

## The current proposal is:

Preservation Department – Item 5, LPC-23-07180

# 1260 Broadway – Hotel Martinique – Individual Landmark Borough of Manhattan

## **To Testify Please Join Zoom**

Webinar ID: 837 7340 3401

Passcode: 307406

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

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

**Note**: If you want to testify on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (\*9 on the phone). Those who signed up in advance will be called first.

## HOTEL MARTINIQUE FACADE RENOVATION MASTER PLAN

FIRST & SECOND FLOOR STOREFRONTS, SIGNAGE & LIGHTING

Block 834, Lot 11 1260 Broadway [aka 1260-1268 Broadway, 49-51 W 32 St, and 54-58 W 33rd St]

Architect: Henry J. Hardenbergh

Construction: 1897-98, 1901-1903, 1909-1911

Individual Landmark 292 LP-1983 Date of Designation: May 5, 1998



#### INTRODUCTION

THE HOTEL MARTINIQUE WAS DESIGNATED AS AN INDIVIDUAL LANDMARK, MAY 5TH 1998 AND IS A MAJOR WORK OF THE PROMINENT ARCHITECT HENRY J. HARDENBERGH.

THE BUILDING WAS CONSTRUCTED BY THE DEVELOPER WILLIAM R.H. MARTIN, WHO HAD INVESTED HEAVILY IN THE REAL ESTATE SURROUNDING GREELEY SQUARE AND BUILT AND EXPANDED THE HOTEL IN THREE PHASES IN RESPONSE TO THE GROWTH OF ENTERTAINMENT, PUBLISHING, JOURNALISM, SHOPPING AND TRANSPORTATION IN THIS MIDTOWN SECTION.

HENRY J HARDENBERGH HAD ACQUIRED A REPUTATION FOR LUXURY HOTEL DESIGNS, INCLUDING SUCH LEGENDARY PROPERTIES AS THE ORIGINAL WALDORF AND ASTORIA HOTELS, PLAZA HOTEL AND THE WILLARD HOTEL IN WASHINGTON DC.

HIS DESIGNS WERE NOTED FOR PICTURESQUE COMPOSITIONS BASED ON BEAUX-ARTS PRECEDENTS.

THE NINETEEN-STORY FRENCH-RENAISSANCE-INSPIRED HOTEL MARTINIQUE CAPITALIZED ON THE OPENNESS MADE POSSIBLE BY GREELEY SQUARE, AND WAS ABLE TO SHOW OFF THE BUILDING'S BOLD MANSARD ROOF WITH ITS TOWERS AND ORNATE DORMERS ALONG BROADWAY AND 32<sup>ND</sup> STREET. THE GLAZED BRICK, TERRACOTTA AND LIMESTONE CLAD STRUCTURE FEATURES RUSTICATED STONEWORK, BALCONIES, AND PROMINENT CARTOUCHES ON ITS (3) FACADES.

PHASE 1 WAS BUILT ON WEST 33RD STREET IN 1897-98, AND FEATURED A MARQUEE AND HOTEL ENTRANCE, WITH RUSTICATED LIMESTONE BASE AND THE GLAZED BRICK AND TERRACOTTA ORNAMENTAL FEATURES ABOVE.

PHASE 2 [1901-03] EXTENDED THE BUILDING IN AN L SHAPE CONFIGURATION AROUND TO BROADWAY, PROVIDING A RETAIL FRONTAGE ALONG BROADWAY DISTINGUISHED WITH TUSCAN ORDER COLUMNS, AND CONTINUING THE ORNAMENTATION AND ARCHITECTURE FROM 33<sup>RD</sup> STREET ABOVE WHILE INCREASING THE HOTEL CAPACITY UPSTAIRS. THE MAIN ENTRANCE REMAINED ON 33<sup>RD</sup> STREET.

PHASE 3 [1909-11] TRANSFORMED THE CORNER OF BROADWAY AND 32<sup>ND</sup> STREET EXTENDING THE UPPER LEVEL FACADES OF THE HOTEL AROUND THE CORNER AND DEVELOPING A PROMINENT MAIN ENTRANCE AND CORNER FAÇADE OF THE HOTEL. EXAMPLES OF THE HISTORIC MARQUEE AND MAIN ENTRANCE EXIST FROM ORIGINAL DRAWINGS, RETAIL CONTINUED ALONG BROADWAY AND THE MAIN ENTRANCE OF THE HOTEL MOVED TO 32<sup>ND</sup> STREET INVERTING THE INTERIOR AND LEAVING 33<sup>RD</sup> STREET AS BACK OF HOUSE.

PRIOR TO DESIGNATION, THE GROUND AND SECOND FLOORS WERE MODERNIZED AND RETAIN LITTLE OF THE HISTORIC DETAIL FROM THE HARDENBERGH DESIGN AND ORIGINAL PERIODS OF CONSTRUCTION. USES AND ENVIRONMENT OVER THE DECADES HAVE ALSO CHANGED AND FURTHER STRAYED FROM THE ELEGANCE OF THE ORIGINAL DESIGN.

TO COMPLEMENT THE LANDMARKED EXTERIOR, SIGNIFICANT ELEMENTS ON THE INTERIOR STILL REMAIN UNDISTURBED FROM THE ORIGINAL DESIGN. TODAY THEY ARE CELEBRATED AS PART OF THE UNIQUE HOTEL. THESE ELEMENTS INCLUDE THE LOBBY'S MAGNIFICENT HAND-LAID MOSAIAC FLOOR, INTRICATE DETAILING OF THE OPEN 18-STORY INTERIOR MARBLE STAIRCASE - REPORTEDLY THE TALLEST IN THE WORLD - AND ORIGINAL CEILINGS AT THE ELEVATOR BANK IN THE LOBBY.

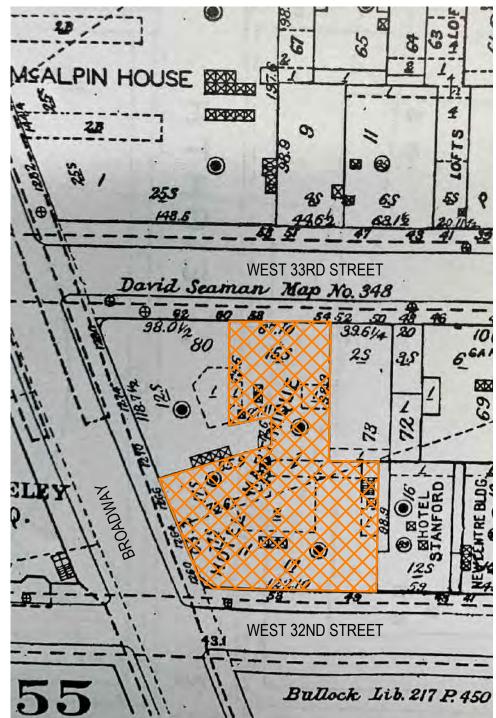
NEW OWNERSHIP ACQUIRED THIS BUILDING AT THE END OF 2021 AND CELEBRATES OWNING THIS MARQUEE PROPERTY IN CONJUNCTION WITH REOPENING OF THE HOTEL UNDER CURIO COLLECTION BY HILTON

ALTHOUGH NEGLECTED FOR MANY YEARS, NEW OWNERSHIP HAS UNDERTAKEN A MAJOR MULTI-YEAR FAÇADE RESTORATION FROM THE SECOND FLOOR UP, INCLUDING WORK TO TERRACOTTA AND BRICK AS WELL AS EXTERIOR WATERPROOFING AND REPAIR.

