

The current proposal is:

Preservation Department – Item 1, LPC-24-04256

**675 Hudson Street – Gansevoort Market Historic District
Borough of Manhattan**

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed

LPC Public Meeting

675 Hudson St / 24 9th Ave

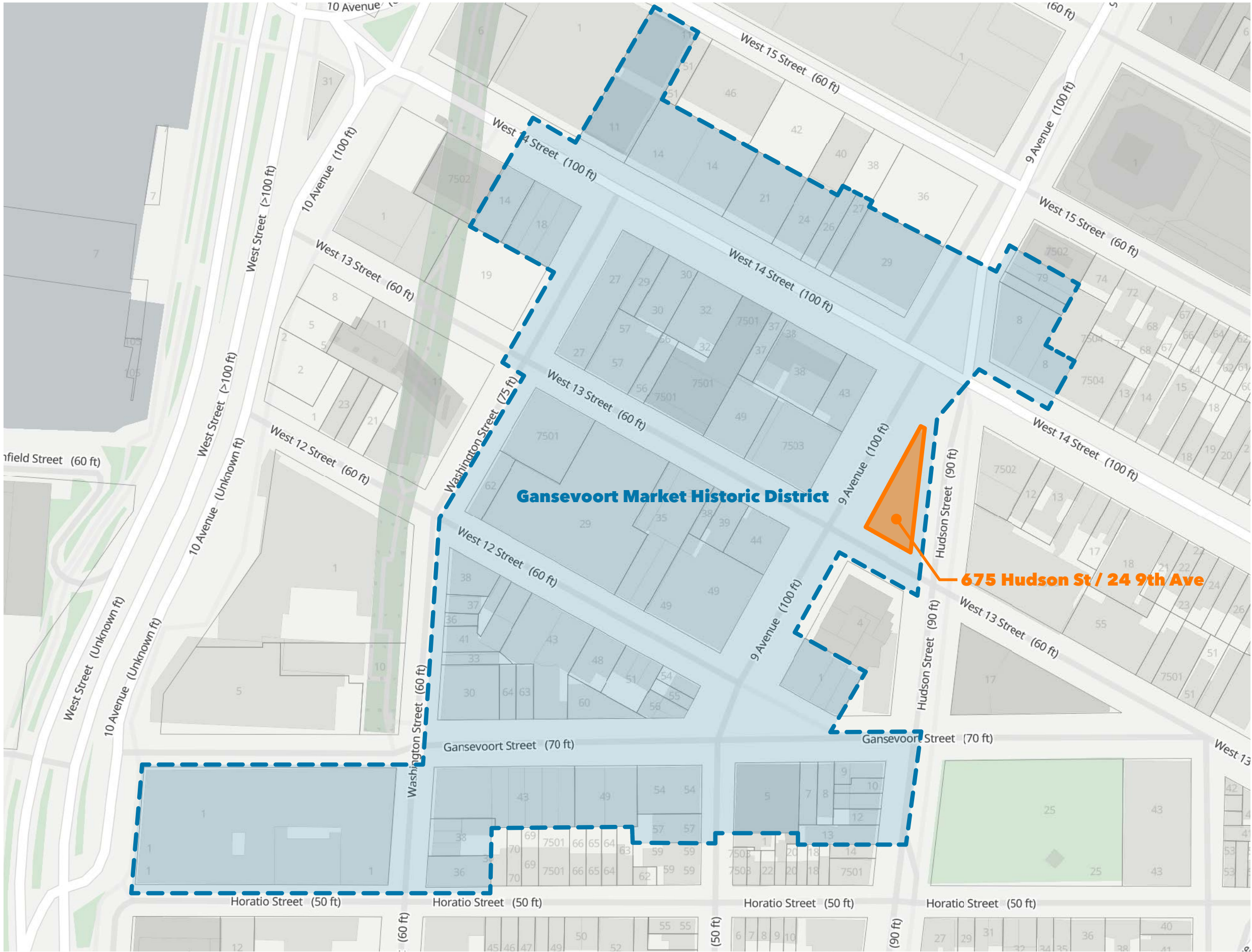
2024.05.07

MANCINI:

District - Building and Gansevoort Market Historic District



View from the corner of Hudson St and West 14th Street



Site - Building Aerial View



Existing Conditions



9th Avenue



W13th Street



Hudson Street



Previous and Revised Proposals

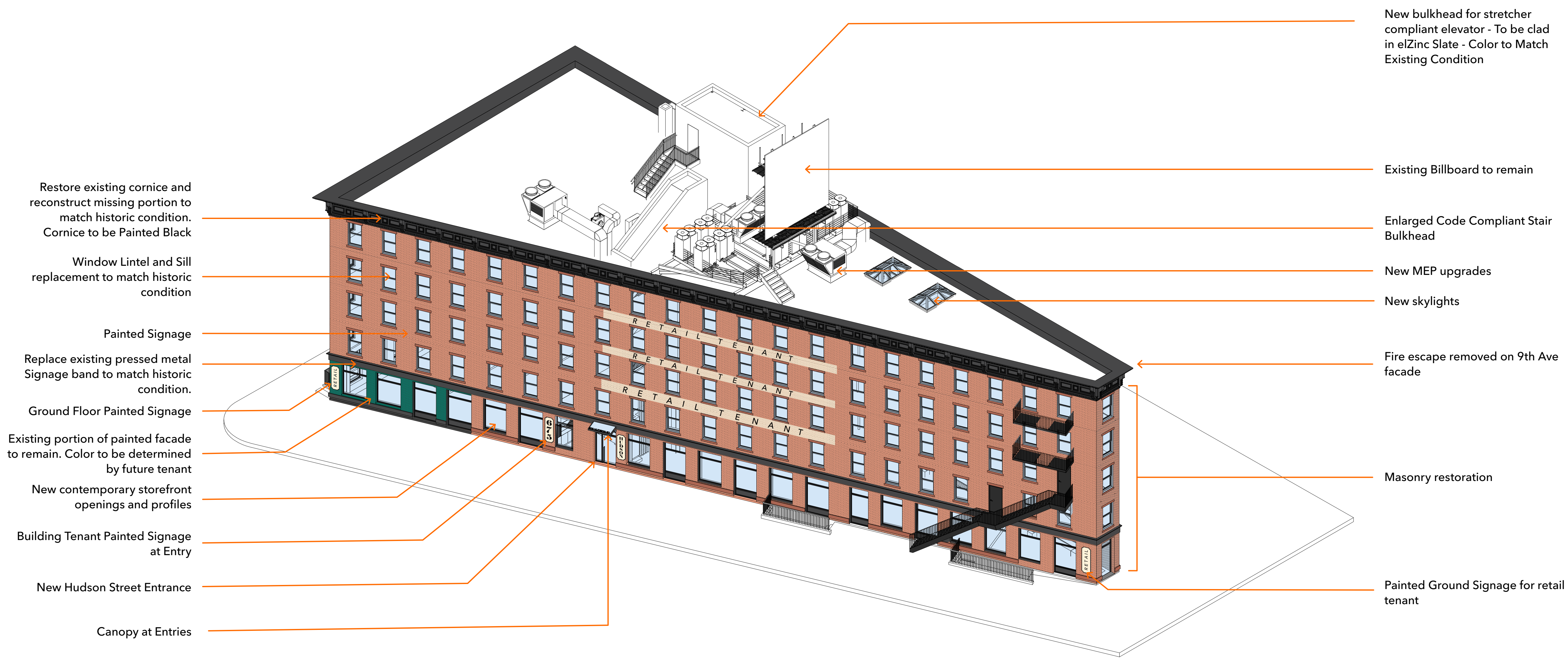


PREVIOUS PROPOSAL - JANUARY 20, 2024



REVISED PROPOSAL - MAY 07, 2024

Revised Proposal - Proposed New Design



- Restore existing cornice and reconstruct missing portion to match historic condition. Cornice to be Painted Black
- Window Lintel and Sill replacement to match historic condition
- Painted Signage
- Replace existing pressed metal Signage band to match historic condition.
- Ground Floor Painted Signage
- Existing portion of painted facade to remain. Color to be determined by future tenant
- New contemporary storefront openings and profiles
- Building Tenant Painted Signage at Entry
- New Hudson Street Entrance
- Canopy at Entries

- New bulkhead for stretcher compliant elevator - To be clad in eZinc Slate - Color to Match Existing Condition
- Existing Billboard to remain
- Enlarged Code Compliant Stair Bulkhead
- New MEP upgrades
- New skylights
- Fire escape removed on 9th Ave facade
- Masonry restoration
- Painted Ground Signage for retail tenant

Proposed New Design

Previous vs Revised Proposal - Color Story (East and West Elevations)



PREVIOUS PROPOSAL - JANUARY 20, 2024

REVISED PROPOSAL - MAY 07, 2024

Phases of Development

675 HUDSON



1855



1927



1934



1985

EARLY DEVELOPEMENT

1840 - 1879

THE GANSEVOORT MARKET

1880 - 1928

THE MEATPACKING DISTRICT

1928 - 1970

THE PRESENT

1970s onwards

GANSEVOORT HISTORIC DISTRICT



1867



1900



1930



2014

Historic Context



675 Hudson St / 24 9th Ave, 1855 (NYHS)

Historic Context



W13th Street, Tax Photo 1985



Hudson Street ca. 1990 (Village Preservation)

Signage - Historic Reference



66-44 Ninth Avenue c. 1910 (Village Preservation)

Signage - Historic Reference



55 Gansevoort Street 1940 (NYPL)

Signage - Historic Reference



22 Little West 12th St 1940 (NYPL)

Previous Proposal



Signage - Painted Signage West Elevation (Option 01)



50' - 0" (SINGLE TENANT, SINGLE BAND)

Signage - Painted Signage West Elevation (Option 02)



*CONTENT SHOWN FOR MOCK UP REFERENCE ONLY. FINAL CONTENT TO BE DESIGNED BY TENANT AND APPROVED BY LPC STAFF

40'-0" AND 20' - 0"
(SINGLE TENANT, OR TWO TENANT)

IN THE EVENT OF TWO (2) RETAIL TENANTS - SIGNAGE TO BE SPLIT VERTICALLY. ALLOCATING ONE (SOUTHERN) PAINTED AREA PER SPANDREL TO THE SOUTH TENANT AND ONE (NORTHERN) PAINTED AREAS PER SPANDREL TO THE NORTH TENANT.

Signage - Painted Signage West Elevation (Option 03)



*CONTENT SHOWN FOR MOCK UP REFERENCE ONLY. FINAL CONTENT TO BE DESIGNED BY TENANT AND APPROVED BY LPC STAFF

THREE (3) 20' - 0" (SINGLE TENANT, OR TWO TENANT)

IN THE EVENT OF TWO (2) RETAIL TENANTS - SIGNAGE TO BE SPLIT VERTICALLY. ALLOCATING ONE (SOUTHERN) PAINTED AREA PER SPANDREL TO THE SOUTH TENANT AND ONE (NORTHERN) PAINTED AREAS PER SPANDREL TO THE NORTH TENANT.

Signage - Painted Signage East Elevation (Option 01)



50' - 0" (SINGLE TENANT, SINGLE BAND)

*CONTENT SHOWN FOR MOCK UP REFERENCE ONLY. FINAL CONTENT TO BE DESIGNED BY TENANT AND APPROVED BY LPC STAFF

Signage - Painted Signage East Elevation (Option 02)



IN THE EVENT OF TWO (2) RETAIL TENANTS - SIGNAGE TO BE SPLIT VERTICALLY. ALLOCATING ONE (SOUTHERN) PAINTED AREA PER SPANDREL TO THE SOUTH TENANT AND ONE (NORTHERN) PAINTED AREA PER SPANDREL TO THE NORTH TENANT.

25' - 0" AND 40'-0" (SINGLE TENANT, OR TWO TENANT)

*CONTENT SHOWN FOR MOCK UP REFERENCE ONLY. FINAL CONTENT TO BE DESIGNED BY TENANT AND APPROVED BY LPC STAFF

Signage - Painted Signage East Elevation (Option 03)



IN THE EVENT OF TWO (2) RETAIL TENANTS - SIGNAGE TO BE SPLIT VERTICALLY. ALLOCATING ONE (SOUTHERN) PAINTED AREA PER SPANDREL TO THE SOUTH TENANT AND TWO (NORTHERN) PAINTED AREAS PER SPANDREL TO THE NORTH TENANT.

THREE (3) 25' - 0" (SINGLE TENANT, OR TWO TENANT)

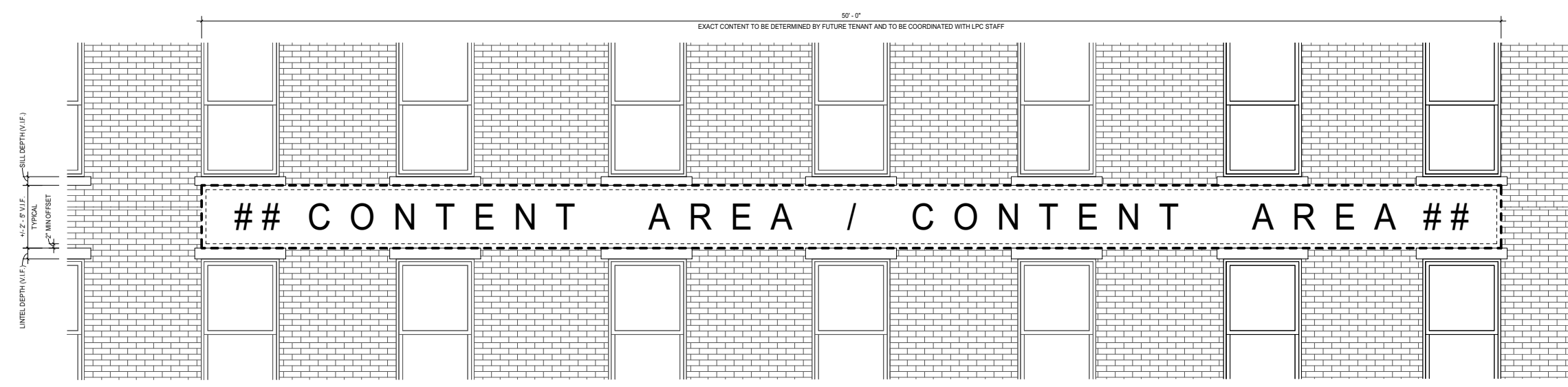
*CONTENT SHOWN FOR MOCK UP REFERENCE ONLY. FINAL CONTENT TO BE DESIGNED BY TENANT AND APPROVED BY LPC STAFF

Signage - Painted Signage South Elevation

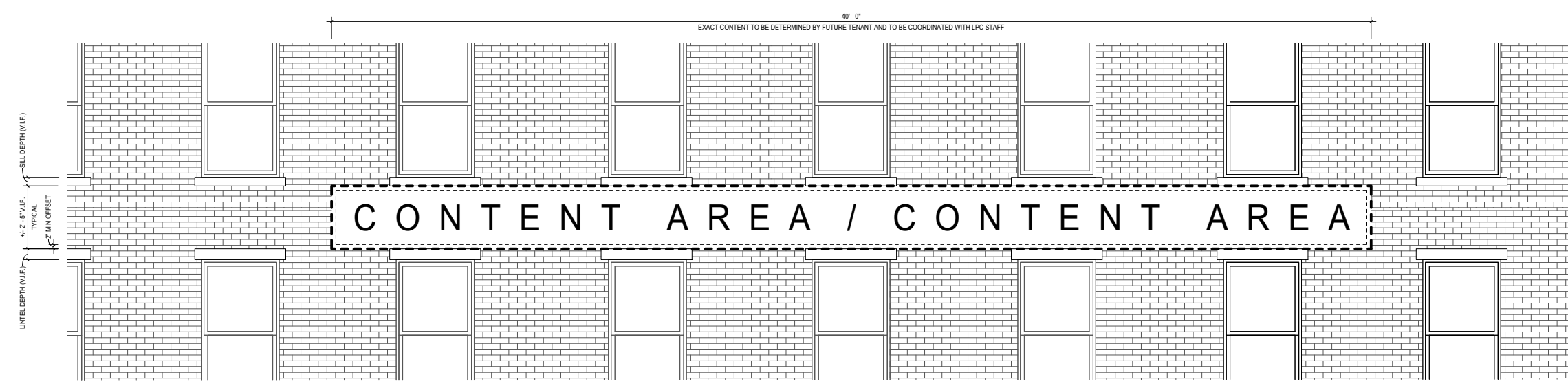


25' - 0" (SOUTH TENANT, SINGLE BAND)

