

June 9, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-26-03094

245 Fifth Avenue – Madison Square North Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 165 868 4773

Passcode: 126605

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.

PROJECT INFORMATION

BUILDING IDENTIFICATION # (BIN) 1016896
 BLOCK NUMBER 857
 LOT NUMBER 76
 COMMUNITY BOARD 105
 LOT AREA 11,100 SQ. FT
 HISTORIC DISTRICT MADISON SQUARE NORTH

ZONING INFORMATION

ZONING DISTRICT C5-2
 SPECIAL DISTRICT N/A
 ZONING MAP 8D

1 PROJECT INFORMATION SCALE: N.T.S

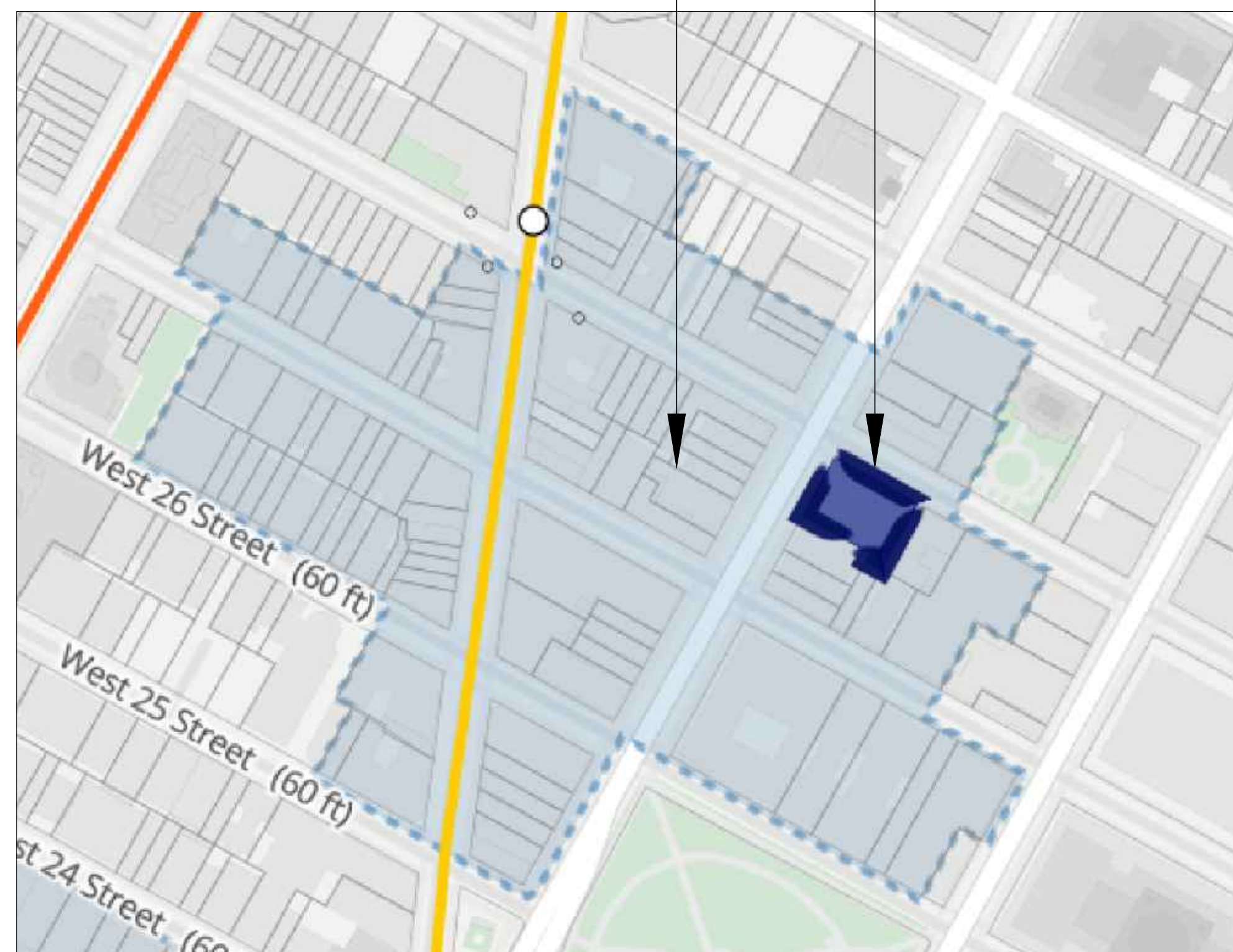


3 PROJECT INFORMATION SCALE: N.T.S



2 SITE PLAN SCALE: N.T.S

MADISON SQUARE NORTH HISTORIC DISTRICT PROJECT LOCATION



4 HISTORICAL DISTRICT MAP SCALE: N.T.S

DRAWING LIST

#	SHEET TITLE	X-000.00 DWG # WORK TYPE	REVISION #	ISSUED TO LPC 02/12/2026
1	ZONING INFORMATION			●
2	PROPOSED WORK			●
3	SIGN NOTES			●
4	HISTORICAL PICTURE			●
5	PRECEDENTS - MARQUEE 1 OF 3			●
6	PRECEDENTS - MARQUEE 2 OF 3			●
7	PRECEDENTS - SCONCE & AWNING 3 OF 3			●
8	EXISTING CONDITION PHOTO 1 OF 2			●
9	EXISTING CONDITION PHOTO 2 OF 2			●
10	EXISTING BUILDING ELEVATION E 28TH STREET			●
11	PROPOSED BUILDING ELEVATION E 28TH STREET			●
12	EXISTING BUILDING ELEVATION			●
13	PROPOSED BUILDING ELEVATION			●
14	PROPOSED MARQUEE 1 OF 5			●
15	PROPOSED MARQUEE 2 OF 5			●
16	PROPOSED MARQUEE 3 OF 5			●
17	PROPOSED MARQUEE 4 OF 5			●
18	PROPOSED MARQUEE 5 OF 5			●
19	PROPOSED AWNING 1 OF 2			●
20	PROPOSED AWNING 2 OF 2			●
21	PROPOSED STOREFRONT			●
22	PROPOSED SCONCE 1 OF 2			●
23	PROPOSED SCONCE 2 OF 2			●



PROPOSED WORK



EXISTING BUILDING

ZONING ANALYSIS - C5-2

SIGN SURFACE AREA AT 5TH AVE:

STREET FRONTAGE: 86'-9 1/2" LF
 ZR 32 - 642: 3 TIMES THE STREET FRONTAGE, LIMITED TO MAX. 200 SF ON EACH FRONTAGE FOR CORNER LOTS.

PERMITTED: 3 FRONTAGE x 86'-9 1/2" LF = 260'-4 1/2" SF > 200 SF MAX.
 NON ILLUMINATED SIGN THEREFORE 200SF IS THE MAX.

PROPOSED NON ILLUMINATED

SIGN #1 (ON AWNINGS):
 TOTAL AREA: 1.17 SF (SEE PAGE 16)

SIGN #2 (ON MARQUEE):
 TOTAL AREA: 3.00 SF (SEE PAGE 10)

EXIST. SIGN #4 - No records Found.
 ZR 12-10: Non-illuminated signs containing solely non-commercial copy with a total surface area not exceeding 12 square feet on any zoning lot, including memorial tablets or signs displayed for the direction or convenience of the public, shall not be subject to the provisions of this Resolution.
 TOTAL AREA: ~21.48 SF > 12 SF MAX

EXIST. SIGN #5 - No records Found.
 TOTAL AREA: ~16.31 SF

TOTAL SIGNS SF = 1.17 + 3.00 + 21.48 + 16.31 = 41.96 SF < 200 SF, THEREFORE PERMITTED

SIGN SURFACE AREA AT E 28TH ST:

STREET FRONTAGE: 124'-11 1/4" LF
 ZR 32 - 642: 3 TIMES THE STREET FRONTAGE, LIMITED TO MAX. 200 SF ON EACH FRONTAGE FOR CORNER LOTS.

PERMITTED: 3 FRONTAGE x 124'-11 1/4" LF = 374'-9 3/4" SF > 200 SF MAX.
 NON ILLUMINATED SIGN THEREFORE 200SF IS THE MAX.

PROPOSED NON ILLUMINATED

SIGN #3 (ON AWNINGS):
 TOTAL AREA: 3.15 SF (SEE PAGE 16)

TOTAL SIGNS SF = 3.15 SF < 200 SF THEREFORE PERMITTED

SIGN PERMITTED PROJECTION:

ZR 32 - 652: 12" MAX. PERMITTED PROJECTION FOR SINGLE FACE SIGN

ZR 32 - 653 (b): 48" MAX ABOVE AND 12" MAX BELOW THE MARQUEE

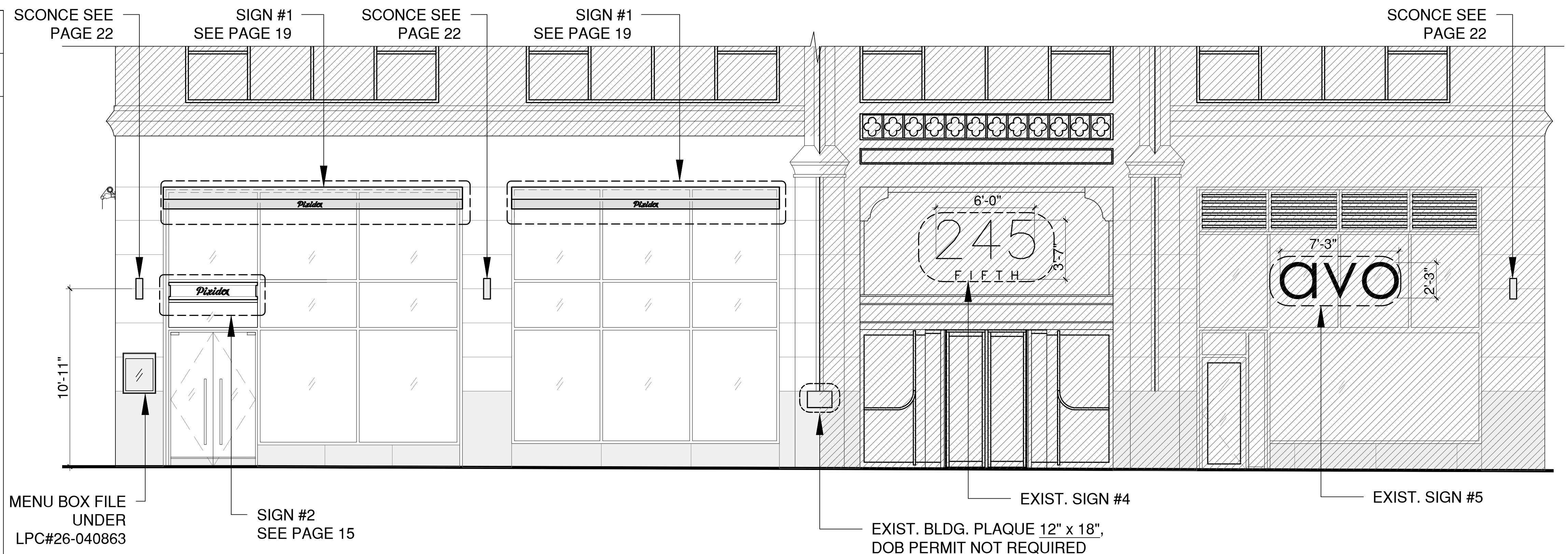
SIGN #2 (ON MARQUEE) - 1/4" < 12", CENTRALLY LOCATED ON THREE SIDES OF THE MARQUEE, THEREFORE PERMITTED (SEE A-532)

HEIGHT OF SIGN:

SIGN #1 (ON AWNINGS ALONG 5TH AVE):
 ZR 32 - 655: 15' - 9" MAX IS LESS THAN 25 FT MAX. ALLOWABLE, THEREFORE PERMITTED

SIGN #2 (ON MARQUEE):
 ZR 32 - 655: 10' - 11" MAX IS LESS THAN 25 FT MAX. ALLOWABLE, THEREFORE PERMITTED

SIGN #3 (ON AWNINGS ALONG E 28TH ST):
 ZR 32 - 655: 16' - 5 3/4" MAX IS LESS THAN 25 FT MAX. ALLOWABLE, THEREFORE PERMITTED



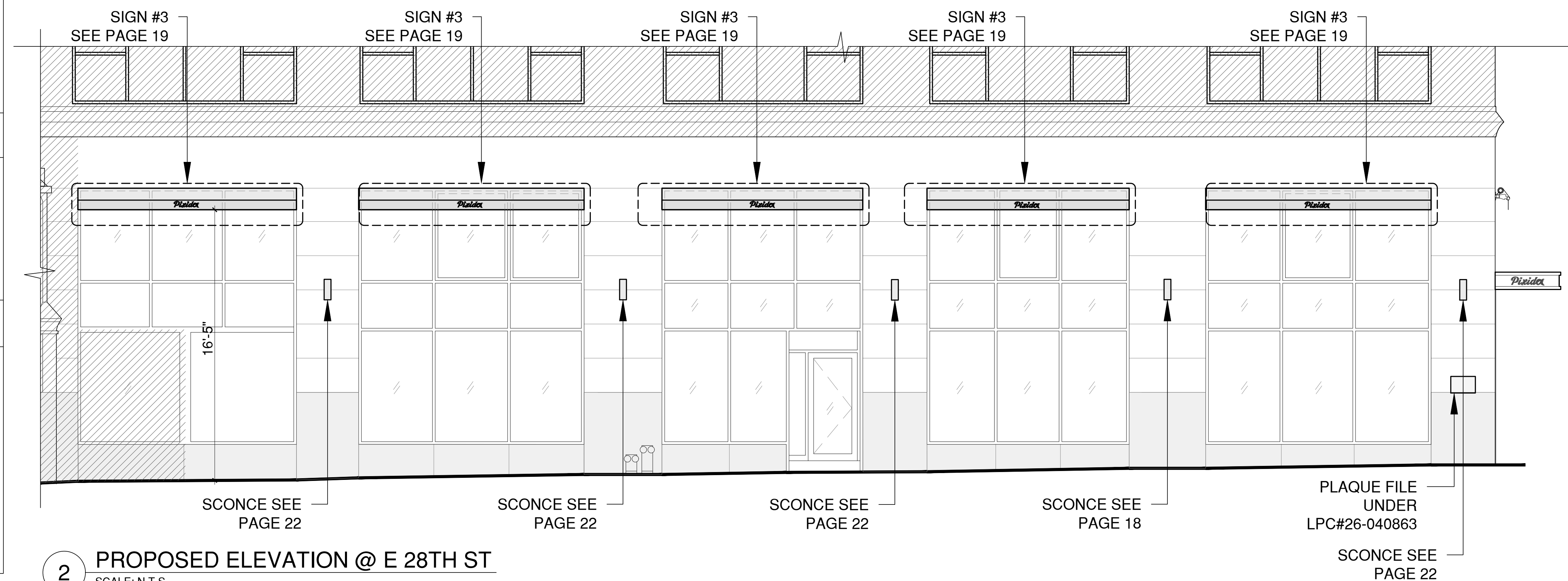
1 PROPOSED ELEVATION @ 5TH AVE
 SCALE: N.T.S

