

The current proposal is:

**Preservation Department – Item 8, LPC-22-06991**

## **396 6th Avenue – Greenwich Village Historic District Borough of Manhattan**

**To Testify Please Join Zoom**

**Webinar ID:** 892 9959 6293

**Passcode:** 261670

By Phone: 1 646-558-8656 US (New York)

877-853-5257 (Toll free) US

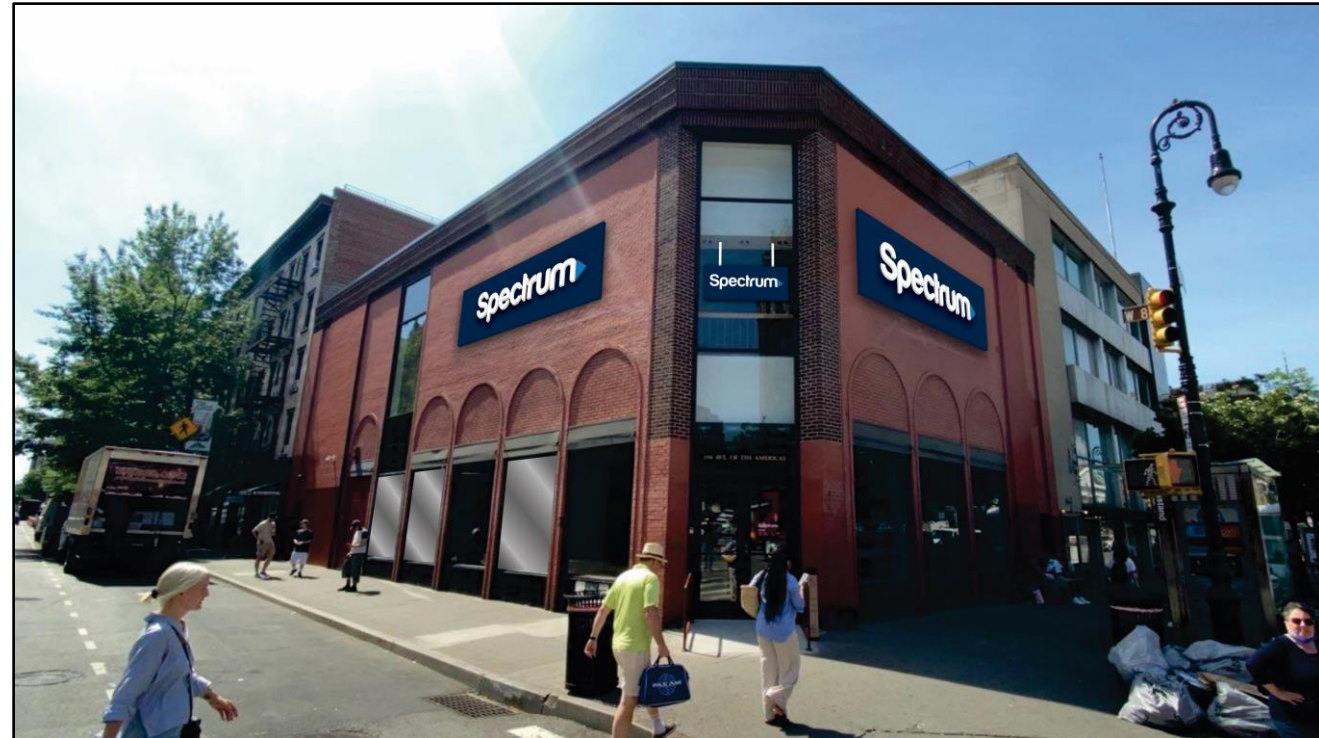
888 475 4499 (Toll free)

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## 396-398 Avenue of the Americas: Proposed Signage Installation



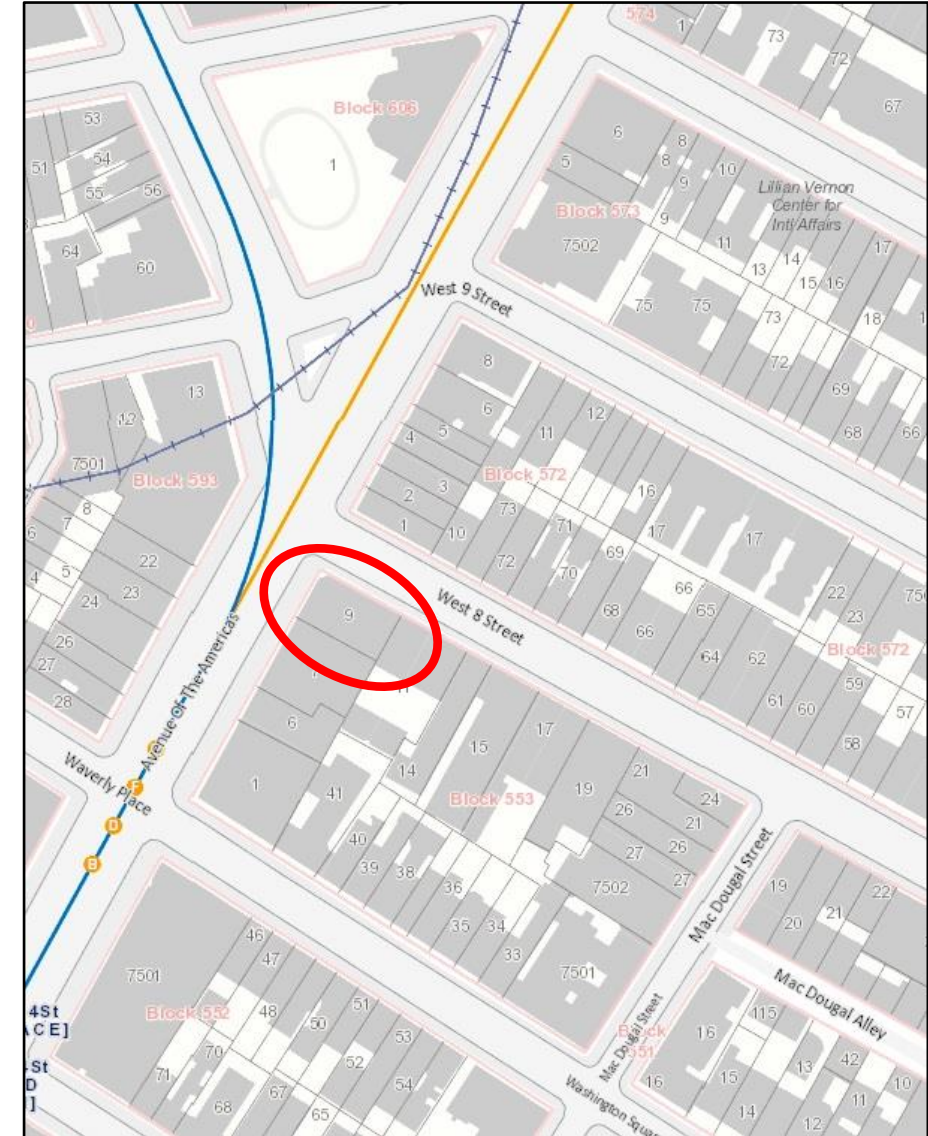
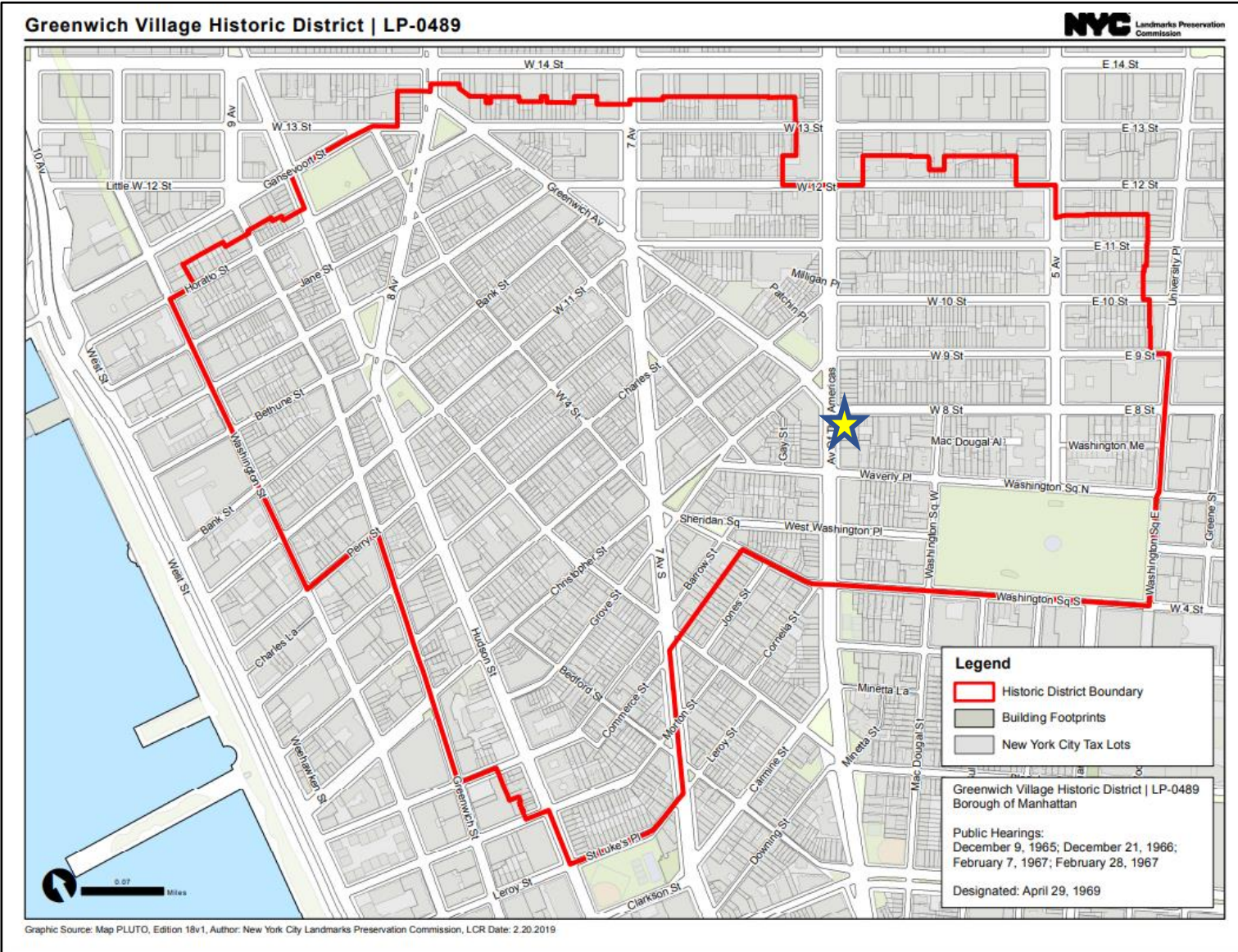
Existing Condition



