

June 17, 2025  
Public Hearing

The current proposal is:

**Preservation Department – Item 6, LPC-25-09434**

## **67 Gansevoort 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.



**67 GANSEVOORT ST**  
**PAINTED SIGN**  
**MASTER PLAN APPLICATION**



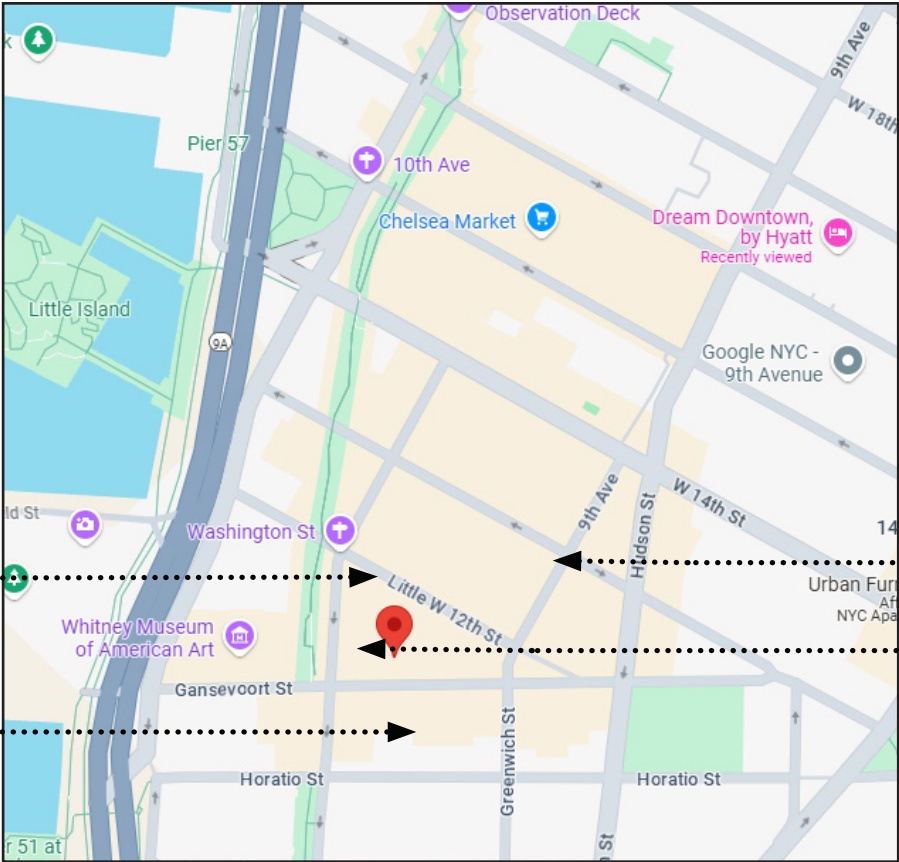
# 67 GANSEVOORT ST

## PAINTED WALL SIGNS APPROVED IN GANSEVOORT MARKET HISTORIC DISTRICT



22 Little West 12th Street

838 Greenwich Street



21 Ninth Avenue



817 Washington Street



# 67 GANSEVOORT ST

## EXISTING CONDITION - STREET VIEWS



# 67 GANSEVOORT ST

## PROPOSED SIGNAGE LOCATION - PREFERRED LOCATION

### LOCATION AND SIZE

Preferred signage location shown here, should the neighboring property extend their building height per previously approved permits, we would like the right to move our approved signage location to the opposite side of the building. This alternate is shown later in the presentation

Sign space shall be distinguished from surrounding facade by either a black or white 2" color border to contrast with the color of the sign, and that there will be no restriction to the sign copy within the approved sign space.

- Square feet of the total visible wall = 657sf
- Square feet of the proposed sign = 126.75sf
- % of visible wall space = approx 19%

Distance from front facade = 3'-0"

Distance from parapet = 2'-0"

### NOTES

Designated vendor emblem: size and position consistent with other approved signs

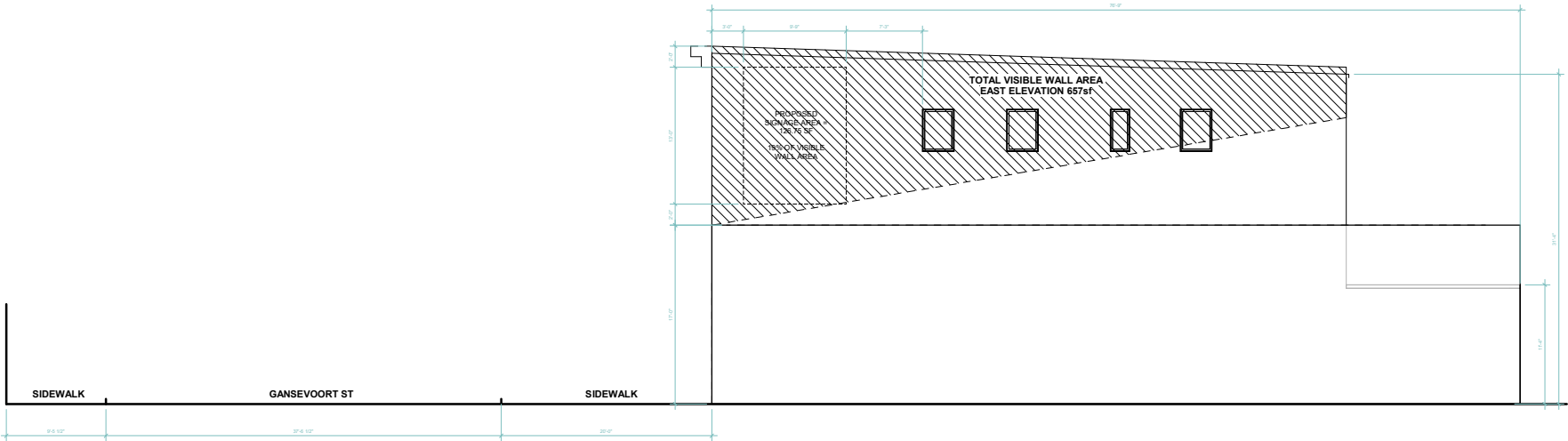
The term of the master plan permit, to allow content changes at the staff level, shall be for 10 years

This criteria is consistent with prior approved master plans



# 67 GANSEVOORT ST

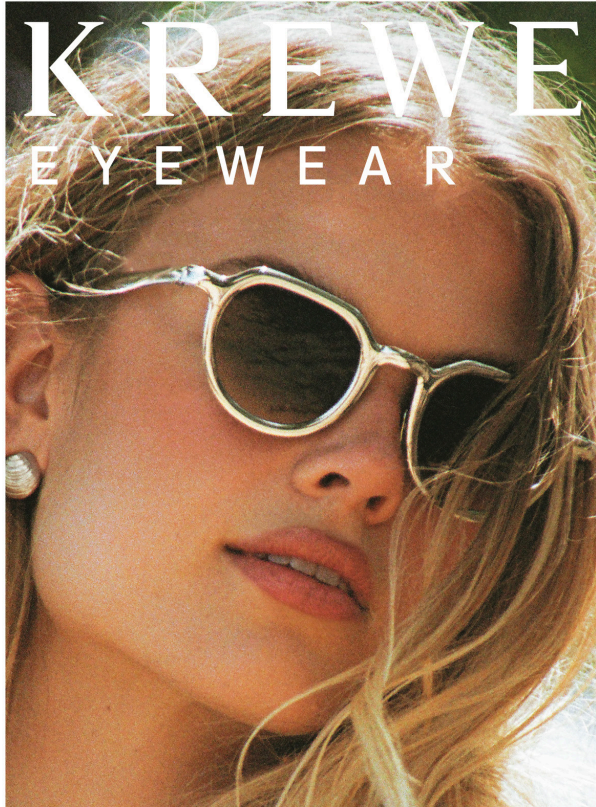
## PROPOSED SIGNAGE LOCATION - PREFERRED LOCATION



EAST ELEVATION



**67 GANSEVOORT ST**  
PROPOSED ARTWORK



# 67 GANSEVOORT ST

## PROPOSED SIGNAGE LOCATION - ALTERNATE LOCATION

### LOCATION AND SIZE

Alternate signage location shown here, should the neighboring property extend their building height per previously approved permits, we would like the right to move our approved signage location to this side of the building.

Sign space shall be distinguished from surrounding facade by either a black or white 2" color border to contrast with the color of the sign, and that there will be no restriction to the sign copy within the approved sign space.

