



Date:	9/25/2018
LPC Docket #:	LPC-19-28998
LPC Action:	Approved
Action required by other agencies:	DOB
Permit Type:	CERTIFICATE OF APPROPRIATENESS

Address: 838 Greenwich Street

Borough: Manhattan

Block: 643 **Lot:** 57

Historic District: Gansevoort Market Historic District

Description: An apartment building designed by Seymour Churgin built in 1980-81. Application is to establish a Master Plan governing the future installation of painted wall signs.

COMMISSION FINDINGS

The Commission NOTED that the building's style, scale, materials and details contribute to the architectural and historic character of the Gansevoort Market Historic District.

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

- 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.

VOTE:

Present: Frederick Bland, Diana Chapin, Wellington Chen, Michael Devonshire, John Gustafsson, Kim Vauss

6-0-0

In Favor = F.Bland, D.Chapin, W.Chen, M.Devonshire, J.Gustafsson, K.Vauss

Oppose =

Abstain =

Recuse =

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