

May 6, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 6, LPC-25-09572

20 7th Avenue – Greenwich Village Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 059 3679

Passcode: 131371

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

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PERKINS EASTMAN

115 Fifth Avenue
New York, NY 10003
T. +1 212 353 7200
F. +1 212 353 7676

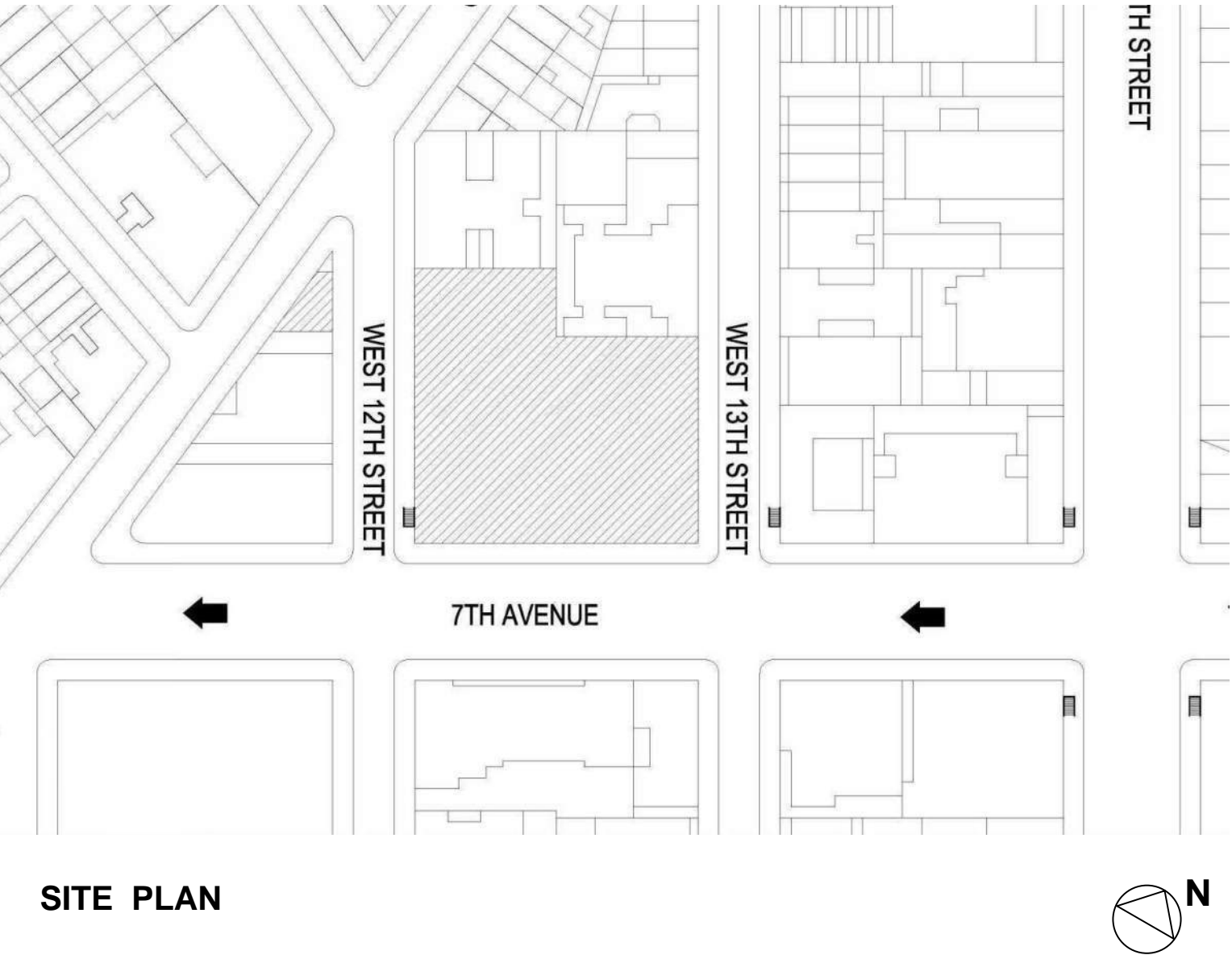
Northwell Greenwich Village Hospital Rebranding

