

The current proposal is:

Preservation Department – Item 1, LPC-24-02387

**32 Avenue of the Americas – Long Distance Building of the
American Telephone and Telegraph Company – Individual Landmark
Borough of Manhattan**

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed

Rudín
MV

MARVEL

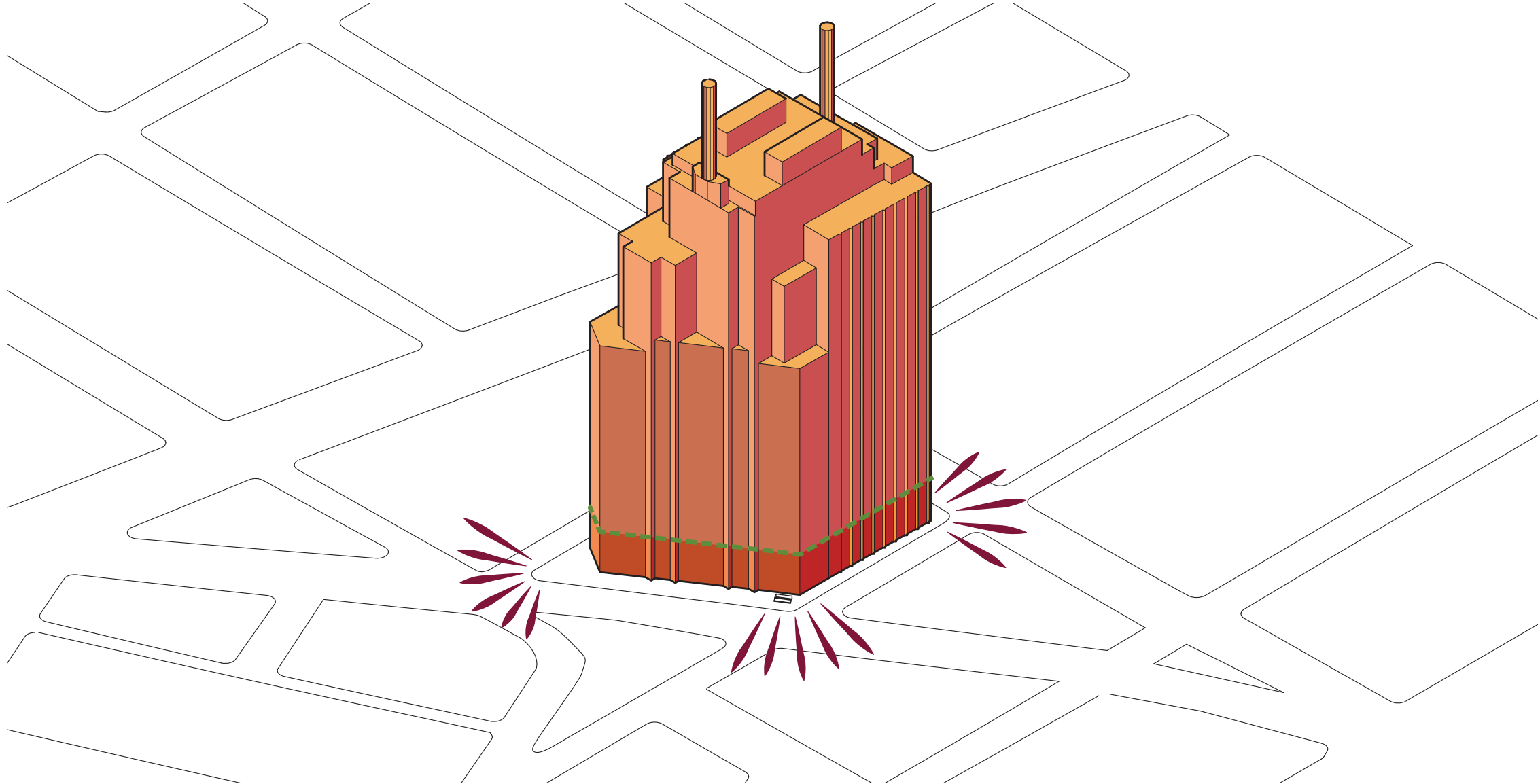


PLACEMAKING MASTERPLAN

LPC PUBLIC MEETING
32 AVENUE OF THE AMERICAS

04/16/2024

ACTIVATE THE BASE



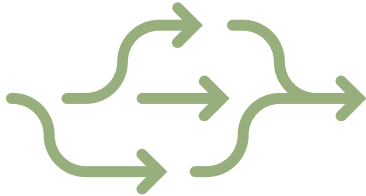
PLACEMAKING



IDENTITY

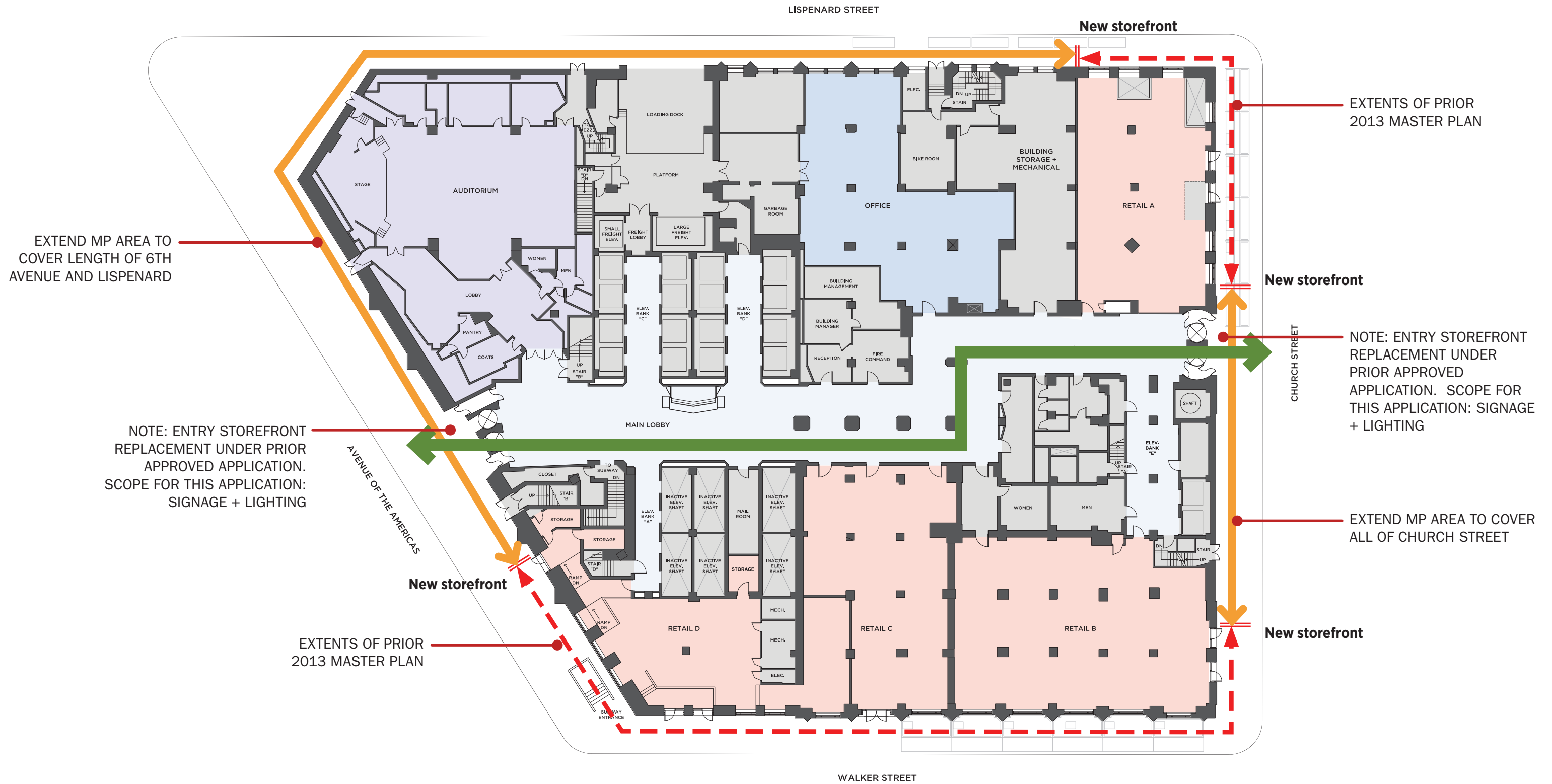


ACCESS



FLEXIBILITY

MASTER PLAN EXTENTS



DESIGN UPDATE SUMMARY

COMMISSIONER COMMENTS

DESIGN RESPONSE

OPENING TYPOLOGIES AND LOCATIONS

- MAINTAIN VERTICAL PIERS AT LARGER OPENINGS
- MAINTAIN ESTABLISHED MASONRY OPENING WIDTHS
- STUDY LOCATIONS OF NEW WINDOWS ON CHURCH STREET

- WIDENED SINGLE BAY WINDOWS AND DOORS REMOVED FROM PROPOSAL
- EXTENDED SILL WINDOWS REMOVED FROM LISPENARD STREET, EXISTING DIVIDED LITE TYPOLOGY TO REMAIN
- DOUBLE BAY WINDOW/DOOR LOCATIONS REDUCED FROM 3 TO 1
- NEW WINDOWS ON CHURCH STREET REDUCED FROM 3 TO 2; DESIGN REVISED

SIGNAGE AND AWNINGS

- SIMPLIFY RETAIL SIGNAGE TYPOLOGIES AND OPTIONALITY
- STUDY THE SIZE/SCALE/LOCATIONS OF THE RETAIL SIGNAGE
- LOWER HEIGHT OF MAIN ENTRY SIGNAGE
- STUDY AWNING LOCATIONS ON CHURCH STREET

- RETAIL SIGNAGE GROUPS REMOVED FROM PROPOSAL
- RETAIL SIGNAGE TYPES AND LOCATIONS FIXED
- LARGE BLADE SIGNS PRIORITIZED; SMALL BLADE SIGNS REMOVED FROM PROPOSAL
- RACEWAY SIGNAGE REMOVED FROM PRIMARY 6TH AVENUE FACADE
- RACEWAY SIGNS REDUCED IN SIZE BY 15%. ONLY 3 LOCATIONS PERMITTED
- BUILDING IDENTITY SIGNAGE LOWERED AND CENTERED WITHIN ENTRY NICHE
- TOTAL PERMISSIBLE AWNINGS REDUCED FROM 4 TO 3 AND DISTRIBUTED EVENLY ACROSS CHURCH STREET

PAVILION DESIGN AND MATERIALITY

- SIMPLIFY DESIGN AND MATERIALS OF PAVILION
- RELATE MATERIAL(S) OF PAVILION TO MAIN BUILDING ENTRANCE

- MATERIAL OF FASCIA AND MULLIONS REVISED TO PAINTED METALLIC BRONZE FINISH
- ARTICULATION OF FASCIA AND GLASS SIMPLIFIED
- BASE STREAMLINED AND SIMPLIFIED
- PLANTER AT PROW REMOVED



DESIGN UPDATE SUMMARY | QUANTIFYING UPDATES

OPENING TYPOLOGIES

OPENING TYPOLOGY	TAG	PRESENTED 11/28	UPDATED PROPOSAL	DELTA
WIDENED SINGLE BAY DOOR	D-03	1	0	REMOVED COMPLETELY
WIDENED SINGLE BAY WINDOW	W-02	3	0	REMOVED COMPLETELY
DOUBLE BAY DOOR	D-04	2	1	1 FEWER
DOUBLE BAY WINDOW	W-03	1	0	REMOVED COMPLETELY
NEW 3X5 DIVIDED LITE	W-07	3	0	REMOVED COMPLETELY
NEW WINDOWS AT CHURCH STREET	W-06	3	2	1 FEWER REDESIGNED TYPOLOGY
AWNINGS	D-06	4 MAX CLUSTERED	3 MAX DISTRIBUTED	1 FEWER LOCATION ADJUSTMENT

SIGNAGE TYPOLOGIES

SIGNAGE TYPOLOGY	PRESENTED 11/28	UPDATED PROPOSAL	DELTA
RACEWAY	7 MAX	3 MAX	4 FEWER
VERTICAL BLADES	11 MAX	12 MAX	1 ADDITIONAL
18" ROUND BLADE	12 MAX	0	REMOVED COMPLETELY
SIGNAGE BAND	PERMITTED AT ALL TYP WINDOWS + DOORS	PERMITTED AT ALL TYP WINDOWS + DOORS	NO CHANGE
STOREFRONT INTERIOR ID	PERMITTED AT ALL TYP WINDOWS + DOORS	PERMITTED AT ALL TYP WINDOWS + DOORS	NO CHANGE



1ST FLOOR PLAN | UPDATED



OPENING TYPOLOGIES

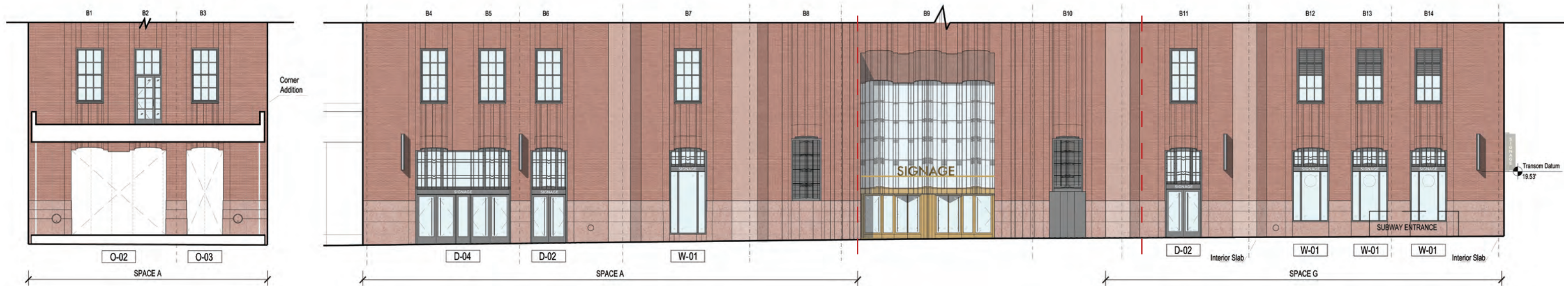


OVERALL ELEVATIONS | AVENUE OF THE AMERICAS

PRESENTED TO LPC 11.28.23

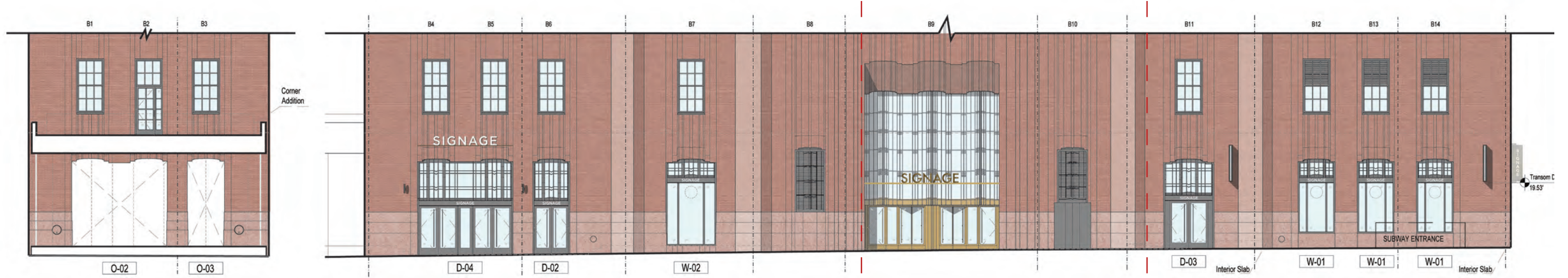


PROPOSED DESIGN UPDATE

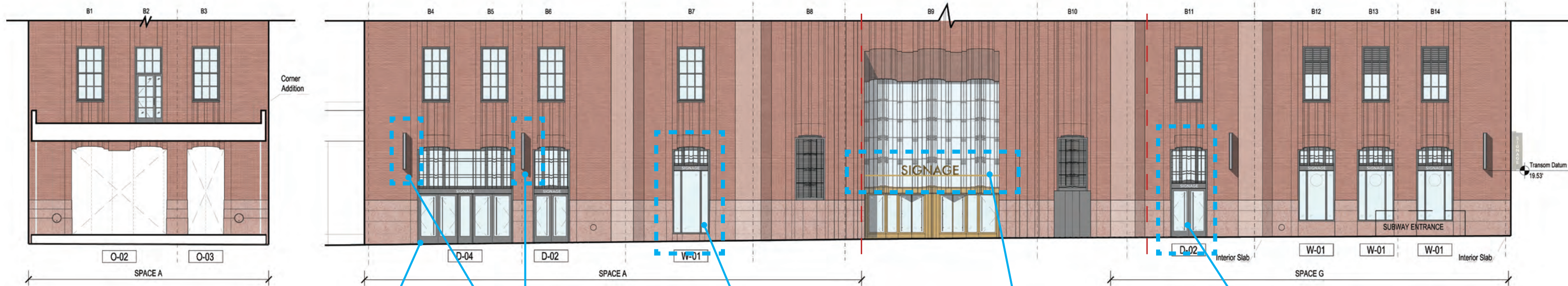


OVERALL ELEVATIONS | AVENUE OF THE AMERICAS - ANNOTATED

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



DOUBLE BAY ENTRY RETAINED
- SENSE OF ARRIVAL CRITICAL
FOR PROPOSED DESTINATION
FOOD + BEVERAGE TENANT

ALL RACEWAY SIGNAGE
REMOVED FROM PRIMARY
FACADE, VERTICAL BLADES
ONLY

WIDENED SINGLE BAY
WINDOW (W02) REMOVED
FROM PROPOSAL, REPLACED
WITH TYPICAL SINGLE BAY
WINDOW (W01)

BUILDING IDENTITY SIGNAGE
LOWERED TO 10'-0" ABOVE
SIDEWALK AND PUSHED BACK
TO BE CENTERED WITHIN
ENTRY NICHE

WIDENED SINGLE BAY DOOR
(D03) REMOVED FROM
PROPOSAL, REPLACED WITH
TYPICAL SINGLE BAY DOOR
(D02)

SIGNAGE GROUPS REMOVED FROM PROPOSAL.
SIGNAGE LOCATIONS FIXED

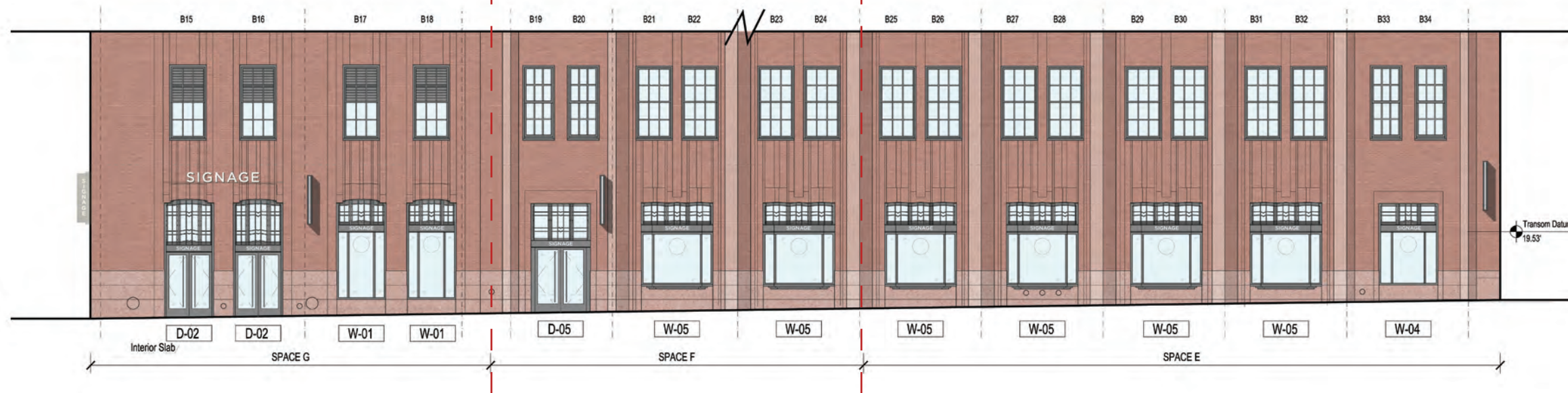


OVERALL ELEVATIONS | WALKER ST

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE

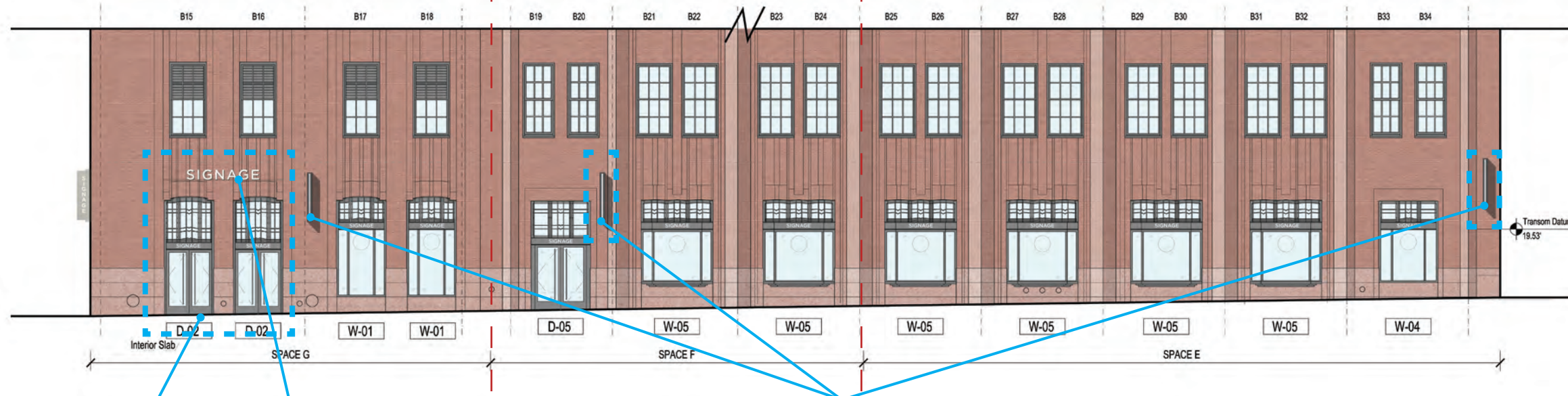


OVERALL ELEVATIONS | WALKER ST - ANNOTATED

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



DOUBLE BAY ENTRY REMOVED

1 RACEWAY PROPOSED AT WEST END OF WALKER STREET

ALL OTHER SIGNAGE VERTICAL BLADES

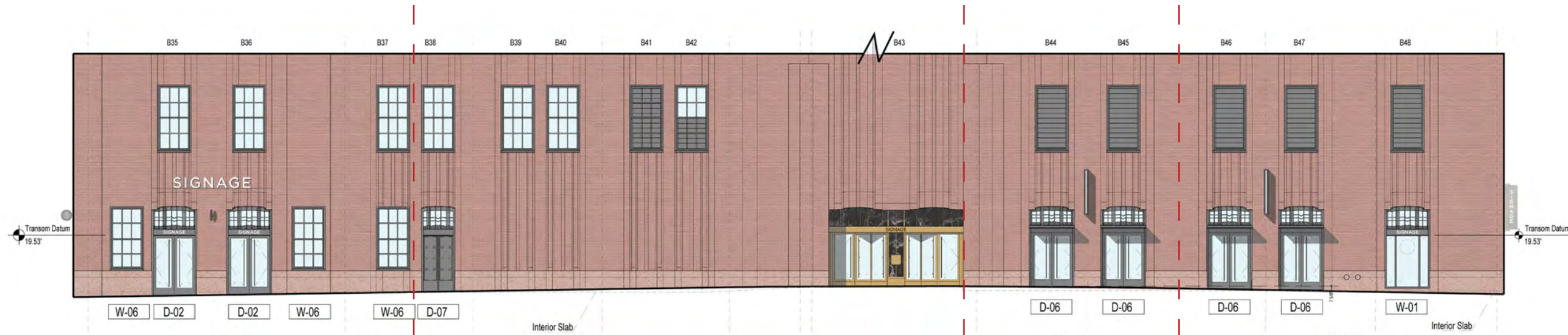
RACEWAY SIGNAGE REDUCED IN SCALE 15% TO 15" LETTERS

SIGNAGE GROUPS REMOVED FROM PROPOSAL.
SIGNAGE LOCATIONS FIXED

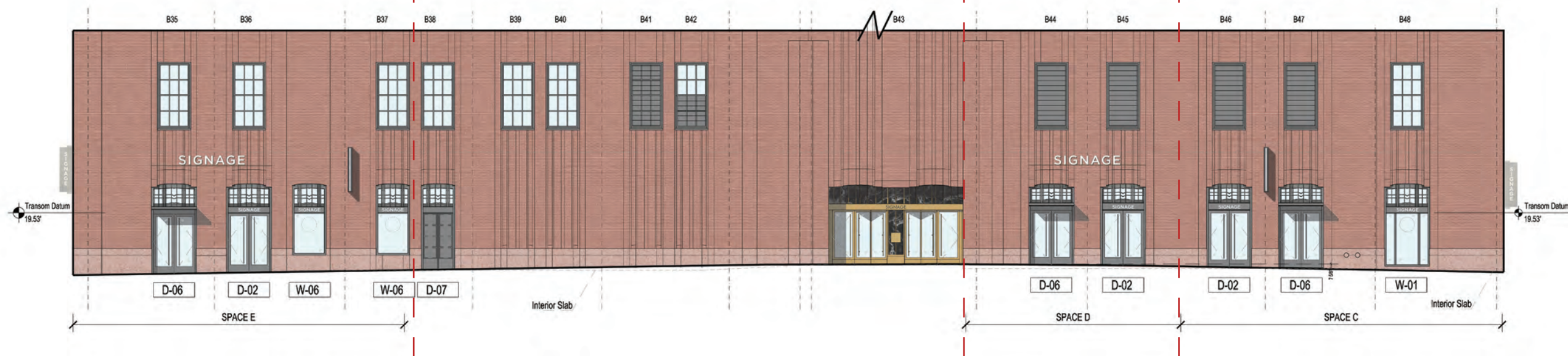


OVERALL ELEVATIONS | CHURCH ST

PRESENTED TO LPC 11.28.23

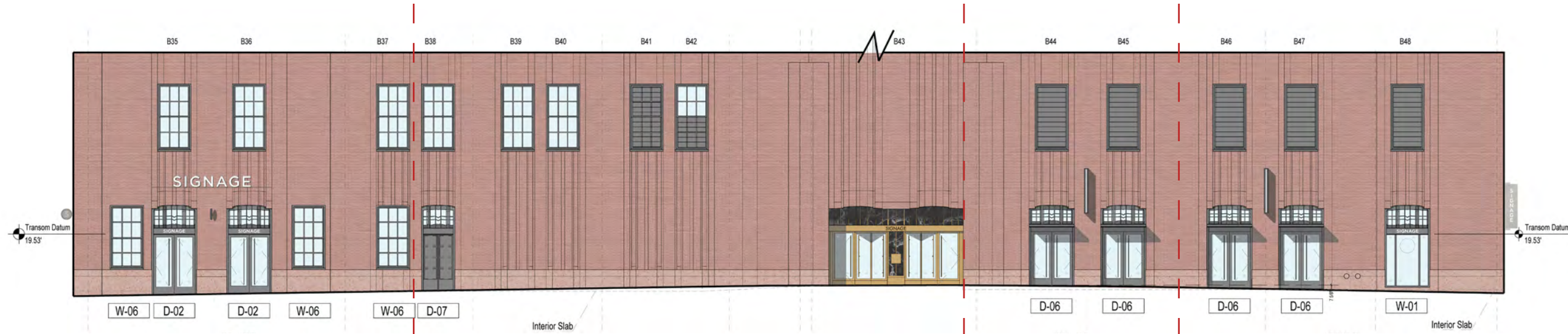


PROPOSED DESIGN UPDATE

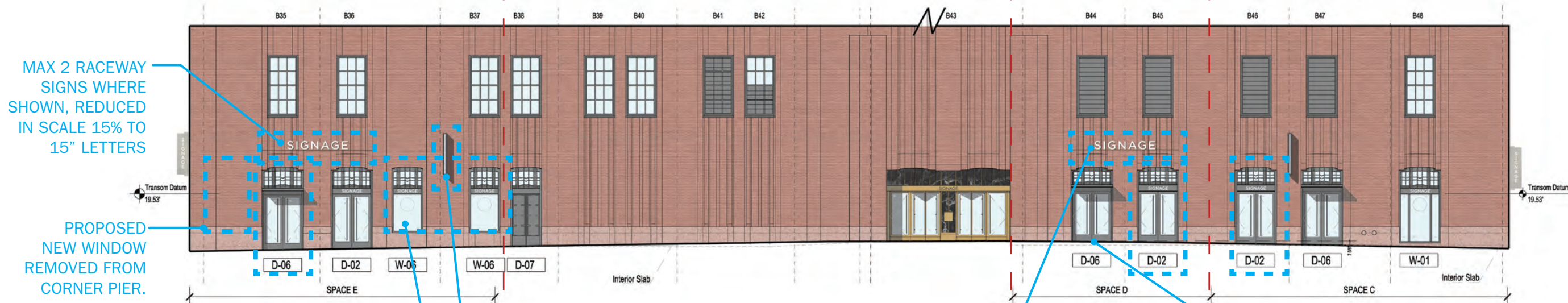


OVERALL ELEVATIONS | CHURCH ST - ANNOTATED

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



MAX 2 RACEWAY SIGNS WHERE SHOWN, REDUCED IN SCALE 15% TO 15" LETTERS

PROPOSED NEW WINDOW REMOVED FROM CORNER PIER.

ALL OTHER SIGNAGE TO BE VERTICAL BLADES

NEW WINDOWS REDESIGNED TO MATCH TYP STOREFRONT INFILL TYPOLOGY. WINDOWS ARE REQUIRED FOR TENANT DEMISING

MAX 2 RACEWAY SIGNS WHERE SHOWN, REDUCED IN SCALE 15% TO 15" LETTERS

NUMBER OF PROPOSED AWNINGS REDUCES TO MAX. 3 (1 PER PAIR OF DOORS)

AWNINGS DISTRIBUTED EVENLY ACROSS ELEVATION

SIGNAGE GROUPS REMOVED FROM PROPOSAL.

NOTE: RACEWAY SIGNAGE CAN BE SWAPPED OUT FOR VERTICAL BLADES BASED ON TENANT DEMISING

OVERALL ELEVATIONS | LISPENARD ST

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



OVERALL ELEVATIONS | LISPENARD ST - ANNOTATED

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



WIDENED SINGLE BAY WINDOW (W02) REMOVED FROM PROPOSAL, REPLACED WITH TYPICAL SINGLE BAY WINDOW (W01)

EXTENDED 3X5 DIVIDED LITE WINDOWS (W-07) REMOVED FROM PROPOSAL, EXISTING DIVIDED LITE WINDOW TYPOLOGY TO REMAIN

DOUBLE BAY WINDOW (W-03) REMOVED FROM PROPOSAL, REPLACED WITH TYPICAL SINGLE BAY WINDOW (W01)

SIGNAGE GROUPS REMOVED FROM PROPOSAL. SIGNAGE LOCATIONS FIXED



SIGNAGE + AWNINGS

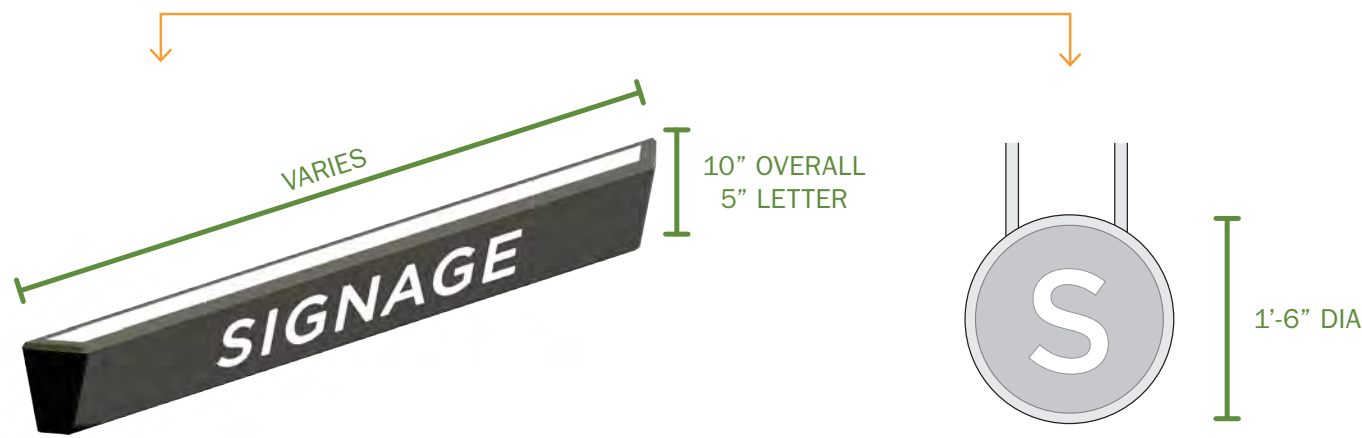


PROPOSED SIGNAGE PACKAGE | KIT OF PARTS

PRESENTED TO LPC 11.28.2023

BASE INTEGRATED RETAIL SIGNAGE

RETAIL BAND + STOREFRONT ID ARE TYP OPTIONS CONSISTENTLY REPRESENTED ACROSS ELEVATIONS, TYP BOTH SIGNAGE GROUPS



RETAIL BAND

NOTE: RETAIL BAND OPTION AT ALL WINDOWS, TYP

FINAL SIGNAGE LOCATION AS DETERMINED BY TENANT AND BLDG OWNER

STOREFRONT ID (BEHIND GLASS)

NOTE: STOREFRONT ID OPTION AT ALL WINDOWS, TYP

FINAL LOCATION AS DETERMINED BY TENANT AND BLDG OWNER

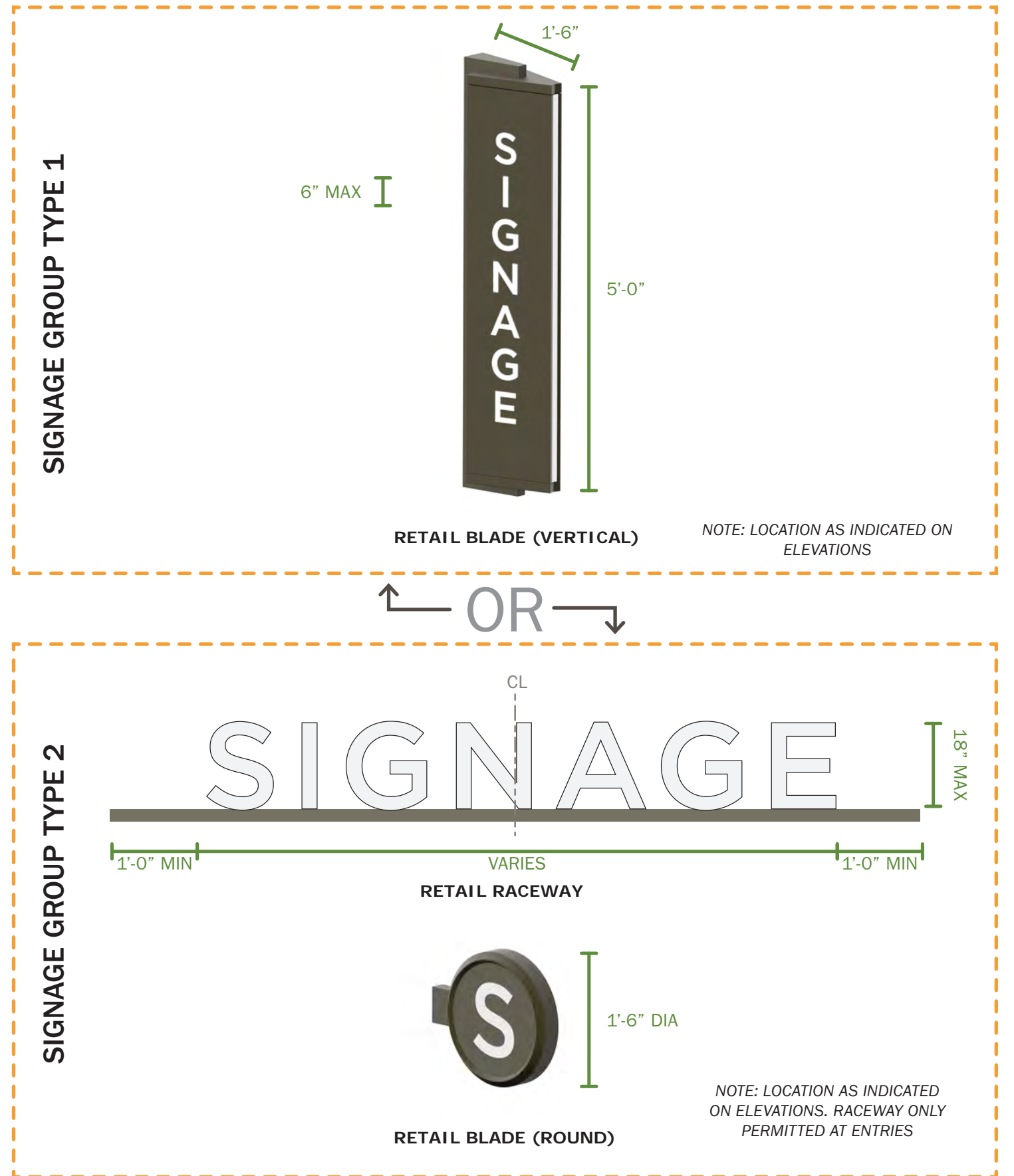
FONT

PRIOR 2013 MASTER PLAN: GOTHAM NARROW
PROPOSED: GOTHAM MEDIUM

NOTE: RETAIL TENANTS HAVE OPPORTUNITY TO USE BRAND-SPECIFIC TYPOGRAPHY WITHIN SIZE PARAMETERS ESTABLISHED BY MASTER PLAN

NOTE: ALL MECHANICAL FASTENERS TO BE LOCATED AT MORTAR JOINTS, TYP U.O.N.

APPLIED RETAIL SIGNAGE GROUPS SELECTION OF GROUP DETERMINED BY TENANT REQUIREMENTS



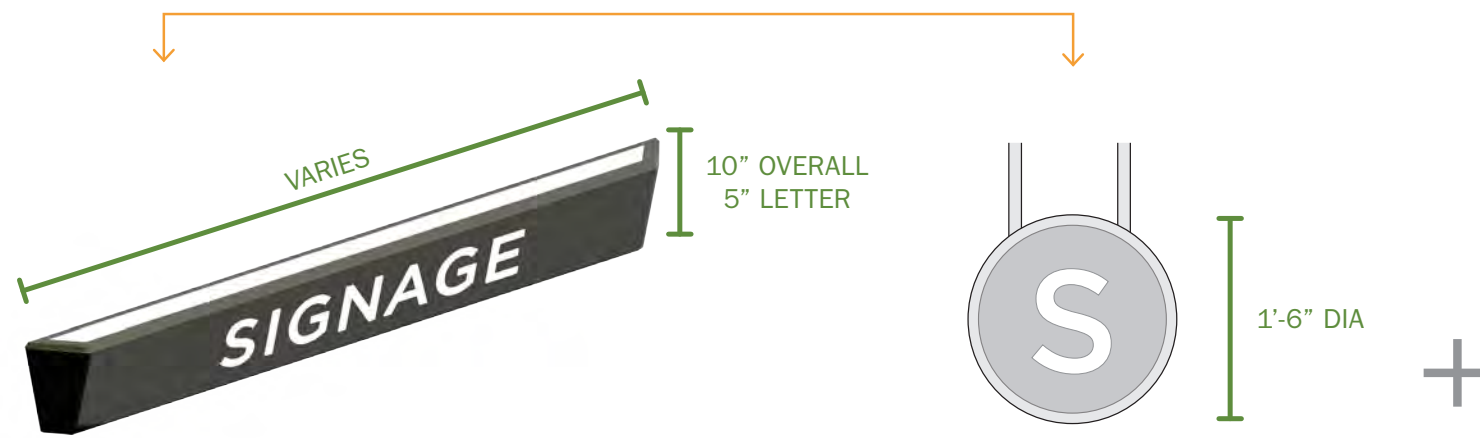
UPDATED PROPOSED SIGNAGE PACKAGE

DESIGN UPDATES

- ROUND RETAIL BLADE REMOVED FROM PROPOSAL
- RACEWAY LETTERING REDUCED BY 15% TO 15" LETTERS
- SIGNAGE LOCATIONS FIXED U.O.N., SEE ELEVATIONS FOR LOCATIONS

BASE INTEGRATED RETAIL SIGNAGE

RETAIL BAND + STOREFRONT ID ARE TYP OPTIONS CONSISTENTLY REPRESENTED ACROSS ELEVATIONS, TYP BOTH SIGNAGE GROUPS



RETAIL BAND

NOTE: RETAIL BAND OPTION AT ALL WINDOWS, TYP

FINAL SIGNAGE LOCATION AS DETERMINED BY TENANT AND BLDG OWNER

STOREFRONT ID (BEHIND GLASS)

NOTE: STOREFRONT ID OPTION AT ALL WINDOWS, TYP

FINAL LOCATION AS DETERMINED BY TENANT AND BLDG OWNER

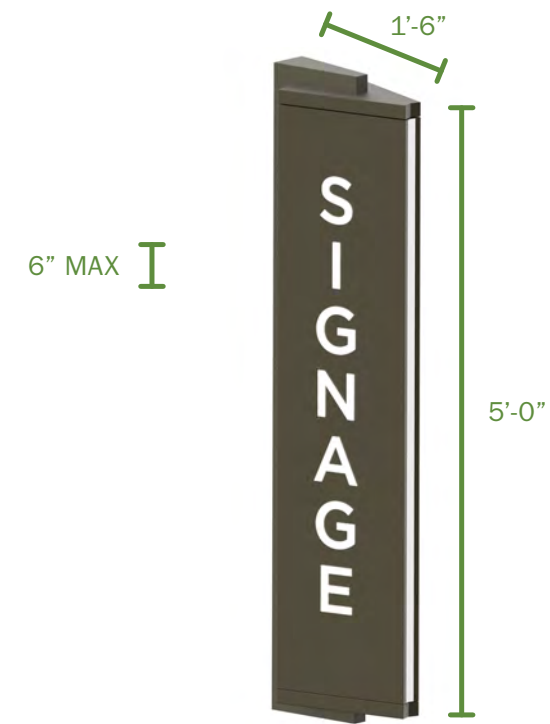
FONT

PRIOR 2013 MASTER PLAN: GOTHAM NARROW
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NOTE: ALL MECHANICAL FASTENERS TO BE LOCATED AT MORTAR JOINTS, TYP U.O.N.

