

The current proposal is:

Preservation Department – Item 7, LPC-23-05725

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

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

396-398 Avenue of the Americas: Proposed Backer Panel



Existing Condition

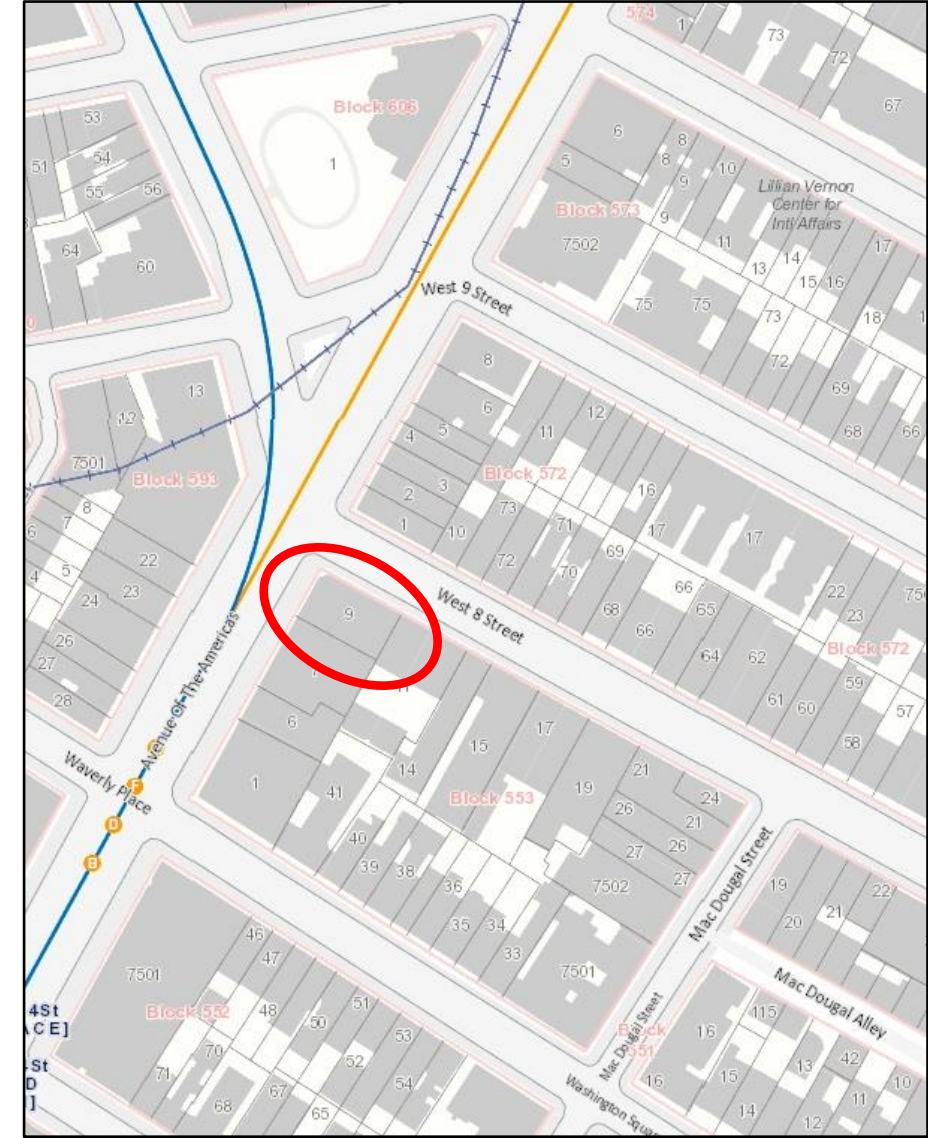
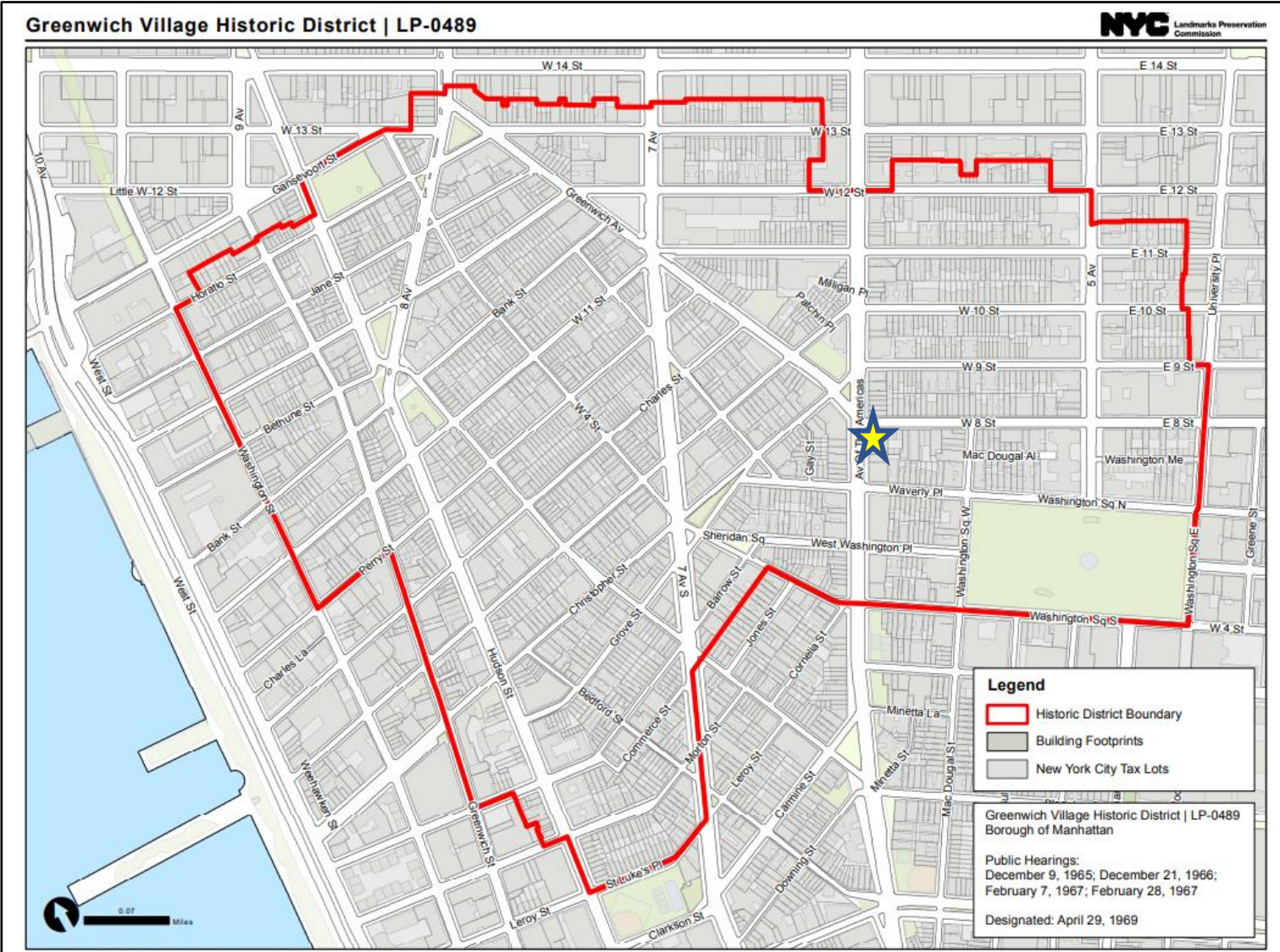


Previous Proposed Condition, 10/25/22.



