

United States Department of the Interior
National Park Service



580

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

historic name Colony Arcade Building

other names/site number _____

2. Location

street & number 63-67 West 38th Street, a.k.a. 62-64 West 39th Street [] not for publication

city or town New York [] vicinity

state New York code NY county New York code 061 zip code 10018

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [X] nomination [] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements as set forth in 36 CFR Part 60. In my opinion, the property [X] meets [] does not meet the National Register criteria. I recommend that this property be considered significant [] nationally [] statewide [X] locally. ([] see continuation sheet for additional comments.)

Kathleen A. Pappert DBHPPO
Signature of certifying official/Title

7/9/14
Date

New York State Office of Parks, Recreation & Historic Preservation
State or Federal agency and bureau

In my opinion, the property [] meets [] does not meet the National Register criteria. ([] see continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register [] see continuation sheet
- determined eligible for the National Register [] see continuation sheet
- determined not eligible for the National Register
- removed from the National Register
- other (explain) _____

Signature of the Keeper

date of action

[Signature] 9.10.14

Colony Arcade Building

Name of Property

New York, New York

County and State

5. Classification

Ownership of Property

(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
1		buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
1	_____	TOTAL

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(enter categories from instructions)

INDUSTRY: manufacturing facility

COMMERCE/TRADE: store

COMMERCE/TRADE: restaurant

Current Functions

(Enter categories from instructions)

DOMESTIC: hotel

COMMERCE/TRADE: retail store

COMMERCE/TRADE: restaurant

7. Description

Architectural Classification

(Enter categories from instructions)

20th CENTURY REVIVAL: Gothic Revival

Materials

(Enter categories from instructions)

foundation _____

walls GRANITE, TERRA COTTA, BRICK

roof SYNTHETICS

other CAST IRON, SHEET COPPER

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets)

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or that represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all boxes that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location
- C** a birthplace or grave
- D** a cemetery
- E** a reconstructed building, object, or structure
- F** a commemorative property
- G** less than 50 years of age or achieved significance within the past 50 years

Areas of Significance:

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance:

1912

Significant Dates:

1912

Significant Person:

N/A

Cultural Affiliation:

N/A

Architect/Builder:

Frederick C. Zobol

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by historic American Building Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal Agency
- Local Government
- University
- Other repository: _____

Colony Arcade Building
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10. Geographical Data

Acreage of Property .26 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1 18 | 585666 | 4511766
Zone Easting Northing

3 18 | | | | | | | | | | | | | | | |
Zone Easting Northing

2 18 | | | | | | | | | | | | | | | |

4 18 | | | | | | | | | | | | | | | |

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Lindsay Peterson

organization Higgins Quasebarth & Partners, LLC date April 2014

street & number 11 Hanover Square, 16th Floor telephone 212-274-9468

city or town New York state NY zip code 10005

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with SHPO or FPO for any additional items)

Property Owner (Complete this item at the request of the SHPO or FPO)

name Jacob Aini, RSVP 38th Street Venture, LP

street & number 1178 Broadway, 5th Floor telephone _____

city or town Manhattan state NY zip code 10001

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, D.C. 20503

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Narrative Description of Property:

The Colony Arcade Building is a twelve-story structure at 63-67 West 38th Street (aka 62-64 West 39th Street) that fills a through-block lot between Fifth and Sixth avenues. Located on the west end of the block, the building is situated very near to the Garment Center Historic District (National Register # , year), which occupies a swath of midtown Manhattan roughly bounded by Sixth Avenue on the east, Ninth Avenue on the west, West 35th Street on the south, and West 41st Street on the north. The district primarily features commercial loft buildings, built between 1896 and 1931, which housed various aspects of the garment industry. The district's boundary justification notes that it encompasses the central core of the Garment Center, out from which radiates a much wider area with related history and uses to the east and south.¹ The reason the district did not extend past Sixth Avenue was because the character of buildings along Sixth Avenue were "older and smaller," not matching the type and scale of the loft buildings to the west. The Colony Arcade Building, however, is similar in scale to the Garment Center's core buildings, especially its early loft buildings, reflecting the fact that it had the same historic functions.

The irregular building is situated eighty-five feet east from the corner of Sixth Avenue and West 38th Street. Constructed in 1912, it extends sixty-one feet along West 38th Street, forty-six feet along West 39th Street, and is 197 feet deep with a fifty-four feet deep light well in the middle of its secondary west elevation. The design of the Colony Arcade Building is a late variant on the nineteenth-century "base-shaft-capital" early skyscraper design modeled on the analogy to a classical column.² Both the West 38th and West 39th street facades have a three-story granite and terra-cotta base, seven-story tan brick-faced shaft, and a two-story terra-cotta-faced capital or attic section. Decorative cast-iron spandrel panels highlight the base, and sheet-copper spandrels separate the floors above. All windows are non-historic aluminum replacements.

The West 38th Street facade is composed of four bays organized in an A-B-B-A pattern. The base consists of a non-historic storefront, flanked by two Neo-Gothic arched building entries, each ornamented with decorative elements such as a gabled door hood, foliated corbels, shields with scrolls, and eagles. New ground-floor infill was installed in these spaces as part of a rehabilitation project completed in 2013. The entries now feature metal-and-glass doors and arched glazed transoms with decorative steel grills. The new storefront infill is based on the scale and proportion of an historic rendering of the Colony Arcade Building and features a decorative metal pier, paneled metal bulkheads and glazed transoms. A contemporary glazed canopy extends above the main lobby entrance. The first story is capped by a band of cast-iron spandrel panels with a quatrefoil design.

