

**September 16, 2025**  
Public Hearing

The current proposal is:

**Preservation Department – Item 1, LPC-26-00022**

## **69 Atlantic Avenue – Brooklyn Heights Historic District Borough of Brooklyn**

**To testify virtually, please join Zoom**

**Webinar ID:** 161 307 6826

**Passcode:** 203639

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.

# **Art of Play / 69 Atlantic**

## **LPC Presentation - Signage Proposal**

*Art of Play / 69 Atlantic - 69 Atlantic Ave. Brooklyn, NY 11201 - June 30th, 2025*



We opened in October 2024 and have already restored the facade to its former glory (with LPC approval, of course).

Now we seek permission to install a small illuminated sign to fit with the beloved neon motif set by our neighbors Montero and Long Island Bar.





Historic photo of 69 Atlantic Avenue





Historic photo of the block including  
neighboring Montero neon sign.

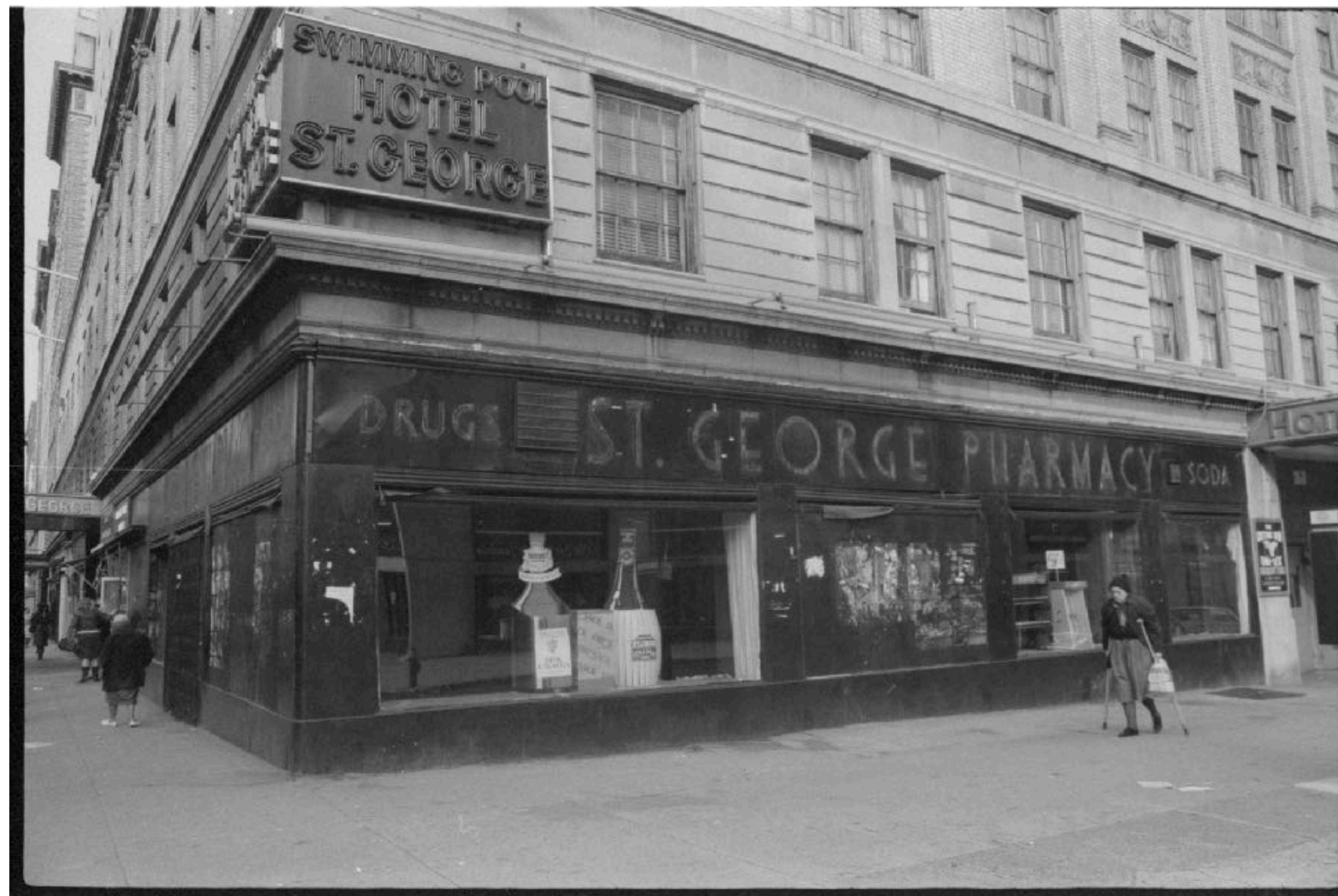


Historic photo of the block across the street with neighboring Long Island Restaurant neon sign.





