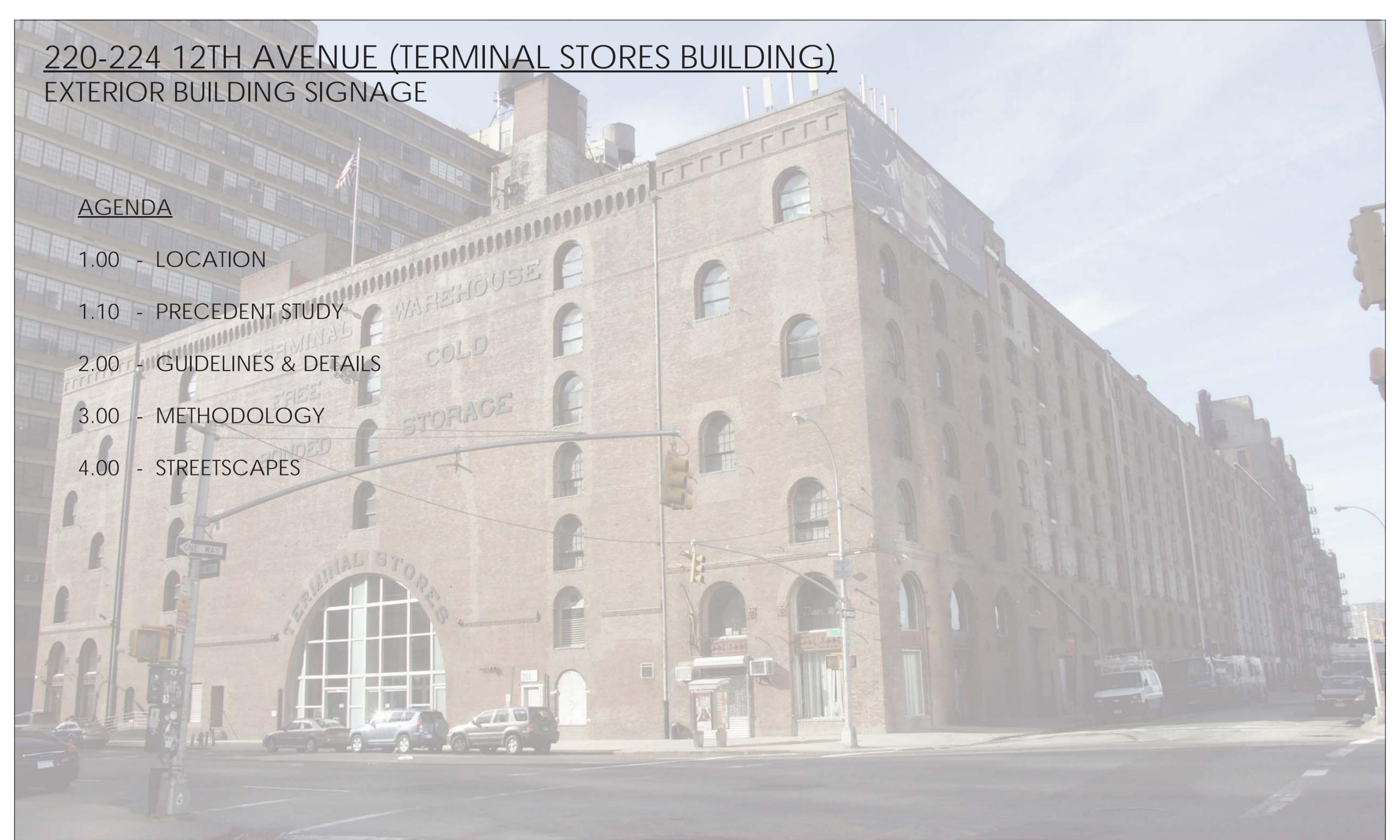


# 220-224 12TH AVENUE (TERMINAL STORES BUILDING) EXTERIOR BUILDING SIGNAGE

## AGENDA

- 1.00 - LOCATION
- 1.10 - PRECEDENT STUDY
- 2.00 - GUIDELINES & DETAILS
- 3.00 - METHODOLOGY
- 4.00 - STREETSAPES



**WINDIGO**  
Architecture, LLC  
