

June 17, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-25-09453

405 West 13th Street – Gansevoort Market Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 839 3227

Passcode: 537844

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (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.

NEW YORK CITY LANDMARKS PRESERVATION COMMISSION | PUBLIC HEARING

405 WEST 13TH - APPLICATION TO LEGALIZE SIGNAGE AT TRANSOMS, BRACKET SIGNAGE UNDER CANOPY, AND FLAG BANNERS, ALL INSTALLED WITHOUT LPC PERMITS, AND TO REPLACE EXISTING METAL CANOPY WITH TRANSLUCENT CANOPY



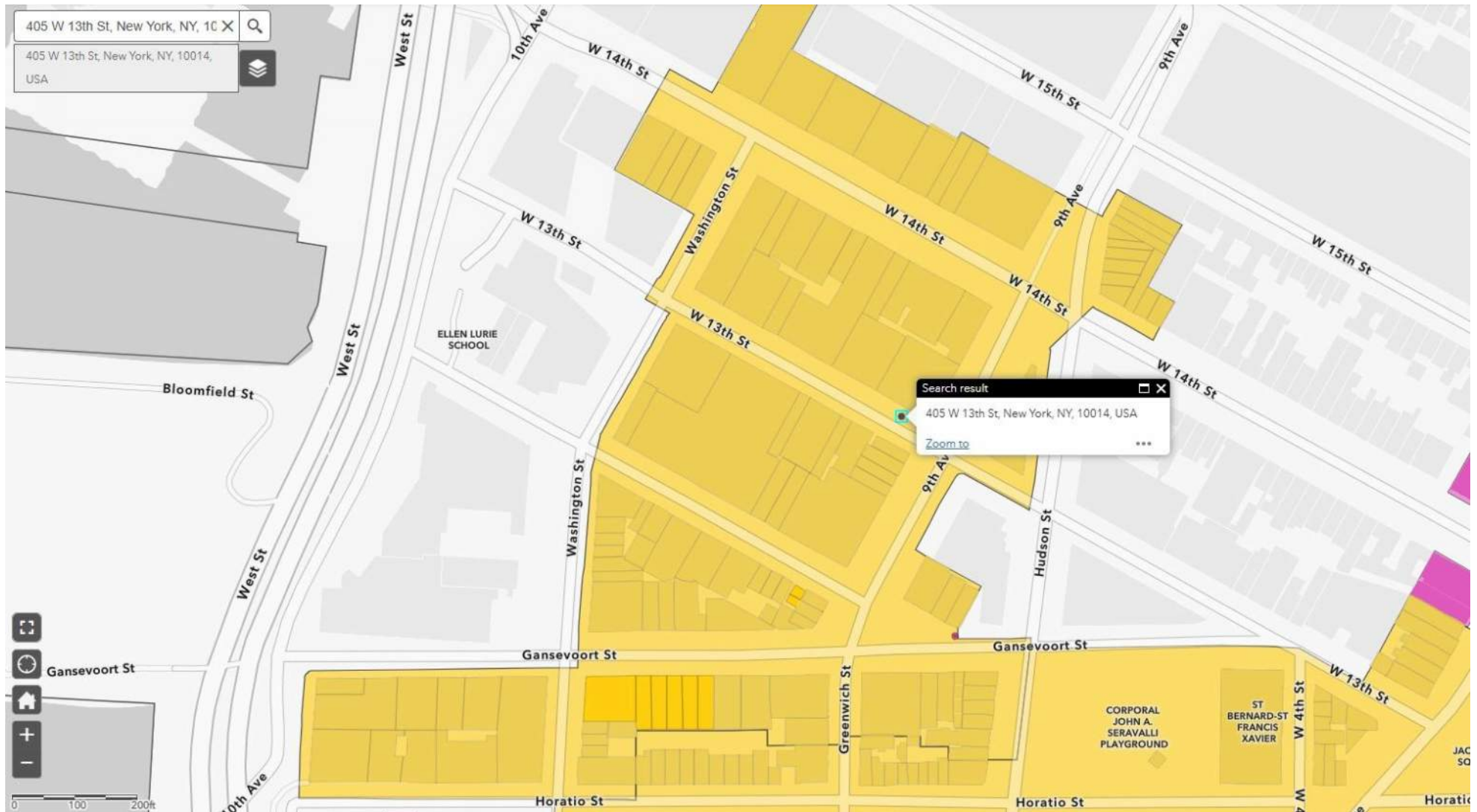
MAJE STOREFRONT



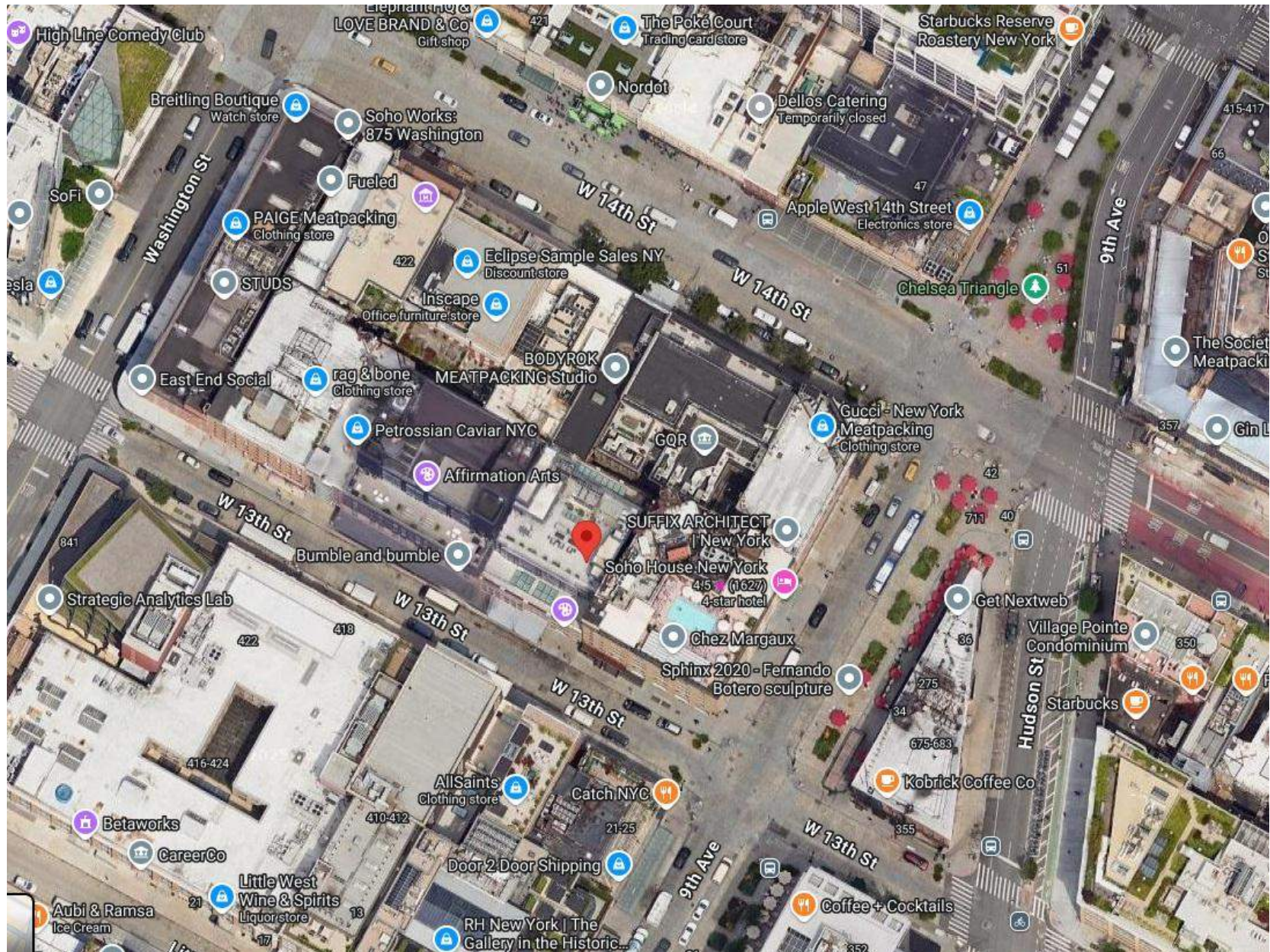
SANDRO STOREFRONT



LANDMARKS MAP



SATELLITE MAP



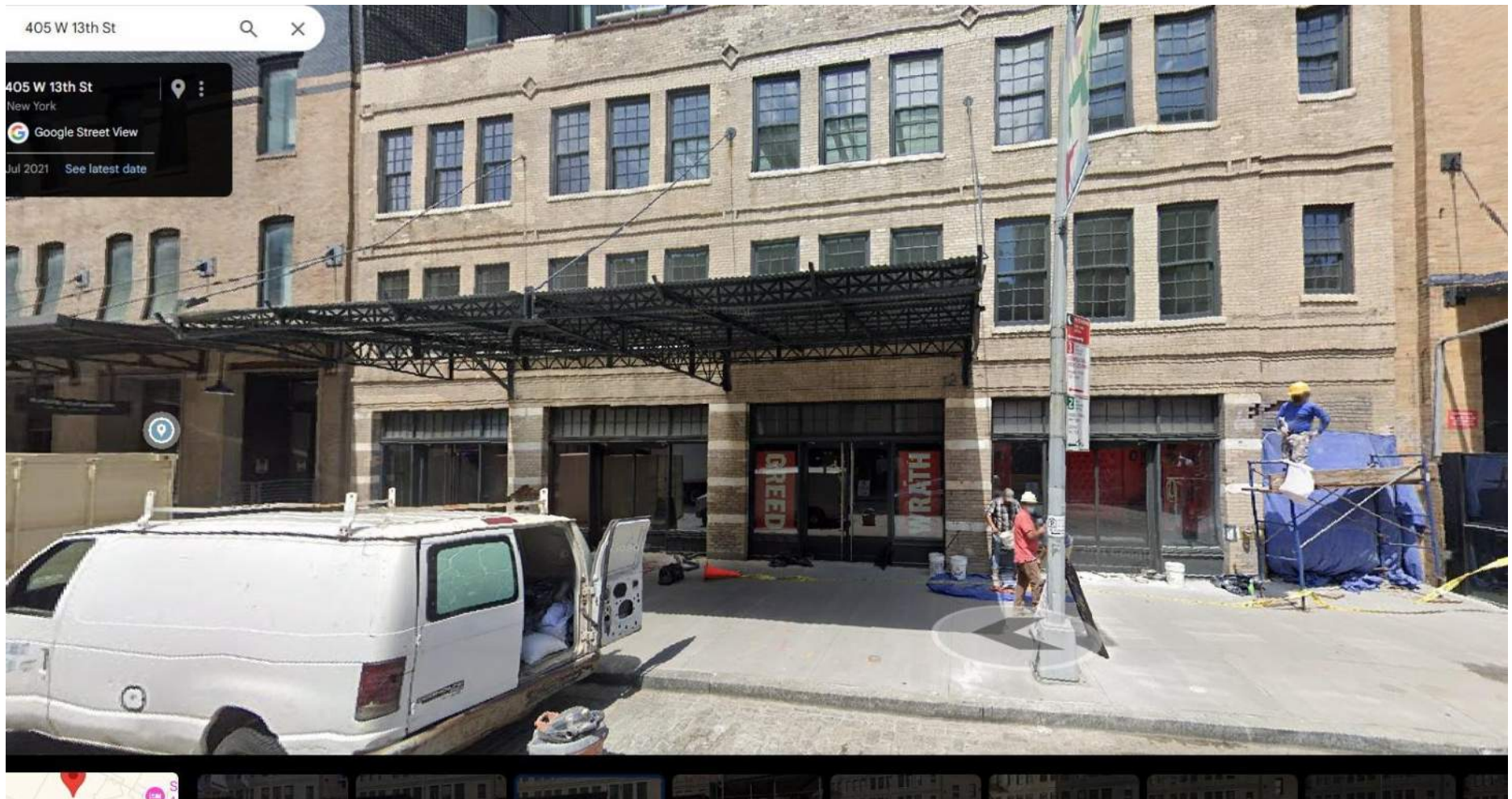
405 WEST 13TH DESIGNATION PHOTO



EXISTING STOREFRONT IMAGES 2009



EXISTING STOREFRONT IMAGES 2021



EXISTING TRANSOM SIGNAGE SANDRO AND MAJE

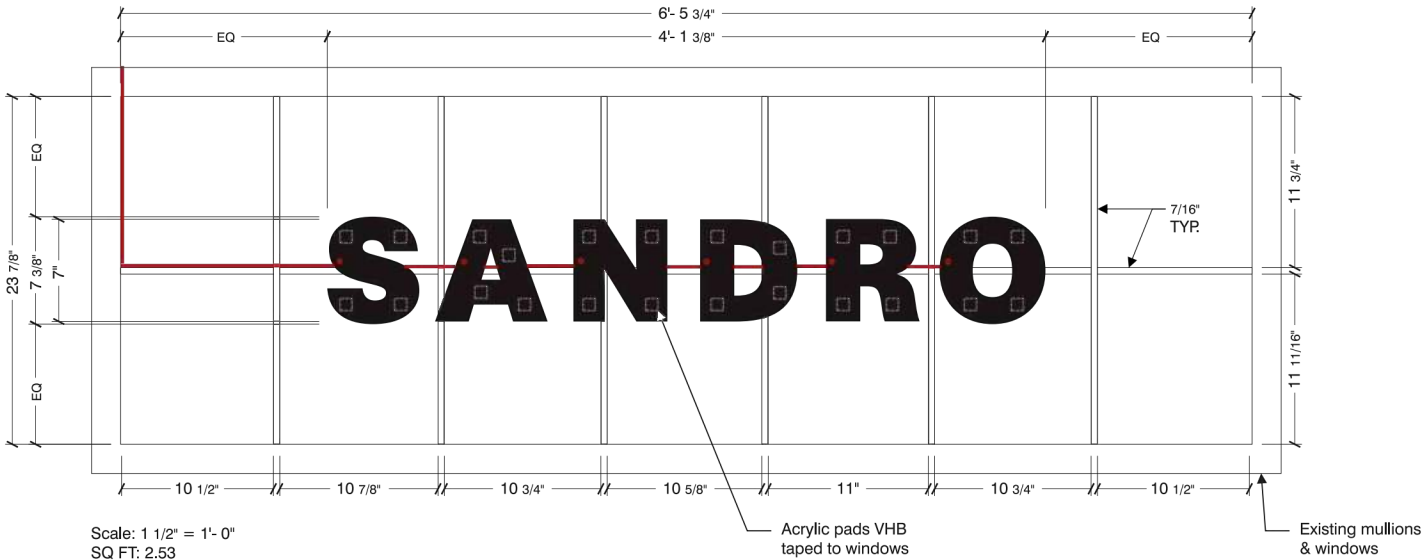


TRANSOM SHOP DRAWING

SANDRO

B Sign specifications: One (1) set of reverse-lit channel letters

New York, NY



Scale: 1 1/2" = 1'- 0"
SQ FT: 2.53

Illumination

- 1** GE Tetra Tape 2800K white LEDs.
- 2** GE 60W power supplies.