20-40 7th Avenue, New York, NY 10011

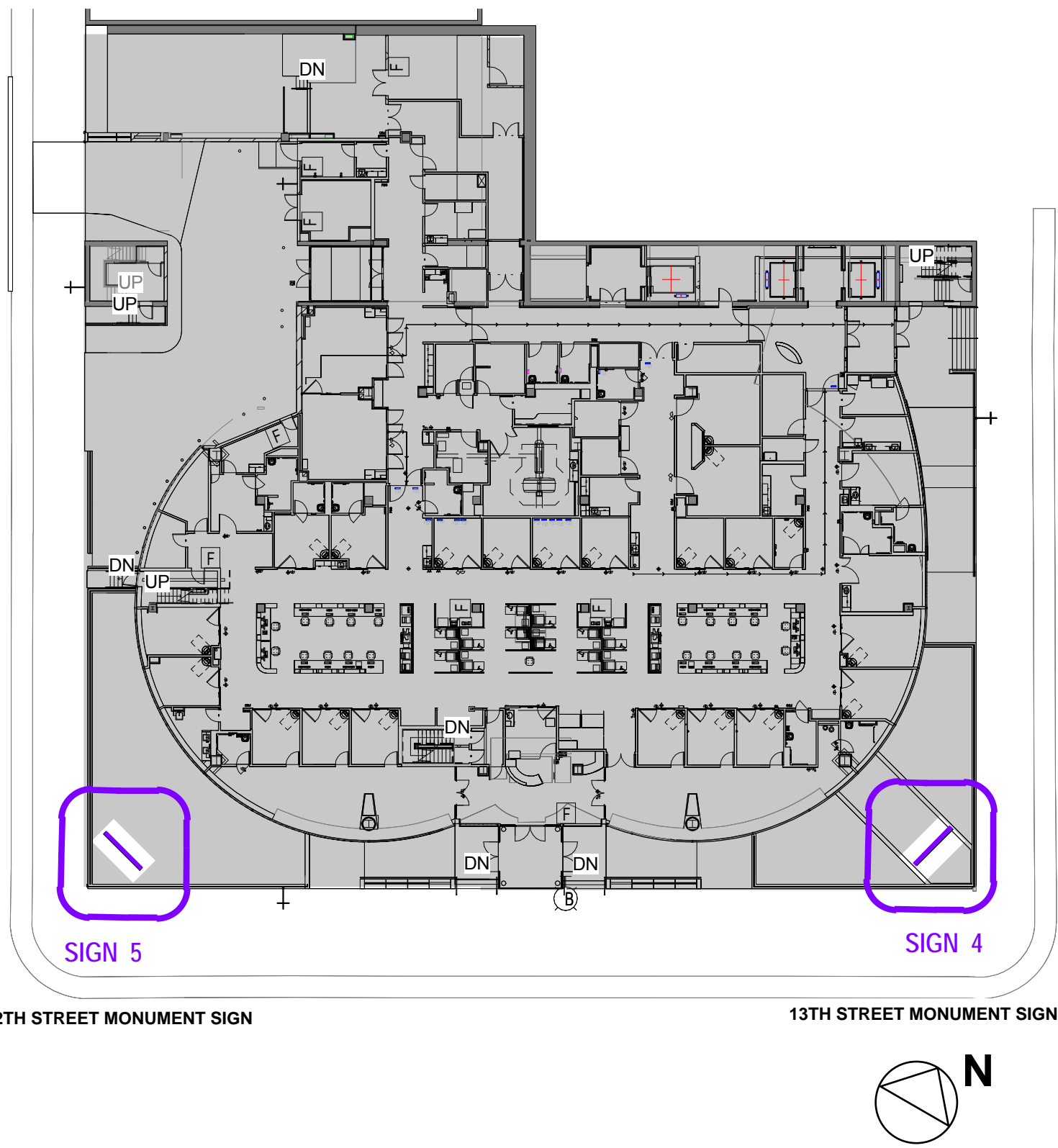
PROPOSED MONUMENT SIGN REPLACEMENT

PROJECT No. 0105170.0.0
MAY 06, 2025





13TH STREET EXISTING MONUMENT SIGNAGE_ENLARGED VIEW



EXISTING MONUMENT AT 12TH STREET CORNER



EXISTING MONUMENT AT 13TH STREET CORNER



PREVIOUS LOGO

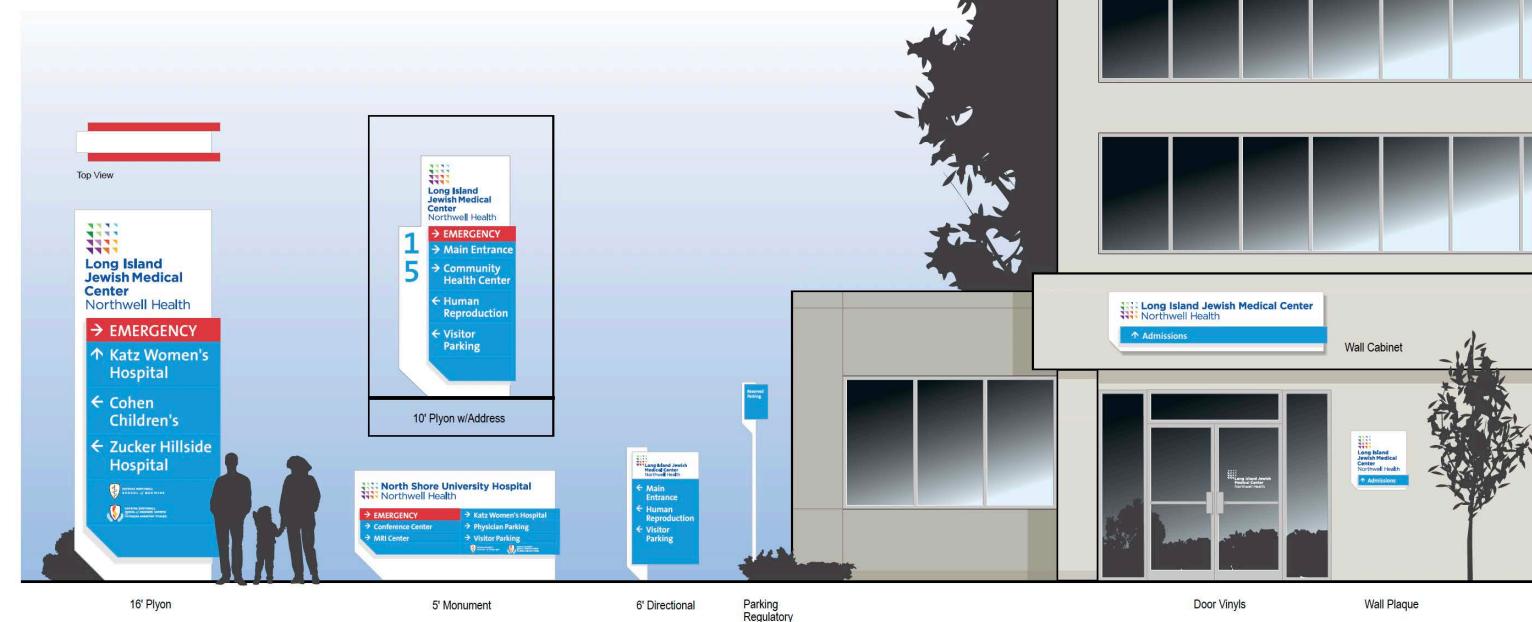


PROPOSED LOGO

Level 2 Sign Family

Major Entities and Main Hospitals

Major Entity Configurations: These are our main hospital layouts where the hospital name comes first and Northwell Health becomes a secondary element. These are specifically named hospitals, with an endorsed sub-brand that require unique designed artwork for each logo. Please note that only tertiary locations on Long Island currently get the school logos listed on them. (i.e. LIJMC, NSUH)