914 Mt. Kemble Avenue  
Morristown, NJ 07960  
973 425 7680  
www.windigodesign.com

OWNER:  
**WFNY 1, LLC**  
224 12th AVENUE  
NEW YORK, NY 1001

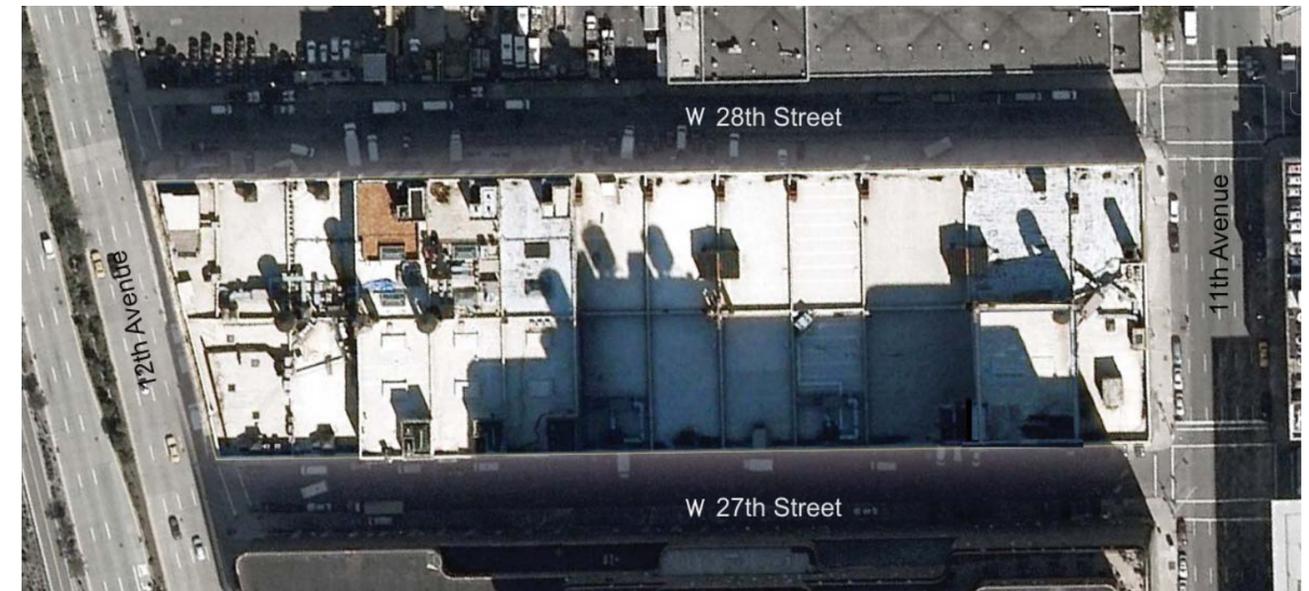
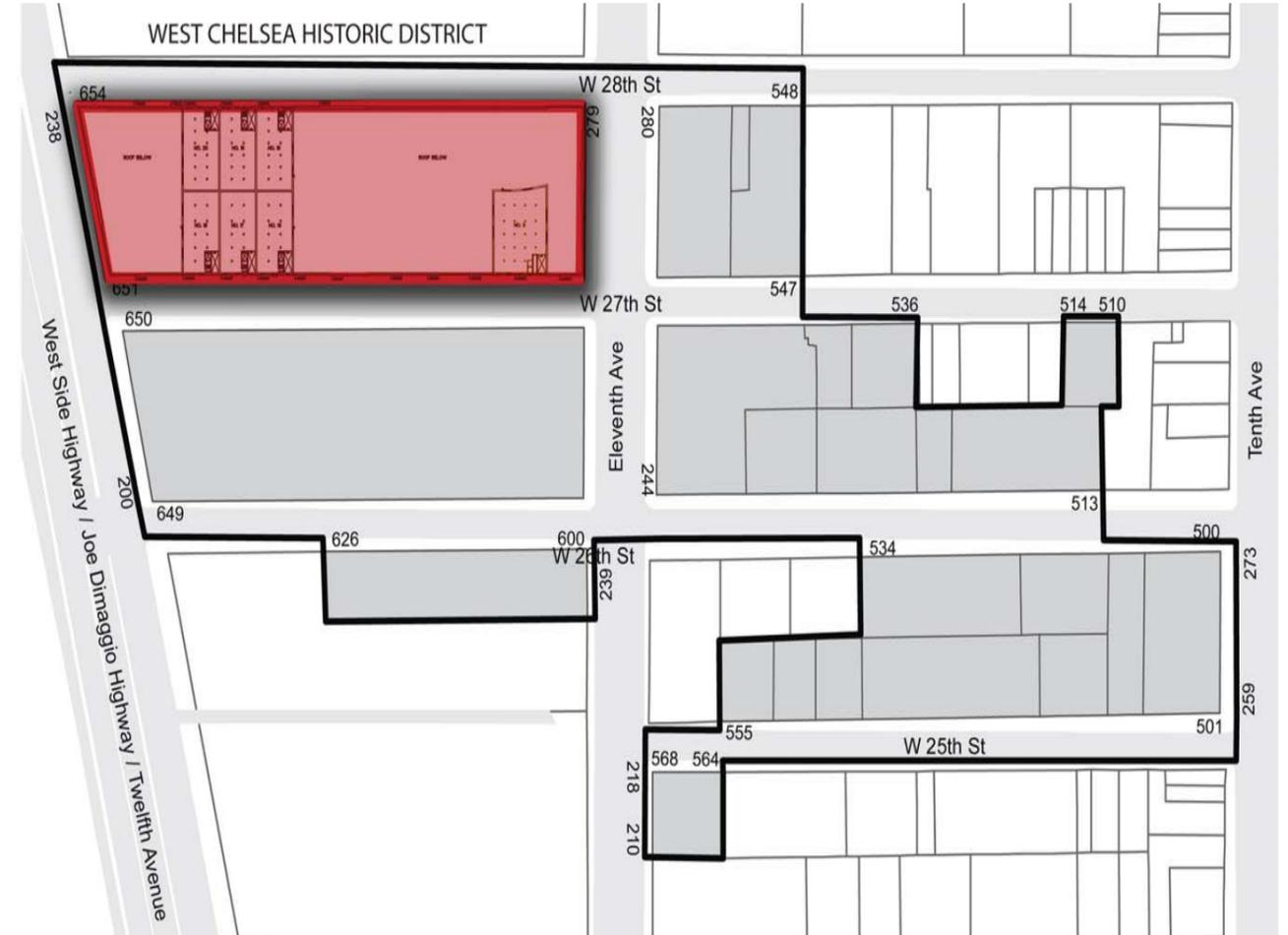
LANDMARKS PRESERVATION  
COMMISSION PUBLIC HEARING