The second and third stories of the West 38th Street facade are separated from the first story by a band of cast-iron spandrel panels with a quatrefoil motif. Two bays of tripartite windows are flanked on either side by single window end bays with two-story arched surrounds. The second floor windows are double-hung with a fixed transom above. A simple paneled cast-iron spandrel panel separates the second and third stories. A terra-cotta spandrel panel with quatrefoils, projecting piers that rise above a terra-cotta cornice, and other decorative motifs such as shields and gabled window hoods terminate the base section of the building.

The upper stories of the West 38th Street façade are organized into two central bays of tripartite windows flanked by single window bays. Sheet-copper spandrel panels featuring quatrefoil and shield motifs separate the central bays, which are divided vertically by a tan brick pier. The outer window bays have simple terra-cotta sills and lintels. The façade is

¹ Garment Center Historic District, New York, New York County, NY, National Register #08001034, sec. 10, pg. 1.

² See Garment Center Historic District, New York, New York County, NY, National Register #08001034, sec. 7, pg. 4, for other examples early loft designs that follow the "base-shaft-capital" model.

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terminated by highly decorative eleventh and twelfth stories. Two-story, ornamental terra-cotta piers project from the building face on these stories and terminate with acanthus leaves above a roof balustrade. Decorative motifs on these piers and on spandrel panels include projecting gables, incised quatrefoil patterns, lattice, acanthus leaves, and geometric designs.

The narrower West 39th Street facade is similar to the West 38th Street façade in scale, material, ornament and detailing, but it is organized into three bays (in an A-B-A pattern), consisting of a broad central bay with a grouping of four windows, flanked by single window end bays. The ground story has a central storefront with similar metal-and-glass infill as the West 38th Street façade, also installed during the 2013 rehabilitation project. This façade also has non-historic pin-mounted signage above the central storefront and a non-historic canvas awning above the west entry. Both the second and third stories have windows with fixed transoms.

The building's secondary elevations are clad in red common brick. Some windows on the side elevations have been infilled and a faint painted wall sign remains on the east elevation. As part of the 2013 rehabilitation project new bulkheads and roof enclosures were constructed on the roof. On the secondary elevations these enclosures are faced with red brick to match the rest of the facade.

The ground-floor interior includes a mix of uses, similar to its historical mix of commercial spaces. The central portion of the ground floor on the West 38th Street side is presently used as a hotel lobby; a restaurant occupies the West 39th Street side. Besides the retail spaces, where historic plaster finishes have been preserved behind new suspended ceilings, few historic features or finishes remain. Circulation extends along the east side of the ground floor to the elevator lobby, similar to the historic layout. Vertical circulation throughout the building also follow historic patterns and includes three passenger elevators, one freight elevator and two stairways.

The upper-floor interiors are built out for guest room and amenity space. They are laid out in a U-shaped configuration based on the arrangement found in the building prior to the 2013 rehabilitation project. In this configuration single-loaded corridors run north-south in the center of the floor and connect with double-loaded corridors to the north and south. In the corridors and guest rooms, historic plaster-finished ceilings with drop beams are exposed. All other finishes are non-historic.

The Colony Arcade Building has retained a high degree of architectural integrity. The exterior of the building has undergone little change over the years and the primary interior spaces retain much of their original mixed-use purpose and circulation patterns. It is highly representative as an example of the Neo-Gothic style and the store-and-loft building type.

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Statement of Significance:

The Colony Arcade Building (a.k.a. 63-67 West 38th and 62-64 West 39th streets) is located in Midtown Manhattan, New York County, NY. The twelve-story store and loft building was designed by Frederick C. Zobol for the Colony Construction Company and built in 1912. It occupies a through-block site between West 38th and West 39th streets on the western end of the block between Fifth and Sixth avenues in Manhattan's Garment District.

The Colony Arcade building is significant under Criterion A for its association with the development of the Garment District (or Garment Center), located in the blocks between Fifth and Ninth avenues, from West 30th to 41st streets. This area developed in the early twentieth century as garment manufacturers began to move from the area north of Houston Street and the shopping area of Ladies' Mile (roughly between Fifth and Sixth avenues and 14th to 23rd streets) to the blocks north of 30th Street. The "Midtown Loft Zone," as it was known historically, flourished in the wake of the garment manufacturers' desire to be near the city's major department stores, which had largely moved uptown around the turn of the century. New transportation options such as Pennsylvania Station (built in 1910), which attracted hotels catering to out-of-town buyers, and the Sixth Avenue Elevated Train, which could easily transport immigrant workers from downtown or the outer boroughs, also made the area desirable. The Colony Arcade Building was constructed in the early part of the district's development, before the Fifth Avenue Association effectively pushed the loft-building development west of Sixth Avenue, where they believed the tall, bulky buildings and immigrant garment workers would be less of a nuisance to fashionable Fifth Avenue.

