

The current proposal is:

**Preservation Department – Item 2, LPC-20-04501**

**3 9th Avenue, aka 49 Gansevoort Street and 51 Gansevoort  
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**

A

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*Loro Piana*

**MEATPACKING**  
3 NINTH AVENUE  
NEW YORK, NEW YORK 10014

**EXTERIOR PACKAGE  
LANDMARKS PRESENTATION**

INTERIOR TENANT IMPROVEMENT  
FOR:

3 NINTH AVENUE  
NEW YORK, NY 10014

Z:\SharedDocs\Atmosphere\ADG-Logo\_PLLC.jpg

465 COLUMBUS AVE., SUITE#305  
VALHALLA, NY 10595  
914.747.2344

SEAL:



REG. NO: 031204

DATE: 03-19-2020

MEP CONSULTANT:

9		
8		
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4		
3	07/10/2020	ISSUED FOR LPC APPROVAL
2	03/19/2020	ISSUED FOR LPC APPROVAL
1	12/30/2019	ISSUED FOR PERMIT

PROJECT LOCATION:

**LORO PIANA  
MEATPACKING**  
3 NINTH AVENUE  
NEW YORK, NY 10014

TOTAL AREA: 3,153 SQ.FT.

SHEET TITLE:

COVER SHEET

PROJECT NO. 503018

SCALE: AS NOTED

DATE: OCTOBER 2019

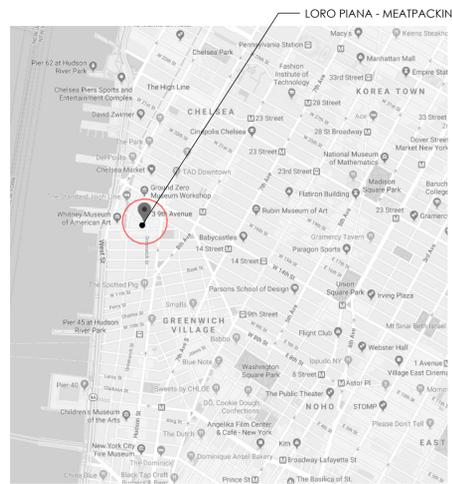
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REVIEWED BY: ML

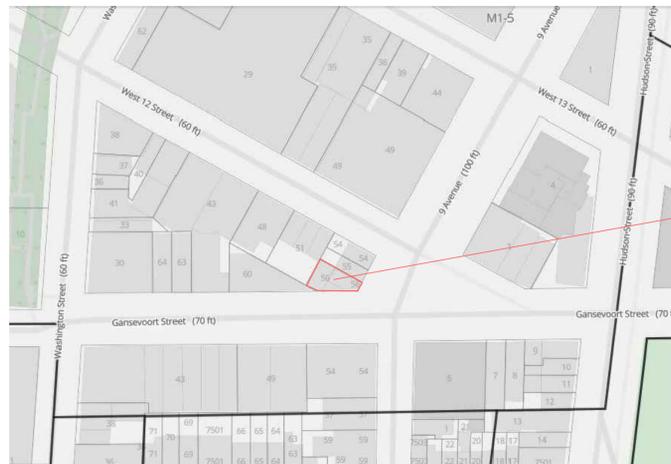
SHEET NO.

**T-000.00**

01 OF 11



1 LOCATION PLAN



2 ZONING MAP

**Landmark**  
 Address: 3 NINTH AVENUE  
 Borough: MAN Block: 444 Lot: 56  
 Status: DESIGNATED

**Zoning Information**  
 Borough: Manhattan Block: 444 Lot: 56  
 Tax Lot: 88L 1006440056  
 Zoning: M1-5  
 Special Purpose District: Historic District  
 Zoning Map: 8b  
 Historical Zoning Maps: 8b