- Square feet of the total visible wall = 971sf
- Square feet of the proposed sign = 126.75sf
- % of visible wall space = approx 13%

Distance from front facade = 3'-0"

Distance from parapet = 2'-0"

### NOTES

Designated vendor emblem: size and position consistent with other approved signs

The term of the master plan permit, to allow content changes at the staff level, shall be for 10 years

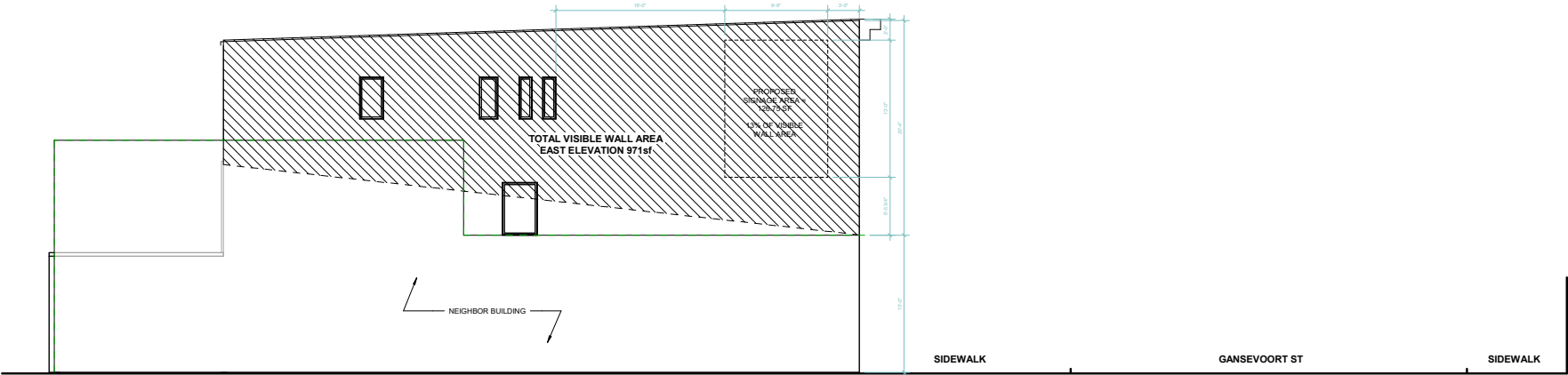
This criteria is consistent with prior approved master plans





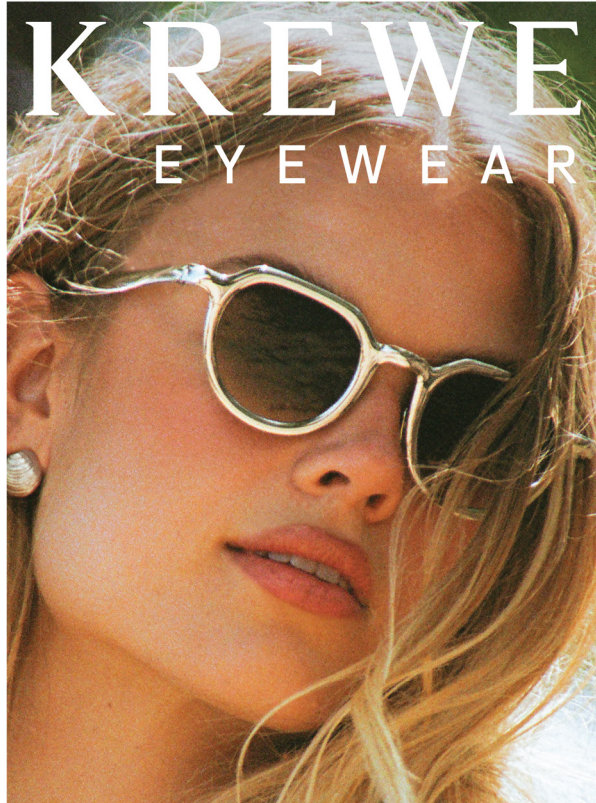
67 GANSEVOORT ST

PROPOSED SIGNAGE LOCATION - ALTERNATE LOCATION



WEST ELEVATION

**67 GANSEVOORT ST**  
**PROPOSED ARTWORK**





# 67 GANSEVOORT ST

## POSSIBLE BULK ADDITIONS



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