

The current proposal is:

Preservation Department – Item 6, LPC-21-01284

**770 Broadway,
Borough of Manhattan**

How to Testify Via Zoom:

<https://us02web.zoom.us/j/89088348352?pwd=b2FRd3VaUjlZMDI3TUUt6RjlmVmExUT09>

Webinar ID: 873 5169 1360

Passcode: 866444

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1 646-558-8656

US (New York) 877-853-5257 (Toll free)

US 888 475 4499 (Toll free)

Note: If you want to testify 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.

770 BROADWAY

STOREFRONT MASTERPLAN

LANDMARKS PRESERVATION COMMISSION PUBLIC HEARING
SEPTEMBER 22, 2020





1 | NOHO HISTORIC DISTRICT MAP



2 | 770 BROADWAY PHOTOGRAPH - SE CORNER

NOHO HISTORIC DISTRICT

STOREFRONT MASTERPLAN

SCOPE OF WORK

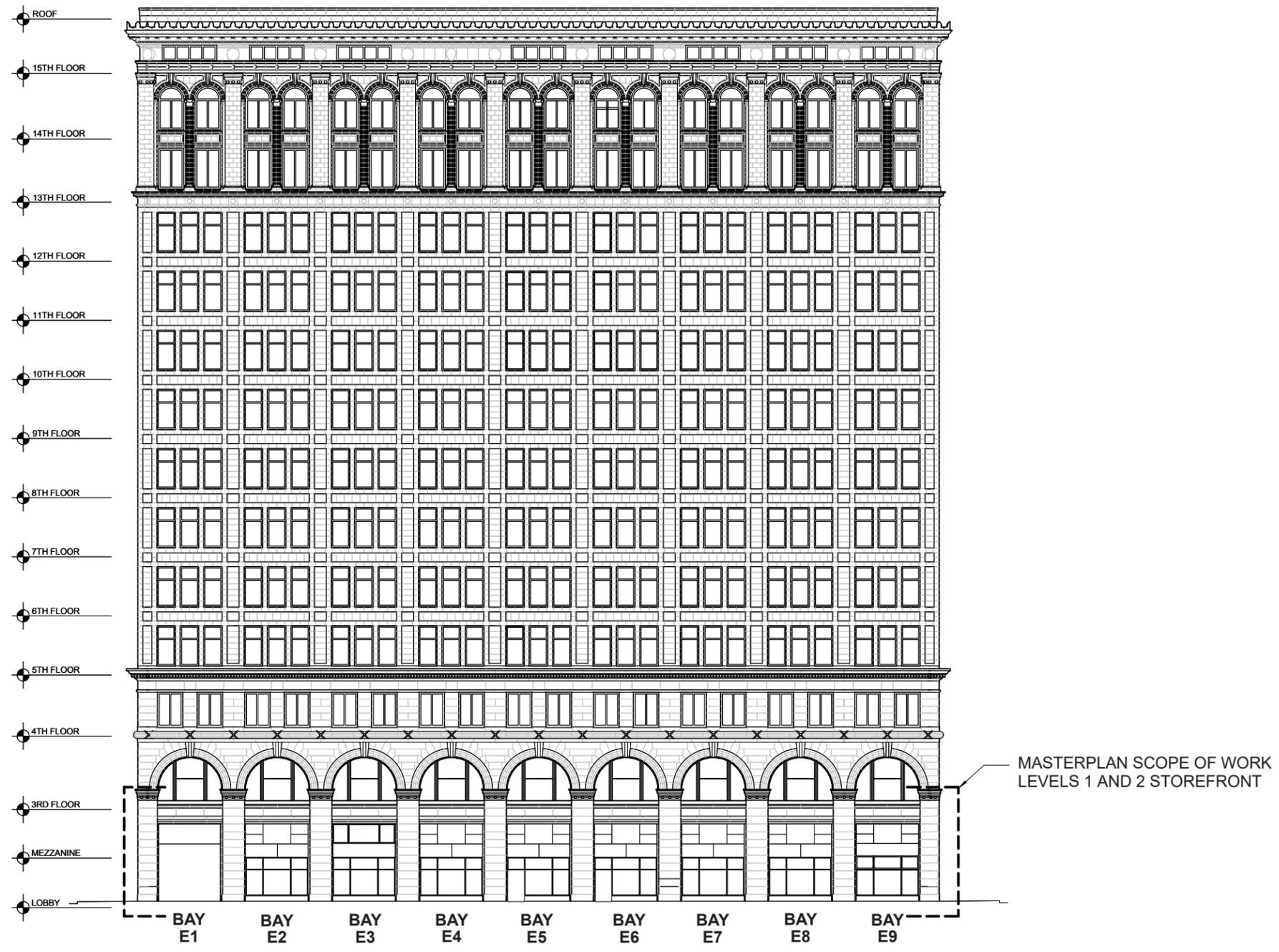




1 | EXISTING NORTH ELEVATION | 9TH STREET

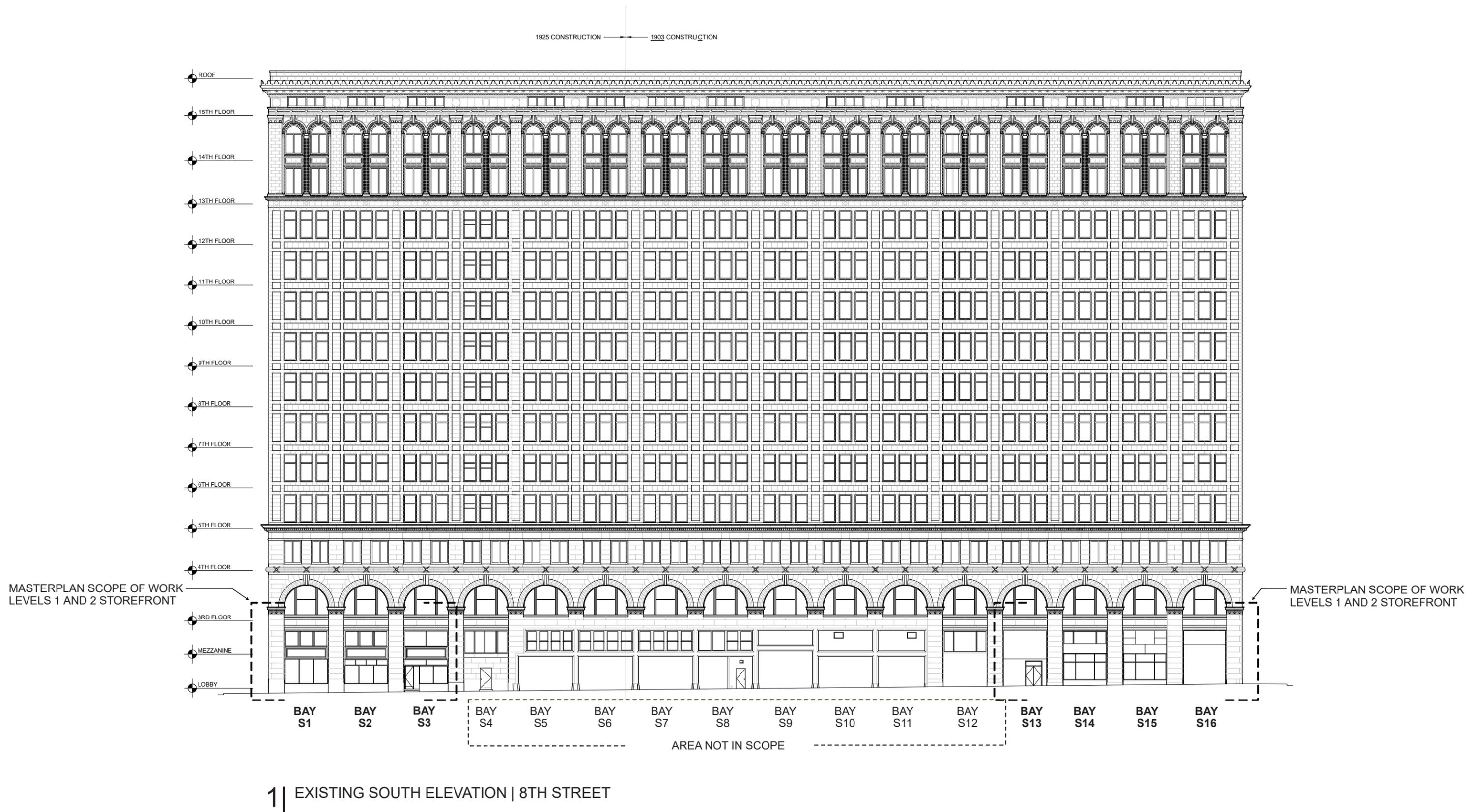
OVERALL BUILDING ELEVATIONS | EXISTING



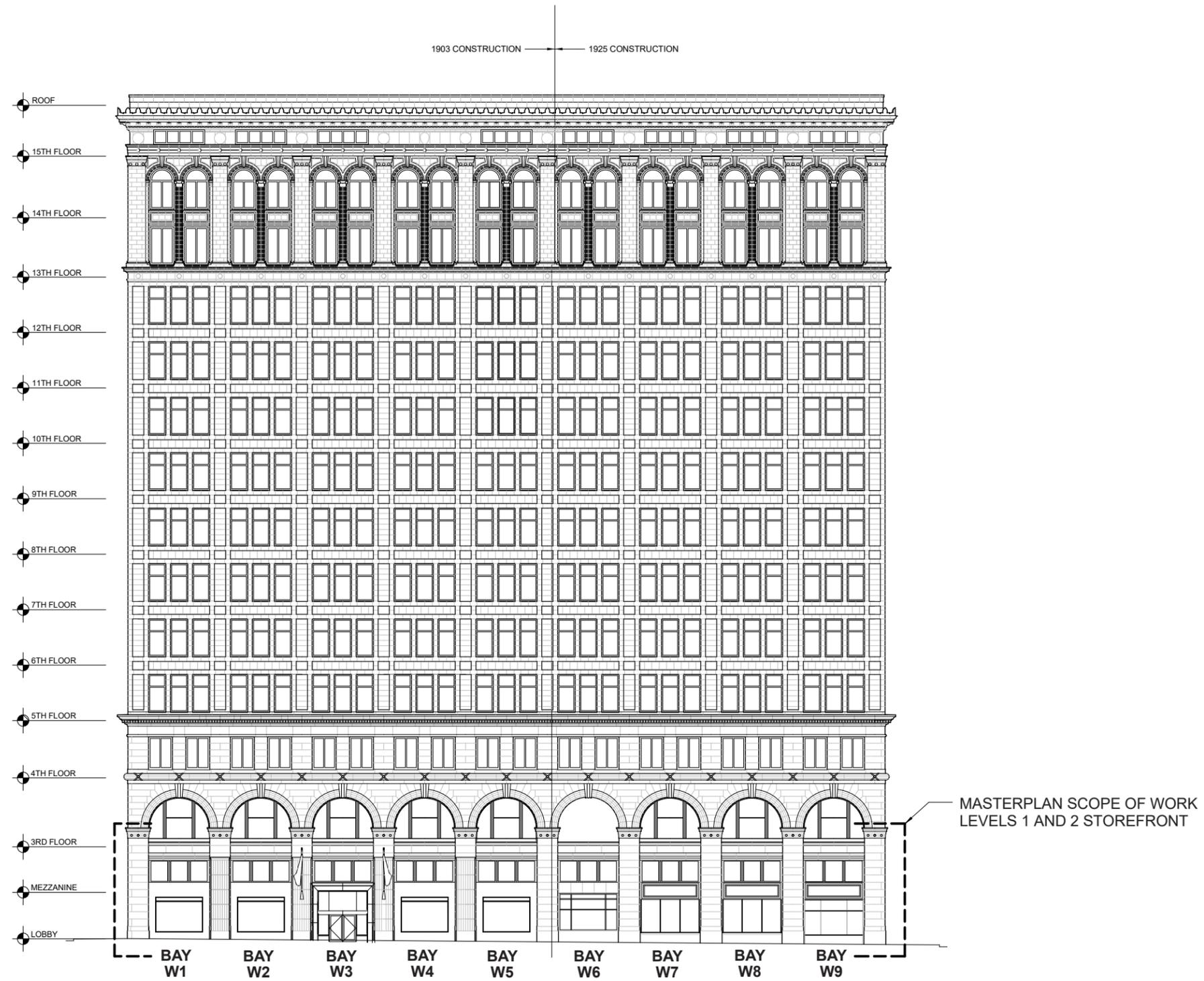


1 | EXISTING EAST ELEVATION | LAFAYETTE STREET

OVERALL BUILDING ELEVATIONS | EXISTING



OVERALL BUILDING ELEVATIONS | EXISTING



1 | EXISTING WEST ELEVATION | BROADWAY

OVERALL BUILDING ELEVATIONS | EXISTING



1 | TYPICAL CURRENT STOREFRONT INFILL





1 | EXISTING WEST FACADE | BROADWAY



2 | PROPOSED WEST FACADE | BROADWAY

770 BROADWAY STOREFRONT | EXISTING AND PROPOSED



1 | EXISTING EAST FACADE | LAFAYETTE ST



2 | PROPOSED EAST FACADE | LAFAYETTE ST

770 BROADWAY STOREFRONT | EXISTING AND PROPOSED

HISTORICAL CONTEXT





1 | 8TH STREET AND LAFAYETTE STREET - 1913



2 | 8TH STREET AND LAFAYETTE STREET - 1933

770 BROADWAY | HISTORICAL PHOTOGRAPHS



1 | 8TH STREET AND BROADWAY - 1913

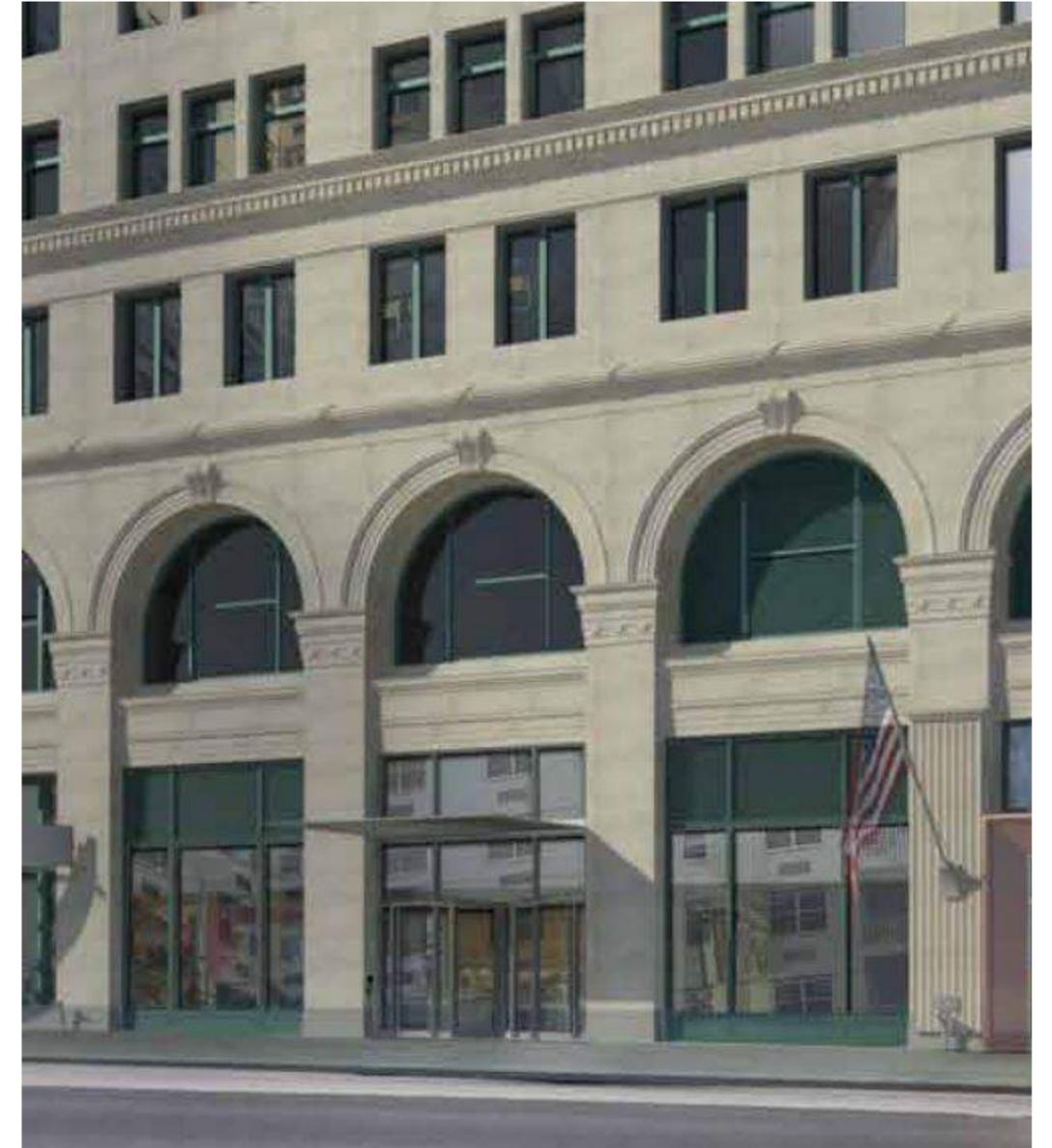


2 | 8TH STREET AND BROADWAY - 1913

STOREFRONT | HISTORICAL PHOTOGRAPHS



1 | 9TH AND LAFAYETTE - 1999
LANDMARK DESIGNATION PHOTOGRAPH



2 | 9TH AND BROADWAY - 2019
TENANT LOBBY RENOVATION

STOREFRONT | HISTORICAL & RENOVATION PHOTOGRAPHS

EXISTING CONDITIONS

FLOOR PLANS, ELEVATIONS, AND SECTIONS





BAY N10



BAY N5



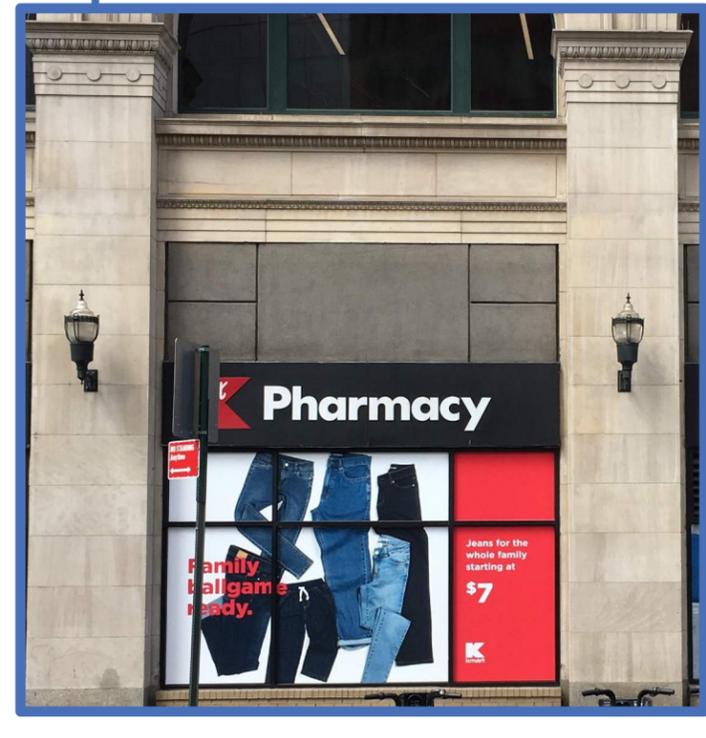
BAY E2



BAY E7

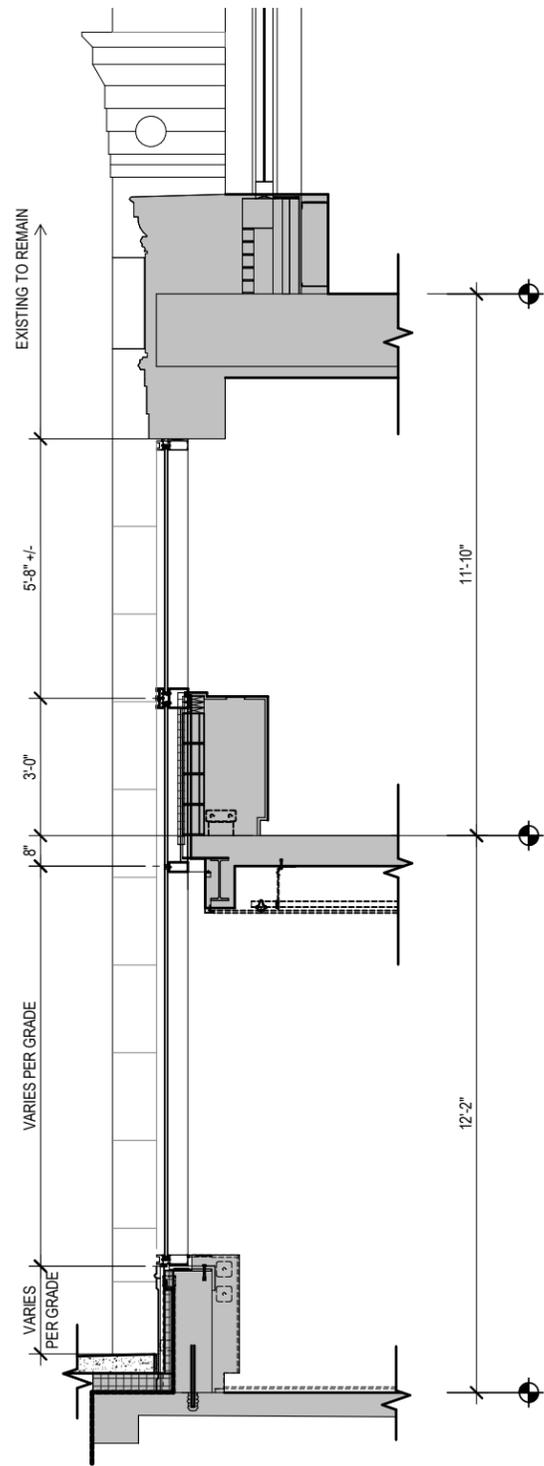


BAY S14



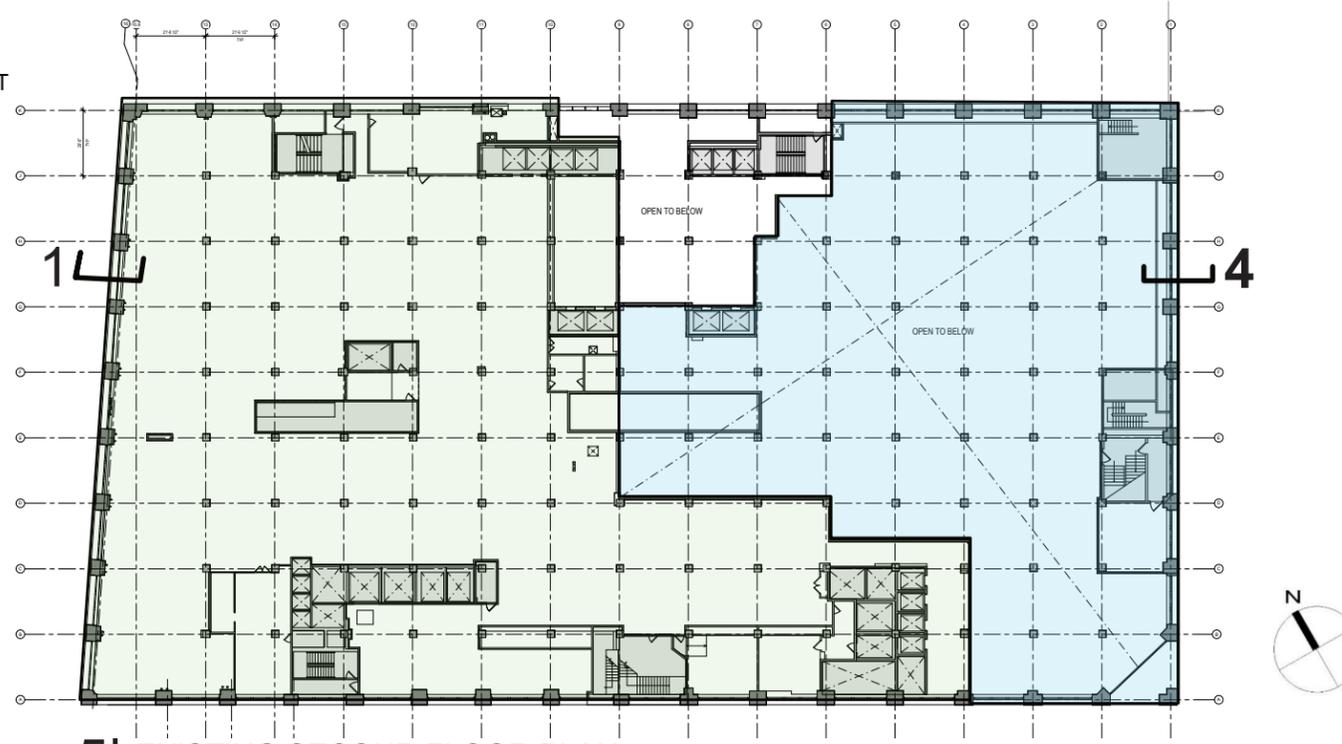
BAY E8

EXISTING BAY SUMMARY



1 WEST SECTION (OFFICE)
SINGLE HEIGHT SPACE

KEY
 DOUBLE HEIGHT RETAIL
 SINGLE HEIGHT RETAIL, OFFICE



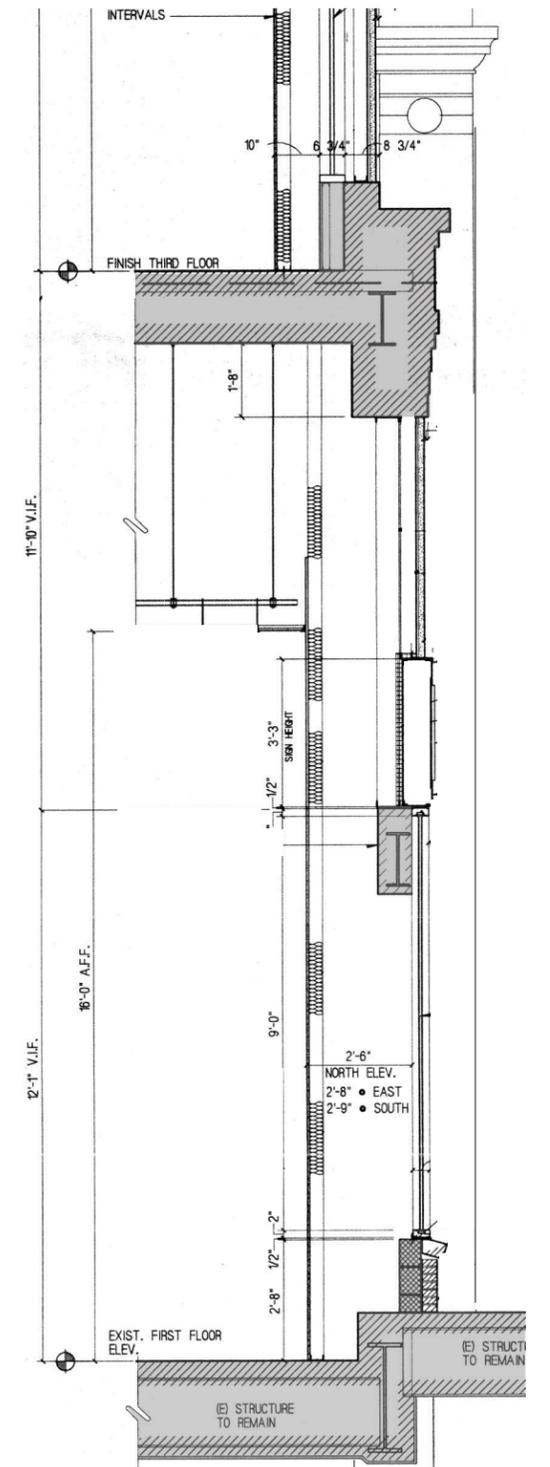
5 EXISTING SECOND FLOOR PLAN



2 EXISTING SECOND FLOOR CONVECTOR

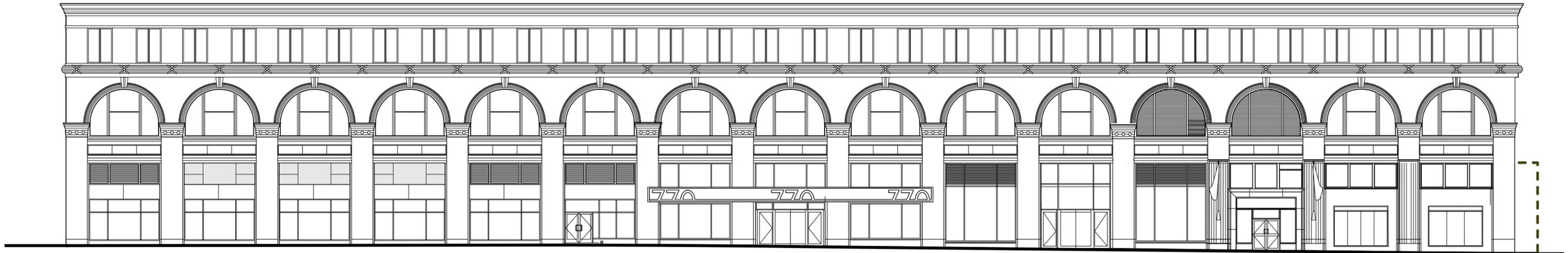


3 EXISTING EAST SECTION (KMART)
DOUBLE HEIGHT RETAIL SPACE



4 EAST SECTION (KMART)
DOUBLE HEIGHT RETAIL SPACE

EXISTING WALL SECTIONS



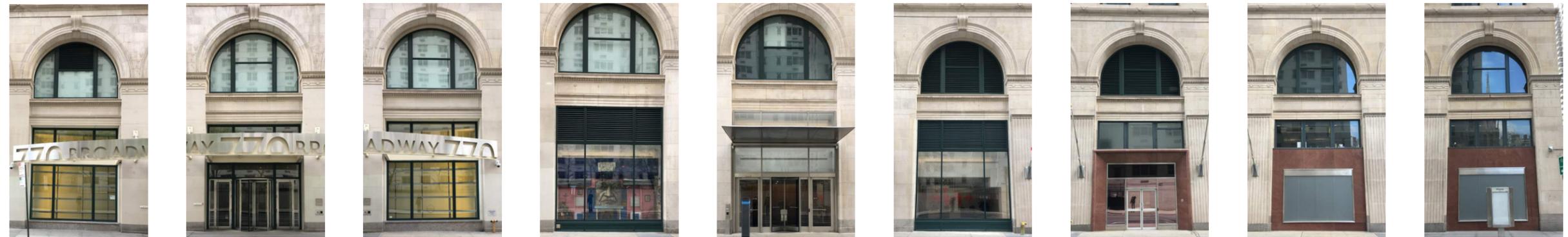
BAY N1 BAY N2 BAY N3 BAY N4 BAY N5 BAY N6 BAY N7 BAY N8 BAY N9 BAY N10 BAY N11 BAY N12 BAY N13 BAY N14 BAY N15

