

The current proposal is:

Preservation Department – Item 4, LPC-21-01484

**287 Broadway – 287 Broadway Building,
Borough of Manhattan**

How to Testify Via Zoom:

<https://us02web.zoom.us/j/87292044525?pwd=cnhMdzdTZFNoytGcDE2Z3FOUDFtQT09>

Webinar ID: 872 9204 4525

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1 646-558-8656

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TD BANK – 287 BROADWAY

LANDMARKS PRESERVATION COMMISSION SIGNAGE PRESENTATION



BASE BUILDING INFORMATION

BLOCK: 149 LOT: 29

287 BROADWAY (55 READE STREET)
NEW YORK, NY 10007

CONSTRUCTED: 1871-1872
DESIGNATED: APRIL 1988

ARCHITECT: JOHN SNOOK
TYPE: SHOP
STYLE: ITALIANATE AND FRENCH SECOND EMPIRE
METHOD OF CONSTRUCTION: CAST-IRON
STORIES: 6

BASE BUILDING RESTORATION LPC APPLICATION

DOB NO. 121187624

TD BANK ARCHITECT

CORE STATES GROUP
ARCHITECTURE AND ENGINEERING P.C.
CERTIFICATE OF AUTHORIZATION NO. 0013579
46 EAST MAIN STREET
SUITE 201
SOMERVILLE, NJ 08876
908-462-9700
CORE-STATES.COM

BASE BUILDING ARCHITECT (RESTORATION)

GREENBERG FARROW
44 WEST 28TH STREET, 16TH FLOOR
NEW YORK, NY 10001
212-725-9530

COVERSHEET



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NEW YORK, NY 10007





287 BROADWAY (C1940)



287 BROADWAY (C1940)



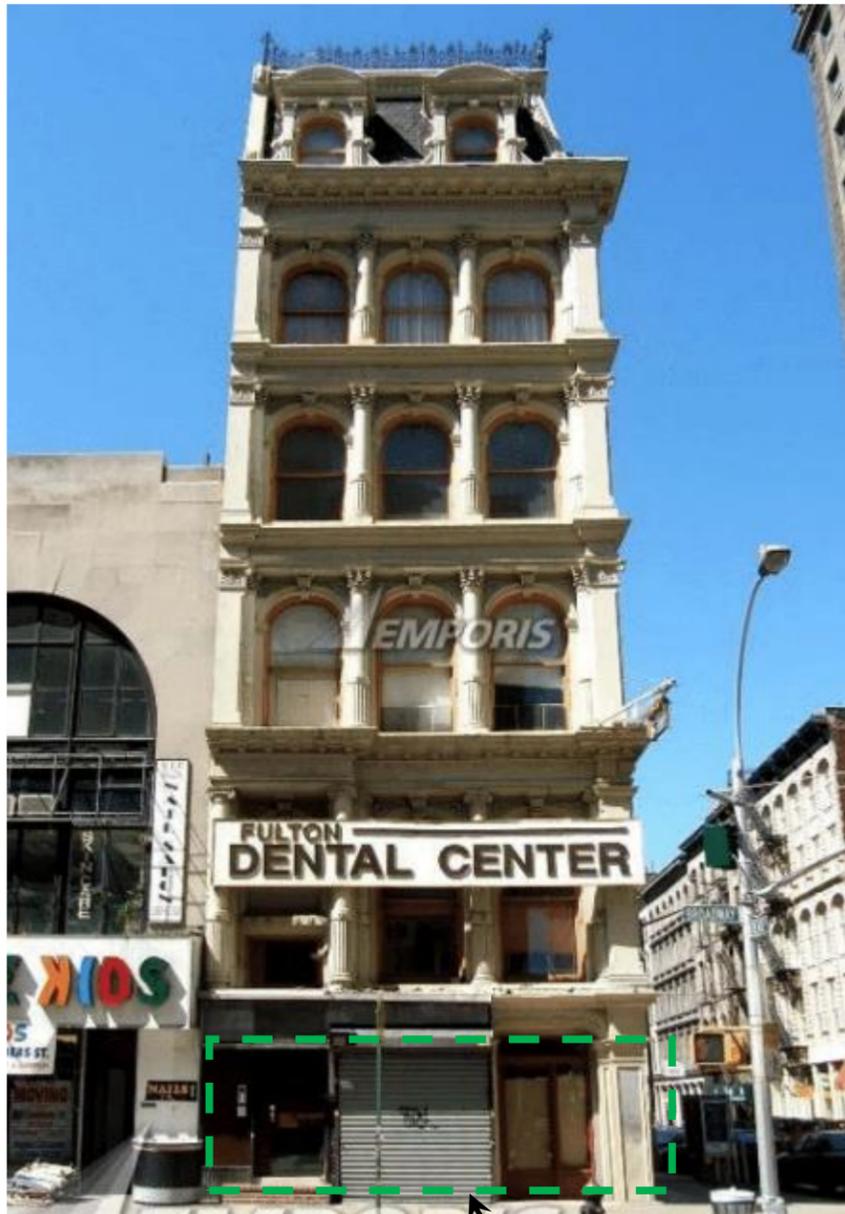
287 BROADWAY (C1940)