SIGNAGE ZONING ANALYSIS PER ZR 12 - 10

EXIST. SIGN #4 ON BLDG ENTRANCE ALONG 5TH AVE:
 TOTAL SIGN AREA: 6'-0" x 3'-7" = 21.48 SF

SIGNAGE ZONING ANALYSIS PER ZR 32 - 642

EXIST. SIGN #5 ON STOREFRONT ALONG 5TH AVE:
 TOTAL SIGN AREA: 7'-3" x 2'-3" = 16.31 SF



2 PROPOSED ELEVATION @ E 28TH ST
 SCALE: N.T.S



1 HISTORICAL PICTURE I
SCALE: N.T.S.

2 HISTORICAL PICTURE II
SCALE: N.T.S.

3 PHOTOGRAPH OF EXISTING BUILDING
SCALE: N.T.S.

OUR PROPOSED MARQUEE

MADISON SQUARE NORTH HISTORIC DISTRICT

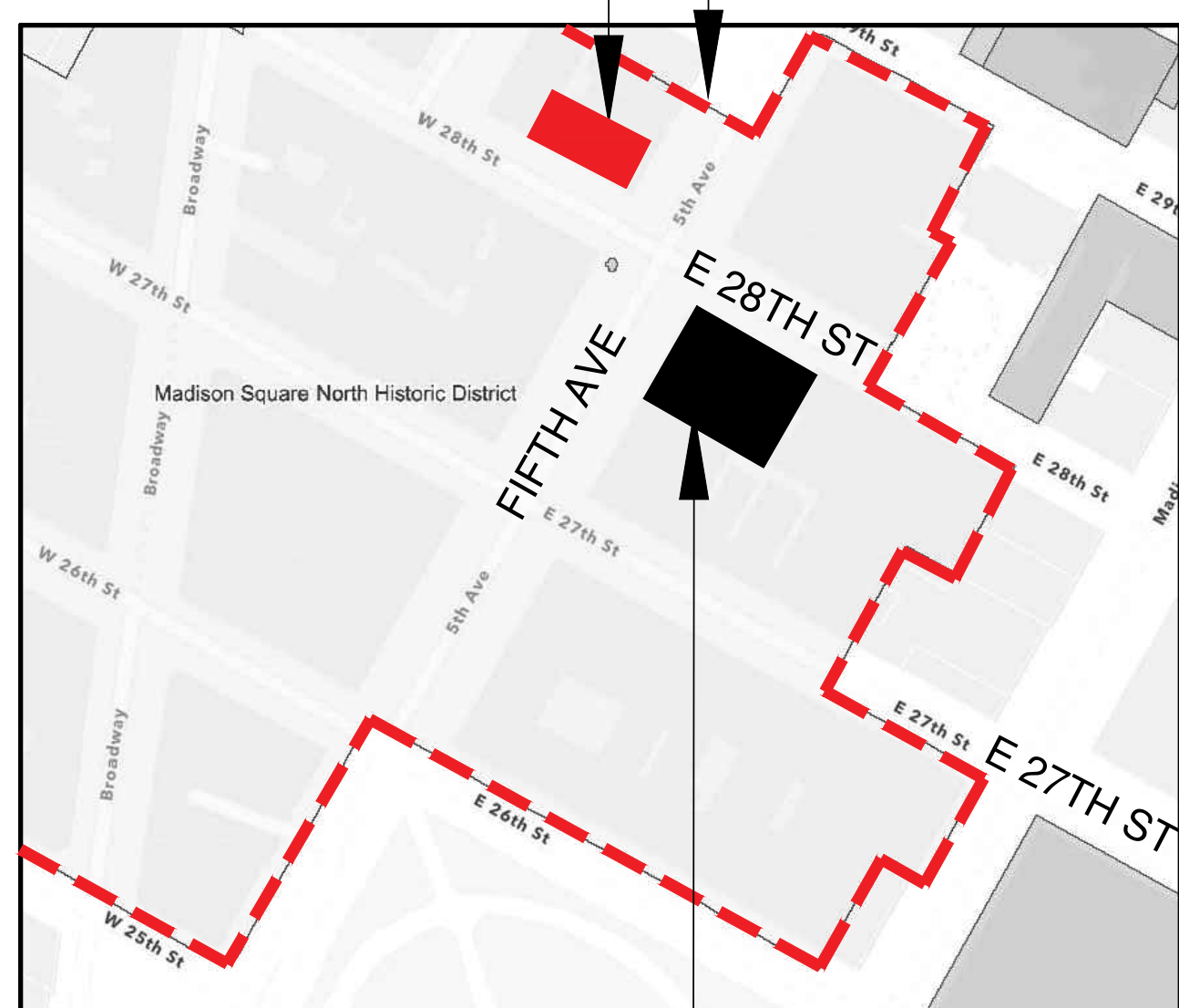


PRECEDENT LOCATION: 241 5TH AVE PROJECT LOCATION



SIMILAR MARQUEE ON THE SAME BLOCK

PRECEDENT LOCATION: 250 5TH AVE MADISON SQUARE NORTH HISTORIC DISTRICT

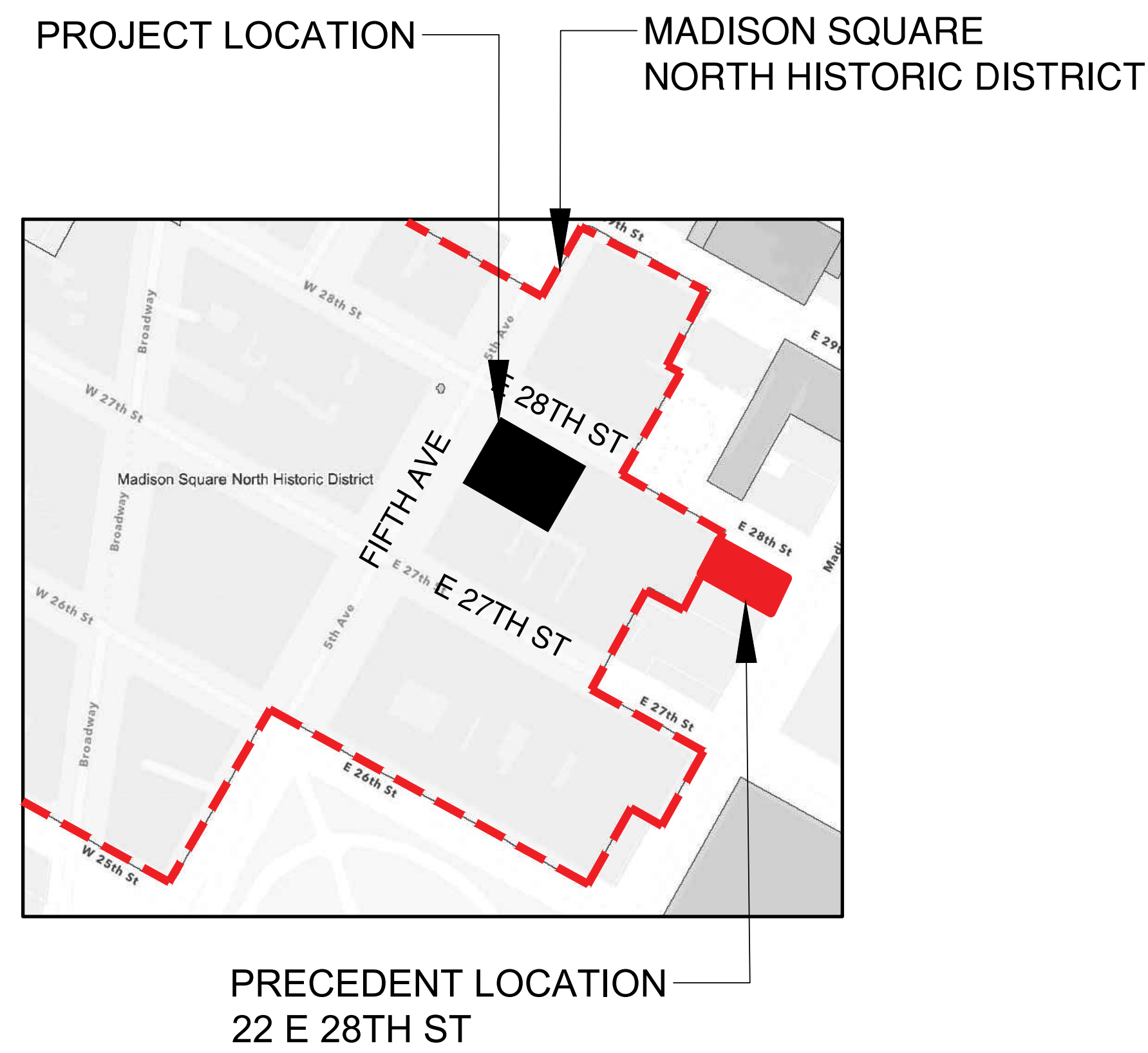
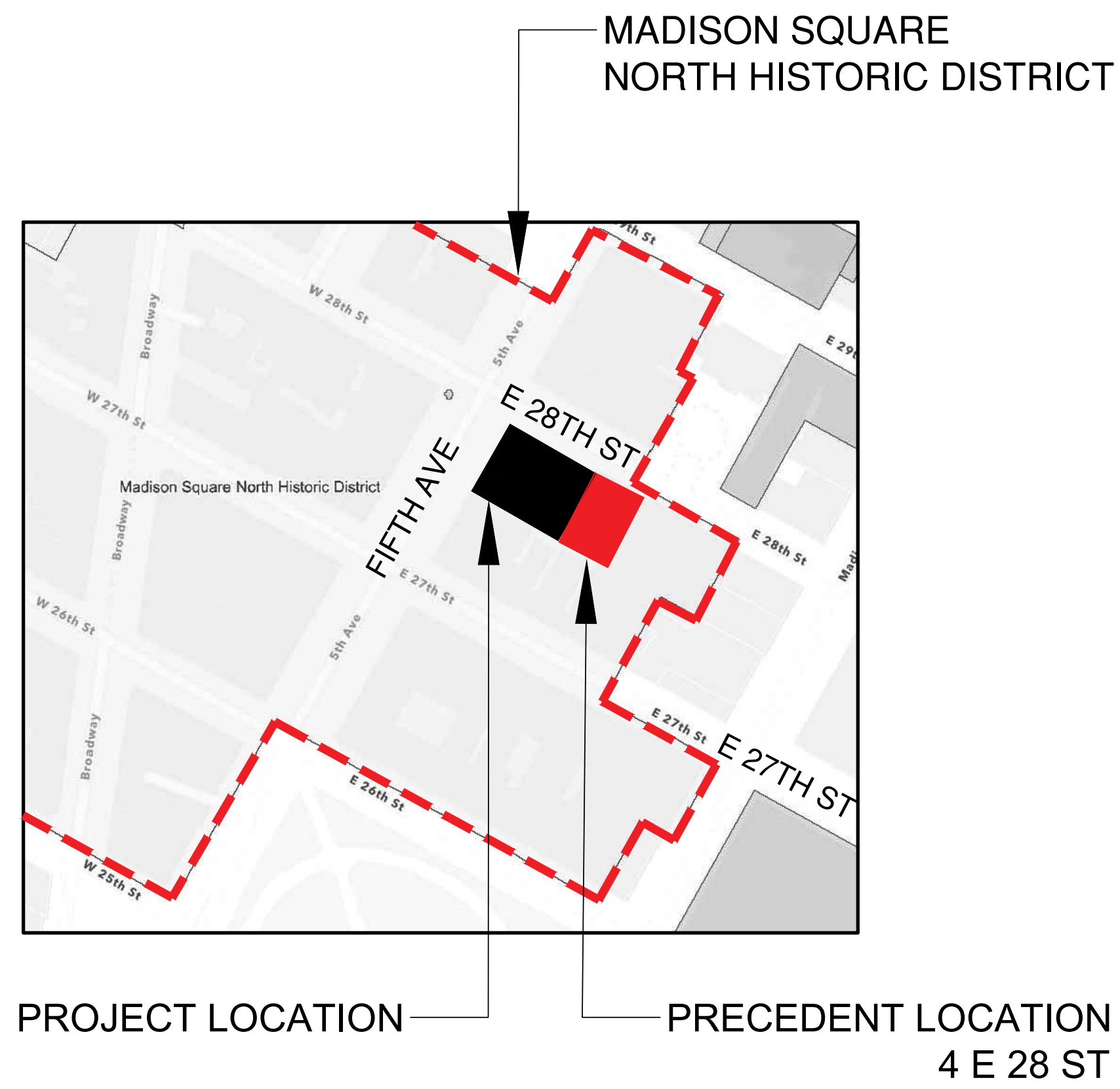


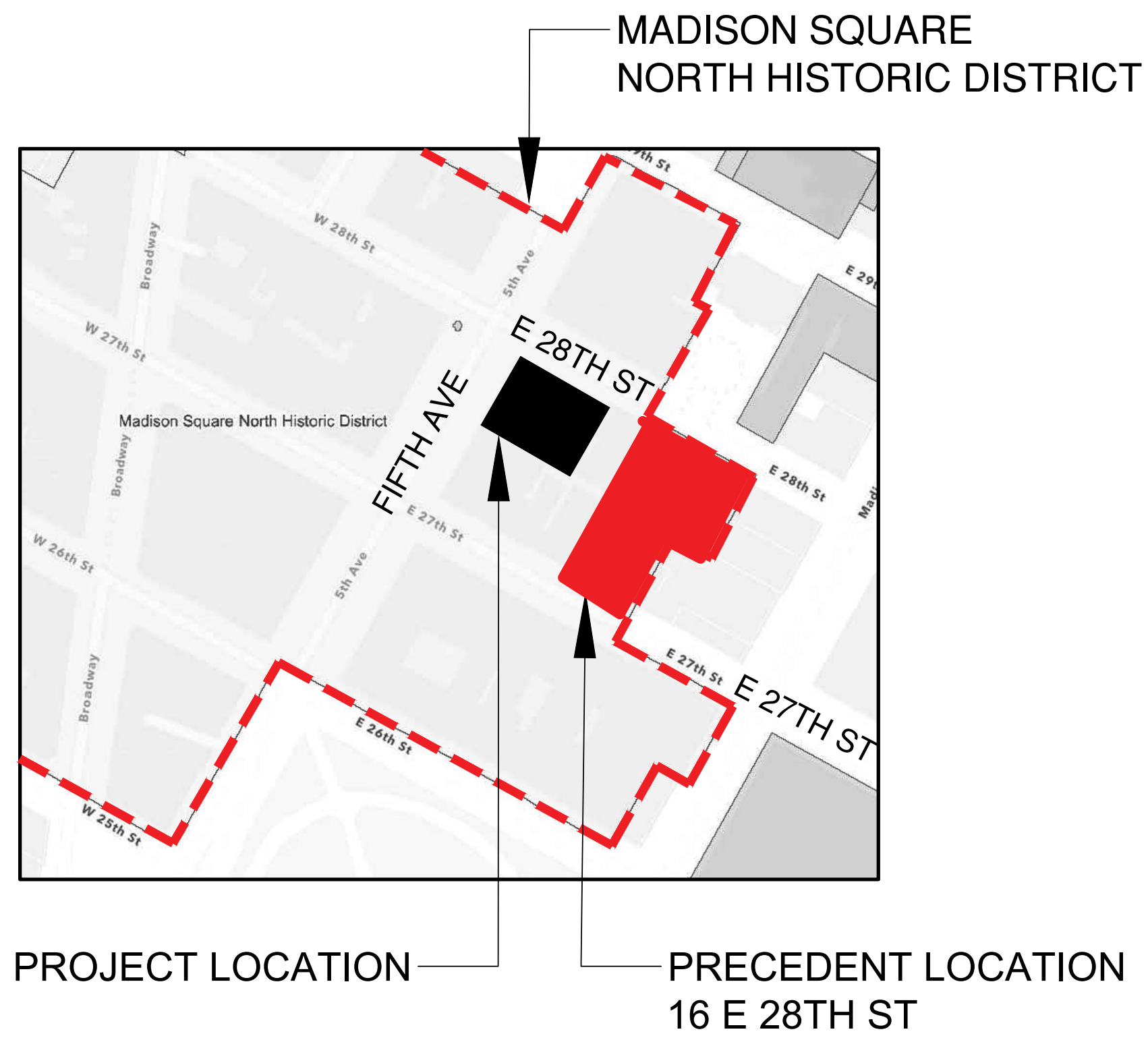
PROJECT LOCATION



CAFE CAMELLINI CROSS THE STREET HAS SIMILAR THE MARQUEE.

