

August 5, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-26-00017

**601 West 26th Street – Starrett-Lehigh Building Individual
Landmark – West Chelsea Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 754 1478

Passcode: 641898

By Phone: 646-828-7666 (NY)

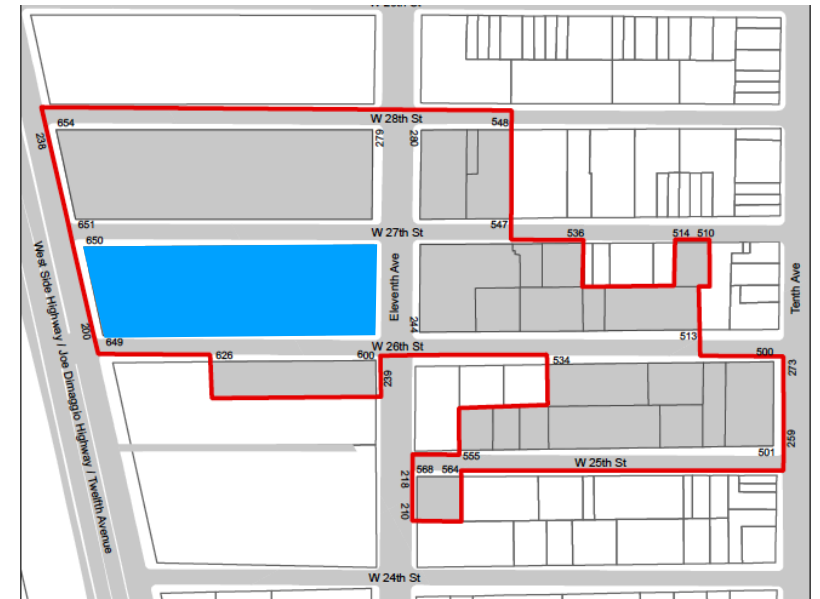
833-435-1820 (Toll-free)

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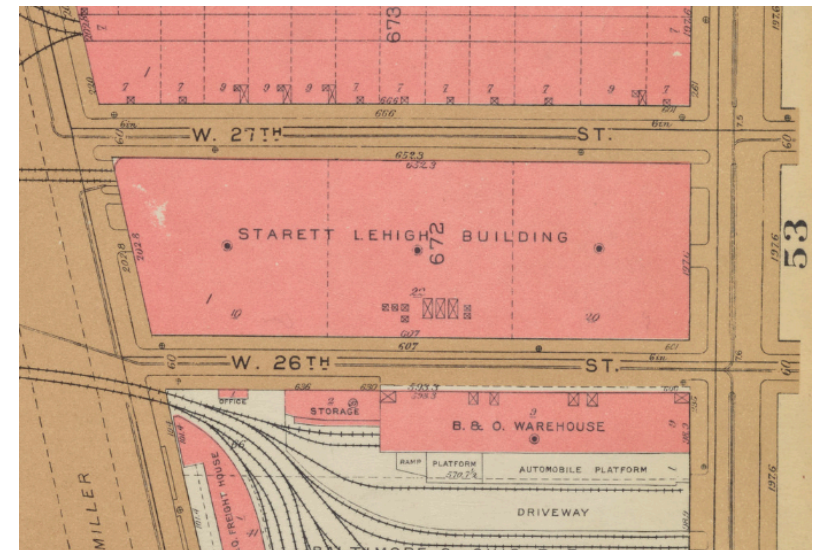
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Existing Condition, 11th Avenue and 27th Street