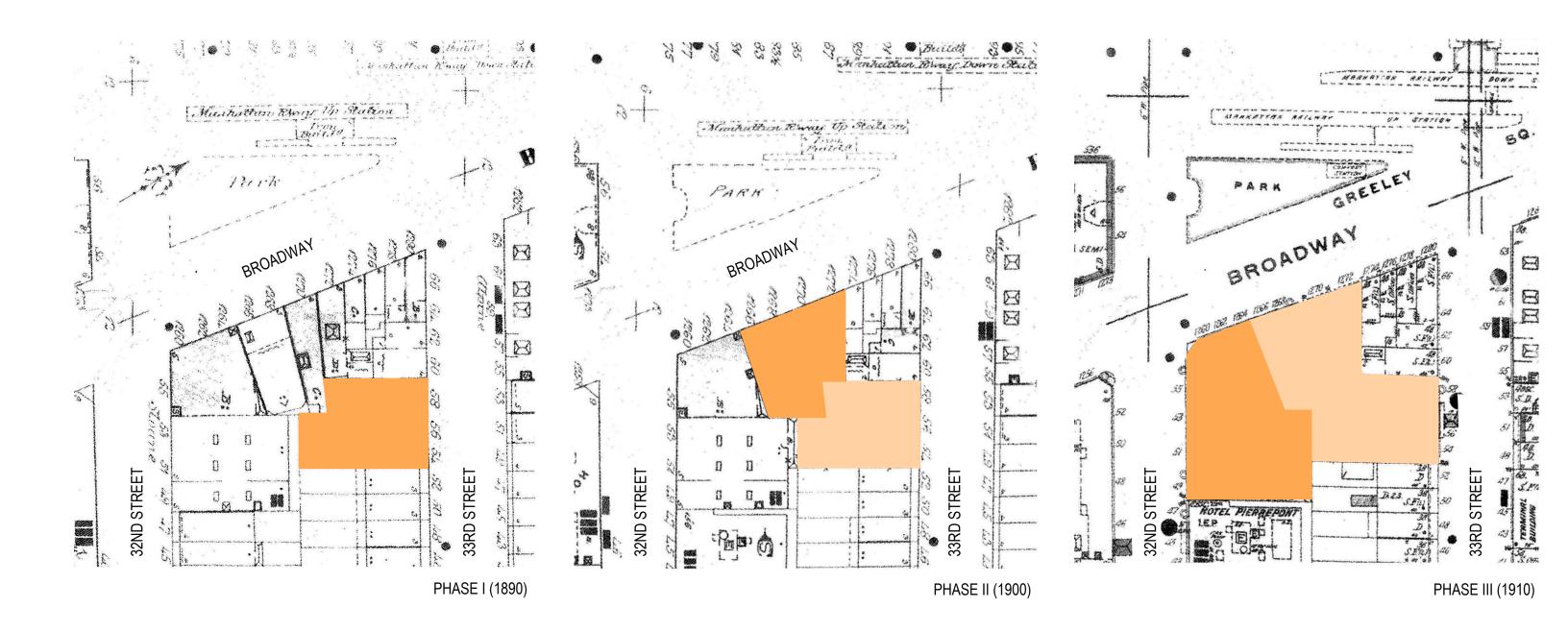


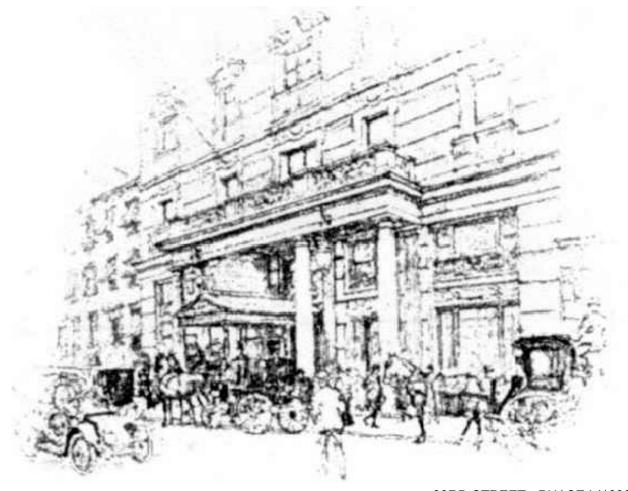
PROJECT INTRODUCTION







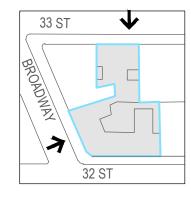




33RD STREET - PHASE I (1890)

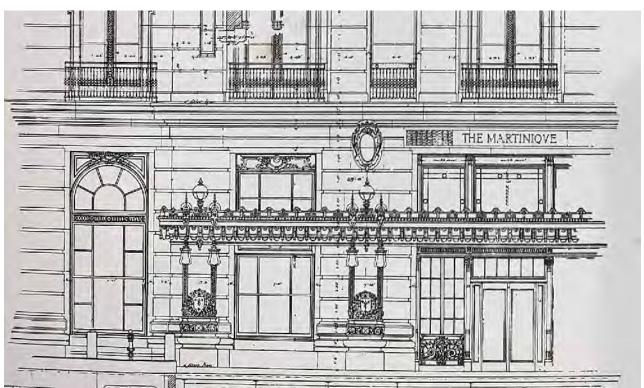


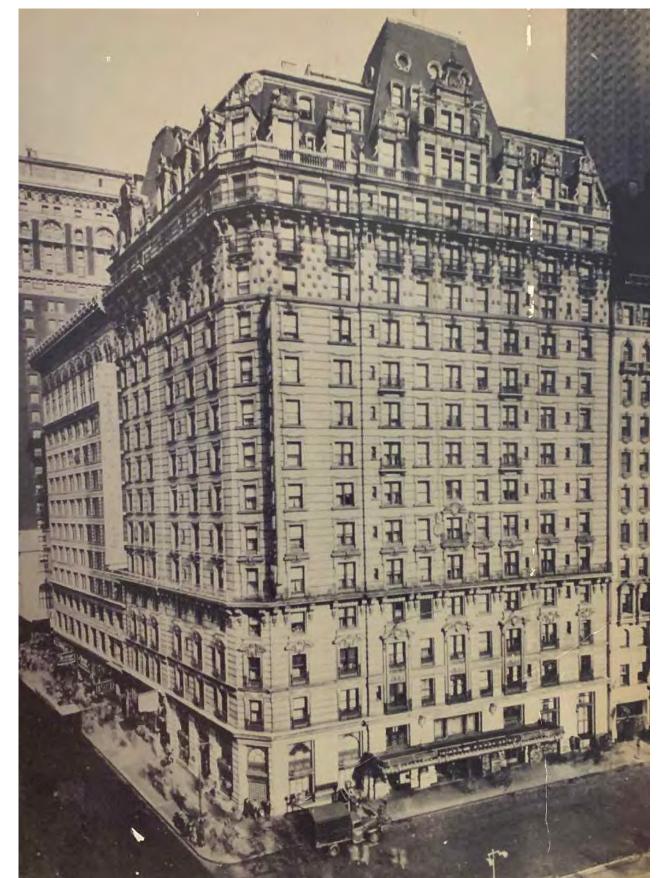
BROADWAY - PHASE II (1900)



HISTORIC VIEWS - 33RD STREET & BROADWAY (PHASES I & II)









HISTORIC VIEWS - 32ND STREET (PHASE III)

#### PROJECT DESCRIPTION

THIS MASTERPLAN PROPOSAL ADDRESS PRIMARILY THE FIRST AND SECOND FLOOR STREET FACADES OF THE BUILDING, INCORPORATING EXISTING CONDITIONS AND TENANT REQUIREMENTS INTO A NEW FABRIC THAT RESTORES AND REIMAGINES HISTORIC DETAIL FROM THE HARDENBERGH DESIGN AND HIGHLIGHTS THE MAIN ENTRANCE AND FAÇADES OF THE BUILDING ON GREELEY SQUARE.

ALONG 32<sup>ND</sup> STREET, A NEW PROMINENT ENTRANCE MARQUEE IS DEVELOPED WITH GLASS AND ORNAMENTAL STAMPINGS IN THE SPIRIT OF THE ORIGINAL DESIGN.

THE POLISHED BLACK GRANITE IS TO BE REMOVED, AND THE STONE BEHIND RESTORED AND REPLACED TO MAINTAIN THE ORIGINAL, DEEPLY RUSTICATED PROFILES AT THE ENTRANCE.

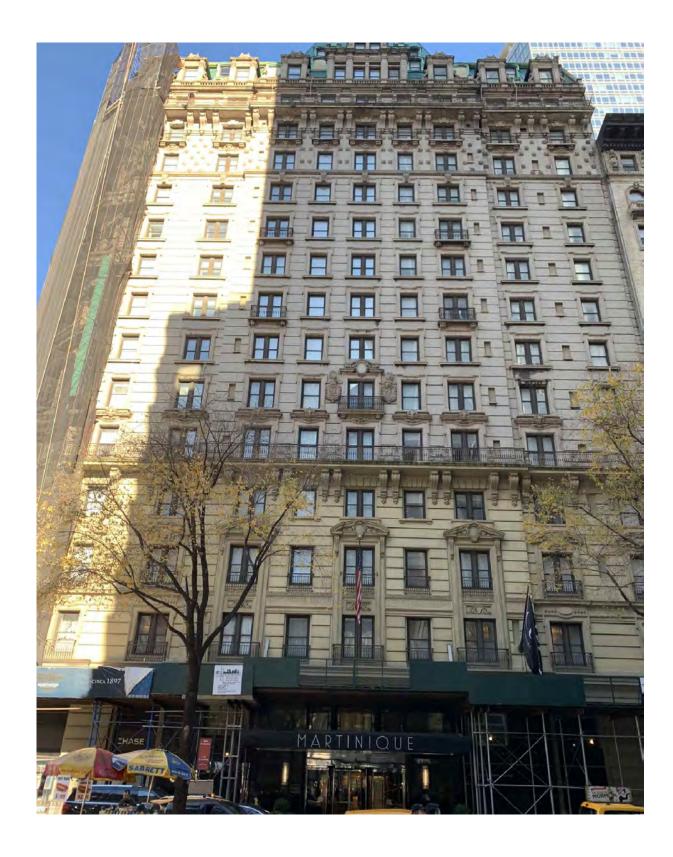
FAN-ARCH FENESTRATION AND ORNAMENTAL DETAILING ARE ALSO DEVELOPED FOR THE EXISTING OPENINGS, TO ALLOW THE INCORPORATION VENTILATION SYSTEMS, IN THE SPIRIT OF THE ORIGINAL HARDENBERGH DESIGN.

THE BROADWAY FAÇADE CONTINUES THE NEW FAN ARCHED FENESTRATION AT THE RETAIL STOREFRONTS, BUT ALSO REINTRODUCES THE ORIGINAL GRAND TUSCAN COLUMNS TO FRAME ONE OF THE NEW TENANT ESTABLISHMENTS ALONG THE BROADWAY FAÇADE.

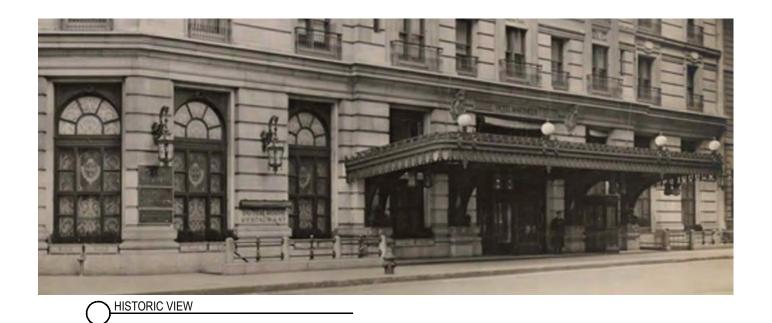
ON 33<sup>RD</sup> STREET WE PROPOSE MAINTAINING EXISTING OPENINGS AND SIMPLIFIED ORNAMENTATION AT THIS RETAIL AND SERVICE ENTRANCE. NEW DOORS, VENTILATION AND REPAIRED RUSTICATION ARE DEVELOPED TO PROVIDE CONSISTENCY AND ELEGANCE TO THIS SECONDARY FAÇADE.

TYING TOGETHER THE FACADES ABOVE THE LEVEL OF THE SECOND-FLOOR CORNICE IS A LIGHTING PACKAGE THAT CELEBRATES THE RESTORATION OF DRAMATIC ARCHITECTURAL ORNAMENTATION AND MANSARD ROOFING HIGHLY VISIBLE FROM GREELEY SQUARE.