MAIN ENTRANCE TO THE BUILDING IS ON 28TH STREET. THIS IS THE SECONDARY ENTRANCE ONLY TO THE RESTAURANT

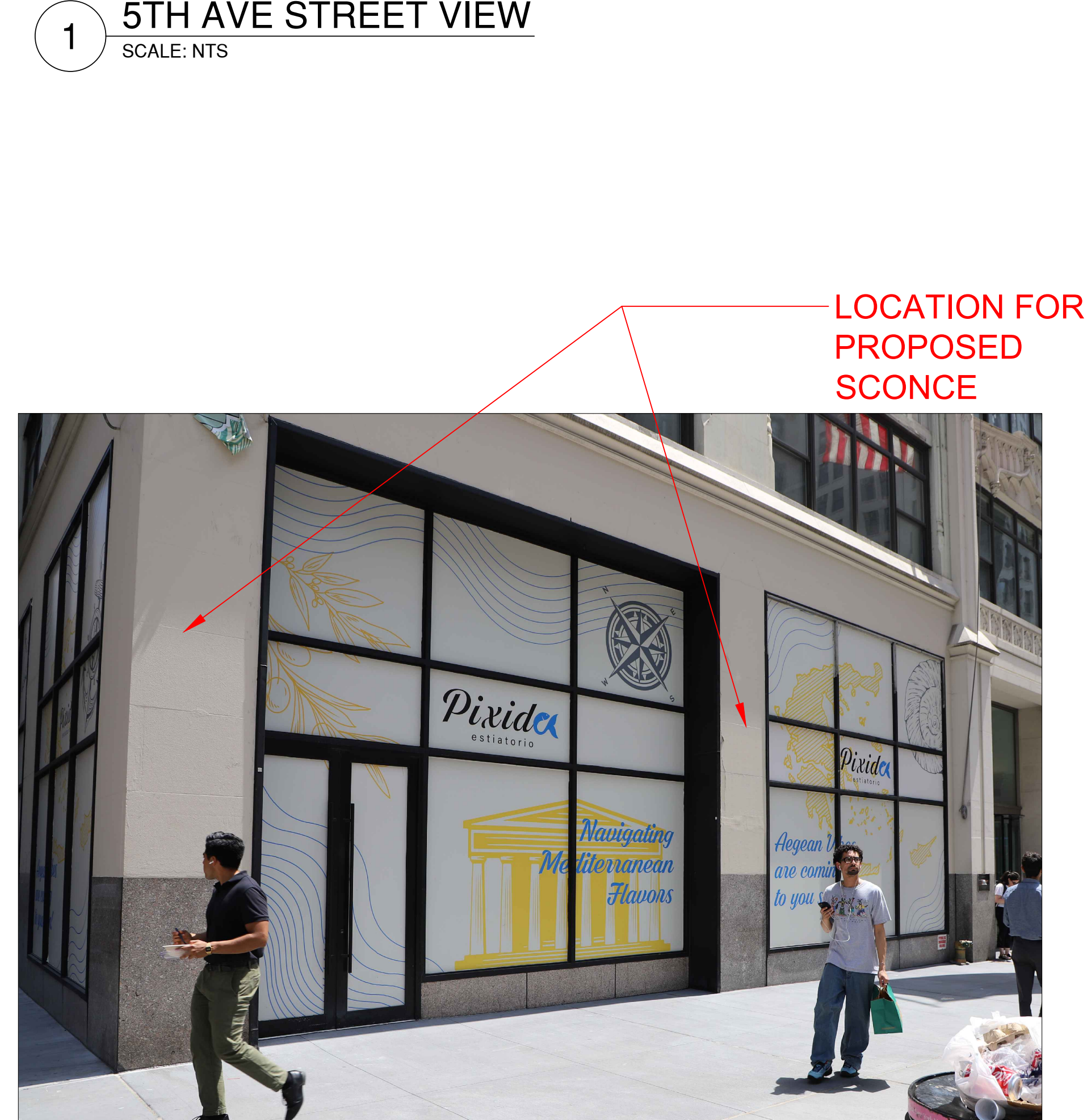




5TH AVE PHOTO



1 5TH AVE STREET VIEW
SCALE: NTS



2 5TH AVE STREET VIEW
SCALE: NTS



3 5TH AVE STREET ENLARGED VIEW
SCALE: NTS

E 28TH ST PHOTO



4 E 28TH STREET VIEW
SCALE: NTS

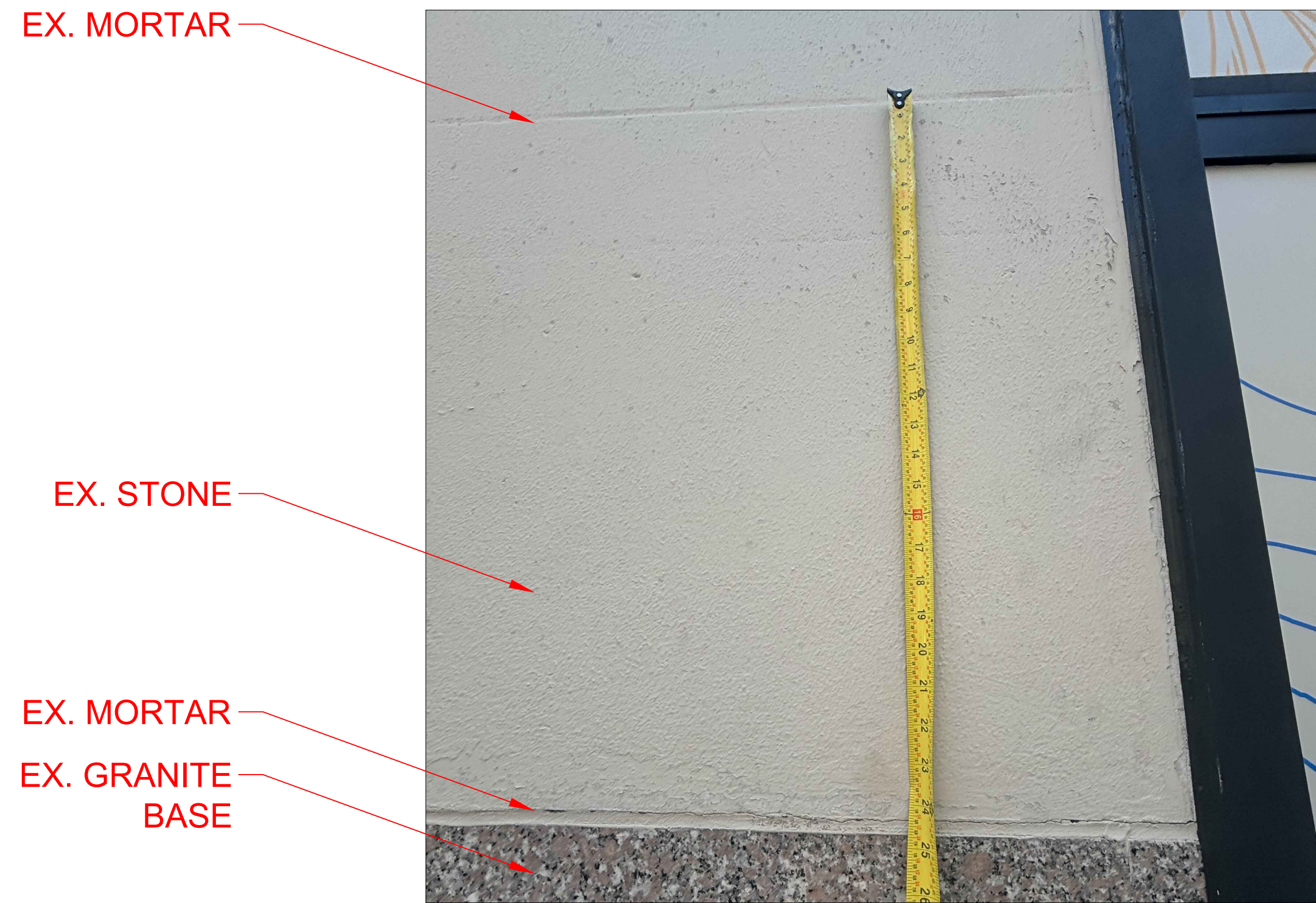


5 E 28TH STREET VIEW
SCALE: NTS



6 E 28TH STREET ENLARGED VIEW
SCALE: NTS

CLOSE-UP PHOTO



1 CLOSE-UP PHOTO OF STOREFRONT ON 5TH AVE
SCALE: NTS



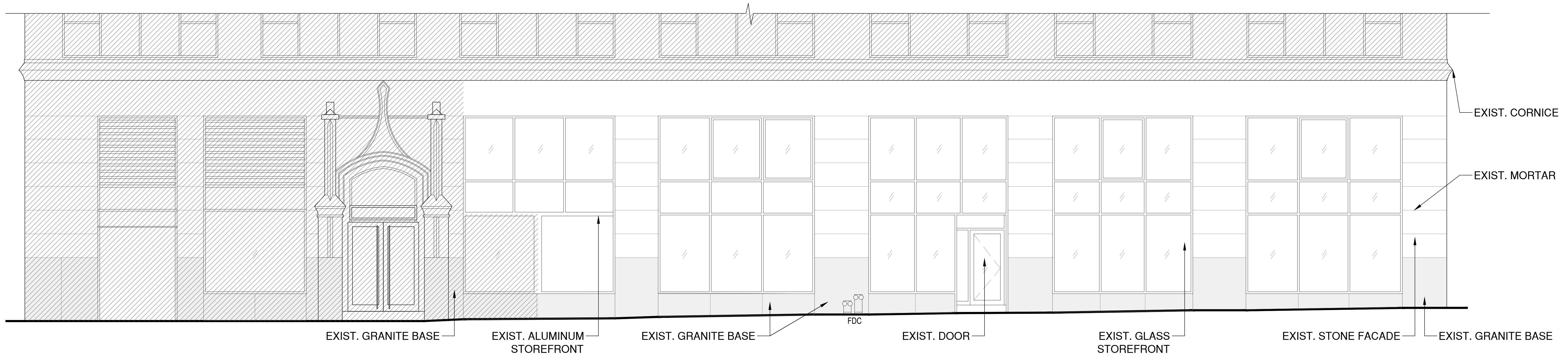
2 CLOSE-UP PHOTO OF MORTAR
SCALE: NTS



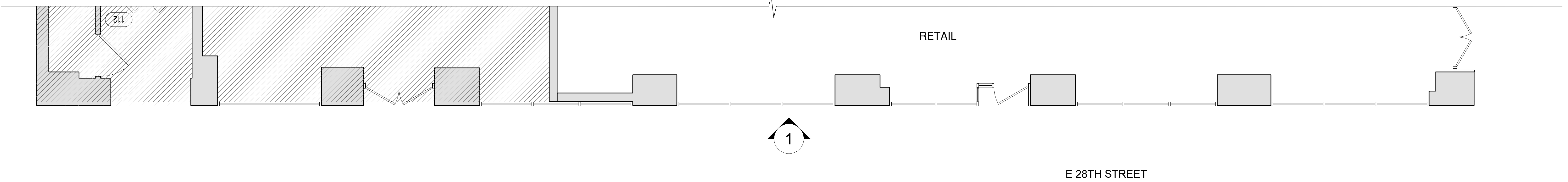
3 CLOSE-UP PHOTO OF BUILDING ELEVATION
SCALE: NTS



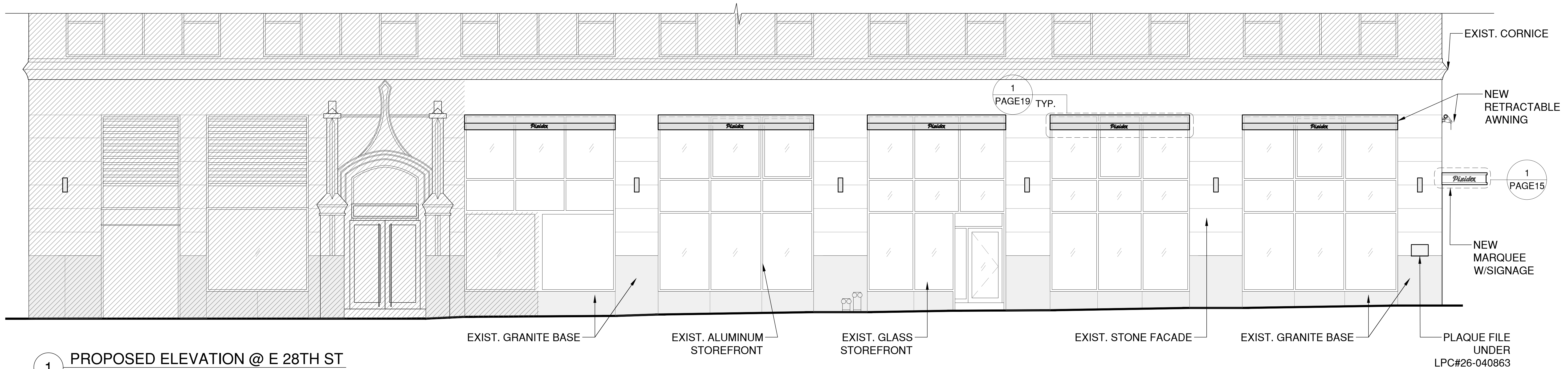
4 CLOSE-UP PHOTO OF BUILDING ELEVATION
SCALE: NTS



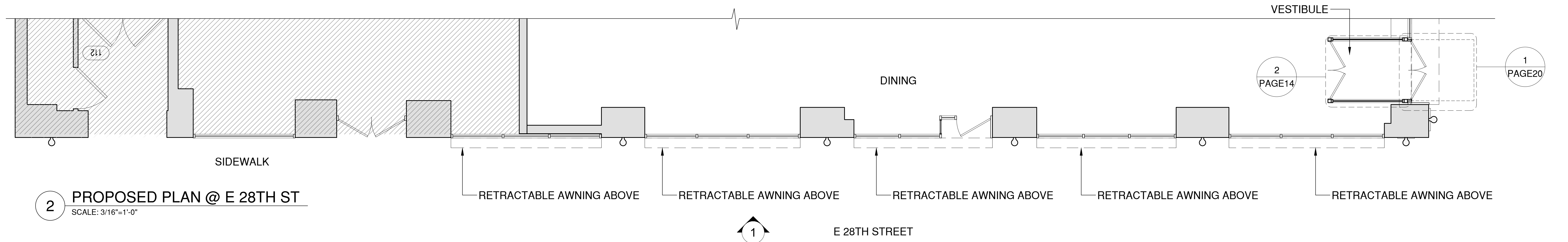
1 EXISTING ELEVATION @ E 28TH ST
SCALE: 3/16"=1'-0"



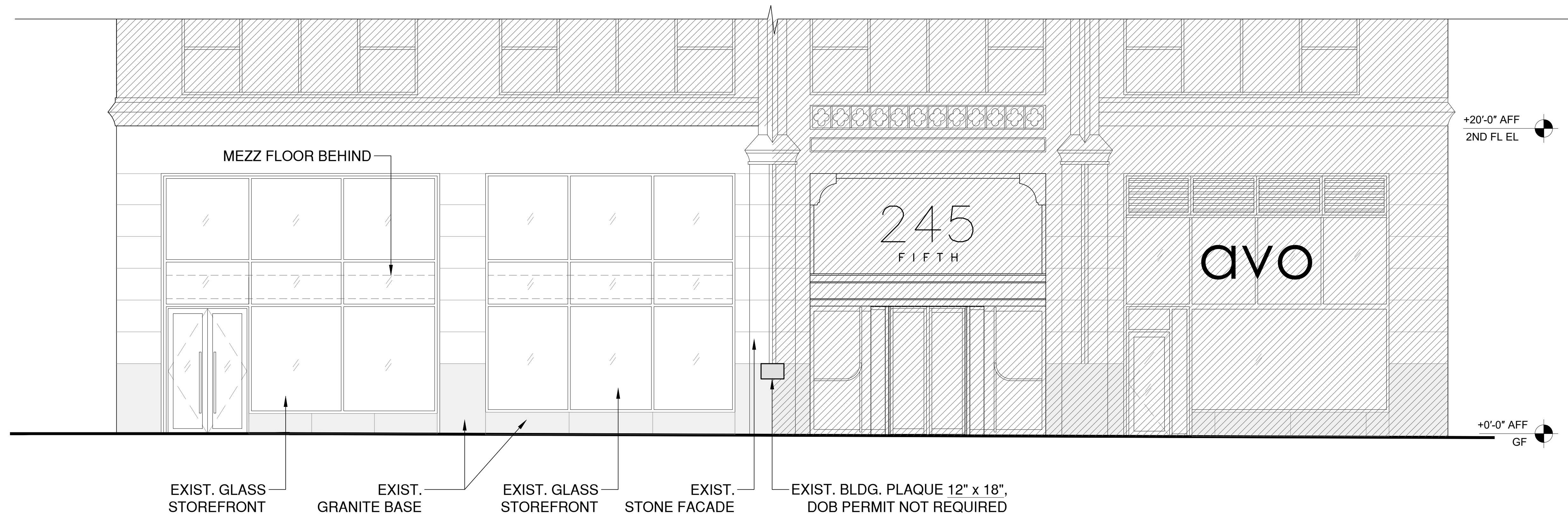
2 EXISTING PLAN @ E 28TH ST
SCALE: 3/16"=1'-0"



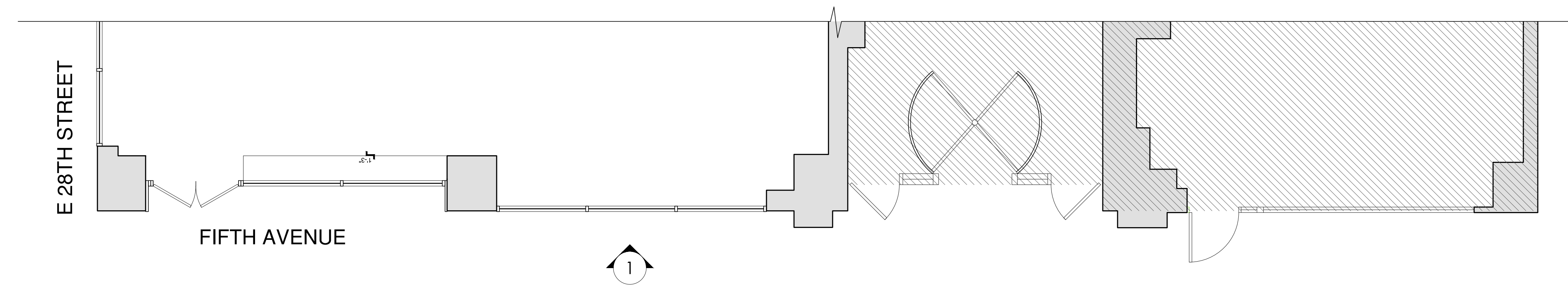
1 PROPOSED ELEVATION @ E 28TH ST
SCALE: 3/16"=1'-0"



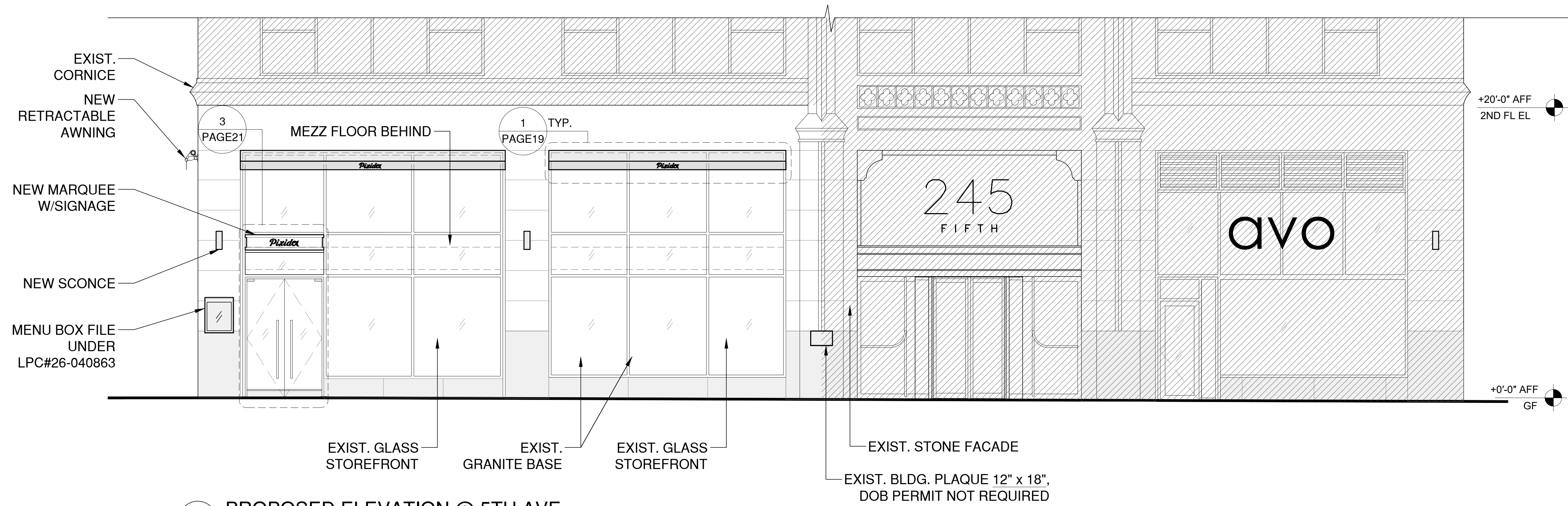
2 PROPOSED PLAN @ E 28TH ST
SCALE: 3/16"=1'-0"



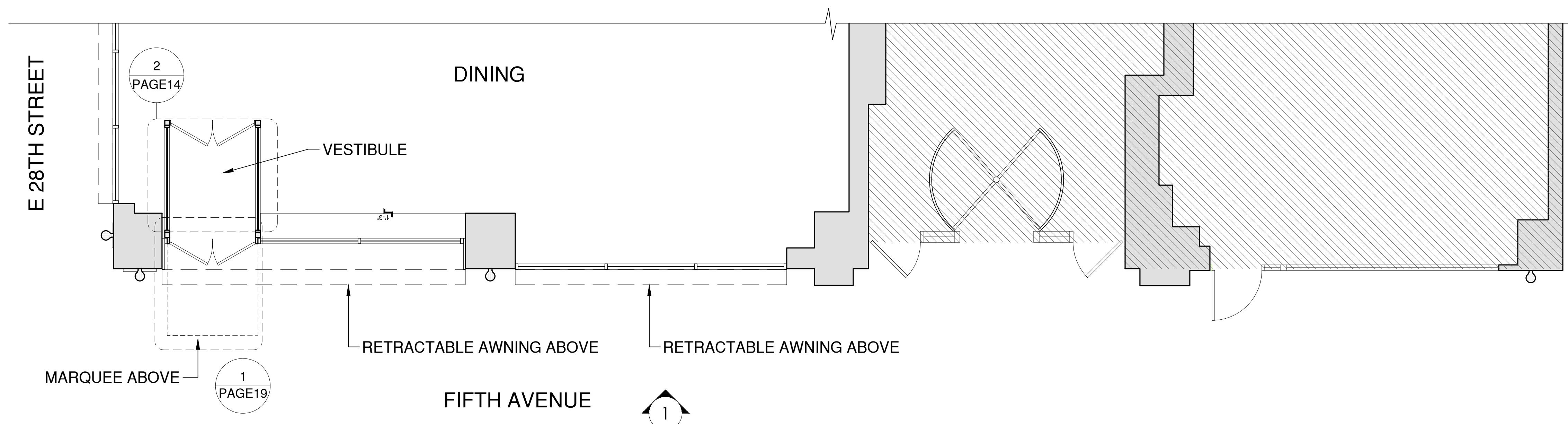
1 EXISTING ELEVATION @ 5TH AVE
SCALE: 3/16"=1'-0"



