

Landmarks Preservation Commission Public Hearing

675 Hudson St / 24 9th Ave

2023.12.19

MANCINI:

01

Introduction



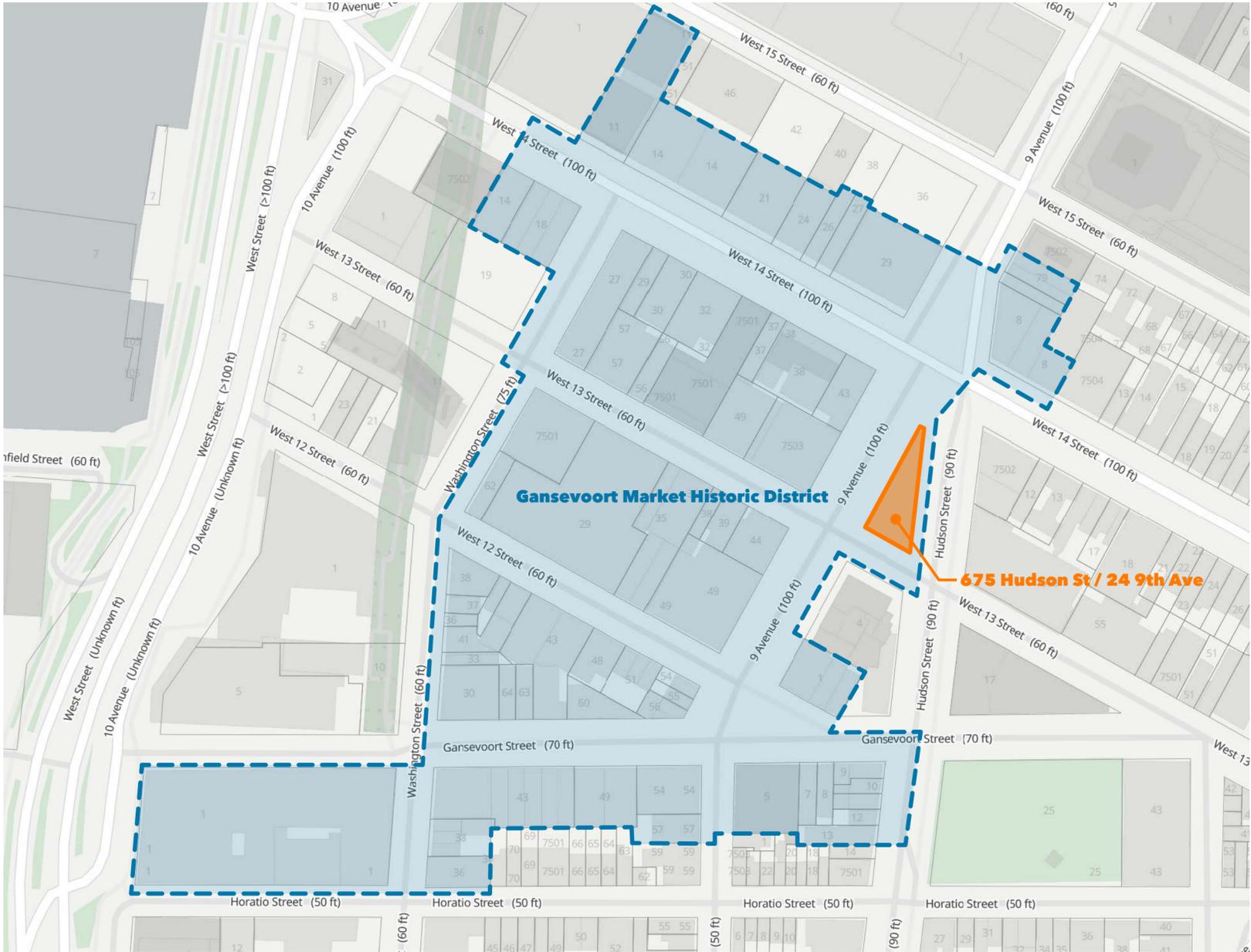
Site - Building Aerial View



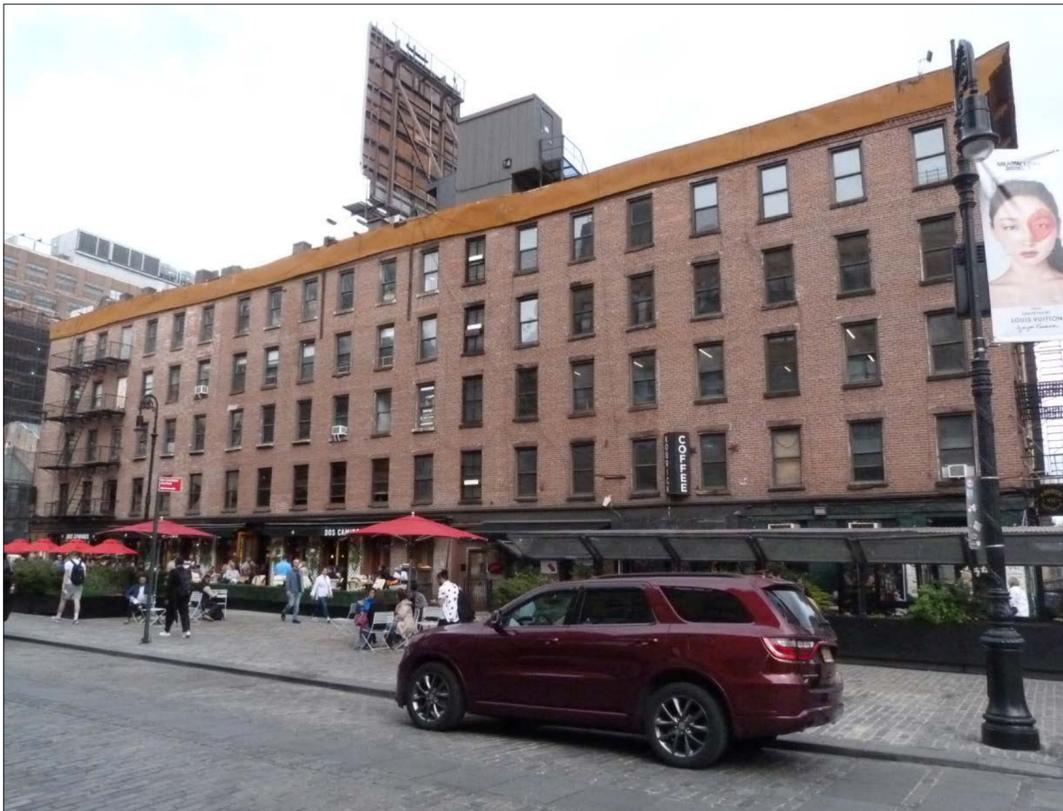
District - Building and Gansevoort Market Historic District



View from the corner of Hudson St and West 14th Street



Existing Conditions



9th Avenue



W13th Street



Hudson Street



Existing Condition and Overview of Proposed Design



View from the corner of Hudson St and West 14th Street



Render of Proposed New Design

02

**Historic Context &
Existing Conditions**



Historic Context



675 Hudson St / 24 9th Ave, 1855 (NYHS)



Historic Context



9th Avenue and 13th Street, 1915 (LOC)



Historic Context



Hudson Street 1927 (NYPL)



Detail of storefront along Hudson Street 1927 (NYPL)

Historic Context



Hudson Street 1934 (NYPL)



Detail of storefront along Hudson Street, 1934 (NYPL)

Historic Context



W13th Street, Tax Photo 1985



Hudson Street ca. 1990 (Village Preservation)

Historic Context



W 13th Street- LPC Designation Photo 2003



9th Avenue- LPC Designation Photo 2003

Historic Context



Hudson Street- LPC Designation Photo 2003



9th Avenue- LPC Designation Photo 2003



Existing Conditions



9th Avenue

Existing Conditions



Lintel & Sill Detail



Cornice/parapet Detail



Along 13th Street



Sill & Window Detail



Plinth Detail



Along Hudson Street- repair work over the years

Existing Conditions



Storefront details along 9th Avenue



Existing Conditions



Storefront details along Hudson Street



Existing Conditions



Storefront details along W13th Street

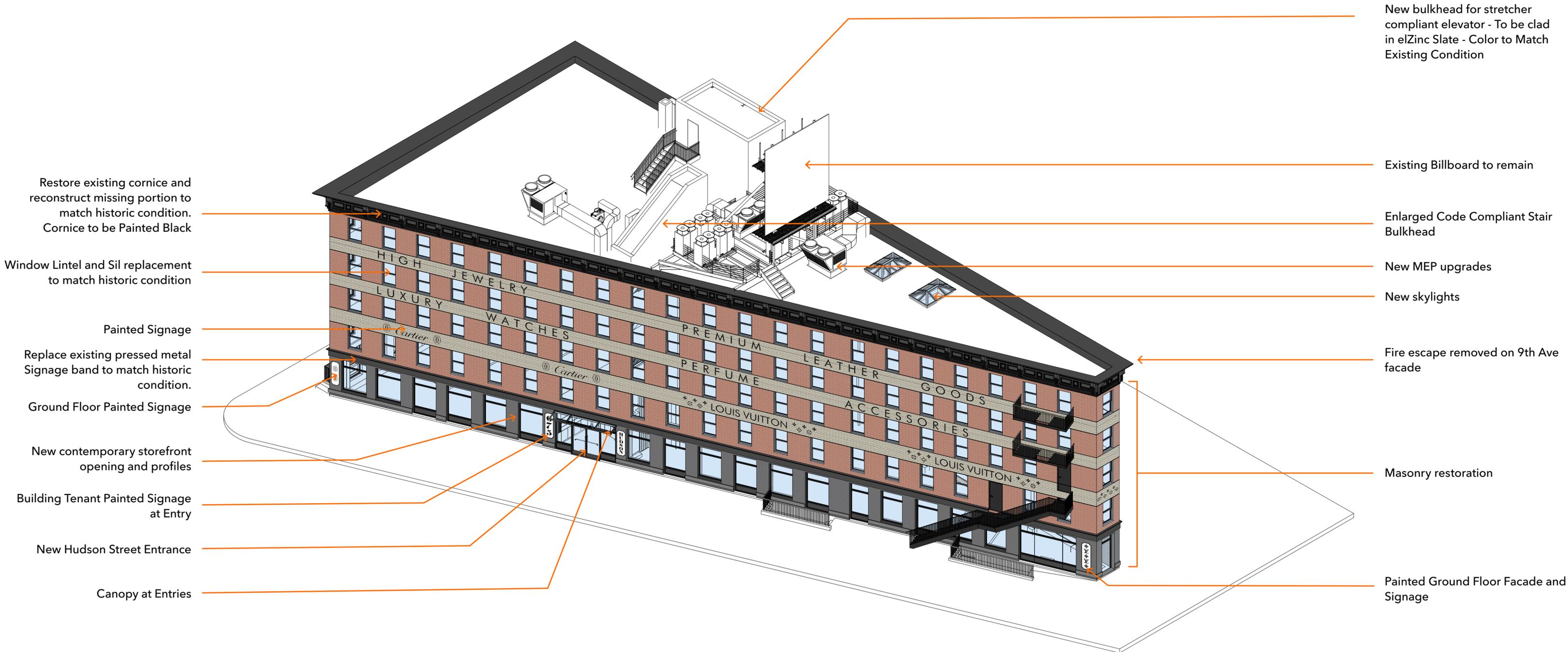


03

**Existing vs
Proposed Work**



Existing vs Proposed Work - Proposed New Design



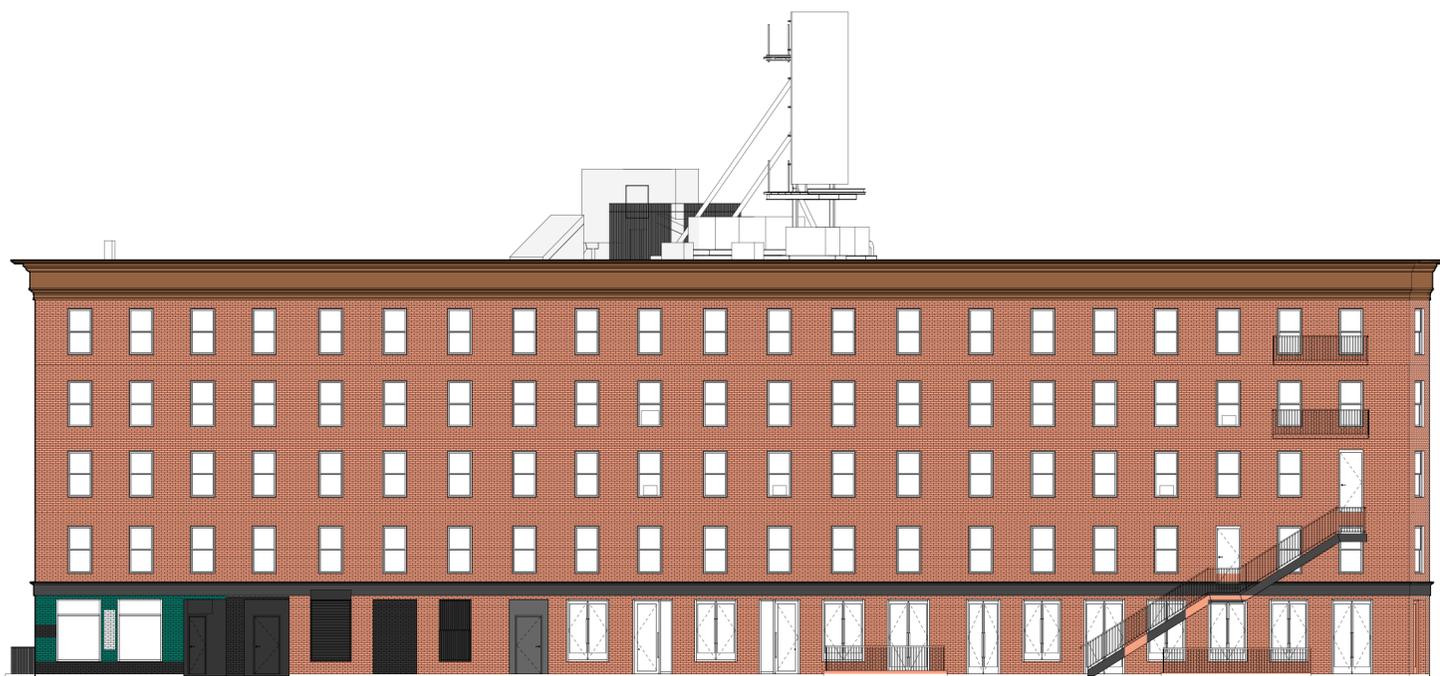
- Restore existing cornice and reconstruct missing portion to match historic condition. Cornice to be Painted Black
- Window Lintel and Sil replacement to match historic condition
- Painted Signage
- Replace existing pressed metal Signage band to match historic condition.
- Ground Floor Painted Signage
- New contemporary storefront opening and profiles
- Building Tenant Painted Signage at Entry
- New Hudson Street Entrance
- Canopy at Entries

- New bulkhead for stretcher compliant elevator - To be clad in eZinc Slate - Color to Match Existing Condition
- Existing Billboard to remain
- Enlarged Code Compliant Stair Bulkhead
- New MEP upgrades
- New skylights
- Fire escape removed on 9th Ave facade
- Masonry restoration
- Painted Ground Floor Facade and Signage

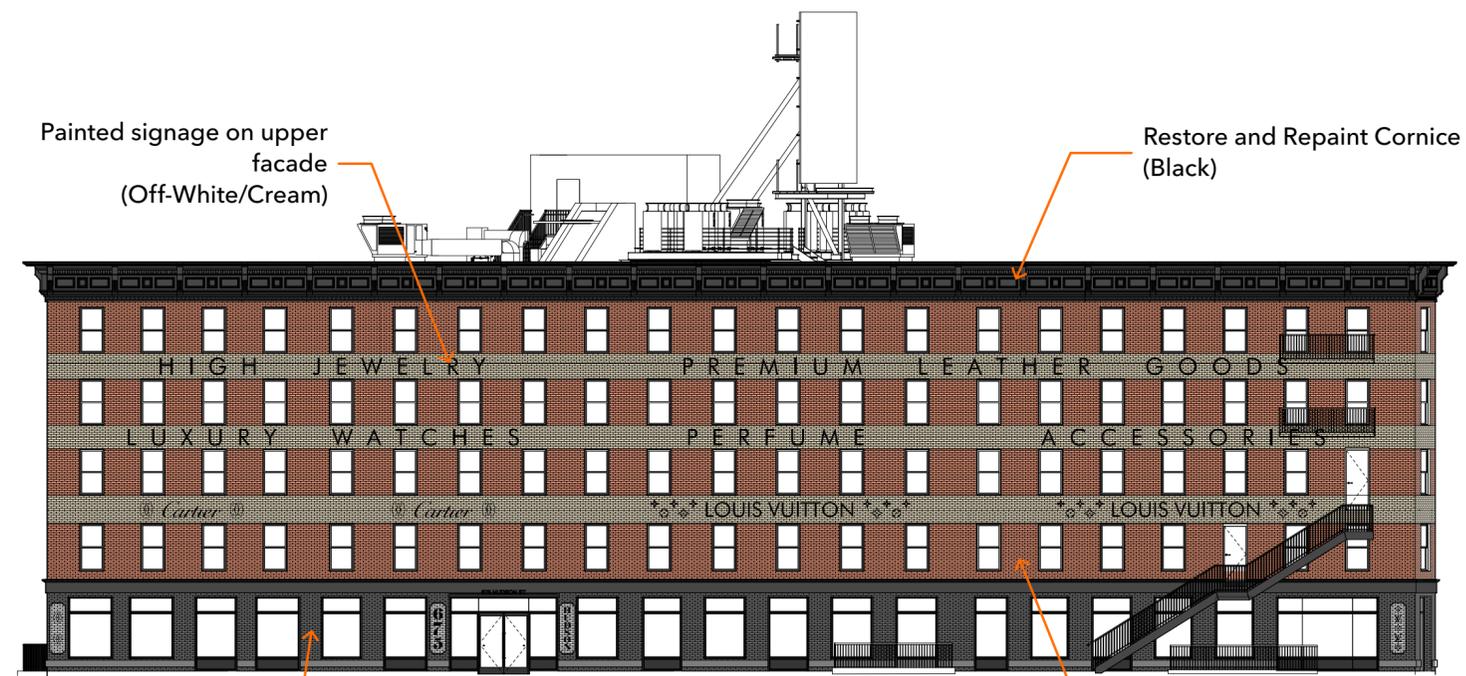
Proposed New Design

Existing vs Proposed Work - Color Story (East and West Elevations)

* Signage branding shown for mock-up purposes only. Not a finalized design or layout



