

July 16, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 9, LPC-24-10084

**115 Fifth Avenue (aka 881-887 Broadway) – Ladies' Mile  
Historic District  
Borough of Manhattan**

To testify virtually, please join Zoom

**Webinar ID:** 881 8589 0810

**Passcode:** 412825

By Phone: 646-558-8656 (NY)

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.

# **Aritzia**

## **115 Fifth Ave.**

**Aritzia**

**Acheson Doyle Partners - Preservation Consultant**

**Block: 847**

**Lot: 62**

Landmarks Commission Hearing  
July 16, 2024

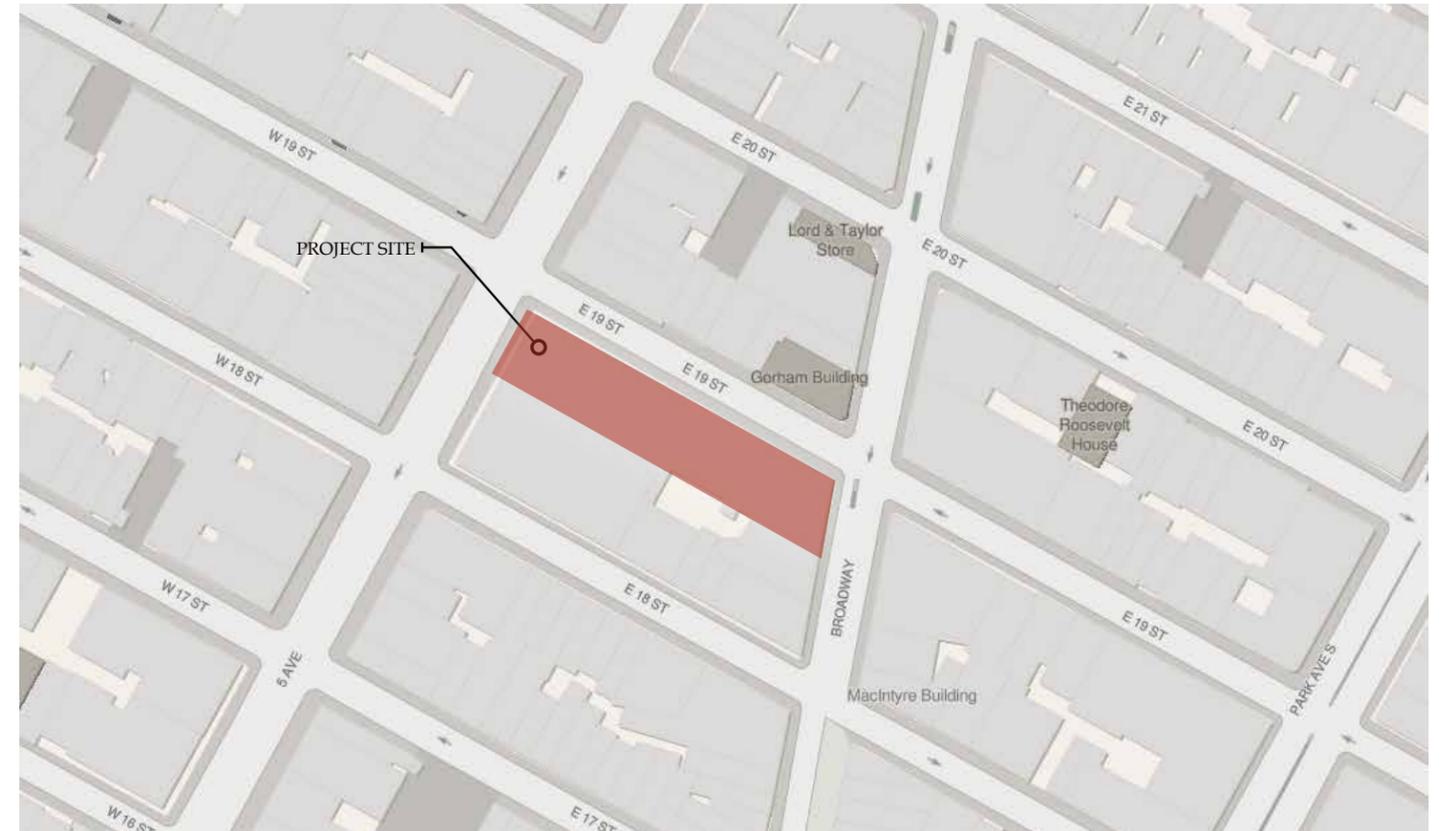
# **Aritzia**

## **115 Fifth Ave.**

- 1- Site Location and History**
- 2- Existing Conditions**
- 3- Proposed Design**
- 4- Appendix**



3D Map



2D Map



Sanborn Map

Site Location



1940 Tax Photo



1989 LPC Designation Photo

## History Background

- Architect - Griffith Thomas
- Constructed - 1868
- Originally was for the dry-goods company Arnold Constable & Company
- Originally supplied the best fashion designs to NYC and was one of Americas oldest department stores until 1975
- Once was New York Public Library Mid Manhattan Branch
- Located in Ladies' Mile Historic District - 1989

Tax Photo



Existing Store Front

Existing Corner of 19th & Fifth Ave. Street Photo



**Existing Store Front**

115 Fifth Ave.



**Existing Store Front**

**Existing Fifth Ave. Street Photo**



Existing Store Front

115 Fifth Ave.



Existing Store Front

Existing 19th Street Photo

# Proposed Exterior

1- Signage

2- Flag

3- Exterior Window Film

4- Interior Partition

5- LED Screen Signage



Existing Exterior



Proposed Exterior

## Existing & Proposed Renders



**Fifth Ave. - Proposed Elevation**

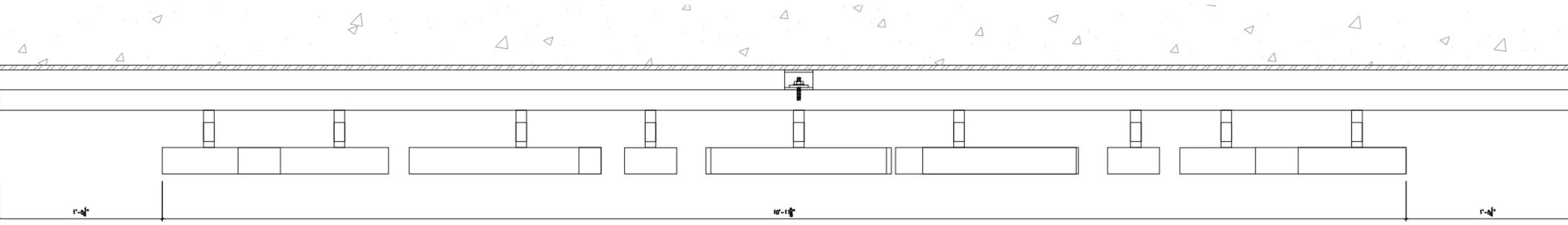
Paint & Powder Coat	Cut Vinyl	Digital Print*	Finishes & Coatings
<b>P1</b> Black MP N923SP Flat / Matte Finish	<b>V1</b> Black Avery SC950-190	<b>DP</b> Black	
<b>P2</b> White MP N202SP Gloss	<b>V2</b> White Avery SC950-101 Avery UC900-101		<b>F2</b> Brass Polished Finish
<b>P3</b> Basalt Grey RAL 7012 MP 46667 Flat / Matte Finish			<b>F3</b> Titanium Nitride Polished Finish
	<b>V4</b> Double Gold Avery SF100-247		<b>F4</b> Titanium Nitride Vertical Brushed
			<b>F5</b> Antique Brass
			<b>F6</b> Sand-Blasted Acrylic
<b>P7</b> Caveman Black PTS-1539 Prismatic Powders			

**Material Schedule**

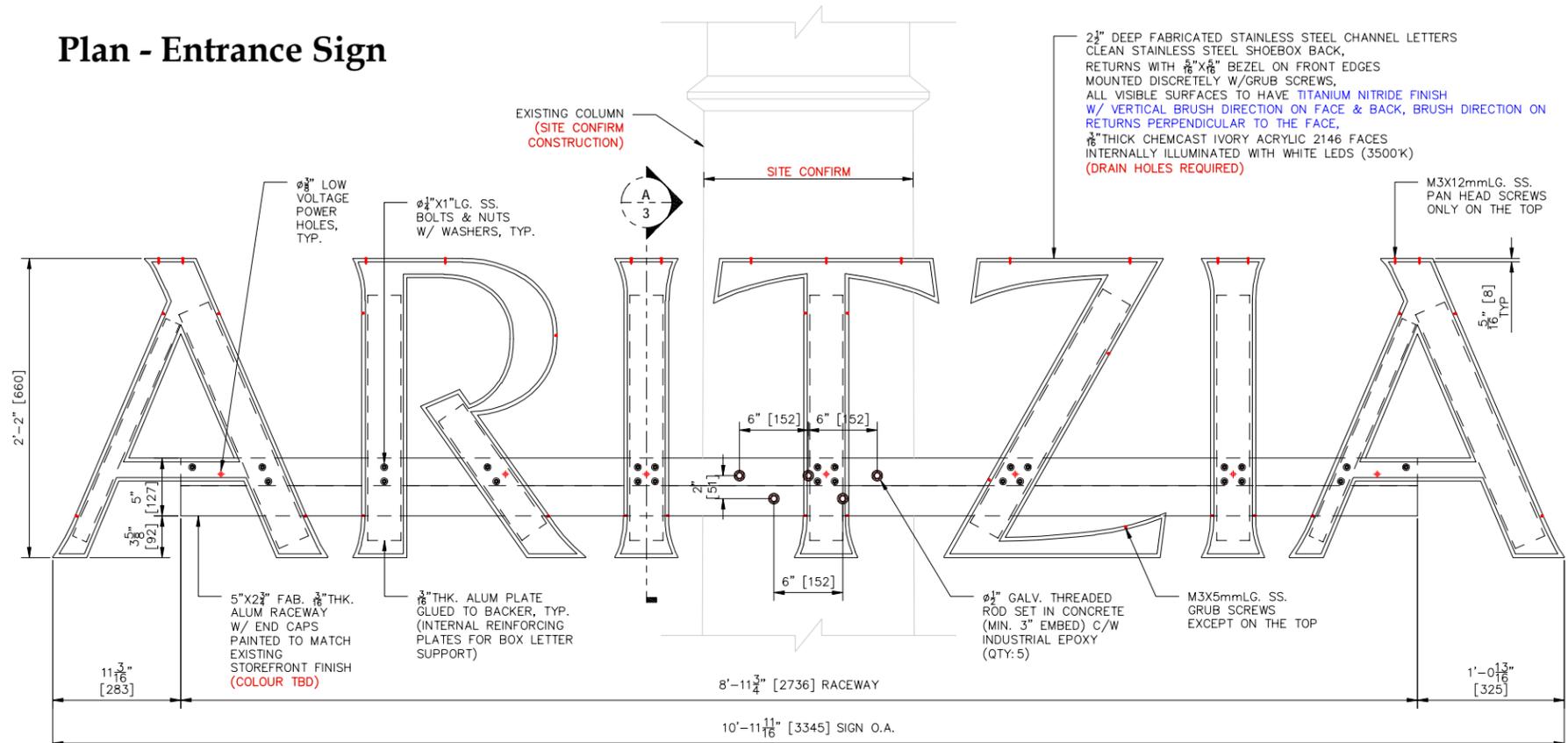


**19th Street - Proposed Elevation Render**

**Proposed Renders**



Plan - Entrance Sign



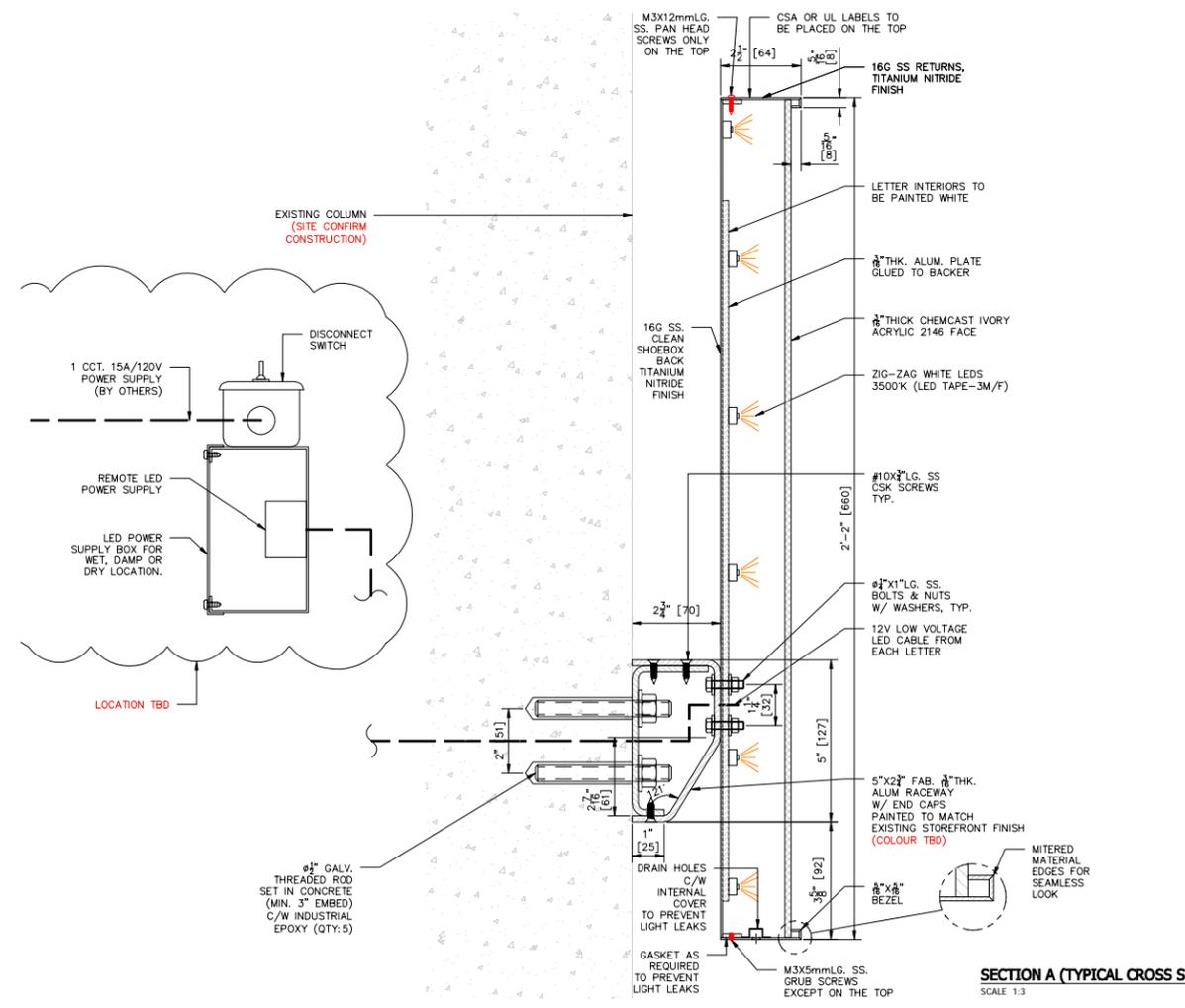
Elevation - Entrance Sign



Proposed Elevation

Paint & Powder Coat	Cut Vinyl	Digital Print*	Finishes & Coatings
P1 Black MP N2235P Flat / Matte Finish	V1 Black Avery SC950-190	DP Black	F1 Titanium Nitride Vertical Brushed
P2 White MP N2025P Gloss	V2 White Avery SC950-101 Avery UC900-101		F2 Brass Polished Finish
P3 Basalt Grey RAL 7012 MP 46667 Flat / Matte Finish	V4 Double Gold Avery SP 100-247		F3 Titanium Nitride Polished Finish
			F4 Titanium Nitride Vertical Brushed
			F5 Antique Brass
			F6 Sand-Blasted Acrylic
P7 Caverna Black PTS-1539 Phosphate Primers			