THE EXISTING VERTICAL FAÇADE SIGNAGE ALONG GREELEY SQUARE IS PROPOSED FOR HISTORIC RESTORATION AS WELL, CELEBRATING THIS HOTEL'S LONG TIES TO VAUDEVILLE AND THE MARTINIQUE THEATRE. THE SIGNAGE REMAINS IN THE EXISTING LOCATION



Tel: 212.279.1507 | www.buildingstudio.com





EXISTING VIEW





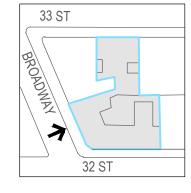
32ND STREET PHOTOS





EXISTING VIEW





BROADWAY PHOTOS

HISTORIC VIEW

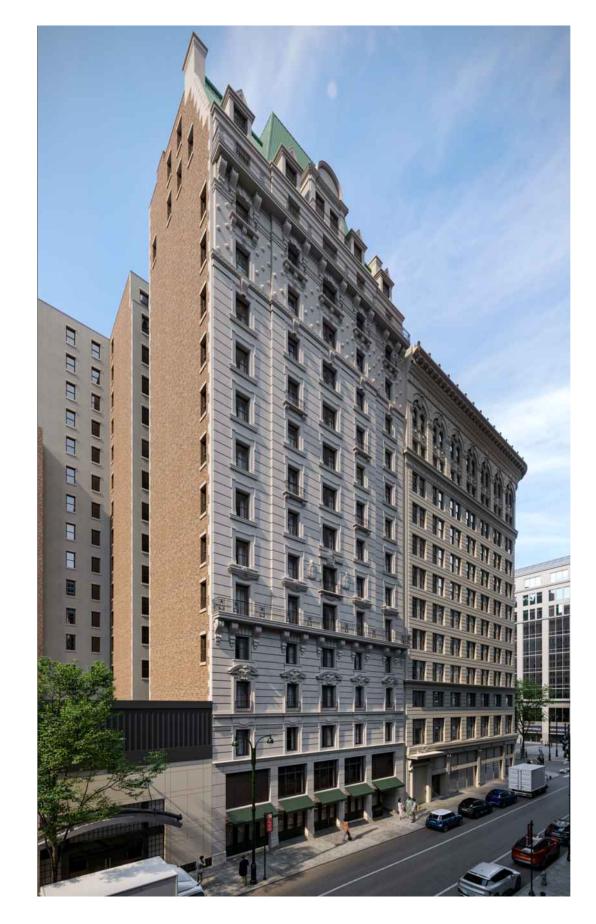


EXISTING VIEW





33RD STREET PHOTOS







MASTER PLAN RENDERINGS



EVELYN HOTEL, EAST 27TH STREET



PLAZA HOTEL, 5TH AVENUE



IRIQUOIS HOTEL, WEST 44TH STREET



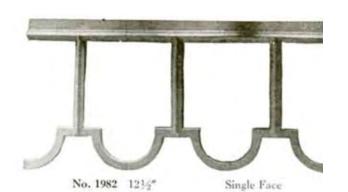




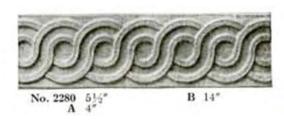


CRESTING -WF NORMAN #5078





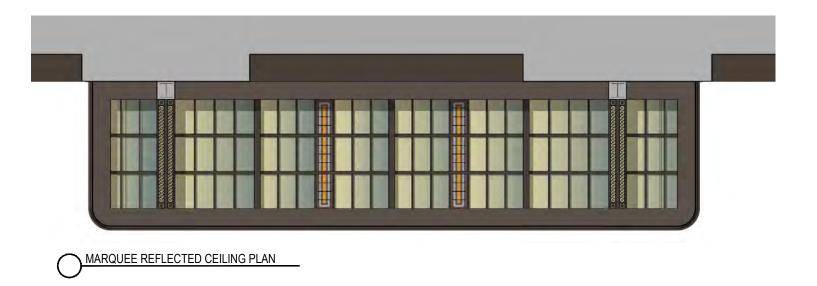
PENDANT GLASS FRAME - WF NORMAN #1982



GUILLOCHE MOLDING - WF NORMAN # 2280A



MARQUEE ELEVATION



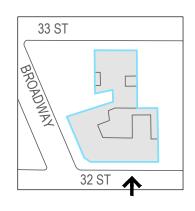
33 ST

BBOWN
32 ST

32ND STREET PROPOSED MARQUEE ELEVATION, REFLECTED CEILING PLAN & DETAILS









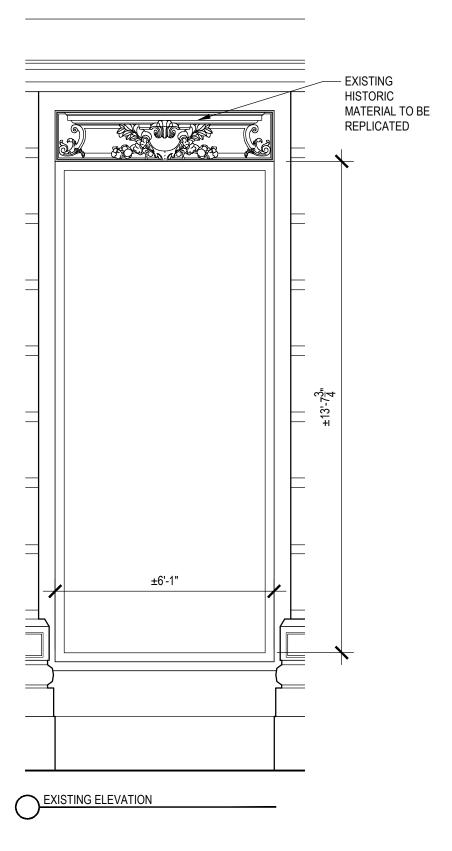
## EXISTING STREETSCAPE COMPOSITE

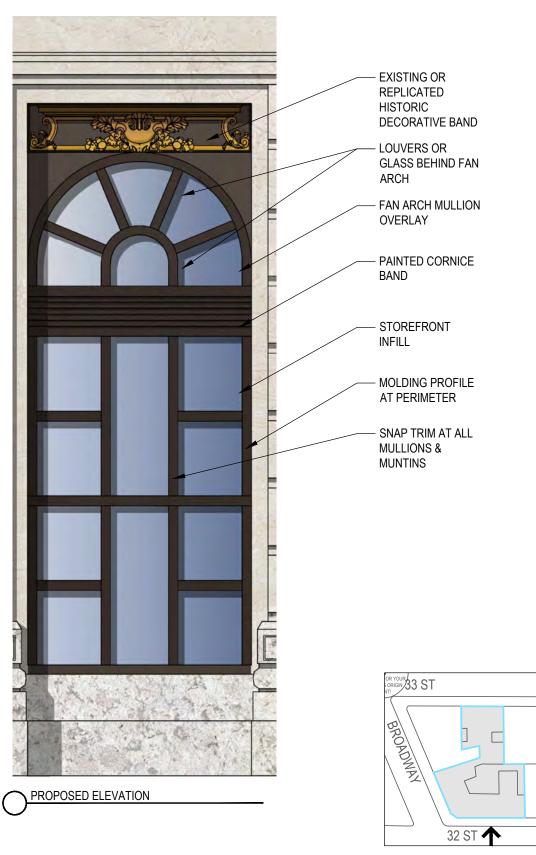


EXISTING STREETSCAPE COMPOSITE









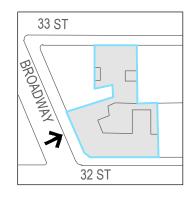
INFILL ELEVATION W/ HISTORIC CAST IRON CRESTING

