

The current proposal is:

Preservation Department – Item 3, LPC-24-10084

**115 Fifth Avenue (aka 881-887 Broadway) – Ladies' Mile Historic
District**

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.

Aritzia

115 Fifth Ave.

Aritzia

Acheson Doyle Partners - Preservation Consultant

Block: 847

Lot: 62

Landmarks Commission Hearing
August 6, 2024

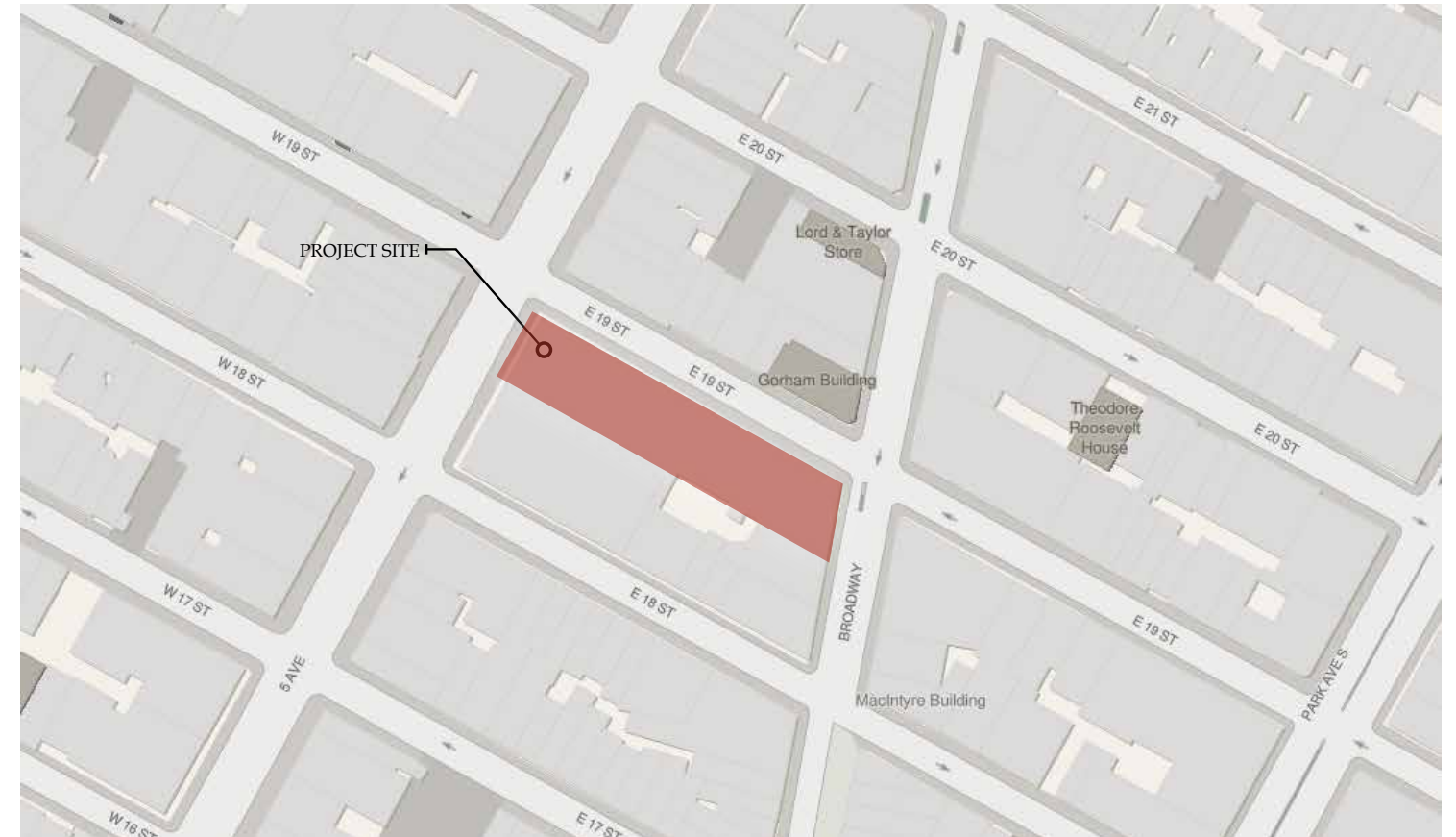
Aritzia

115 Fifth Ave.

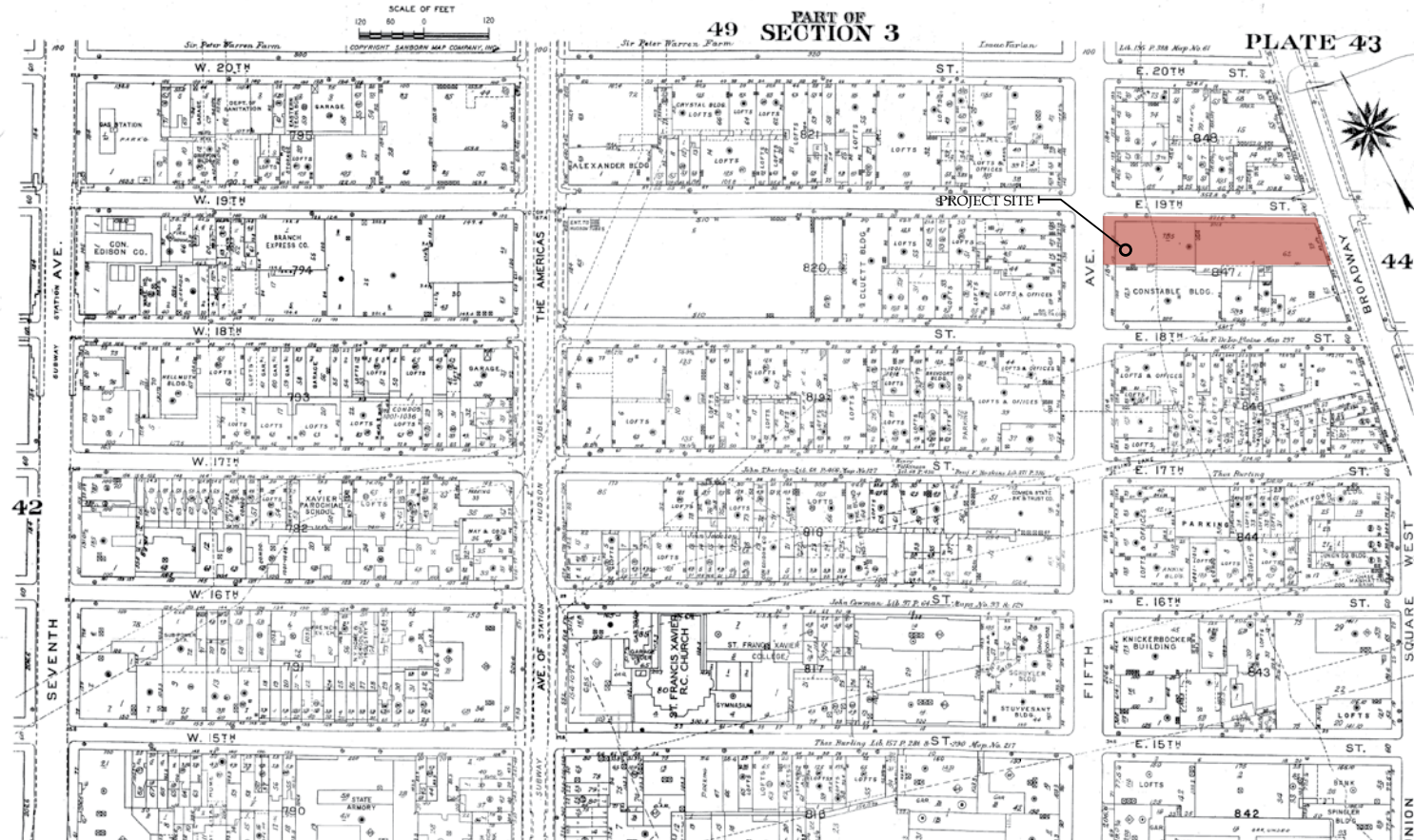
- 1- Site Location and History**
- 2- Existing Conditions**
- 3- Proposed Design**
- 4- Appendix**



3D Map



2D Map



Sanborn Map

Site Location



1940 Tax Photo



1989 LPC Designation Photo

History Background

- Architect - Griffith Thomas
- Constructed - 1868
- Originally was for the dry-goods company Arnold Constable & Company
- Originally supplied the best fashion designs to NYC and was one of Americas oldest department stores until 1975
- Once was New York Public Library Mid Manhattan Branch
- Located in Ladies' Mile Historic District - 1989