AREA NOT IN SCOPE
MAIN BUILDING LOBBY

SCOPE OF WORK:
LEVELS 1 & 2 STOREFRONT

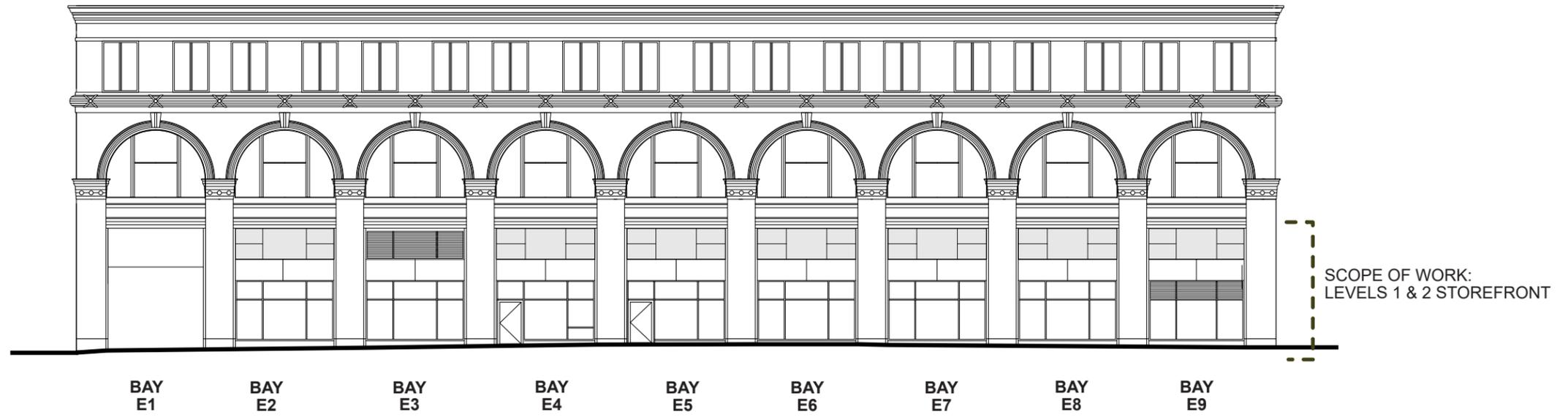


BAY N1 BAY N2 BAY N3 BAY N4 BAY N5 BAY N6

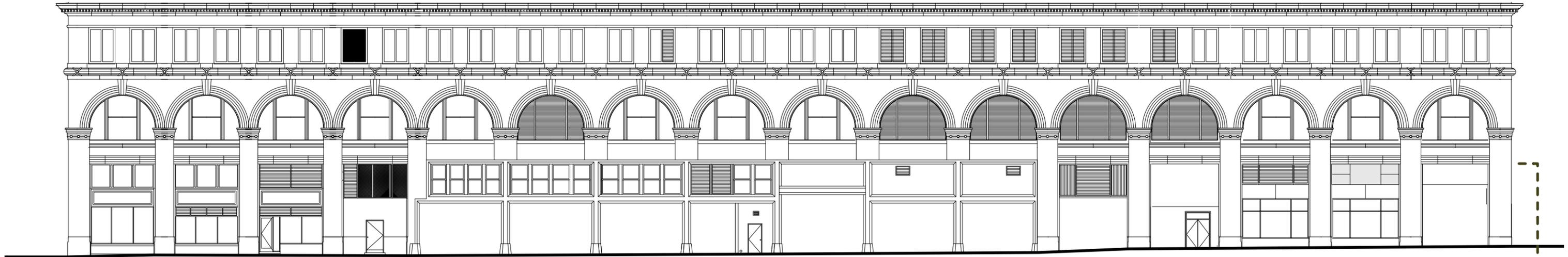


BAY N7 BAY N8 BAY N9 BAY N10 BAY N11 BAY N12 BAY N13 BAY N14 BAY N15

CURRENT NORTH ELEVATION | 9TH STREET



CURRENT EAST ELEVATION | LAFAYETTE STREET



BAY S1 BAY S2 BAY S3 BAY S4 BAY S5 BAY S6 BAY S7 BAY S8 BAY S9 BAY S10 BAY S11 BAY S12 BAY S13 BAY S14 BAY S15 BAY S16

----- AREA NOT IN SCOPE -----

SCOPE OF WORK:
LEVELS 1 & 2 STOREFRONT



BAY S1



BAY S2



BAY S3



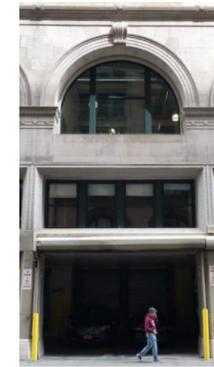
BAY S4



BAY S5



BAY S6



BAY S7



BAY S8



BAY S9



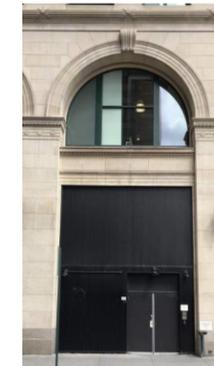
BAY S10



BAY S11



BAY S12



BAY S13



BAY S14



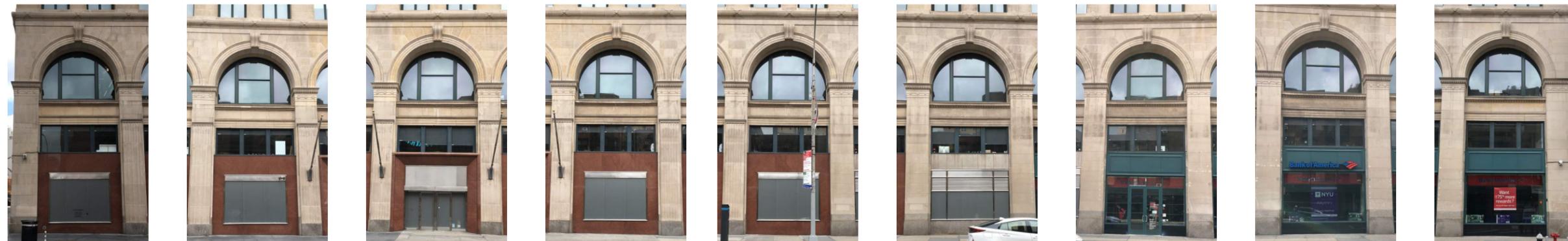
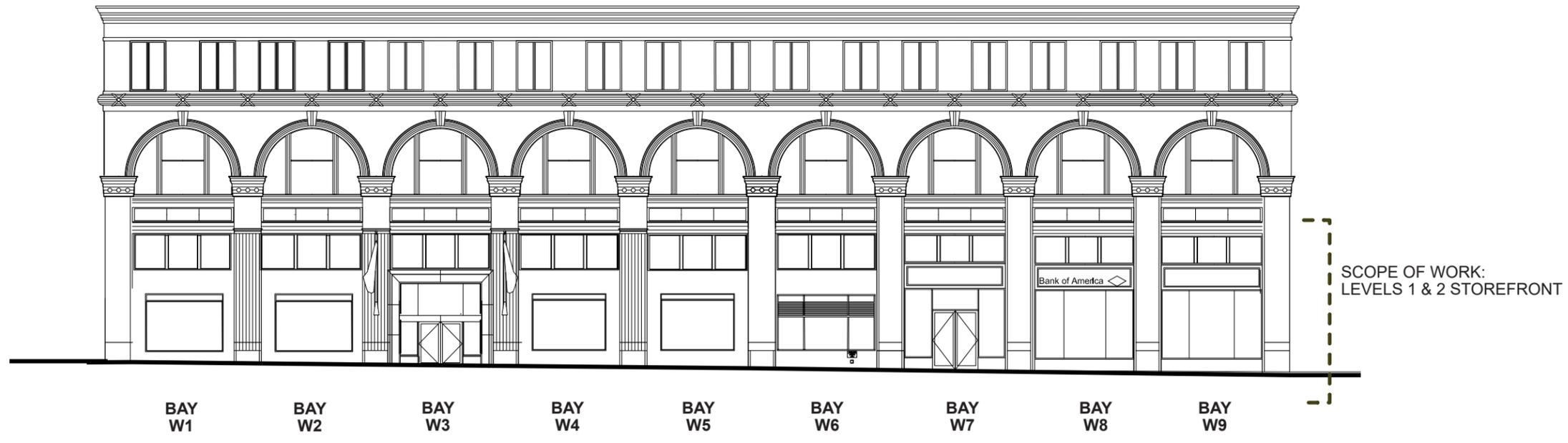
BAY S15



BAY S16

CURRENT SOUTH ELEVATION | 8TH STREET



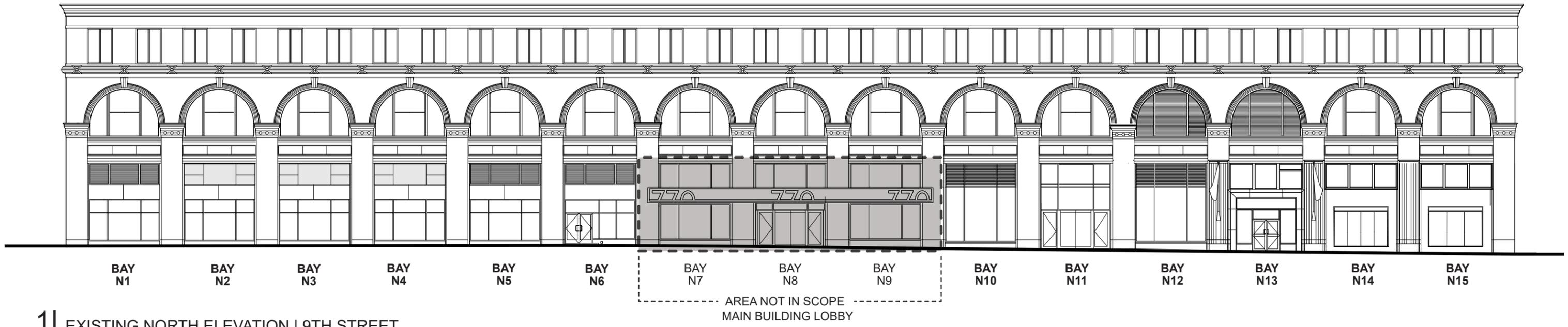


BAY W1 BAY W2 BAY W3 BAY W4 BAY W5 BAY W6 BAY W7 BAY W8 BAY W9

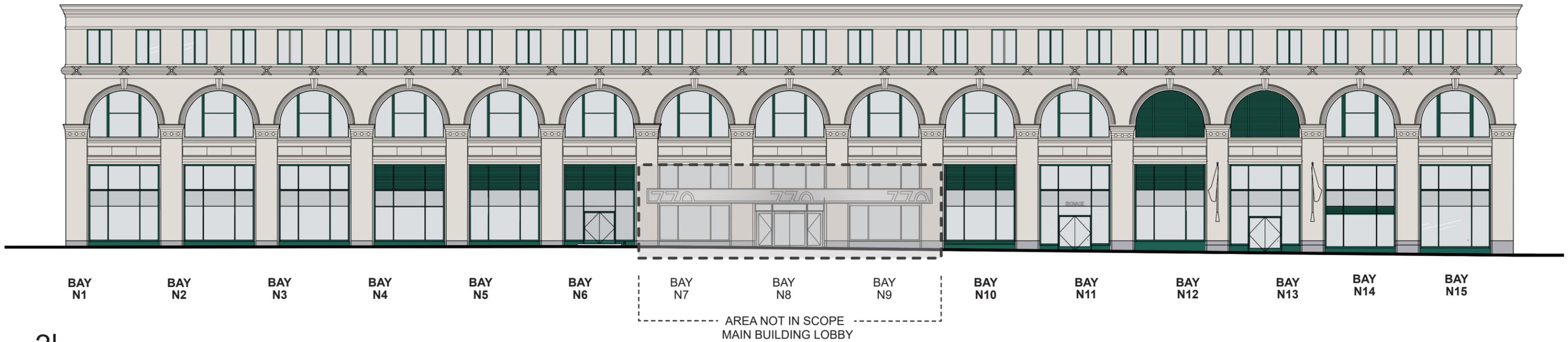
CURRENT WEST ELEVATION | BROADWAY

ELEVATIONS & PLANS
EXISTING AND PROPOSED



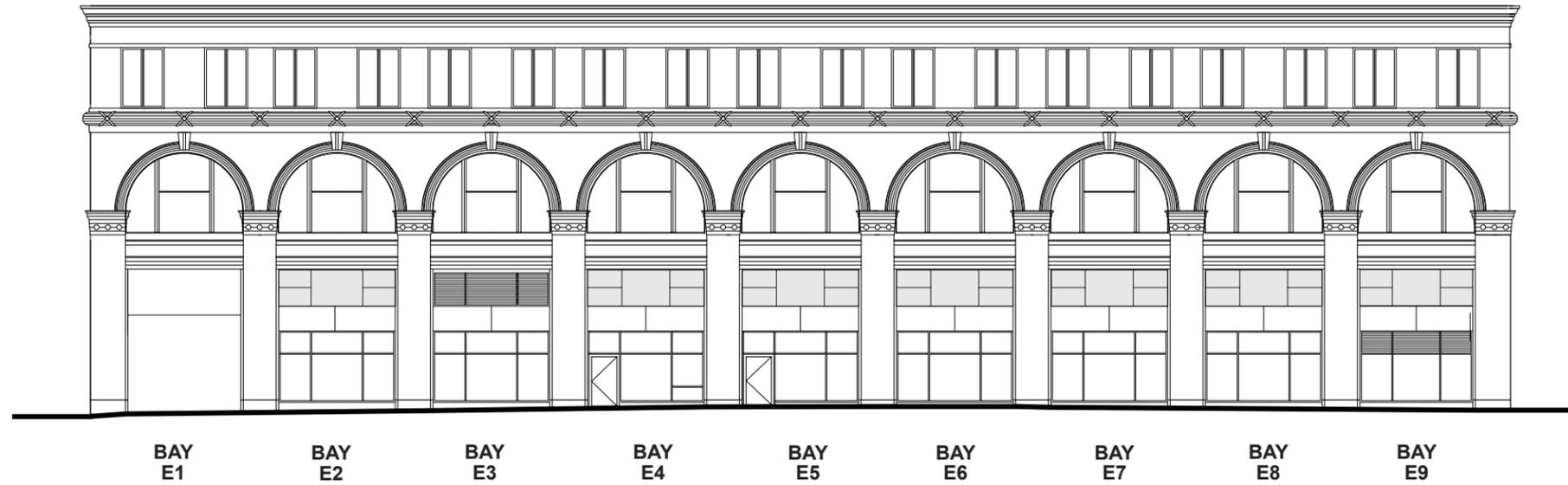


1 | EXISTING NORTH ELEVATION | 9TH STREET

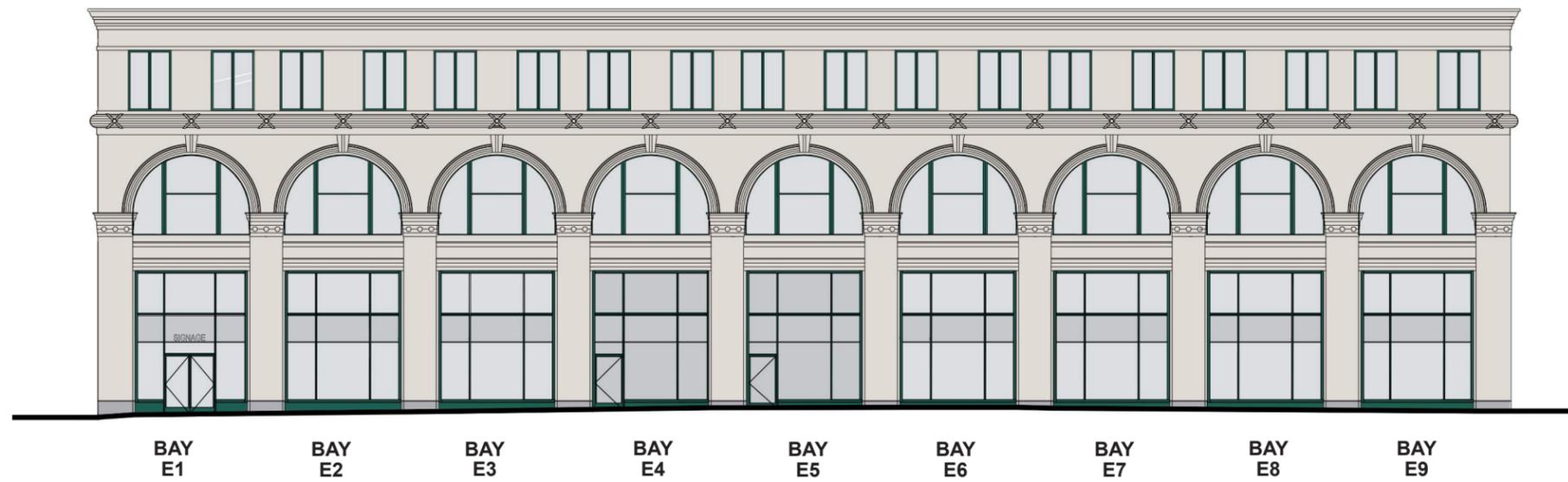


2 | PROPOSED NORTH ELEVATION PROPORTIONS | 9TH STREET

ELEVATIONS | EXISTING & PROPOSED

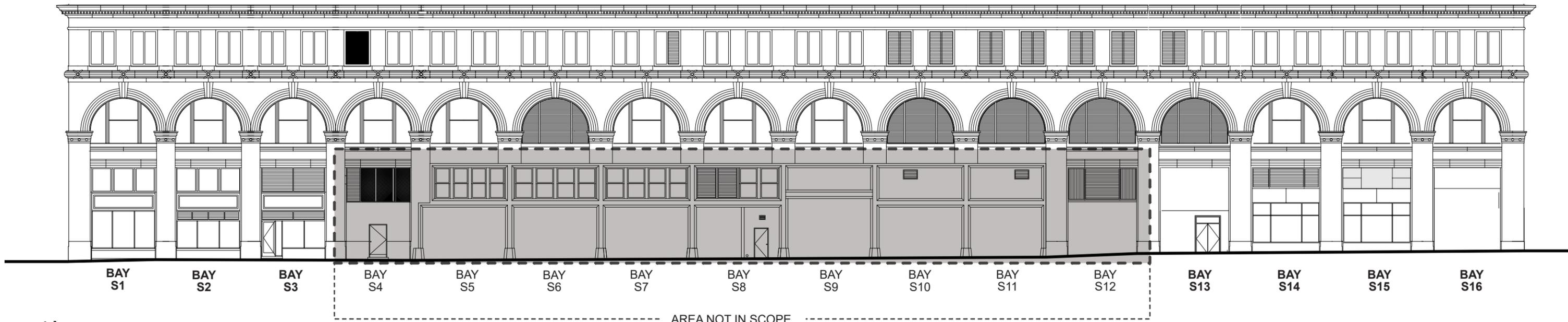


1 | EXISTING EAST ELEVATION | LAFAYETTE STREET

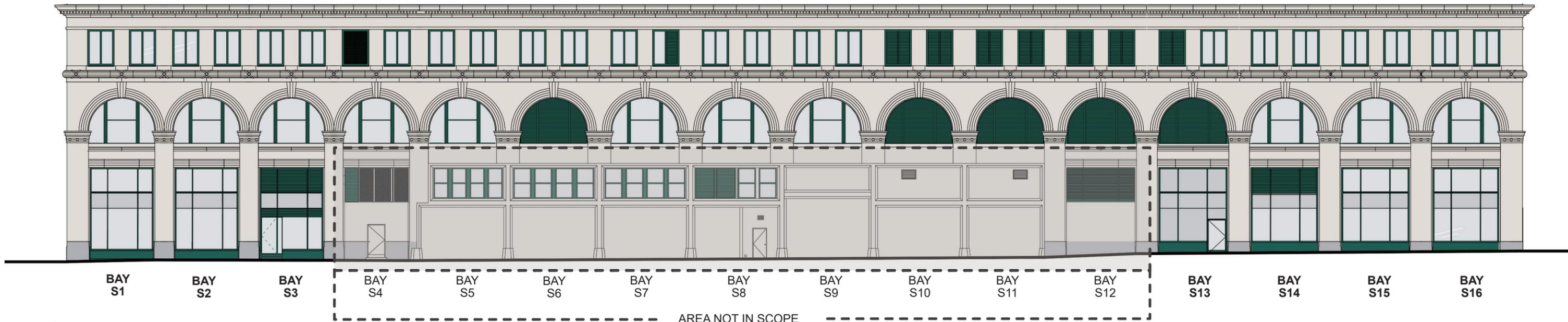


2 | PROPOSED EAST ELEVATION PROPORTIONS | LAFAYETTE STREET

ELEVATIONS | EXISTING & PROPOSED



1 | EXISTING SOUTH ELEVATION | 8TH STREET



2 | PROPOSED SOUTH ELEVATION PROPORTIONS | 8TH STREET

ELEVATIONS | EXISTING & PROPOSED



1 | EXISTING WEST ELEVATION | BROADWAY

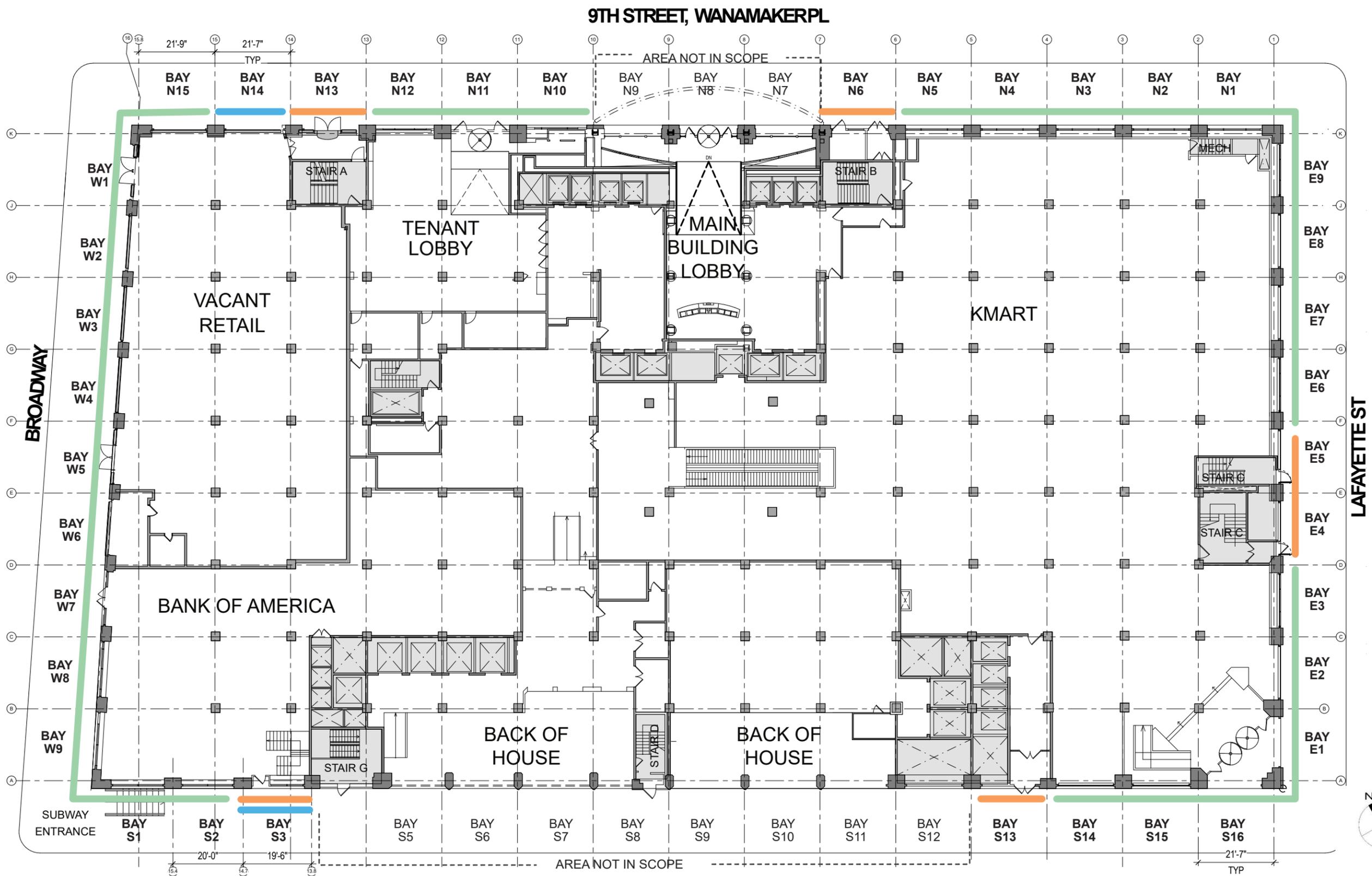


2 | PROPOSED WEST ELEVATION PROPORTIONS | BROADWAY

ELEVATIONS | EXISTING & PROPOSED

770 BROADWAY	
BAY CATALOG	
FAÇADE ELEVATION:	
NORTH	BAY INFILL OPTIONS
N1	A, B
N2	A, B
N3	A, B, C, D
N4	A, B, C, D
N5	A, B, C, D
N6	B, D
N7	
N8	NOT IN SCOPE
N9	
N10	A, C, D
N11	B, C, D
N12	A, B, C, D
N13	B, D
N14	A, B, 3
N15	A, B
EAST	BAY OPTIONS
E1	A, B
E2	A, B
E3	A, B
E4	1
E5	1A
E6	A, B
E7	A, B
E8	A, B
E9	A, B
SOUTH	BAY OPTIONS
S1	A
S2	A
S3	A, C, 2
S4	
S5	
S6	
S7	
S8	NOT IN SCOPE
S9	
S10	
S11	
S12	
S13	1B
S14	A, B, C, D
S15	A, B
S16	A, B
WEST	BAY OPTIONS
W1	A, B
W2	A, B
W3	A, B
W4	A, B
W5	A, B
W6	A, B
W7	A, B
W8	A, B
W9	A, B