Proposed Condition



# 396-398 Avenue of the Americas: Location



NYC Oasis Map.



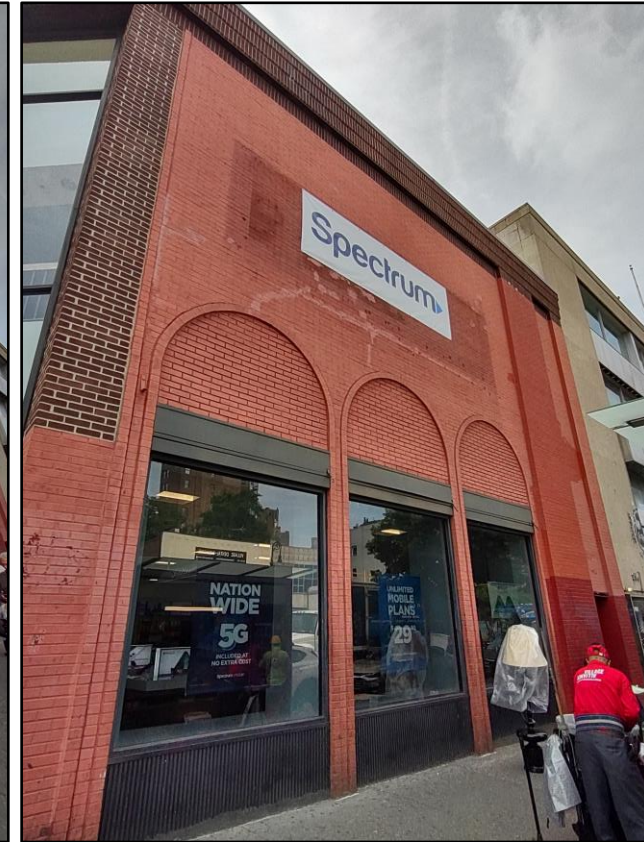
# 396-398 Avenue of the Americas: Existing Conditions



North elevation, on West 8<sup>th</sup> Street, and chamfered corner.



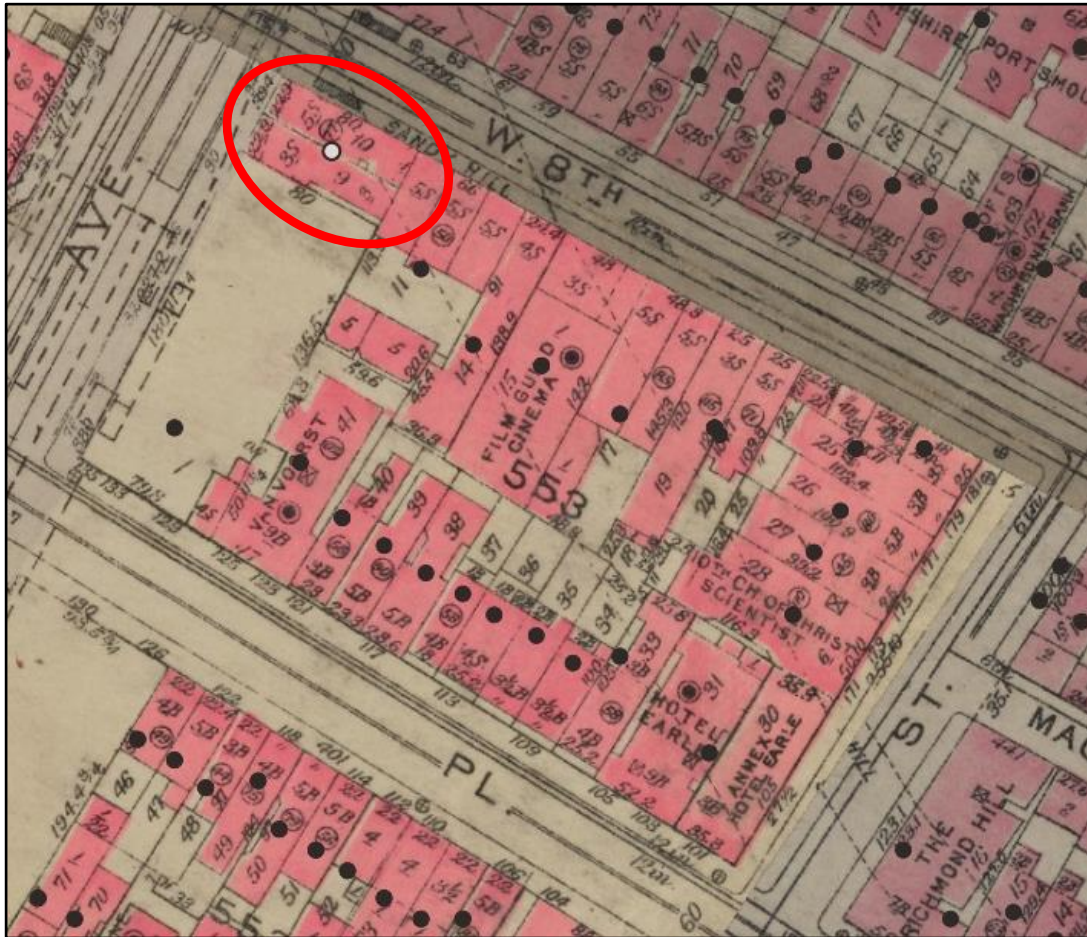
Chamfered corner facing the Avenue .