Sign Material Schedule



Section - Entrance Sign

Fifth Ave Entrance Signage



**BANANA REPUBLIC**  
West Side On Fifth Ave.



**ATHLETA**  
East Side On Fifth Ave.

**Surrounding Internal Lit Signage**

### 3M™ Liquid UV-Curable Adhesive LC-3200 Storage and Crystallization Recovery Procedure

#### Storage Conditions

3M™ Liquid UV-Curable Adhesive LC-3200 may undergo polymer crystallization if exposed to temperatures below 15°C for extended periods. This can occur either during shipping or storage. This technical bulletin outlines the method to reheat the material to help eliminate the polymer crystallization prior to use.

#### Storage and Crystallization Recovery Procedure

3M adhesive LC-3200 should be maintained at temperatures above 15°C to prevent polymer crystallization. Polymer crystallization will temporarily render the material unfit for use. Crystallization can be reversed by heating the material per one of the following reheat options outlined in Table A for standard 1 gallon/3.5 liter plastic bottles.

#### Reheat recommendations:

- The 40°C for 18 hour heat cycle is recommended
- The bottle cap should be loosened during the reheat process to increase oxygen flow to the adhesive surface.
- Immediately after reheating and securing the bottle cap, the bottle may be gently agitated by rolling on a flat surface. This process will help to equalize temperature variation in the material. **NOTE: do not shake or stir the material.**
- 3M adhesive LC-3200 must return to uniform room temperature (~23°C) inside the bottle before connecting to the WSS Mounter dispense system. The minimum amount of time needed to return to a room temperature of 23°C from the maximum heat cycle temperature is provided below.

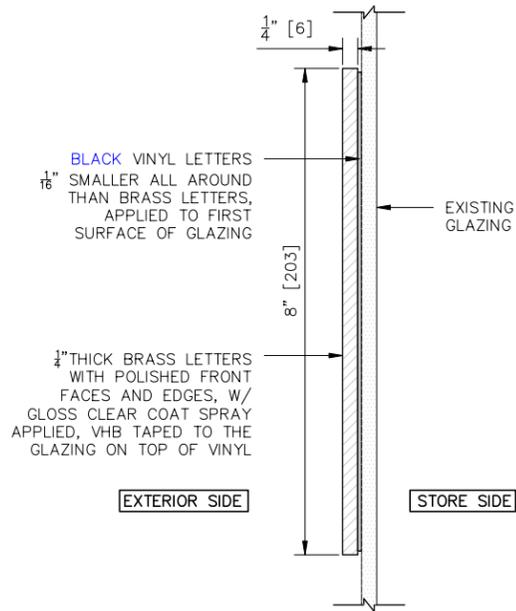
Reheat Options	Adhesive Temperature	Time
Option 1	40°C	18 hours
Option 2	50°C	15 hours
Option 3	60°C	12 hours

Table A. Thermal Heat Cycle

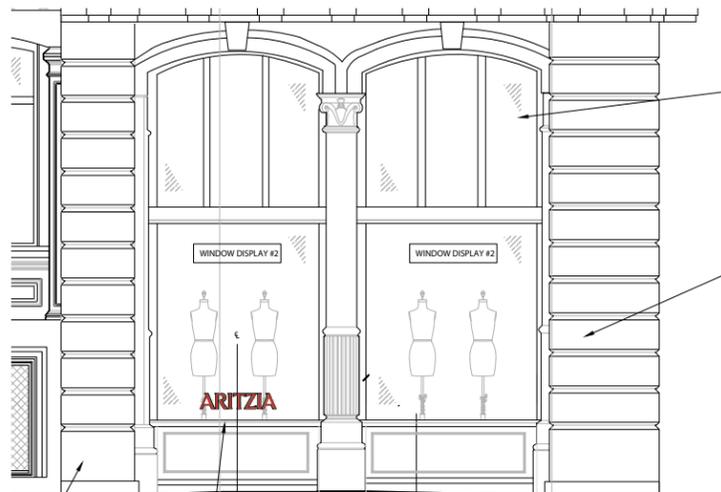
Cooling Options	Adhesive Temperature	Time
Option 1	40°C	6 hours
Option 2	50°C	7 hours
Option 3	60°C	8 hours

Table B. Return to 23°C Room Temp Cooling Time

### Adhesive For Mini-Window Signs



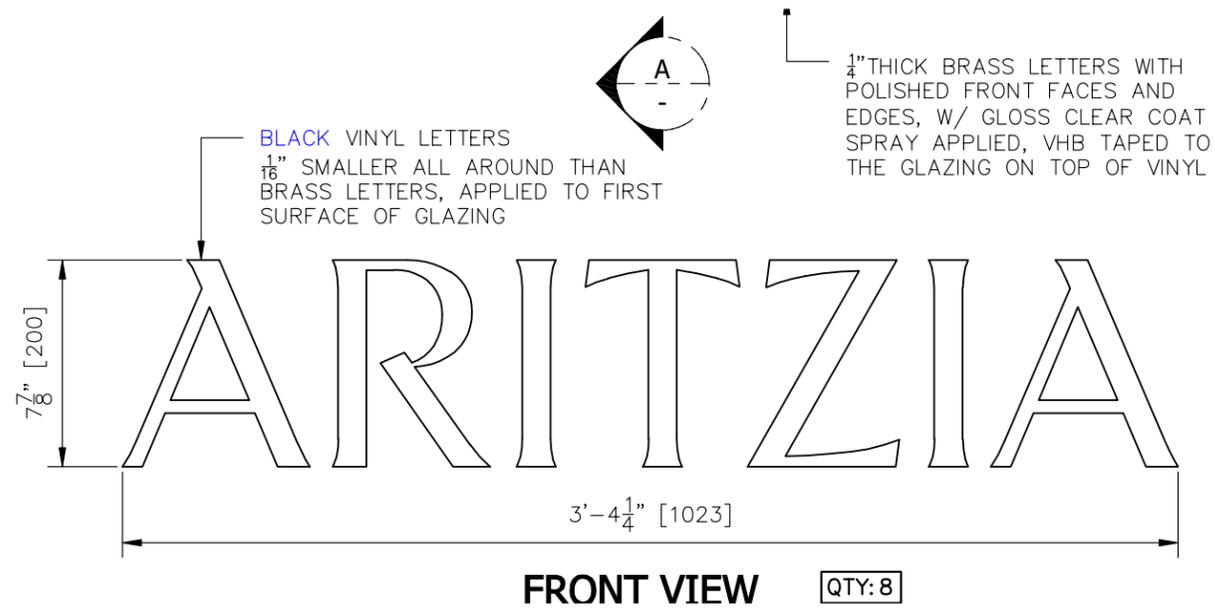
### Section - Mini-Window Signs



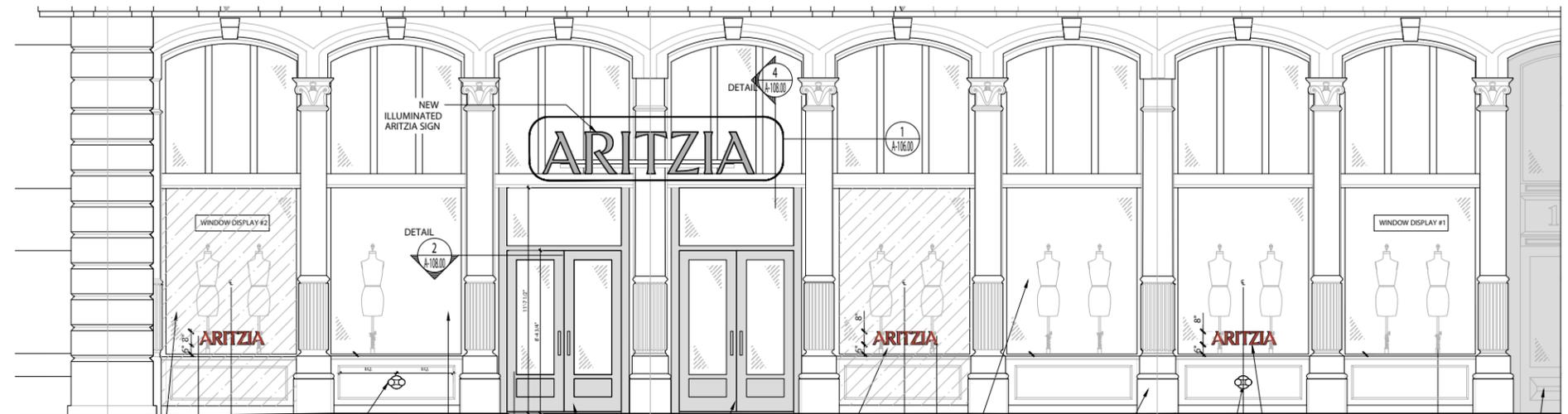
### Proposed 19th Street Elevation

Paint & Powder Coat	Cut Vinyl	Digital Print*	Finishes & Coatings
<b>P1</b> Black MP N923SP Flat / Matte Finish	<b>V1</b> Black Avery SC950-190	<b>DP</b> Black	
<b>P2</b> White MP N202SP Gloss	<b>V2</b> White Avery SC950-101 Avery UC900-101		<b>F2</b> Brass Polished Finish
<b>P3</b> Basalt Grey RAL 7012 MP 46667 Flat / Matte Finish			<b>F3</b> Titanium Nitride Polished Finish
	<b>V4</b> Double Gold Avery SF100-247		<b>F4</b> Titanium Nitride Vertical Brushed
			<b>F6</b> Antique Brass
			<b>F8</b> Sand-Blasted Acrylic
<b>Pc7</b> Cavern Black PT3-1839 Prismatic Powders			