- PROPOSED PREFERRED BAY TYPES**
- VISION GLAZING
 - LOUVERS
 - EGRESS/ENTRY



1 | EXISTING GROUND FLOOR PLAN

8TH STREET

EXISTING FLOOR PLANS WITH PROPOSED BAYS

770 BROADWAY	
BAY CATALOG	
FAÇADE ELEVATION:	
NORTH BAY INFILL OPTIONS	
N1	A, B
N2	A, B
N3	A, B, C, D
N4	A, B, C, D
N5	A, B, C, D
N6	B, D
N7	
N8	NOT IN SCOPE
N9	
N10	A, C, D
N11	B, C, D
N12	A, B, C, D
N13	B, D
N14	A, B, 3
N15	A, B
EAST BAY OPTIONS	
E1	A, B
E2	A, B
E3	A, B
E4	1
E5	1A
E6	A, B
E7	A, B
E8	A, B
E9	A, B
SOUTH BAY OPTIONS	
S1	A
S2	A
S3	A, C, 2
S4	
S5	
S6	
S7	
S8	NOT IN SCOPE
S9	
S10	
S11	
S12	
S13	1B
S14	A, B, C, D
S15	A, B
S16	A, B
WEST BAY OPTIONS	
W1	A, B
W2	A, B
W3	A, B
W4	A, B
W5	A, B
W6	A, B
W7	A, B
W8	A, B
W9	A, B

- PROPOSED PREFERRED BAY TYPES**
- VISION GLAZING
 - LOUVERS
 - EGRESS/ENTRY



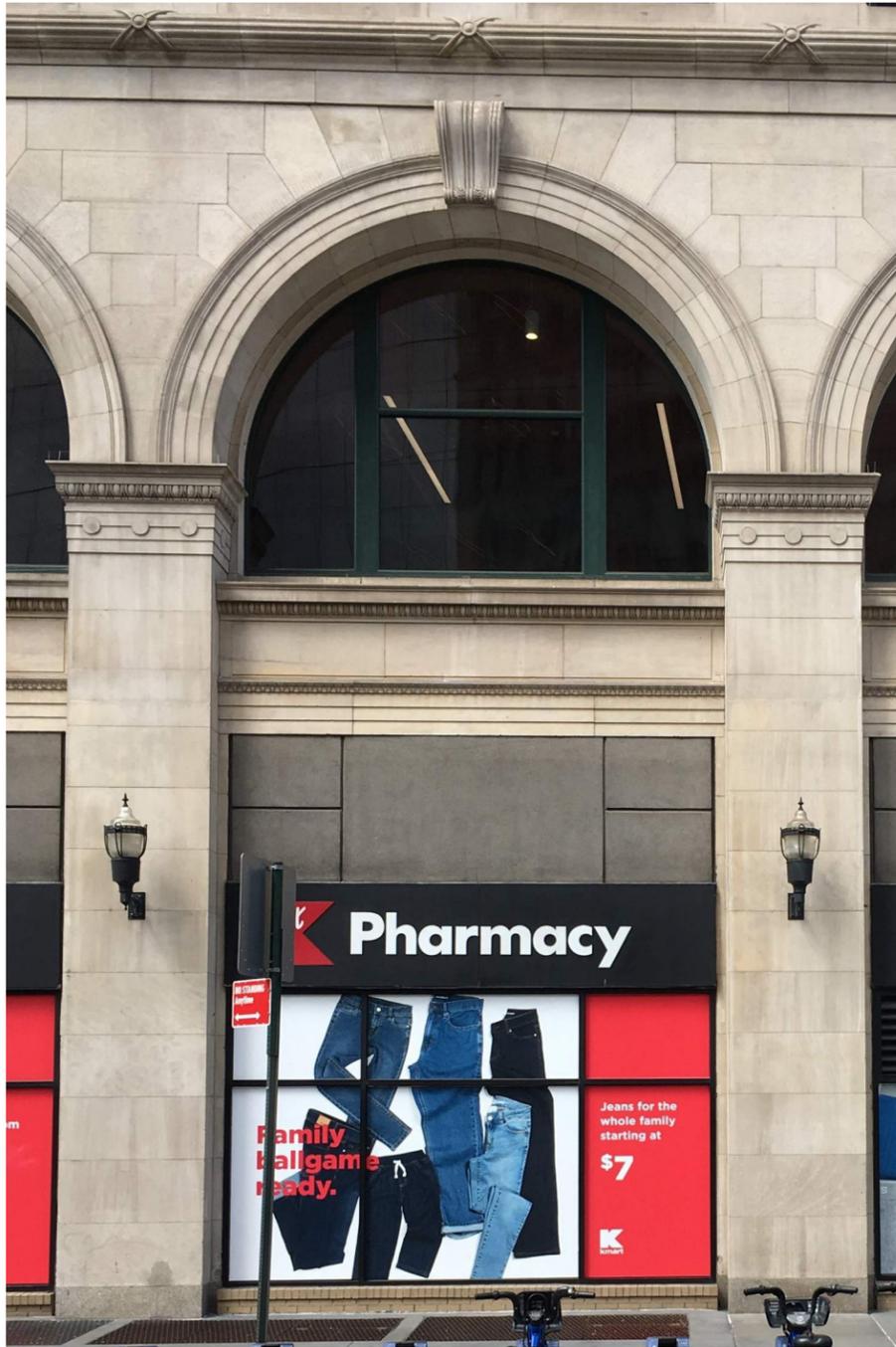
1 | EXISTING SECOND FLOOR PLAN

EXISTING FLOOR PLANS WITH PROPOSED BAYS



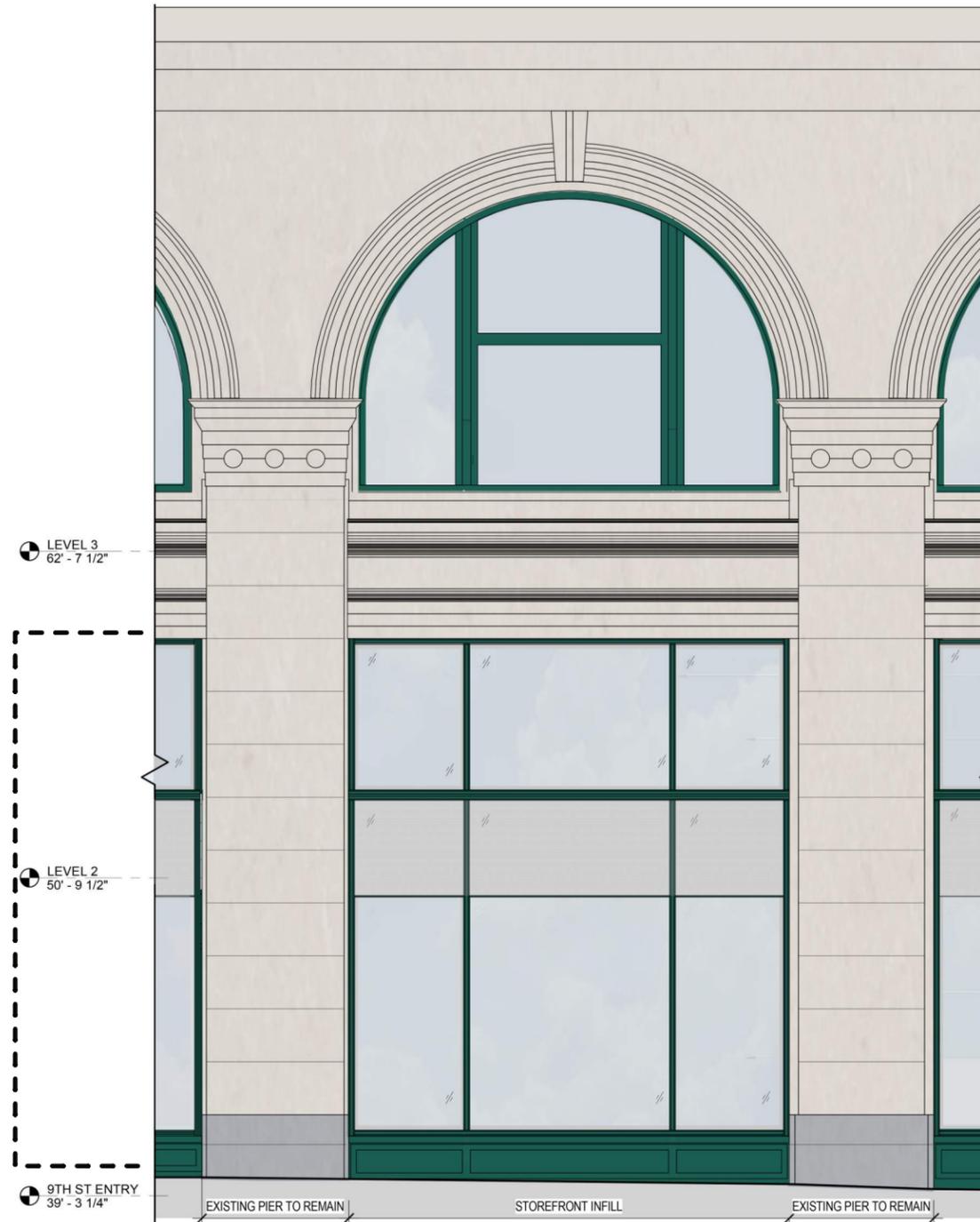
PROPOSED BAY INFILL
TYPICAL RENDERED BAYS



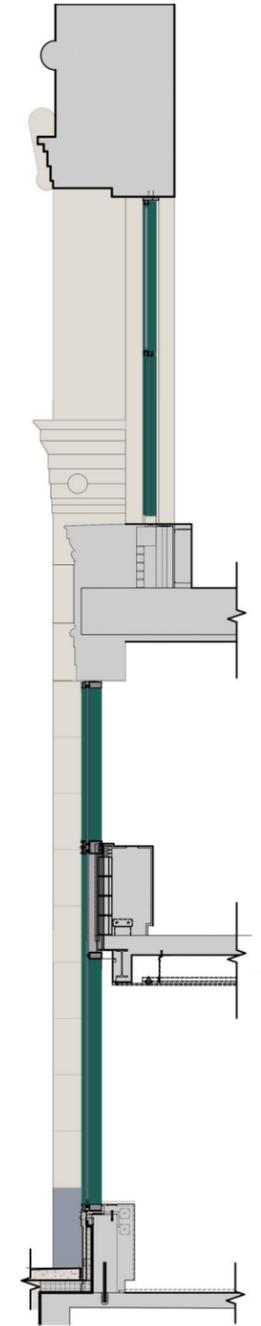


1| CURRENT STOREFRONT

SCOPE OF
STOREFRONT
MASTERPLAN



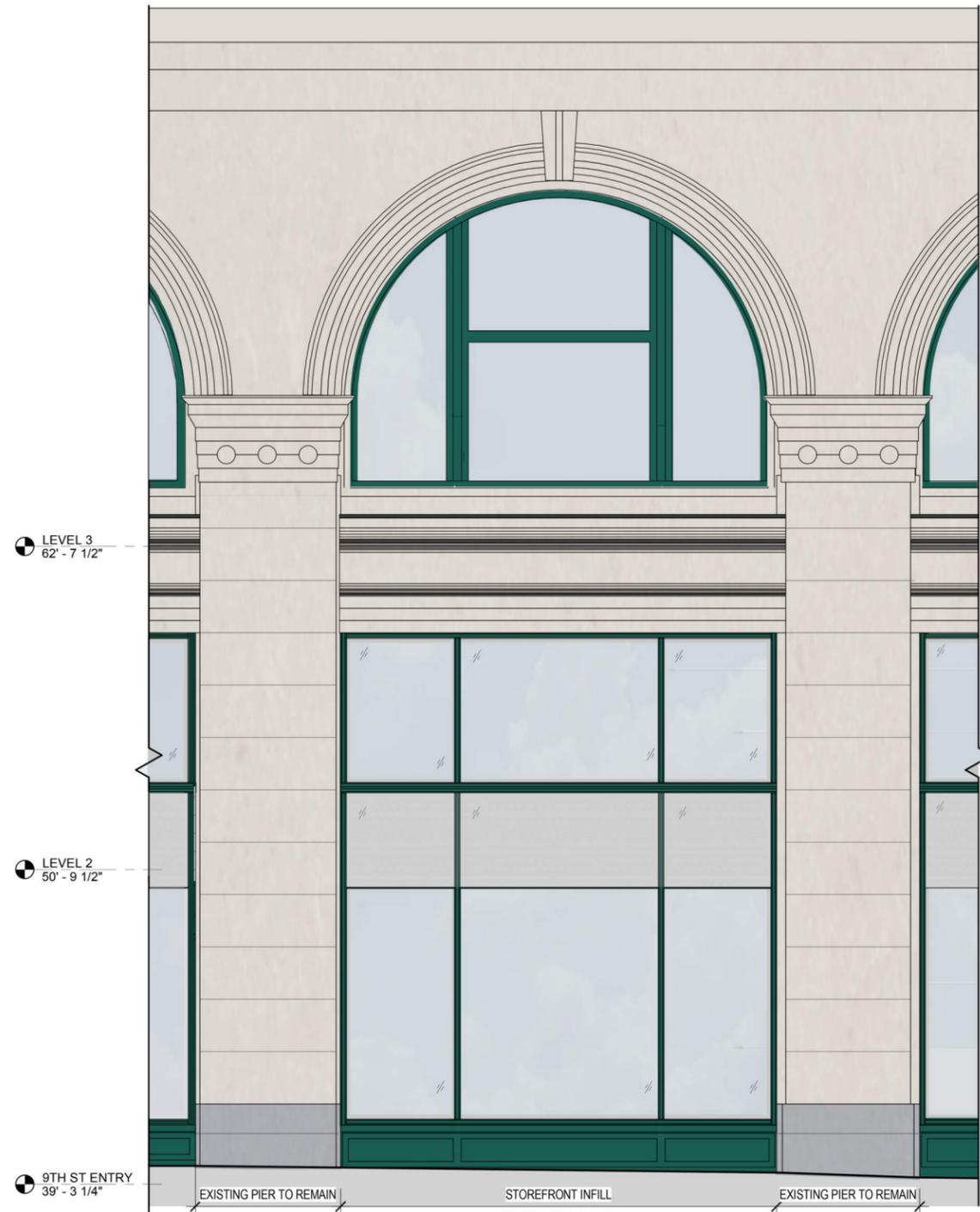
2| PROPOSED STOREFRONT - TYPE 'A'



3| PROPOSED STOREFRONT SECTION - TYPE 'A'

PROPOSED STOREFRONT BAYS | EXISTING & PROPOSED

NOTE: EXISTING LIGHT FIXTURES TO REMAIN

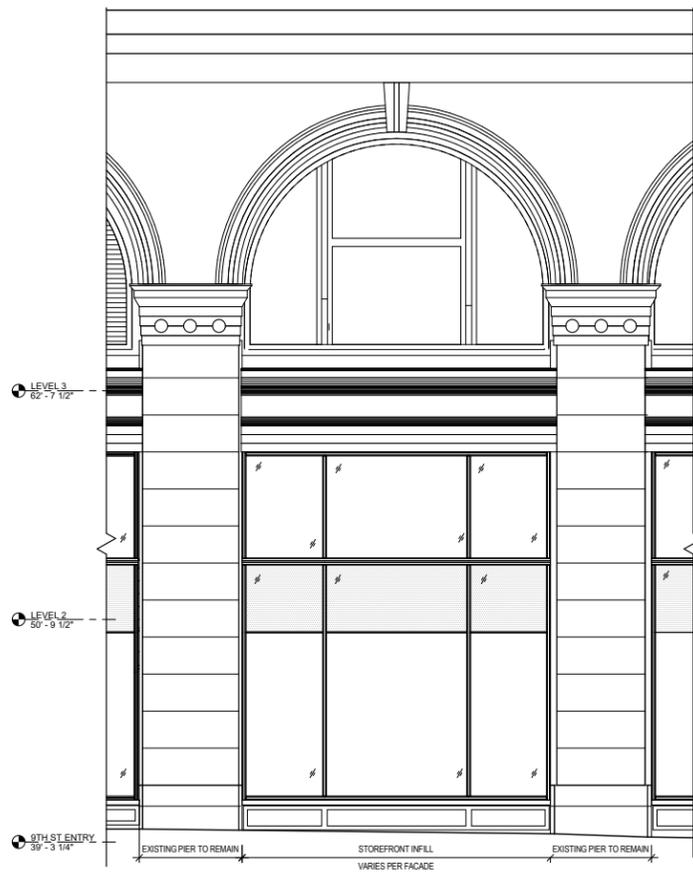


TYPE A | ALL GLASS ENTRY - RENDERED



TYPE B | STOREFRONT DOUBLE ENTRY DOOR - RENDERED

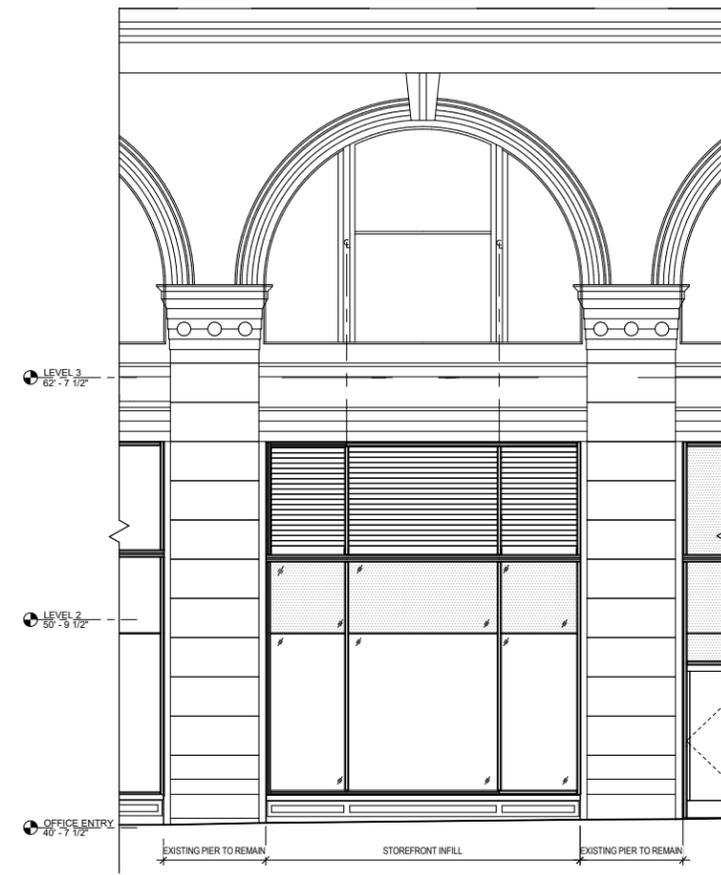
TYPICAL STOREFRONT BAYS | RENDERED



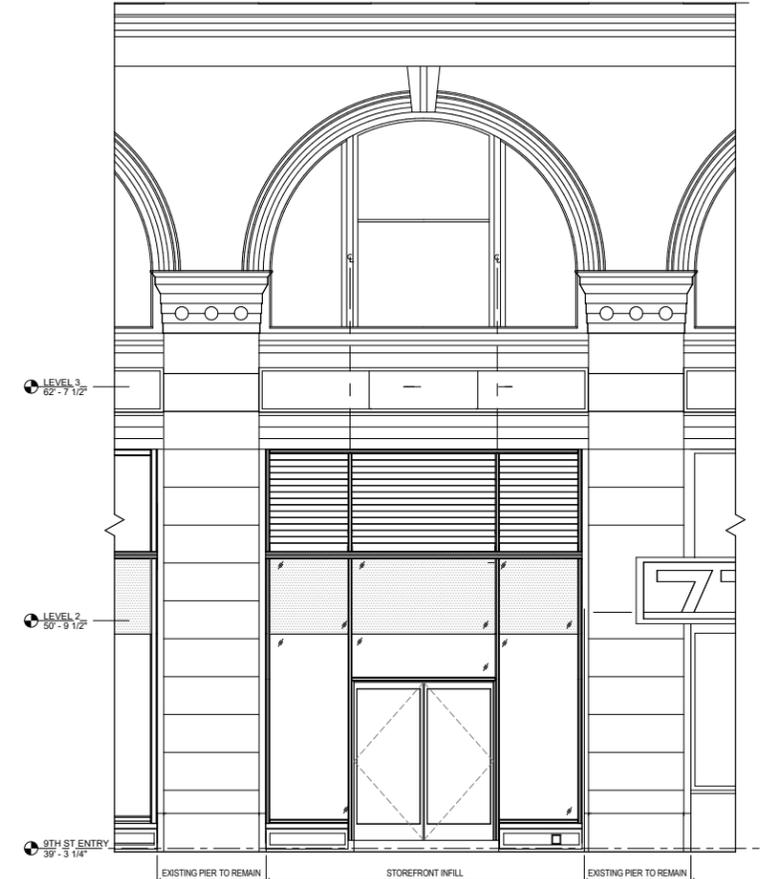
TYPE A



TYPE B



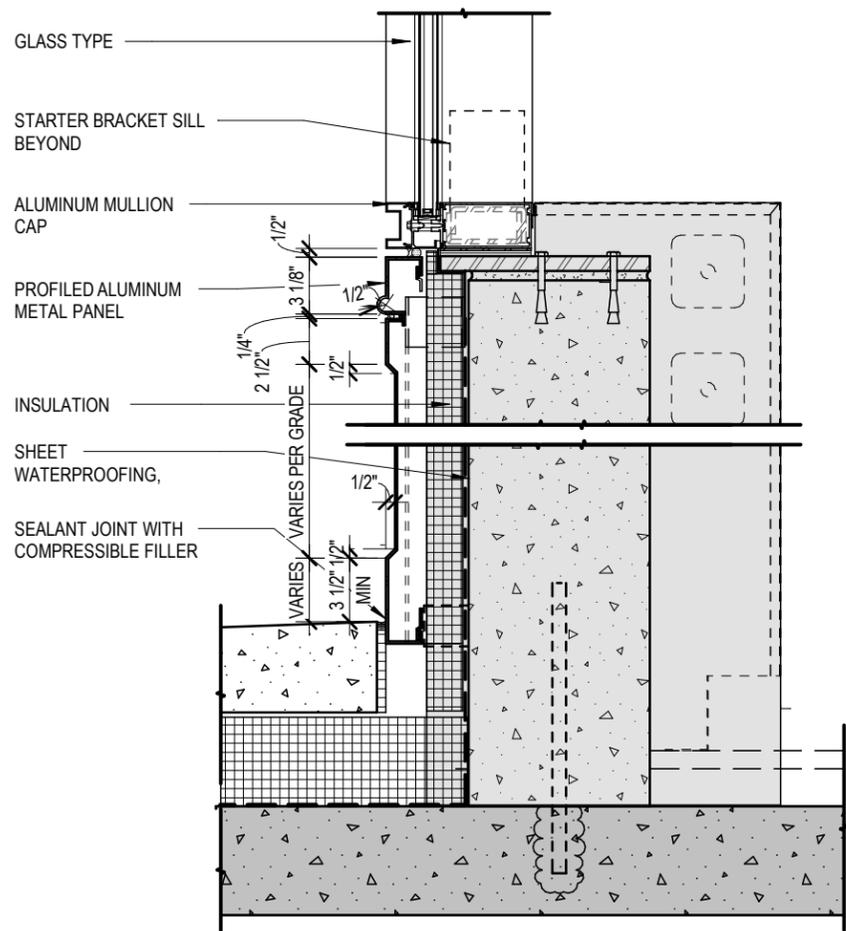
TYPE C



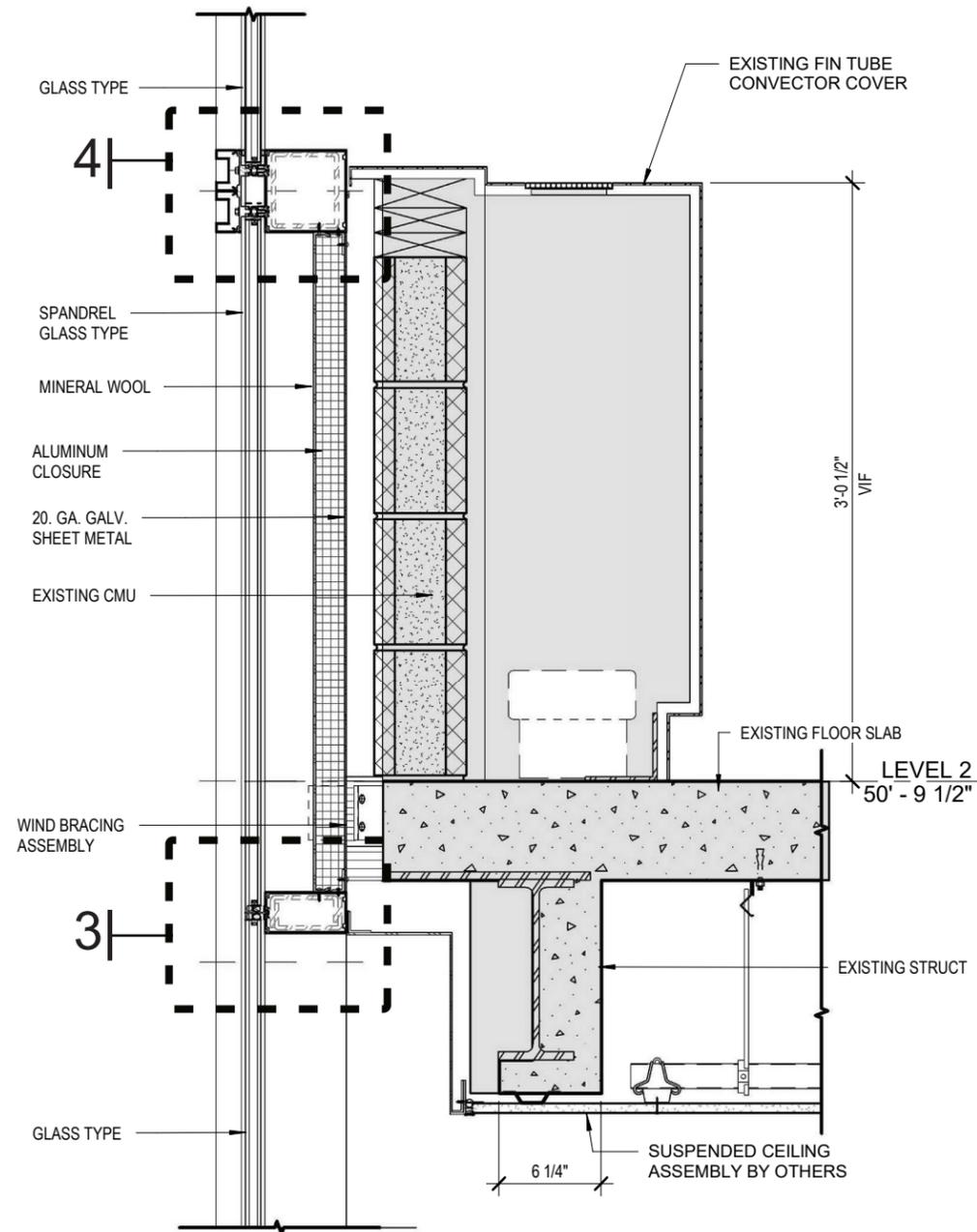
TYPE D

TYPICAL STOREFRONT BAYS | OPTION SUMMARY

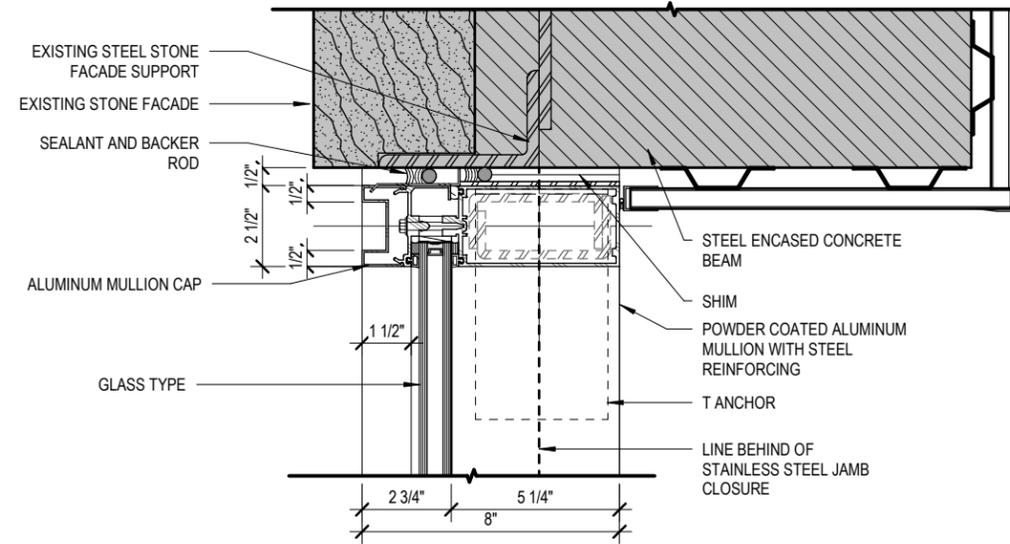
SIGNAGE TO BE AT PRIMARY RETAIL ENTRIES ONLY



