Landmarks Preservation Commission

**October 31, 2023**
Public Hearing

**The current proposal is:**

**Preservation Department – Item 5, LPC-24-02387**

# 32 Avenue of the Americas – Long Distance Building of the American Telephone and Telegraph Company – Individual and Interior Landmark Borough of Manhattan

**To testify virtually, please join Zoom**

**Webinar ID:** 824 7659 0182
**Passcode:** 042556
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 virtually 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.

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# PLACEMAKING MASTERPLAN

## LPC PUBLIC HEARING

32 AVENUE OF THE AMERICAS

10/31/2023

MARVEL

# PROJECT OVERVIEW

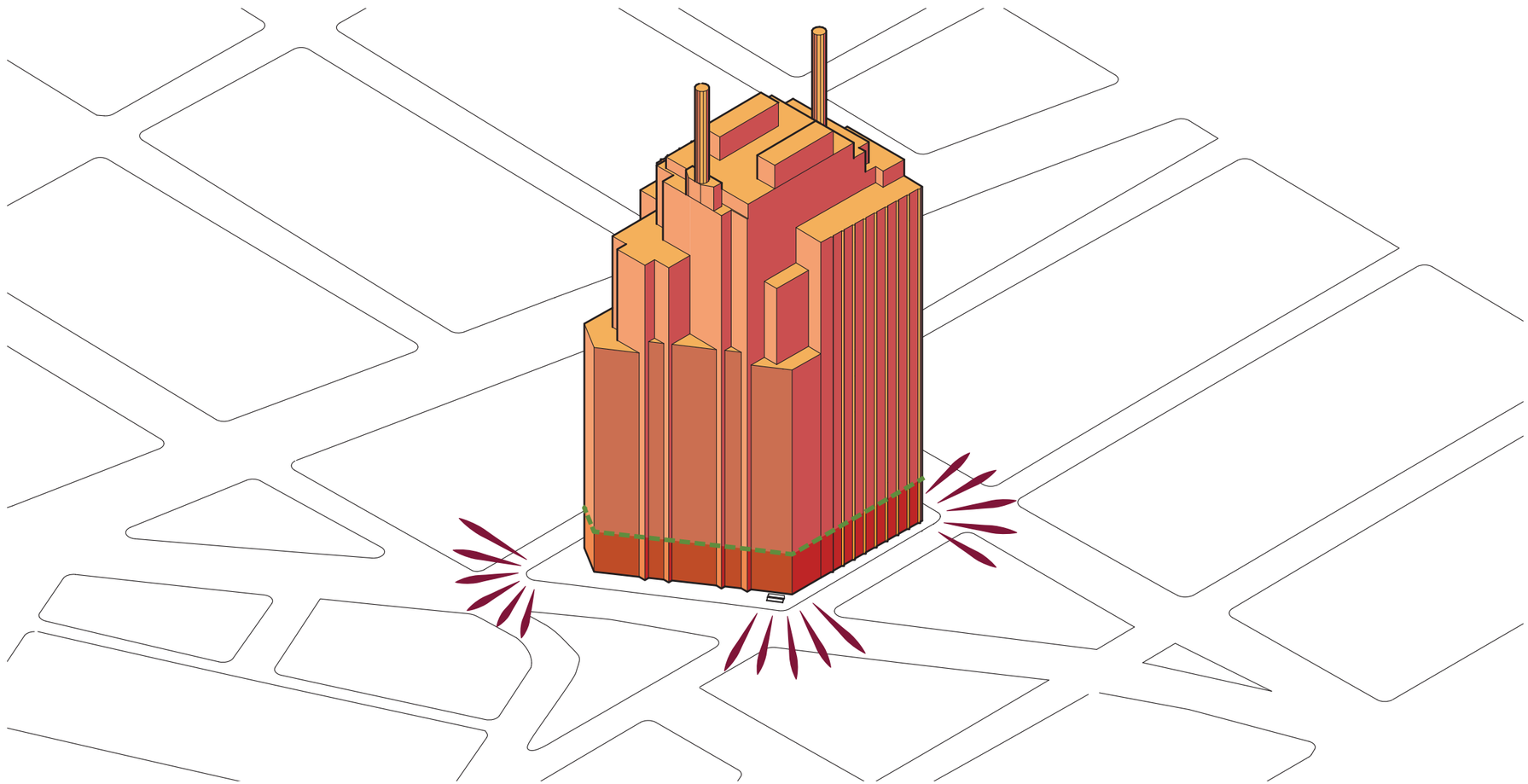
# 32 AVENUE OF THE AMERICAS

ARCHITECT | RALPH THOMAS WALKER
BUILT | 1912-1916, EXPANDED 1930-1932
BUILDING STYLE | ART DECO

INDIVIDUAL NYC LANDMARK | 1991
INTERIOR LANDMARK | 1991

STOREFRONT MASTERPLAN | APPROVED 2013
LOBBY AND MAIN BUILDING ENTRIES RENOVATION | APPROVED 2022

# ACTIVATE THE BASE



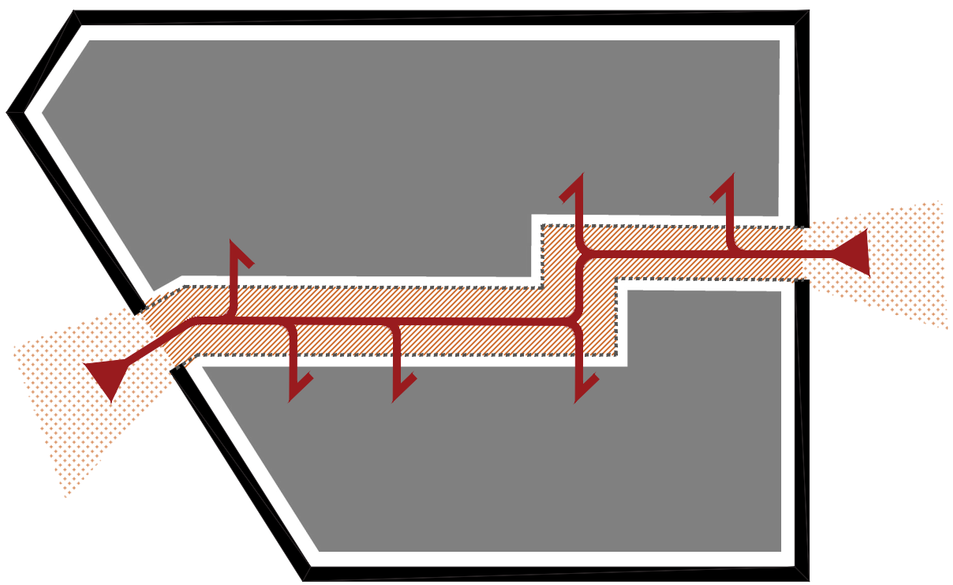
PLACEMAKING

IDENTITY

ACCESS

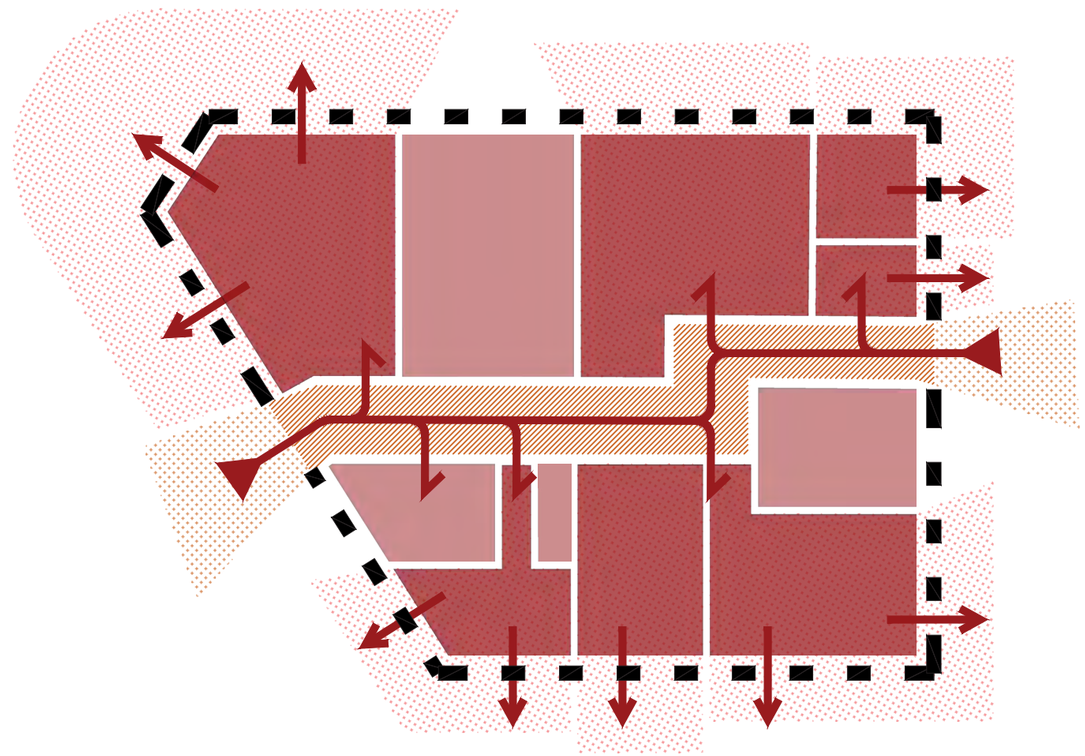
FLEXIBILITY

# ACTIVATE THE BASE



EXISTING

INSULAR, PURPOSE- BUILT BUILDING



PROPOSED

ACTIVATE THE STREET WITH NEW CONNECTIONS

# IDENTITY

## WEAVERS OF SPEECH

## CONNECTIONS

## HEROIC

## CONTEXTUAL

# MASTER PLAN EXTENTS

SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE
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SIGNAGE

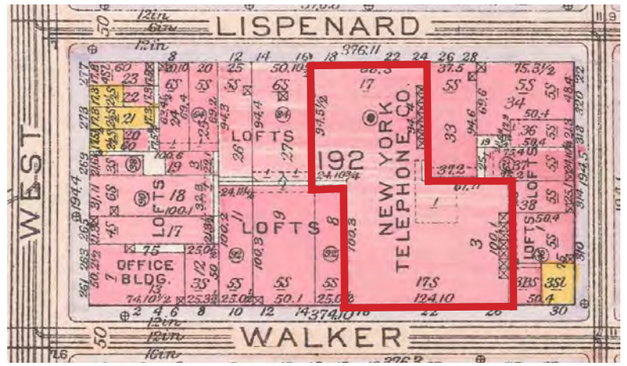
# HISTORY + CONTEXT

1936 OVERALL VIEW (BELL TELEPHONE MAGAZINE)

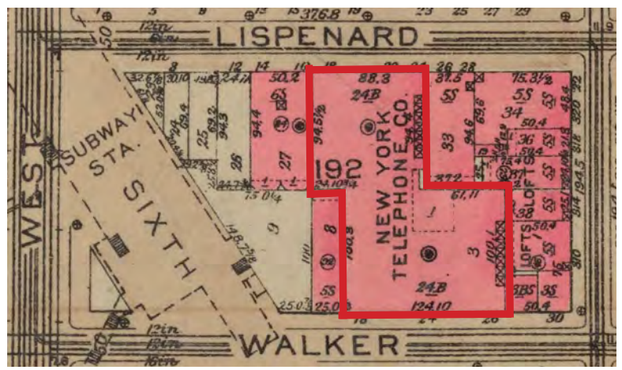
1936 OVERALL VIEW (LOC)

1932 OVERALL VIEW (AT&T ARCHIVE)

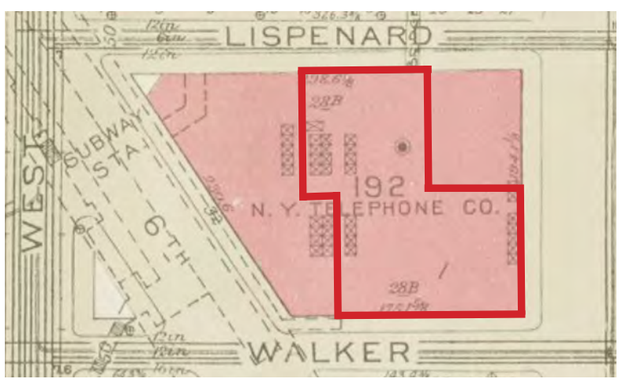
# HISTORIC ANALYSIS




1916 BROMLEY MAP (NYPL)

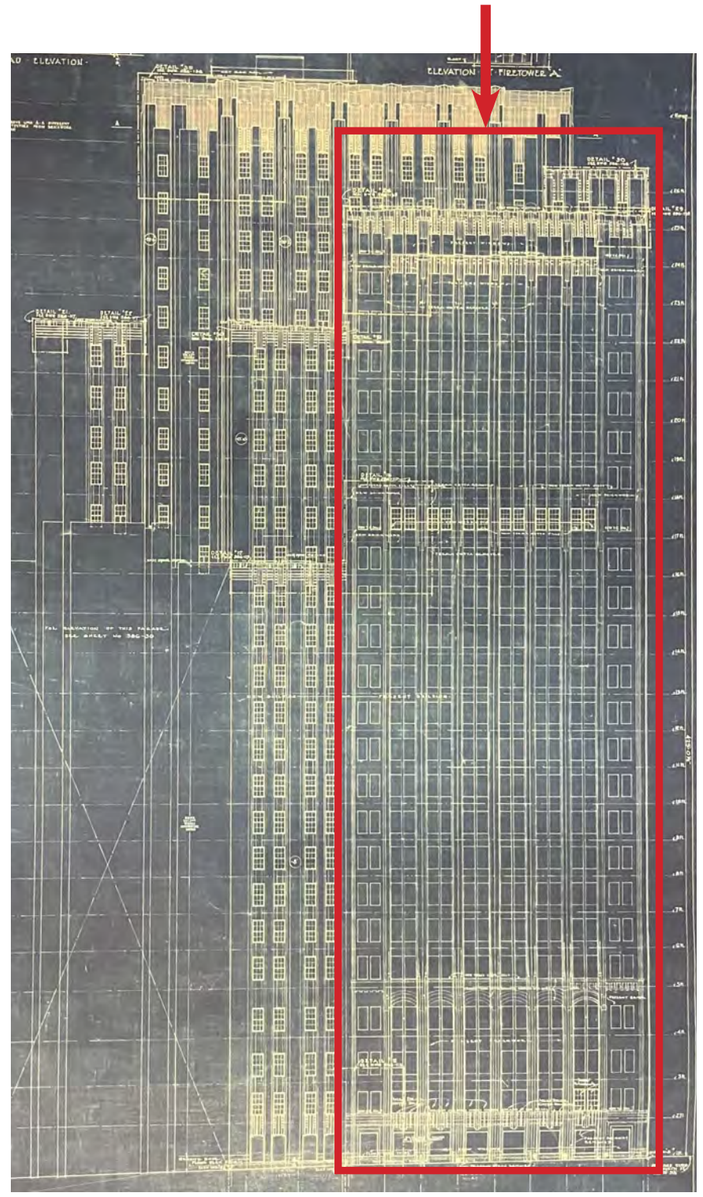



1930 BROMLEY MAP (NYPL)



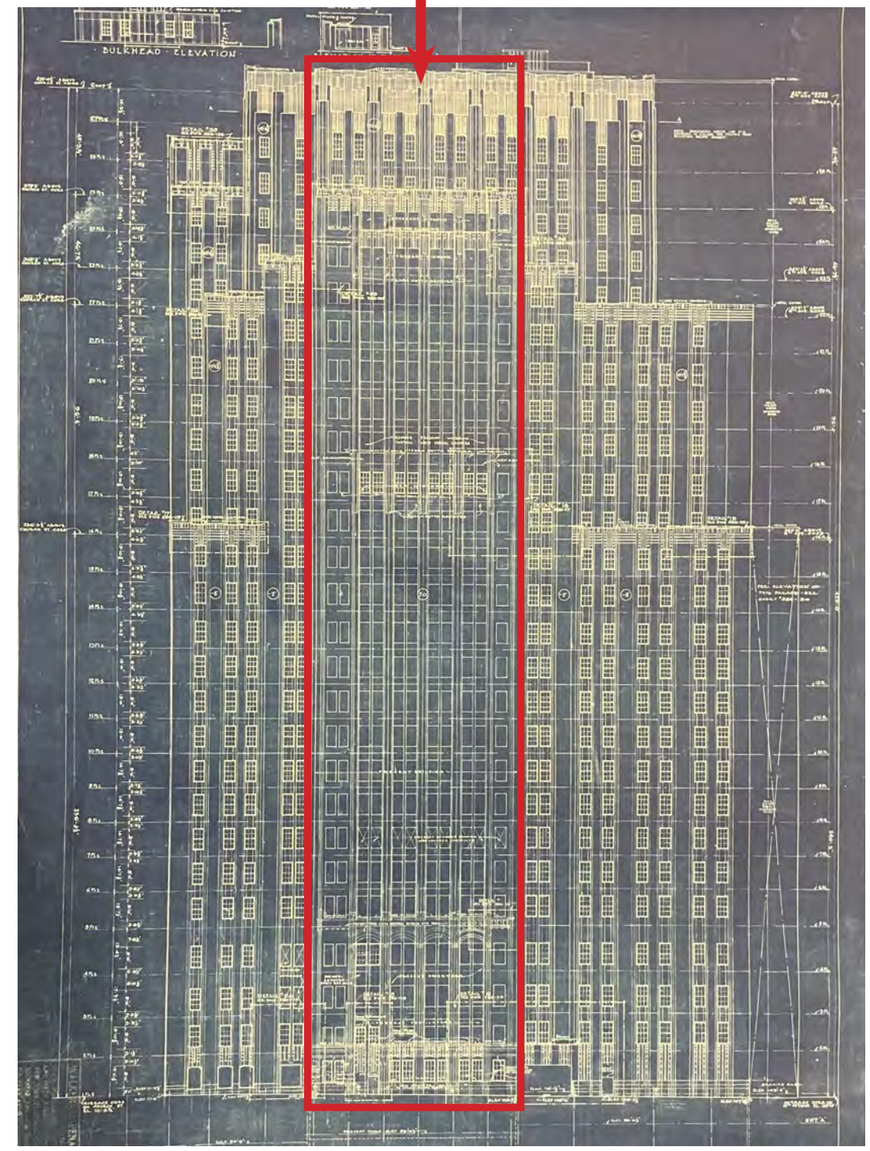

1934 BROMLEY MAP (NYPL)

SECTION BUILT WITH 1912-16 STRUCTURE



1929 WALKER STREET ELEVATION (MUNICIPAL ARCHIVES)

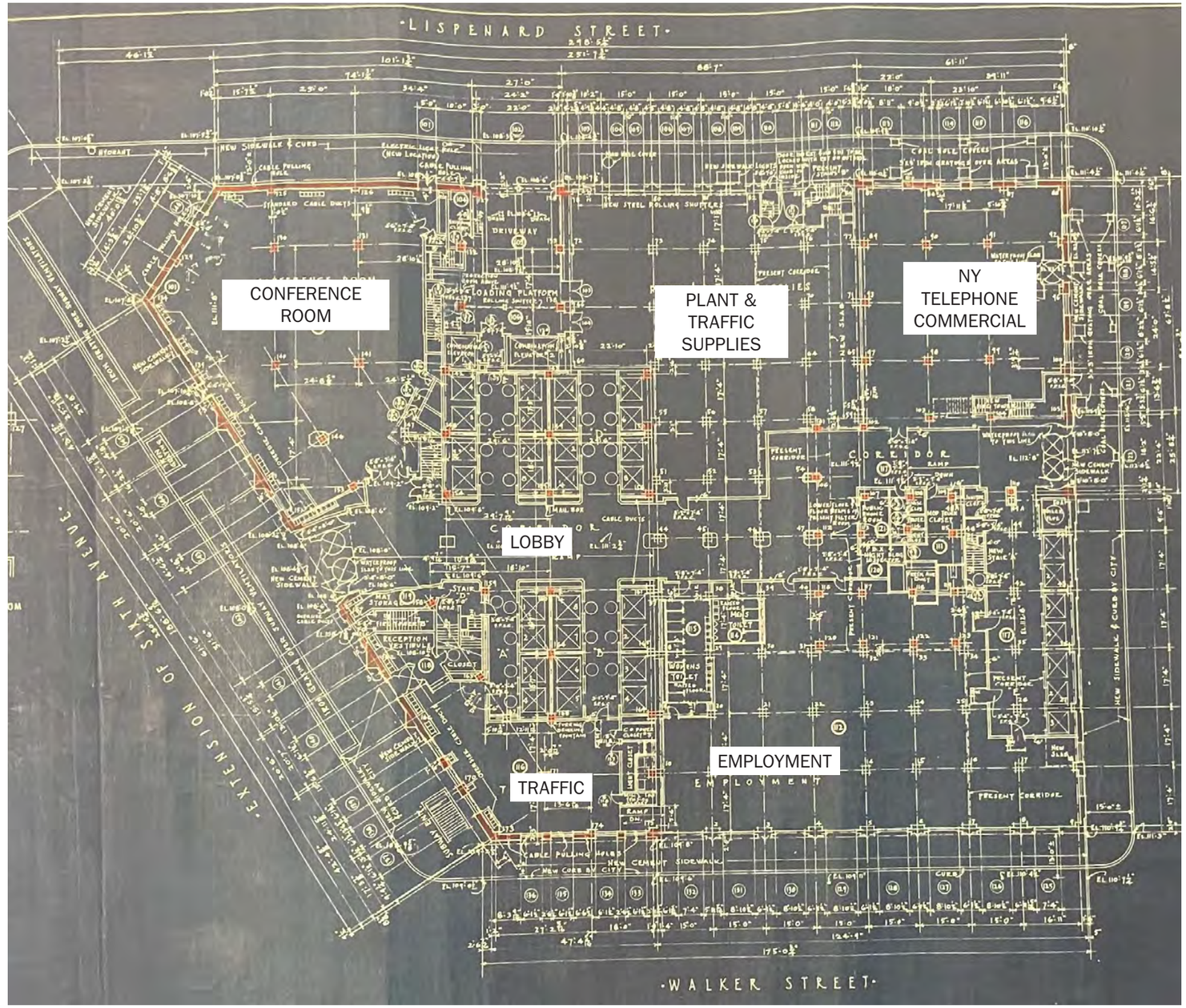
SECTION BUILT WITH 1912-16 STRUCTURE



1929 LISPENARD STREET ELEVATION (MUNICIPAL ARCHIVES)

# HISTORIC ANALYSIS

1936 OVERALL VIEW (LOC)




1929 FIRST FLOOR PLAN

# EXISTING CONDITIONS | NORTHWEST CORNER OF AVENUE OF THE AMERICAS

# EXISTING CONDITIONS | SOUTHWEST CORNER OF AVENUE OF THE AMERICAS

# EXISTING CONDITIONS | SOUTHEAST CORNER OF CHURCH STREET

# EXISTING CONDITIONS | NORTHEAST CORNER OF CHURCH STREET

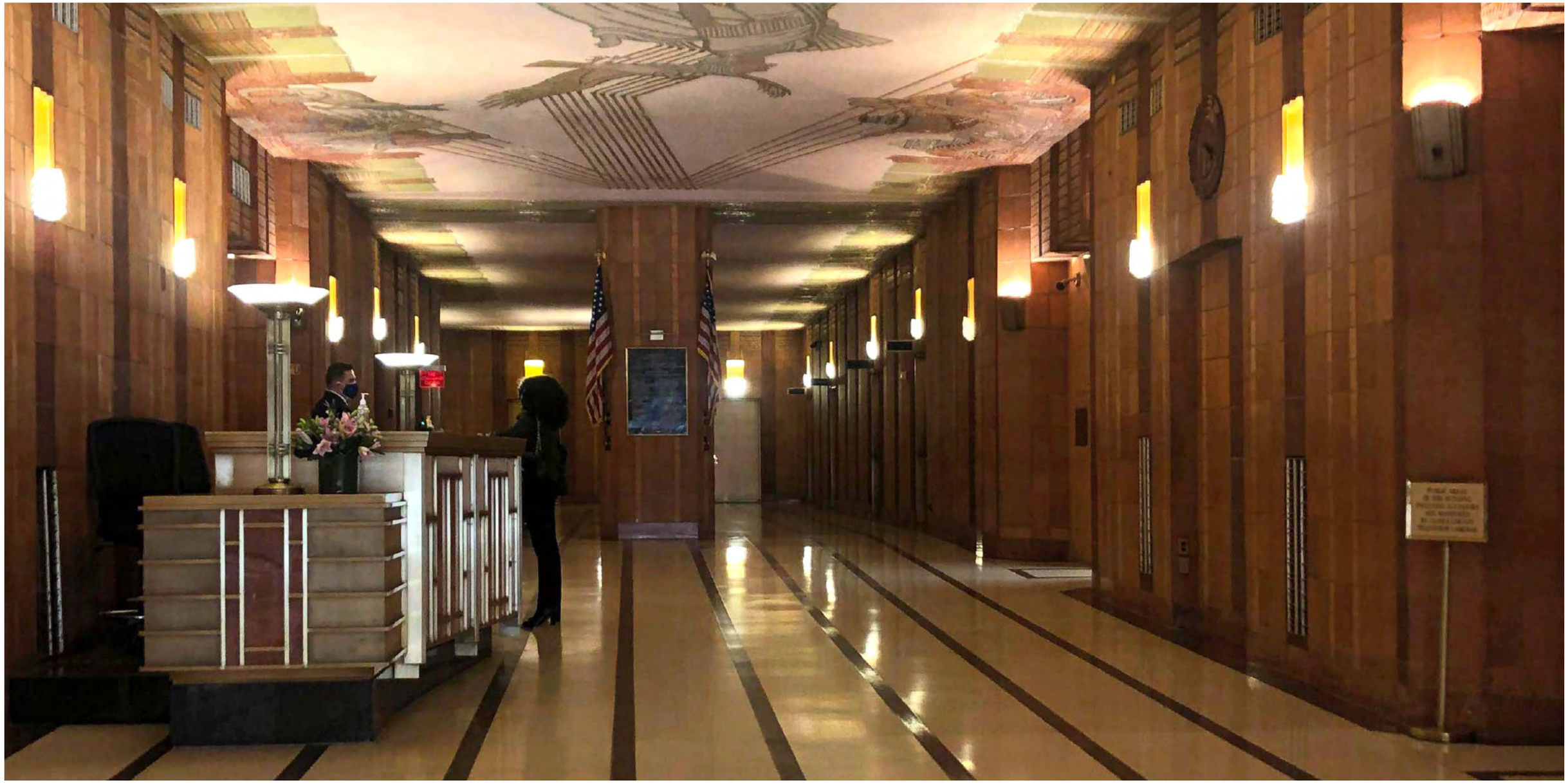
# RETAIL IDENTITY | TYPICAL EXISTING (APPROVED 2013 MP)

## 2013 STOREFRONT + SIGNAGE MASTER PLAN:

- MASTER PLAN ONLY COVERED FRONTAGE ALONG SOUTHERN HALF OF BUILDING
- NEW METAL DISPLAY WINDOWS AND DOORS WITH DECORATIVE GRILLES, AT EXISTING MASONRY OPENINGS
- SIX (6) NEW ENTRANCES CREATED AT EXISTING WINDOW LOCATIONS, REQUIRED EXPANSION OF MASONRY OPENINGS
- SIGN BANDS AT TRANSOM BAR OF EVERY DOOR AND WINDOW, INTERNALLY ILLUMINATED
- BLADE SIGNS AT BRICK PIERS, INTERNALLY ILLUMINATED
- PARTIAL AND FULL MECHANICAL LOUVER OPTIONS, SET BEHIND DECORATIVE METAL GRILLES

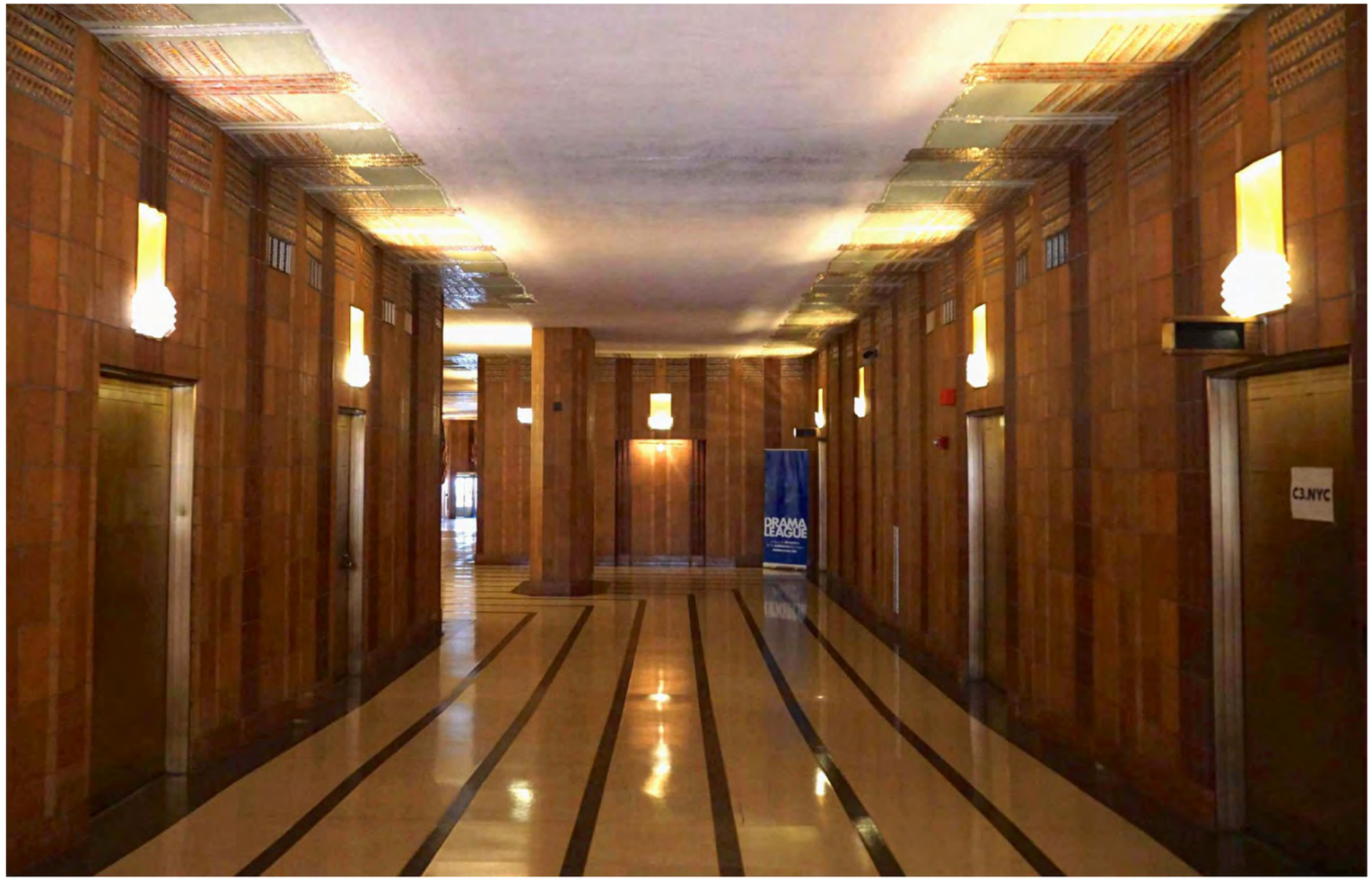
AS-BUILT STARBUCKS RETAIL FRONTAGES.

SIXTH AVENUE ENTRANCE. RIGHT: WALKER STREET FRONTAGE.



VIEW OF LOBBY, LOOKING EAST FROM SIXTH AVENUE

# EXISTING CONDITIONS | INTERIOR LOBBY




VIEW OF LOBBY, LOOKING WEST FROM CHURCH STREET

DETAIL VIEW OF DOORS AT SOUTH LOBBY WALL

# RALPH THOMAS WALKER | TELEPHONE BUILDINGS

BARCLAY VESEY, 1927 (TOP: LOC, BOTTOM: MUNICIPAL ARCHIVES)

LONG ISLAND HEADQUARTERS, 1930 (MCNY)

WESTERN UNION BUILDING, 1930 (MCNY)

# HISTORIC RESPONSES TO THE STREET GRID

FLATIRON BUILDING, 1902 (LIBRARY OF CONGRESS)

FLATIRON BUILDING, 1902

WESTERN UNION BUILDING, 1930

WESTERN UNION BUILDING, 1930

# LPC APPROVAL CONTEXT | ADAPTIVE RE-USE

ONE CHASE MANHATTAN PLAZA (LPC APPROVAL 2015)

980 MADISON AVENUE (LPC APPROVAL C.1984)

STARRETT-LEHIGH BUILDING, 601 WEST 26TH STREET (LPC APPROVAL 2018/2022)

REISS BUILDING, ST. VINCENT'S HOSPITAL, 134-146 WEST 12TH STREET (LPC APPROVAL 2012)