Tax Photo



Existing Store Front

Existing Corner of 19th & Fifth Ave. Street Photo



Existing Store Front

115 Fifth Ave.



Existing Store Front

Existing Fifth Ave. Street Photo



Existing Store Front

115 Fifth Ave.



Existing Store Front

Existing 19th Street Photo

Proposed Exterior

1- Fifth Ave. Signage

2- Flag

3- LED Screens



July 16 - Previously Proposed



August 6 - Proposed

Existing & Proposed Renders



Fifth Ave. - Proposed Elevation

STOREFRONT FINISHES

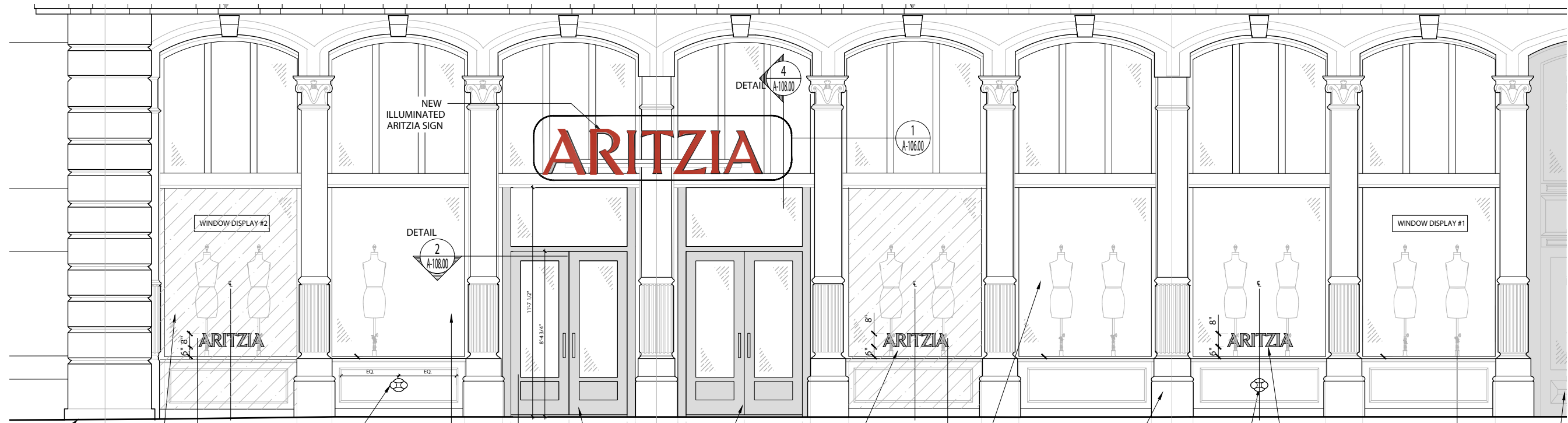
- EXTERIOR WALL FINISH:
 RD-ELASTOFLEX, 32GR "LIGHT GRAY" TO MATCH EXISTING
- EXTERIOR WINDOW FRAMES & DOOR FINISHES:
 EXISTING ALUMINUM, "BLACK ANODIZED" TO MATCH EXISTING
- EXTERIOR ENTRY SIGNAGE - ALUMINUM TUBE RACEWAY FINISH:
 PAINT & POWDER COAT, MP N923SP, FLAT/MATTE FINISH "BLACK"
- EXTERIOR ENTRY SIGNAGE - STAINLESS STEEL CHANNEL LETTERS:
 VERTICAL BRUSHED, "TITANIUM NITRADE"
- EXTERIOR WINDOW MOUNTED SIGNAGE - 1/4" LETTERS ON TOP OF VINYL:
 POLISHED FINISH, "BRASS"
- EXTERIOR WINDOW MOUNTED SIGNAGE - CUT BLACK VINYL:
 CUT VINYL, AVERY SC950-190, "BLACK"
- EXTERIOR "ARITZIA" FLAG BANNER:
 BLACK D.F. BLOCK OUT PANAFLEX BANNERS W/ OPAQUE WHITE PAINTED GRAPHICS

