

DXA studio
770 BROADWAY
LPC Presentation
January 17, 2019

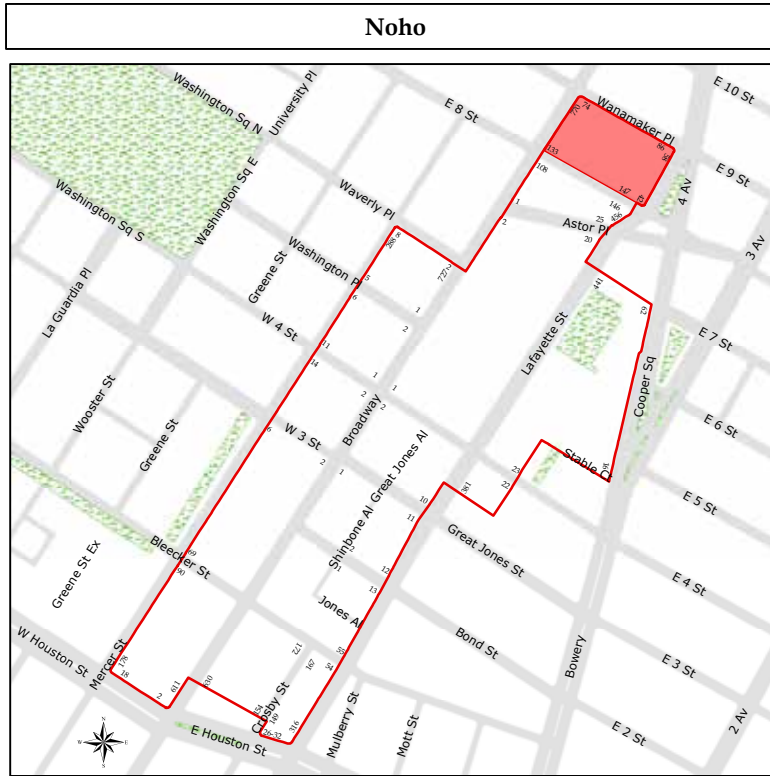
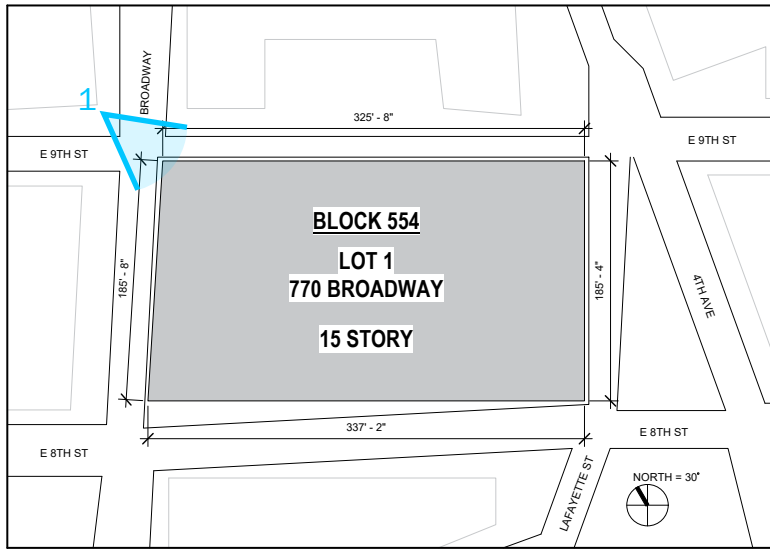


DXA studio

dxastudio.com



HIGGINS QUASEBARTH & PARTNERS, LLC
CONSULTANTS IN THE PRESERVATION AND REHABILITATION OF HISTORIC PROPERTIES



Noho
Historic District
Manhattan
Designated: June 29, 1999

Historic District Boundaries



LPC Noho Historic District Map



1 | Overall View of NW Corner Current Config. (2014)

Note: Metal panels in arches have been replaced by glazing since commencement of design work

770 BROADWAY · CONTEXT

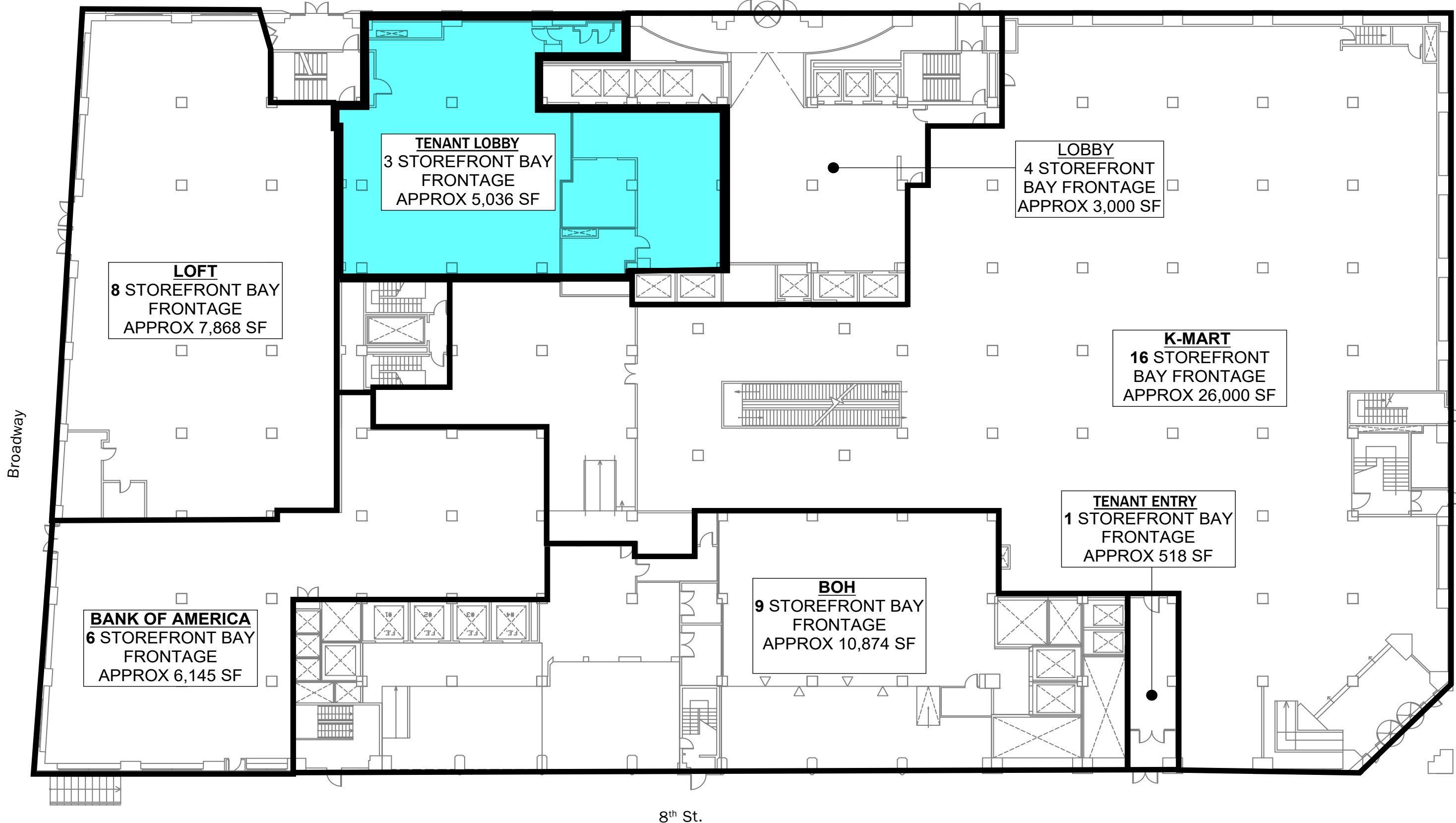


SCALE Not To Scale
PROJECT NUMBER 18.58
DATE January 17, 2019



770 BROADWAY · EXISTING PHOTOS

Wanamaker Pl. / 9th St.

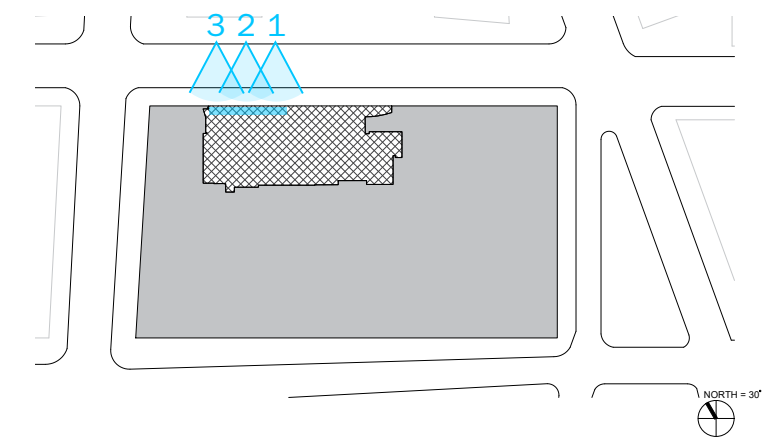


Broadway

Lafayette St.

8th St.

770 BROADWAY · GROUND FLOOR PLAN



1 | 2014 Bay Condition - Bay 10

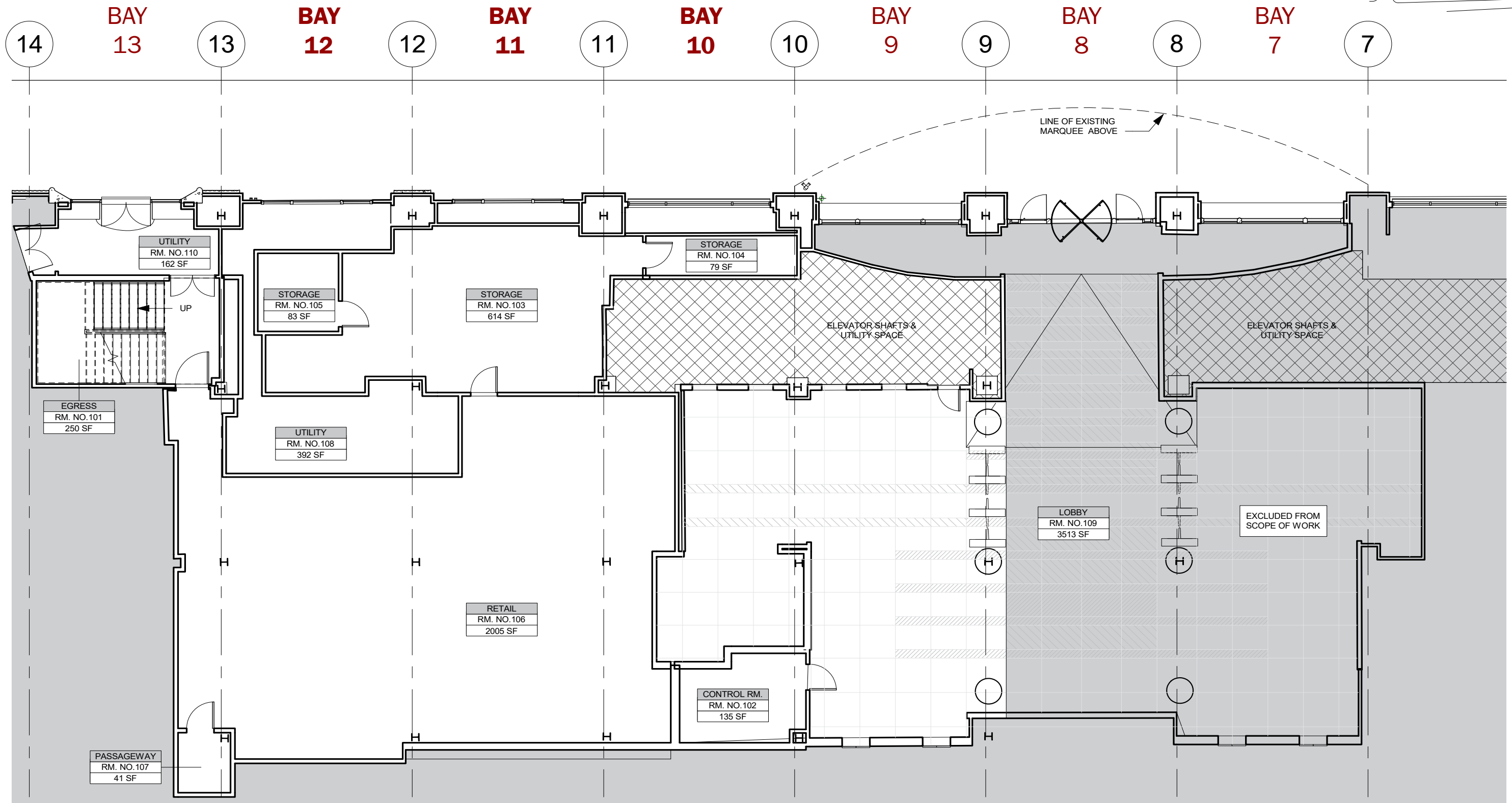
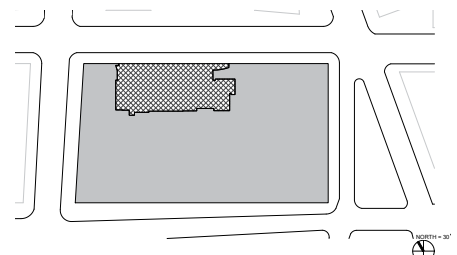