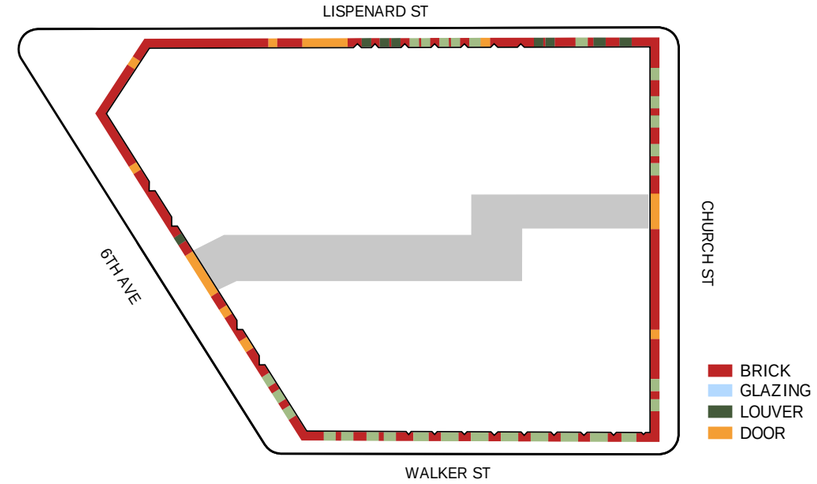
# DESIGN

# SIDEWALK ANALYSIS

## OBSTRUCTIONS

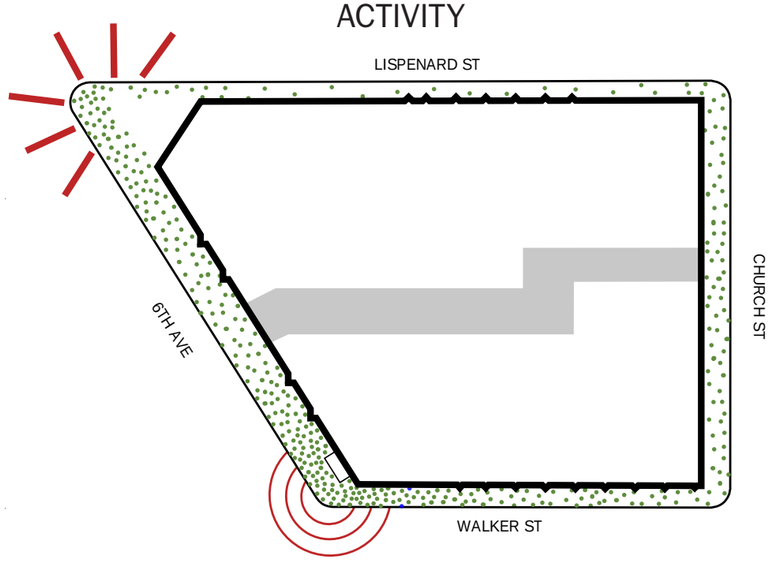
- 75% FRONTAGE HAS VAULTS & GRATING

## SOLID WALL



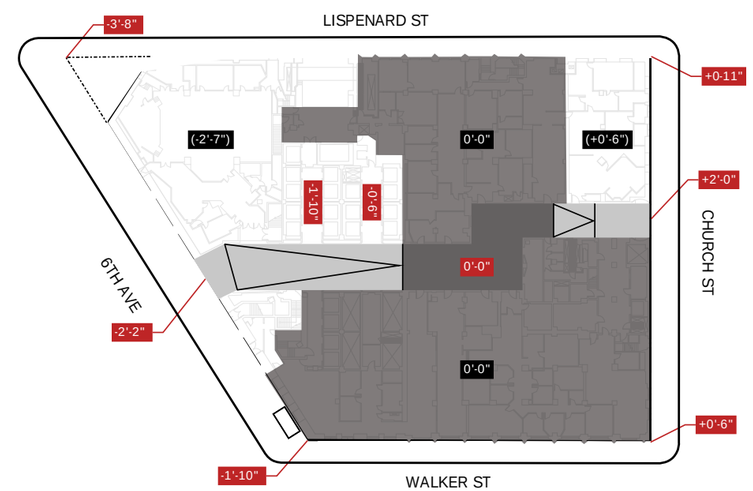

- 82% SOLID

## ACTIVITY




- 6TH AVENUE GRAVITY

## LEVEL CHANGES

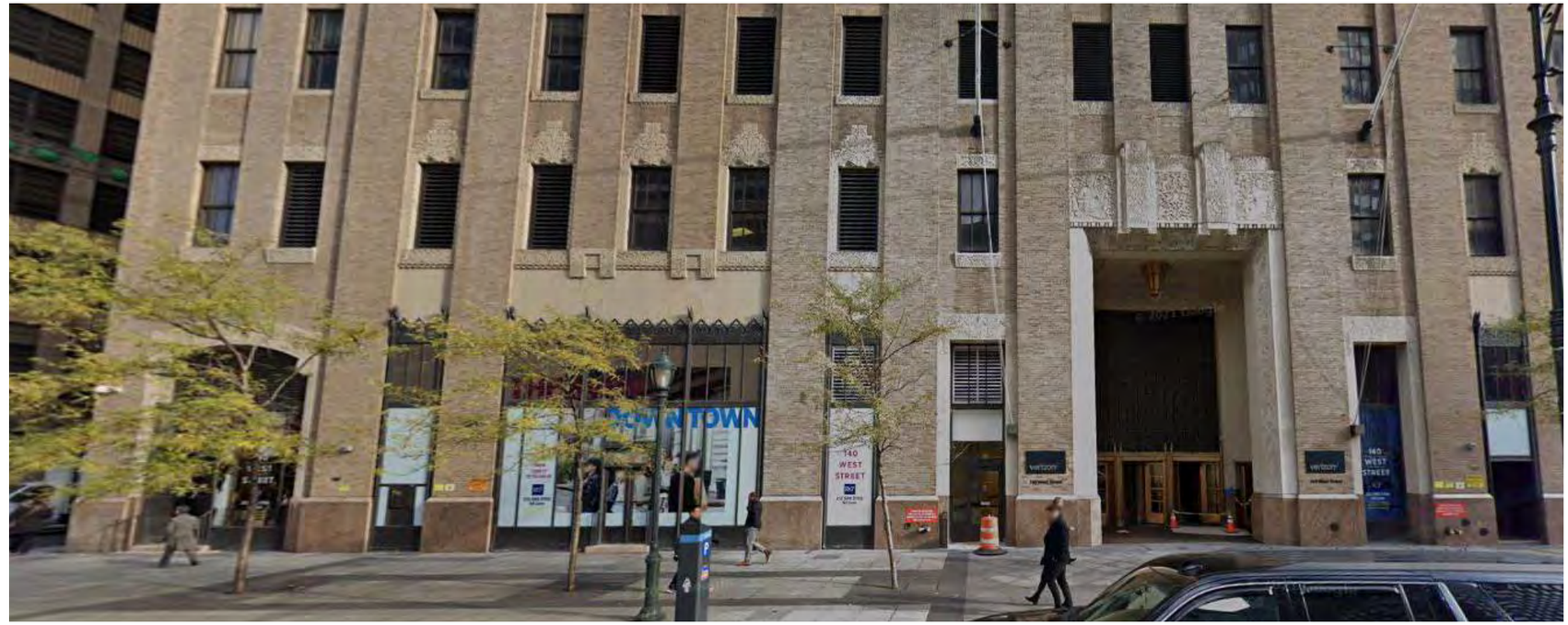



- 4'-2" GRADE CHANGE ACROSS SITE

GROUND FLOOR IS
82% SOLID

# BUILDING RHYTHM

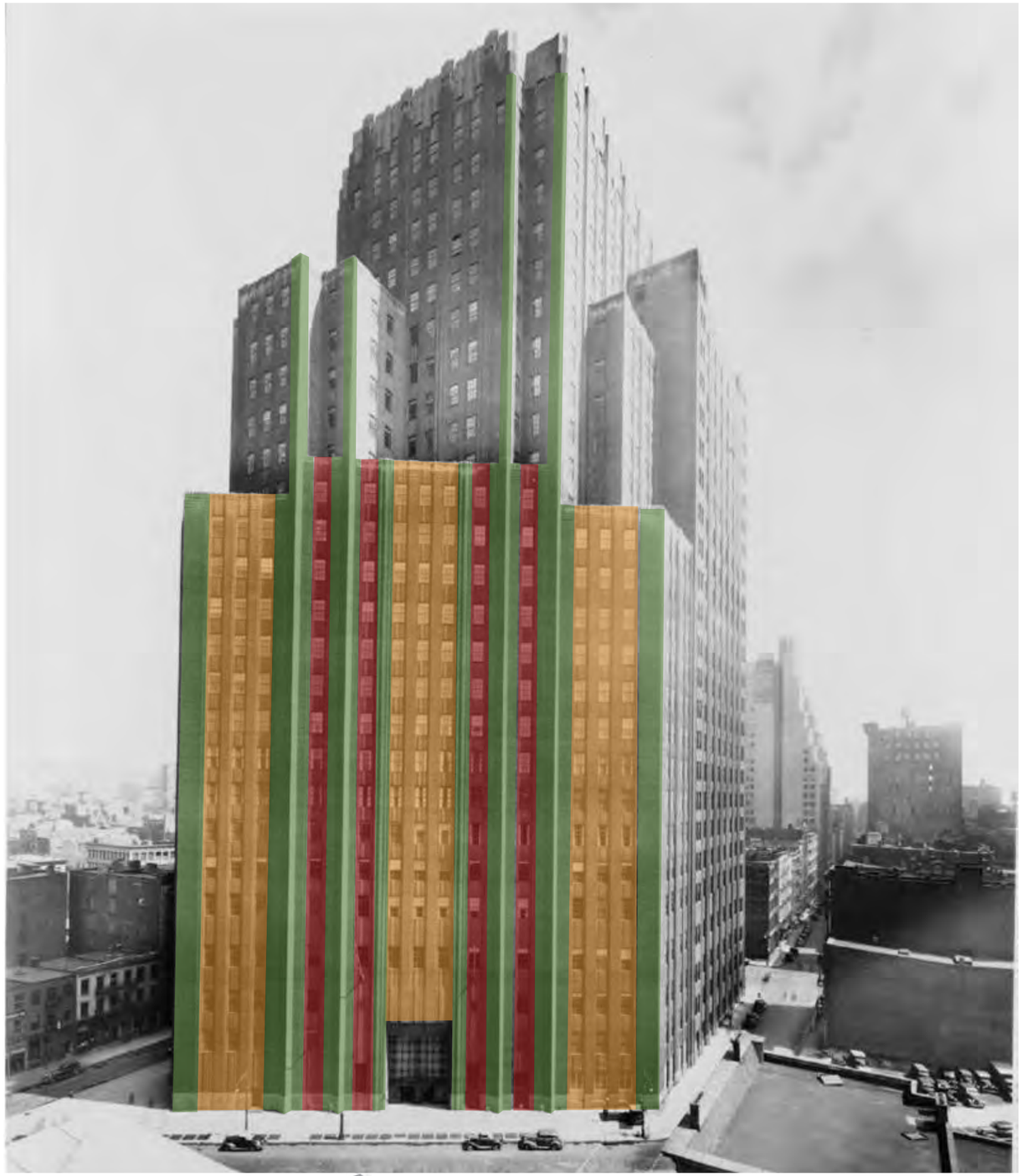
32 AVENUE OF THE AMERICAS - WALKER ST



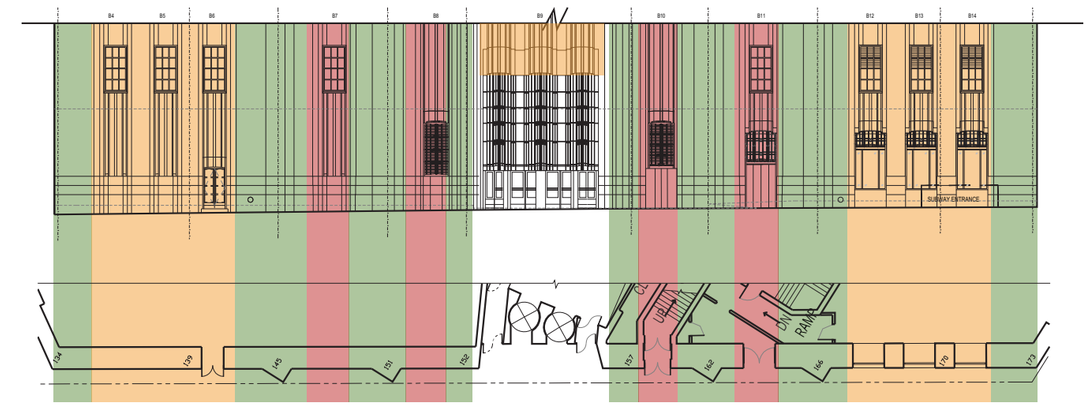

BARCLAY VESEY BUILDING - NY9A

60 HUDSON STREET - W BROADWAY

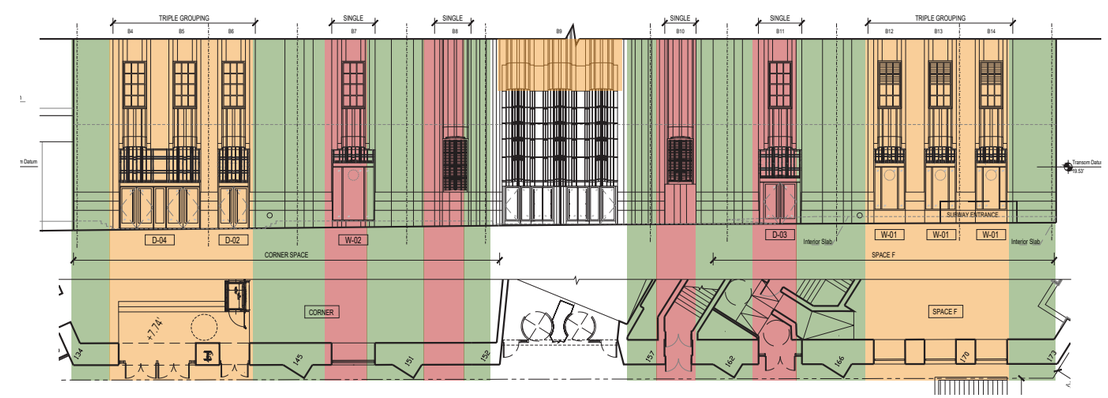
# BUILDING RHYTHM



## EXISTING




## PROPOSED

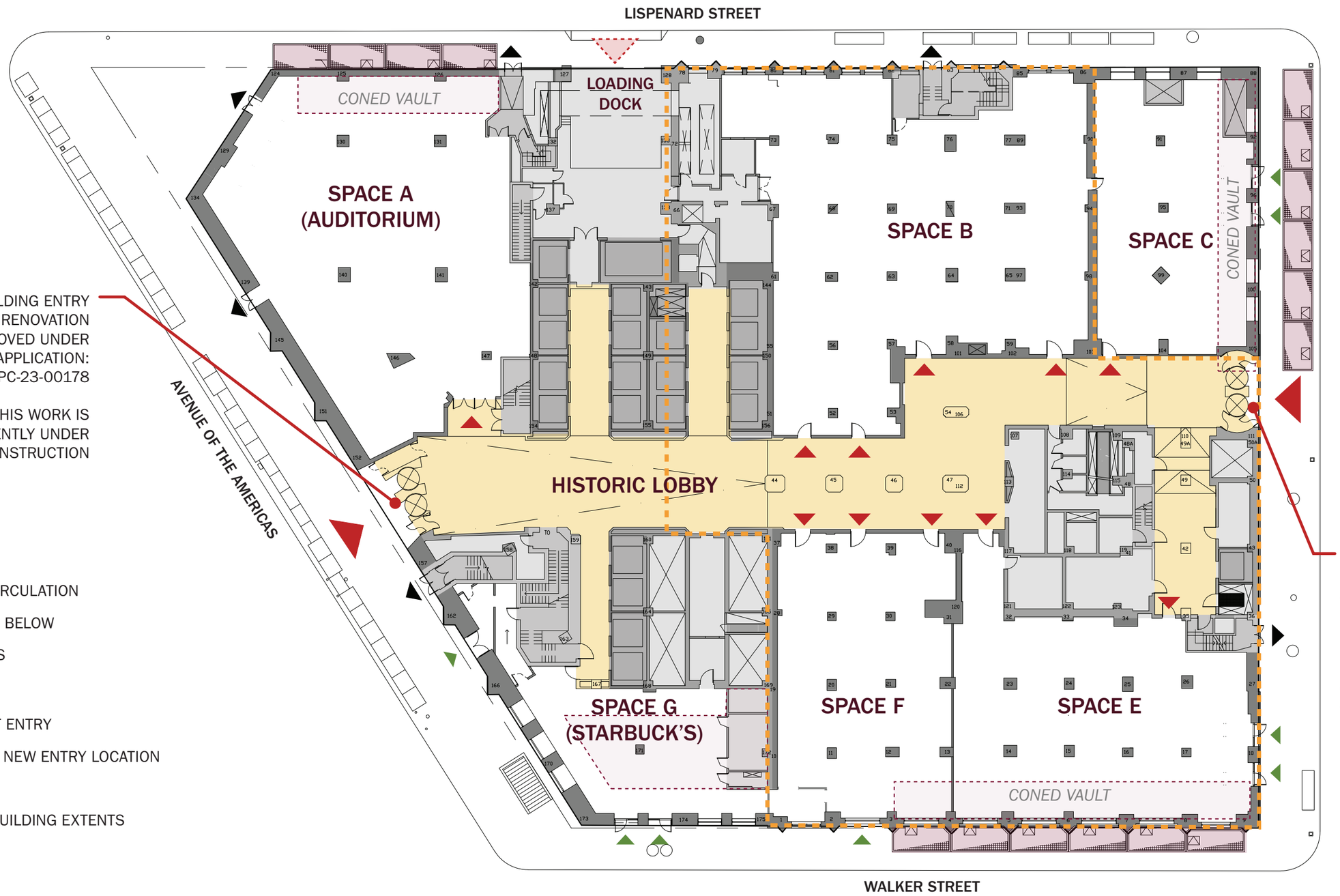



SOLID VERTICAL PIER

SINGLE GROUPING

TRIPLE GROUPING

# 1ST FLOOR PLAN | EXISTING




BUILDING ENTRY RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178

THIS WORK IS CURRENTLY UNDER CONSTRUCTION

BUILDING ENTRY RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178

THIS WORK IS CURRENTLY UNDER CONSTRUCTION

## LEGEND

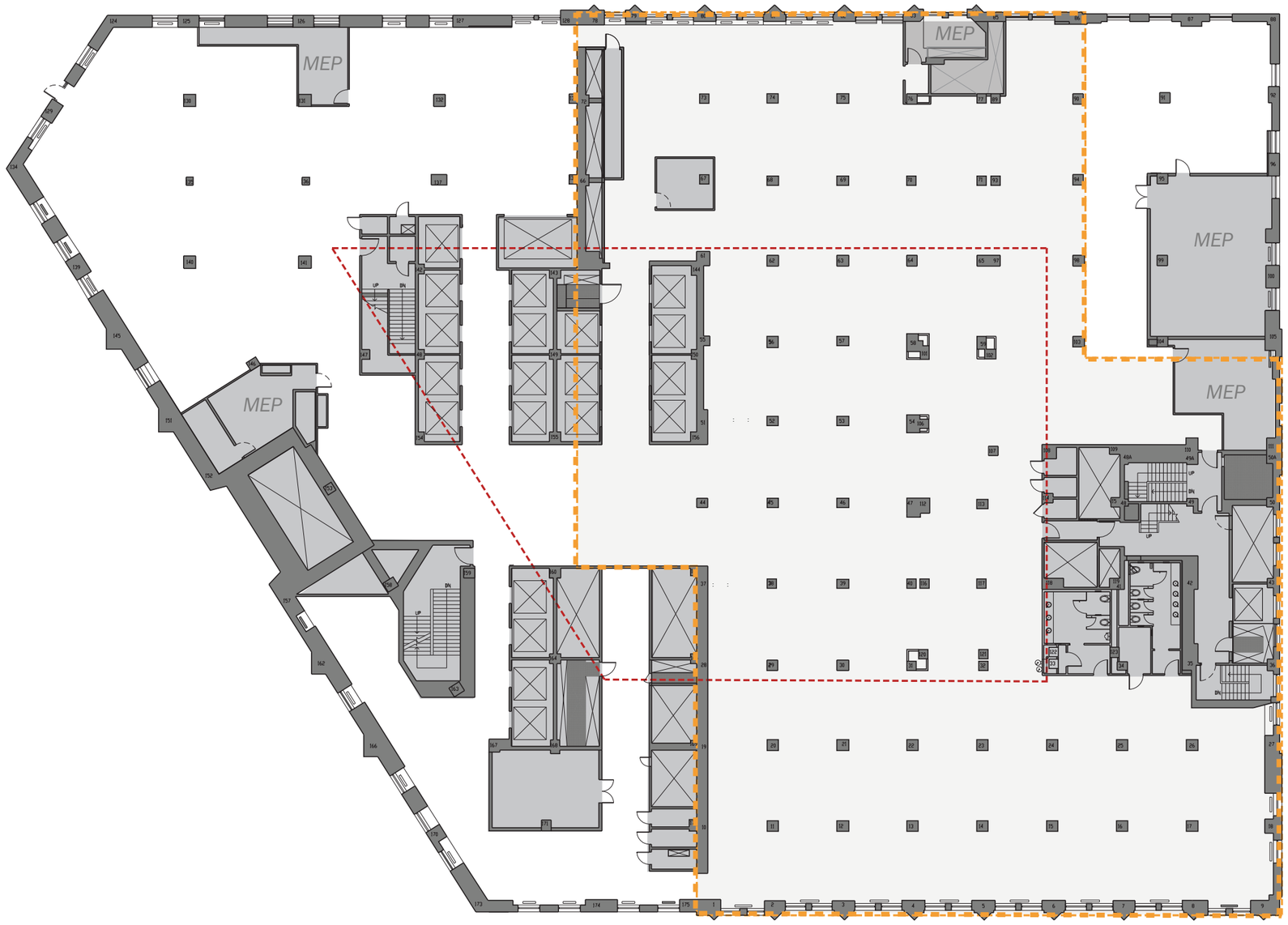
- HISTORIC LOBBY
- BOH/VERTICAL CIRCULATION
- BUILDING VAULTS BELOW
- SIDEWALK VAULTS
- MAIN ENTRY
- INTERIOR TENANT ENTRY
- PRIOR APPROVED NEW ENTRY LOCATION
- EGRESS
- ORIGINAL 1912 BUILDING EXTENTS

# 1ST FLOOR PLAN | PROPOSED

## LEGEND

- MAIN CORRIDOR
- BOH/VERTICAL CIRCULATION
- BUILDING VAULTS BELOW
- SIDEWALK VAULTS
- DROPPED SLAB FOR AT-GRADE ENTRY
- MAIN ENTRY
- INTERIOR TENANT ENTRY
- PRIOR APPROVED NEW ENTRY LOCATION
- EGRESS
- PROPOSED NEW ENTRY LOCATION
- PROPOSED PROSPECTIVE TENANT DEMISING SCHEME

# 2ND FLOOR PLAN | EXISTING (SHOWING 2013 APPROVED NEW ENTRIES)




## LEGEND

- BOH/VERTICAL CIRCULATION
- ORIGINAL 1912 BUILDING EXTENTS
- 50' INTERIOR SETBACK RANGE

# 2ND FLOOR PLAN | PROPOSED

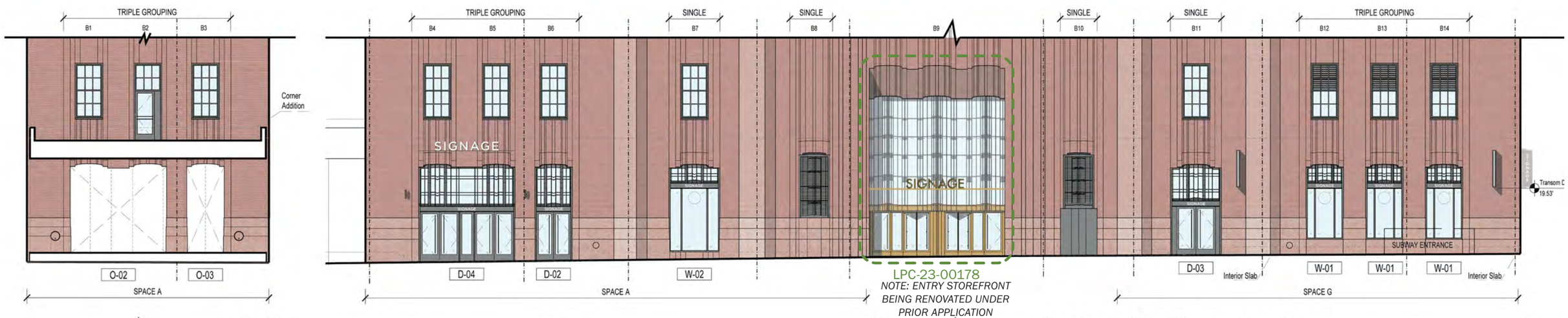
## LEGEND

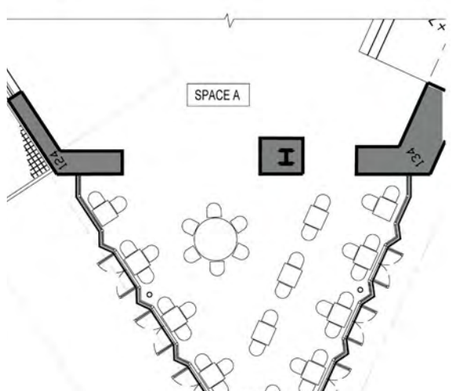
- BOH/VERTICAL CIRCULATION
- ORIGINAL 1912 BUILDING EXTENTS
- 50' INTERIOR SETBACK RANGE
- SCHEMATIC MAIN CORRIDOR
- PROPOSED PROSPECTIVE TENANT DEMISING SCHEME

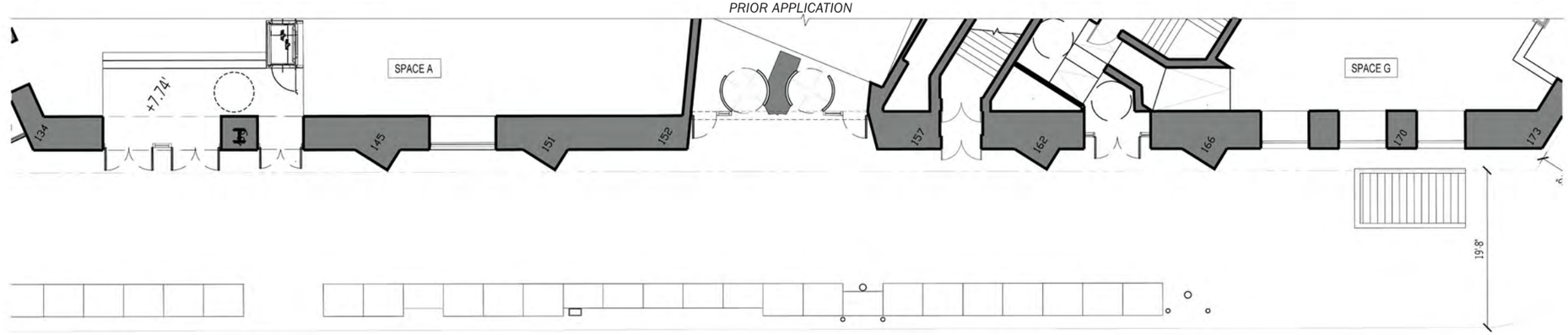
# OVERALL ELEVATIONS | AVENUE OF THE AMERICAS

## 2013 LPC APPROVED

## PROPOSED



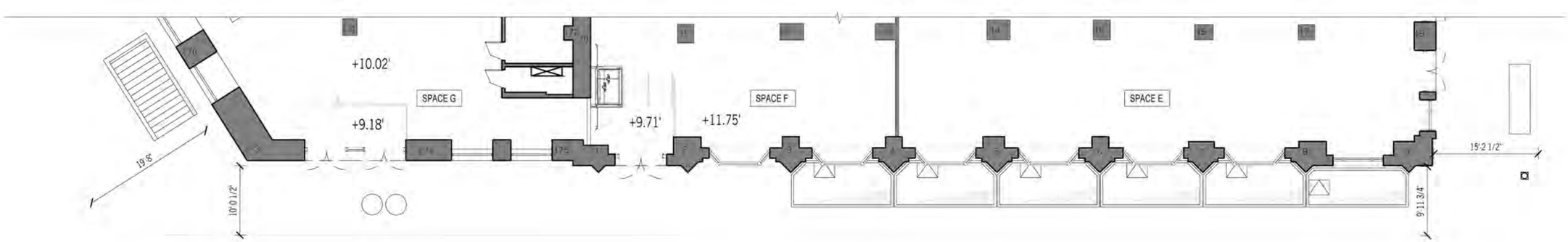
# RENDERING | CORNER - AVENUE OF THE AMERICAS + LISPENARD

# RENDERING | AVENUE OF THE AMERICAS

# OVERALL ELEVATIONS | WALKER ST

## 2013 LPC APPROVED

## PROPOSED

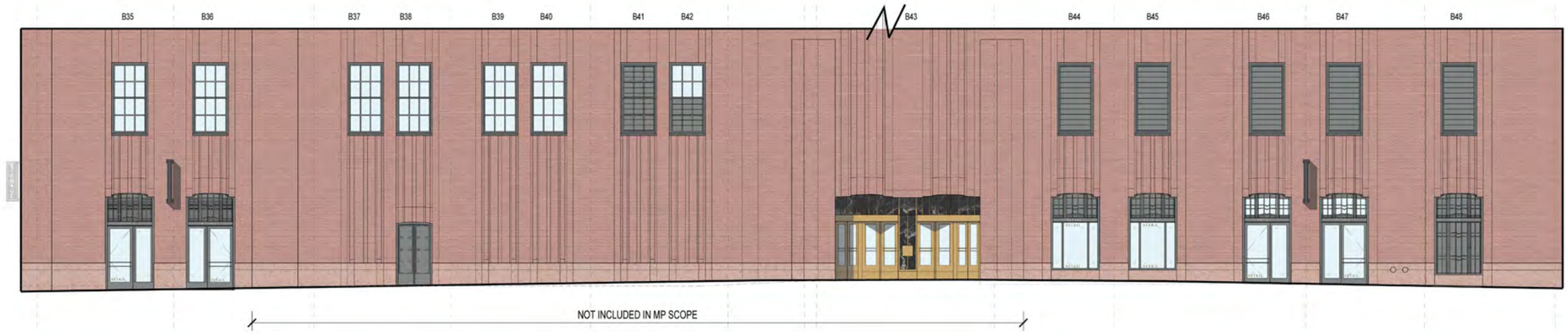


# RENDERING | CORNER - AVENUE OF THE AMERICAS + WALKER ST

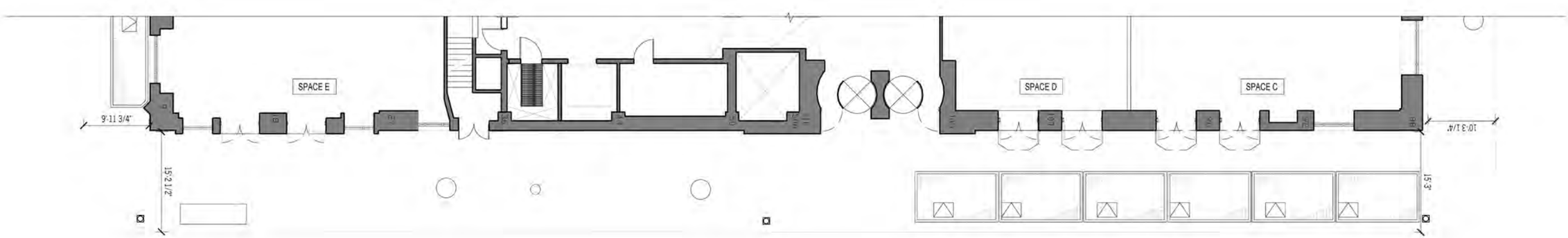
SIGNAGE
SIGNAGE
SIGNAGE

# OVERALL ELEVATIONS | CHURCH ST

## 2013 LPC APPROVED

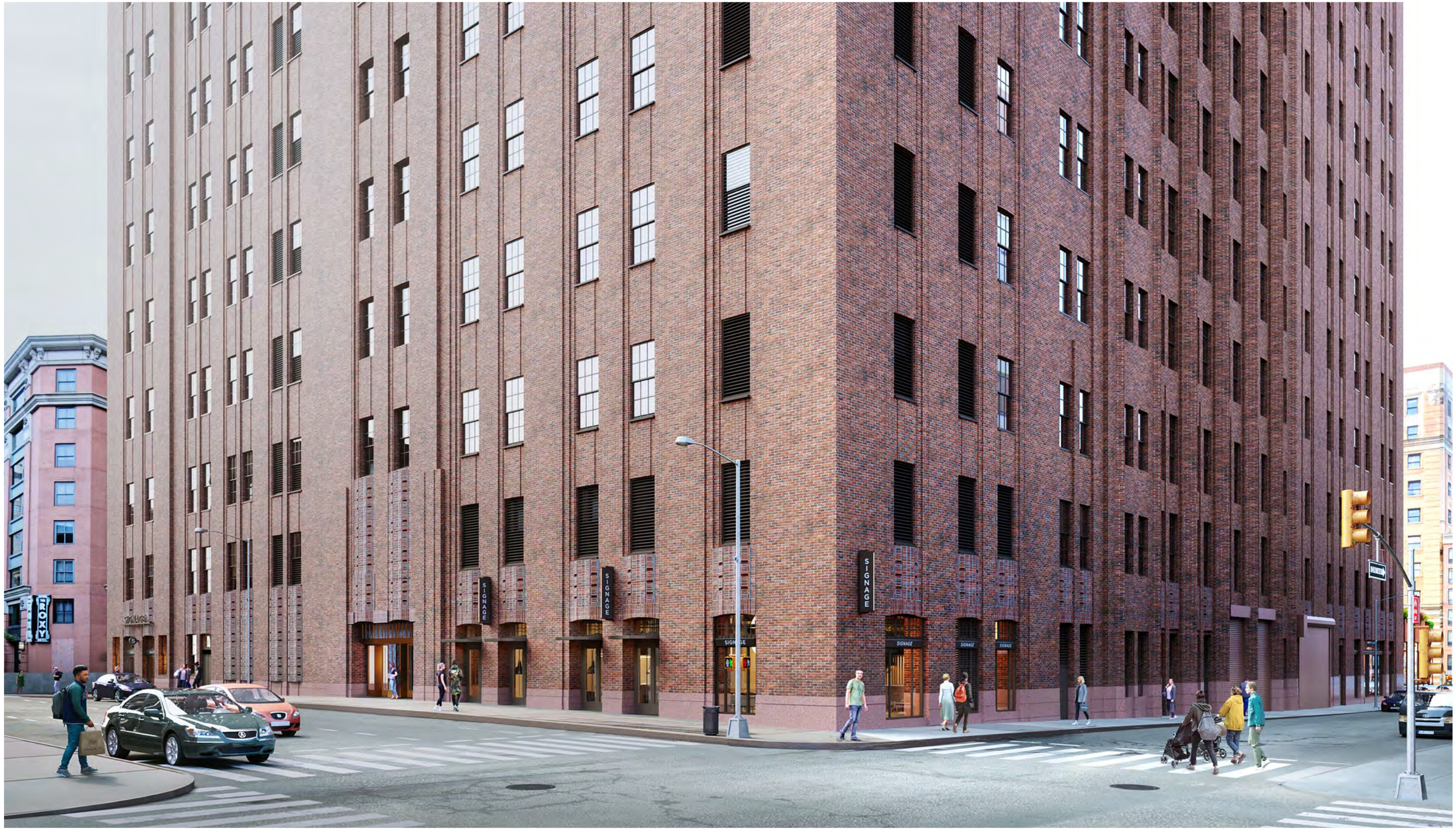



## PROPOSED



# RENDERING | CORNER OF CHURCH ST + WALKER ST

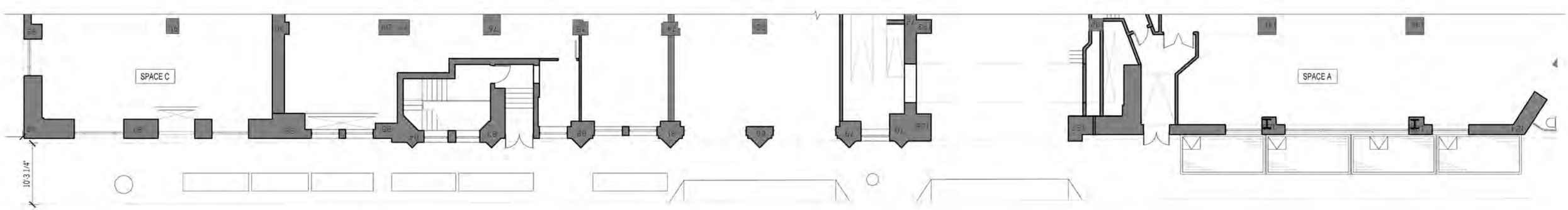
# RENDERING | CORNER - CHURCH ST + LISPENARD ST



# OVERALL ELEVATIONS | LISPENARD ST

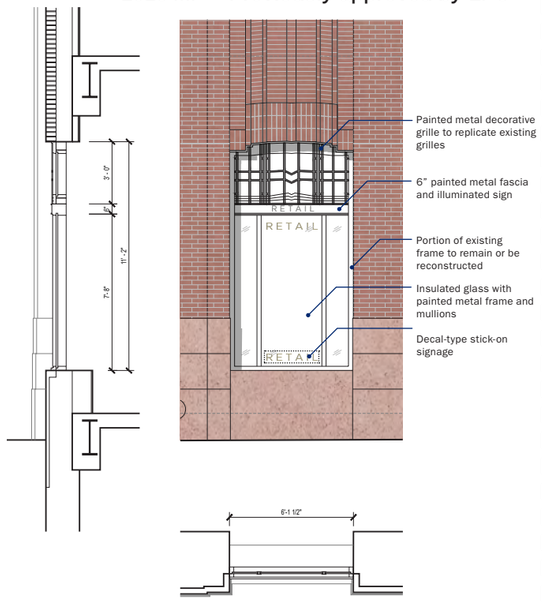
## 2013 LPC APPROVED

## PROPOSED



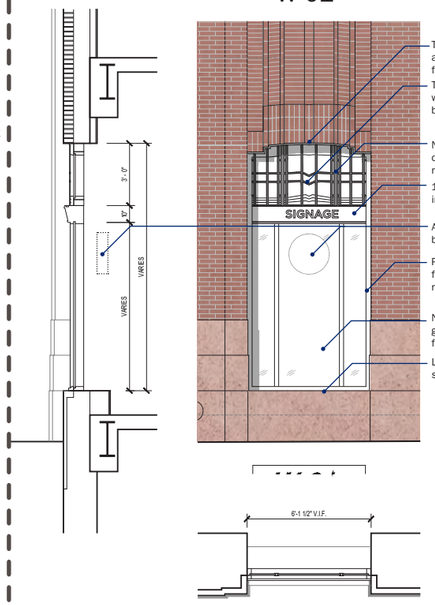
# TYPOLOGIES | WINDOWS

## 2013 MP - Previously approved by LPC



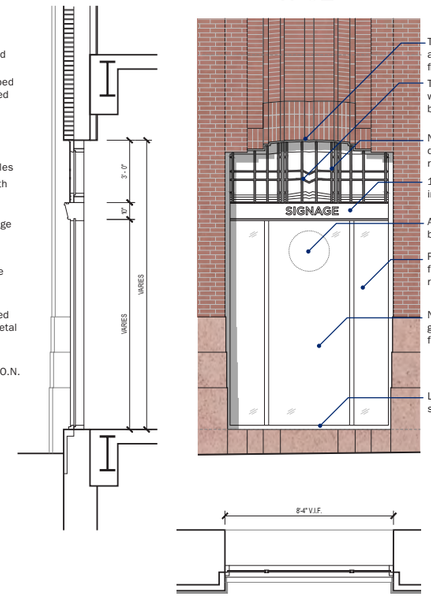

- Painted metal decorative grille to replicate existing grilles
- 6" painted metal fascia and illuminated sign
- Portion of existing frame to remain or be reconstructed
- Insulated glass with painted metal frame and mullions
- Decal-type stick-on signage

## W-01



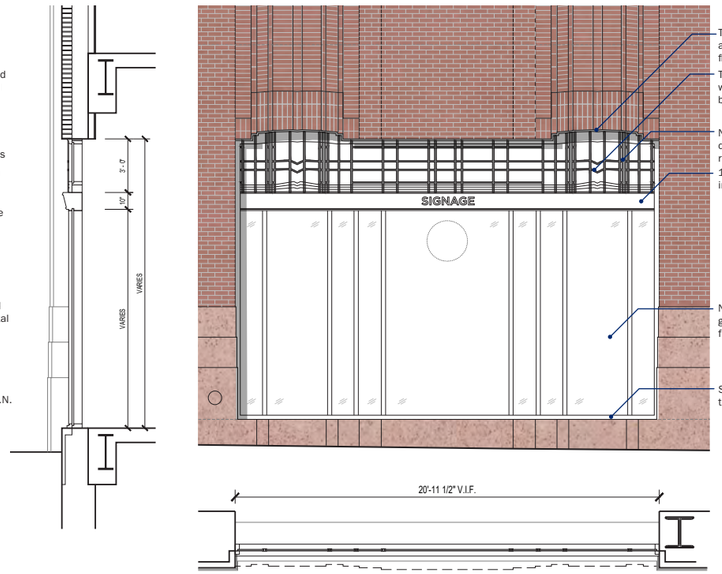

- T.O. Transom lintel aligned across ground floor elevation
- Transom to be swapped with louver as required by tenant for MEP
- New painted metal decorative grille to replicate existing grilles
- 10" signage band with integrated lighting
- Area for tenant signage behind glass
- Portion of existing frame to remain or be reconstructed
- New window: Insulated glass with painted metal frame and mullions
- Lower sill to existing stone base datum U.O.N.

## W-02



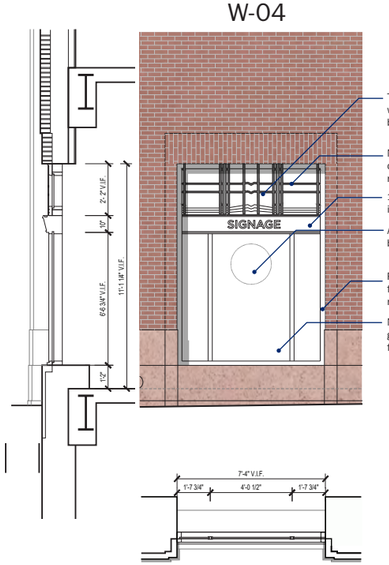

- T.O. Transom lintel aligned across ground floor elevation
- Transom to be swapped with louver as required by tenant for MEP
- New painted metal decorative grille to replicate existing grilles
- 10" signage band with integrated lighting
- Area for tenant signage behind glass
- Portion of existing frame to remain or be reconstructed
- New window: Insulated glass with painted metal frame and mullions
- Lower sill to existing stone base datum U.O.N.

## W-03



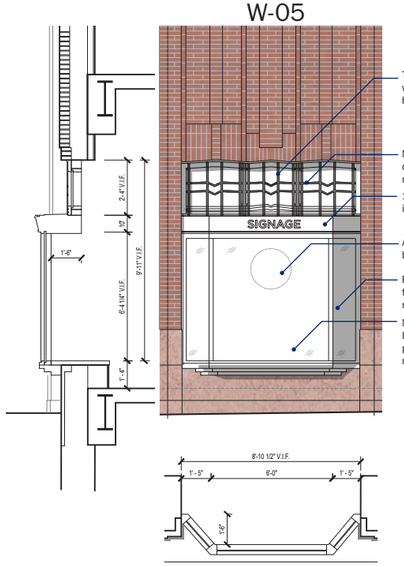

- T.O. Transom lintel aligned across ground floor elevation
- Transom to be swapped with louver as required by tenant for MEP
- New painted metal decorative grille to replicate existing grilles
- 10" signage band with integrated lighting
- New window: Insulated glass with painted metal frame and mullions
- Sill height aligned with top of slab

## W-04



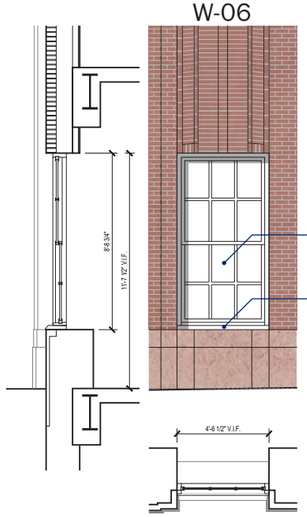

- Transom to be swapped with louver as required by tenant for MEP
- New painted metal decorative grille to replicate existing grilles
- 10" signage band with integrated lighting
- Area for tenant signage behind glass
- Portion of existing frame to remain or be reconstructed
- New window: Insulated glass with painted metal frame and mullions

## W-05



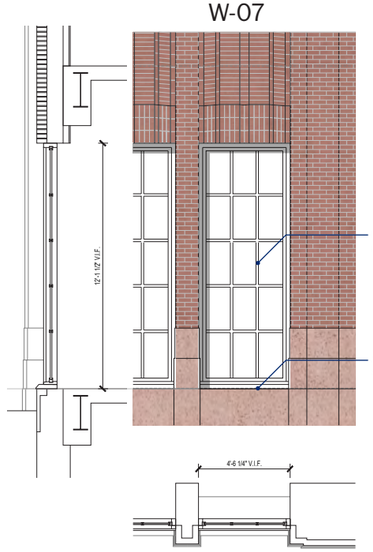

- Transom to be swapped with louver as required by tenant for MEP
- New painted metal decorative grille to replicate existing grilles
- 10" signage band with integrated lighting
- Area for tenant signage behind glass
- Portion of existing frame to remain or be reconstructed
- New bay window: Insulated glass with painted metal frame and mullions

## W-06




- New operable window: Insulated glass with painted metal frame and mullions
- Sill height to existing stone base datum U.O.N.