Current Proposed Condition.

396-398 Avenue of the Americas: Location



NYC Oasis Map.

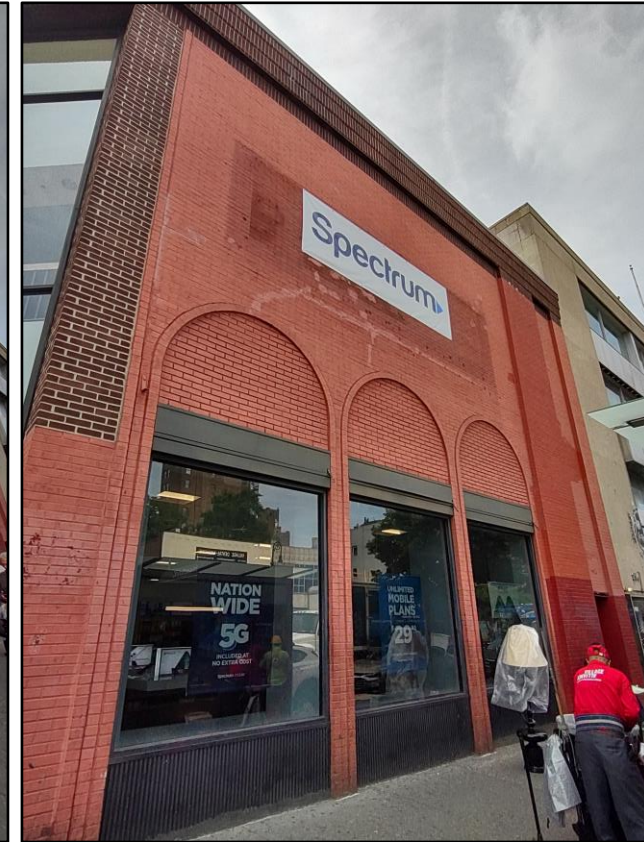
396-398 Avenue of the Americas: Existing Conditions



North elevation, on West 8th Street, and chamfered corner.



Chamfered corner facing the avenue.



East elevation, on the avenue.

396-398 Avenue of the Americas:
Existing Conditions



Existing condition at Sixth Avenue elevation, before the temporary banner was installed.

396-398 Avenue of the Americas:
Existing Conditions

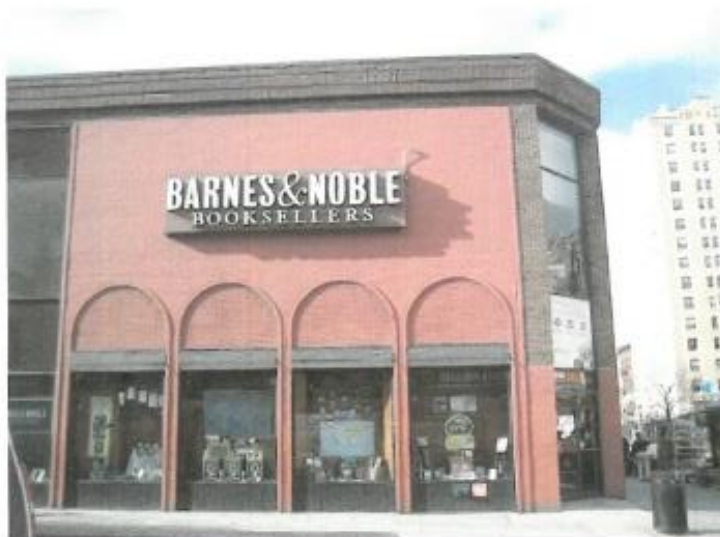


Existing condition at West 8th Street elevation, before the temporary banner was installed.

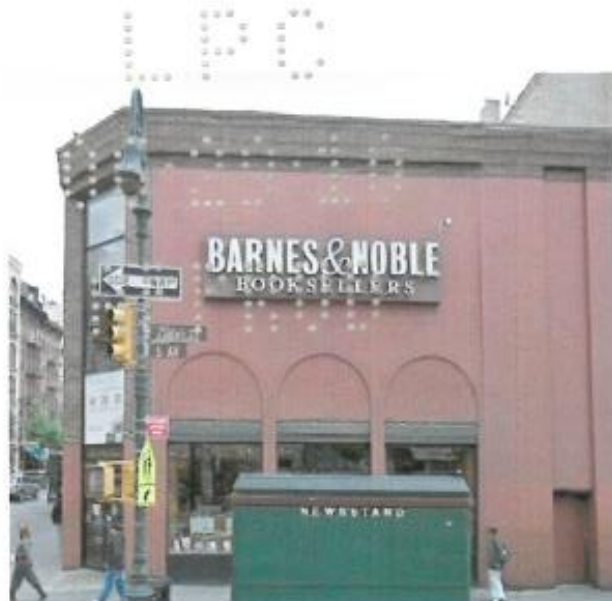
396-398 Avenue of the Americas:
1980 Addition & Signage Approval



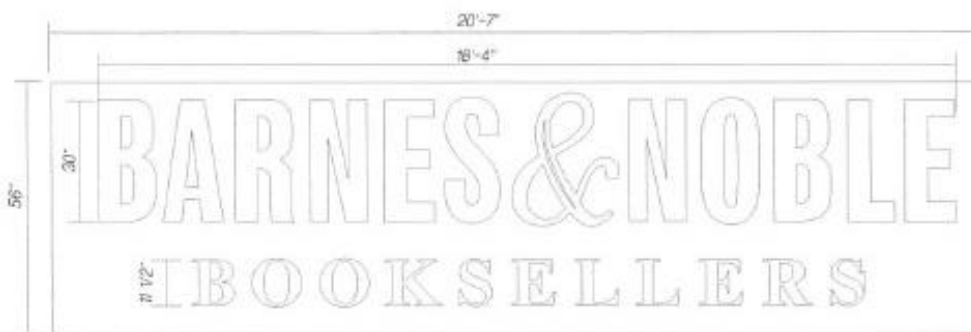
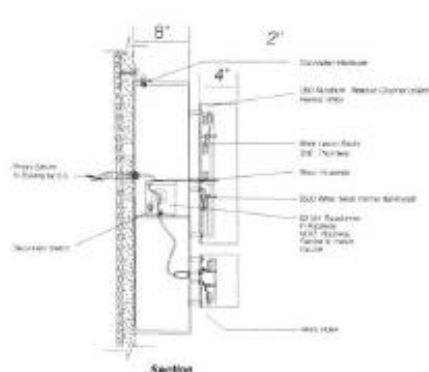
396-398 Avenue of the Americas: 2010 Signage Approval



8TH Street



6TH Avenue



(2) Signs

DP
200 WEST RAILWAY
PH. 732- FAX. 732-
Client:
BARNES
Job Location:
396 Ave America Street
Designer:
J.T
Project:
Revision Date:
6-10
File Name:
BARN
Customer Approv
Landlord Approv

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

1. BRICK REMEDIATION / RESTORATION
2. STRIP ALL EXISTING PAINT (SEE PROJECT INFORMATION PACKAGE)
3. REPOINT ENTIRE FACADE
4. REMOVE AND REPLACE STOREFRONT GLAZING SYSTEM
5. REMOVE AND REPLACE METAL INFILL ENTRANCES, REPAIR WATER DAMAGE
6. RELOCATE J-BOX AS NEEDED TO HIDE BEHIND EXIST. SIGNAGE
7. CLEAN & PREPARE EXIST. SIGN BACKING TO RECEIVE NEW FINISHES AND SIGNAGE.