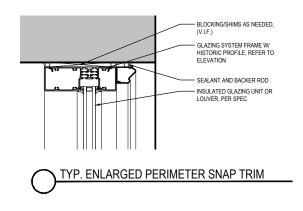


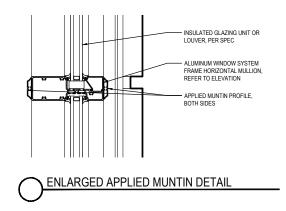
EXISTING STREETSCAPE PHOTO



PROPOSED STONE REPAIR OVERVIEW

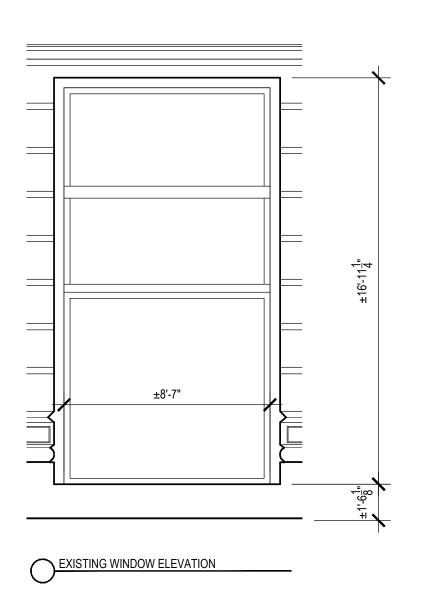


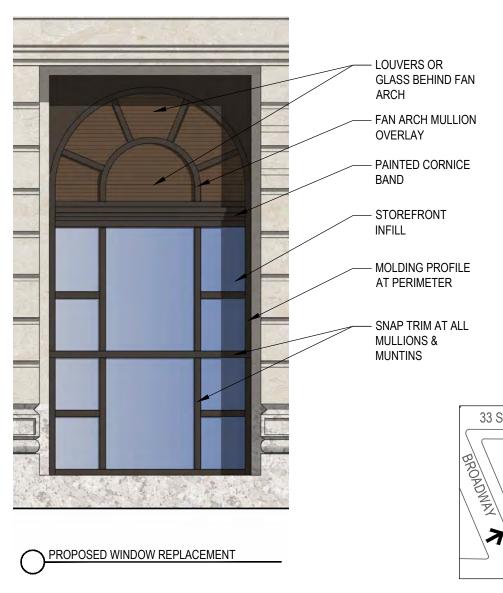






HISTORIC PHOTO

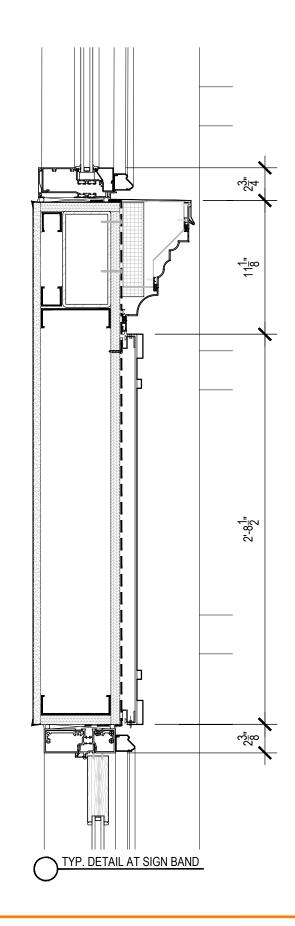


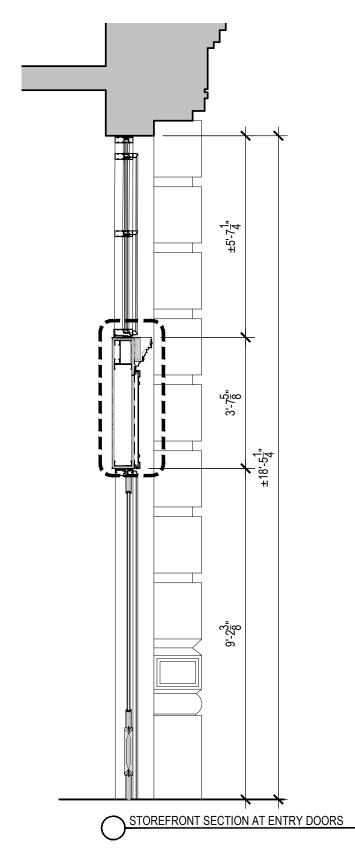


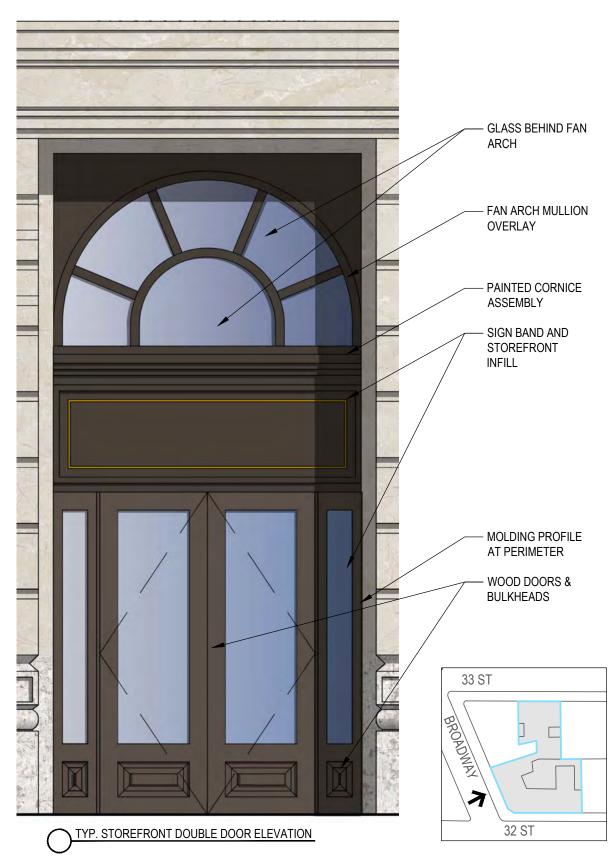
STOREFRONT & LOUVER ELEVATIONS & SECTIONS - BROADWAY & 32ND STREET

**7**32 ST

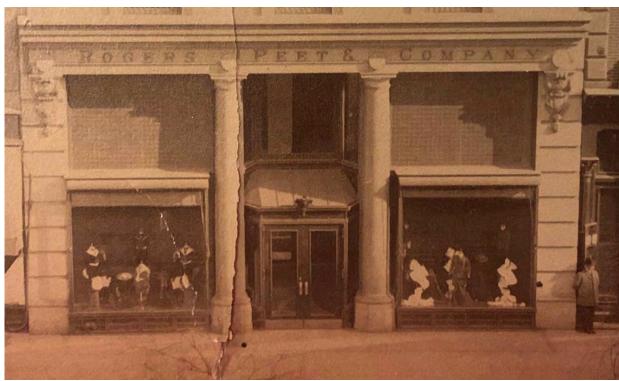
33 ST







STOREFRONT ENTRY ELEVATIONS & SECTIONS - BROADWAY & 32ND STREET



HISTORIC PHOTO (PRE-1909)



HISTORIC POSTCARD - 1951



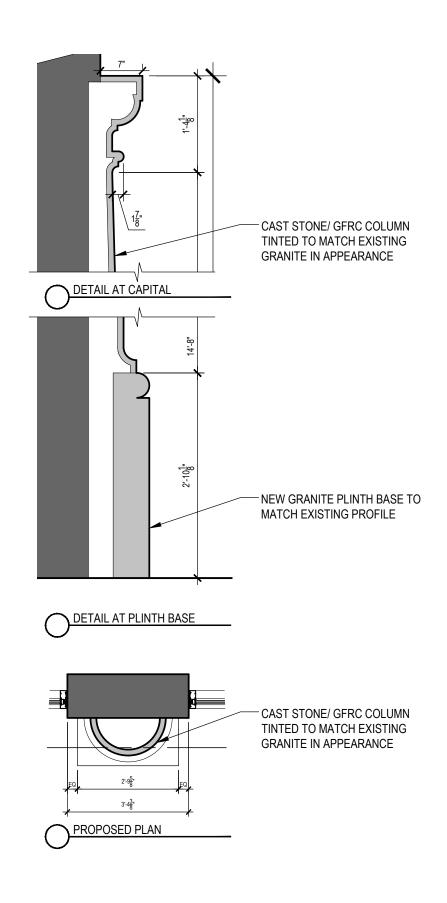
EXISTING PHOTO - 2010

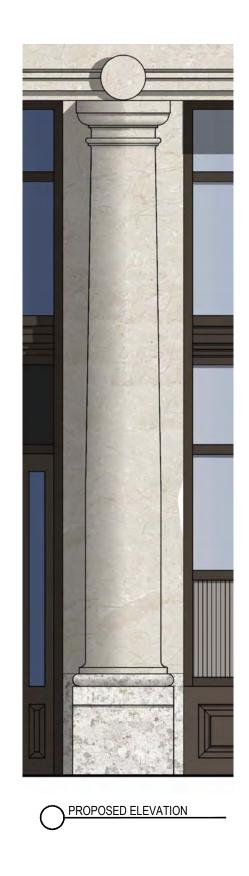


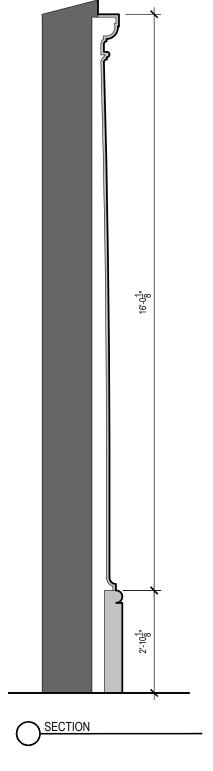
33 ST

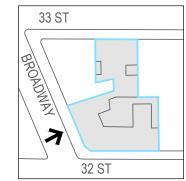
BRODUNEN

32 ST

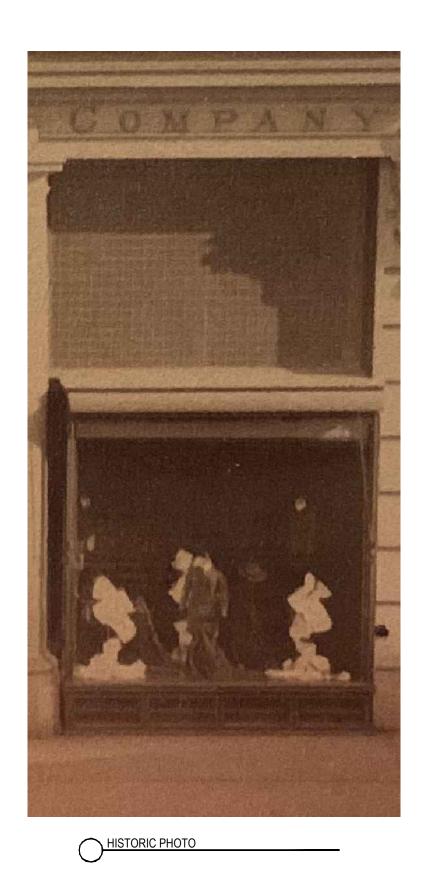








**COLUMN RESTORATION** 





HISTORIC WINDOW REPLACEMENT - BROADWAY

32 ST

STOREFRONT INFILL

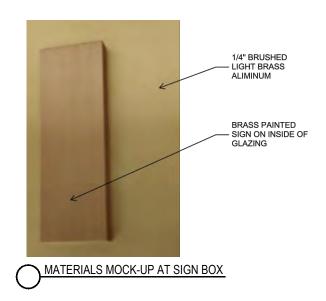
PAINTED CORNICE

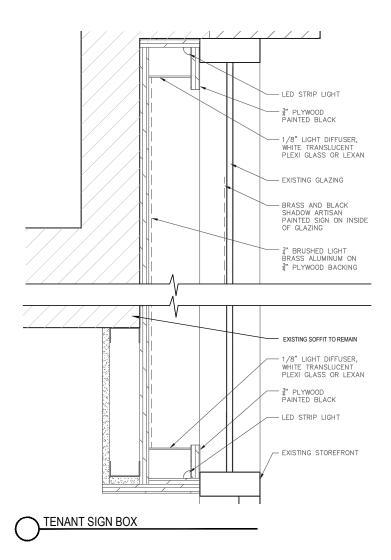
PROFILE

- STOREFRONT INFILL

- BULKHEAD TO MATCH WOOD DOORS

33 ST



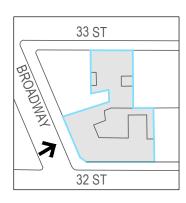




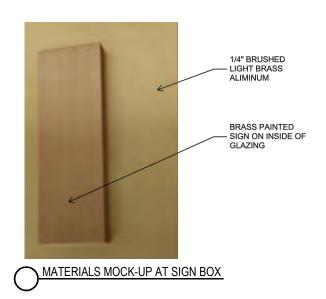
ENLARGED SIGN ELEVATION

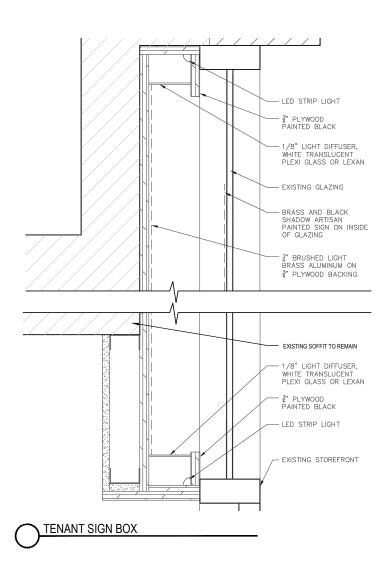


BROADWAY ELEVATION - ENLARGED



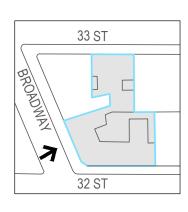
BROADWAY TENANT PAINTED SIGNAGEON EXISTING STOREFRONT W/ SIGNBOX "A"