LOCATION::  
**TERMINAL STORES BUILDING**  
220 - 224 12th AVENUE  
NEW YORK, NY 10001

DATE::  
SEPTEMBER 8, 2015  
LANDMARK'S  
PUBLIC HEARING

0.00

PRECEDENT | OVERVIEW



PRECEDENT STUDY | GUIDELINES & DETAILS | STREETSCAPES | METHODOLOGY

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1.00

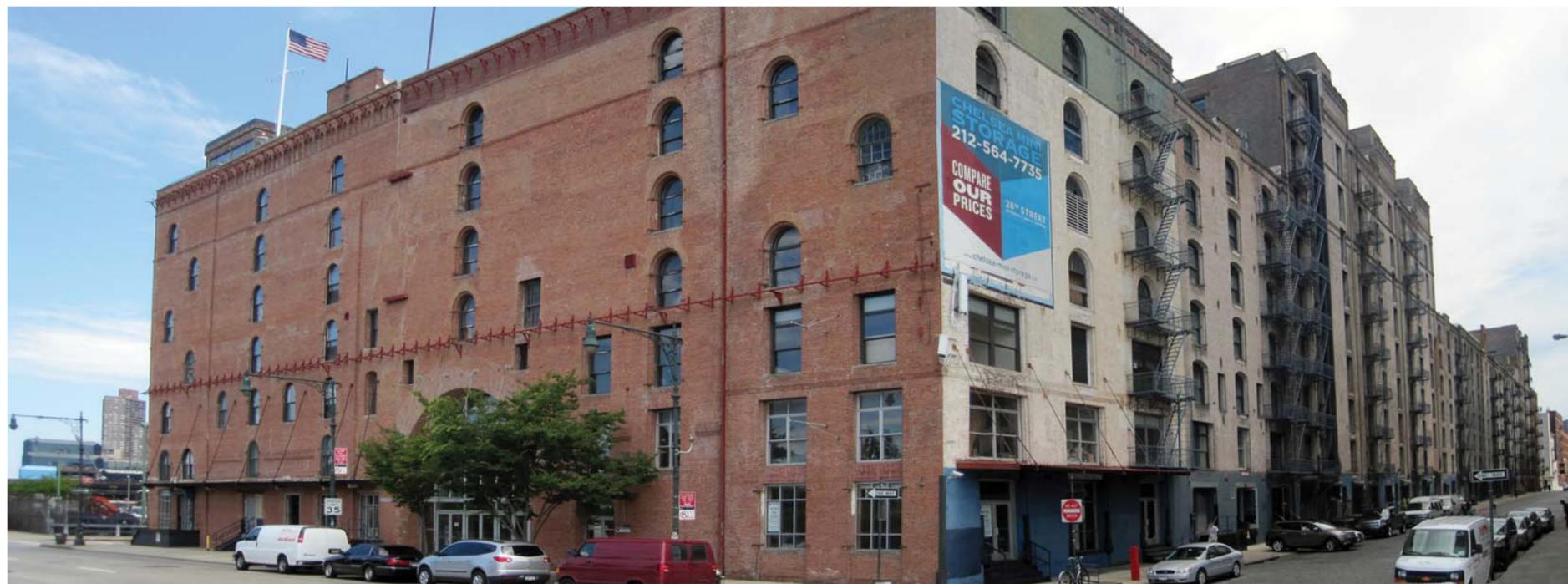
PRECEDENT | EXISTING STREETSCAPES



W 27TH STREET AND 11TH AVENUE



W 28TH STREET AND 11TH AVENUE



W 27TH STREET AND 12TH AVENUE



W 28TH STREET AND 12TH AVENUE

PRECEDENT STUDY

| GUIDELINES & DETAILS

| STREETSAPES

| METHODOLOGY

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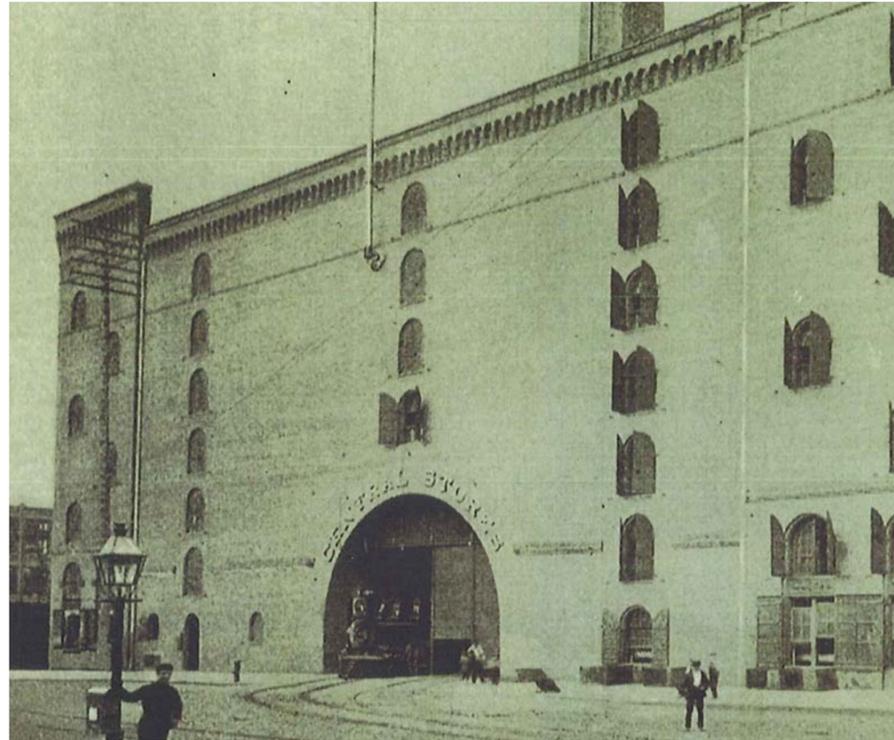
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LANDMARKS PRESERVATION  
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LOCATION: :  
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LANDMARK'S  
PUBLIC HEARING

1.10

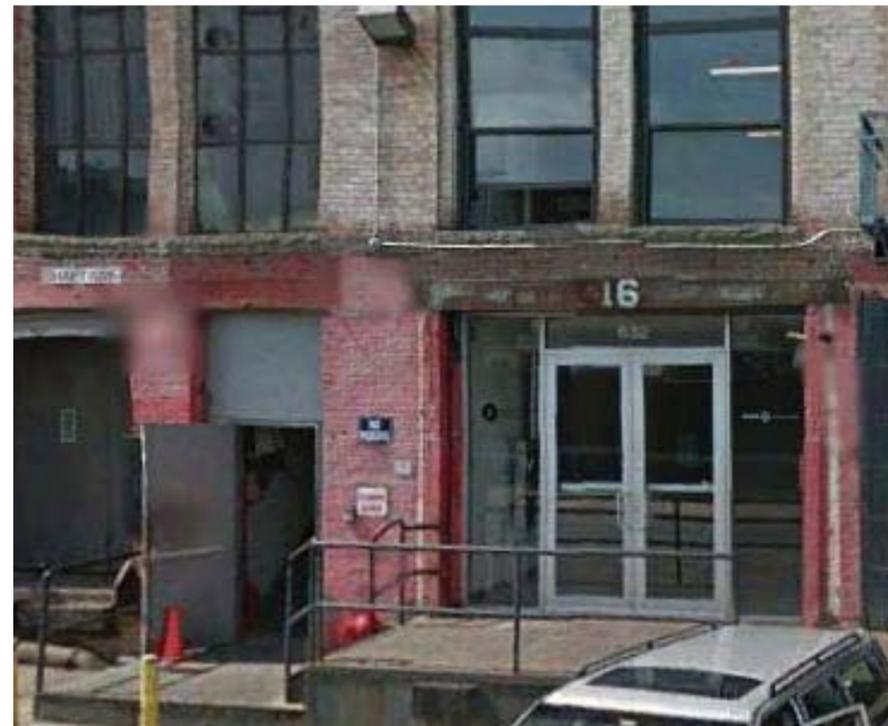


## HISTORIC SIGNAGE

- Lettering on 11th Avenue facades c. 1895 (top left)
- Letter and Flat plaque signs on 12th Avenue facade c. 1930s (top right)
- Banner signs on W.28th Street facade c. 1950s (bottom left)
- Painted brick signs on 12th Avenue & W.27th Street facades c. 1980s (bottom right)



## PRECEDENT | EXISTING BUILDING SIGNAGE



## EXISTING SIGN TYPES

- Lettering with building name and description of previous use on avenue facades (top left)
- Building numbers on parapet of each building facade (top center)
- Building numbers over central bay of each building facade (bottom right)
- Various plaque signs with no building standard or limitations (bottom left & upper right)

# GENERAL

• Exterior signage will consist of three (6) types:

- Type 1 | Raised letter sign
- Type 2 | Plaque sign
- Type 3 | Hanging sign
- Type 4 | Canopy hanging sign
- Type 5 | Painted Sign
- Type 6 | Window decal

• Signs with a surface area of less than 6 sq. Ft. do not require a sign permit

• Non-illuminated painted signs do not require a sign permit.

• Drawings 3.00-3.40 illustrate locations of plaque signs & hanging signs. It is the intent of the master plan that these two sign types are interchangeable, meaning a tenant may opt for one type or the other. Therefore, where plaque signs are indicated, a hanging sign may be placed, and vice-versa.