Faces

- 3** .125" Aluminum. Insides primed white, faces painted RAL 8022 black.

Returns

- 4** 2" x .050" Aluminum. Insides primed white, faces painted RAL 8022 black.

Backs

- 5** 3/4" acrylic routed 1/4" to be inset into back of letters, 1/2" exposed for edge illumination.
- 6** 1/4" weep holes (exterior applications only).

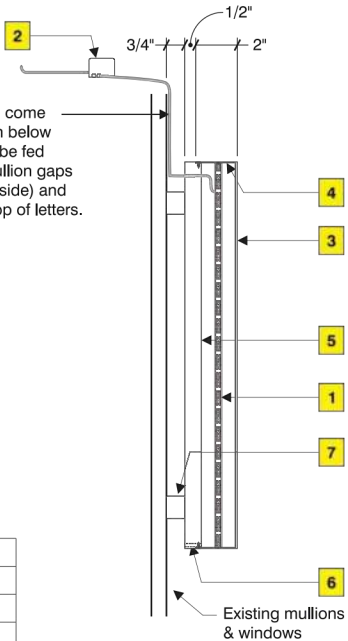
Mounting

- 7** 3/4" Thick Acrylic pads attached to letters backs & attached to existing windows w/ VHB tape.

Colors to match



3/8" Gauge wire to come from top 2" mullion below brick facade. Can be fed through smaller mullion gaps (from inside to outside) and down to meet at top of letters.



Sales:	Lisa Koebel
PM:	Troy Davis
Art:	GED 10.11.23
Drwg #:	226728-1-6

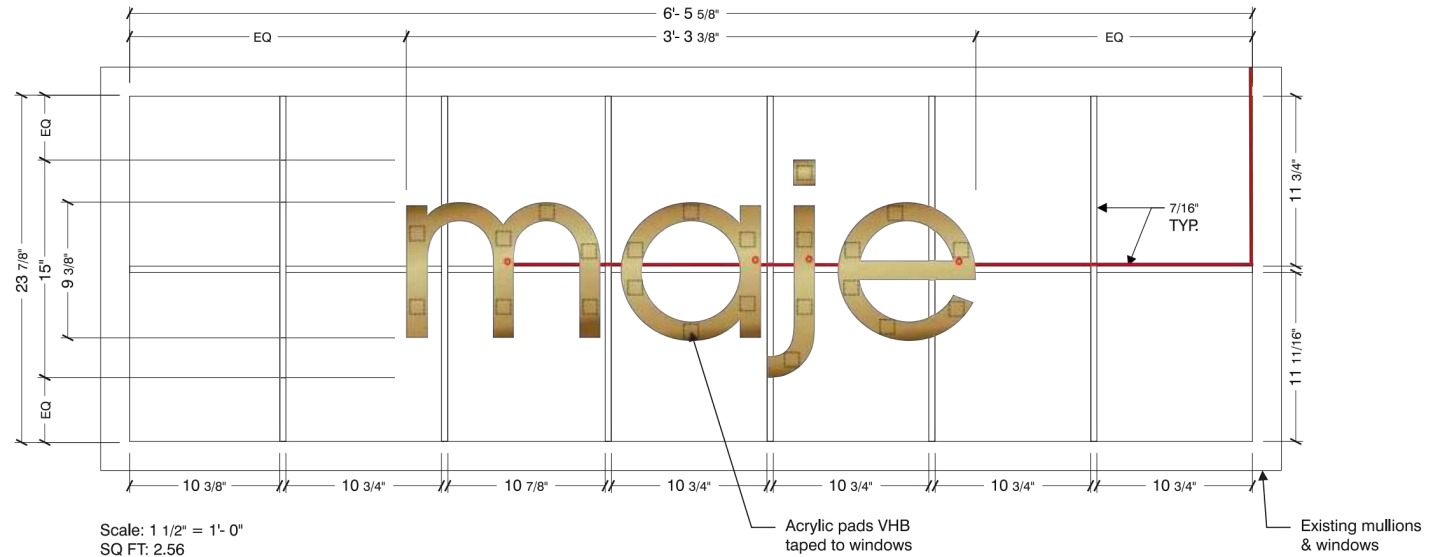
***All window measurements to be field verified prior to manufacturing.**

TRANSOM SHOP DRAWING

SANDRO

A Sign specifications: One (1) set of edge/reverse-lit channel letters

New York, NY



Scale: 1 1/2" = 1'-0"
SQ FT: 2.56

Illumination

- 1** GE Tetra Tape 3500K white LEDs.
- 2** GE 60W power supplies. Exact location TBD.

Faces

- 3** .125" Aluminum. Insides primed white, satin brass (horizontal grain) w/ satin clear coat.

Returns

- 4** 2" x .050" Aluminum. Insides primed white, satin brass (horizontal grain) w/ satin clear coat.


Backs

- 5** 3/4" acrylic routed 1/4" to be inset into back of letters, 1/2" exposed for edge illumination.
- 6** 1/4" weep holes (exterior applications only).

Mounting

- 7** 3/4" Thick Acrylic pads attached to letters backs & attached to existing windows w/ VHB tape.

Colors to match

 Satin Brass
(Horizontal Grain)

3/8" Gauge wire to come from top 2" mullion below brick facade. Can be fed through smaller mullion gaps (from inside to outside) and down to meet at top of letters.

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Existing mullions & windows

***All window measurements to be field verified prior to manufacturing.**

EXISTING BRACKET SIGNAGE



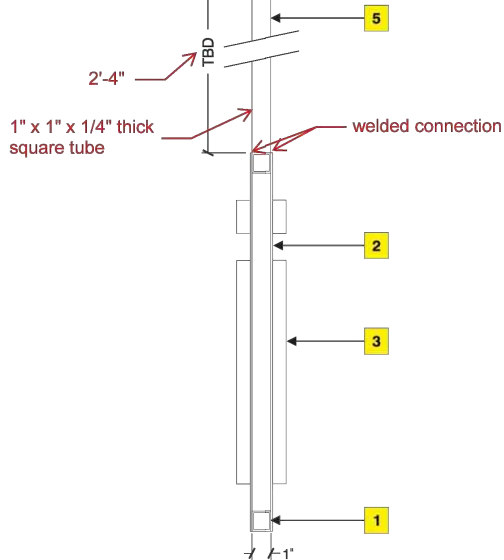
EXISTING BRACKET SIGNAGE SHOP DRAWING

SANDRO

D Sign specifications: **One (1) D/F non-illuminated blade sign**

New York, NY

Square tubing supplied by others & mounted to existing awning



Scale: 3" = 1'-0"
SQ FT: 3.88

Cabinet

- 1** 1" Square aluminum tube frame. Edges painted RAL 1013.
- 2** .050" Aluminum faces painted RAL 1013 & attached to tube frame w/ Lords adhesive.

