

May 13, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 3, LPC-25-09203

**284 Fifth Avenue – The Wilbraham – Individual Landmark
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 161 195 3742

Passcode: 579429

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (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.

284 5TH AVENUE

EXTERIOR SIGNAGE

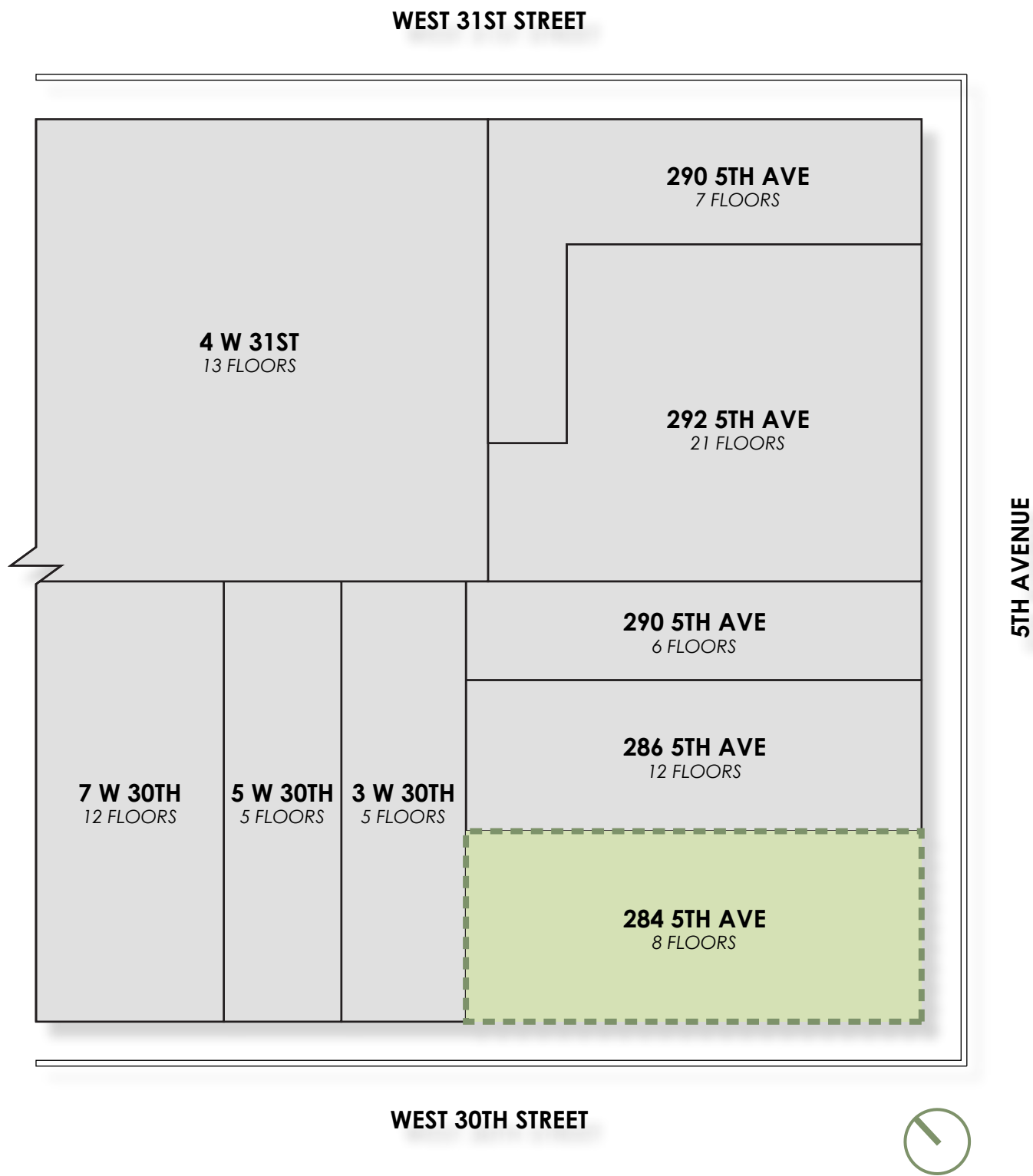
1892
SANBORN MAP



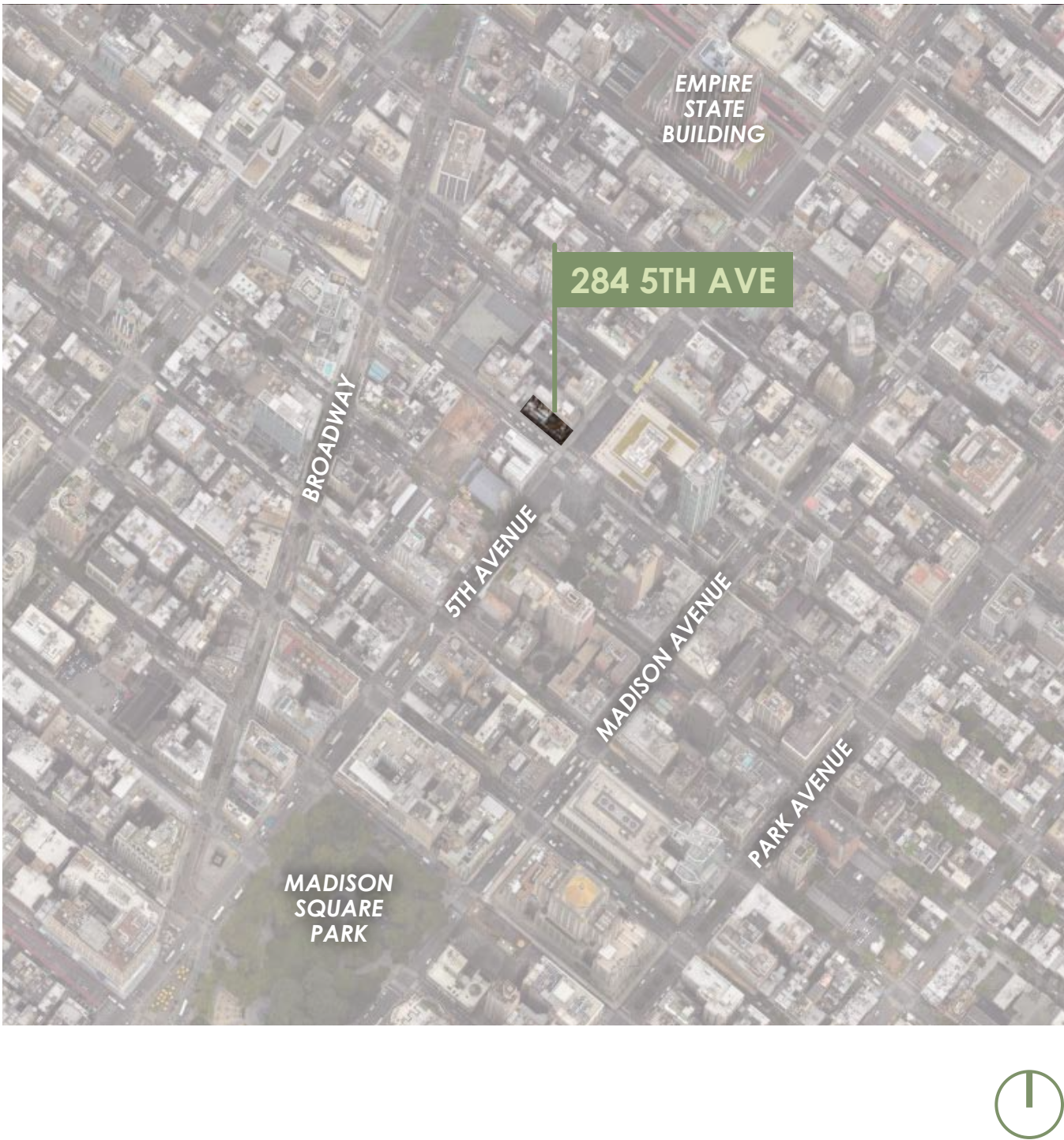
1940
NEW YORK CITY TAX PHOTOGRAPH



SITE PLAN



SITE MAP



1893

1907

1930

1940

1998

TODAY



1893
KING'S HANDBOOK OF NYC

1893



284 5th Avenue_Historic Image

1907
NEW YORK PUBLIC LIBRARY

1907



284 5th Avenue_Historic Image

1930
NEW YORK PUBLIC LIBRARY

1930



284 5th Avenue_Historic Image

1940
NYC MUNICIPAL ARCHIVES

1940



284 5th Avenue_Historic Image

1998
BUILDING DESIGNATION IMAGES



AREA OF WORK



AREA OF WORK

30TH STREET FACADE



AREA OF WORK

5TH AVENUE FACADE



AREA OF WORK

5TH AVENUE FACADE



CORNER VIEW OF 30TH STREET & 5TH AVENUE





284 5th Avenue_Facade Photos

5TH AVENUE FACADE

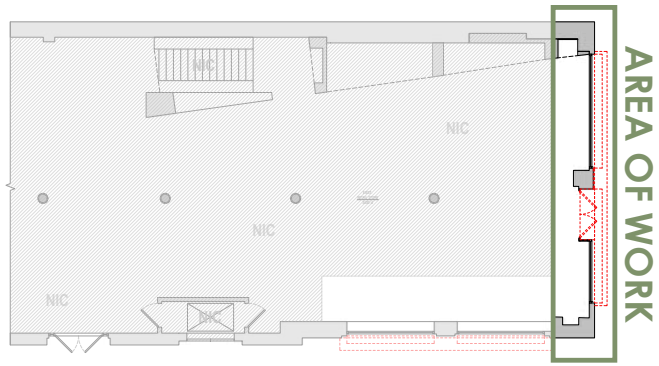




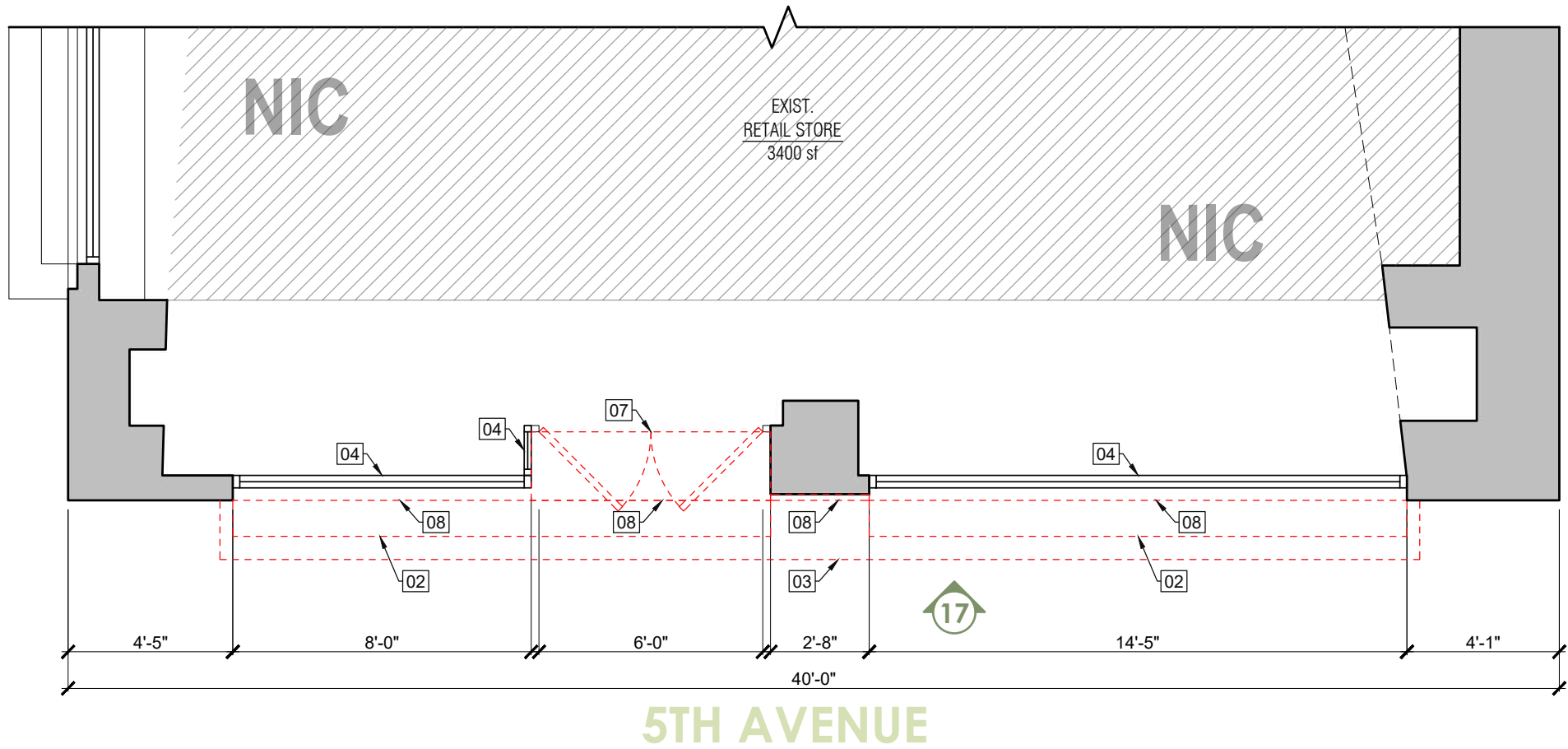
AREA OF WORK



AREA OF WORK

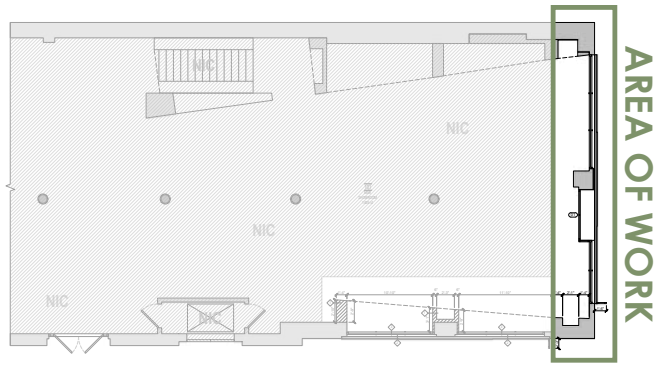


5TH AVENUE DEMOLITION PLAN

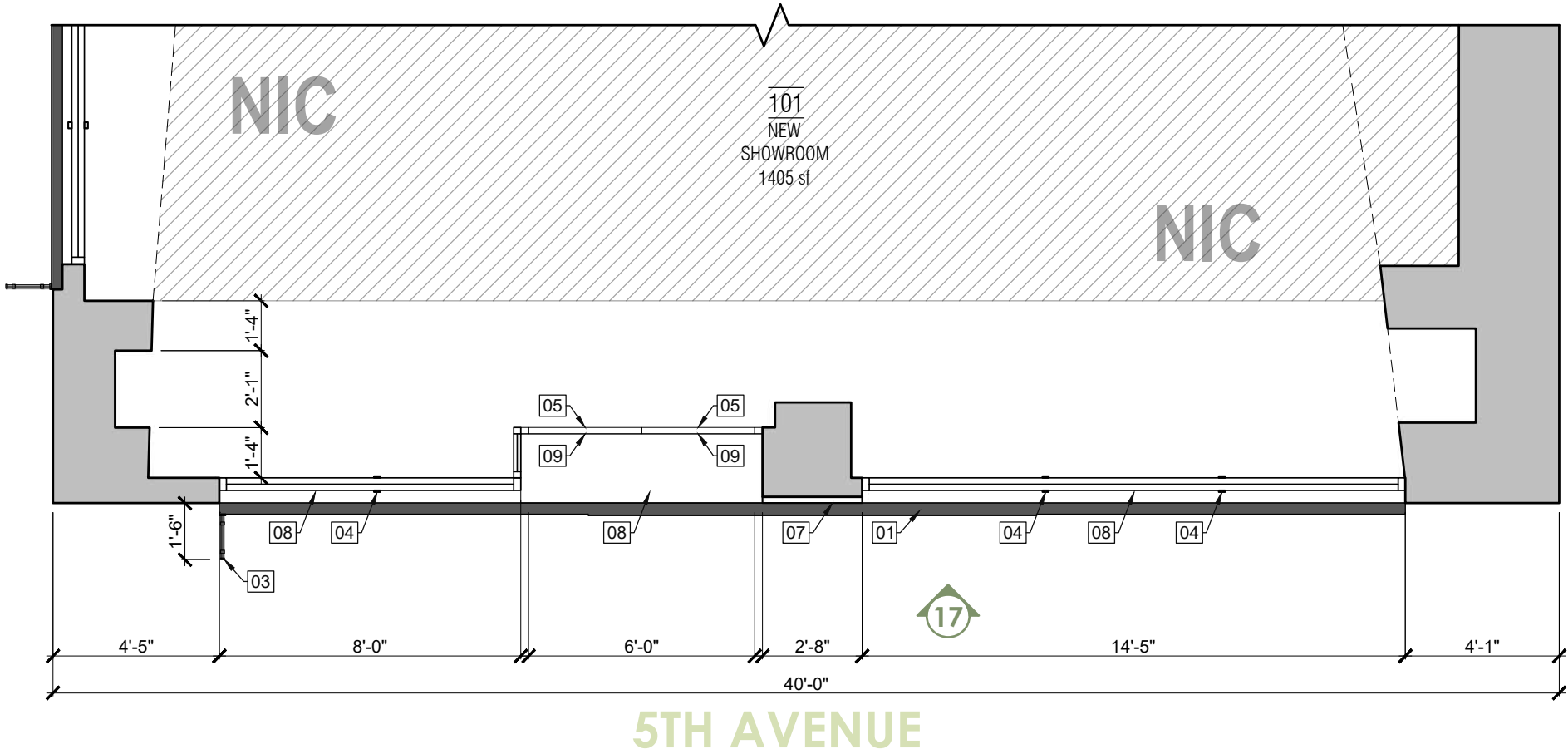


DEMOLITION NOTES

- 01 EXIST. DOORS TO BE CLEANED AND REMAIN
- 02 EXIST. ROLLING SHUTTER TO BE REMOVED
- 03 EXIST. SIGNAGE BOX AND VINYL WRAP TO BE REMOVED
- 04 EXIST. WINDOW TO BE CLEANED AND REMAIN
- 05 EXIST. CAST IRON TO BE CLEANED AND REMAIN
- 06 EXIST. VINYL WINDOW STICKERS ON INTERIOR OF GLASS TO REMAIN
- 07 EXIST. DOORS TO BE REPLACED AT SAME LOCATION
- 08 EXIST. GRANITE VENEER TO BE REPLACED AT SAME LOCATION
- 09 EXIST. SIGNAGE PLATE TO REMAIN
- 10 EXIST. WINDOW PAINTED BLACK TO BE CLEANED AND REMAIN
- 11 EXIST. BULKHEAD TO BE REPLACED AT SAME LOCATION
- 12 EXIST. BROWNSTONE TO BE CLEANED AND REMAIN
- 13 EXIST. GRANITE TO BE CLEANED AND REMAIN
- 14 EXIST. FIRE ESCAPE TO REMAIN
- 15 EXIST. HISTORIC INFILL TO REMAIN



