

United States Department of the Interior  
National Park Service

### 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 Macmillan Building

other names/site number Forbes Building

#### 2. Location

street & number 60-62 Fifth Avenue [ ] not for publication

city or town New York [ ] vicinity

state New York code NY county New York code 061 zip code 10011

#### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  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  meets [ ] does not meet the National Register criteria. I recommend that this property be considered significant [ ] nationally [ ] statewide  locally. ( [ ] see continuation sheet for additional comments.)

*[Handwritten Signature]*  
Signature of certifying official/Title

*9/7/06*  
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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Macmillan Building  
Name of Property

New York County, 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	0	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
1	0	<b>TOTAL</b>

**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**

0

**6. Function or Use**

**Historic Functions**  
(enter categories from instructions)

COMMERCE/TRADE: Business  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions)

COMMERCE/TRADE: Business  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

LATE 19<sup>TH</sup> & 20<sup>TH</sup> CENTURY REVIVALS:  
Beaux Arts  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions)

foundation stone  
walls stone  
\_\_\_\_\_  
roof \_\_\_\_\_  
other \_\_\_\_\_

**Narrative Description**

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

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 1

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

## 7. Description

The former Macmillan Building (currently the Forbes Building), at 60-62 Fifth Avenue, is an eight-story office building located at the northwest corner of Fifth Avenue and West 12<sup>th</sup> Street in Manhattan. It was built in 1923-24, to designs of Carrère & Hastings, Shreve, Lamb & Blake, to be the headquarters of the American branch of the British publishing house. It occupies a block in what is still largely a residential area, with 19<sup>th</sup> century churches and early 20<sup>th</sup> century apartment buildings along Fifth Avenue, and row houses on many of the side streets.

### EXTERIOR

No. 60-62 Fifth Avenue is an eight-story building with facades on Fifth Avenue and West 12th Street. Each façade is divided into two major sections: three lower stories and five upper stories.

#### First through third stories

##### *Fifth Avenue facade:*

The lower three stories are divided into three unequal areas: a wide central area flanked at either end by a heavier, tower-like bay with paired windows. The wall is laid up in ashlar, with a high water table. Window openings are deeply recessed, and windows are set in metal frames with simple incised ornamental lines. The windows appear to be replacements, but they match the original configuration.

##### First- and second-story level:

At the first and second story levels, the wide central area is taken up by a double-height triple bay, with a double-height entrance in the center flanked on either side by a bay of windows. The entrance bay is separated from the window bays on either side by double-height twin fluted Ionic columns, on a high base breaking out from the high water table. (At the base of each of the four columns, new lettering has been added, from south to north: American Heritage Magazine -- Forbes Inc. -- Forbes Inc. -- American Heritage Magazine.)

The entrance is approached by three steps flanked by very abbreviated metal railings. The entrance is set within a metal frame with a central aedicule with rope molding, above which rise an entablature and triangular pediment. Within the entablature is a beribboned panel inscribed "60 Fifth Avenue"; within the pediment is the image of an open book flanked by a lyre on the south and an artist's palette on the north. To either side of the entrance there is a wrought-iron decorative grille, suggestive of a protective fence. Over the entrance, original lettering spelling "The Macmillan Company" has been replaced by lettering spelling "Forbes Magazine."

The corner bays flanking the central triple-bay area are comprised, on the south, of a tall rectangular window at the first-story level topped by a second-story-level shorter window, and on the north of a secondary entrance (62

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 2

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

Fifth Avenue) topped by a similar second-story-level shorter window. The first-story window at the south corner is set within elaborately carved angled reveals, each representing a vase from which grows a vine that supports various shields and symbols. Similar reveals surround the entrance at the north end of the façade (62 Fifth Avenue). The second-story corner windows each have a projecting stone sill and wrought-iron balconette. The secondary entrance now serves the Forbes gallery, but originally served the Macmillan bookshop. It has plain modern double doors with plate glass above, and is approached by a wheel-chair accessible ramp.

Third story level:

At the third story level, above the wide central area, there are three pairs of two-over-two windows, placed to correspond to each bay of the triple entry bay below. Over either corner, there is a larger opening with a pair of one-over-one sash, corresponding to the window (and door) openings below.

The lower three stories are separated from the upper five stories by a projecting cornice - mirroring the internal division of the building into three executive stories and five storage and production stories.

Upper levels:

In the wider central area, corresponding to the triple-bay entrance area on the lower floors, there are nine deeply recessed single-window bays rising from the fourth through the seventh story. The spandrels between each window and the one above have single square panels. A band of plain console brackets separates these stories from the eighth-story level, which has a similar row of nine windows.

At either corner of the façade, rising from the fourth through the eighth story are recessed pairs of one-over-one windows; each story is separated from the next by a decorative metal railing placed over a metal spandrel, the whole set between uninterrupted plain stone piers rising to the roofline, giving these corners the form of a tower.

At the roofline, there is a plain parapet above the wide central section, and a balustrade over either of the corners, tower-like bays.

*West 12<sup>th</sup> Street façade:*

This is almost identical to the Fifth Avenue façade, with the following differences:

At the first- and second-story levels, instead of a three-bay-wide entrance area there are four wide double-height rectangular windows. The easternmost corner has identical larger and smaller windows as the southernmost corner of the Fifth Avenue façade; at the western end of the West 12<sup>th</sup> Street façade, however, corresponding to the Fifth Avenue secondary entrance (62 Fifth Avenue), there is a service entrance for a garage with a loading bay, with a smaller window above.

