

August 18, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-26-07557

**155 West 72nd Street – Upper West Side/ Central Park West
Historic District – Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 165 261 7707

Passcode: 899688

By Phone: 646-828-7666 US (New York)

833 435 1820 US Toll-free

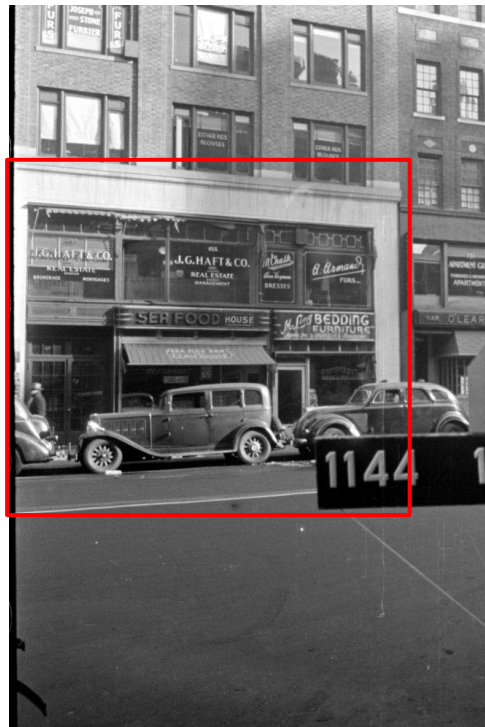
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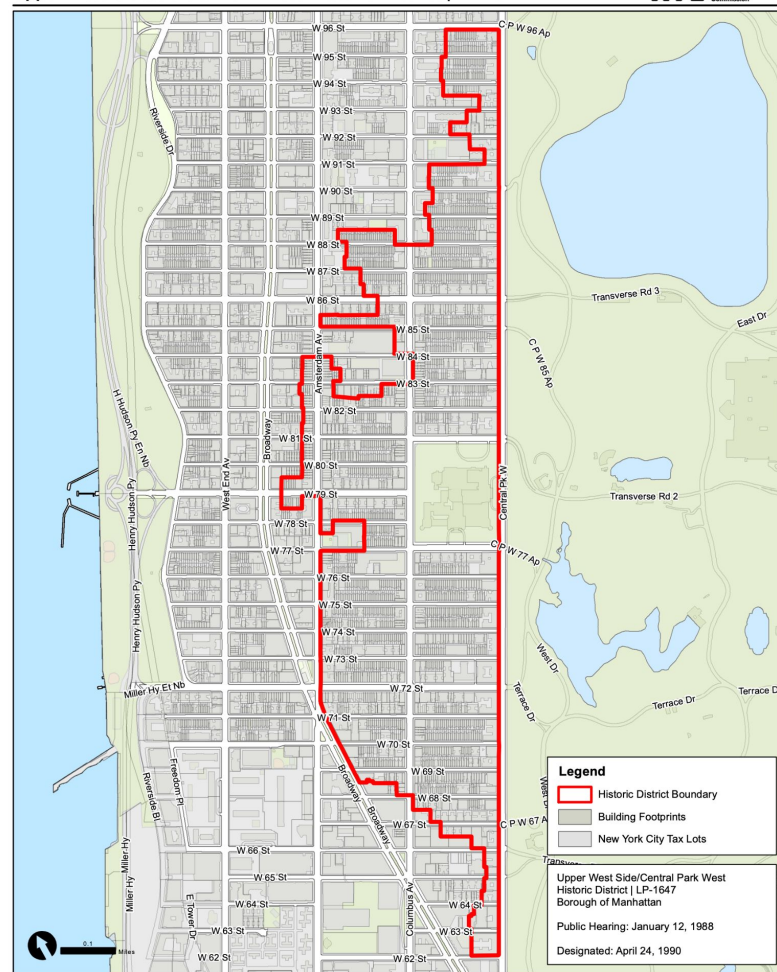
TiP ToP SHOES

155 W 72nd St, New York, NY 10023

A black and white photograph of a multi-story brick building on a city street. A red arrow points to a small antenna on the roof. A red box highlights a storefront with signs for 'ALBERT HEIN' and 'harry & richard'. A black sign in the foreground displays '1144 11 M'.