East elevation, on the avenue .



## 396-398 Avenue of the Americas : Site & Building Evolution



1930 map. (NYPL)



1935 empty lot at the southeast corner of Sixth Avenue and West 8<sup>th</sup> Street. (NYC LPC)



## 396-398 Avenue of the Americas : Site & Building Evolution



1940's Tax Photo. (NYC Municipal Archive)



1969 Designation Photo. (NYC LPC)



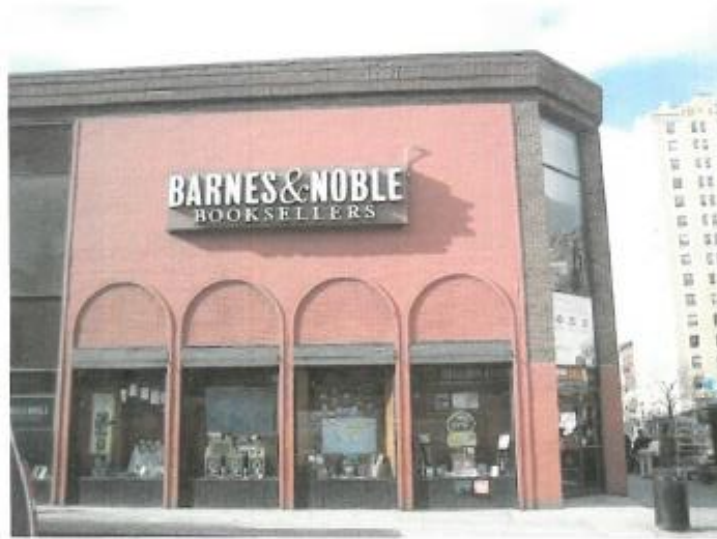
1980's Tax Photo. (NYC Municipal Archive)



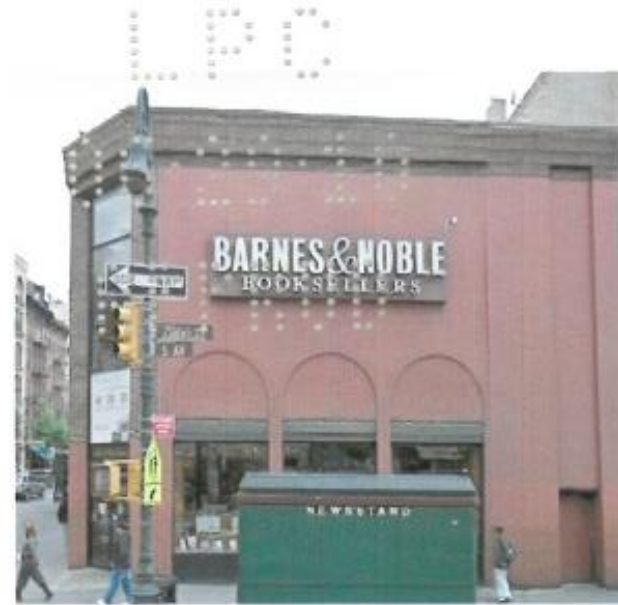
396-398 Avenue of the Americas:  
1980 Addition & Signage Approval



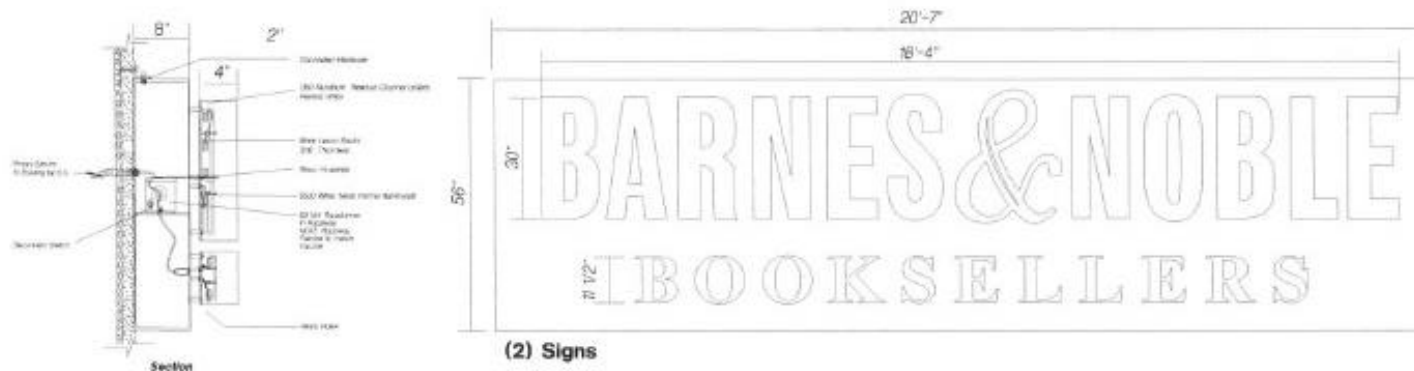
# 396-398 Avenue of the Americas: 2010 Signage Approval



8TH Street



6TH Avenue



DP1
240 WEST RAILWAY
PH. 732- FAX. 732
Client:
<b>BARNES</b>
Job Location:
396 Ave America Street
Designer:
J.T
Project:
Revision Date:
6-10
File Name:
BARN
Customer Approval:
Landlord Approval:





# 396-398 Avenue of the Americas: 2013 Application for Signage



TO Bank | 396 Avenue of the Americas  
Bergmeyer Associates | Supplemental Images  
DocuNet No. 13-7235 | 08/06/2013