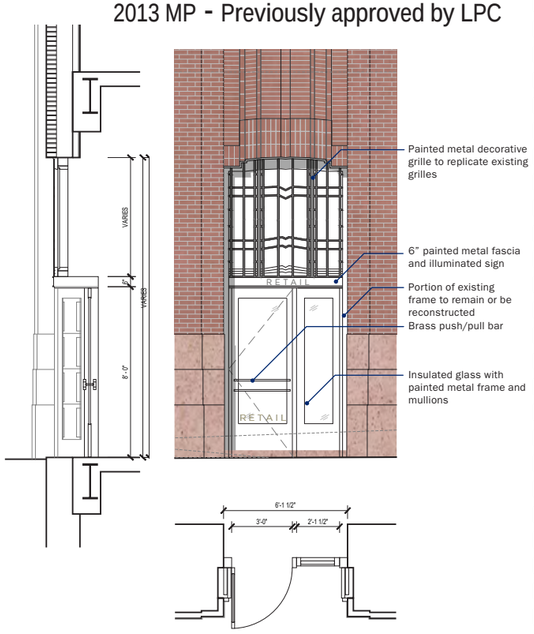
## W-07




- New fix window: Insulated glass with painted metal frame and mullions
- Align B.O. Sill to T.O. Stepped stone base

# TYPOLOGIES | EXTERIOR DOORS

## 2013 MP - Previously approved by LPC




Painted metal decorative grille to replicate existing grilles

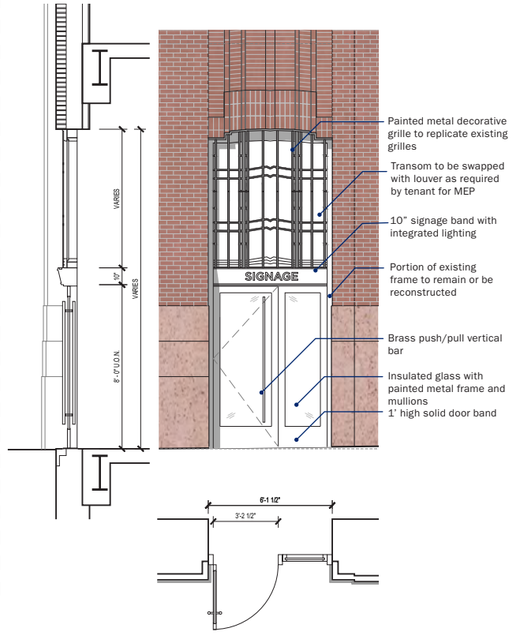
6" painted metal fascia and illuminated sign

Portion of existing frame to remain or be reconstructed

Brass push/pull bar

Insulated glass with painted metal frame and mullions

## D-01




Painted metal decorative grille to replicate existing grilles

Transom to be swapped with louver as required by tenant for MEP

10" signage band with integrated lighting

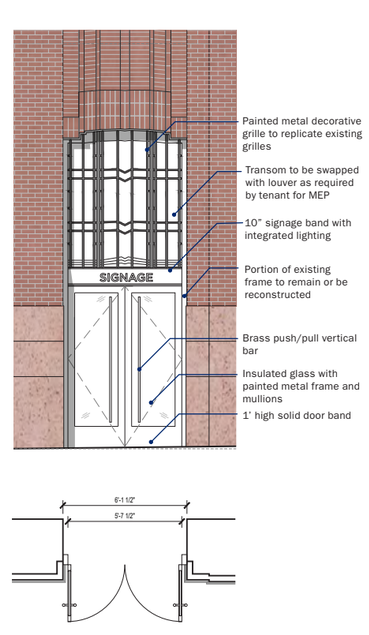
Portion of existing frame to remain or be reconstructed

Brass push/pull vertical bar

Insulated glass with painted metal frame and mullions

1' high solid door band

## D-02




Painted metal decorative grille to replicate existing grilles

Transom to be swapped with louver as required by tenant for MEP

10" signage band with integrated lighting

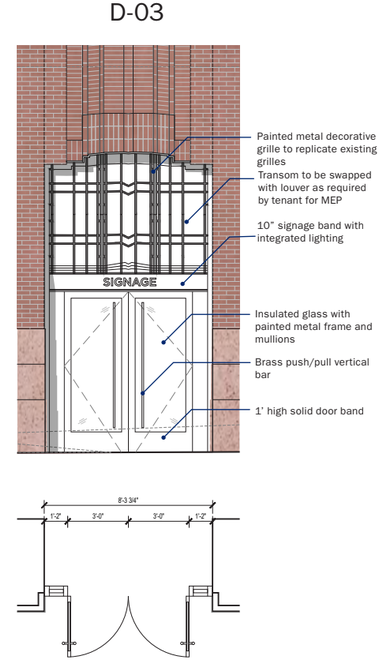
Portion of existing frame to remain or be reconstructed

Brass push/pull vertical bar

Insulated glass with painted metal frame and mullions

1' high solid door band

## D-03




Painted metal decorative grille to replicate existing grilles

Transom to be swapped with louver as required by tenant for MEP

10" signage band with integrated lighting

Insulated glass with painted metal frame and mullions

Brass push/pull vertical bar

1' high solid door band

## D-04

Painted metal decorative grille to replicate existing grilles

Transom to be swapped with louver as required by tenant for MEP

10" signage band with integrated lighting

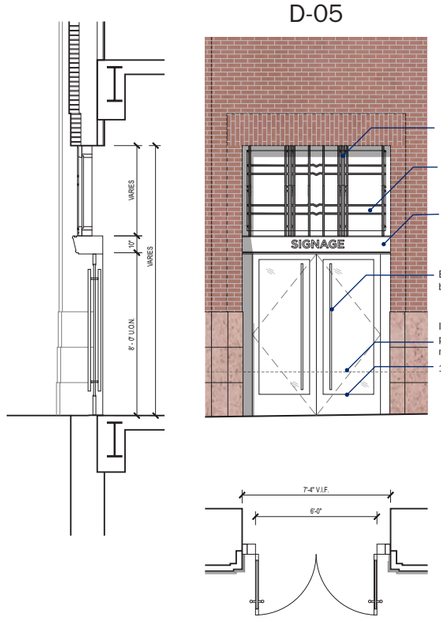
Brass push/pull vertical bar

Insulated glass with painted metal frame and mullions

1'-2" wide side lite

1' high solid door band

## D-05




Painted metal decorative grille to replicate existing grilles

Transom to be swapped with louver as required by tenant for MEP

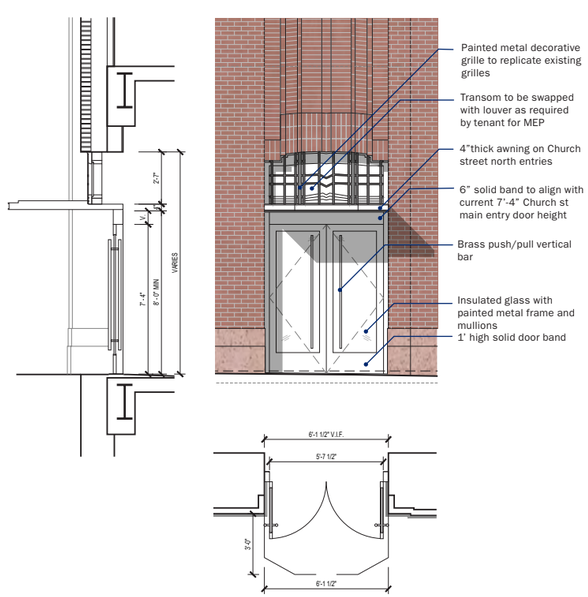
10" signage band with integrated lighting

Brass push/pull vertical bar

Insulated glass with painted metal frame and mullions

1' high solid door band

## D-06




Painted metal decorative grille to replicate existing grilles

Transom to be swapped with louver as required by tenant for MEP

4"thick awning on Church street north entries

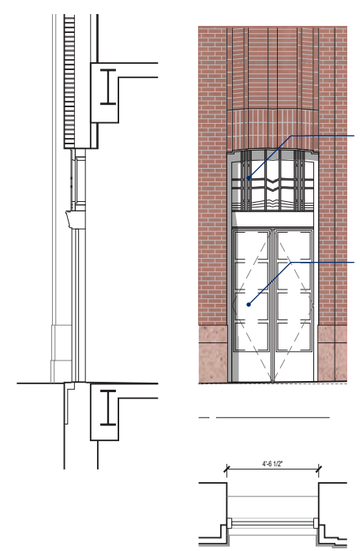
6" solid band to align with current 7'-4" Church st main entry door height

Brass push/pull vertical bar

Insulated glass with painted metal frame and mullions

1' high solid door band

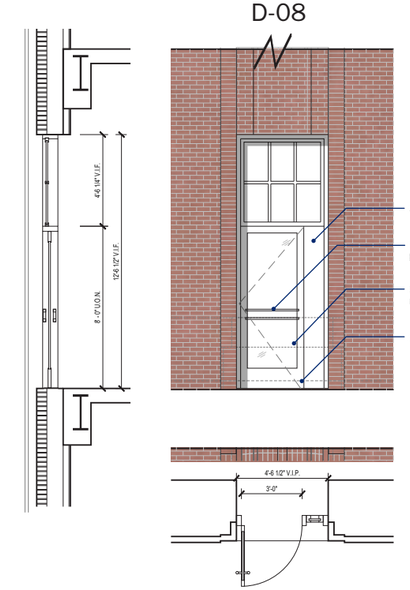
## D-07




Painted metal decorative grille to replicate existing grilles

Existing door to remain

## D-08




Side Lite

Brass push/pull vertical bar

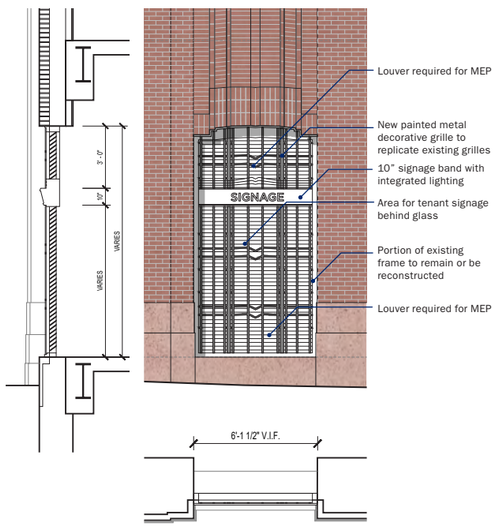
Insulated glass with painted metal frame and mullions

1' high solid door band

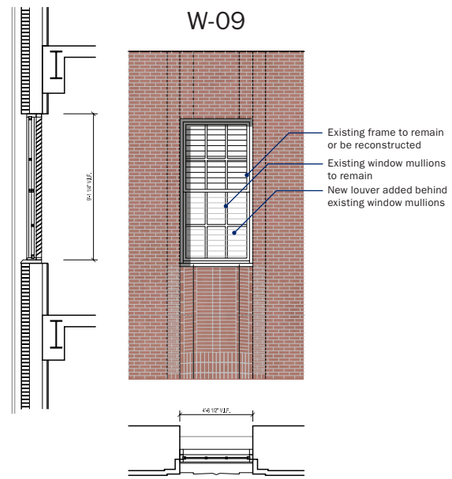
# TYPOLOGIES | OPENINGS AND LOUVERS

W-09/W-10 INSTALLED ON 2ND FLOOR AS REQ'D BY MEP. IF MULTIPLE LOUVERS REQ'D THEY WILL BE GROUPED

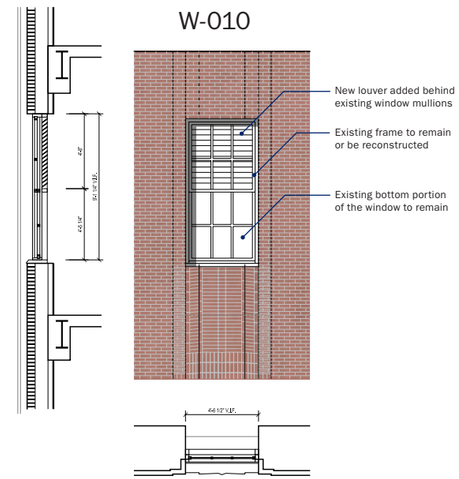
## W-08



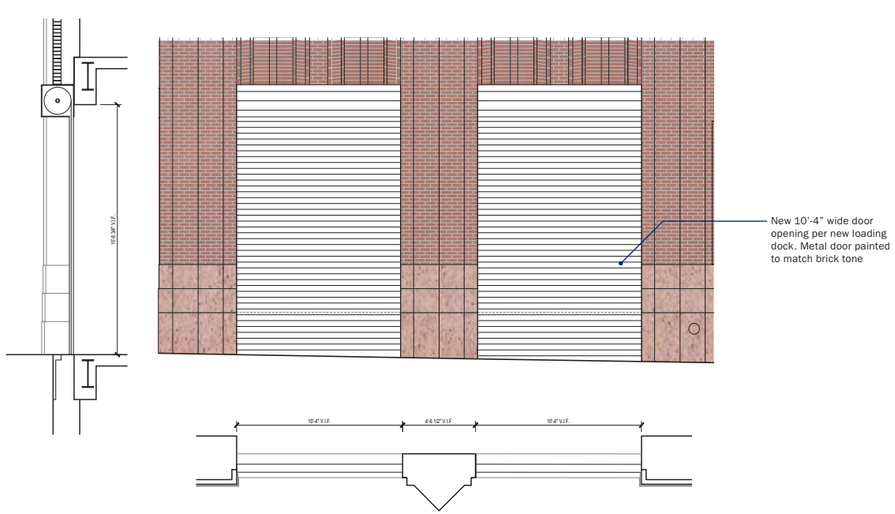

## W-09



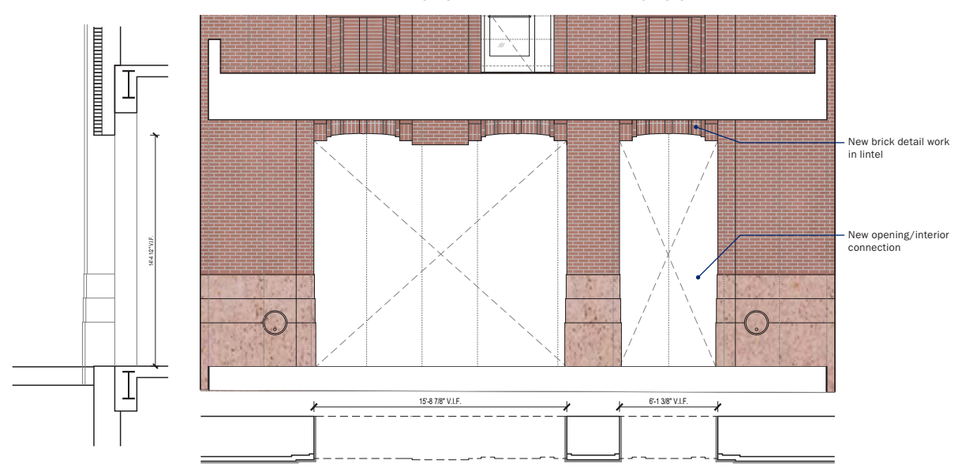

## W-010




## O-01

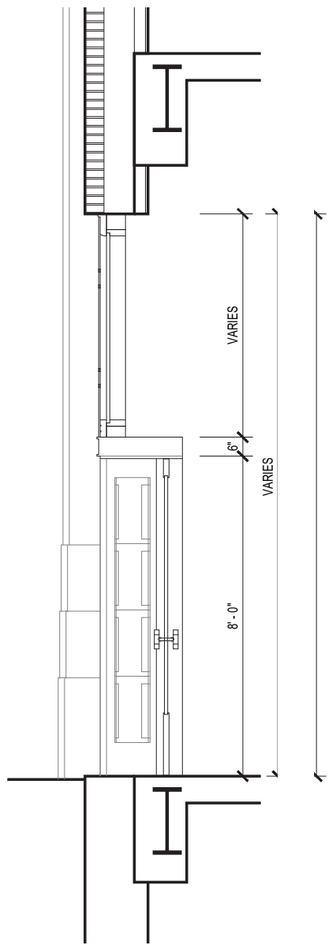



## O-02 O-03

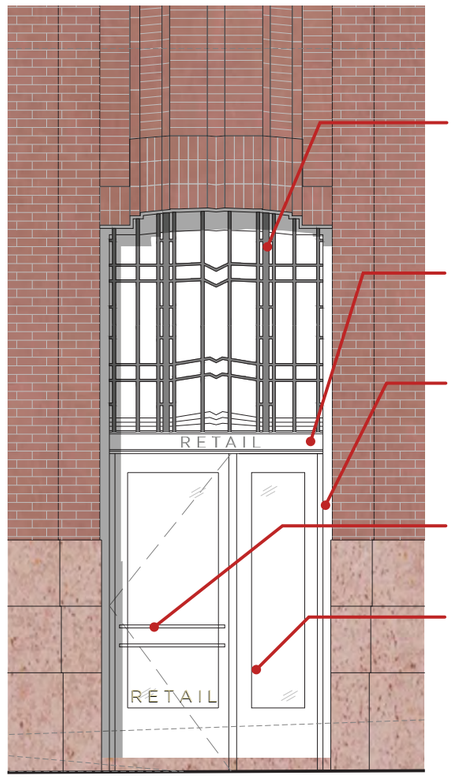


# PRIOR APPROVAL TYPOLOGIES | 2013 APPROVED TYPICAL WINDOW + DOOR

## TYPICAL DOOR




SECTION




PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES

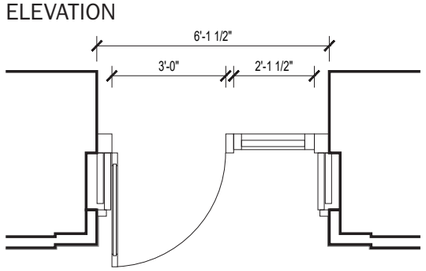
6" PAINTED METAL FASCIA AND ILLUMINATED SIGN

PORTION OF EXISTING FRAME TO REMAIN OR BE RECONSTRUCTED

BRASS PUSH/PULL BAR

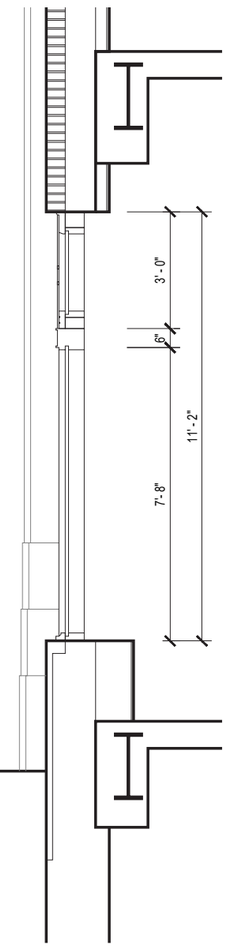
INSULATED GLASS WITH PAINTED METAL FRAME AND MULLIONS

ELEVATION

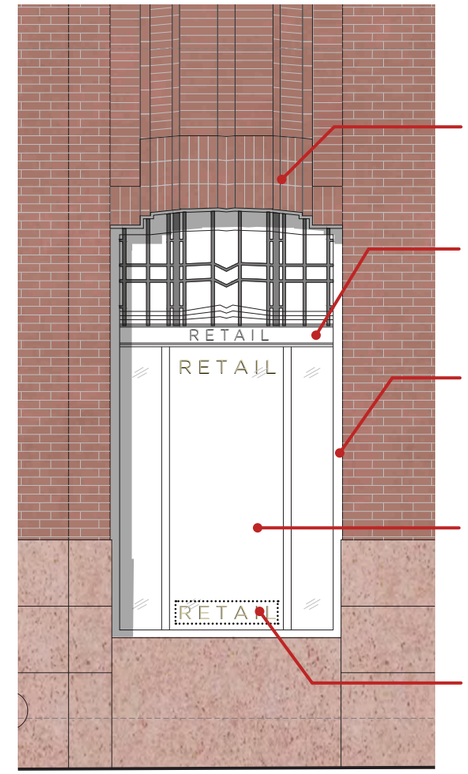



PLAN

## TYPICAL WINDOW




SECTION




PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES

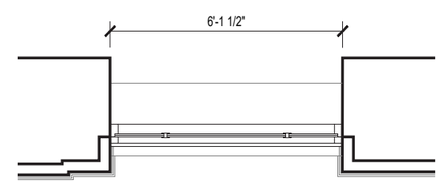
6" PAINTED METAL FASCIA AND ILLUMINATED SIGN

PORTION OF EXISTING FRAME TO REMAIN OR BE RECONSTRUCTED

INSULATED GLASS WITH PAINTED METAL FRAME AND MULLIONS

DECAL-TYPE STICK-ON SIGNAGE

ELEVATION



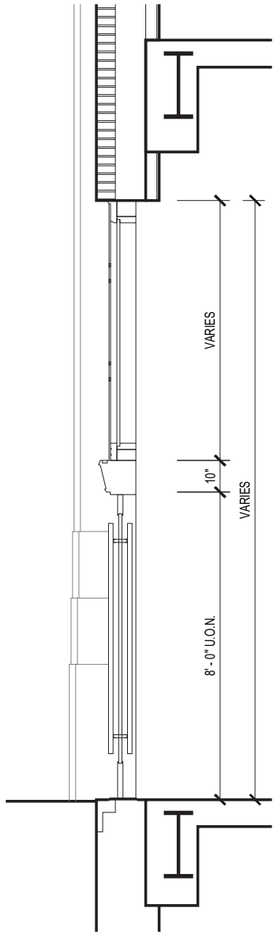

PLAN

*MEDIUM GREY SIM TO SW6005*

STOREFRONT PTD METAL

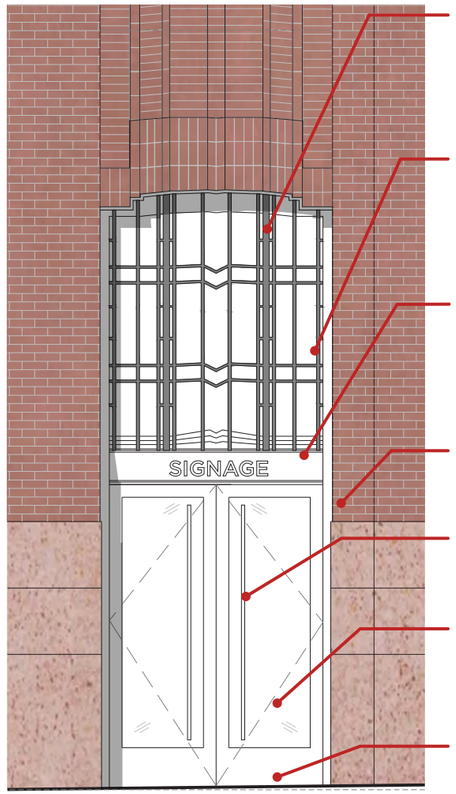
# PROPOSED TYPOLOGIES | TYPICAL WINDOW + DOOR

## D-02




SECTION

NOTE: DOOR SETBACK VARIES. DETERMINED BY CODE MINIMUM SETBACKS FROM PROPERTY LINE. BOD IS FLUSH WITH TRANSOM ABOVE AS SHOWN HERE




ELEVATION

PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES

TRANSOM TO BE SWAPPED WITH LOUVER AS REQUIRED BY TENANT FOR MEP

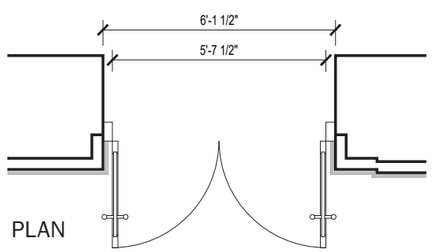
10" SIGNAGE BAND WITH INTEGRATED LIGHTING

PORTION OF EXISTING FRAME TO REMAIN OR BE RECONSTRUCTED

BRASS PUSH/PULL VERTICAL BAR

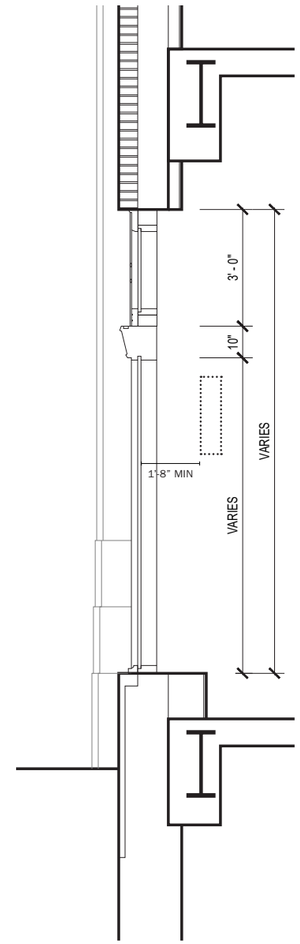
INSULATED GLASS WITH PAINTED METAL FRAME AND MULLIONS

1' HIGH SOLID DOOR BAND




PLAN

## W-01

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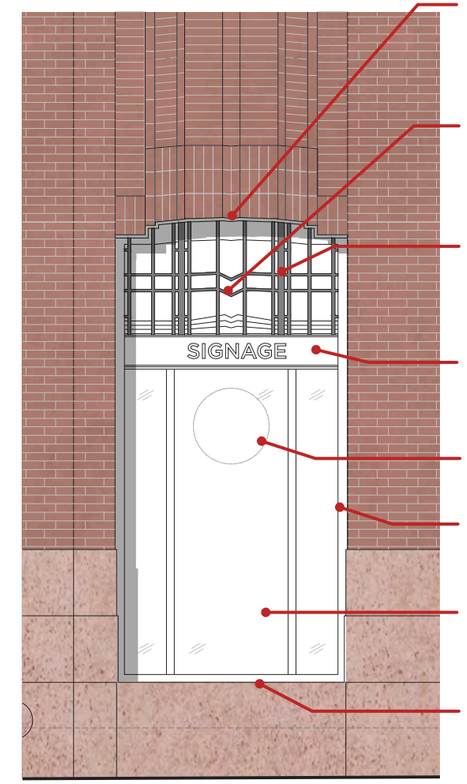



ELEVATION

T.O. TRANSOM LINTEL ALIGNED ACROSS GROUND FLOOR ELEVATION

TRANSOM TO BE SWAPPED WITH LOUVER AS REQUIRED BY TENANT FOR MEP

NEW PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES

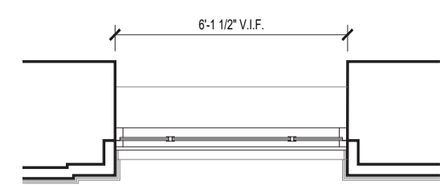
10" SIGNAGE BAND WITH INTEGRATED LIGHTING

AREA FOR TENANT SIGNAGE BEHIND GLASS

PORTION OF EXISTING FRAME TO REMAIN OR BE RECONSTRUCTED

INSULATED GLASS WITH PAINTED METAL FRAME AND MULLIONS

LOWER SILL TO EXISTING STONE BASE DATUM U.O.N.



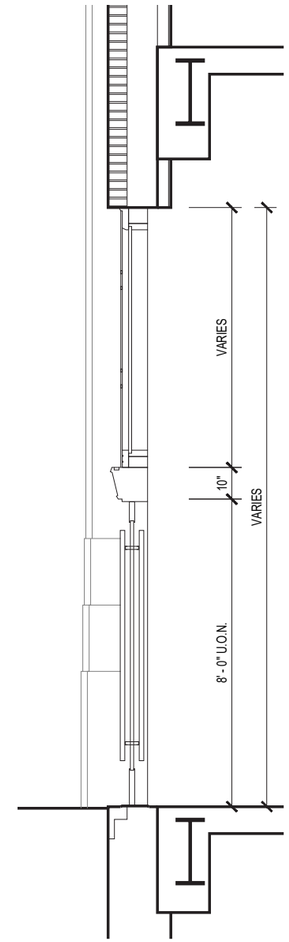

PLAN

*DARK ANODIZED BRONZE*

STOREFRONT PTD METAL TO MATCH TYP UPPER WINDOWS

# TYPOLOGIES | EXTERIOR DOORS

D-04

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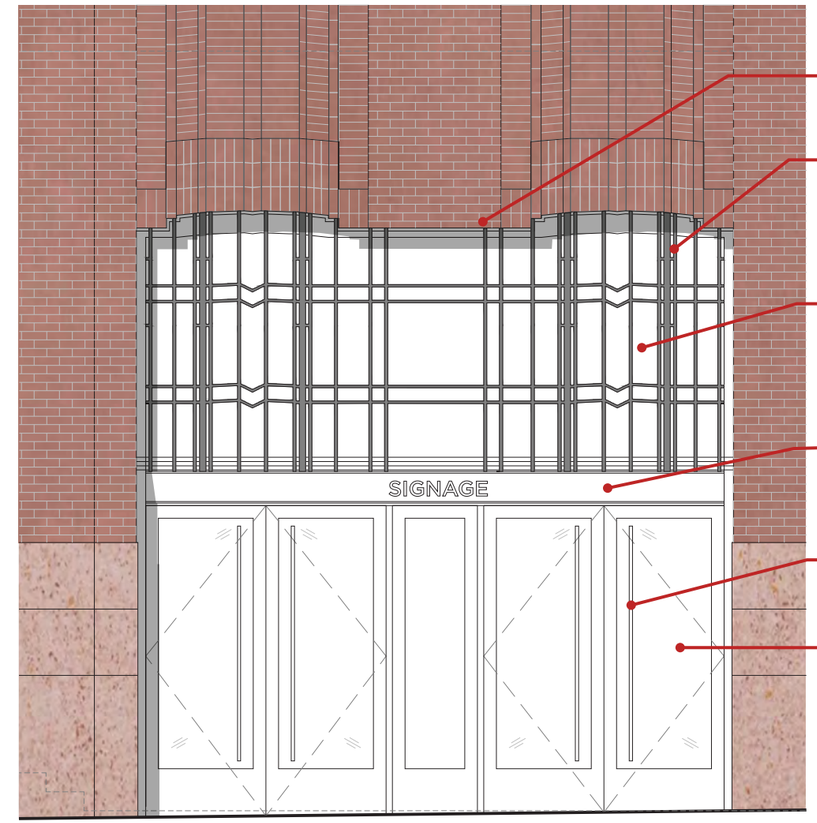



ELEVATION

SALVAGED BRICK AT LINTEL AS REQ'D

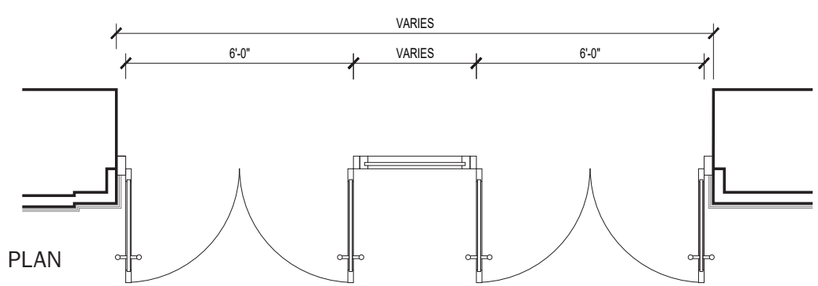
PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES

INSULATED GLASS TRANSOM WITH PAINTED METAL FRAME AND MULLIONS

10" SIGNAGE BAND WITH INTEGRATED LIGHTING

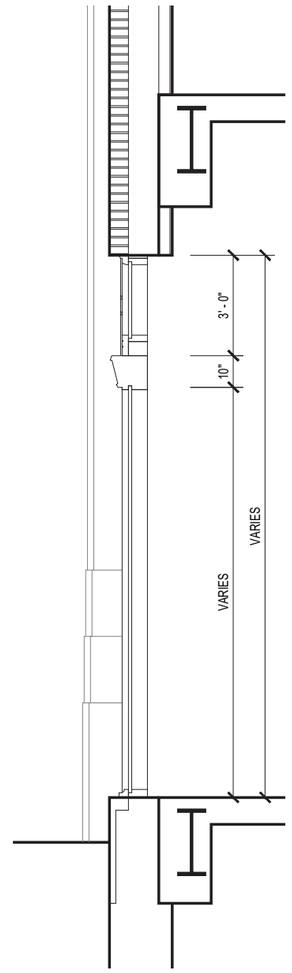
BRONZE PUSH/PULL VERTICAL BAR

GLAZED INSULATED PAINTED METAL FRAME DOOR FRAME

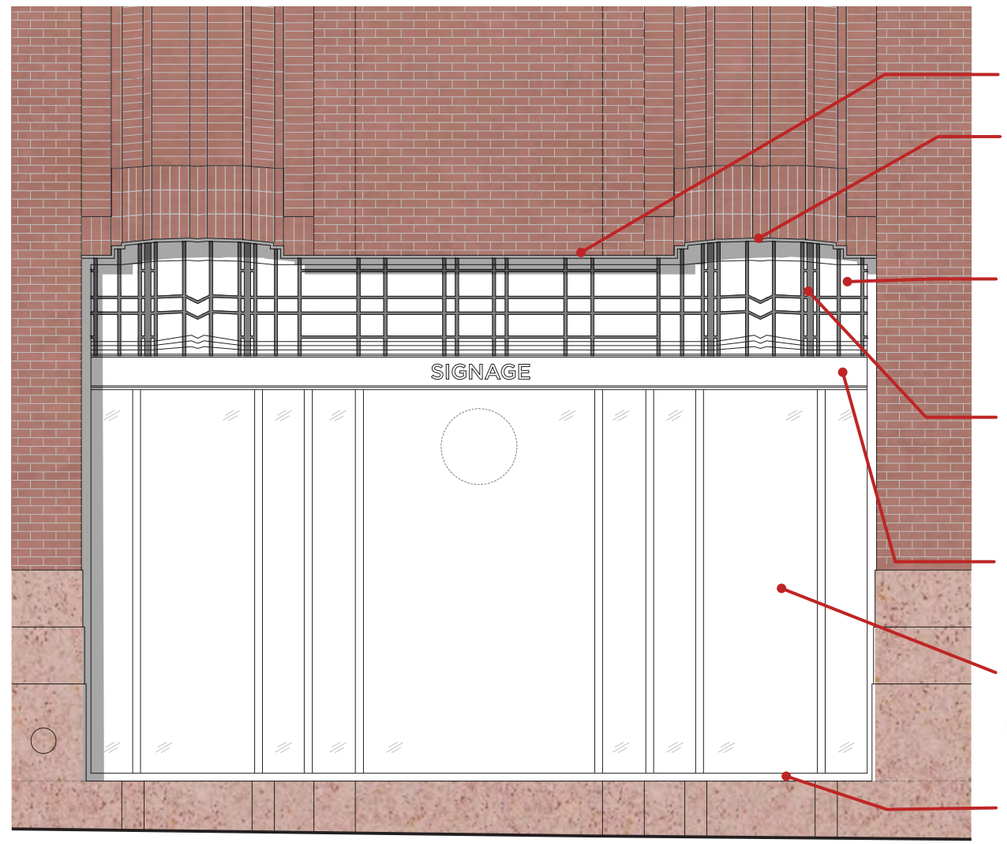



PLAN

# W-03




SECTION




ELEVATION

SALVAGED BRICK AT LINTEL AS REQ'D

T.O. TRANSOM LINTEL ALIGNED ACROSS GROUND FLOOR ELEVATION

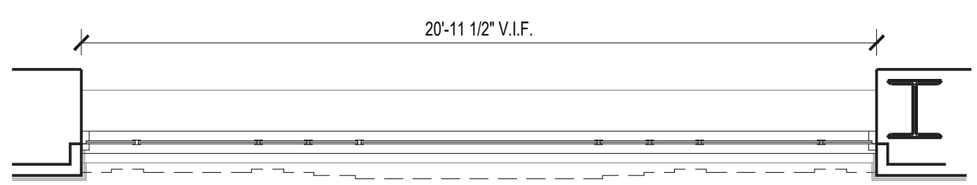
TRANSOM TO BE SWAPPED WITH LOUVER AS REQUIRED BY TENANT FOR MEP

NEW PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES

10" SIGNAGE BAND WITH INTEGRATED LIGHTING

NEW WINDOW: INSULATED GLASS WITH PAINTED METAL FRAME AND MULLIONS

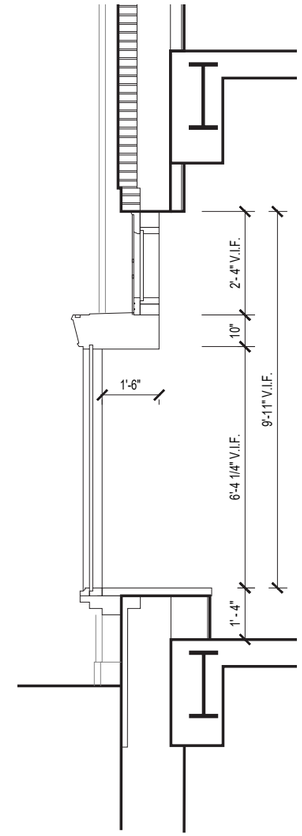
SILL HEIGHT ALIGNED WITH TOP OF SLAB




PLAN

# WINDOW TYPOLOGIES | ARTICULATED DISPLAY WINDOW

W-05

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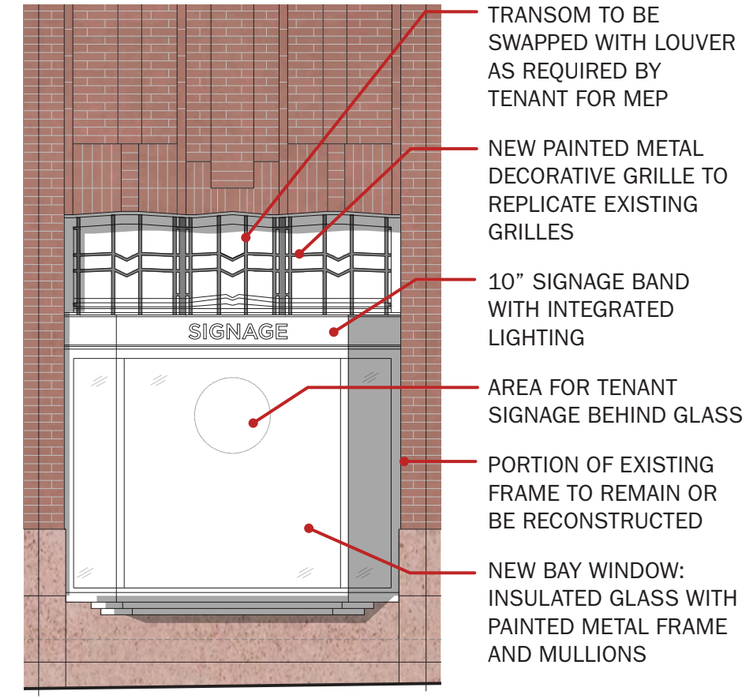
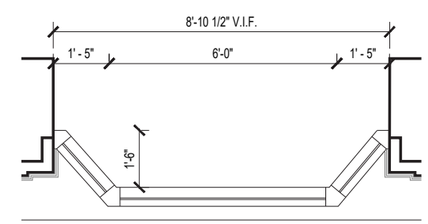


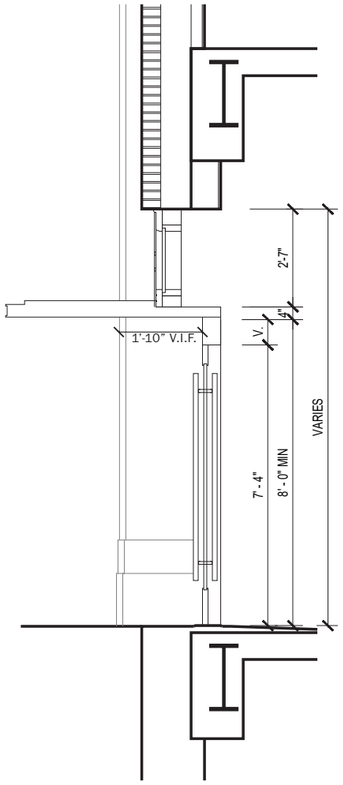

ELEVATION




PLAN

# WINDOW + DOOR TYPOLOGIES | AWNING

D-06

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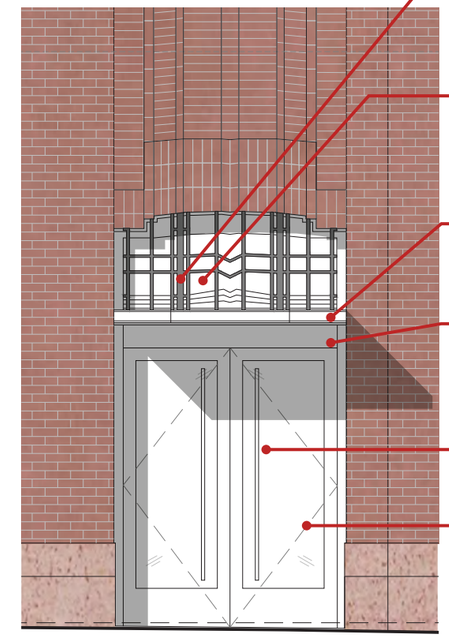
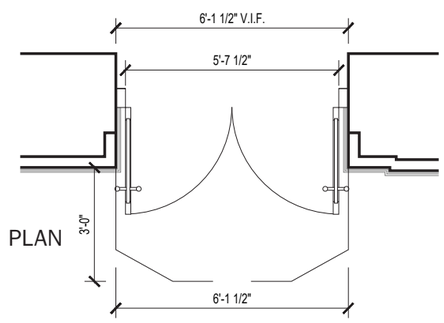


ELEVATION

- PAINTED METAL DECORATIVE GRILLE TO REPLICATE EXISTING GRILLES
- TRANSOM TO BE SWAPPED WITH LOUVER AS REQUIRED BY TENANT FOR MEP
- 4"THICK AWNING ON CHURCH STREET NORTH ENTRIES
- 6" SOLID BAND TO ALIGN WITH CURRENT 7'-4" CHURCH ST MAIN ENTRY DOOR HEIGHT
- BRASS PUSH/PULL VERTICAL BAR
- INSULATED GLASS WITH PAINTED METAL FRAME AND MULLIONS

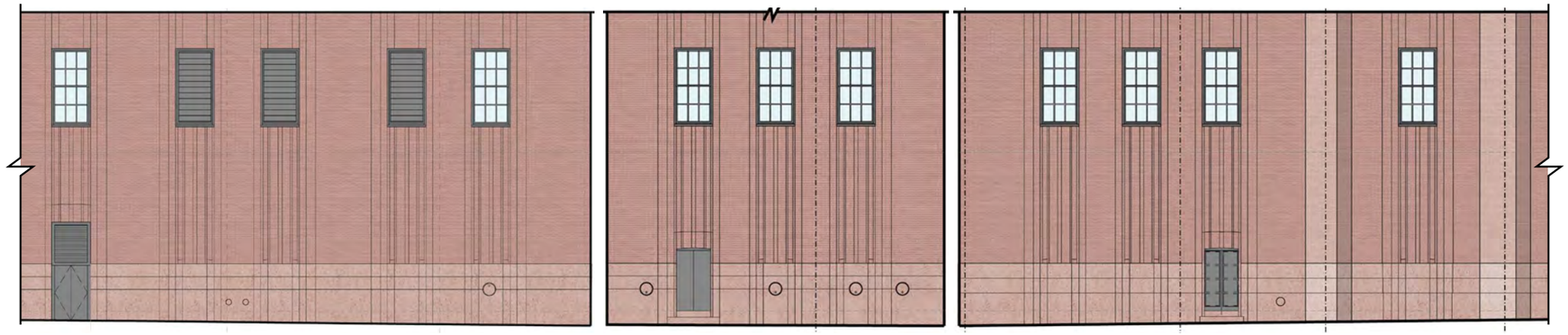



PLAN

# PAVILION | ACCOUNTING FOR PHASING

## EXISTING

- NO WINDOWS ALONG ENTIRETY OF TENANT SPACE
- NOT INCLUDED IN PRIOR 2013 MP SCOPE



A | LISPENARD STREET B | CHAMFER C | 6TH AVENUE

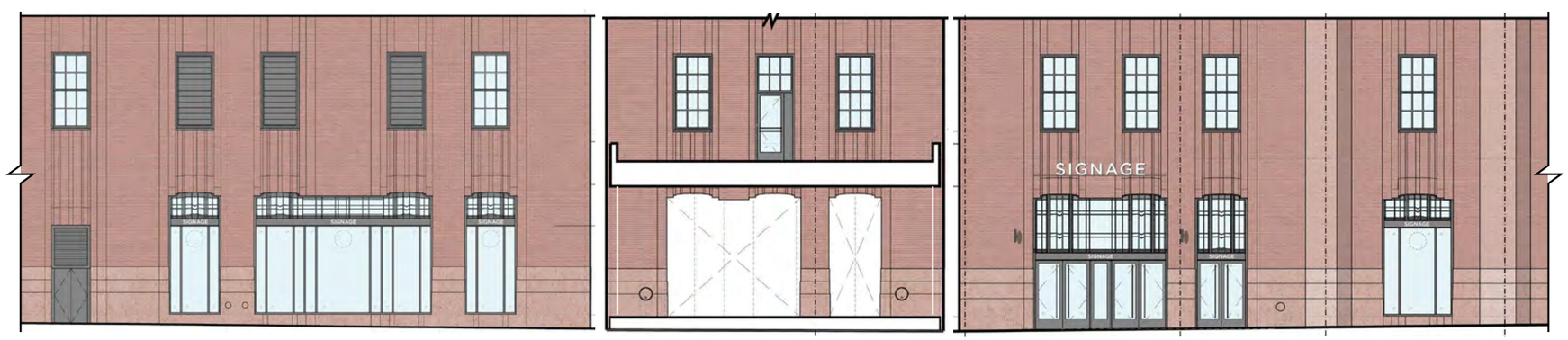
## INTERMEDIATE PHASE

- CREATE OPENINGS FOR WINDOW INFILL

A | LISPENARD STREET B | CHAMFER C | 6TH AVENUE

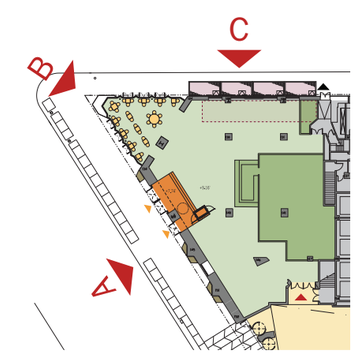
## FINAL PHASE

- REMOVE WINDOWS TO PROVIDE DIRECT CONNECTION TO PAVILION FROM INTERIOR
- CONSTRUCT PAVILION (SEE FOLLOWING PAGES FOR DETAILS)