2 | 2014 Bay Condition - Bay 11

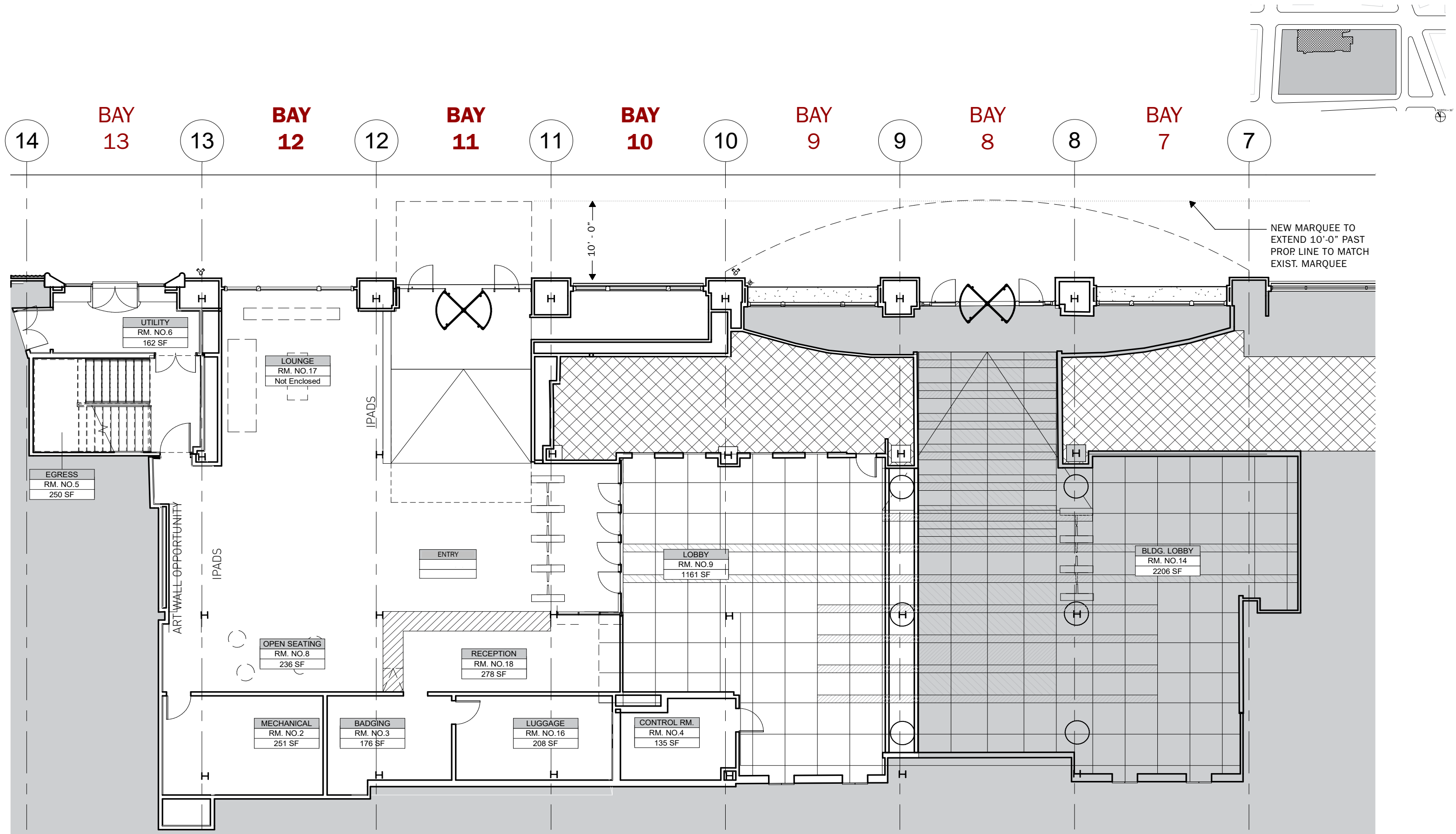


3 | 2014 Bay Condition - Bay 12

770 BROADWAY · EXISTING STOREFRONTS - SCOPE OF WORK



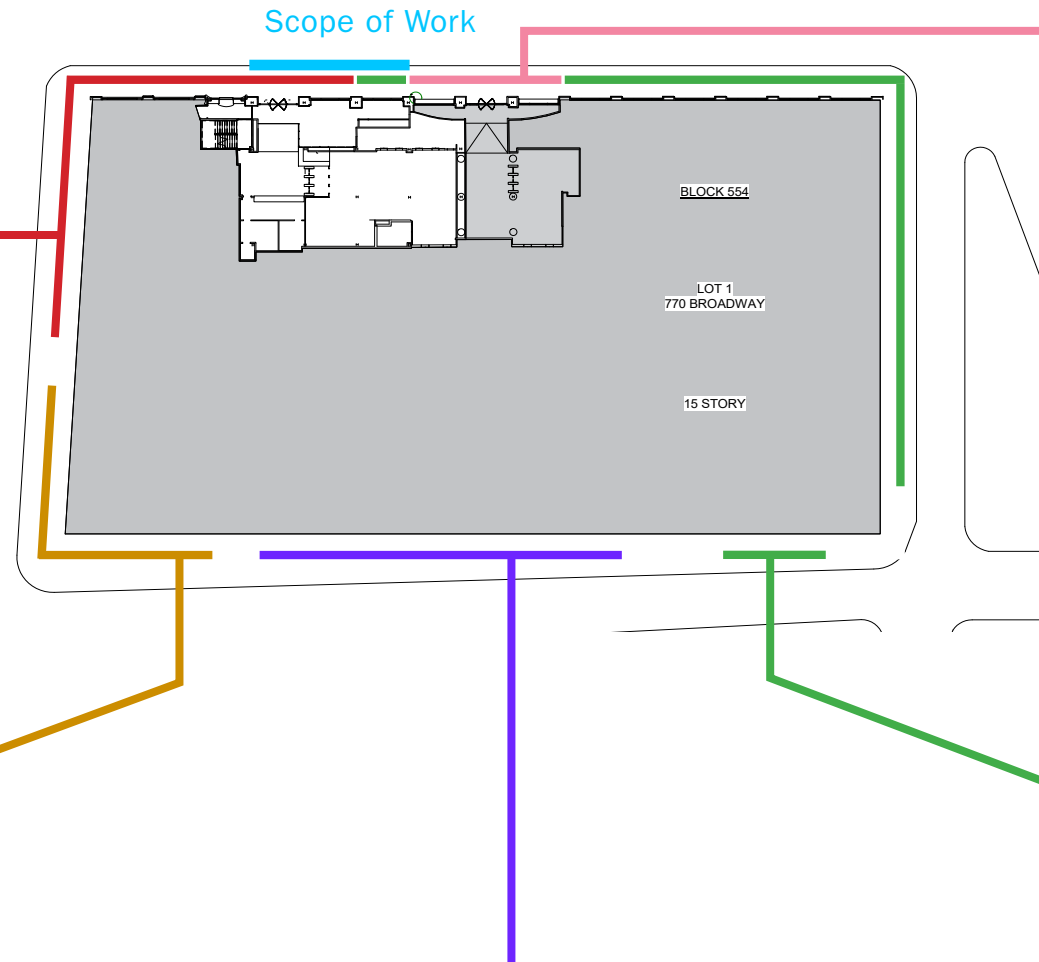
770 BROADWAY · LOBBY FLOOR PLAN - EXISTING



770 BROADWAY · LOBBY FLOOR PLAN - PROPOSED



1 | Circa 1960



5 | Circa 2000

*Note that 3rd floor arched window bays are currently being replaced to restore the historical configuration of the original design.



2

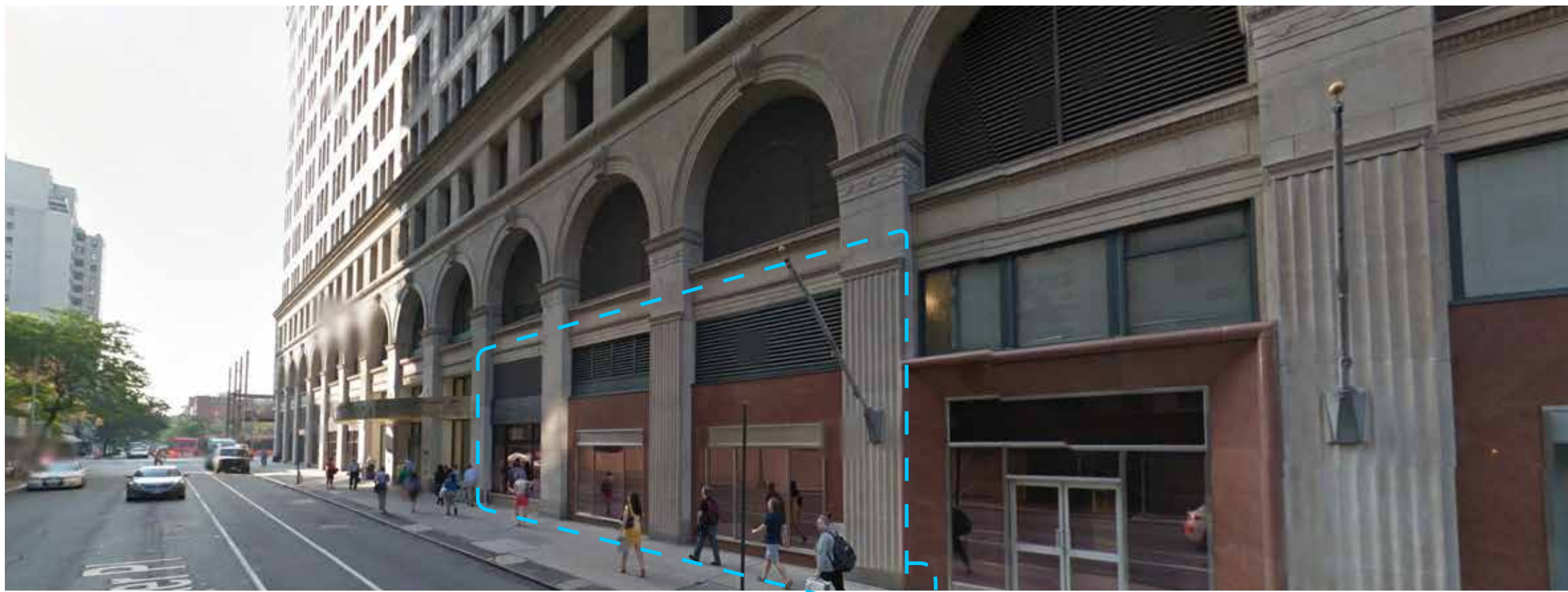
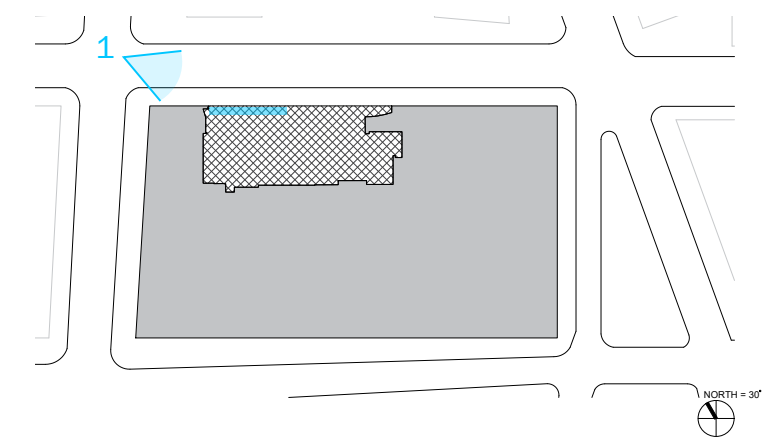


3



4

770 BROADWAY · KEY PLAN - RECURRING CONDITIONS



Scope of Work

*Note that 3rd floor arched window bays are currently being replaced to restore the historical configuration of the original design.