At the sidewalk level there are four gated light-wells for the basement.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 3

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

At the fourth- through seventh-story levels, instead of nine single-window bays there are twelve, and similarly at the eighth-story level.

**INTERIOR**

The interiors of the building's public spaces survive largely intact.

**Entrance vestibule**

The main, 60 Fifth Avenue entrance is through an aedicular entryway with a revolving door that leads into a small rectangular vestibule. The vestibule has marble floors and walls of granite blocks, with a plaster ceiling. There are two sconces on each of the two side walls. A tall arch opposite the entryway leads into the lobby. The granite blocks on the wall form a pattern, resembling voussoir blocks, to create the archway. Within the stone archway is a decorative wrought-iron archway forming a rectangular entrance with a wrought-iron fanlight; the fanlight originally had in its center a decorative owl holding a book, with the capital letter "M" beneath it, in the center; this has been removed.

**Lobby**

The lobby is a rectangular space with a checkerboard-pattern marble floor and granite-block walls like those in the vestibule; the granite blocks, however, do not rise completely to the ceiling; the walls above the granite blocks are plastered. The plaster ceiling is patterned to suggest shallow decorative coffers. The room is lit by the original metal chandelier hanging from the center of the ceiling. The wall opposite the vestibule has two arched openings, outlined in stone. The opening on the south (left as one faces the wall) leads to the staircase going to the upper floors. The arch on the north opens into a small vestibule, with an entry on its north leading to the original bookstore area, now occupied by galleries. Two square-headed doors on both the north and south walls of the lobby lead to additional modern gallery spaces.

**Gallery entrance and lobby**

The entry at 62 Fifth Avenue originally led into the Macmillan bookstore. The space has been reconfigured for use as a gallery space; judging from early photographs of the bookstore, little if any original detail appears to survive.

**Other ground floor spaces**

From the lobby, a square-headed entry on the south wall near the vestibule opens onto a narrow corridor, with offices on the east side and modern gallery spaces on the west. A similar entry on the south wall but further to the west leads to additional modern gallery spaces.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 4

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

**Staircase**

A decorative staircase rises from the lobby as far as the entrance to the third floor. The staircase has terrazzo steps, plaster walls, and a decorative plaster barrel-vaulted ceiling. It rises from the ground floor to a mezzanine with two levels, from the mezzanine to the second floor, from the second floor to another mezzanine with just one level, and from that mezzanine to the third floor. Each mezzanine has a ceiling of two groin vaults. The ceilings of both the staircase and the mezzanines are decorated with Roman-style *grotteschi*. Down lights have been inserted into the barrel-vaulted ceilings. A metal sconce hangs from each of the groin vaults on each of the mezzanines. The landing at the second floor is a rectangular space with a decorative plaster coved ceiling and arches in the walls, some with doorways, others blind; it is lit by a decorative metal chandelier.

**Upper stories**

The second story is at the level of the first staircase mezzanine. There are office spaces to either side of the mezzanine landing. All upper stories have been redone, with partitions, for new office space.

Macmillan Building  
Name of Property

New York County, New York  
County and State

**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

**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  
# \_\_\_\_\_

**Areas of Significance:**

(Enter categories from instructions)

Commerce

Architecture

**Period of Significance:**

1923-1955

**Significant Dates:**

1925

1951

**Significant Person:**

n/a

**Cultural Affiliation:**

n/a

**Architect/Builder:**

Carrere & Hastings

Shreve, Lamb & Blake

**Primary location of additional data:**

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

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 1

Macmillan Building  
Name of Property  
New York County, New York  
County and State

### 8. Statement of Significance

The former Macmillan Publishing Company Headquarters, at 60-62 Fifth Avenue, is significant under Criterion A for its importance in the history of commerce, and under Criterion C as a late office building designed by the nationally prominent American firm of Carrère & Hastings.

#### Summary

The former Macmillan Publishing Company building was built in 1923-24 to be the new headquarters of the American branch of the prominent British publishing house. Macmillan grew from a small London bookstore founded in 1843 into one of England's most important publishers. Its American branch, founded in 1869, eventually became the largest publisher in the United States. The American company hired the firm of Carrère & Hastings; Shreve, Lamb & Blake to design a new headquarters building at 60 Fifth Avenue. Carrère & Hastings were nationally known for such major New York monuments as the New York Public Library at Fifth Avenue and 42<sup>nd</sup> Street (NHL 12-21-65), but also for a series of office buildings designed by Hastings after Carrère's death. The design of 60 Fifth Avenue combined luxurious Beaux-Arts detailing with steel-cage construction in such a way as to help the commercial building fit into the residential precincts of Fifth Avenue, winning it an award from the Fifth Avenue Association.

#### The Macmillan Publishing Company<sup>1</sup>

The Macmillan Publishing Company traces its origins to a London bookshop opened in 1843 by brothers Daniel and Alexander Macmillan, sons of a Scots farmer. That same year, they published their first book, *The Philosophy of Training* by A.R. Craig. In 1844, the Macmillan brothers moved to Cambridge, becoming part of the literary community in and around Cambridge University. Visitors to their new bookshop included poet William Wordsworth. The Macmillans' early publications focused on theology, classical literature, and educational guides. In the mid 1850s the Macmillans moved into fiction. After Daniel's death in 1857, Alexander moved the firm back to London. Expanding the company's ventures, he launched *Macmillan's Magazine* in 1859, and in 1864 a series of reference books called *The Statesman's Yearbook*, followed in 1866 by Lewis Carroll's *Alice's Adventures in Wonderland*. There followed volumes on poetry, history and science, as well as textbooks. By the end of the century, Macmillan had published such literary giants as Matthew Arnold, Alfred Lord Tennyson, Rudyard Kipling, Henry James, Thomas Hardy and many others. Their work overseas included a series of more than 600 titles published for the British colonies, under the name "the Colonial Library," later renamed "the Empire Library." The 20<sup>th</sup> century saw Macmillan add to its list of authors poet William Butler Yeats and economist John Maynard Keynes, among many others. The Depression years were difficult for the firm, but it prospered, in no small part thanks to the success of its New York office,