# 396-398 Avenue of the Americas: 2013 Signage Approval



TD DARK GREEN  
PANTONE 5535

TD LIGHT GREEN  
PANTONE 361

BLACK CURTAINWALL  
FRAME

DARK GREY  
SPANDREL GLASS



- 1 NEW KAWNEER TRIFAB STOREFRONT SYSTEM WITH BLACK FRAMES & LOW-E GLAZING TYPICAL ALL OPENINGS TO REPLACE EXISTING STOREFRONT
- 2 BRICK TO MATCH EXISTING TO REPLACE RIBBED METAL INFILL PANELS AND INCREASE DURABILITY TYPICAL ALL OPENINGS
- 3 TD DARK GREEN METAL PANEL ABOVE WINDOWS TO REPLACE EXISTING DARK BRONZE PANELS TYPICAL ALL OPENINGS
- 4 INTERNALLY ILLUMINATED SIGNAGE 18" BEHIND NEW STOREFRONT
- 5 EXTERNALLY ILLUMINATED SIGNAGE MOUNTED ON EXISTING BARNES & NOBLE SIGNAGE BACKING
- 6 REMEDIATE AND CLEAN BRICK RESTORE TO BRICK SURFACE IF FEASIBLE (SEE PROJECT INFORMATION PACKAGE) \*RENDERED APPEARANCE IS ASSUMED, ACTUAL CONDITION UNKNOWN
- 7 REPLACE METAL INFILL PANEL AND DOOR WITH TYPICAL STOREFRONT OPENING
- 8 SCONCES - BEGA MODEL #6519LED 537 (SEE PROJECT INFORMATION PACKAGE)
- 9 INTERNALLY ILLUMINATED LIGHT GREEN STRIPE 24" BEHIND NEW STOREFRONT
- 10 REGRADE SIDEWALK AND VESTIBULE TO PROVIDE ADA ACCESSIBLE ENTRANCE

Signage Compliance 8th Street

	Allowable	Proposed
Total Wall Signage	150 SF	123 SF
Non Illuminated	150 SF	123 SF
Illuminated	Not Allowed	0 SF
Projection	18"	4" MAX

Signage Compliance 6th Avenue

	Allowable	Proposed
Total Wall Signage	150 SF	123 SF
Non Illuminated	150 SF	123 SF
Illuminated	Not Allowed	0 SF
Projection	18"	4" MAX

Notes

1. Exterior Signage totals are calculated as a gross area
2. Exterior Signage to replace existing Barnes & Noble in kind Existing sign backing to remain. See note 5.

TD Bank | 396 Avenue of the Americas  
Bergmeyer Associates | Supplemental Images  
Drawing No. 11-7235-108-05/2013

Proposed Exterior





# 396-398 Avenue of the Americas: 2013 Signage Approval



TD SINGLE SIDED EXTERNAL  
ILLUMINATION HOOD  
PAINTED TO DARK GREEN  
(CUSTOM)

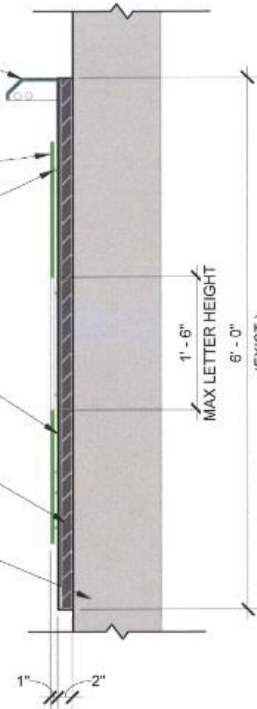
3/8" THICK ALUM. PLATE PIN  
MTD. SURFACE TYP.

1" x 1/4" DIA. S.S. PINS TYP.