RAISED LETTER SIGN



PLAQUE SIGN



HANGING SIGN



CANOPY HANGING SIGN



PAINTED SIGN



WINDOW DECAL



## RAISED LETTER SIGNS

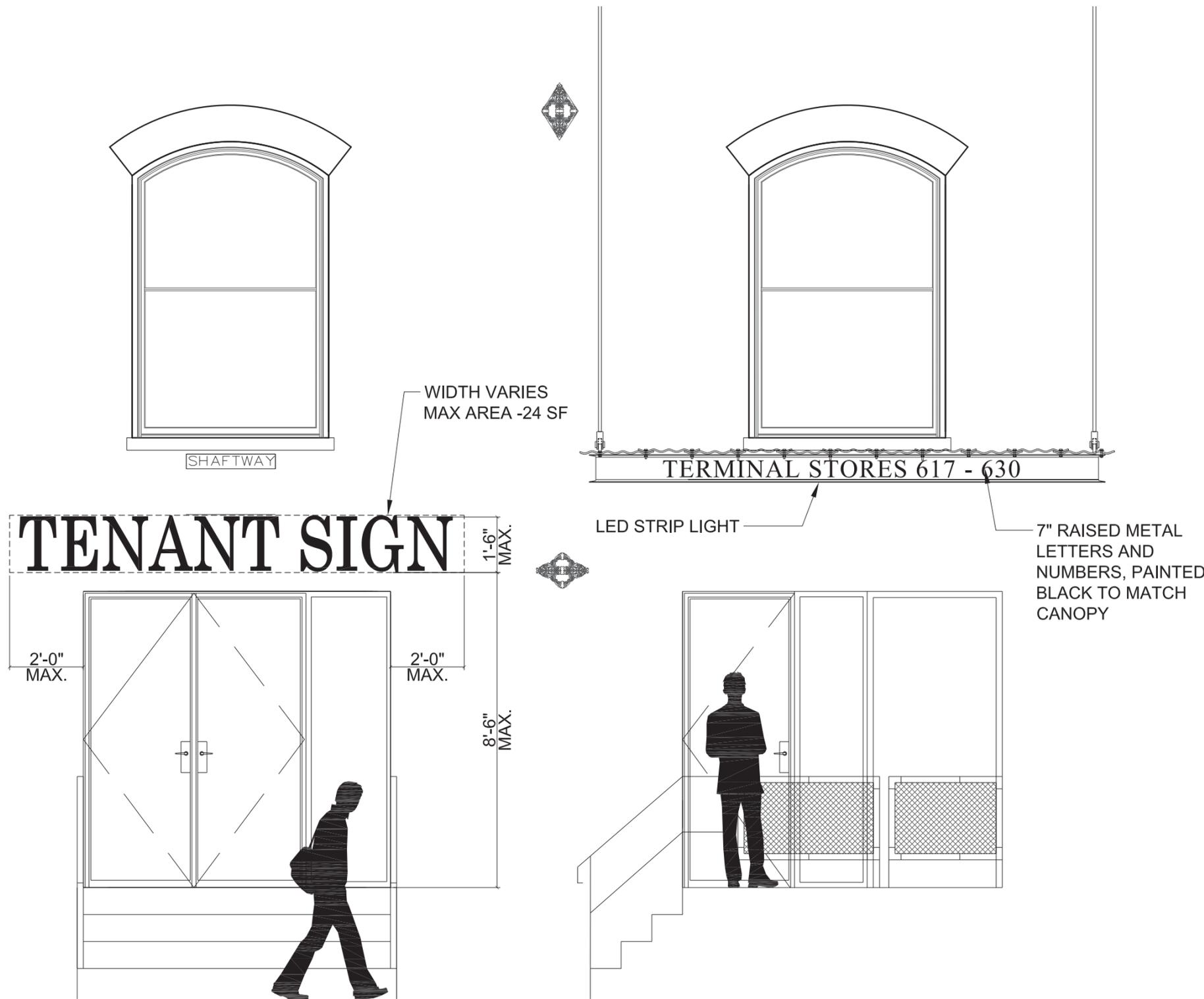
- Shall not exceed 18" in height. Tenant signs shall not exceed 24 square feet
- Black or metallic colored
- Attachments shall be painted to match raised lettering
- Mounting hardware shall be standard throughout the entire building

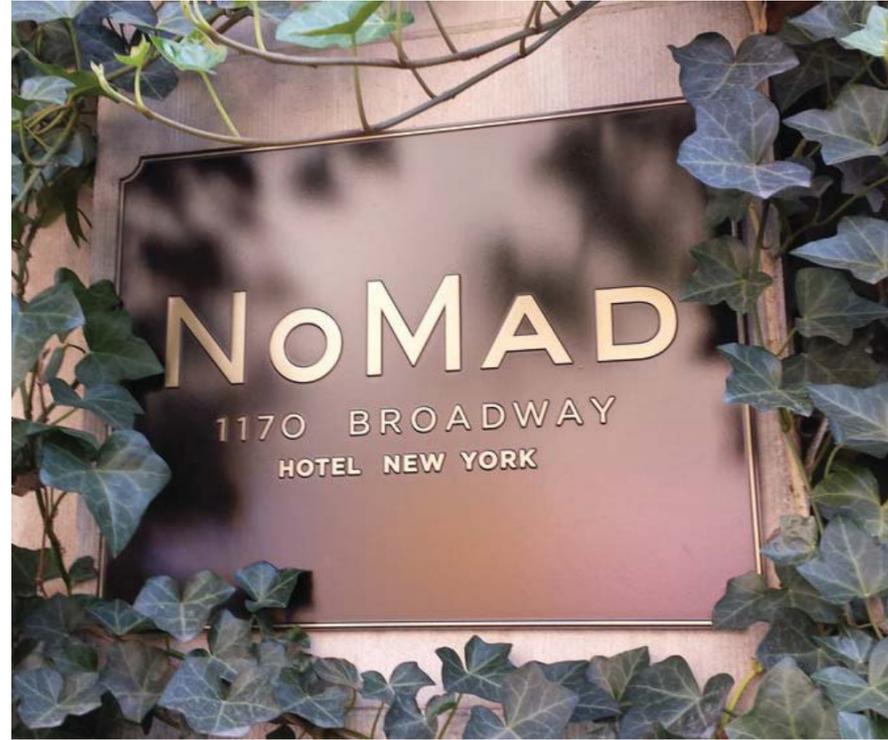


## ADDRESSES

- 1st floor tenants only shall be a window decal located on associated storefronts
- The range of address numbers for all other tenants shall be located on the canopy of the main lobby entrance from which those tenants are accessed
- Lettering shall be 7" in height and 3/4" in depth