<sup>1</sup> The following history is based on Elizabeth James, editor, *Macmillan: a publishing tradition* (Basingstoke, Hampshire; New York: Palgrave, 2002), in particular the "Introduction" by Elizabeth James, pp. 1 ff., and Chapter 8, "Letters from America: The Bretts and the Macmillan Company of New York," also by Elizabeth James, pp. 170 ff. It also draws on *The Macmillan Company*, a 44-page brochure published by the American company c.1959.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 2

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

which had published Margaret Mitchell's enormously popular novel, *Gone With The Wind*. A third generation of Macmillans ran the company after World War II. So important was Macmillan's work considered in Britain that when, in the 1960s, the company considered auctioning off some of its thousands of letters and papers, the British Museum arranged to purchase the entire trove – amounting to some 2200 volumes – to keep it from leaving the country.

Macmillan opened its New York City branch in 1869, making it one of the first publishers in England to respond to the growing importance of overseas markets. Just as the British company was, for its first century, run by three generations of Macmillans, so the American branch was run from its beginnings until its sale in 1951 by three generations of the Brett family – George Edward Brett, son George Platt Brett, and grandson George Platt Brett, Jr. As George Platt Brett, Jr. wrote to Daniel Macmillan in 1947:

For the record, my grandfather was employed by Macmillan's of England as a salesman. He came to the United States with his family in the service of Macmillan's of England and built up a business of approximately \$50,000 before he died. He was succeeded...by my father, who eventually incorporated The Macmillan Company of New York and built up a business of about \$9,000,000. I succeeded my father, and we are currently doing a business of approximately \$12,000,000. So then, the name of Brett and the name of Macmillan have been and are synonymous in the United States.<sup>2</sup>

George Brett, born in 1829 in England, joined Macmillan in 1868 after working in a wholesale business; the following year he had opened an office at 63 Bleeccker Street in what was then New York City's major publishing district. According to an announcement on August 16<sup>th</sup>, 1869, Macmillan

...opened an Agency in New York under the management of Mr. Geo. E. Brett, by whom all their Publications and those of the Oxford University Press...will in future be supplied.<sup>3</sup>

The company faced many difficulties, including opposition to its presence in America by local publishers, cheaper prevailing book prices than in England, and disputes with the local customs authorities. Early successes included their magazines and textbooks. By 1885, Brett's son had joined the company, the first branch office had opened in Chicago, the company had moved to larger offices at 112 Fourth Street, and Macmillan had become Henry James's publisher. Following Brett's death in 1890, his son took over the operation. In 1896, the American branch of Macmillan incorporated.

The turn of the century saw American Macmillan having great success in fiction. In 1895, the company published Joseph Conrad's first novel, *Almayer's Folly*; soon they were publishing many successful novels including Jack London's *The Children of the Frost* (1902) and *The Call of the Wild* (1904). They also excelled at educational texts by university professors – by 1905 Macmillan was one of the four largest houses producing textbooks:

<sup>2</sup> Letter from Brett to Macmillan, January 23<sup>rd</sup>, 1947, quoted by James *op.cit.*

<sup>3</sup> Published in the *American Literary Gazette and Publishers' Circular*, p. 238; cited by James, p. 171.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 3

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

This school book trade is becoming fast of much more importance to us than our general business, and success in this field means, without question, the future success of the Company as a whole.<sup>4</sup>

Macmillan soon became known as "the department store of publishing." By 1907 the company employed a staff of 133 working in nine largely autonomous divisions (including Trade, Children's Books, Outdoor Books, Religious Books, College, Technical and Business Books, Educational, Medical-Public Health) in New York, as well as a Chicago branch and agencies in Boston, Atlanta and San Francisco. The operation had completely outgrown its offices. Following a visit by Daniel Macmillan to the overcrowded New York office, London gave permission for the American company to build a new headquarters at 60 Fifth Avenue.

Macmillan remained at 60 Fifth Avenue through the Depression. The company struggled during those difficult years, but in June 1936 published *Gone With The Wind*, which, following a major publicity campaign, became an enormous success, selling over half a million copies by September. The company continued to struggle during the years of World War II, but in the immediate post-war years Macmillan found enormous success, especially with textbooks, reaching profits in 1948-49 of almost one million dollars. Overall, from the 1930s until the war, Macmillan was the country's largest publisher.

The English and American branches of Macmillan had always cooperated, but also always faced different circumstances in the publishing industries in their respective countries. In the post-war years the differences grew, and in January 1951, the two companies severed their relationship.

In the following decades, American Macmillan grew into an enormous communications conglomerate. Outgrowing its headquarters at 60-62 Fifth Avenue, Macmillan sold the building to Forbes in 1962 and moved to 866 Third Avenue in 1966. Today Macmillan is part of Viacom.

**Carrère & Hastings; Shreve, Lamb & Blake<sup>5</sup>**

John Merven Carrère (1858-1911)  
Thomas Hastings (1860-1929)  
Richmond Harold Shreve (1877-1946)  
William Frederick Lamb (1883-1952)  
Theodore Blake (1870-1949)

<sup>4</sup> Letter from Brett, cited by James, p. 178.

