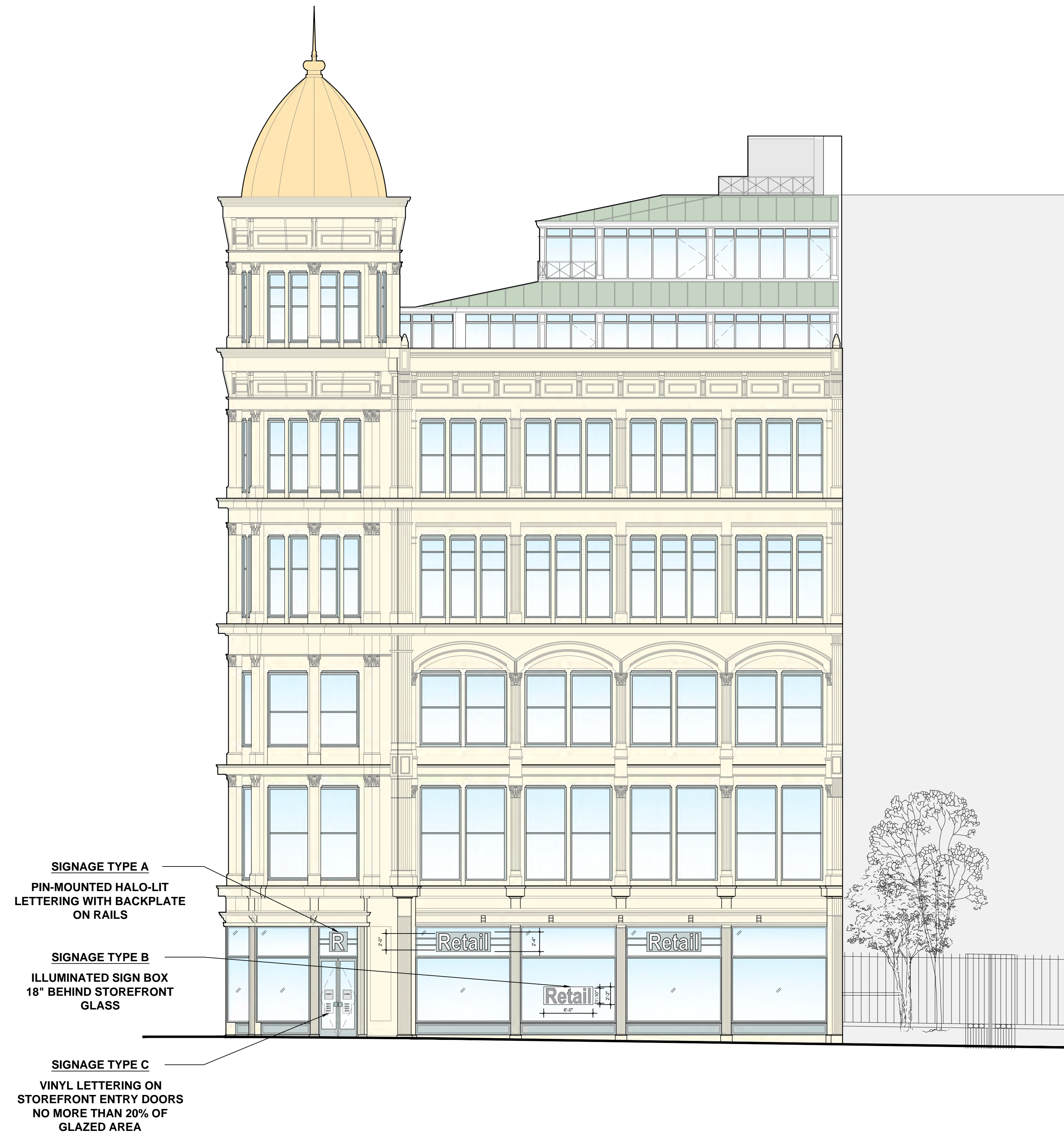


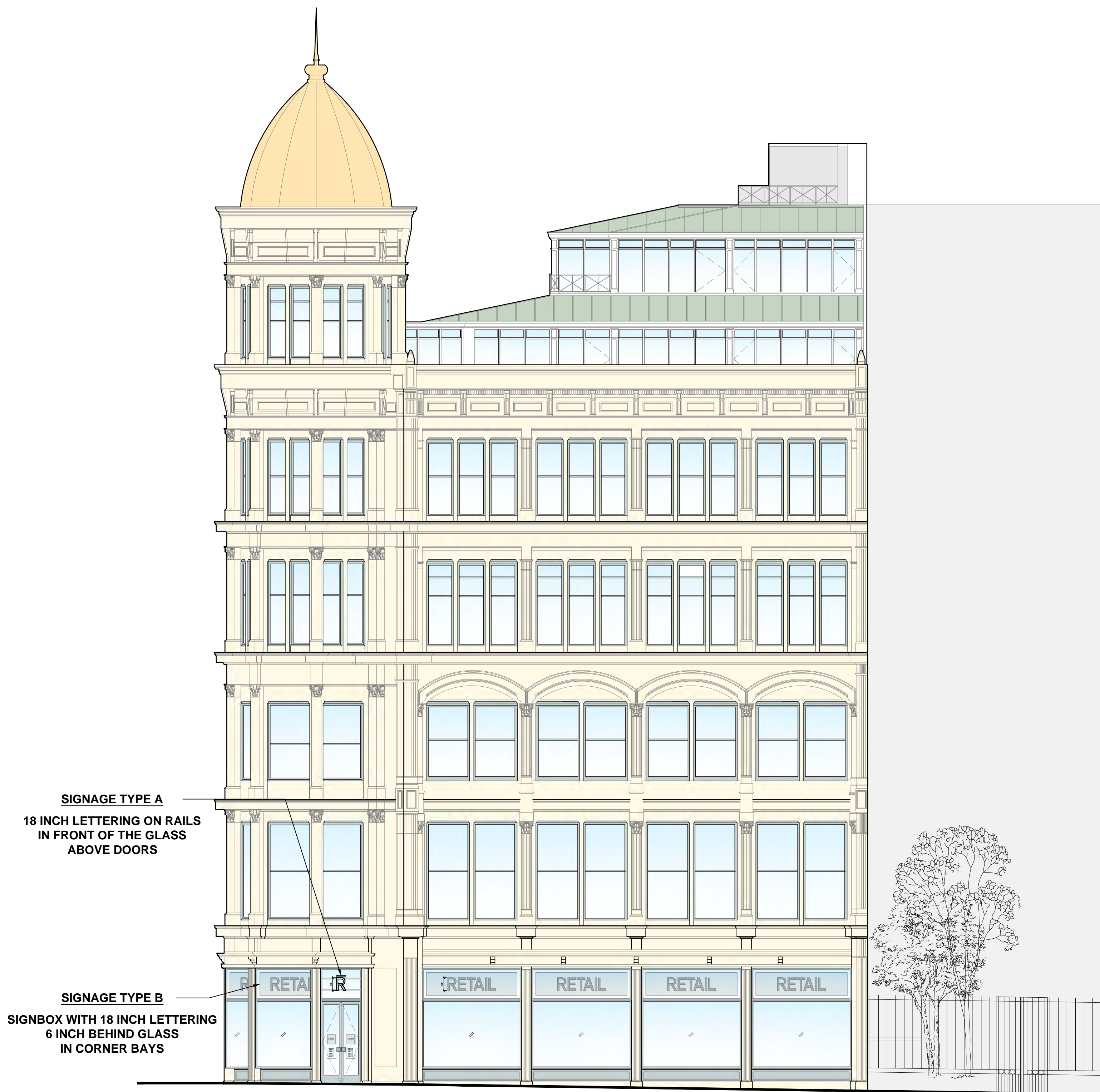
PRESENTED AT 12/10/2024 PUBLIC HEARING



MODIFIED PROPOSAL











PRESENTED AT 12/10/2024 PUBLIC HEARING



MODIFIED PROPOSAL



SIGNAGE TYPE A
18 INCH LETTERING ON RAILS
IN FRONT OF THE GLASS
ABOVE DOORS

SIGNAGE TYPE B
SIGNBOX WITH 18 INCH LETTERING
18 INCH BEHIND GLASS
IN REGULAR BAYS

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

3D REPRESENTATION

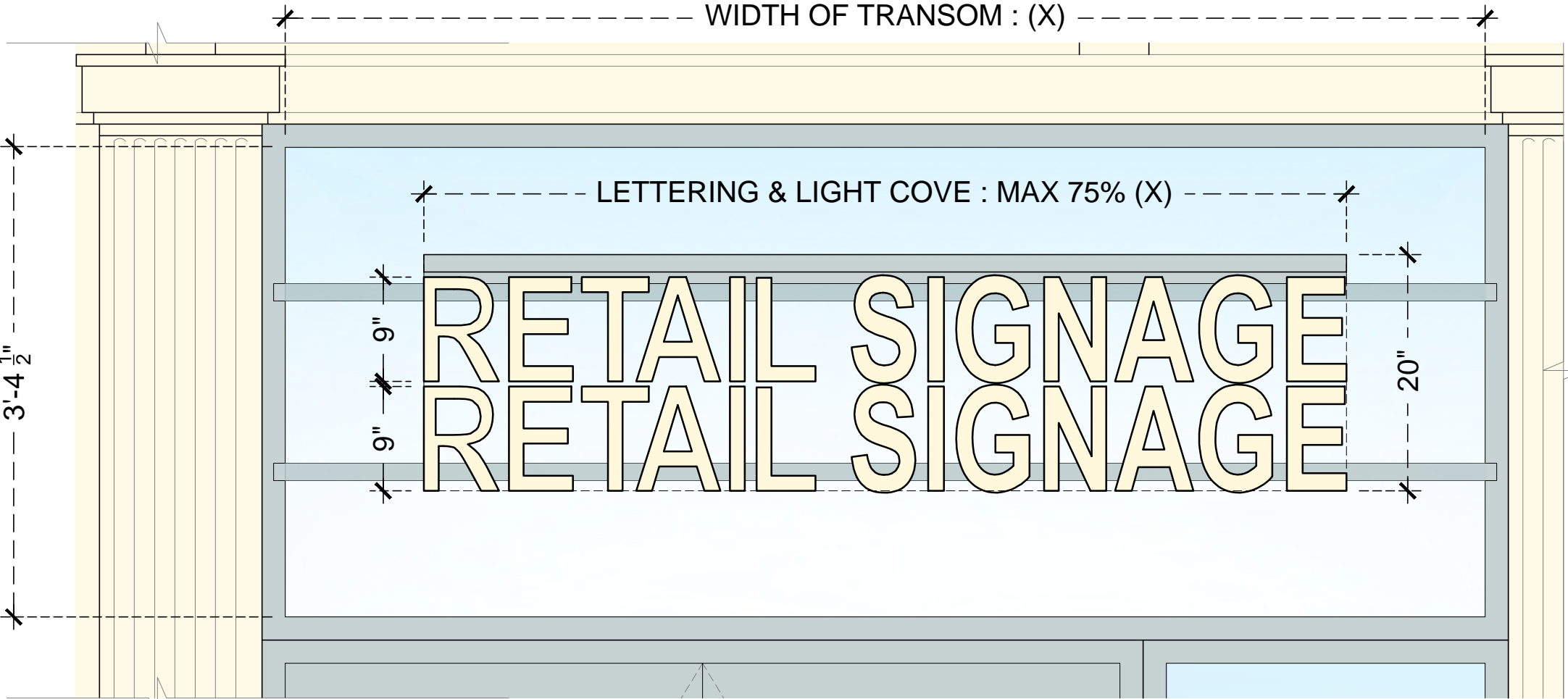




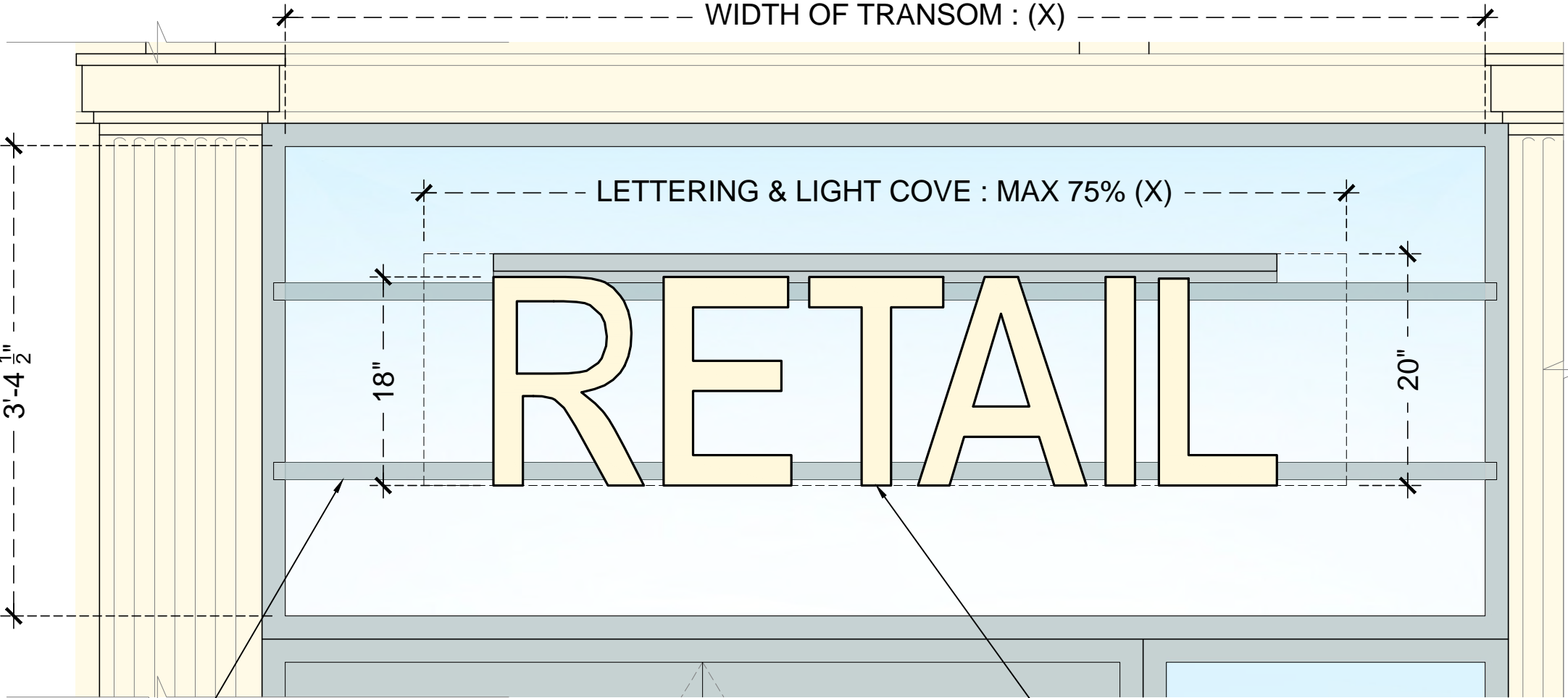


ENLARGED SIGNAGE DETAILS

DOUBLE LINE SIGNAGE



SINGLE LINE SIGNAGE



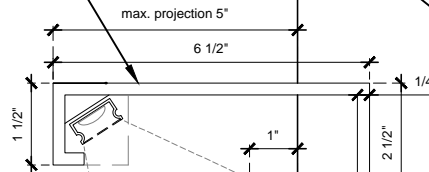
1.5" METAL
RAILS

ONE LINE OF 18"
LETTERING OR
TWO LINES OF 9"
LETTERING ON RAILS

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

1.5" METAL RAILS
MOUNTED ON
EXISTING FRAME

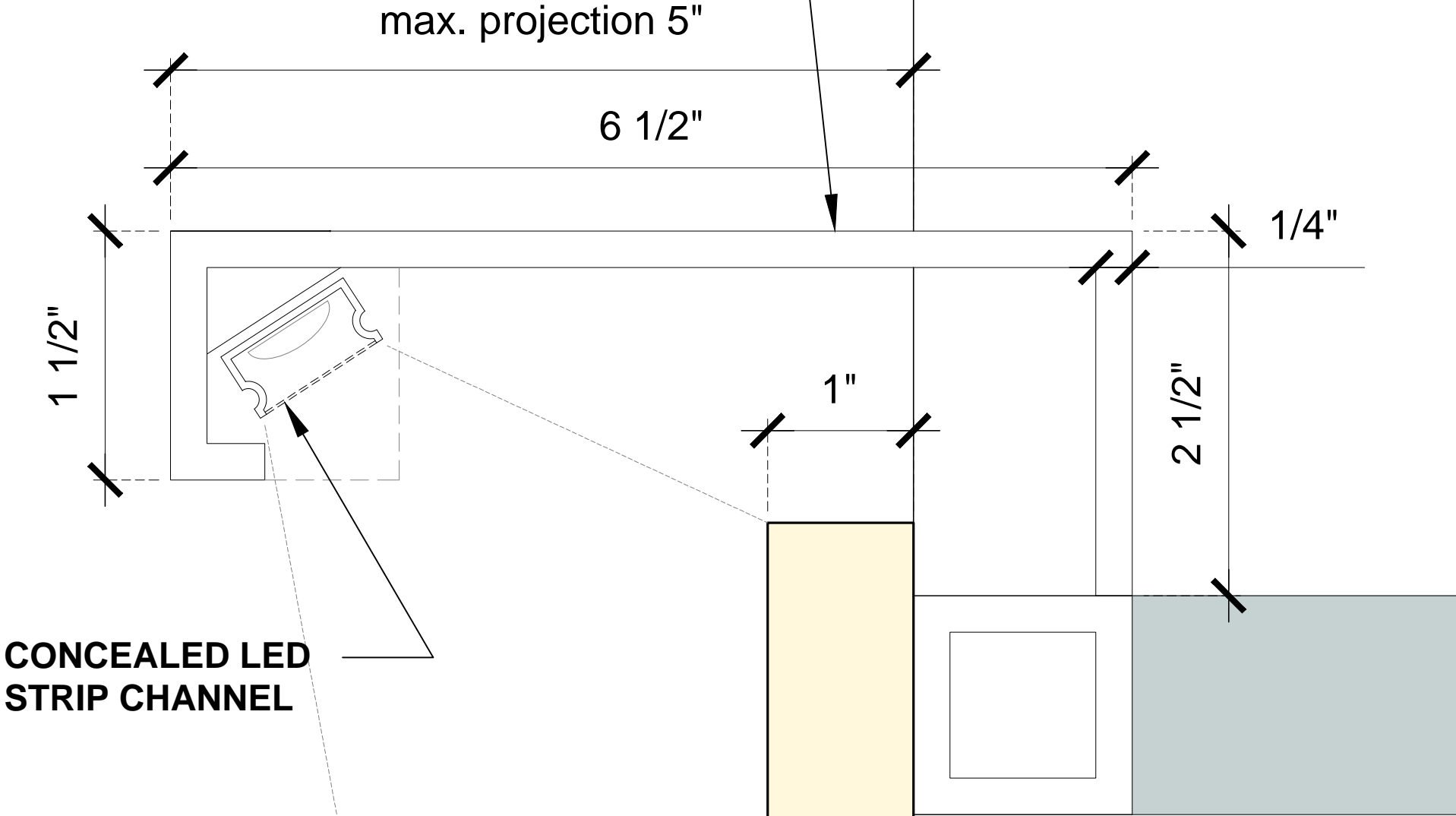
TOP LIT WITH
CONCEALED LIGHT
SOURCE



02 SECTION
3" = 1'-0"

FACE OF CAST IRON FACADE

CUSTOM BENT METAL LIGHT COVE -
PAINTED TO MATCH STOREFRONT
FRAME



CONCEALED LED
STRIP CHANNEL

CUTOUT METAL LETTERS
COLOR T.B.D. BY TENANT

03 LIGHTING DETAIL
1'-0" = 1'-0"

Product Details

CHANNEL STYLE: Square or Beveled Edge	MATERIAL: Anodized Alumium resists corrosion and wear
SIZE: 1" (W) x 39.5" (L) (specific measurements below)	LENS: Frosted polycarbonate protective lens
