

April 16, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-24-06499

**647 Fifth Avenue – George W. Vanderbilt Residence –  
Individual Landmark  
Borough of Manhattan**

To testify virtually, please join Zoom

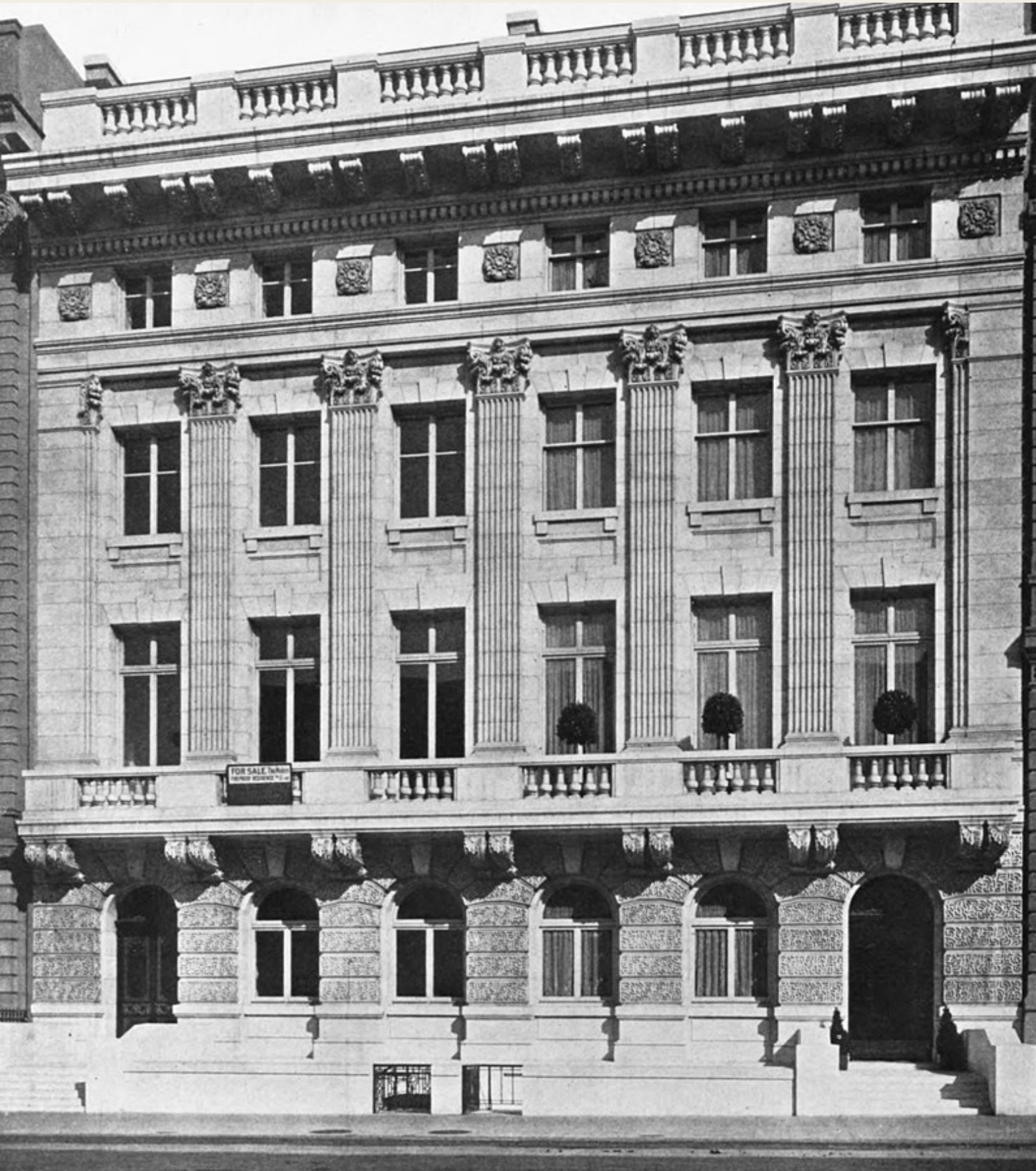
**Webinar ID:** 870 9410 2125

**Passcode:** 613401

By Phone: 1 646-558-8656 US (New  
York) 877-853-5257 (Toll free) US  
888 475 4499 (Toll free)

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# Retail Remodel at 647 Fifth Ave, NY Public Hearing Landmarks Presentation Deck



Retail Remodel at 647 Fifth Avenue, Public Hearing for Landmarks Review

April 16, 2024

Address: 647 Fifth Avenue, New York, NY 10022

Known as: George W Vanderbilt Residence

Built 1902-1905 Architects: Hunt & Hunt

Zoning District: C5-3

Overlay Zone: Midtown

Tax Block: 1287 Lot: 71

## Project Description:

Located on Upper Fifth Avenue, between 51st and 52nd streets, is one of the few remaining Beaux-Arts residential mansions in this section of Fifth Avenue. It was commissioned in 1902 by George W Vanderbilt and was designed by architecture firm Hunt and Hunt, in the Louis XV style, completed in 1905 as a twin set of buildings (the twin residence at 645 Fifth Ave was unfortunately torn down). There was only one set of residents, Robert Goelet and Elise Whelen, and it was leased in 1917 to an art dealership. It has been commercial ever since.

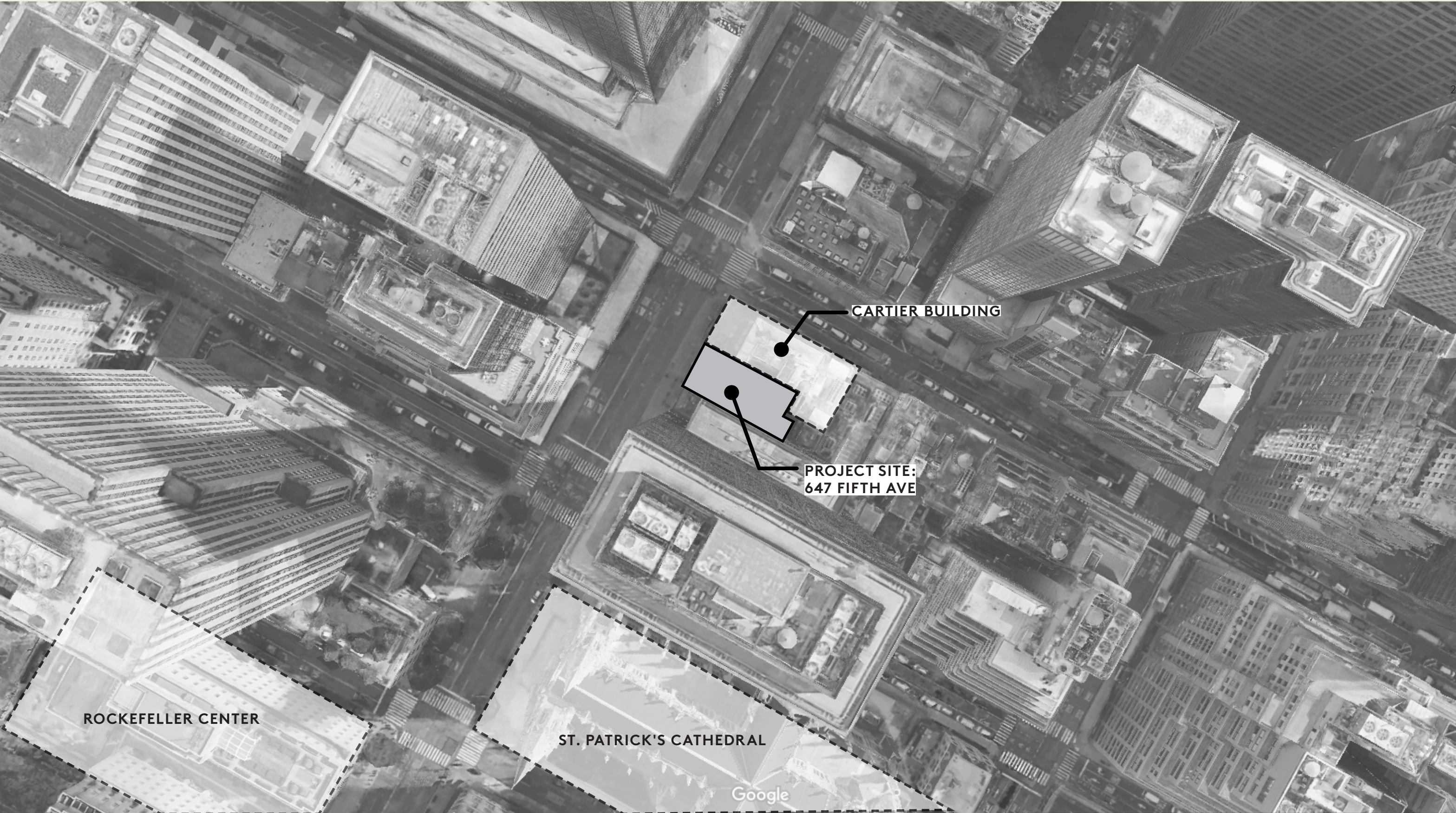
In 1917 the art dealers added a 4th and 5th floor to the original 3 story building, moving the original marble balustrade to top the new portion of the building. In 1938 a more substantial renovation was conducted, changing the ground floor level to a single wide plate glass window flanked by 2 doors at street level and replacing the regal marble second floor balcony with a wrought iron fence. In 1945 the matching twin at 645 Fifth Ave was torn down.