Letters

- 3** 1/2" Thick Sintra Painted RAL 8022 Matte. Mounted to faces w/ VHB tape.

Mounting

- 4** Threaded rod w/ nuts & lock washers.
- 5** 1" Square aluminum tube painted black to cover threaded rod.

Colors to match



8 of 9



Sales:	Lisa Koebel
PM:	Troy Davis
Art:	GED 9.26.23
Drwg #:	226728-1-4

EXISTING BRACKET SIGNAGE SHOP DRAWINGS

SANDRO

Sign specifications: One (1) D/F non-illuminated blade sign

New York, NY

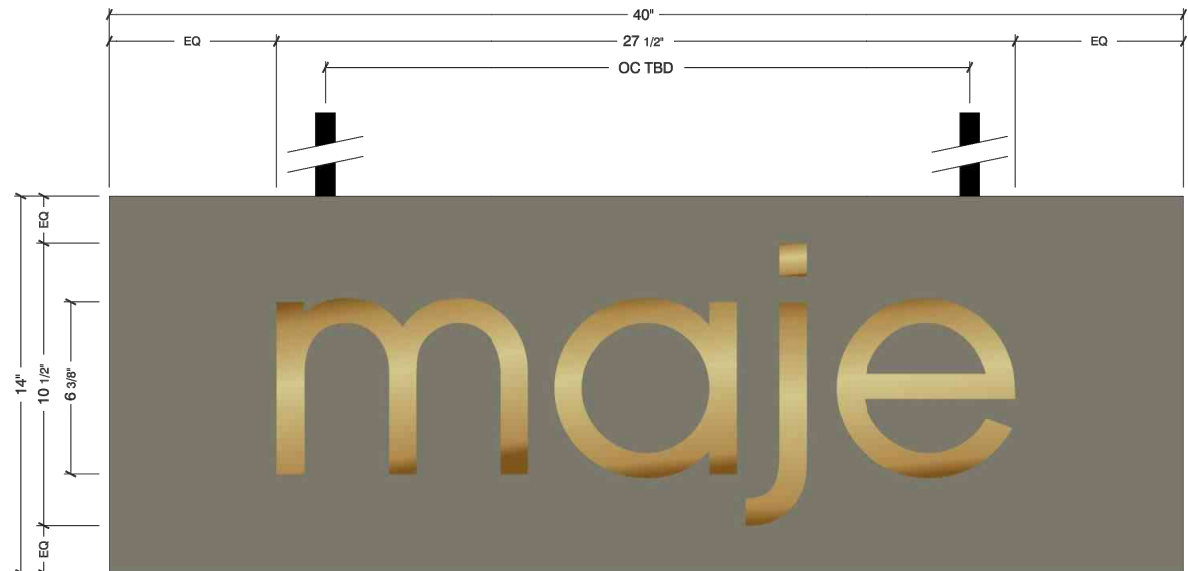
Square tubing supplied
by others & mounted to
existing awning

2'-4"

1" x 1" x 1/4" thick
square tube

welded connection

1"



Scale: 3" = 1'-0"
SQ FT: 3.88

Cabinet

- 1 1" Square aluminum tube frame. Edges painted RAL 7003.
- 2 .050" Aluminum faces painted RAL 7003 & attached to tube frame w/ Lords adhesive.

Letters

- 3 1/2" Thick Sintra painted Satin Brass w/ horizontal grain. Mounted to faces w/ VHB tape.

Mounting

- 4 Threaded rod w/ nuts & lock washers.
- 5 1" Square aluminum tube painted black to cover threaded rod.

Colors to match

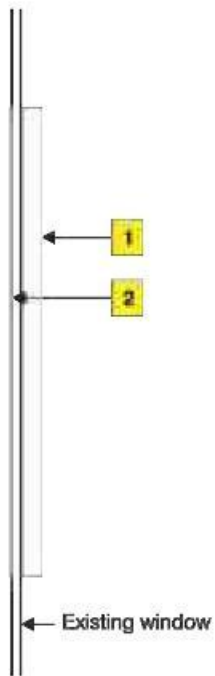


Sales:	Lisa Koebel
PM:	Troy Davis
Art:	GED 9.26.23
Dwg #:	226728-1-4

7 of 9



SANDRO WINDOW SIGNAGE DRAWING



Scale: 3" = 1'- 0"
SQ FT: .41

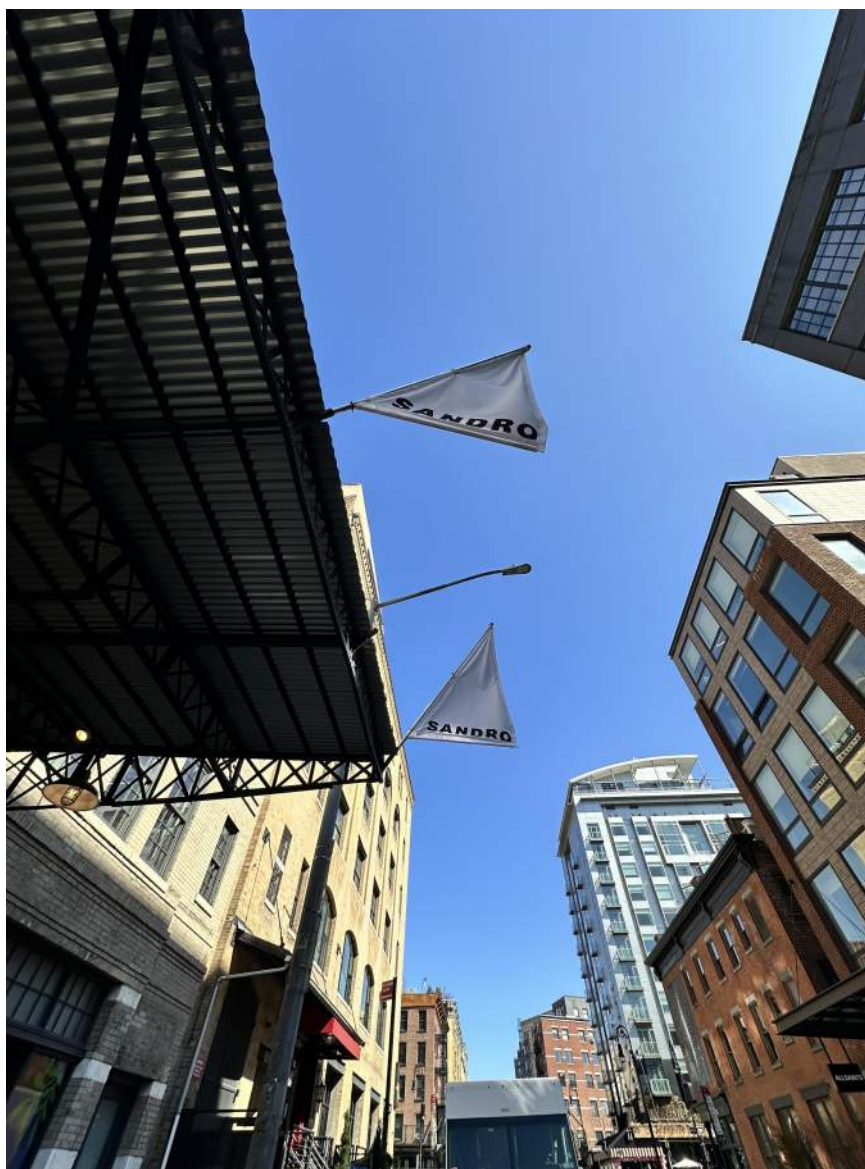
Logos centered horizontally on windows &
at 42 3/4" AFF.

1	3/4" Thick Acrylic FCO letters painted RAL 1011 VHB taped to window.
2	Reverse cut vinyl printed RAL 1011 applied second surface to hide VHB tape.

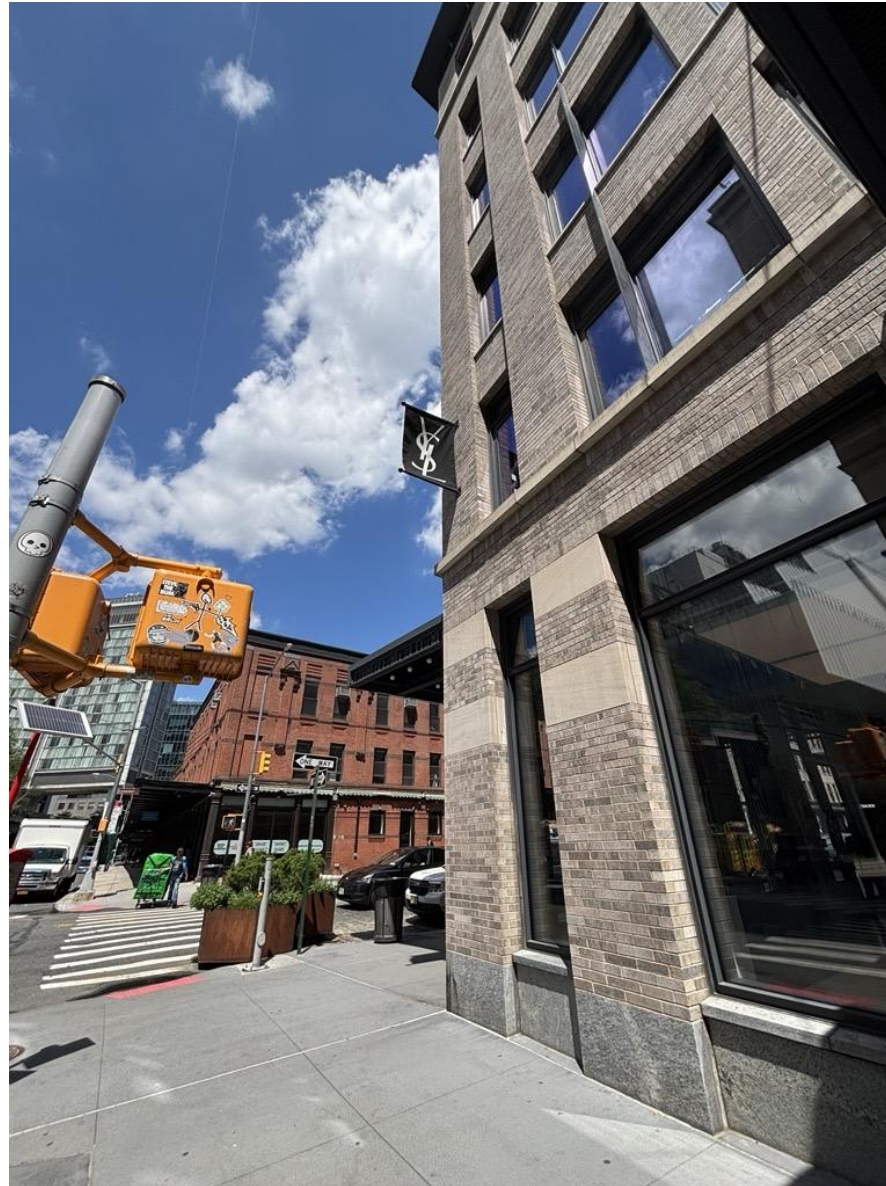
Colors to match



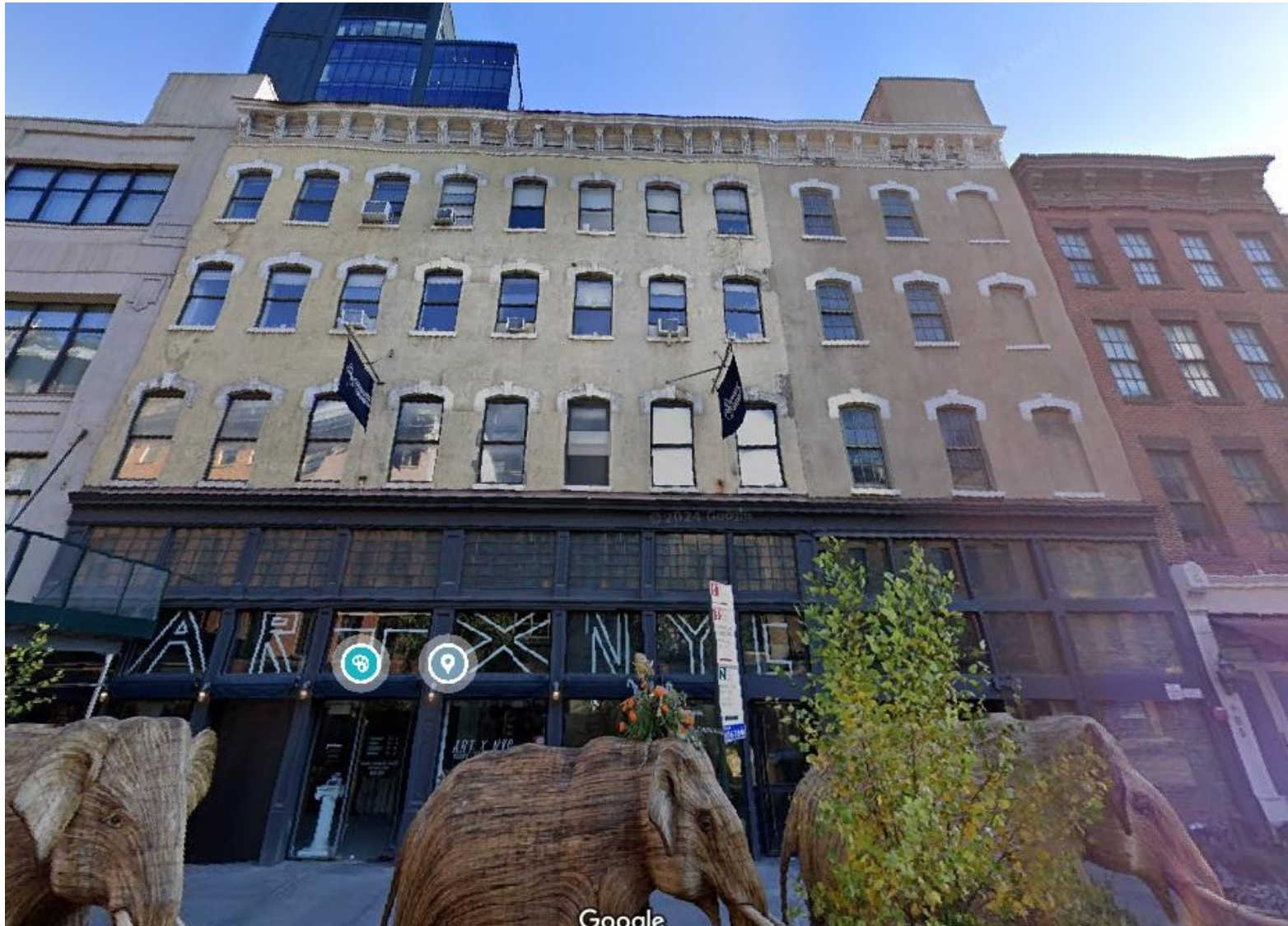
