

July 21, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-26-12386

601 Lexington Avenue – Citicorp Center (now 601 Lexington Avenue) including St. Peter's Lutheran Church – Individual Landmark – Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 165 203 3961

Passcode: 648880

646-828-7666 US (New York)

833 435 1820 US Toll-free

833 568 8864 US Toll-free

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bxp

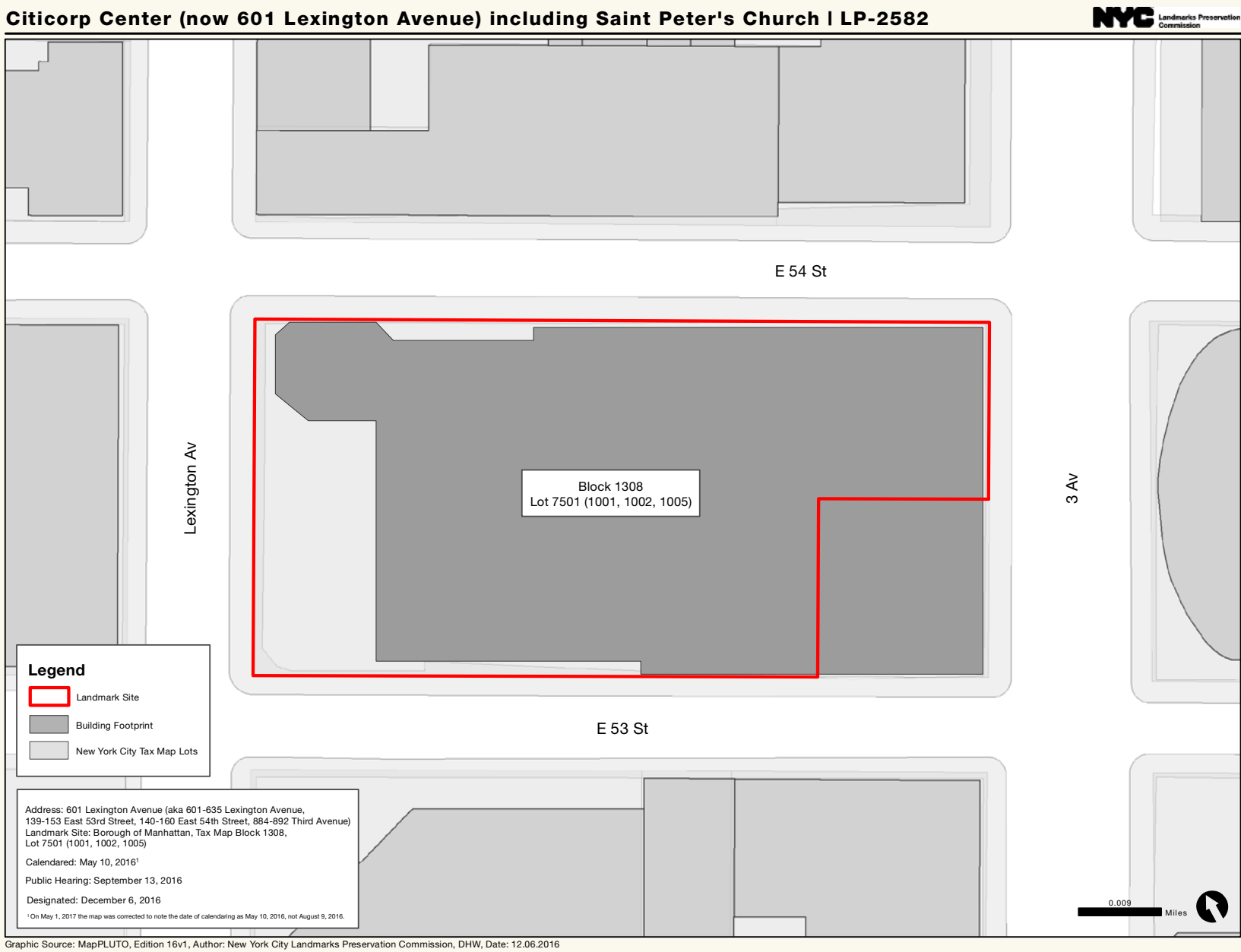
Landmarks Presentation

JUNE 22, 2026

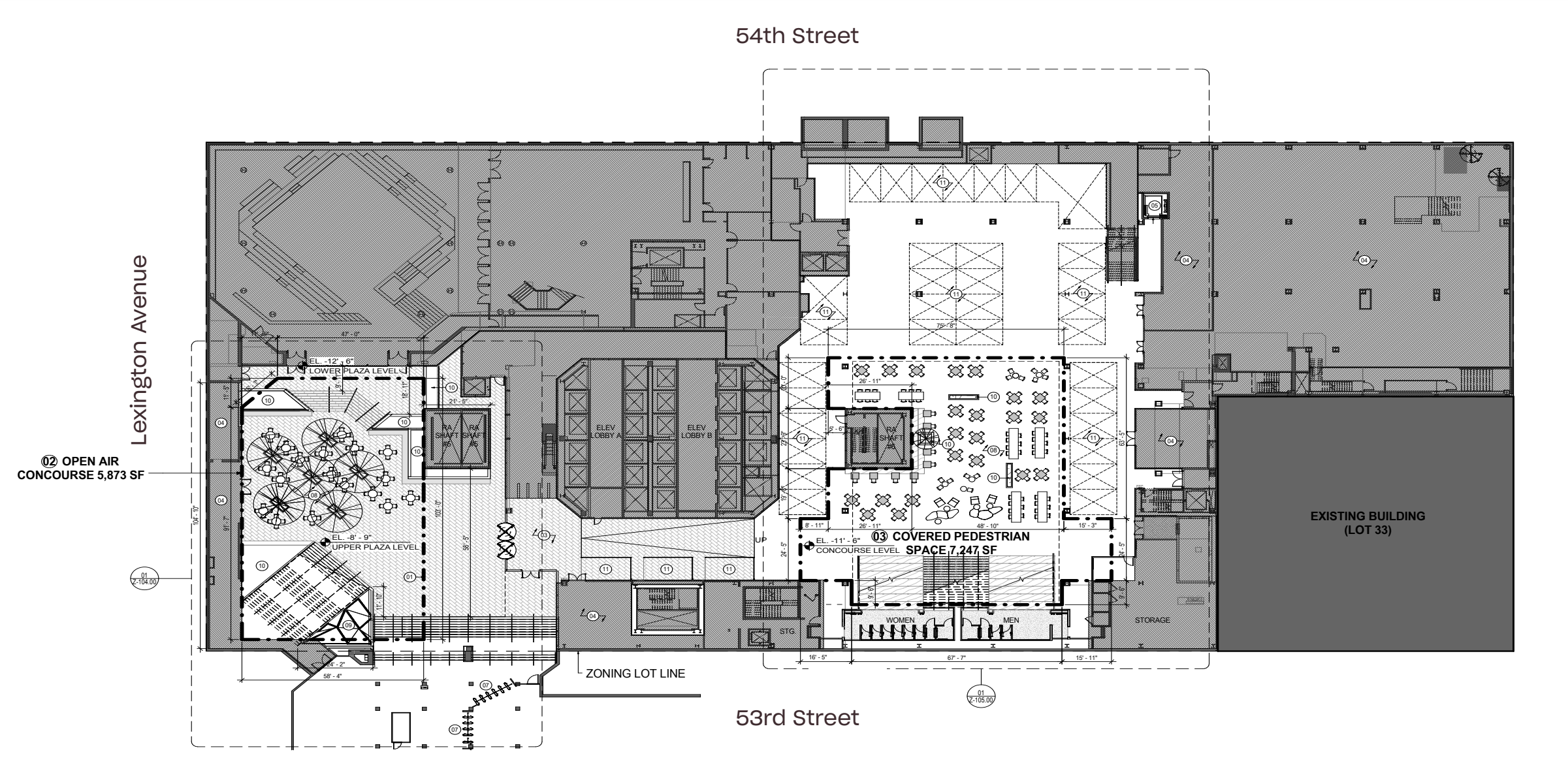
THE

FF
GG
II

Site Map



The Hugh Food Hall

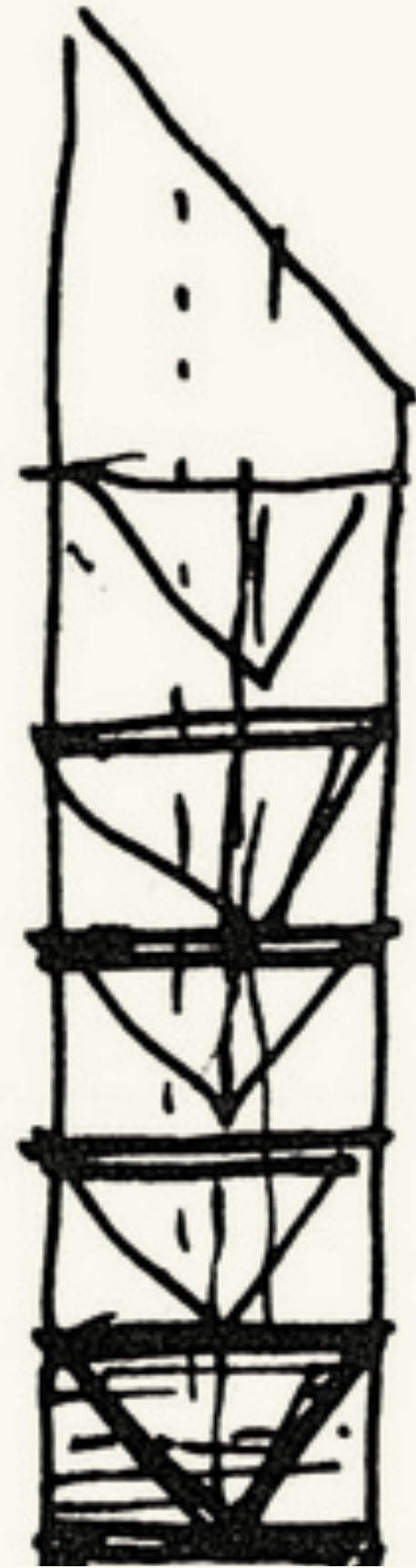


HUGH Identity & Branding

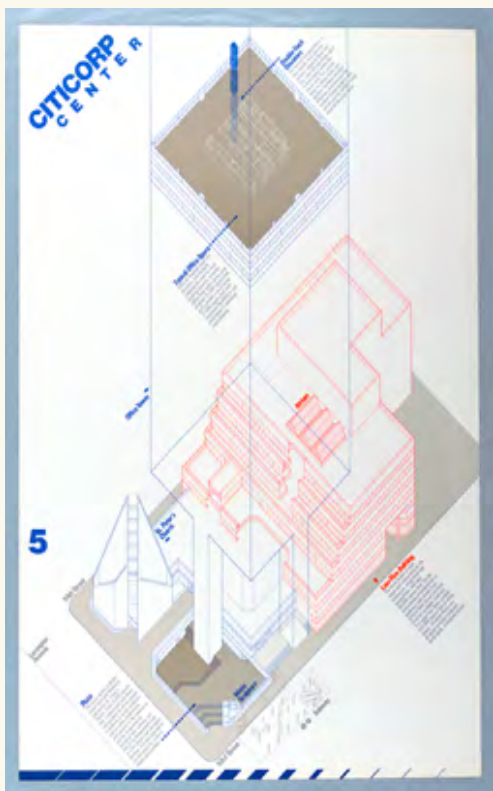


THE
HUGH

A Symbol Inspired by the Architecture



Myriad Expressions of Identity Across Three Decades



Around the world
will soon be
around the block.