GUIDELINES & DETAILS | RAISED LETTER SIGN DETAILS

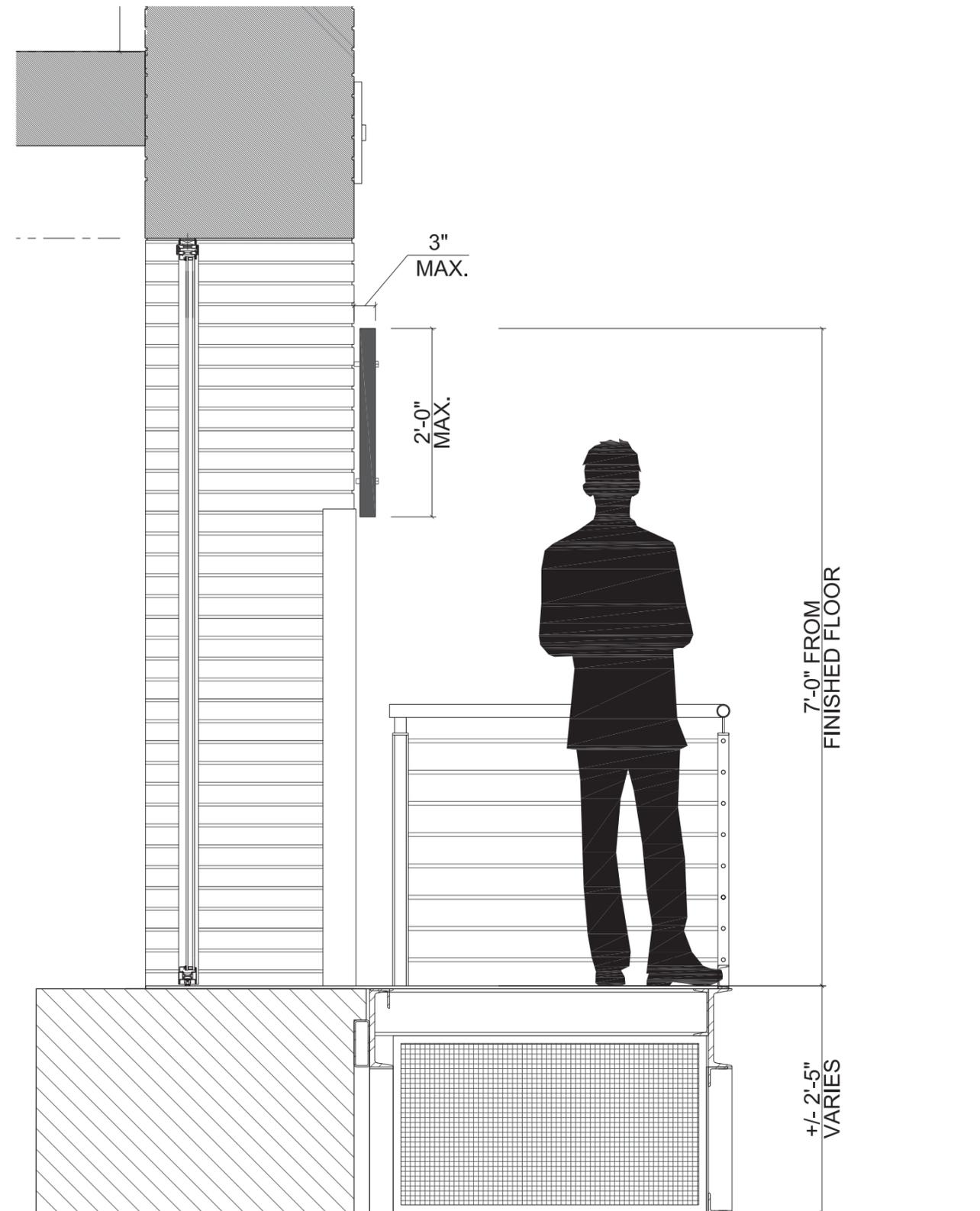
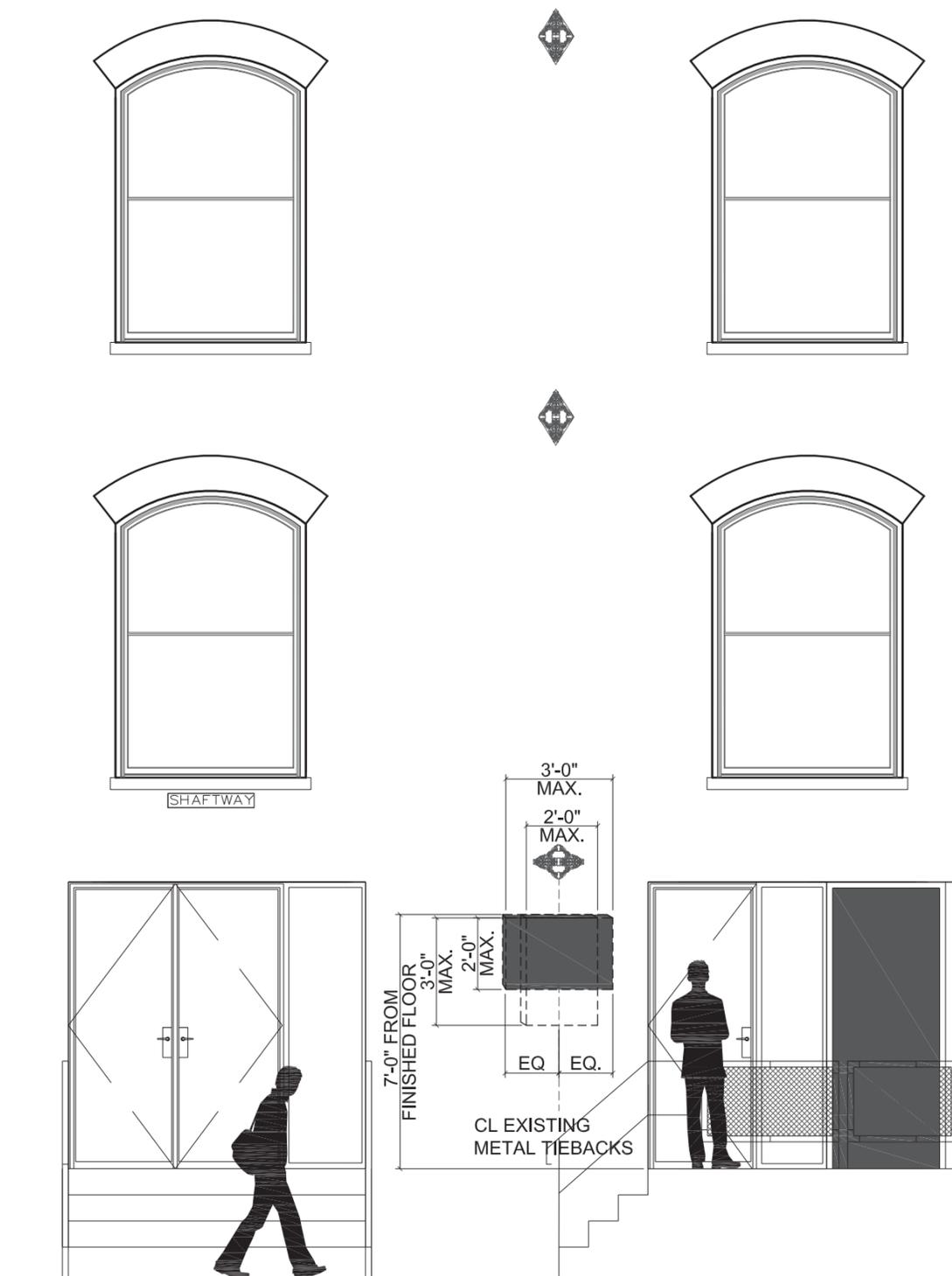




## PLAQUE SIGNS

- Shall not exceed 24" x 36" x 3"
- Can be any color or shape permitted by LPC and/or WFNY rules and regulations. Sign material shall be wood or metal.
- Attachments shall be painted black to match canopies and platforms
- Mounting height of any wall sign shall be at 7'-0" from the top of 1st floor unless an architectural element or other element does not allow this mounting height, the sign may be lowered in height
- Mounting hardware shall be standard throughout the entire building
- Signs will display tenant name and/or logo only
- Signs will be limited to 4 color maximum

