

February 11, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 3, LPC-25-06372

**261 11th Avenue (aka 261-279 11th Avenue, 220-238 12th Avenue, 601-651 West 27th Street, and 600-654 West 28th Street) – West Chelsea Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 161 850 1699

Passcode: 011055

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (Toll free)

Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

TERMINAL WAREHOUSE

PROPOSED AMENDMENTS TO SIGNAGE MASTERPLAN

LANDMARKS PRESERVATION COMMISSION

2/11/2025

COOKFOX ARCHITECTS





TERMINAL WAREHOUSE

FREE COLD

BONDDED STORAGE

TERMINAL STORES

TERMINAL STORES

GEORGE B. MALLORY 1891
OTTO M. BECK 1912 - 1914
COOKFOX ARCHITECTS 2019 - 2025 (COFA-20-08485)

PROGRESS PHOTO TAKEN
MARCH 12, 2024



PROGRESS PHOTO TAKEN
NOVEMBER 18, 2024



PROGRESS PHOTO TAKEN
NOVEMBER 18, 2024



PROGRESS PHOTO TAKEN
JULY 2, 2024



PROGRESS PHOTO TAKEN
DECEMBER 20, 2023



WEST CHELSEA HISTORIC DISTRICT DESIGNATED 2008

HELIPORT

3 BUILDINGS WEST OF 11TH AVE = **51.9%**
OF LOT AREA WITHIN THE DISTRICT

TERMINAL WAREHOUSE = **24.9%**
OF LOT AREA WITHIN THE DISTRICT

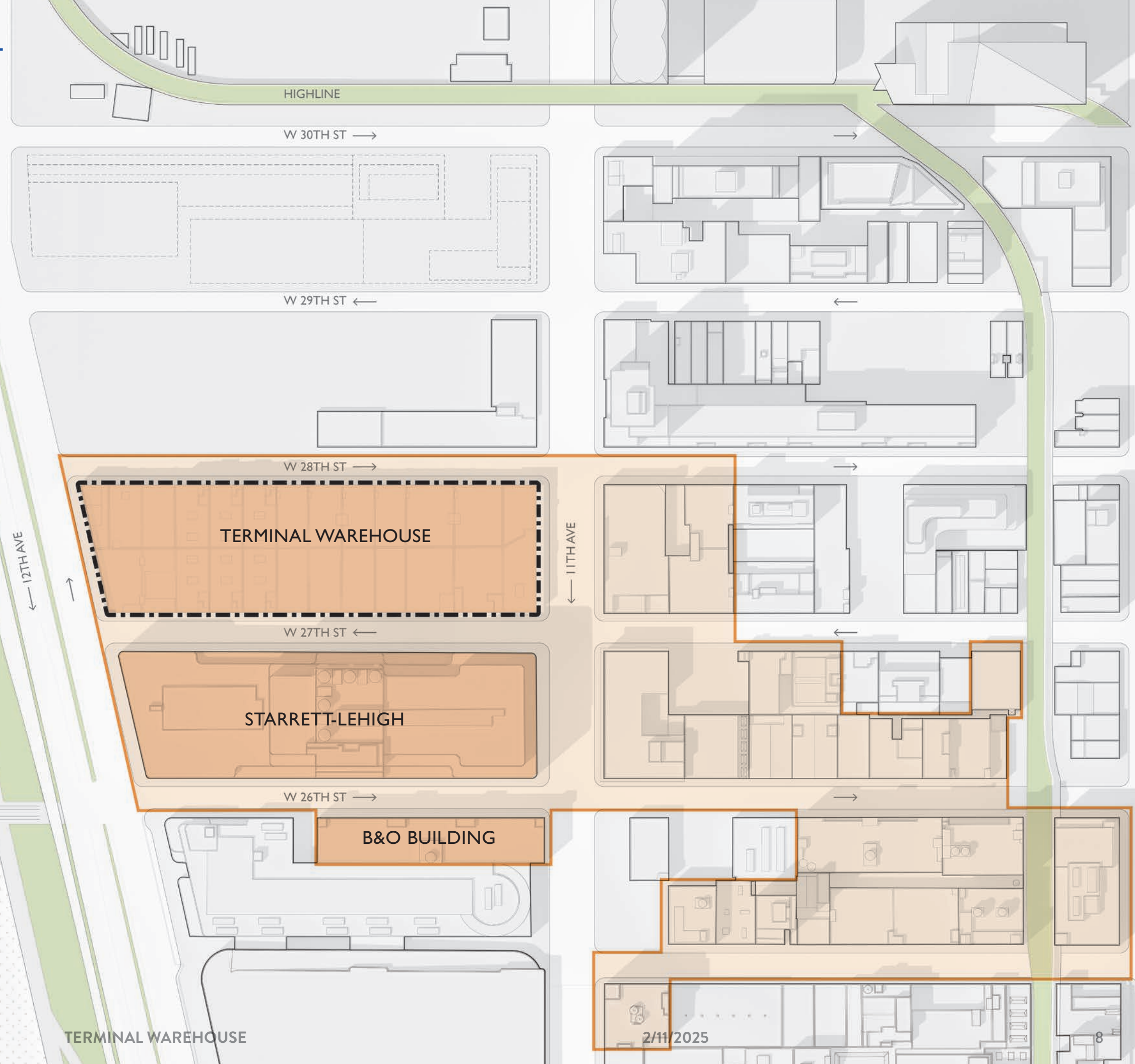
TERMINAL WAREHOUSE = **1,776'**
TOTAL STREET FRONTAGE

TERMINAL WAREHOUSE = **3.2 ACRES**
OF MASONRY FACADE



PIER 66

FLOAT BRIDGE



TERMINAL WAREHOUSE

FEBRUARY 11, 2025

LANDMARKS PRESERVATION COMMISSION PUBLIC HEARING

PROPOSED AMENDMENTS TO SIGNAGE MASTERPLAN (COFA-20-07895 APPROVED FEBRUARY 25, 2020)

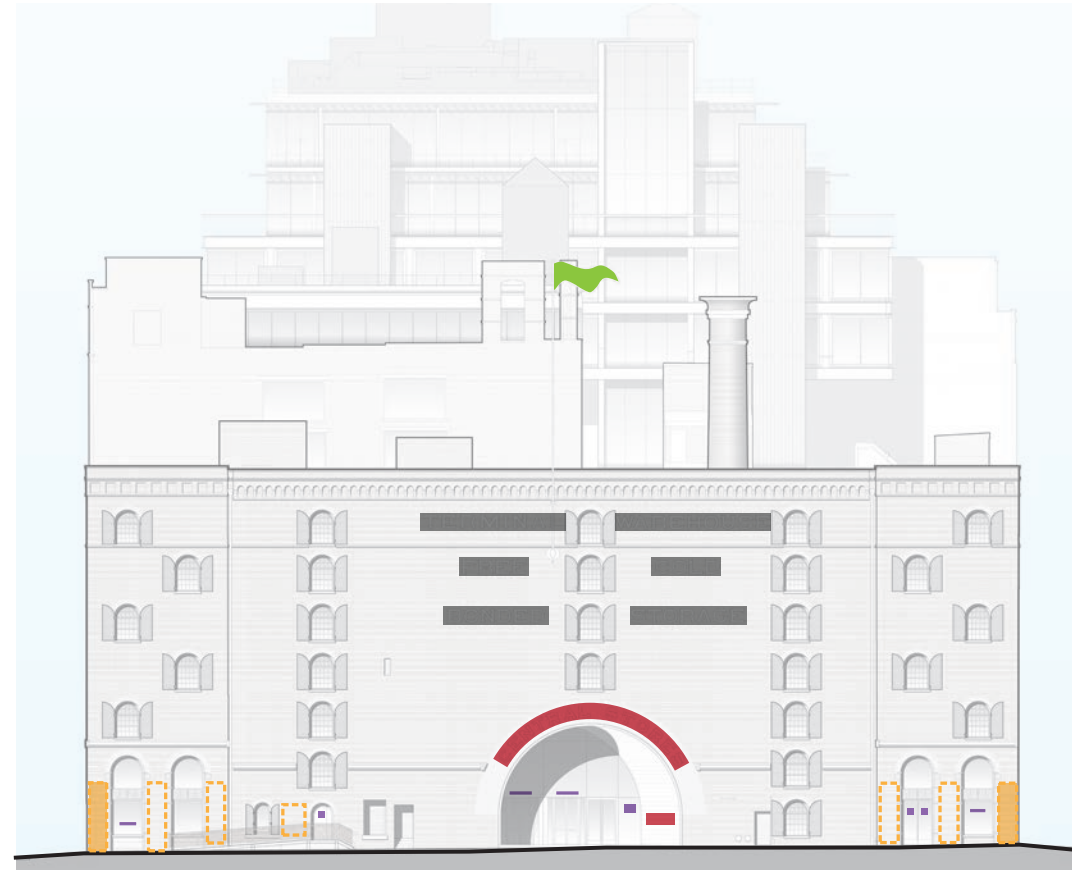
- APPROVED SIGNAGE MASTERPLAN ELEVATIONS
- PROPOSED ALTERNATE ZONES FOR BLADE & ILLUMINATED MARQUEE SIGNS ON NORTH & SOUTH ELEVATIONS
- HISTORIC BUILDING AND DISTRICT SIGNAGE
- PROPOSED TENANT BLOCK LETTER ZONE ON WEST ELEVATION

APPROVED SIGNAGE MASTERPLAN ELEVATIONS

SIGNAGE MASTERPLAN

EAST ELEVATION (11TH AVENUE)

APPROVED BY LPC ON 25 FEBRUARY 2020



KEY NOTE LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - MARQUEE SIGNS
- - SIGNS ON GLASS

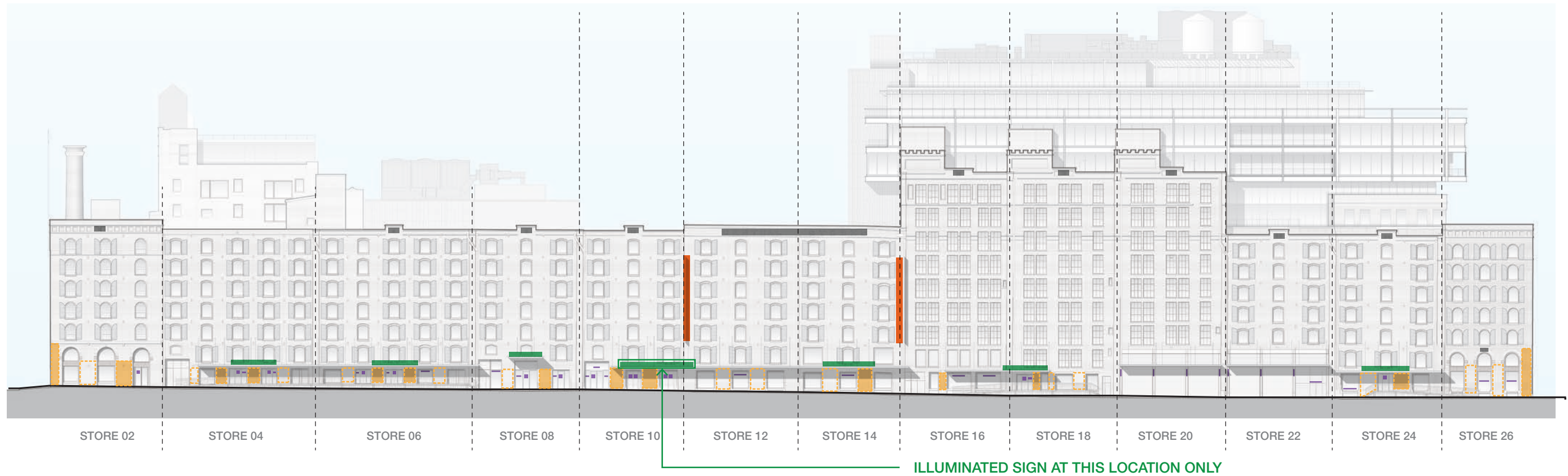
- - FLAG
- - ZONE FOR PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS
- - MAXIMUM ALLOWABLE PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS (CAN BE LOCATED ANYWHERE WITHIN ZONE, BY STORE OR TENANT)

NOTE: DIAGRAM ILLUSTRATES POTENTIAL ZONES WHERE SIGNS MAY BE LOCATED, WITH SUGGESTED MAXIMUM DENSITY INDICATED IN FULL TONE. SIGNS TYPICALLY INDIRECTLY OR NON-ILLUMINATED, EXCEPT WHERE NOTED. ILLUMINATION AND AREA LIMITS COMPLY WITH NYC ZR §42-53.

SIGNAGE MASTERPLAN

NORTH ELEVATION (28TH STREET)

APPROVED BY LPC ON 25 FEBRUARY 2020



KEY NOTE LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - MARQUEE SIGNS
- - SIGNS ON GLASS

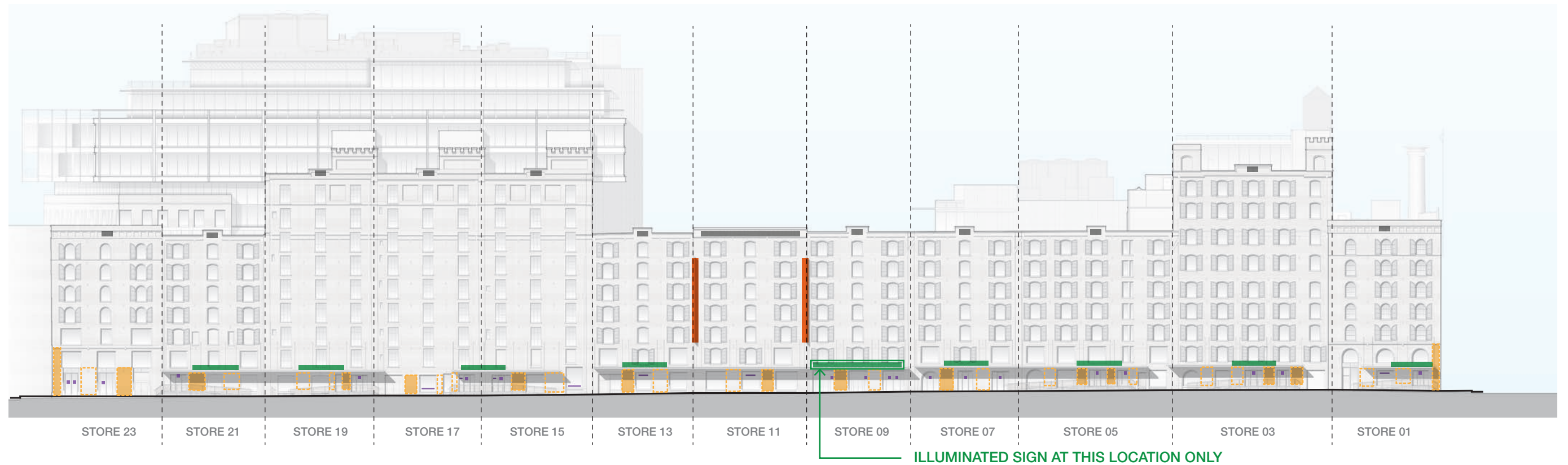
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SIGNAGE MASTERPLAN

SOUTH ELEVATION (27TH STREET)

APPROVED BY LPC ON 25 FEBRUARY 2020



KEY NOTE LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - MARQUEE SIGNS
- - SIGNS ON GLASS

- - FLAG
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SIGNAGE MASTERPLAN

WEST ELEVATION (12TH AVENUE)

APPROVED BY LPC ON 25 FEBRUARY 2020



KEY NOTE LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - MARQUEE SIGNS
- - SIGNS ON GLASS