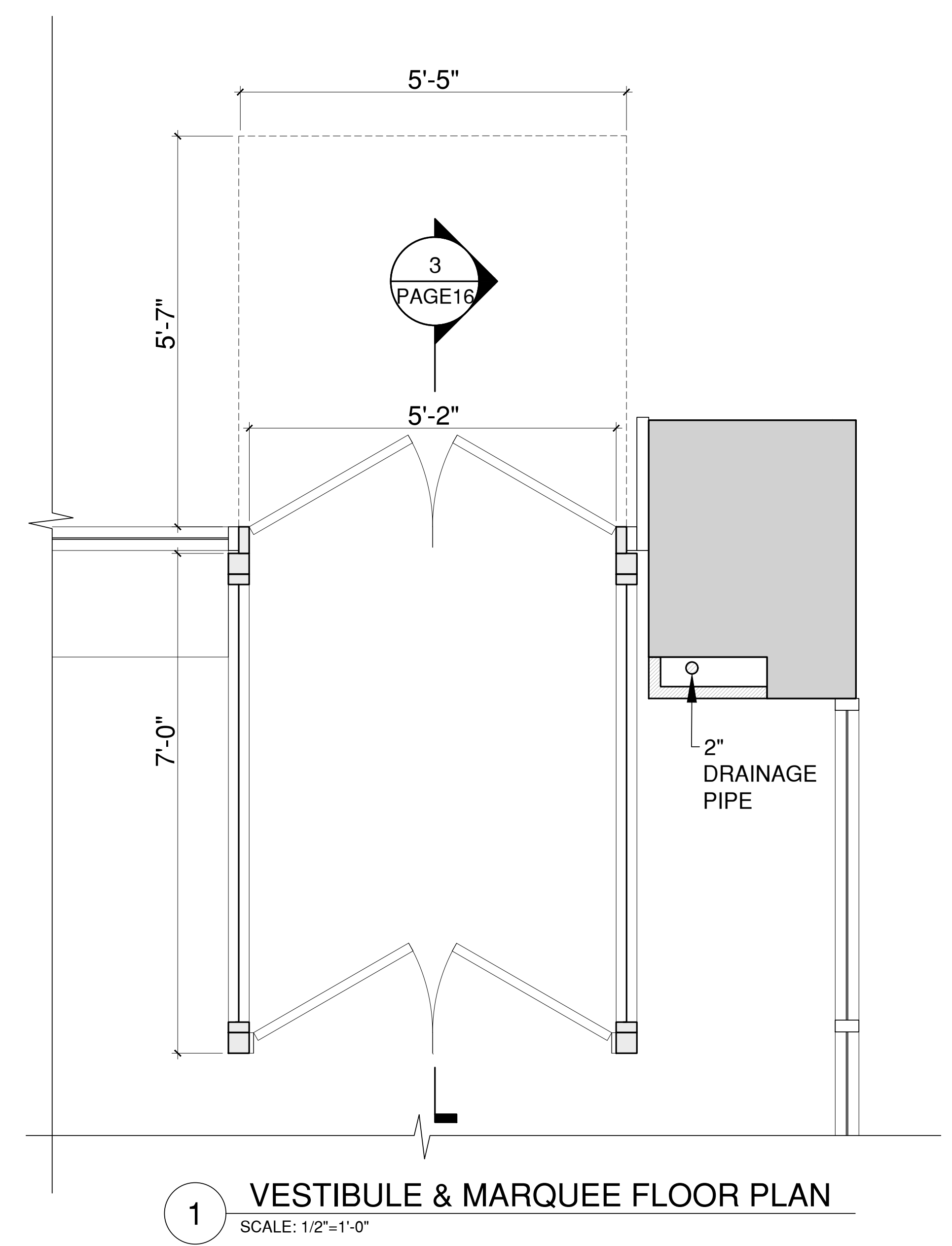
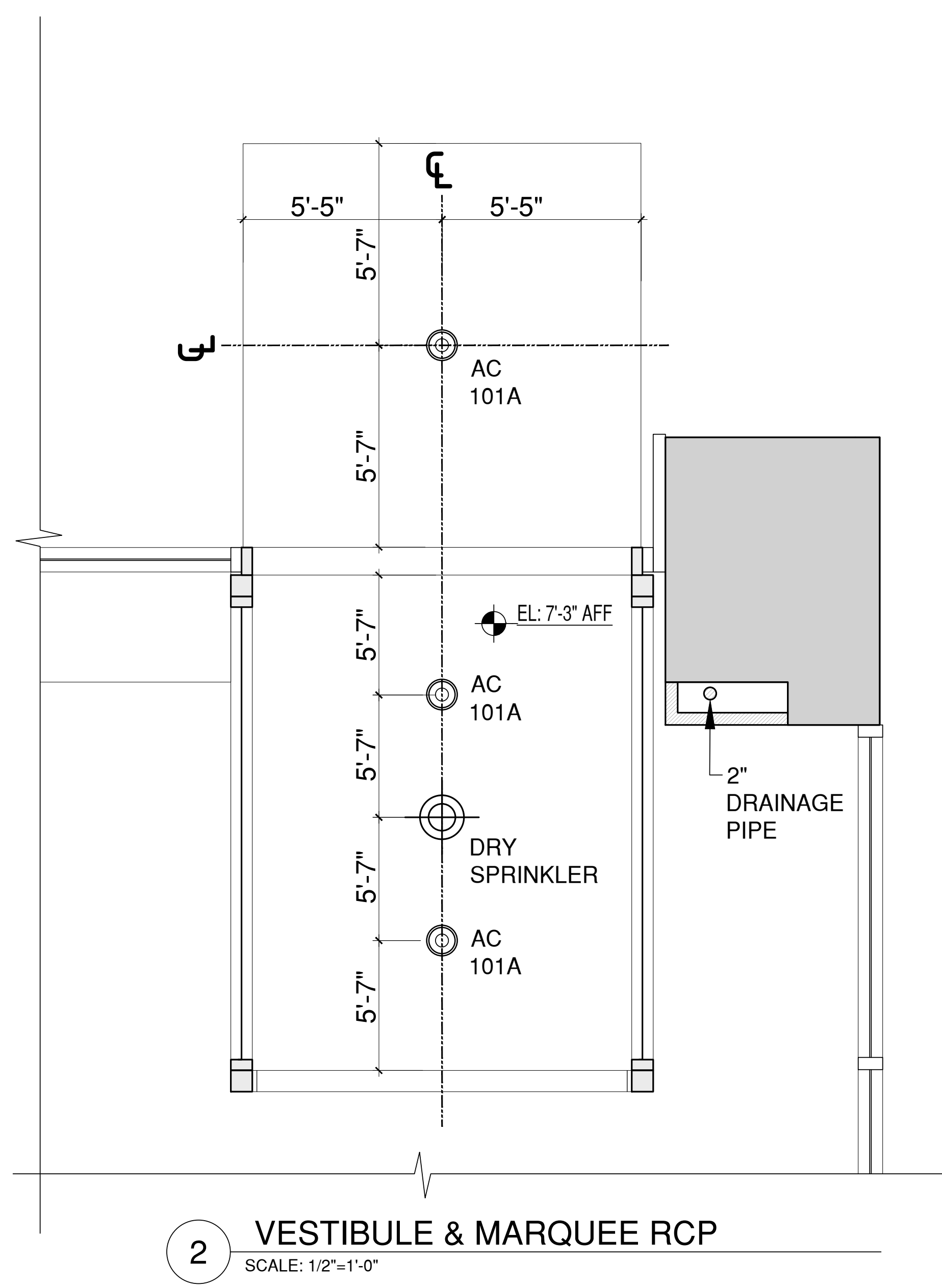
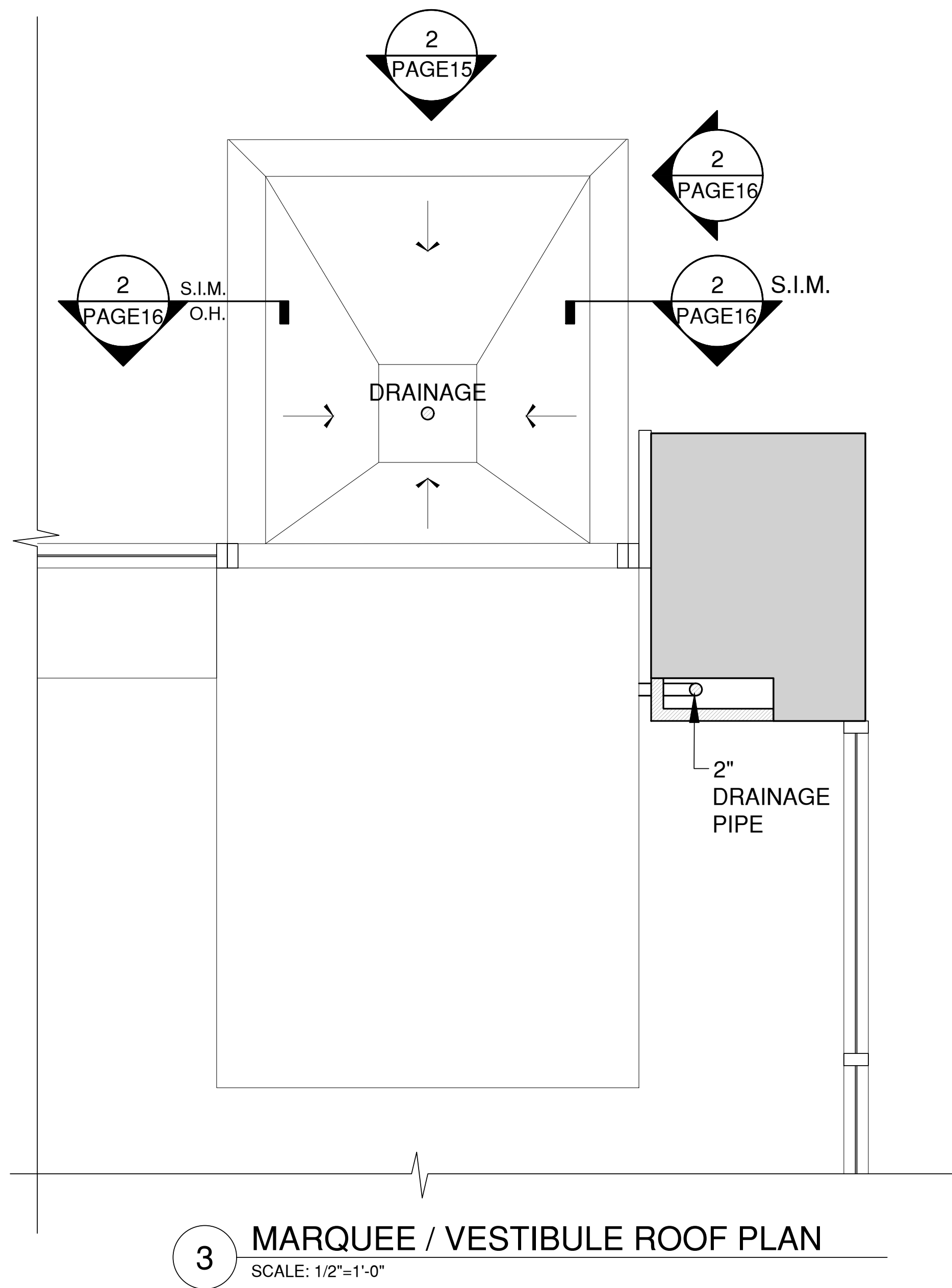
2 EXISTING PLAN @ 5TH AVE
SCALE: 3/16"=1'-0"