1 | 2014

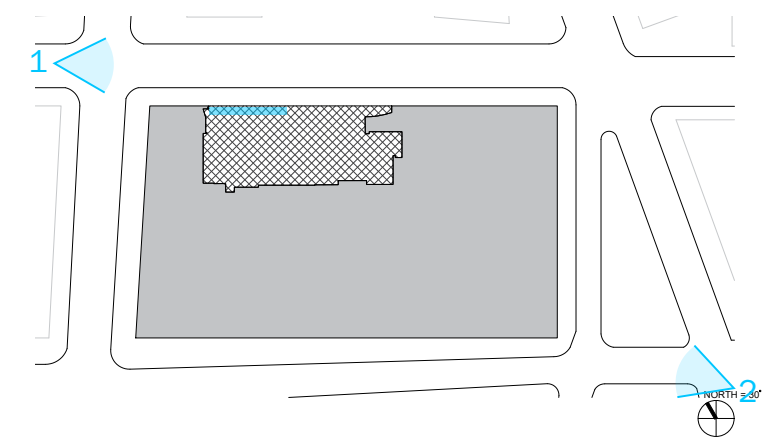
770 BROADWAY · EXISTING STOREFRONTS - WANAMAKER PL



1 | Bridge of Progress (1924)

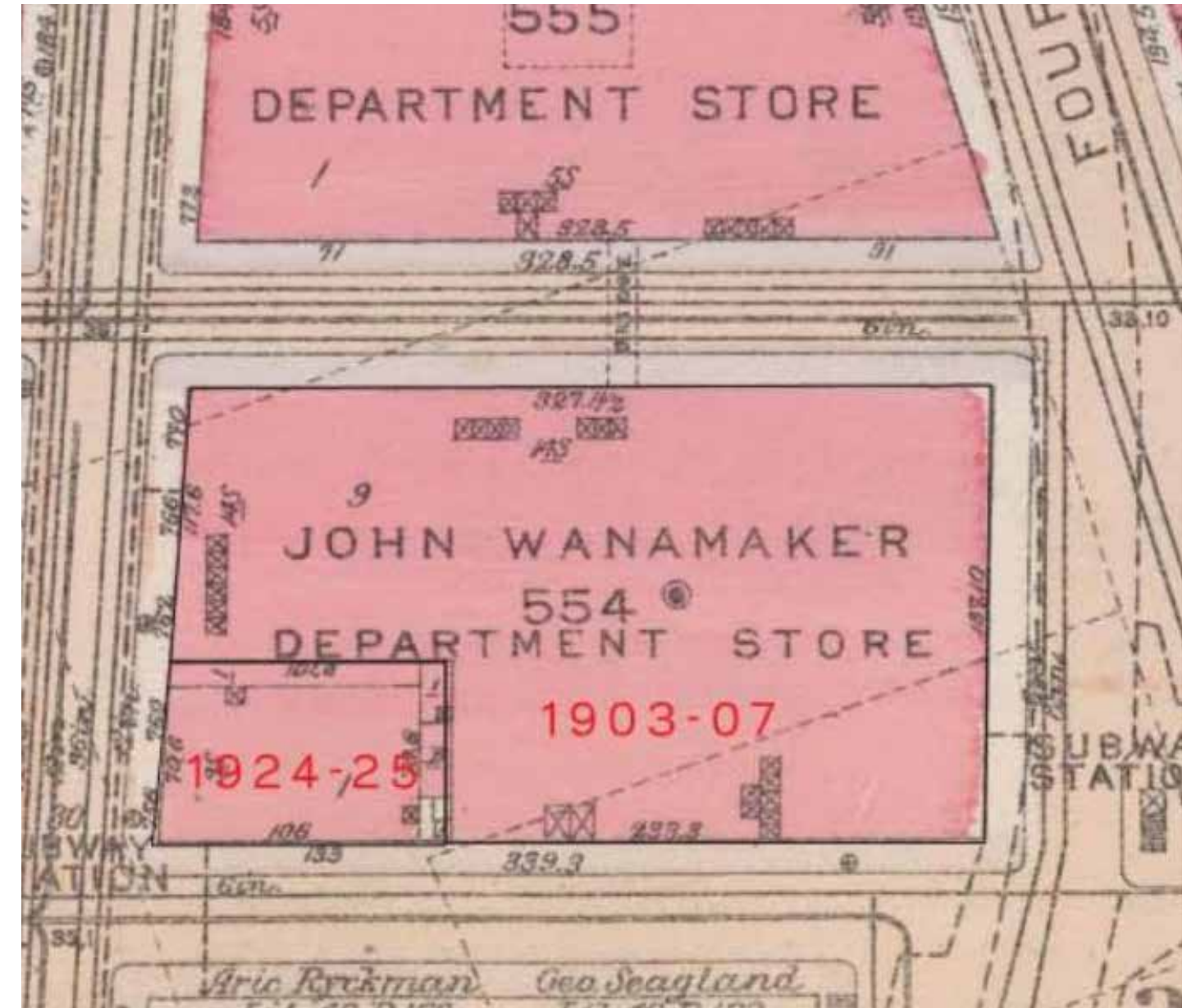
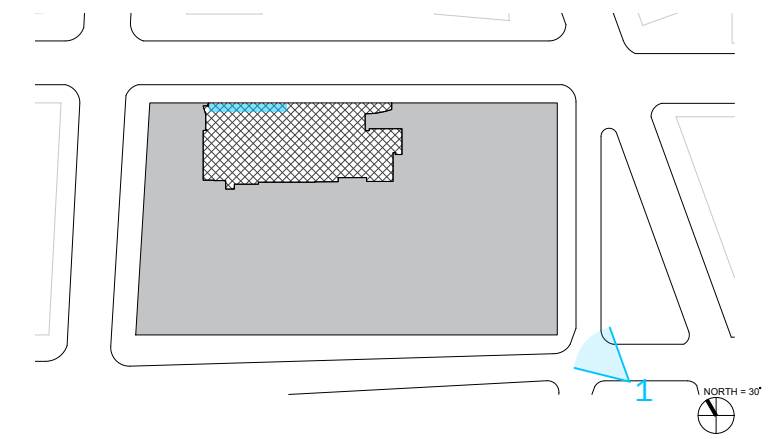


2 | East 8th St. and Lafayette St. (1903)

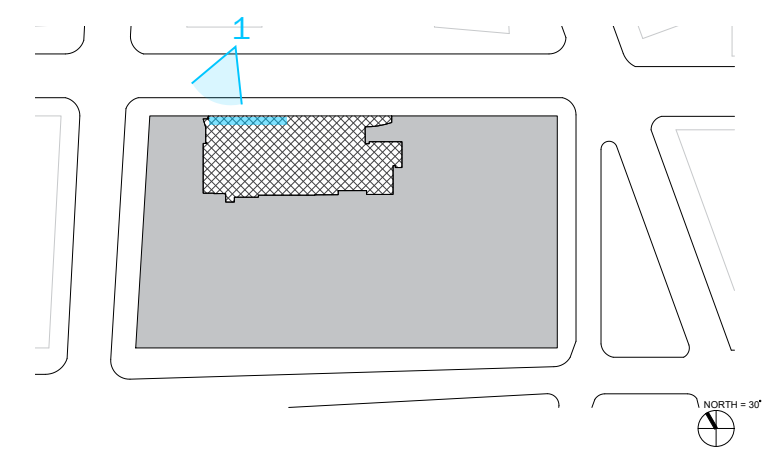




1 | East 8th St. and Lafayette St. (1933)



2 | Historic Map

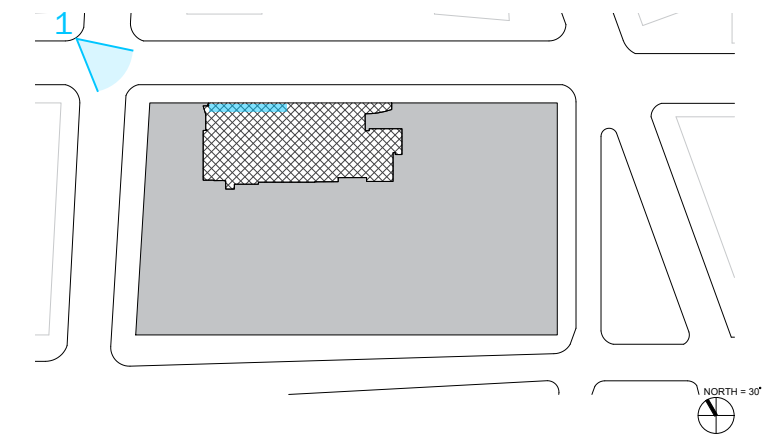


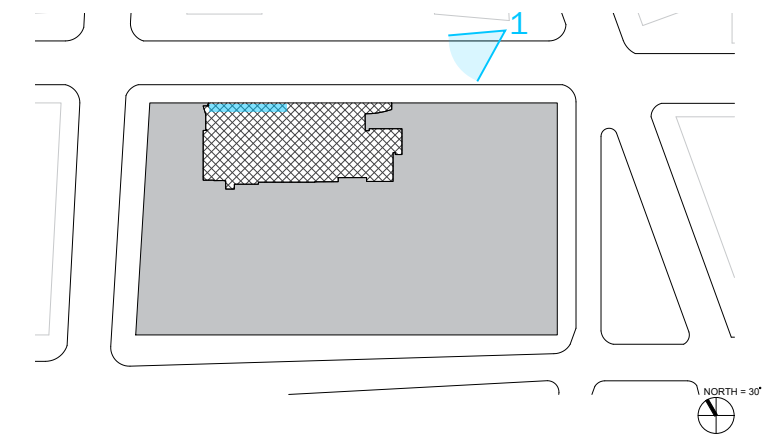
1 | NW Corner Broadway & 9th Street Looking SW (1913) └ New Entry Bay in Scope of Work

770 BROADWAY · HISTORIC PHOTOS



1 | NW Corner Broadway & 9th Street (1960) └ - Scope of Work





1 | North Facade Entry 9th St. (1999)