Just as we call New York the center of the world, you'll soon call The Market at Citicorp Center the center of New York. Enter the magnificent sky-lit atrium and you'll find New York's newest, most exciting shops and restaurants. It's the center of fine home furnishings and the place for mouth-watering feasts and international cuisine. The Market. Open seven days a week. Minutes away by train, bus, tram or foot. The Market. Opening soon at Citicorp Center, where the distinctive sloping roof has changed the New York skyline and where a world of high quality and modest prices waits inside.

You'll discover around the world is just around the block at The Market. Between Lexington and Third Avenues and 53rd and 54th Streets.

The MARKET
AT CITICORP CENTER

There's nothing else like it, even in New York.

OCTOBER 31, 1977/NEW YORK 71

The MARKET
AT CITICORP CENTER



Varied Expressions of the Identity

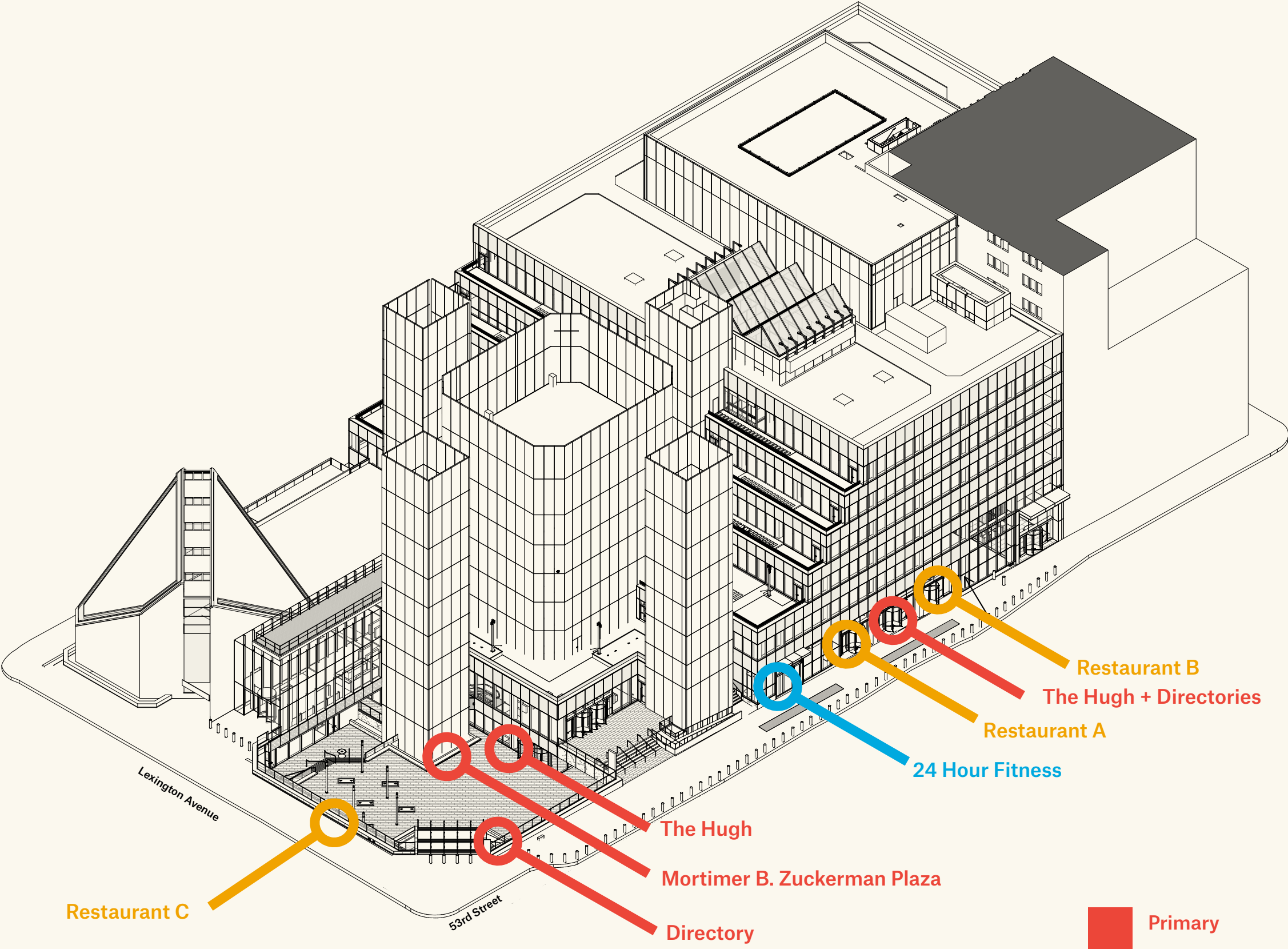
(Derived from the architecture)



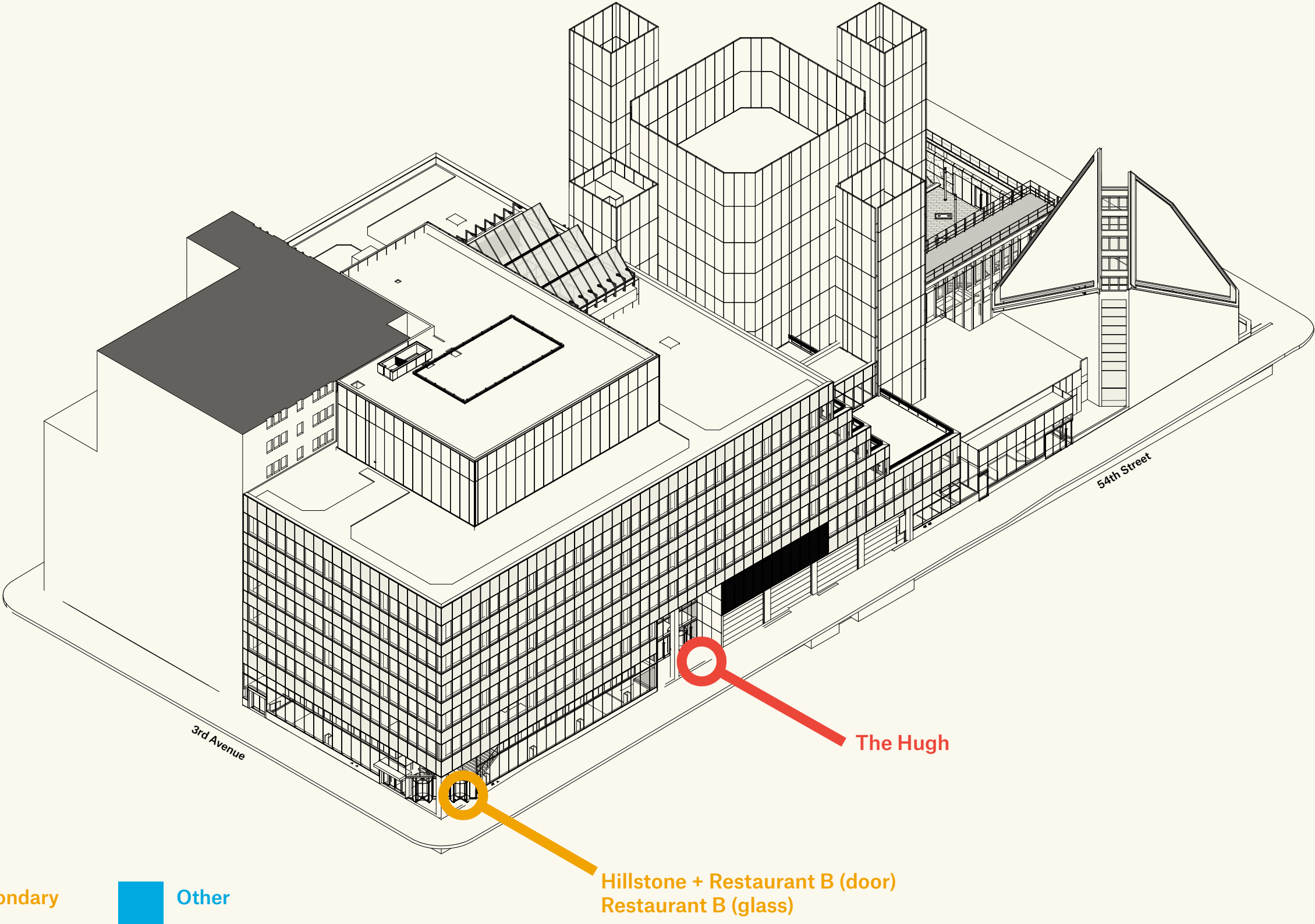
Revised Exterior Wayfinding System Review



