

I. Miller Building - Times Square

TPGArchitecture

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I. MILLER BUILDING

A TIMES SQUARE LANDMARK

SIZE

30,000 SQUARE FEET

COMPLETION DATE

NOVEMBER 2013

LOCATION

1552 BROADWAY (167 W. 46TH STREET),
NEW YORK, NY 10036

IMAGE FORMAT

PHOTOGRAPHY

Project Summary

The historic I. Miller Building, located at 1552 Broadway on the corner of 46th Street was designated a NYC landmark in 1999. It was found to have “a special historical and aesthetic interest and value as part of the development, heritage, and cultural characteristic of New York City.”

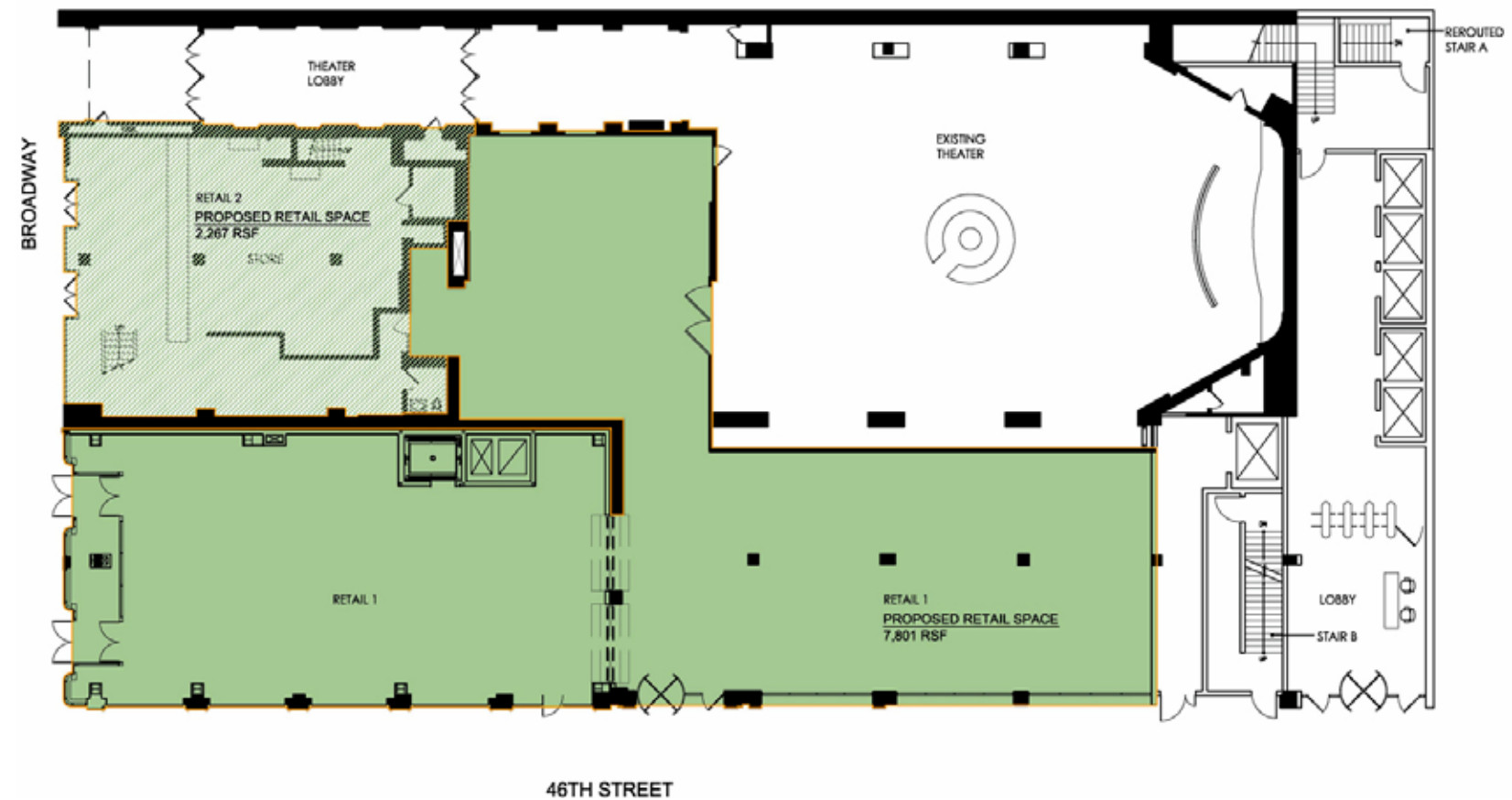
In 1920, shoe manufacturer Israel Miller leased the space and hired architect Louis H. Friedland to design his new shop in this prominent Times Square location. The building’s design paid homage to the theatrical community with life-sized marble statues of famous actresses and the inscription “THE SHOW FOLKS SHOE SHOP DEDICATED TO BEAUTY IN FOOTWEAR.” Following the departure of the I. Miller shoe salon in 1972, the building was leased to several tenants, including a pizza parlor and most recently a TGI Fridays. As a result, the ground and second floors underwent several insensitive alterations without regard to the historical character of the building.