REMOVE SURFACE MOUNTED EQUIPMENT

4&5

REPLACE ENTRANCE WITH STOREFRONT TO MATCH OTHER ARCHED OPENINGS

5

RELOCATE J-BOX AS NEEDED TO HIDE BEHIND EXIST. SIGNAGE

5

BRICK REMEDIATION / RESTORATION

STRIP ALL EXISTING PAINT (SEE PROJECT INFORMATION PACKAGE)

REPOINT ENTIRE FACADE

REMOVE AND REPLACE STOREFRONT GLAZING SYSTEM

REMOVE AND REPLACE METAL INFILL ENTRANCES, REPAIR WATER DAMAGE

RELOCATE J-BOX AS NEEDED TO HIDE BEHIND EXIST. SIGNAGE

CLEAN & PREPARE EXIST. SIGN BACKING TO RECEIVE NEW FINISHES AND SIGNAGE.

RELOCATE J-BOX AS NEEDED TO HIDE BEHIND EXIST. SIGNAGE

RELOCATE J-BOX AS NEEDED TO HIDE BEHIND EXIST. SIGNAGE

TO BANK | 396 Avenue of the Americas
Bergmeyer Associates | Supplemental Images
Docket No. 13-7235 | 08/08/2013

Existing Exterior Conditions

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

Handwritten initials

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

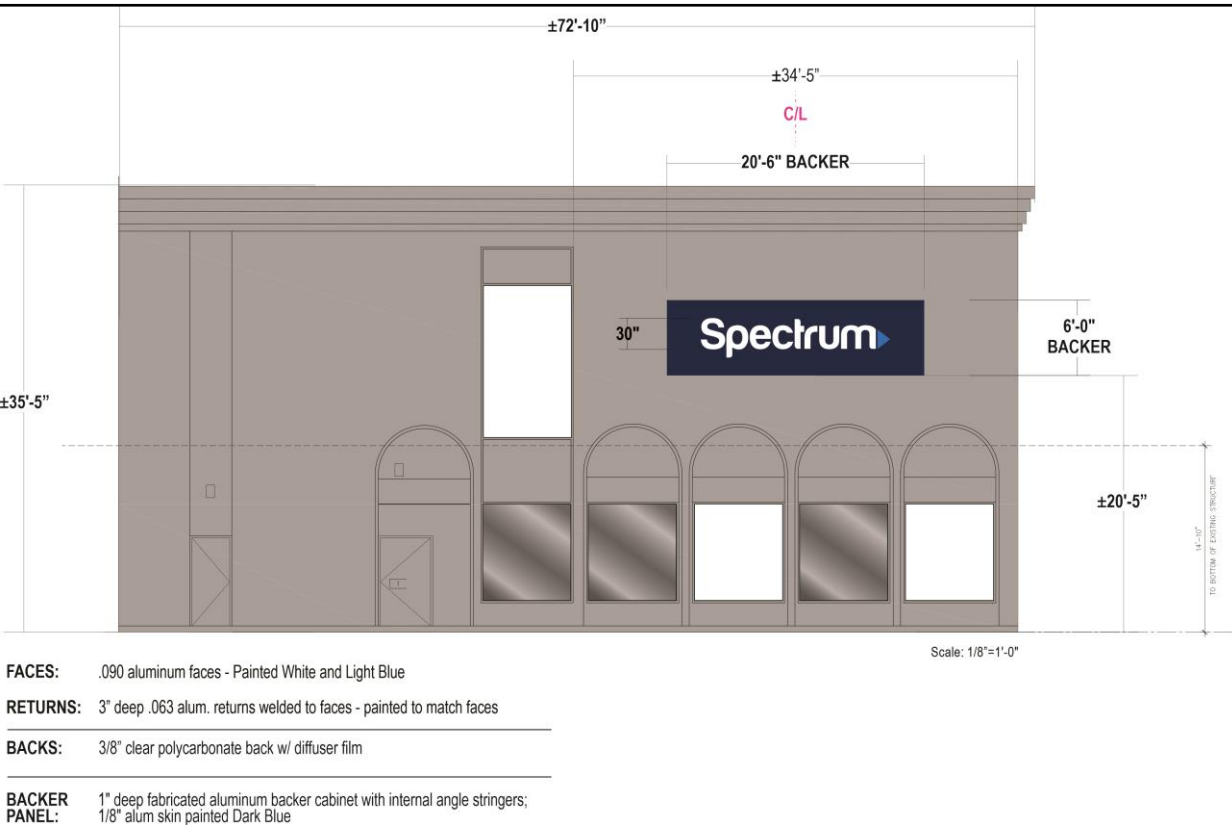
1. Exterior Signage totals are calculated as a gross area
2. Exterior Signage to replace existing Barnes & Noble in kind Existing sign backing to remain. See note 5.

TD Bank | 396 Avenue of the Americas
Bergmeyer Associates | Supplemental Images
Drawing No. 11.19.13 | 06/05/2013