EXISTING FLAG BANNERS



YSL FLAG BANNER WITHIN SAME DISTRICT



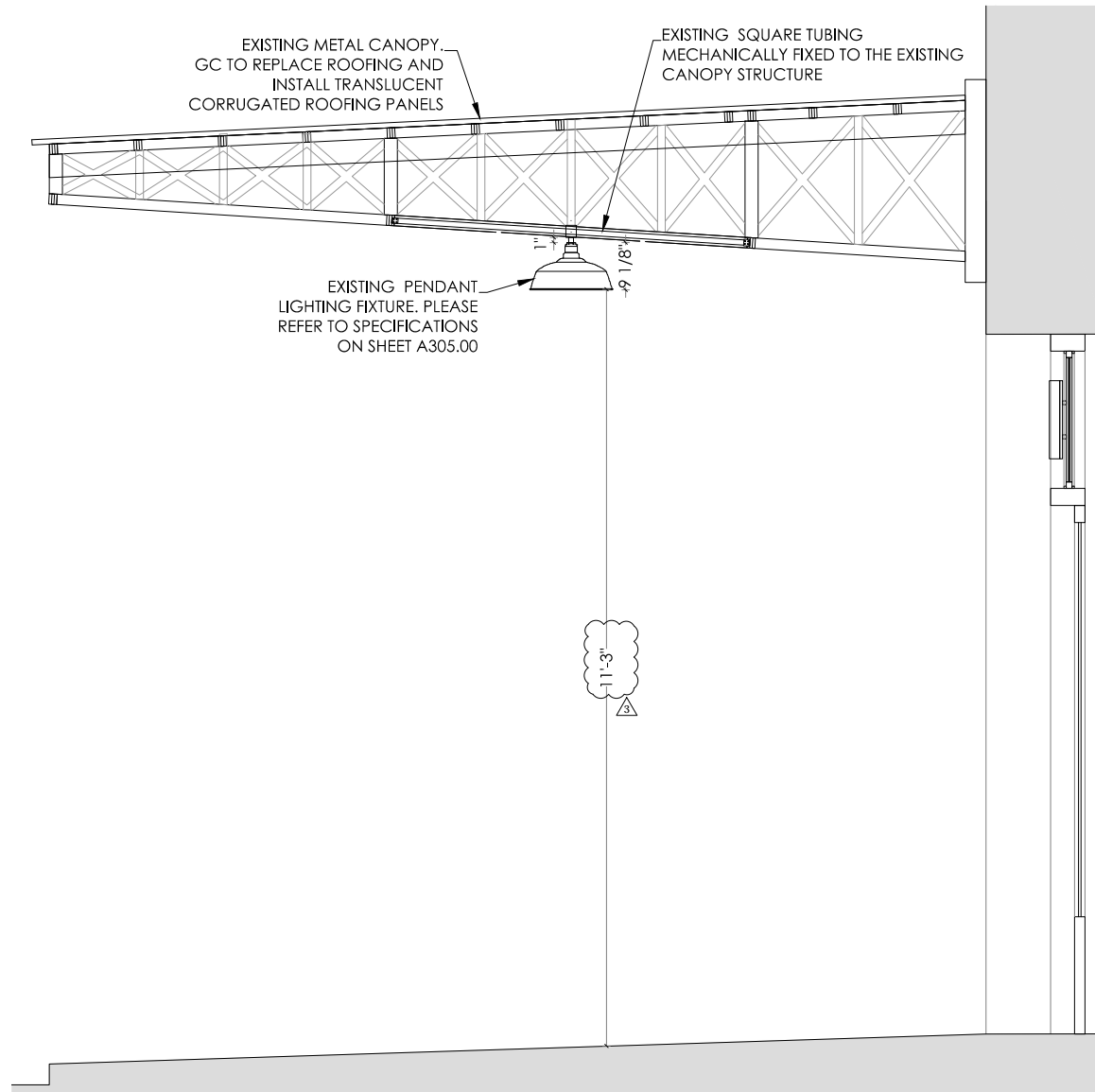
412 WEST 14TH BANNER FLAG



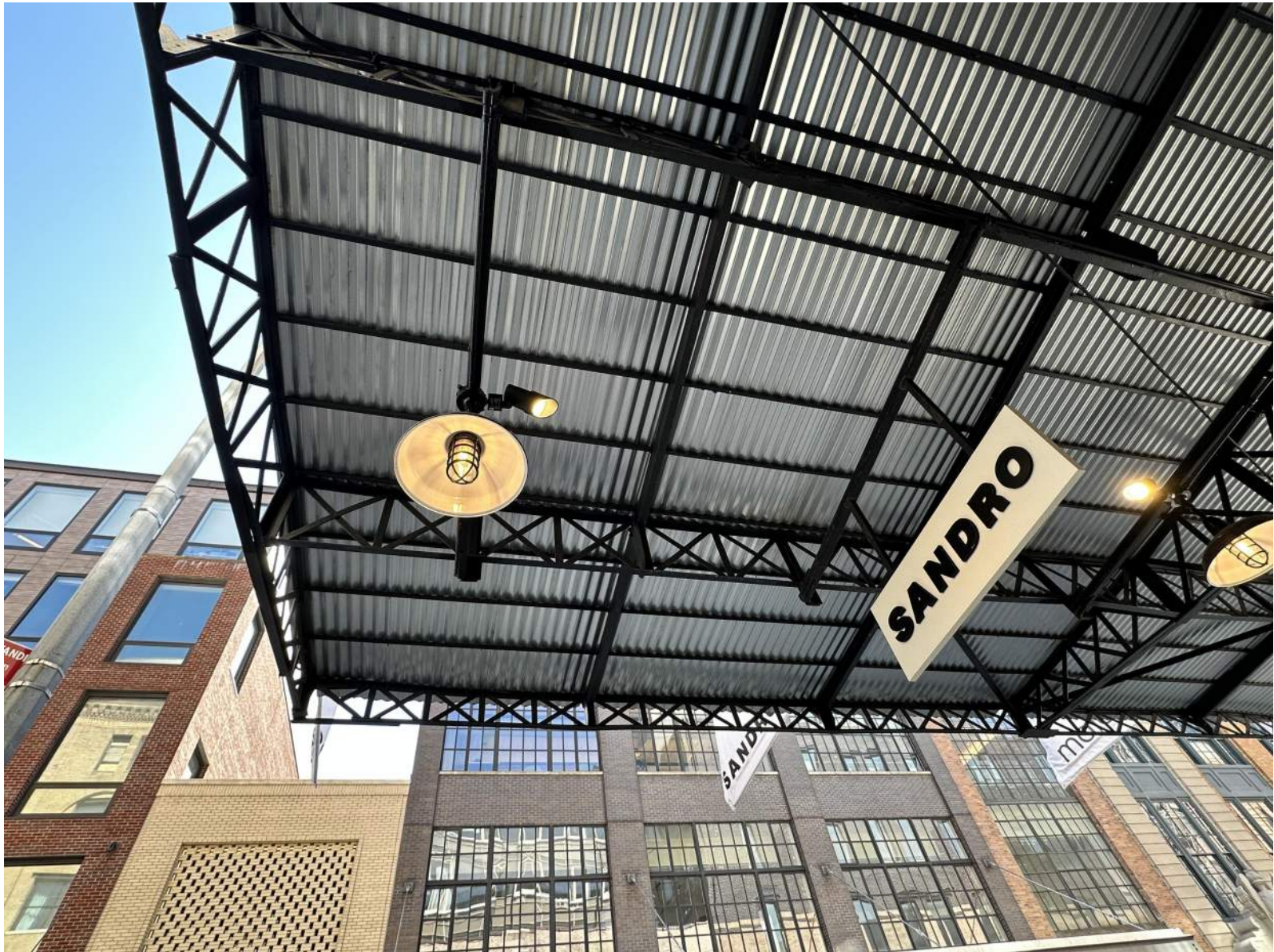
EXISTING CANOPY



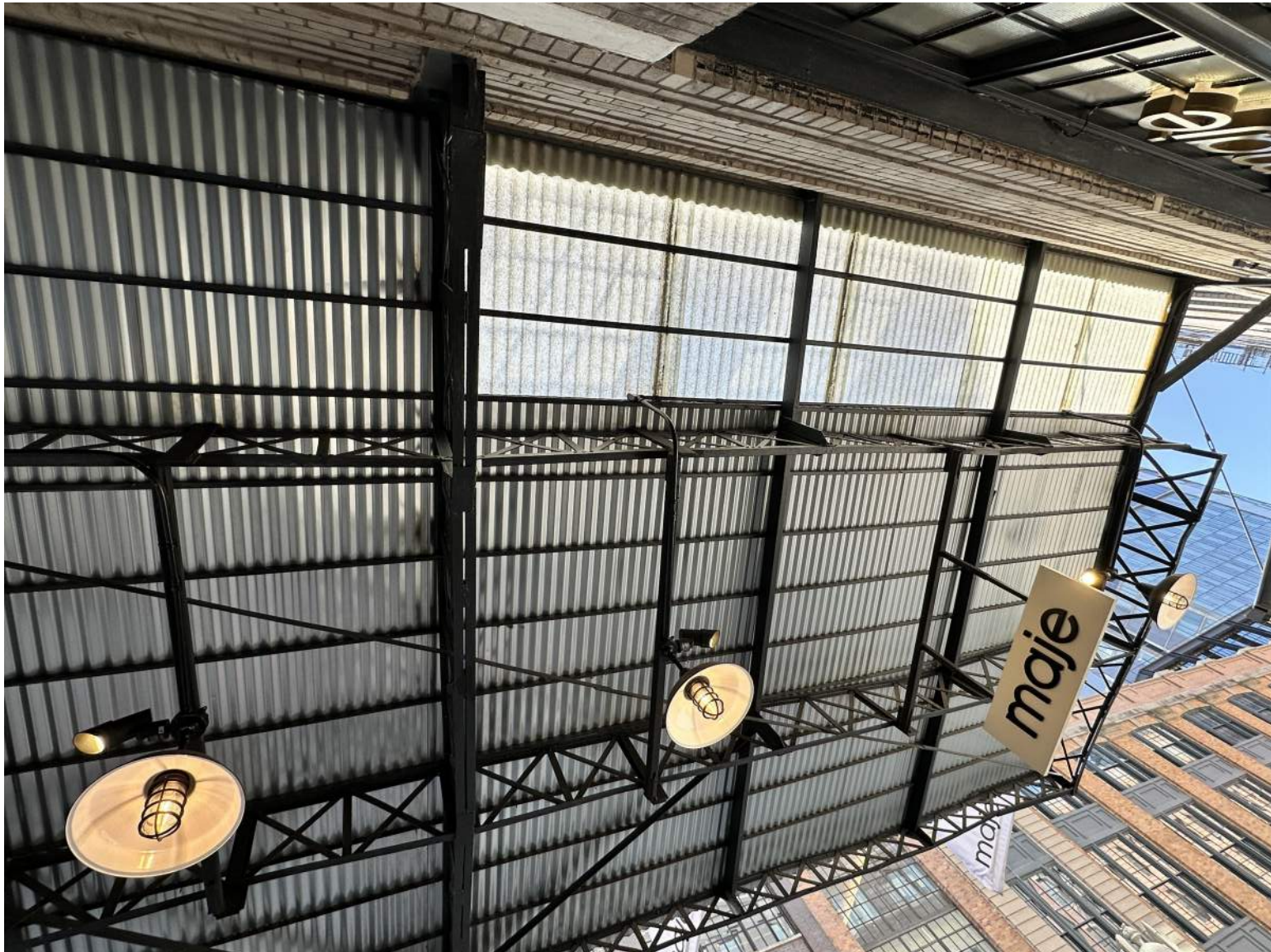