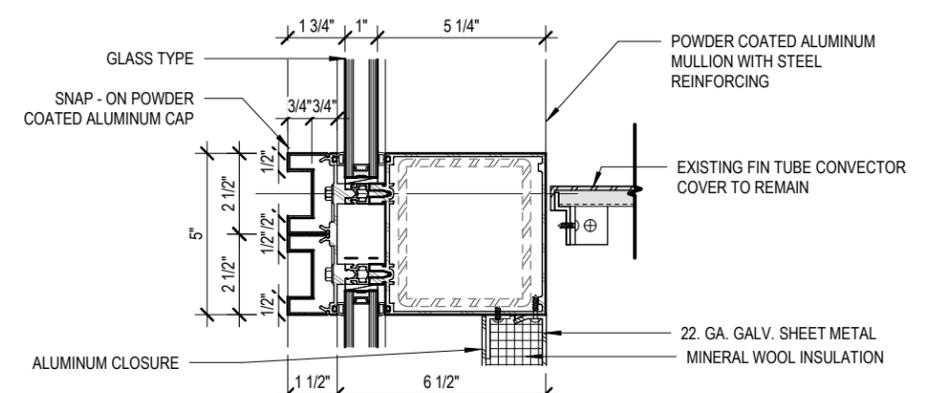
1 | SECTION @ BASE



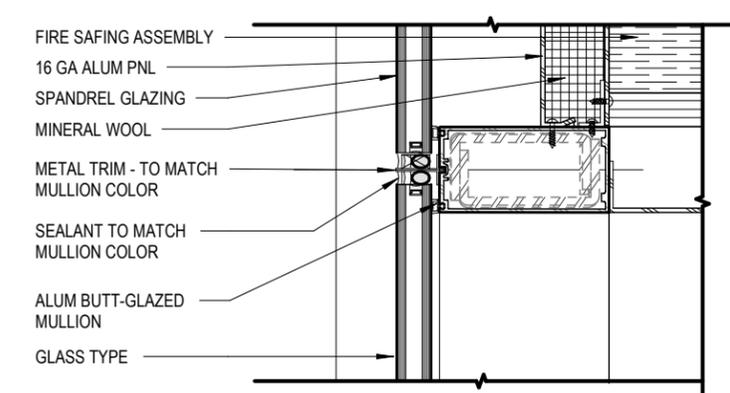
2 | SECTION @ SPANDREL



5 | SECTION @ HEAD MULLION



4 | SECTION @ CAPPED MULLION



3 | SECTION @ BUTT-GLAZED MULLION

TYPICAL STOREFRONT BAYS | DETAILS

GLAZING TYPES

SPANDREL GLAZING:

JE BERKOWITZ

1" TOTAL THICKNESS IGU

1/4" OUTER LITE WITH COATING 270 ON #2 SURFACE

1/2" AIRSPACE W/ ARGON

1/4" INNER LITE WITH LIGHT GRAY CERAMIC FRIT ON #4 SURFACE



GLAZING TYPES

VISION GLAZING:

JE BERKOWITZ

1" TOTAL THICKNESS IGU

1/4" OUTER LITE WITH COATING 270 ON #2 SURFACE

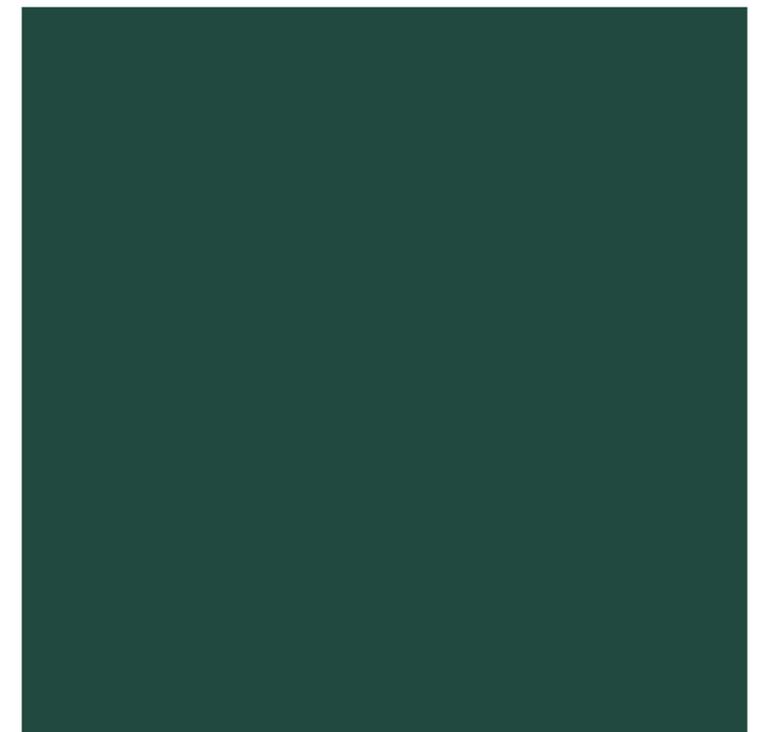
1/2" AIRSPACE W/ ARGON

1/4" INNER LITE



ALUMINUM COATING:
INTERIOR AND EXTERIOR VERTICAL MULLIONS,
BULKHEAD, LOUVERS

PPG PAINT COATINGS:
DURACRON XL
COLOR: UC51733 - HARTFORD GREEN
(ALL TO MATCH 3RD FLOOR WINDOW REPLACEMENT)



SWINGING DOOR:

RETAIL: 3/4" LOW IRON LAMINATED GLAZING
EGRESS DOORS: MATCH ADJACENT LEVEL GLAZING

SAFETY GLAZING LOCATION
REQUIREMENTS TO BE PER CODE

(ALL TO MATCH 3RD FLOOR WINDOW REPLACEMENT)

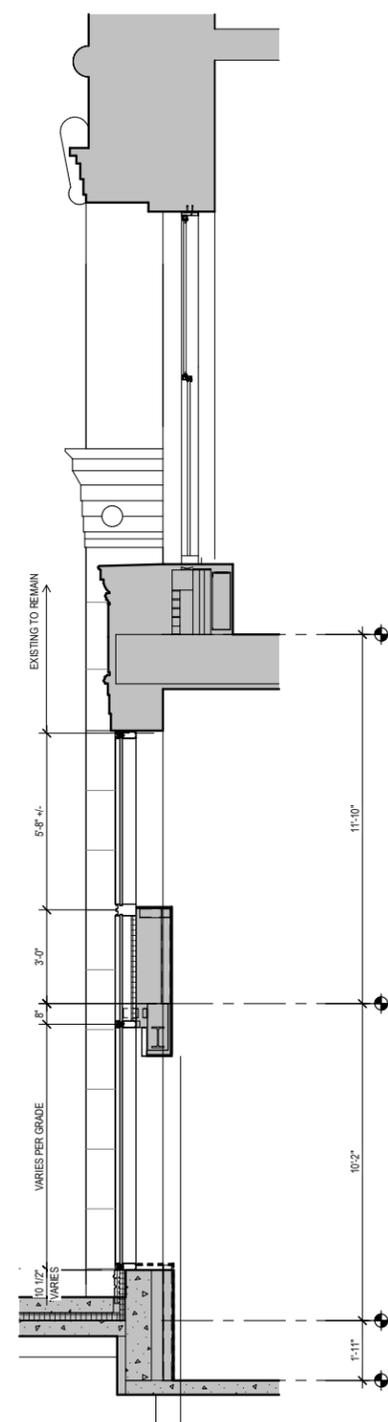
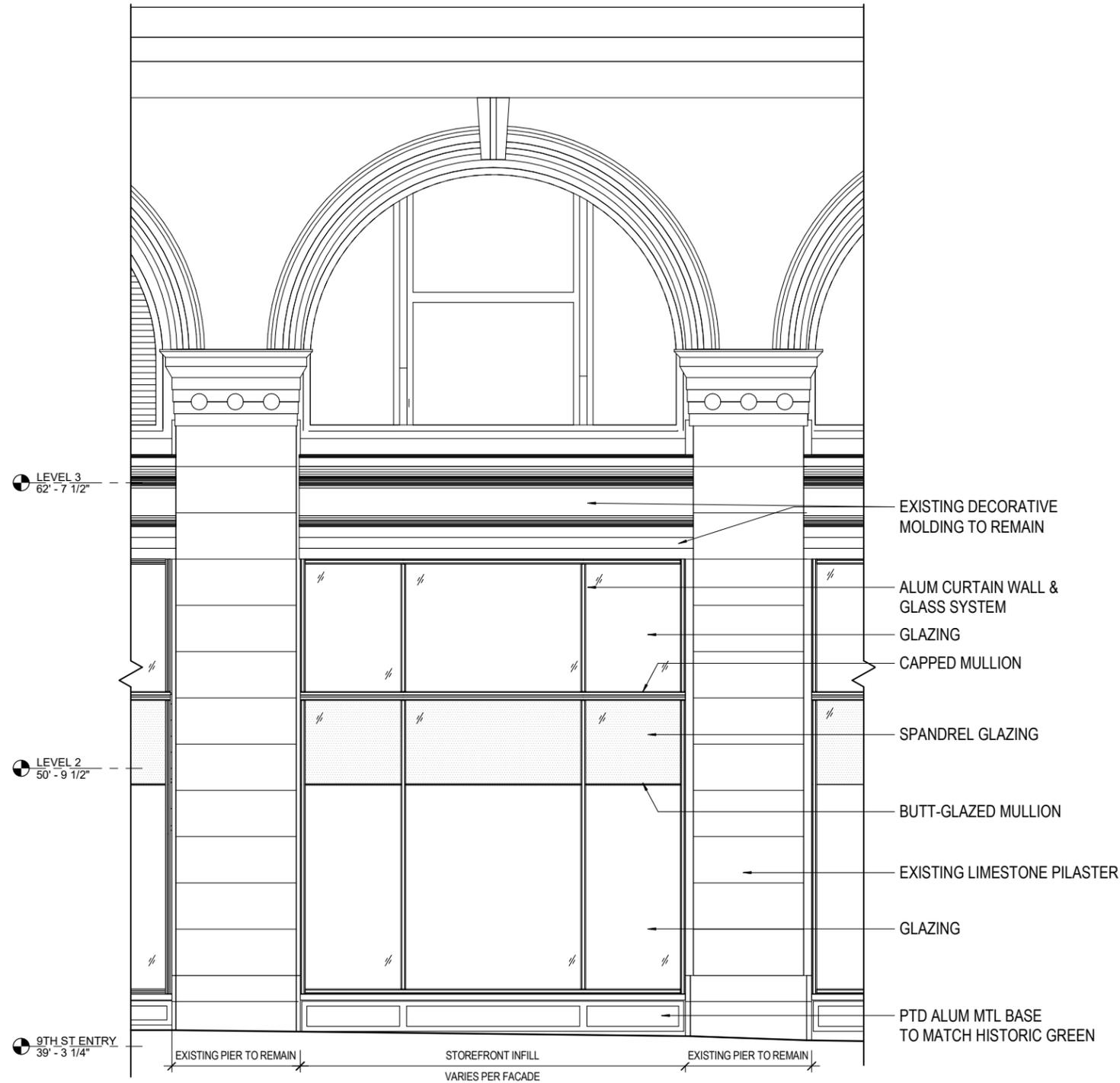
PROPOSED MATERIALS

PROPOSED BAY INFILL CONFIGURATIONS

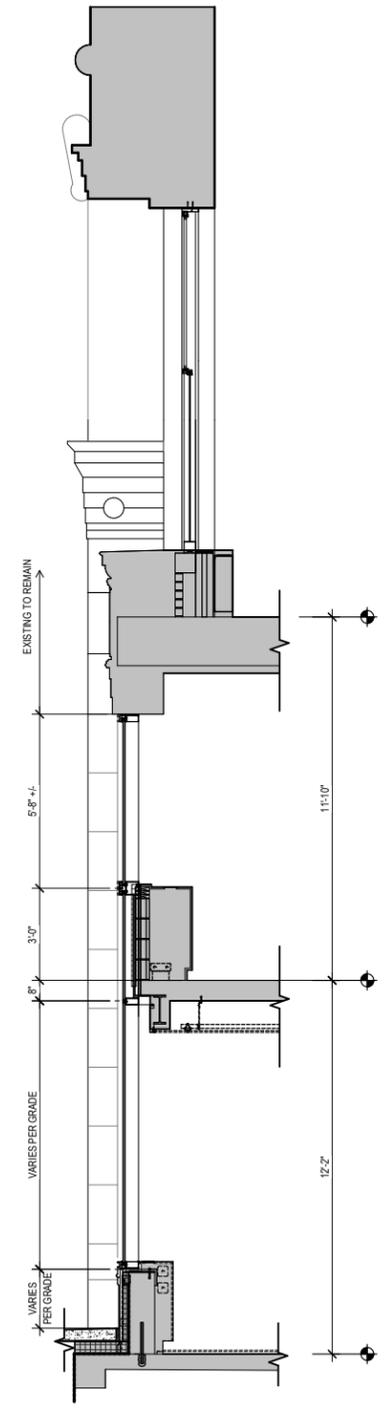
BAY OPTIONS - TYPICAL



STOREFRONT TYPE: A ALL GLASS STOREFRONT



1 | SECTION @ EAST SIDE

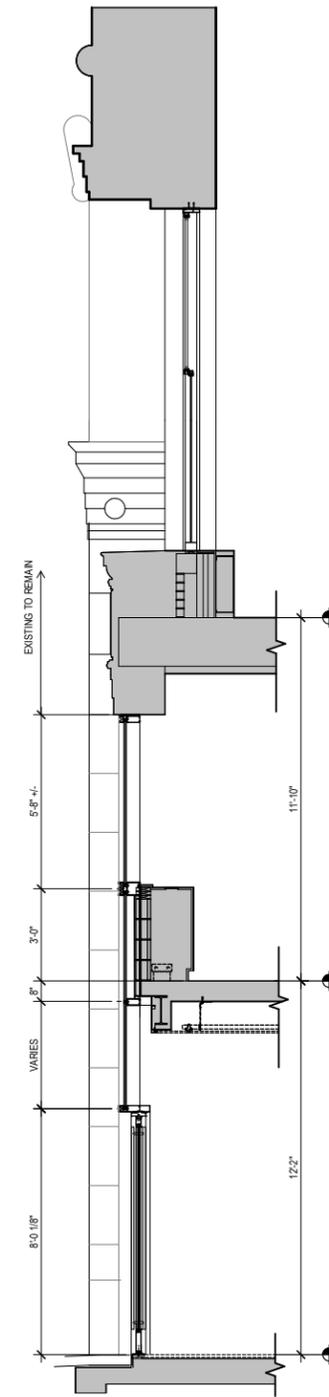
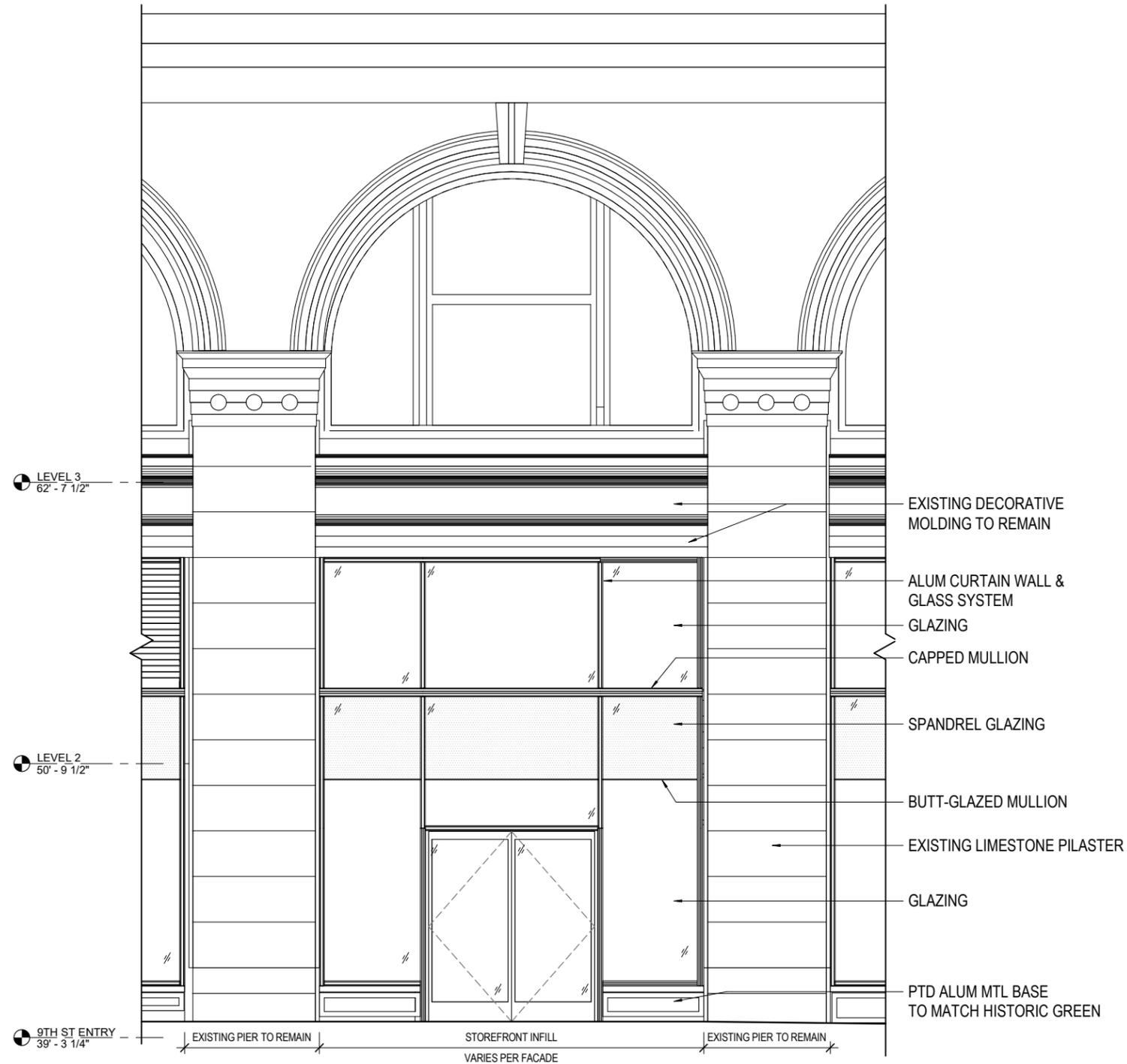


2 | SECTION @ WEST SIDE

BAY CONFIGURATION TYPES



STOREFRONT TYPE: B DOUBLE DOOR



1 | SECTION @ WEST SIDE

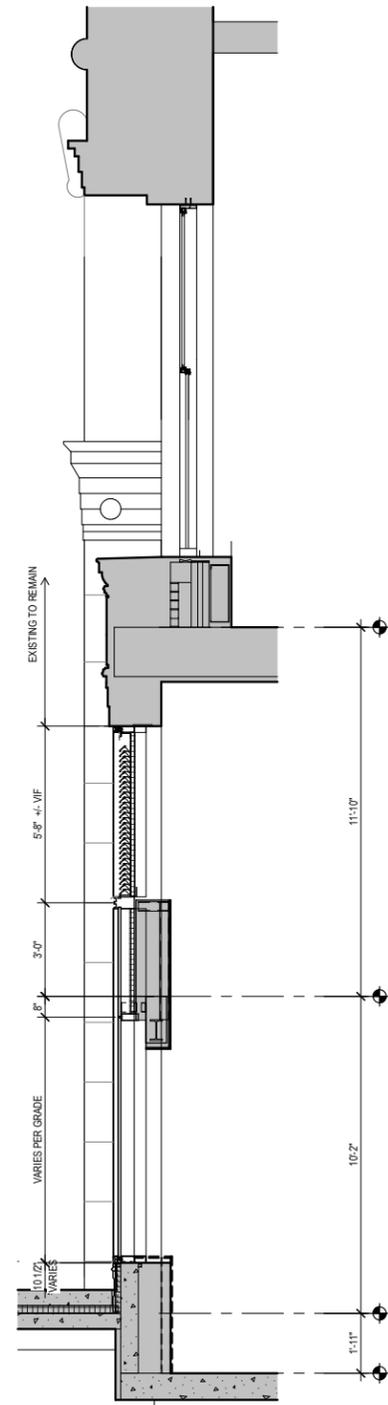
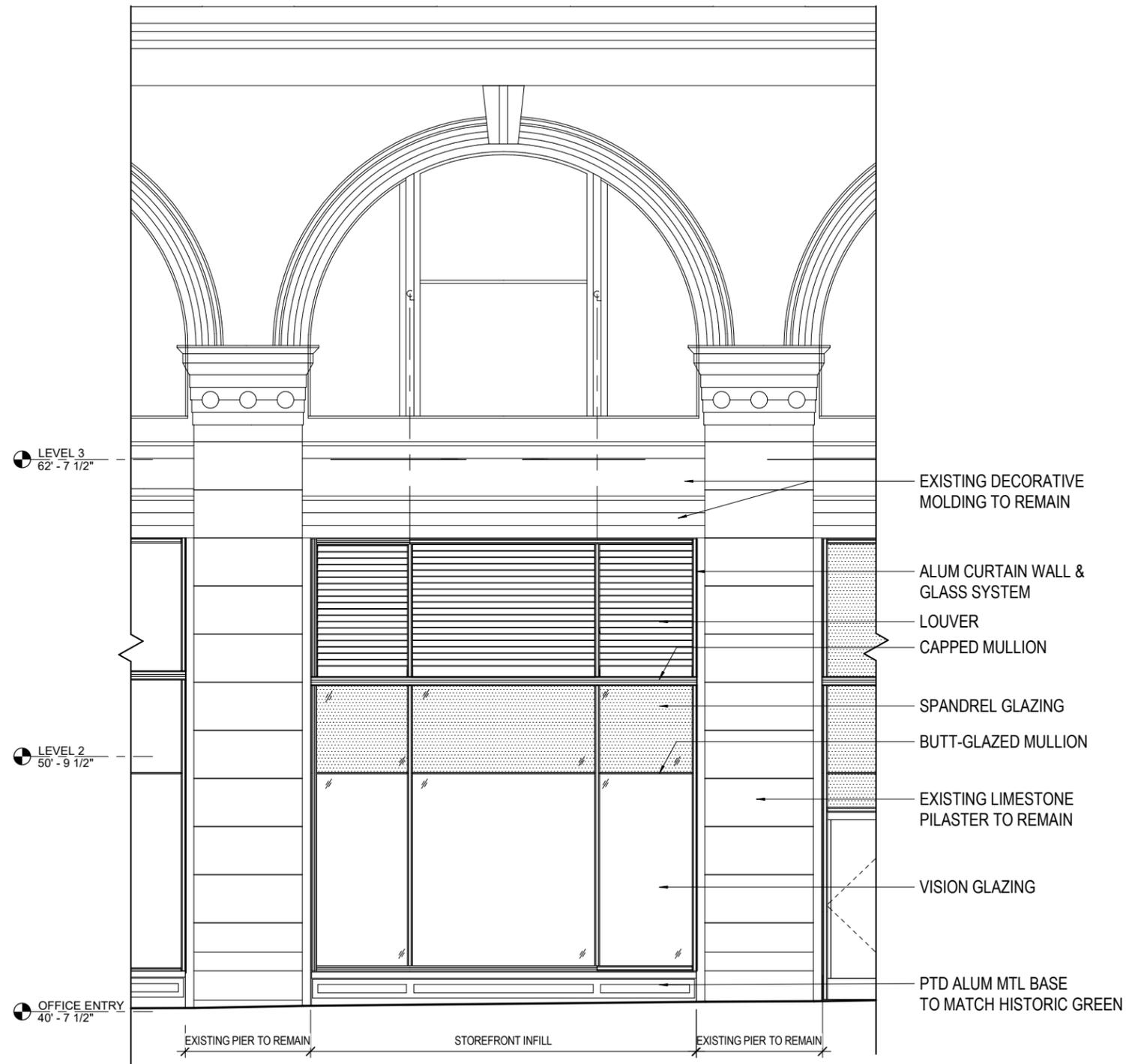
SUB-TYPES:
 B1: VISION GLAZING AT LEVEL 1 AND LEVEL 2 - TYPICAL
 B2: SPANDREL GLAZING AT LEVEL 1 AND 2. EGRESS ONLY, BAY N13 ONLY

BAY CONFIGURATION TYPES

SIGNAGE TO BE AT PRIMARY RETAIL ENTRIES ONLY



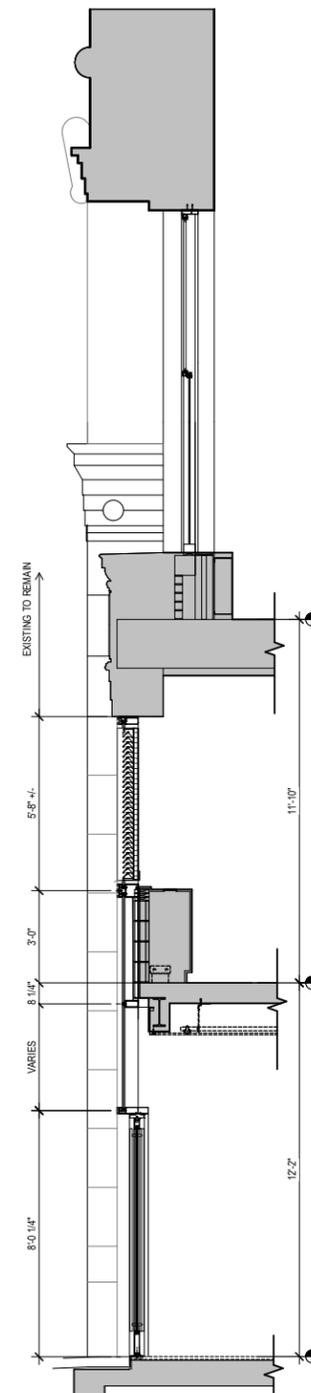
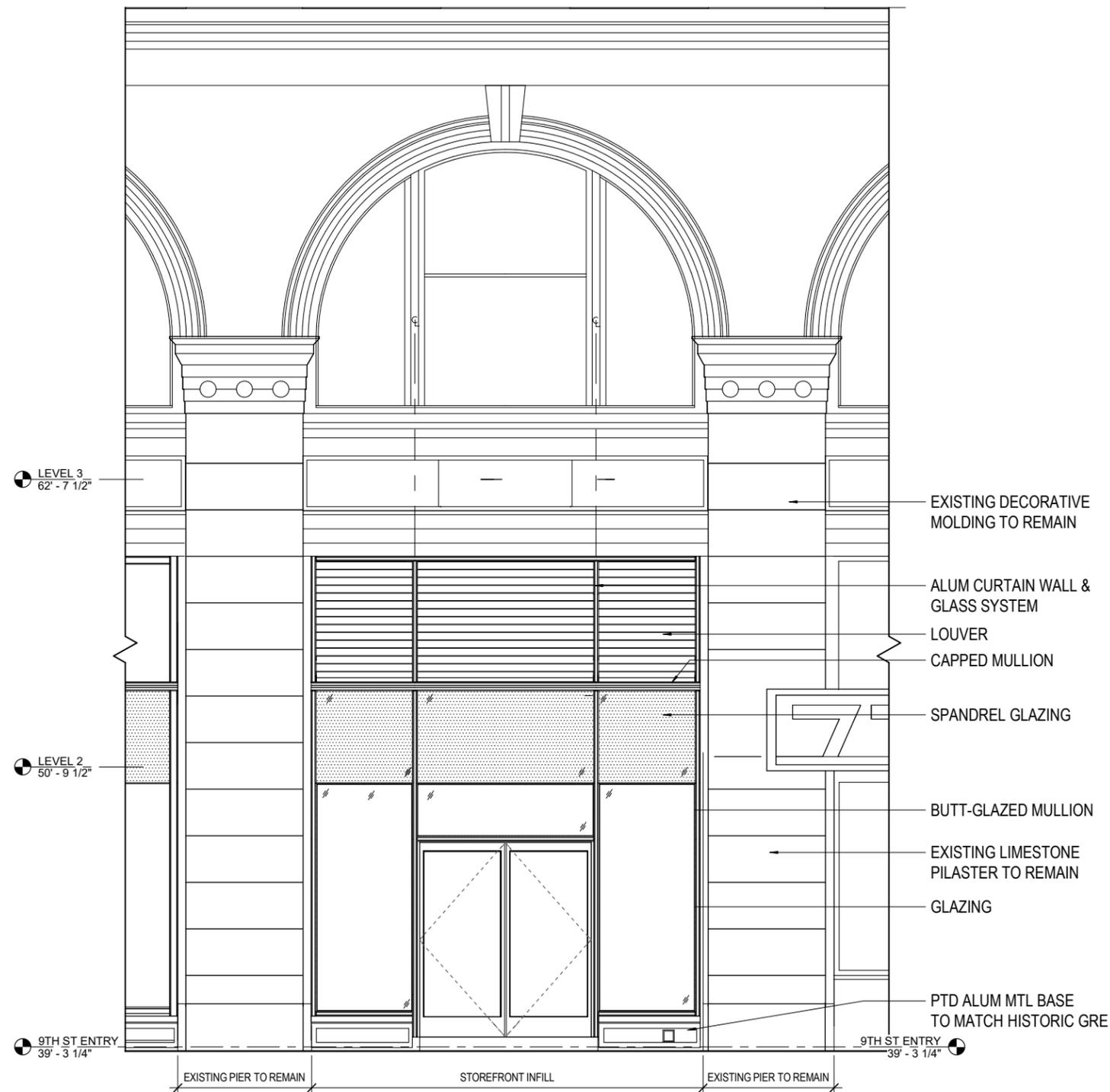
STOREFRONT TYPE: C LOUVER AT LEVEL 2



1 | SECTION @ EAST SIDE

BAY CONFIGURATION TYPES

STOREFRONT TYPE: D DOUBLE DOOR WITH LOUVER AT LEVEL 2



1 | SECTION @ WEST SIDE

SUB-TYPES:
 C1: VISION GLAZING AT LEVEL 1
 C2: SPANDREL GLAZING AT LEVEL 1. EGRESS ONLY. N6 ONLY.

