

March 26, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-24-07367

**1 East 70th Street – The Frick Collection - Individual  
Landmark – Upper East Side Historic District  
Borough of Manhattan**

To testify virtually, please join Zoom

**Webinar ID:** 816 5096 3710

**Passcode:** 829592

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.

# THE FRICK COLLECTION

# Contents

3	Historic District Map
4	Context
6	Sign Location Plan
7	Overall Building Elevations
10	Materials and Color
11	Precedents
14	Primary Fifth Avenue Sign
26	Visitor Information Signs
38	71st Street Poster
51	Library and Group Entrance Sign

## **THE FRICK COLLECTION**

1 East 70th Street  
New York, NY 10021  
212.288.0700

## **DESIGN ARCHITECT**

Selldorf Architects  
860 Broadway, 2nd Floor  
New York, NY 10003  
212.219.9571

## **EXECUTIVE ARCHITECT**

Beyer Blinder Belle Architects & Planners, LLP  
120 Broadway, 20th Floor  
New York, NY 10271  
212.777.7800

## **SIGNAGE DESIGN**

Pentagram Design  
250 Park Avenue South  
New York, NY 10003  
212.683.7000

## **SIGNAGE FABRICATION**

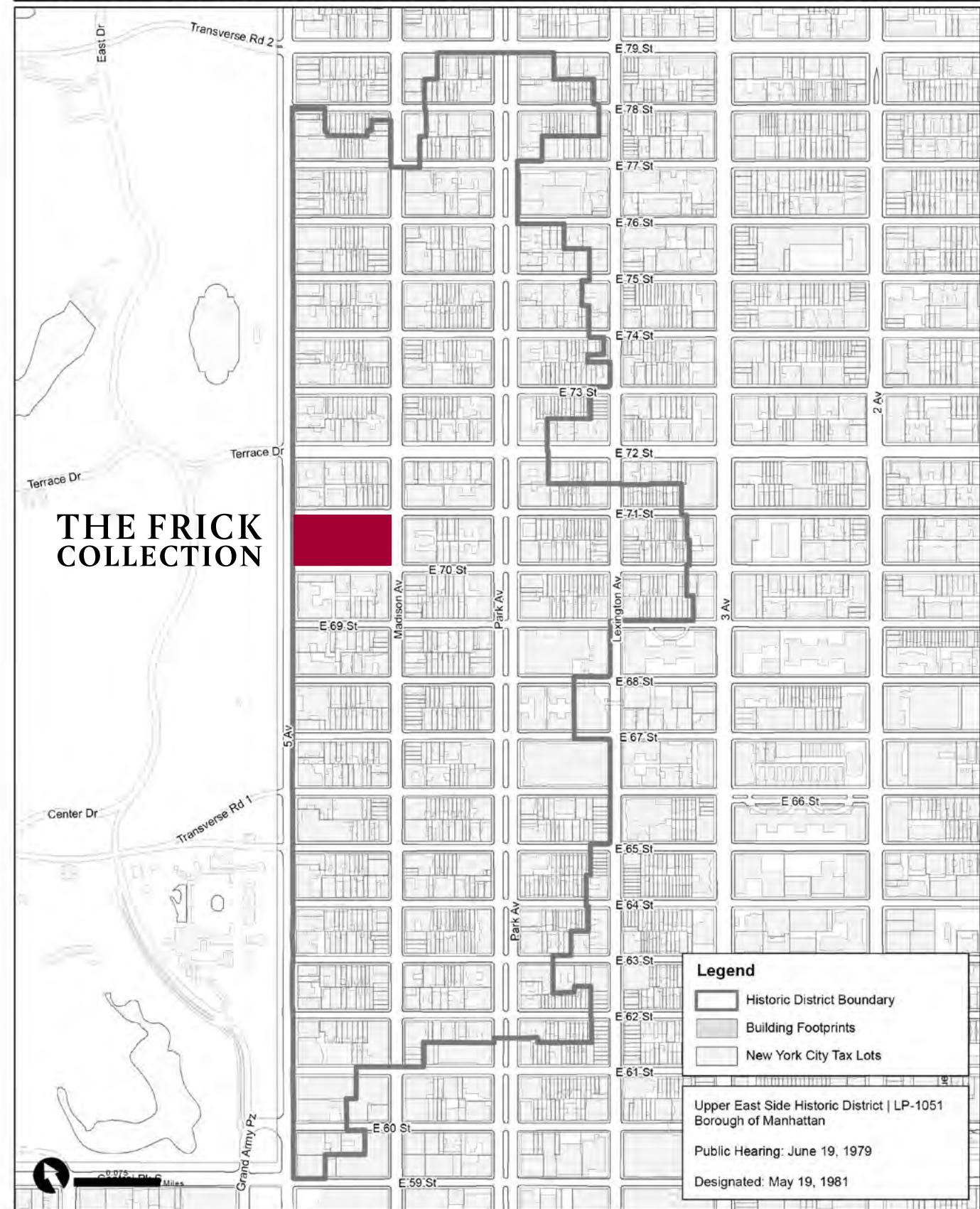
DCL (Design Communications), Ltd  
153 W 27th Street, #707  
New York, NY 10001  
212.255.3226

## **LIGHTING CONSULTANT**

L'Observatoire International, Inc  
120 Walker Street, 7E  
New York, NY 10013  
212.255.4463

# Upper East Side Historic District Map

Upper East Side Historic District | LP-1051



Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 3.28.2019

## Context

### Renovation and Enhancement Project

For nearly ninety years, visitors from around the world have been deeply moved by the beauty and tranquility of The Frick Collection. To ensure the continued quality of the Frick experience, we have undertaken a renovation and enhancement project that will enable us to better serve a twenty-first-century audience. Carried out with care and sensitivity, the project will make more of the 1914 Carrère and Hastings mansion accessible to the public. Critical updates to the buildings' infrastructure will allow us to provide the highest standard of care for the priceless collections they house, while the addition of new amenities and improved accessibility will ensure an unparalleled experience for an international community of art lovers, students, and scholars.



# Context

## Renovation and Enhancement Project

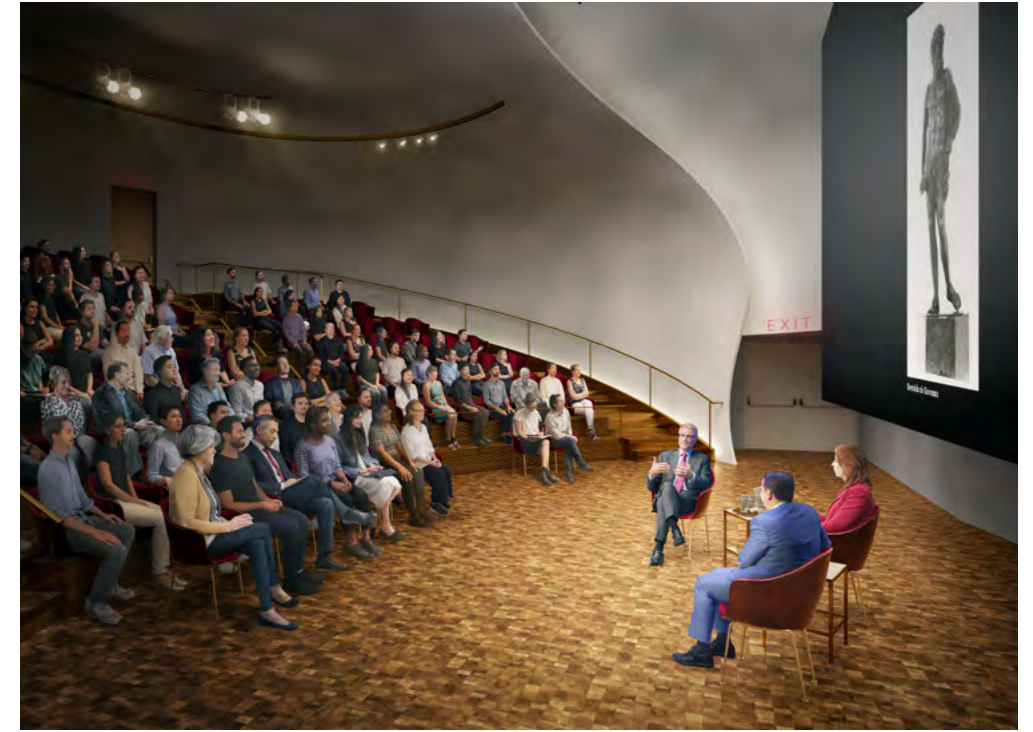
### NEW GALLERY SPACES & PUBLIC PROGRAM FACILITIES