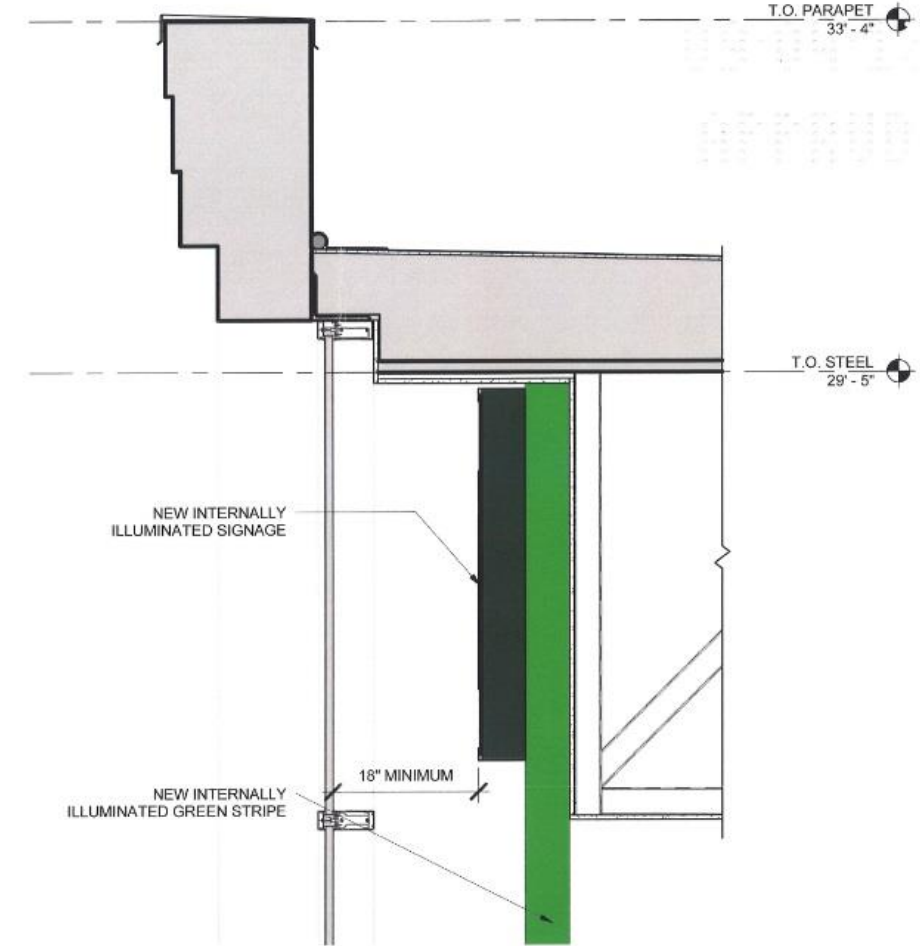
TD DARK GREEN METAL WRAP  
OVER EXISTING BARNES &  
NOBLE SIGNAGE BACKING

EXISTING BARNES &  
NOBLE SIGNAGE 2"  
BACKING TO REMAIN

EXISTING BRICK FACADE

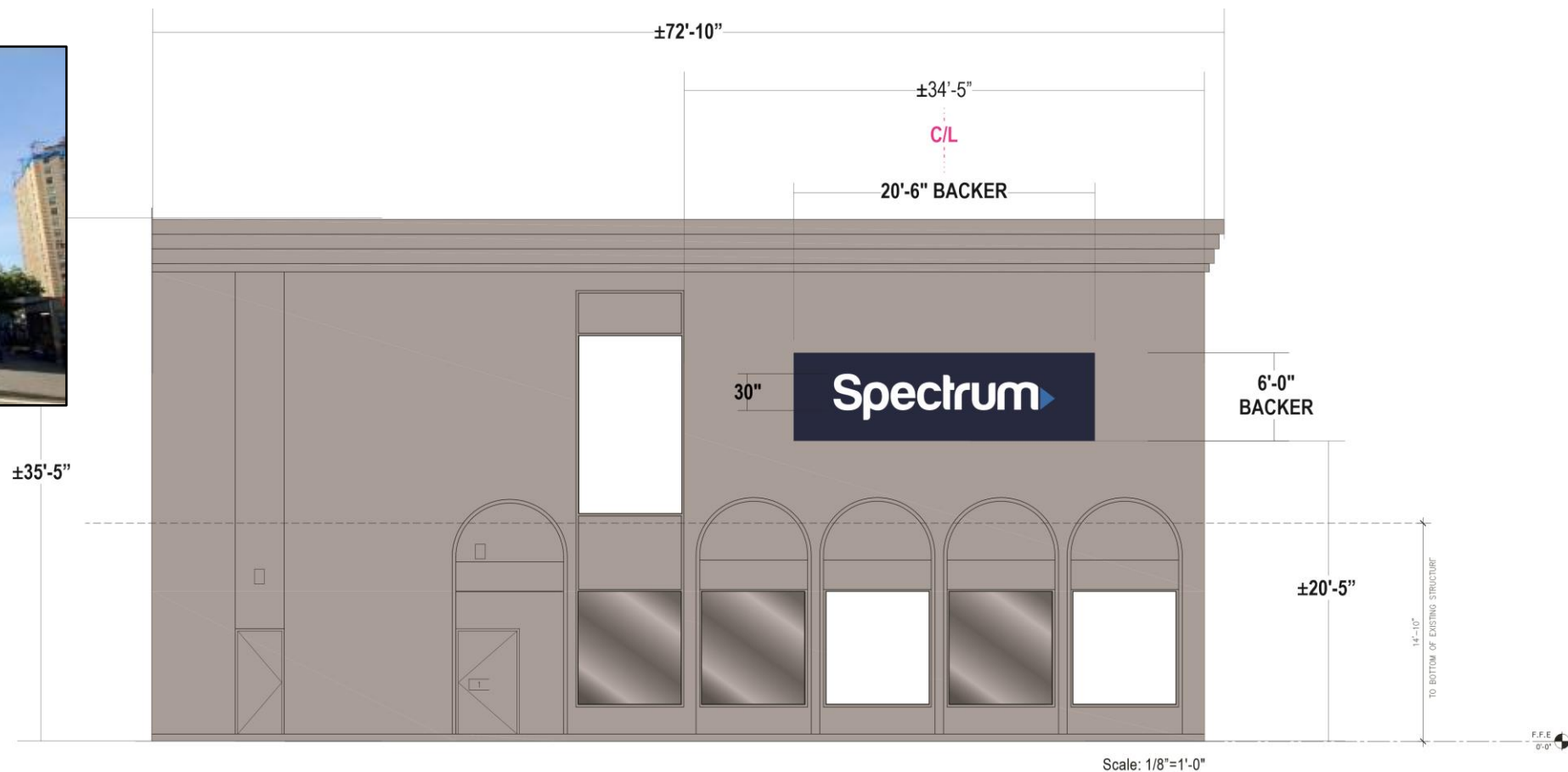


A. Section Through Signage at Existing Barnes & Noble Sign  
Scale 3/16" = 1'-0"



B. Section Through Existing and Interior Illuminated Shield  
Scale 3/16" = 1'-0"

# 396-398 Avenue of the Americas: Proposed Signage and Vinyl Sheets at West 8<sup>th</sup> Street Elevation



- FACES:** .090 aluminum faces - Painted White and Light Blue
- RETURNS:** 3" deep .063 alum. returns welded to faces - painted to match faces
- BACKS:** 3/8" clear polycarbonate back w/ diffuser film
- BACKER PANEL:** 1" deep fabricated aluminum backer cabinet with internal angle stringers;  
1/8" alum skin painted Dark Blue

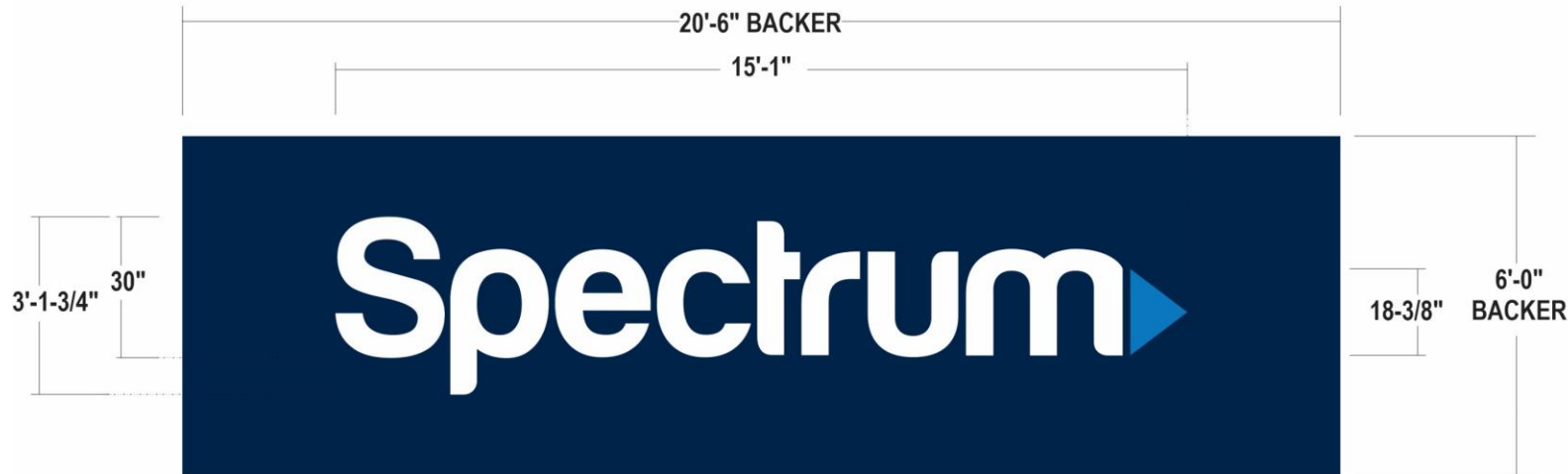


## 396-398 Avenue of the Americas: Proposed Signage at Sixth Avenue Elevation

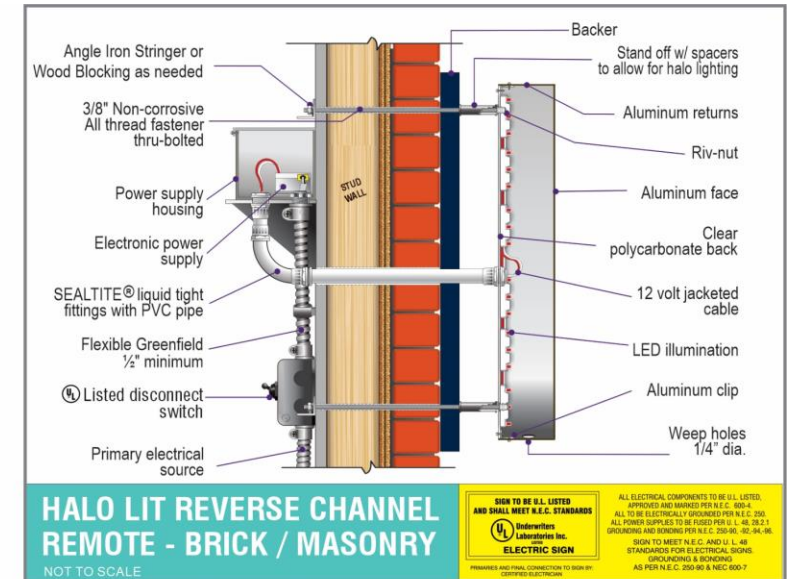


- FACES:** .090 aluminum faces - Painted White and Light Blue
- RETURNS:** 3" deep .063 alum. returns welded to faces - painted to match faces
- BACKS:** 3/8" clear polycarbonate back w/ diffuser film
- BACKER PANEL:** 1" deep fabricated aluminum backer cabinet with internal angle stringers; 1/8" alum skin painted Dark Blue

# 396-398 Avenue of the Americas: Proposed Exterior Illuminated Sign



LETTERSET: 37.7 square feet  
BACKER: 123 square feet



SAMPLE HALO LIT SIGN



SAMPLE HALO LIT SIGN AT NIGHT



396-398 Avenue of the Americas:  
Proposed Signage at Chamfered Corner at Sixth Avenue and West 8<sup>th</sup> Street



Photomontage of proposed condition, viewed from the corner of West 8<sup>th</sup> and Sixth Avenue.