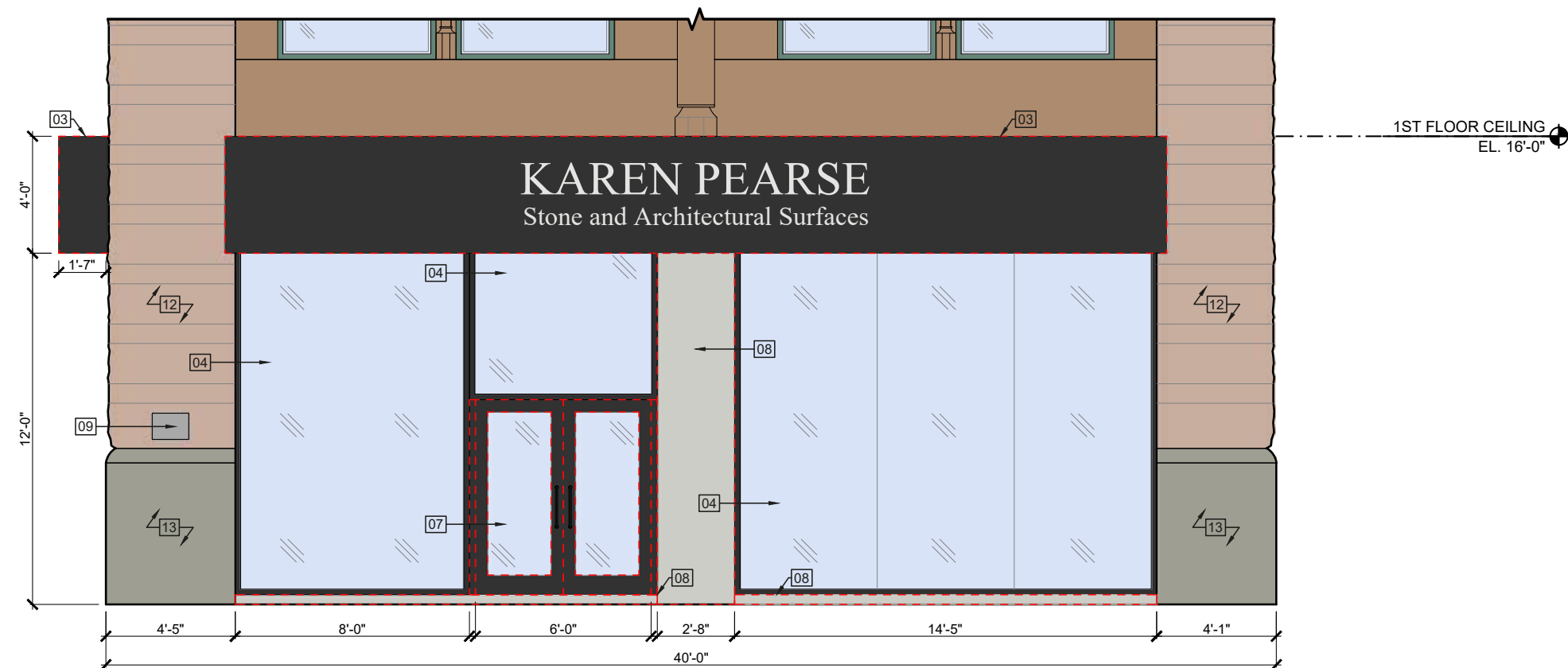
5TH AVENUE PROPOSED PLAN



PROPOSED NOTES

- 01 NEW BLACK METAL SIGNAGE BOX WITH DIMMED LETTER SIGNAGE
- 02 EXIST. STOREFRONT TO BE PAINTED SW6258 TRICORN BLACK
- 03 NEW BLADE SIGNAGE
- 04 NEW MULLIONS ADHERED ON INTERIOR & EXTERIOR OF GLASS
- 05 NEW VINYL WINDOW STICKERS APPLIED ON INTERIOR OF GLASS
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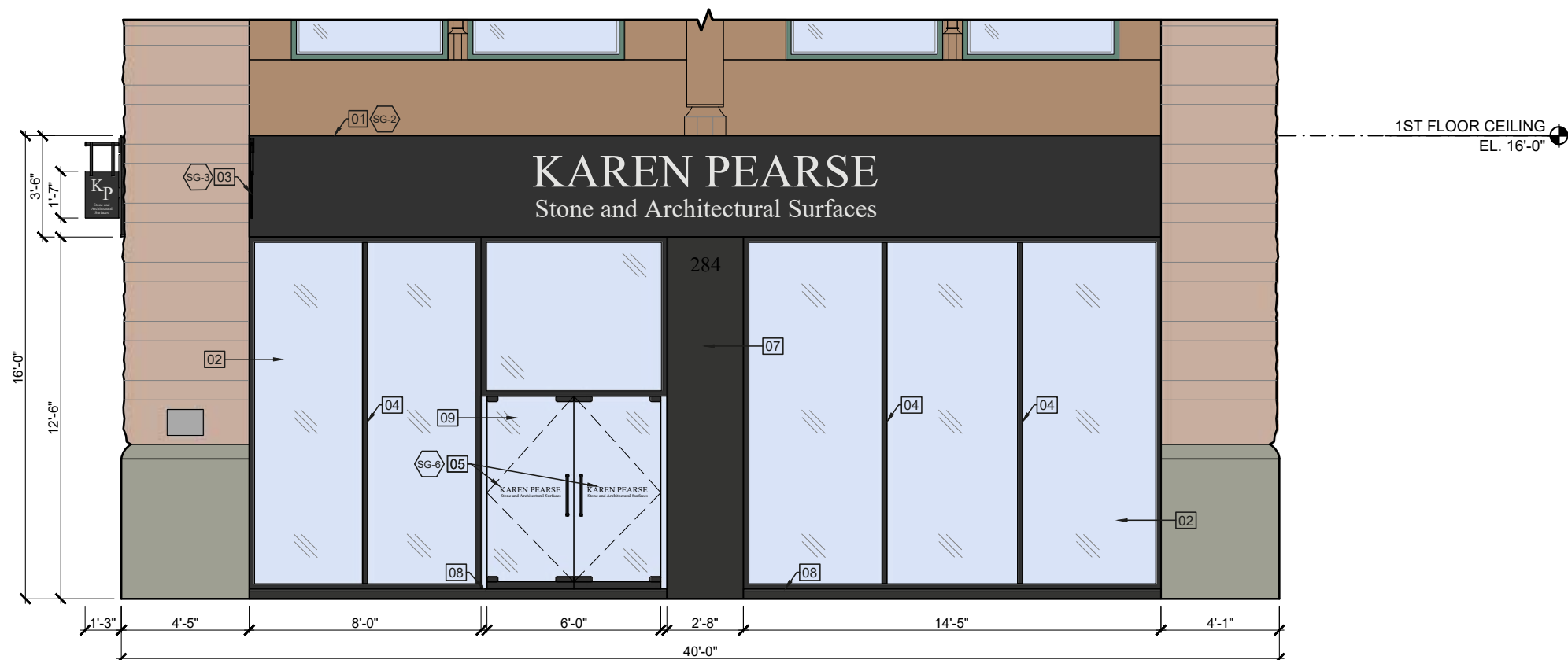
5TH AVENUE DEMOLITION ELEVATION



DEMOLITION NOTES

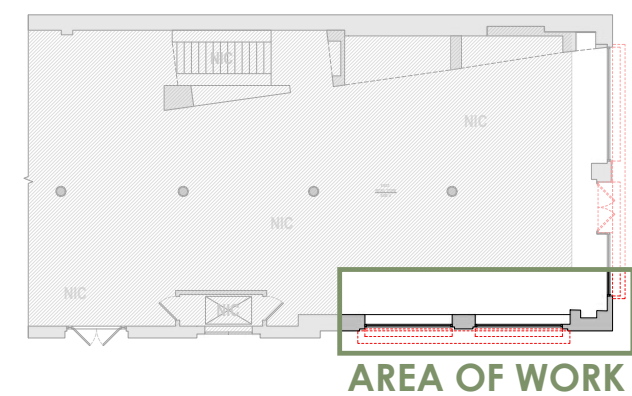
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5TH AVENUE PROPOSED ELEVATION

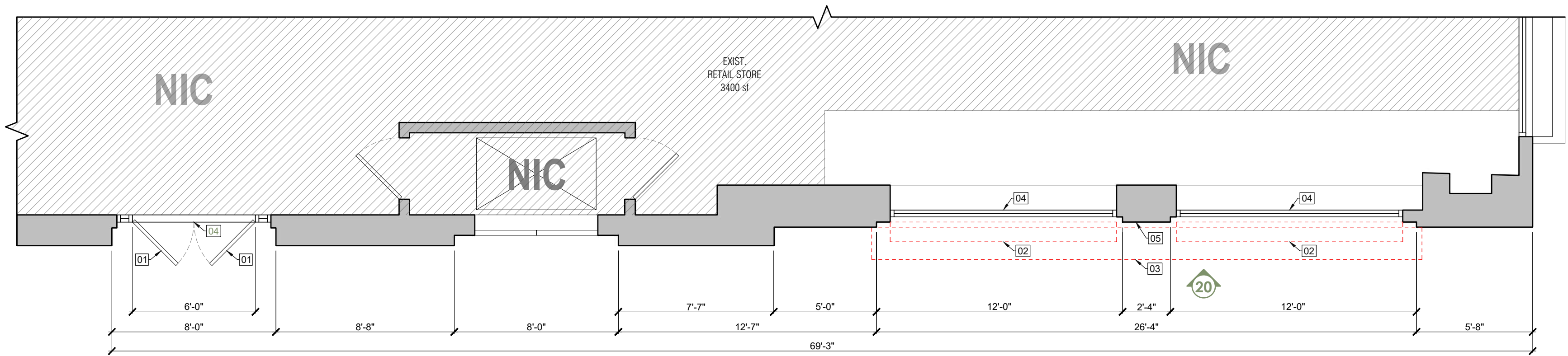


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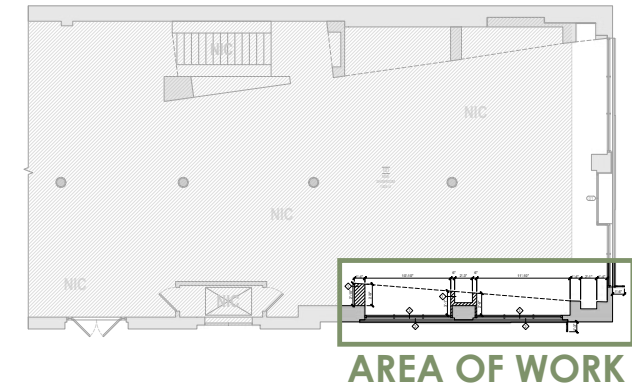
30TH STREET DEMOLITION PLAN



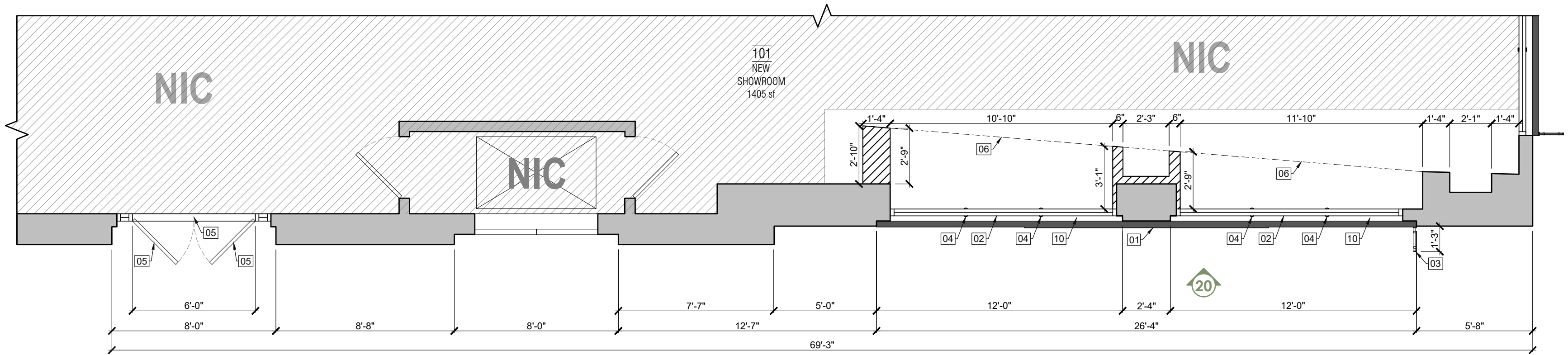
WEST 30TH STREET

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30TH STREET PROPOSED PLAN

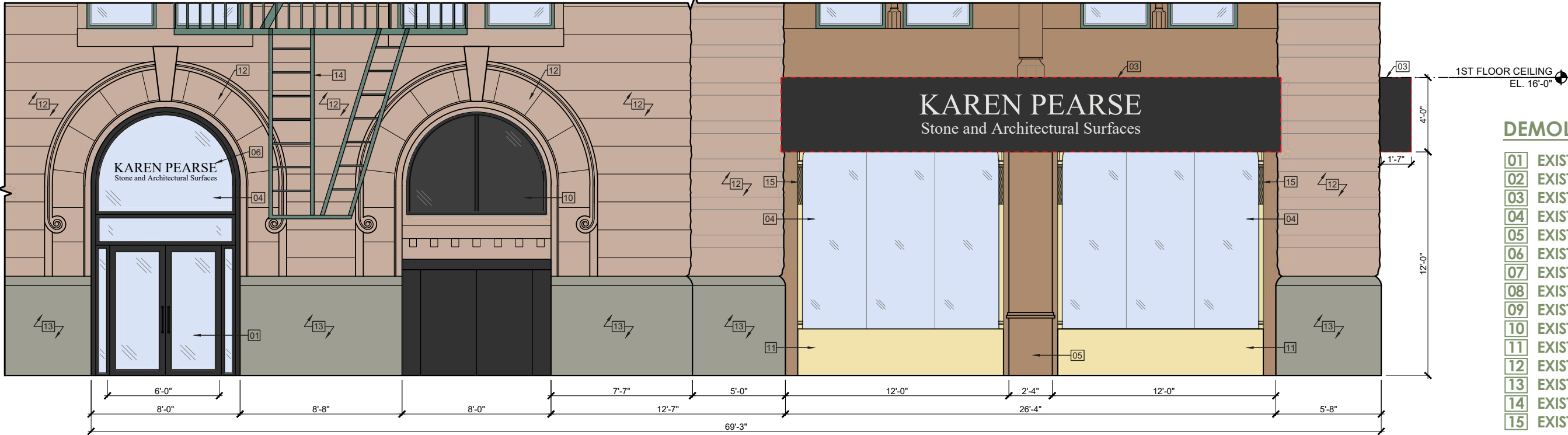


WEST 30TH STREET

PROPOSED NOTES

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30TH STREET DEMOLITION ELEVATION



DEMOLITION NOTES

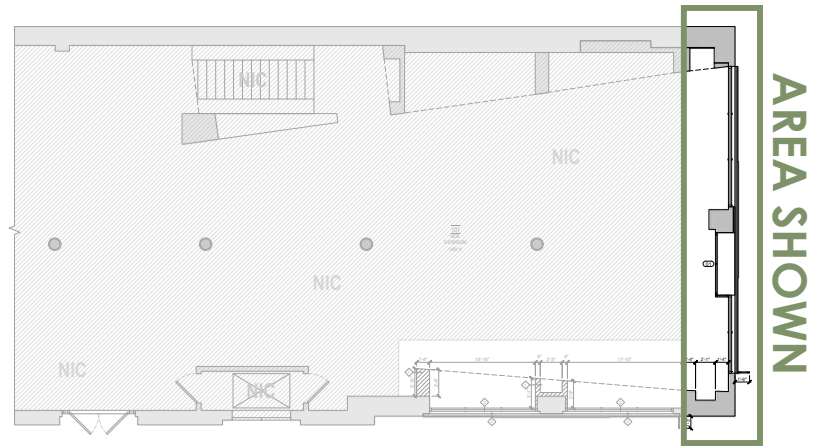
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30TH STREET PROPOSED ELEVATION



