



Date:	12/11/2018
LPC Docket #:	LPC-19-25194
LPC Action:	Approved with modifications
Action required by other agencies:	
Permit Type:	CERTIFICATE OF APPROPRIATENESS

**Address:** 770 Broadway, 133-147 East 8th Street, 42-58 4th Avenue, and 74 86 East 9th Street

**Borough:** Manhattan

**Block:** 554      **Lot:** 1

**Historic District:** NoHo Historic District

**Description:** A Renaissance Revival style department store building designed by D.H. Burnham & Co. and built in 1903-07, with an addition built in 1924-25. Application is to install illuminated signage.

### COMMISSION FINDINGS

The Commission NOTED that the building’s style, scale, materials, and details are among the features that contribute to the special architectural and historic character of the NoHo Historic District.

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Commission APPROVED the proposal WITH MODIFICATIONS, finding:

- that the proposed work will not alter, damage, or obscure any significant architectural features;
- that the removal of five existing signs from the arched mezzanine windows, and four signbands above the storefront windows, and the installation of two illuminated signs at the recessed corner storefront bays will reduce the overall amount of signage and clutter at the building’s base;
- that the corner storefront bays were altered to create a recessed entrance prior to the designation of the historic district, therefore the installation of illuminated signage will not detract from a significant façade composition at the corner;
- that the proposed signs will be installed within the storefront openings, flush with the returns of the piers, helping to maintain the streetwall and recall the original placement of the historic storefront at this corner;
- that the proposed signage will be well-scaled to the facades and will not overwhelm this large commercial building;
- and that the type of signs proposed, consisting of internally illuminated box signs with vinyl appliques will draw undue attention to themselves.

However, in voting to grant this approval, the Commission required:

- that the design of the signs be revised to feature a metal sign panel with individually illuminated or halo-lit letters.

#### VOTE:

Present: Sarah Carroll, Adi Shamir-Baron, Diana Chapin, Wellington Chen, Michael Devonshire, Michael Goldblum, John Gustafsson, Kim Vauss, Jeanne Lutfy, Anne HolFord Smith, Frederick Bland

10-0-0

In Favor = S.Carroll, A.Shamir-Baron, D.Chapin, W.Chen, M.Devonshire, M.Goldblum, J.Gustafsson, K.Vauss, J.Lutfy, A.HolFord Smith

Oppose =

Abstain =

Recuse = F.Bland

Please note that these “Commission Findings” are a summary of the findings related to the application. This is NOT a permit or approval to commence any work. No work may occur until the Commission has issued a Certificate of Appropriateness, which requires review and approval of Department of Buildings filing drawings and/or other construction drawings related to the approved work. In addition, no work may occur until the work has been reviewed and approved by other City agencies, such as the Department of Buildings, as required by law