APPLICATIONS: Works with the DUO strip for under cabinet and display case lighting	INCLUDES: (1) Channel, (1) Lens, (2) end caps, (2) Mounting Clips

Description

This 1" wide aluminum LED strip channel will really improve the style of your LED strip lighting applications. The track can work as recessed or surface mount channel to provide a clean, finished look. The included lens is a frosted polycarbonate material that spreads the light output as well as protects the actual LED strips.

The channel works great with the LuxDrive DUO strip or any other pcb that has a width less than or equal to 1-inch. They are commonly used in recessed lighting, under-cabinet lighting, handrails, shelves and display cases.

Square or Bevel Style

This strip channel is offered in two different extrusion styles/shapes. [The specific dimensions can be seen at the bottom of the page.](#)

- Square Shape: Straight edges featuring a deeper channel
- Bevelled Edge: Shallow channel with bevelled sides.

Lens

Each channel piece that is purchased comes with a frosted UV resistant lens. The lens helps to evenly distribute the light output. The lens easily slides over the top of the track once the strip light is mounted inside.

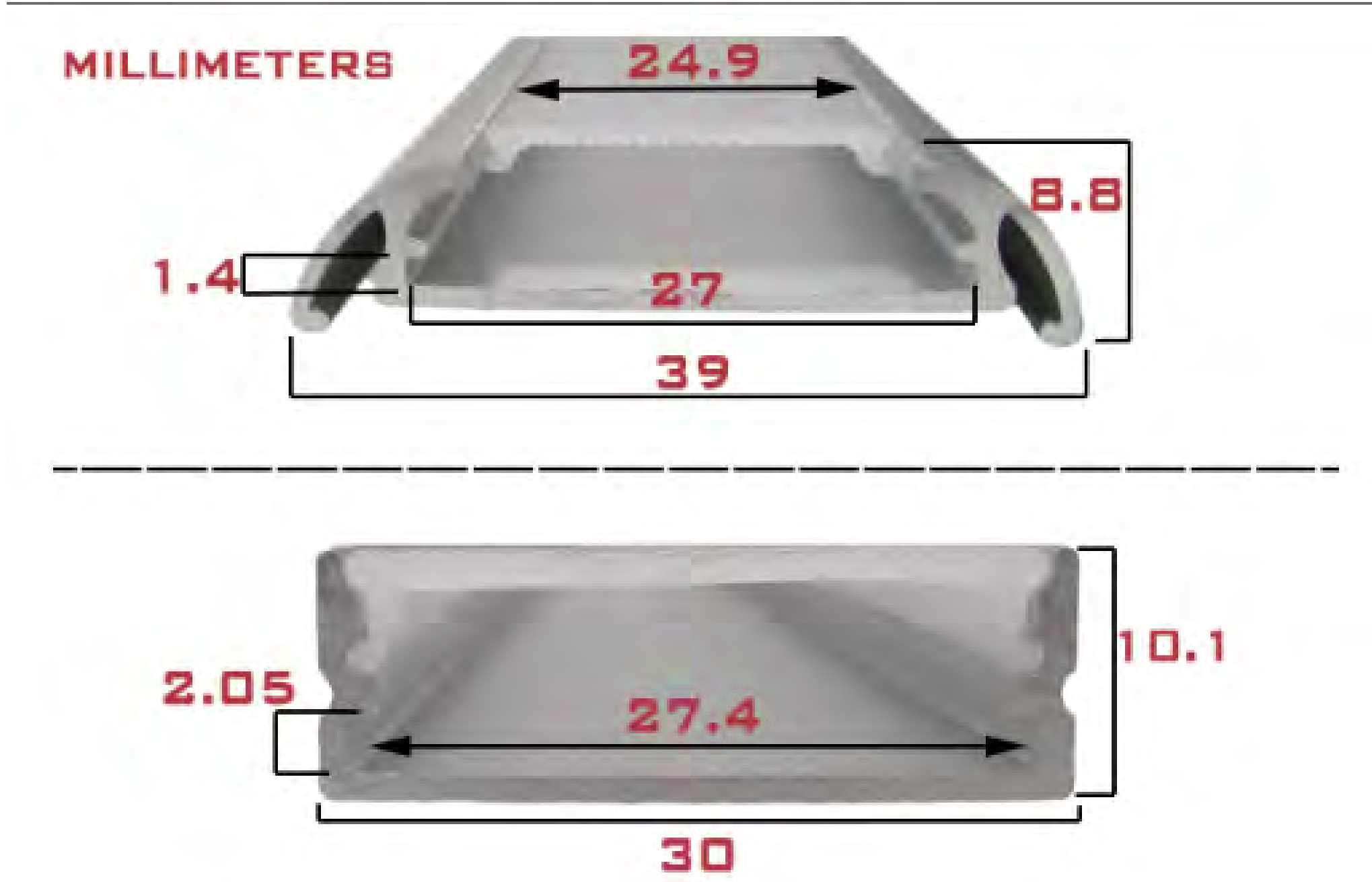
End-Caps

The ends of the aluminum channels can be capped off with the included end-caps. These end-caps allow wires to pass through but help keep out moisture and dust while keeping a clean, finished look.