The Neo-Gothic style building also meets Criterion C as an intact, representative example of early garment loft design. Architecturally, the building fits into the early phase of the Garment District's development, before the 1916 zoning resolution, which required setbacks to preserve light on the narrower side streets. Like many other early loft buildings, the structure rises straight up from the lot line and utilizes wide bays to permit a high quantity of light to enter the interior. The building is also notable for its decorative details, which include Gothic-arched entries and windows surrounded by sculptural quatrefoils, shields, and eagles.

Development of the Midtown Garment District

The New York garment industry developed in the last two decades of the nineteenth century and into the first decades of the twentieth century due to the confluence of several factors, including technological innovations beginning in 1880, that made possible the large-scale manufacture of ready-made clothing; the development of the department store where that clothing could be sold; and rapid population growth to supply a workforce. From 39,000 workers in 1889, the women's wear industry grew to more than 165,000 by 1919. Factors making New York City the main garment industry location included its role as a dry-goods distribution center—with warehouses and showrooms for mills, importers and manufacturers—and its prominence as a cultural and media center, with a pronounced fashion consciousness. And New York had a massive, newly arrived population of immigrants—especially, but not exclusively, Eastern European Jews—providing a cheap source of labor.

Early on, working conditions and abuses in what became known as sweatshops plagued the garment industry, inspiring various reforms. The New York State Factory Act of 1892 required a minimum of 250 cubic feet of air for each worker, while the 1901 Tenement House Act helped push garment production out of the cramped tenement quarter where many workers had done "home work." Garment manufacturers began moving into loft buildings in the area north of Houston Street (known today as the neighborhood of NoHo) and the newly developed shopping area of Ladies' Mile in the blocks between Fifth and Sixth avenues from 14th to 23rd streets. The high ceilings and large windows of the loft buildings

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greatly improved the light and air conditions for garment workers. These buildings also had electricity, making possible the transition to electric sewing machines and other equipment. Conditions were still unsafe, however, as exemplified in the tragic Triangle Shirtwaist Factory Fire of 1911. In the aftermath of that fire, increased union militancy led to collective agreements that included improved conditions. New laws set up strict requirements for fire escapes, exits, fireproof partitions, fire alarms, and fire drills, as well as ventilation, lighting, and sanitation. New York City and State became national models for such reforms.³

Concurrent with the evolution in the manufacturing sector were changes in commercial retail. By the turn of the century commerce was beginning to invade the residential area of Fifth Avenue above 34th Street. Initially, small shops took over brownstones, but soon purpose-built commercial structures were constructed to meet demand. The first wave of retailers included specialty stores such as Knox, the hat company at 40th Street (John H. Duncan, 1901-02, NR-listed 1982), and Franklin Simon, a ladies wear company, between 37th and 38th streets. By the end of the decade the large department stores moved northward as well, including B. Altman & Co. on Fifth Avenue at 34th Street (Trowbridge & Livingston, 1905-13, designated NYC Landmark) and Lord & Taylor, which announced their plans to lease a large lot on the west side of Fifth Avenue between 38th and 39th streets in 1912 (Starrett & Van Vleck, 1913-14, designated NYC Landmark).⁴

New means of transportation including Pennsylvania Station (McKim, Mead & White, 1910) and a 39th Street stop on the IRT Sixth Avenue Line (often called the Sixth Avenue Elevated) added promise that the area above 23rd Street was on the rise. Real estate developers speculated that the garment industry would soon be moving northward since it was in their best interest to be close to the shipping lines, the department stores, and hotels near Pennsylvania Station, where out-of-town buyers would be staying. In addition, developers could provide new loft buildings that adhered to the most recent laws requiring fire-proofing in manufacturing buildings. Yet, it was the urban forces of the commercial markets, immigration, transportation, and unionization, more than the developers themselves that laid the groundwork to create a new garment district that would play a key role in the city's history.

In 2008 the National Park Service added the "Garment Center Historic District" to the National Register of Historic Places. Although the Garment District is usually recognized as being between Fifth and Ninth avenues, from West 30th to 41st streets, the historic district covers a slightly smaller area between Sixth and Ninth avenues, and West 35th and 41st streets. The nomination notes that the historic district covers the "central core" of the Garment Center but that there are buildings with related history and uses to the east and the south that are "worthy of survey and investigation related to possible further National Register nominations."⁵

The Colony Arcade Building

In January 1912 Judson I. Todd, the president of the Holland Holding Company, purchased the five lots on which the Colony Arcade Building would be constructed. Todd first acquired 62 and 64 West 39th Street from Miss Chauncey Livingston and then a week later purchased 65 and 67 West 38th Street from Mrs. M.J. Parrott and 63 West 38th Street from Dr. J.E. Serry. These mid-to-late nineteenth century buildings had been the townhouses of well-heeled New

³ These first two paragraphs are quoted directly from 315-325 West 36th Street, New York County, NY, National Register # 04000542, p. 2.

⁴ For more information about the history of retail on Fifth Avenue, including the uptown migration of department stores to Fifth Avenue above 42nd Street, see Landmarks Preservation Commission, *Lord & Taylor Building Designation Report*, LP-2271, (New York: October 2007), p. 3.

⁵ Garment District Historic District, p. 1.