RECEPTION HALL



EXHIBITION GALLERIES



AUDITORIUM



SECOND FLOOR



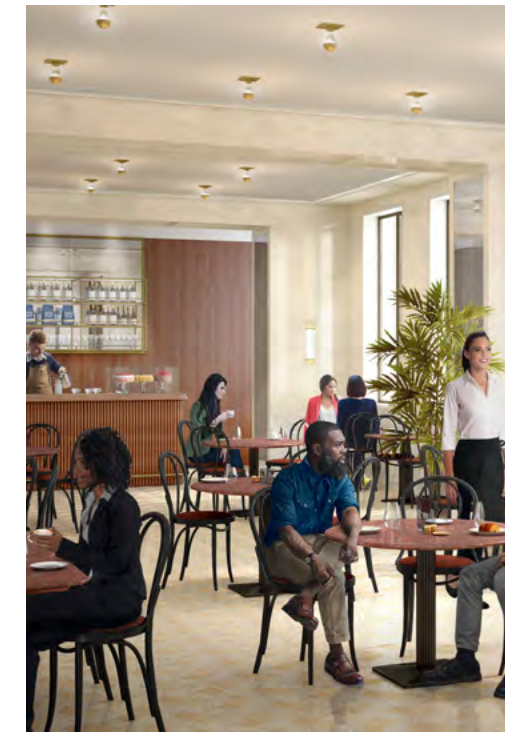
EDUCATION ROOM



CONSERVATION CENTER

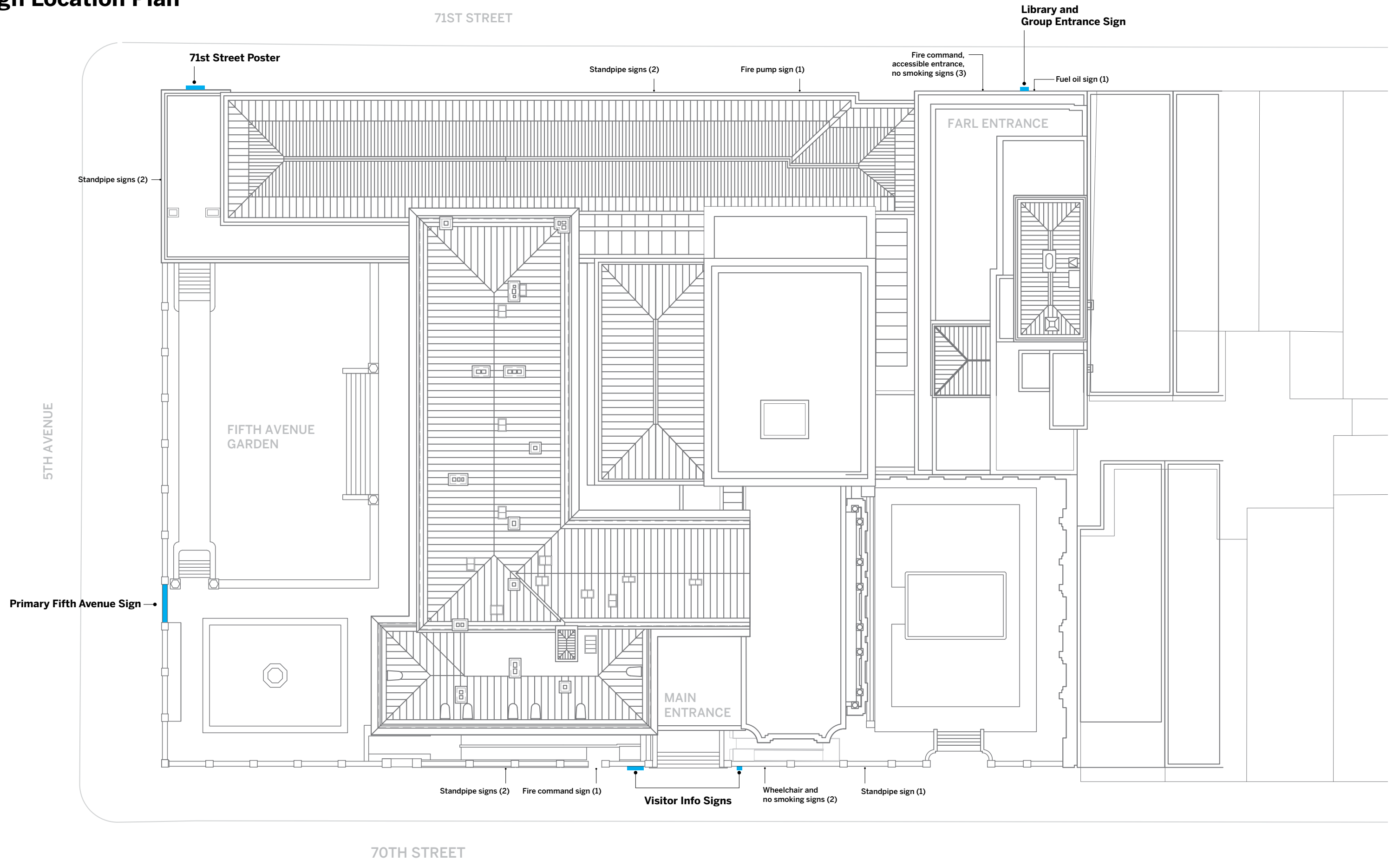


MUSEUM SHOP

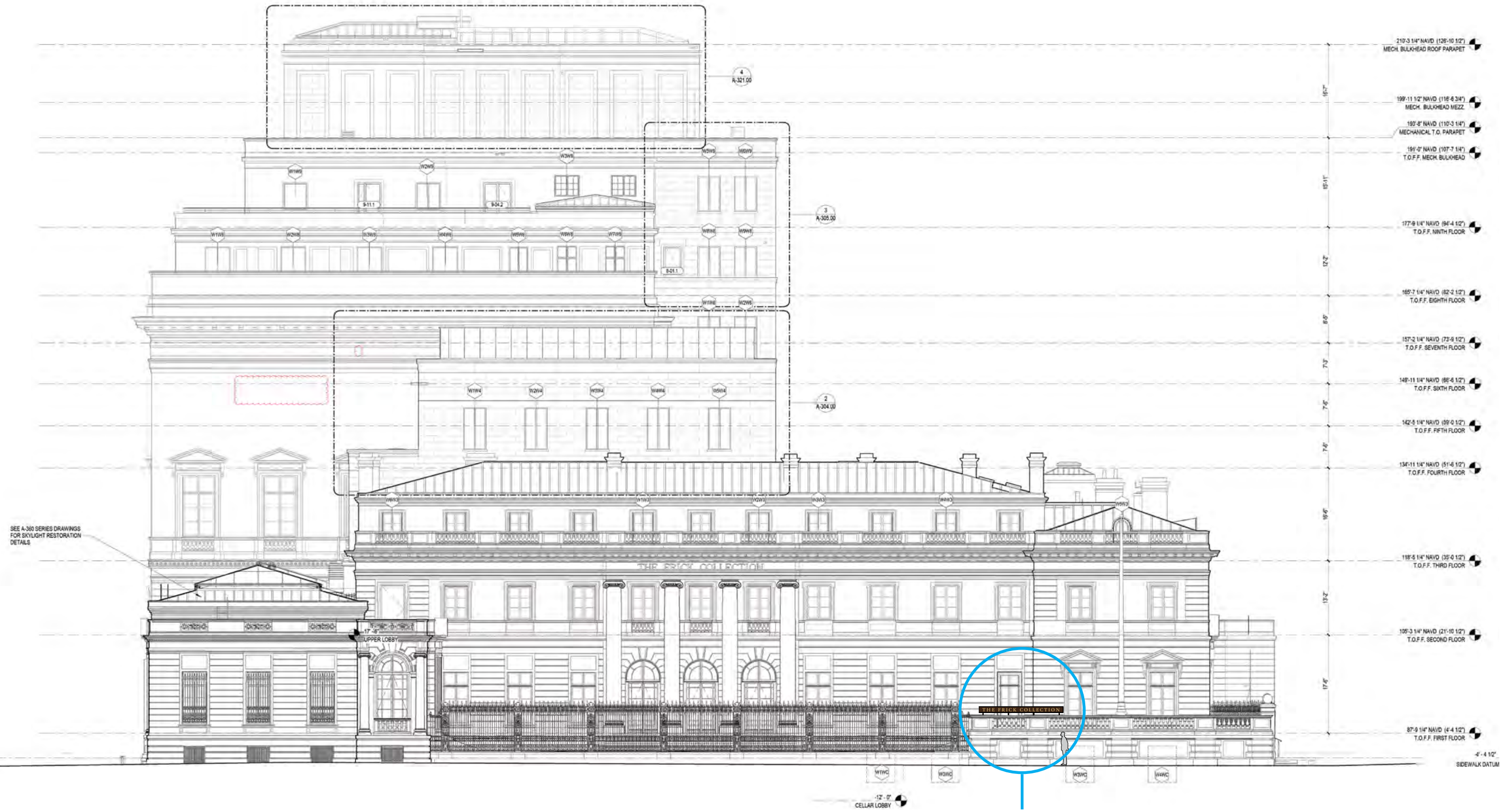


RESTAURANT

# Sign Location Plan



# Overall Building Elevation (West) 5th Avenue



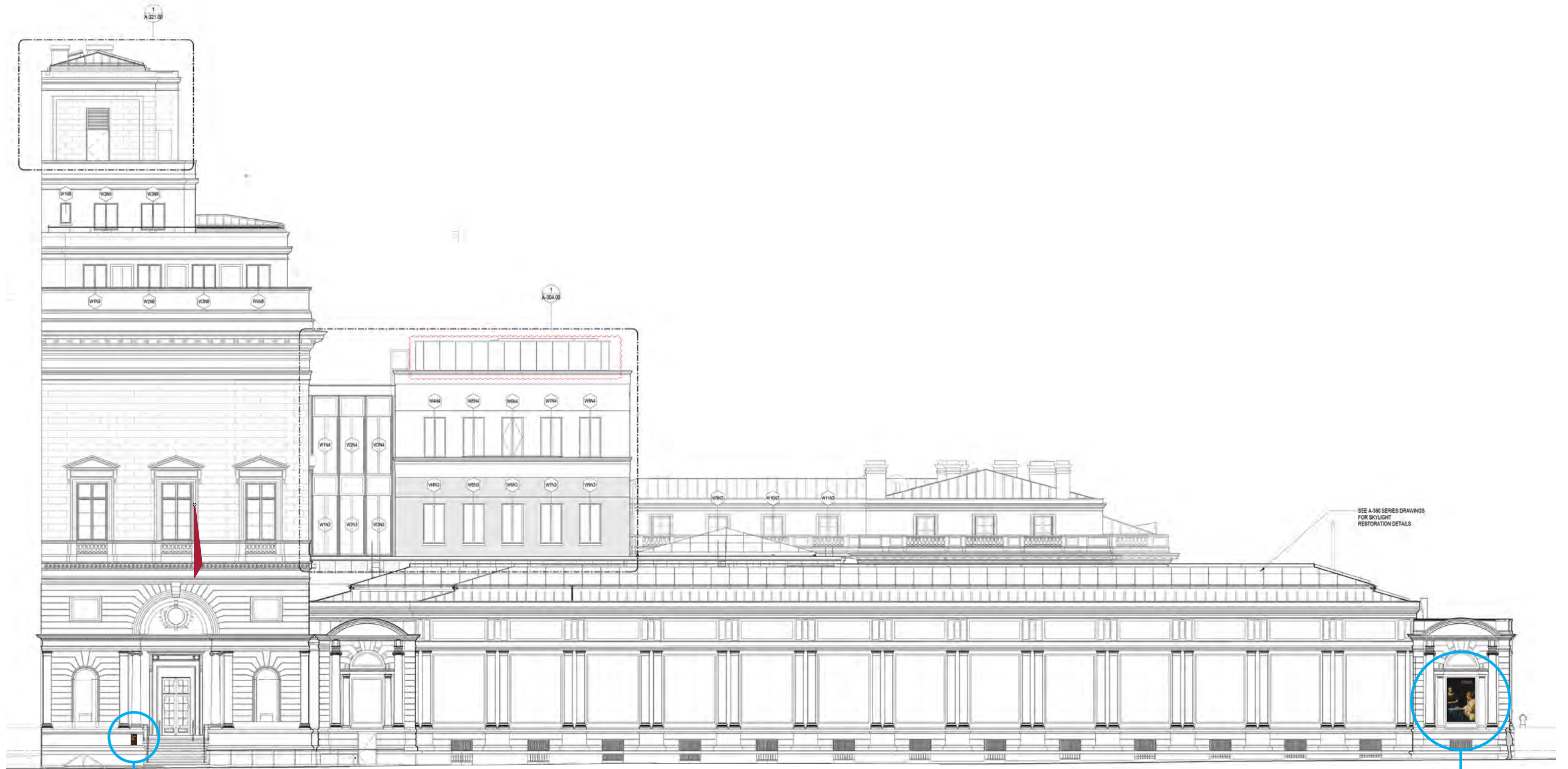


# Overall Building Elevation (South) 70th Street



Visitor Info Signs

# Overall Building Elevation (North) 71st Street



Library & Group Entrance Sign



71st Street Poster

# Materials and Color

## BRONZE

---



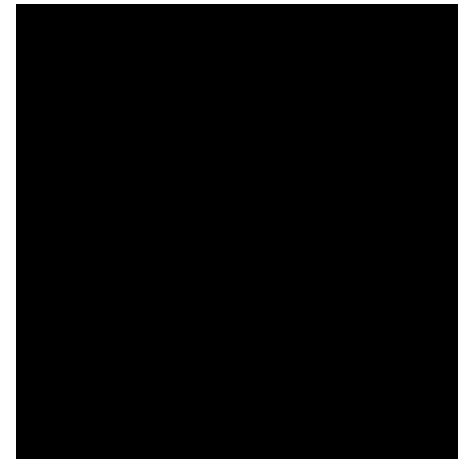
**B1**  
Bronze



**B2**  
Bronze (Lighter)

## PAINTED ALUMINUM

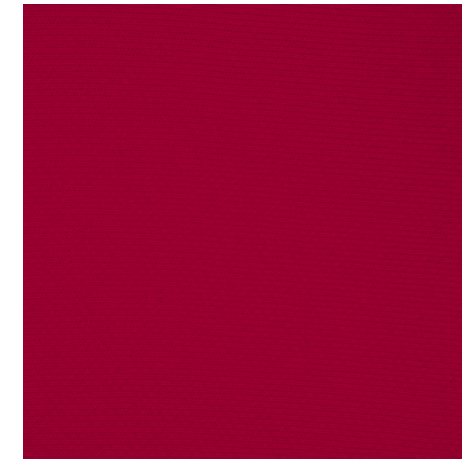
---



**PA1**  
Black

## SEWN BANNER

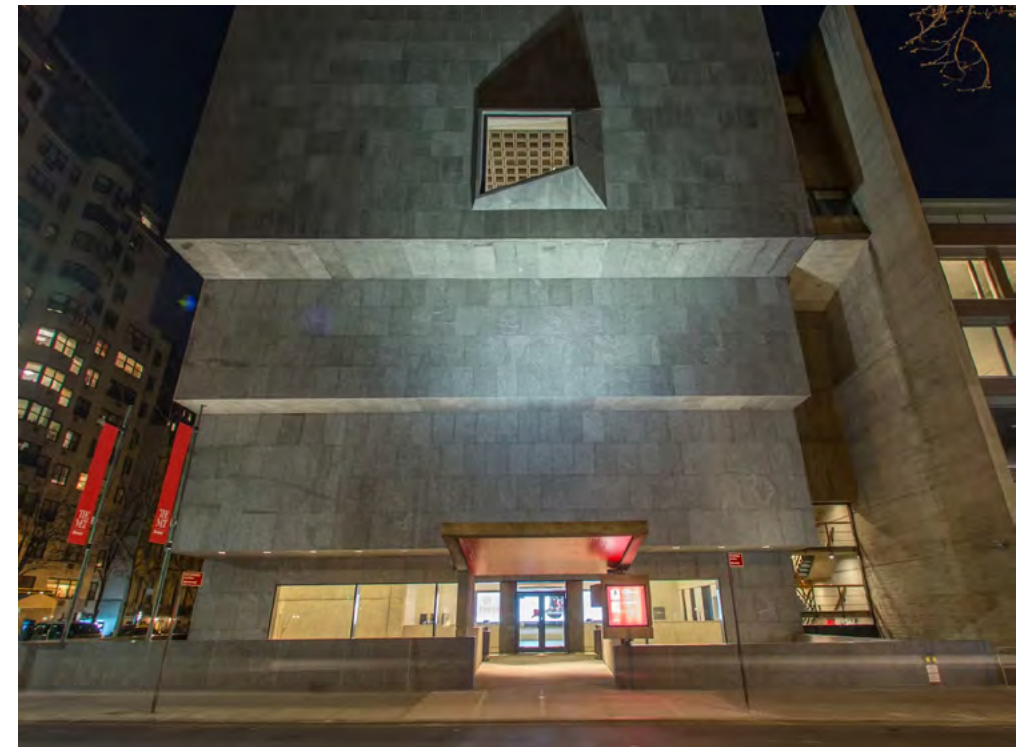
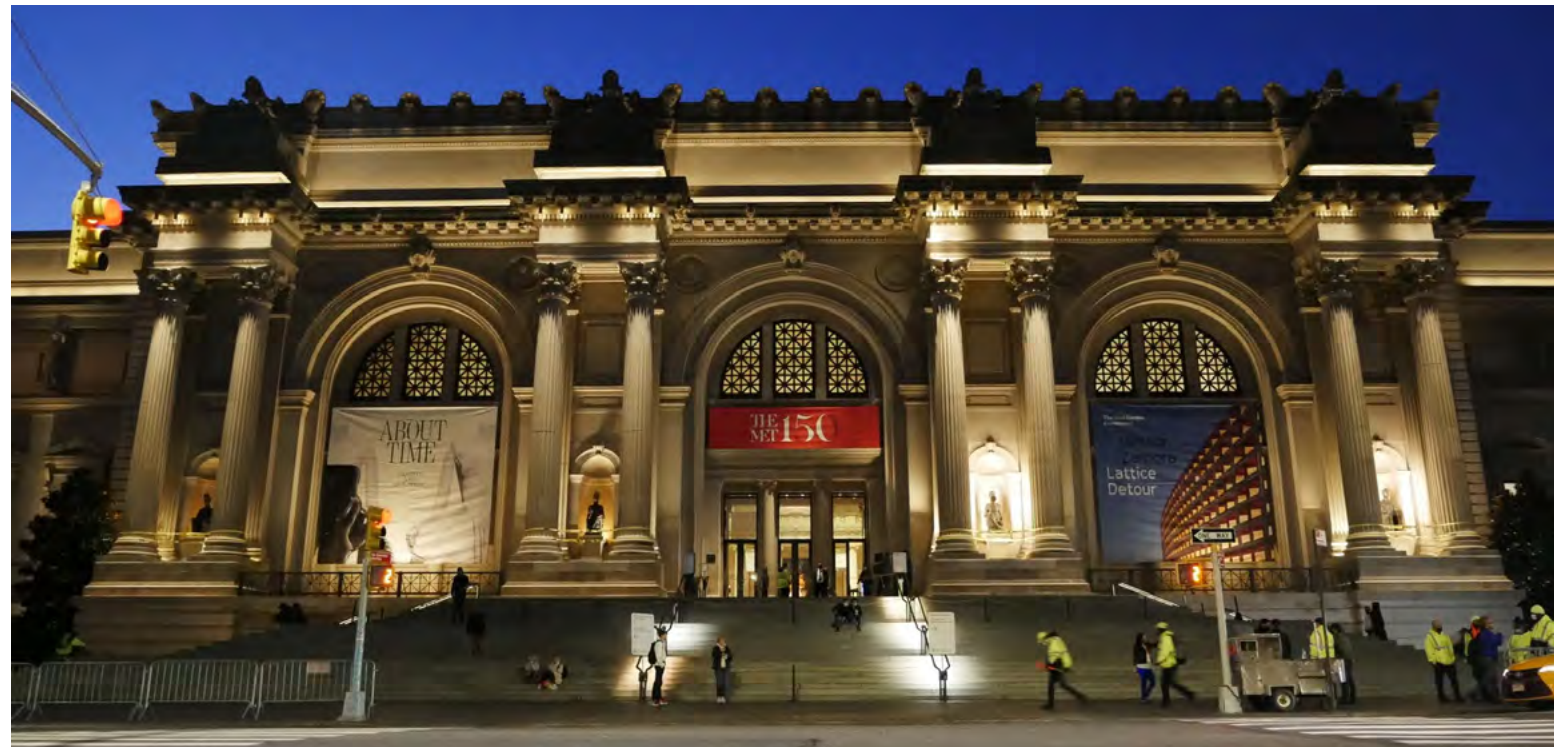
---



**SB1**  
Sewn Banner

