

July 28, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 4, LPC-26-09292

**500 Fifth Avenue – 500 Fifth Avenue Building – Individual
Landmark – Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 165 856 4639

Passcode: 205598

646-828-7666 US (New York)

833 435 1820 US Toll-free

833 568 8864 US Toll-free

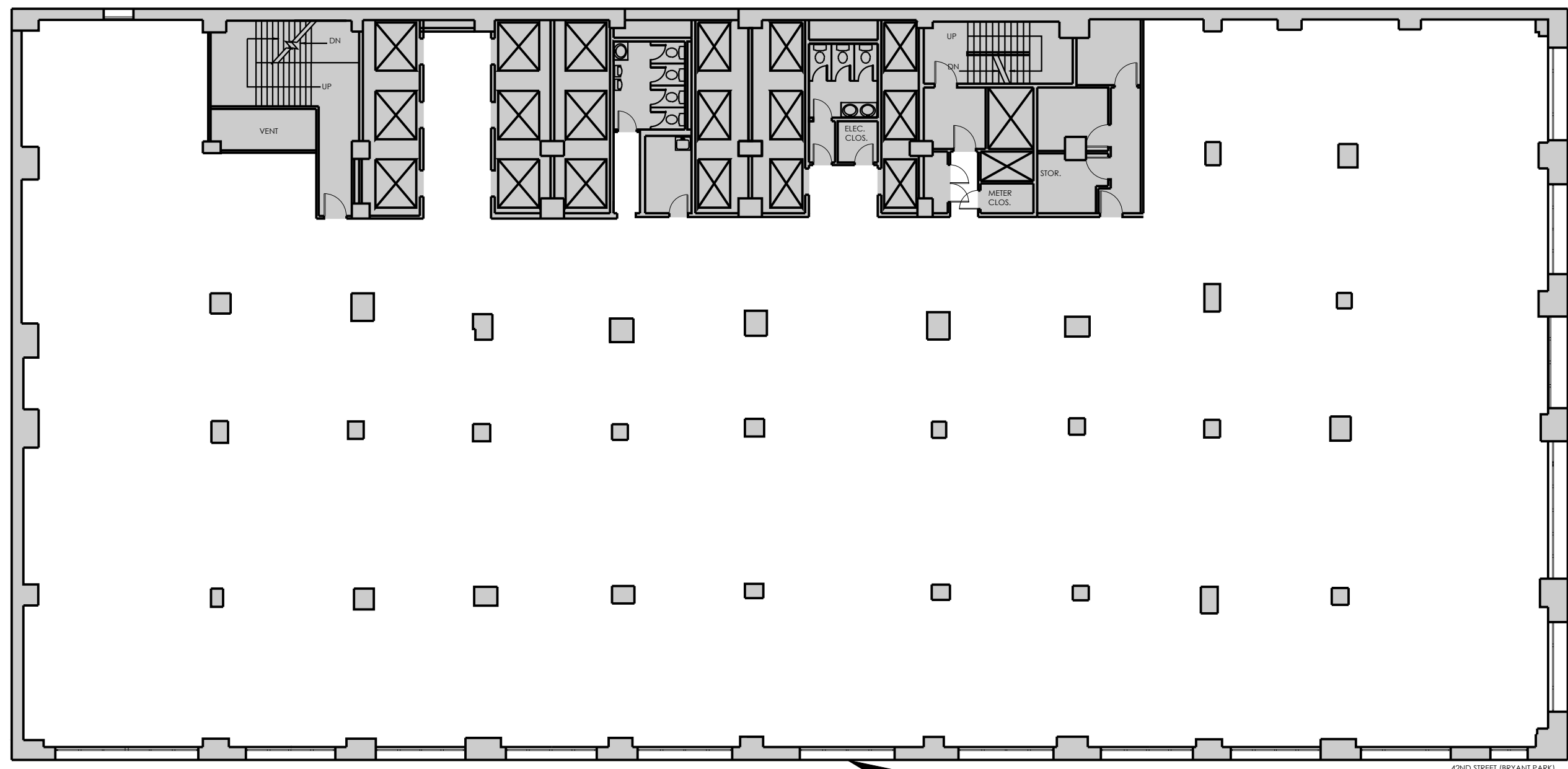
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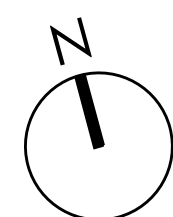
PROPOSED PAINTING
OF EAGLE AND
ADDRESS AT SOUTH
ELEVATION TO
MATCH EXISTING
PAINT FINISH ABOVE
MAIN (EAST)
ENTRANCE