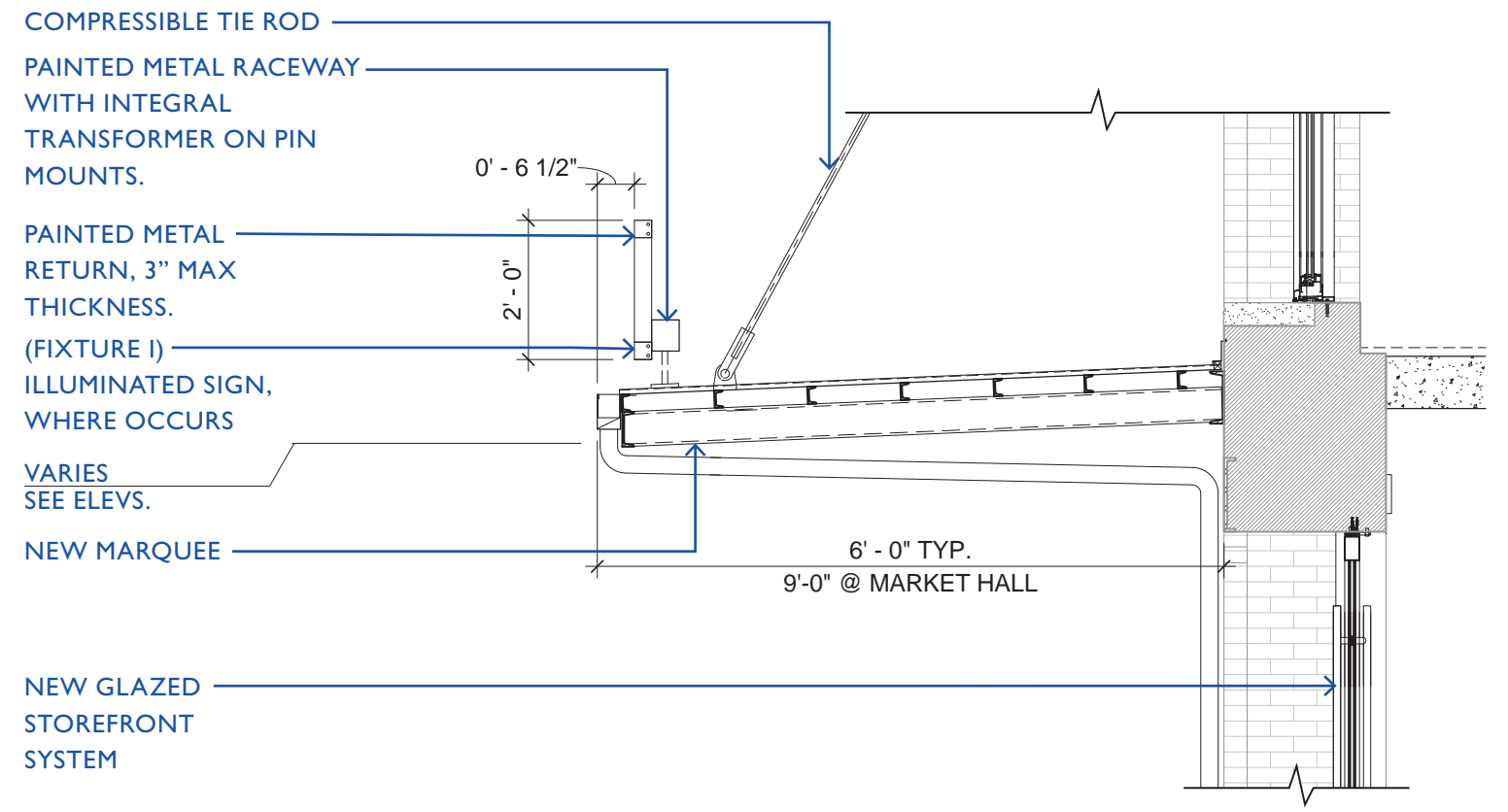
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- - MAXIMUM ALLOWABLE PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS (CAN BE LOCATED ANYWHERE WITHIN ZONE, BY STORE OR TENANT)

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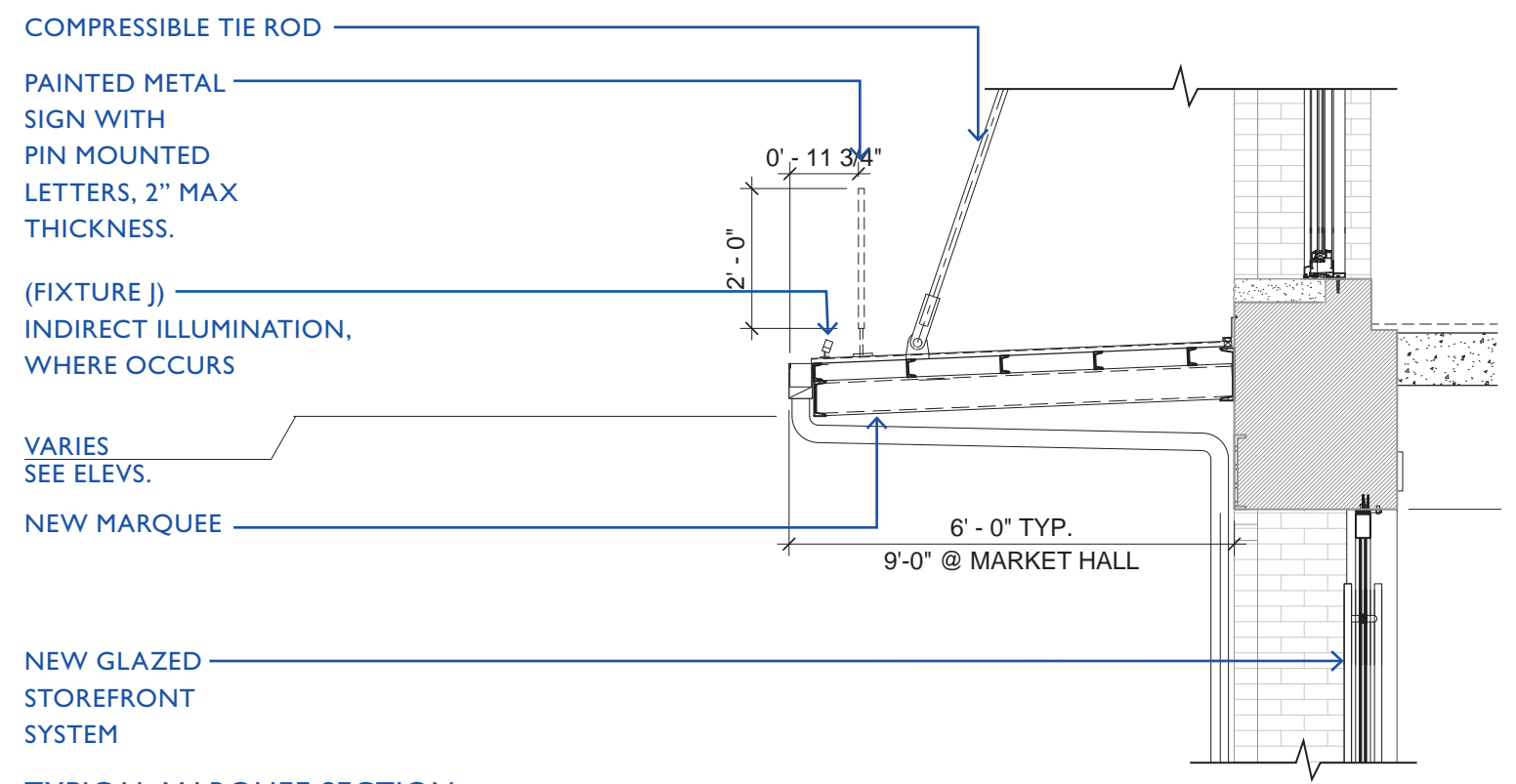
MARQUEE SIGNS

EXCERPT FROM LPC-APPROVED SIGNAGE MASTERPLAN - FEBRUARY 6, 2020 - PAGE 16

- CAN BE ANY COLOR PERMITTED BY LPC RULES AND REGULATIONS
- SIGNS SHALL BE LIMITED TO FOUR COLORS MAXIMUM
- SIGN MATERIAL SHALL BE METAL
- ARMATURES AND BRACKETS SHALL BE CONSISTENT THROUGH ENTIRE BUILDING FACADE
- ILLUMINATED SIGNS ONLY WHERE INDICATED ON ELEVATIONS (AT MIDBLOCK RETAIL ENTRANCES). ALL OTHERS INDIRECTLY ILLUMINATED.
- SIGNS SHALL BE NO MORE THAN 5" DEEP



MARQUEE SECTION AT MIDBLOCK RETAIL



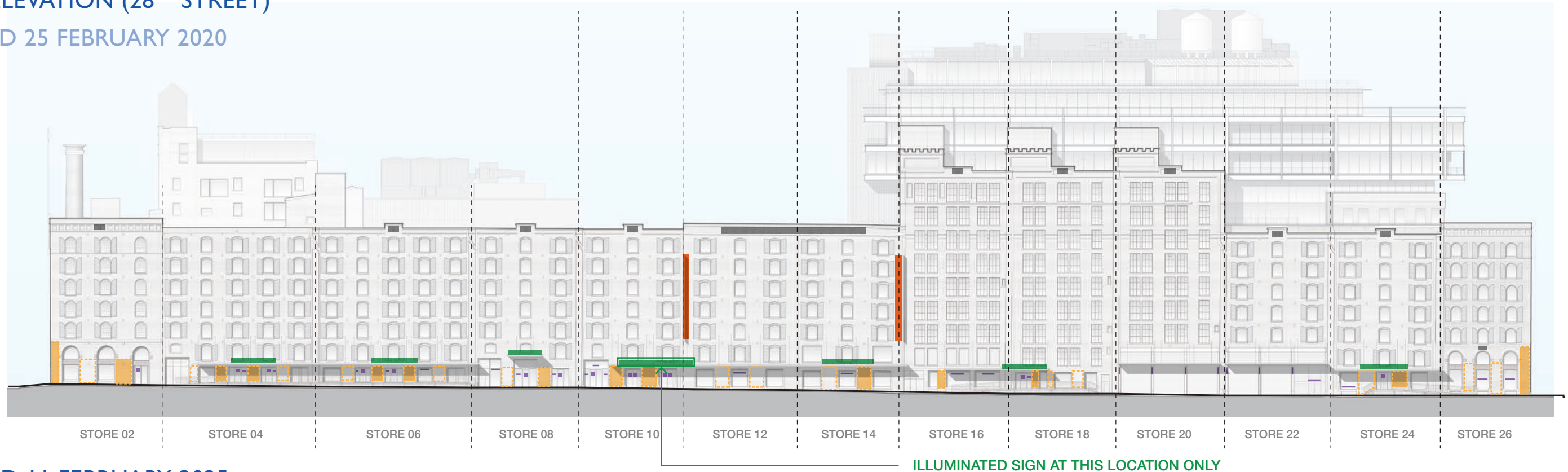
TYPICAL MARQUEE SECTION

**PROPOSED ALTERNATE ZONES FOR
BLADE & ILLUMINATED MARQUEE SIGNS
ON NORTH & SOUTH ELEVATIONS**

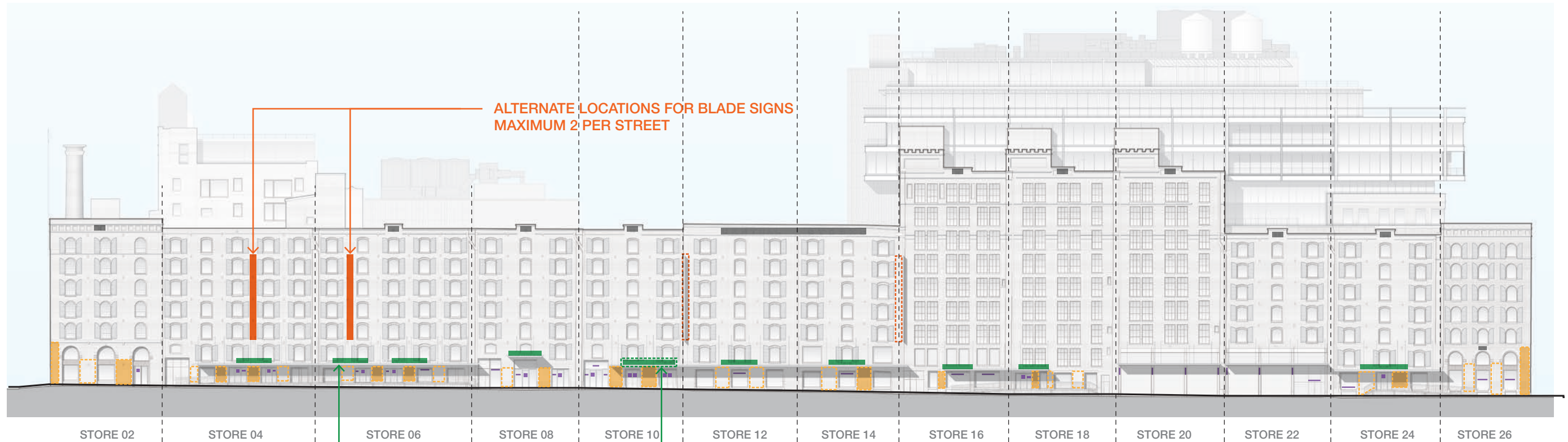
ALTERNATE ZONES FOR BLADE & ILLUMINATED MARQUEE SIGNS

NORTH ELEVATION (28TH STREET)

APPROVED 25 FEBRUARY 2020



PROPOSED 11 FEBRUARY 2025



KEY NOTE LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - MARQUEE SIGNS
- - SIGNS ON GLASS

■ - FLAG
 ■ - ONE MARQUEE SIGN ALLOWED PER STORE OR BUILDING ENTRANCE

- - ZONE FOR PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS
- - MAXIMUM ALLOWABLE PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS (CAN BE LOCATED ANYWHERE WITHIN ZONE, BY STORE OR TENANT)

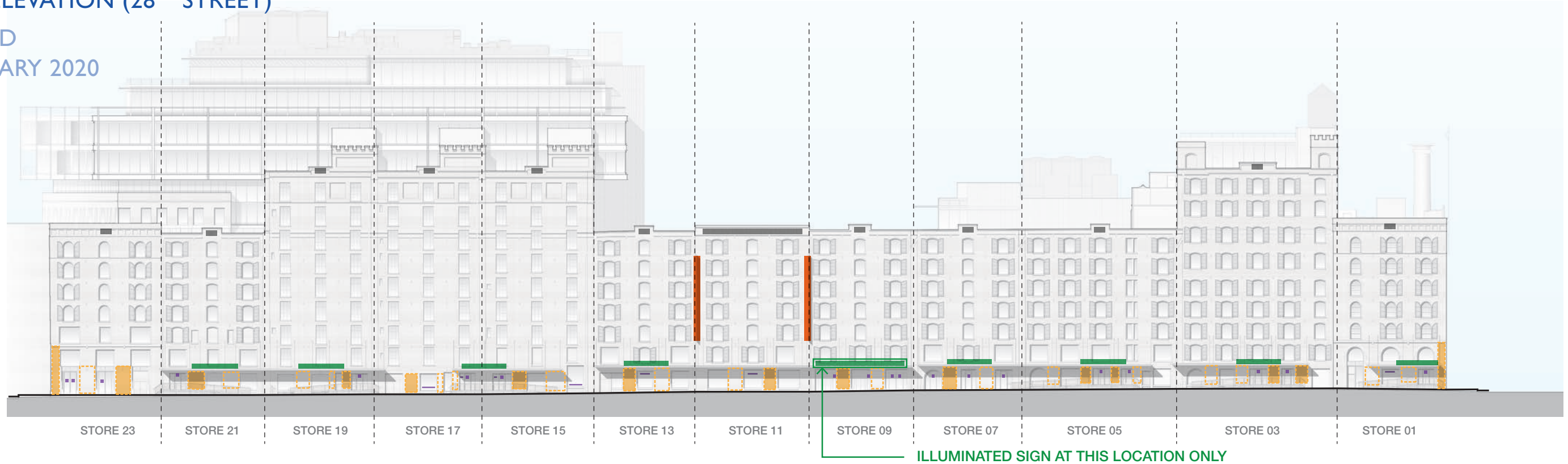
■ - CURRENTLY APPROVED LOCATION OF ILLUMINATED MARQUEE SIGN

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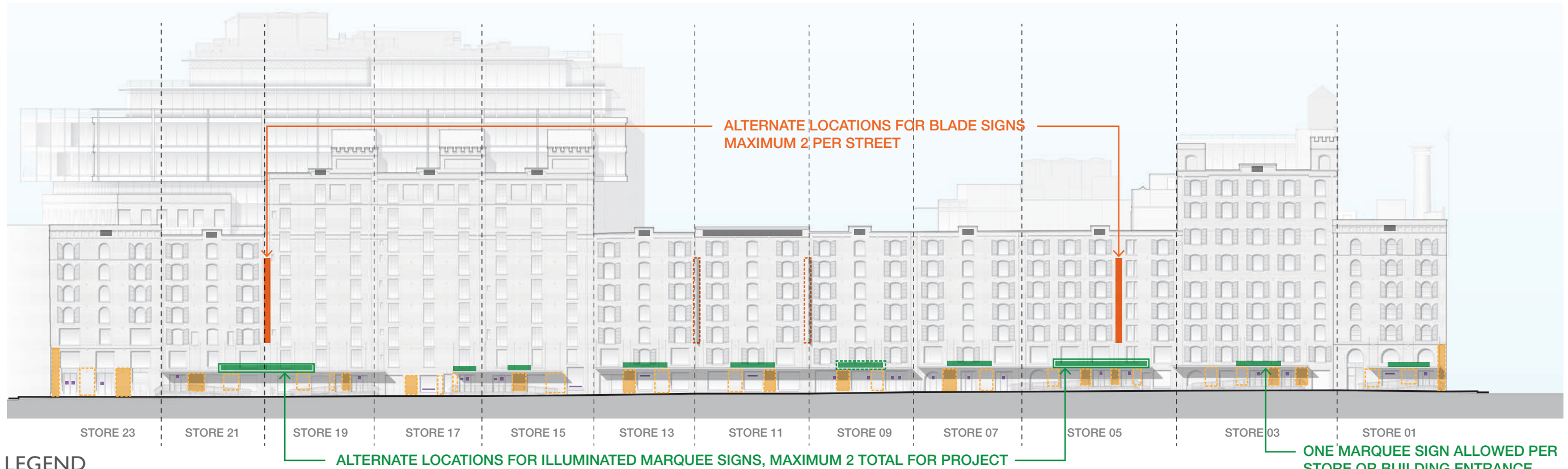
ALTERNATE ZONES FOR BLADE & ILLUMINATED MARQUEE SIGNS