# Precedents

Cooper Hewitt (top) and The Met (bottom)



THE MET BREUER (2016 – 2020)

# Precedents

Museum of the City of New York (top) and Morgan Library (bottom)



# Precedents

## Museum of Illusions



PRIMARY FIFTH  
AVENUE SIGN

# Proposed Fifth Avenue Sign Rendering





# Proposed Fifth Avenue Sign Rendering



# Proposed Fifth Avenue Sign Rendering



**Proposed Fifth Avenue Sign**  
Rendering



**Proposed Fifth Avenue Sign**  
Rendering (external light fixture on balustrade)



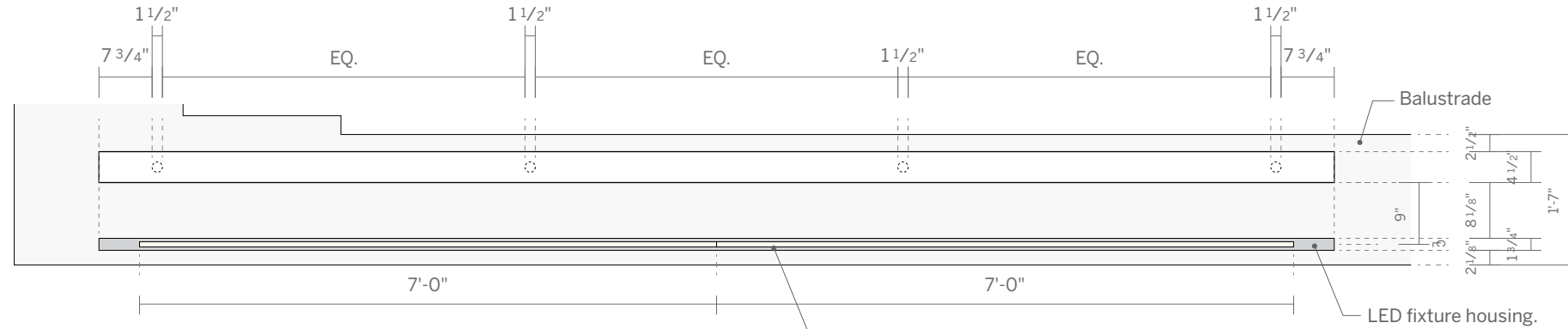
**Proposed Fifth Avenue Sign**  
Rendering



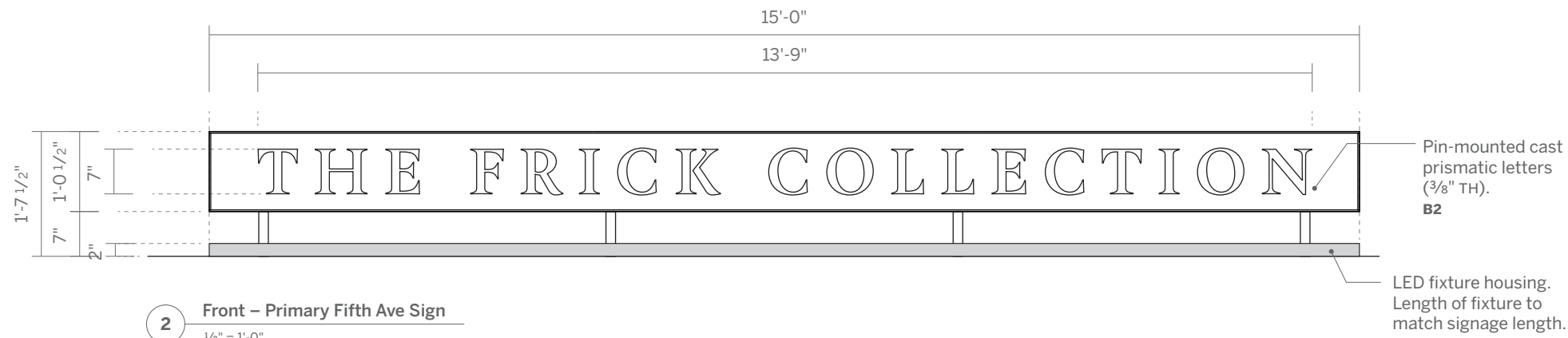
**Proposed Fifth Avenue Sign**  
Rendering



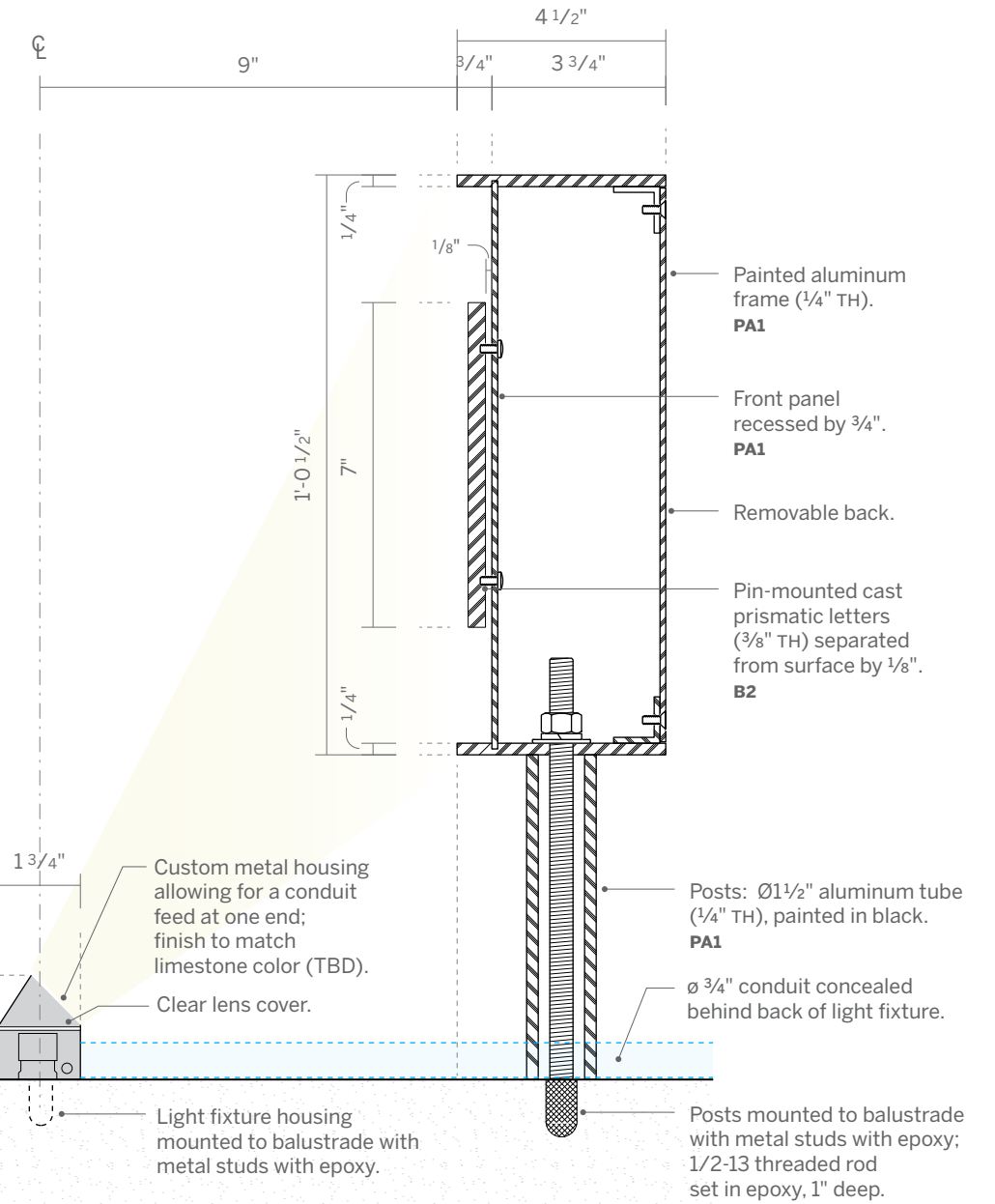
# Proposed Fifth Avenue Sign Specifications



**1** Top – Primary Fifth Ave Sign  
1/2" = 1'-0"



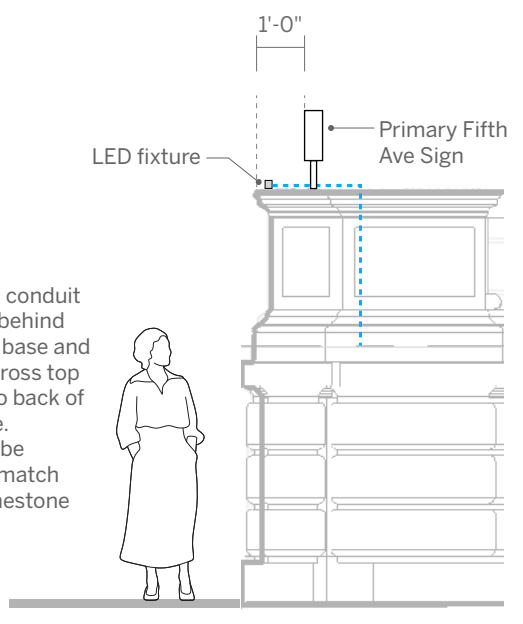
**2** Front – Primary Fifth Ave Sign  
1/2" = 1'-0"