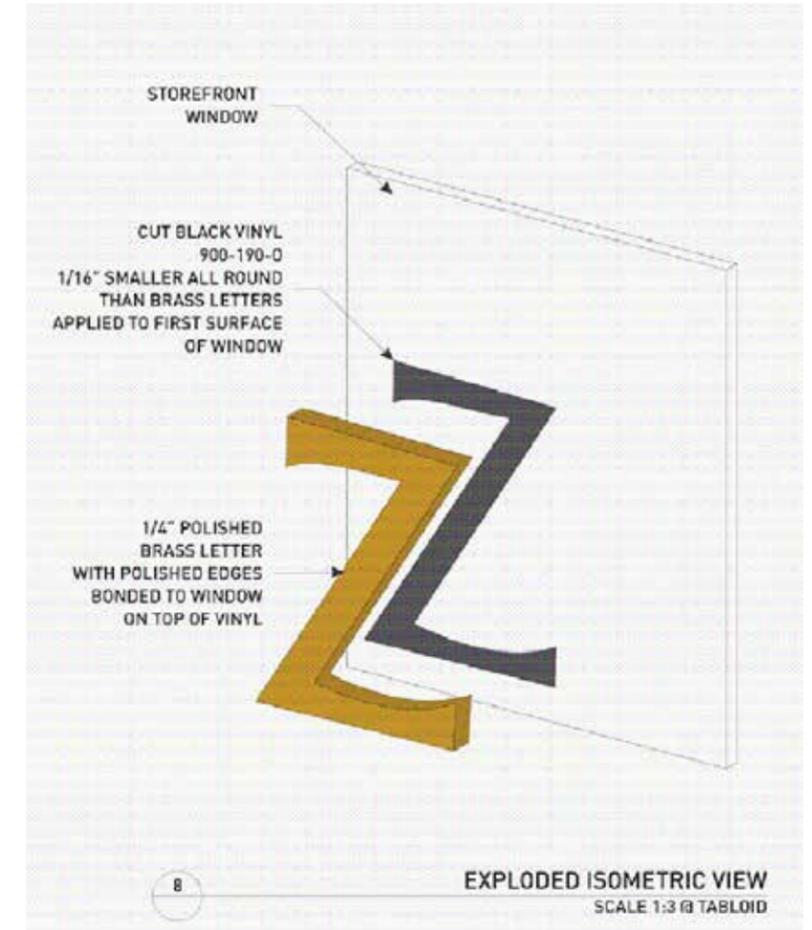
### Sign Material Schedule



### Elevation - Mini-Window Signs

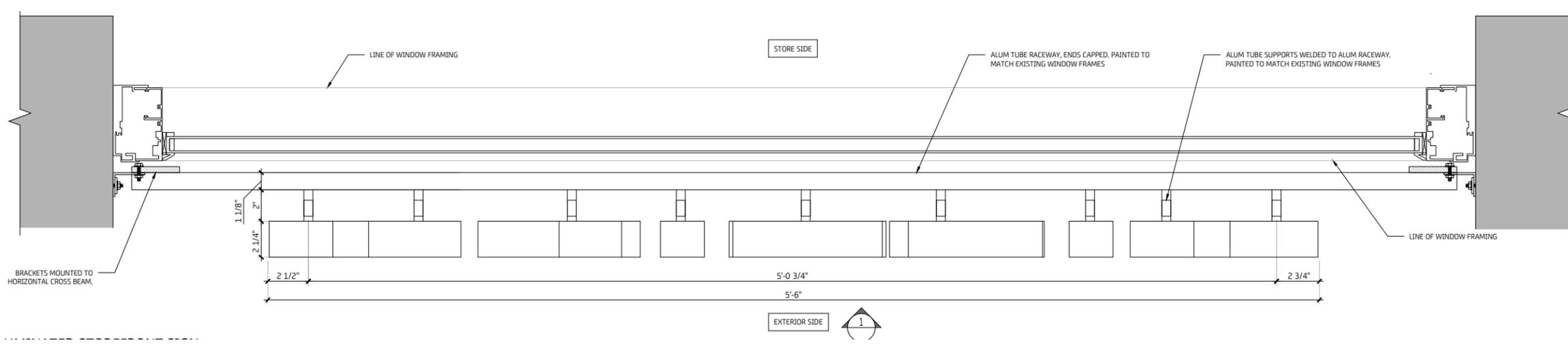


### Proposed Fifth Ave. Elevation



### Exploded Isometric

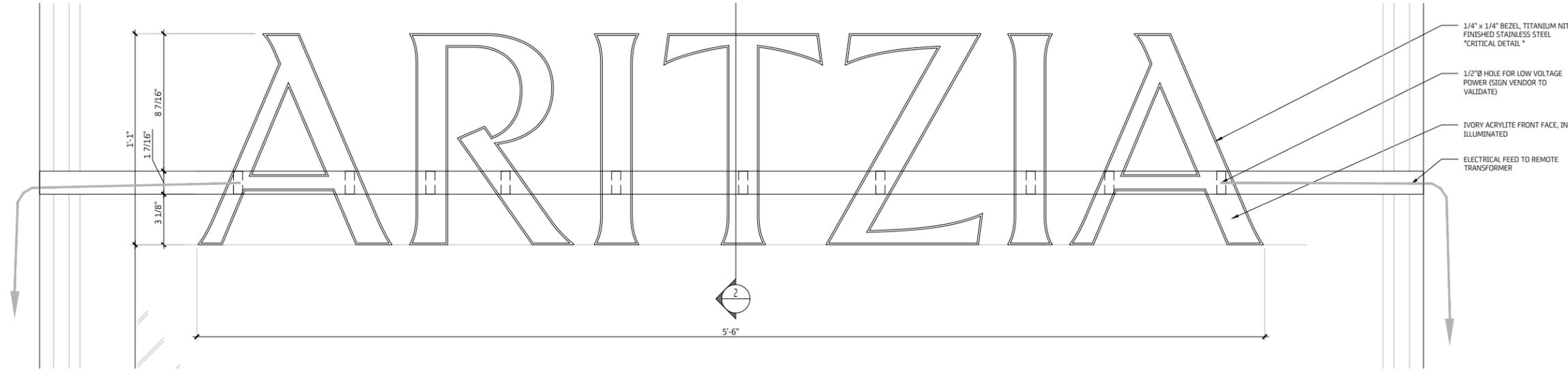
### Mini-Window Signage



Paint & Powder Coat	Cut Vinyl	Digital Print*	Finishes & Coatings
<b>P1</b> Black MP N202SP Flat / Matte Finish	<b>V1</b> Black Avery SC350-190	<b>DP</b> Black	
<b>P2</b> White MP N202SP Gloss	<b>V2</b> White Avery SC350-101 Avery UC300-101		<b>F2</b> Brass Polished Finish
<b>P3</b> Basalt Grey RAL 7012 MP 40697 Flat / Matte Finish			<b>F3</b> Titanium Nitride Polished Finish
	<b>V4</b> Double Gold Avery SF 100-247		<b>F4</b> Titanium Nitride Vertical Brushed
			<b>F5</b> Antique Brass
			<b>F6</b> Sand-Blasted Acrylic
<b>P7</b> Cavemen Black P75-1039 Prismatic Powders			

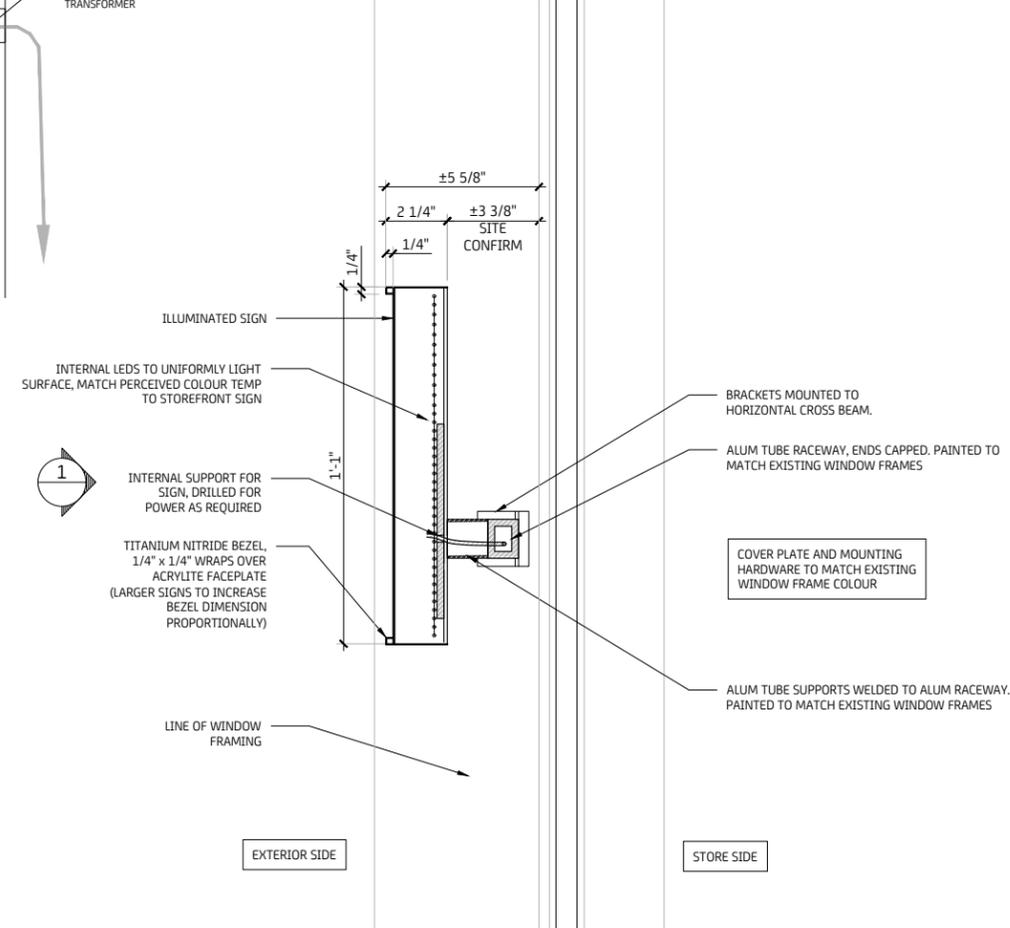
Sign Material Schedule

Plan - Entrance Sign

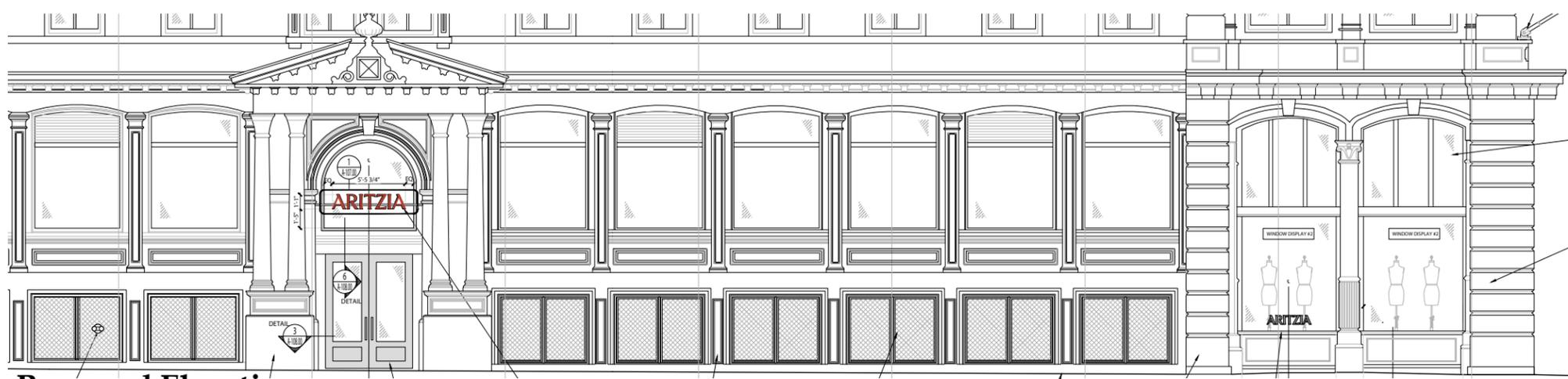


Elevation - Entrance Sign

- 1/4" x 1/4" BEZEL, TITANIUM NITRIDE FINISHED STAINLESS STEEL \*CRITICAL DETAIL\*
- 1/2" Ø HOLE FOR LOW VOLTAGE POWER (SIGN VENDOR TO VALIDATE)
- IVORY ACRYLITE FRONT FACE, INTERNALLY ILLUMINATED
- ELECTRICAL FEED TO REMOTE TRANSFORMER