GUIDELINES & DETAILS | PLAQUE SIGN DETAILS



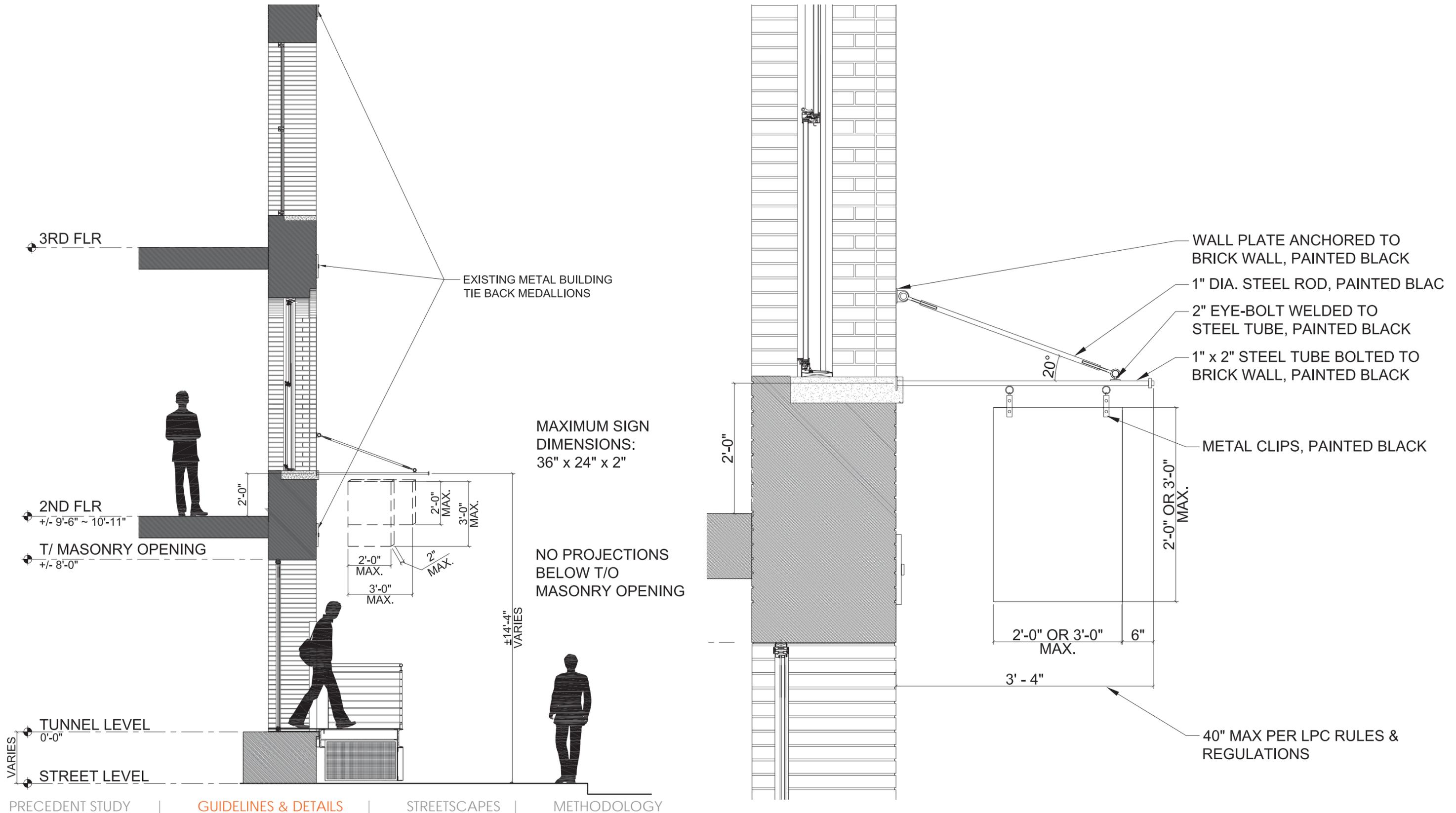


## HANGING SIGNS

- Shall not exceed 24" x 36" x 2" as per Landmarks Preservation Commission rules and regulations
- Can be any color or shape permitted by LPC and/or WFNY rules and regulations. Sign material shall be wood or metal.
- Armatures shall be painted black to match canopies and platforms
- Armature mounting height will be at the 2nd floor window sill
- Armature design will be standard throughout the entire building facade
- Permitted only on the street facade
- Signs will be limited to 4 color maximum



GUIDELINES & DETAILS | HANGING SIGN DETAILS



PRECEDENT STUDY | GUIDELINES & DETAILS | STREETSAPES | METHODOLOGY

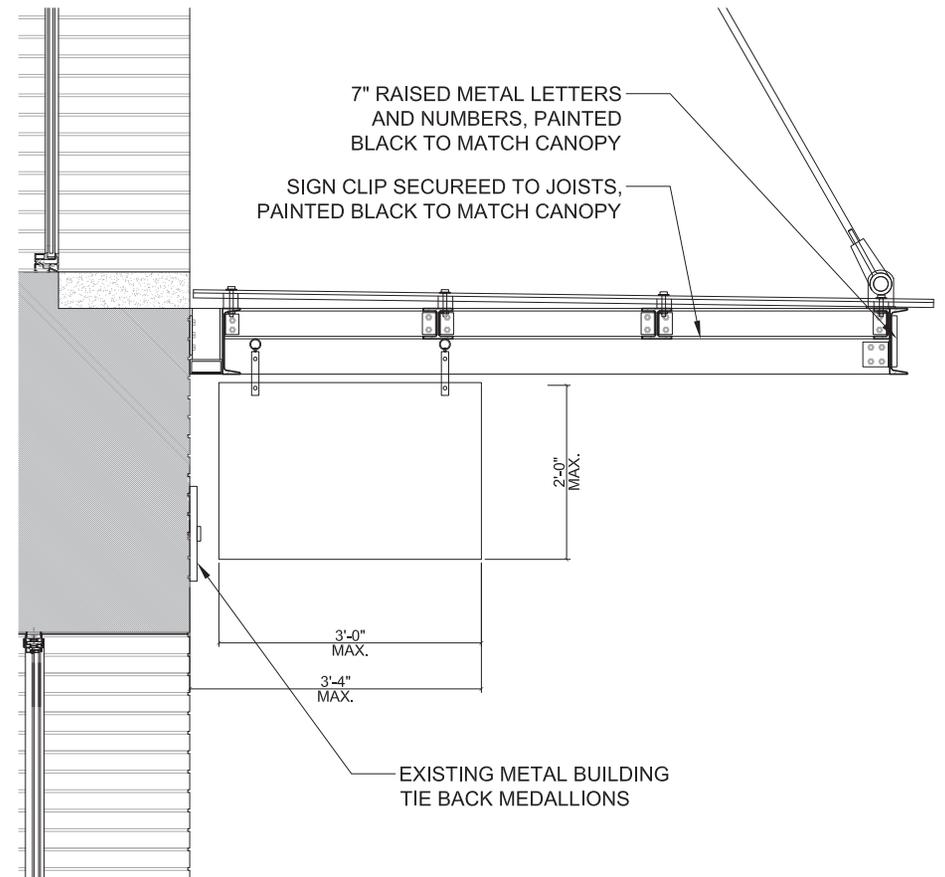
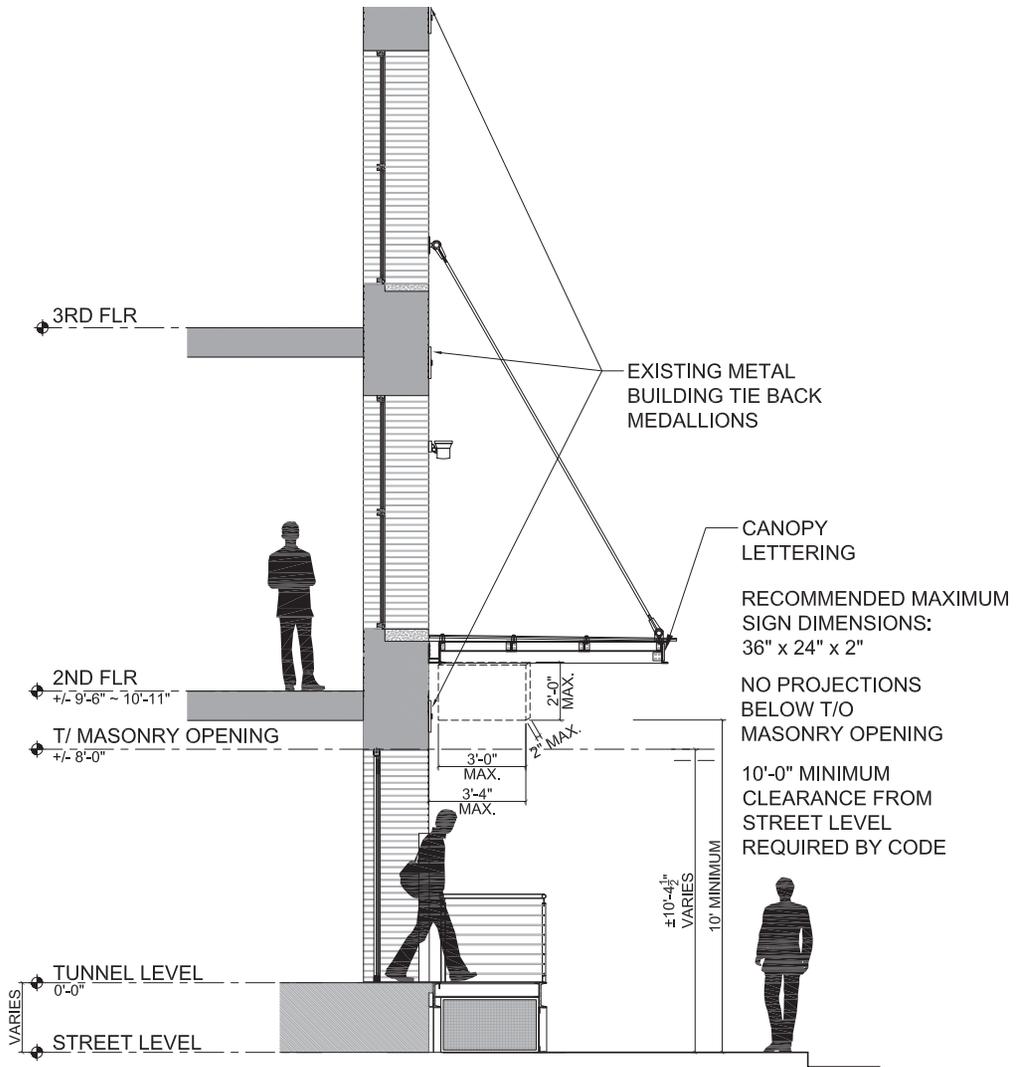