APPLIED RETAIL SIGNAGE GROUPS



RETAIL BLADE (VERTICAL)

NOTE: LOCATION AS INDICATED ON ELEVATIONS



RETAIL RACEWAY

NOTE: LOCATION AS INDICATED ON ELEVATIONS. RACEWAY ONLY PERMITTED AT ENTRIES

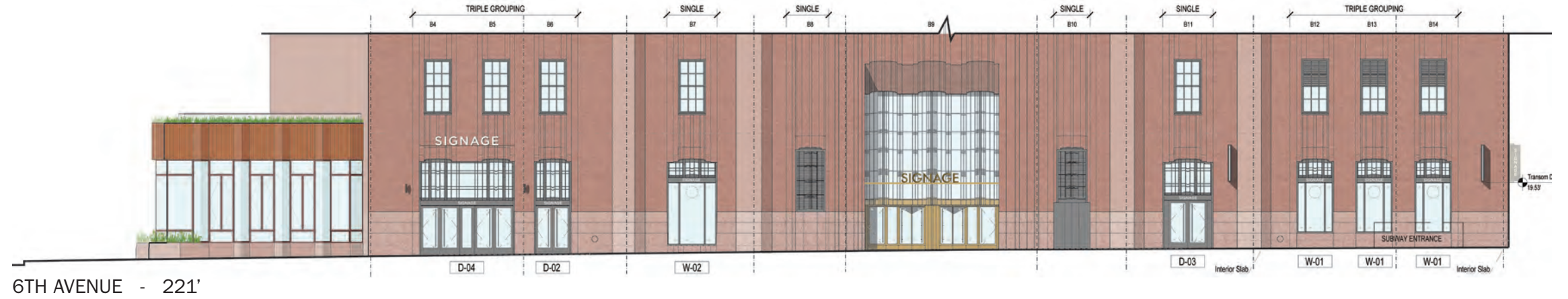


OVERALL SIGNAGE ELEVATIONS | PRESENTED TO LPC 11.28.23

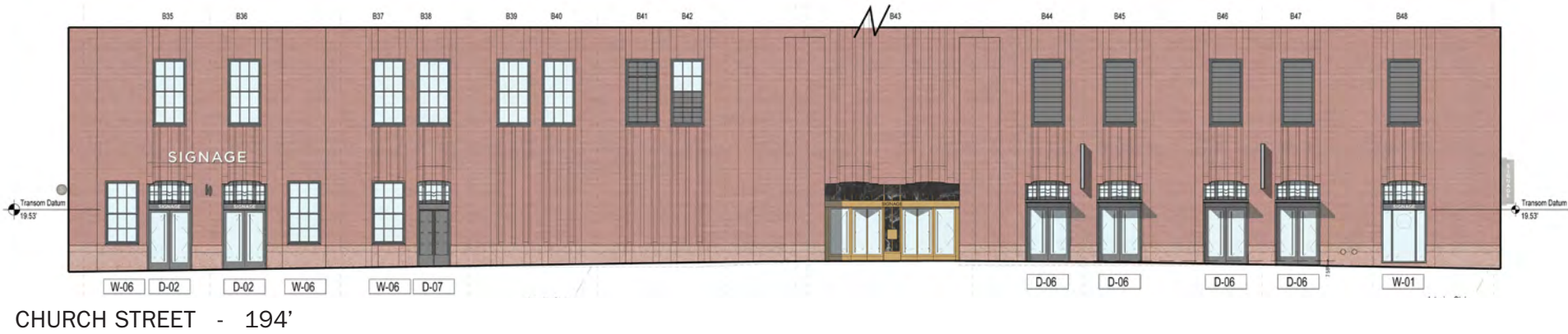
SUMMARY OF ELEMENTS

SIGNAGE

- RACEWAY | 7 MAX
- VERTICAL BLADE | 11 MAX
- 18" ROUND BLADE | 12 MAX
- SIGNAGE BAND | AT WINDOWS + DOORS
- STOREFRONT ID | AT WINDOWS



NOTE: OVERALL ELEVATIONS SHOWN HERE REPRESENT PROPOSED COMBINATION OF SIGNAGE GROUP 1+2 AS PRESENTED TO LPC 11.28.23. SEE APPENDIX FOR SIGNAGE PROPOSED FOR EACH DISTINCT SIGNAGE GROUPING

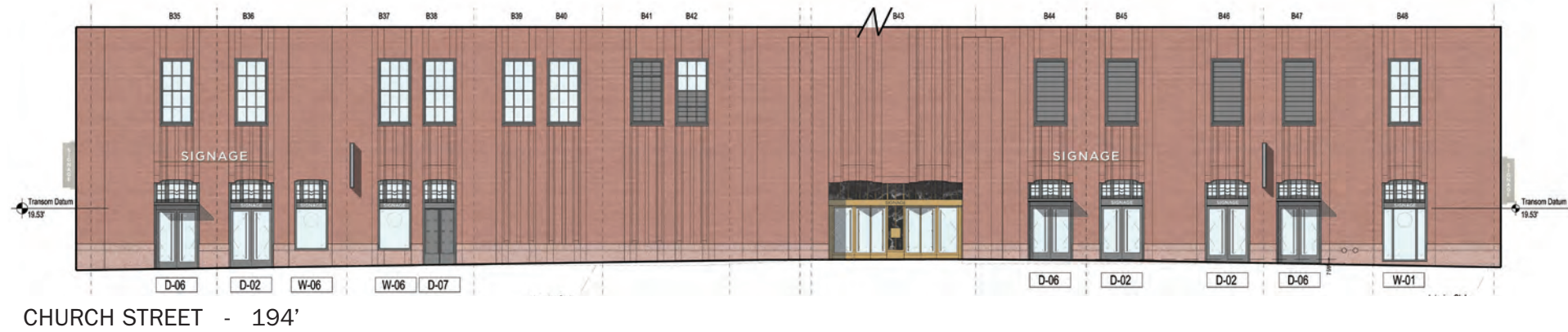
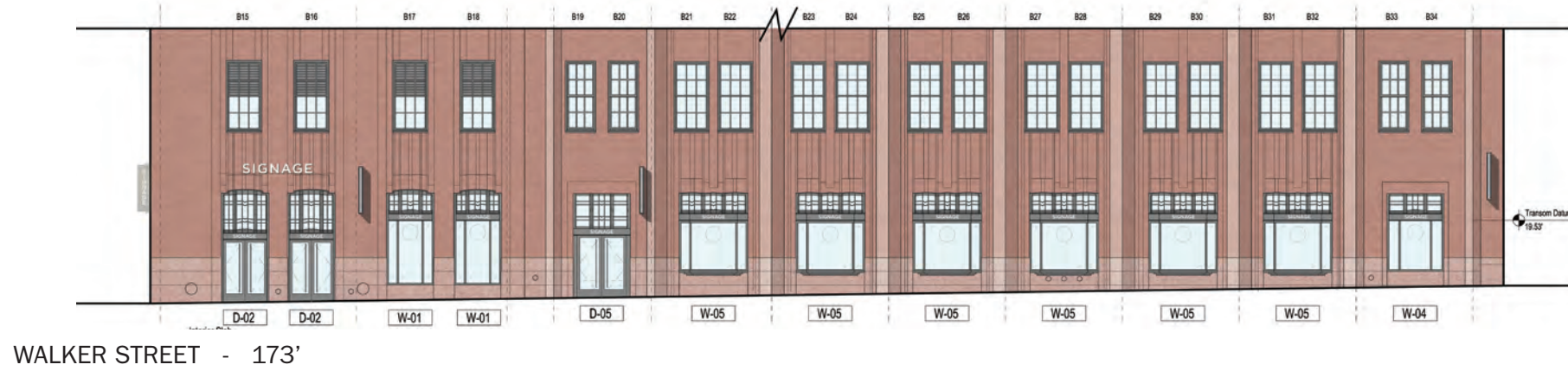
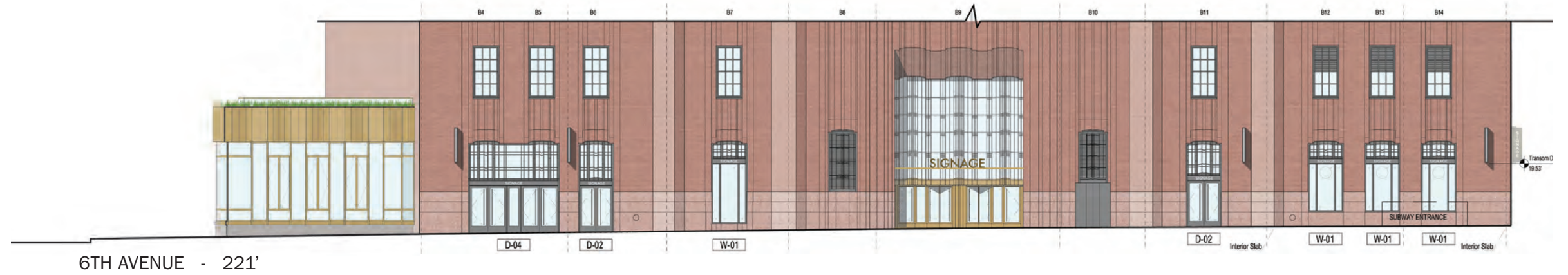


OVERALL SIGNAGE ELEVATIONS | UPDATED PROPOSAL

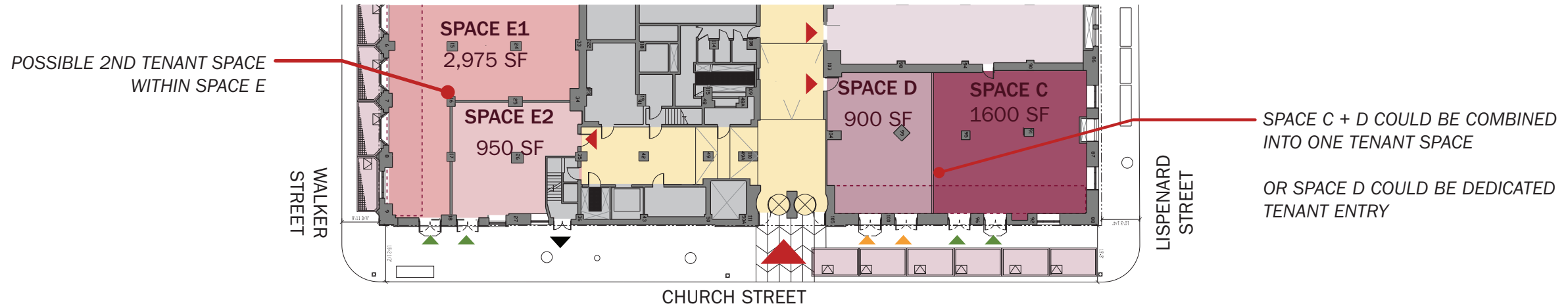
SUMMARY OF ELEMENTS | CHANGES

SIGNAGE

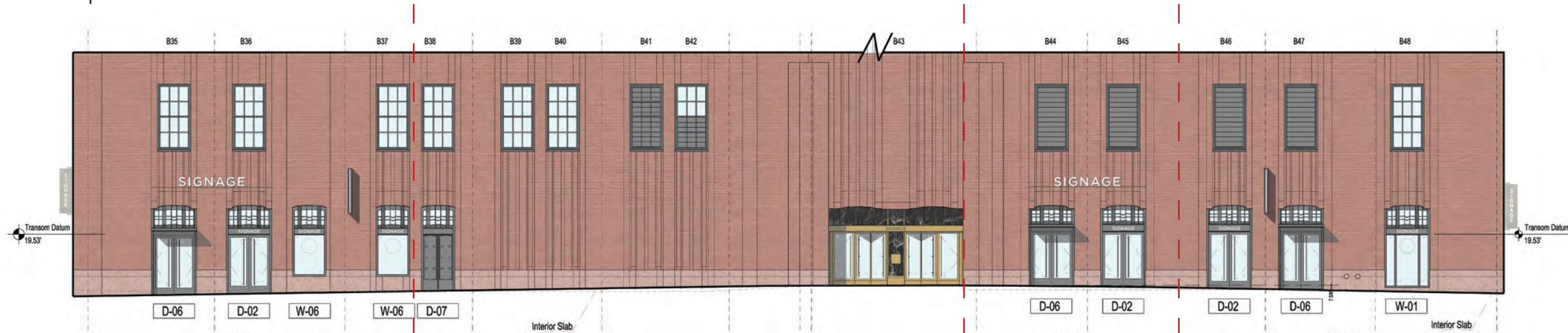
- RACEWAY | 3 MAX (Δ -4)
- VERTICAL BLADE | 12 MAX, (Δ +1)
- 18" ROUND BLADE | REMOVED (Δ -12)
- SIGNAGE BAND | NO CHANGE
- STOREFRONT ID | NO CHANGE



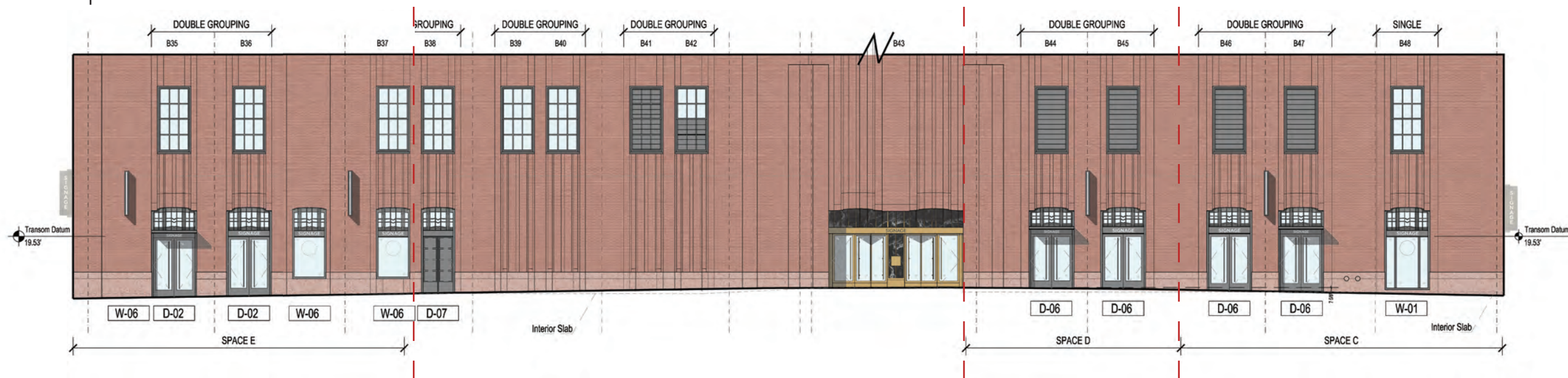
OVERALL SIGNAGE ELEVATIONS | CHURCH ST



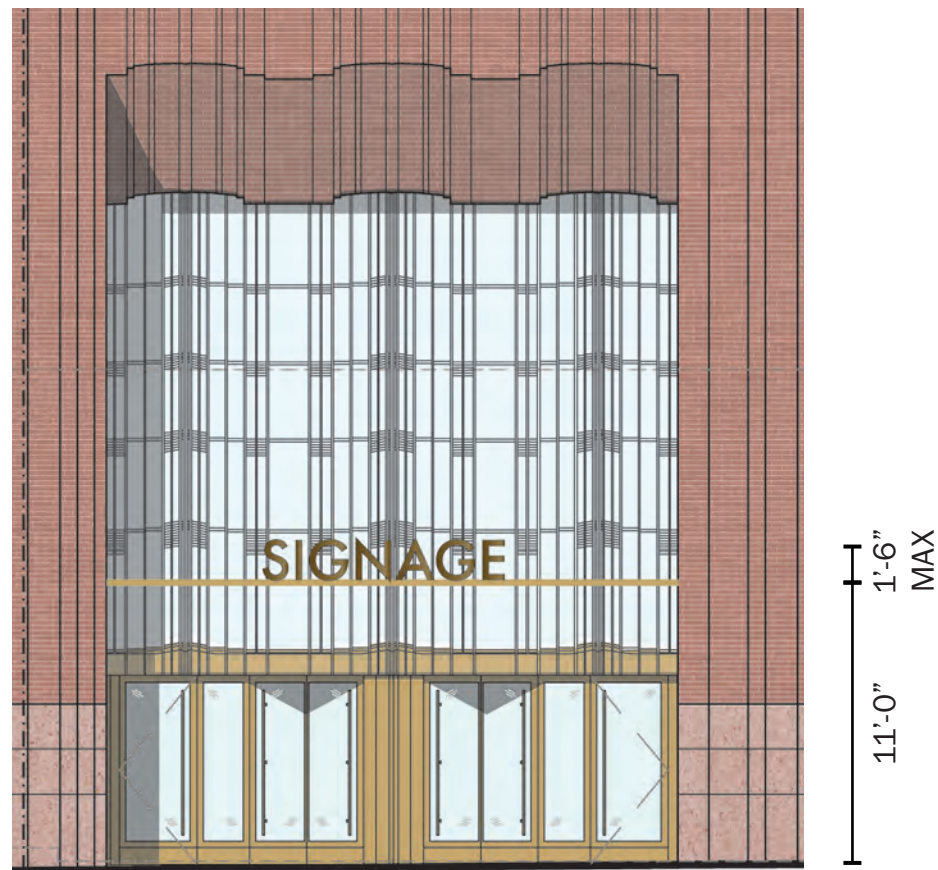
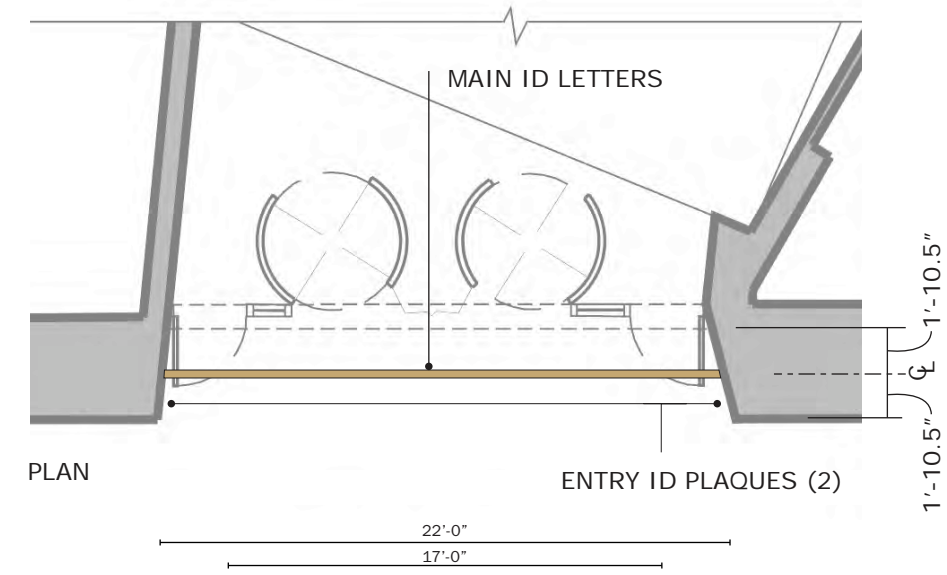
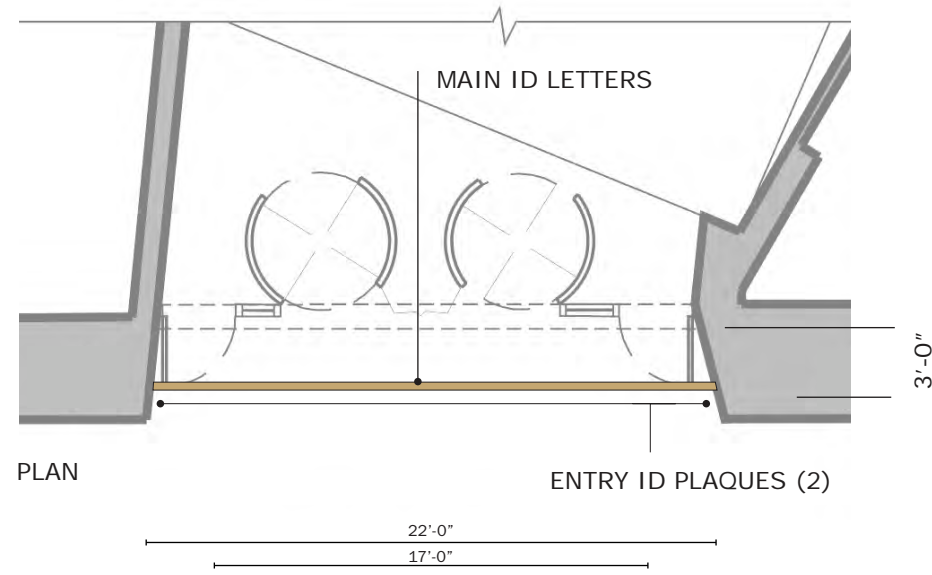
CONFIGURATION 1 | MAX 2 RACEWAYS SIGNS + VERTICAL BLADES



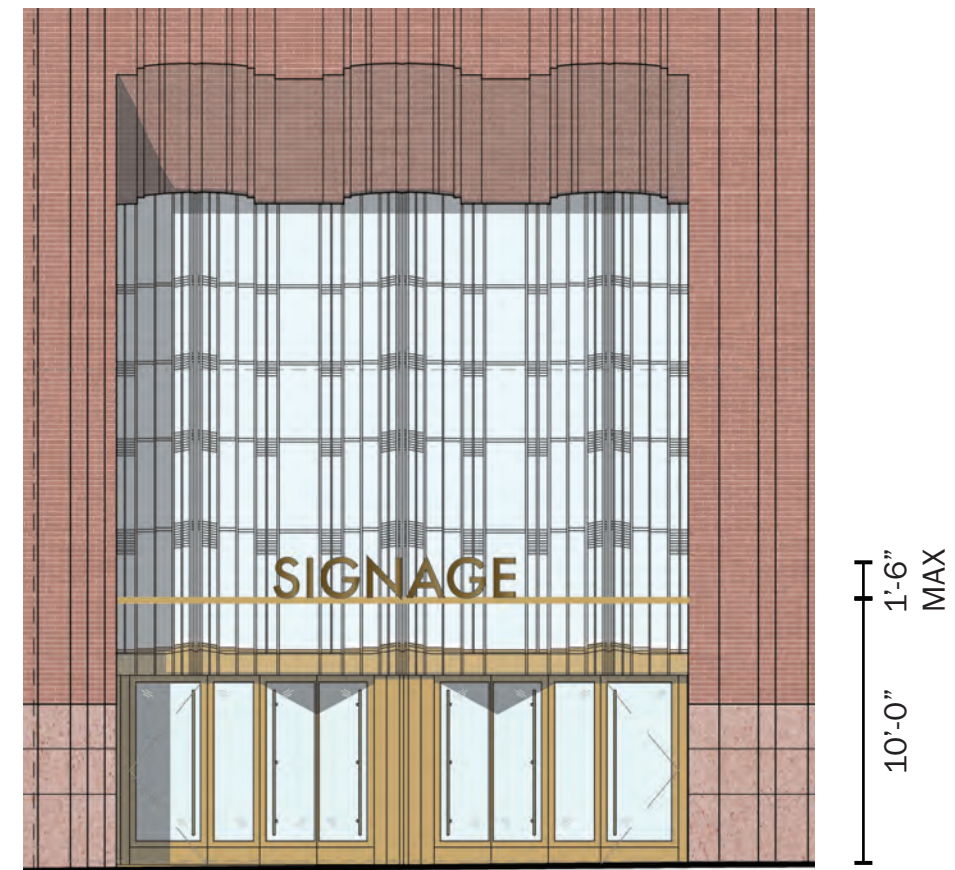
CONFIGURATION 2 | ALL VERTICAL BLADES



MAIN ENTRY SIGNAGE UPDATE



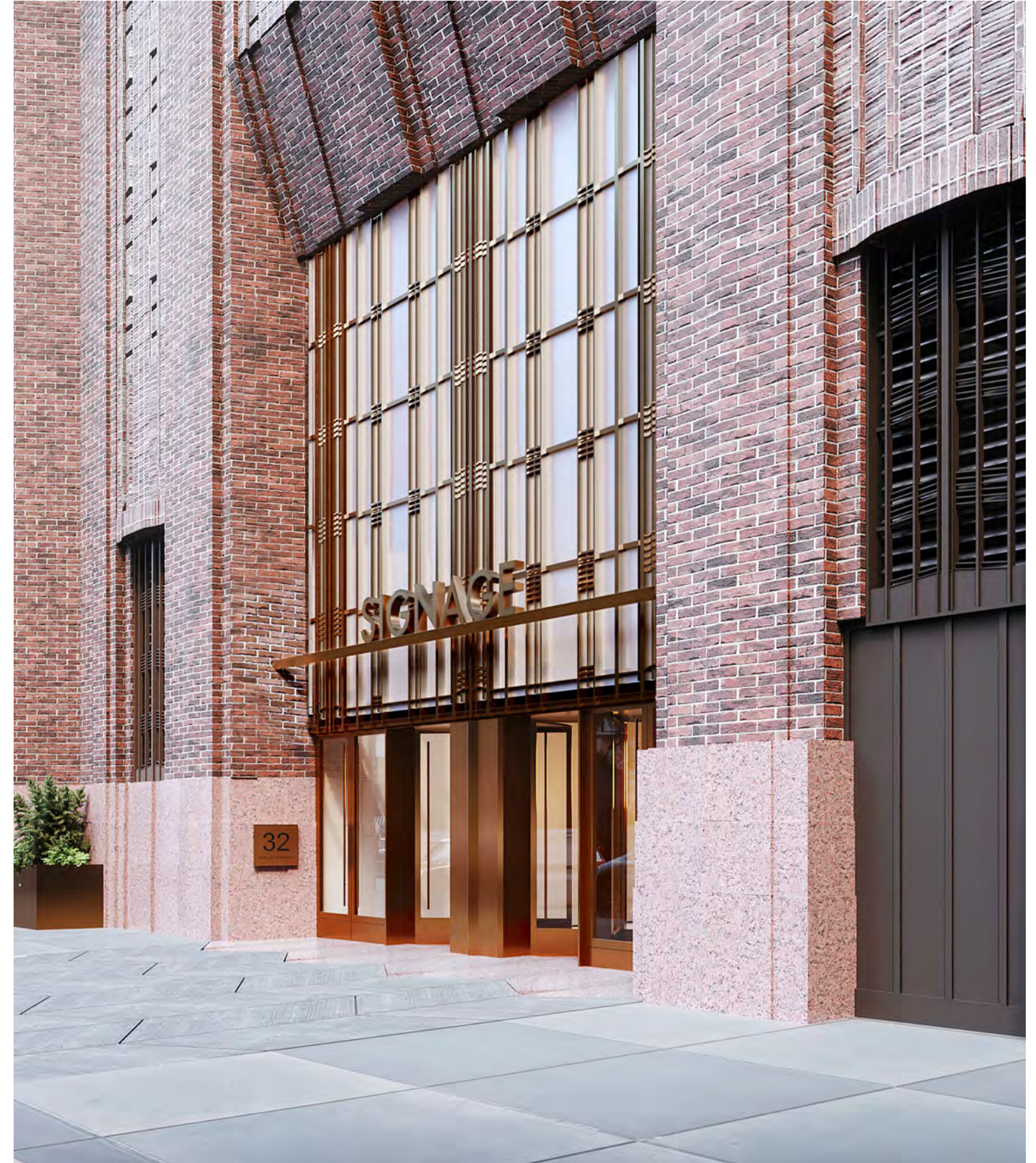
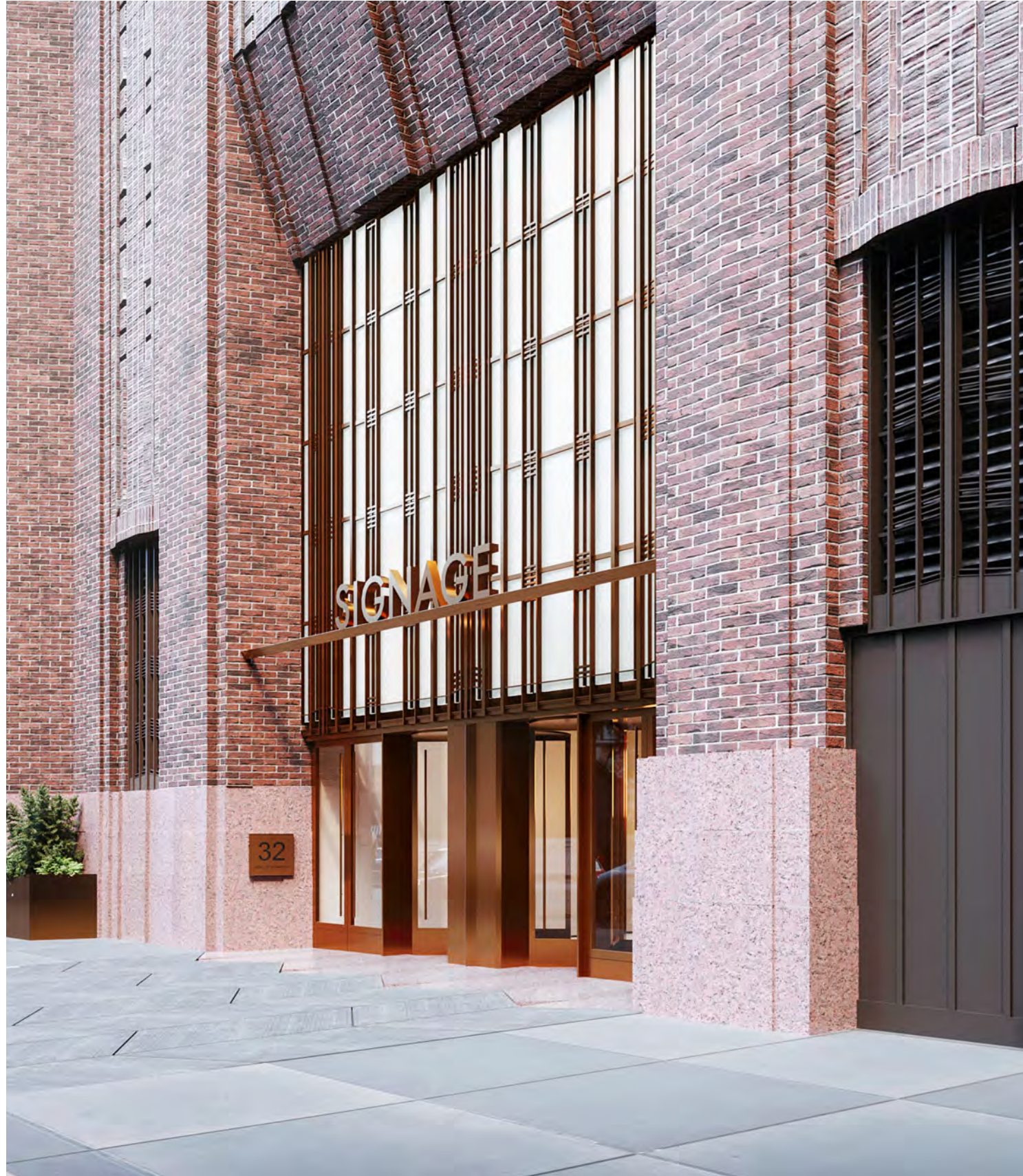
PRESENTED TO LPC 11.28.23



DESIGN UPDATE



RENDERING | AVENUE OF THE AMERICAS - BUILDING IDENTITY SIGNAGE



PRESENTED TO LPB 11.28.24

23 Rudin MARVEL 

145 Hudson St. New York, NY 10013 • 161 Calle San Jorge, San Juan, PR 00911 • marveldesigns.com

UPDATED PROPOSAL

32 AOA - PLACEMAKING MASTER PLAN • 04/16/2024

PAVILION



PAVILION - AS PRESENTED TO LPC 11.28.23



PERSPECTIVE FROM 6TH AVE



FLATIRON CORNER



CROWN OF EXISTING BUILDING



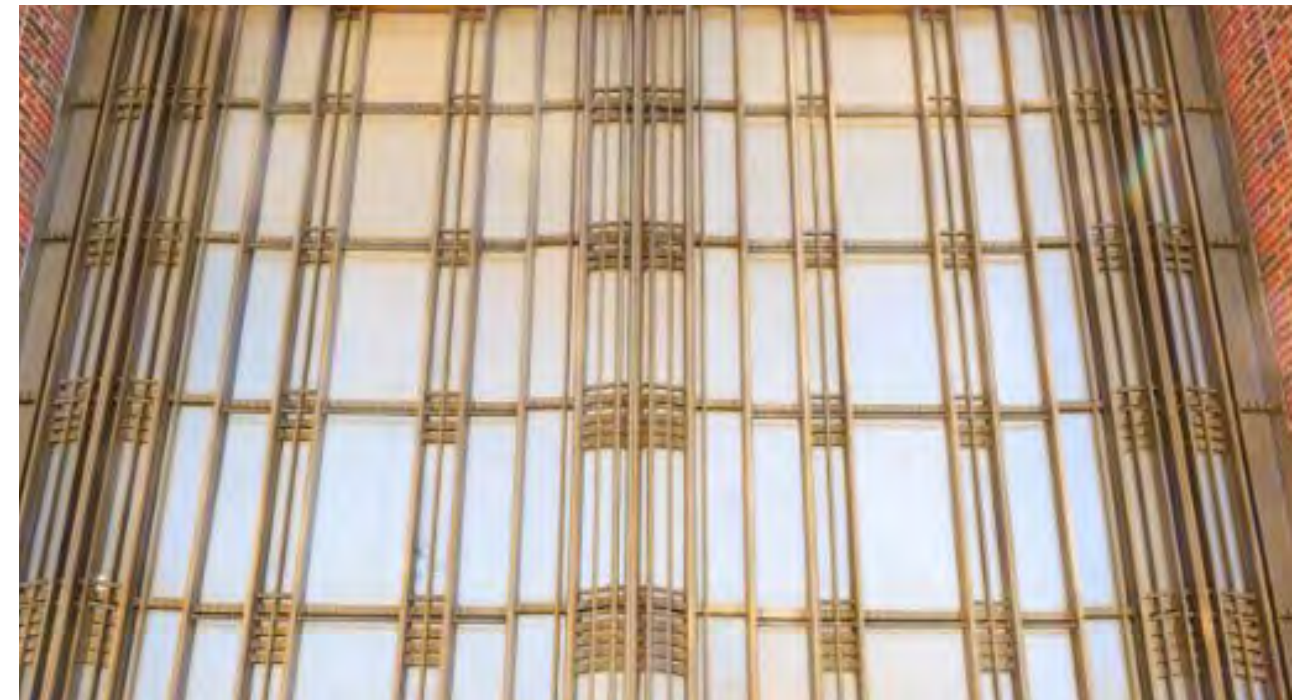
PAVILION DESIGN UPDATE | TECTONIC BRICK



TECTONIC STEPPING OF BRICK



RHYTHM OF ENTRY GRID IS REFLECTED IN BRICK STEPS AT SMALLER SCALE



PAVILION - UPDATED DESIGN



MATERIALITY AND FINISHES REFLECT MAIN ENTRY

SIMPLIFIED DETAILS AT FASCIA

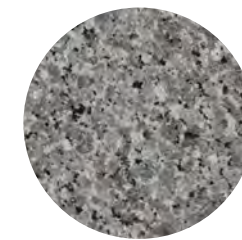
REMOVED FACETED GLASS

STREAMLINED BASE + REMOVED PLANTER AT PROW

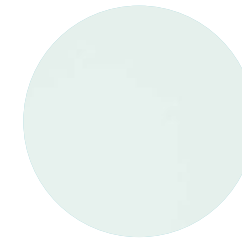
PERSPECTIVE FROM 6TH AVE



FASCIA + MULLIONS - PAINTED BRONZE FINISH TO MATCH EXISTING BUILDING ENTRY DOORS AND GRILLE



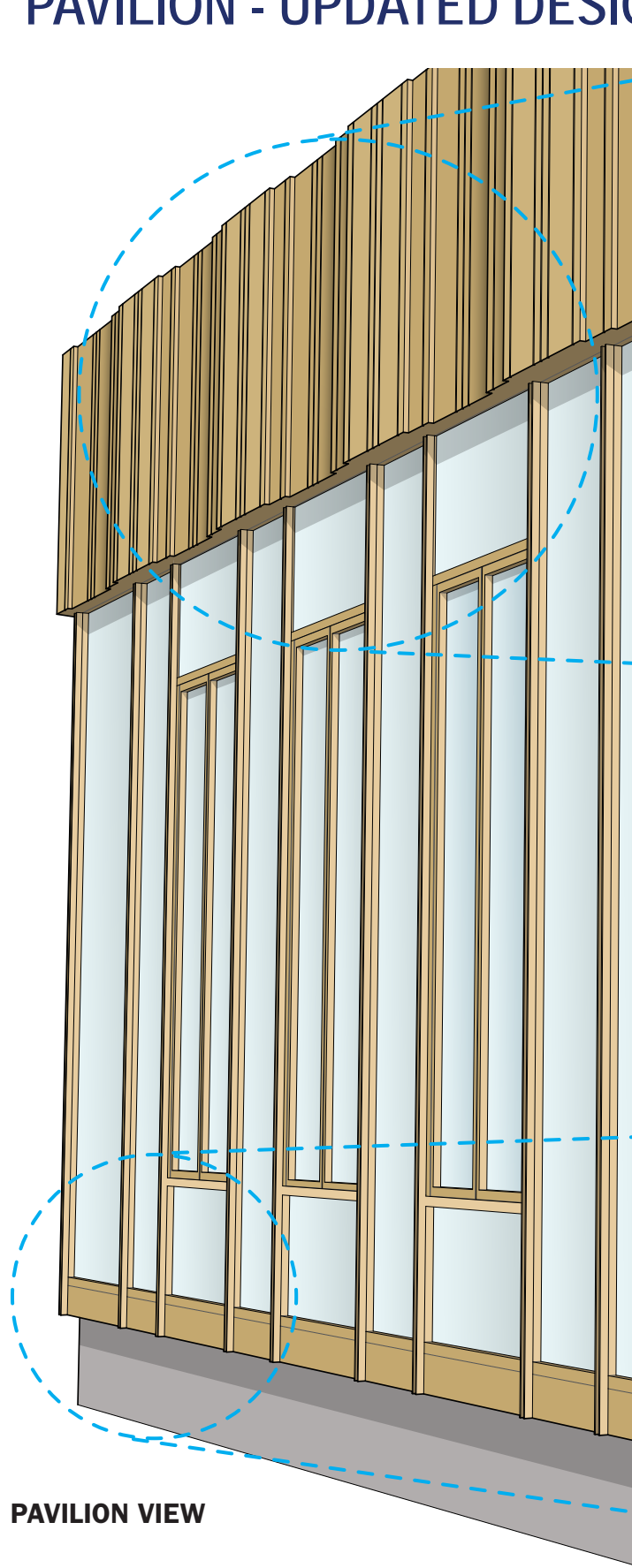
BASE - GRAY GRANITE



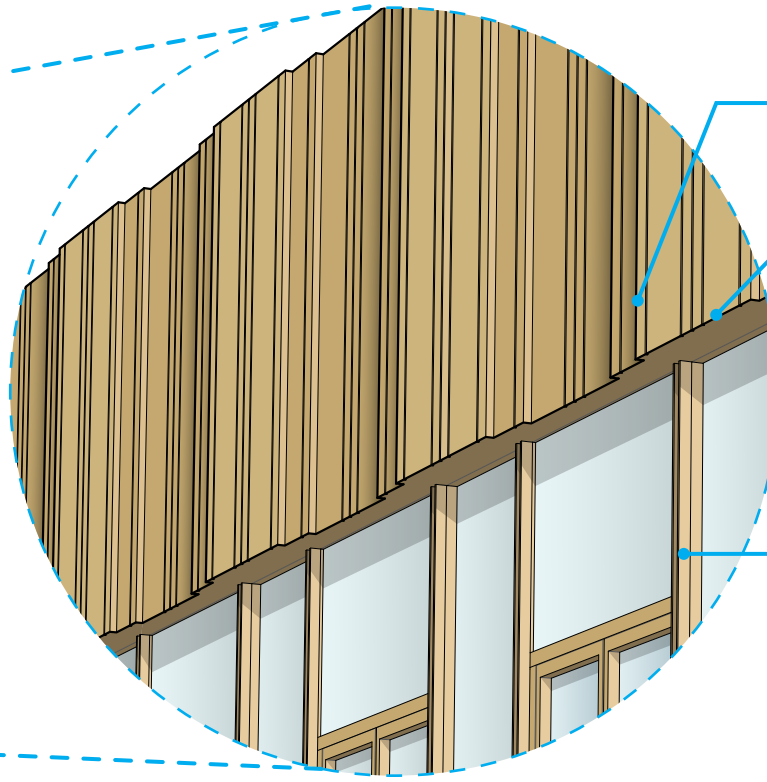
GLAZING - VISION GLASS



PAVILION - UPDATED DESIGN

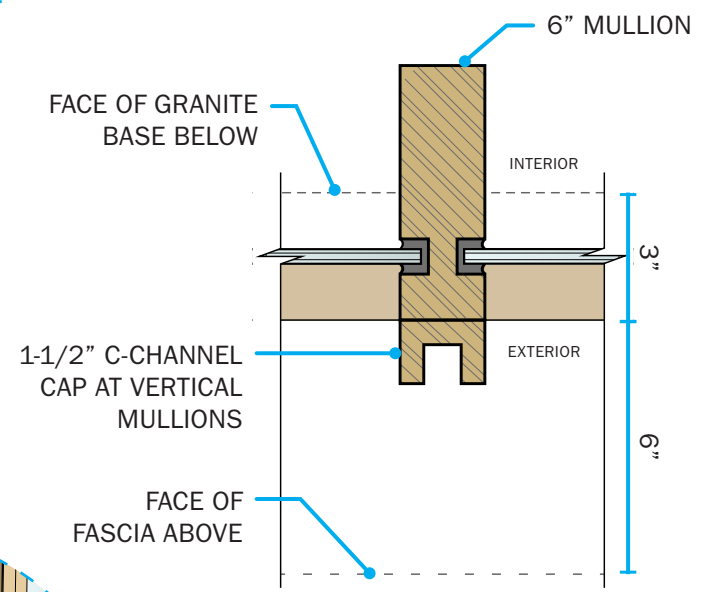


PAVILION VIEW

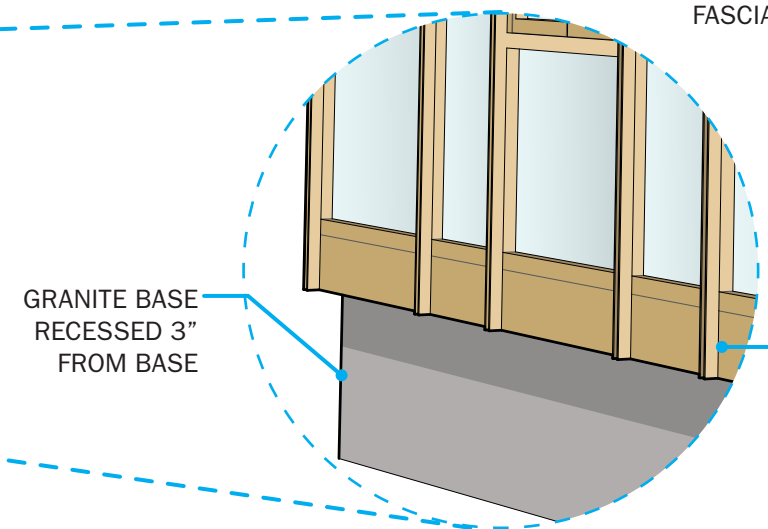


ENLARGED FASCIA VIEW

- 1" DEPTH CHANGE AT EACH STEP W/IN FASCIA
- STEPPED FASCIA PROJECTS 6" FROM FACE OF MULLIONS
- 1-1/2" C-CHANNEL CAP AT VERTICAL MULLIONS

