



NYC
Landmarks Preservation
Commission

Pepsi Cola Sign

46-00 Fifth Street, Queens
Queens Block: 00021; Lot: 0001

Backlog Initiative: Addressing 95 Properties
Queens Items

Queens Community Board 2
Public Hearing Date(s): 04/19/1988; 07/12/1988



Photos: (top) 2014 (bottom) undated, showing sign on building that has since been demolished

Special Public Hearings

The Landmarks Preservation Commission will hold a public hearing on the backlog of buildings in the Borough of Queens on **October 8, 2015** and encourages interested parties to submit written testimony in advance of that hearing. Each speaker will be given three minutes total to speak, and in that time may address all of the items within the Borough, just particular items, or add comments to support written testimony. In order to conduct efficient hearings, we ask speakers to register in advance, and submit their written statements and materials that will be read at the hearing by **October 1, 2015** to backlog95@lpc.nyc.gov.

If you have any questions about this property or the hearing process, please contact backlog95@lpc.nyc.gov or call (212) 669-7817. If you would like more information about this property, please see the research file summary (over) and go to our website (<http://www.nyc.gov/html/lpc/html/backlog95>) and click on the link for this building's research file.



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Pepsi Cola Sign Description

Built: c. 1936

Architect: Not determined

Style: n/a

Landmark Type: Individual

Research Staff Hearing Statement (1990): Note that the building on which the sign was mounted at the time of hearing has since been demolished, and the sign has been relocated to Gantry State Park (in front of 4610 Center Boulevard, Queens)

PEPSI-COLA SIGN, 4600 Fifth Avenue, Long Island City, Queens

The Pepsi-Cola neon display sign, located atop a two-story concrete bottling and warehouse building in the Pepsi-Cola bottling plant complex in Long Island City, is a prominent feature of the East River waterfront. Built c.1936 by Artkraft Signs (now Artkraft-Strauss), this neon display sign is comprised of two main elements -- the company logo in steel and porcelain enamel channel letters with multiple rows of steady-burning neon, and a depiction of a bottle of Pepsi-Cola, also of porcelain enamel on steel. The display and its vertical truss frame as set on the plant building rise to a height of about 60 feet. The sign is considered to be an excellent example of the neon display technology which began to transform outdoor advertising in the 1920s. By virtue of its location, the Pepsi-Cola sign is one of the best-known examples of its type in New York City.