AT&T 2015 SOTF

New York, NY - 2195 Broadway
Landmarks Preservation Commission Storefront Review

May 5, 2015

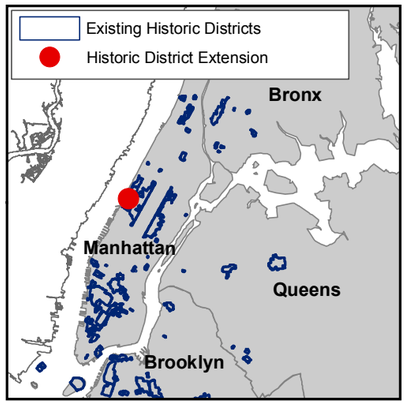
Prepared by Callison _ Seattle, WA.

MOBILIZING
YOUR
WORLD

West End-Collegiate
Historic District Extension
Borough of Manhattan, NY
Landmarks Preservation Commission

Calendared: November 16, 2010
Public Hearing: June 28, 2011
Designated: June 25, 2013

- Boundary of District Extension
- Tax Map Lots, District Extension
- Boundaries of Existing Districts
- Tax Map Lots, Existing Districts

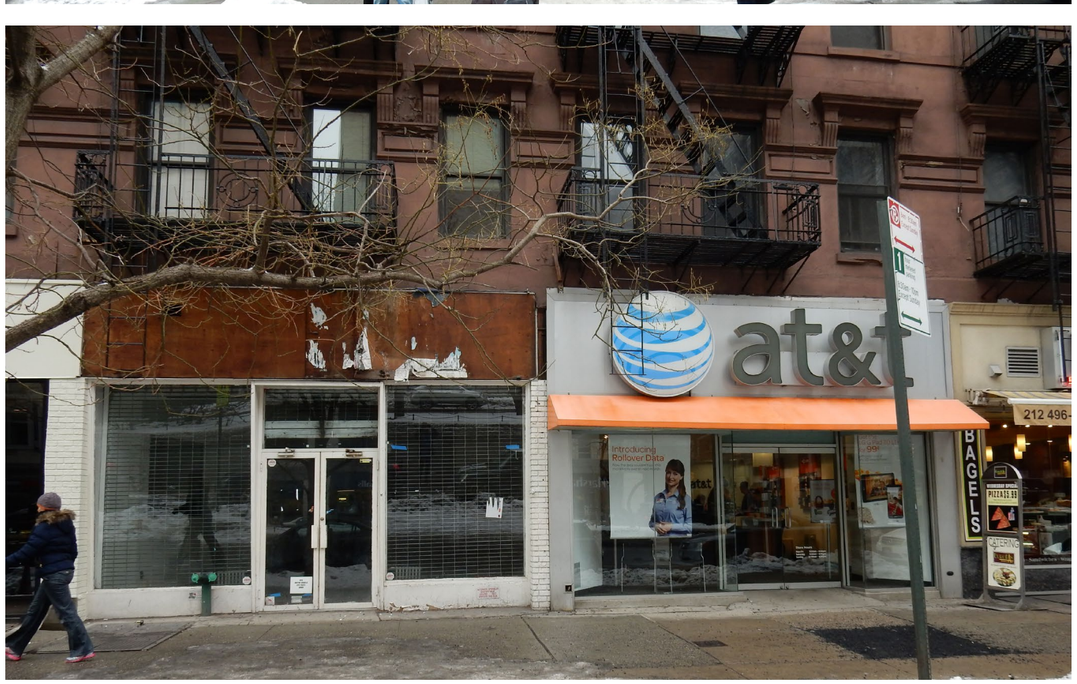


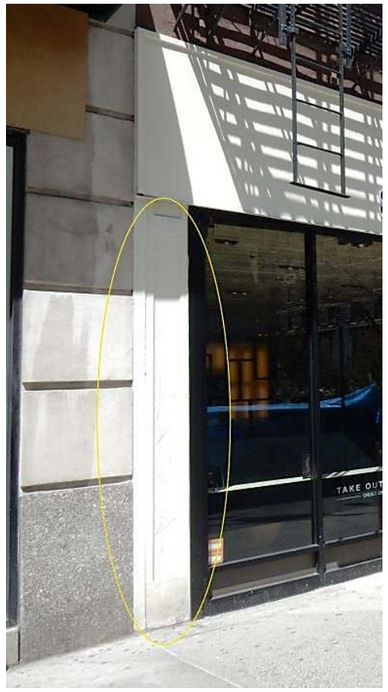
Graphic Source: MapPLUTO, Edition 09v1, 2009. Author: Landmarks Preservation Commission, JM. Date: June 25, 2013.

