CHRISTINE BERTHET
Chair

JESSE R. BODINE
District Manager

July 28, 2015

Hon. Meenakshi Srinivasan, Chair
Landmarks Preservation Commission
Municipal Building, 9th floor
One Centre Street
New York, NY 10007

Re: 220 Twelfth Avenue (Terminal Stores Building) – Exterior building signage master plan

Dear Chair Srinivasan:

At a regular Board meeting on July 22, 2015, Manhattan Community Board 4 (CB4), by a vote of 31 in favor, 0 opposed, and 0 abstaining and 0 present but not eligible to vote, voted to recommend approval of an application for an exterior building signage master plan at 220-224 12th Avenue (Terminal Stores). This recommendation reflects the consensus of the members of the Chelsea Land Use Committee present at its July 13th meeting which did not have a quorum.

The applicant has prepared a master plan for tenant signs in a limited number of formats based on both historic and successful contemporary community prototypes. The plan is designed to allow tenants to display unique signs that identify their businesses while at the same time establishing guidelines with standards to maintain a tasteful streetscape and retain the historic character of the building. Standards include size, color, placement and materials for signs with raised letters, plaques, hanging signs, window decals and signs painted on the walls.

CB4 finds this signage master plan to be appropriate and believes its variety of approved sign types in keeping with the building's full-block size and history of diverse tenant signs. CB4 asks that the arched lettering reading "Terminal Stores" above the central, east portal be retained as an embodiment of the structure's unique history, original function and longtime building name.

Sincerely,

Christine Berthet   J. Lee Compton   Betty Mackintosh
Chair   Co-Chair   Co-Chair
                           Chelsea Land Use Committee   Chelsea Land Use
                                                         Committee