

The current proposal is:

Preservation Department – Item 5, LPC-23-08711

**785 Fifth Avenue – Upper East Side Historic District
Borough of Manhattan**

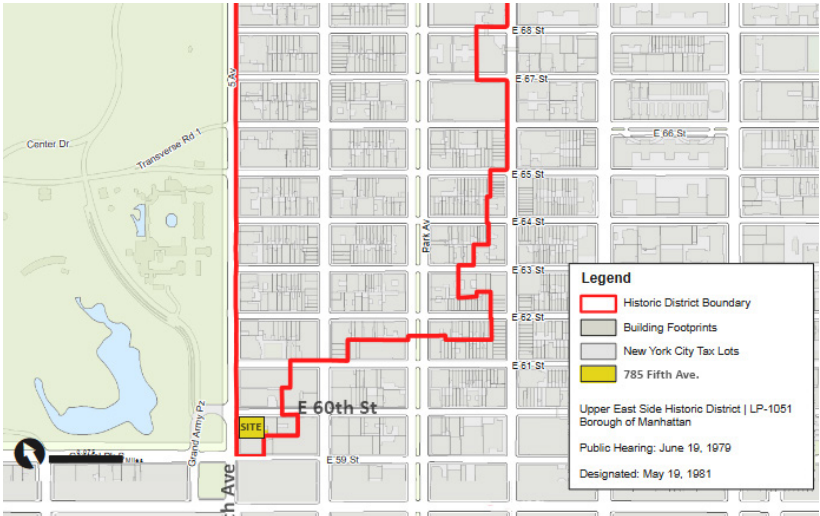
Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed

785 5TH AVENUE - PROPOSAL FOR ENLARGED STOREFRONTS

Block 1374 Lot 69
Scheduled LPC Public Hearing 04/25/2023

Community Board 8, Landmarks Committee Hearing 04/17/2023

Revisions for LPC Public Meeting 05/09/2023



EXISTING CONDITIONS

785 FIFTH AVENUE **Fifth Avenue and 60th Street Corporation**
BKSK, 230 W 38th St, 16th Fl.
New York, NY 10018

Proposal for Alteration to Ground Floor Street Façade



FIFTH AVENUE between 59th Street and 60th Street				
No. 785 (1374/69)				
	Date	Architect		Owner
Erected	1962-63 by	Richard Roth of Emery Roth & Sons	for	787 Fifth Avenue Corp.
<u>ARCHITECTURE</u>				
Style	none			
Elements	Seventeen-story apartment building; first three floors are faced with stone; white brick above; bands of triple windows; set backs begin at the fourteenth floor.			
<u>HISTORY</u>	Replaced an apartment house (1904) by Henry J. Hardenburgh			
<u>References:</u>	Alexandra Cushing Howard, <u>Fifth Avenue and Central Park, Buildings-Structures Inventory</u> (Albany: Division for Historic Preservation, 1975).			
	New York City, Department of Buildings, Manhattan, Plans, Permits and Dockets.			

Designation Report

Erected

ARCHITECTURE

Stylenone

ElementsSevent
brick

HISTORYRe



Rough-honed limestone window detail



5th Avenue



East 60th Street

EXISTING CONDITIONS

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Proposal for Alteration to Ground Floor Street Façade



Previous Proposal

PREVIOUSLY PROPOSED ALTERATIONS

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Proposal for Alteration to Ground Floor Street Façade



Enlarged storefront and renovated residential entry

- Changes include:
- Better alignment for storefront adjacent to residential entry.
 - Reduced size of signage lettering.
 - Elimination of signage at some bays.
 - Elimination of third retail fixed canopy on 5th Ave.

PROPOSED ALTERATIONS

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Previous



Revised

PROPOSED ALTERATIONS

785 FIFTH AVENUE **Fifth Avenue and 60th Street Corporation**
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Proposal for Alteration to Ground Floor Street Façade



Full-width storefront in limestone section.



Partially reduced separation on joint line in limestone section.



PREVIOUSLY PROPOSED:
1/2 separation in limestone section.



Partially reduced separation on joint line in limestone section.



CURRENT PROPOSAL:
Recessed spandrel with 3/4 window in limestone section; sign-gage removed from last two bays and scaled down.



Full-width storefront in limestone section

Typical retail signage letter height no greater than 18" and shall not protrude more than 2" from spandrel; non-illuminated.



5th Avenue
138.76 square feet of signage

Signage on side of retail fixed canopy and address on side of residential cloth canopy.