2019 Signage Scope

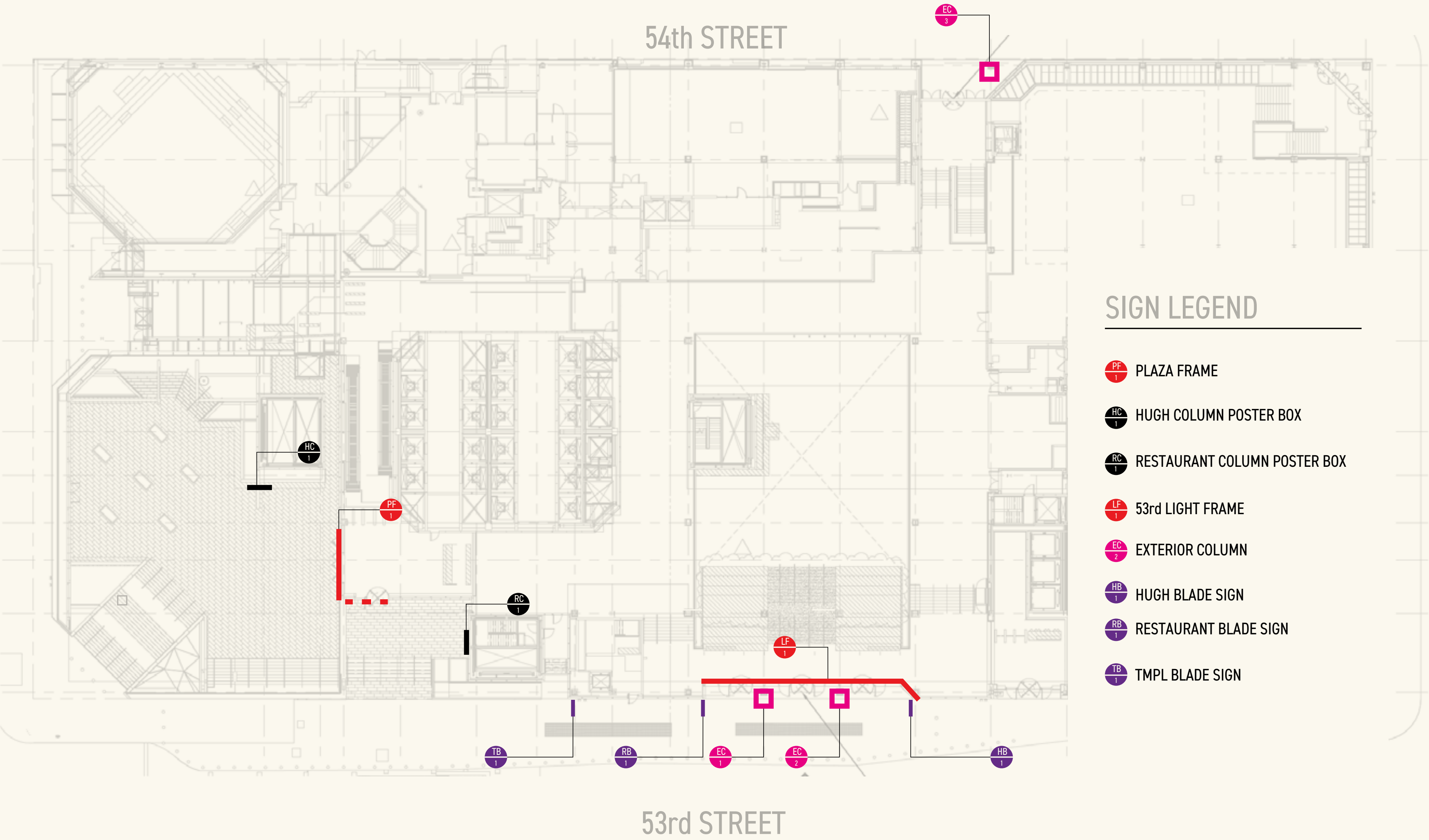


53rd Street and Lexington Avenue View



54rd Street and Third Avenue View

Proposed Exterior Signage Location Plan



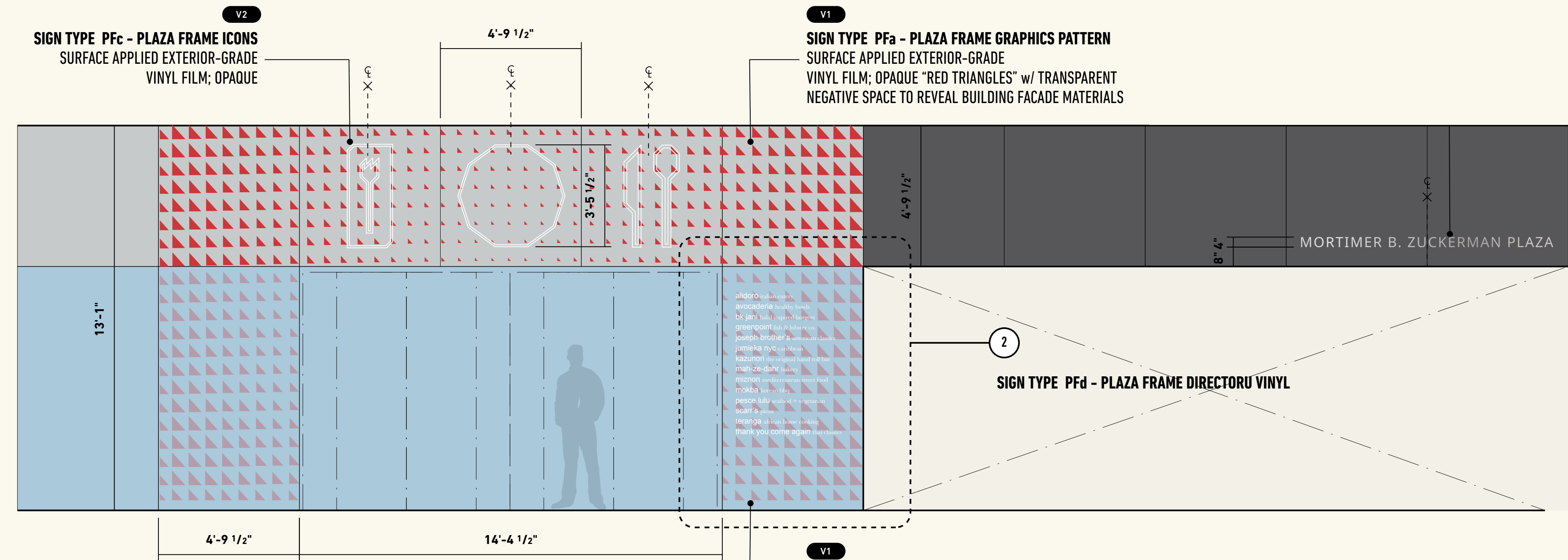
Plaza Current Condition



Proposed Plaza Rendering



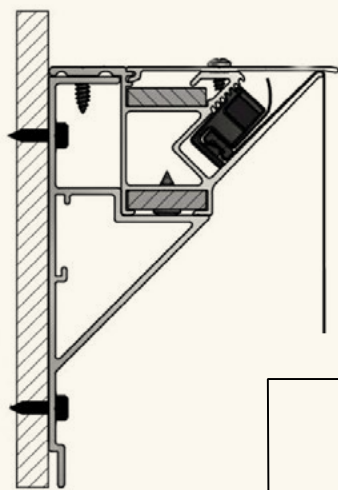
Proposed Plaza Frame



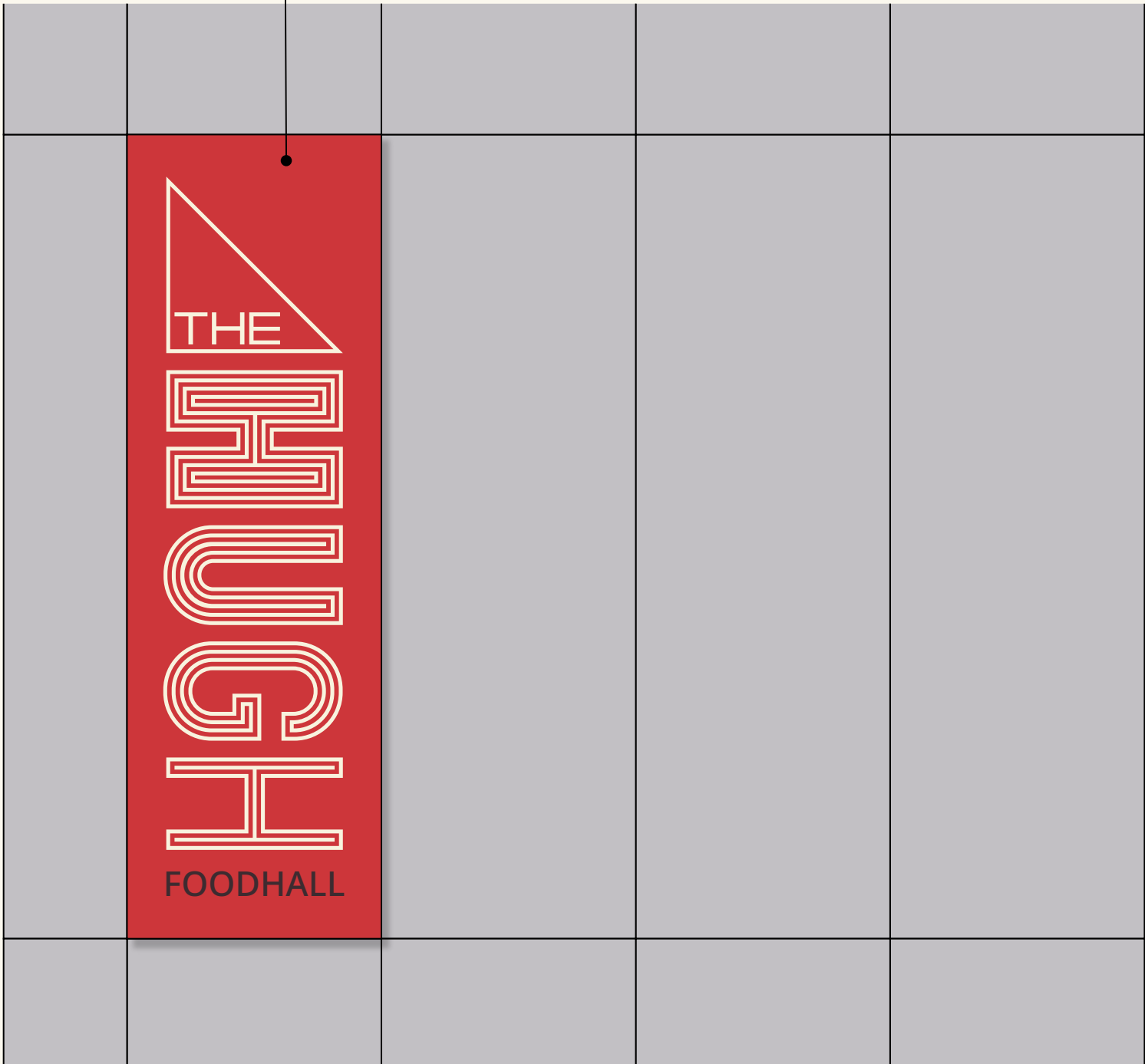
Proposed Poster Boxes



Current



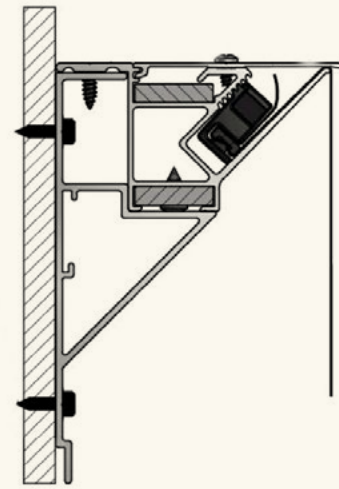
2" DEEP; TENSION STRETCH EXTERIOR GRADE METAL FRAME & VINYL PANEL;
POSTER BOX; CHANGEABLE CONTENT; ALIGN TO ARCHITECTURAL SEAM;
MECHANICALLY FASTENED TO FACADE
WEST SUPER-COLUMN DEDICATED HUGH SIGNAGE