NOTES:
 DOORS TO BE MINIMUM SIZED PER EXISTING BUILDING EGRESS REQUIREMENTS.
 ALL NEW DOORS FOR CHANGE IN TENANT USE, SHOULD BE EVALUATED.

BAY CONFIGURATION TYPES

PROPOSED BAY INFILL CONFIGURATIONS

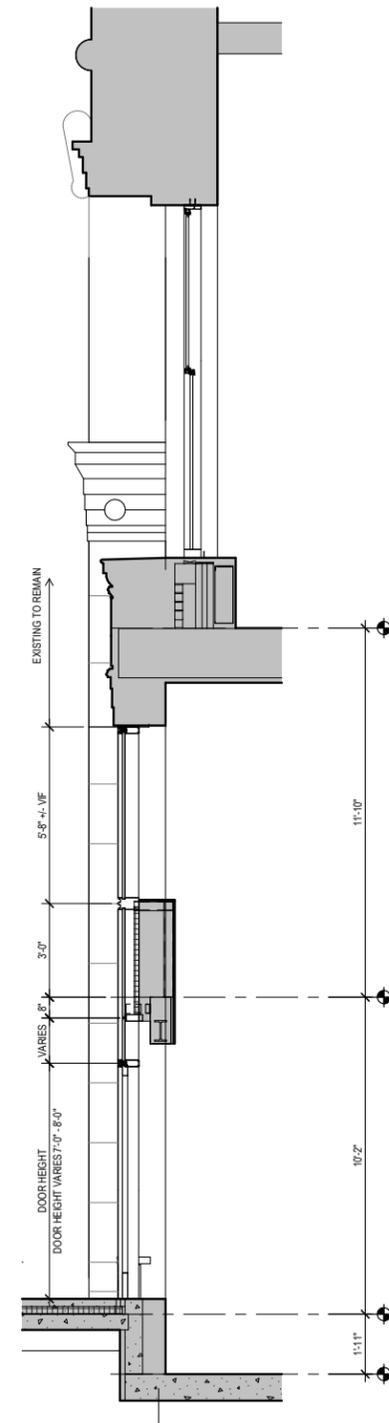
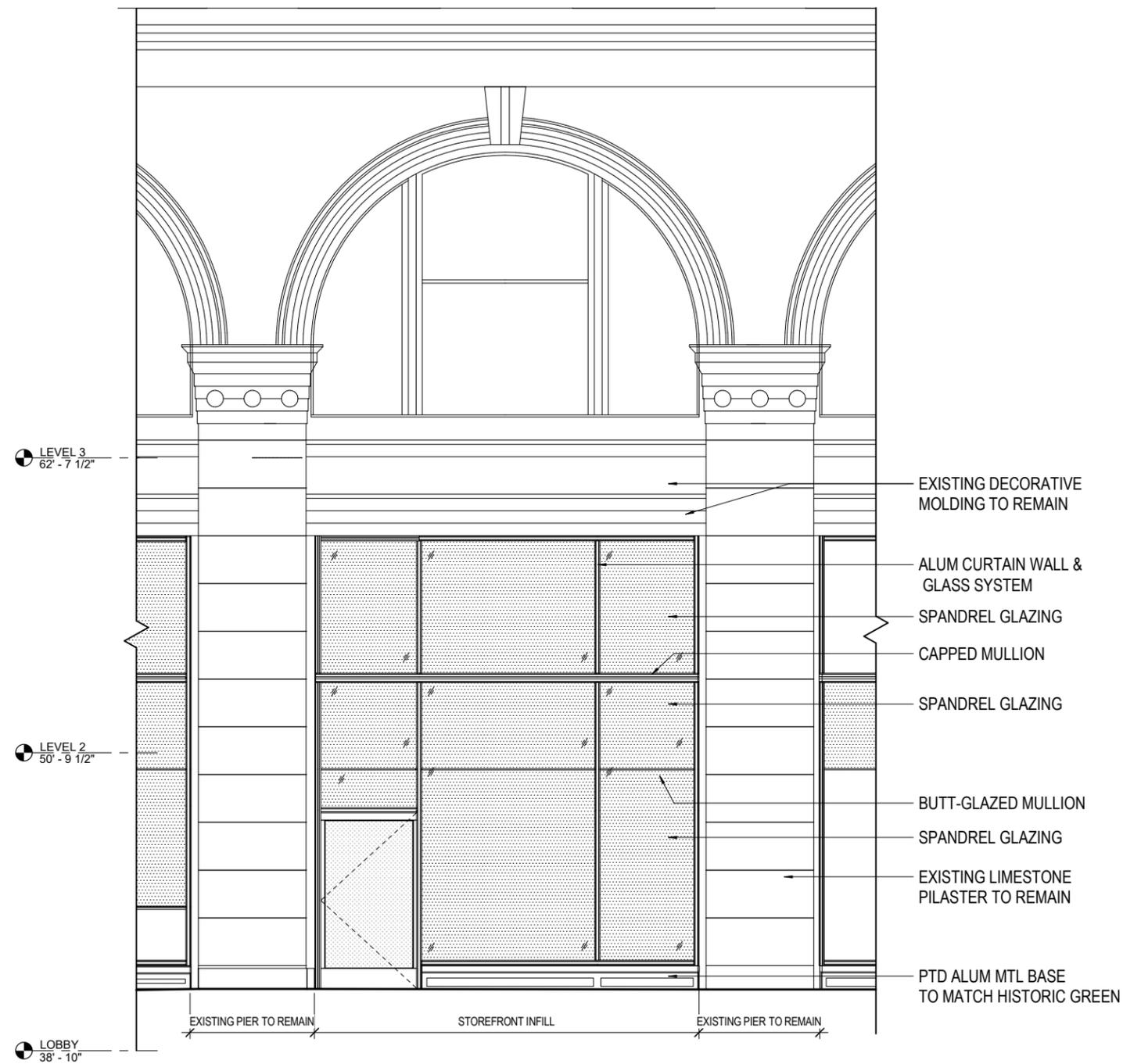
SINGLE BAY INSTANCES



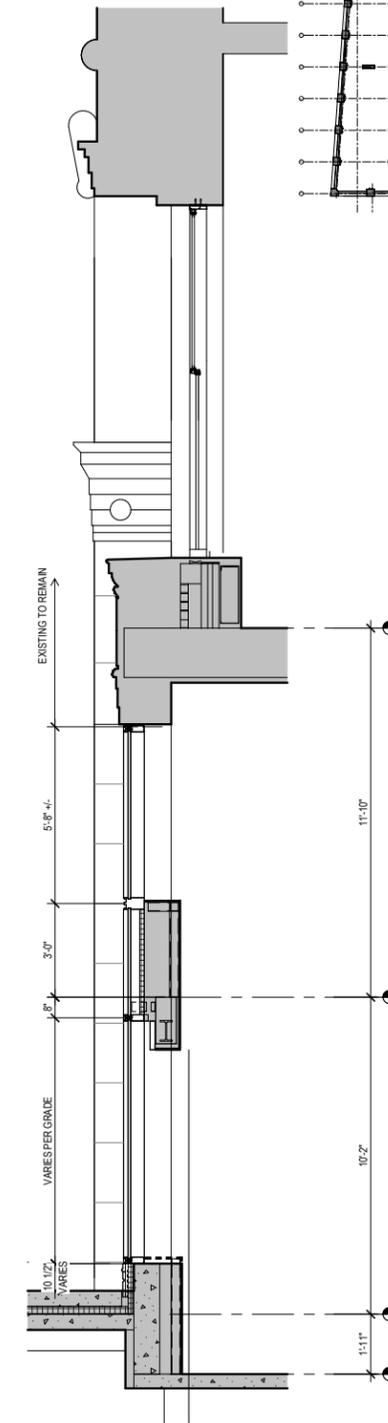
STOREFRONT TYPE: 1

SINGLE OFFSET DOOR - LEFT, EGRESS

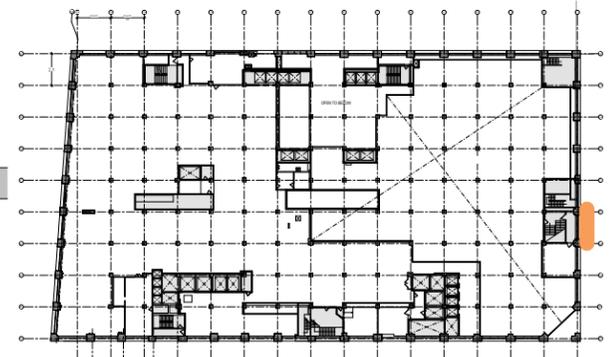
BAY E4



1 | SECTION @ DOOR



2 | SECTION @ GLASS

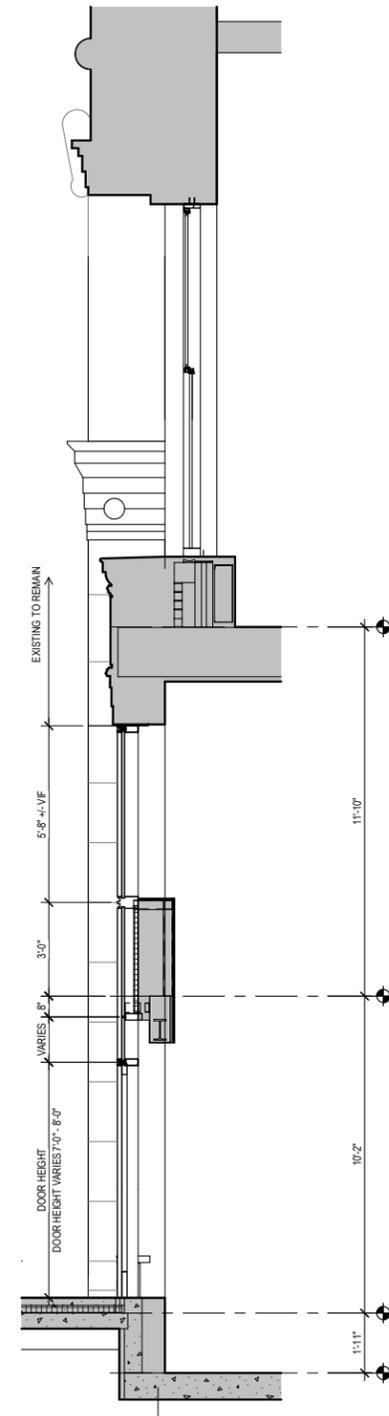
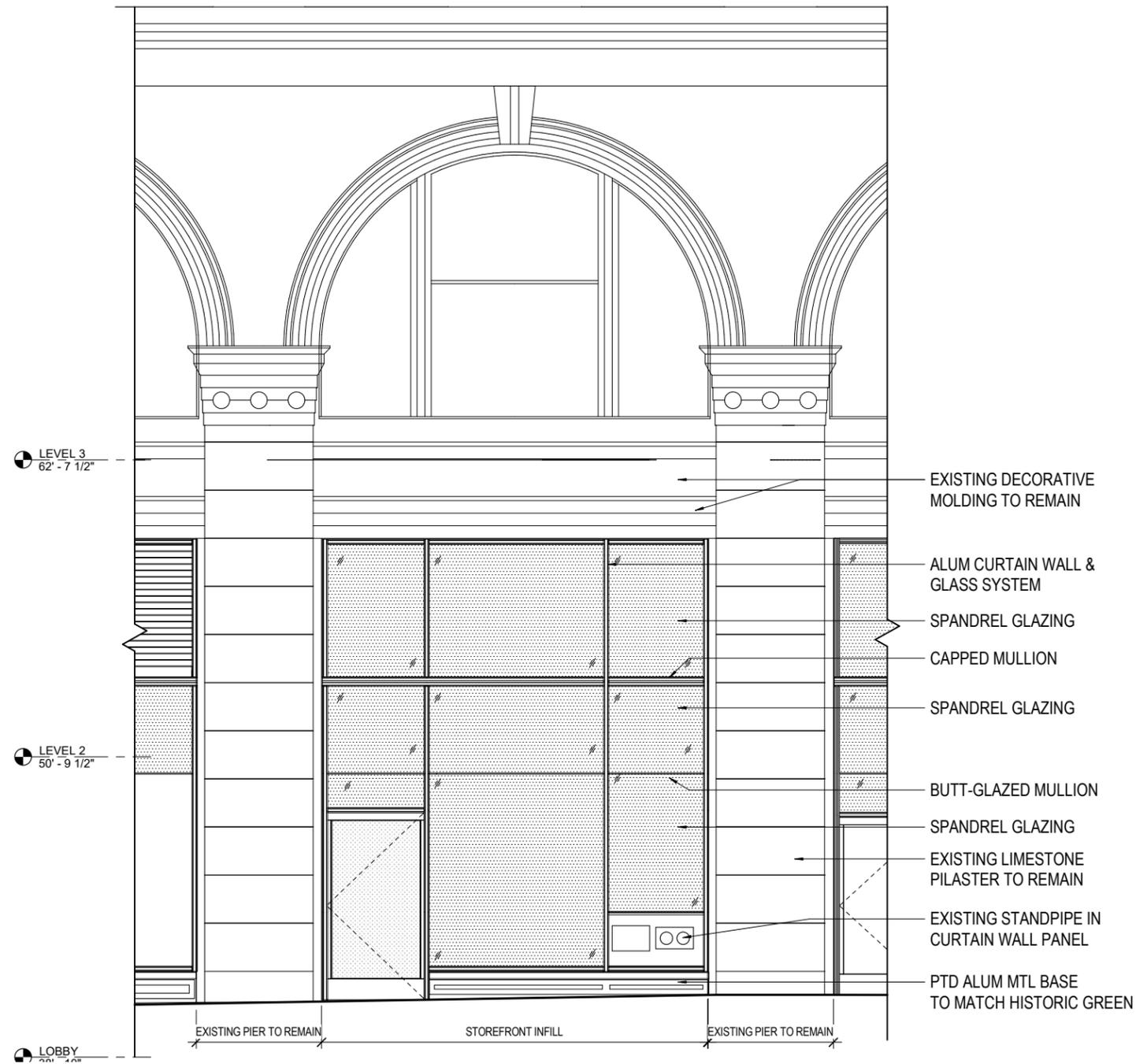


BAY CONFIGURATION TYPES

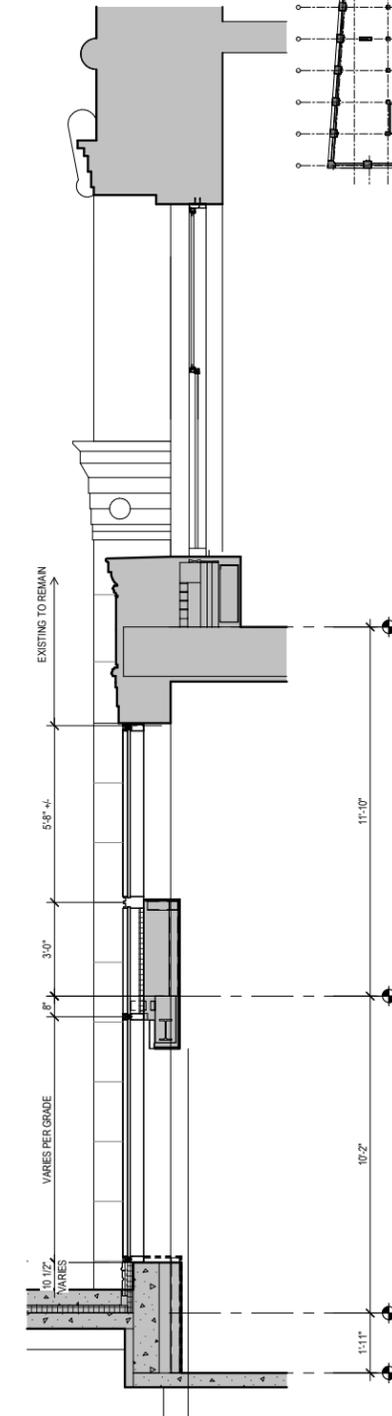
NOTES:
DOORS TO BE MINIMUM SIZED PER EXISTING BUILDING EGRESS REQUIREMENTS.
ALL NEW DOORS FOR CHANGE IN TENANT USE, SHOULD BE EVALUATED.

STOREFRONT TYPE: 1A EGRESS SINGLE OFFSET DOOR WITH UTILITIES, EGRESS

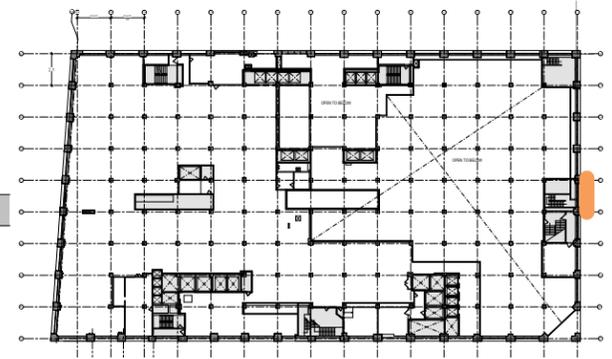
BAY E5



1 | SECTION @ DOOR



2 | SECTION @ GLASS

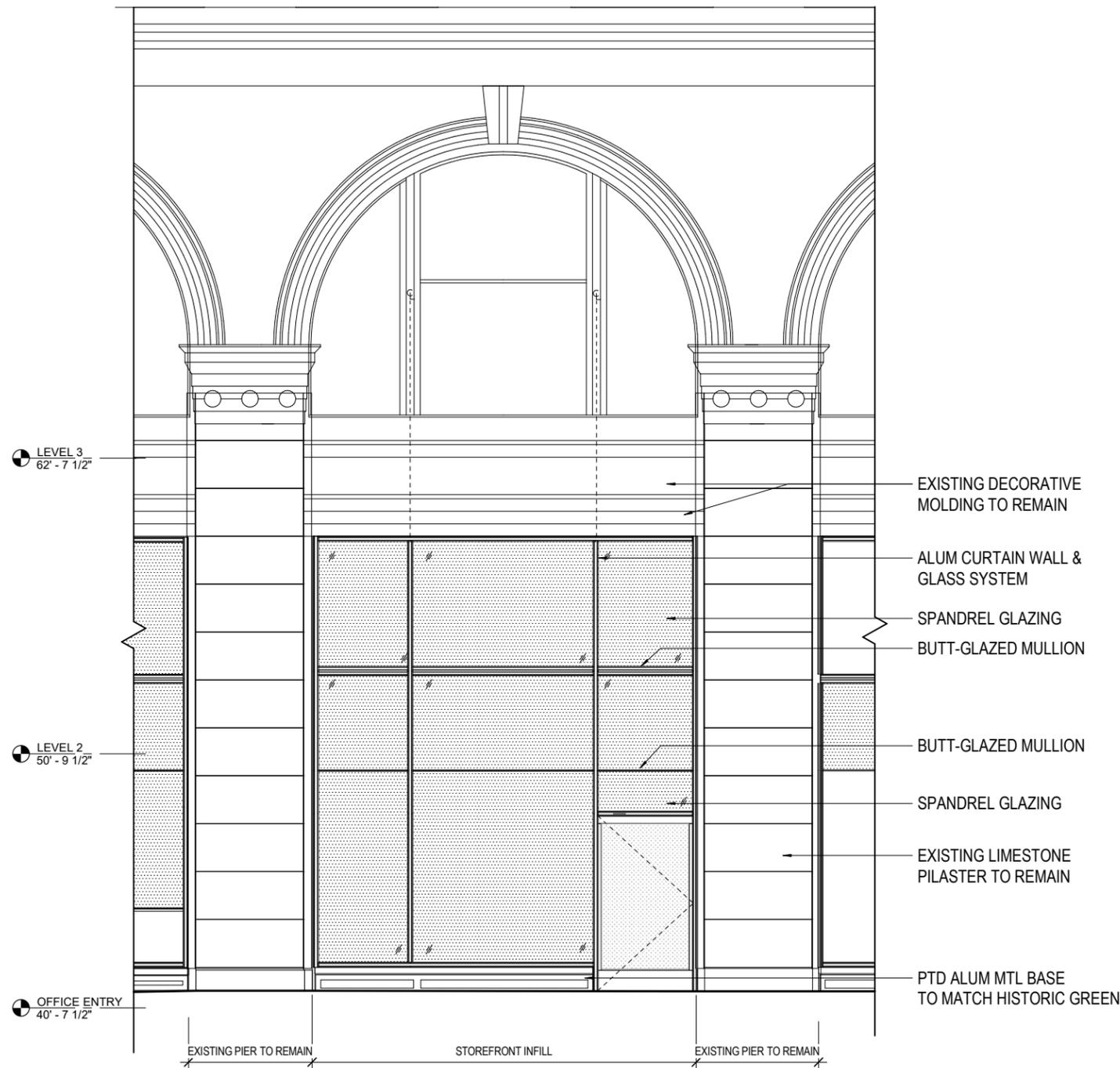


NOTES:
DOORS TO BE MINIMUM SIZED PER EXISTING BUILDING EGRESS REQUIREMENTS.
ALL NEW DOORS FOR CHANGE IN TENANT USE, SHOULD BE EVALUATED.