—Scope of Work



1 | North Facade - 9th Street - Entire Building Elevation - Existing

Scope of Work

770 BROADWAY · E 9TH STREET BUILDING ELEVATION - EXISTING



2 | North Facade - 9th Street - Building Elevation - Existing

Scope of Work



1 | North Facade - 9th Street - Building Elevation - Proposed

Scope of Work

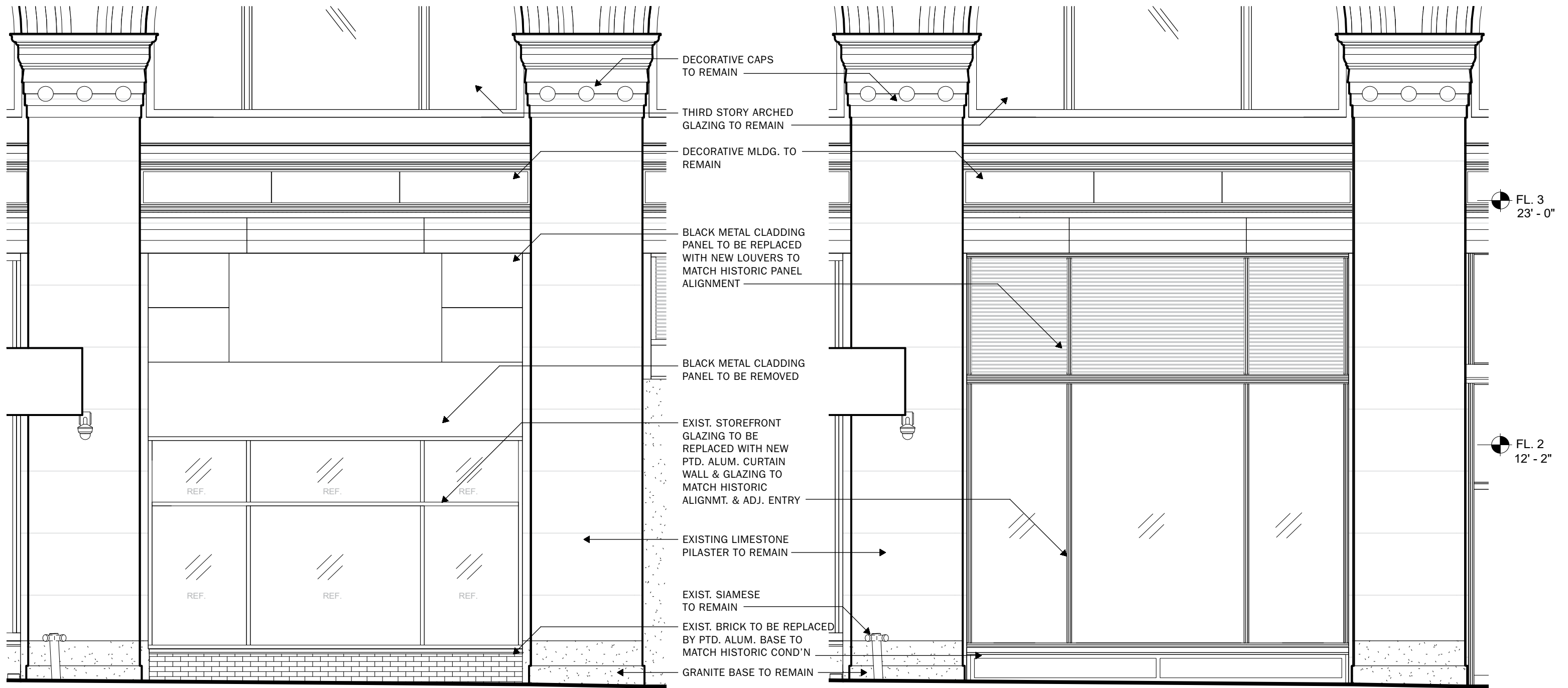
770 BROADWAY · E 9TH STREET ELEVATION - EXISTING & PROPOSED



2 | Scope of Work Elevation - Existing

1 | Scope of Work Elevation - Proposed

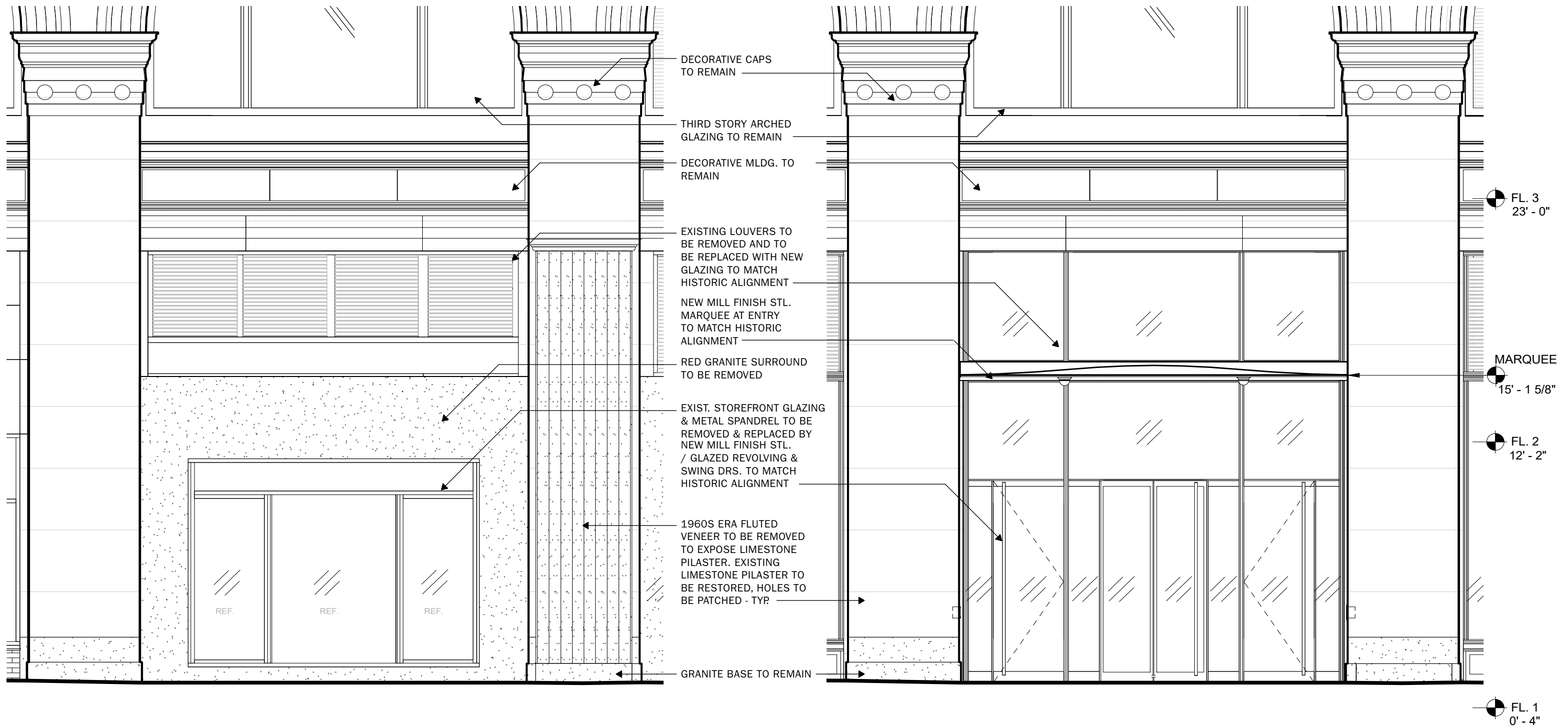
770 BROADWAY · SCOPE OF WORK - EXISTING & PROPOSED



2 | Bay 10 Enlarged Elevation - Existing

1 | Bay 10 Enlarged Elevation - Proposed

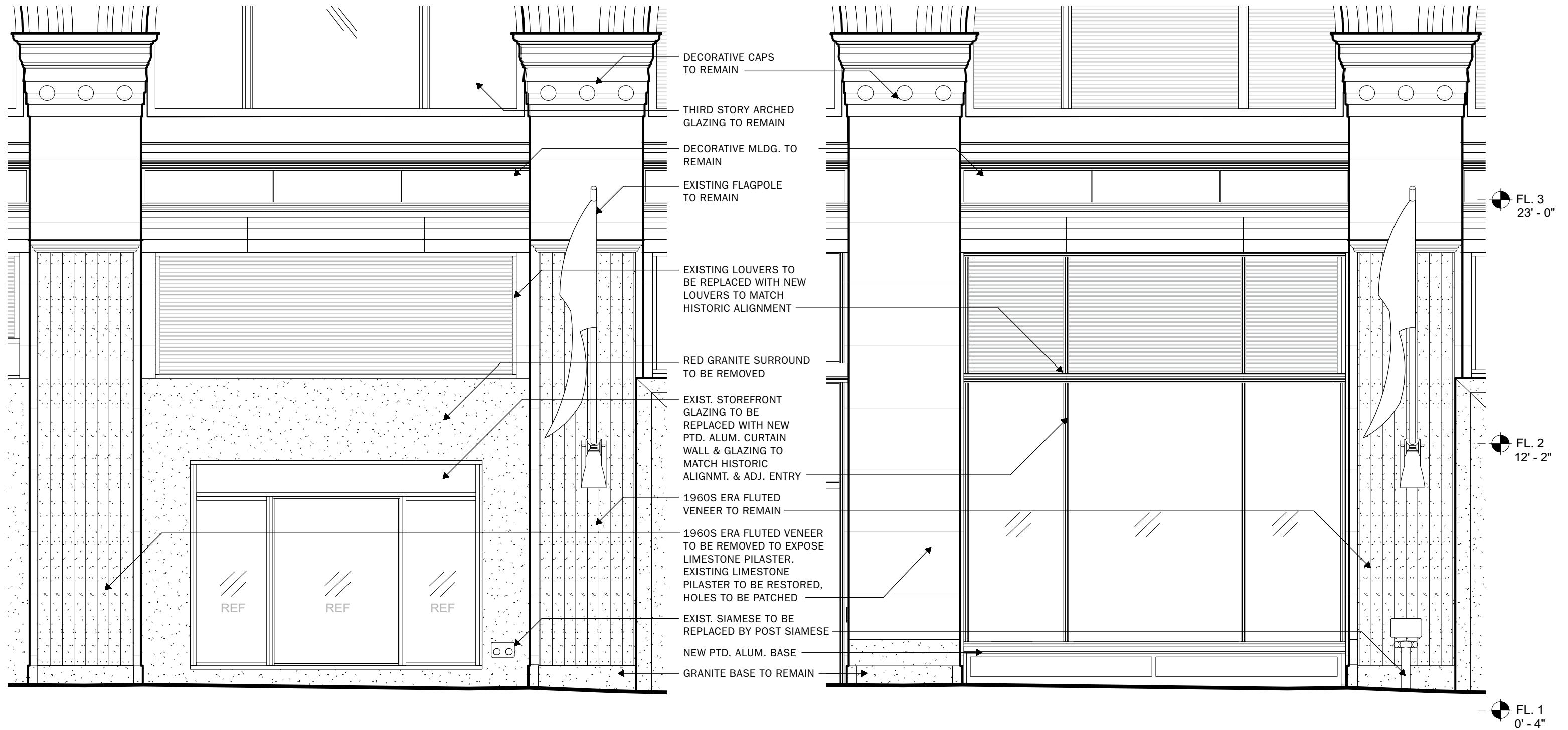
770 BROADWAY · BAY 10 ELEVATION - EXISTING & PROPOSED