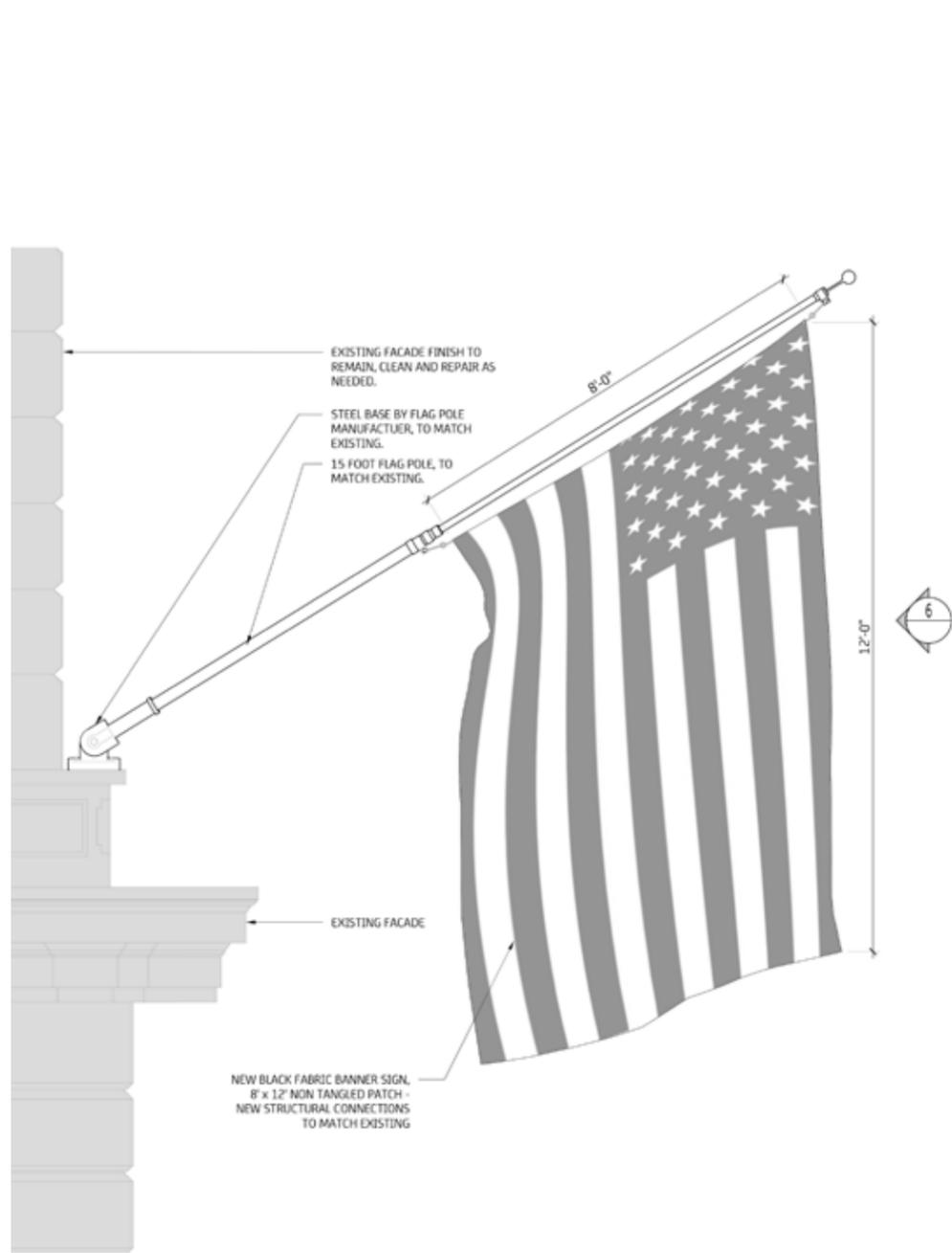


Section - Entrance Sign

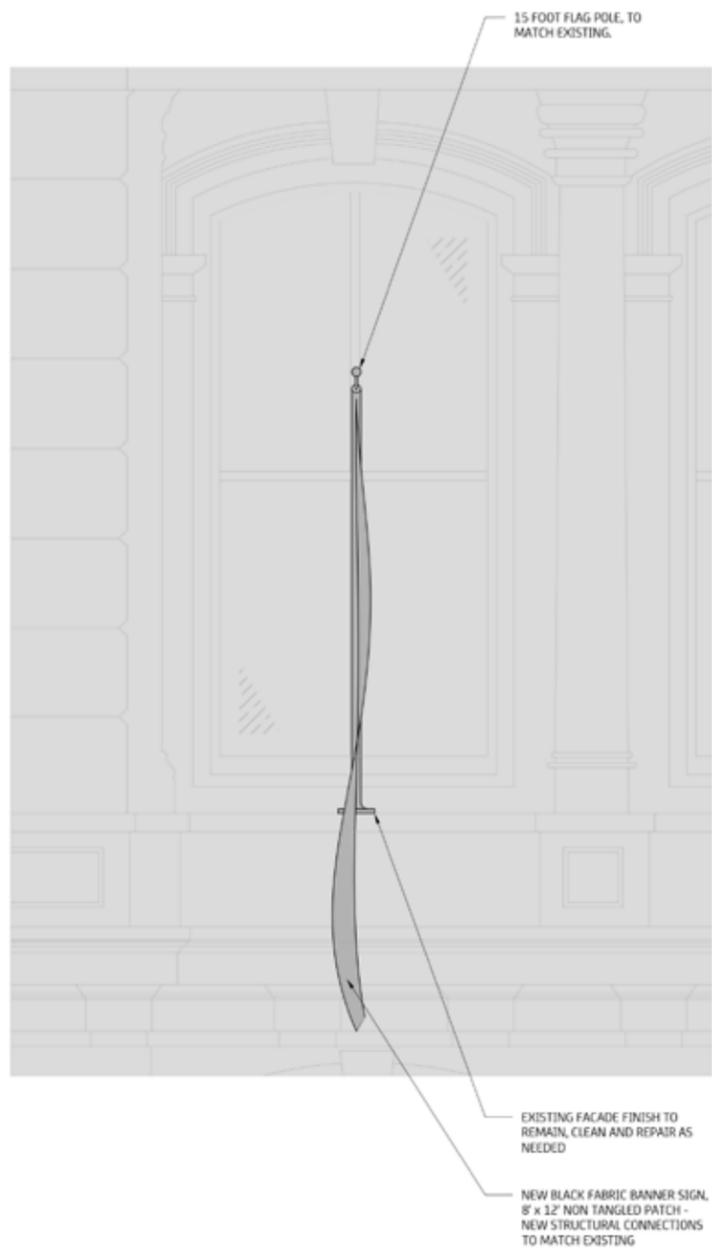


Proposed Elevation

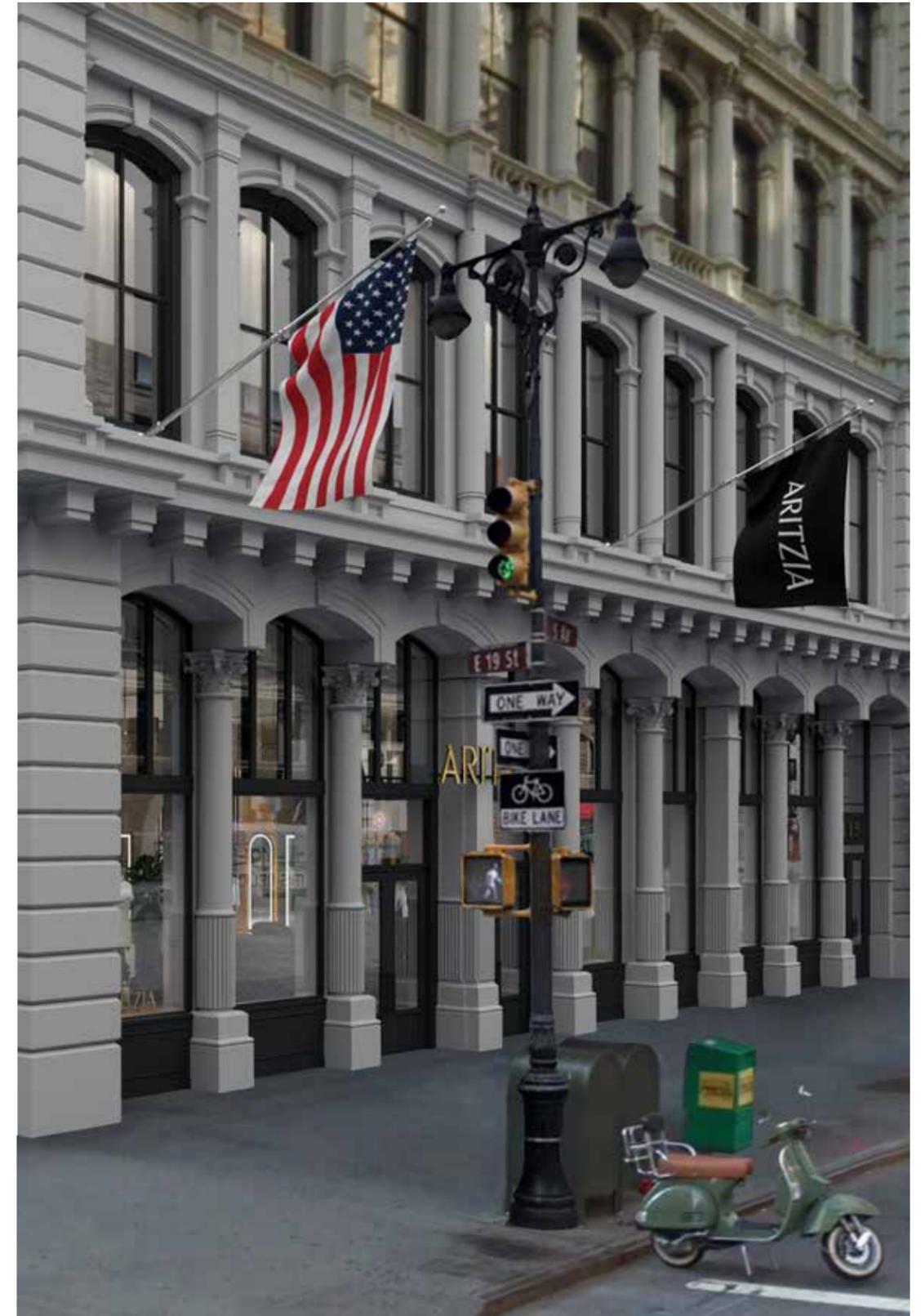
19th Street Entrance Signage



Elevation Detail - Flag Pole



Elevation Detail - Flag Pole



Render - Flag Pole

## Proposed Flags



**HM Store**  
East Corner of 18th and Fifth ave.

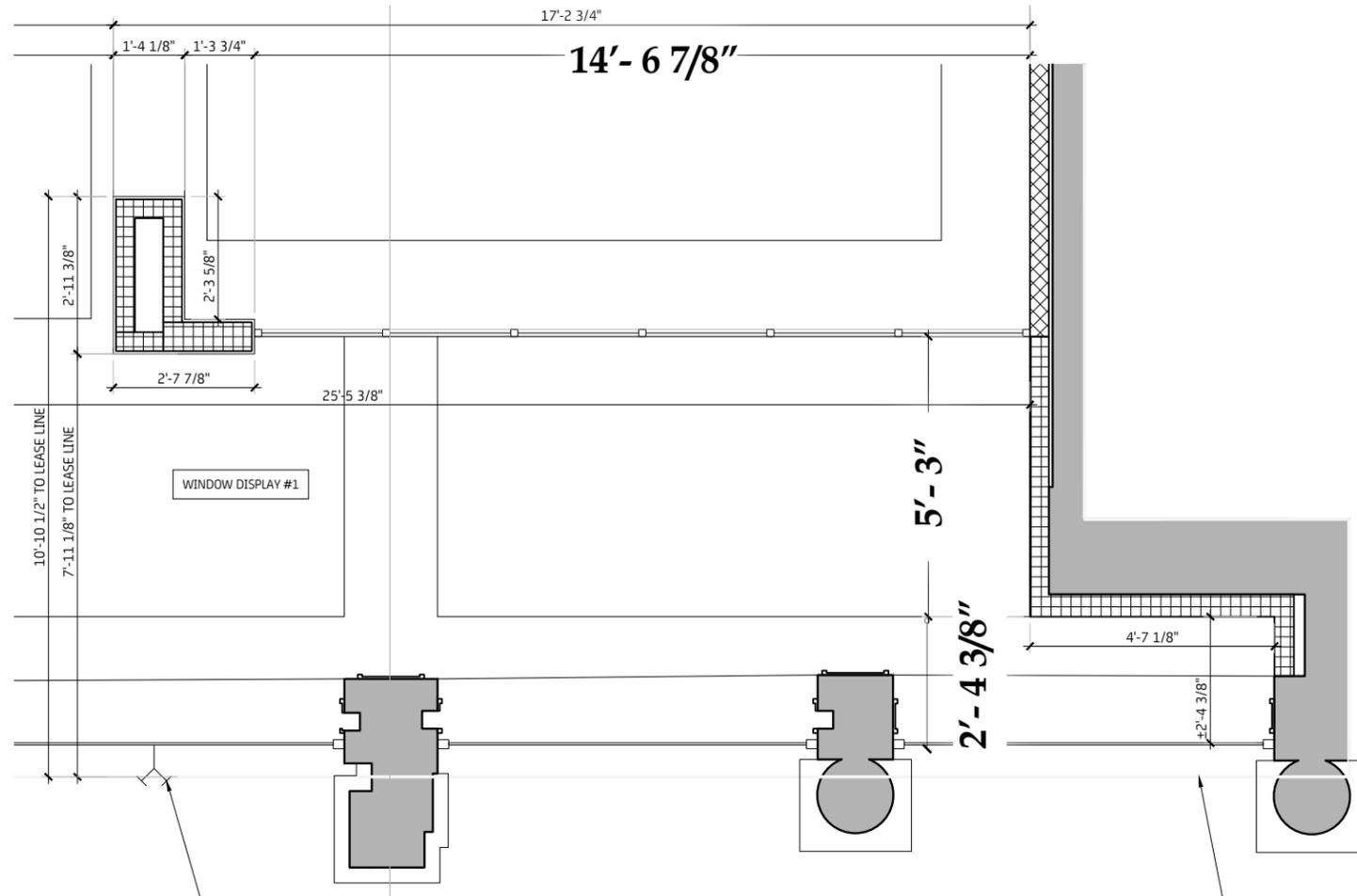


**Banana Republic Store  
& Zara Store**  
East Side Fifth ave.

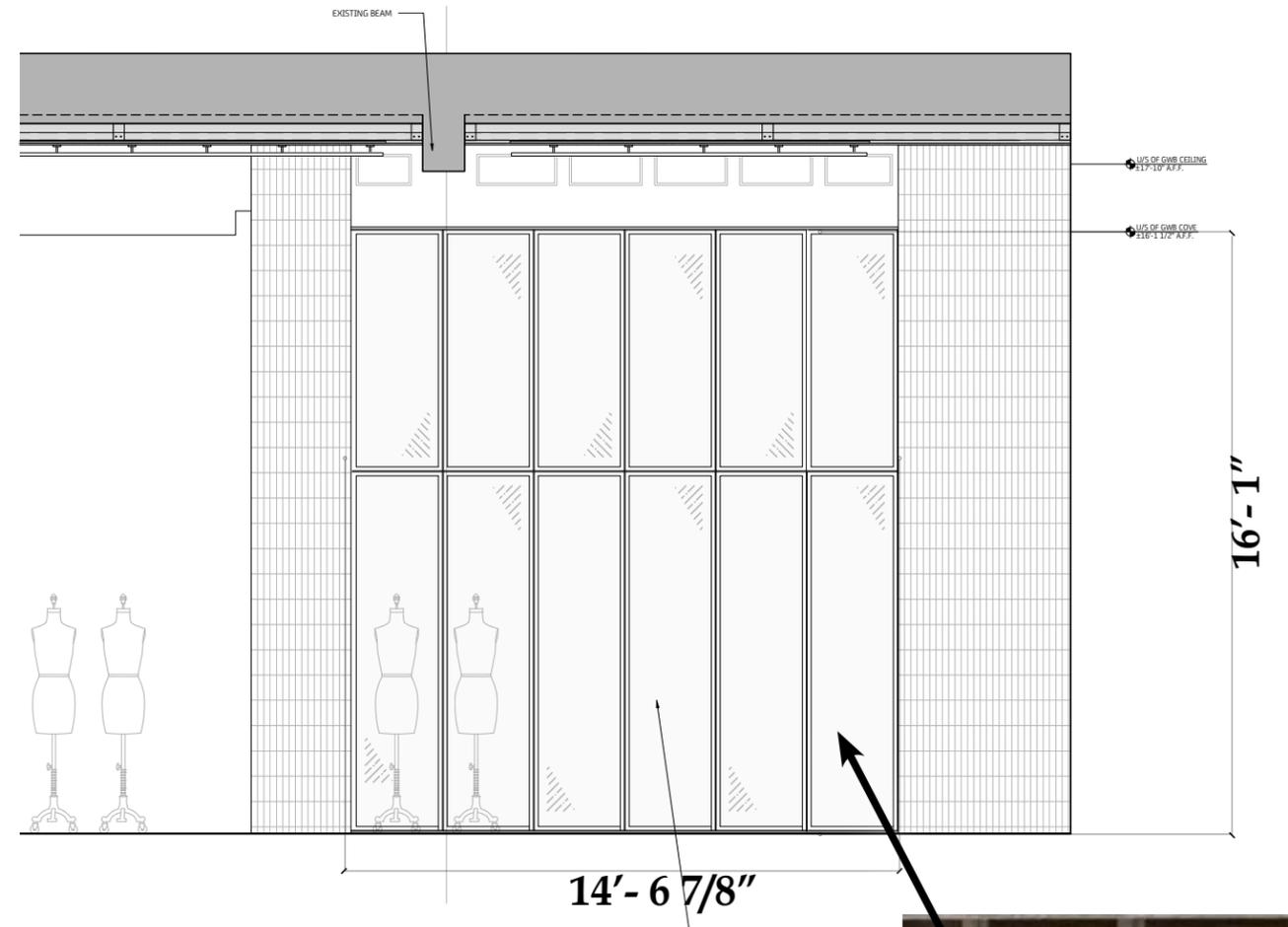


**Crate & Barrel Store**  
West Corner of 19th and Broadway

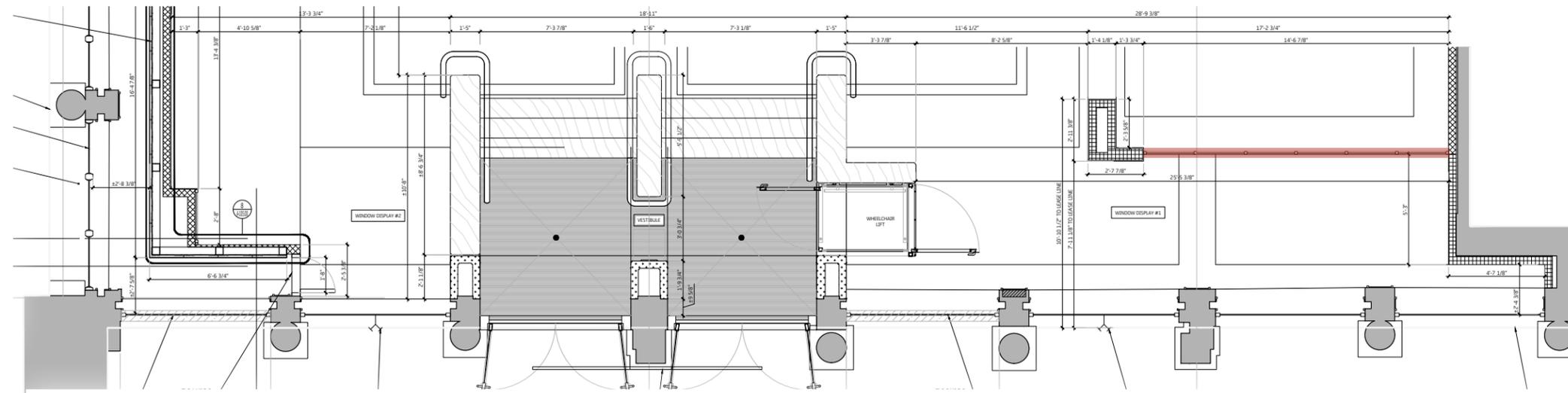
## Surrounding Flags



Detail Plan



Interior Elevation



Plan



Render Material

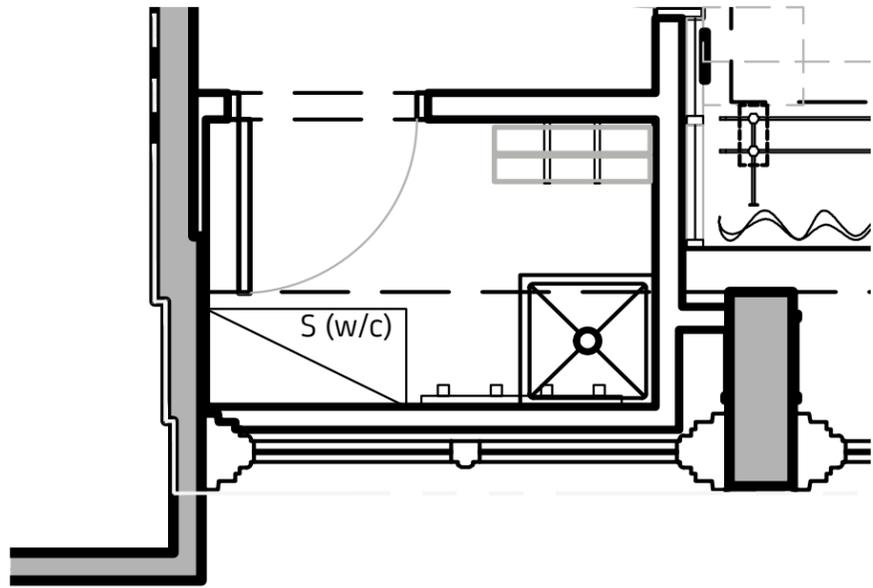
Proposed Curtain Wall



Curtain Wall

**Fifth Ave. - Proposed Elevation**

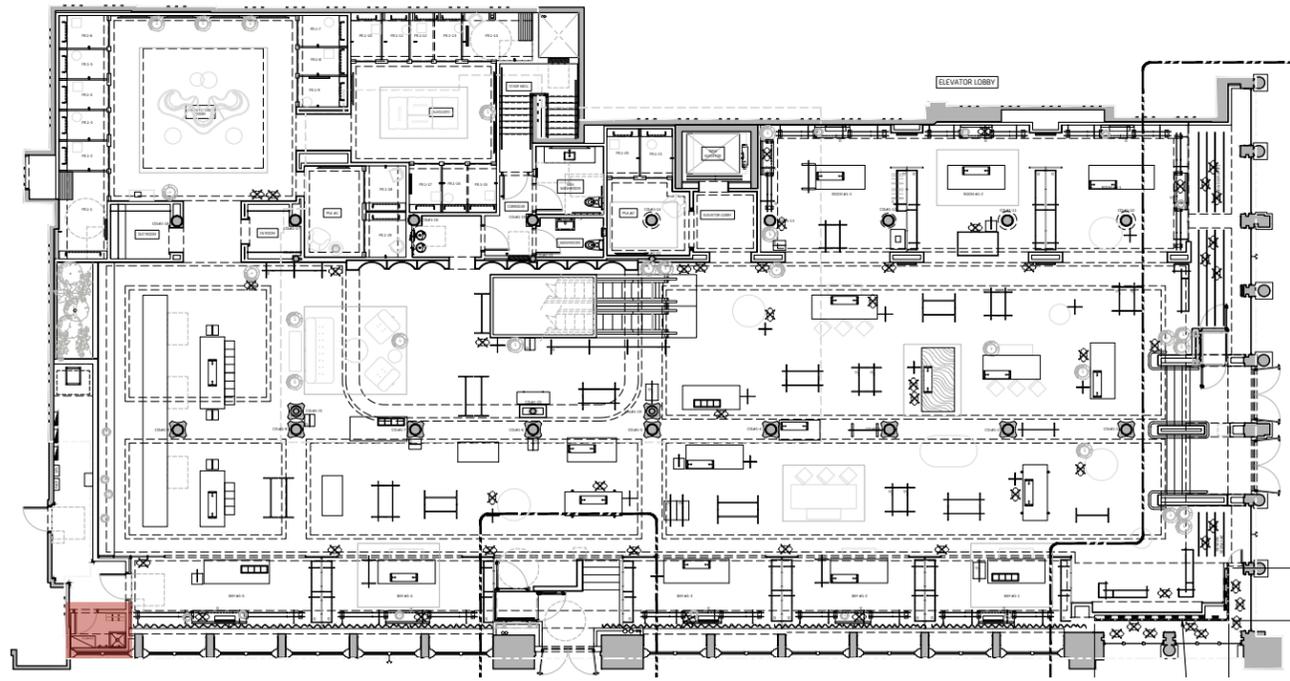