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Yorkers. At the time, the *New York Times* speculated that the lots would be merged into a “street to street” building, which were in demand in this particular district, known as the “Midtown Loft Zone.”⁶ Part of the appeal of this particular block was the fact that there were plans to have stations for both the Hudson & Manhattan Railroad and the Sixth Avenue Elevated at the corner of Sixth Avenue and 38th Street by 1913. Shortly after these lots were aggregated, the property was transferred to the Colony Construction Company, whose president, Max Solomon, planned a large building to take the place of the older residences.

On March 23, 1912, plans were filed at the New York City Department of Buildings by architect Frederick C. Zobel for a store and light manufacturing building for Colony Construction Company. Zobel was a prolific New York City architect and builder whose brother, Robert P. Zobel, was secretary of the Colony Construction Company. The twelve-story structure was to run through-block and have a frontage of nearly sixty-two feet on West 38th Street and forty-six feet on West 39th Street. The steel-frame building’s facade was to be made of brick and terra cotta (from the New Jersey Terra Cotta Co.) and have a flat roof. A later amendment to the application changed the occupancy from light manufacturing to light storage.⁷

From the outset, the Colony Arcade Building was a home to hat manufacturers. A 1913 advertisement listed several millinery firms in the building including L.F. Castle Company, H. Goldfarb, Ben Wertheimer & Co., Richard Sentner, Bonhotal Co., and Crest Brand Bandeau Co.⁸ In 1922, when the building was sold by the Colony Construction Company, of which Robert P. Zobel had since become president, to the Levy Brothers, the *New York Times* noted that the building was “occupied almost exclusively by the millinery trade.”⁹ Indeed, in 1928 the “so-called millinery district,” which was part of but separate from the more inclusive “garment district,” was described as being located in the area between 35th and 40th streets and Fifth Avenue and Broadway.¹⁰

Shortly after construction of the Colony Arcade Building, the owners moved to capitalize on the high level of pedestrian traffic flowing between Fifth and Sixth avenues on both 38th and 39th streets due to the recently completed Lord & Taylor store at the east end of the block at Fifth Avenue and the new elevated station at Sixth Avenue. In 1914 a lease was made to Miss Winifred T. McDonald for 20,000 square feet on the ground floor and basement of the loft structure. McDonald altered the space into a bar and grill room on the 39th Street front and a ladies’ restaurant/tearoom on the 38th Street side.¹¹ The *New York Times* made a note of the “growing importance of the Thirty-eighth Street block,” no doubt because of the unusual junction of two lucrative demographics: the elegant Fifth Avenue shoppers who would have occasion to stop in Miss McDonald’s tea room and the workers who labored in the manufacturing lofts above.¹²

In the post-World War I era the garment district quickly expanded west of Seventh Avenue and the Fifth Avenue Association played a large part in this development. In 1914 members helped pass an “occupancy law” that required a considerable amount of floor area be given up to exits, counting on the fact that where land values were high (i.e., the area near Fifth Avenue) every inch of available space would be utilized to return a profit. As a result, the Fifth Avenue

⁶ “The Real Estate Field,” *New York Times*, January 16, 1912.

⁷ Department of Buildings, New Building Application 167-1912.

⁸ Advertisement, *New York Times*, May 4, 1913.

⁹ “Brooklyn Builders Buy Midtown Loft,” *New York Times*, May 6, 1922, p. 25.

¹⁰ “Millinery Centre Leases,” *New York Times*, January 15, 1928, p. 161

¹¹ Department of Buildings, Alteration 3798-1914.

¹² “The Real Estate Field: \$400,000 Lease in Thirty-eighth Street,” *New York Times*, October 16, 1914, p. 16.

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Association found that many garment factories moved.¹³ A 1924 publication by the Fifth Avenue Association reiterated their goal to keep factories away from Fifth Avenue in order to conserve property values and ensure that workers were employed under better conditions.¹⁴

For a long time, several millinery firms remained in the Colony Arcade Building. However, in the 1981, the *Daily News* reported that the remaining twelve hat manufacturers were threatened with eviction due to a high level of demand for white-collar commercial space.¹⁵ Although some hat manufacturers may have left at this time, in 1986 at least nine hat companies still remained in the building along with a host of other fashion-related companies selling fabrics, trimmings, embroidery, belts and jewelry. Other tenants in the building included computer firms, a travel company, a reflexology center and a graphic design company.¹⁶

By 1993, fabrics, trimmings and accessories companies still made up the bulk of the building's tenants. However, only two clearly designated millinery tenants remained in the Colony Arcade Building: Mr. Kurt Hats and Manny's, run by Manny Reinbieb and described as the only place in the city to purchase "felts," or hat bodies that are steamed and shaped into hats.¹⁷ Manny's closed in 2007, part of a larger trend seen in the New York City garment industry, which in recent years has had to deal with the twin issues of rising Midtown rents and manufacturing moving overseas.

Frederick C. Zobel & the Colony Construction Company

Frederick Charles Zobel was a prolific, if little known, architect and builder in New York City. He was active in the design of commercial architecture in the city from 1890 to 1922, constructing primarily six-to-twelve story loft buildings made of brick and stone.¹⁸ Zobel also acted as an architect-developer and was listed as owner and architect for at least six new building applications between 1901 and 1906.