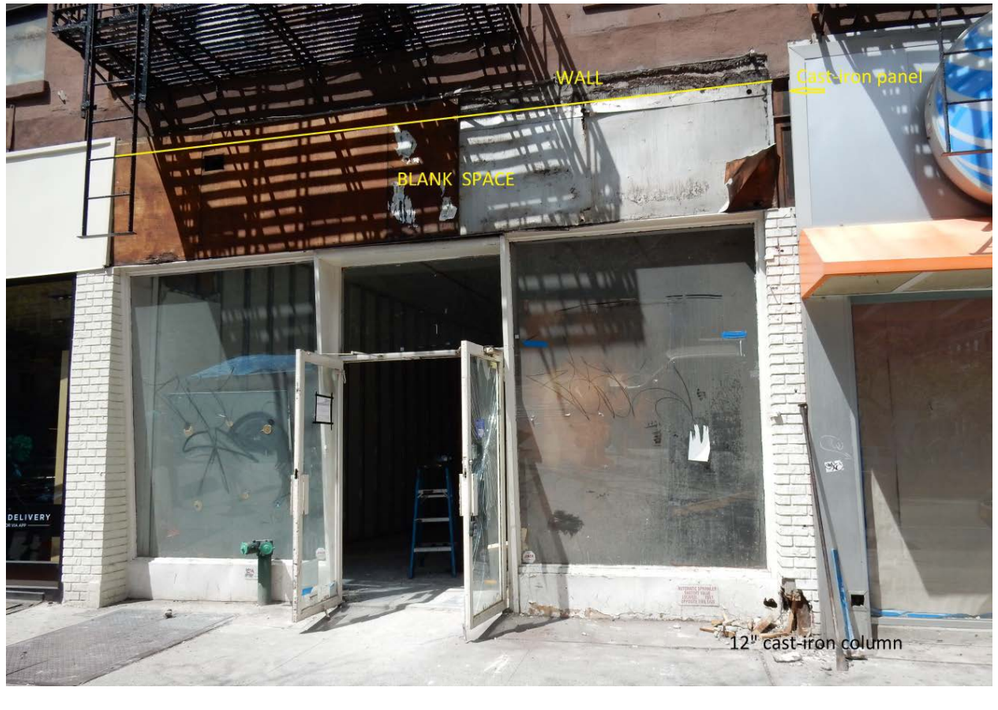
SHOP
at&t
EUROPAN
La Caridad 78 Restaurant

W 78 ST
ONE WAY
La Caridad 78 Restaurant
PIZZA
LA CARIDAD 78 RESTAURANT
2197
COMIDAS CHINA Y CRIOLLA
TAP
TAP
CH!