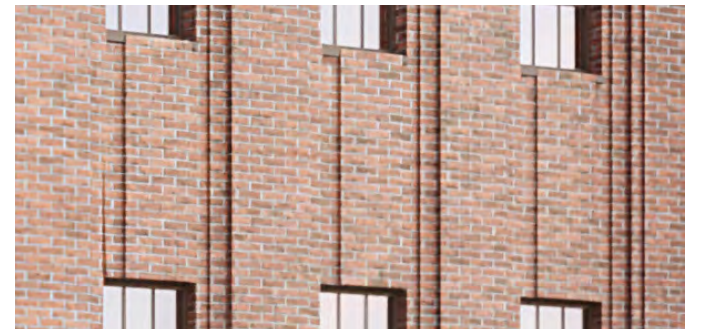


ENLARGED MULLION PLAN SECTION

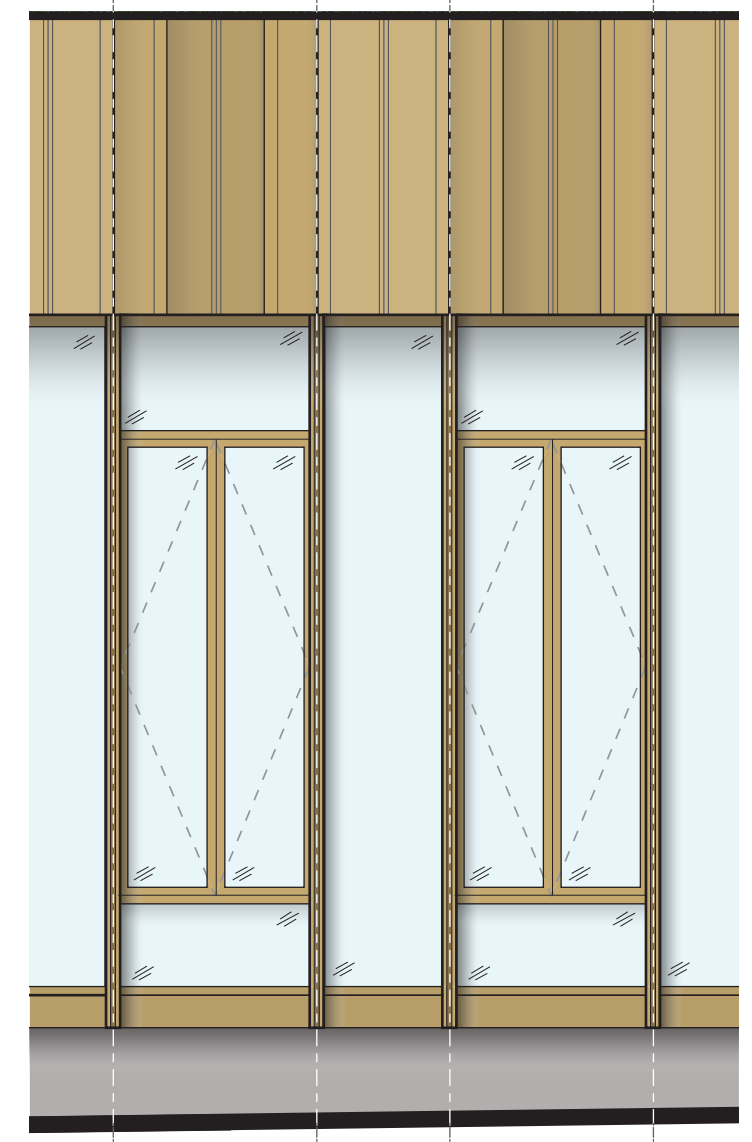
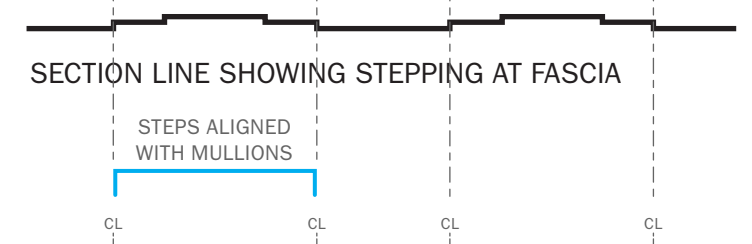


ENLARGED BASE VIEW

- GRANITE BASE RECESSED 3" FROM BASE
- 1-1/2" C-CHANNEL CAP AT VERTICAL MULLIONS



EXISTING BRICK STEPPING AT UPPER FLOORS



ENLARGED PAVILION ELEVATION



PAVILION - DESIGN UPDATE



PRESENTED TO LPC
11.28.23



DESIGN UPDATE



RENDERING | CORNER - AVENUE OF THE AMERICAS + WALKER ST - PRESENTED TO LPC 11.28.23



RENDERING | CORNER - AVENUE OF THE AMERICAS + WALKER ST - UPDATED PROPOSAL



RENDERING | CORNER OF CHURCH ST + WALKER ST - PRESENTED TO LPC 11.28.23



RENDERING | CORNER OF CHURCH ST + WALKER ST - UPDATED PROPOSAL



RENDERING | CORNER - CHURCH ST + LISPENARD ST - PRESENTED TO LPC 11.28.23



RENDERING | CORNER - CHURCH ST + LISPENARD ST - UPDATED PROPOSAL



RENDERING | CORNER - AVENUE OF THE AMERICAS + LISPENARD - PRESENTED TO LPC 11.28.23



RENDERING | CORNER - AVENUE OF THE AMERICAS + LISPENARD - UPDATED PROPOSAL



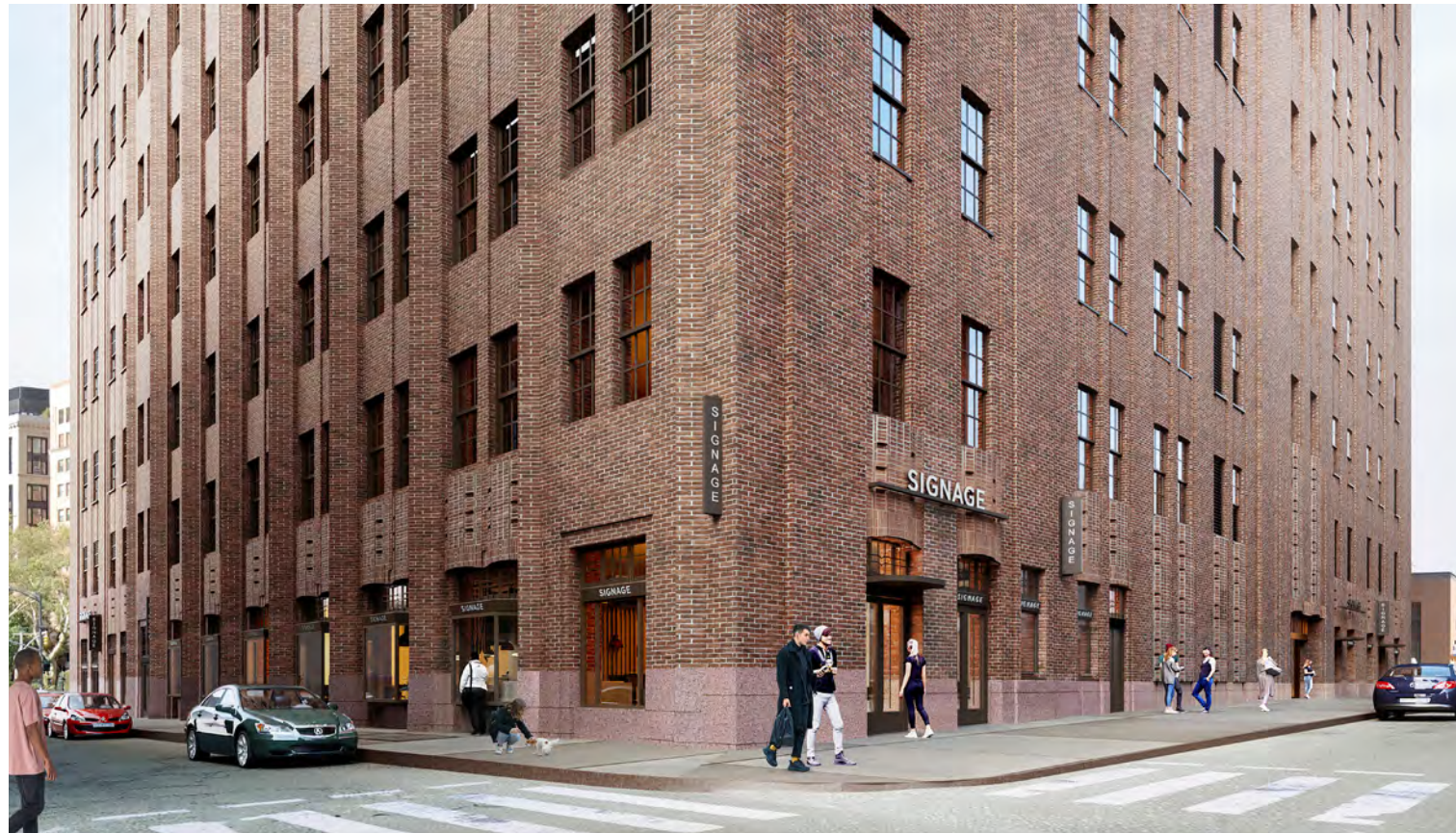
PROPOSED RENDERINGS - UPDATED



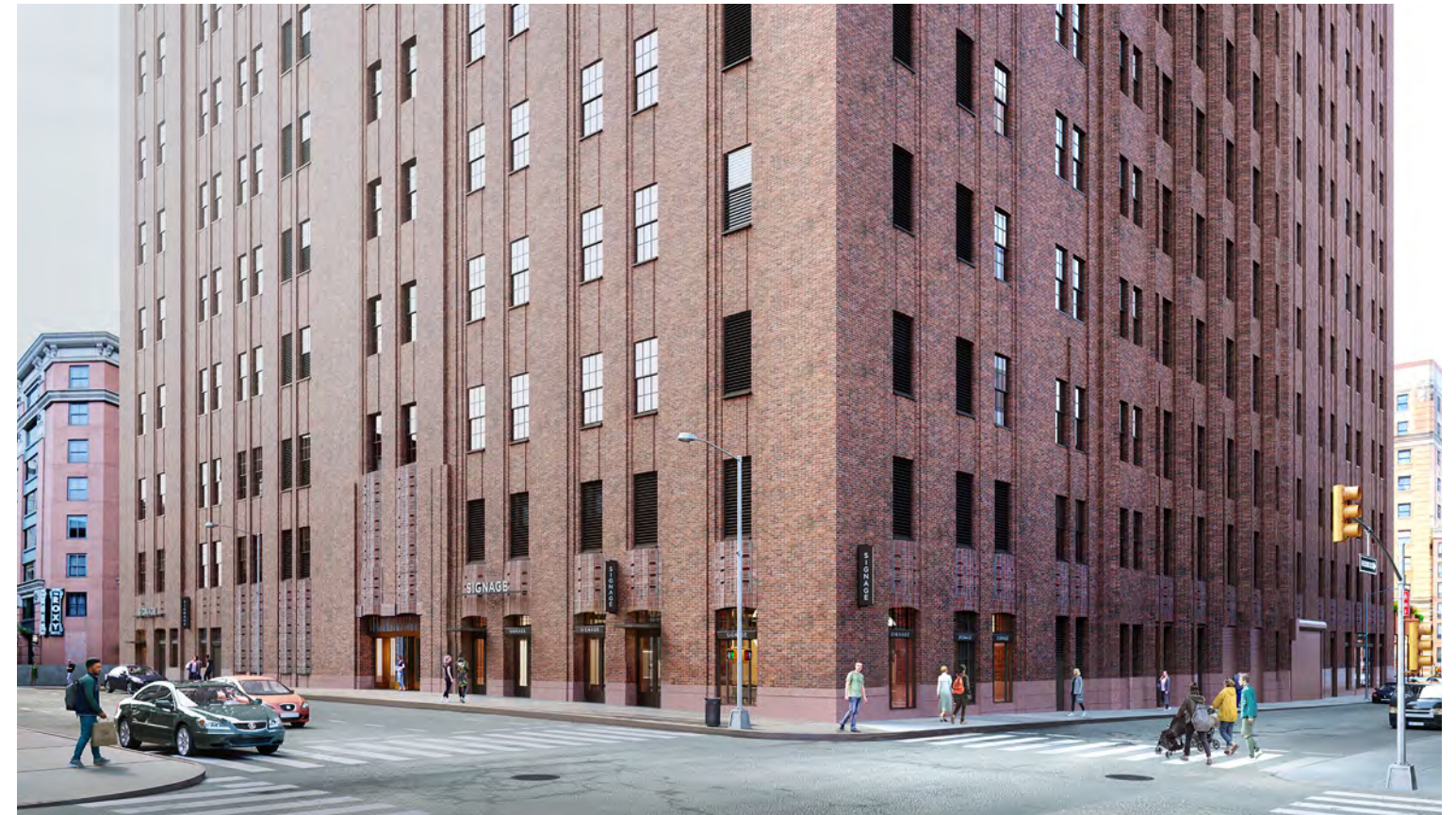
CORNER OF LISPENARD STREET AND 6TH AVENUE



CORNER OF 6TH AVENUE AND WALKER STREET



CORNER OF WALKER STREET AND CHURCH STREET



CORNER OF CHURCH STREET AND LISPENARD STREET





The current proposal is:

Preservation Department – Item 1, LPC-24-02387

**32 Avenue of the Americas – Long Distance Building of the
American Telephone and Telegraph Company – Individual Landmark
Borough of Manhattan**

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed

DESIGN APPENDIX



RENDERING | 6TH AVENUE

PRESENTED TO LPC - 11/28/23



DESIGN UPDATE



RENDERING | 6TH AVENUE BUILDING ENTRY

PRESENTED TO LPC - 11/28/23



DESIGN UPDATE



RENDERING | SW CORNER OF WALKER ST + 6TH AVENUE

PRESENTED TO LPC - 11/28/23

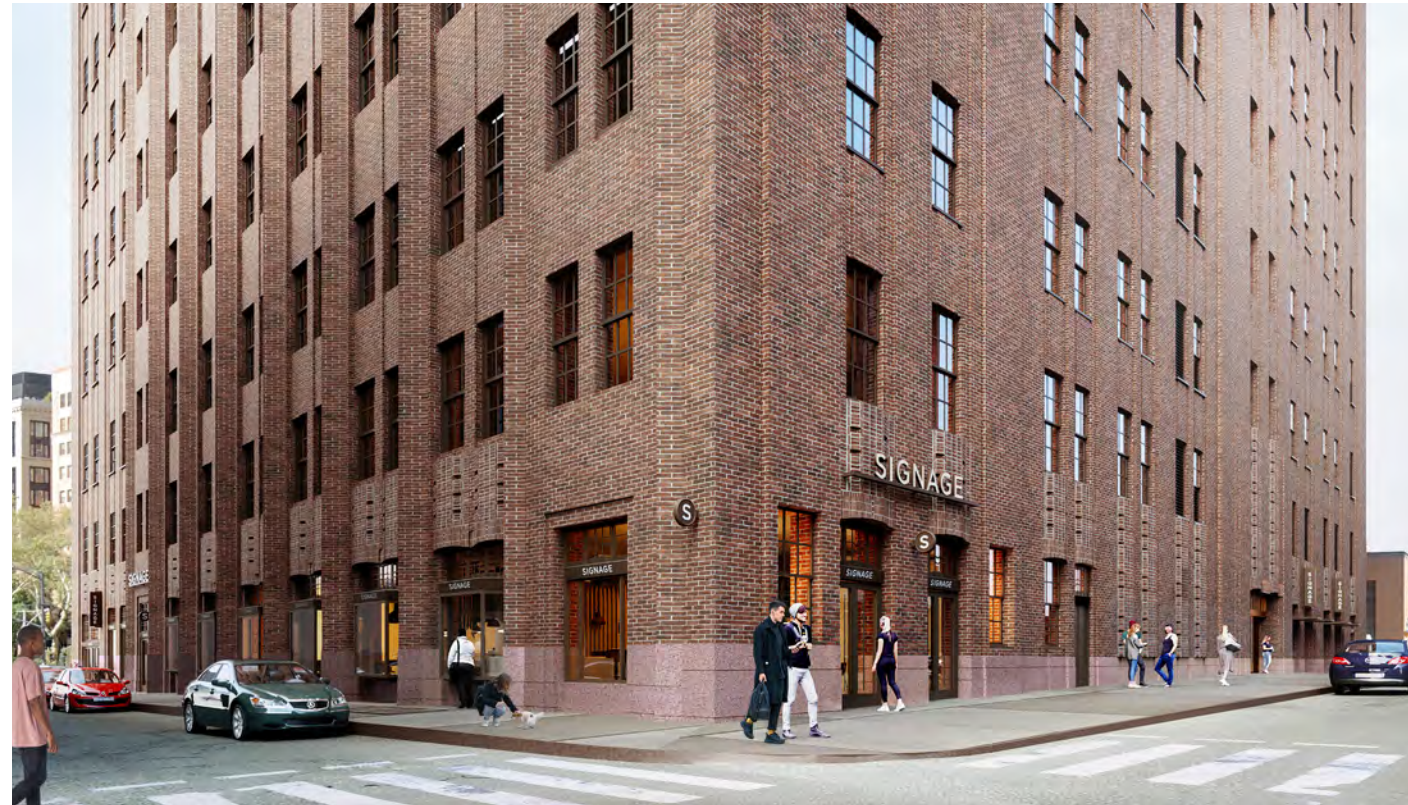


DESIGN UPDATE

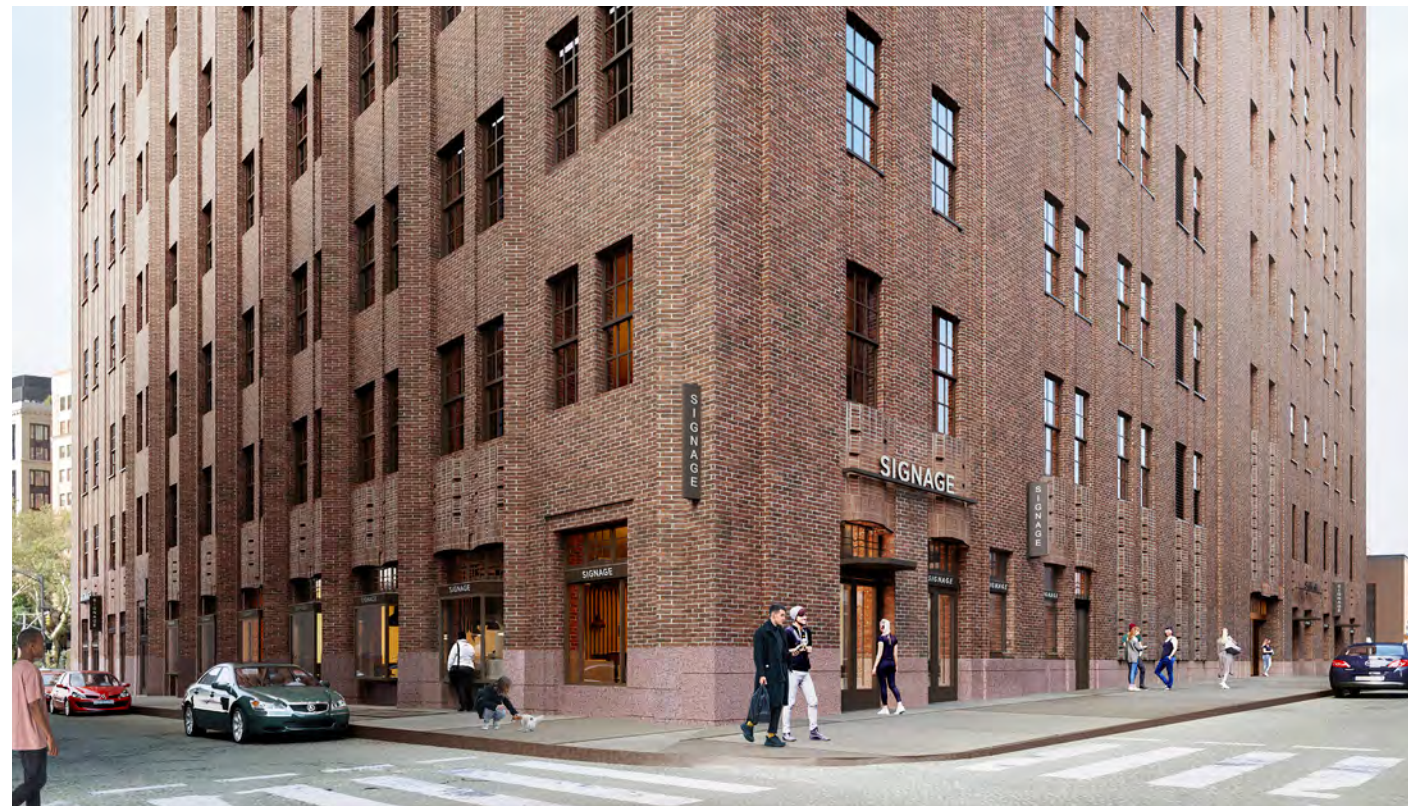


RENDERING | SE CORNER OF WALKER ST + CHURCH ST

PRESENTED TO LPC - 11/28/23



DESIGN UPDATE



RENDERING | SW CORNER OF WALKER ST + 6TH AVENUE

PRESENTED TO LPC - 11/28/23



DESIGN UPDATE



SIGNAGE | VIEWSHED - CORNER OF WHITE ST AND 6TH AVE LOOKING NORTH



CORNER OF 6TH AVENUE AND WALKER STREET



SIGNAGE | VIEWSHED - CORNER OF WHITE ST AND 6TH AVE LOOKING NORTH



SIGNAGE | VIEWSHED - CORNER OF CHURCH ST AND WALKER ST

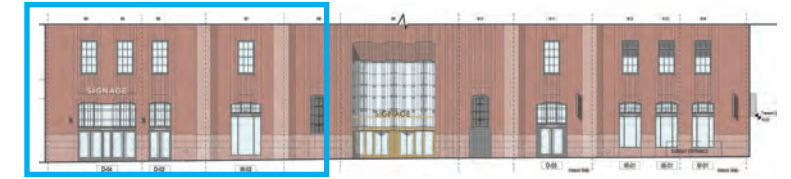


SIGNAGE | VIEWSHED - CORNER OF CHURCH ST AND LISPENARD ST



ENLARGED ELEVATION | NW CORNER - AVENUE OF THE AMERICAS

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



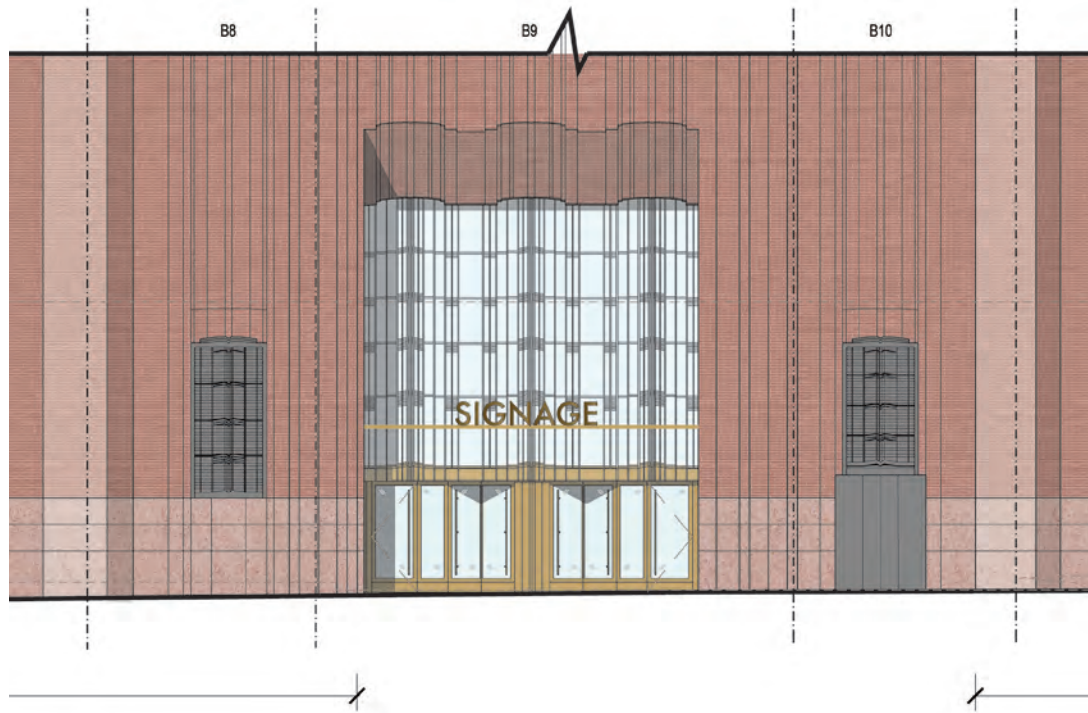
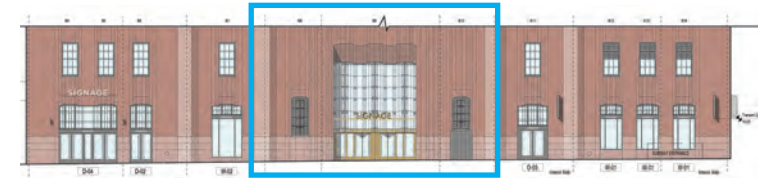
DESIGN UPDATES

- ALL RACEWAY SIGNAGE REMOVED FROM PRIMARY 6TH AVENUE FACADE, VERTICAL BLADES ONLY
- WIDENED SINGLE BAY WINDOW (W02) REMOVED FROM PROPOSAL
- DOUBLE BAY ENTRY RETAINED - SENSE OF ARRIVAL CRITICAL FOR PROPOSED DESTINATION FOOD + BEVERAGE TENANT



ENLARGED ELEVATION | BUILDING ENTRY - AVENUE OF THE AMERICAS

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



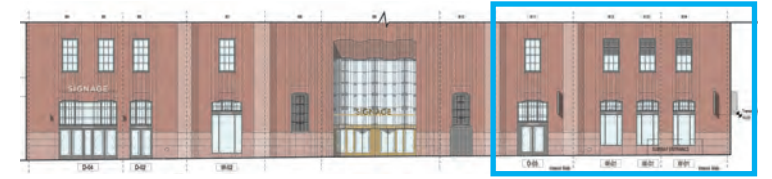
DESIGN UPDATES

- BUILDING IDENTITY SIGNAGE LOWERED TO 10'-0" ABOVE SIDEWALK AND PUSHED BACK TO BE CENTERED WITHIN NICHE OF MAIN ENTRY



ENLARGED ELEVATION | SW CORNER - AVENUE OF THE AMERICAS

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



DESIGN UPDATES

- TENANT ENTRY WIDTH REDUCED TO EXISTING ROUGH OPENING.

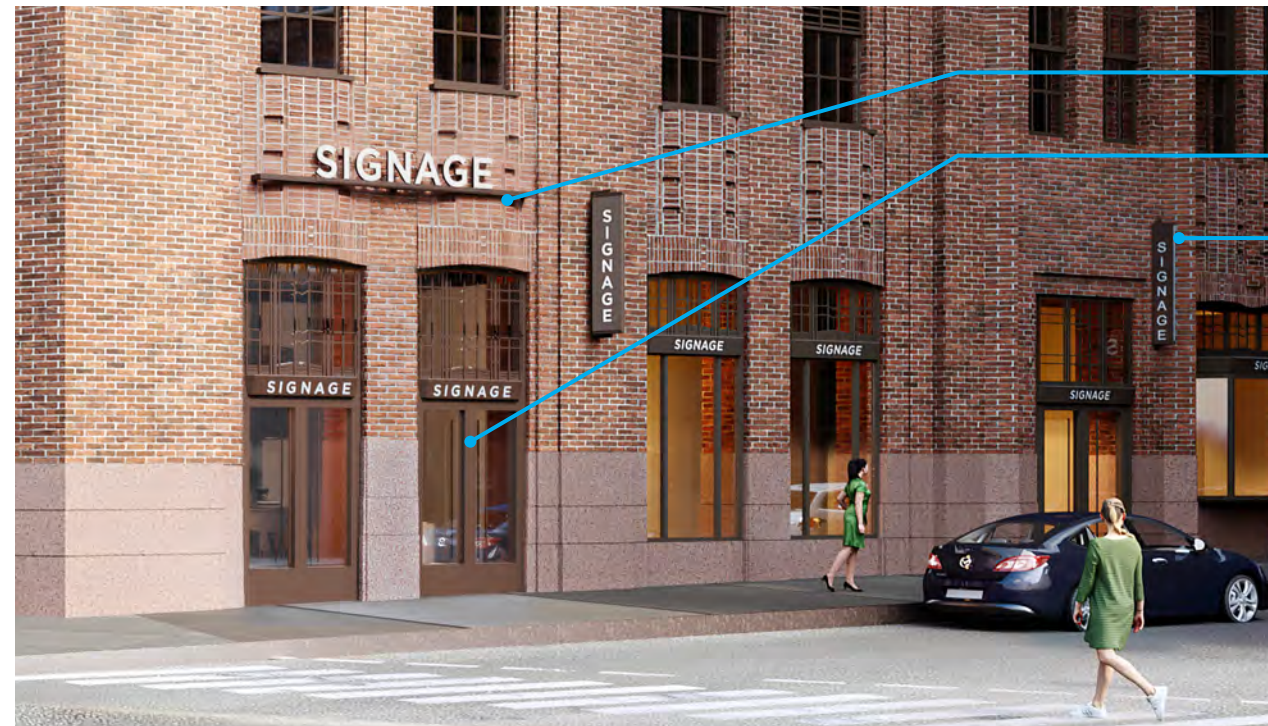


ENLARGED ELEVATION | SW CORNER - WALKER STREET

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



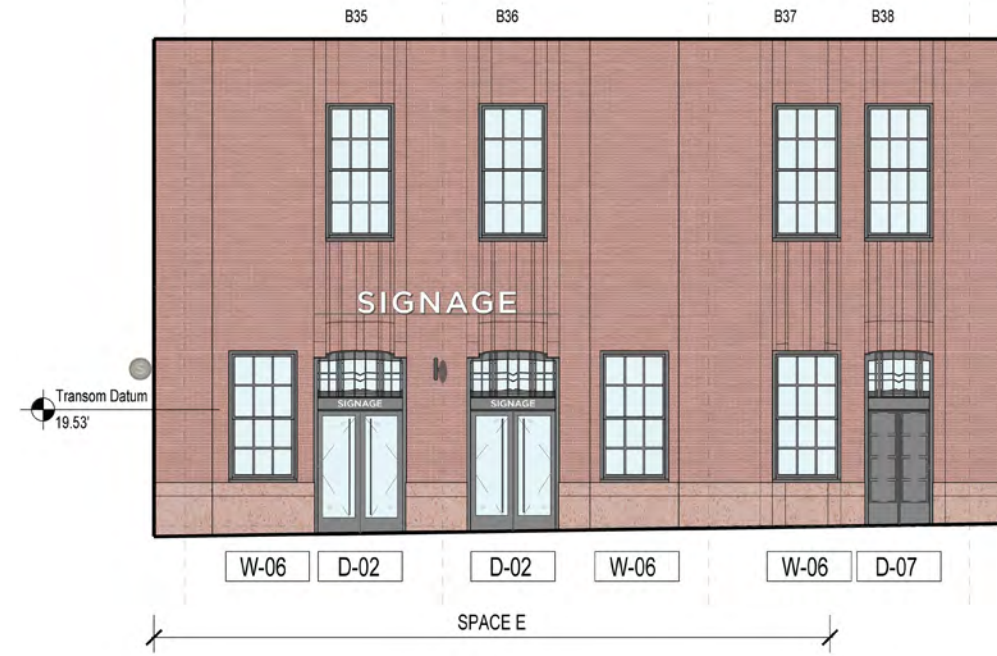
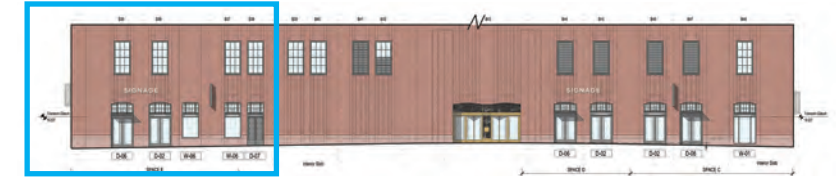
DESIGN UPDATES

- SIGNAGE UPDATED AT CORNER - SMALLER RACEWAY ON WIDE CORNER VIEW-SHED
- TENANT ENTRY UPDATED TO (2) TYPICAL WIDTH DOORS FROM WIDENED OPENING
- VERTICAL BLADE SIGN AT ENTRY IN BAY B19-B20

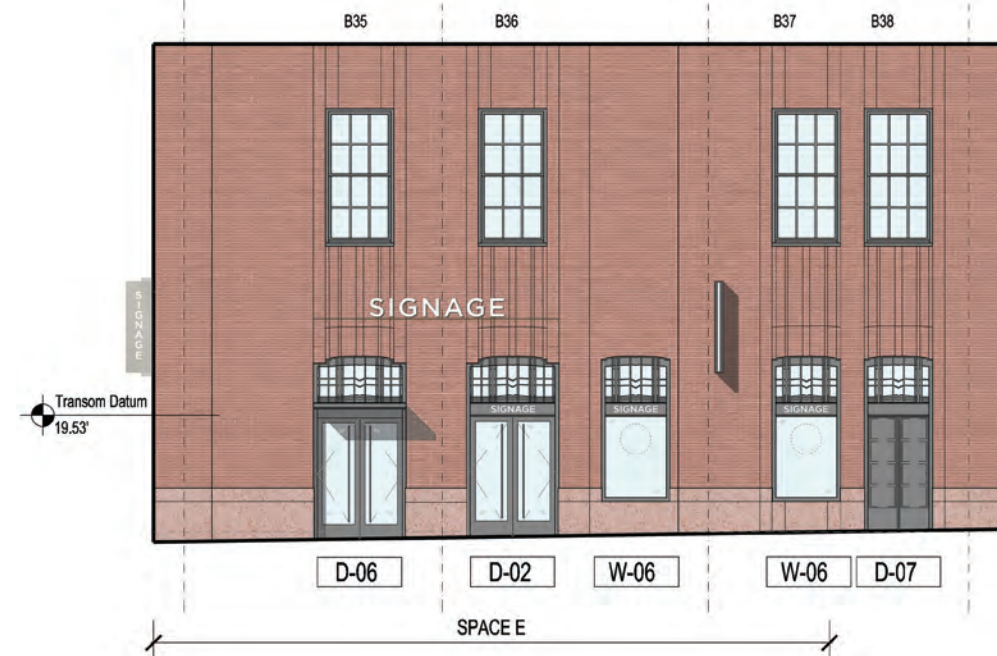


ENLARGED ELEVATION | SE CORNER - CHURCH STREET

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



DESIGN UPDATES

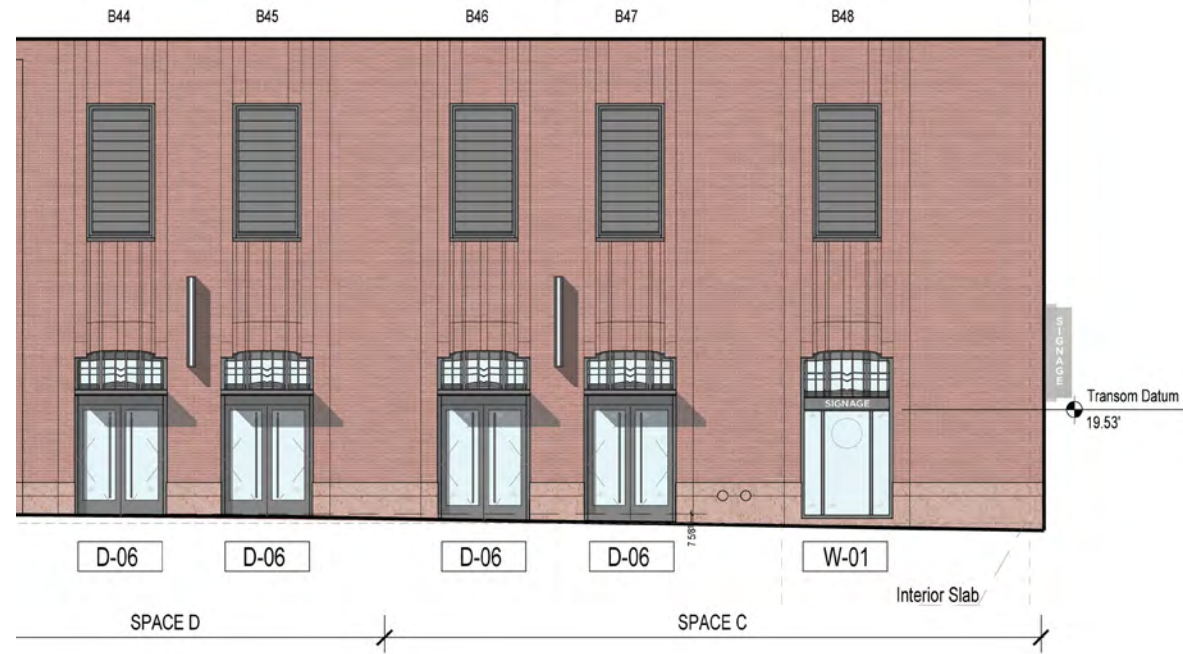
- RACEWAY REDUCED IN SCALE 15% TO 15" LETTERS
- ALL OTHER SIGNAGE TO BE VERTICAL BLADES
- DIVIDED LITE WINDOW REMOVED FROM CORNER PIER. DIVIDED LITE WINDOWS ON SE CORNER TYPOLOGY UPDATED TO REFLECT TYPICAL WINDOW DETAILS (SIM W01)
- AWNINGS DISTRIBUTED EVENLY ACROSS CHURCH STREET, MAX 1 PER PAIR OF DOORS

▪ NOTE: RACEWAY SIGNAGE COULD BE SWAPPED OUT FOR VERTICAL BLADES BASED ON VARIABILITY OF TENANT DEMISING AND USE

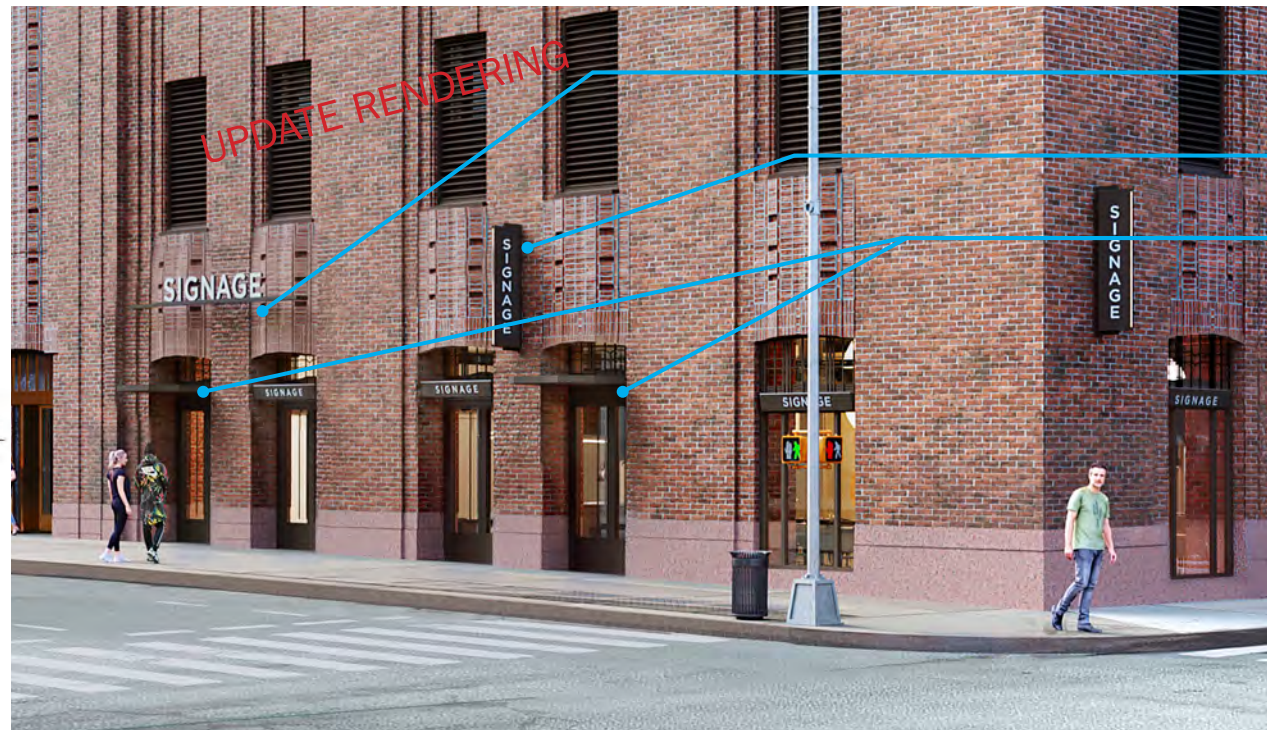


ENLARGED ELEVATION | NE CORNER - CHURCH STREET

PRESENTED TO LPC 11.28.23



PROPOSED DESIGN UPDATE



DESIGN UPDATES

- RACEWAY REDUCED IN SCALE 15% TO 15" LETTERS
- ALL OTHER SIGNAGE TO BE VERTICAL BLADES
- AWNINGS DISTRIBUTED EVENLY ACROSS CHURCH STREET, MAX 1 PER PAIR OF DOORS

▪ NOTE: RACEWAY SIGNAGE COULD BE SWAPPED OUT FOR VERTICAL BLADES BASED ON VARIABILITY OF TENANT DEMISING AND USE



PROPOSED RETAIL SIGNAGE LOCATIONS | GROUP 1 - PRESENTED TO LPC 11.28.23

LEGEND

INTEGRATED BASE SIGNAGE

- SIGNAGE BAND
- STOREFRONT ID

APPLIED SIGNAGE

- VERTICAL BLADE



6TH AVENUE

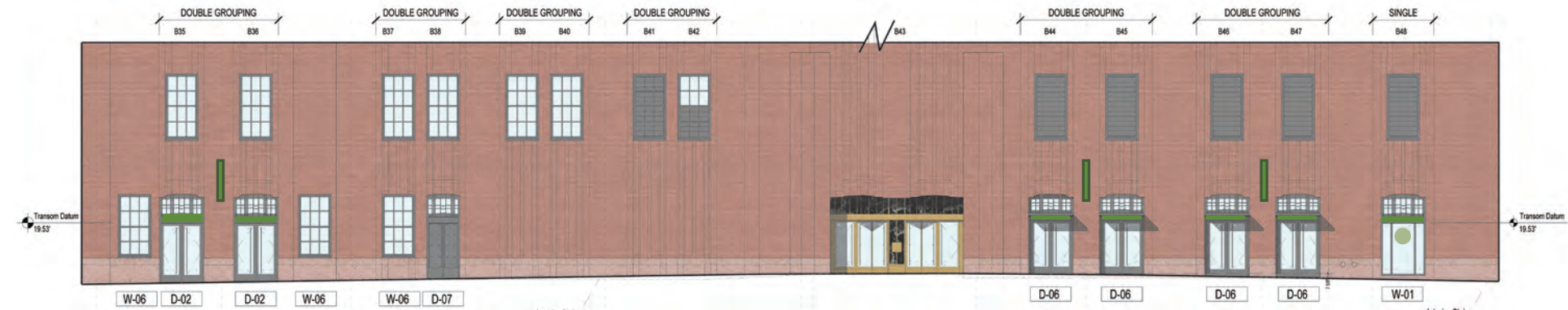
APPLIED SIGNAGE LOCATIONS

- TENANT ENTRIES
- BLIND CORNERS ADJACENT TO TENANT ENTRIES

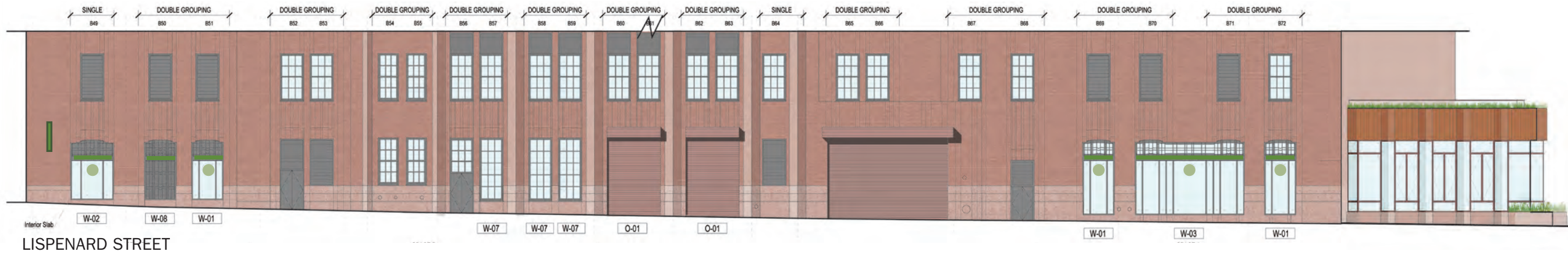
APPLIED SIGNAGE GROUP TYPE DETERMINED BY TENANT DEMISING. TENANT MUST CHOOSE GROUP 1 OR 2 TO USE CONSISTENTLY ACROSS THEIR SPACE.