NORTH ELEVATION (28TH STREET)

APPROVED
25 FEBRUARY 2020



PROPOSED | 11 FEBRUARY 2025



KEY NOTE LEGEND

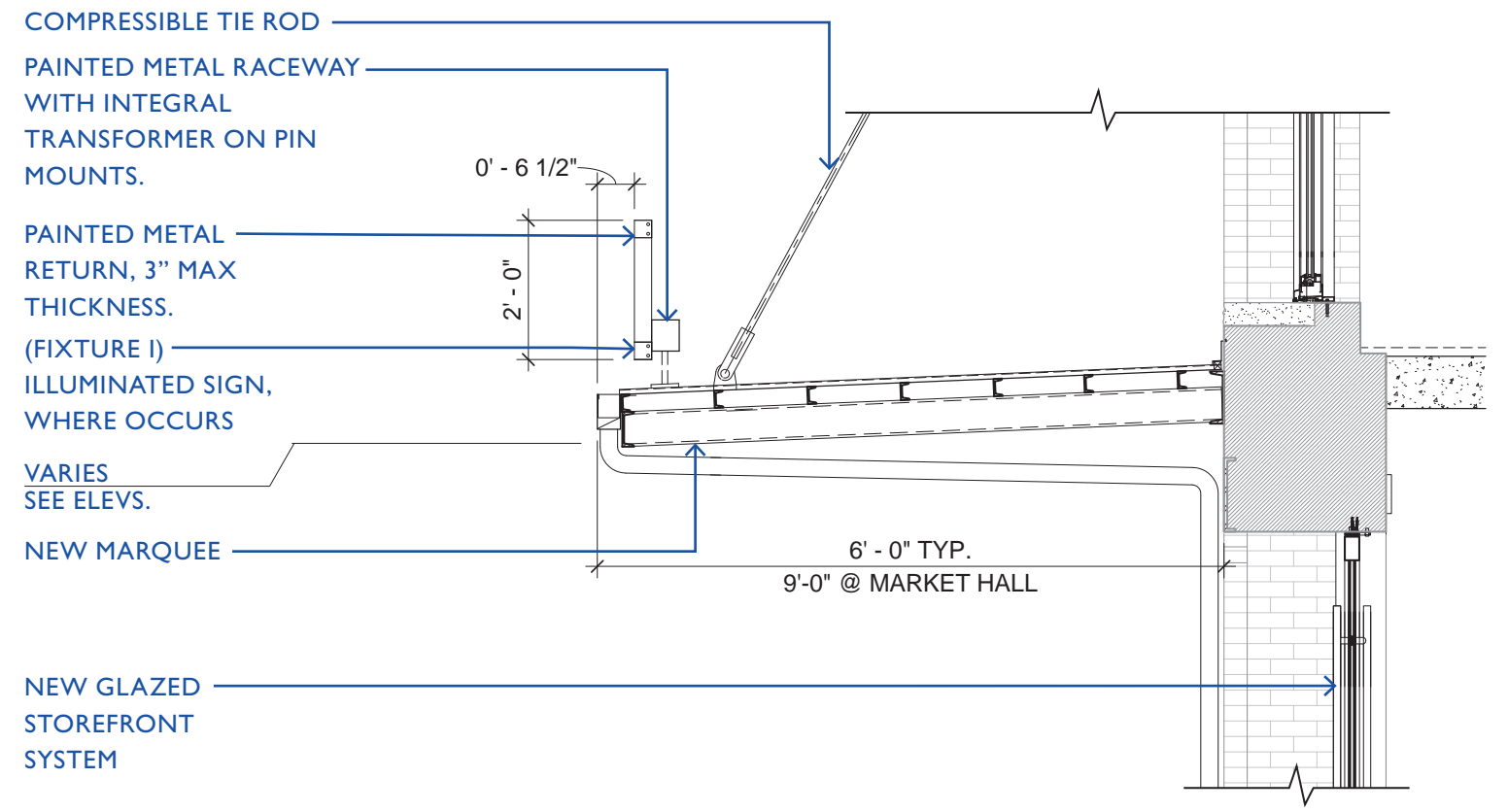
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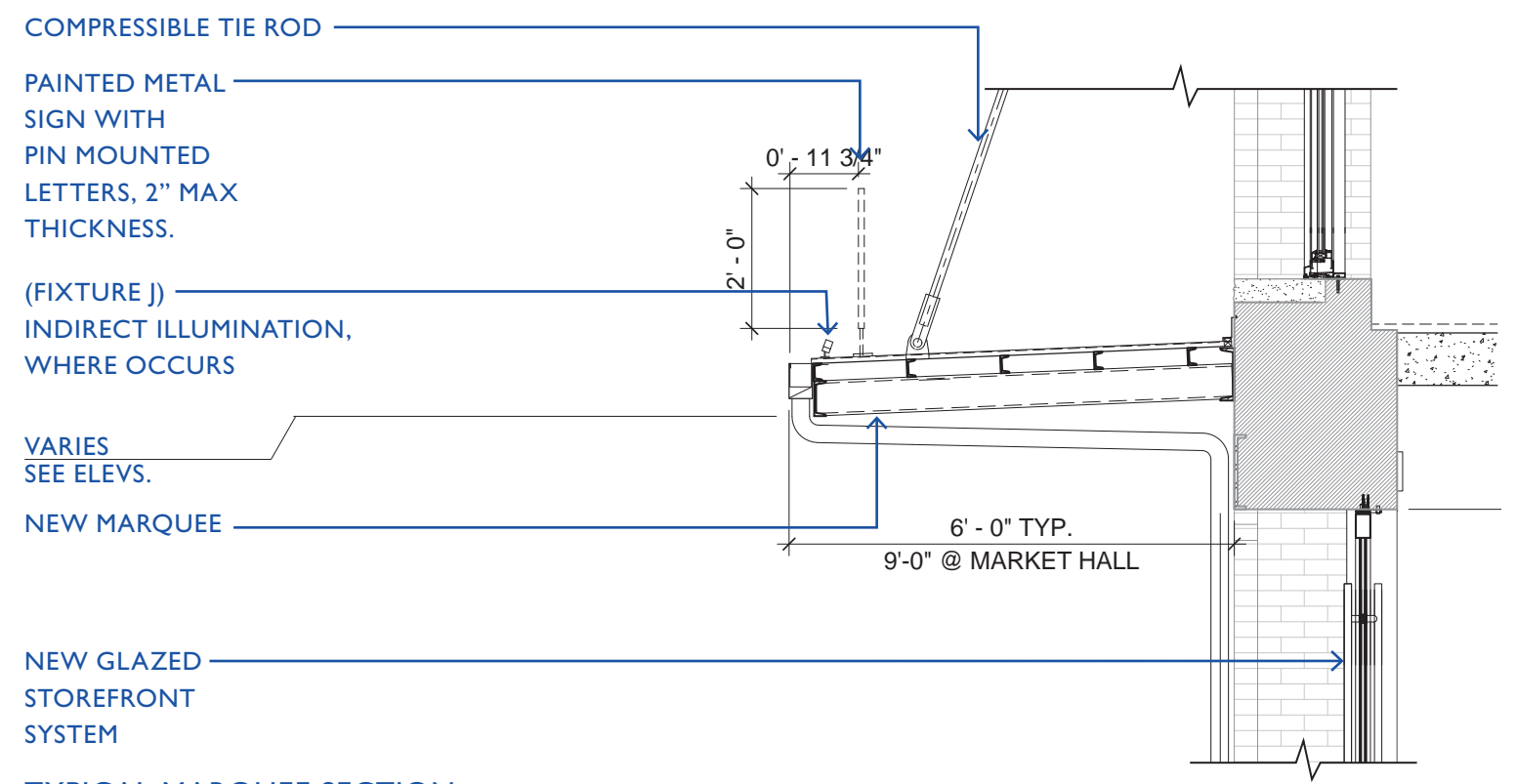
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PROPOSED - MARQUEE SIGNS

- CAN BE ANY COLOR PERMITTED BY LPC RULES AND REGULATIONS
- SIGNS SHALL BE LIMITED TO FOUR COLORS MAXIMUM
- SIGN MATERIAL SHALL BE METAL
- ARMATURES AND BRACKETS SHALL BE CONSISTENT THROUGH ENTIRE BUILDING FACADE
- ILLUMINATED SIGNS ONLY WHERE INDICATED ON ELEVATIONS (**AT MIDBLOCK RETAIL OR 27TH STREET LOBBY ENTRANCES; 2 TOTAL FOR PROJECT**). ALL OTHERS INDIRECTLY ILLUMINATED.
- SIGNS SHALL BE NO MORE THAN 5" DEEP
- **ONE MARQUEE SIGN ALLOWED PER STORE, OR ABOVE EACH GLAZED BUILDING ENTRANCE WHERE THERE IS MORE THAN ONE PER STORE**



MARQUEE SECTION WHERE ILLUMINATED SIGNS OCCUR



TYPICAL MARQUEE SECTION

TERMINAL WAREHOUSE
EXCERPT FROM LPC PUBLIC MEETING
DECEMBER 10, 2019 - PAGE 5



11TH AVENUE & 28TH STREET
10 DECEMBER 2019

COOKFOX ARCHITECTS

TERMINAL WAREHOUSE

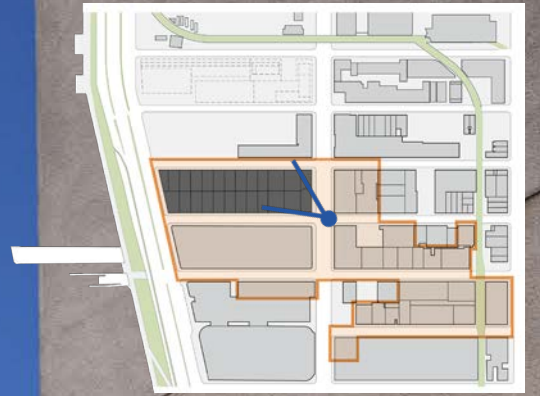
2/11/2025

20

PROPOSED ALTERNATE ZONES FOR BLADE & ILLUMINATED MARQUEE SIGNS
NORTH ELEVATION (28TH STREET)



TERMINAL WAREHOUSE
EXCERPT FROM LPC PUBLIC MEETING
DECEMBER 10, 2019 - PAGE 73



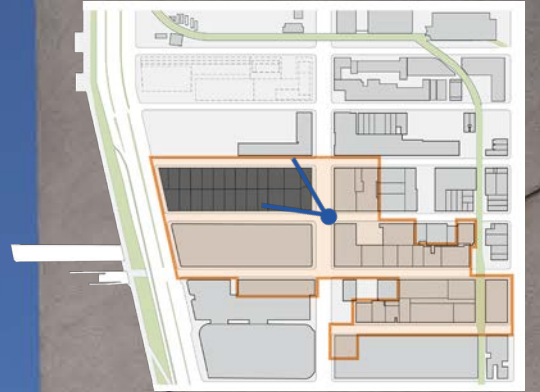
11TH AVENUE & 27TH STREET
10 DECEMBER 2019

COOKFOX ARCHITECTS

TERMINAL WAREHOUSE

2/11/2025

PROPOSED ALTERNATE ZONES FOR BLADE & ILLUMINATED MARQUEE SIGNS
SOUTH ELEVATION (27TH STREET)



TERMINAL WAREHOUSE
EXCERPT FROM LPC PUBLIC MEETING
DECEMBER 10, 2019 - PAGE 80



PROPOSED ALTERNATE ZONES FOR BLADE & ILLUMINATED MARQUEE SIGNS
SOUTH ELEVATION (27TH STREET)



HISTORIC BUILDING AND DISTRICT SIGNAGE





1904
11TH AVENUE AT 27TH STREET (ARCHITECTURAL RECORD)

HISTORIC SIGNAGE IN WEST CHELSEA



1912
11TH AVENUE LOOKING NORTH ABOVE 26TH STREET, COURTESY OF WATERFRONT NY

W. J. SLOANE WAREHOUSE

2/11/2015

29



1912 NORTH RIVER WATERFRONT EXPANSION PROPOSAL BY OTTO M. BECK
COURTESY OF WATERFRONT NEW YORK

HISTORIC SIGNAGE IN WEST CHELSEA



1915
LOOKING NORTH FROM 25TH STREET AT 12TH AVENUE. MCNY

HISTORIC SIGNAGE IN WEST CHELSEA



1929
VIEW FROM PIER 67, NYPL ARCHIVES



1931
PIER 66. P.L. SPERR, NYPL ARCHIVES

HISTORIC SIGNAGE IN WEST CHELSEA



1932
STARRETT LEHIGH FROM PIER 65, MCNY
COOKFOX ARCHITECTS

TERMINAL WAREHOUSE

2/11/2025

Starrett-Lehigh Bldg. C.20920.

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HISTORIC SIGNAGE IN WEST CHELSEA



1932
STARETT LEHIGH FROM PIER 65, MCNY
COOKFOX ARCHITECTS

TERMINAL WAREHOUSE

2/11/2025

Starett-Lehigh Bldg. C.20920.