**5** Section – Primary Fifth Ave Sign  
3" = 1'-0"



**3** West Elevation – Primary Fifth Ave Sign  
1/4" = 1'-0"



**4** South Elevation – Primary Fifth Ave Sign  
1/4" = 1'-0"

# Proposed Fifth Avenue Sign

## Lighting Design Intent (by L'Observatoire)



**LOI FULL SCALE MOCKUP SIDE ELEVATION**  
 - LIGHTING NEEDS TO BE PLACED CLOSE TO THE EDGE OF THE LEDGE IF THE SIGNAGE IS CENTERED ON THE LEDGE



**ONSITE FIELD MEASUREMENT OF BALUSTRADE**



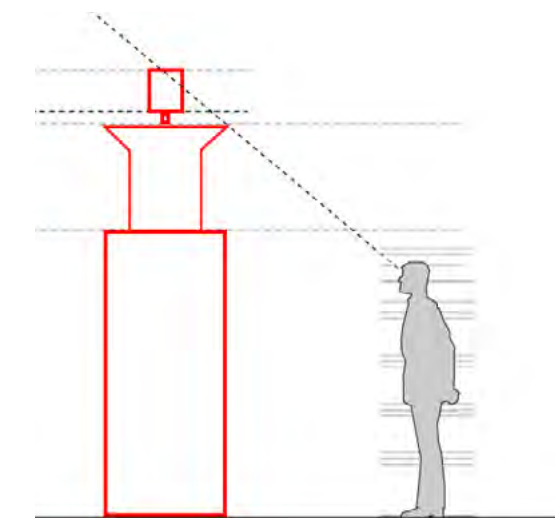
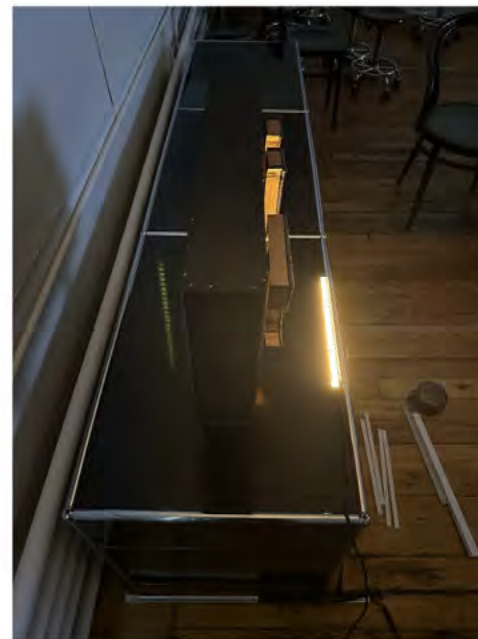
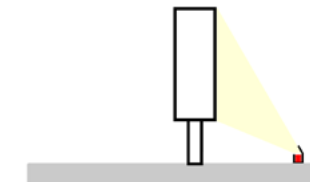
### 5TH AVENUE SIGNAGE LIGHTING MOCKUP

**FIXTURE TYPE USED FOR MOCKUP:**  
 LINEAR LOW VOLTAGE LED FIXTURE WITH WIDE BEAM AND CROSS BAFFLE LOUVER

**FIXTURE LENGTH:**  
 TO MATCH LENGTH OF SIGNAGE MINUS 4" OFF EACH SIDE

**ADDITIONAL HOUSING:**  
 REQUIRED TO SHIELD DIRECT VIEW OF LIGHT SOURCE

**COLOR TEMPERATURE:**  
 MOCKUP SAMPLE IS IN 2200K,  
 TEST TO BE DONE WITH ACTUAL MATERIAL TO SELECT APPROPRIATE CCT.





# Proposed Fifth Avenue Sign

Prototype Photo



# Proposed Fifth Avenue Sign

Prototype Photo (NOTE: POST WIDTH INCREASED FOR PROTOTYPE PURPOSES ONLY)



# VISITOR INFORMATION SIGNS

## Existing Visitor Information Signs



SIZE: APPROX. 2'-0" X 2'-8"

# Proposed Visitor Information Signs Rendering



**Proposed Visitor Information Signs**  
Rendering (external picture light fixtures)



# Proposed Visitor Information Signs

Rendering (left side)



# Proposed Visitor Information Signs

Rendering (right side by the ramp)





# Proposed Visitor Information Signs

Rendering (detail)



**Proposed Visitor Information Signs**  
Rendering (detail, with external picture light fixtures)

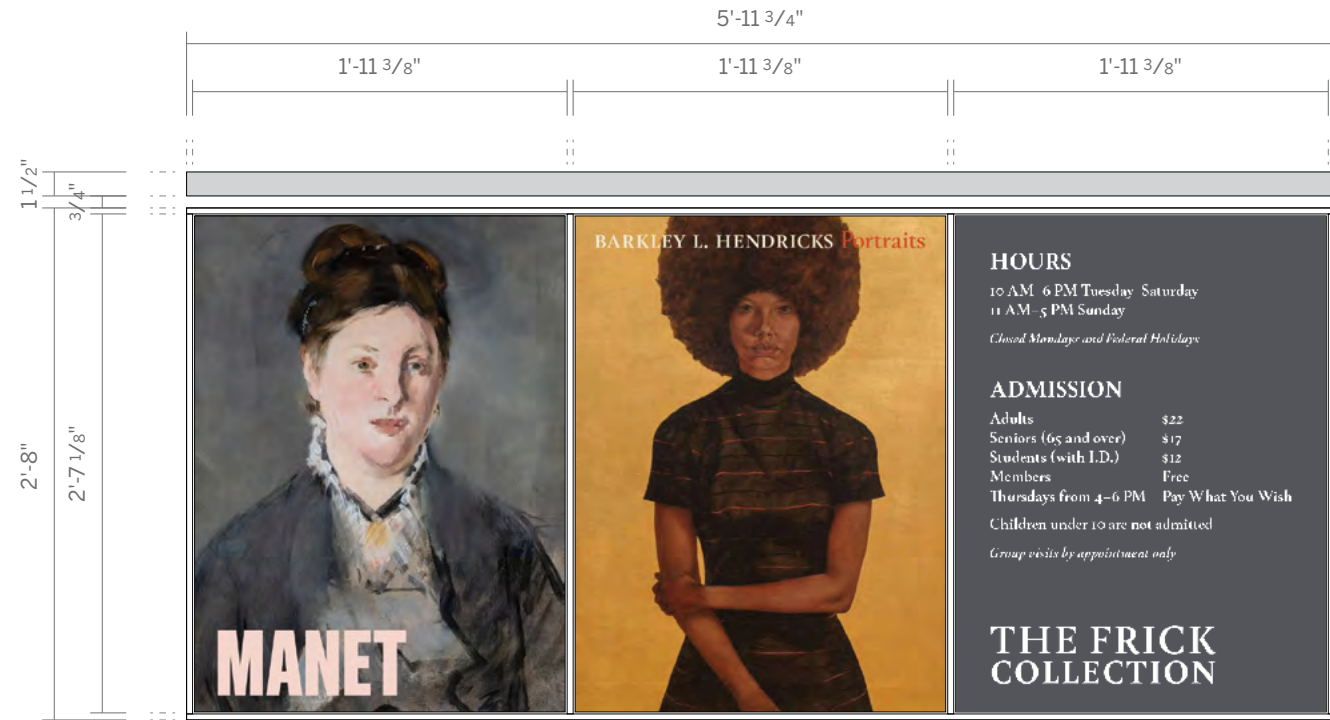


# Proposed Visitor Information Signs Reference



BARNES FOUNDATION

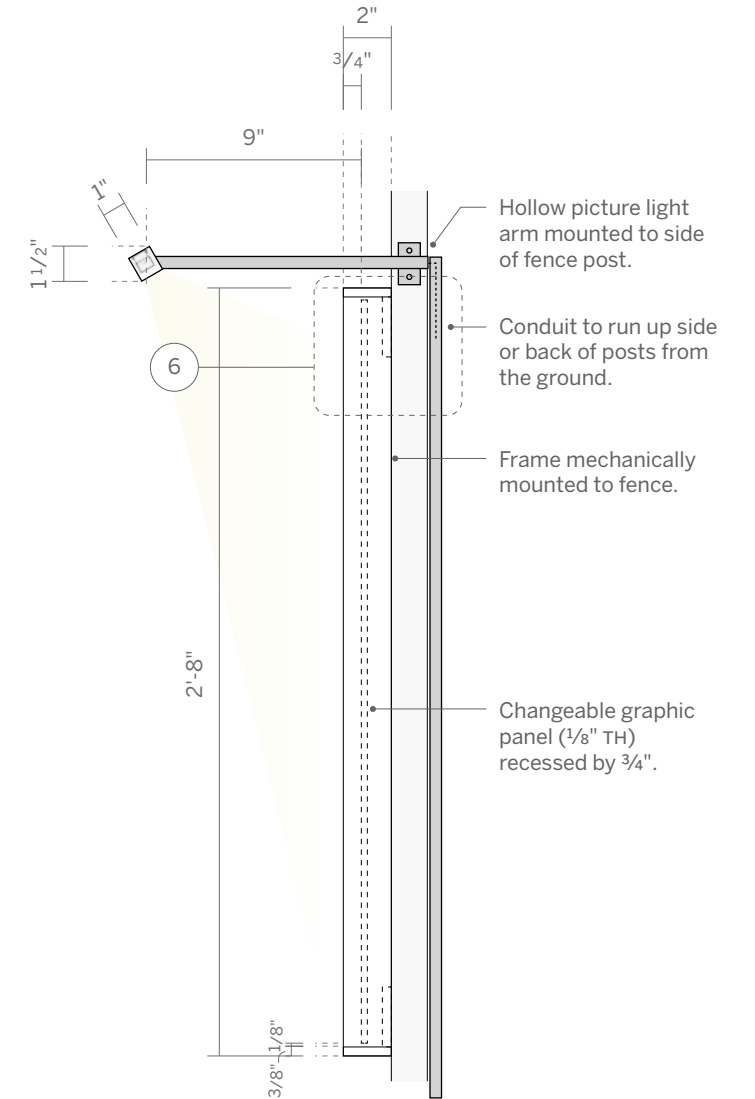
# Proposed Visitor Information Signs Specifications



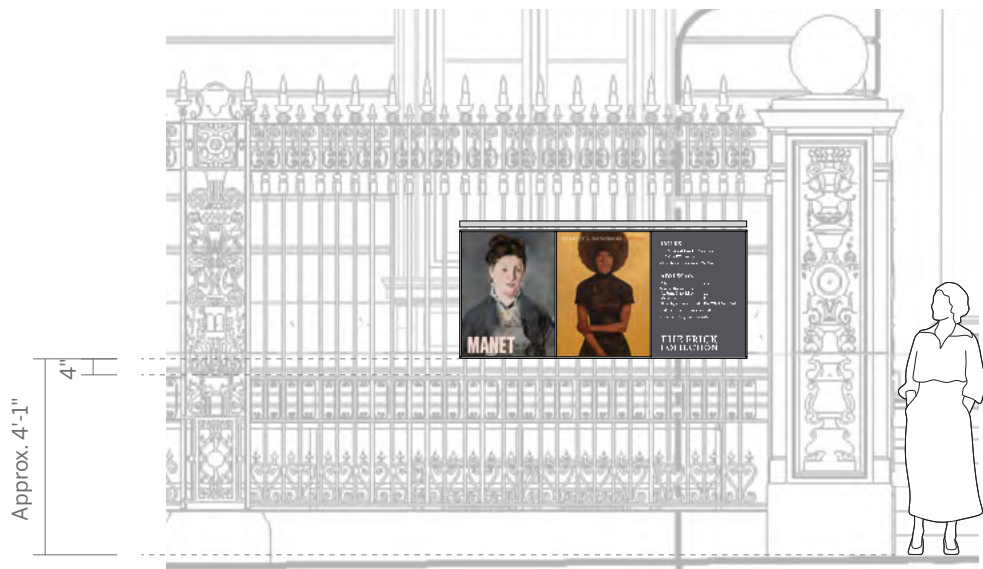
1 Front – Visitor Info Signs (Left Side)  
1" = 1'-0"