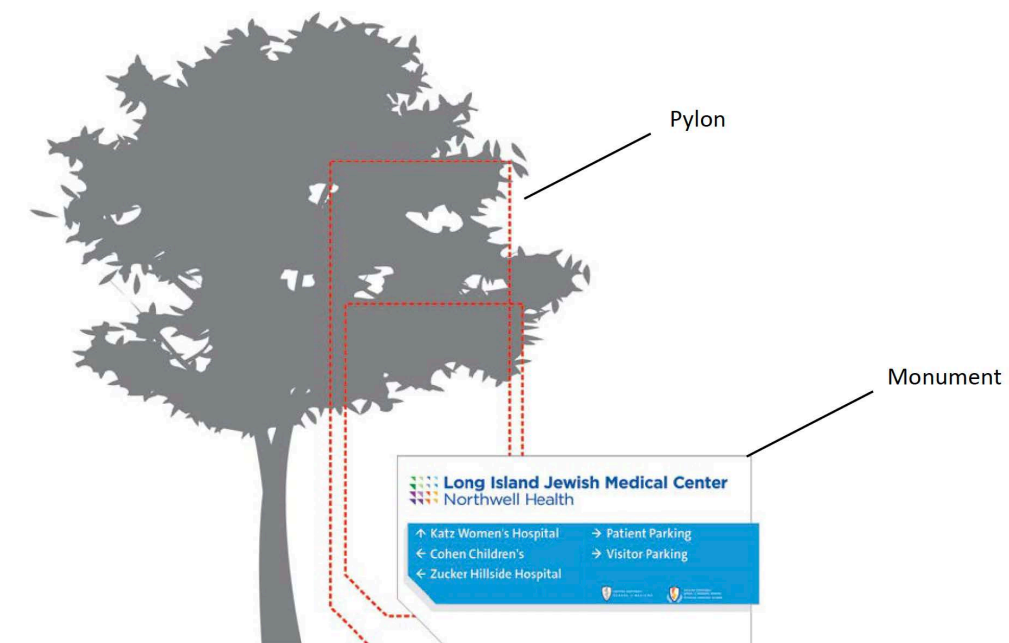


06.2.4 Typical Wayfinding Practices

Choosing the Right Sign for the Right Site Conditions

Taller is not always better. In some cases, even though code will allow for a taller sign, conditions might not always lend themselves to the tallest sign possible, for example, a monument sign with a lower profile height might be more appropriate when there are large trees and viewing lines might be more favorable underneath the tree canopy line.