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CIRCA 1980s
DOF TAX PHOTO - NYC MUNICIPAL ARCHIVES

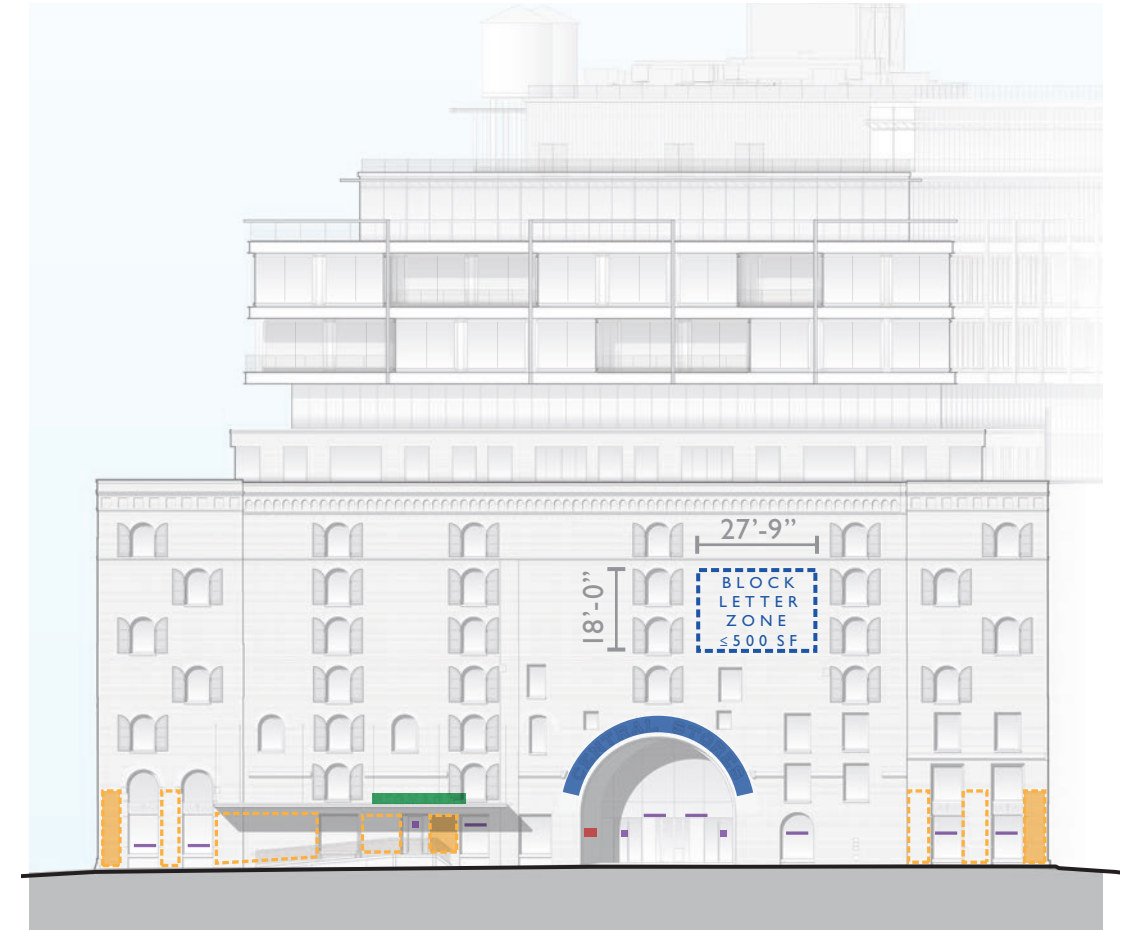
PROPOSED TENANT BLOCK LETTER ZONE ON WEST ELEVATION

PROPOSED TENANT BLOCK LETTER ZONE

WEST ELEVATION (12TH AVENUE)

APPROVED 25 FEBRUARY 2020

PROPOSED 11 FEBRUARY 2025



KEY NOTE LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - MARQUEE SIGNS
- - SIGNS ON GLASS

- - FLAG
- - ZONE FOR PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS
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- - ANCHOR TENANT SIGNAGE

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PROPOSED TENANT BLOCK LETTER ZONE
WEST ELEVATION (12TH AVENUE)



PROPOSED TENANT BLOCK LETTER ZONE
WEST ELEVATION (12TH AVENUE)
INDIVIDUAL PIN-MOUNTED

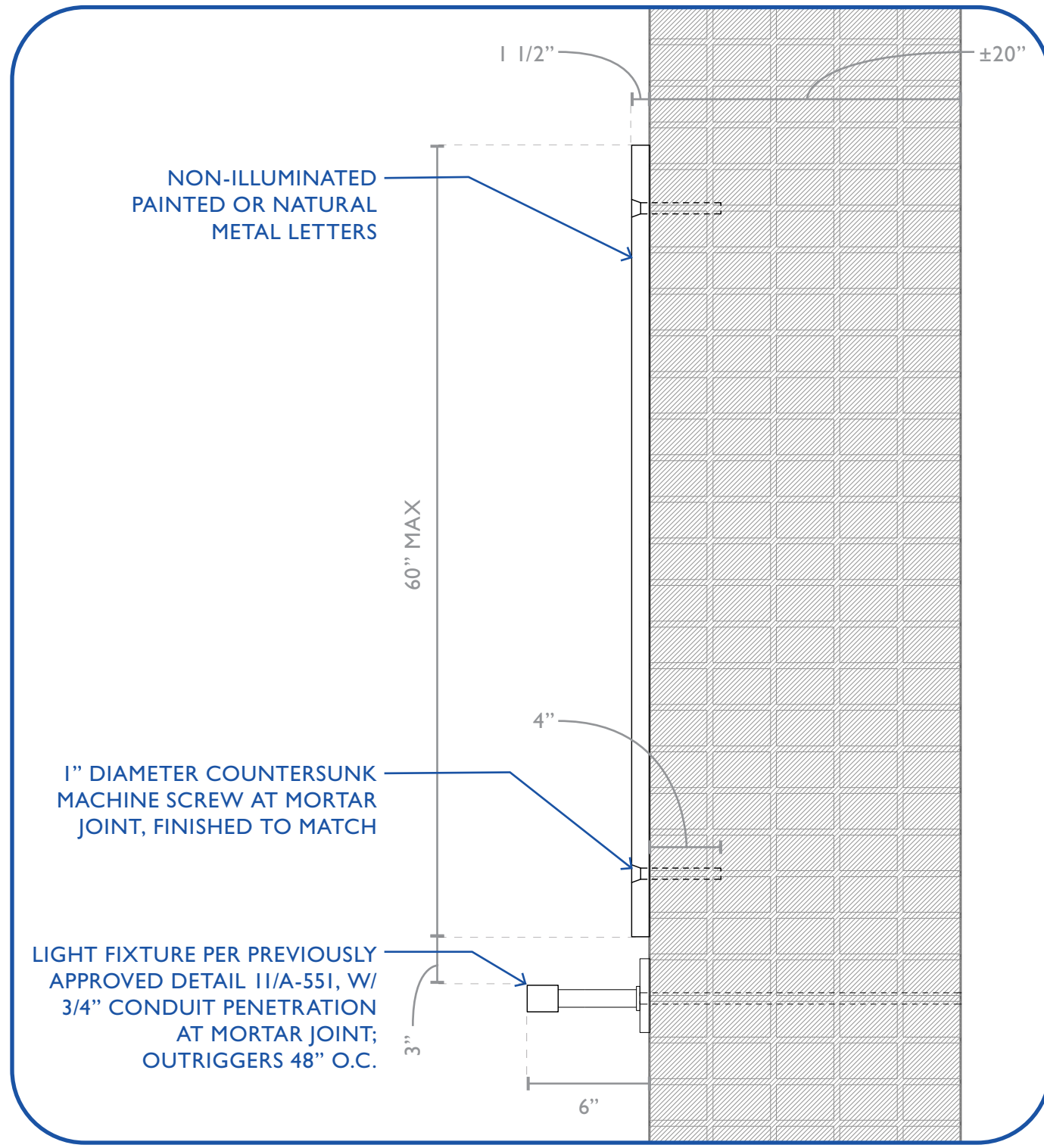


PROPOSED TENANT BLOCK LETTER ZONE
WEST ELEVATION (12TH AVENUE)
INDIVIDUAL PIN-MOUNTED



EXISTING SIGNAGE AT 11TH AVENUE
1 1/2" DEEP CAST METAL LETTERS W/ 1" DIAMETER SCREWS

PROPOSED TENANT BLOCK LETTER ZONE
CONNECTION DETAILS - INDIVIDUAL PIN-MOUNTED



DETAIL OF CONNECTION DETAIL W/ PIN MOUNTED LETTERS



PROPOSED TENANT BLOCK LETTER ZONE
WEST ELEVATION (12TH AVENUE)
PAINTED LETTERS



WEST 26TH STREET FACADE
LPC-APPROVED PAINTED SIGN

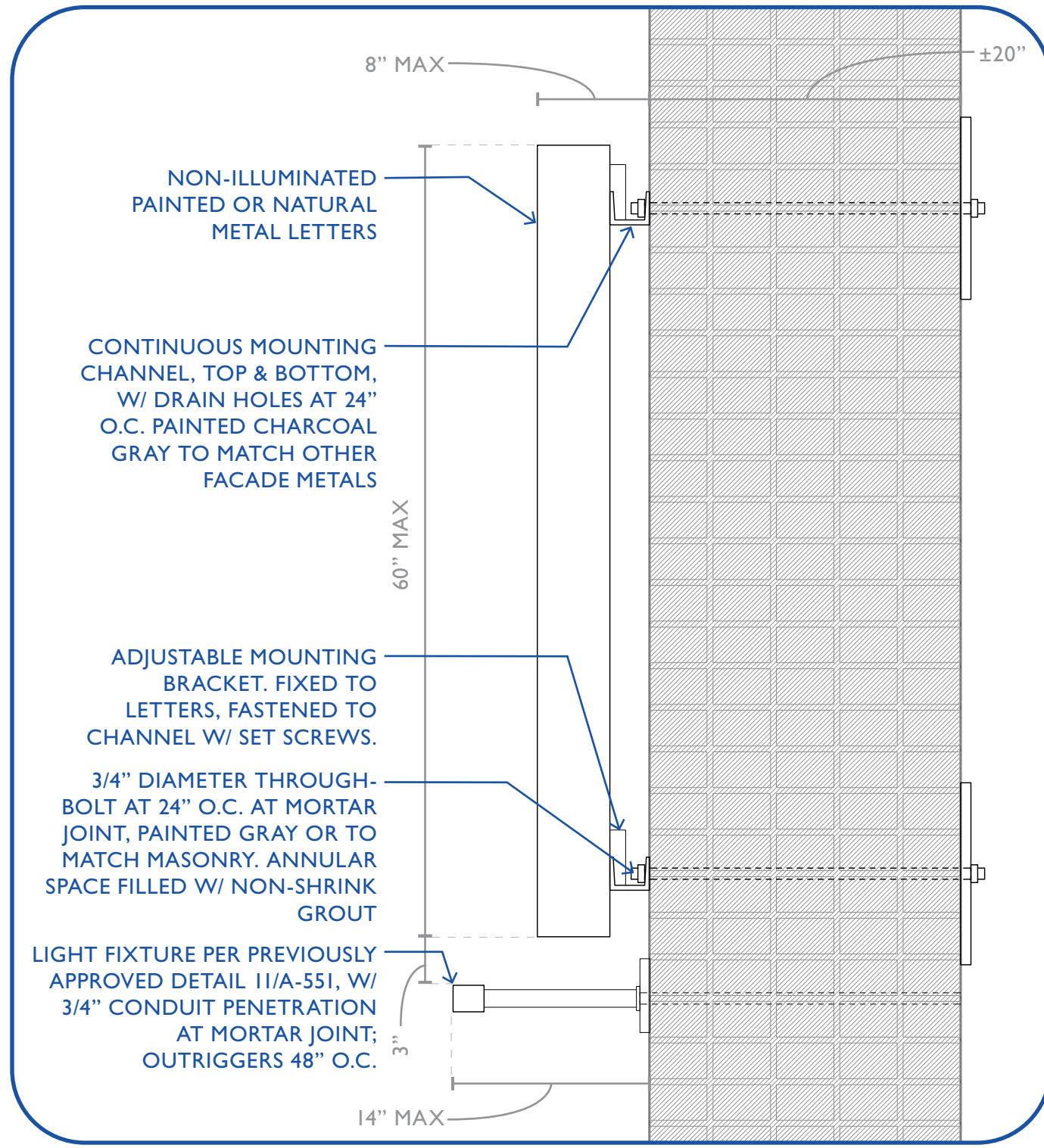
PROPOSED TENANT BLOCK LETTER ZONE

WEST ELEVATION (12TH AVENUE)

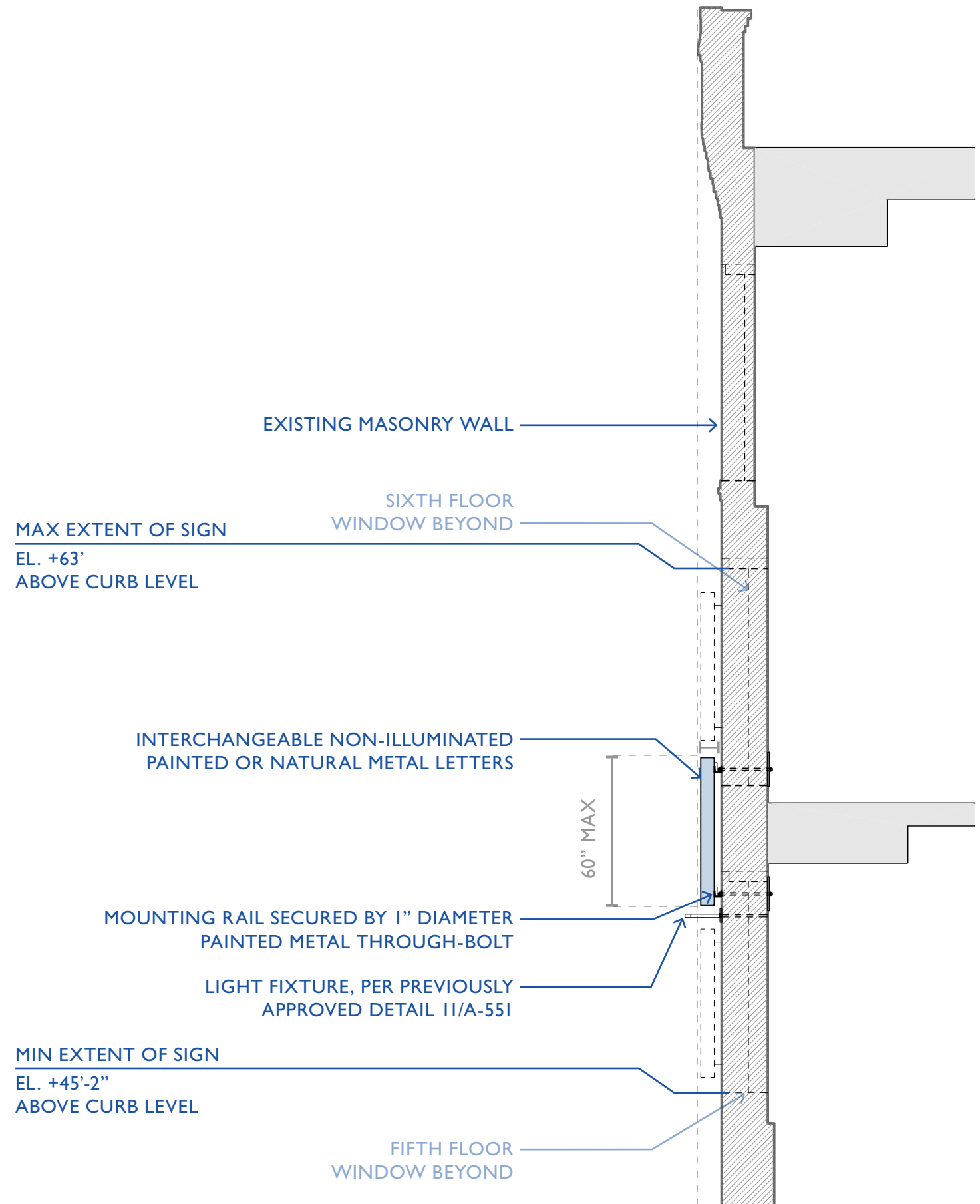
RAIL-MOUNTED ALTERNATE FOR DEEPER
LETTERS REQUIRING THROUGH BOLTS



PROPOSED TENANT BLOCK LETTER ZONE
CONNECTION DETAILS - RAIL-MOUNTED ALTERNATE
FOR DEEPER LETTERS REQUIRING THROUGH-BOLTS



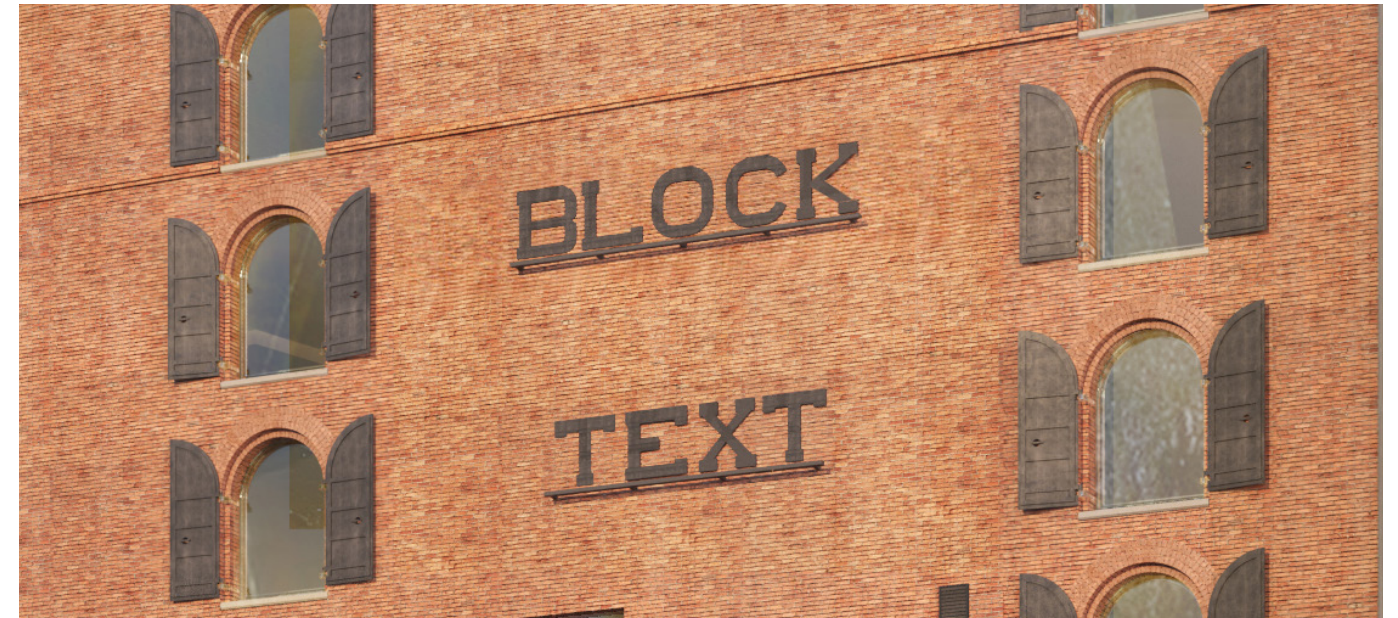
DETAIL OF CONNECTION DETAIL W/ RAIL-MOUNTED LETTERS