WALKER STREET



CHURCH STREET



LISPENARD STREET



PROPOSED RETAIL SIGNAGE LOCATIONS | GROUP 2 - PRESENTED TO LPC 11.28.23

LEGEND

INTEGRATED BASE SIGNAGE

- SIGNAGE BAND
- STOREFRONT ID

APPLIED SIGNAGE

- RACEWAY SIGNAGE 18" MAX
- 18" ROUND BLADE



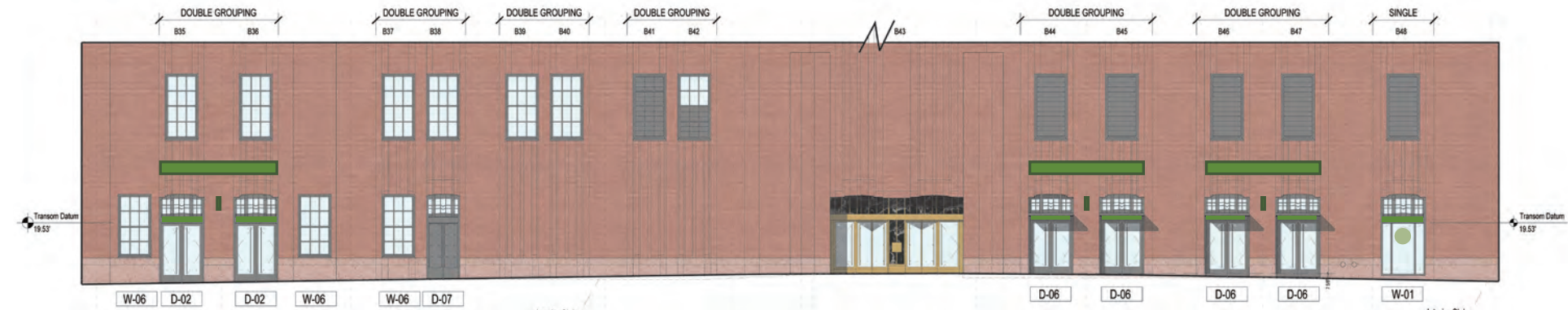
APPLIED SIGNAGE LOCATIONS

- TENANT ENTRIES
- BLIND CORNERS ADJACENT TO TENANT ENTRIES

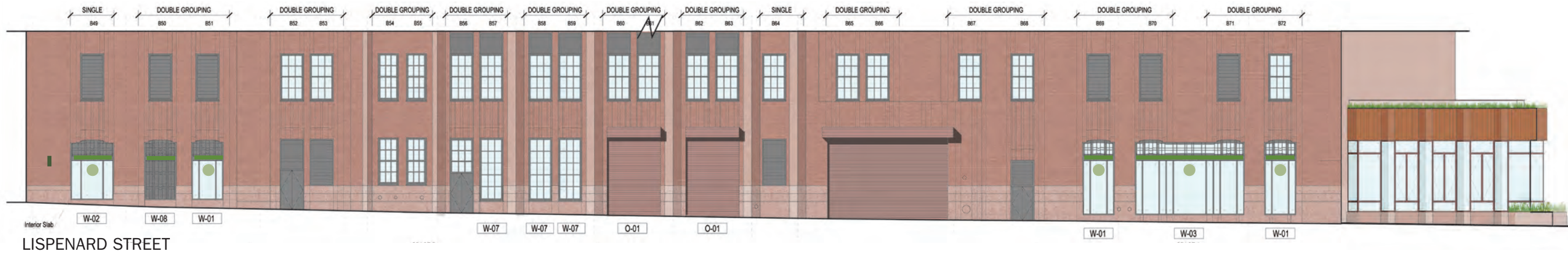
APPLIED SIGNAGE GROUP TYPE DETERMINED BY TENANT DEMISING. TENANT MUST CHOOSE GROUP 1 OR 2 TO USE CONSISTENTLY ACROSS THEIR SPACE.



WALKER STREET



CHURCH STREET





LISPENARD STREET






PROPOSED RETAIL SIGNAGE LOCATIONS | GROUP 1 + 2 - PRESENTED TO LPC 11.28.23

LEGEND

INTEGRATED BASE SIGNAGE

-  SIGNAGE BAND
-  STOREFRONT ID

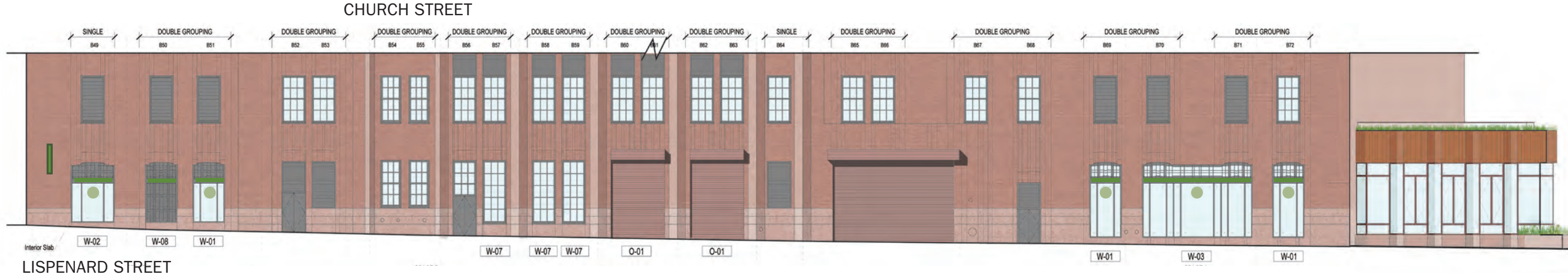
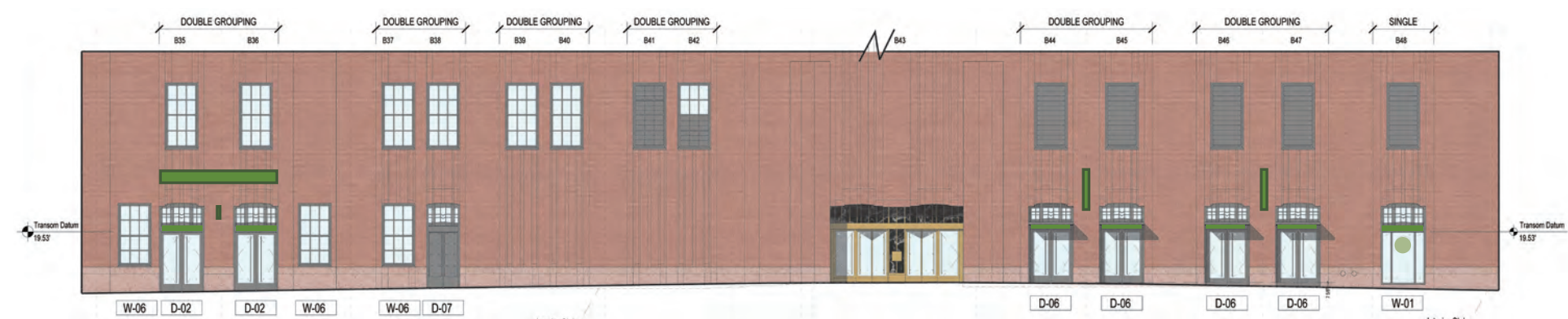
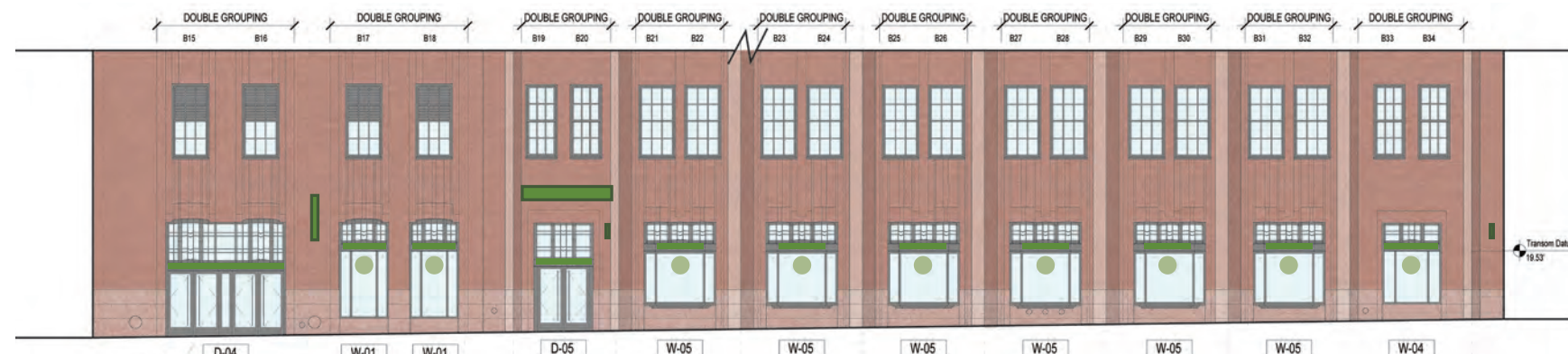
APPLIED SIGNAGE

-  RACEWAY SIGNAGE 18" MAX
-  18" ROUND BLADE
-  VERTICAL BLADE

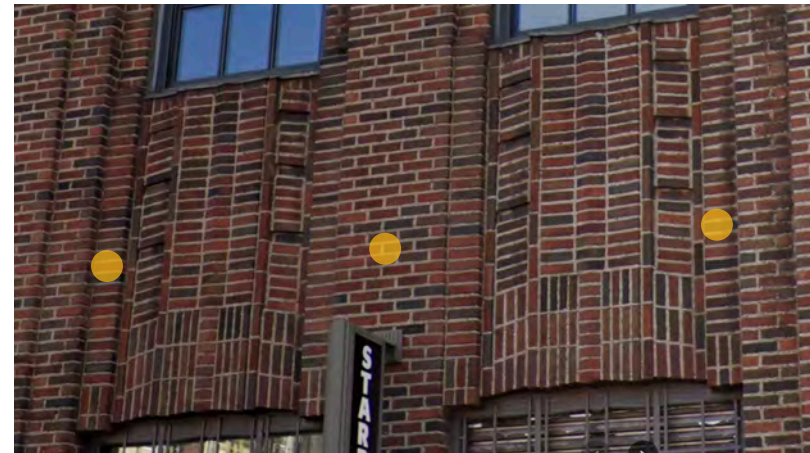
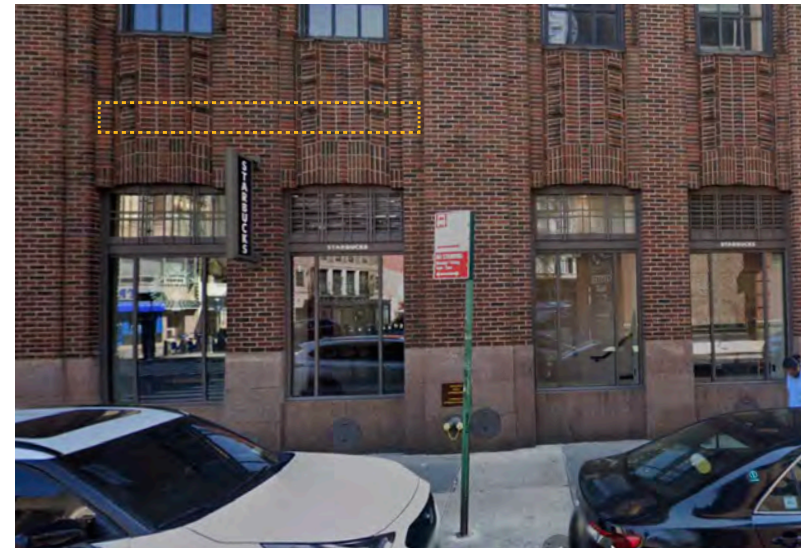
APPLIED SIGNAGE LOCATIONS

- TENANT ENTRIES
- BLIND CORNERS ADJACENT TO TENANT ENTRIES

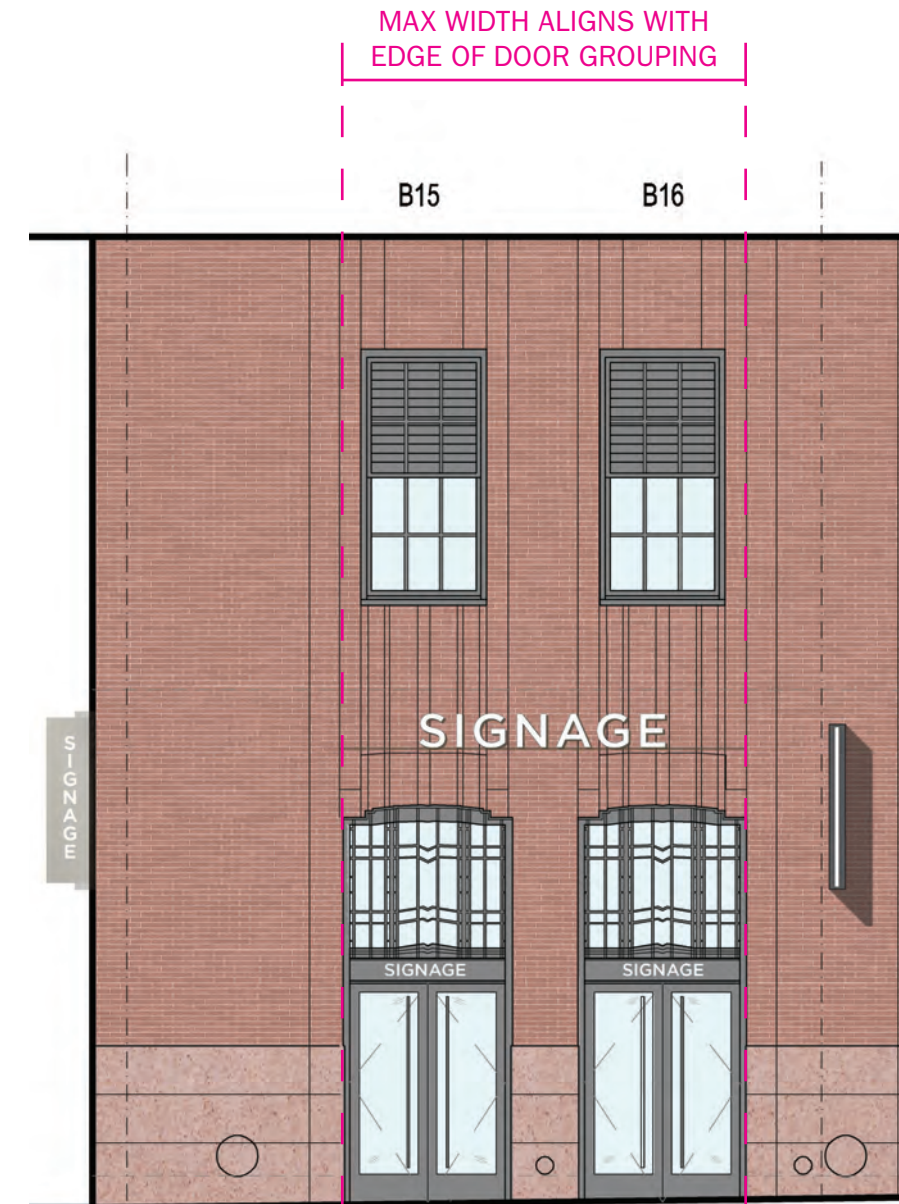
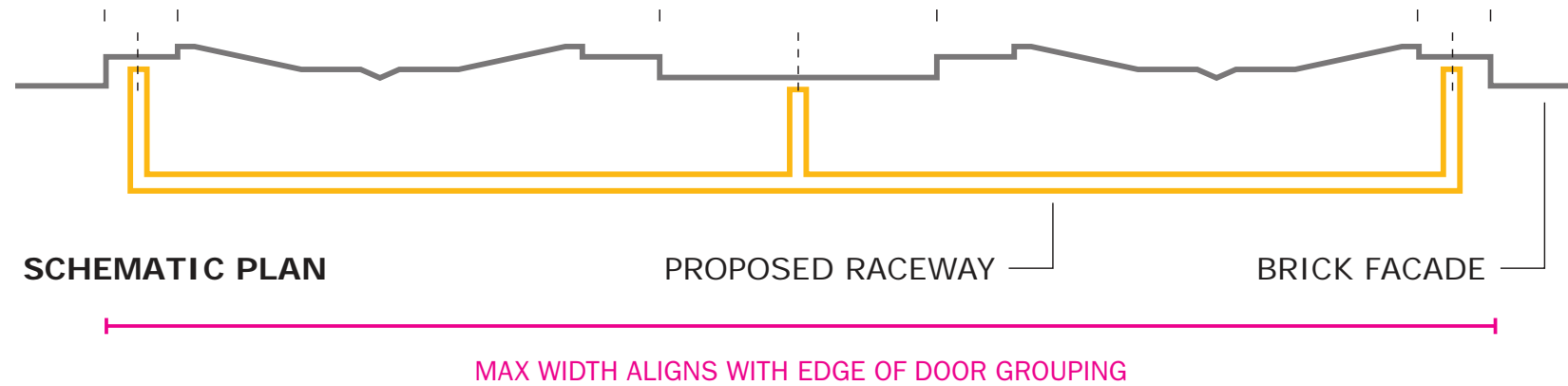
APPLIED SIGNAGE GROUP TYPE DETERMINED BY TENANT DEMISING. TENANT MUST CHOOSE GROUP 1 OR 2 TO USE CONSISTENTLY ACROSS THEIR SPACE.



RACEWAY SIGNAGE EXTENTS



- FABRICATED METAL LETTERS, PAINTED MATTHEWS ACRYLIC POLYURETHANE SATIN FINISH, WHITE
- (OPTION – FABRICATED LETTERS WITH REAR HALO ILLUMINATION ON RACEWAY)
- RACEWAY SUPPORT WITH LED UPLIGHT PAINTED M.A.P DARK BRONZE
- MOUNTING BRACKET, CONCEALED MECHANICAL FASTENERS AT BRICK MORTAR JOINTS AT FLAT BRICK



NOTE: DETAIL ELEVATION FROM WALKER STREET



PAVILION | PLAN

LISPENARD STREET



CORNER PLAN - PRESENTED TO LPC 11.28.23

LISPENARD STREET

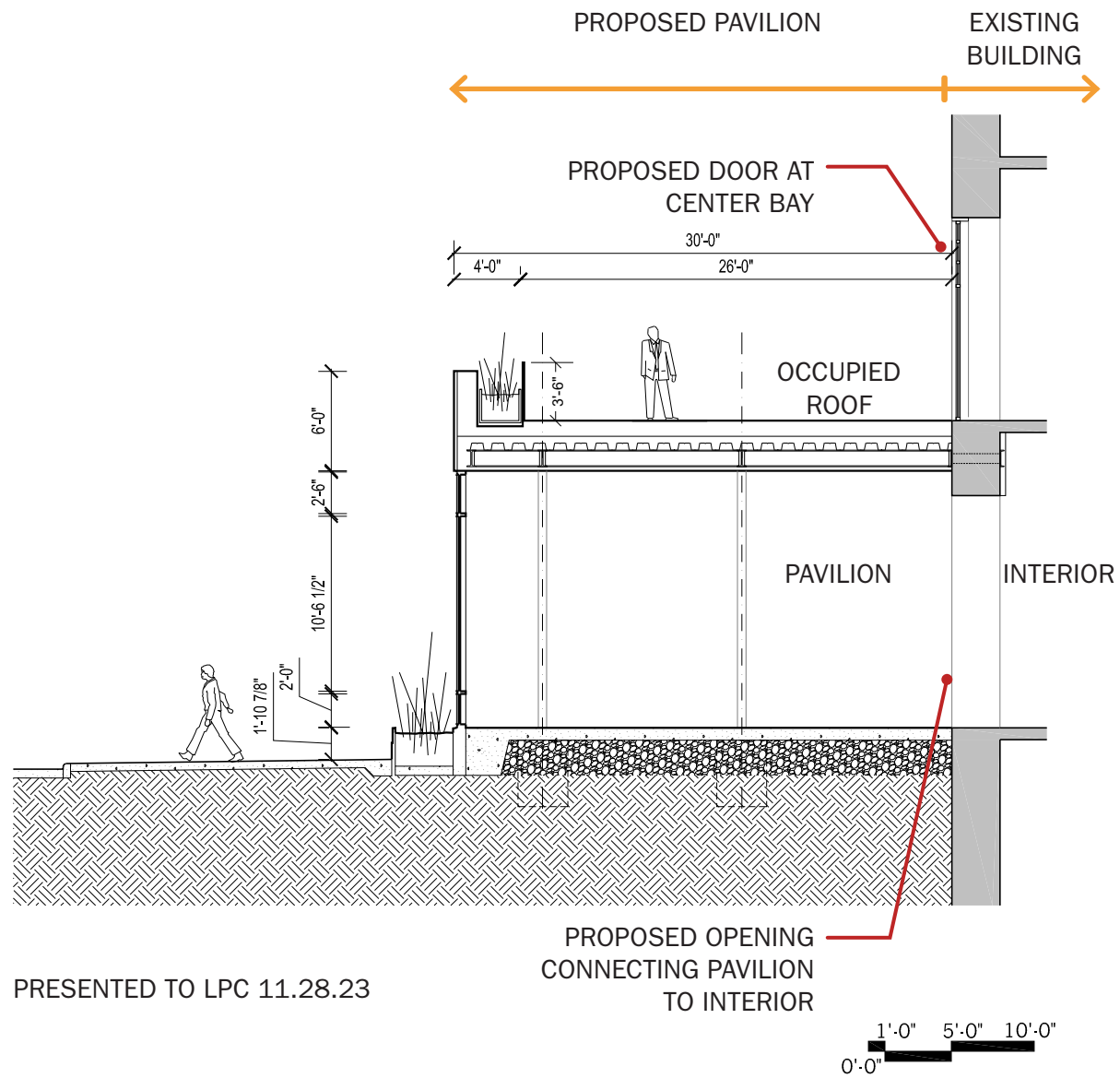


CORNER PLAN - UPDATED

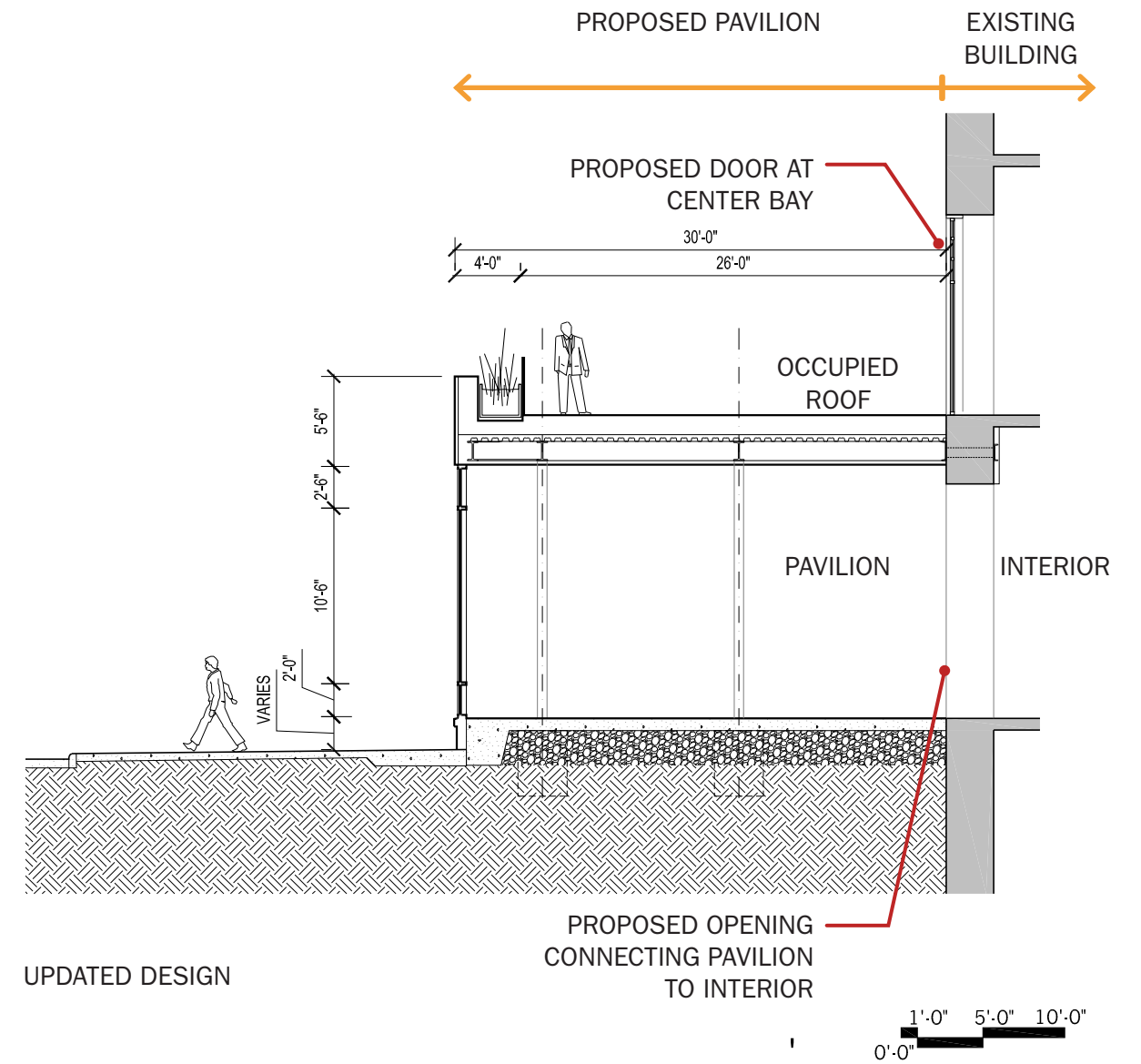


PAVILION | OVERALL SECTIONS

PRESENTED TO LPC 11.28.2023



PRESENTED TO LPC 11.28.23



UPDATED DESIGN



PAVILION | MATERIALITY



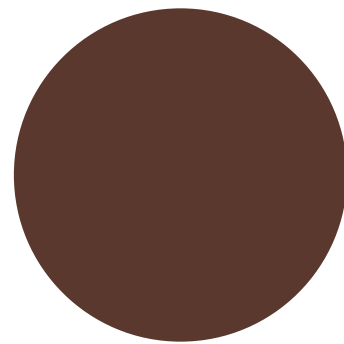
LISPENARD STREET



6TH AVENUE



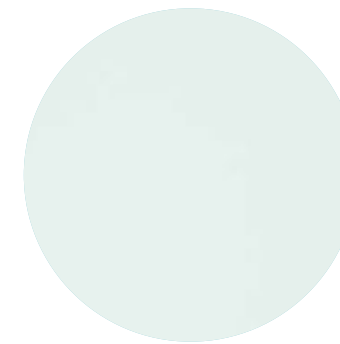
FASCIA - TERRACOTTA TO MATCH EXISTING BUILDING CROWN



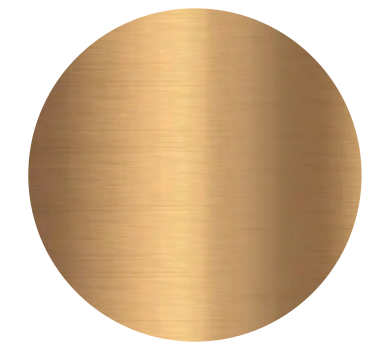
STOREFRONT STICKING + HANDRAIL
BOD PPG DURANAR XL - DARK
COPPER CANYON



BASE + PROW PLANTER - STONY
CREEK GRANITE - TO MATCH
EXISTING STONE BASE



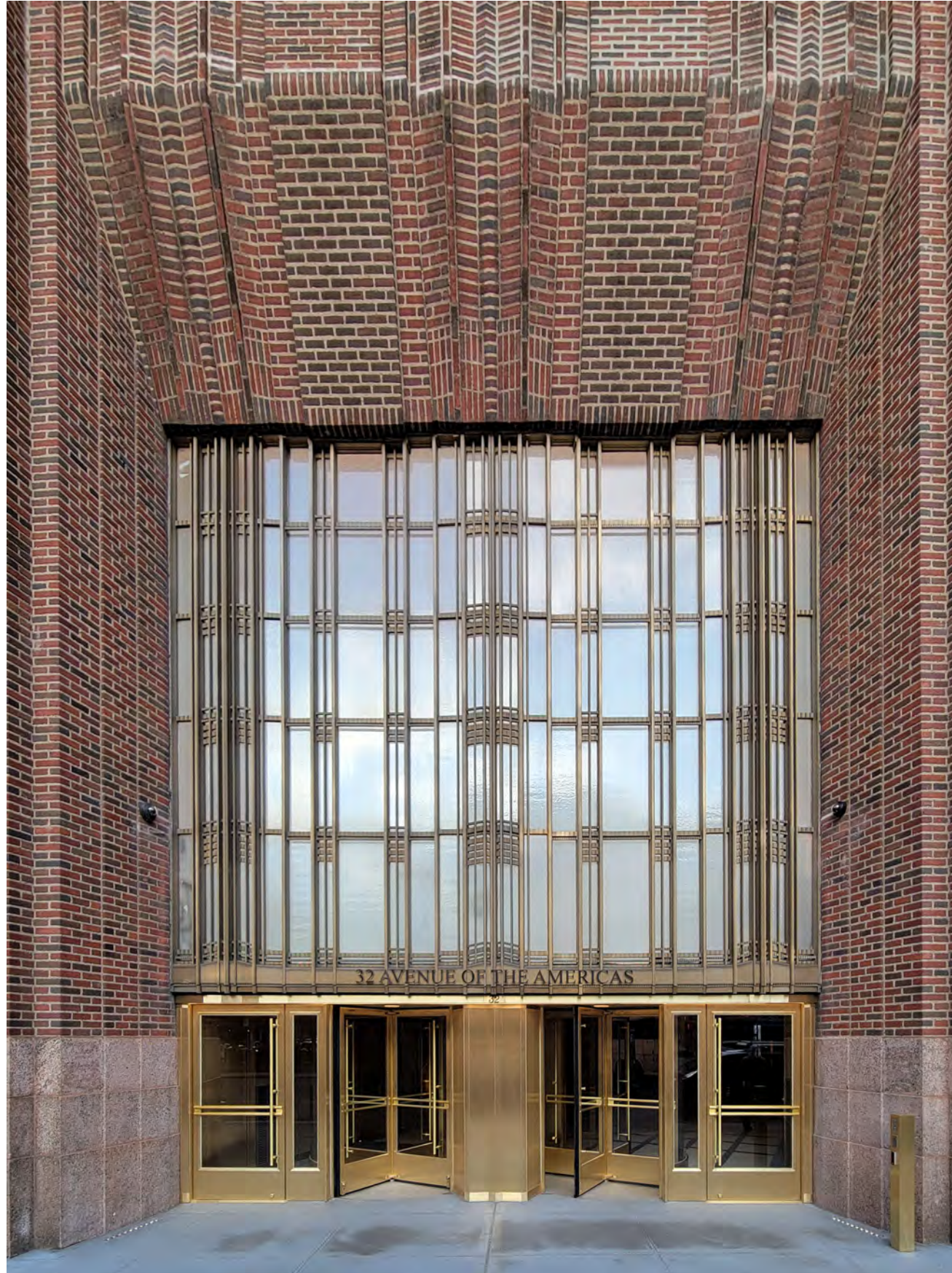
GLAZING - VISION GLASS



PLANTERS ALONG 6TH AVE -
PAINTED BRONZE FINISH

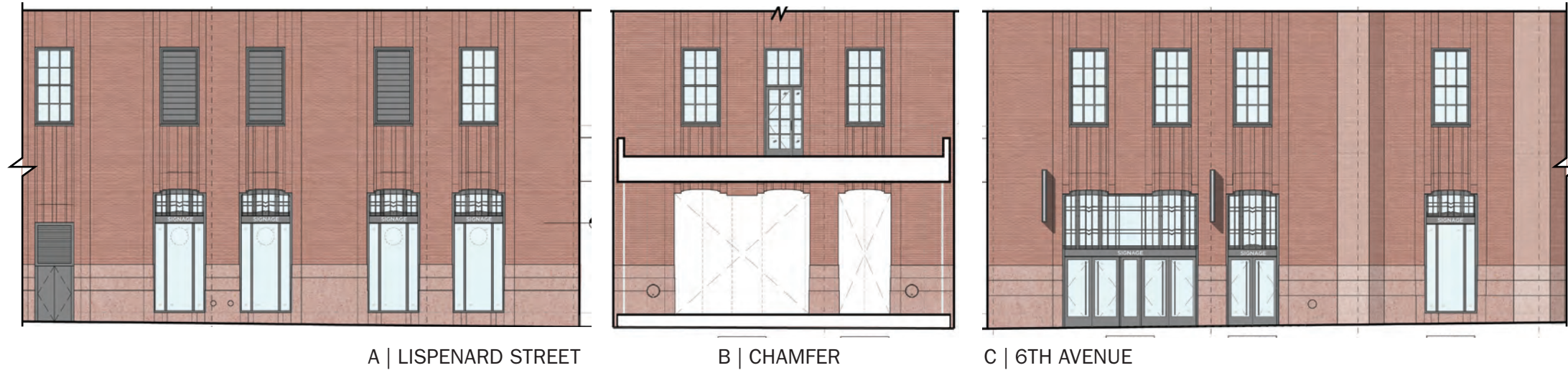


BUILDING ENTRANCE



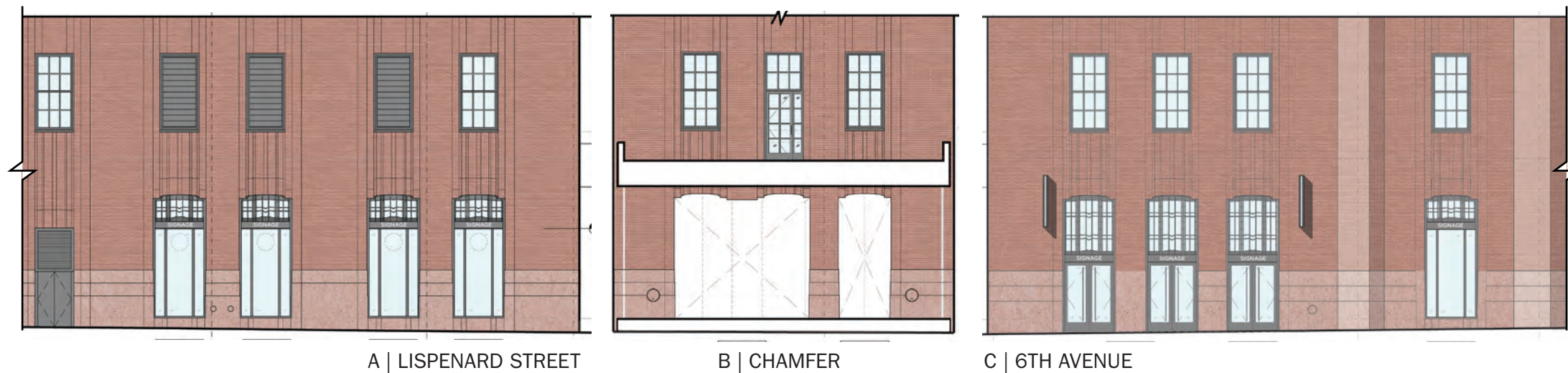
6TH AVE CORNER TENANT

PRIMARY CONFIGURATION



DOUBLE BAY ENTRY RETAINED AT 6TH AVENUE - SENSE OF ARRIVAL CRITICAL FOR PROPOSED DESTINATION F+B TENANT

ALTERNATE CONFIGURATION



SINGLE ENTRIES APPROPRIATE FOR MERCANTILE USE



6TH AVE CORNER TENANT

PRIMARY CONFIGURATION



DOUBLE BAY ENTRY RETAINED AT 6TH AVENUE - SENSE OF ARRIVAL
CRITICAL FOR PROPOSED DESTINATION FOOD + BEVERAGE TENANT

ALTERNATE CONFIGURATION



SINGLE ENTRIES APPROPRIATE FOR MERCANTILE USE



SIGNAGE | SPACE E TENANCY OPTIONS

PRESENTED TO LPC 11.28.23



A | WALKER STREET

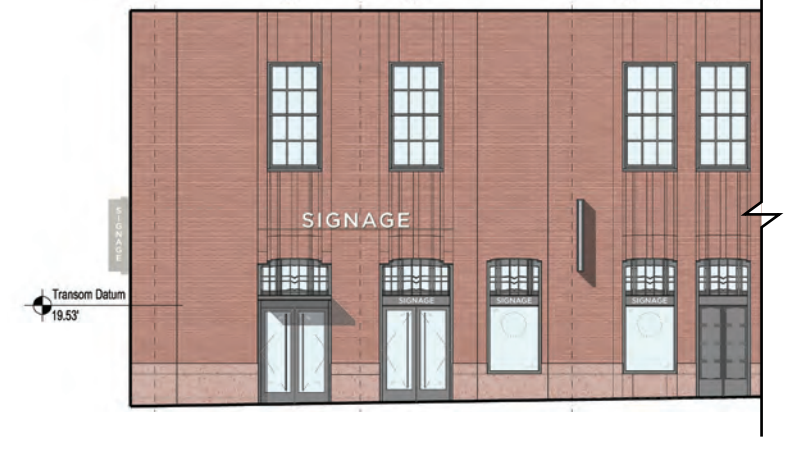


B | CHURCH STREET

DESIGN UPDATE - CONFIGURATION 1 | 1 VERTICAL BLADE + 1 RACEWAY ON CHURCH

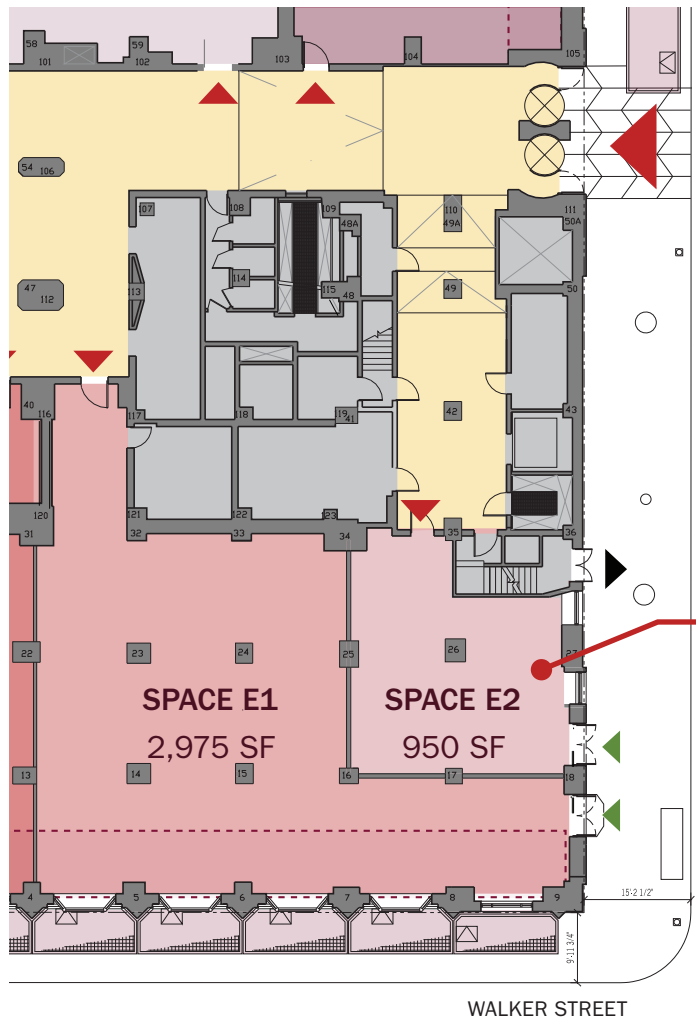


A | WALKER STREET



B | CHURCH STREET

DESIGN UPDATE - CONFIGURATION 2 | 2 VERTICAL BLADE SIGNS ON CHURCH



POSSIBLE 2ND
TENANT SPACE
WITHIN SPACE E



SIGNAGE | SPACE C+D TENANCY OPTIONS

PRESENTED TO LPC 11.28.23



A | CHURCH STREET



B | LISPENARD STREET

DESIGN UPDATE - OPTION 1 | 1 VERTICAL BLADE + 1 RACEWAY ON CHURCH



A | CHURCH STREET



B | LISPENARD STREET

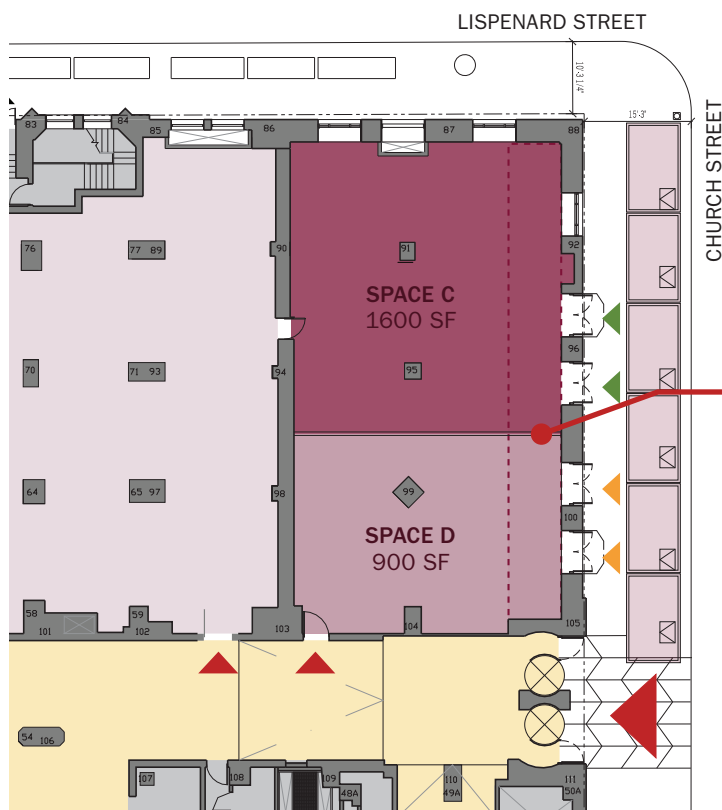
DESIGN UPDATE - OPTION 2 | 2 VERTICAL BLADE SIGNS ON CHURCH



A | CHURCH STREET



B | LISPENARD STREET



SPACE C + D COULD BE COMBINED INTO ONE TENANT SPACE

OR SPACE D COULD BE DEDICATED TENANT ENTRY



TYOLOGIES | SCHEDULE - PRESENTED TO LPC 11.28.2023

LEGEND



- SHOWN ON ELEVATIONS
- ALTERNATE CONFIGURATION PERMISSIBLE

		WINDOWS											DOORS									OPENINGS						
		W-01	W-02	W-03	W-04	W-05	W-06	W-07	W-08	W-09	W-10	EX	D-01	D-02	D-03	D-04	D-05	D-06	D-07	D-08	EX	O-01	O-02	O-03				
STREET	BAY	TYPICAL WINDOW	ENLARGED TYP WINDOW	DOUBLE-WIDE	SQUARE WINDOW - WALKER	ARTICULATED DISPLAY WINDOW	3X4 DIVIDED LITE	3X5 DIVIDED LITE	LOUVER-FULL DECORATIVE GRILL	LOUVER - FULL WINDOW GRID	LOUVER - HALF WINDOW GRID	EXISTING TO REMAIN	SINGLE DOOR W/SIDE LITE	2'10" DOUBLE DOOR	3'-0" DOUBLE DOOR - TYP GRILL	DOUBLE WIDE (2) 3'-0" DOUBLE DOOR	3'-0" DOUBLE DOOR WITH SQUARE GRILL	3'-0" DOUBLE DOOR WITH AWNING	SOLID HM EGRESS DOOR	BOH SINGLE DOOR W/ SIDE LITE	EXISTING TO REMAIN	LOADING DOCK ROLLING DOOR	DOUBLE PORTAL	SINGLE PORTAL				
CHAMFER	B-1	○		○									○	○		○												
	B-2	○											○	○														
	B-3	○											○	○														
AVENUE OF THE AMERICAS	B-4	○											○	○														
	B-5	○											○	○														
	B-6	○												●														
	B-7	○	●										○	○	○													
	B-8											●																
	B-9											●																
	B-10																					●						
	B-11													○	○													
	B-12		●																									
	B-13		●																									
	B-14		●																									
	WALKER STREET	B-15	○		○									○	○													
		B-16	○											○	○													
		B-17	●		○																							
B-18		●																										
B-19					○																							
B-20																												
B-21					○	●																						
B-22					○	●																						
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B-34																												