The building was landmarked in 1977 and in 1995 Versace leased the building and gave the façade a full historic restoration, bringing back the ground floor 3 arched windows and the marble 2nd floor balcony. A 6th floor "penthouse" was also added to the roof in the same classic Beaux Arts style.

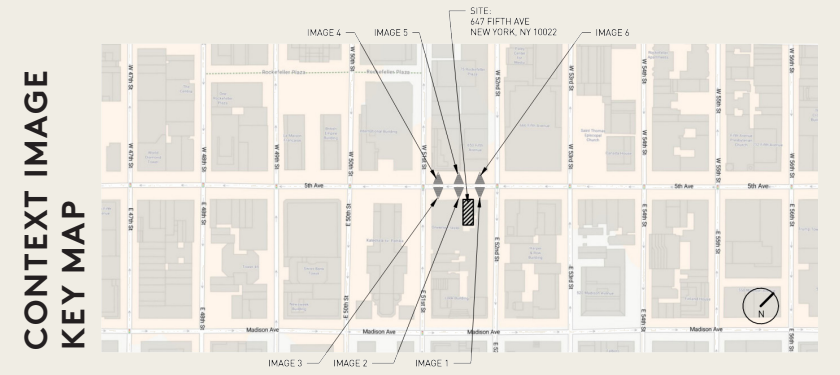
After 20 years, Versace has vacated the property and architecture firm, RDC, is remodeling the interior for a new retail tenant. The magnificent and historic building façade is remaining practically unchanged with only the following changes to signage and lighting that we present to you for your consideration of appropriateness.

**rdc.**

**MAP VIEW**



# CONTEXT



CONTEXT IMAGE 1



CONTEXT IMAGE 2



CONTEXT IMAGE 3



CONTEXT IMAGE 4

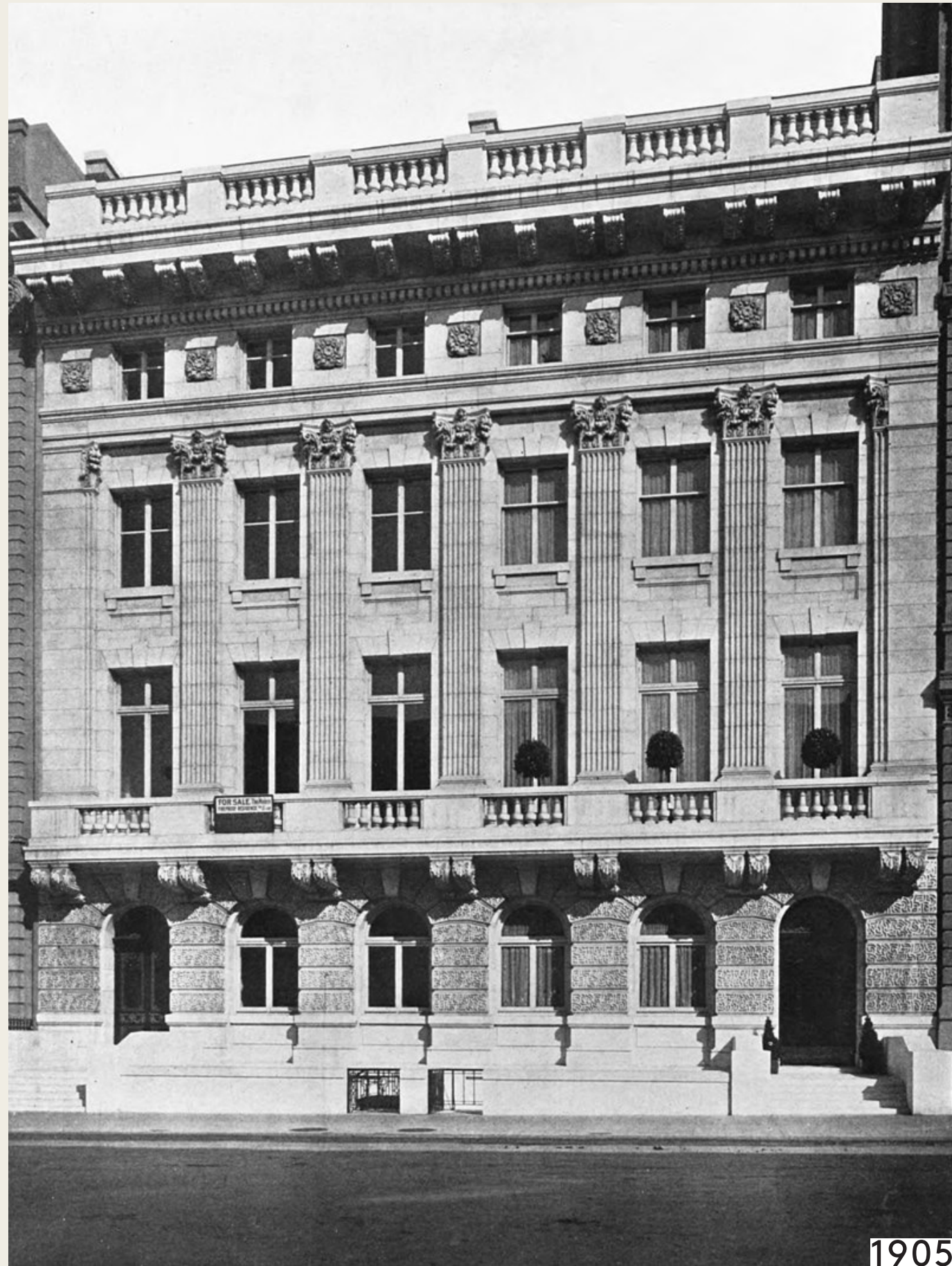


CONTEXT IMAGE 5



CONTEXT IMAGE 6

# HISTORIC PHOTOS



1905



1945

# NEIGHBORHOOD LANDMARK REFERENCES



THE PENINSULA - NIGHT



CARTIER & 647 FIFTH AVE - NIGHT



ST. REGIS - NIGHT



UNIVERSITY CLUB - DAY



BERGDORF GOODMAN - DAY



689 FIFTH AVE - NIGHT



THE PLAZA - NIGHT



689 FIFTH AVE - DAY



CARTIER & 647 FIFTH AVE - DAY

# EXISTING EXTERIOR ELEVATION

DEMOLISH LIGHTING, TYP.  
PROTECT-IN-PLACE ADJACENT  
HISTORIC STONEWORK

REMOVE CANOPIES FOR  
REPLACEMENT WITH NEW CANOPIES

NEW SIGNAGE

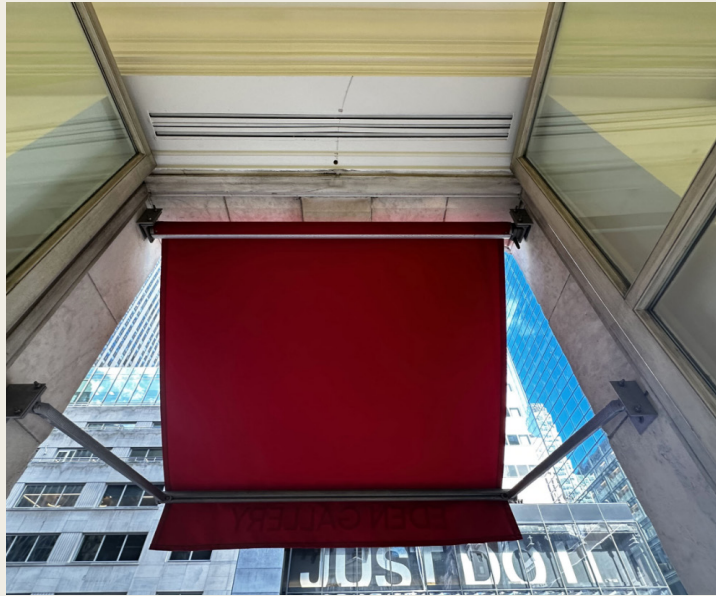
EXISTING FLAGPOLES TO REMAIN

DEMOLISH LIGHTING, TYP.  
PROTECT-IN-PLACE ADJACENT  
HISTORIC STONEWORK

EXISTING PLAQUE REPLACED  
WITH SIGNAGE TO MATCH MARBLE,  
PROTECT-IN-PLACE ADJACENT  
HISTORIC STONEWORK



# EXISTING DETAILED PHOTOS





# VERSACE REFERENCE PHOTOS



# OVERALL ELEVATION day



- 1
- 2
- 3
- 4
- 5
- 6

- 1 awnings w/ logo**  
proprietary colors only
- 2 dimensional logo**  
stone to match facade
- 3 dimensional logo**  
high gloss lacquer on rightmost and leftmost transom windows
- 4 vinyl decal logo**  
printed vinyl on rightmost and leftmost street level windows
- 5 dimensional plaque with logo**  
stone to match facade, flanking main entrance
- 6 flag with logo**  
printed nylon, x2 using existing flagpole & fixings