HISTORICAL PHOTOGRAPHS



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287 BROADWAY (C2000)

PROPOSED TD BANK TENANT SPACE



287 BROADWAY (1912)

PROPOSED TD BANK TENANT SPACE

HISTORICAL PHOTOGRAPHS



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287 BROADWAY AS VIEWED FROM THE NORTHEAST

PROPOSED TD BANK TENANT SPACE



CLOSE-UP OF ARCHITECTURAL FEATURES

BASE BUILDING RENOVATION COLORS (FROM HISTORIC PAINT)

BENJAMIN MOORE
"WINDHAM CREAM" HC-6

ENTIRE FACADE

BENJAMIN MOORE
"AUDUBON RUSSET" HC-51

ALL WOOD STOREFRONTS
 AND TRANSOMS

COLOR PHOTOGRAPHS PRIOR TO RESTORATION



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BROADWAY

EXT.01 - 18" PROJECTING NON-ILLUM. GREEN METAL BANNER (2 SF)

EXT.02 - NON-ILLUMINATED GREEN METAL MEDALLION SHIELD (1 SF)

10'-0"
ABOVE SIDEWALK

WHITE VINYL TEXT OVER GREEN VINYL BACKGROUND

INT.01 - ILLUMINATED GREEN TD SHIELD 18" BEHIND GLASS

EXT.03 - NON-ILLUMINATED GREEN TD BRANDED DOOR PULL ON EXISTING DOOR (1 SF)

SIGNAGE COMPLIANCE

SITE ZONING: C6-4A

SIGNAGE ORDINANCE:

WALL SIGNS: TOTAL SIGNAGE SQUARE FOOTAGE ALLOWED = 5X STREET FRONTAGE UP TO 500 SF PER FRONTAGE
PROJECTING SIGNS: LIMITED TO 18" ACROSS STREET LINE FOR DOUBLE-FACED, 12" FOR SINGLE
SIGNS ARE LIMITED TO 40 FEET ABOVE CURB LEVEL

ALLOWED BUILDING SIGNAGE:

ELEVATION	S.F. ALLOWED	PROPOSED	ILLUMINATED
BROADWAY	125	4	N
RADE	388	4	N



RADE STREET

INT.01 - ILLUMINATED GREEN TD SHIELD 18" BEHIND GLASS

EXT.02 - NON-ILLUMINATED GREEN METAL MEDALLION SHIELD (1 SF)