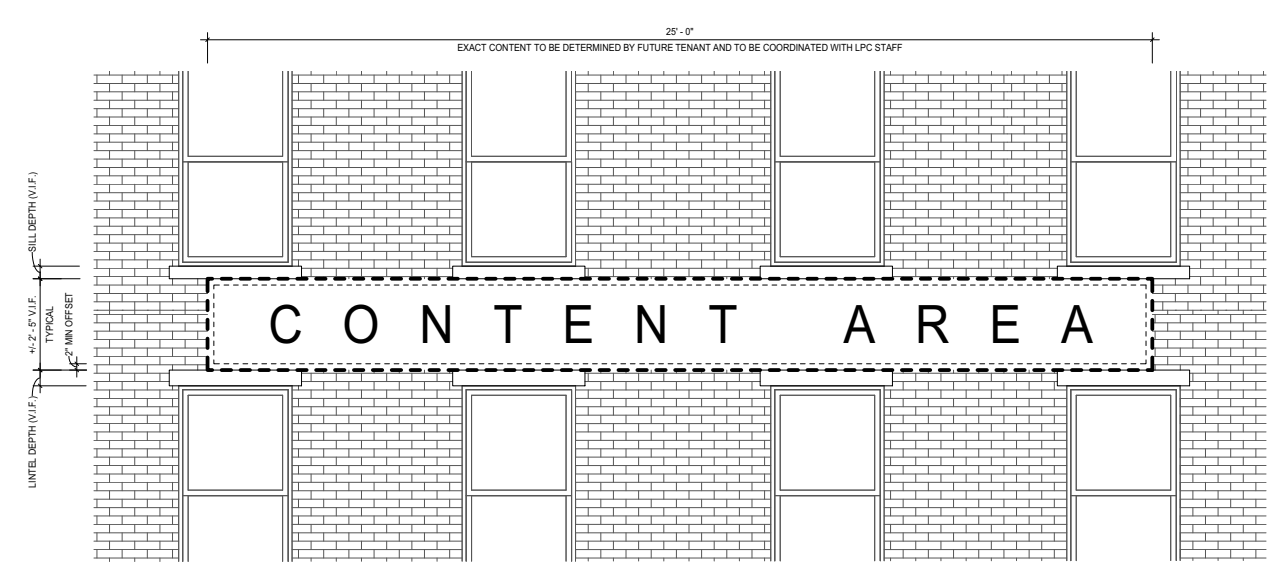
Signage - Painted Signage Content Parameters



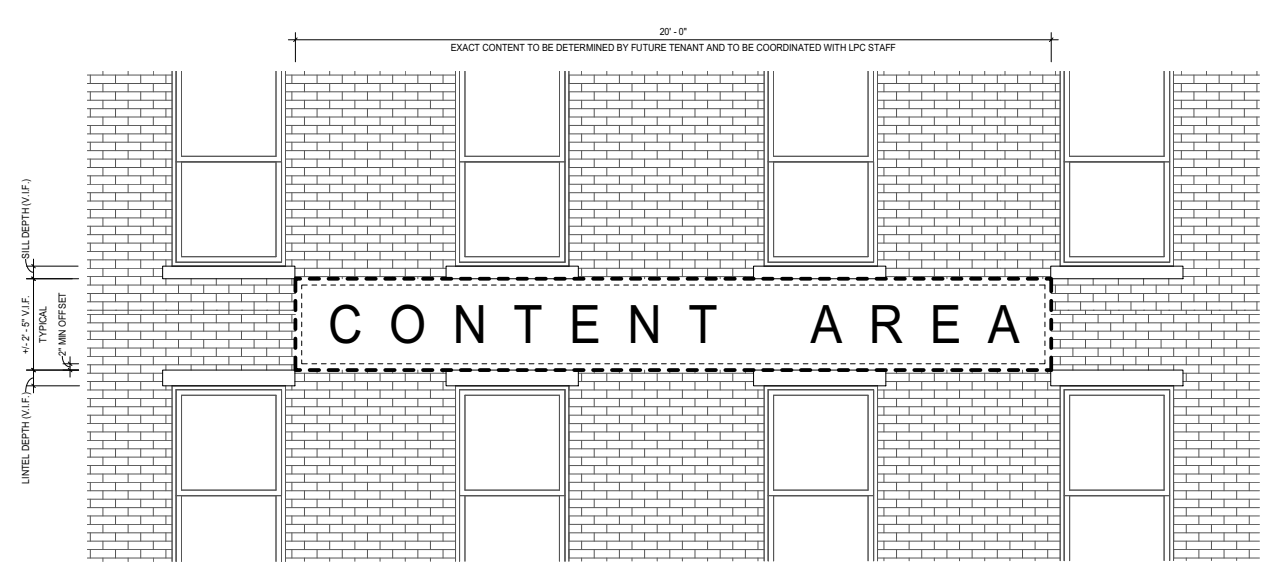
1 OPTION 01 (HUDSON ST AND 9TH AVE) - 50' - 0" PAINTED SIGNAGE
NOT TO SCALE



2 OPTION 02 (HUDSON ST AND 9TH AVE) - 40' - 0" PAINTED SIGNAGE
NOT TO SCALE



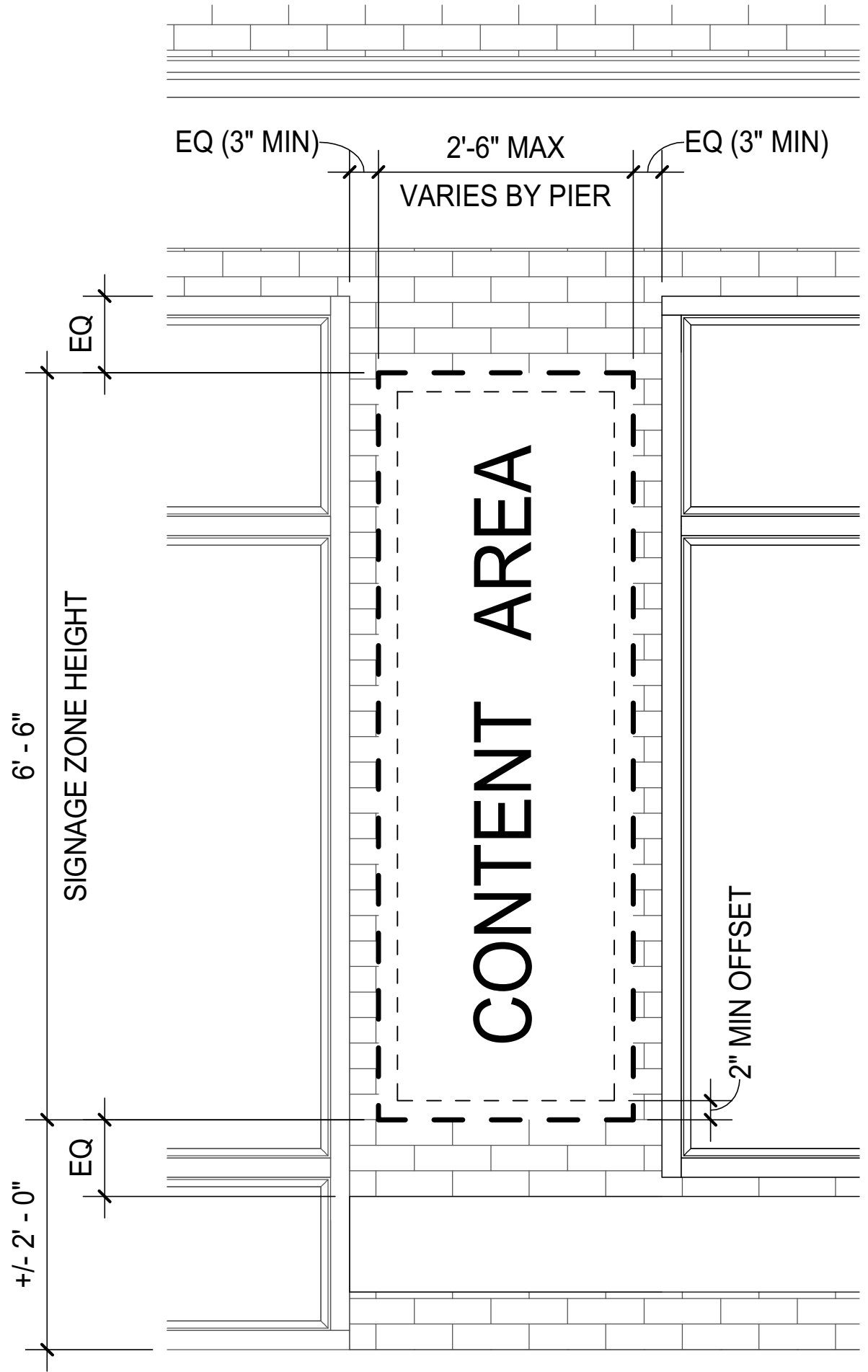
3 OPTION 02 / 03 (HUDSON ST) + ALL OPTIONS (W13 ST) - 25'-0" PAINTED SIGNAGE
NOT TO SCALE



4 OPTIONS 02 / 03 (9TH AVE) - 20'-0" PAINTED SIGNAGE
NOT TO SCALE

UPPER FACADE PAINTED SIGNAGE CONTENT GUIDELINES:

- SIGNAGE TO BE CONTAINED WITHIN DESIGNATED ZONES. PAINTED AREA SHALL ALIGN TO THE WINDOW SILLS AND LINTELS AT THE TOP AND BOTTOM OF EACH BRICK SPANDREL. CONTENT WITHIN PAINTED AREA TO BE OFFSET 2" MIN FROM EDGE
- SIGNAGE TO BE TWO (2) CONTRASTING COLORS CONSISTING OF DARK TEXT, SYMBOLS AND/OR BRANDING ICONS ON A LIGHT BACKGROUND (TO MATCH BENJAMIN MOORE - WINDHAM CREAM HC-6).
- UPPER FACADE SIGNAGE TO BE FOR BUILDING GROUND FLOOR TENANTS ONLY. EXACT CONTENT TO BE APPROVED BY LPC STAFF.
- TO ENSURE VARIETY, SIGNAGE FOR AN INDIVIDUAL TENANT WILL VARY WITHIN EACH PANEL SO THAT NO MORE THAN THREE PANELS CAN INCLUDE MATCHING CONTENT
- * WEST FACADE TO BE: **OPTION 01** - A SINGLE 50'-0" PAINTED AREA / **OPTION 02** - A 40'-0" AND 20'-0" PAINTED AREA / **OPTION 03** - THREE (3) 20'-0" PAINTED AREAS PER SPANDRELS.
- * EAST FACADE TO BE: **OPTION 01** - A SINGLE 50'-0" PAINTED AREA / **OPTION 02** - A 40'-0" AND 25'-0" PAINTED AREA / **OPTION 03** - THREE (3) 25'-0" PAINTED AREAS PER SPANDREL.
- * SOUTH FACADE TO BE THREE (3) 25'-0" PAINTED AREAS PER SPANDREL. (FOR ALL OPTIONS)



GROUND FLOOR PAINTED SIGNAGE CONTENT GUIDELINES:

- PAINTED SIGNAGE TO BE CONTAINED WITHIN DESIGNATED ZONES. PAINTED AREA SHALL BE OFFSET NO LESS THAN 3" FROM ADJACENT STOREFRONTS. CONTENT WITHIN PAINTED AREA TO BE OFFSET 2" MIN FROM EDGE
- PAINTED SIGNAGE TO BE TWO (2) CONTRASTING COLORS CONSISTING OF ONE OF THE FOLLOWING:
 - *DARK CONTENT ON A LIGHT PAINTED BACKGROUND
 - *LIGHT CONTENT ON A DARK PAINTED BACKGROUND
 - *LIGHT OR DARK CONTENT PAINTED DIRECTLY ON NATURAL BRICK
- PAINTED SIGNAGE TO BE FOR BOTH BUILDING GROUND FLOOR AND UPPER FLOOR TENANTS AS SHOWN ON PLAN. EXACT CONTENT TO BE APPROVED BY LPC STAFF

Revised Proposal - Option 01 (Single Tenant)



Revised Proposal - Option 01 (Single Tenant)



Revised Proposal - Option 01 (Single Tenant)



Revised Proposal - Option 02 (Single/Two Tenant)



Revised Proposal - Option 02 (Single/Two Tenant)



Revised Proposal - Option 02 (Single Retail Tenant)



Revised Proposal - Option 03 (Single/Two Tenant)



Revised Proposal - Option 03 (Single/Two Tenant)



Revised Proposal - Option 03 (Single-Tenant)



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01

Appendix



02

**Historic Context &
Existing Conditions**



Historic Context



9th Avenue and 13th Street, 1915 (LOC)



Historic Context



Hudson Street 1927 (NYPL)



Detail of storefront along Hudson Street 1927 (NYPL)

Historic Context



Hudson Street 1934 (NYPL)



Detail of storefront along Hudson Street, 1934 (NYPL)