A monument sign may also be appropriate when codes restrict the height of a sign and a taller pylon style sign cannot be used. Select a monument sign based on the cap height necessary to meet the site viewing conditions. Forward and left hand pointing directional messages are typically positioned on the left-hand panels and straight ahead and right turn directional messages are placed on the right hand panels. Directional arrows are always positioned on the left hand side of the message copy.













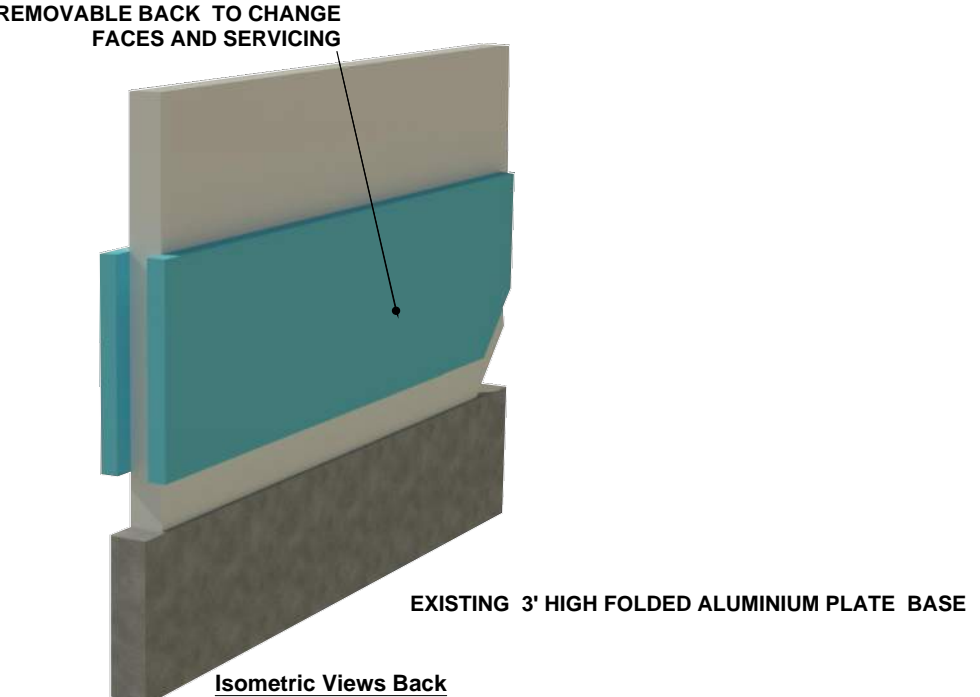
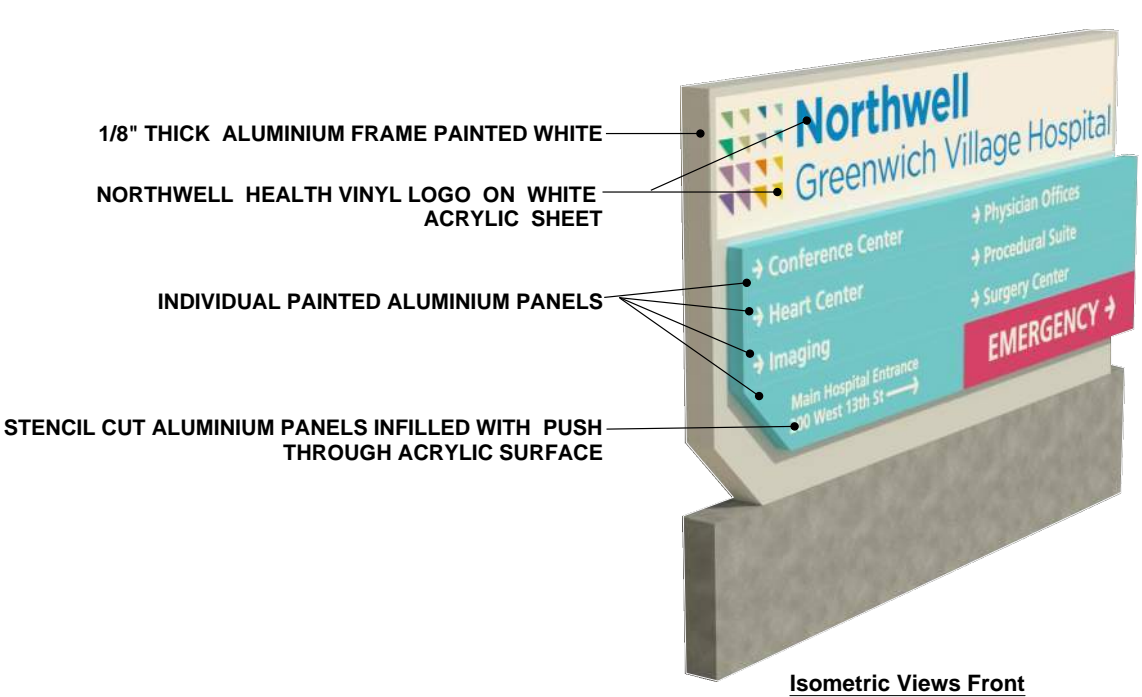
**Northwell**SM
Greenwich Village Hospital