<sup>5</sup> Information about Carrère & Hastings is summarized from accounts in New York City Landmarks Preservation Commission designation reports for "(Former) United States Rubber Company Building (LP-2078)," prepared by Virginia Kurshan; "Standard Oil Building (LP-1930)," prepared by Betsy Bradley; and "Cunard Building (LP-1928)," prepared by David M. Breiner. Additional information can be found in Curtis Channing Blake, *The Architecture of Carrère and Hastings* (Ph.D. dissertation, Columbia University, 1976) and Robert Stern et al, *New York 1930: Architecture and Urbanism Between The Two World Wars* (NY: Rizzoli, 1987), as well as "The Works of Messrs. Carrère & Hastings," *Architectural Record* Vol. 27 (Jan 1910), pp. 1-120. Information about Shreve and Lamb is drawn from the Landmarks Commission report, "Empire State Building (LP-2000)," prepared by Anthony W. Robins, and obituaries cited below.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 4

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

In 1923, when Macmillan decided to build a new headquarters, the company hired one of the country's most prominent firms, at an unusual moment in its history. The plans filed for the new Macmillan headquarters listed "Carrère & Hastings, Shreve, Lamb & Blake" as the architects.

The firm of Carrère & Hastings was founded in 1885 by John Carrère and Thomas Hastings. Hastings, born in New York, studied briefly at Columbia University before attending the Ecole des Beaux-Arts in Paris, receiving his diploma there in 1884. Carrère was born in Rio de Janeiro to American parents of French descent; he too attended the Ecole, receiving his diploma in 1882. Both joined the young firm of McKim, Mead & White before going out on their own.

The firm's first major client was Henry Flagler, a Florida real-estate developer and a partner in Standard Oil. For Flagler, they designed a number of buildings in St. Augustine, Florida, including the Ponce de Leon and Alcazar Hotels, and several churches, as well as "Whitehall," Flagler's Palm Beach estate. All these buildings made use of a style based on Spanish Renaissance models.

In 1891, Carrère & Hastings achieved national notice by coming in second in the competition for the design of New York's Cathedral of St. John the Divine. But it was their winning design for the 1897 competition for the New York Public Library at Fifth Avenue and 42<sup>nd</sup> Street – built 1898-1911 – that established them as one of the country's leading architectural firms.

In the following decades, Carrère & Hastings conducted an enormous practice, including residential commissions, among them the Frick Mansion on Manhattan's Upper East Side and the Vanderbilt estate on Long Island; public buildings, including Staten Island's Borough Hall and the Richmond County Courthouse (NR-listed 10-6-83), and fourteen public libraries in New York funded by Andrew Carnegie; the approaches and arch of the Manhattan Bridge (NR-listed 8-30-83); various buildings on the Yale University campus; and several churches and theaters.

Carrère & Hastings' buildings all reflect the mastery of historical styles that both men learned at the Ecole des Beaux-Arts. Whether Spanish Renaissance or French Beaux-Arts, their designs fall solidly within the eclectic tradition of late 19<sup>th</sup>- and early 20<sup>th</sup>-century American architectural practice. As late as 1920, when the firm won the commission for Standard Oil's skyscraper at 26 Broadway, Hastings sailed to Italy to study possible Renaissance models.

At the same time, however, Hastings brought to the firm both interest and expertise in structural innovations. Even in the firm's work for Flagler in the 1880s, the buildings' Spanish Renaissance facades covered innovative concrete structures. As early as 1902, Carrère & Hastings had designed a steel-framed, curtain-wall office building, the Blair Building (demolished) at 24 Broad Street. After Carrère's death in 1911, Hastings continued to develop his interest in the curtain-wall construction of modern skyscrapers, designing a series of such structures: the United States Rubber Company Building at 1790 Broadway (1911-12); the Liggett Building at

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 5

Macmillan Building  
Name of Property  
New York County, New York  
County and State

Madison and 42<sup>nd</sup> Street (1919-20; demolished), the Fisk Building at 250 West 57<sup>th</sup> Street (1920-21), and Standard Oil (1921-28).

Unlike other architects of his day developing skyscraper design, Hastings considered the steel frame, on the one hand, and the exterior cladding, on the other, to have separate functions: the frame supports the structure, while the cladding surrounds and encloses it. He designed the cladding of such buildings as thin masonry skins, almost like a veneer, aiming for its own Beaux-Arts inspired architectural effect rather than attempting to express the building's internal structure.

Presumably it was Hastings' work in office building design that brought Richmond Shreve and William Lamb into the partnership in 1920.

Richmond Harold Shreve (1877-1946) was born in Cornwallis, Nova Scotia, son of a former Dean of Quebec Cathedral. He studied architecture at Cornell University, graduated in 1902, and spent the next four years on the faculty of the College of Architecture there. While at Cornell he supervised construction of Goldwin Smith Hall, designed by Carrère & Hastings, and at the conclusion of the work, in 1920, he joined the firm.<sup>6</sup> William Frederick Lamb (1883-1952), son of New York builder William Lamb, was born in Brooklyn. After graduating from Williams College in 1904, he studied at the Columbia University School of Architecture, and then went to Paris to study at the Atelier Deglane. Having received his diploma from the Ecole des Beaux-Arts in 1911, he returned to New York and joined Carrère & Hastings, also in 1920.<sup>7</sup> Theodore Blake, whose career is less well known than those of Shreve and Lamb, was a graduate of Brooklyn Polytechnic Institute, and later the Ecole des Beaux-Arts; he joined Carrère & Hastings as a draftsman. Shreve and Lamb stayed with the firm for four years, leaving in 1924 to form their own partnership, which later became Shreve, Lamb & Harmon, specializing in tall, economically designed office buildings, most famously the Empire State Building. Blake had an independent practice after 1927. Shreve, Lamb and Blake were all partners with Hastings during the time the firm designed the Liggett, Fisk and Standard Oil office buildings, as well as the new headquarters at 60 Fifth Avenue for the Macmillan publishing company.