SHOP
at&t
EUROPAN
BAGELS
2197
CATERING
PIZZA
2198 Broadway


at&t
Introducing
Rollover Data
BAGELS
CATERING
212 496-





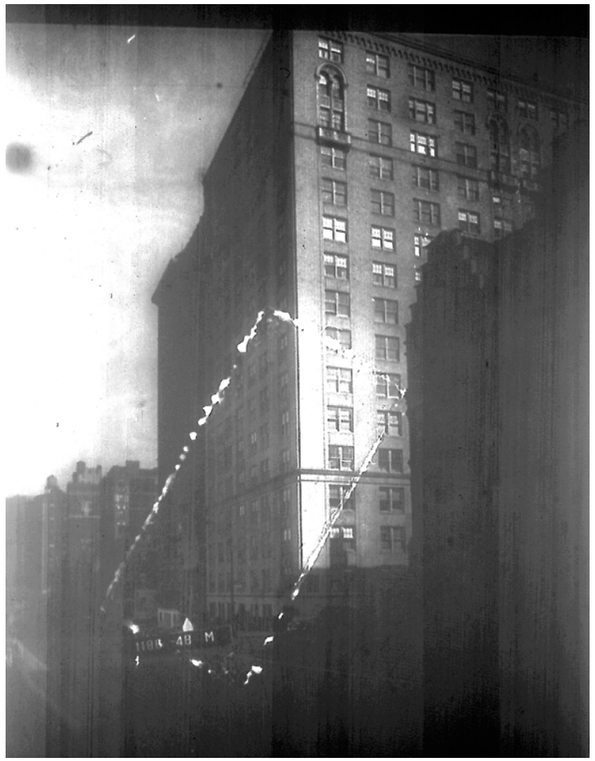
2195 Broadway Probes

Clockwise:
Cast-iron Panel above store
Cast-iron column behind brickface