2 | Bay 11 Enlarged Elevation - Existing

1 | Bay 11 Enlarged Elevation - Proposed

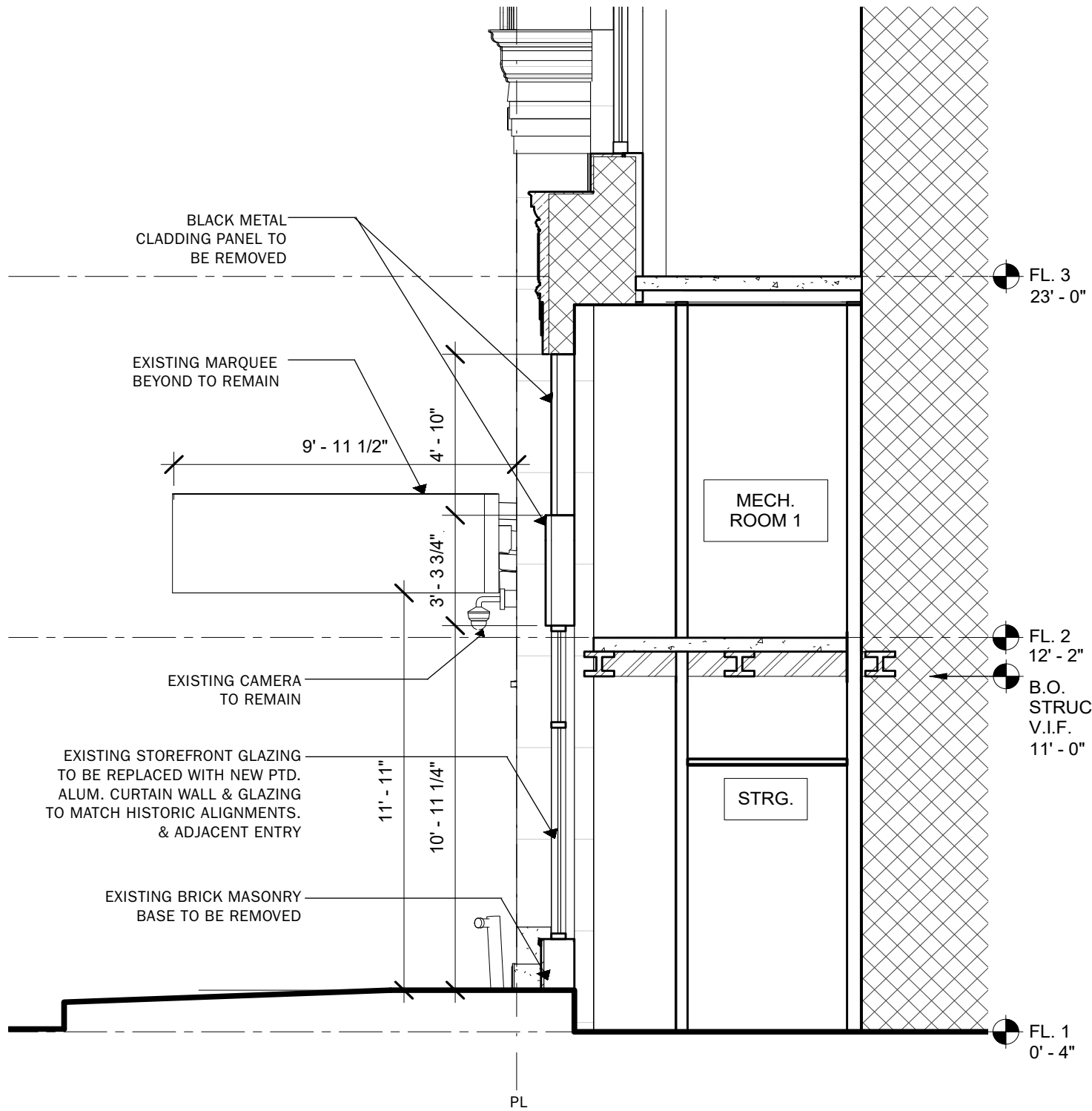
770 BROADWAY · BAY 11 ELEVATION - EXISTING & PROPOSED



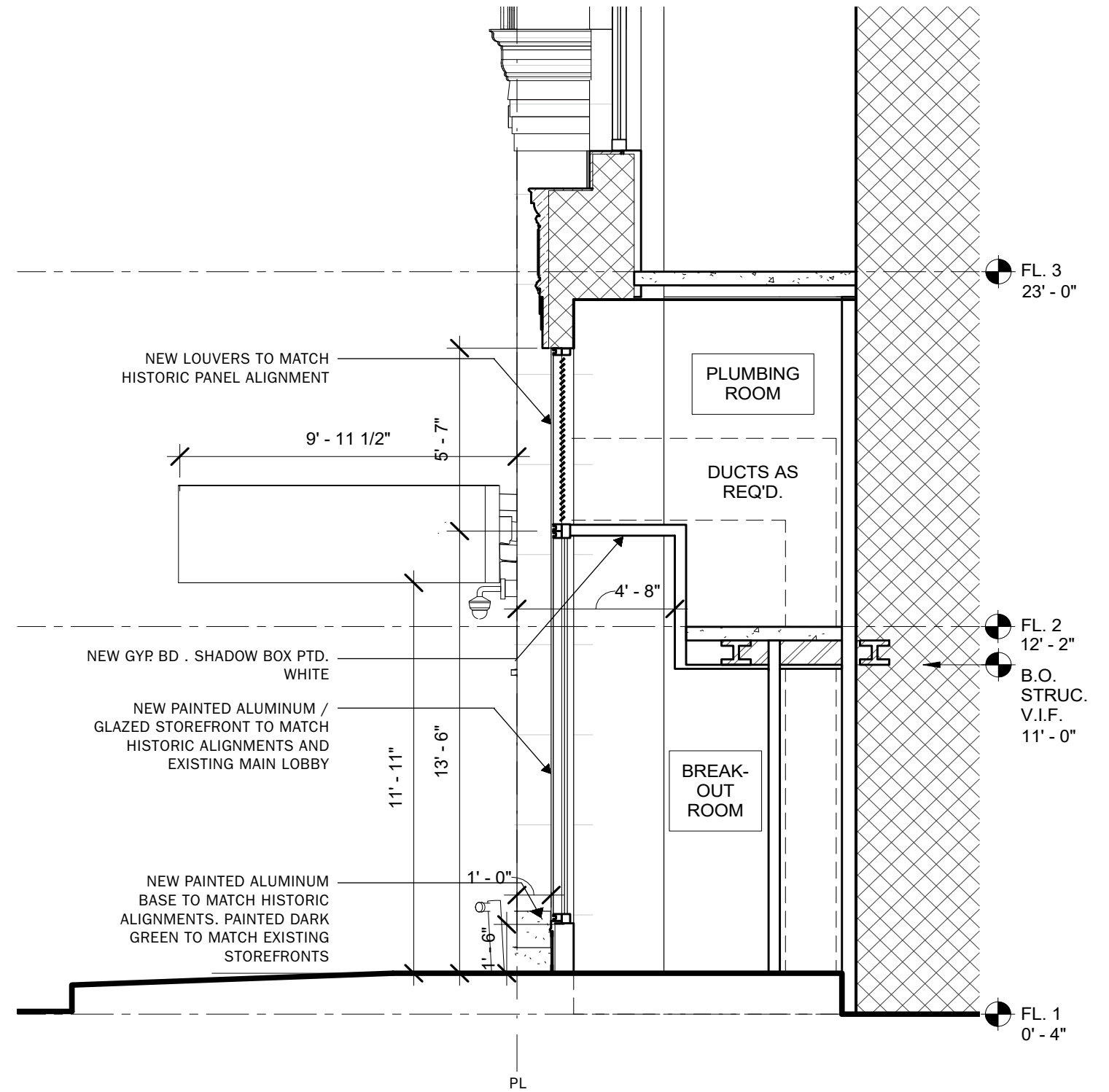
2 | Bay 12 Enlarged Elevation - Existing