PROPOSED TENANT BLOCK LETTER ZONE

MASTERPLAN GUIDELINES

- **NO BACKGROUNDS OR BORDERS PERMITTED**
- **LETTERS SHALL BE NON-ILLUMINATED OR INDIRECTLY ILLUMINATED**
- LETTER MATERIAL SHALL BE METAL, OR PAINT APPLIED DIRECTLY TO THE SURFACE OF THE MASONRY
- LETTERS LIMITED TO PAINTED GRAYSCALE COLORS PLUS ONE OTHER COLOR ($\leq 15\%$ OF TOTAL AREA OF SIGNAGE), OR NATURAL METAL FINISHES
- ALL SIGNAGE MUST FIT WITHIN THE 27'-9" WIDE & 18'-0" TALL ZONE INDICATED ON ELEVATION, & THE PREVIOUSLY APPROVED ZONE FOR SIGNAGE OVER THE TUNNEL ENTRANCE ARCH
- NO RESTRICTIONS ON NUMBER OF LINES OR ORIENTATION OF TEXT PROVIDED IT FITS WITHIN THE ZONE INDICATED ON ELEVATION
- MAXIMUM SIZE: 60" TALL IN BLOCK LETTER ZONE, 48" TALL OVER TUNNEL ARCH
- MAXIMUM PROJECTION FROM WALL: 8"
- SIGNAGE MOUNTING OVER THE TUNNEL ARCH LIMITED TO THE PREVIOUSLY APPROVED PIN-MOUNTING OR SURFACE APPLIED PAINT; RAIL-MOUNTING NOT PERMITTED OVER THE TUNNEL ARCH
- NO RESTRICTIONS ON TYPEFACE, CASE, OR PUNCTUATION
- PIN MOUNTS & LIGHT FIXTURES SHALL BE PAINTED CHARCOAL GRAY TO MATCH TYPICAL EXTERIOR METALS (E.G. SHUTTERS, MEDALLIONS)
- LOGOS PERMITTED, IN-ADDITION-TO OR IN-LIEU-OF LETTERS, PROVIDED THEY MEET ALL CRITERIA LISTED ABOVE
- ALL SIGNAGE MUST CONFORM TO APPLICABLE ZONING REGULATIONS
- ALL SIGNAGE SUBJECT TO LPC STAFF REVIEW & APPROVAL





February 11, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 3, LPC-25-06372

**261 11th Avenue (aka 261-279 11th Avenue, 220-238 12th Avenue, 601-651 West 27th Street, and 600-654 West 28th Street) – West Chelsea Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 161 850 1699

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APPENDIX

LPC APPROVALS TIMELINE

PUBLIC HEARING #1 OCTOBER 10, 2019

PUBLIC HEARING #2 JANUARY 21, 2020

EXTERIOR BUILDING SIGNAGE MASTERPLAN COFA-20-07895 APPROVED FEBRUARY 6, 2020

CERTIFICATE OF APPROPRIATENESS 20-08485 ISSUED JULY 8, 2020

AMENDMENT #1 ISSUED MAY 20, 2021

AMENDMENT #2 ISSUED DECEMBER 15, 2022

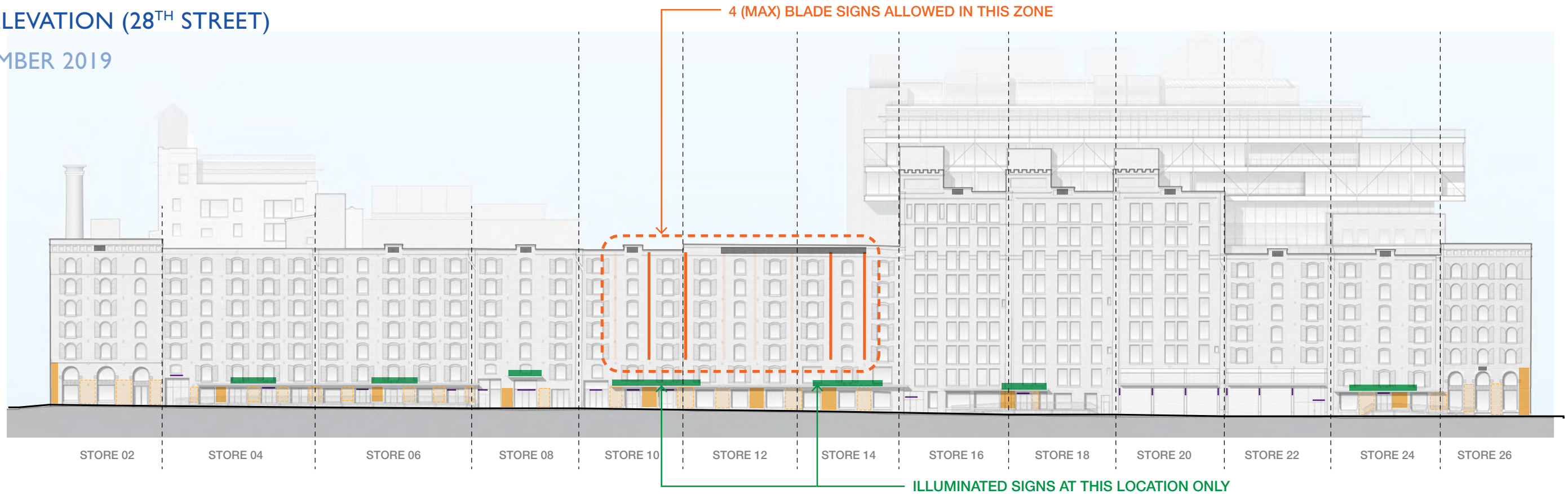
AMENDMENT #3 ISSUED FEBRUARY 24, 2023

AMENDMENT #4 ISSUED JUNE 28, 2024

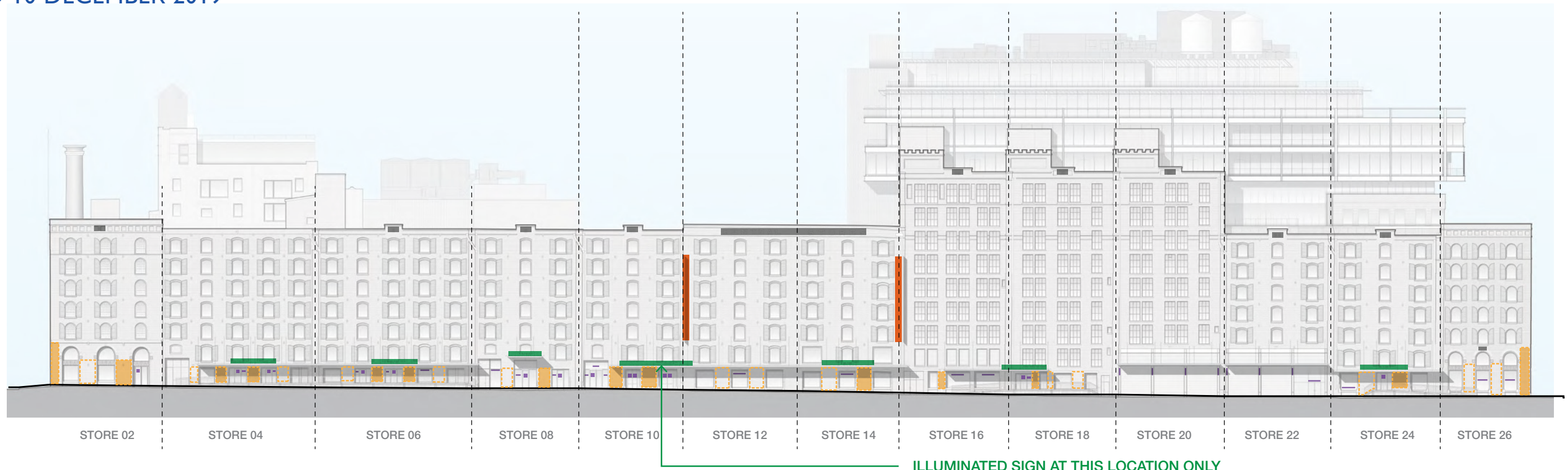
PENDING AMENDMENT #5 ISSUANCE DATE TBD

PROPOSED SIGNAGE NORTH ELEVATION (28TH STREET)

12 NOVEMBER 2019



UPDATED 10 DECEMBER 2019



LEGEND

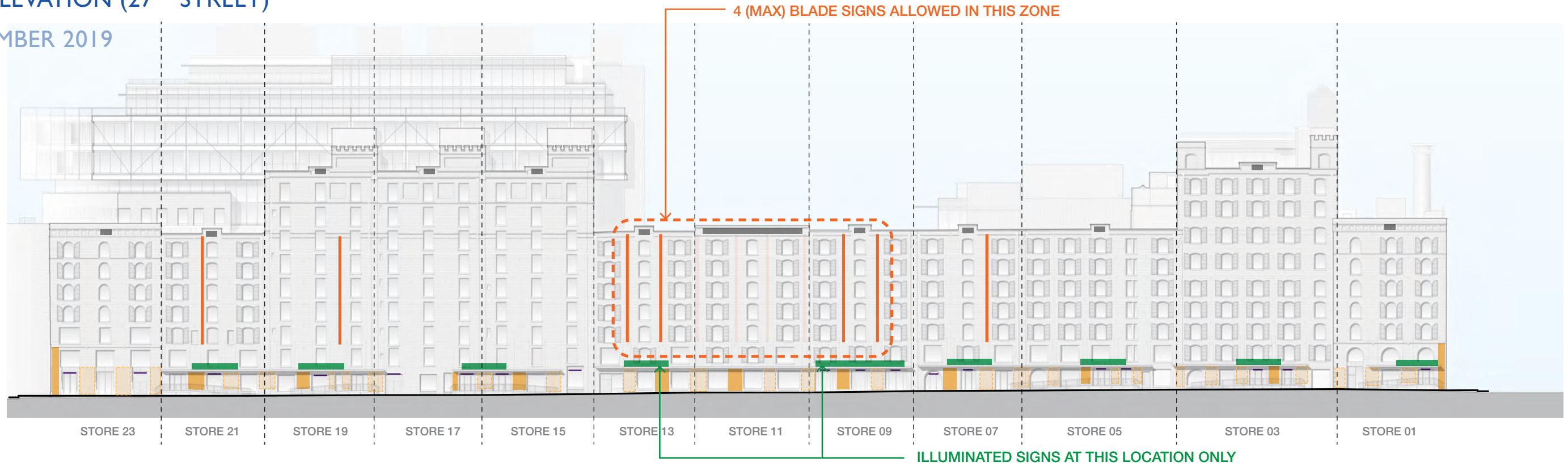
- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - POTENTIAL BLADE SIGNS
- - MARQUEE SIGNS

- - PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS
- - SIGNS ON GLASS
- - FLAG

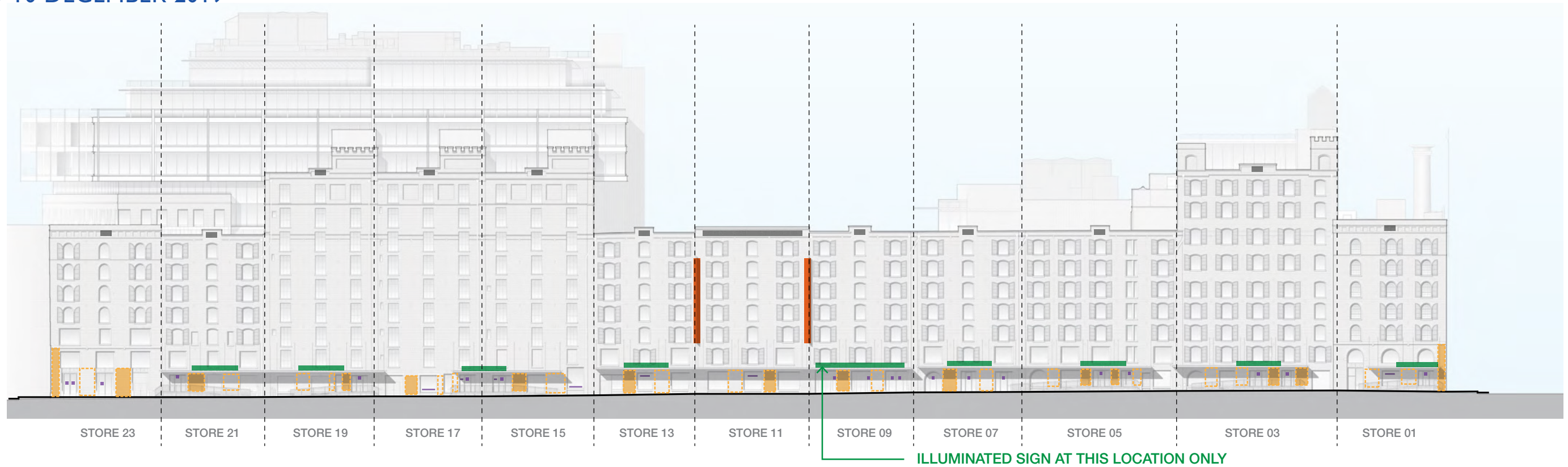
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PROPOSED SIGNAGE SOUTH ELEVATION (27TH STREET)

12 NOVEMBER 2019



UPDATED 10 DECEMBER 2019



LEGEND

- - EXISTING BUILDING SIGNS
- - RESTORED/NEW BUILDING SIGNS
- - POTENTIAL BLADE SIGNS
- - MARQUEE SIGNS

- - PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS
- - SIGNS ON GLASS
- - FLAG

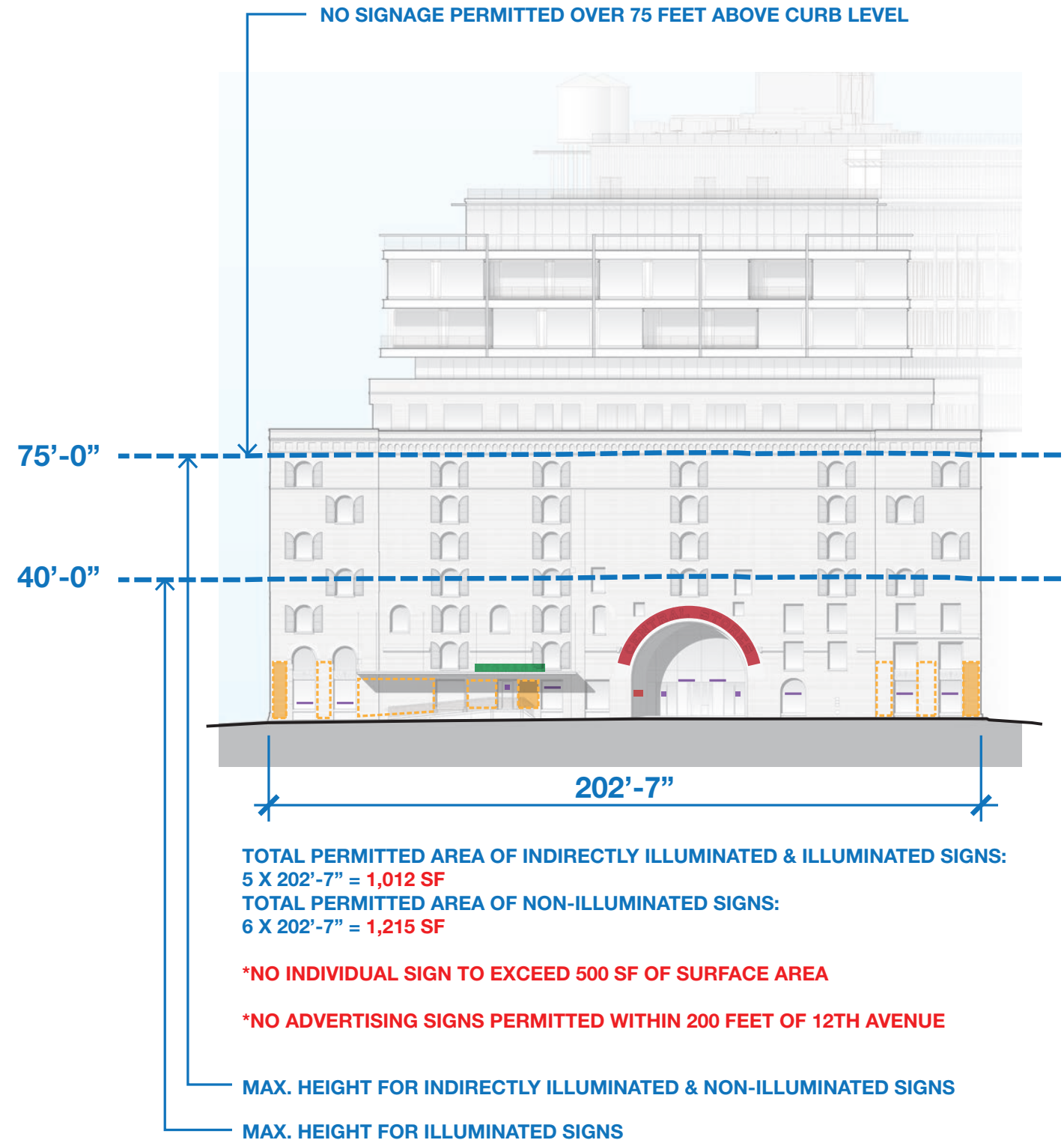
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ALLOWABLE SIGNAGE PER ZONING RESOLUTION