When Zobel was not designing buildings for himself, he designed buildings for a number of other developers, including 3 East 17th Street (1903) and 30 West 20th Street (1906) for the Gabay Construction Company, 31-33 East 27th Street (1908) for the Felt Construction Company, and 143-149 West 29th Street (1911) for the Twenty-Fifth Construction Co. Zobel also collaborated with the developer Max Solomon on buildings on West 22nd and West 26th streets. Solomon was the president of Colony Construction Company, which erected the Colony Arcade Building, and Robert P. Zobel (Frederick's brother) was the secretary. Robert P. Zobel would go on to construct many more buildings with Frederick C. Zobel in his role as the president of the Brunswick Construction Company.

Frederick C. Zobel died in 1943 in Baltimore. In his obituary, the *New York Times* cited that Zobel was "credited with designing several features of skyscraper construction" in his career as architect and builder of commercial structures.¹⁹

¹³ Robert Grier Cooke, "Lower Fifth Avenue Free from Noonday Congestion; Beneficial Result of New Factory Commission Laws," *New York Times*, September 6, 1914, p. X9.

¹⁴ Henry Collins Brown, *Fifth Avenue Old and New 1824-1924*, quoted in 315-325 West 36th Street, p. 3.

¹⁵ Mary Ann Giodano, "Hat Makers Facing Eviction on W. 39th", *Daily News*, September 17, 1981, p. M6

¹⁶ New York City Reverse-Address Directories, July 1986.

¹⁷ New York City Reverse-Address Directories, May 1993; E.B. Solomont, "Survivors in a Threatened Industry Deserve a Tip of the Hat," *New York Sun*, December 17, 2007, accessed July 2, 2014: <http://www.nysun.com/new-york/survivors-in-a-threatened-industry-deserve-a-tip/68187/>.

¹⁸ "Frederick C. Zobel," *New York Times*, November 21, 1943, p. 56.

¹⁹ Ibid.

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Name of Property

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Bibliography:

315-325 West 36th Street, New York County, NY. National Register # 04000542

“Brooklyn Builders Buy Midtown Loft.” *New York Times*, May 6, 1922, 25.

Cooke, Robert Grier. “Lower Fifth Avenue Free from Noonday Congestion; Beneficial Result of New Factory Commission Laws.” *New York Times*, September 6, 1914, X9.

“Frederick C. Zobel.” *New York Times*, November 21, 1943, 56.

Garment Center Historic District, New York, New York County, NY. National Register #08001034.

Landmarks Preservation Commission. *Lord & Taylor Building*. LP-2271. New York City, NY: October 2007.

“Millinery Centre Leases.” *New York Times*, January 15, 1928, 161.

New York City Department of Buildings. New Building Application 167-1912, Alteration 3798-1914.

“The Real Estate Field.” *New York Times*, January 16, 1912.

“The Real Estate Field: \$400,000 Lease in Thirty-eighth Street.” *New York Times*, October 16, 1914, 16.

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Colony Arcade Building

Name of Property

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Verbal Boundary Description

The Colony Arcade Building fills a through-block lot between Fifth and Sixth avenues. Located on the west end of the block, it is situated eight-five feet from Sixth Avenue on West 38th Street. The irregular building extends sixty-one feet along West 38th Street, forty-six feet along West 39th Street, and is 197 feet deep with a fifty-four feet deep light well in the middle of its secondary west elevation. The boundary is shown on the accompanying map.

Boundary Justification

The Colony Arcade Building occupies a through-block lot in midtown Manhattan on West 38th Street near Sixth Avenue. The boundary encompasses the area of the historic lot. It is located on the parcel associated with its 1912 date of construction and significance.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 10 Page 2