# OVERALL ELEVATION - NIGHT



**1** awnings w/ logo  
proprietary colors only

**2** dimensional logo  
stone to match facade

**3** dimensional logo  
high gloss lacquer on rightmost and  
leftmost transom windows

**4** vinyl decal logo  
printed vinyl on rightmost and  
leftmost street level windows

**5** dimensional plaque with logo  
stone to match facade,  
flanking main entrance

**6** flag with logo  
printed nylon, x2 using  
existing flagpole & fixings

# OVERALL ELEVATION - STREET LEVEL SIGNAGE



- 1** awnings w/ logo  
proprietary colors only
- 2** dimensional logo  
stone to match facade
- 3** dimensional logo  
high gloss lacquer on rightmost and leftmost transom windows
- 4** vinyl decal logo  
printed vinyl on rightmost and leftmost street level windows
- 5** dimensional plaque with logo  
stone to match facade, flanking main entrance
- 6** flag with logo  
printed nylon, x2 using existing flagpole & fixings

# DETAILED PERSPECTIVE - AWNINGS & BUILDING LOGO

1 awnings w/ logo

2 dimensional logo



- proprietary colors
- existing structure & design of awnings to remain as-is from previous tenant

- 2" dimensional stone logo
- stone to match facade behind
- to replace previous tenant's existing logo

# DETAILED PERSPECTIVE - STREET LEVEL

3 dimensional logo



- high gloss lacquer on rightmost and leftmost transom windows
- 2" thickness, applied on exterior & interior

4 vinyl decal logo



- printed vinyl on rightmost and leftmost street level windows
- 2D shading on clear vinyl

5 dimensional plaque with logo



- stone to match facade, flanking main entrance
- 1" total thickness (1/2" plaque, 1/2" dimensional lettering)

# DETAILED PERSPECTIVE - FLAG DESIGN

## 6 flag with logo

- 2D shading on printed nylon flag both flags to match existing flag size from previous tenant
- existing flagpoles and fasteners to remain
- base color to match pantone 2039C with tonal shading



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Public Hearing

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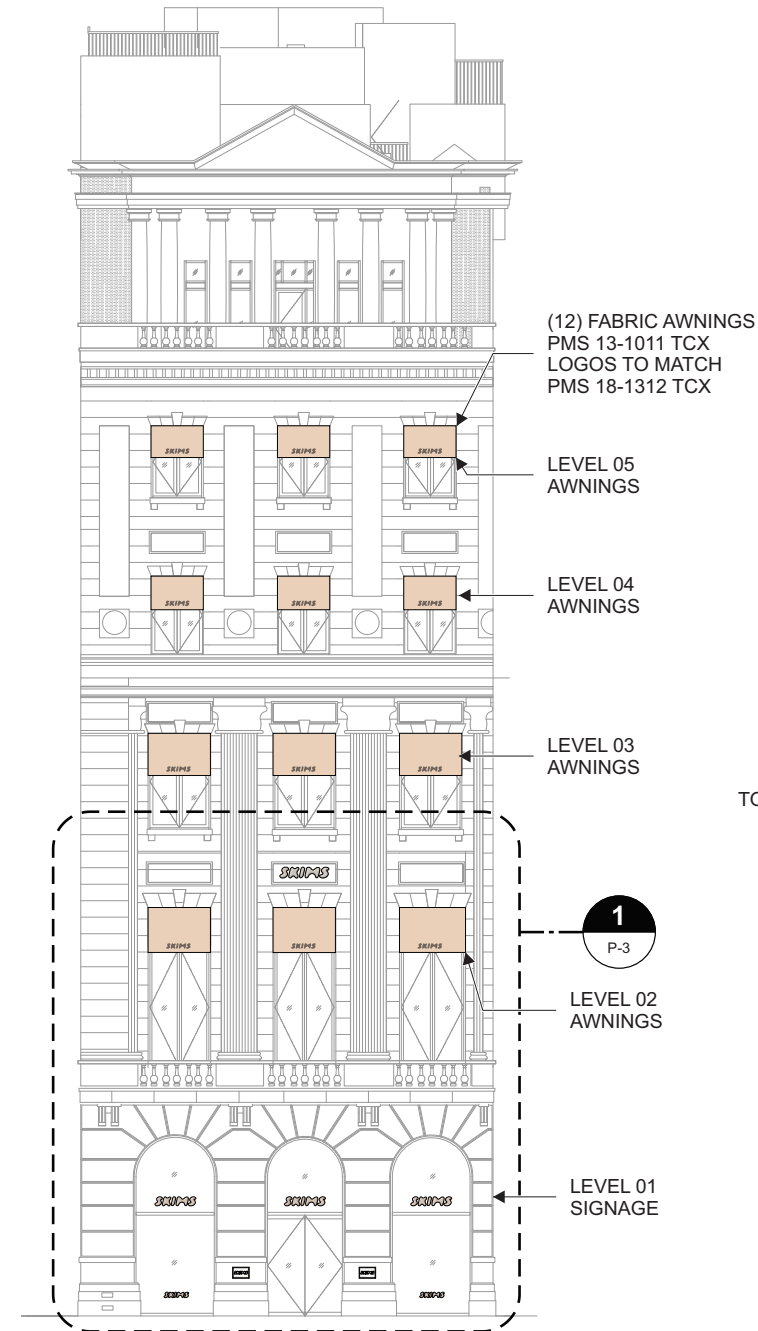
**APPENDIX**

**rdc.**

**ELEVATION**  
AWNING ELEVATION  
647 5TH AVE

**APPROVAL:**  
DRAWING APPROVED BY \_\_\_\_\_  
DRAWING APPROVAL DATE \_\_\_\_\_  
 APPROVED AS DETAILED  
 APPROVED WITH CHANGES  
 REVISION REQUIRED TO DRAWINGS

**NOTE: ALL WINDOW MEASUREMENTS TO BE VERIFIED  
IN FIELD PRIOR TO PRODUCTION.**



AWNING STRUCTURE  
TO REMAIN. NEW FABRIC MOUNTED  
TO EXISTING STRUCTURE



**1** :: STOREFRONT ELEVATION  
P-2 SCALE: 1" = 1/16"

**2** :: SITE PHOTO  
P-2 SCALE: NTS

REV:	DATE	REVISION DESCRIPTION

REV: **H** PAGE: **P-2**

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FRACTIONS	+/- 1/32"
DECIMAL	+/- 0.0156"
ANGULAR	+/- .5 °
HOLE DIAMETER	+/- 0.0156"
WOOD	+/- 0.0625"
METAL	+/- 0.0312"
GLASS	+ 0.0", -0.0625"
ACRYLIC	+ 0.0", -0.0625"