## CANOPY HANGING SIGNS

- Shall not exceed 24" x 36" x 2" as per Landmarks Preservation Commission rules and regulations
- Can be any color or shape permitted by LPC and/or WFNY rules and regulations. Sign material shall be wood or metal.
- Armature shall be painted black to match canopies and platforms
- Armature design will be standard throughout the entire building facade
- Permitted only on the street facade
- Signs will be limited to 4 color maximum



GUIDELINES & DETAILS | CANOPY HANGING SIGN DETAILS





## PAINTED SIGNS

- Can be any color or shape permitted by Landmarks Preservation Commission and/or WFNY rules and regulations
- Signs will be limited to 4 color maximum
- Not all painted signs illustrated would exist at one time. Acceptable locations for painted signs are illustrated, but it is likely only a few painted signs will be installed.

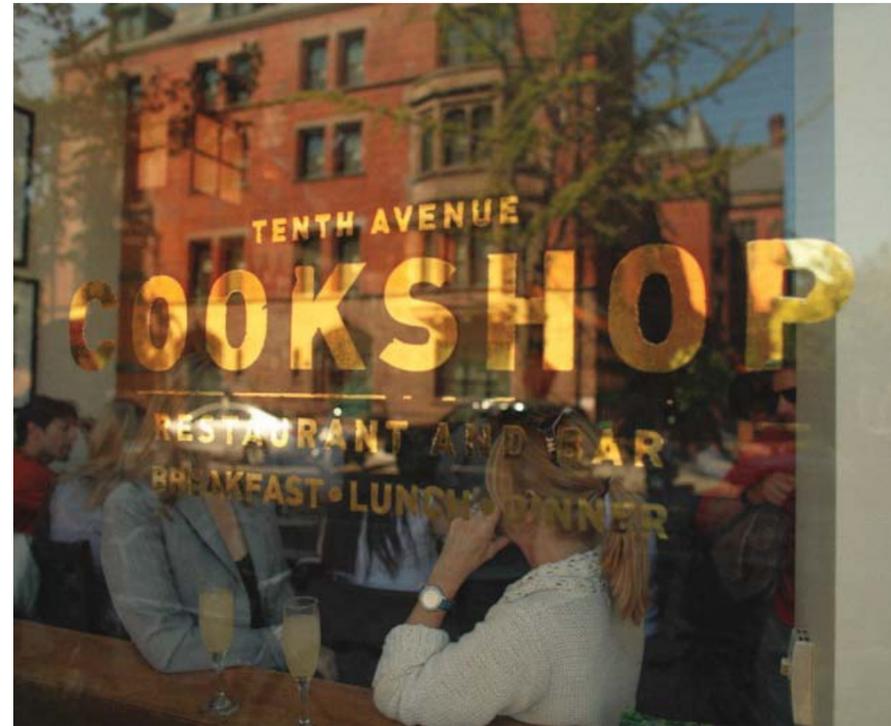






## WINDOW DECAL

- Cannot exceed 20% of the glass area within the window or door opening, per Landmarks Preservation Commission rules and regulations.
- Window decals will be limited to 2 color maximum



# METHODOLOGY | BUILDING DIAGRAM - PROPOSED PLAN



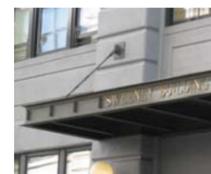
# METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

**NOTE:**  
SIGN IMAGES SHOWN ARE EXAMPLES TO ILLUSTRATE THE PLACEMENT OF SIGNS. THE SIGN TYPE MAY VARY. MAXIMUM NUMBER OF SIGNS IS ILLUSTRATED



## WEST 27TH STREET

### SYMBOLS LEGEND:



= RAISED LETTER SIGN

= PLAQUE SIGN

= HANGING SIGN

= CANOPY HANGING SIGN

= CANOPY WITH LOCATION OF BUILDING ADDRESSES

= PAINTED SIGN

PRECEDENT STUDY

GUIDELINES & DETAILS

STREETSCAPES

METHODOLOGY

MATCH LINE 2.30

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COMMISSION PUBLIC HEARING

LOCATION: **TERMINAL STORES BUILDING**  
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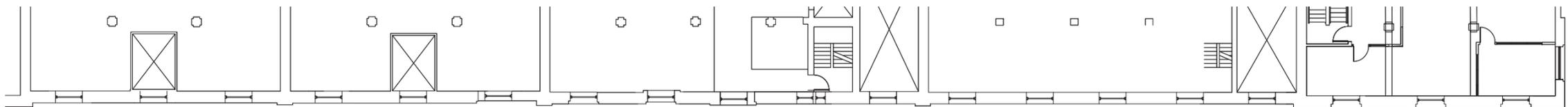
3.10

# METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

**NOTE:**  
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WEST 27TH STREET



SYMBOLS LEGEND:



■ = RAISED LETTER SIGN



■ = PLAQUE SIGN



┆ = HANGING SIGN



┆ = CANOPY HANGING SIGN



■ = CANOPY WITH LOCATION OF BUILDING ADDRESSES



■ = PAINTED SIGN

PRECEDENT STUDY

GUIDELINES & DETAILS

STREETSCAPES

METHODOLOGY

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3.20

# METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

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THE PLACEMENT OF SIGNS. THE SIGN TYPE MAY VARY.  
MAXIMUM NUMBER OF SIGNS IS ILLUSTRATED



**WEST 28TH STREET**  
SYMBOLS LEGEND:



■ = RAISED LETTER SIGN

■ = PLAQUE SIGN

■ = HANGING SIGN

■ = CANOPY HANGING SIGN

■ = CANOPY WITH LOCATION OF BUILDING ADDRESSES

■ = PAINTED SIGN

PRECEDENT STUDY

GUIDELINES & DETAILS

STREETSCAPES

METHODOLOGY

MATCH LINE 2.50

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3.30

# METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

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## WEST 28TH STREET

### SYMBOLS LEGEND:



■ = RAISED LETTER SIGN

■ = PLAQUE SIGN

┆ = HANGING SIGN

┆ = CANOPY HANGING SIGN

■ = CANOPY WITH LOCATION OF BUILDING ADDRESSES

■ = PAINTED SIGN

PRECEDENT STUDY

GUIDELINES & DETAILS

STREETSCAPES

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COMMISSION PUBLIC HEARING

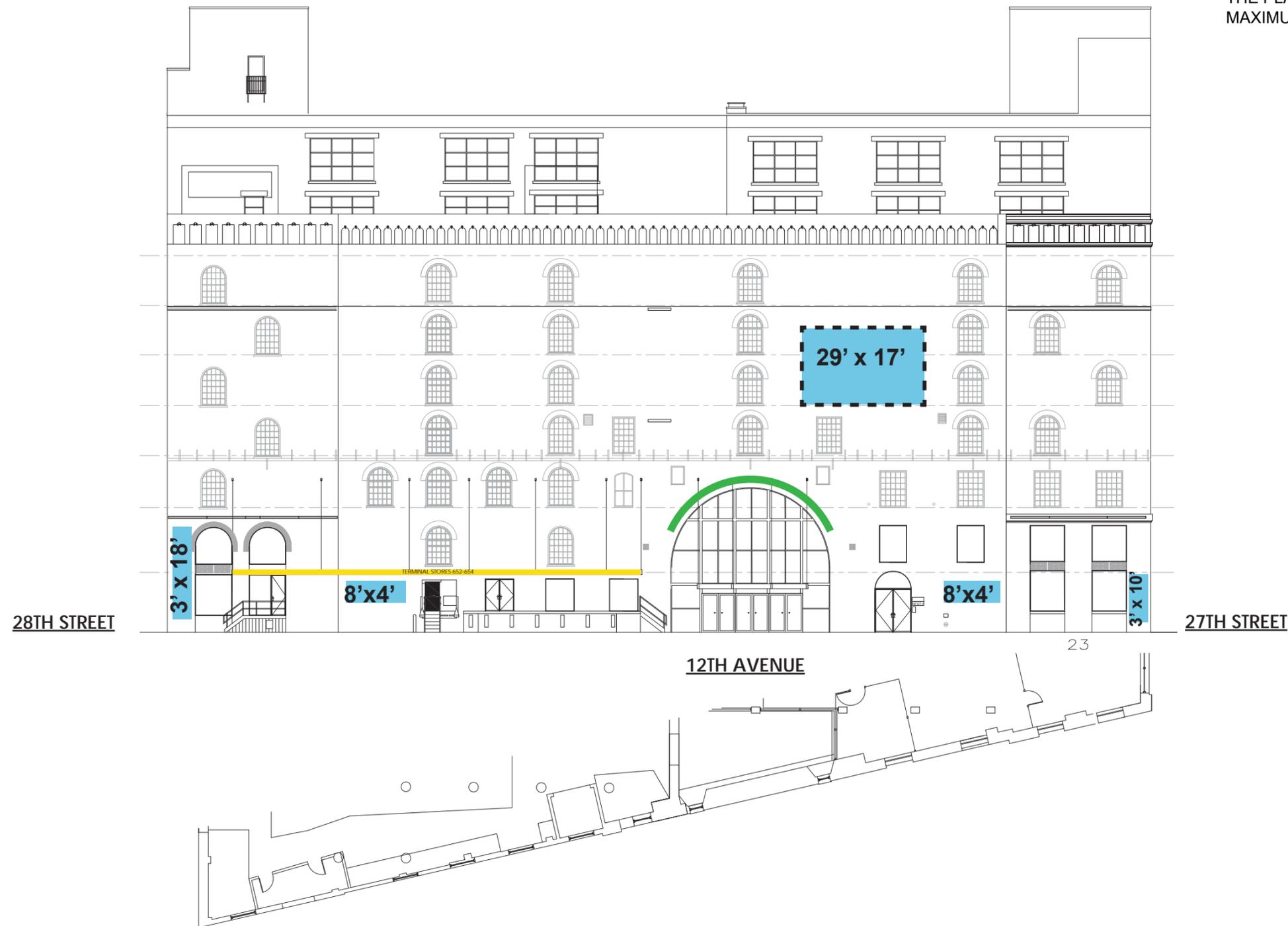
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3.40

# METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

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■ = RAISED LETTER SIGN



  = HISTORICAL PRECEDENT



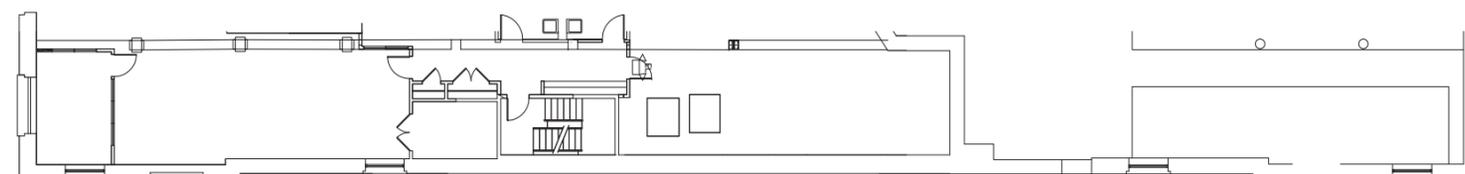
= CANOPY WITH LOCATION OF BUILDING ADDRESSES



= PAINTED SIGN

# METHODOLOGY | BUILDING DIAGRAM - PROPOSED ELEVATION

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■ = RAISED LETTER SIGN



■ = PAINTED SIGN

PRECEDENT STUDY

GUIDELINES & DETAILS

STREETSCAPES

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3.60

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