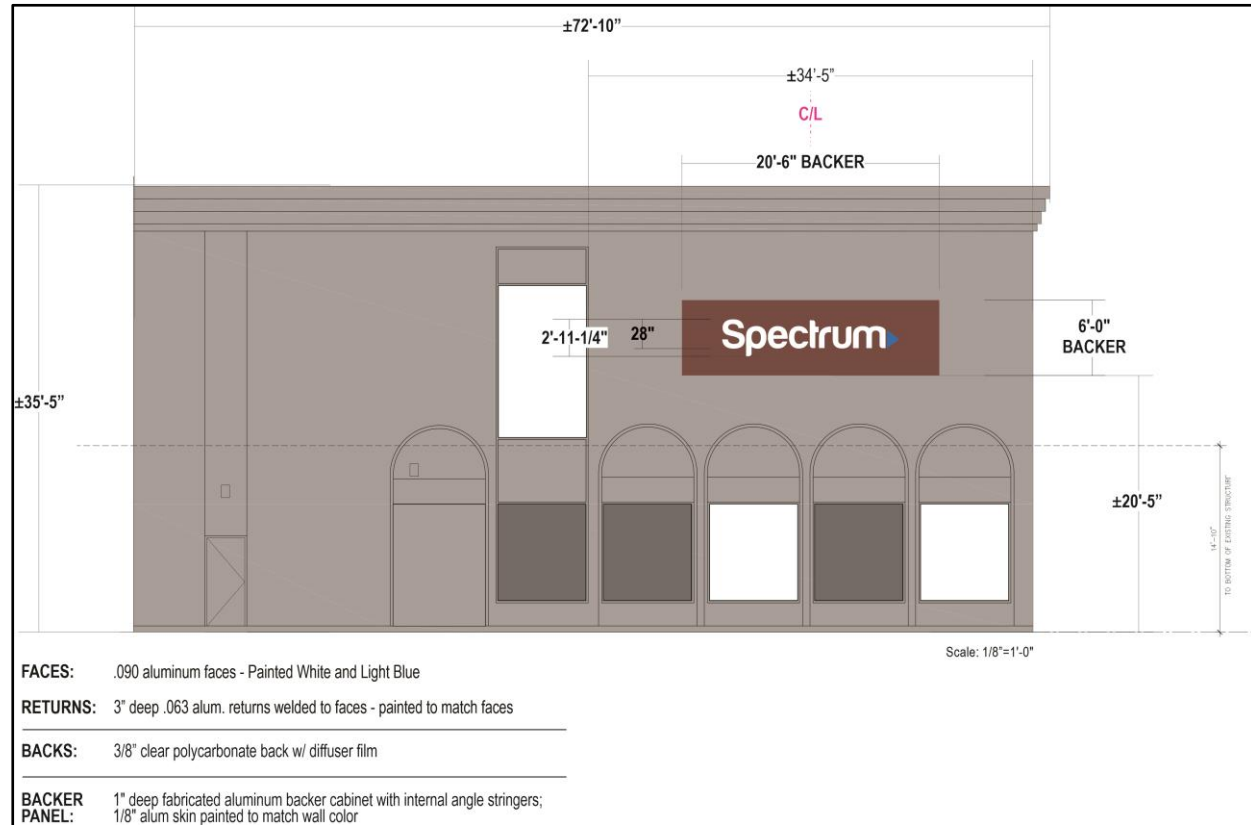
Proposed Exterior

Bergmeyer

396-398 Avenue of the Americas: Backer Panel at West 8th Street Elevation

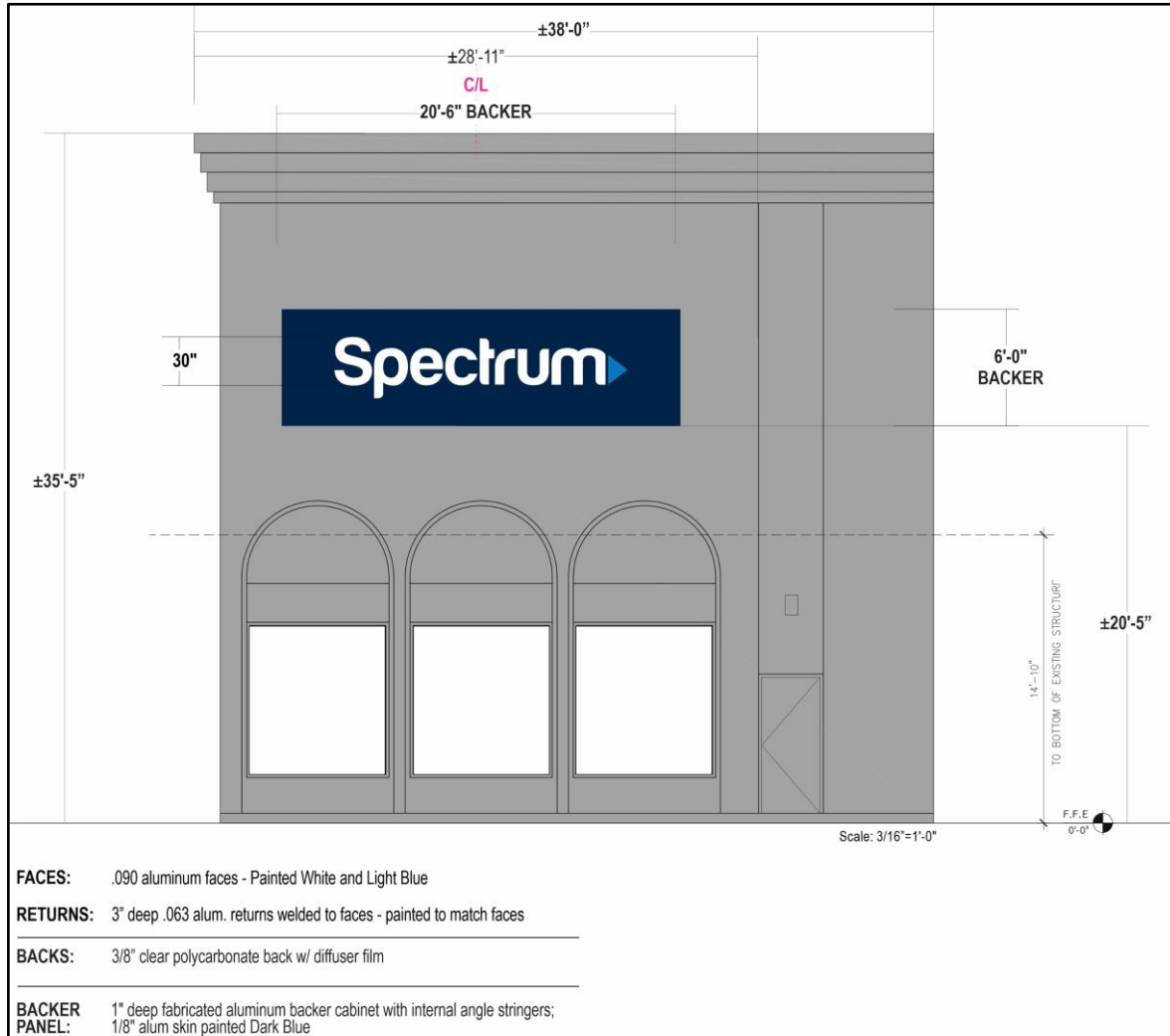


Previous Proposed Condition, 10/25/22.