1 SIGN TYPE HC - HUGH COLUMN POSTER BOX
scale: 1/4" = 1' - 0"

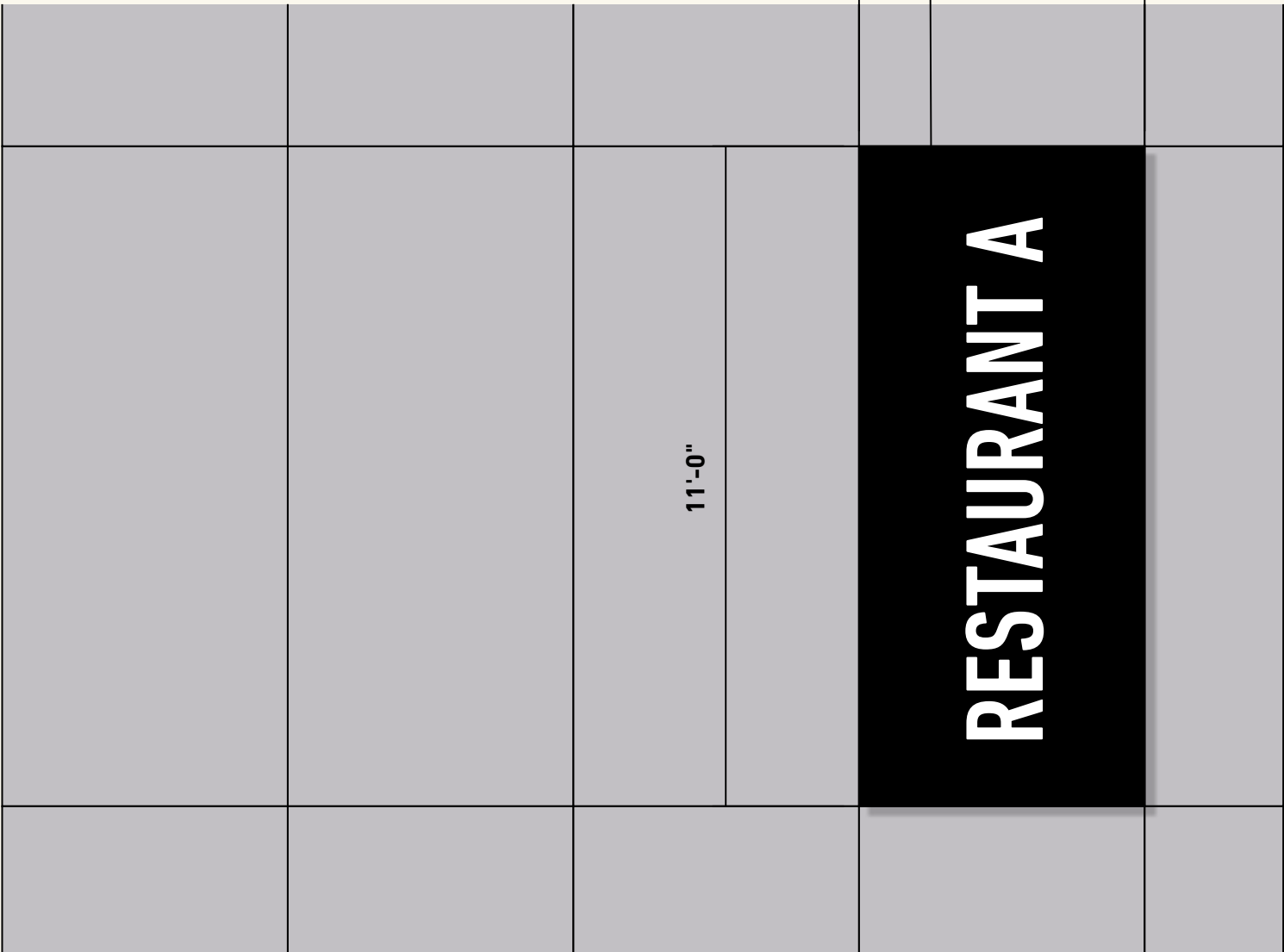


Current



2" DEEP; TENSION STRETCH EXTERIOR GRADE METAL FRAME & VINYL PANEL;
POSTER BOX; CHANGEABLE CONTENT; ALIGN TO ARCHITECTURAL SEAM;
MECHANICALLY FASTENED TO FACADE

