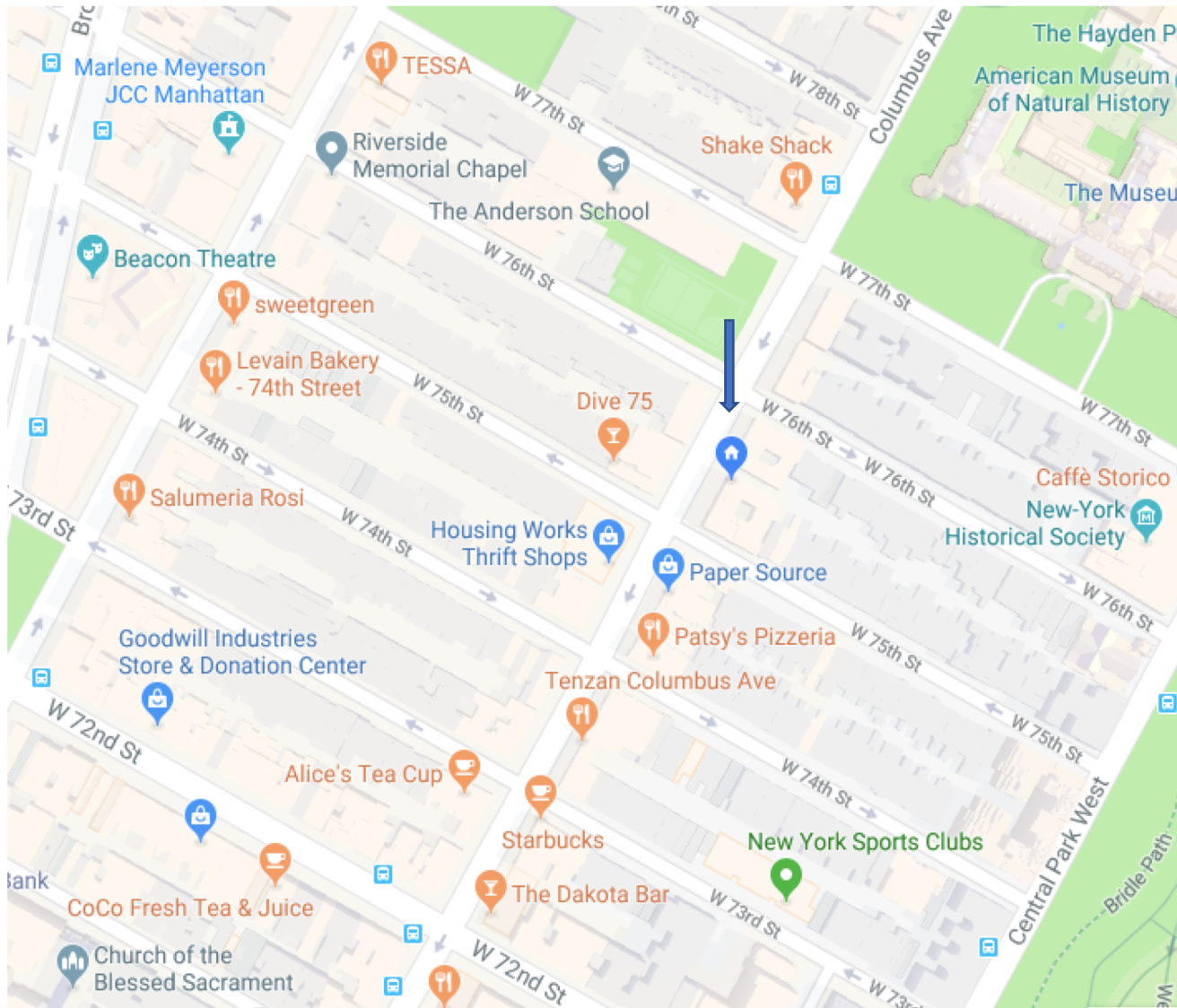


329 Hospitality Group LLC
dba ASSET

PRESENTATION TO LANDMARKS PRESERVATION COMMISSION
PUBLIC HEARING - MAY 14, 2019

PROPOSED NEW STOREFRONT – 329 COLUMBUS AVENUE



BLOCK PLAN — Columbus Avenue between W76th and W77th Streets