WEST ELEVATION (12TH AVENUE)

PER THE NYC 'CITY OF YES' ZONING INITIATIVE ADOPTED ON 12/5/2024, SIGNS IN M2 ZONING DISTRICTS (I.E. BLOCK 673 / TERMINAL WAREHOUSE) ARE SUBJECT TO THE FOLLOWING REGULATIONS:

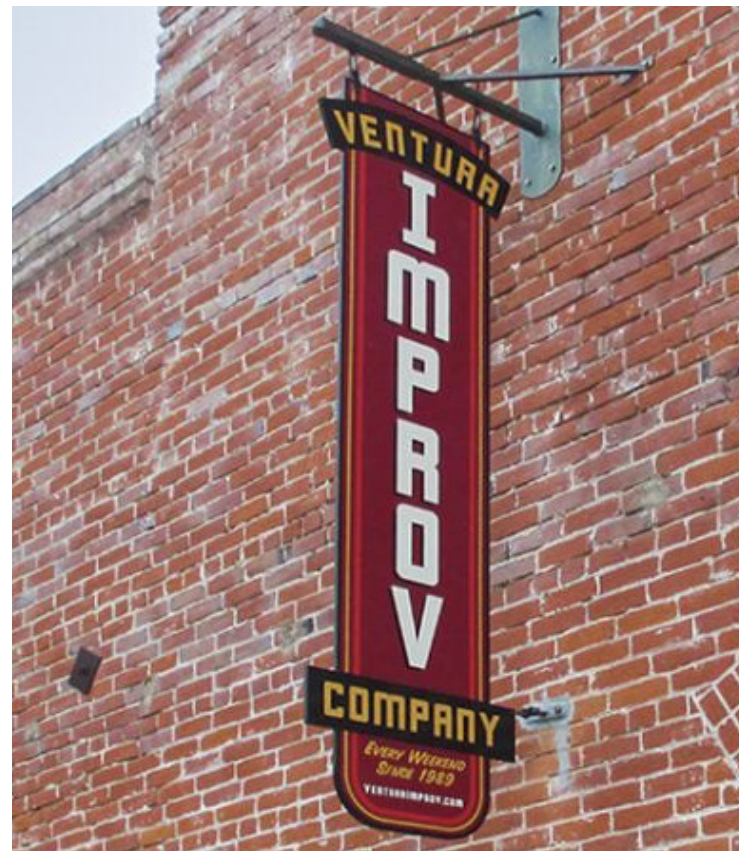
- TOTAL SURFACE AREA OF ALL NON-ILLUMINATED SIGNS IS SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET (ZR §42-632)
- TOTAL SURFACE AREA OF ALL ILLUMINATED AND INDIRECTLY ILLUMINATED SIGNS IS FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET (ZR §42-633)
- MAXIMUM PROJECTION ACROSS THE STREET LINE OF SINGLE-SIDED SIGNS IS 12 INCHES (ZR §42-641)
- DIRECTLY ILLUMINATED SIGNS SHALL NOT EXTEND TO A HEIGHT GREATER THAN 40 FEET ABOVE CURB LEVEL; INDIRECTLY ILLUMINATED AND NON-ILLUMINATED SIGNS MAY EXTEND TO A MAXIMUM HEIGHT OF 75 FEET (ZR §42-643)
- WITHIN 200 FEET OF AN ARTERIAL HIGHWAY (12TH AVENUE / WEST SIDE HIGHWAY), NO INDIVIDUAL PERMITTED SIGN SHALL EXCEED 500 SQUARE FEET OF SURFACE AREA AND NO ADVERTISING SIGN SHALL BE ALLOWED (ZR §42-65)
- A SIGN IS ANY WRITING, PICTORIAL REPRESENTATION, EMBLEM, FLAG, OR ANY OTHER FIGURE OF SIMILAR CHARACTER, THAT A) IS ATTACHED TO, PAINTED ON, OR IN ANY OTHER MANNER REPRESENTED ON A BUILDING OR STRUCTURE, B) USED TO ANNOUNCE, DIRECT ATTENTION TO OR ADVERTISE, AND C) IS VISIBLE FROM OUTSIDE A BUILDING, INCLUDING IF ILLUMINATED AND LOCATED IN A WINDOW (ZR §12-10)



BLADE SIGNS

EXCERPT FROM LPC-APPROVED SIGNAGE MASTERPLAN - FEBRUARY 6, 2020 - PAGE 17

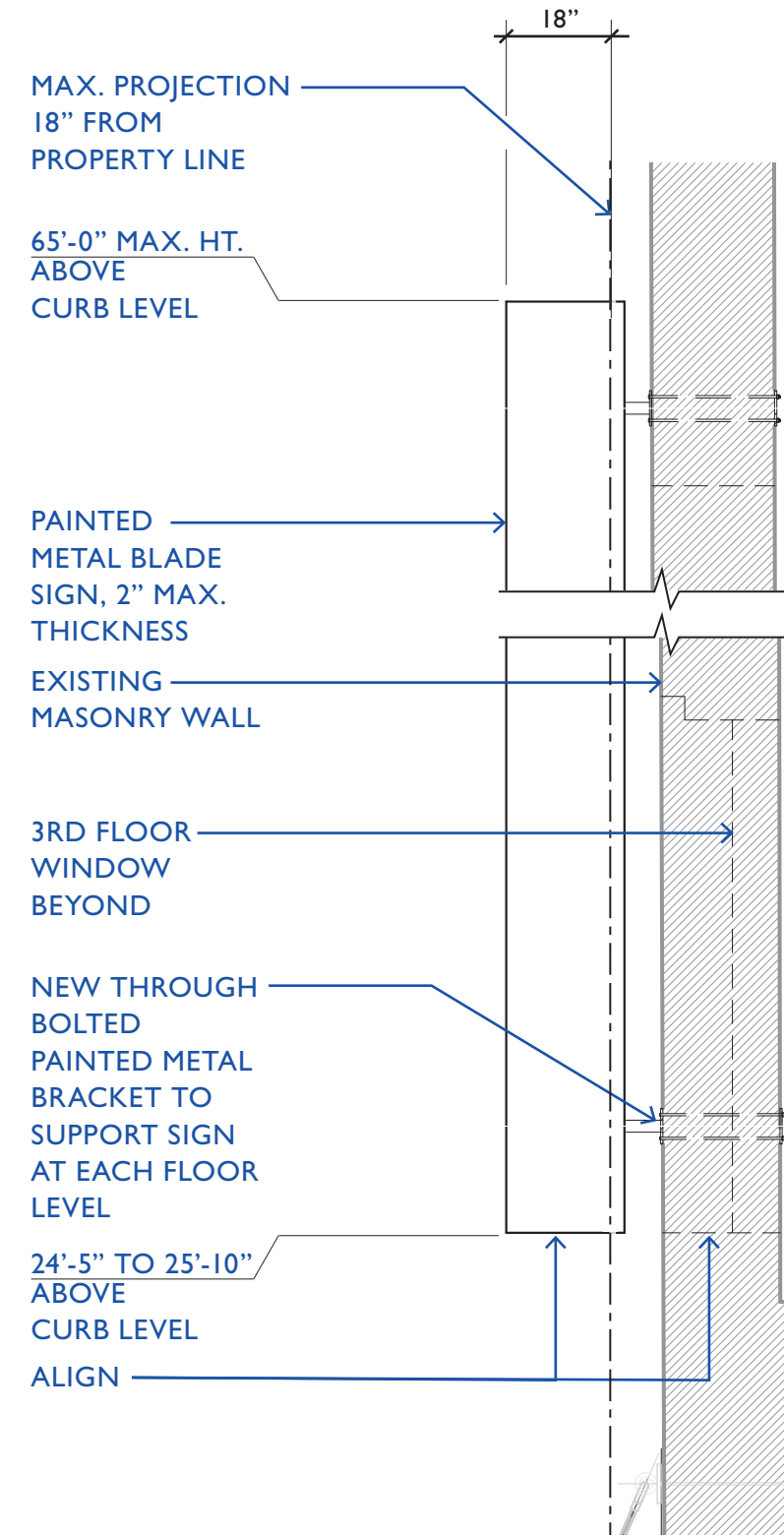
- MAY BE ANY SHAPE PERMITTED BY LPC RULES AND REGULATIONS
- SIGN MATERIAL SHALL BE METAL
- ARMATURES AND BRACKETS SHALL BE PAINTED DARK GRAY TO MATCH TYPICAL EXTERIOR METALS (E.G. SHUTTERS, MEDALLIONS)
- ARMATURES AND BRACKETS SHALL BE CONSISTENT THROUGH ENTIRE BUILDING FACADE
- SIGNS WILL BE LIMITED TO 4 COLORS MAX
- TWO SIGNS PERMITTED ON EACH FACADE OF MARKET HALL (TWO SOUTH & TWO NORTH, BETWEEN STORES 9-14)
- SIGNS TO BE INDIRECTLY ILLUMINATED, EXCEPT WHERE PROHIBITED BY ZONING
- SIGN CONTENT WILL BE LIMITED TO THE NAME & LOGO OF THE MARKET HALL



COOKFOX ARCHITECTS



TERMINAL WAREHOUSE



PROPOSED - BLADE SIGNS

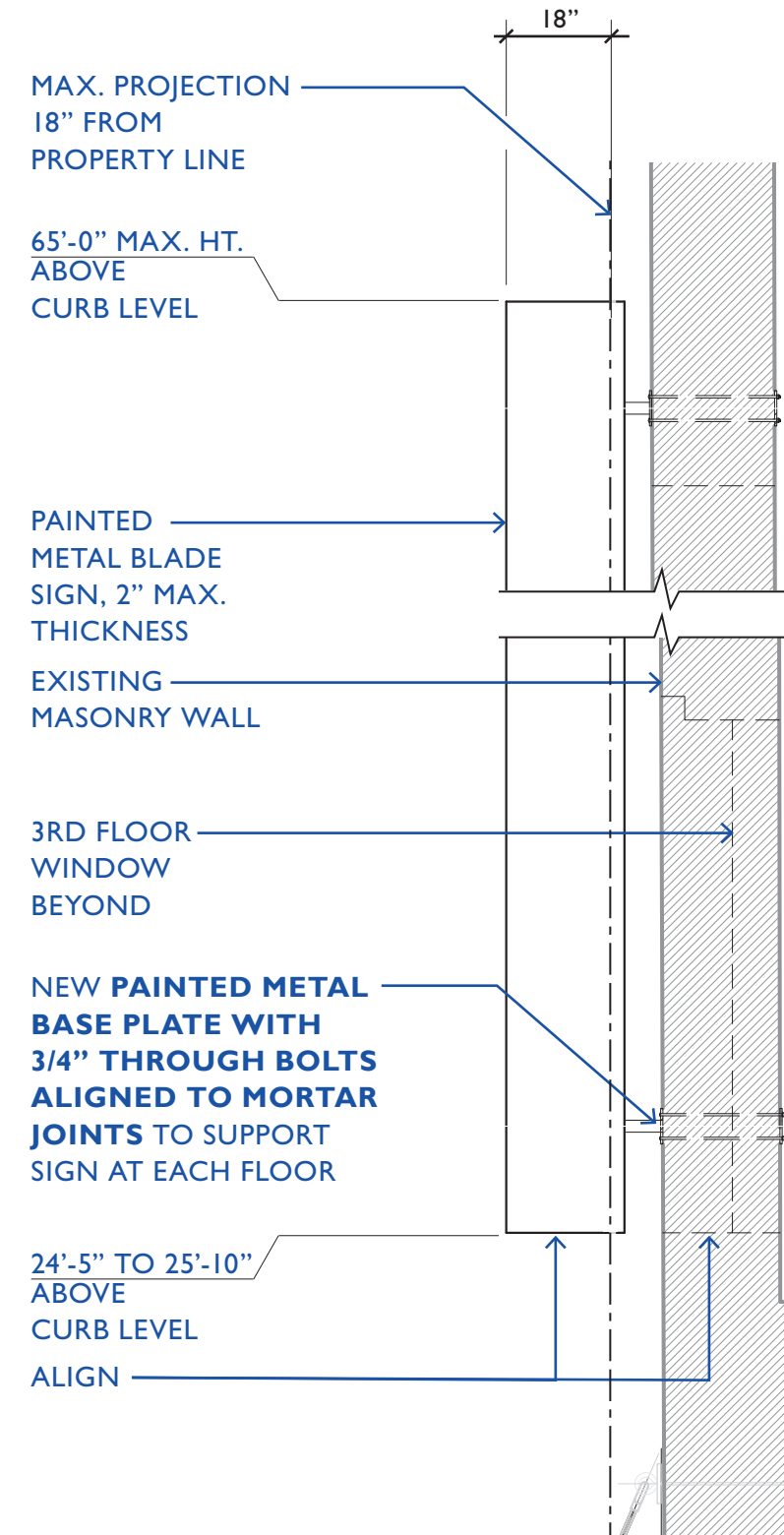
- MAY BE ANY SHAPE PERMITTED BY LPC RULES AND REGULATIONS
- SIGN MATERIAL SHALL BE METAL
- ARMATURES AND BRACKETS SHALL BE PAINTED DARK GRAY TO MATCH TYPICAL EXTERIOR METALS (E.G. SHUTTERS, MEDALLIONS)
- ARMATURES AND BRACKETS SHALL BE CONSISTENT THROUGH ENTIRE BUILDING FACADE
- SIGNS WILL BE LIMITED TO 4 COLORS MAX
- TWO SIGNS PERMITTED ON EACH FACADE **(TWO SOUTH & TWO NORTH, AT LOCATIONS INDICATED ON ELEVATION)**
- SIGNS TO BE INDIRECTLY ILLUMINATED, EXCEPT WHERE PROHIBITED BY ZONING
- SIGN CONTENT WILL BE LIMITED TO THE **LOBBY OR TENANT NAME & LOGO**