CONTENT AND LETTER STYLE
TO BE DETERMINED BY TENANT / OWNER.
SOUTH SUPER-COLUMN DEDICATED TO RESTAURANT A



2 SIGN TYPE RC - RESTAURANT COLUMN POSTER BOX
scale: 1/4" = 1' - 0"

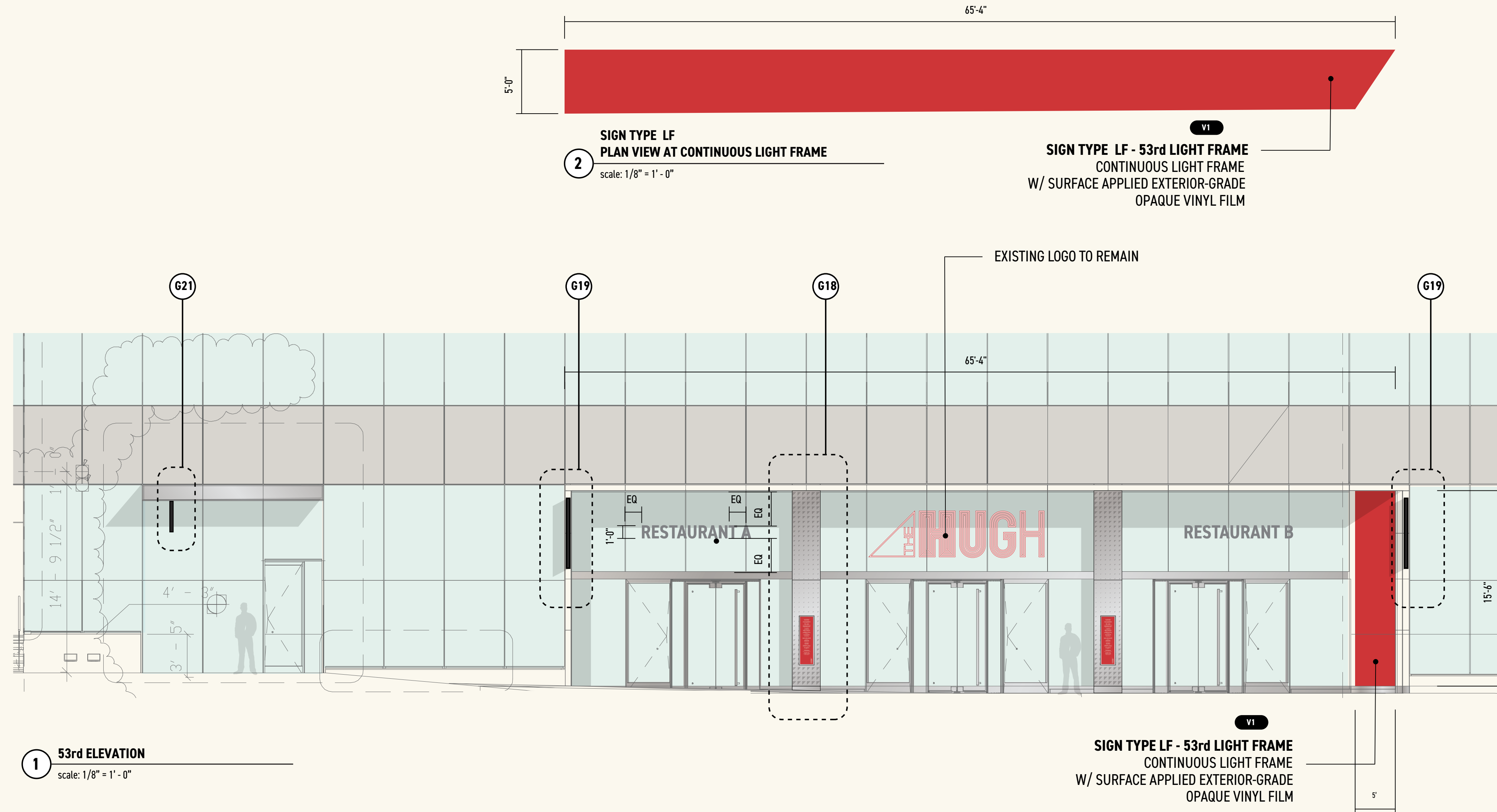
53rd Street Current Condition



Proposed 53rd Street Entry Rendering



Proposed Light Frame



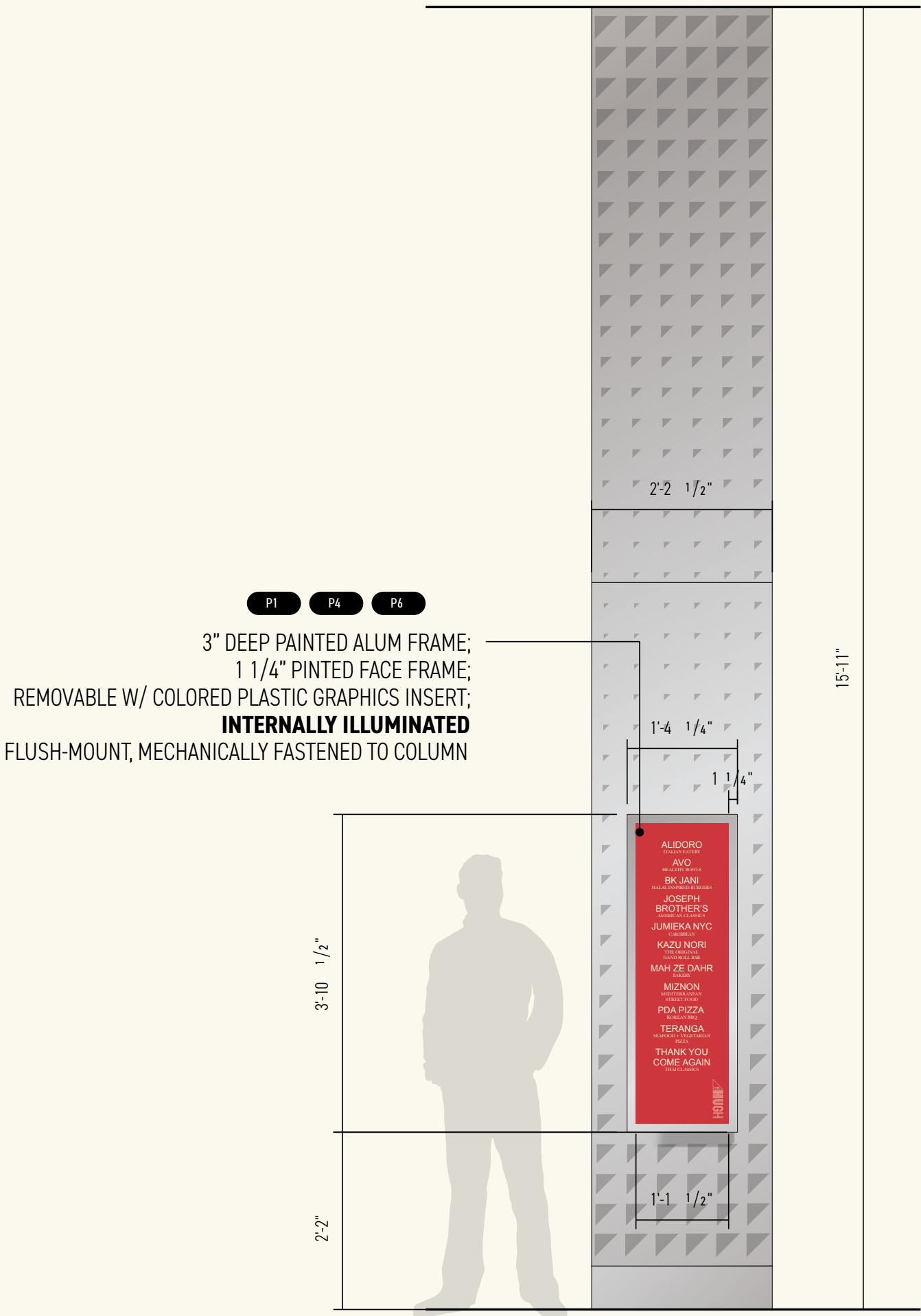
Proposed Exterior Column



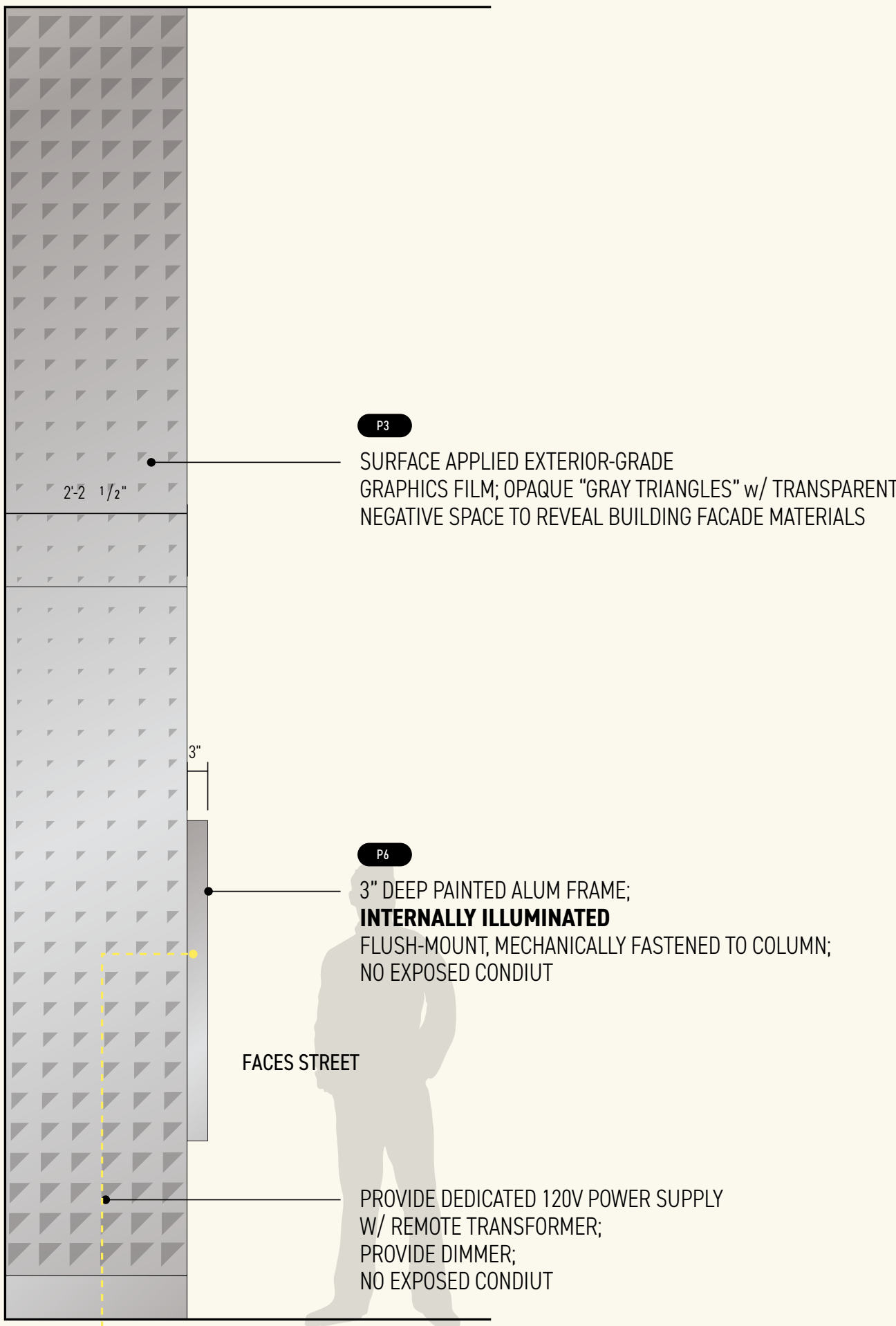
53rd Street



54th Street

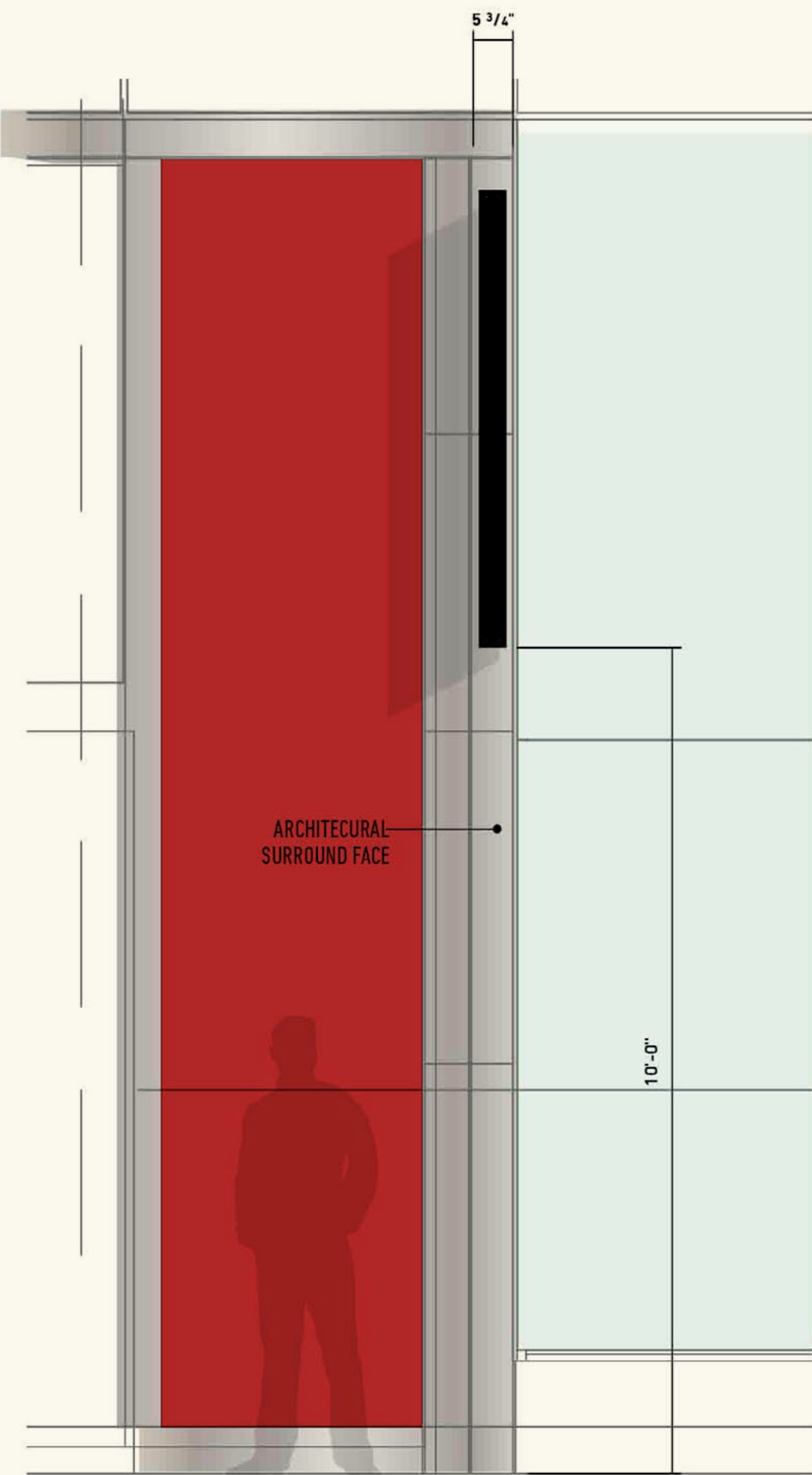


1 ELEVATION - FRONT
scale: 1/2" = 1' - 0"

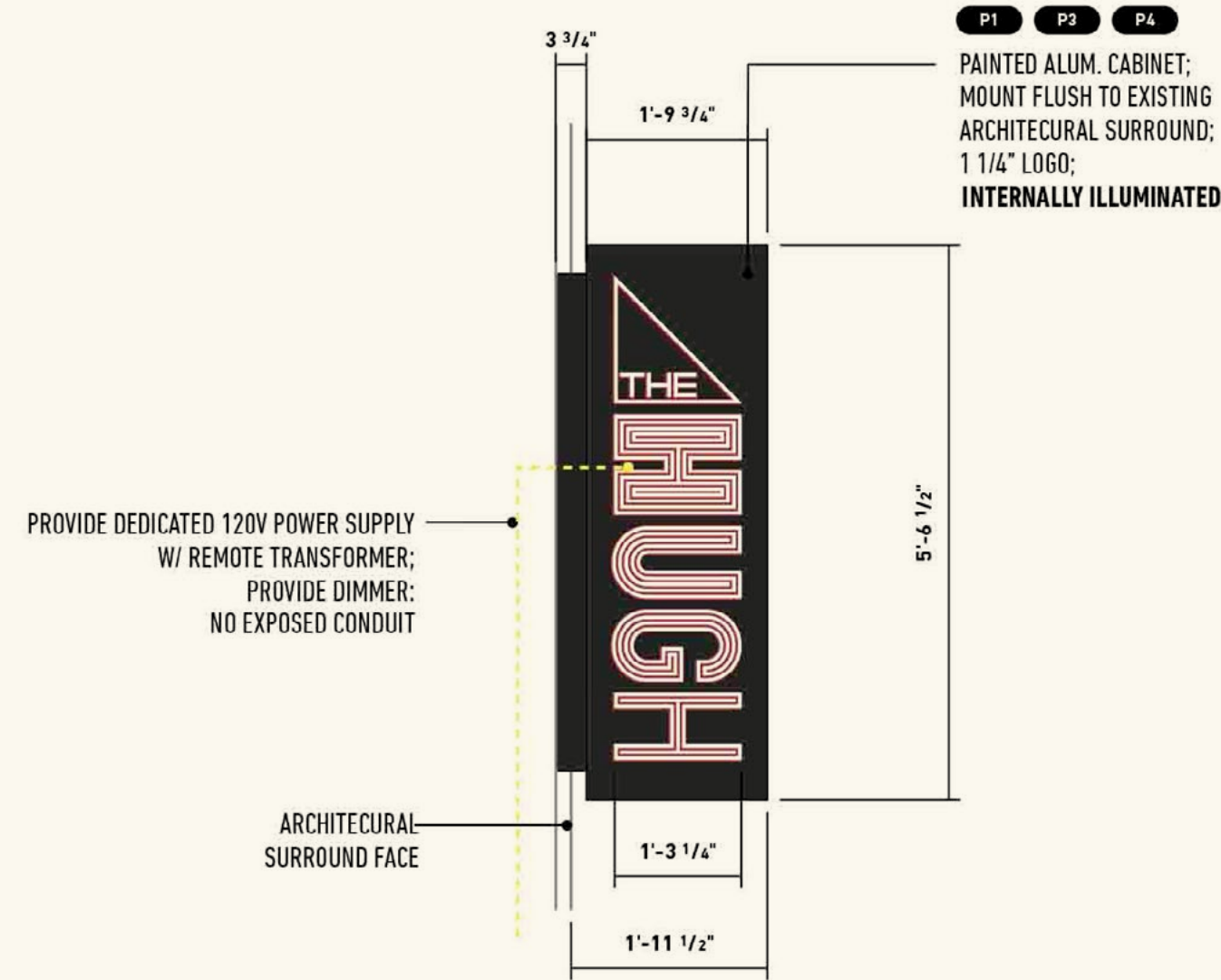


2 ELEVATION - SIDES
scale: 3/4" = 1' - 0"

Proposed Blade Signs



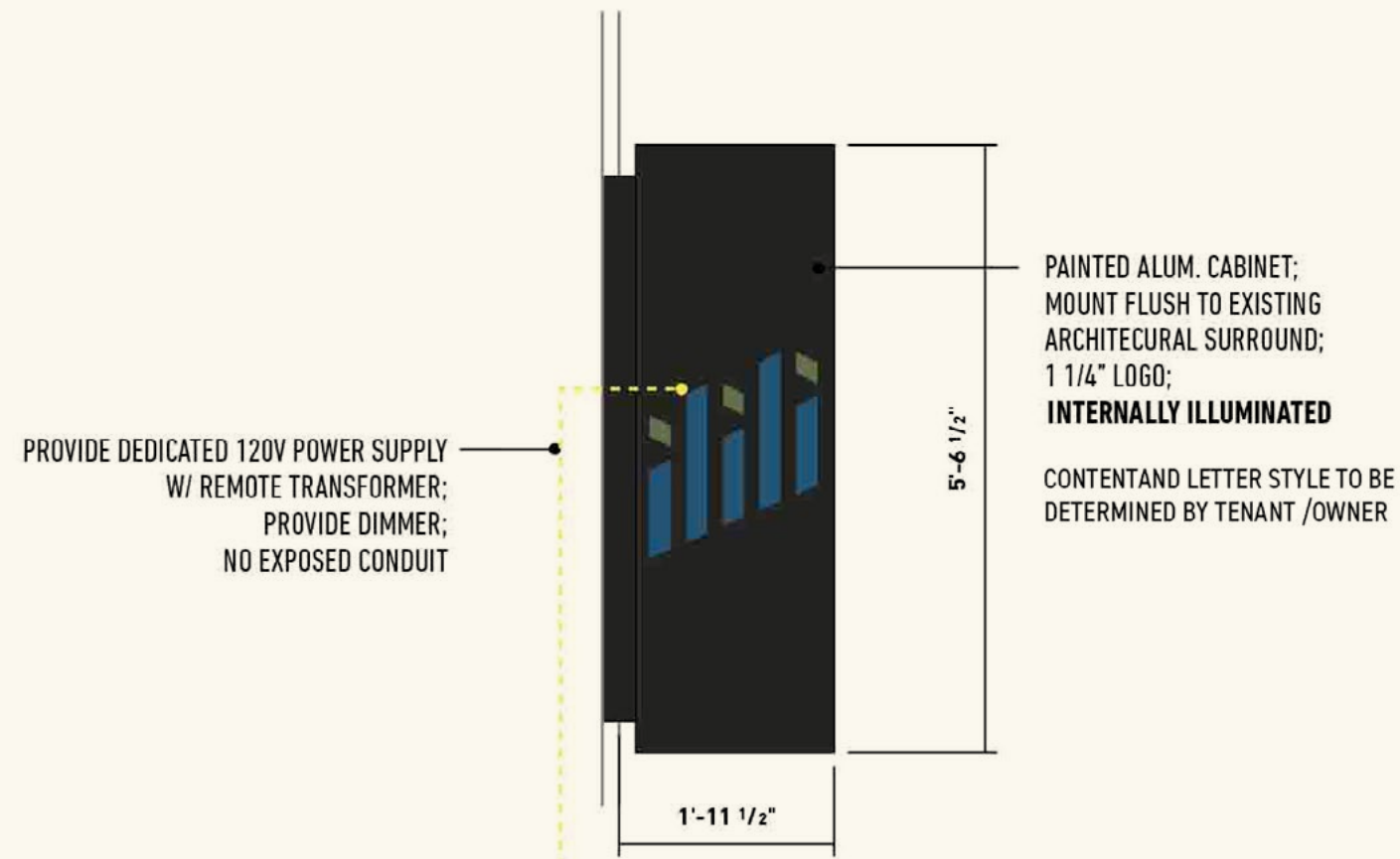
1 ELEVATION
scale: 3/4" = 1' - 0"



2 HB - HUGH BLADE - SIDE A
scale: 3/4" = 1' - 0"



3 HB - HUGH BLADE - END
scale: 3/4" = 1' - 0"



4 RB - RESTAURANT BLADE - FUTURE
scale: 3/4" = 1' - 0"