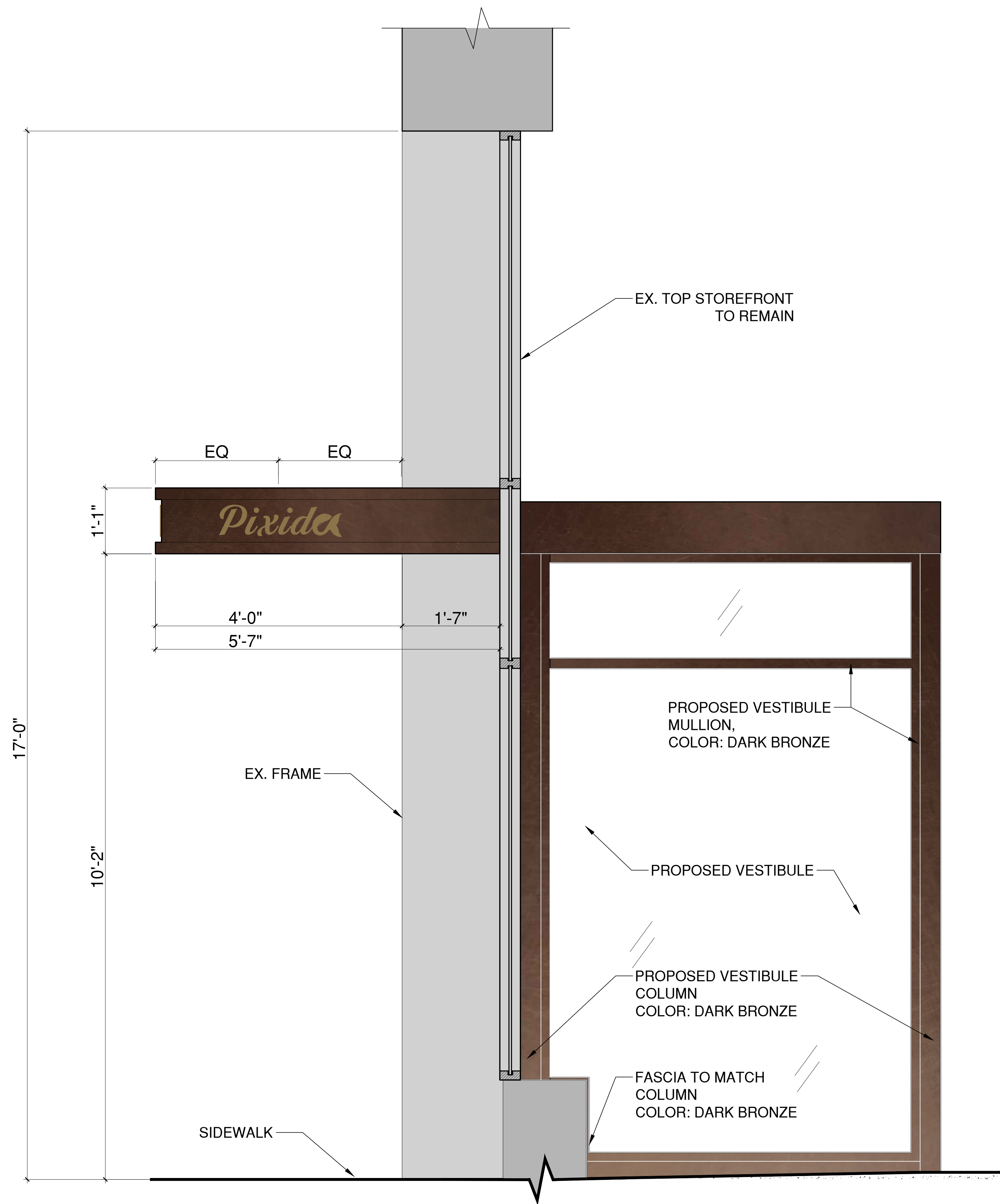


1 PROPOSED ELEVATION @ 5TH AVE
SCALE: 3/16"=1'-0"

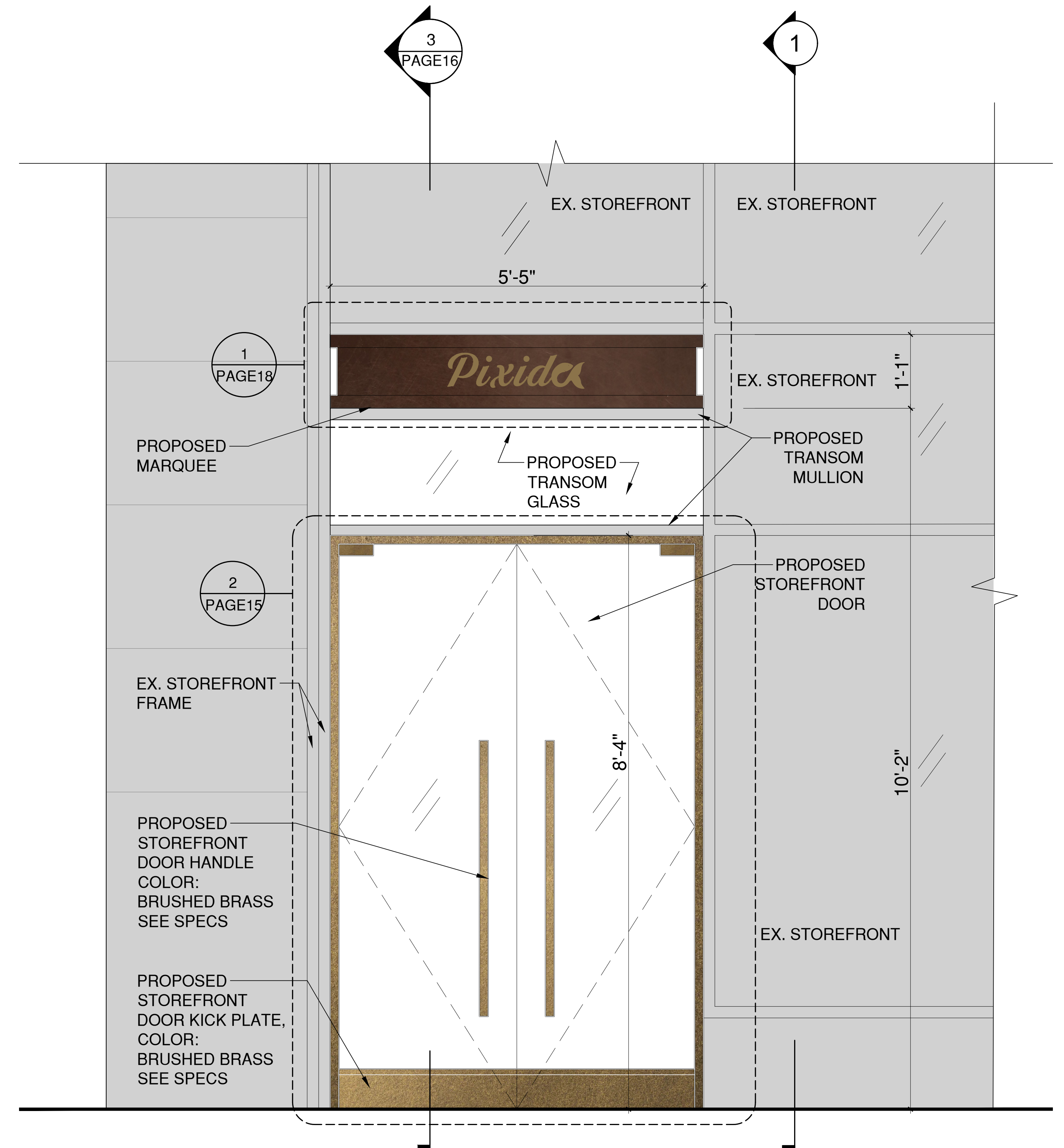


2 PROPOSED PLAN @ 5TH AVE
SCALE: 3/16"=1'-0"





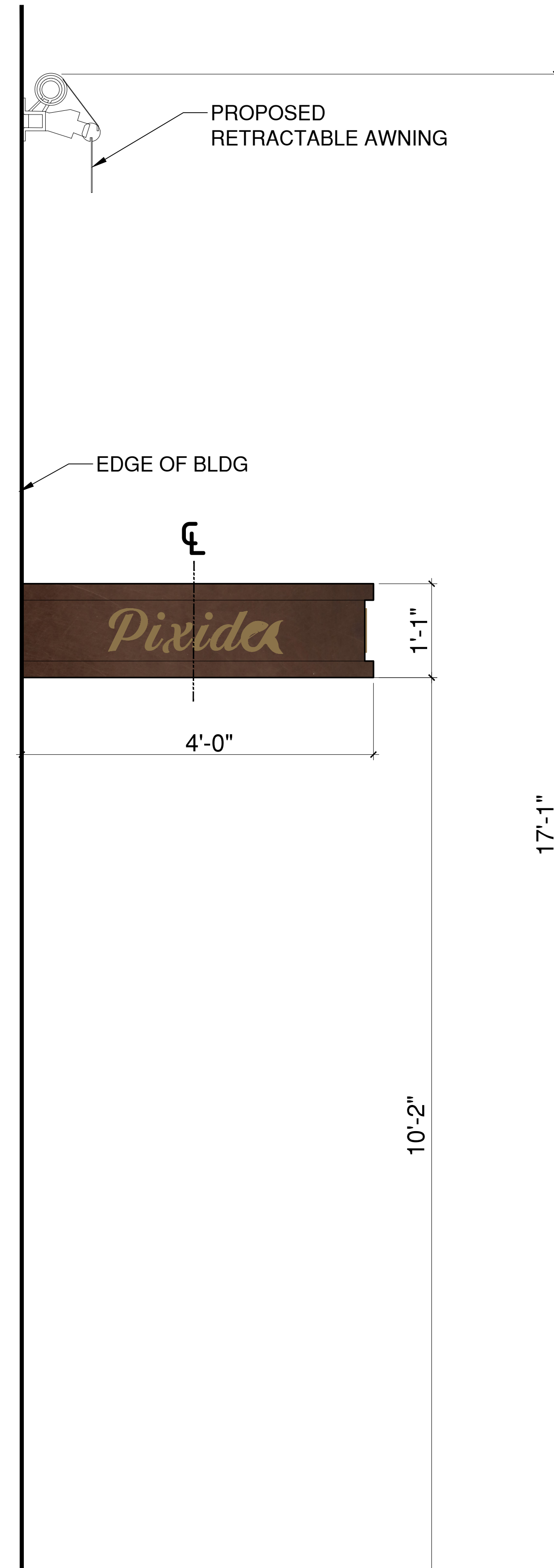
1 PROPOSED MARQUEE W/ SIGNAGE ELEVATION
SCALE: 3/4"=1'-0"



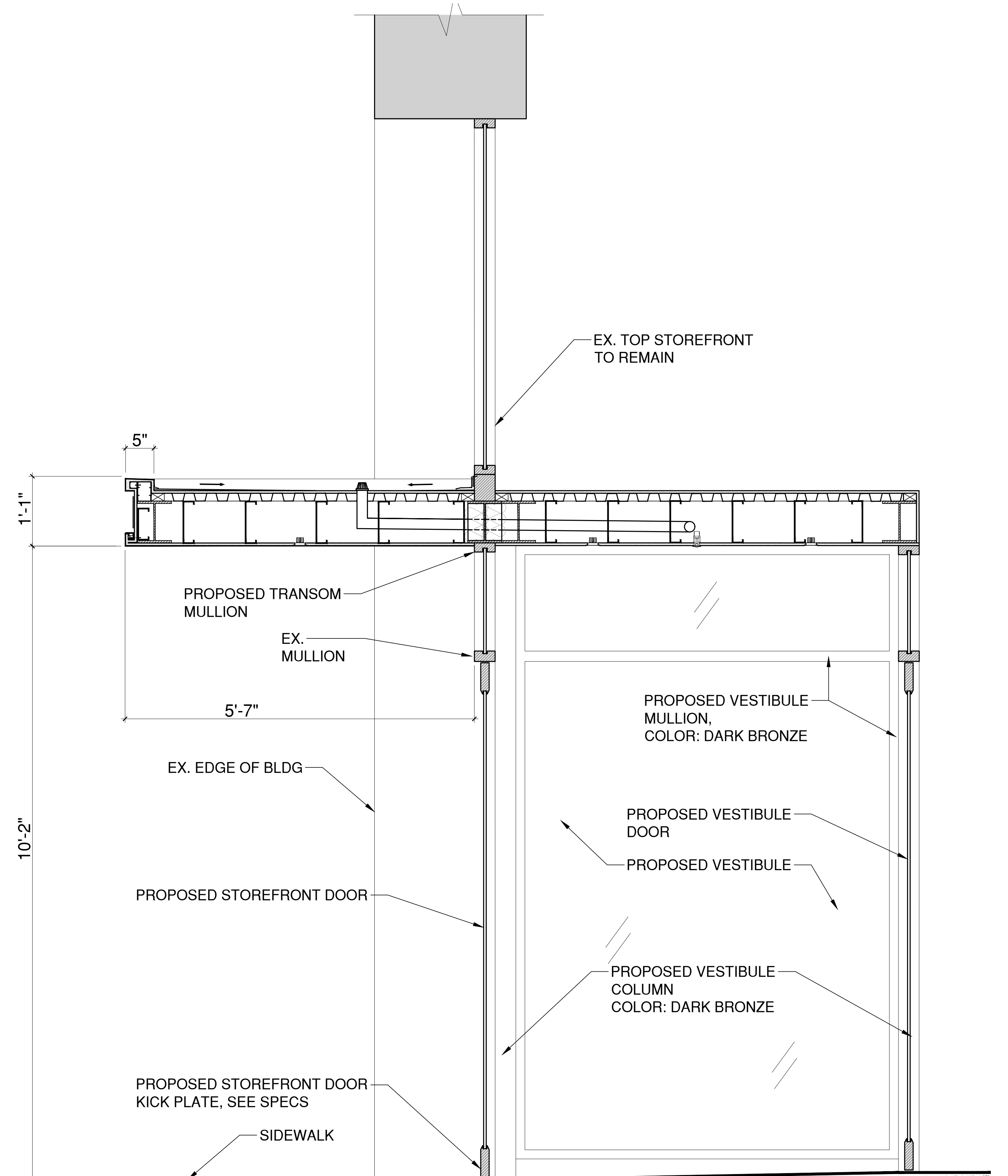
2 PROPOSED MARQUEE W/ SIGNAGE ELEVATION
SCALE: 3/4"=1'-0"



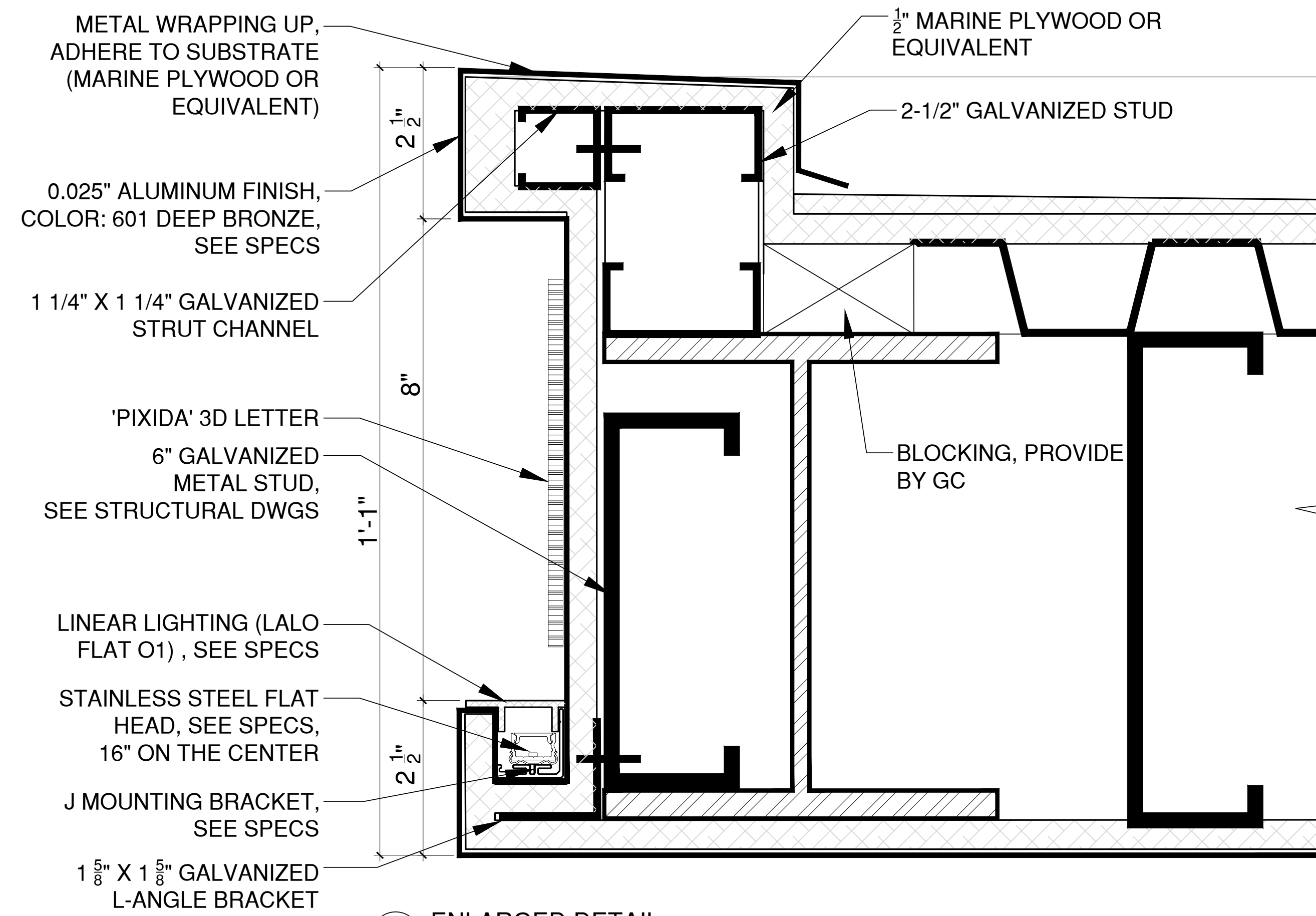
1 MARQUEE 3D MODEL
SCALE: N.T.S



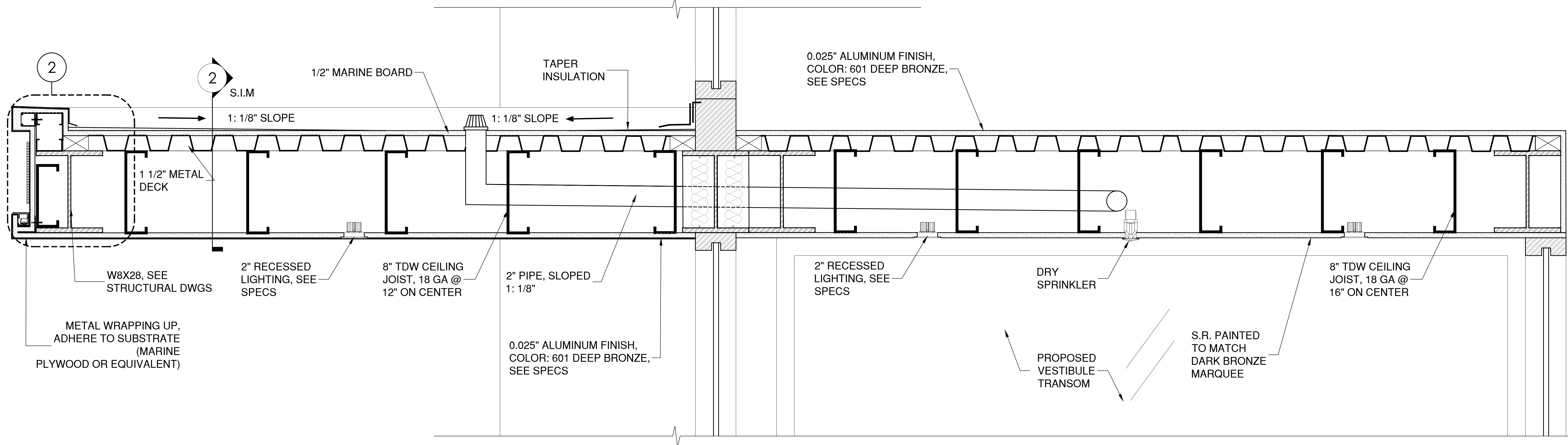
2 PROPOSED MARQUEE W/ SIGNAGE ELEVATION
SCALE: 3/4"=1'-0"



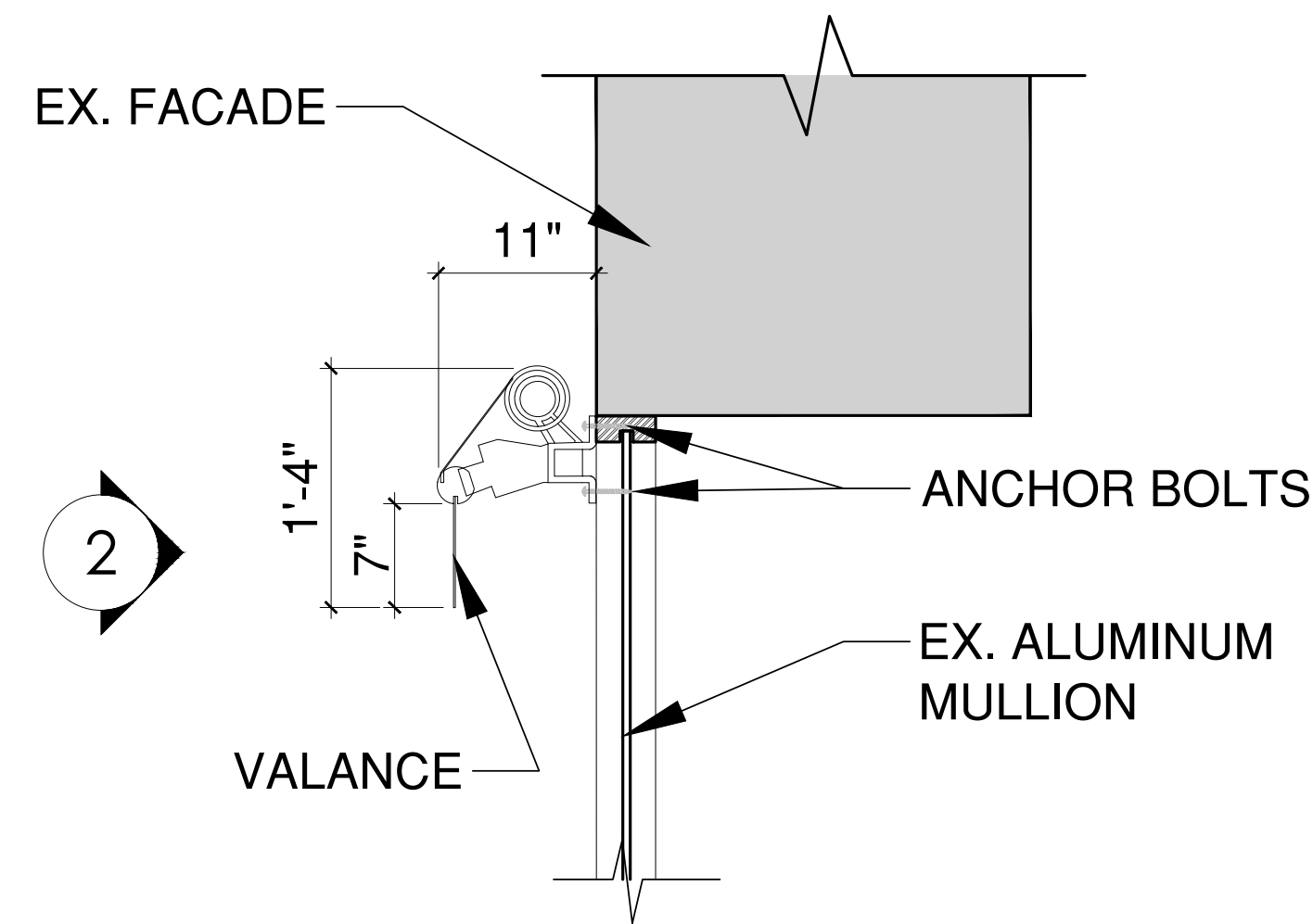
3 PROPOSED MARQUEE SECTION
SCALE: 3/4"=1'-0"