→ Conference Center	→ Physicians Offices
→ Heart Center	→ Procedural Suite
→ Imaging	→ Surgery Center

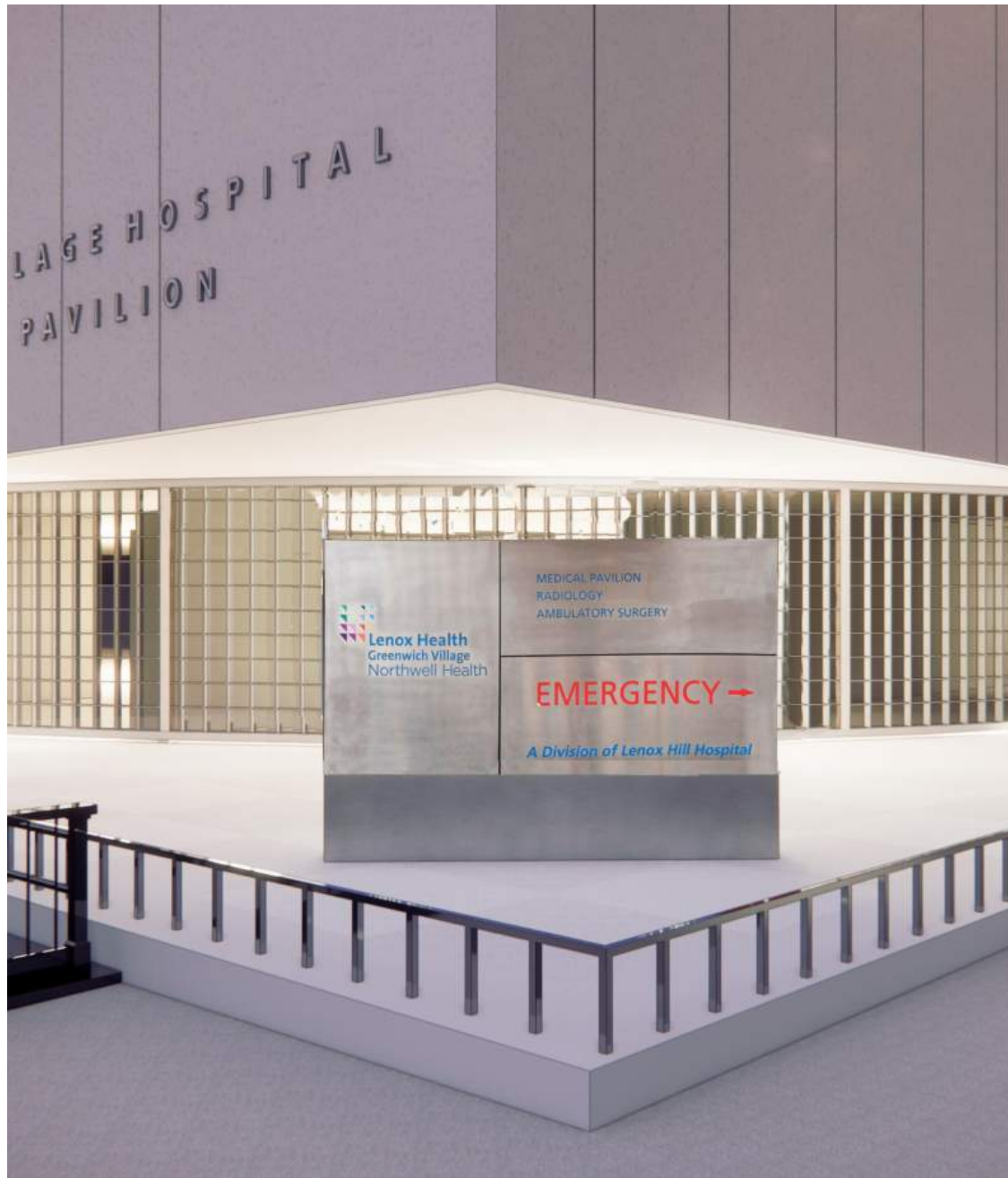
Main Hospital Entrance
200 West 13th Street →