Cast-iron column at south edge of stores
Probes key

Mary B Dierickx , Page 3a, 5/5/15

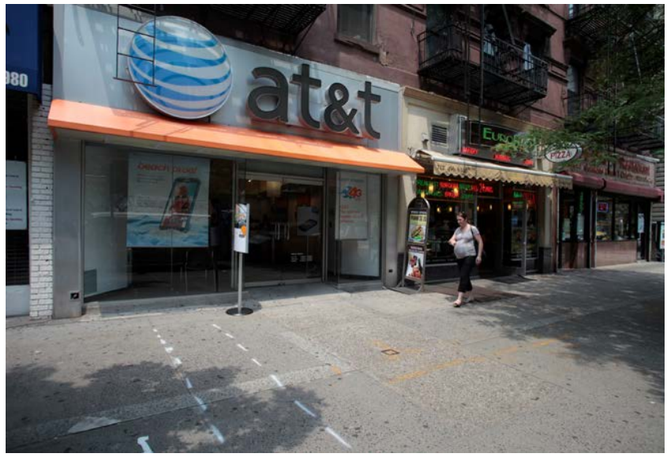
1908 (NYPL)

1924 far right (MCNY)



c1940 (Municipal Archives)

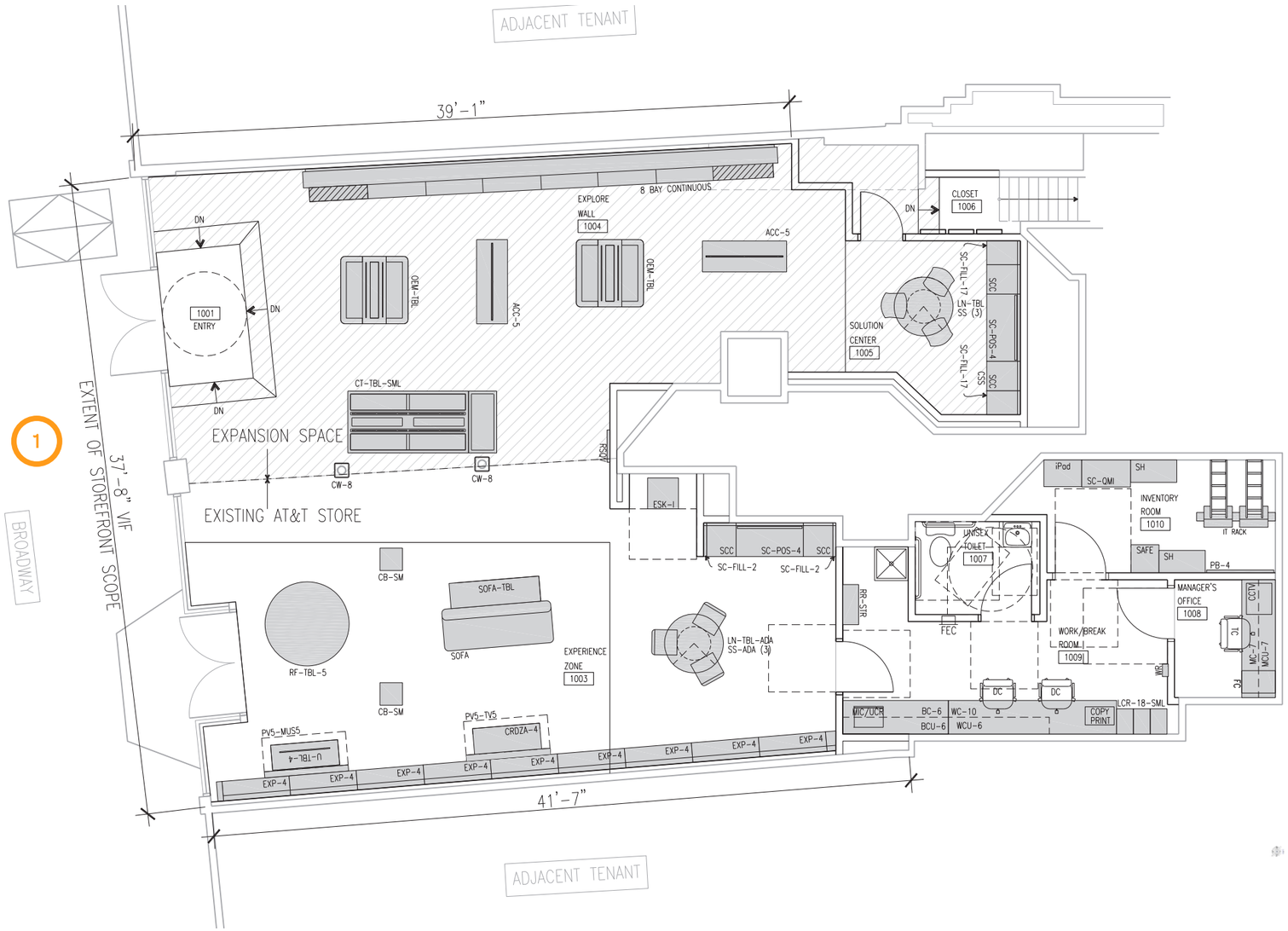
1975 far left (MCNY)
Designation Photos (2013) at Right