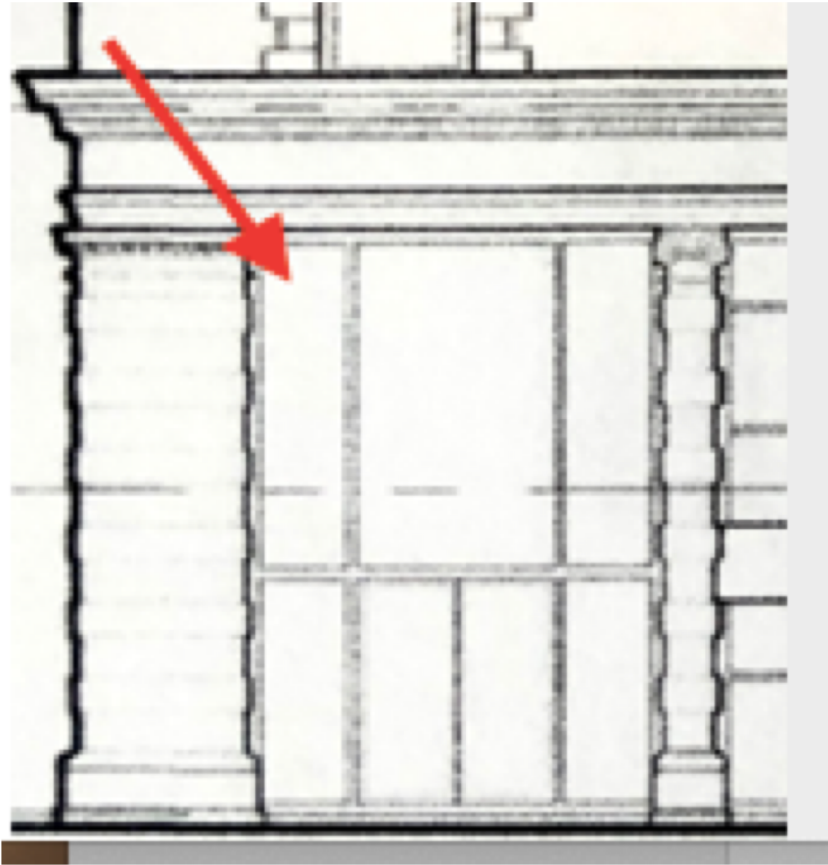
TAX PHOTOS



DESIGNATION PHOTO

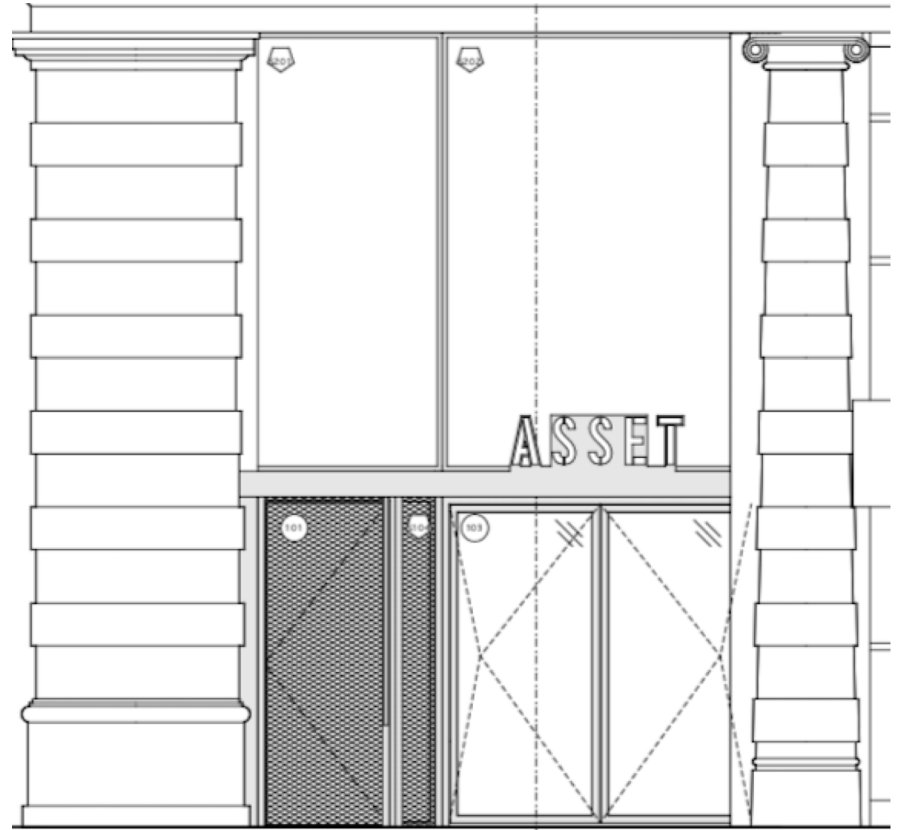


EXISTING STOREFRONT – 329 COLUMBUS AVENUE



Existing Storefront Elevation

The existing storefront dimensions are 19' 6" high by 12' 6" wide.
These will not change.