### The Macmillan Headquarters

Macmillan's first New York offices on Bleeker Street had been in a residential building near the city's publishing center. By 1916, after several moves, the company had relocated to a building at 66 Fifth Avenue, which – like the new headquarters it would build next door in 1923 at 60-62 Fifth Avenue at West 12<sup>th</sup> Street – was in a residential district changing to commercial use.

An article in the *New York Times* about Macmillan's new headquarters recalled the earlier history of the site:

In the good old residential days when many of the aristocratic merchant princes of the city lived on lower Fifth Avenue, two dignified dwellings stood there. On the immediate corner at 60 Fifth Avenue was the

<sup>6</sup> "Richmond Shreve, Architect, 69, Dies." obituary, *New York Times*, May 11, 1946, p.7:1.

<sup>7</sup> "William F. Lamb, 68, Architect, is Dead." obituary, *New York Times* September 9, 1952, p.31:1.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 6

Macmillan Building  
Name of Property  
New York County, New York  
County and State

home of Robert B. Minturn, who from 1830 to the time of his death in 1866 was a member of the great shipping firm of Grinnel & Minturn. Mr. Minturn built his Fifth Avenue home in 1844.... During his lifetime Mr. Minturn was one of the ablest merchants in the city.... After his death his widow resided there for several years and eventually the house was acquired by the late Edward F. Searles. He sold it in 1901 to Thomas Fortune Ryan, who made it his home.... The Macmillan firm purchased the property from Mr. Ryan about 1916, and soon after both of the fine old houses were torn down and the plot has been vacant ever since.<sup>8</sup>

The *Times* considered the new Macmillan building to be

...evidence...of the radical transformation in the physical appearance of that old-time private residence area close to Washington Square. ... The new Macmillan home will be the first building in the block below Fourteenth Street of a business character erected there for about twelve years....

This was not just any residential district, however – it was Fifth Avenue, the most prestigious residential boulevard in Manhattan, and one with its very own guardian – the Fifth Avenue Association. The construction of garment industry lofts seen as encroaching on the avenue had already become a major issue for the Association. According to its own publication, the Association's original

...main purpose was to oppose the wrong kind of commercialism and to safeguard the standards which are the heritage of Fifth Avenue....<sup>9</sup>

Eventually, the Association determined that it couldn't stop the construction of new commercial buildings on Fifth Avenue, but it could certainly try to influence their design. Small office buildings like 512 Fifth Avenue (Albert S. Gottlieb, 1907-08) could be designed to look like townhouses; large department stores like Tiffany (397-409 Fifth Avenue; McKim, Mead & White, 1903-06; NHL 6-2-78) or Saks Fifth Avenue (611 Fifth Avenue, Starrett & Van Vleck, 1922-24) could mimic, if not the scale, at least the architectural styles of residential buildings.

In 1924, on the one hundredth anniversary of the opening of Fifth Avenue, the Association published a history of the avenue. About the section near West 12<sup>th</sup> Street, the author wrote:

Until a year or so ago, property on the Avenue below 12th Street remained in the hands of old families who refused to part with their early homes. A few deaths, however, have served to start the inevitable change, and already half a dozen homesteads have disappeared.... Contrary to the general expectation, this new development has not altered fundamentally the residential character of this section. For once business has been diverted and has skipped all the territory from the Square to beyond 12th Street, due to

<sup>8</sup> "Rapid Changes In Old Fifth Avenue: New Macmillan Building on Home Site of the Shipping Merchant, R.B. Minturn - Later Owned By T.F. Ryan," *New York Times*, March 16, 1924, p. RE 2.

<sup>9</sup> Henry Collins Brown, *Fifth Avenue Old and New 1824-1924*, New York: Fifth Avenue Association, 1924, p.111.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 7

Macmillan Building  
Name of Property  
New York County, New York  
County and State

the fact that Sailors' Snug Harbor property cannot be sold; yet in this neighborhood the blocks that house the older publishing firms have undergone commercial development.<sup>10</sup>

While it is unknown if the Association directly influenced Macmillan's new headquarters, there is no doubt than in choosing Carrère & Hastings the firm would be assured of a well-designed office building that would nevertheless meet the Association's architectural expectations – which indeed it did. According to the company's brochure:

This building has been designated an outstanding example of architecture, and a plaque was awarded to it by the Fifth Avenue Association for the contribution it made to the appearance of the Avenue.<sup>11</sup>

The *New York Times* had anticipated such an outcome, noting that the new building would

... have a dignified facade with Ionic columns at the entrance... The decision of the Macmillan Company to erect an artistic and dignified building for their book and publishing business on the long vacant corner at the northwest corner of Twelfth Street has several points of interest for that delightful section of the city. While a commercial structure, its character precludes any danger of objectionable trade migration.<sup>12</sup>

Others agreed. A 1926 *New York Times* article quoted C. Stanley Mitchell, President of the Central Mercantile Bank and also of the Central Mercantile Association, as opining that

Macmillan & Co. have built one of the handsomest buildings on Fifth Avenue....<sup>13</sup>

In addition, the publishing industry had a cachet that apparently made it more desirable as a neighbor than the garment industry that so upset the Fifth Avenue Association. The earlier *New York Times* article continued:

[The new Macmillan building] also indicates a tendency to make that locality a strong publishing house and book centre. In the same block, on the southwest corner of Thirteenth Street, is the tall Educational Building owned by George A. Plimpton, head of the firm of Ginn & Co., publishers of school books, and which occupies a part of the building.<sup>14</sup>

Plans for Macmillan's new headquarters were filed in 1923. The architect was listed as "Carrère & Hastings, Shreve, Lamb & Blake," and the owner as "The Macmillan Company, George P. Brett, President."<sup>15</sup> As

<sup>10</sup> *Ibid.*, p. 36.