1 | Bay 12 Enlarged Elevation - Proposed

770 BROADWAY · BAY 12 ELEVATION - EXISTING & PROPOSED

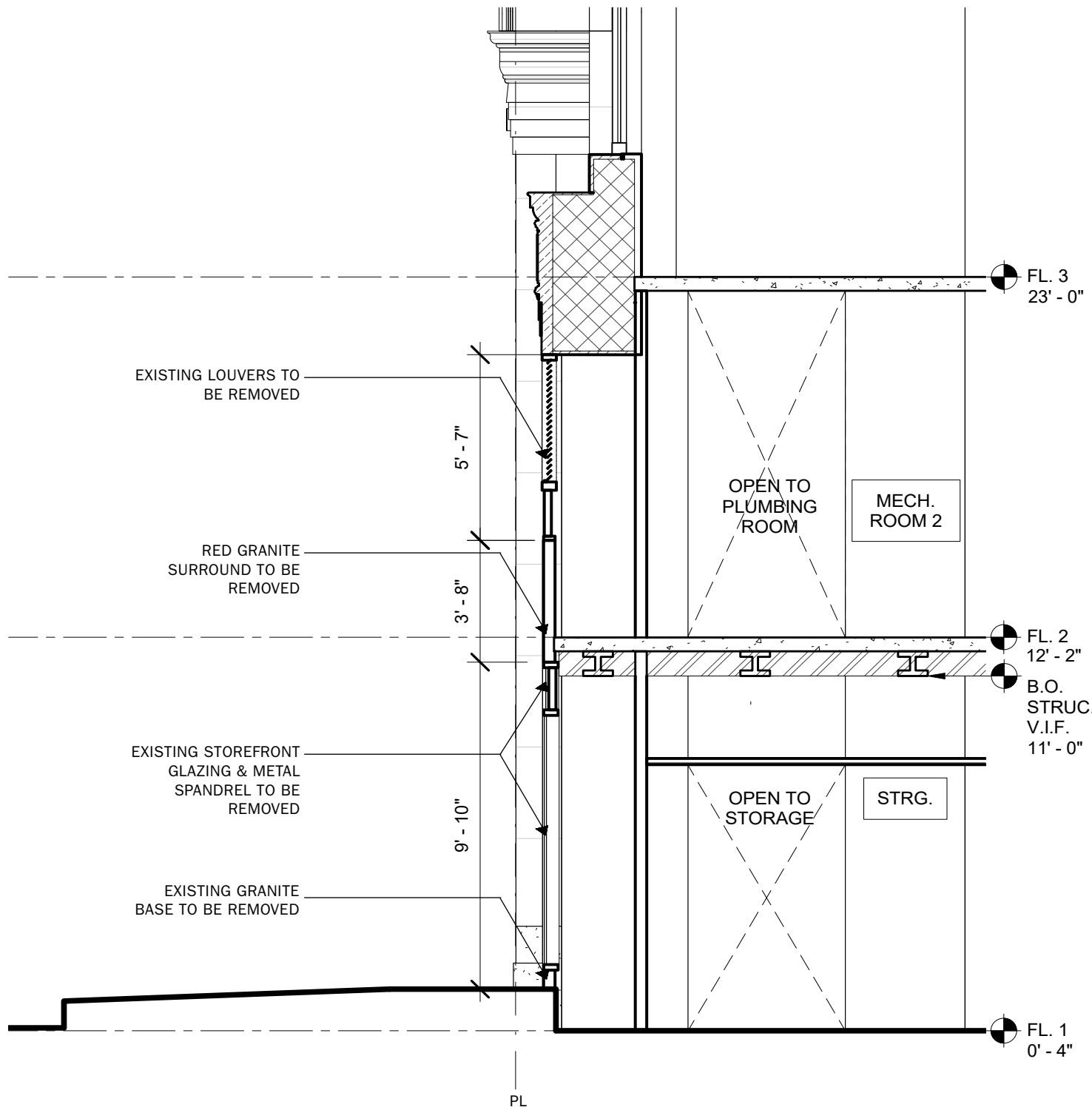


2 | Bay 10 Section Detail - Existing

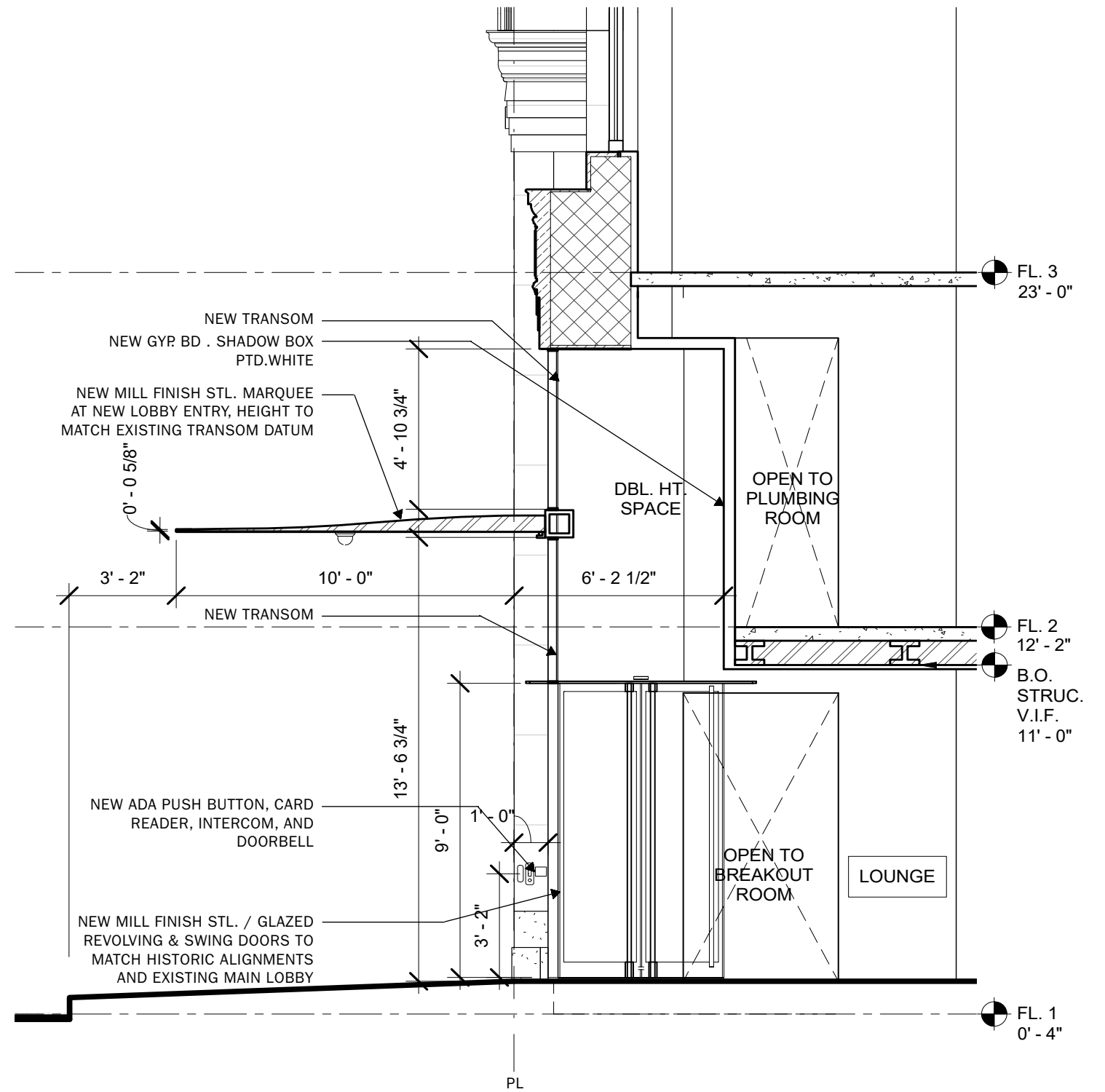


1 | Bay 10 Section Detail - Proposed

770 BROADWAY · BAY 10 SECTION - EXISTING & PROPOSED

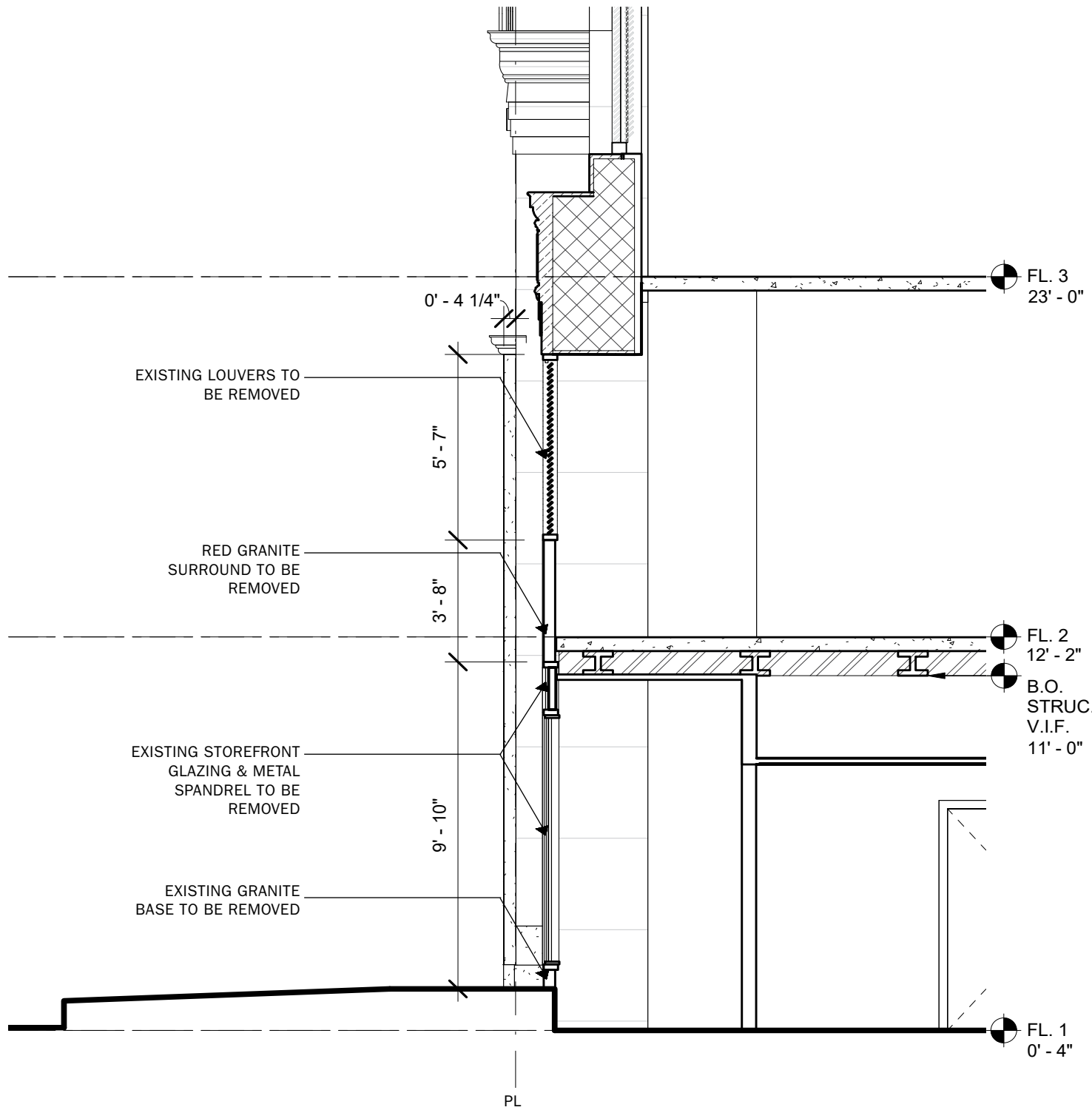


2 | Bay 11 Section Detail - Existing

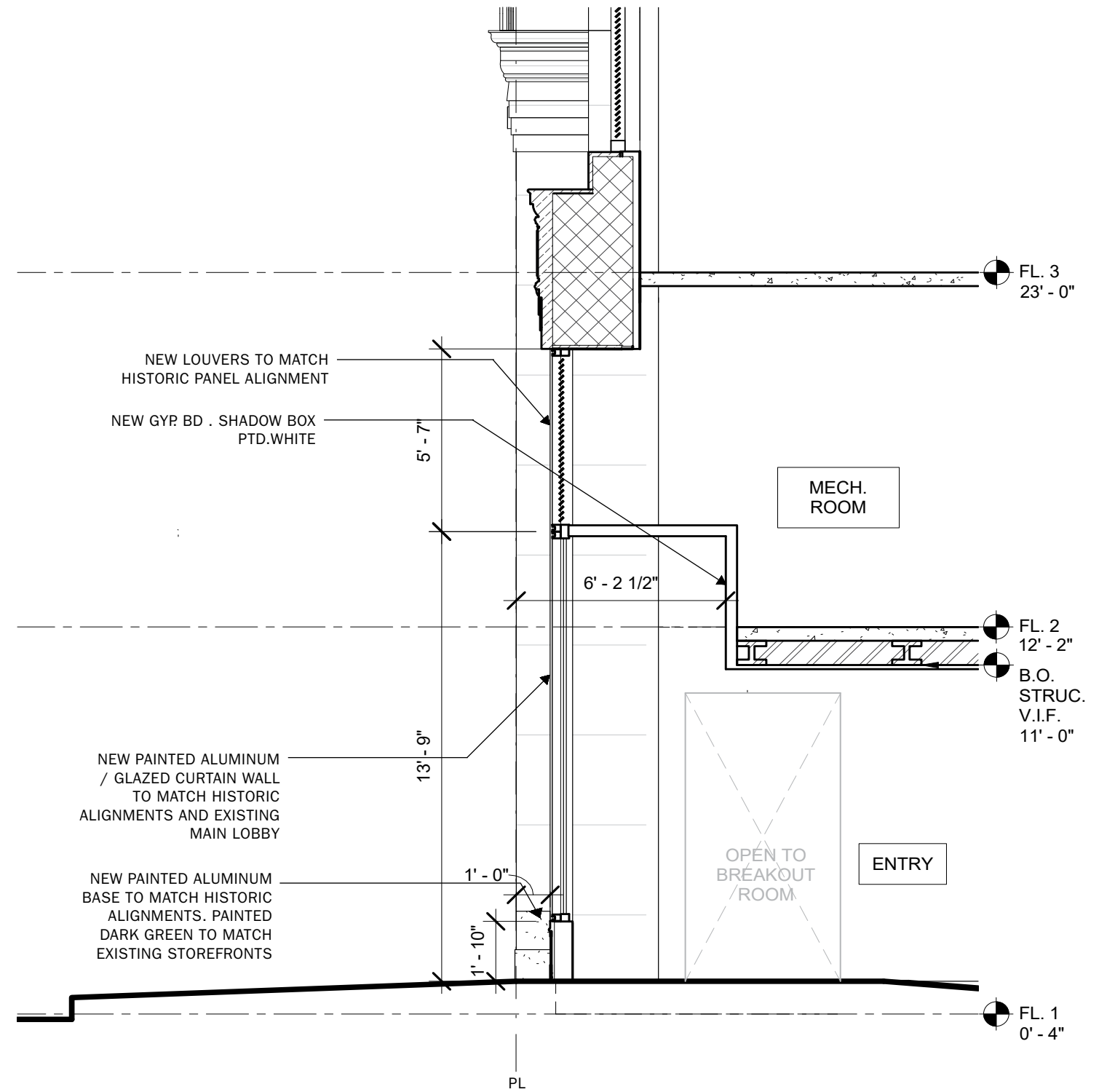


1 | Bay 11 Section Detail - Proposed

770 BROADWAY · BAY 11 SECTION - EXISTING & PROPOSED

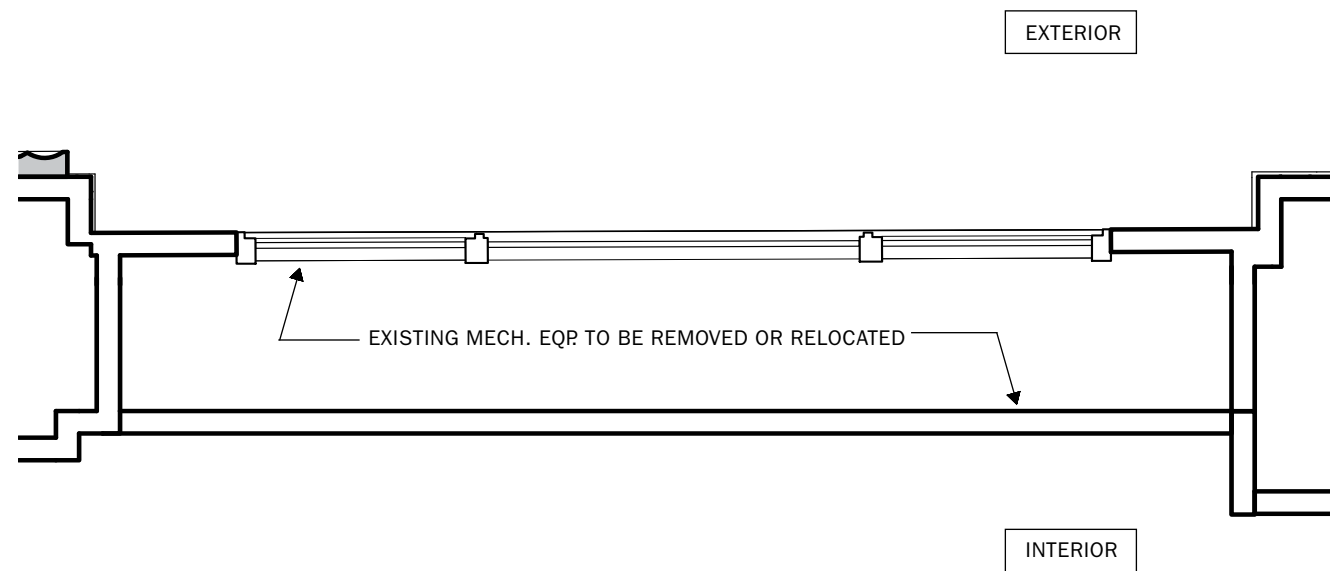