Colony Arcade Building

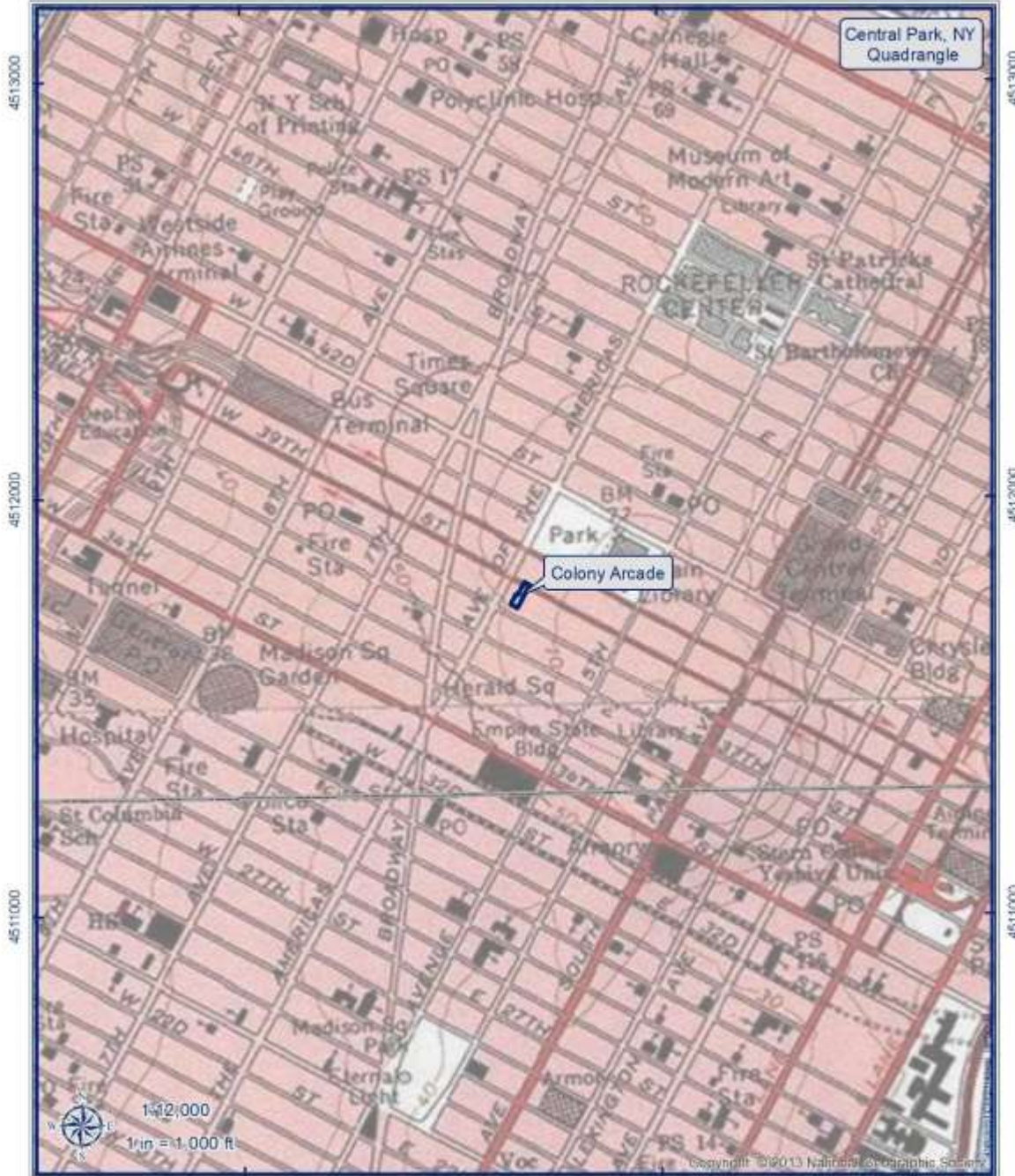
Name of Property

New York, New York

County and State

Colony Arcade
Manhattan, New York Co., NY

36-37 W. 38th Street
Manhattan NY 10018



Coordinate System: NAD 1983 UTM Zone 18N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter



- Colony Arcade
- USGS quad index

Tax Parcel Data
NYC OASISNYC
gis.nyc.gov



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 10 Page 3

Colony Arcade Building
Name of Property
New York, New York
County and State

Colony Arcade
Manhattan, New York Co., NY

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Coordinate System: NAD 1983 UTM Zone 18N
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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Colony Arcade Building

Name of Property

New York, New York

County and State

Section 11 Page 1

Additional Information

Photograph Log

Name of Property:	Colony Arcade Building
City or Vicinity:	New York
County:	New York County
State:	NY
Name of Photographer:	Jorgen Cleeman
Location of Original Digital Files:	11 Hanover Square, 16 th Floor, NY, NY, 10005.
Number of Photographs:	15

Photo #1 - Overall view on West 38th Street, looking northeast.

Photo #2 - View of the upper stories on West 38th Street showing the building's tripartite design and elaborate ornamentation.

Photo #3 - Overall view on West 39th Street, looking southwest.

Photo #4 - View of the upper stories on West 39th Street showing the building's tripartite design and elaborate ornamentation.

Photo #5 - View of base on West 38th Street.

Photo #6 - View of the east building entry on West 38th Street, which features a pointed Neo-Gothic arch and terra-cotta ornament include shields, scrolls, quatrefoils and eagles above.

Photo #7 - Detail view of a band of cast-iron spandrel panels with a quatrefoil design at the first story.

Photo #8 - View of base on West 39th Street.

Photo #9 - Detail view of the sheet-copper spandrel panels featuring quatrefoil and shield motifs on the upper stories of both facades.

Photo #10 - View of the eleventh and twelfth stories on West 38th Street.

Photo #11 - Interior view of the lobby, looking south towards the West 38th Street entrance.

Photo #12 - Interior view of the restaurant located in the ground-level space on West 39th Street.

Photo #13 - Interior view of a typical corridor on the upper floors.

Photo #14 - Interior view of a typical hotel room on the upper floors.

Photo #15 - Interior view of north fire stair.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