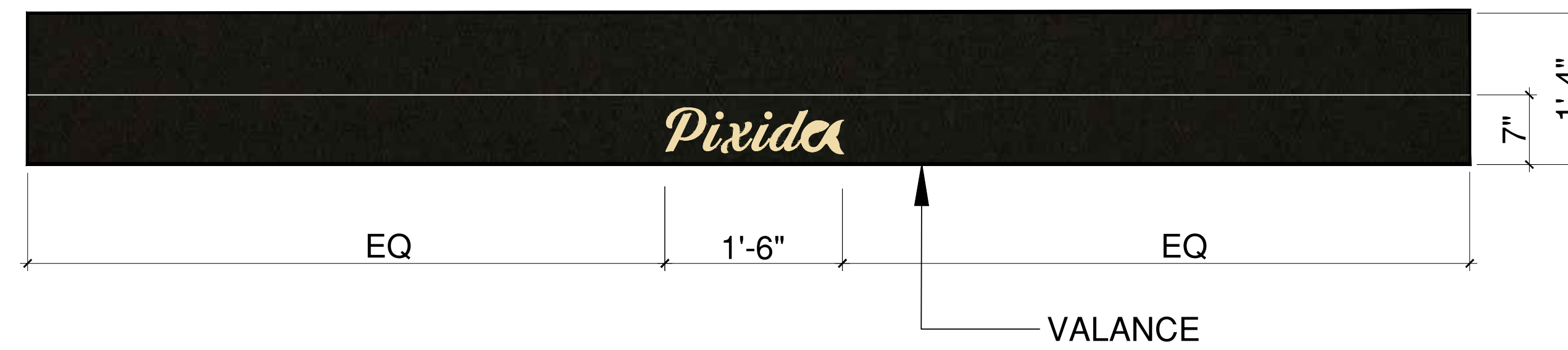
2 ENLARGED DETAIL
SCALE: 1 1/2"=1'-0"



1 ENLARGED SECTION
SCALE: 1 1/2"=1'-0"



1 PROPOSED AWNING SECTION - RETRACTED
SCALE: 1"=1'-0"

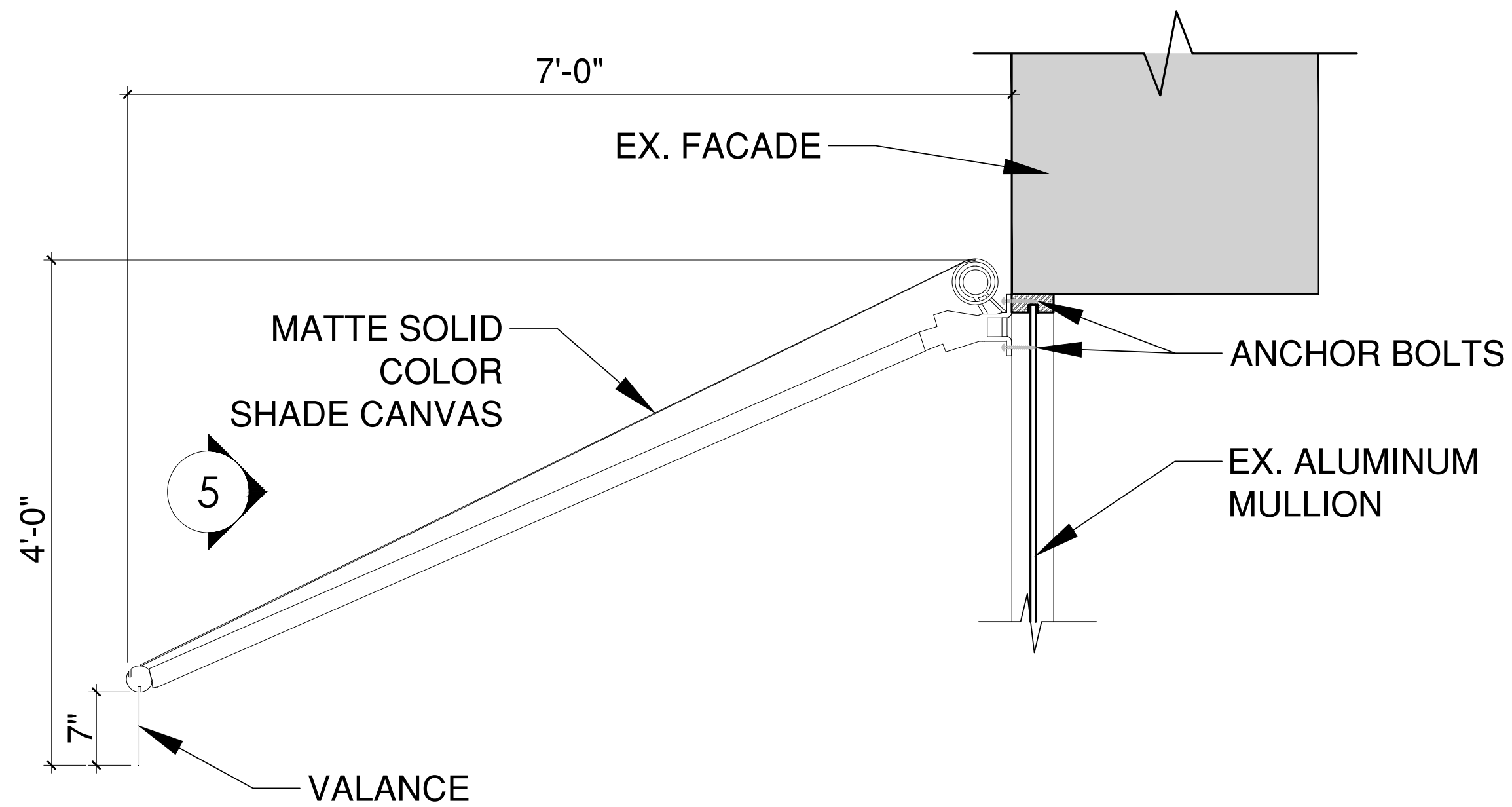


2 PROPOSED AWNING ELEVATION - RETRACTED
SCALE: 1"=1'-0"

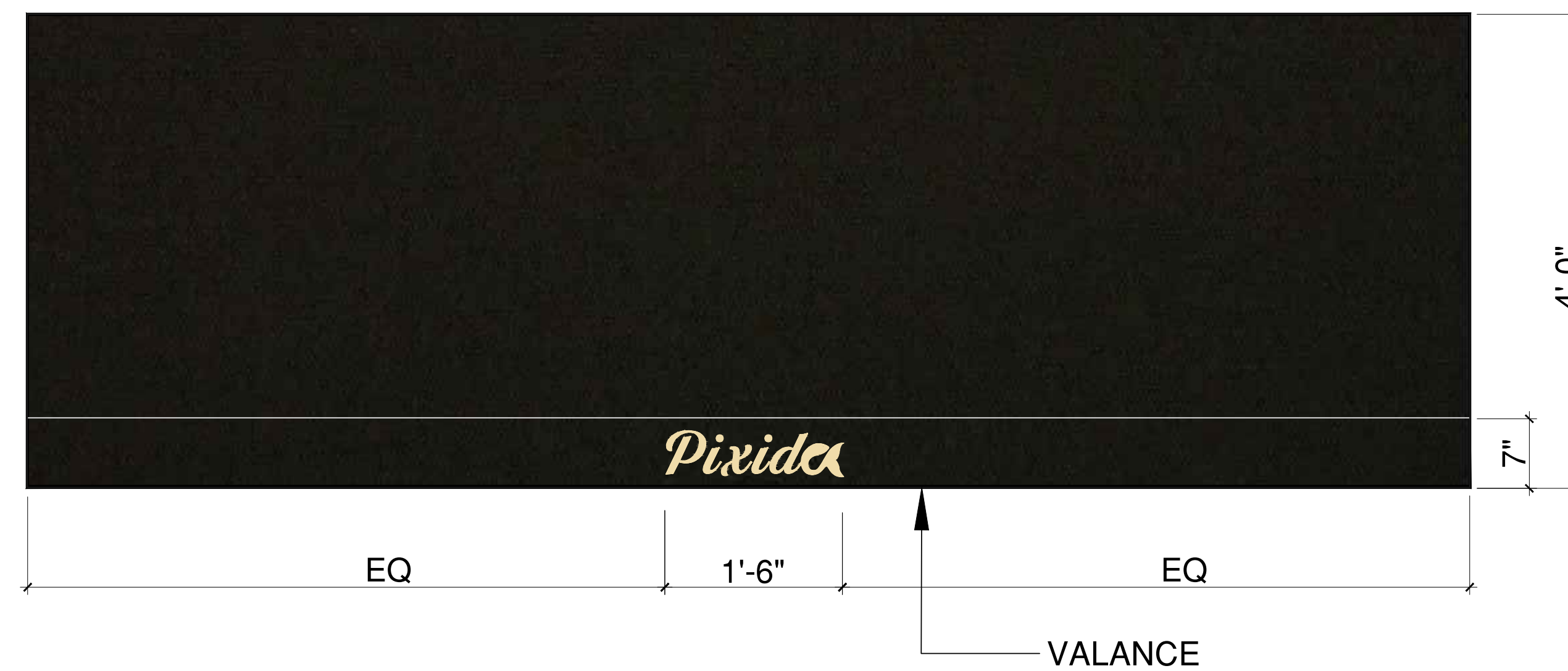


RETRACTED AWNING

3 AWNING RENDERING
SCALE: N.T.S.



4 PROPOSED AWNING - FULL LENGTH
SCALE: 1"=1'-0"

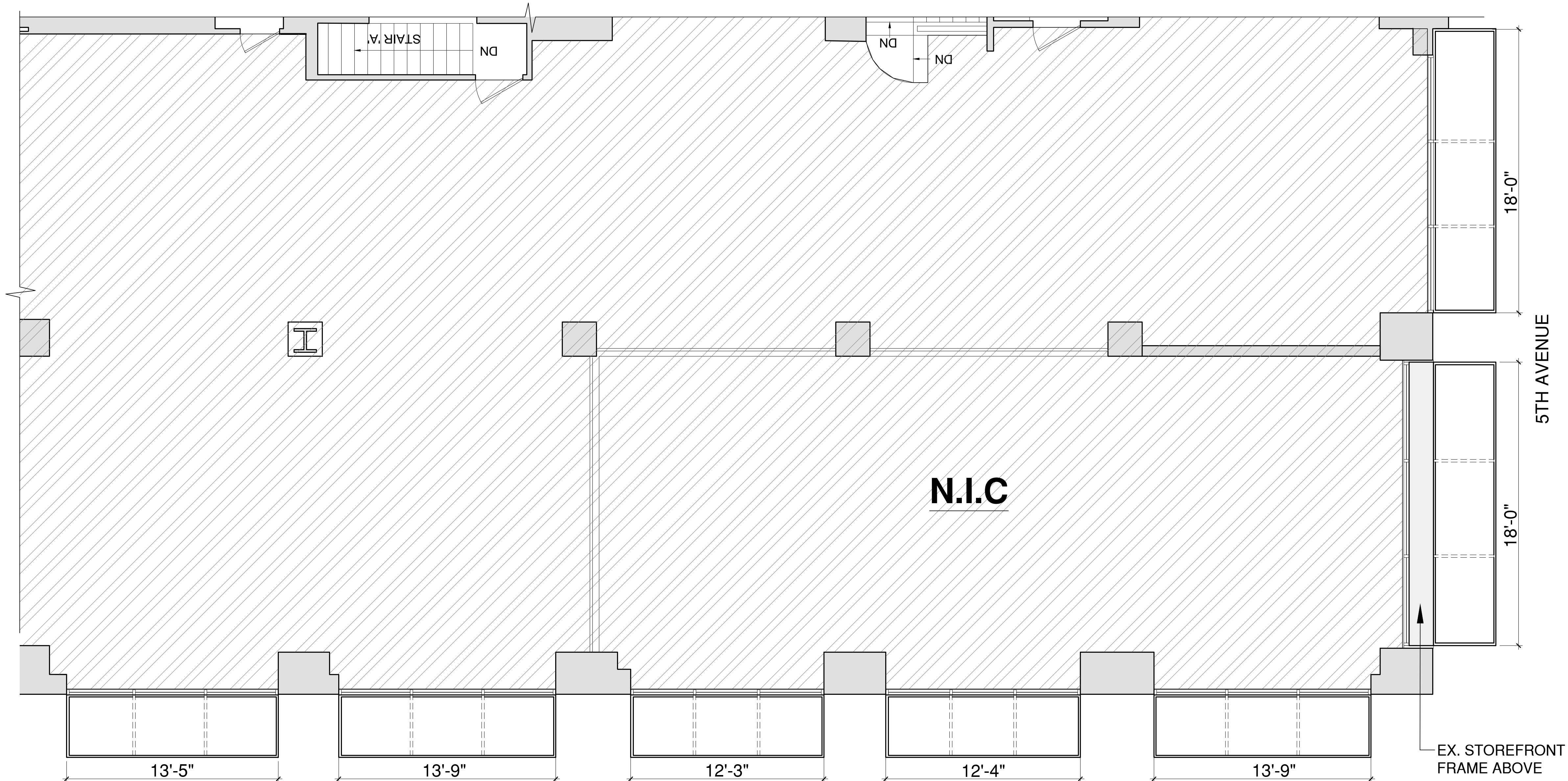


5 PROPOSED AWNING ELEVATION - FULL LENGTH
SCALE: 1"=1'-0"

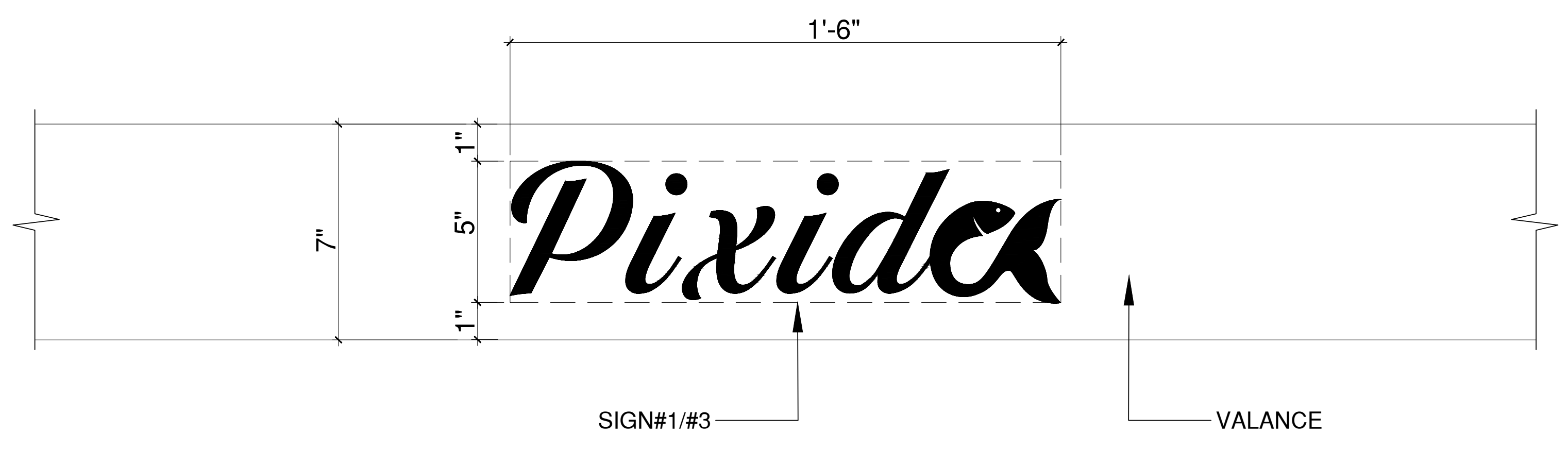


FULL LENGTH AWNING

6 AWNING RENDERING
SCALE: N.T.S.



1 AWNING CONSTRUCTION PLAN - FULL LENGTH
SCALE: 3/16"=1'-0"



2 PROPOSED AWNING DIMENSION - RETRACTED
SCALE: 2 1/2"=1'-0"

SIGNAGE ZONING ANALYSIS PER ZR 32 - 642

SIGN #1 ON AWNINGS ALONG 5TH AVE:
5" x 1'-6" = 0.63 SF
TOTAL: 2 SIGNS x 0.63 SF = 1.26 SF

SIGN #3 ON AWNINGS ALONG E 28TH ST:
5" x 1'-6" = 0.63 SF

TOTAL: 5 SIGNS x 0.63 SF = 3.15 SF

TOTAL SIGNS SF = 1.26 + 3.15 = 4.41 SF

3 SIGNAGE ZONING ANALYSIS
SCALE: N.T.S.

Typography

Shaded Larch
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

RGB: 240, 220, 170

6 VALANCE WORD COLOR & FONT
SCALE: N.T.S.

MANUFACTURER: PRISMATIC POWDERS
AWNING COVER: CANVAS, MATTE FINISH

COLOR: RAL 9004

5 AWNING METAL TUBE COLOR
SCALE: N.T.S.

Black
Sunbrella SeaMark
SKU: 2095-0063

Recommended Application
Best For: Awnings / Pergolas, Marine Tops and Covers

Technical Information

APPLICATION	FABRIC CONTENT	CONSTRUCTION
Awnings / Pergolas, Marine Tops and Covers	100% Sunbrella® Acrylic	Woven
FINISH	BACKCOATING	WIDTH
Water Repellent	PVC	60 in. (152.4 cm)
WEATHER PROTECTION	WEIGHT OZ. LY. YD.	WEIGHT OZ. SQ. YD.
Waterproof	14.13	8.07
ROLL SIZE YD	SELVEDGE	COLLECTION
50	Left / Right	Sunbrella SeaMark
CA PROP 65	PANTONE® COLOR	
No CA Prop 65 label is required.	19-3911 TPG	

4 AWNING FABRIC COLOR & SPEC
SCALE: N.T.S.

BP-STYLE ALL GLASS DOORS

PRL COMPLETE GLAZING & DOORS

AVAILABLE IN Dry & Wet Glazing Method

BP Top Patch With Full Width Bottom Rails

Overhead Closer (OHC) & Standard Bottom pivot.