Existing East Elevation



Proposed East Elevation



Existing West Elevation



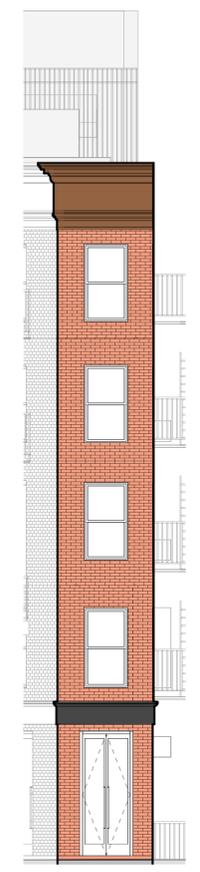
Proposed West Elevation

Existing vs Proposed Work - Color Story (North and South Elevations)

* Signage branding shown for mock-up purposes only. Not a finalized design or layout



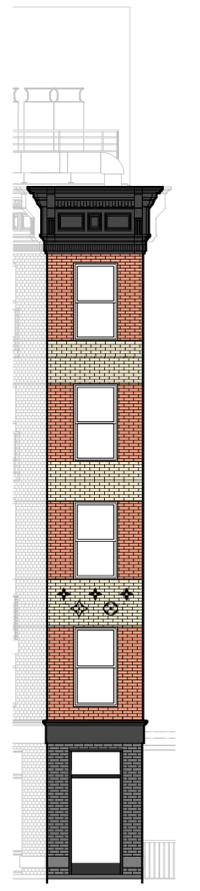
Existing South Elevation



Existing North Elevation



Proposed South Elevation



Proposed North Elevation

EXISTING CONDITION

PROPOSED NEW DESIGN



Existing vs Proposed Work - Color Palette



PAINTED BRICK AT
SIGNAGE BAND



GROUND FLOOR PAINTED
BRICK

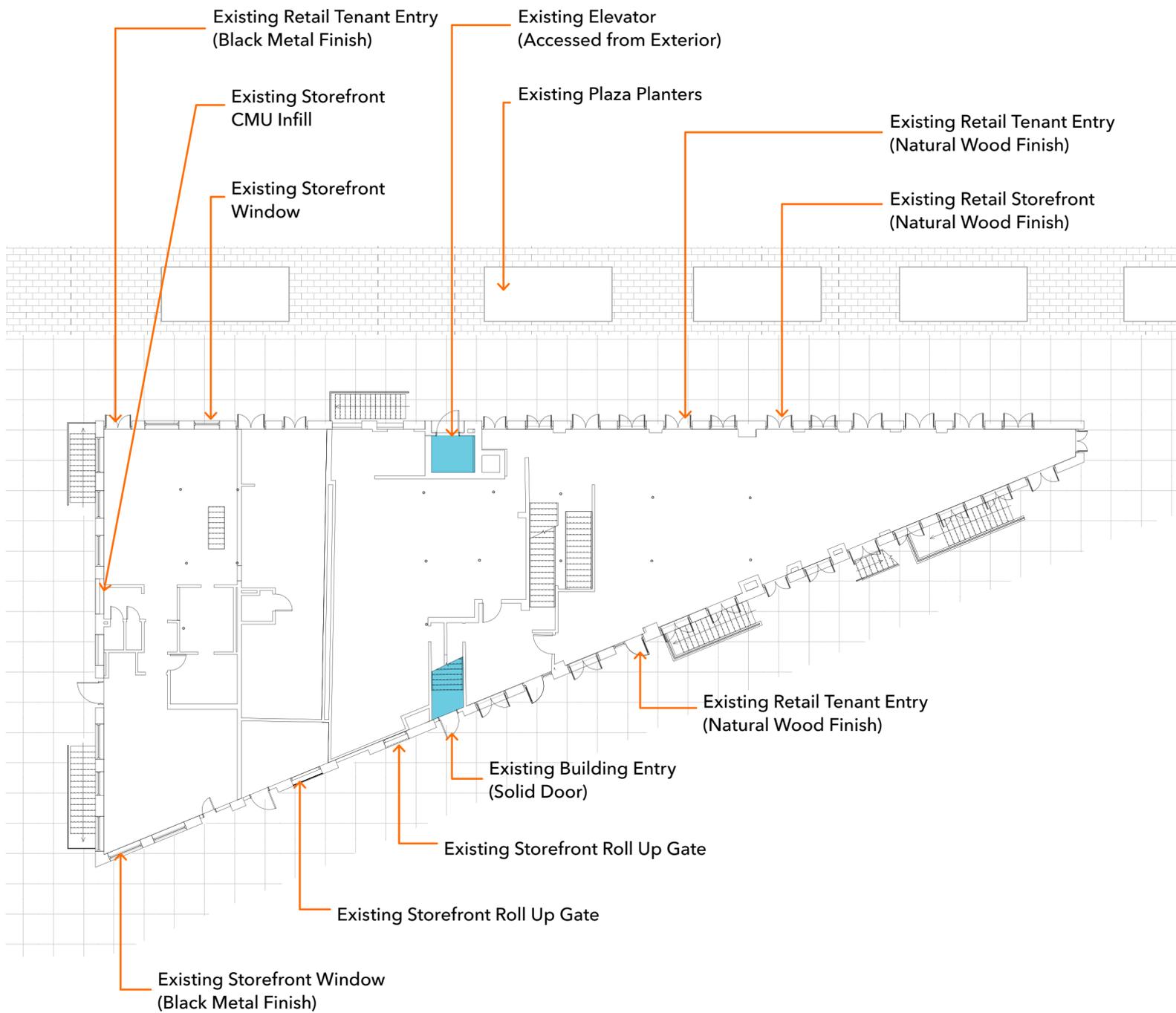


BLACK METAL FINISH FOR CORNICE,
SIGNAGE BAND, WINDOWS FRAMES,
STOREFRONT PROFILES AND INFILL PANELS

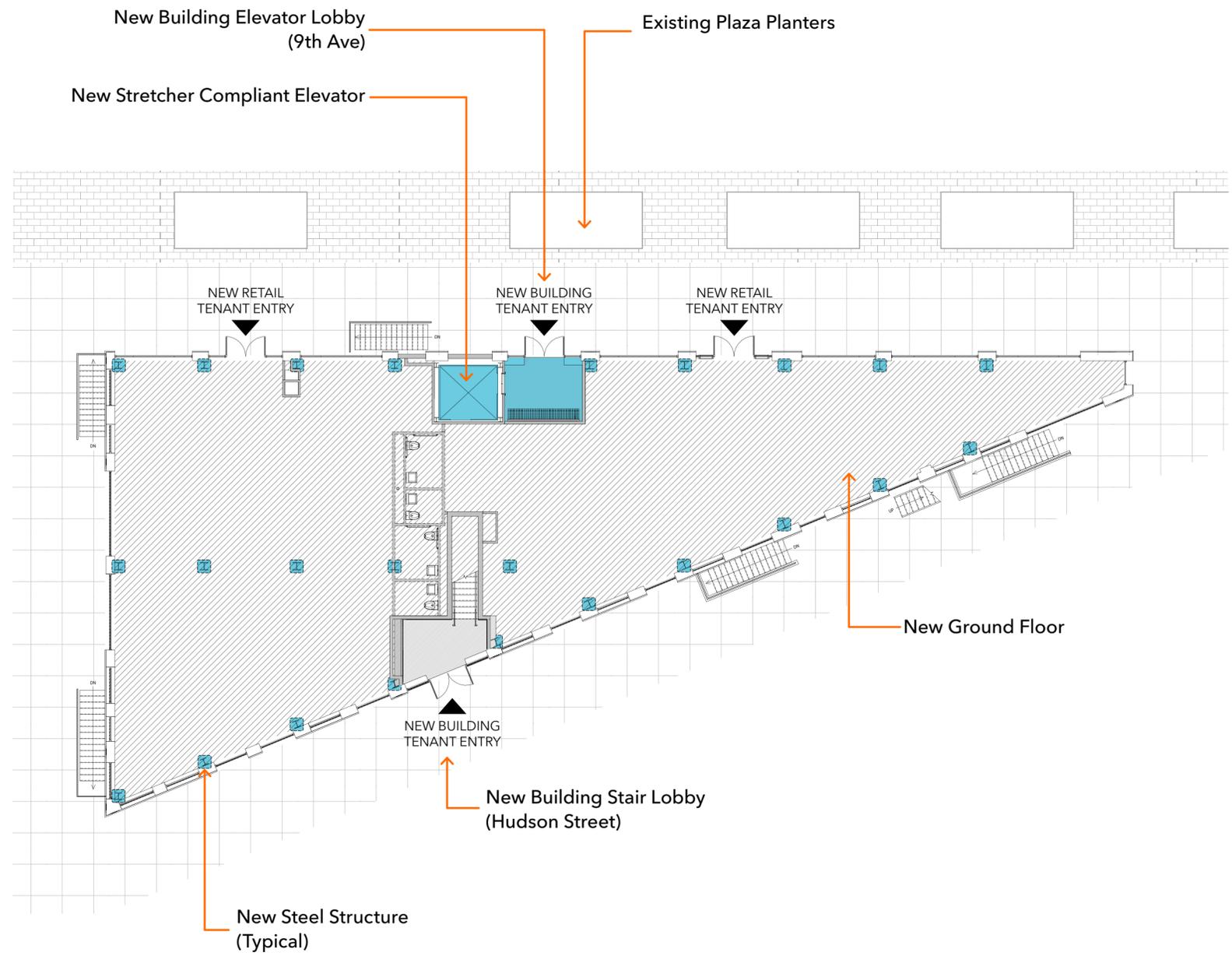


NEW BULKHEAD
CLADDING

Existing vs Proposed Work - Ground Floor (Plan)

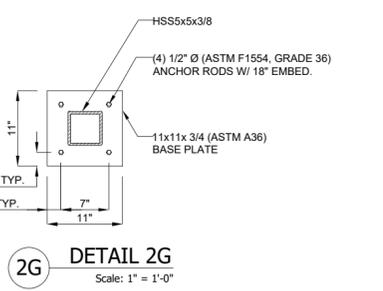
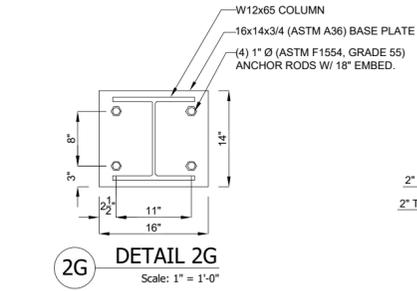
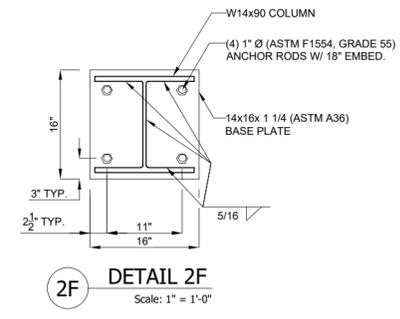
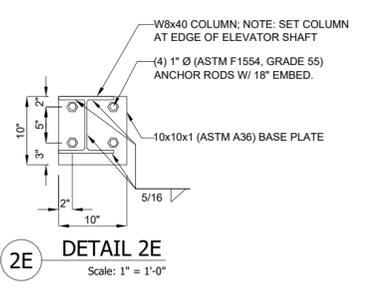
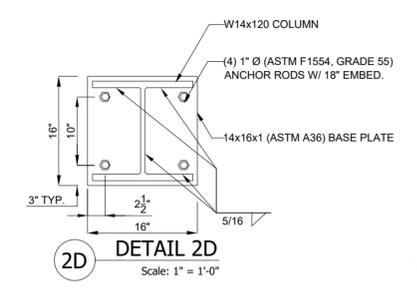
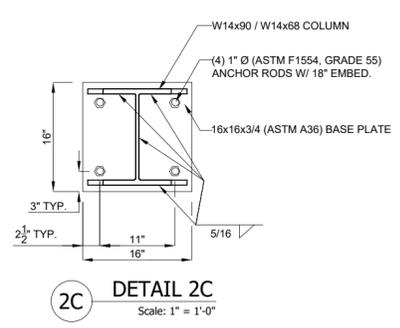
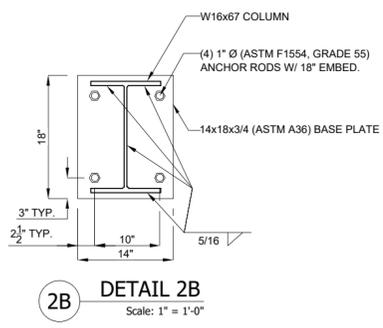
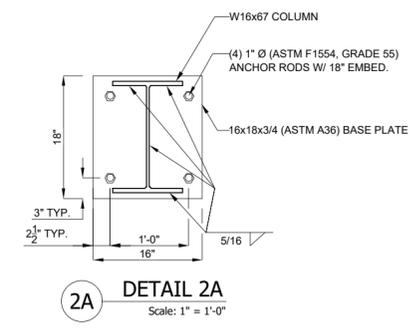
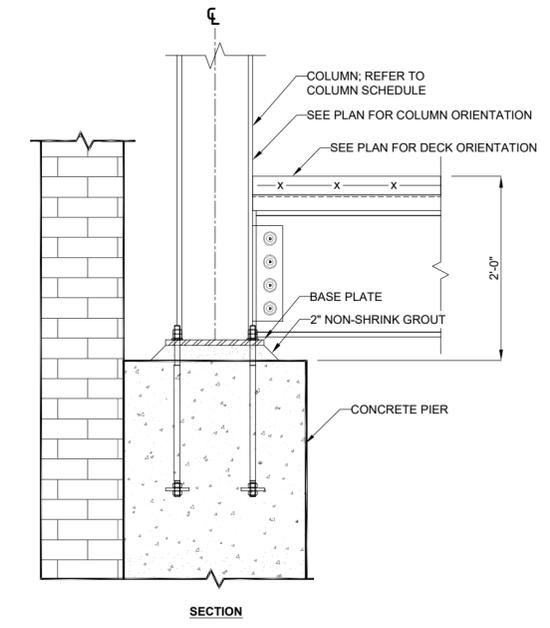
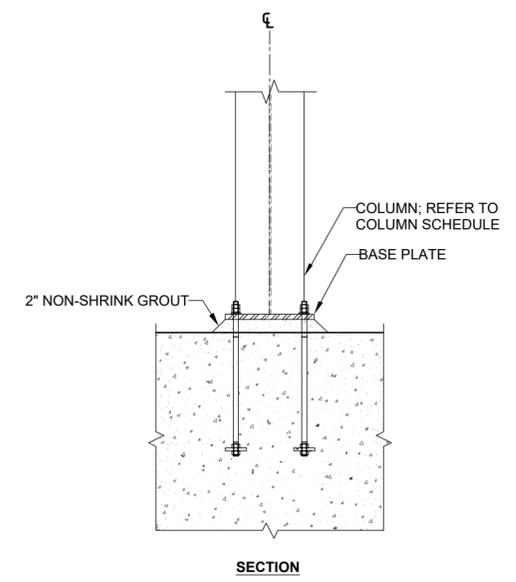
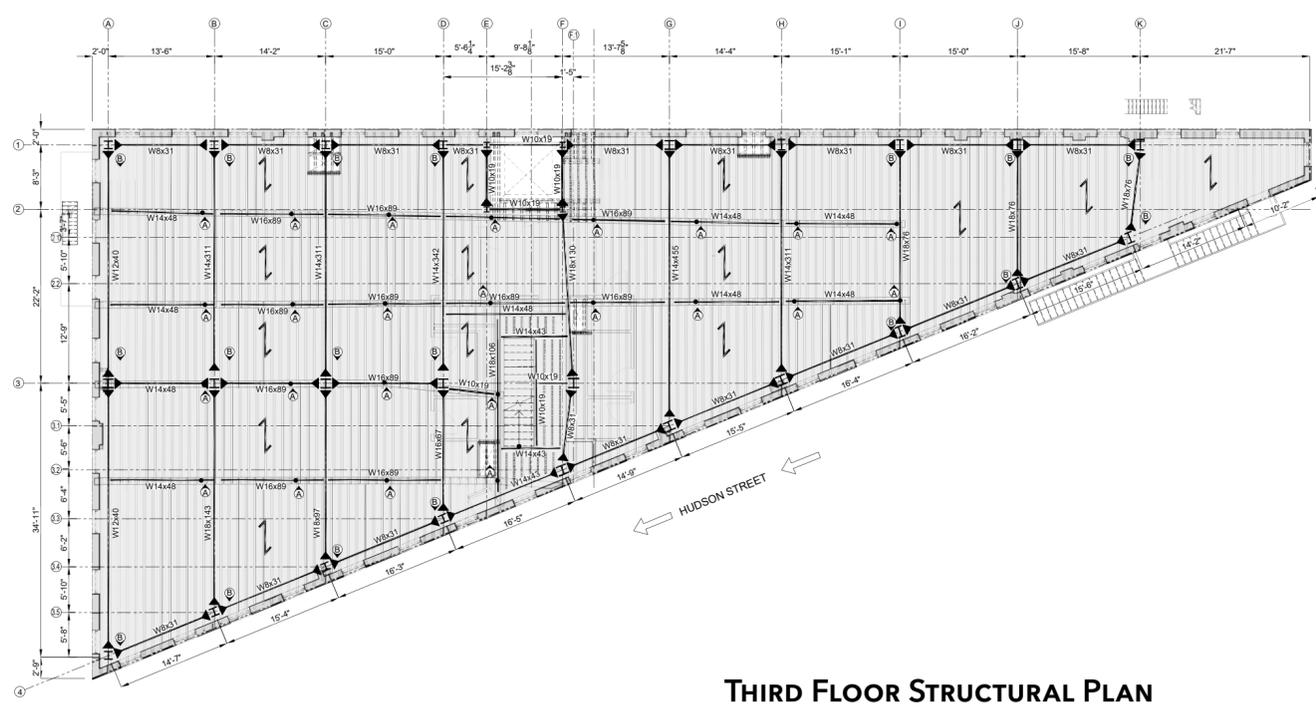
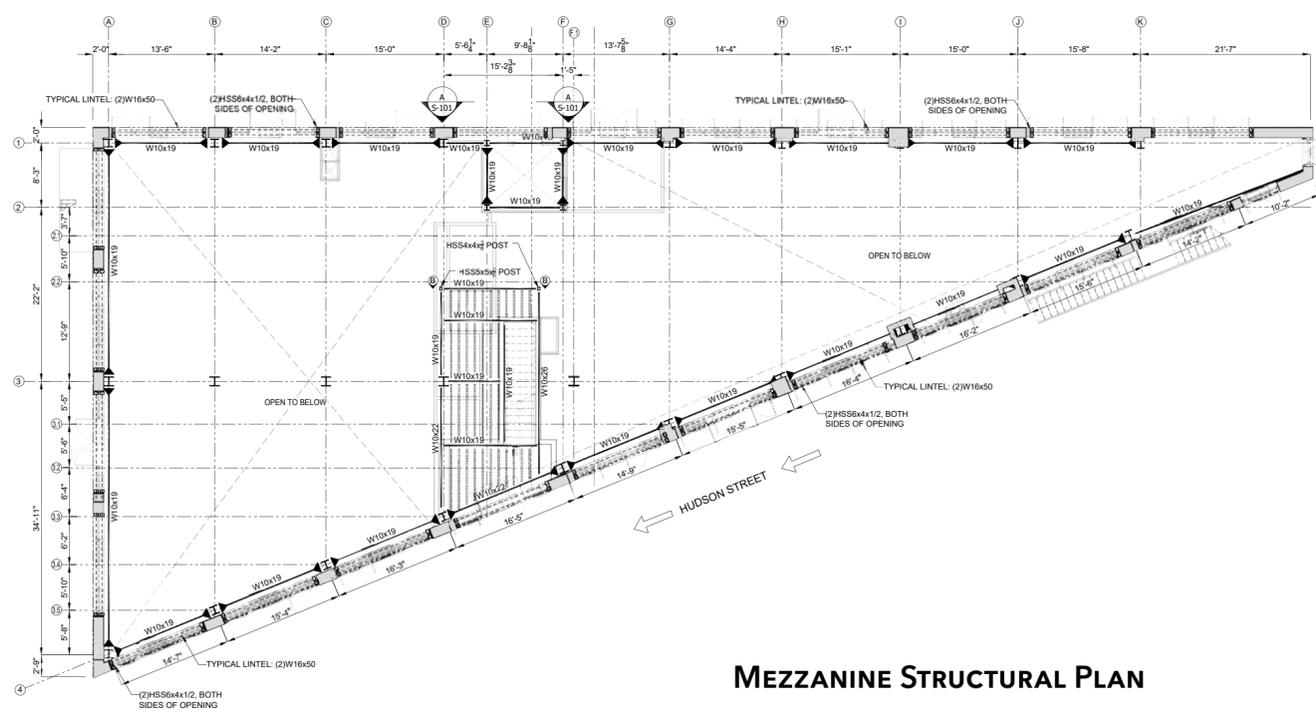