Historic Context



W 13th Street- LPC Designation Photo 2003



9th Avenue- LPC Designation Photo 2003

Historic Context



Hudson Street- LPC Designation Photo 2003



9th Avenue- LPC Designation Photo 2003

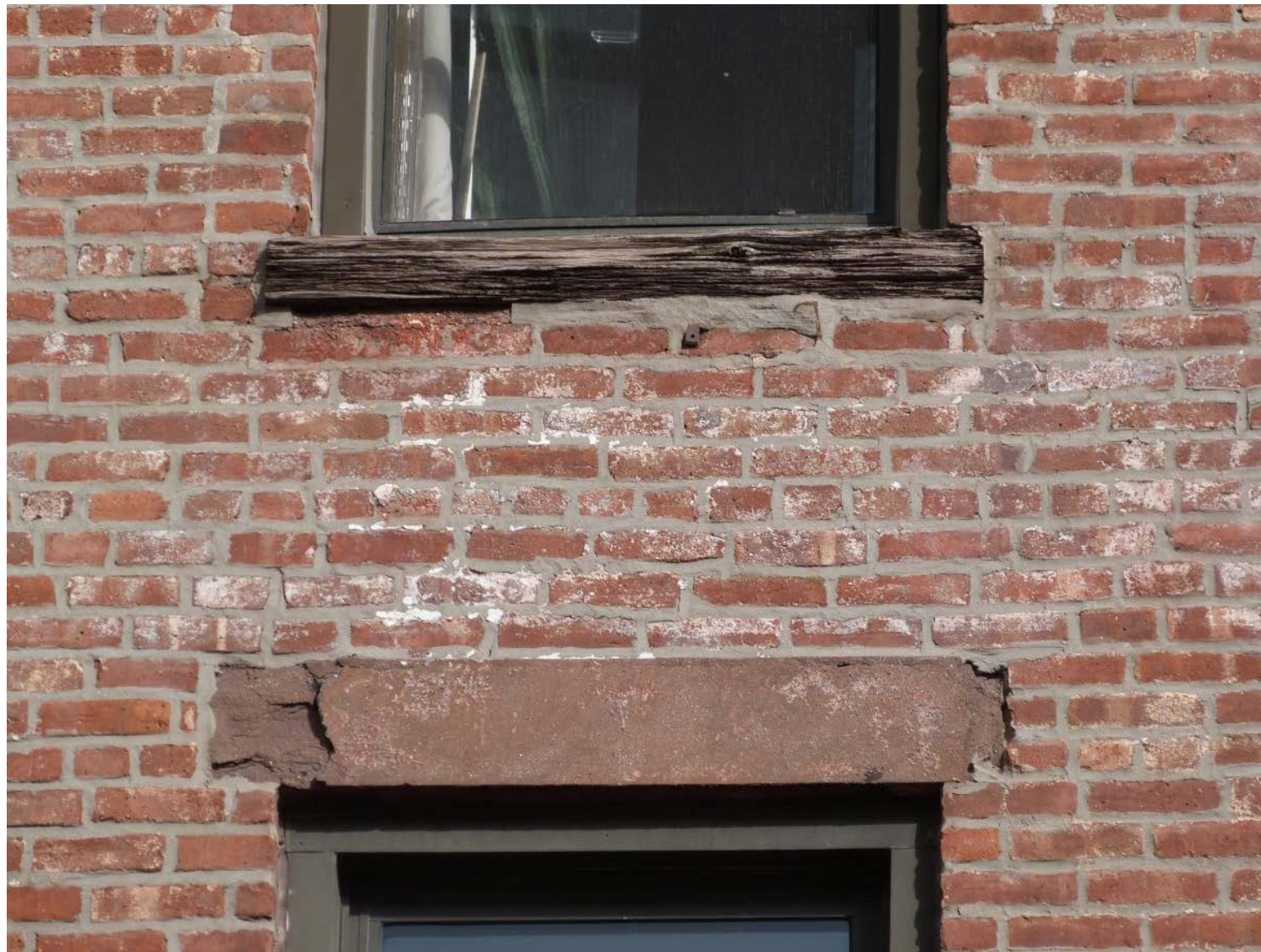


Existing Conditions



9th Avenue

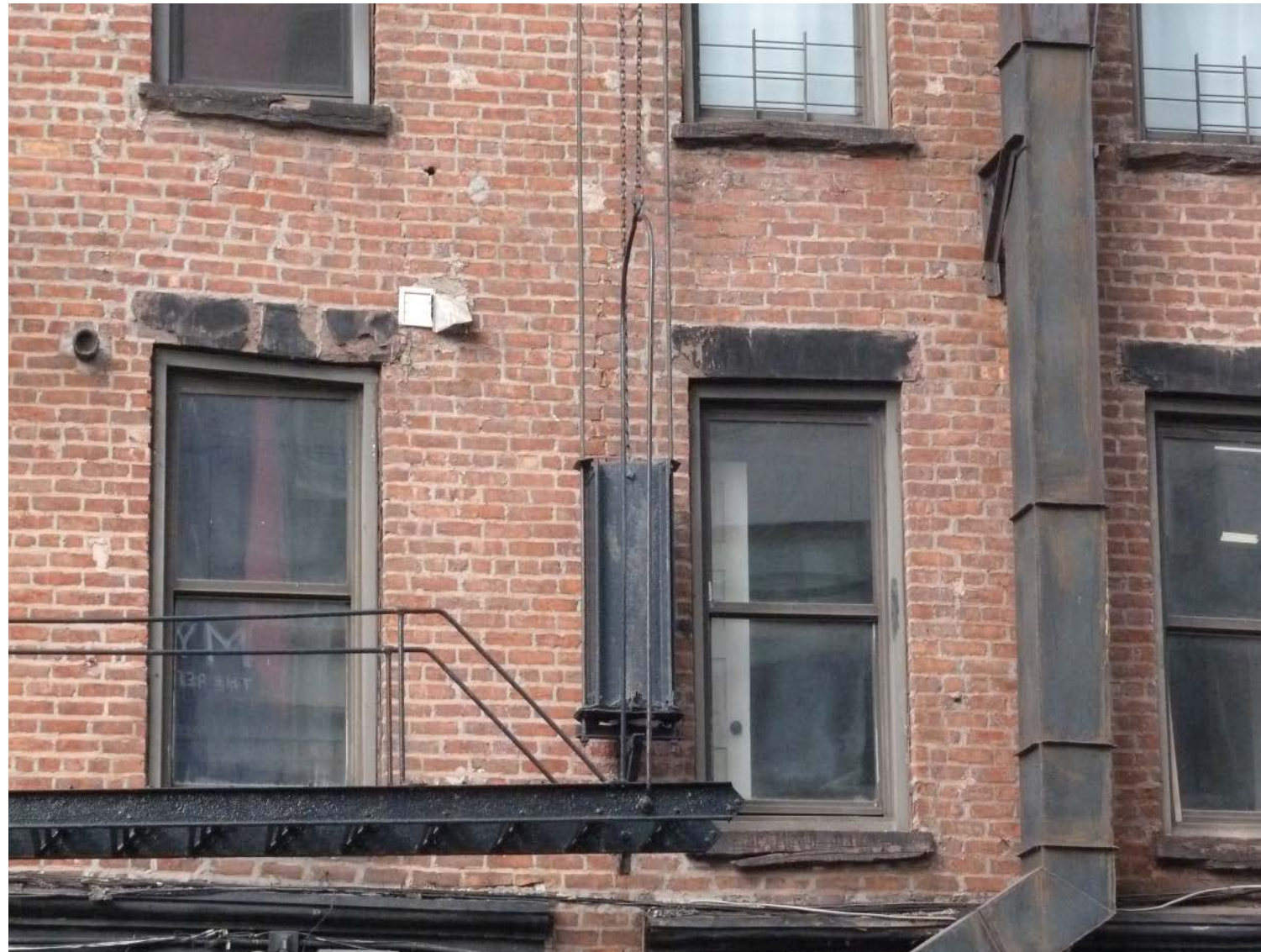
Existing Conditions



Lintel & Sill Detail



Cornice/parapet Detail



Along 13th Street



Sill & Window Detail



Plinth Detail



Along Hudson Street- repair work over the years

Existing Conditions



Storefront details along 9th Avenue



Existing Conditions



Storefront details along Hudson Street



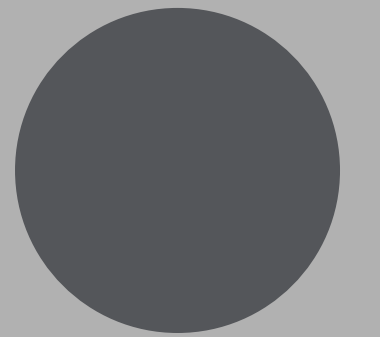
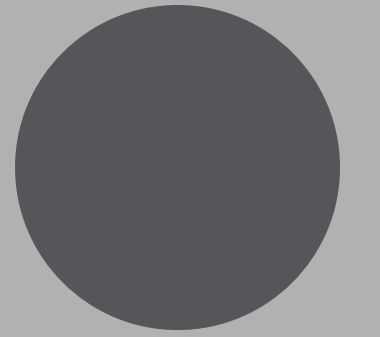
Existing Conditions



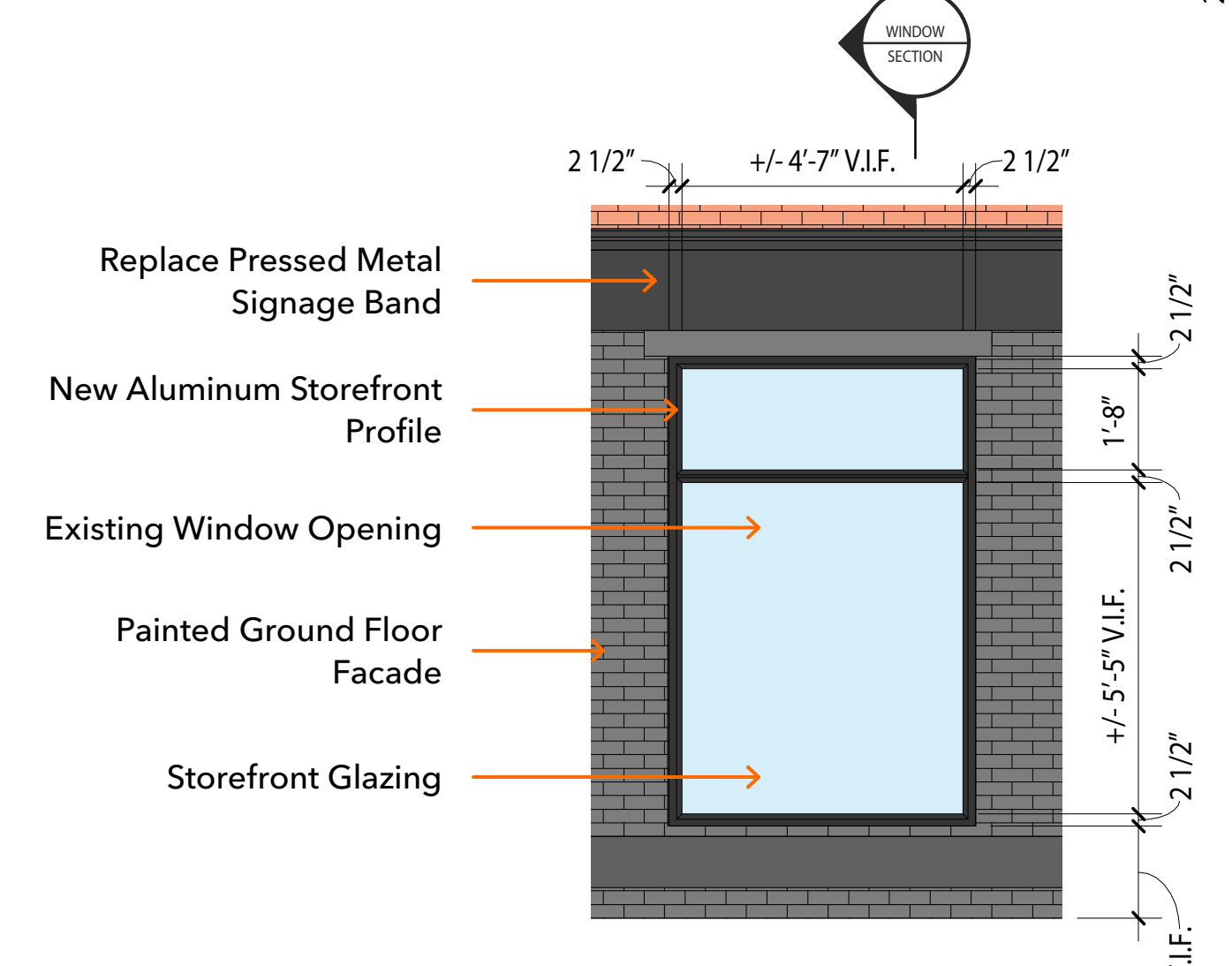
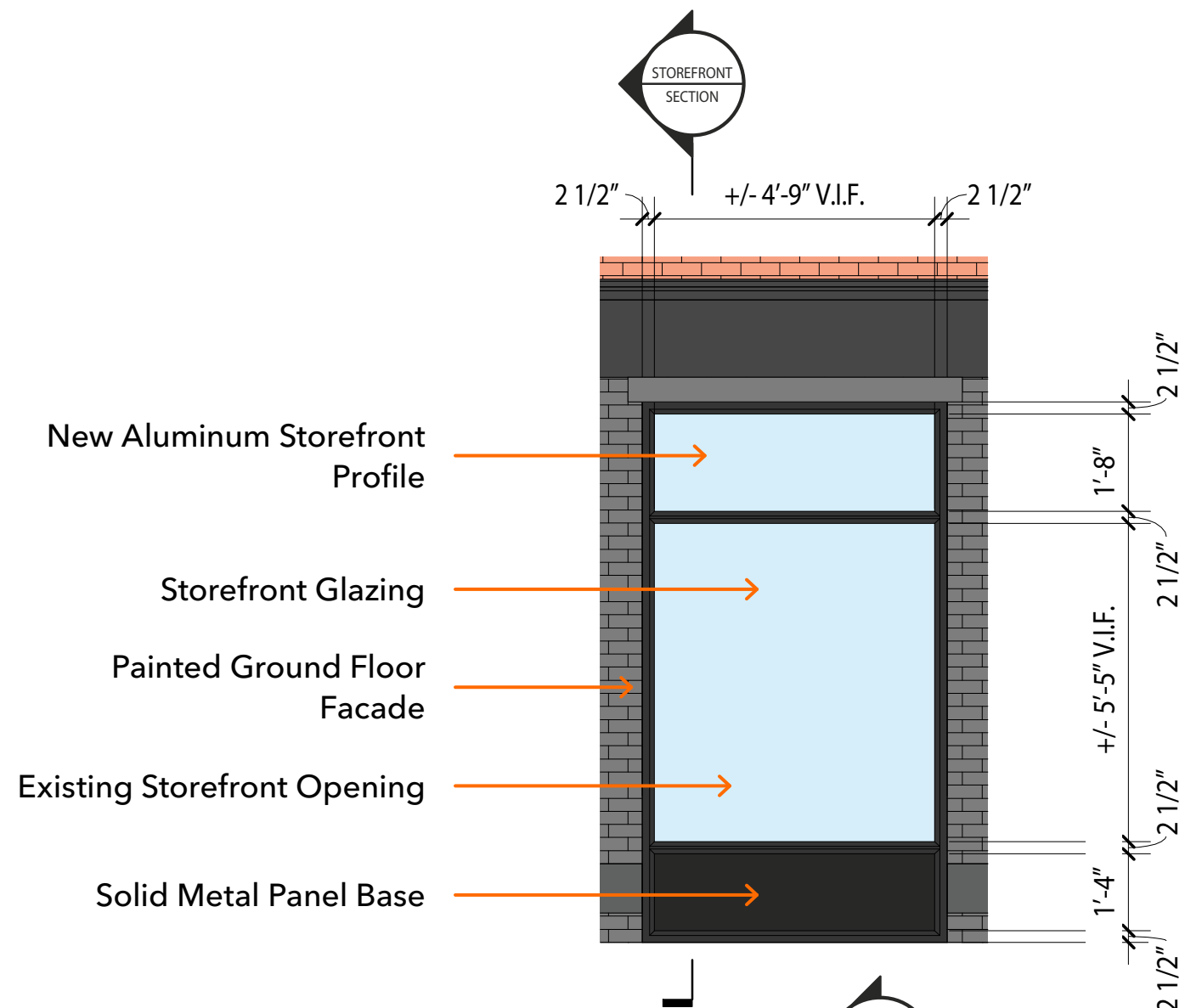
Storefront details along W13th Street



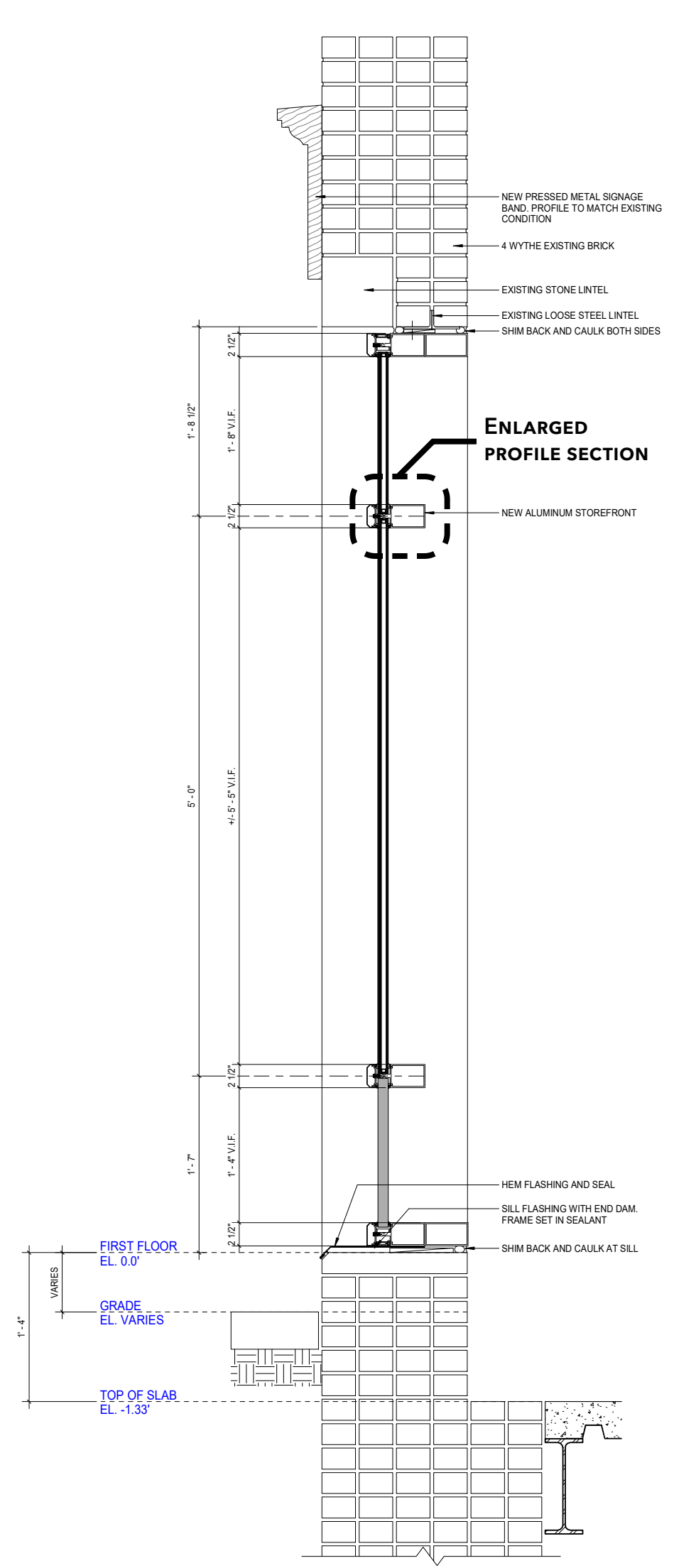
Storefronts



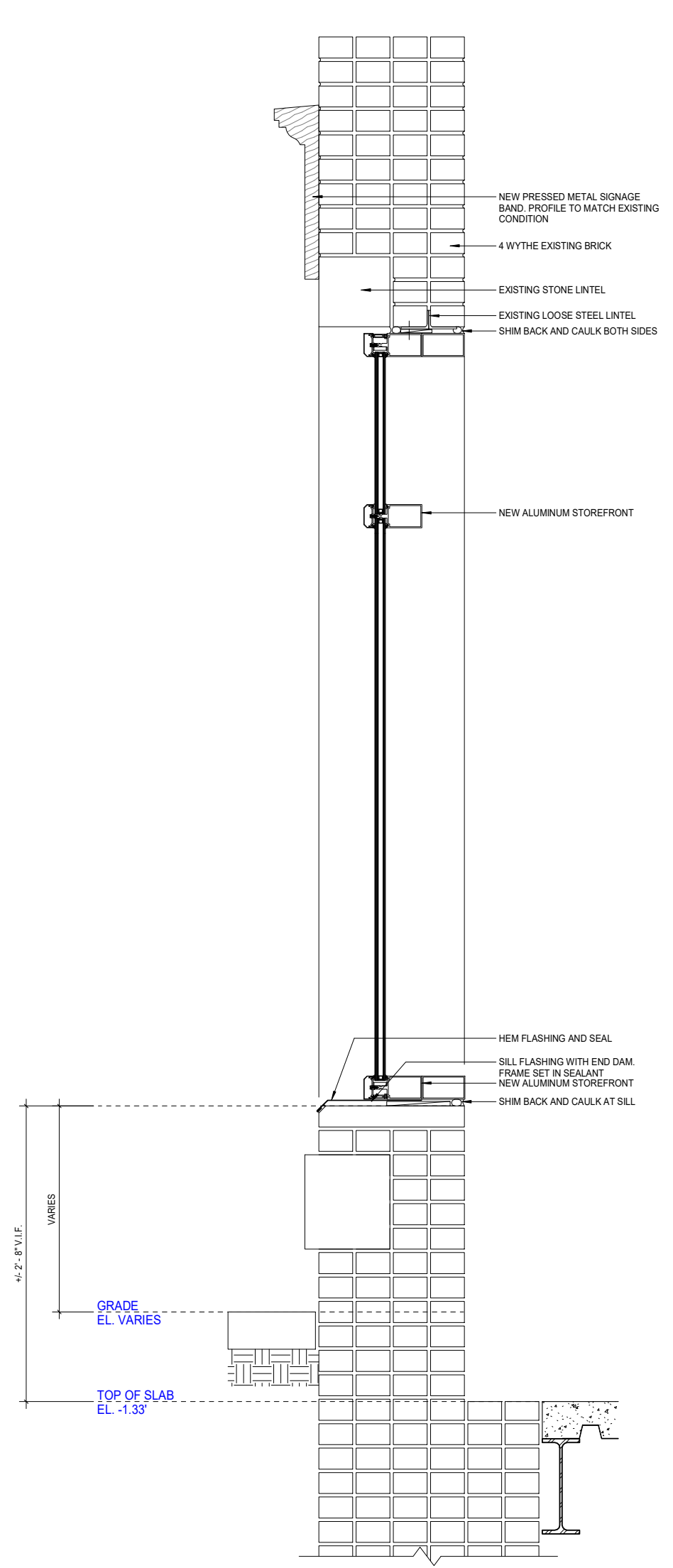
Storefront - New Storefront Profile in Existing Opening (Enlarged Elevations and Details)