Another famous Brooklyn Heights  
neon sign for the Hotel St. George.



One more photo of great old neighborhood  
neon signs decorating Montague Street:  
Heights Restaurant, The Fisherman Lounge  
and New England Hand Laundry.





A black and white photograph of a multi-story building in Brooklyn Heights. The building features a prominent fire escape on the left side. Several signs are visible: a neon sign for 'HEIGHTS RESTAURANT' on the left, a large sign for 'Height's RESTAURANT' on the ground floor, a vertical neon sign for 'THE FISHERMAN' on the right, and a sign for 'NEW ENGLAND HAND LAUNDRY' on the far right. A striped awning covers the entrance to the restaurant, and another awning for 'CATERING' is visible on the right. The building has many windows and a classic architectural style.

Brooklyn Heights has a rich history  
of beautiful neon signage and we hope  
to continue that grand tradition.



Present day view of south-facing side of Atlantic Avenue between Hicks and BQE on-ramp.





Neon Style Reference, 73 Atlantic Ave.





Neon Style Reference, 110 Atlantic Ave.





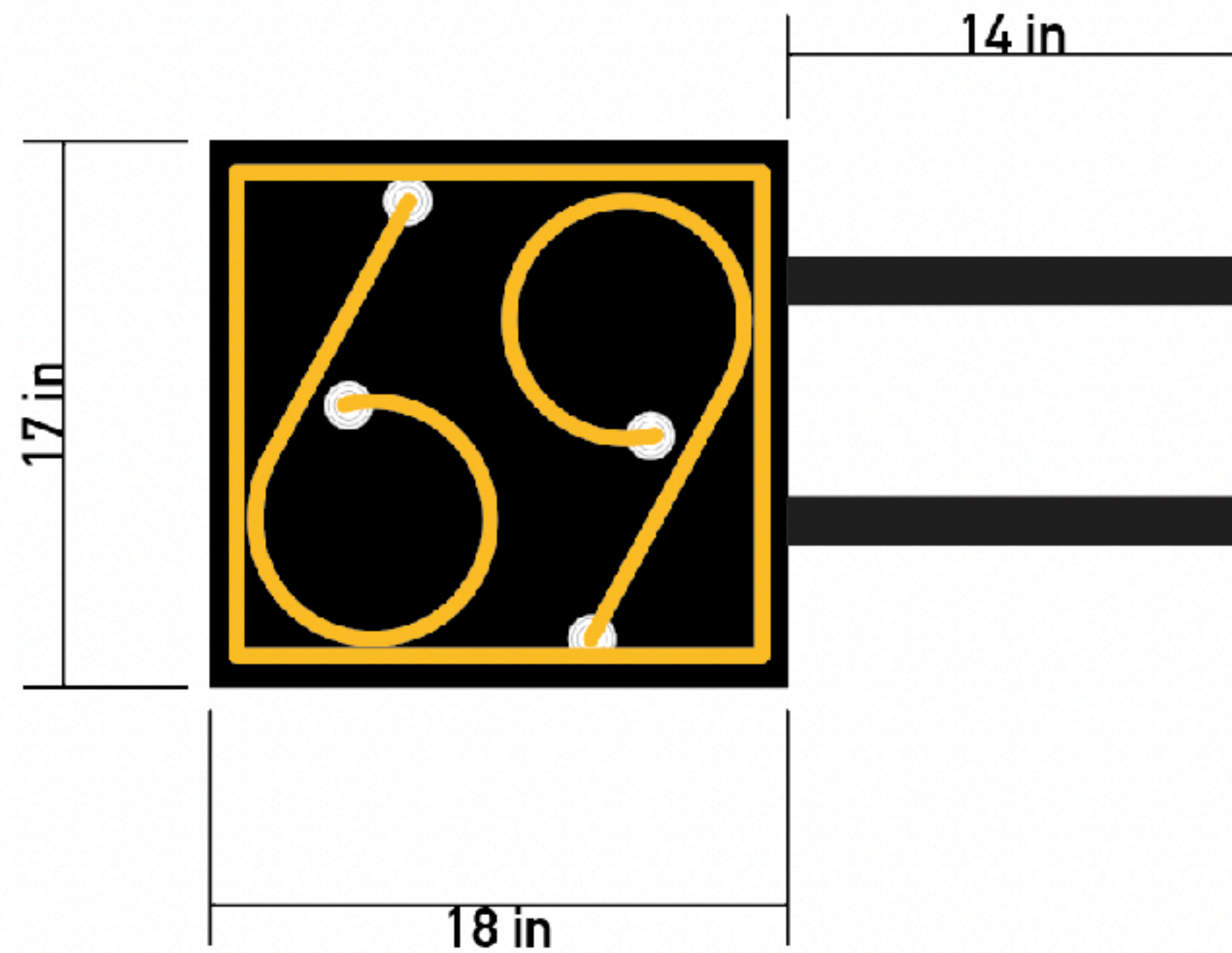
# MOONSIGN

## ART OF PLAY

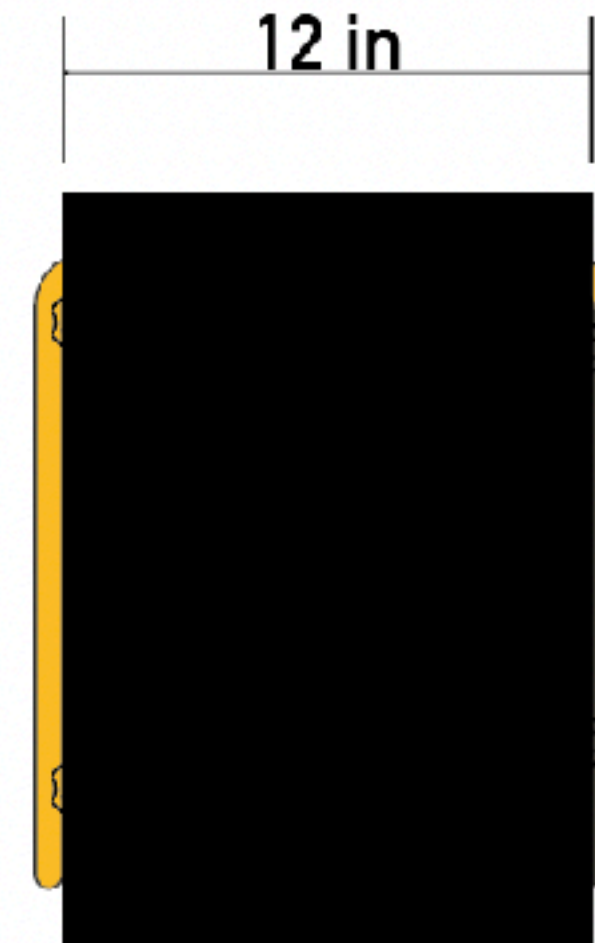
Exterior grade double sided neon sign-  
Neon mounted to a painted metal cabinet.