**DO NOT  
SCALE DRAWING**

PROJECT NAME:  
SKIMS 647 5TH AVE  
EXTERIOR SIGNAGE

ADDRESS:  
647 5TH AVE, FLOORS 1-4  
NEW YORK, NY 10022

CLIENT:  
SKIMS

Dwg size: **B** SCALE:  
AS NOTED



195 Penn Am Dr, Quakertown, PA 18951  
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Fax: (973) 649-9951

STOREFRONT ELEVATION  
& RENDERINGS  
FLOOR 01-05

Date Created: 01/11/2024

Revision Date: 04/02/2024

Project No: SO0000\_

Drawn By: BF

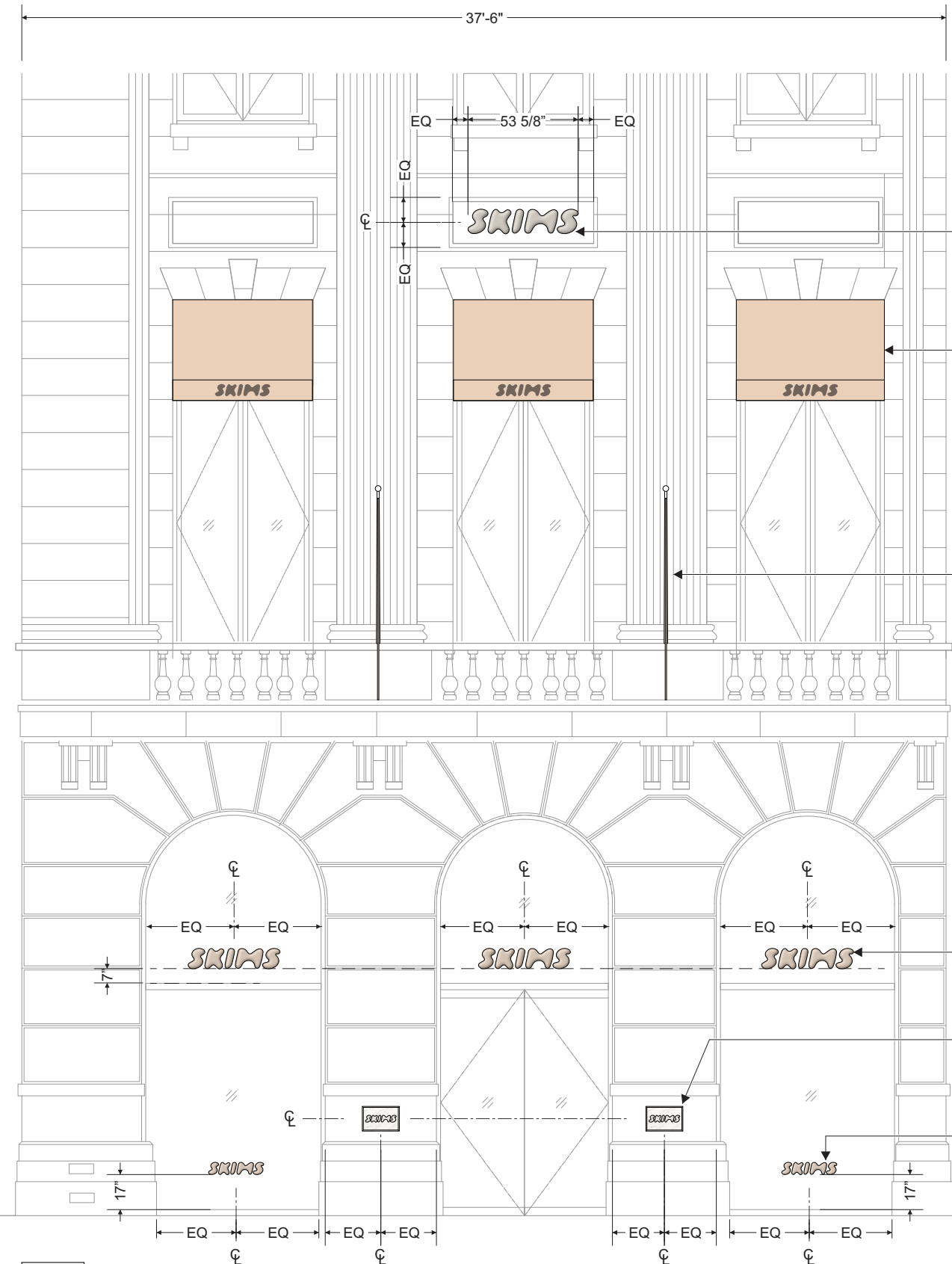
DWG No: **SG-001.00**

Page: 2 of 10

TOTAL SIGN AREA:  
18.96 SQ FT

STOREFRONT LINEAR FT:  
37'-6"

AREA PERCENTAGE:  
50.56%



(1) 12" NON-LIT LOGO  
HONED LIMESTONE FINISH  
TO MATCH FACADE  
SIGN AREA: 4.46 SQ FT

AWNING DETAILS  
ON PAGE P-8

(2) FABRIC FLAGS  
MOUNTED TO EXISTING  
FLAG POLES

(3) 10" NON-LIT LOGOS  
GLASS MOUNTED  
INTERIOR & EXTERIOR OF GLASS  
PAINTED HIGH GLOSS PMS-2309C FINISH  
SIGN AREA: 9.3 SQ FT

(2) 12" X 18" PLAQUES  
TO MATCH MARBLE FACADE FINISH  
SIGN AREA: 3 SQ FT

(2) 6" VINYL DIGITALLY PRINTED LOGOS  
GLASS MOUNTED  
INTERIOR OF GLASS  
SIGN AREA: 2.2 SQ FT

**1** :: STOREFRONT ELEVATION  
SCALE: 3/16" = 1'-0"

**ELEVATION**  
SIGNAGE DETAIL  
647 5TH AVE

**APPROVAL:**  
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DRAWING APPROVAL DATE \_\_\_\_\_  
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DATE	REVISION DESCRIPTION

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FRACTIONS	+/- 1/32"
DECIMAL	+/- 0.0156"
ANGULAR	+/- 5 °
HOLE DIAMETER	+/- 0.0156"
WOOD	+/- 0.0625"
METAL	+/- 0.0312"
GLASS	+ 0.0", -0.0625"
ACRYLIC	+ 0.0", -0.0625"

**DO NOT  
SCALE DRAWING**

PROJECT NAME:  
SKIMS 647 5TH AVE  
EXTERIOR SIGNAGE

ADDRESS:  
647 5TH AVE, FLOORS 1-4  
NEW YORK, NY 10022

CLIENT:  
SKIMS

Dwg size: **B** SCALE: **AS NOTED**

**infinite**  
GROUP

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Fax: (973) 649-9951

STOREFRONT ELEVATION DETAIL  
FLOOR 01-05

Date Created: 01/11/2024

Revision Date: 04/02/2024

Project No: SO0000

Drawn By: BF

DWG No: **SG-002.00**

Page: 3 of 10

**NON-LIT LOGO**  
 3" DEEP HONED STONE LOGO  
 HONED LIMESTONE FINISH  
 TO MATCH EXISTING FACADE  
 PIN-MOUNTED TO EXISTING STONE FACADE  
 QUANTITY: 1

**APPROVAL:**  
 DRAWING APPROVED BY \_\_\_\_\_  
 DRAWING APPROVAL DATE \_\_\_\_\_  
 APPROVED AS DETAILED  
 APPROVED WITH CHANGES  
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METAL	+/- 0.0312"
GLASS	+ 0.0", -0.0625"
ACRYLIC	+ 0.0", -0.0625"

**DO NOT SCALE DRAWING**

**PROJECT NAME:**  
 SKIMS 647 5TH AVE  
 EXTERIOR SIGNAGE

**ADDRESS:**  
 647 5TH AVE, FLOORS 1-4  
 NEW YORK, NY 10022

**CLIENT:**  
 SKIMS

Dwg size: **B** SCALE: **AS NOTED**



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**HALO-LIT CHANNEL LETTERS**  
 FLOOR 03