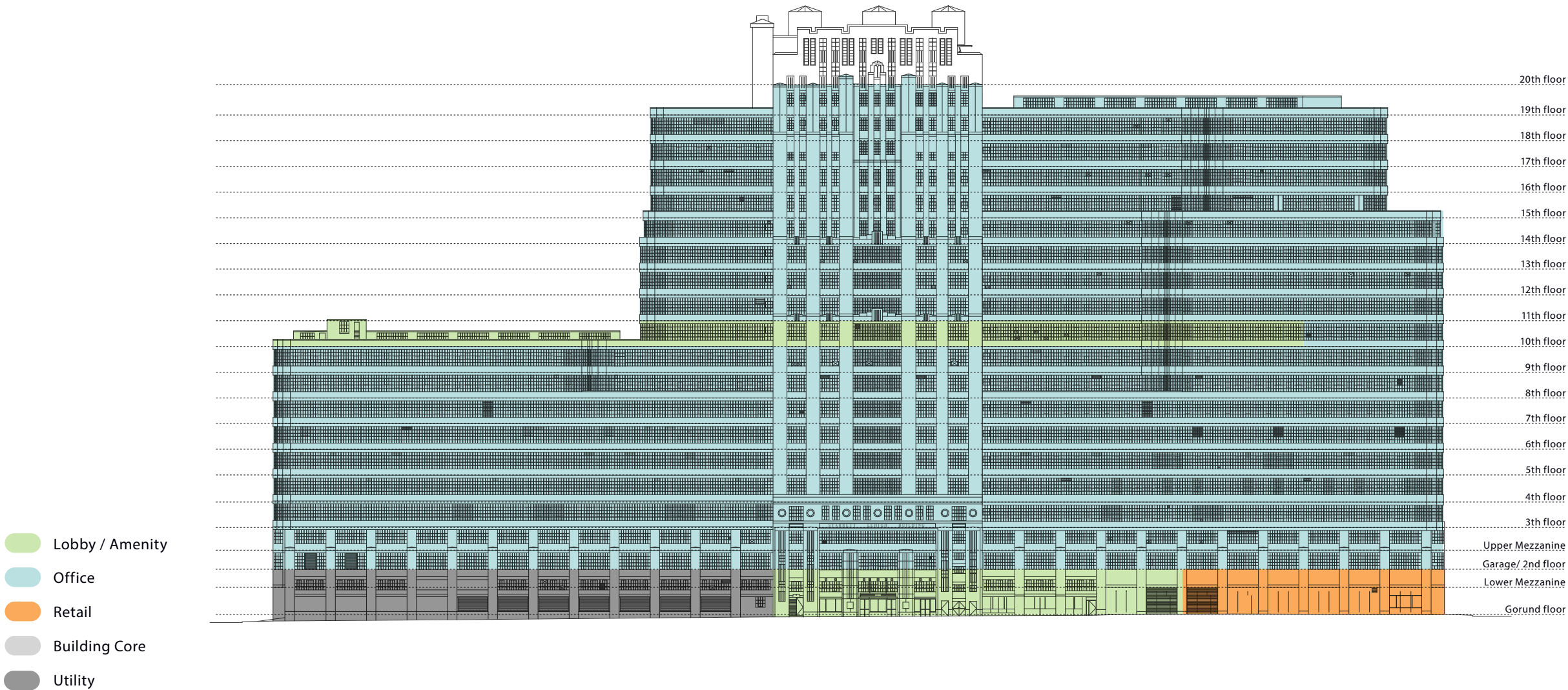


West Chelsea Historic District, site highlighted



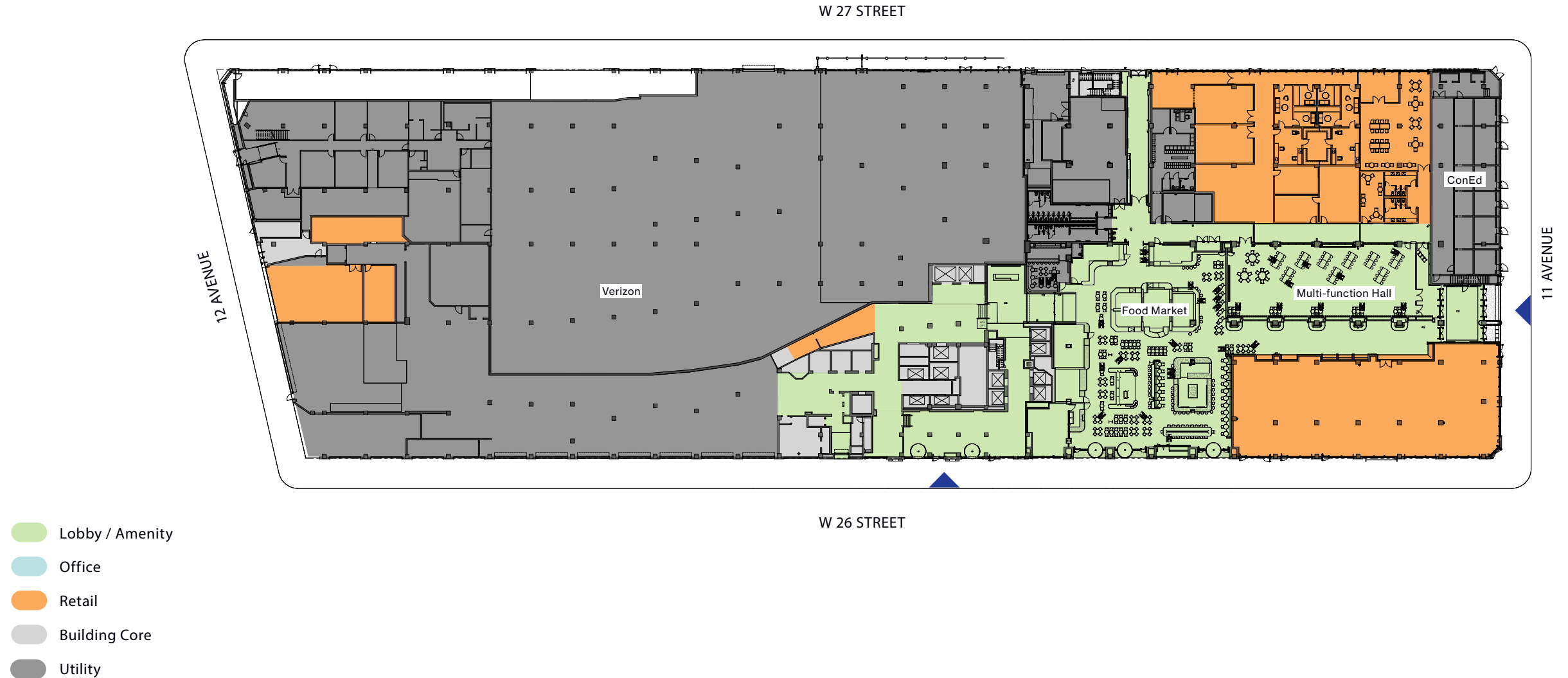
1955 Bromley Map

BUILDING USE DIAGRAM
Existing 26th Street Facade



BUILDING USE DIAGRAM

Ground Floor Plan



PROPOSED SIGNAGE



View North on 11th Avenue, Existing Condition



Proposed Signage, Rendered View

EXISTING CONDITONS

11th Avenue Architectural Fin Wall



Existing LPC-Approved Architectural Fin Installation on 11th Avenue

HISTORIC PHOTOGRAPHS



1932, View Northeast from 12th Avenue (MCNY)



1936, View of 11th Avenue Elevation (MCNY)