Material Schedule

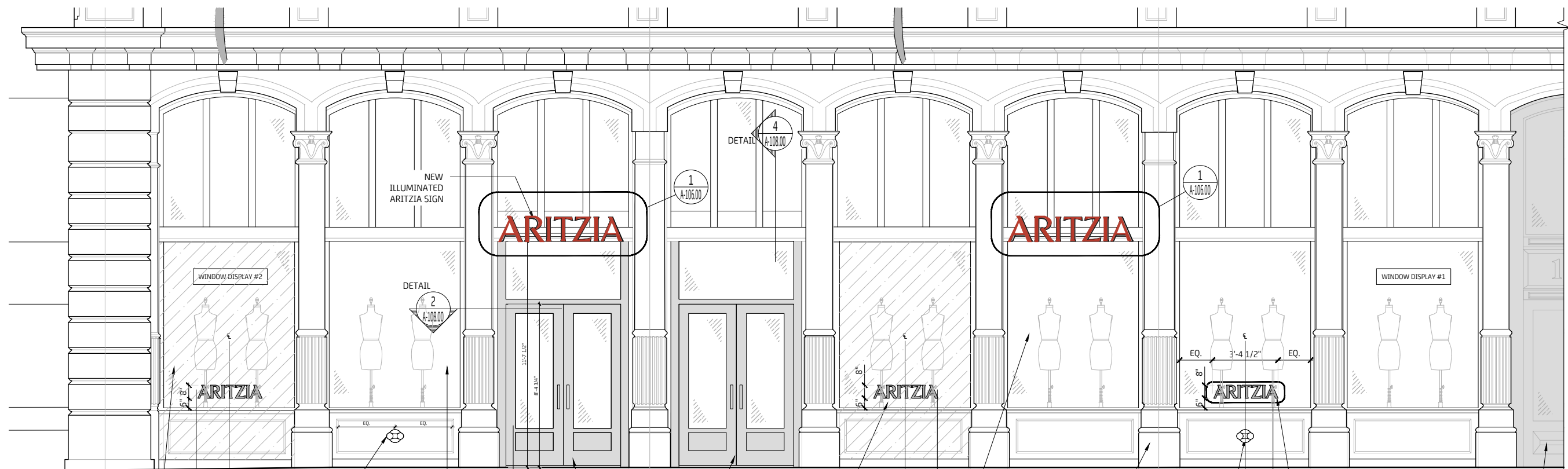


19th Street - Proposed Elevation Render

Proposed Renders

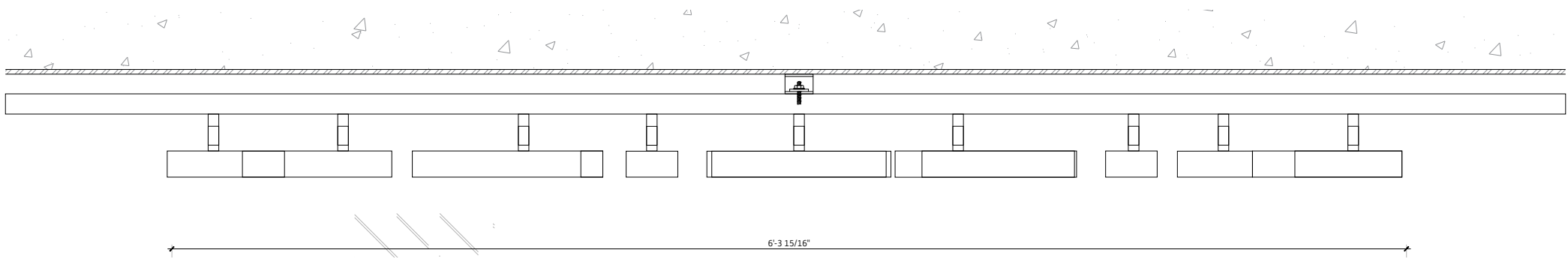


July 16 - Previously Proposed



August 6 - Proposed

Fifth Ave. Existing and Proposed Signage

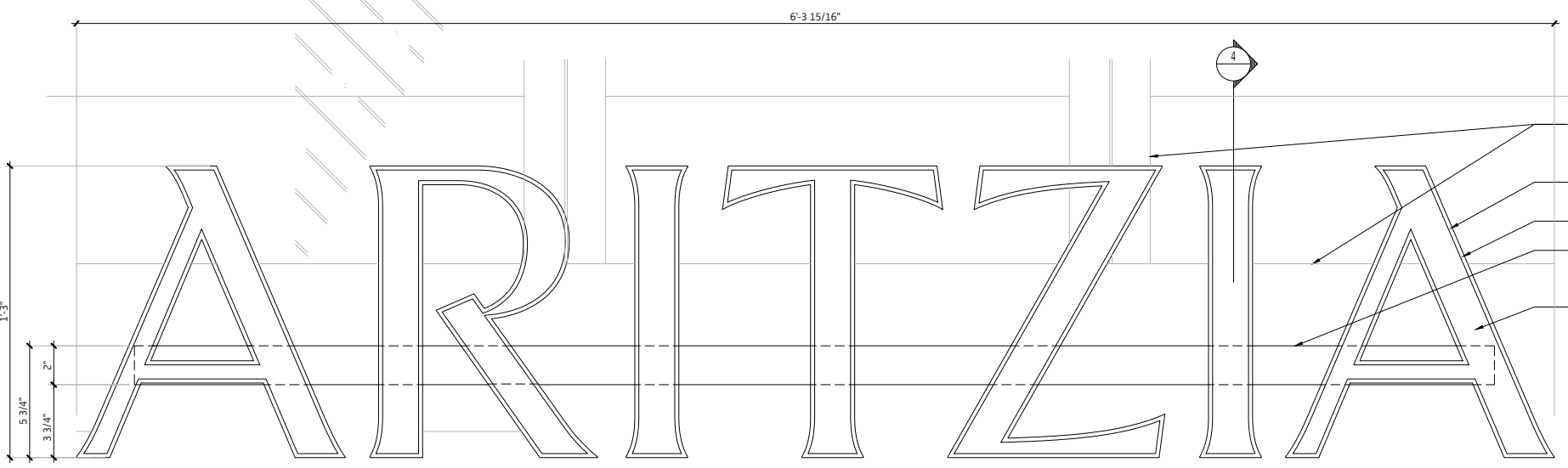


Plan - Entrance Sign

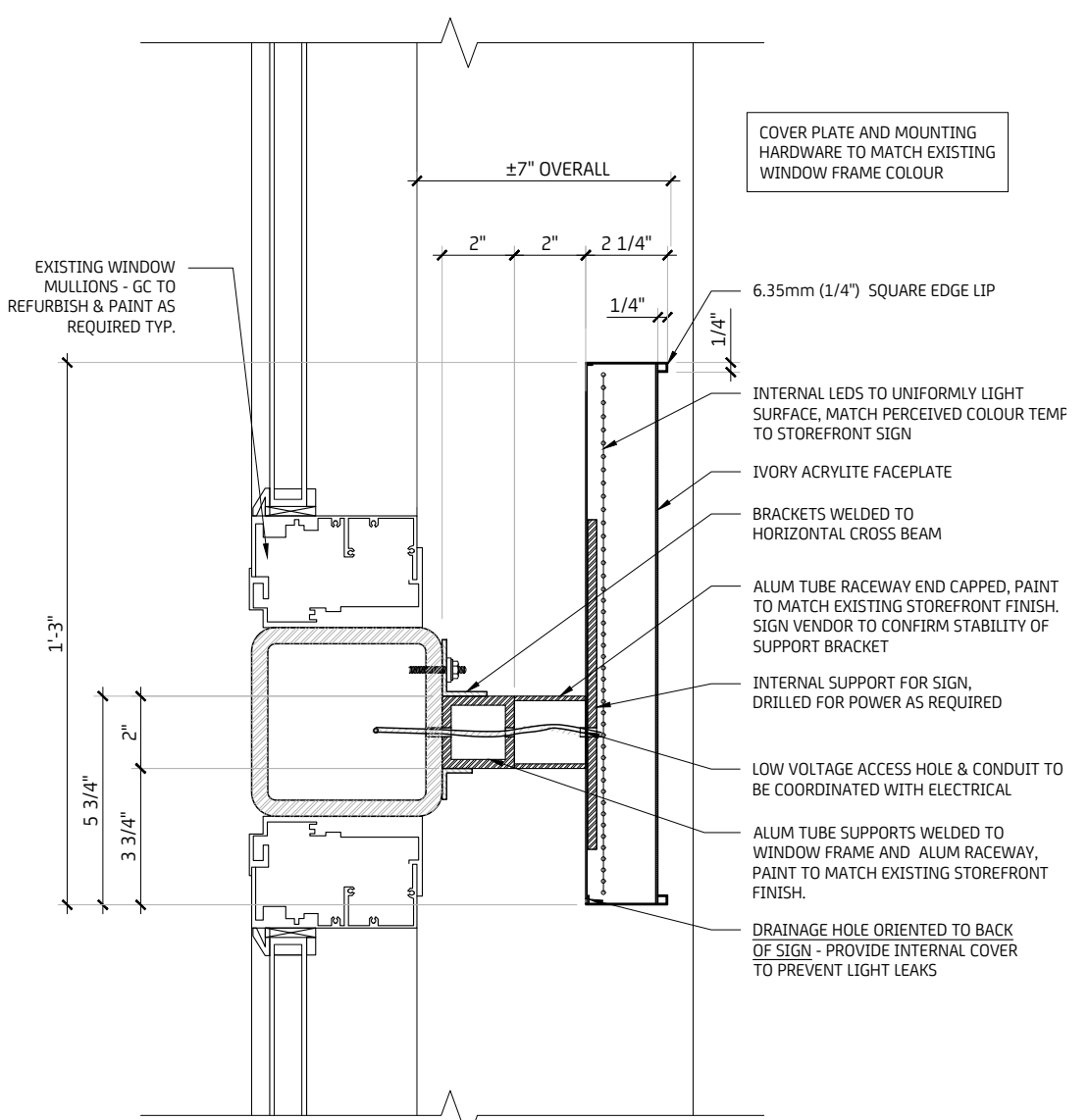
STOREFRONT FINISHES

 EXTERIOR WALL FINISH: RD-ELASTOFLEX, 32GR "LIGHT GRAY" TO MATCH EXISTING	 EXTERIOR WINDOW MOUNTED SIGNAGE - 1/4" LETTERS ON TOP OF VINYL: POLISHED FINISH, "BRASS"
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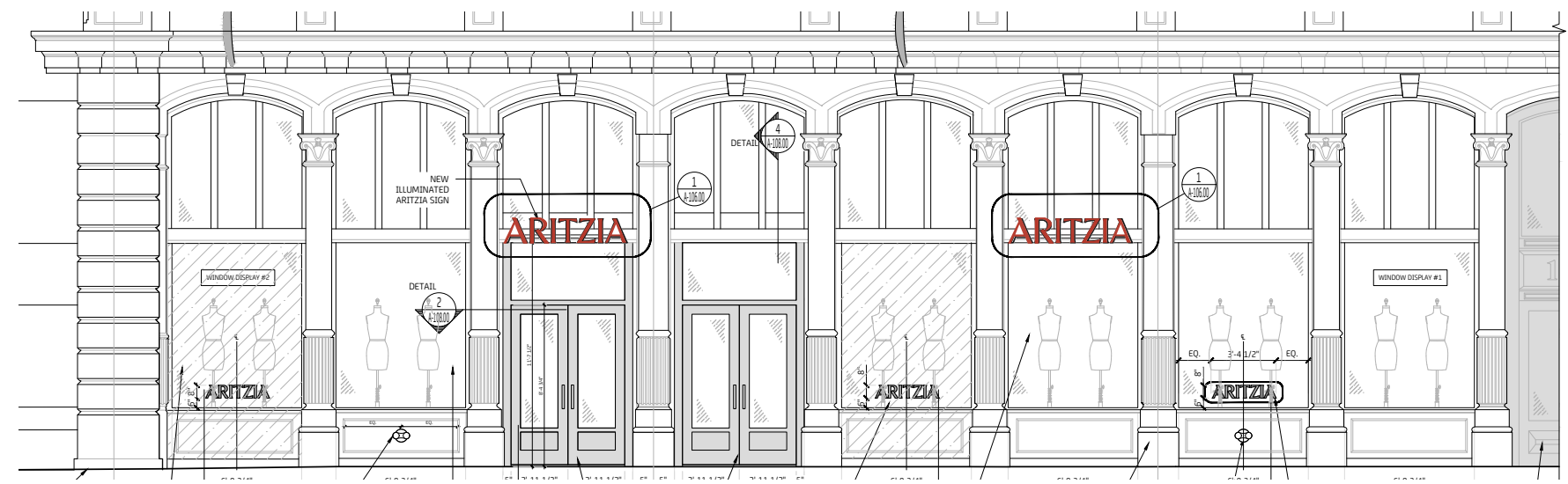
Sign Material Schedule



Elevation - Entrance Sign



Section - Entrance Sign



Proposed Elevation

Fifth Ave Entrance Signage

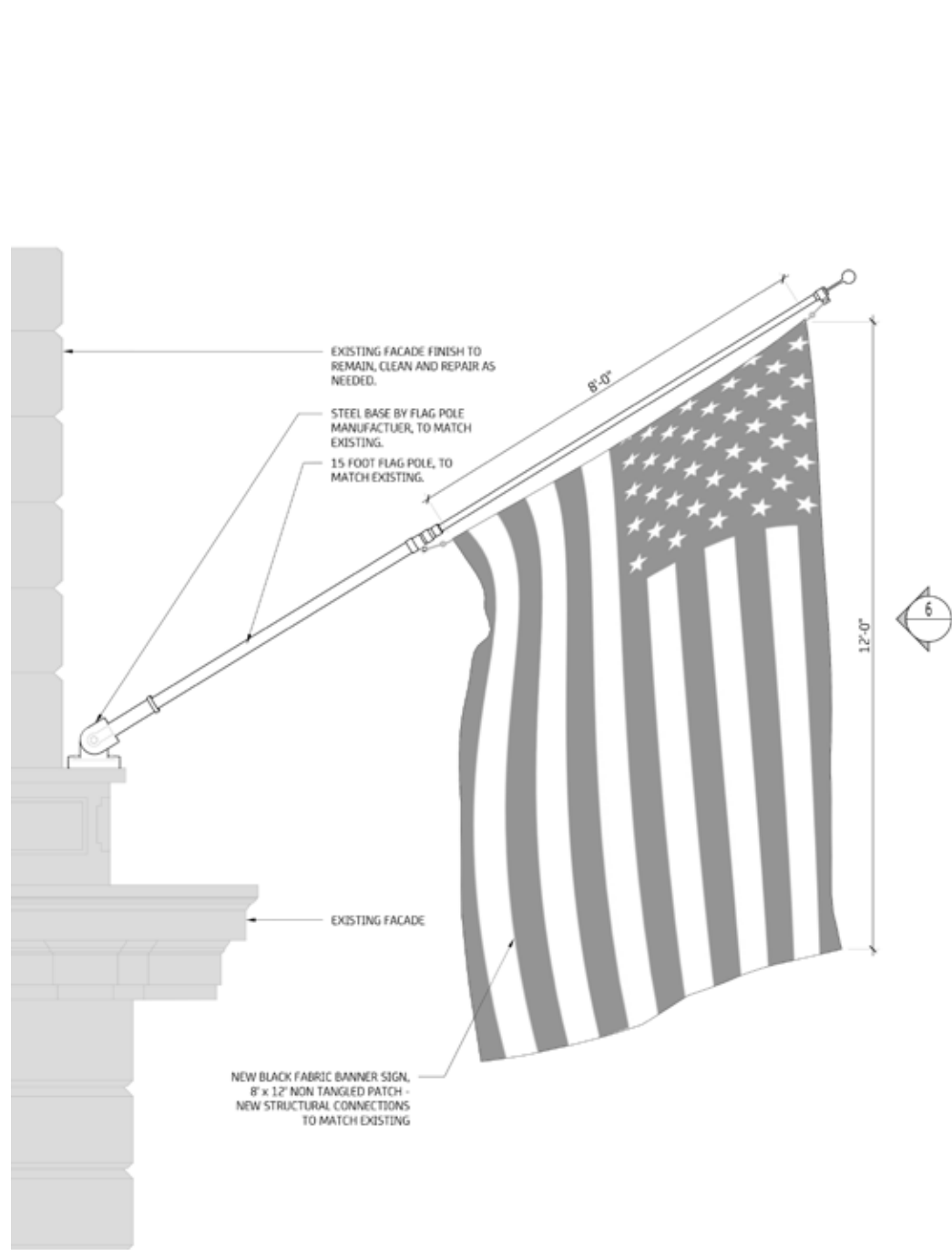


130 Fifth Ave.
East Corner of 18th and Fifth ave.

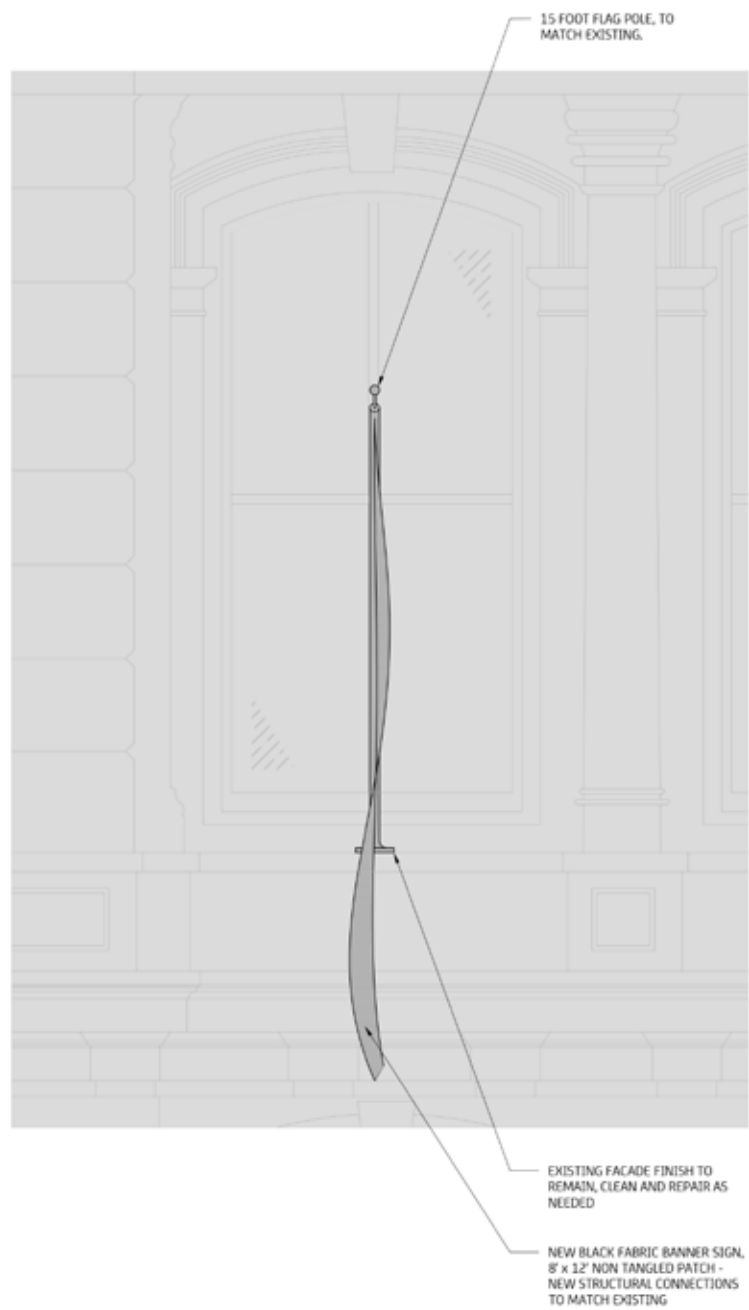
69 Fifth Ave.
West Corner of 14th and Fifth