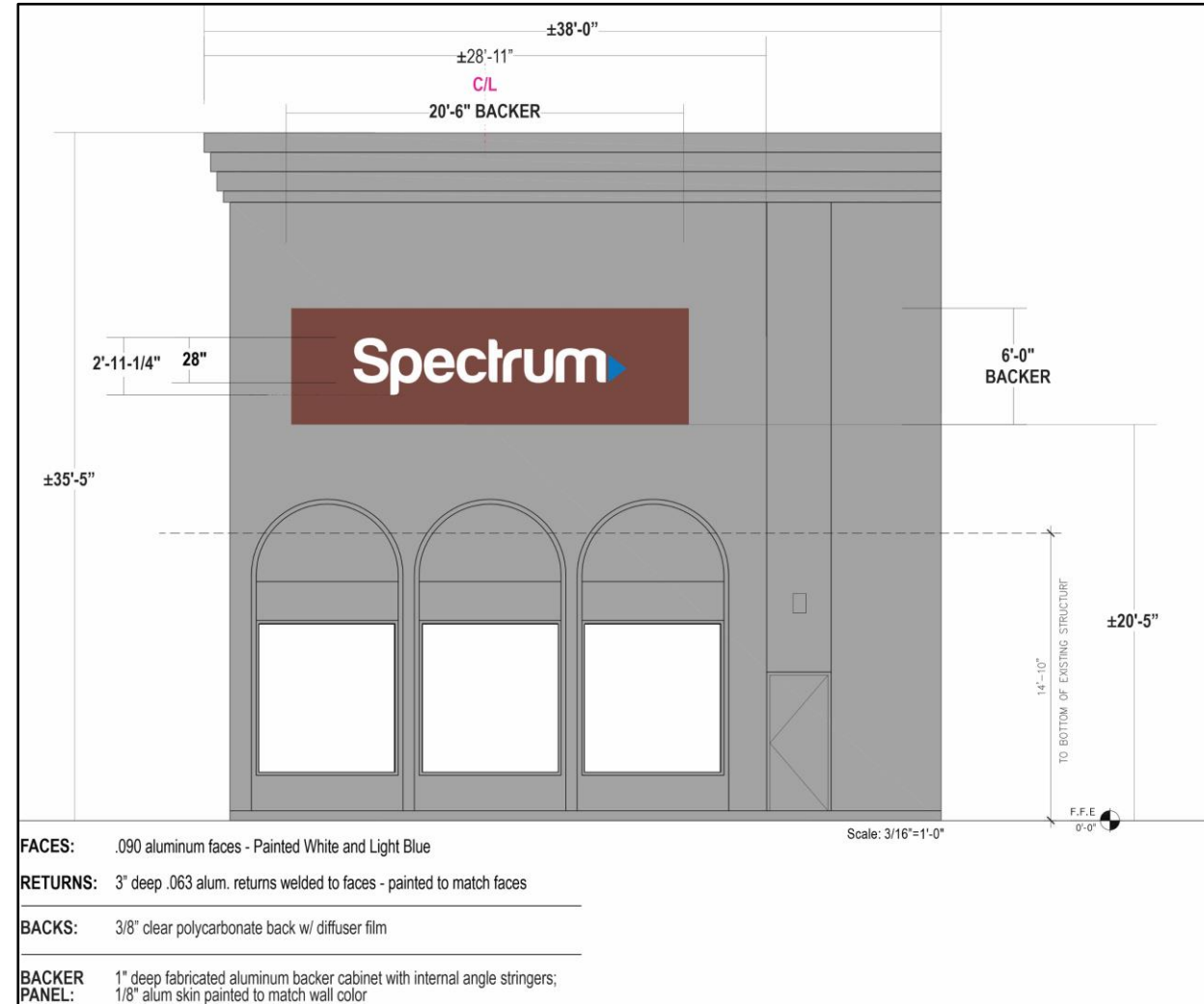


Current Proposed Condition.

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

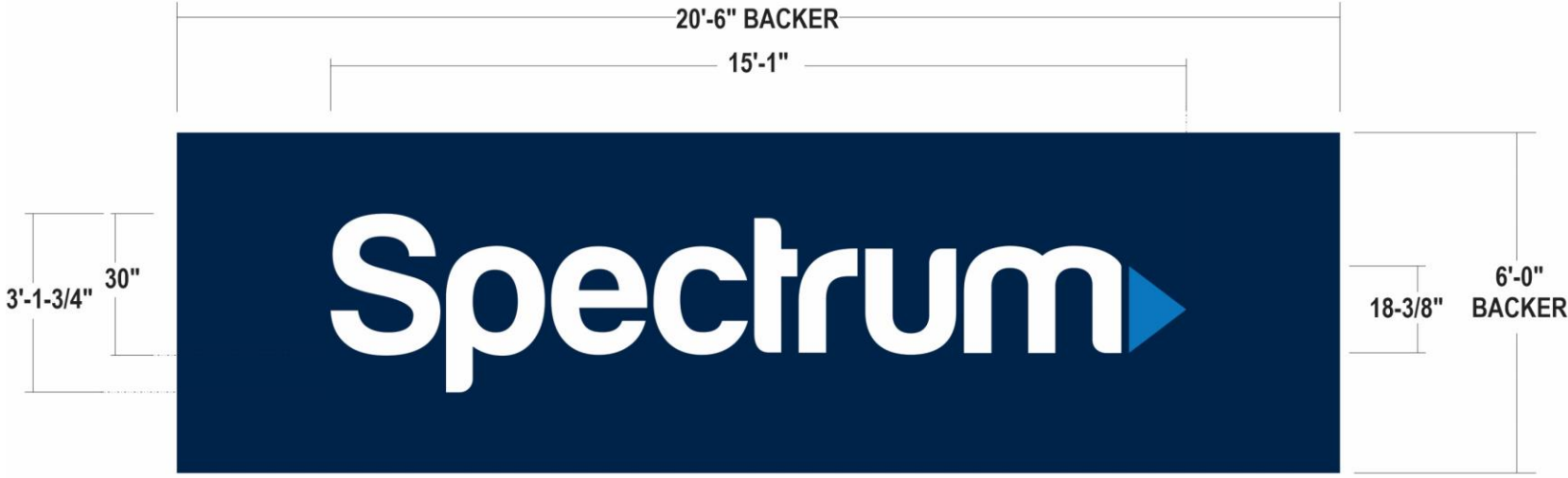


Previous Proposed Condition, 10/25/22.

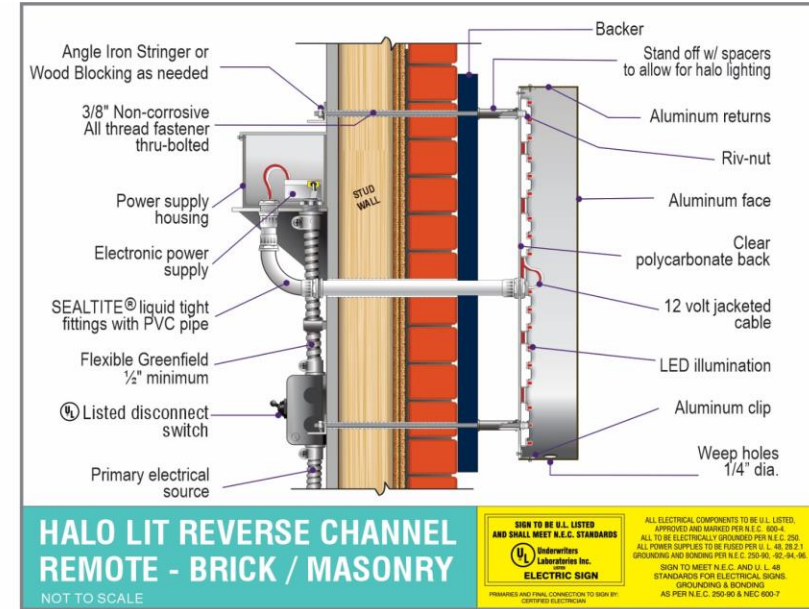


Current Proposed Condition.