2 | Bay 12 Section Detail - Existing

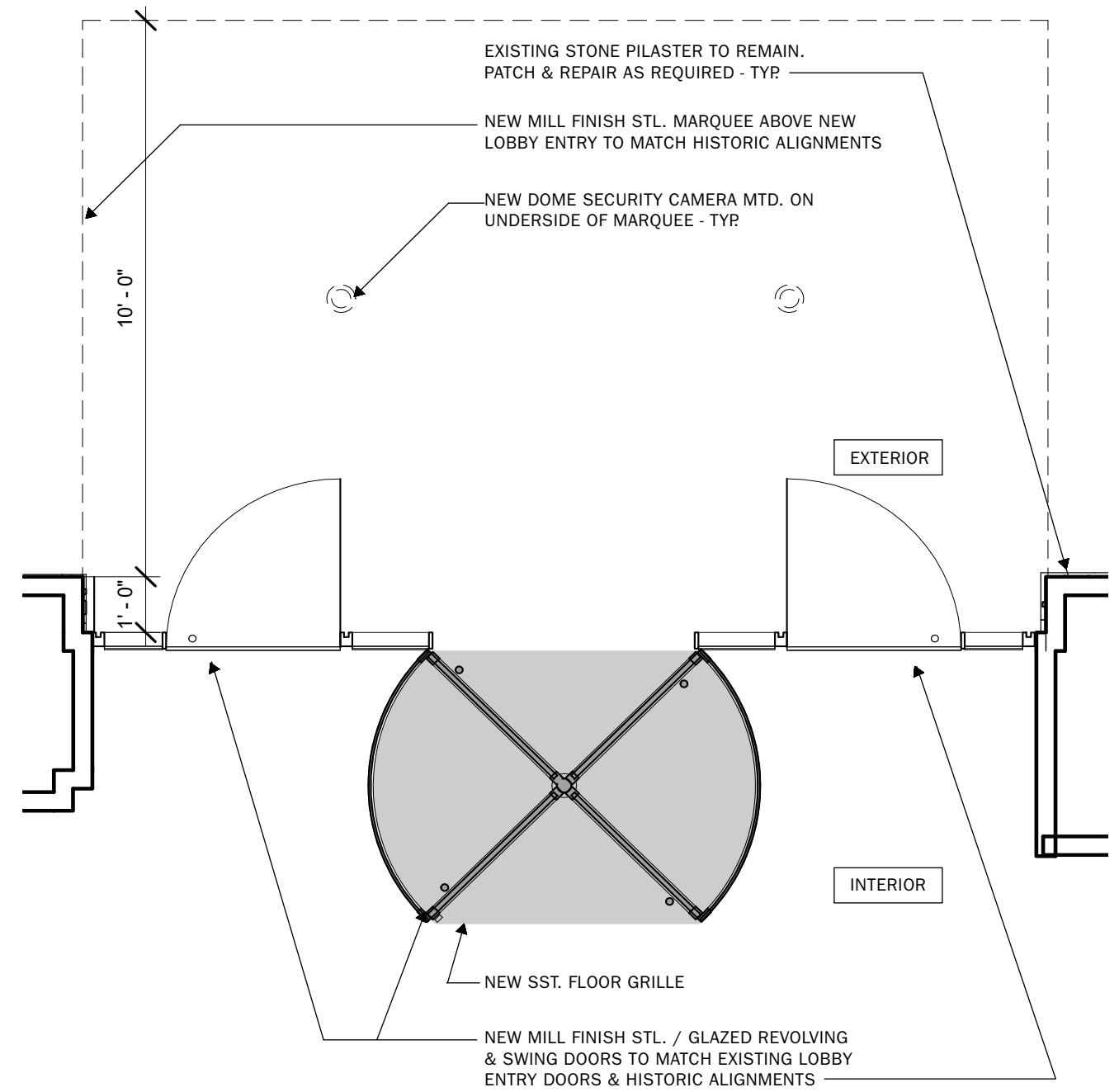


1 | Bay 12 Section Detail - Proposed

770 BROADWAY · BAY 12 SECTION - EXISTING & PROPOSED

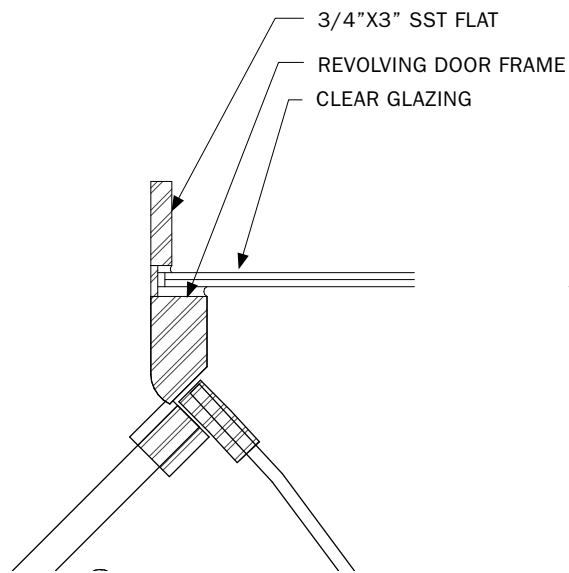


2 | Bay 12 Plan Detail - Existing

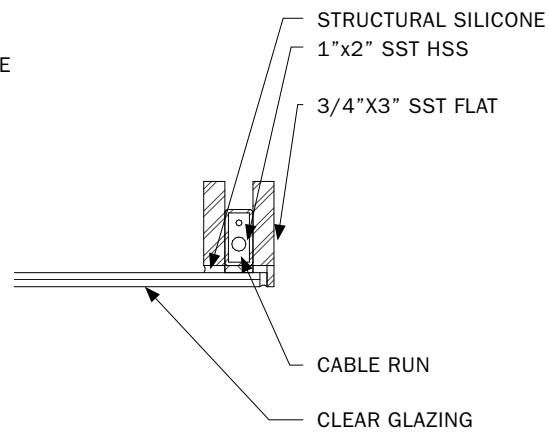


1 | Bay 12 Plan Detail - Proposed

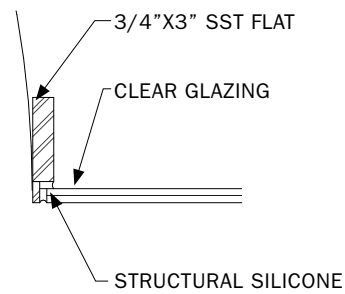
770 BROADWAY · ENTRY BAY PLAN - EXISTING & PROPOSED



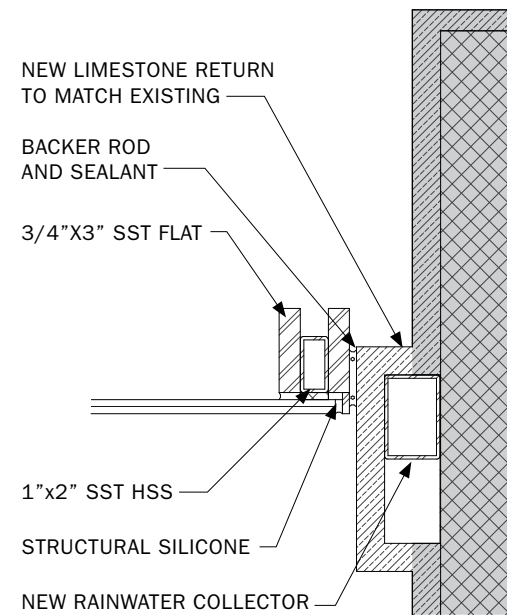
5 | Bay 11 Dtl. at Revolving Door



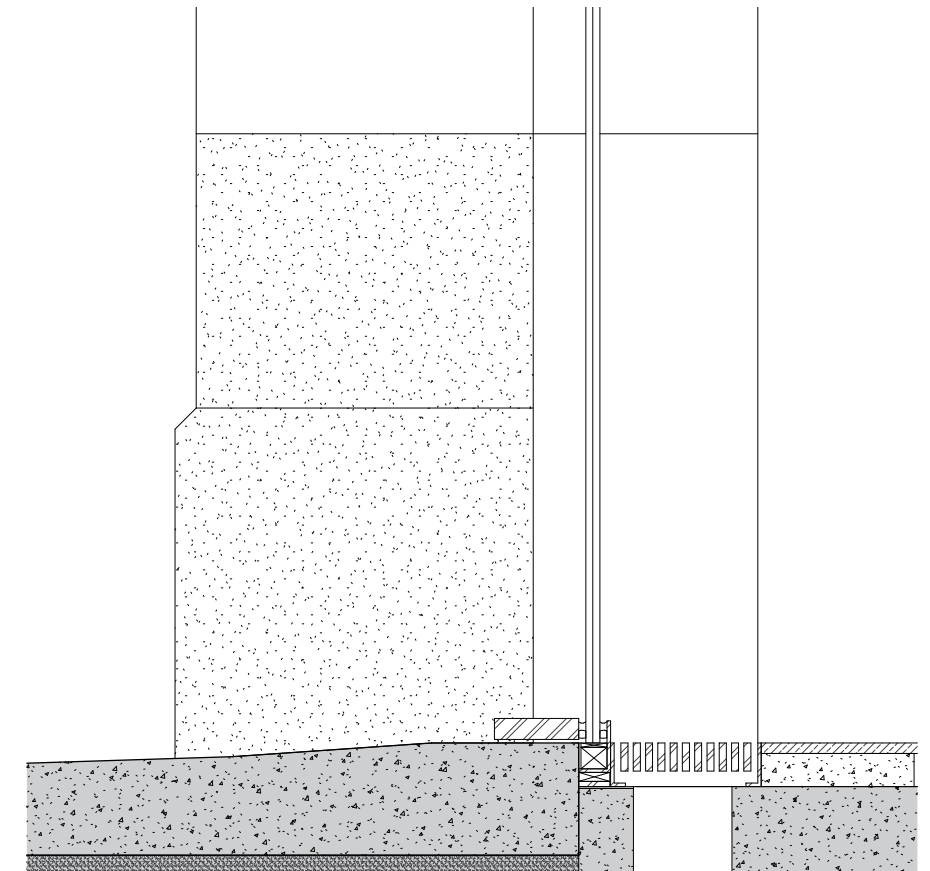
4 | Bay 11 Detail at Jamb - Typ.



