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2 **LANDMARKS COMMITTEE**

Item # 13

3
4 June 6, 2012

5
6 Hon. Robert B Tierney
7 Chair
8 Landmarks Preservation Commission
9 Municipal Building, 9th floor
10 One Centre Street
11 New York, NY 10007

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13 **Re: 421-435 West 14 Street**

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15 Dear Chair Tierney:

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17 Manhattan Community Board 4 is writing about the application and presentation to the
18 Landmarks Committee by the building's Architect Stonehill and Taylor to remove the
19 existing storefront and replace it with a new storefront at the store located at 431 West 14
20 Street.

21 There was no quorum, however, there was consensus among the members to recommend
22 approval of the first three items listed below, regarding the item 4, committee was
23 divided in its opinion. The final letter will reflect recommendation of the full board.

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25 1. Existing storefront, sign panel, stone curb and metal roll down gate is to
26 be removed and replace by a new metal and glass storefront.
27 2. The proposed large glass show windows and doors are in keeping with the
28 adjacent retail storefronts.
29 3. Exposing the existing decorative plaster recess band above the doors by
30 removing the store sign panel,
31 4. The new sign, painted black letters set off the tan decorative plaster band
32 with stand-offs to allow the decorative band to be visually uninterrupted
33 behind the signage. The proposed sign uses the store Logo 'Alice and
34 Olivia By Stacy Bendet' in cursive, flowing script, at the plaster band as
35 well as supergraphics applied to the glass storefront at a height of few feet
36 above sidewalk level. There was discussion of appropriateness of the
37 cursive sign. The members were split on acceptability of proposed sign
38 design. Some members expressed preference for regular block letters
39 similar to other storefronts on the sides of this location. Others thought
40 that considering the store selling designer label children's clothing, a
41 playful looking sign was not entirely inappropriate.

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43 Sincerely,
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