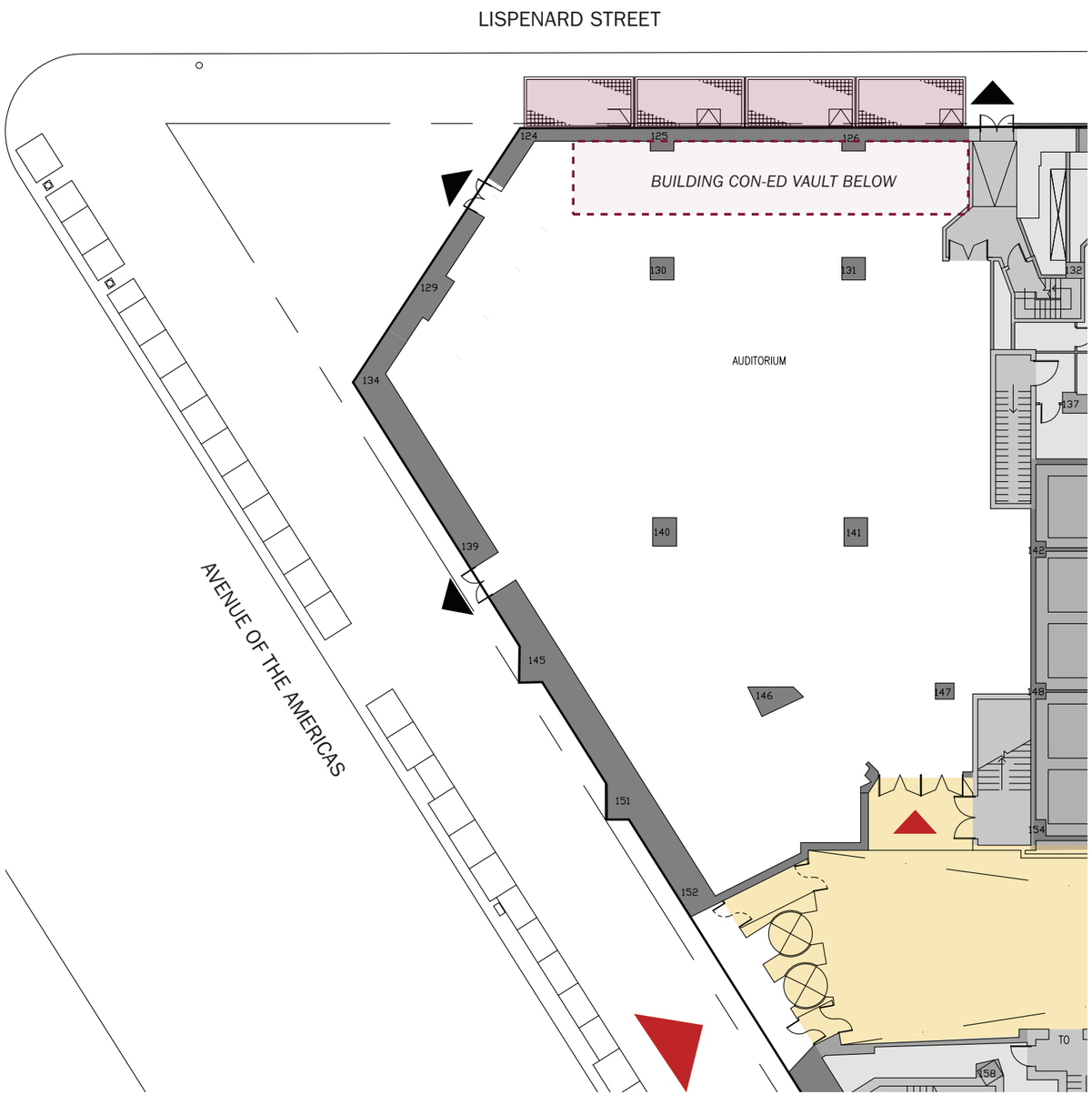

A | LISPENARD STREET B | CHAMFER C | 6TH AVENUE

*NOTE: SECTION OF PAVILION SHOWN HERE TO SHOW INTERIOR OPENINGS*




KEY PLAN

# PAVILION | PLAN




EXISTING CORNER PLAN

PROPOSED CORNER PLAN

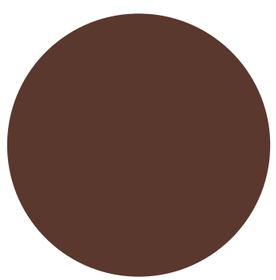
PERSPECTIVE FROM 6TH AVE

# PAVILION | MATERIALITY

LISPENARD STREET

6TH AVENUE

FASCIA - TERRACOTTA TO MATCH EXISTING BUILDING CROWN

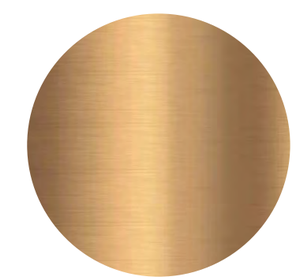


STOREFRONT STICKING + HANDRAIL BOD PPG DURANAR XL - DARK COPPER CANYON

BASE + PROW PLANTER - STONY CREEK GRANITE - TO MATCH EXISTING STONE BASE

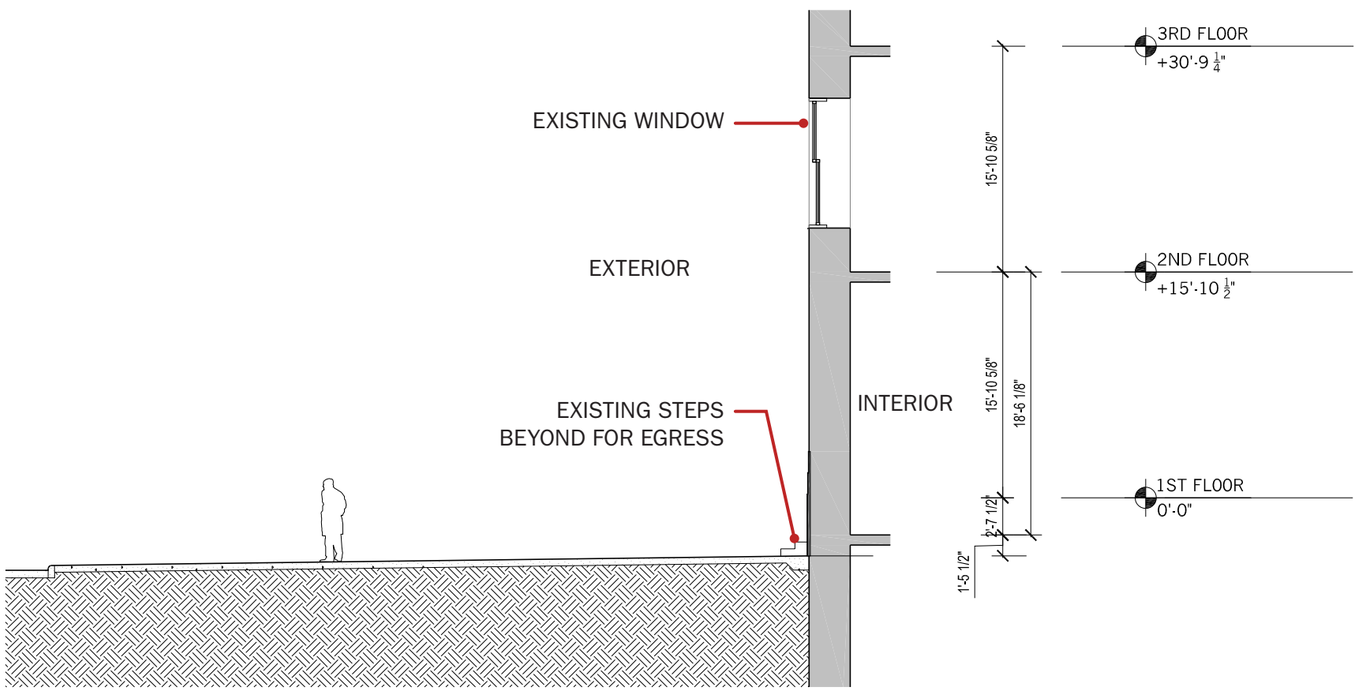


GLAZING - VISION GLASS

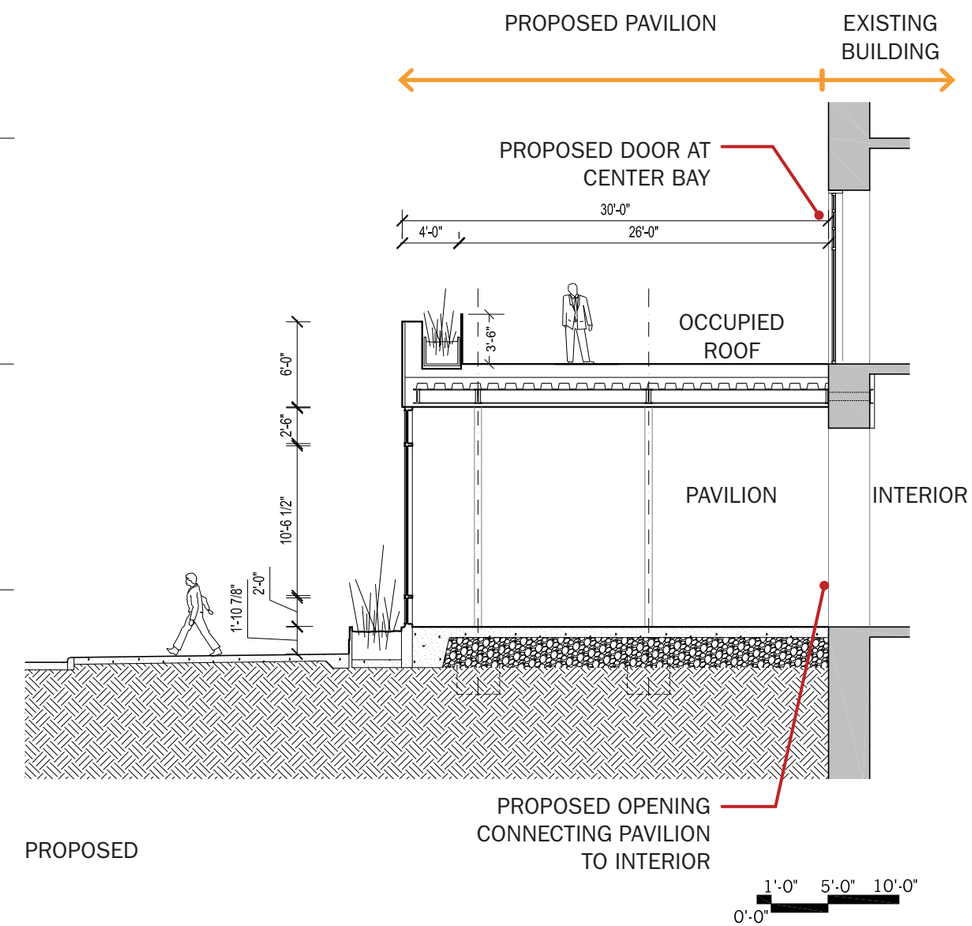


PLANTERS ALONG 6TH AVE - PAINTED BRONZE FINISH

# PAVILION | OVERALL SECTIONS




EXISTING




PROPOSED

# PROPOSED SIGNAGE PACKAGE | KIT OF PARTS

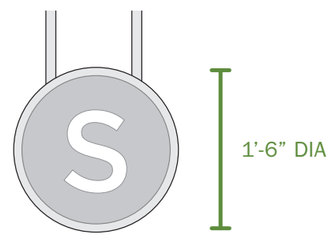
## BASE INTEGRATED RETAIL SIGNAGE

*RETAIL BAND + STOREFRONT ID ARE TYP OPTIONS CONSISTENTLY REPRESENTED ACROSS ELEVATIONS, TYP BOTH SIGNAGE GROUPS*

**RETAIL BAND**

*NOTE: RETAIL BAND OPTION AT ALL WINDOWS, TYP*

*FINAL SIGNAGE LOCATION AS DETERMINED BY TENANT AND BLDG OWNER*




**STOREFROND ID (BEHIND GLASS)**

*NOTE: STOREFRONT ID OPTION AT ALL WINDOWS, TYP*

*FINAL LOCATION AS DETERMINED BY TENANT AND BLDG OWNER*

## FONT

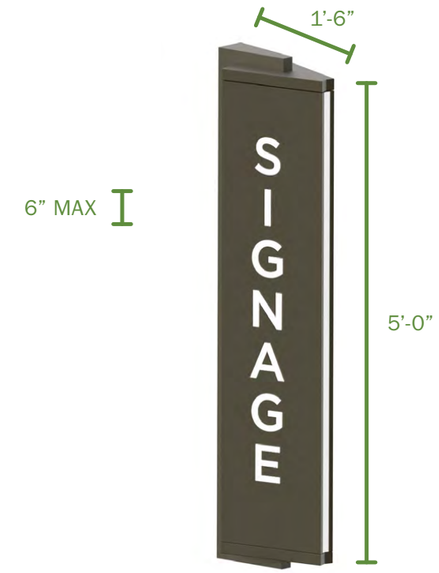
PRIOR 2013 MASTER PLAN: GOTHAM NARROW
PROPOSED: GOTHAM MEDIUM

NOTE: RETAIL TENANTS HAVE OPPORTUNITY TO USE BRAND-SPECIFIC TYPOGRAPHY WITHIN SIZE PARAMETERS ESTABLISHED BY MASTER PLAN

NOTE: ALL MECHANICAL FASTENERS TO BE LOCATED AT MORTAR JOINTS, TYP U.O.N.

## APPLIED RETAIL SIGNAGE GROUPS *SELECTION OF GROUP DETERMINED BY TENANT REQUIREMENTS*

**SIGNAGE GROUP TYPE 1**

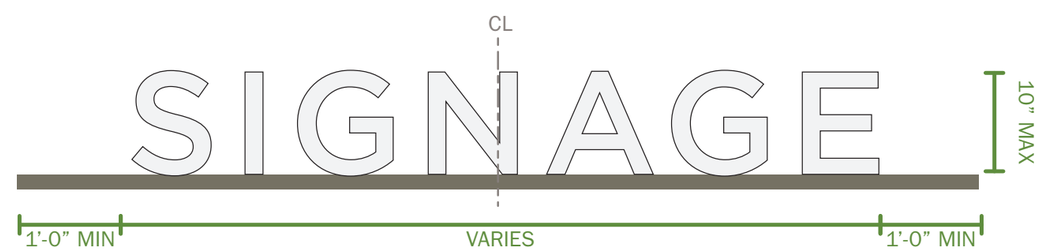



**RETAIL BLADE (VERTICAL)**

*NOTE: LOCATION AS INDICATED ON ELEVATIONS*

OR

**SIGNAGE GROUP TYPE 2**




**RETAIL RACEWAY**

**RETAIL BLADE (ROUND)**

*NOTE: LOCATION AS INDICATED ON ELEVATIONS. RACEWAY ONLY PERMITTED AT ENTRIES*

# PROPOSED RETAIL SIGNAGE LOCATIONS | GROUP 1

**LEGEND**

INTEGRATED BASE SIGNAGE

- SIGNAGE BAND
- STOREFRONT ID

APPLIED SIGNAGE

- VERTICAL BLADE

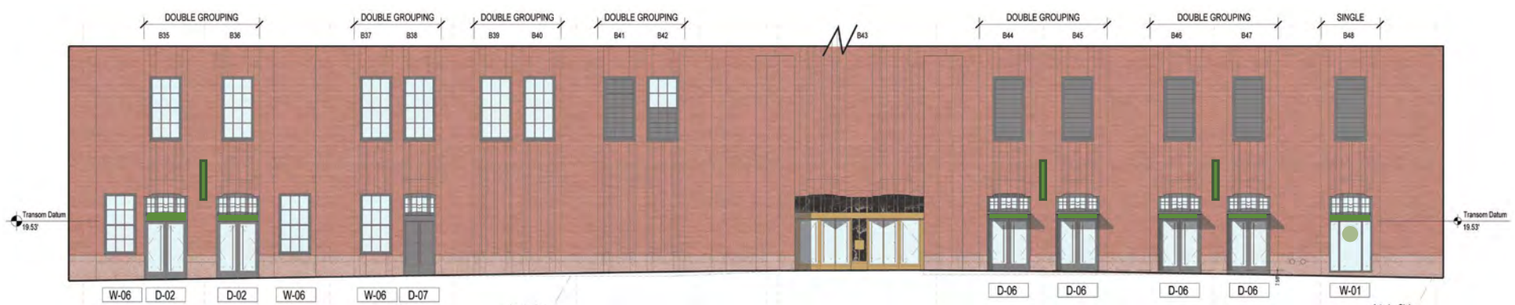
APPLIED SIGNAGE LOCATIONS

- TENANT ENTRIES
- BLIND CORNERS ADJACENT TO TENANT ENTRIES

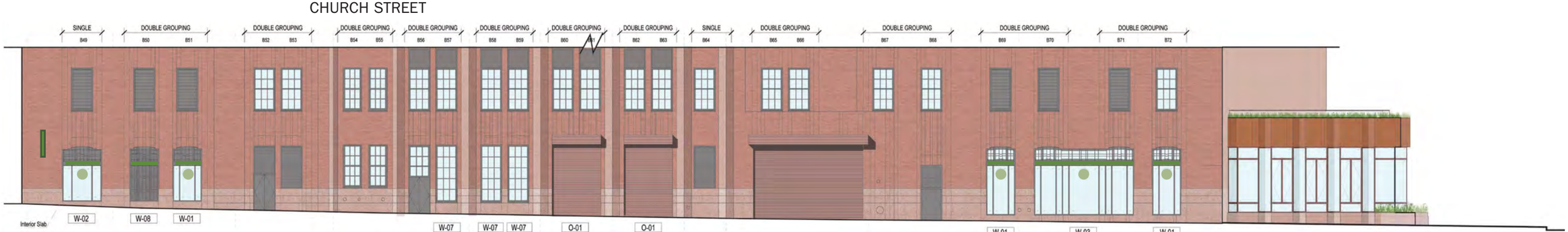
APPLIED SIGNAGE GROUP TYPE DETERMINED BY TENANT DEMISING. TENANT MUST CHOOSE GROUP 1 OR 2 TO USE CONSISTENTLY ACROSS THEIR SPACE.

6TH AVENUE

WALKER STREET




CHURCH STREET




LISPENARD STREET

# PROPOSED RETAIL SIGNAGE LOCATIONS | GROUP 2

**LEGEND**

INTEGRATED BASE SIGNAGE

- SIGNAGE BAND
- STOREFRONT ID

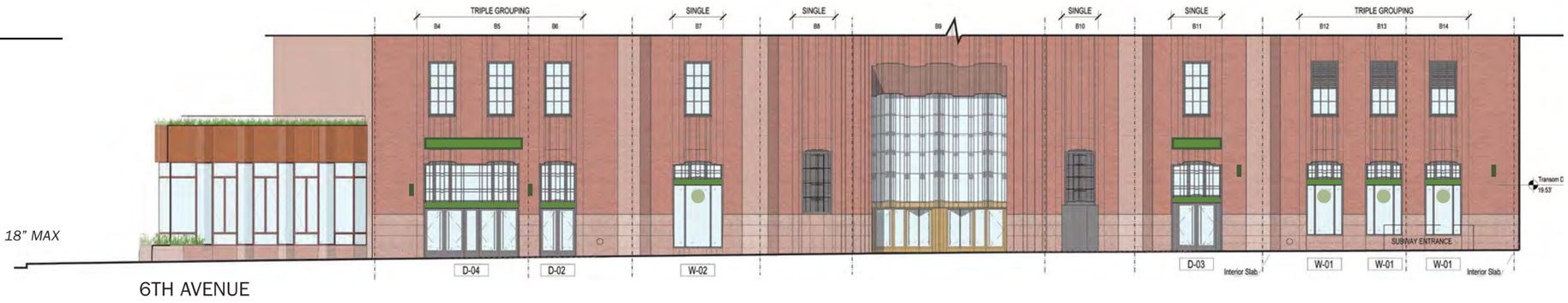
APPLIED SIGNAGE

- RACEWAY SIGNAGE *18" MAX*
- 18" ROUND BLADE

APPLIED SIGNAGE LOCATIONS

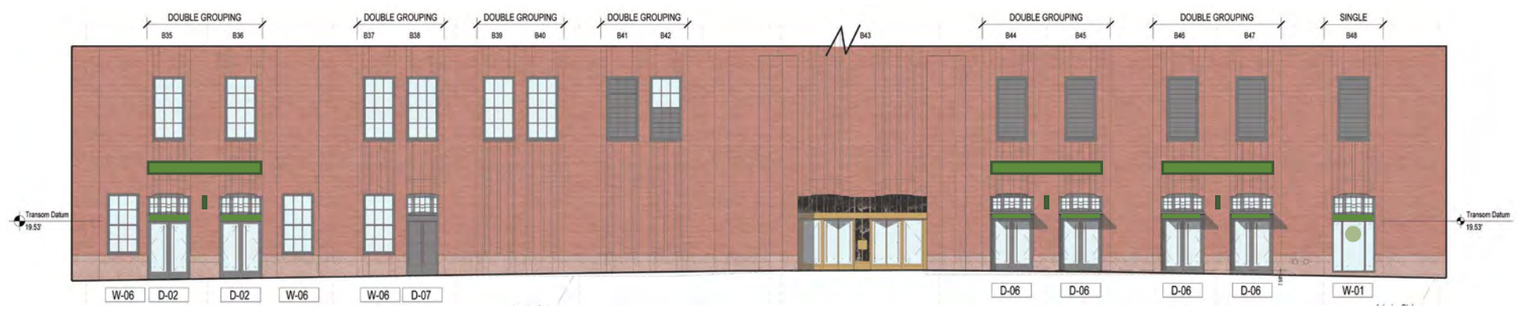
- TENANT ENTRIES
- BLIND CORNERS ADJACENT TO TENANT ENTRIES

APPLIED SIGNAGE GROUP TYPE DETERMINED BY TENANT DEMISING. TENANT MUST CHOOSE GROUP 1 OR 2 TO USE CONSISTENTLY ACROSS THEIR SPACE.

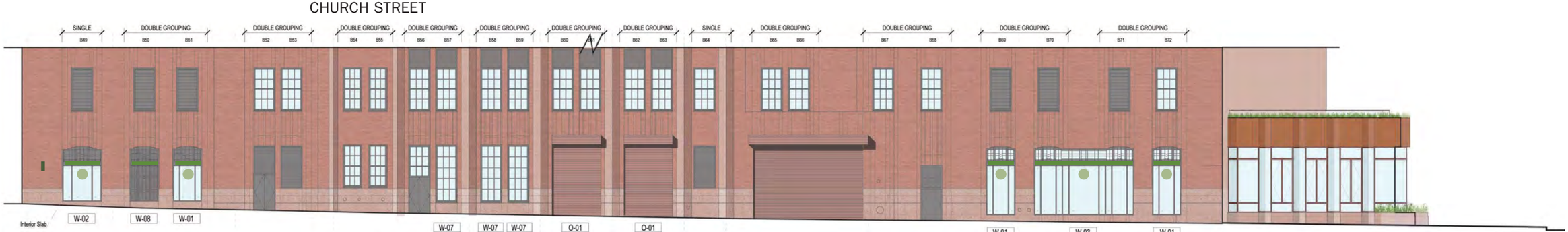



6TH AVENUE

WALKER STREET




CHURCH STREET




LISPENARD STREET

# PROPOSED RETAIL SIGNAGE LOCATIONS | GROUP 1 + 2

**LEGEND**

INTEGRATED BASE SIGNAGE

- SIGNAGE BAND
- STOREFRONT ID

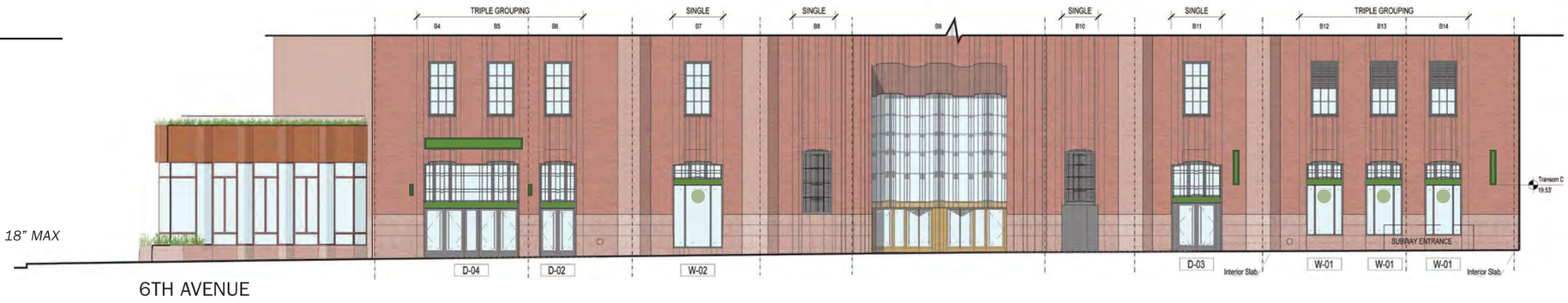
APPLIED SIGNAGE

- RACEWAY SIGNAGE *18" MAX*
- 18" ROUND BLADE
- VERTICAL BLADE

APPLIED SIGNAGE LOCATIONS

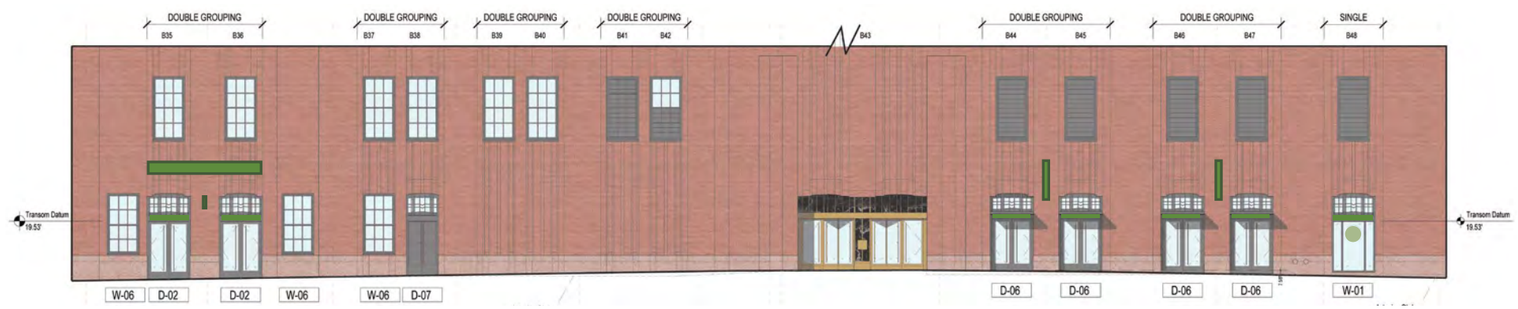
- TENANT ENTRIES
- BLIND CORNERS ADJACENT TO TENANT ENTRIES

APPLIED SIGNAGE GROUP TYPE DETERMINED BY TENANT DEMISING. TENANT MUST CHOOSE GROUP 1 OR 2 TO USE CONSISTENTLY ACROSS THEIR SPACE.

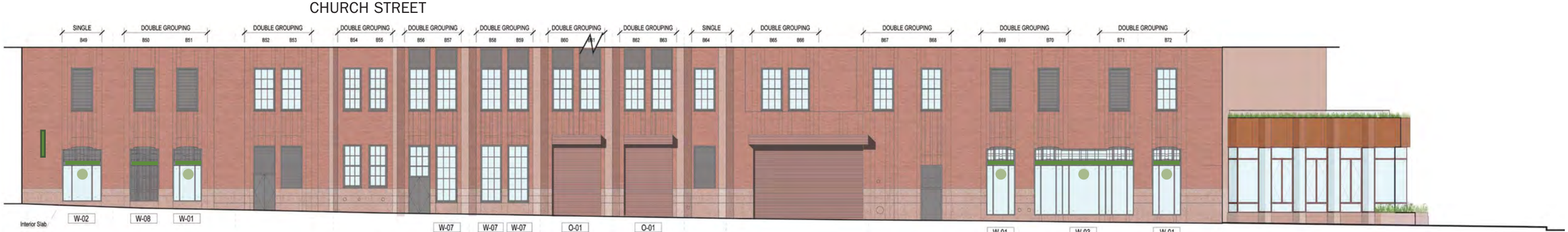



6TH AVENUE

WALKER STREET

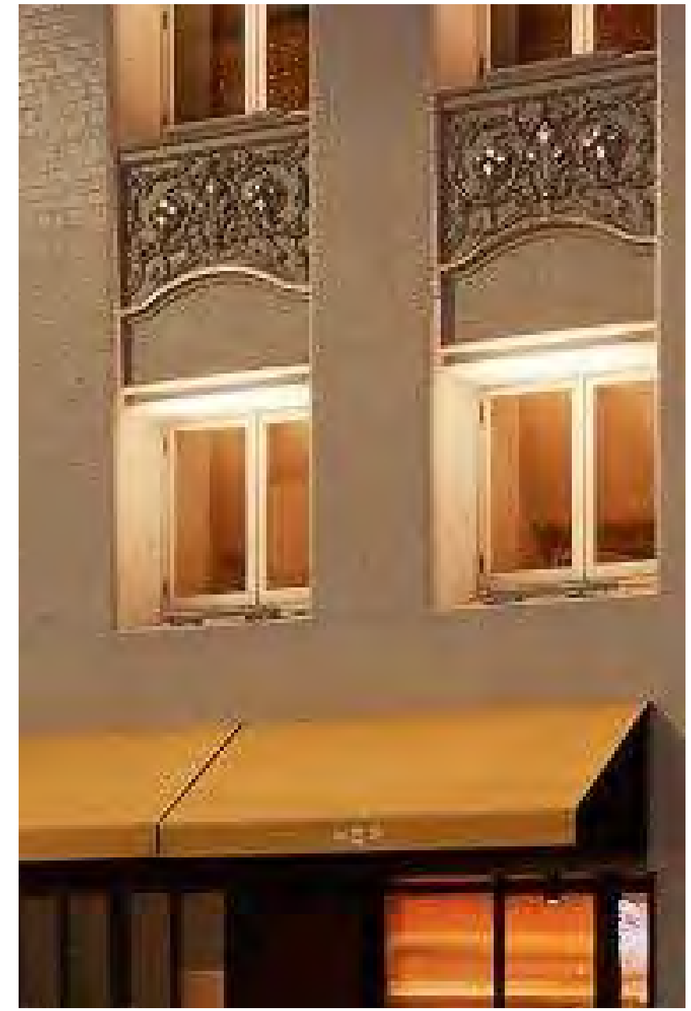



CHURCH STREET




LISPENARD STREET

# STOREFRONT LIGHTING | TRANSOM

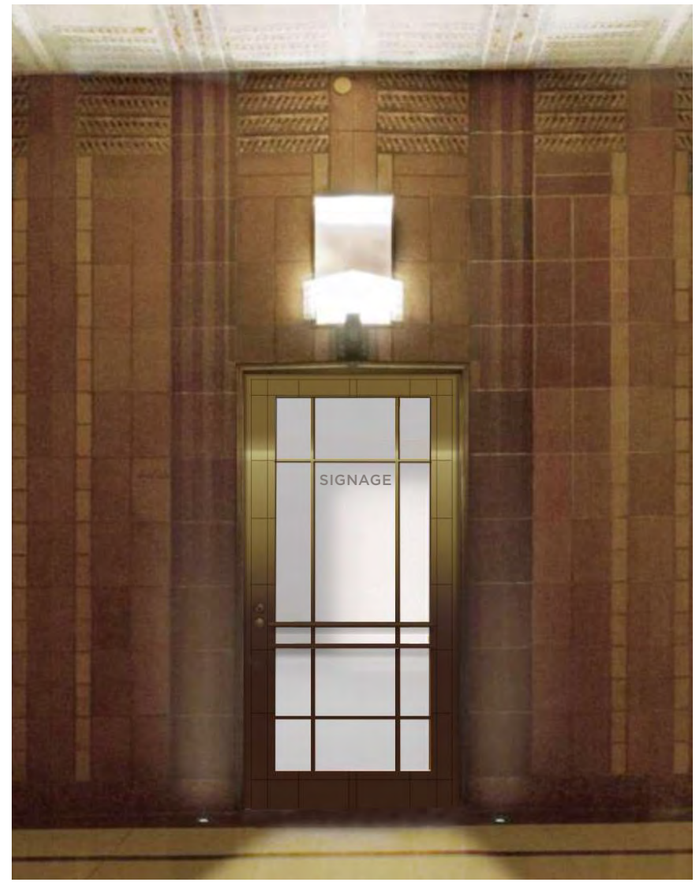


CREATE CONSISTENT LIGHTING DETAIL AT TRANSOMS. MAKE USE OF NEW SIGN BAND TO INSTALL NEW, LOW WATTAGE LED UP-LIGHT TO HIGHLIGHT THE MULLIONS, DECORATIVE GRILLES AND MASONRY ARCHES

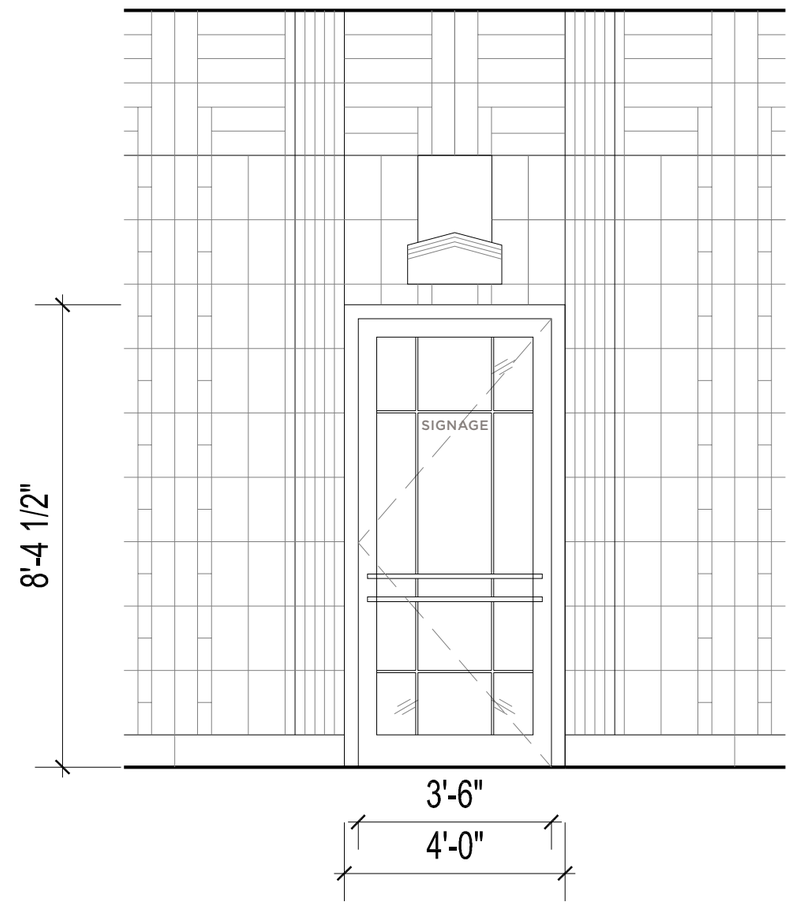
# LOBBY OPENINGS STUDY | SINGLE GLAZED DOOR

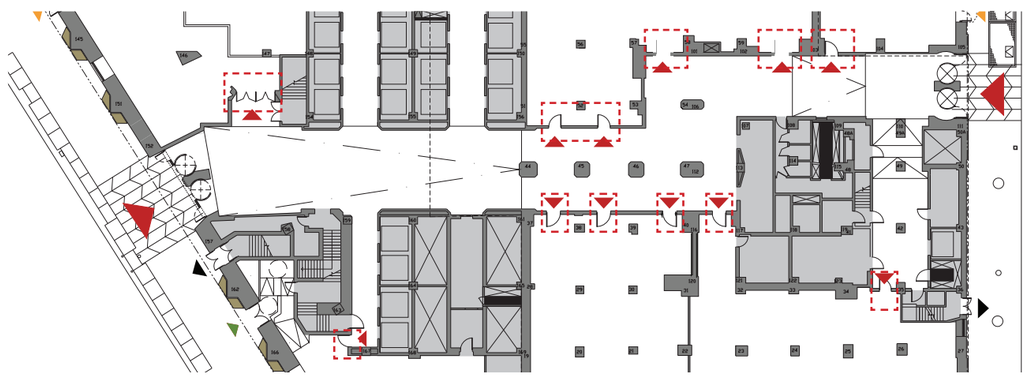
EXISTING

PROPOSED




PROPOSED | ELEVATION



REPLACE EXISTING METAL BRONZE DOOR WITH NEW BRONZE DOOR WITH VISION GLASS AT SELECT RETAIL LOCATIONS - CHOSEN LOCATION BASED ON TENANT DEMISING AND ENTRY REQUIREMENTS FROM LOBBY

MAX 4” LETTER

OPTION FOR TRANSLUCENT FILM

# LOBBY OPENINGS | DOUBLE GLAZED DOOR

EXISTING DOUBLE DOORS AT FORMER AUDITORIUM

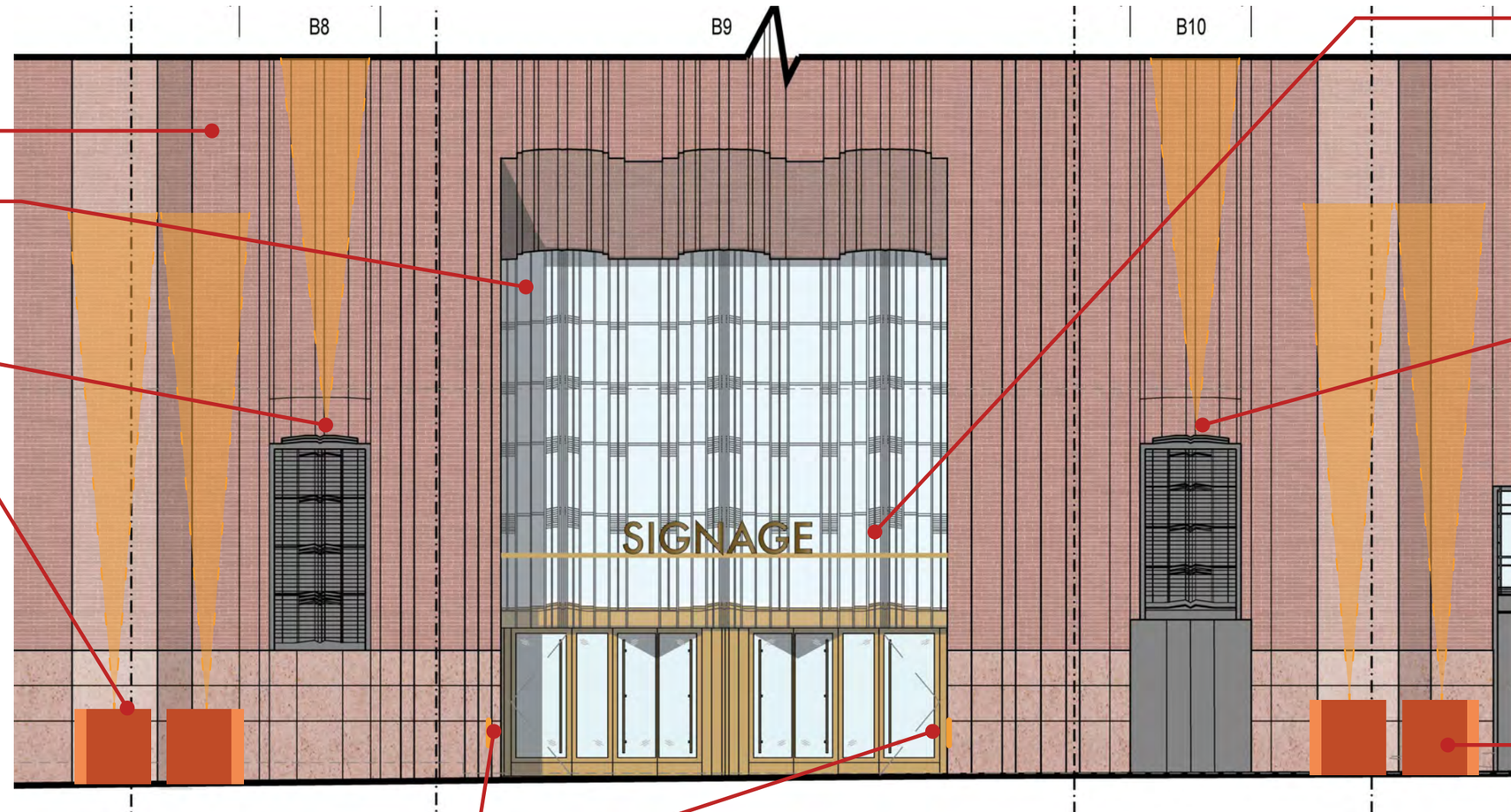
PROPOSED DOUBLE DOORS AT FORMER AUDITORIUM

EXISTING DOOR DETAILS

# MAIN BUILDING ENTRY UPDATES | 6TH AVENUE

NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178. THIS SCOPE IS CURRENTLY UNDER CONSTRUCTION AND IS NOT INCLUDED IN THIS CURRENT APPLICATION

EXISTING ENTRY




EXISTING BRICK TO REMAIN

EXISTING DECORATIVE METAL WORK TO REMAIN

*NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178*

PROPOSED LIGHT WASH MOUNTED TO T.O. METAL LOUVER TO WASH EXISTING FLAG POLES ABOVE

DEPLOYABLE PLANTER WITH EMBEDDED LED STRIP LIGHT TO WASH BRICK PIERS. HARDWIRE CONNECTION VIA STONE BASE.

*NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178*

ADDRESS PLAQUE FLANKING 6TH AVE ENTRY

PROPOSED BUILDING IDENTIFICATION RACEWAY SIGNAGE:

SIZE: MAX 18" LETTERS
MATERIAL: BRONZE
11'-0" ABOVE SIDEWALK (ALIGNED WITH TYP STOREFRONT SIGNAGE BAND)

PROPOSED LIGHT WASH MOUNTED TO T.O. METAL LOUVER TO WASH EXISTING FLAG POLES ABOVE

Driver housing required. Configure separately.

DEPLOYABLE PLANTER WITH EMBEDDED LED STRIP LIGHT TO WASH BRICK PIERS. HARDWIRE CONNECTION VIA STONE BASE.

*NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178*

# MAIN BUILDING ENTRY UPDATES | 6TH AVENUE

STOREFRONT UPDATES CURRENTLY UNDER CONSTRUCTION

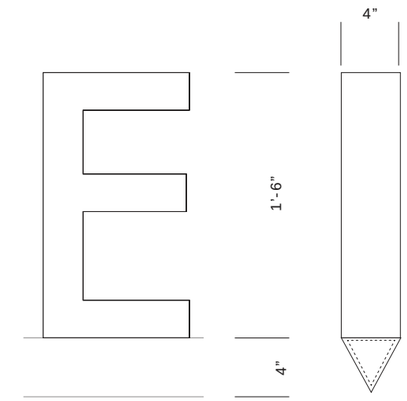
## BUILDING IDENTIFICATION FONT

PROPOSED: FUTURA

NOTE: TO MATCH FONT USED IN MOSAICS AND BUILDING ELEMENTS SEEN ON INTERIOR.

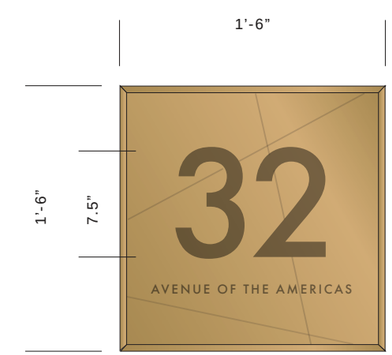
EXISTING SIGNAGE

## BUILDING IDENTIFICATION SIGNAGE



LAYOUT

## ADDRESS PLAQUE




ENTRY ID PLAQUE

# MAIN BUILDING ENTRY UPDATES | CHURCH STREET

NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178. THIS SCOPE IS CURRENTLY UNDER CONSTRUCTION AND IS NOT INCLUDED IN THIS CURRENT APPLICATION

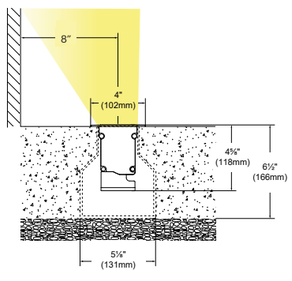
CHURCH STREET ENTRY PRIOR APPROVAL

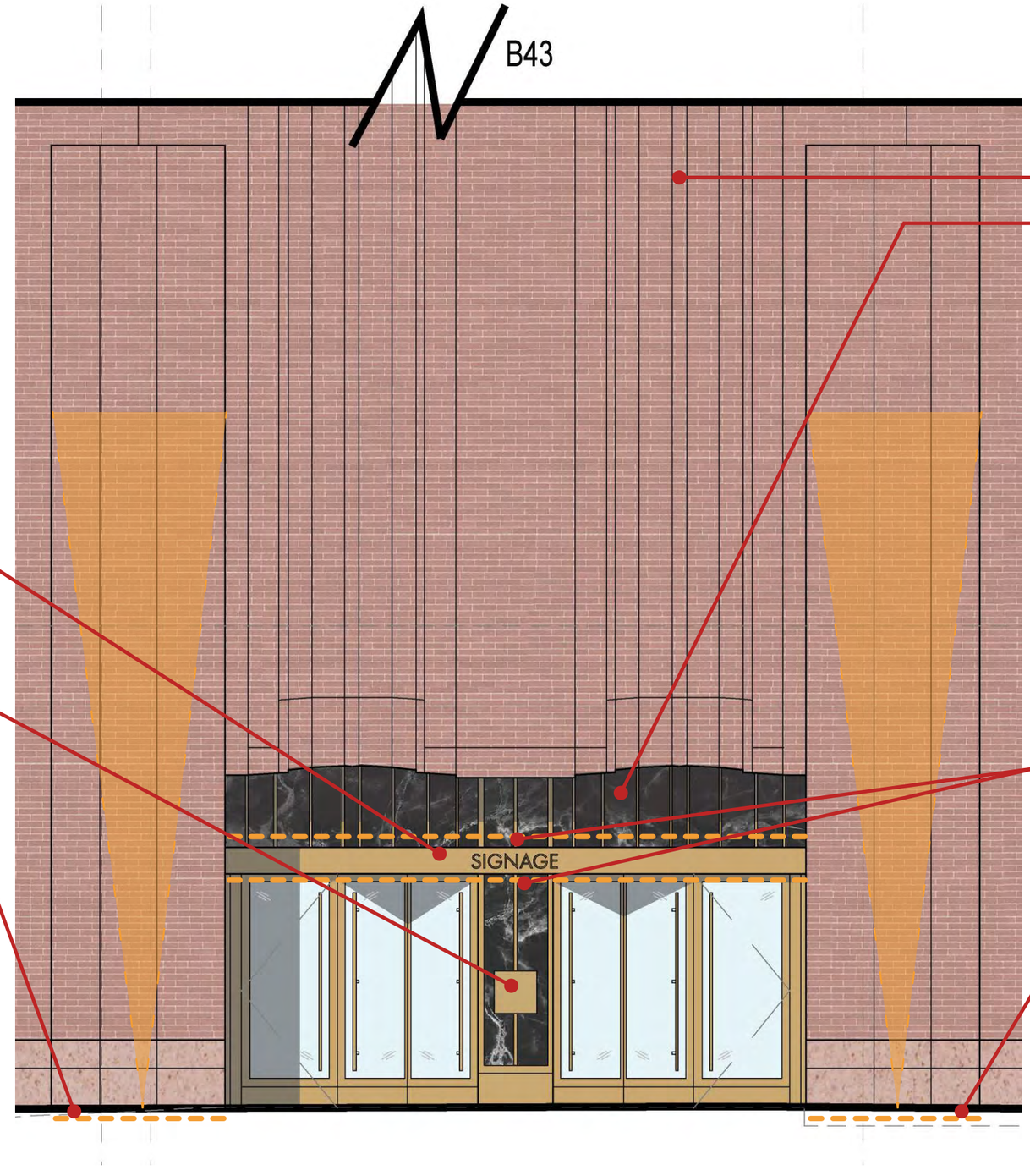
EXTEND EXISTING SIGNAGE BAND WITH CENTERED BUILDING IDENTIFICATION - 5.5" LETTERS

REPLACE EXISTING ADDRESS PLAQUE TO MATCH 6TH AVE PLAQUES

LINEAR LIGHT STRIP EMBEDDED IN CONCRETE TO ILLUMINATE BRICK PIERS

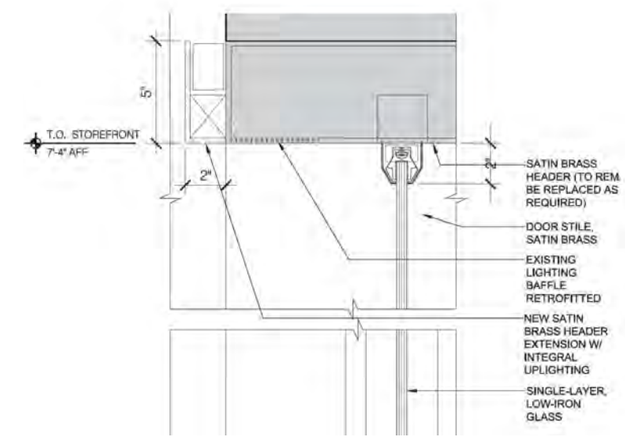
*NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178*




EXISTING BRICK TO REMAIN

EXISTING STONE & DECORATIVE METAL WORK TO REMAIN

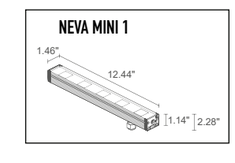



CONTINUE LINEAR LIGHTS AT SOFFIT + TRANSOM TO ALIGN WITH EXTENDED SIGNAGE BAND

*NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178*

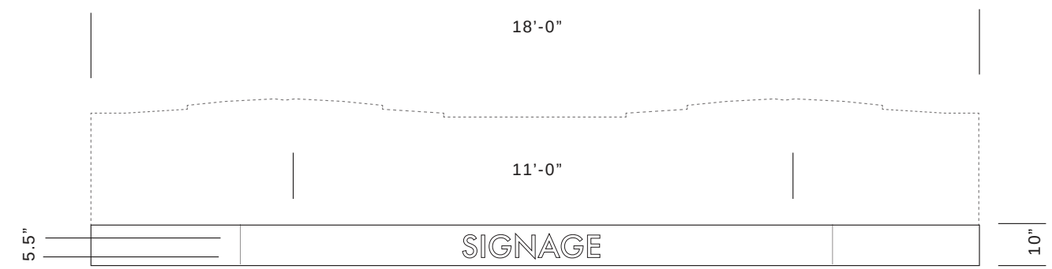
LINEAR LIGHT STRIP EMBEDDED IN CONCRETE TO ILLUMINATE BRICK PIERS

*NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178*



# BASE BUILDING IDENTITY | CHURCH STREET

## BUILDING IDENTIFICATION SIGNAGE




LAYOUT - 3/8" = 1'-0"

## ADDRESS PLAQUE

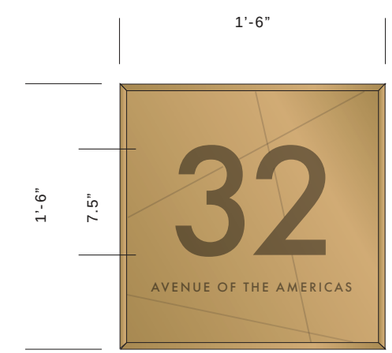
CURRENTLY UNDER CONSTRUCTION

EXISTING SIGNAGE

## BUILDING IDENTIFICATION FONT

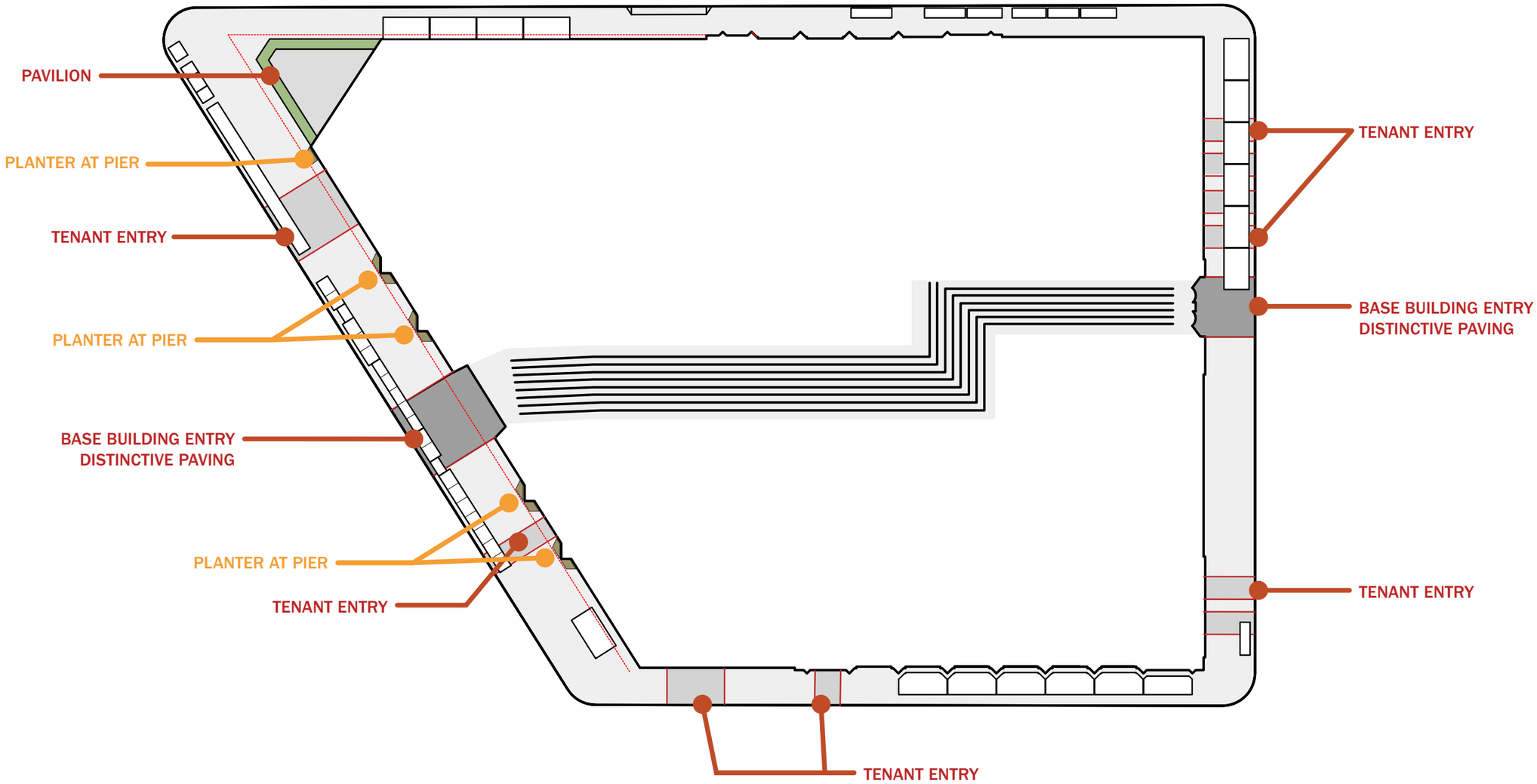
PROPOSED: FUTURA

NOTE: TO MATCH FONT USED IN MOSAICS AND BUILDING ELEMENTS SEEN ON INTERIOR.

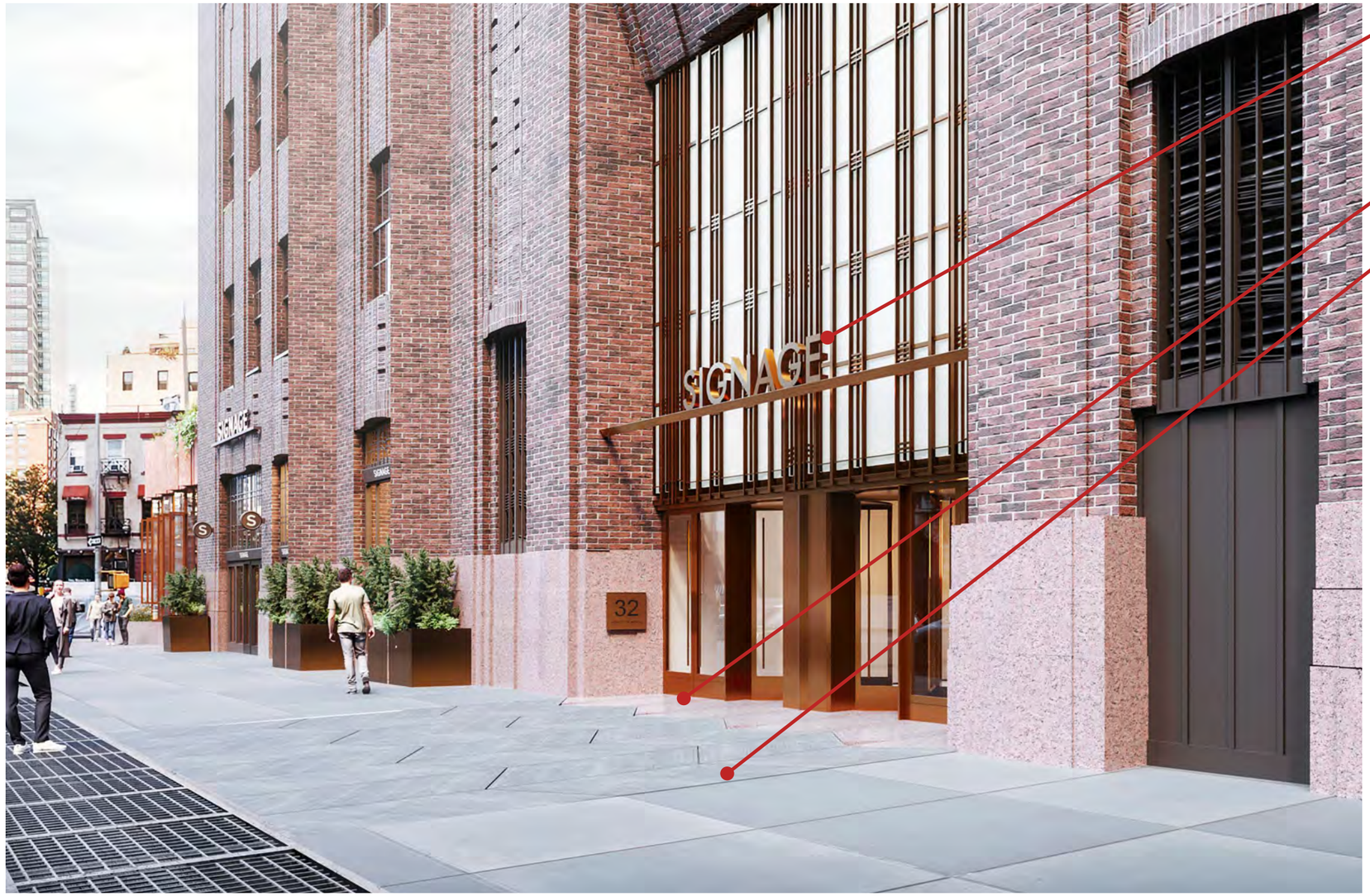



ENTRY ID PLAQUE

# DISTINCTIVE PAVING | TARGETED LOCATIONS



# DISTINCTIVE PAVING | ENTRIES

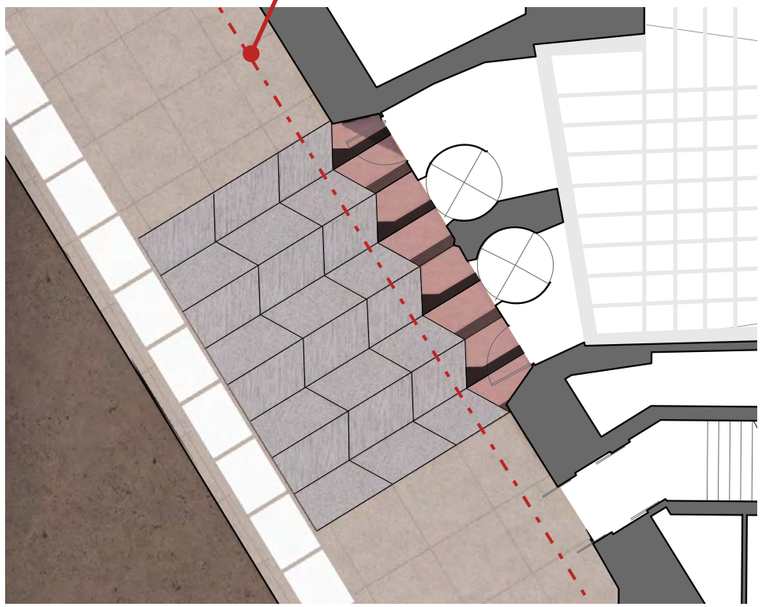



MAX 18” BRONZE LETTERS ON RACEWAY - SEE SIGNAGE SECTION FOR FURTHER DETAILS

TEXTURED STONY CREEK GRANITE PAVER AT DOOR APRON

BRUSHED CONCRETE

PROPERTY LINE



PERSPECTIVE FROM 6TH AVE

PLAN DIAGRAM

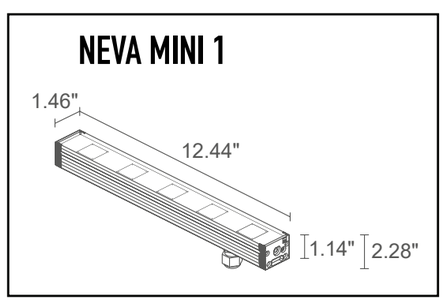
# EXTERIOR ELEMENTS | DEPLOYABLE PLANTERS WITH INTEGRATED LIGHTING

NEW UPLIGHTING AT THE 4 V-SHAPED PIERS THAT FLANK THE MAIN BUILDING ENTRY.
INSTALL LINEAR LED UPLIGHTS WITHIN NEW PLANTERS ON EITHER SIDE OF THE 4 PIERS

PRECEDENT LIGHTING

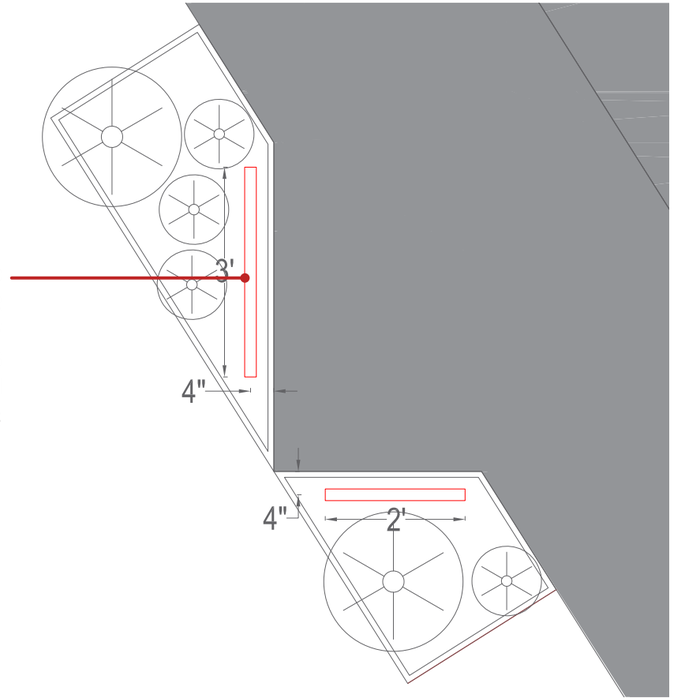
LINEAR LIGHT STRIP EMBEDDED IN PLANTER

*NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178*



RENDERING SHOWING PROPOSED PLACEMENT OF PLANTERS ADJ TO EXISTING BRICK PIERS

LED UPLIGHT INSTALLED WITHIN DEPLOYABLE PLANTER ABOVE SOIL LEVEL. HARDWIRE CONNECTION TO BUILDING IS ONLY PHYSICAL IMPACT ON BUILDING FACADE

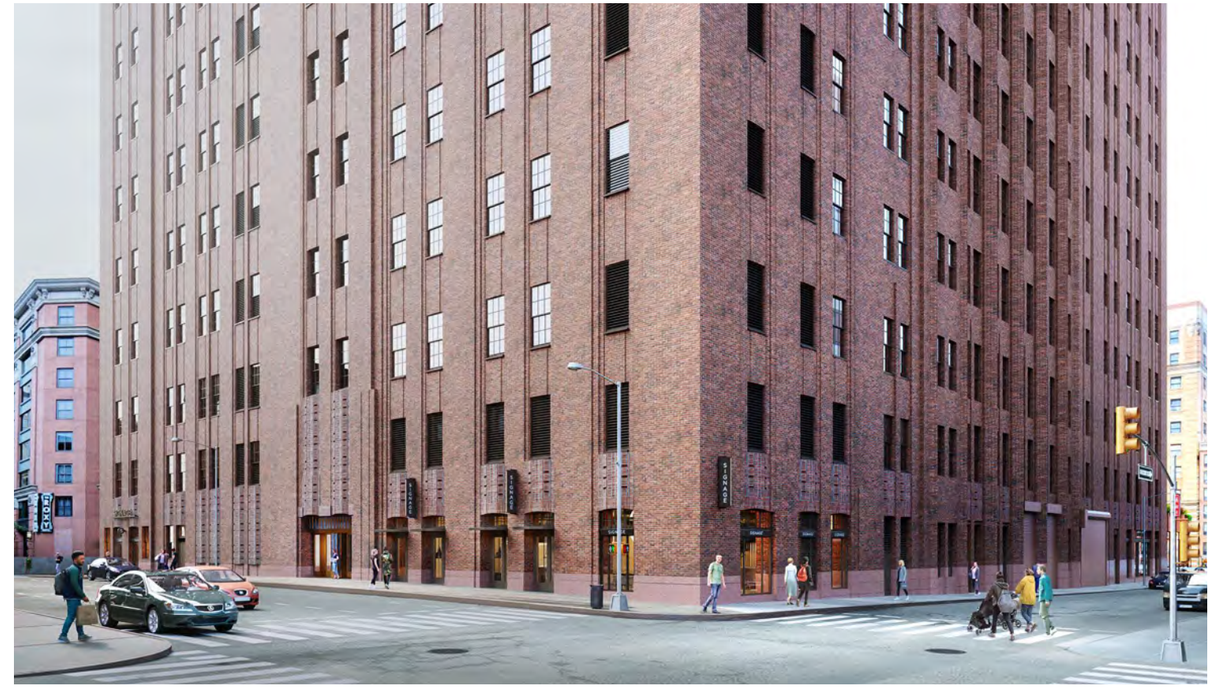



PLAN

CORNER OF LISPENARD STREET AND 6TH AVENUE

CORNER OF 6TH AVENUE AND WALKER STREET

CORNER OF WALKER STREET AND CHURCH STREET



CORNER OF CHURCH STREET AND LISPENARD STREET

SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE
SIGNAGE

# DESIGN APPENDIX

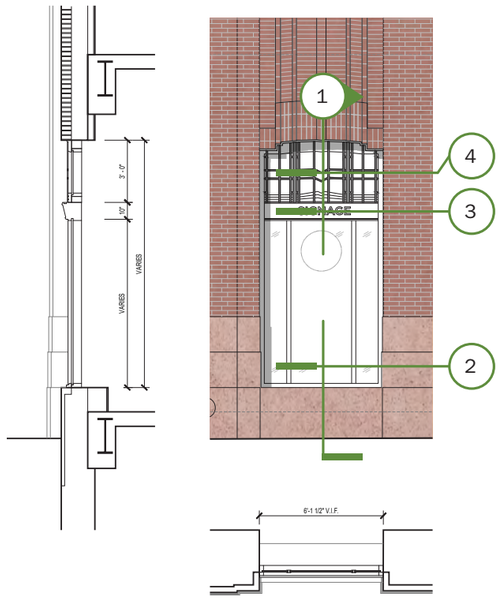
# TYPOLOGIES | SCHEDULE

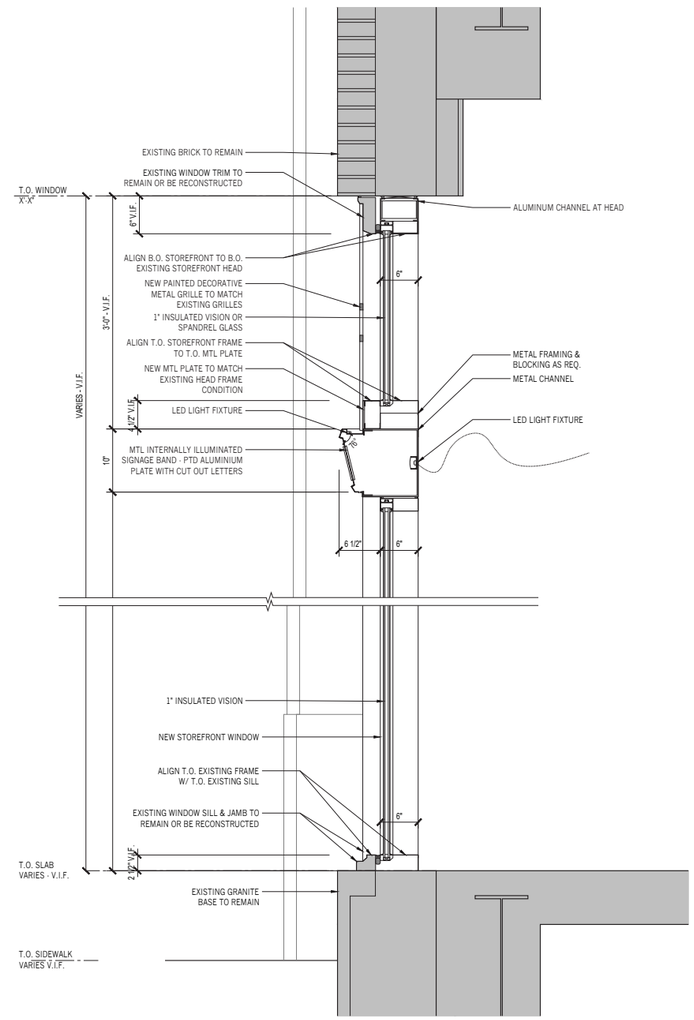
| | | WINDOWS | | | | | | | | | | | DOORS | | | | | | | | | OPENINGS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | W-01 | W-02 | W-03 | W-04 | W-05 | W-06 | W-07 | W-08 | W-09 | W-10 | EX | D-01 | D-02 | D-03 | D-04 | D-05 | D-06 | D-07 | D-08 | EX | O-01 | O-02 | O-03 |
| **STREET** | **BAY** | *TYPICAL WINDOW* | *ENLARGED TYP WINDOW* | *DOUBLE-WIDE* | *SQUARE WINDOW - WALKER* | *ARTICULATED DISPLAY WINDOW* | *3X4 DIVIDED LITE* | *3X5 DIVIDED LITE* | *LOUVER-FULL DECORATIVE GRILL* | *LOUVER - FULL WINDOW GRID* | *LOUVER - HALF WINDOW GRID* | *EXISTING TO REMAIN* | *SINGLE DOOR W/ SIDE LITE* | *2'10 DOUBLE DOOR* | *3'-0" DOUBLE DOOR - TYP GRILL* | *(2) 3'-0" DOUBLE DOOR* | *3'-0" DOUBLE DOOR WITH SQUARE GRILL* | *3'-0" DOUBLE DOOR WITH CANOPY* | *SOLID HM EGRESS DOOR* | *BOH SINGLE DOOR W/ SIDE LITE* | *EXISTING TO REMAIN* | *LOADING DOCK ROLLING DOOR* | *DOUBLE PORTAL* | *SINGLE PORTAL* |
| CHAMFER | B-1 | ○ | | ○ | | | | | | | | | ○ | ○ | | ○ | | | | | | | ● | |
| | B-2 | ○ | | | | | | | | | | | ○ | ○ | | | | | | | | | | |
| | B-3 | ○ | | | | | | | | | | | ○ | ○ | | | | | | | | | | ● |
| AVENUE OF THE AMERICAS | B-4 | ○ | | | | | | | | | | | ○ | ○ | | ● | | | | | | | | |
| | B-5 | ○ | | | | | | | | | | | ○ | ○ | | | | | | | | | | |
| | B-6 | ○ | | | | | | | | | | | | ● | | | | | | | | | | |
| | B-7 | ○ | ● | | | | | | | | | | ○ | ○ | ○ | | | | | | | | | |
| | B-8 | | | | | | | | | | | ● | | | | | | | | | | | | |
| | B-9 | | | | | | | | | | | ● | | | | | | | | | | | | |
| | B-10 | | | | | | | | | | | | | | | | | | | | ● | | | |
| | B-11 | | | | | | | | | | | | ○ | ○ | ● | | | | | | | | | |
| | B-12 | ● | | | | | | | | | | | | | | | | | | | | | | |
| | B-13 | ● | | | | | | | | | | | | | | | | | | | | | | |
| | B-14 | ● | | | | | | | | | | | | | | | | | | | | | | |
| WALKER STREET | B-15 | ○ | | ○ | | | | | | | | | ○ | ○ | | ● | | | | | | | | |
| | B-16 | ○ | | | | | | | | | | | ○ | ○ | | | | | | | | | | |
| | B-17 | ● | | ○ | | | | | | | | | | | | | | | | | | | | |
| | B-18 | ● | | | | | | | | | | | | | | | | | | | | | | |
| | B-19 | | | | ○ | | | | | | | | | | | | ● | | | | | | | |
| | B-20 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-21 | | | | ○ | ● | | | | | | | | | | | | | | | | | | |
| | B-22 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-23 | | | | ○ | ● | | | | | | | | | | | | | | | | | | |
| | B-24 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-25 | | | | ○ | ● | | | | | | | | | | | | | | | | | | |
| | B-26 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-27 | | | | ○ | ● | | | | | | | | | | | | | | | | | | |
| | B-28 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-29 | | | | ○ | ● | | | | | | | | | | | | | | | | | | |
| | B-30 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-31 | | | | ○ | ● | | | | | | | | | | | | | | | | | | |
| | B-32 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-33 | | | | ● | | | | | | | | | | | | | | | | | | | |
| | B-34 | | | | | | | | | | | | | | | | | | | | | | | |

# TYPOLOGIES | SCHEDULE

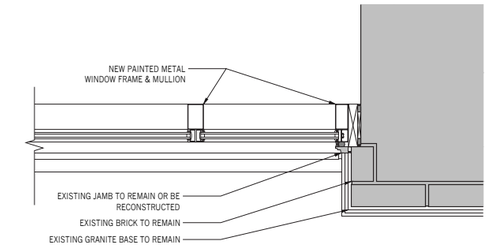
| | | WINDOWS | | | | | | | | | | | DOORS | | | | | | | | | OPENINGS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **W-01** | **W-02** | **W-03** | **W-04** | **W-05** | **W-06** | **W-07** | **W-08** | **W-09** | **W-10** | **EX** | **D-01** | **D-02** | **D-03** | **D-04** | **D-05** | **D-06** | **D-07** | **D-08** | **EX** | **O-01** | **O-02** | **O-03** |
| **STREET** | **BAY** | *TYPICAL WINDOW* | *ENLARGED TYP WINDOW* | *DOUBLE-WIDE* | *SQUARE WINDOW - WALKER* | *ARTICULATED DISPLAY WINDOW* | *3X4 DIVIDED LITE* | *3X5 DIVIDED LITE* | *LOUVER-FULL DECORATIVE GRILL* | *LOUVER - FULL WINDOW GRID* | *LOUVER - HALF WINDOW GRID* | *EXISTING TO REMAIN* | *SINGLE DOOR W/ SIDE LITE* | *2'10 DOUBLE DOOR* | *3'-0" DOUBLE DOOR - TYP GRILL* | *(2) 3'-0" DOUBLE DOOR* | *3'-0" DOUBLE DOOR WITH SQUARE GRILL* | *3'-0" DOUBLE DOOR WITH CANOPY* | *SOLID HM EGRESS DOOR* | *BOH SINGLE DOOR W/ SIDE LITE* | *EXISTING TO REMAIN* | *LOADING DOCK ROLLING DOOR* | *DOUBLE PORTAL* | *SINGLE PORTAL* |
| CHURCH STREET | B-35A | | | | | | ○ | | | | | | | | | | | | | | | | | |
| | B-35 | ○ | | | | | | | | | | | | | | | | | | | | | | |
| | B-36A | | | | | | ○ | | | | | | | | | | | | | | | | | |
| | B-36 | ○ | | | | | | | | | | | | | | | | | | | | | | |
| | B-37 | | | | | | ○ | | | | | | | | | | | | | | | | | |
| | B-38 | | | | | | | | | | | | | | | | | | ○ | | | | | |
| | B-39 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-40 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-41 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-42 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-43 | | | | | | | | | | | | | | | | | | | | ● | | | |
| | B-44 | ○ | | | | | | | | | | | ○ | ○ | | | | ● | | | | | | |
| | B-45 | ○ | | | | | | | | | | | ○ | ○ | | | | ● | | | | | | |
| | B-46 | ○ | | | | | | | | | | | ○ | ○ | | | | ● | | | | | | |
| | B-47 | ○ | | | | | | | | | | | ○ | ○ | | | | ● | | | | | | |
| | B-48 | ○ | ● | | | | | | | | | | | | | | | | | | | | | |
| LISPENARD STREET | B-49 | ○ | ● | | | | | | | | | | | | | | | | | | | | | |
| | B-50 | ○ | | | | | | | ● | | | | | | | | | | | | | | | |
| | B-51 | ● | | | | | | | | | | | | | | | | | | | | | | |
| | B-52 | | | | | | | | | | | | | | | | | | | | ● | | | |
| | B-53 | | | | | | | | | ○ | | ● | | | | | | | | | | | | |
| | B-54 | | | | | | ○ | | | | | ● | | | | | | | | | | | | |
| | B-55 | | | | | | ○ | | | | | ● | | | | | | | | | | | | |
| | B-56 | | | | | | | | | | | | | | | | | | | | ● | | | |
| | B-57 | | | | | | ○ | ● | | | | | | | | | | | | | | | | |
| | B-58 | | | | | | ○ | ● | | | | | | | | | | | | | | | | |
| | B-59 | | | | | | ○ | ● | | | | | | | | | | | | | | | | |
| | B-60 | | | | | | ○ | ○ | | | | | | | | | | | | | | ● | | |
| | B-61 | | | | | | ○ | ○ | | | | | | | | | | | | | | | | |
| | B-62 | | | | | | ○ | ○ | | | | | | | | | | | | | | ● | | |
| | B-63 | | | | | | ○ | ○ | | | | | | | | | | | | | | | | |
| | B-64 | | | | | | | | | ○ | | ● | | | | | | | | | | | | |
| | B-65 | | | | | | | | | | | | | | | | | | | | ● | | | |
| | B-66 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-67 | | | | | | | | | | | | | | | | | | | | | | | |
| | B-68 | | | | | | | | | | | | | | | | | | | | ● | | | |
| | B-69 | ● | | | | | | | | | | | | | | | | | | | | | | |
| | B-70 | ○ | | ● | | | | | | | | | | | | | | | | | | | | |
| | B-71 | ○ | | | | | | | | | | | | | | | | | | | | | | |
| | B-72 | ● | | | | | | | | | | | | | | | | | | | | | | |