ARCHITECTURAL	REVISIONS	REMARKS
T-000.00 COVER SHEET	12/30/2019 LPC PERMIT SET	
G-010.00 ZONING INFO & HISTORICAL PHOTOS	03/19/2020 REVISED LPC PERMIT SET	
A-000.00 EXISTING FACADE PHOTOS	07/10/2020 REVISED LPC PERMIT SET	
A-100.00 FACADE COMPARISON		
A-101.00 PROPOSED FACADE RENDERING		
A-102.00 PROPOSED FACADE RENDERINGS		
A-300.00 PROPOSED FACADE ELEVATION & DETAILS		
A-301.00 PROPOSED FACADE ELEVATION & DETAILS		
A-302.00 PROPOSED FACADE SECTIONS		
A-310.00 PROPOSED SIGNAGE		
A-311.00 PROPOSED BALUSTRADE		

01 ZONING INFORMATION

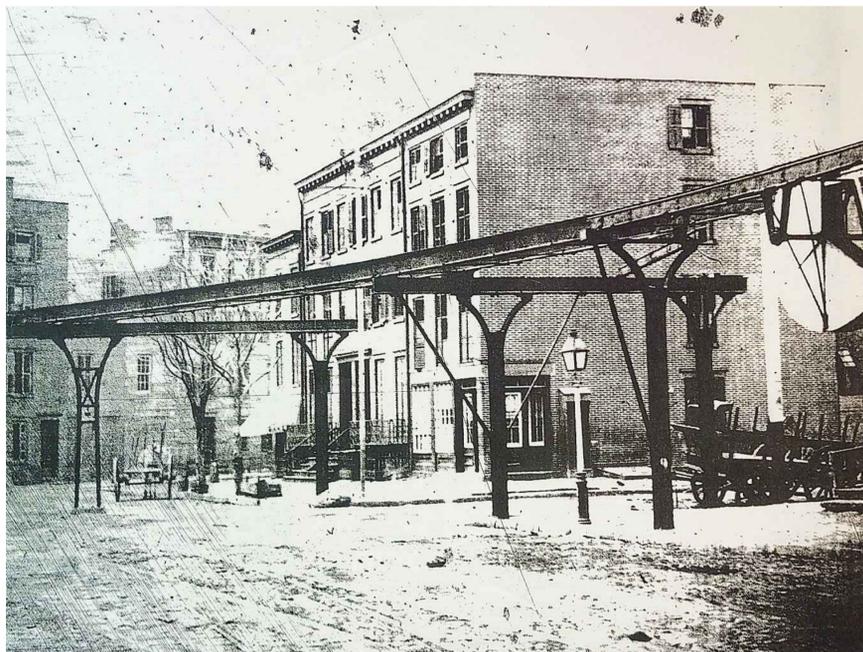
SCALE: NTS

02 SHEET INDEX

SCALE: NTS



1 HISTORICAL PHOTO - 1953



2 HISTORICAL PHOTO



3 HISTORICAL PHOTO WHEN DISTRICT WAS DESIGNATED



4 HISTORICAL PHOTO - 1999

03 HISTORICAL PHOTOS

INTERIOR TENANT IMPROVEMENT FOR:

3 NINTH AVENUE  
 NEW YORK, NY 10014

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ZONING INFO &  
 HISTORICAL PHOTOS

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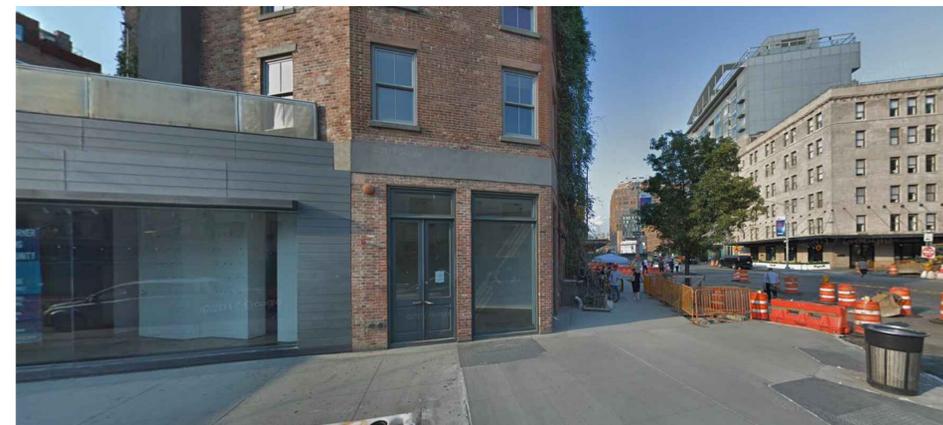
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SHEET NO.