126 Fifth Ave.
East Corner of 14th and Fifth ave.

Surrounding Signage



Elevation Detail - Flag Pole



Elevation Detail - Flag Pole



Render - Flag Pole

Proposed Flags



111 Fifth Ave.
East Corner of 18th and Fifth ave.

Crate & Barrel Store
West Corner of 19th and Broadway

Surrounding Flags



Fifth ave.
July 16 - Previously Proposed



19th Street



Fifth ave.
August 6 - Proposed



19th Street

Existing & Proposed LED Screens



Proposed Fifth Ave. LED Screens

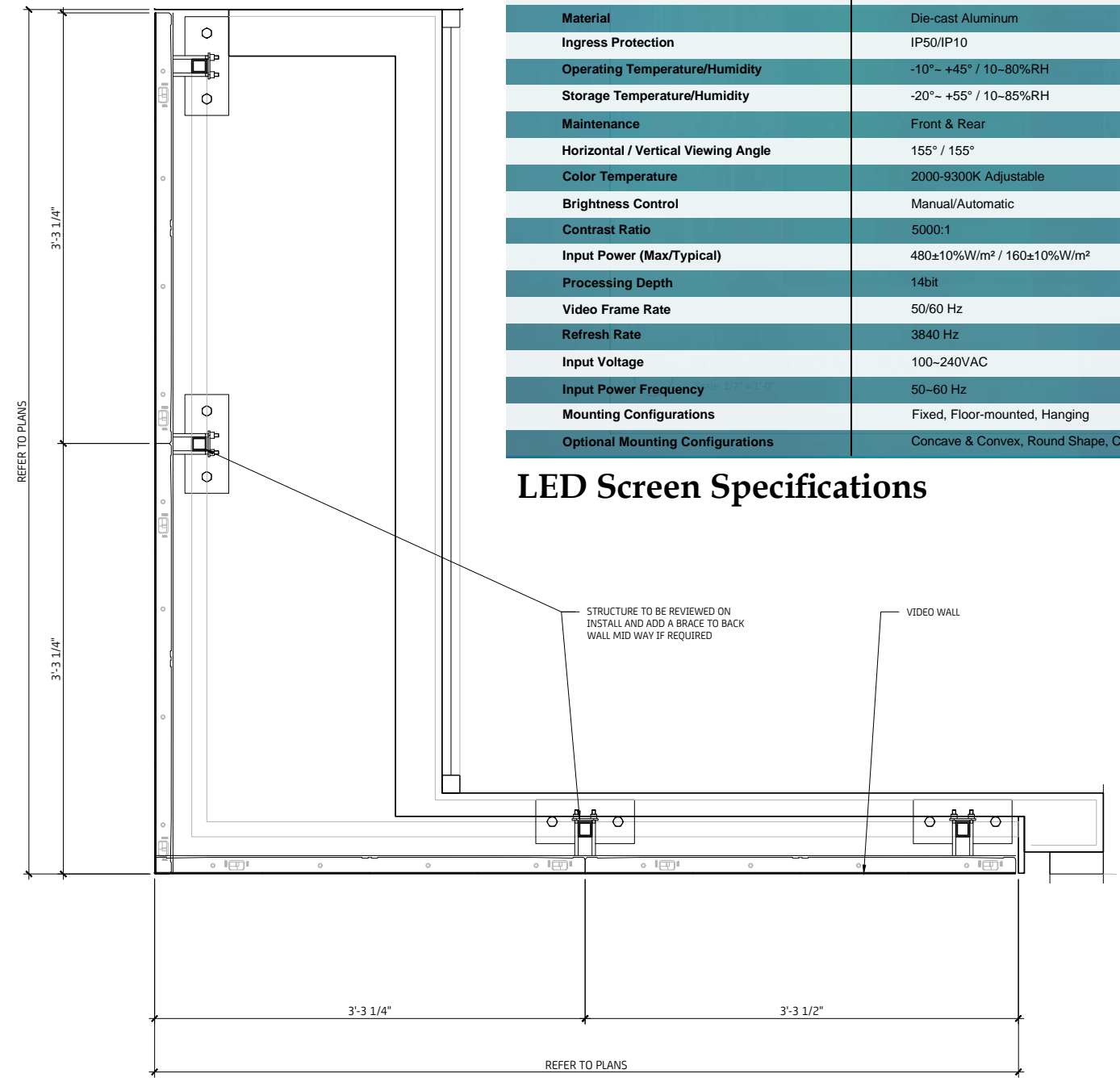
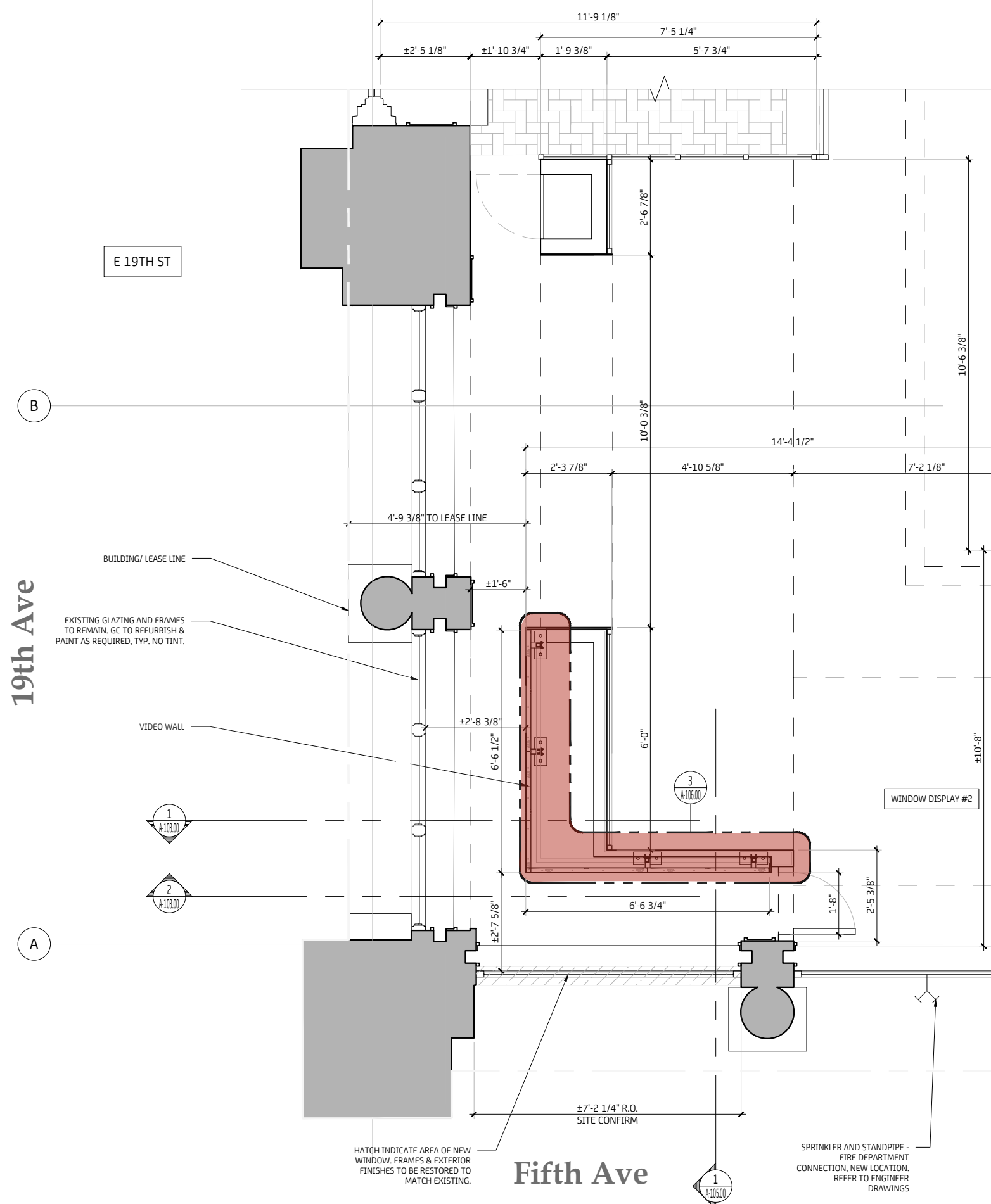
- LED screens to be on 24 hours a day 7 days a week
- LED screens to show static images
- LED screens to show Aritzia Brand