5 RB - RESTAURANT BLADE - FUTURE - END
scale: 3/4" = 1' - 0"

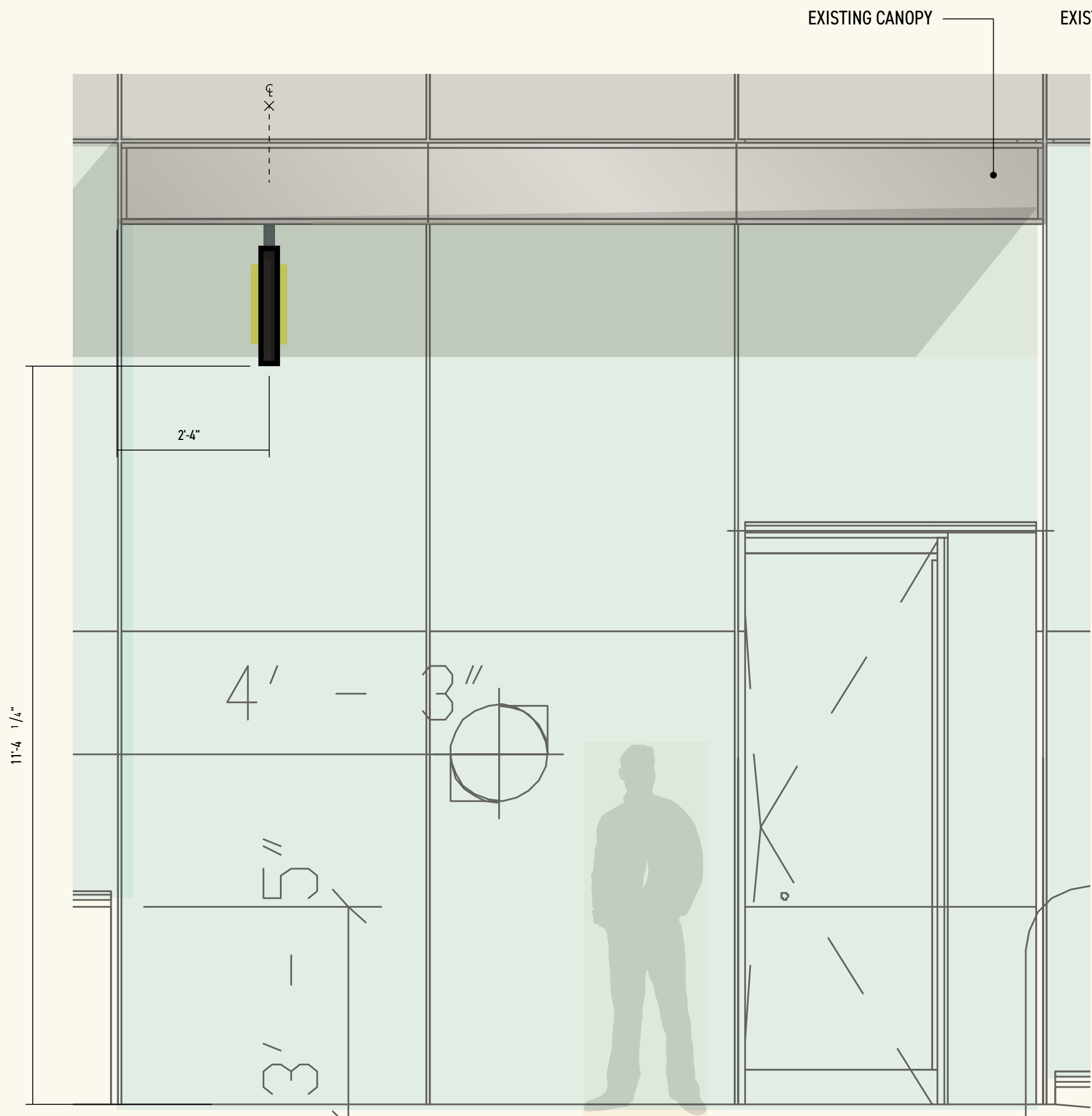
- FABRICATED ALUM CABINET
W/ INTERNAL ILLUMINATION
- PTD ALUM BASEPLATE
- ILLUM PUSH-THRU TEXT
- PTD ALUM SUPPORT ARM
- ILLUM ACRYLIC INSERT
- ILLUM PUSH-THRU TEXT
(MESSAGE VARIES)
- 3/8" ALUM BASE PLATE
MTD W/
3/8" HILTI HLC-HX SS ANCHOR X 3"
HLC-HX # 336247
- 16GA PLTC TO REMOTE
POWER SUPPLY
- 2 X 2 X 3/16" ALUM TUBE
- 2 X 1 X 1/8" ALUM CHANNEL
WELDED TO FRAME
- LINE OF PUSH-THRU TEXT
- Ø 1/4" WEEP HOLES @ 12" O.C.

TMPL 53rd Street Current Condition

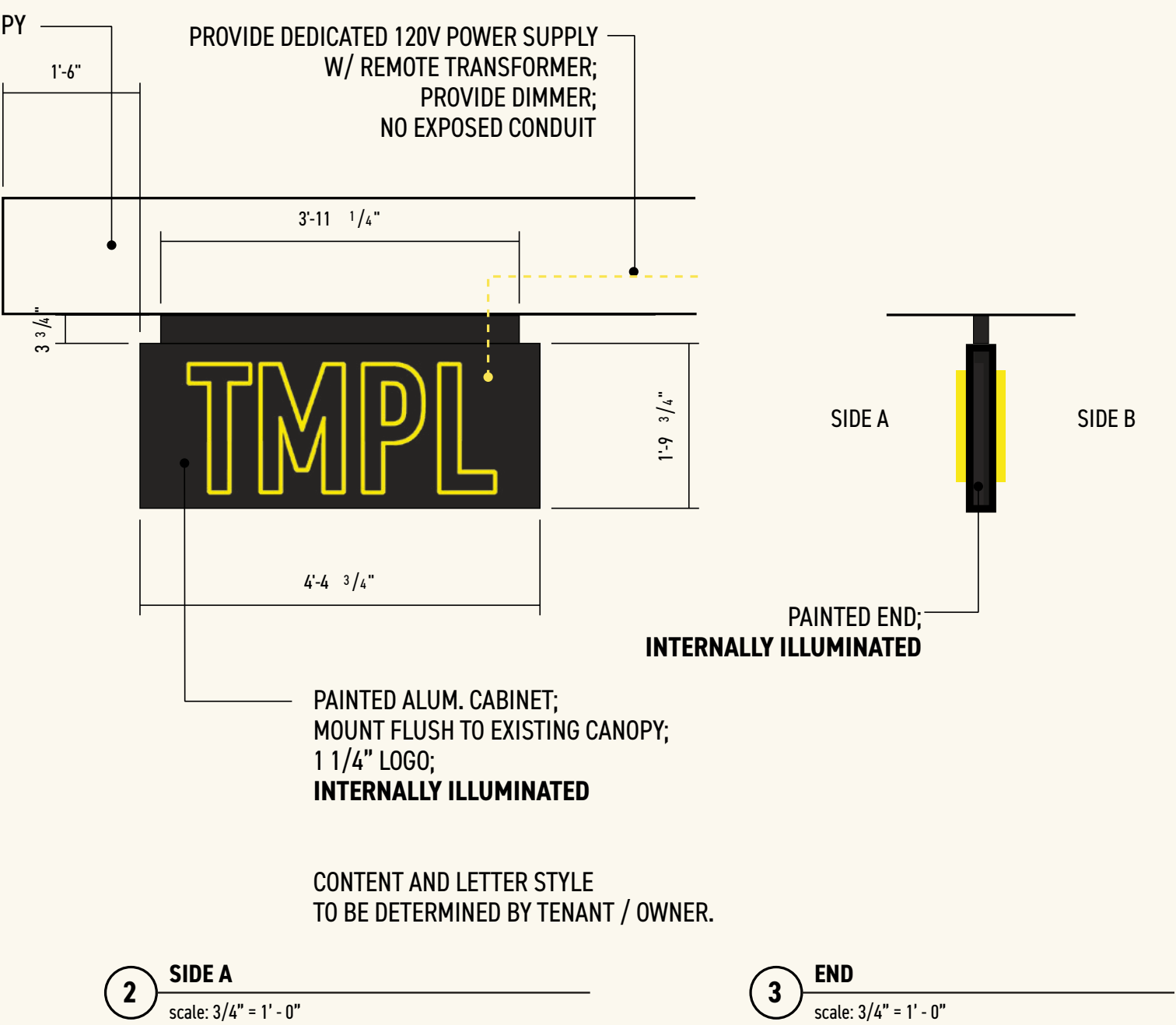


Proposed TMPL Blade Sign

53rd Street



1 ELEVATION
scale: 3/4" = 1' - 0"



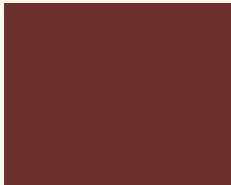
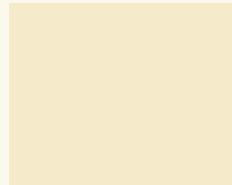
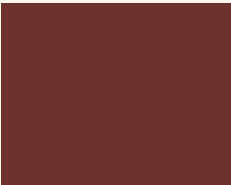
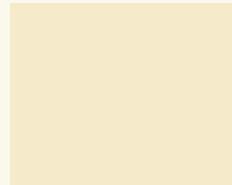
Project Materials

