

March 10, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-26-07468

52 Gansevoort Street – Gansevoort Market Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 573 7568

Passcode: 484910

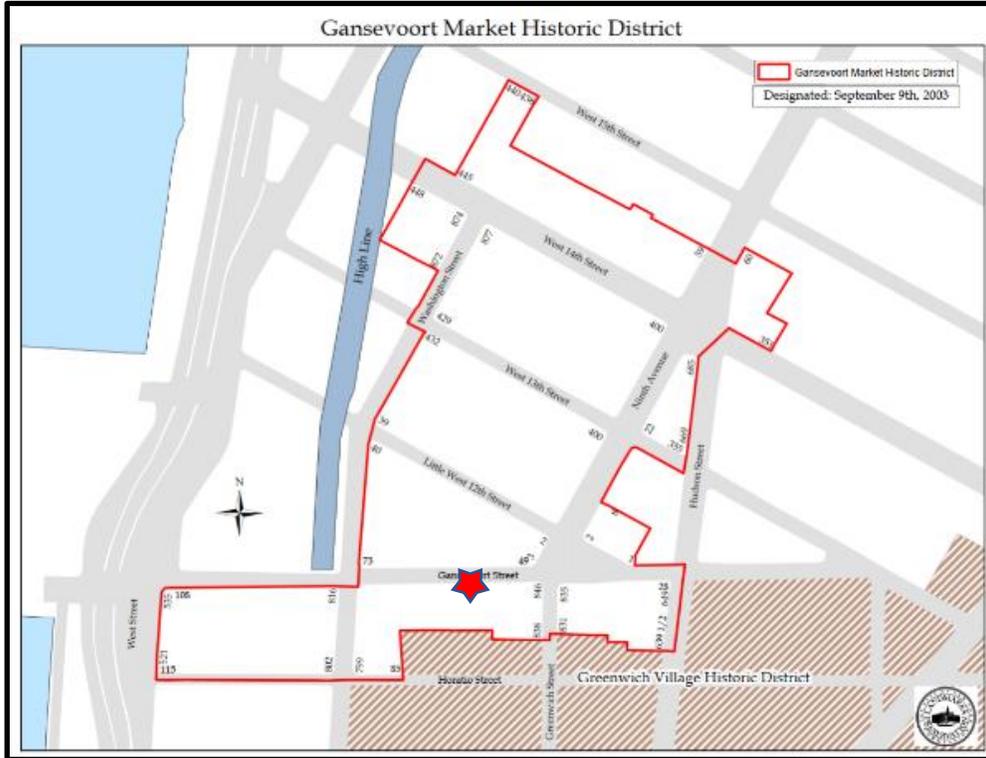
By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

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52-58 GANSEVOORT STREET, MANHATTAN PROPOSED PAINTED WALL SIGN



Gansevoort Market Historic District designation map. (NYC LPC)



Existing Condition



Proposed Condition

STREETSCAPE



South side of Gansevoort Street, looking southeast toward Ninth Avenue.



South side of Gansevoort Street, looking southwest toward Washington Street.

52-58 GANSEVOORT STREET



“Audemars Piguet” sign approved in 2015.



Ana Maria Torres
Architect



STREETSCAPE



Ana Maria Torres
Architect



52-58 GANSEVOORT STREET, MANHATTAN

HISTORIC PHOTOS



52-58 Gansevoort Street, 1938. (P.L. Sperr, NYPL)



1940's tax photo. (NYC Municipal Archive)

HISTORIC CONTEXT



Looking west from Gansevoort Street and Ninth Avenue, at Gansevoort Street (left) and Little West 12th Street (right). The painted wall sign is on 22 Little West 12th Street's East façade. (1933, NYPL)



View from northwest corner of Ninth Avenue and Gansevoort Street, looking at the painted wall sign on 22 Little West 12th Street's East façade. (1933, NYPL)

HISTORIC CONTEXT



Painted wall sign at 420 West 14th Street.
(1938, NYC Municipal Archive)



Southeast corner of Washington Street and West 13th Street. (1929, NYPL)

HISTORIC CONTEXT



Looking south at the east side of Washington Street from Little West 12th Street, at the painted wall sign on the building at the corner of Gansevoort Street. (1929, NYPL)

