



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
 1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007
 TEL: 212 669-7700 FAX: 212 669-7780



PERMIT

CERTIFICATE OF APPROPRIATENESS

ISSUE DATE: 11/02/16	EXPIRATION DATE: 11/2/2026	DOCKET #: LPC-19-1549	COFA COFA-19-4958
ADDRESS: 22 LITTLE WEST 12TH STREET		BOROUGH: Manhattan	BLOCK/LOT: 644 / 43
Gansevoort Market Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

James Jung
LW 12th Street Holding LLC
1407 Broadway, 30th Fl.
New York, NY 10018



Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of November 1, 2016, following the Public Hearing of the same date, voted to approve a proposal for certain work, as put forward in your application completed on October 6, 2016. The approval will expire on November 1, 2026.

The proposed work, as approved, consists of establishing a ten (10) year master plan governing the future installation of a painted wall sign on the secondary east façade, measuring 21' by 21', set back 5' from the roof line and 5' from the street wall, which covers no more than 20% of the visible wall surface, with a background limited to a single color and with a painted border with a color different than the background, with 60% or less image coverage when image is photorealistic and black and white with one accent color, or graphic with less than five colors; 40% or less image coverage when the image is color photorealistic, or graphic with five or more colors will not; with all signs to be painted by hand; as shown in presentation boards T-001.00, and SG-001.00 through SG-015.00, dated 8/3/16, prepared by Tarek M. Zeid, P.E., submitted as components of the application, and presented at the November 1, 2016.

In reviewing this proposal, the Commission noted that the Gansevoort Market Historic District designation report describes 22 Little West 12th Street as a neo-Georgian style stables building designed by John M. Baker and built in 1908-09; and that the building's style, scale, materials, and details are among the features

which contribute to the special historical and architectural character of the Gansevoort Market Historic District. The Commission also noted that Certificate of Appropriateness 13-0742 was issued on April 9, 2012 to establish a master plan governing the installation of painted wall signs at the eastern façade, with the approval limited to three (3) years; that Certificate of Appropriateness 13-0334 was issued on March 28, 2012 to construct a rooftop addition, modify the rear façade, install new storefront infill, a canopy, and establish a master plan governing the installation of a painted wall sign at the western façade, specifically connected to a building tenant; and that Authorization to Proceed 13-1946 was issued on May 25 2012 for the installation of a sign pursuant to the master plan and Authorization to Proceed 16-2969 was issued on September 24, 2014, for the installation of a sign pursuant to the master plan. The Commission also noted that Warning Letter 16-1218 was issued on June 1, 2016 for "Installation of wall sign at eastern facade of 22-26 Little West 12th Street building without permit(s);" and that Warning Letter 16-1219 was issued on June 1, 2016 for "Replacement of paired doors at western portion of 63-65 Gansevoort Street building without permit(s)."

With regard to this proposal, the Commission found that painted wall signs are a traditional method of advertising that was historically found in this historic district, typically on plain secondary facades with exposed common brick masonry; that there is a history of painted wall signs on this building; that the proposed Master Plan will prescribe the placement of the wall sign on the eastern secondary façade, pulled back at least 5' from both the edge of the primary façade and the roof, which will be in keeping with the location of painted signs traditionally found on secondary facades on commercial buildings within this historic district and that the sign will not obscure or cause damage to any significant architectural features of the building; that the size of the sign will not cover more than 20% of the exposed wall area and is modestly scaled on the wall, and therefore will not overwhelm the façade; that the limited color palette is consistent with previously approved signage master plans, and will give images a graphic quality that recalls the images found in historic painted wall signs; that the proposed sign will have a painted border with a simple color palette and will not call undue attention to itself or detract from the character of the streetscape; and that the Master Plan will be reviewed again after a period of ten years. Based on these findings, the Commission determined the proposed work to be appropriate to the building and the historic district and voted to approve it.

This master plan sets a standard for future painted wall signs and specifically identifies drawings which describe the approved master plan in detail. If the owner wishes to move forward with a portion of the work covered by the master plan, a completed application form must be filed with the Commission indicating the specific location of the new painted wall sign, colors, and graphic content, and stating that the work will conform to the approved master plan drawings and other documents on file with the Landmarks Preservation Commission. The staff of the Preservation Department will review the application to ascertain that all proposed work is covered by the master plan, and will then send the owner an Authorization to Proceed. The Authorization to Proceed will be sent prior to the commencement of the work and will be contingent on adherence to the approved master plan. Based on this and the above findings, the Master Plan has been marked approved by the Landmarks Preservation Commission with a perforated seal, and this Certificate of Appropriateness is being issued.

PLEASE NOTE: Warning Letters 16-1218 and 16-1219 remain in effect and are not addressed by this permit. Failure to resolve these matters may result in the issuance of Notices of Violation (NOV) originating from the Environmental Control Board in accordance with Title 63 of the Rules of the City of New York, Section 7-02 (c). Second NOVs require a court appearance and a civil fine may be imposed.

This permit is issued on the basis of the building and site conditions described in the application and disclosed during the review process. By accepting this permit, the applicant agrees to notify the Commission if the actual building or site conditions vary or if original or historic building fabric is discovered. The

Commission reserves the right to amend or revoke this permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application or disclosed during the review process.

All approved drawings are marked approved by the Commission with a perforated seal indicating the date of the approval. The work is limited to what is contained in the perforated document. Other work or amendments to this filing must be reviewed and approved separately. The applicant is hereby put on notice that performing or maintaining any work not explicitly authorized by this permit may make the applicant liable for criminal and/or civil penalties, including imprisonment and fine. This letter constitutes the permit; a copy must be prominently displayed at the site while work is in progress. Please direct inquiries to Timothy Shaw.

Meenakshi Srinivasan
Chair

PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Stuart Beckerman, Slater & Beckerman, P.C.

cc: S. Beckerman; C. Kane Levy, Deputy Director of Preservation, LPC