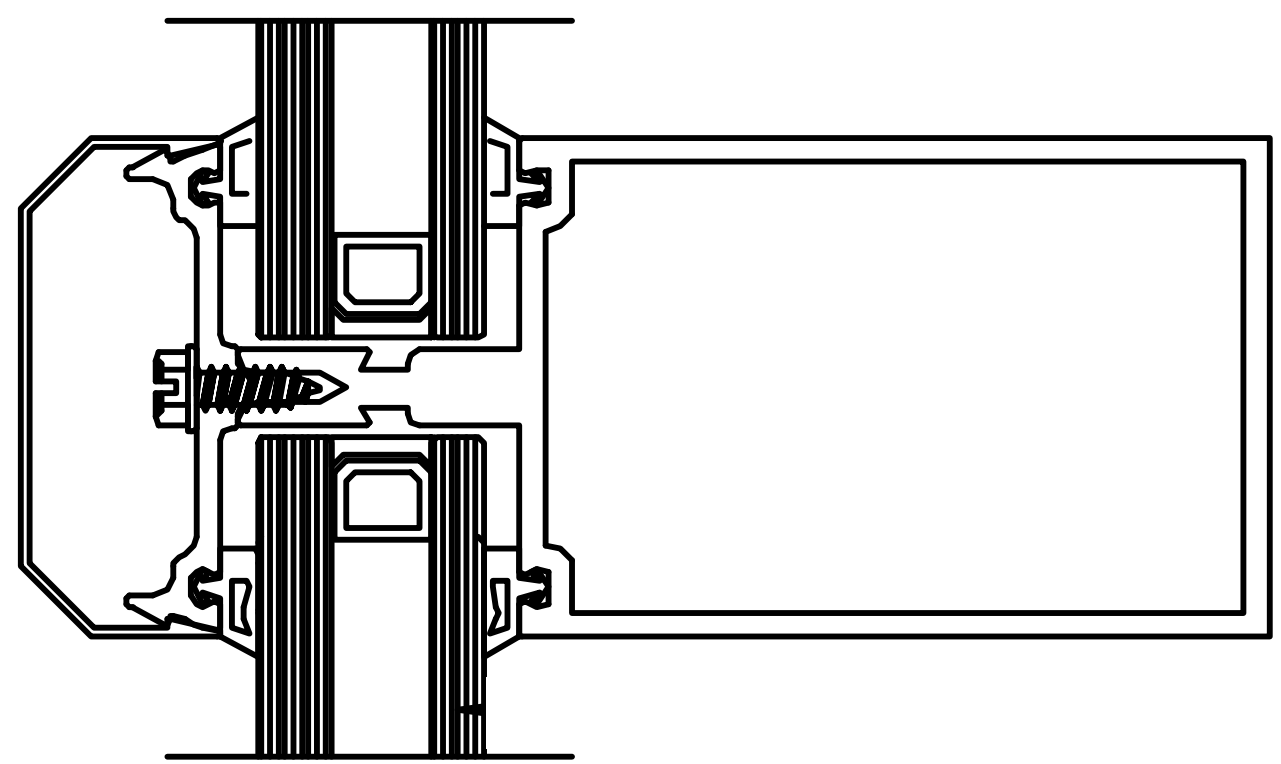
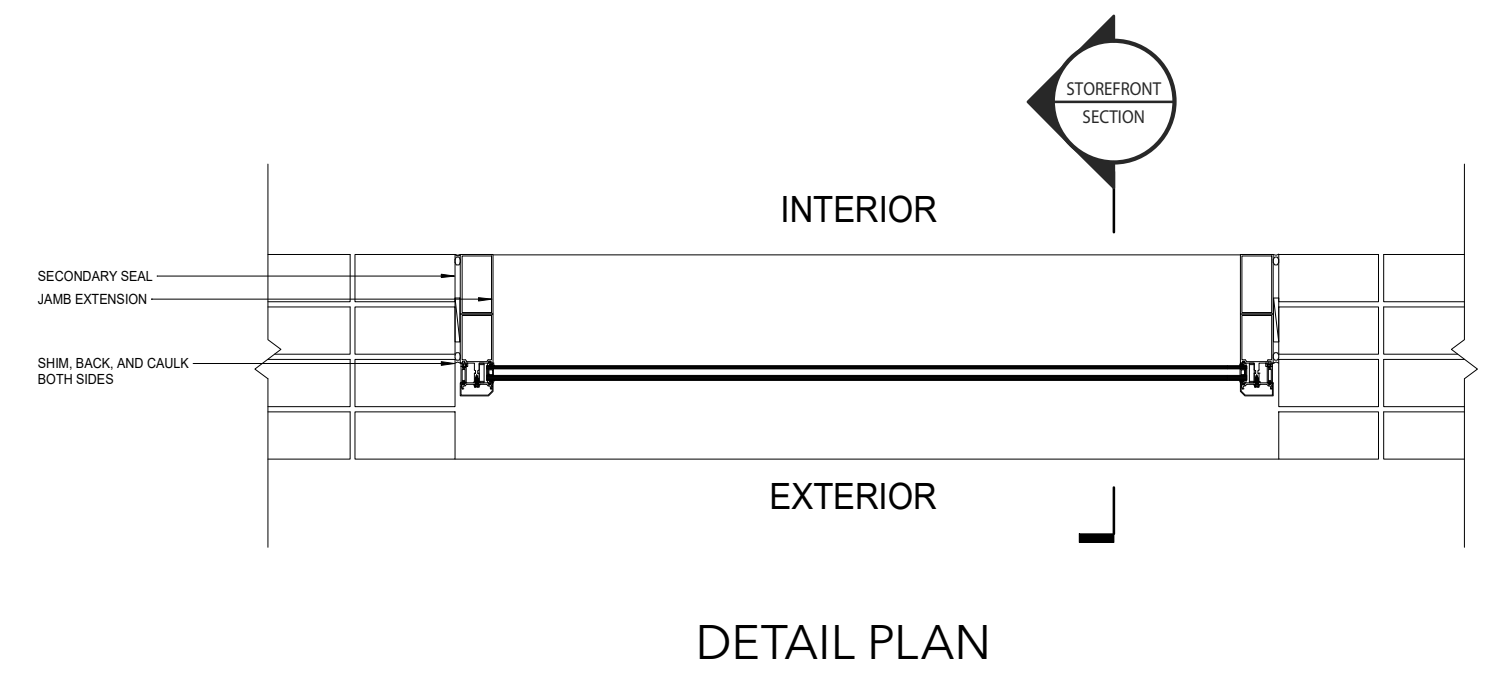
TYPICAL WINDOW & STOREFRONT ELEVATION (EXISTING OPENINGS)



STOREFRONT SECTION (EXISTING OPENINGS)

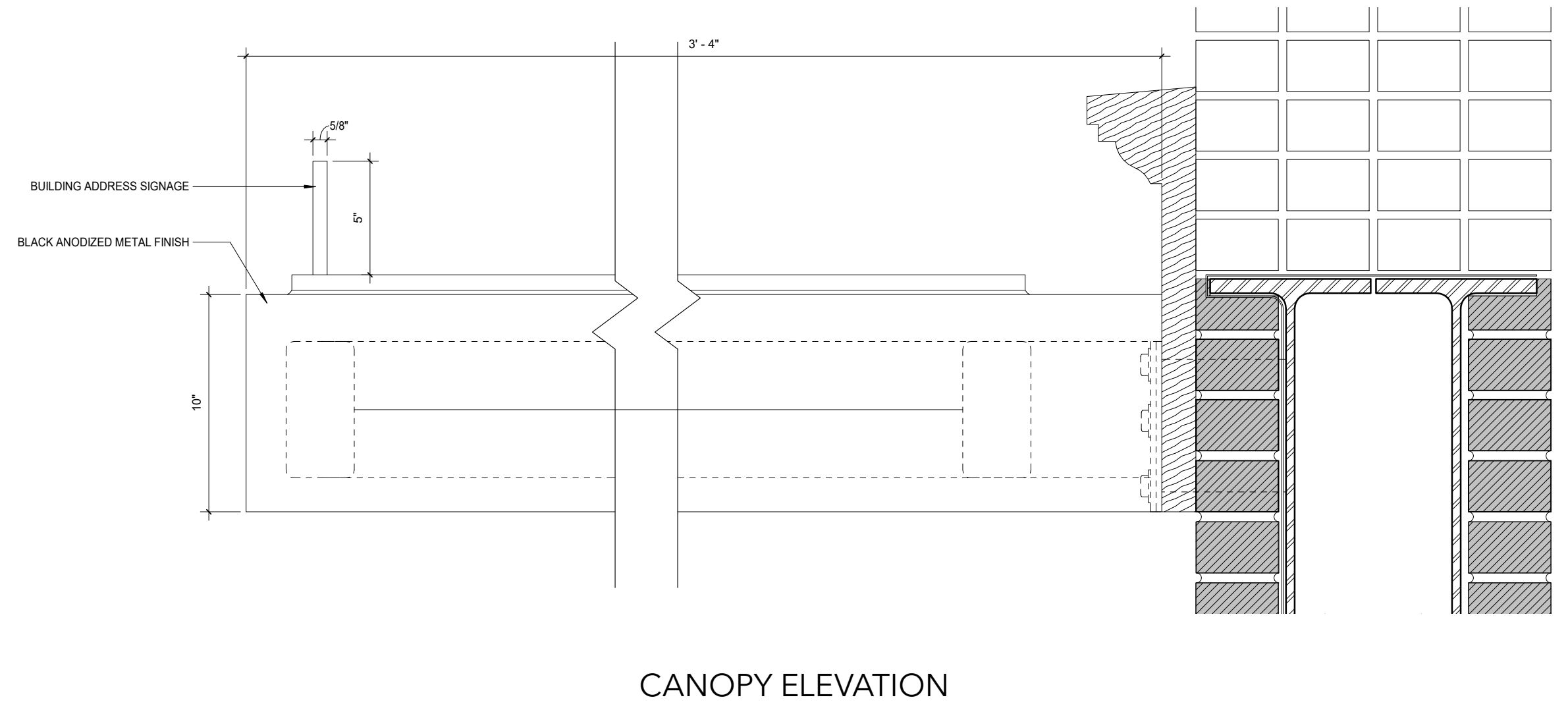
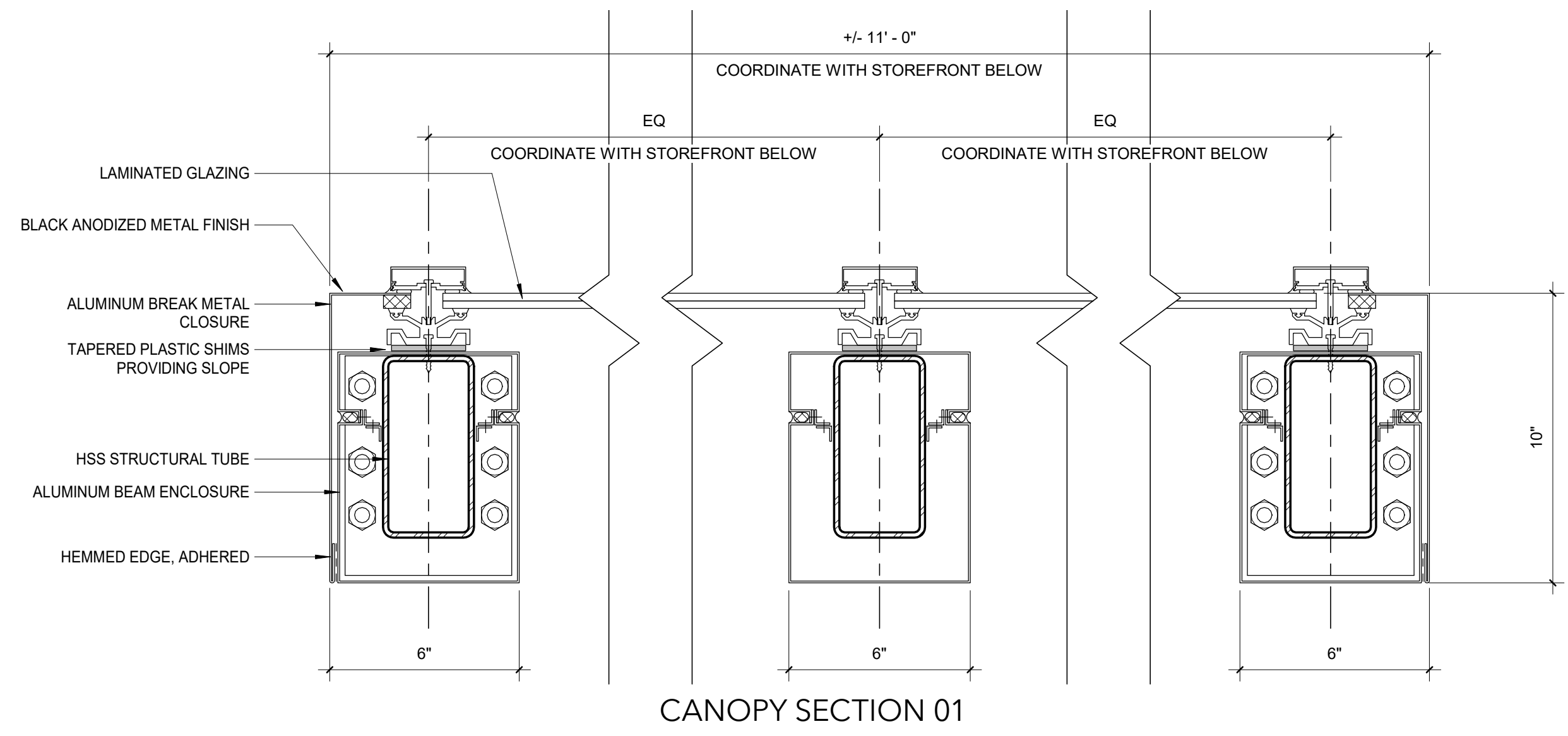
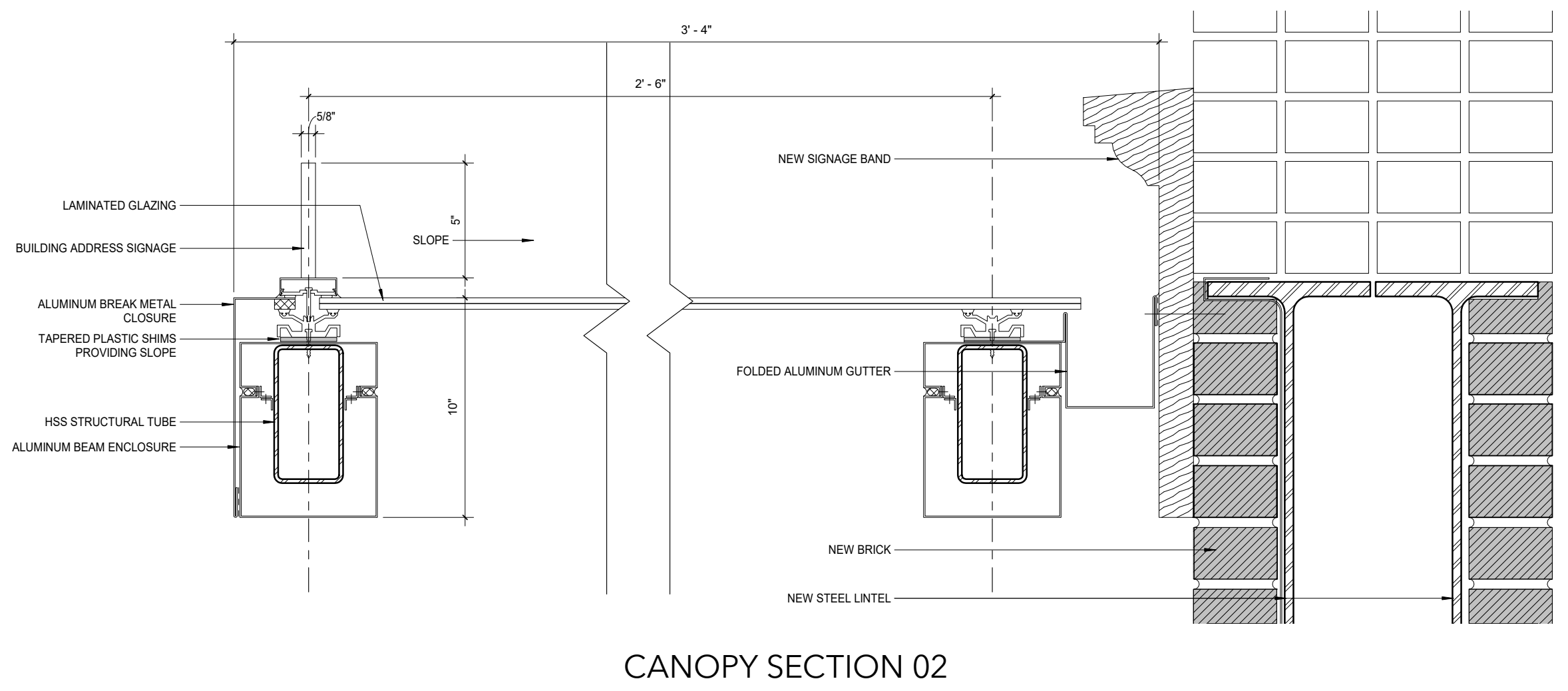
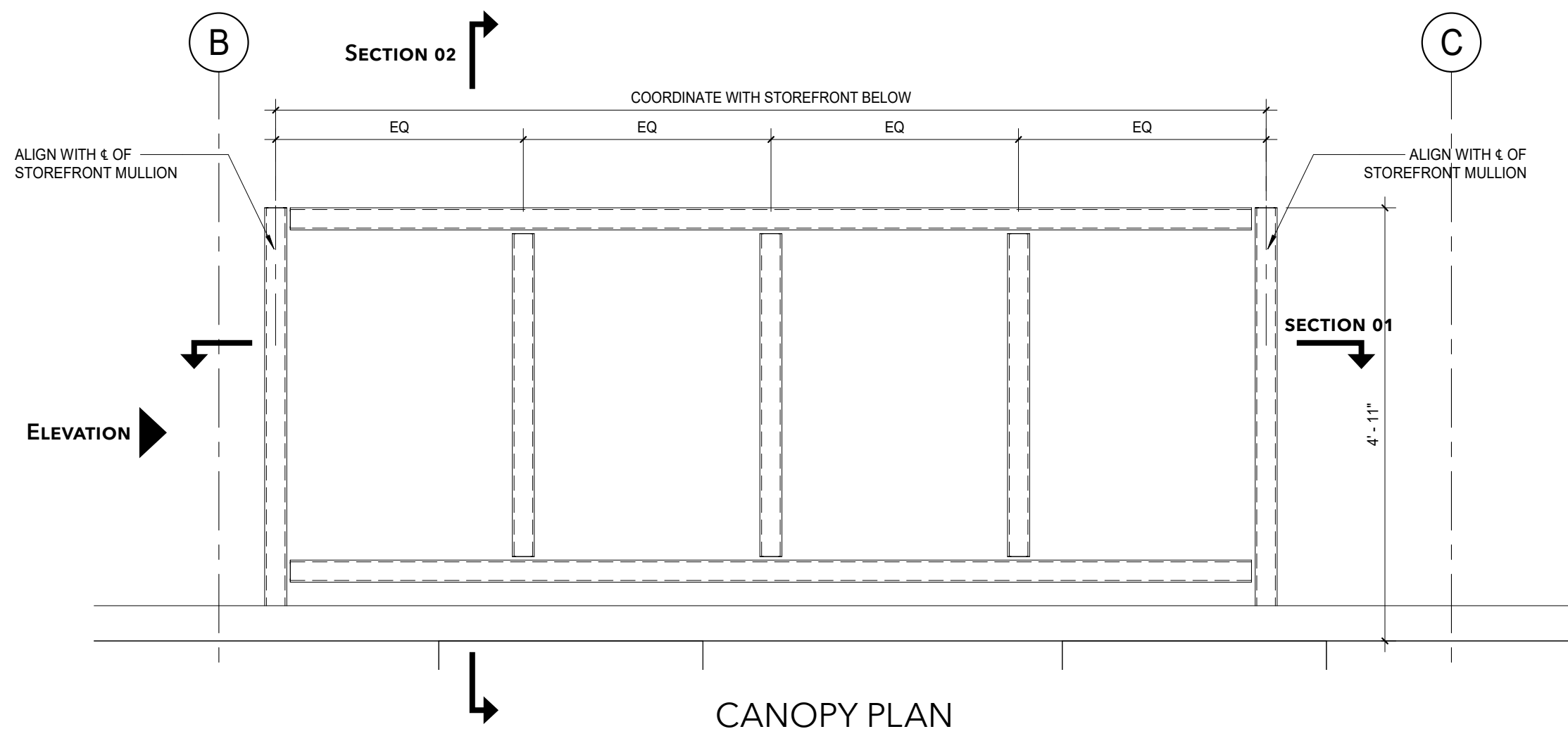