**Proposed Renders**



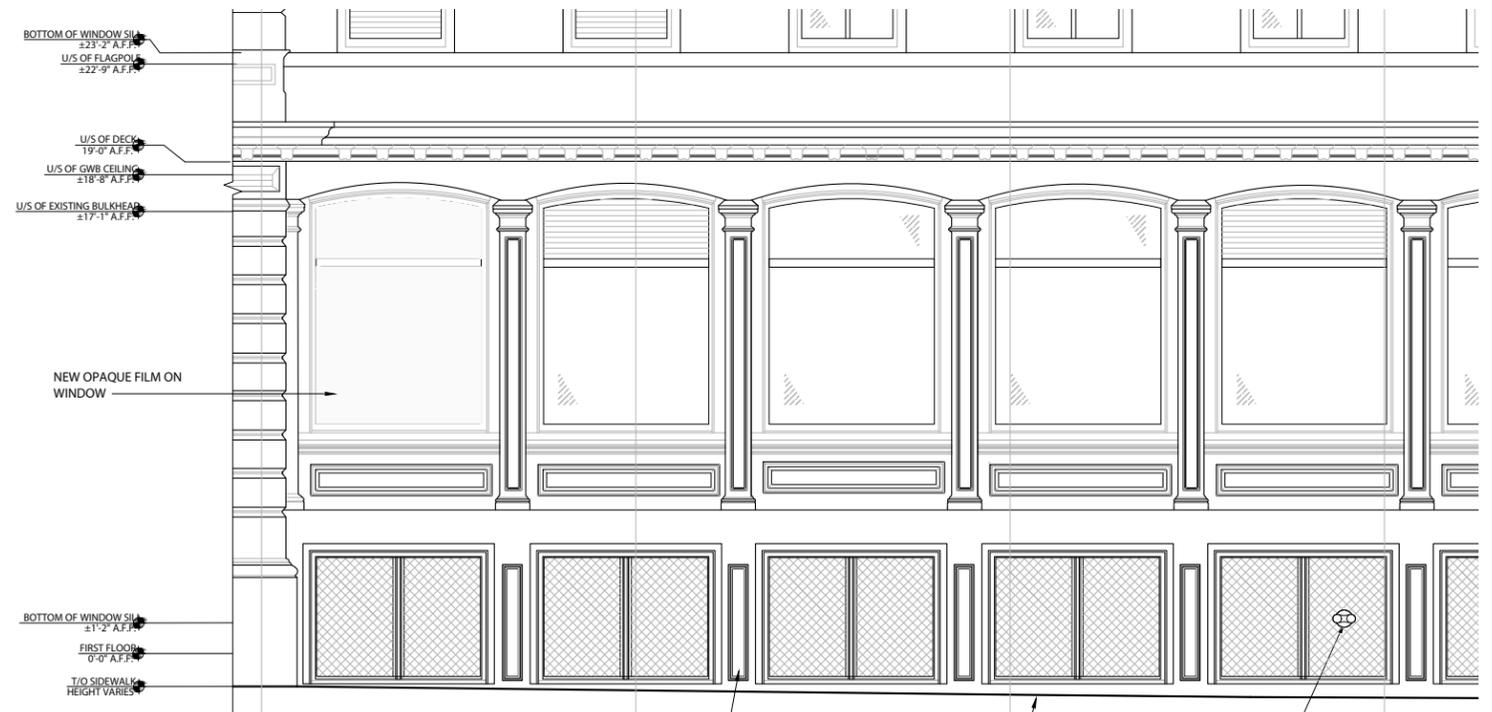
Detail Plan



Rendered Elevation



Plan



Elevation

# Proposed Window Film



**Proposed Fifth Ave. LED Screens**

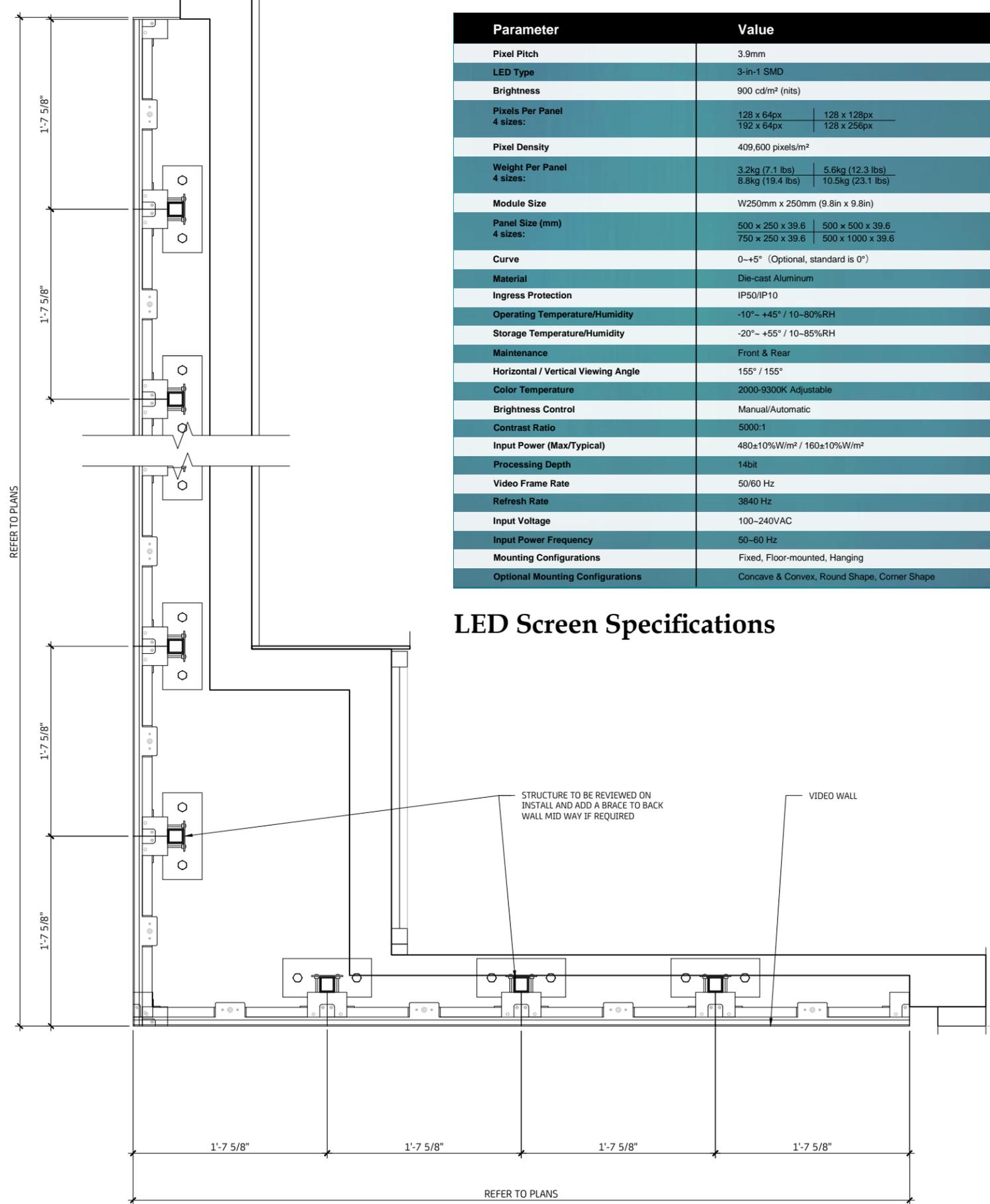
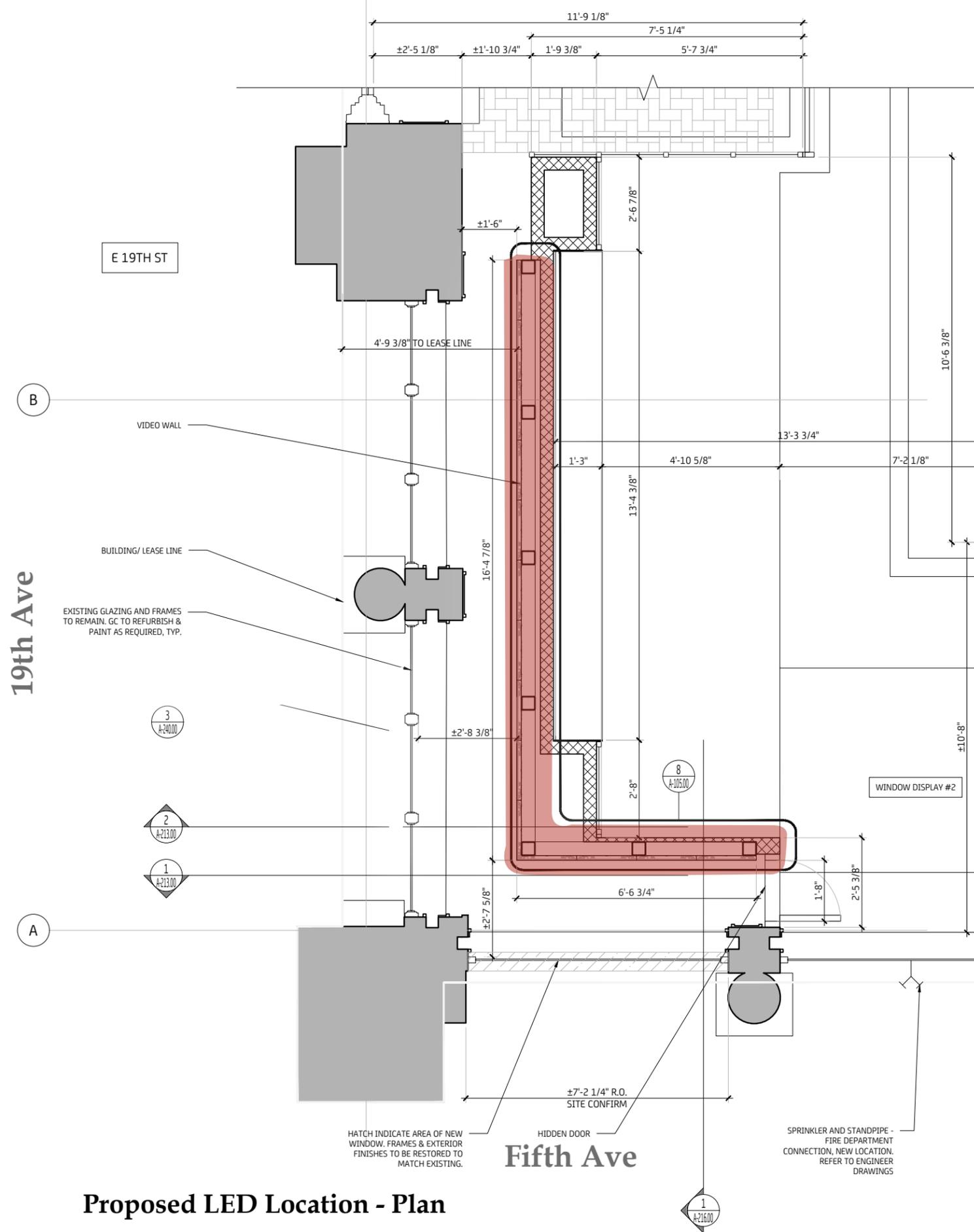
- LED screens to be on 24 hours a day 7 days a week
- LED screens to show static images
- LED screens to show Aritzia Brand

**Proposed LED screens Usage**



**Proposed 19th Street LED Screens**

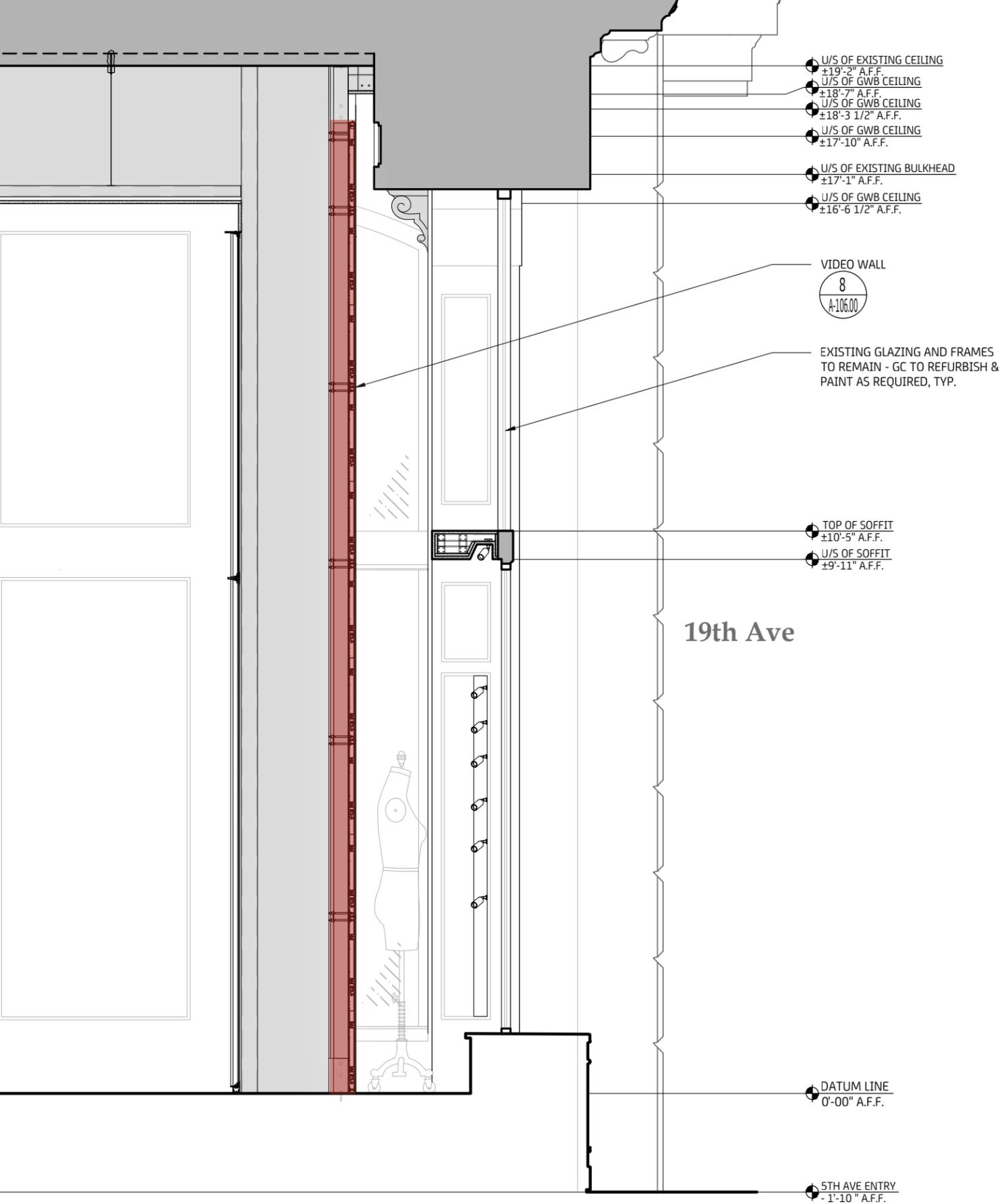
**Proposed LED Screens**



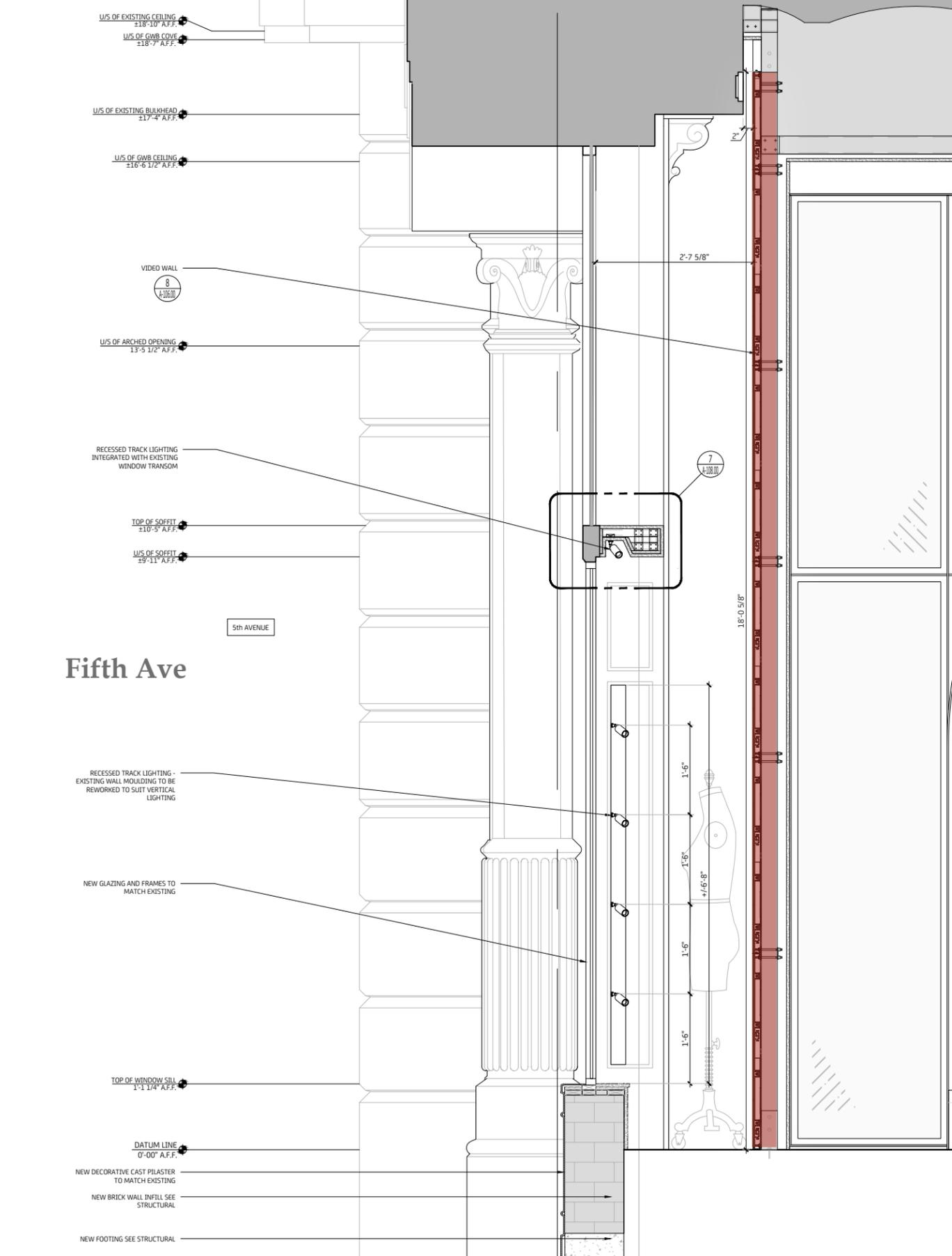
Parameter	Value
Pixel Pitch	3.9mm
LED Type	3-in-1 SMD
Brightness	900 cd/m <sup>2</sup> (nits)
Pixels Per Panel 4 sizes:	128 x 64px   128 x 128px 192 x 64px   128 x 256px
Pixel Density	409,600 pixels/m <sup>2</sup>
Weight Per Panel 4 sizes:	3.2kg (7.1 lbs)   5.6kg (12.3 lbs) 8.8kg (19.4 lbs)   10.5kg (23.1 lbs)
Module Size	W250mm x 250mm (9.8in x 9.8in)
Panel Size (mm) 4 sizes:	500 x 250 x 39.6   500 x 500 x 39.6 750 x 250 x 39.6   500 x 1000 x 39.6
Curve	0~+5° (Optional, standard is 0°)
Material	Die-cast Aluminum
Ingress Protection	IP50/IP10
Operating Temperature/Humidity	-10°~ +45° / 10~80%RH
Storage Temperature/Humidity	-20°~ +55° / 10~85%RH
Maintenance	Front & Rear
Horizontal / Vertical Viewing Angle	155° / 155°
Color Temperature	2000-9300K Adjustable
Brightness Control	Manual/Automatic
Contrast Ratio	5000:1
Input Power (Max/Typical)	480±10%W/m <sup>2</sup> / 160±10%W/m <sup>2</sup>
Processing Depth	14bit
Video Frame Rate	50/60 Hz
Refresh Rate	3840 Hz
Input Voltage	100~240VAC
Input Power Frequency	50~60 Hz
Mounting Configurations	Fixed, Floor-mounted, Hanging
Optional Mounting Configurations	Concave & Convex, Round Shape, Corner Shape