Mounting

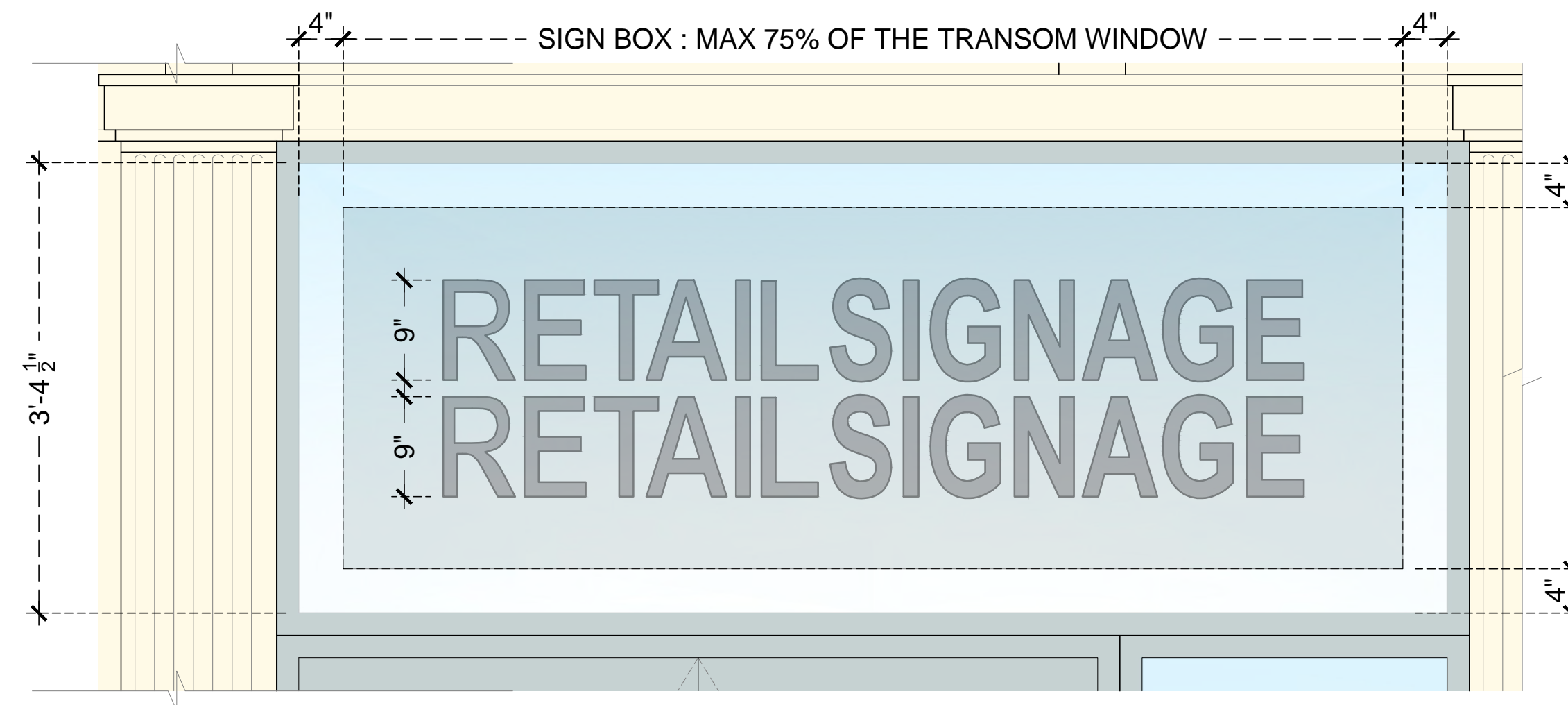
The channels come with mounting hardware included. Each piece includes 2 clips. Use screws (not included) to mount each clip on the surface needed. Once the clips are in place the channel clicks right in.

The strip lights (like the DUO) are best to be adhered to the inside of the channel using [double sided thermal transfer tape](#).