SITE PLAN

STORE STATS:

Total Size:	+/- 1,919 SQFT
Site Type:	Inline - Urban
Site Description:	Expansion
Existing Restrooms:	Yes
Quantity:	2 (Relocated)



Remodel/expansion of an existing AT&T retail store. This includes complete removal of existing delapidated exterior storefronts. Two (2) existing retail tenant spaces will be combined into one (1) cohesive new storefront. AT&T's premium national branding elements will be incorporated within the larger historical context of the existing building.

Scope of work includes:

- Powder-coated (prefinished) aluminum storefront system and matching pair of entry doors.
- Install new sign band/border (to be painted light gray) above new storefront, taking on cues from the existing building's historical context.
- Install premium orange aluminum composite panel system (alpolic) to be recessed within the sign band, per AT&T's new exterior branding design.
- Install 3'-0" diameter low-profile/flat globe-only sign, per AT&T's new exterior branding design. Sign to be pin mounted through the aluminum composite panel system and halo-lit for a soft/subtle glow at night.
- Expose cast iron columns at storefront and paint with Benjamin Moore Kendall Charcoal HC-166. Clad new 18" tall knee walls with granite.

SUSHI SHOP
212 496-6100
2197
BAGELS
PIZZA
CATERING
CERVEZA
OPEN

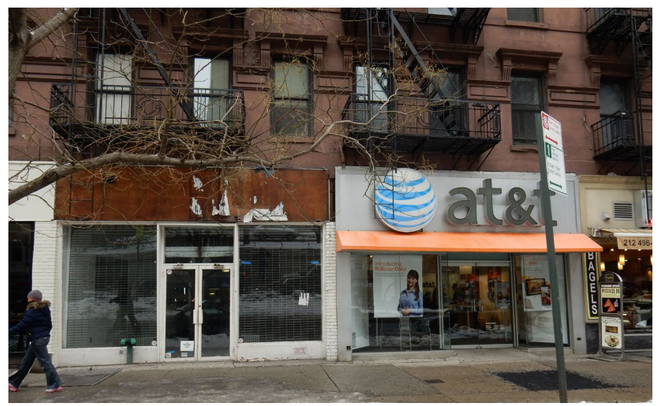
Proposed Storefront

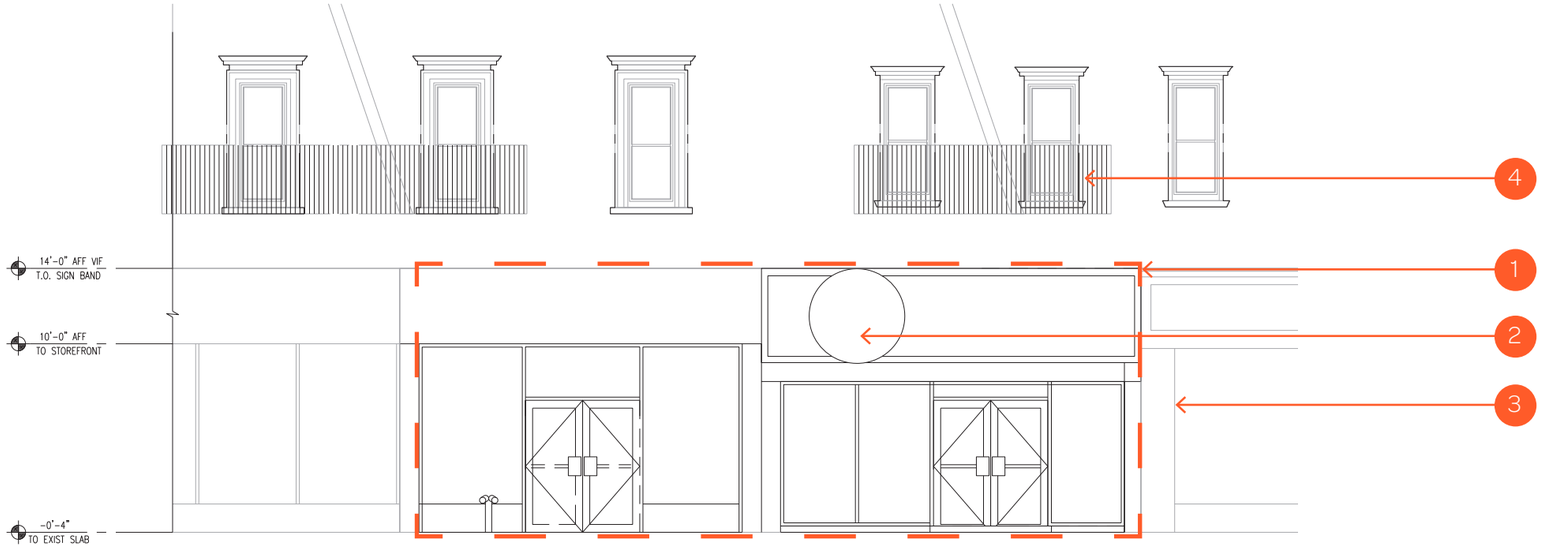
PROPOSED STOREFRONT

KEY NOTES:

1. 3’-0” diameter low profile Globe material sign. Halo lit and pin mounted to orange aluminum composite panels.
2. Orange aluminum composite panels to be 3” thick and flush to new sign band.
3. New sign band to be painted Dorian Gray SW 7017.
4. Existing cast iron column and panels to be exposed and painted Kendall Charcoal HC-166.
5. New aluminum storefront system to be painted in Classic Bronze powder coat finish.
6. New bulkhead (knee wall) to be clad in granite.
7. Existing column exposed if possible and painted Kendall Charcoal HC-166.