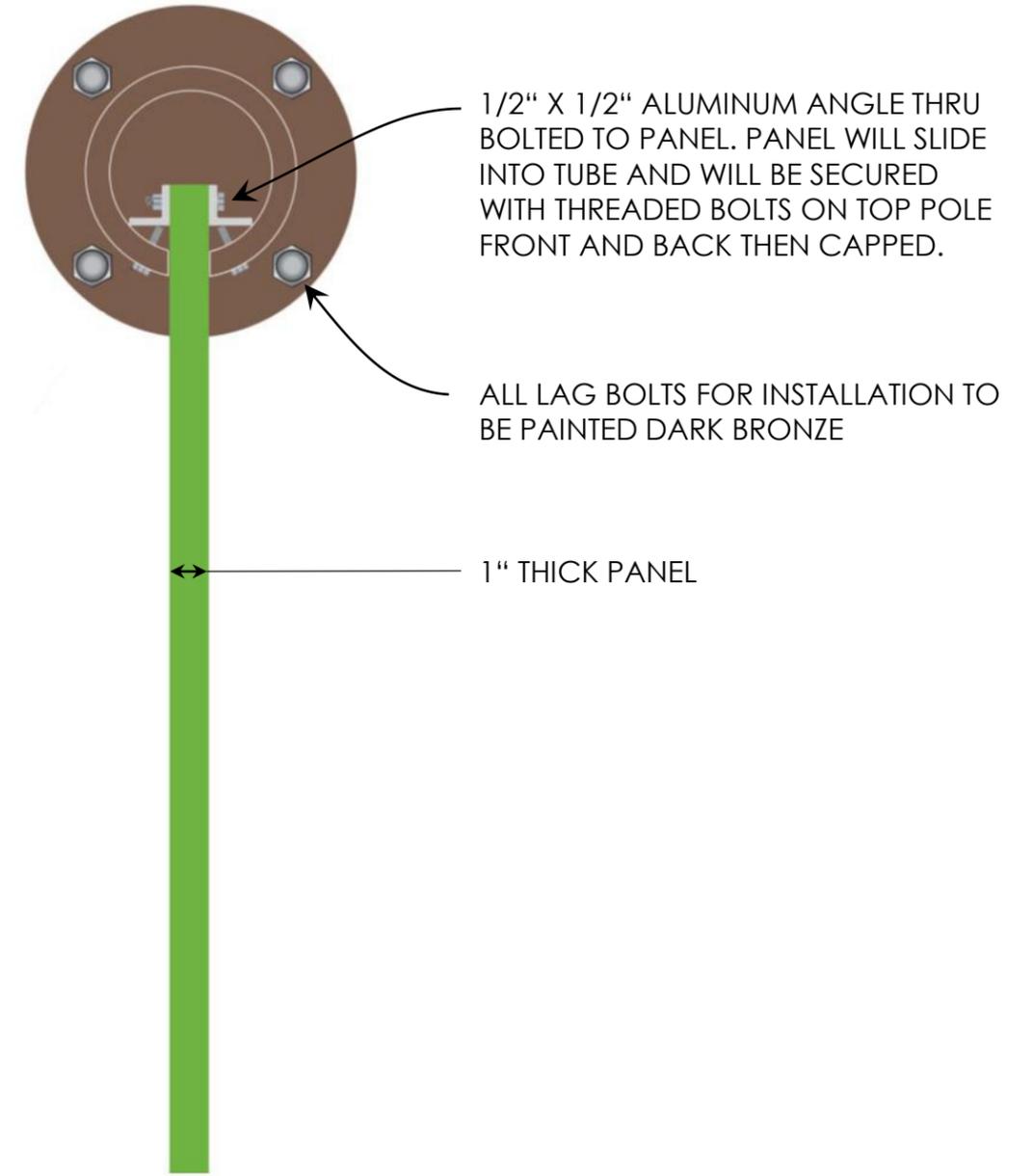
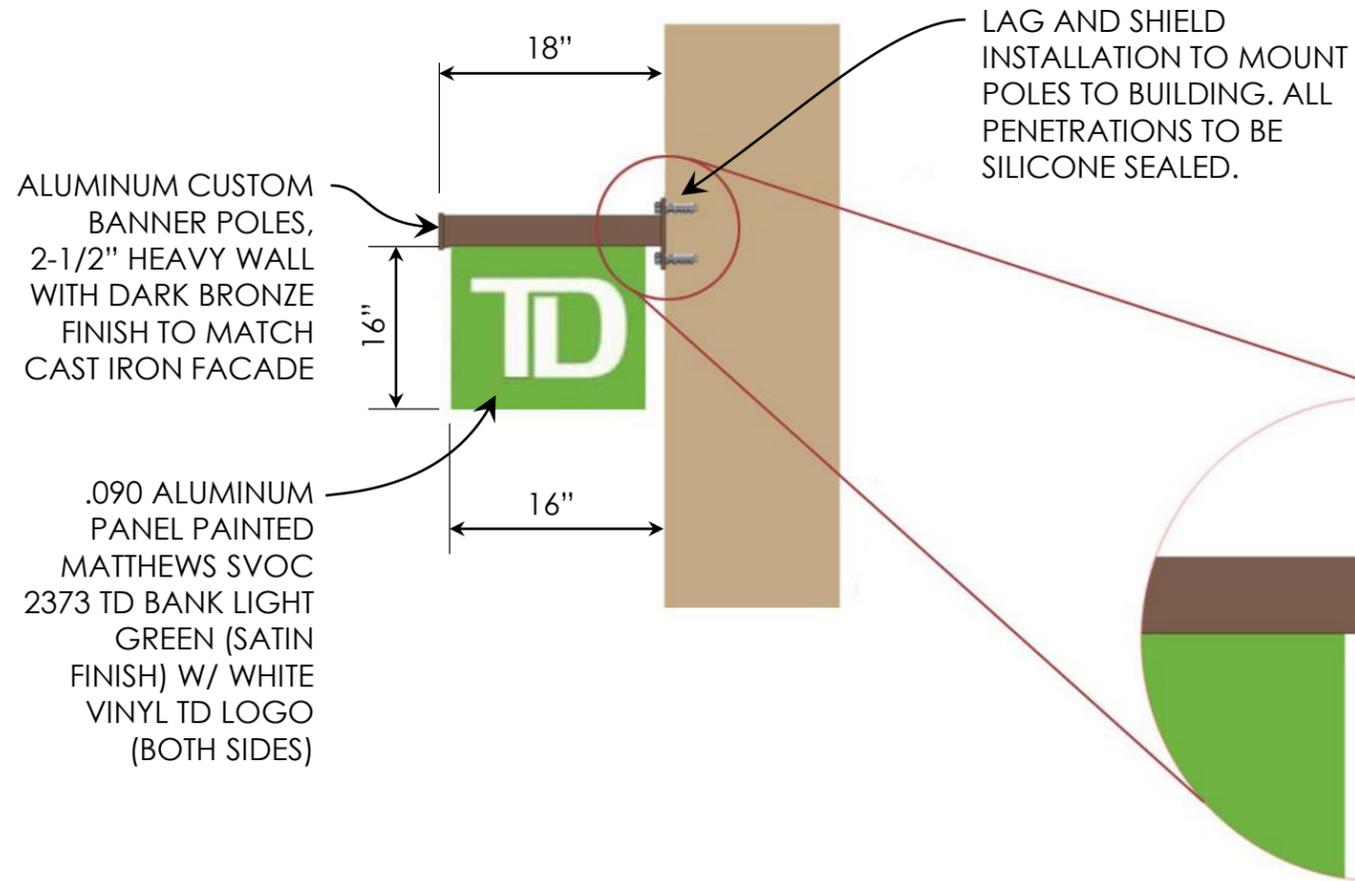
INT.02 - TRANSLUCENT FROSTED PRIVACY VINYL ON LOUNGE GLASS