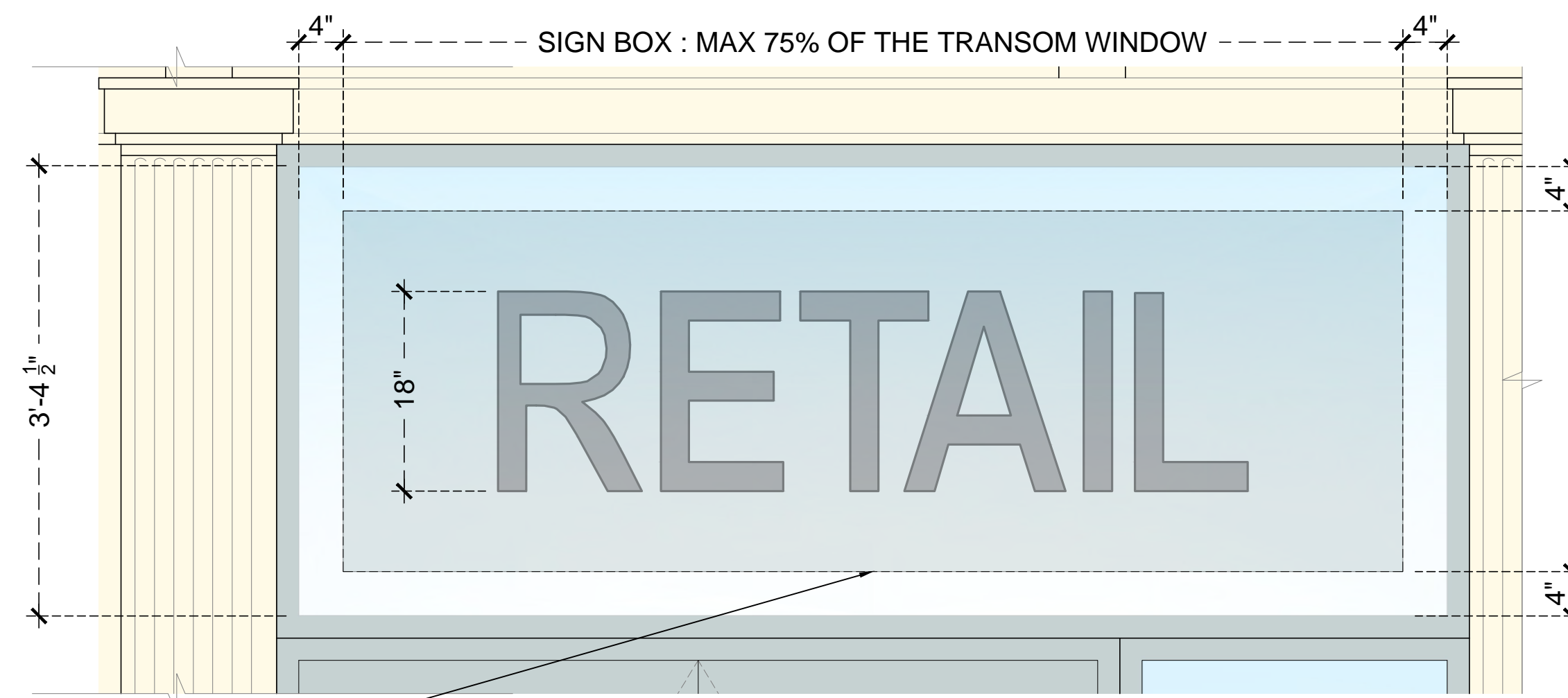


1 INCH LED STRIP CHANNEL

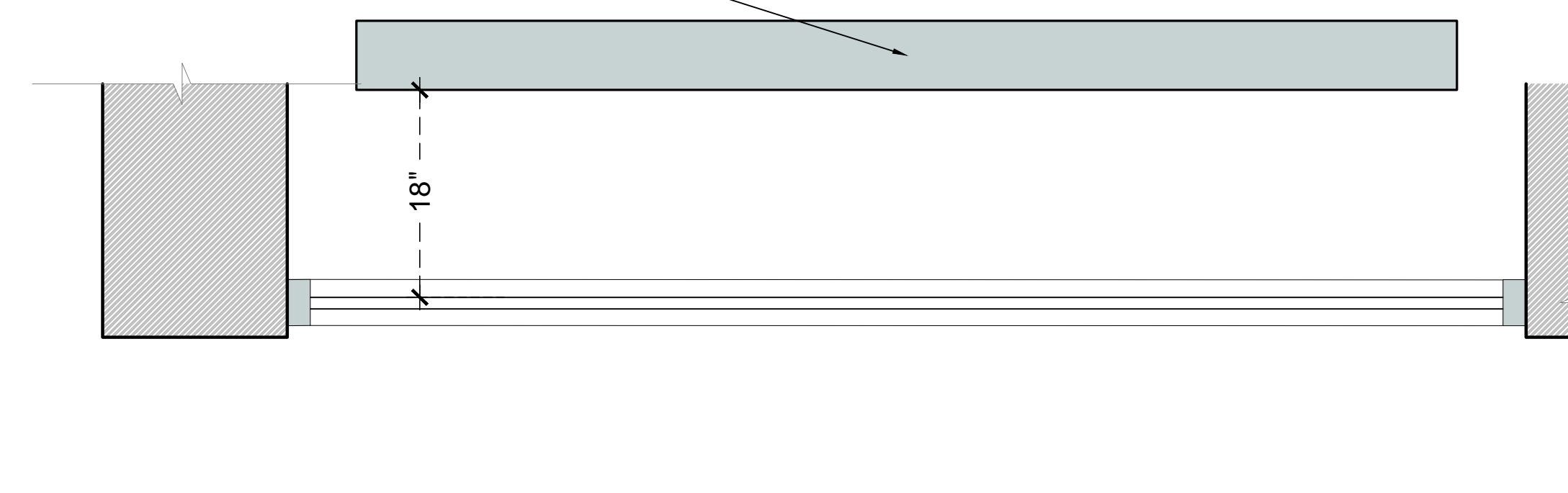
DOUBLE LINE SIGNAGE



SINGLE LINE SIGNAGE



SIGNBOX 18 INCH
BEHIND GLASS



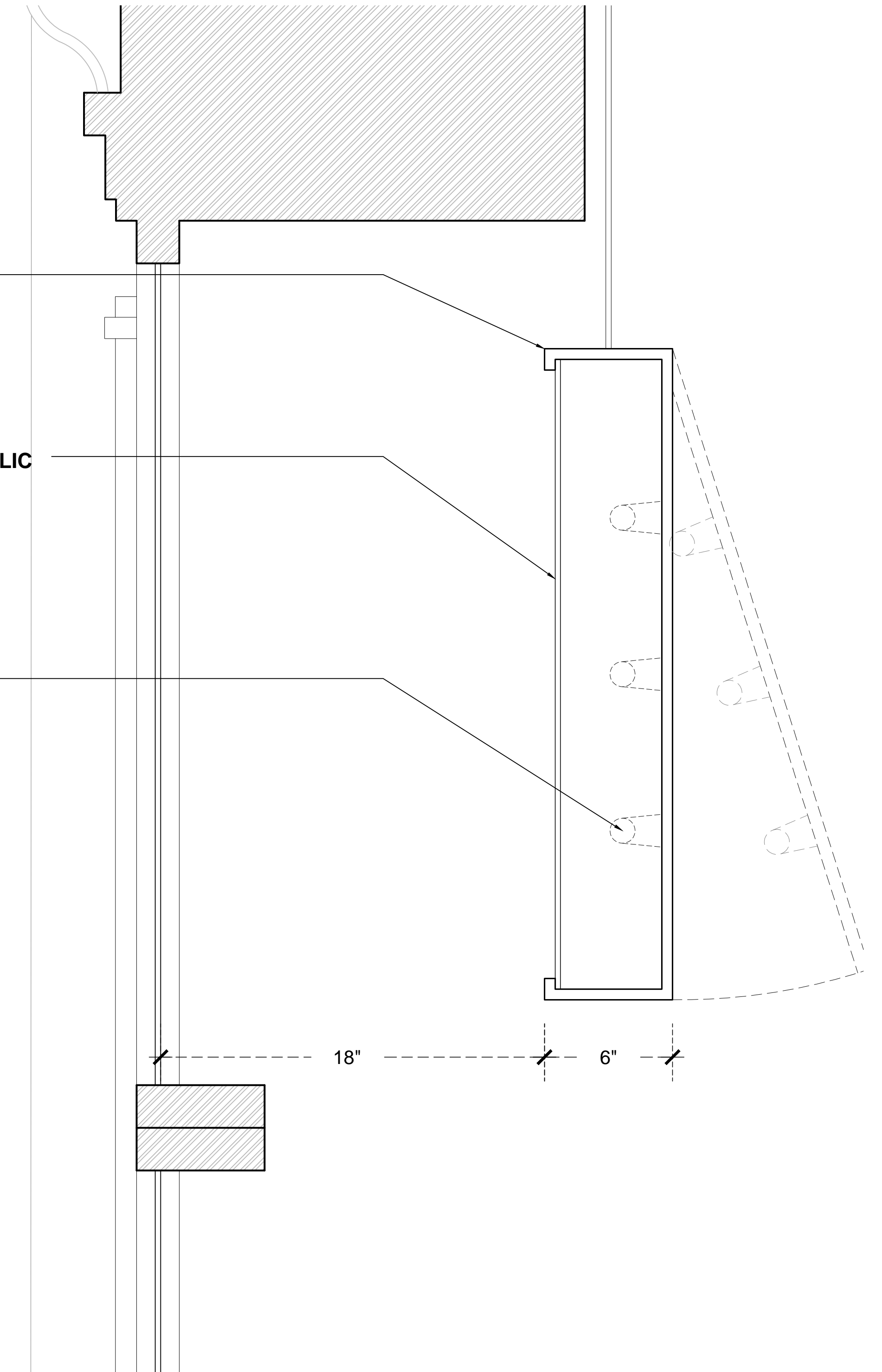
01 ELEVATION AND PLAN

1" = 1'-0"

