

TESTIMONY BEFORE LANDMARKS PRESERVATION COMMISSION

RE 440 West 15th Street, Gansevoort Market Historic District

Manhattan Community Board 4 supports the application to alter signage on the former stable building at 404 West 15th Street in the Gansevoort Market Historic District.

There is very limited signage on the building, and the application will actually reduce the number of signs from four flat signs, two at the main doorway on each street—14th and 15th, to a total of two signs; that is, one internally illuminated blade sign on each street. The stated purpose is to make the location more effectively visible—especially at night—for vehicles serving the theatrical warehouse that now occupies the building. Fifteenth Street, on which the main entrance is located, is quite poorly lit.

The proposal has been carefully thought out in order to minimize its visual impact. Although internally illuminated blade signs are not historic and are to be avoided in general, in this case the design of the proposed signs will not call undue attention to themselves; and the reduction of the total amount of signage will leave more of the historic surface of the building visible. Likely alternatives would entail larger signage or greater illumination. The Board believes the proposal is appropriate.