Existing Condition (Plan)



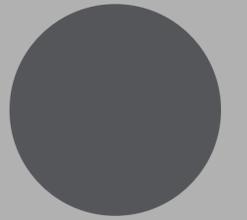
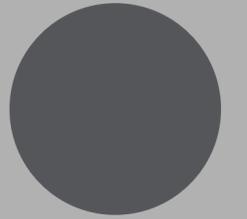
Proposed New Design (Plan)

Existing vs Proposed Work - New Structural Work

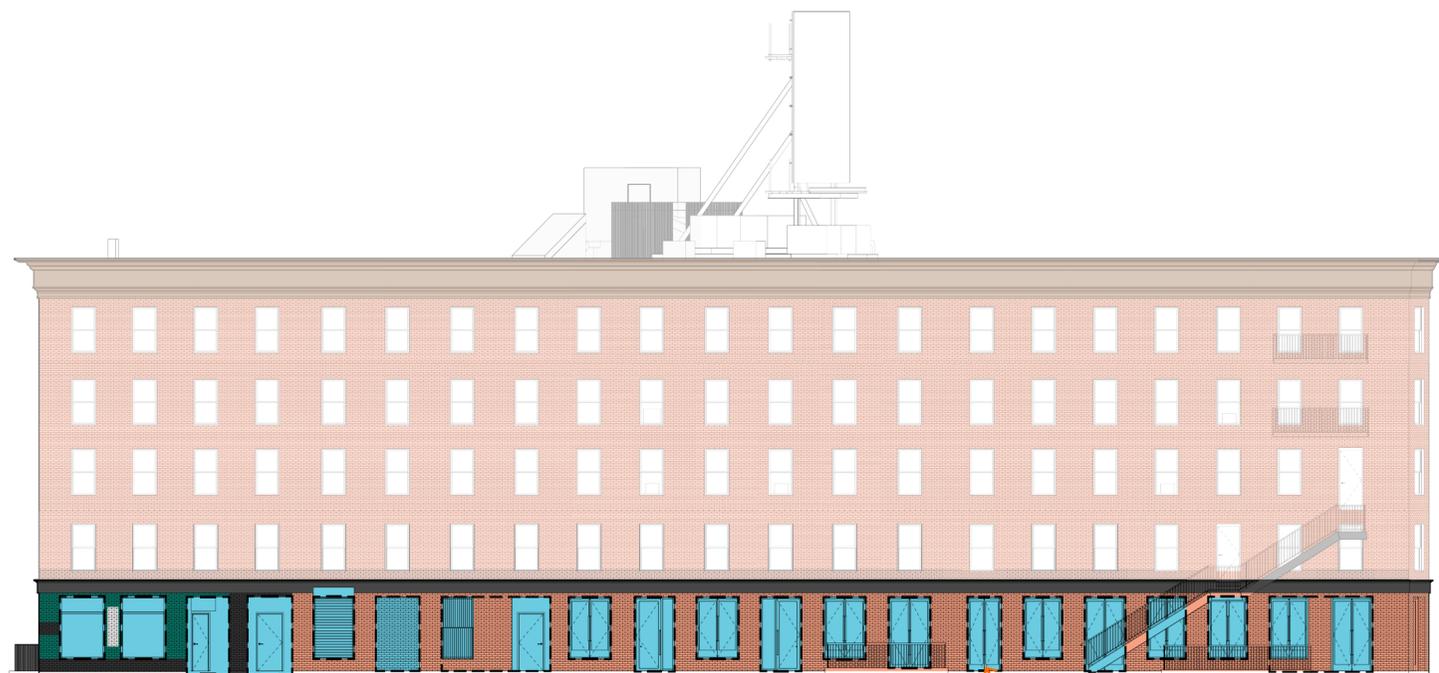


COLUMNS

Storefronts



Storefronts - Scope (East & West Elevation)



East Elevation

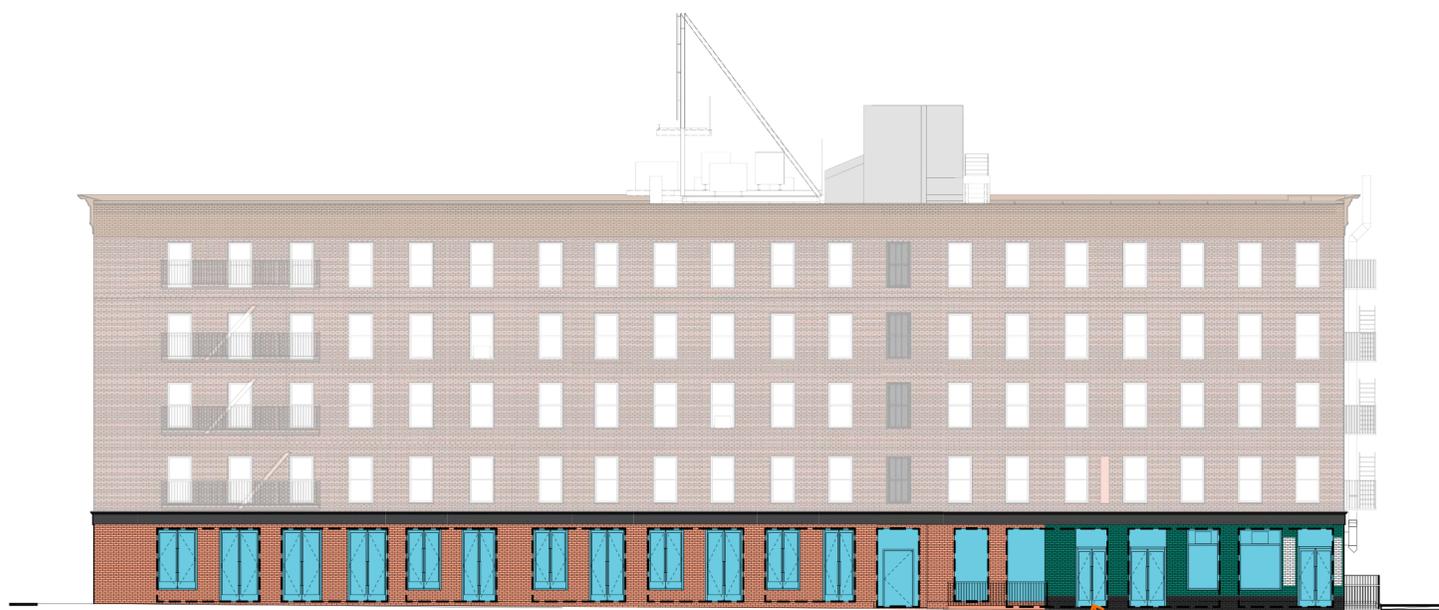
Existing Storefront Openings and Profiles



New Storefront Openings and Profiles

East Elevation

New Storefront Profiles



West Elevation

Existing Storefront Openings and Profiles



West Elevation

New Storefront Openings and Profiles

EXISTING CONDITION

PROPOSED NEW DESIGN



Storefronts - Scope (North and South Elevation)



Existing Storefront Openings and Profiles

South Elevation

North Elevation

EXISTING CONDITION



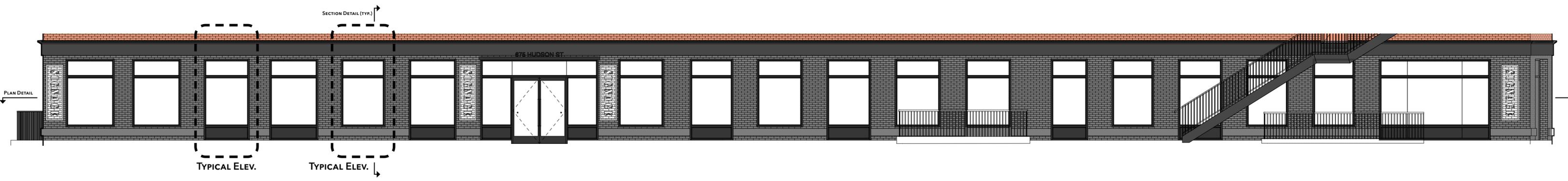
New Storefront Openings and Profiles

South Elevation

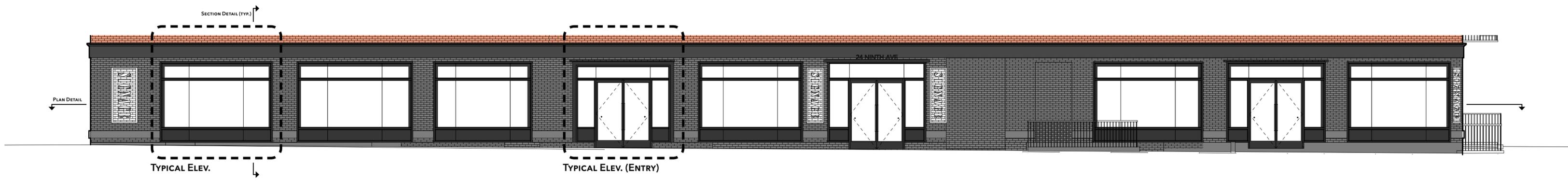
North Elevation

PROPOSED NEW DESIGN

Storefronts - Proposed Elevations



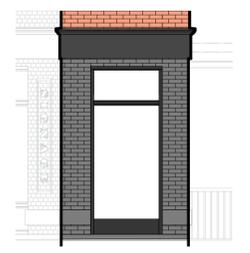
East Elevation



West Elevation

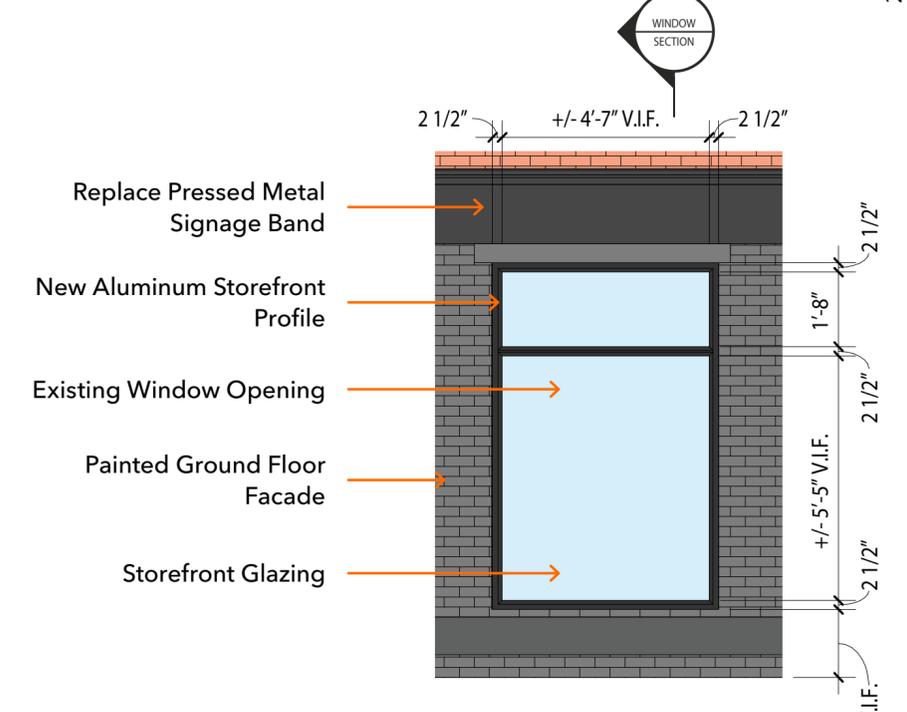
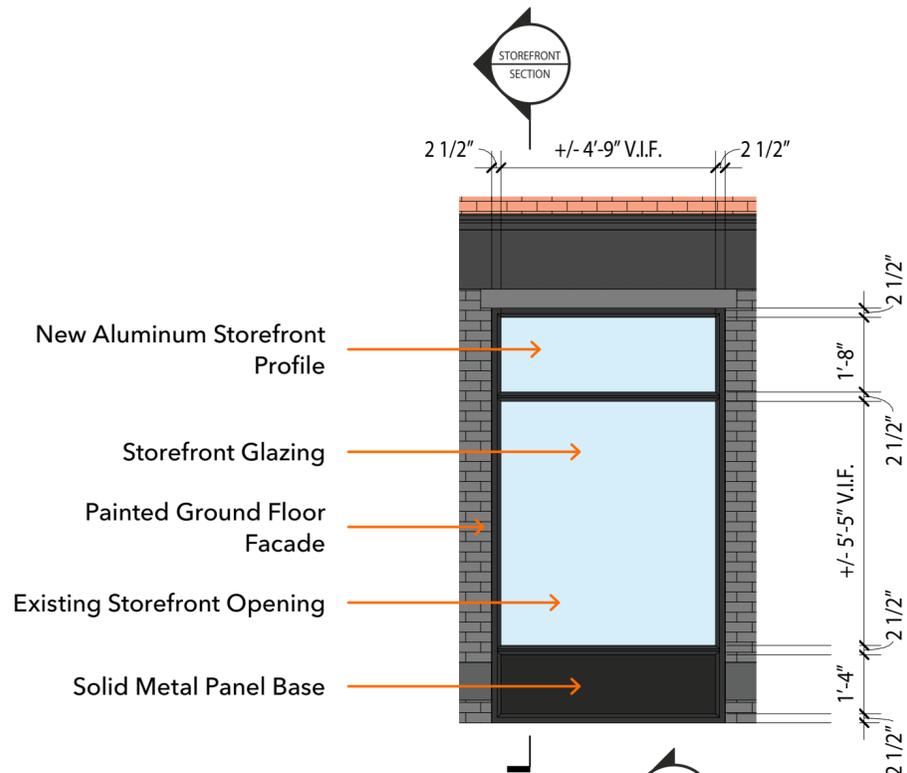


South Elevation

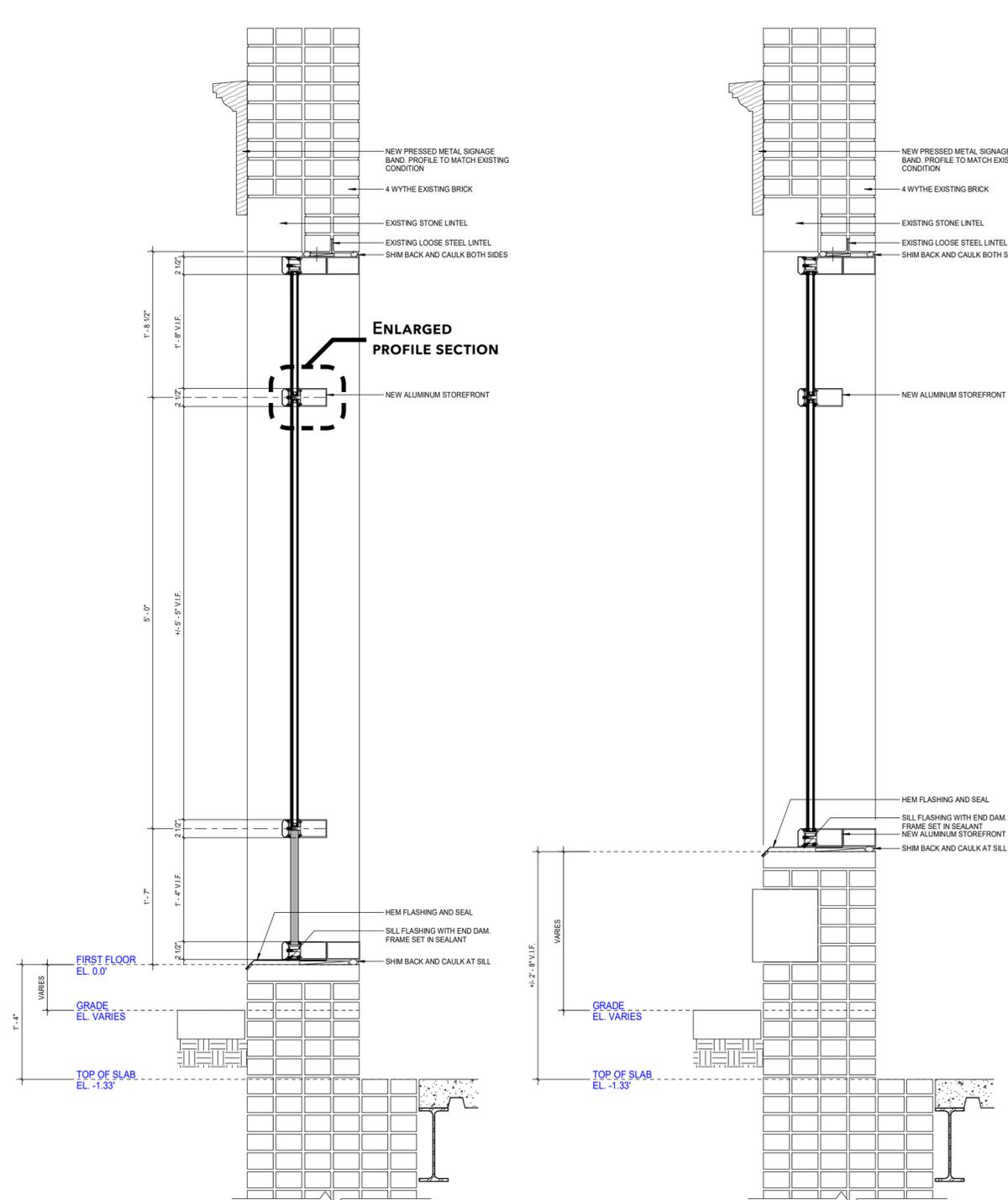


North Elevation

Storefront - New Storefront Profile in Existing Opening (Enlarged Elevations and Details)

