

Valerie S. Mason
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**The City of New York
Community Board 8 Manhattan**

March 26, 2024

Honorable Sarah Carroll, Chair
NYC Landmarks Preservation Commission
Municipal Building
One Center Street, 9th Floor
New York, New York 10007

RE: 1 East 70th Street: The Frick Collection (Individual Landmark) – *Beyer Blinder Belle* – A French Louis XVI architecture style building designed by Carrere & Hastings and constructed in 1913, the museum galleries designed by John Russell Pope and constructed in 1935, and the reception hall, garden, and surrounding walls designed by Bayley, Van Dyke, and Poehler in 1975. Application is for the installation of exterior informational and identification signage.

Dear Chair Carroll,

WHEREAS The Frick Collection is located at the Henry Clay Frick House, a Beaux-Arts mansion designed for Henry Clay Frick by Carrere & Hastings in 1913. The Frick also houses the Frick Art Reference Library;

WHEREAS in 1931 John Russell Pope converted the Frick House into a museum; the house was expanded in 1977 to accommodate additional works of art;

WHEREAS The Frick Collection hired Annabelle Selldorf in partnership with Breyer Blinder Belle to design a major enlargement that required the museum to close during construction; the enlargement was approved by The Landmarks Preservation Commission in June 2018. In addition, a variance was required from the Board of Standards and Appeals to modify applicable provisions of the Zoning Resolution. This was granted in March 2020;

WHEREAS The Frick Collection is now scheduled to reopen in late 2024;

WHEREAS the proposed signage package includes new visitor signs that flank the front door of the main entrance on East 70th Street, a primary Fifth Avenue sign, a sign/poster at the corner of 71st Street and Fifth Avenue, and a new replacement sign at the entrance to the reference library on East 71st Street;

WHEREAS the primary Fifth Avenue sign — “The Frick Collection” — will be above the height of cars traveling along Fifth Avenue; the applicant proposes to nest it in relation to the existing wrought iron fence and balustrade by placing it on top of the balustrade adjacent to the fence;

WHEREAS there will be a wash of light from the bottom of the sign for illumination; the light element will be placed on top of the balustrade;

WHEREAS the sign will be 15’ long x 1’ high and 4 1/2” deep; the letters will be 7” tall and will cover 13’9” of the 15’ length;

WHEREAS at one side (the side to the east) of the main entrance will be a 2'7/8" x 1'11" wide informational sign with times and pricing for entry; on the other side will be a triptych with one informational sign and two posters advertising current exhibitions;

WHEREAS at the corner of 71st Street and Fifth Avenue, there is an existing poster set into an existing niche; the applicant proposes to enlarge the poster so that it feels more confident in that space;

WHEREAS the enlarged poster will be lit from the front and will measure 8' 1 3/8" tall x 4' 11" wide so that it is scaled appropriately for the niche that is there;

WHEREAS on 71st Street, at the Reference Library and Group Entrance (relocated from the main entrance on 70th Street) to the left of the entrance, there will be one informational sign 2' tall x 1 1/2" wide;

WHEREAS in addition to the 4 main signage areas, approximately 12 exterior code-compliant 6" x 6" signs will be scattered on 70th and 71st Streets;

WHEREAS except for the modest code-compliant signage, all signage will have illumination with low light levels; the illumination will remain on after dark, including when the museum is closed;

WHEREAS the lighting will always be angled toward the signage; the light source is invisible, and the level of light is very low;

WHEREAS the proposed signage package is the last installment of The Frick Collection's renovations process prior to its reopening;

THIS APPLICATION IS DIVIDED INTO TWO PARTS: Part A — The proposed Fifth Avenue sign, Part B — The proposed signage at entrance, at the corner of Fifth Avenue and 71st Street, and signage at entrance to Reference Library.

Part A – The Proposed Fifth Avenue Sign

At the Full Board meeting of Community Board 8 Manhattan held on March 20, 2024, the Board approved **Part A** of the following resolution by a vote of 26 in favor, 10 opposed, 0 abstentions, and 2 not voting for cause.

THEREFORE BE IT RESOLVED that Part A of this application is **APPROVED** as presented.

Part B – Signage at the main entrance, at the corner of Fifth Avenue and 71st Street, and the signage at the Reference Library

At the Full Board meeting of Community Board 8 Manhattan held on March 20, 2024, the Board approved **Part B** of the following resolution by a vote of 23 in favor, 12 opposed, 1 abstention, and 2 not voting for cause.

THEREFORE BE IT RESOLVED that Part B of this application be **APPROVED** as presented.

Please advise us of any action taken on this matter.

Sincerely,

Valerie S. Mason

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cc: Honorable Kathy Hochul, Governor of New York
Honorable Eric Adams, Mayor of the City of New York

Honorable Mark Levine, Manhattan Borough President
Honorable Jerry Nadler, 12th Congressional District Representative
Honorable Liz Krueger, NYS Senator, 28th Senatorial District
Honorable José M. Serrano, NYS Senator, 29th Senatorial District
Honorable Edward Gibbs, NYS Assembly Member 68th Assembly District
Honorable Alex Bores, NYS Assembly Member, 73rd Assembly District
Honorable Rebecca Seawright, NYS Assembly Member 76th Assembly District
Honorable Keith Powers, NYC Council Member, 4th Council District
Honorable Julie Menin, NYC Council Member, 5th Council District
Honorable Diana Ayala, NYC Council Member, 8th Council District