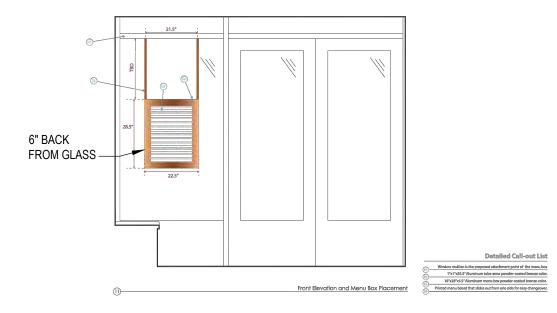








BROADWAY TENANT PAINTED SIGNAGE "B"

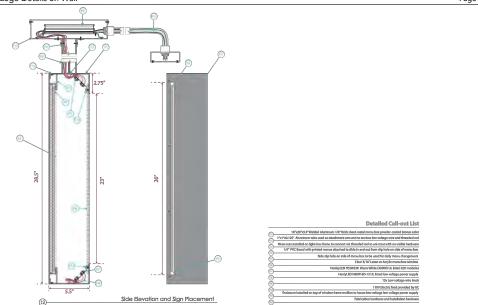


AUTED WWART	PROJECT MANAGER	EIYE X PROJECT	OTAWNE NAME		Officiation	COTORI	FIREDA	MATCHIAL	NOYER	SEGNATURE
OUTER IMAGE Neeko		1260 Broadway			"The Press Club" 18"x28"x- 5.5" Welded Aluminum	■ Bronze (like)	Semi Gloss	Powder coat paint		
226 42nd Street Brooklyn NY, 11232 Phone:718.965.7446 www.outerimagenyc.com	COLST	DRAWING BY	REVISIONE .		Menu Box powder-coated bronze color.			on Aluminum		
	The Press Club	Vahe	2 01	1/12/23						

#### MENU BOARD ELEVATION

The Press Club: 3/8" Bronze Logo Details on Wall

Page 6



OUTER IMAGE	PROJECT MANAGER	SIFE / FRGIEST	DAYMING NAWS	DISCRIPTION	COLORS	FIRMSH	MATERIAL	NOTES	SHINATURE
OUIER IMAGE	Neeko	1260 Broadway	3/8" Bronze Logo	"The Press Club" 18"x28"x- 5.5" Welded Aluminum Menu Box powder-coated	III Bronze (like)		Powder coat paint		
226 42nd Street Brooklyn NY, 11232 Phone:718.965.7446 www.outerimagenyc.com	CLIENT	GRAWING BY					on Aluminum		1
	The Press Club	Vahe	2 01/12/23	bronze color.					

MENU BOARD ELEVATION



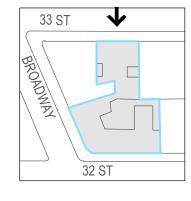
33 ST



EXISTING STREETSCAPE PHOTO



PROPOSED STONE REPAIR OVERVIEW

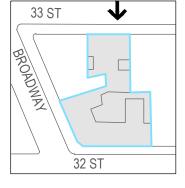


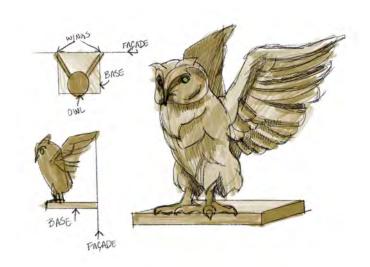




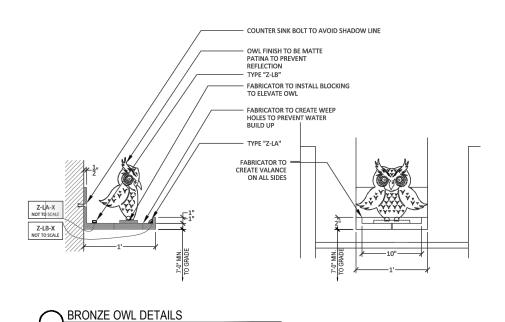


PROPOSED RENDERING





#### BRONZE OWL SCULPTURE



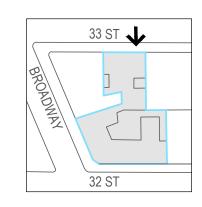


33RD STREET ELEVATION - ENLARGED



WINDOW LOGO DECALS





33RD STREET TENANT SIGNAGE DETAILS



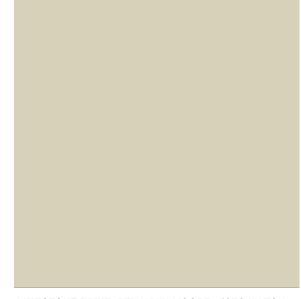
33 STREET AWNINGS: SUNBRELLA IVY COLOR FABRIC