<sup>11</sup> *The Macmillan Company*, 44-page brochure published by the American company, *op. cit.*, p.16.

<sup>12</sup> "Rapid Changes in Old Fifth Avenue," *op. cit.*

<sup>13</sup> "The Rebuilding of Fourteenth Street," *New York Times*, August 29, 1926, p. RE2.

<sup>14</sup> *Ibid.*

<sup>15</sup> New York City, Manhattan Buildings Department, New Building application 391 of 1923.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 8

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

originally planned, both according to the application at the Buildings Department and the account in the New York Times:

The new Macmillan building will be eight stories in height, but is so designed by the architects, Carrère & Hastings, Shreve & Lamb, that four additional stories may be added in the future.<sup>16</sup>

The Buildings Department disallowed the proposed additional floors, and initially turned down the entire application because “business buildings in a residence district are unlawful.”<sup>17</sup> Eventually, however, the objections were overcome. The permit for the steel structure was issued in April of 1924,<sup>18</sup> and construction completed in March of 1925.

The final product was a handsome, eight-story building, approximately 100 feet long on Fifth Avenue and 125 feet long on West 12<sup>th</sup> Street. Its design shows Hastings’ typical approach to steel-cage commercial buildings with Beaux-Arts detailing. The first three stories – corresponding to the company’s executive offices – are organized around paired double-height Ionic columns, while the upper stories, set off by a broad cornice, are arranged as four-story tall, deeply recessed window bays. The corners project slightly to form pavilions, their cornices adorned with simple balustrades.

The building’s first three stories were designed to be occupied by the executive offices, with “book storage and packing” on the fourth through eighth floors, and a “small store on [the] ground floor” for the sale of Macmillan’s books.<sup>19</sup> Accordingly, the first three floors received more luxurious treatment, with interior finishes in marble; on the upper floors, finishes were in cement.<sup>20</sup> The ground floor, with classical arches, ornamental wrought-iron gates, and marble-lined walls, created an impression of sophistication and luxury that no doubt met the purposes of both Macmillan and the Fifth Avenue Association. In the words of Macmillan’s own brochure:

More than one author paying a visit to the impressive building at 60 Fifth Avenue, New York, home of The Macmillan Company, has commented: “It looks like a bank.” Waiting in the spacious lobby or in the adjoining reception rooms, the visitor sees rows of framed autographed photographs of such eminent authors as William Butler Yeats, Albert Schweitzer, James Stephens, Edwin Arlington Robinson,

<sup>16</sup> “Rapid Changes in Old Fifth Avenue,” *op. cit.*

<sup>17</sup> New Building application, *op. cit.*, objection sheet.

<sup>18</sup> Permit No. 1278 of 1924, issued April 30<sup>th</sup>.

<sup>19</sup> New Building application, *op. cit.*

<sup>20</sup> *Ibid.*

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 9

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

Vachel Lindsay, John Masefield, Jack London, Owen Wister, Margaret Mitchell, Marianne Moore, Sean O'Casey, Arthur Koestler, and many more.<sup>21</sup>

Macmillan occupied 60 Fifth Avenue for four decades, before moving to larger corporate space in Midtown Manhattan. By 1964, the building had been acquired by another major publishing house: Forbes, Inc., which today still occupies the building. Forbes has made few changes to the building, and today it stands both as a reminder of the history of one of the country's – and the world's – major publishing houses, and a fine example of the commercial architecture of Carrère & Hastings, one of the country's pre-eminent architectural firms.

<sup>21</sup> *The Macmillan Company, op. cit.*, p. 3.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 9 Page 1

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

9. Bibliography

Blake, Curtis Channing. *The Architecture of Carrère and Hastings*. Ph.D. dissertation. Columbia University, 1976.

Brown, Henry Collins. *Fifth Avenue Old and New 1824-1924*. Official publication of The Fifth Avenue Association. New York: Fifth Avenue Association, 1924.

James, Elizabeth, editor. *Macmillan: A Publishing Tradition*. Basingstoke, Hampshire; New York: Palgrave, 2002.

Macmillan Company. *The Macmillan Company*, a 44-page brochure published by the American company c.1959.

New York City Landmarks Preservation Commission designation reports:

- *Cunard Building* (LP-1928), prepared by David M. Breiner.
- *Empire State Building* (LP-2000), prepared by Anthony W. Robins.
- *(Former) United States Rubber Company Building* (LP-2078), prepared by Virginia Kurshan.
- *Standard Oil Building* (LP-1930), prepared by Betsy Bradley.

New York City, Manhattan Buildings Department. New Building Application 391 of 1923; Permit No. 1278 of 1924, issued April 30th.

*New York Times*

- "Richmond Shreve, Architect, 69, Dies." May 11, 1946, p.7:1.
- "William F. Lamb, 68, Architect, is Dead." September 9, 1952, p.31:1.
- "Rapid Changes In Old Fifth Avenue: New Macmillan Building on Home Site of the Shipping Merchant, R.B. Minturn - Later Owned By T.F. Ryan." March 16, 1924, p. RE 2.
- "The Rebuilding of Fourteenth Street." August 29, 1926, p. RE2.