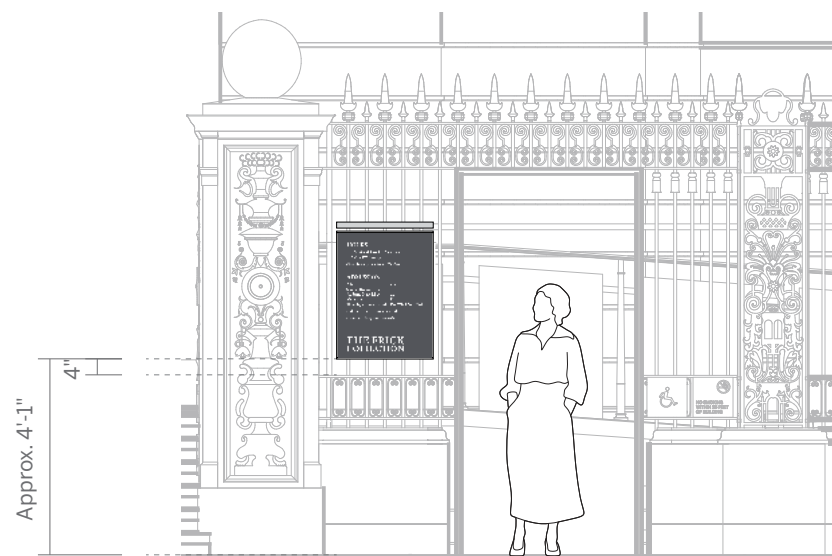
2 Front – Visitor Info Sign (Right Side)  
1" = 1'-0"



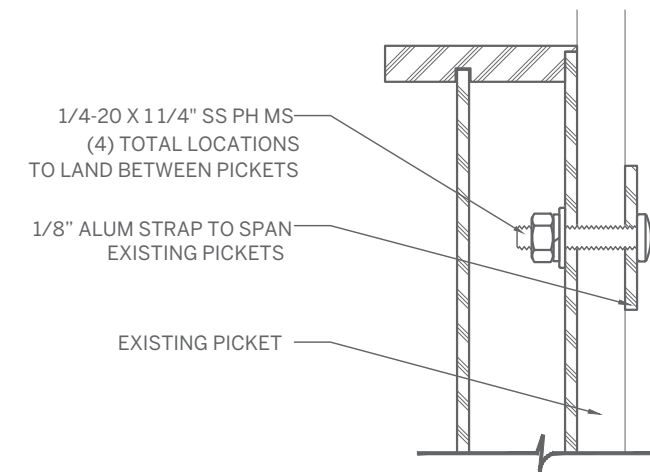
5 Section – Visitor Info Signs  
1 1/2" = 1'-0"



3 Elevation – Visitor Info Signs (Left Side)  
1/4" = 1'-0"



4 Elevation – Visitor Info Sign (Right Side)  
1/4" = 1'-0"



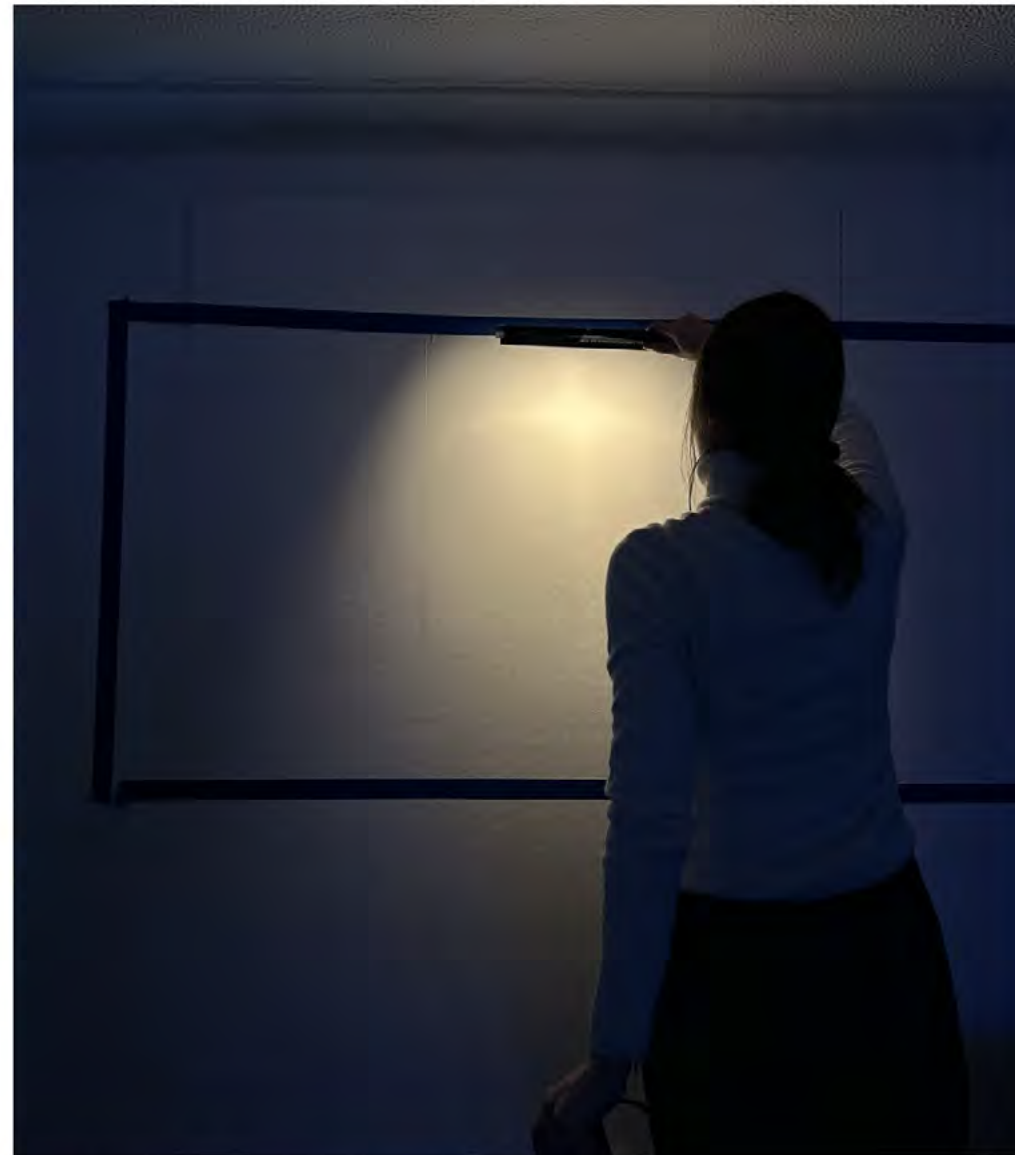
6 Section Detail – Visitor Info Signs  
Half Size

# Proposed Visitor Information Signs

## Lighting Design Intent (by L'Observatoire)



TEST 1:  
PICTURE LIGHT WITH 12" OFFSET FROM WALL



TEST 2:  
PICTURE LIGHT WITH 9" OFFSET FROM WALL

### 70TH STREET SIGNAGE LIGHTING MOCKUP

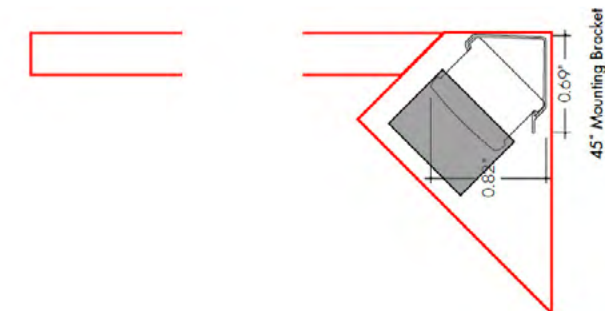
**FIXTURE TYPE USED FOR MOCKUP:**  
LINEAR LOW VOLTAGE LED FIXTURE WITH  
WIDE BEAM AND CROSS BAFFLE LOUVER  
(SAME AS USED FOR 5TH AVENUE MOCKUP)

**FIXTURE LENGTH:**  
TO MATCH LENGTH OF SIGNAGE MINUS 4" OFF EACH SIDE  
TO BE CONFIRMED WITH PROFESSIONAL MOCKUP

**ADDITIONAL HOUSING:**  
PICTURE LIGHT TYPE HOUSING WITH SHIELD AND ARMS REQUIRED  
TO BE DESIGNED BY OTHERS.  
SEE SKETCH ON PREVIOUS PAGE FOR INTENT

**COLOR TEMPERATURE:**  
MOCKUP SAMPLE IS IN 2200K,  
TEST TO BE DONE WITH ACTUAL MATERIAL TO SELECT APPROPRIATE CCT.  
2400K AND 2700K TO BE TESTED

**SUMMARY:**  
LIGHT SOURCE TO BE CANTILEVERED FROM POSTERBOX  
FRAME 9-12" TO ACHIEVE AN EVEN WASH OF LIGHT



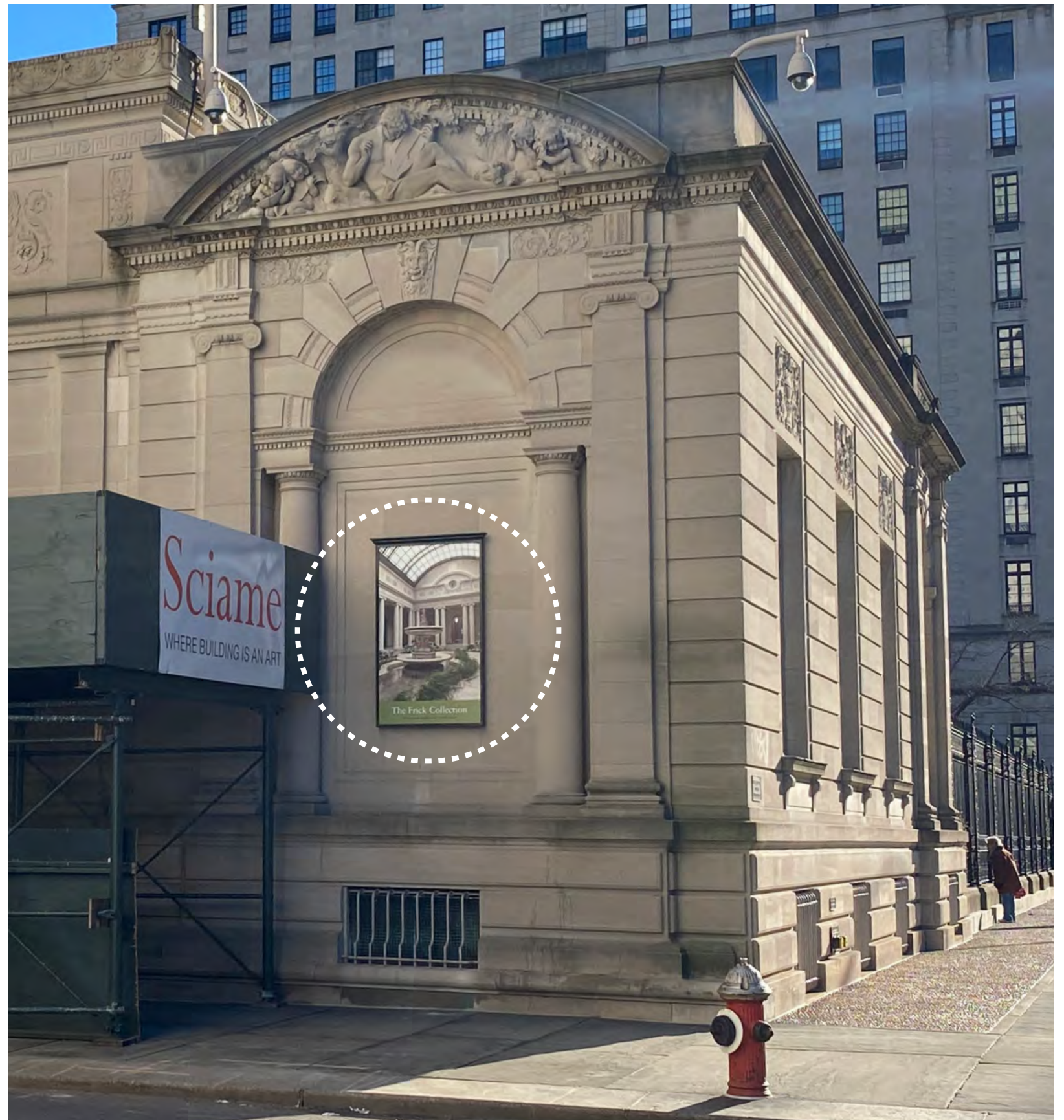
**Proposed Visitor Information Signs**  
Existing Electrical Conduit