EXISTING CANOPY SECTION DETAIL



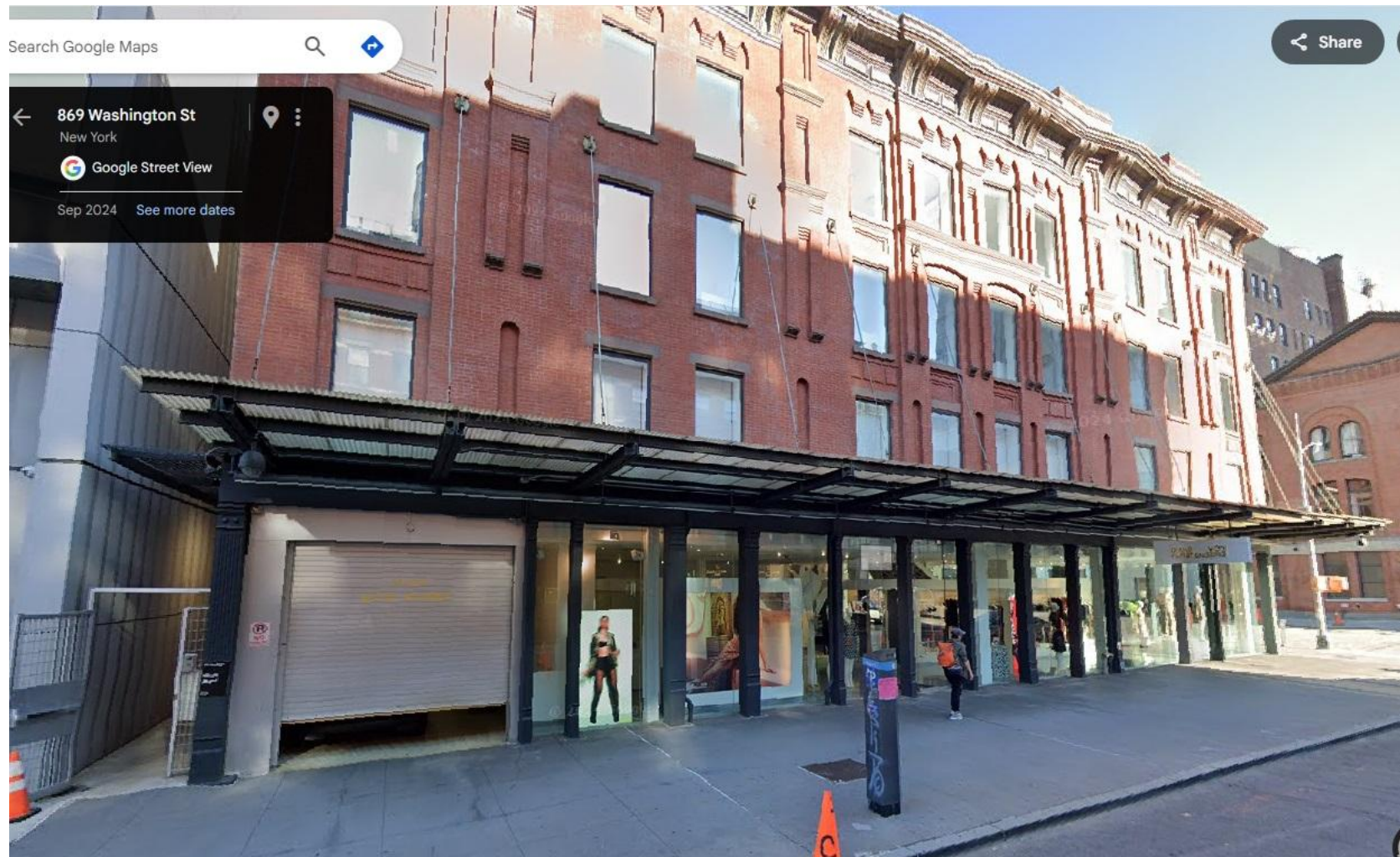
ENLARGED PHOTOS



ENLARGED PHOTOS



440 WEST 14TH STREET-EXAMPLE TRANSLUCENT CANOPY (LANDMARK BUILDING)



440 WEST 14TH STREET-EXAMPLE TRANSLUCENT CANOPY (LANDMARK BUILDING)