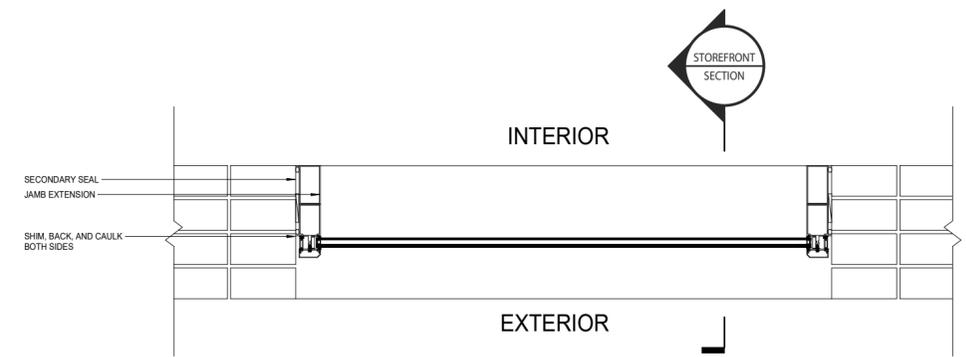


TYPICAL WINDOW & STOREFRONT ELEVATION (EXISTING OPENINGS)

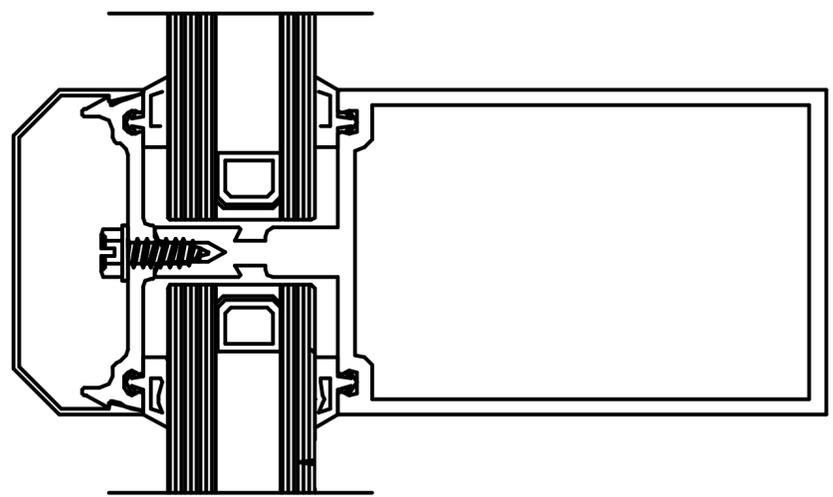


STOREFRONT SECTION (EXISTING OPENINGS)

WINDOW SECTION (EXISTING OPENINGS)

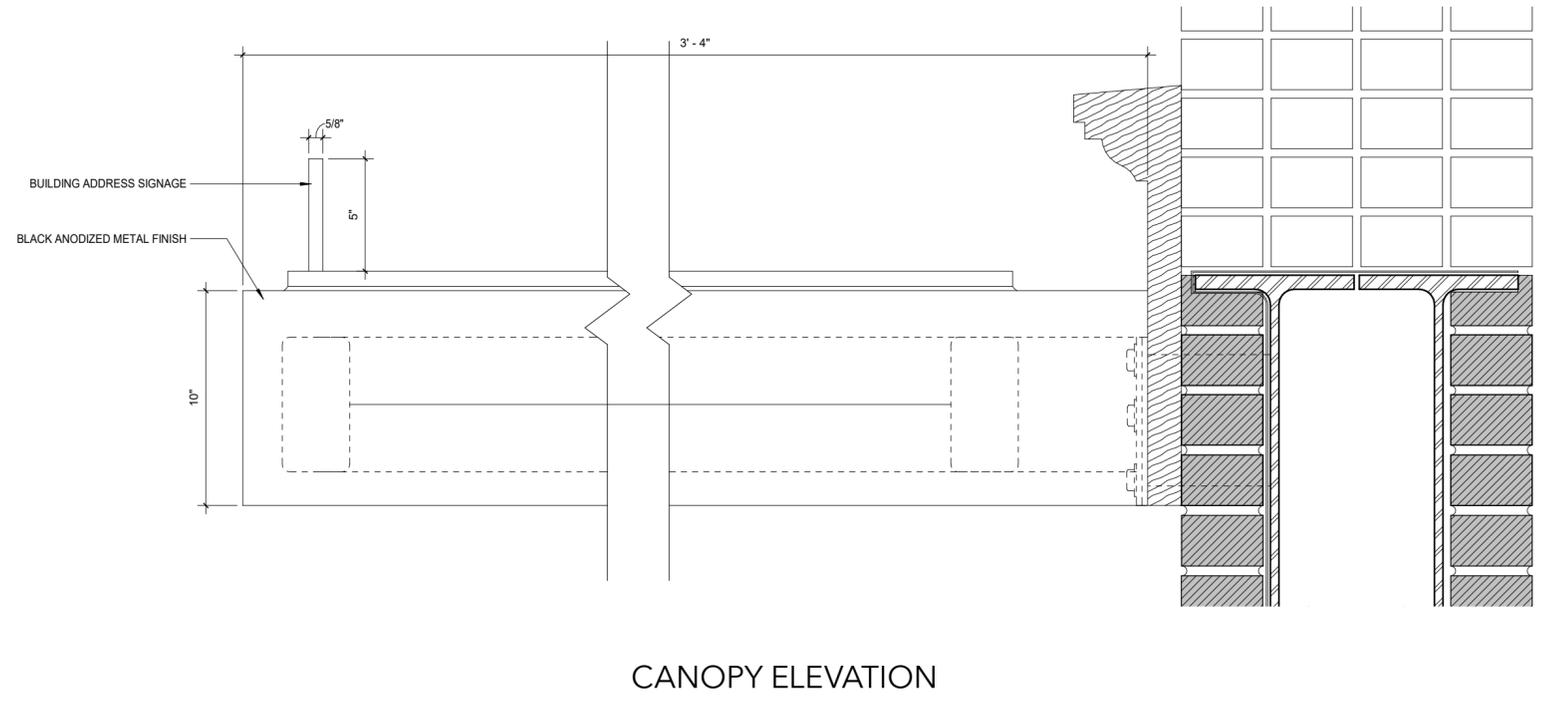
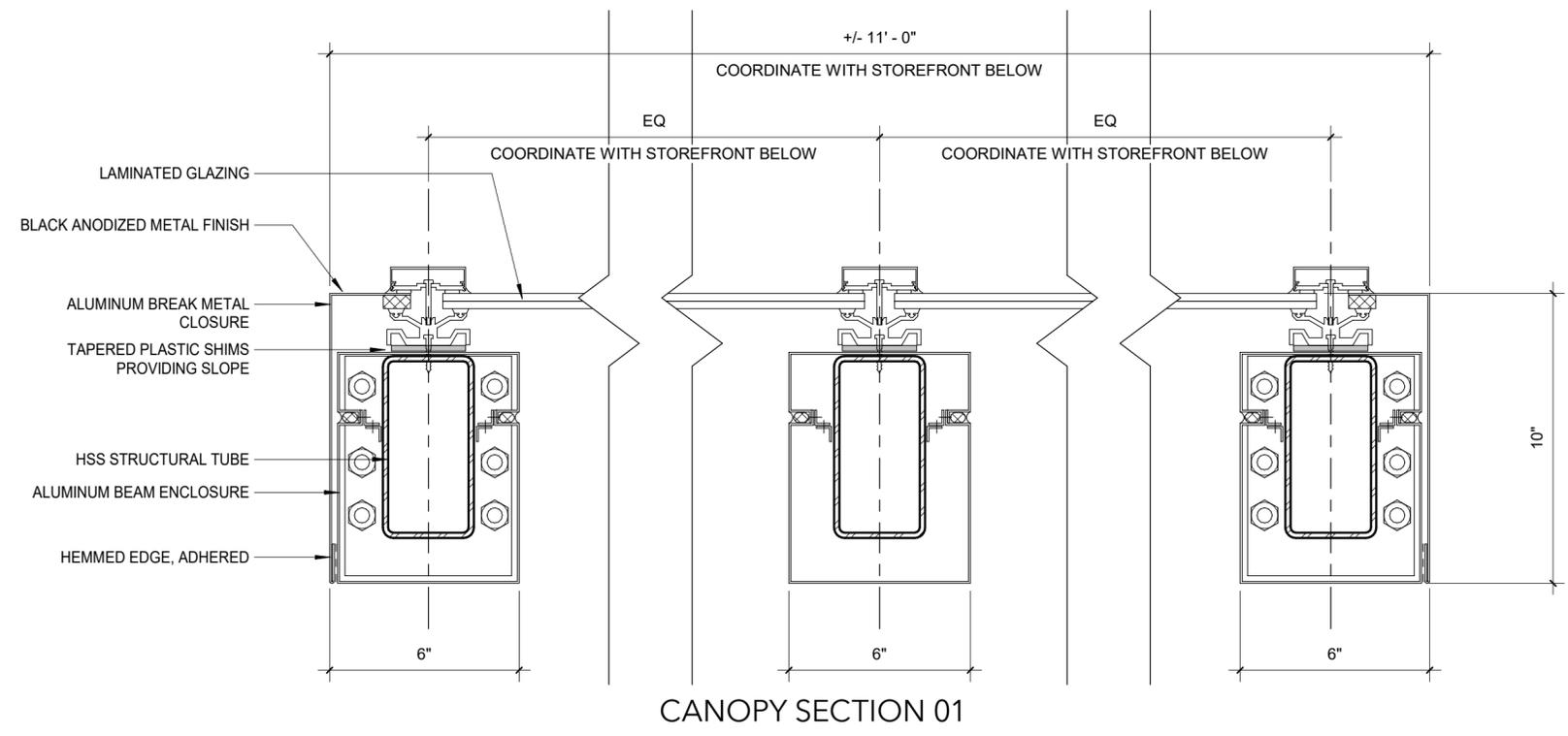
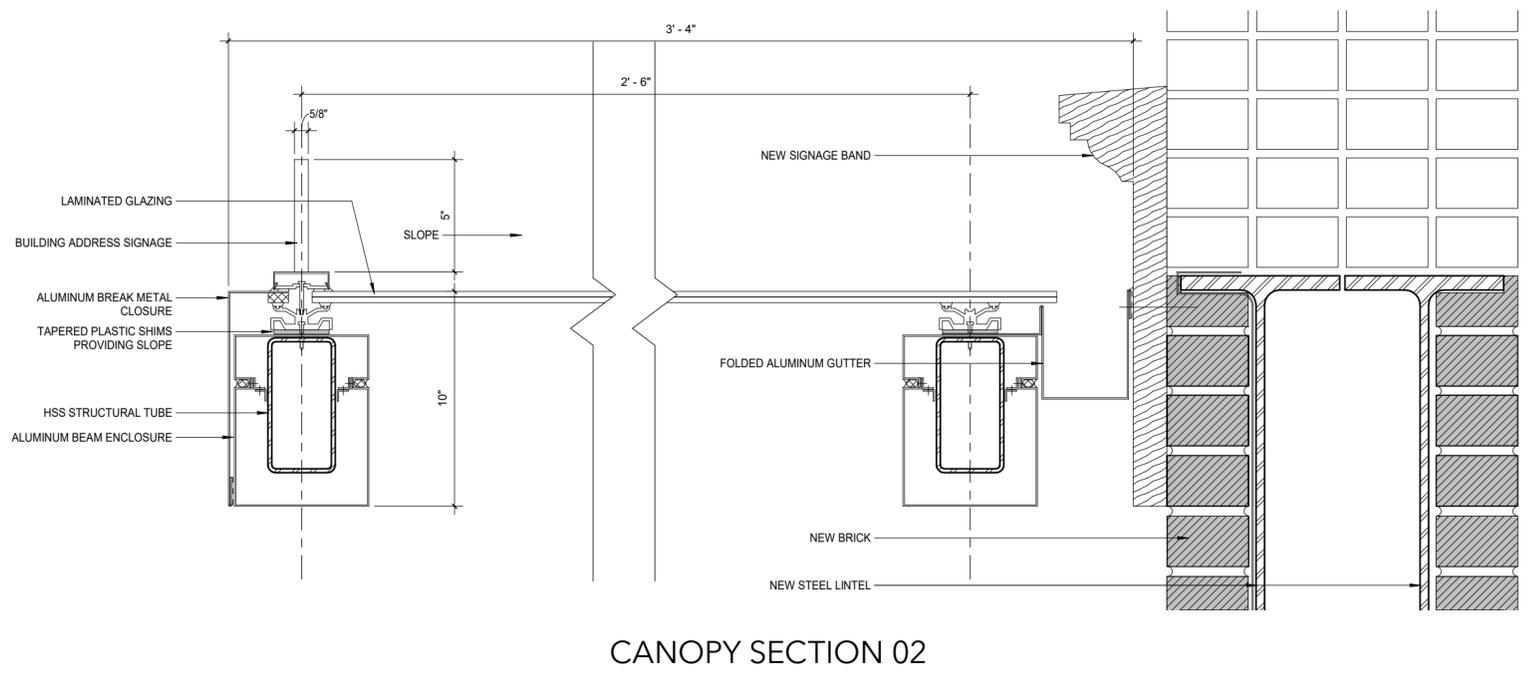
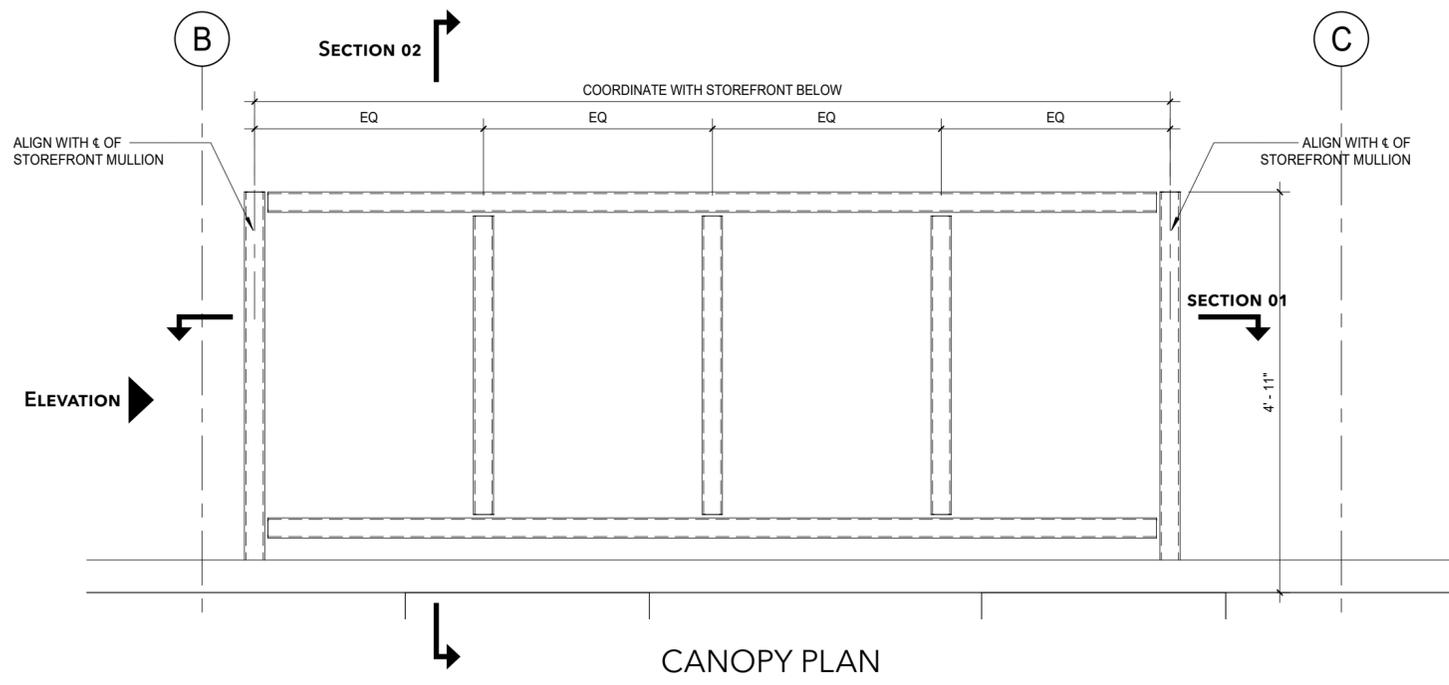


DETAIL PLAN



ENLARGED PROFILE SECTION

Storefront - Canopy Details



Storefront Context



440-42 W 14th Street- LPC Designation photo 2003



440-42 W 14th Street- 1995 (Village)



440-42 W 14th Street- 2021



Storefront Context



46-50 Gansevoort- LPC Designation photo



46-50 Gansevoort- Tax photo



46-50 Gansevoort- 2021

Storefront Context



34 Little West 12th Street



15 Little West 12th Street



29 9th Avenue

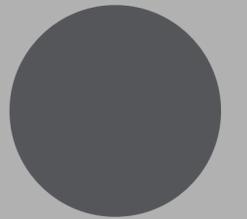
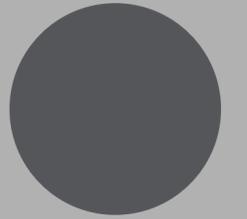