PROPOSED NOTES

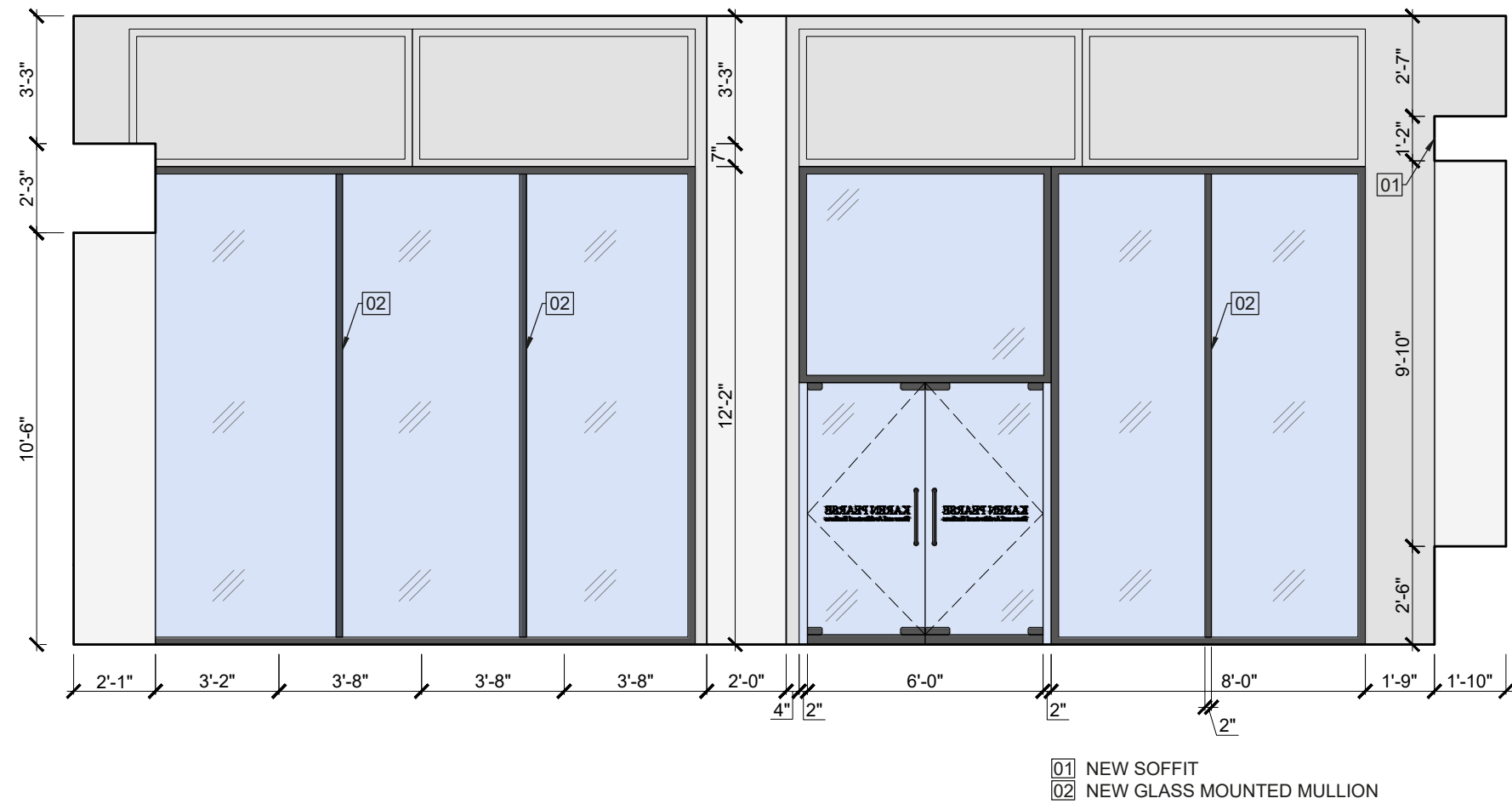
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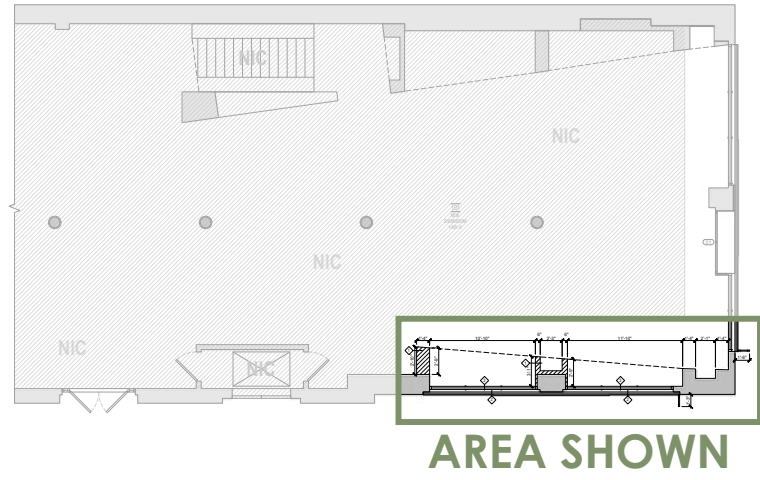


A
5TH AVENUE EXISTING INTERIOR ELEVATION

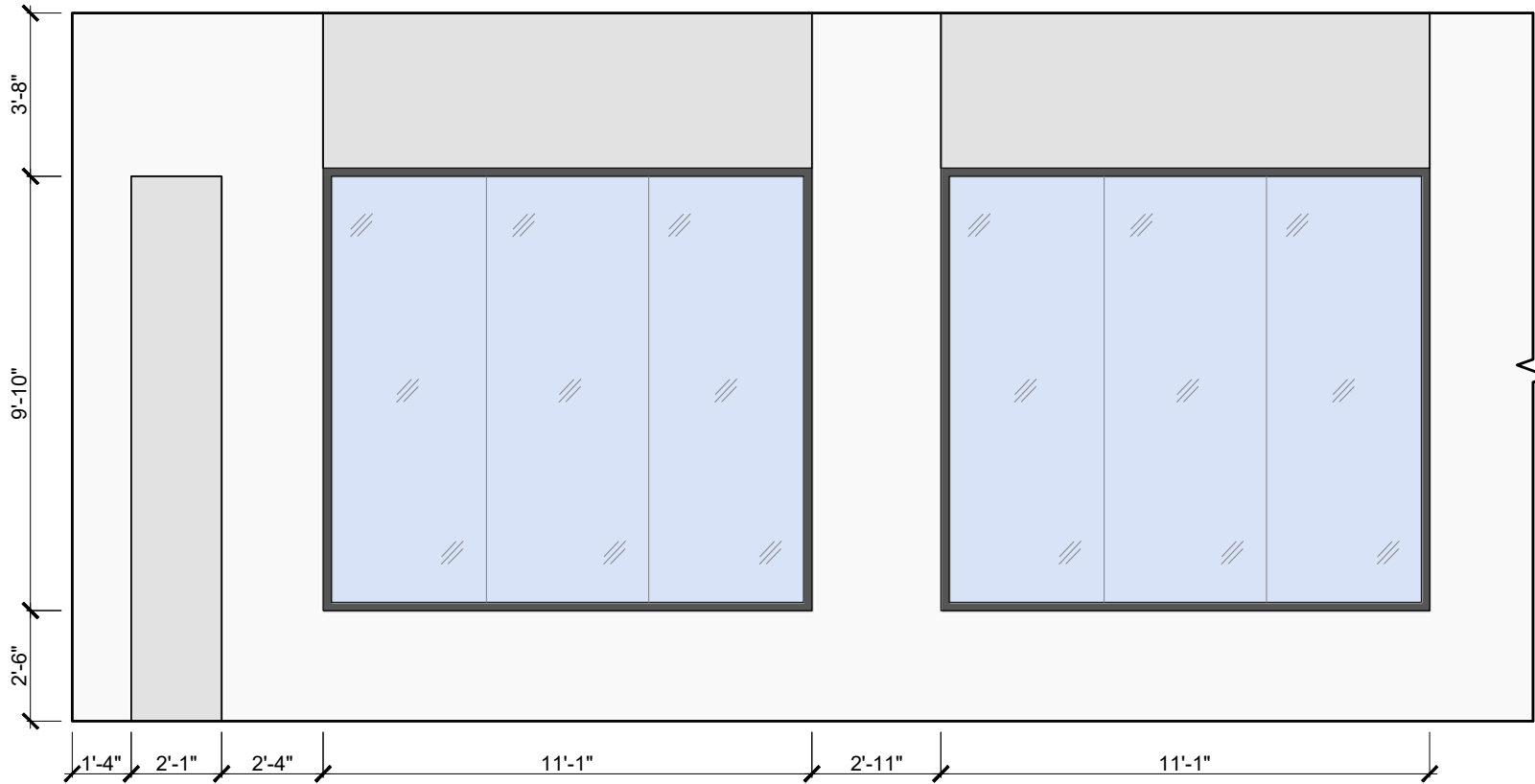


B
5TH AVENUE PROPOSED INTERIOR ELEVATION

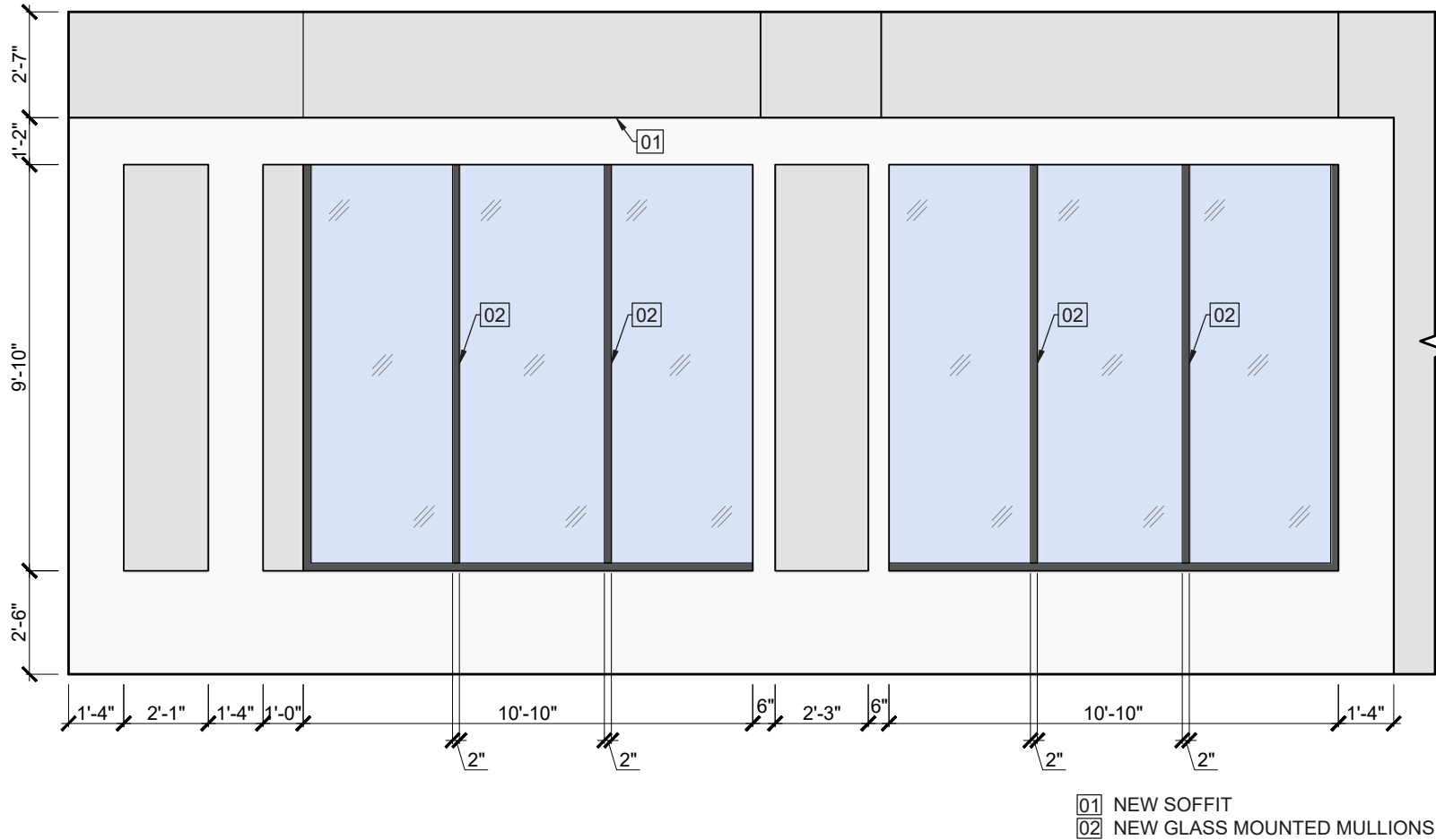




A
30TH STREET EXISTING INTERIOR ELEVATION



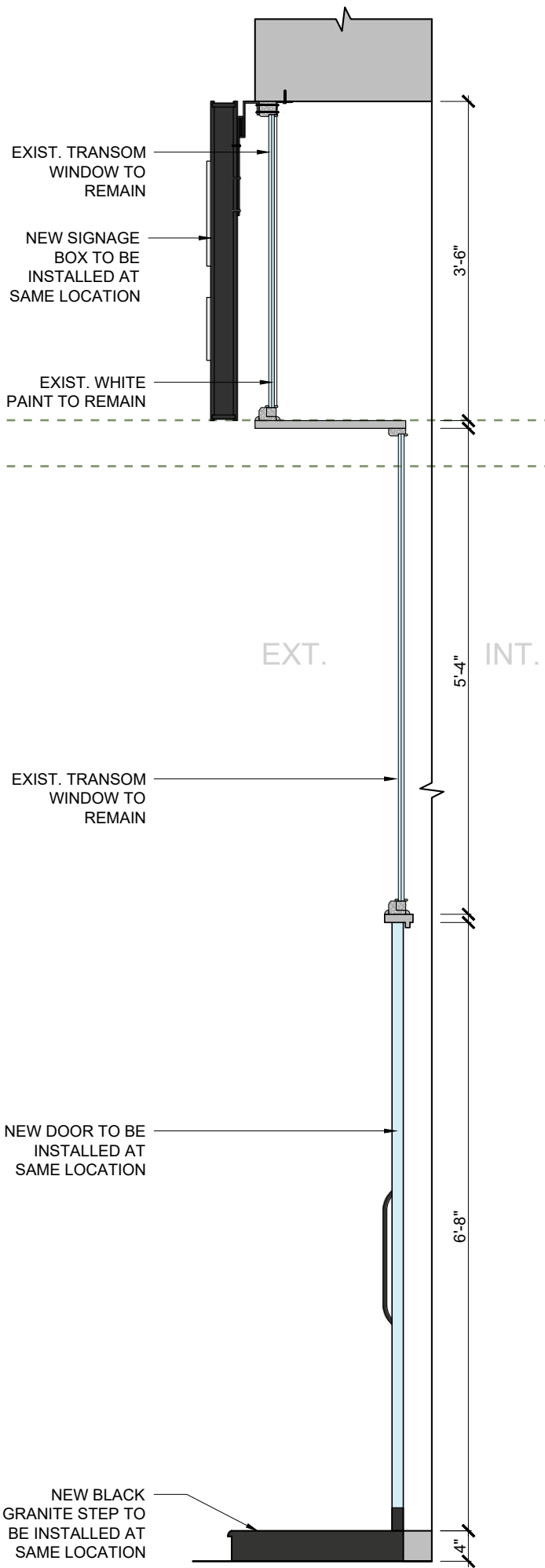
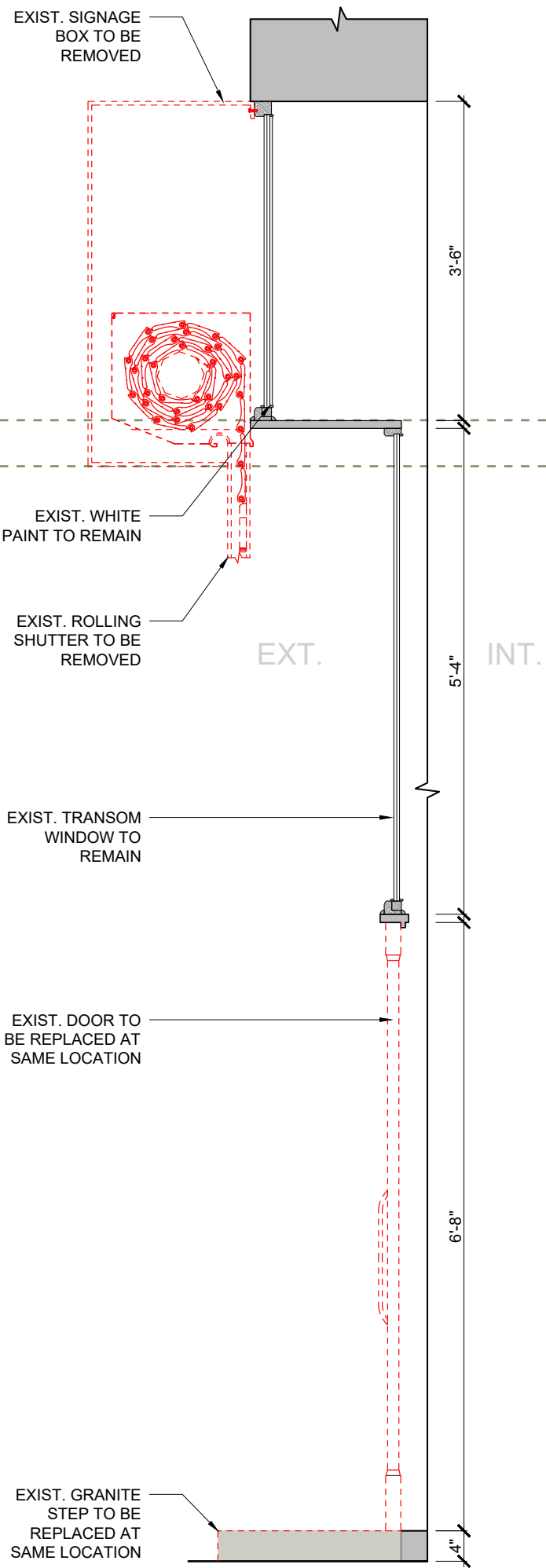
B
30TH STREET PROPOSED INTERIOR ELEVATION