**DETAIL TRIM:** CHAMPAGNE BRONZE METALLIC PAINT ALKLYD RUST INHIBITING SEMIGLOSS 313142



**LOUVERS: LIGHT BRONZE ALUMINUM** 



**LIMESTONE PAINT:** BENJAMIN MOORE 513TO MATCH EXISTING ELASTOMERIC LATEX OVER MASONRY SEALER



**33 STREET DOOR PAINT:** BENJAMIN MOORE HC-134 TARRYTOWN GREEN SEMIGLOSS



**WOOD DOORS & TRIM PAINT:** BENJAMIN MOORE HC 72 DARK BROWN BLACK

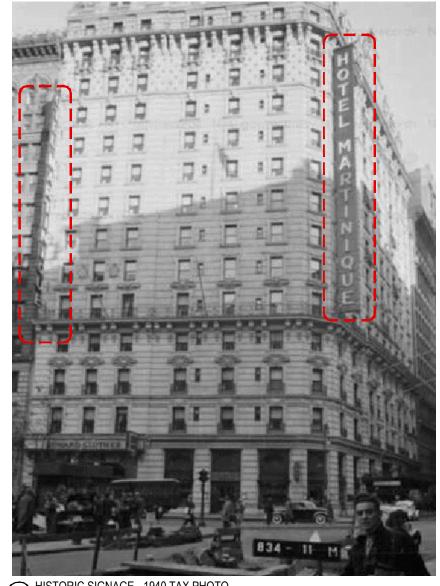


ALUMINUM FRAME WINDOWS AND DOORS: DARK BRONZE PAINTED ALUMINUM TO MATCH WOOD DOORS & TRIM

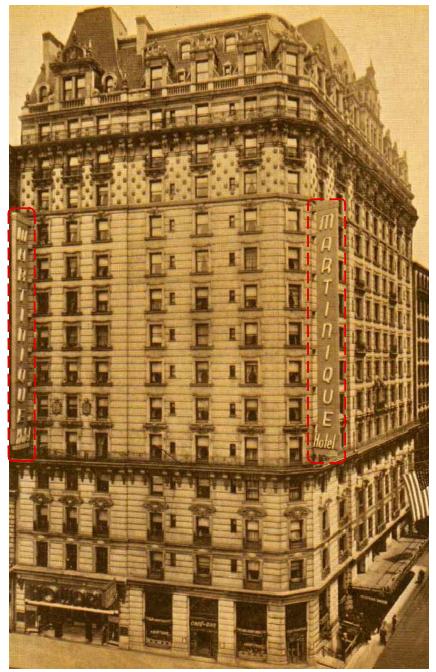


**GRANITE PLINTH BASE**: STONE SELECTED TO MATCH EXISTING GRANITE



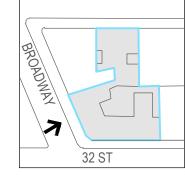


HISTORIC SIGNAGE - 1940 TAX PHOTO



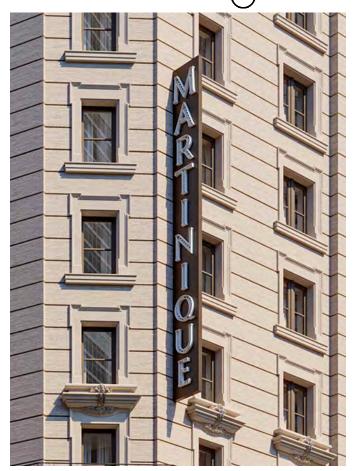
↑ HISTORIC SIGNAGE - 1950's POSTCARD

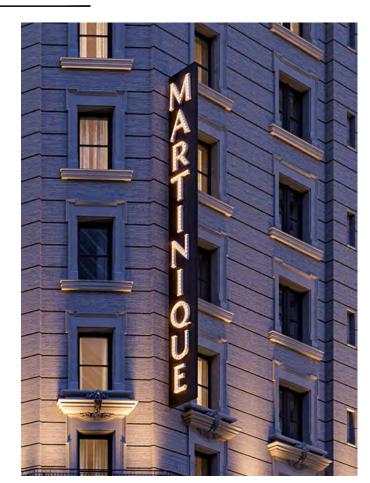






EXISTING SIGNAGE





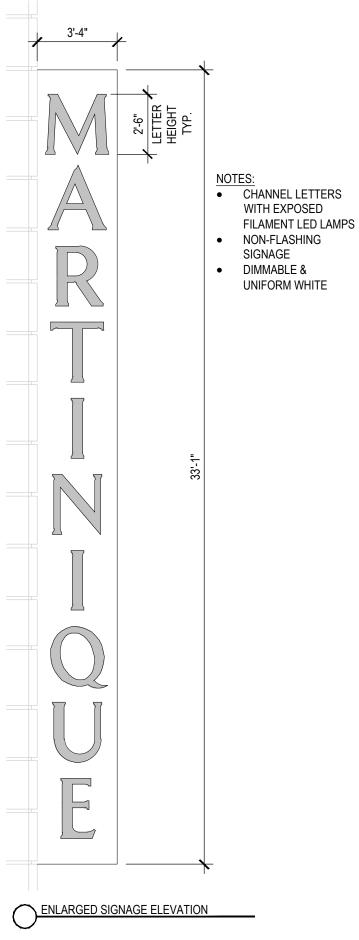
PROPOSED SIGNAGE RENDERING

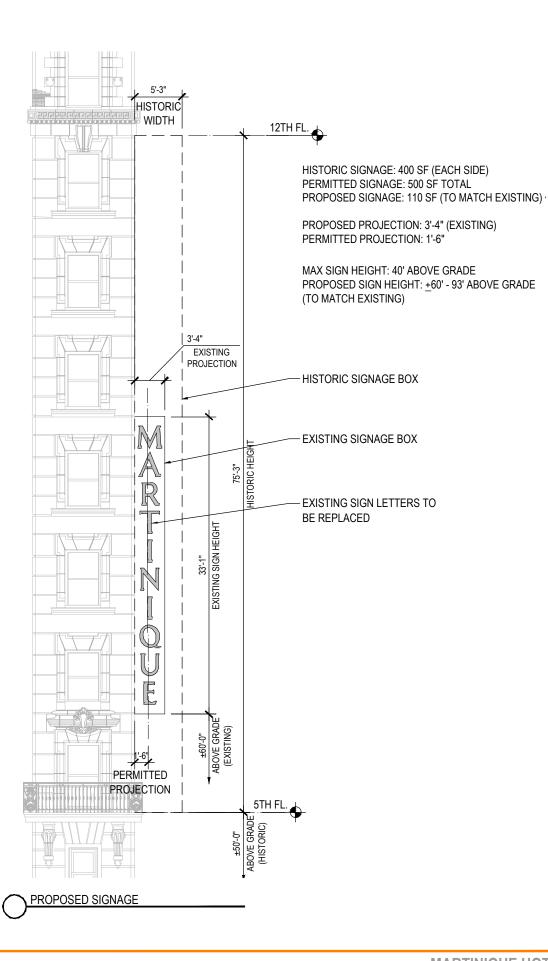
SIGNAGE PHOTOS



SAMPLE CHANNEL LETTER







MONUMENT SIGNAGE PHOTOS







## The current proposal is:

Preservation Department – Item 5, LPC-23-07180

# 1260 Broadway – Hotel Martinique – Individual Landmark Borough of Manhattan

## **To Testify Please Join Zoom**

Webinar ID: 837 7340 3401

Passcode: 307406

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

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

**Note**: If you want to testify on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (\*9 on the phone). Those who signed up in advance will be called first.

## 0 **APPENDIX** ш $\Box$ $\Box$ 日 Ĭ 32ND STREET FACADE 33RD STREET FACADE **BROADWAY FACADE** CORNER FACADE

MASTER PLAN OVERVIEW: SCOPE OF WORK

32 ST

**LEGEND** 

EXTERIOR ACCENT LIGHTING

STOREFRONT RESTORATION

**NEW MARQUEE IN SPIRIT OF** 

AWNING REPLACEMENT

HISTORIC MATERIAL

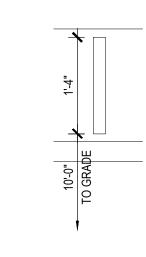
33 ST

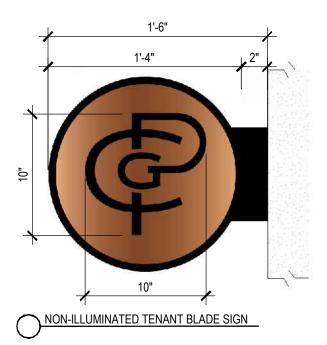
BROADWAY

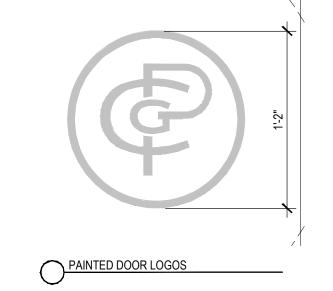
LOUVERS

STONE RESTORATION

ORIGINAL DESIGN SIGN REPLACEMENT

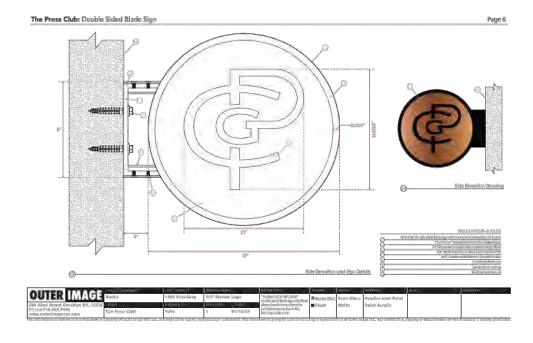


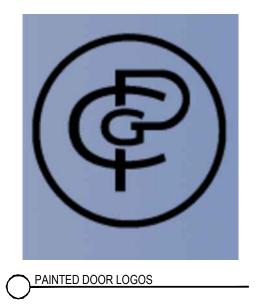






NON-ILLUMINATED TENANT BLADE SIGN ASSEMBLY







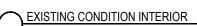
BROADWAY TENANT BLADE SIGN & PAINTED DOOR LOGOS





EXISTING CONDITION EXTERIOR

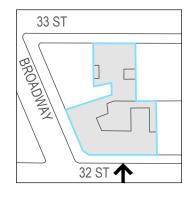


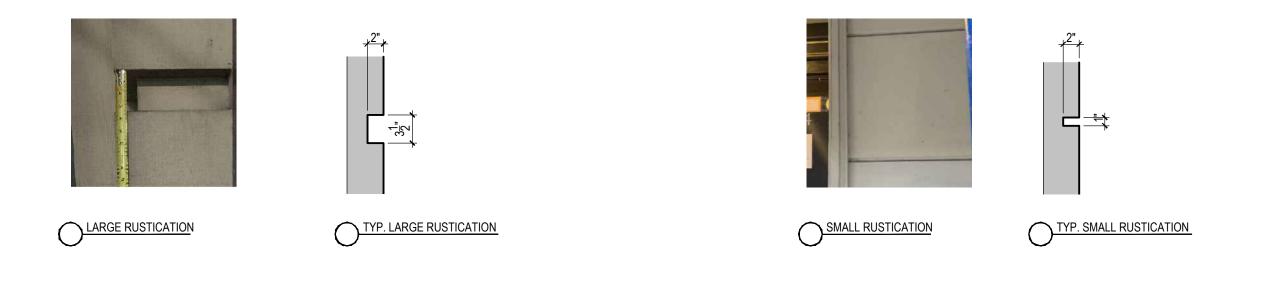


EXISTING CONDITION EXTERIOR



EXISTING CONDITION INTERIOR



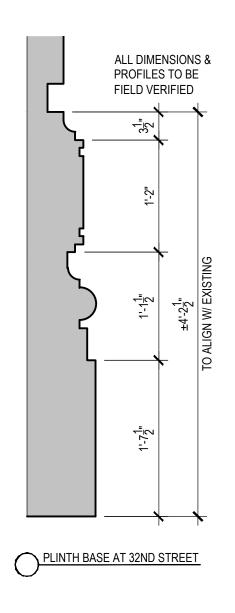


33 ST

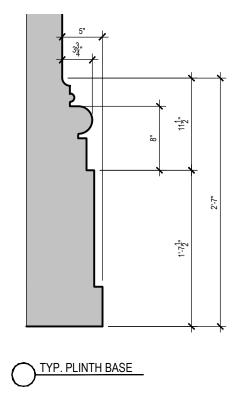
K

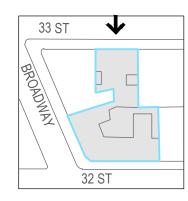
BROADWAY





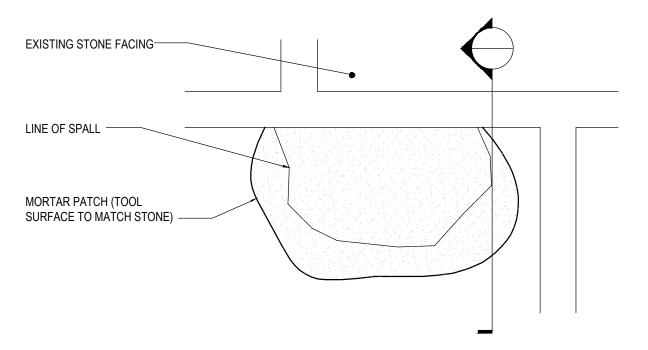




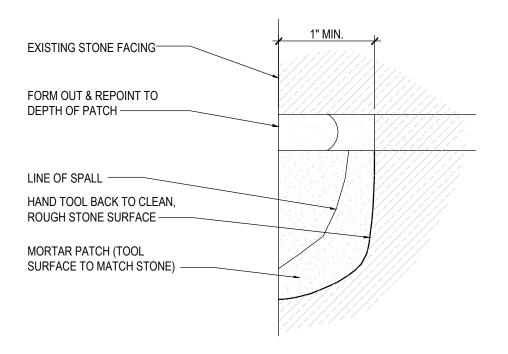


TYPICAL STONE PROFILE DETAILS

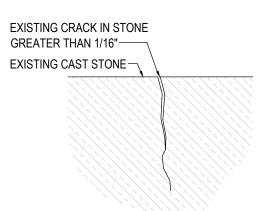
32 ST 🔨



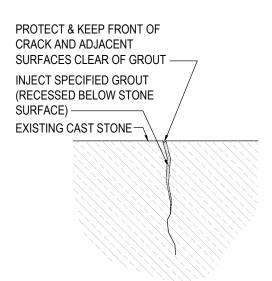
#### TYP. ELEVATION OF SPALL REPAIR



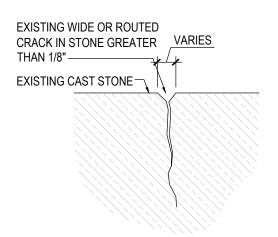
SECTION DETAIL AT SPALL REPAIR



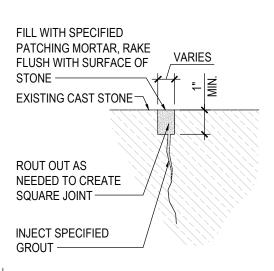
|PLAN DETAIL THROUGH CRACK PRIOR TO REPAIR