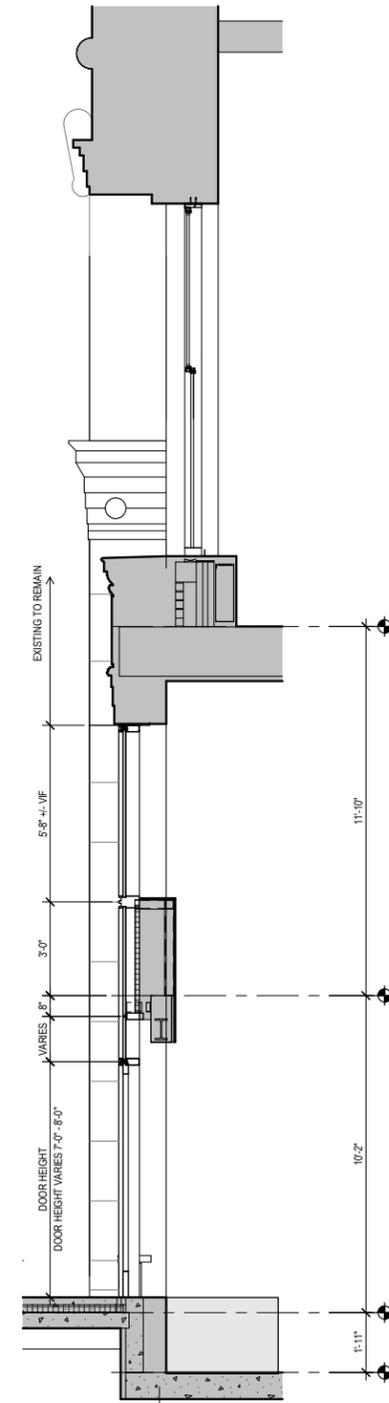


STOREFRONT TYPE: 1B SINGLE OFFSET DOOR- RIGHT, ENTRY-EGRESS

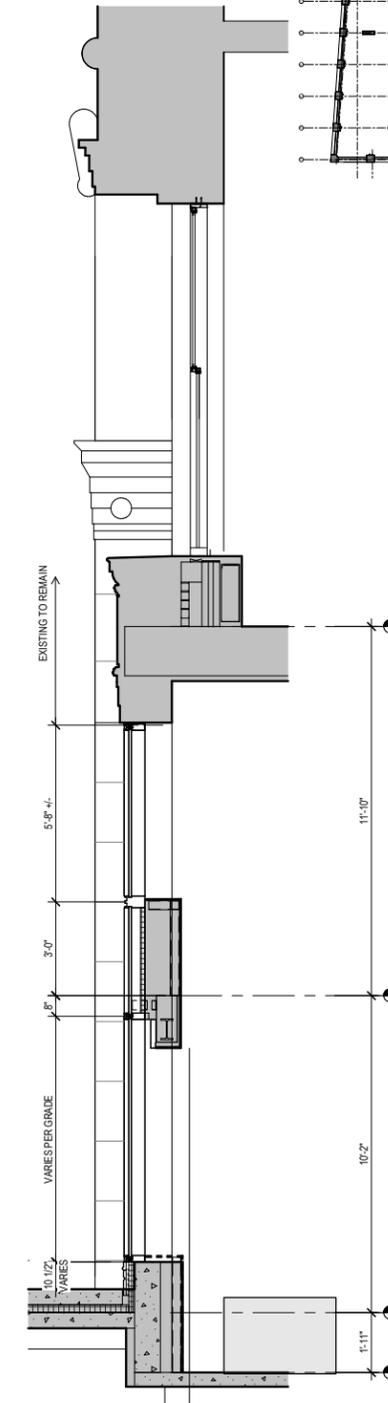
BAY S13



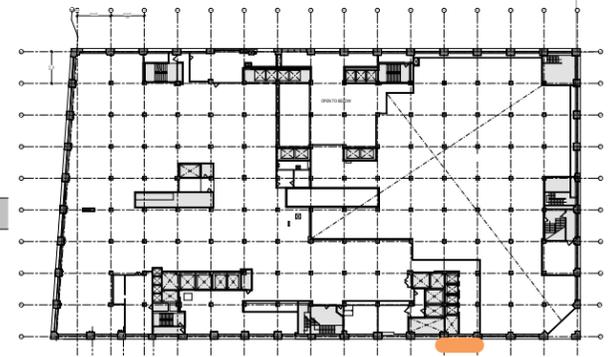
ALL SPANDREL GLAZING



1 | SECTION @ DOOR



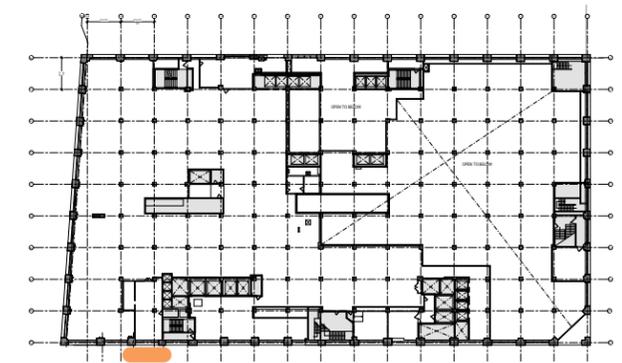
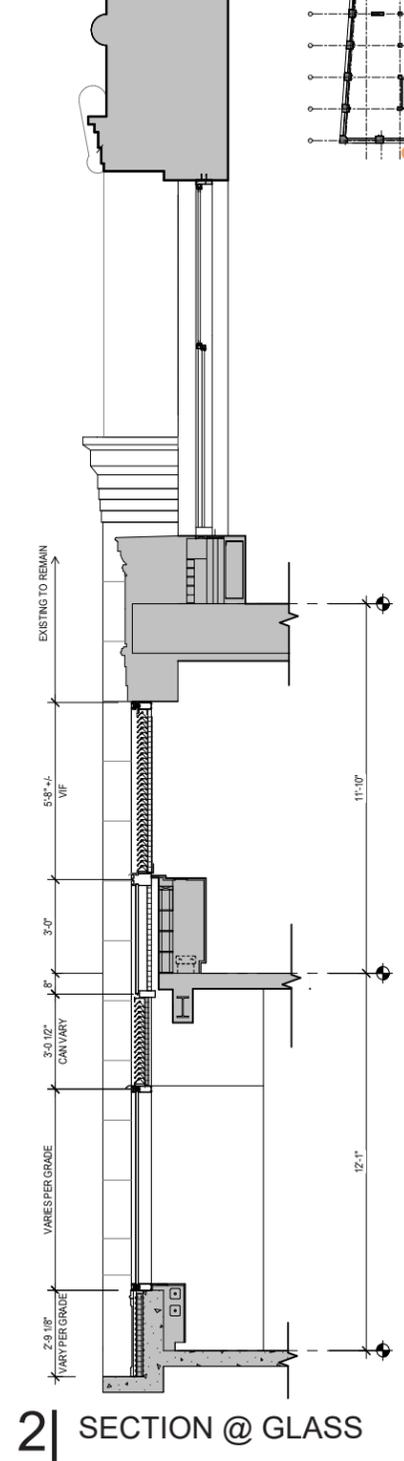
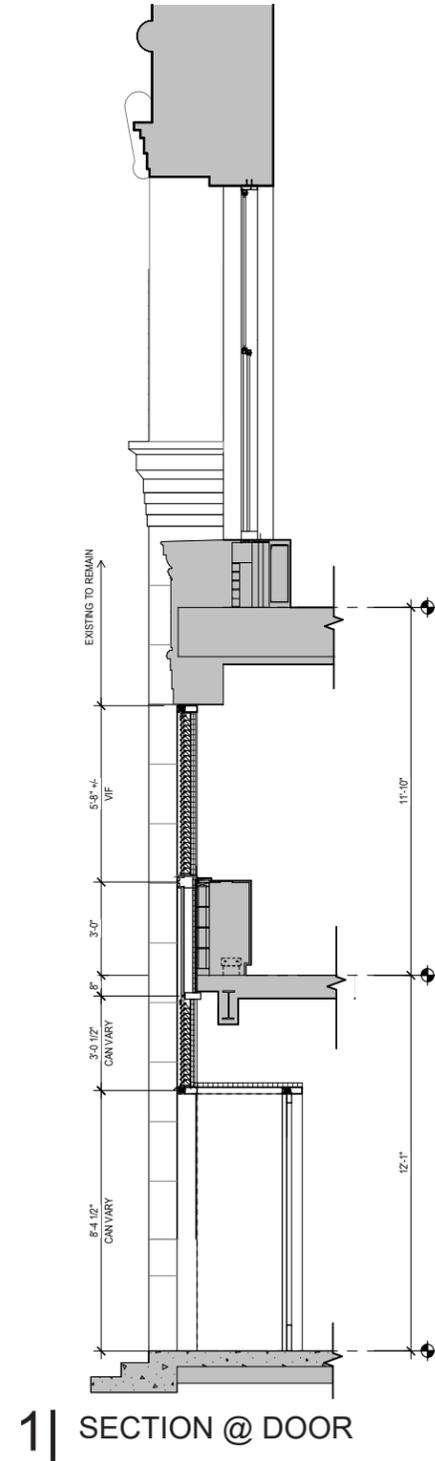
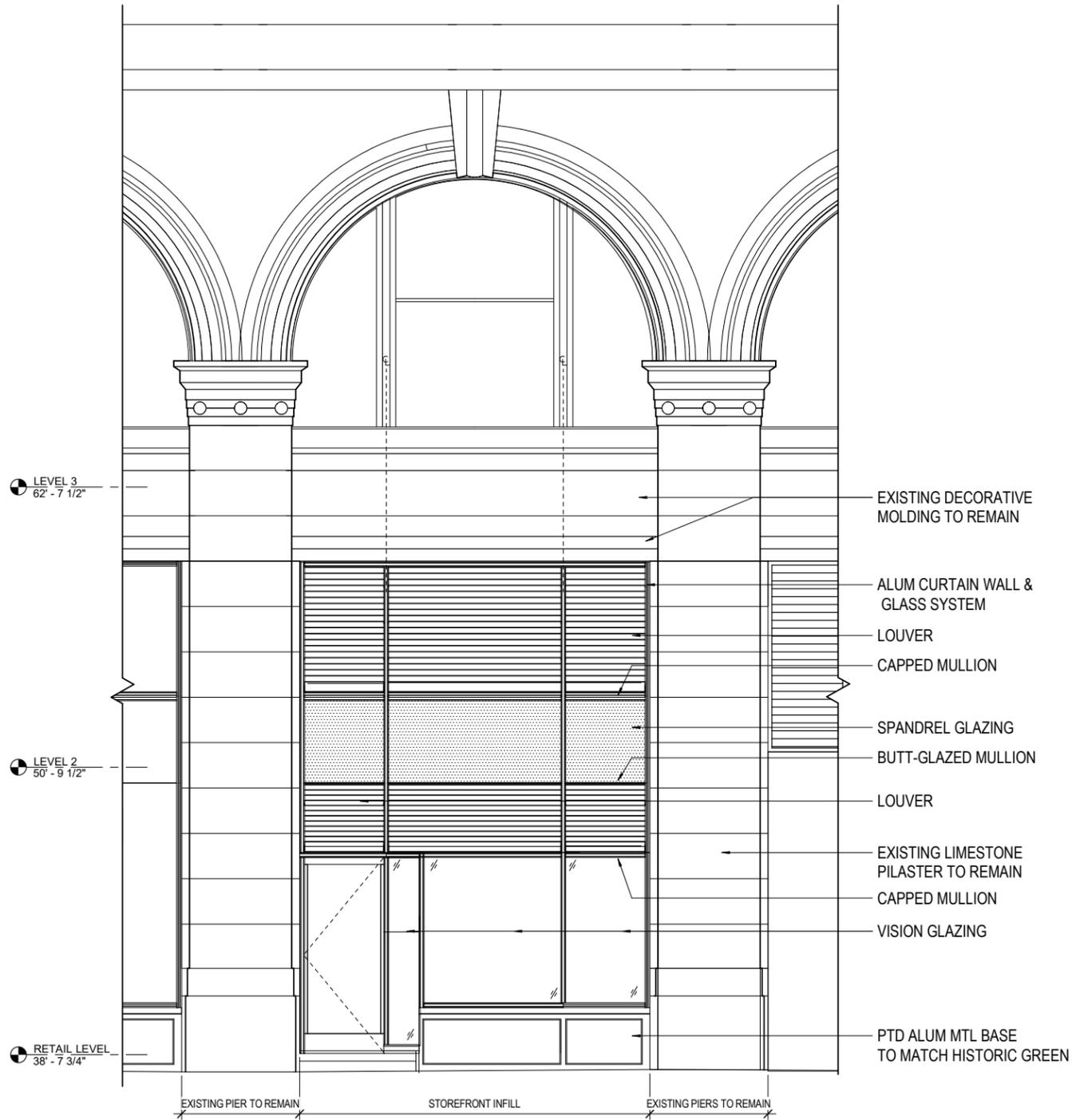
2 | SECTION @ GLASS



NOTES:
DOORS TO BE MINIMUM SIZED PER EXISTING BUILDING EGRESS REQUIREMENTS.
ALL NEW DOORS FOR CHANGE IN TENANT USE, SHOULD BE EVALUATED.



STOREFRONT TYPE: 2 RECESSED EGRESS DOOR, LOUVERS AT LEVELS 1 AND 2, EGRESS BAY S3

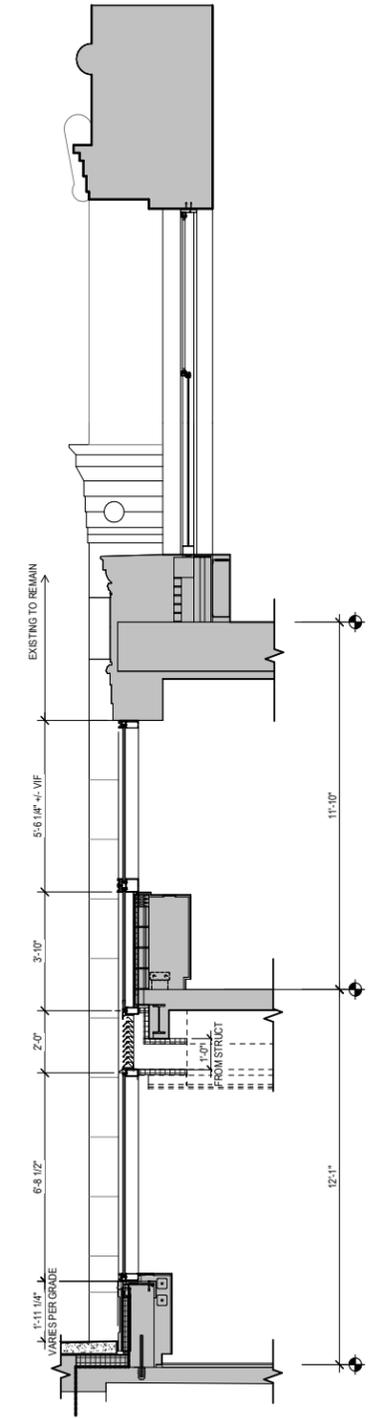
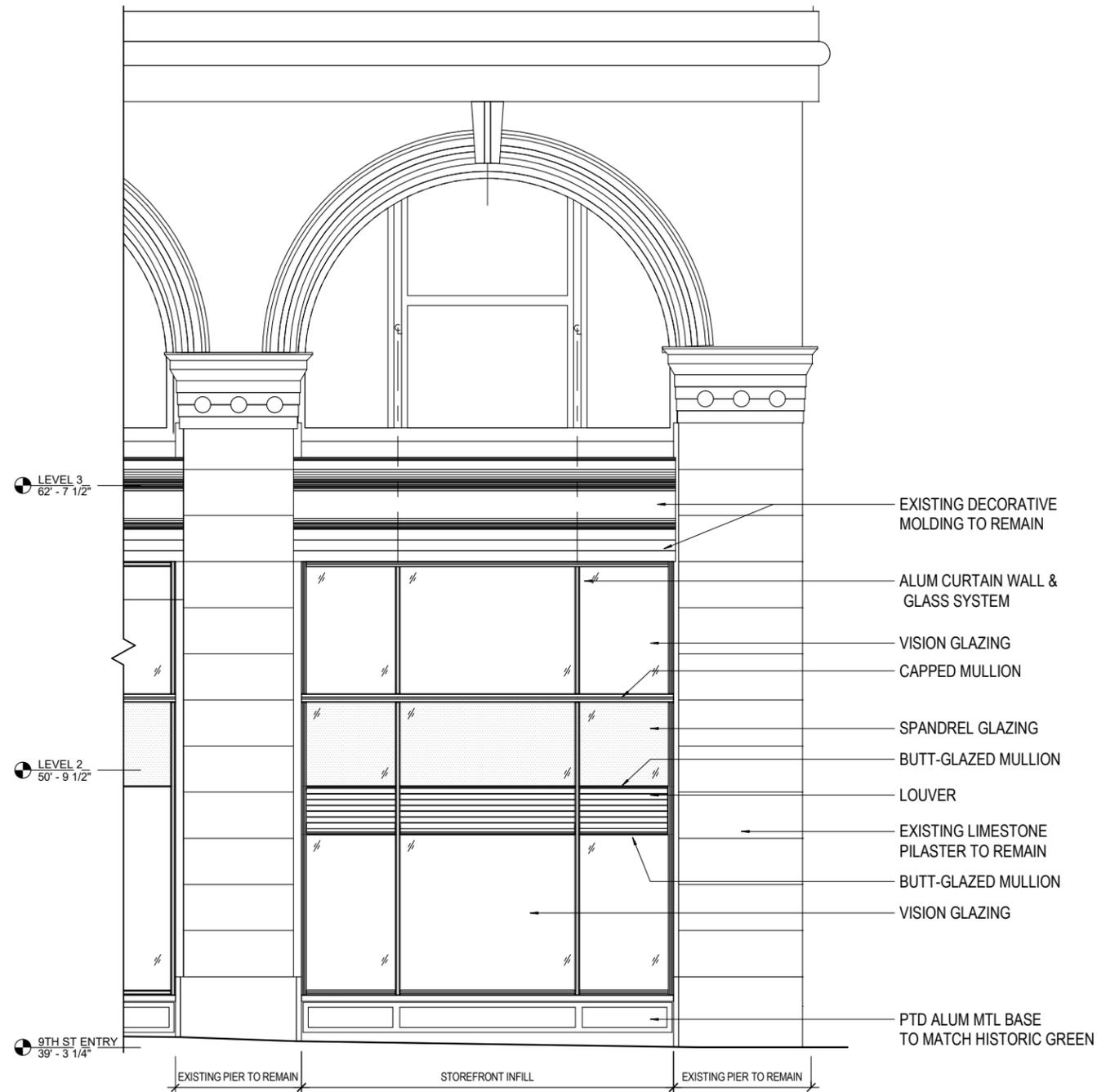
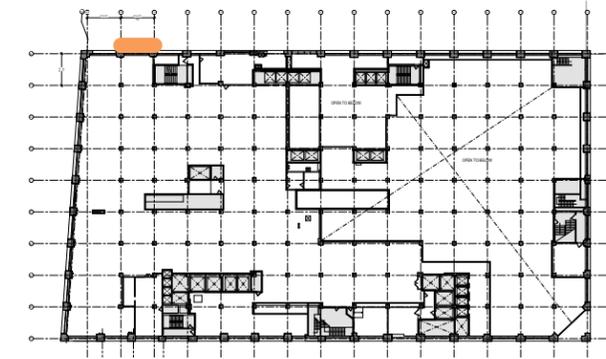


1 | SECTION @ DOOR

2 | SECTION @ GLASS

BAY CONFIGURATION TYPES

STOREFRONT TYPE: 3 INTERMEDIATE LEVEL 1 LOUVER BAY N14

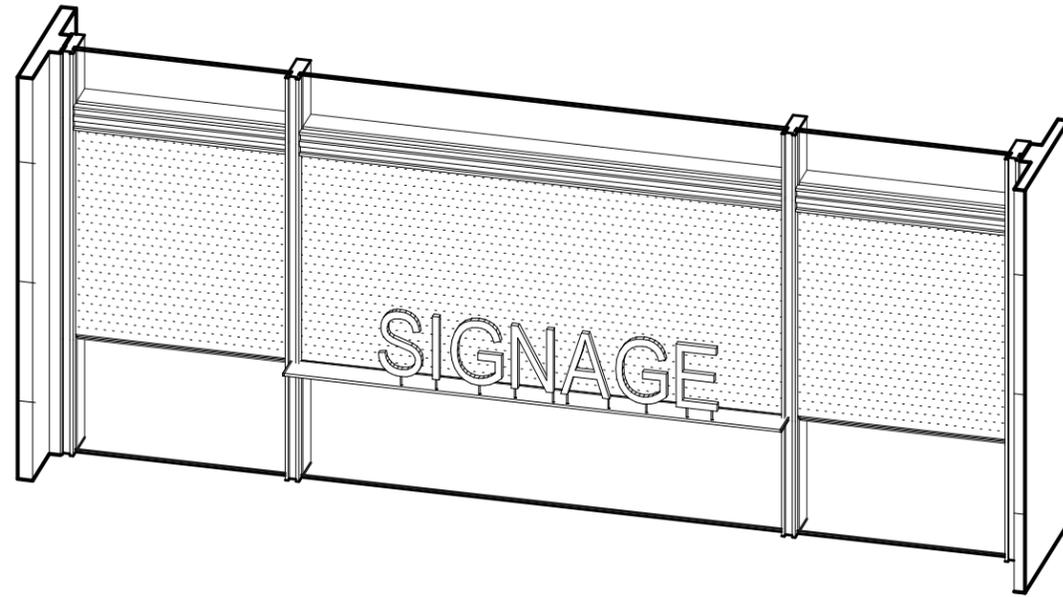


1 | SECTION @ WEST SIDE

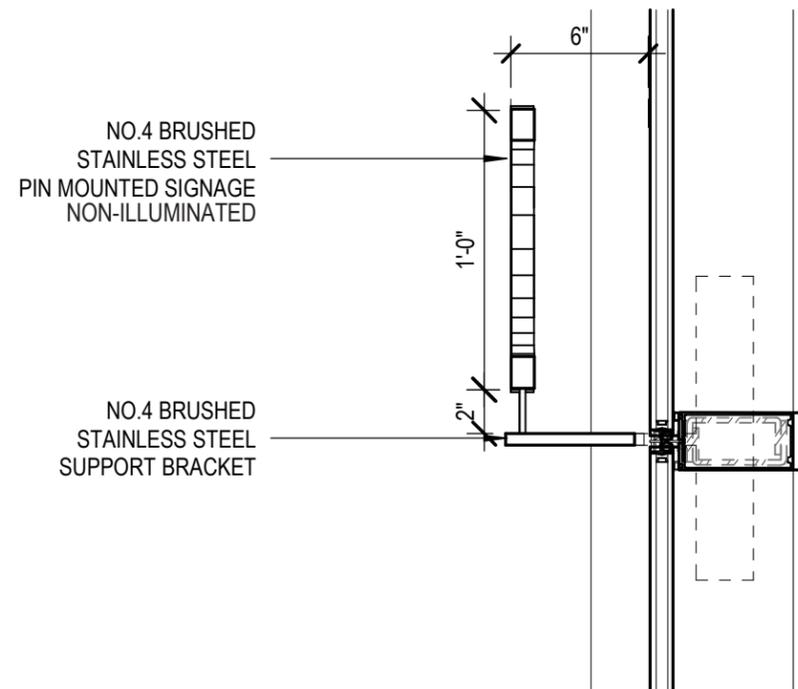
BAY CONFIGURATION TYPES

SIGNAGE



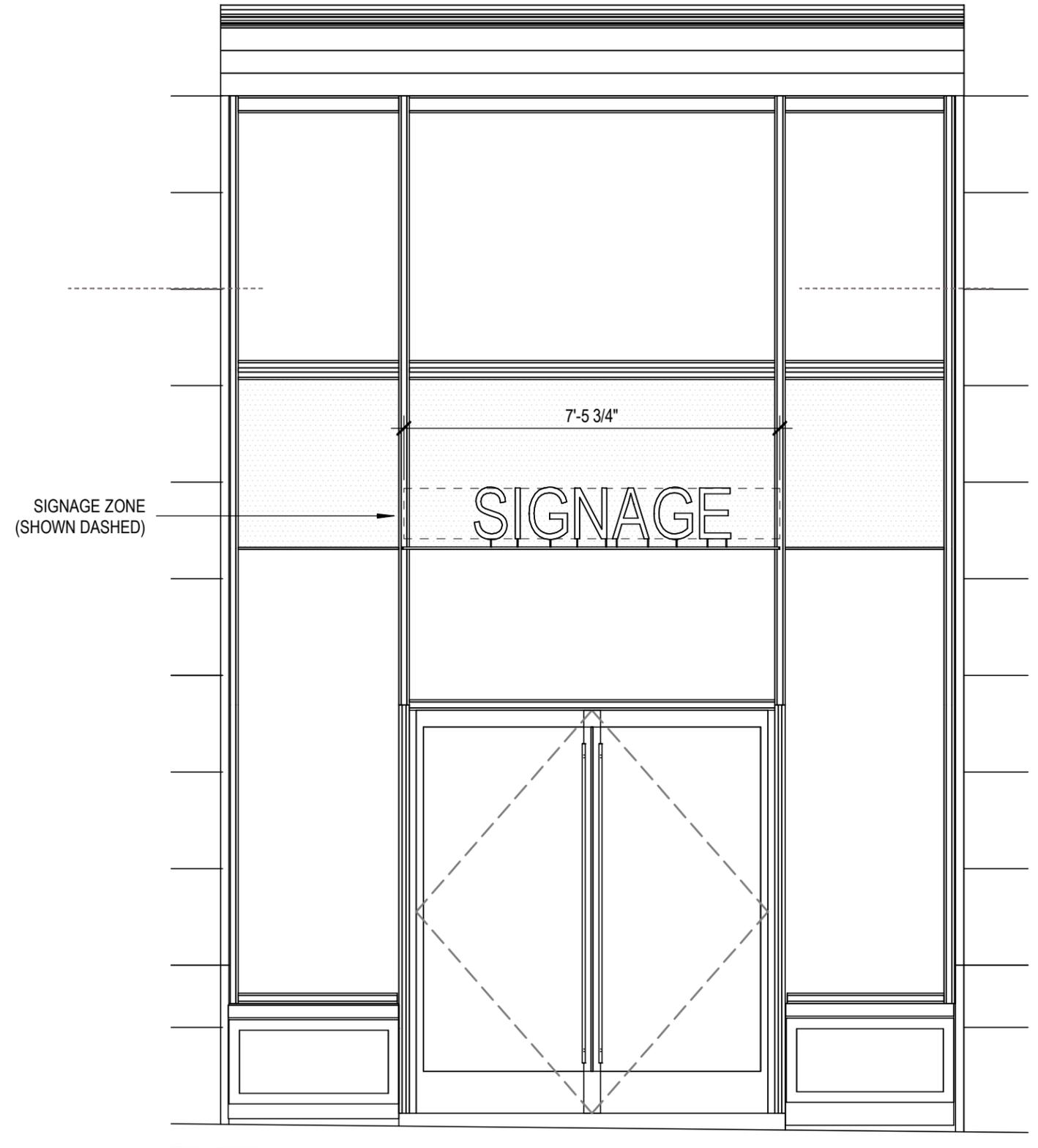


1 | TENANT SIGNAGE AXON



2 | SIGNAGE SECTION
1 1/2" = 1'-0"

SIGNAGE TO BE AT PRIMARY RETAIL ENTRIES ONLY



3 | TENANT SIGNAGE
3/8" = 1'-0"

TENANT SIGNAGE - RETAIL ENTRY



1 | PROPOSED WEST FACADE | BROADWAY



2 | PROPOSED EAST FACADE | LAFAYETTE STREET

PROPOSED STOREFRONT | RENDERINGS

The current proposal is:

Preservation Department – Item 6, LPC-21-01284

**770 Broadway,
Borough of Manhattan**

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Webinar ID: 873 5169 1360

Passcode: 866444

By Phone:

1 646-558-8656

US (New York) 877-853-5257 (Toll free)

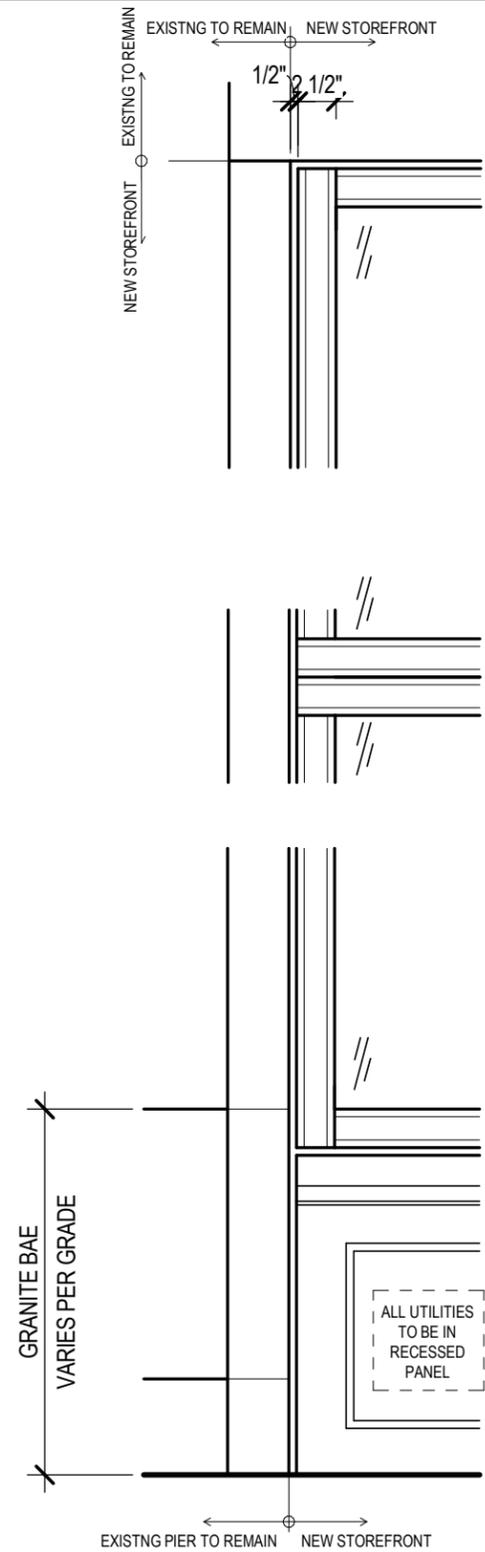
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Note: If you want to testify on an item, join the Zoom webinar at the agenda’s “Be Here by” time (about an hour in advance). When the Chair indicates it’s time to testify, “raise your hand” via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

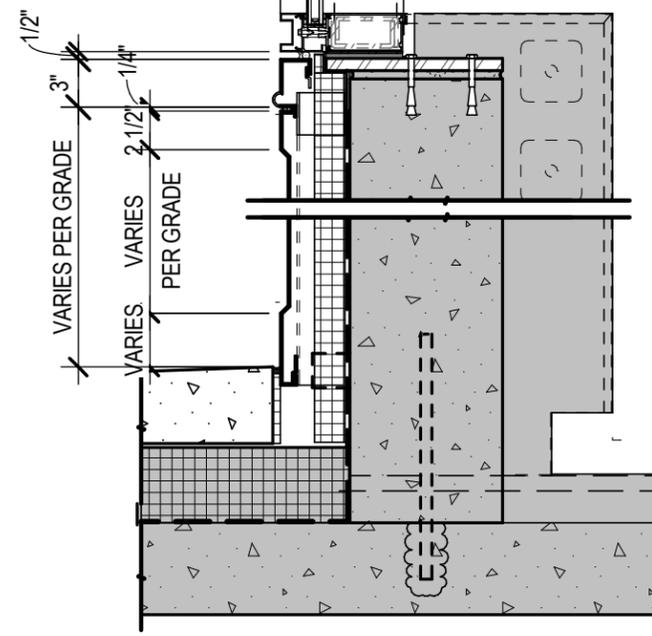
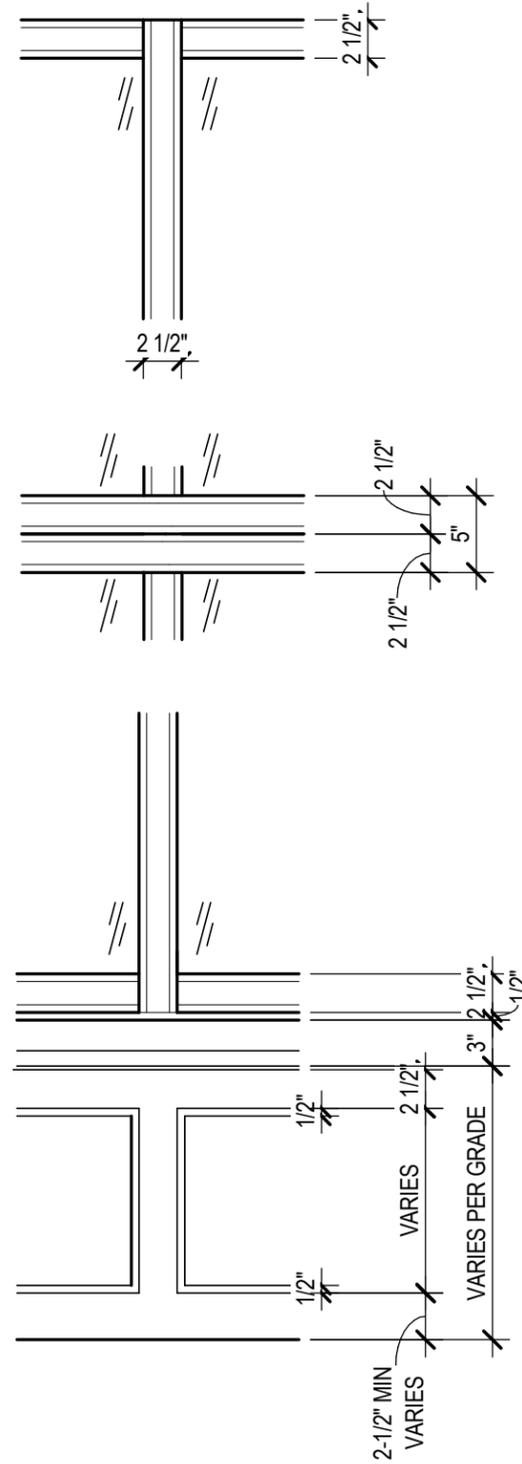
APPENDIX