PROPOSED ELEVATIONS



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INSTALLATION DETAILS

NOTE: METAL BANNERS WILL BE INSTALLED WITH LAGS AND SHIELDS. ALL MEASUREMENTS AND CONDITIONS MUST BE FIELD VERIFIED.

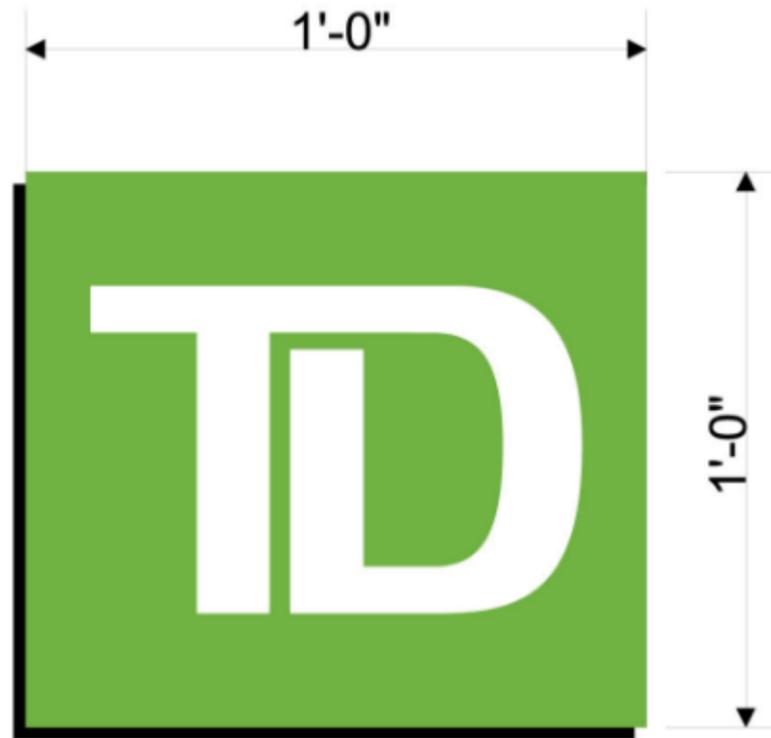


EXT.01 – ALUMINUM BANNERS (QTY. 2)



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NOTE: 1/4" ALUMINUM PAINTED MATTHEWS SVOC 2373 TD BANK LIGHT GREEN WITH WHITE VINYL LOGO. ALUMINUM WILL BE MOUNTED AND SILICONED. ALL MEASUREMENTS AND CONDITIONS MUST BE FIELD VERIFIED.

EXT.02 – MEDALLIONS (QTY. 3)



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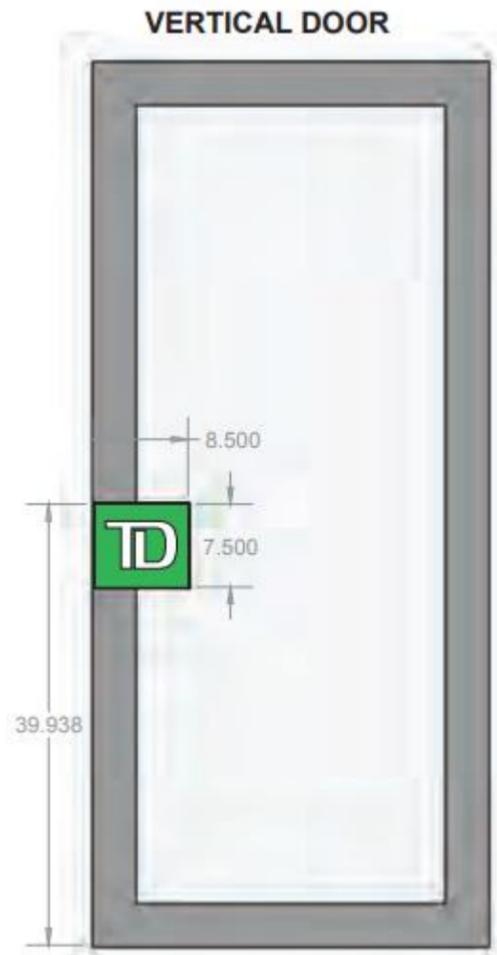


PHOTO OF TYPICAL INSTALLATION

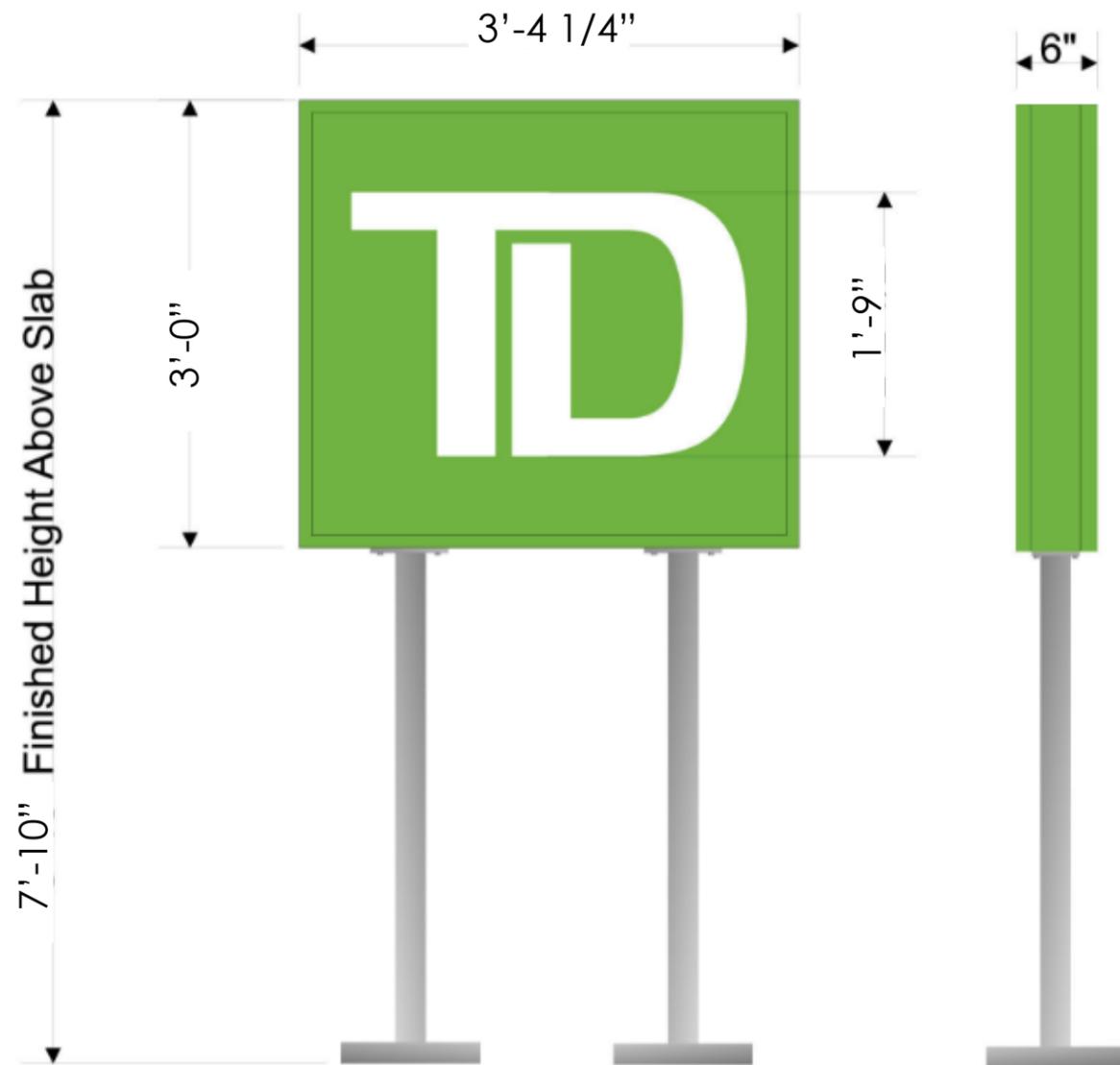
NOTE: NON-ILLUMINATED PLASTIC TD-BRANDED LOGO DOOR PULL APPLIED TO EXISTING DOOR ON BRUSHED ALUMINUM ANGLE BRACKET

EXT.03 – TD DOOR PULL (QTY. 1)



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7'-10" FINISHED HEIGHT ABOVE SLAB

NOTE: POLE HEIGHT TO VARY AS FLOOR CHANGES. ELEVATION ON INTERIOR CONSISTANT AS VIEWED FROM EXTERIOR

NOTE: MANUFACTURE AND INSTALL (3) 3' X 3'-1/4" X 6" DEEP DOUBLE FACED ILLUMINATED TD SHIELDS.

THEY WILL BE MOUNTED TO 3" BRUSHED ALUMINUM POLES AND BOLTED TO FLOOR. PRIMARY ELECTRIC MUST BE COORDINATED WITH G.C.

SIGN CABINET WILL BE PAINTED MATTHEWS SVOC 2373 TD BANK LIGHT GREEN (SATIN FINISH). FACES WILL BE WHITE PLEXI WITH 3M 3632-5830 TRANSPARENT LIGHT GREEN APPLIED TO FIRST SURFACE AND DROP OUT COPY LOGO. ALL MEASUREMENTS AND CONDITIONS MUST BE FIELD VERIFIED.

FRONT FACE OF SIGN TO BE 18" FROM WINDOW GLAZING



INT.01 – DOUBLE FACED TD SHIELDS (QTY. 3)



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EXT.03 - NON-ILLUMINATED GREEN TD BRANDED DOOR PULL ON EXISTING DOOR

INT.01 - ILLUMINATED GREEN TD SHIELD 18" BEHIND GLASS

EXT.02 - NON-ILLUMINATED GREEN METAL MEDALLION SHIELD

EXT.01 - 18" PROJECTING NON-ILLUMINATED GREEN METAL BANNER

NIGHT RENDERING OF PROPOSED SIGNAGE



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INT.01 - ILLUMINATED GREEN TD SHIELD 18" BEHIND GLASS

DOWNLIT GREEN PAINTED SOFFIT, 18" BEHIND GLASS (SEE DETAIL)

INT.02 - TRANSLUCENT FROSTED PRIVACY VINYL ON LOUNGE GLASS

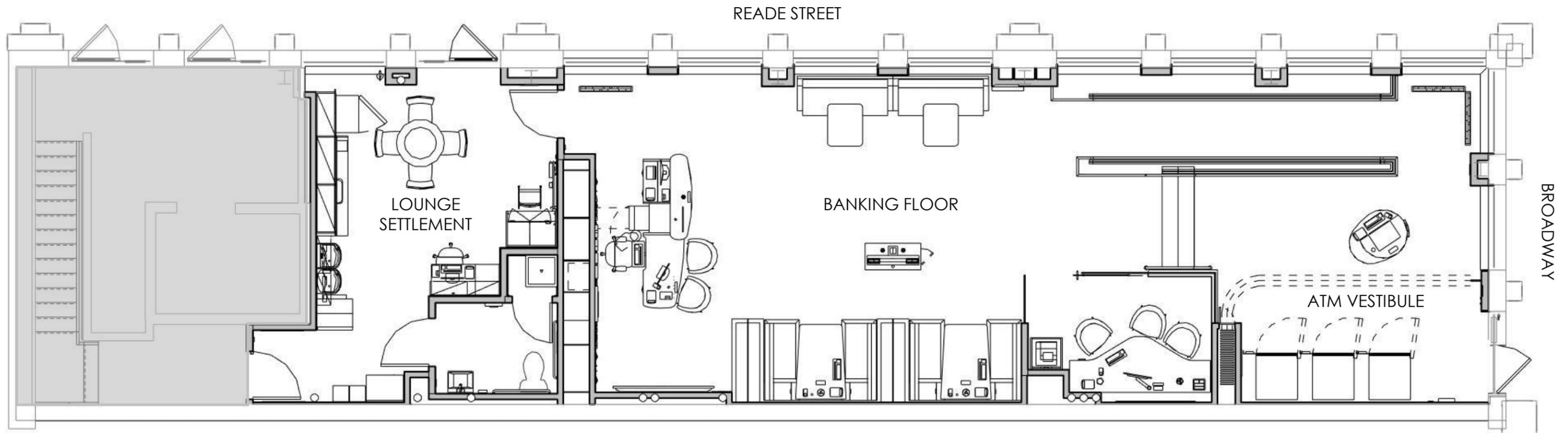


INT.02 – TRANSLUCENT FROSTED PRIVACY VINYL (QTY. 1)

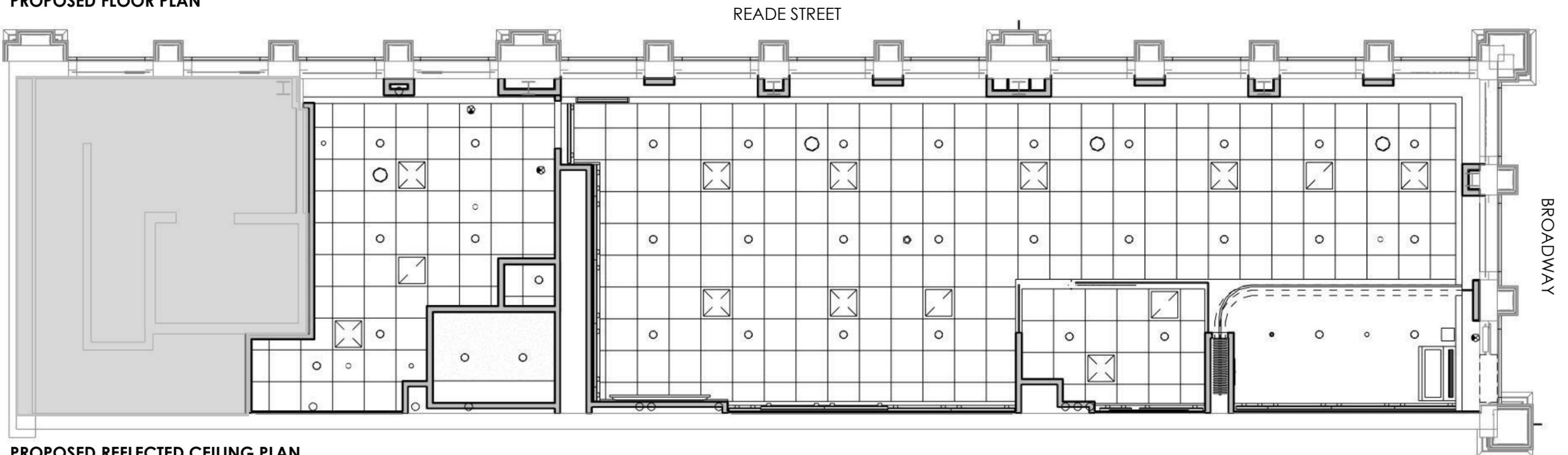


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PROPOSED FLOOR PLAN

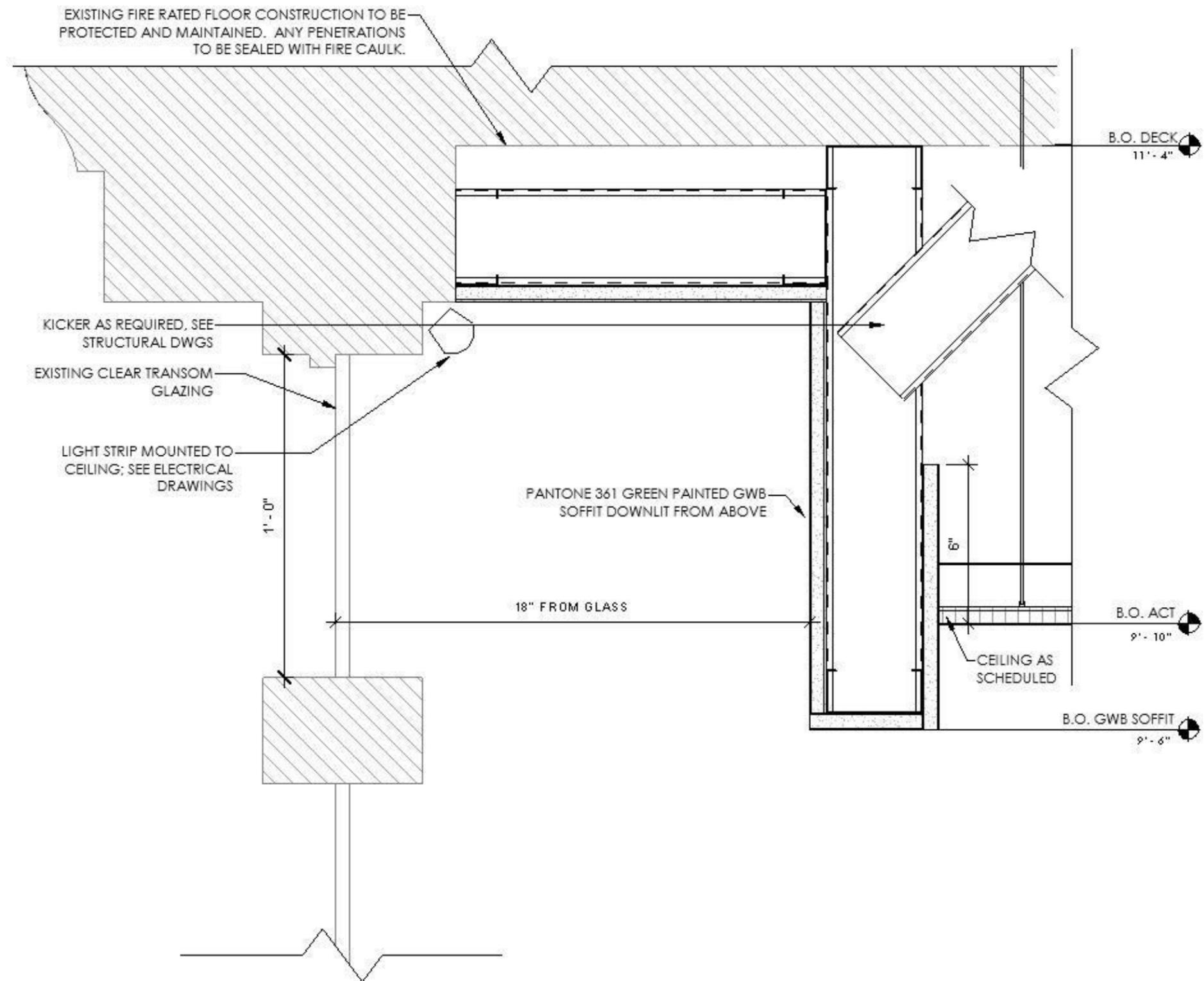


PROPOSED REFLECTED CEILING PLAN



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SOFFIT SECTION DETAIL



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