

The Flatiron Building

PRESENTATION TO LANDMARK PRESERVATION COMMISSION

OCTOBER 20, 2020

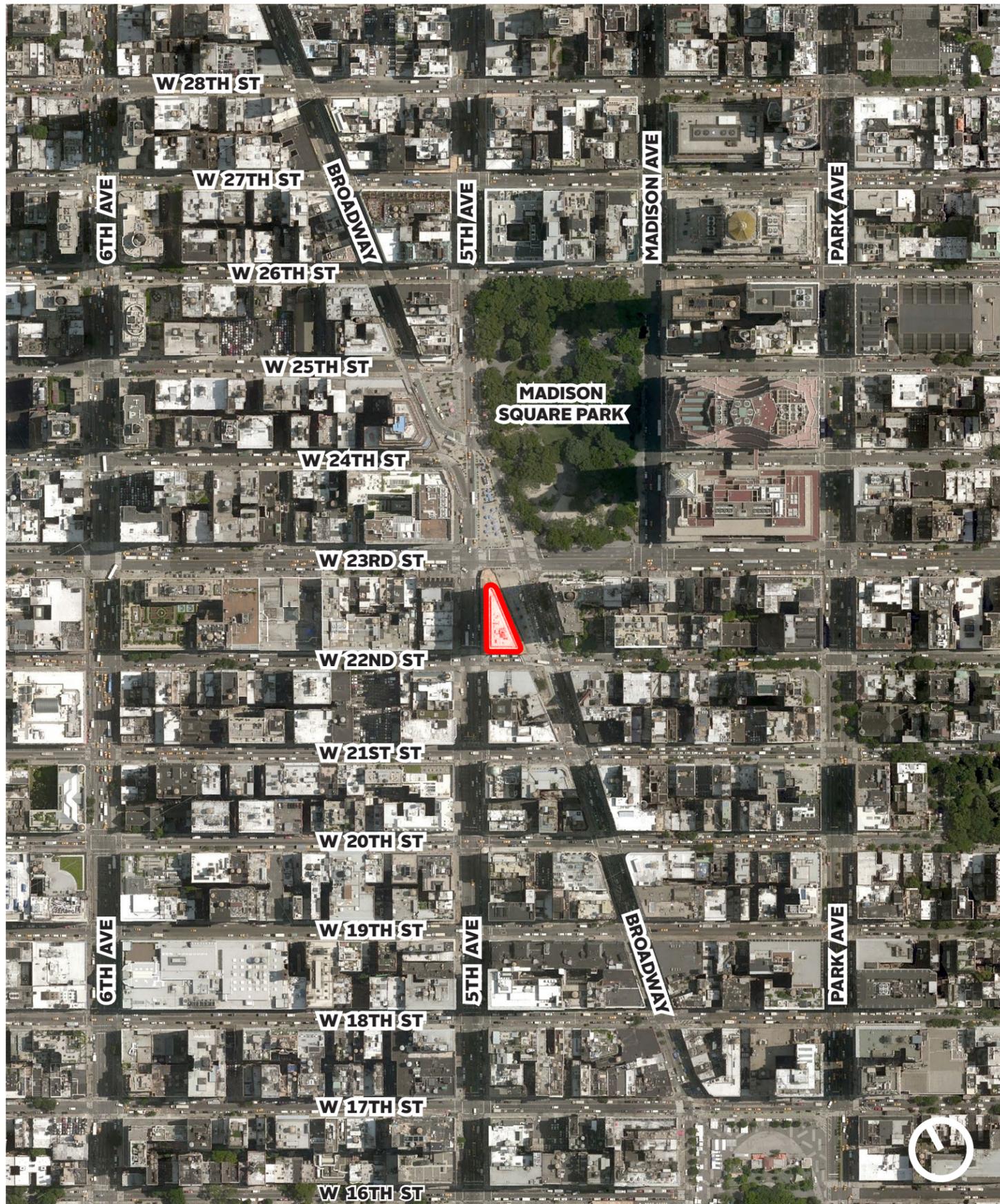
CONTENTS

- SITE INFORMATION & TIMELINE
- LOBBY ENTRY
- RETAIL STOREFRONT MASTER PLAN
- 21ST FLOOR
- ROOFTOP MECHANICAL EQUIPMENT

**BEYER
BLINDER
BELLE**



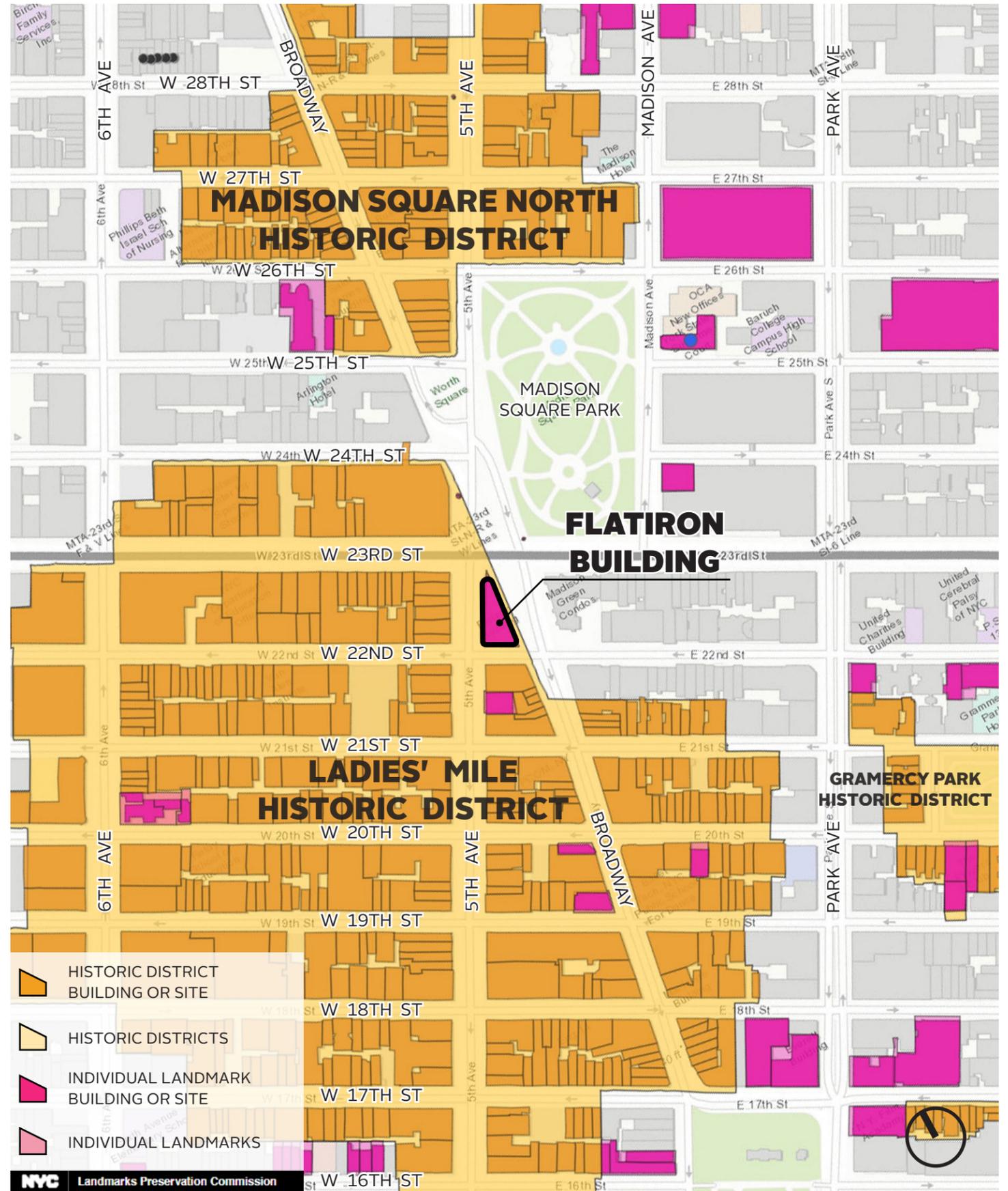
SITE INFORMATION & TIMELINE



SATELLITE MAP

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



NEW YORK CITY LANDMARKS



(2019 -)
RENOVATION

(1989)
DESIGNATED AS
A NATIONAL HISTORIC LANDMARK

(1985 - 1993)
LOBBY AND EXTERIOR
RENOVATION

(1966)
DESIGNATED AS
A NEW YORK CITY LANDMARK

(1952 - 1953)
LOBBY ENTRY AND INTERIOR
RENOVATION

(1905)
21ST FLOOR PENTHOUSE ADDED

(1903)
"COWCATCHER" RETAIL SPACE
ADDED

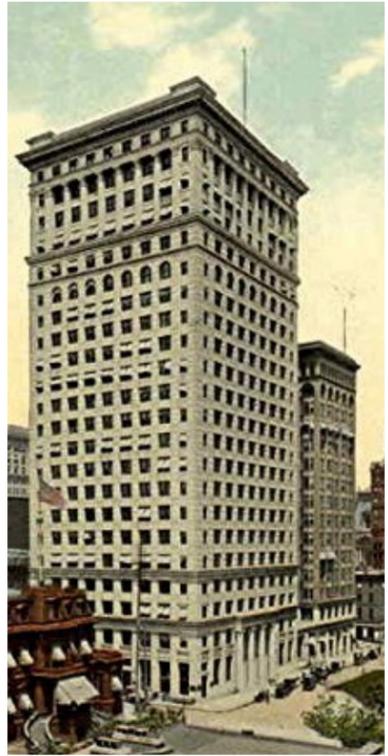
(1901 - 1902)
DESIGN & CONSTRUCTION



DANIEL HUDSON BURNHAM
(1846 - 1912)
DESIGNER



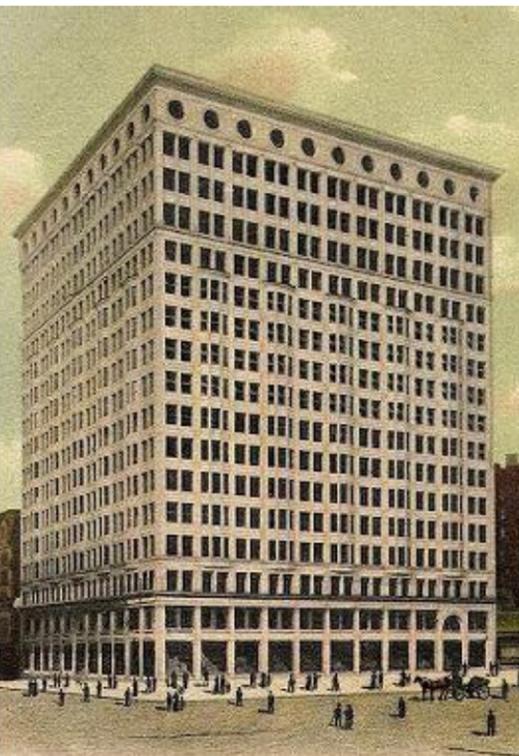
FREDERICK PHILIP DINKELBERG
(1858 - 1935)
ASSOCIATE DESIGNER



LAND TITLE BUILDING
(1898, PHILADELPHIA)



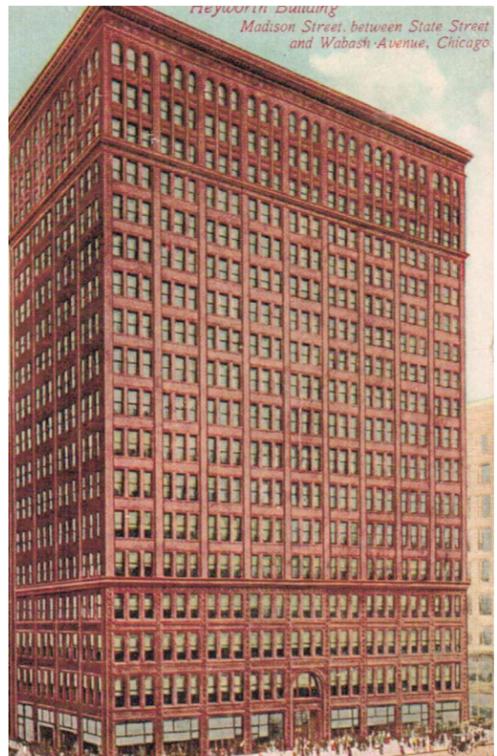
JOHN WANAMAKER BUILDING
(1902, PHILADELPHIA)



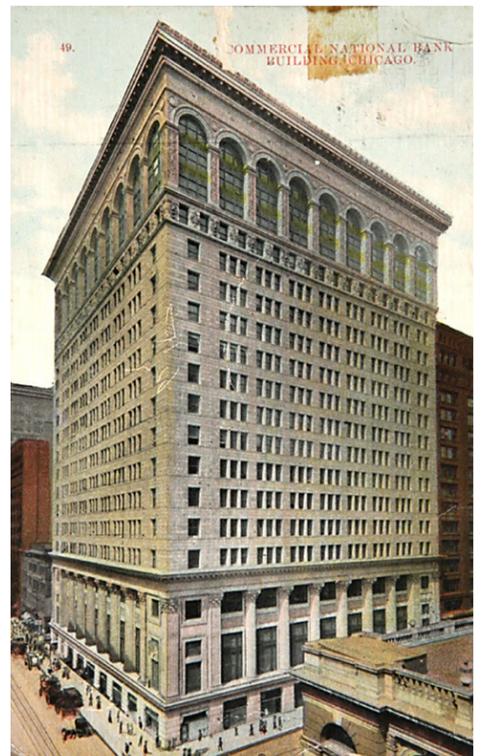
RAILWAY EXCHANGE BUILDING
(1903 - 1904, CHICAGO)



FOURTH & WALNUT CENTER
(1904, CINCINNATI)



HAYWORTH BUILDING
(1904, CHICAGO)



COMMERCIAL NATIONAL BANK
(1907, CHICAGO)



CONWAY BUILDING
(1913, CHICAGO)

ARCHITECTS & DESIGN HISTORY



(2019 -)
RENOVATION

(1989)
DESIGNATED AS
A NATIONAL HISTORIC LANDMARK

(1985 - 1993)
LOBBY AND EXTERIOR
RENOVATION

(1966)
DESIGNATED AS
A NEW YORK CITY LANDMARK

(1952 - 1953)
LOBBY ENTRY AND INTERIOR
RENOVATION

(1905)
21ST FLOOR PENTHOUSE ADDED

(1903)
"COWCATCHER" RETAIL SPACE
ADDED

(1901 - 1902)
DESIGN & CONSTRUCTION



SITE OF FLATIRON BUILDING PRIOR TO CONSTRUCTION (1885)



ARCHITECTURAL RECORD (1902)



FLATIRON CONSTRUCTION, OCCUPATION OPEN BY OCTOBER 1 (1902)

CONSTRUCTION

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



(2019 -)
RENOVATION

(1989)
DESIGNATED AS
A NATIONAL HISTORIC LANDMARK

(1985 - 1993)
LOBBY AND EXTERIOR
RENOVATION

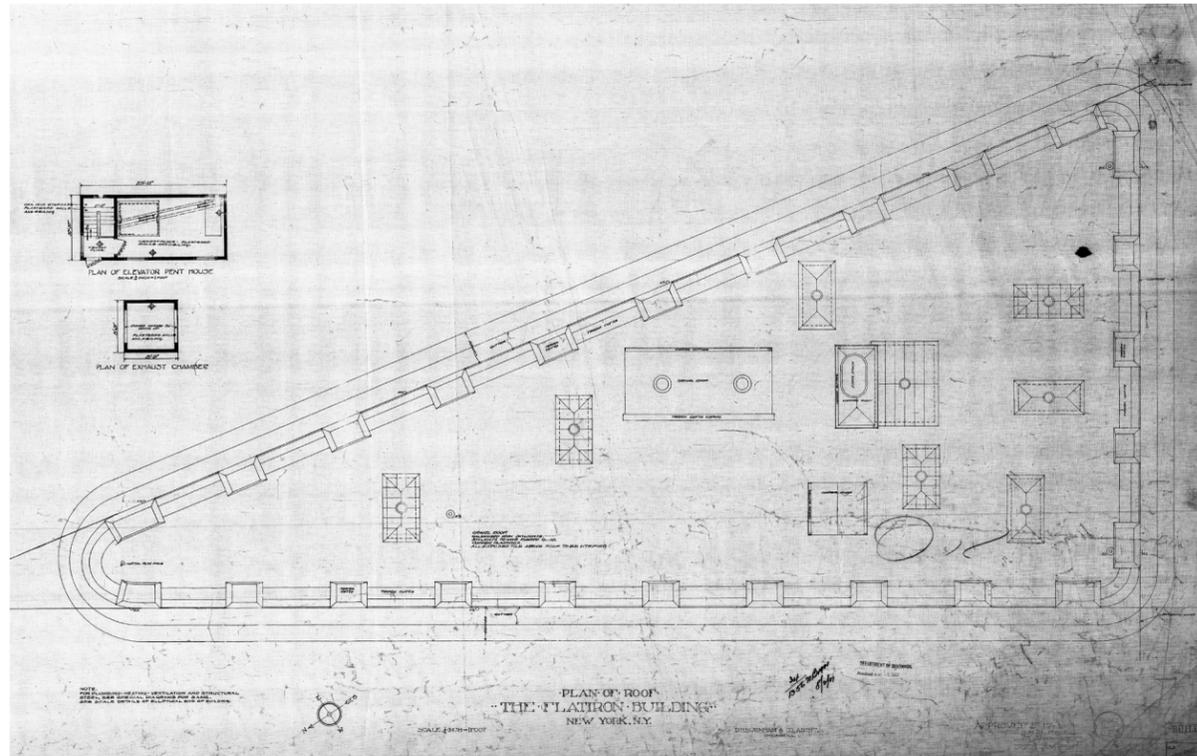
(1966)
DESIGNATED AS
A NEW YORK CITY LANDMARK

(1952 - 1953)
LOBBY ENTRY AND INTERIOR
RENOVATION

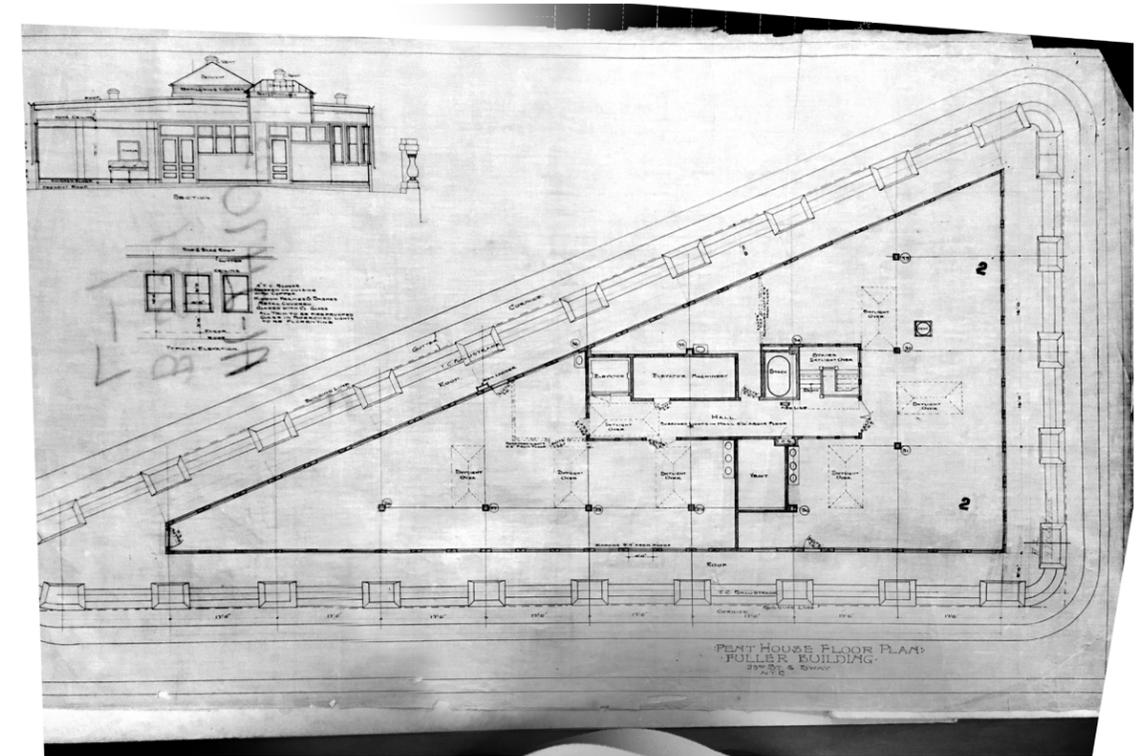
(1905)
21ST FLOOR PENTHOUSE ADDED

(1903)
"COWCATCHER" RETAIL SPACE
ADDED

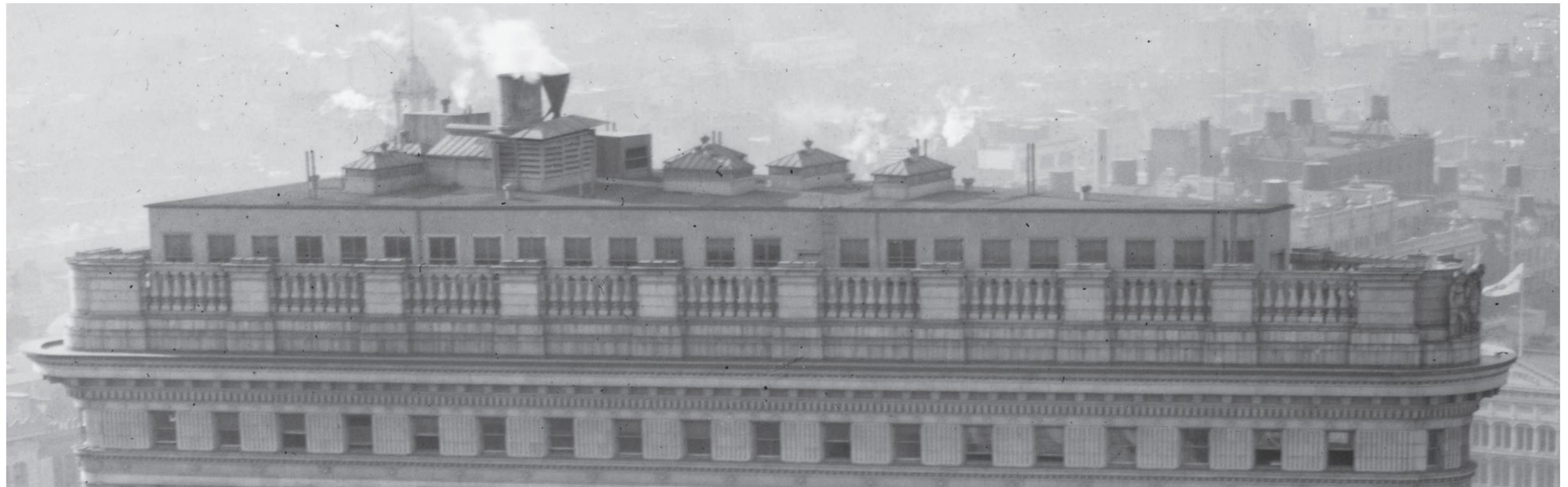
(1901 - 1902)
DESIGN & CONSTRUCTION



ROOFTOP PLAN - NO PENTHOUSE (1901)



21ST FLOOR PLAN - PENTHOUSE / DRAFTING ROOM (1905)



21ST FLOOR PENTHOUSE
(TAKEN FROM METROPOLITAN LIFE TOWER, 1908)

21ST FLOOR PENTHOUSE



(2019 -)
RENOVATION

(1989)
DESIGNATED AS
A NATIONAL HISTORIC LANDMARK

(1985 - 1993)
LOBBY AND EXTERIOR
RENOVATION

(1966)
DESIGNATED AS
A NEW YORK CITY LANDMARK

(1952 - 1953)
LOBBY ENTRY AND INTERIOR
RENOVATION

(1905)
21ST FLOOR PENTHOUSE ADDED

(1903)
"COWCATCHER" RETAIL SPACE
ADDED

(1901 - 1902)
DESIGN & CONSTRUCTION



**LOBBY ENTRY
(RENOVATED IN 1953)**



**LOBBY INTERIOR
(RENOVATED IN 1952, PHOTO TAKEN IN 1979)**

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE

1952 - 1953 RENOVATION



(2019 -)
RENOVATION

(1989)
DESIGNATED AS
A NATIONAL HISTORIC LANDMARK

(1985 - 1993)
LOBBY AND EXTERIOR
RENOVATION

(1966)
DESIGNATED AS
A NEW YORK CITY LANDMARK

(1952 - 1953)
LOBBY ENTRY AND INTERIOR
RENOVATION

(1905)
21ST FLOOR PENTHOUSE ADDED

(1903)
"COWCATCHER" RETAIL SPACE
ADDED

(1901 - 1902)
DESIGN & CONSTRUCTION



AERIAL VIEW

Landmarks Preservation Commission
September 20, 1966, Number 2
LP-0219

FLATIRON BUILDING, Broadway and Fifth Avenue at 23rd Street, Borough of Manhattan. Completed 1902; architects D. H. Burnham & Co.

Landmark Site: Borough of Manhattan Tax Map Block 851, Lot 1.

On March 8, 1966, the Landmarks Preservation Commission held a public hearing on the proposed designation as a Landmark of the Flatiron Building and the proposed designation of the related Landmark Site. (Item No. 43). The hearing had been duly advertised in accordance with the provisions of law. Three witnesses spoke in favor of designation. There were no speakers in opposition to designation. In a letter to the Commission, the owner of the building indicated that he is proud to accept the proposed designation.

DESCRIPTION AND ANALYSIS

The triangular site on which this turn of the century French Renaissance skyscraper was built gave to it a special character and a poetic quality. As seen from the north, it has been compared, by many writers, to a great ship sailing up the Avenue. Whether seen at night, reflected in the glistening pavement during a thundershower, or fighting for its life in a blizzard, it has a quality of directional motion with its prowlike mass towering above the beholder. To the New York of 1902 this building represented the very essence of modernity. It is a building whose walls are covered with ornament, not one square inch remaining flush and plain. Nevertheless, because of its prowlike quality, it still enjoys a feeling of daring slenderness and height, unequalled by many later structures. It derived its name from its shape which was so similar to that of the laundress' flat-iron.

It is interesting to note that this steel-framed skyscraper, which dominates the south side of Madison Square, was designed by a Chicago architect. Perhaps the daring of this high, narrow triangular shaped structure may be attributed to the great backlog of experience which was so notably attained by the Chicago School of architects.

The Landmarks Preservation Commission recognizes that commercial requirements may from time to time necessitate alterations to the store fronts on the street level of the Flatiron Building. By this designation it is not intended to freeze the Flatiron Building in its present state for all time and thus prevent future appropriate alterations at street level. The Commission believes it has the obligation, and indeed, it has the desire, to cooperate with owners of Landmarks who may wish to make changes in their properties to meet their current and future needs. This attitude reflects the Commission's endorsement of the view that Landmarks are often successfully preserved through active and beneficial use.

The Landmarks Preservation Law contains many provisions relating to changes in Landmarks. The Commission is already working with owners who wish to make changes in their properties. In this connection, the Commission wishes to state at this time that it recognizes that the owner of the Flatiron Building may want to modify its store fronts to suit its tenants' needs. The Commission looks forward to working with representatives of the owner if and when such exterior alterations are planned.

FINDINGS AND DESIGNATIONS

On the basis of a careful consideration of the history, the architecture and other features of this building, the Landmarks Preservation Commission finds that the Flatiron Building has a special character, special historical and aesthetic interest and value as part of the development, heritage and cultural characteristics of New York City.

The Commission further finds that, among its important qualities, the Flatiron Building is an interesting example of the early steel-framed skyscraper built on an unusual triangular site, that due to the prow-like effect of its northern end, it creates an impression of great slenderness and height, that it displays a wealth of ornamental detail representative of its time and that although a utilitarian office building, it has inspired literary out-pourings of an almost poetic quality.

Accordingly, pursuant to the provisions of Chapter 8-A of the Charter of the City of New York and Chapter 8-A of the Administrative Code of the City of New York, the Landmarks Preservation Commission designates as a Landmark the Flatiron Building, Broadway and Fifth Avenue at 23rd Street, Borough of Manhattan and designates Tax Map Block 851, Lot 1, Borough of Manhattan, as its Landmark Site.

NYC LPC DESIGNATION REPORT
DESIGNATED AS A NEW YORK CITY LANDMARK (1966)



(2019 -)
RENOVATION

(1989)
DESIGNATED AS
A NATIONAL HISTORIC LANDMARK

(1985 - 1993)
LOBBY AND EXTERIOR
RENOVATION

(1966)
DESIGNATED AS
A NEW YORK CITY LANDMARK

(1952 - 1953)
LOBBY ENTRY AND INTERIOR
RENOVATION

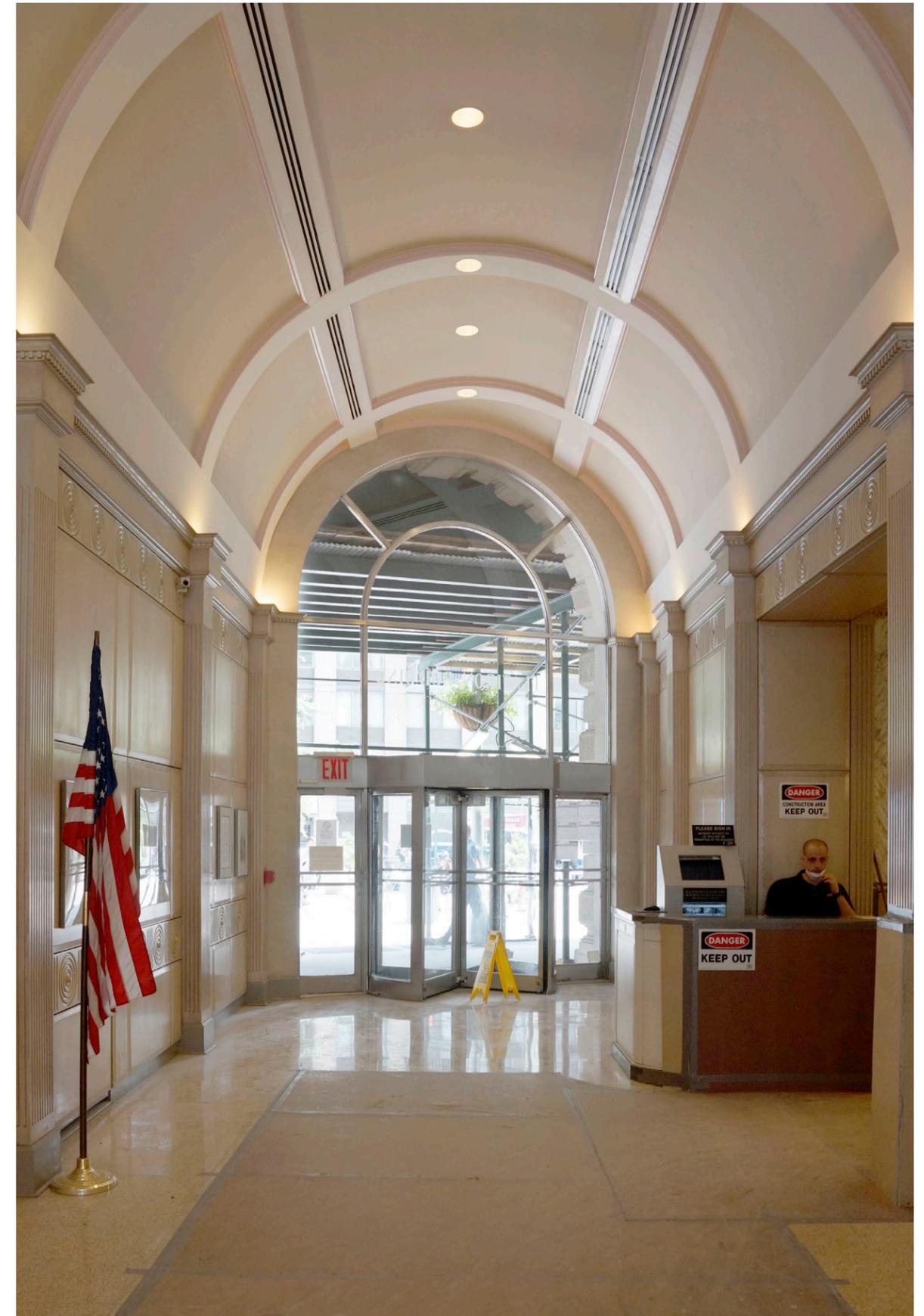
(1905)
21ST FLOOR PENTHOUSE ADDED

(1903)
"COWCATCHER" RETAIL SPACE
ADDED

(1901 - 1902)
DESIGN & CONSTRUCTION



LOBBY ENTRY (RENOVATED IN 1985)



LOBBY INTERIOR (RENOVATED IN 1985)

1985 - 1993 RENOVATION

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE

LOBBY ENTRY



5TH AVENUE ENTRY

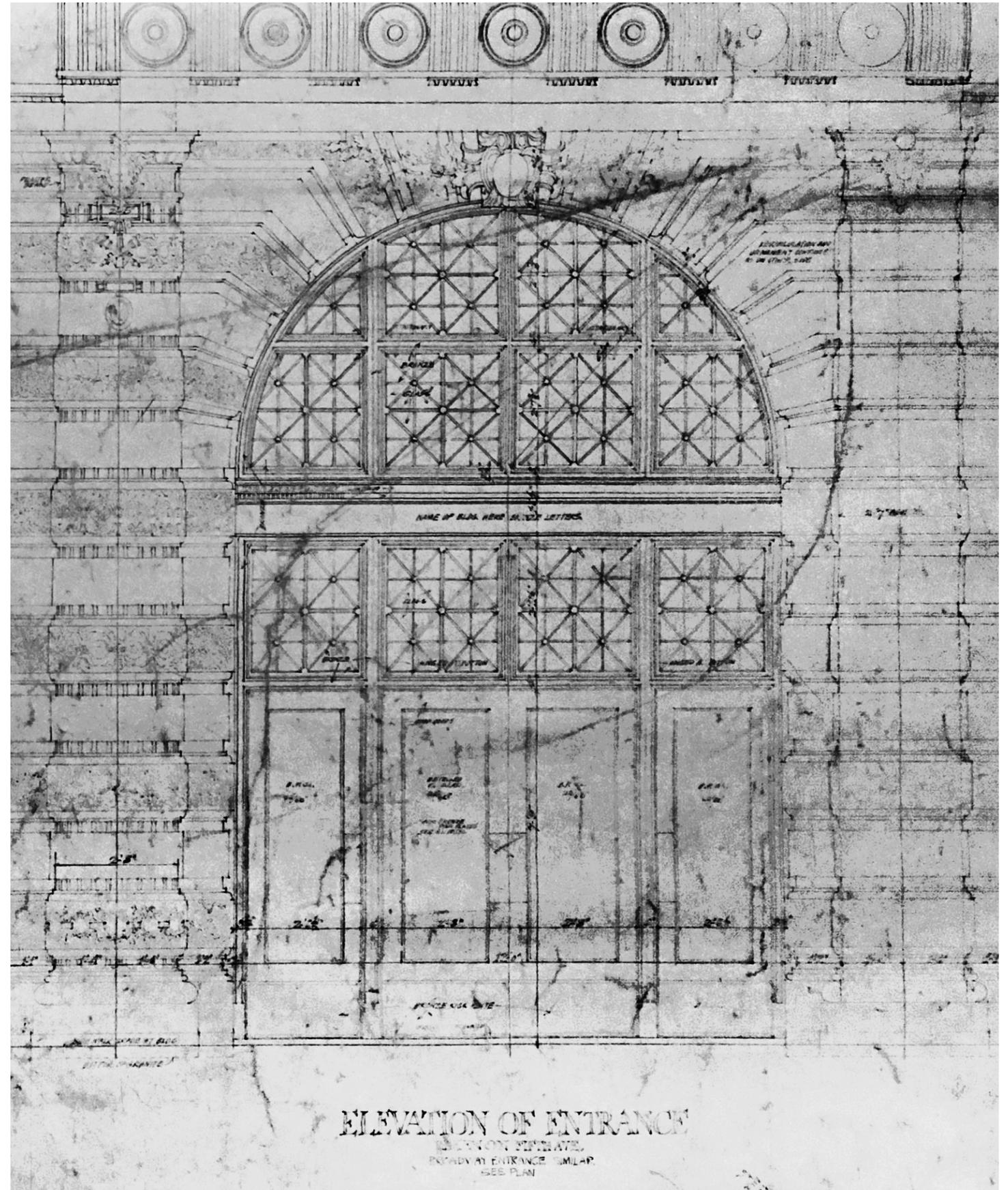


BROADWAY ENTRY

LOBBY ENTRY - EXISTING CONDITION

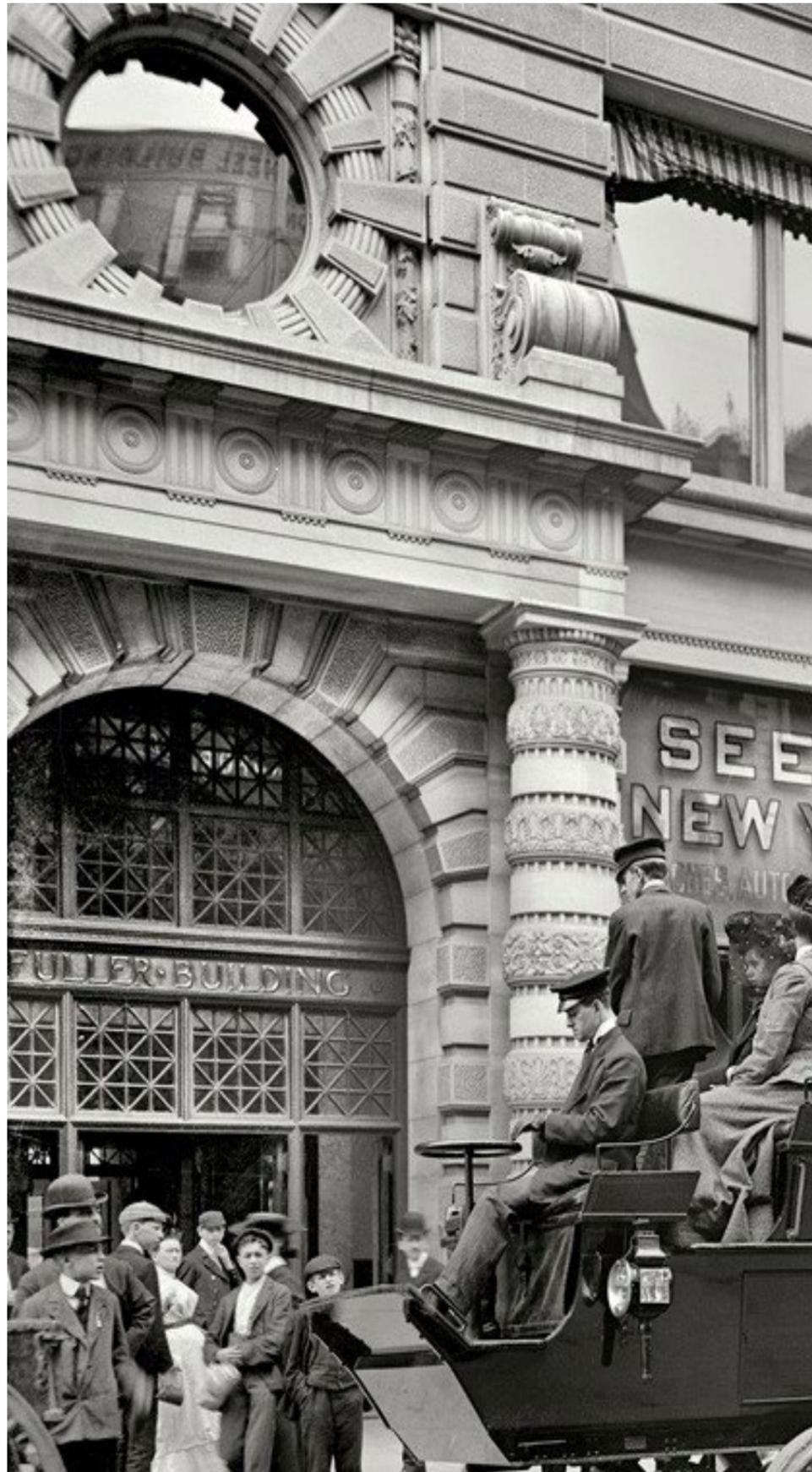


HISTORICAL 5TH AVENUE ENTRY ELEVATION (1911)

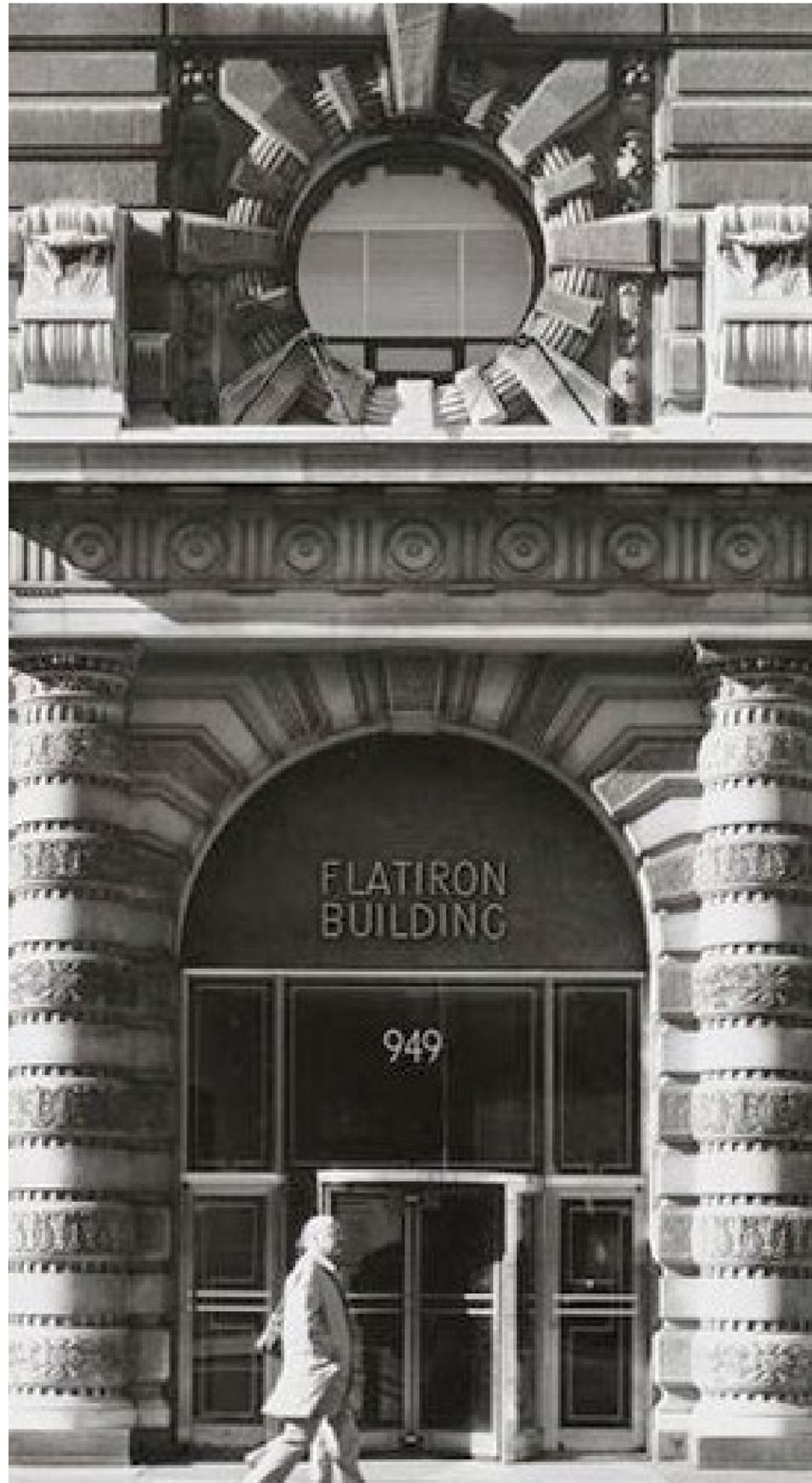


LOBBY ENTRY - ORIGINAL

HISTORICAL 5TH AVENUE ENTRY ELEVATION (1901)



5TH AVENUE ENTRY (1911)



BROADWAY LOBBY ENTRY (1953)

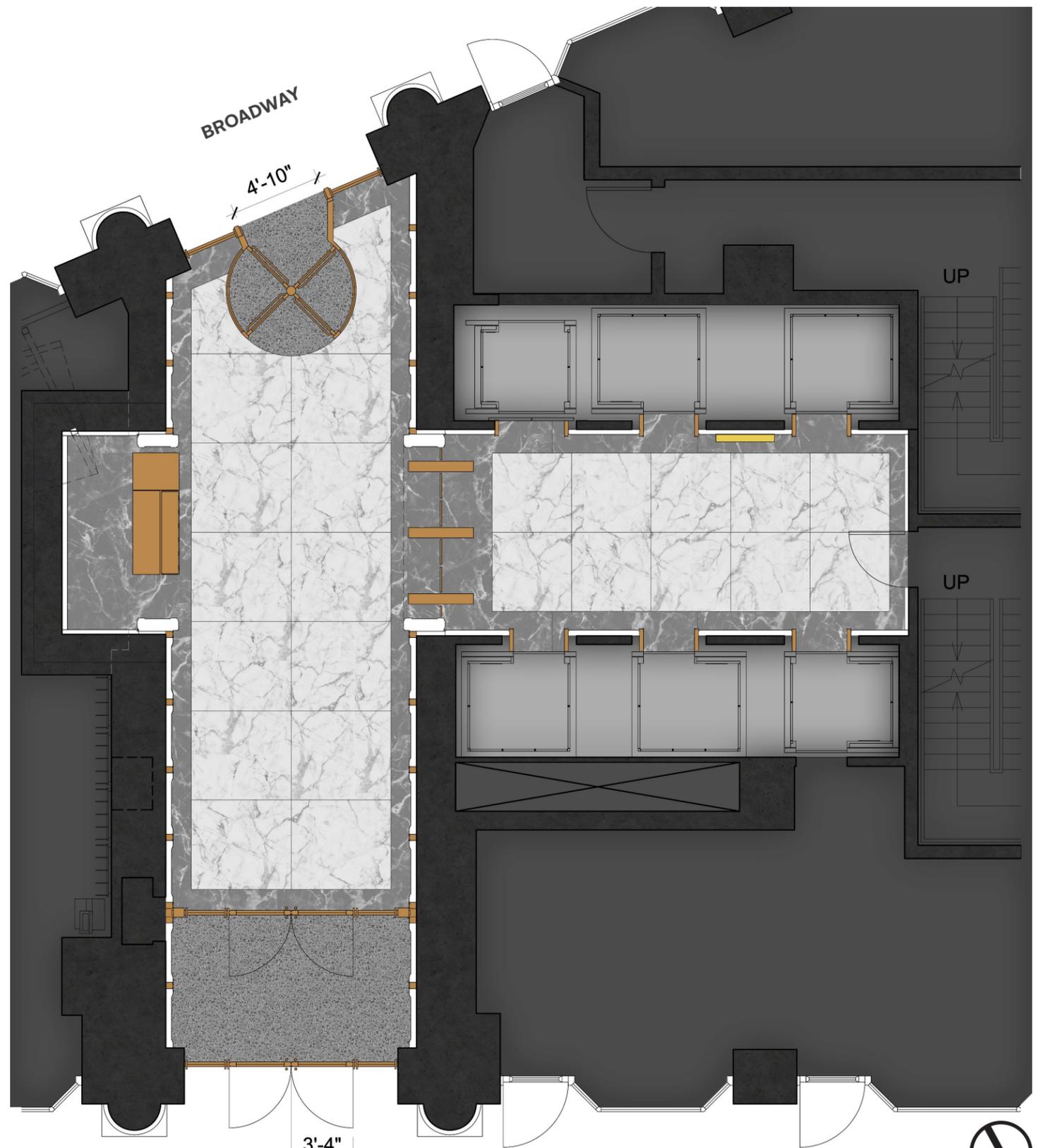


5TH AVENUE ENTRY (1986)



5TH AVENUE

EXISTING



5TH AVENUE

PROPOSED



LOBBY PLAN



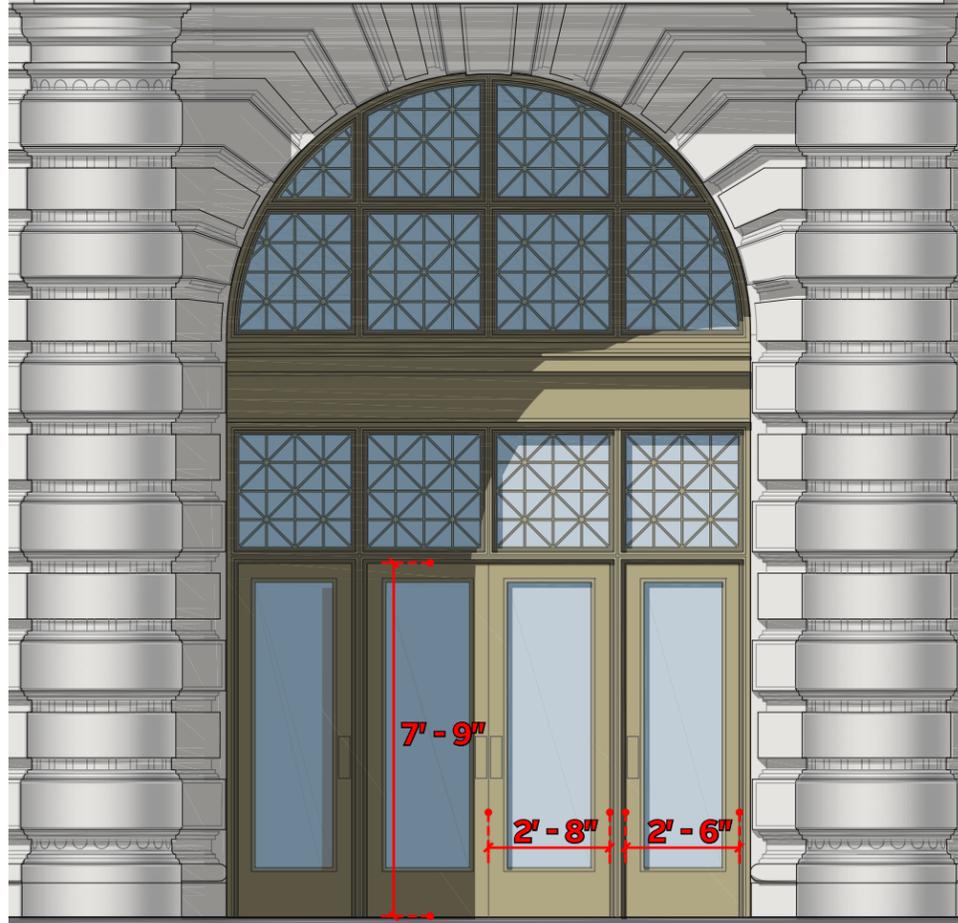
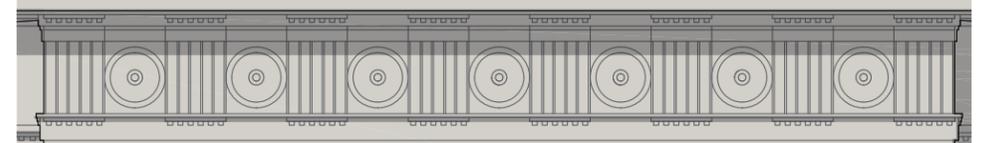
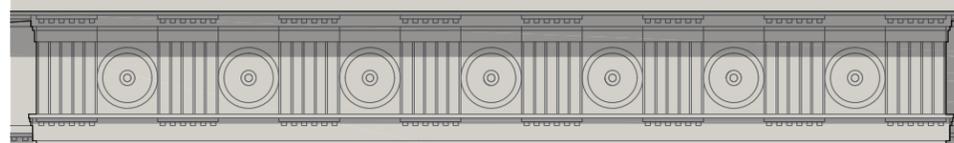
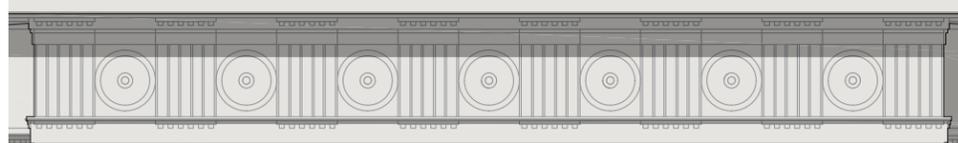
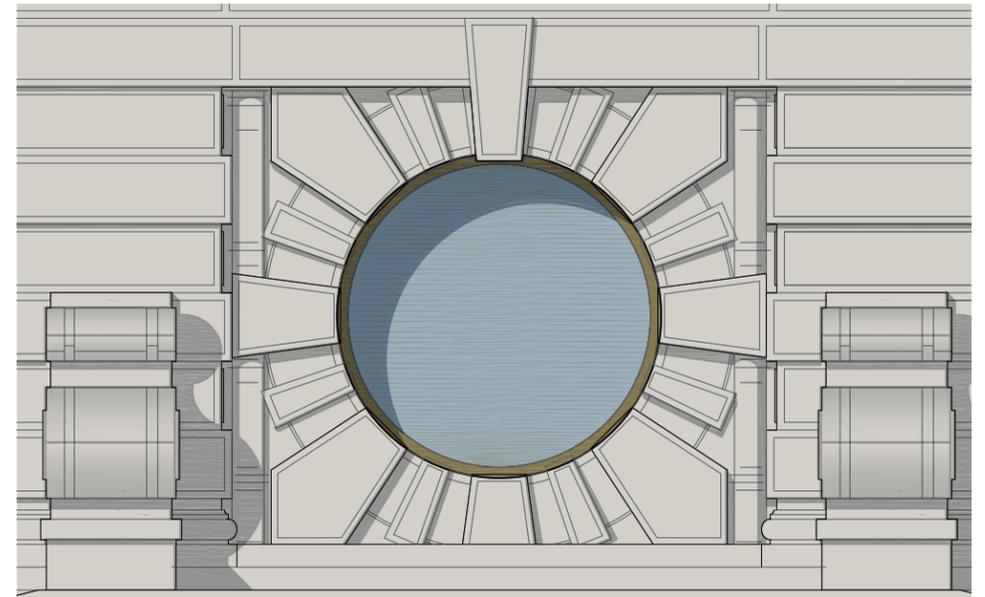
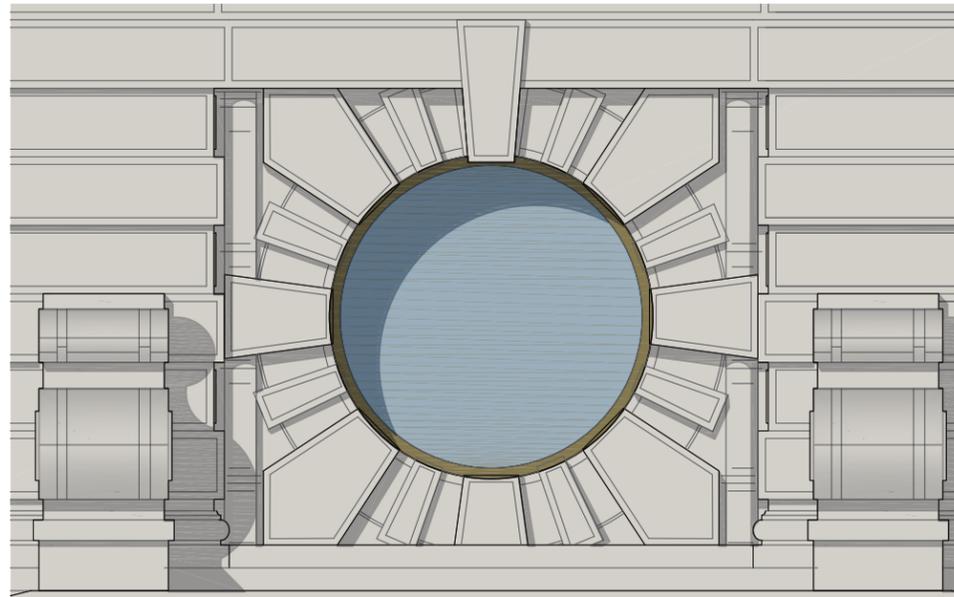
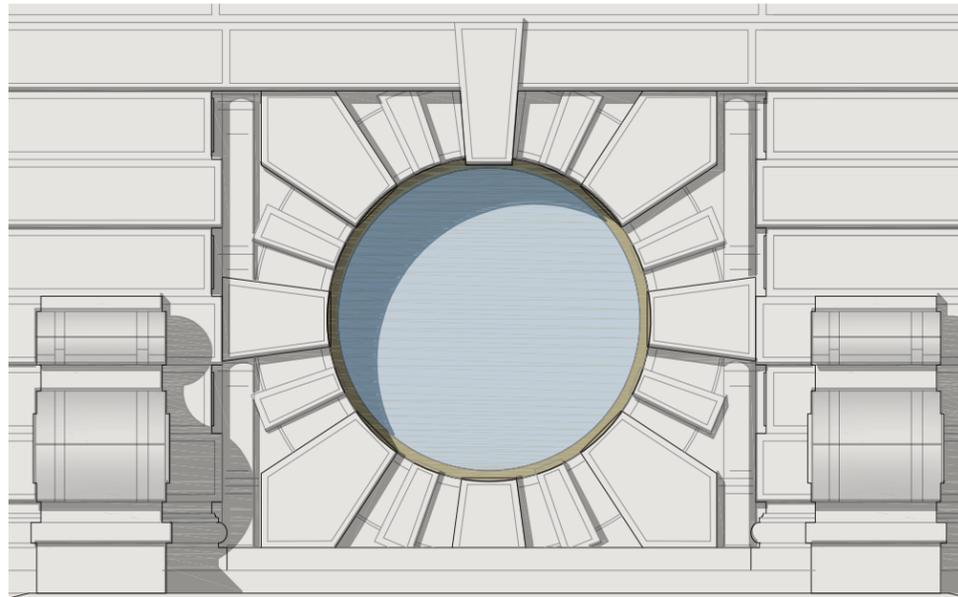
PROPOSED ENTRY ON 5TH AVENUE



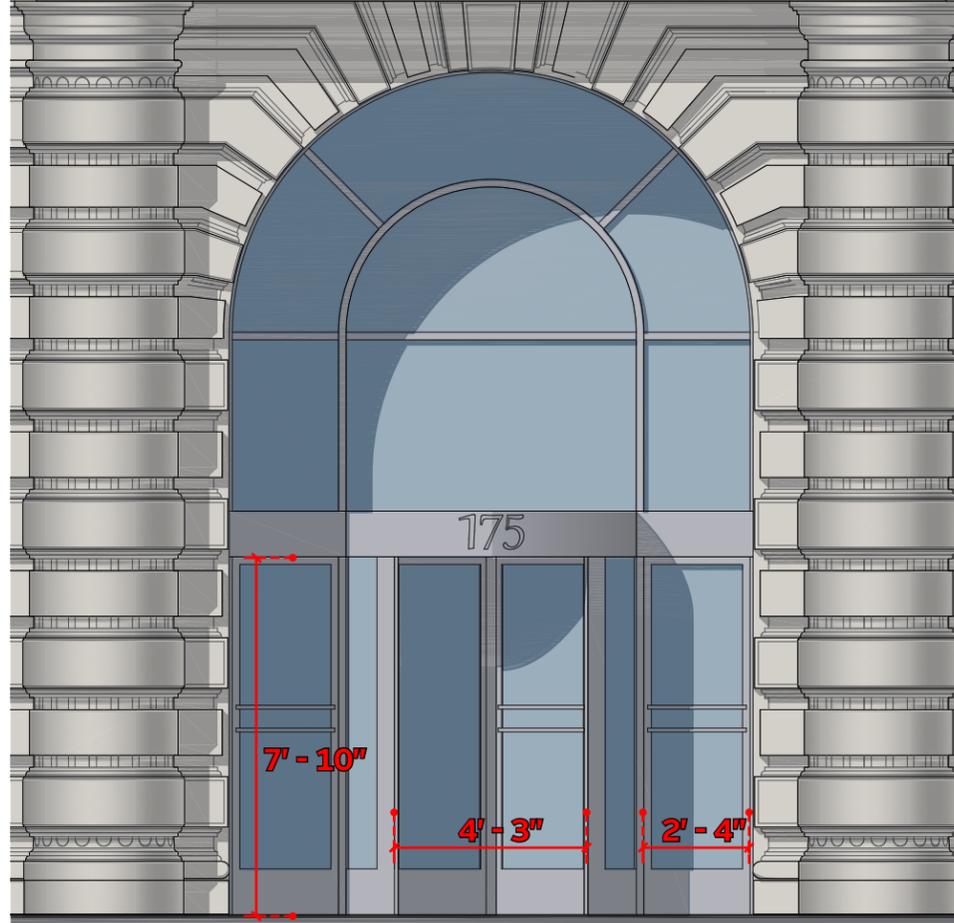
VIEW FROM 5TH AVENUE



LOBBY VIEW TO VESTIBULE



ORIGINAL



EXISTING



PROPOSED

ENTRY ELEVATIONS - 5TH AVE

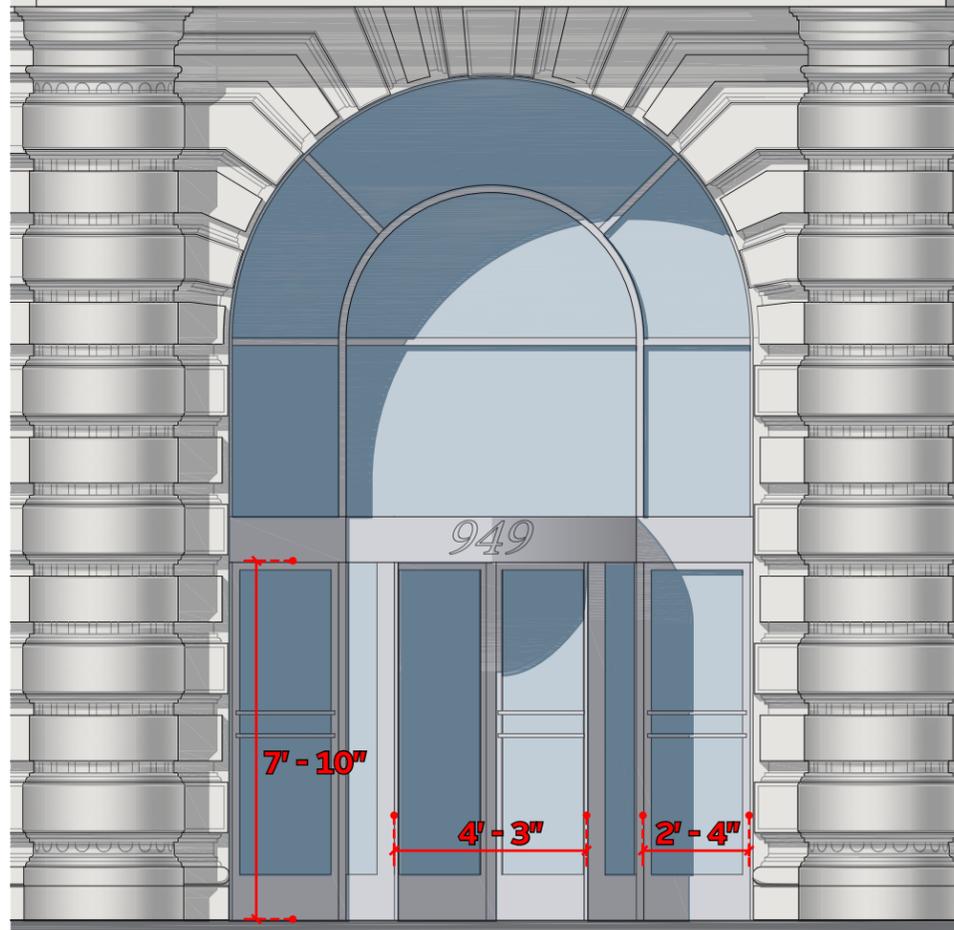
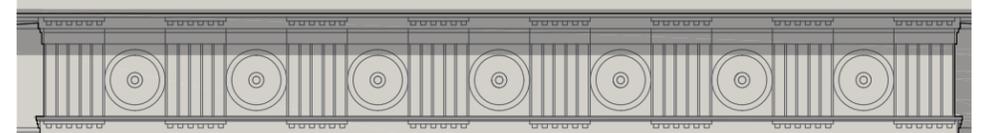
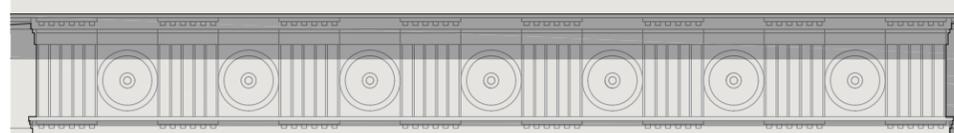
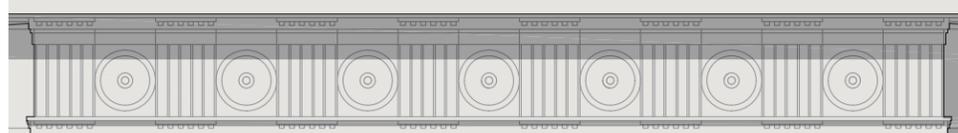
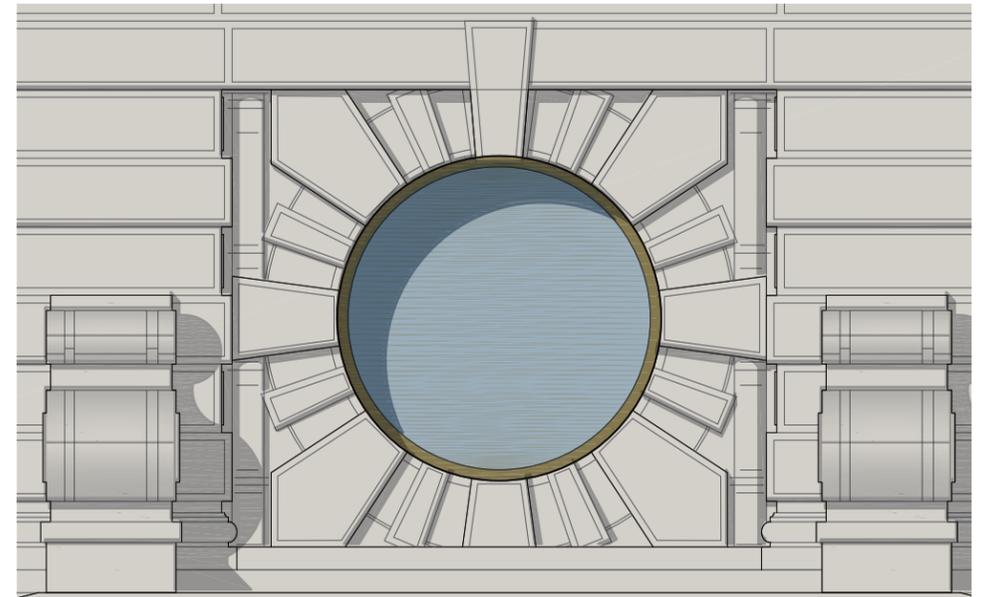
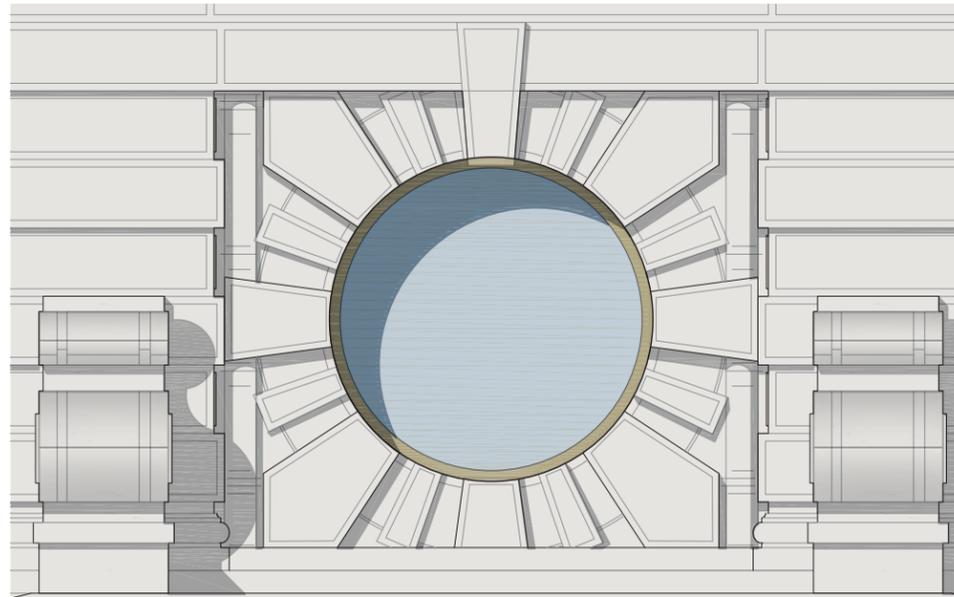
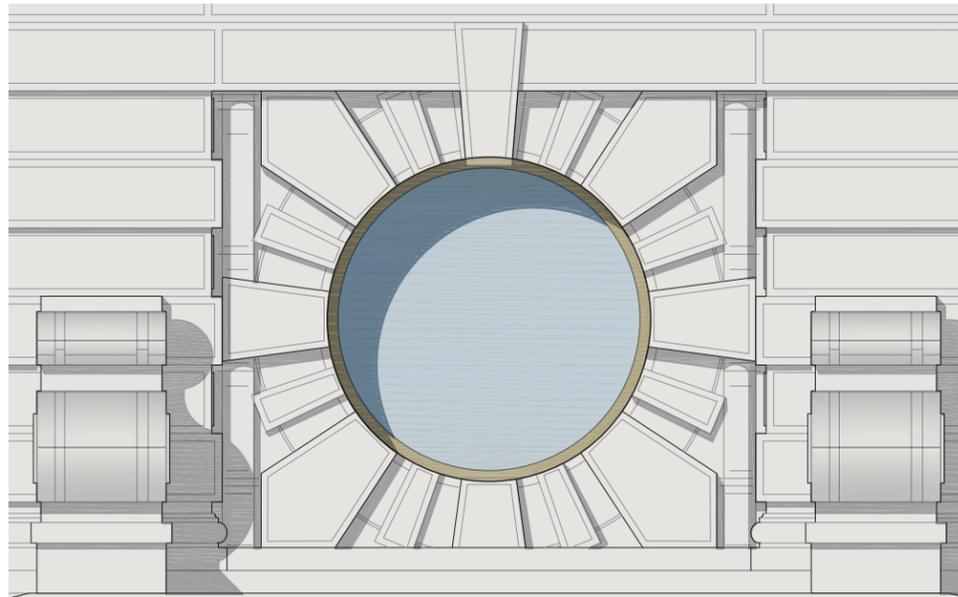




VIEW FROM BROADWAY



LOBBY VIEW TO BROADWAY ENTRY



ORIGINAL

EXISTING

PROPOSED

ENTRY ELEVATIONS - BROADWAY



BROADWAY

5TH AVENUE

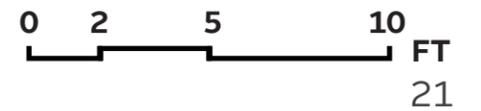
EXISTING LOBBY SECTION

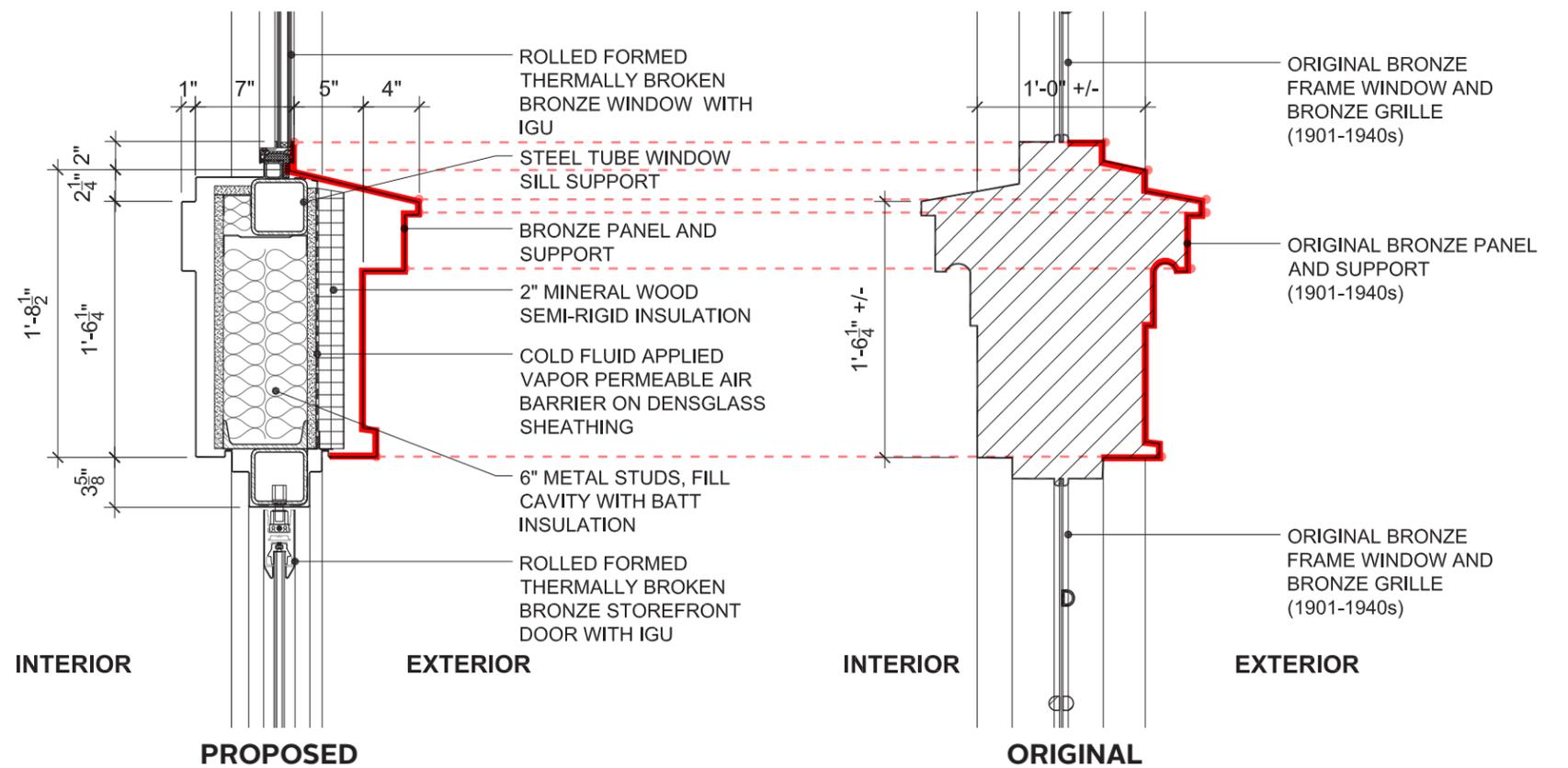
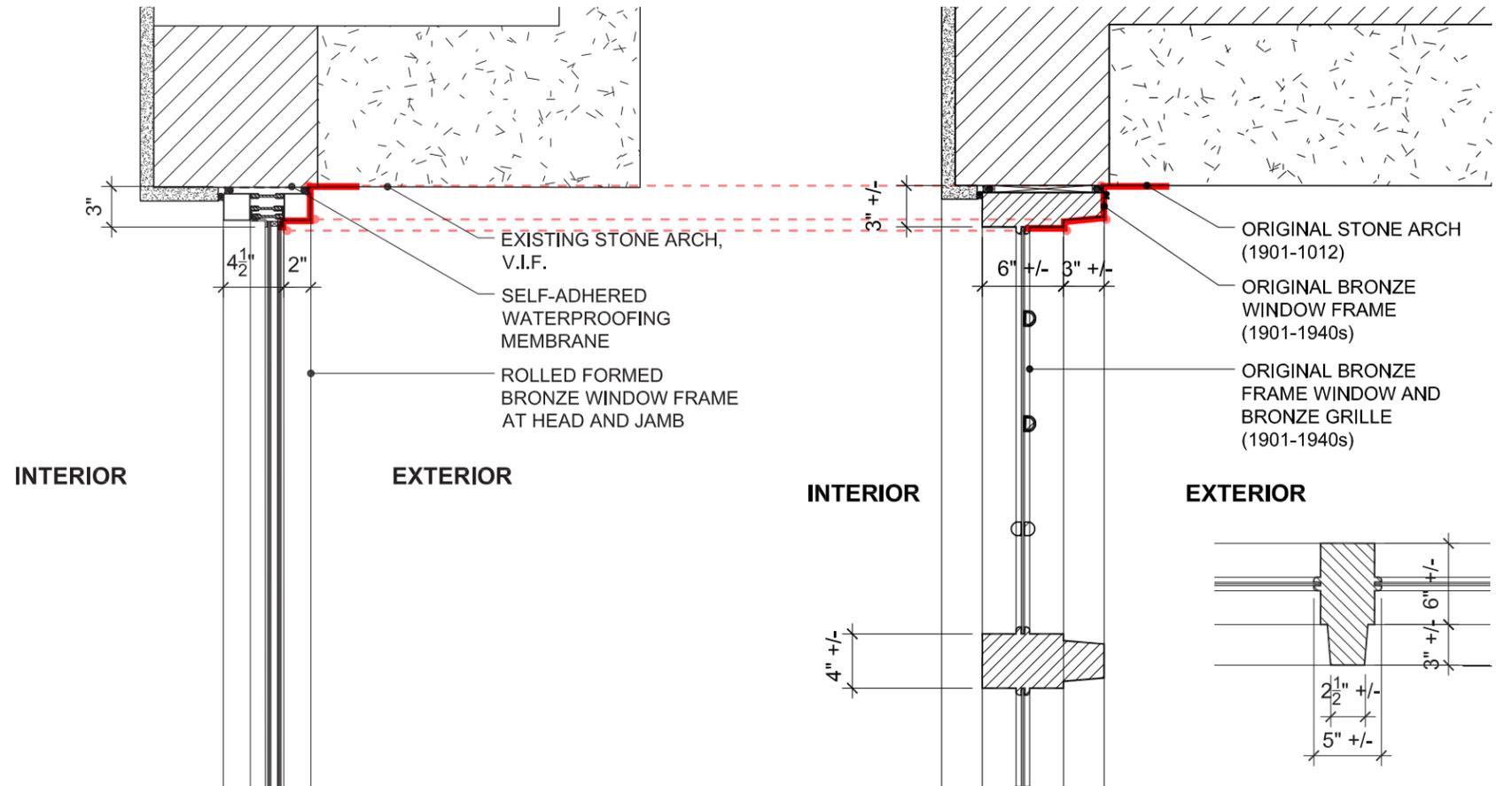
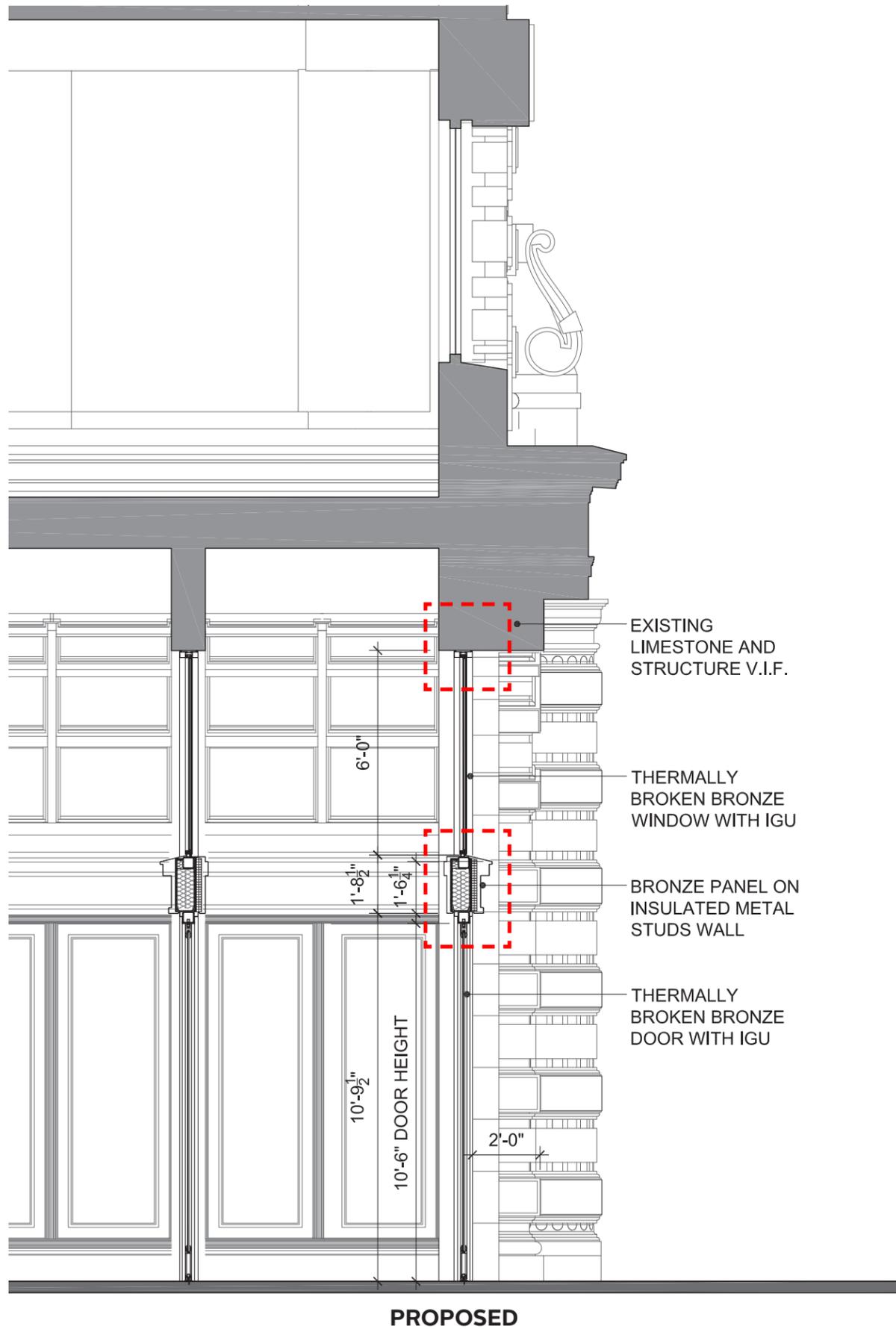


BROADWAY

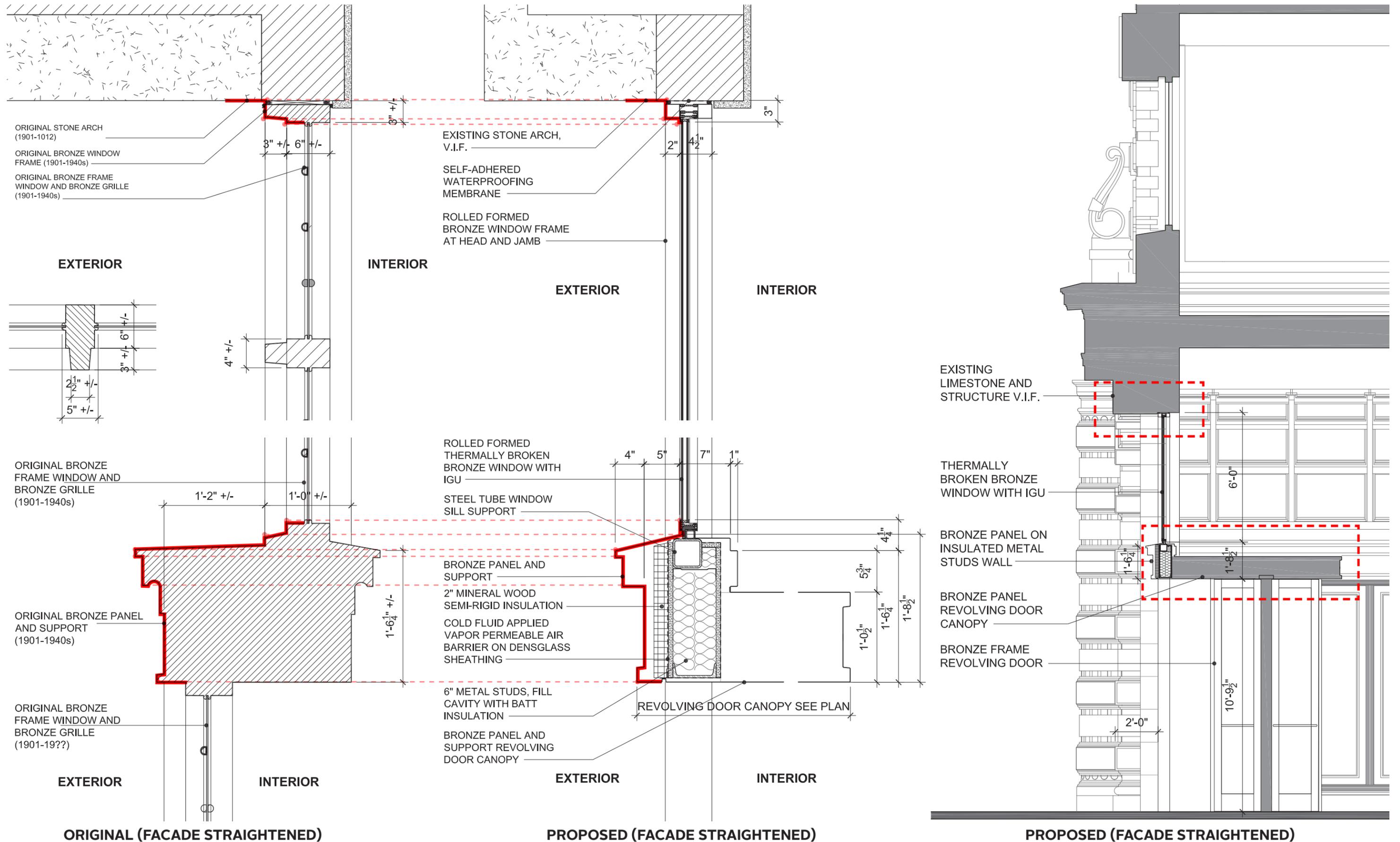
5TH AVENUE

PROPOSED LOBBY SECTION

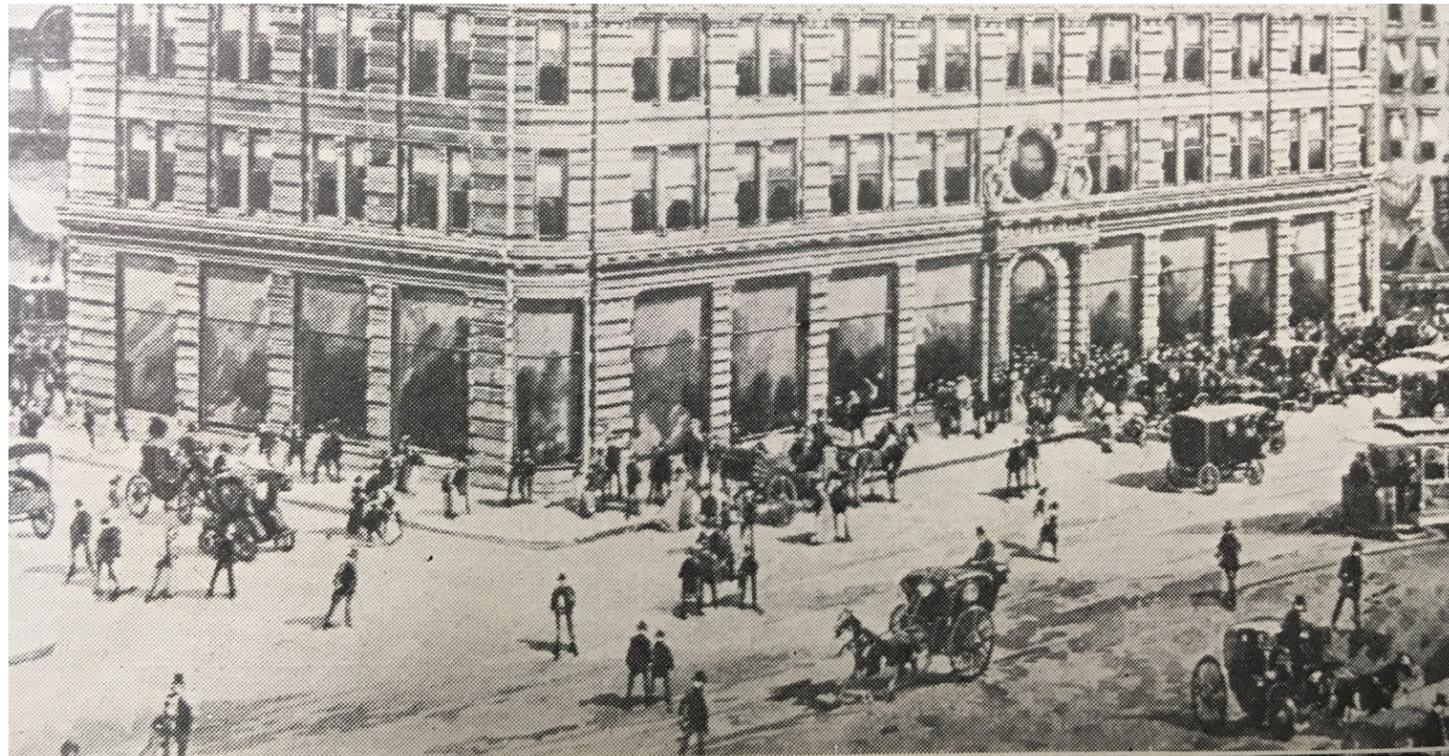




ENTRY SECTIONS WITH TRANSOM PROFILES - 5TH AVENUE



RETAIL STOREFRONT MASTER PLAN



RENDERING FROM BROADWAY AND 22ND STREET
(1902)
ARCHITECTURAL RECORD



RENDERING FROM BROADWAY AND 23RD STREET
(1902)
ARCHITECTURAL RECORD



STOREFRONT ON BROADWAY
(1902)



VIEW FROM 5TH AVENUE AND 23RD STREET
(1903)



VIEW FROM 5TH AVENUE AND 23RD STREET
(1903)



VIEW FROM 23RD STREET
(1905)



VIEW FROM 23RD STREET
(1908)



VIEW FROM 5TH AVENUE AND 22ND STREET
(1911)



VIEW FROM BROADWAY AND 22ND STREET
(1911)

HISTORICAL PHOTOGRAPHY (1905 - 1911)



VIEW ON BROADWAY STOREFRONT
(1913)



VIEW ON BROADWAY STOREFRONT
(1913)



VIEW ON BROADWAY STOREFRONT
(1913)



VIEW ON BROADWAY STOREFRONT
(1913)



VIEW ON BROADWAY AND 22ND STREET STOREFRONT
(1913)



VIEW ON 22ND STREET STOREFRONT
(1913)

HISTORICAL PHOTOGRAPHY (1913)



VIEW ON 5TH AVENUE STOREFRONT
(1973)

HISTORICAL PHOTOGRAPHY (1973)



VIEW ON BROADWAY STOREFRONT
(1977)



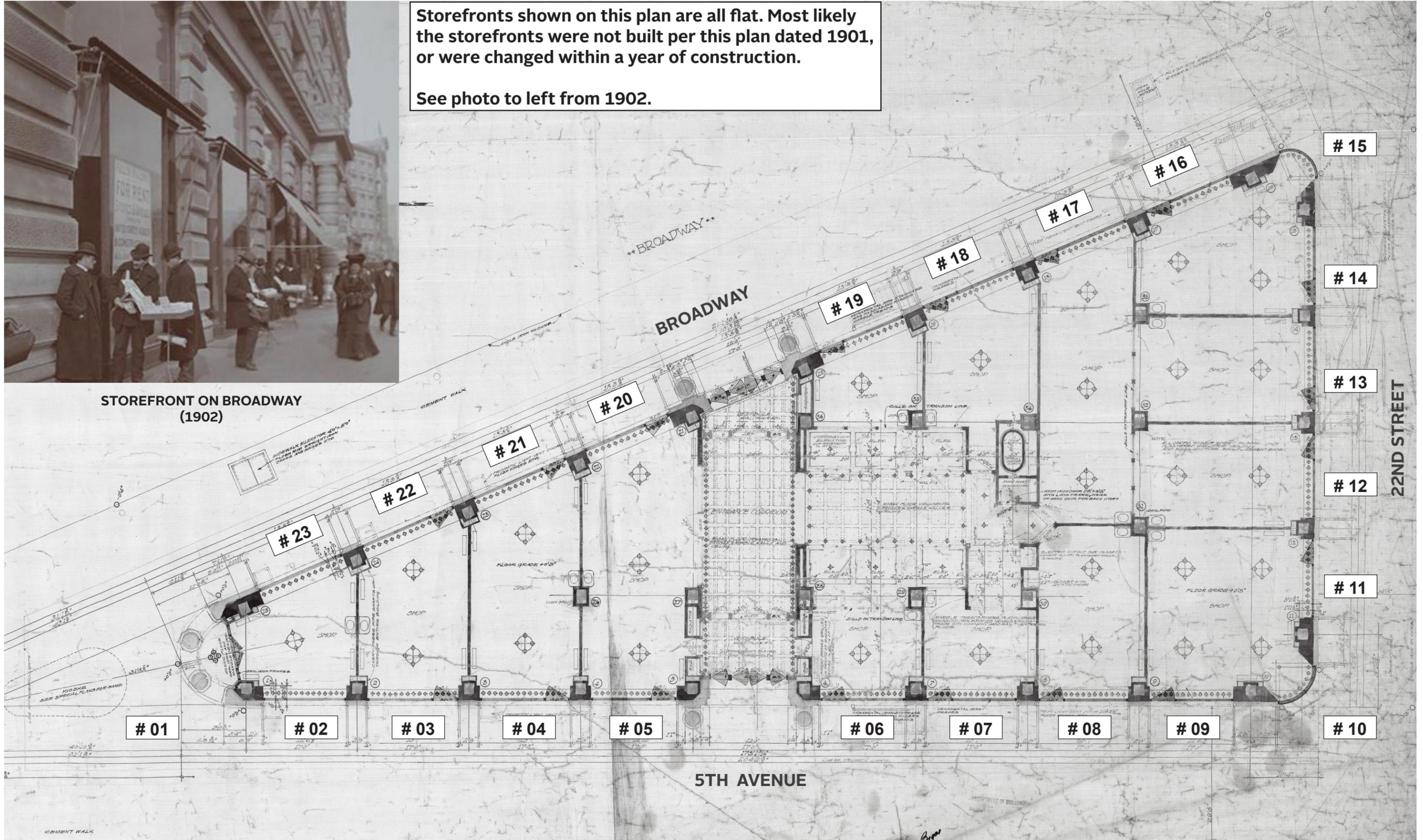
VIEW ON 5TH AVENUE STOREFRONT
(1989)

HISTORICAL PHOTOGRAPHY (1977 - 1989)

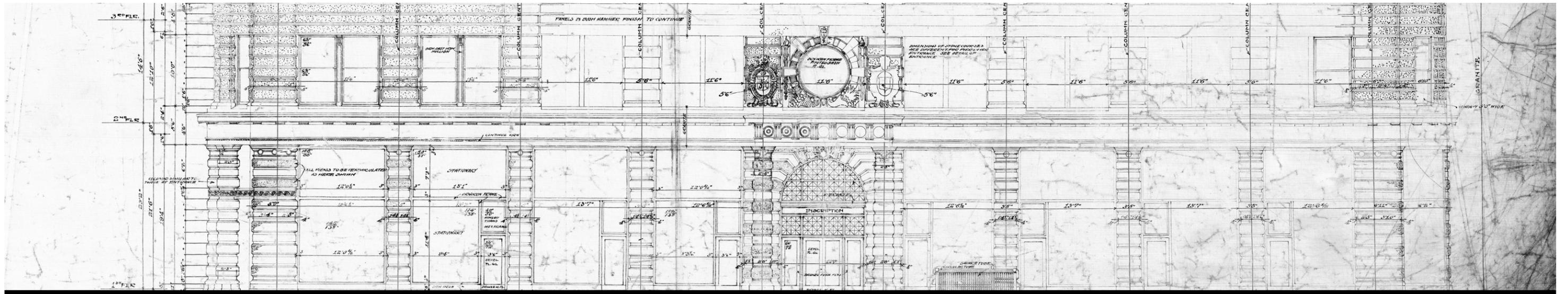


STOREFRONT ON BROADWAY
(1902)

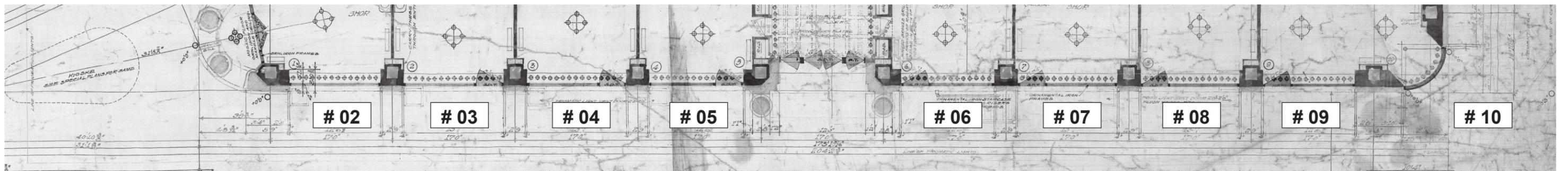
Storefronts shown on this plan are all flat. Most likely the storefronts were not built per this plan dated 1901, or were changed within a year of construction.
See photo to left from 1902.



STOREFRONT PLAN - ORIGINAL GROUND FLOOR PLAN (1901)

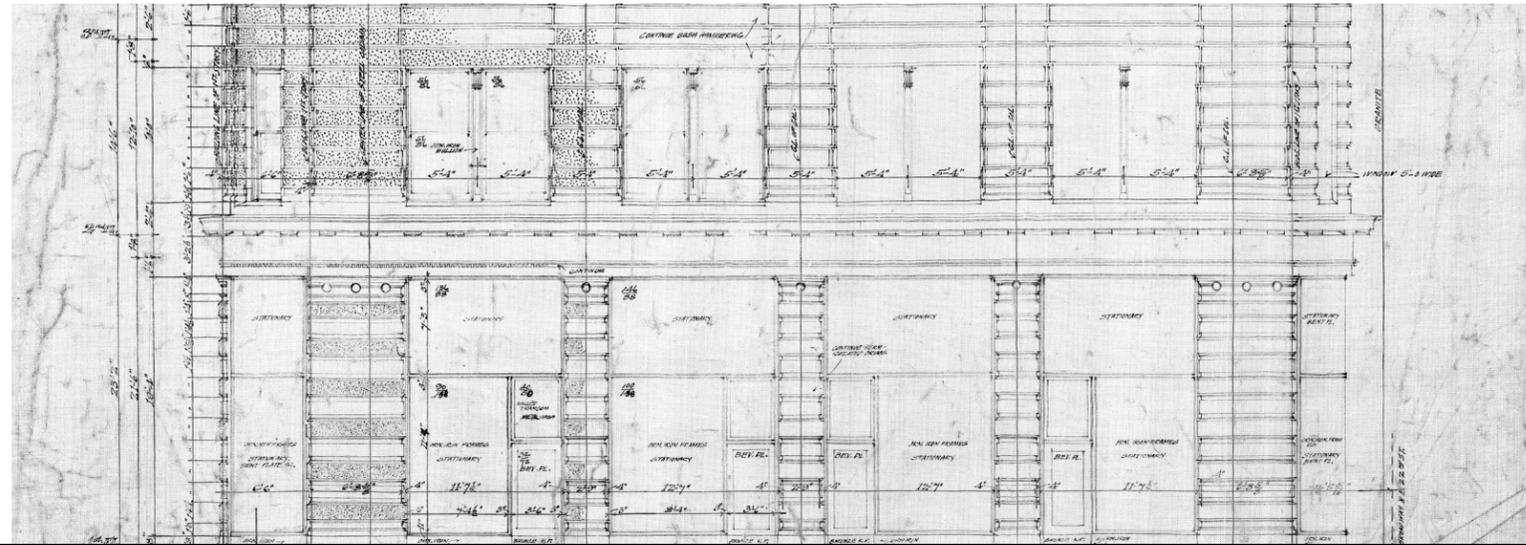


5TH AVENUE ELEVATION

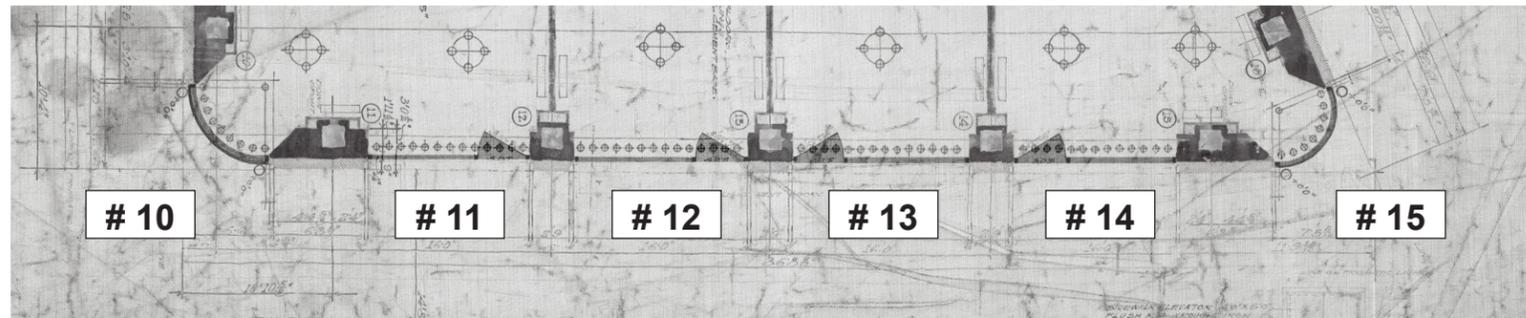


PLAN

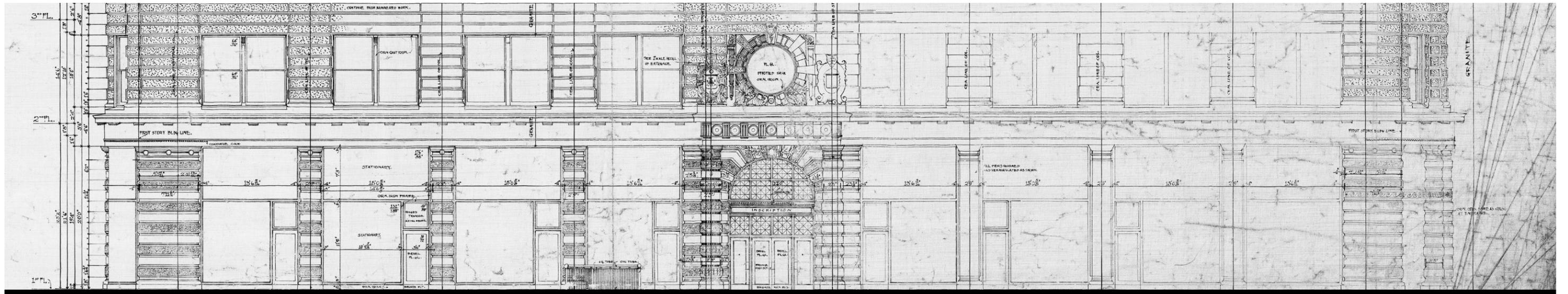
5TH AVENUE STOREFRONT ELEVATION - 1901



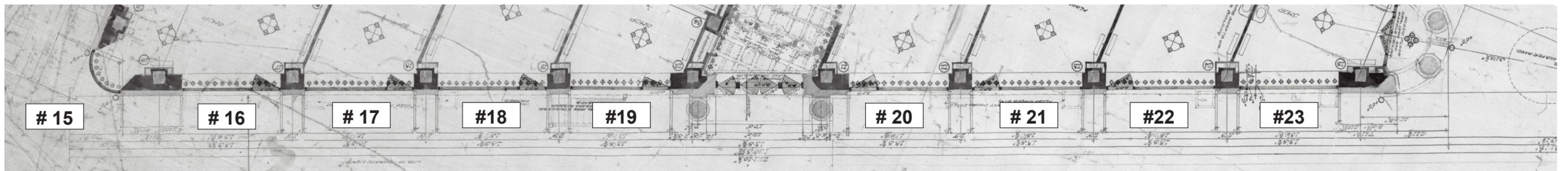
22ND STREET ELEVATION



PLAN

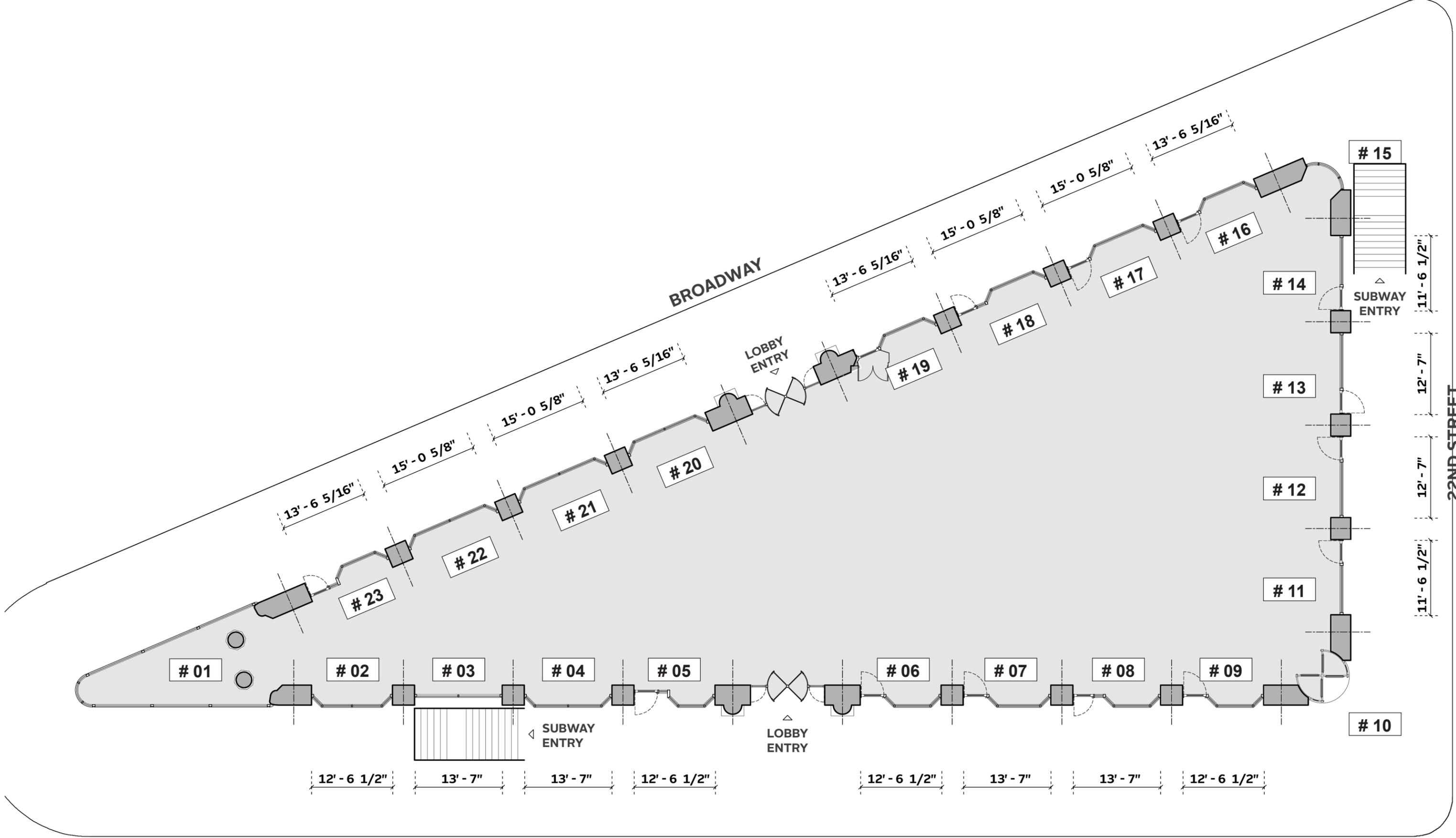


BROADWAY ELEVATION



PLAN

BROADWAY STOREFRONT ELEVATION - 1901

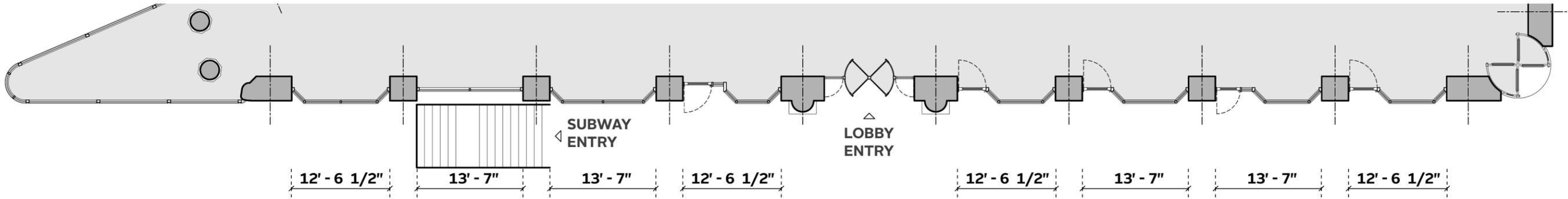


5TH AVENUE

STOREFRONT PLAN - EXISTING CONDITION



PHOTO



ELEVATION

PLAN

STOREFRONT ELEVATION ON 5TH AVENUE - EXISTING CONDITION



PHOTO



ELEVATION

PLAN

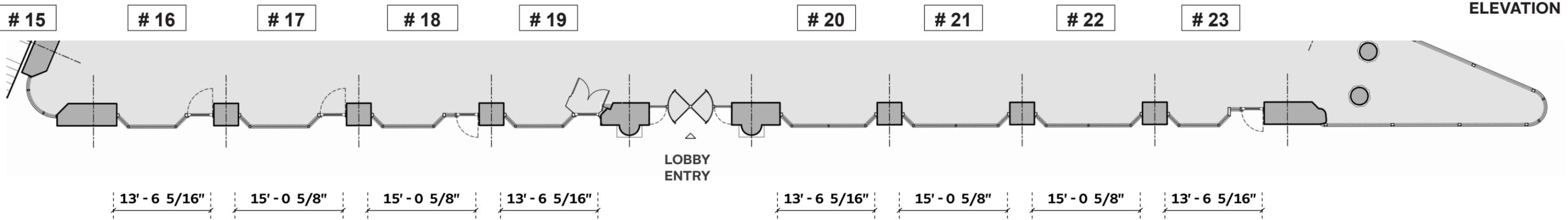
STOREFRONT ELEVATION ON 22ND STREET - EXISTING CONDITION



PHOTO

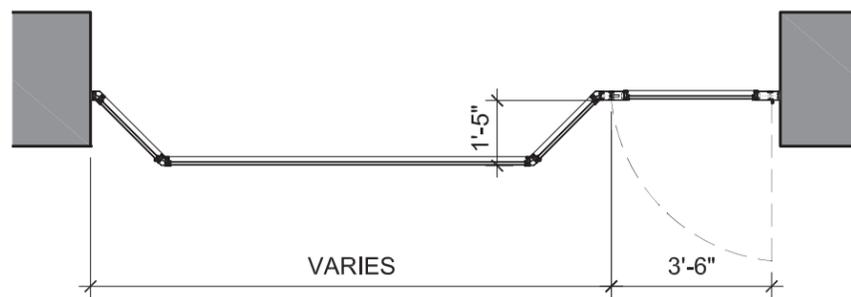
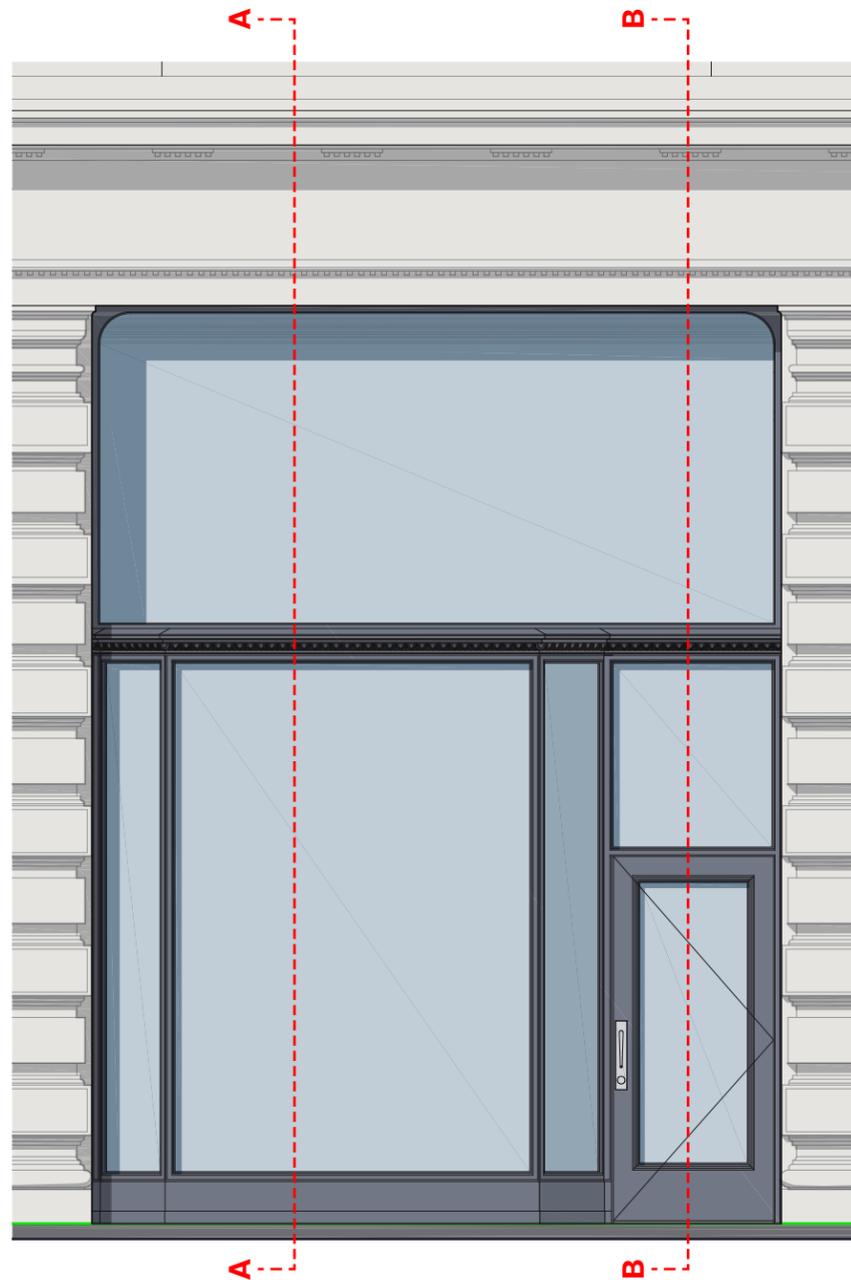


ELEVATION

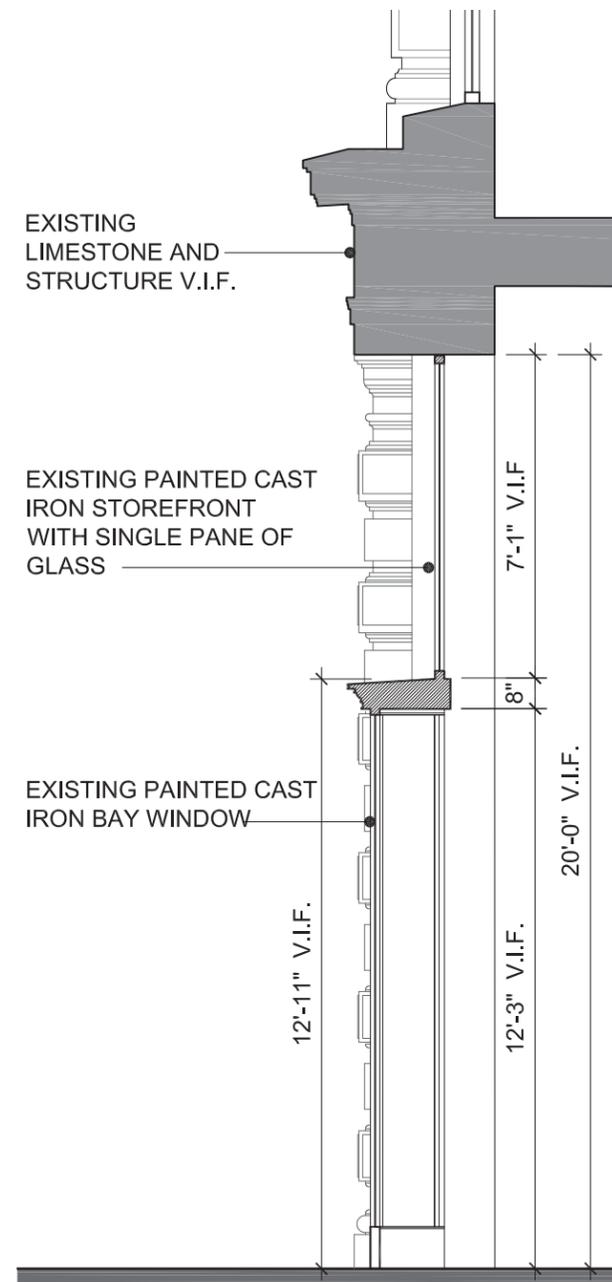


PLAN

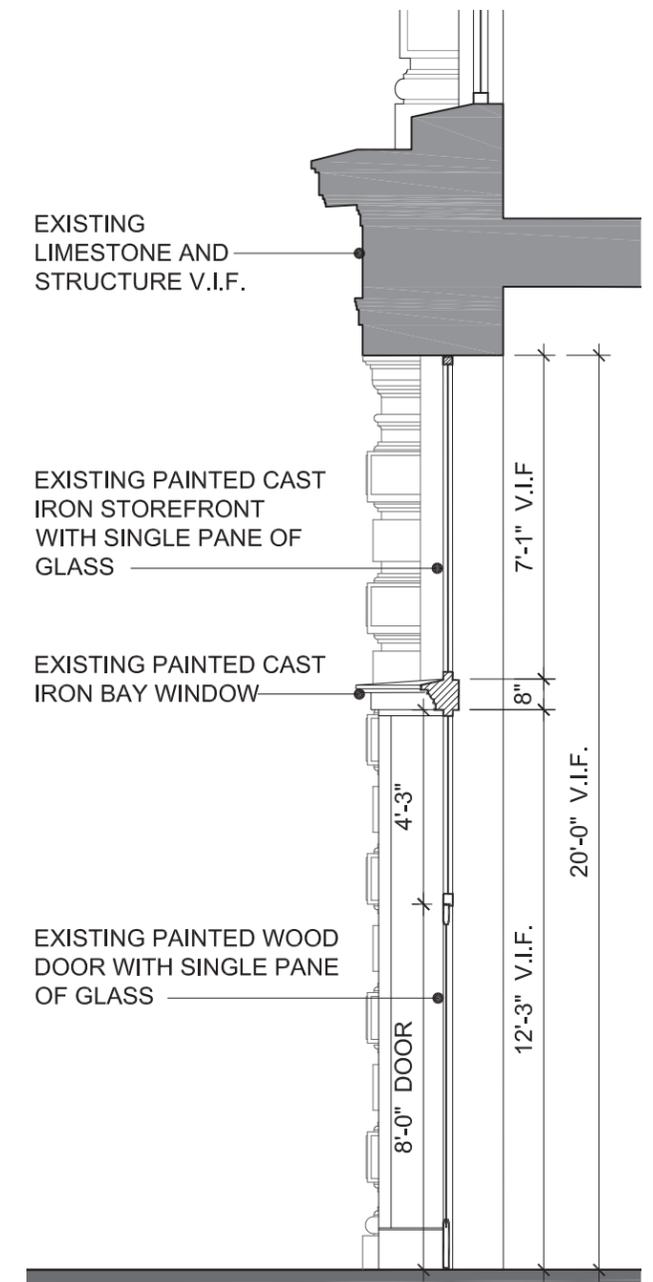
STOREFRONT ELEVATION ON BROADWAY - EXISTING CONDITION



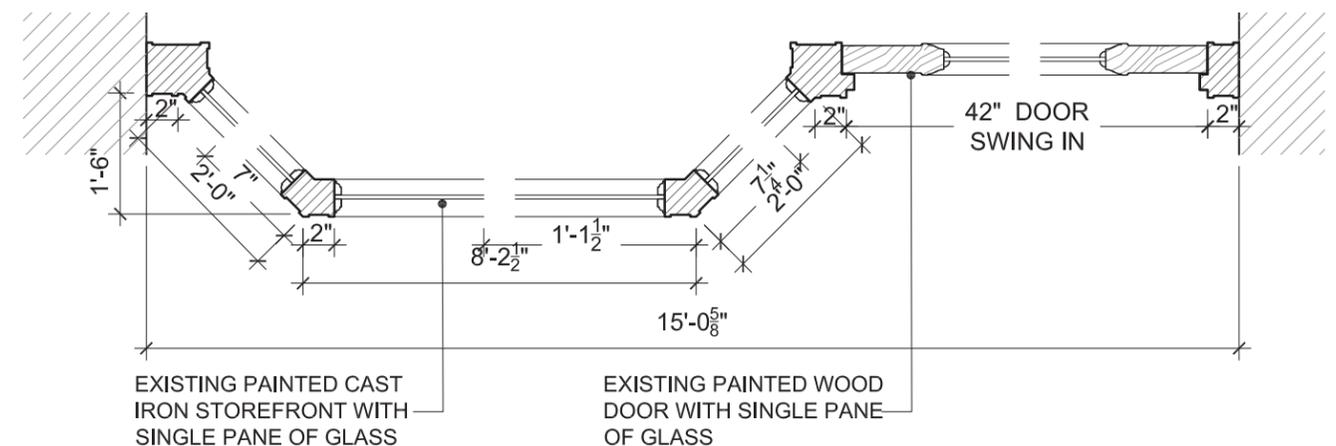
PLAN AND ELEVATION



SECTION A-A (AT BAY WINDOW)



SECTION B-B (AT DOOR)

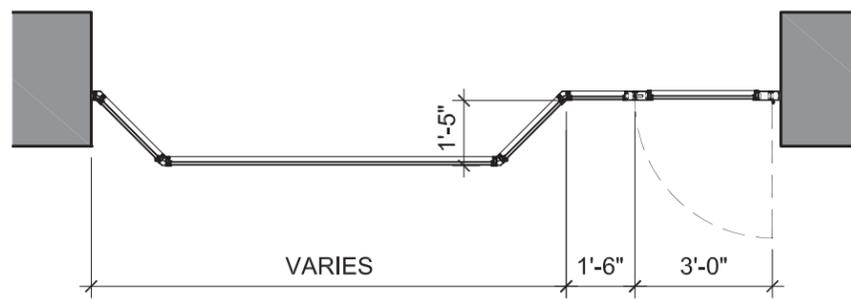
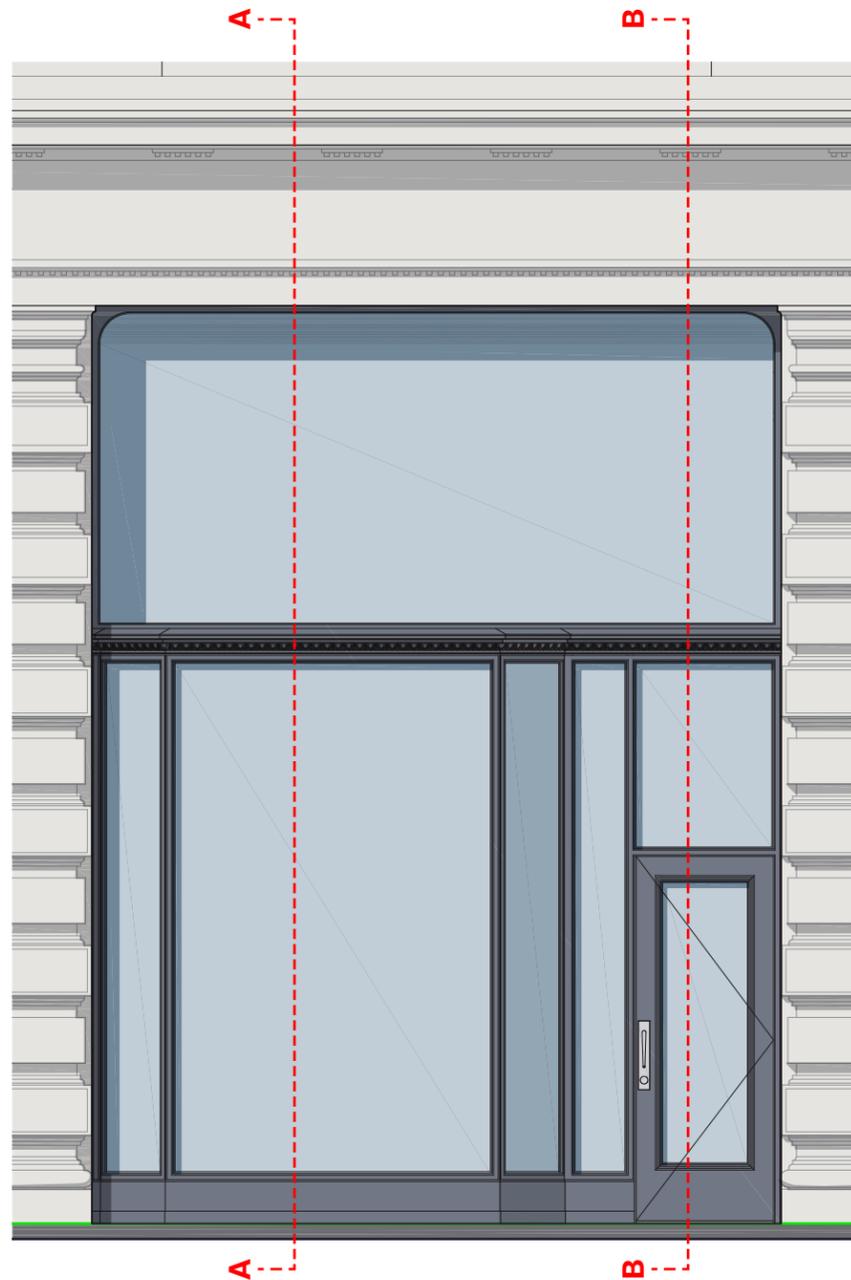


EXISTING PAINTED CAST IRON STOREFRONT WITH SINGLE PANE OF GLASS

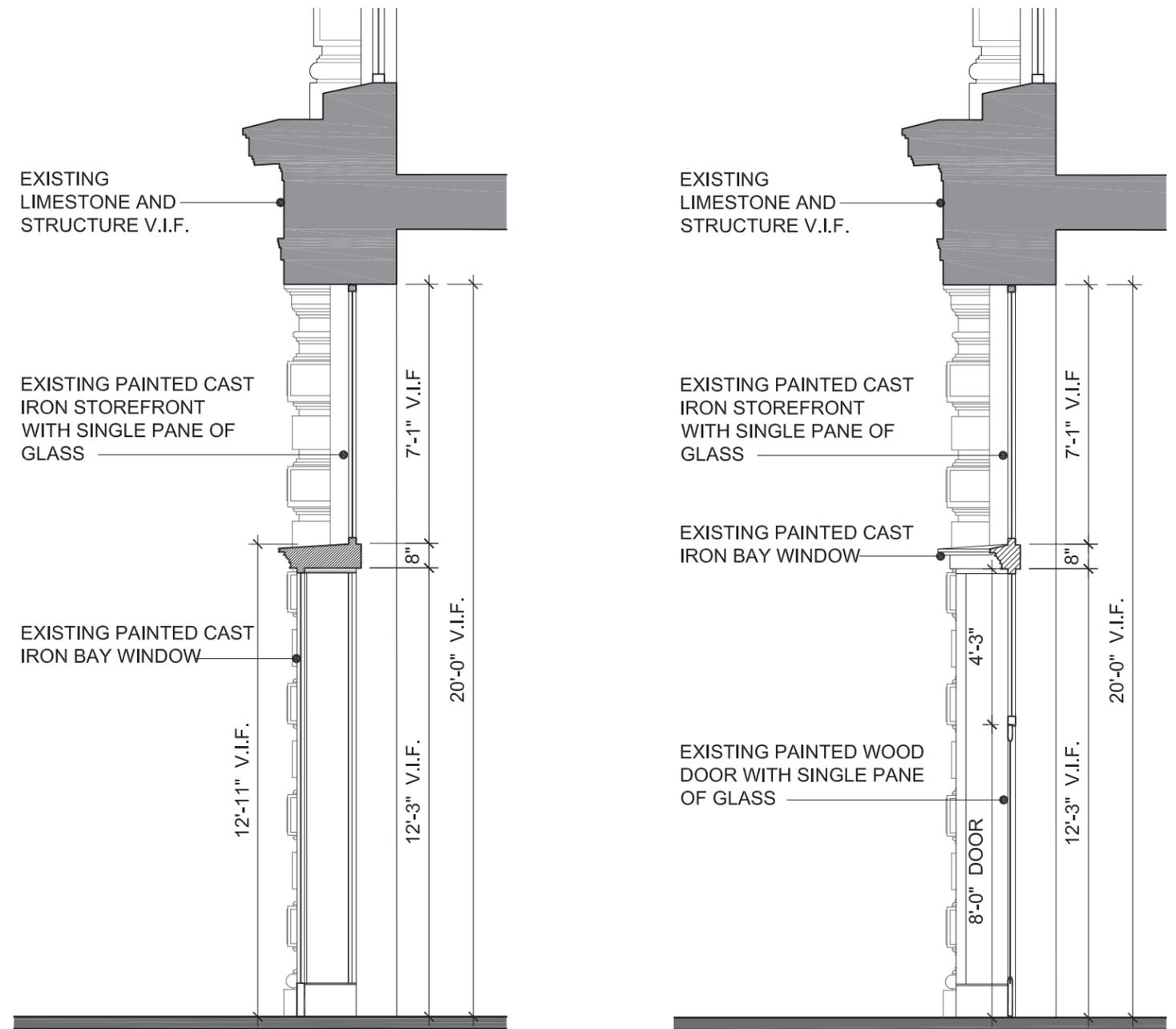
EXISTING PAINTED WOOD DOOR WITH SINGLE PANE OF GLASS

PLAN DETAILS (BAY WINDOW WITHOUT SIDELIGHT)

EXISTING STOREFRONT - BAY WINDOW WITHOUT SIDELIGHT (#06, #07, #09, #16, #17)

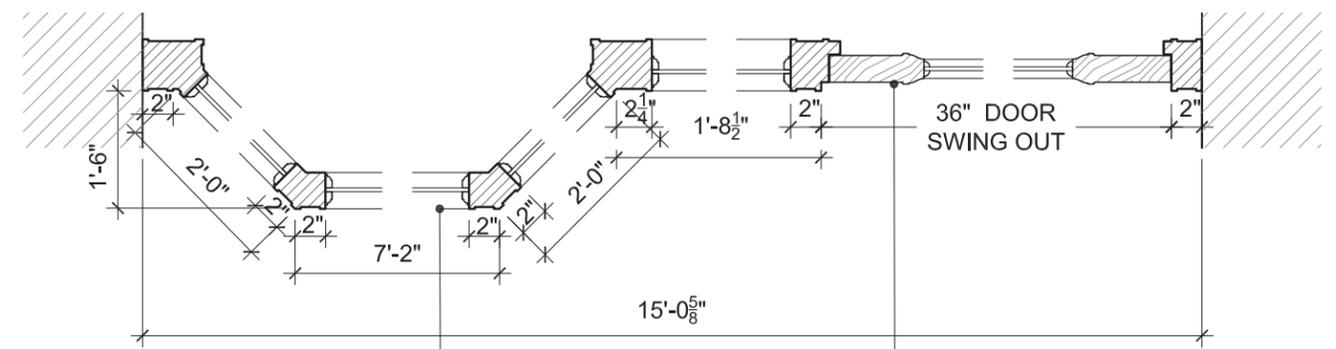


PLAN AND ELEVATION



SECTION A-A (AT BAY WINDOW)

SECTION B-B (AT DOOR)

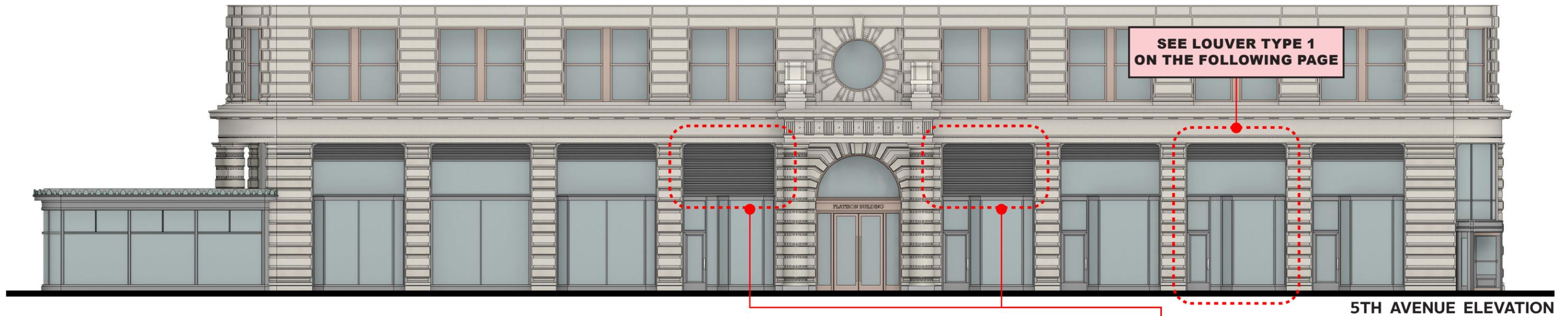


EXISTING PAINTED CAST IRON STOREFRONT WITH SINGLE PANE OF GLASS

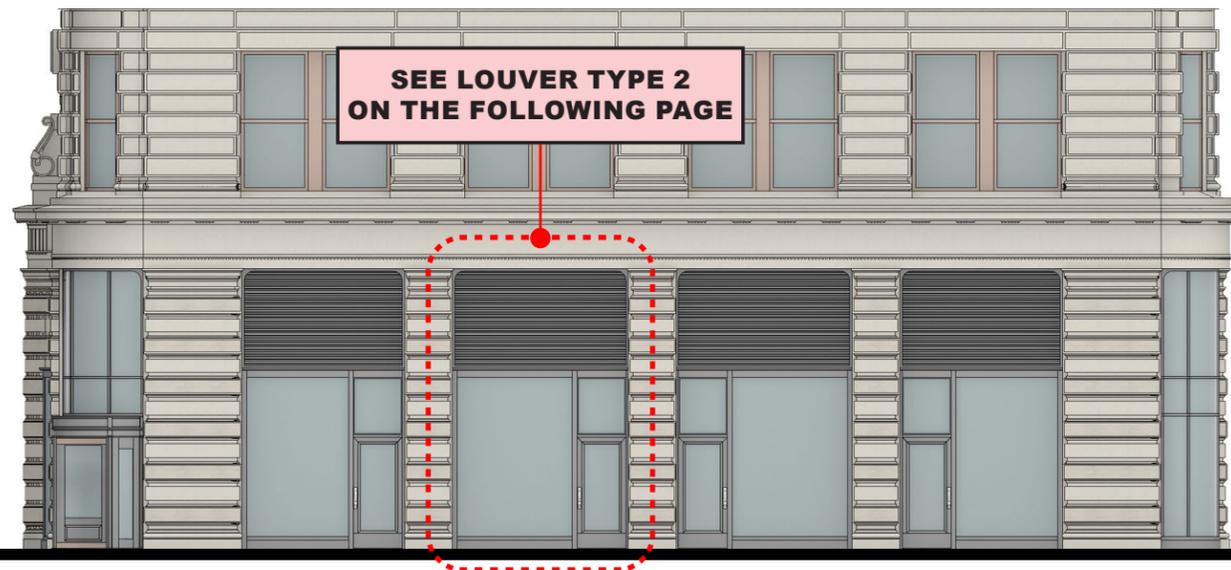
EXISTING PAINTED WOOD DOOR WITH SINGLE PANE OF GLASS

PLAN DETAILS (BAY WINDOW WITH SIDELIGHT)

EXISTING STOREFRONT - BAY WINDOW WITH SIDELIGHT (#08, #18)

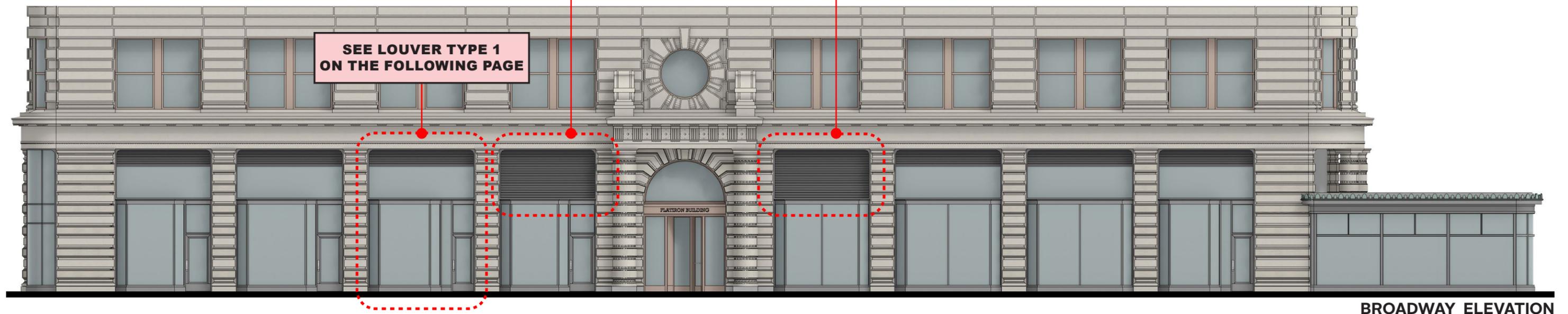


5TH AVENUE ELEVATION



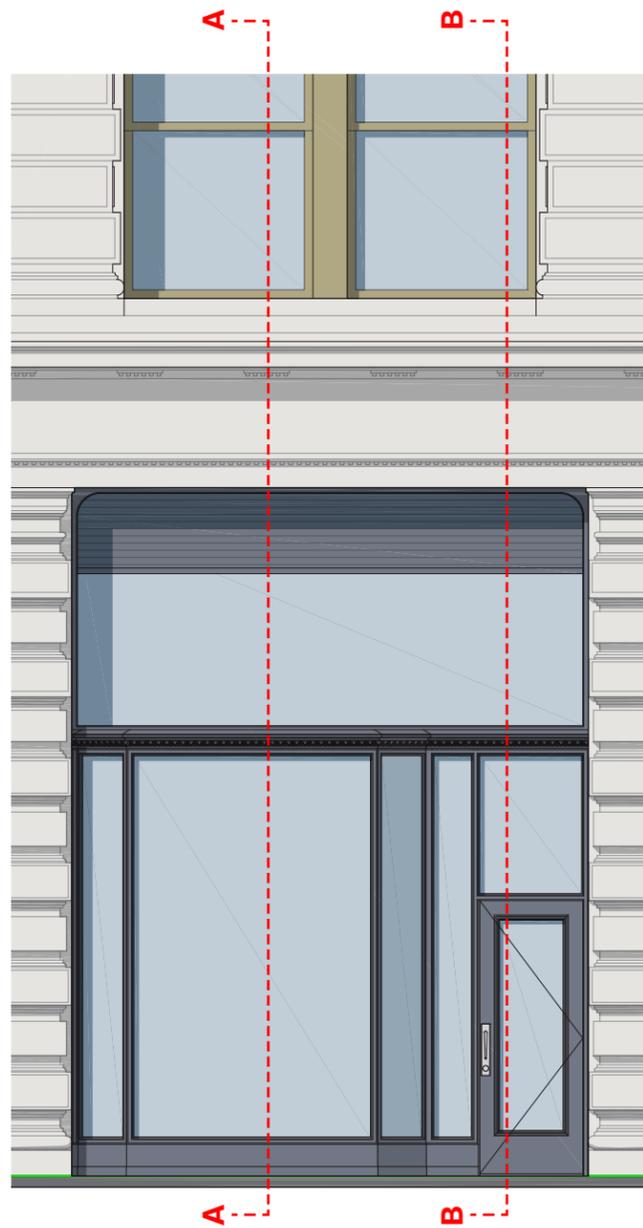
LOUVERS ON EITHER SIDE OF THE LOBBY ENTRIES (BROADWAY & 5TH AVE) ARE EXISTING LOUVERS TO REMAIN.

22ND STREET ELEVATION



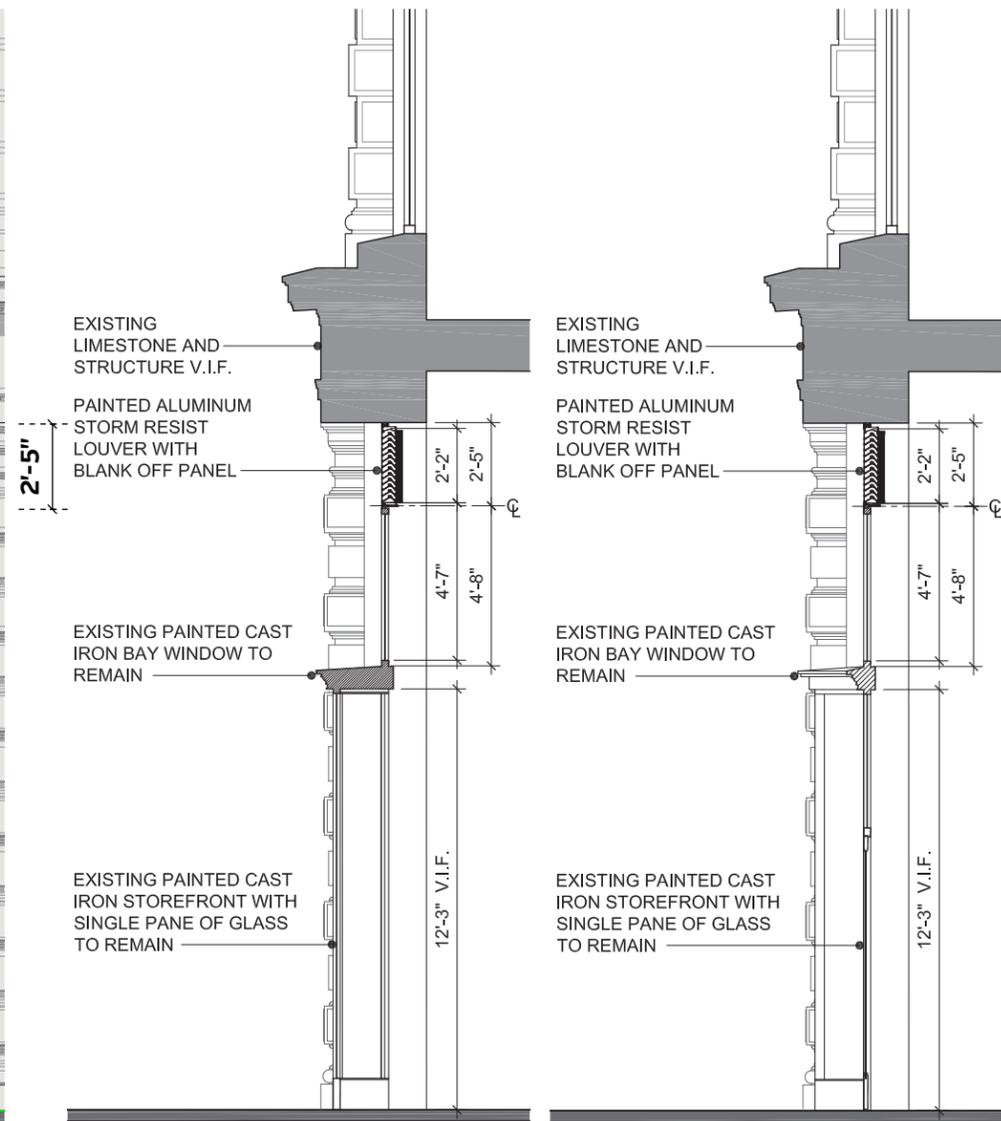
BROADWAY ELEVATION

STOREFRONT ELEVATIONS - WITH PROPOSED LOUVERS



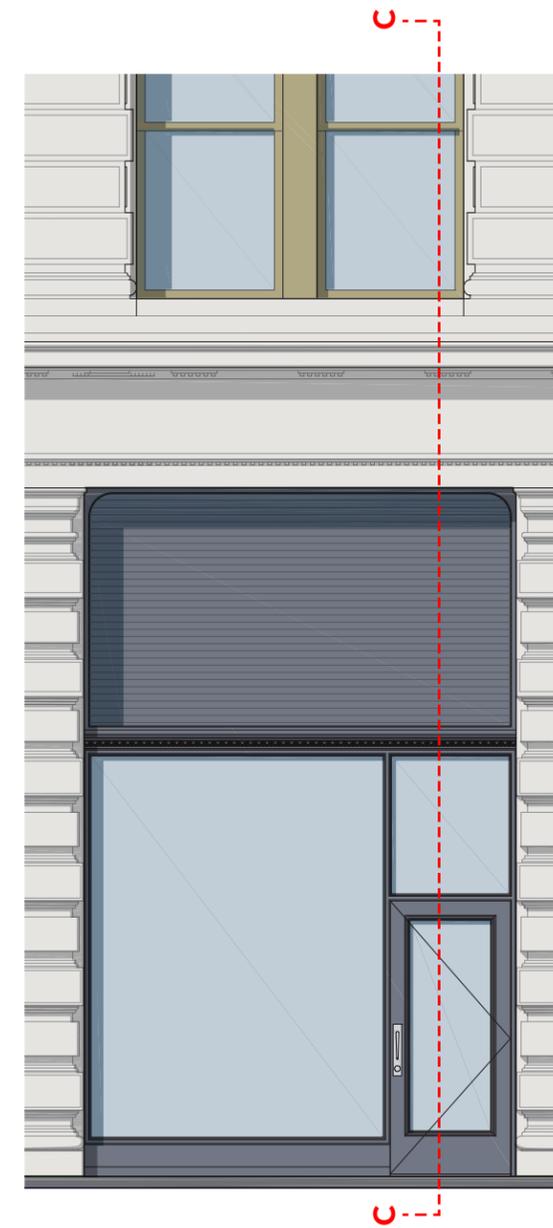
LOUVER TYPE 1

TYPICAL STOREFRONT BAYS ON 5TH AVE / BROADWAY



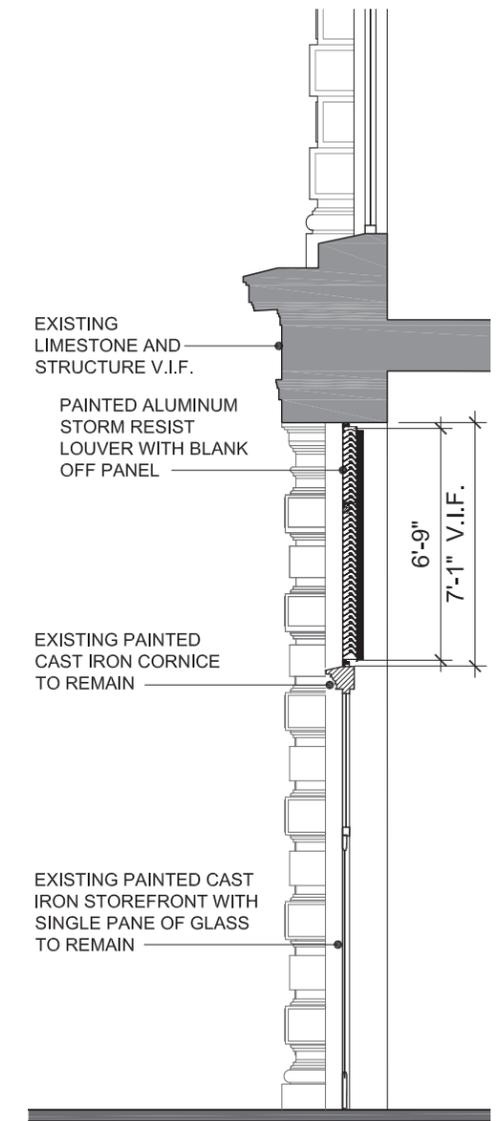
SECTION A-A

SECTION B-B



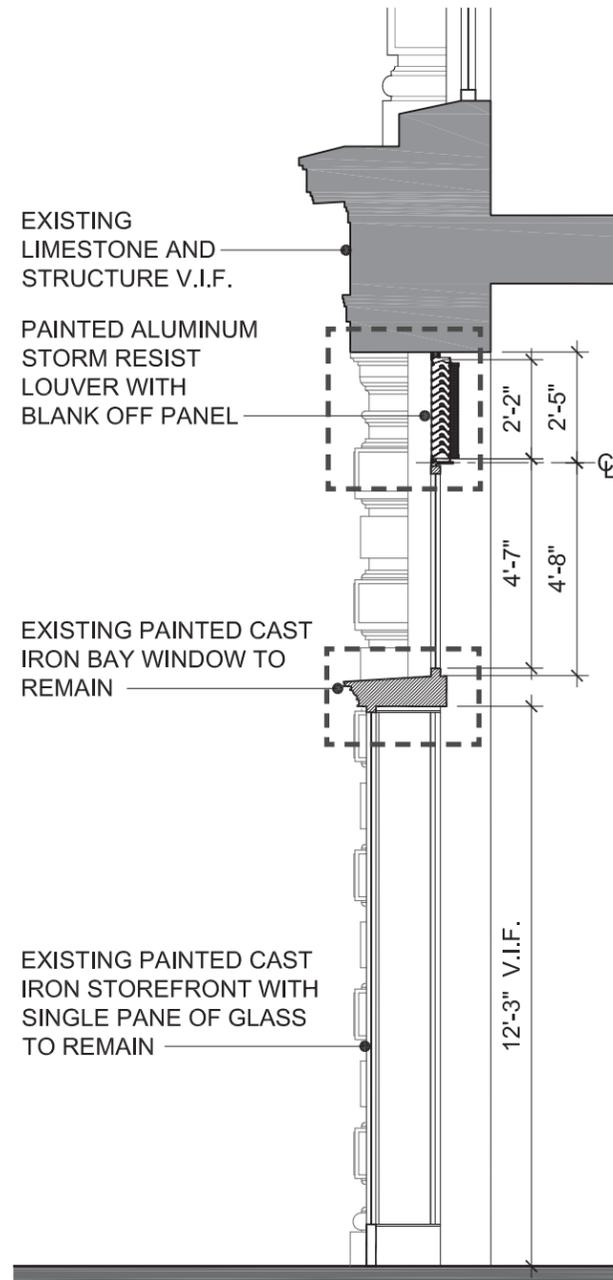
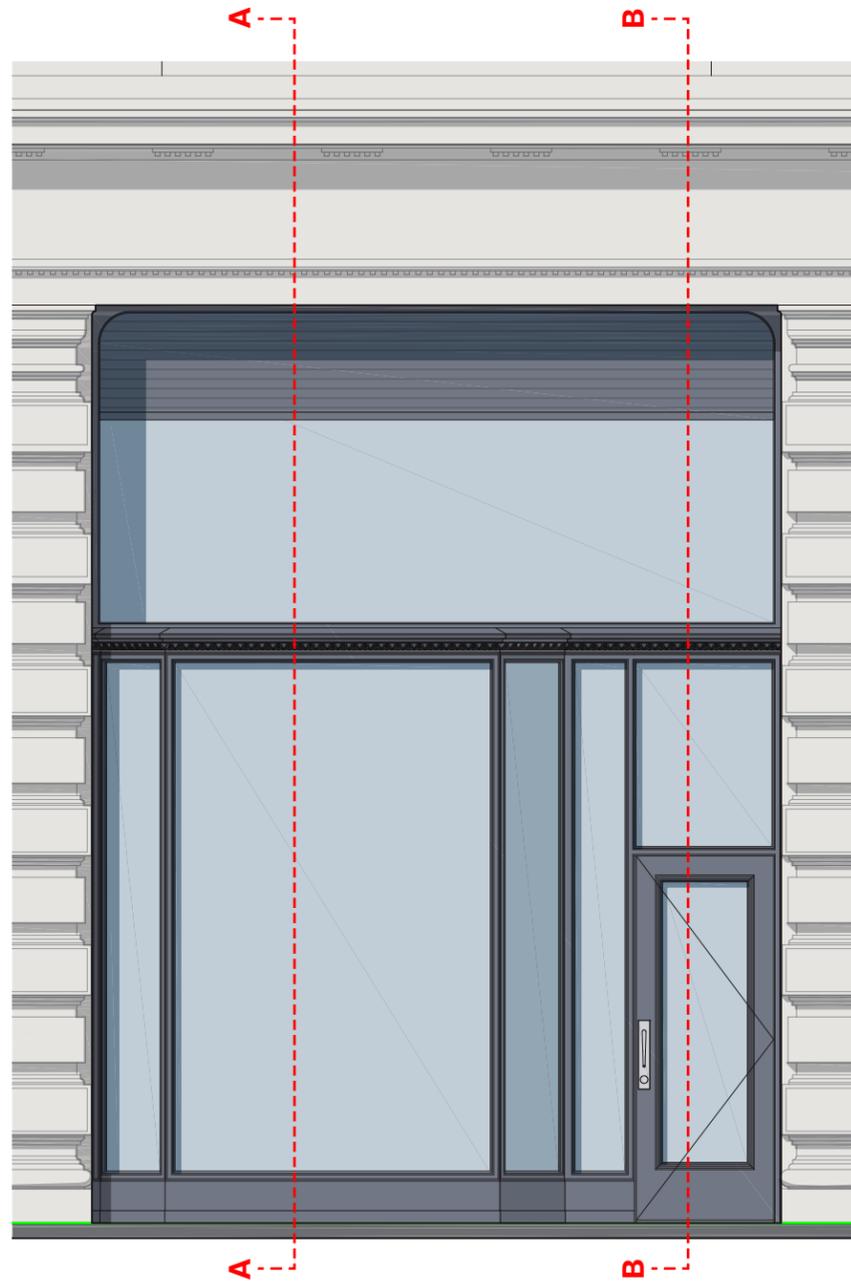
LOUVER TYPE 2

STOREFRONT BAYS ON 22ND STREET

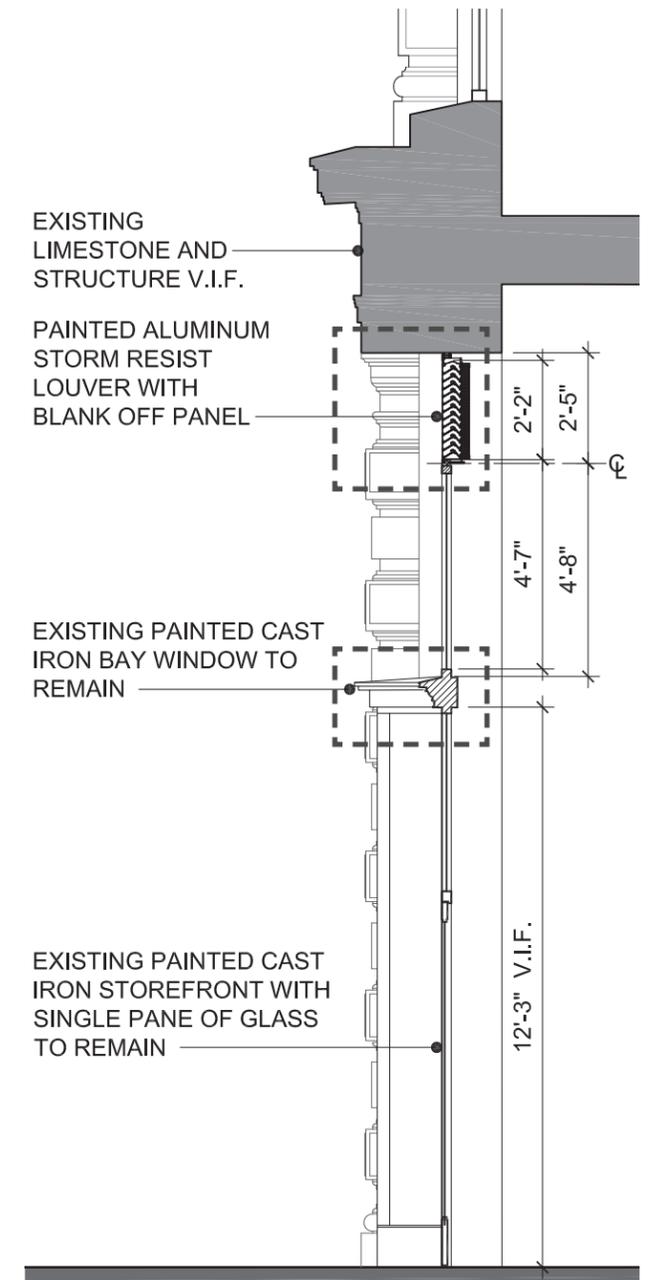


SECTION C-C

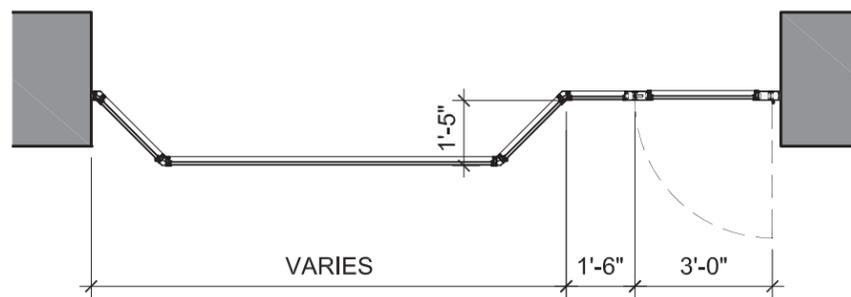
PROPOSED STOREFRONT LOUVERS



SECTION A-A (AT BAY WINDOW)



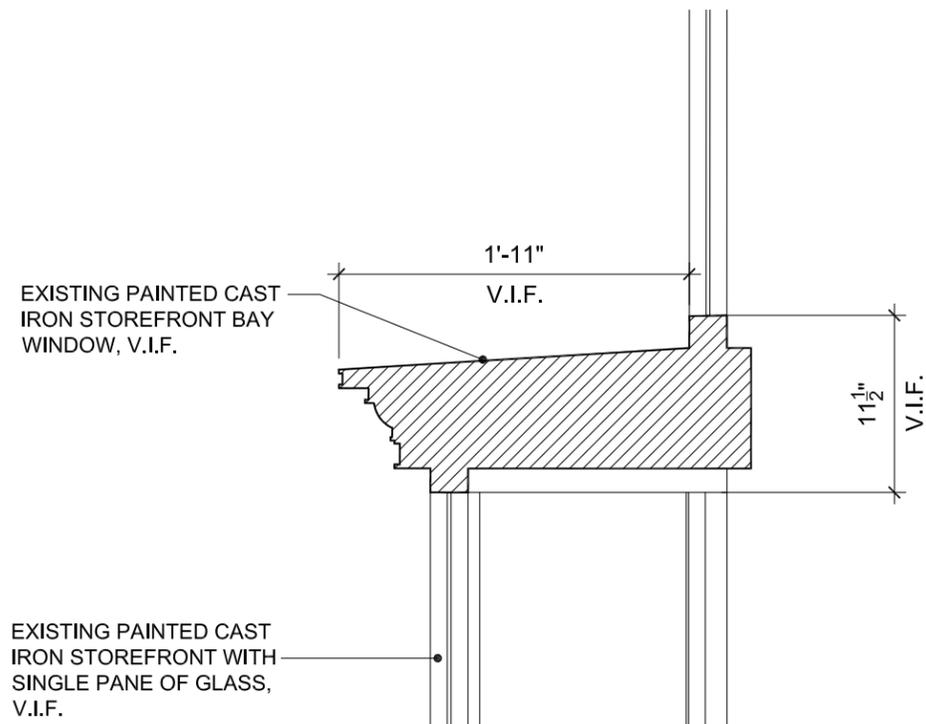
SECTION B-B (AT DOOR)



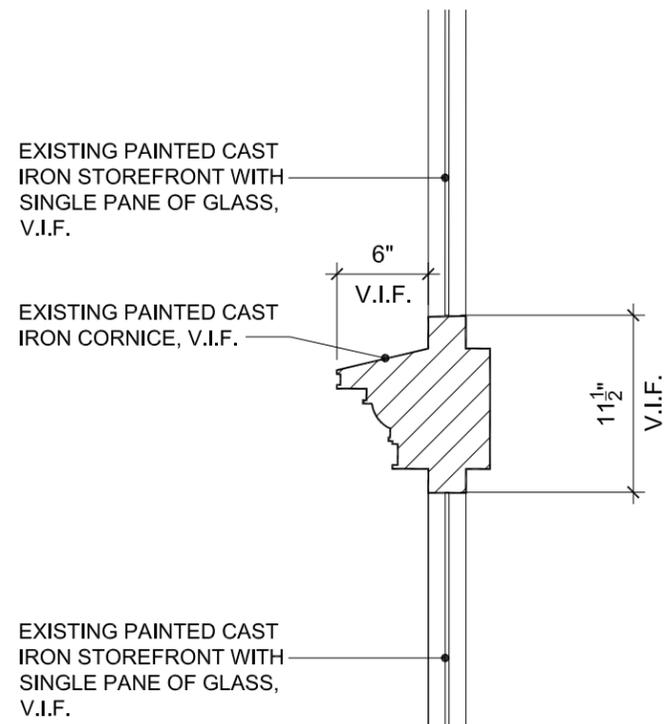
PLAN AND ELEVATION

STOREFRONT MASTER PLAN - SINGLE DOOR (BASED ON STOREFRONT #8, #18)

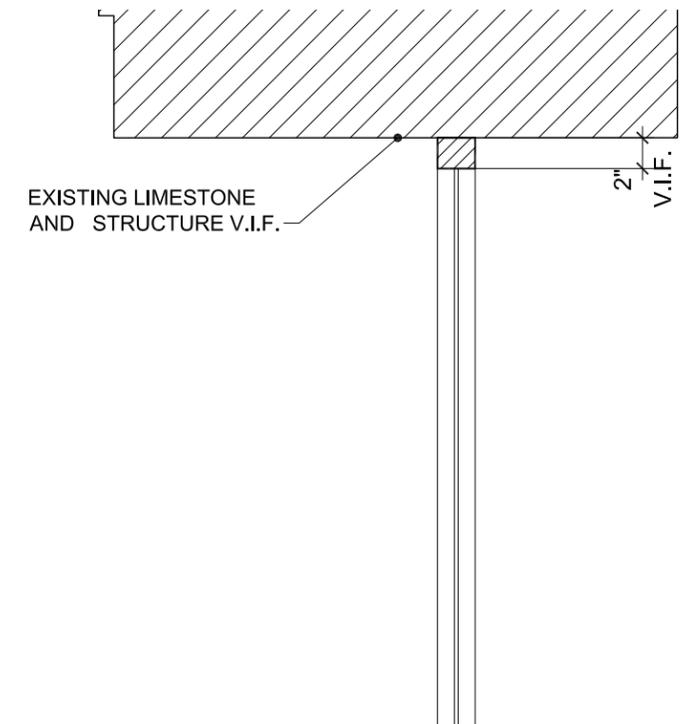
- THE PURPOSE OF THIS STOREFRONT MASTER PLAN IS FOR FUTURE TENANT REQUIRING A NEW ACCESS. PROVIDE 18" MANEUVERING SPACE AT THE PULL SIDE TO COMPLY WITH ADA REQUIREMENT.
- STOREFRONT MULLIONS TO MATCH ORIGINAL STOREFRONT DESIGN IN KIND AND TO BE APPROVED BY LPC.
- APPLICABLE ON BAYS #02, #04, #06, #07, #09, #16, #17, #20, #21, #22.
- STOREFRONT CAN BE MIRRORED.



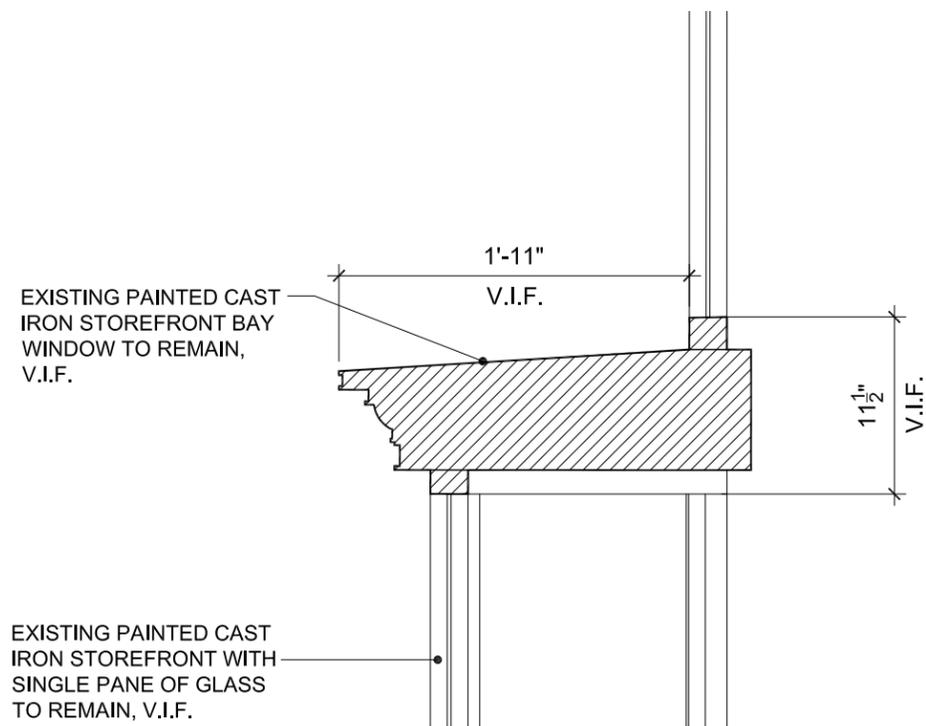
EXISTING



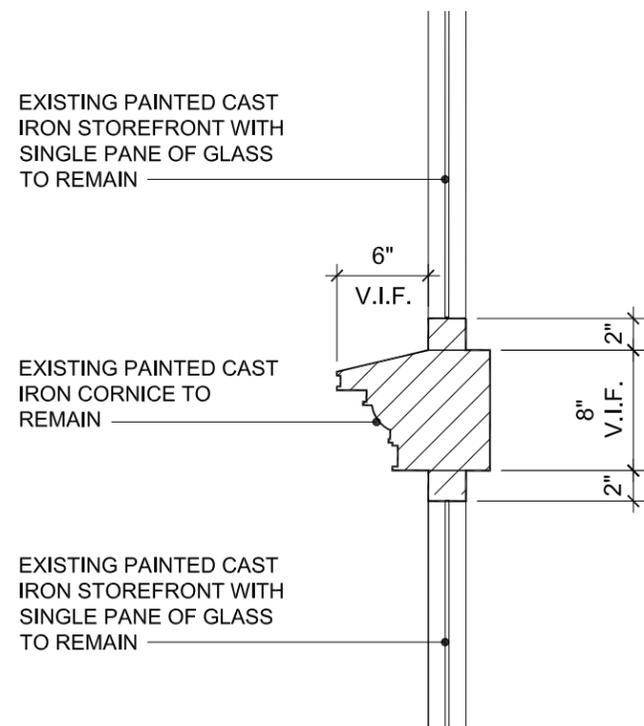
EXISTING



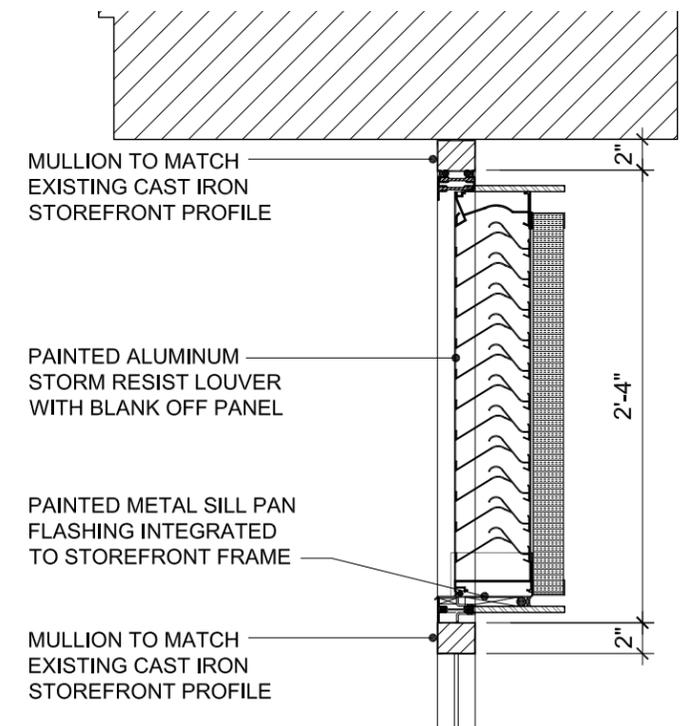
EXISTING



PROPOSED (PROFILE NOT CHANGED)



PROPOSED (PROFILE NOT CHANGED)



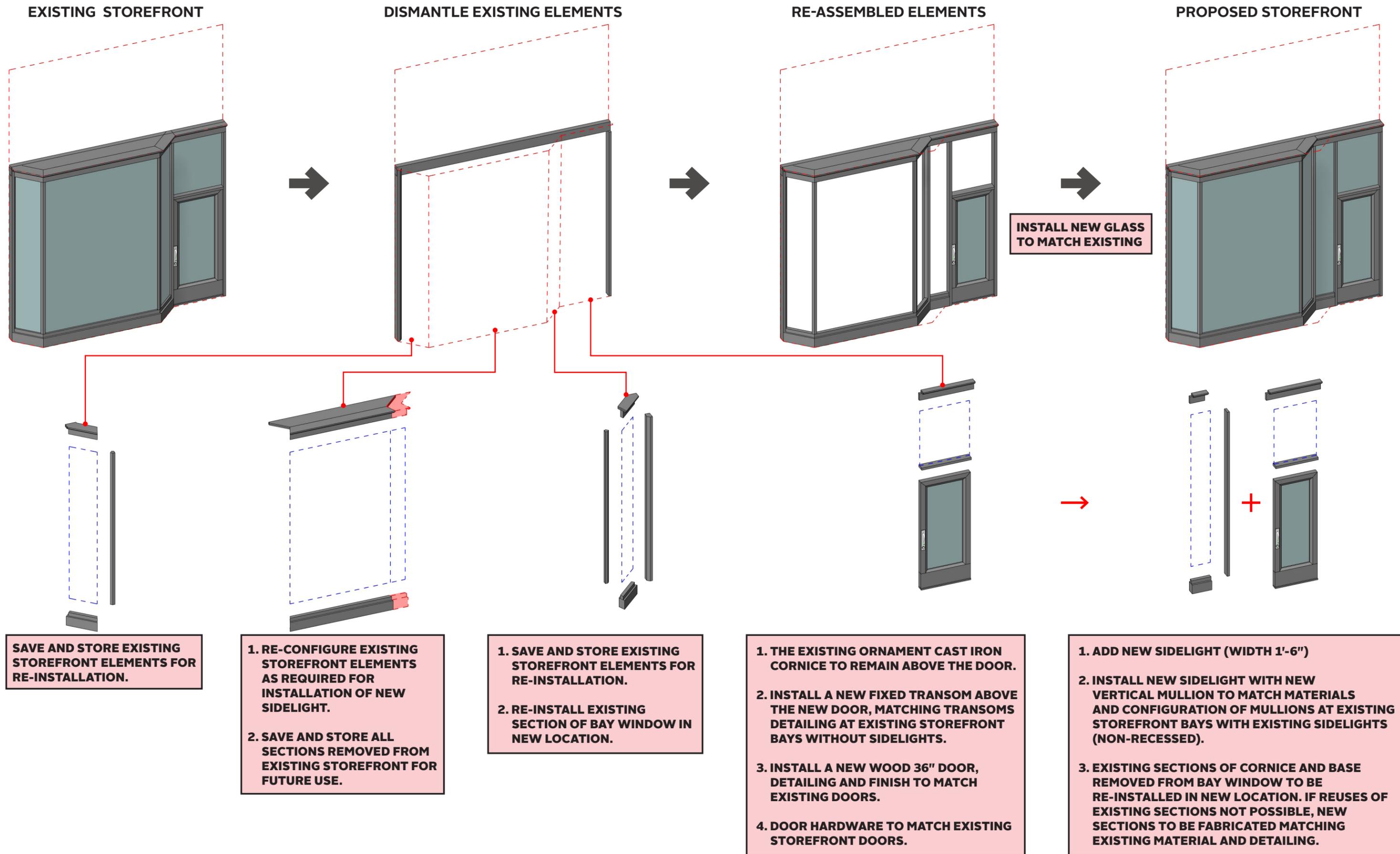
PROPOSED

EXISTING / PROPOSED AT BAY WINDOW ROOF

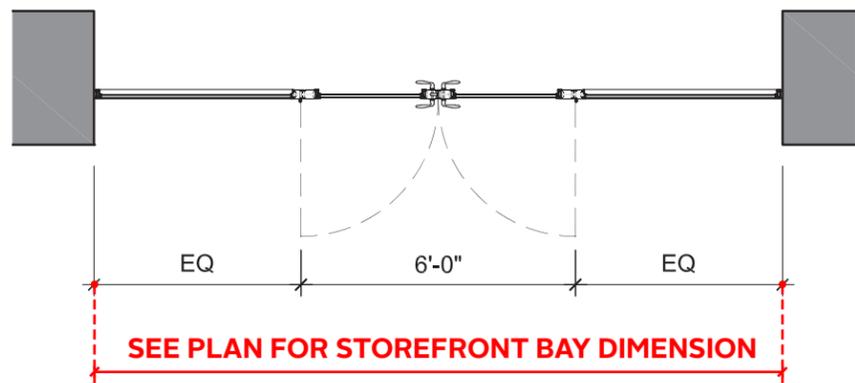
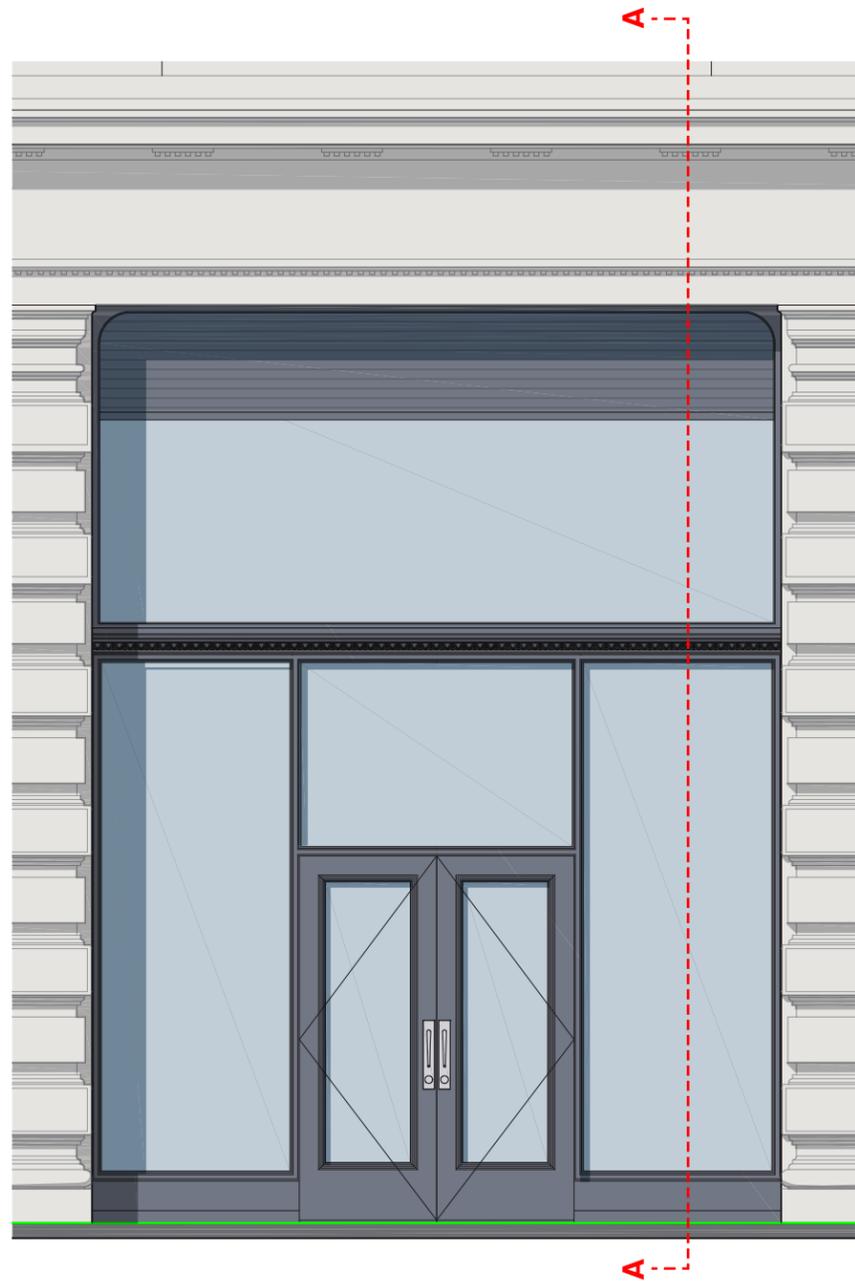
EXISTING / PROPOSED CORNICE

EXISTING / PROPOSED TRANSOM AND LOUVER

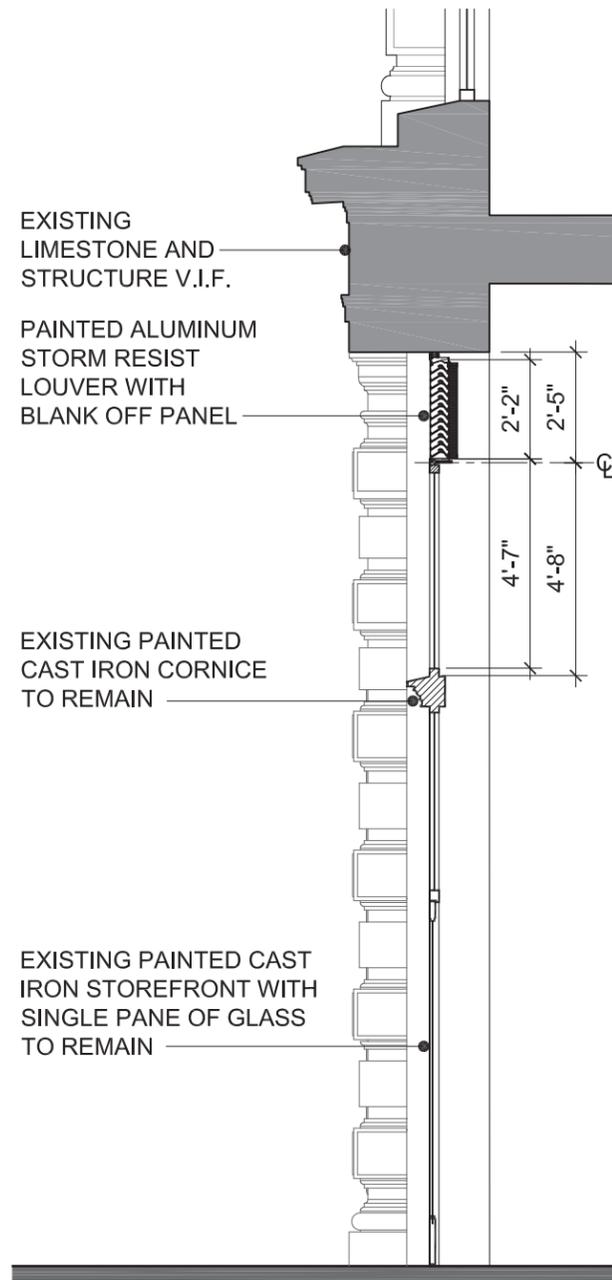
STOREFRONT MASTER PLAN - DETAILS



STOREFRONT RE-CONFIGURATION DIAGRAM



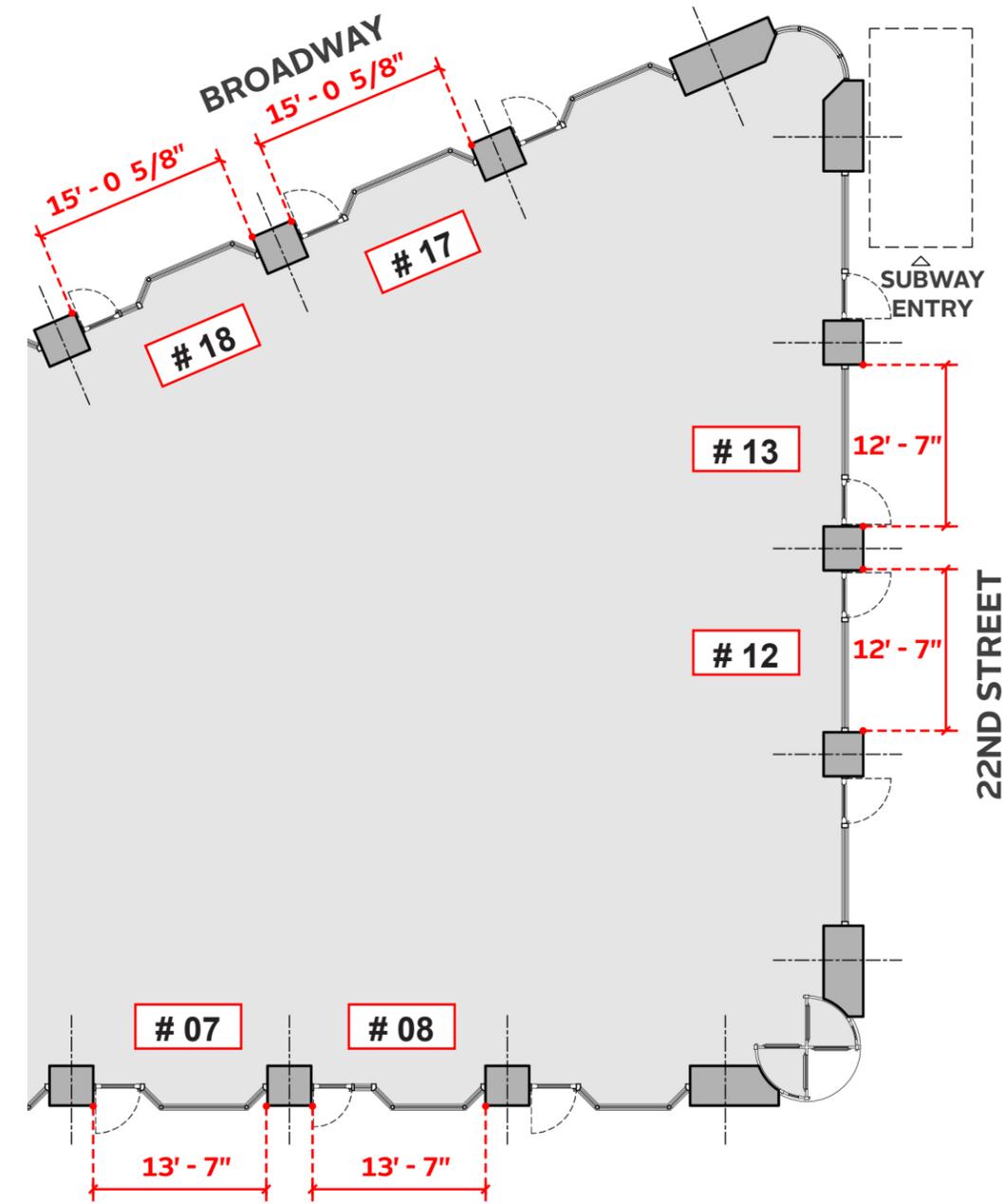
PLAN AND ELEVATION



SECTION A-A

- STOREFRONT MULLIONS TO MATCH ORIGINAL STOREFRONT DESIGN IN KIND AND TO BE APPROVED BY LPC.

SECTION AT DOOR

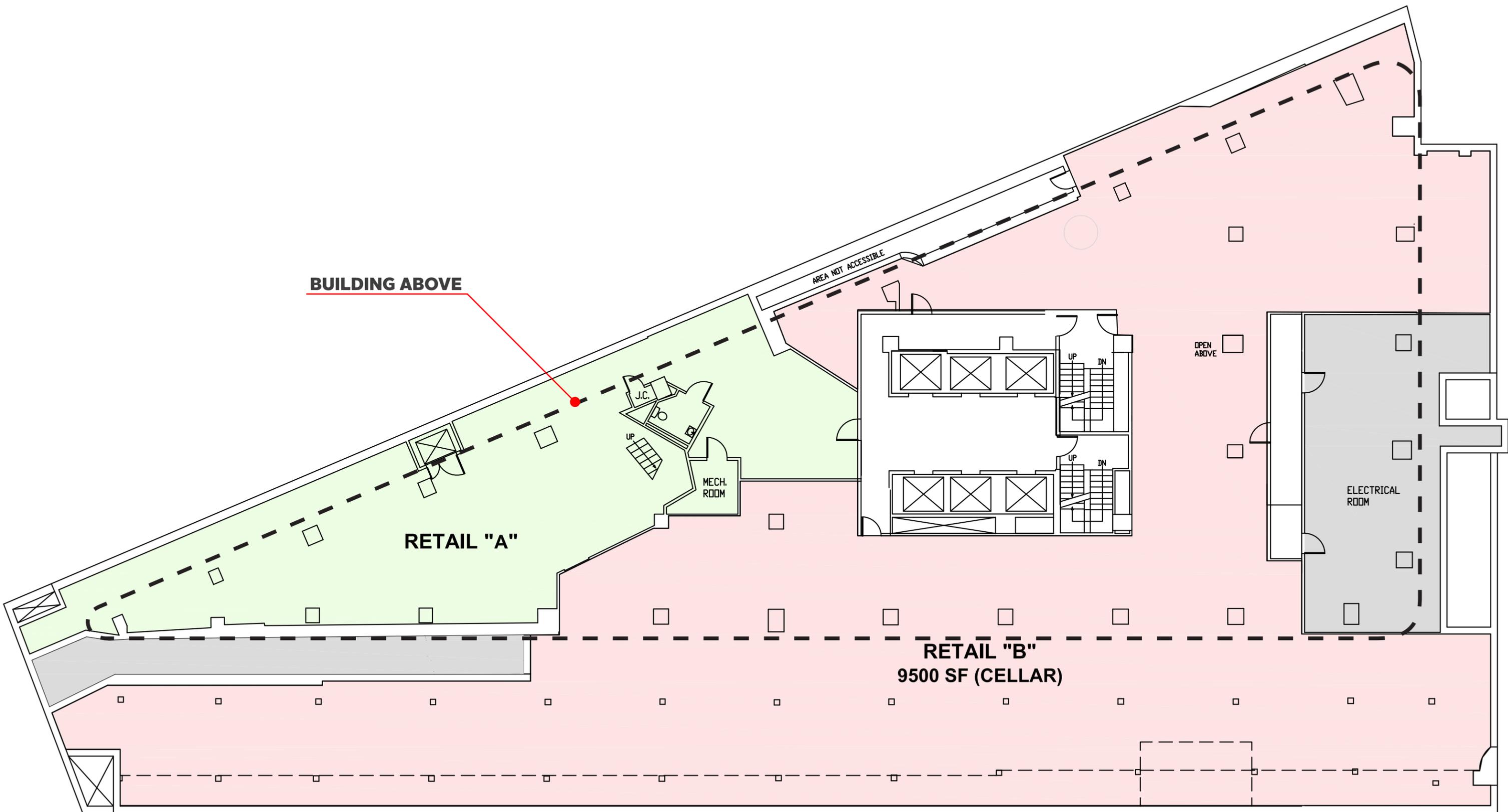


5TH AVENUE

- DOUBLE DOORS TO BE LIMITED TO ONE BAY PER FACADE THREE PAIRS TOTAL MAXIMUM
- LOCATION OF DOUBLE DOORS TO BE LIMITED TO THE HIGHLIGHTED STOREFRONT BAYS NOTED IN THE PLAN ABOVE

LOCATION OF DOUBLE DOOR

STOREFRONT MASTER PLAN - DOUBLE DOOR AT STOREFRONT (PROPOSED CELLAR ENTRY)



BUILDING ABOVE

AREA NOT ACCESSIBLE

RETAIL "A"

J.C.

MECH. ROOM

ELECTRICAL ROOM

RETAIL "B"
9500 SF (CELLAR)

OPEN ABOVE

UP

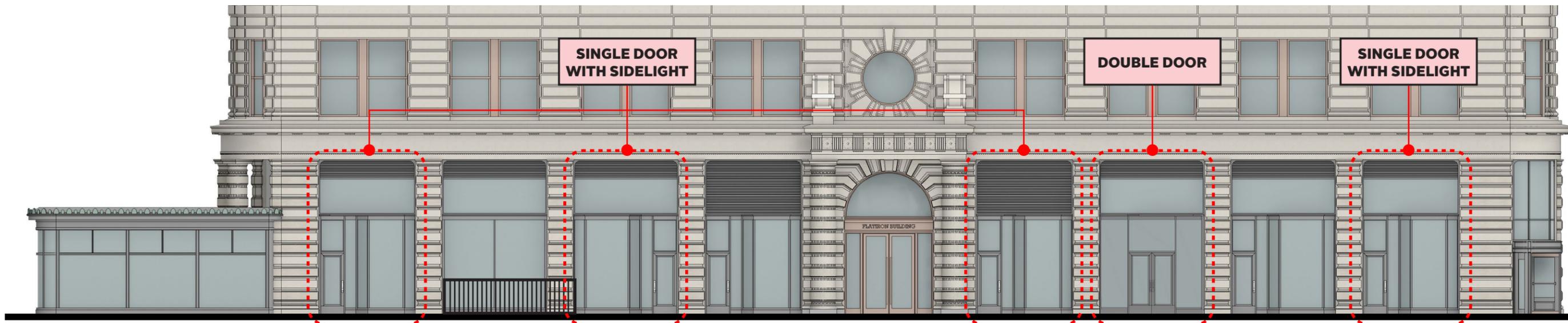
DN

UP

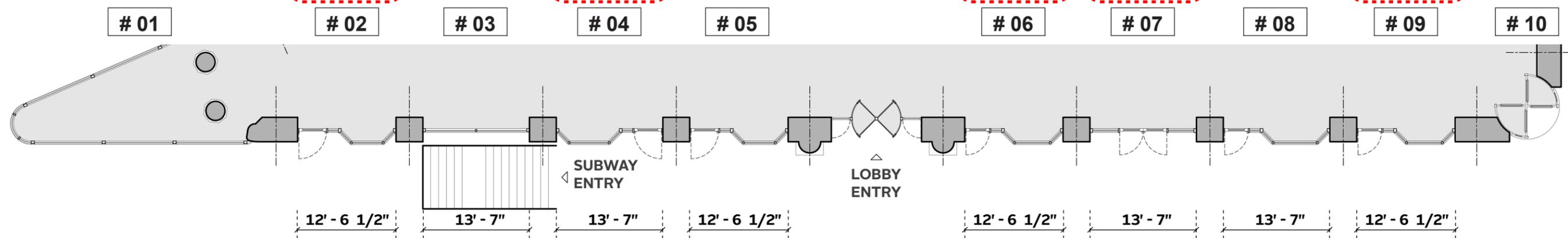
DN



EXISTING
ELEVATION



PROPOSED
ELEVATION

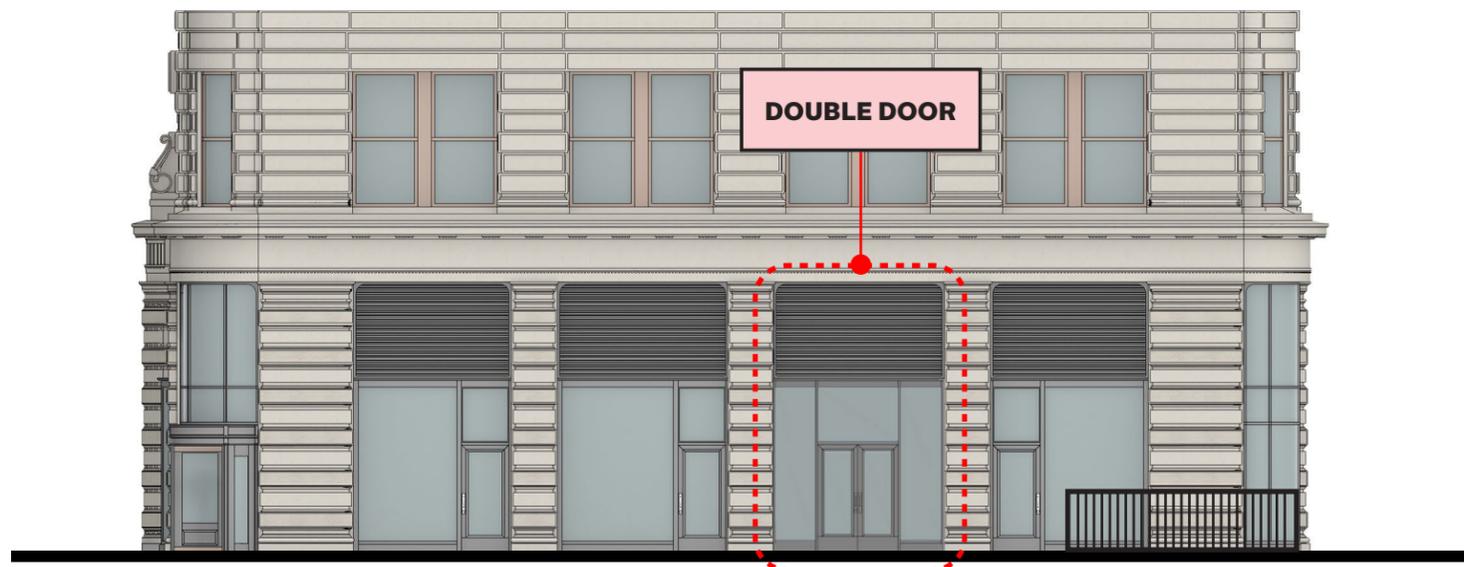


PLAN

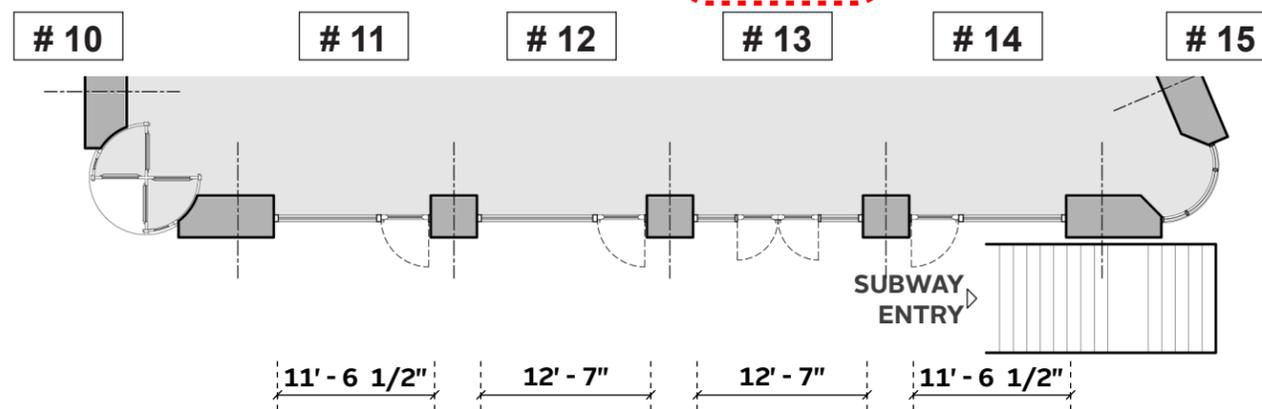
STOREFRONT ELEVATION ON 5TH AVENUE - EXISTING AND PROPOSED



EXISTING
ELEVATION



PROPOSED
ELEVATION



PLAN

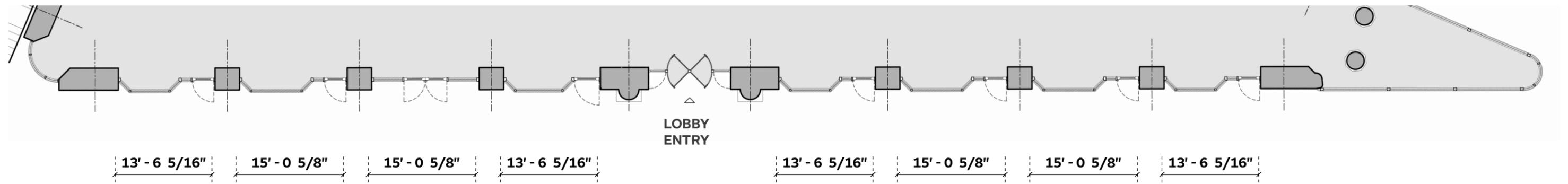
STOREFRONT ELEVATION ON 22ND STREET - EXISTING AND PROPOSED



EXISTING ELEVATION



PROPOSED ELEVATION



PLAN

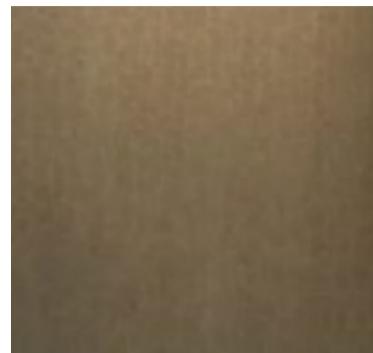
STOREFRONT ELEVATION ON BROADWAY - EXISTING AND PROPOSED



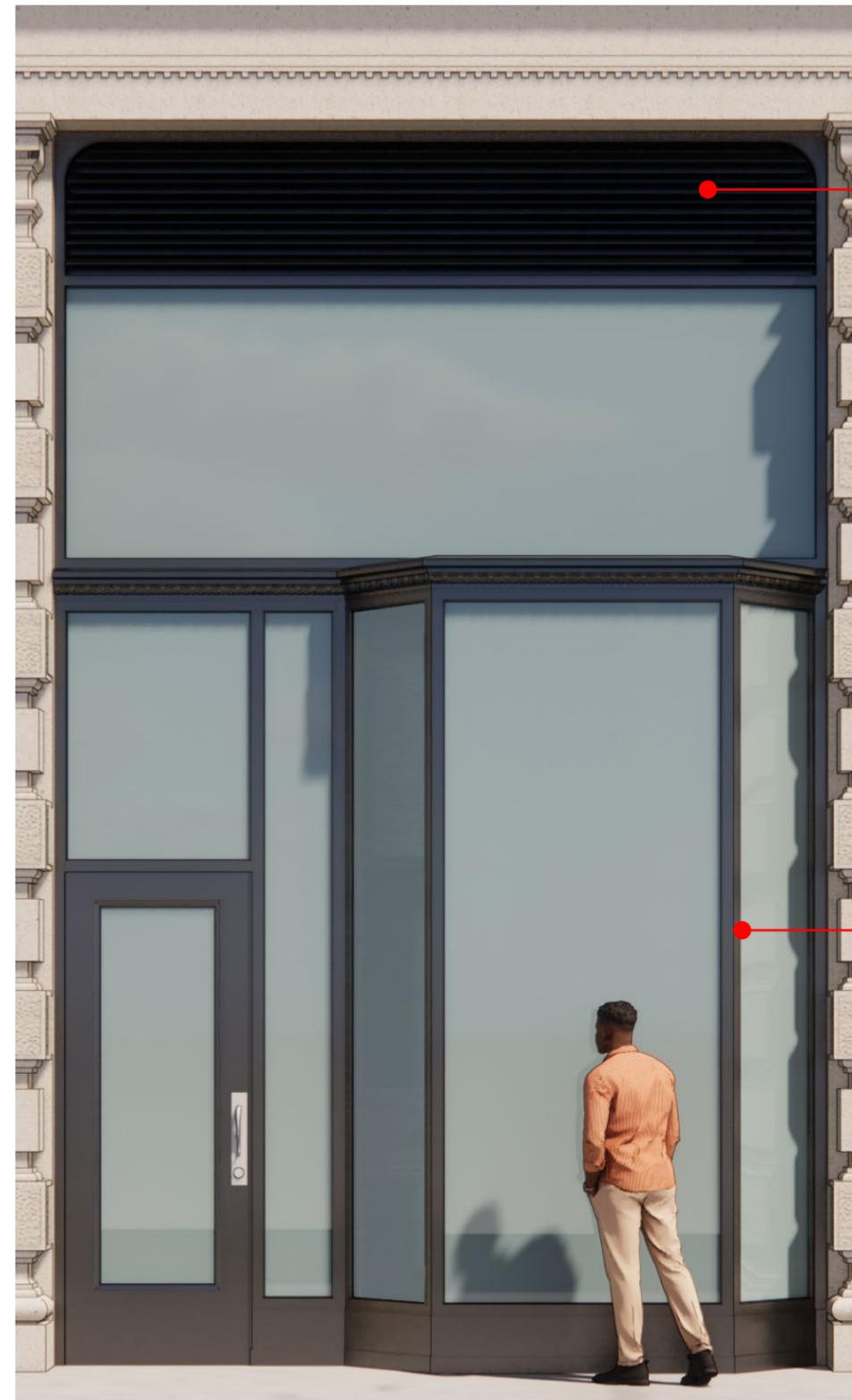
VIEW FROM 5TH AVENUE



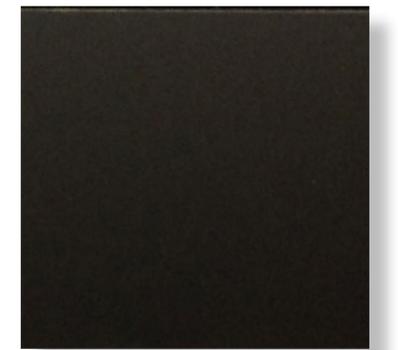
FORMED BRONZE
PANEL



FORMED BRONZE
STOREFRONT &
DOOR



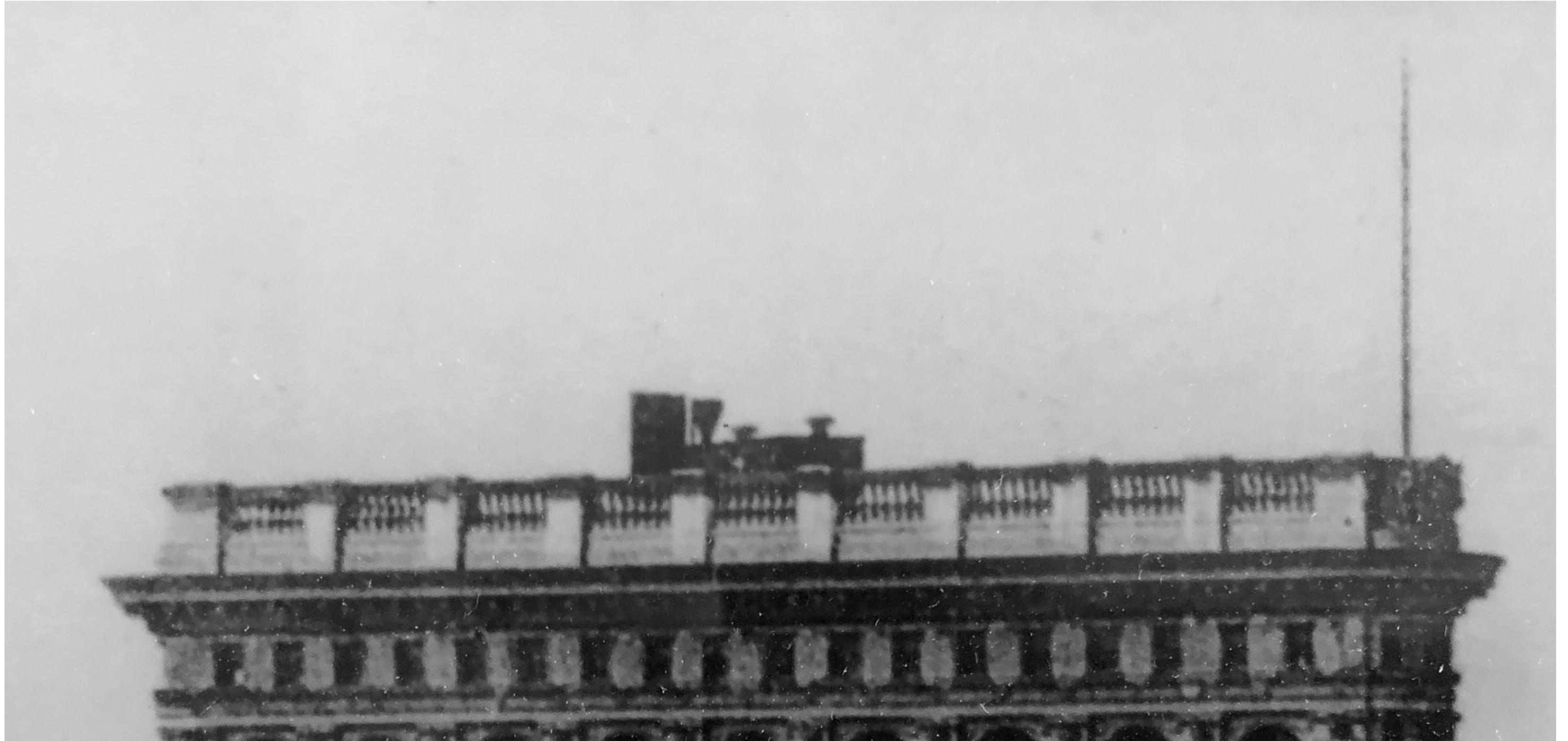
PAINTED
ALUMINUM
LOUVER



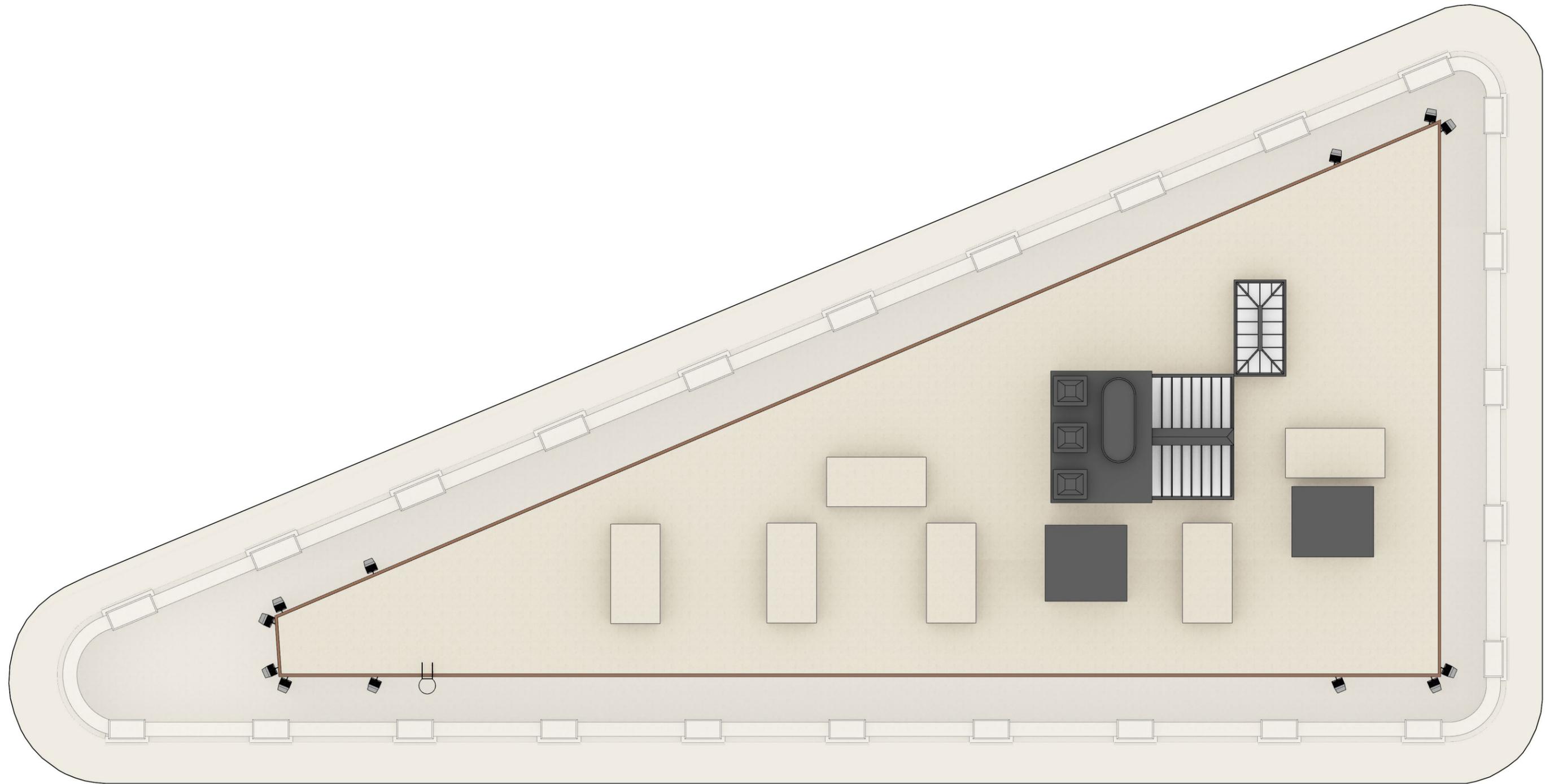
PAINTED STEEL
STOREFRONT

STOREFRONT MATERIALS

21ST FLOOR



20TH FLOOR ROOFTOP
(TAKEN BEFORE THE CONSTRUCTION OF PENTHOUSE)

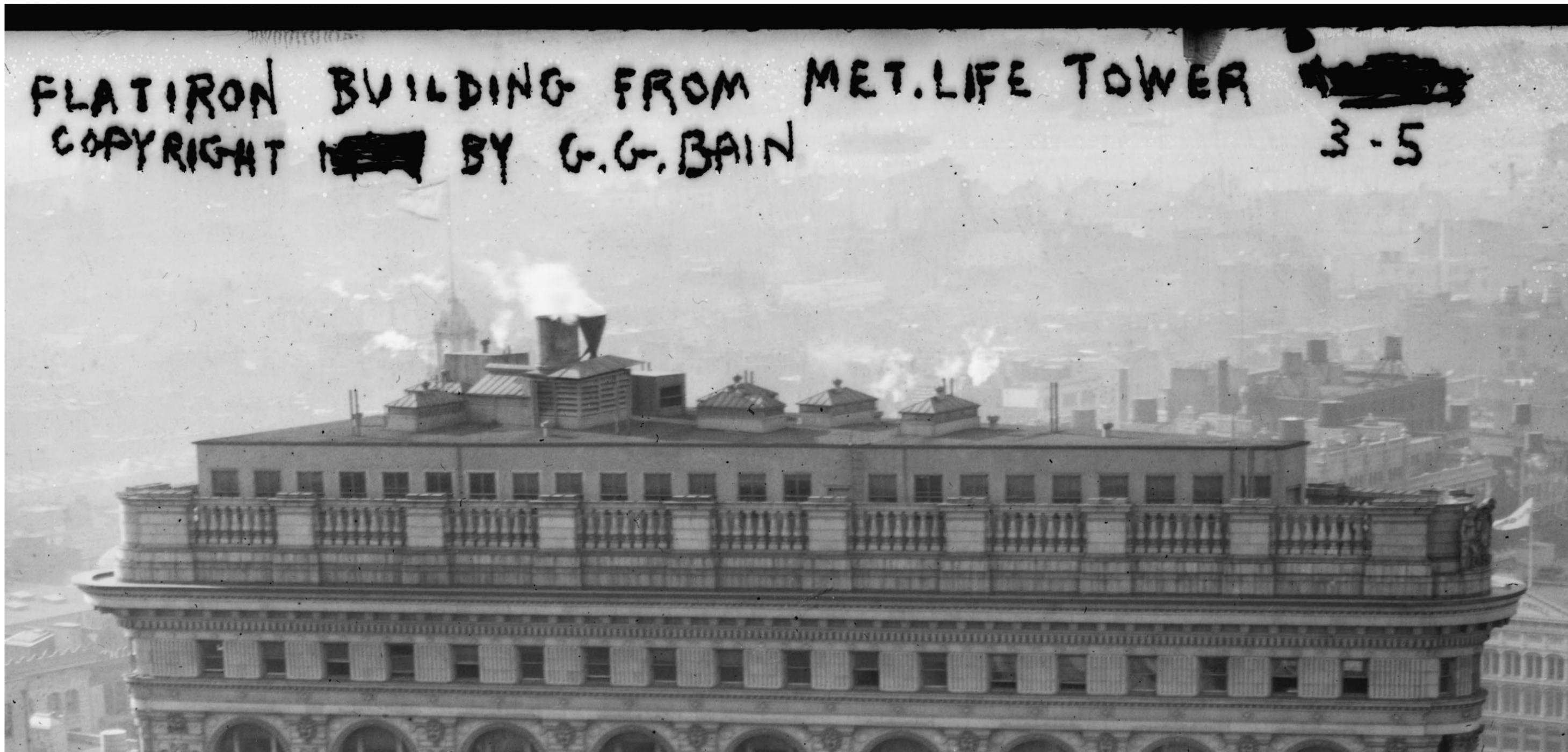


ROOFTOP PLAN - EXISTING CONDITION

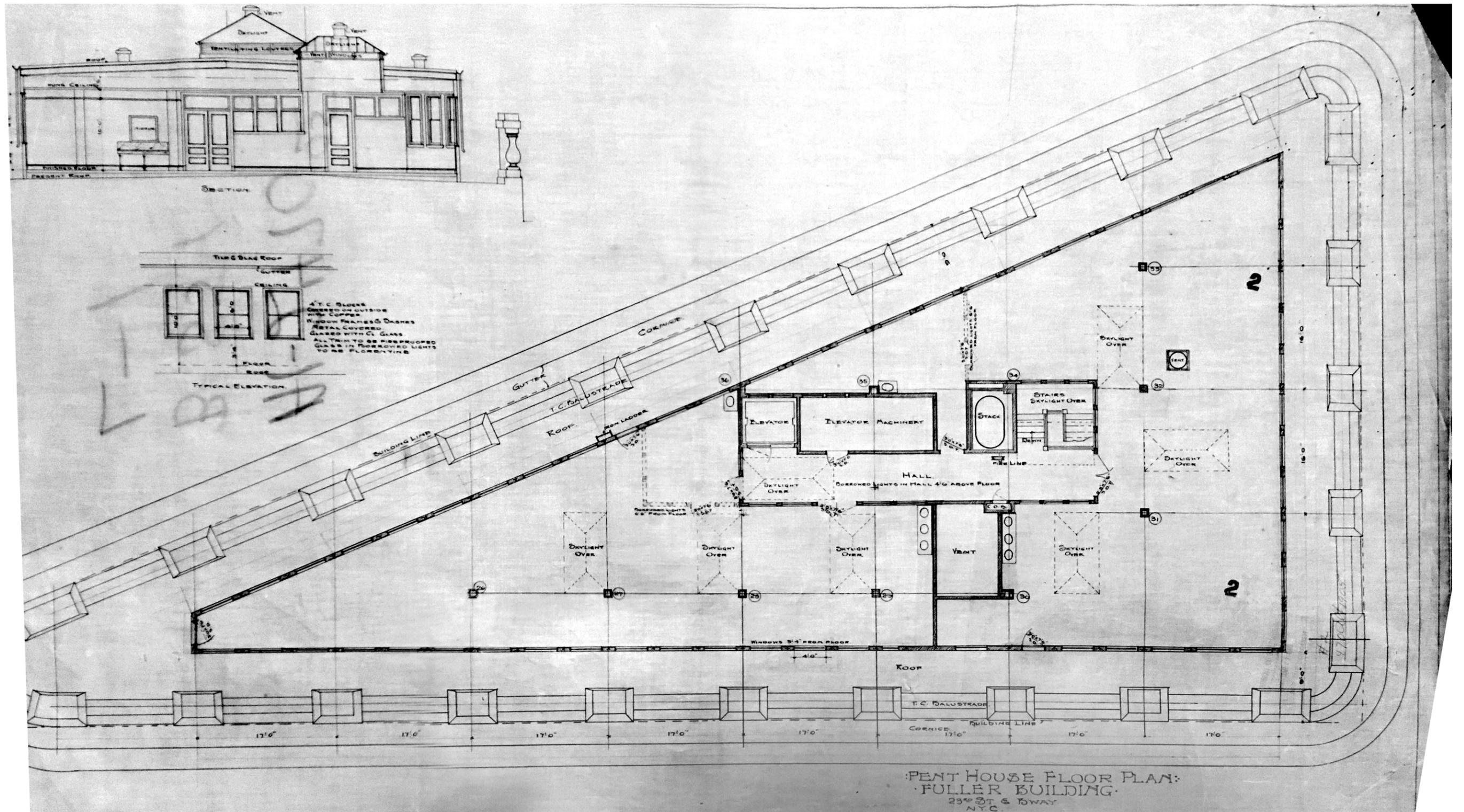
FLATIRON BUILDING FROM MET. LIFE TOWER

COPYRIGHT ~~BY~~ BY G.G. BAIN

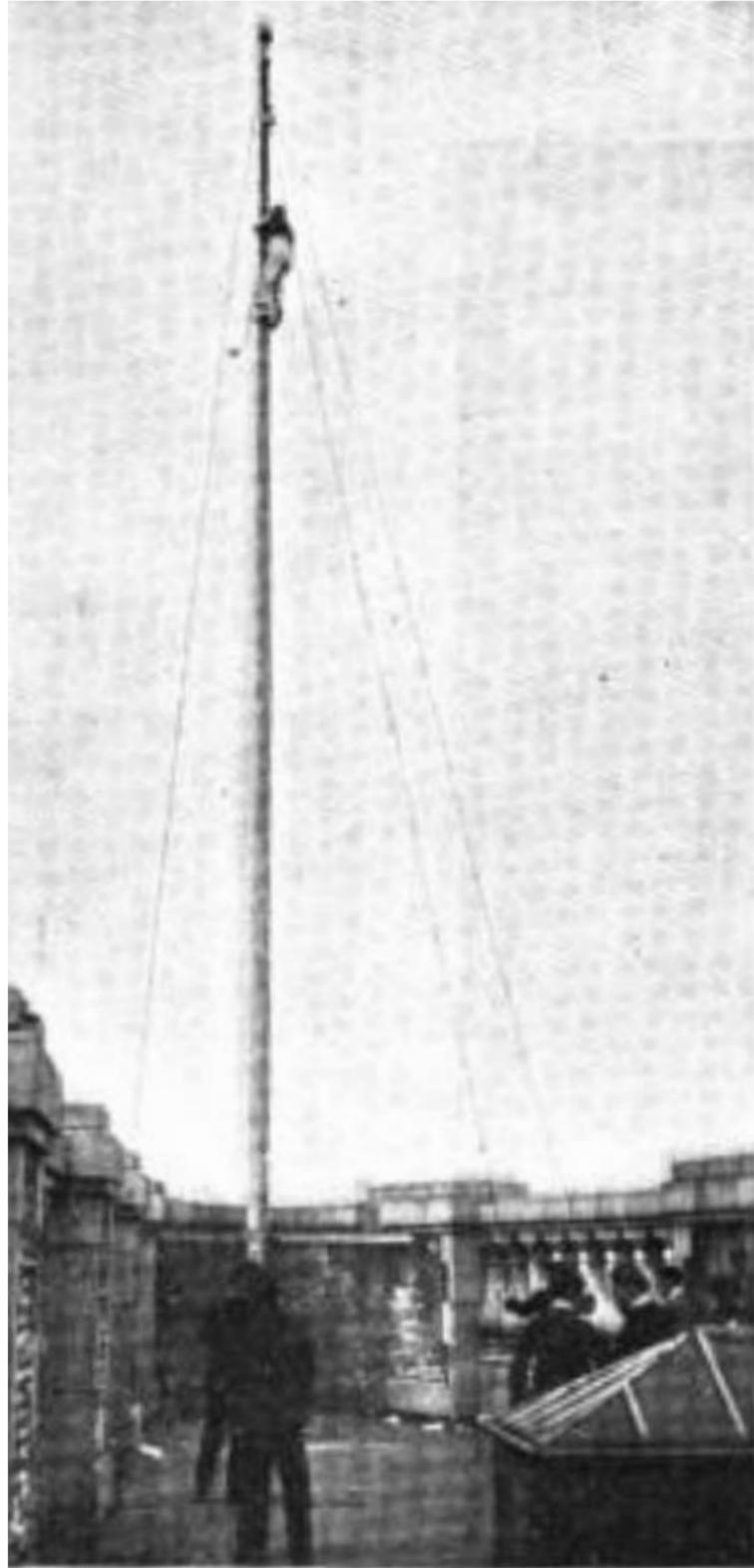
~~3-5~~
3-5



21ST FLOOR PENTHOUSE
(TAKEN FROM METROPOLITAN LIFE TOWER, 1908)



21ST FLOOR PLAN
(1905)



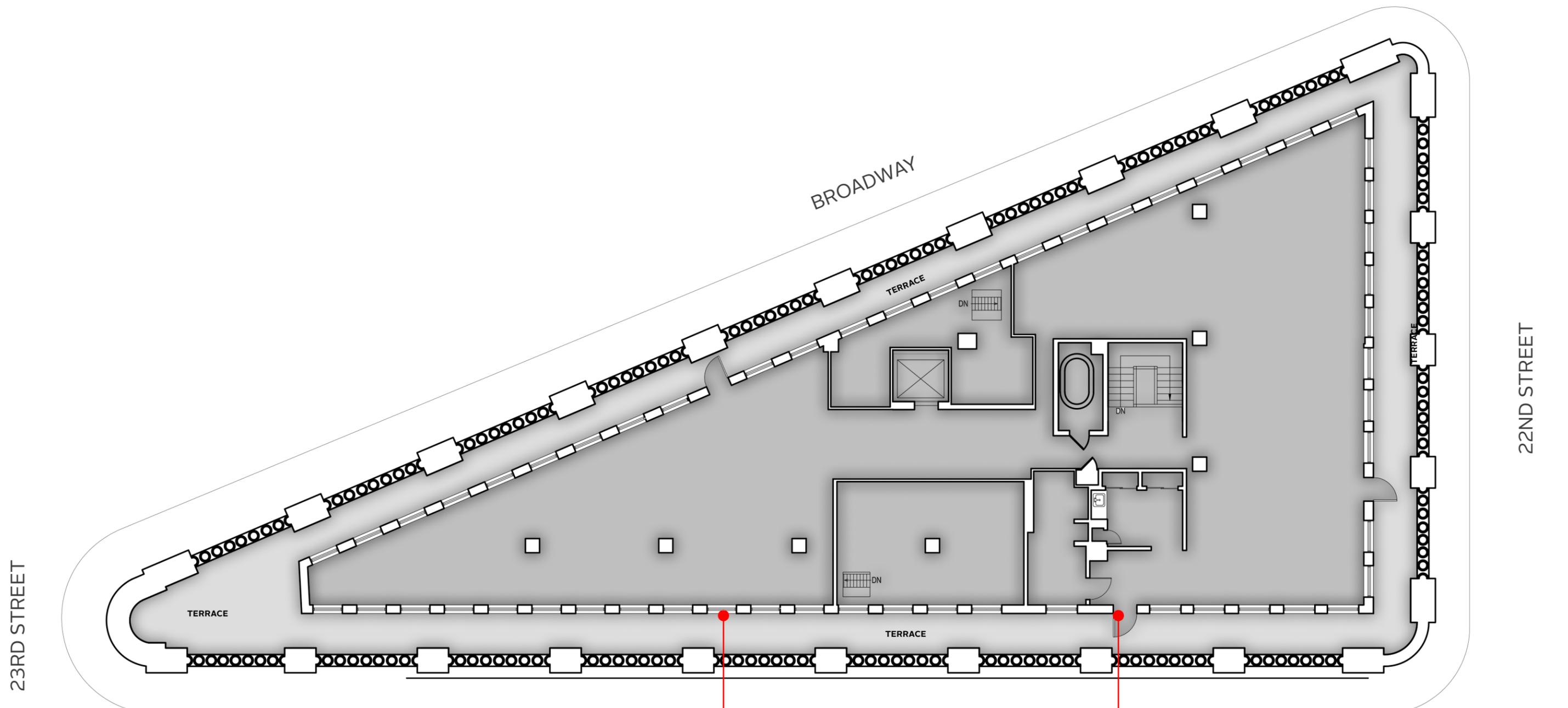
HARPER'S BAZAAR (1903)

"STEEPLE PAUL" PAINTING THE FLAGPOLE OF THE FLATIRON BUILDING; NOTE SKYLIGHT AT BOTTOM RIGHT



EXISTING 21ST FLOOR TERRACE (2019)

21ST FLOOR LIKELY ADDED IN 1905 AS DRAFTING ROOM WITH SKYLIGHTS



23RD STREET

BROADWAY

22ND STREET

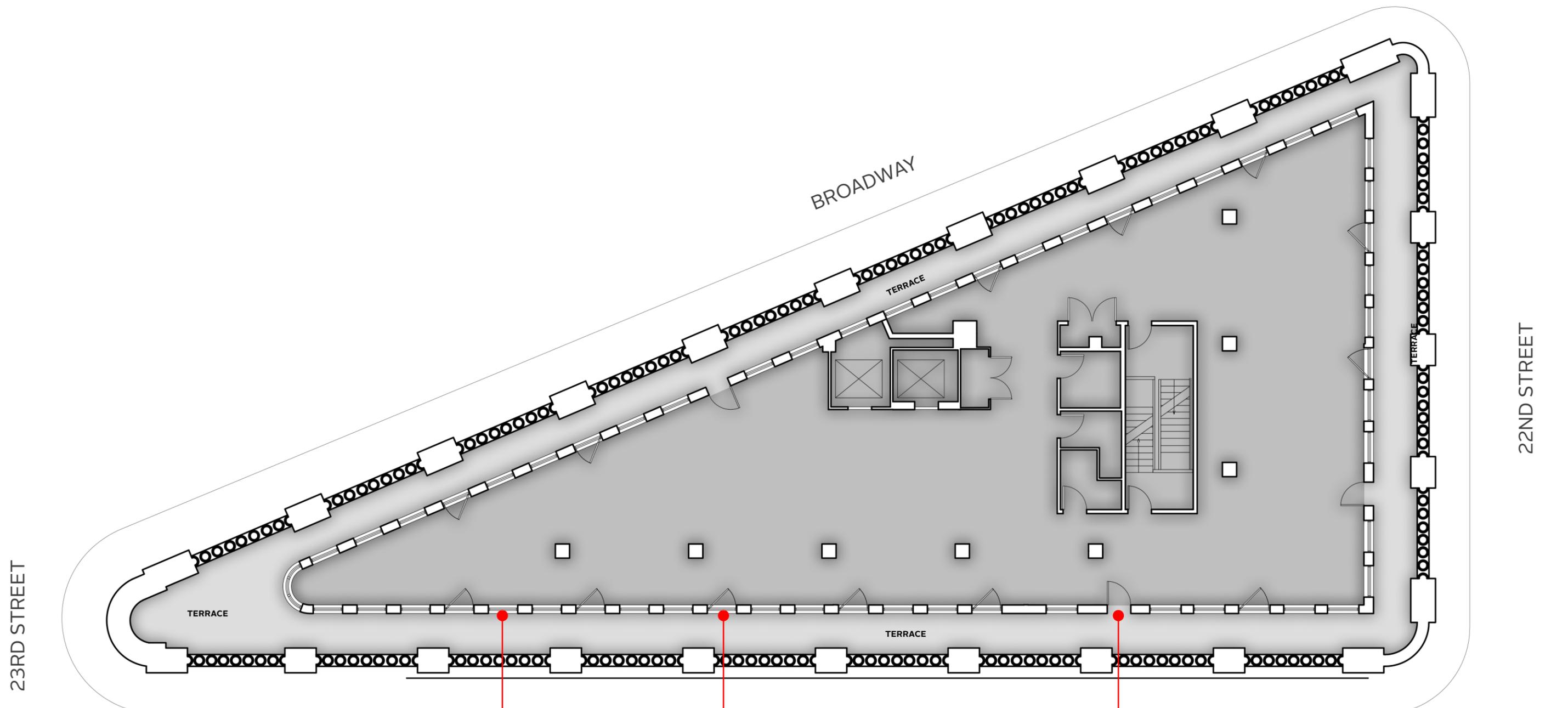
5TH AVENUE

EXISTING DOUBLE HUNG WINDOW TYP

EXISTING HM DOOR TYP



EXISTING 21ST FLOOR PLAN



23RD STREET

BROADWAY

22ND STREET

5TH AVENUE

TYPICAL FIXED WINDOW

TYPICAL CASEMENT WINDOW

TYPICAL DOOR



PROPOSED 21ST FLOOR PLAN



21ST FLOOR EXISTING CONDITION - INTERIOR



21ST FLOOR EXISTING CONDITION - FENESTRATION







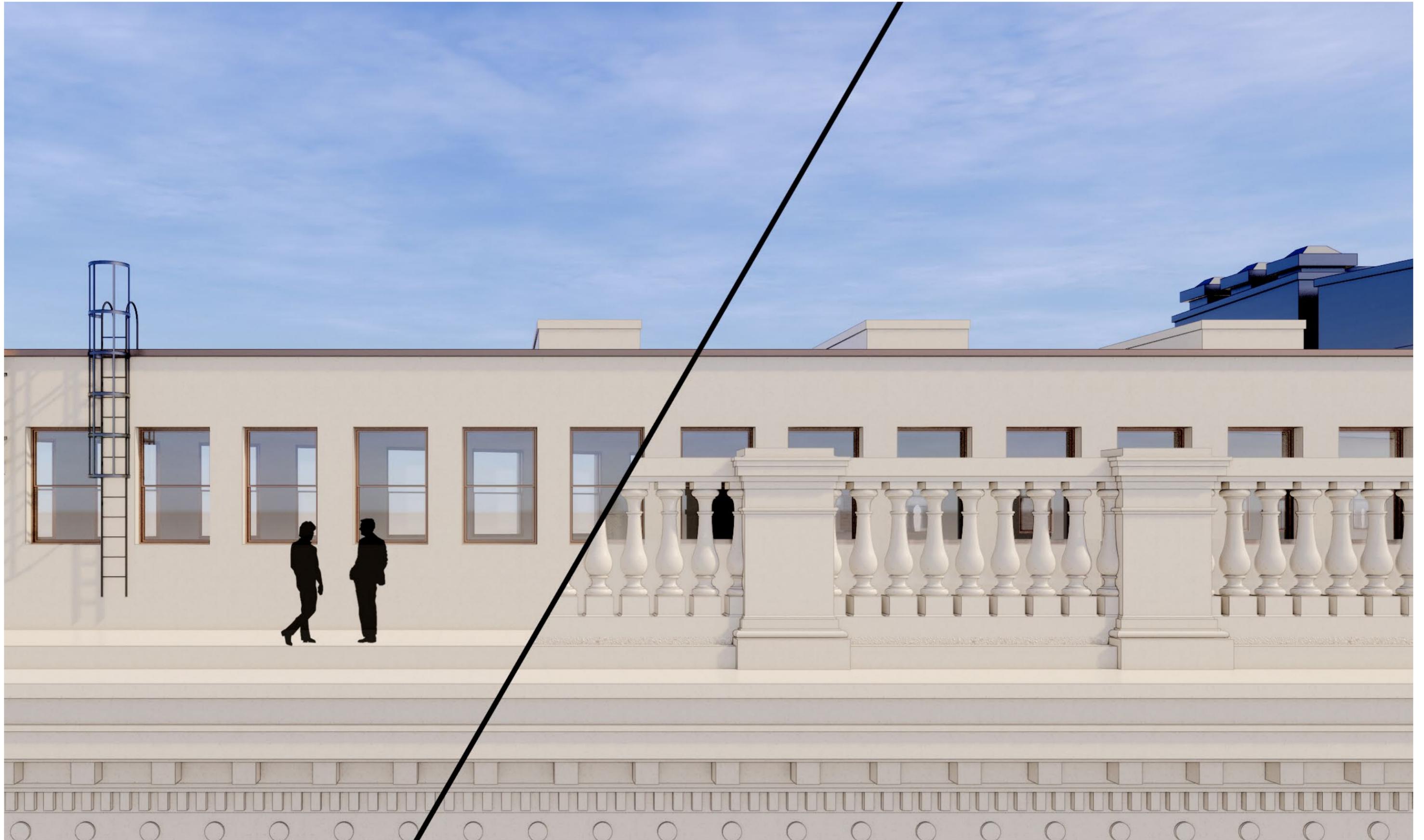


EXISTING CONDITION



PROPOSED

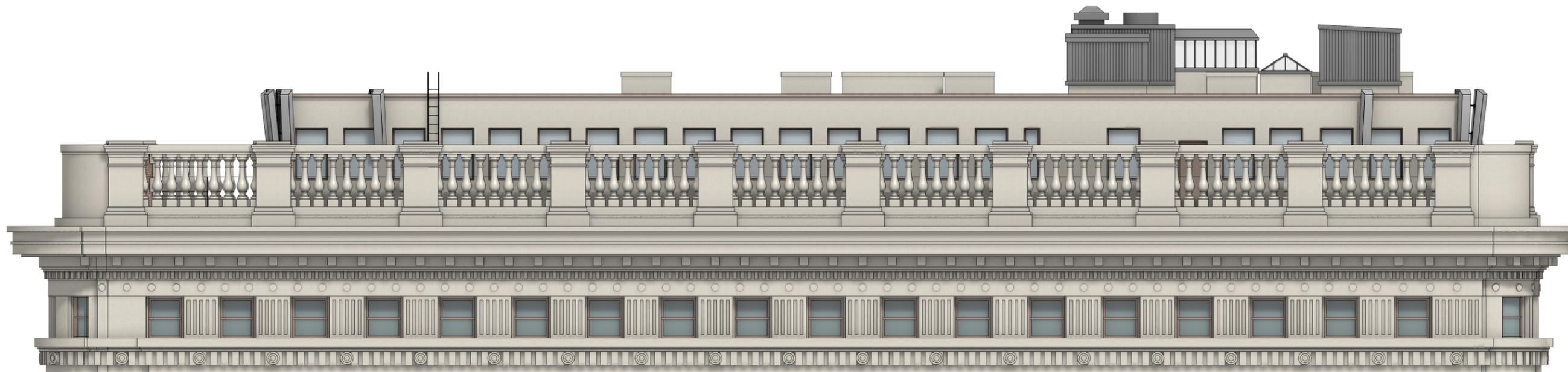
21ST FLOOR TERRACE (NORTH SIDE)



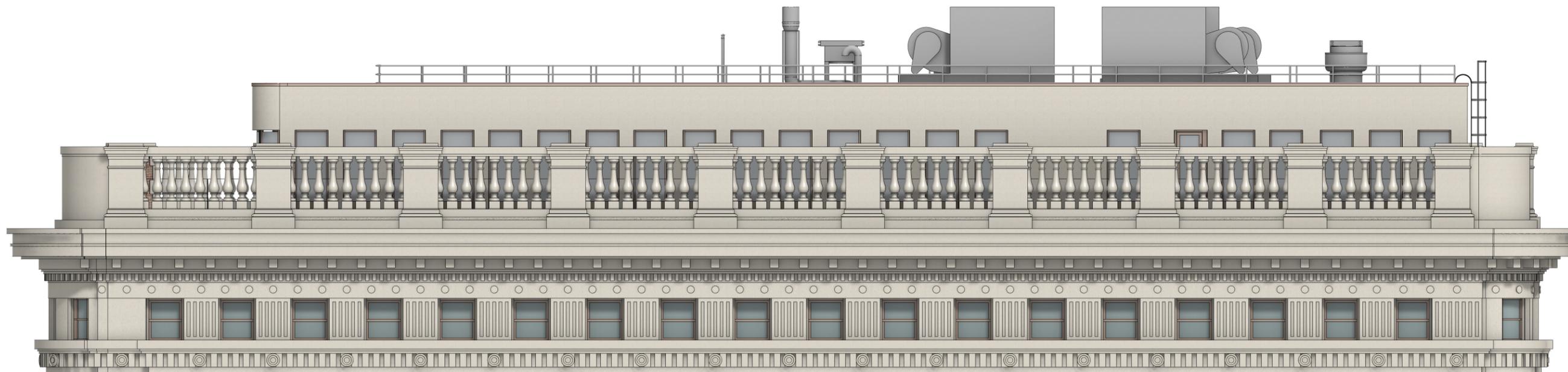
21ST FLOOR ELEVATION (BLOW-UP VIEW) - EXISTING



21ST FLOOR ELEVATION (BLOW-UP VIEW) - PROPOSED

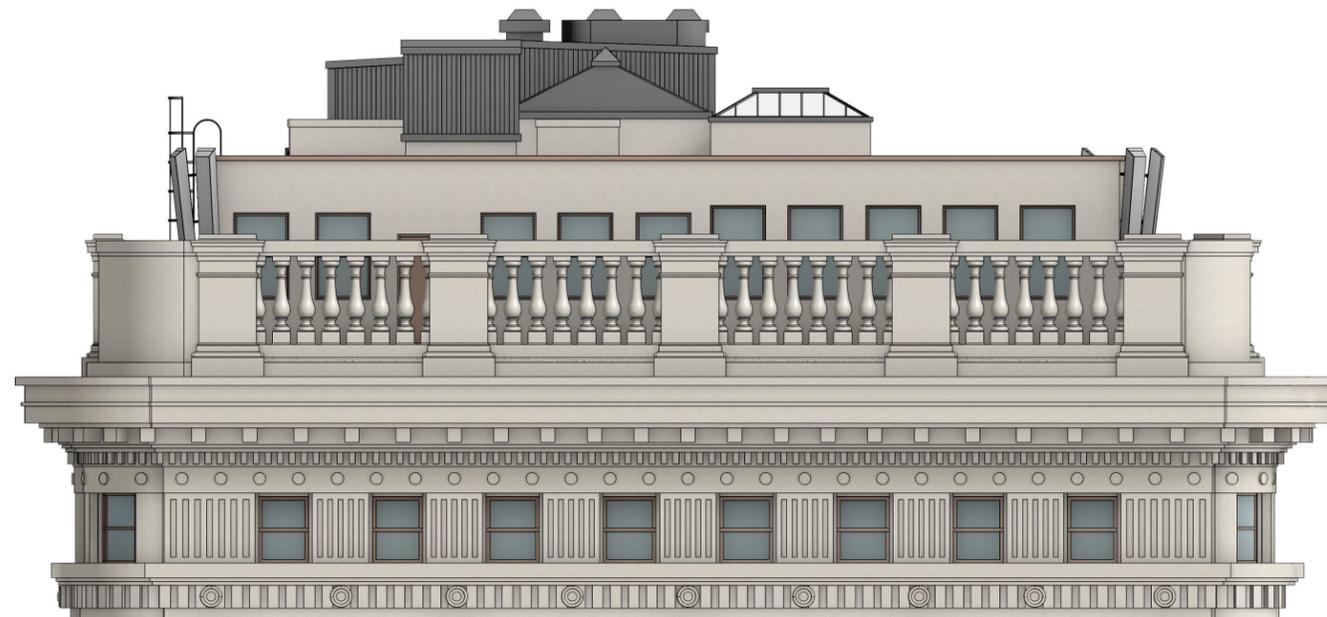


EXISTING

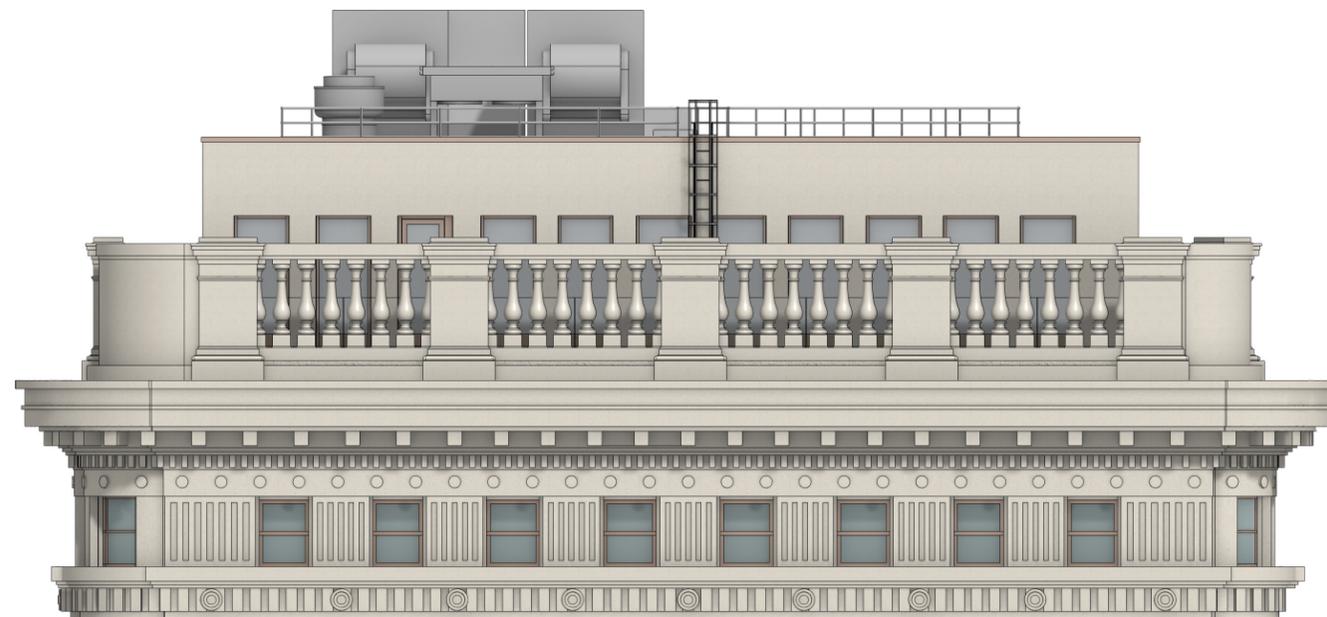


PROPOSED

21ST FLOOR ELEVATION ALONG 5TH AVENUE

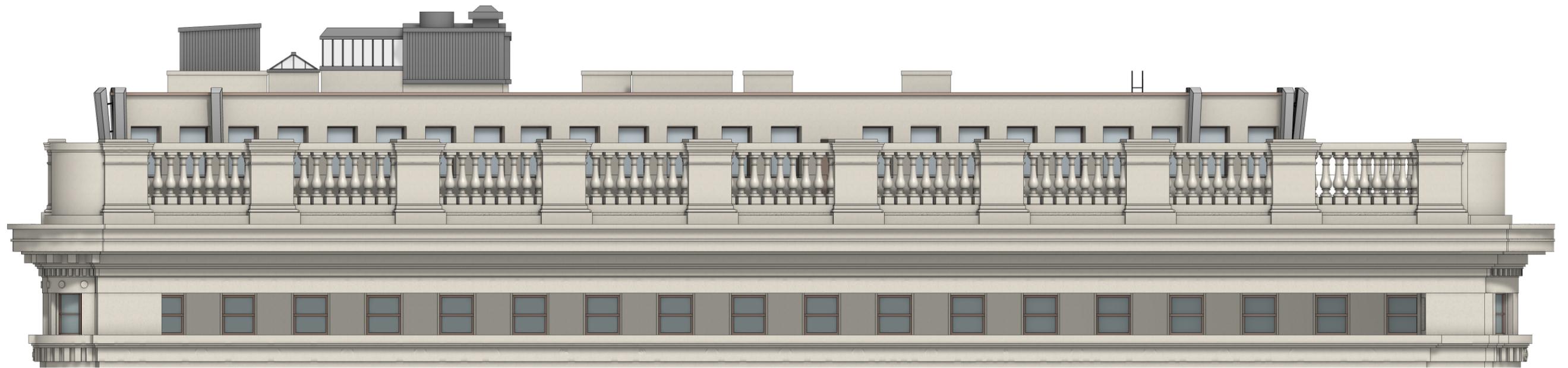


EXISTING

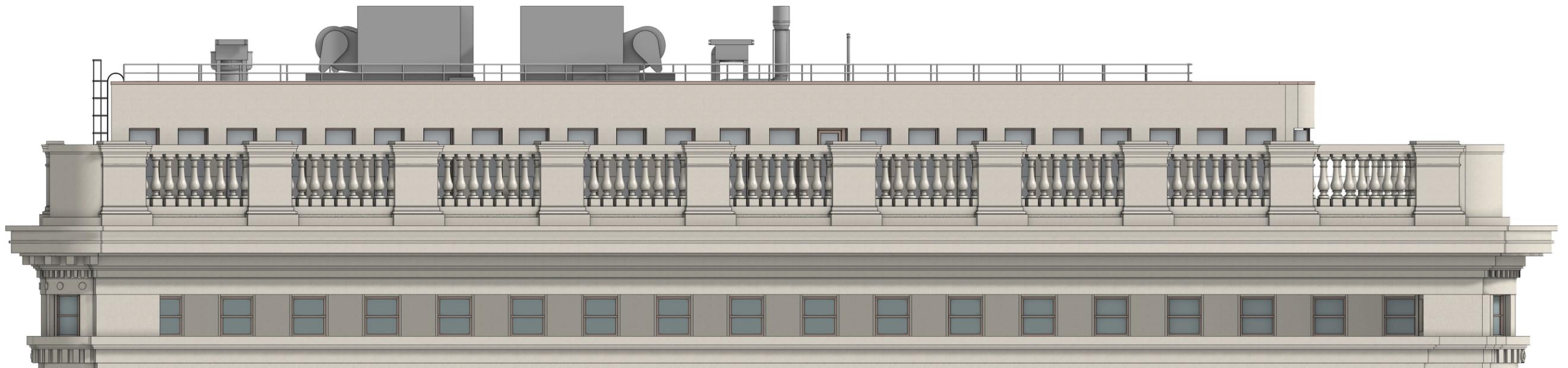


PROPOSED

21ST FLOOR ELEVATION ALONG 22ND STREET

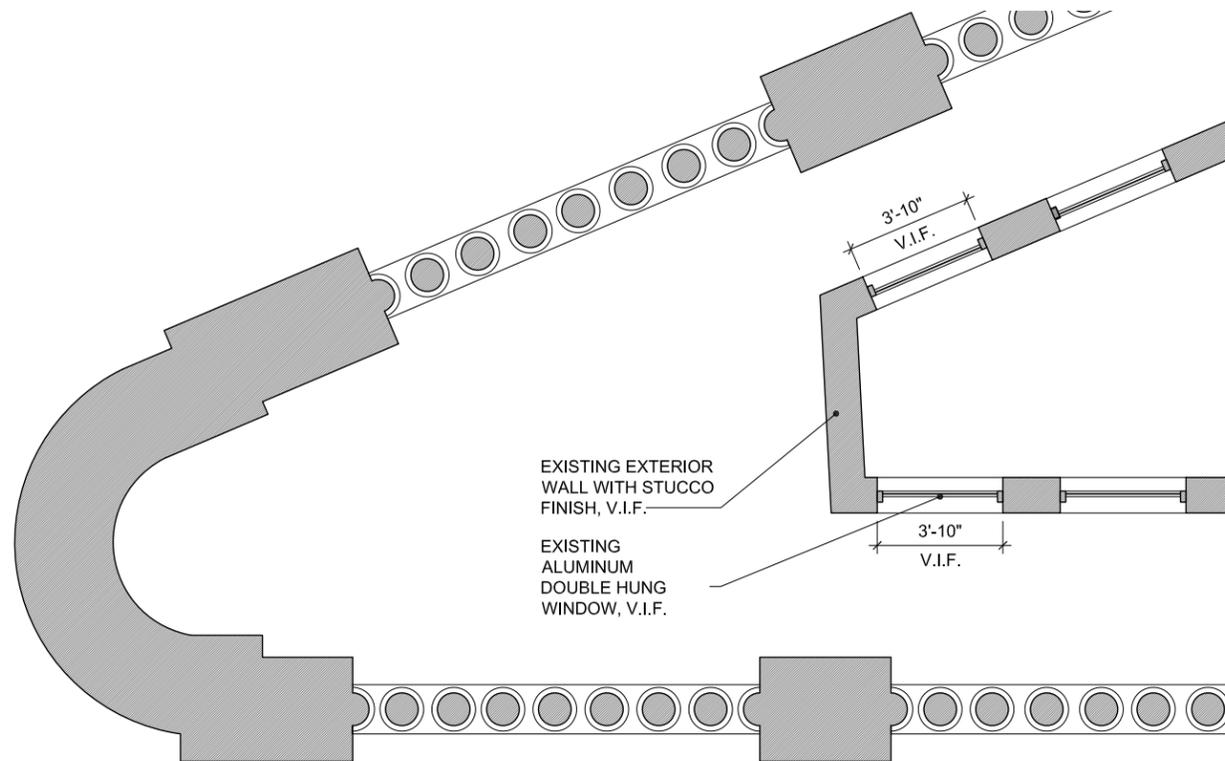


EXISTING

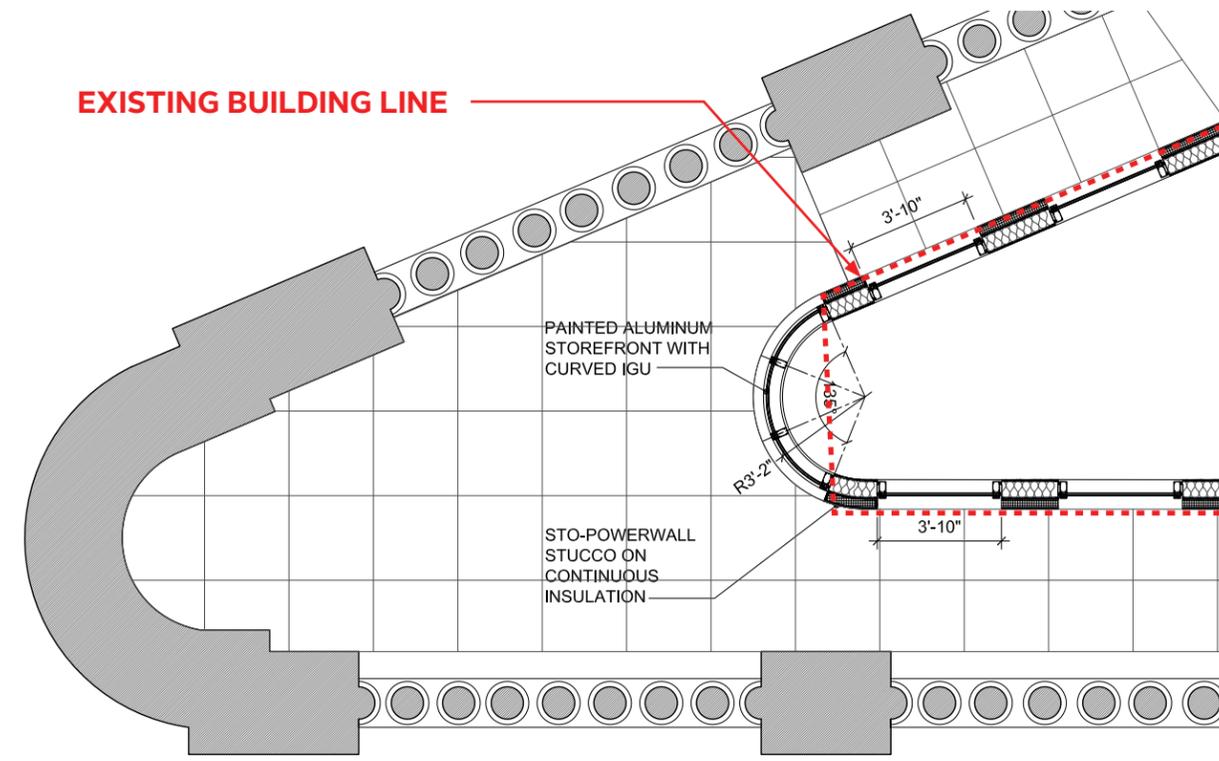


PROPOSED

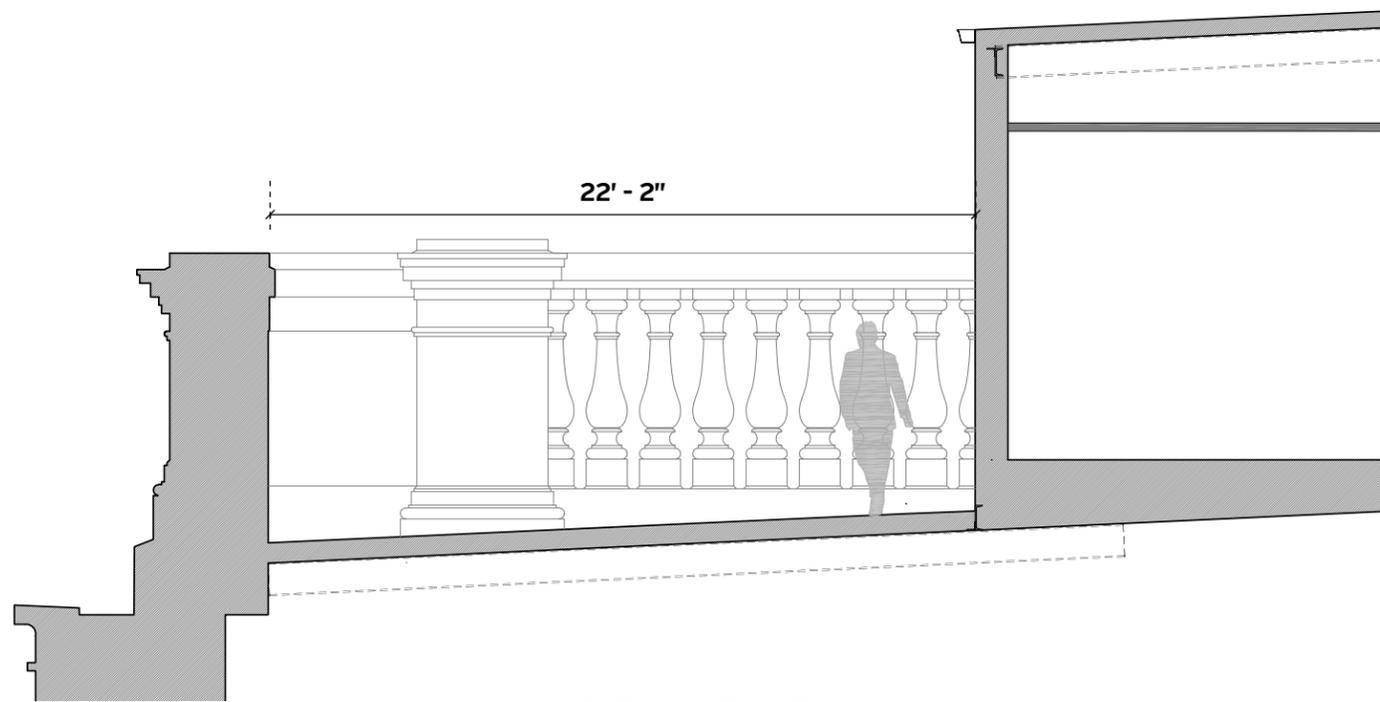
21ST FLOOR ELEVATION ALONG BROADWAY



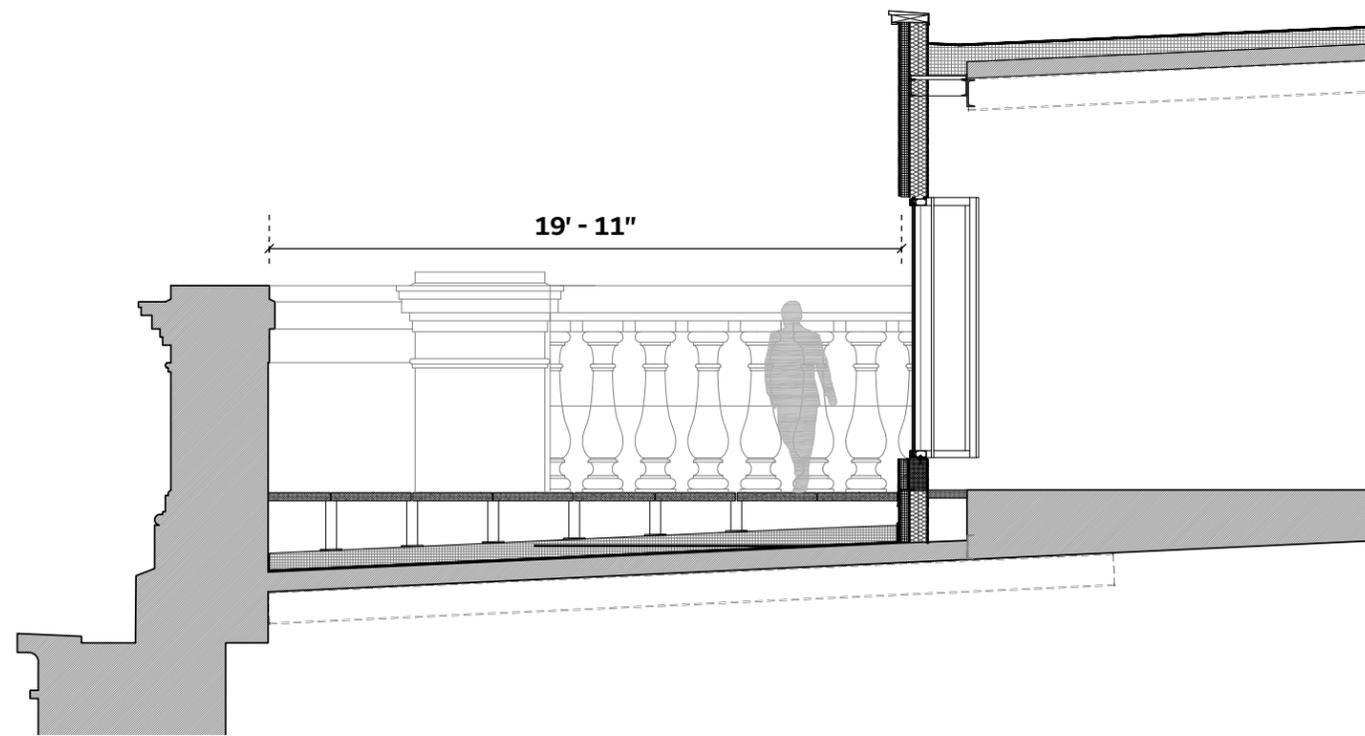
PLAN - EXISTING



PLAN - PROPOSED

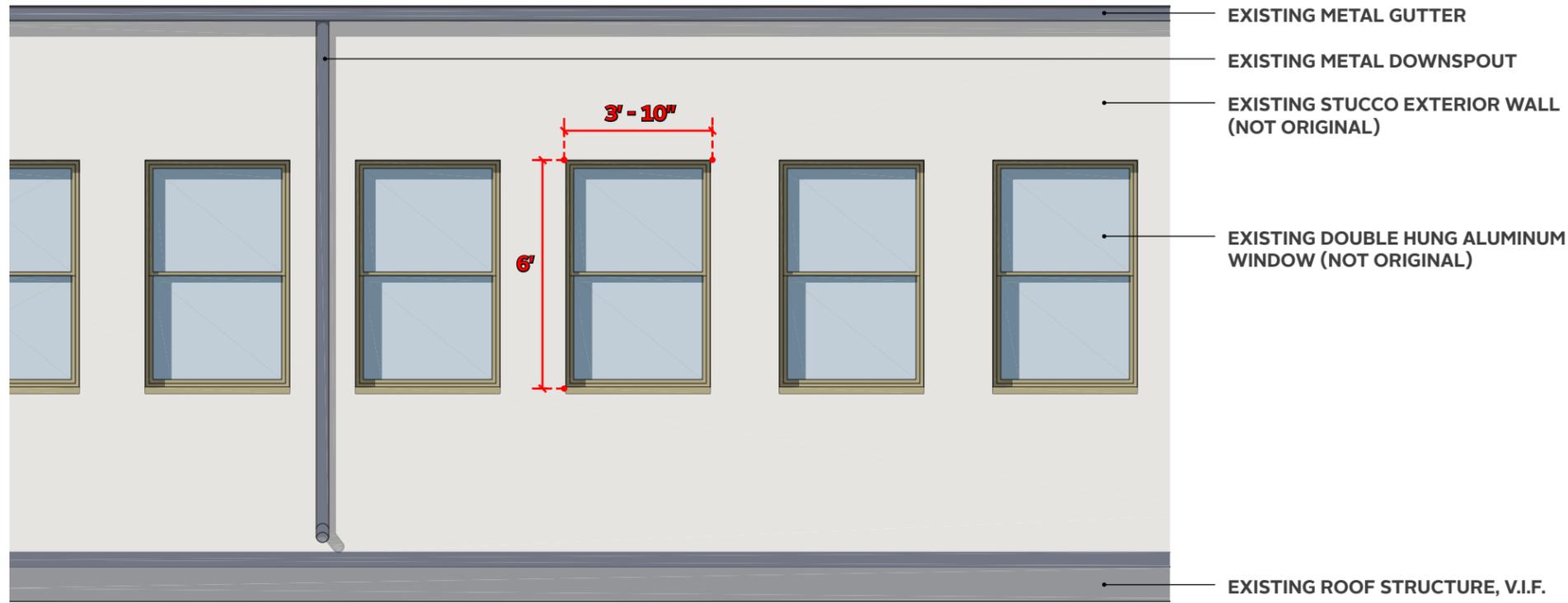


SECTION - EXISTING

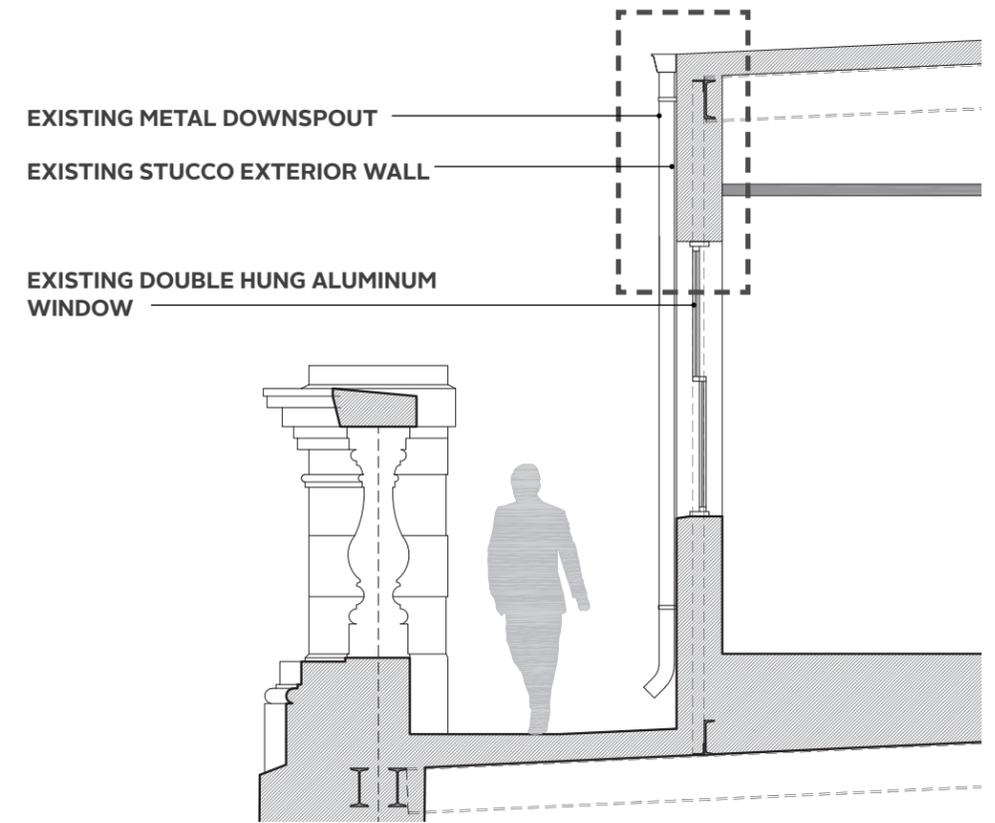


SECTION - PROPOSED

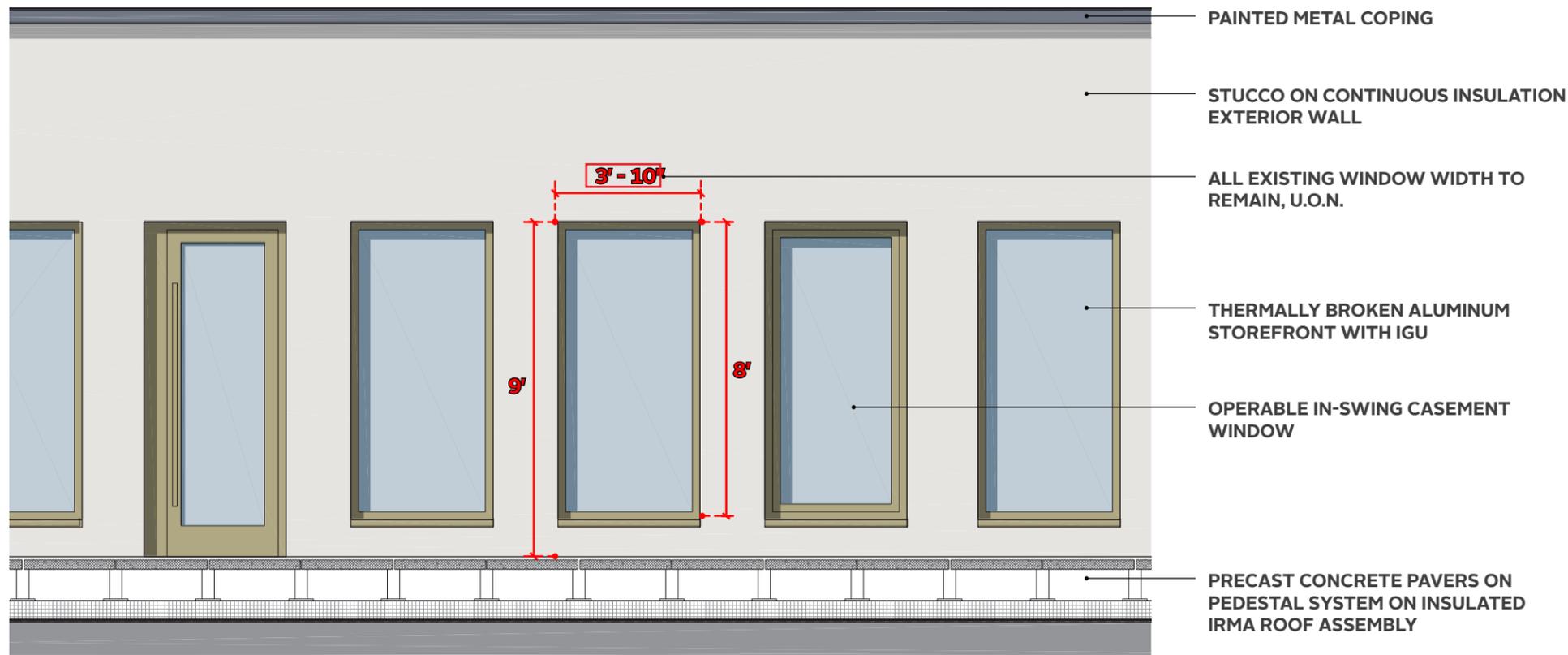
21ST FLOOR NORTH CURVED STOREFRONT



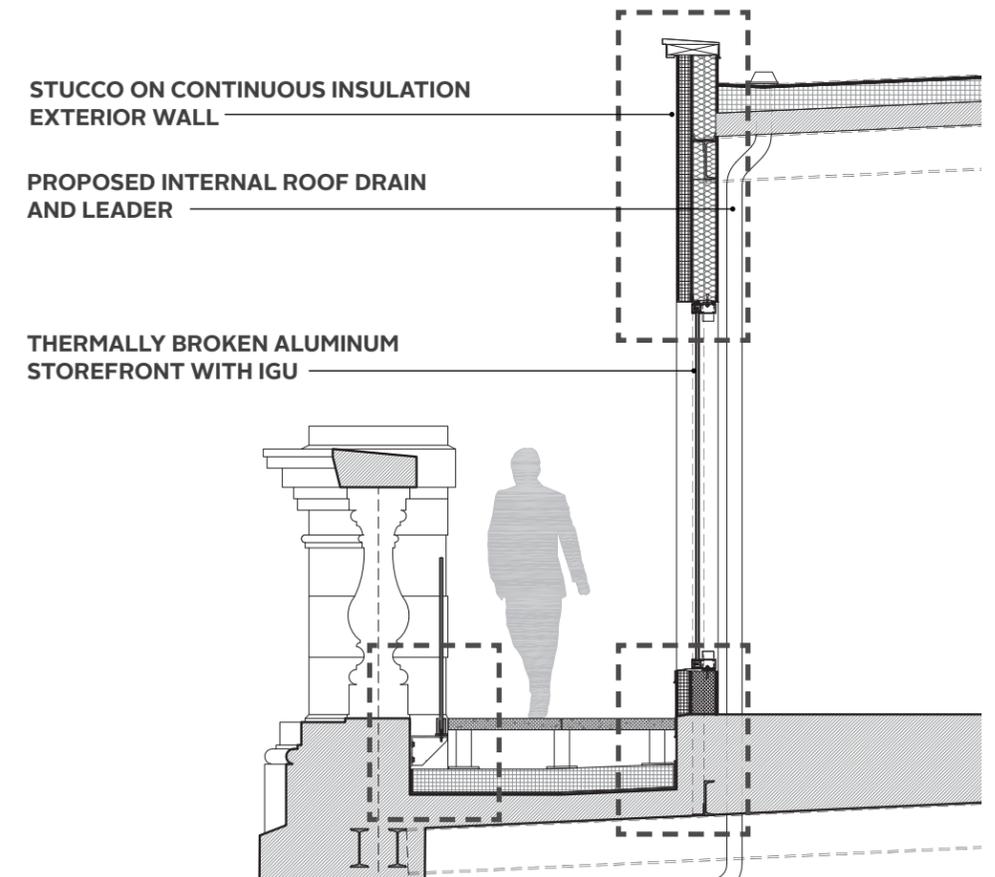
ELEVATION - EXISTING



SECTION - EXISTING

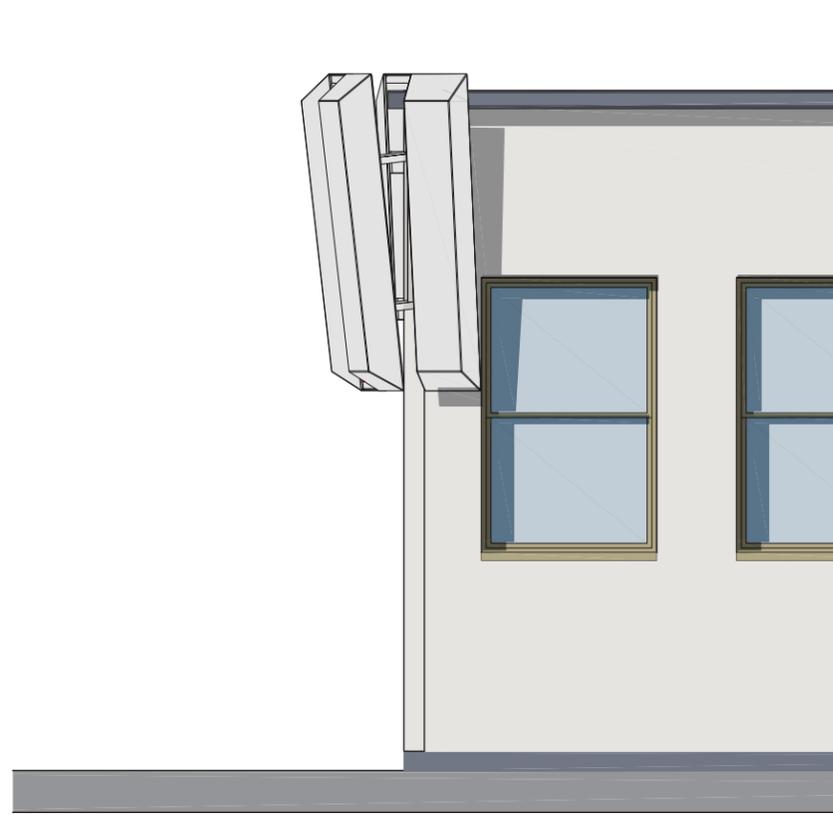


ELEVATION - PROPOSED

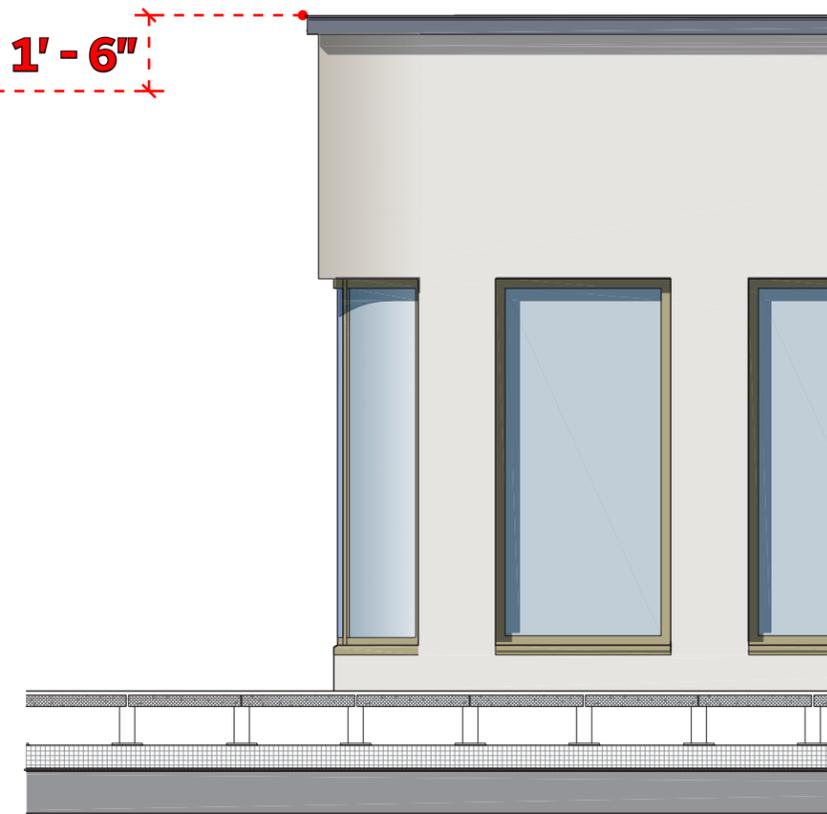


SECTION - PROPOSED

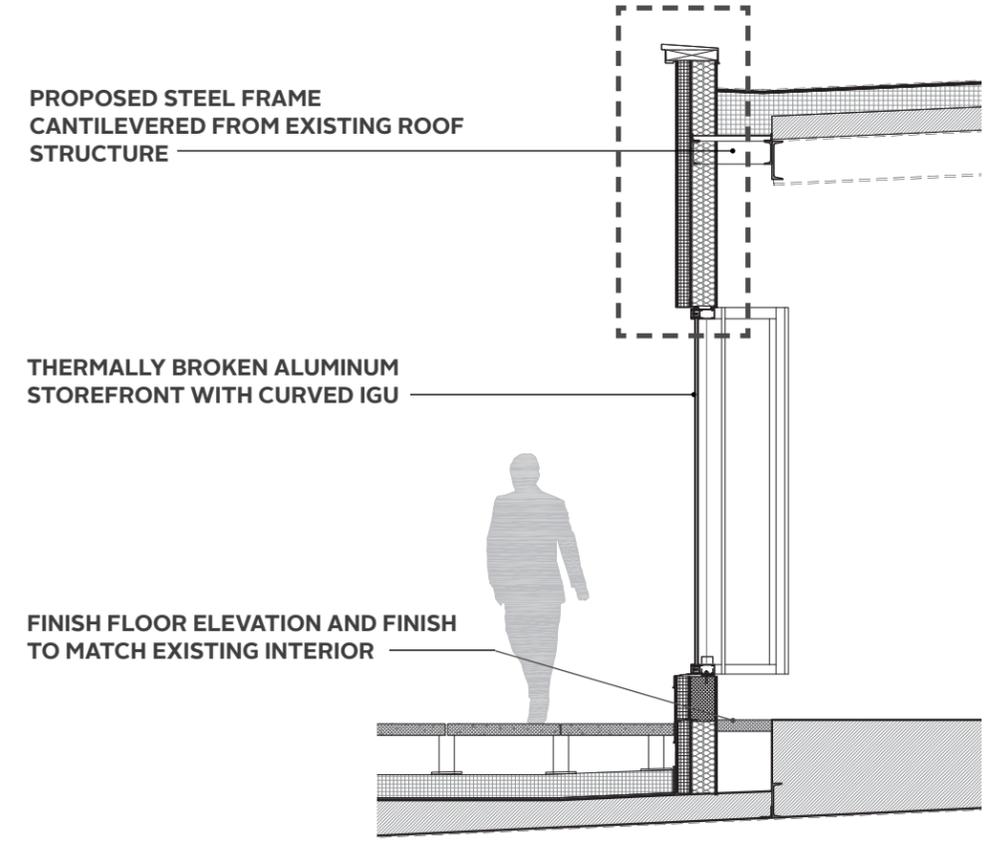
21ST FLOOR ELEVATIONS SECTIONS



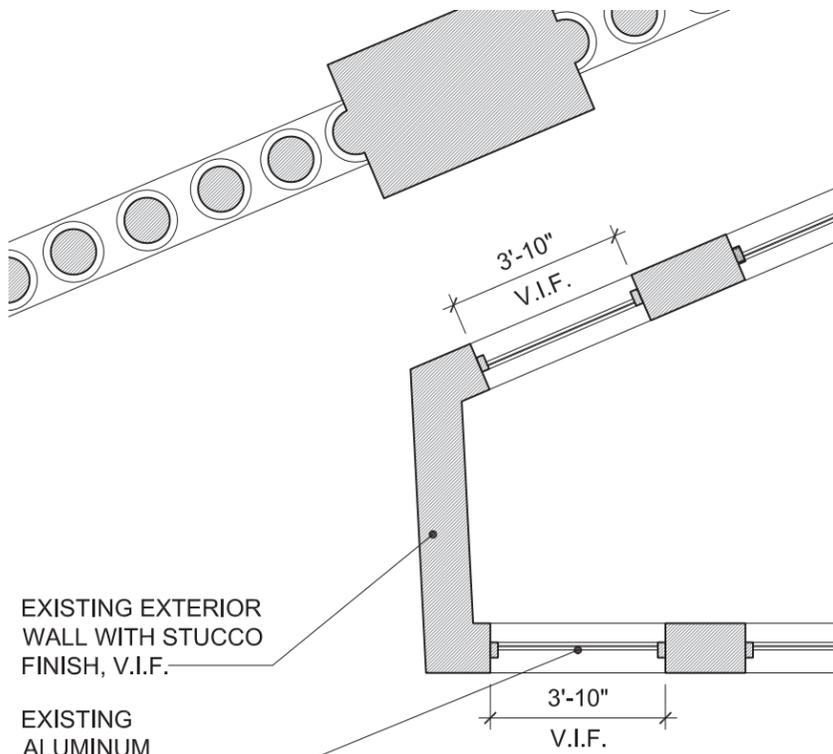
ELEVATION - EXISTING



ELEVATION - PROPOSED

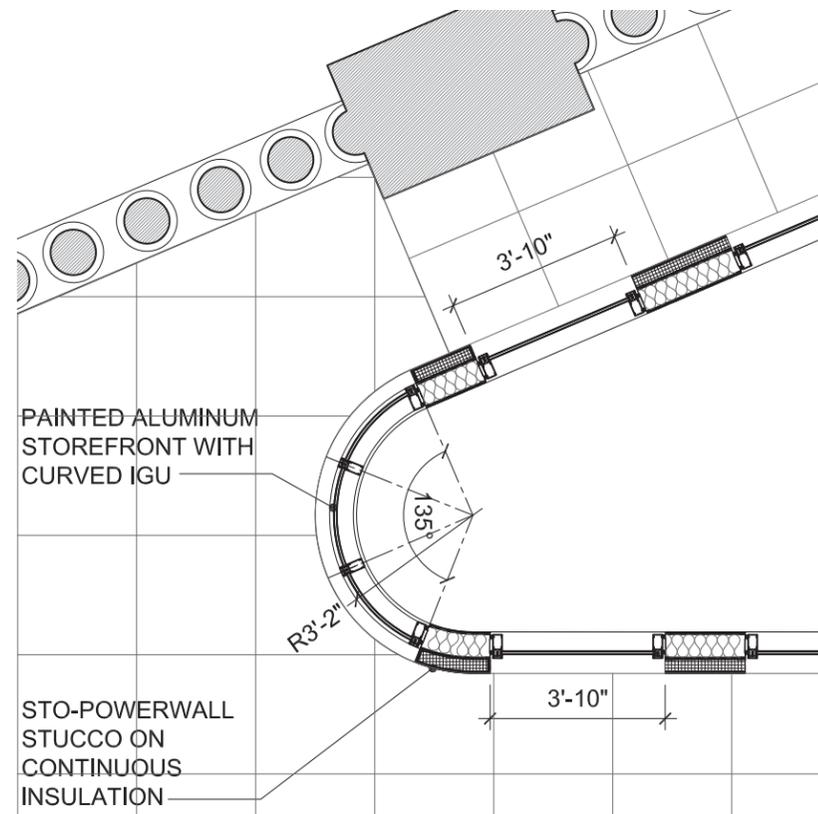


SECTION - PROPOSED



EXISTING EXTERIOR WALL WITH STUCCO FINISH, V.I.F.
EXISTING ALUMINUM DOUBLE HUNG WINDOW, V.I.F.

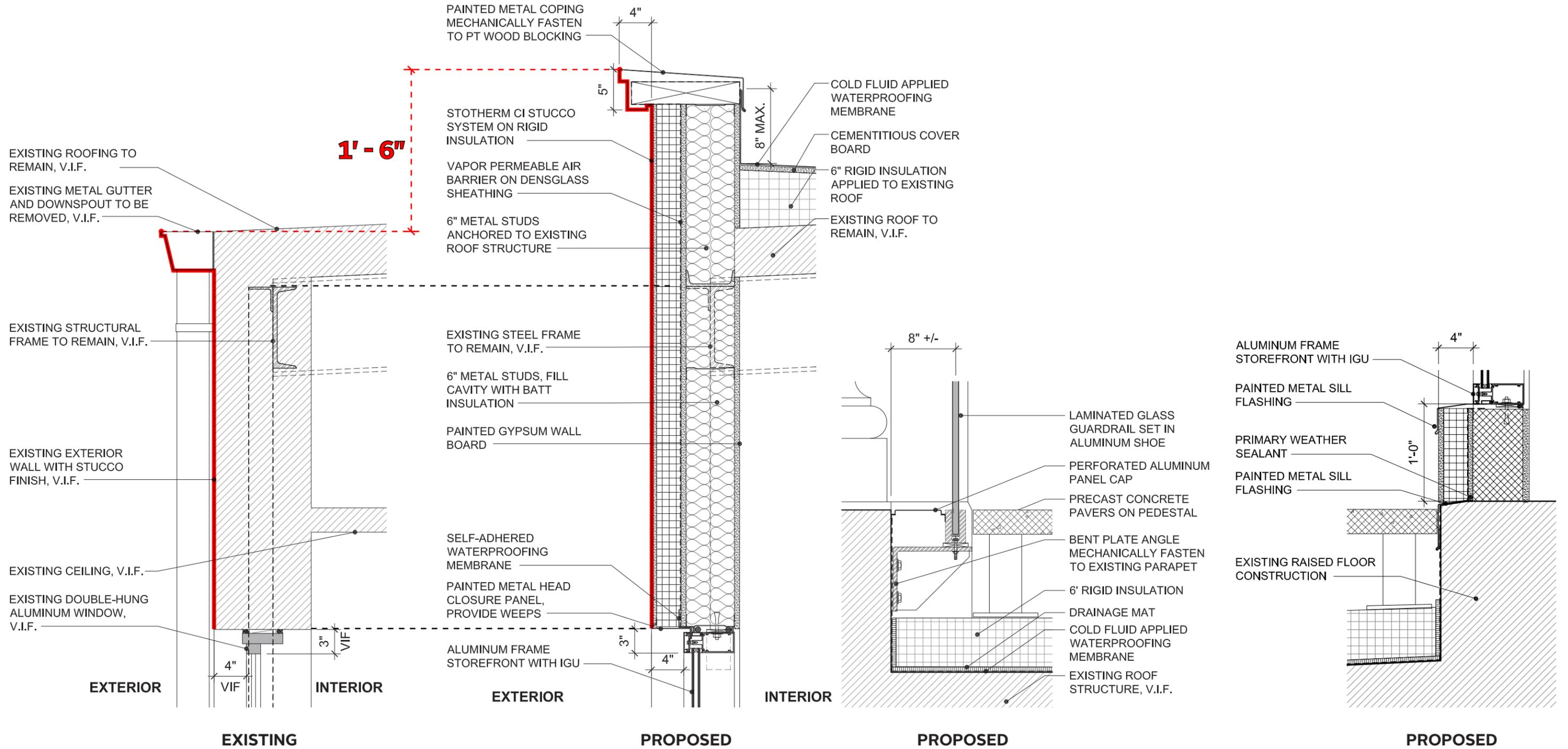
PLAN - EXISTING



PAINTED ALUMINUM STOREFRONT WITH CURVED IGU
STO-POWERWALL STUCCO ON CONTINUOUS INSULATION

PLAN - PROPOSED

21ST FLOOR NORTH CURVED STOREFRONT



21ST FLOOR DETAILS



STUCCO IN FINE FINISH



PAINTED METAL COPING



PAINTED ALUMINUM STOREFRONT SYSTEM

IGU WITH LOW IRON GLASS



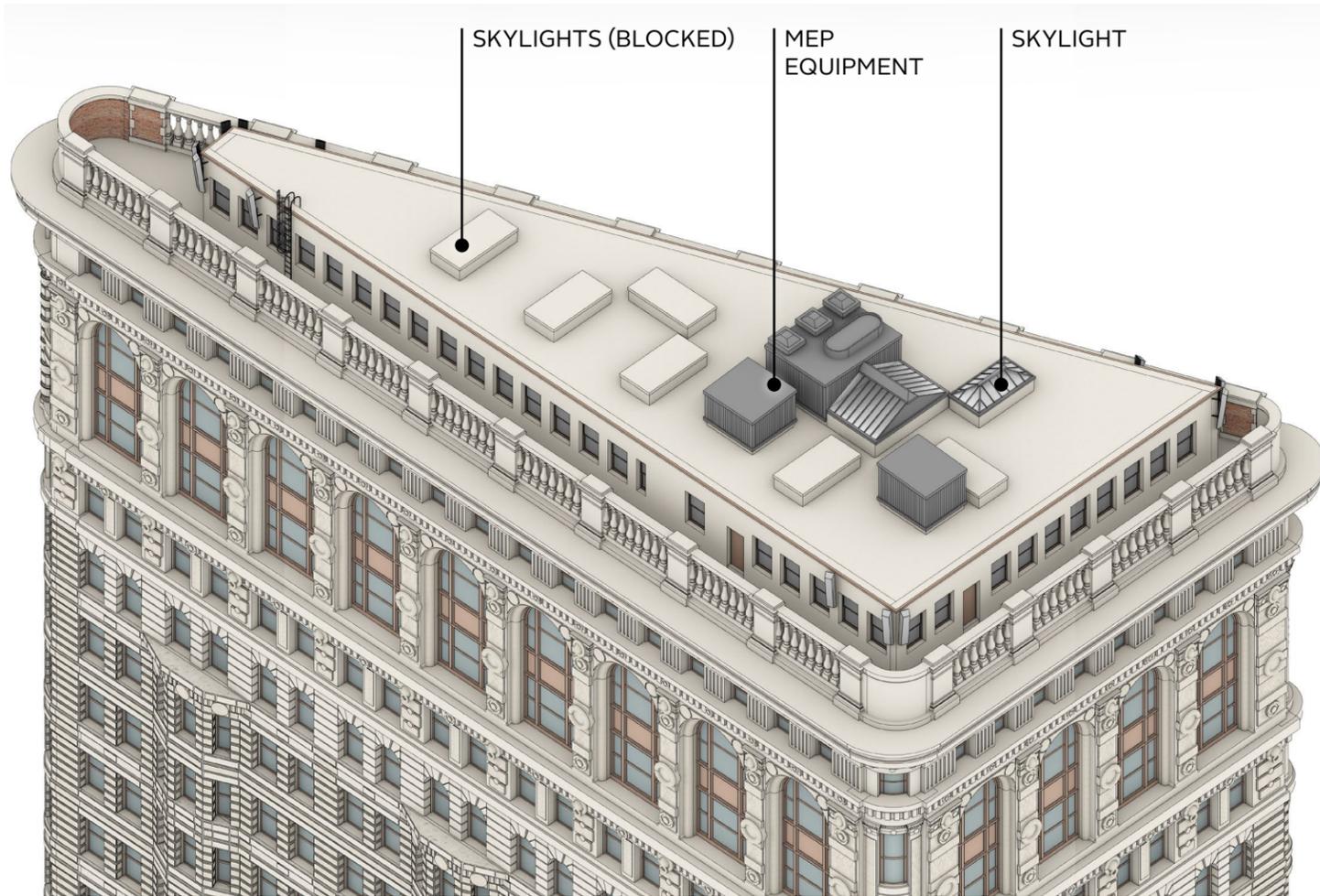
LAMINATED GLASS GUARDRAIL IN LOW IRON GLASS



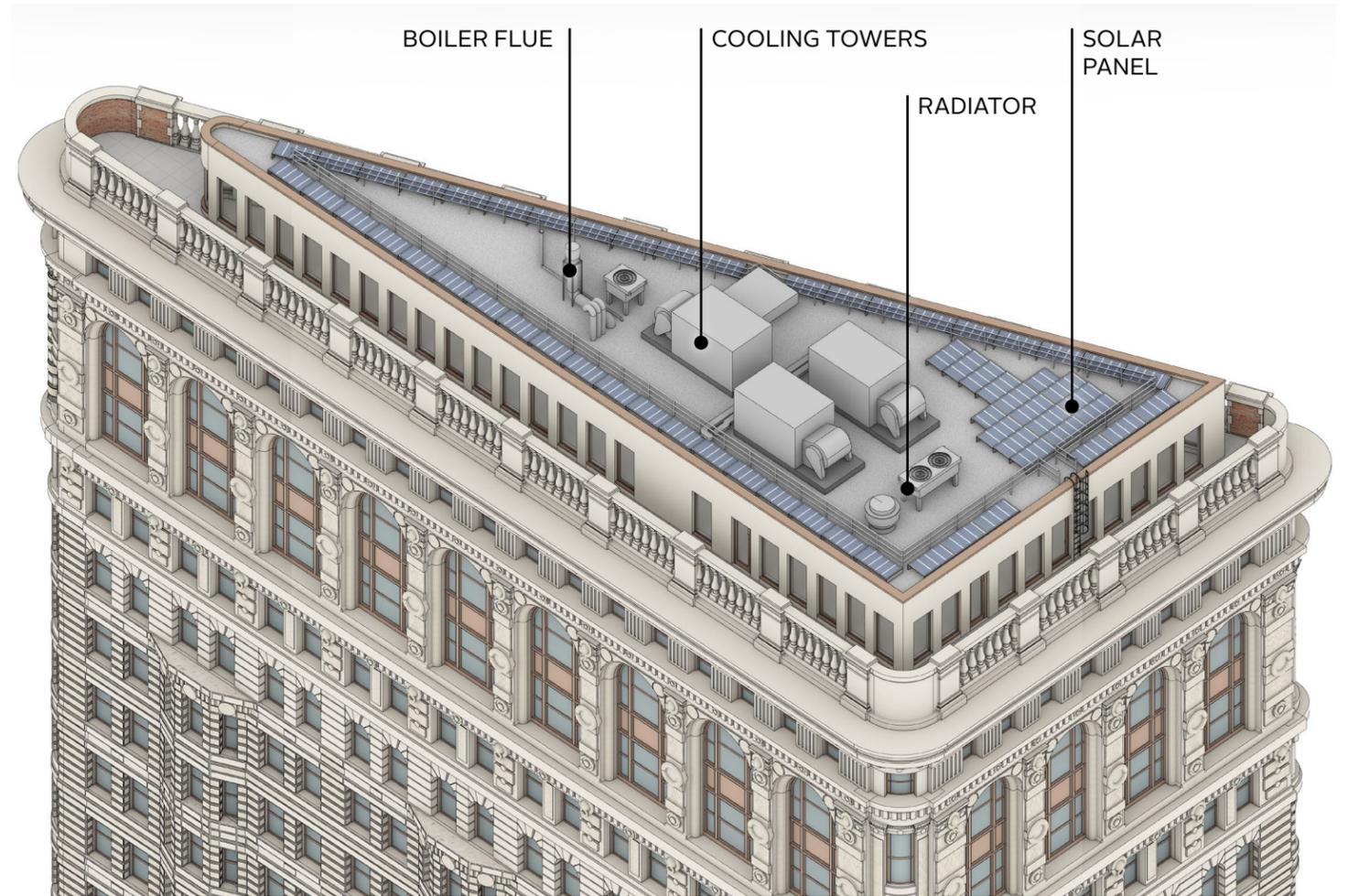
24\"/>

21ST FLOOR MATERIALS

ROOFTOP MECHANICAL EQUIPMENT

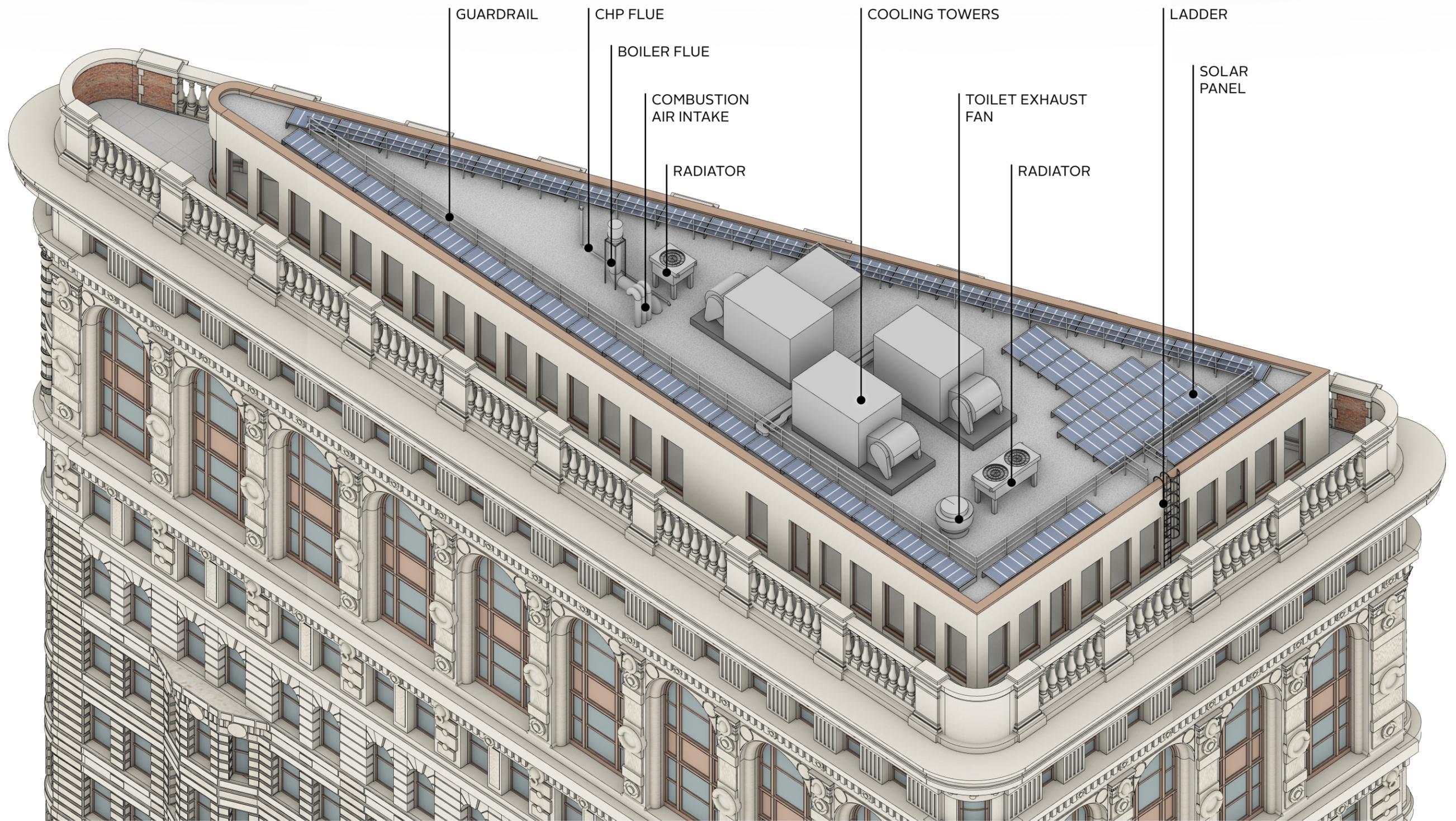


EXISTING CONDITION

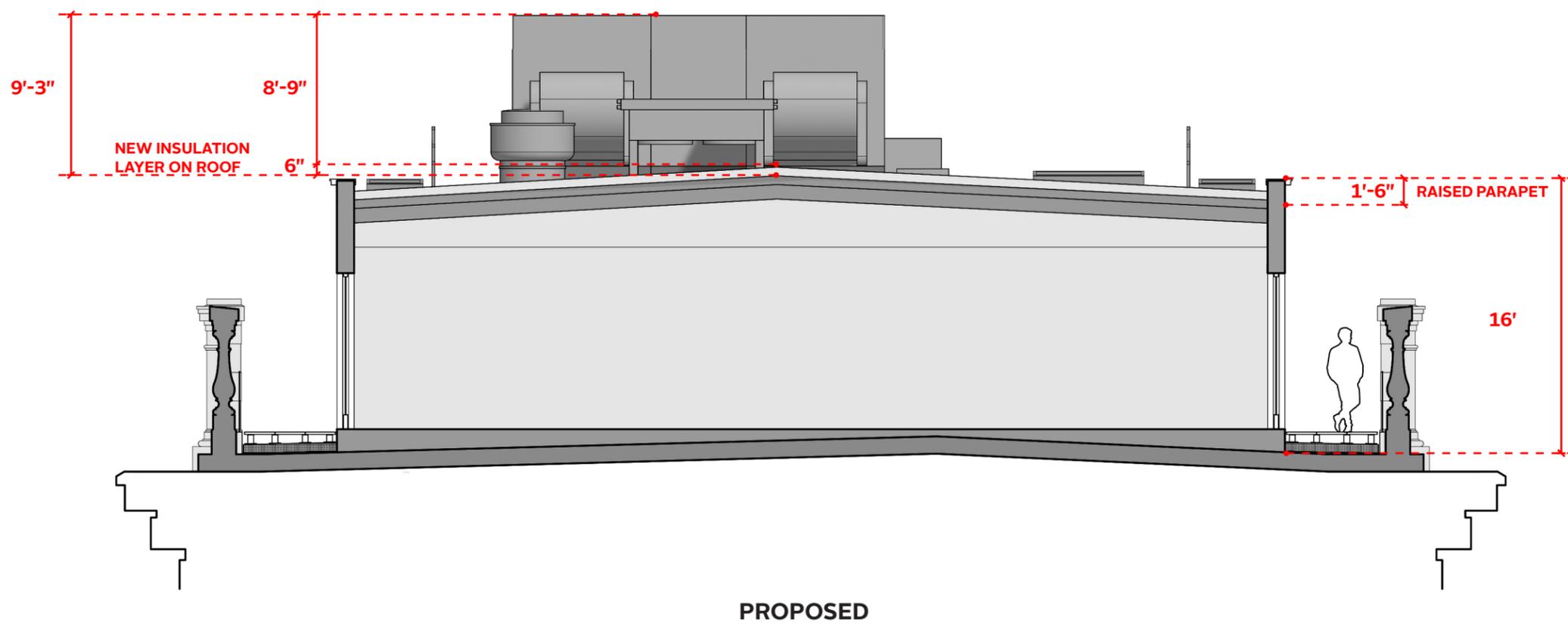
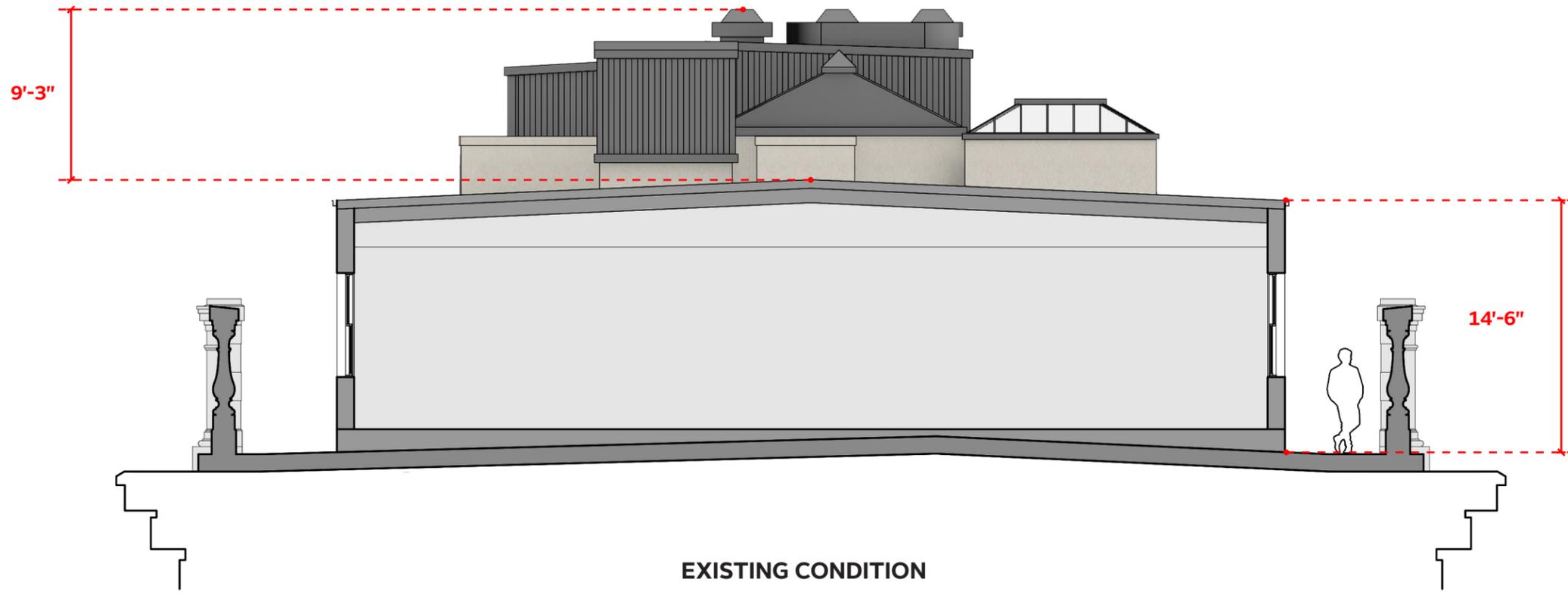


PROPOSED

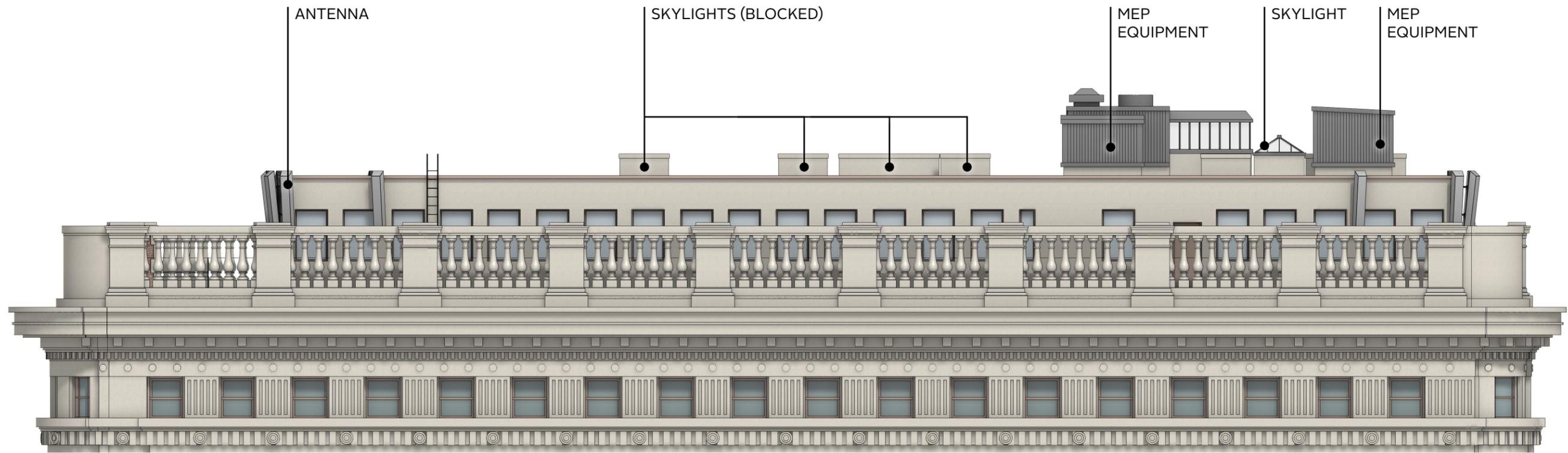
AXONOMETRIC VIEW



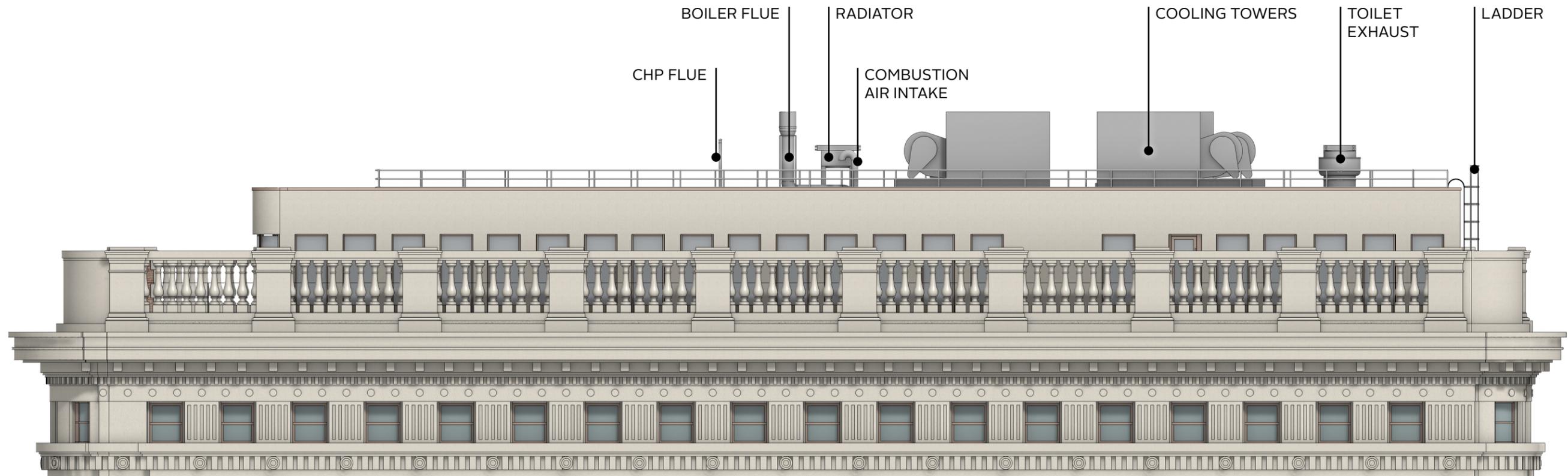
AXONOMETRIC VIEW



21ST FLOOR SECTION

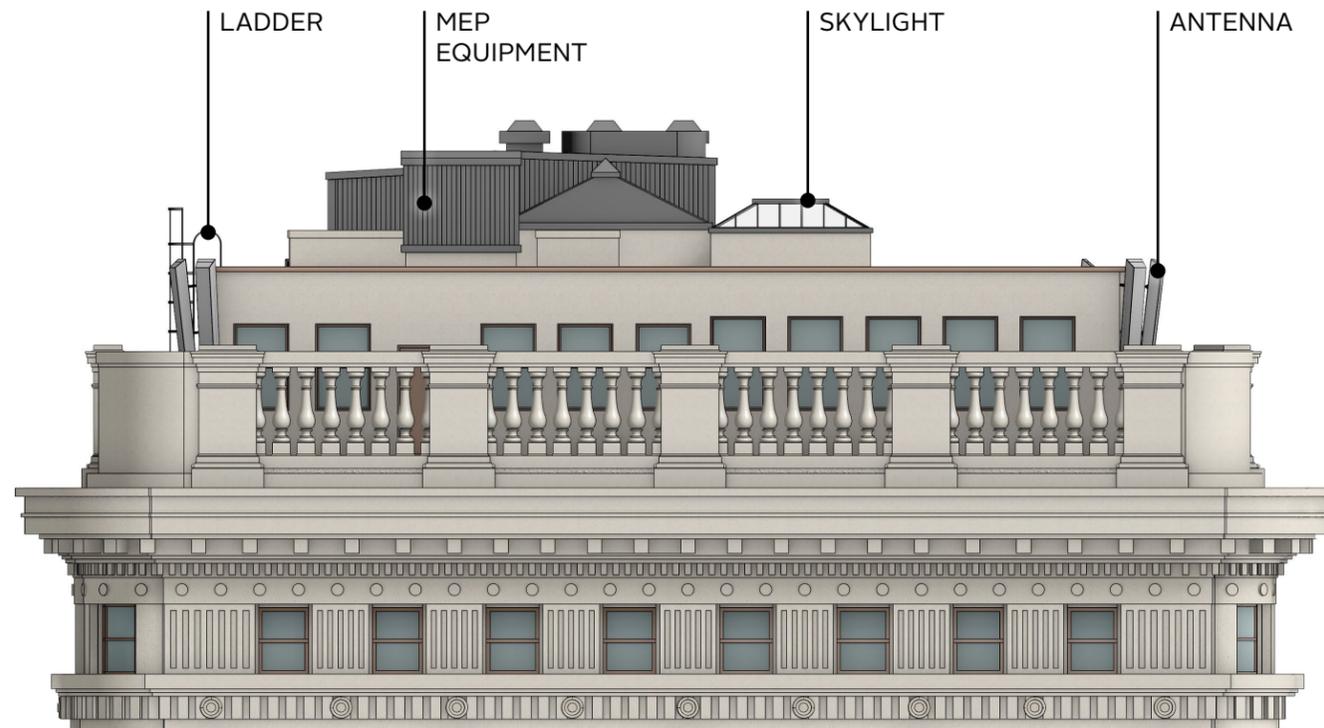


EXISTING

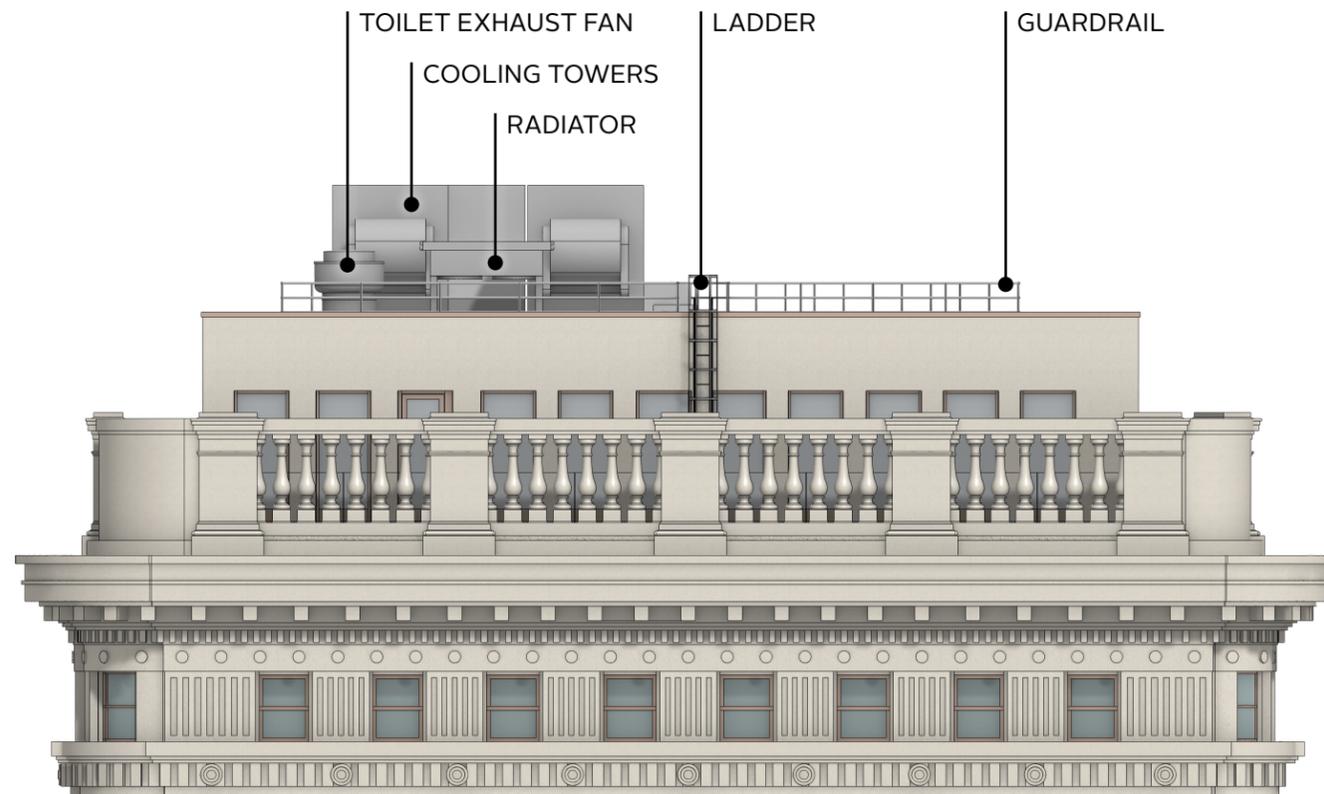


PROPOSED

ELEVATION ALONG 5TH AVENUE

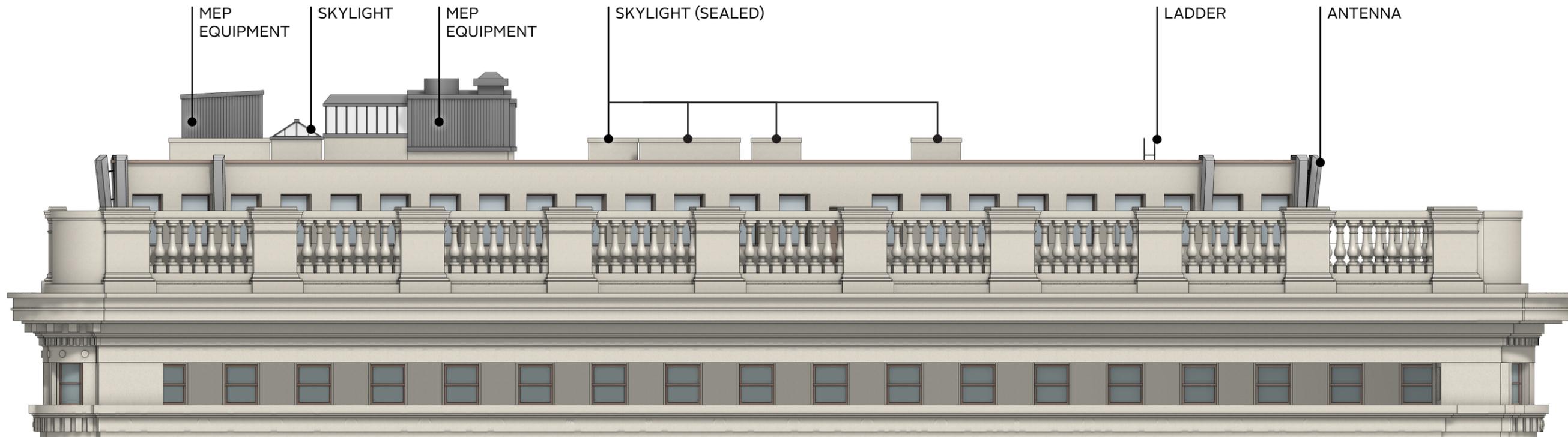


EXISTING

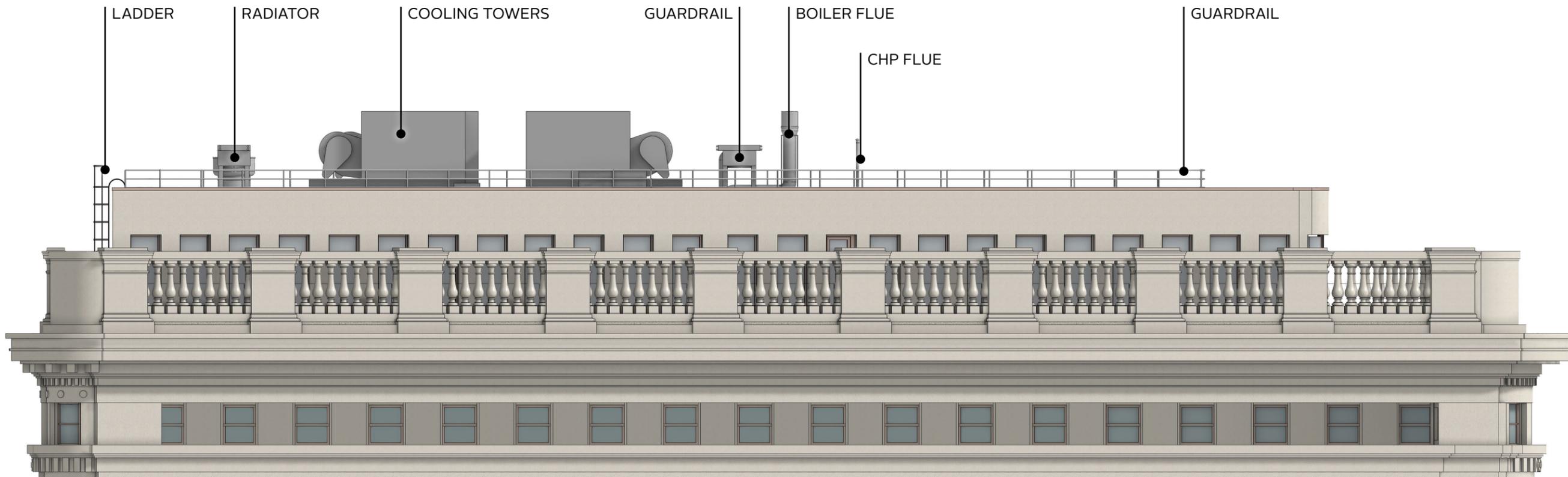


PROPOSED

ROOFTOP ELEVATION ALONG 22ND STREET



EXISTING CONDITION



PROPOSED

ROOFTOP ELEVATION ALONG BROADWAY

Version: 8.9.6 NA
Product data correct as of: April 07, 2020

Project Name:
Selection Name:
Project State/Province: New York
Project Country: United States
Date: April 21, 2020

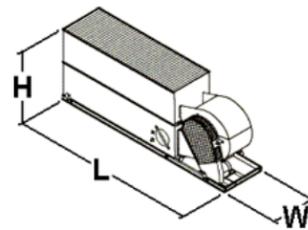
Model Information
Product Line: Low Profile Series V (VTL)
Model: VTL-272-P
Number of Units: 1
Fan Type: Standard Fan
Fan Motor: (1) 40.00 = 40.00 HP/Unit
Total Standard Fan Power: Full Speed, 40.00 BHP/Unit
Intake Option: None
Internal Option: None
Discharge Option: None
External Static Pressure: 0.00 in. H2O

Design Conditions
Flow Rate: 816.00 USGPM
Hot Water Temp.: 95.00 °F
Cold Water Temp.: 85.00 °F
Wet Bulb Temp.: 78.00 °F
Tower Pumping Head: 3.51 psi
Static Lift: 3.08 psi
Spray Pressure: 0.43 psi
Reserve Capability: 0.00 %

Thermal performance at design conditions and standard total fan motor power is certified by the Cooling Technology Institute (CTI).

Engineering Data, per Unit

Unit Length: 17' 11.75"
Unit Width: 07' 09.25"
Unit Height: 08' 02.00"
Air Flow: 56,760 CFM
Approximate Shipping Weight: 5,310 pounds
Heaviest Section: 5,310 pounds
Approximate Operating Weight: 9,490 pounds
Heater kW Data (Optional)
0°F (-17.8°C) Ambient Heaters: (1) 9 kW
-20°F (-28.9°C) Ambient Heaters: (1) 12 kW



Minimum Distance Required for Single Unit:

(For multiple units, refer to Layout Guidelines)
From Solid Wall: 5.6 ft.
From 50% Open Wall: 3 ft.

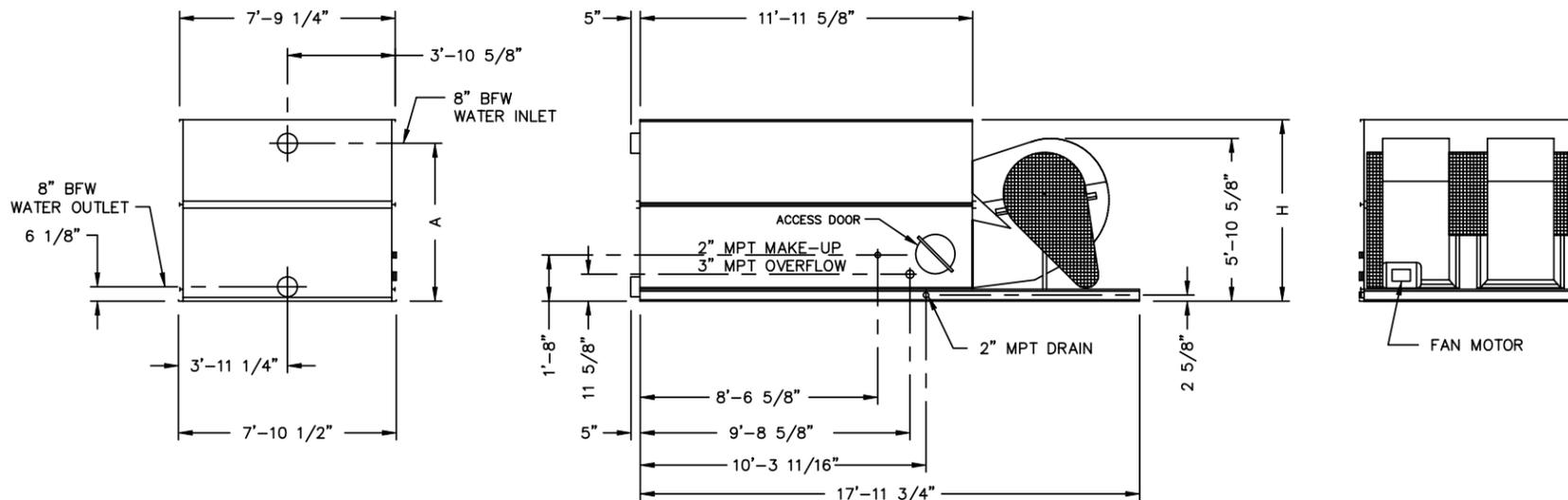
LOW PROFILE VTL MODELS

- 1 Heavy-Duty Construction**
 - ▶ Heavy-gauge G-235 (Z700 Metric) mill galvanized steel
- 2 Fan Drive System**
 - ▶ V-belt drive
 - ▶ Heavy-duty bearings L₁₀, 40,000 hours (280,000 hour average life)
 - ▶ Premium efficient, cooling tower duty motors fit for VFD applications
 - ▶ 5-year motor and drive warranty
- 3 Low Sound Centrifugal Fan(s)**
 - ▶ Quiet operation
- 4 Water Distribution System**
 - ▶ Schedule 40 PVC spray header and branches
 - ▶ Large orifice, non-clog nozzles
 - ▶ Grommetted for easy removal
- 5 BACount® Fill**
 - ▶ Polyvinyl chloride (PVC)
 - ▶ Impervious to rot, decay, and biological attack
 - ▶ Flame spread rating of 5 per ASTM E84
- 6 Strainer**
 - ▶ Anti-vortexing design to prevent air entrainment
- 7 Access Door**
 - ▶ Interior of unit is easily accessible
- 8 Drift Eliminators**
 - ▶ Polyvinyl chloride (PVC)
 - ▶ Impervious to rot, decay, and biological attack
 - ▶ Flame spread rating of 5 per ASTM E84
 - ▶ Assembled in easy to handle sections

PRODUCT & APPLICATION HANDBOOK VOLUME V 8112



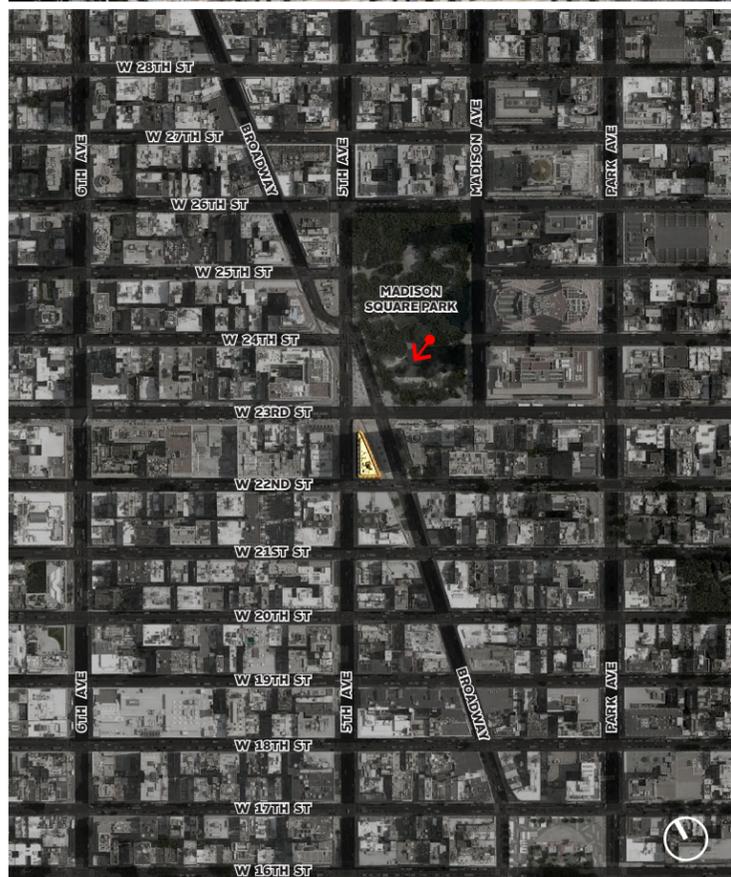
Stainless Steel Construction



MODEL NO.	APPROX. SHIPPING WEIGHT (LBS)	APPROX. OPERATING WEIGHT (LBS)	A	H
VTL245-P	4790	8970	5'-8"	6'-6 1/4"
VTL272-P	5310	9490	7'-2 5/16"	8'-1 13/16"



2B
This is produced as 2D, but a final light rolling using highly polished rolls gives the surface a smooth, reflective, grey sheen. This is the most widely used surface finish in use today and forms the basis for most polished and brushed finishes.



EXISTING CONDITION



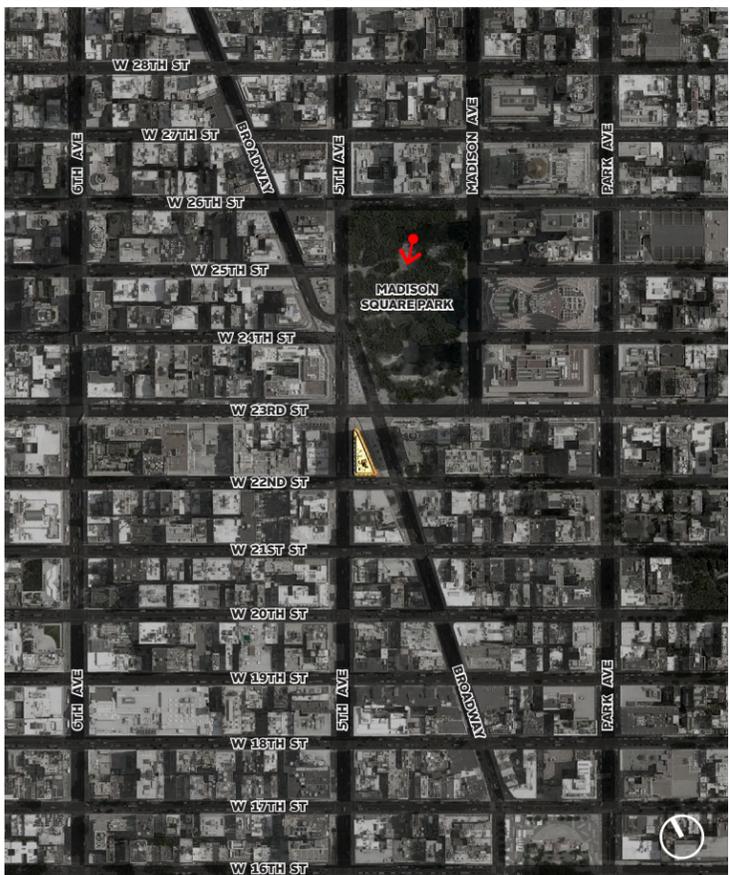
PROPOSED

VIEW 1 (ON MADISON SQUARE PARK, LOOKING SOUTH-WEST)



MOCK-UP





EXISTING CONDITION



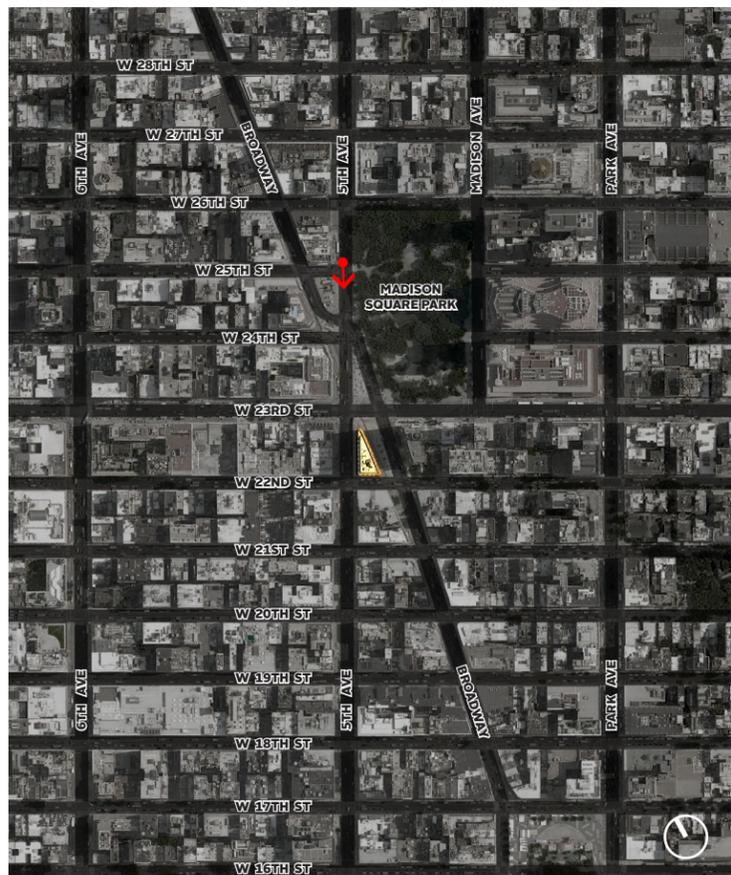
PROPOSED

VIEW 2 (ON MADISON SQUARE PARK, LOOKING SOUTH-WEST)



MOCK-UP

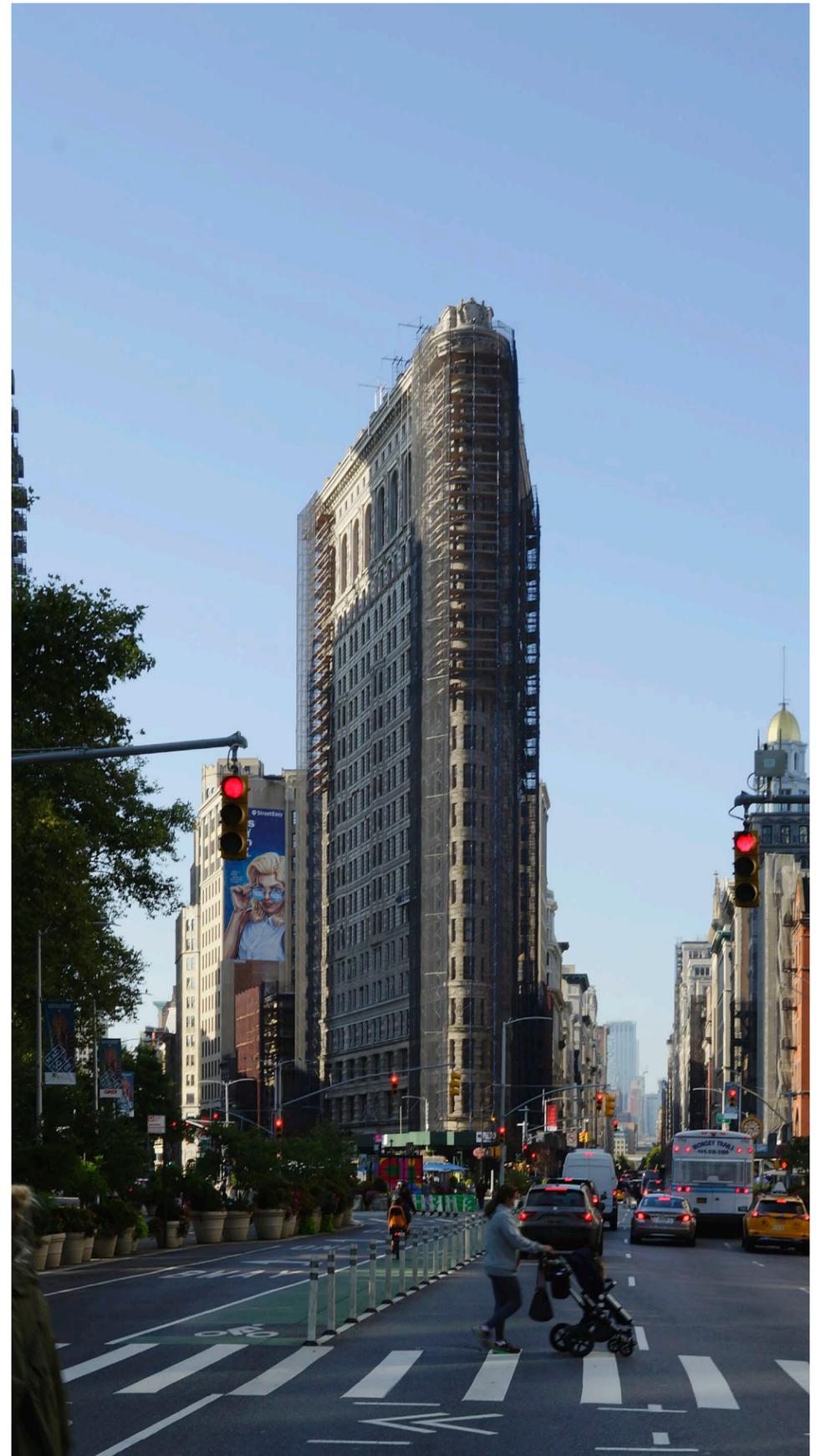




EXISTING CONDITION



PROPOSED

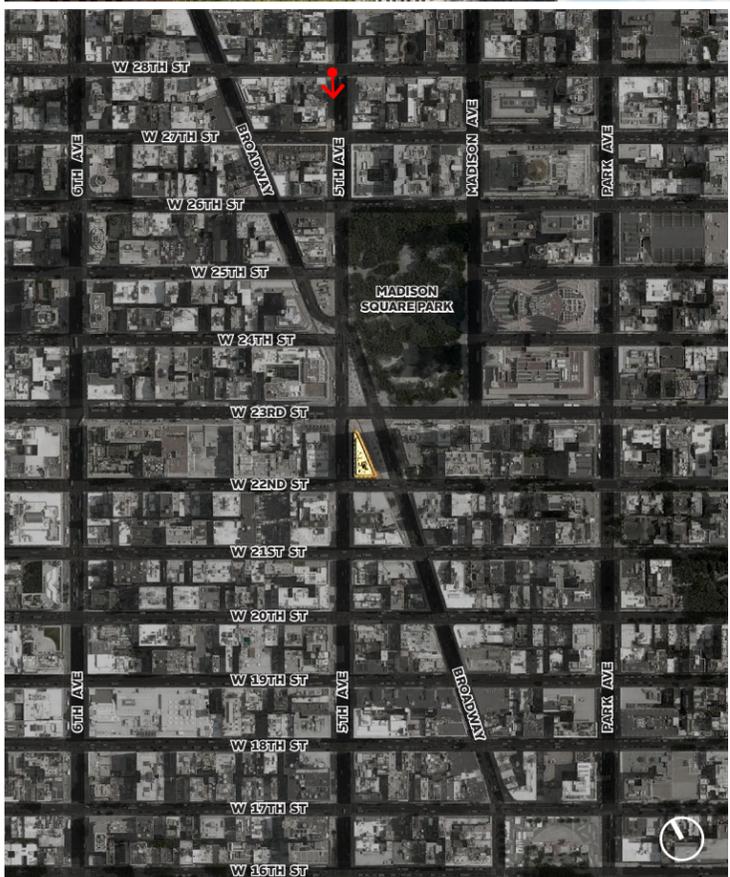


MOCK-UP

VIEW 3 (AT W 25TH ST & 5TH AVE INTERSECTION, LOOKING SOUTH)

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION



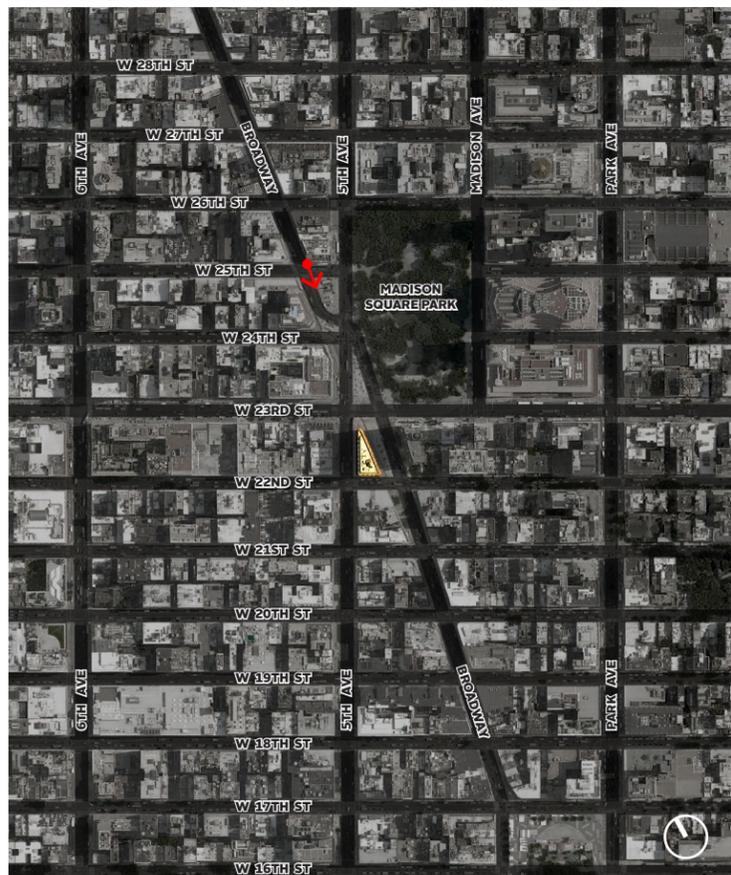
PROPOSED

VIEW 4 (AT W 28TH ST & 5TH AVE INTERSECTION, LOOKING SOUTH)



MOCK-UP

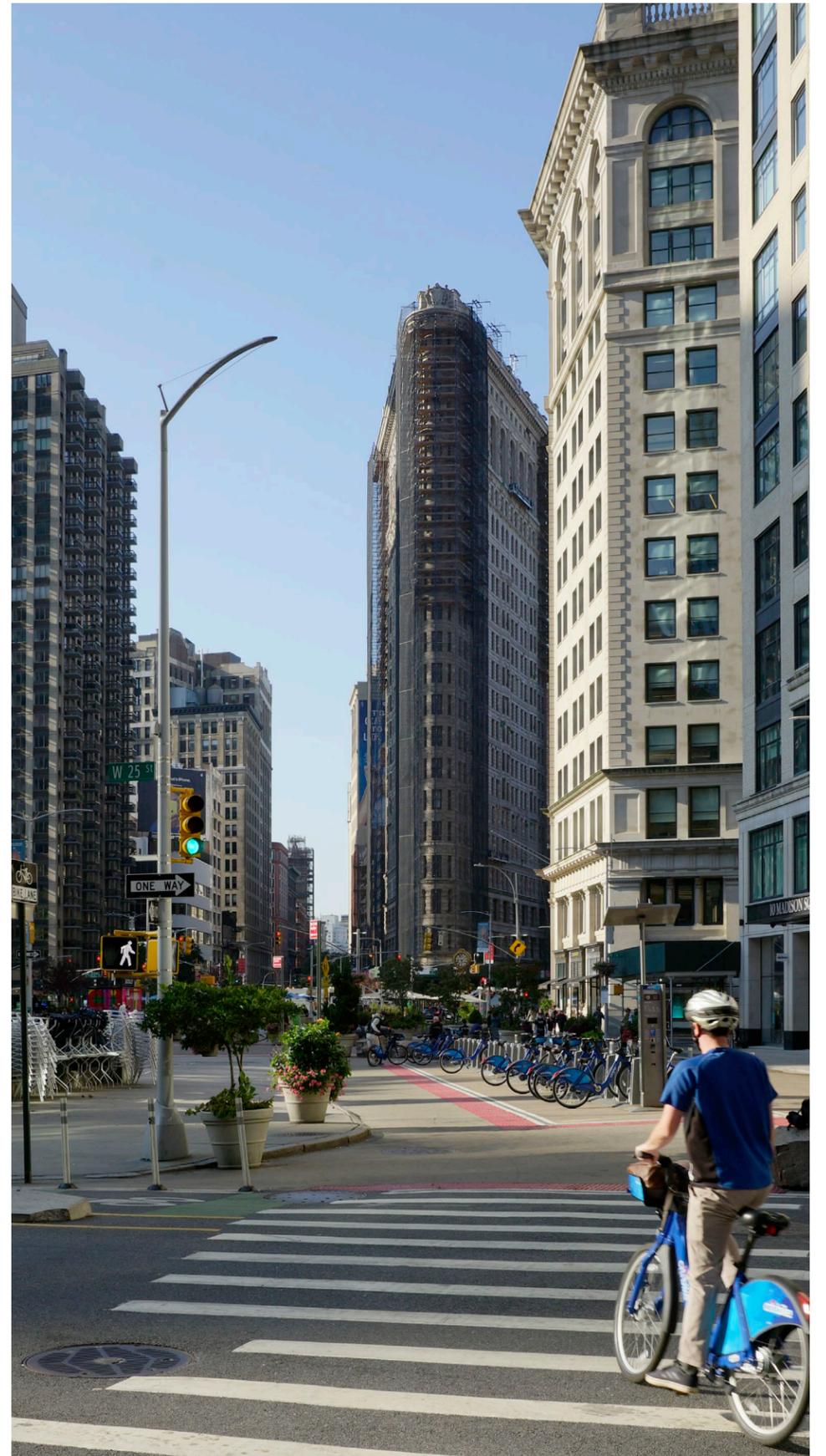




EXISTING CONDITION



PROPOSED

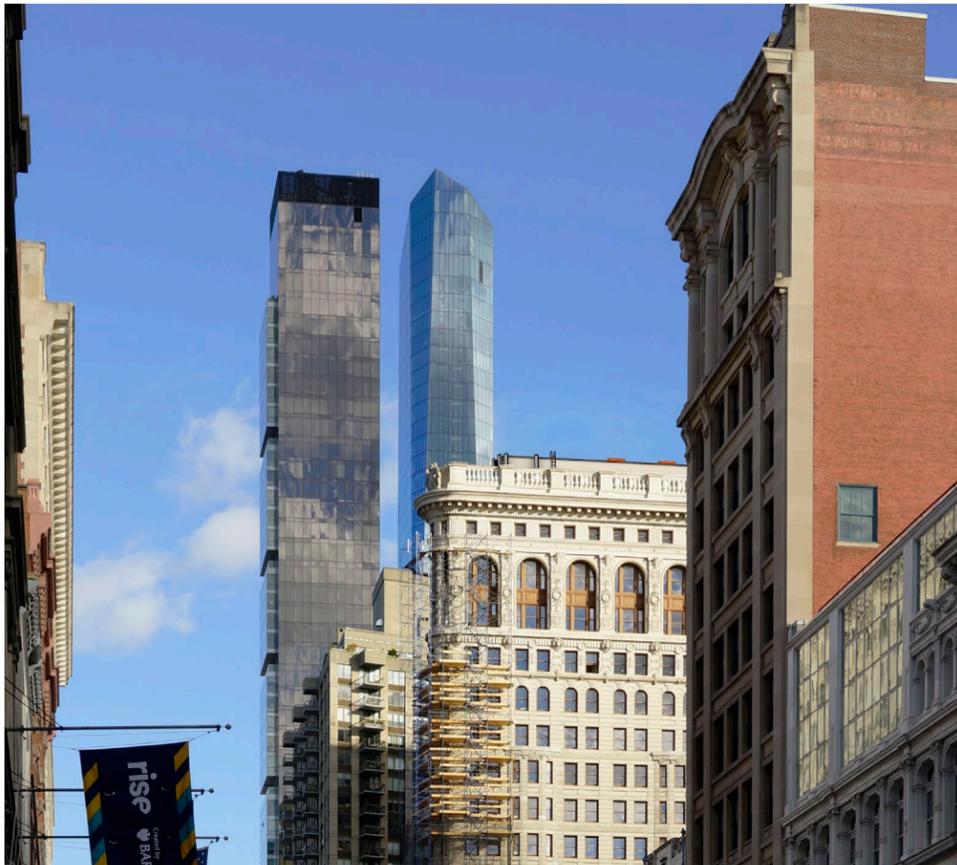


MOCK-UP

VIEW 5 (AT W 25TH ST & BROADWAY INTERSECTION, LOOKING SOUTH)

FLATIRON BUILDING

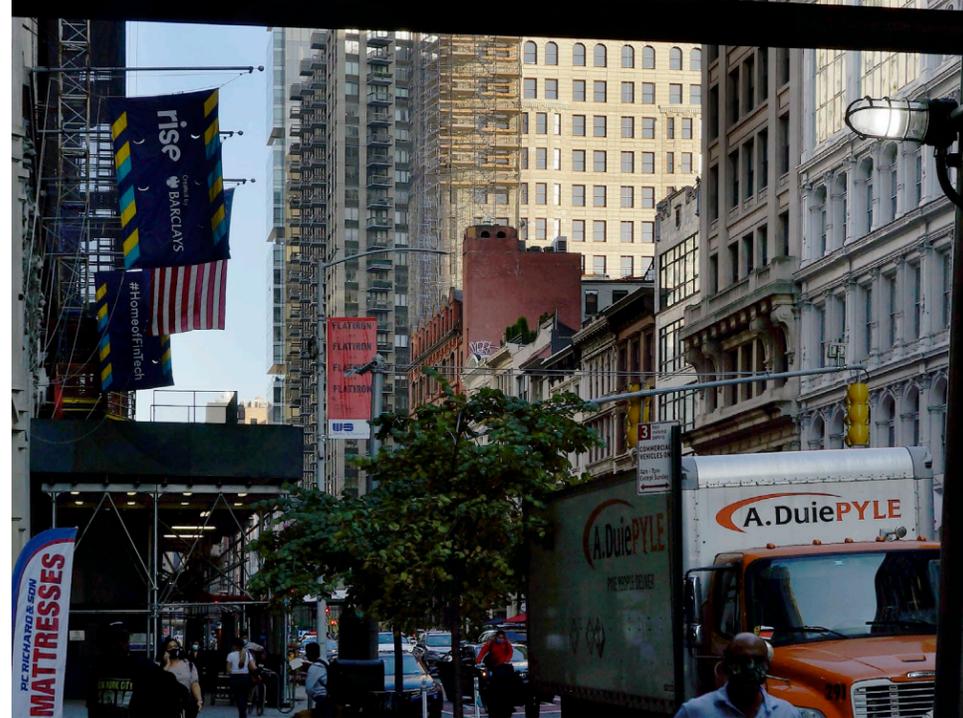
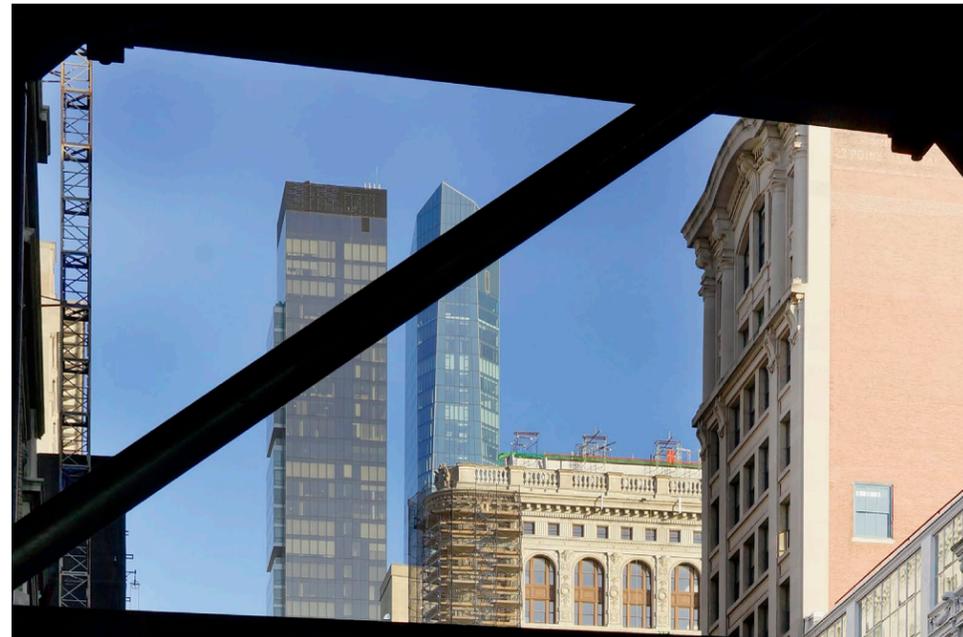
OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION



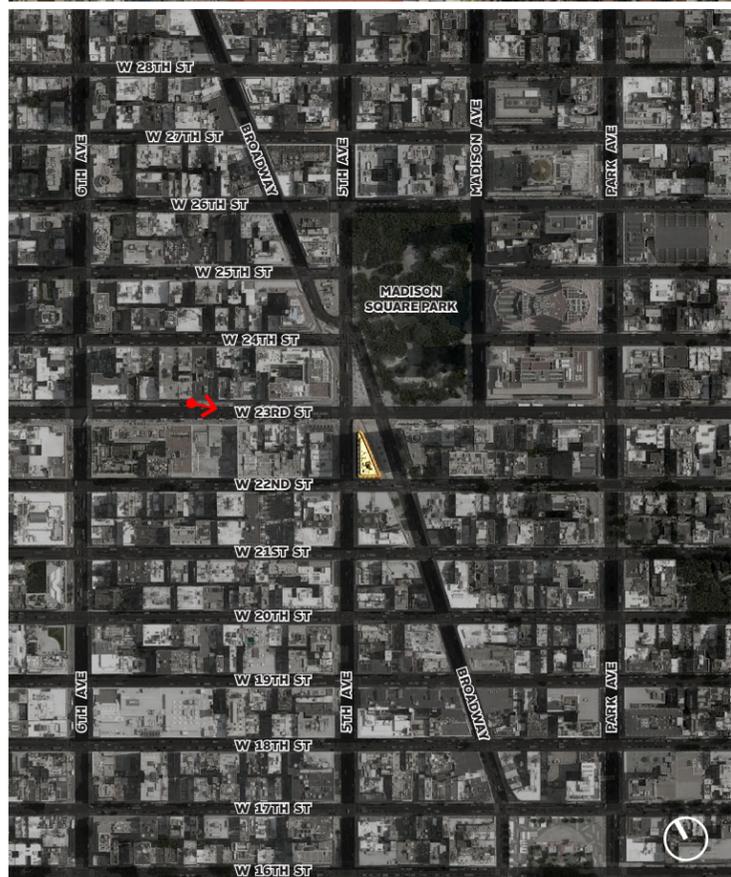
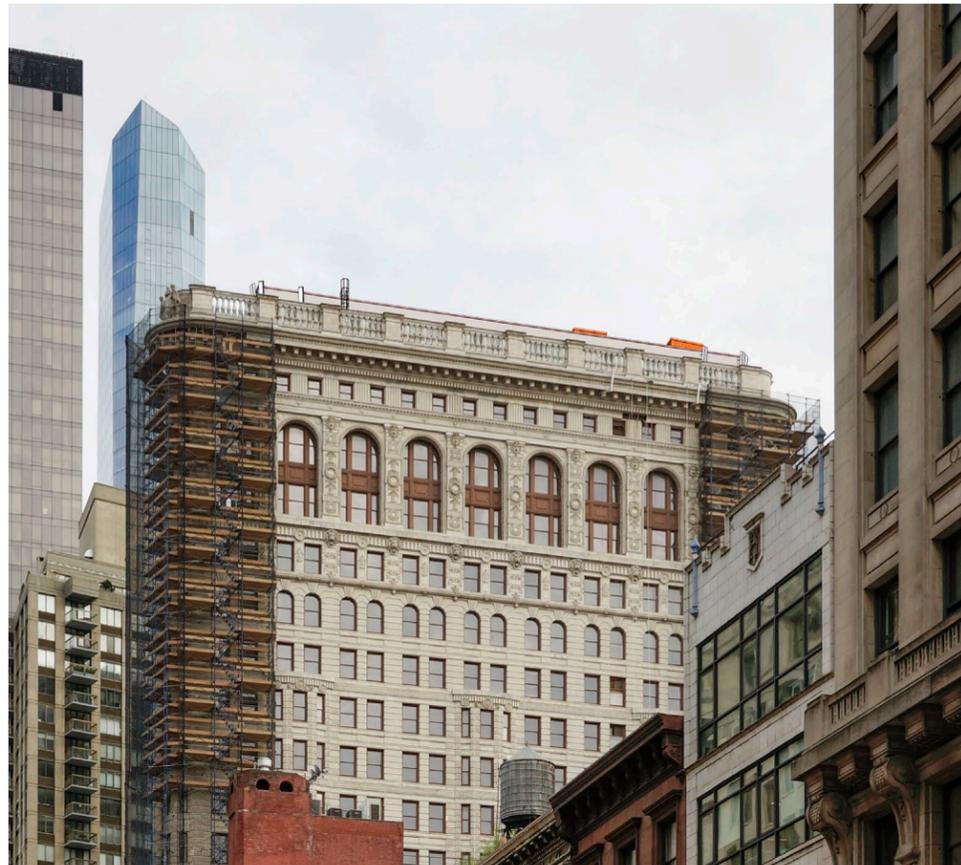
PROPOSED
VIEW 6 (ON W 23RD ST, LOOKING EAST)



MOCK-UP

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



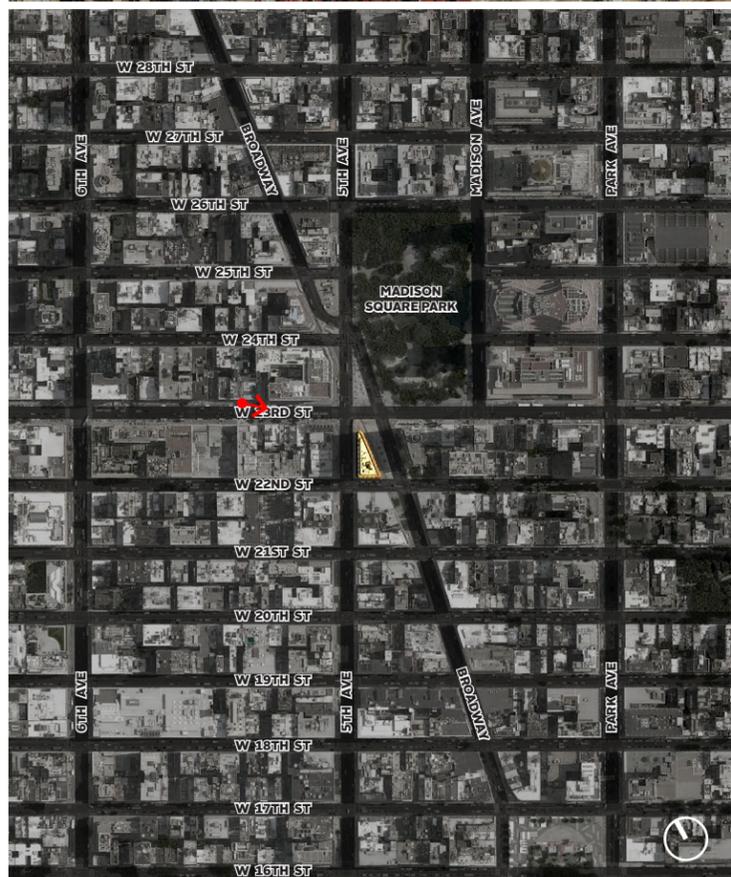
EXISTING CONDITION



PROPOSED
VIEW 7 (ON W 23RD ST, LOOKING EAST)



MOCK-UP



EXISTING CONDITION



PROPOSED

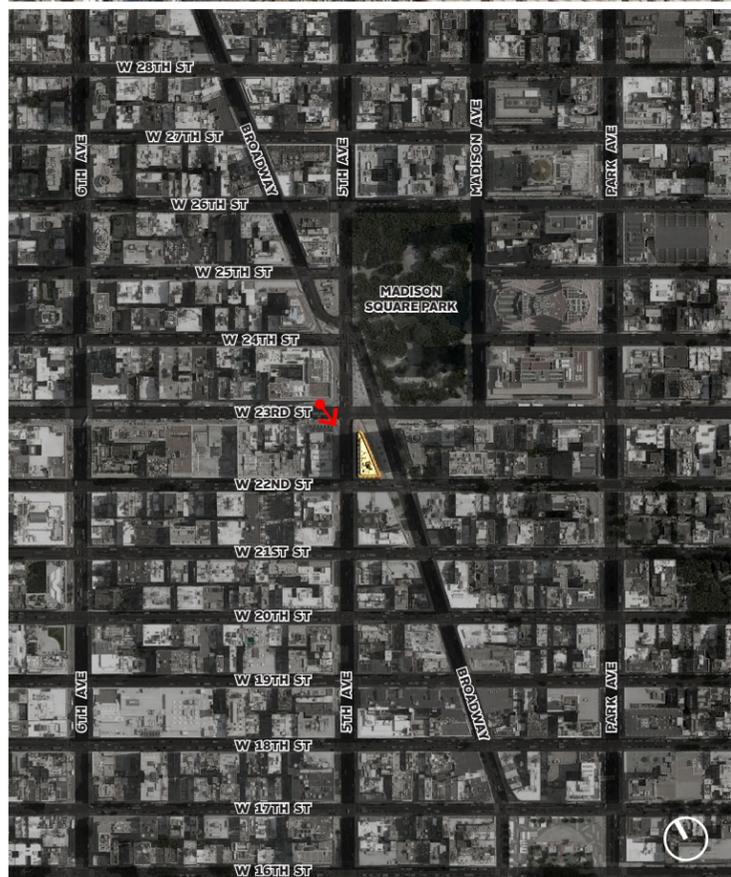
VIEW 8 (ON W 23RD ST, LOOKING EAST)



MOCK-UP

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION



PROPOSED

VIEW 9 (ON W 23RD ST, LOOKING EAST)



MOCK-UP

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION

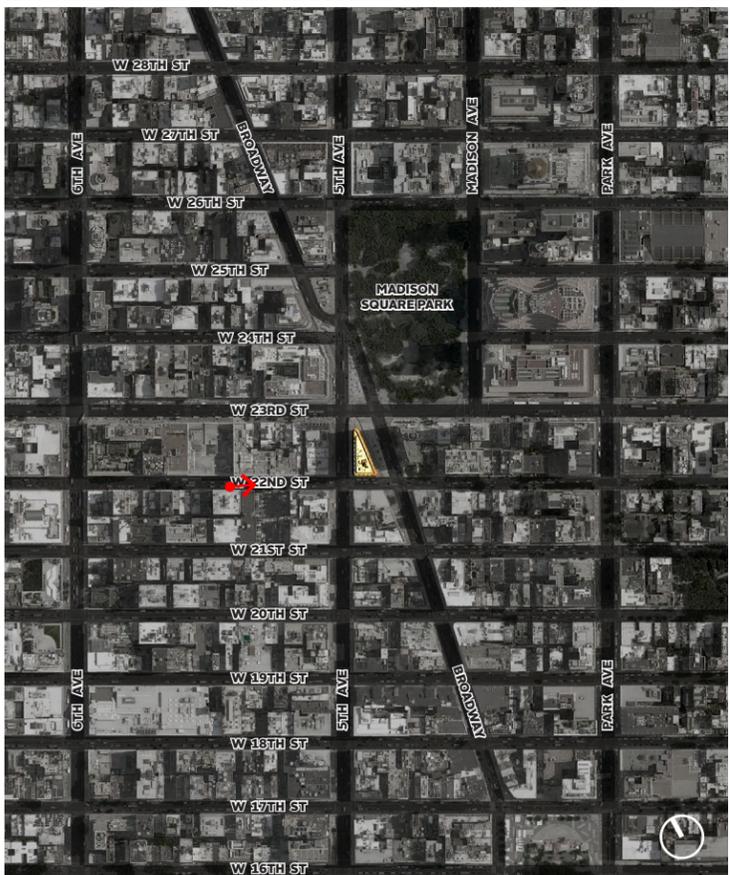


PROPOSED

VIEW 10 (ON W 22ND ST, LOOKING EAST)



MOCK-UP



EXISTING CONDITION



PROPOSED

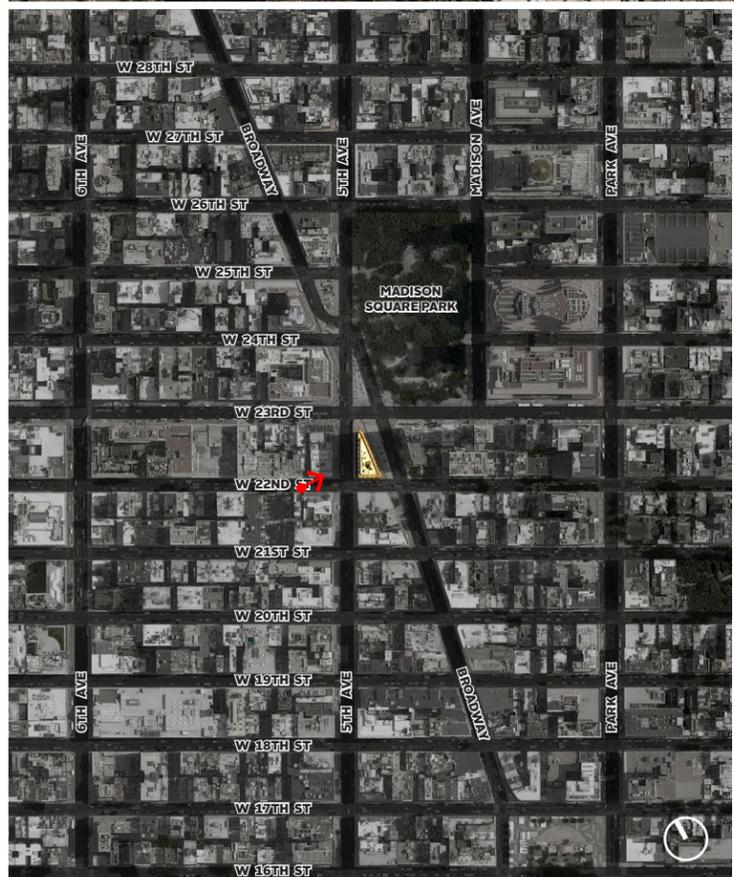
VIEW 11 (ON W 22ND ST, LOOKING EAST)



MOCK-UP

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION



PROPOSED

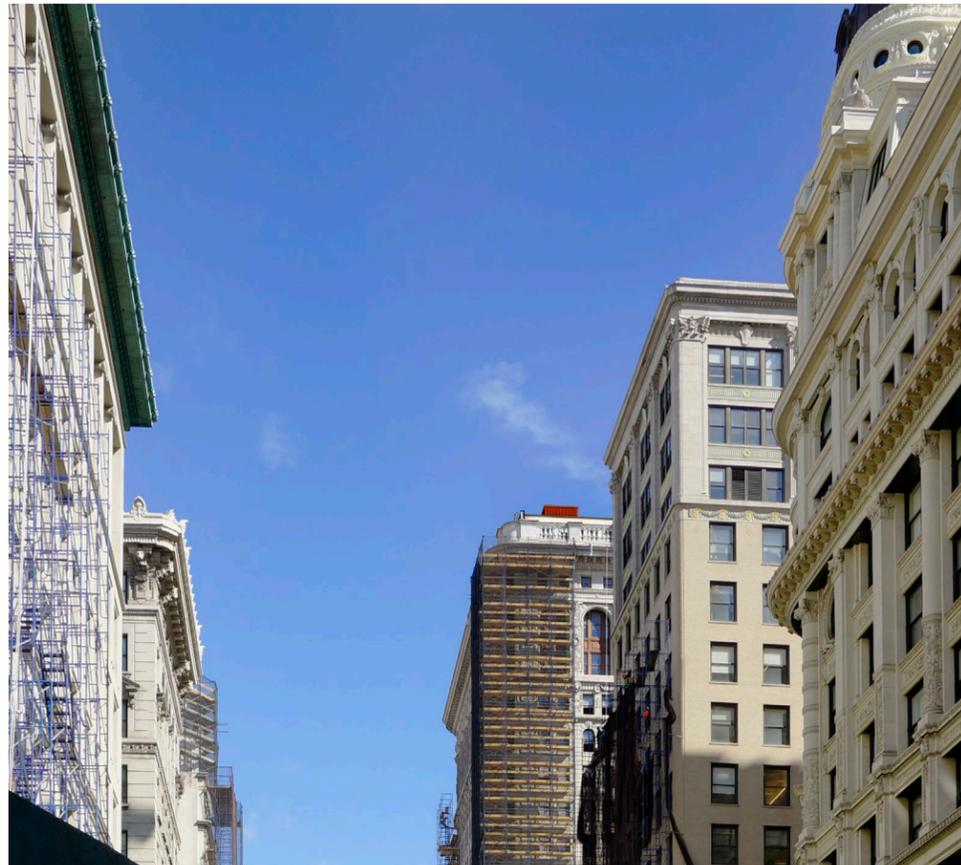
VIEW 12 (ON W 22ND ST, LOOKING EAST)



MOCK-UP

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION

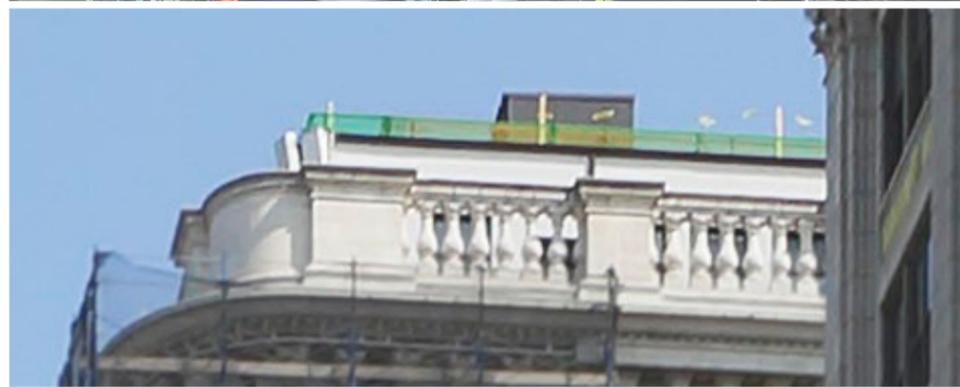


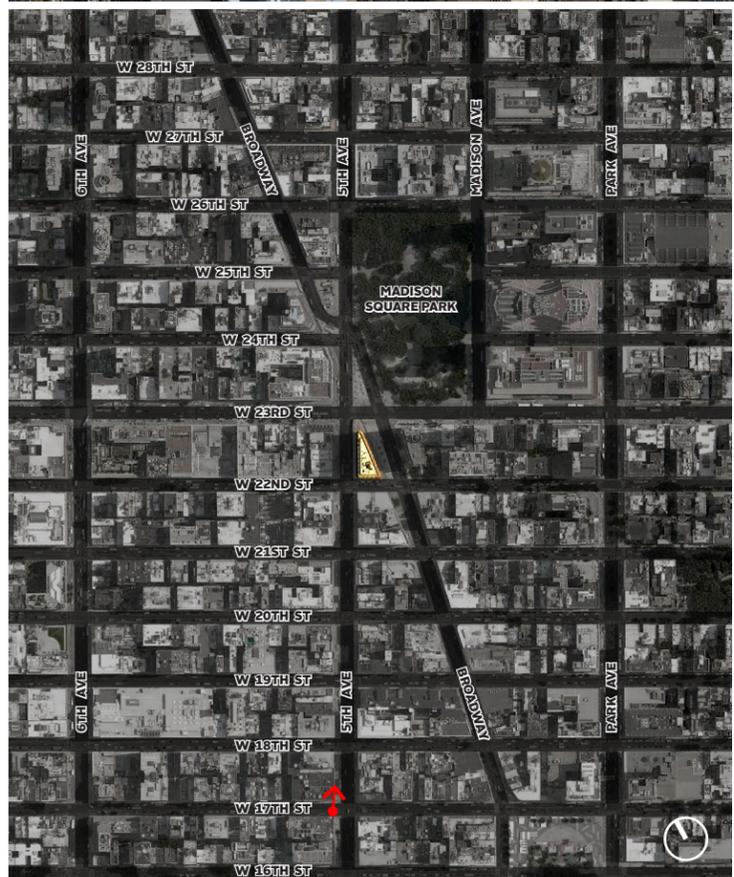
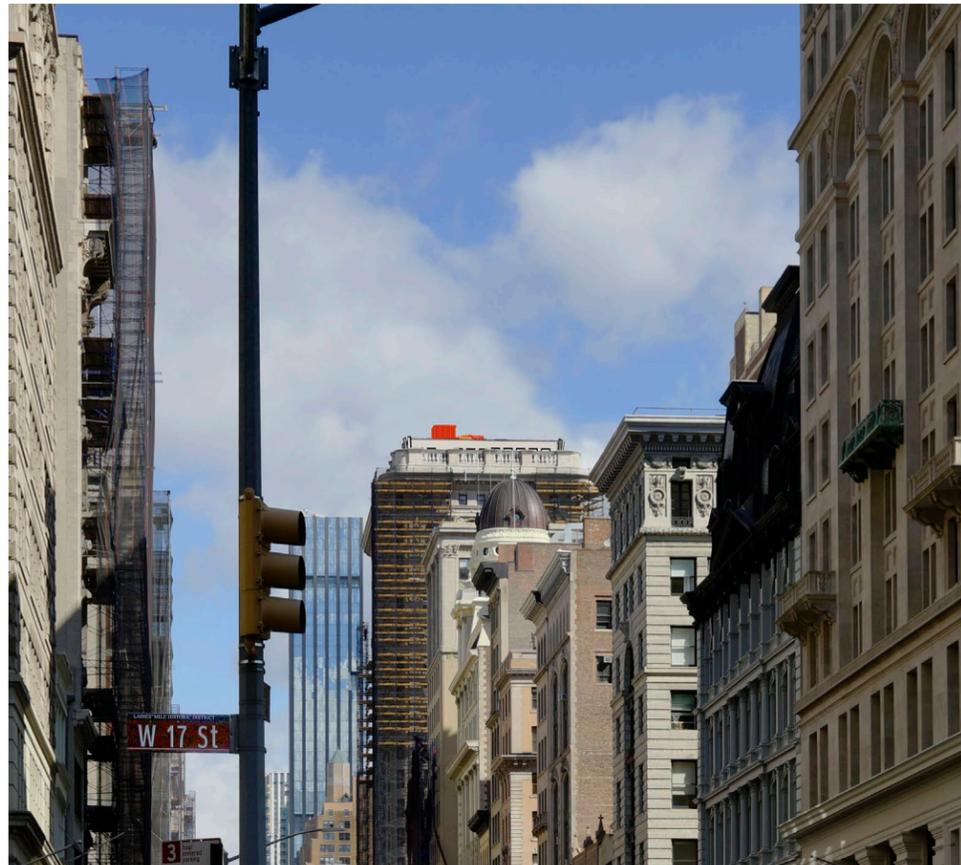
PROPOSED

VIEW 13 (AT W 20TH ST & 5TH AVE INTERSECTION, LOOKING NORTH)



MOCK-UP





EXISTING CONDITION

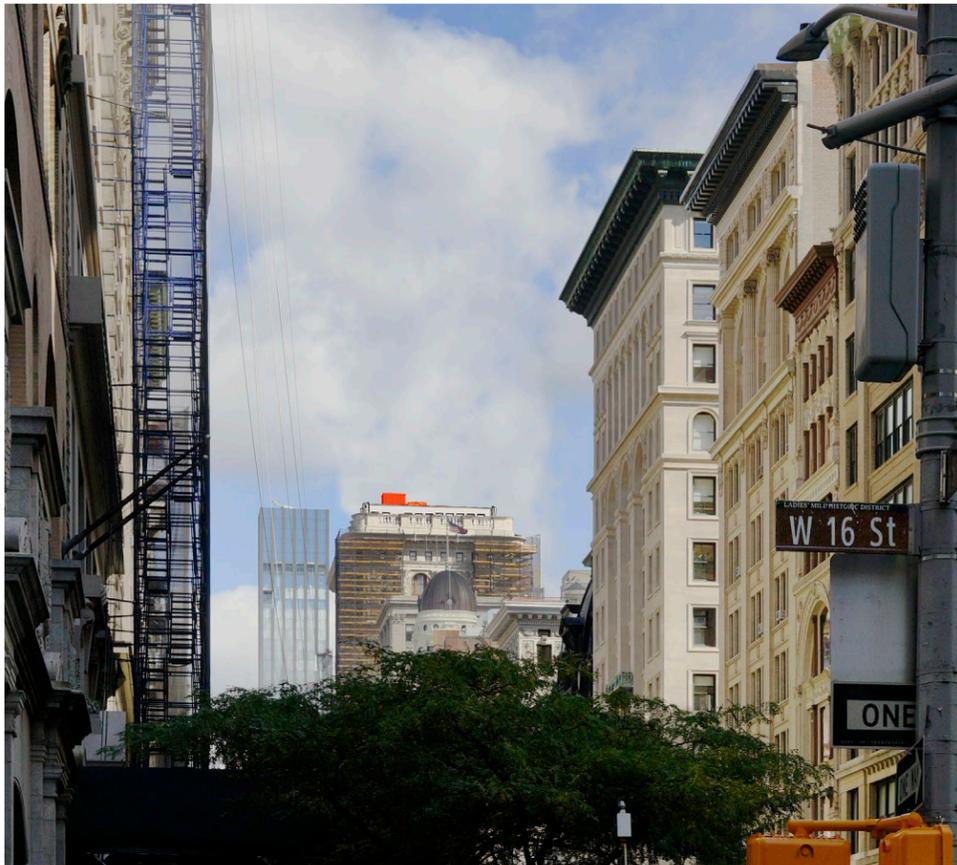


PROPOSED



MOCK-UP

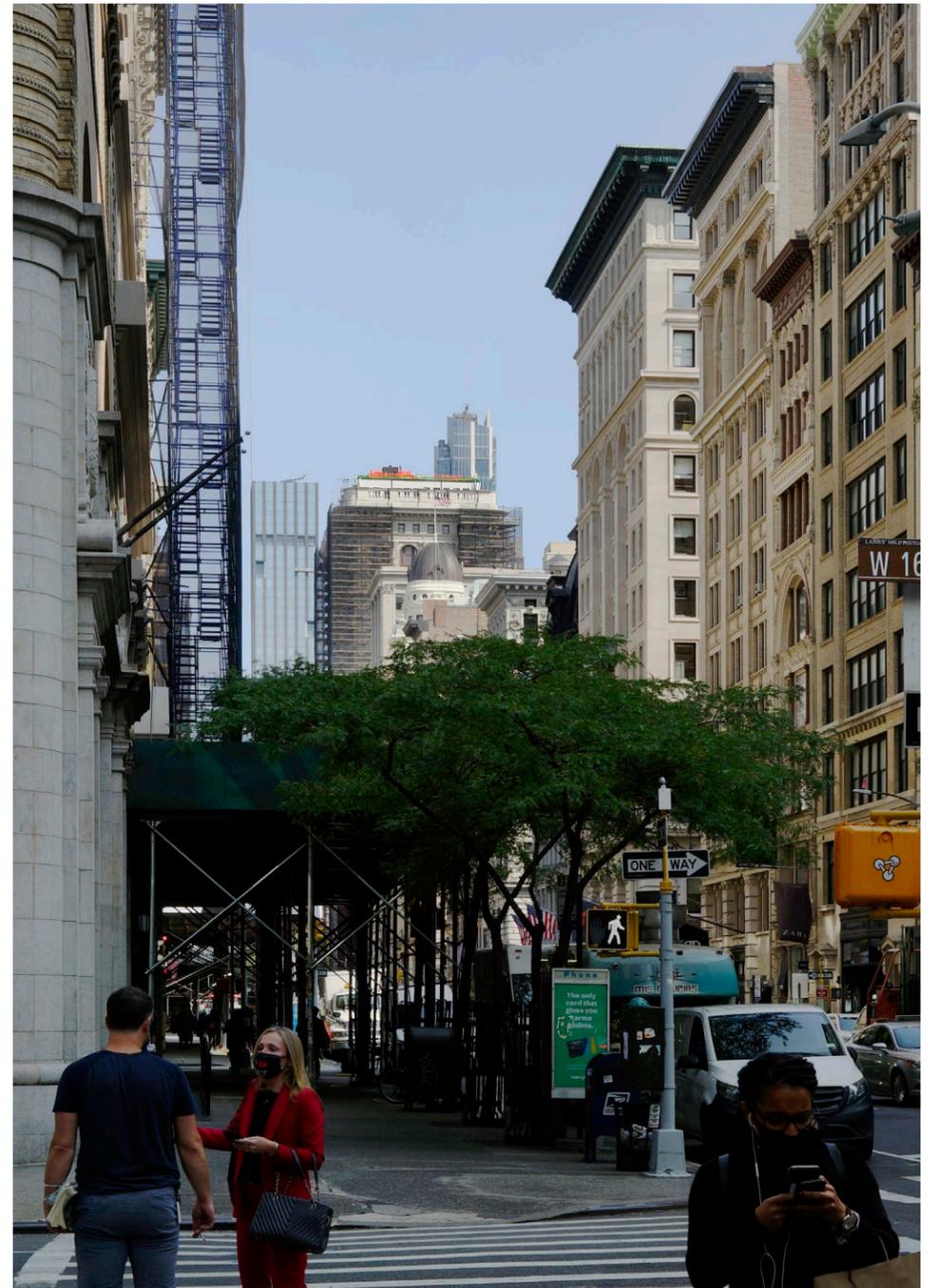
VIEW 14 (AT W 17TH ST & 5TH AVE INTERSECTION, LOOKING NORTH)



EXISTING CONDITION



PROPOSED

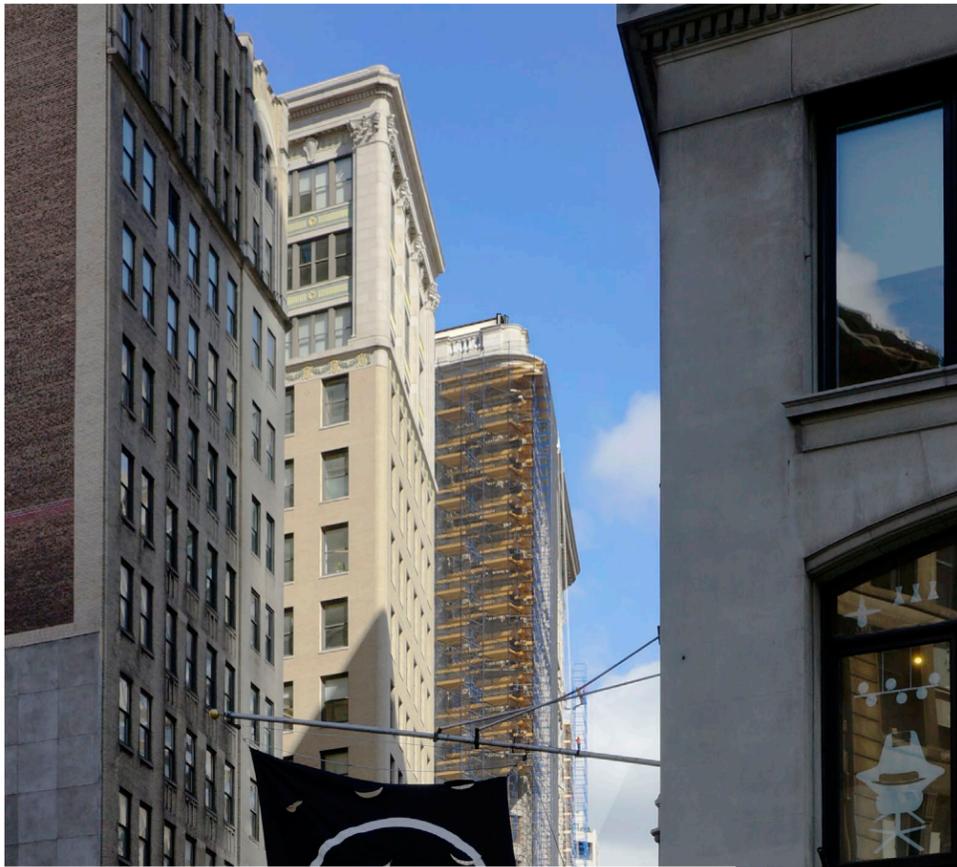


MOCK-UP

VIEW 15 (AT W 16TH ST & 5TH AVE INTERSECTION, LOOKING NORTH)

FLATIRON BUILDING

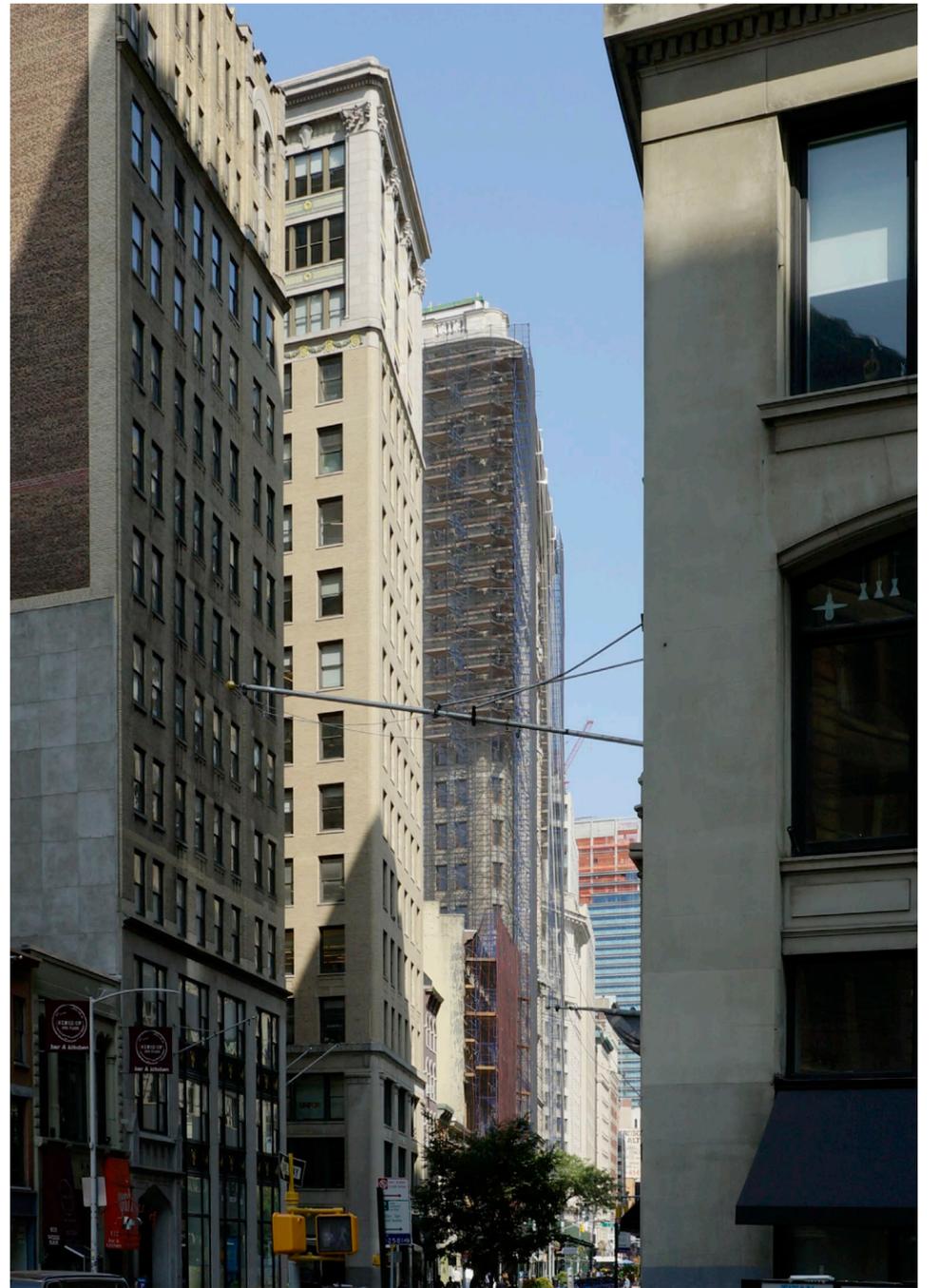
OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION



PROPOSED

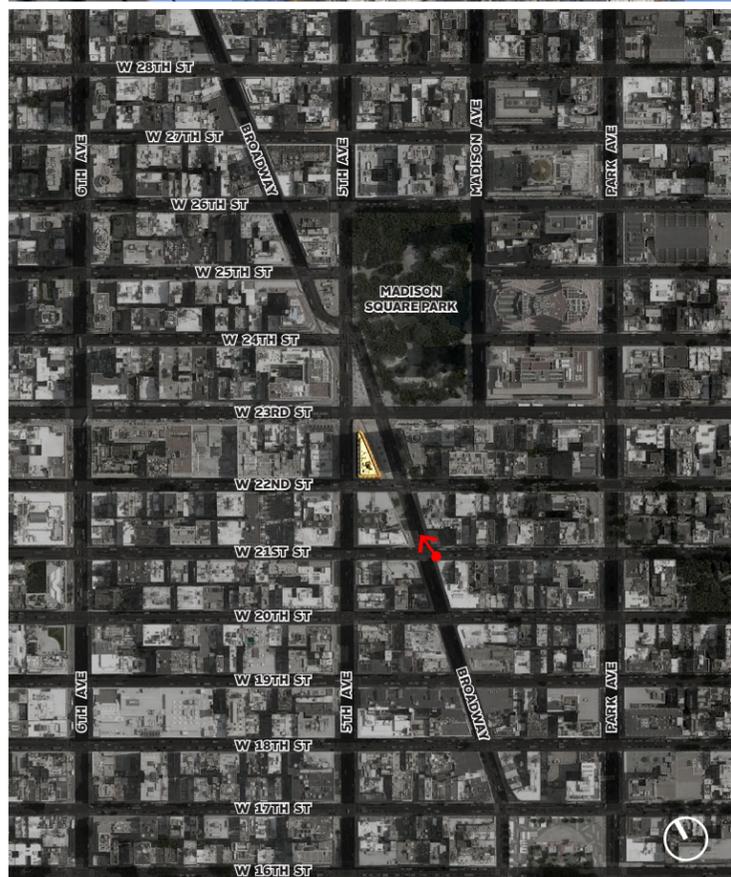
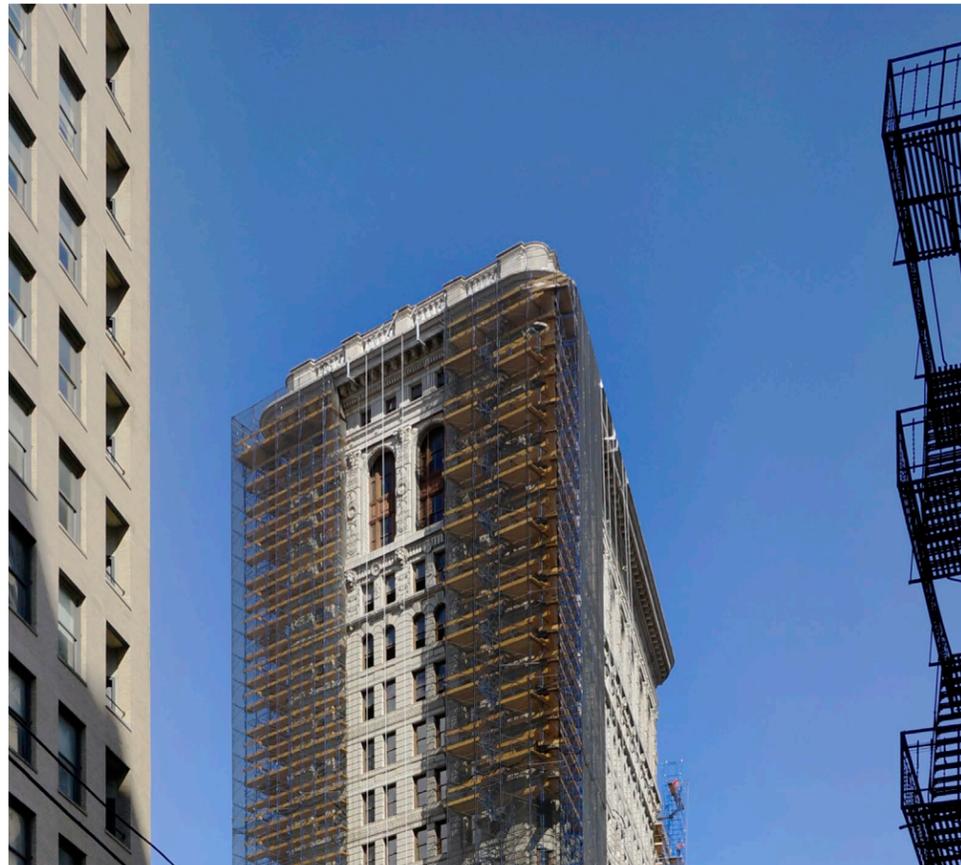


MOCK-UP

VIEW 16 (AT E 20TH ST & BROADWAY INTERSECTION, LOOKING NORTH)

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



EXISTING CONDITION



PROPOSED

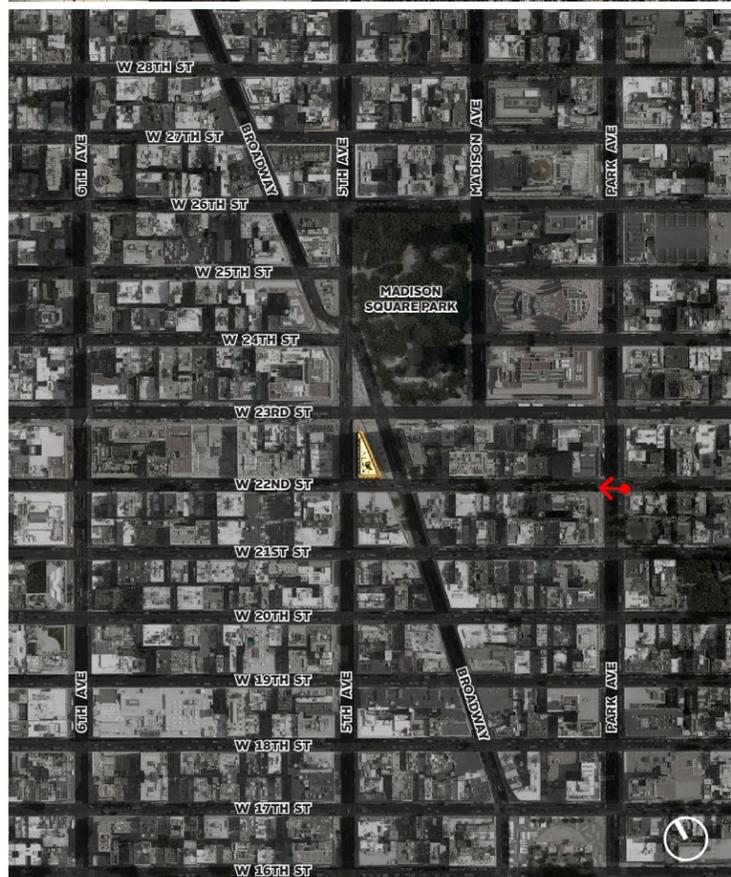
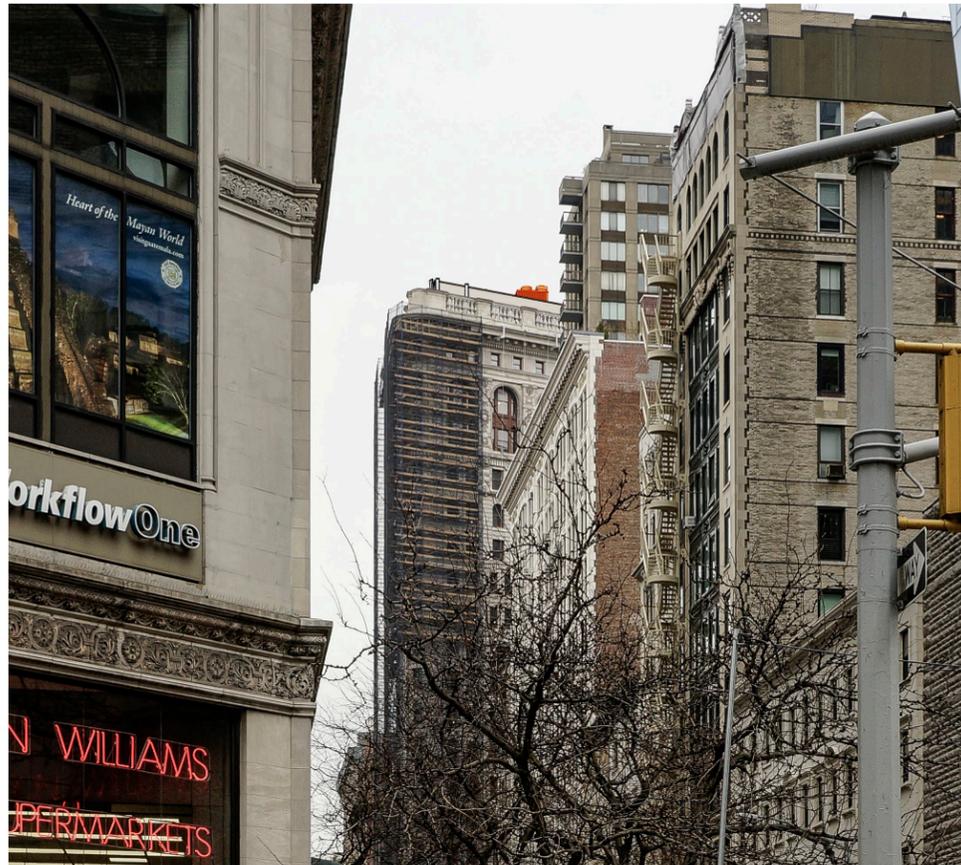


MOCK-UP

VIEW 17 (AT E 21ST ST & BROADWAY INTERSECTION, LOOKING NORTH)

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE

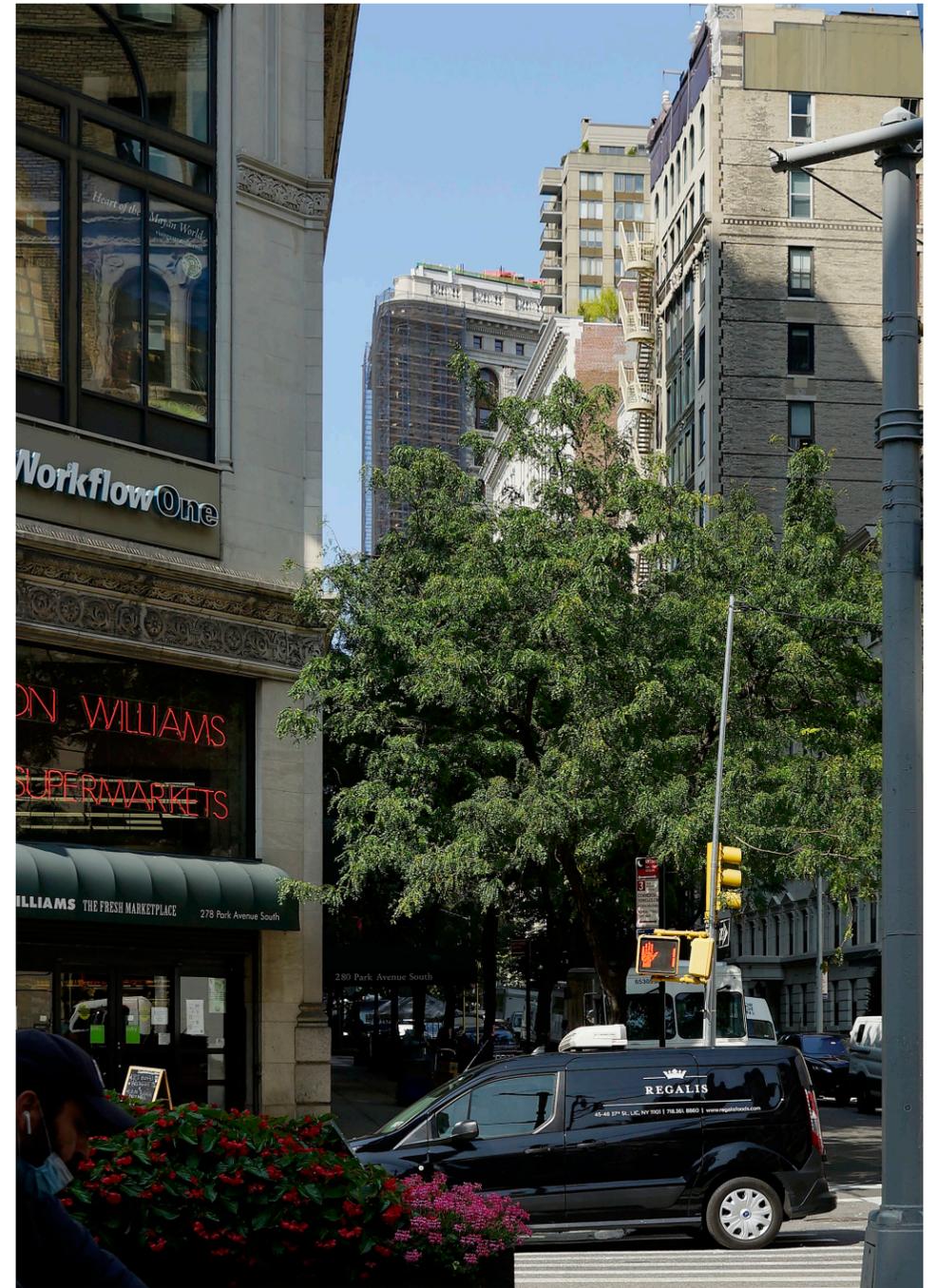


EXISTING CONDITION

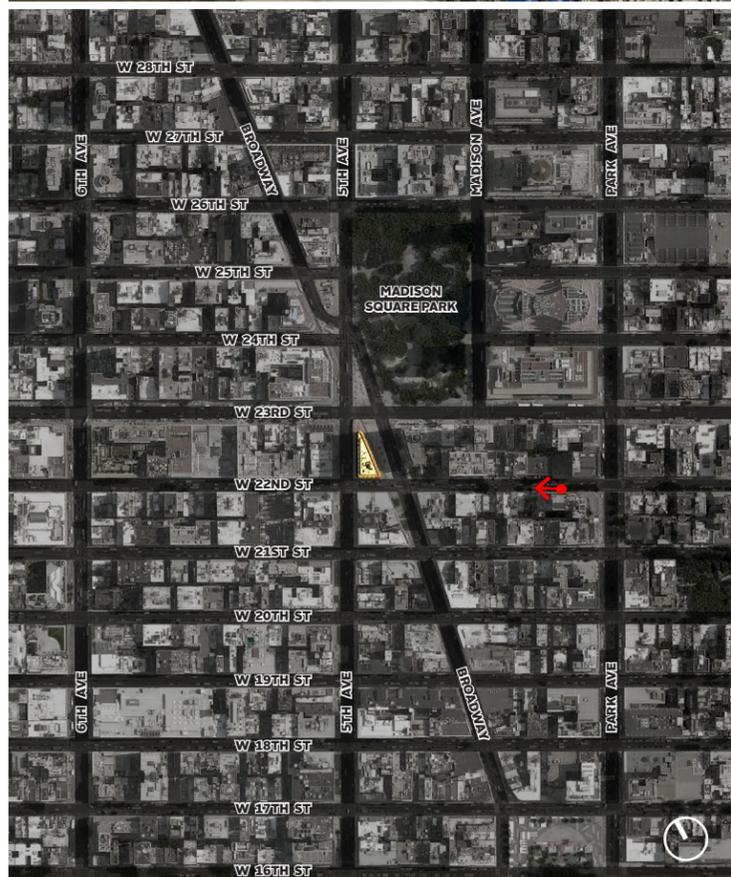


PROPOSED

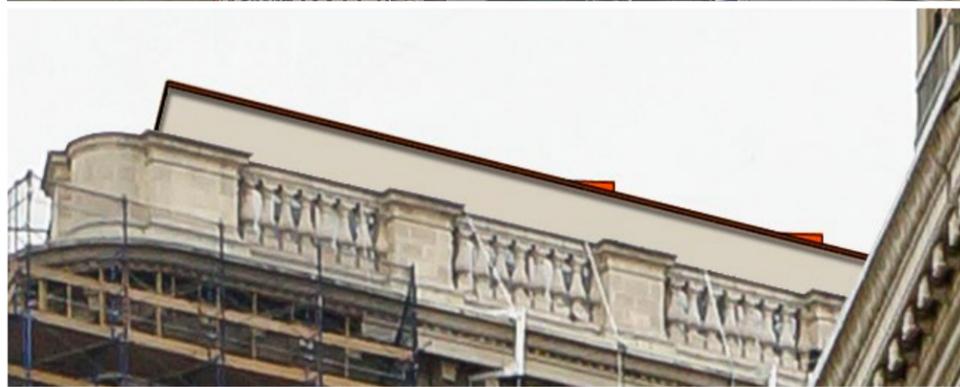
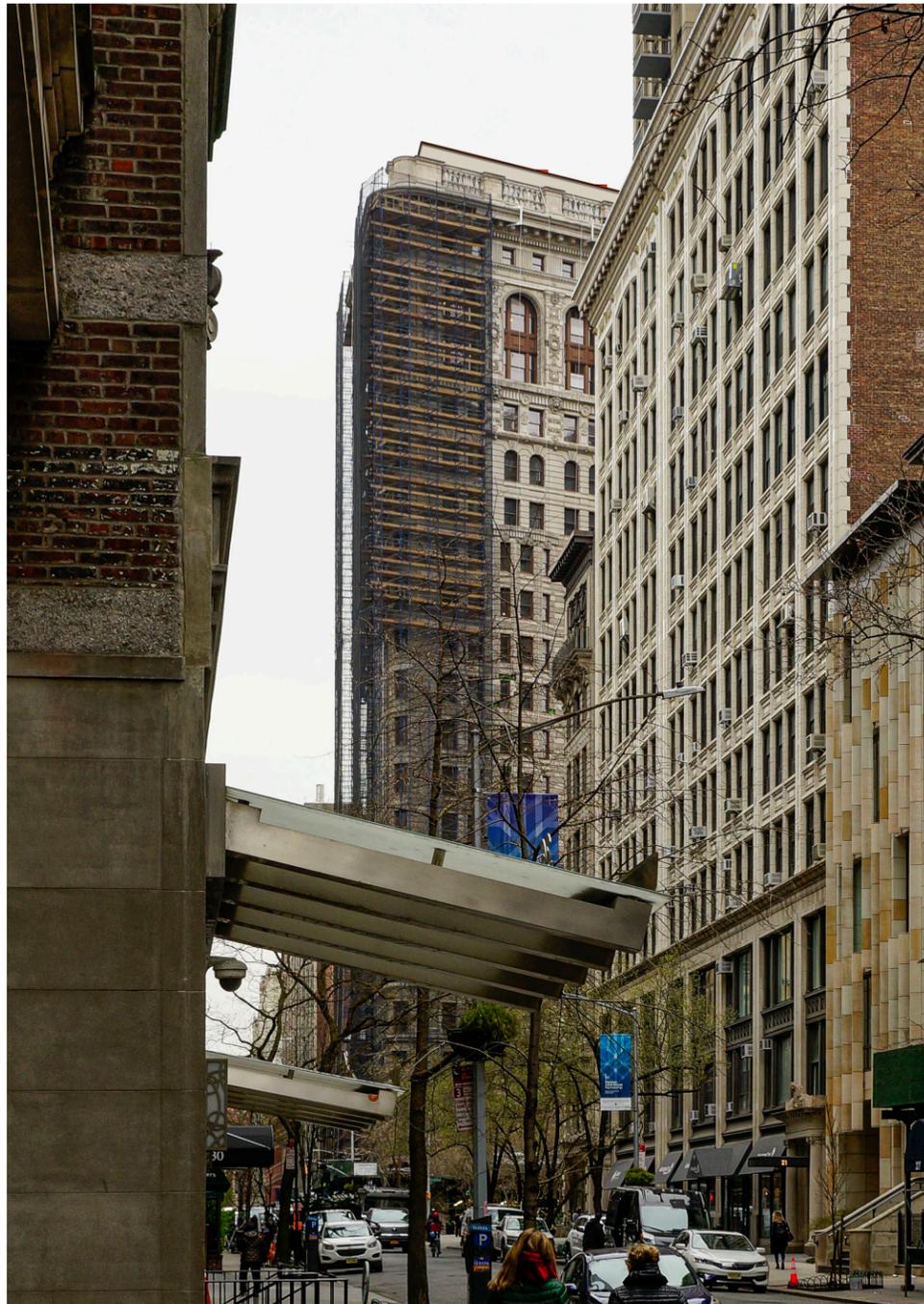
VIEW 18 (ON E 22ND ST, LOOKING WEST)



MOCK-UP



EXISTING CONDITION



PROPOSED

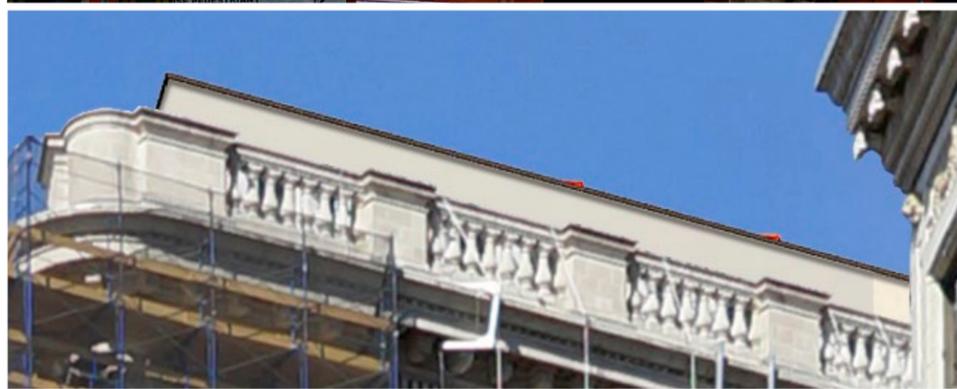
VIEW 19 (ON E 22ND ST, LOOKING WEST)



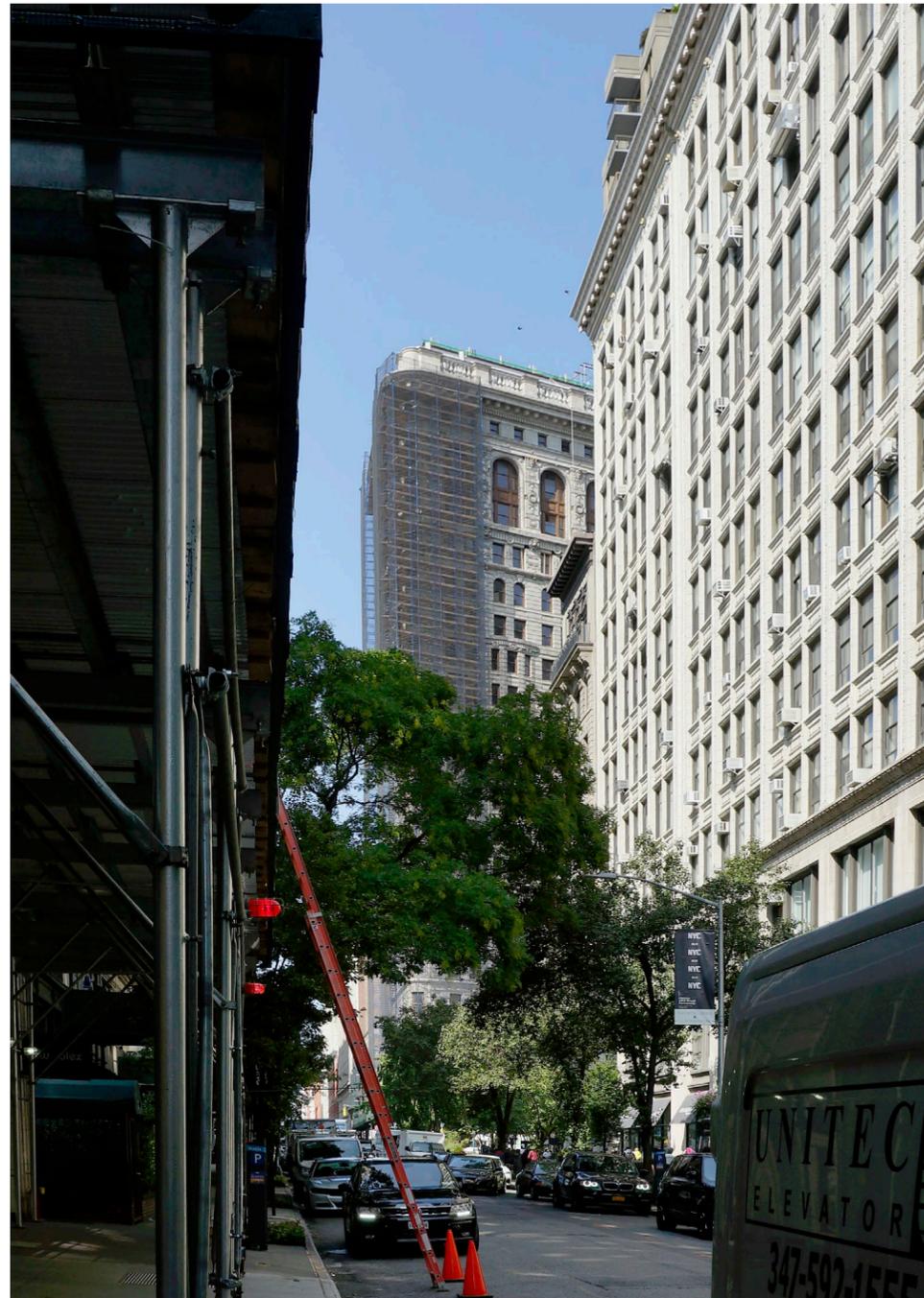
MOCK-UP



EXISTING CONDITION



PROPOSED
VIEW 20 (ON E 22ND ST, LOOKING WEST)



MOCK-UP

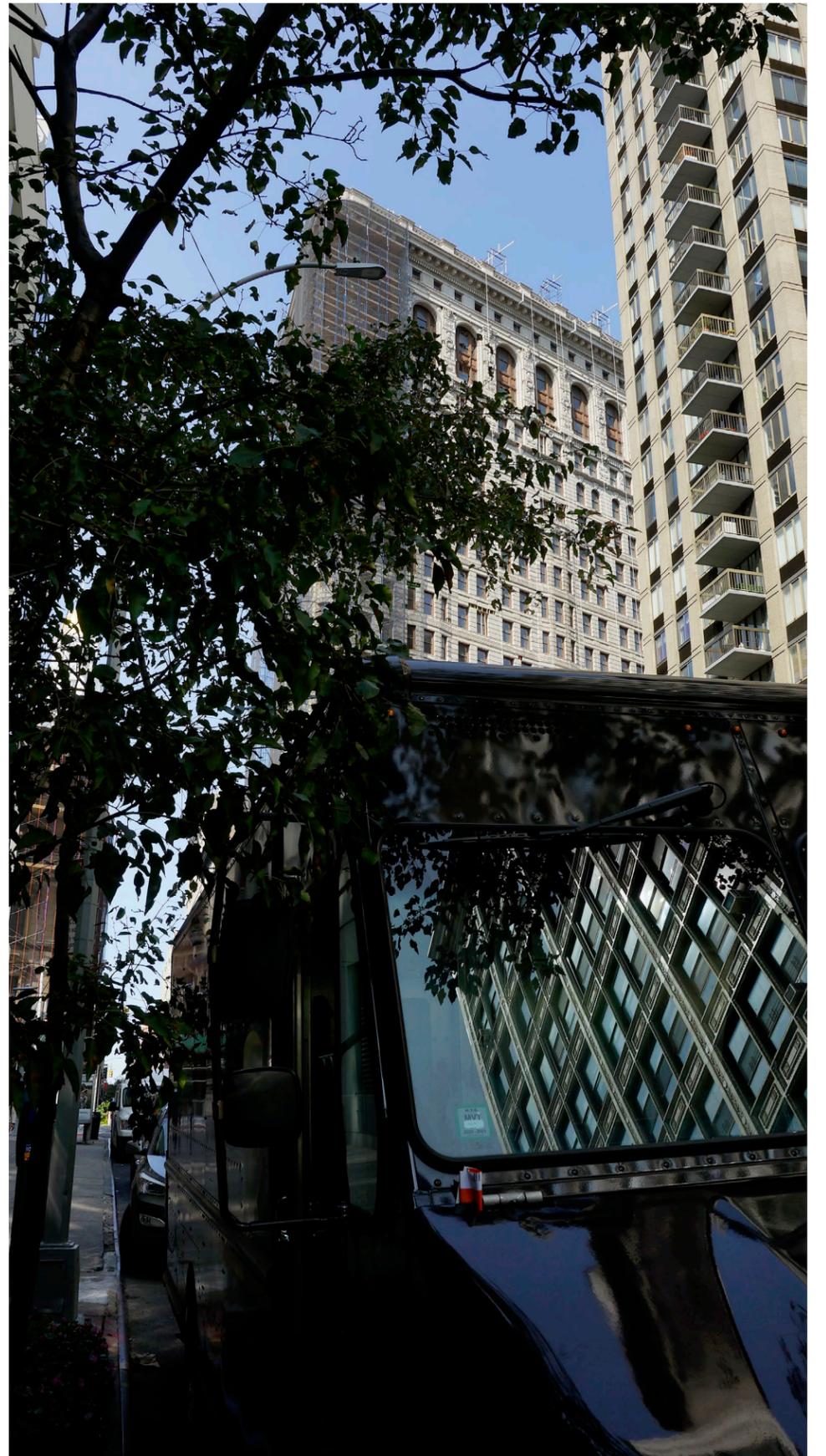


EXISTING CONDITION



PROPOSED

VIEW 21 (ON E 22ND ST, LOOKING WEST)



MOCK-UP

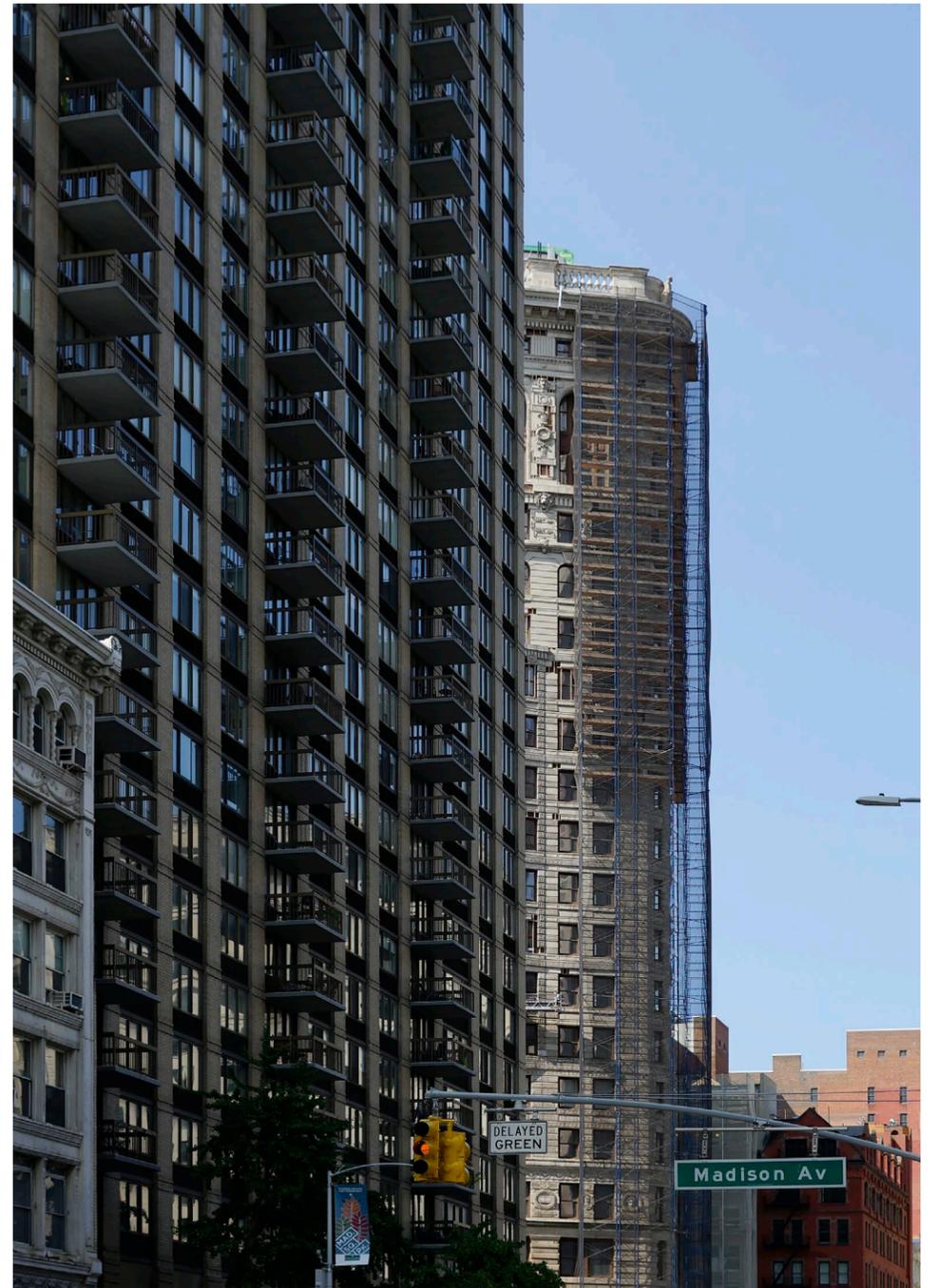


EXISTING CONDITION



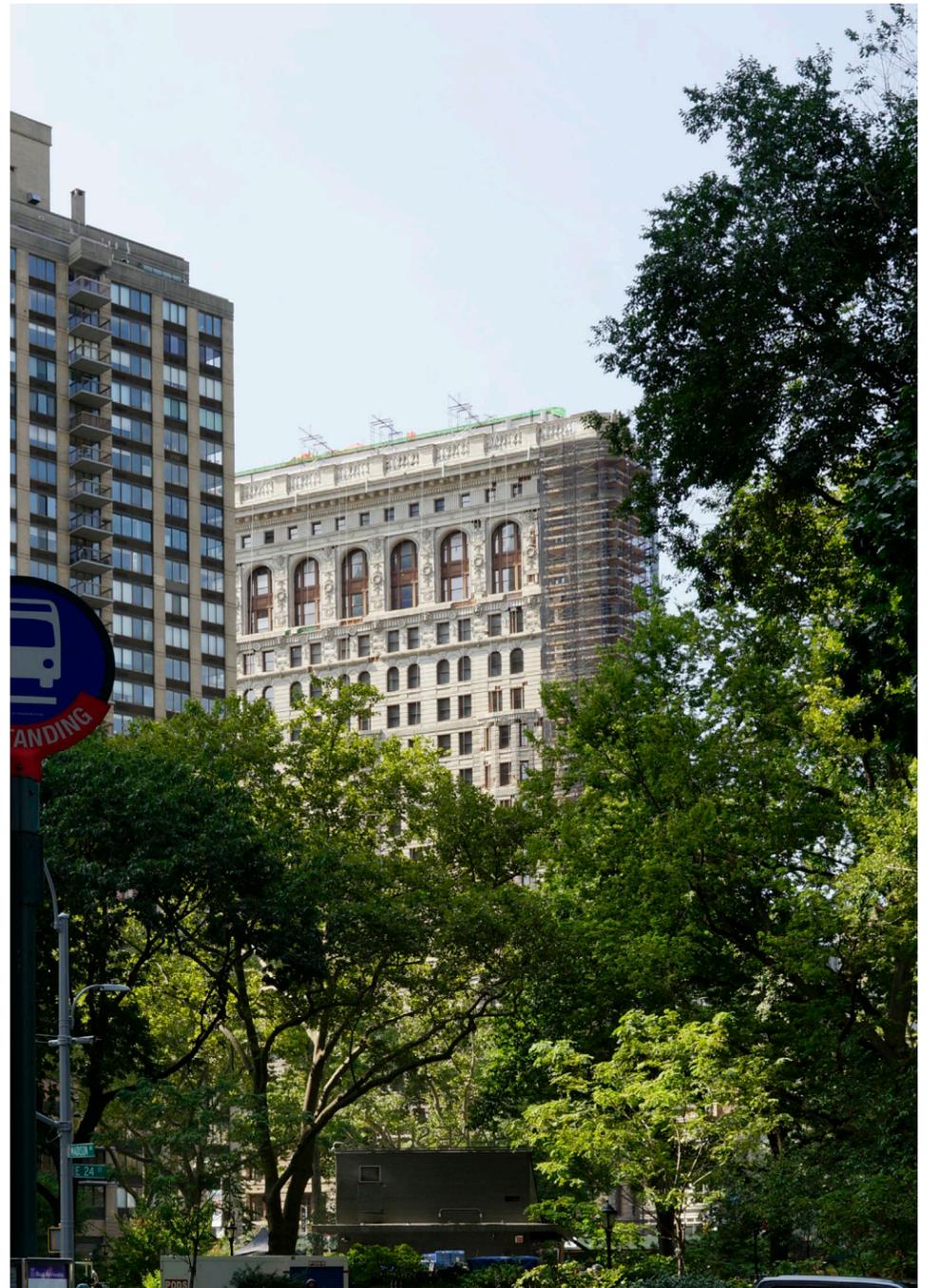
PROPOSED

VIEW 22 (AT E 23RD ST & MADISON AVE INTERSECTION, LOOKING WEST)



MOCK-UP

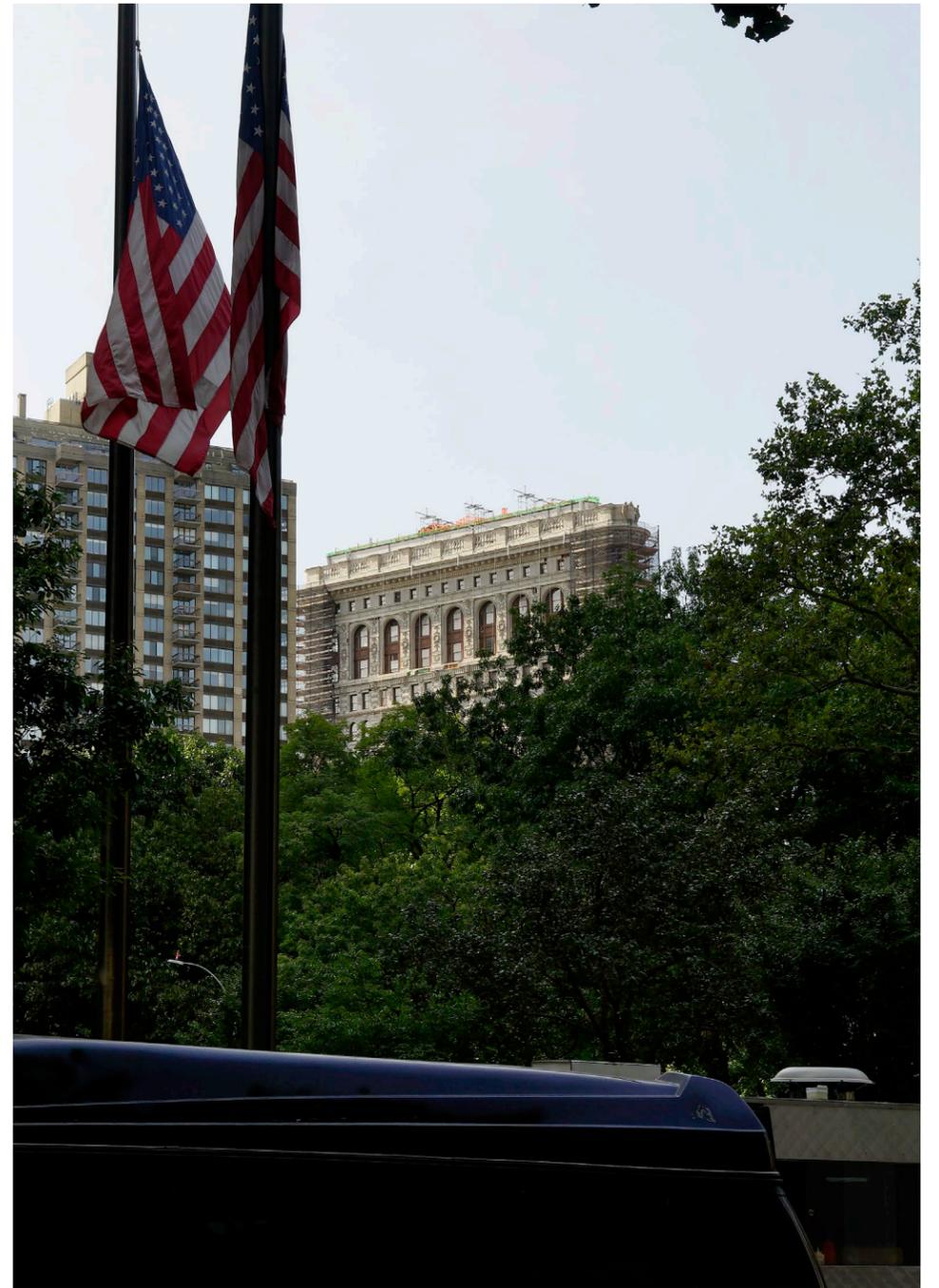
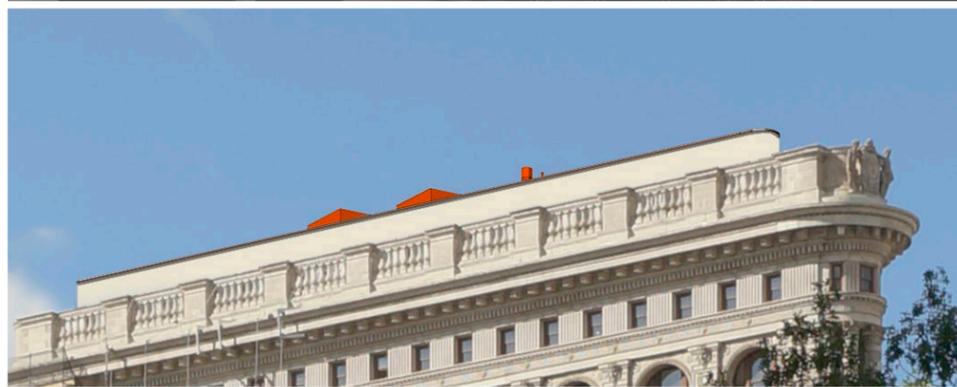




VIEW 23 (ON MADISON AVE, LOOKING SOUTH-WEST)

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE



VIEW 24 (AT E 26TH ST & MADISON AVE INTERSECTION, LOOKING SOUTH-WEST)

FLATIRON BUILDING

OCTOBER 20, 2020 | BEYER BLINDER BELLE