**LED Screen Specifications**

STRUCTURE TO BE REVIEWED ON INSTALL AND ADD A BRACE TO BACK WALL MID WAY IF REQUIRED



Proposed Section - 19th Street



Proposed Section - Fifth Ave

Proposed LED Screens



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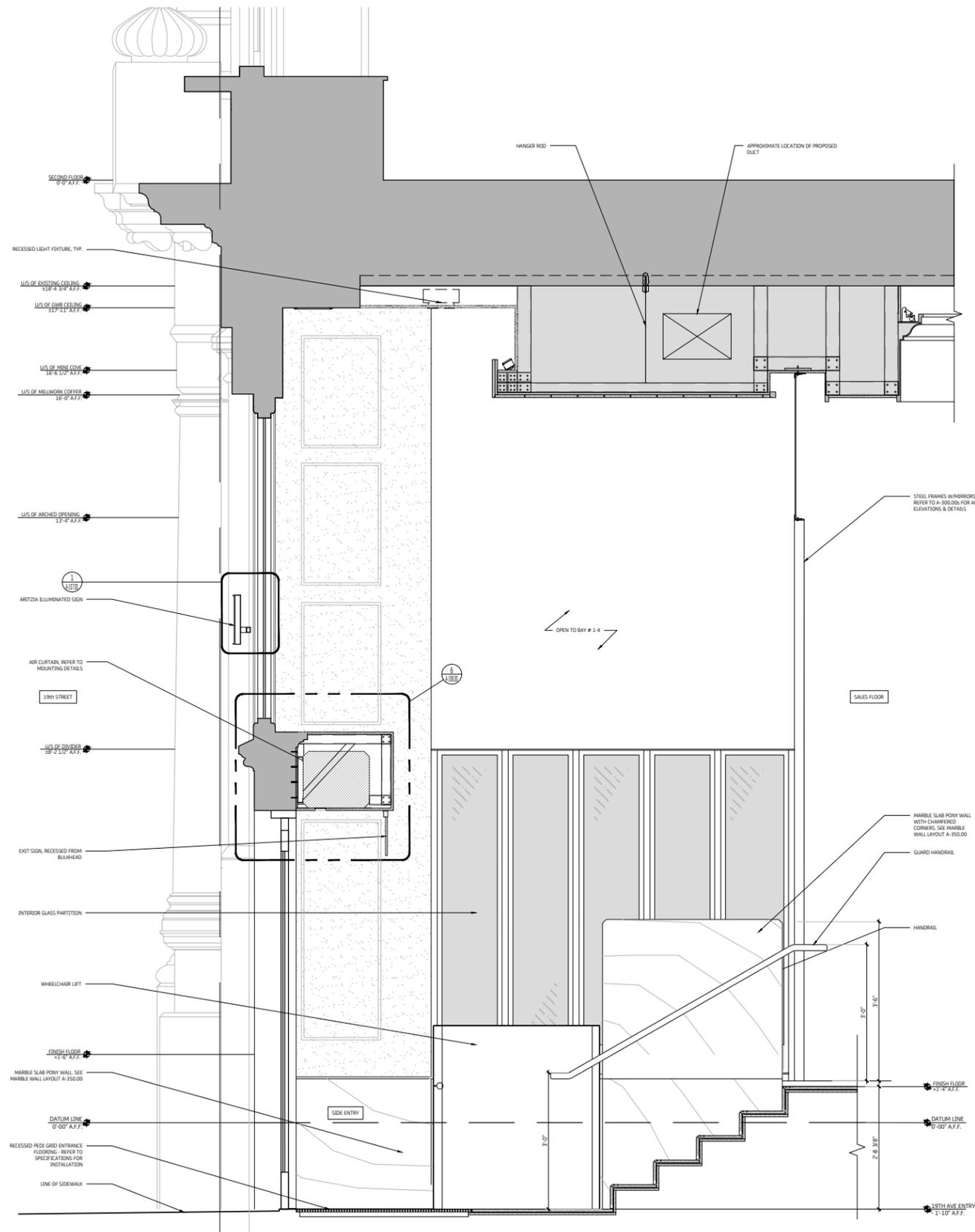
877-853-5257 (Toll free) US

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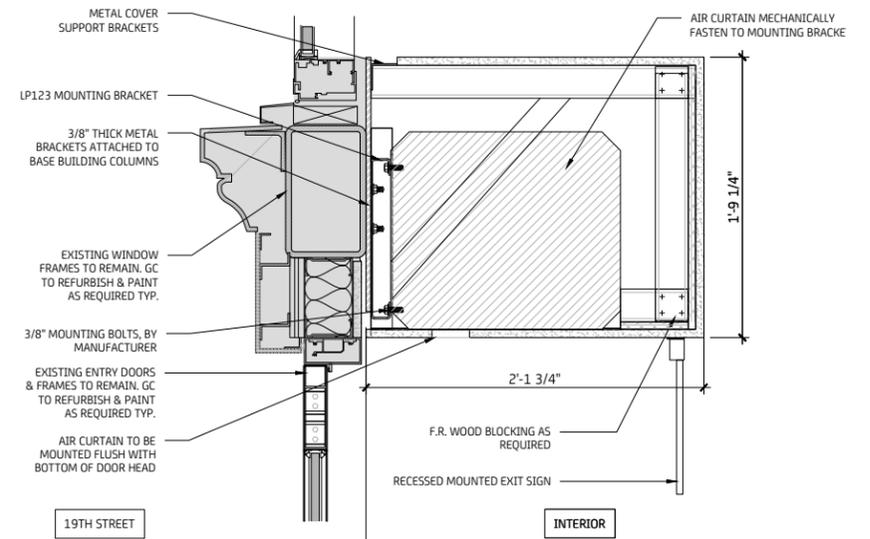
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# Appendix