A
DEMOLITION WALL SECTION

B
PROPOSED WALL SECTION

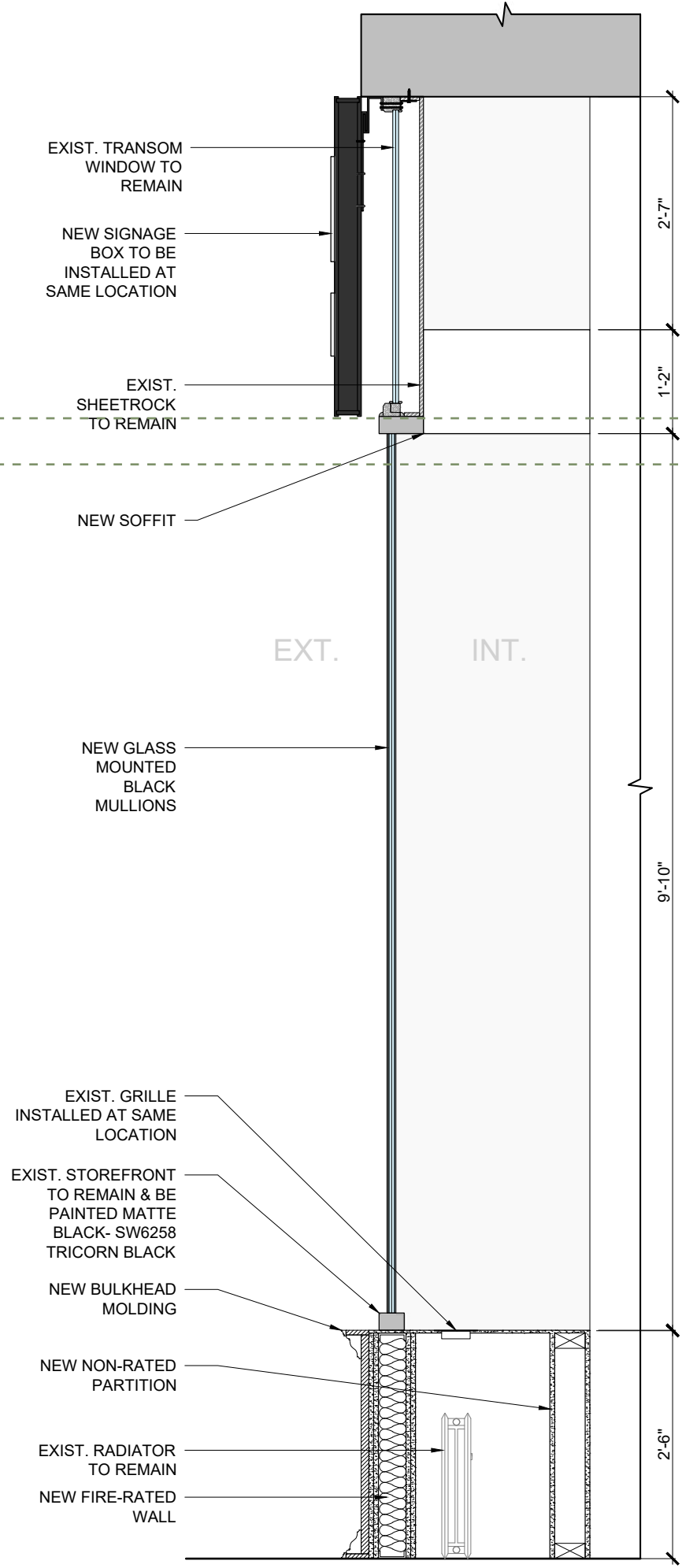
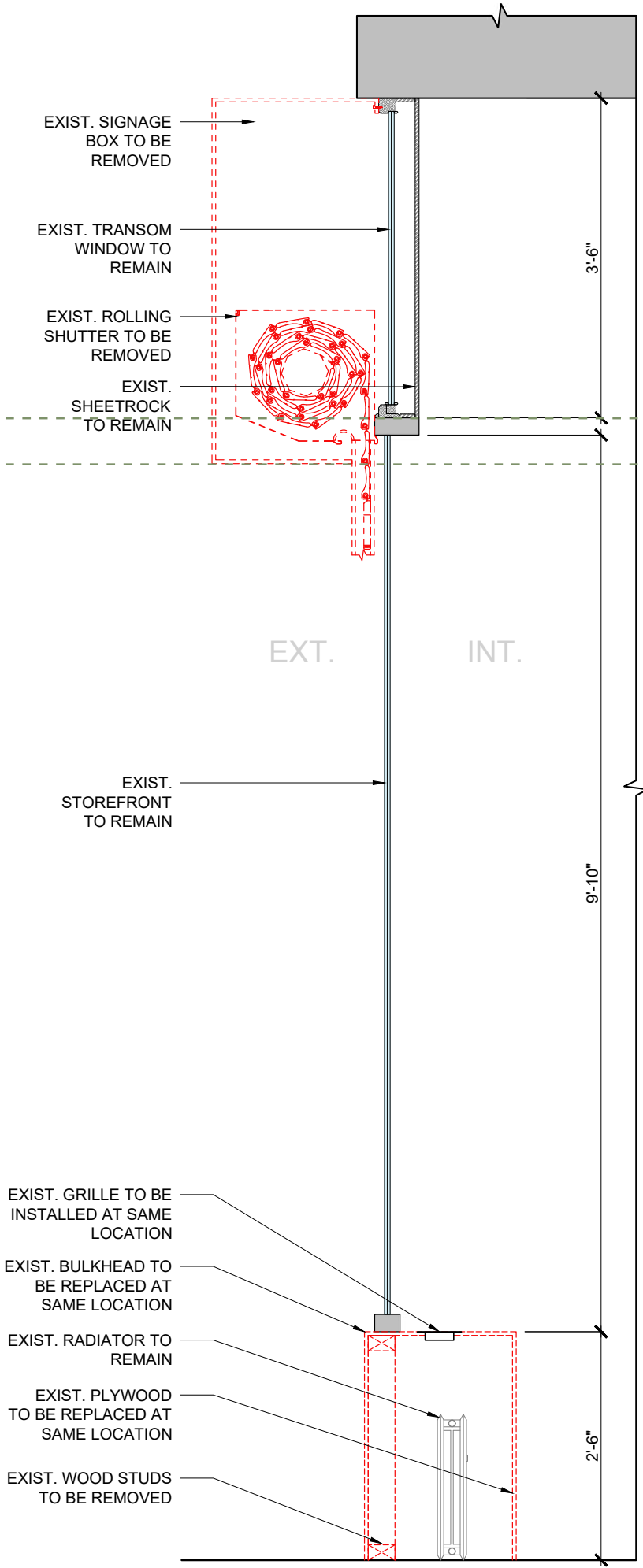
PROPOSED SIGNAGE BOX
EXISTING SIGNAGE BOX

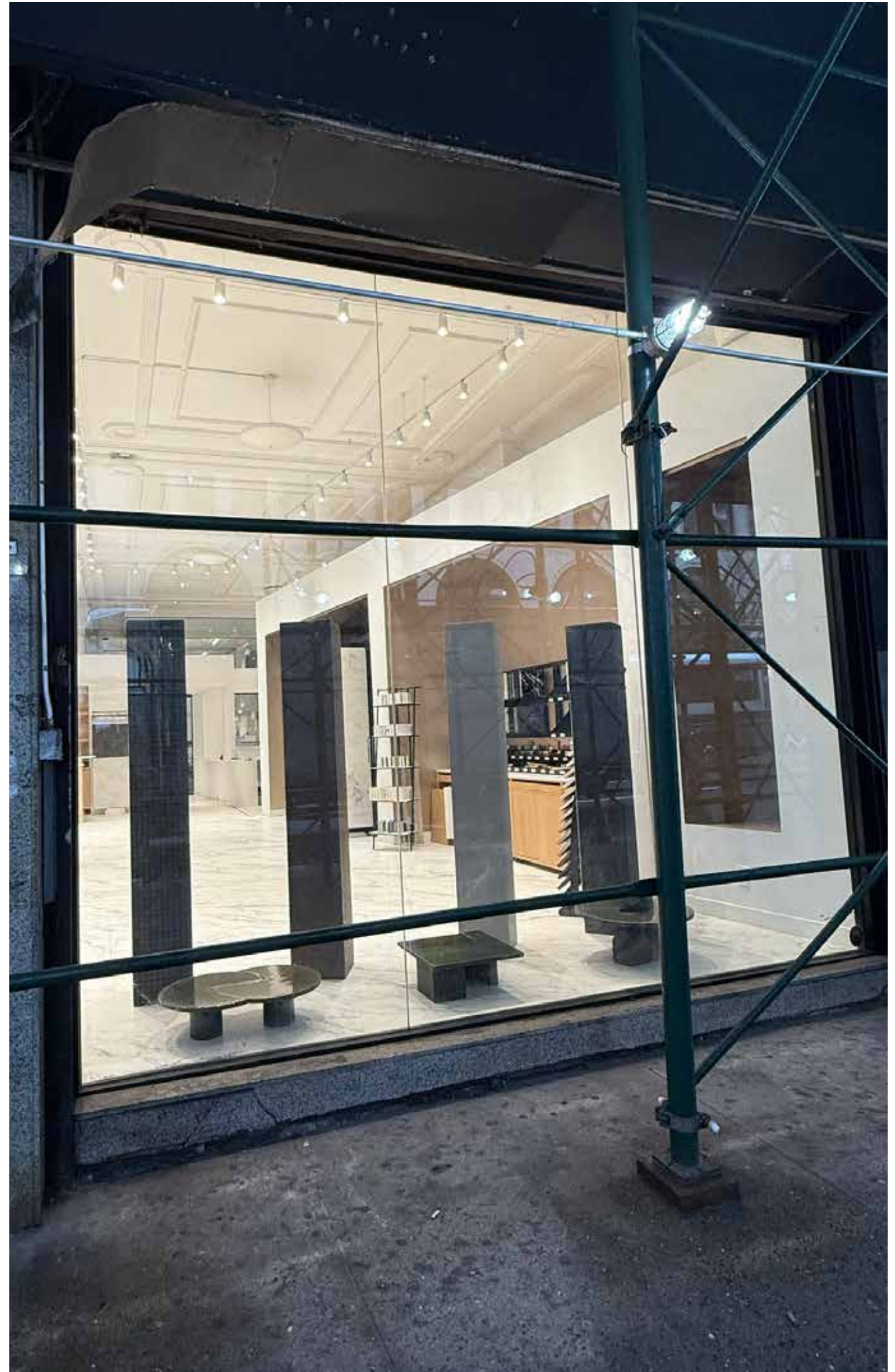
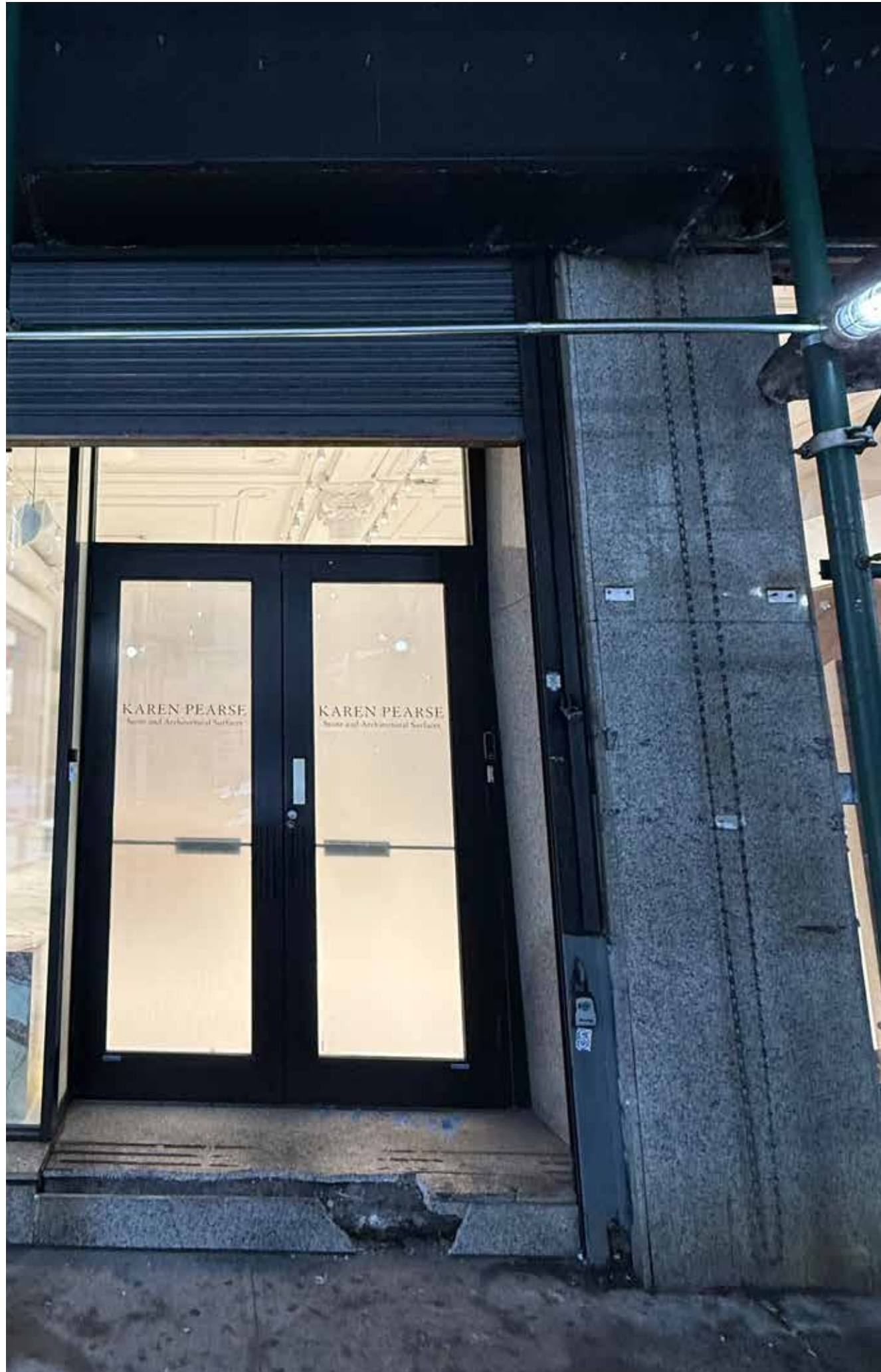