NYC Landmarks Preservation
Commission



Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 3/28/2019

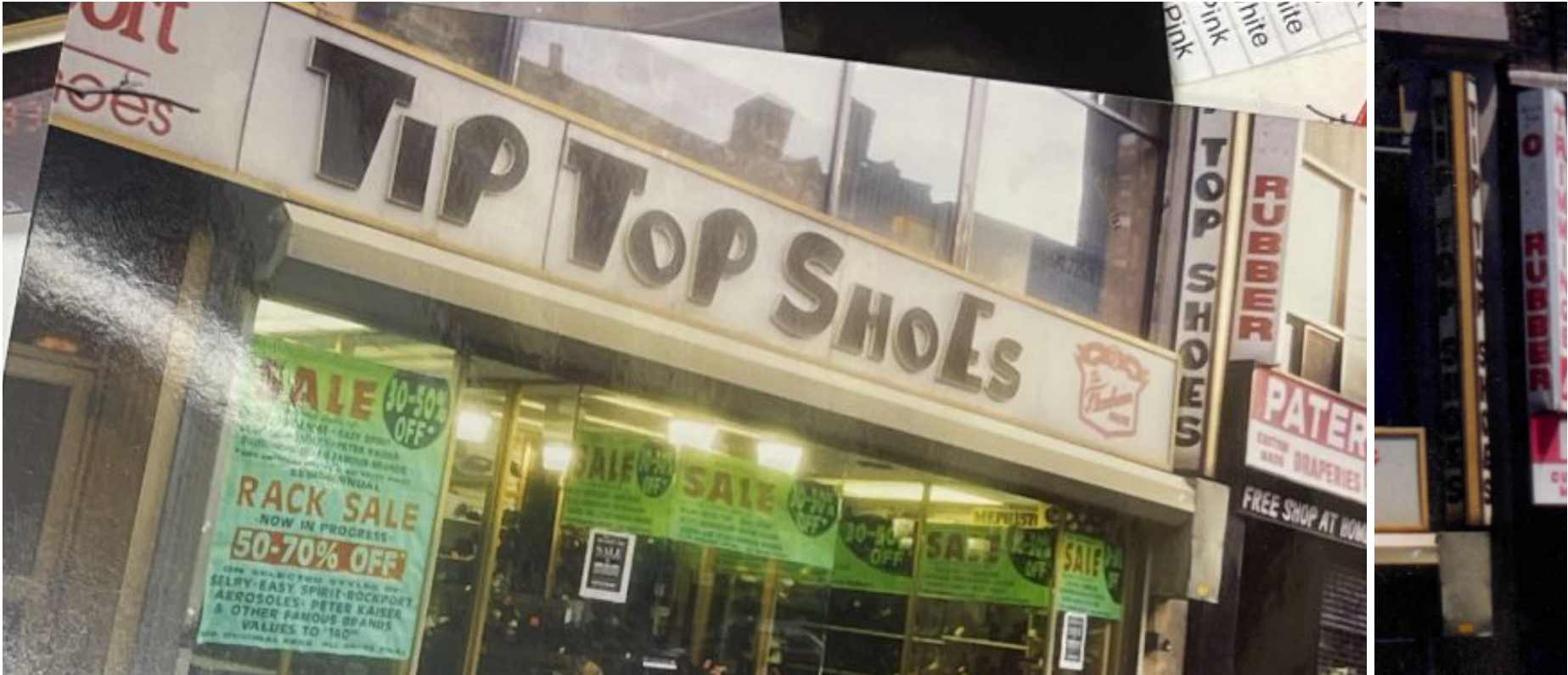
Present Day Storefront



Tip Top Shoes - Historical Storefront



Tip Top Shoes - Historical Storefront



Signage References

Here are some key references from other NYC storefronts. It features the type of signage we would be looking to have created for our design.

Barney Greengrass being the best example of the type of sign we are striving for. Classic & Timeless.