Floor Closers & Top Walking Beam Pivot.

CONFIGURATIONS

SINGLE DOOR DOUBLE DOOR

RAIL PATCH

EURO PATCH

BOTTOM

www.prlglass.com (800) 433 7044 info@prlglass.com 13644 Nelson Ave, Industry, CA, 91746

5 PROPOSED STOREFRONT DOOR SPEC 1
SCALE: N.T.S.

PRL GLASS SYSTEMS INC. Prlglass.com

LADDER HANDLE Std. Ladder Pull

DWG NO.: HANDLE ORDERING FORM - 2015
DATE: 07-26-16

STRAIGHT LADDER PULL
BACK TO BACK

FINISH: **US4 - Satin Brass (Non Lacquer Coated)**

Dim * A * 6
Dim * B * 48"
Dim * C * Custom 5/8" or 3/4"

4 PROPOSED STOREFRONT DOOR HANDLE
SCALE: N.T.S.

BP-STYLE ALL GLASS DOORS

PRL COMPLETE GLAZING & DOORS

1 PATCH FITTING

RAIL PATCH EURO PATCH

1 RAILS

PL190DS PL175DS PL300DS PL375DS
PL600DS PL675DS PL1000DS PL1075DS

CLEAR & BRONZE ANODIZED US10B FINISH POLISHED S.S. FINISH BRUSHED S.S. FINISH

2 GLASS THICKNESS | GLAZING TYPE

TEMPERED GLASS LAMINATED GLASS

3 HANDLES

Ladder Standard C Offset Straight & Offset
PL LADDER PL-3E PL-3EO PL-8E | PL-8EO

4 LOCK

LLO1 MORTISE LOCK

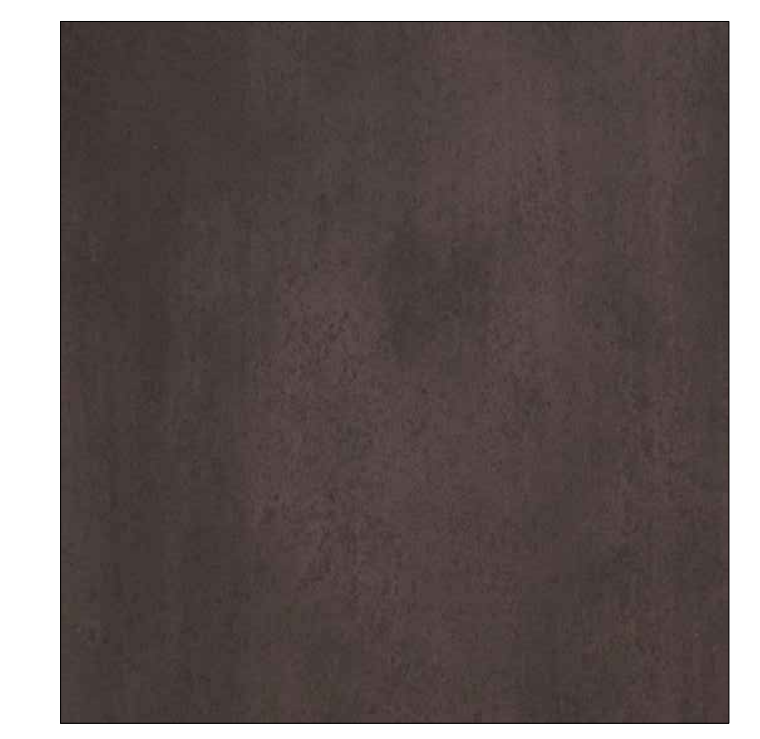
5 CLOSERS

FLOOR CLOSER OVERHEAD CLOSER

www.prlglass.com (800) 433 7044 info@prlglass.com 13644 Nelson Ave, Industry, CA, 91746

6 PROPOSED STOREFRONT DOOR SPEC 2
SCALE: N.T.S.

DEEP BRONZE COLOR;
METAL MANUFACTURER: CHEMETAL; 600 SERIES



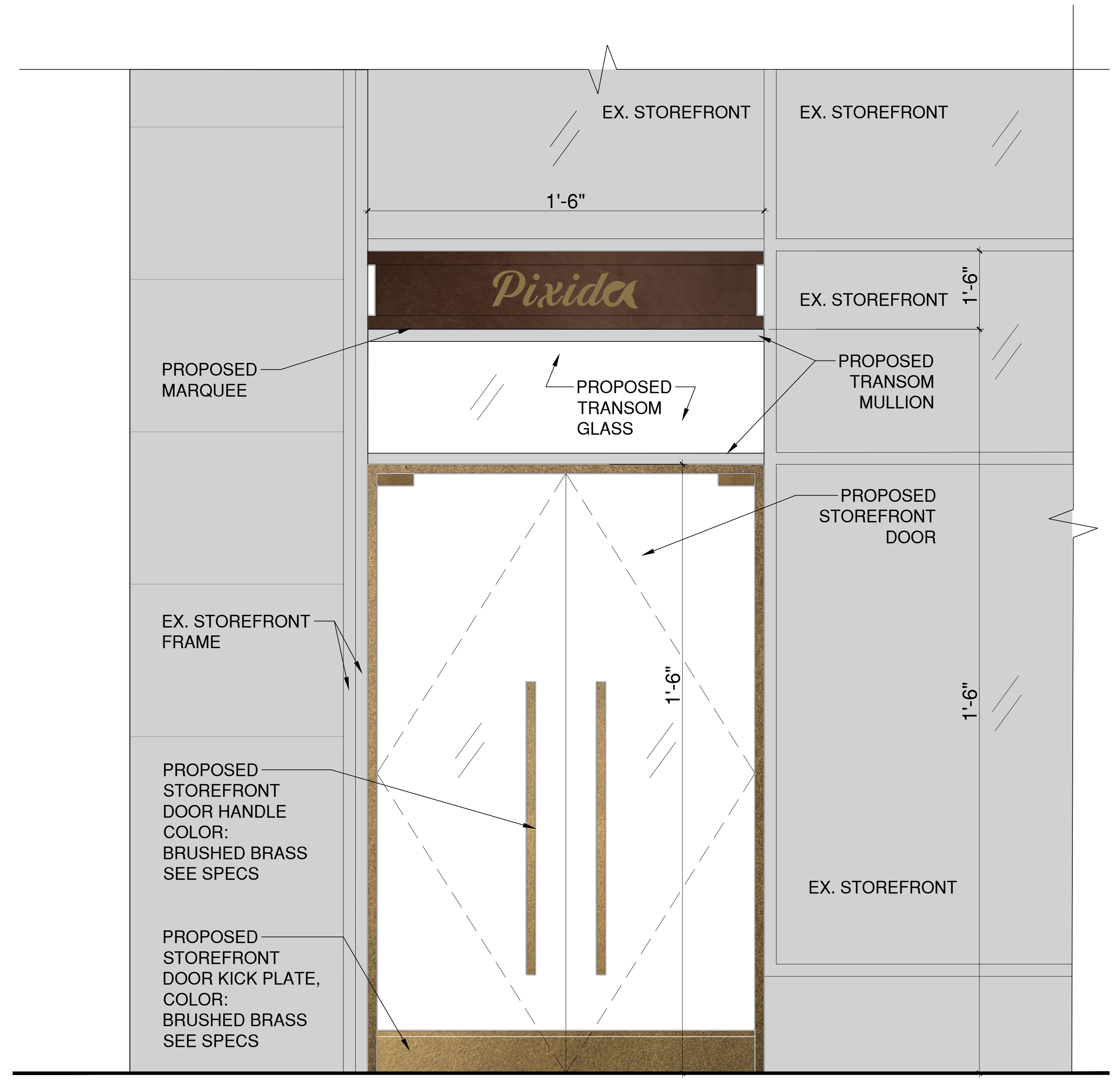
3 DEEP BRONZE COLOR
SCALE: N.T.S.

PILKINGTON

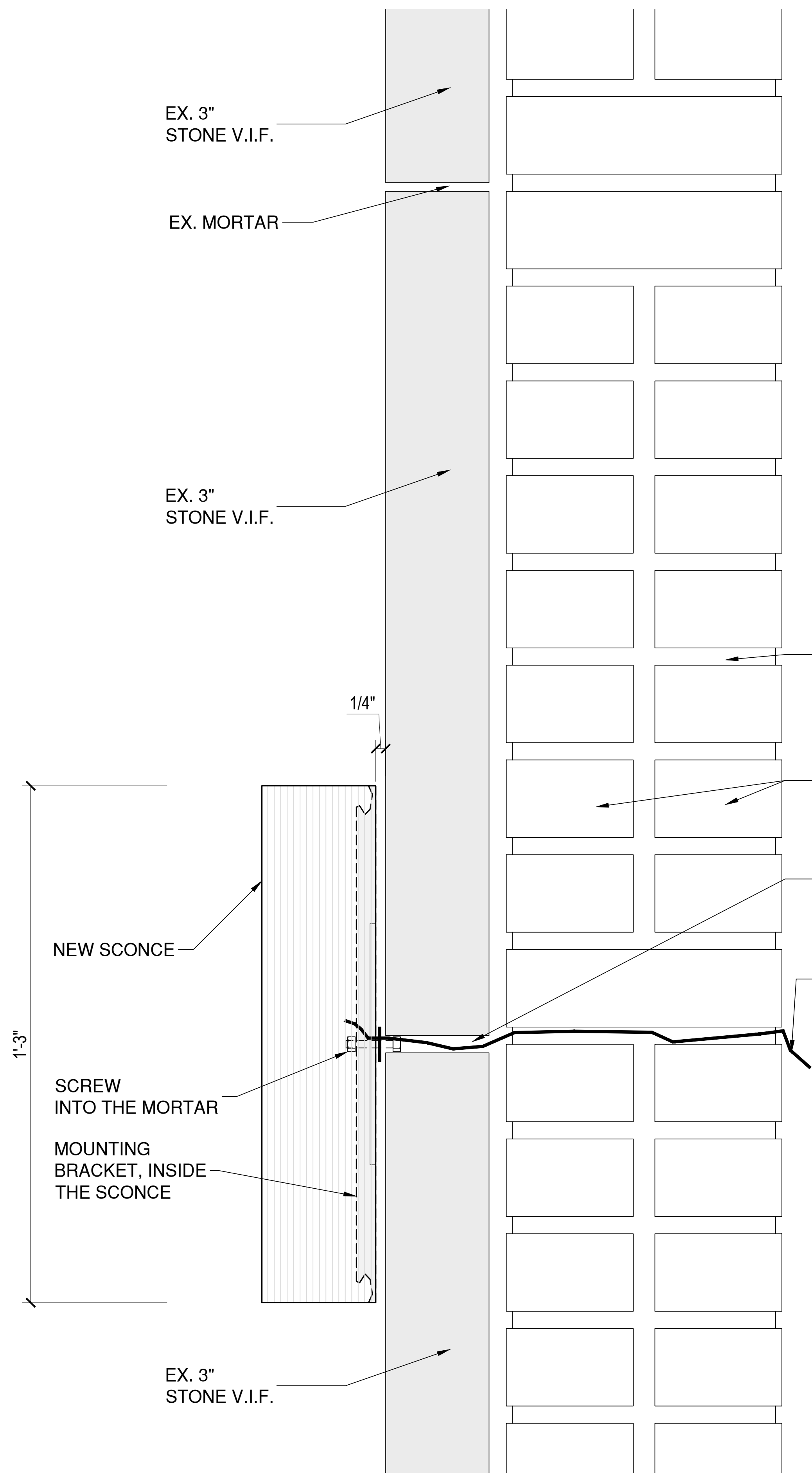
Outdoor Glazing: 6 mm (1/4") Pilkington Optifloat™ Clear
IFI: Air 13 mm (1/2")
Indoor Glazing: 6 mm (1/4") Pilkington Energy Advantage™ on the #2 surface

Nominal Total Thickness	mm 25	U-Factor Summer	(Wind °C) 1.87
	in 1	U-Factor Summer	(Btu/hr ft² °F) 0.33
Visible Light	Transmittance 73%	U-Factor Winter	(Wind °C) 1.87
		U-Factor Winter	(Btu/hr ft² °F) 0.33
Solar Energy	Exterior Reflectance 19%	Solar Heat Gain Coefficient	0.67
	Interior Reflectance 35%	Shading Coefficient	0.77
	Transmittance 18%		
	Reflectance 18%		
Damage-Weighted Trans. T _{SW} -ISO	0.07		
UV Transmittance	33%		

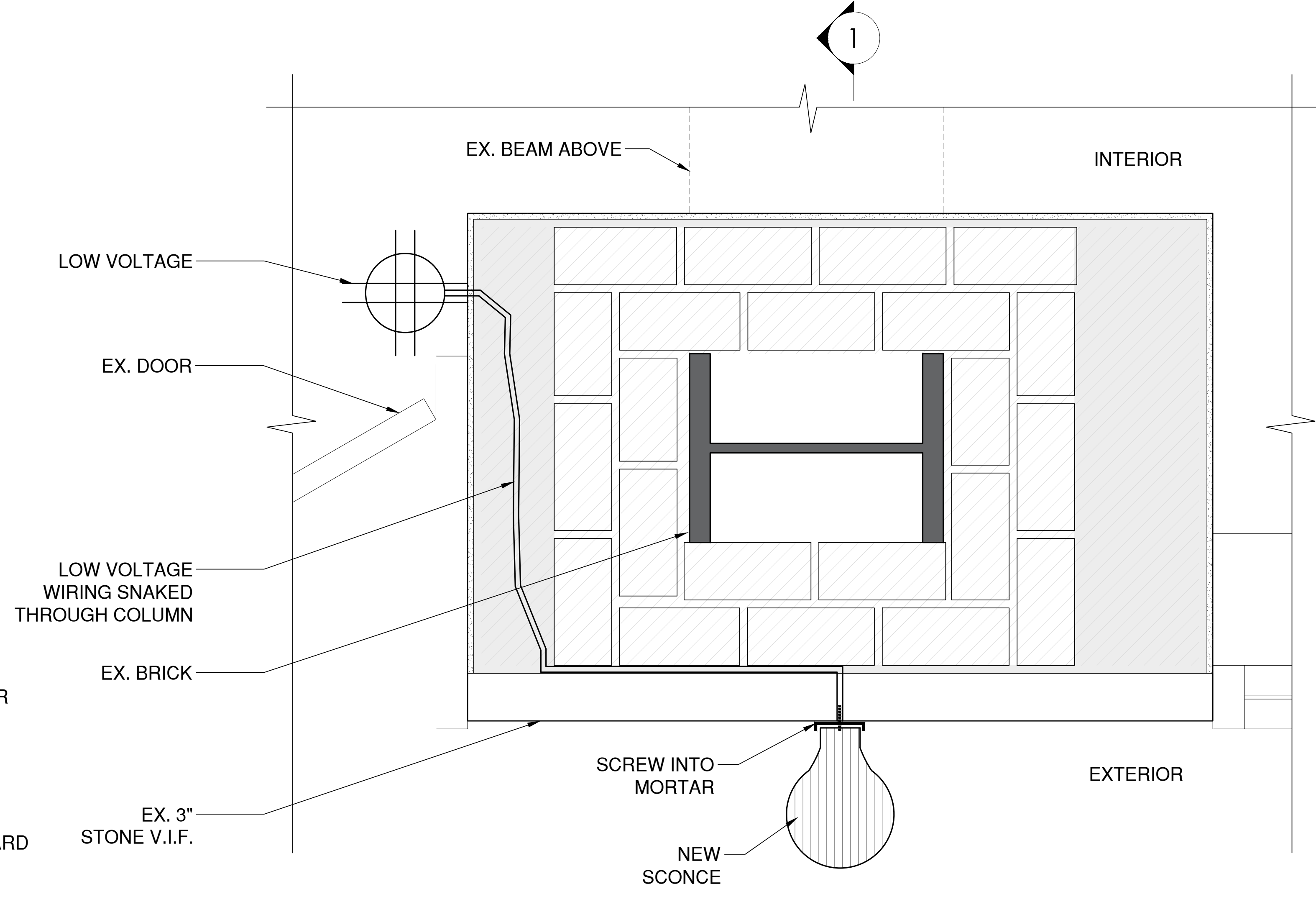
2 GLASS SPECS / COLOR
SCALE: N.T.S.