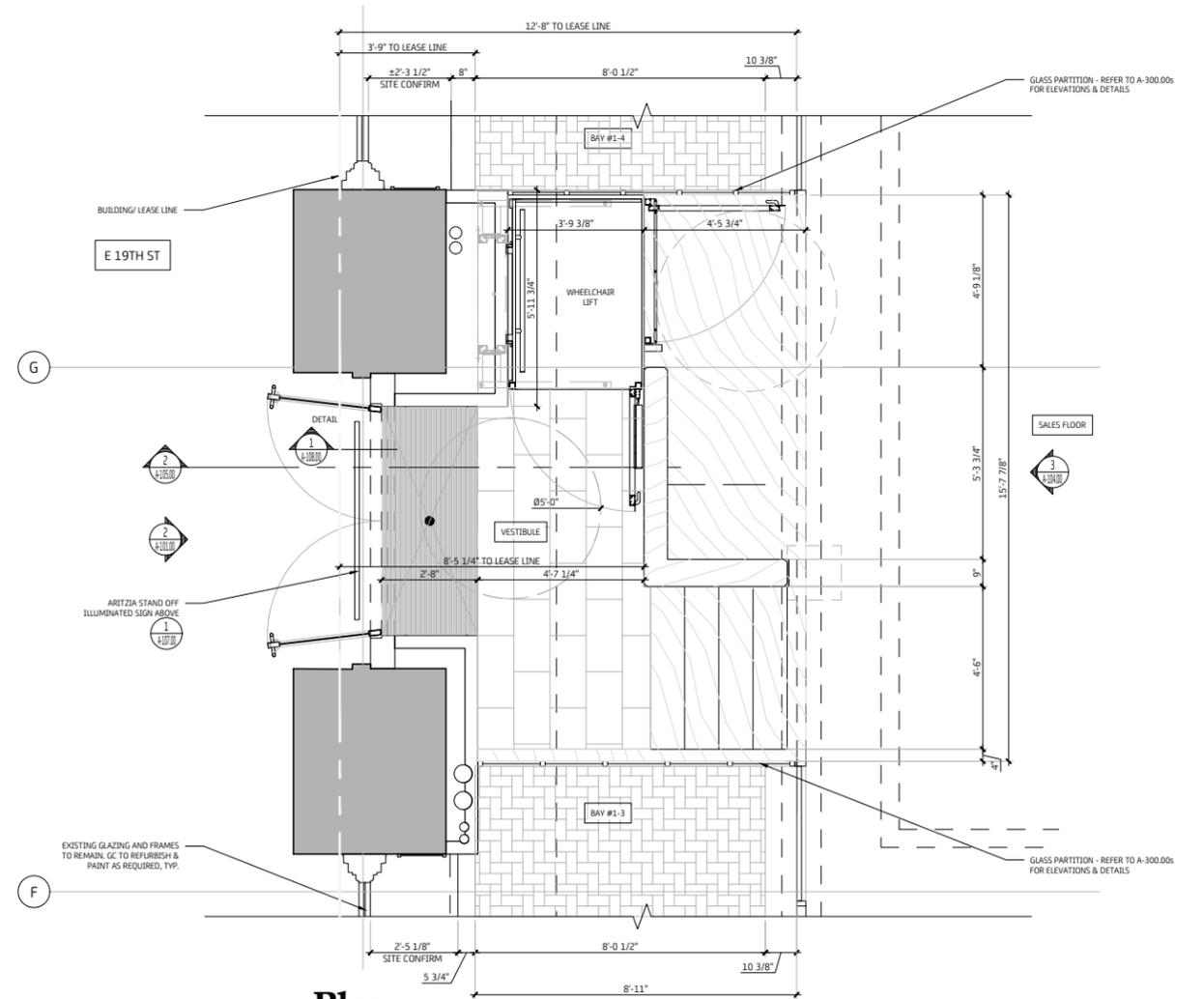




Section

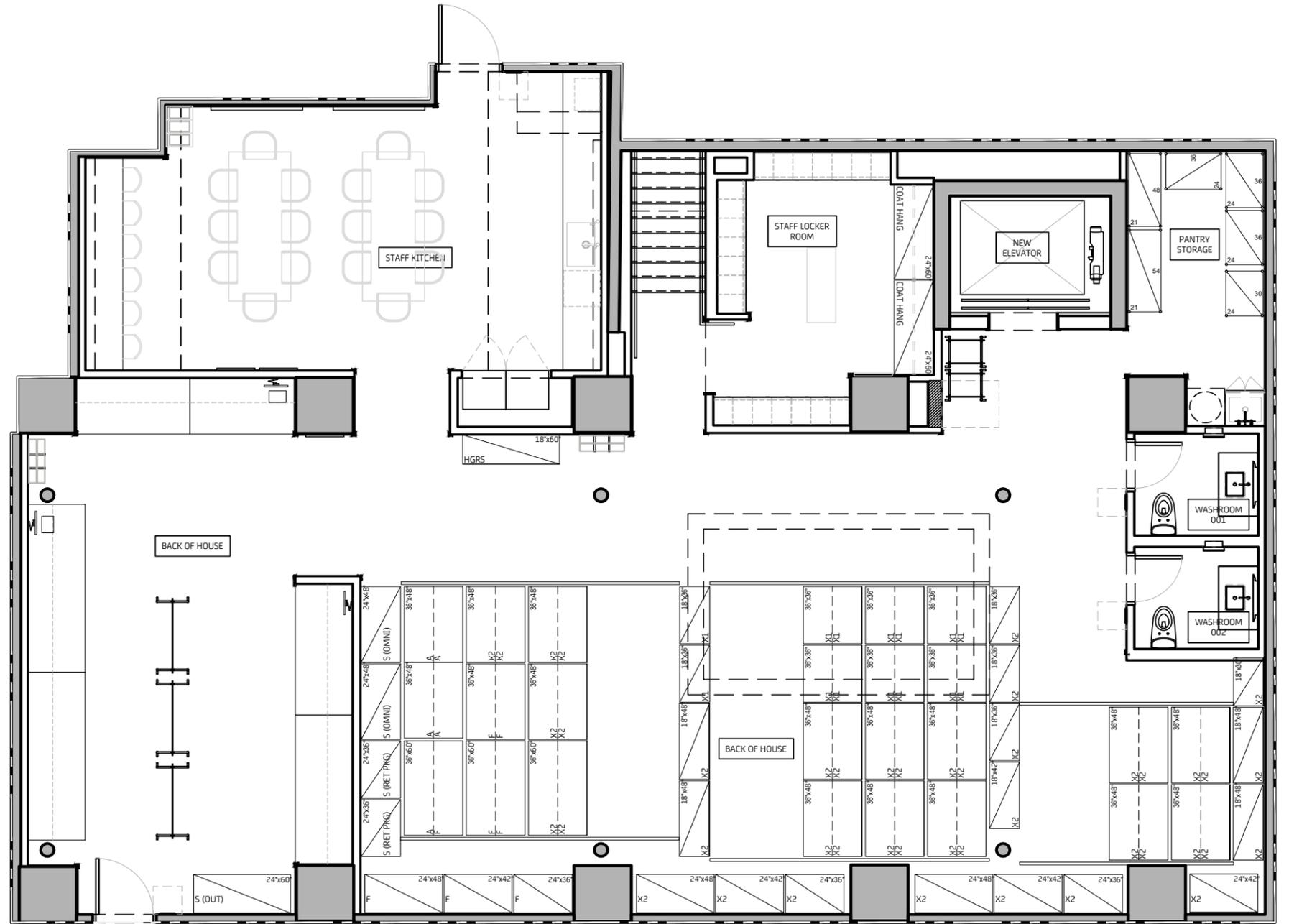


Air Curtain Detail



Plan

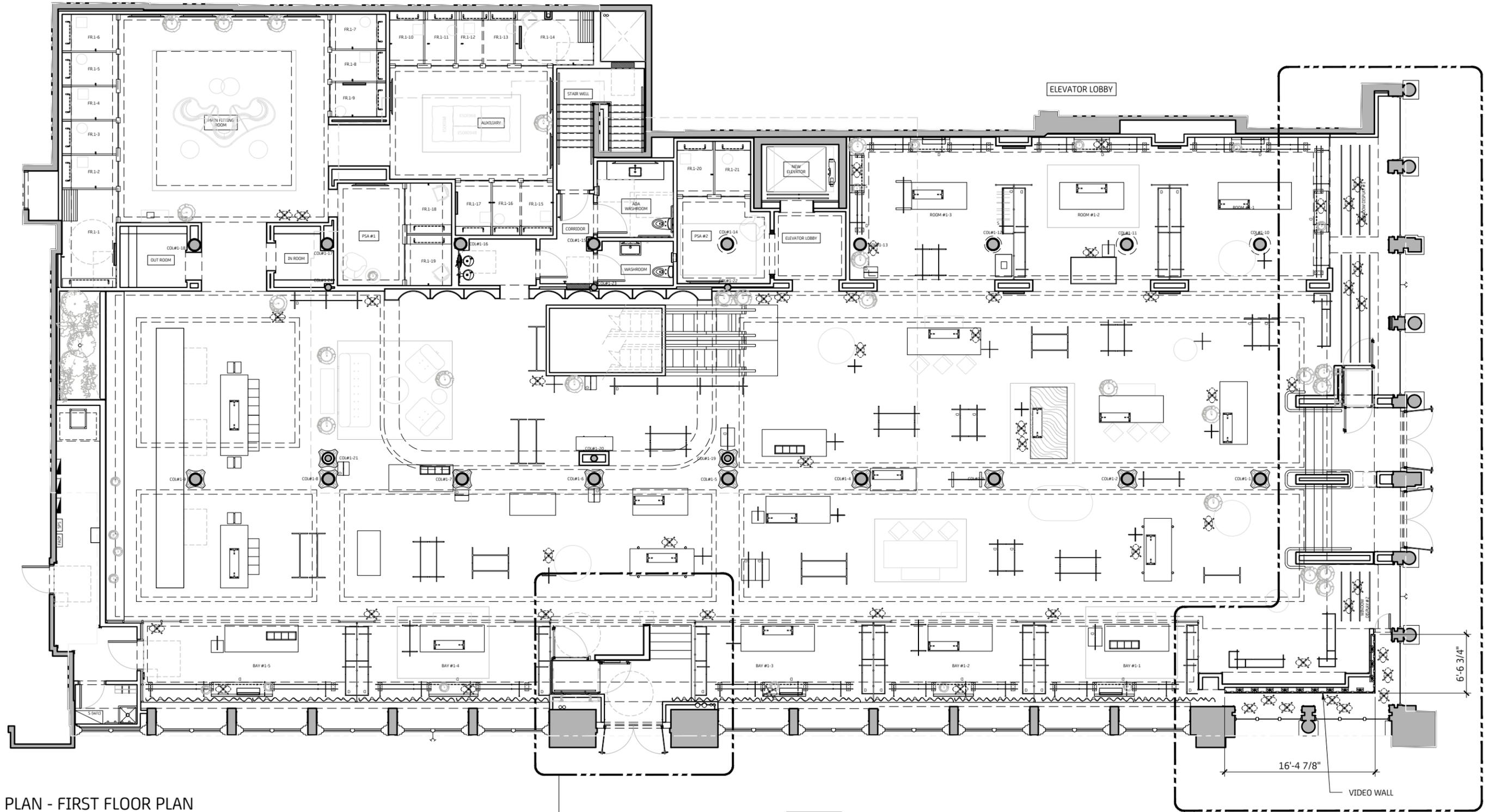
# 19th Street ADA Storefront Entrance



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

# Proposed Cellar Plan

2 PLAN - FIRST FLOOR PLAN  
 Scale: 1/8" = 1'-0"



EXISTING ELEVATOR LOBBY

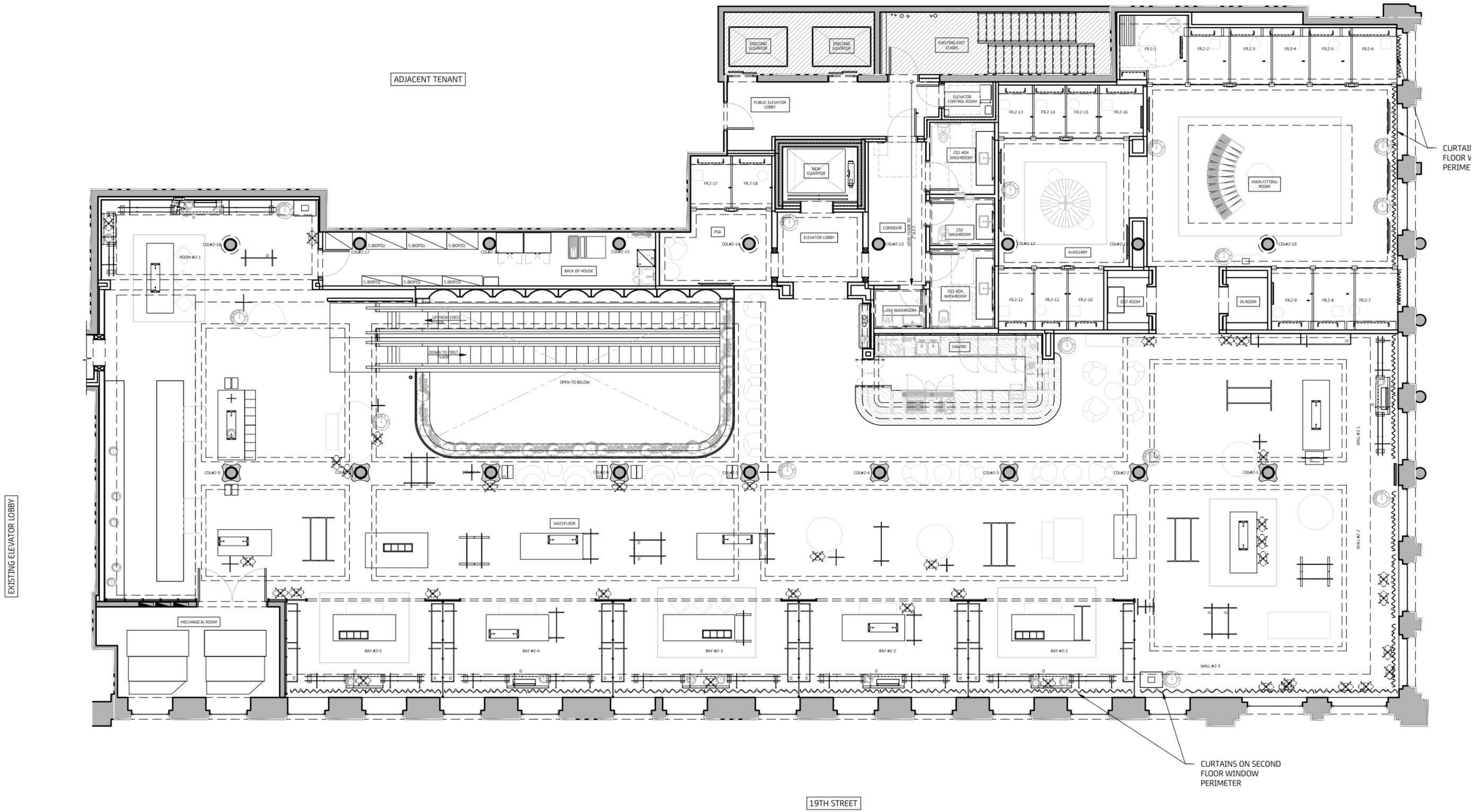
14TH AVENUE

19TH STREET

2  
A-102

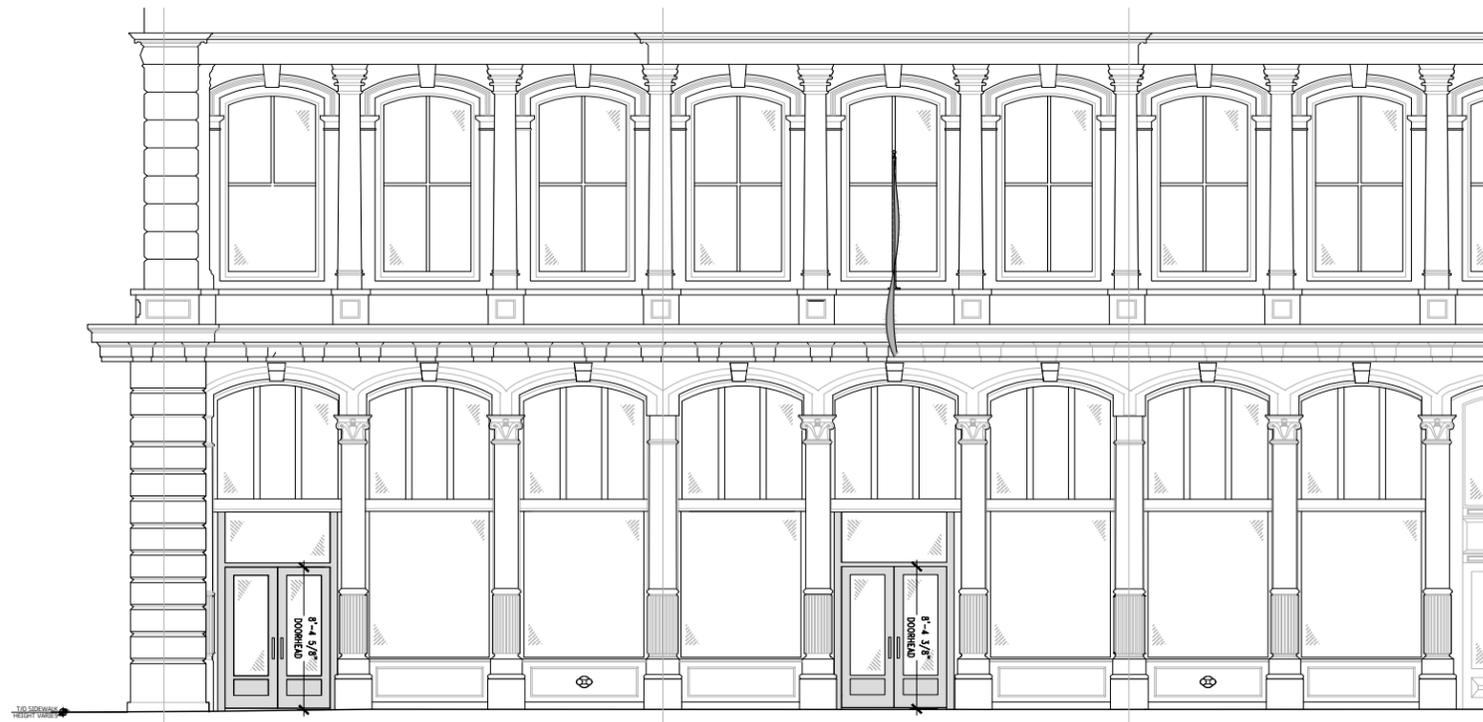
1  
A-102

# Proposed First Floor Plan

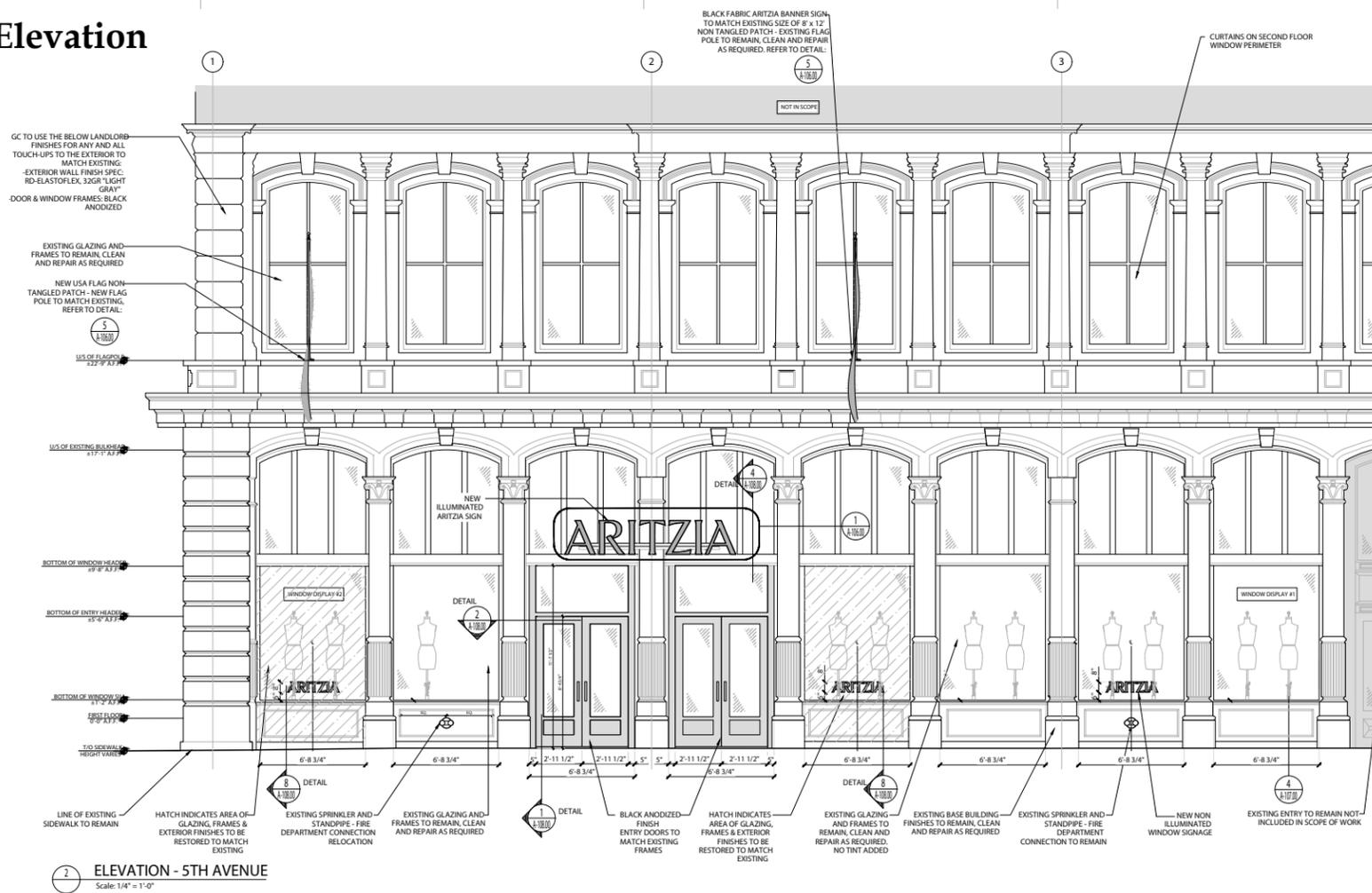


3 PLAN - SECOND FLOOR PLAN  
 Scale: 1/8" = 1'-0"

# Proposed Second Floor Plan



**Existing Elevation**



**Proposed Elevation**

**Fifth Ave. Existing & Proposed Elevations**



**Existing Elevation**



**Proposed Elevation**

# 19th Street Existing & Proposed Elevations



**Existing Infill at Bays Proposed for Removal**

## **Close-Up Photographs**



**Note : Legal Flag Pole on Fifth Ave  
1989 LPC Designation Photo**

**Flag Pole On Fifth Ave**

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