WINDOW SECTION (EXISTING OPENINGS)

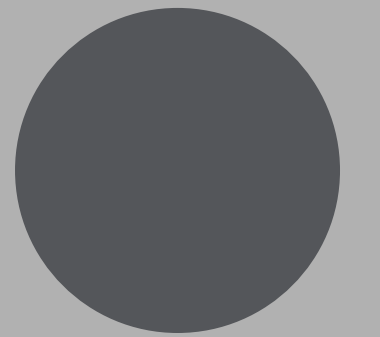
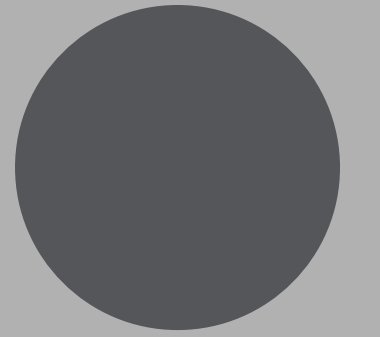


ENLARGED PROFILE SECTION

Storefront - Canopy Details



Signage



Historic Painted Wall Signs



22 Little West 12th St 1940 (NYPL)



400 West 14th Street c. 1980 (GVSHP Archives)



55 Gansevoort Street 1933 (Village Preservation)



22 Little West 12th St 1980 (Tax Photo)

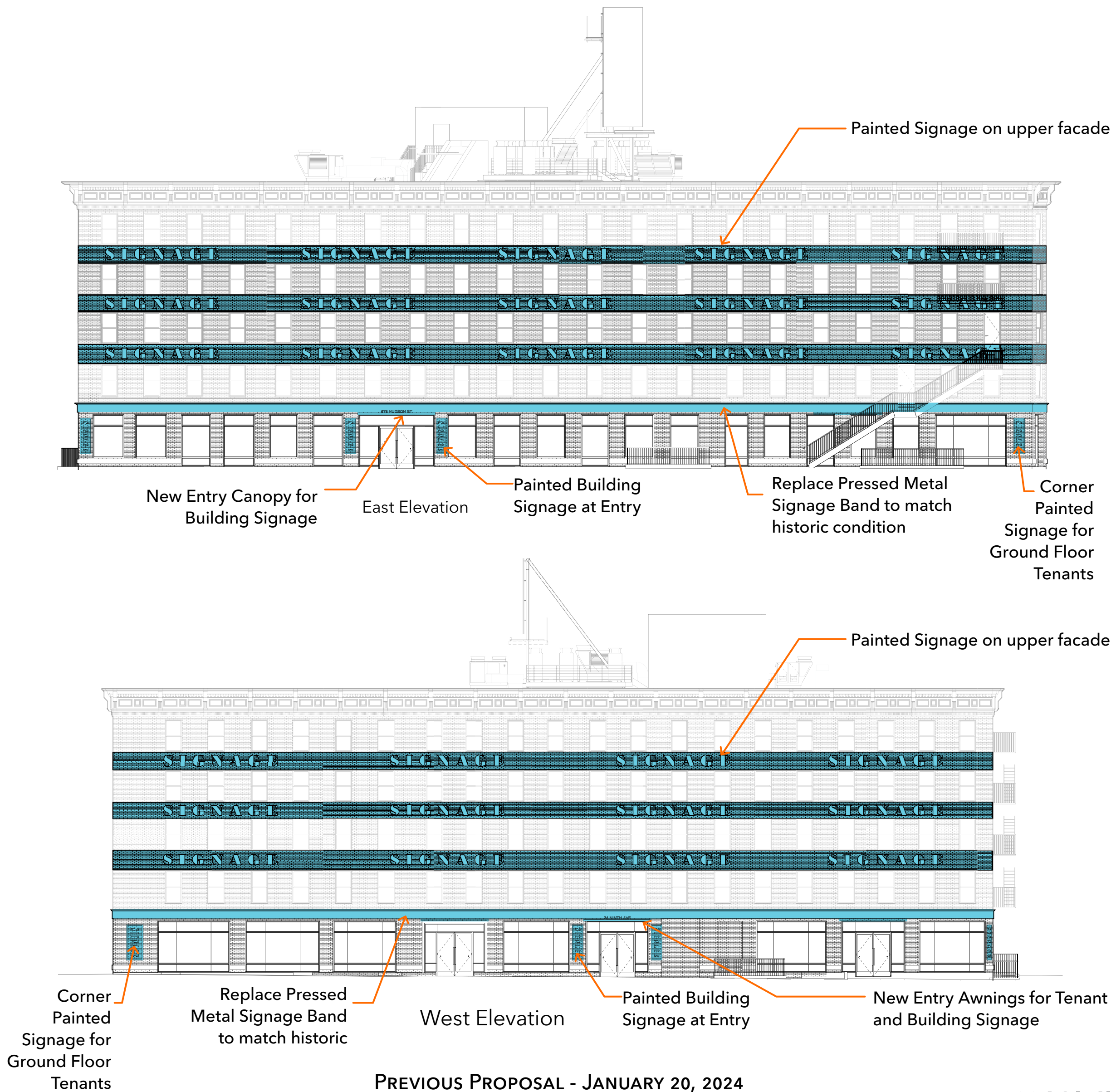


66-44 Ninth Avenue c. 1910 (Village Preservation)

Signage - Scope (East and West Elevations)



HISTORIC REFERENCE

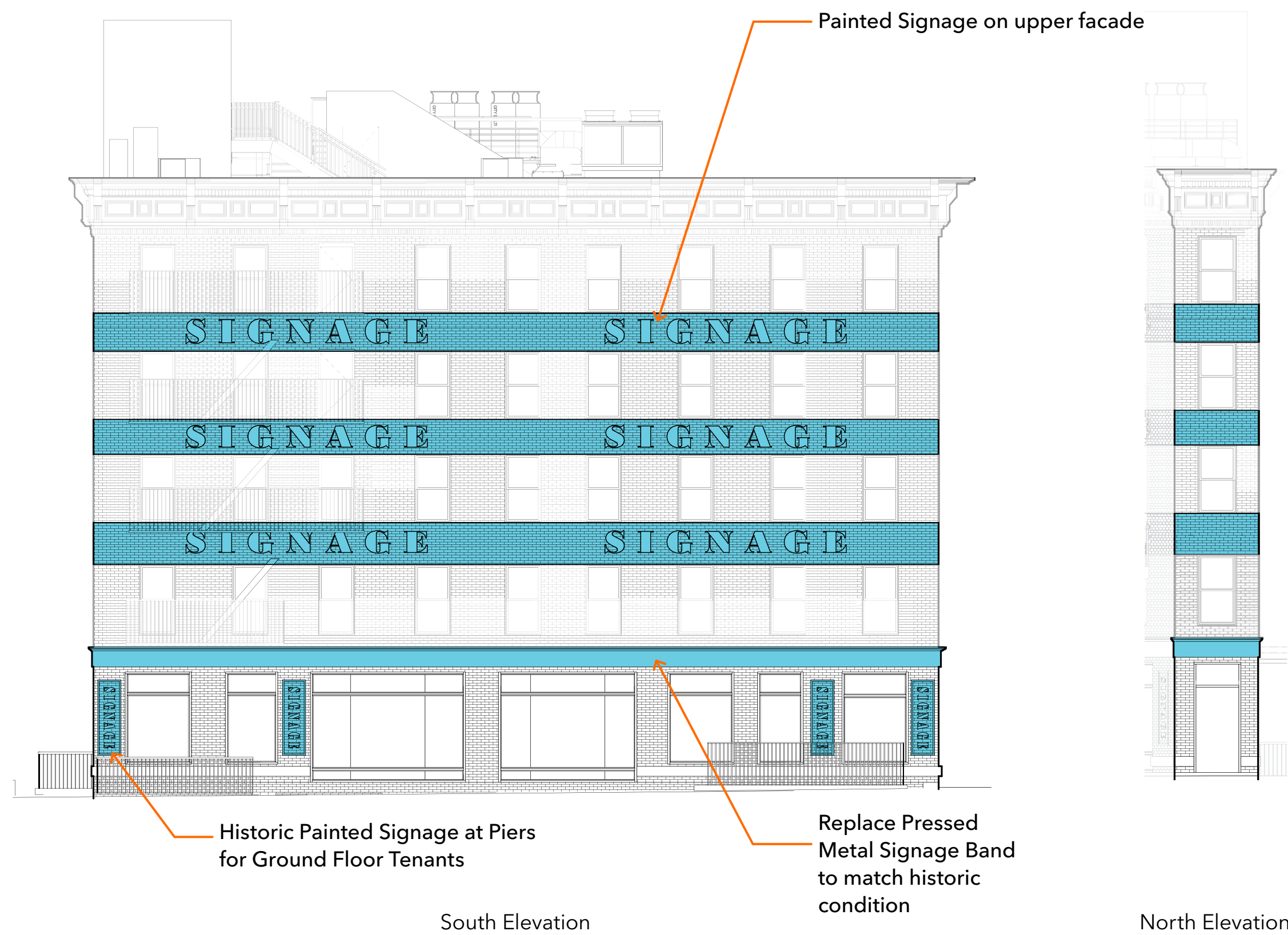


PREVIOUS PROPOSAL - JANUARY 20, 2024

Signage - Scope (North and South Elevation)