Date Created: 01/11/2024

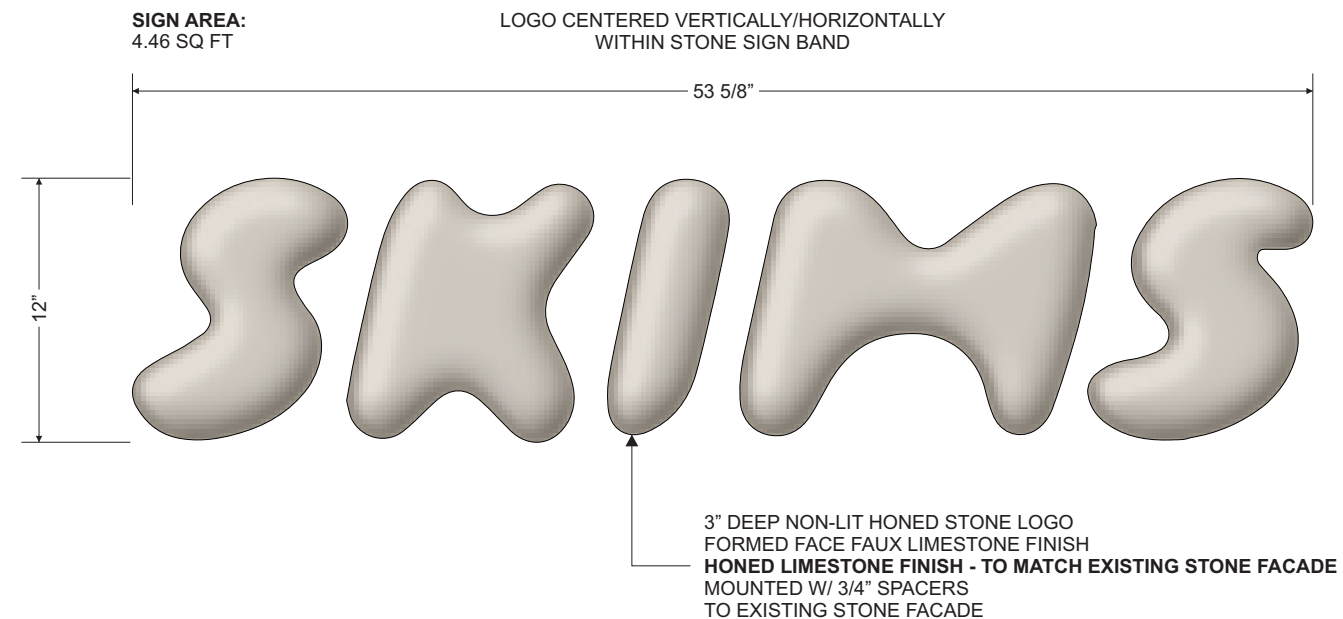
Revision Date: 04/02/2024

Project No: SO0000\_\_

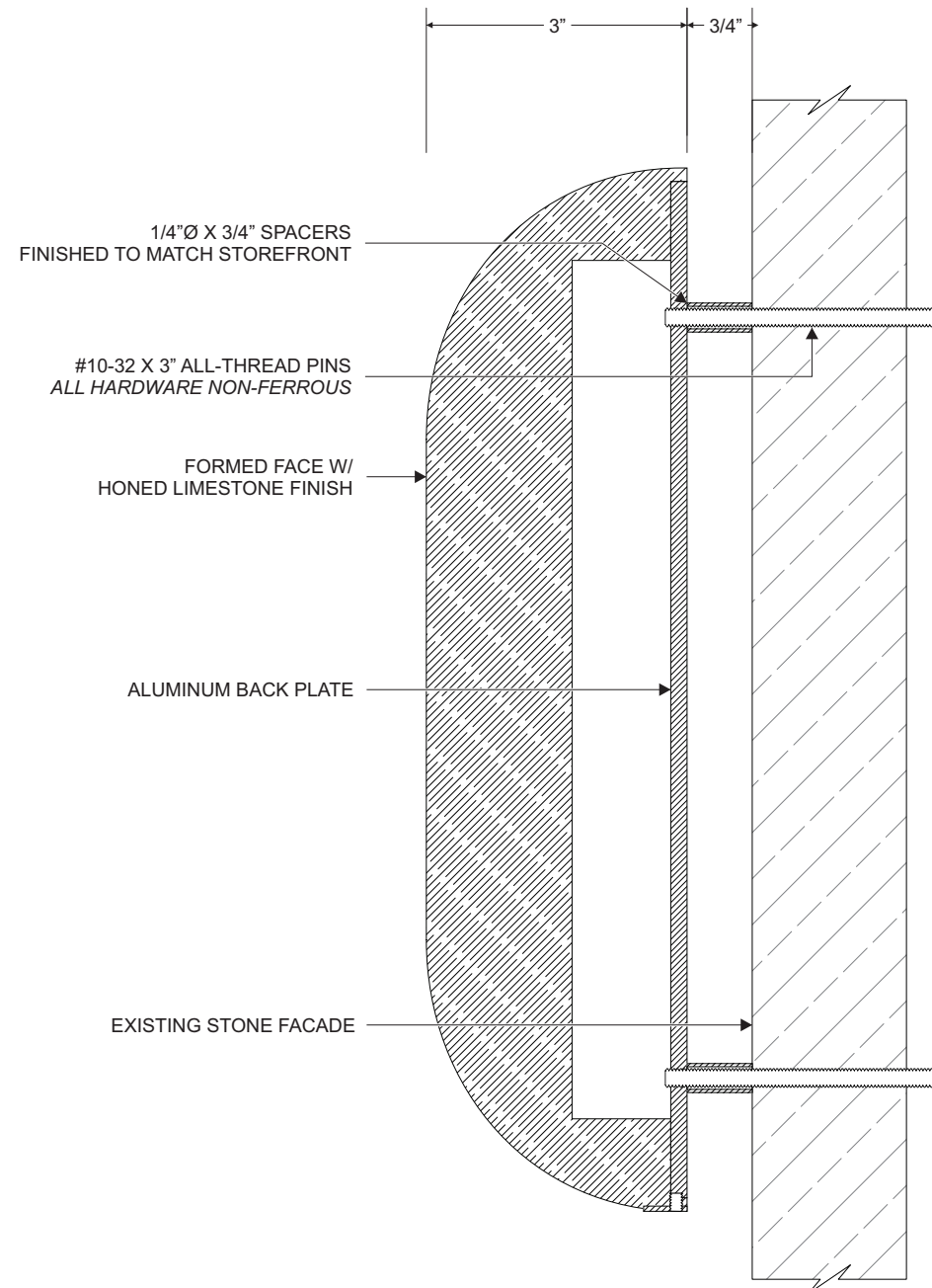
Drawn By: BF

DWG No: **SG-003.00**

Page: 4 of 10



**1** :: FRONT VIEW  
 P-4 SCALE: 1 1/2" = 1'-0"



**2** :: TYP. SECTION  
 P-4 SCALE: 1:2

# NON-LIT GLASS TRANSOM LOGO

DIMENSIONAL ALUMINUM LOGOS  
 PAINTED HIGH GLOSS PMS-2309C FINISH  
 MOUNTED TO BOTH SIDES OF GLASS  
 QUANTITY: 3

**APPROVAL:**  
 DRAWING APPROVED BY \_\_\_\_\_  
 DRAWING APPROVAL DATE \_\_\_\_\_  
 APPROVED AS DETAILED  
 APPROVED WITH CHANGES  
 REVISION REQUIRED TO DRAWINGS

REV:	DATE	REVISION DESCRIPTION

REV: **H** PAGE: **P-5**

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WOOD	+/- 0.0625"
METAL	+/- 0.0312"
GLASS	+ 0.0", -0.0625"
ACRYLIC	+ 0.0", -0.0625"

**DO NOT SCALE DRAWING**

PROJECT NAME:  
 SKIMS 647 5TH AVE  
 EXTERIOR SIGNAGE

ADDRESS:  
 647 5TH AVE, FLOORS 1-4  
 NEW YORK, NY 10022

CLIENT:  
 SKIMS

Dwg size: **B** SCALE: **AS NOTED**



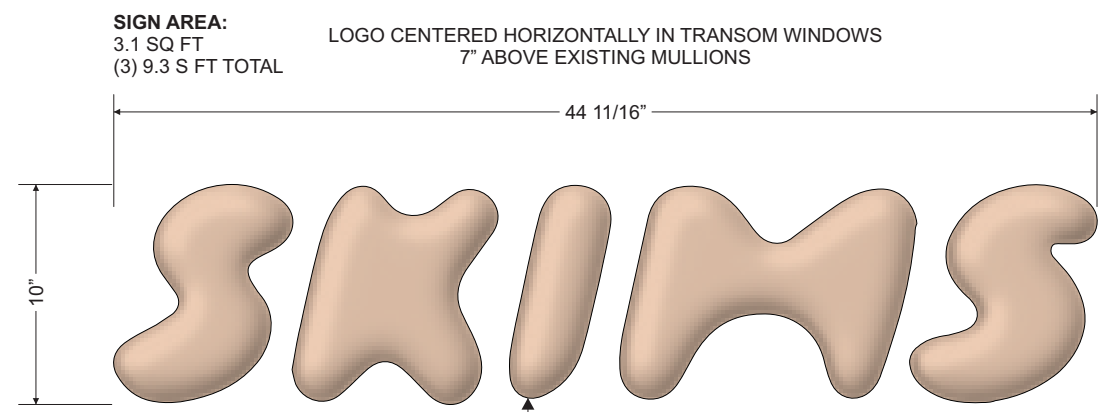
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NON-LIT GLASS TRANSOM LOGOS  
 FLOOR 01