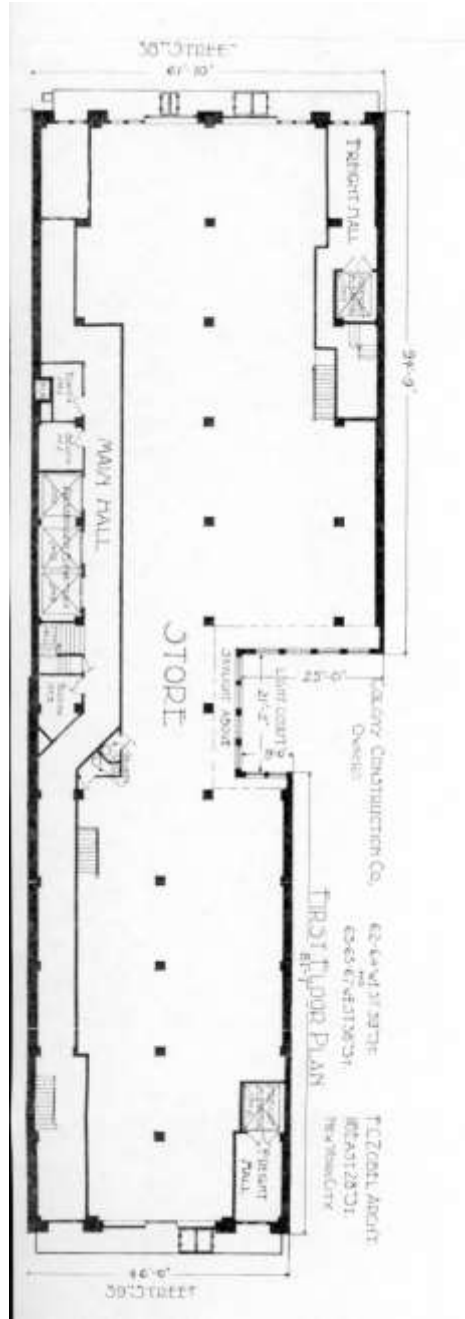
Section 11 Page 2

Colony Arcade Building

Name of Property

New York, New York

County and State



Images 1 & 2:
Rendering and first floor plan of the Colony Arcade Building from an early brochure, ca. 1912.
(New-York Historical Society)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 3

Colony Arcade Building

Name of Property

New York, New York

County and State

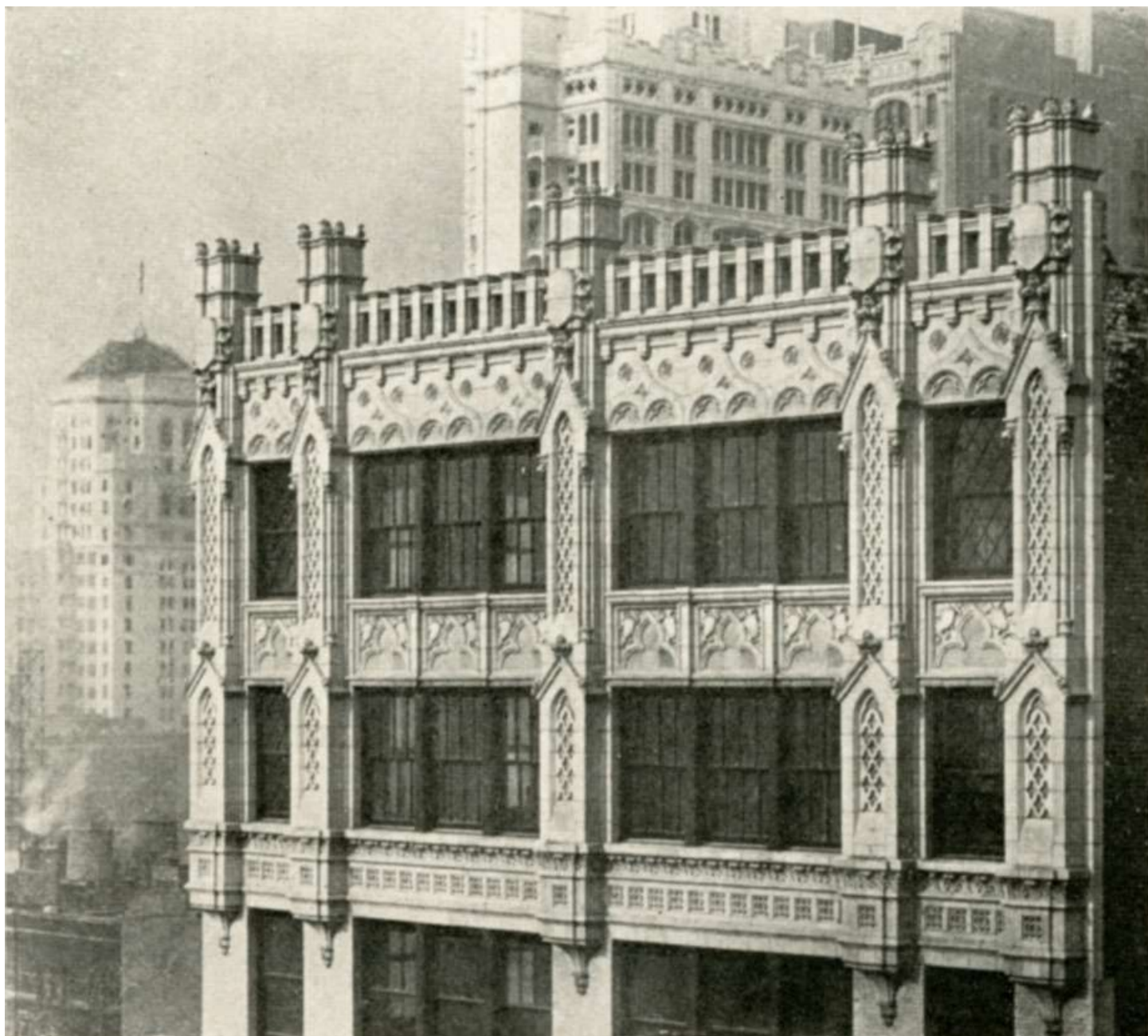


Image 3:

View of the upper stories of the West 38th Street façade in an advertisement for the New Jersey Terra Cotta Co.
(*Brickbuilder*)