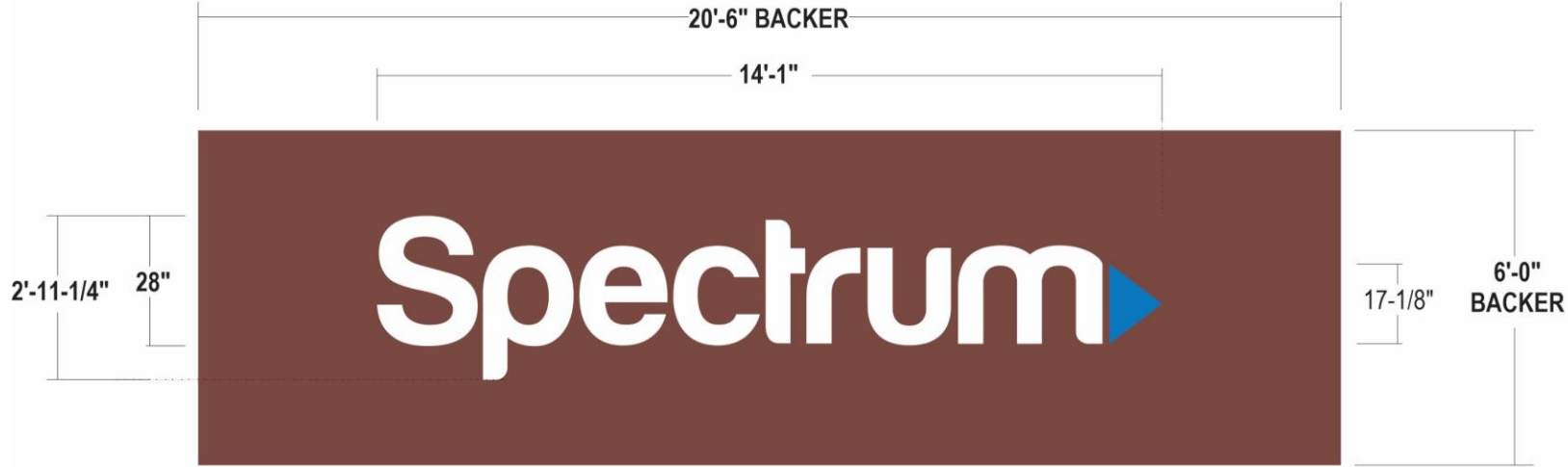
396-398 Avenue of the Americas: Previous Proposed Backer Panel



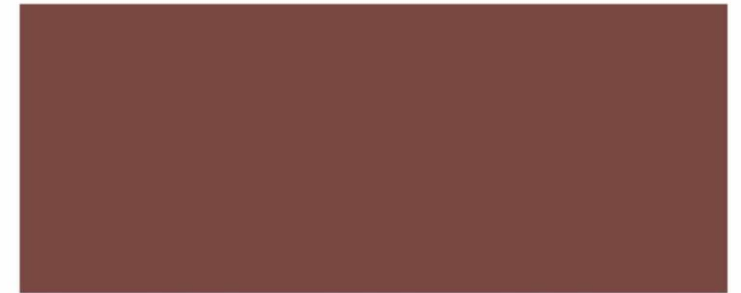
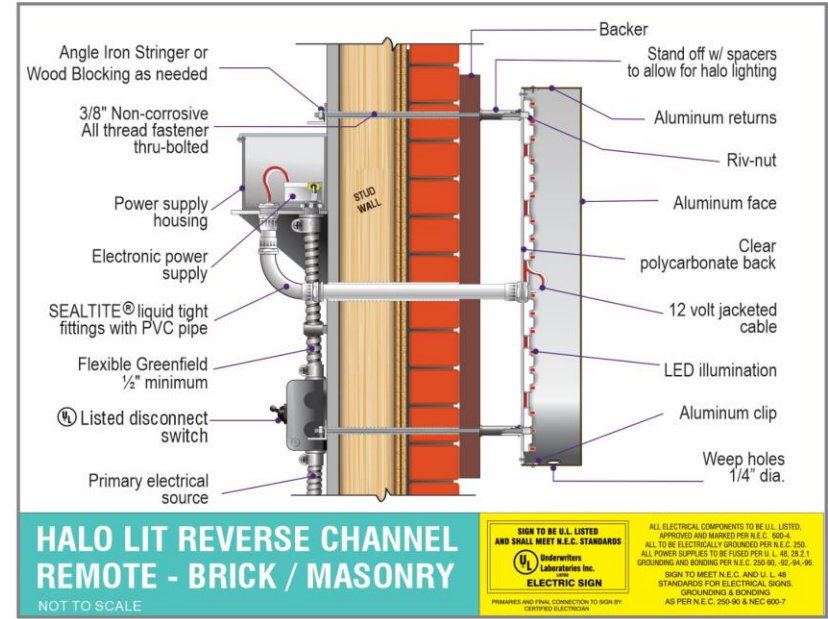
LETTERSET: 37.7 square feet
BACKER: 123 square feet



396-398 Avenue of the Americas: Current Proposed Backer Panel



LETTERSET: 32.9 square feet
BACKER: 123 square feet



Sequoia
437F

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: Backer Panels in the Streetscape



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



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

396-398 Avenue of the Americas:
Signage with Backer Panels Near By



“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

396-398 Avenue of the Americas:
Photomontages



Previous Proposed condition, 10/25/22.



Current Proposed condition.

396-398 Avenue of the Americas:
Photomontages

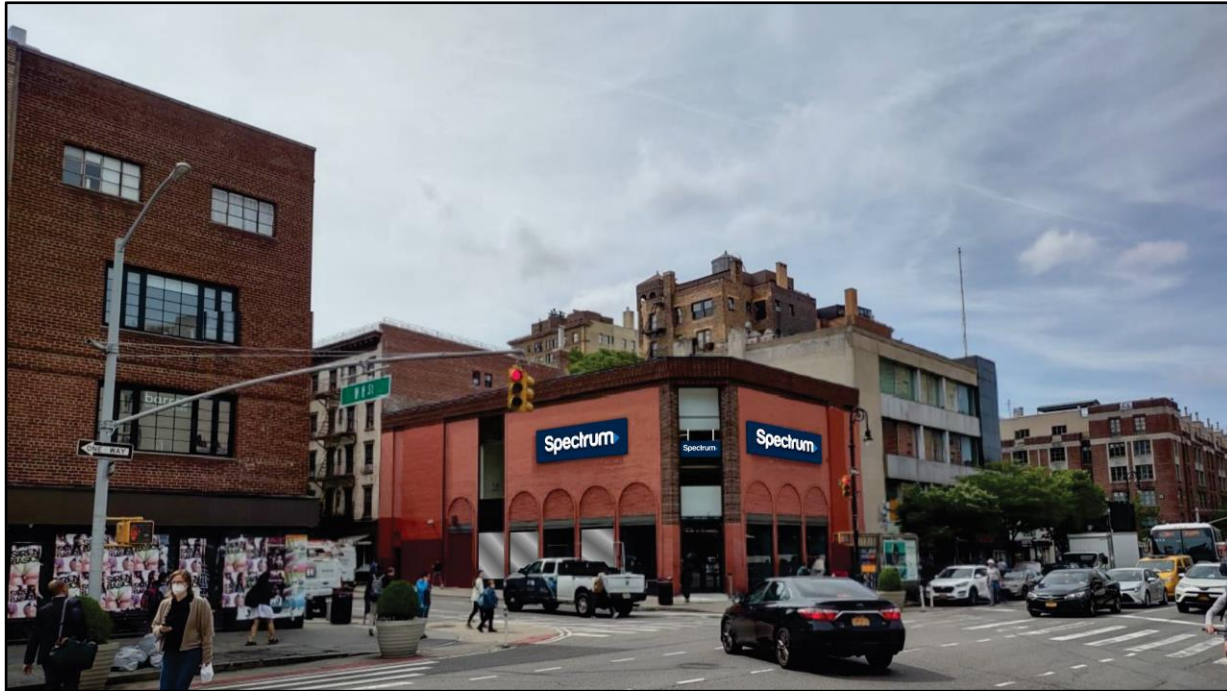


Previous Proposed condition, 10/25/22.