TYOLOGIES | SCHEDULE - PRESENTED TO LPC 11.28.2023

LEGEND

-  SHOWN ON ELEVATIONS
-  ALTERNATE CONFIGURATION PERMISSIBLE

STREET	BAY	WINDOWS											DOORS									OPENINGS										
		W-01	W-02	W-03	W-04	W-05	W-06	W-07	W-08	W-09	W-10	EX	D-01	D-02	D-03	D-04	D-05	D-06	D-07	D-08	EX	O-01	O-02	O-03								
		TYPICAL WINDOW	ENLARGED TYP WINDOW	DOUBLE-WIDE	SQUARE WINDOW - WALKER	ARTICULATED DISPLAY WINDOW	3X4 DIVIDED LITE	3X5 DIVIDED LITE	LOUVER-FULL DECORATIVE GRILL	LOUVER - FULL WINDOW GRID	LOUVER - HALF WINDOW GRID	EXISTING TO REMAIN	SINGLE DOOR W/SIDE LITE	2'10" DOUBLE DOOR	3'-0" DOUBLE DOOR - TYP GRILL	DOUBLE WIDE (2) 3'-0" DOUBLE DOOR	3'-0" DOUBLE DOOR WITH SQUARE GRILL	3'-0" DOUBLE DOOR WITH AWNING	SOLID HM EGRESS DOOR	BOH SINGLE DOOR W/ SIDE LITE	EXISTING TO REMAIN	LOADING DOCK ROLLING DOOR	DOUBLE PORTAL	SINGLE PORTAL								
CHURCH STREET	B-35A																															
	B-35	○																														
	B-36A																															
	B-36	○																														
	B-37																															
	B-38																															
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	B-41																															
	B-42																															
	B-43																															
	B-44	○												○	○					●						●						
	B-45	○												○	○					●												
	B-46	○												○	○					●												
	B-47	○												○	○					●												
B-48	○		●																													
LISPENARD STREET	B-49	○	●																													
	B-50	○																														
	B-51	●																														
	B-52																															
	B-53																															
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B-68																																
B-69	●																															
B-70	○																															
B-71	○																															
B-72	●																															



TYOLOGIES | SCHEDULE - UPDATE

LEGEND

- SHOWN ON ELEVATIONS
- ALTERNATE CONFIGURATION PERMISSIBLE

		WINDOWS											DOORS								OPENINGS				
		W-01	W-02	W-03	W-04	W-05	W-06	W-07	W-08	W-09	W-10	EX	D-01	D-02	D-03	D-04	D-05	D-06	D-07	D-08	EX	O-01	O-02	O-03	
STREET	BAY	TYPICAL WINDOW	ENLARGED TYP WINDOW	DOUBLE-WIDE	SQUARE WINDOW - WALKER	ARTICULATED DISPLAY WINDOW	3X4 DIVIDED LITE	3X5 DIVIDED LITE	LOUVER-FULL DECORATIVE GRILL	LOUVER - FULL WINDOW GRID	LOUVER - HALF WINDOW GRID	EXISTING TO REMAIN	SINGLE DOOR W/SIDE LITE	2'10" DOUBLE DOOR	3'-0" DOUBLE DOOR TYP GRILL	DOUBLE WIDE (2) 3'-0" DOUBLE DOOR	3'-0" DOUBLE DOOR WITH SQUARE GRILL	2'-10" DOUBLE DOOR WITH AWNING	SOLID HM EGRESS DOOR	BOH SINGLE DOOR W/SIDE LITE	EXISTING TO REMAIN	LOADING DOCK ROLLING DOOR	DOUBLE PORTAL	SINGLE PORTAL	
CHAMFER	B-1	○											○	○										○	
	B-2	○											○	○									●	○	
	B-3	○											○	○										●	
AVENUE OF THE AMERICAS	B-4	○											○	○											
	B-5	○											○	○											
	B-6	○												●											
	B-7	●											○	○											
	B-8											●													
	B-9											●													
	B-10																				●				
	B-11													○	●										
	B-12	●																							
	B-13	●																							
	B-14	●																							
WALKER STREET	B-15	○											●	○											
	B-16	○											●	○											
	B-17	●																							
	B-18	●																							
	B-19				○	○																			
	B-20																	●							
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	B-30				○	●																			
	B-31				○	●																			
B-32				○	●																				
B-33				●																					
B-34																									



TYOLOGIES | SCHEDULE - UPDATE

LEGEND

- SHOWN ON ELEVATIONS
- ALTERNATE CONFIGURATION PERMISSIBLE

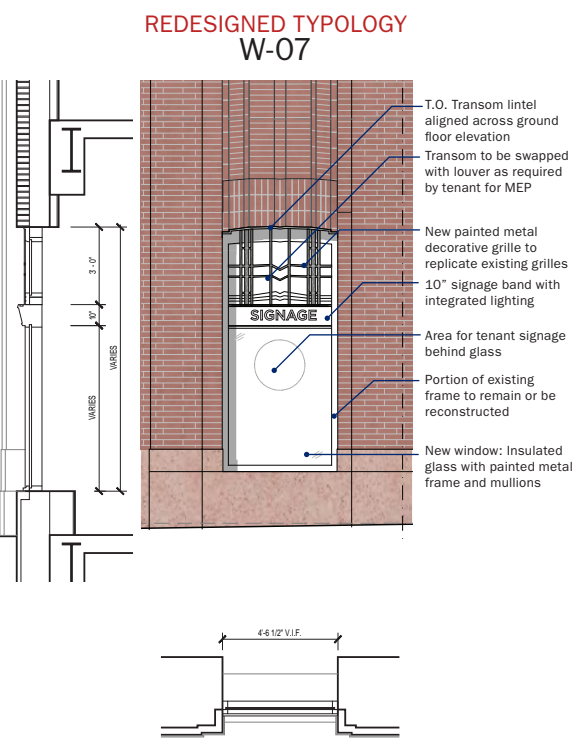
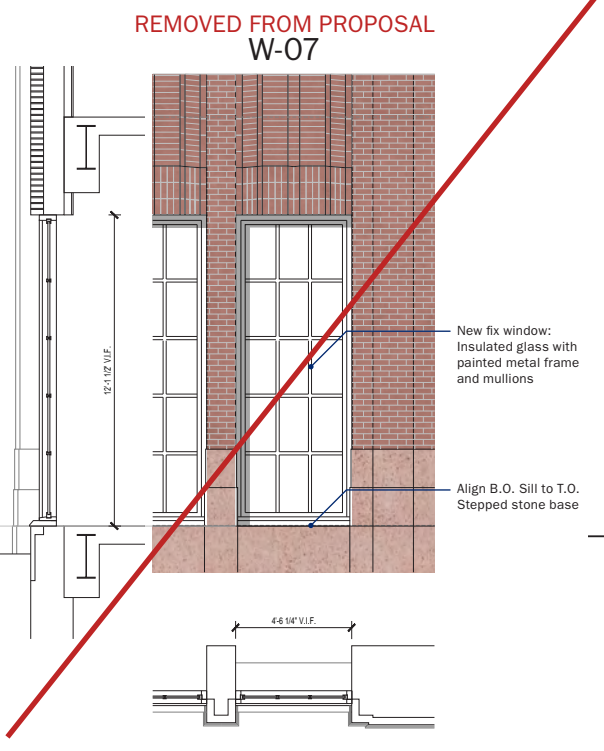
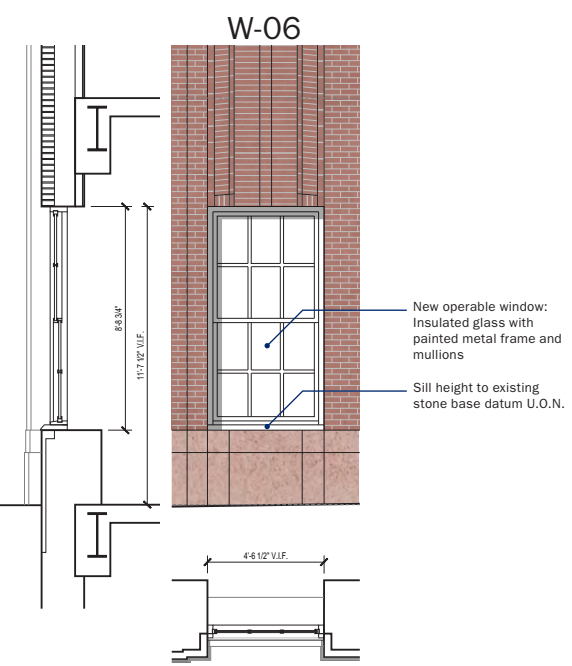
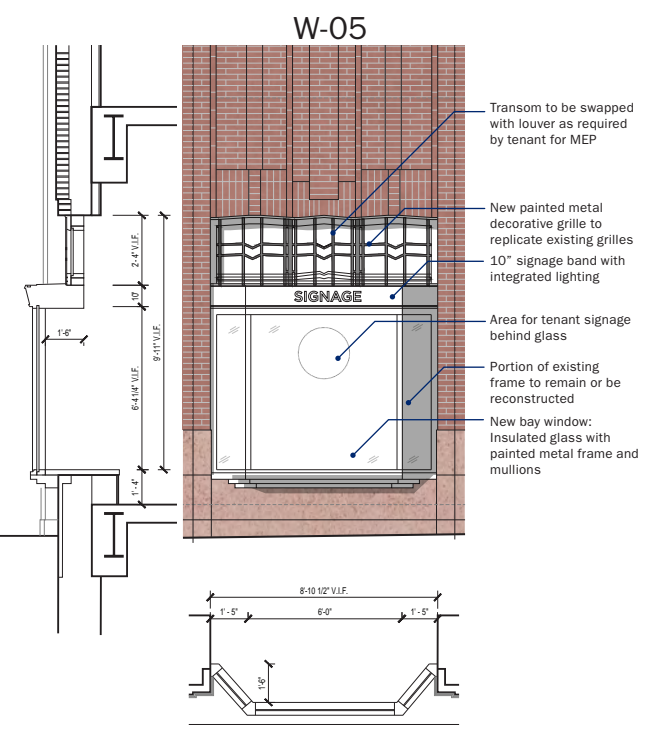
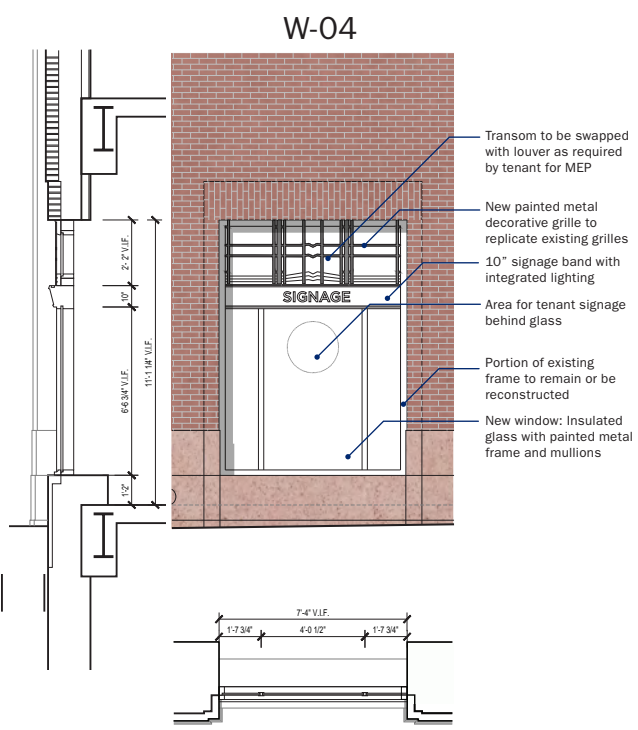
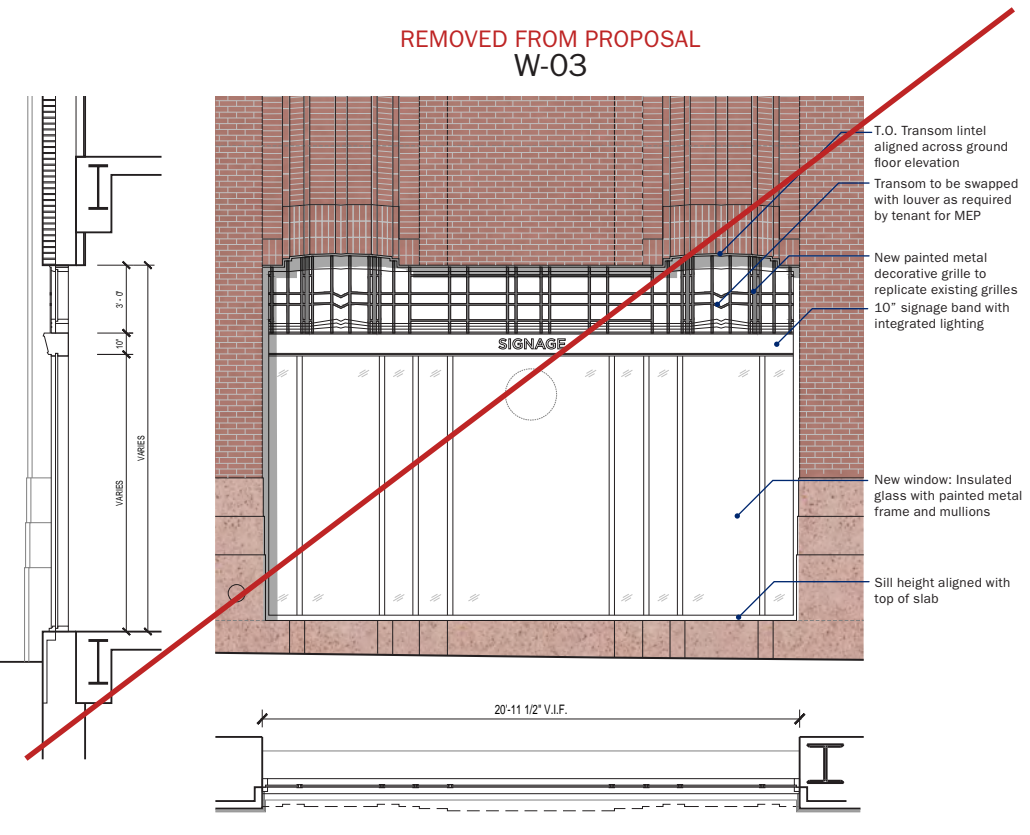
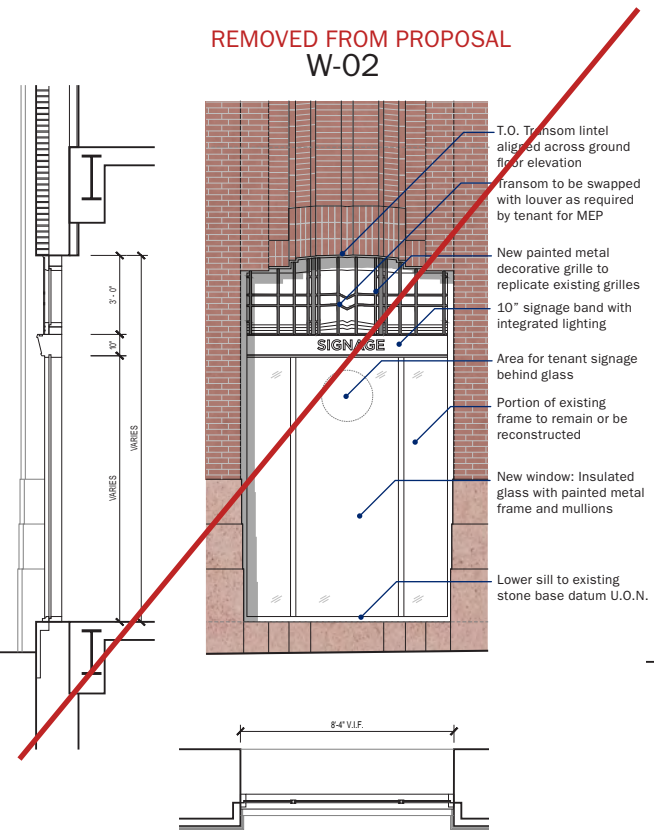
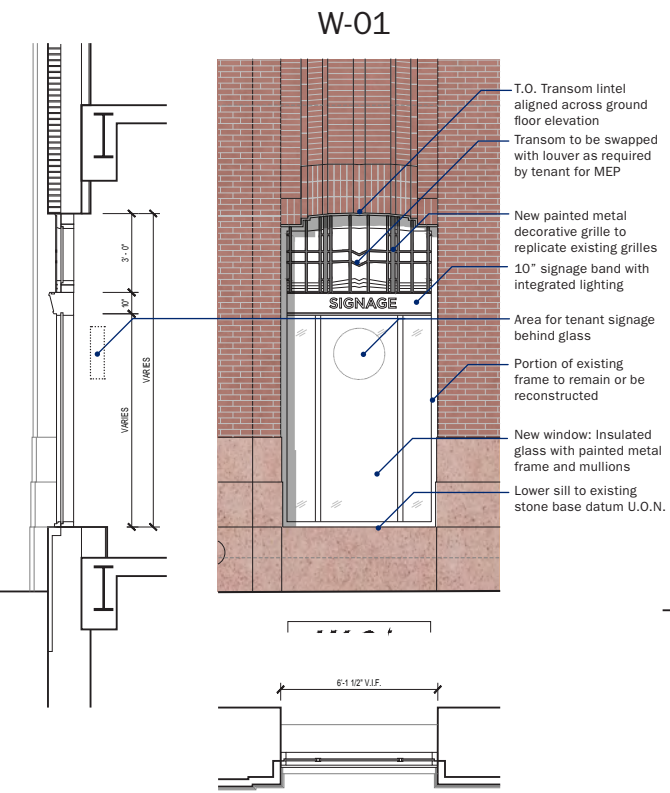
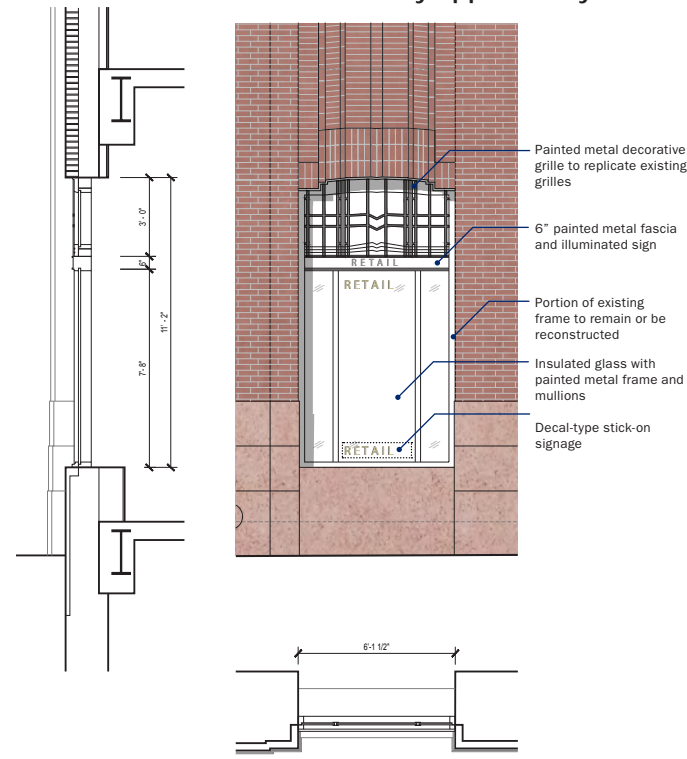
		WINDOWS											DOORS								OPENINGS					
		W-01	W-02	W-03	W-04	W-05	W-06	W-07	W-08	W-09	W-10	EX	D-01	D-02	D-03	D-04	D-05	D-06	D-07	D-08	EX	O-01	O-02	O-03		
STREET	BAY	TYPICAL WINDOW	ENLARGED TYP WINDOW	DOUBLE-WIDE	SQUARE WINDOW - WALKER	ARTICULATED DISPLAY WINDOW	3X4 DIVIDED LITE	3X5 DIVIDED LITE	LOUVER-FULL DECORATIVE GRILL	LOUVER - FULL WINDOW GRID	LOUVER - HALF WINDOW GRID	EXISTING TO REMAIN	SINGLE DOOR W/SIDE LITE	2'10" DOUBLE DOOR	3'-0" DOUBLE DOOR TYP GRILL	DOUBLE WIDE (2) 3'-0" DOUBLE DOOR	3'-0" DOUBLE DOOR WITH SQUARE GRILL	2'-10" DOUBLE DOOR WITH AWNING	SOLID HM EGRESS DOOR	BOH SINGLE DOOR W/ SIDE LITE	EXISTING TO REMAIN	LOADING DOCK ROLLING DOOR	DOUBLE PORTAL	SINGLE PORTAL		
CHURCH STREET	B-35A																									
	B-35	○											○	○												
	B-36A						●																			
	B-36	○					●						○	●												
	B-37						●																			
	B-38																				○					
	B-39																									
	B-40																									
	B-41																									
	B-42																									
	B-43																									
	B-44	○												○	○											
	B-45	○												○	●											
	B-46	○												○	●											
B-47	○												○	○												
B-48	●																									
LISPENARD STREET	B-49	●																								
	B-50	○																								
	B-51	●																								
	B-52																									
	B-53																									
	B-54																									
	B-55																									
	B-56																									
	B-57																									
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	B-61																									
	B-62																									
	B-63																									
	B-64																									
	B-65																									
	B-66																									
	B-67																									
	B-68																									
	B-69	●																								
	B-70	●																								
	B-71	●																								
	B-72	●																								



TYOLOGIES | WINDOWS

PRESENTED TO LPC 11.28.2023

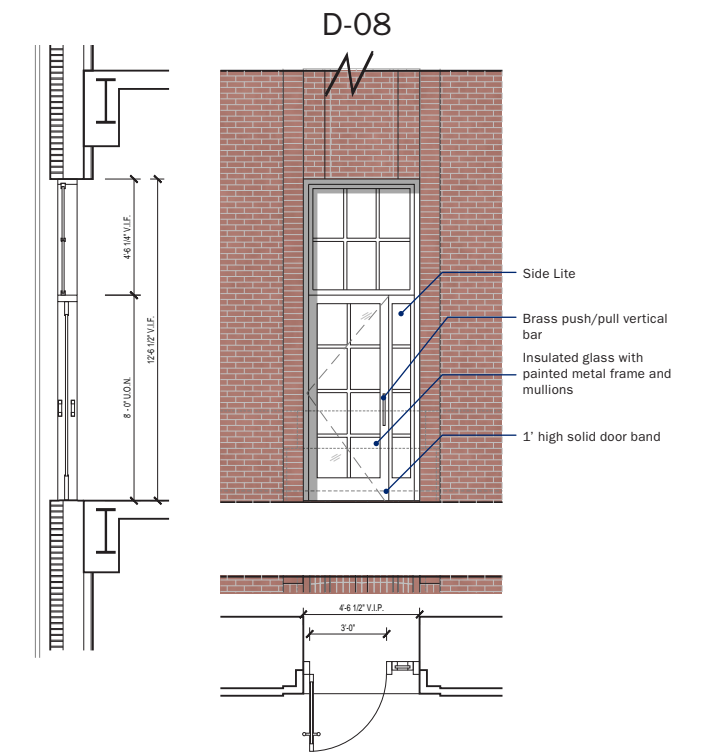
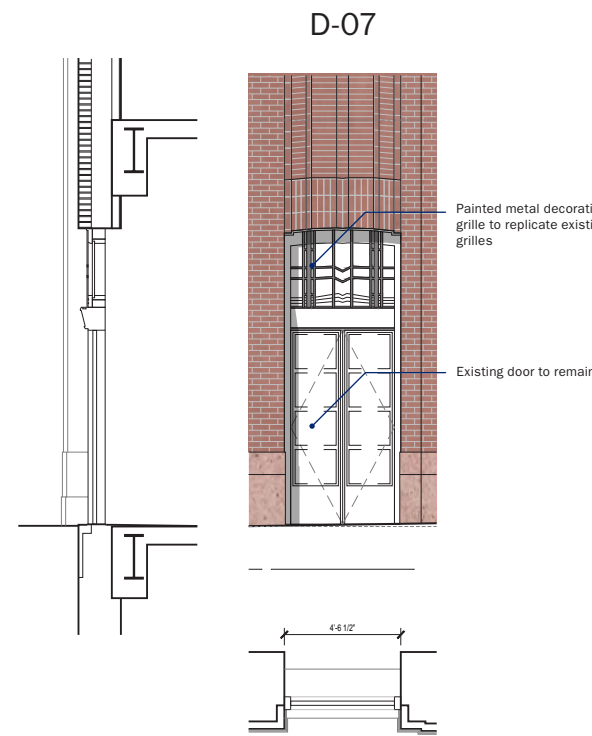
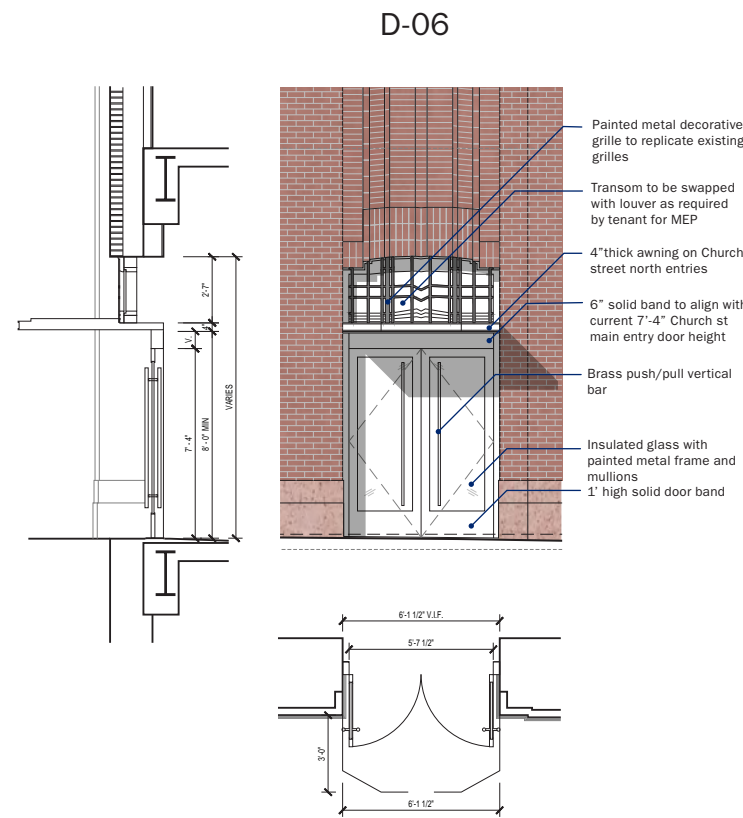
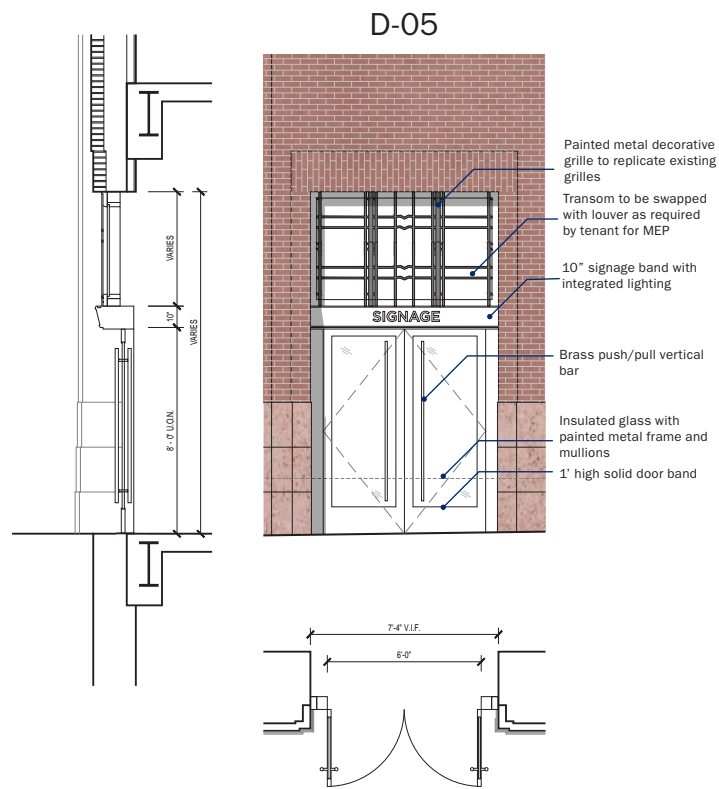
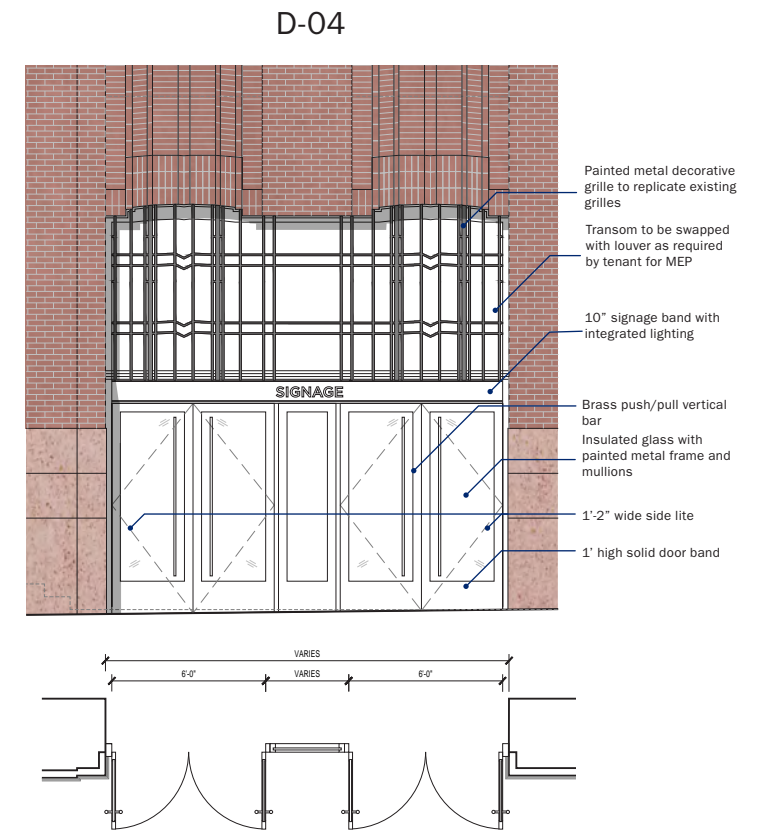
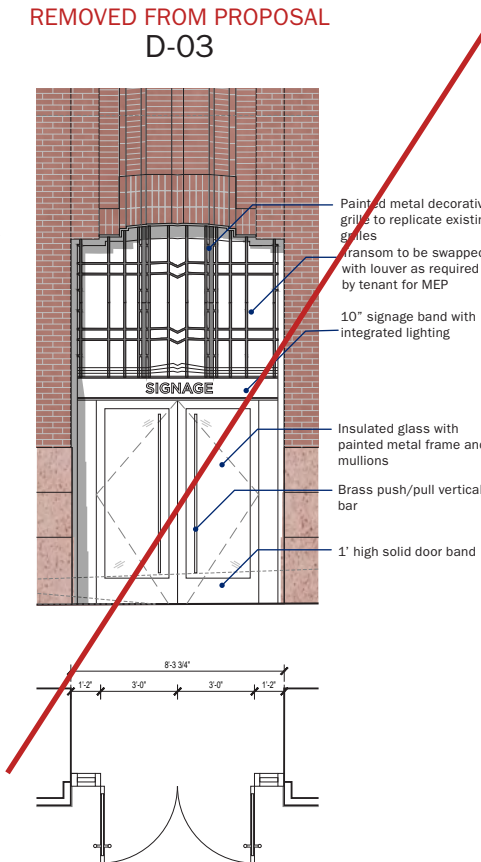
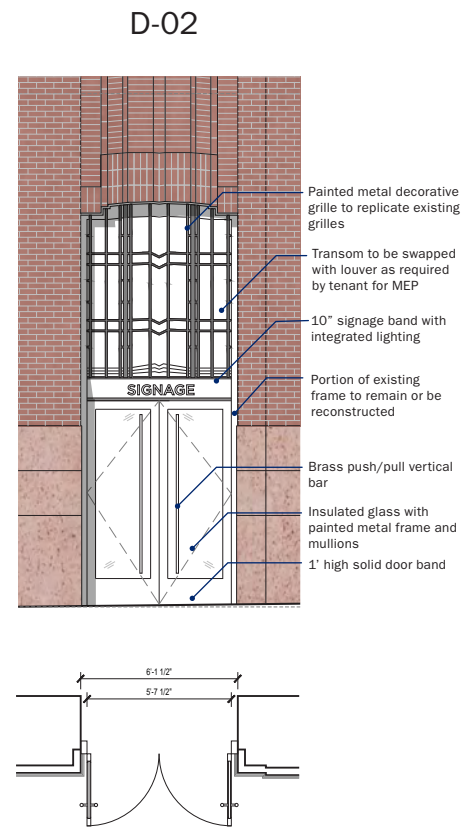
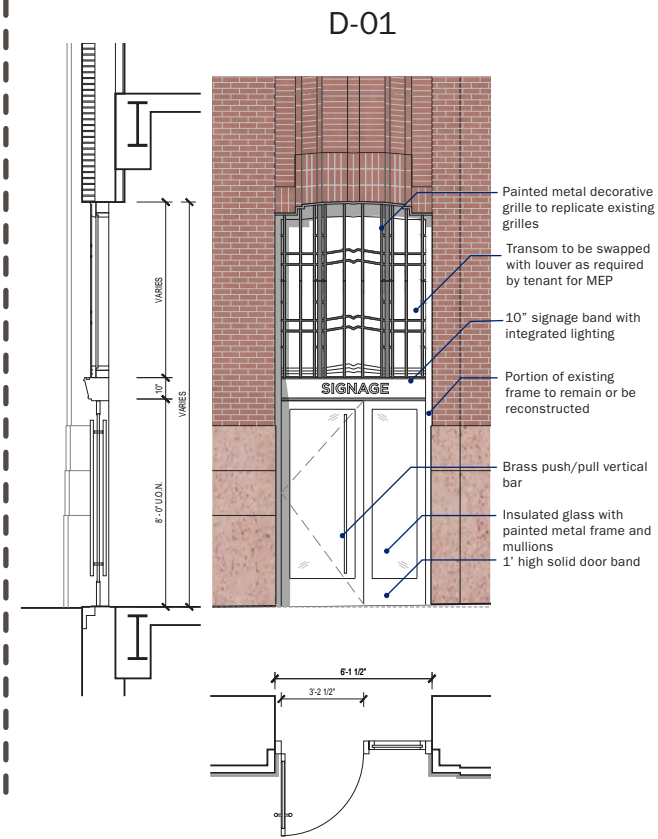
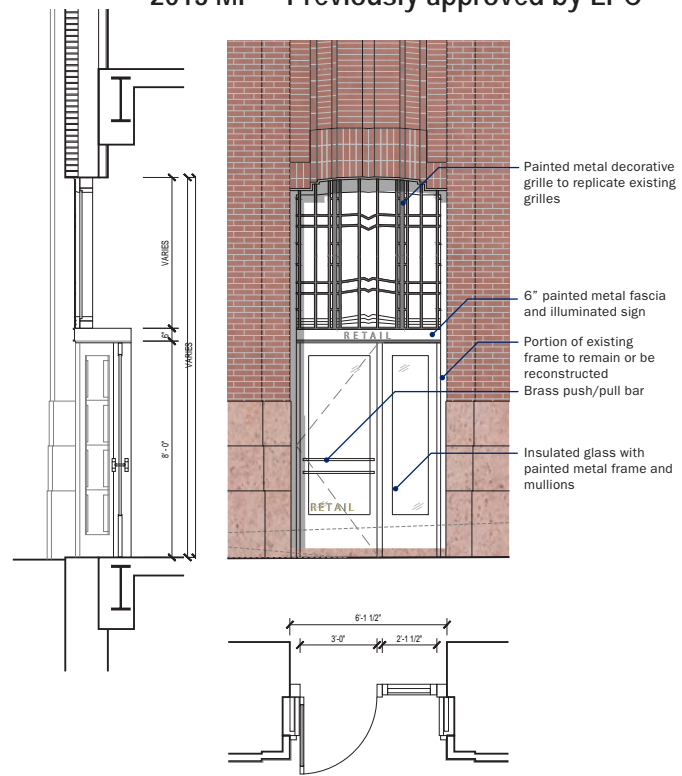
2013 MP - Previously approved by LPC