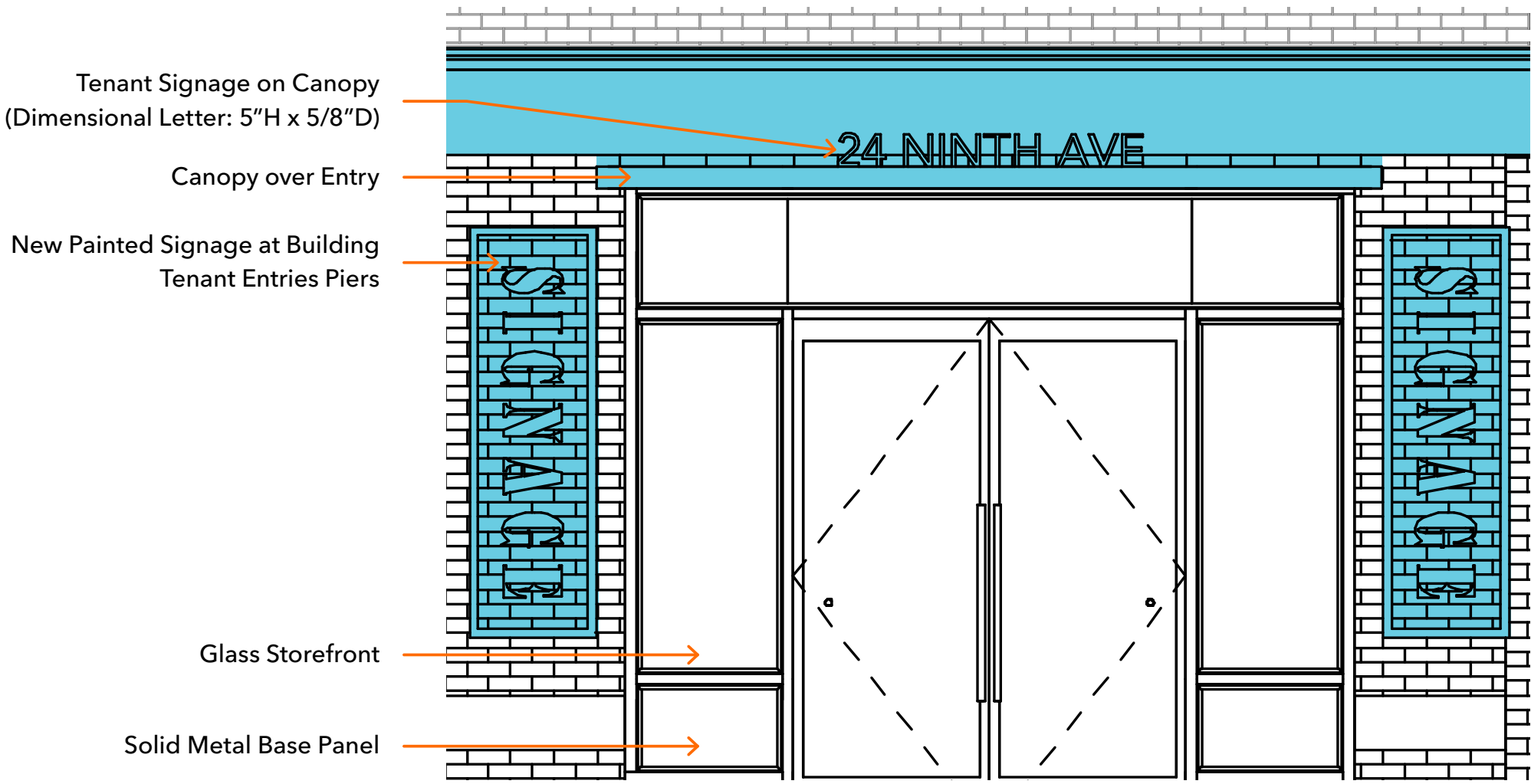


HISTORIC REFERENCE

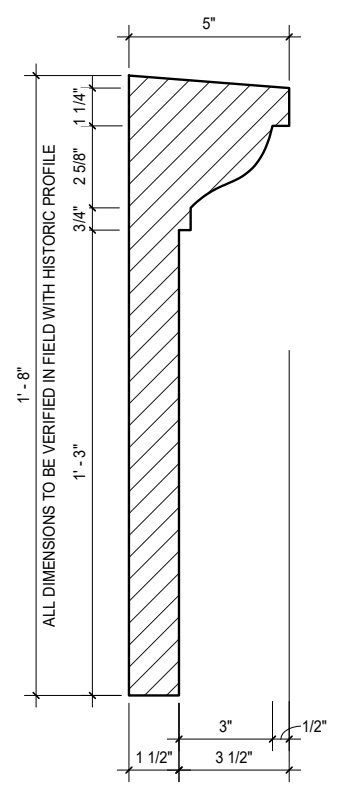


PREVIOUS PROPOSAL - JANUARY 20, 2024

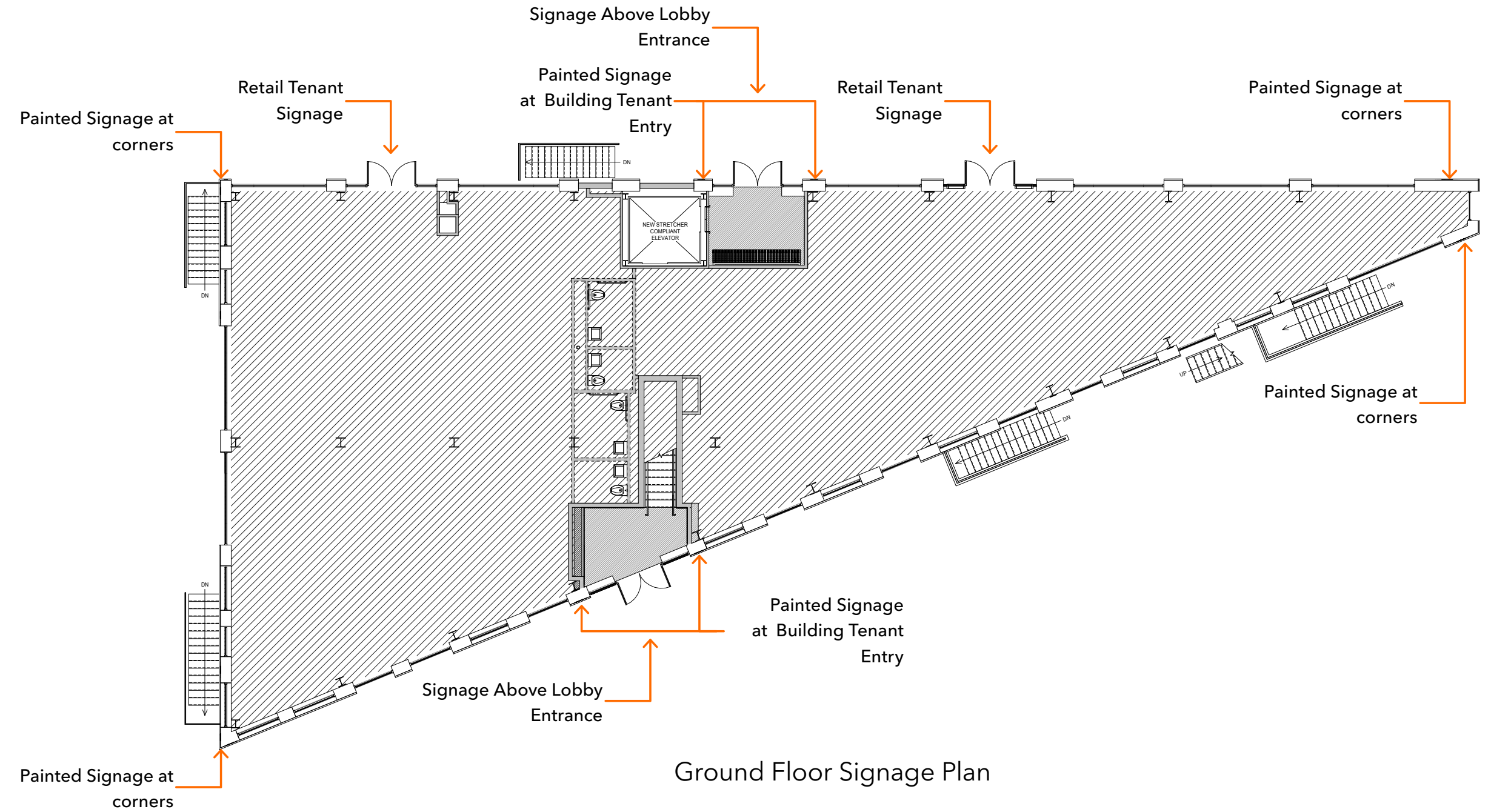
Signage - Ground Floor Signage



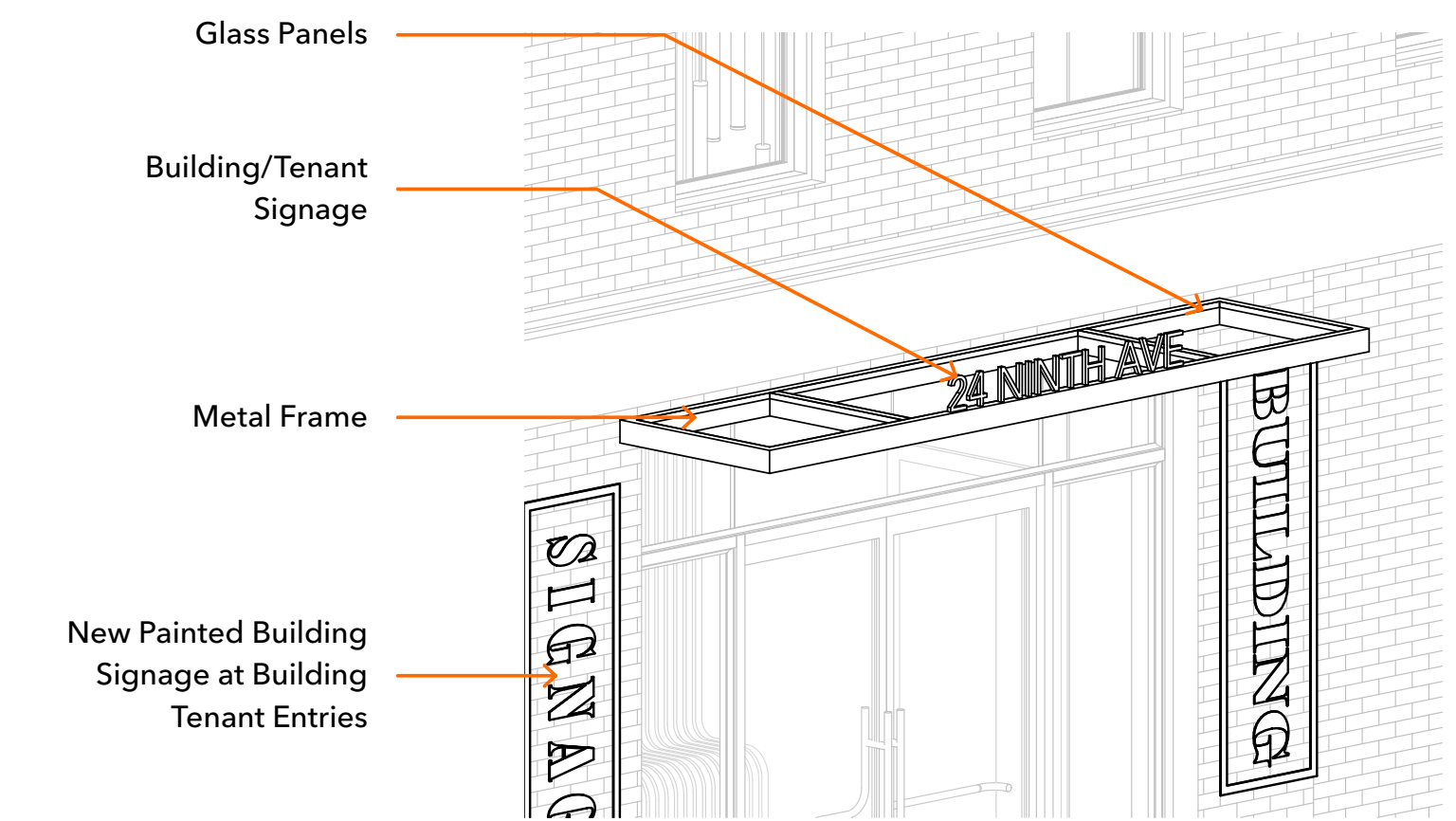
Entry Signage



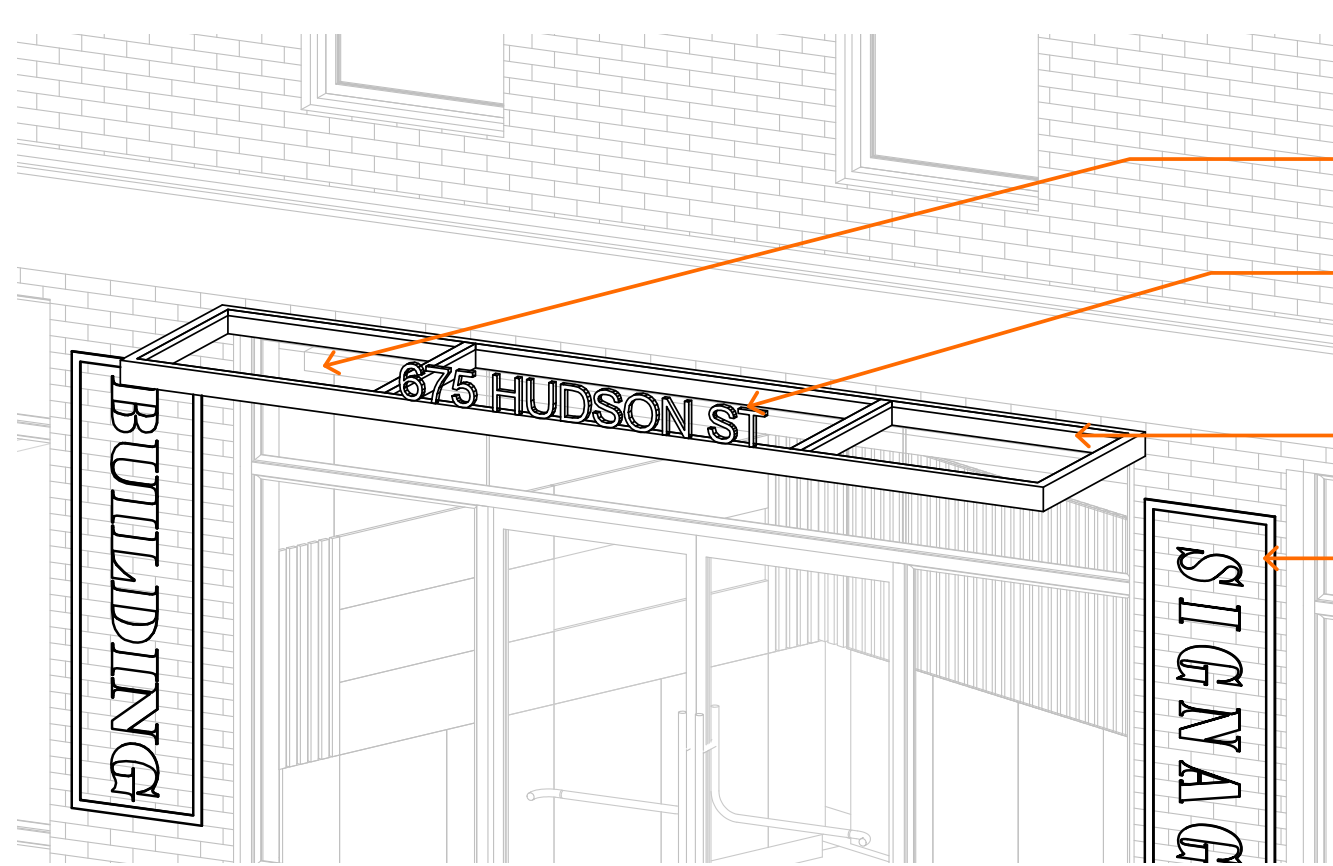
Signage Band Detail (Match South Facade Historic Profile)



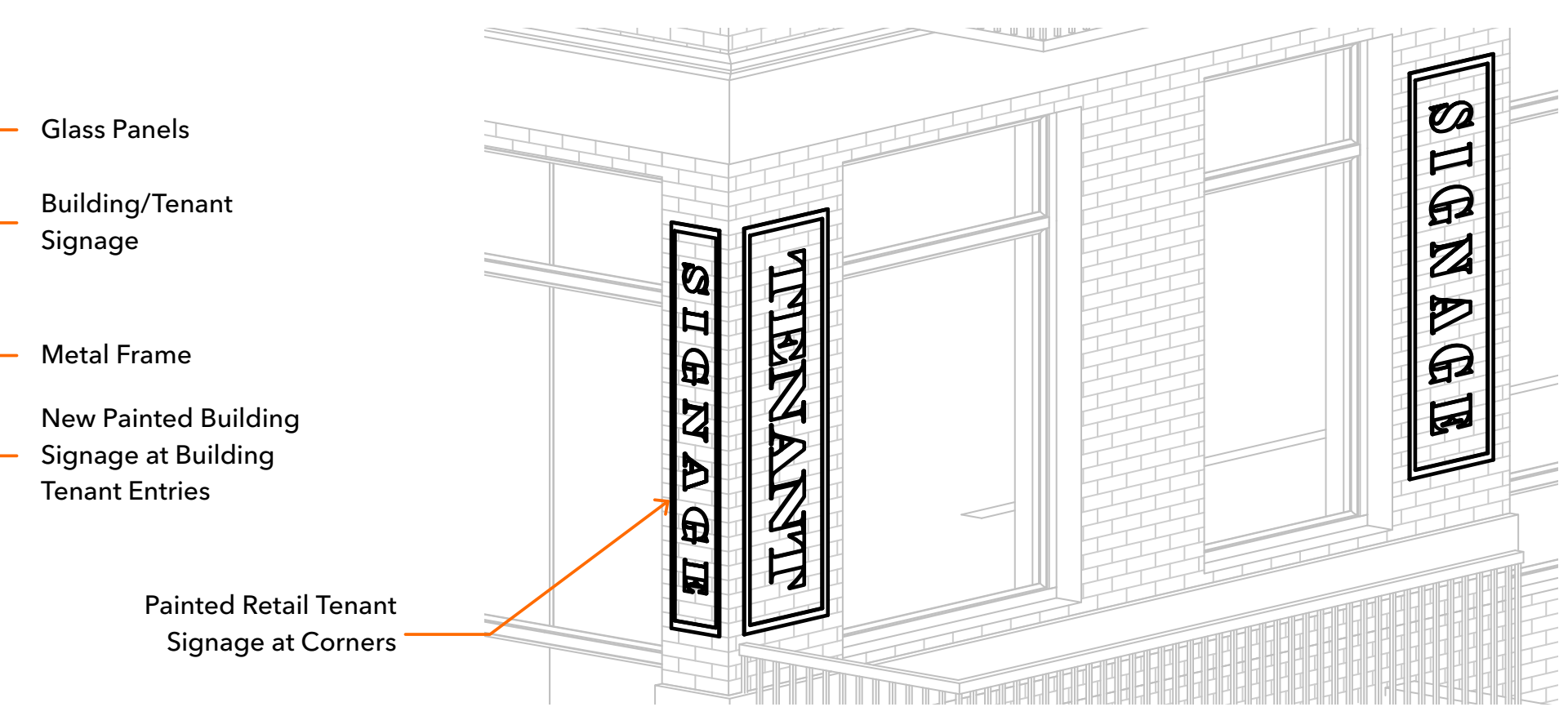
Ground Floor Signage Plan



Entry Canopy (24 9th Ave)

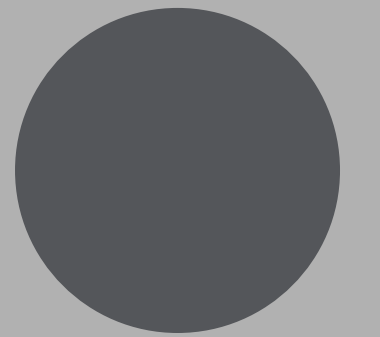
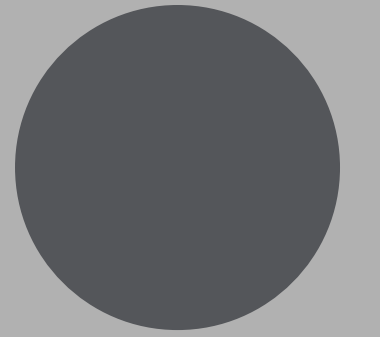


Entry Canopy (675 Hudson)

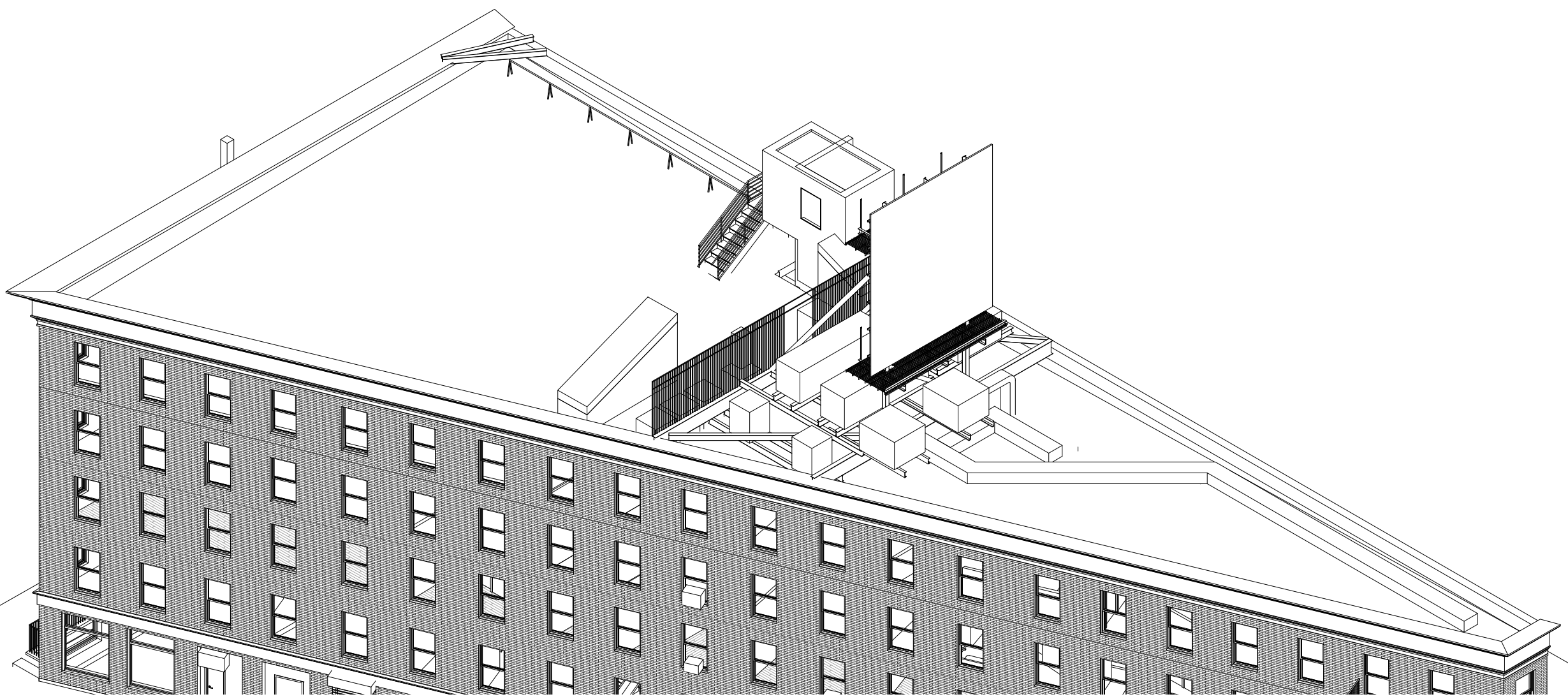


Painted Ground Floor Signage (SW Corner)

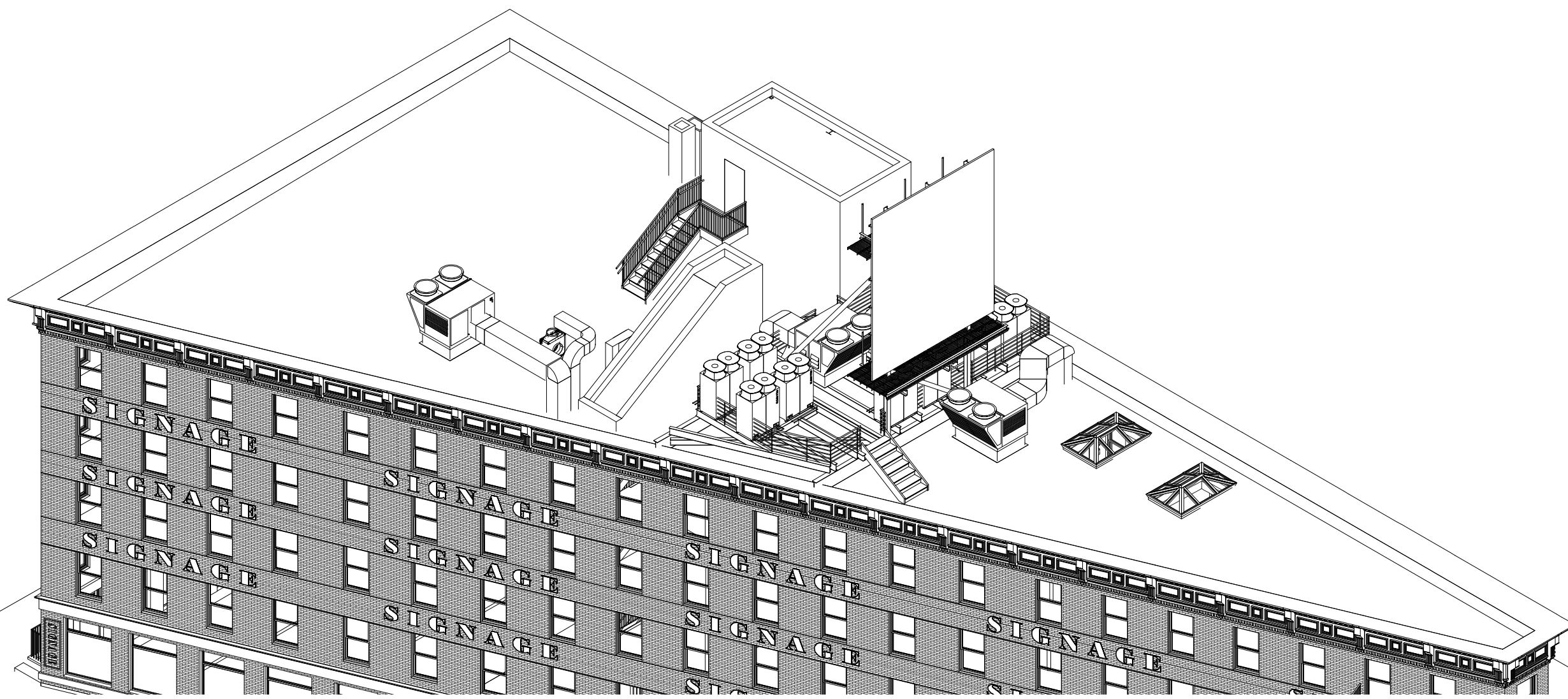
Roof



Roof - Existing vs Proposed Design

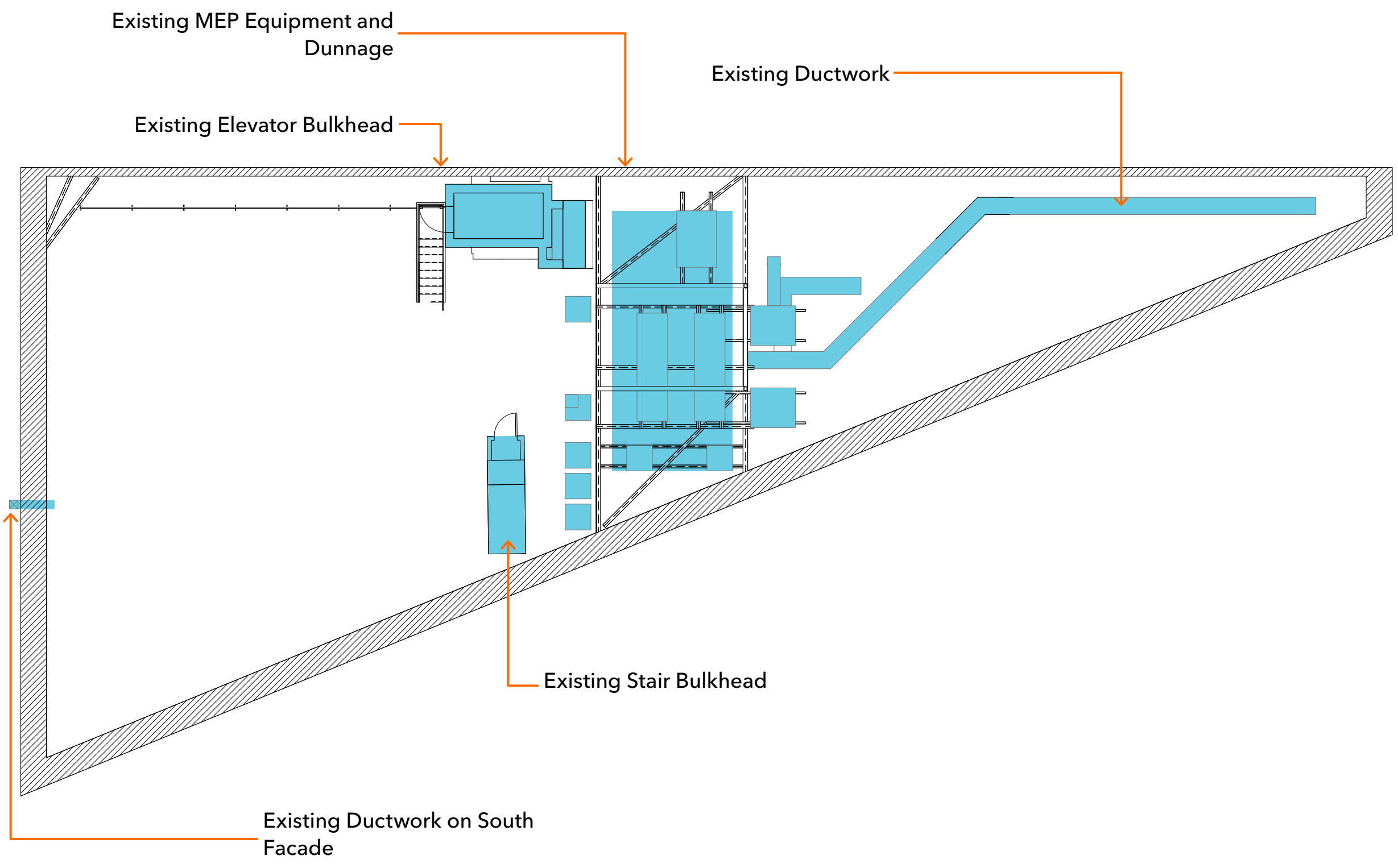


EXISTING CONDITION

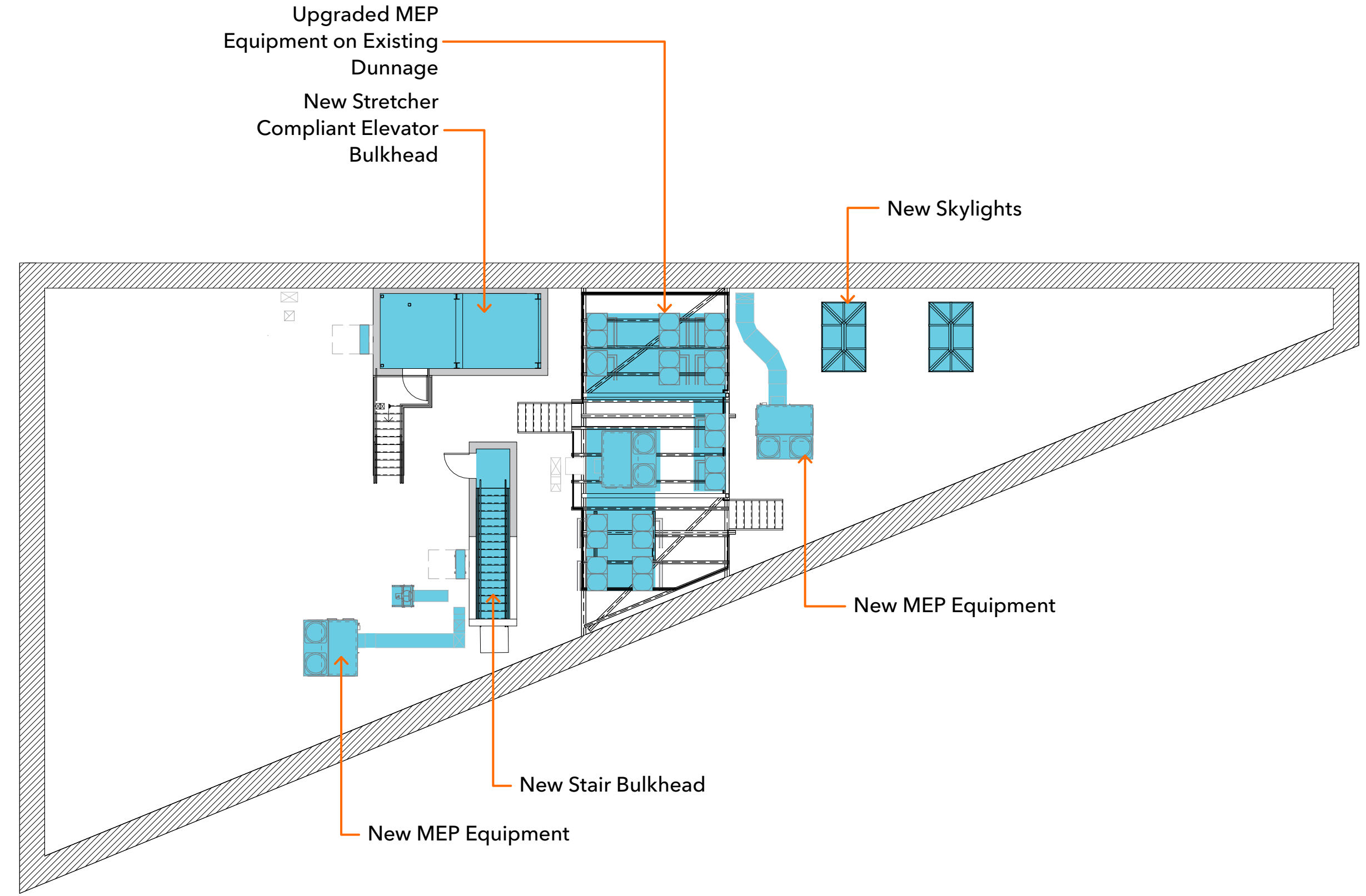


PROPOSED NEW DESIGN

Roof - Existing vs Proposed (Plan)