Stern, Robert, et al. *New York 1930: Architecture and Urbanism Between The Two World Wars*. New York: Rizzoli, 1987.

"The Works of Messrs: Carrère & Hastings." *Architectural Record*: Vol. 27 (Jan 1910), pp. 1-120.

Macmillan Building  
Name of Property

New York County, New York  
County and State

## 10. Geographical Data

Acreage of Property less than one acre

### UTM References

(Place additional UTM references on a continuation sheet.)

1 18 584843 4509600  
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 (See continuation sheet for author)

name/title Contact: Kathy Howe, Historic Preservation Specialist  
New York State Office of Parks, Recreation and Historic Preservation  
organization Field Services Bureau date September 28, 2004  
street & number P.O. Box 189, Peebles Island telephone 518-237-8643, ext. 3266  
city or town Waterford state NY zip code 12188

### 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 Forbes 60 Fifth Avenue Building c/o Sean Haggerty, VP Finance, CFO, and Secretary  
Forbes, Inc.  
street & number 60 Fifth Avenue telephone 212-620-2200  
city or town New York state NY zip code 10011

**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

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 10 Page 1

Macmillan Building  
**Name of Property**  
New York County, New York  
**County and State**

---

**10. GEOGRAPHICAL DATA**

**Verbal Boundary Description**

The boundary of this nomination is outlined on the accompanying map.

**Boundary Justification**

The boundary includes the entire lot on which the former Macmillan Building was erected.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Macmillan Building

Name of Property

New York County, New York

County and State

Section 11 Page 1

---

---

11. FORM PREPARED BY

Anthony Robins  
Thompson & Columbus, Inc.  
50 West 67<sup>th</sup> Street, Suite 1-F  
New York, NY 10023  
212-877-7637

ADDITIONAL DOCUMENTATION

Photo List

Macmillan Building  
60-62 Fifth Avenue  
New York County, NY

Photos by Anthony Robins, September 2004 (Note: The conditions shown in the 2004 photos are the same as those in the fall of 2006 when this nomination was submitted to NPS).

Negatives stored with Anthony Robins

50 West 67<sup>th</sup> Street 1-F  
New York, NY 10023

1. South (partial) and east elevations; corner of Fifth Avenue and West 12<sup>th</sup> St. Facing northwest.
2. Fifth Avenue entrance, east elevation. Facing west.
3. Fifth Avenue entrance, east elevation. Facing west.
4. Window at east elevation, first floor. Facing west.
5. East elevation, upper floors at north end. Facing west.
6. South and east elevations. Facing northwest.
7. South and east elevations. Facing northwest.
8. South elevation. Facing northwest.
9. South and east elevations, upper floors. Facing northwest.
10. Fifth Avenue entrance vestibule seen from lobby, looking east.
11. Lobby, seen through archway from entrance vestibule, looking west.
12. Main staircase, seen from lobby, looking west.
13. Staircase landing, third floor.
14. Mezzanine landing between third and fourth floors, vaulted ceiling with plaster ornament.
15. Staircase from mezzanine to fourth floor.

Macmillan  
Building  
60-62 Fifth  
Avenue  
New York County,  
N.Y.

Zone: 18  
Easting: 584843  
Northing: 4509600

USGS  
Brooklyn Quad  
1:24800

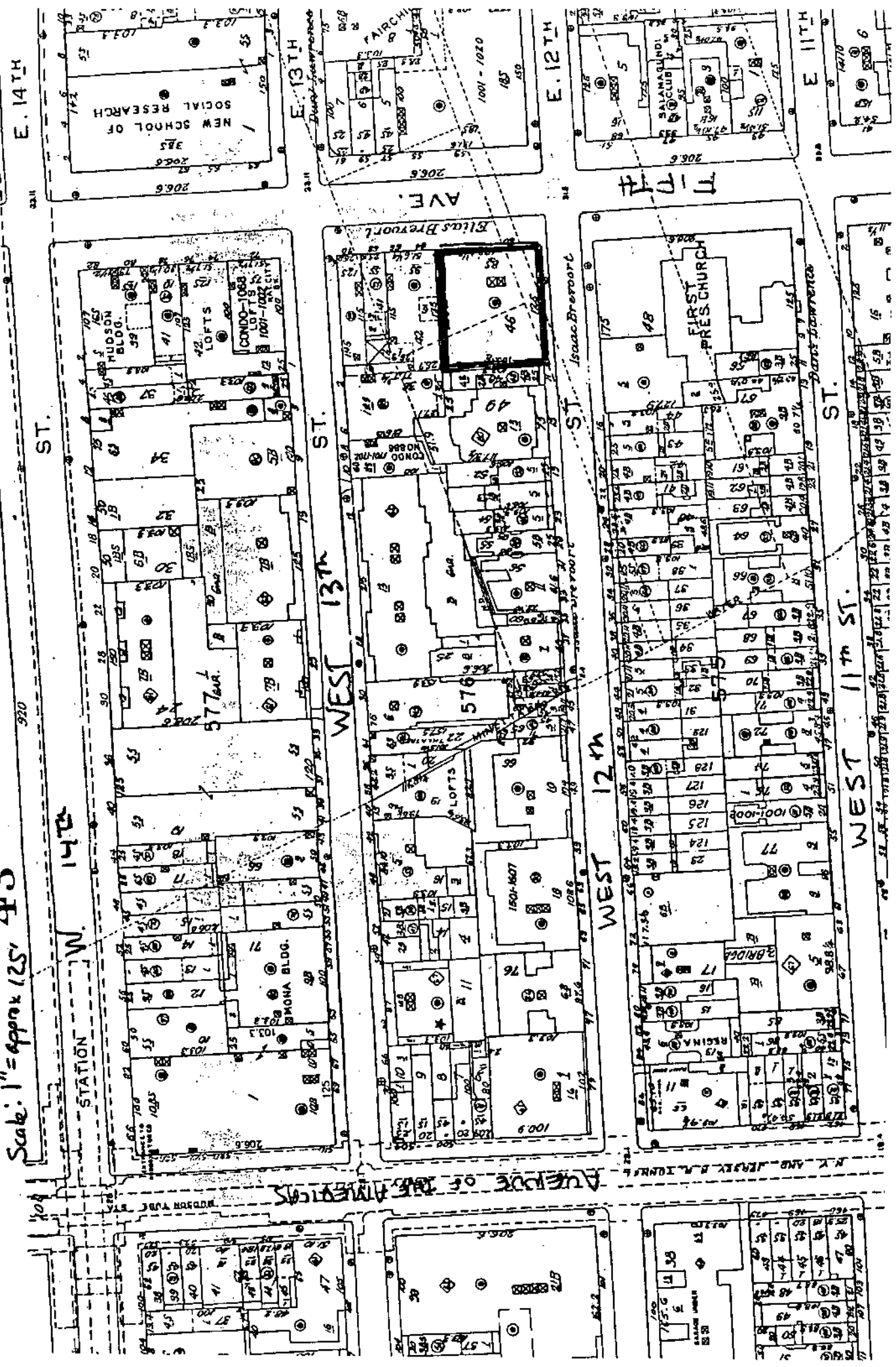
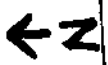