EXISTING BUILDING SIGNAGE

MARKET
TENANT
SIGNAGE



RETAIL
TENANT
SIGNAGE



BUILDING
MARQUEE
SIGNAGE



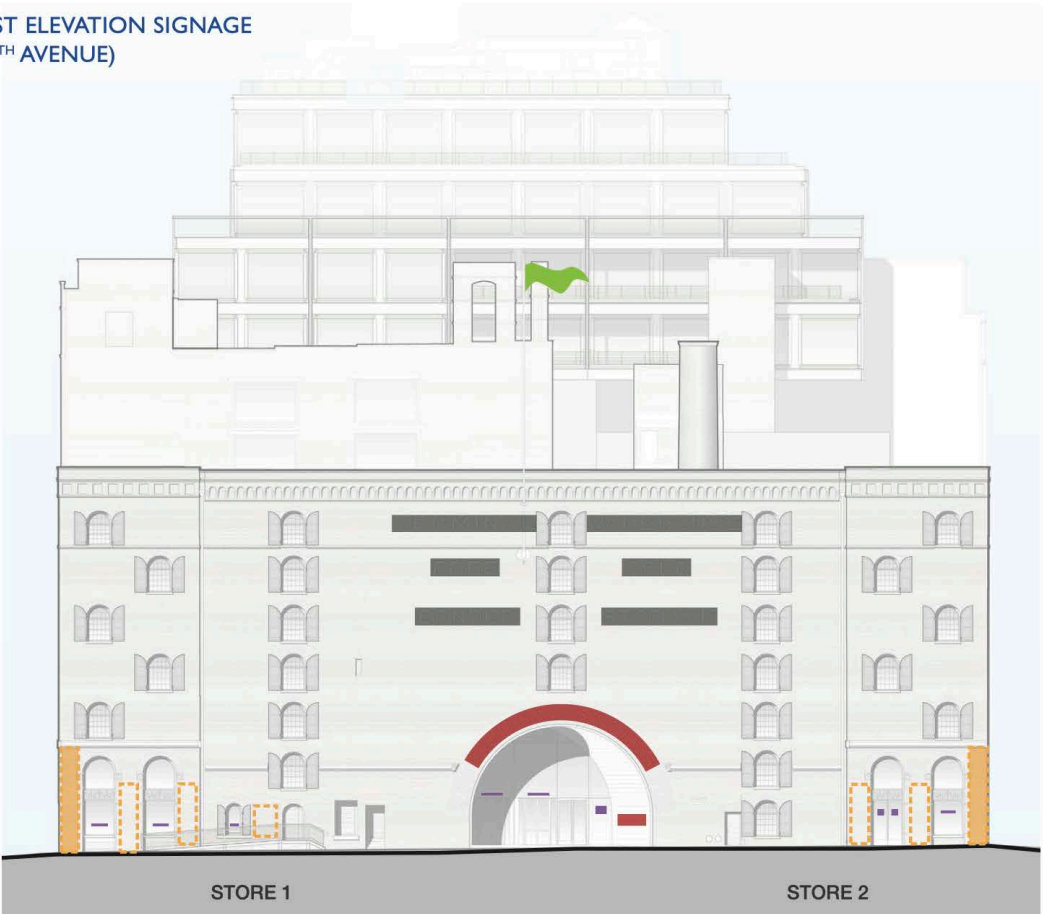
BUILDING
FACADE
SIGNAGE
(not yet
installed)



APPROVED SIGNAGE IN WEST CHELSEA HISTORIC DISTRICT

Terminal Warehouse Masterplan (2019)

EAST ELEVATION SIGNAGE
(11TH AVENUE)



LEGEND

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

- PAINTED / RAISED LETTER / PLAQUE RETAIL SIGNS
- SIGNS ON GLASS
- FLAG
- ANCHOR TENANT SIGNAGE

NOTES

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 §42-63.



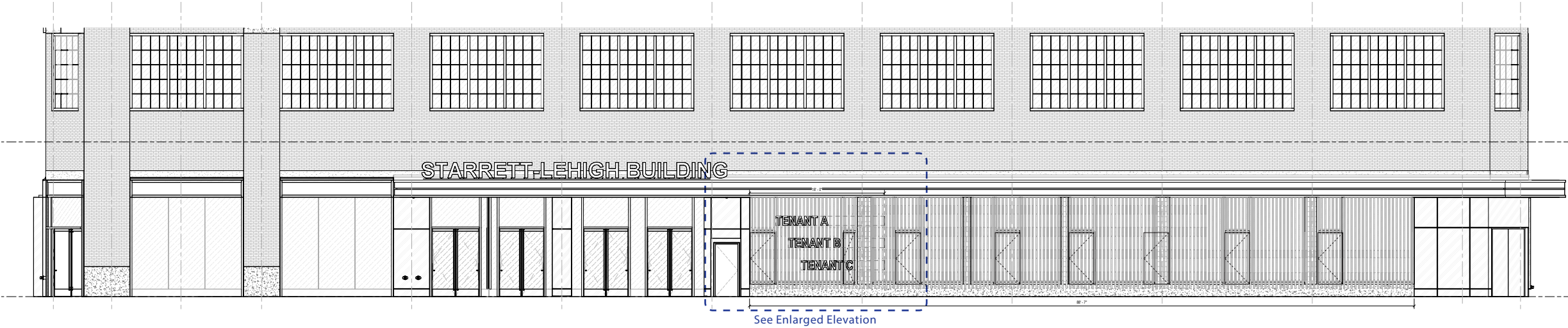
Master Plan Parameters:

- Signage will be limited to 11th Avenue facade, installed on LPC-approved architectural fins only
- Maximum of three office tenant signs on facade
- Each sign will not exceed 15" in height
- Signs will consist of individual 1/4" pin-mounted aluminum characters, with white finish
- Signs may include logos and/or text in tenant specific fonts
- Signs may be one or two lines (total height not to exceed 15" maximum height allowance)
- Signs will be non-illuminated

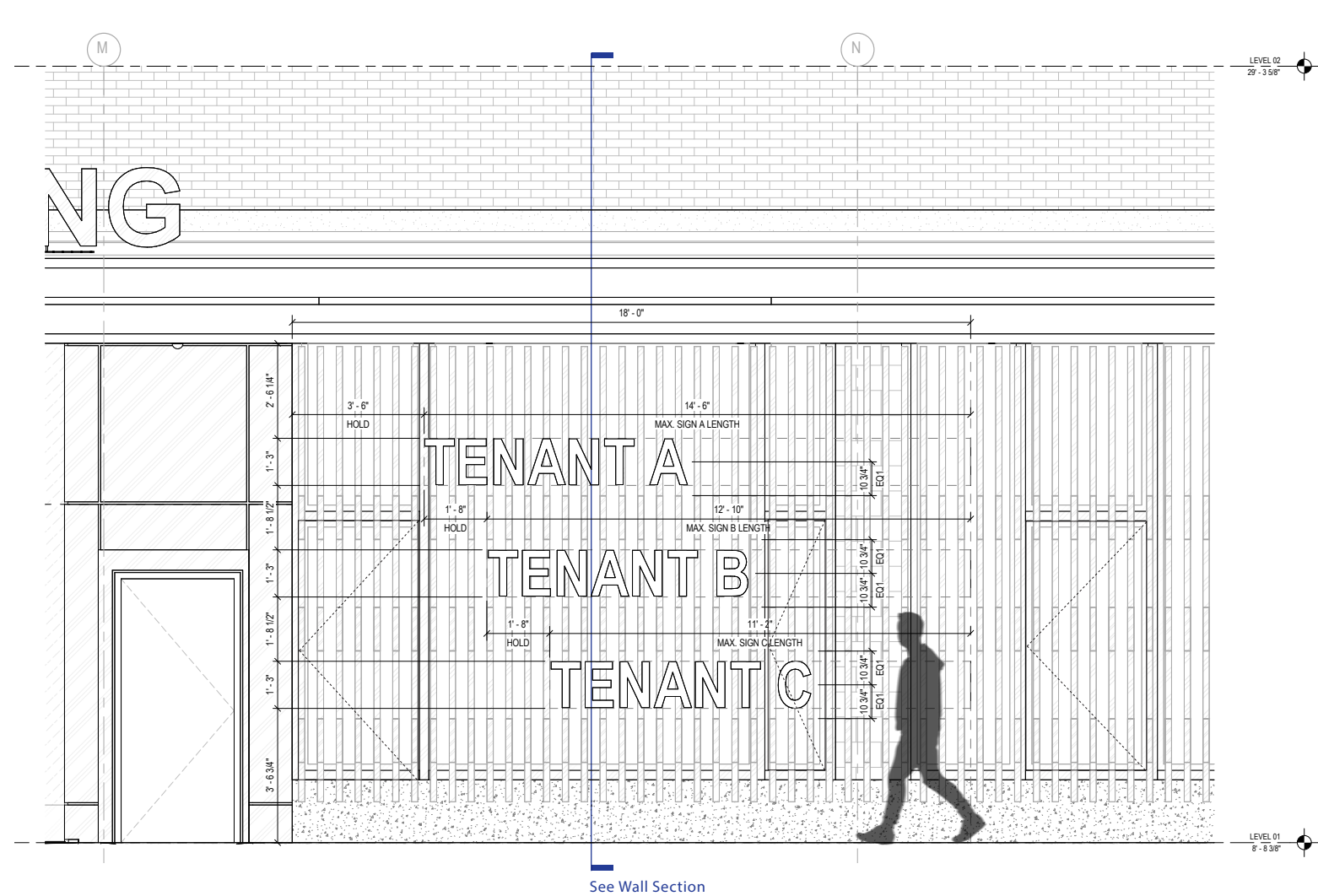


Proposed Signage, Rendered View

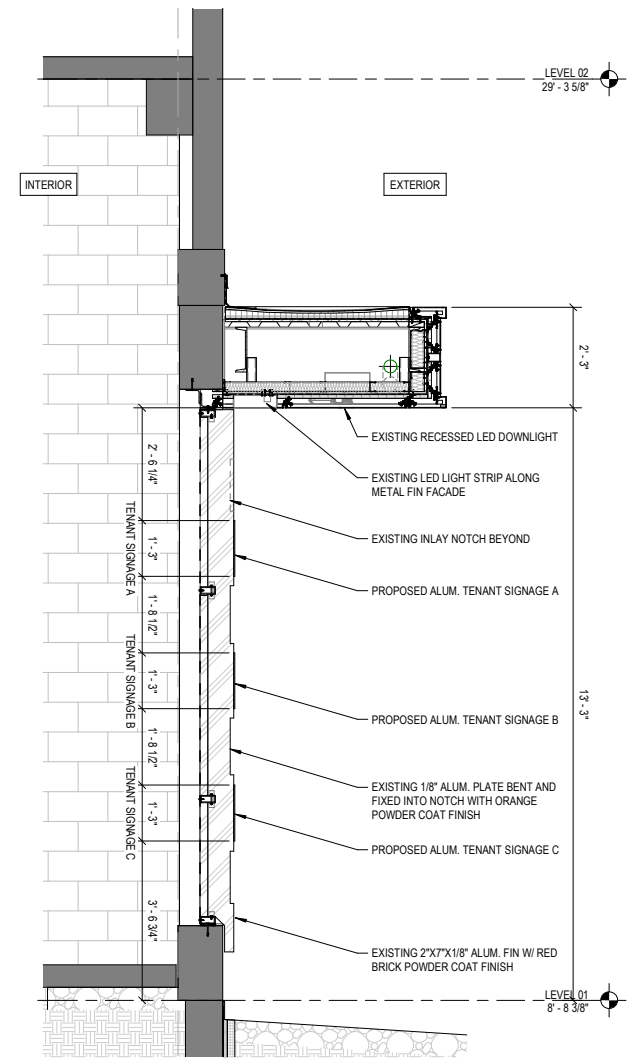
BUILDING ELEVATION
11th Avenue Facade



TENANT SIGNAGE DETAIL
Elevation & Wall Section



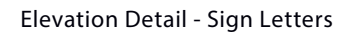
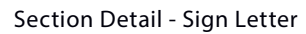
Enlarged Elevation - Proposed Tenant Signage