A
DEMOLITION WALL SECTION

B
PROPOSED WALL SECTION

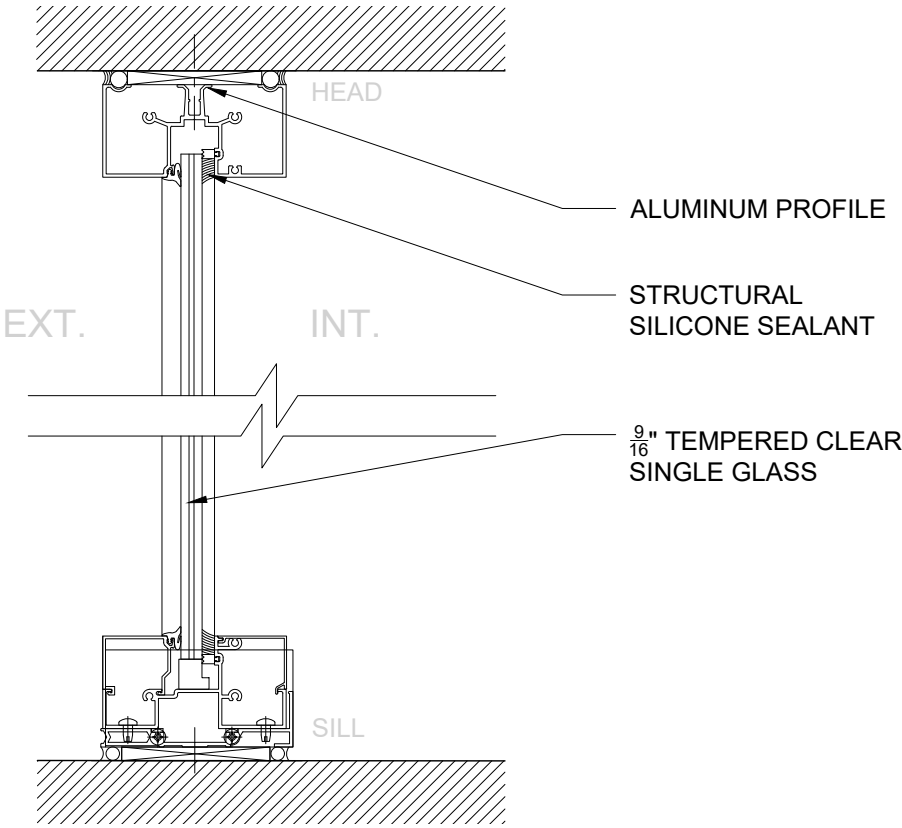
PROPOSED SIGNAGE BOX
EXISTING SIGNAGE BOX



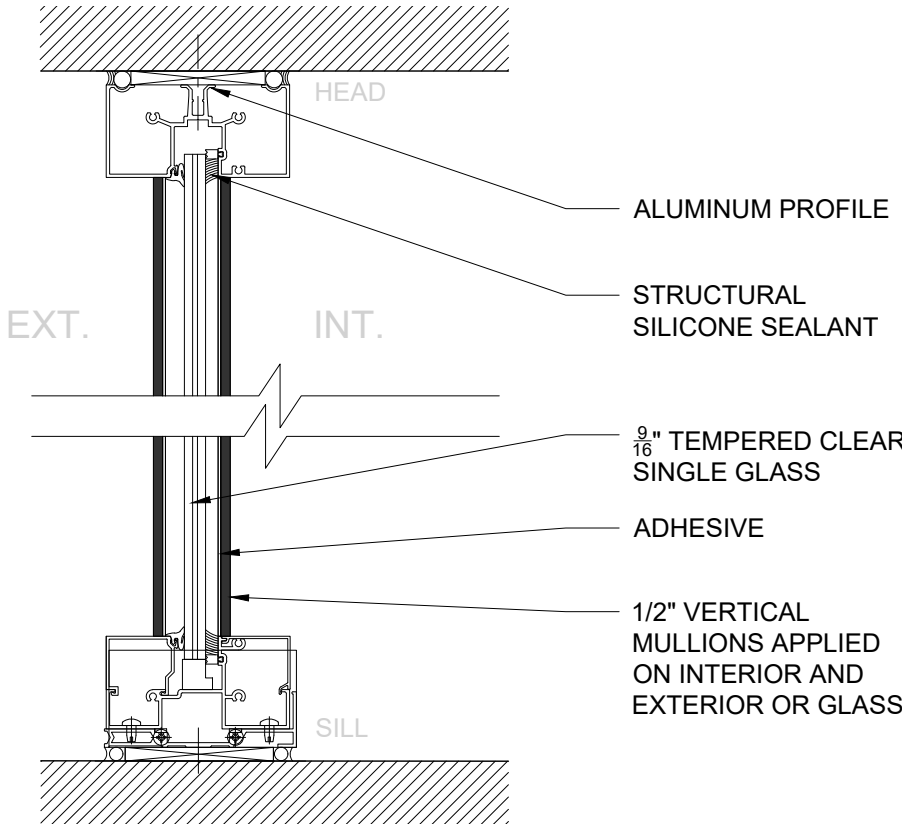


284 5th Avenue_5th Avenue Storefront Photos

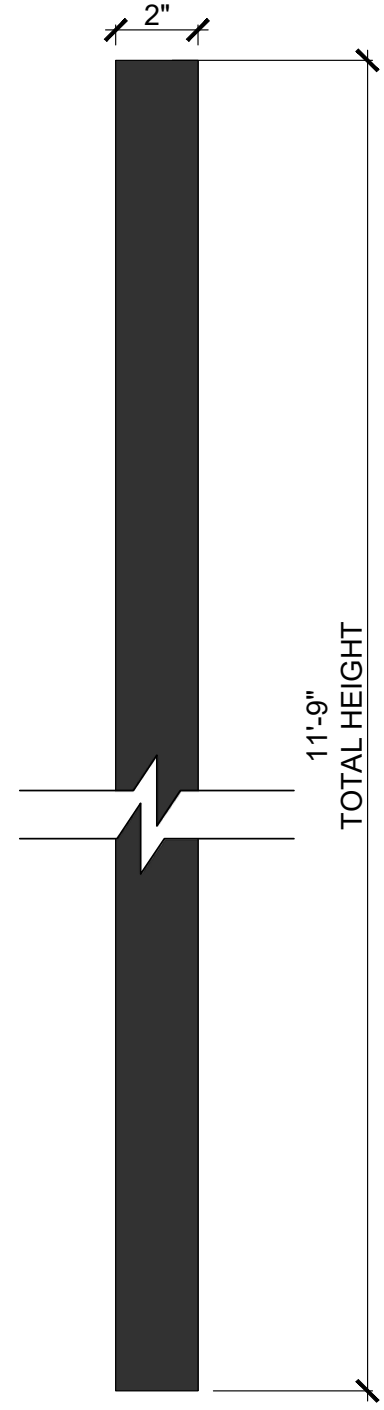
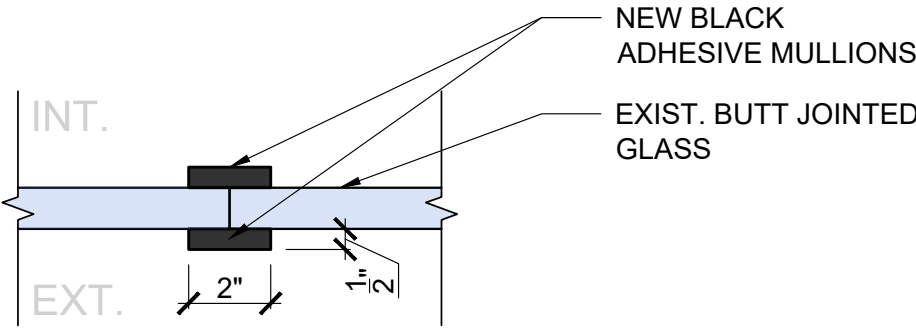
A
EXISTING GLASS DETAIL SECTION