Proposed LED screens Usage



Proposed 19th Street LED Screens

Proposed LED Screens

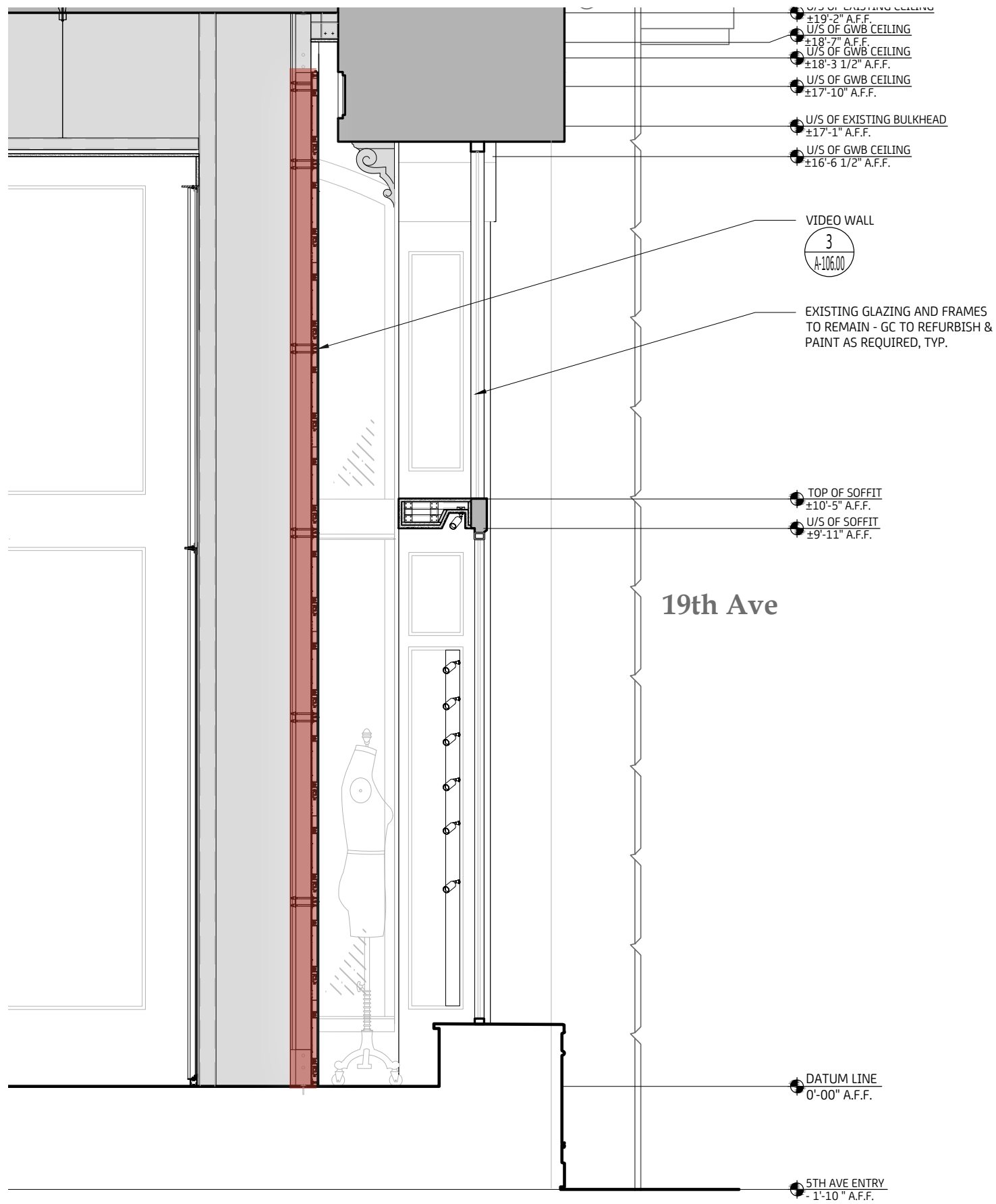


Parameter	Value
Pixel Pitch	3.9mm
LED Type	3-in-1 SMD
Brightness	900 cd/m ² (nits)
Pixels Per Panel 4 sizes:	128 x 64px 128 x 128px 192 x 64px 128 x 256px
Pixel Density	409,600 pixels/m ²
Weight Per Panel 4 sizes:	3.2kg (7.1 lbs) 5.6kg (12.3 lbs) 8.8kg (19.4 lbs) 10.5kg (23.1 lbs)
Module Size	W250mm x 250mm (9.8in x 9.8in)
Panel Size (mm) 4 sizes:	500 x 250 x 39.6 500 x 500 x 39.6 750 x 250 x 39.6 500 x 1000 x 39.6
Curve	0-+5° (Optional, standard is 0°)
Material	Die-cast Aluminum
Ingress Protection	IP50/IP10
Operating Temperature/Humidity	-10°- +45° / 10-80%RH
Storage Temperature/Humidity	-20°- +55° / 10-85%RH
Maintenance	Front & Rear
Horizontal / Vertical Viewing Angle	155° / 155°
Color Temperature	2000-9300K Adjustable
Brightness Control	Manual/Automatic
Contrast Ratio	5000:1
Input Power (Max/Typical)	480±10%W/m ² / 160±10%W/m ²
Processing Depth	14bit
Video Frame Rate	50/60 Hz
Refresh Rate	3840 Hz
Input Voltage	100-240VAC
Input Power Frequency	50-60 Hz
Mounting Configurations	Fixed, Floor-mounted, Hanging
Optional Mounting Configurations	Concave & Convex, Round Shape, Corner Shape