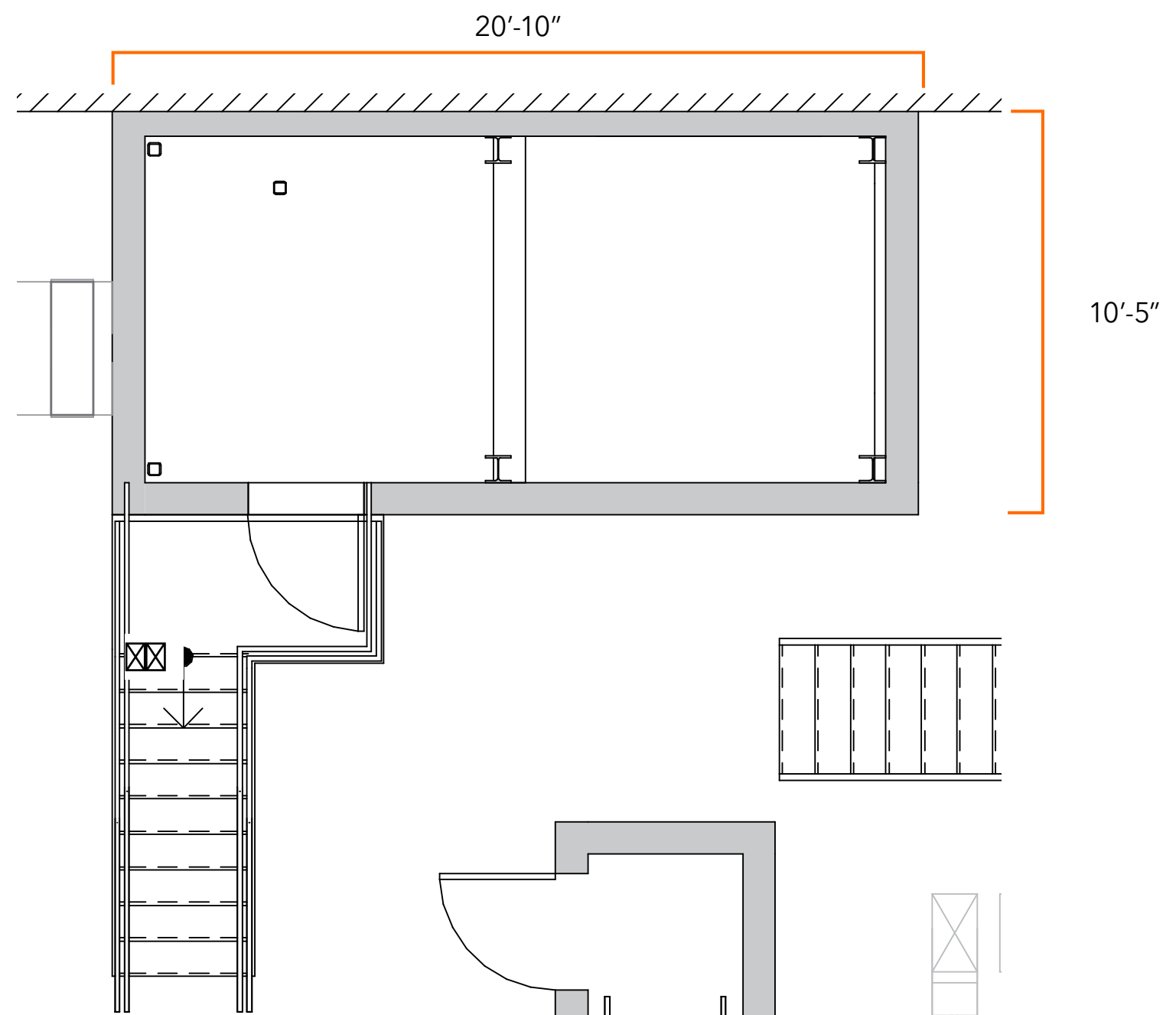
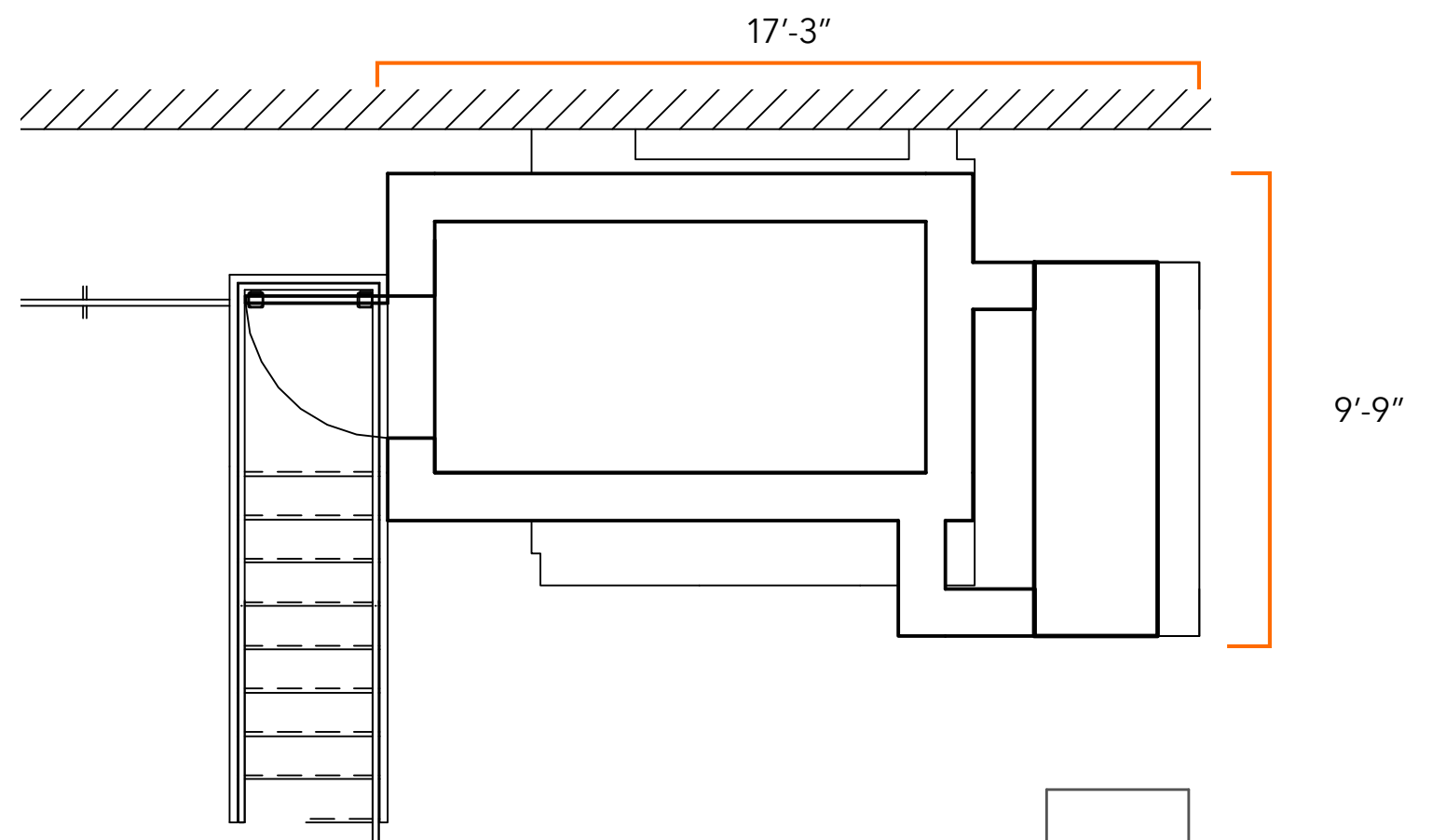


Existing Condition (Plan)

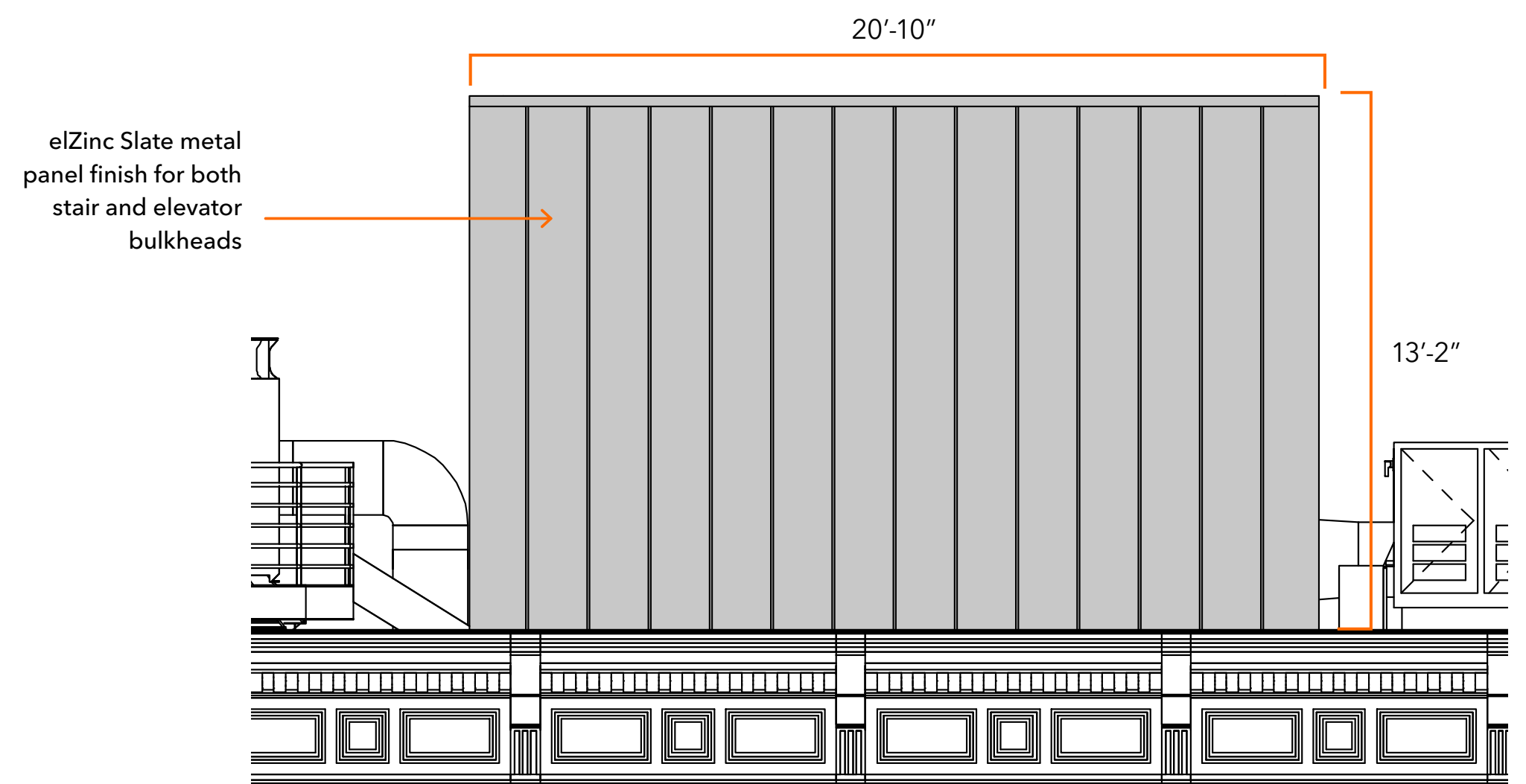
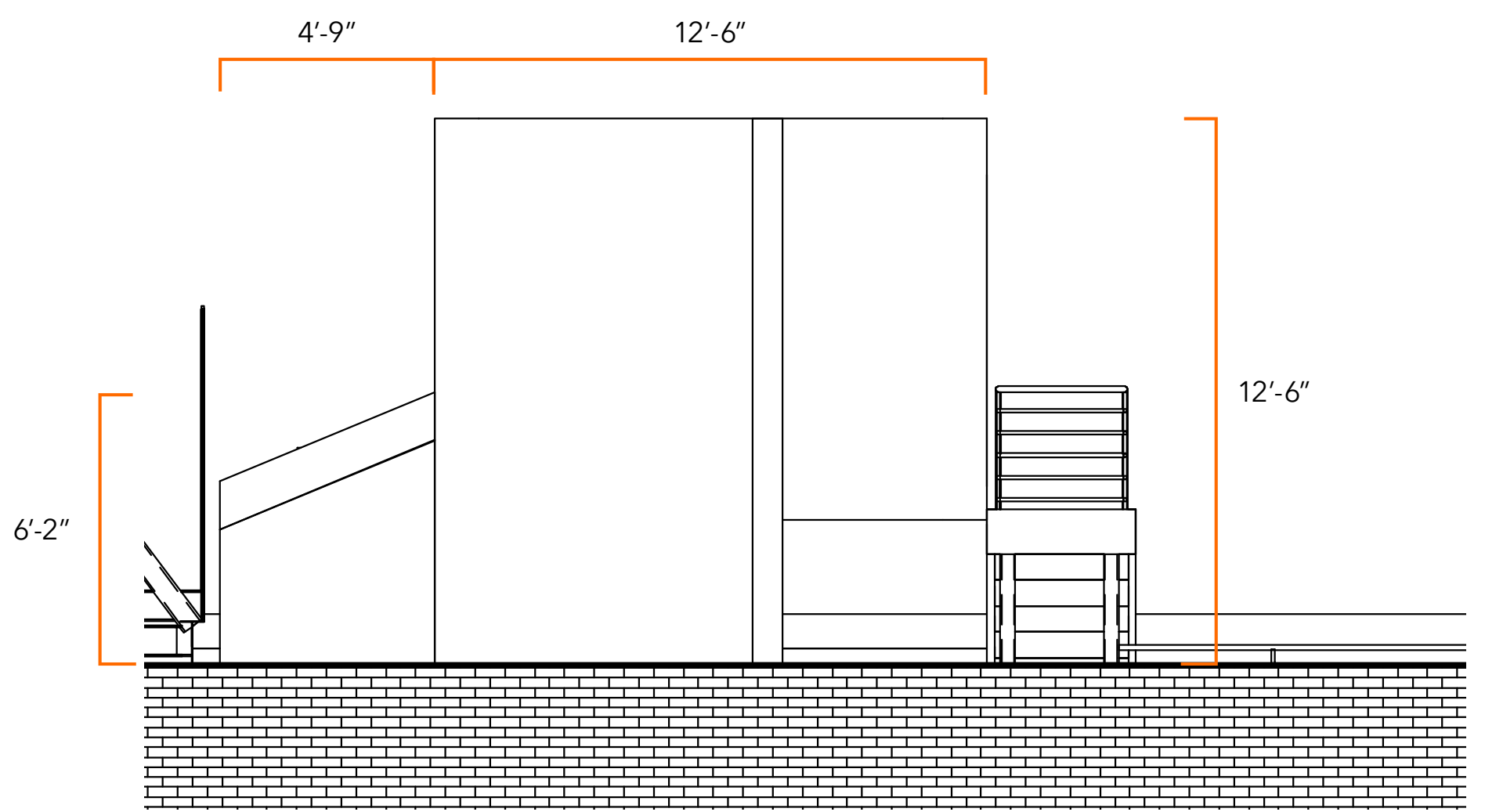


Proposed New Design (Plan)

Roof - Existing vs Proposed Bulkhead (Enlarged Plan & Elevation)



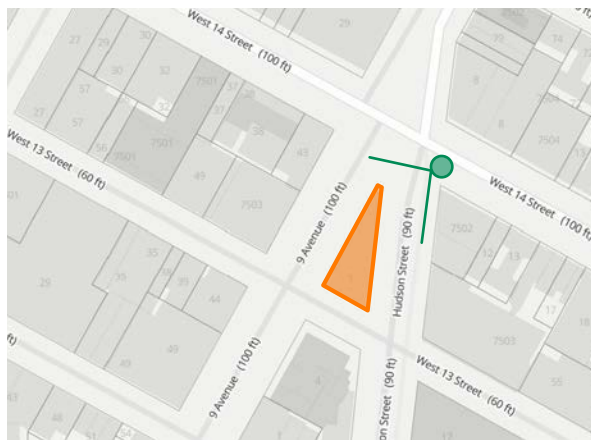
Existing Condition Plan (Top) vs New Proposed Design Plan (Bottom)



Existing Condition Elevation (Top) vs Proposed New Design Elevation (Bottom)

Digital Mock-Up

KEY PLAN:



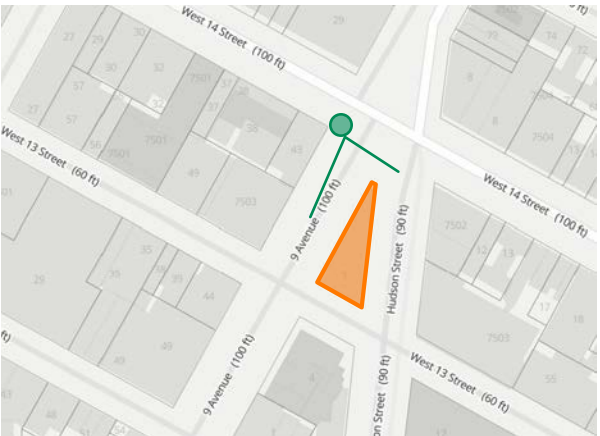
Existing Condition (Roof Equipment and Bulkhead)



Proposed New Design (Roof Equipment and Bulkhead)

Physical Mock-Up

KEY PLAN:

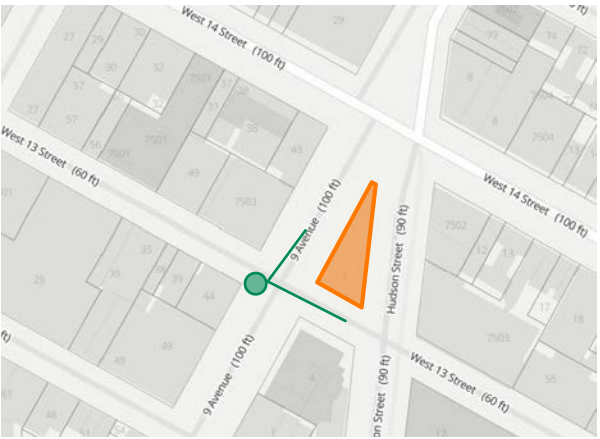


Physical Mock-Up Photo

Physical Mock-Up Photo (Bulkhead Material Overlay)

Physical Mock-Up

KEY PLAN:



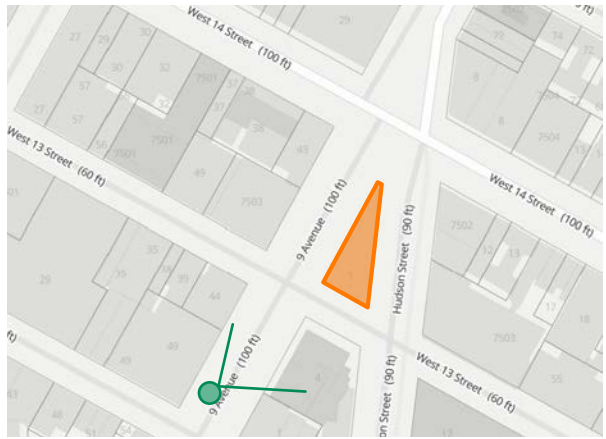
Physical Mock-Up Photo



Physical Mock-Up Photo (Bulkhead Material Overlay)

Physical Mock-Up

KEY PLAN:



Physical Mock-Up Photo

Physical Mock-Up Photo (Bulkhead Material Overlay)

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