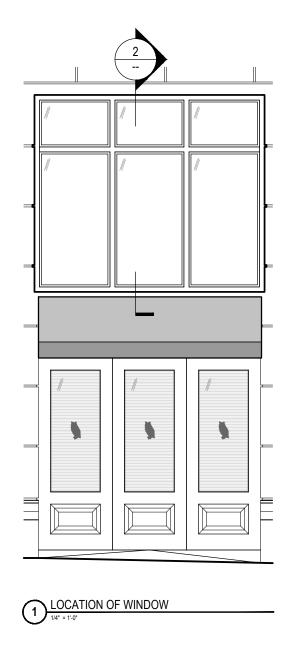
|PLAN DETAIL THROUGH CRACK AFTER REPAIR

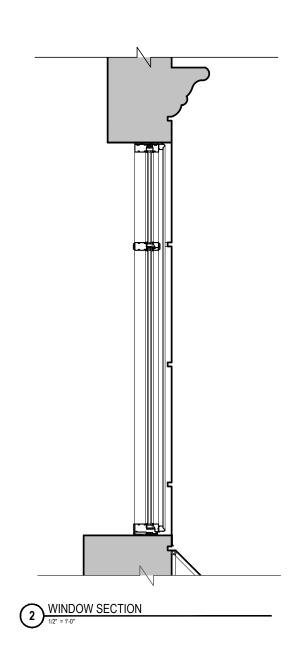


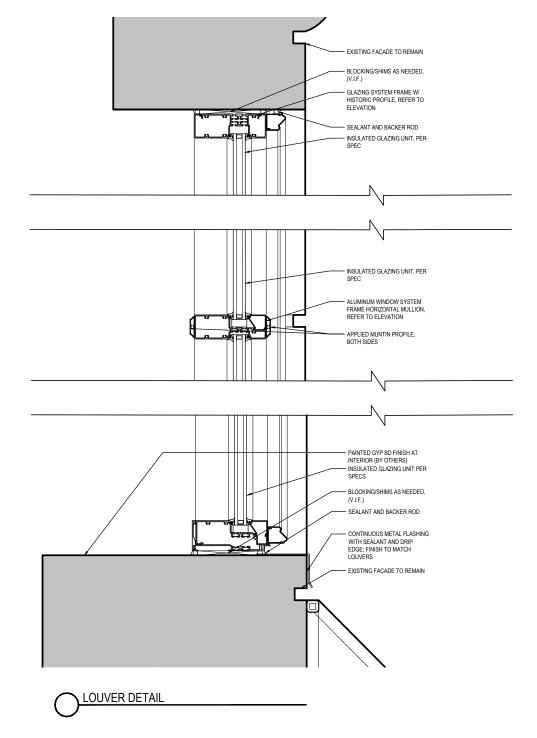
PLAN DETAIL THROUGH CRACK PRIOR TO REPAIR