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Sharp Grotesk Book 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Sharp Grotesk Medium 20

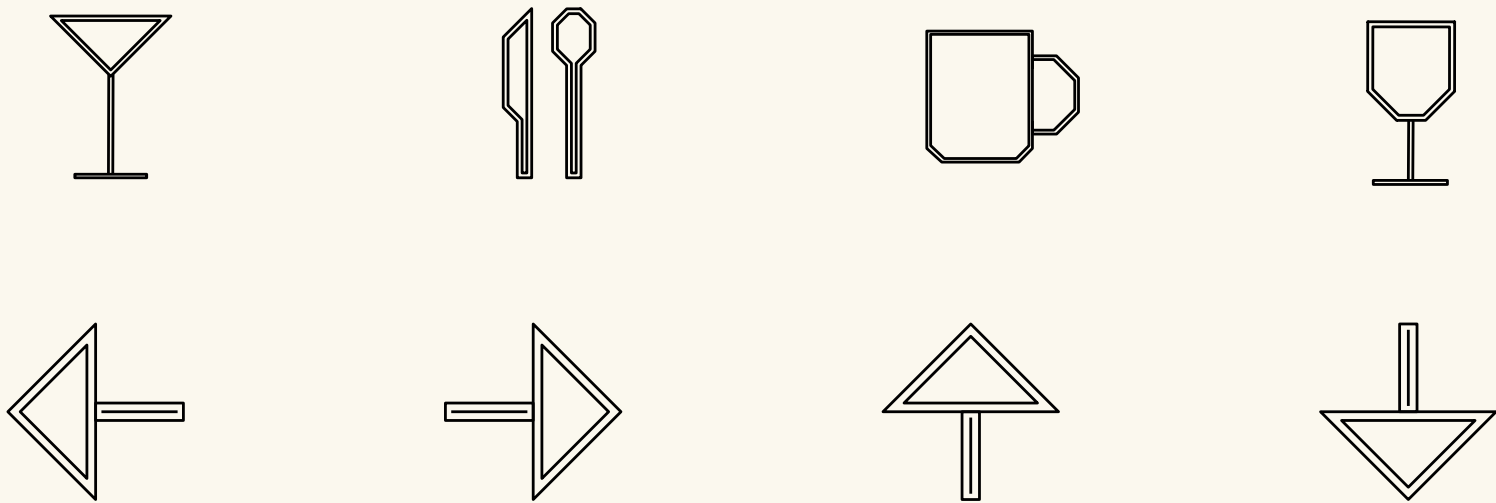
PROJECT COLORS & MATERIALS

					
P1 PMS 1797 Satin	P2 PMS 7629 Satin	P3 PMS Black 5 Satin	P4 PMS 7499 50% Tint Satin	P5 Matthews Paint MP 31645 Designer White Satin	P6 Matthews Paint MP 30136 Brushed Aluminum Satin
					
V1 TO MATCH P1 Matte	V2 TO MATCH P2 Matte	V3 TO MATCH P3 Matte	V4 TO MATCH P4 Matte	V5 TO MATCH P5 Matte	

LOGOS



ICONS



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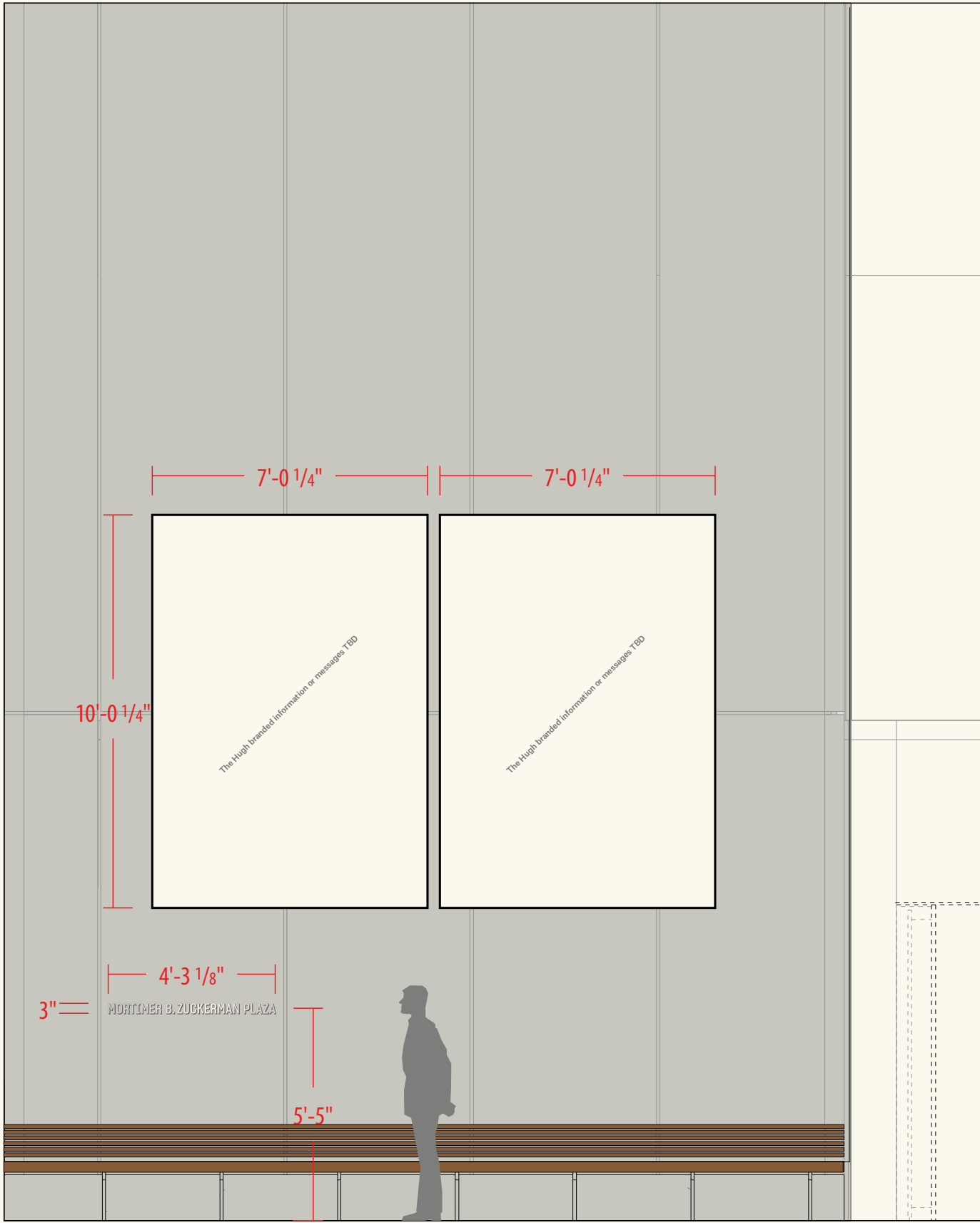
Appendix

THE
HUGH

Previously Approved Signage



Previously Approved MBZ Plaza Signage



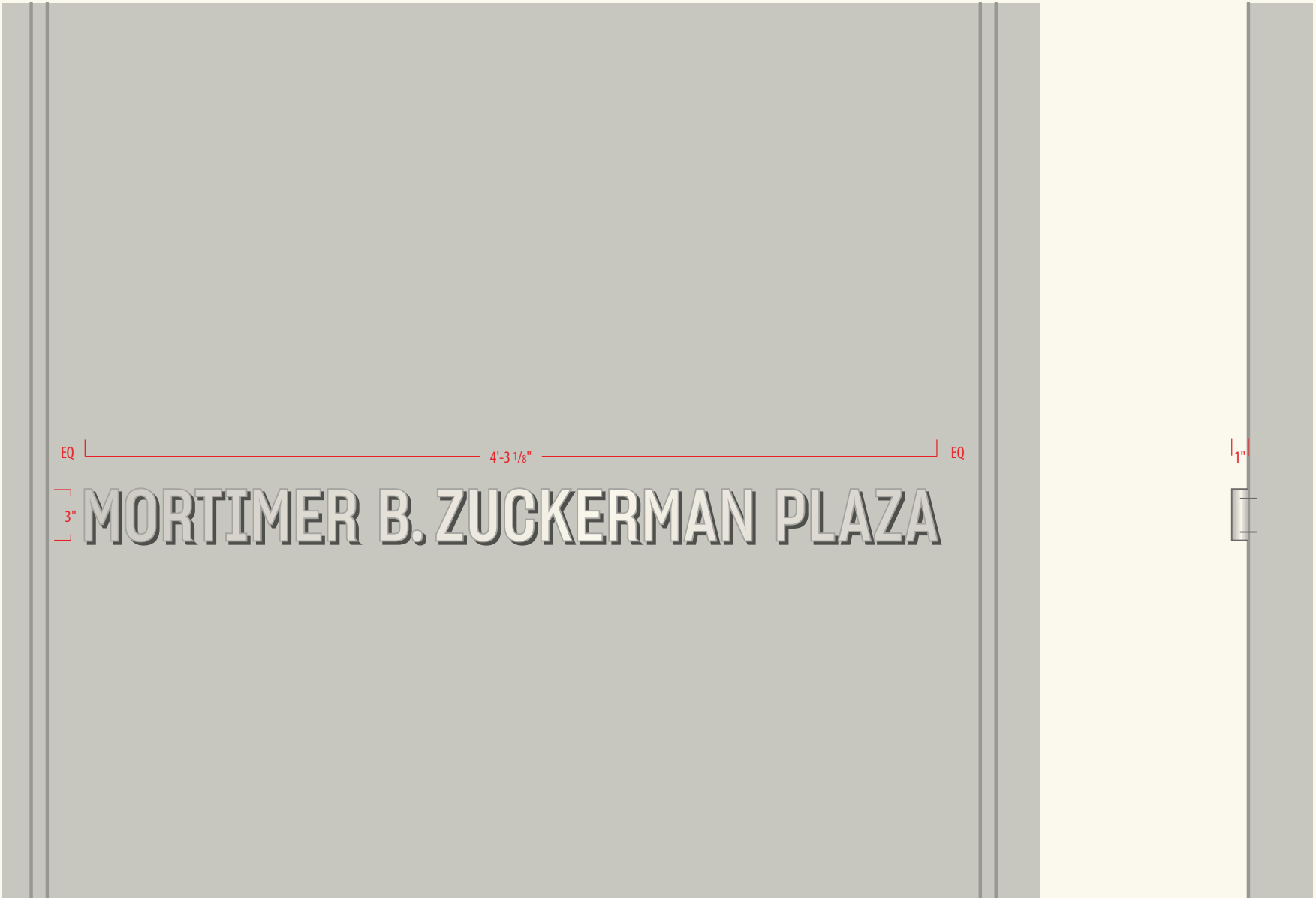
Proposed Signage

Mortimer B. Zuckerman Plaza:

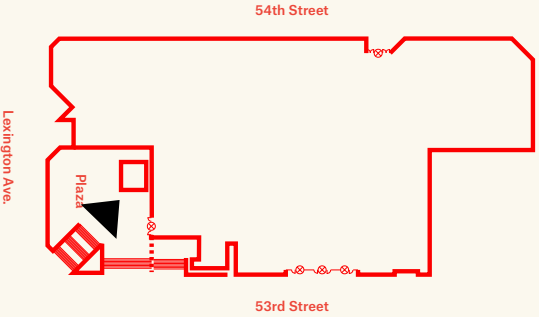
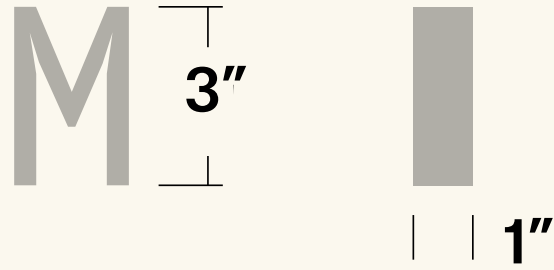
Waterjet-cut metal letters finished to match surrounding architectural cladding (painted aluminum) on letter face and 1" returns; Letters pin-mounted flush to architectural cladding on super column.