TYOLOGIES | EXTERIOR DOORS

PRESENTED TO LPC 11.28.2023

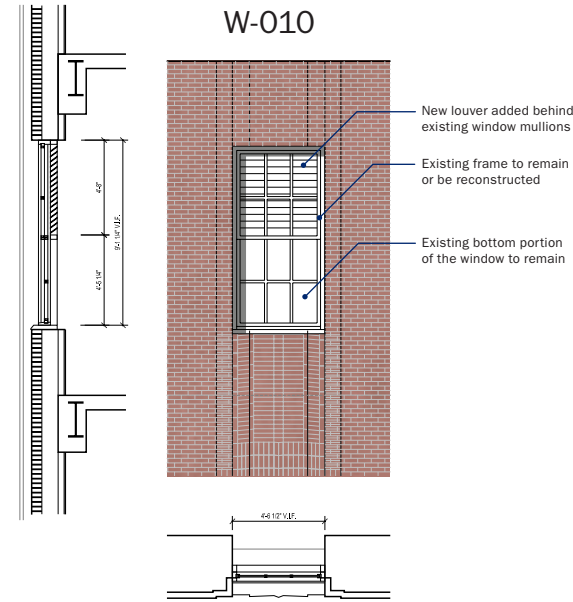
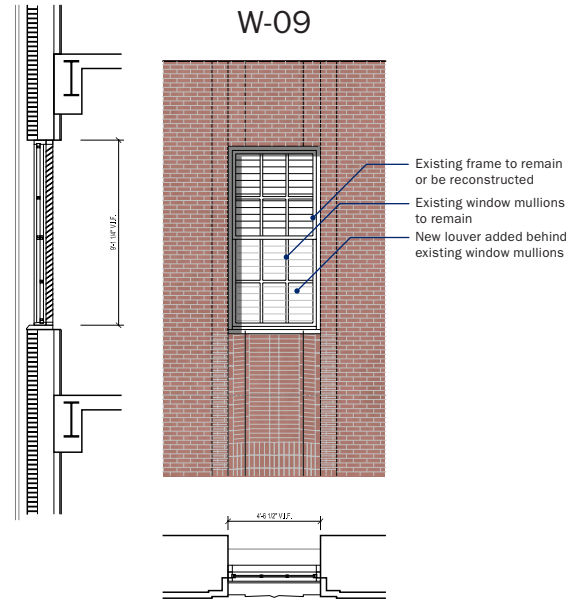
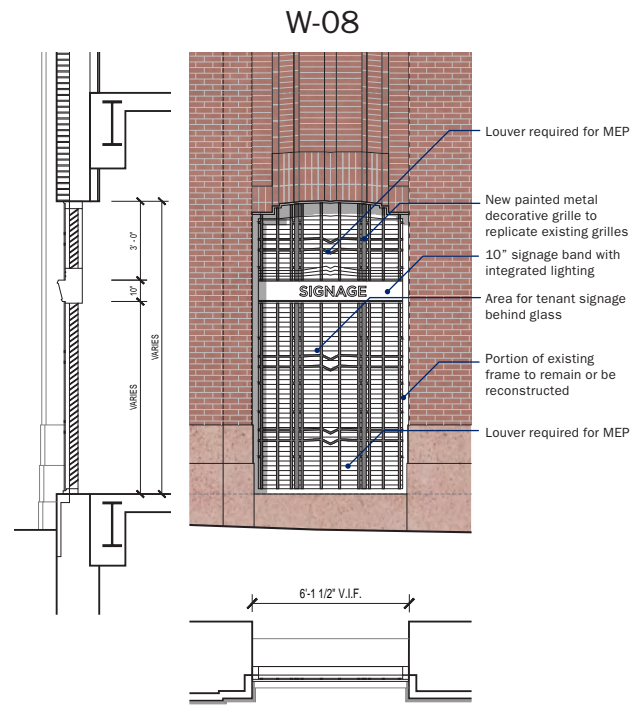
2013 MP - Previously approved by LPC



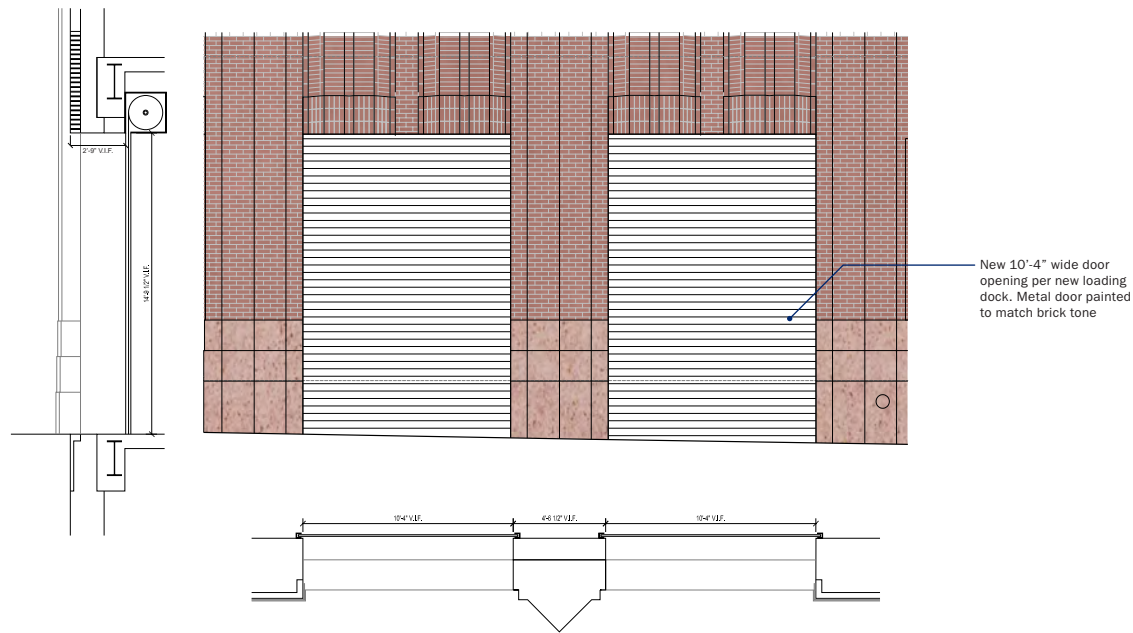
TYOLOGIES | OPENINGS AND LOUVERS

PRESENTED TO LPC 11.28.2023

W-09/W-10 INSTALLED ON 2ND FLOOR AS REQ'D BY MEP. IF MULTIPLE LOUVERS REQ'D THEY WILL BE GROUPED

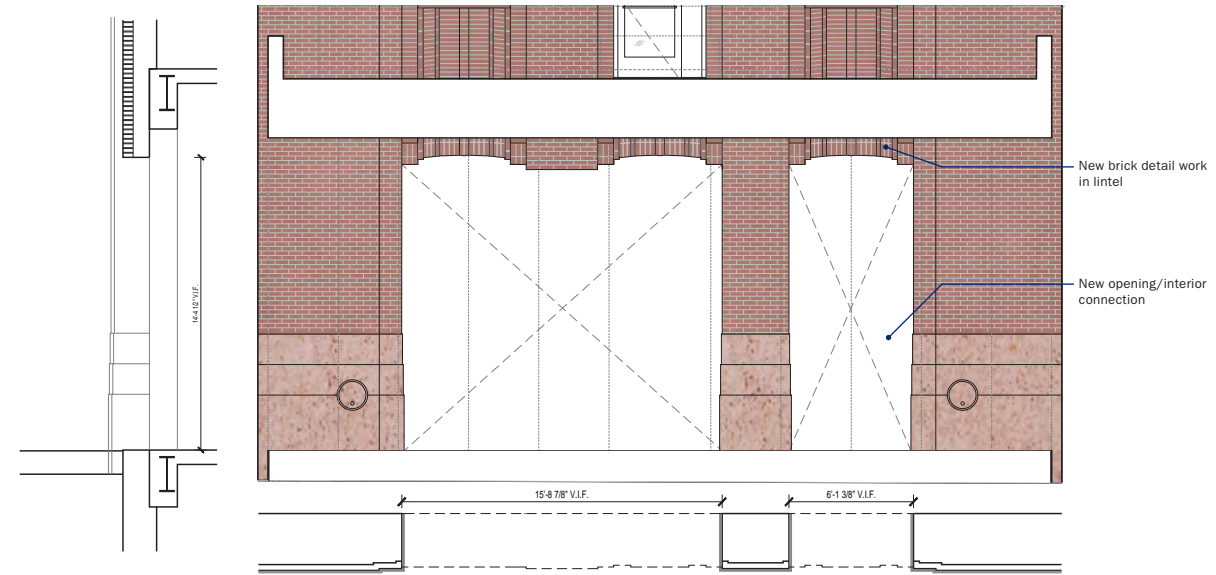


0-01



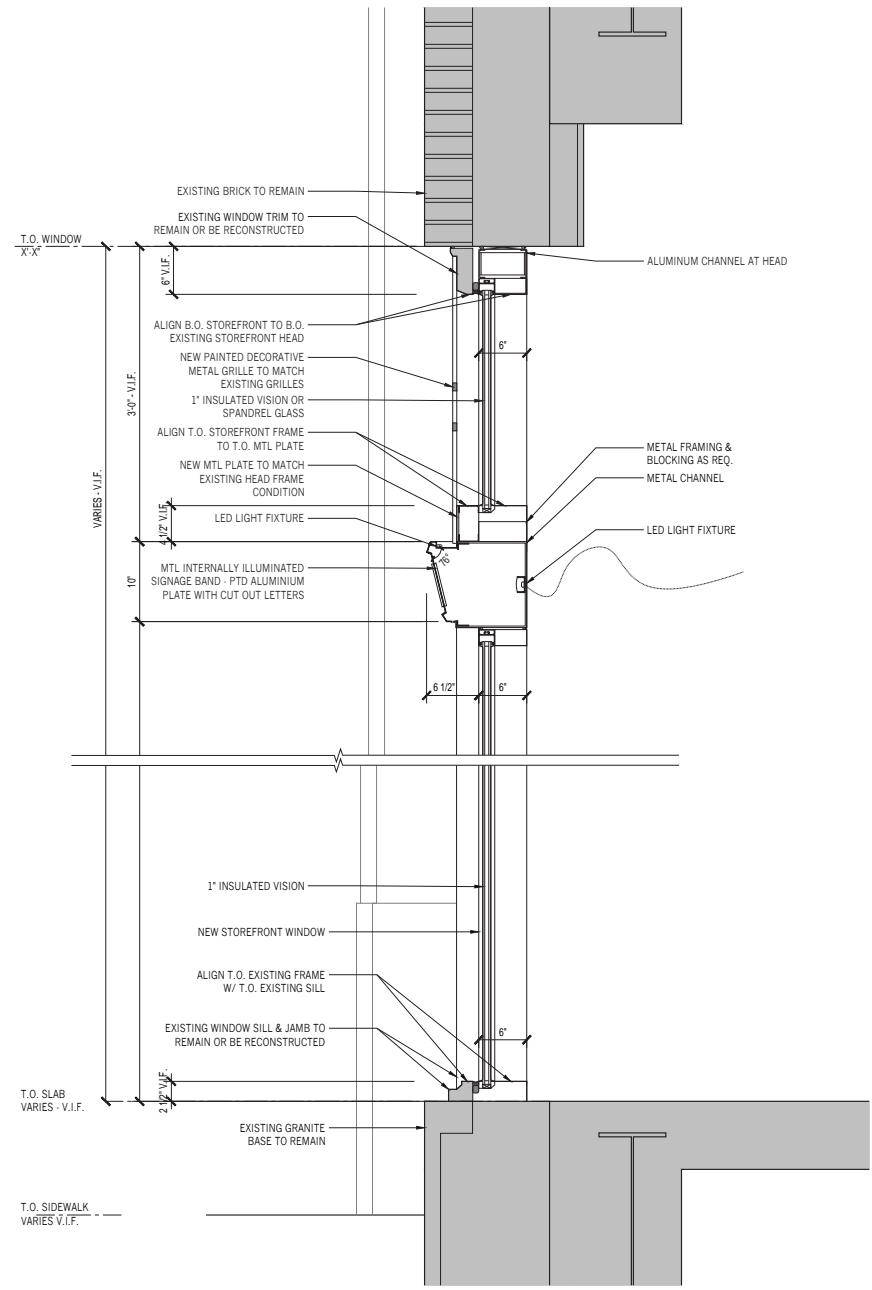
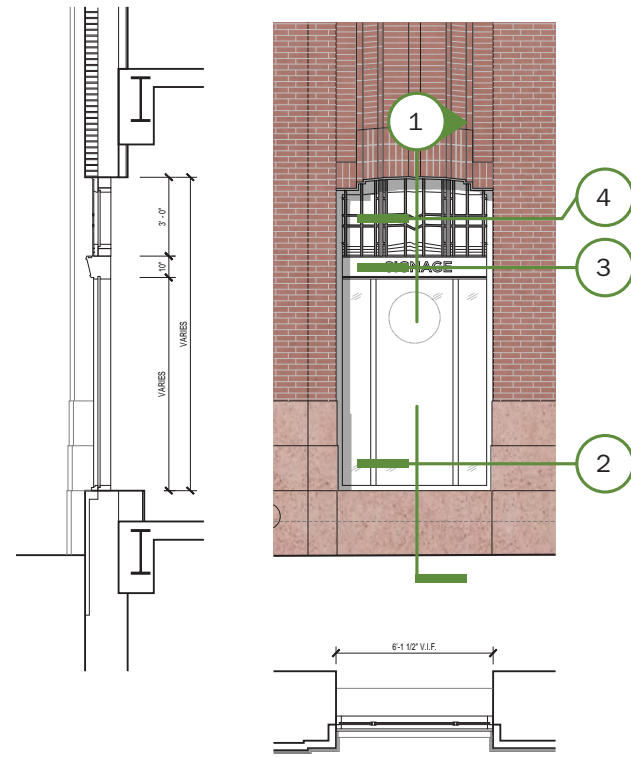
0-02

0-03

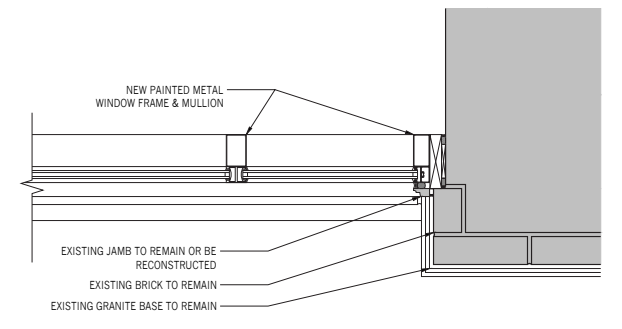


DETAILS | TYP WINDOW: W-1, W-2, W3, W4

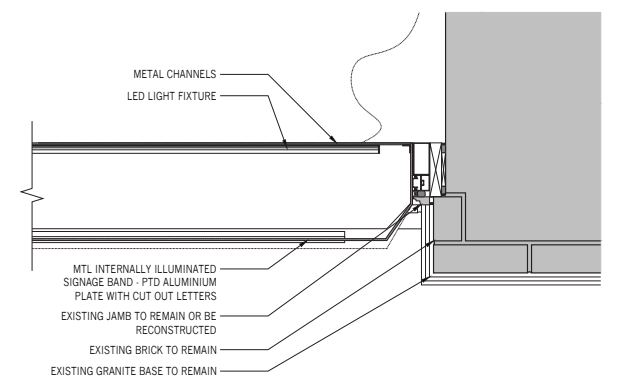
PRESENTED TO LPC 11.28.2023



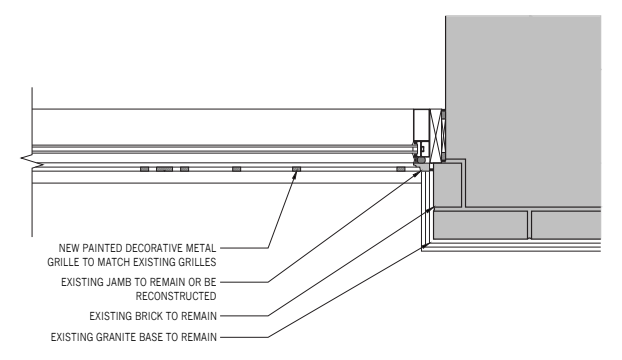
1 ENLARGED SECTION DETAIL - TYP WINDOW
1/2" = 1'-0"



4 ENLARGED PLAN DETAIL - TYP TRANSOM JAMB
1/2" = 1'-0"



3 ENLARGED PLAN DETAIL - TYP SIGNAGE BAND
1/2" = 1'-0"

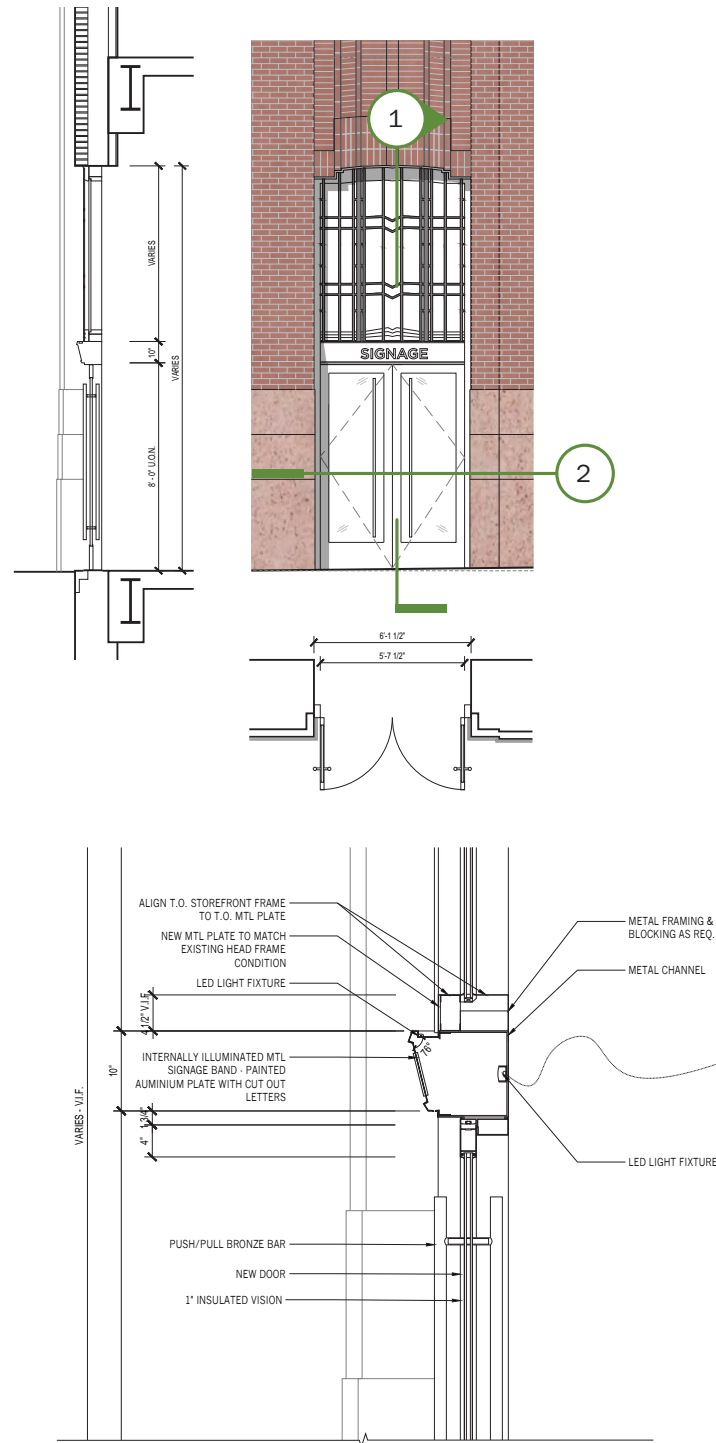


2 ENLARGED PLAN DETAIL - TYP WINDOW JAMB
1/2" = 1'-0"

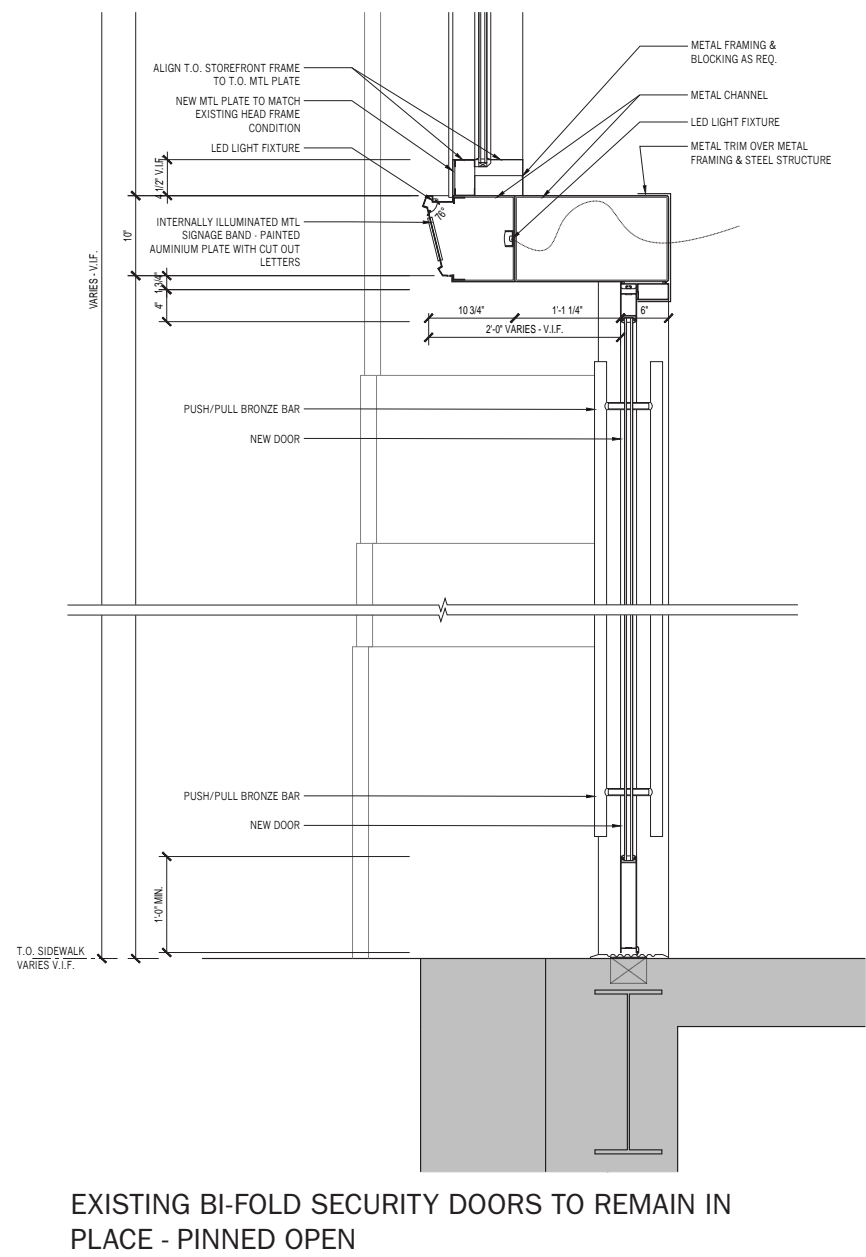


DETAILS | TYP DOOR: D-01, D-02, D-03, D-04, D-05

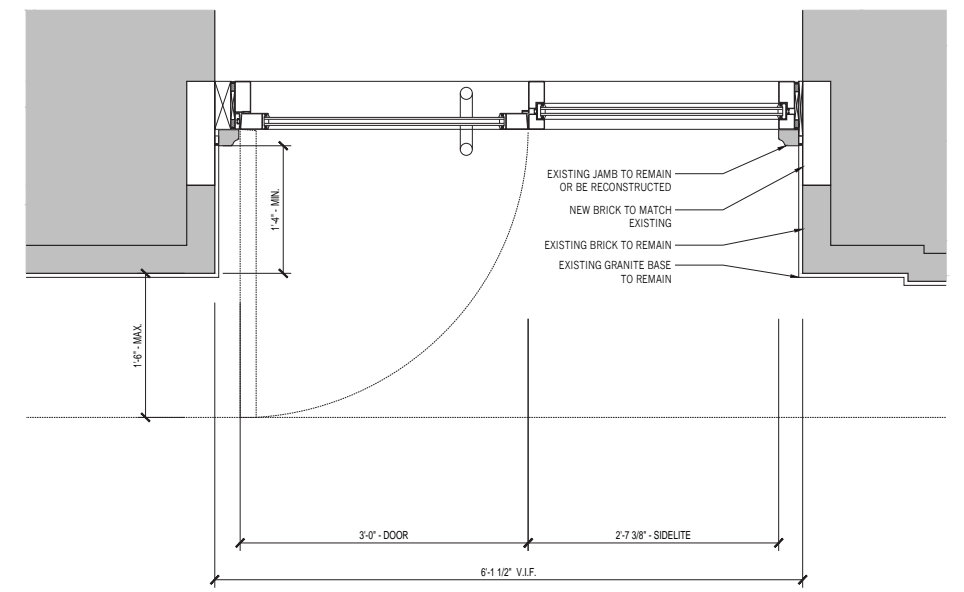
PRESENTED TO LPC 11.28.2023



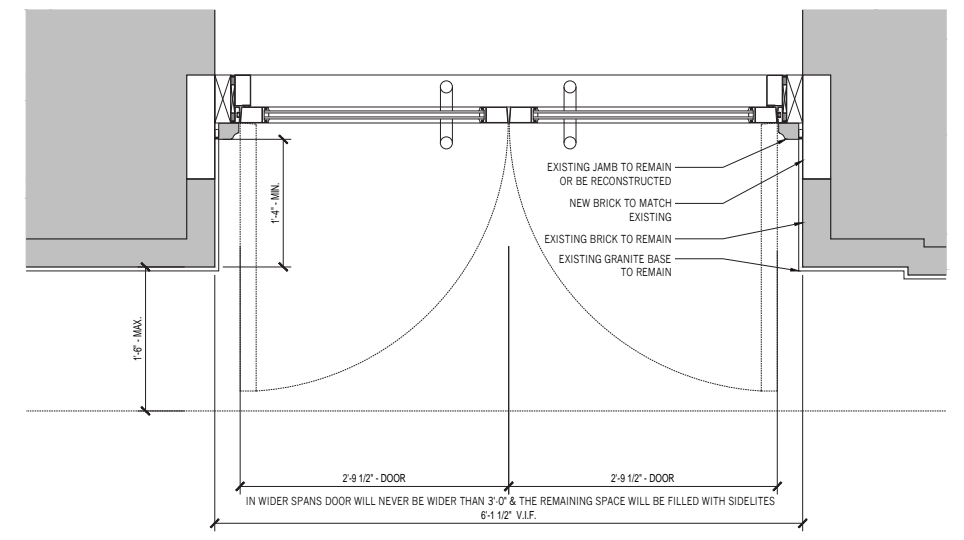
1A ENLARGED SECTION DETAIL - TYP DOOR
1/2" = 1'-0"



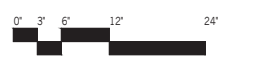
1B ENLARGED SECTION DETAIL - TYP DOOR W/ SETBACK
1/2" = 1'-0"



2B ENLARGED PLAN DETAIL - TYP SINGLE DOOR W/ SIDE LIGHT
1/2" = 1'-0"

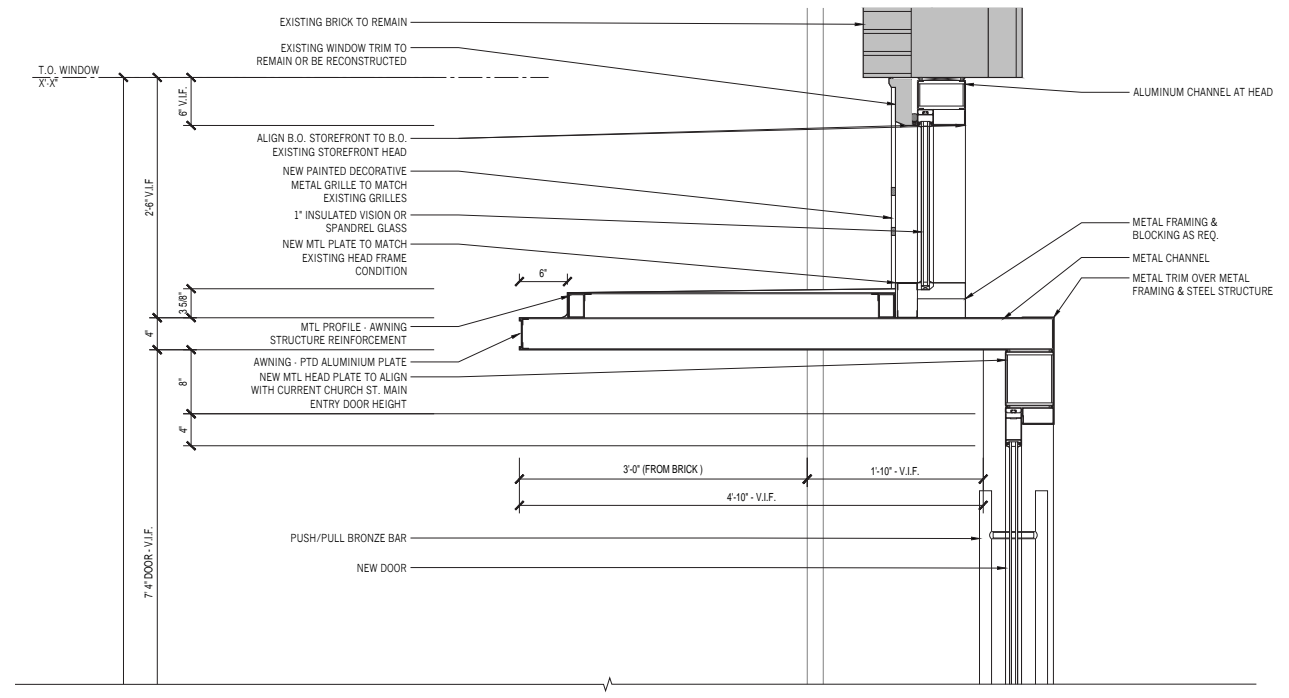
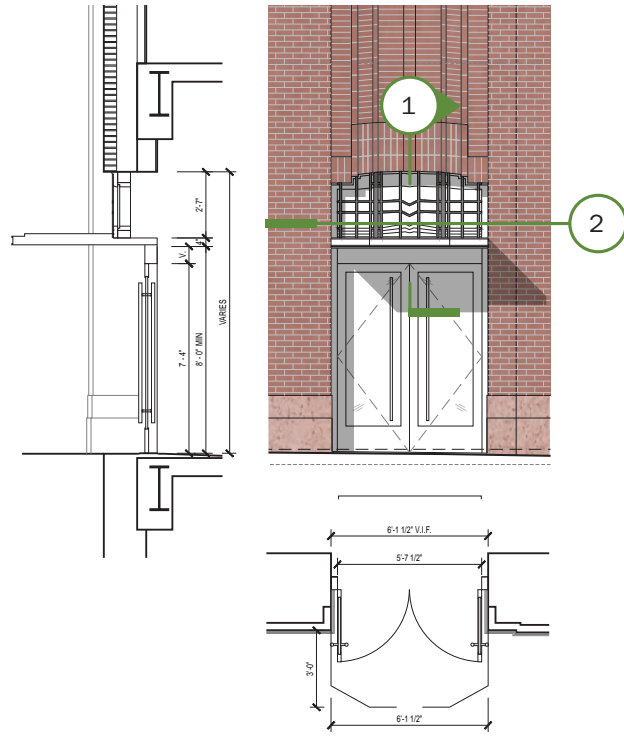


2A ENLARGED PLAN DETAIL - TYP DOUBLE DOOR
1/2" = 1'-0"

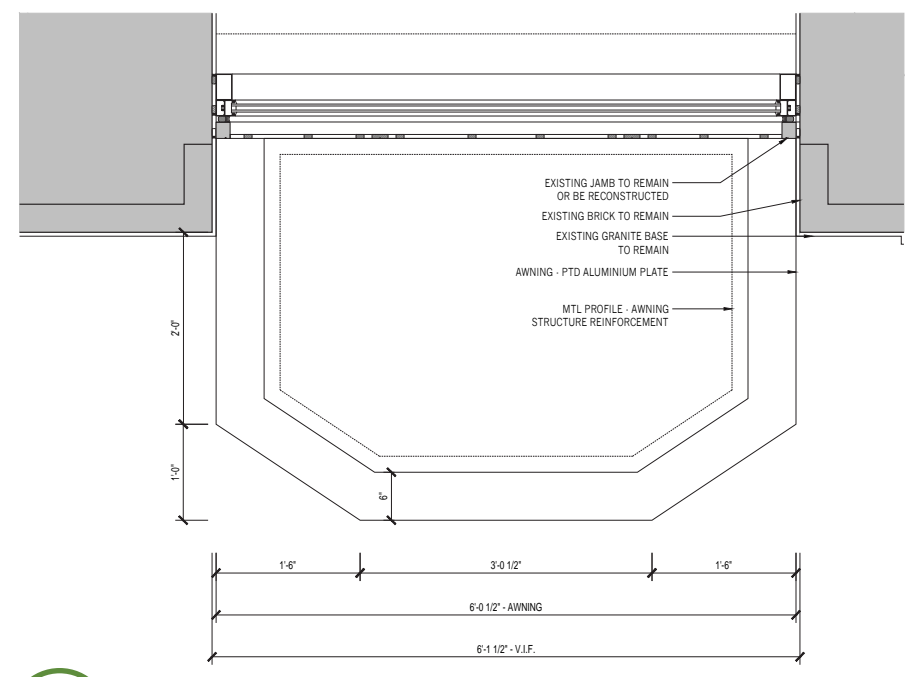


DETAILS | TYP CANOPY D-06

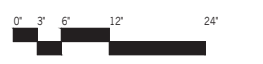
PRESENTED TO LPC 11.28.2023



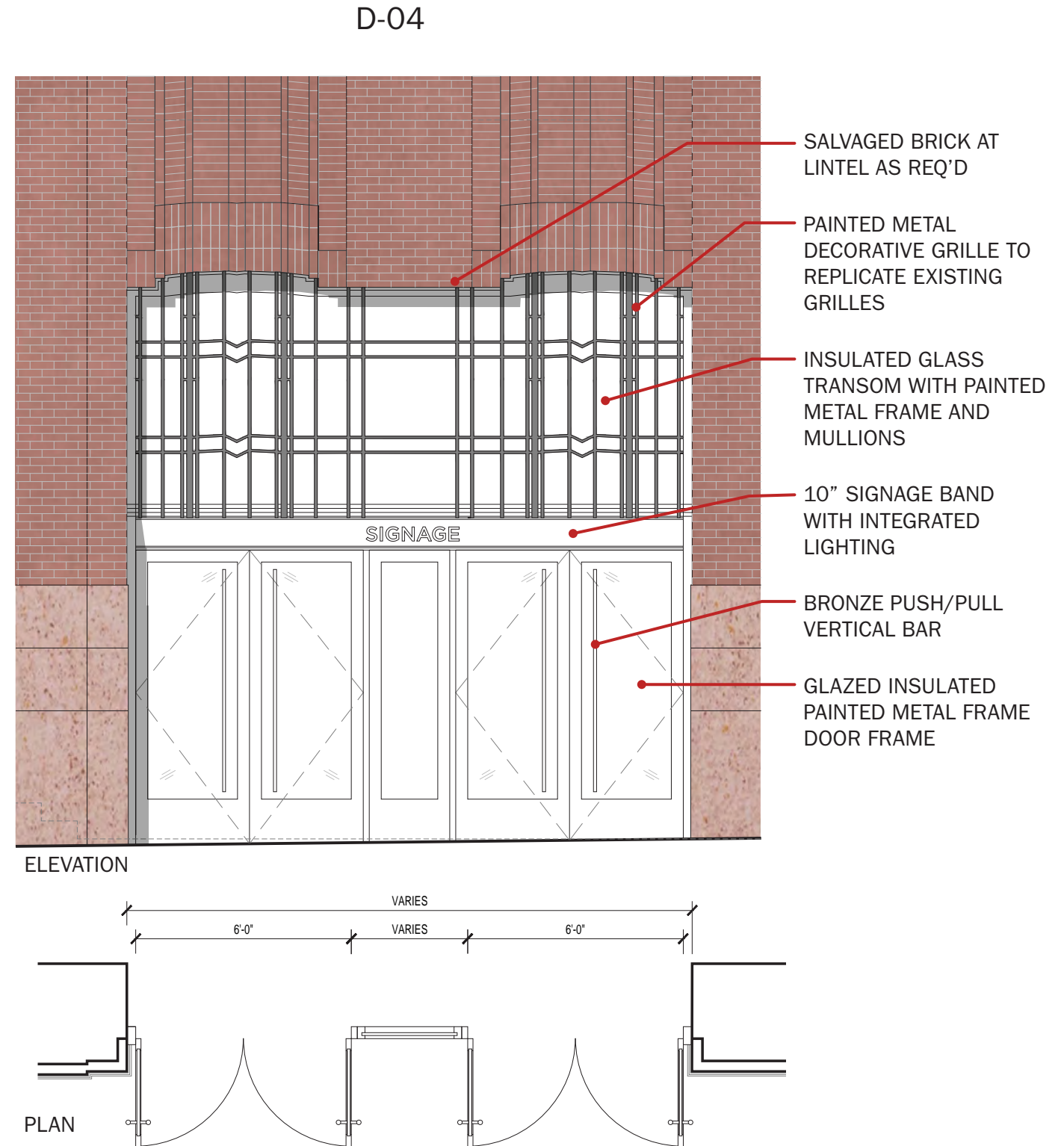
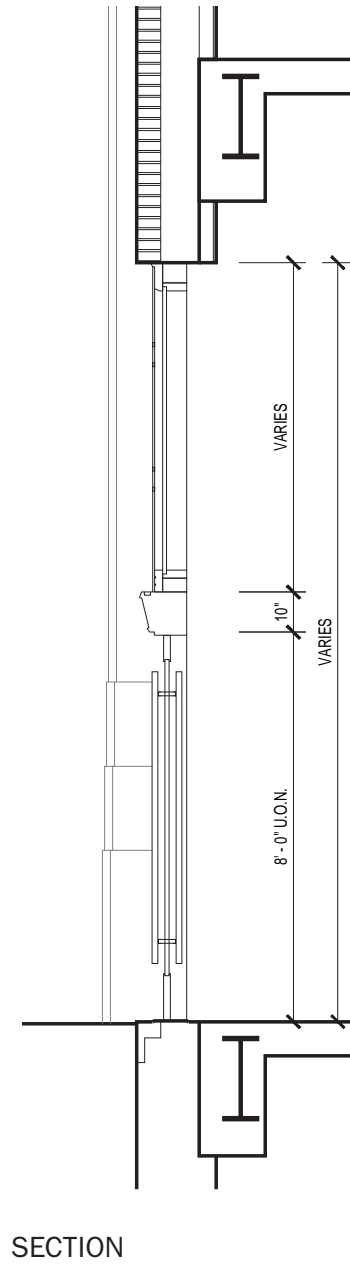
1 ENLARGED SECTION DETAIL - TYP DOOR W/ SETBACK
1/2" = 1'-0"