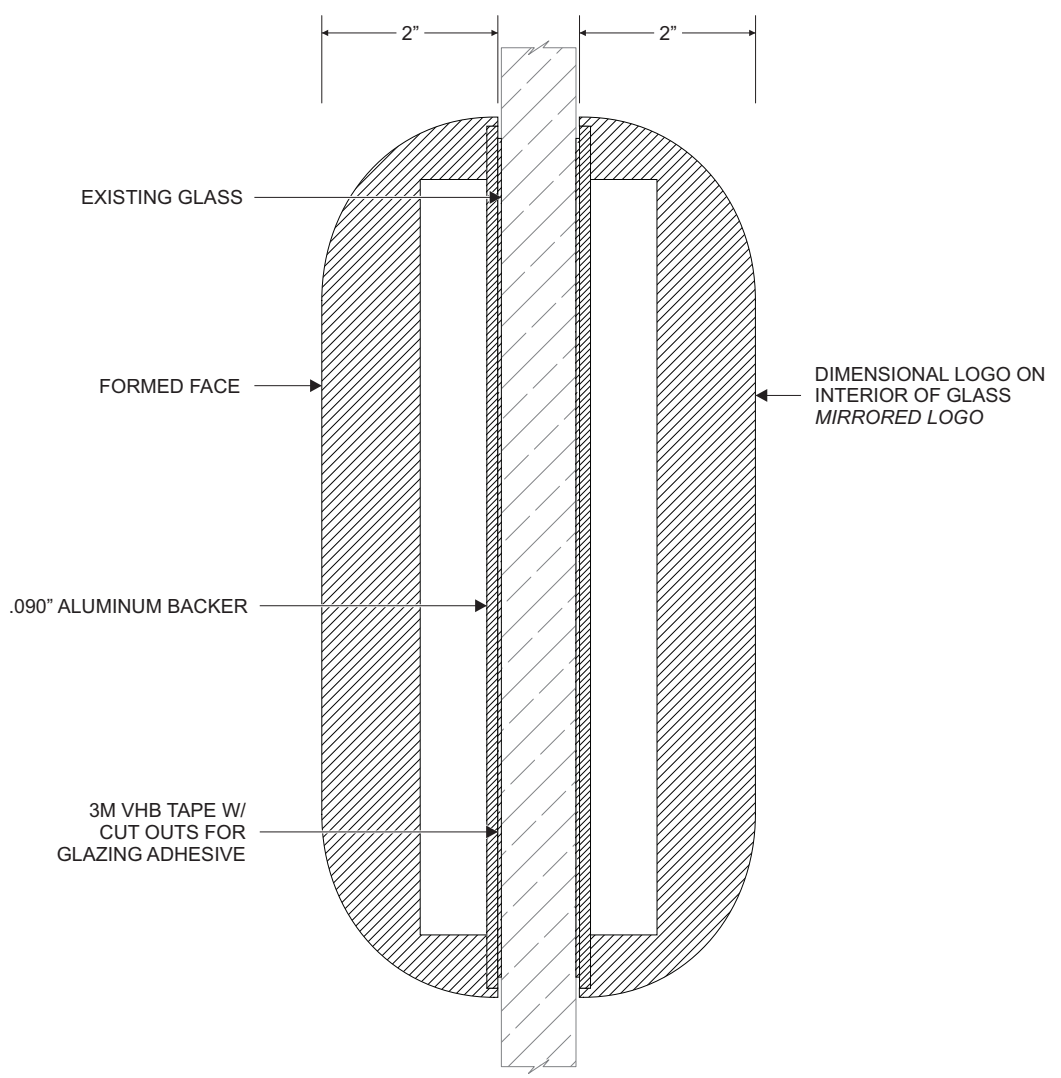
Date Created: 01/11/2024  
 Revision Date: 04/02/2024  
 Project No: SO0000\_\_\_\_  
 Drawn By: BF  
 DWG No: **SG-004.00**

Page: 5 of 10



2" DEEP NON-LIT LOGOS, FORMED FACE  
 PAINTED HIGH GLOSS PMS-2309C FINISH  
 FLUSH TO INTERIOR & EXTERIOR OF GLASS  
 DIMENSIONAL LOGOS

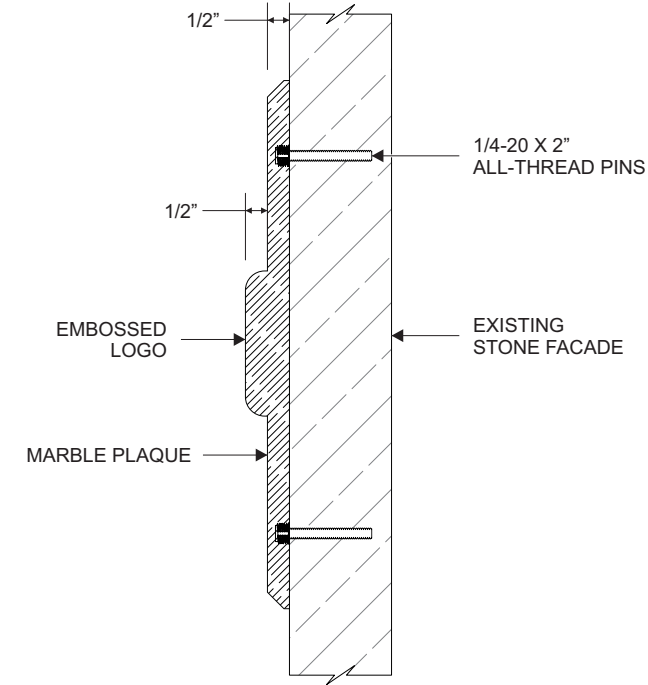
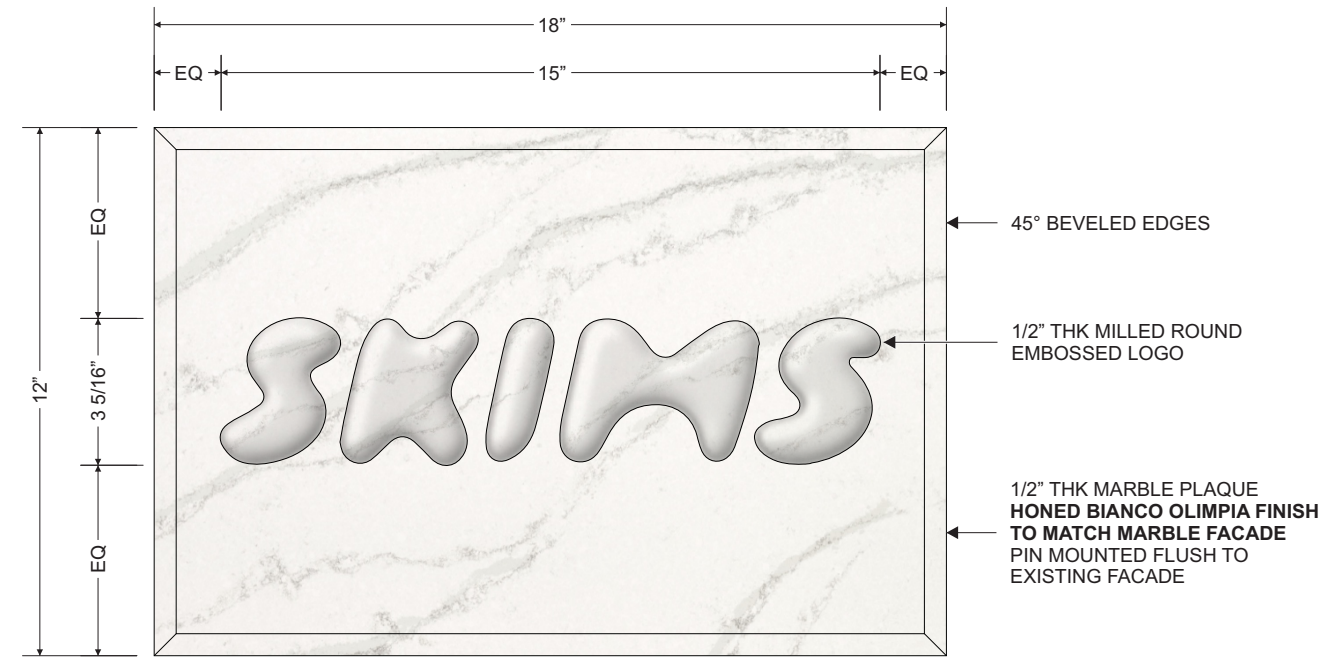
**1** :: FRONT VIEW  
 P-5 SCALE: 1 1/2" = 1'-0"



**2** :: TYP. SECTION  
 P-5 SCALE: 1:2

# STONE PLAQUES

DIMENSIONAL PLAQUE W/ RELIEF LOGO  
 HONED BIANCO OLIMPIA MARBLE FINISH  
 TO MATCH EXISTING FACADE MARBLE  
 MOUNTED FLUSH TO STONE FACADE  
 QUANTITY: 2