Typical retail signage letter height no greater than 18" and shall not protrude more than 2" from spandrel ; non-illuminated



60th Street
126.38 square feet of signage

PREVIOUSLY PROPOSED SIGNAGE

785 FIFTH AVENUE

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5th Avenue
138.76 square feet of signage

Signage on side of retail fixed canopy and address on side of residential cloth canopy.



60th Street
126.38 square feet of signage

REVISED SIGNAGE — SINGLE TENANT

785 FIFTH AVENUE
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5th Avenue
138.76 square feet of signage

Signage on side of retail fixed canopy and address on side of residential cloth canopy.



60th Street
126.38 square feet of signage

REVISED SIGNAGE — TWO TENANTS



5th Avenue
138.76 square feet of signage

Signage on side of retail fixed canopy and address on side of residential cloth canopy.



60th Street
126.38 square feet of signage

REVISED SIGNAGE — THREE TENANTS

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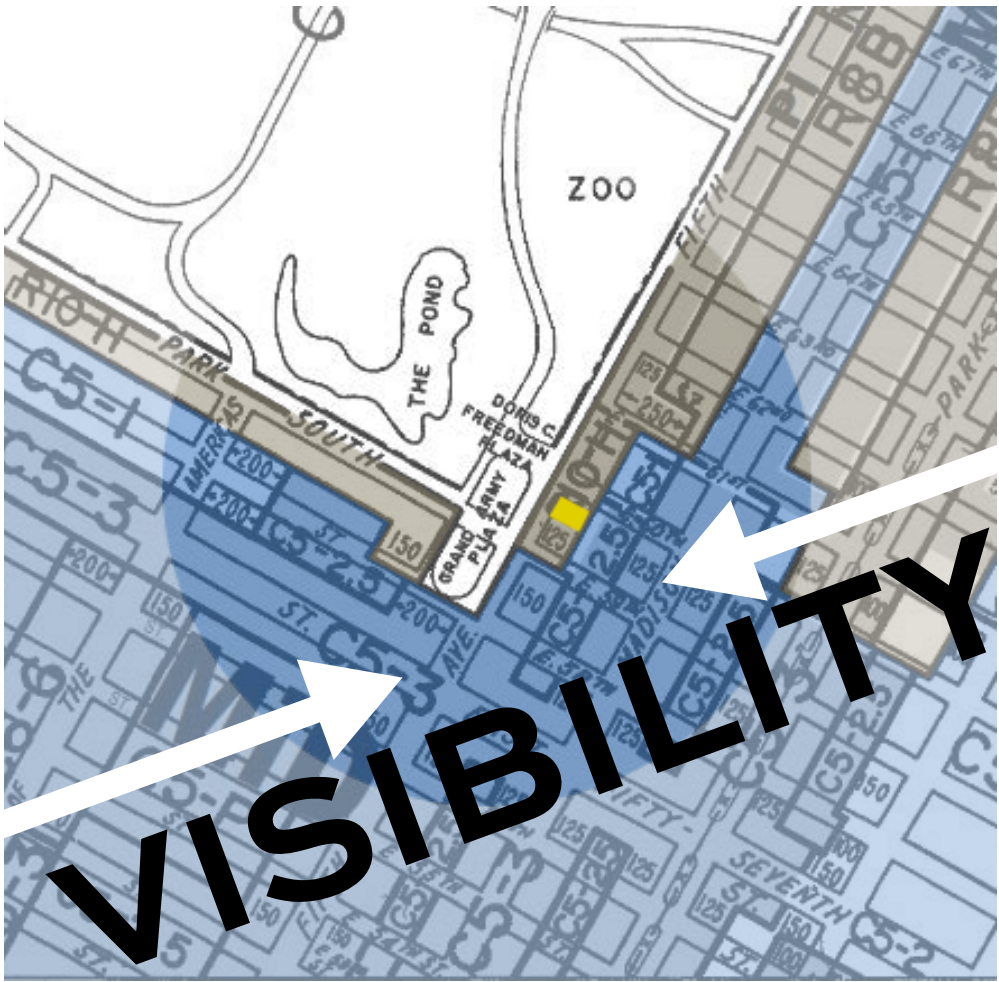