Former Macmillan Building, 60-62  
 Fifth Avenue, Manhattan, New York County, NY  
 Manhattan Land Book of the City of  
 New York (First American Real  
 Estate Solutions, 2003-04)

Scale: 1" = approx 25' 43

Henry Spangler Lib. 240 P. 136 100

Reproduction in whole or in part forbidden.  
 All rights reserved.



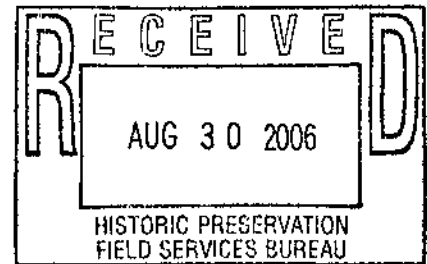
# Forbes

PHONE: 212-620-2403

FAX: 212-206-5199

shegarty@forbes.com

SEAN P. HEGARTY  
CHIEF FINANCIAL OFFICER



August 28, 2006

Ms. Kathy Howe  
New York State Office of Parks, Recreation & Historic Preservation  
Field Services Bureau  
P.O. Box 189  
Peebles Island  
Waterford, NY 12188

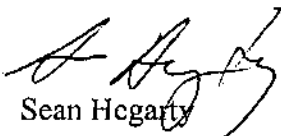
RE: The former Macmillan Publishing Company Headquarters (60 Fifth Avenue)

Dear Ms. Howe,

As the owners of the above referenced property, I am writing to you to express our unqualified support for its listing on the New York State and National Registers of Historic Places.

Please do not hesitate to contact me should you require any further comment on this matter.

Sincerely,



Sean Hegarty

SPH/dab

realestate@NYS Historic Pres

FORBES BUILDING 60 FIFTH AVENUE NEW YORK, NY 10011



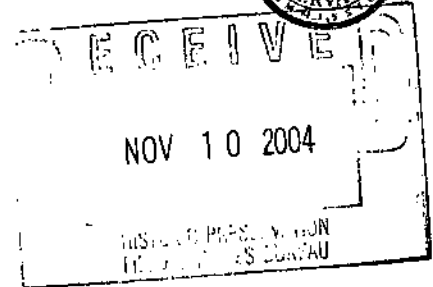
## The New York City Landmarks Preservation Commission

1 Centre Street, 9<sup>th</sup> Floor North, New York NY 10007 TEL: 212-669-7922 FAX: 212-669-7797

<http://nyc.gov/landmarks/>



RONDA WIST  
EXECUTIVE DIRECTOR  
rwist@lpc.nyc.gov



November 5, 2004

Ms. Ruth Pierpont, Director  
New York State Office of Parks Recreation  
and Historic Preservation  
Historic Preservation Field Services Bureau  
Pebbles Island  
P.O. Box 189  
Waterford, New York 12188-0189


Re: Macmillan Building, 60-62 Fifth Avenue, New York,  
New York

Dear Ms. Pierpont:

I write on behalf of Chair Robert B. Tierney in response to your request for comment on the eligibility of the Macmillan Building in Manhattan for the State and National Registers of Historic Places.

The Commission has reviewed the materials submitted by the Historic Preservation Field Services Bureau and recommends that the Macmillan Building appears to meet the criteria for inclusion on the State and National Registers of Historic Places.

Sincerely yours,

  
Ronda Wist

cc: Robert B. Tierney, Chair  
Mary Beth Betts





U.S. DEPARTMENT OF THE INTERIOR  
U.S. GEOLOGICAL SURVEY



40°45' N  
74°00' W

985m E

986

987

57:30"

989

Macmillan  
Building  
100-12 Fifth  
Avenue  
New York, County,  
NY

Zone 115  
Easting: 494812  
Northing: 501700

USGS  
Brooklyn Quad  
1:24500



498

909

910