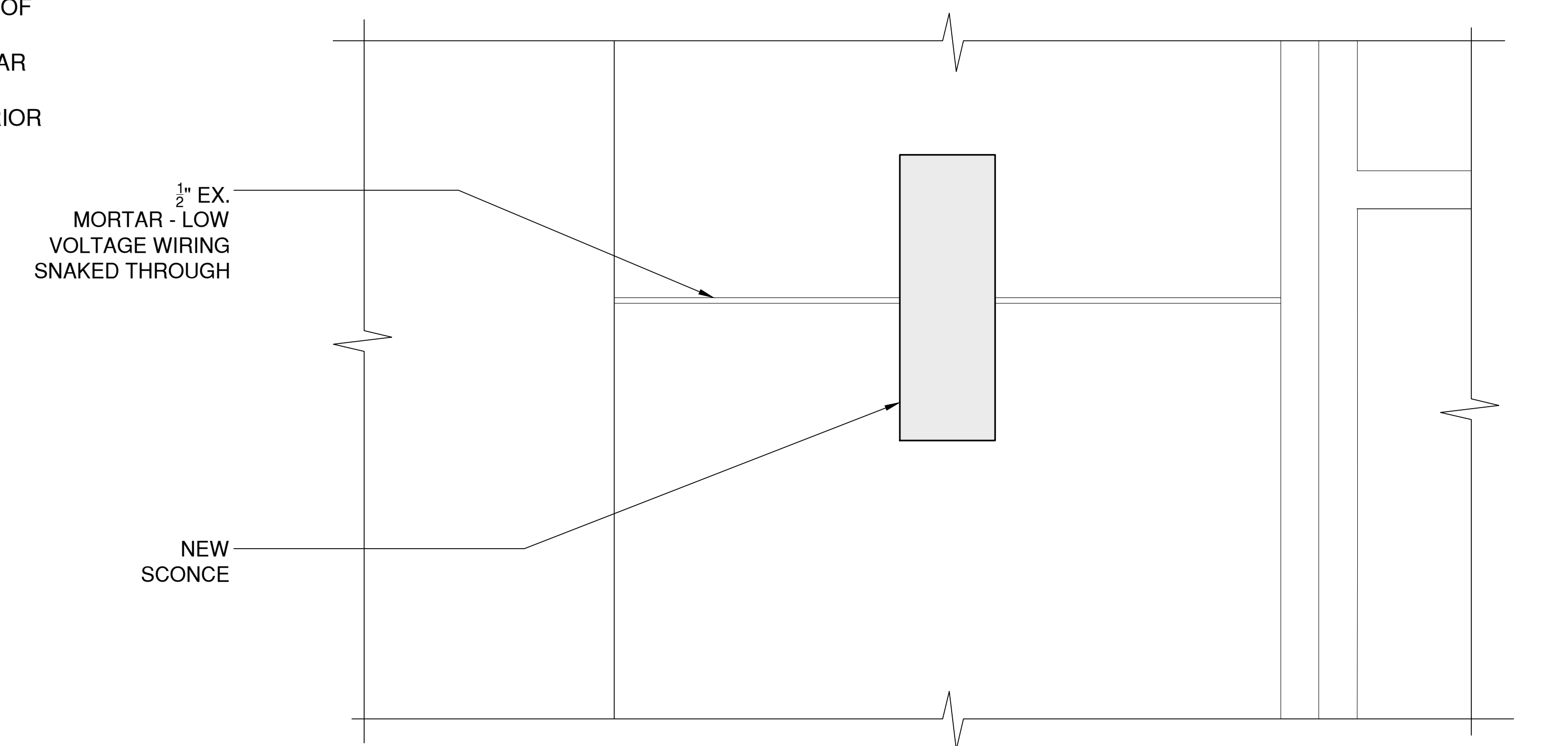
1 PROPOSED STOREFRONT ELEVATION
SCALE: 3/4"=1'-0"



1 ENLARGED SECTION
SCALE: 3" = 1'-0"



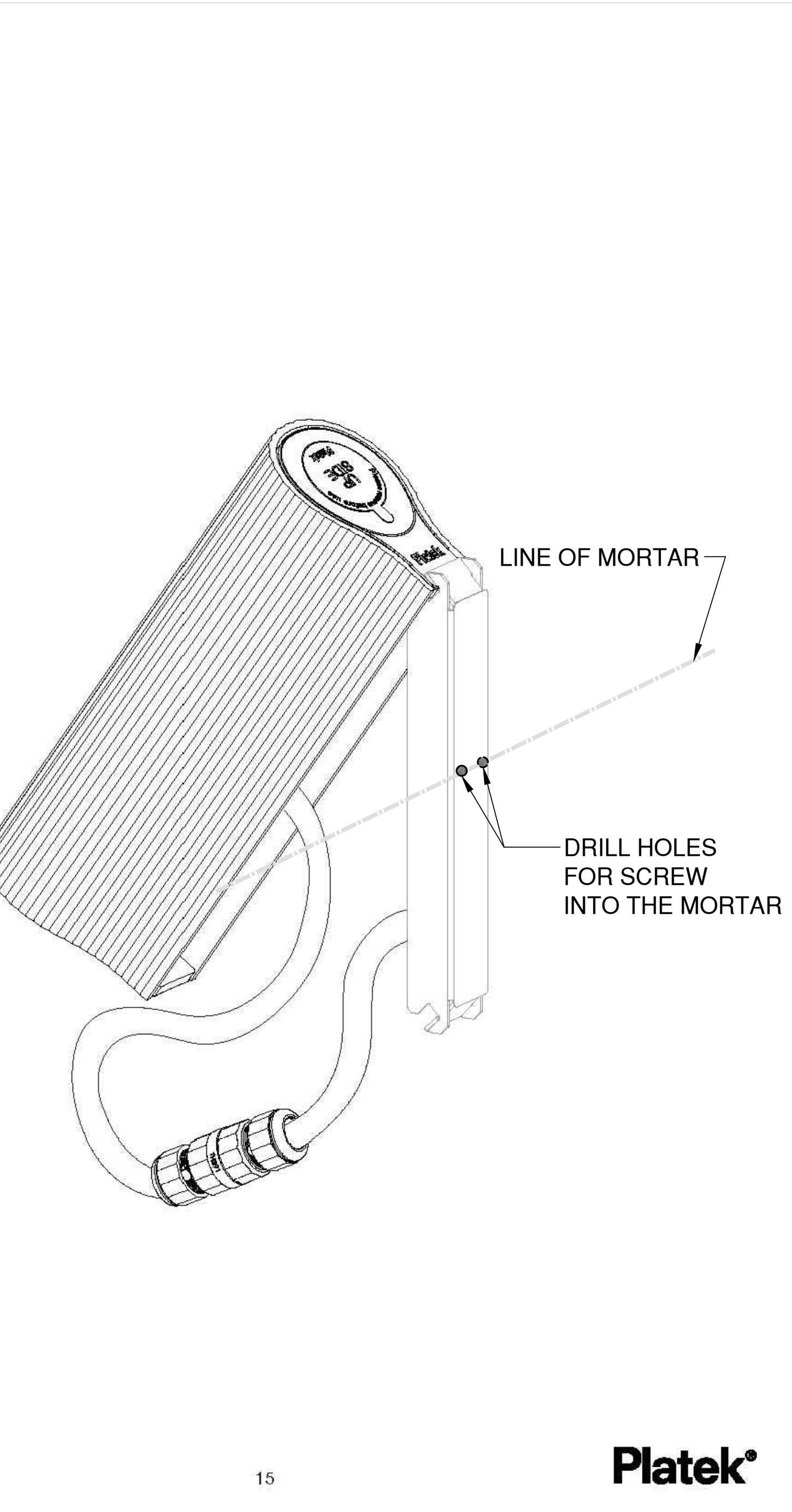
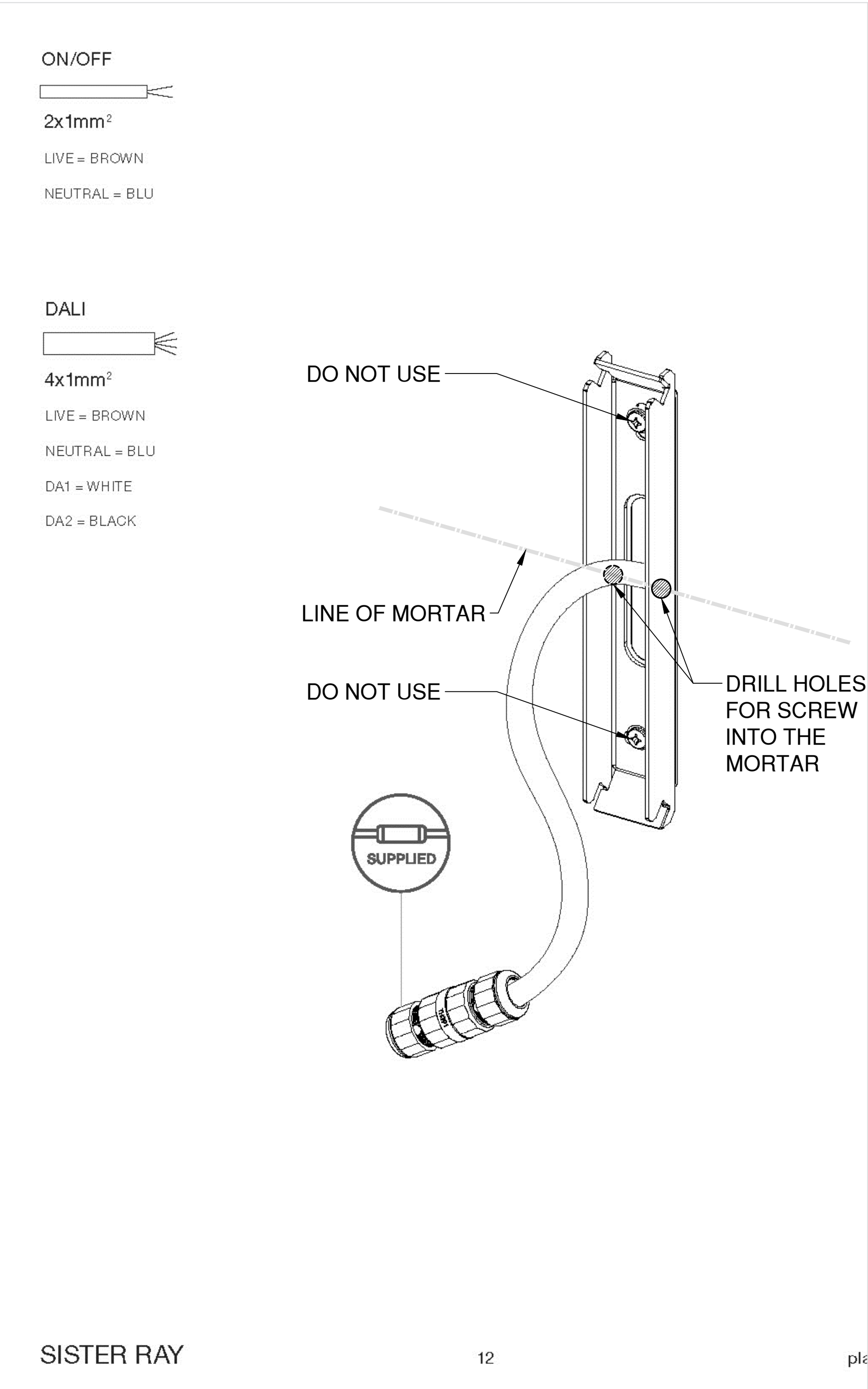
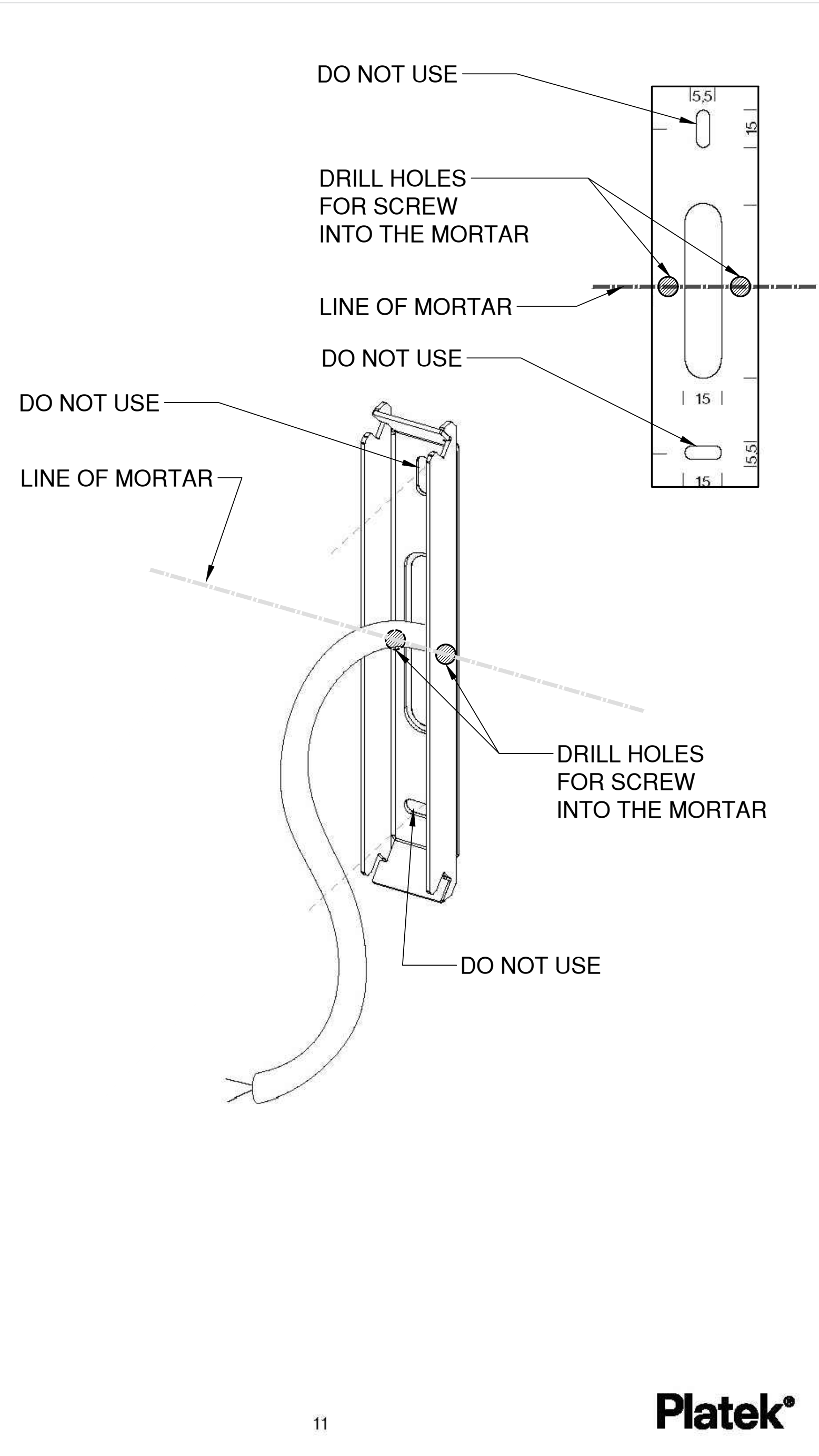
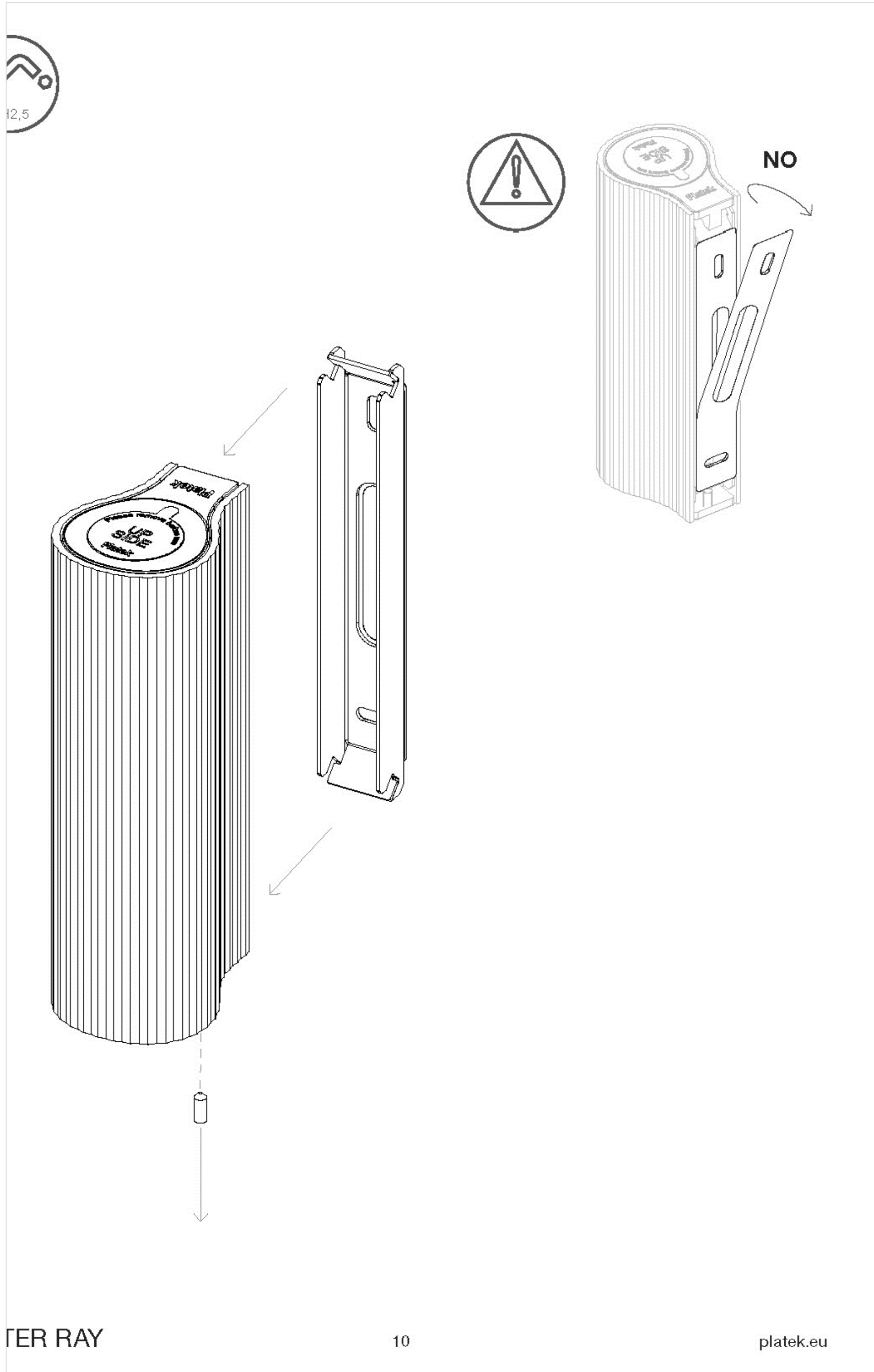
2 ENLARGED PLAN
SCALE: 3/4" = 1'-0"



3 ENLARGED ELEVATION
SCALE: 1/2" = 1'-0"



4 RENDERING - SCENCE
SCALE: N.T.S.



1 SCENCE INSTALLATION SPECS
SCALE: NTS



2 SCENCE COLOR
SCALE: N.T.S.

June 9, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-26-03094

245 Fifth Avenue – Madison Square North Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 165 868 4773

Passcode: 126605

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

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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.