SUSPENDED
SIGNBOX 18 INCH
BEHIND GLASS

TRANSLUCENT ACRYLIC
BACKGROUND WITH
APPLIED VINYL
LETTERING
COLORS T.B.D. BY
TENANT

INTERNALLY
ILLUMINATED

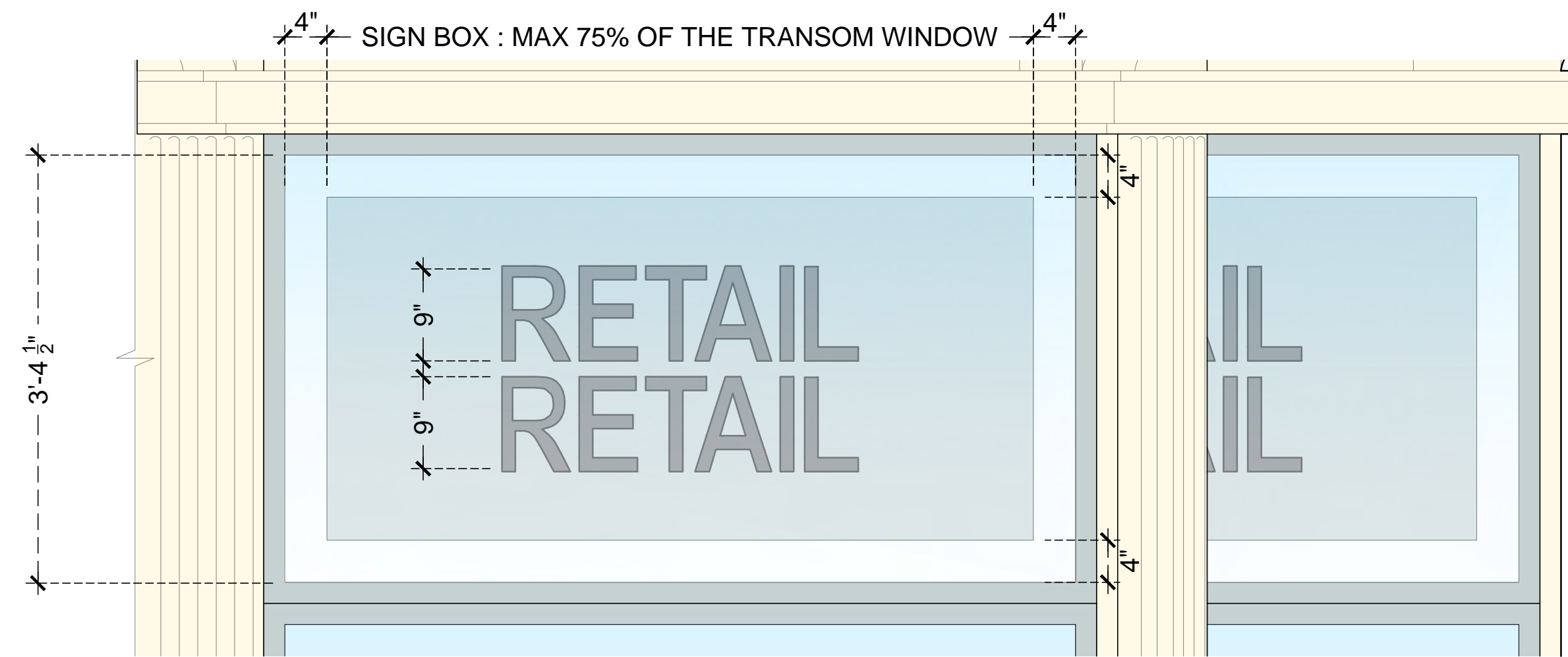


02 SECTION

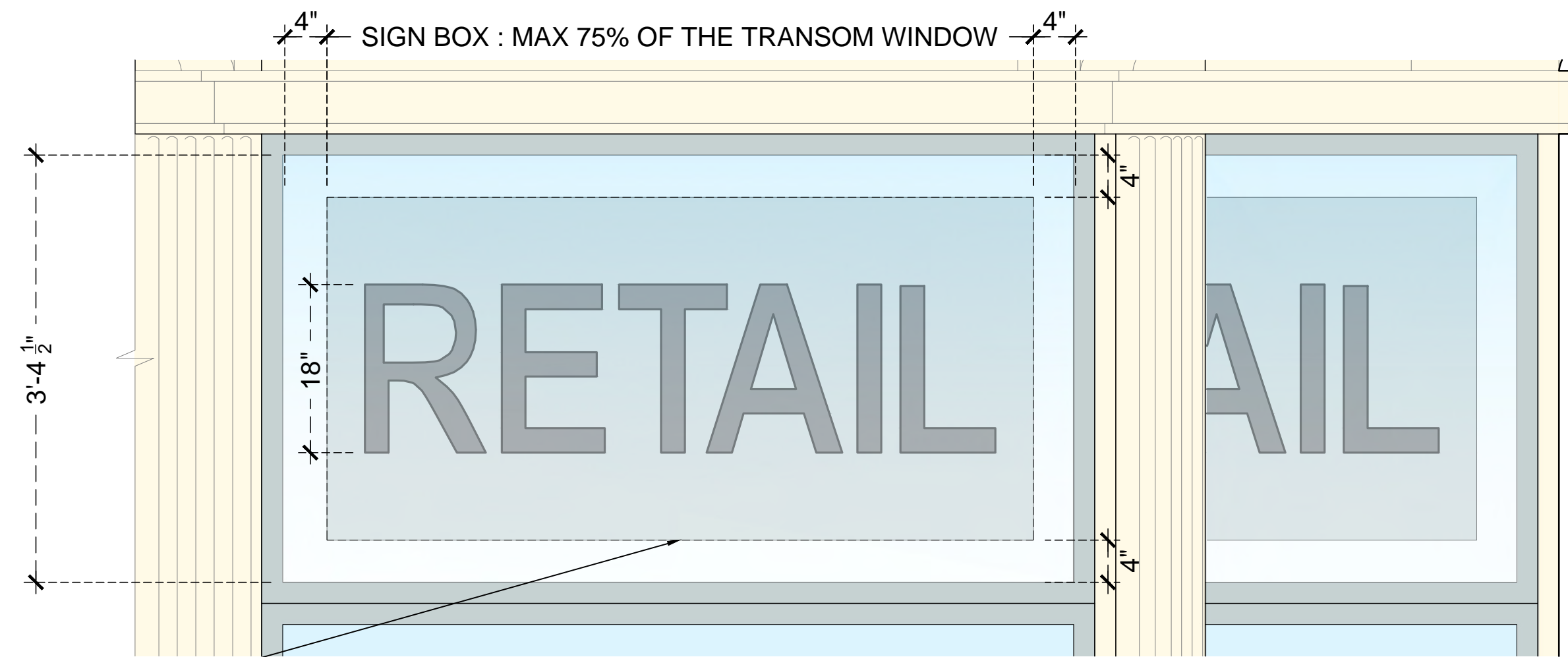
3" = 1'-0"