DISTRICT CONTEXT

LPC-APPROVED PAINTED WALL SIGNS



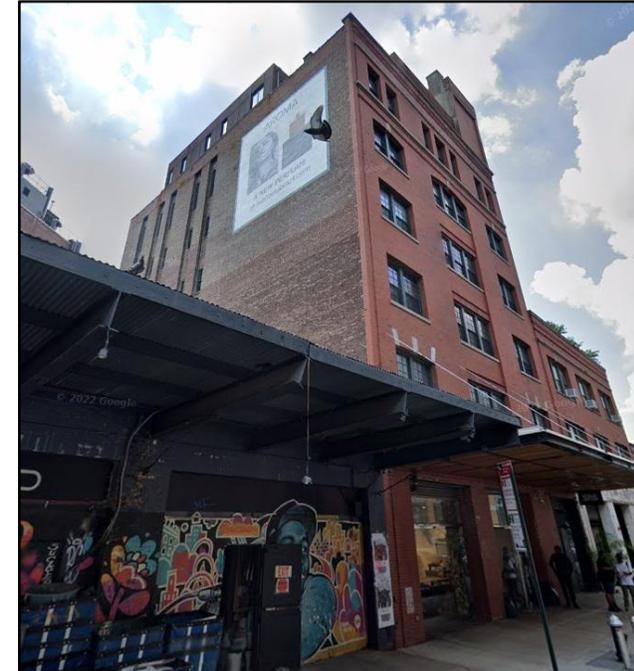
21-27 Ninth Avenue, at corner of West 13th Street.



838 Greenwich Avenue.



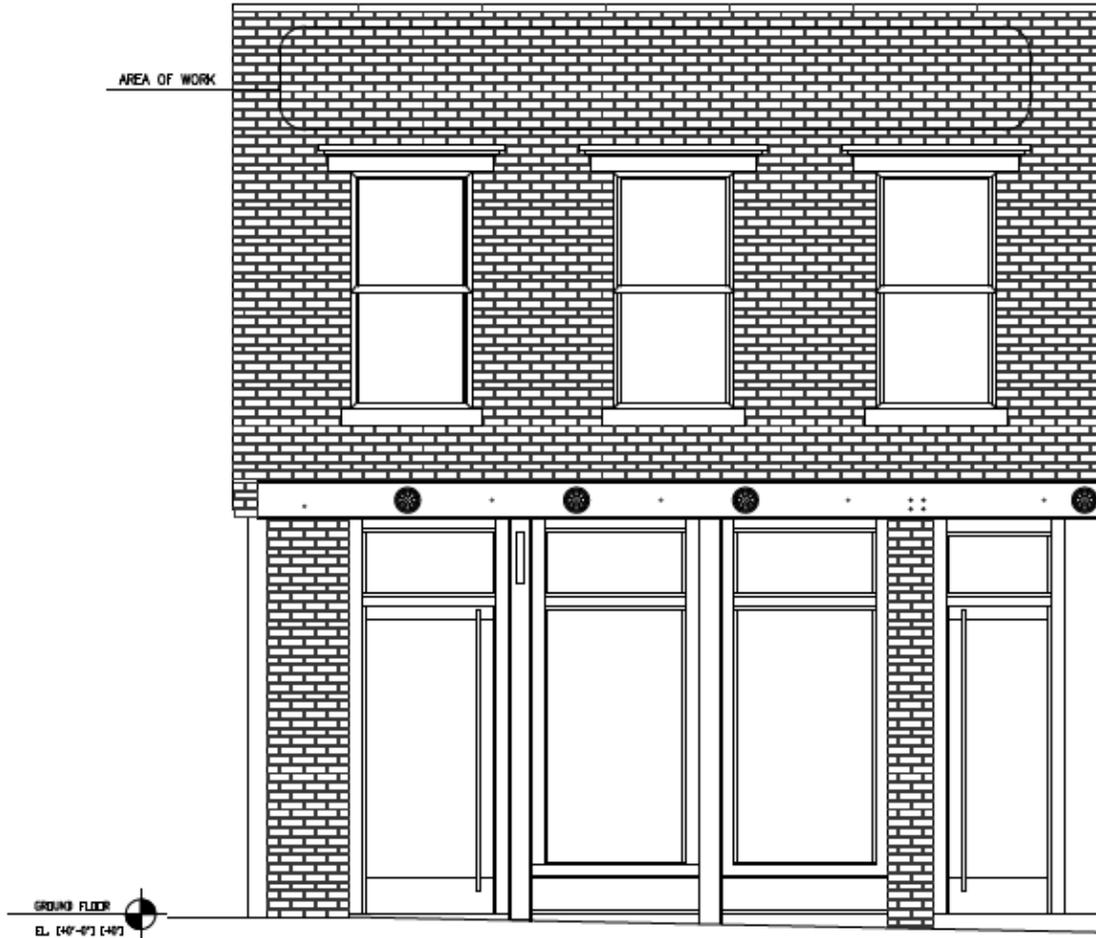
22 Little West 12th Street, west façade.