**EXISTING ELECTRICAL CONDUIT**



71ST STREET POSTER

# Existing 71st Street Poster





# Proposed 71st Street Poster



# Existing and Proposed 71st Street Poster

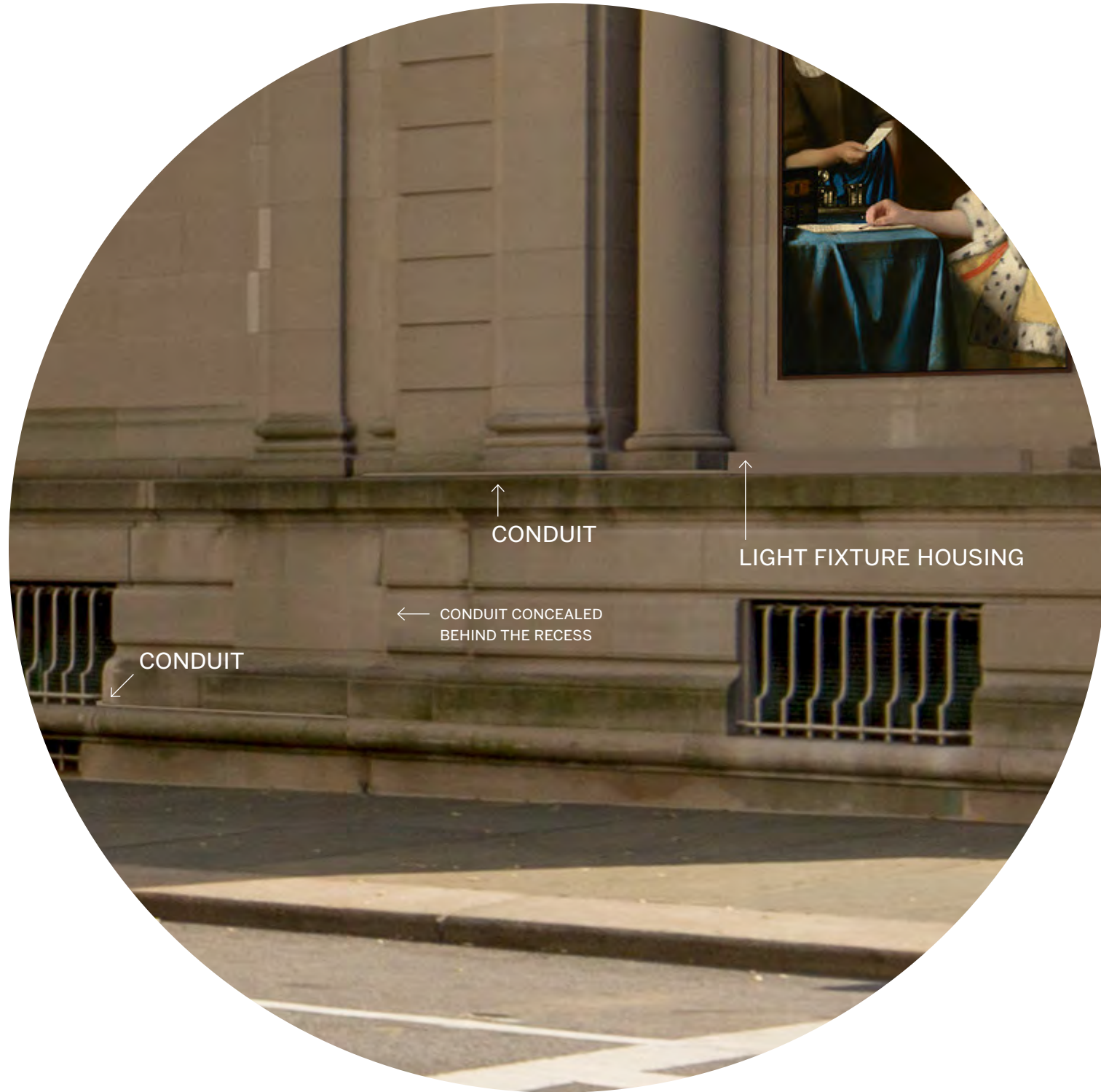
EXISTING



PROPOSED



# Proposed 71st Street Poster



## PROPOSED



Existing 71st Street Poster

Home  
G IS AN ART



Proposed 71st Street Poster  
Rendering



**Proposed 71st Street Poster**  
Rendering Poster Case  
(external light fixture on ledge)



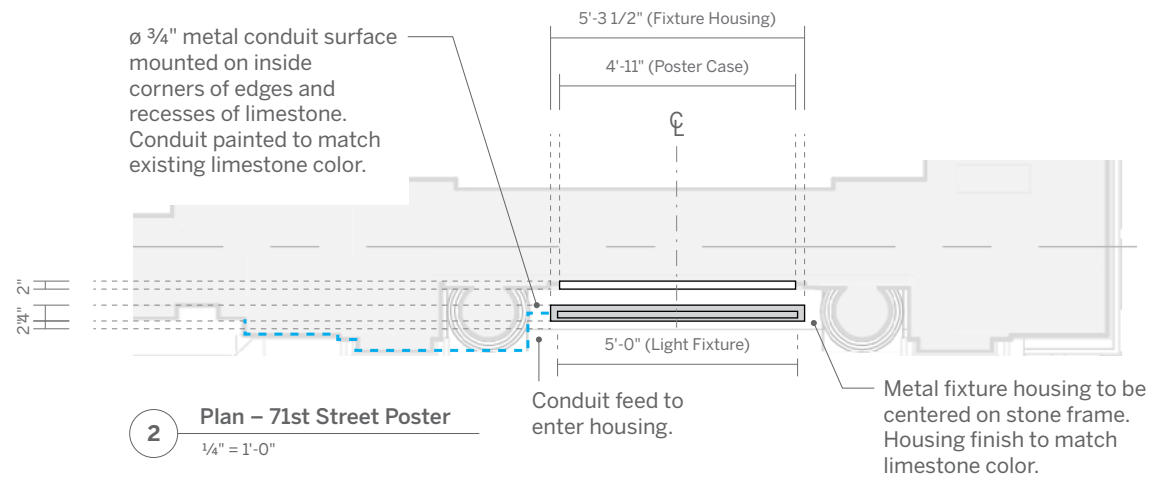
**Proposed 71st Street Poster**  
Rendering (detail)



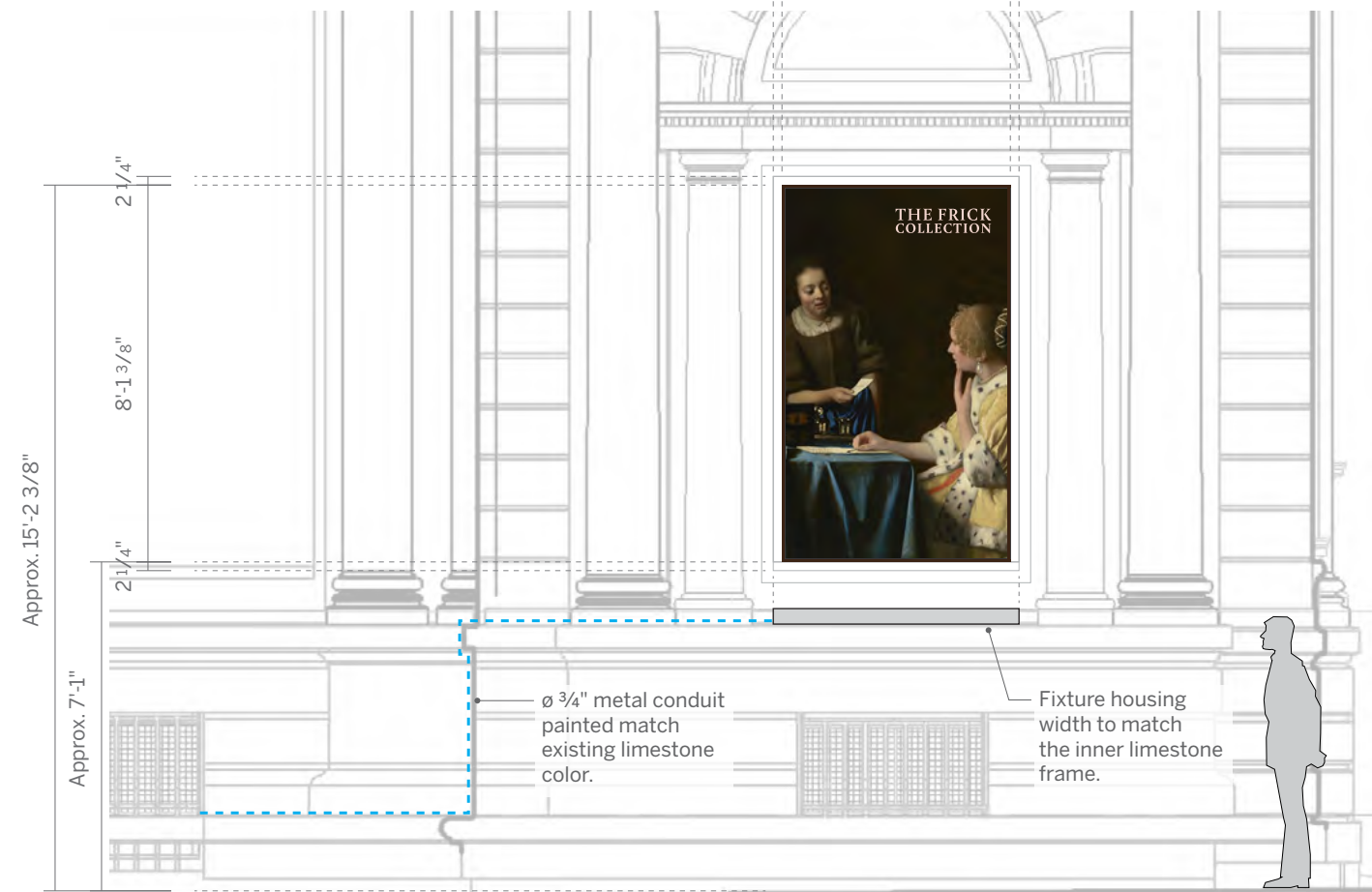
# Proposed 71st Street Poster Specifications



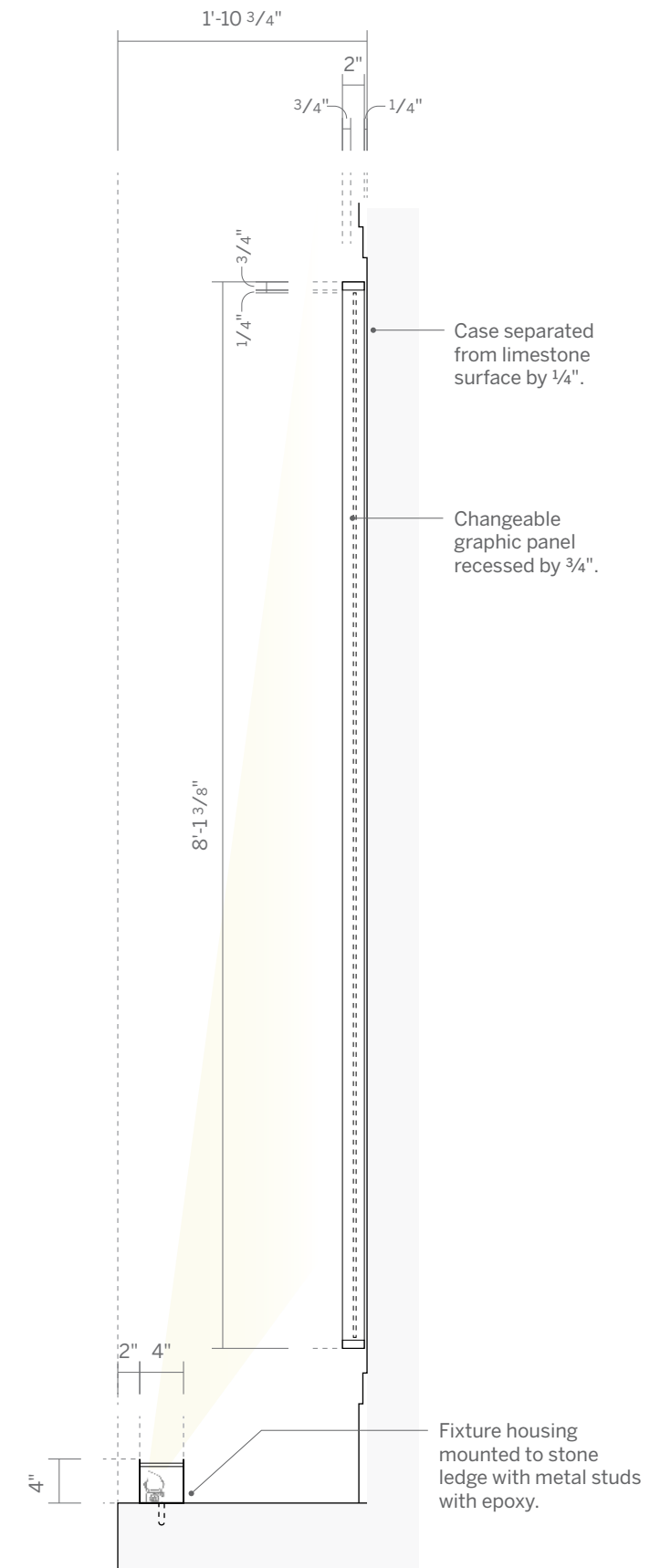
**1** Front - 71st Street Poster  
1/2" = 1'-0"