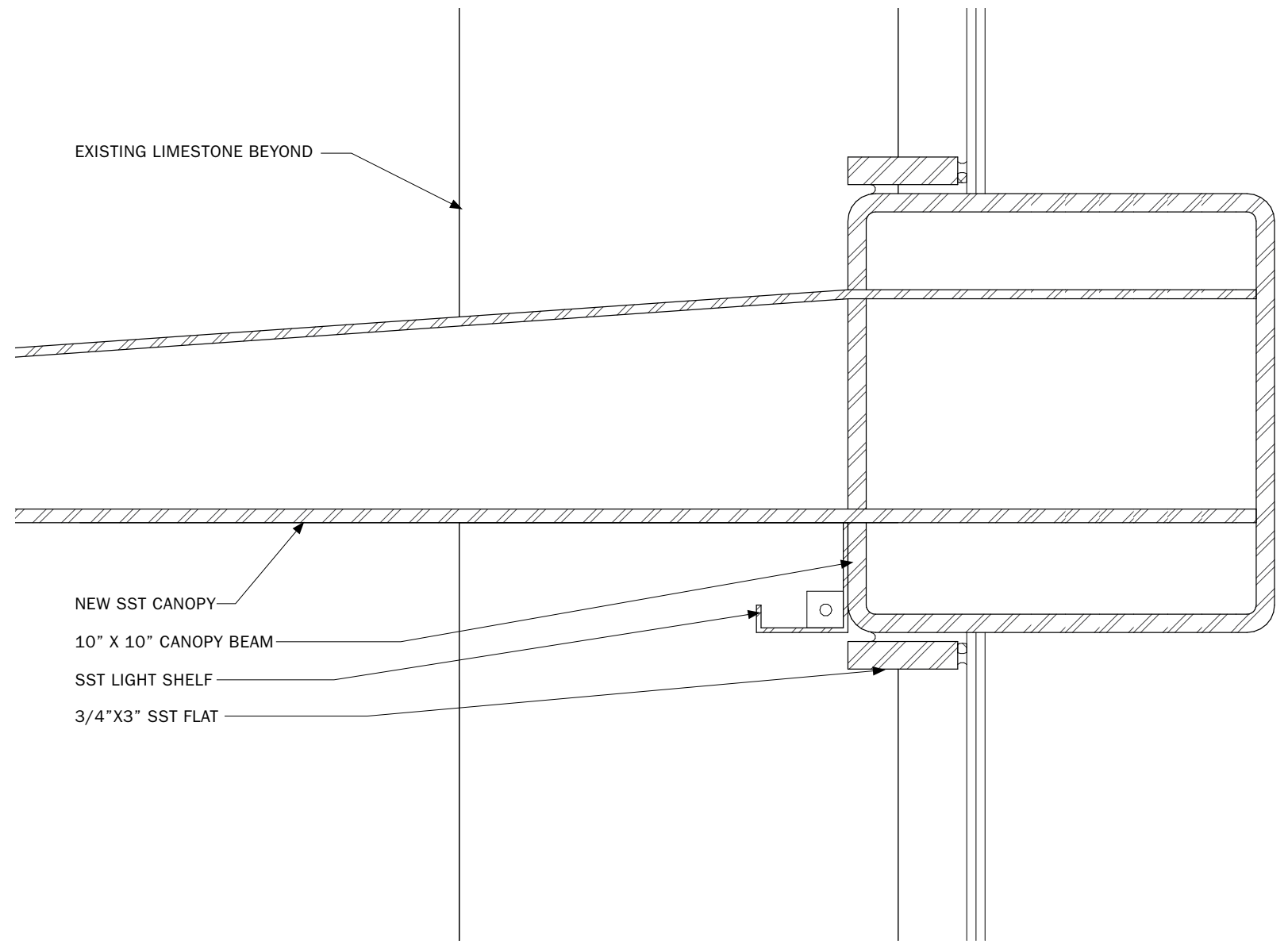
3 | Bay 11 Dtl. at Door Strike



2 | Bay 11 Dtl. at Existing Pilaster

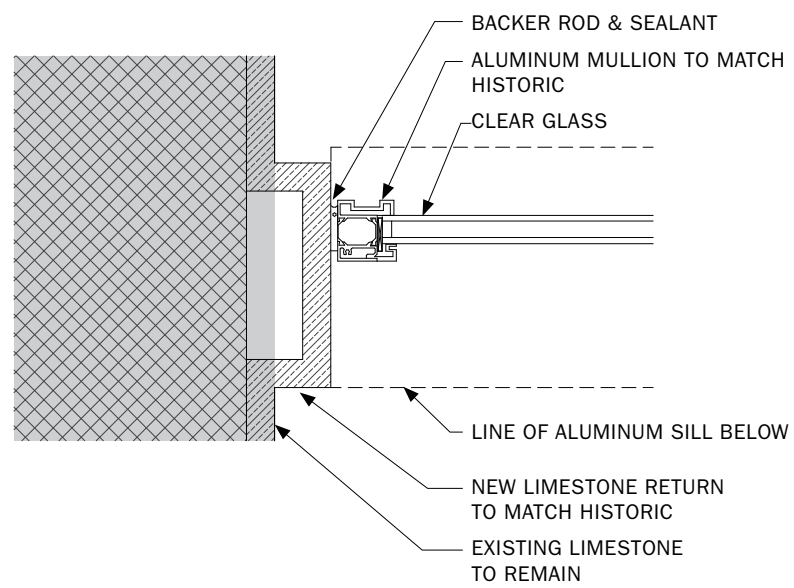


1 | Bay 11 Dtl. at Base

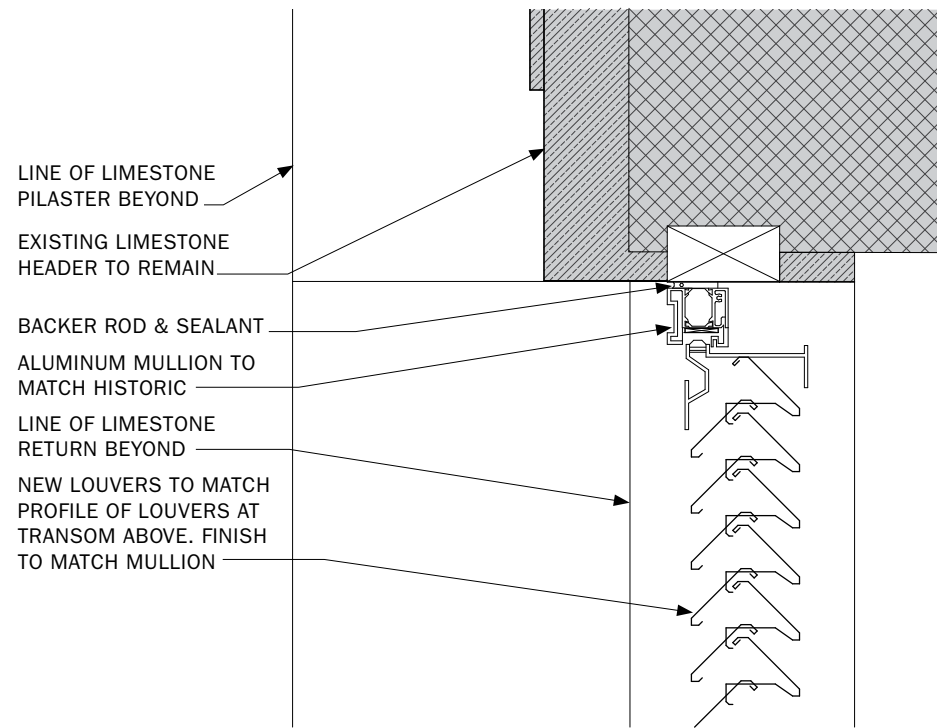


1 | Bay 11 Dtl. at Marquee Lighting

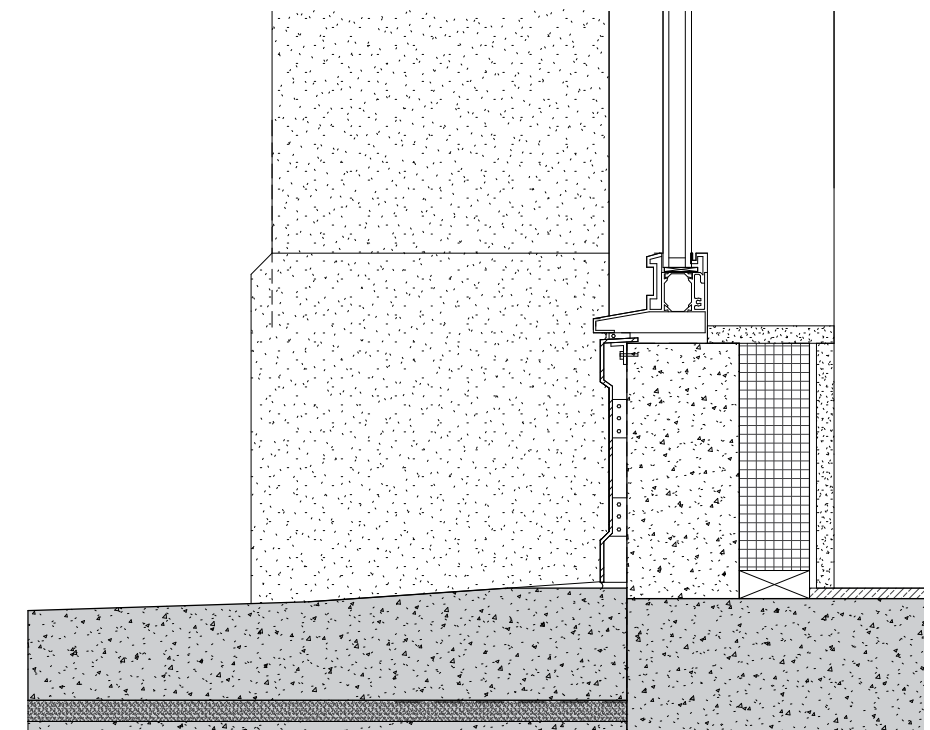
770 BROADWAY · ENTRY BAY 11 - DETAILS - PROPOSED



3 | Bay 10 & 12 Dtl. at Window Jamb



2 | Bay 10 & 12 Dtl. at Louver



1 | Bay 10 & 12 Dtl. at Base

770 BROADWAY · BAY 10 & 12 - DETAILS - PROPOSED



┌ - - - - Scope of Work - - - - ┐

1 | Street Corner View - Proposed



1 | B. Altman Dept Store Canopies (Circa 1930)



2 | Lord & Taylor Dept Store Canopies (Circa 1920)



3 | Wannamakers Dept Store Canopies (Circa 1936)

770 BROADWAY · TYPICAL DEPARTMENT STORE MARQUEE HISTORIC PHOTOS



1 | 770 Broadway - Wanamaker's Department Store (1924)



2 | 770 Broadway - Wanamaker's Department Store (Circa 1940)



3 | Lord & Taylor 424 Fifth Ave (Approved 2018)



4 | 202 Fifth Avenue (Approved 2013)



5 | B. Altman & Co. 188 Madison Avenue (Approved 2018)

770 BROADWAY · TYPICAL DEPARTMENT STORE MARQUEE HISTORIC PHOTOS