Existing Storefront

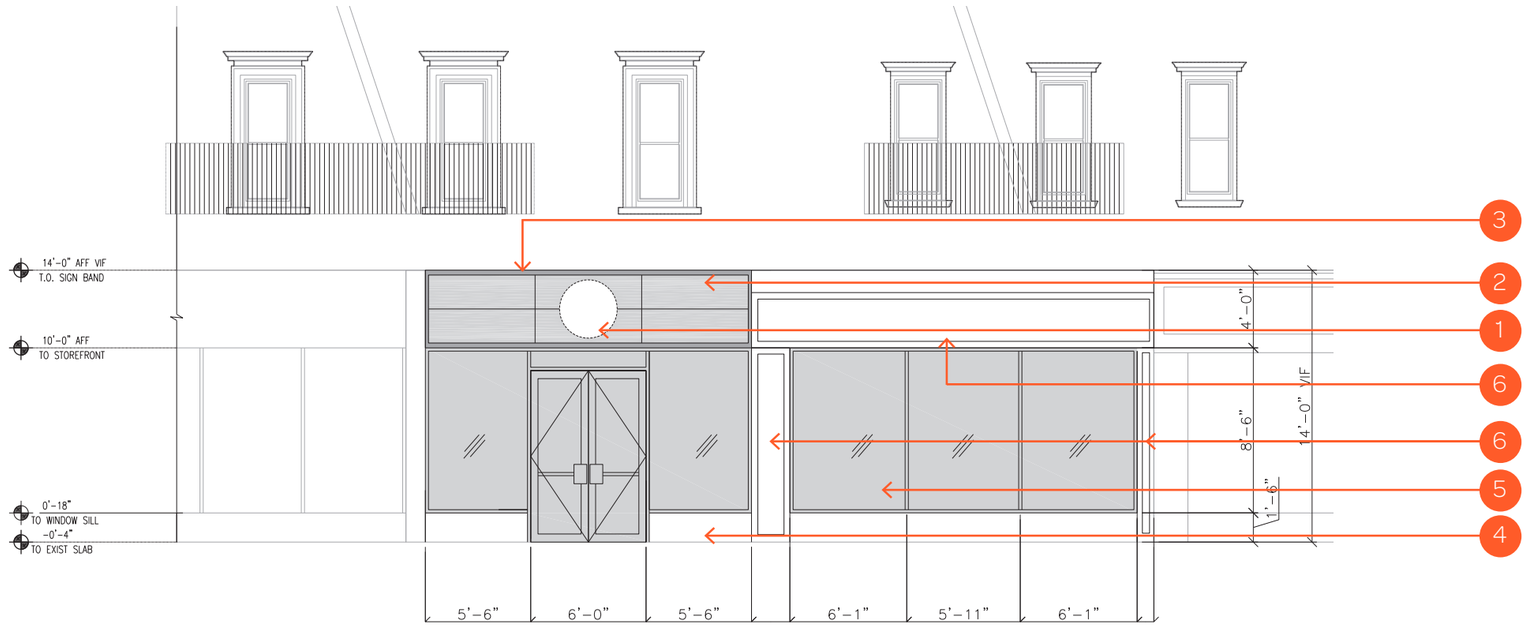




Existing Storefront Elevation

KEY NOTES:

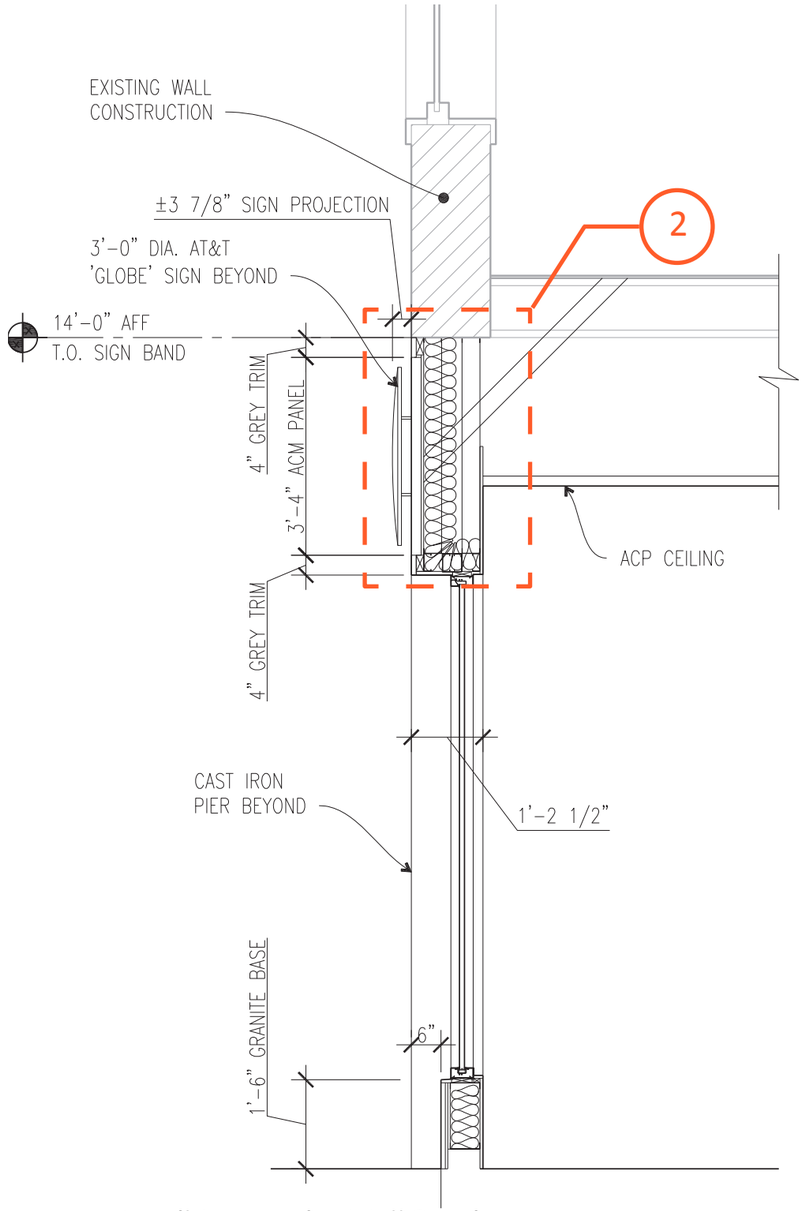
1. Indicates scope of work.
2. Remove existing signage.
3. Adjacent tenant.
4. Existing fire escape and residental windows to remain, typ.