**G-010.00**

02 OF 11



01 EXISTING FACADE PHOTOS

INTERIOR TENANT IMPROVEMENT  
FOR:

3 NINTH AVENUE  
NEW YORK, NY 10014

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PHOTOS

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A-000.00

03 OF 11



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VIEW #1 (SUPERCEDED)  
Previous Facade proposal (Hearing 02.04.2020)

- 1 FLUTED PORTLAND MARBLE STONE FINISH
- 2 METAL CANOPY
- 3 METAL RAILING
- 4 BULKHEAD BACKLIT METAL SIGN (x2)
- 5 WALL MOUNTED METAL SIGN (x2)
- 6 CANOPY BRACKET SIGN (x2)
- 7 PIN MOUNTED BUILDING BACKLIT METAL SIGN (x1)
- 8 EXISTING HISTORIC BRICK FACADE

INTERIOR TENANT IMPROVEMENT FOR:

3 NINTH AVENUE  
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FACADE COMPARISON

PROJECT NO. 503018

SCALE: AS NOTED

DATE: OCTOBER 2019

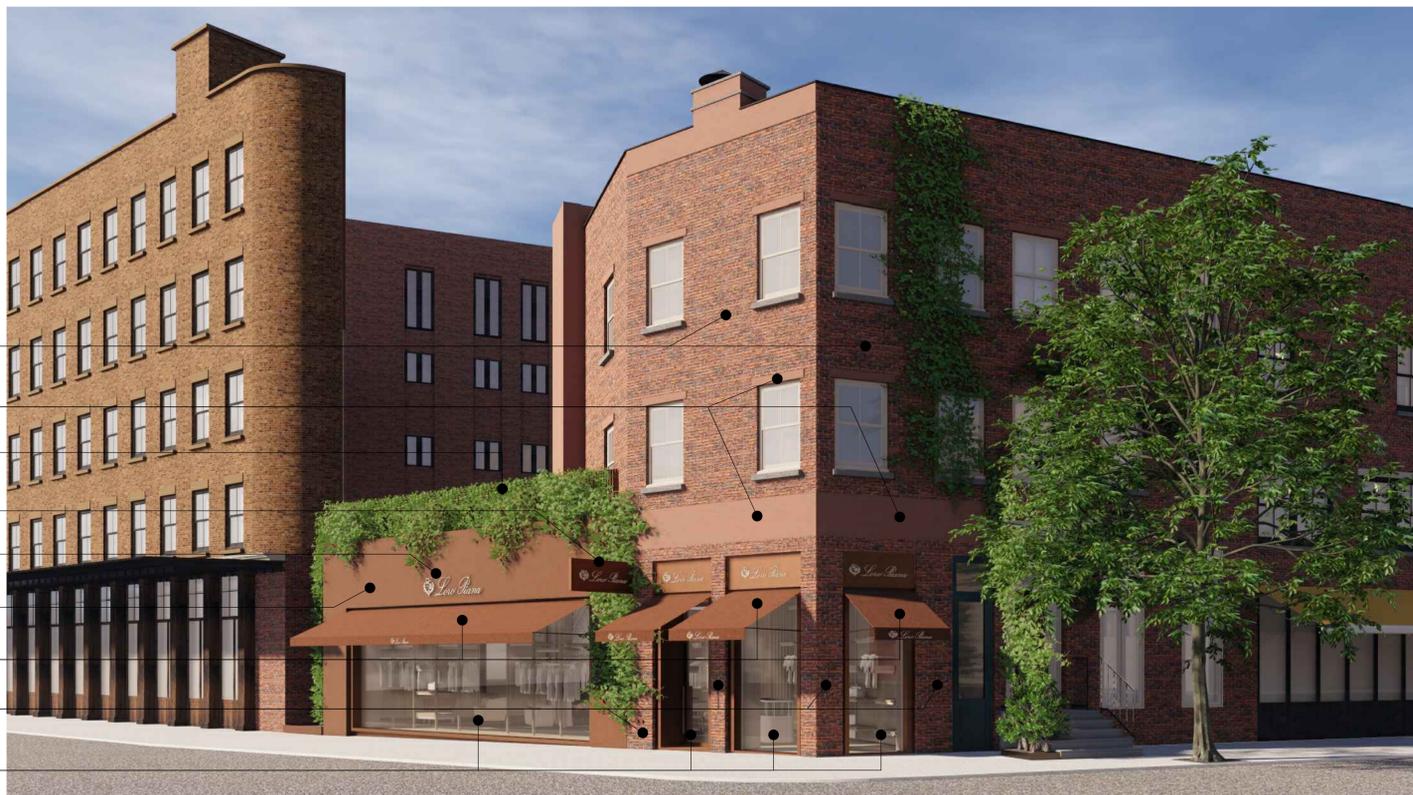
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SHEET NO.