REGULAR BAYS

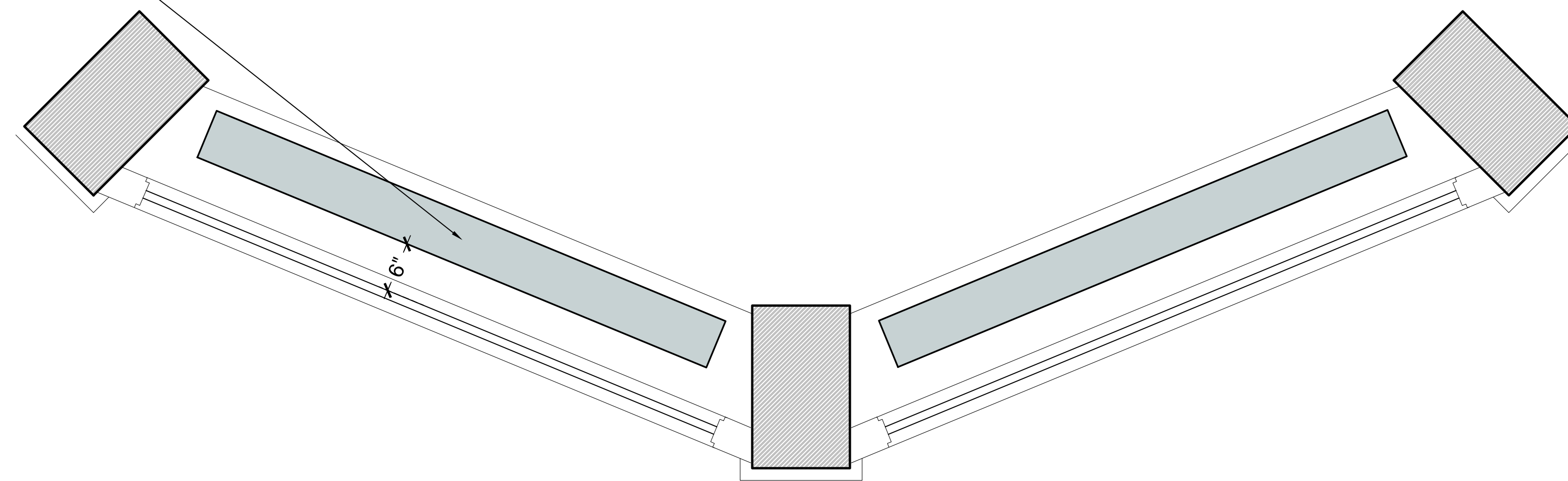
DOUBLE LINE SIGNAGE



SINGLE LINE SIGNAGE



SIGNBOX 6 INCH
BEHIND GLASS

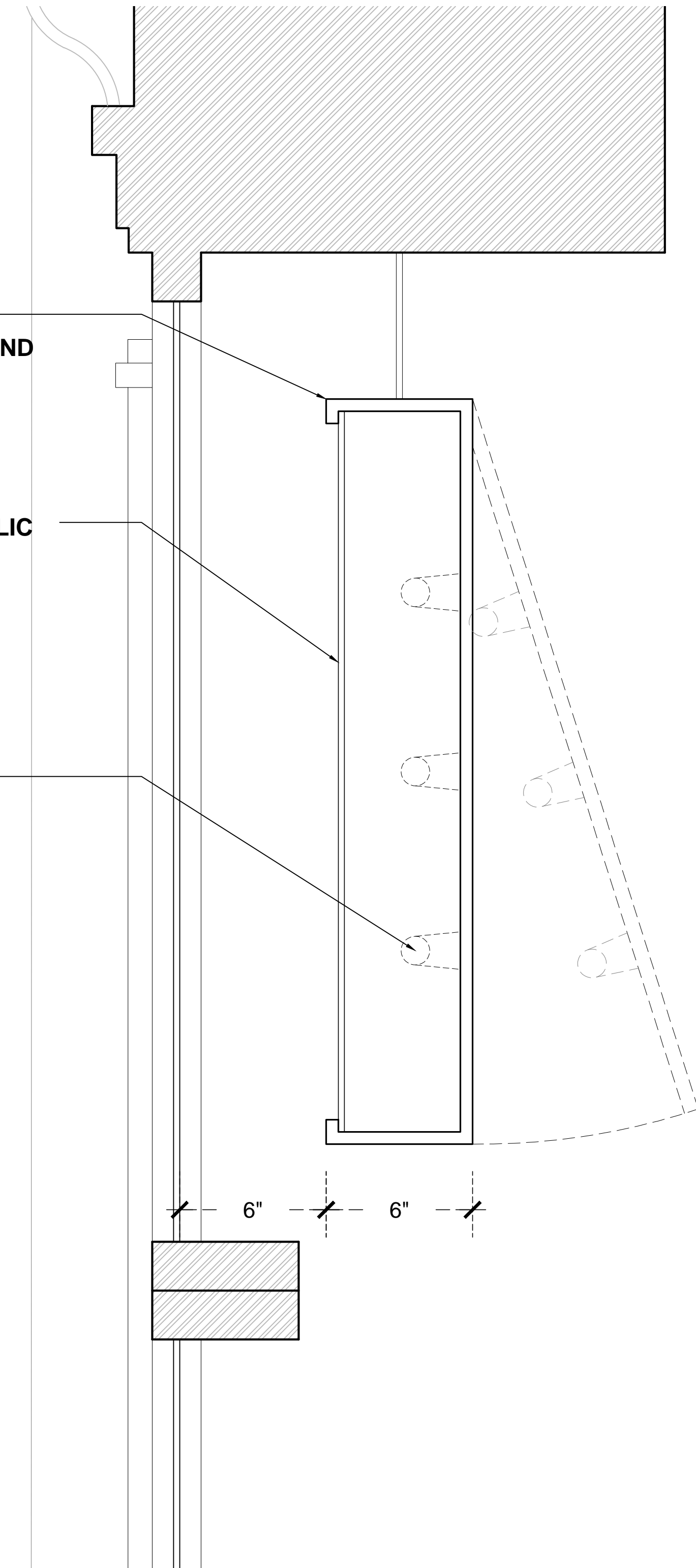


01 ELEVATION AND PLAN
1" = 1'-0"

SUSPENDED
SIGNBOX 6 INCH BEHIND
GLASS

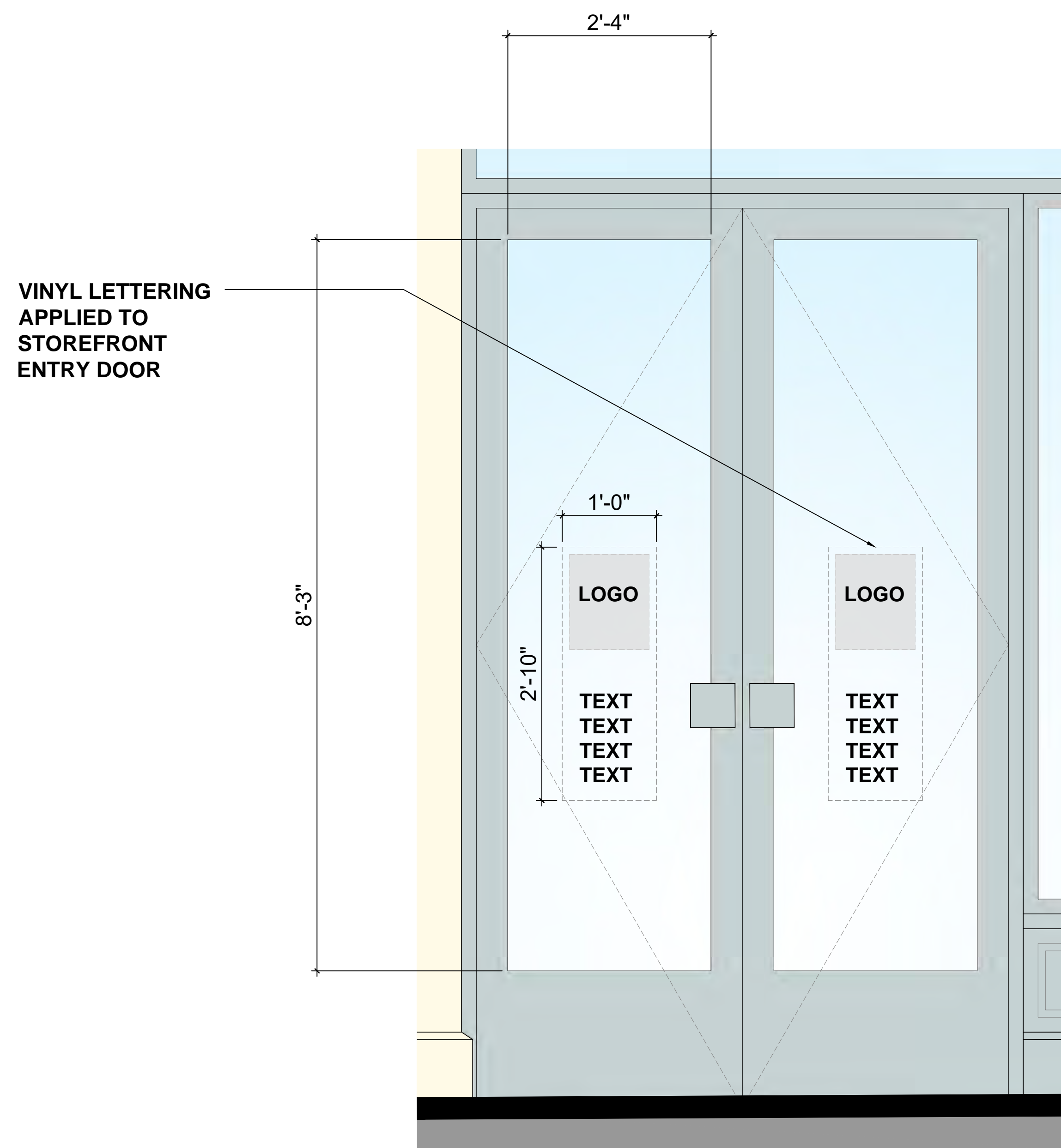
TRANSLUCENT ACRYLIC