COOKFOX ARCHITECTS



TERMINAL WAREHOUSE



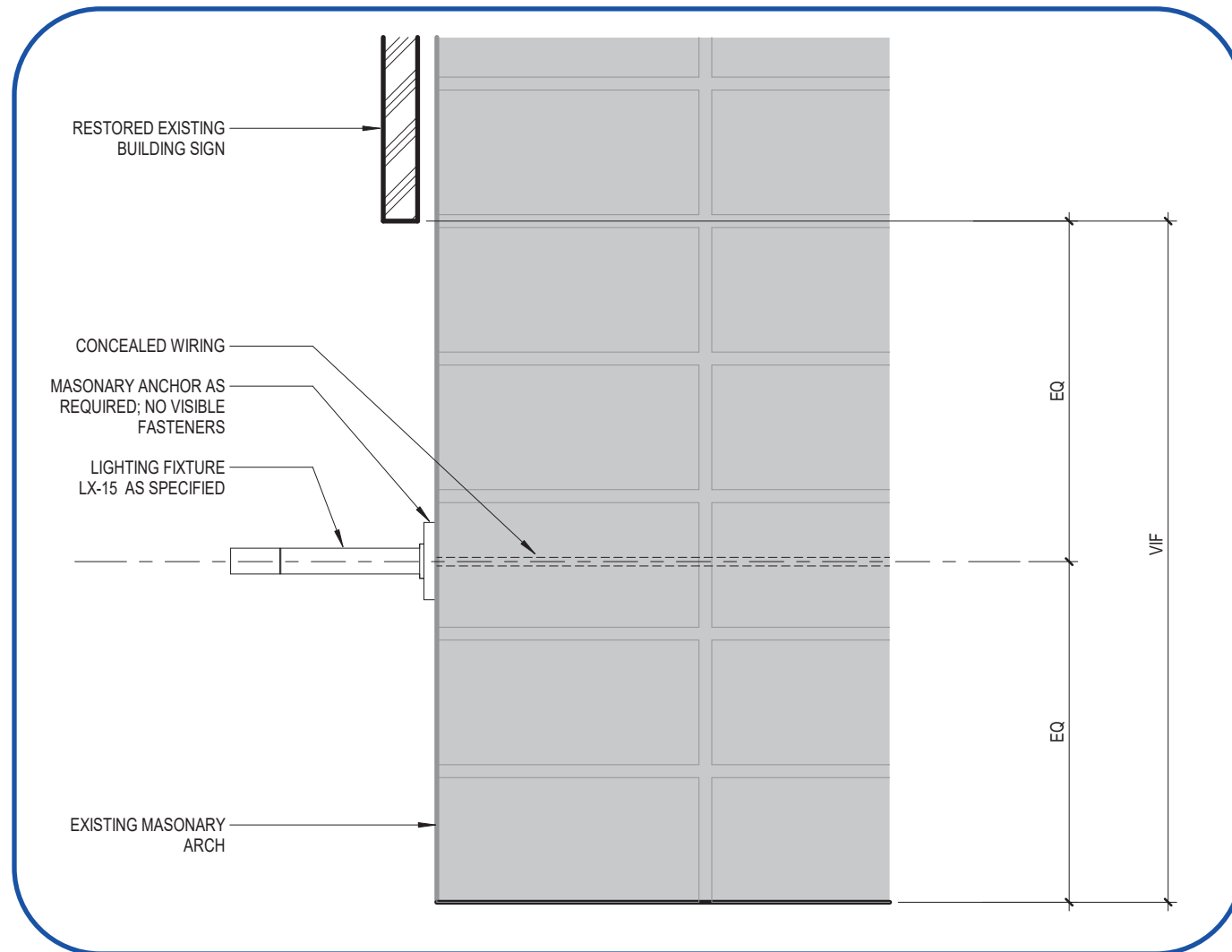
2/11/2025

PROPOSED TENANT BLOCK LETTER ZONE

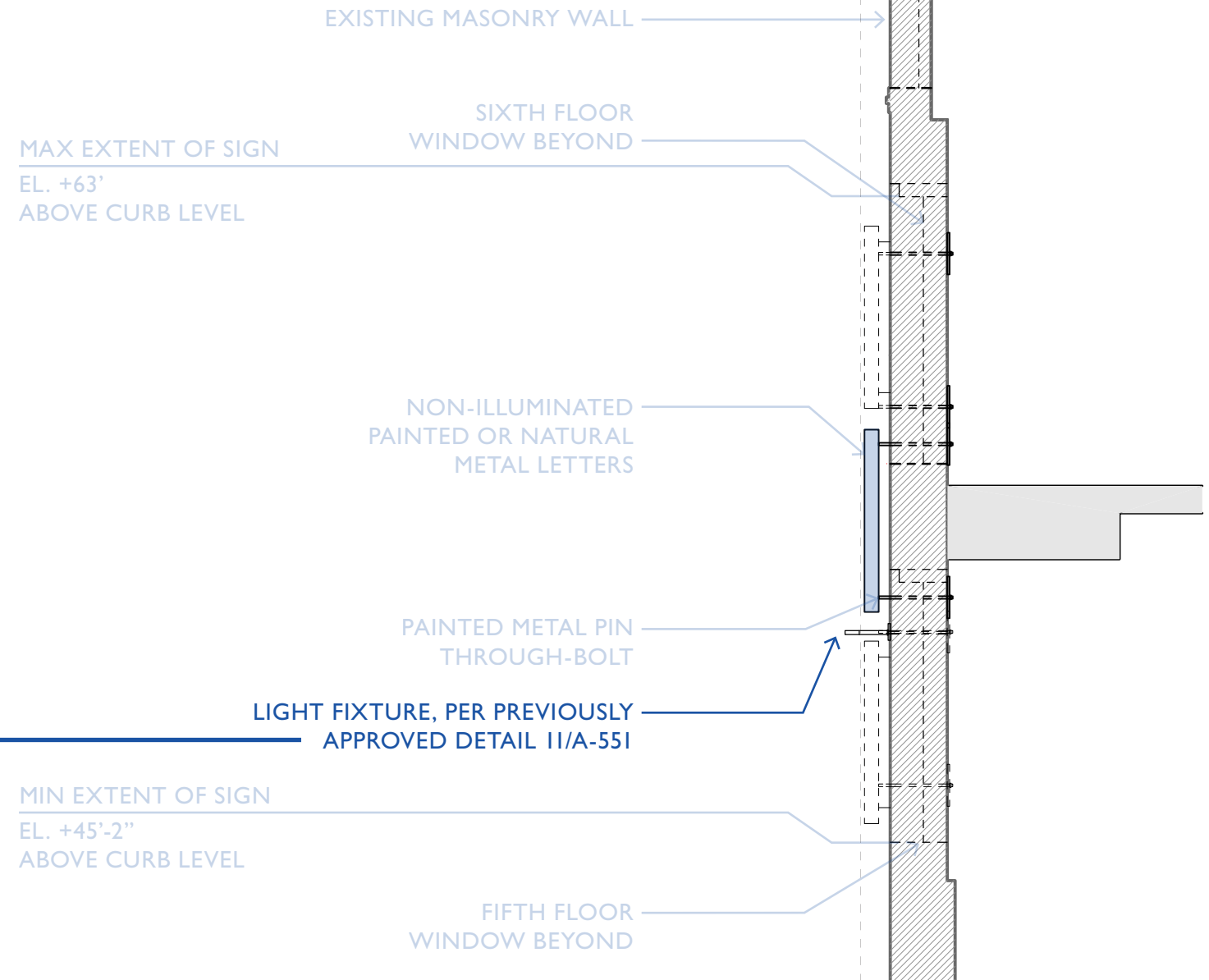
LIGHTING DETAILS

APPROVED BY LPC IN COFA-208485

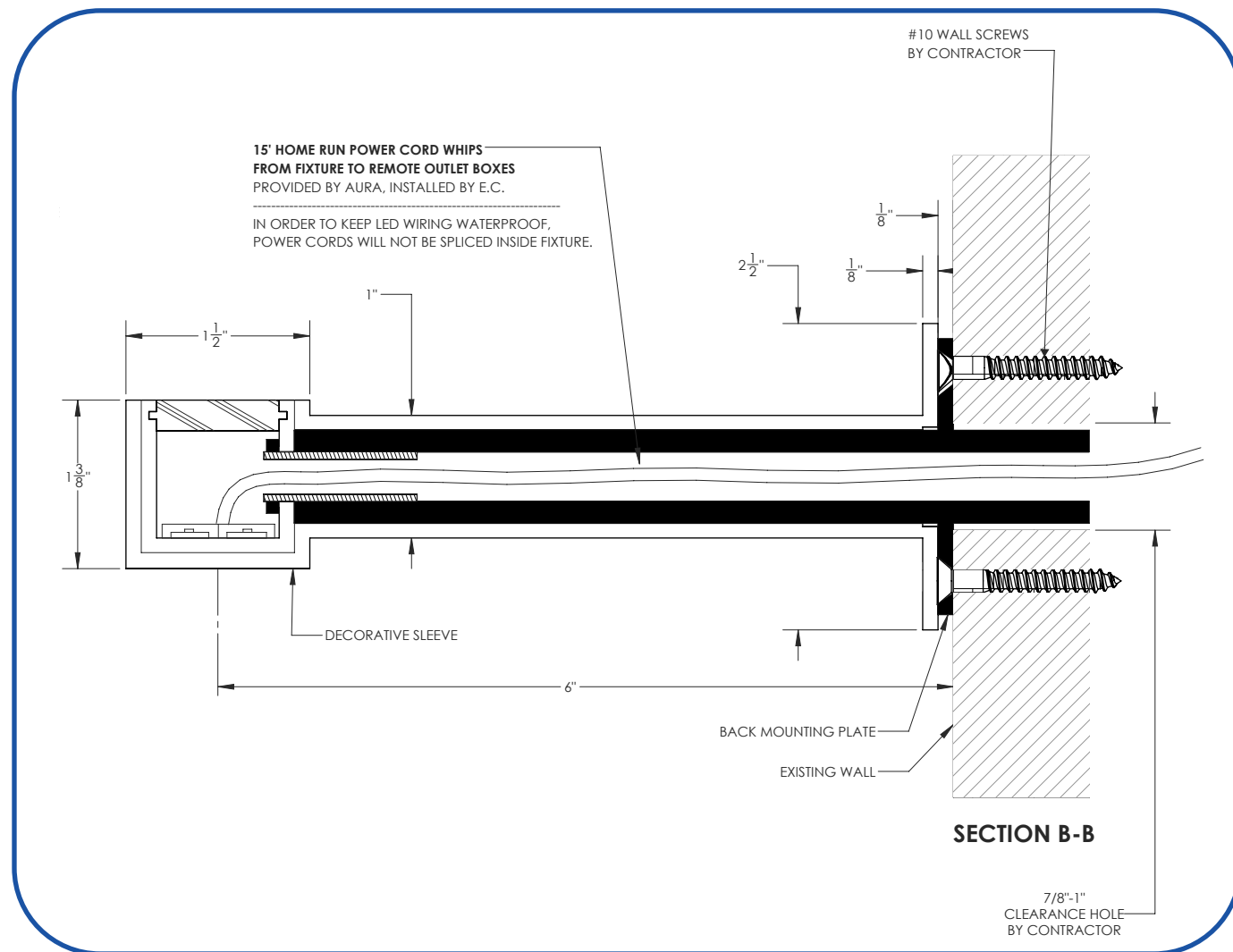
ISSUED JULY 8, 2020



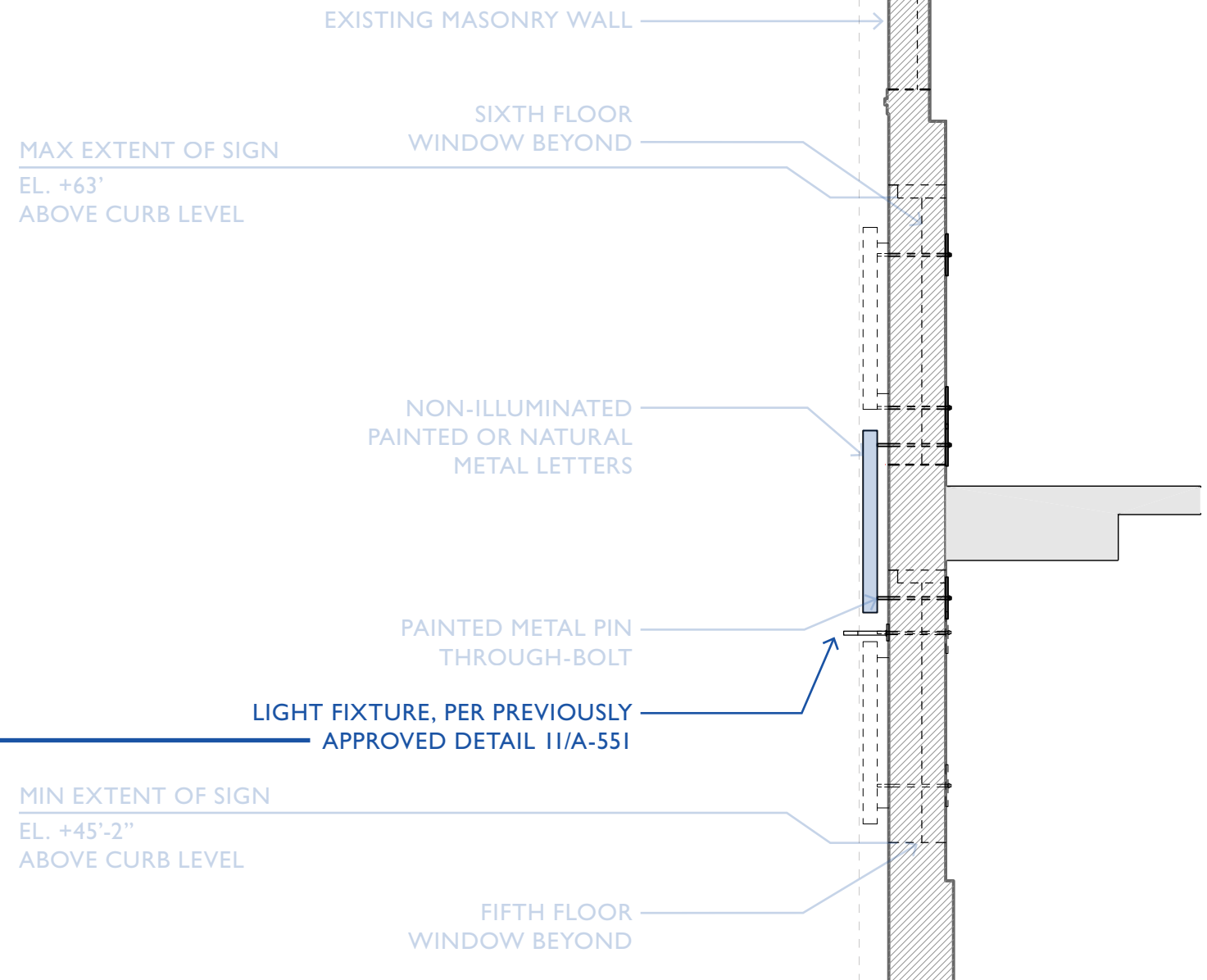
EXCERPT OF 11/A-551: TUNNEL BUILDING SIGN LIGHTING (LX-15)



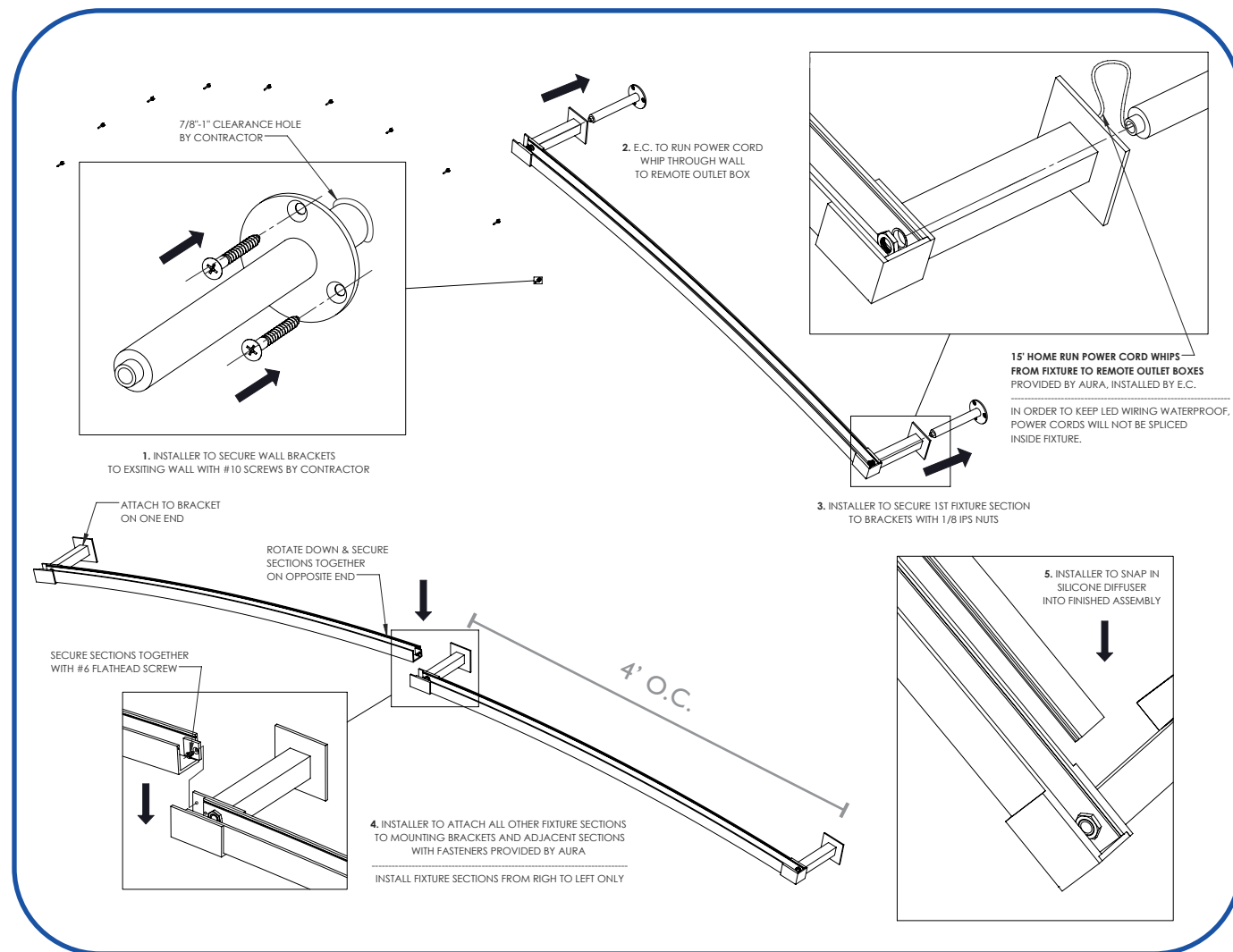
PROPOSED TENANT BLOCK LETTER ZONE LIGHTING DETAILS