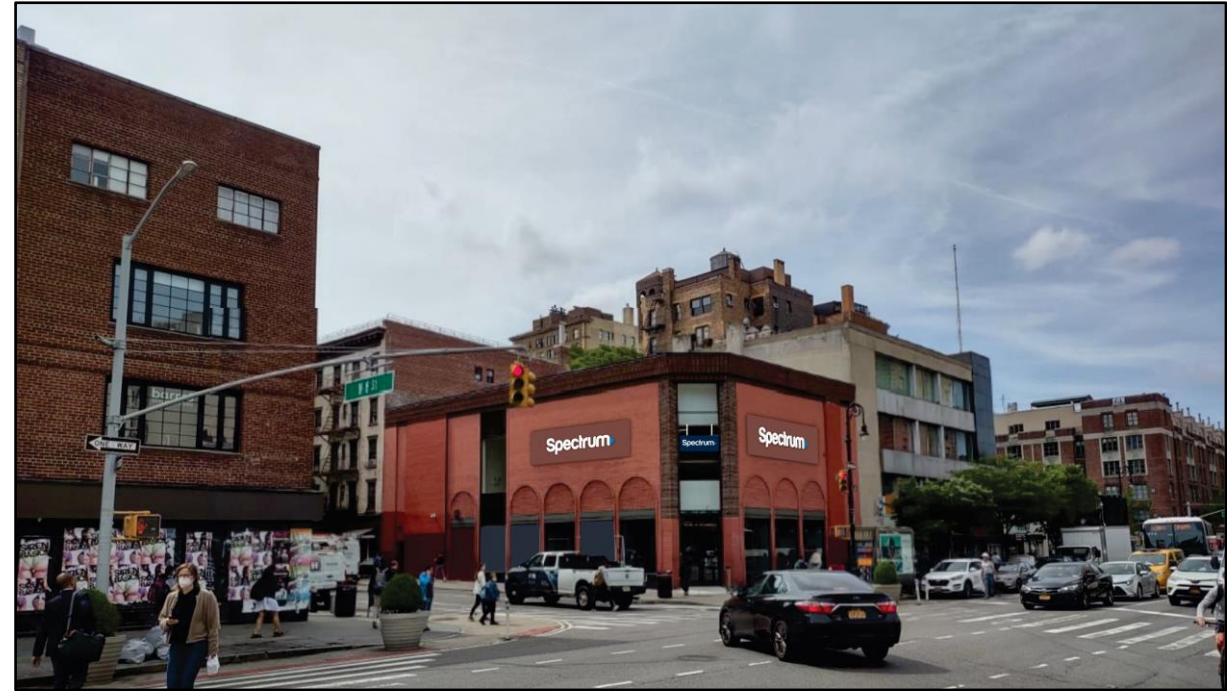


Current Proposed condition.

396-398 Avenue of the Americas: Photomontages



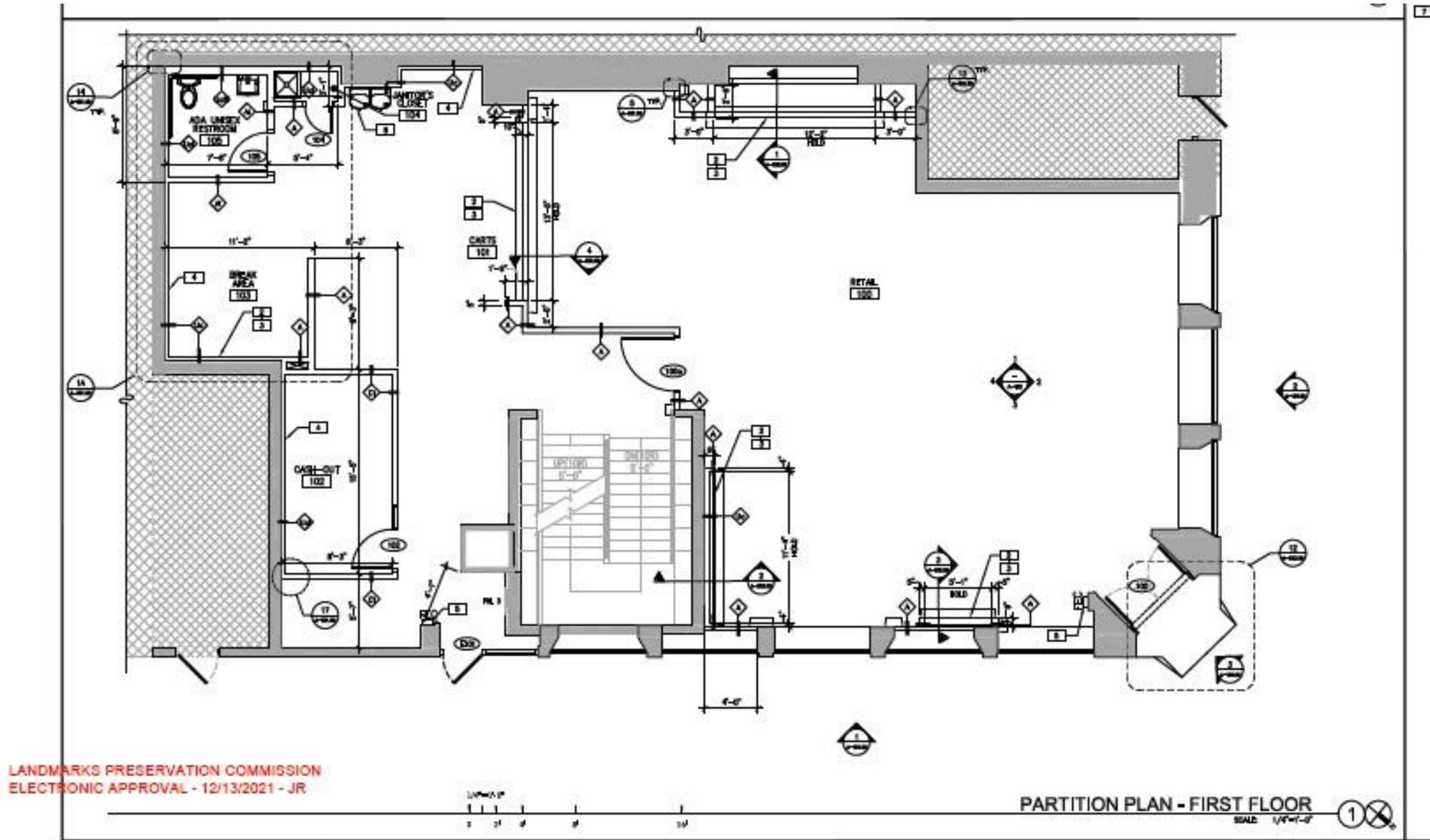
Previous Proposed condition, 10/25/22.