**1** :: FRONT VIEW  
 P-6 SCALE: 3" = 1'-0"

**2** :: TYP. SECTION  
 P-6 SCALE: 1:2



BIANCO OLIMPIA MARBLE FINISH

**3** :: REF PHOTO  
 P-6 SCALE: NTS

**APPROVAL:**  
 DRAWING APPROVED BY \_\_\_\_\_  
 DRAWING APPROVAL DATE \_\_\_\_\_  
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DATE	REVISION DESCRIPTION

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WOOD	+/- 0.0625"
METAL	+/- 0.0312"
GLASS	+ 0.0", -0.0625"
ACRYLIC	+ 0.0", -0.0625"

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ADDRESS:  
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CLIENT:  
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Dwg size: **B** SCALE: AS NOTED



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STONE MOUNTED LOGOS  
 FLOOR 01

Date Created: 01/11/2024

Revision Date: 04/02/2024

Project No: SO0000\_

Drawn By: BF

DWG No: **SG-005.00**

Page: 6 of 10

# GLASS VINYL LOGO

DIGITALLY PRINTED VINYL LOGO  
 PRINTED TO CLEAR VINYL  
 SHADING TO APPEAR 3D  
 APPLIED 2ND SURFACE  
 QUANTITY: 2

## APPROVAL:

DRAWING APPROVED BY \_\_\_\_\_  
 DRAWING APPROVAL DATE \_\_\_\_\_  
 APPROVED AS DETAILED  
 APPROVED WITH CHANGES  
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ACRYLIC	+ 0.0", -0.0625"

**DO NOT SCALE DRAWING**

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 SKIMS 647 5TH AVE  
 EXTERIOR SIGNAGE

ADDRESS:  
 647 5TH AVE, FLOORS 1-4  
 NEW YORK, NY 10022

CLIENT:  
 SKIMS

Dwg size: **B** SCALE: **AS NOTED**



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 Phone: (973) 649-9950  
 Fax: (973) 649-9951

NON-LIT GLASS LOGOS  
 FLOOR 01

Date Created: 01/11/2024

Revision Date: 04/02/2024

Project No: SO0000\_

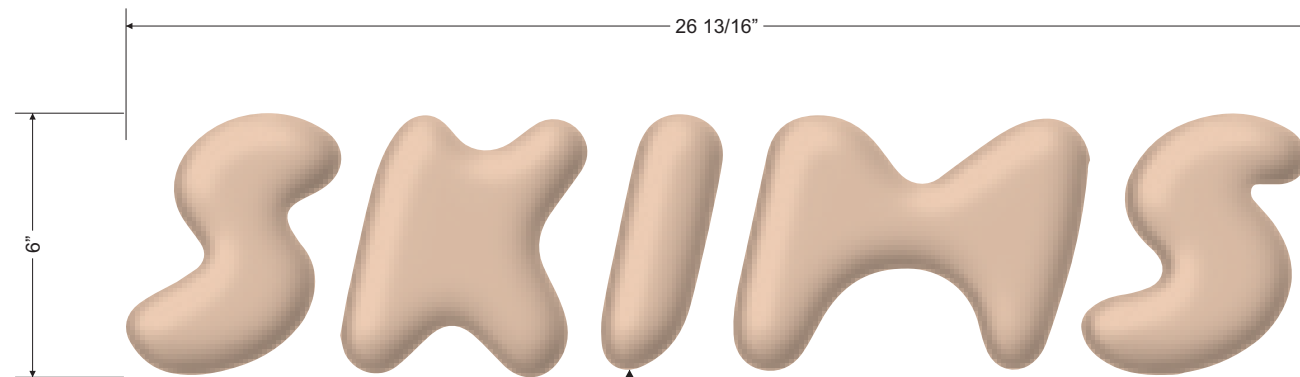
Drawn By: BF

DWG No: **SG-006.00**

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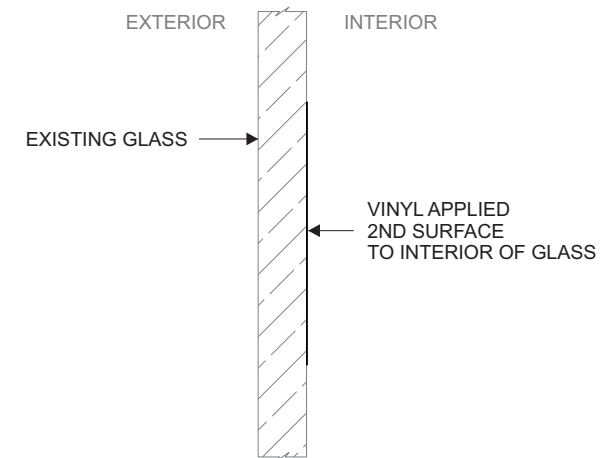
**SIGN AREA:**  
 1.1 SQ FT  
 (2) 2.2 SQ FT TOTAL

LOGOS CENTERED HORIZONTALLY IN GROUND LEVEL WINDOWS  
 17" ABOVE EXISTING MULLIONS



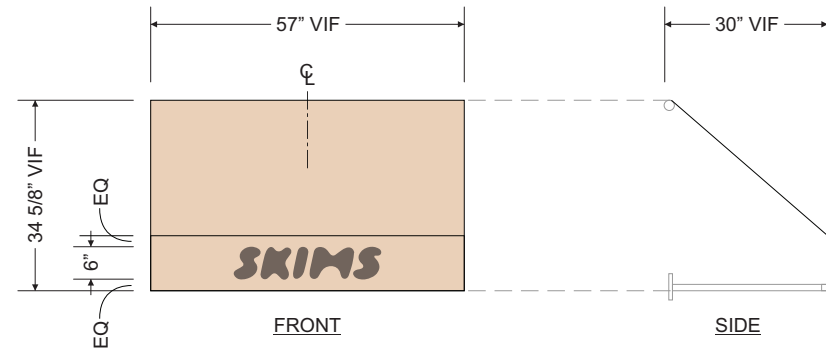
DIGITALLY PRINTED VINYL LOGO  
 PRINTED **PMS-2309C** FINISH W/ **3D SHADING**  
 APPLIED 2ND SURFACE  
 TO EXISTING GLASS

**1** :: FRONT VIEW  
 P-7 SCALE: 3" = 1'-0"

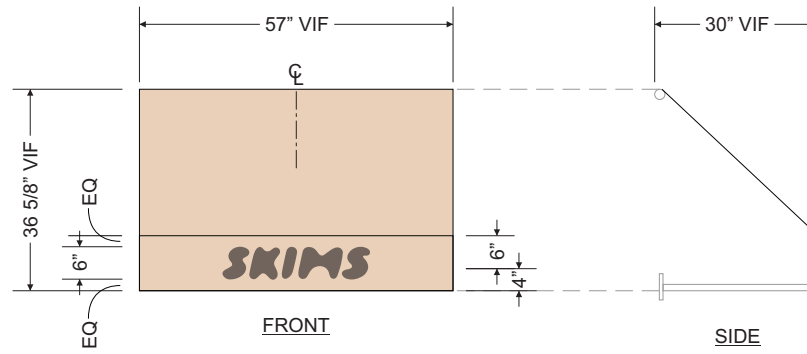


**2** :: TYP. SECTION  
 P-7 SCALE: 3" = 1'-0"

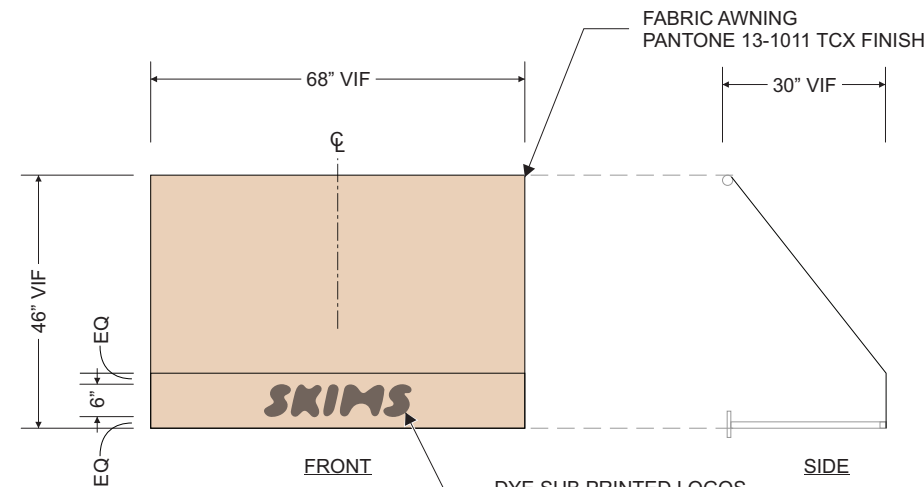
NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD PRIOR TO PRODUCTION