1 ENTRY @ EAST ELEVATION
SCALE: NTS



2 KEY PLAN
SCALE: NTS



LPC DRAWINGS
EXTERIOR - PAINTING SCOPE
REVISION: -
DATE: 06.08.26
DWG. NO.: SSK-01

-- ALL DIMENSIONS AND CONDITIONS ARE --
APPROXIMATE AND SUBJECT TO FIELD VERIFICATION

CUSHMAN WAKEFIELD
500 FIFTH AVENUE
NEW YORK, NY



LOFFREDO BROOKS ARCHITECTS P.C.
118 WEST 22ND STREET - 4TH FLOOR
NEW YORK CITY, NEW YORK 10011
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3 EAGLE DETAIL AT SOUTH ELEVATION
SCALE: NTS

4 EAGLE DETAIL WITH ADDRESS
SCALE: NTS

NOTE:
WORK WILL ONLY TAKE PLACE
WHEN THE EXTERIOR TEMPERATURE
REMAINS A CONSTANT 45
DEGREES OR ABOVE FOR A 72
HOUR PERIOD FROM THE
COMMENCEMENT OF WORK

EXTERIOR PAINT COLOR

ALTERATION NOTES:

NOTE 1: The only pre-approved exterior spandrel paint is Benjamin Moore Classic Colors: 705, sioux falls. Paint finish to match existing.

NOTE 2: Any surface to receive paint should be stripped and primed before new paint is applied.

NOTE 3: This paint is approved in limited applications. Refer to attached elevation drawings (Exhibit B). Any other exterior painted areas must be approved in advance by Landlord.

NOTE 4: Refer to Exhibit D for approved paint cutsheet.



1 LPC MASTER PLAN EXCERPT
SCALE: NTS

EXAMPLE OF EXISTING
GOLD ACCENT PAINT
ON EAST ELEVATION

"...AROUND THE MAIN ENTRANCE THE CARVED LIMESTONE PYLONS AND ALLEGORICAL BAS-RELIEF ARE PICKED OUT IN GILDING, AND ON THE 42ND STREET FACADE A PAIR OF EAGLES CARVED IN PROFILE ENHANCE THE FIGURAL QUALITY OF THE ORNAMENTAL SCHEME..."

EXCERPT FROM LPC DESIGNATION REPORT WHICH REFERS TO GILDED DECORATIVE ELEMENTS ON THE BUILDING

4
SCALE: NTS



2 PAINT SAMPLE
SCALE: NTS

PAINT SPECIFICATION:
MODERN MASTERS
SATIN FINISH
BRASS #ME28906

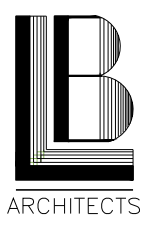


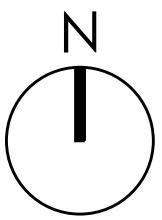
3 CLOSE-UP PHOTO OF EXISTING
GOLD ACCENT PAINT AT EAST
ELEVATION MAIN ENTRY
SCALE: NTS



