



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: 12/07/16	EXPIRATION DATE: 12/7/2022	DOCKET #: LPC-19-4527	COFA COFA-19-6040
ADDRESS: 69 GANSEVOORT STREET		BOROUGH: Manhattan	BLOCK/LOT: 644 / 64
Gansevoort Market Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

Michael Shah
Delsah Gansevoort 69 LLC
114 East 13th Street, Front 1
New York, NY 10003

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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 29, 2016, following the Public Hearing of the same date, voted to approve a proposal for certain work at the subject premises, as put forward in your application completed on November 3, 2016.

The proposal, as approved, consists of exterior alterations at the storefront, including the removal of the existing stainless steel storefront, and installation of a new stainless steel storefront, featuring a display window divided by a single mullion, double-leaf metal and glass entry doors, and a bulkhead measuring 1'-8", covered with corrugated cladding; removal of the existing metal and glass door and transom at the secondary entrance, and installation of a stainless steel metal and glass door and transom; and the installation of a white painted metal bracket sign measuring 16" by 36", featuring black pin-mounted lettering ("Madewell"), attached to the eastern stainless pier of the new storefront infill. The proposal was shown on eight (8) presentation slides dated November 29, 2016, prepared by Rex Lalire, R.A., submitted as components of the application, and presented at the Public Hearing and Public Meeting.

In reviewing this proposal, the Commission noted that the style, scale materials and details of the building are among the features that contribute to the special architectural and historic character of the Gansevoort Market Historic District. The Commission further noted that the existing storefront alterations were

previously approved under Certificate of No Effect 18-5205, issued on April 28, 2016. Upon further review, it was determined that these changes should be reviewed by the full Commission since the storefront was called out in the designation report, and the previous permit was rescinded on November 6, 2016, pursuant to Title 63, Section 7-06 of the Rules of the City of New York. The Commission further noted that the bracket sign was not included in the previous application, and is pending DOB approval for a lower height, 8 foot above the sidewalk.

With regard to this proposal, the Commission found that the 1949 Moderne style stainless steel storefront cladding was in a deteriorated and structurally unsound condition, warranting its removal and the reconstruction of the façade; that the design of the new storefront infill, featuring a two-paned display window and a bulkhead measuring 1'-8" in height, recalls the bulkhead and display window of the original R&L Restaurant storefront documented in the 1940 tax photo; that new storefront infill also recalls the Moderne style alterations from 1949, featuring the corrugated stainless steel cladding at the bulkhead and piers, and double-leaf metal and glass entry doors; that the new storefront infill, featuring a lowered bulkhead height from the previous 3' 6", supports the adaptive re-use of this storefront for a retail function, and is in keeping with the characteristic evolving nature of the district; that the removal of the wood entrance door at the eastern bay of the façade did not cause the removal of any significant historic fabric, and that the new stainless and glass entry door is more in keeping with the industrial and commercial character of the storefront and streetscape; that the proposed bracket sign will be installed on the new stainless steel pier, and therefore will not cause damage to, or loss of any significant historic fabric; and that the proposed placement, size, and design of the bracket sign is in keeping with the commercial and manufacturing character of the buildings within the Gansevoort Market Historic District. Based on these findings, the Commission determined the proposed work to be appropriate to the Gansevoort Market Historic District and voted to approve it.

However, in voting to approve this proposal, the Commission required that two complete sets of drawings be submitted for review and approval by the staff of the Commission. Subsequently, on November 29, 2016, the staff received drawings labeled A-A-1 through A-8, dated November 29, 2016, and prepared by Lalire March Architects LLP. Accordingly, the staff reviewed these drawings and noted the inclusion of the following additional work: installation of black vinyl lettering ("Delivery Only") on the secondary entrance door; installation of a retractable awning, clad in white canvas with navy blue lettering ("Madewell"); removal of the existing light fixtures, exposed conduit and junctions boxes; structural steel repair at the parapet, including removal of the historic stainless steel R&L Restaurant signage and face brick, as required, removal and replacement of the concealed structural steel lintel, and reinstallation of the signage and face brick, repointed with a Portland cement and lime based mortar; at the setback second floor, removal of the existing metal door, and installation of a metal and glass door within the existing opening, finished in white; and installation of neon signage ("Madewell"), six inches behind the storefront display window.

With regards to this additional work, the Commission finds, in accordance with the provisions set forth in Title 63 of the Rules of the City of New York, Section 2-20 (c), that the historic sign will be retained and repaired; that the installation of signage will not damage, destroy or obscure significant architectural features or material of the building or storefront; that the installation of vinyl signage on the entrance door will not exceed more than 20 percent of storefront glazing, and therefore will not substantially reduce the transparency of the door; that the installation of one (1) interior neon sign a minimum of 6 inches behind the glass, and not exceeding 4 square feet in area, at each display window will not substantially reduce the transparency of the display window; and that the overall amount of signage is not excessive and will not detract from the architectural features of the building, the adjacent buildings, or the streetscape. The Commission further finds, in accordance with the provisions of RCNY, Title 63, Section 2-12(f), that the awning will be retractable; that the awning will have a straight slope and be open at the sides; that the

awning skirt will be unframed; that the skirt height will be proportional to the height and size of the awning; that the attachment of the awning will not cause the loss of, damage to, or hide or obscure any significant feature; that the awning will be installed at or directly below the lintel or transom bar; that the lowest framed portion of the awning will be at least eight feet above the sidewalk and the lowest unframed portion of the awning will be at least 7 feet above the sidewalk; that the awning on this projecting storefront will be attached to the projecting storefront below the storefront cornice or cap; that the length of the awning will not exceed the length of the storefront opening or the associated window opening, and the edges of the awning shall be aligned as closely as possible with the inside face of the principal piers of the storefront, or the window opening; that the underside of the awning shall be open; that the awning shall project at an angle and be of a length, size and slope which are proportional to the size and height of the window or door; that the awning will be clad only with water repellent canvas with a matte finish; that signs, such as lettering or graphics, will be limited to the awning skirt only; that the size of lettering will be proportional to the height of the awning skirt; and that the awning fabric shall consist of a solid color or vertical stripes that harmonize with the historic color palette of the building. The Commission finally finds that the removal of the existing light fixtures and exposed conduit will eliminate unsympathetic alterations that detract from the significant architectural features of the building, without causing the removal of any historic fabric; that the proposed restoration work will protect the building's façade and structure from future damage due to water infiltration and aid in the long term preservation of the building; that the replacement of the steel lintel will eliminate potentially unstable conditions, and protect the building's façade and underlying structure from damage due to water infiltration; the proposed mortar will match the historic mortar in terms of size, color, texture and tooling; that the removal of the existing doors will not eliminate any significant historic features from the building; that the proposed doors are in keeping with the age, type and style of the building in terms of configuration, materials and details; that the door finish is appropriate for a building of this age, style, and type; and that the new neon restaurant signage at the display window will recall the historic neon signage ("Florent") at this location; and that otherwise the proposal approved by the Commission has been maintained. Based on this and the above findings, the drawings have been marked approved by the Landmarks Preservation Commission with a perforated seal, and this Certificate of Appropriateness is being issued.

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 Karina Bishop.

Meenakshi Srinivasan
Chair

PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Rex Lalire, Lalire March Architects

cc: Caroline Kane Levy, Deputy Director of Preservation; John Weiss, Deputy Counsel/ LPC