# DETAILS | TYP WINDOW: W-1, W-2, W3, W4

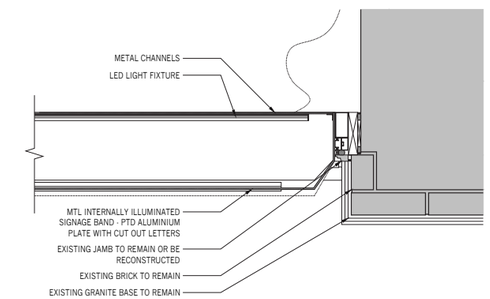


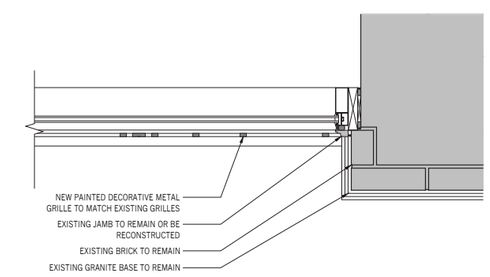

1 ENLARGED SECTION DETAIL - TYP WINDOW
1/2" = 1'-0"




4 ENLARGED PLAN DETAIL - TYP TRANSOM JAMB
1/2" = 1'-0"



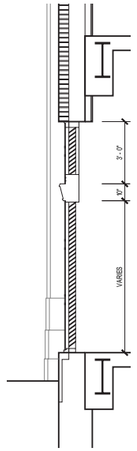

3 ENLARGED PLAN DETAIL - TYP SIGNAGE BAND
1/2" = 1'-0"

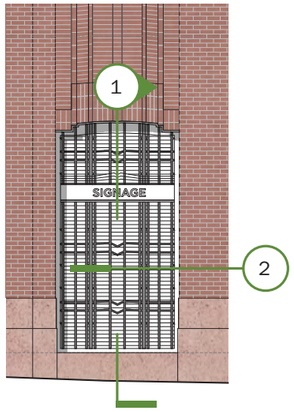


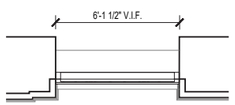

2 ENLARGED PLAN DETAIL - TYP WINDOW JAMB
1/2" = 1'-0"

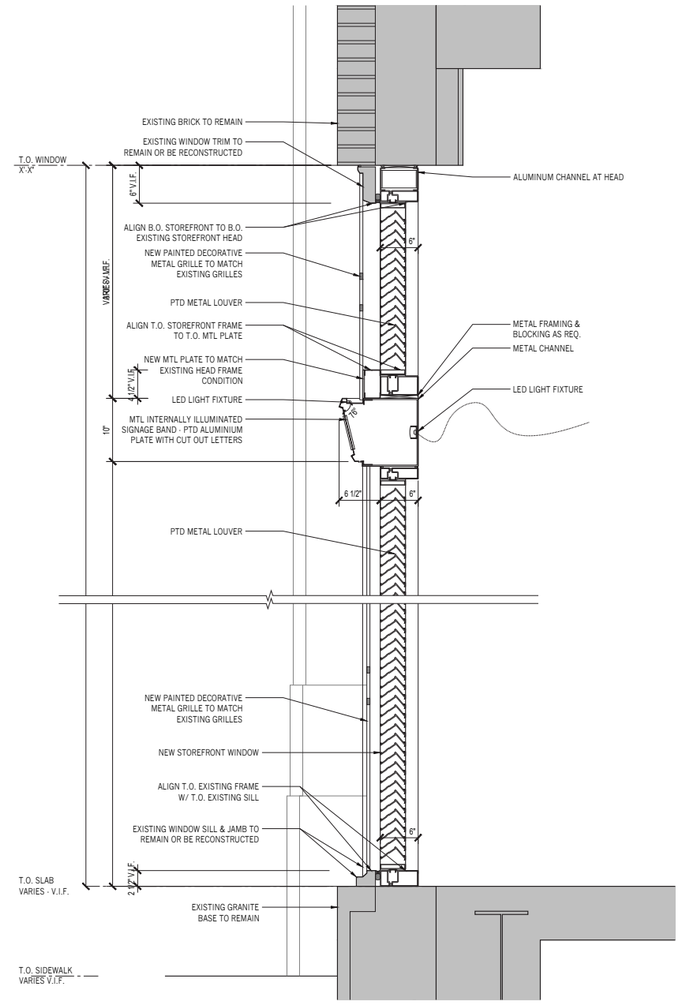
0" 3" 6" 12" 24"

# DETAILS | TYP LOUVER: W-8

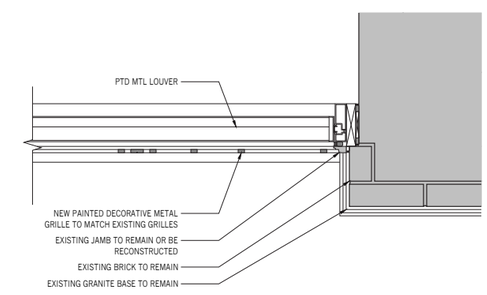


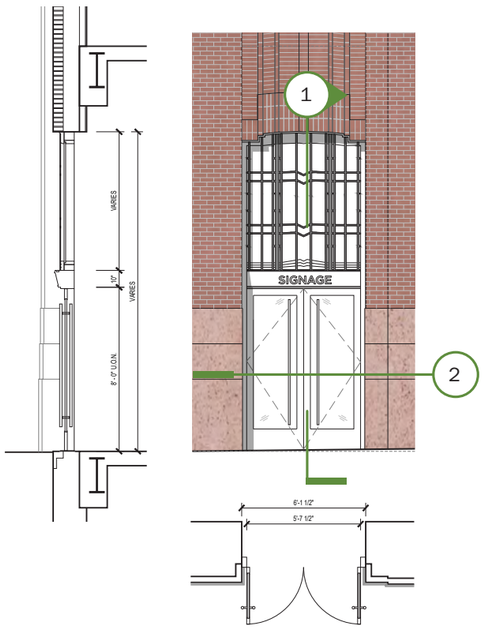

1 ENLARGED SECTION DETAIL - TYP GROUND FLR LOUVER
1/2" = 1'-0"

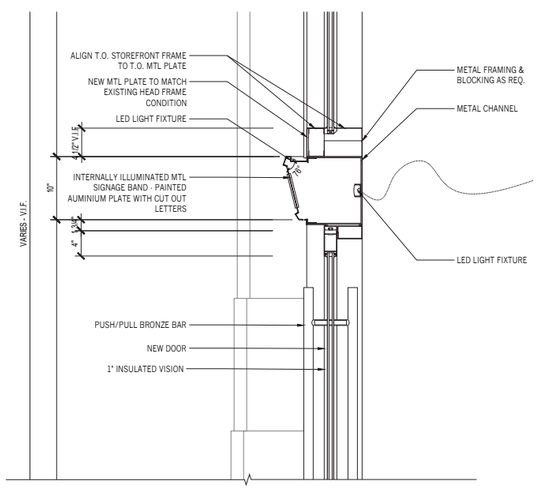



2 ENLARGED PLAN DETAIL - TYP LOUVER JAMB
1/2" = 1'-0"

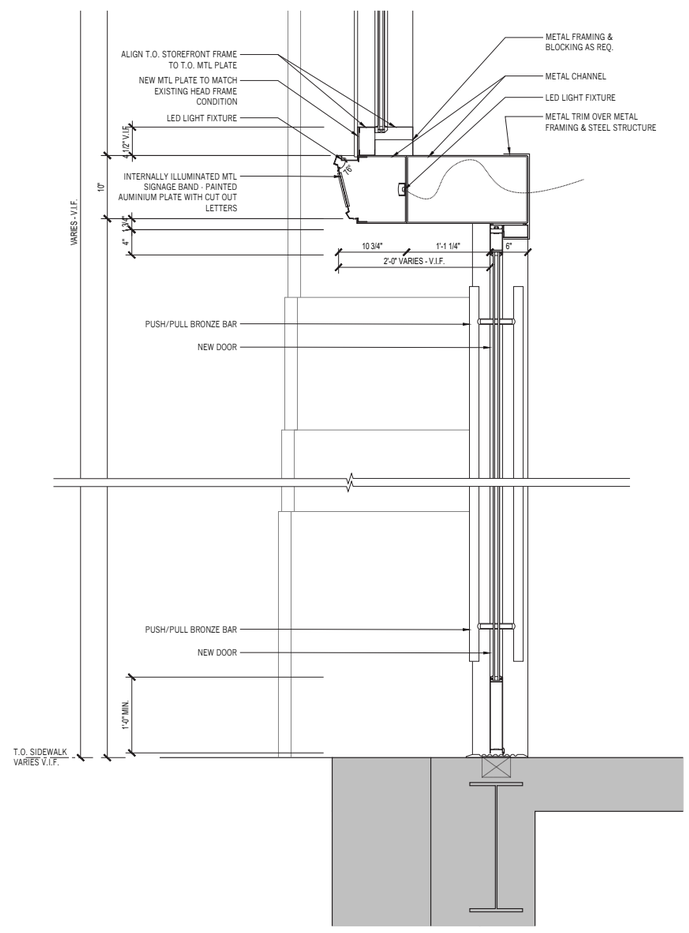
0" 3" 6" 12" 24"

# DETAILS | TYP DOOR: D-01, D-02, D-03, D-04, D-05

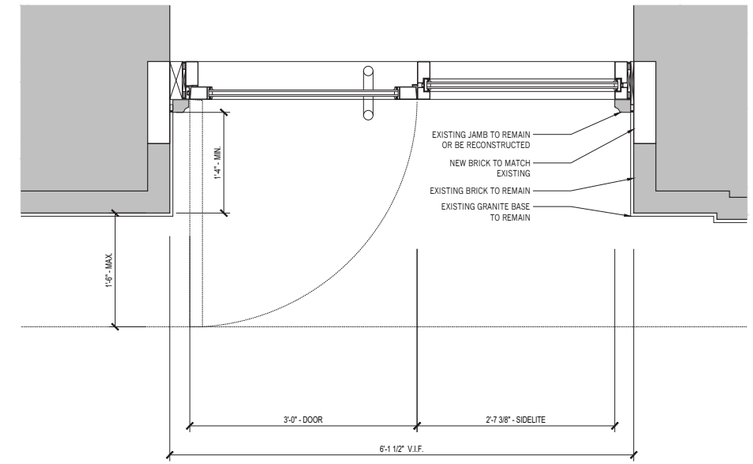


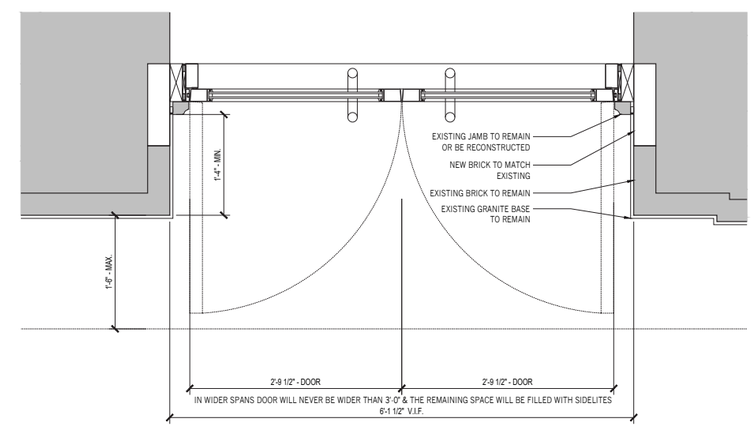

1A ENLARGED SECTION DETAIL - TYP DOOR
1/2" = 1'-0"




1B ENLARGED SECTION DETAIL - TYP DOOR W/ SETBACK
1/2" = 1'-0"



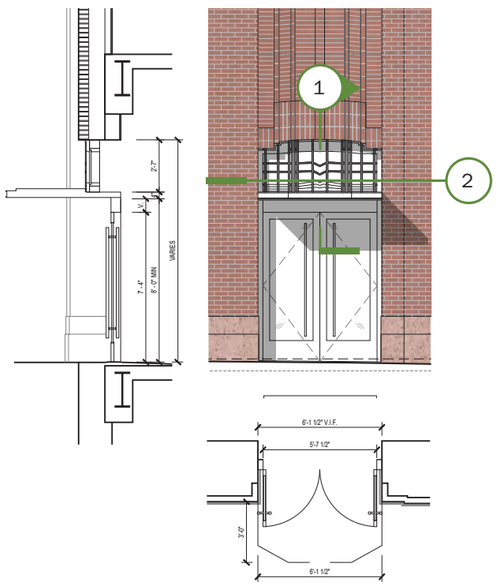

2B ENLARGED PLAN DETAIL - TYP SINGLE DOOR W/ SIDE LIGHT
1/2" = 1'-0"

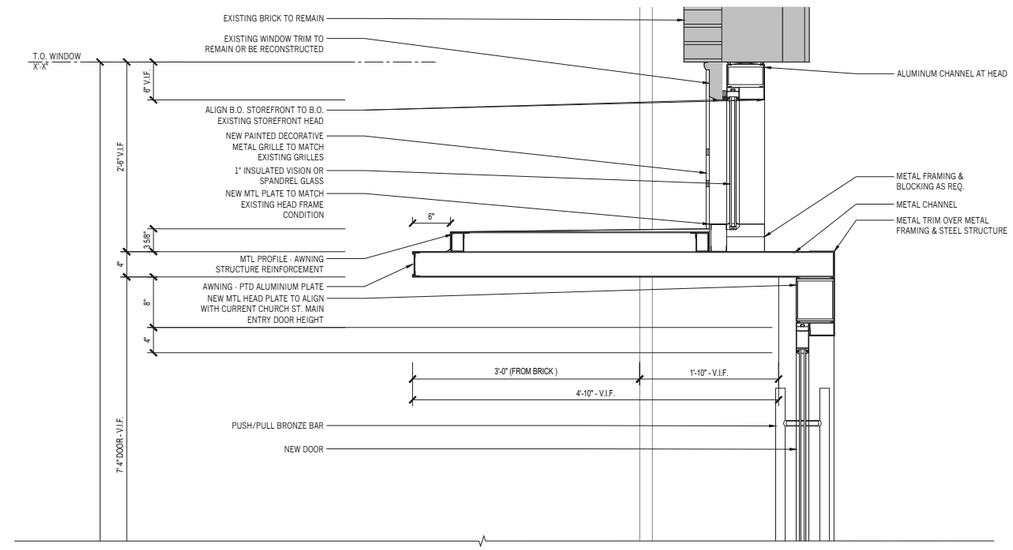



2A ENLARGED PLAN DETAIL - TYP DOUBLE DOOR
1/2" = 1'-0"

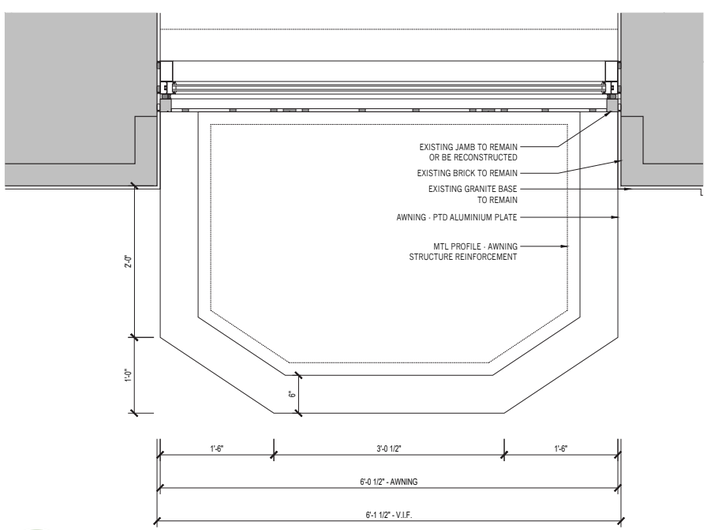
0" 3" 6" 12" 24"

# DETAILS | TYP CANOPY D-06



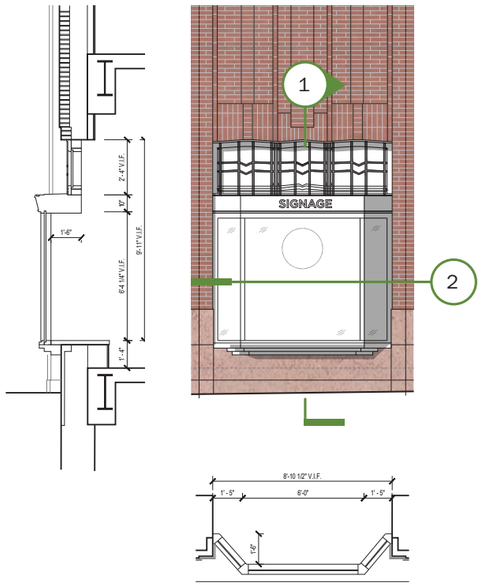



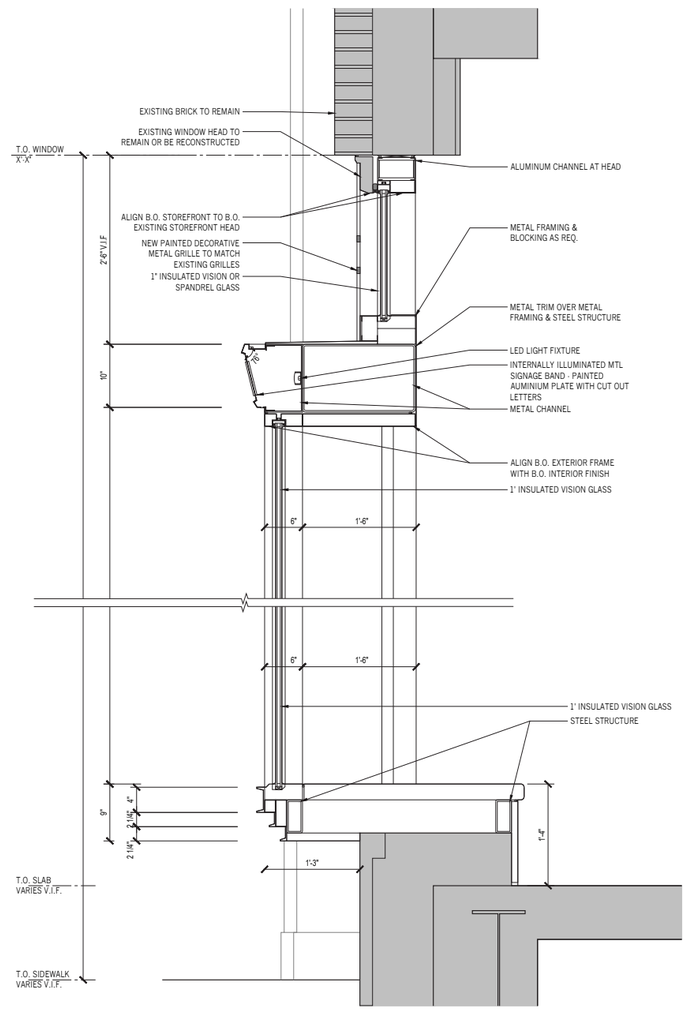

1 ENLARGED SECTION DETAIL - TYP DOOR W/ SETBACK
1/2" = 1'-0"

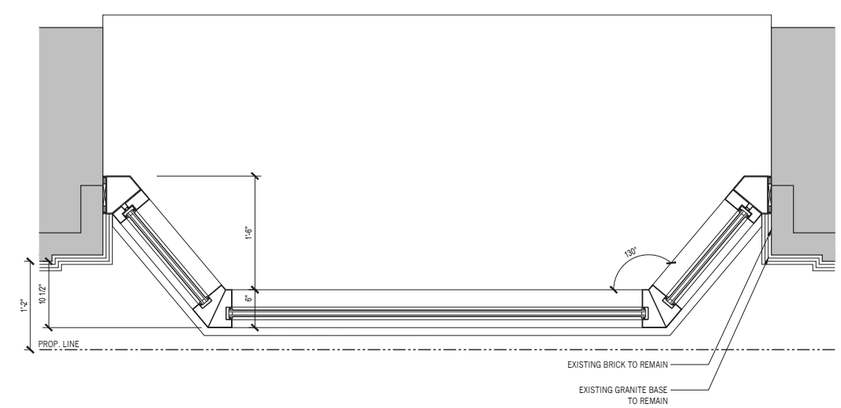



2 ENLARGED PLAN DETAIL - TYP DOUBLE DOOR
1/2" = 1'-0"

# DETAILS | ARTICULATED DISPLAY WINDOW W-05

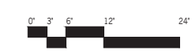


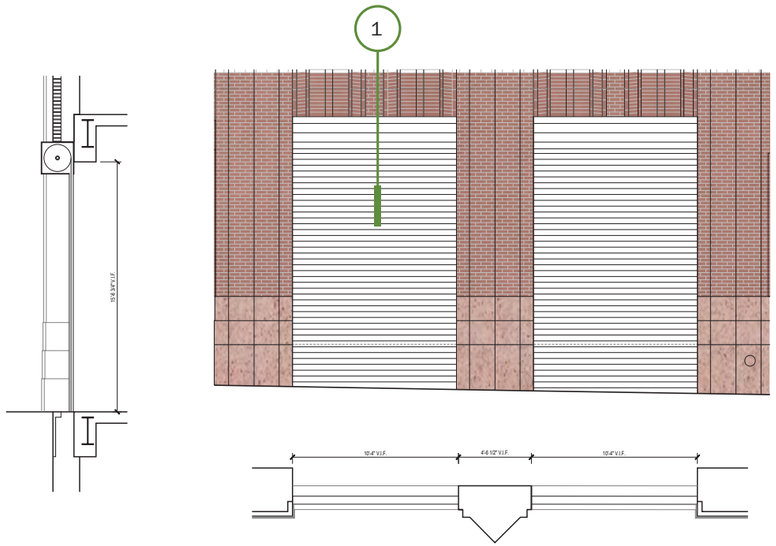



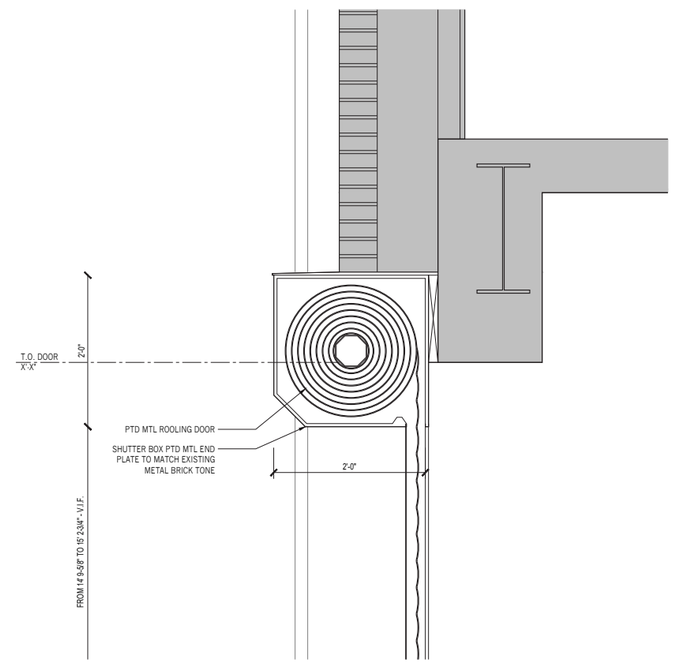

1 ENLARGED SECTION DETAIL - ARTICULATED DISPLAY WINDOW
1/2" = 1'-0"

2 ENLARGED PLAN DETAIL - ARTICULATED DISPLAY WINDOW
1/2" = 1'-0"



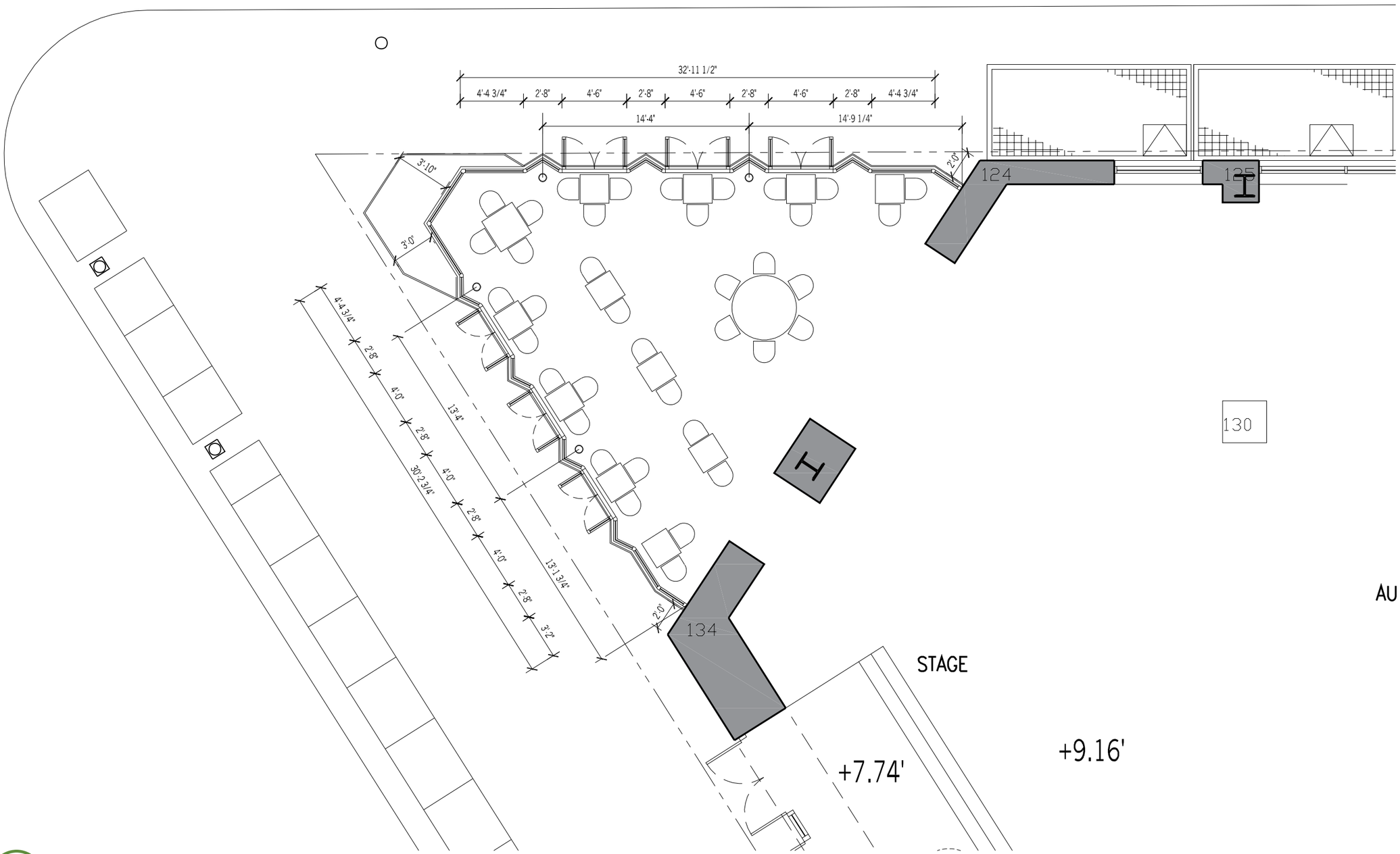
# DETAILS | ROLL-UP DOOR O-01



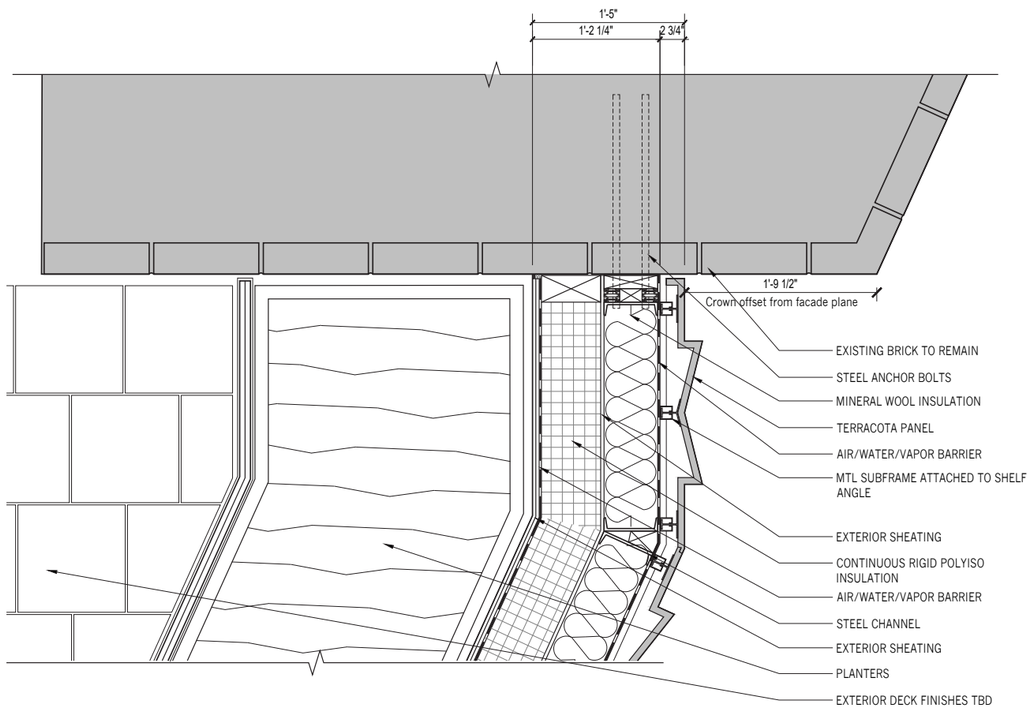

1 ENLARGED SECTION DETAIL - ROLL-UP DOOR
1/2" = 1'-0"

# ENLARGED PLAN | PAVILION

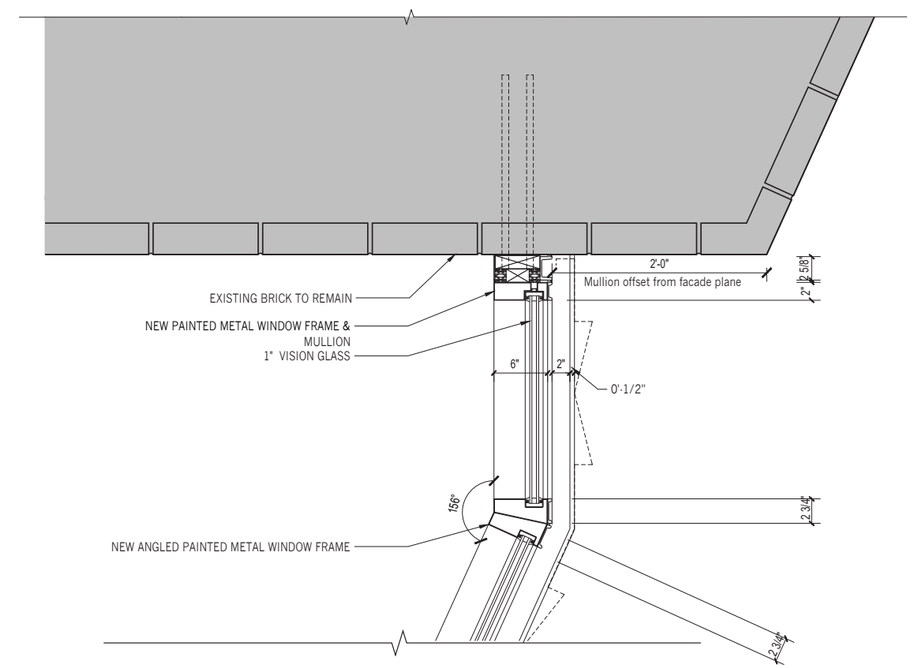



1 ENLARGED PLAN

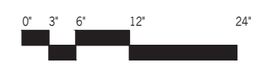
# ENLARGED DETAILS | PAVILION



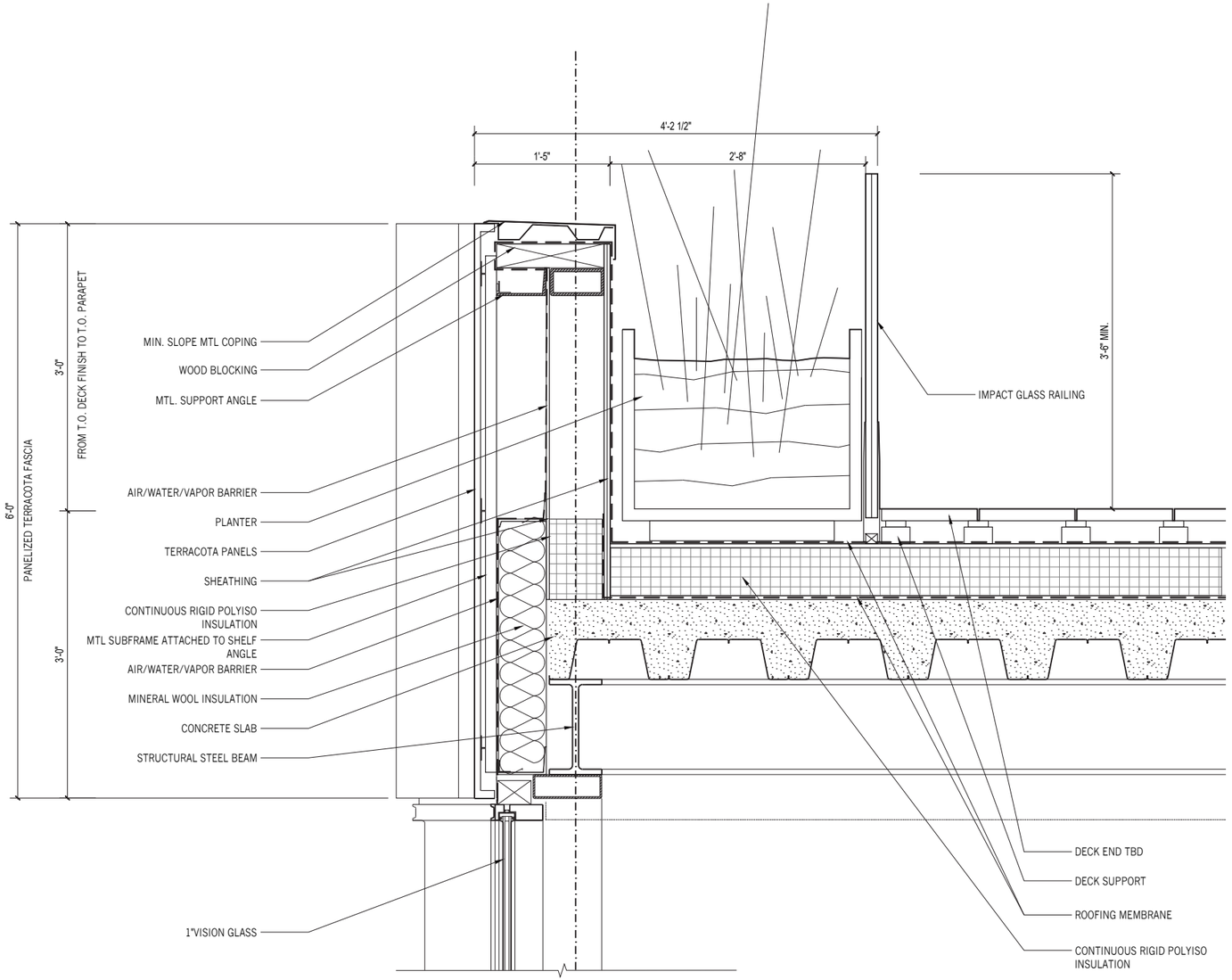

1 ENLARGED PLAN DETAIL - FASCIA CONNECTION




2 ENLARGED PLAN DETAIL - STOREFRONT CONNECTION



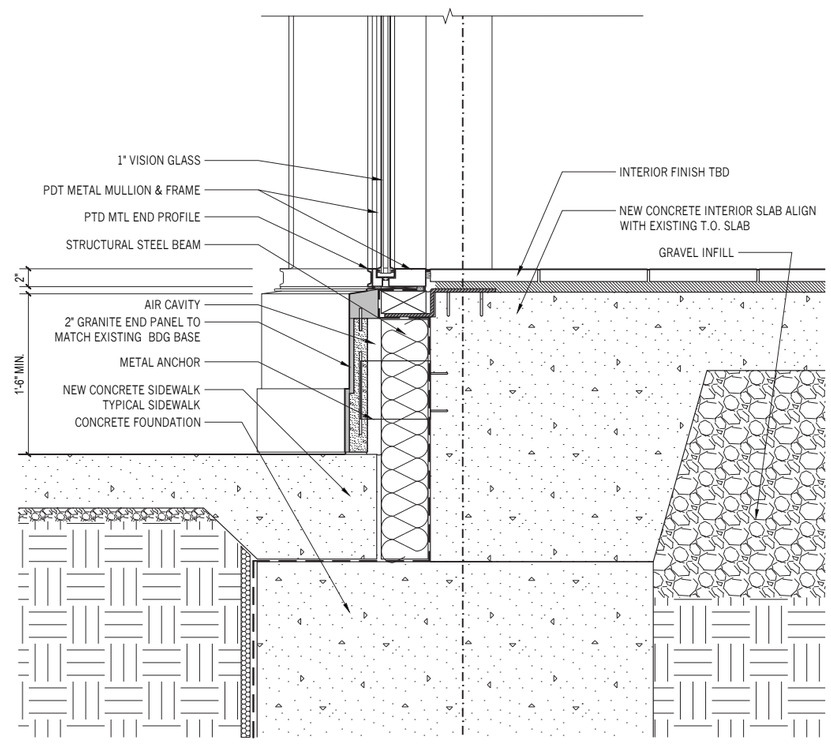
# ENLARGED DETAILS | PAVILION




1 ENLARGED SECTION DETAIL - FASCIA

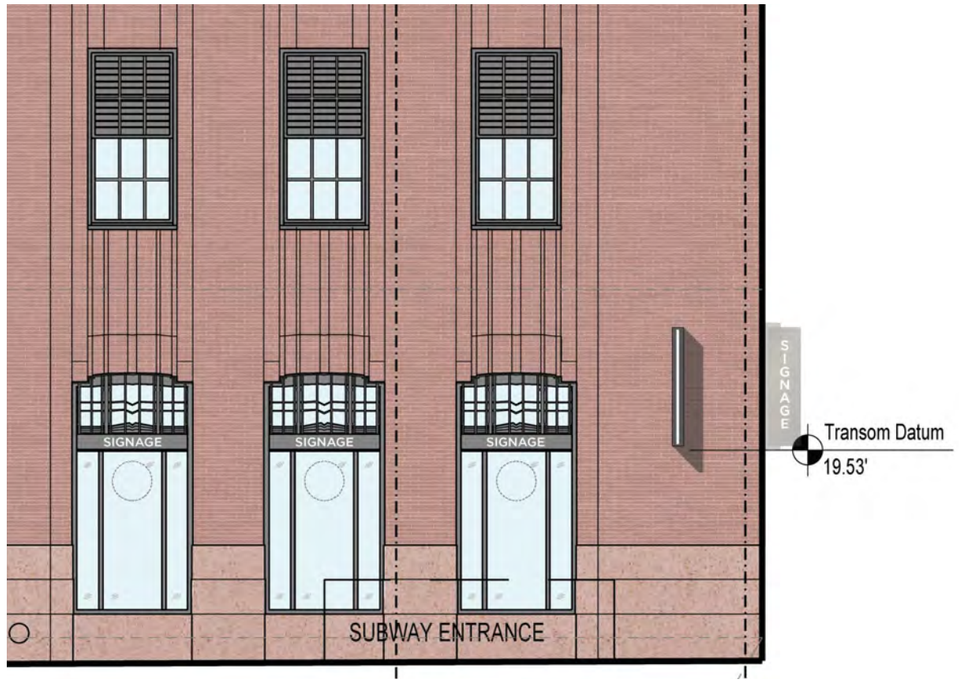
0" 3" 6" 12" 24"

# ENLARGED DETAILS | PAVILION



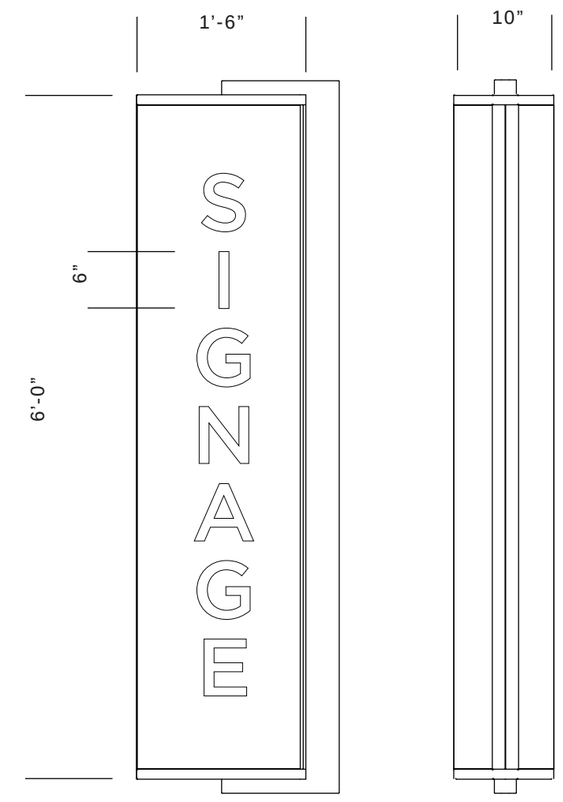

1 ENLARGED SECTION DETAIL - BASE

# PROPOSED SIGNAGE PACKAGE | RETAIL BLADE TYPE 1

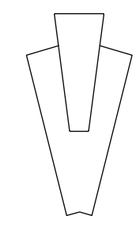



## RETAIL BLADE

- FABRICATED ALUMINUM SIGN, INTERNALLY ILLUMINATED, WHITE LED
- PAINTED MATTHEWS ACRYLIC POLYURETHANE SATIN FINISH, DURONODIC BRONZE
- DOUBLE SIDED GRAPHICS: 6” CAPS X 1/4” PUSH-THROUGH WHITE ACRYLIC
- MOUNTING BRACKET, CONCEALED MECHANICAL FASTENERS AT BRICK MORTAR JOINTS
- MOUNTED MIN- 8’-0” ABOVE SIDEWALK

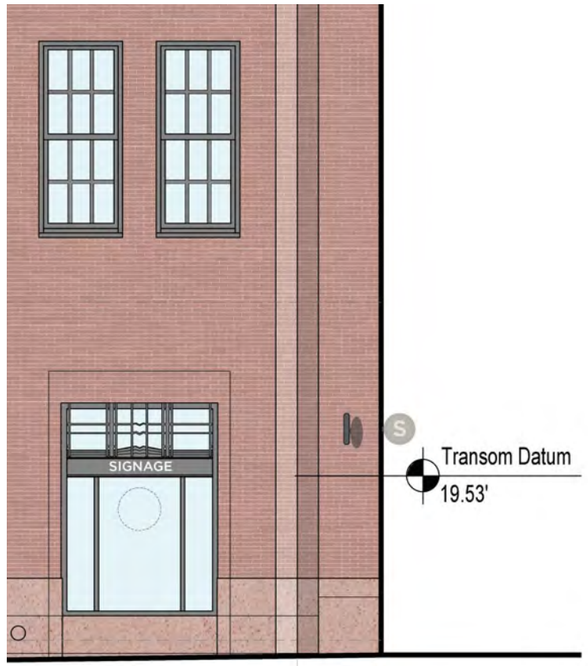



3/4” = 1’-0“”