Note: Programmable poster frames to receive The Hugh branded information, tenant directories, or messages TBD.

Detail



Dimensionality detail

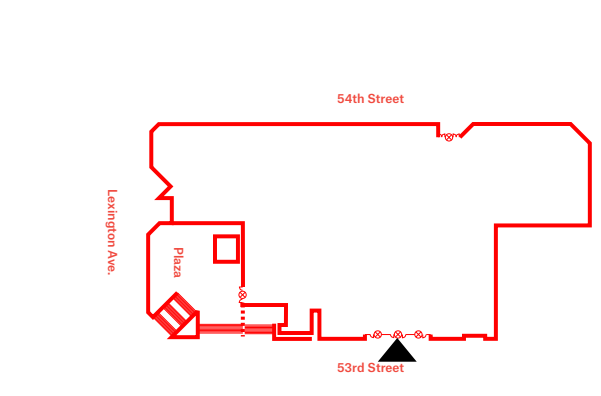


Previously Approved 53rd St Restaurants A & B

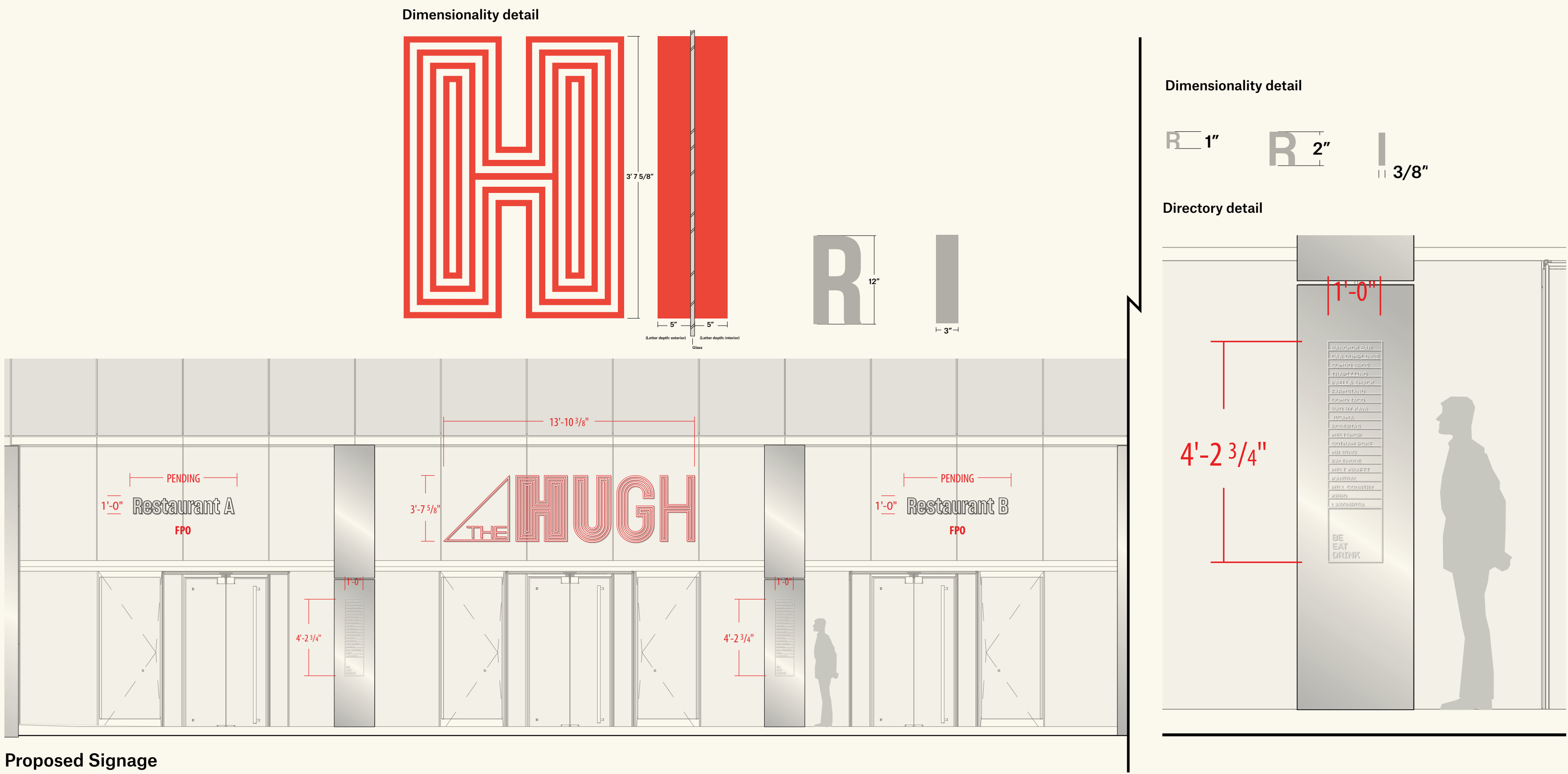
Proposed



Detail



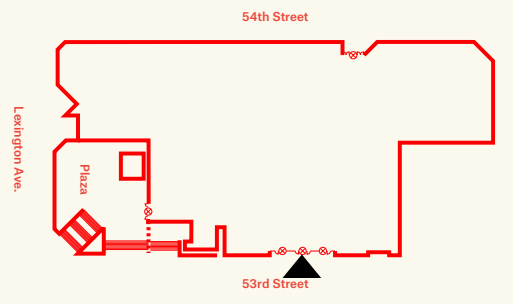
Previously Approved 53rd St Restaurants A & B



The Hugh
Fabricated hollow metal channel letter finished to match surrounding architectural cladding (painted aluminum) on letter face and anodized red to match Pantone Warm Red on 5" letter returns; Letters mounted to exterior and interior of storefront glazing to appear as though they're pushing through glazing.

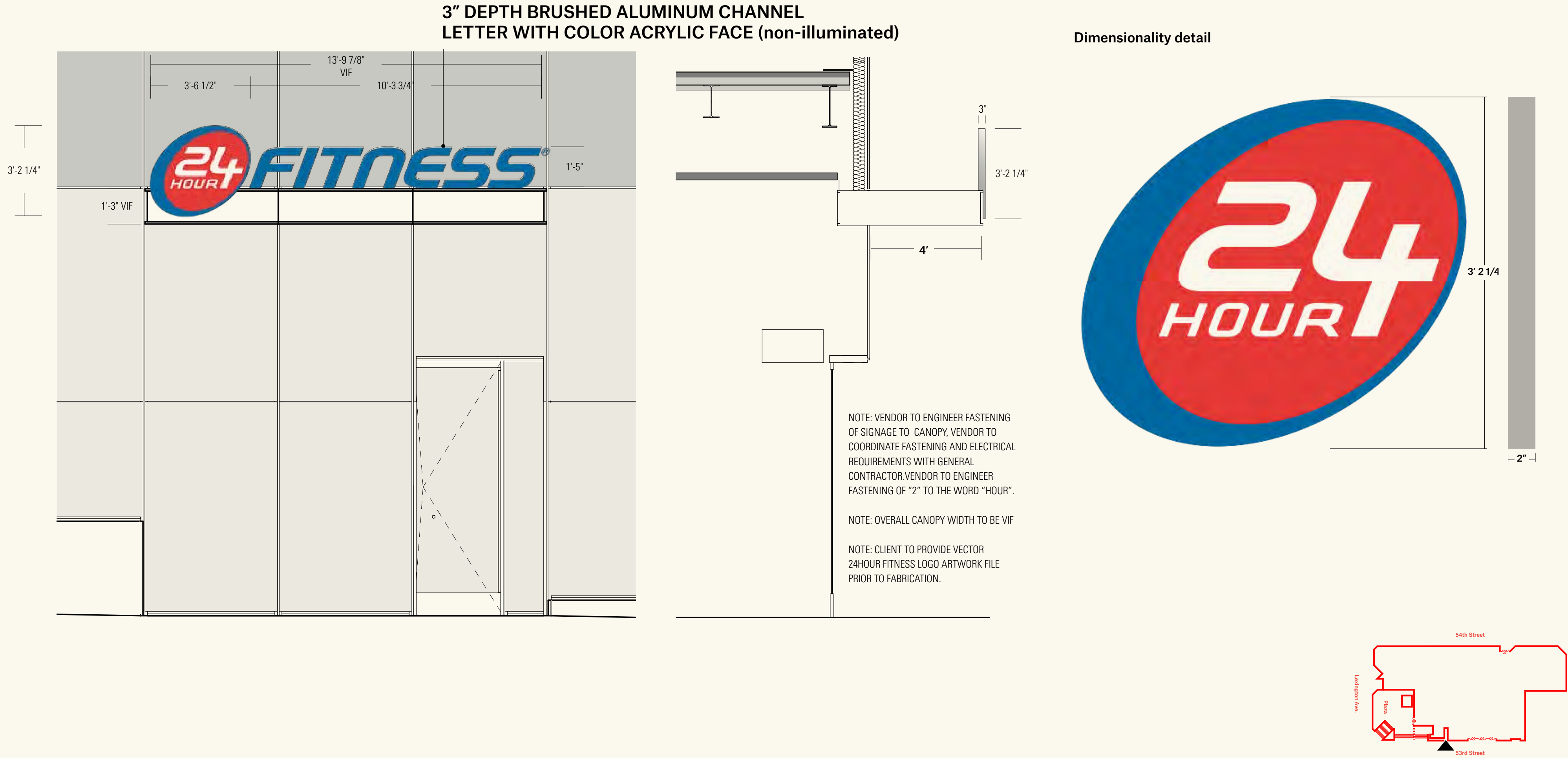
Directories:
Waterjet cut aluminum tenant name modules, 3/8" letter returns; 1'-1 1/2" H letters; mechanically fastened to common space-frame; Pin-mounted to stand off column face.

Restaurants A + B:
Fabricated or cut metal letters finished to match surrounding architectural cladding (painted aluminum) on letter face and 3" returns; Letters mounted to exterior of storefront glazing with cut vinyl backer to conceal mounting from interior view.
Note: Size and finish to match design. Content and letter style to be determined by tenant / owner.



Previously Approved 24-Hour Fitness Signage

53rd Street



54th Street Current Condition



THE

FILE

01

02

03

bxp

July 21, 2026
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