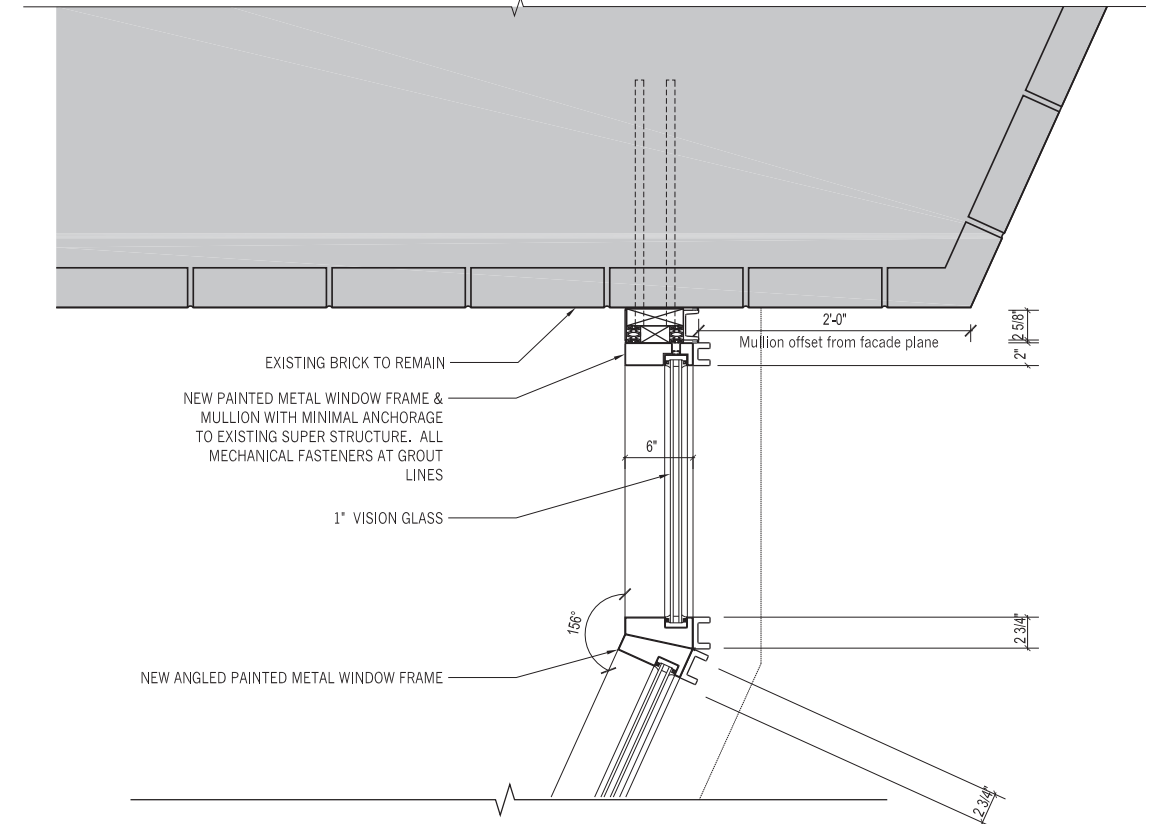
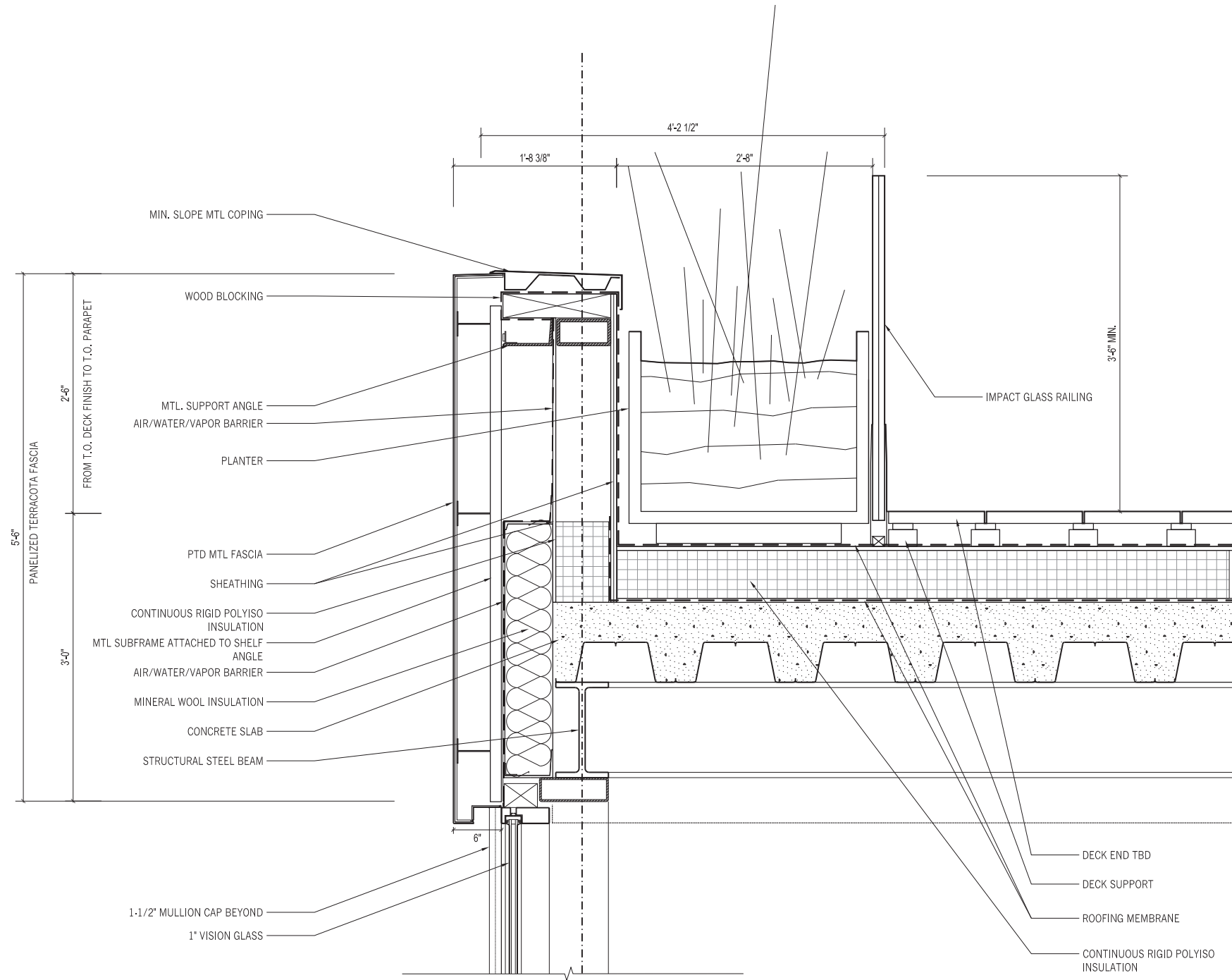
2 ENLARGED PLAN DETAIL - TYP DOUBLE DOOR
1/2" = 1'-0"



TYOLOGIES | EXTERIOR DOORS



ENLARGED DETAILS | PAVILION



1 ENLARGED SECTION DETAIL - FASCIA

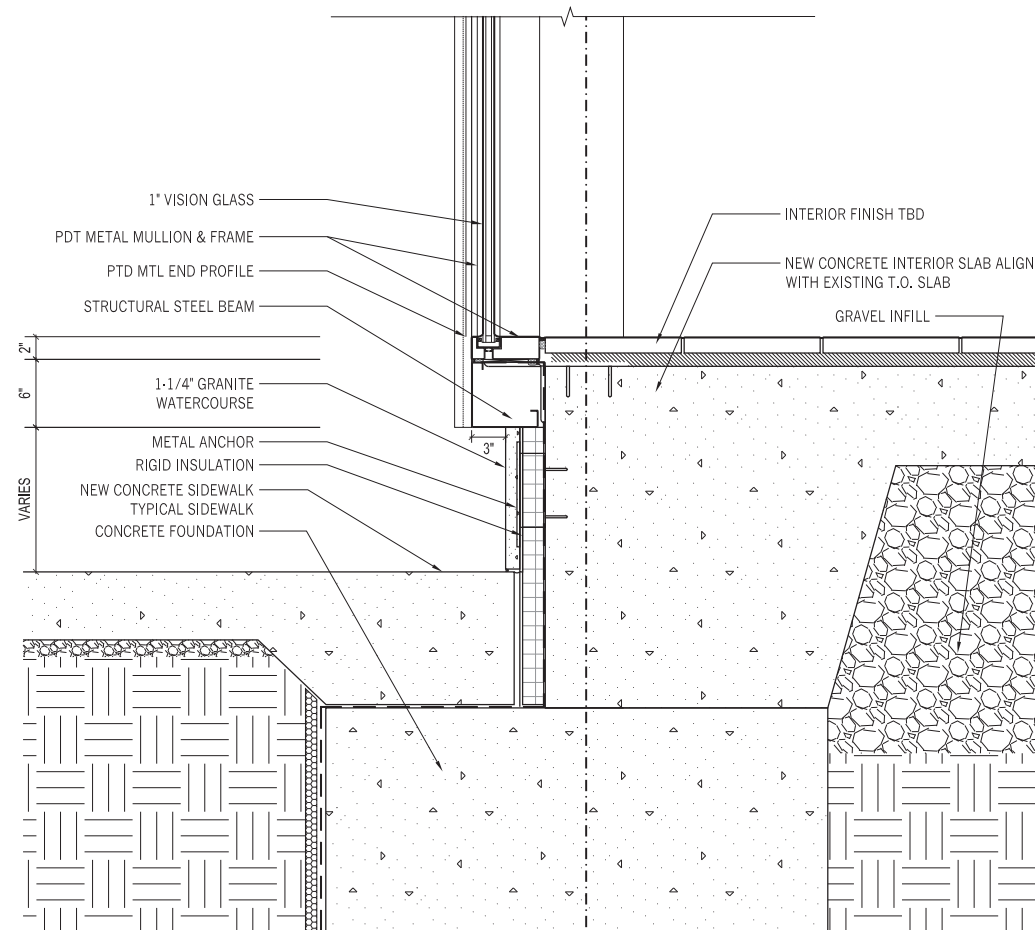
0' 3' 6' 12' 24'

2 ENLARGED PLAN DETAIL - STOREFRONT CONNECTION

0' 3' 6' 12' 24'



ENLARGED DETAILS | PAVILION

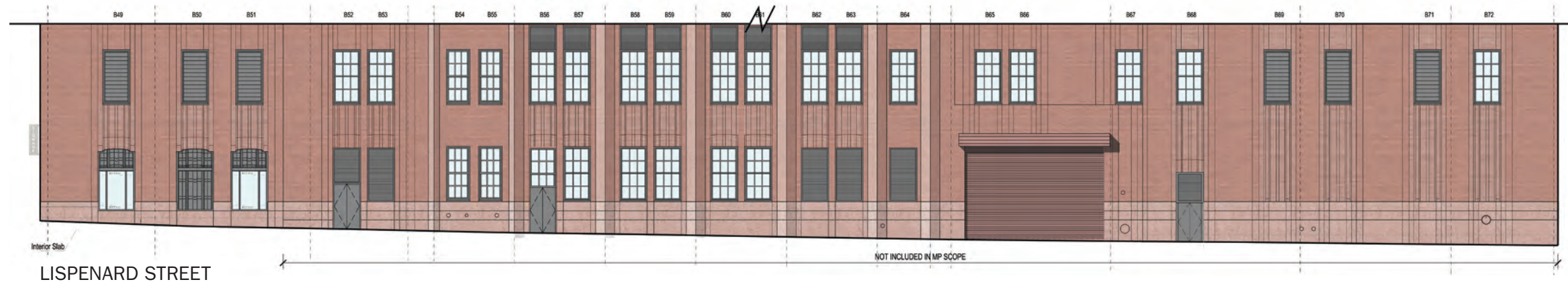
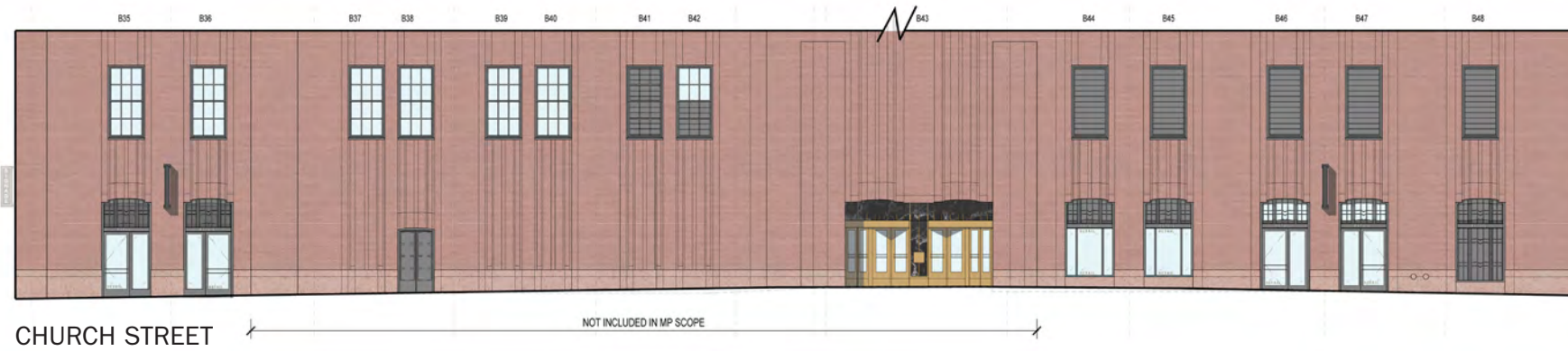
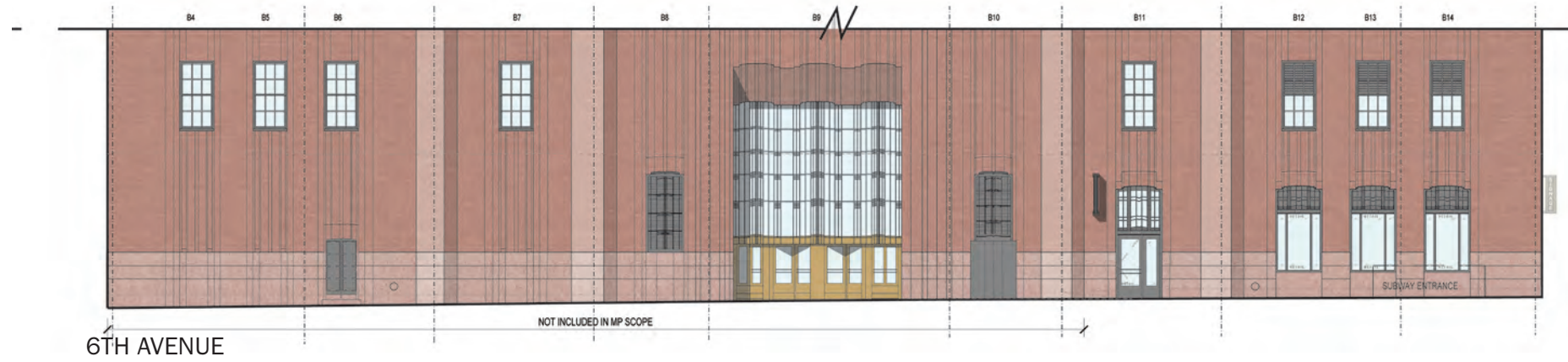


1

ENLARGED SECTION DETAIL - BASE



OVERALL ELEVATIONS | 2013 MASTER PLAN ELEVATIONS - APPROVED BY LPC



1ST FLOOR PLAN | PRESENTED TO LPC 11.28.23





APPENDIX II









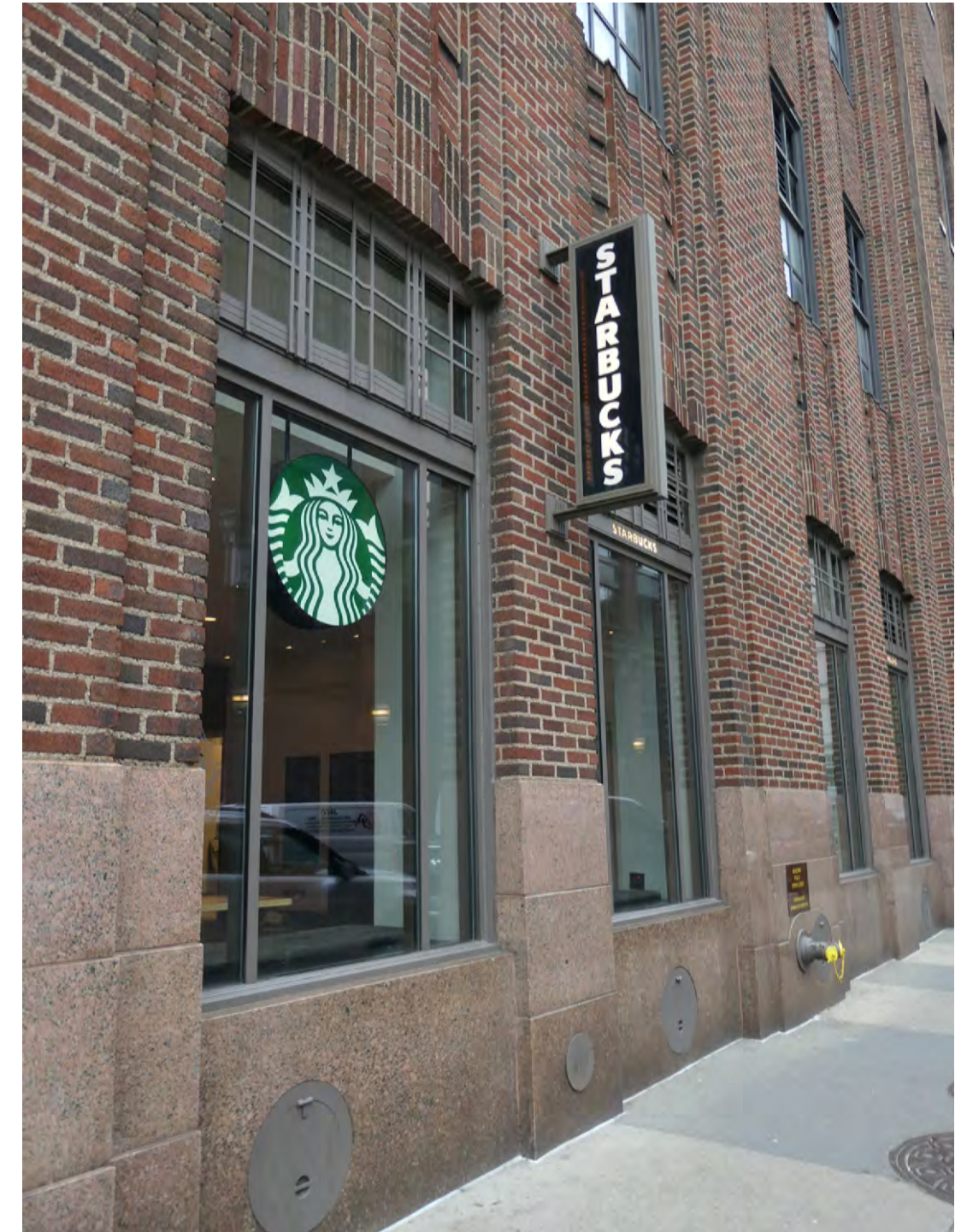


2013 STOREFRONT + SIGNAGE MASTER PLAN:

- MASTER PLAN ONLY COVERED FRONTAGE ALONG SOUTHERN HALF OF BUILDING
- NEW METAL DISPLAY WINDOWS AND DOORS WITH DECORATIVE GRILLES, AT EXISTING MASONRY OPENINGS
- SIX (6) NEW ENTRANCES CREATED AT EXISTING WINDOW LOCATIONS, REQUIRED EXPANSION OF MASONRY OPENINGS
- SIGN BANDS AT TRANSOM BAR OF EVERY DOOR AND WINDOW, INTERNALLY ILLUMINATED
- BLADE SIGNS AT BRICK PIERS, INTERNALLY ILLUMINATED
- PARTIAL AND FULL MECHANICAL LOUVER OPTIONS, SET BEHIND DECORATIVE METAL GRILLES



AS-BUILT STARBUCKS RETAIL FRONTAGES | SIXTH AVENUE



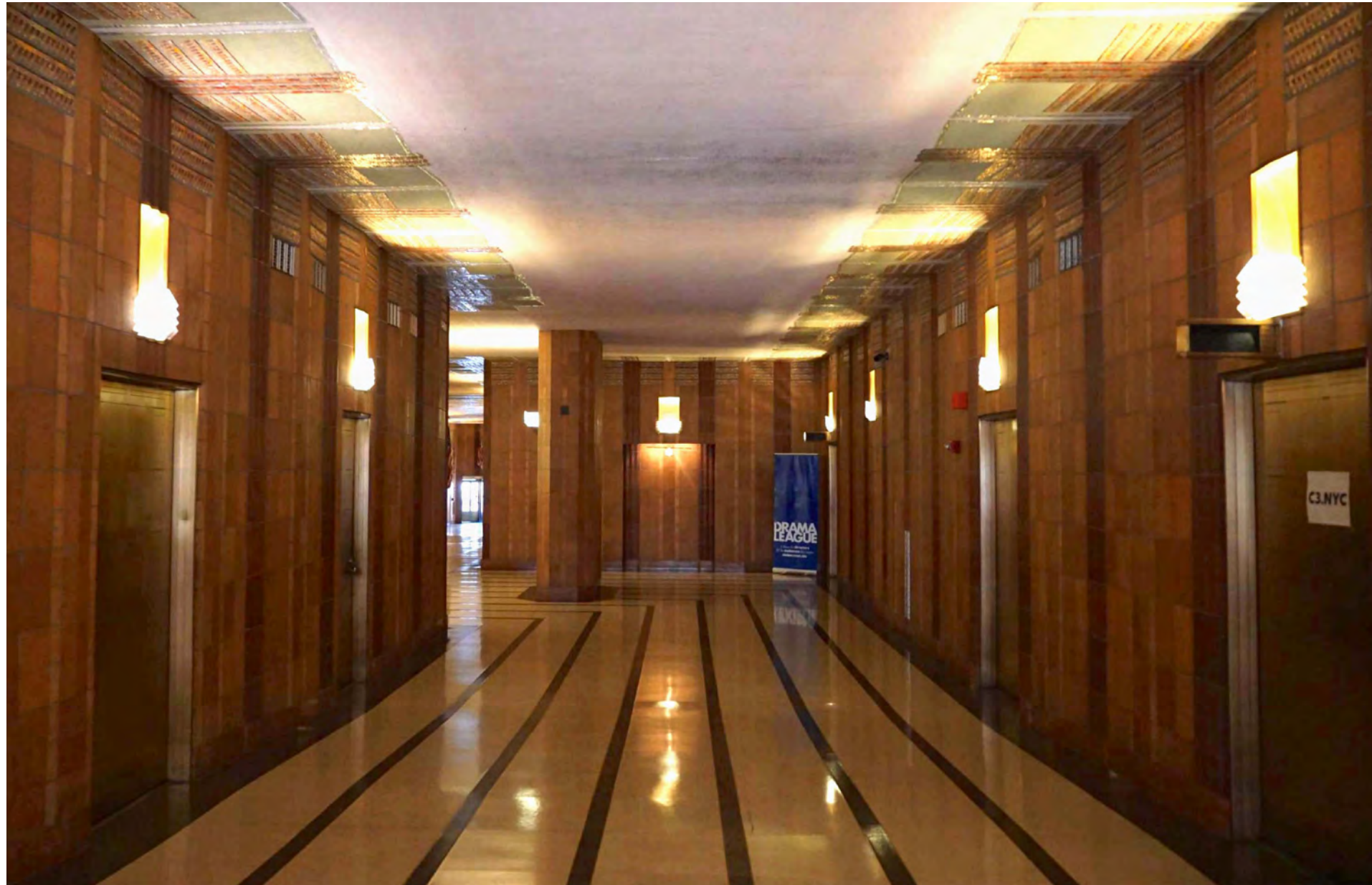
AS-BUILT STARBUCKS RETAIL FRONTAGES | WALKER STREET





VIEW OF LOBBY, LOOKING EAST FROM SIXTH AVENUE





VIEW OF LOBBY, LOOKING WEST FROM CHURCH STREET



DETAIL VIEW OF DOORS AT SOUTH LOBBY WALL





32 AVENUE OF THE AMERICAS - WALKER ST



BARCLAY VESEY BUILDING - NY9A



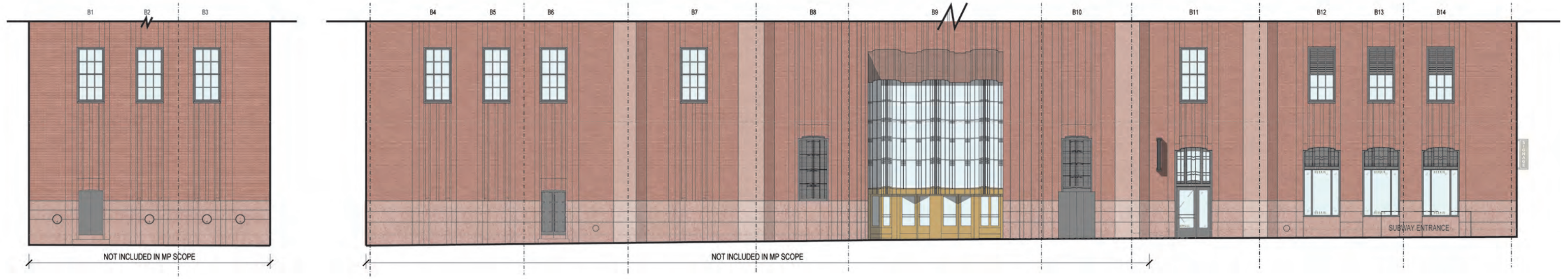
60 HUDSON STREET - W BROADWAY



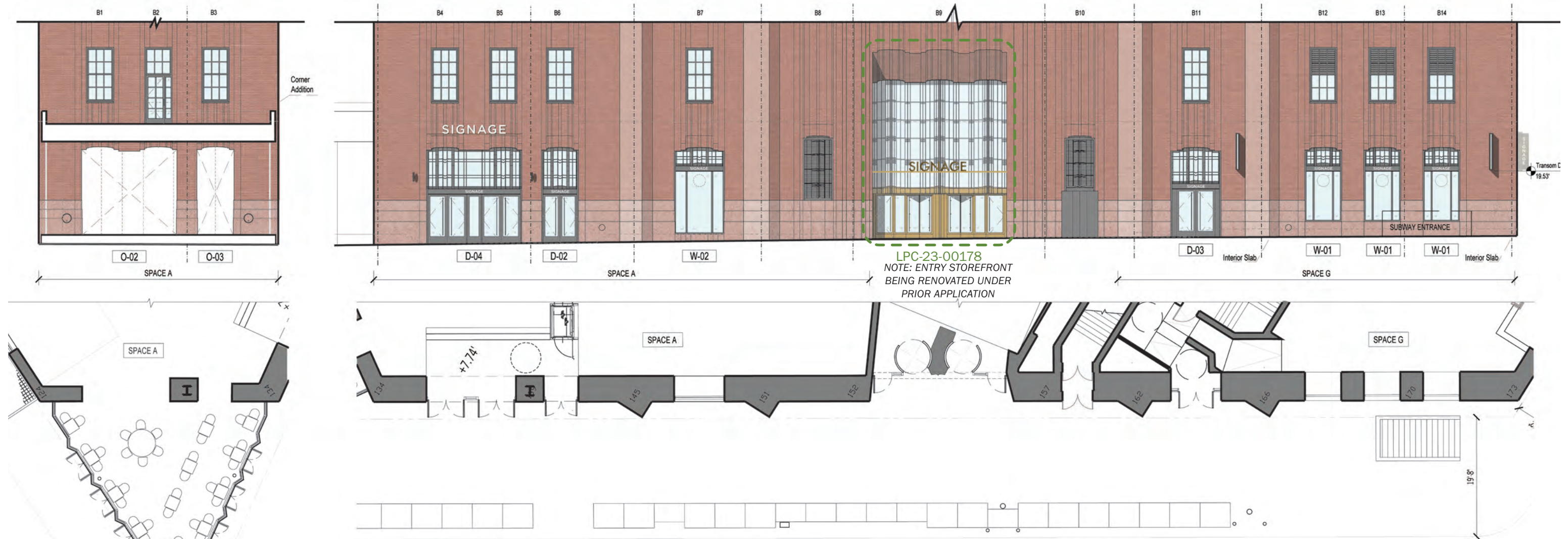
OVERALL ELEVATIONS | AVENUE OF THE AMERICAS

PRESENTED TO LPC 11.28.23

2013 LPC APPROVED



PROPOSED



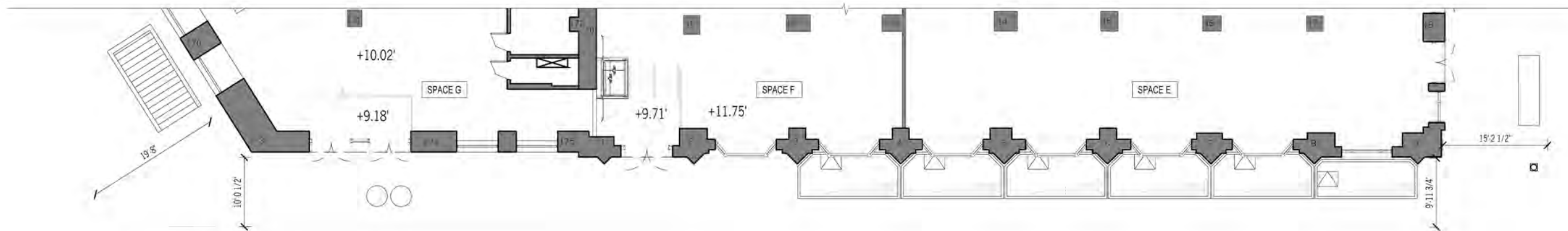
OVERALL ELEVATIONS | WALKER ST

PRESENTED TO LPC 11.28.23

2013 LPC APPROVED



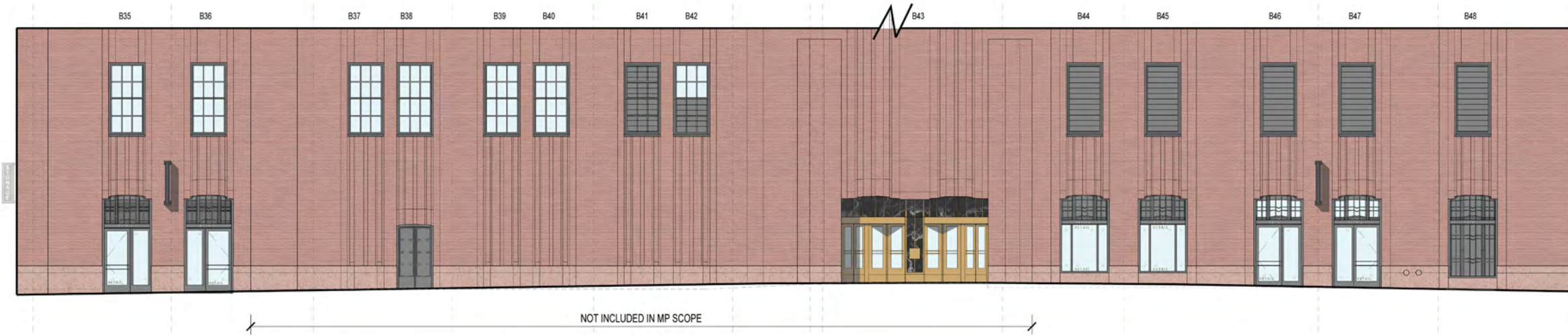
PROPOSED



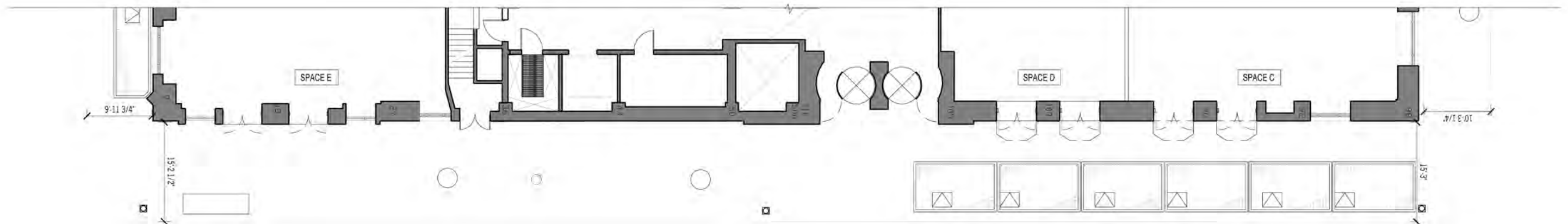
OVERALL ELEVATIONS | CHURCH ST

PRESENTED TO LPC 11.28.23

2013 LPC APPROVED



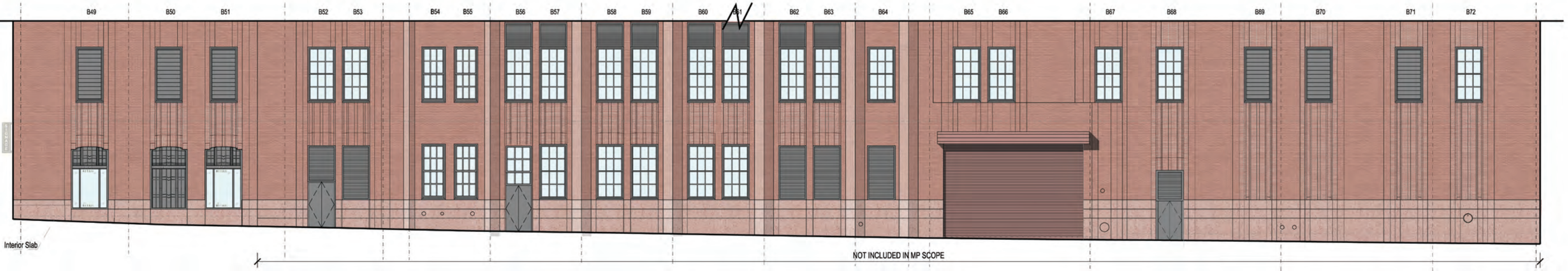
PROPOSED



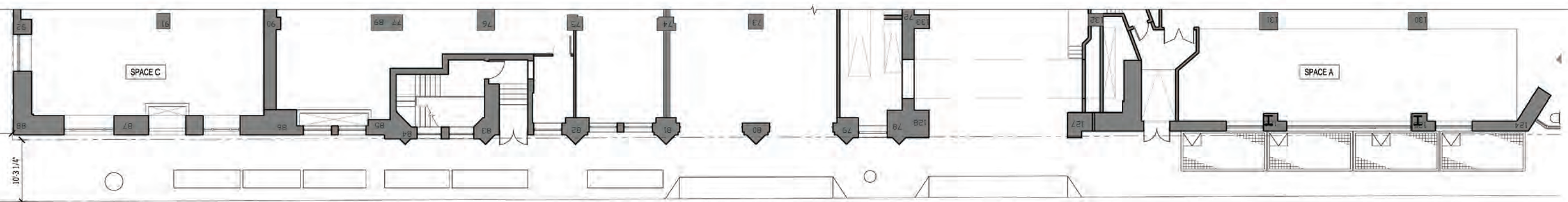
OVERALL ELEVATIONS | LISPENARD ST

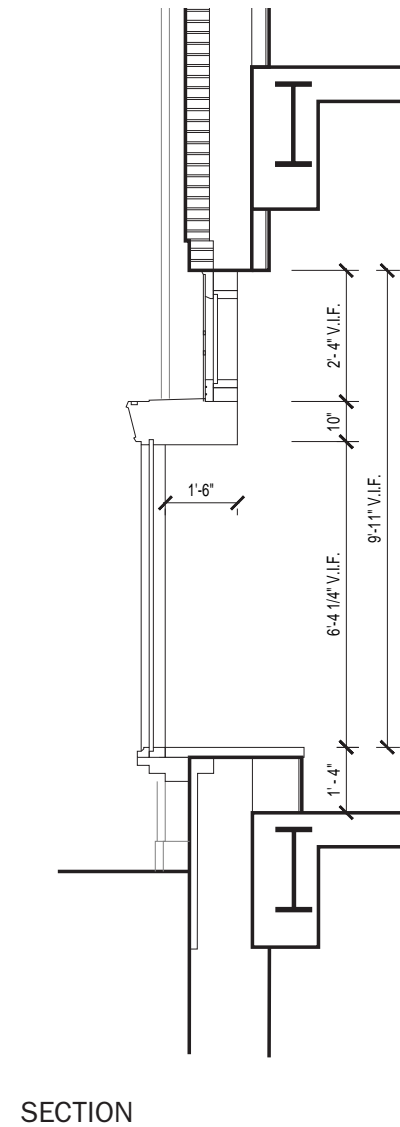
PRESENTED TO LPC 11.28.23

2013 LPC APPROVED

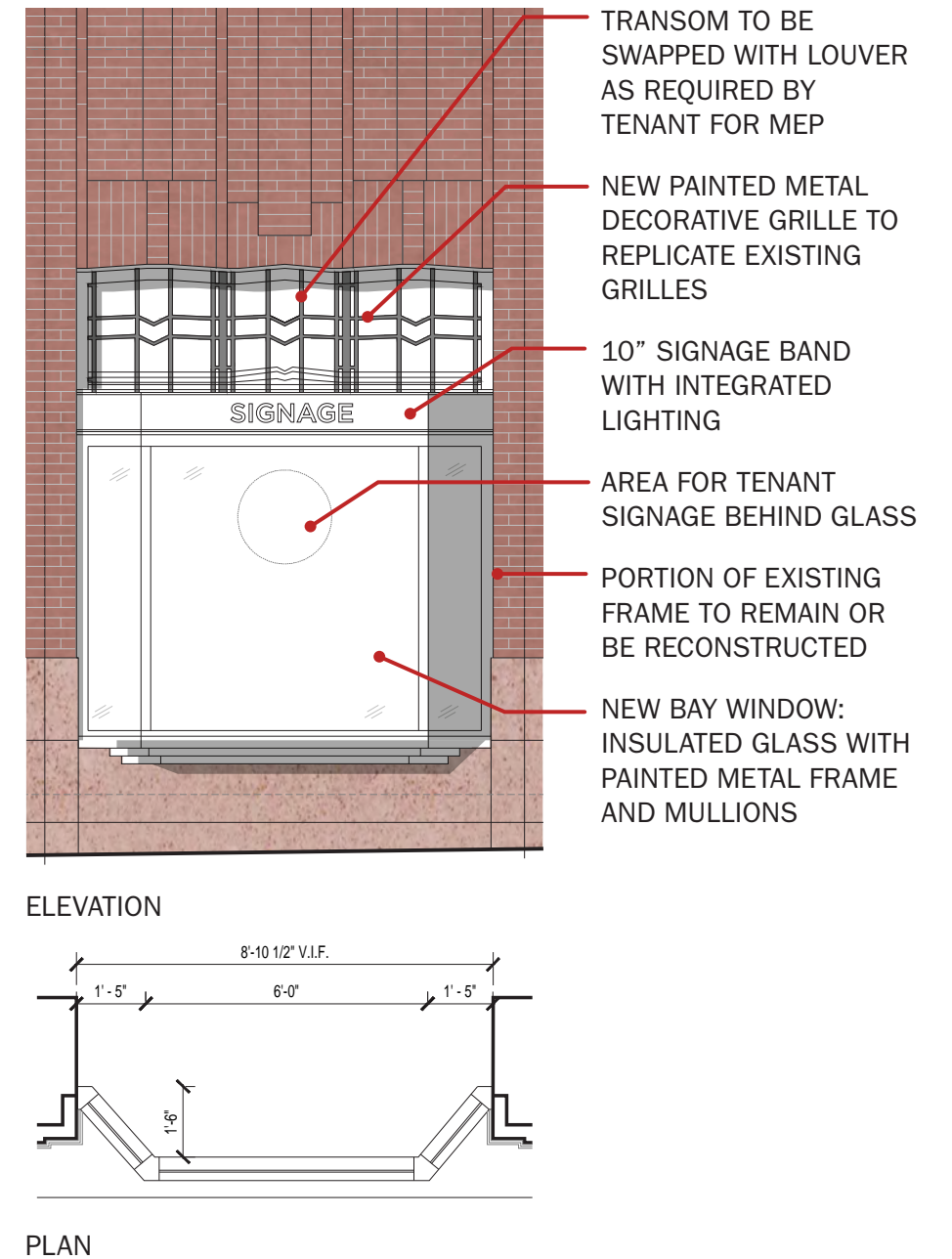


PROPOSED



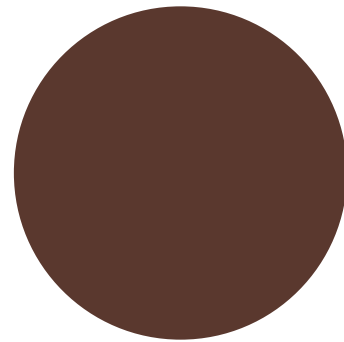


W-05





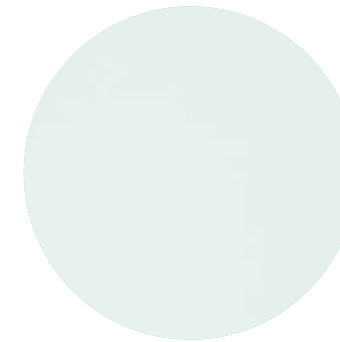
FASCIA - TERRACOTTA TO MATCH EXISTING BUILDING CROWN



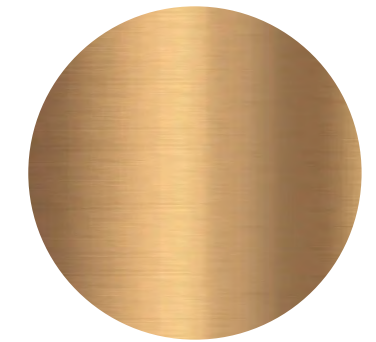
STOREFRONT STICKING + HANDRAIL
BOD PPG DURANAR XL - DARK COPPER CANYON



BASE + PROW PLANTER - STONY
CREEK GRANITE - TO MATCH EXISTING STONE BASE

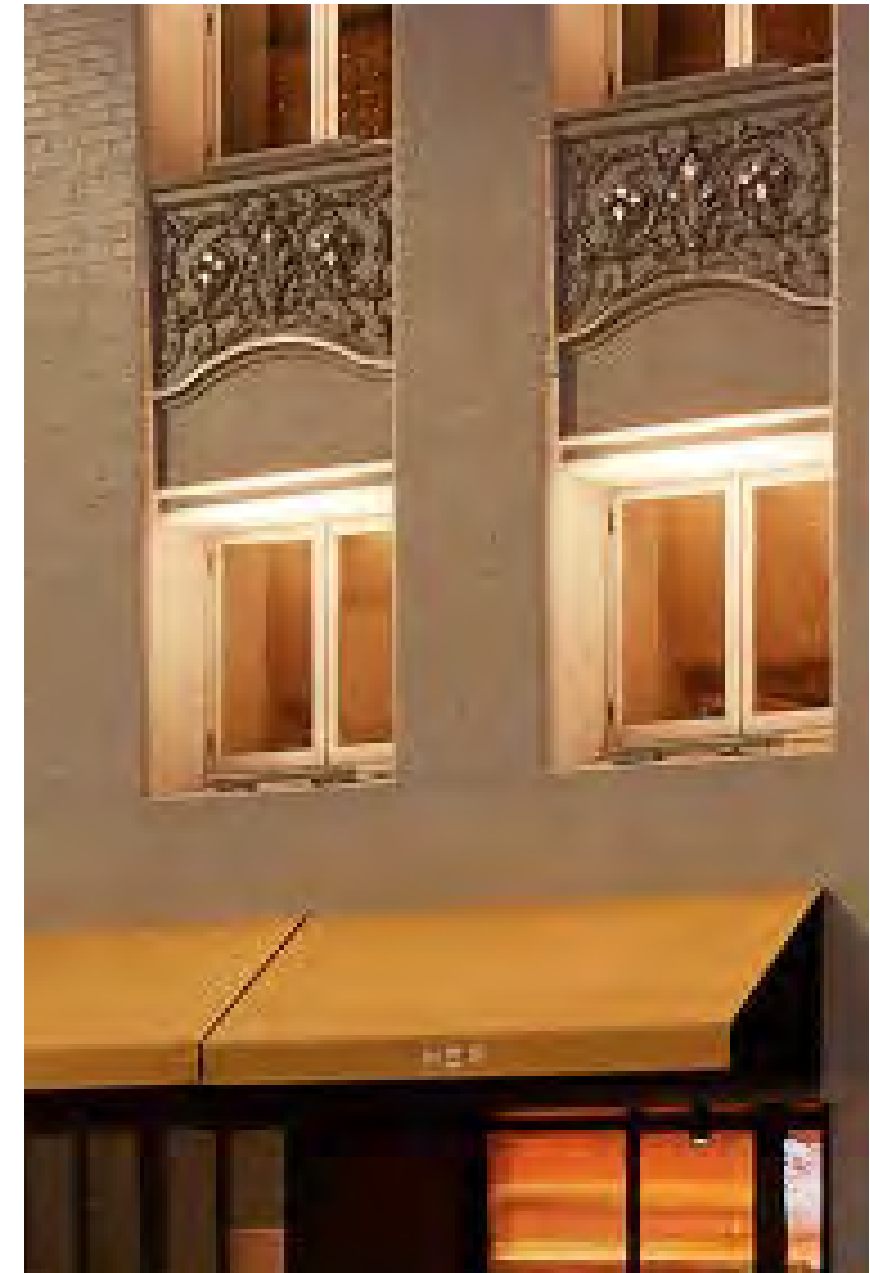


GLAZING - VISION GLASS



PLANTERS ALONG 6TH AVE -
PAINTED BRONZE FINISH





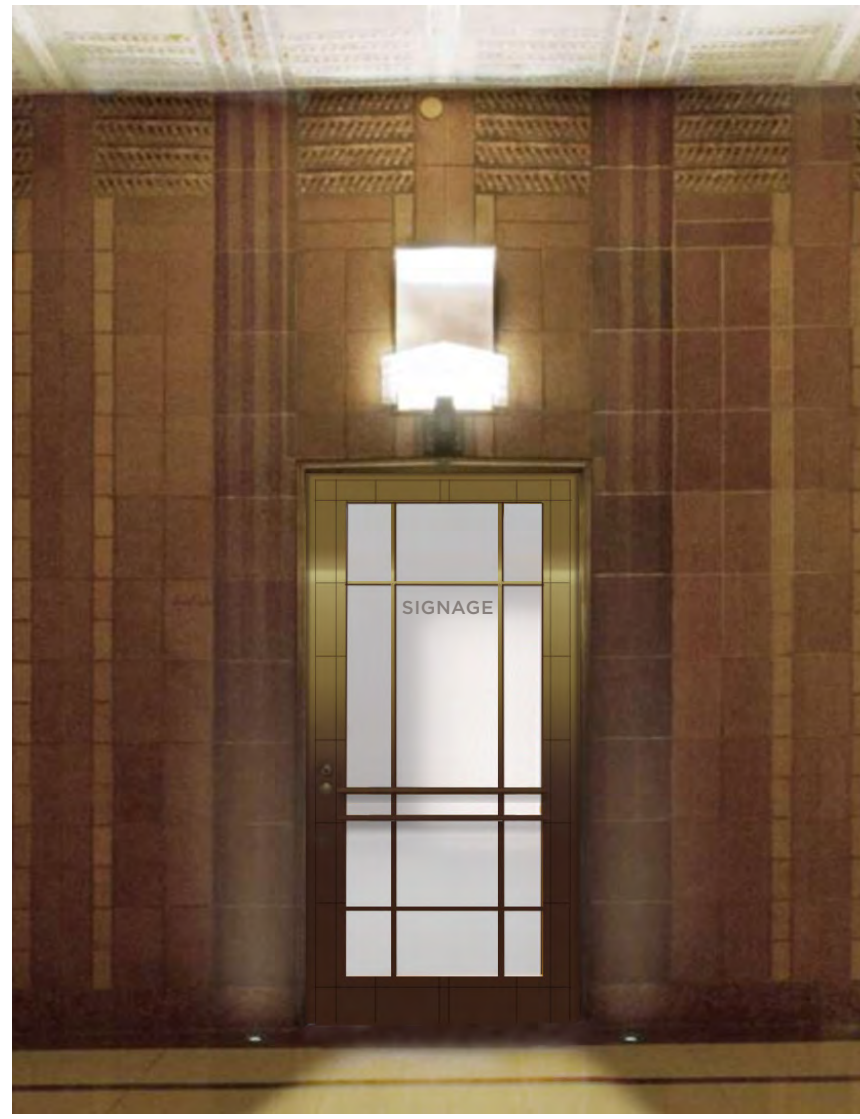
CREATE CONSISTENT LIGHTING DETAIL AT TRANSOMS. MAKE USE OF NEW SIGN BAND TO INSTALL NEW, LOW WATTAGE LED UP-LIGHT TO HIGHLIGHT THE MULLIONS, DECORATIVE GRILLES AND MASONRY ARCHES