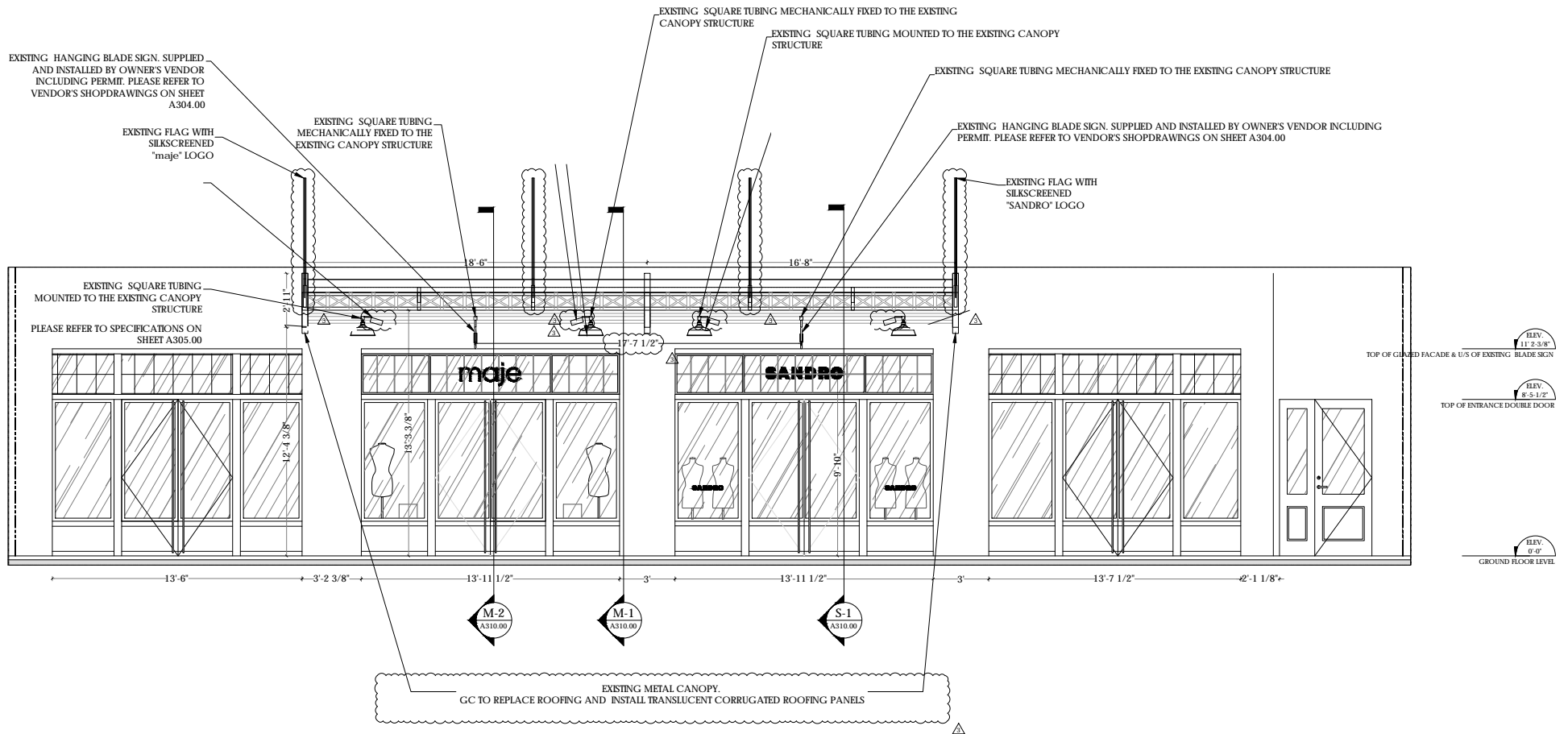


CANOPY TRANSLUCENT POLYCARBONATE SPECIFICATIONS AND DETAILS



FALCON DESIGN
CLEAR 48"X96"

AS-BUILT ELEVATION



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