Signage (Facade Mockup)

Sign Design



Daylight



Night



ORIGINAL TIP TOP CIRCA 1950s-60s

1



SIGNAGE DETAIL

DUE TO THE UNIQUE NATURE OF THE ORIGINAL SIGN FROM THE 1940s - 1970s, I'D LIKE TO BRING BACK THE ILLUMINATED TRIANGLE AS A SECONDARY ELEMENT THAT SELLS OUR SERVICES ALONGSIDE A MEN'S AND WOMEN'S SHOE ILLUSTRATION FOR A CLASSIC TOUCH.

2



ORIGINAL '3D' CHANNEL LETTERING BASED OFF OLD SIGNAGE AND 'BARNEY GREENGRASS'



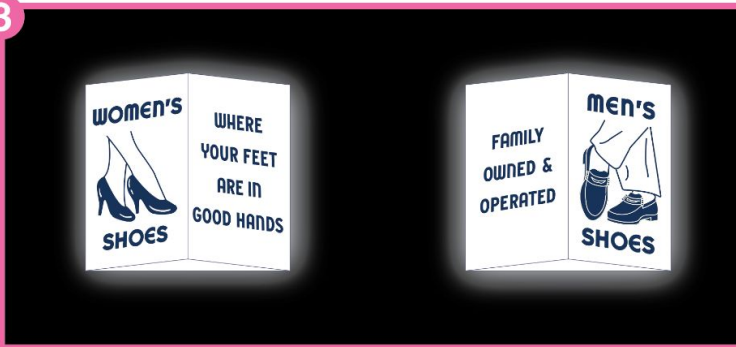
SIGNAGE DETAIL

34 FEET WIDE

40 INCH HIGH



3



CLASSIC WOMEN'S AND MEN'S ILLUSTRATIONS ACCOMPANIED WITH TRADITIONAL BRAND MESSAGING FOR TIP TOP. THIS IS AN ODE TO A SIMPLER TIME WHERE MOM AND POP SHOPS DOMINATED NEIGHBORHOODS.



SIGNAGE DETAIL

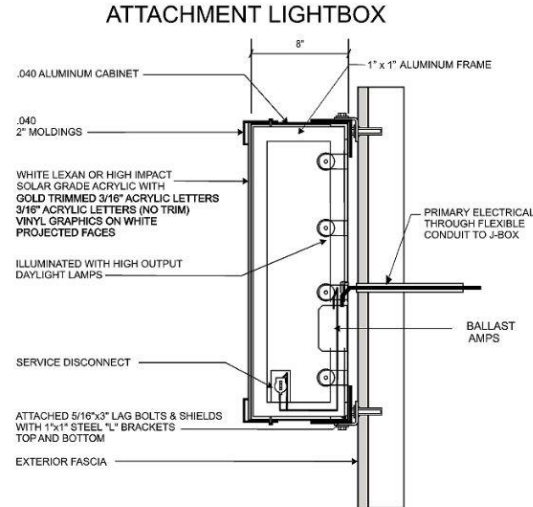
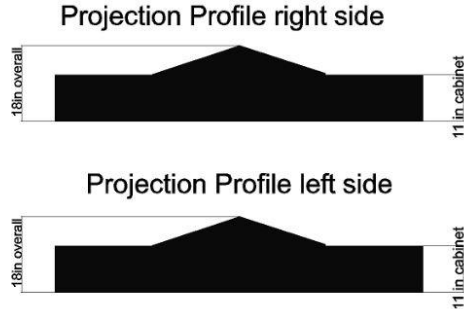
4



3D ACRYLIC LETTERING, SINGLECOLOR W/O ANY GOLD EDGES. SHOULD BE SECONDARY IN THE DESIGN AND NOT COMPETE WITH 'TIP TOP SHOES' HEADLINE.

Note: Existing sign boxes will remain, signage will be simply refaced per plans.

- (1) 40"x 34' blue plastic face with gold trim on white plex letters.
Smaller copy on left and right are cnc routed 3/16" white plex letters
- (2) illuminated "V" signs attached to existing light box, from top to bottom frames. vinyl applied graphics.
- (2) 1'x14' blue plastic face with white lettering.