BACKGROUND WITH
APPLIED VINYL
LETTERING
COLORS T.B.D. BY
TENANT

INTERNALLY
ILLUMINATED



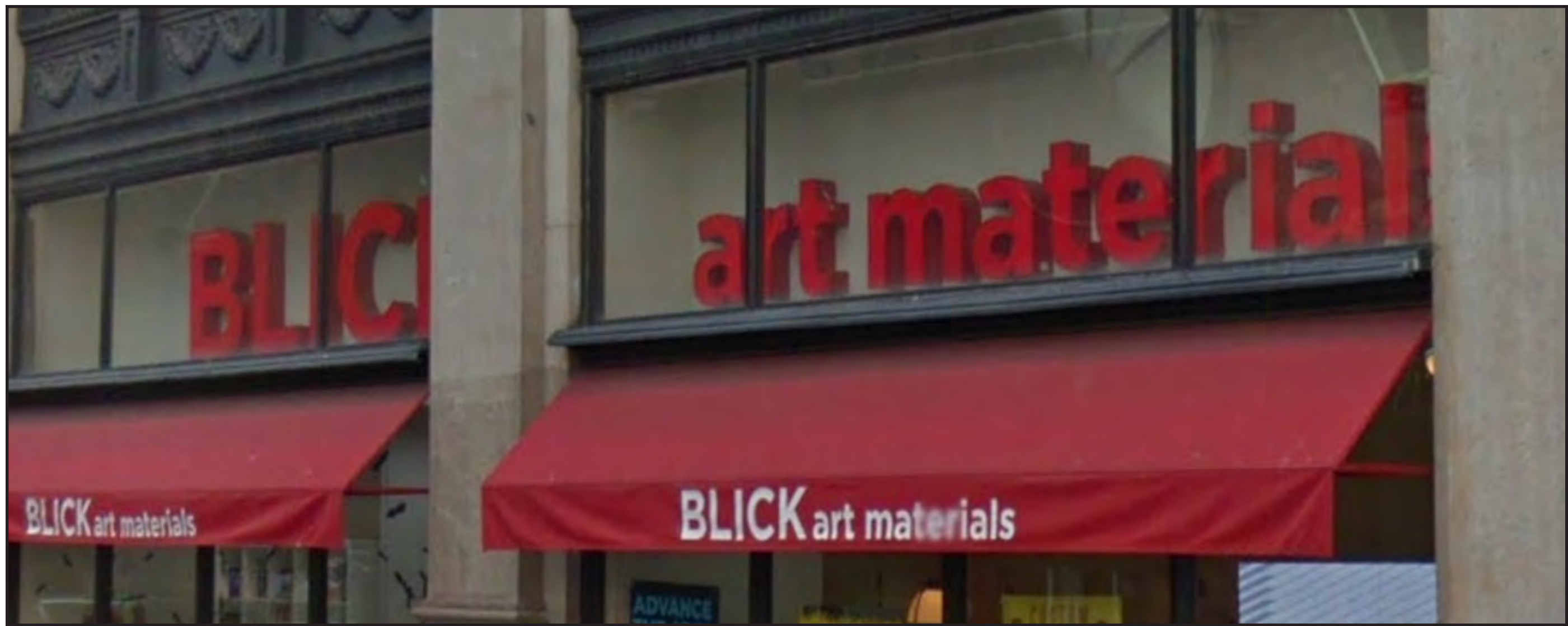
02 SECTION
3" = 1'-0"

CORNER BAYS

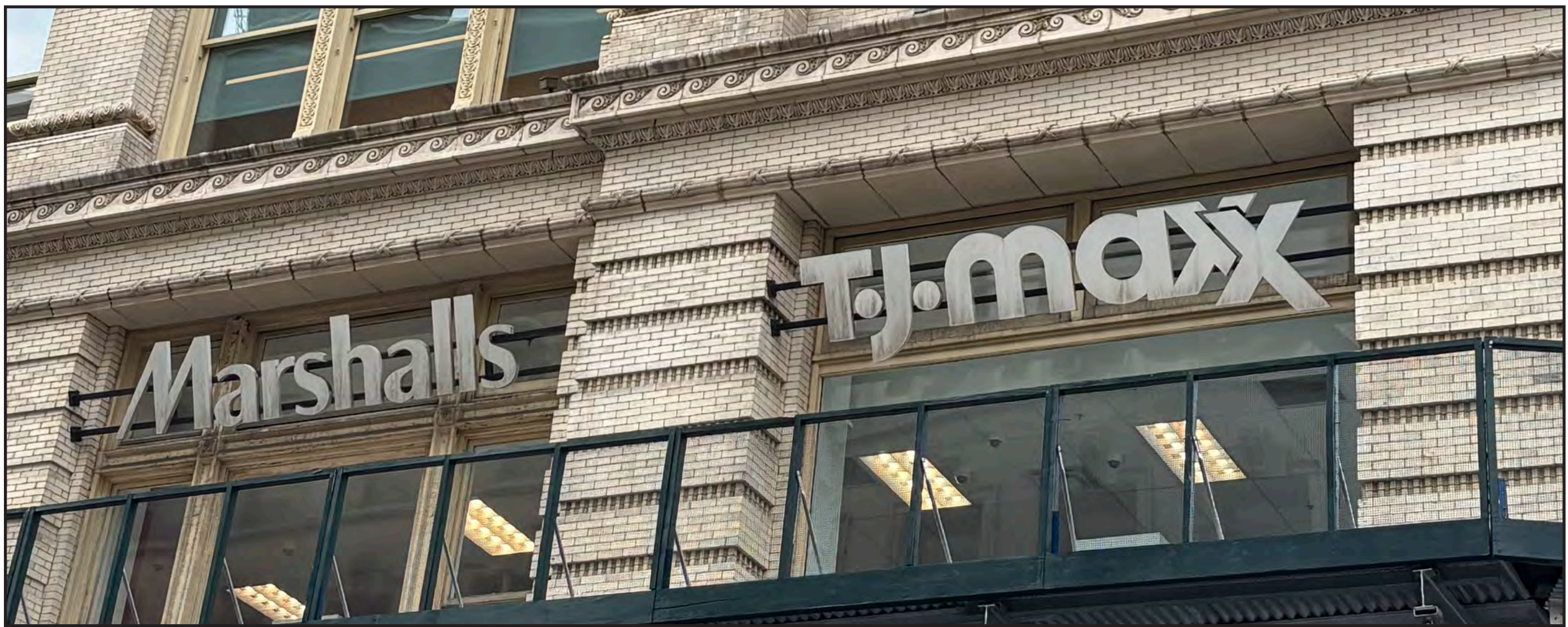


01 ELEVATION
1" = 1'-0"

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.]