STOREFRONT DETAILS



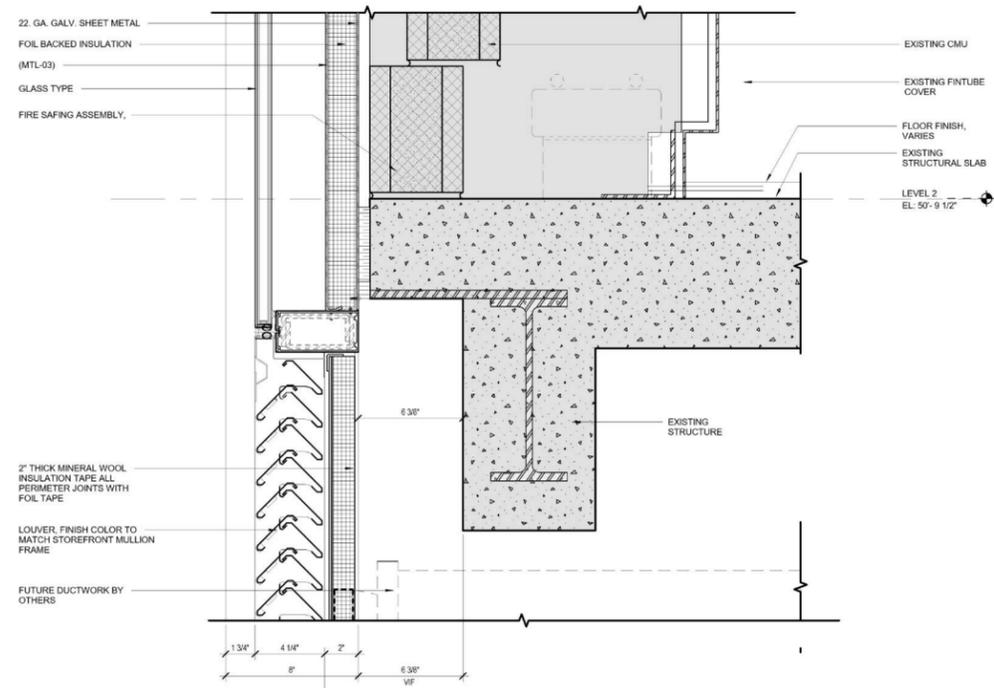


1 | TYPICAL MULLION INTERSECTIONS

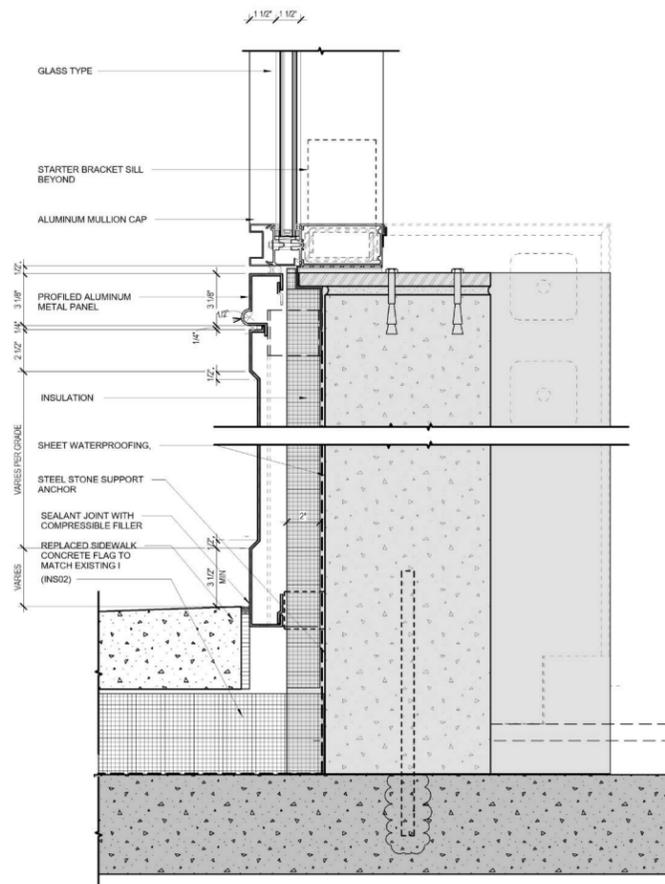


2 | TYPICAL MULLION SECTIONS

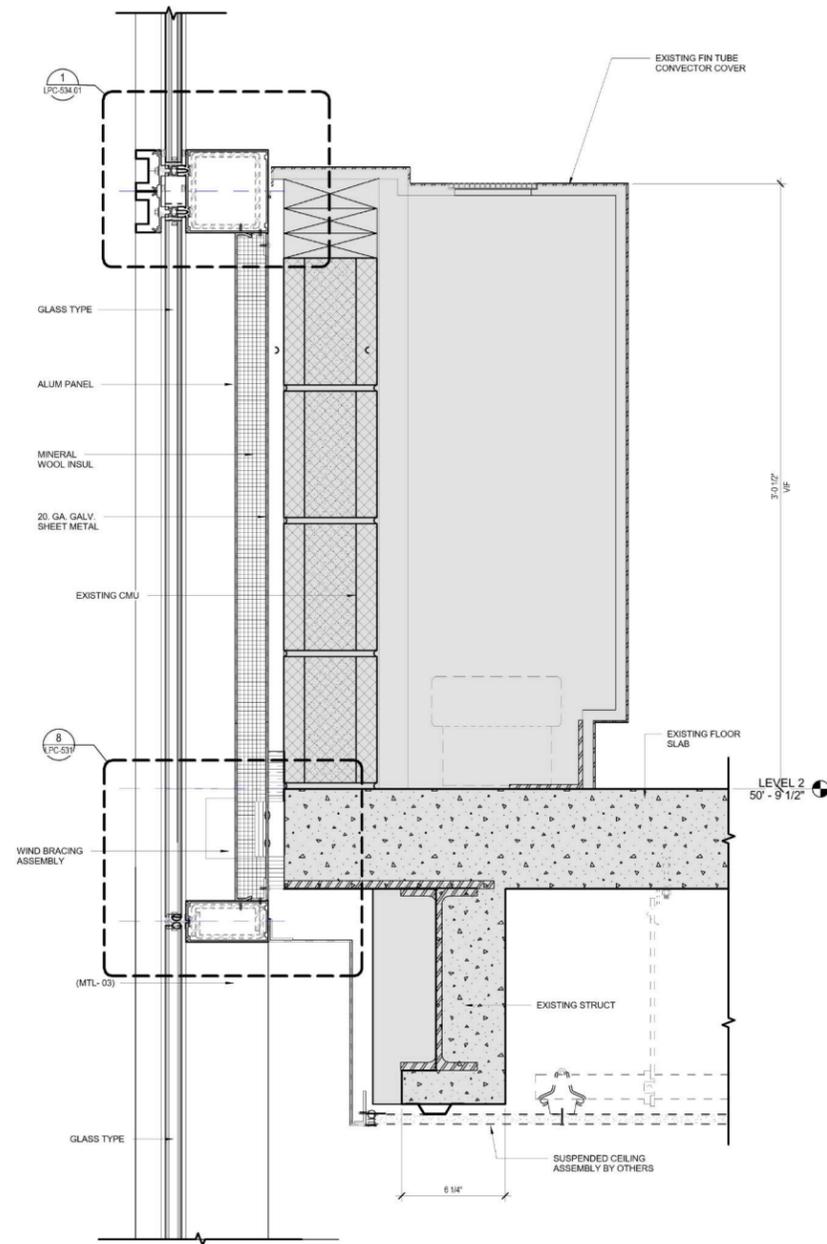
STOREFRONT DETAILS



3 TYP. SPANDREL BEAM/ LOUVER SECTION DETAIL
3" = 1'-0"

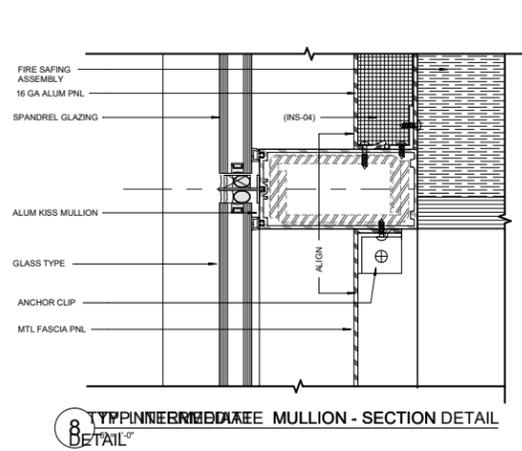


2 TYP. STOREFRONT BASE - SECTION DETAIL
3" = 1'-0"

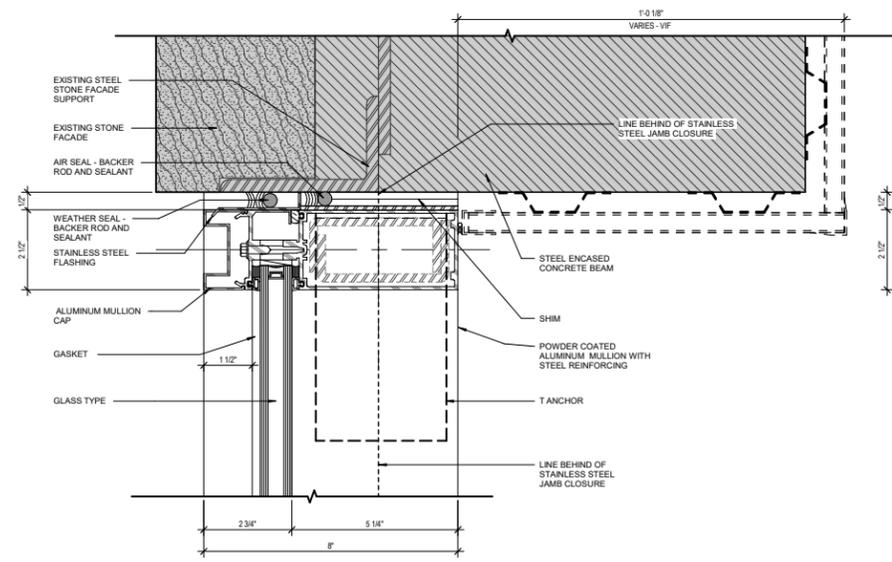


1 TYP. SPANDREL BEAM SECTION DETAIL
3" = 1'-0"

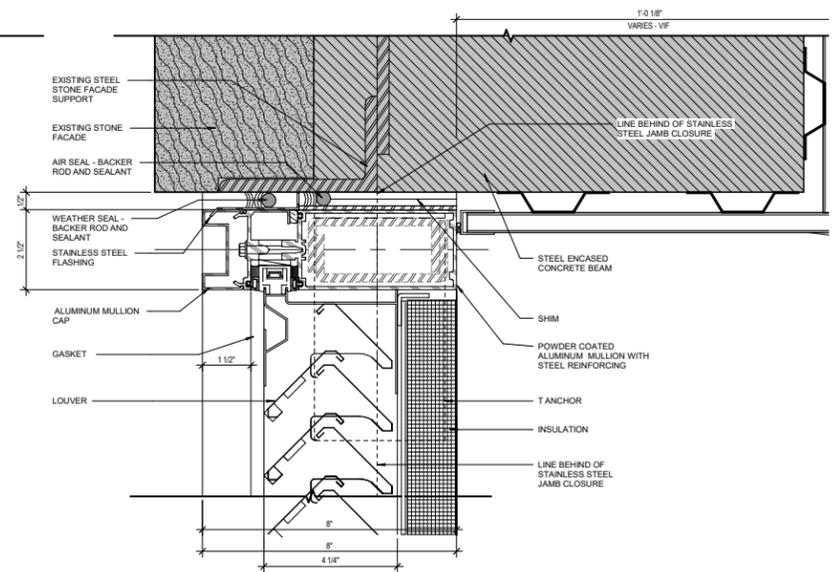
STOREFRONT DETAILS



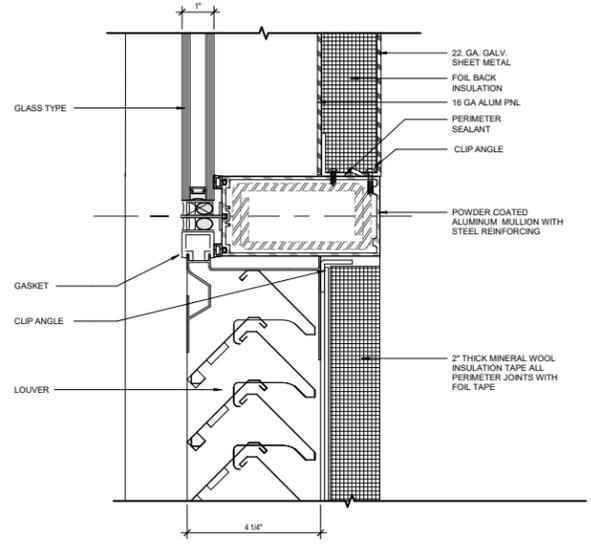
8 TYP. INSET MULLION - SECTION DETAIL



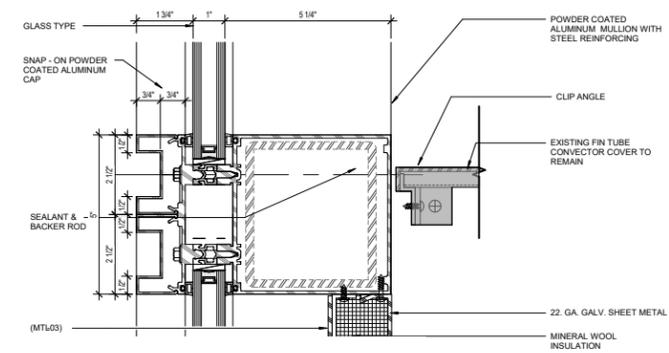
5 TYP. HEADER STOREFRONT MULLION - SECTION DET.



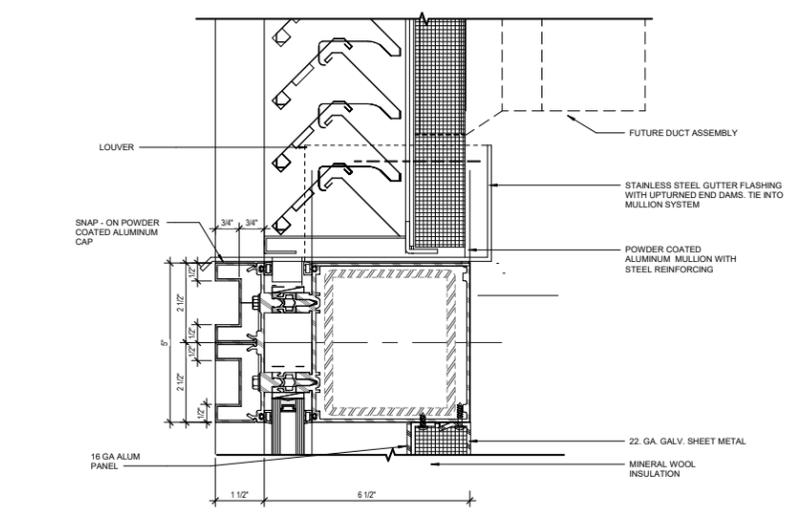
2 TYP. HEADER STOREFRONT MULLION - SECTION DET.



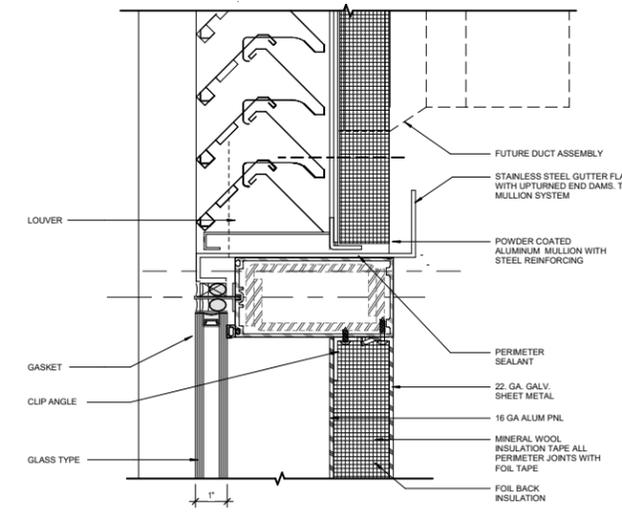
7 TYP. STOREFRONT HORIZ. LOUVER - SECTION



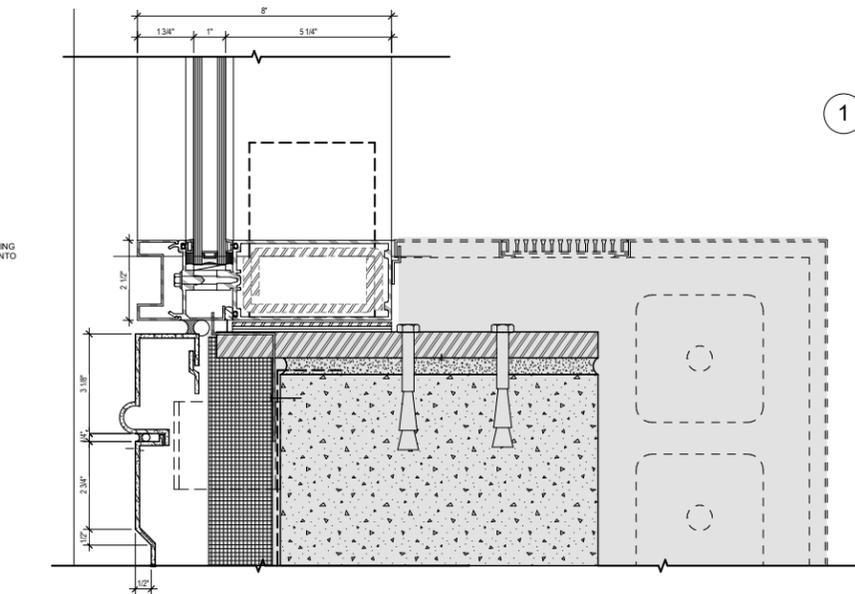
4 TYP. HORIZONTAL MULLION - SECTION DETAIL



1 TYP. HORIZONTAL MULLION - LOUVER - SECTION DETAIL

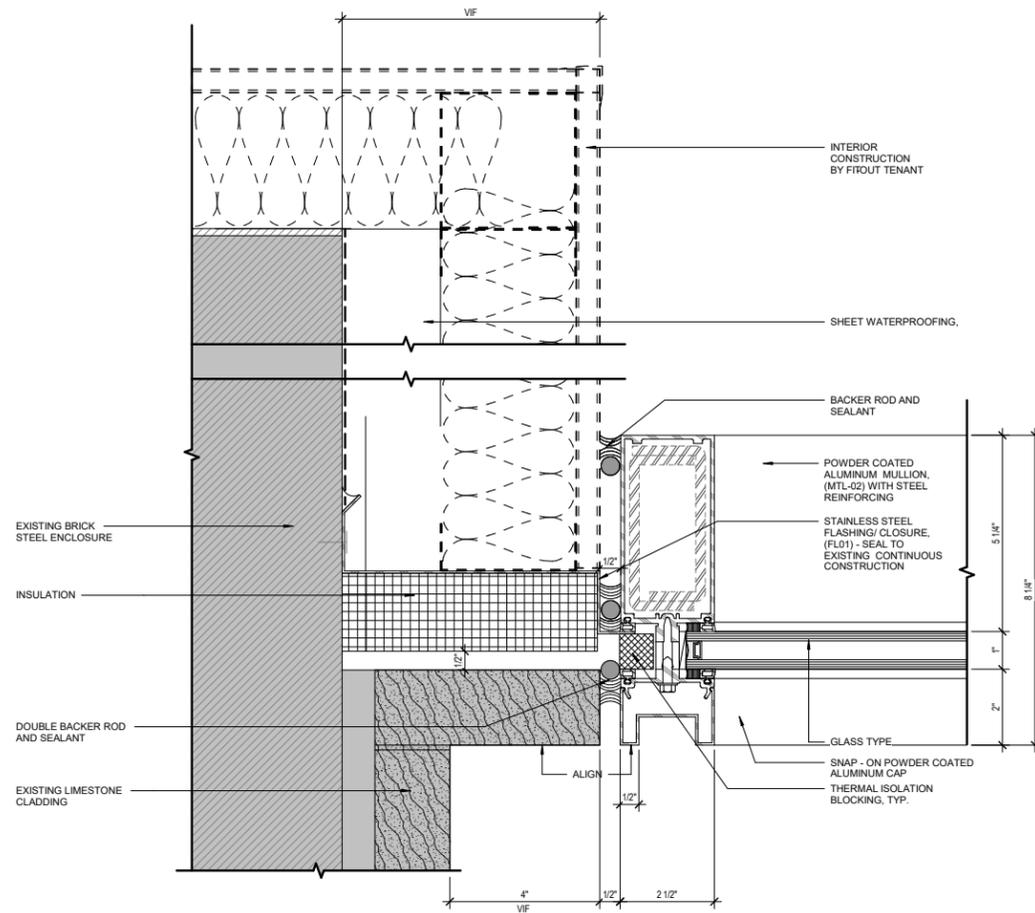


6 TYP. STOREFRONT HORIZ. LOUVER - SECTION

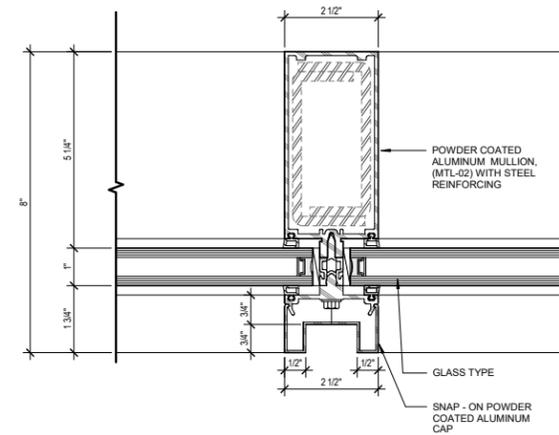


3 TYP. STOREFRONT SILL - SECTION DETAIL AT STEEL ANCHOR PLATE

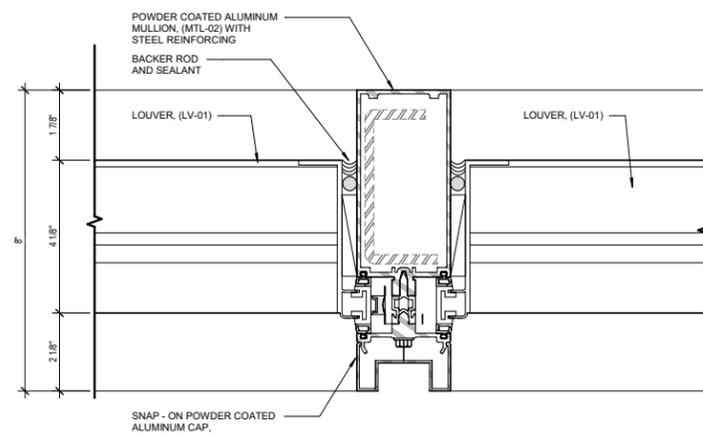
STOREFRONT DETAILS



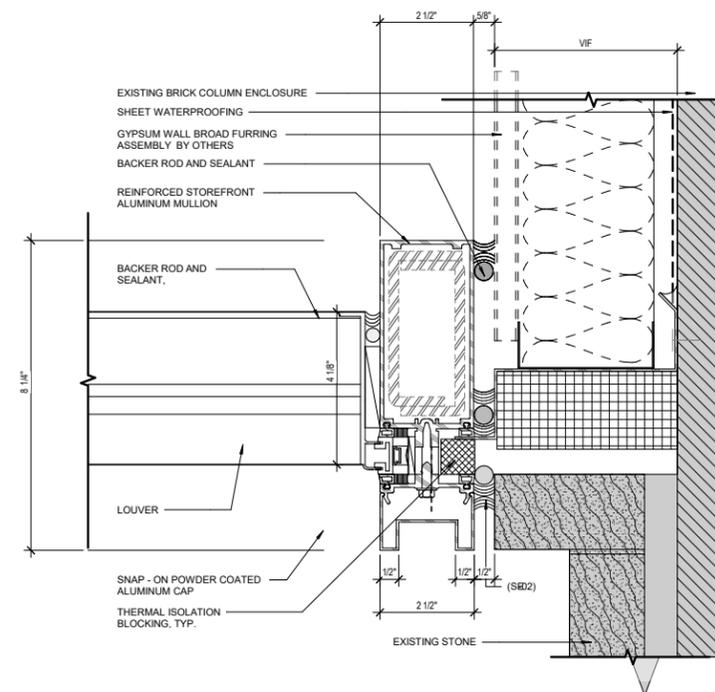
4 TYP. STOREFRONT JAMB DETAIL - PLAN DETAIL
6" = 1'-0"



3 TYP. INTERMEDIATE MULLION - PLAN DETAIL
6" = 1'-0"

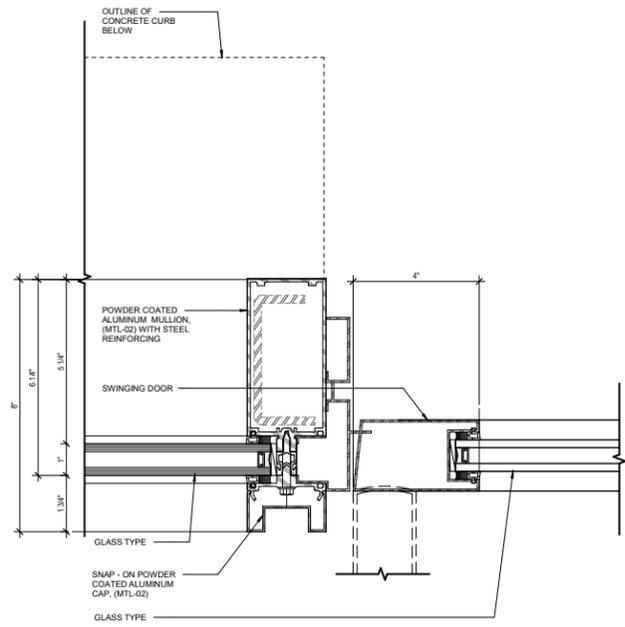


2 TYP. INTERMEDIATE MULLION - PLAN DETAIL AT LOUVERS
6" = 1'-0"

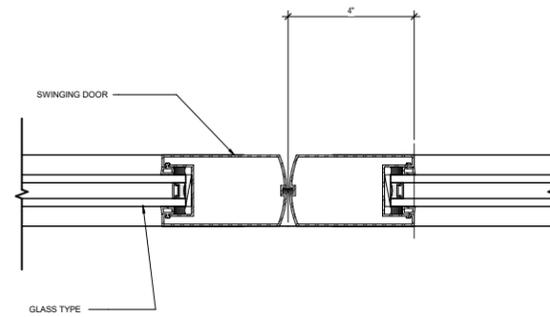


1 TYP. STOREFRONT JAMB LOUVER - PLAN DET.
6" = 1'-0"

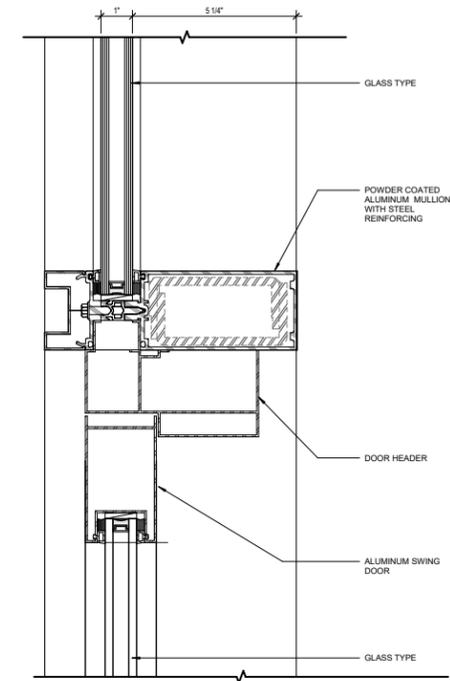
STOREFRONT DETAILS



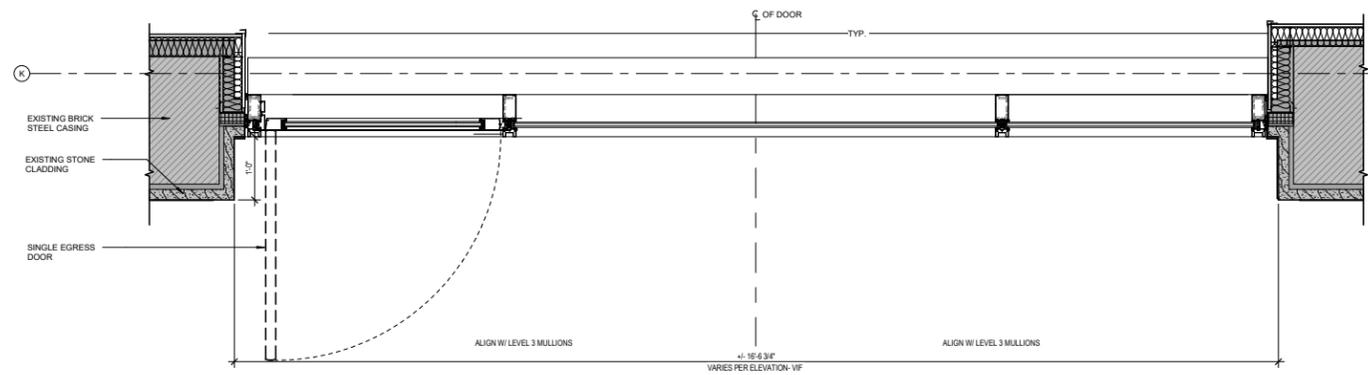
6 EGRESS DOOR JAMB - PLAN DETAIL
6" = 1'-0"