In 2010, we were engaged by a developer who sought to adjoin 1552 Broadway with adjacent property 1560 Broadway. This developer witnessed the transformation of Times Square, and saw an opportunity to create a continuous box of retail space by adjoining the properties. Our assignment was twofold - create a 30,000 SF retail space with the opportunity for LED signage above to fully realize the site’s potential, while at the same time respecting and preserving the I. Miller building’s history.

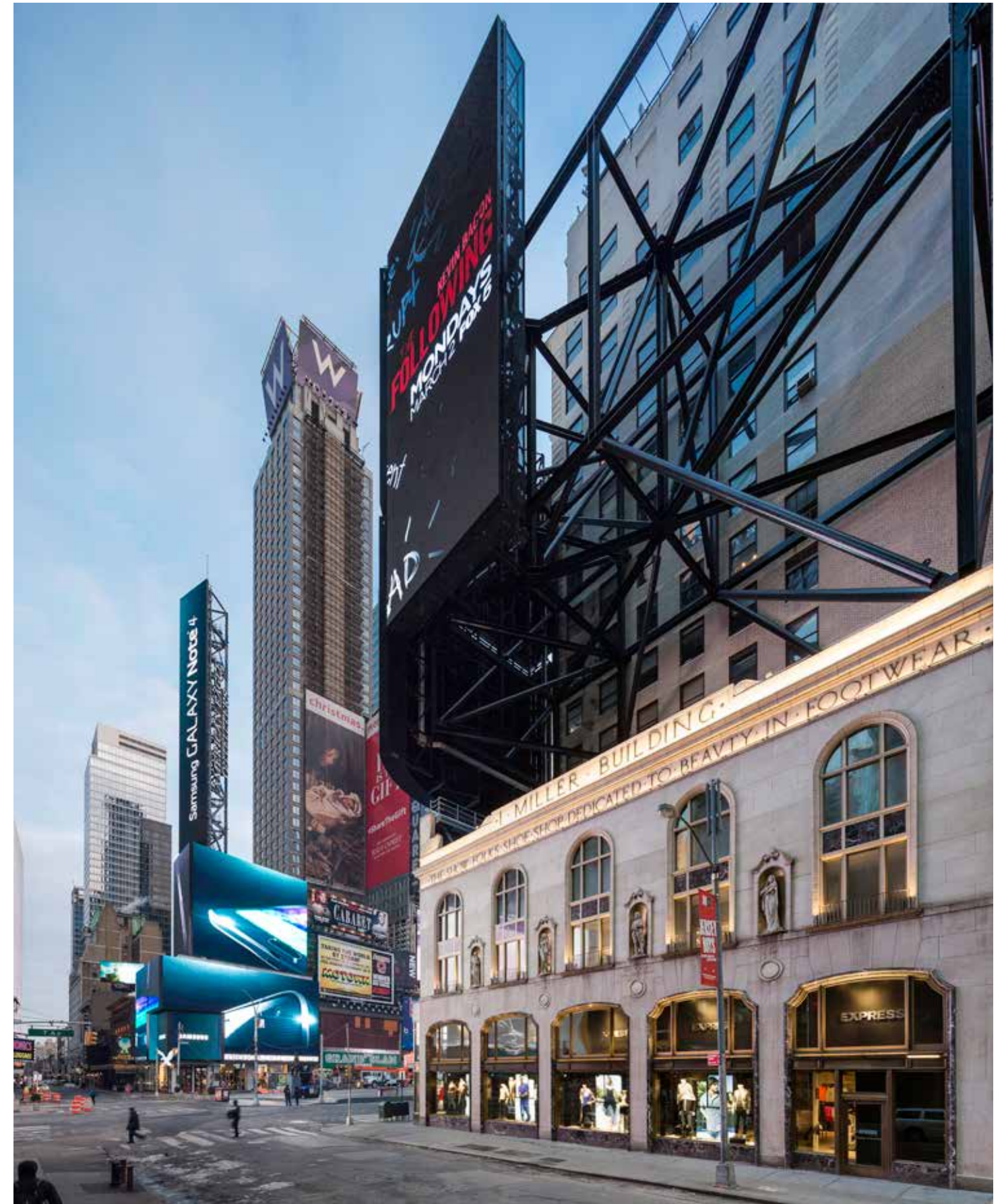
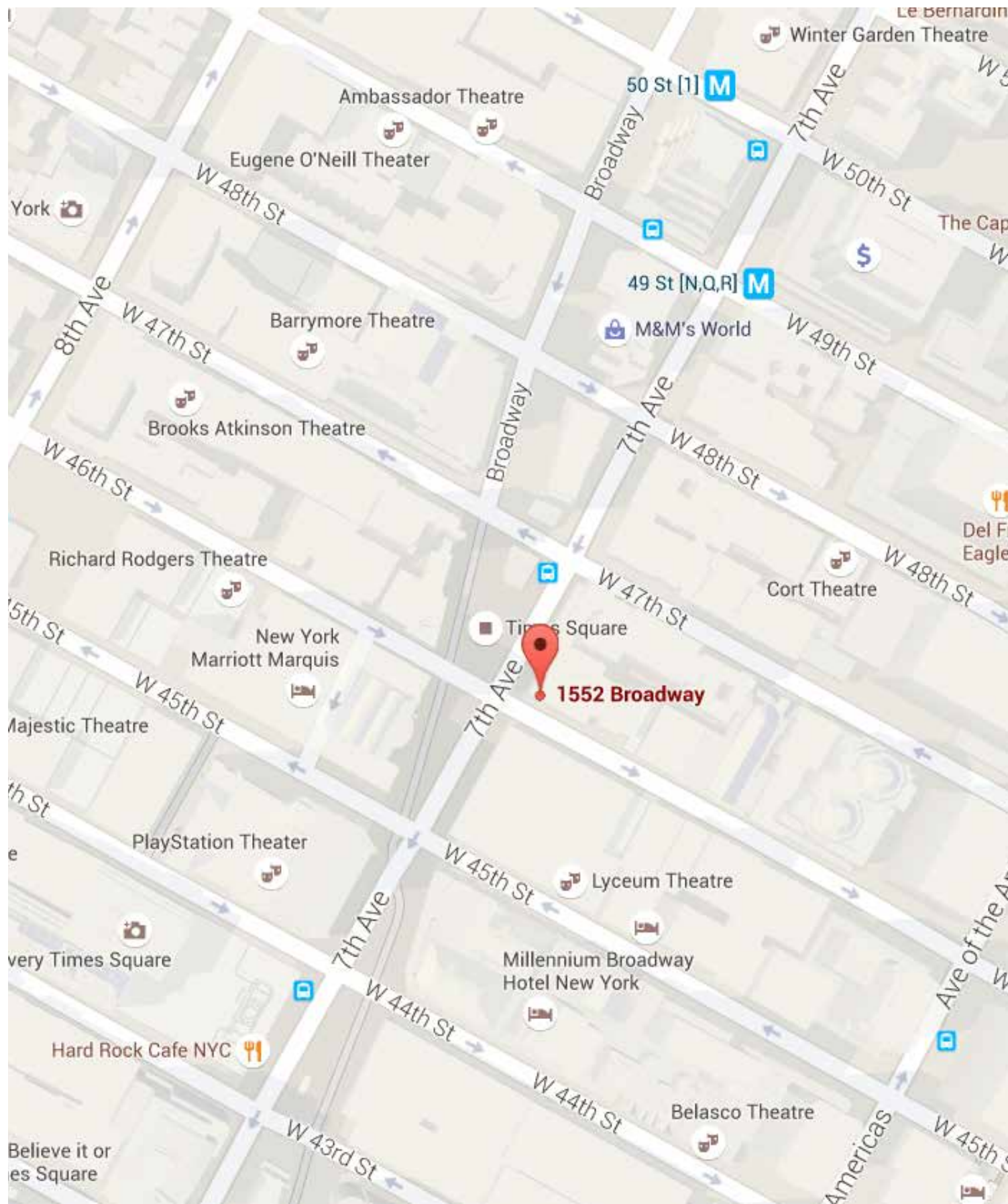
Our first major challenge involved 1560 Broadway’s existing elevator lobby, which was located in the center of what would otherwise be a contiguous ground floor retail space. To alleviate this issue, the developer purchased a third building at 155 West 46th Street. This became the new entrance for 1560 Broadway with elevators connecting tenants and visitors to a new sky lobby on the fourth floor.

Another key challenge was determining how to structurally support the LED signage panels, which were not permitted to sit on top of 1552 Broadway. Extensive research was required to determine the best methods for restoration and replication of the Broadway and 46th Street façades. Very little information was available on the Broadway façade, therefore the treatment of this facade was primarily a reconstruction, replicating historic features as closely as possible. The 46th Street side façade was more intact, and original elements were cleaned, repaired, and restored to their original glory.