**A-100.00**

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VIEW #1 (CURRENT)  
New Facade Proposal

- 1 NEW METAL SIDING IN KUMMEL COLOR FINISH TO REPLACE EXISTING GRAY METAL SIDING
- 2 NEW RETRACTABLE AWNING
- 3 EXISTING RAILING WITH CASCADE FOLIAGE
- 4 EXISTING HISTORIC GREEK STYLE ROWHOUSE BRICKS TO REMAIN
- 5 BULKHEAD BACKLIT METAL SIGN (x1)
- 6 EXISTING HISTORIC BRICK FACADE
- 7 NEW WALL MOUNTED BACKLIT BRACKET SIGN
- 8 NEW REPLACEMENT WINDOWS AND DOOR
- 9 EXISTING GRAY BAND TO BE PAINTED TO MATCH HISTORICAL FINISH OF WINDOWS HEADERS



INTERIOR TENANT IMPROVEMENT  
FOR:

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SHEET TITLE:

**PROPOSED  
FACADE RENDERING**

PROJECT NO. 503018

SCALE: AS NOTED

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**A-101.00**

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EXISTING FACADE TO REMAIN

EXISTING RAILING TO REMAIN

NEW METAL LETTERS AND CREST REVERSE  
BACKLIT STOREFRONT BULKHEAD SIGN (SIGN  
TYPE 1 - x1)

NEW WALL MOUNTED BACKLIT BRACKET SIGN  
NEW METAL TRANSOM WITH BACKLIT LOGO  
(SIGN TYPE 2 - x3)

NEW RETRACTABLE AWNINGS

NEW REPLACEMENT WINDOWS AND DOOR

NEW HISTORIC BRICK FACADE TO REMAIN

EXISTING CONCRETE SIDEWALK TO  
REMAIN

NEW METAL SIDING IN KUMMEL COLOR FINISH  
TO REPLACE EXISTING GRAY METAL SIDING



VIEW #1 (SUPERCEDED)  
Previous Facade proposal (Hearing 02.04.2020)



VIEW #1 (CURRENT)  
New Facade Proposal



VIEW #2 (SUPERCEDED)  
Previous Facade proposal (Hearing 02.04.2020)



VIEW #2 (CURRENT)  
New Facade Proposal

INTERIOR TENANT IMPROVEMENT  
FOR:

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FACADE RENDERINGS

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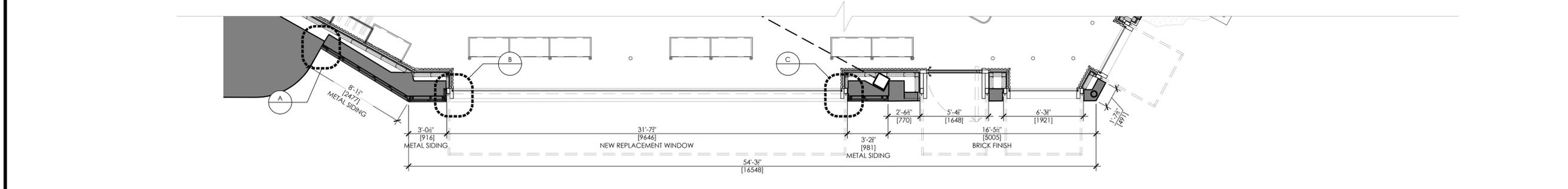
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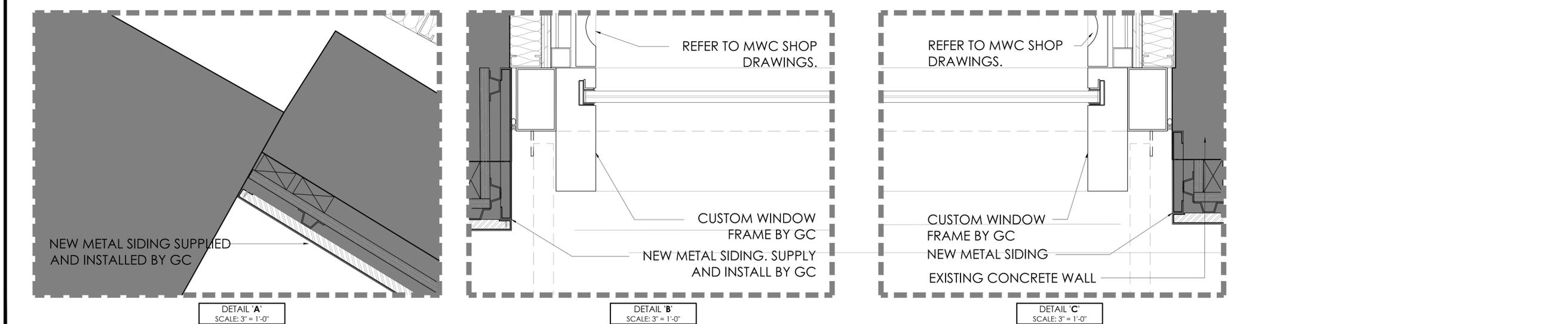
01 PROPOSED FACADE ELEVATION

SCALE: 1/4" = 1'-0"



02 STOREFRONT PLAN

SCALE: 1/4" = 1'-0"



03 STOREFRONT DETAILS

INTERIOR TENANT IMPROVEMENT FOR:

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**PROPOSED  
FACADE ELEVATIONS  
& DETAILS**