**2** Plan - 71st Street Poster  
1/4" = 1'-0"



**3** North Elevation - 71st Street Poster  
1/4" = 1'-0"



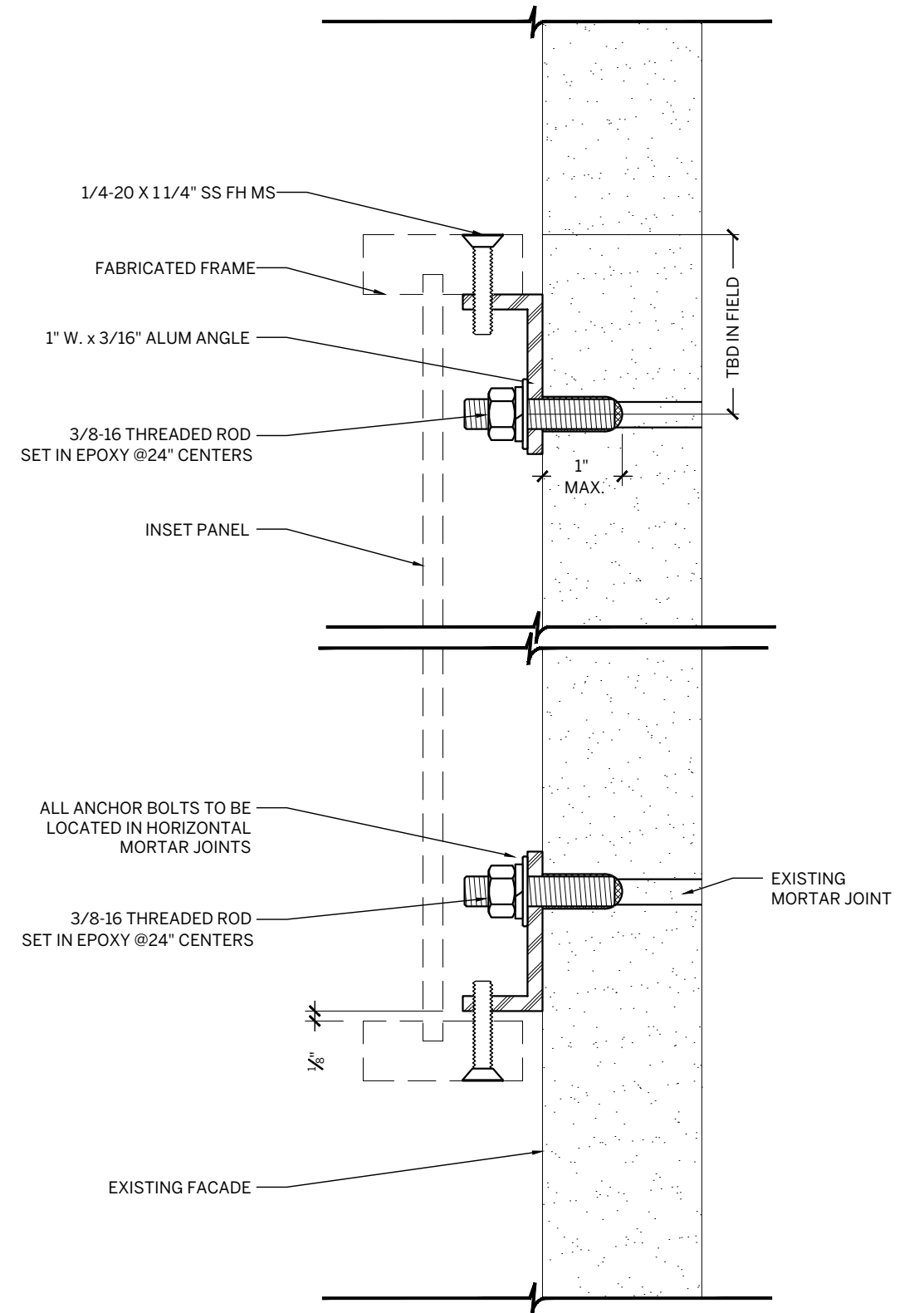
**4** Section - 71st Street Poster  
3/4" = 1'-0"



# Proposed 71st Street Poster Specifications



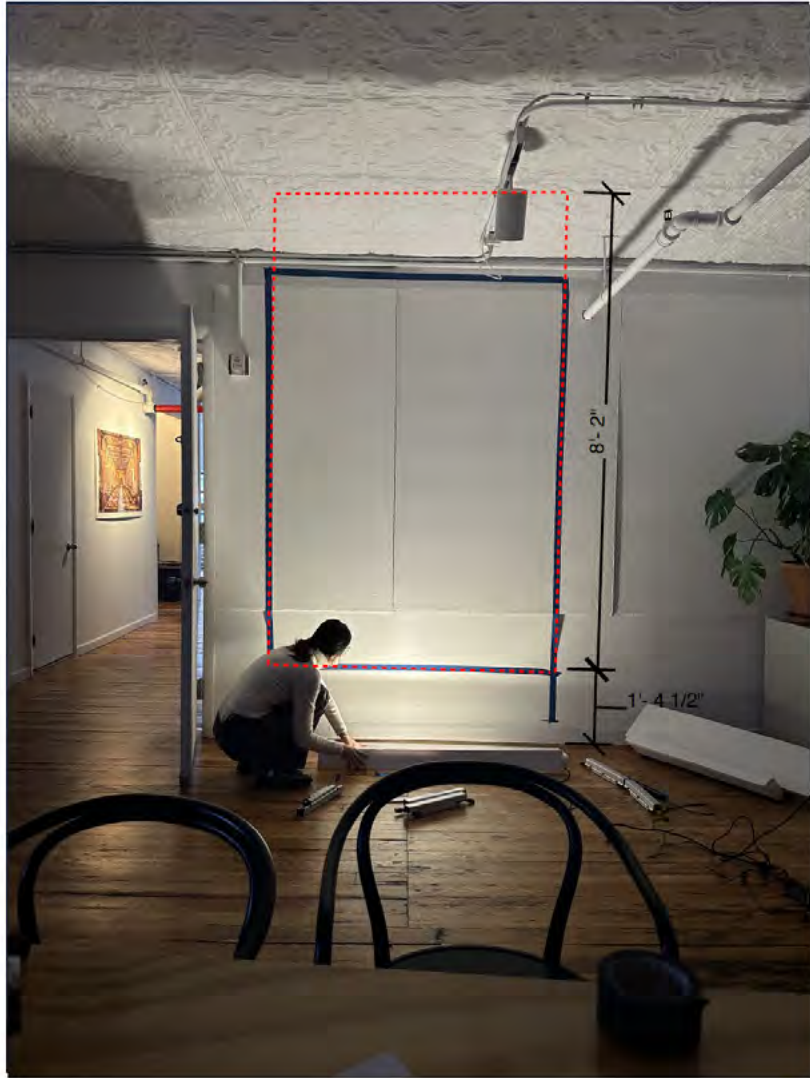
**1** North Elevation – 71st Street Poster  
1/8" = 1'-0"



**2** Section Detail – 71st Street Poster  
Half Size

# Proposed 71st Street Poster

## Lighting Design Intent (by L'Observatoire)



### 71ST STREET SIGNAGE LIGHTING MOCKUP

**FIXTURE TYPE USED FOR MOCKUP:**  
 LINEAR LINE VOLTAGE LED FIXTURE WITH  
 ASYMMETRIC BEAM  
 CROSS BAFFLE LOUVER TO BE ADDED FOR INSTALL (TBC)

**FIXTURE LENGTH:**  
 TO MATCH LENGTH OF SIGNAGE MINUS 4" OFF EACH SIDE  
 TO BE CONFIRMED WITH PROFESSIONAL MOCKUP

**ADDITIONAL HOUSING:**  
 U-SHAPED HOUSING SITTING DIRECTLY ON TOP OF STONE LEDGE  
 TO BE DESIGNED BY OTHERS.  
 SEE SKETCH ON PREVIOUS PAGE FOR INTENT

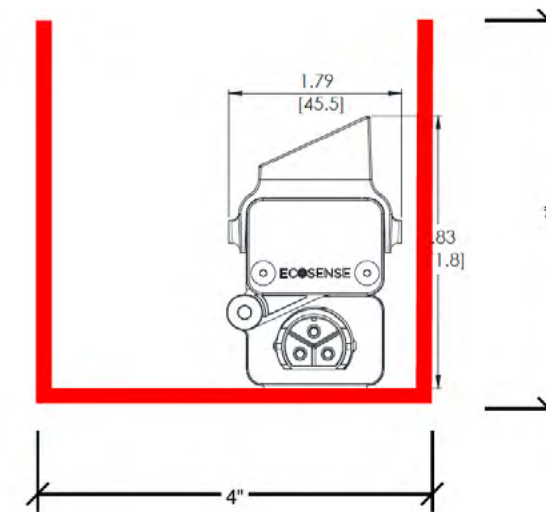
**COLOR TEMPERATURE:**  
 MOCKUP SAMPLE IS IN 3000K,  
 TEST TO BE DONE WITH ACTUAL MATERIAL TO SELECT APPROPRIATE CCT.  
 2700K PREFERRED



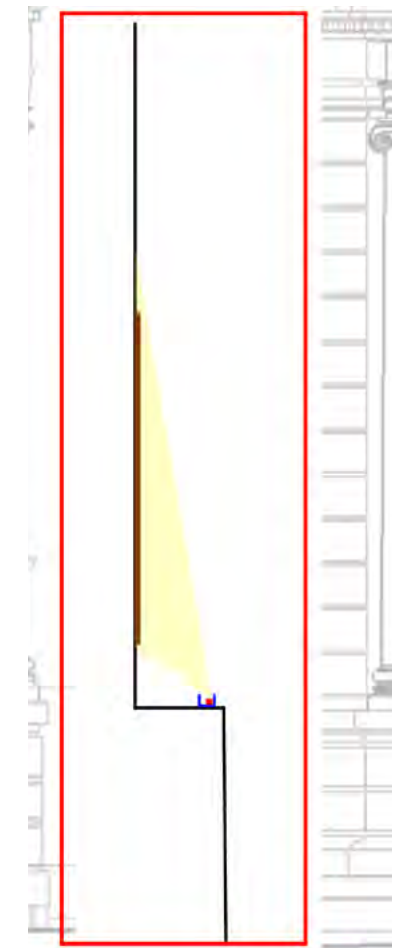
SITE MEASUREMENT: DEPTH OF LEDGE

### MOCKUP SUMMARY

- HOUSING CONTAINING THE FIXTURE TO BE PLACED 2" BACK FROM THE FRONT OF THE LEDGE TO ALLOW FOR MAXIMUM DISTANCE TO THE POSTER  
 FOR MOCKUP PURPOSES WE USED A BAFFLE TO DETERMINE THE HEIGHT REQUIRED FOR THE HOUSING TO CREATE A SOFT CUT OFF OF THE LIGHT TO PREVENT THE LOWEST PORTION OF THE WALL (BELOW THE POSTER) TO BE THE BRIGHTEST PART. THE WHITE BAFFLE IS REFLECTING LIGHT-- THE HOUSING INTERIOR TO BE MATTE BLACK FOR THIS REASON.