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

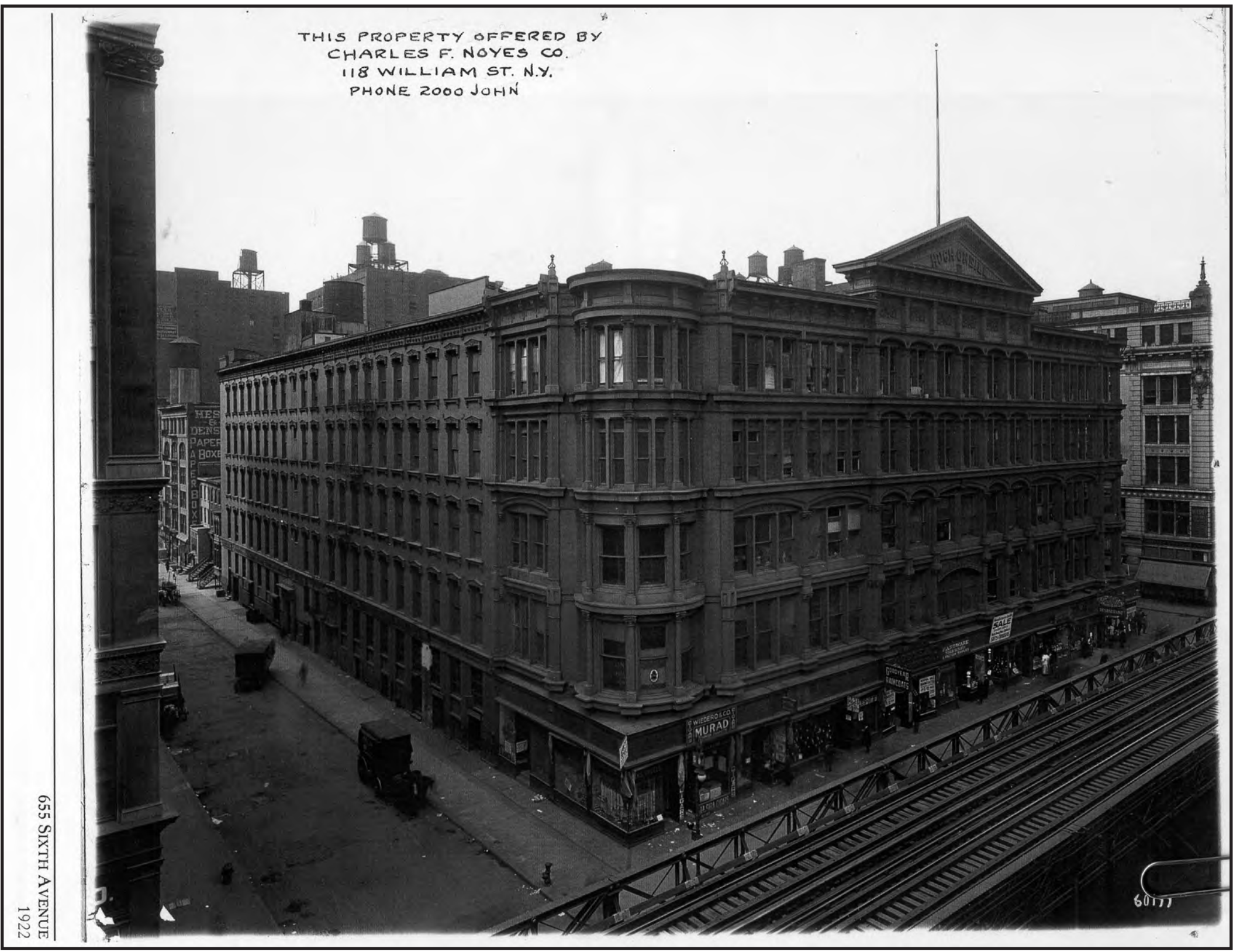
[Ref. Certificate of Appropriateness 11-6816 (LPC 11-6271), issued on March 17, 2011, for “the installation of signage at the spandrel above the ground floor, including... a halo lit 18” tall stainless steel graphic (REI logo) at each of the two storefronts; all mounted on two aluminum channels finished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



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



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



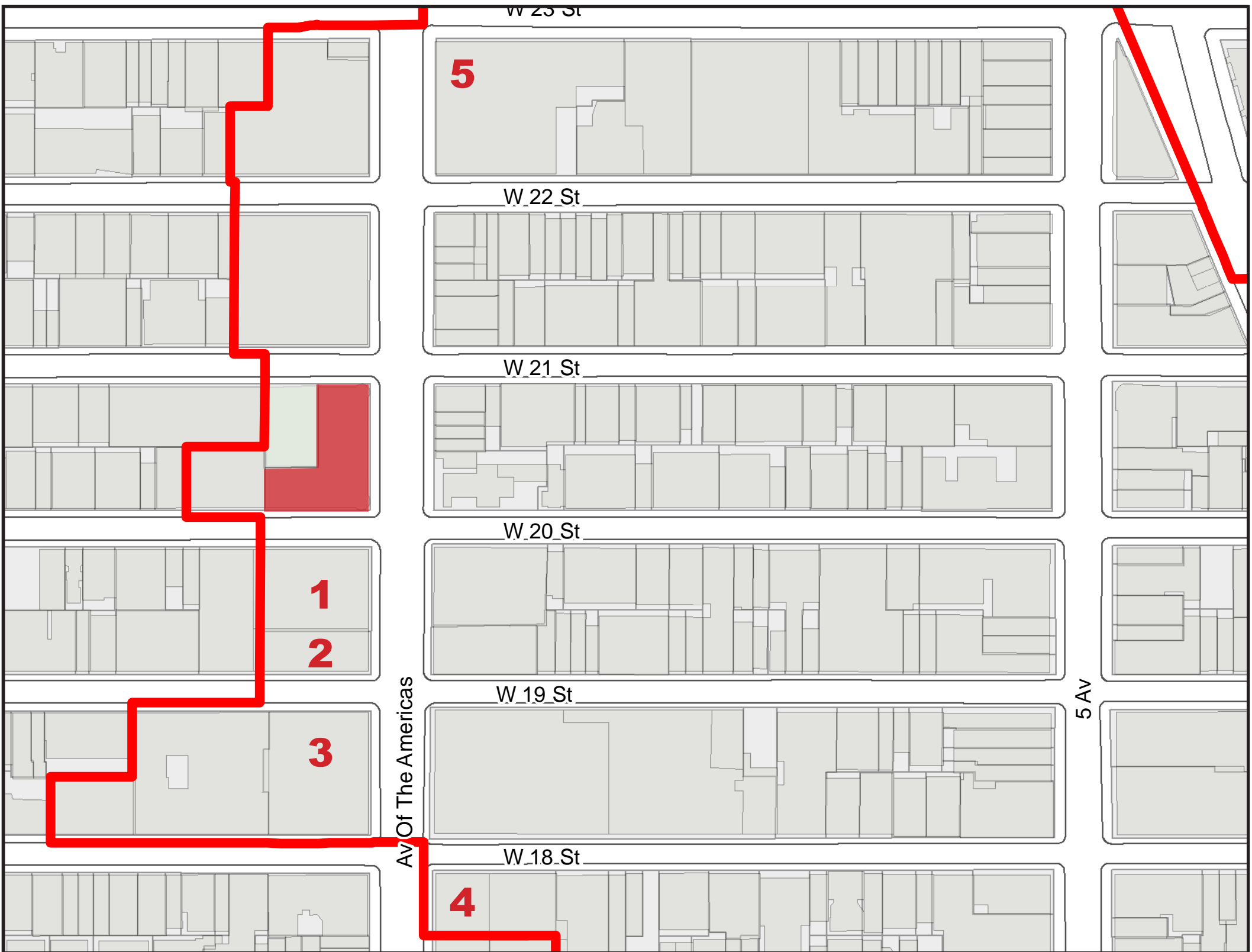
3



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>

The current proposal is:

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21st Street – Ladies' Mile Historic District
Borough of Manhattan**

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