3 HISTORICAL RENDERING AT EAST ELEVATION
SCALE: NTS

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LPC DRAWINGS EXTERIOR - PAINTING SCOPE	CUSHMAN WAKEFIELD		LOFFREDO BROOKS ARCHITECTS P.C. 118 WEST 22ND STREET - 4TH FLOOR NEW YORK CITY, NEW YORK 10011 TEL 212.679.7729 FAX 212.725.8914 E.MAIL INFO@LBARCH.COM
REVISION: -	500 FIFTH AVENUE		
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① EXISTING SOUTH ELEVATION @ EAGLES & ADDRESS
SCALE: NTS

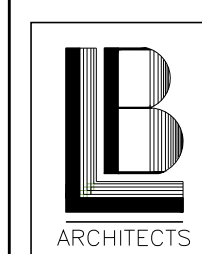


② PROPOSED SOUTH ELEVATION @ EAGLES & ADDRESS
SCALE: NTS

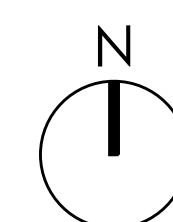
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Questions and Answers for 7/28 LPC Public Hearing

1. Is there any evidence that these were ever intended to be gold?

*** While we have not been able to source documents that prove these specific elements were originally intended to be gilded, there is clear evidence that gilding the exterior design was an important architectural finish used on facades of distinguished Art Deco buildings during the building's 1930's period of construction. Extending that treatment which already exists on the Fifth Avenue elevation to the Forty-Second Street elevation is intended to create a more cohesive expression of the building's Art Deco design rather than introduce a new architectural language.

2. Any precedent of other buildings or individual landmarks that have had existing features painted gold?

*** The use of gold as an exterior architectural finish is well established among prominent Art Deco buildings from the same era.

As examples, the **Empire State Building** (20 West 34th Street, INDIVIDUAL AND INTERIOR LANDMARK), completed during the same period and designed by the same Designers, Shreve Lamb & Harmon, incorporates a gilded exterior as a defining architectural feature.

Please see the photo below and attached for reference:

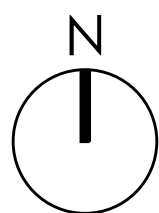


Similarly, the **Fred F. French Building on Fifth Avenue** (551 Fifth Ave, INDIVIDUAL AND INTERIOR LANDMARK), prominently uses gilded architecture on its façade. Please see the photo below and attached for reference:



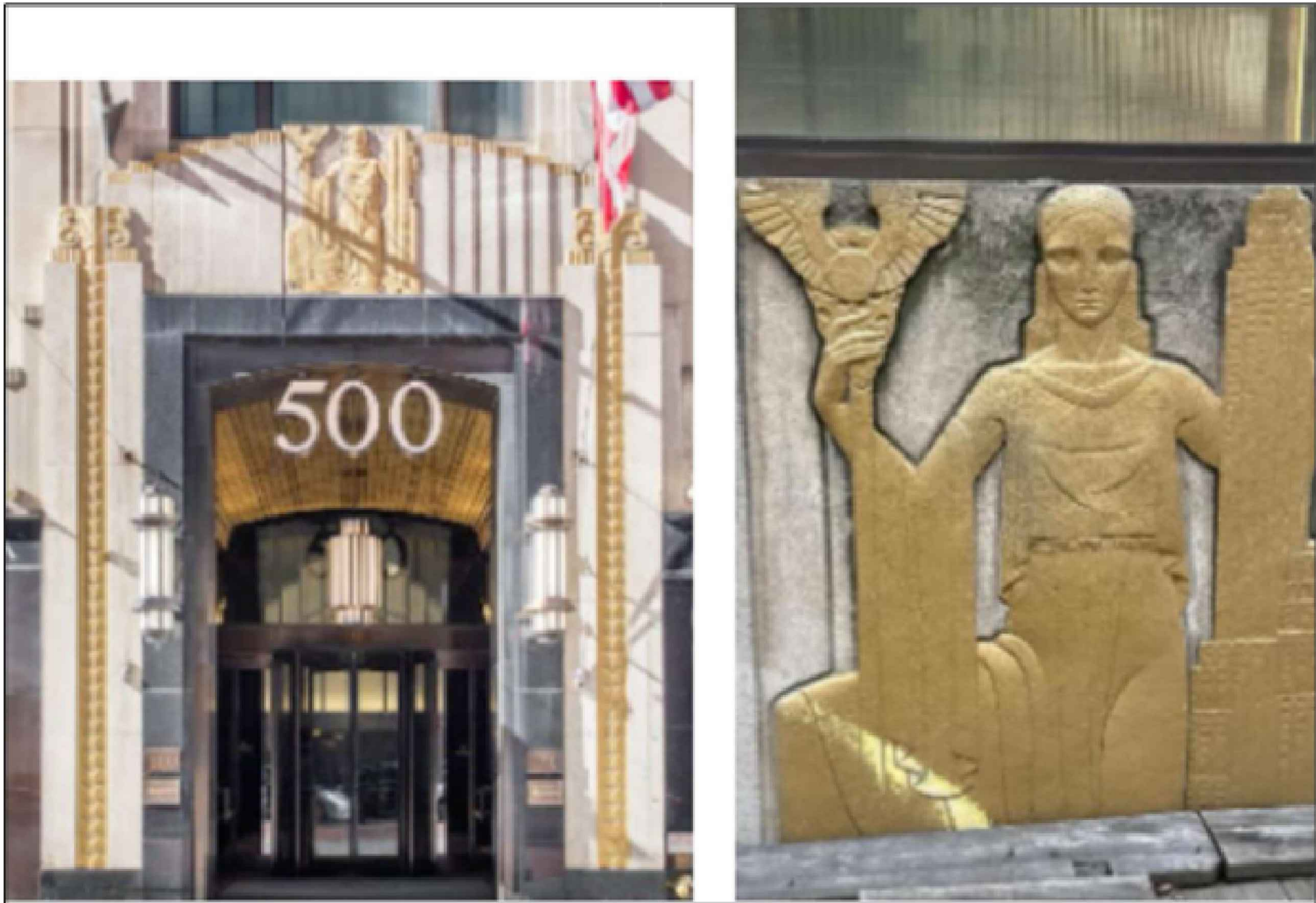
3. This is an individual landmark, the bas relief eagles are specifically cited in the designation report, the sculptor is also named in the report, they should be maintained in the original condition.

*** Our intent is not to alter, obscure, or diminish these important sculptural elements. The proposed gilding was conceived as an extension of the building's existing decorative treatment. The primary entrance on the east elevation already incorporates gold leaf at multiple locations, including the central bas-relief figure above the entrance as well as gilded ornamental capitals and decorative detailing framing the portal. These existing finishes establish gold as an intentional architectural material within the building's original composition.



4. Provide photos of current entry condition. Cannot be seen with scaffold in the way.

*** As requested, please see the photos below and attached herewith of **current entry conditions** obstructed from view by the scaffold. These photographs illustrate the existing condition of the entrance, including the current gilded figurine, crowns, and architectural features that form the basis of this application.



5. The sculpture is 4-5 stories up, this does not actually help to mark the entryway.

*** The proposal is intended to create a cohesive visual relationship between the building's existing gilded entrance on the east elevation and the 42nd Street south elevation. The gilded 500 FIFTH AVENUE address and eagles, would function as complementary architectural accents to the gilded features at the entrance and within the overall Art Deco composition rather than as primary signage.

6. The proposed paint on porous limestone is irreversible and should not be allowed.

*** The Modern Masters Satin Metallic Brass is a water-based acrylic paint, and there are removal options through use of denatured alcohol solvents or masonry poultice.

7. What is the Community Board comments and resolution were:

*** The Community Board was positive and recommended approval of the application (38 in favor, 0 opposed). Attached is a copy of the resolution summary document.