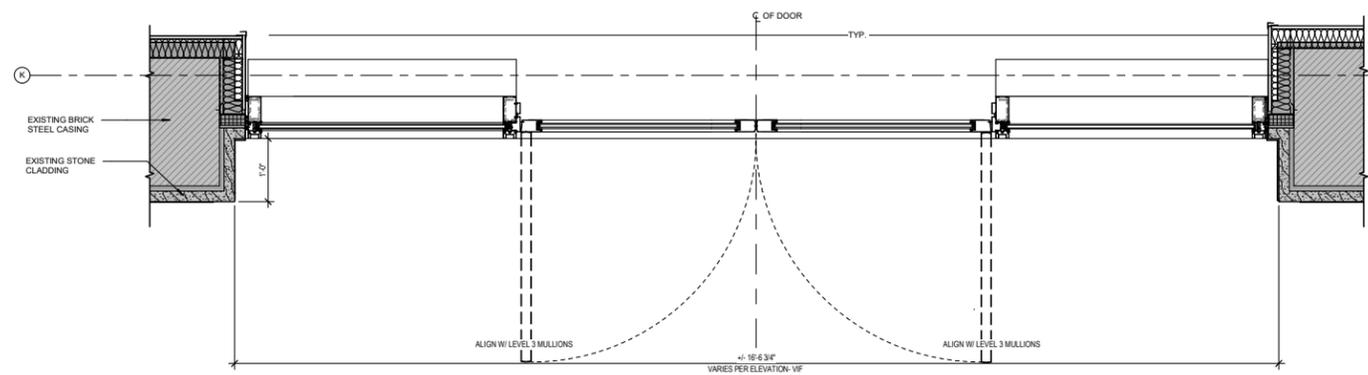
5 EGRESS DOOR RAIL - PLAN DETAIL
6" = 1'-0"



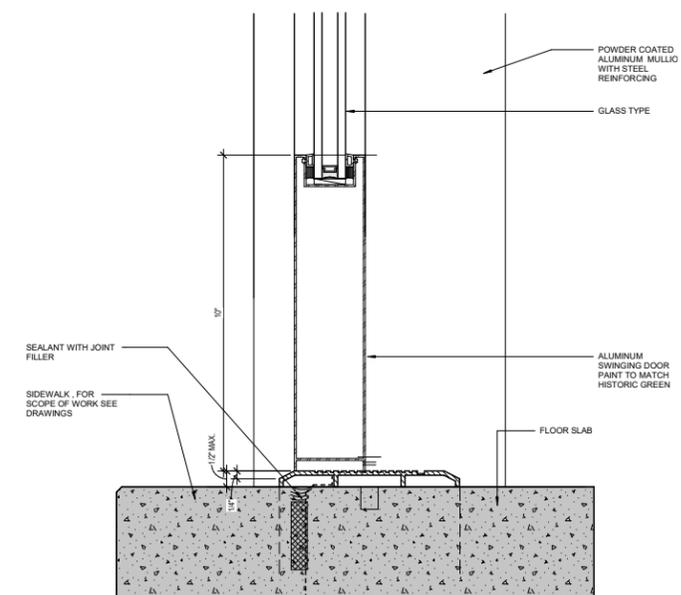
2 EGRESS DOOR HEADER - SECTION DETAIL
6" = 1'-0"



4 EGRESS STOREFRONT DOOR ENTRANCE - SINGLE DOOR PLAN
1" = 1'-0"

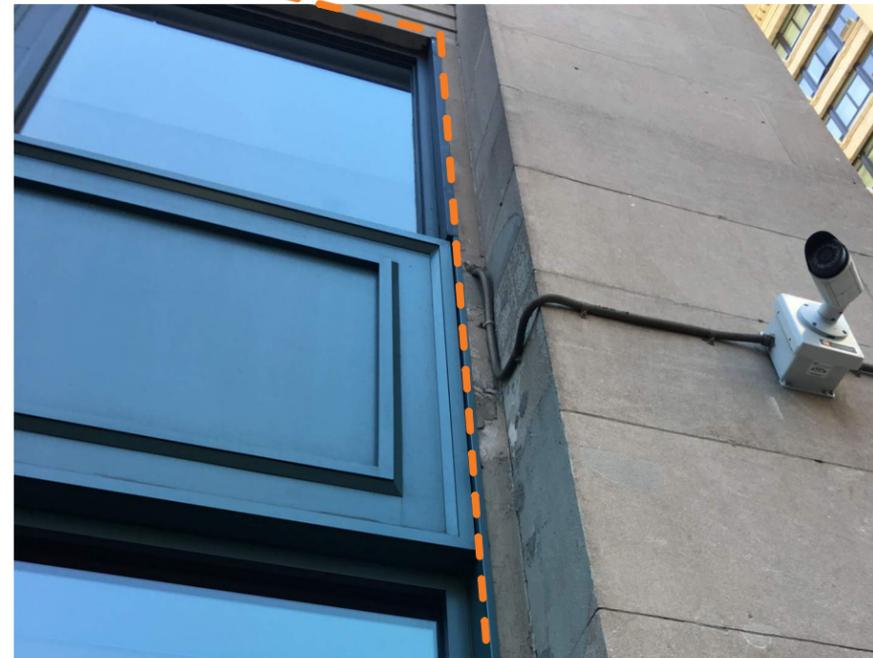


3 EGRESS STOREFRONT DOOR ENTRANCE - DOUBLE DOOR PLAN
1" = 1'-0"



01 EGRESS DOOR HEADER - SECTION DETAIL-SILL
6" = 1'-0"

STOREFRONT DETAILS



HISTORIC LIMESTONE,
GRANITE PIER TO REMAIN

EXISTING STOREFRONT
TO BE REMOVED

BAYS: N1-N6, E1-E9, S14-S16

HISTORIC LIMESTONE,
GRANITE PIER TO REMAIN

EXISTING STOREFRONT
TO BE REMOVED

BAYS: N12-15, W1-W6

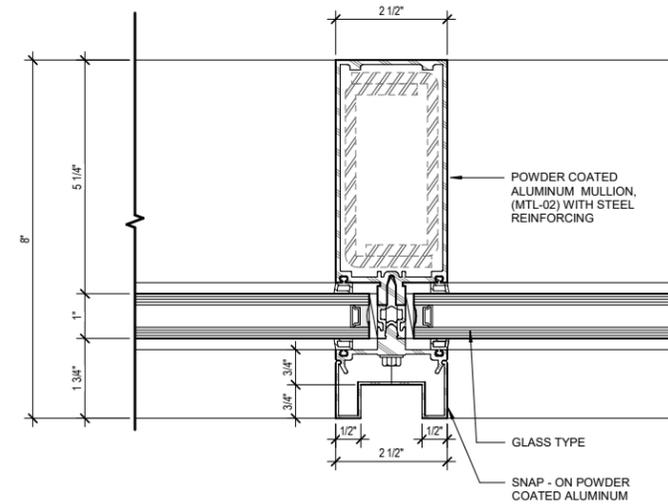
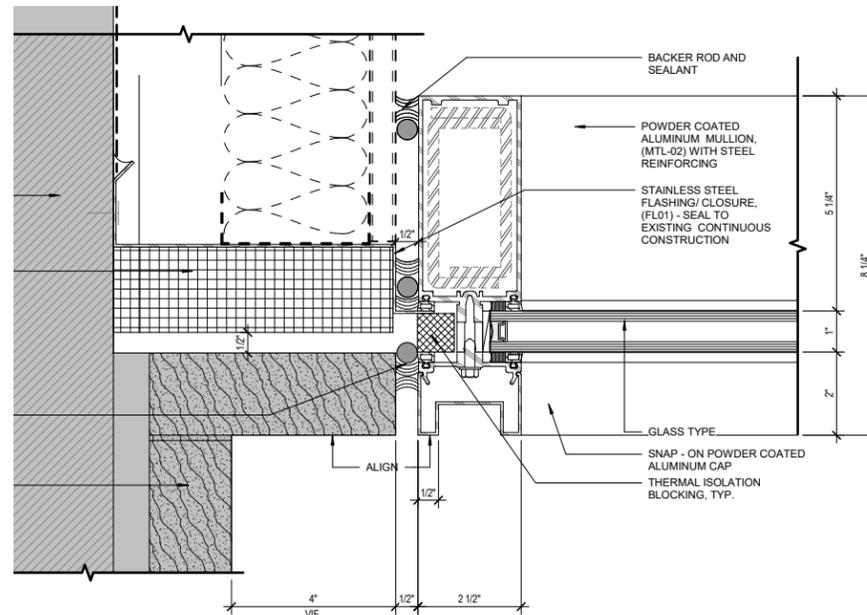
EXISTING STOREFRONT
TO BE REMOVED

HISTORIC LIMESTONE,
GRANITE PIER TO REMAIN

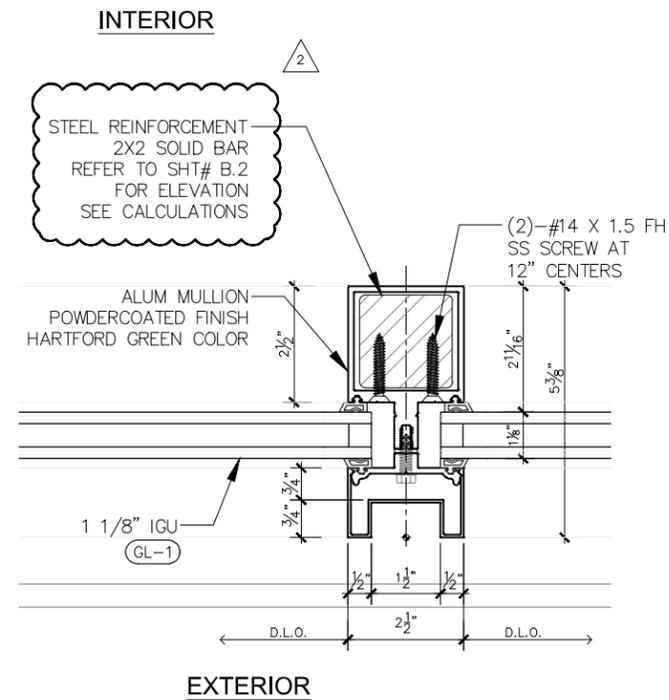
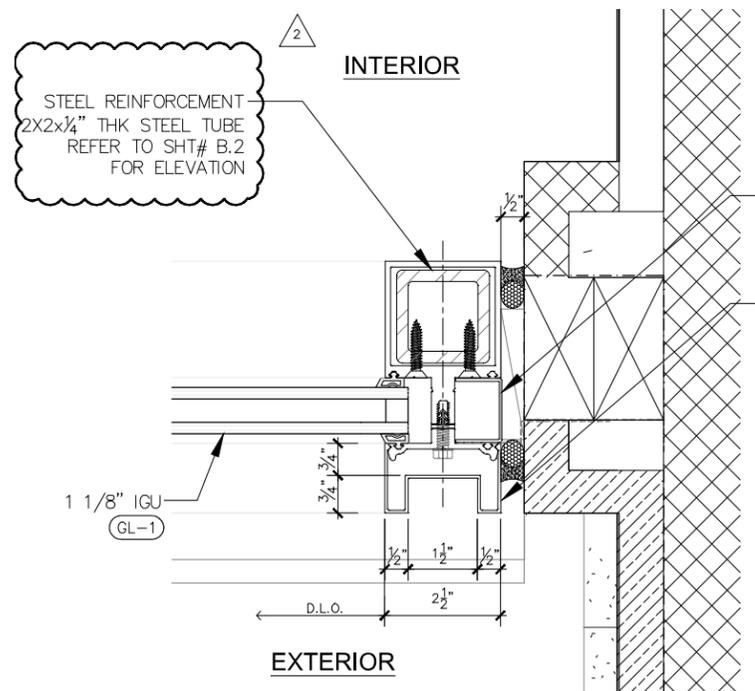
BAYS: S1-S3, W7-W9

EXISTING PHOTOS | STOREFRONT CONDITIONS

STOREFRONT DETAILS
DETAIL COMPARISON



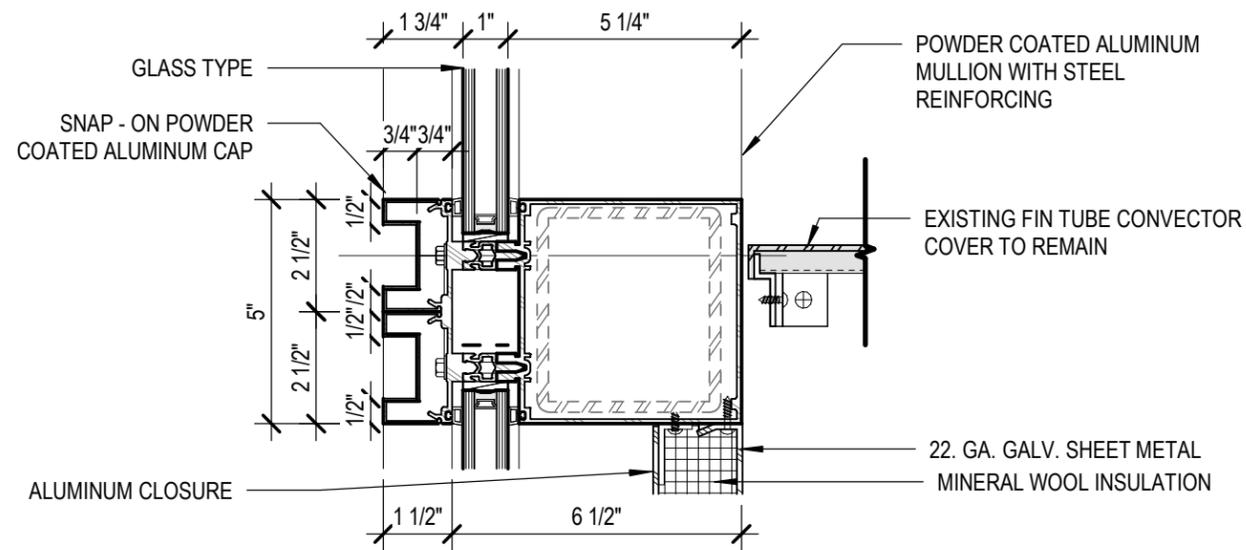
1 PROPOSED STORE FRONT MULLION PROFILES
PROFILED MULLION CAP



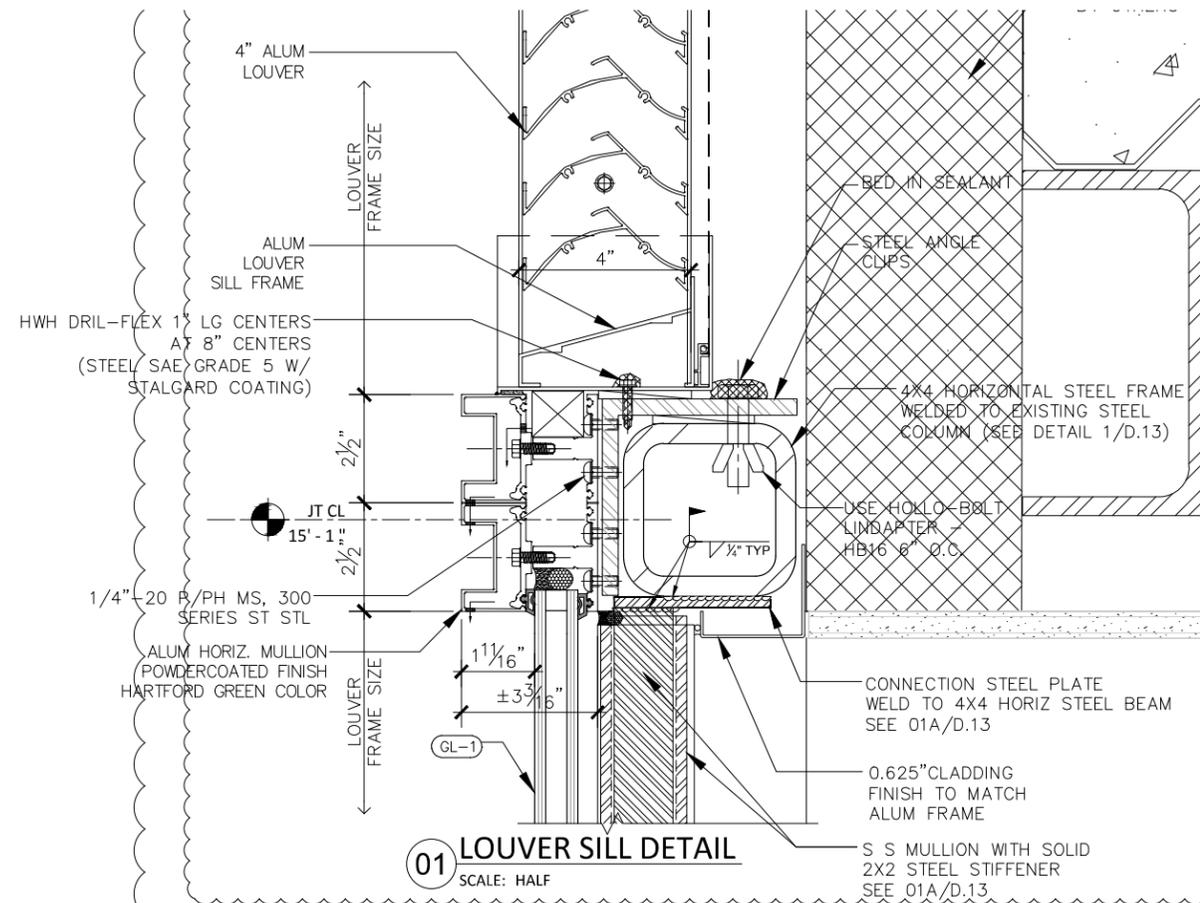
2 EXISTING TENANT LOBBY MULLION PROFILES
PROFILED MULLION CAP

LANDMARK'S APPROVED AND INSTALLED 2019

DETAIL COMPARISON

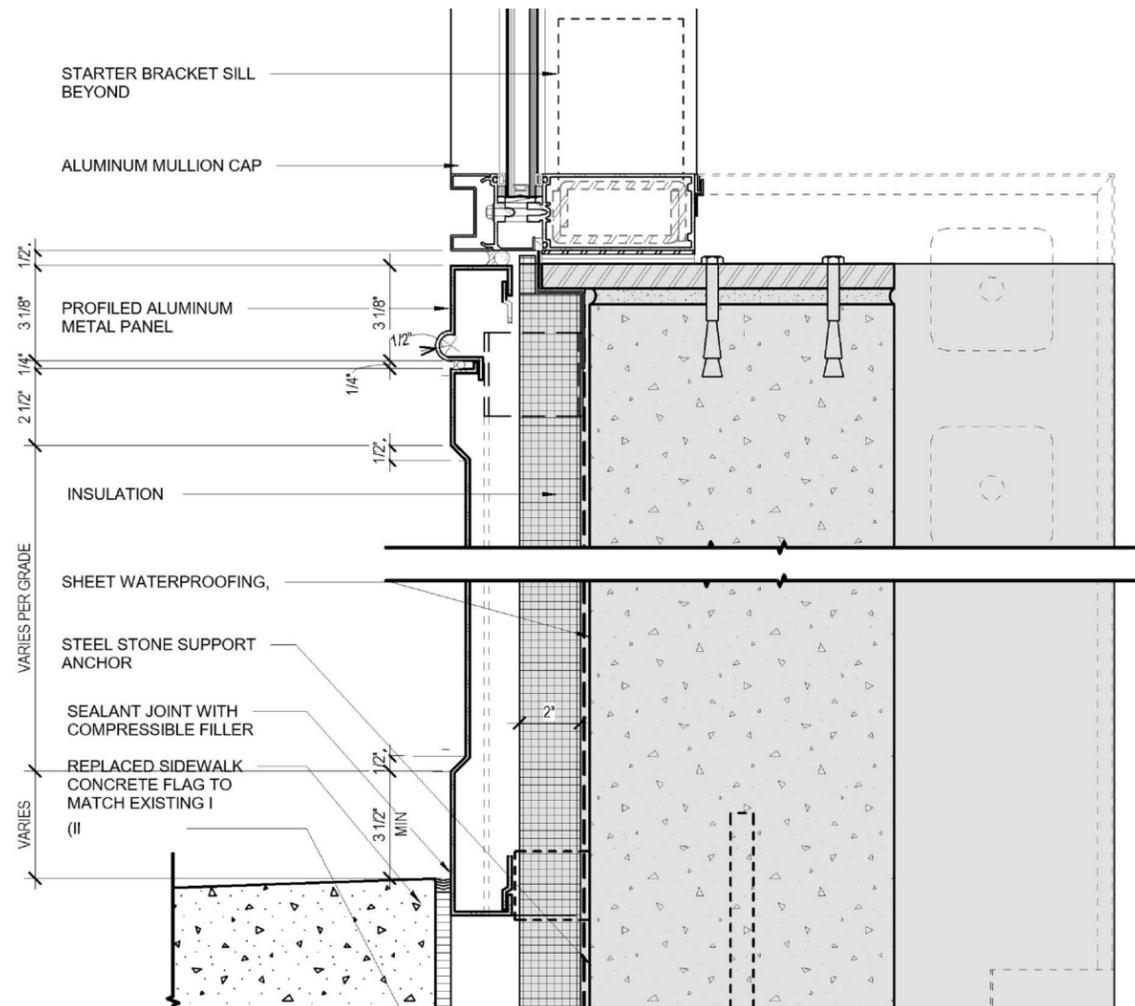


1 | PROPOSED STOREFRONT
PROFILED MULLION CAP @ INTERMEDIATE HORIZONTAL



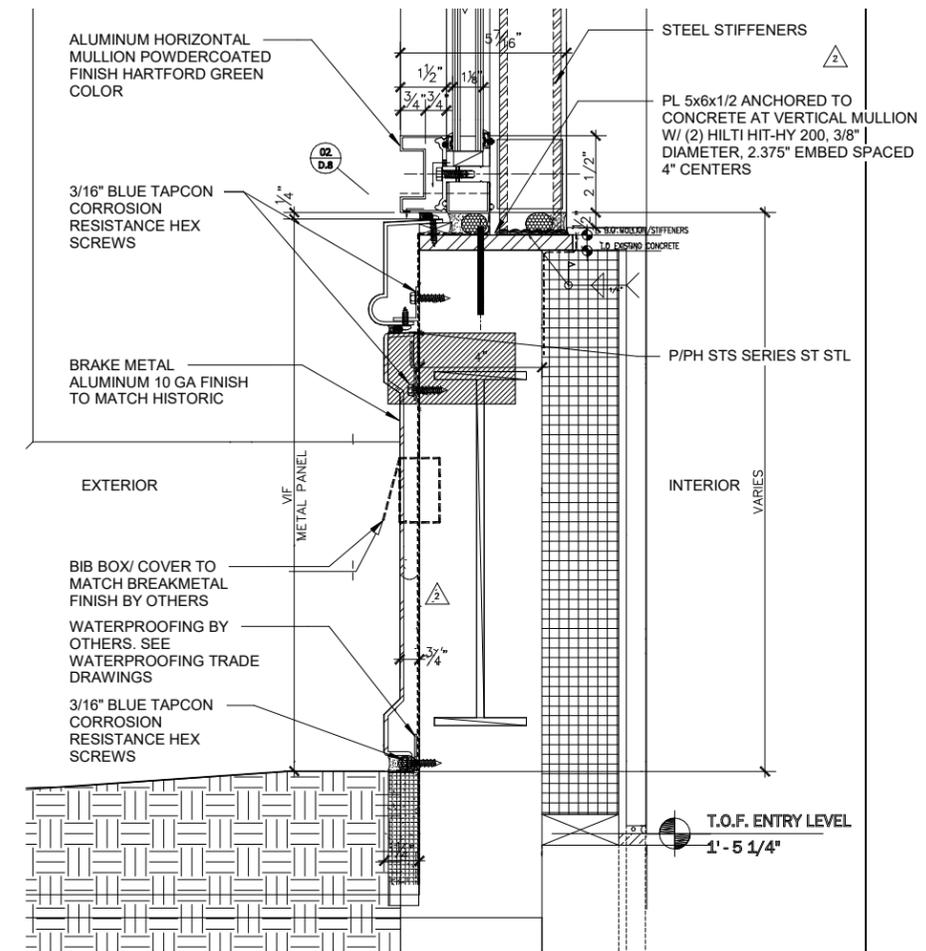
2 | EXISTING TENANT LOBBY STOREFRONT
PROFILED MULLION CAP @ INTERMEDIATE HORIZONTAL

LANDMARK'S APPROVED AND INSTALLED 2019



1 PROPOSED STORE FRONT SILL DETAIL
PROFILED MULLION CAP

LOCATION OF STEEL AND LOCATION VIF
INSULATION LINE MAY VARY BASED ON STEEL LOCATION.



2 EXISTING TENANT LOBBY SILL DETAIL
PROFILED MULLION CAP

LANDMARK'S APPROVED AND INSTALLED 2019

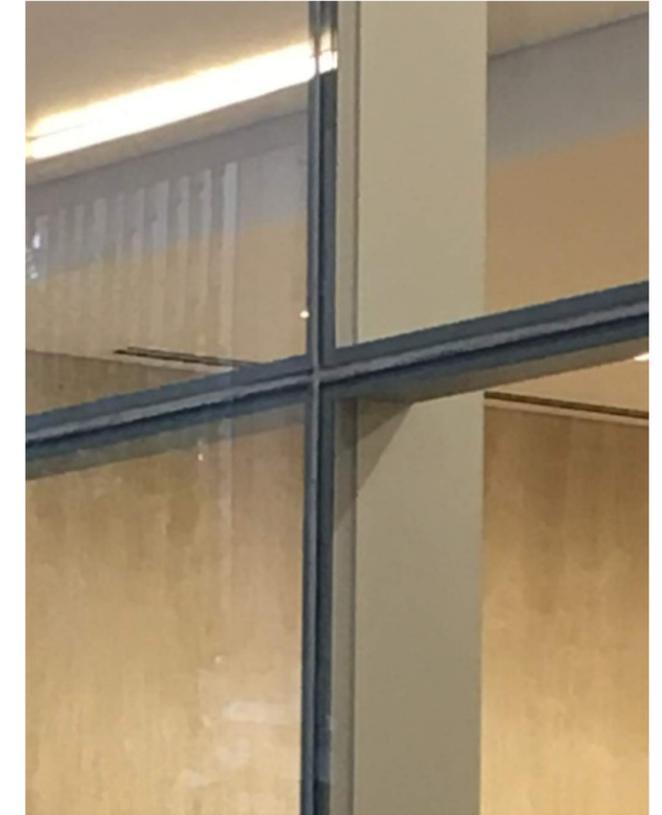
DETAIL COMPARISON



1 | BUTT GLAZED VERTICAL AND HORIZONTAL MULLIONS
5 BRYANT PARK



2 | BUTT GLAZED VERTICAL AND HORIZONTAL MULLIONS
1411 BROADWAY



3 | BUTT GLAZED ENLARGED DETAIL
NO CAP AT VERTICAL OR HORIZONTAL

BUTT GLAZED DETAIL TO ILLUSTRATE NO CAP ON MULLIONS ONLY
COLOR AND GLASS TYPES NOT APPLICABLE TO PROJECT

DETAIL PRECEDENT | BUTT GLAZED STOREFRONT

The current proposal is:

Preservation Department – Item 6, LPC-21-01284

**770 Broadway,
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