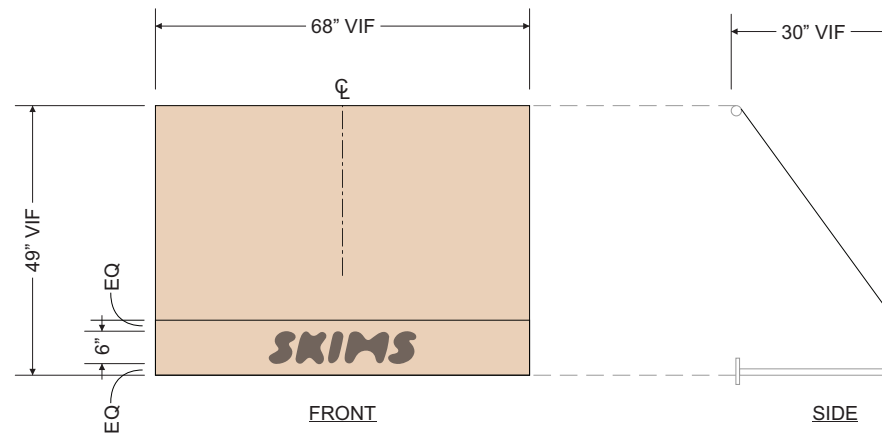
**1** :: LEVEL 05 AWNING  
P-8 SCALE: 3/8" = 1'-0"



**2** :: LEVEL 04 AWNING  
P-8 SCALE: 3/8" = 1'-0"



**3** :: LEVEL 03 AWNING  
P-8 SCALE: 3/8" = 1'-0"



**4** :: LEVEL 02 AWNING  
P-8 SCALE: 3/8" = 1'-0"

### FABRIC AWNING

EXISTING AWNING STRUCTURE TO BE RE-USED  
REPLACING AWNING FABRIC ONLY  
FABRIC PANTONE 13-1011 TCX FINISH  
LOGOS PANTONE 18-1312 TCX  
MOUNTED TO EXISTING WINDOWS  
QUANTITY: 12 (3 EACH SIZE)

**APPROVAL:**

DRAWING APPROVED BY \_\_\_\_\_  
DRAWING APPROVAL DATE \_\_\_\_\_  
 APPROVED AS DETAILED  
 APPROVED WITH CHANGES  
 REVISION REQUIRED TO DRAWINGS

REV:	DATE	REVISION DESCRIPTION

REV: **H** PAGE: **P-8**

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**TOLERANCES UNLESS OTHERWISE SPECIFIED**

FRACTIONS	+/- 1/32"
DECIMAL	+/- 0.0156"
ANGULAR	+/- .5 °
HOLE DIAMETER	+/- 0.0156"
WOOD	+/- 0.0625"
METAL	+/- 0.0312"
GLASS	+ 0.0", -0.0625"
ACRYLIC	+ 0.0", -0.0625"

**DO NOT SCALE DRAWING**

PROJECT NAME:  
SKIMS 647 5TH AVE  
EXTERIOR SIGNAGE

ADDRESS:  
647 5TH AVE, FLOORS 1-4  
NEW YORK, NY 10022

CLIENT:  
SKIMS

Dwg size: **B** SCALE: **AS NOTED**



195 Penn Am Dr, Quakertown, PA 18951  
Phone: (973) 649-9950  
Fax: (973) 649-9951

FABRIC AWNINGS  
FLOORS 02-05

Date Created: 01/11/2024  
Revision Date: 04/02/2024  
Project No: SO0000\_\_\_\_  
Drawn By: BF  
DWG No: **SG-007.00**

Page: 8 of 10



EXISTING MOUNTING/STRUCTURE TO REMAIN. FABRIC REPLACED



# FABRIC FLAGS

FABRIC PANTONE 13-1011 TCX FINISH  
 3D SHADED LOGO PRINT, DOUBLE-SIDED  
 MOUNTED TO EXISTING POLES  
 W/ EXISTING HARDWARE  
 QUANTITY: 2

## APPROVAL:

DRAWING APPROVED BY \_\_\_\_\_  
 DRAWING APPROVAL DATE \_\_\_\_\_  
 APPROVED AS DETAILED  
 APPROVED WITH CHANGES  
 REVISION REQUIRED TO DRAWINGS

DATE	REVISION DESCRIPTION

REV: **H** PAGE: **P-9**

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### TOLERANCES UNLESS OTHERWISE SPECIFIED

FRACTIONS	+/- 1/32"
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**DO NOT SCALE DRAWING**

PROJECT NAME:  
 SKIMS 647 5TH AVE  
 EXTERIOR SIGNAGE

ADDRESS:  
 647 5TH AVE, FLOORS 1-4  
 NEW YORK, NY 10022

CLIENT:  
 SKIMS

Dwg size: **B** SCALE: **AS NOTED**



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195 Penn Am Dr, Quakertown, PA 18951  
 Phone: (973) 649-9950  
 Fax: (973) 649-9951

Date Created: 01/11/2024

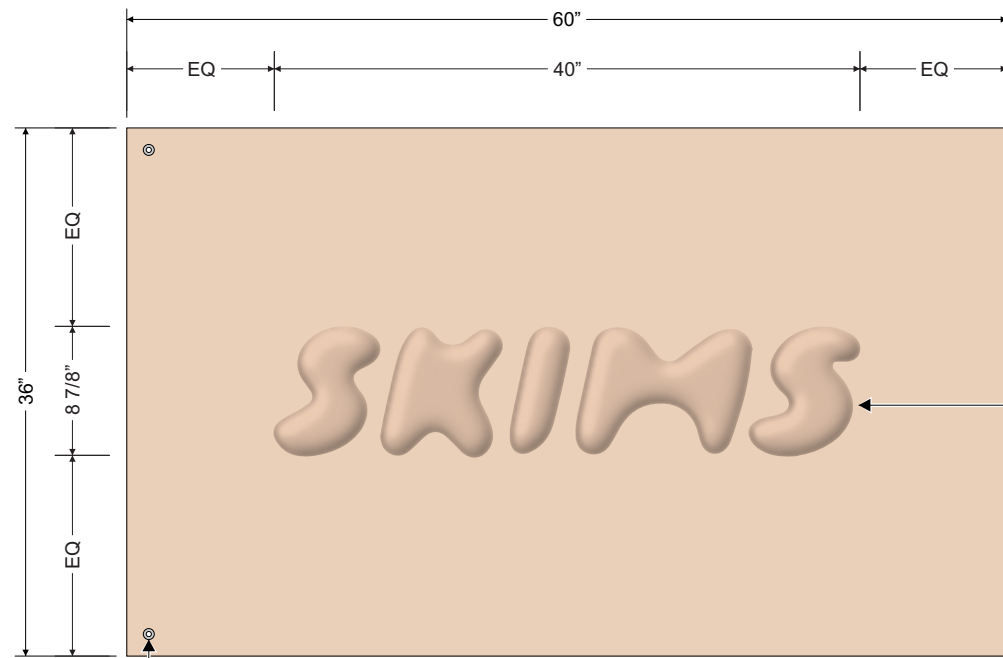
Revision Date: 04/02/2024

Project No: SO0000\_

Drawn By: BF

DWG No:

Page: 9 of 10



DIGITALLY PRINTED FABRIC FLAG  
 BACKGROUND PANTONE 2039C FINISH  
 OPAQUE SEWN HEADER LINER  
 W/ WEBBING AND CORNER  
 GROMMETS

SHADED LOGO  
 PANTONE 2039C FINISH

EXISTING POLE  
 & HARDWARE TO BE  
 RE-USED

(2) GROMMETS IN TOP/BOTTOM CORNERS

**1** :: FRONT VIEW  
 P-9 SCALE: 1" = 1'-0"



**2** :: BACK VIEW  
 P-9 SCALE: 1" = 1'-0"



**3** :: SITE PHOTO  
 P-9 SCALE: NTS



**4** :: RENDER  
 P-9 SCALE: NTS

April 16, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-24-06499

**647 Fifth Avenue – George W. Vanderbilt Residence –  
Individual Landmark  
Borough of Manhattan**

To testify virtually, please join Zoom

**Webinar ID:** 870 9410 2125

**Passcode:** 613401

By Phone: 1 646-558-8656 US (New  
York) 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.