Lisa Kersavage
Chair
Landmarks Preservation Commission
One Centre Street, 9th Floor North
New York, NY 10007

Re: 500 Fifth Avenue, application for Exterior Accent Painting Restoration.

Dear Chair Kersavage:

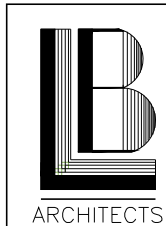
At the regularly scheduled monthly Community Board Five meeting on Thursday, July 9, 2026, the following resolution passed with a vote of 38 in favor; 0 opposed; 1 present but not entitled; and 1 abstaining;

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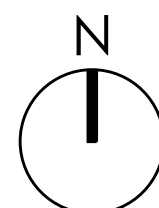
LPC DRAWINGS
EXTERIOR - PAINTING SCOPE
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Manhattan Community Board Five

Bradley Sherburne, Chair
450 Seventh Avenue, Suite 2109
New York, NY 10123-2199
212.465.0907 f-212.465.1628
Marisa Maack, District Manager

July 10, 2026

Lisa Kersavage
Chair
Landmarks Preservation Commission
One Centre Street, 9th Floor North
New York, NY 10007

Re: 500 Fifth Avenue, application for Exterior Accent Painting Restoration.

Dear Chair Kersavage:

At the regularly scheduled monthly Community Board Five meeting on Thursday, July 9, 2026, the following resolution passed with a vote of 38 in favor; 0 opposed; 1 present but not entitled; and 1 abstaining;

WHEREAS, 500 Fifth Avenue ('Applicant') is an individually designated New York City landmark building, constructed as a prominent Art Deco commercial tower; and

WHEREAS, The applicant has submitted a proposal to paint a pair of profile eagles and the "500" building address numeral carved into the limestone facade on the South Elevation; and

WHEREAS, The application specifies a Modern Masters Satin Finish Brass (#ME28906) paint to pick out these carved figural elements; and

WHEREAS, Proposed gold accent finish is specifically selected to match the existing, historic gilded accent paint detailing surrounding the building's main east entrance along Fifth Avenue; and

WHEREAS, Extending the gilded decorative scheme to the south elevation unifies the ornamental scheme across the building's primary street-facing facades; and

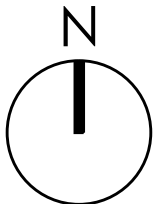
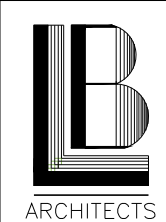
WHEREAS, Applicant has outlined appropriate preservation safeguards; therefore, be it

RESOLVED, Community Board Five recommends APPROVAL of the application for the exterior accent painting scope at 500 Fifth Avenue.