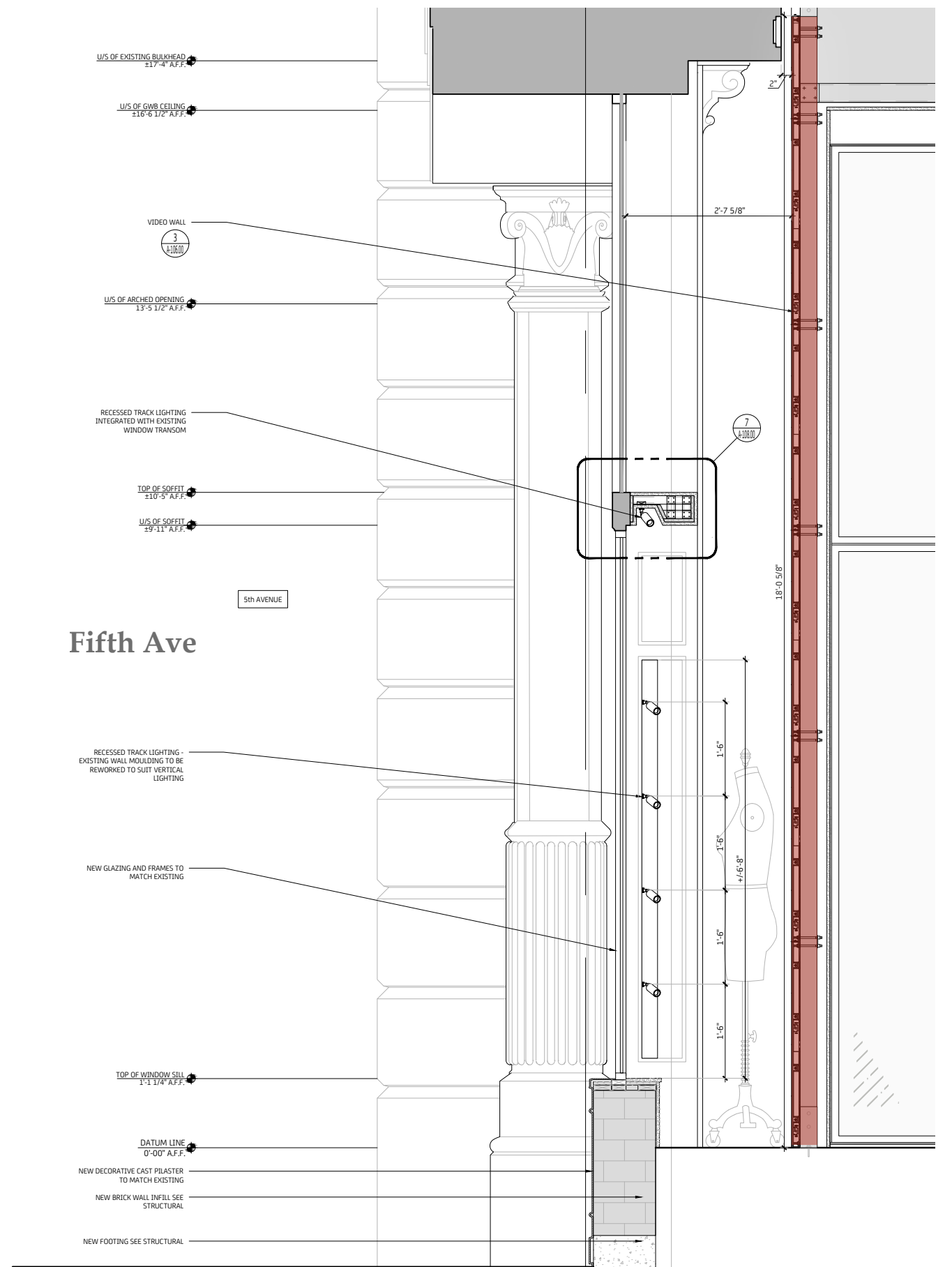
LED Screen Specifications

Proposed LED Location - Plan

Proposed LED Detail - Plan
Proposed LED Screens - Plan



Proposed Section - 19th Street



Proposed Section - Fifth Ave

Proposed LED Screens



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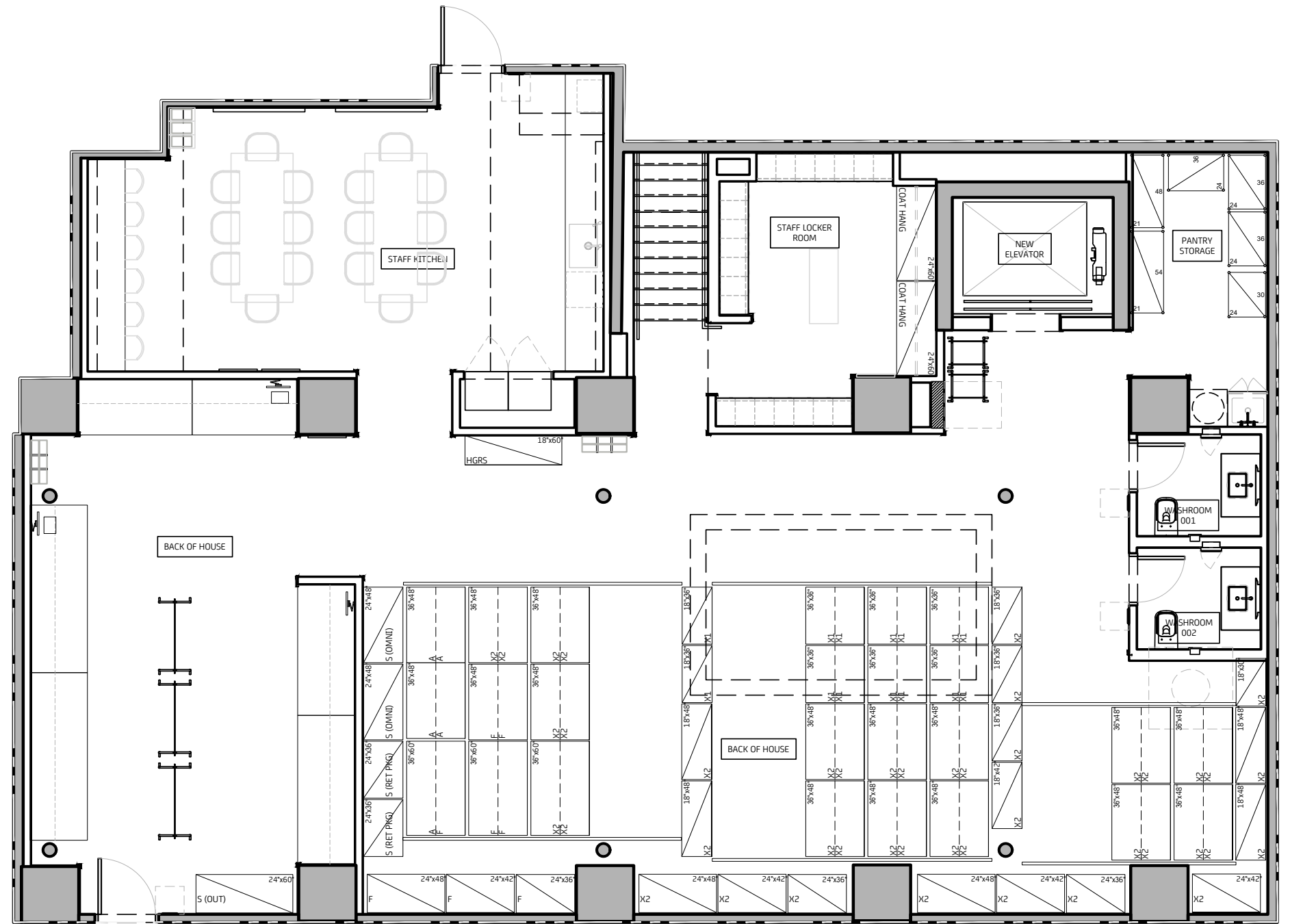
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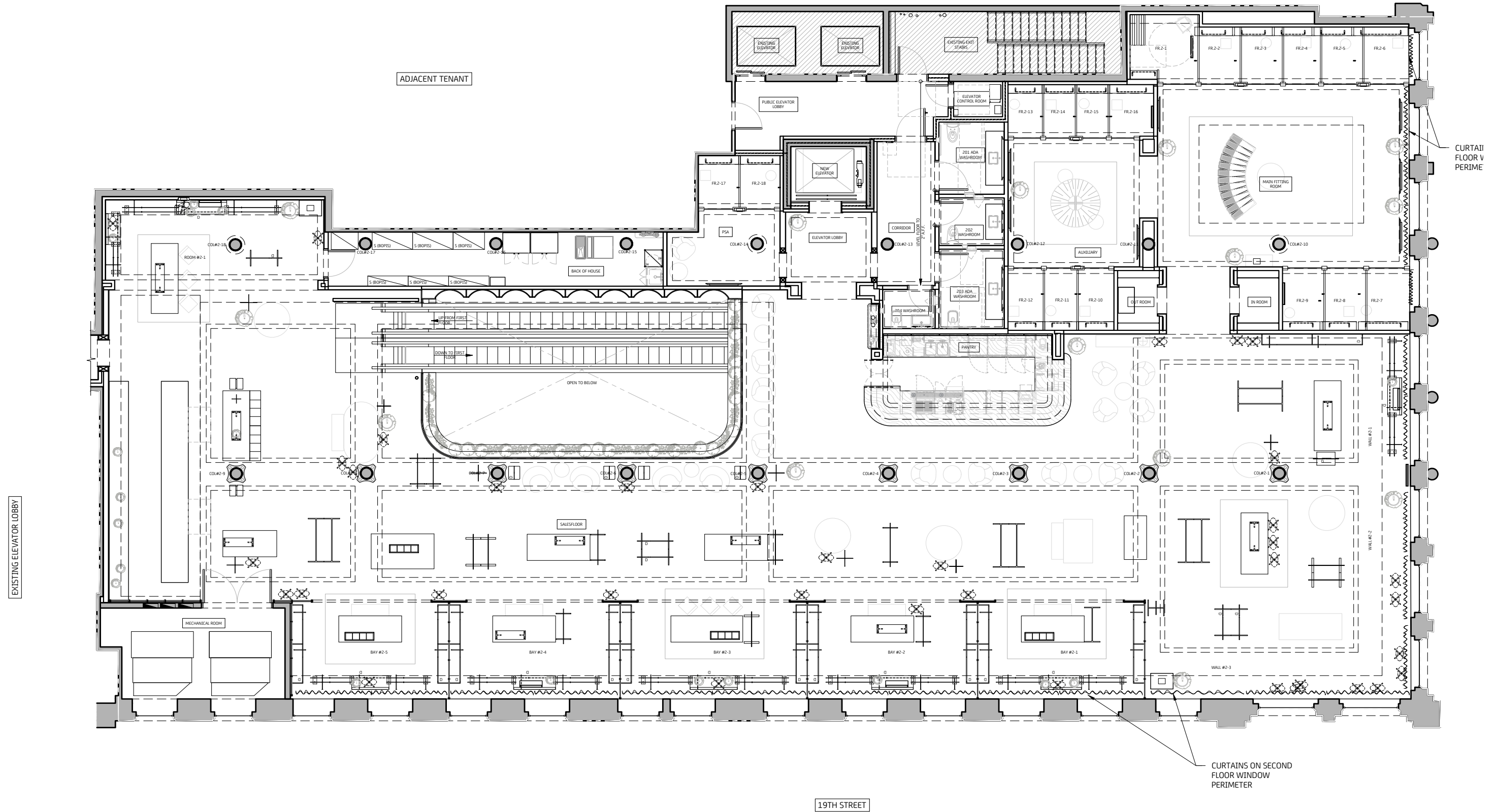
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Appendix



1 PLAN - CELLAR PLAN
 Scale: 1/8" = 1'-0"

Proposed Cellar Plan



Proposed Second Floor Plan



Existing Elevation



Proposed Elevation

Fifth Ave. Existing & Proposed Elevations



Existing Elevation



Proposed Elevation

19th Street Existing & Proposed Elevations



Existing Infill at Bays Proposed for Removal

Close-Up Photographs



BANANA REPUBLIC
West Side On Fifth Ave.



ATHLETA
East Side On Fifth Ave.

Surrounding Internal Lit Signage

3M™ Liquid UV-Curable Adhesive LC-3200 Storage and Crystallization Recovery Procedure

Storage Conditions

3M™ Liquid UV-Curable Adhesive LC-3200 may undergo polymer crystallization if exposed to temperatures below 15°C for extended periods. This can occur either during shipping or storage. This technical bulletin outlines the method to reheat the material to help eliminate the polymer crystallization prior to use.

Storage and Crystallization Recovery Procedure

3M adhesive LC-3200 should be maintained at temperatures above 15°C to prevent polymer crystallization. Polymer crystallization will temporarily render the material unfit for use. Crystallization can be reversed by heating the material per one of the following reheat options outlined in Table A for standard 1 gallon/3.5 liter plastic bottles.

Reheat recommendations:

- The 40°C for 18 hour heat cycle is recommended
- The bottle cap should be loosened during the reheat process to increase oxygen flow to the adhesive surface.
- Immediately after reheating and securing the bottle cap, the bottle may be gently agitated by rolling on a flat surface. This process will help to equalize temperature variation in the material. **NOTE: do not shake or stir the material.**
- 3M adhesive LC-3200 must return to uniform room temperature (~23°C) inside the bottle before connecting to the WSS Mounter dispense system. The minimum amount of time needed to return to a room temperature of 23°C from the maximum heat cycle temperature is provided below.

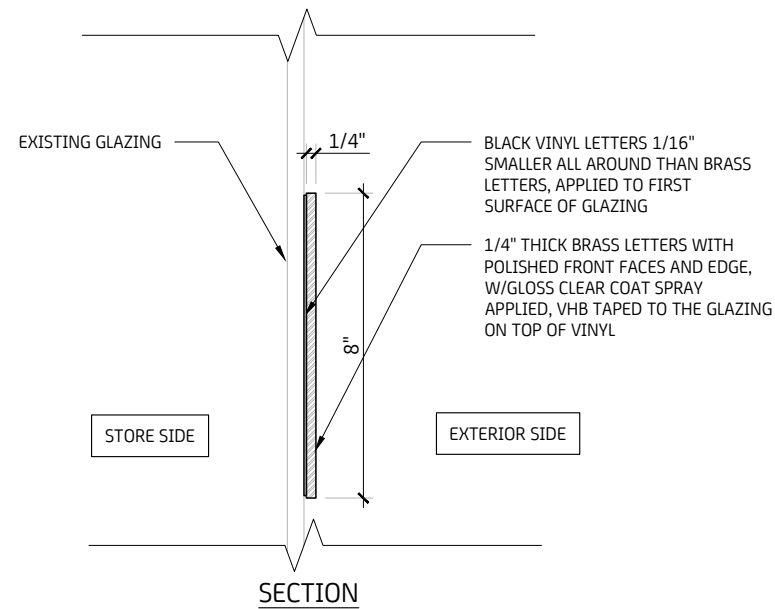
Reheat Options	Adhesive Temperature	Time
Option 1	40°C	18 hours
Option 2	50°C	15 hours
Option 3	60°C	12 hours

Table A. Thermal Heat Cycle

Cooling Options	Adhesive Temperature	Time
Option 1	40°C	6 hours
Option 2	50°C	7 hours
Option 3	60°C	8 hours