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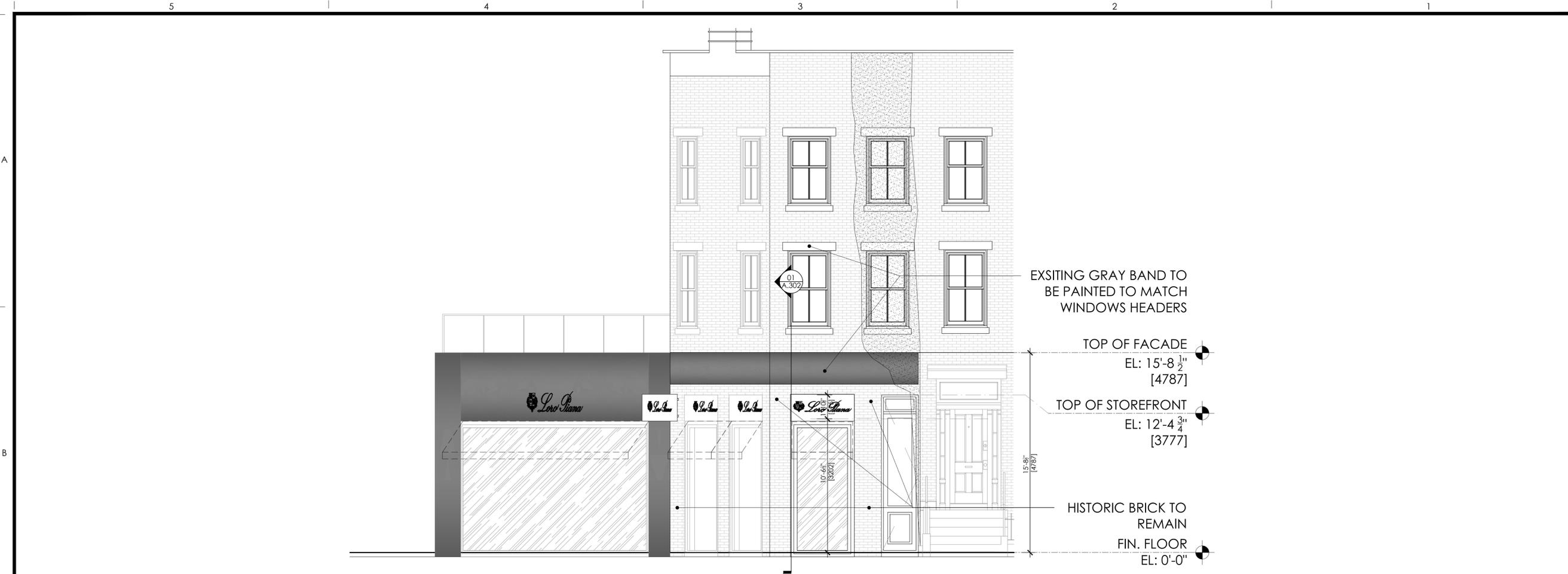
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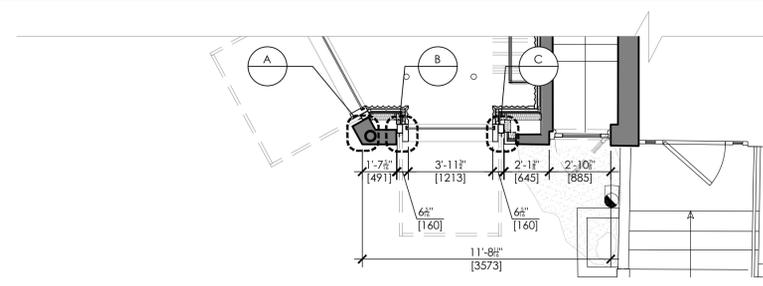
**A-300.00**

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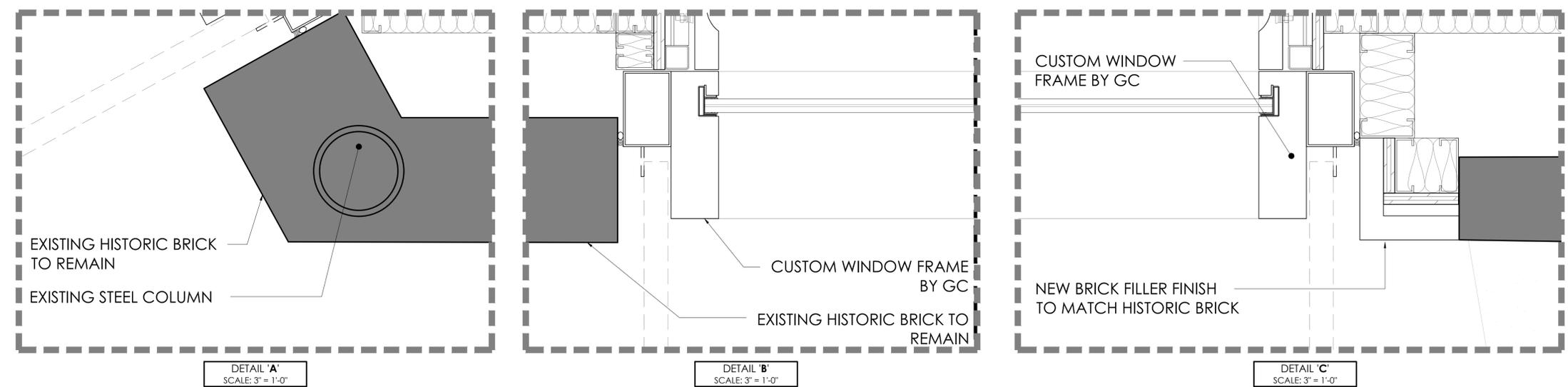
01 PROPOSED FACADE ELEVATION

SCALE: 1/4" = 1'-0"



02 STOREFRONT PLAN

SCALE: 1/4" = 1'-0"



04 STOREFRONT DETAILS

INTERIOR TENANT IMPROVEMENT FOR:

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PROPOSED  
FACADE ELEVATIONS  
& DETAILS

PROJECT NO. 503018

SCALE: AS NOTED

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SHEET NO.