414 West 14th Street



875 Washington Street

Signage



Historic Painted Wall Signs



22 Little West 12th St 1940 (NYPL)



400 West 14th Street c. 1980 (GVSHP Archives)



55 Gansevoort Street 1933 (Village Preservation)



22 Little West 12th St 1980 (Tax Photo)

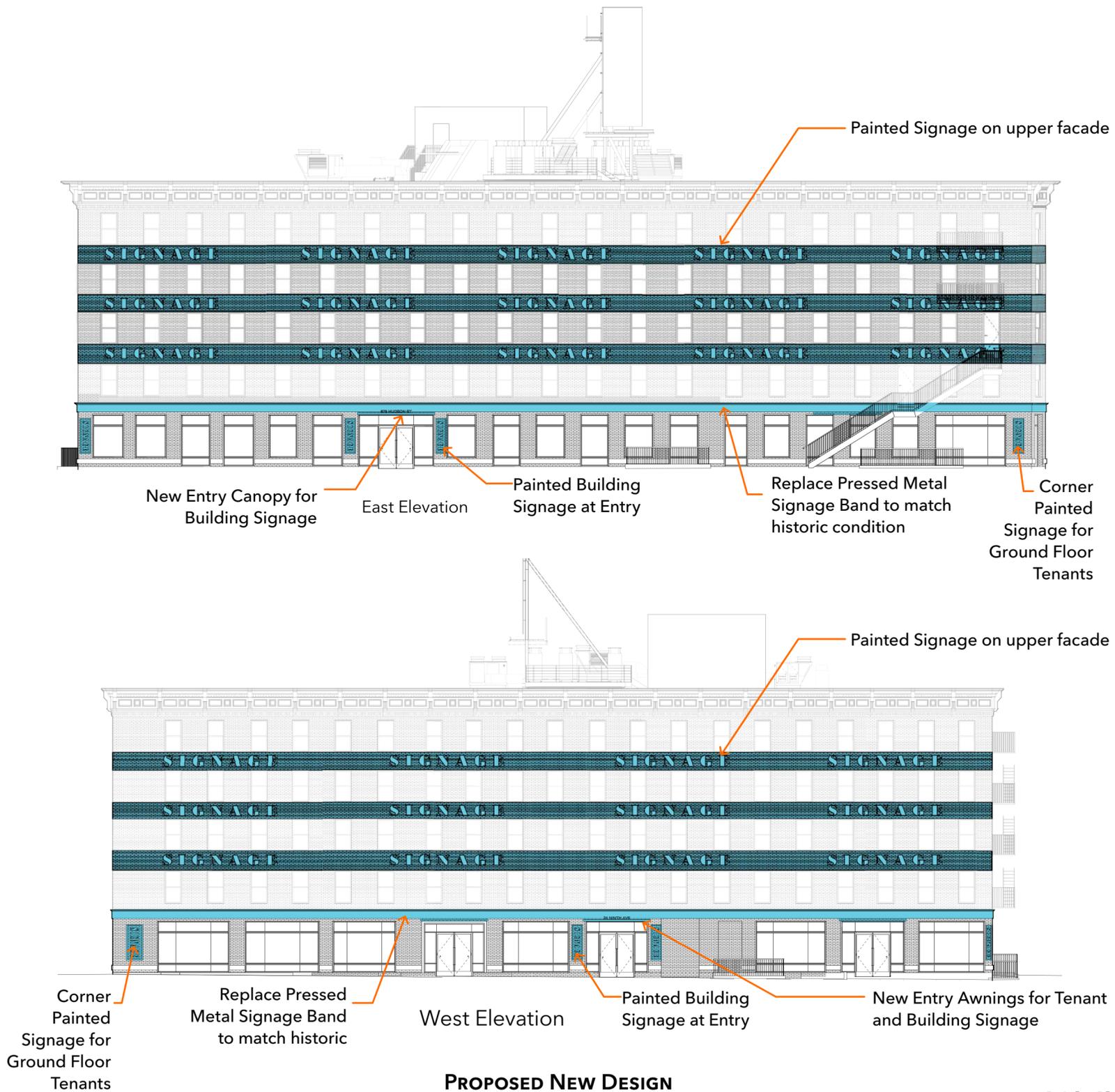


66-44 Ninth Avenue c. 1910 (Village Preservation)

Signage - Scope (East and West Elevations)



HISTORIC REFERENCE

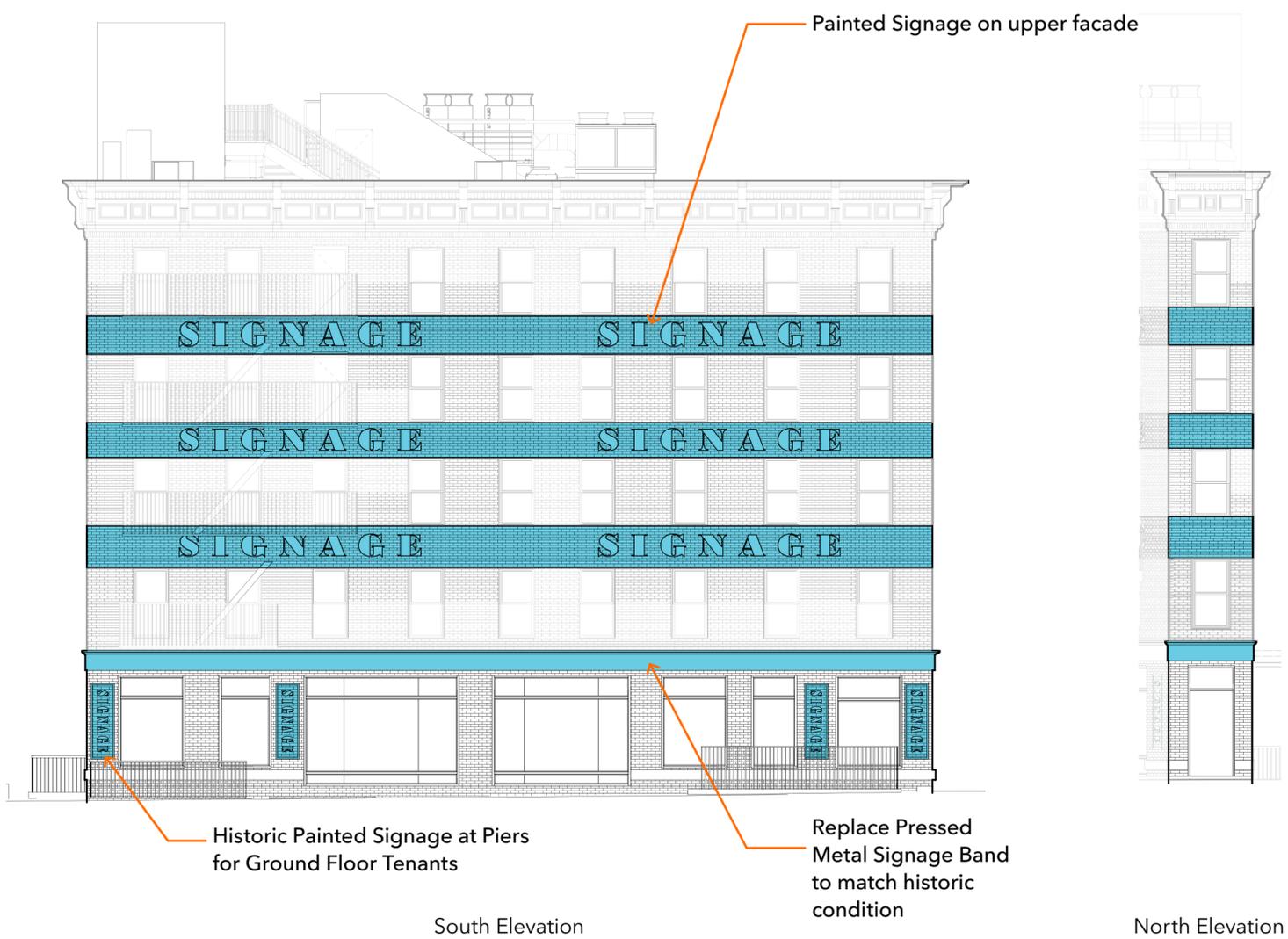


PROPOSED NEW DESIGN

Signage - Scope (North and South Elevation)

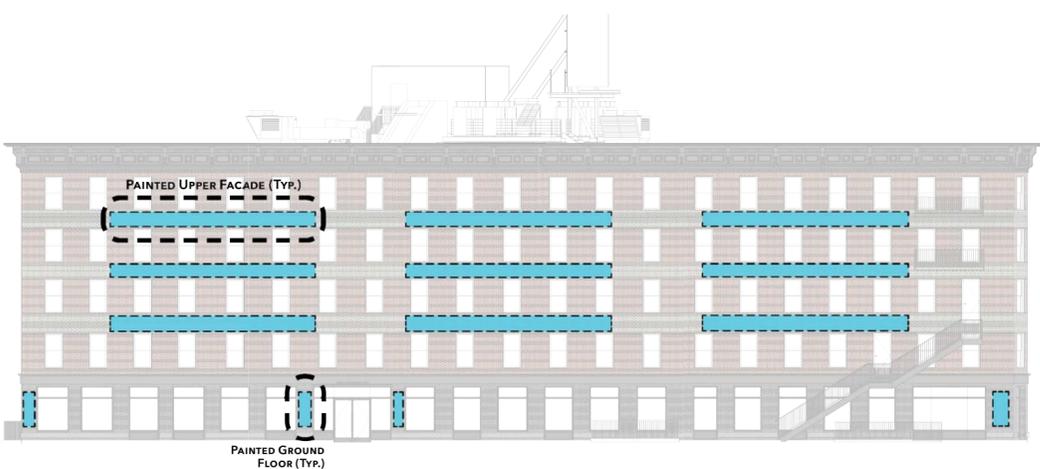


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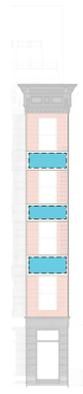


PROPOSED NEW DESIGN

Signage - Painted Signage Zones



East Elevation



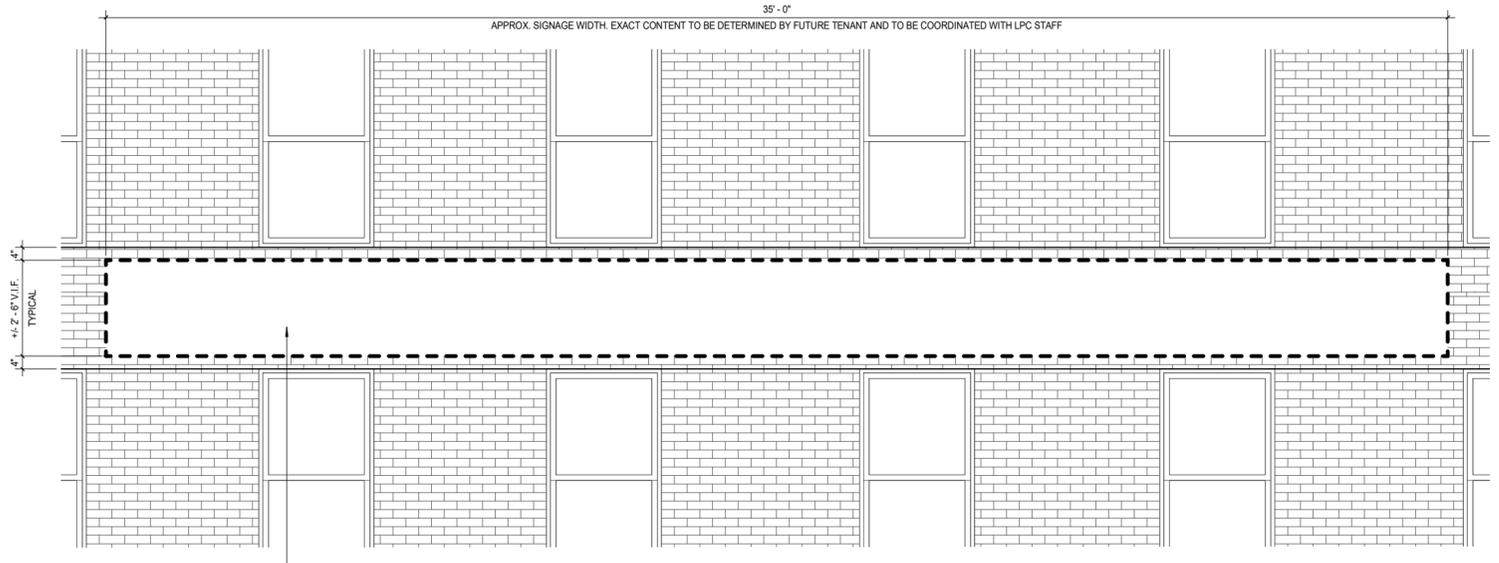
North Elevation



West Elevation



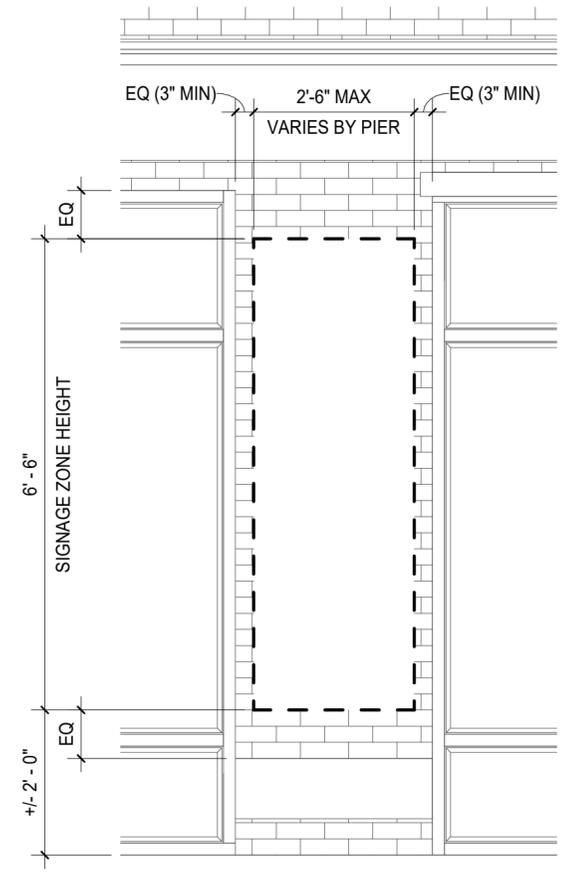
South Elevation



PAINTED SIGNAGE GUIDELINES:

- NO MORE THAN THREE (3) EQUALLY SPACED SIGNAGE CONTENT ZONES PER BAND. IN THE EVENT OF LESS THAN THREE (3) ZONES, CONTENT TO ADJUST TO BE EVENLY SPACED ALONG BUILDING FACADE.
- SIGNAGE TO BE CONTAINED WITHIN DESIGNATED ZONES. LETTERS SHALL BE OFFSET NO LESS THAN 4" FROM THE EDGE OF BRICK SPANDRELS.
- SIGNAGE TO BE TWO (2) CONTRASTING COLORS CONSISTING OF DARK TEXT ON A LIGHT BACKGROUND.
- SIGNAGE TO BE TEXT ONLY FOR BUILDING GROUND FLOOR TENANTS. EXACT CONTENT TO BE APPROVED BY LPC STAFF.

Upper Floor Painted Signage



Ground Floor Painted Signage

PAINTED SIGNAGE GUIDELINES:

- PAINTED SIGNAGE TO BE CONTAINED WITHIN DESIGNATED ZONES. LETTERS SHALL BE OFFSET NO LESS THAN 3" FROM THE ADJACENT STOREFRONTS.
- PAINTED SIGNAGE TO BE TWO (2) CONTRASTING COLORS CONSISTING OF DARK CONTENT ON A LIGHT BACKGROUND OR LIGHT CONTENT ON THE EXISTING PAINTED BUILDING FACADE (CHARCOAL)
- PAINTED SIGNAGE TO BE FOR BOTH BUILDING GROUND FLOOR AND UPPER FLOOR TENANTS AS SHOWN ON PLAN. EXACT CONTENT TO BE APPROVED BY LPC STAFF.

Signage - Renders

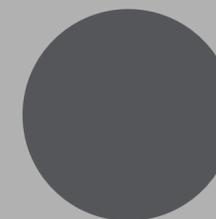
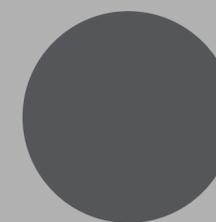