Table B. Return to 23°C Room Temp Cooling Time

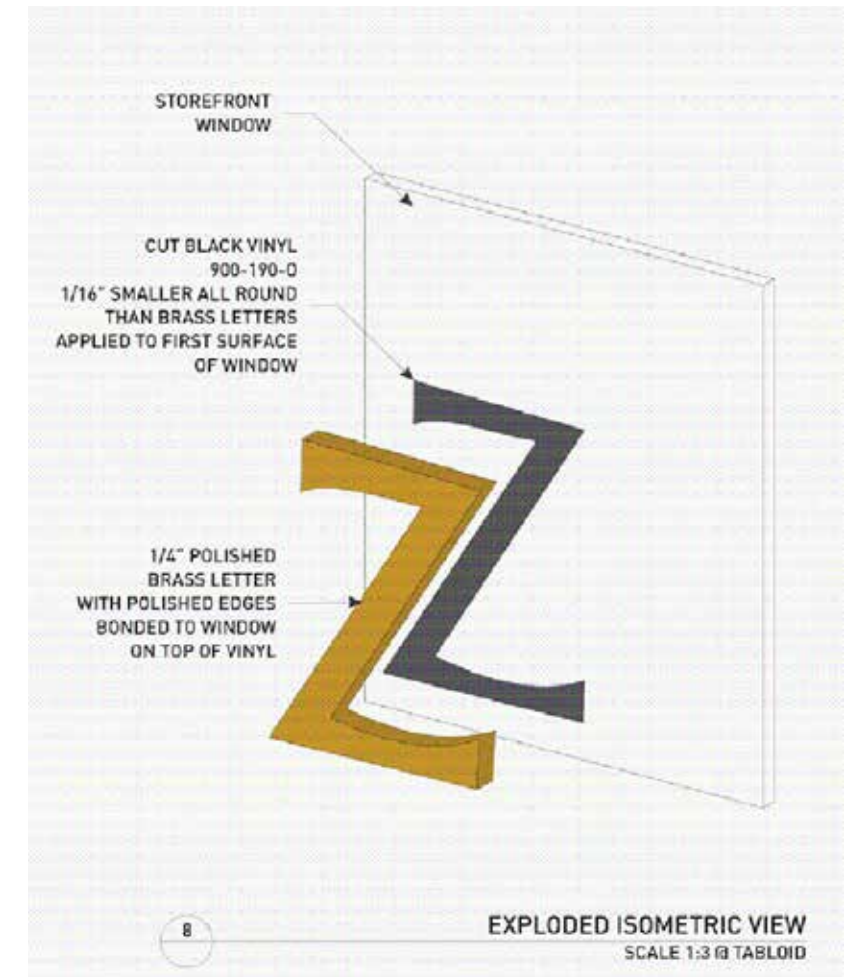
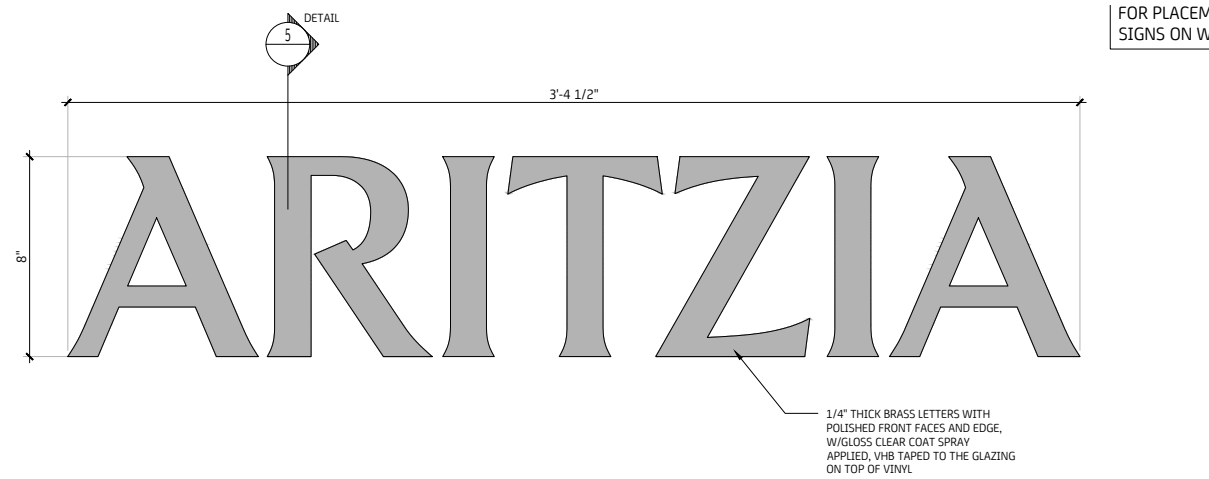
Adhesive For Mini-Window Signs



STOREFRONT FINISHES

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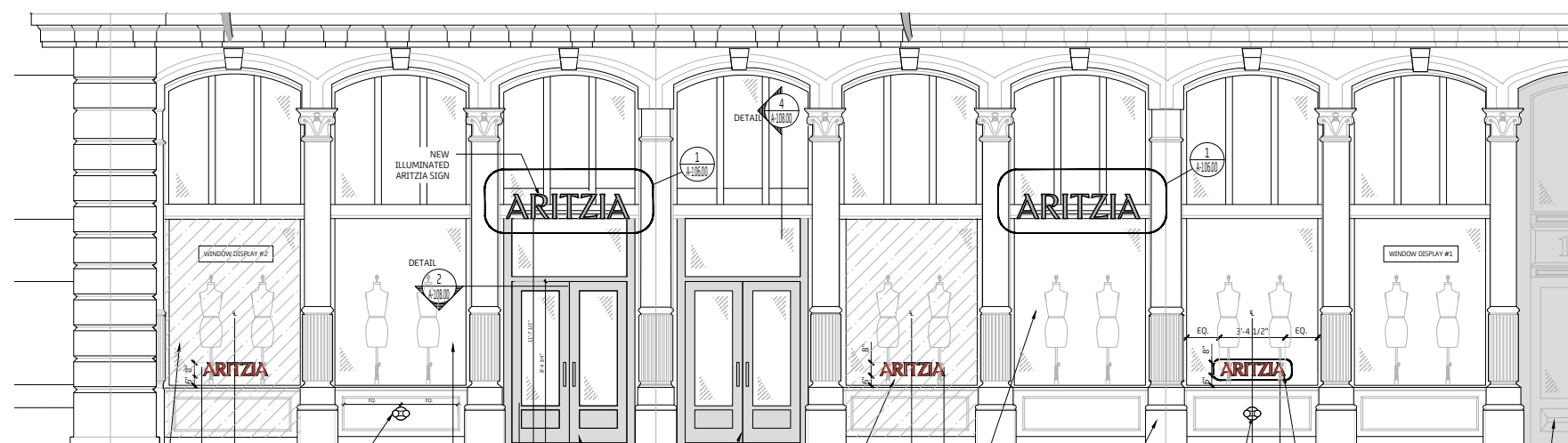