In addition to creating a commercially viable retail space, the team also took part in preserving a historic landmark and iconic fixture in one of New York City’s most highly trafficked areas. The use of original materials, from the shimmering marble dust in the stucco, to the custom metallic bronze paint, to the rich bronze and Italian marble, allows the building to stand out once again among its brightly illuminated neighbors in the throbbing heart of Times Square.



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
BEFORE PHOTO, EXISTING CONDITIONS PHOTO, BUILDING SITE PLAN



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
 SITE PLAN AND SURROUNDING NEIGHBORHOOD



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
EXTERIOR



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
EXTERIOR WITH STRUCTURAL ELEMENT DETAIL



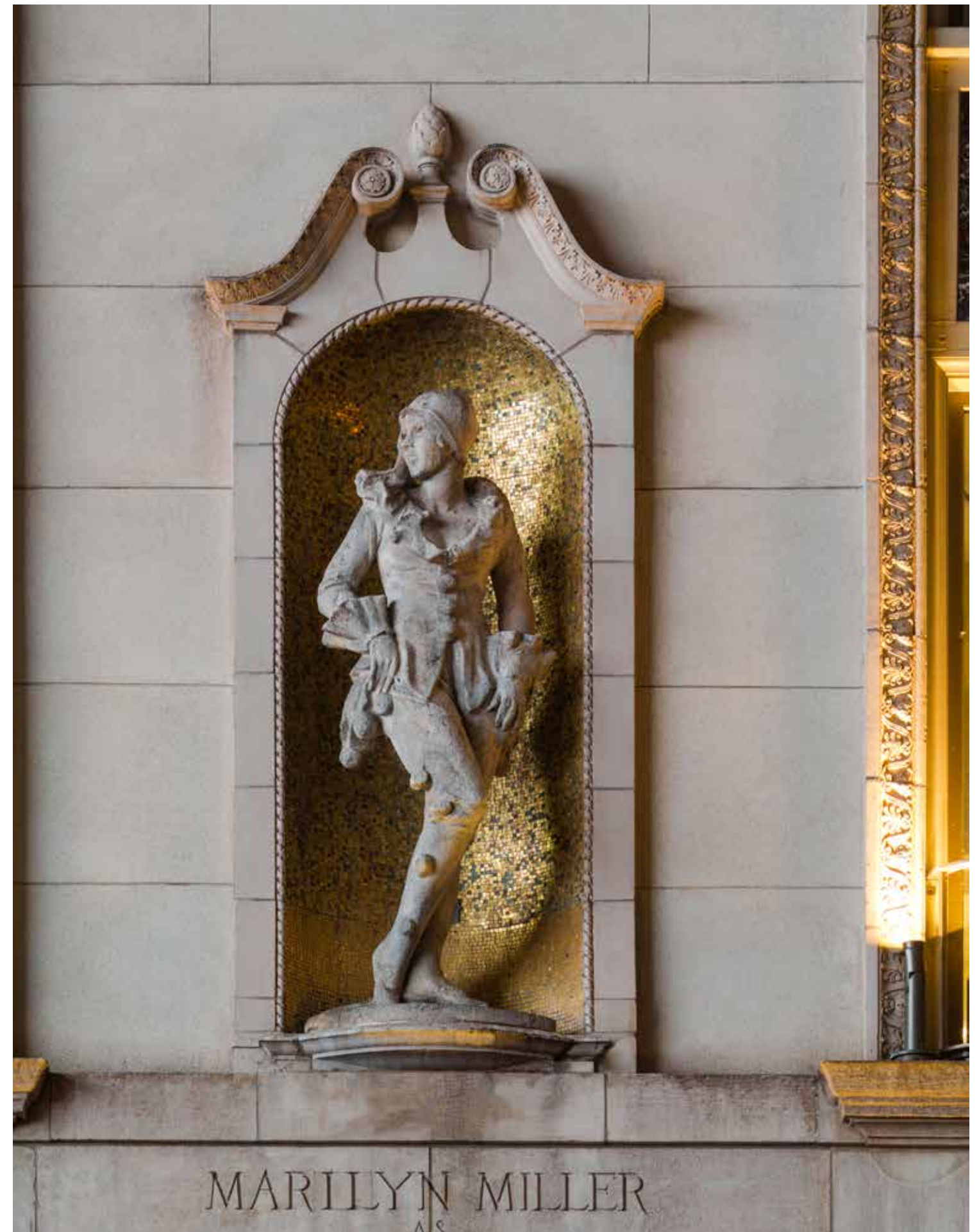
1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
RETAIL STORE ENTRY



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
STREET LEVEL EXTERIOR WITH ALL FEATURE ELEMENTS



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
STORE INTERIOR



1552 BROADWAY (167 W. 46TH STREET), NEW YORK, NY 10036
LANDMARK DETAILS