Enlarged Wall Section - Proposed Retail Signage

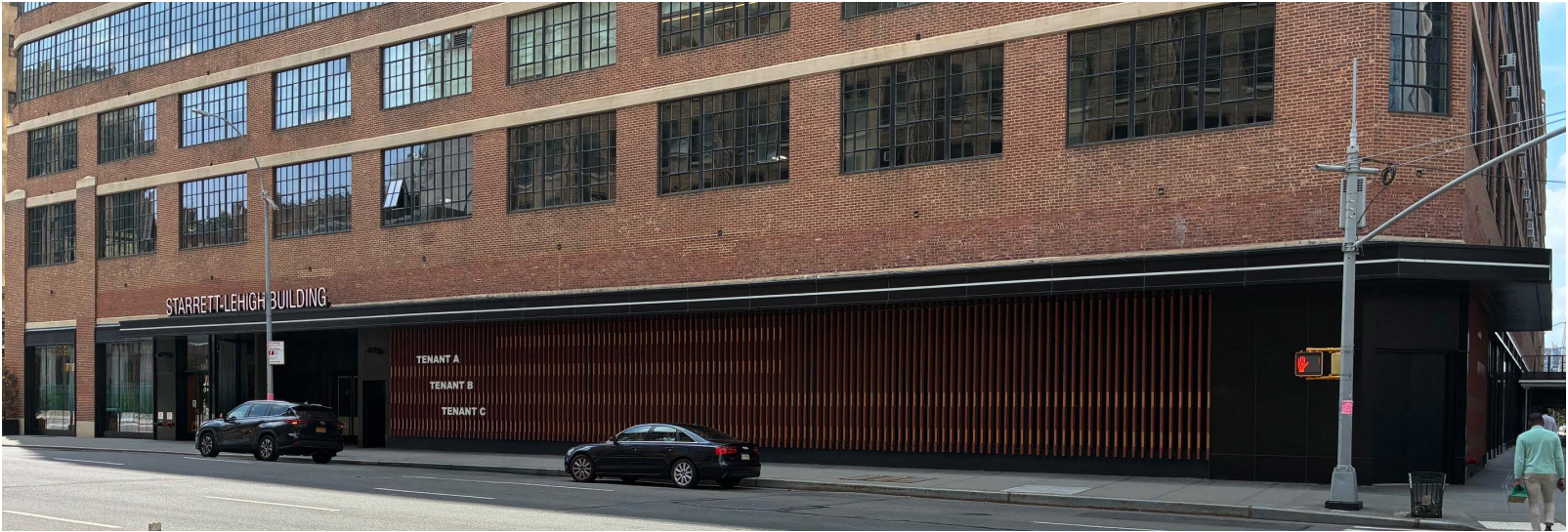
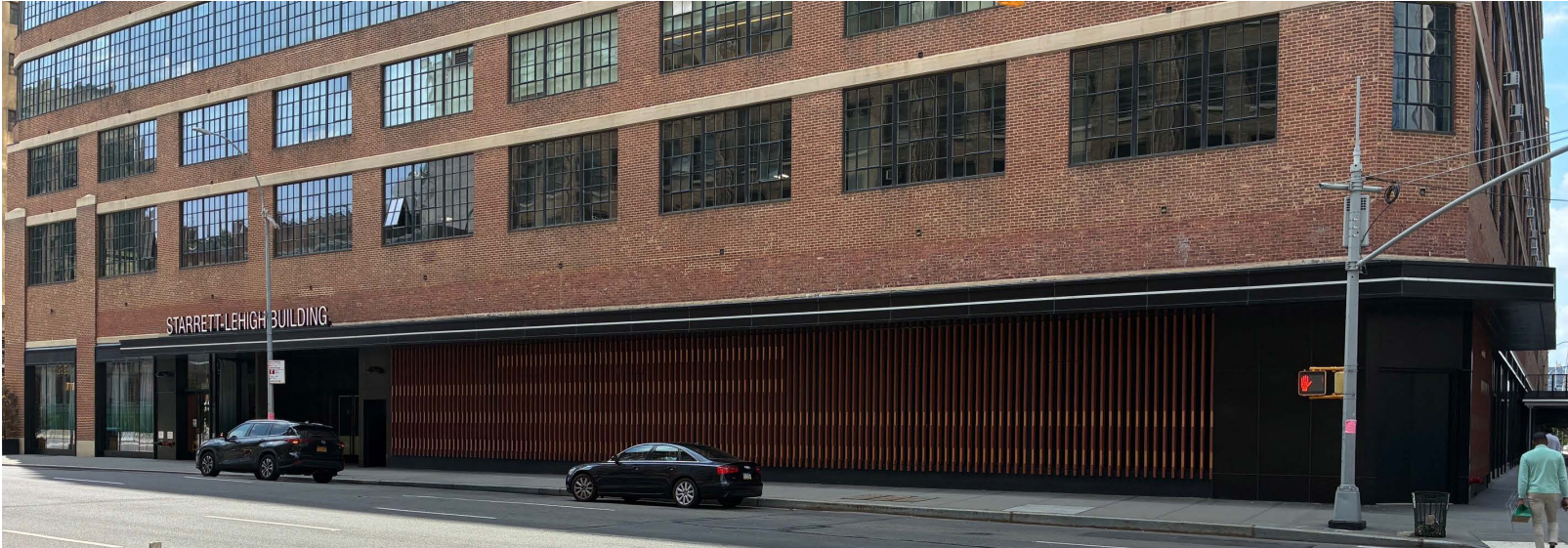