B
PROPOSED GLASS DETAIL SECTION



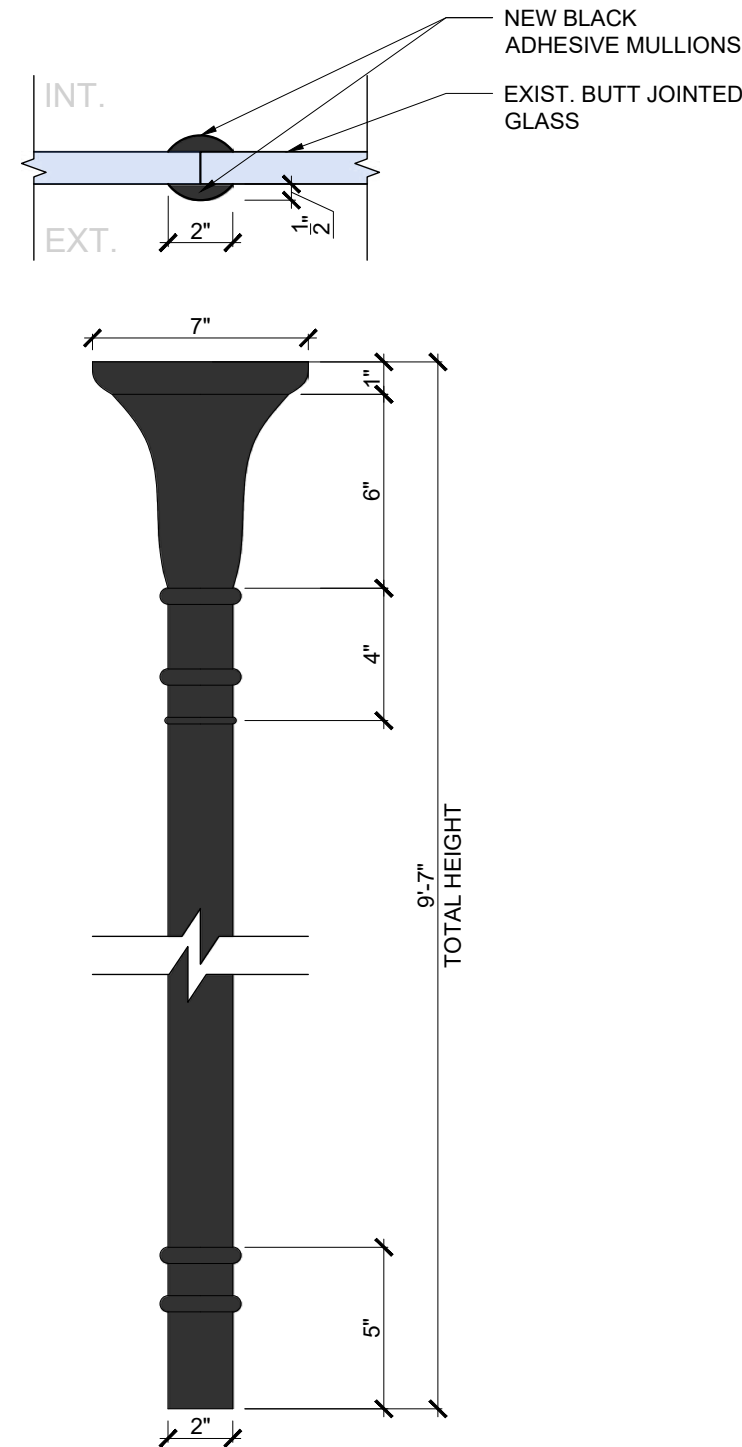
C
5TH AVENUE MULLION DETAILS



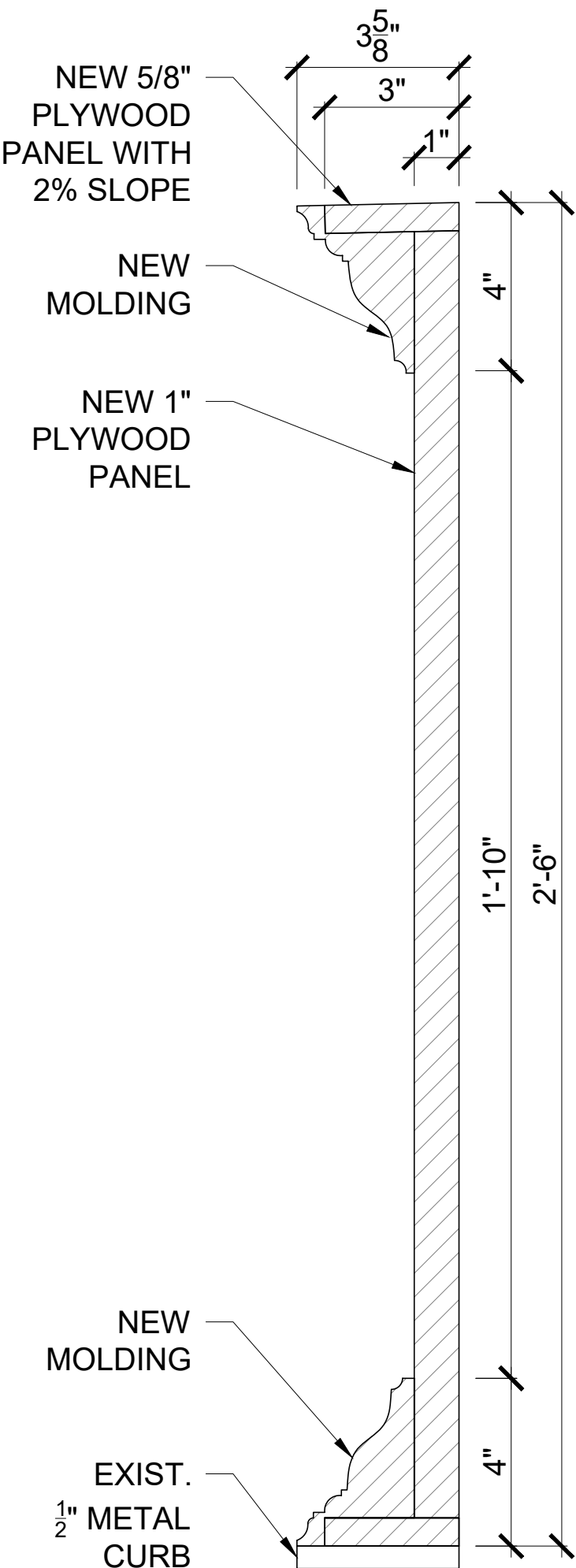


284 5th Avenue_30th Street Existing Historic Infill Photos

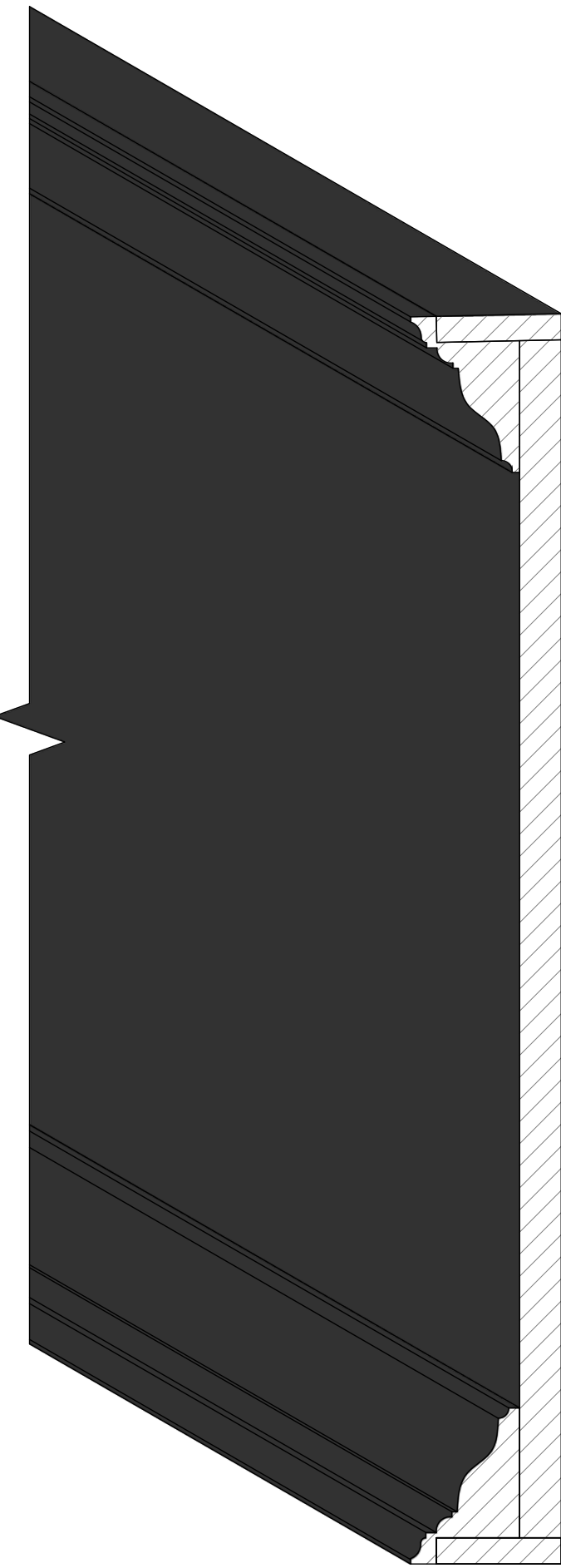
A
MULLION DETAIL



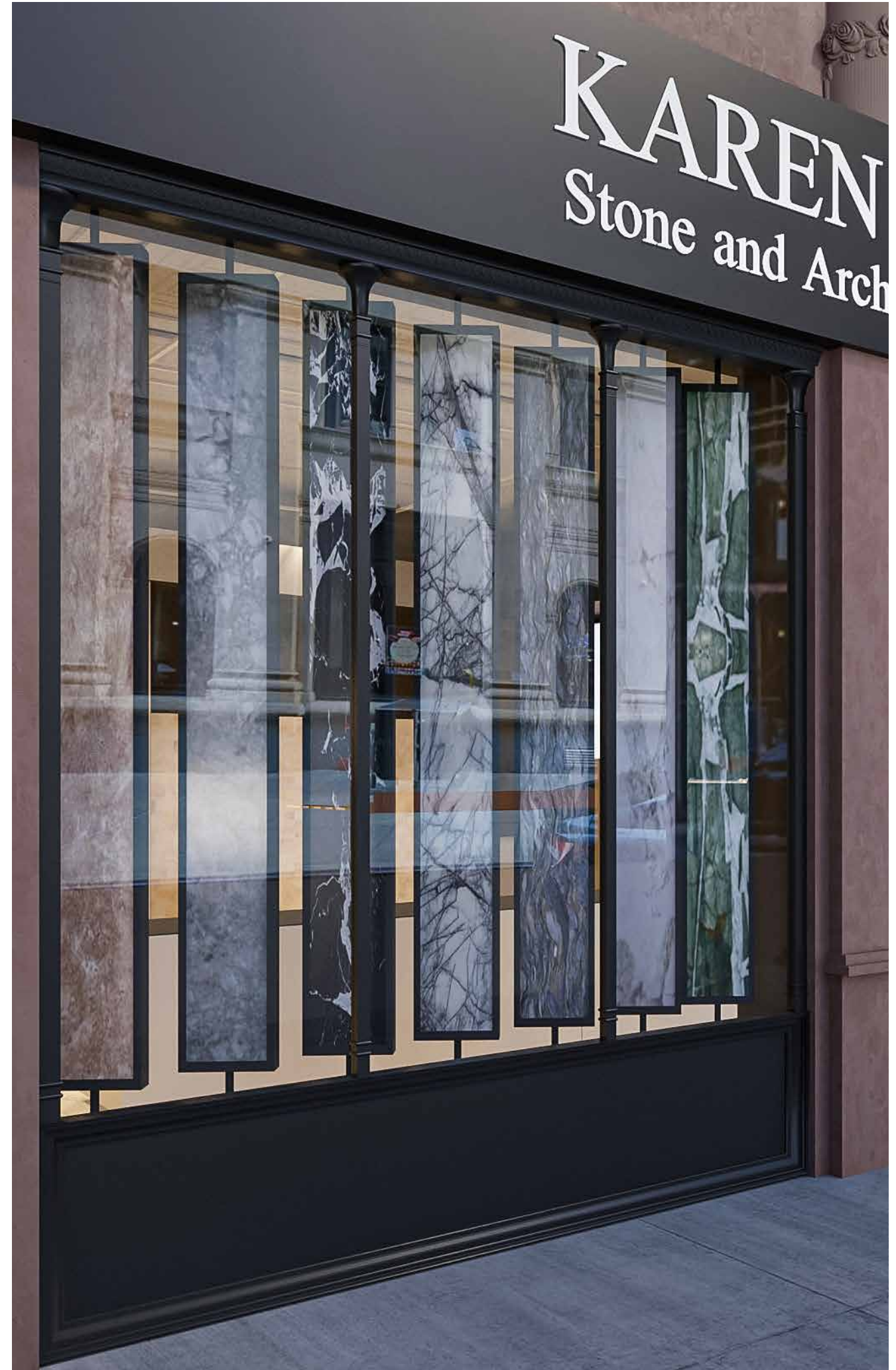
B
BULKHEAD SECTION



C
BULKHEAD AXON SECTION



284 5th Avenue_30th Street Bulkhead Details



284 5th Avenue_30th Street Proposed Bulkhead

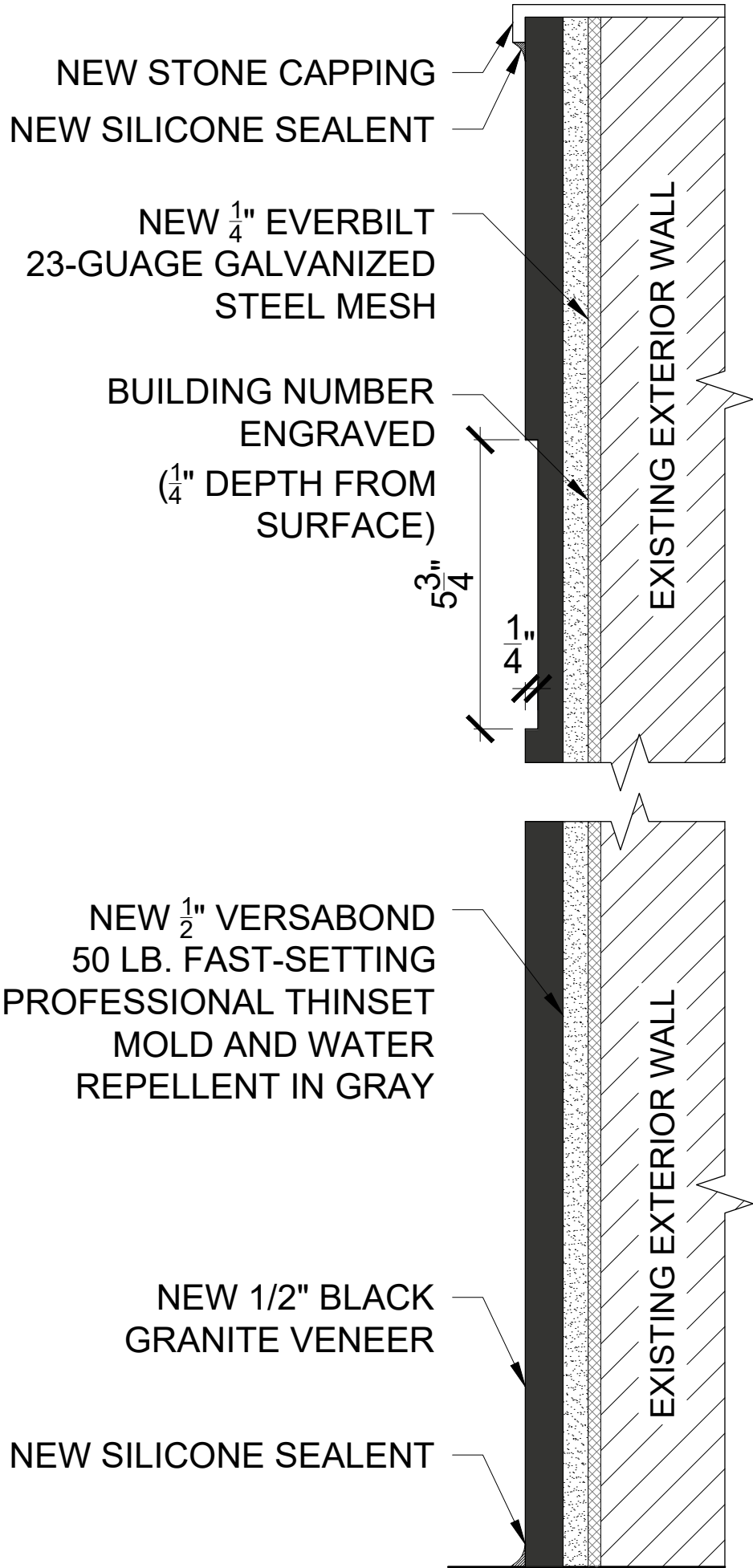
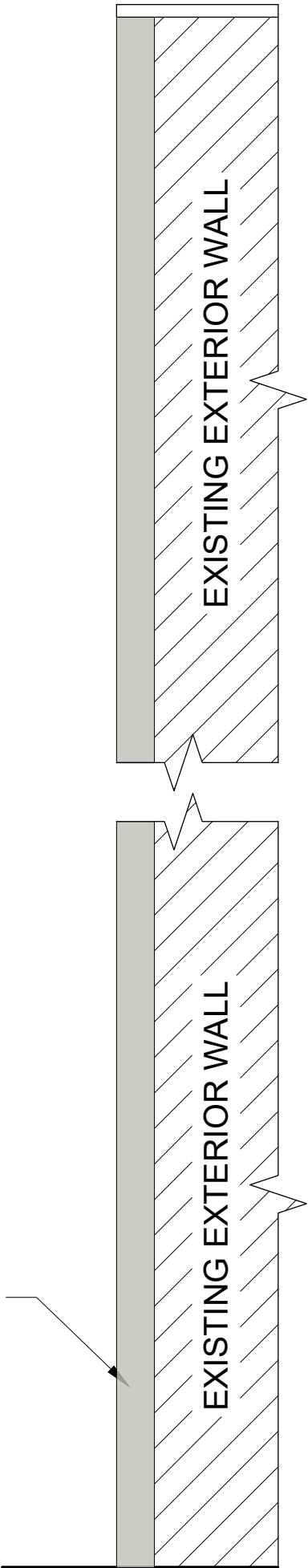
GRANITE CLADDING KEY PHOTO



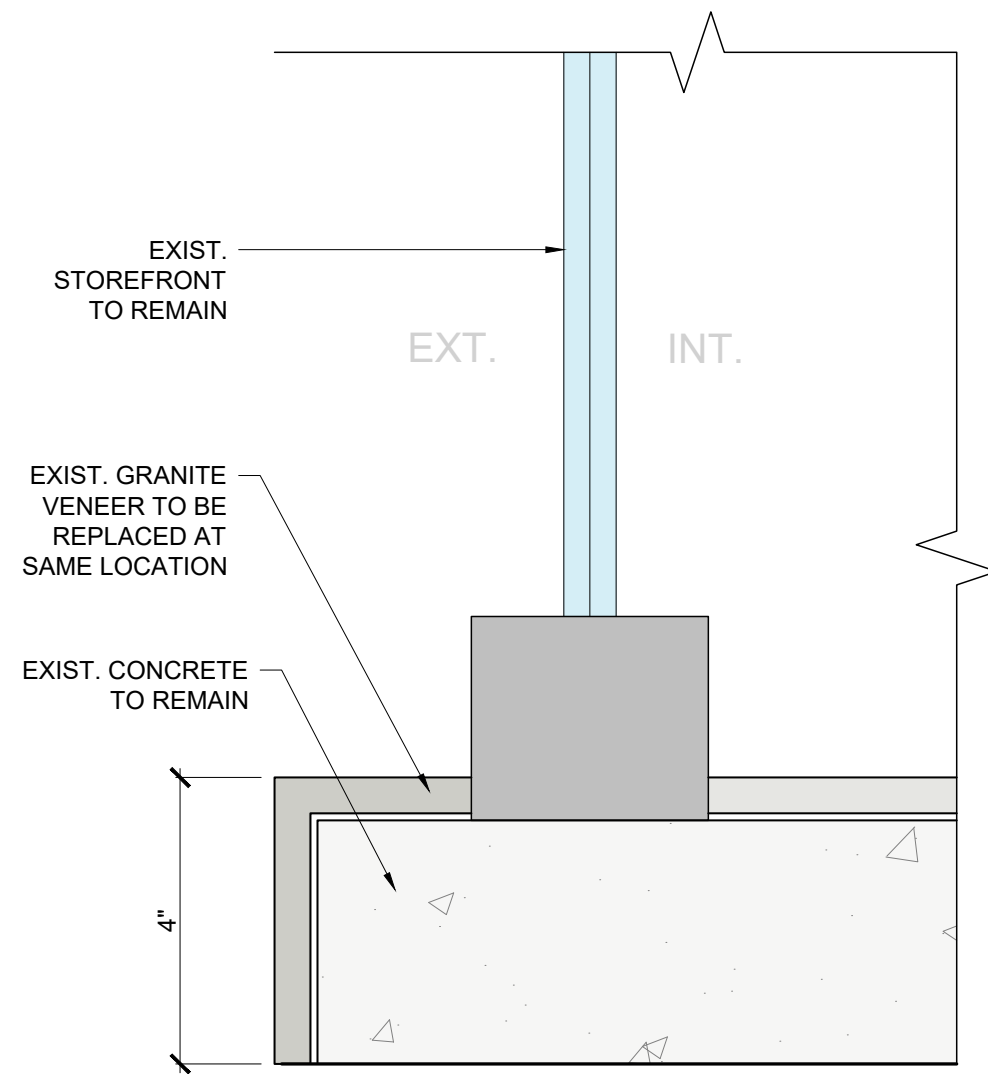
284 5th Avenue_5th Avenue Existing Granite Veneer

A
EXISTING VENEER SECTION

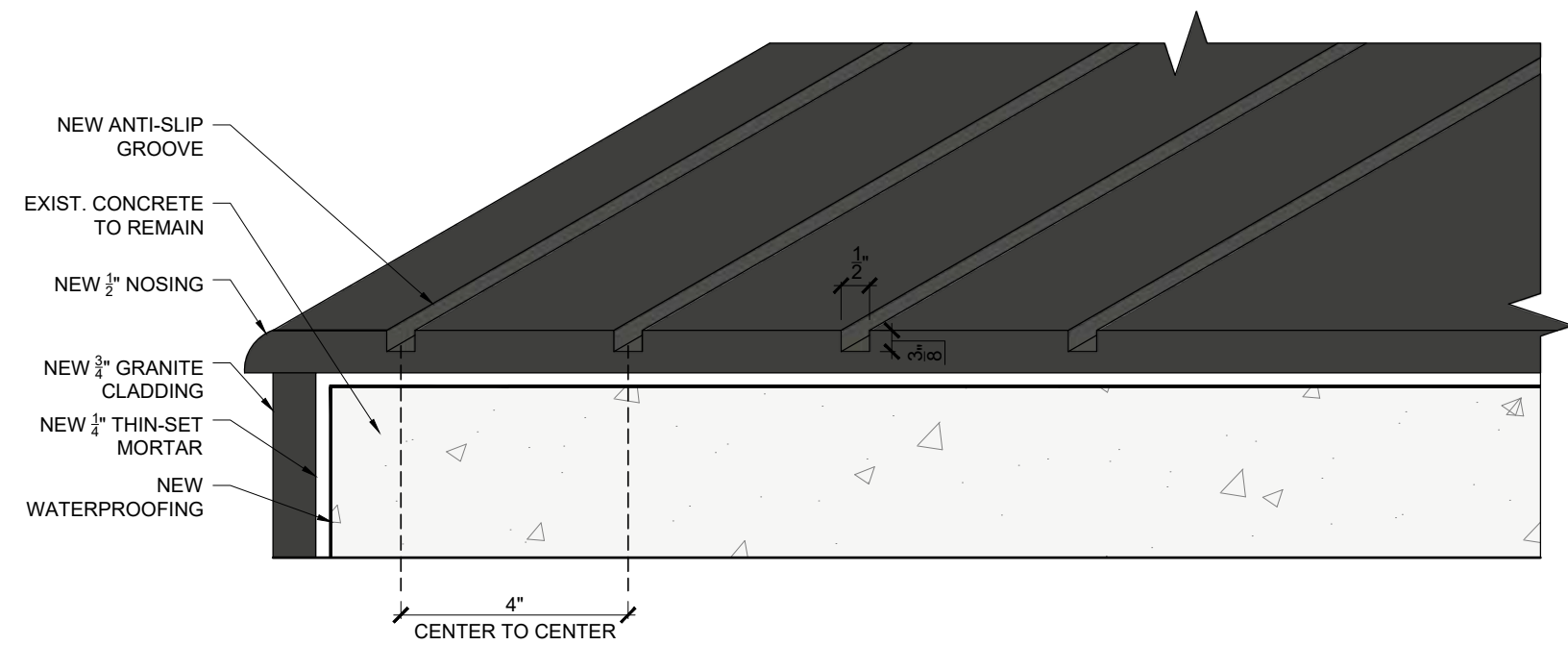
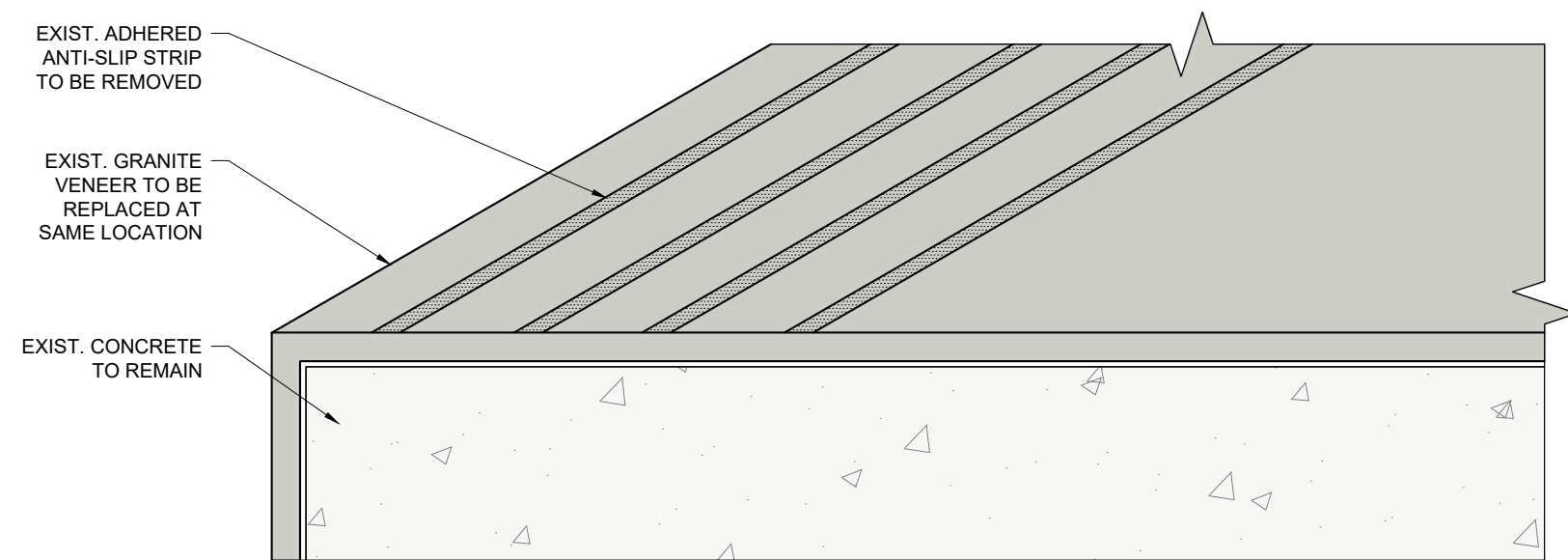
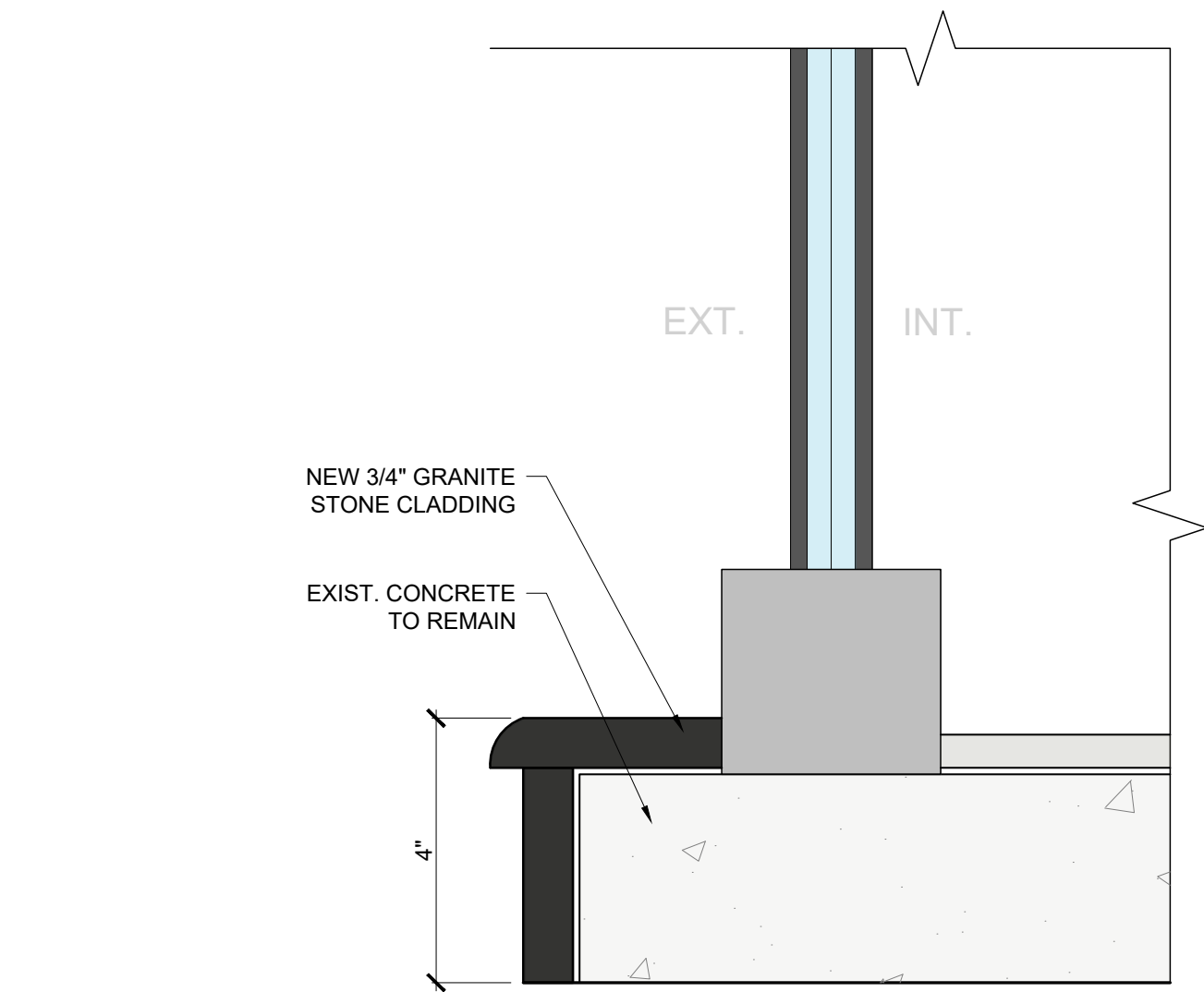
B
PROPOSED VENEER SECTION