Section - Mini-Window Signs



Proposed 19th Street Elevation

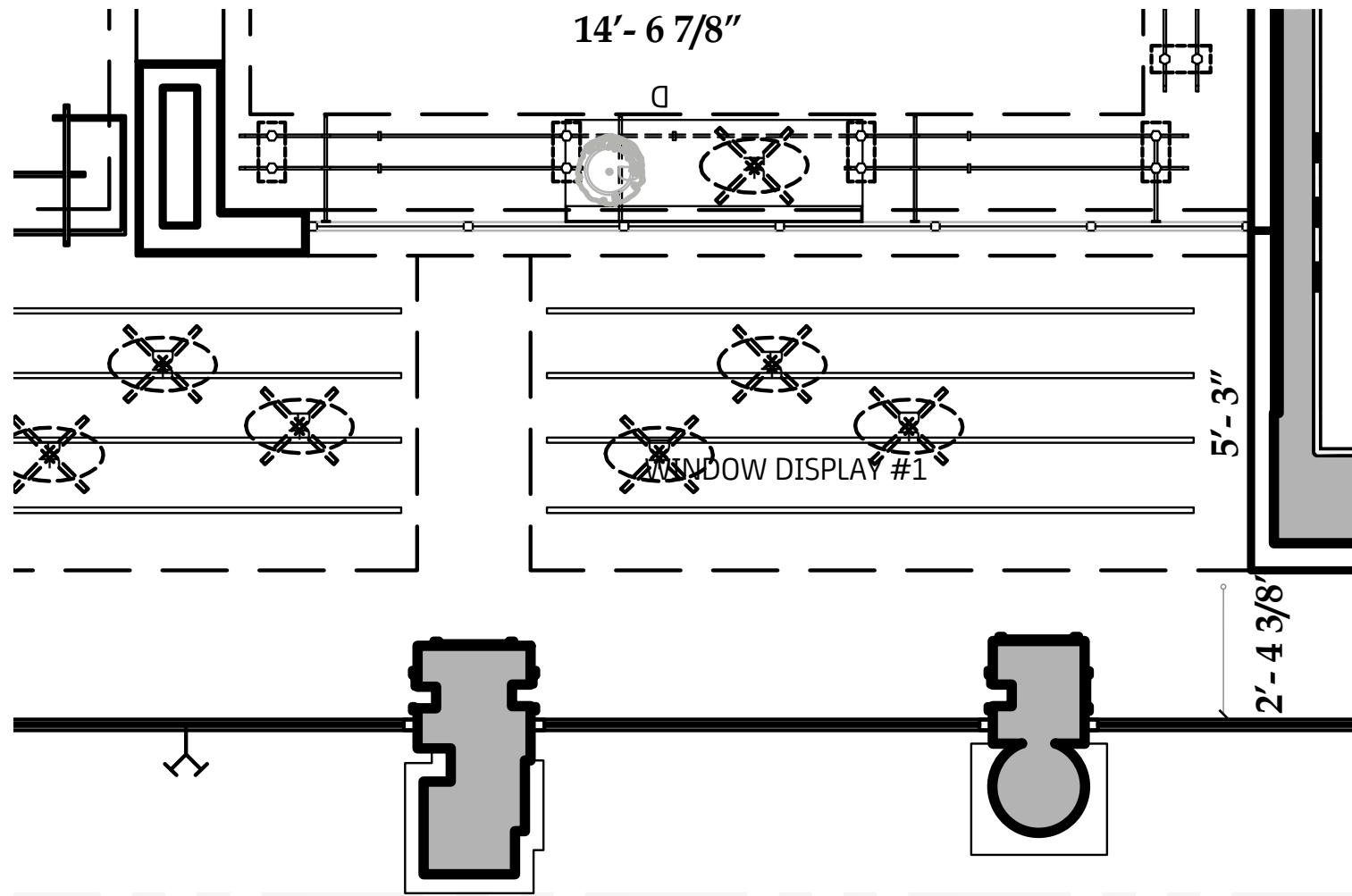
Elevation - Mini-Window Signs



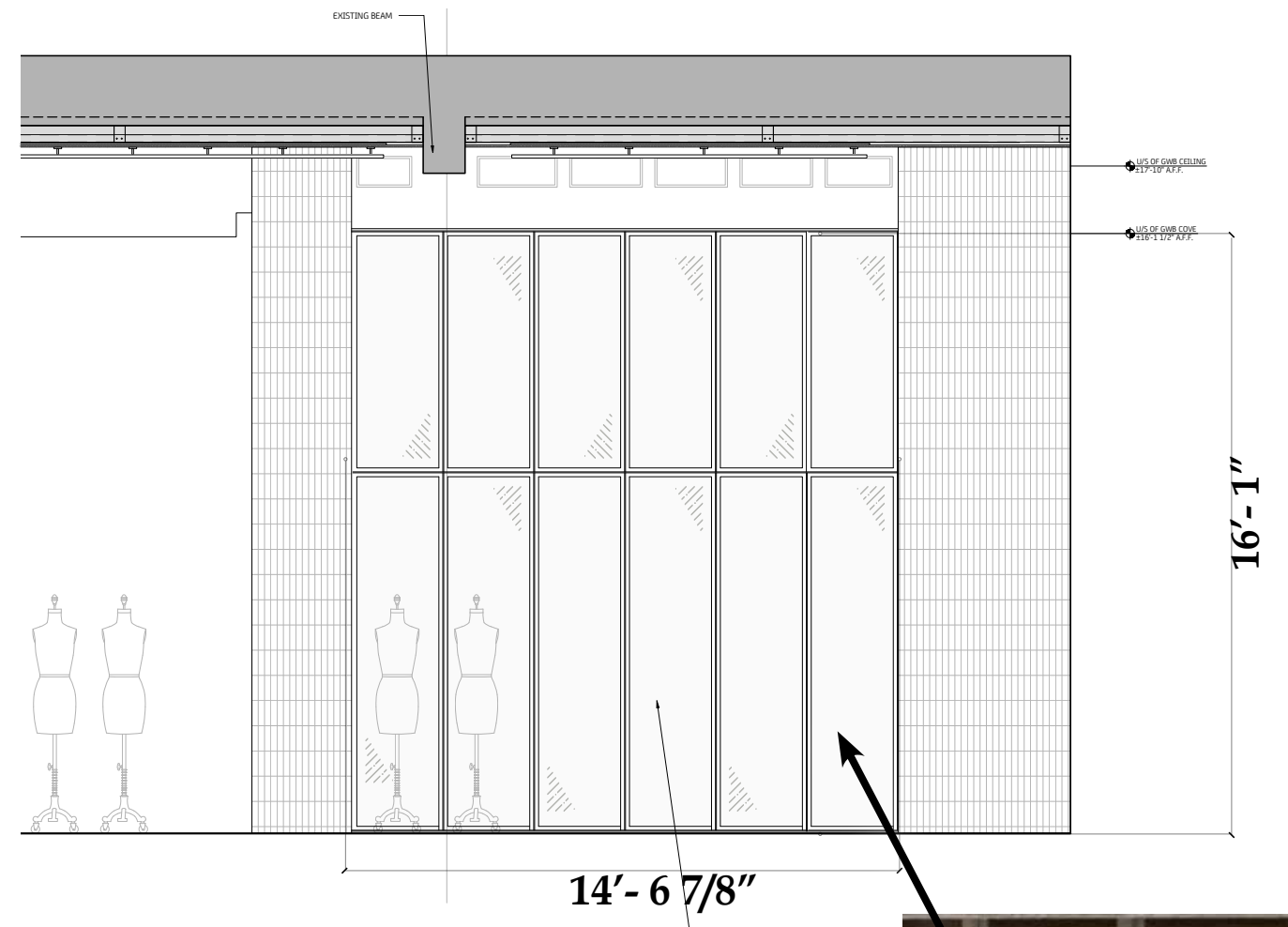
Proposed Fifth Ave. Elevation

Exploded Isometric

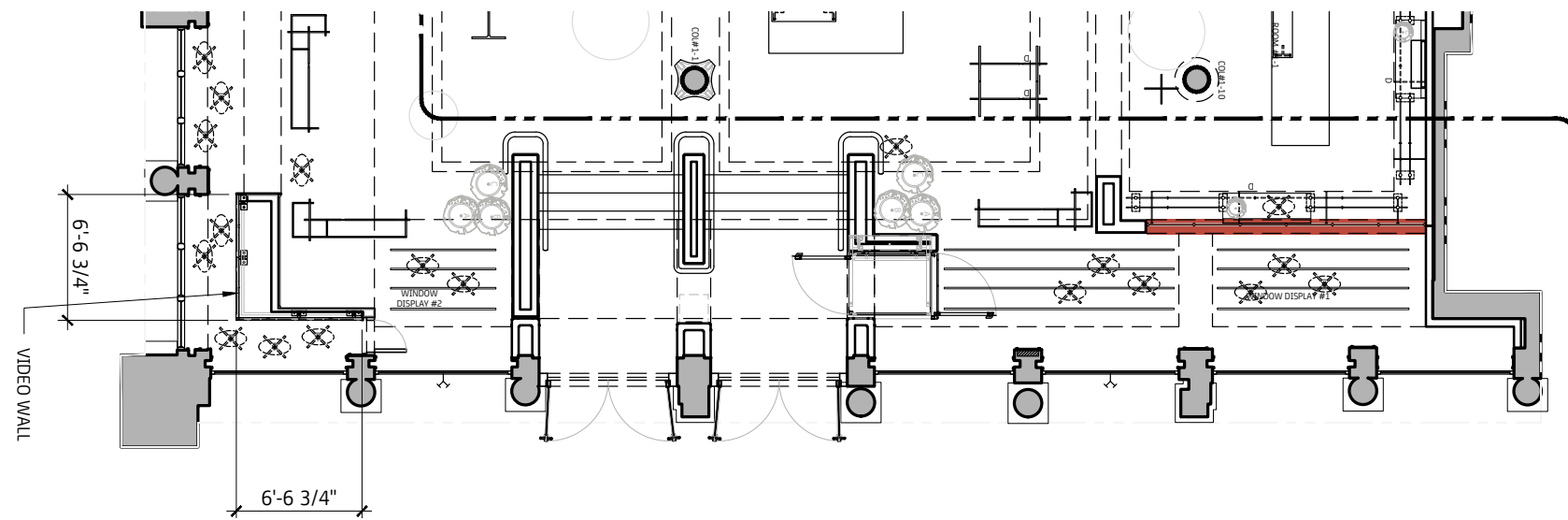
Mini-Window Signage



Detail Plan



Interior Elevation



Plan



Brass Tint

Render Material

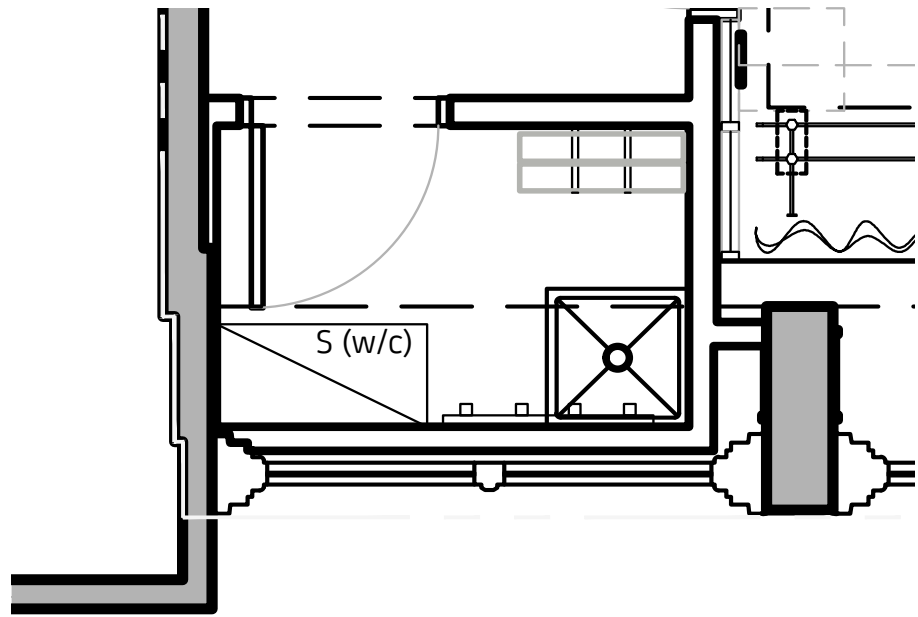
Proposed Curtain Wall



Curtain Wall

Fifth Ave. - Proposed Elevation

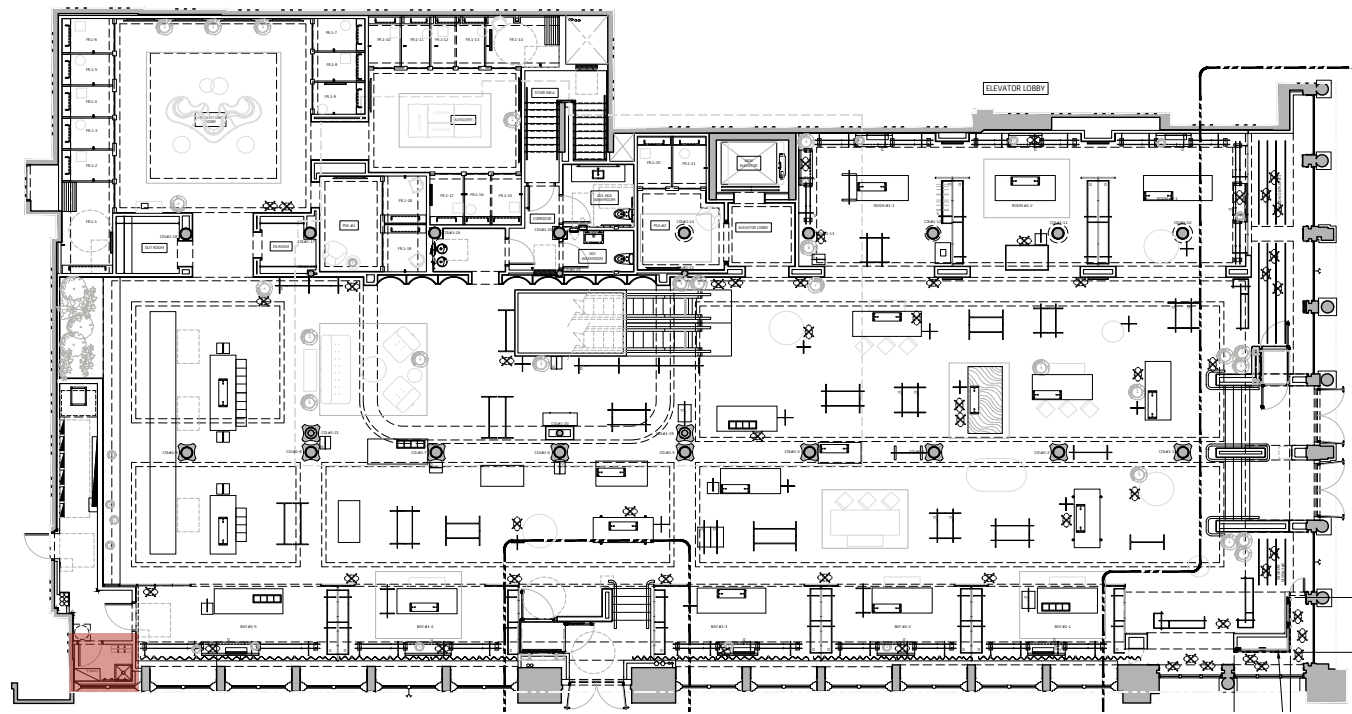
Proposed Renders



Detail Plan



Rendered Elevation



Plan



Elevation

Proposed Window Film



**Note : Legal Flag Pole on Fifth Ave
1989 LPC Designation Photo**

Flag Pole On Fifth Ave

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