Proposed Storefront Elevation

New storefront infill will be blackened steel framing and clear plate glass

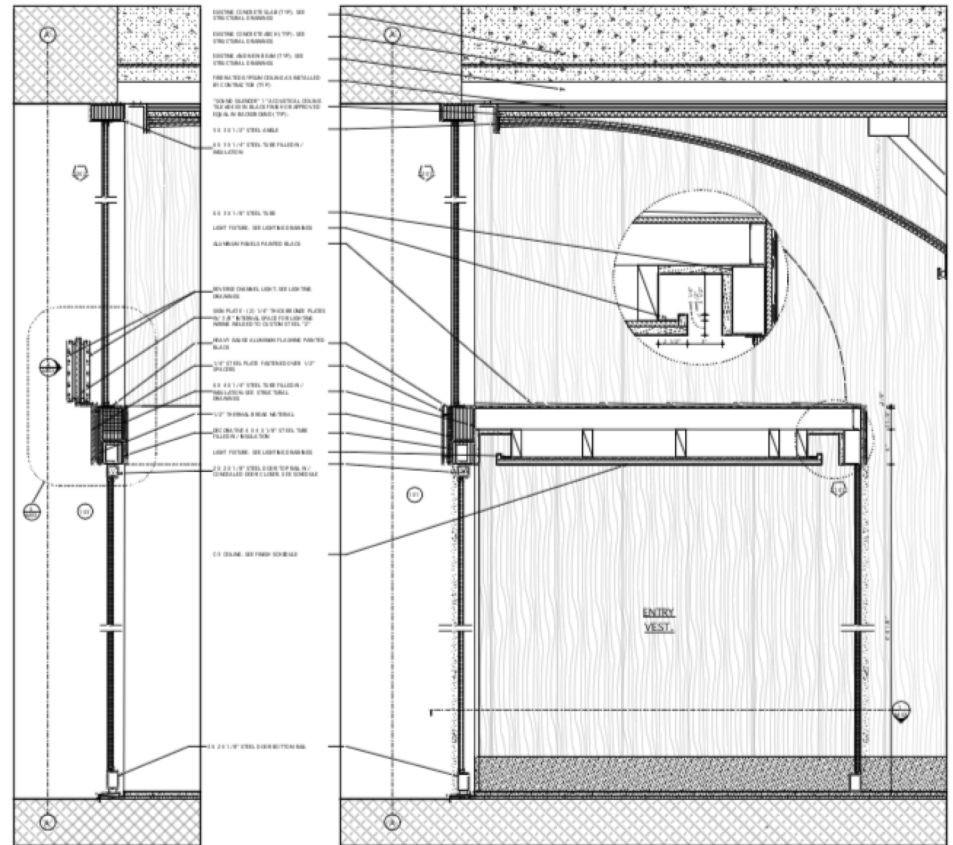
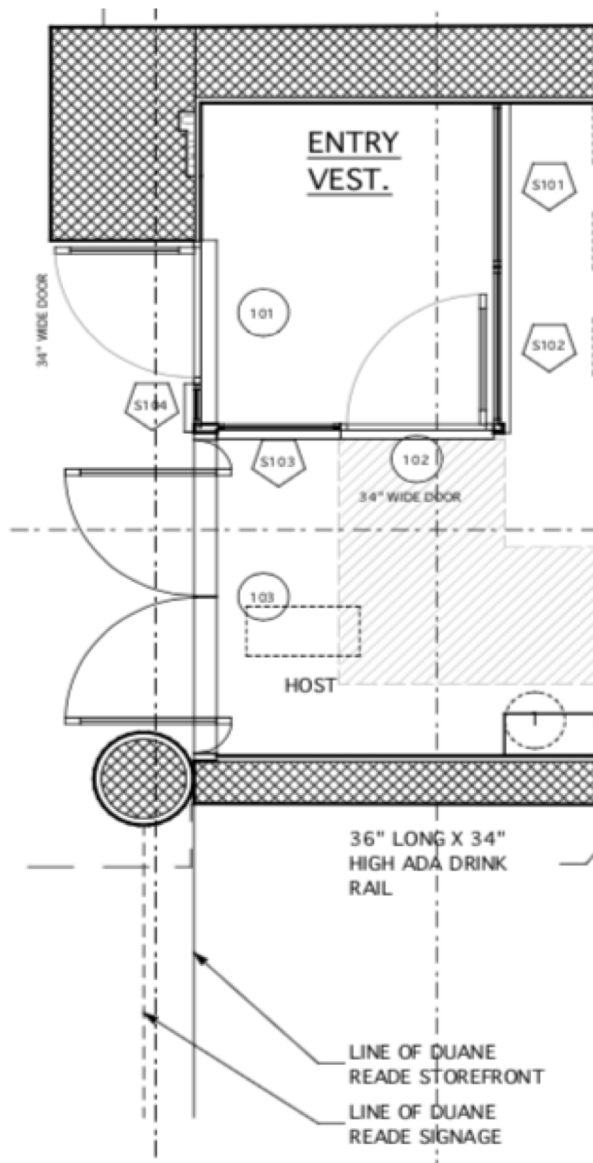