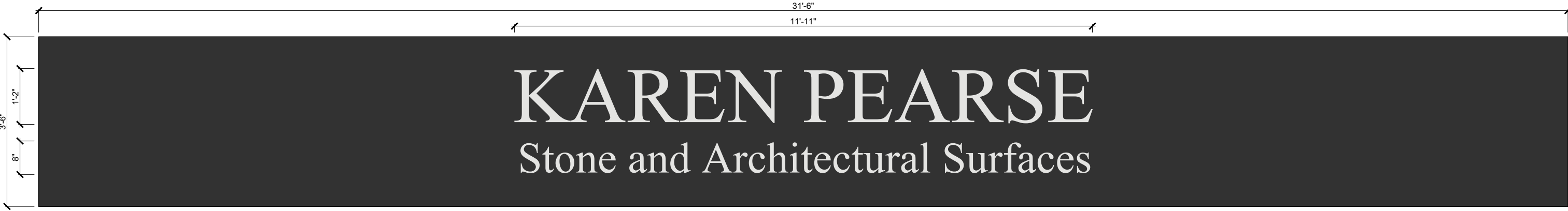
A
EXISTING GRANITE CLADDING



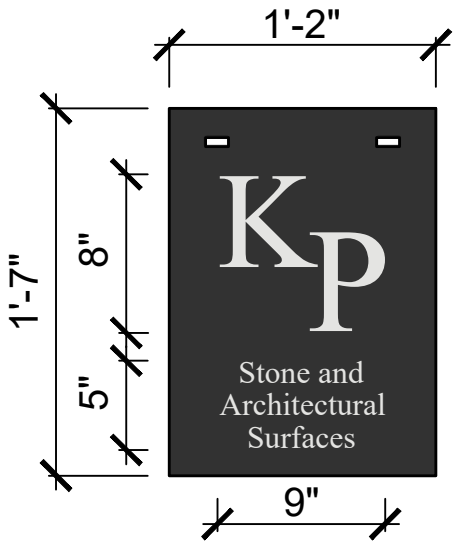
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PROPOSED GRANITE CLADDING



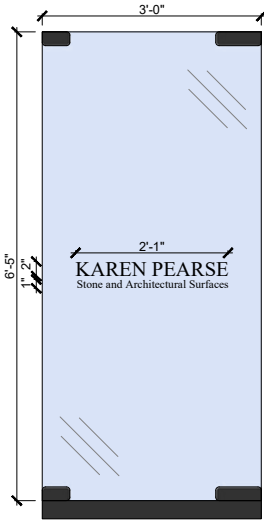
SG2
5TH AVENUE SIGNAGE BOX



SG3
BLADE SIGNAGE

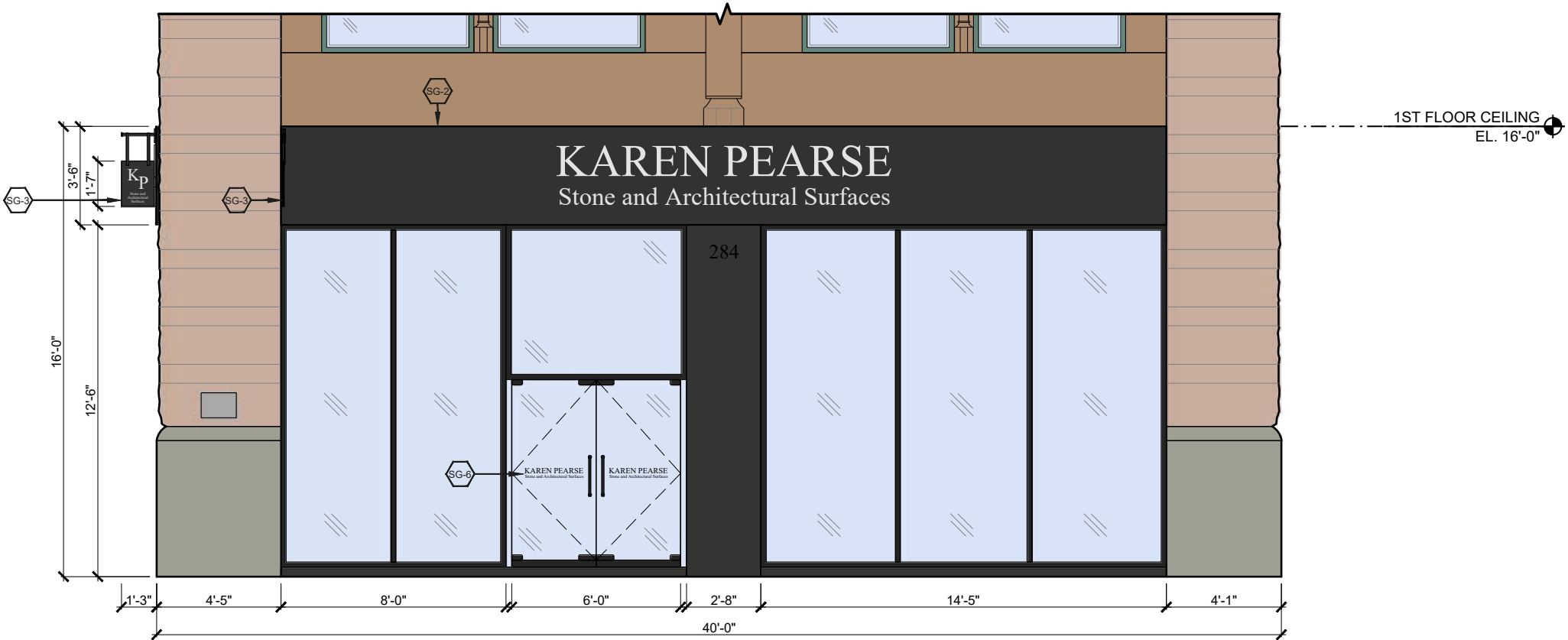


SG6
5TH AVENUE VINYL DOOR STICKERS



COLOR: BLACK
HEIGHT: 1", 2"
WIDTH: 2'-1"

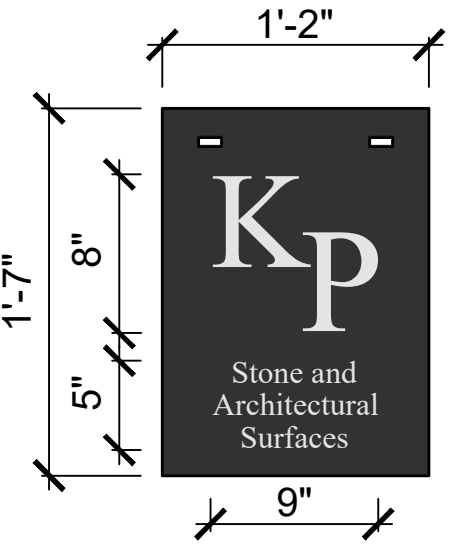
AREA: 0.17 + 0.35 = 0.52 sf
GLAZING AREA: 19.25 sf
20% of 19.25 = 3.85 sf
0.52 < 3.85 = COMPLIES



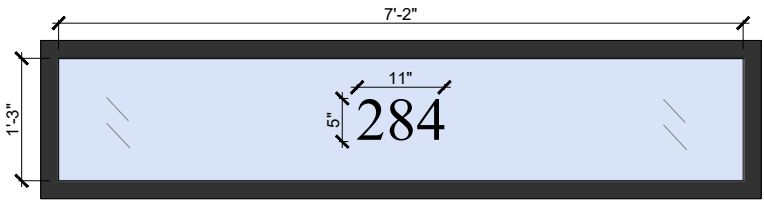
SG1
30TH STREET SIGNAGE BOX



SG3
BLADE SIGNAGE



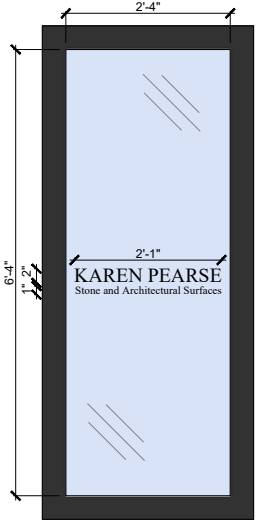
SG4
30TH STREET VINYL WINDOW STICKER



COLOR: BLACK
HEIGHT: 5"
WIDTH: 11"

AREA: 0.38 sf
GLAZING AREA: 8.96 sf
20% of 8.96 = 1.79 sf
0.38 < 1.79 = COMPLIES

SG6
30TH STREET VINYL DOOR STICKER

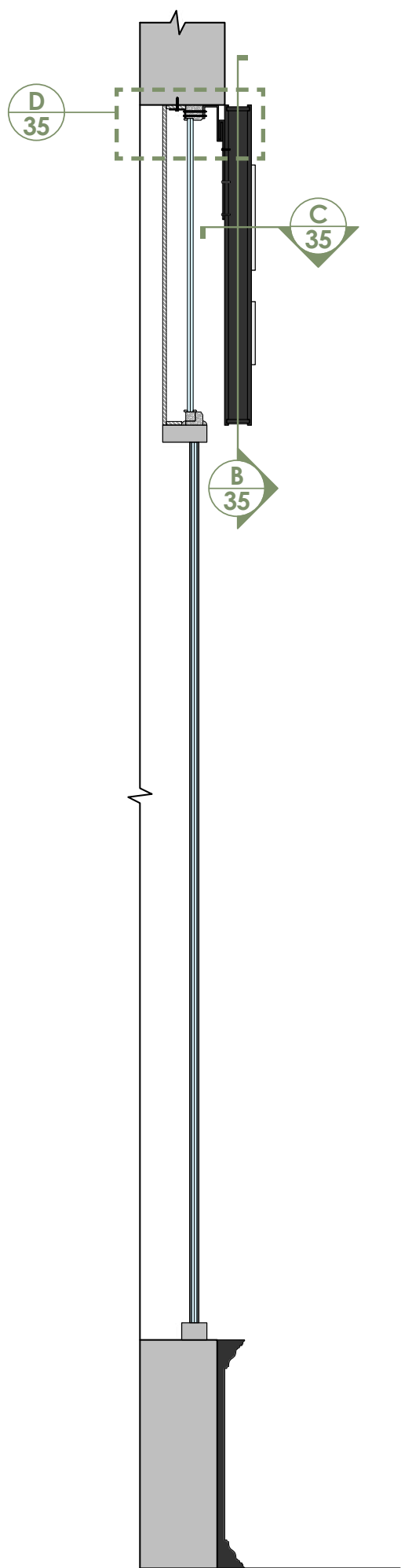


COLOR: BLACK
HEIGHT: 1", 2"
WIDTH: 2'-1"

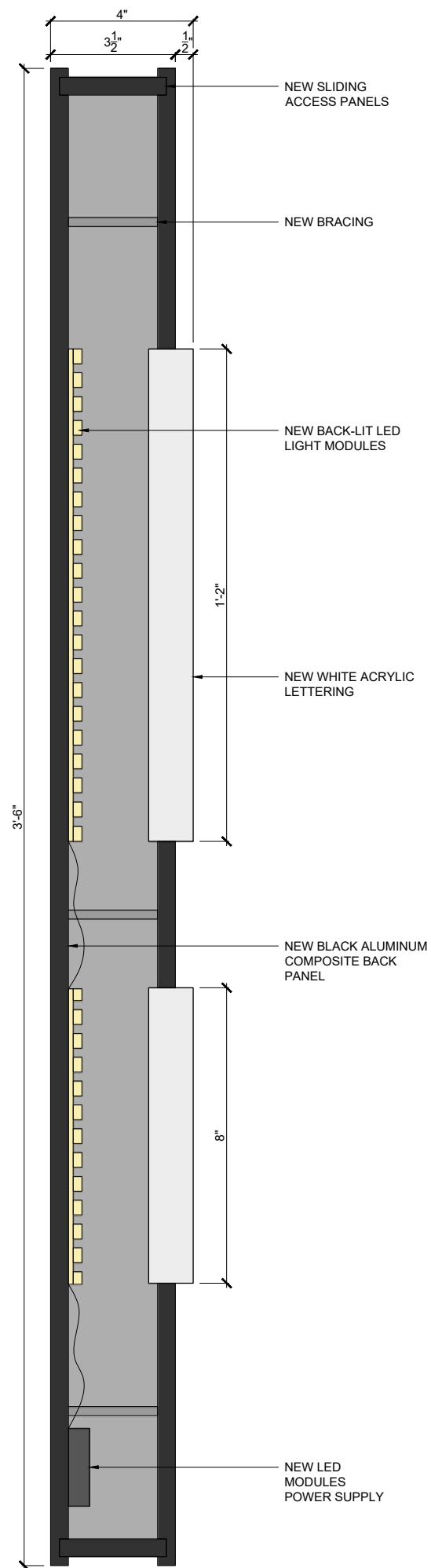
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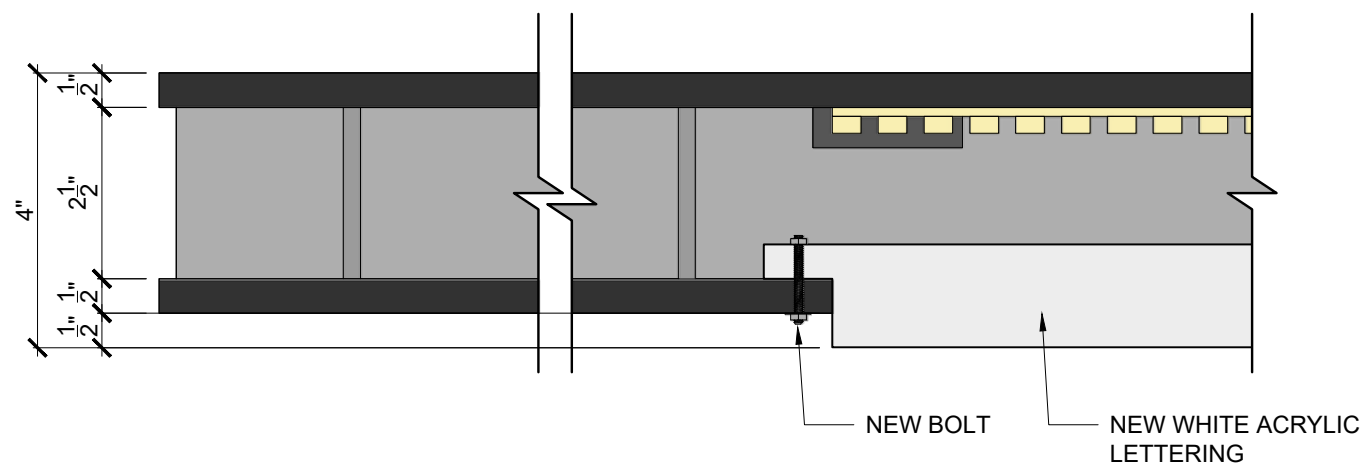
A
WALL SECTION