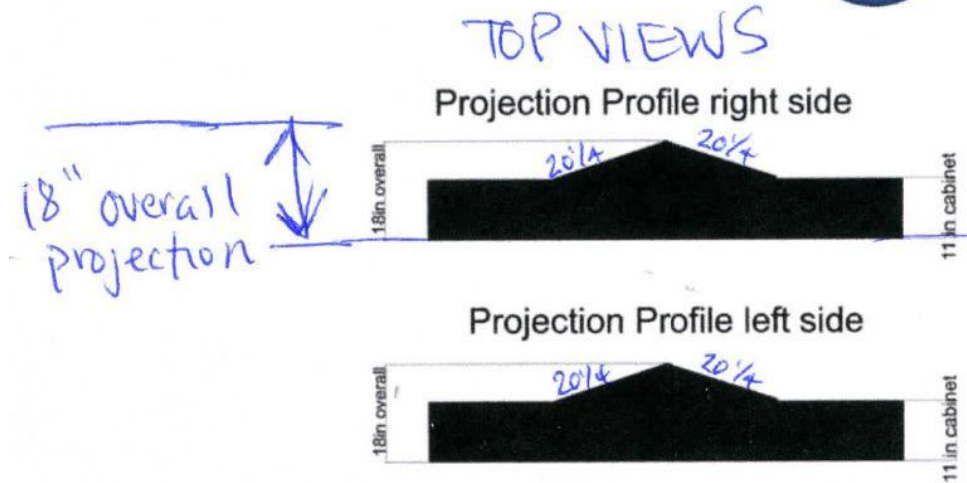
- (2) 1'x14' blue plastic faces with white lettering.
To replace existing faces.



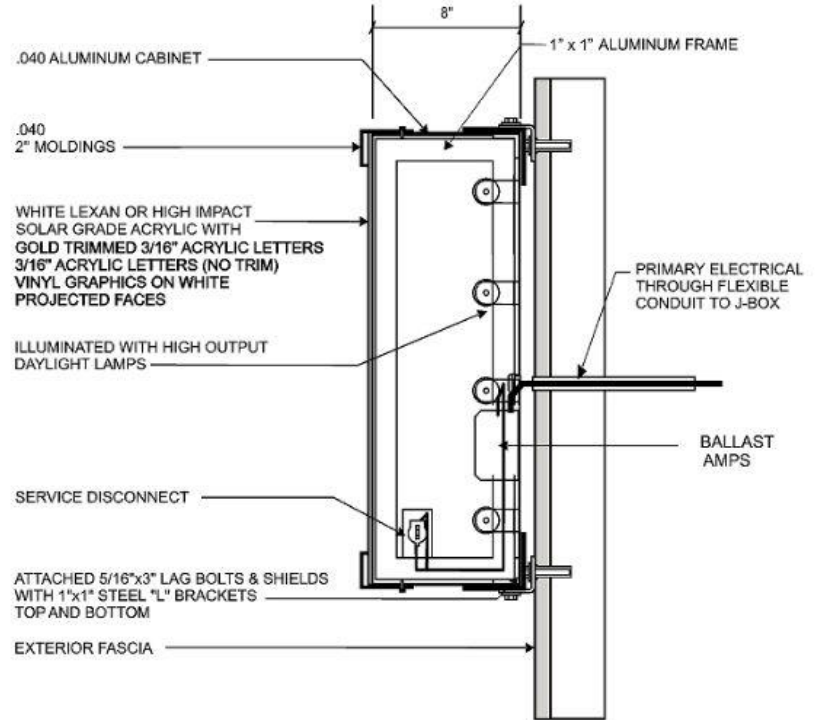
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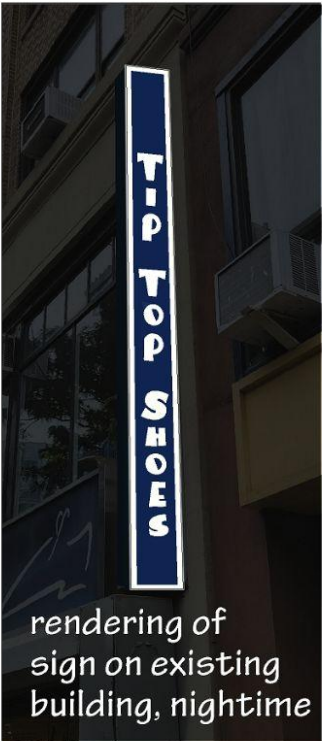
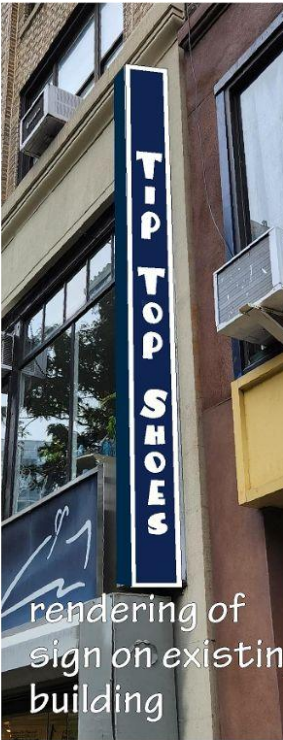
TOP VIEWS