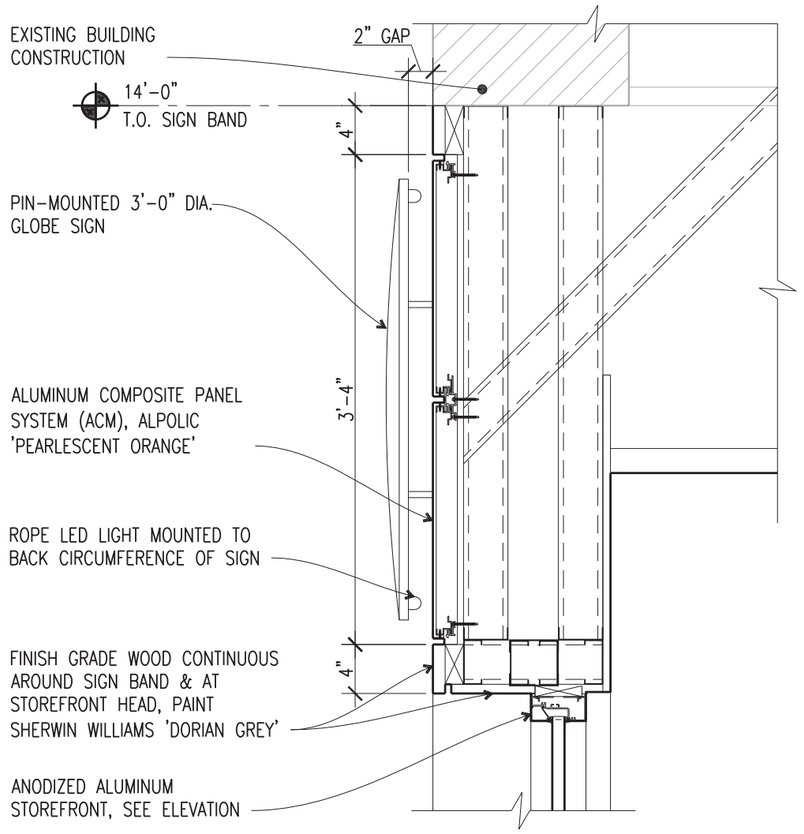
Proposed Storefront Elevation

KEY NOTES:

1. 3'-0" diameter low profile Globe sign. Halo lit (back lit) and pin mounted to orange aluminum composite panels.
2. Orange aluminum composite panels to be 3" thick and flush to new sign band.
3. New sign band to be painted Dorian Gray SW 7017.
4. Clad existing 18" high knee wall (bulkhead) in granite.
5. New windows and mullions to be aluminum painted in Classic Bronze powder coat.
6. Existing cast iron columns and panel to be exposed and painted Kendall Charcoal HC-166.



Detail 1 - Exterior Wall Section



Detail 2 - Enlarged Signage Detail

1 Exterior Storefront
Kawneer - Classic Bronze

2 Exterior Paint
Benjamin Moore Kendall Charcoal HC-166

3 Aluminum Composite Panels
Alpolic - DQO Pearlescent Orange