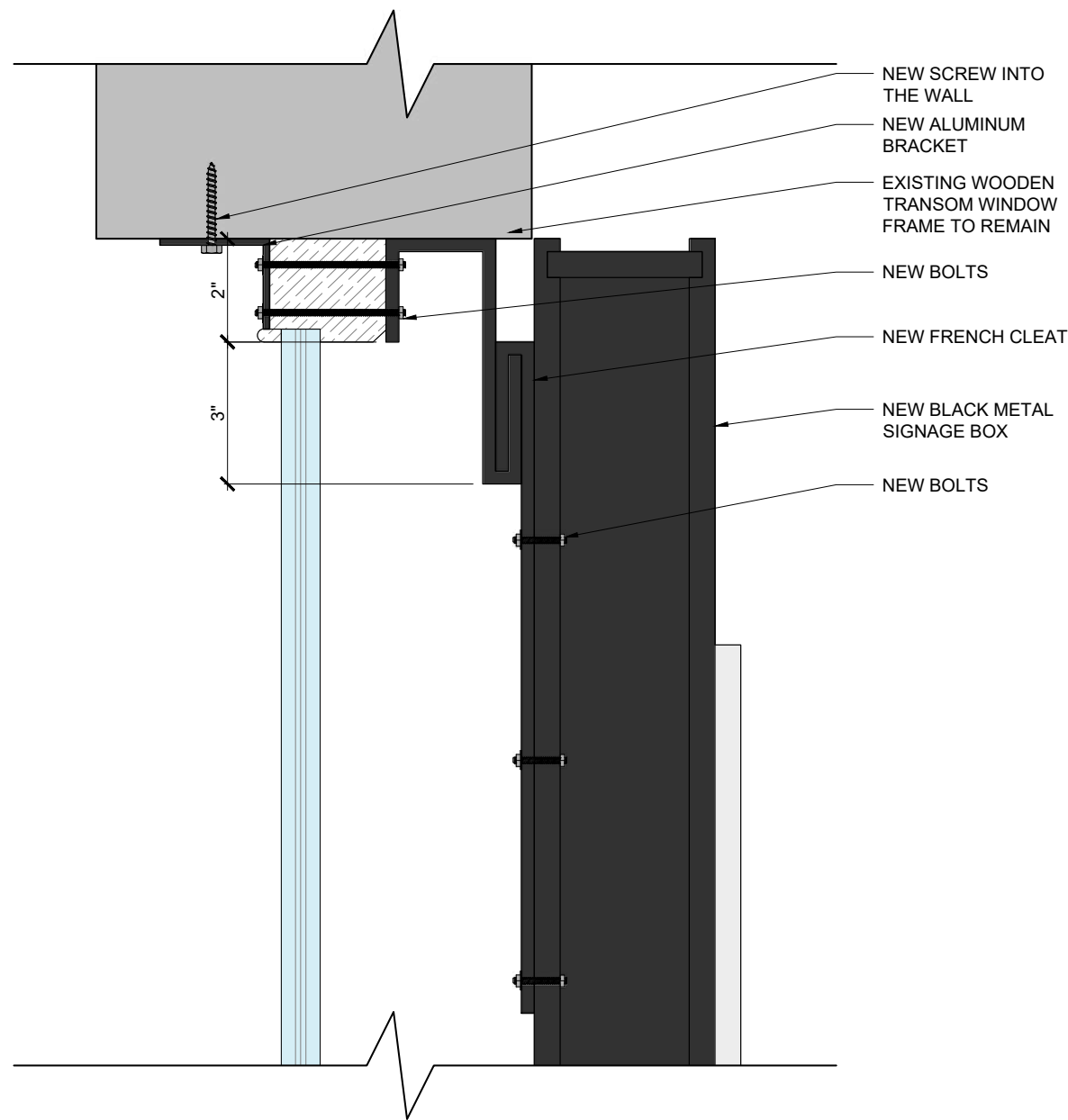
B
SIGNAGE BOX SECTION



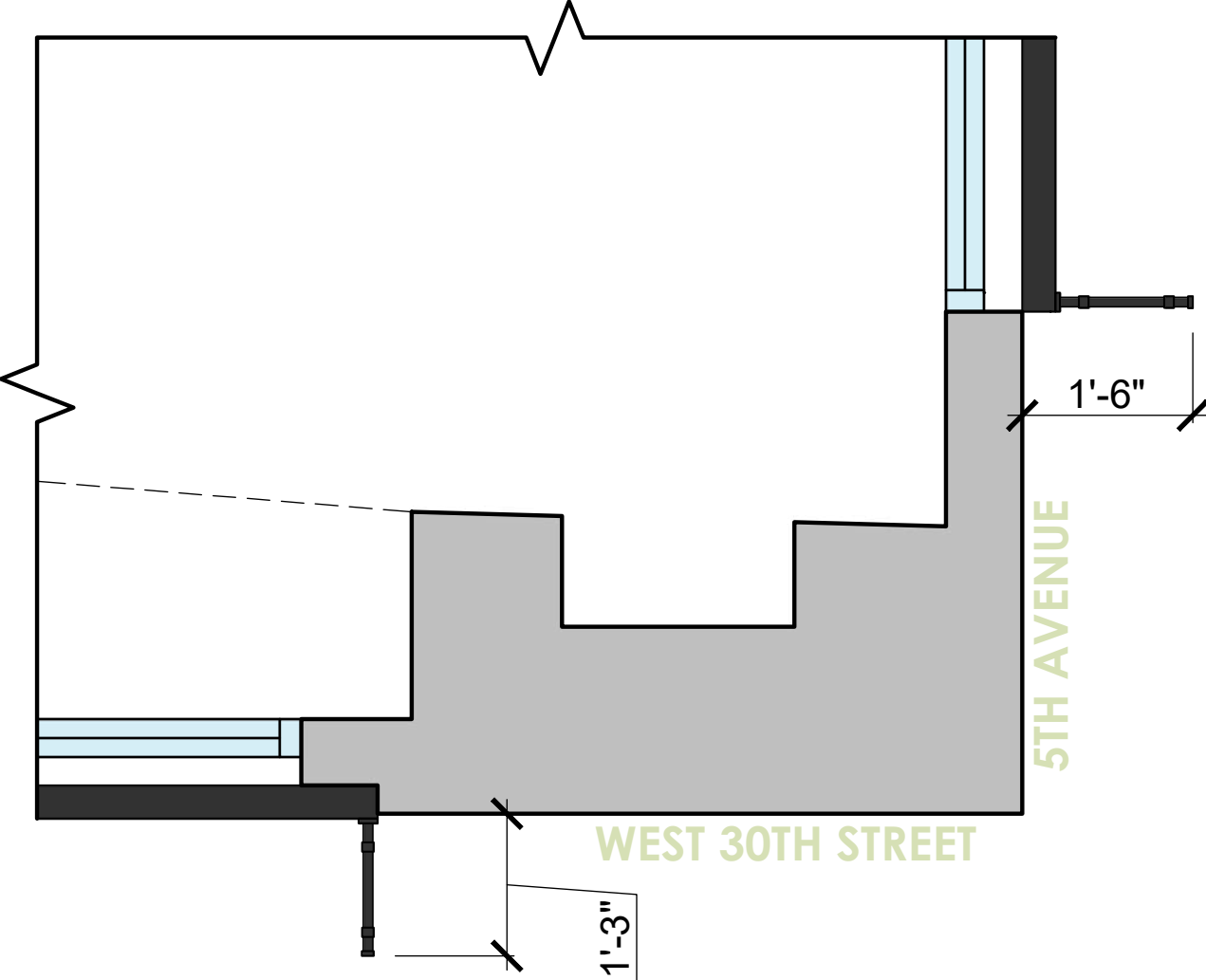
C
SIGNAGE BOX PLAN DETAIL



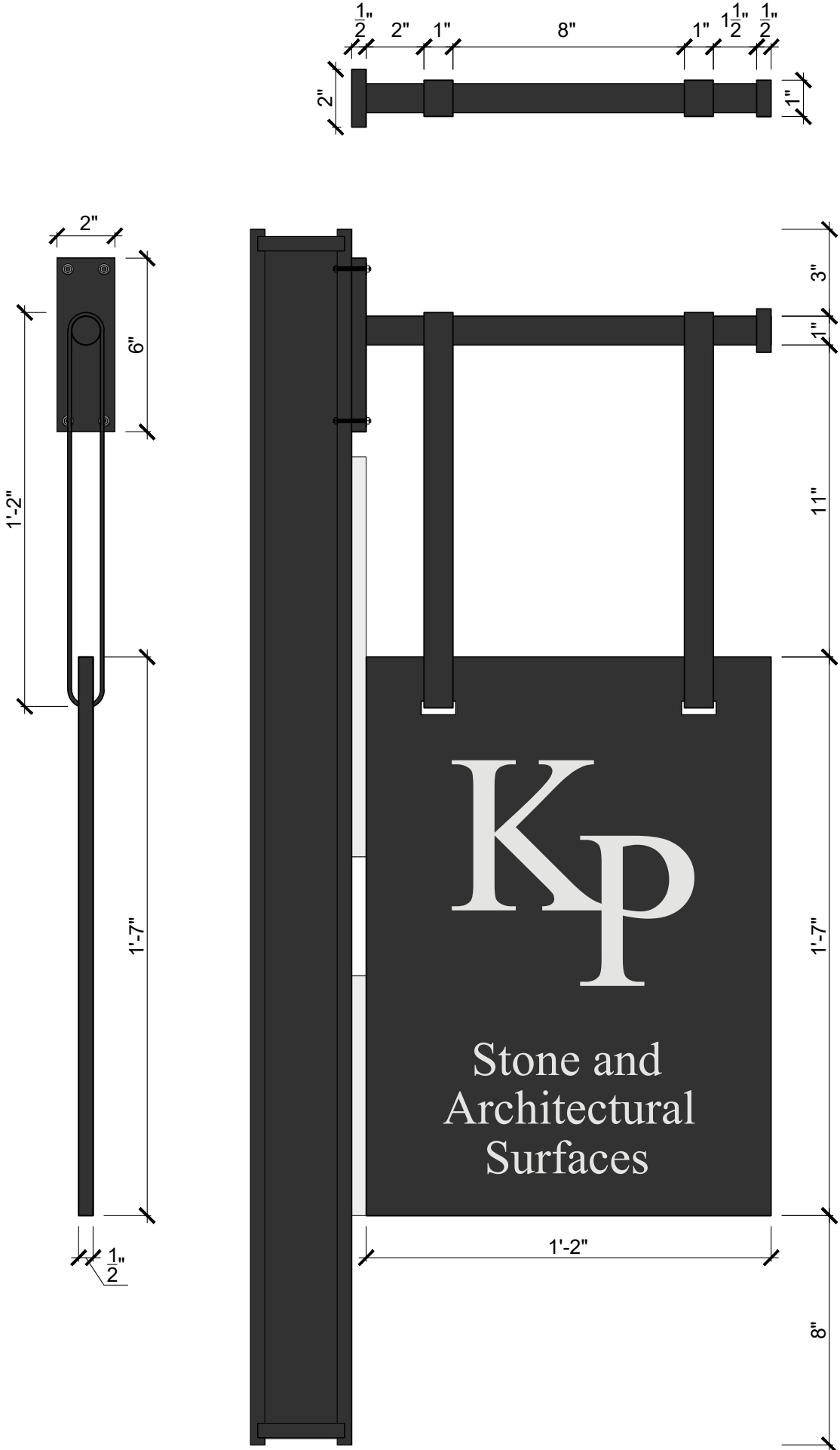
D
SIGN ATTACHMENT DETAIL



A
BLADE SIGNAGE KEY PLAN



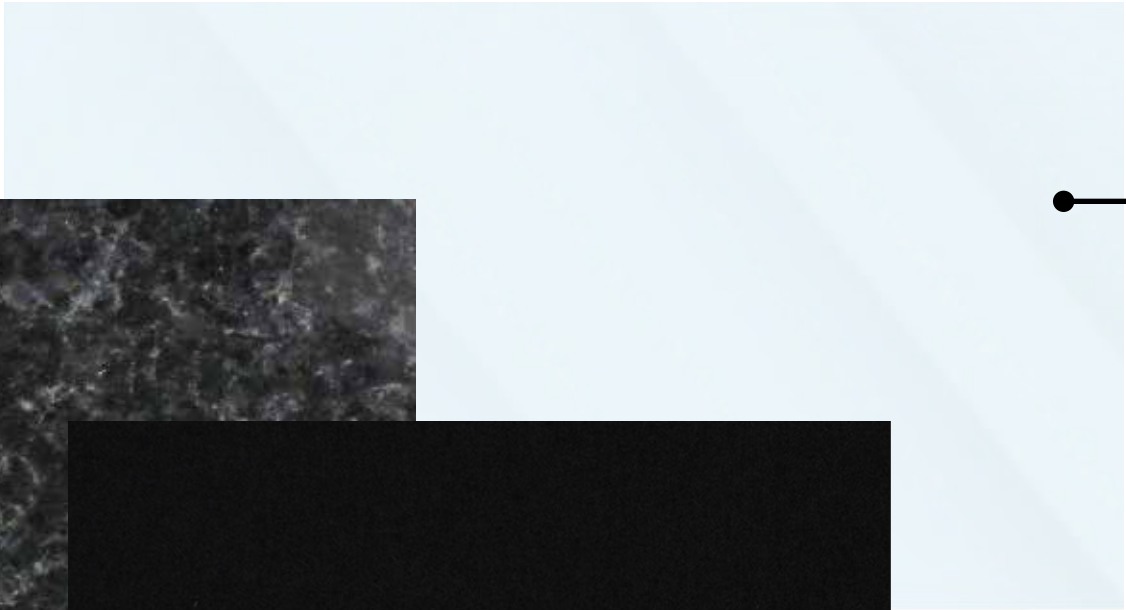
B
BLADE SIGNAGE DETAILS



GRANITE



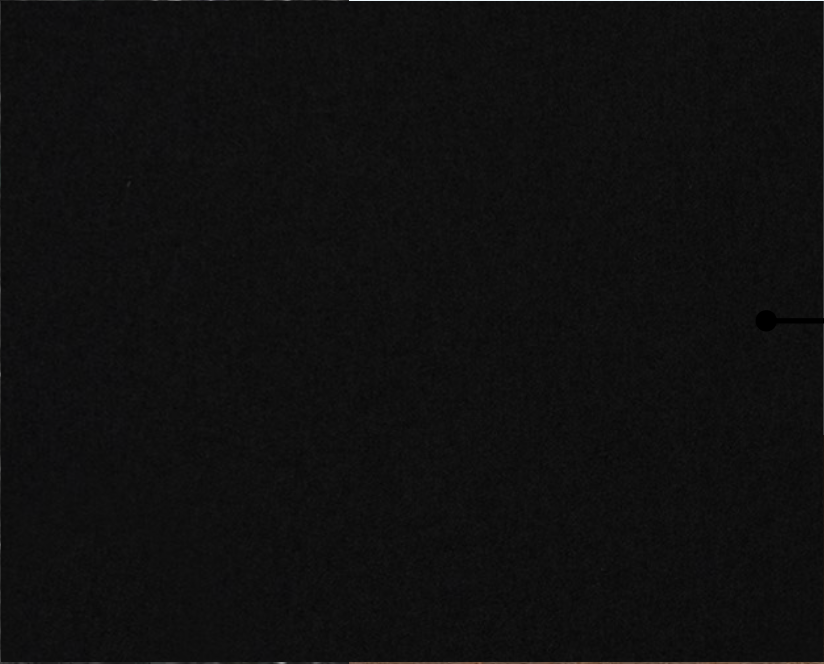
GLASS WINDOWS



BROWNSTONE



BLACK METAL SIGNAGE



CAST IRON



BLACK PAINTED FACADE



BLACK GRANITE





284 5th Avenue_Proposed 30th Street Storefront



284 5th Avenue_Proposed 5th Avenue Storefront



284 5th Avenue_Proposed Storefronts

May 13, 2025
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