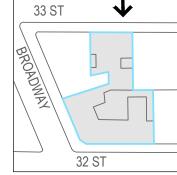


PLAN DETAIL THROUGH CRACK AFTER REPAIR

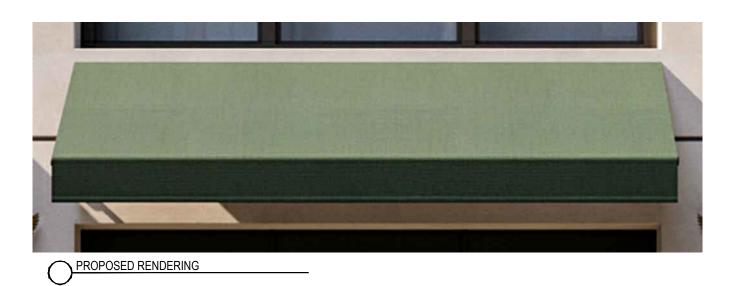




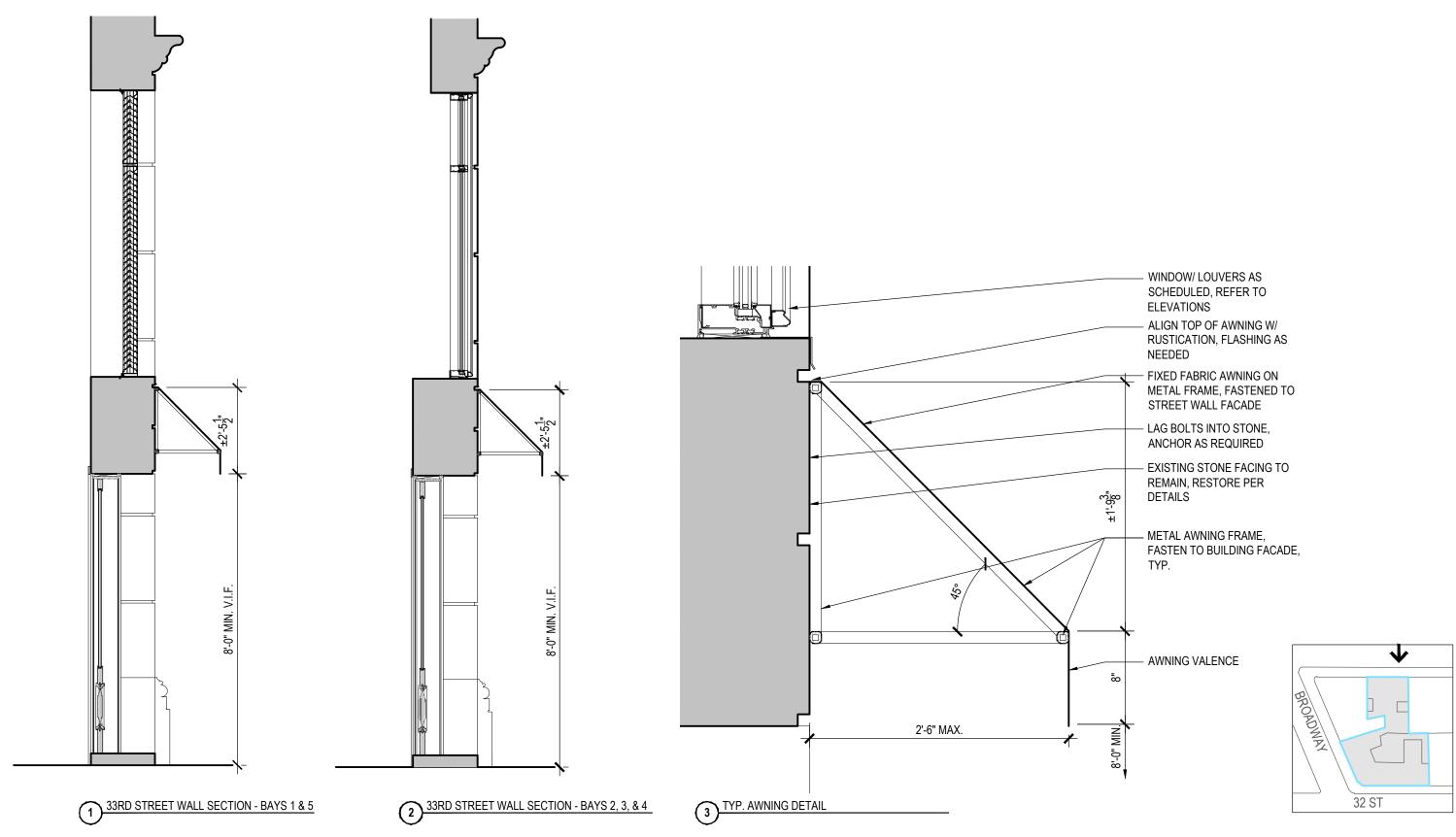


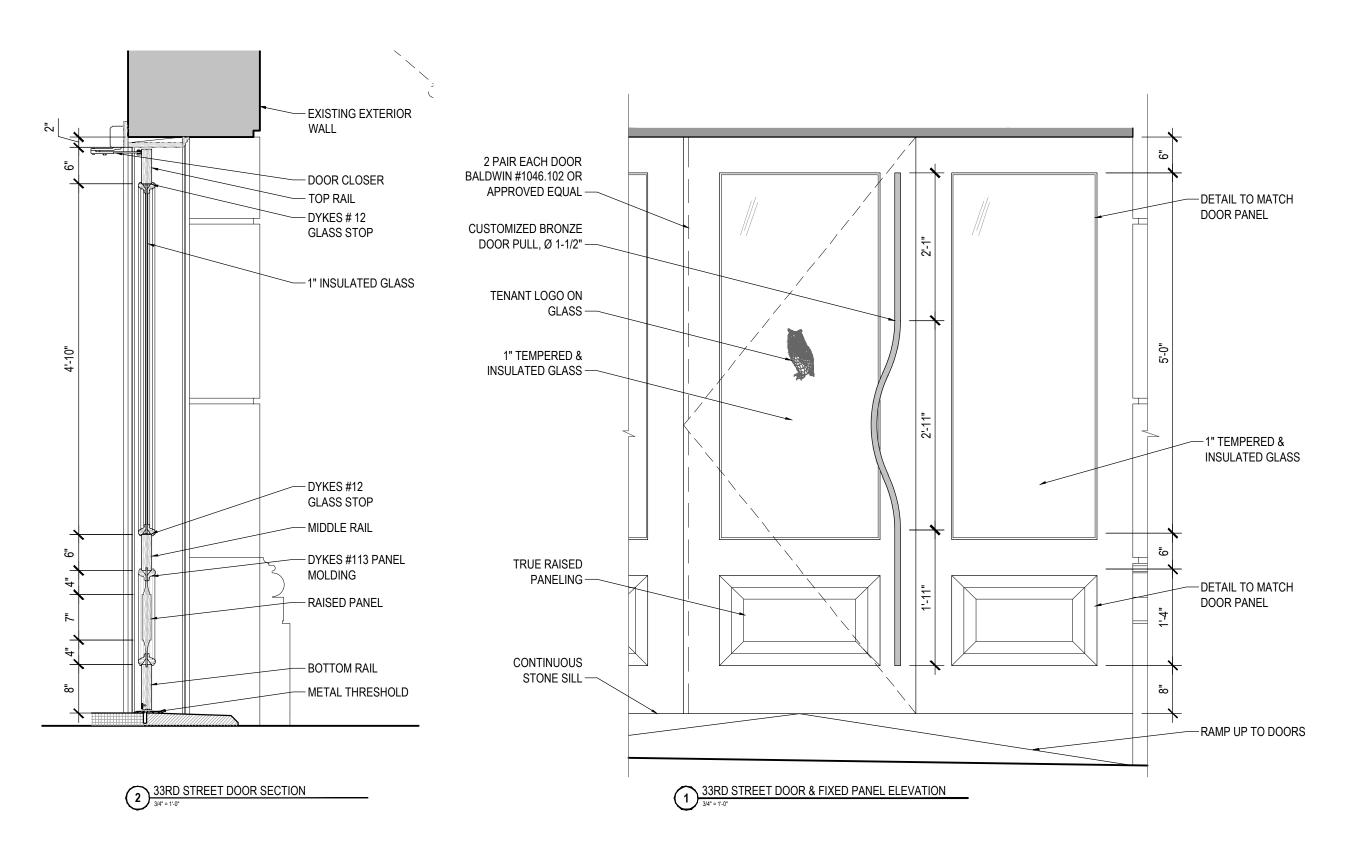


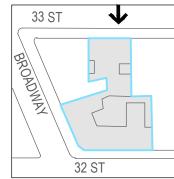


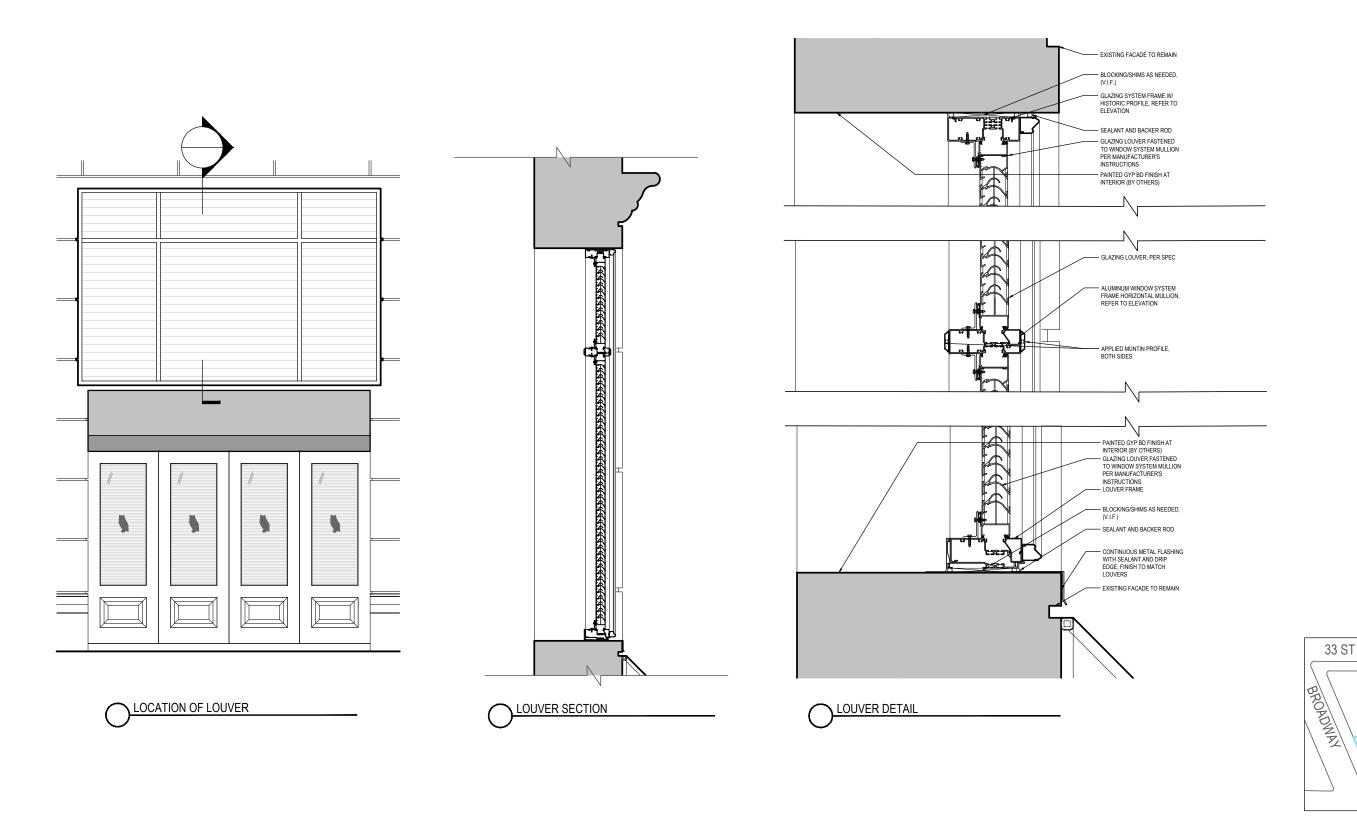






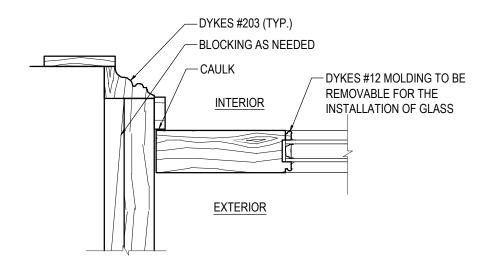


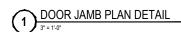


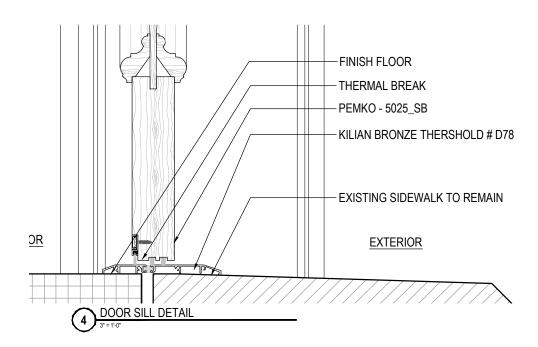


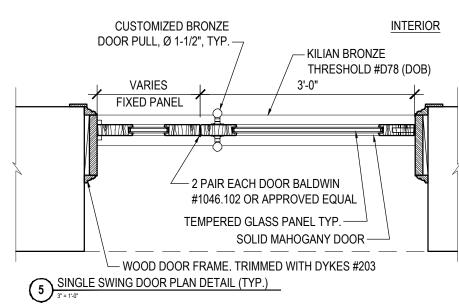


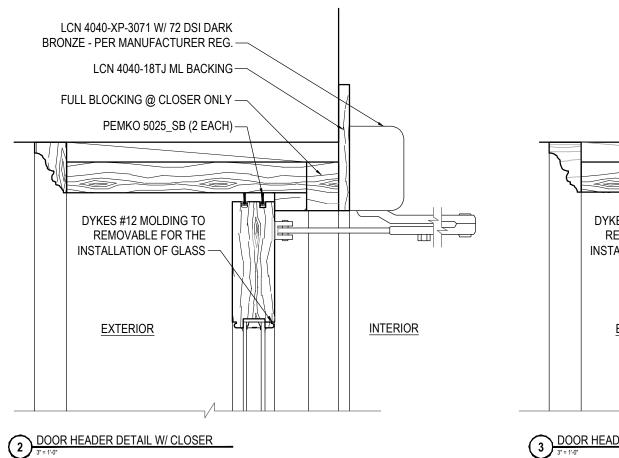
32 ST

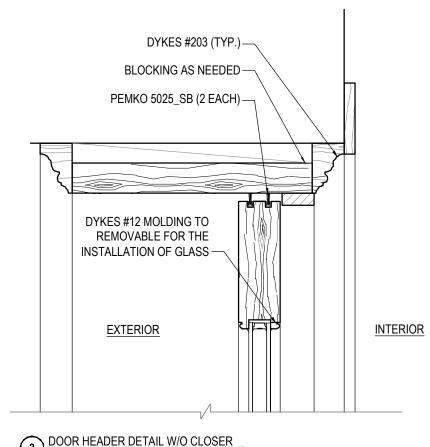




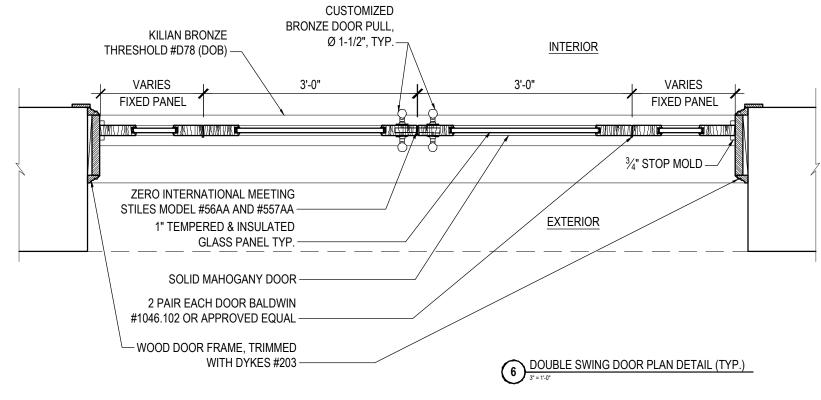








DOOR HEADER DETAIL W/O CLOSER



DOOR PLAN, ELEVATION & SECTION



#### The current proposal is:

Preservation Department – Item 5, LPC-23-07180

# 1260 Broadway – Hotel Martinique – Individual Landmark Borough of Manhattan

## **To Testify Please Join Zoom**

Webinar ID: 837 7340 3401

Passcode: 307406

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

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

**Note**: If you want to testify on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (\*9 on the phone). Those who signed up in advance will be called first.