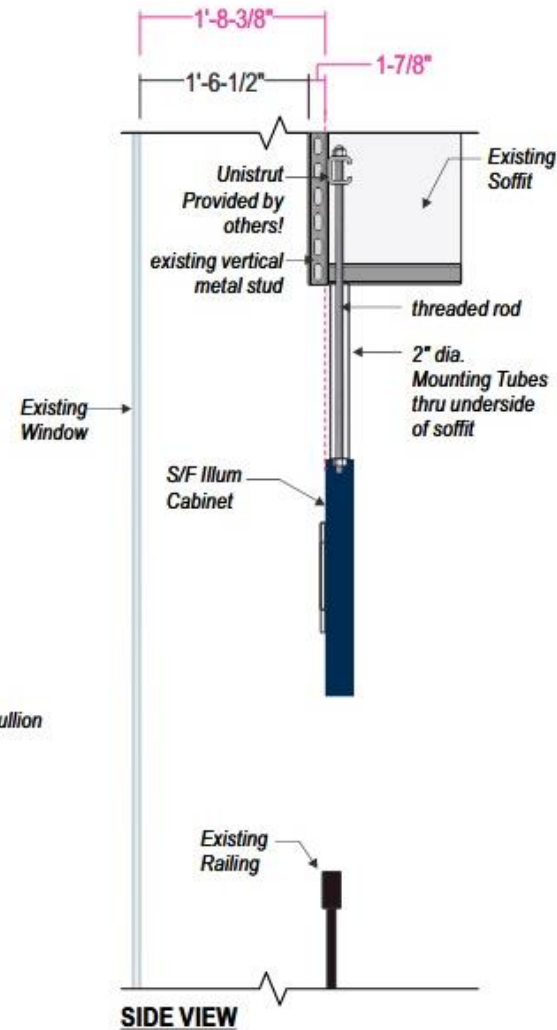
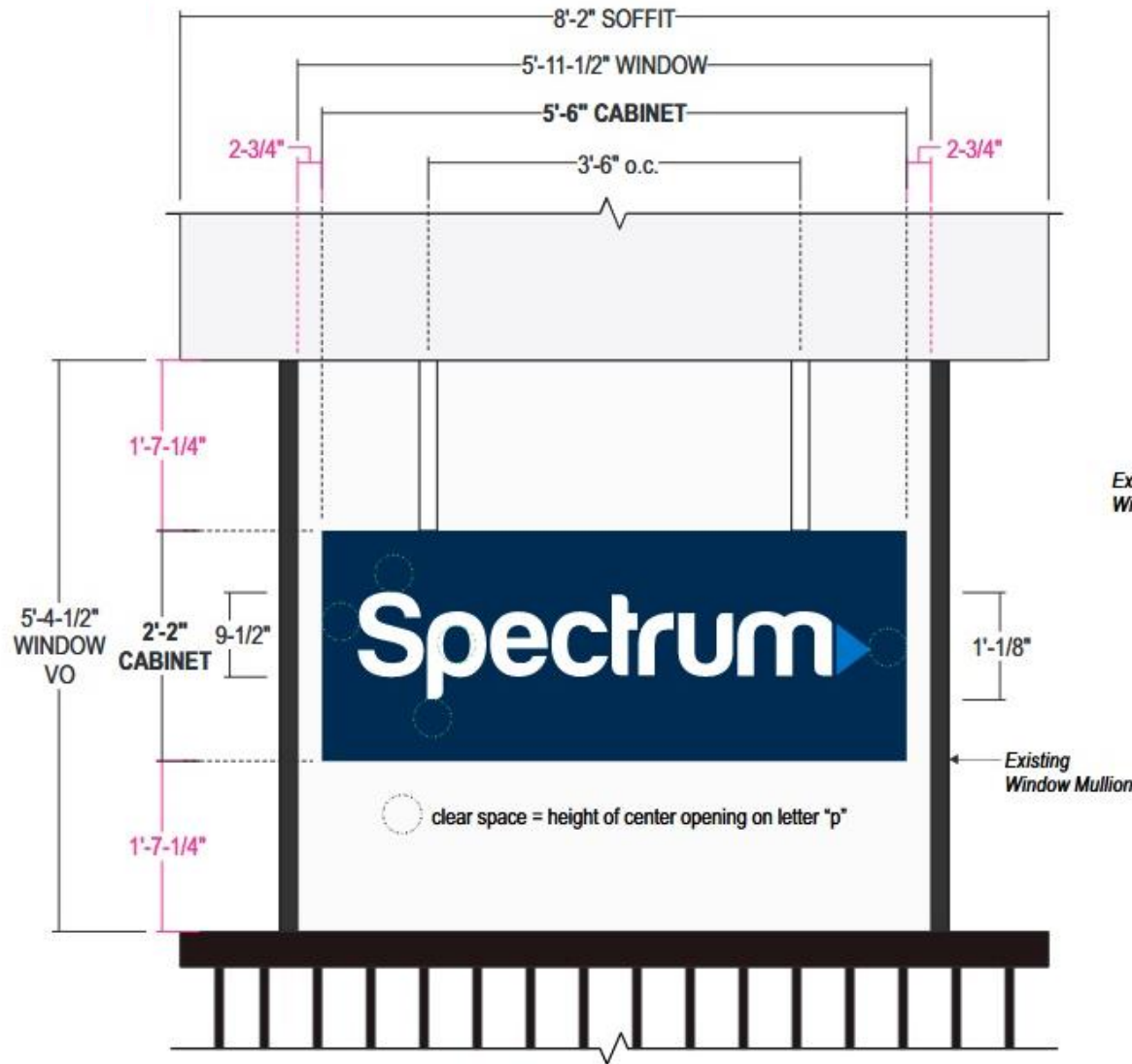


Existing soffit at the second floor, where light box is proposed to be hung.



18" space between the soffit and the window at the second floor.