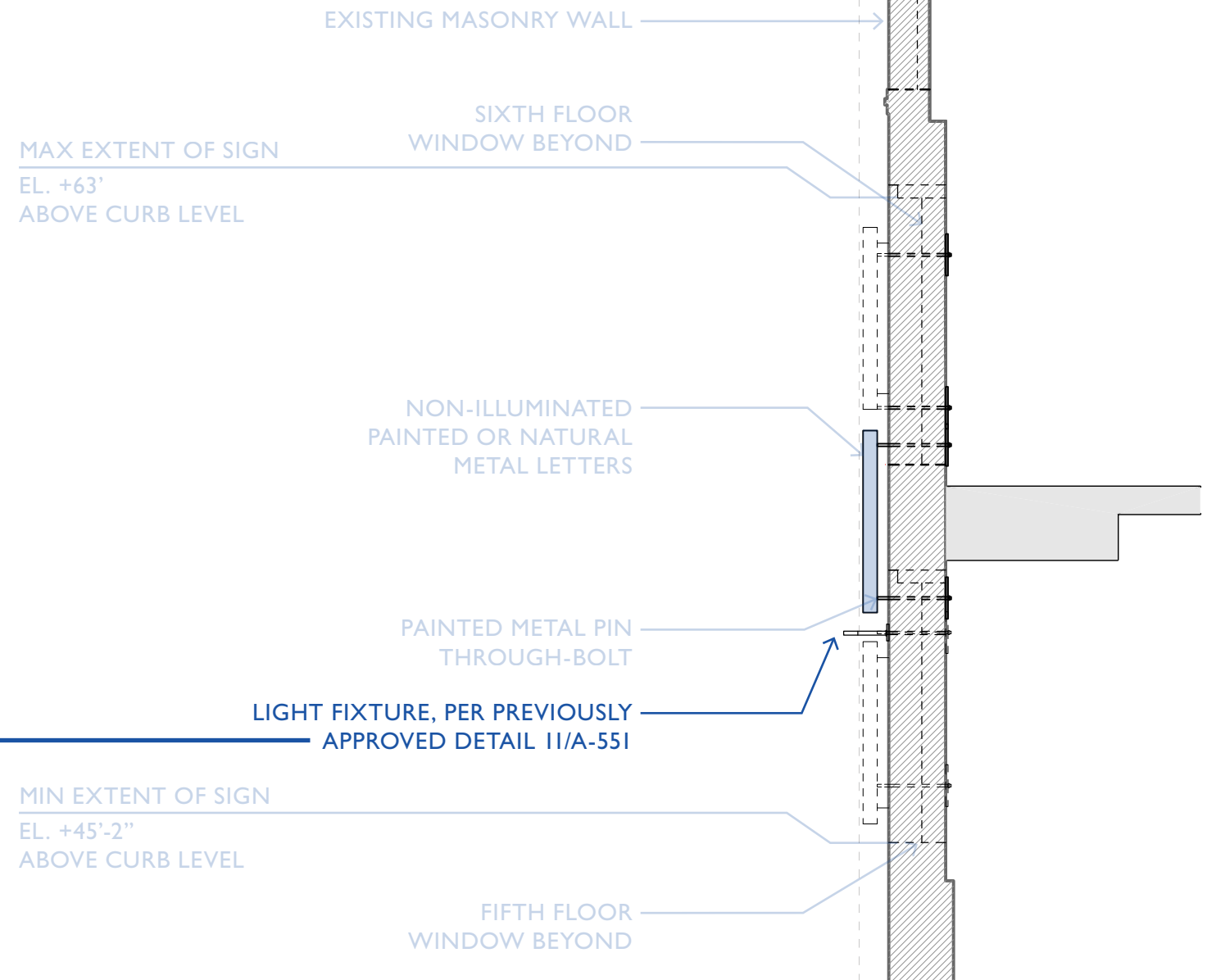
EXCERPT OF LX-15 SHOP DRAWING (AURA CUSTOM, EXTERIOR),
SUBMITTED FOR 1 1/2" DEEP, 48" TALL EXISTING BUILDING SIGN ON I1TH AVENUE ARCH



PROPOSED TENANT BLOCK LETTER ZONE LIGHTING DETAILS



EXCERPT OF LX-15 SHOP DRAWING (AURA CUSTOM, EXTERIOR),
SUBMITTED FOR 1 1/2" DEEP, 48" TALL EXISTING BUILDING SIGN ON I1TH AVENUE ARCH



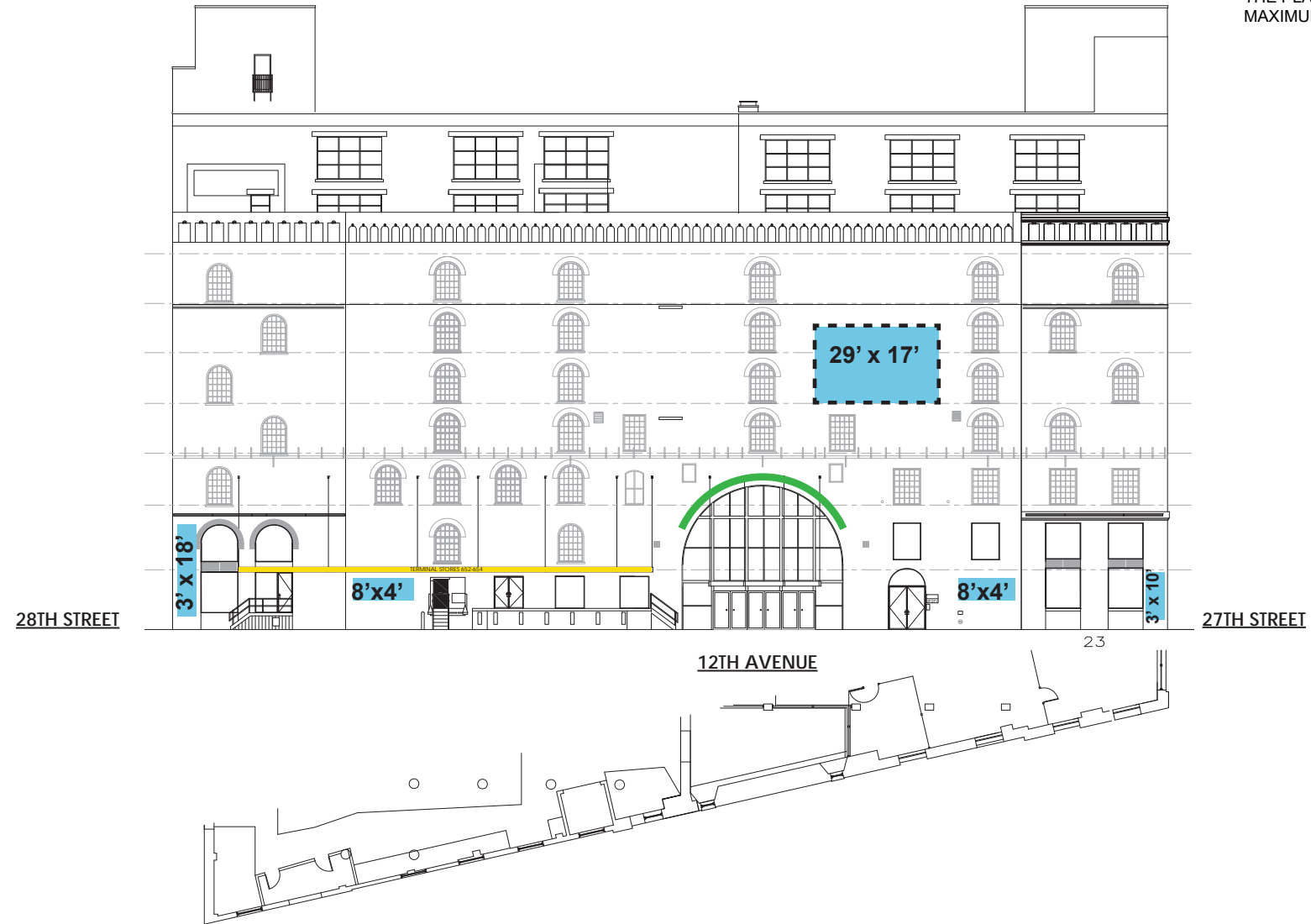
2015 SIGNAGE MASTERPLAN

WEST ELEVATION (12TH STREET)

EXCERPT FROM LPC PUBLIC HEARING

SEPTEMBER 8, 2015

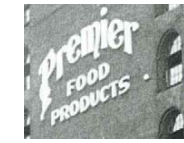
METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION



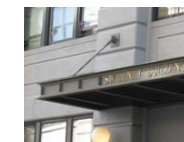
NOTE:
SIGN IMAGES SHOWN ARE EXAMPLES TO ILLUSTRATE THE PLACEMENT OF SIGNS. THE SIGN TYPE MAY VARY. MAXIMUM NUMBER OF SIGNS IS ILLUSTRATED



■ = RAISED LETTER SIGN



 = HISTORICAL PRECEDENT



= CANOPY WITH LOCATION OF BUILDING ADDRESSES



= PAINTED SIGN

PRECEDENT STUDY |

GUIDELINES & DETAILS |

STREETSCAPES |

METHODOLOGY

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LANDMARKS PRESERVATION
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LOCATION:
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220 - 224 12th AVENUE
NEW YORK, NY 10001

DATE:
SEPTEMBER 8, 2015
LANDMARK'S
PUBLIC HEARING

3.50

2015 SIGNAGE MASTERPLAN
WEST ELEVATION (12TH STREET)

EXCERPT FROM LPC PUBLIC HEARING
SEPTEMBER 8, 2015

STREETSCAPES | WEST 27TH STREET AND 12TH AVENUE - PROPOSED

NOTE:
SIGN IMAGES SHOWN ARE EXAMPLES TO ILLUSTRATE
THE PLACEMENT OF SIGNS. THE SIGN TYPE MAY VARY.



PRECEDENT STUDY | GUIDELINES & DETAILS | **STREETSCAPES** | METHODOLOGY

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4.30

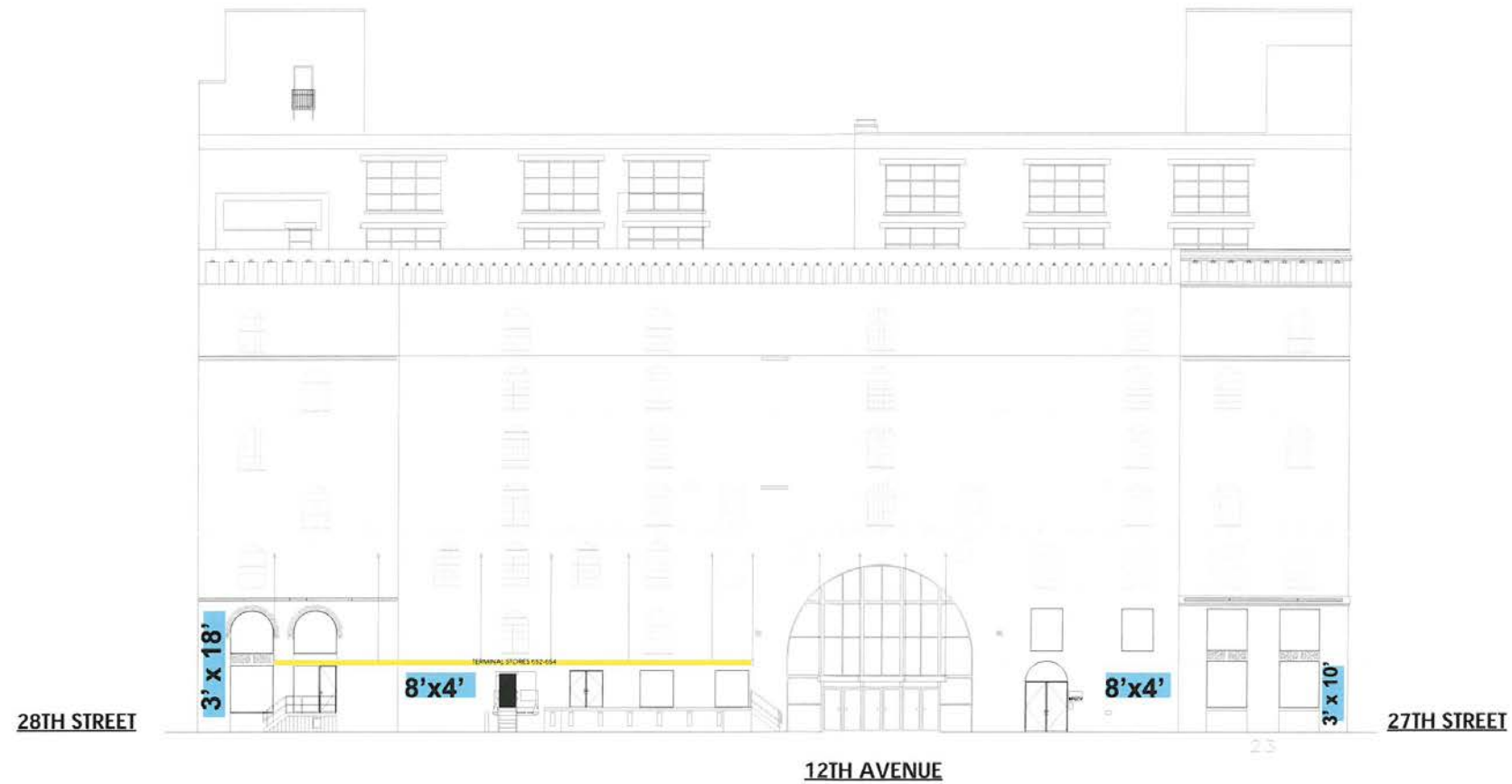
2015 SIGNAGE MASTERPLAN
WEST ELEVATION (12TH STREET)

APPROVED BY LPC
OCTOBER 27, 2015

METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

NOTE:

1. SIGN IMAGES SHOWN ARE EXAMPLES TO ILLUSTRATE THE PLACEMENT OF SIGNS. THE SIGN TYPE MAY VARY. RAISED LETTER SIGNS, HANGING SIGNS & CANOPY HANGING SIGNS ARE INTERCHANGEABLE, MEANING ANY OF THE FOUR SIGN TYPES MAY BE USED IN THAT LOCATION.
2. MAXIMUM NUMBER OF SIGNS IS ILLUSTRATED.
3. EACH GROUND FLOOR TENANT SHALL BE PERMITTED ONE SIGN. THAT SIGN CAN BE EITHER A RAISED LETTER SIGN, HANGING SIGN OR CANOPY HANGING SIGN. ONLY GROUND FLOOR TENANTS AT STREET CORNERS MAY HAVE TWO SIGNS, ONE ON EACH STREET FACADE. STREET CORNER TENANTS CAN OPT FOR PAINTED SIGNS IN ADDITION TO THE SIGN TYPES LISTED ABOVE. ALL GROUND FLOOR TENANTS MAY ALSO HAVE WINDOW DECAL SIGNS IN ADDITION TO THE SIGN TYPES LISTED ABOVE.
4. RAISED LETTER SIGNS MAY ONLY BE PLACED OVER STOREFRONT OPENINGS AS ILLUSTRATED ON SHEET 2.



■ = CANOPY WITH LOCAL BUILDING ADDRESSES



PRECEDENT STUDY

GUIDELINES & DETAILS

STREETSCAPES

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TERMINAL STORES BUILDING
220 - 224 12th AVENUE
NEW YORK, NY 10001

DATE:
SEPTEMBER 8, 2015
LANDMARK'S
PUBLIC HEARING

February 11, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 3, LPC-25-06372

**261 11th Avenue (aka 261-279 11th Avenue, 220-238 12th Avenue, 601-651 West 27th Street, and 600-654 West 28th Street) – West Chelsea Historic District
Borough of Manhattan**

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Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.