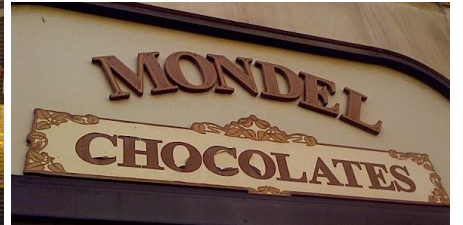
ATTACHMENT LIGHTBOX



(2) 1'x14' blue plastic faces with white lettering.
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Upper West Side - Unique Signage



Tip Top at Night



Manhattan Community Board 7

- Unanimous 5-0 approval
- Excitement from the Board Members
- Article feature written in local publication here:

<https://www.ilovetheupperwestside.com/tip-top-shoes-is-getting-a-new-sign-and-its-a-throwback/>

TiPToP SHOES

One Page Narrative of Presentation

Tip Top Shoes
155 W 72nd St, NY, NY 10023

Dear Manhattan Committee Board 7,

This narrative pertains to the refacing and updating of Tip Top Shoes storefront top signage, located at 155 W 72nd St between Broadway and Columbus Avenues.

In modern times it's easy to forget that there was once a level of craftsmanship from artisans in almost every field. Skilled labor produced beautiful objects all across the city, whether pertaining to fashion, accessories, objects, and general machinery. In previous generations, society did not simply ensure something 'worked' as intended, but made certain it had a level of beauty that pleased the eye. As society sped up, the level of craftsmanship and beauty has waned.

Signage is one of the best examples of a trade that has been decimated by speed and modern techniques. Up until the invention of the vinyl plotter and laser cutter in the 1980s, all signage was designed by a commercial artist and built by a sign shop. These craftsmen understood crucial elements of graphic design, typography, color theory, and legibility of the overall design to create a fun and unique visual impact for that business to stand out in a bustling metropolis.

Tip Top Shoes has been doing business on W 72nd St since 1940. A beloved local family run business in the Upper West Side, Tip Top values customer service and prides itself on treating the customer impeccably, a stark contrast to today's corporate retail that plagues the city. Over the decades Tip Top has gone through a number of signage changes based on popular trends of the era, and also fell victim to a vinyl sign from the 1990s.

Nash Design was hired to spearhead the redesign of the Tip Top storefront and bring back the curb appeal of the business. Upon review of Tip Top's previous signs from the 1940s-1970s, Nash designed a sign that unites elements from both of the archival signs. From the 1950s Tip Top had a beautiful triangular illuminated display across the name, and during the 1980s the sign looked more akin to Barney Greengrass with colorful 3D channel lettering and a gold frame.

The two triangular elements of the sign are illuminated and are inspired by classic mom and pop shop messaging with "Mens Shoes / Women's Shoes" as well as Tip Top's brand motto's "where your feet are in good hands" and "family owned and operated". The goal of the signage is to again beautify the storefront and create a sense of visual pride/pleasure for those walking along the block. Classic signage is slowly having a resurgence in our city, and we would like this new sign to be the newest beacon along W 72nd St.

Sincerely,
Alexander King (Designer, Nash Design)
Lester Wasserman (Owner, Tip Top Shoes)

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Thank You

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