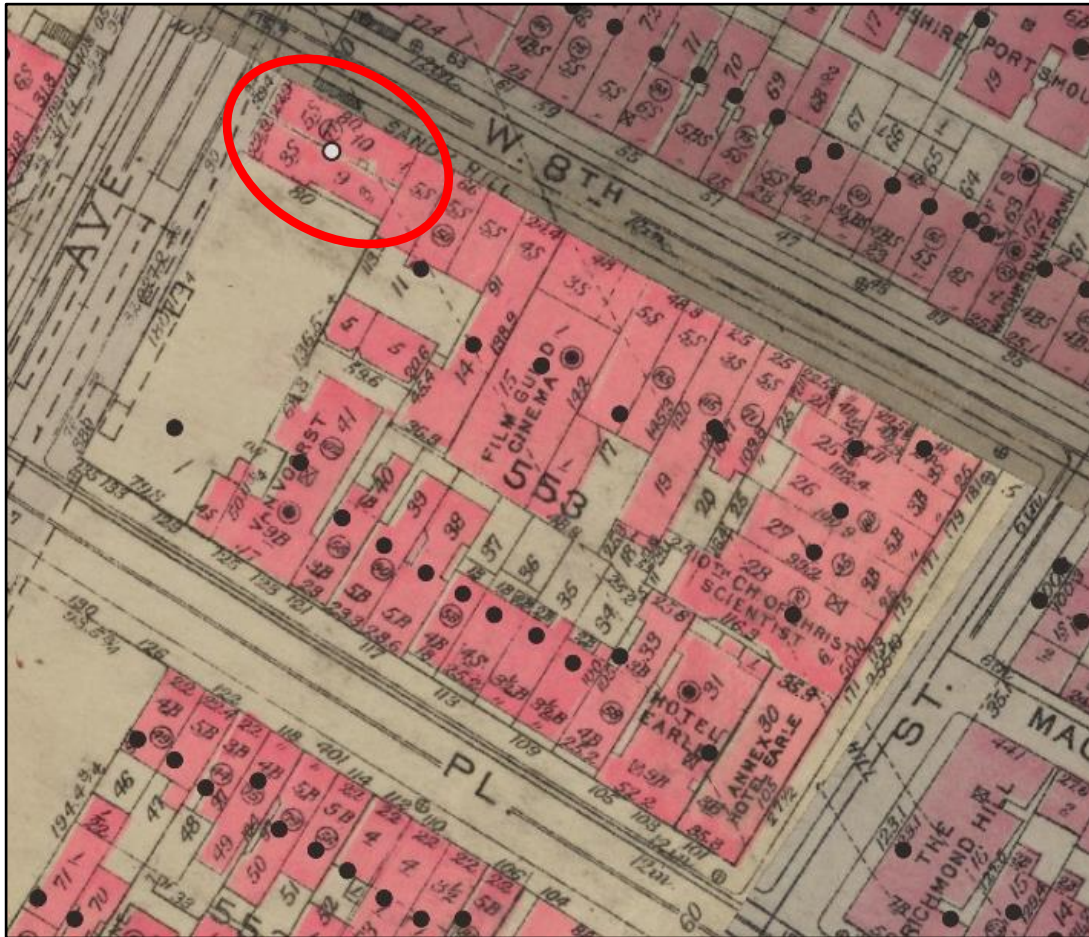
Current Proposed condition.

APPENDIX

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



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



1930 map. (NYPL)



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

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



1940's Tax Photo. (NYC Municipal Archive)



1969 Designation Photo. (NYC LPC)



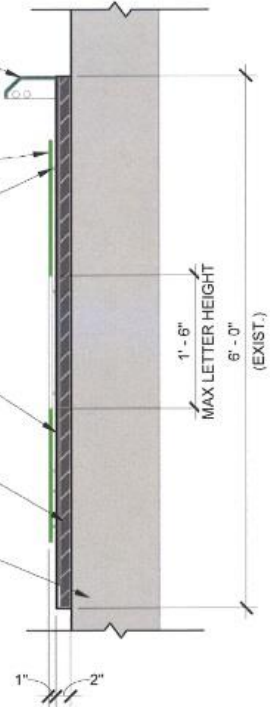
1980's Tax Photo. (NYC Municipal Archive)

396-398 Avenue of the Americas: 2013 Signage Approval

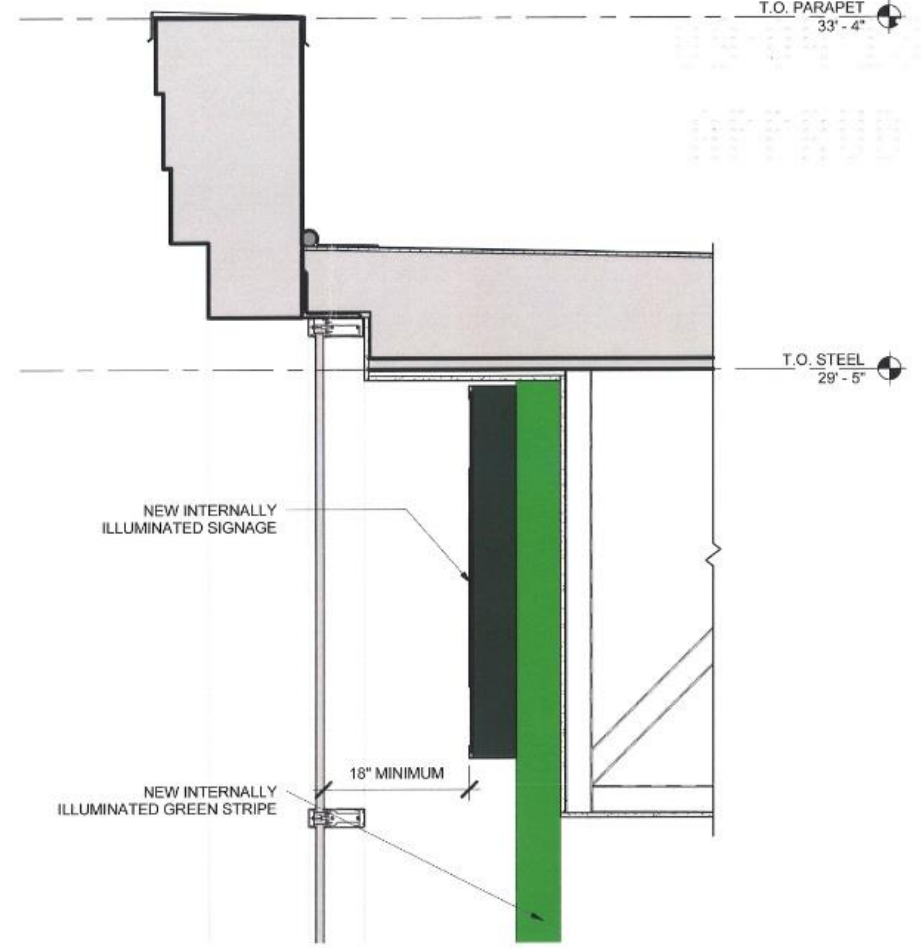


TD SINGLE SIDED EXTERNAL ILLUMINATION HOOD PAINTED TO DARK GREEN (CUSTOM)
 3/8" THICK ALUM. PLATE PIN MTD. SURFACE TYP.
 1" x 1/4" DIA. S.S. PINS TYP.

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 Window and Interior Illuminated Shield
 Scale: 3/16" = 1'-0"

The current proposal is:

Preservation Department – Item 7, LPC-23-05725

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

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