



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: 11/08/18	EXPIRATION DATE: 9/25/2024	DOCKET #: LPC-19-31528	COFA COFA-19-31528
ADDRESS: 838 GREENWICH STREET		BOROUGH: MANHATTAN	BLOCK/LOT: 643 / 57
Gansevoort Market Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

Ziua Bergman
838 Greenwich Street
New York, NY 10014

**NOT ORIGINAL
 COMPUTER-GENERATED COPY**

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of September 25, 2018, following the Public Hearing of the same date, voted to grant a Certificate of Appropriateness for the approved work at the subject premises, as put forward in your application completed on August 30, 2018, as you were notified in Status Update Letter 19-28998 issued on September 26, 2018. The approval will expire on September 25, 2028.

The proposal, as approved, consists of establishing a 10 year Master Plan governing the future installation of painted wall signs located at the north facade, measuring 10' tall x 23' wide, set back 2' from the stepped, set back parapet, and featuring a single color background; a solid black or white painted border with a color different from the background color; 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 image is photorealistic and in color, or graphic with five or more colors; with all signs to be painted by hand. The proposal was shown on presentation slides featuring existing conditions and historic photographs, renderings, and existing and proposed drawings labeled 1 through 14, prepared by Jackie Peu Duvallon, and presented at the Public Hearing and Public Meeting.

In reviewing this proposal, the Commission noted that the Gansevoort Market Historic District describes 838 Greenwich Street as an apartment building designed by Seymour Churgin built in 1980-81; and that the

building's style, scale, materials, and details are among the features that contribute to the special architectural and historic character of the historic district.

With regard to this proposal, the Commission found that painted wall signs are in keeping with the industrial and commercial character of the Gansevoort Historic District; that the sign will face a wide and busy commercial intersection, that there is historic precedence for signs of this type and scale in this historic district; that the installation is consistent with a previous Commission approval for a sign of a similar size and location on this building; that the sign will be located at a secondary elevation and pulled back from the edges of the building, and will not conceal or detract from any significant architectural features; that the size of the sign is less than 20% of the exposed party wall, and therefore will not detract from the building; that the painted application of the signage will be in keeping with the traditional application methods and commercial character of painted wall signs historically found on buildings within this district; that the proposed parameters regarding size and limited color palettes will result in a graphic quality which will be in keeping with the character of historic painted wall signs; that the proposed sign will have a painted black or white border that will delineate the sign and distinguish it from the façade; and that the proposed Master Plan will be valid for a period of 10 years, and the applicant will document every sign approved under the Master Plan so that there is a good record that the Commission can consider when reviewing the effectiveness of the Master Plan criteria. Based on these findings, the Commission determined the work to be appropriate to the building and the historic district, and voted to approve the application.

The Commission authorized the issuance of a Certificate of Appropriateness upon receipt, review and approval of two or more sets of signed and sealed Department of Building filing drawings showing the approved design.

Subsequently, on October 19, 2018, the Landmarks Preservation Commission received two sets of the required final filing drawings, labeled T-000, A-100, A-200, dated April 23, 2018, prepared by Angel Ayon, RA. Accordingly, staff reviewed these materials and found that the design approved by the Commission has been maintained. Based on this and the above findings, the drawings have been marked approved with a perforated seal, and Certificate of Appropriateness 19-31528 is being issued.

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.

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.

Sarah Carroll
Chair

PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Ernesto Anton, Ayon Studio

cc: Edith Bellinghausen, Deputy Director; Ernesto Anton, Ayon Studio