SIGNAGE AT BUILDING TENANT ENTRY



PAINTED SIGNAGE AT GROUND LEVEL PEIRS

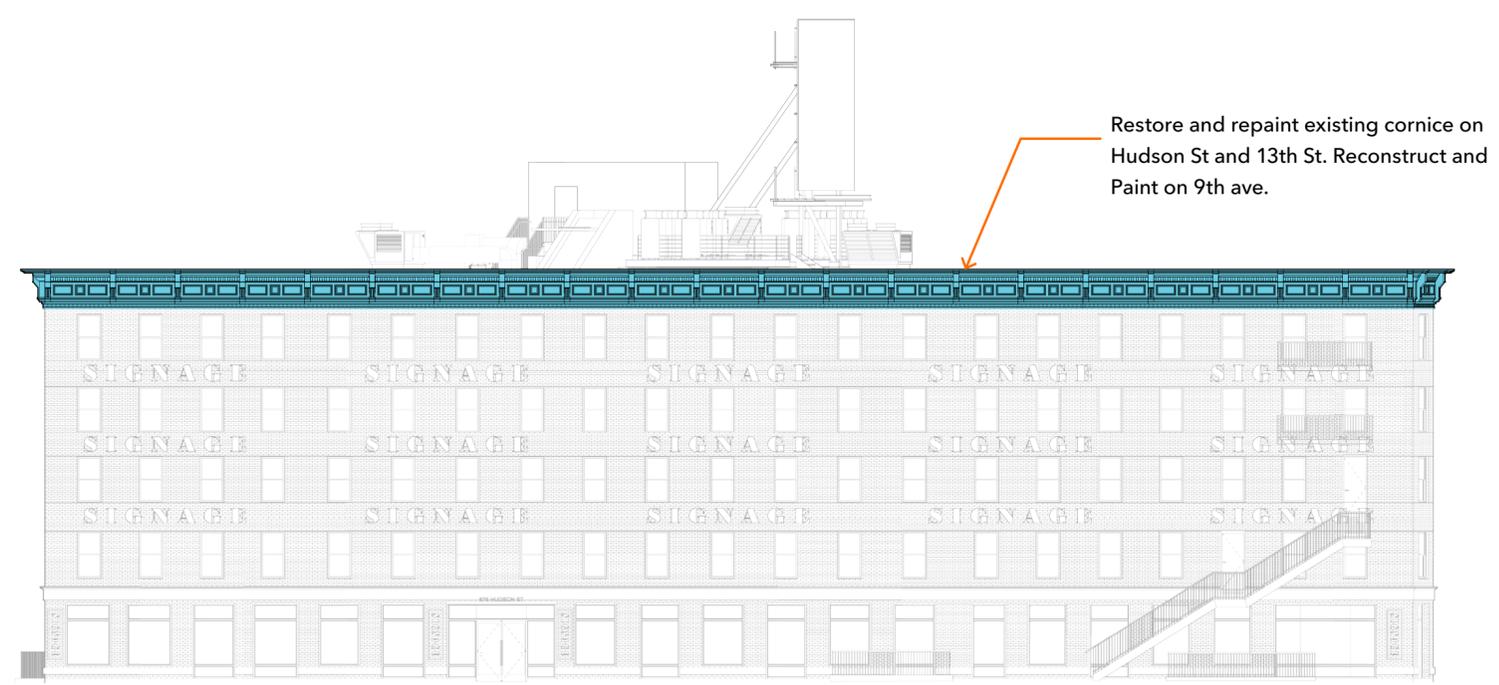
Cornice



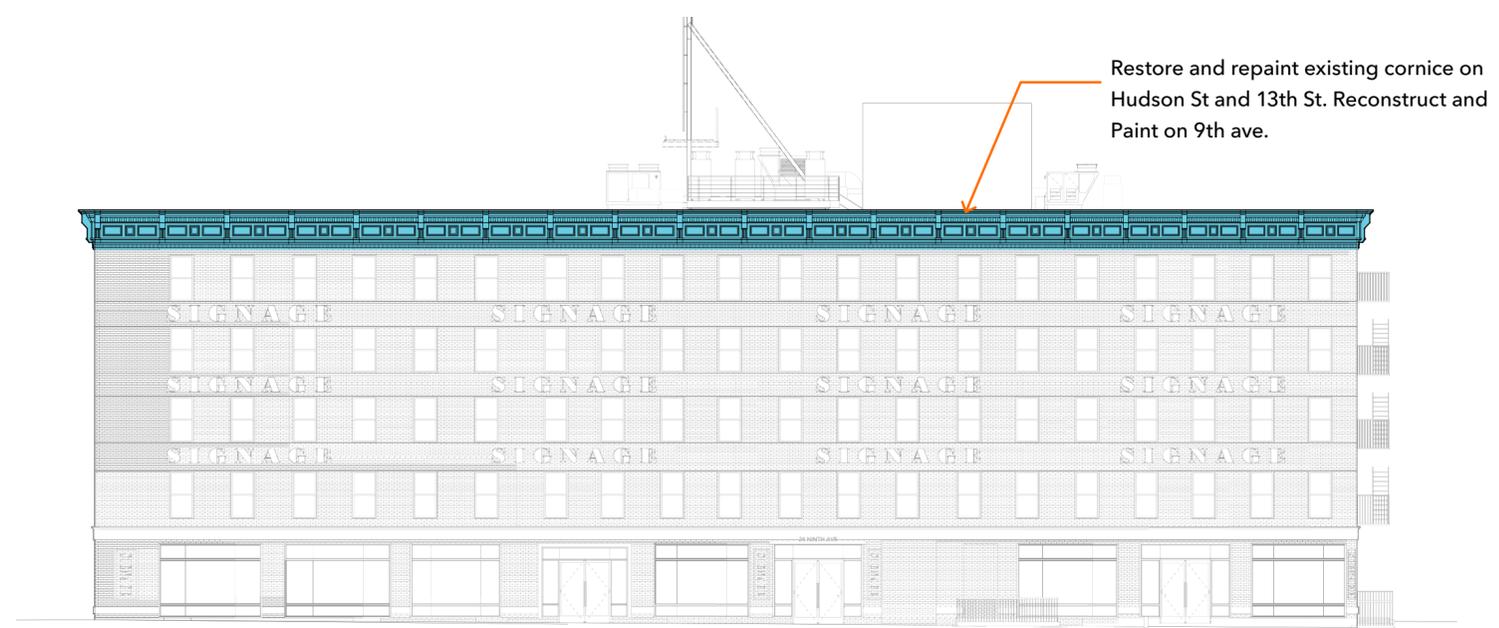
Cornice - Scope (East & West Elevation)



HISTORIC REFERENCE



East Elevation



West Elevation

PROPOSED NEW DESIGN

Cornice - Scope (North and South Facade)



HISTORIC REFERENCE

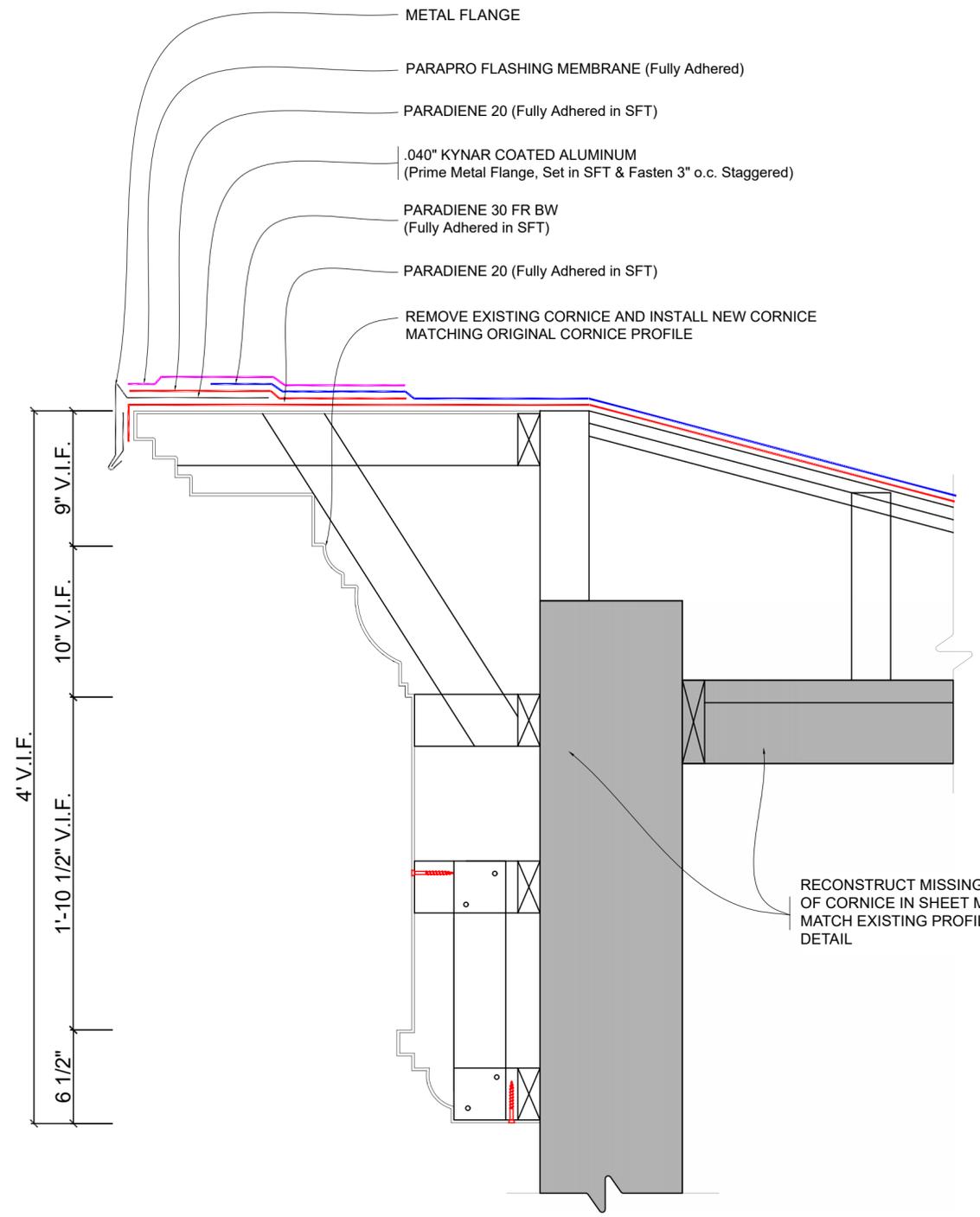


South Elevation

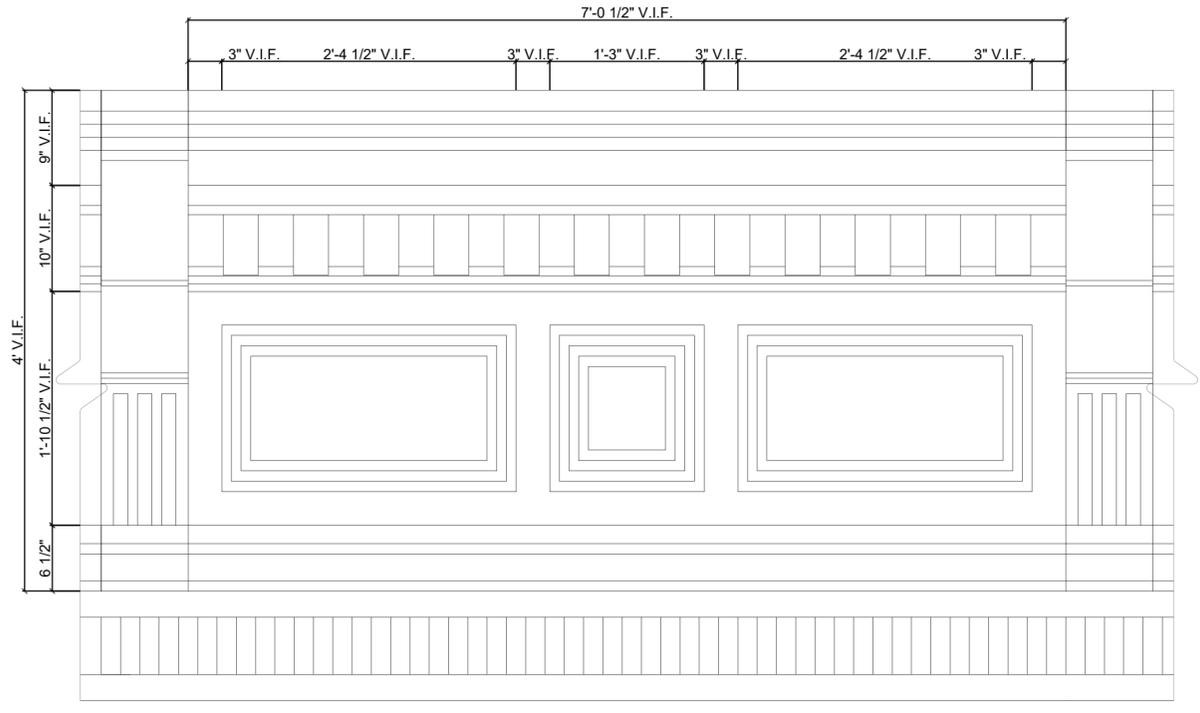
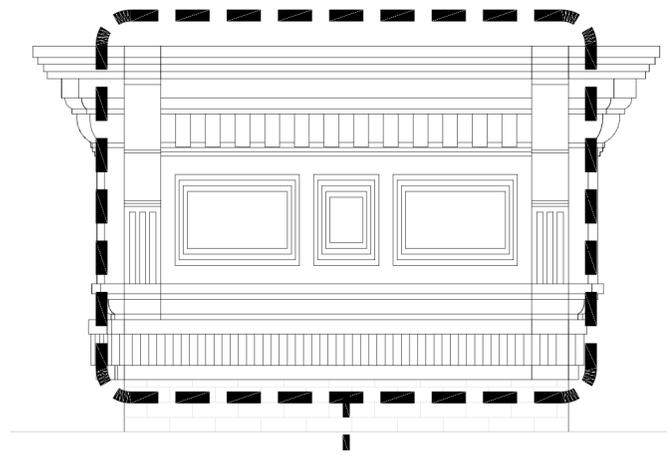
North Elevation

PROPOSED NEW DESIGN

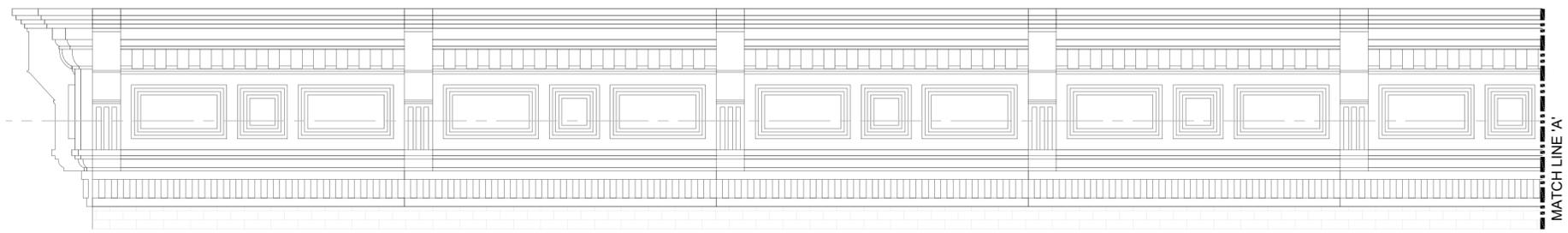
Cornice - Details



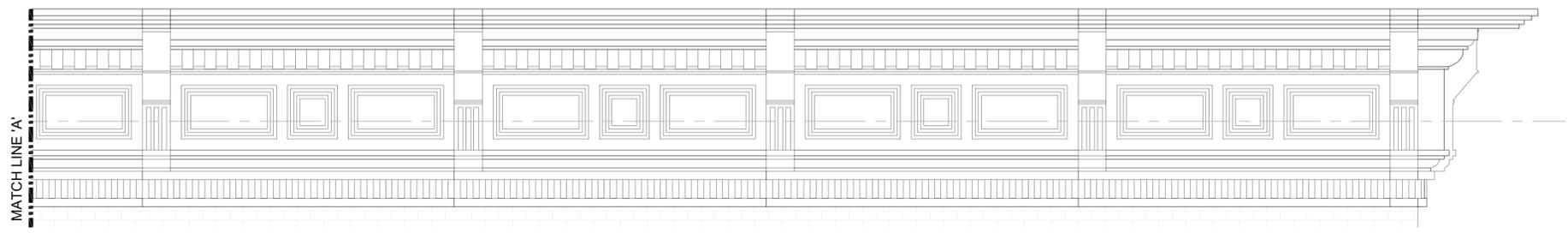
CORNICE SECTION DETAIL



ENLARGED CORNICE ELEVATION



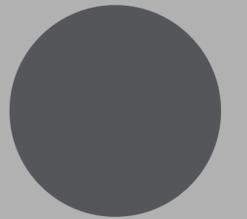
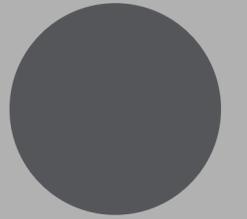
TYPICAL CORNICE ELEVATION



Cornice - Existing Conditions



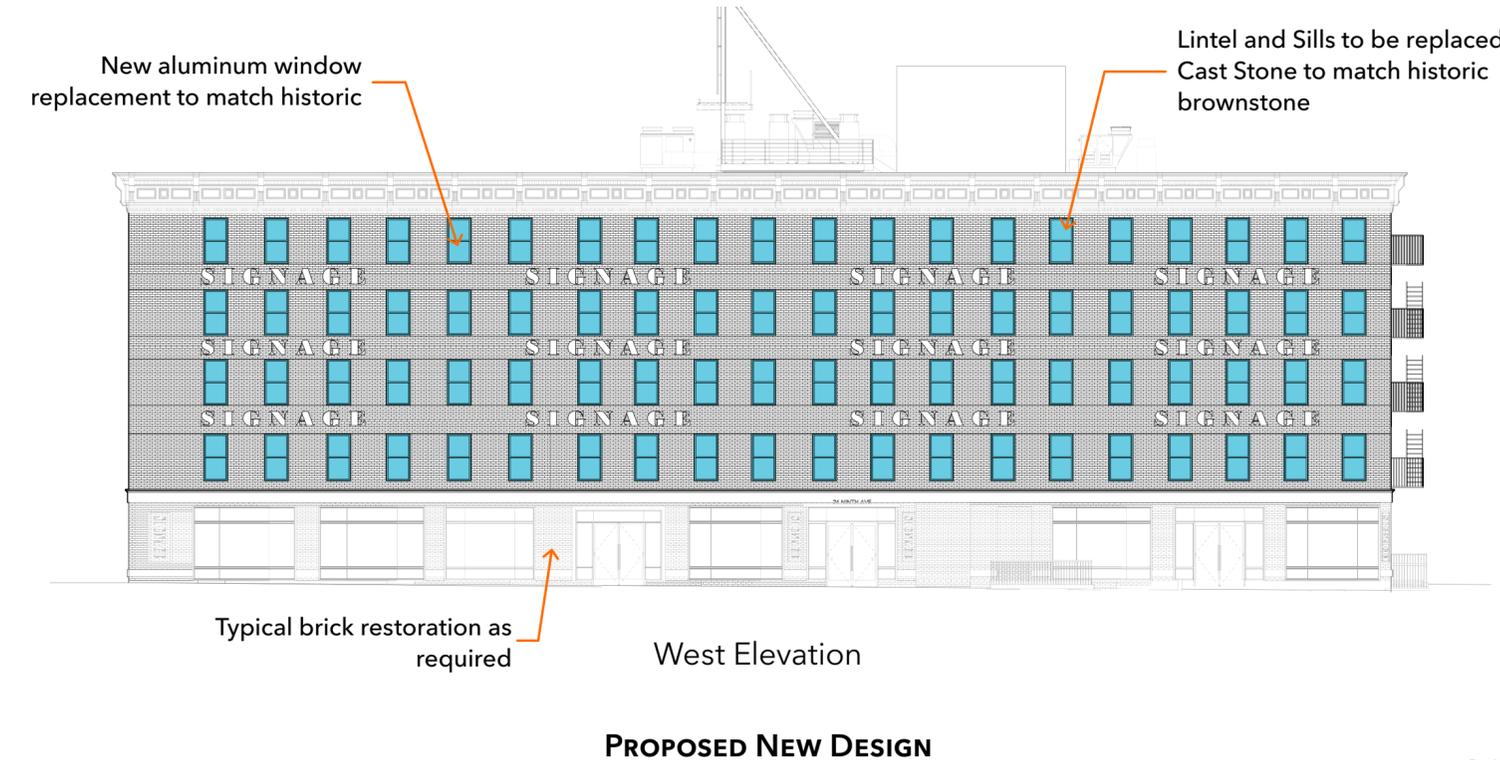
Windows and Masonry



Windows and Masonry - Scope (East and West Facade)



EXISTING / HISTORIC CONDITION



PROPOSED NEW DESIGN

Windows and Masonry - Scope (North and South Facade)



EXISTING / HISTORIC CONDITION

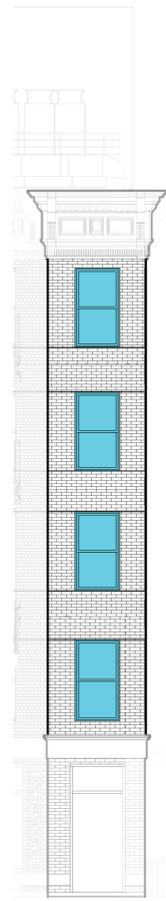
New aluminum window replacement to match historic

Lintel and Sills to be replaced. Cast Stone to match historic brownstone



Typical brick restoration as required

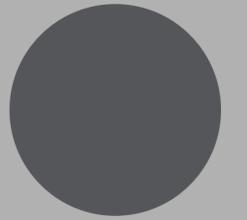
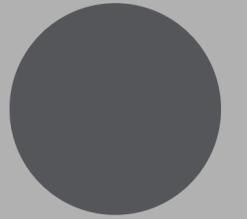
South Elevation