Sincerely,

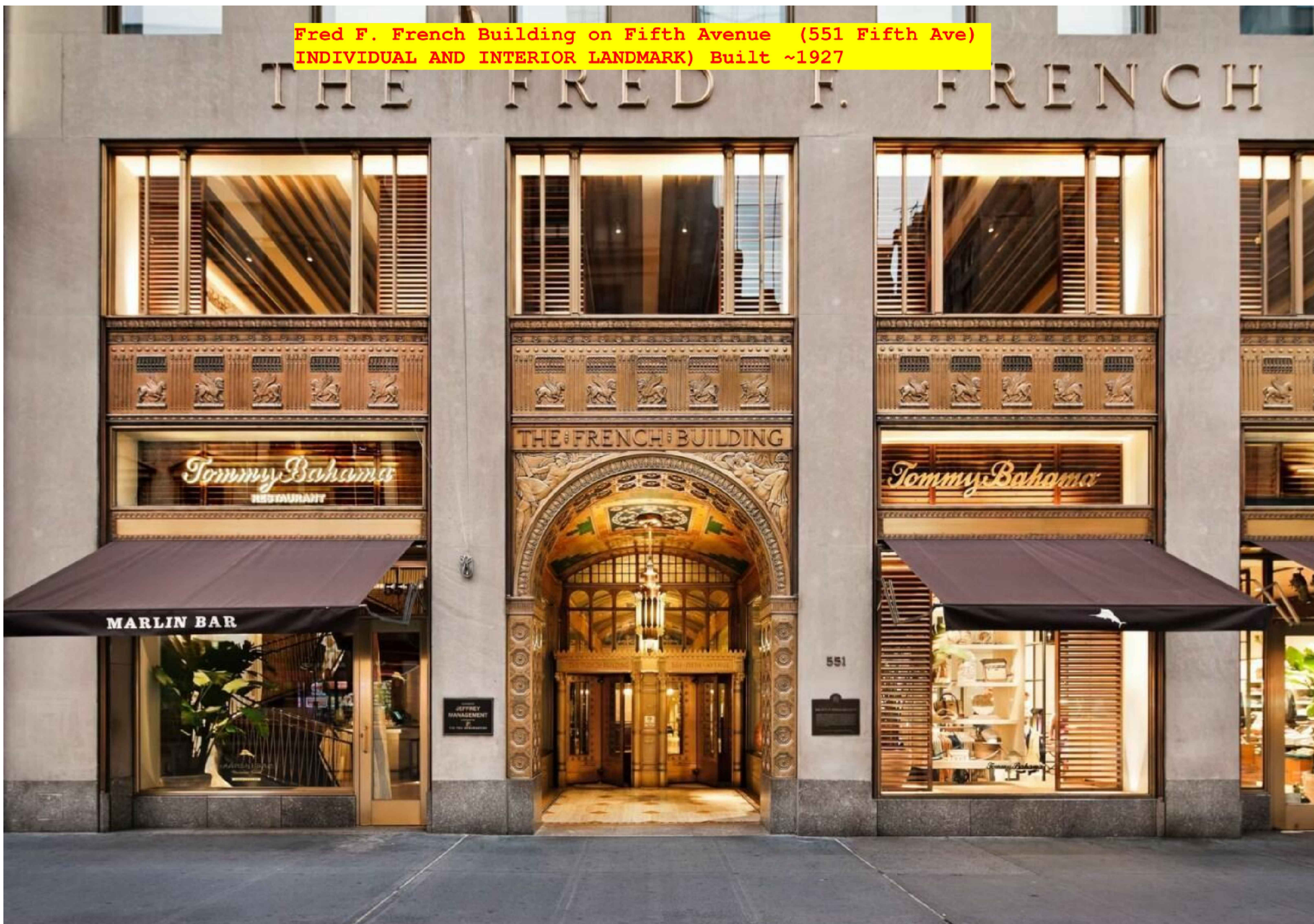
Bradley Sherburne
Chair, CB5

Kevin Frisz
Chair, CB5 Landmarks Committee





Empire State Building (20 West 34th Street)
INDIVIDUAL AND INTERIOR LANDMARK) Built~ 1931



Fred F. French Building on Fifth Avenue (551 Fifth Ave)
INDIVIDUAL AND INTERIOR LANDMARK) Built ~1927