EXISTING
FAÇADE
ELEVATION



PROPOSED
FAÇADE
ELEVATION

Mullions aligned

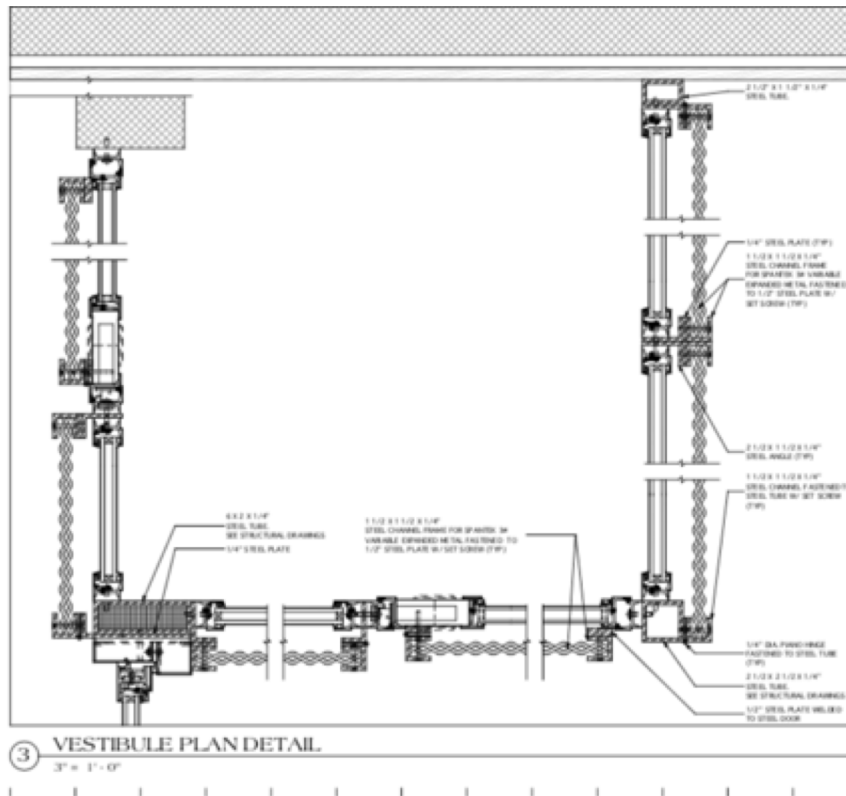


STOREFRONT VERTICAL SECTION

Store front plane is behind the existing columns



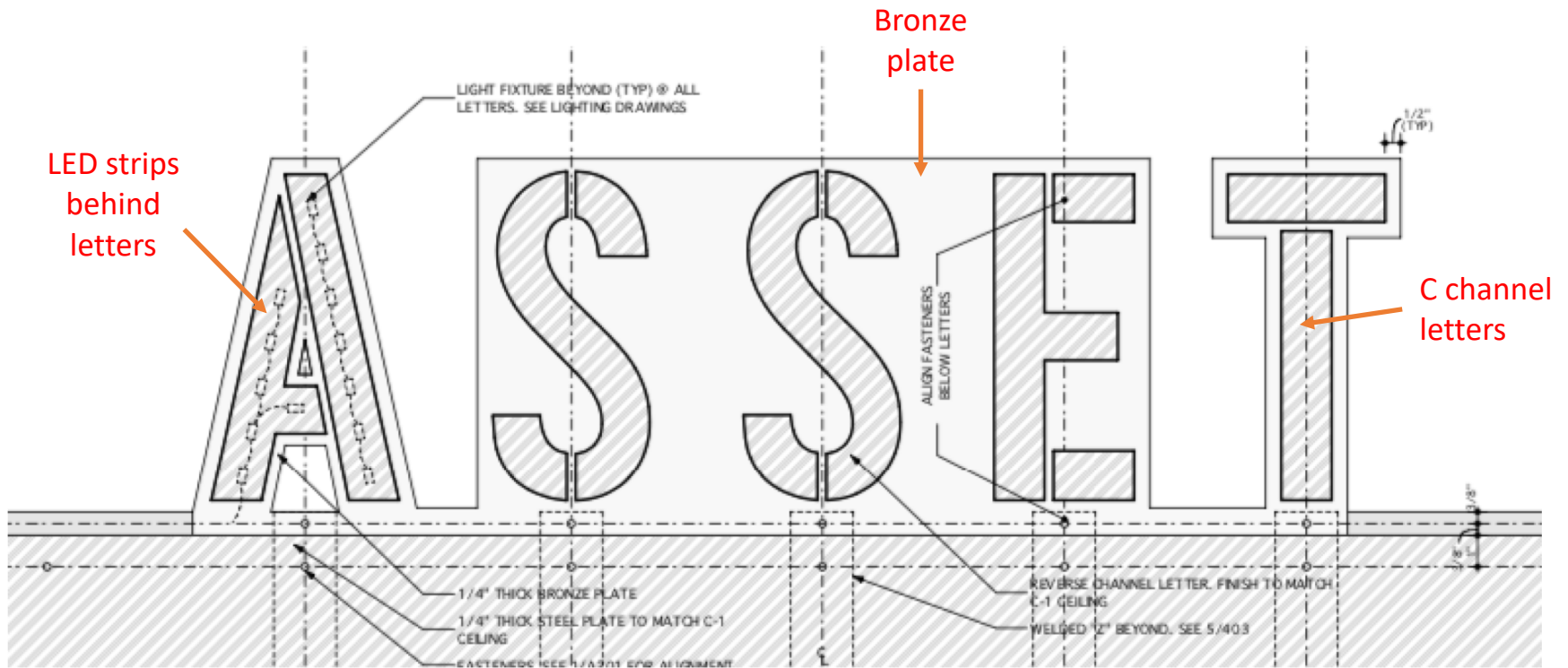
PROPOSED STOREFRONT RENDERING





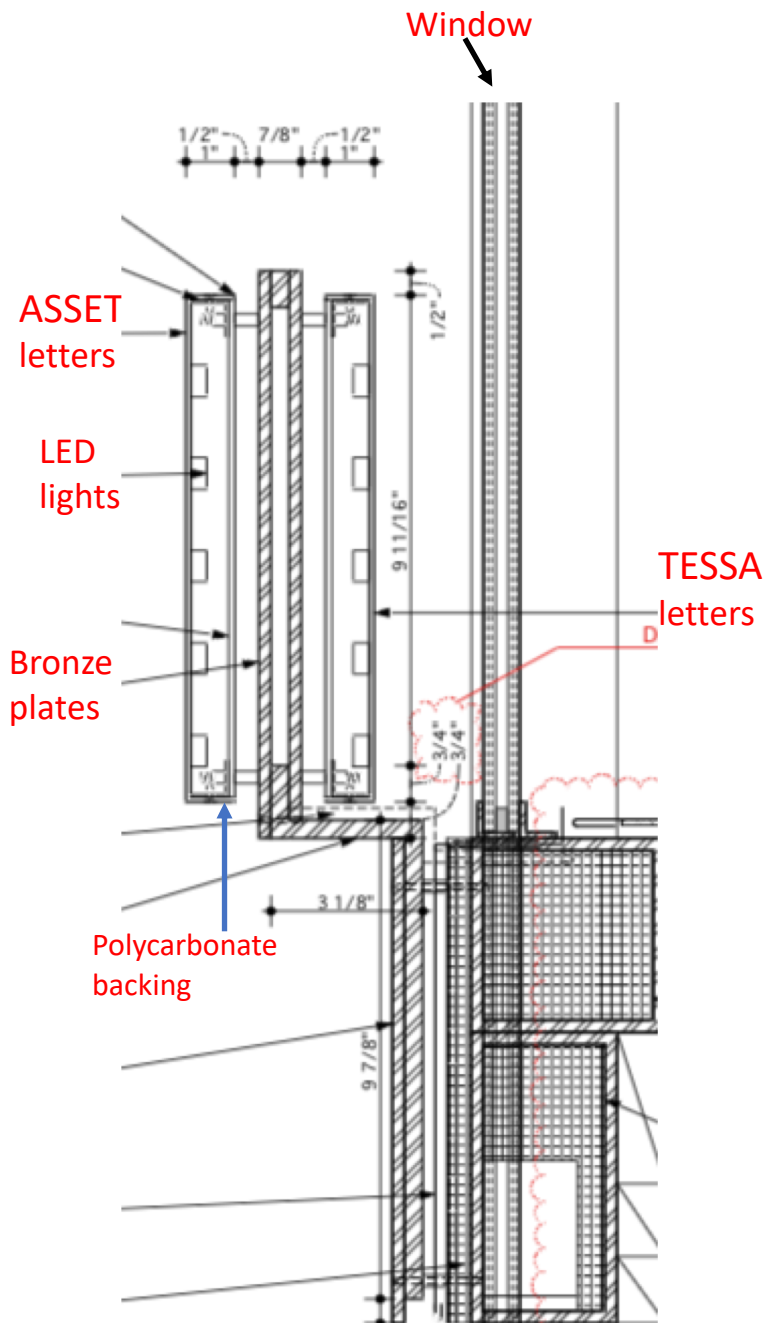
ORIGINAL INTERIOR CEILING CONSTRUCTION – Arches of expanded metal mesh

PROPOSED STOREFRONT SIGNAGE



The length of the sign (from the A to the T) is 3 feet.

The height (top to bottom) is 11 inches.



PROPOSED STOREFRONT SIGNAGE

There is an additional sign attached to the rear of the proposed sign.

The sign consists of the letters **"ASSET"** reversed to spell **"TESSA"**

The depth of the sign (both signs, front to back) is 4 inches. It extends from the window / storefront about 2 inches – the front of the ASSET sign is a total of 6 inches off the storefront.



Blackened steel C channels cut into ASSET letters for storefront signage.

APPENDIX

PROJECT DESCRIPTION



Project Description for 329 Columbus