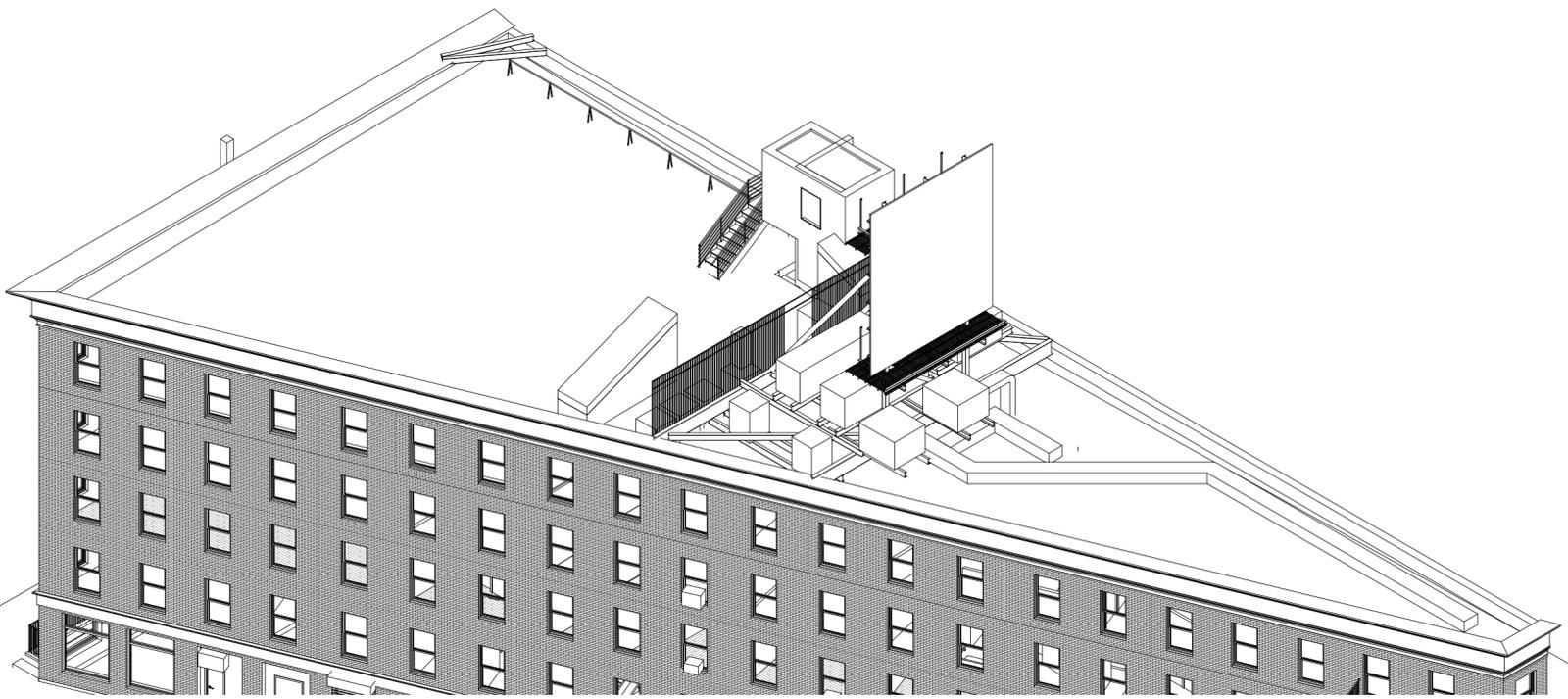
North Elevation

PROPOSED NEW DESIGN

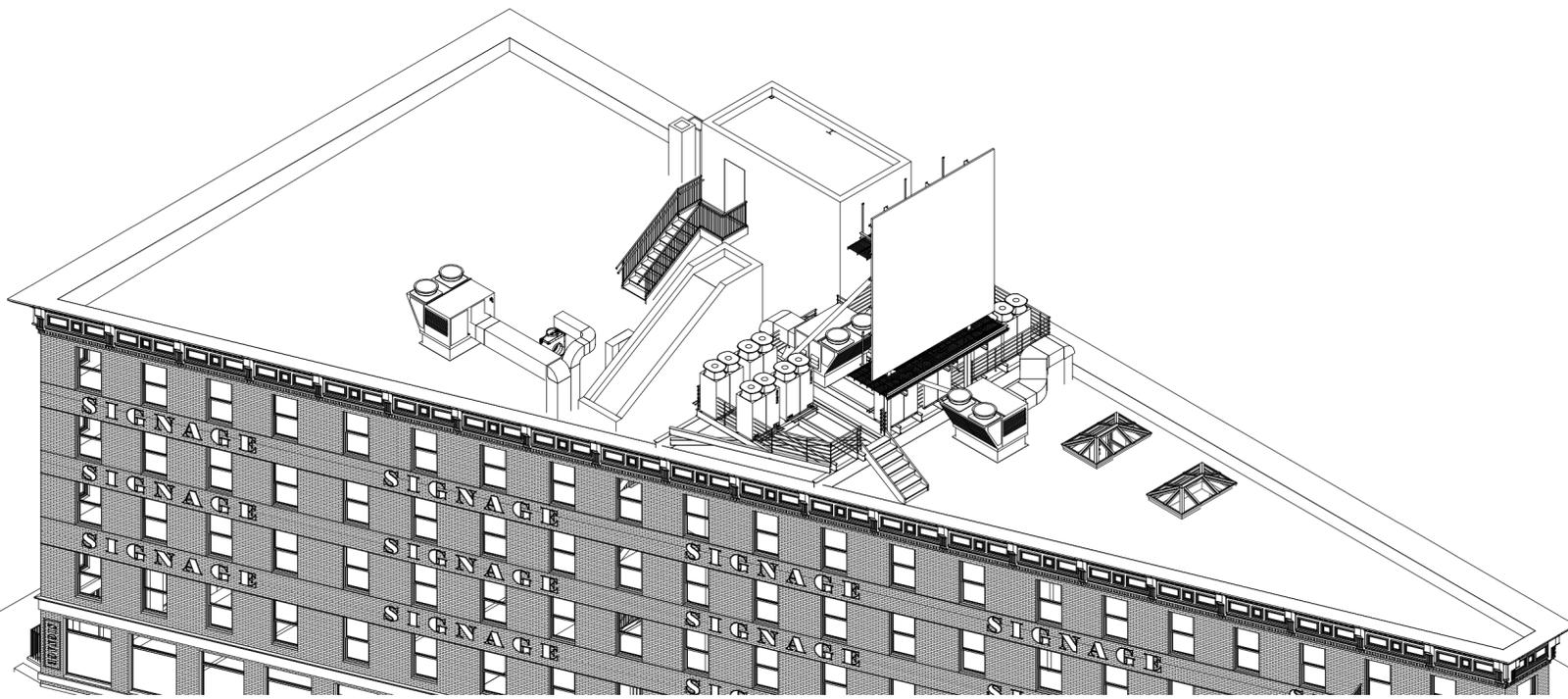
Roof



Roof - Existing vs Proposed Design

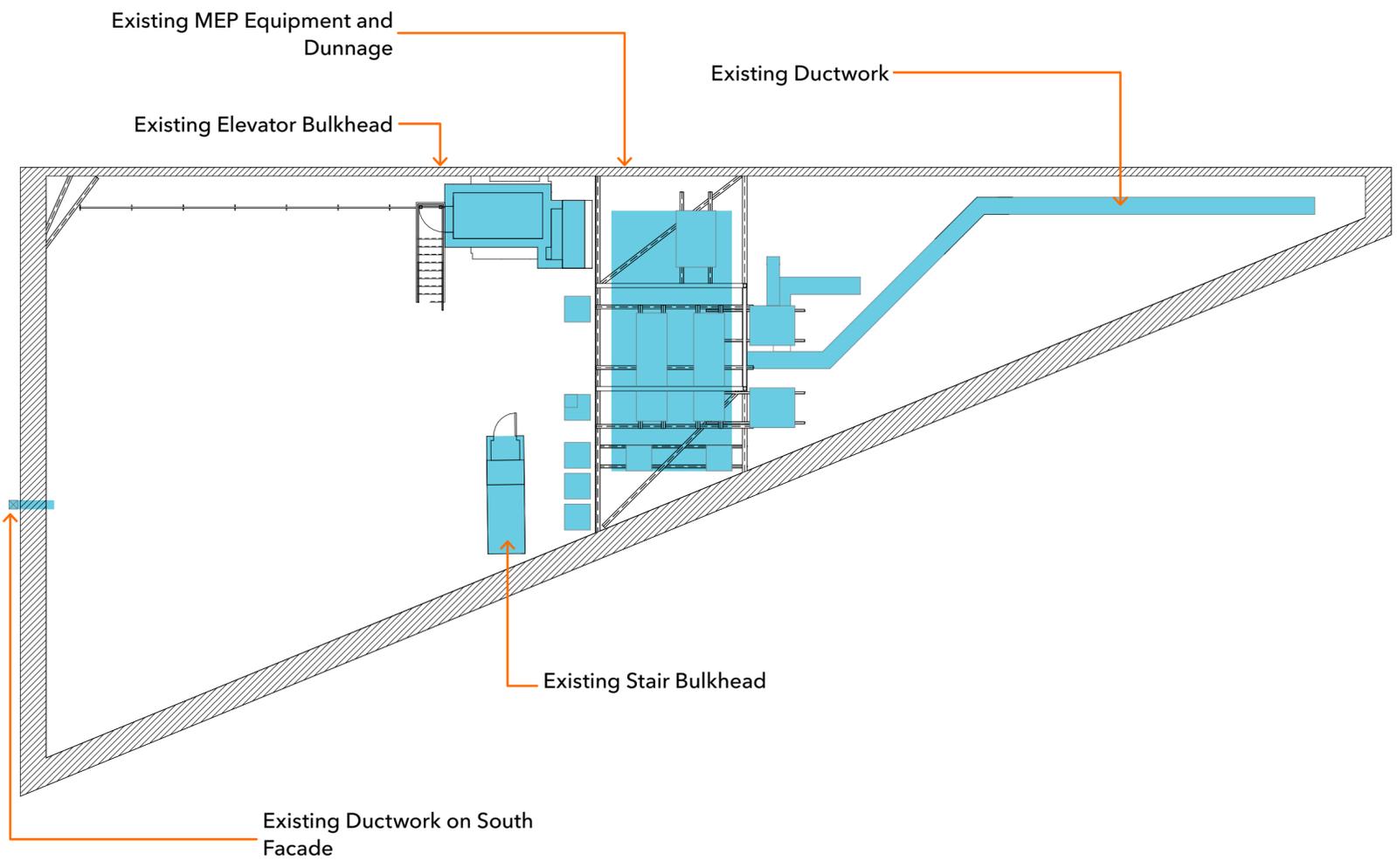


EXISTING CONDITION

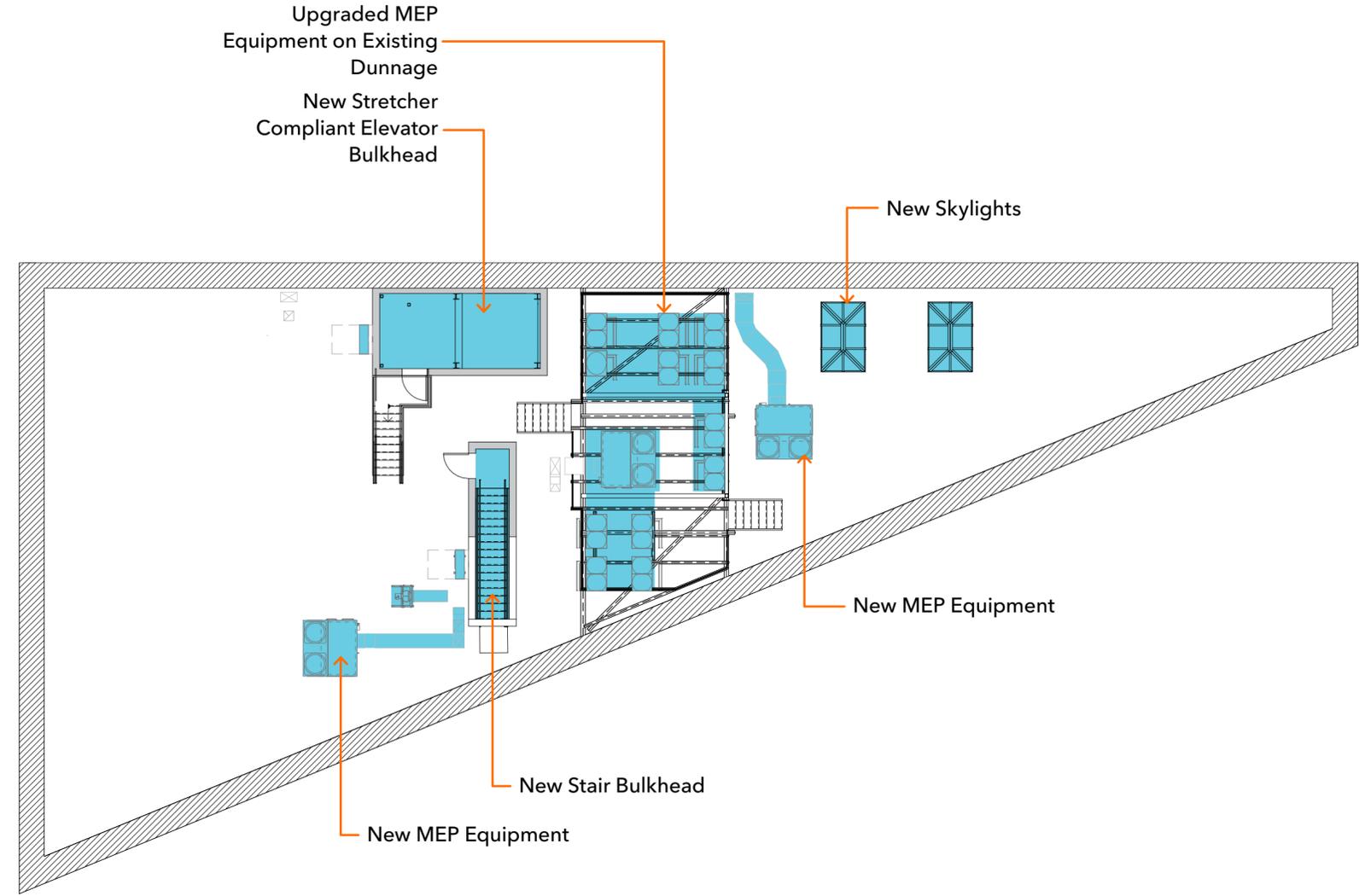


PROPOSED NEW DESIGN

Roof - Existing vs Proposed (Plan)



Existing Condition (Plan)



Proposed New Design (Plan)

Roof - Bulkhead Context



46-50 Gansevoort



875 Washington Street



22 Little West 12th Street



1 Little West 12th Street



419 West 14th Street

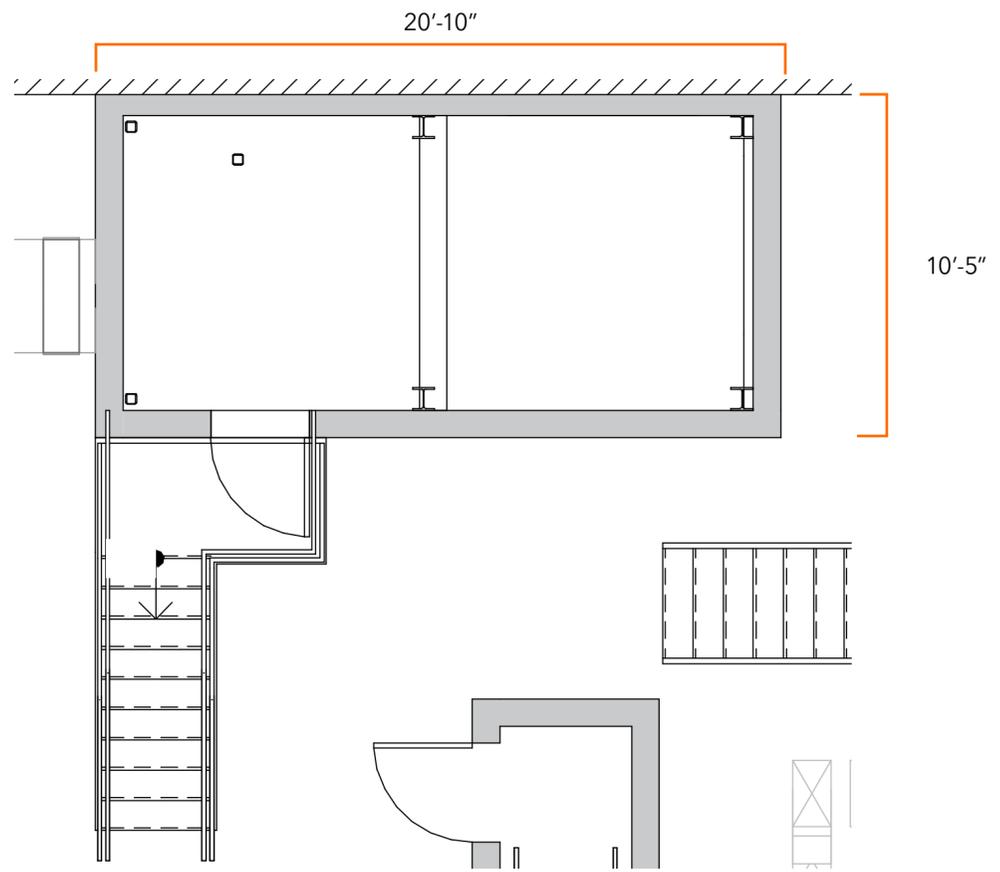
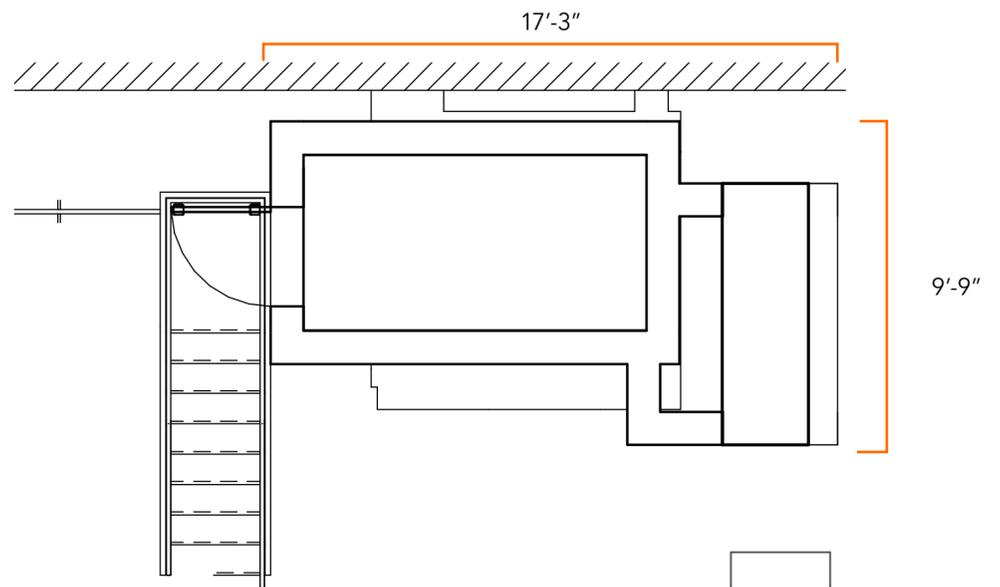