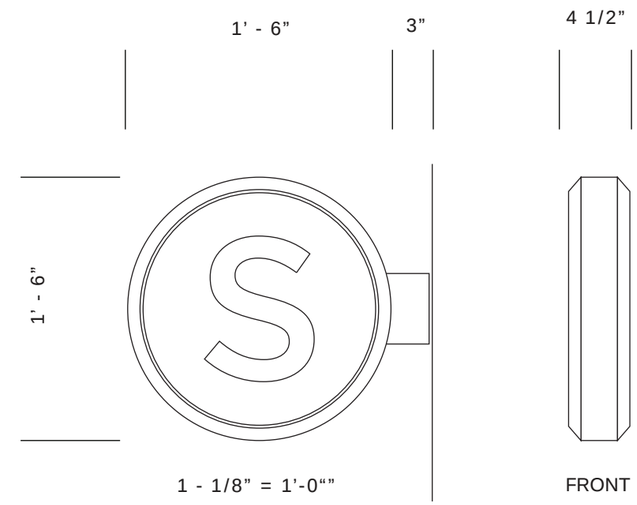
PLAN

# SLIDE TITLE




## RETAIL BLADE

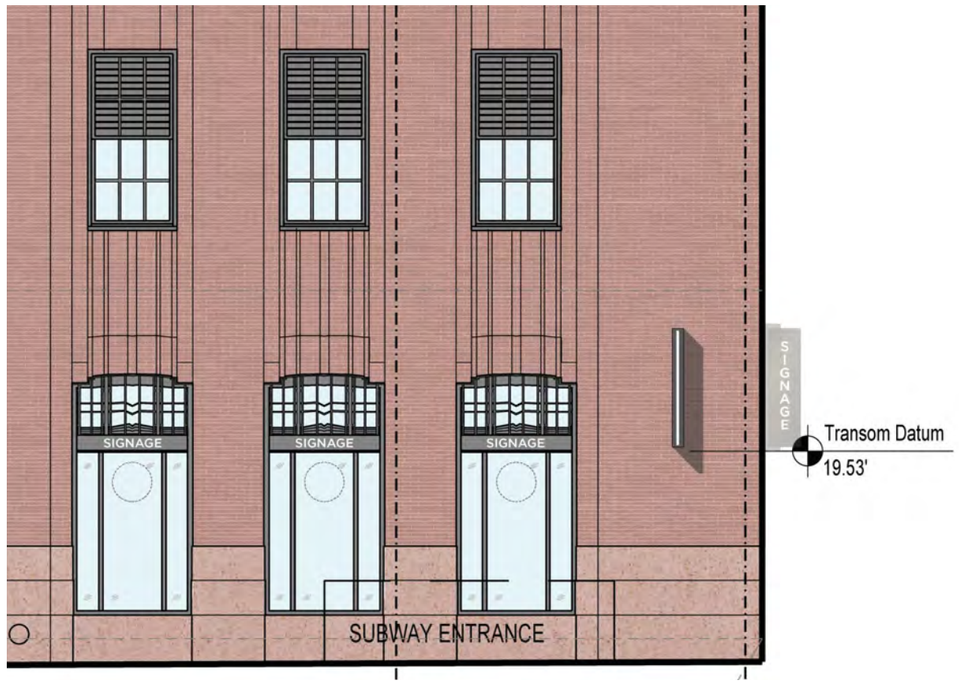
- FABRICATED ALUMINUM SIGN INTERNALLY ILLUMINATED, WHITE LED
- PAINTED MATTHEWS ACRYLIC POLYURETHANE SATIN FINISH, DURONODIC BRONZE
- DOUBLE SIDED GRAPHICS, 18” DIA – 1/4” PUSH-THROUGH WHITE ACRYLIC GRAPHICS
- OR DURANTRANS / SEE GRAPHICS EXAMPLE IE: TRANSLUCENT FILM ON ACRYLIC.
- MOUNTING BRACKET, CONCEALED MECHANICAL FASTENERS AT BRICK MORTAR JOINTS
- MIN 8’-0” ABOVE SIDEWALK

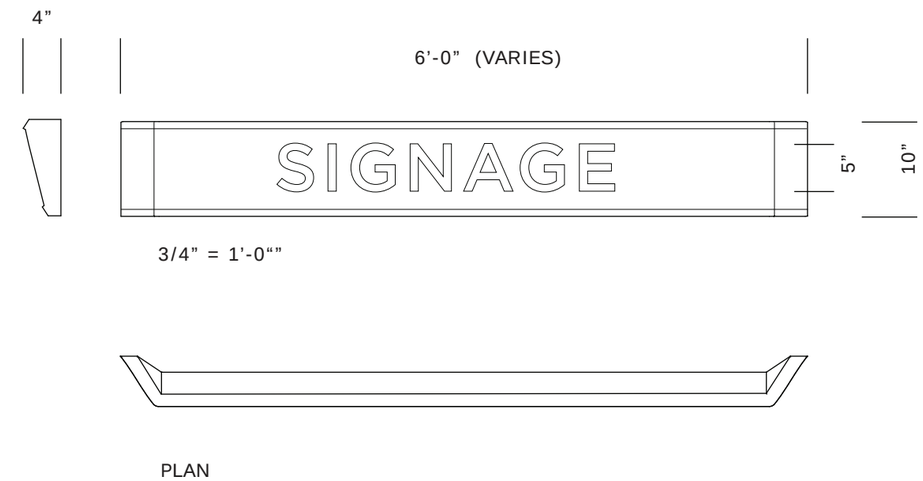


Example of Graphics
(Illuminated Duratrans)

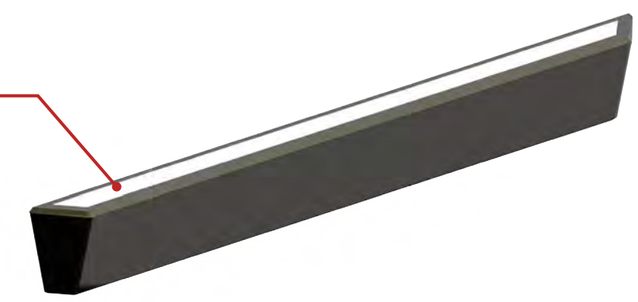
PLAN

# SLIDE TITLE

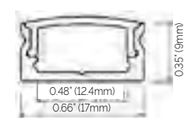


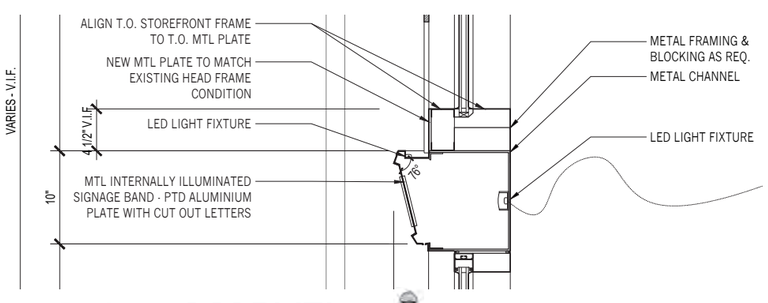



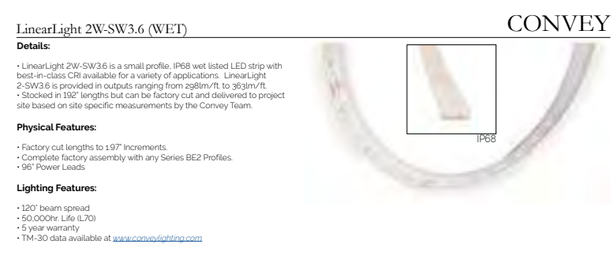

INTEGRATED UPLIGHT AT
WINDOW TRANSOM, TYP



- FABRICATED ALUMINUM SIGN INTERNALLY ILLUMINATED, WHITE LED WITH INTEGRATED UPLIGHT
- UPPER LENS COVER, WHITE ACRYLIC
- SIGN BAND PAINTED MATTHEWS ACRYLIC POLYURETHANE SATIN FINISH, DURONODIC BRONZE
- SINGLE SIDED GRAPHICS, 5" CAPS X 1/4" PUSH-THROUGH WHITE ACRYLIC







LinearLight 2W-SW3.6 (WET)

CONVEY

**Details:**

- LinearLight 2W-SW3.6 is a small profile, IP68 wet listed LED strip with best-in-class CRI available for a variety of applications. LinearLight 2-SW3.6 is provided in outputs ranging from 298lm/ft. to 363lm/ft.
- Stocked in 192" lengths but can be factory cut and delivered to project site based on site specific measurements by the Convey Team.

**Physical Features:**

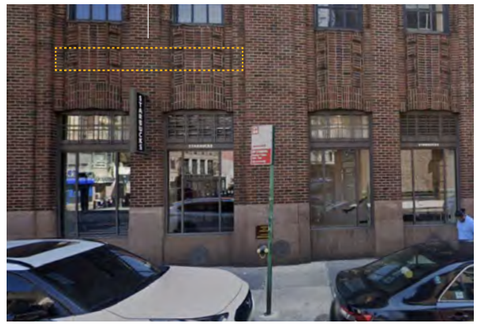
- Factory cut lengths to ±97" increments
- Complete factory assembly with any Series BE2 Profiles.
- 96" Power Leads

**Lighting Features:**

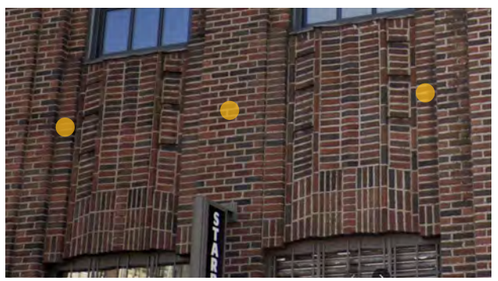
- 120° beam spread
- 50,000hr. Life (L70)
- 5 year warranty
- TM-30 data available at www.conveylighting.com

IP68

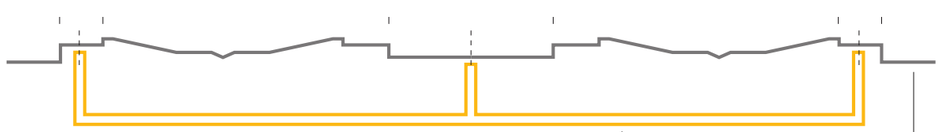
# PROPOSED SIGNAGE PACKAGE | RETAIL RACEWAY



EXISTING: CORNER SIXTH AVE & WALKER ST



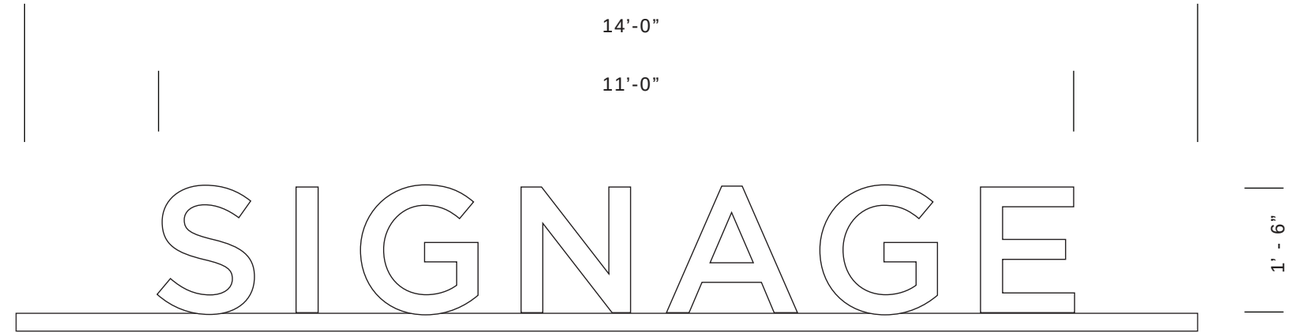
- FABRICATED METAL LETTERS, PAINTED MATTHEWS ACRYLIC POLYURETHANE SATIN FINISH, WHITE
- (OPTION – FABRICATED LETTERS WITH REAR HALO ILLUMINATION ON RACEWAY)
- RACEWAY SUPPORT WITH LED UPLIGHT PAINTED M.A.P DARK BRONZE
- MOUNTING BRACKET, CONCEALED MECHANICAL FASTENERS AT BRICK MORTAR JOINTS AT FLAT BRICK



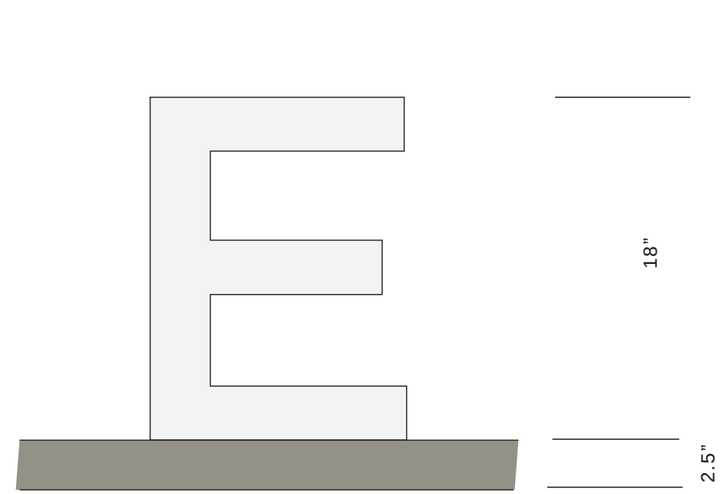
**SCHEMATIC PLAN**

PROPOSED RACEWAY

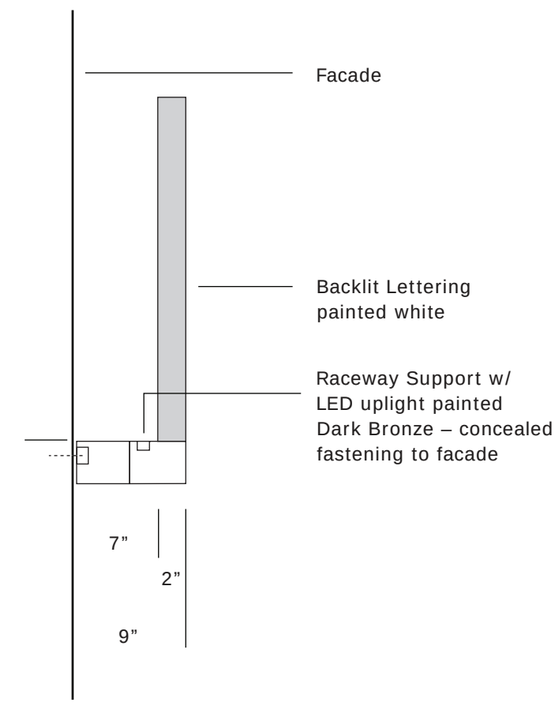
BRICK FACADE




LAYOUT – 1/2" = 1'-0"

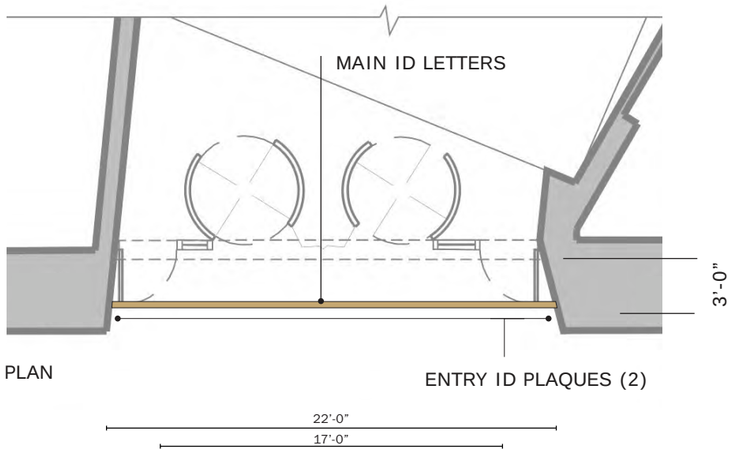



LAYOUT – 1" = 1'-0"



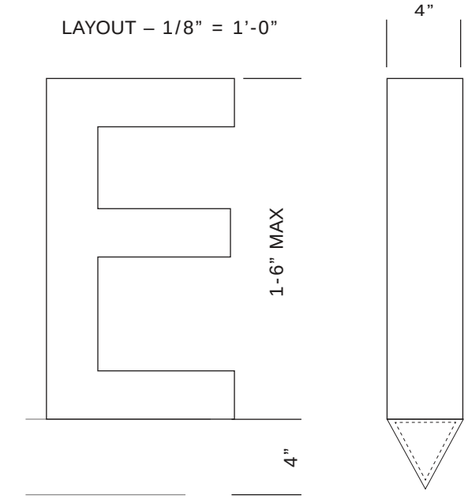

SECTION – 1" = 1'-0"

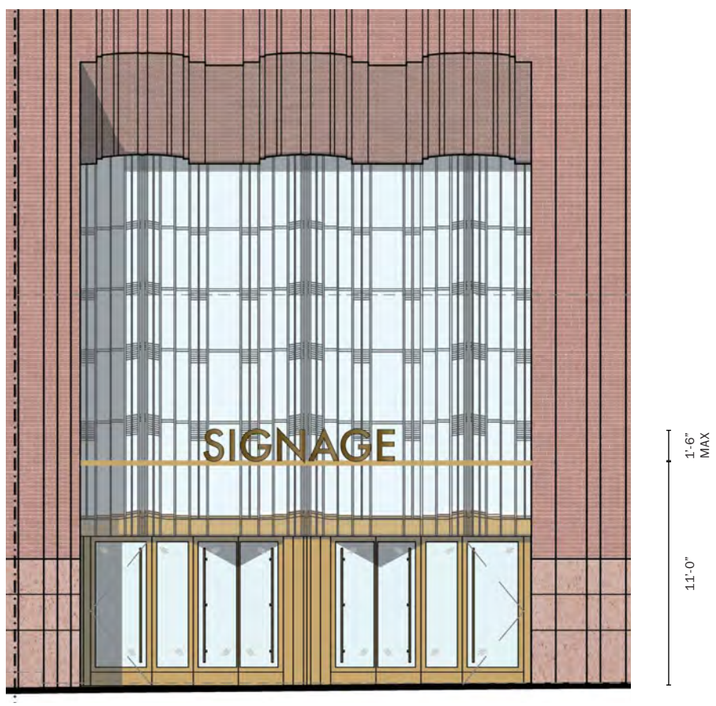
# PROPOSED SIGNAGE PACKAGE | MAIN ENTRY - AVENUE OF THE AMERICAS



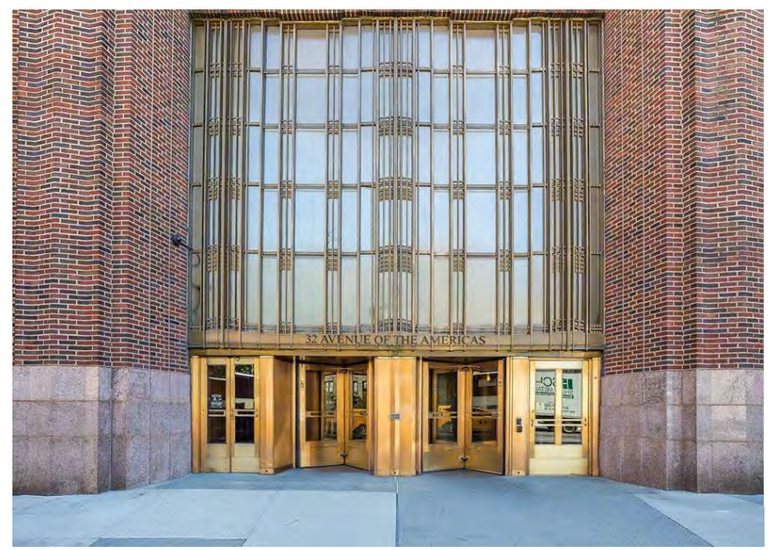

PLAN

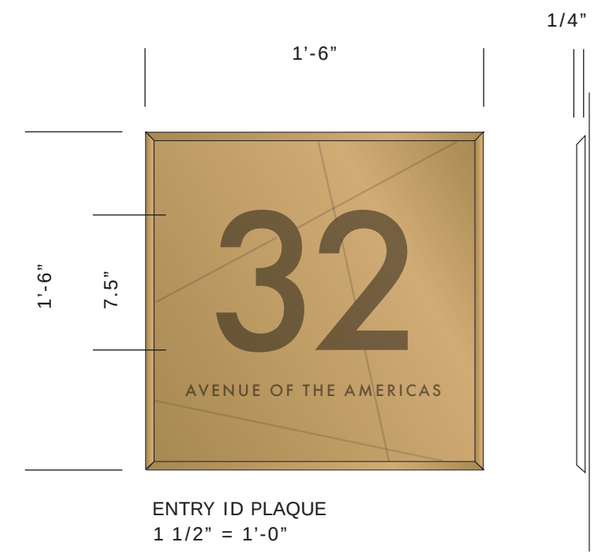
LAYOUT – 1/8" = 1'-0"



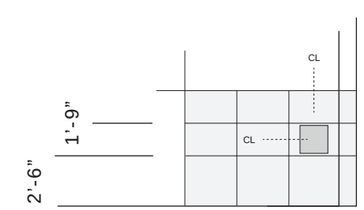




EXISTING




ENTRY ID PLAQUE
1 1/2" = 1'-0"




ENTRY ID PLAQUE
SIDE VIEW

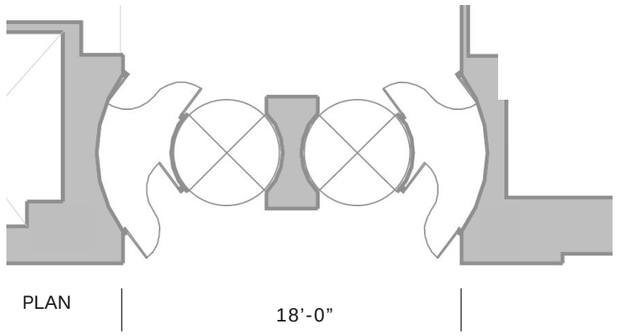
**MAIN ENTRY ID**
Fabricated letters on raceway mounted to lateral walls. Medium Bronze Brushed #4 Finish, Satin Clearcoat (or painted Matthews Acrylic Polyurethane to match) Raceway V section or similar w concealed fasteners to letters and existing brick wall

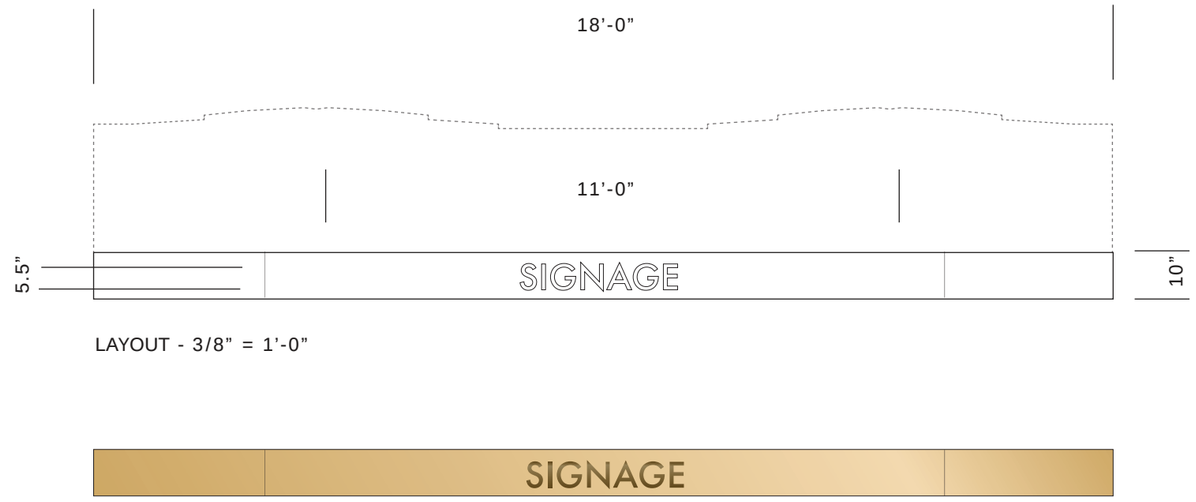
**ENTRY ID PLAQUE**
Bronze plaque 1/4" thick stud mounted flush to wall. Light Bronze #4 Brished Finish, Satin Clearcoat w beveled edges Numerals (32): 1/8" dark bronze mechanically fastened from rear. Letters (Av of Americas) engraved & filled epoxy ink duronodic bronze. Diagonal lines engraved, no fill.

BRONZE FINISHES

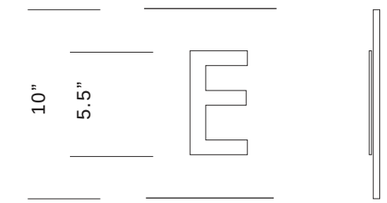
LIGHT MEDIUM DARK

# PROPOSED SIGNAGE PACKAGE | MAIN ENTRY - CHURCH STREET

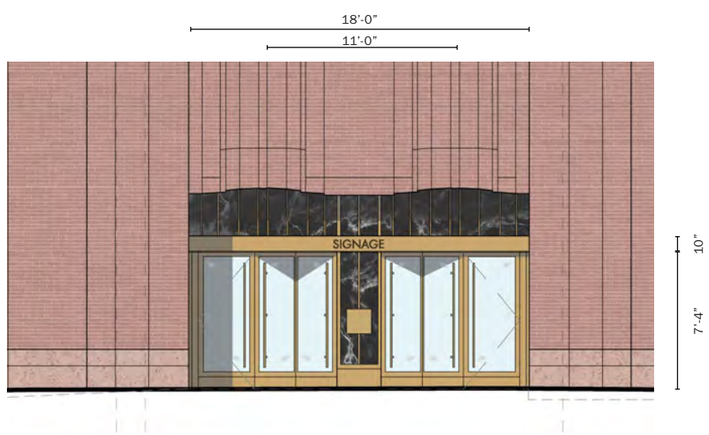



LAYOUT - 3/8" = 1'-0"




LAYOUT – 1 1/2" = 1'-0"



EXISTING

LIGHT BRONZE FINISH

DARK BRONZE FINISH

**MAIN ENTRY ID**

Header Panel Light Bronze Brushed #4 Finish (to match existing)
Address letters are 1/8" Dark Bronze Horiz brush # 4 w Satin Clearcoat
stud-mounted flush on panel

# EXISTING DOOR SURVEY

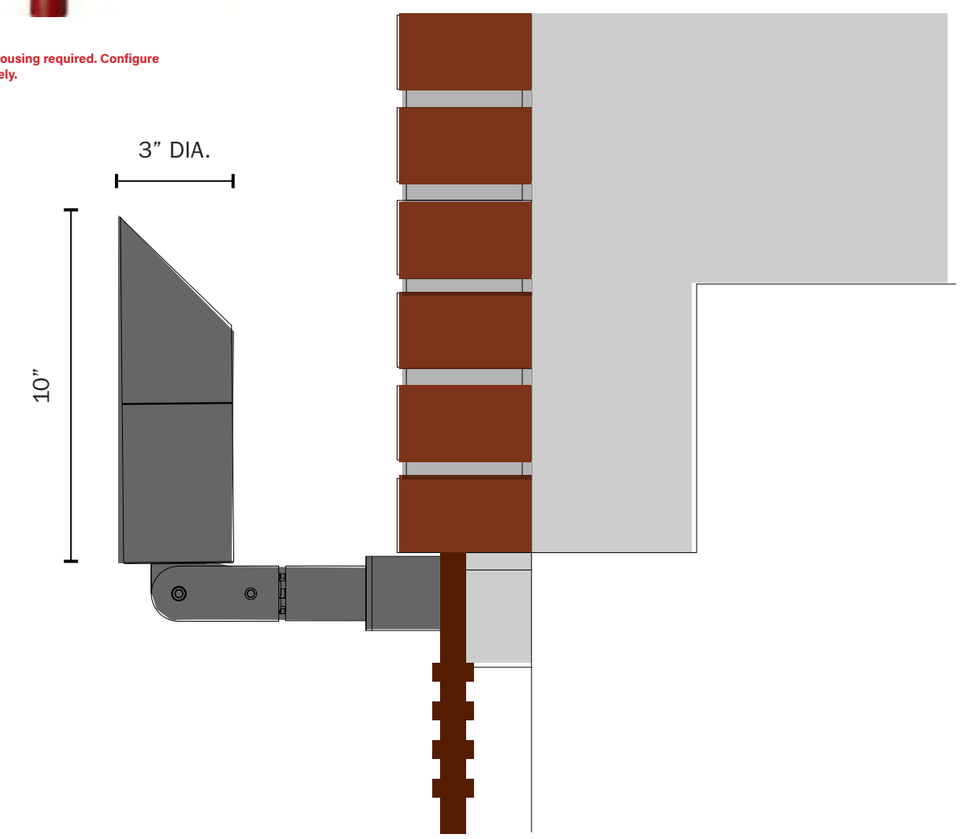
## LEGEND + COUNTS

| | | |
|---|---|---|
| (1) | OD | ORIGINAL DOUBLE TO REMAIN |
| (2) | OD | ORIGINAL DOUBLE TO BE REPLACED |
| (20) | OE | ORIGINAL ELEVATOR DOORS |
| (2) | NE | NON-DECORATIVE ELEVATOR DOORS |
| (6) | OS | ORIGINAL SINGLE TO REMAIN |
| (10) | OS | ORIGINAL SINGLE TO BE REPLACED |
| (2) | R | REPLICA DOOR - PTD METAL |
| (3) | OB | ORINGAL BOH DOOR - PTD |
| (2) | NO | NON-ORIGINAL DOOR TO REMAIN |
| (1) | NO | NON-ORIGINAL DOOR TO BE REPLACED |

# BUILDING FEATURE LIGHTING | EXISTING FLAG POLES

BUILDING MOUNTED SPOT LIGHTING FOR FLAGS AND BRICK WORK ABOVE DECORATIVE GRILLES

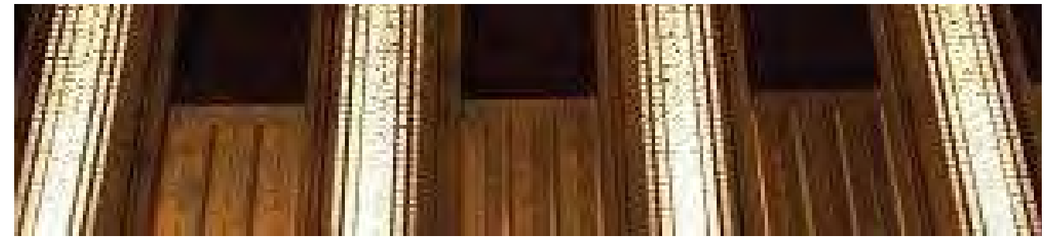
Driver housing required. Configure separately.

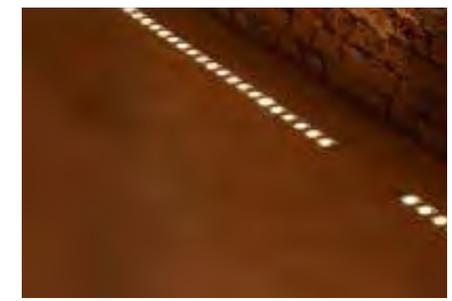



MOUNT ELECTRICAL BOX AT TOP OF DECORATIVE GRILLE. PAINT FIXTURE AND ELECTRICAL BOX TO MATCH

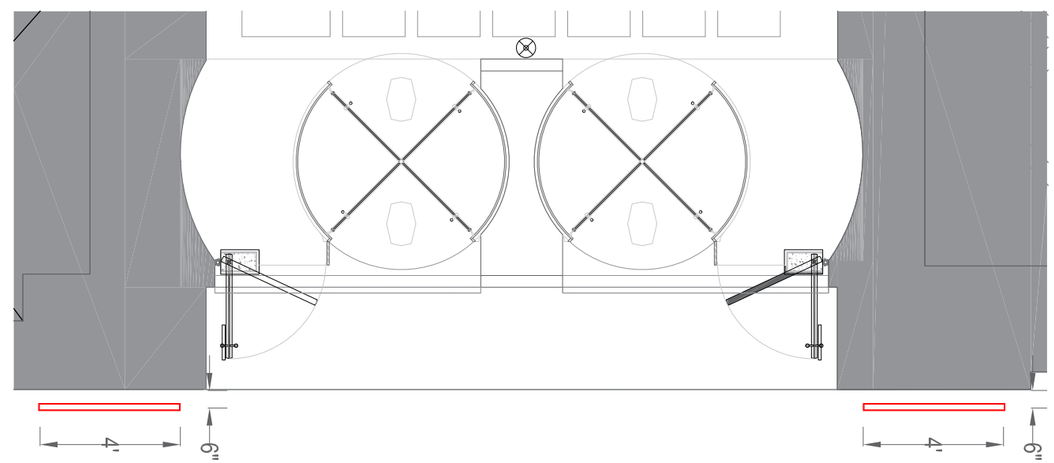
# BUILDING FEATURE LIGHTING | CHURCH STREET ENTRY

AT THE CHURCH STREET ENTRANCE, INSTALL LINEAR INGRADE UPLIGHTS TO MATCH THE LIGHTING EFFECT AT THE MAIN ENTRANCE. THESE FIXTURES WOULD BE RECESSED INTO THE SIDEWALK 6” IN FRONT OF THE BRICK PIERS





CHURCH STREET UP-
LIGHT TO MATCH MAIN
ENTRANCE UPLIGHT



Landmarks Preservation Commission

**October 31, 2023**
Public Hearing

**The current proposal is:**

**Preservation Department – Item 5, LPC-24-02387**

# 32 Avenue of the Americas – Long Distance Building of the American Telephone and Telegraph Company – Individual and Interior Landmark Borough of Manhattan

**To testify virtually, please join Zoom**

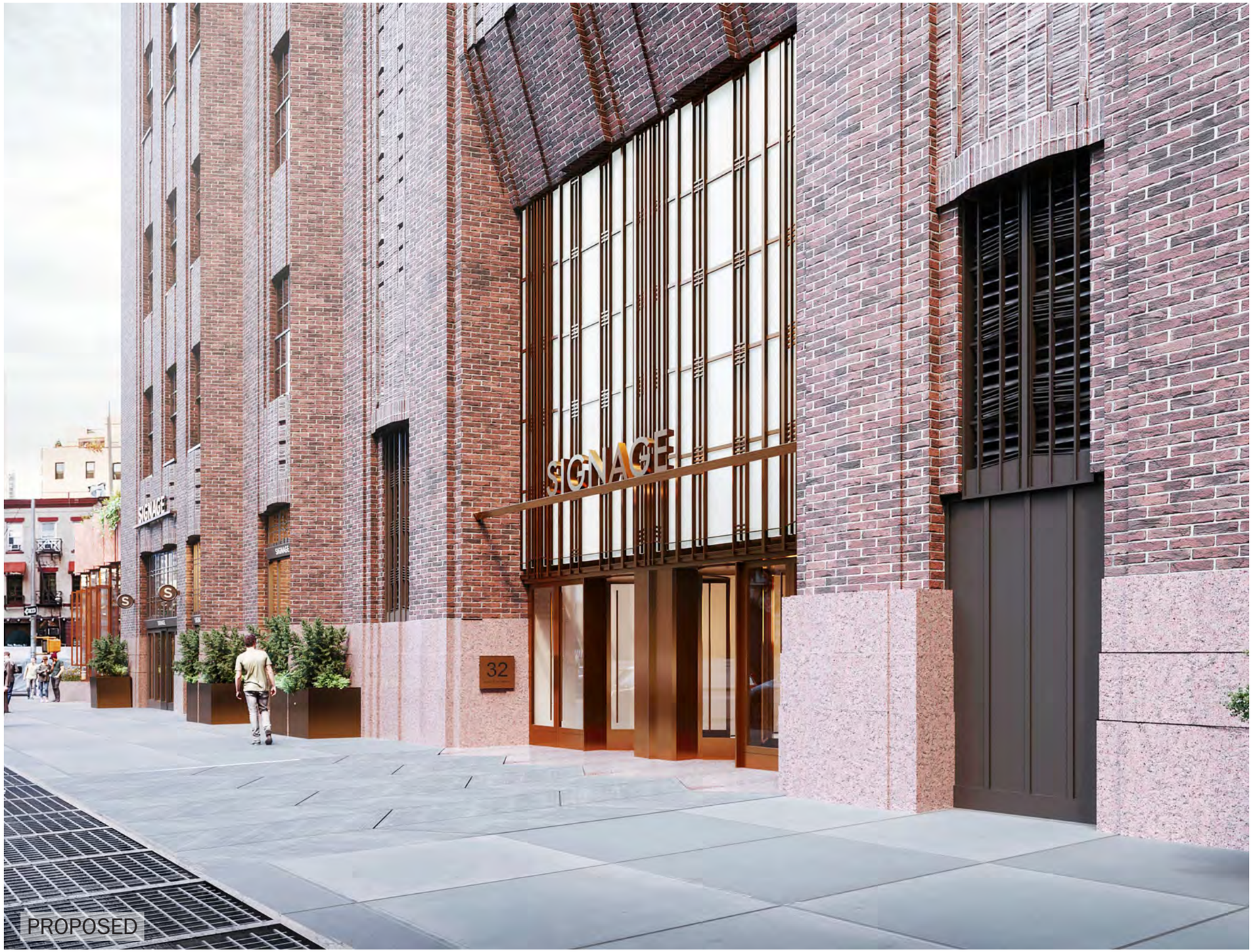
**Webinar ID:** 824 7659 0182
**Passcode:** 042556
By Phone: 1 646-558-8656 US (New York) 877-853-5257 (Toll free) US 888 475 4499 (Toll free)

**Note**: If you want to testify virtually 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.

# APPENDIX II

# RENDERING | ENTRY - AVENUE OF THE AMERICAS LOOKING NORTH

EXISTING




PROPOSED

# RENDERING | CORNER - AVENUE OF THE AMERICAS + WALKER ST

EXISTING

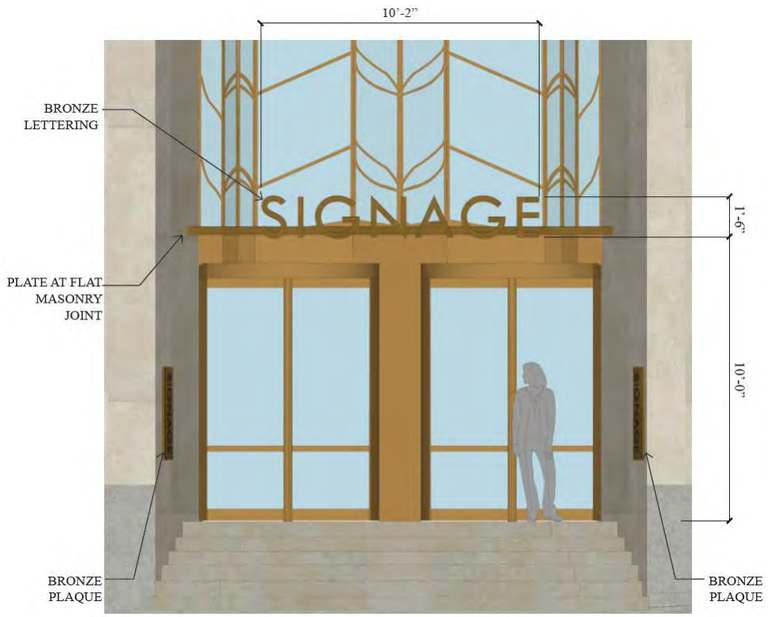
PROPOSED

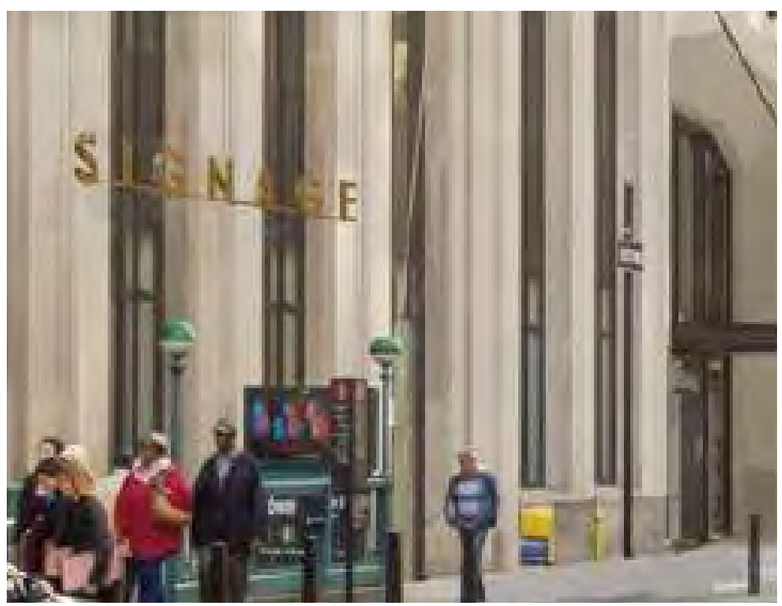
# RENDERING | CORNER - AVENUE OF THE AMERICAS + WALKER ST

# RENDERING | CORNER OF CHURCH ST + WALKER ST

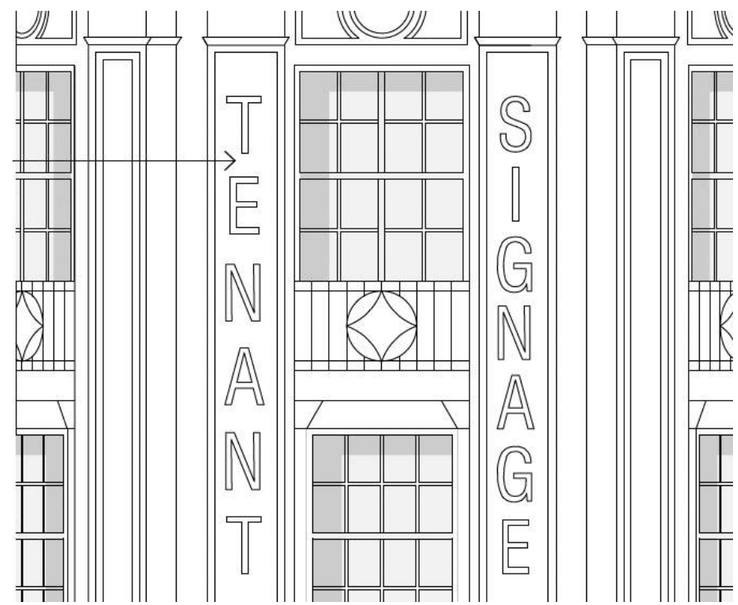
# RENDERING | CORNER - CHURCH ST + LISPENARD ST