EMERGENCY →





PROPOSED VIEW FROM 12TH STREET CORNER



EXISTING (APPROVED 2014)



PROPOSED

PREVIOUSLY APPROVED

TYPICAL SECTION FOR 12TH AND 13TH MONUMENT SIGNS

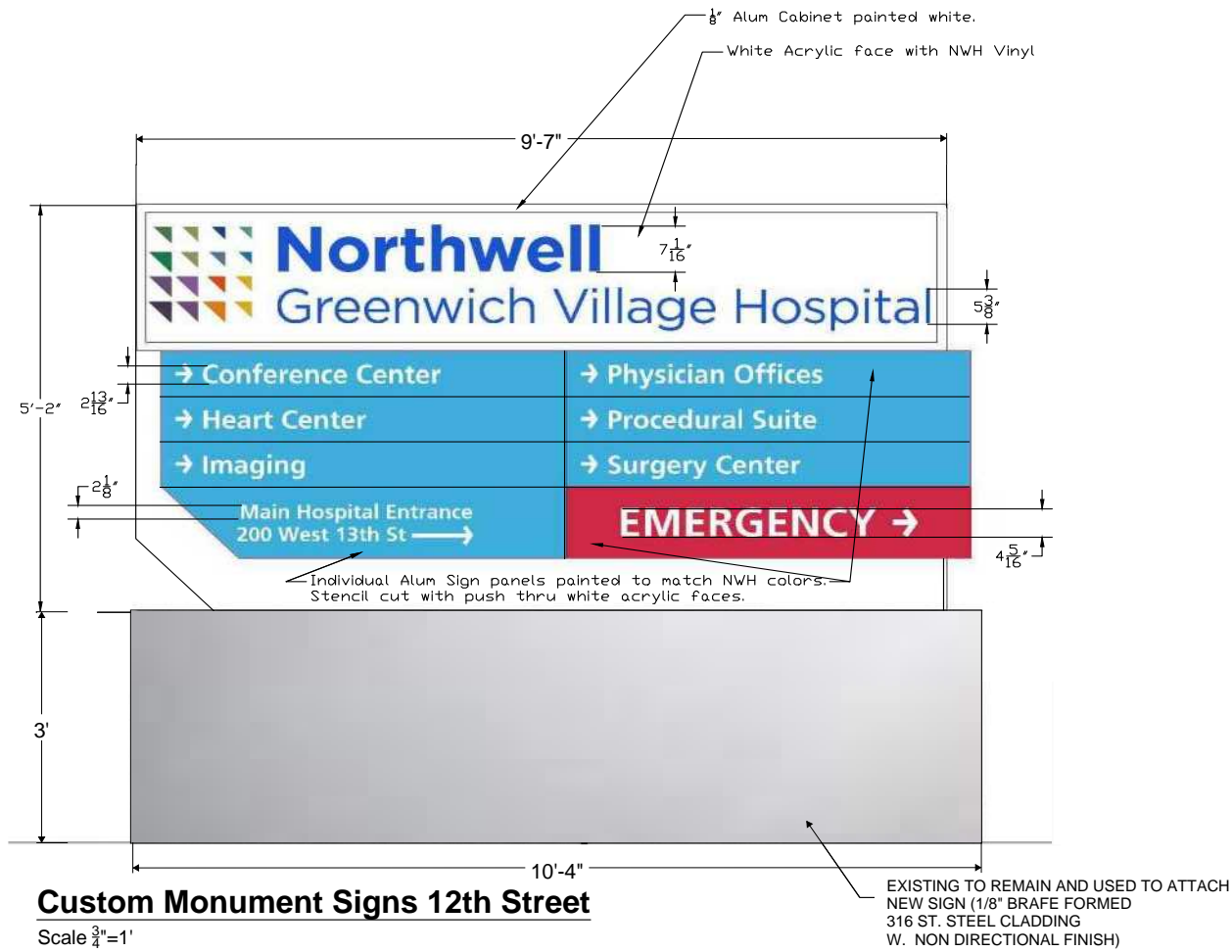


FRONT VIEW - Scale: 3/4" = 1'-0"
TWO (2) SIGNS REQUIRED.