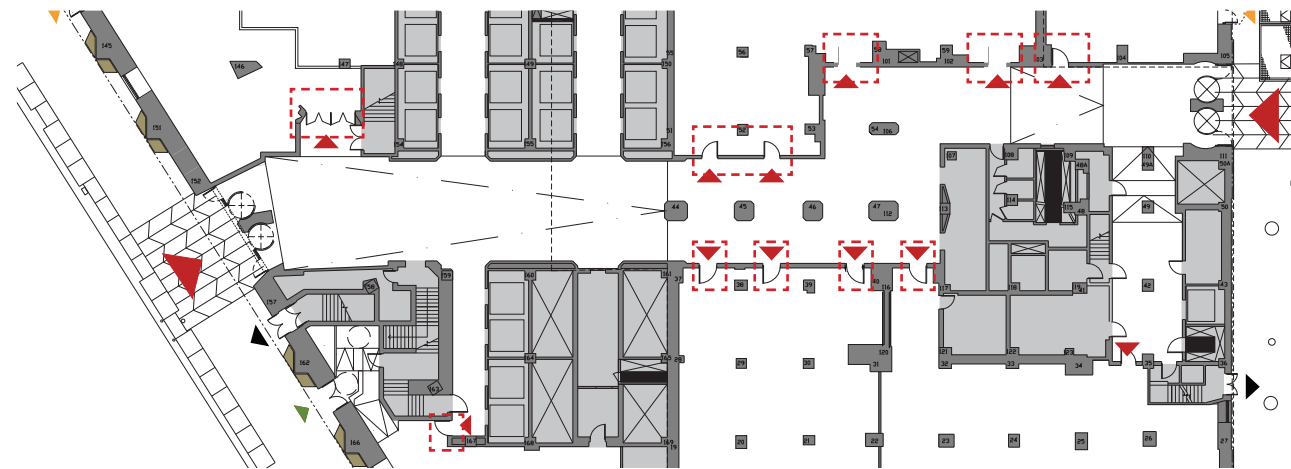
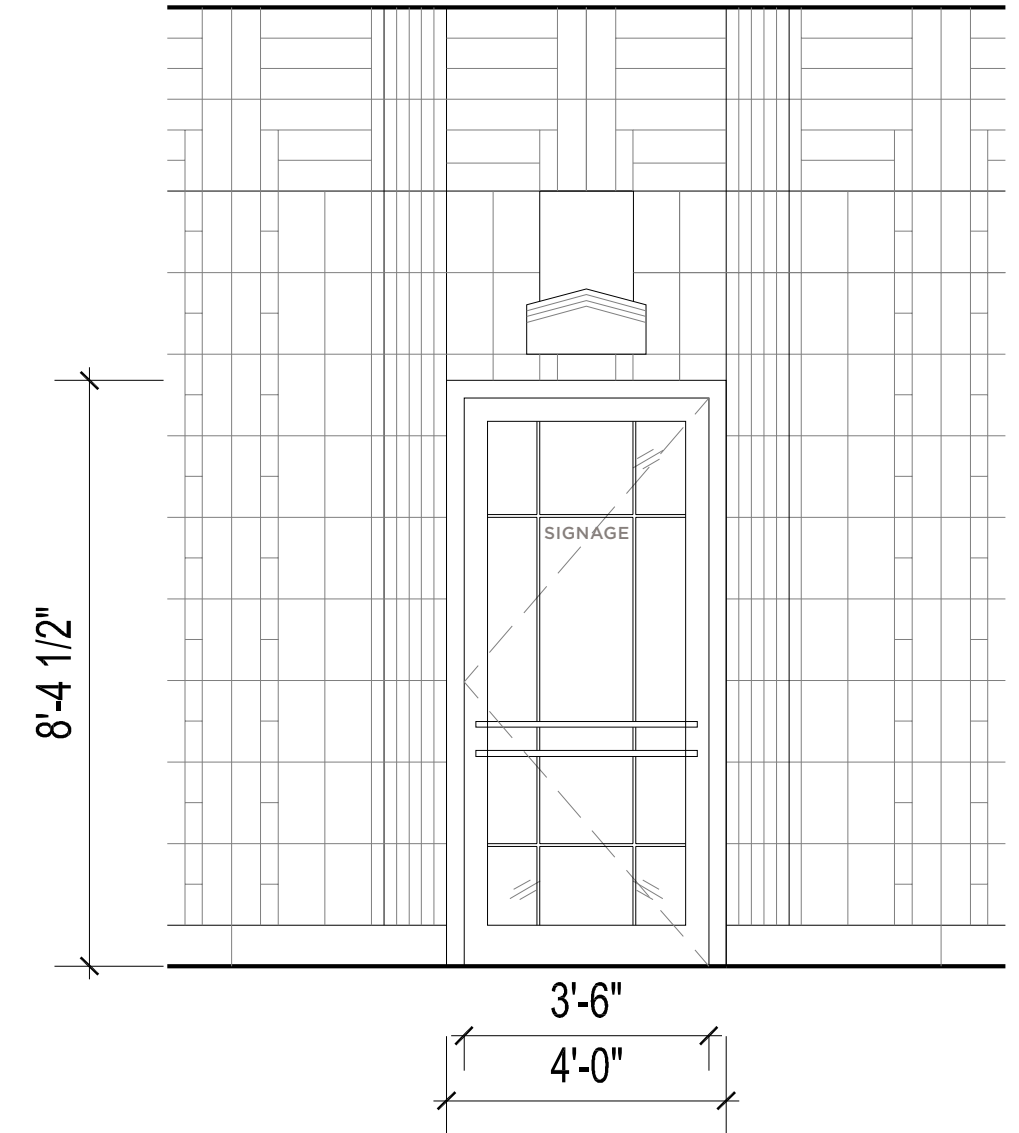
EXISTING



PROPOSED



PROPOSED | ELEVATION



REPLACE EXISTING METAL BRONZE DOOR WITH NEW BRONZE DOOR WITH VISION GLASS WITH TRANSLUCENT FILM AT SELECT RETAIL LOCATIONS - CHOSEN LOCATION BASED ON TENANT DEMISING AND ENTRY REQUIREMENTS FROM LOBBY

MAX 4" LETTER



EXISTING DOUBLE DOORS AT FORMER AUDITORIUM

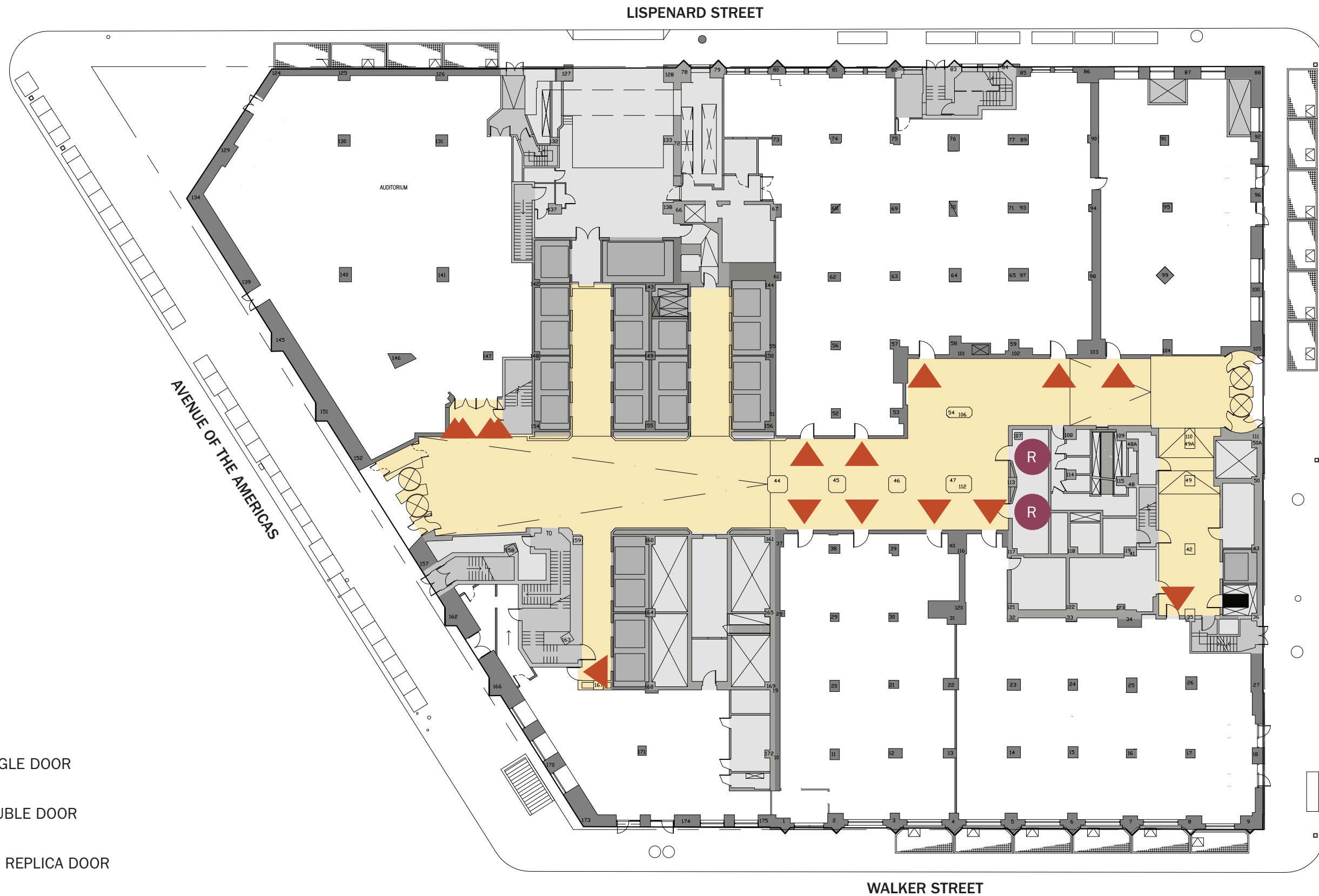


PROPOSED DOUBLE DOORS AT FORMER AUDITORIUM



EXISTING DOOR DETAILS





LEGEND

- (10)  NEW SINGLE DOOR
- (2)  NEW DOUBLE DOOR
- (2)  EXISTING REPLICA DOOR

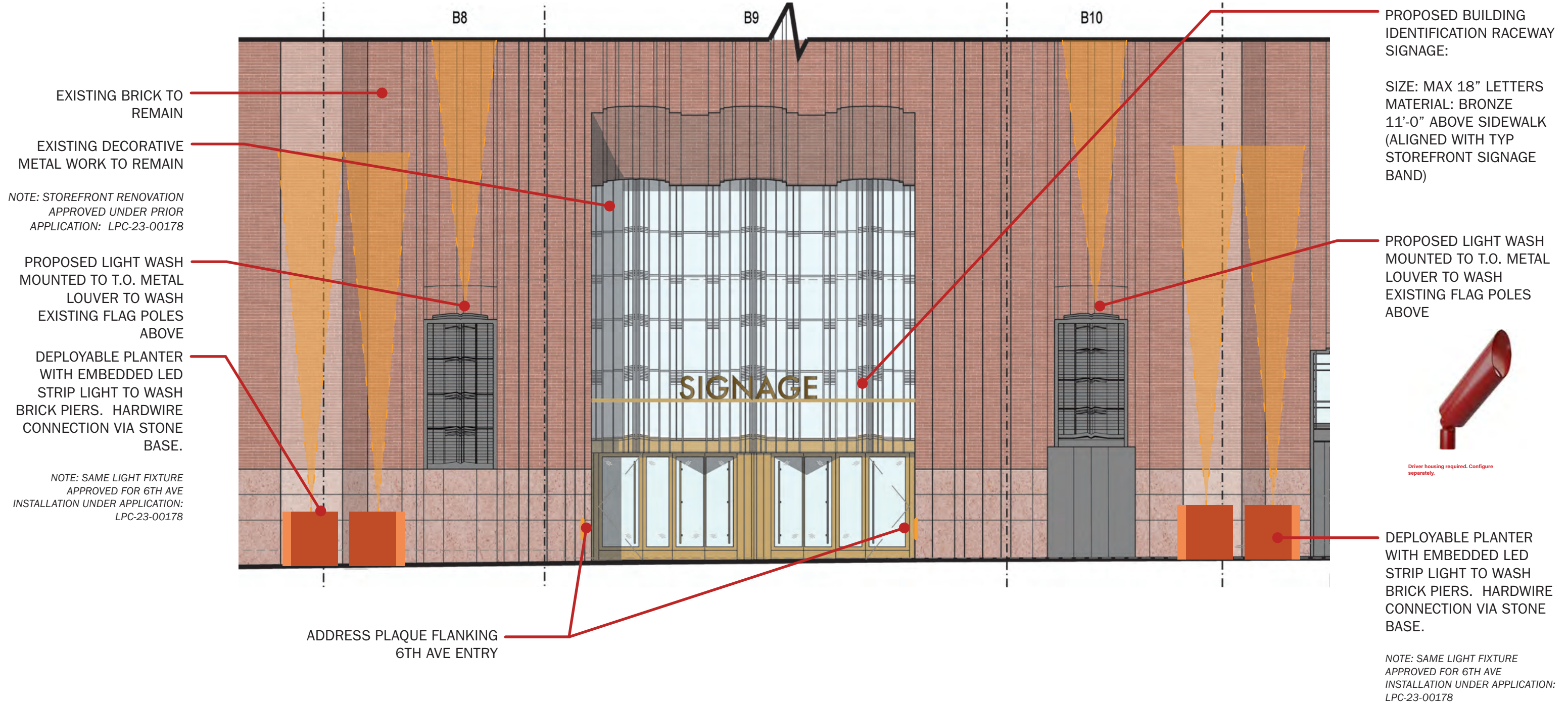
MAIN BUILDING ENTRY UPDATES | 6TH AVENUE

NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178. THIS SCOPE IS CURRENTLY UNDER CONSTRUCTION AND IS NOT INCLUDED IN THIS CURRENT APPLICATION



EXISTING ENTRY

PRESENTED TO LPC 11.28.23





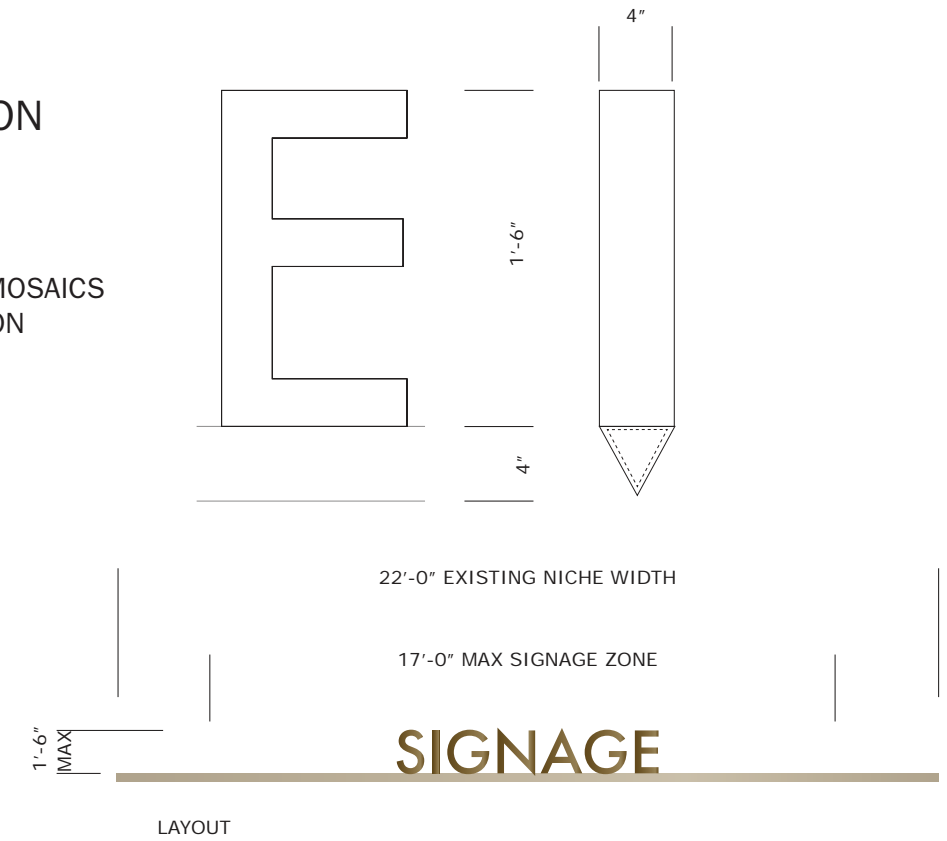
STOREFRONT UPDATES CURRENTLY UNDER CONSTRUCTION

BUILDING IDENTIFICATION SIGNAGE

BUILDING IDENTIFICATION FONT

PROPOSED: FUTURA

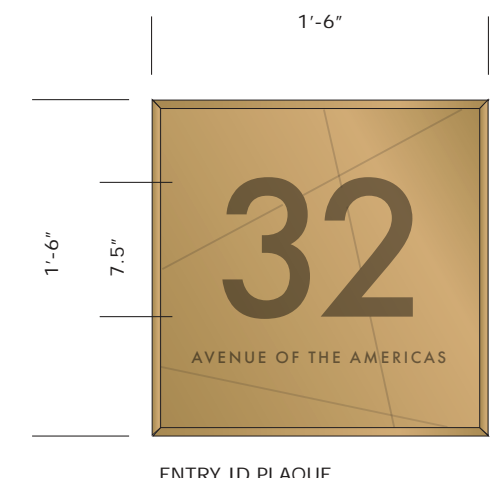
NOTE: TO MATCH FONT USED IN MOSAICS AND BUILDING ELEMENTS SEEN ON INTERIOR.



ADDRESS PLAQUE



EXISTING SIGNAGE



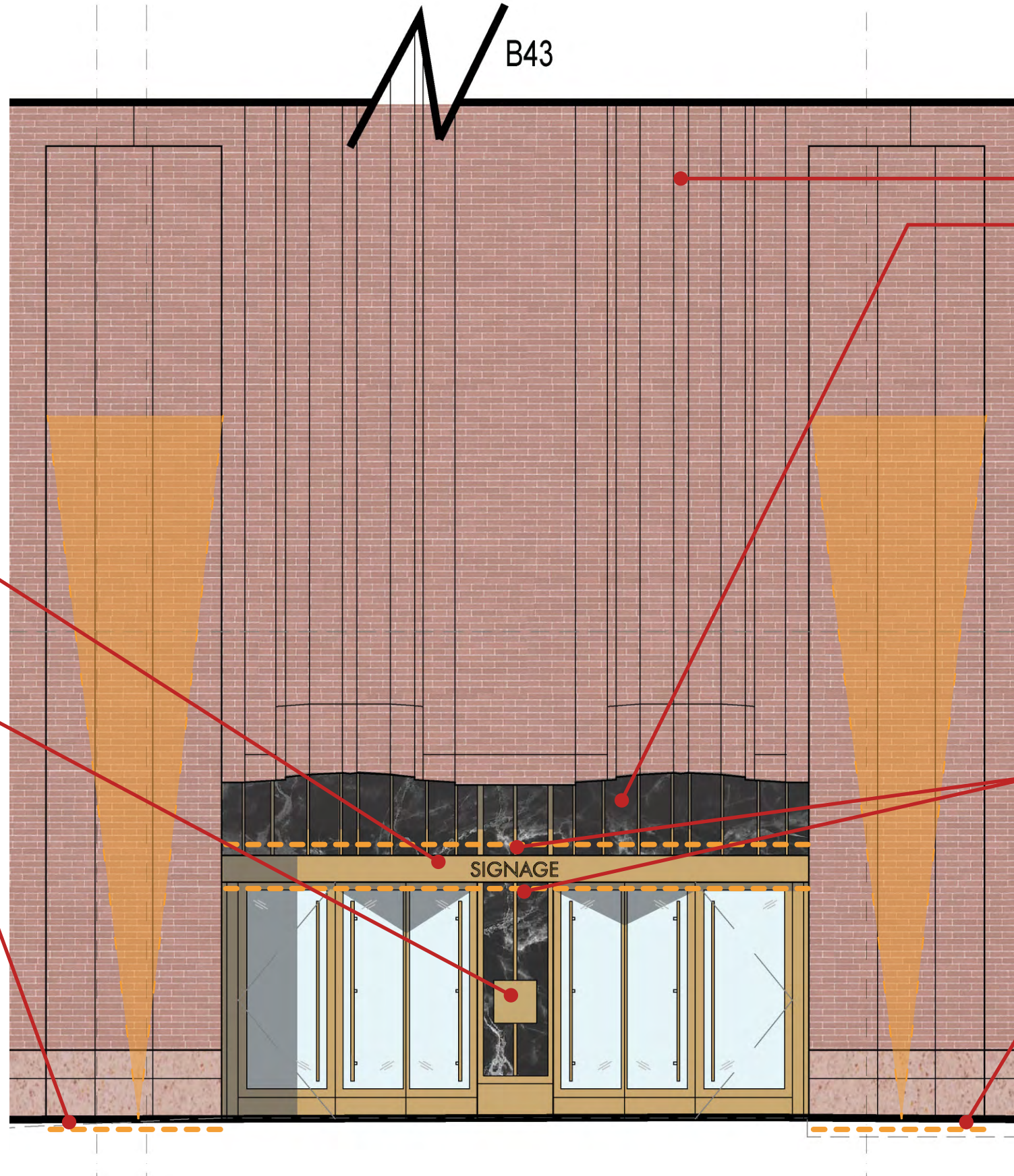
MAIN BUILDING ENTRY UPDATES | CHURCH STREET

PRESENTED TO LPC 11.28.23

NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178. THIS SCOPE IS CURRENTLY UNDER CONSTRUCTION AND IS NOT INCLUDED IN THIS CURRENT APPLICATION



CHURCH STREET ENTRY PRIOR APPROVAL

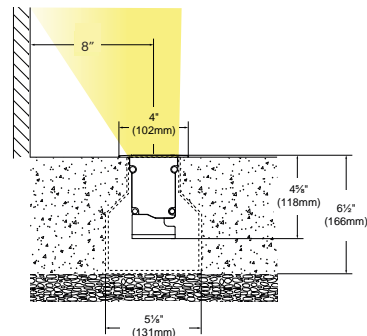


EXTEND EXISTING SIGNAGE BAND WITH CENTERED BUILDING IDENTIFICATION - 5.5" LETTERS

REPLACE EXISTING ADDRESS PLAQUE TO MATCH 6TH AVE PLAQUES

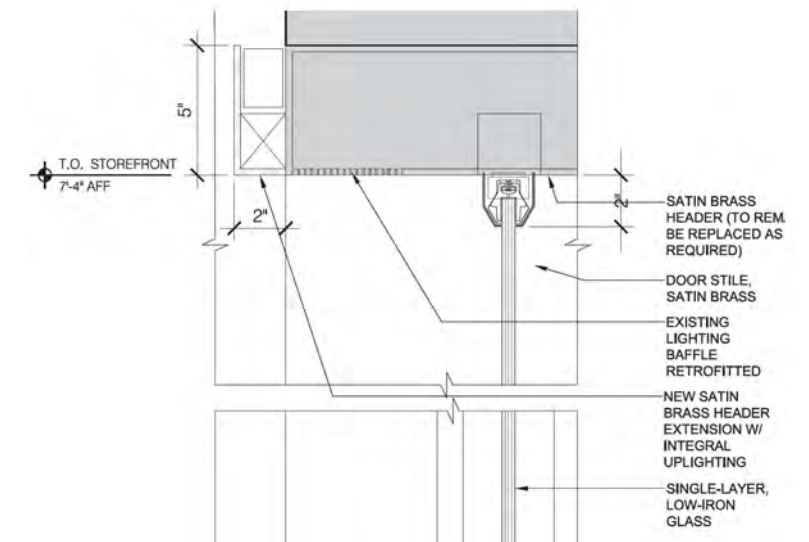
LINEAR LIGHT STRIP EMBEDDED IN CONCRETE TO ILLUMINATE BRICK PIERS

NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178



EXISTING BRICK TO REMAIN

EXISTING STONE & DECORATIVE METAL WORK TO REMAIN

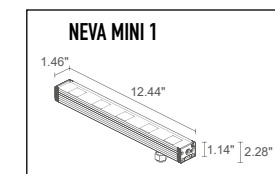


CONTINUE LINEAR LIGHTS AT SOFFIT + TRANSOM TO ALIGN WITH EXTENDED SIGNAGE BAND

NOTE: STOREFRONT RENOVATION APPROVED UNDER PRIOR APPLICATION: LPC-23-00178

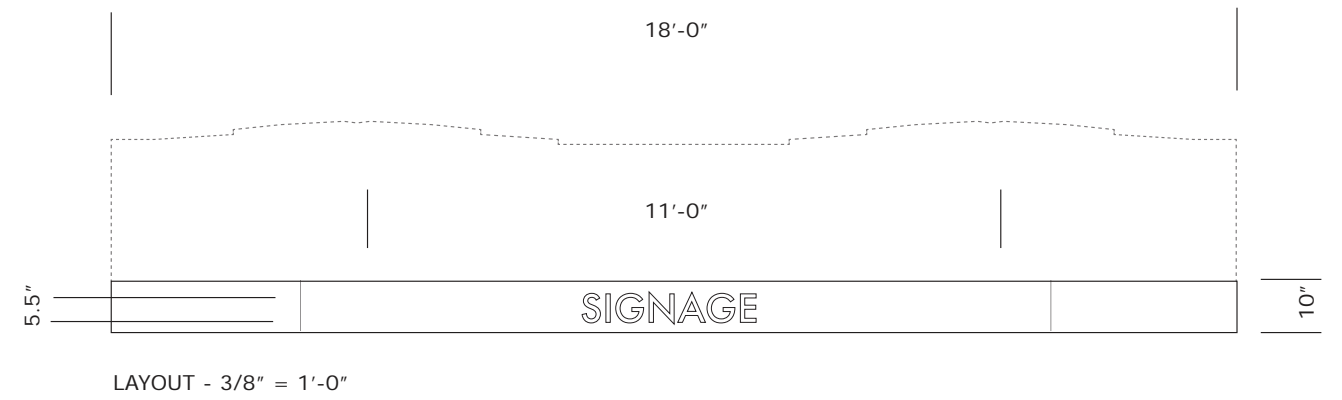
LINEAR LIGHT STRIP EMBEDDED IN CONCRETE TO ILLUMINATE BRICK PIERS

NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178

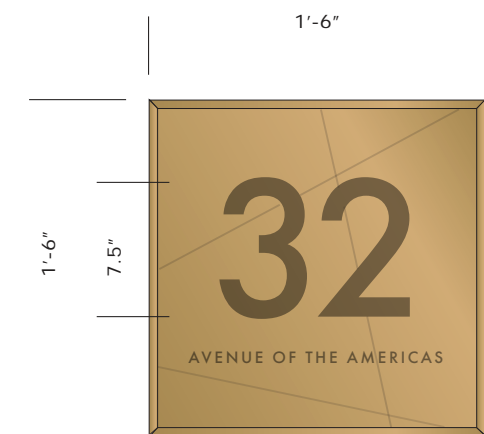




BUILDING IDENTIFICATION SIGNAGE



ADDRESS PLAQUE



BUILDING IDENTIFICATION FONT

PROPOSED: FUTURA

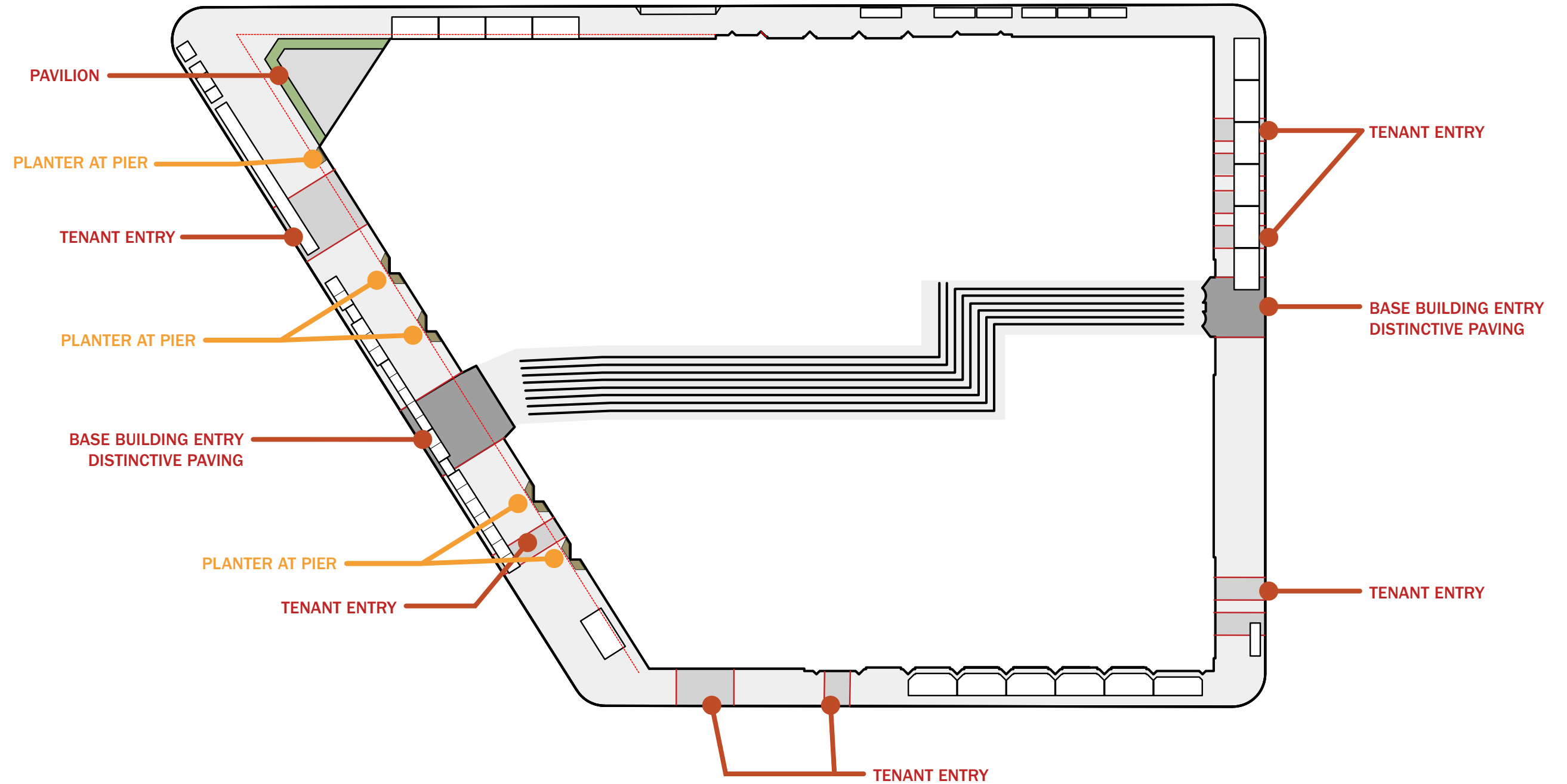
NOTE: TO MATCH FONT USED IN MOSAICS AND BUILDING ELEMENTS SEEN ON INTERIOR.



CURRENTLY UNDER CONSTRUCTION

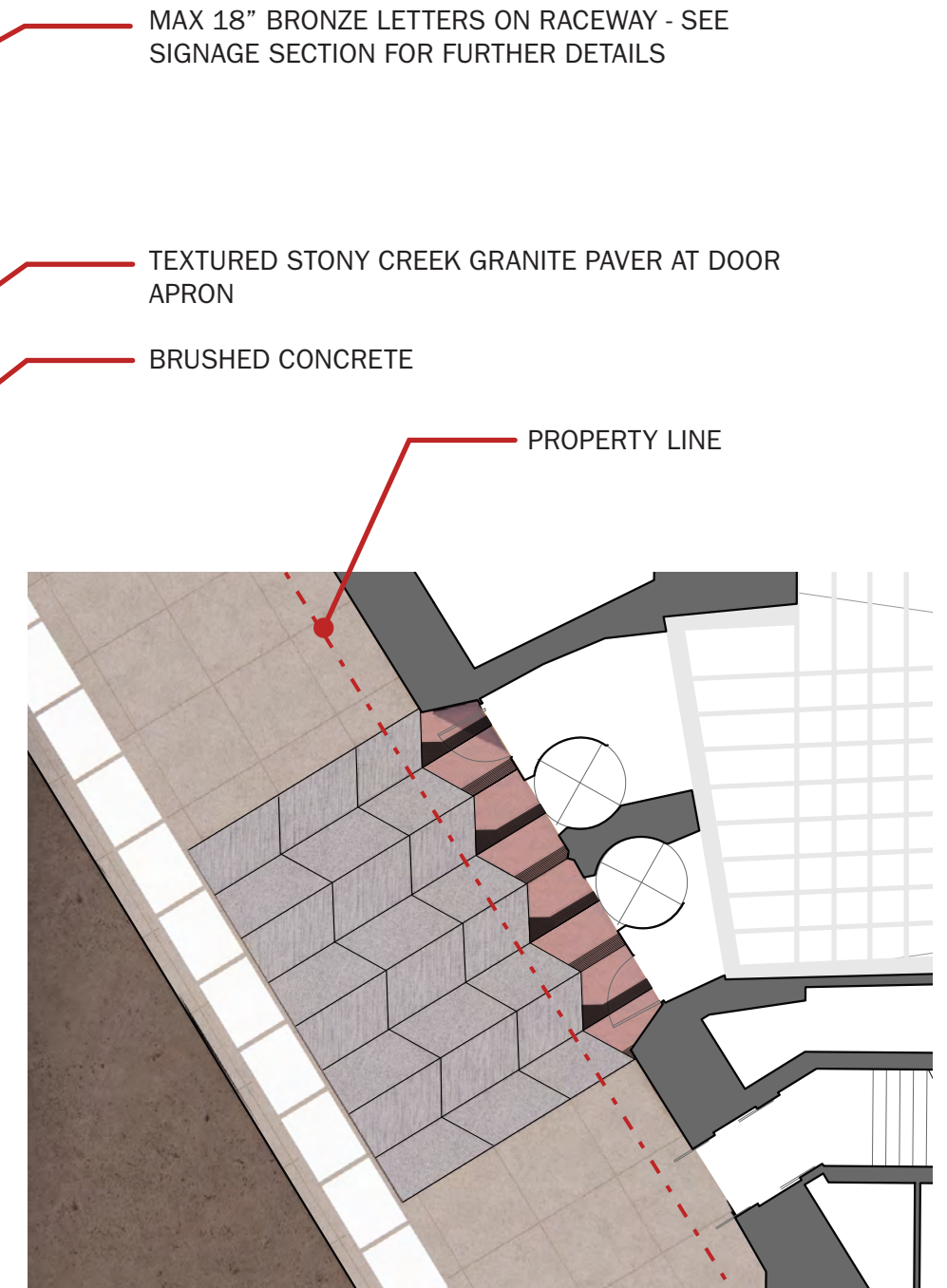
EXISTING SIGNAGE







PERSPECTIVE FROM 6TH AVE



PLAN DIAGRAM



NEW UPLIGHTING AT THE 4 V-SHAPED PIERS THAT FLANK THE MAIN BUILDING ENTRY.
INSTALL LINEAR LED UPLIGHTS WITHIN NEW PLANTERS ON EITHER SIDE OF THE 4 PIERS



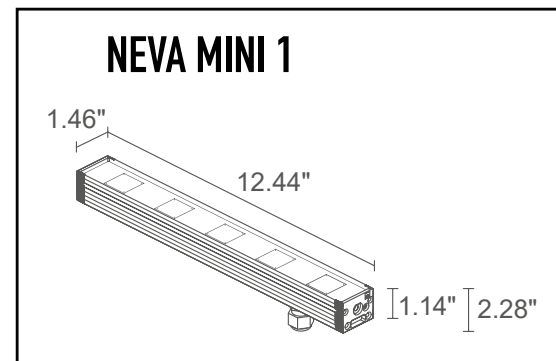
PRECEDENT LIGHTING



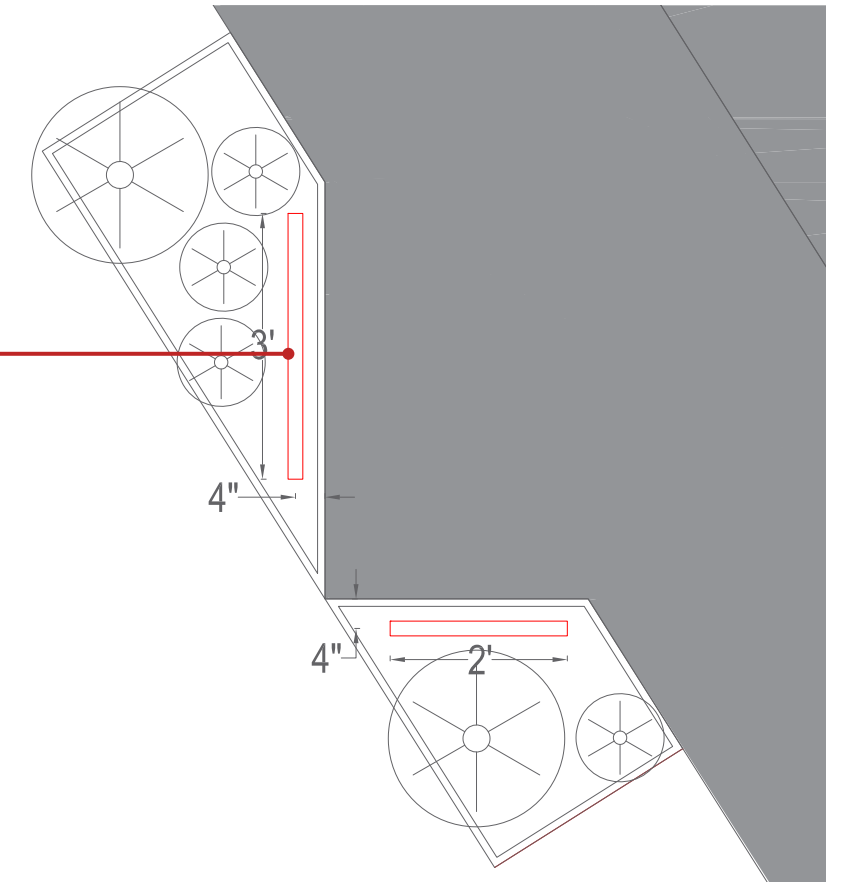
RENDERING SHOWING PROPOSED PLACEMENT OF PLANTERS ADJ TO EXISTING BRICK PIERS

LINEAR LIGHT STRIP EMBEDDED IN PLANTER

NOTE: SAME LIGHT FIXTURE APPROVED FOR 6TH AVE INSTALLATION UNDER APPLICATION: LPC-23-00178



LED UPLIGHT INSTALLED WITHIN DEPLOYABLE PLANTER ABOVE SOIL LEVEL. HARDWIRE CONNECTION TO BUILDING IS ONLY PHYSICAL IMPACT ON BUILDING FACADE



PLAN



The current proposal is:

Preservation Department – Item 1, LPC-24-02387

**32 Avenue of the Americas – Long Distance Building of the
American Telephone and Telegraph Company – Individual Landmark
Borough of Manhattan**

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed