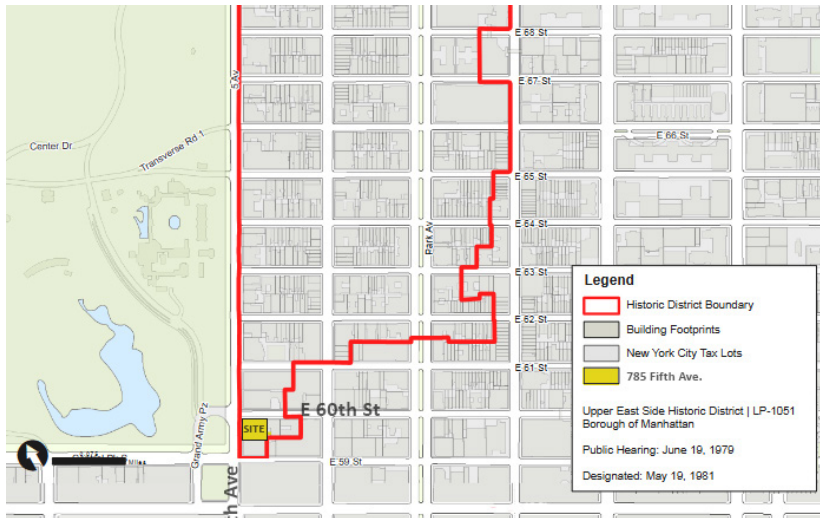


785 5TH AVENUE - PROPOSAL FOR ENLARGED STOREFRONTS

Block 1374 Lot 69
Scheduled LPC Public Hearing 04/25/2023

Community Board 8, Landmarks Committee Hearing 04/17/2023



EXISTING CONDITIONS

785 FIFTH AVENUE

Fifth Avenue and 60th Street Corporation

BKSK, 230 W 38th St, 16th Fl.

New York, NY 10018

Proposal for Alteration to Ground Floor Street Façade





Enlarged storefront and renovated residential entry

Changes include:

- Enlarged storefront widths.
- Enlarged height of storefronts with signage band.

- Enlarged height at residential entry to match storefront scale.
- Continue existing limestone surround.
- New fixed canopies at retail entries on 5th avenue and 60th street.
- New cloth canopy at residential entry.
- New signage to zoning mandated limit.

PROPOSED ALTERATIONS

785 FIFTH AVENUE

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FIFTH AVENUE between 59th Street and 60th Street
No. 785 (1374/69)

	Date	Architect	Owner
Erected	1962-63	Richard Roth of Emery Roth & Sons	for 787 Fifth Avenue Corp.

ARCHITECTURE

Style none

Elements Seventeen-story apartment building; first three floors are faced with stone; white brick above; bands of triple windows; set backs begin at the fourteenth floor.

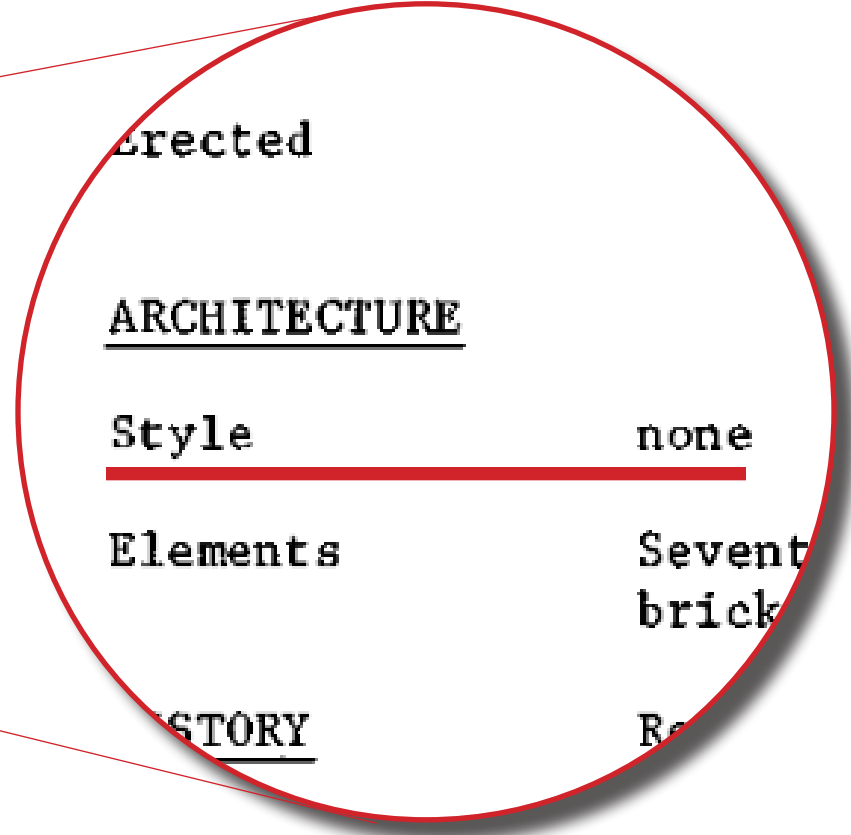
HISTORY

Replaced an apartment house (1904) by Henry J. Hardenburgh

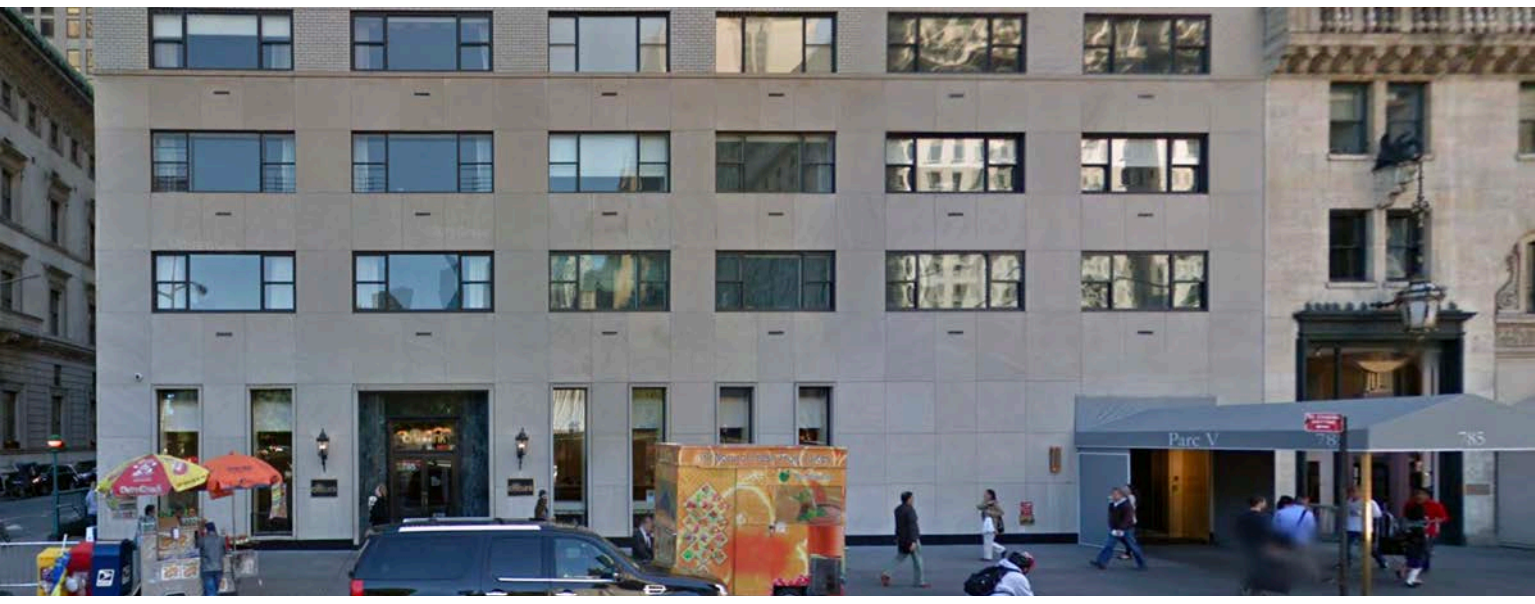
References:

Alexandra-Cushing Howard, *Fifth Avenue and Central Park, Buildings-Structures Inventory* (Albany: Division for Historic Preservation, 1975).
New York City, Department of Buildings, Manhattan, Plans, Permits and Dockets.

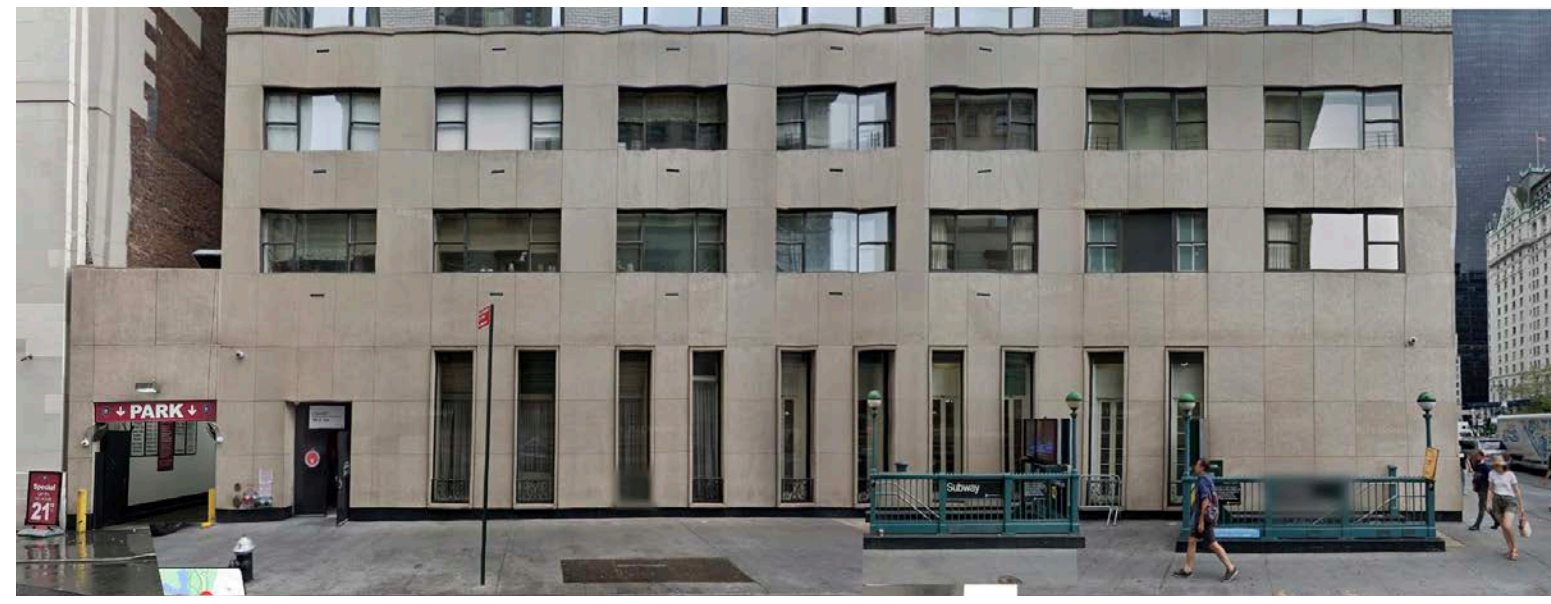
Designation Report



Rough-honed limestone window detail



5th Avenue



East 60th Street

EXISTING CONDITIONS

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3rd Avenue and 69th Street (169 E 69th st)
 Single base expression; commercial on Ave. and entry on Street.



785 Fifth Avenue
 Three-story base expression; entry on 5th Ave.



Madison Avenue and 65th Street (30 E 65th St)
 Two-story base expression; commercial on Ave.; entry on Street.



Park Avenue and 61st Street (530 Park Avenue)
 Two story base expression added; entry on Park; no commercial.



5th Avenue and 69th Street (875 5th Avenue)
 Three story base expression; entry on 5th Ave.

EXAMPLES OF UPPER EAST SIDE “WHITE BRICK” CORNER APARTMENT BUILDINGS”

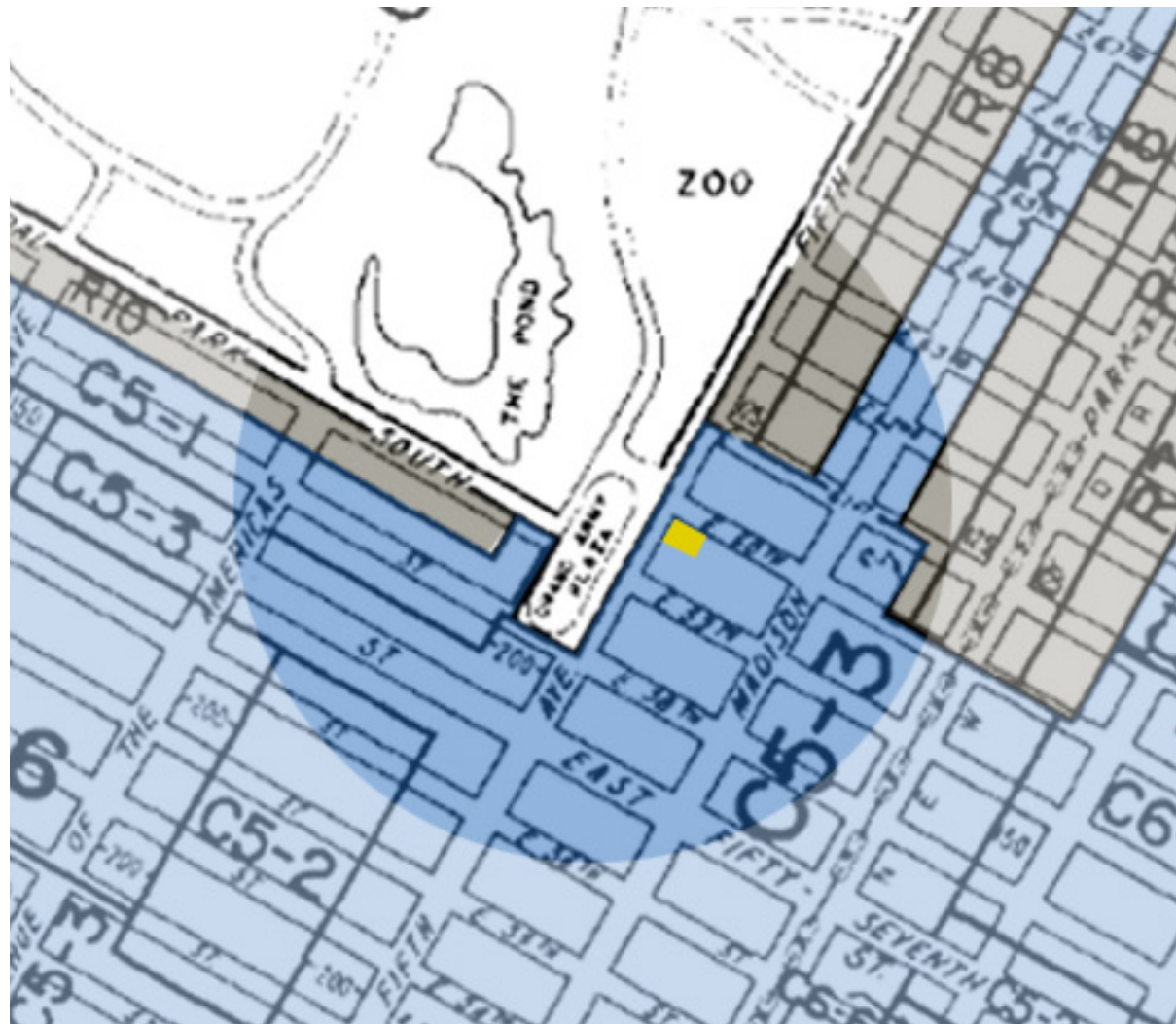
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1961 zoning map
(at time of
construction):
CONFORMING

- Commercial
- Residential
- Site



Current zoning map:
NONCONFORMING

- Commercial
- Residential
- Site



5th Avenue residential



Site: 785 Fifth Avenue

Sherry Netherlands building



Fifth Avenue Apple Store



5th Avenue Gucci Store

INFLECTION POINT

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New York, NY 10018

Proposal for Alteration to Ground Floor Street Façade





East 59th Street



East 58th Street



Varied retail identities



Two-story scale



Two story retail presence



Fixed canopy with signage



Ample signage and tall doors +/-10'

SCALE AND CHARACTER OF 5TH AVENUE RETAIL SOUTH OF SITE.

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Fifth Avenue and 60th Street Corporation

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New York, NY 10018

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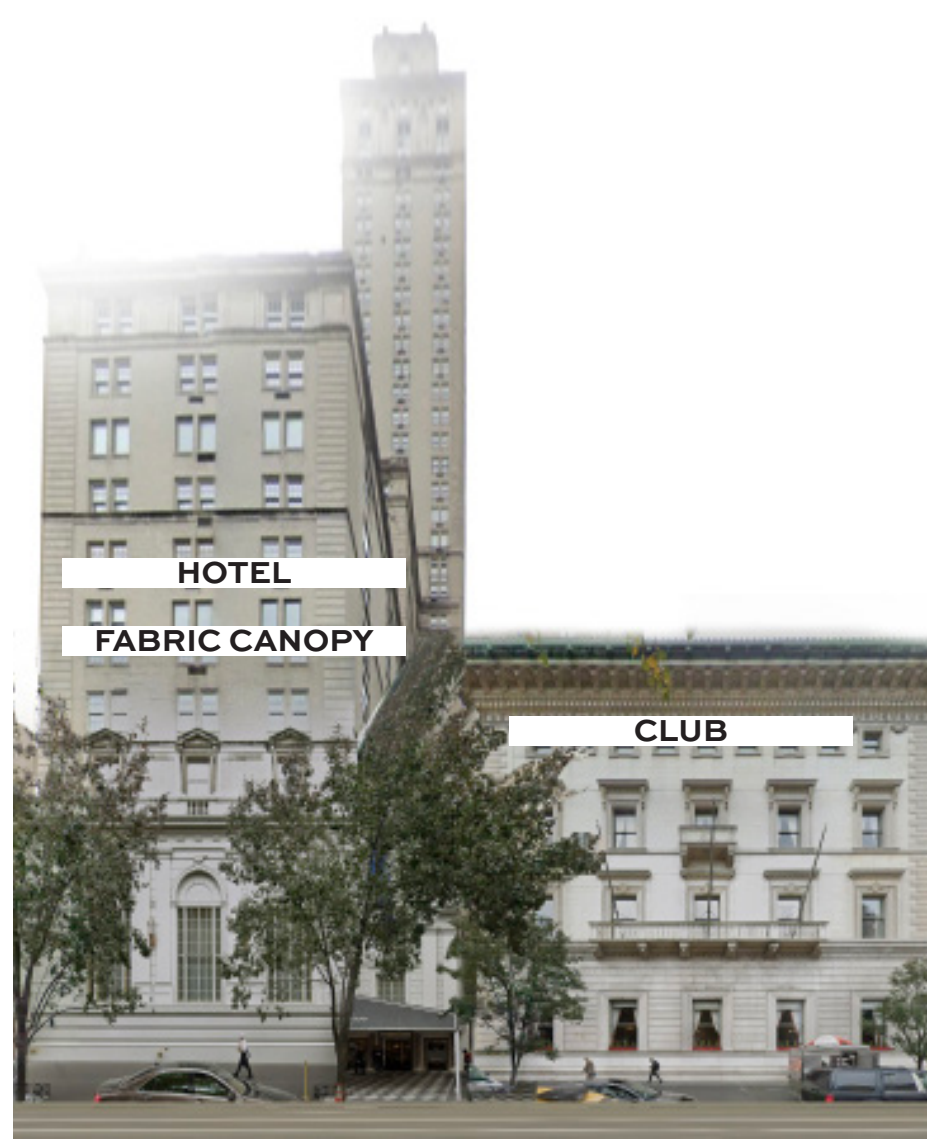


RESIDENTIAL
FIXED CANOPY

Urbana 800 Fifth Avenue
800 5th Ave.



East 61st Street



HOTEL
FABRIC CANOPY

CLUB

The Pierre Hotel
2 East 61st Street

The Metropolitan Club
1 East 60th Street



East 60th Street



**RESIDENTIAL/
COMMERCIAL**
**FIXED CANOPY/
FABRIC CANOPY**

785 Fifth Avenue
785 Fifth Ave.

SCALE AND CHARACTER OF 5TH AVENUE RETAIL NORTH OF SITE.

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South Side



North Side

SCALE AND CHARACTER OF 60TH STREET TO THE EAST OF THE SITE.

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Proposal for Alteration to Ground Floor Street Façade





Scale and character of the immediate context of the block:

- double and trip height street scale
- double height retail scale

- Distinct but integrated res. entry
- Primary street presence is building arch; individual retail identities are secondary
- Balance of solid (stone) and transparent (metal and glass)

IMMEDIATE CONTEXT

785 FIFTH AVENUE

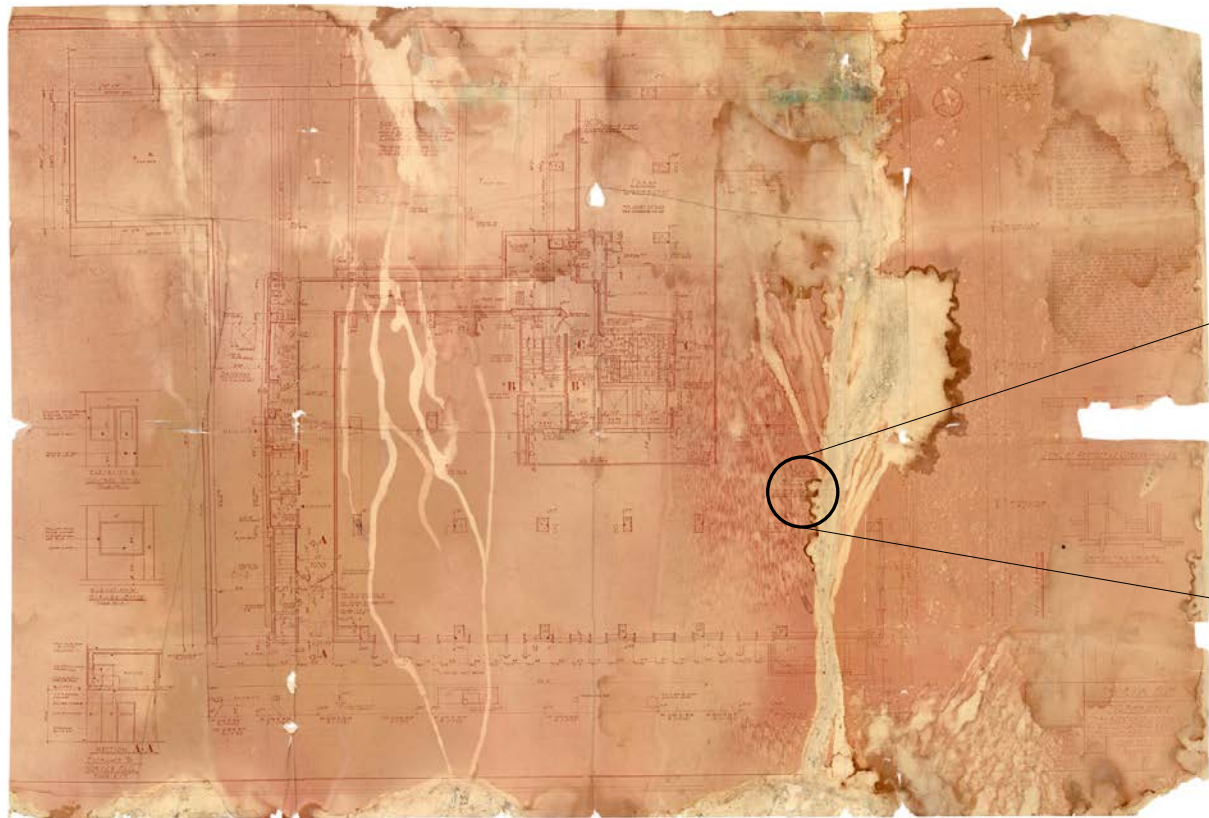
Fifth Avenue and 60th Street Corporation

BKSK, 230 W 38th St, 16th Fl.

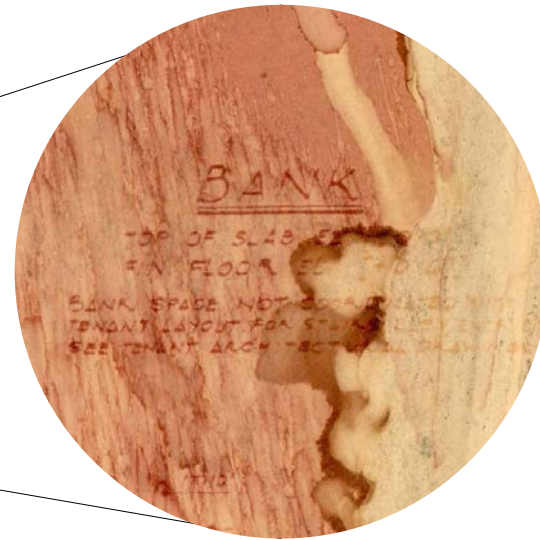
New York, NY 10018

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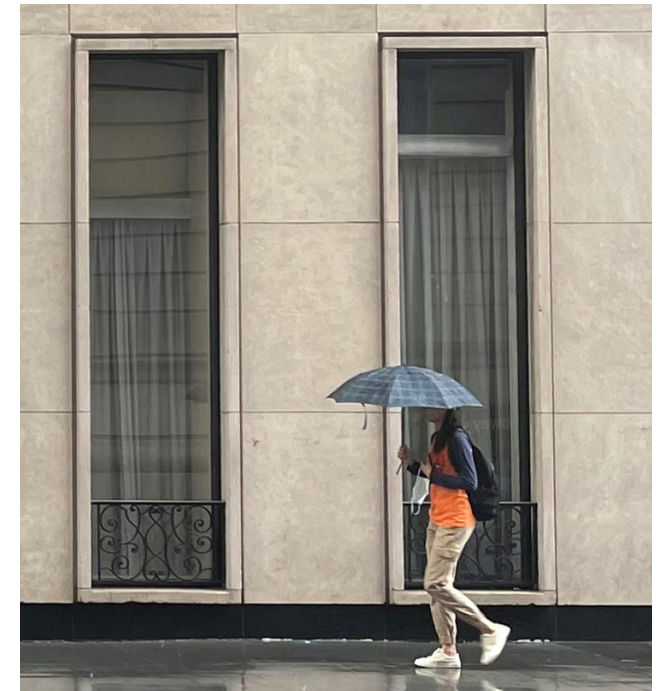




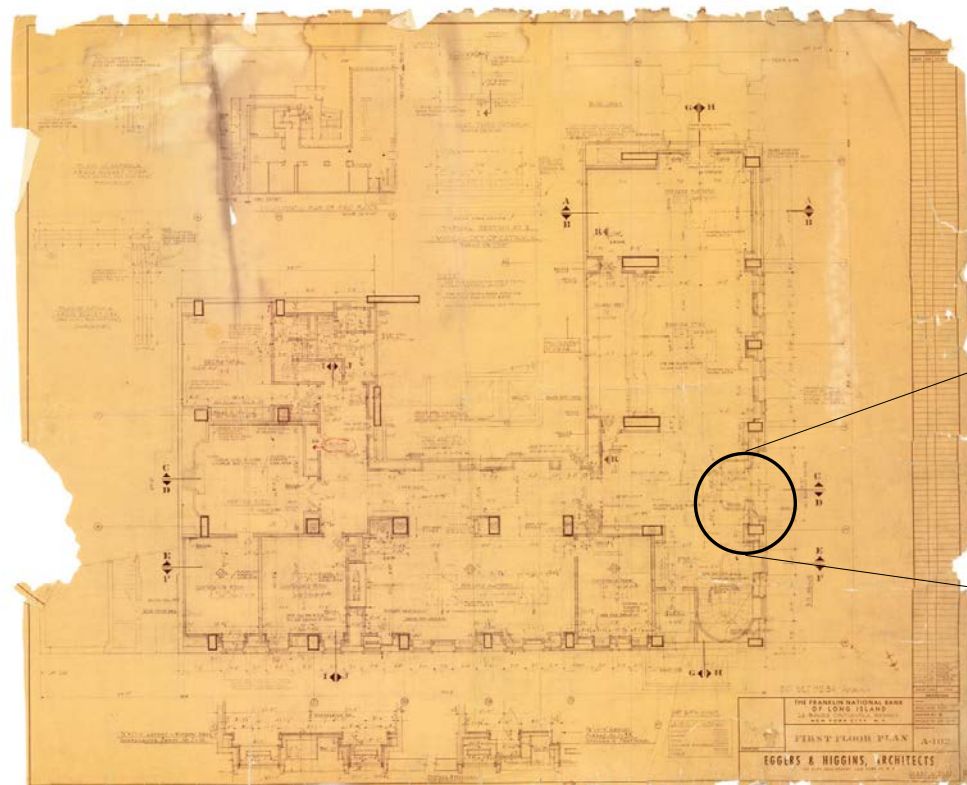
Original Emery Roth and Sons Ground floor plan



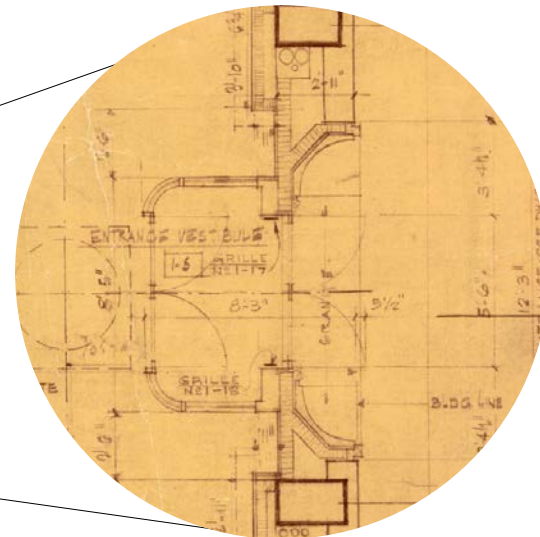
“Bank space not coordinated with tenant layout for stair [...] entry [...] See Tenant architectural plans.”



Limited ground floor transparency designed into base building likely due to bank tenancy.



Eggers & Higgins original tenant build-out plans



Entry detailing is part of tenant fit-out.



Existing Citibank entry

EXISTING CONDITIONS; ORIGINAL COMMERCIAL TENANT STOREFRONT DESIGN

785 FIFTH AVENUE

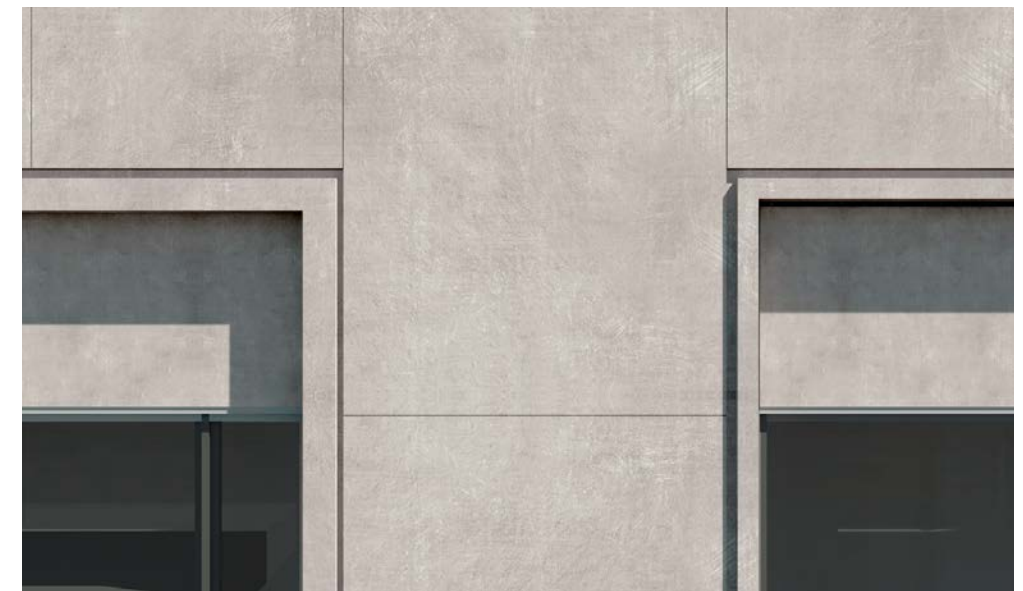
Fifth Avenue and 60th Street Corporation

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PROPOSED ALTERATIONS

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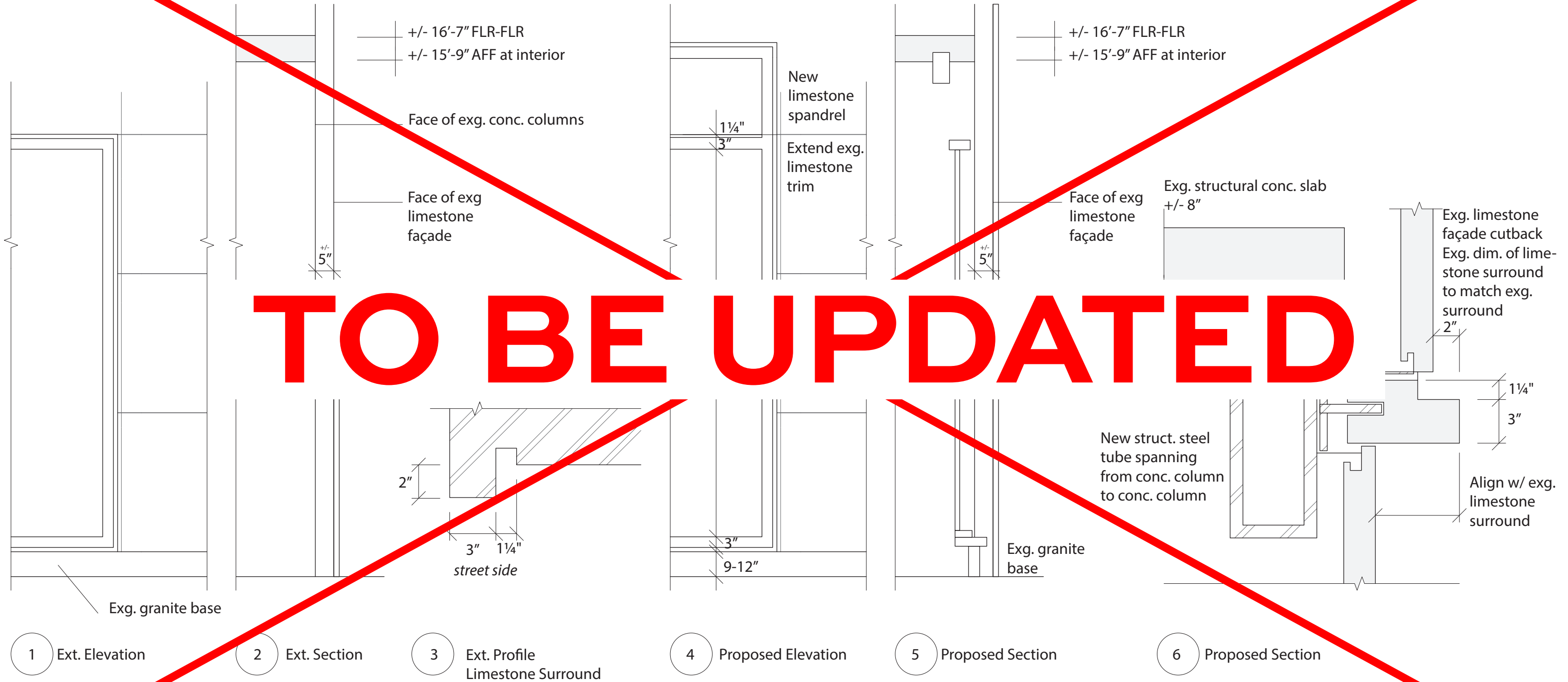
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Proposal for Alteration to Ground Floor Street Façade





TO BE UPDATED

DETAILS STOREFRONTS

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Oil-Rubbed Bronze



Buff Honed Indiana Limestone



Buff Existing Indiana Limestone

MATERIALS

785 FIFTH AVENUE

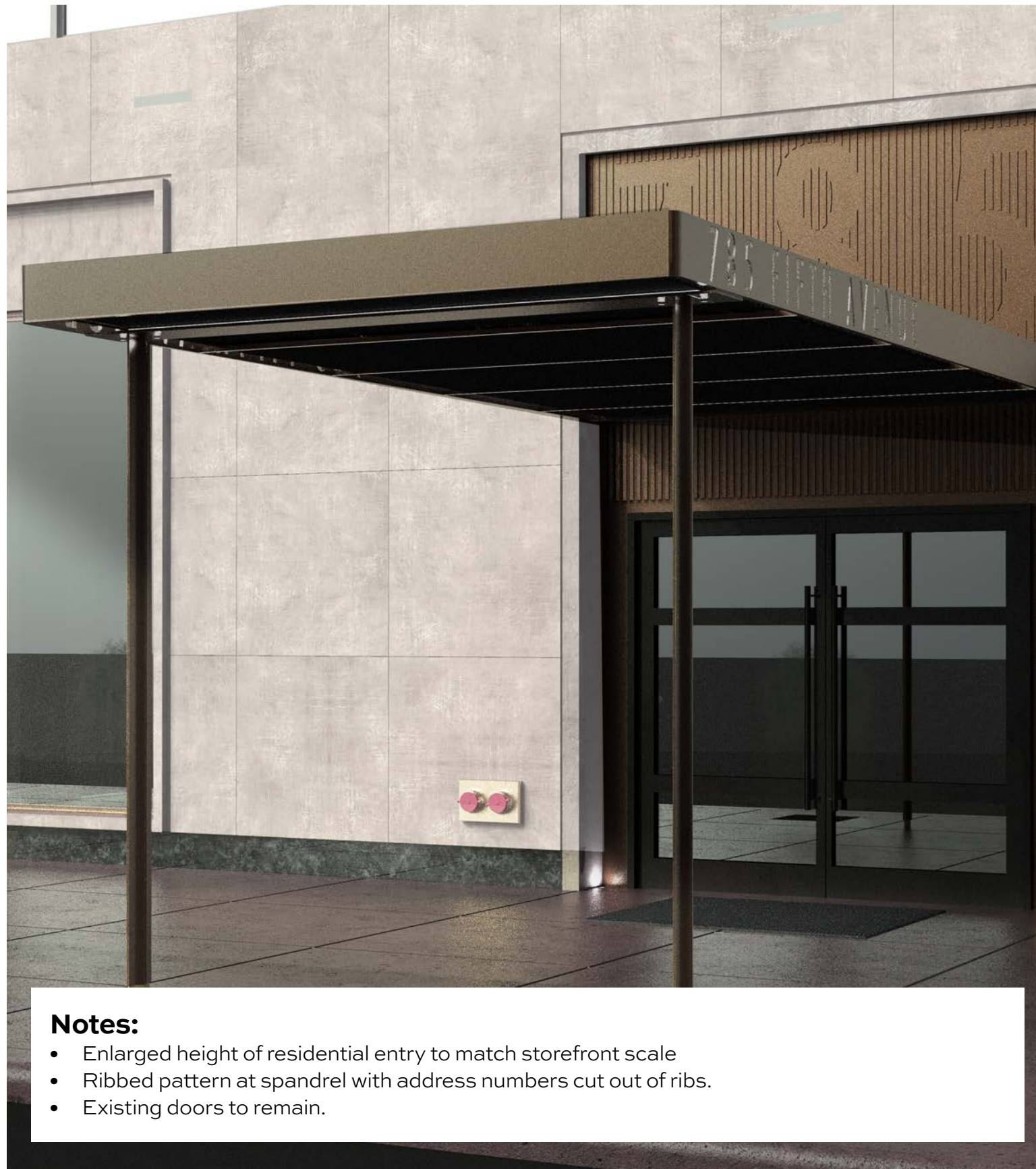
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Proposal for Alteration to Ground Floor Street Façade





- Notes:**
- Enlarged height of residential entry to match storefront scale
 - Ribbed pattern at spandrel with address numbers cut out of ribs.
 - Existing doors to remain.



RESIDENTIAL ENTRY

785 FIFTH AVENUE

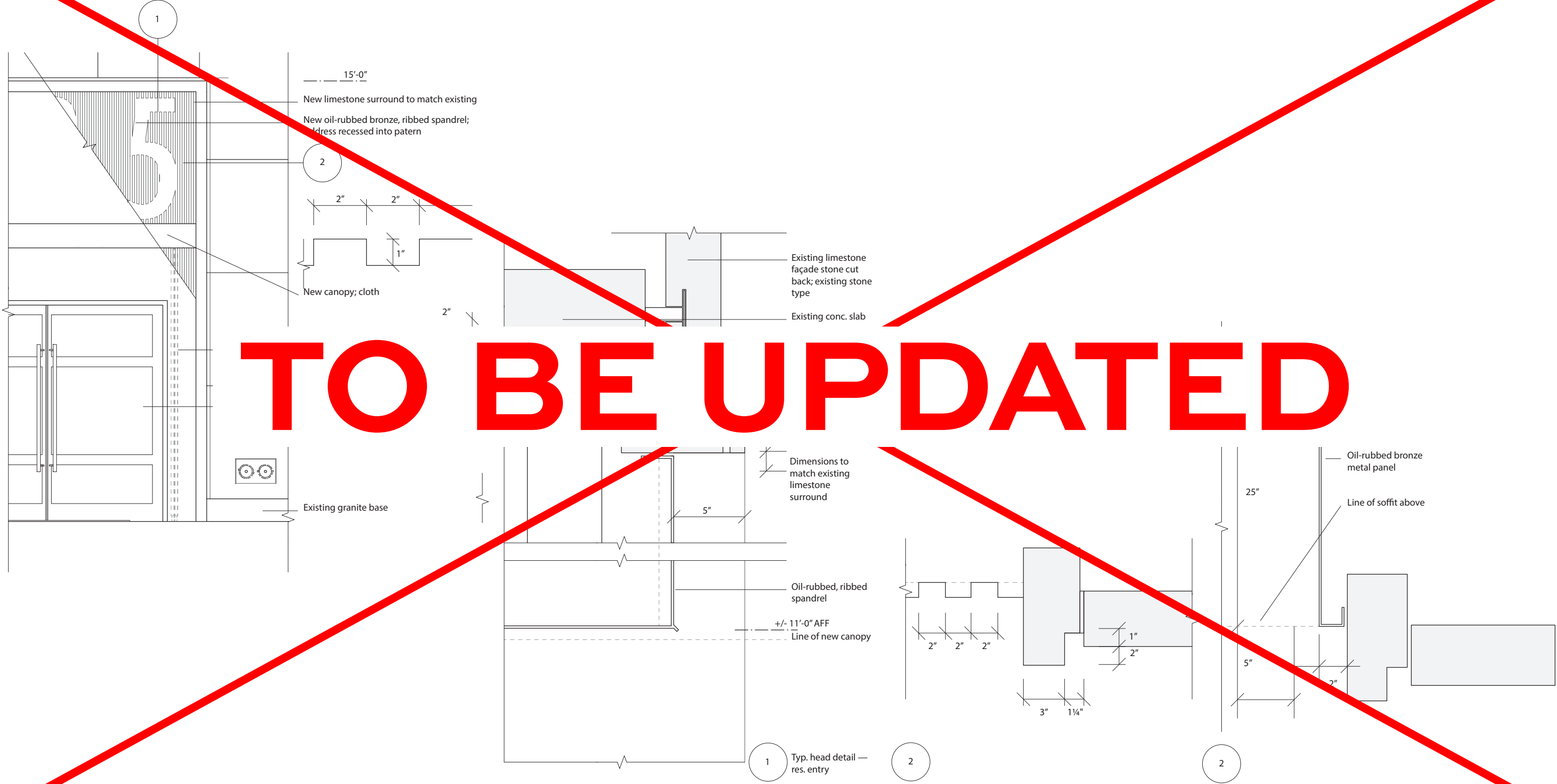
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TO BE UPDATED

DETAILS RESIDENTIAL ENTRY

785 FIFTH AVENUE

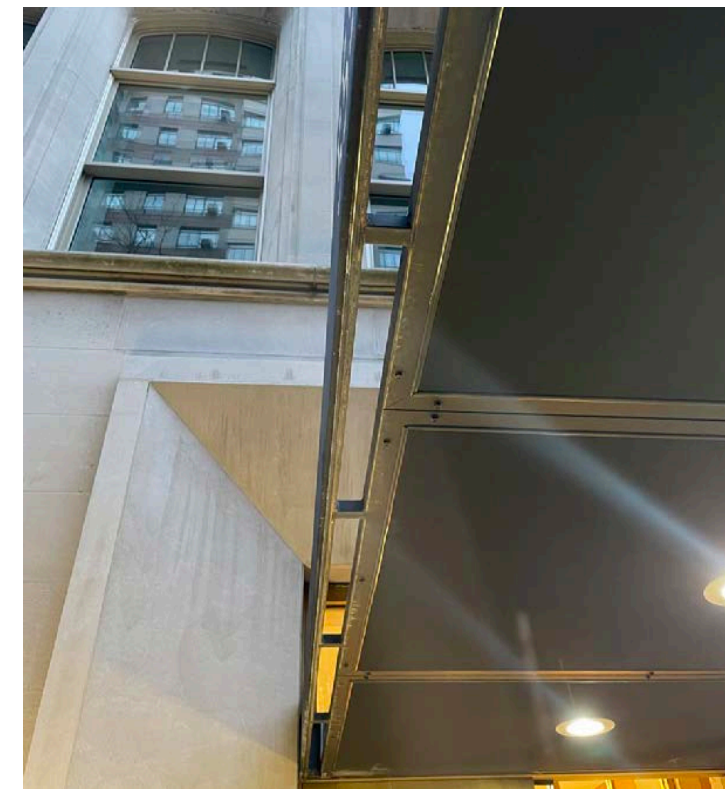
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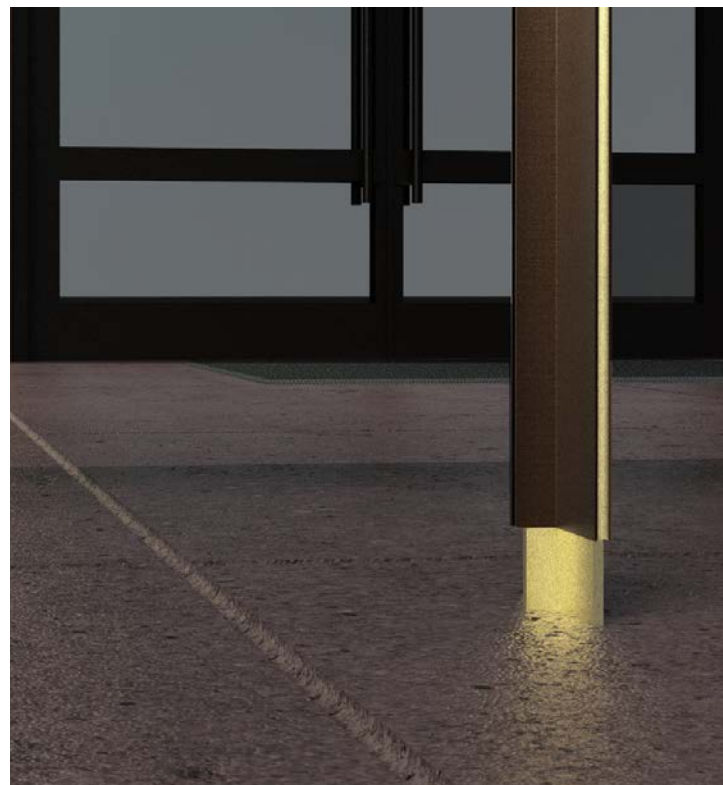




Canopy address in backlit sandblasted glass and cut-out characters and spandrel with large address numbers incised into ribbed pattern



Sample of similar canopy



Column detail in brass and bronze.



Canopy edge

RESIDENTIAL CANOPY

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5th Avenue
138.76 square feet of signage



60th Street
126.38 square feet of signage

SIGNAGE

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