# 396-398 Avenue of the Americas: Proposed Interior Illuminated Sign at the Corner

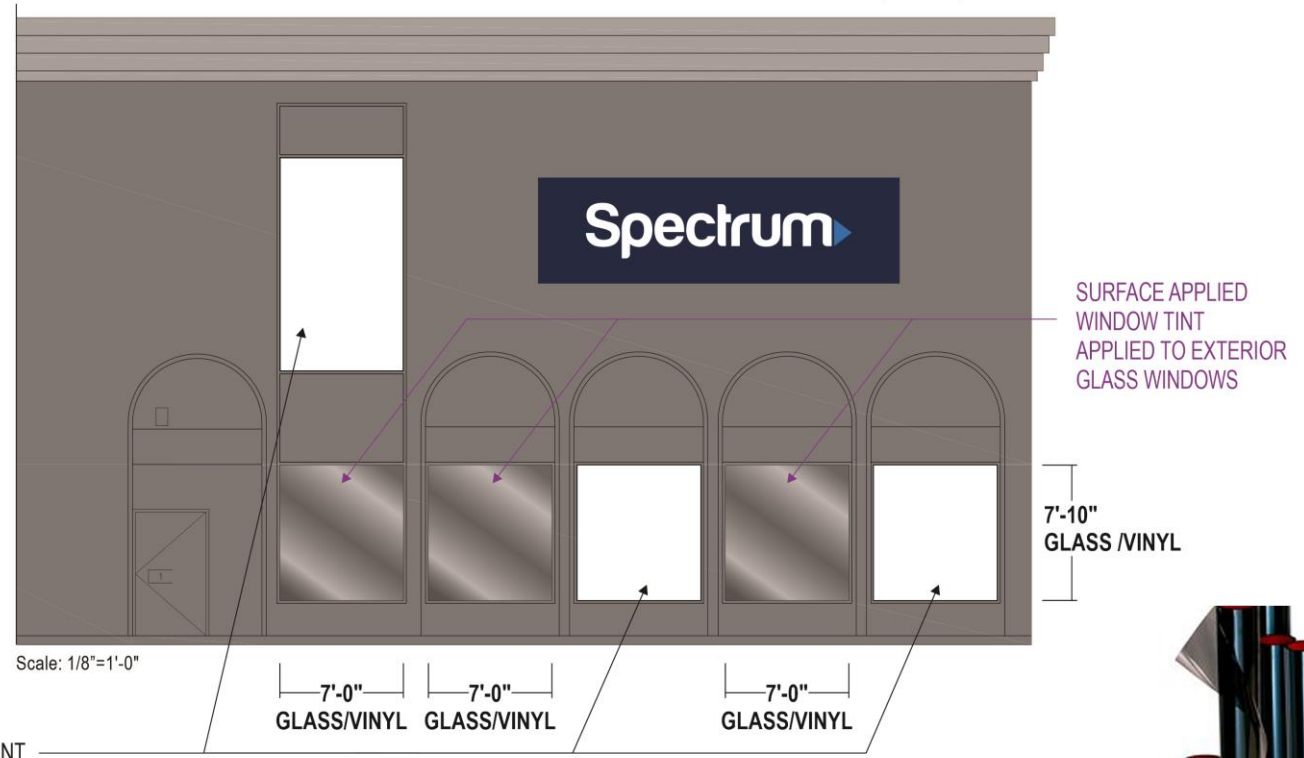
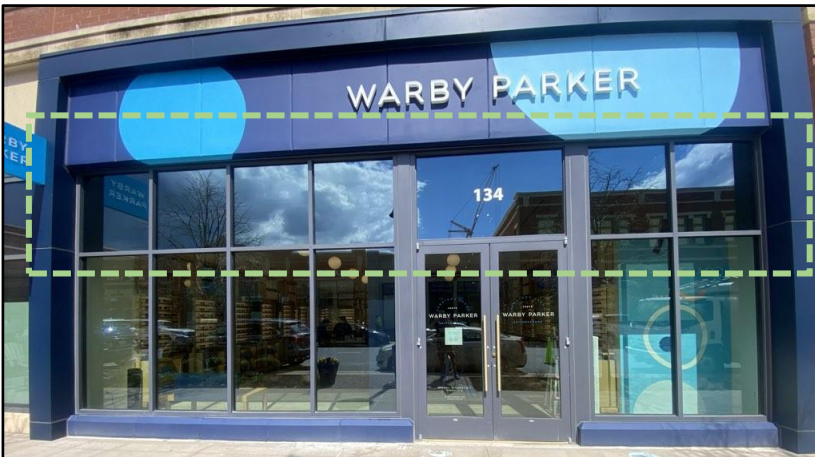


Scale: 3/16"=1'-0"



# 396-398 Avenue of the Americas: Proposed Vinyl Sheets on Three Windows on East 8<sup>th</sup> Street

54.8 square feet per window



TRANSPARENT

**GRAPHICS:** Surface applied 3M PR20 tint

**QUANTITY:** (3) THREE SECTIONS REQUIRED FOR  
(3) THREE WEST ELEVATION WINDOWS

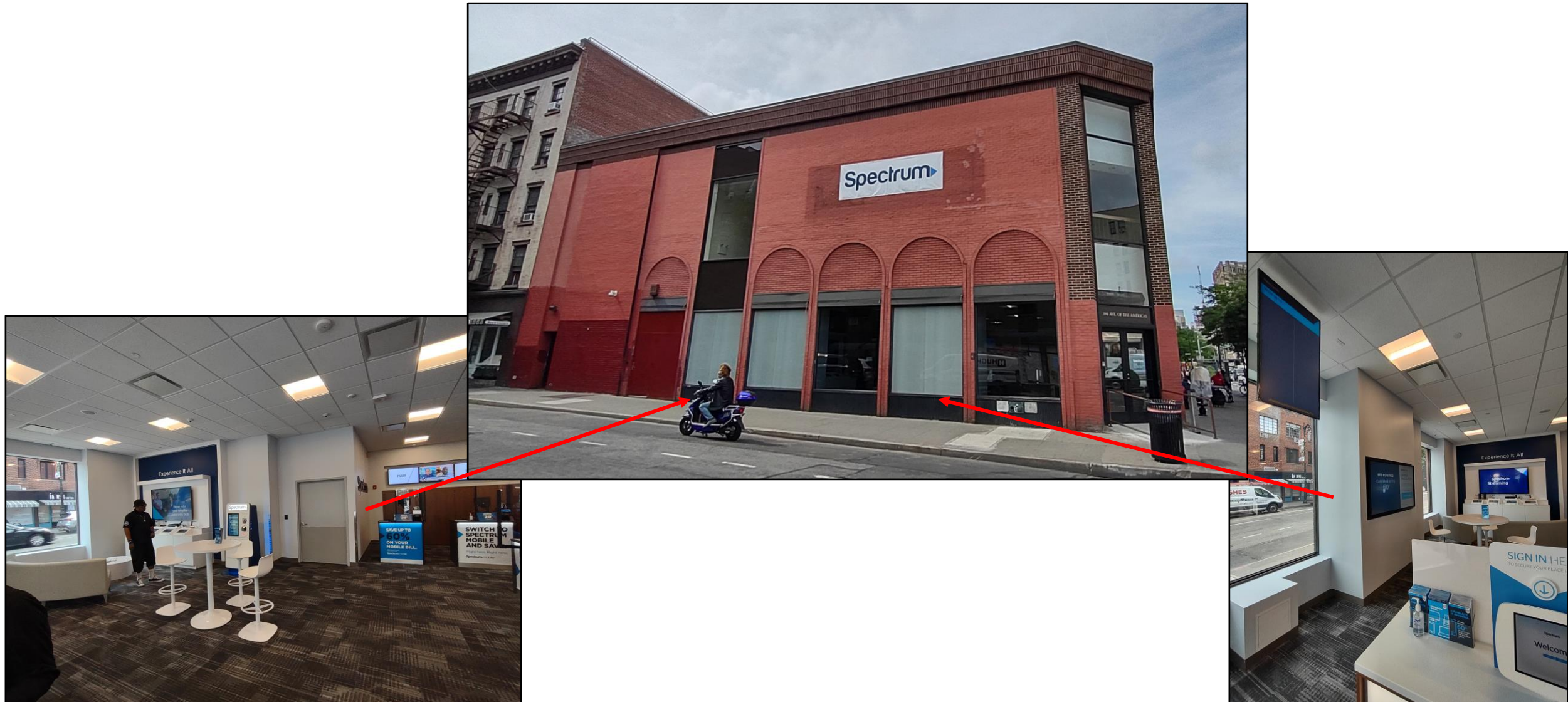
COLOR PALETTE



To be oversized by 1" on all sides & trimmed to size in field to ensure proper fit



## 396-398 Avenue of the Americas: Interior Features Behind Blocked Windows





## 396-398 Avenue of the Americas: Streetscapes



East side of Sixth Avenue, looking southeast from the intersection with Greenwich Avenue.