Sherry Netherlands – from 2009 – In historic district



Madison and 64th street Northeast corner – in historic district



RETAIL SIGNAGE — VISIBILITY AND PRECEDENT

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ONE TENANT



TWO TENANTS



THREE TENANTS

VISIBILITY



RETAIL TENANCY DIAGRAMMS

785 FIFTH AVENUE

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SUNDAY

BKSK



785 FIFTH AVENUE

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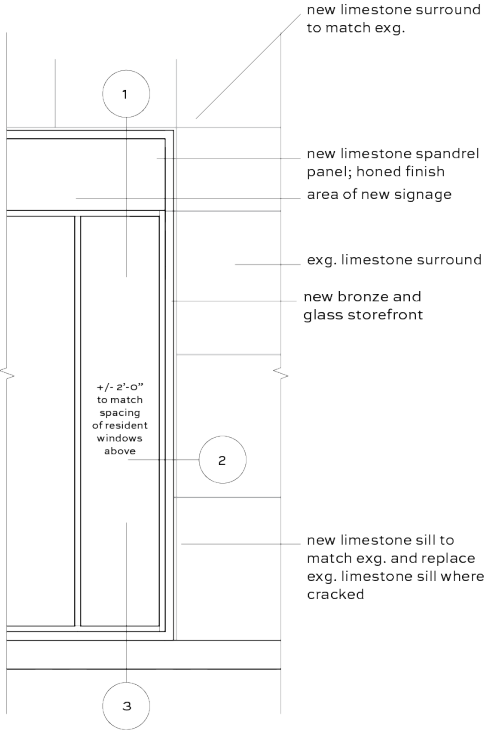
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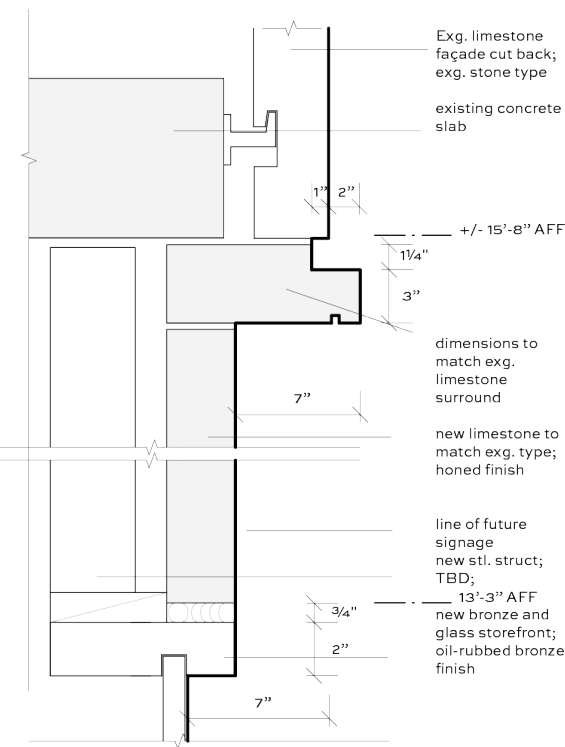
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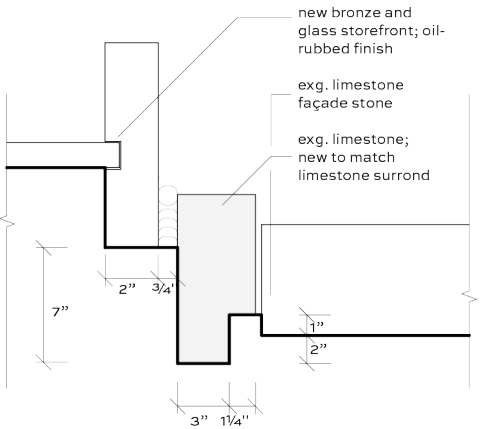
APPENDIX



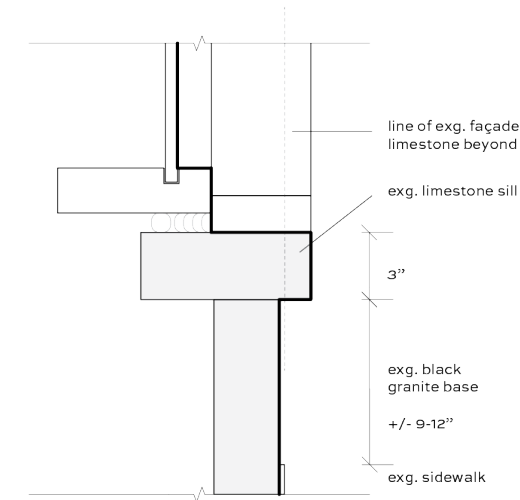
ELEVATION — STOREFRONT



1 TYP. HEAD DETAIL — STOREFRONT



2 TYP. JAMB DETAIL — STOREFRONT



3 SILL DETAIL — STOREFRONT

DETAILS STOREFRONTS

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