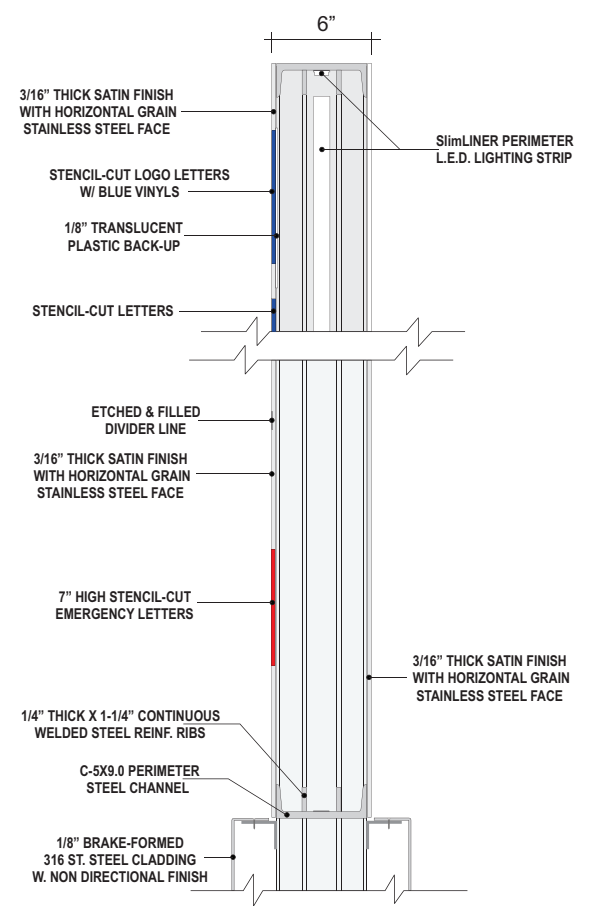
CORNER MONUMENT SIGNS

PROPOSED

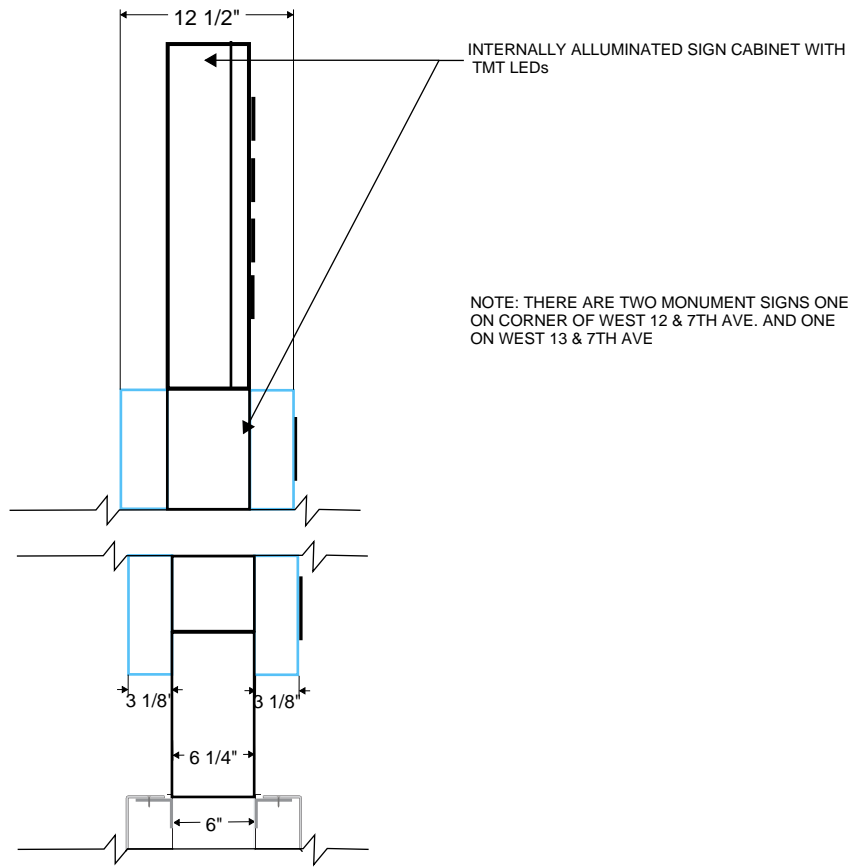
TYPICAL SECTION FOR 12TH AND 13TH MONUMENT SIGNS



Custom Monument Signs 12th Street
Scale 3/4"=1'



PARTIAL ENLARGED DETAIL - Scale: 2" = 1'-0"



PARTIALLY ENLARGED DETAIL SECTION





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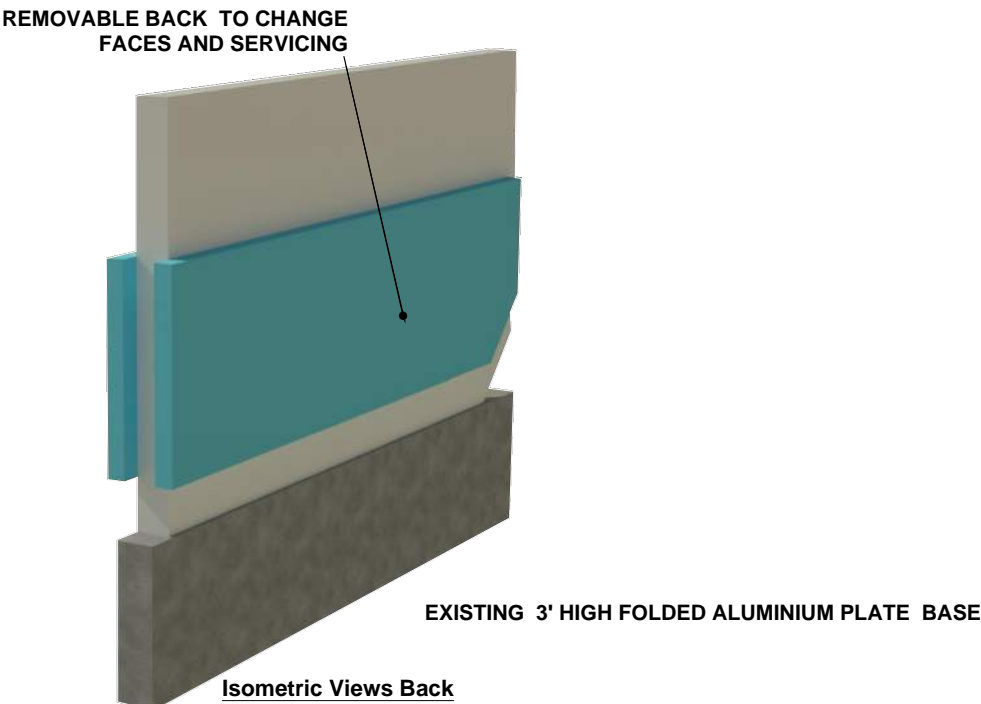
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APPENDIX







PROPOSED VIEW FROM 13TH STREET CORNER

PERKINS EASTMAN

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