409 West 14th Street

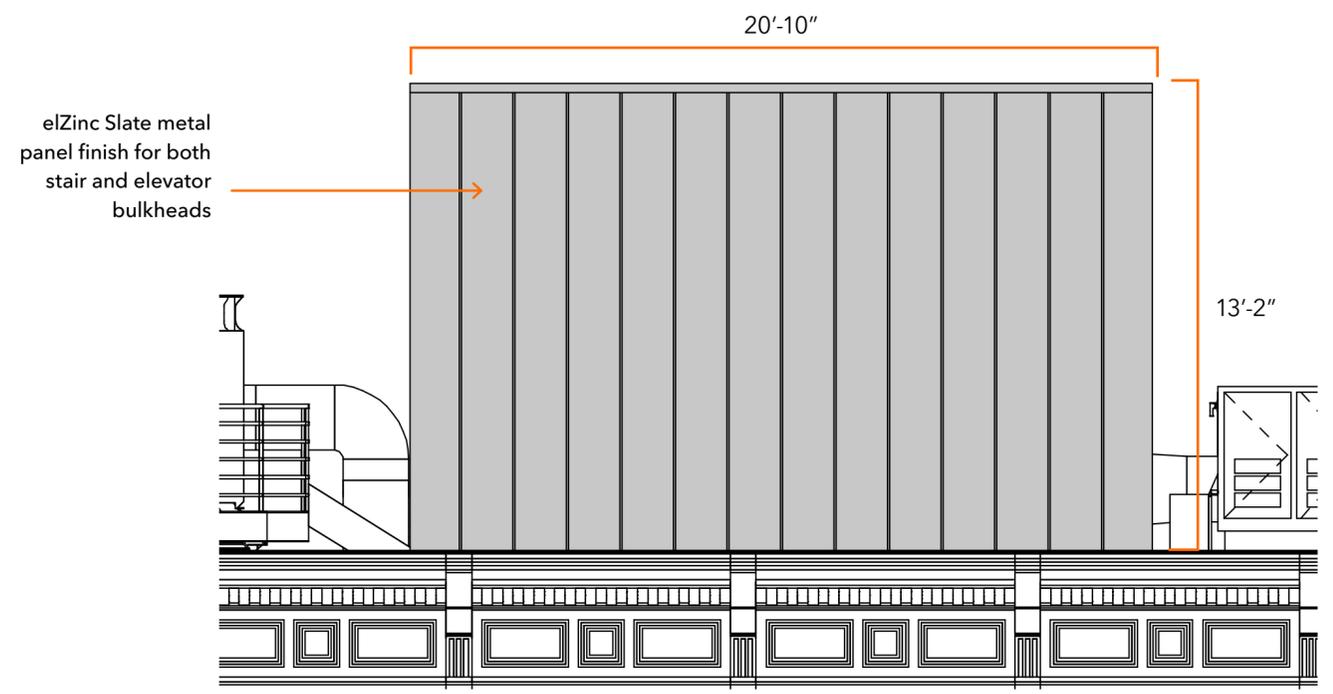
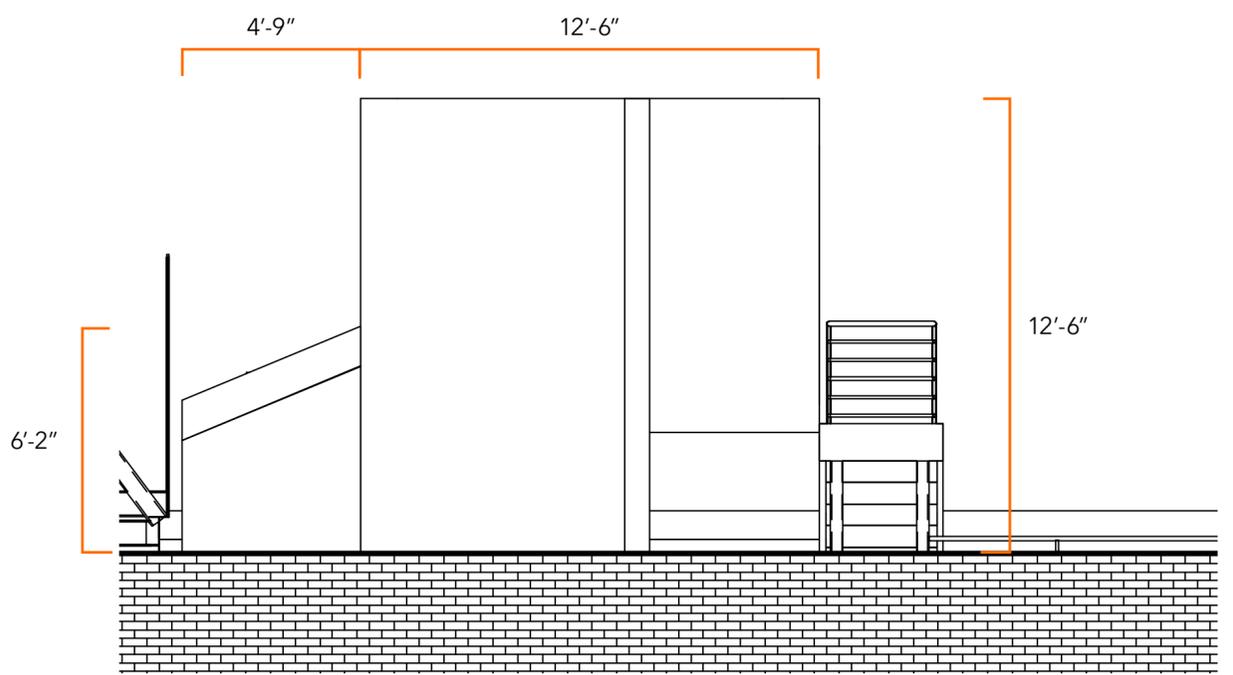


62 Gansevoort

Roof - Existing vs Proposed Bulkhead (Enlarged Plan & Elevation)



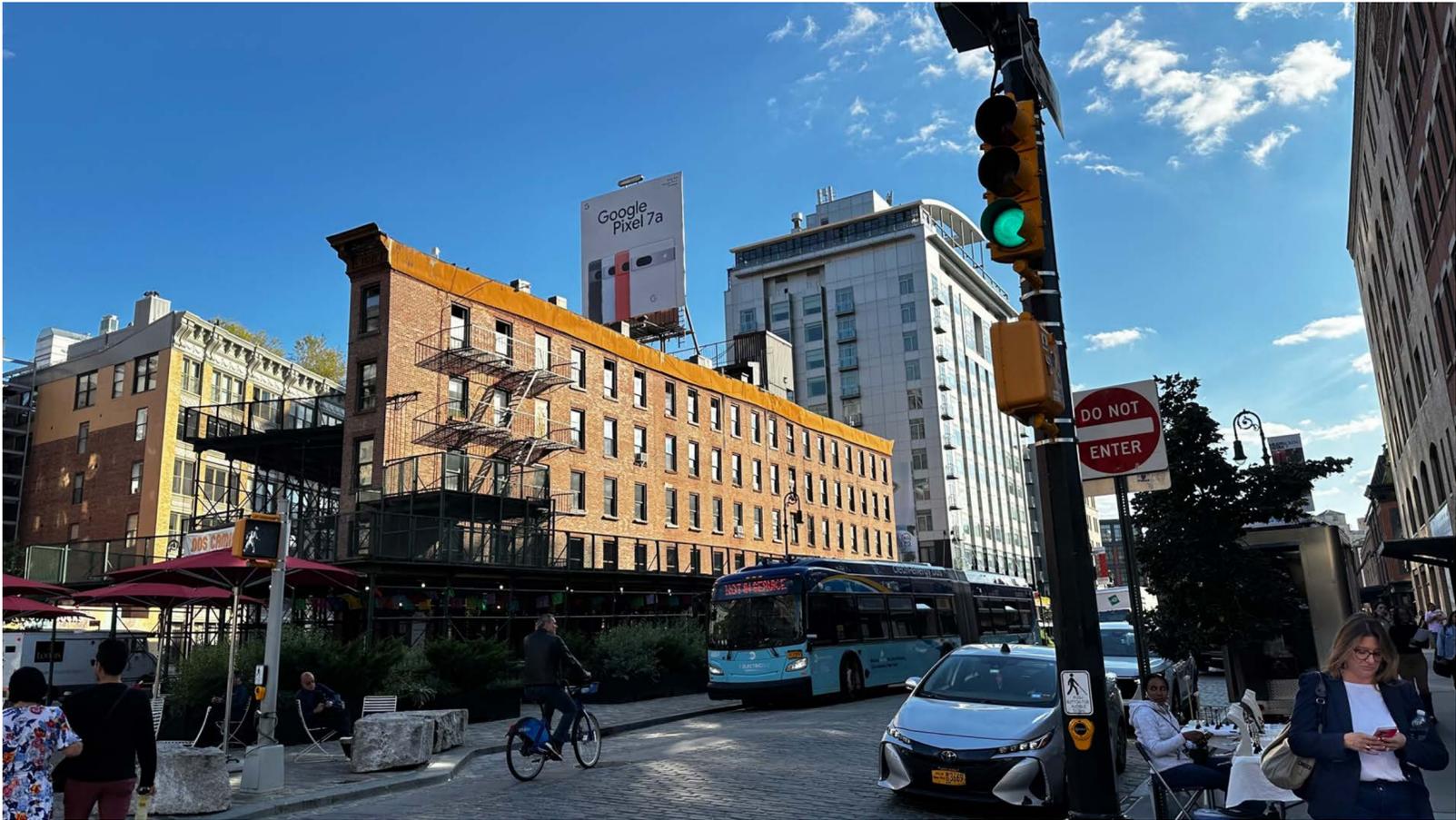
Existing Condition Plan (Top) vs New Proposed Design Plan (Bottom)



Existing Condition Elevation (Top) vs Proposed New Design Elevation (Bottom)

Digital Mock-Up

KEY PLAN:



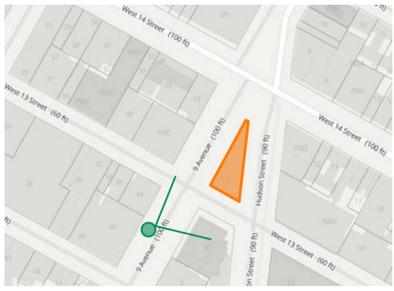
Existing Condition (Roof Equipment and Bulkhead)



Proposed New Design (Roof Equipment and Bulkhead)

Digital Mock-Up

KEY PLAN:



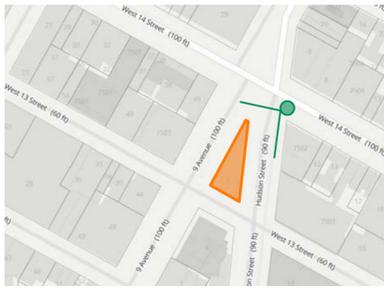
Existing Condition (Roof Equipment and Bulkhead)



Proposed New Design (Roof Equipment and Bulkhead)

Digital Mock-Up

KEY PLAN:



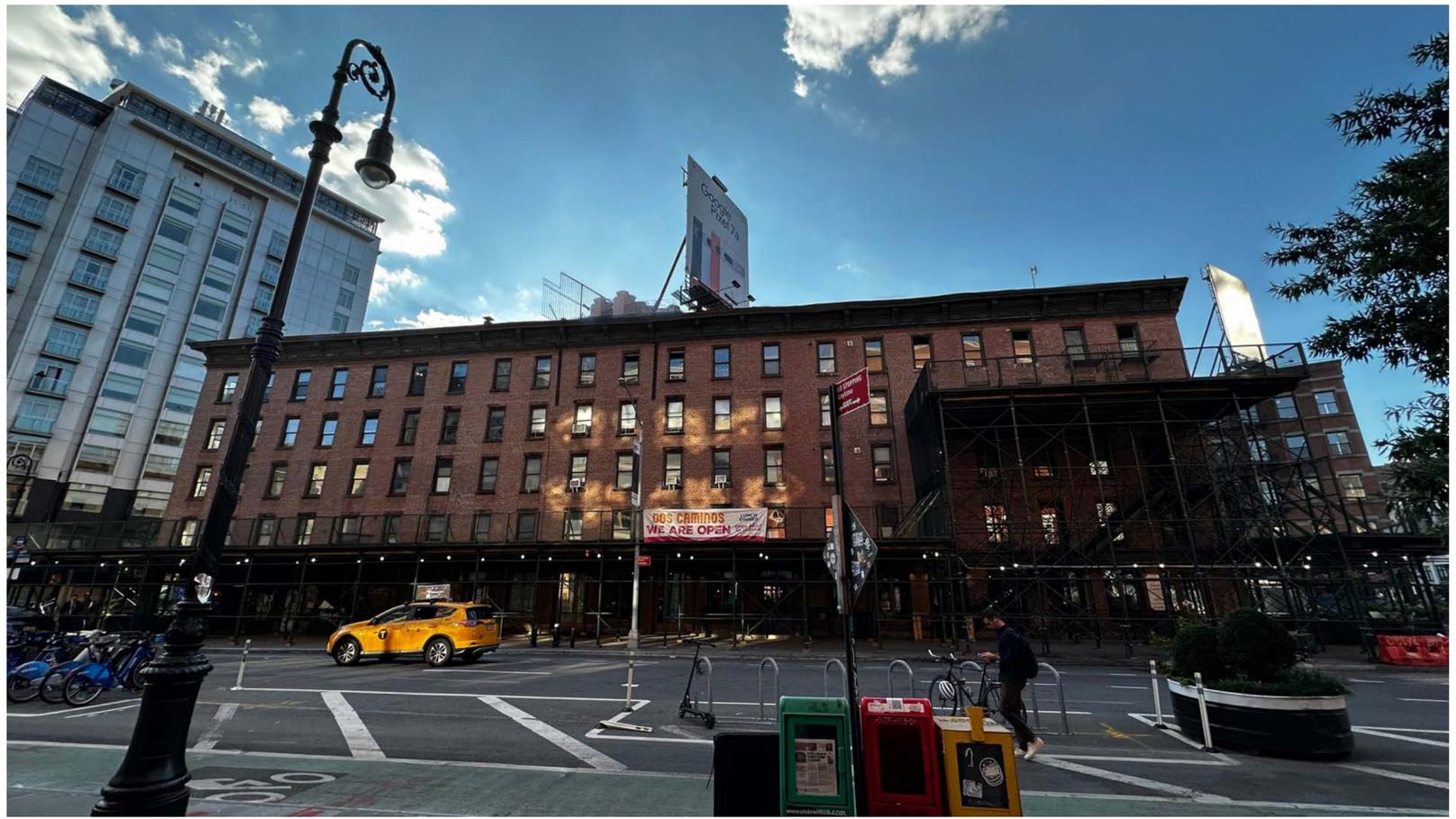
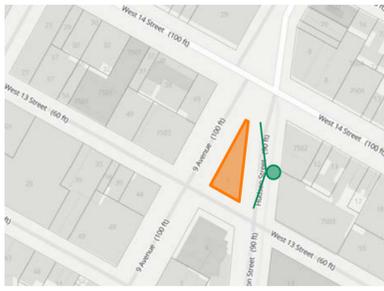
Existing Condition (Roof Equipment and Bulkhead)



Proposed New Design (Roof Equipment and Bulkhead)

Digital Mock-Up

KEY PLAN:

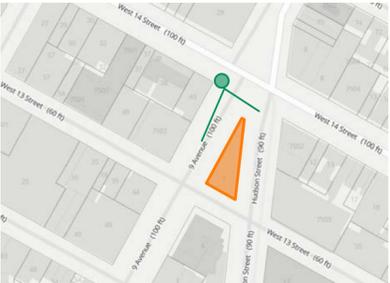


Existing Condition (Roof Equipment and Bulkhead)

Proposed New Design (Roof Equipment and Bulkhead)

Physical Mock-Up

KEY PLAN:



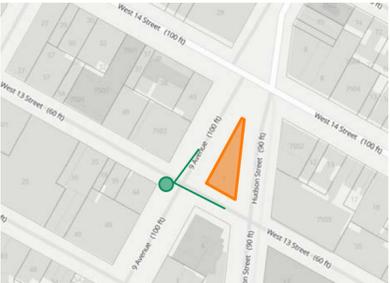
Physical Mock-Up Photo



Physical Mock-Up Photo (Bulkhead Material Overlay)

Physical Mock-Up

KEY PLAN:



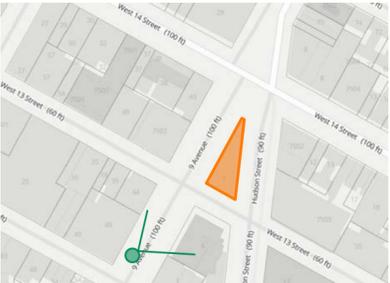
Physical Mock-Up Photo



Physical Mock-Up Photo (Bulkhead Material Overlay)

Physical Mock-Up

KEY PLAN:

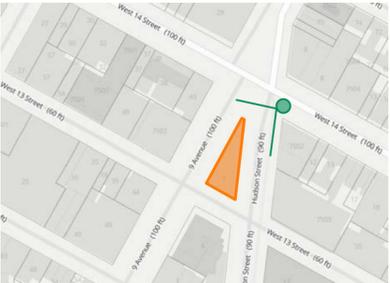


Physical Mock-Up Photo

Physical Mock-Up Photo (Bulkhead Material Overlay)

Physical Mock-Up

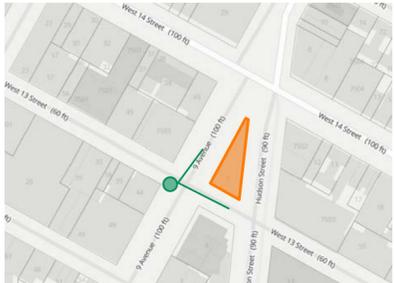
KEY PLAN:



Physical Mock-Up Photo (Bulkhead not visible)

Physical Mock-Up

KEY PLAN:



Physical Mock-Up Photo (Bulkhead not visible)

04

Renderers









HIGH JEWELRY
PREMIUM LEATHER GOODS
PERFUME ACCESSORIES
LOUIS VUITTON

05

Appendix



Historic Context



675 Hudson St / 24 9th Ave, ca 1860 (International Archives)

Historic Context



Hudson Street & 13th Street, 1934 (NYPL)



Historic Context



9th Avenue, 1941 (NYPL)



Detail of storefront along W13th Steet and 9th Avenue, 1941 (NYPL)