The urban character of Manhattan hints at layers of building and rebuilding, a process that has been ongoing for centuries. On the individual building scale, remnants of past construction are expressed in the bones of earlier structures and the patina of earlier surfaces. In the demolition process of 329 Columbus, arches of expanded metal lath were discovered beneath the previous layers of finish materials in the ceiling. These excavated materials became a major unifying presence throughout the project. New expanded metal ceiling panels were added to evoke a connection with the historical precedent. The new expanded metal arches cascade rhythmically from the Mezzanine to the 2 story glass storefront. The tall glass expanse allows the expanded metal ceiling to be expressed on the sidewalk, revealing layers and textures of the building's history to the streetscape beyond. The storefront is broken up only by the vestibule and sign. The thin profile doors and windows of the vestibule are clad with variable expanded metal panels, creating a unique visual cue for the entrance door. The variable expanded metal panels express the unique expanded metal fabrication process by incrementally increasing the width of the diamond shaped openings along the height of the panel, showing that the panel is continuous and stretched to form its slitted diamond openings. The panel becomes more transparent toward the top of the vestibule, slowly opening up and drawing one's vision to the expanded metal ceiling above. Aligned with the division of the mullion, the reverse channel letter sign simply frames the large space above, showing the expanded metal arches gradually descend into the volume beyond. Oak walls recede into the space, framing the ceiling above and contrasting the industrial material palette.



ASSET
TESSA

ASSET



The artwork of the American contemporary artist, Christopher Wool, was the inspiration for ASSET signage and logo and creates a link to sister restaurant, TESSA.



EXISTING BUILDING – 57 WEST 75TH STREET – COLUMBUS AVENUE STREET VIEW
(From LANDMARK WEST website – February 2011)



Historic Photo (Landmarks West)



Historic Photo (Landmarks West)