# LPC APPROVAL CONTEXT | BUILDING + TENANT SIGNAGE






1 WALL STREET, 2016 LPC APPROVAL



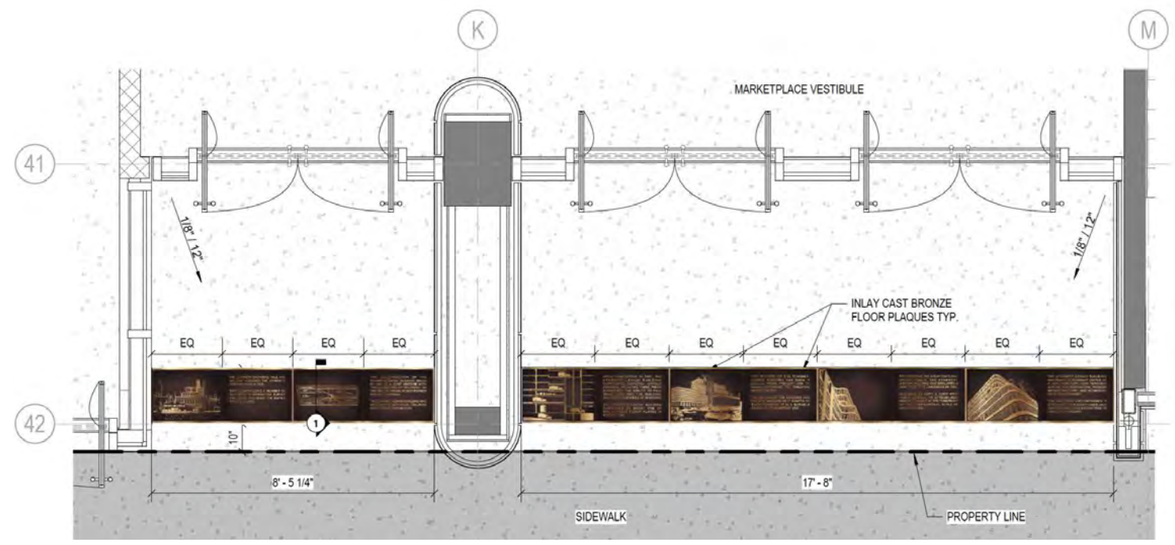

LORD & TAYLOR, 2018 LPC APPROVAL

STARRETT-LEHIGH BUILDING, 2021 LPC APPROVAL

# DISTINCTIVE PAVING PRECEDENTS

LORD AND TAYLOR, 2018 APPROVAL

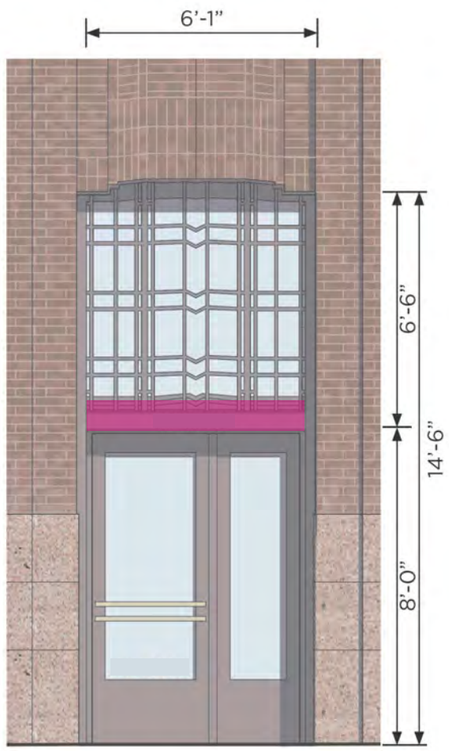
MCGRAW-HILL BUILDING, 2023 APPROVAL



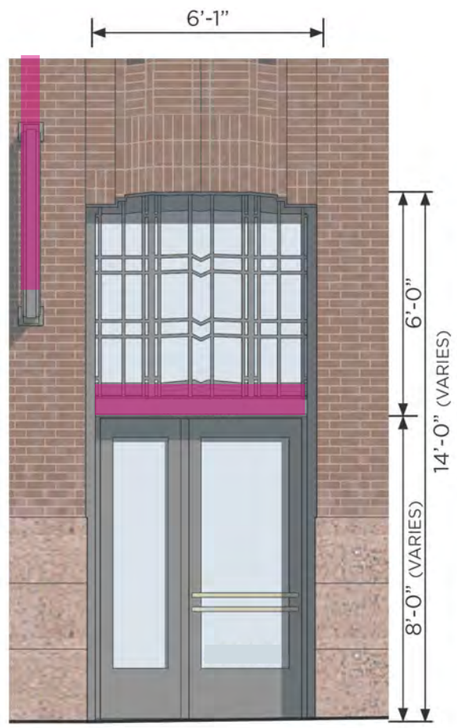

STARRETT-LEHIGH BUILDING, 2019 APPROVAL

# EXISTING CONDITIONS | CHAMFER CORNER

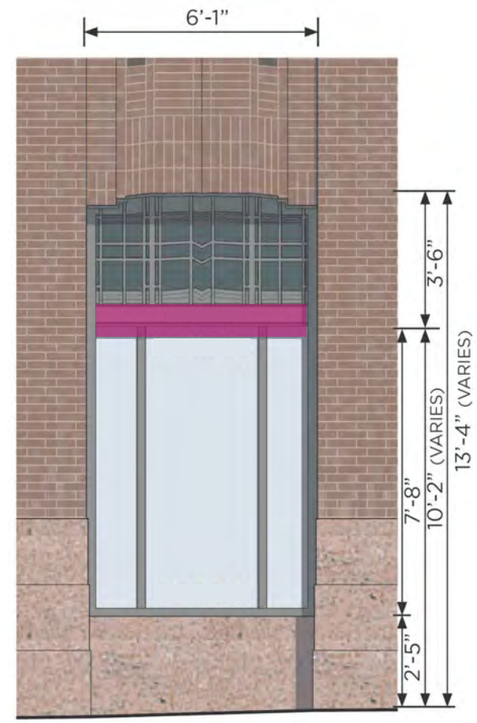
# RETAIL IDENTITY | PROPOSED UPDATES TO APPROVED 2013 MP SIGNAGE




ENTRANCE
AVE OF THE AMERICAS




ENTRANCE
AVE OF THE AMERICAS + WALKER ST

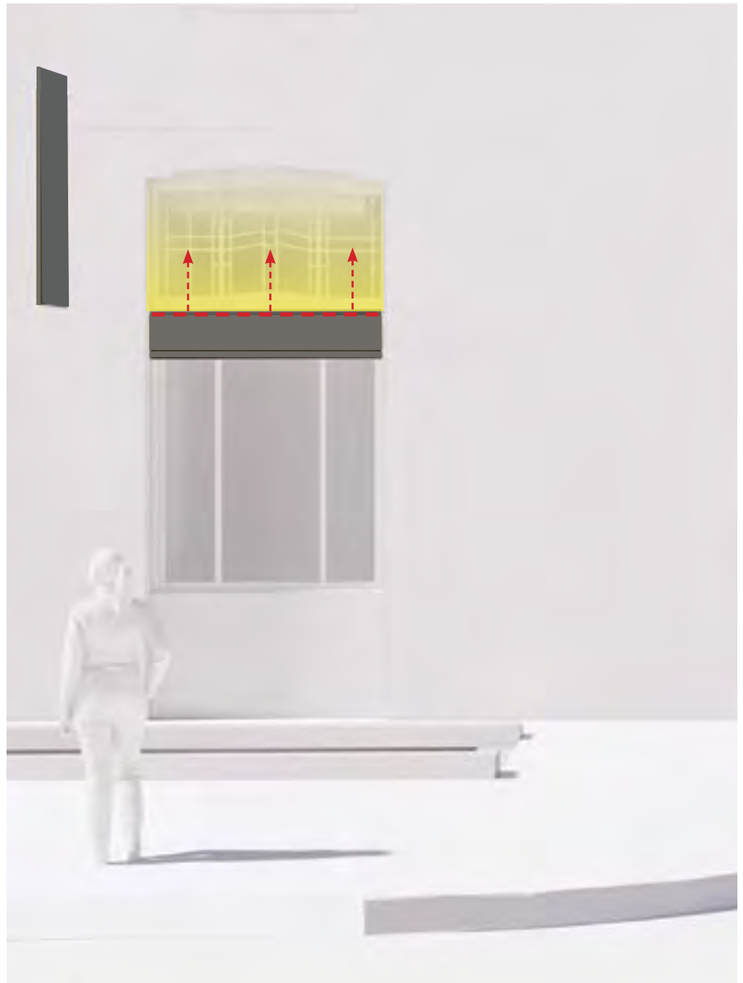


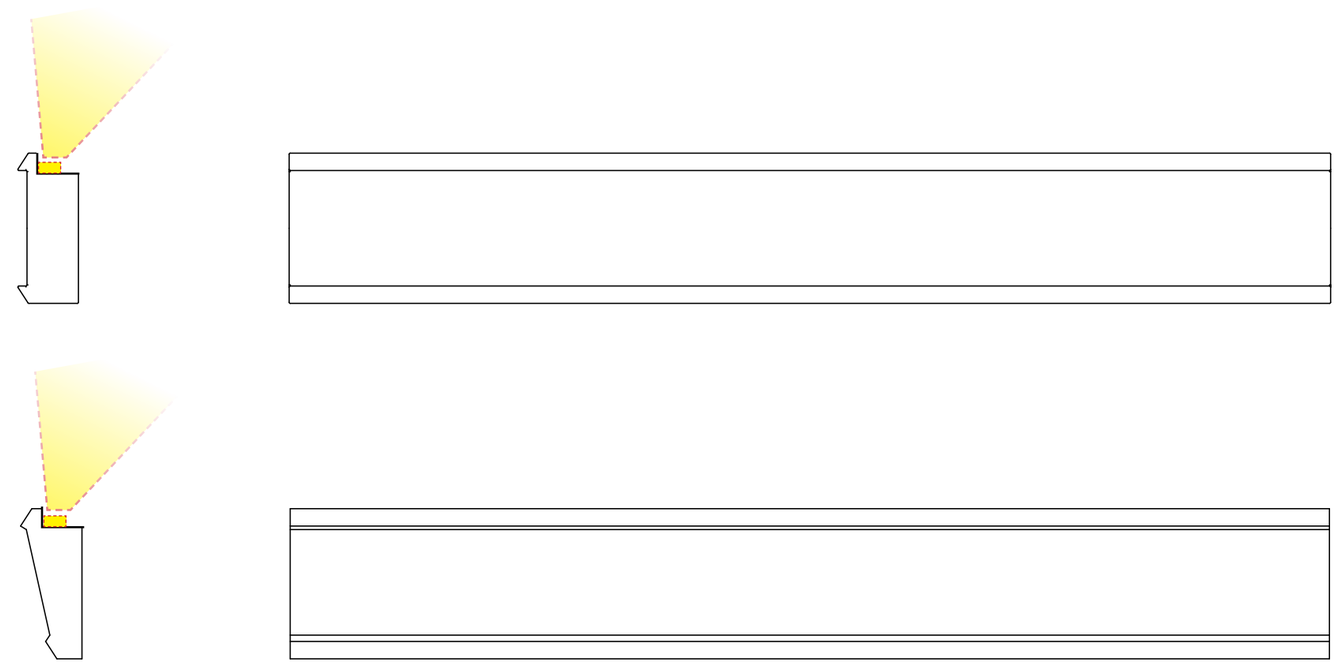

STOREFRONT
AVE OF THE AMERICAS + WALKER ST

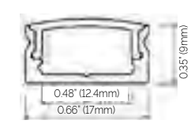
STOREFRONT / SQUARE
AVE OF THE AMERICAS + WALKER ST

**ELEVATIONS - 1/4" = 1'-0"**

# STOREFRONT LIGHTING | TRANSOM







LinearLight 2W-SW3.6 (WET)

CONVEY

**Details:**

- LinearLight 2W-SW3.6 is a small profile, IP68 wet listed LED strip with best-in-class CRI available for a variety of applications. LinearLight 2-SW3.6 is provided in outputs ranging from 298lm/ft. to 363lm/ft.
- Stocked in 192" lengths but can be factory cut and delivered to project site based on site specific measurements by the Convey Team.

**Physical Features:**

- Factory cut lengths to 1.97" Increments.
- Complete factory assembly with any Series BE2 Profiles.
- 96" Power Leads

**Lighting Features:**

- 120° beam spread
- 50,000hr. Life (L70)
- 5 year warranty
- TM-30 data available at www.conveylighting.com

IP68

**Profile:**

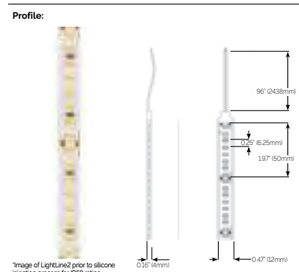



*Image of LightLine2 prior to silicone injection process for IP68 rating

**Specifications:**

| | |
|---|---|
| Average Power Consumption | 3.6W/ft. |
| Voltage | 24V/dc |
| Binning | 3 step |
| Cut Increment | 1.97" |
| Diodes per foot | 49 |
| Max. Run | 26ft. |
| IP Rating | IP68 (Class II wet location) |
| Dimensions | 0.47"W x 0.16"H |

| CCT | Lumen Output (lm/ft.) | Efficacy (lm/W) |
|---|---|---|
| 2200K @90CRI | 298 | 82 |
| 2400K @95CRI | 313 | 86 |
| 2700K @98CRI | 330 | 91 |
| 3000K @98CRI | 345 | 95 |
| 3500K @98CRI | 363 | 100 |
| 4000K @98CRI | 363 | 100 |

INSTALL NEW, LOW WATTAGE LED UPLIGHT ON TOP EDGE OF SIGN BAND TO HIGHLIGHT THE MULLIONS, DECORATIVE GRILLES AND MASONRY ARCHES

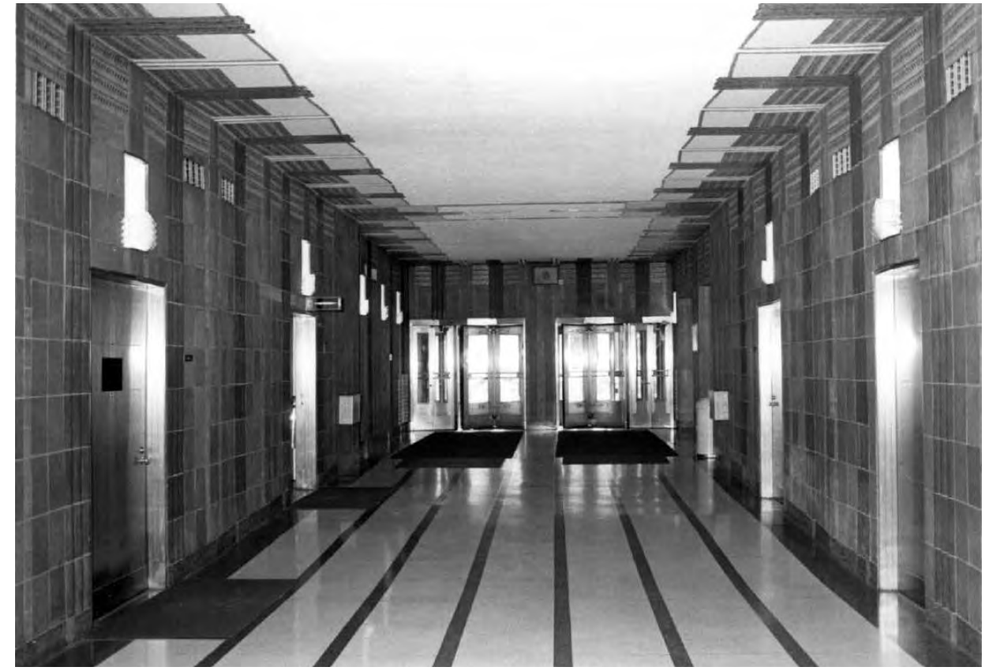
# HISTORIC ANALYSIS - 1916 BUILDING

WALKER STREET AND WEST ELEVATIONS, 1912 (MCNY)

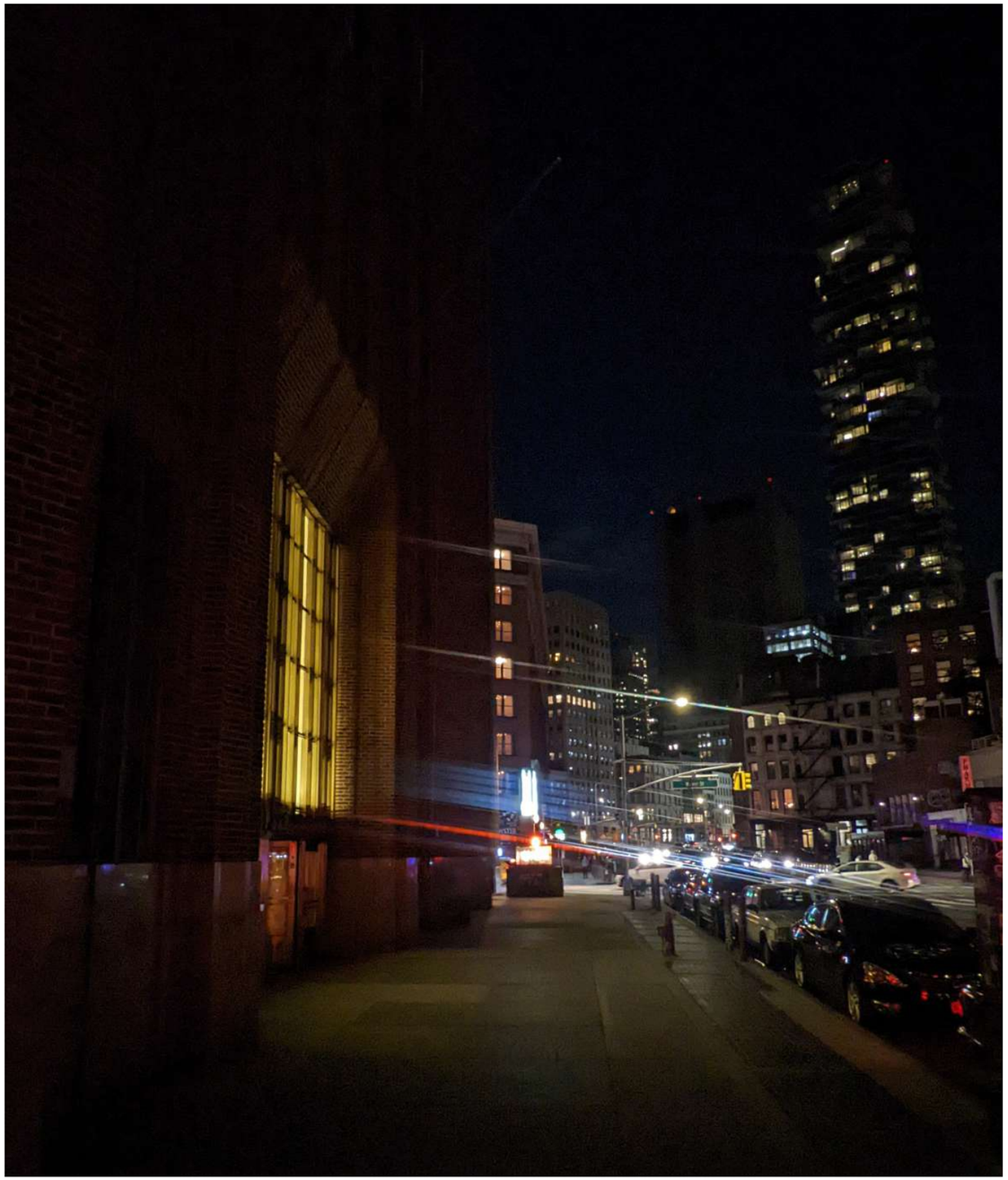
WALKER STREET AND WEST ELEVATIONS, 1917 (ARCHITECTURE AND BUILDING)

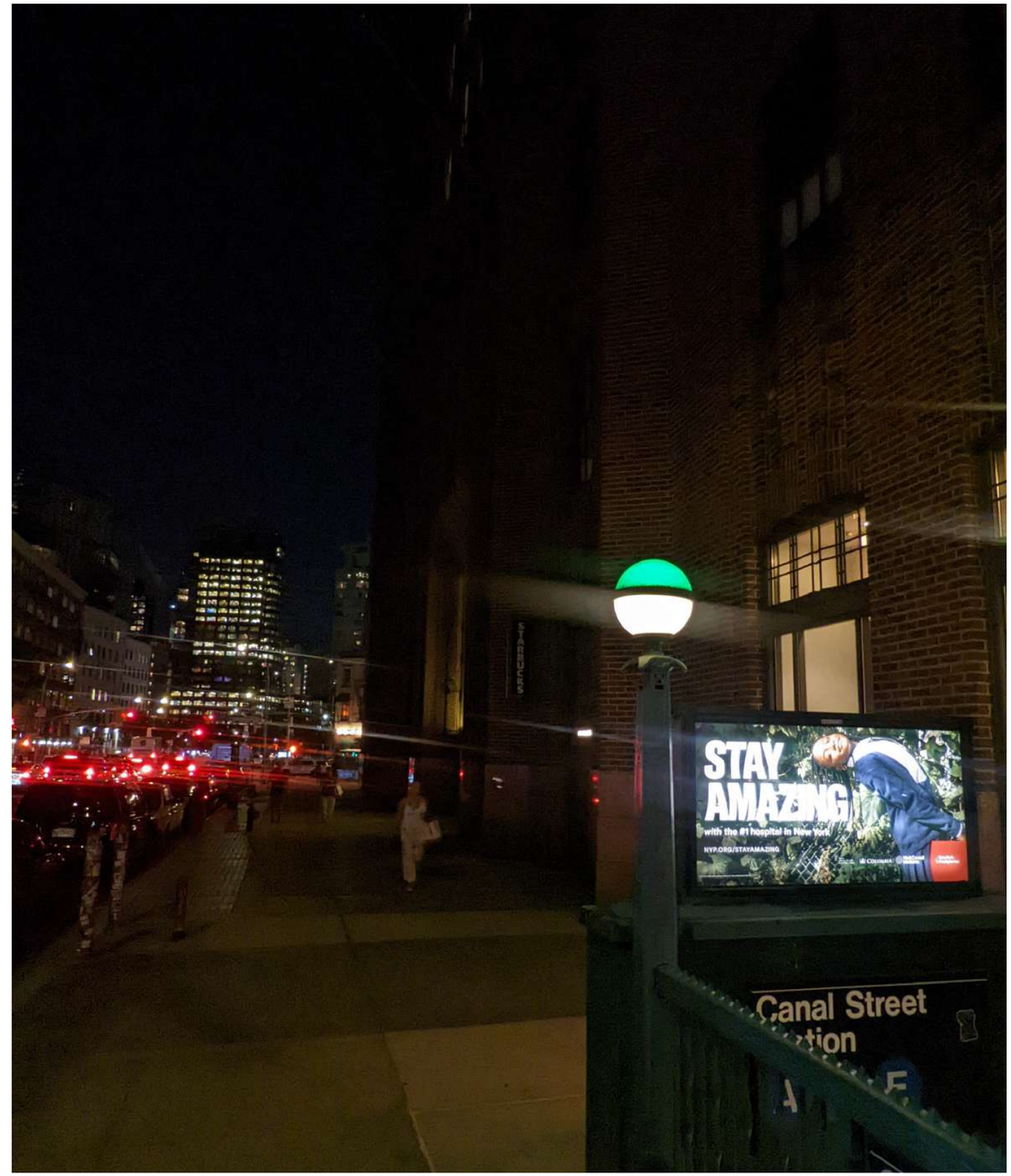
DETAIL VIEW OF THE WALKER STREET FACADE LOOKING WEST, 1927 (NYHS)

LPC DESIGNATION PHOTOS, 1991 (LPC)

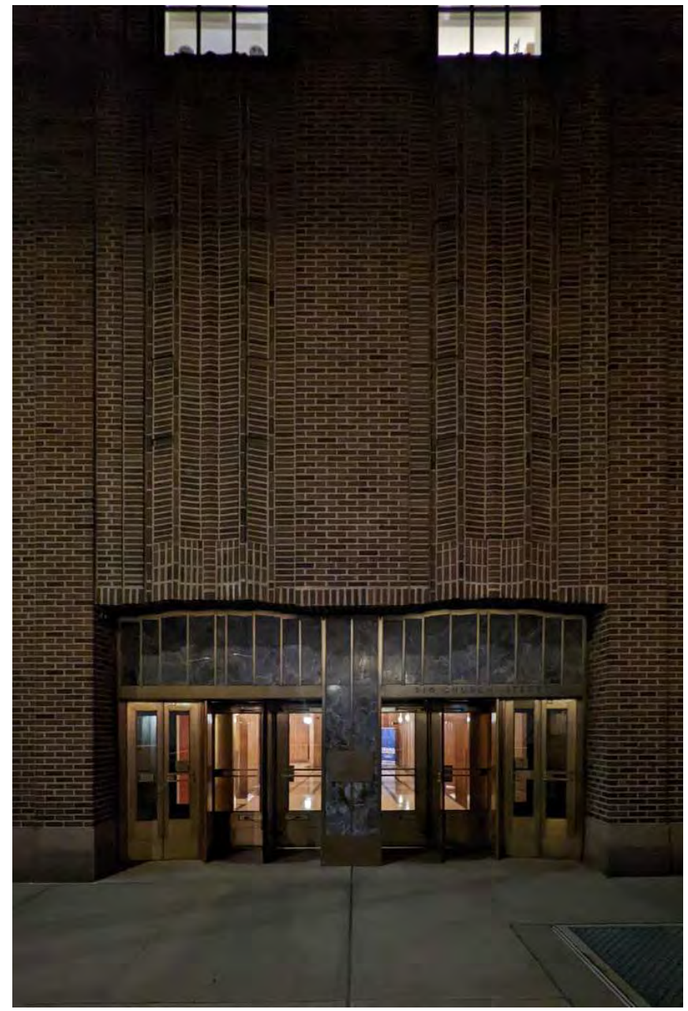


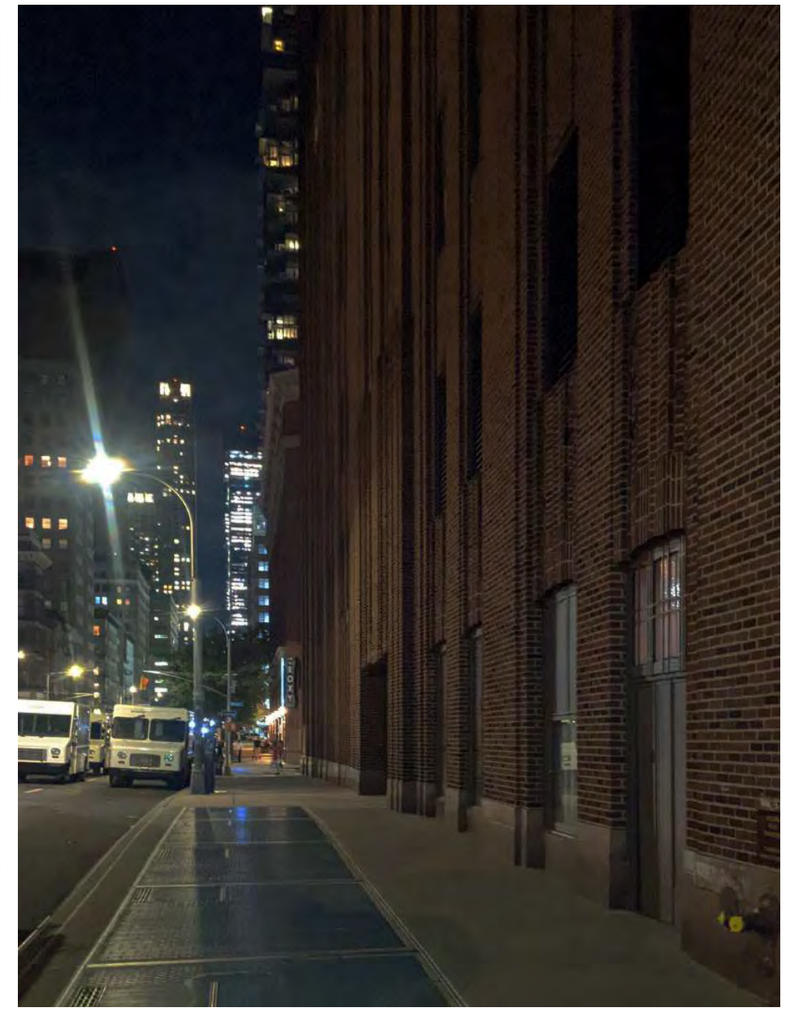
LPC DESIGNATION PHOTOS, 1991 (LPC)





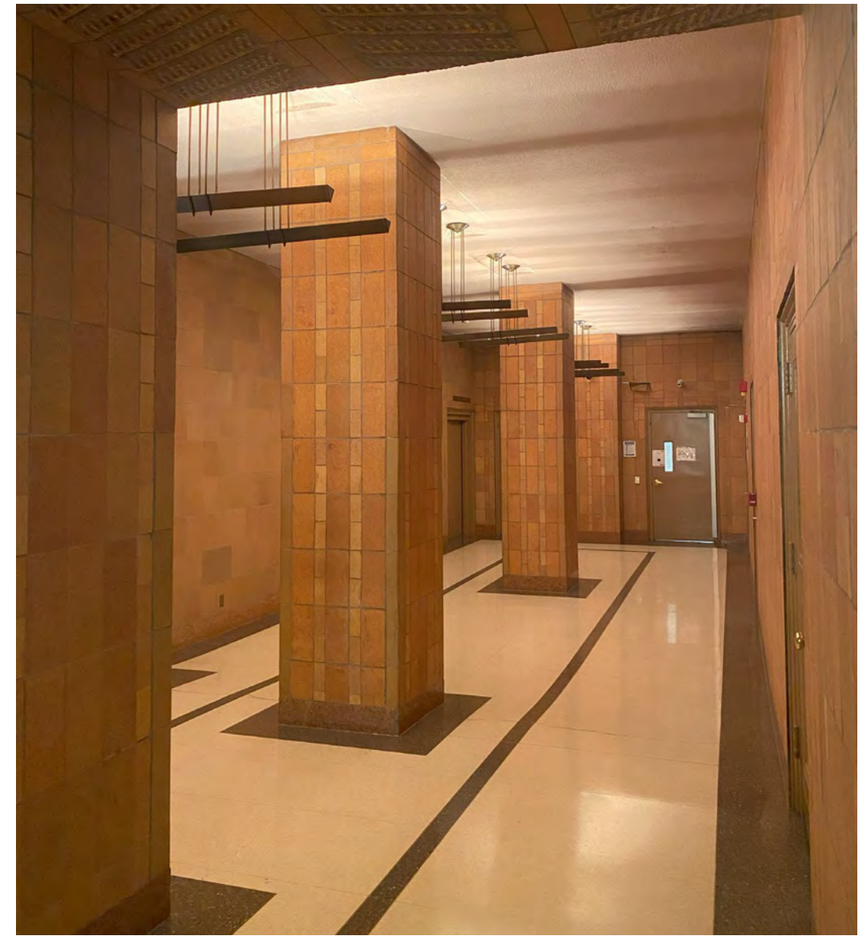

NIGHT TIME VIEW, SIXTH AVENUE





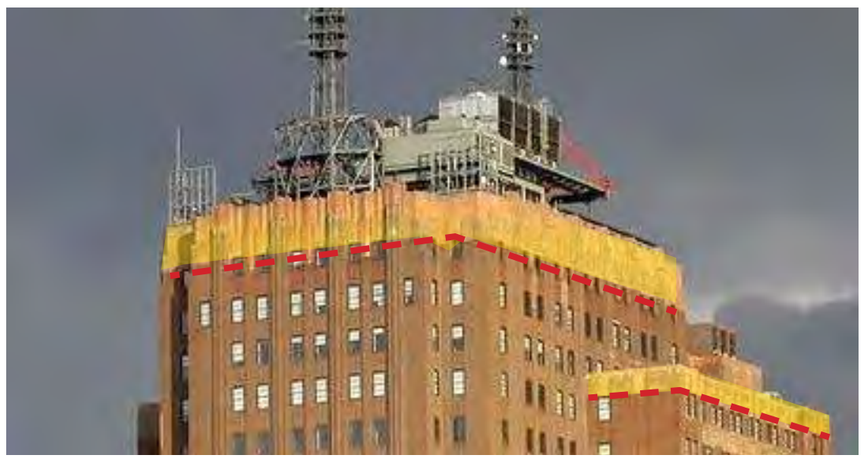
NIGHT TIME VIEW, CHURCH STREET

AUDITORIUM ENTRANCE DOORS

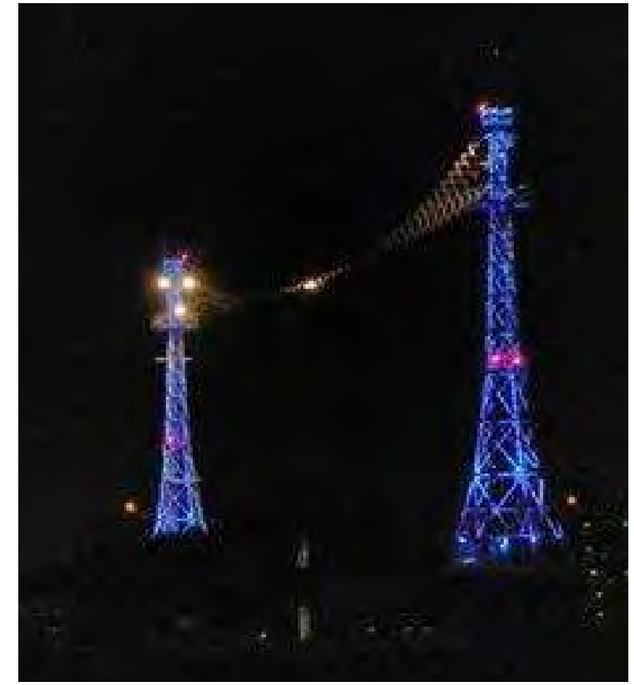


CHURCH STREET CORRIDOR

# BUILDING FEATURE LIGHTING | CROWN

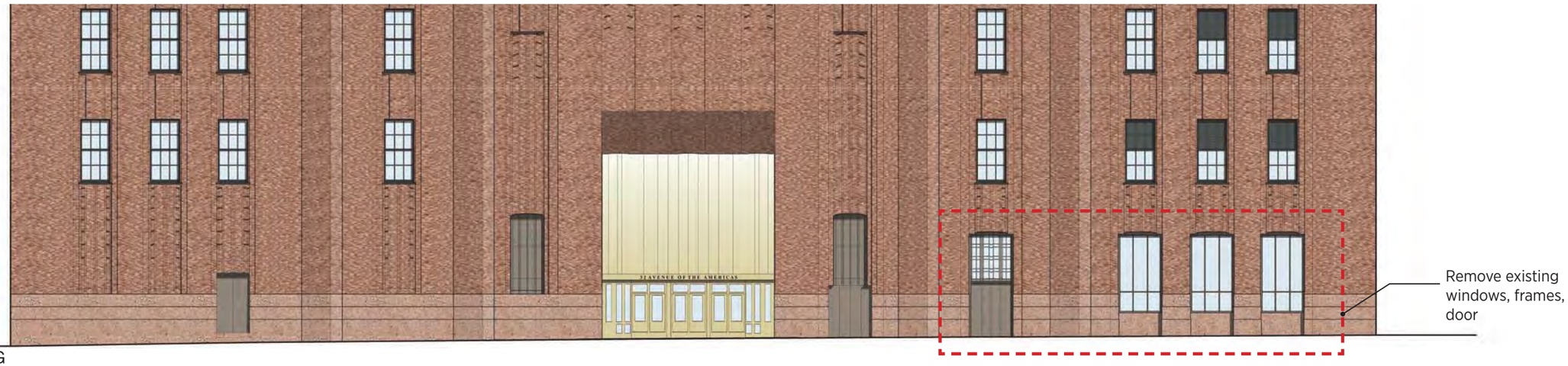


UPPER FACADE LIGHTING - OPTION 2
LINEAR UPLIGHT ON 4 SIDES OF BUILDING AT UPPER CROWN AND AT OTHER SETBACKS WITH THE DIFFERENTIATED (LIGHTER TONED) MASONRY



OPTION FOR ILLUMINATION OF RADIO TOWERS AS A MEANS TO CREATE LONGER RANGE VISUAL IMPACT AND TO CELEBRATE 32 AVENUE OF THE AMERICA'S HISTORY AS AN ADVANCED COMMUNICATIONS BUILDING

# 2013 MASTERPLAN | 6TH AVENUE

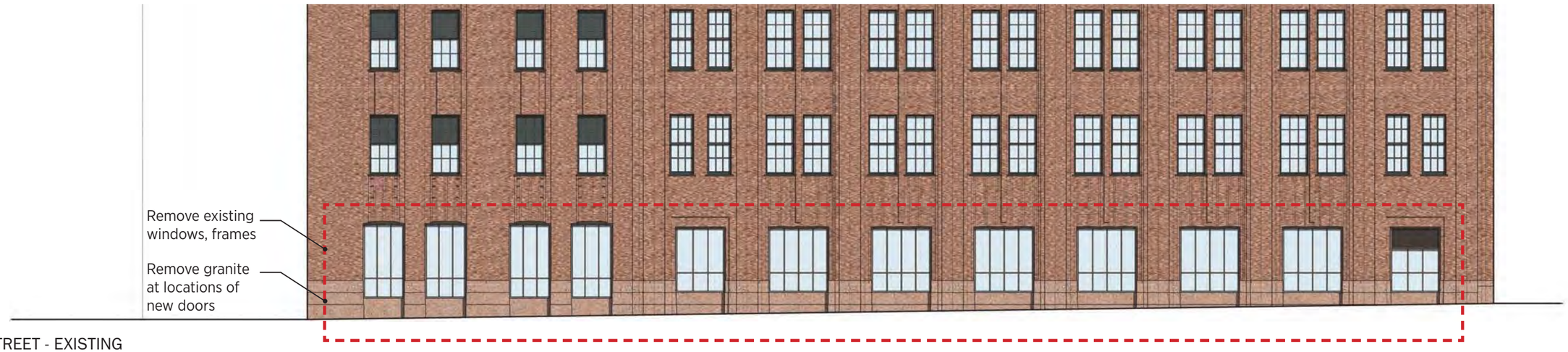



6TH AVENUE - EXISTING

E: When retail ventilation requirements will permit, louvers above doors and windows will be replaced with glazing

6TH AVENUE - APPROVED

# 2013 MASTERPLAN | WALKER STREET




WALKER STREET - EXISTING

NOTE: When retail ventilation requirements will permit, louvers above doors and windows will be replaced with glazing

WALKER STREET - APPROVED

# 2013 MASTERPLAN | CHURCH STREET

CHURCH STREET - EXISTING

NOTE: When retail ventilation requirements will permit, louvers above doors and windows will be replaced with glazing

CHURCH STREET - APPROVED

# 2013 MASTERPLAN | LISPENARD STREET

NOTE: When retail ventilation requirements will permit, louvers above doors and windows will be replaced with glazing

LISPENARD STREET - APPROVED

Landmarks Preservation Commission

**October 31, 2023**
Public Hearing

**The current proposal is:**

**Preservation Department – Item 5, LPC-24-02387**

# 32 Avenue of the Americas – Long Distance Building of the American Telephone and Telegraph Company – Individual and Interior Landmark Borough of Manhattan

**To testify virtually, please join Zoom**

**Webinar ID:** 824 7659 0182
**Passcode:** 042556
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 virtually 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.