



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

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JEAN-DANIEL NOLAND
Chair

ROBERT J. BENFATTO, JR., ESQ.
District Manager

July 24, 2008

Hon. Robert B Tierney
Chair
Landmarks Preservation Commission
Municipal Building, Ninth floor
One Center Street
New York, NY 10007

**Re: 429 West 14th Street,
Gansevoort Market Historic District**

Dear Chair Tierney:

Manhattan Community Board 4 is writing about 429 West 14th Street in the Gansevoort Market Historic District. The Board believes that the proposed signage on the storefront at this location is not fully appropriate.

The signage proposed to be placed above the storefront of this upscale establishment is of a design that is thoughtful in isolation but is nevertheless inappropriate to the particular character of the Gansevoort Market Historic District. The signage is designed to project out from the façade in a forwardly curved shape intended to hide the projecting box of the security gate in this location. While the purpose of hiding the box is good, the curved projecting element is inconsistent in character with the most distinctive feature of this Historic District, the rectangular horizontally projecting metal canopies above the entrances. The design also bears no relation to the stripped Art and Crafts building on which it is to be placed or to the other, very mixed, signage on the building.

The signage design needs to be rethought for compatibility with its historic surroundings.

Sincerely,

Jean-Daniel Noland
Chair
Manhattan Community Board 4

Cc: Applicant