East side of Sixth Avenue, looking northeast from the intersection with Waverly Place.



## 396-398 Avenue of the Americas: Streetscapes



West side of Sixth Avenue, looking southwest from the intersection with West 8<sup>th</sup> Street.



West side of Sixth Avenue, looking west from the intersection with West 8<sup>th</sup> Street.



## 396-398 Avenue of the Americas: Signage Precedents



“Grab & Go”, 388 Sixth Avenue.  
Letters: +/- 18”  
Total Width: +/- 7’



“Starbucks Coffee”, 378 Sixth Avenue.  
Letters: +/- 18”  
Background: +/- 54” H x 14’ L



“Citibank”, 395 Sixth Avenue.  
Letters: +/- 24”  
Background: +/- 26” H x 48’ L



“Chase”, 611 Sixth Avenue.  
Letters: +/- 24”  
Logo: +/- 30” x 30”  
Background: +/- 14” H x 3’ L

## Signage Precedent: 378 Avenue of the Americas Approved by LPC in 2015



1969 designation photo of 378 Sixth Avenue.



“Potatopia”, 368 Sixth Avenue. CofA issued in 2015.





## 396-398 Avenue of the Americas: Proposed Conditions



Existing condition, looking southeast from Sixth Avenue.



Proposed condition, looking southeast from Sixth Avenue.

## APPENDIX



## 396-398 Avenue of the Americas: Proposed Conditions



Scale: 1/8"=1'-0"

NIGHT VIEW

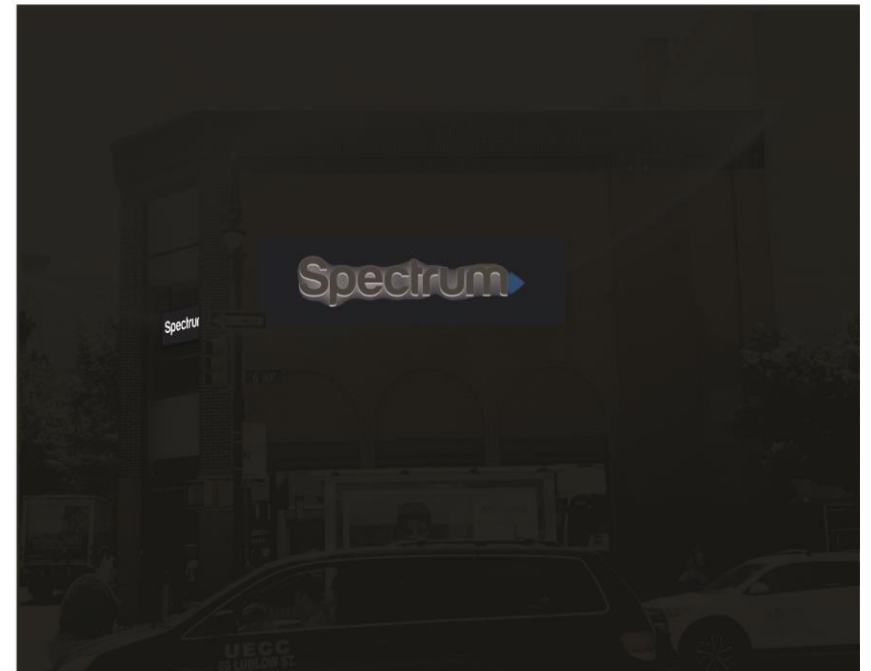


## 396-398 Avenue of the Americas: Proposed Conditions



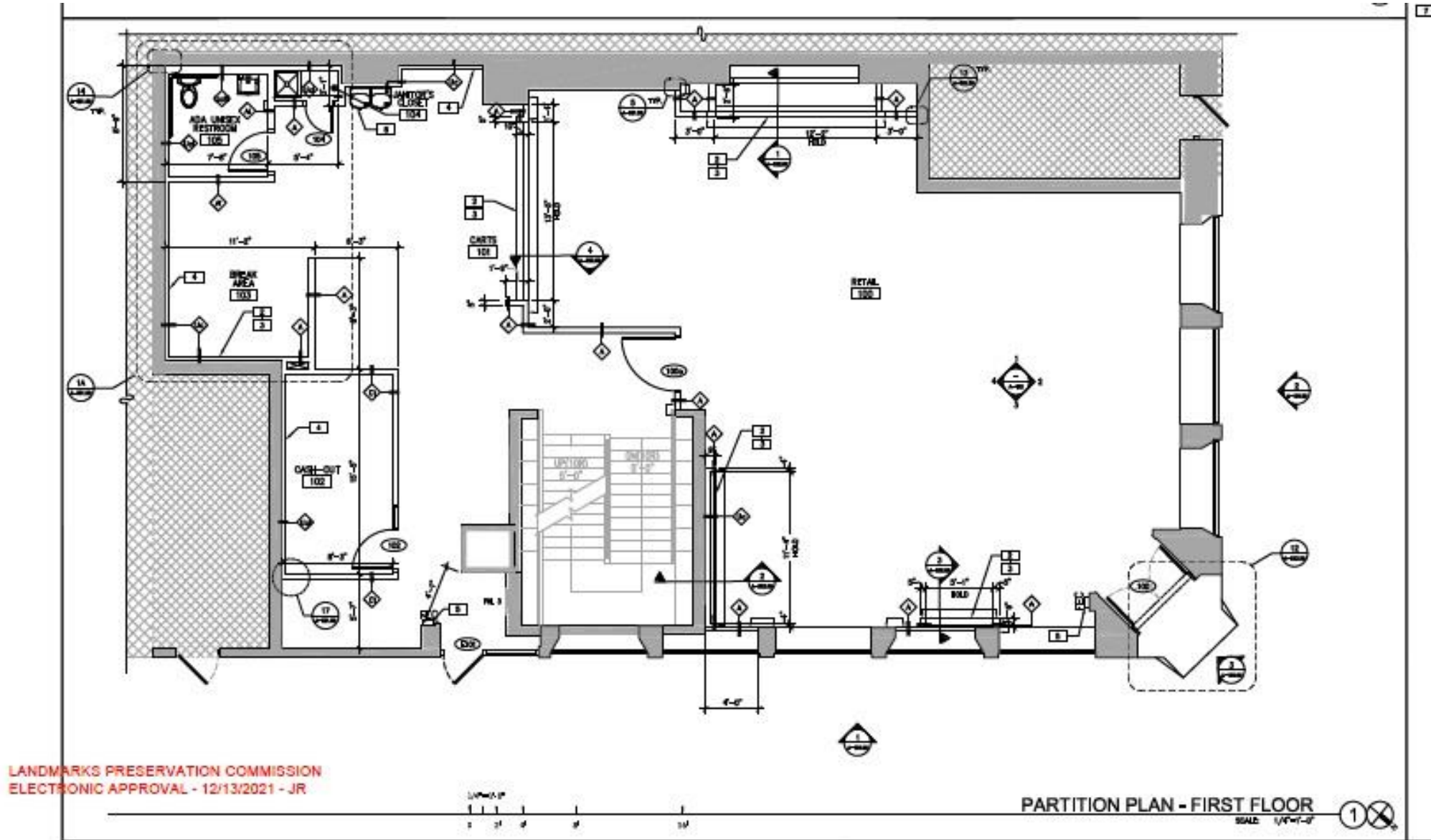
Scale: 1/8"=1'-0"

NIGHT VIEW





# 396-398 Avenue of the Americas: LPC-Approved Floor Plans



**October 25th, 2022**  
Public Hearing

The current proposal is:

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