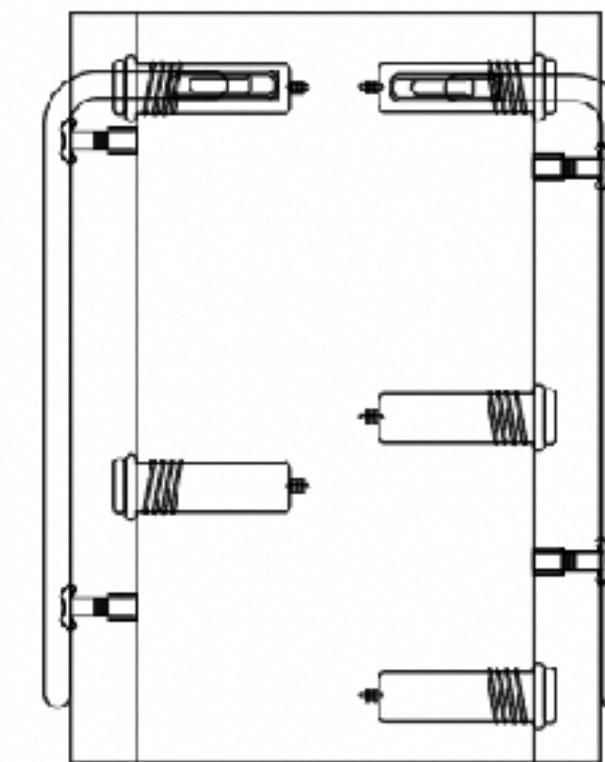
SIDE



FRONT



FRONT section



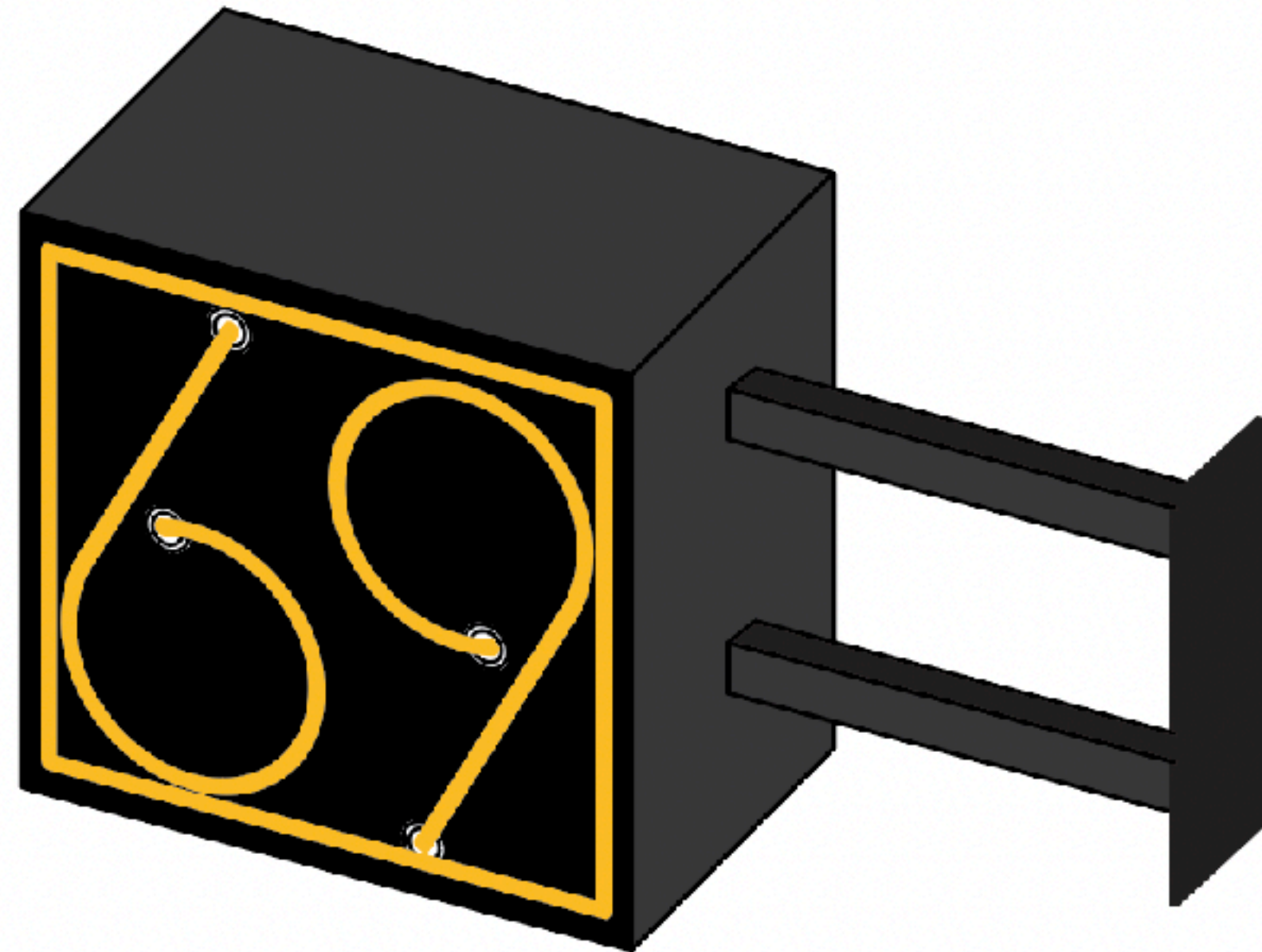


# MOONSIGN

ART OF PLAY

Exterior grade double sided neon sign-  
Neon mounted to a painted metal cabinet.

 ISOMETRIC





Praise for 69 Atlantic:

“Weekly shows by the world’s greatest magicians in a suitably intimate setting.”  
- *The New York Times*

“Tiny Brooklyn magic show is one of the hottest tickets in NYC.”  
- *New York Post*

“An antidote to the mindless scroll.”  
- *Brooklyn Paper*

Best Place for Magic in NYC  
- *David Blaine, Travel & Leisure*









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