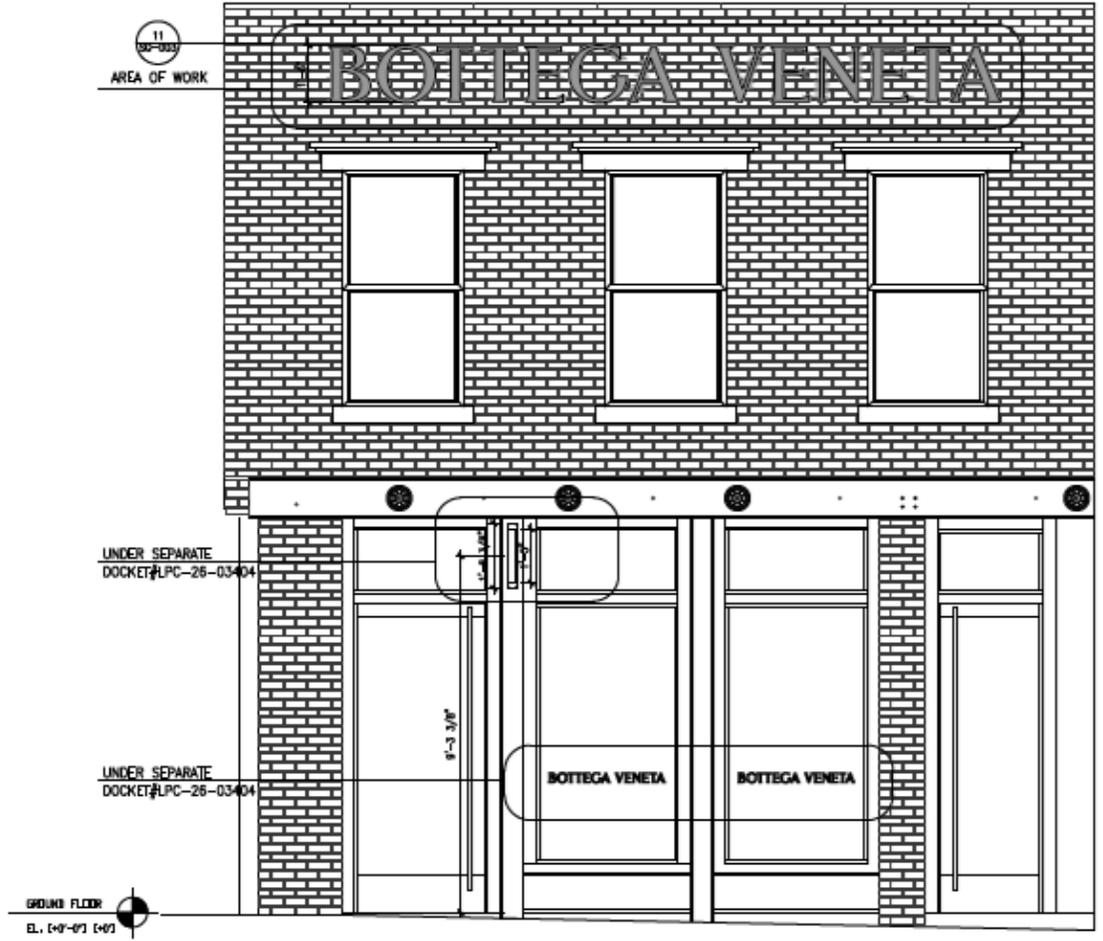
22 Little West 12th Street, east façade.

52-58 GANSEVOORT STREET, MANHATTAN

EXISTING & PROPOSED ELEVATION



1 EXISTING FRONT FACADE
SCALE: 1/2"=1'-0"



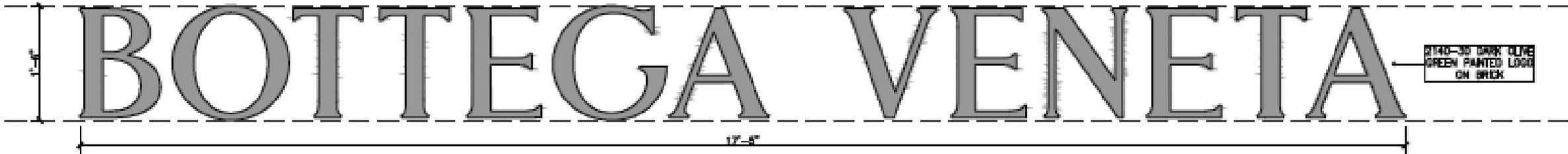
2 PROPOSED FRONT FACADE
SCALE: 1/2"=1'-0"



Ana Maria Torres
Architect



52-58 GANSEVOORT STREET, MANHATTAN
PROPOSED SIGN DETAILS



3 PROPOSED FRONT FACADE PAINTED LOGO
SCALE: 1" = 1'-0"



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