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R



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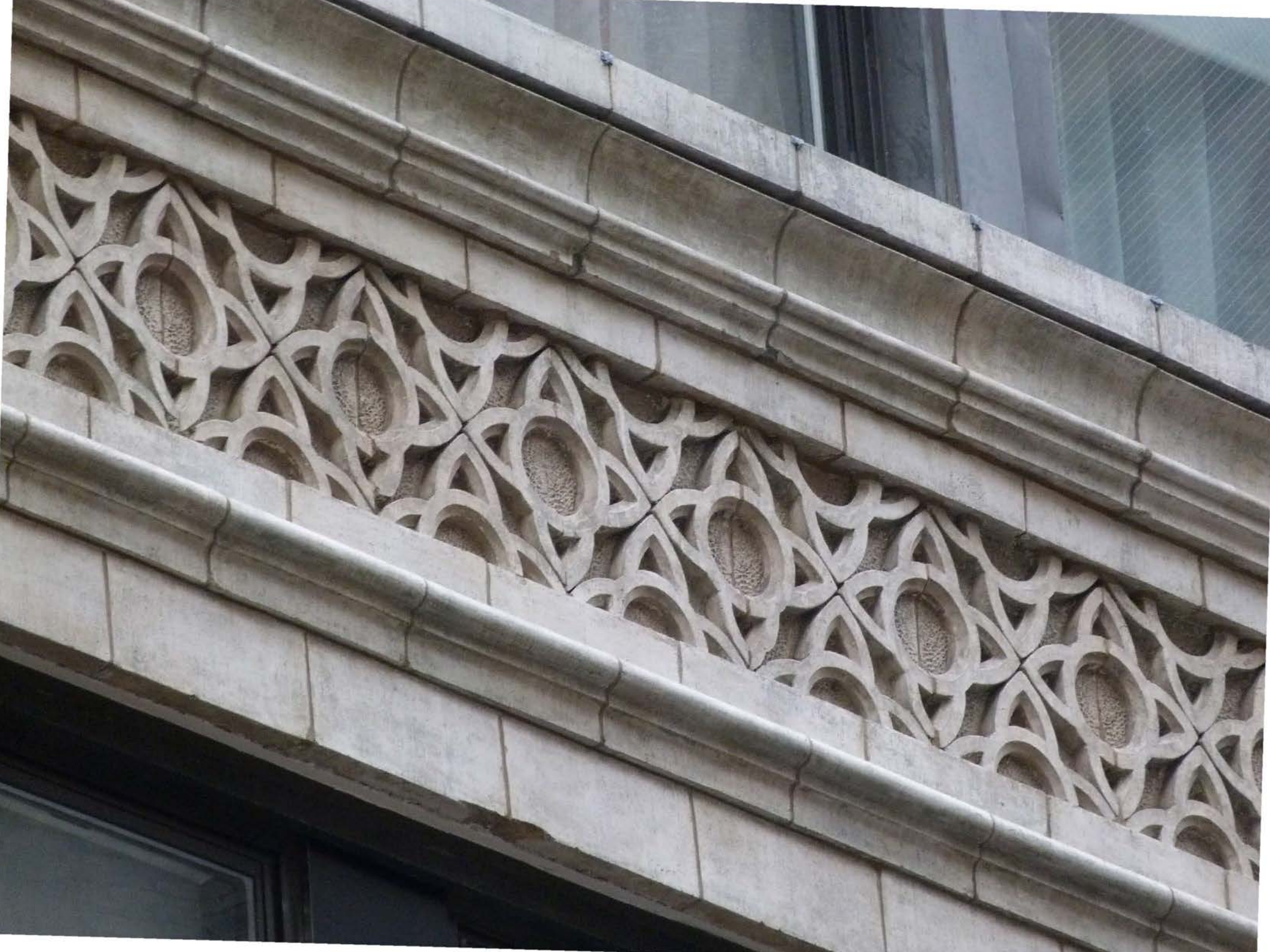
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1 2 3 4 5 6 7 8 9 10 11 12 RT









UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Colony Arcade Building

MULTIPLE NAME:

STATE & COUNTY: NEW YORK, New York

DATE RECEIVED: 7/25/14 DATE OF PENDING LIST: 8/22/14
DATE OF 16TH DAY: 9/08/14 DATE OF 45TH DAY: 9/10/14
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 14000580

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9.10.14 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



New York State Office of Parks, Recreation and Historic Preservation

Division for Historic Preservation
P.O. Box 189, Waterford, New York 12188-0189
518-237-8643



Andrew M. Cuomo
Governor
Rose Harvey
Commissioner

11 July 2014

Alexis Abernathy
National Park Service
National Register of Historic Places
1201 Eye St. NW, 8th Floor
Washington, D.C. 20005

Re: National Register Nominations

Dear Ms. Abernathy:

I am pleased to enclose the following five National Register nominations, all on discs, to be considered for listing by the Keeper of the National Register:

Colony Arcade Building, New York County
South Salem Presbyterian Church Cemetery, Westchester County
West Brothers Knitting Mill, Onondaga County
St. Paul's Lutheran Church Historic District, Schoharie County
Pinckney corners Cemetery, Lewis County

Please feel free to call me at 518.237.8643 x 3261 if you have any questions.

Sincerely:

Kathleen LaFrank
National Register Coordinator
New York State Historic Preservation Office