HOUSING SIZE TO BE VERIFIED WITH MOCKUP  
 INTERIOR FINISH: MATTE BLACK  
 EXTERIOR FINISH: TO MATCH STONE FINISH



LOI lighting intent sketch

# Proposed 71st Street Poster Prototype Photo



LIBRARY AND GROUP  
ENTRANCE SIGN

# Existing Library and Group Entrance Sign Photos

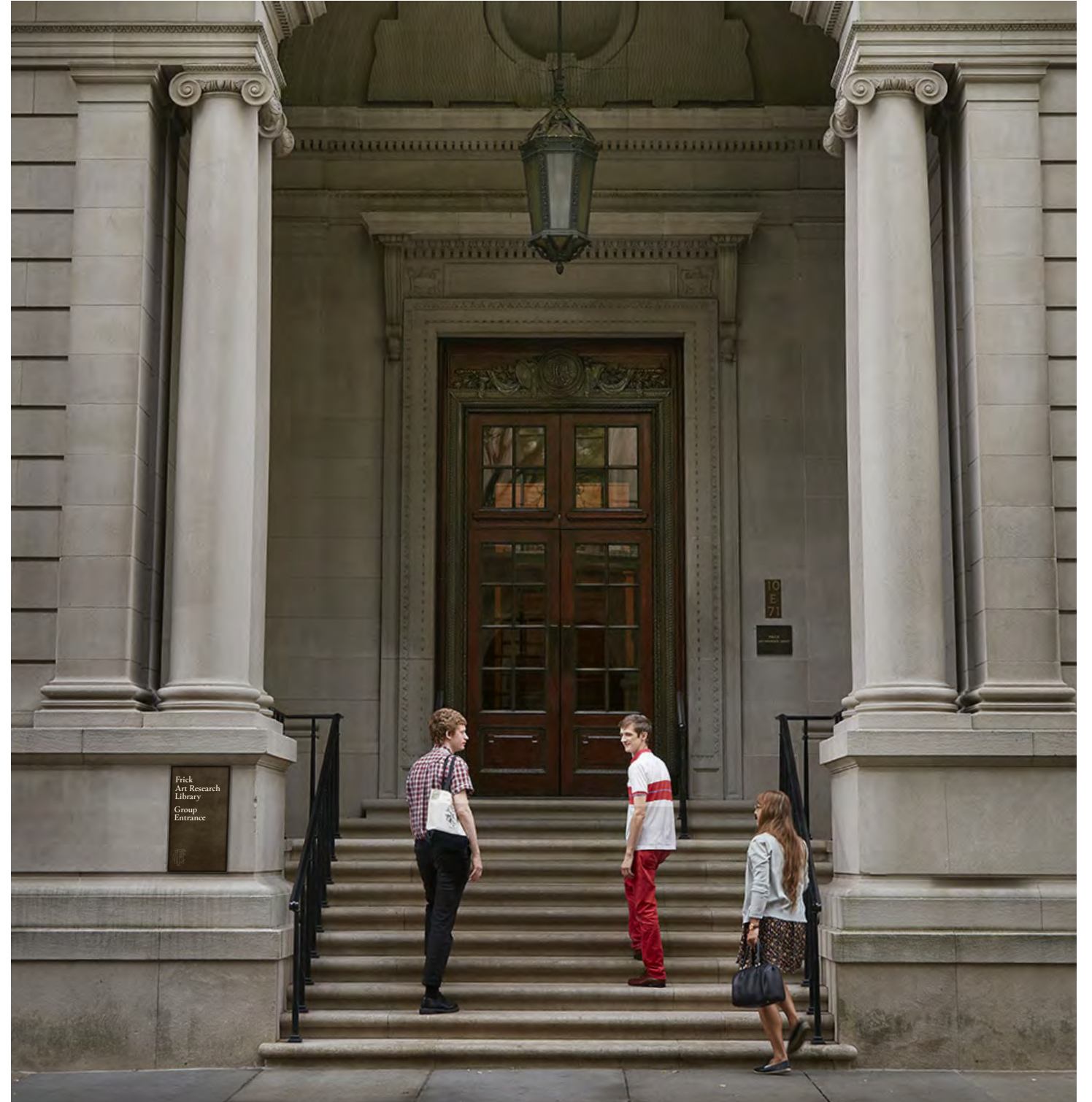


# Existing and Proposed Library and Group Entrance Sign

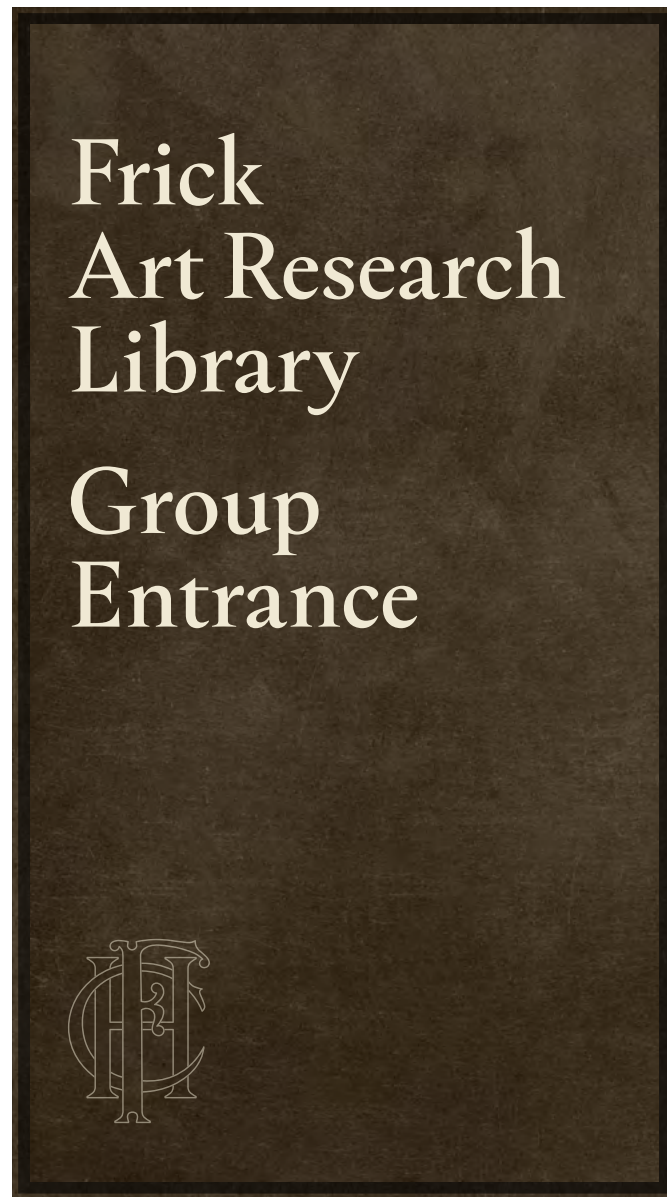
EXISTING



PROPOSED



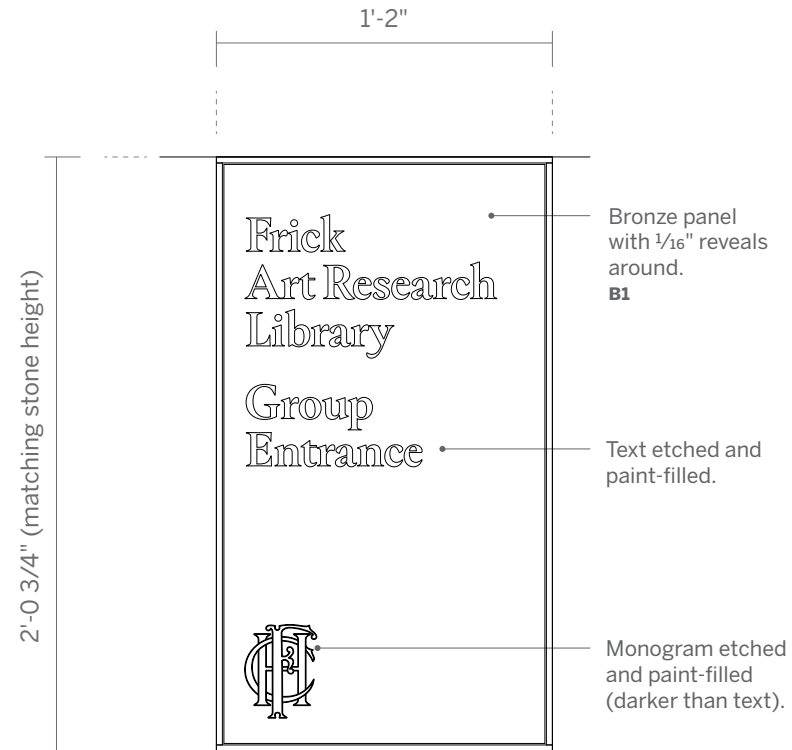
# Proposed Library and Group Entrance Sign Renderings



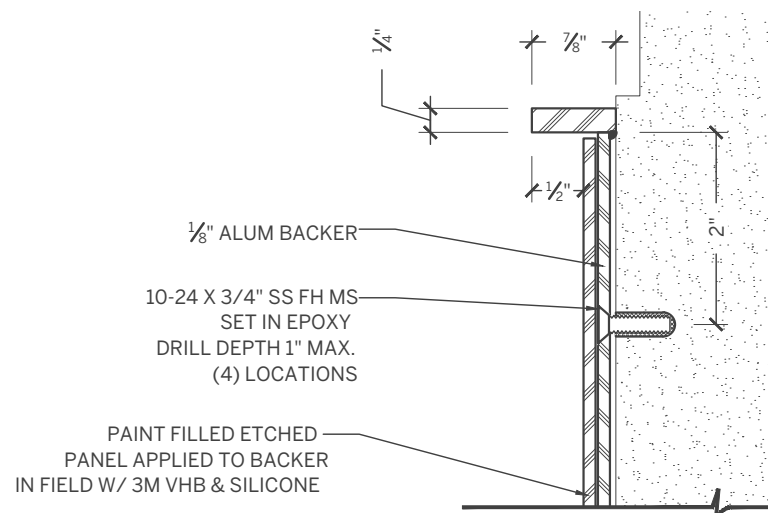
# Proposed Library and Group Entrance Sign Specifications



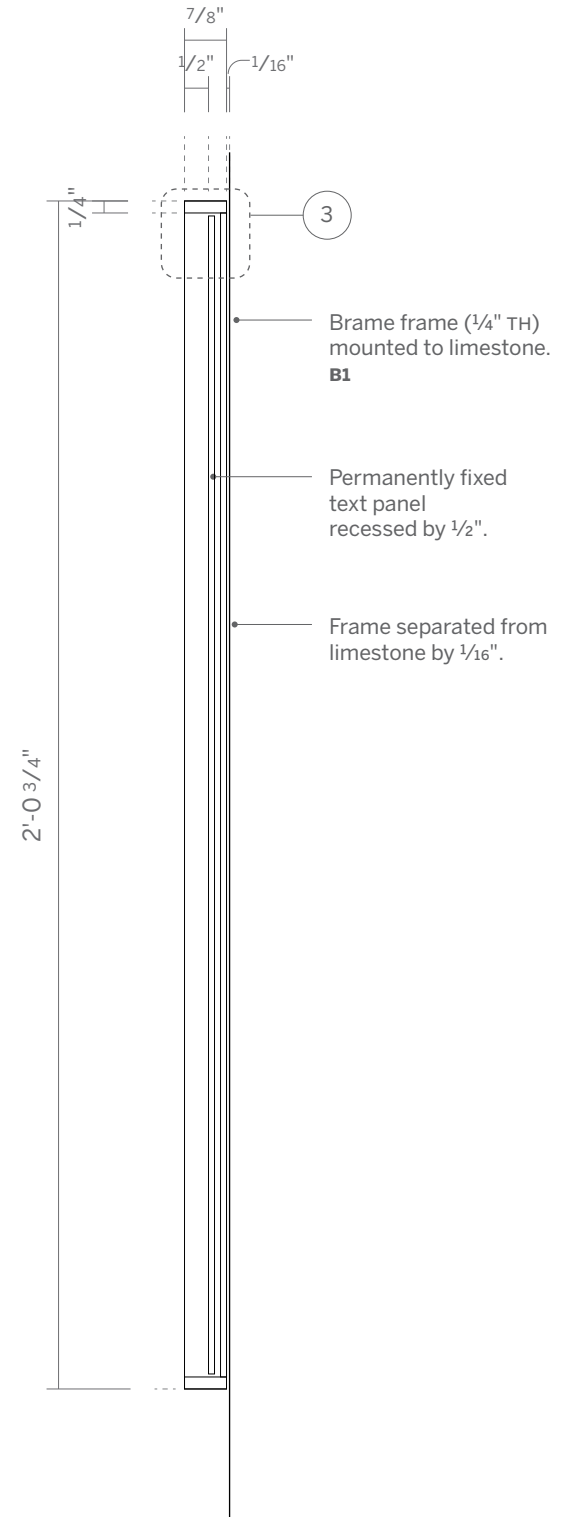
**1** North Elevation – Library & Group Entrance Sign  
1/2" = 1'-0"



**2** Front – Library & Group Entrance Sign  
1/2" = 1'-0"



**3** Section Detail – Library & Group Entrance Sign  
Half Size



**4** Section – Library & Group Entrance Sign  
3" = 1'-0"



Pentagram

March 26, 2024  
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-24-07367

**1 East 70th Street – The Frick Collection - Individual  
Landmark – Upper East Side Historic District  
Borough of Manhattan**

To testify virtually, please join Zoom

**Webinar ID:** 816 5096 3710

**Passcode:** 829592

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.