Section & Axon View



Upon removal of signage, aluminum fins to be repaired per manufacturer's specifications. In area of removed pin, patch the hole, then sand, file, and repaint to match the existing finish

PROPOSED SIGNAGE



View of Existing (top), Proposed (bottom) 11th Avenue



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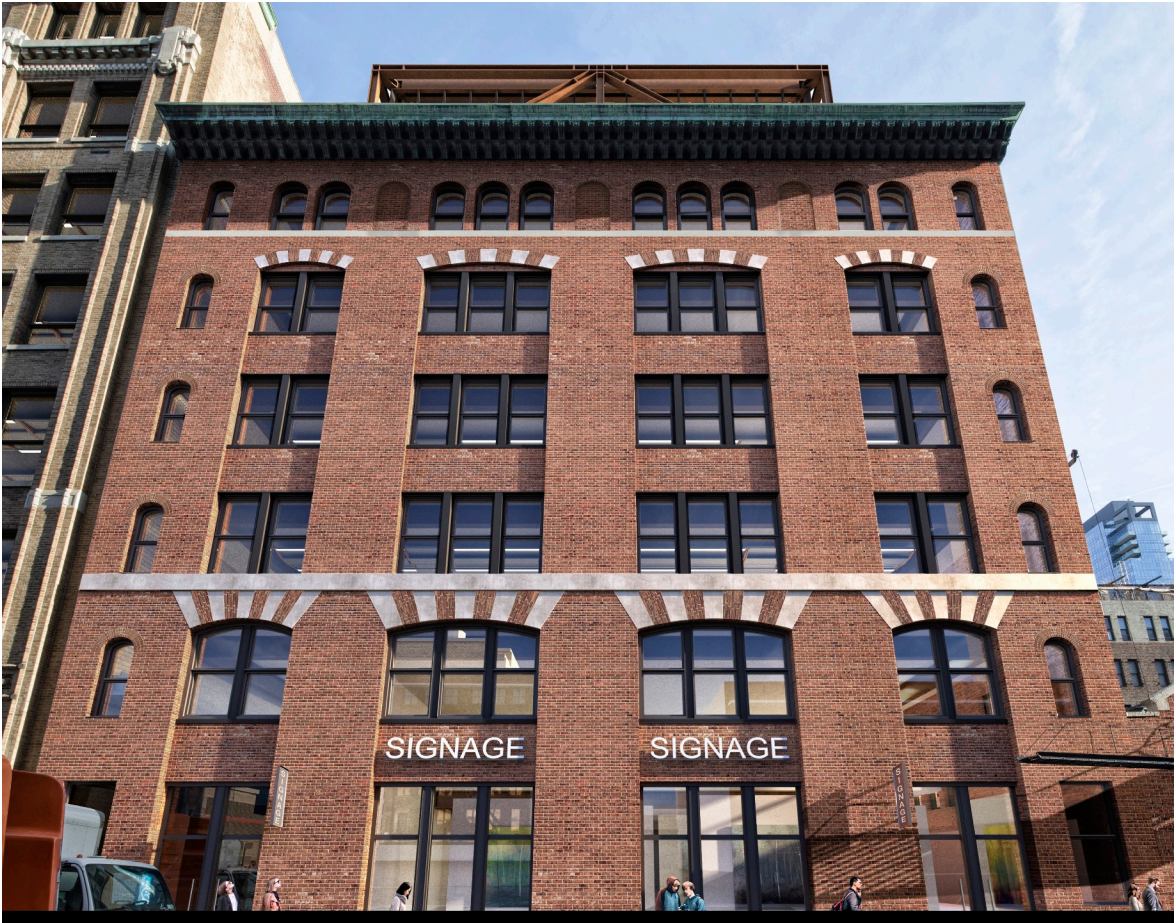
APPENDIX



APPROVED SIGNAGE IN WEST CHELSEA HISTORIC DISTRICT

260 West 11th Avenue

2019 LPC Approval



EXISTING CONDITIONS

East Facade Fin Wall



View North on 11th Avenue



View South on 11th Avenue

EXISTING CONDITIONS

Existing East Facade



View of Corner at 11th Avenue and West 27th Street

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