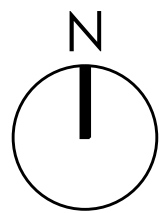
1 SIMILAR EXAMPLES OF EXTERIOR GILDING ON DECORATIVE ELEMENTS
SCALE: NTS

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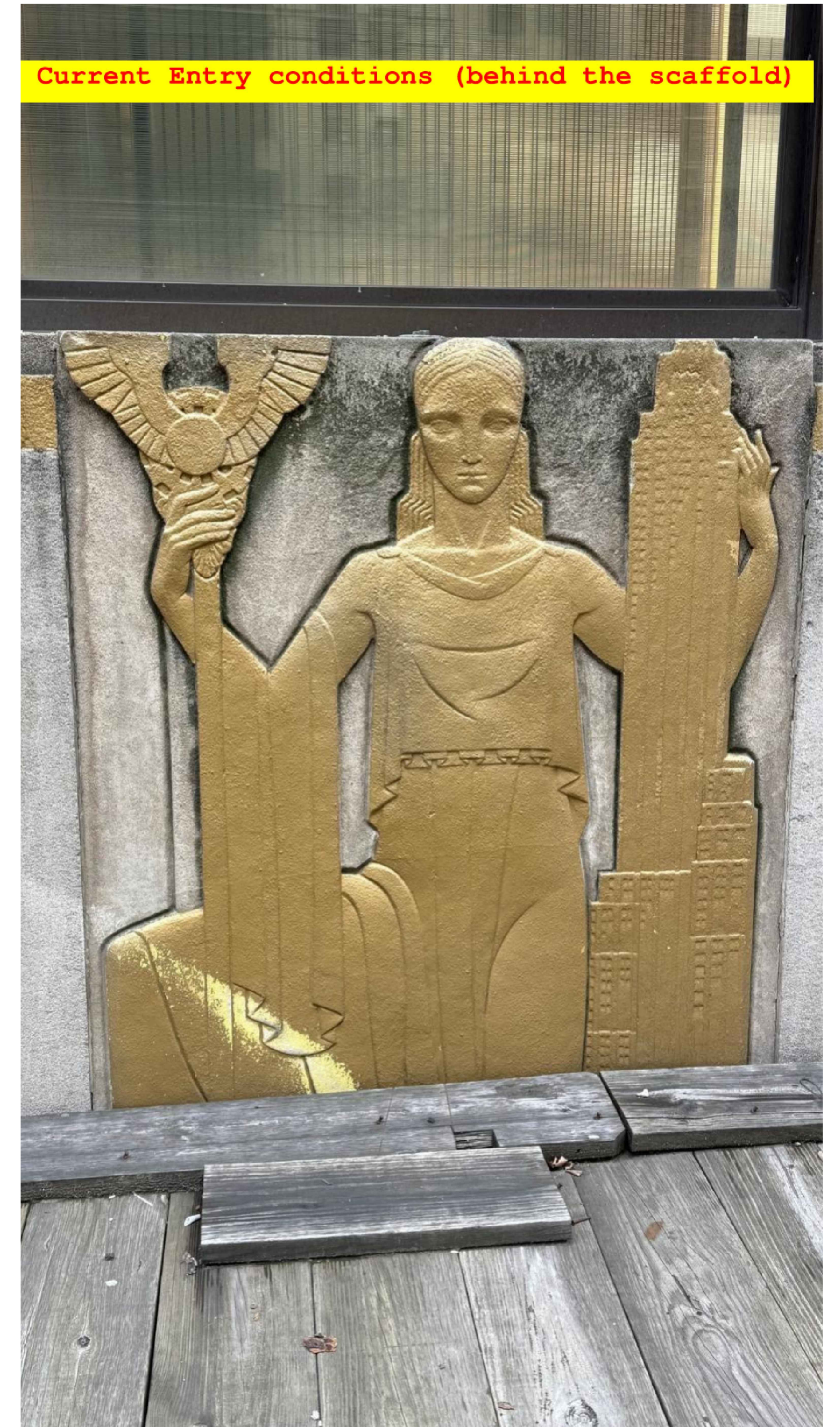
500 Fifth Ave
(INDIVIDUAL LANDMARK) Built ~1931
Current Entry conditions



Current Entry conditions (behind the scaffold)



Current Entry conditions (behind the scaffold)



Current Entry conditions (behind the scaffold)

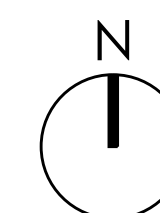
1 ADDITIONAL EXISTING CONDITIONS PHOTOS AT 500 FIFTH AVENUE
SCALE: NTS

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