**A-301.00**

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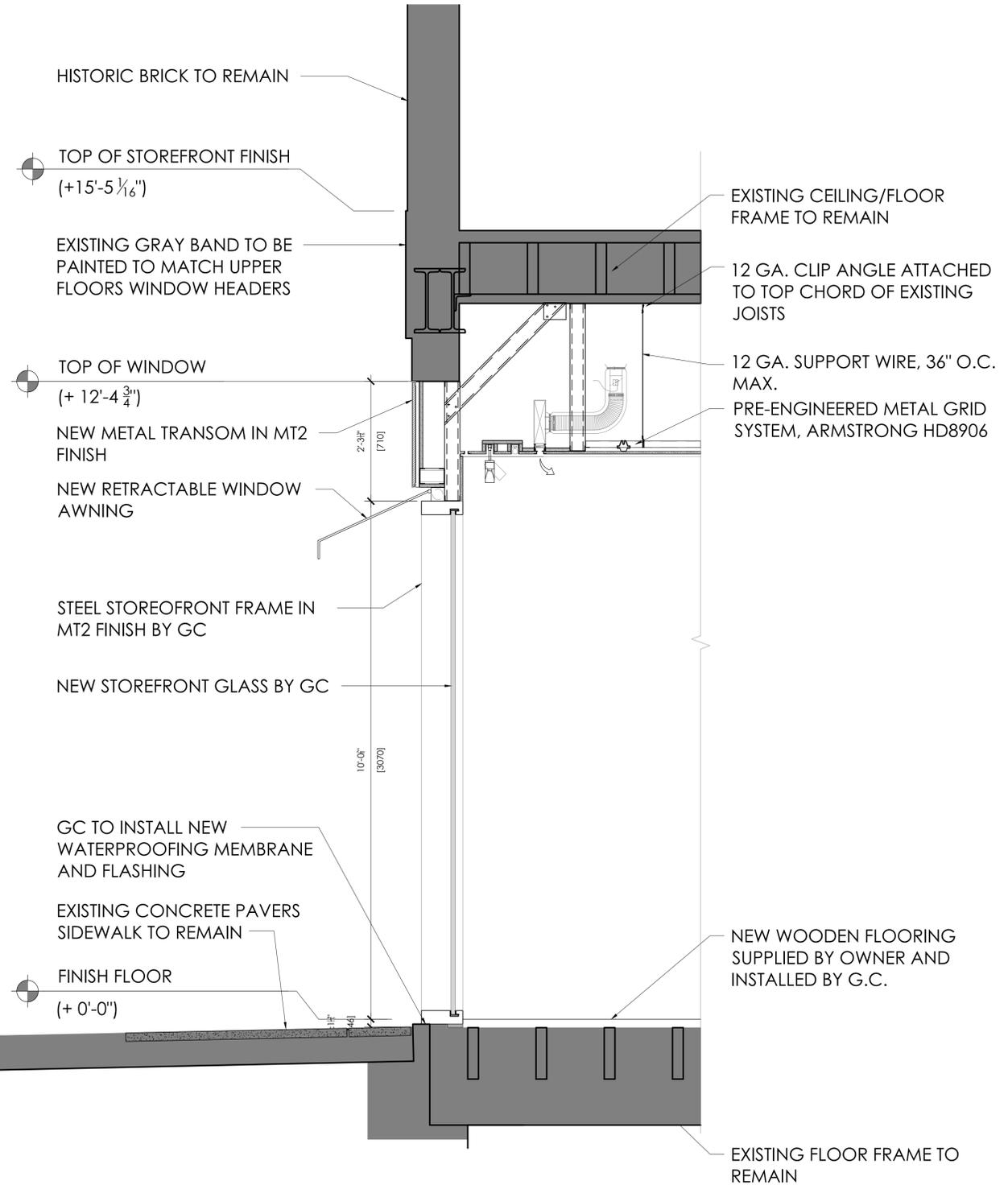
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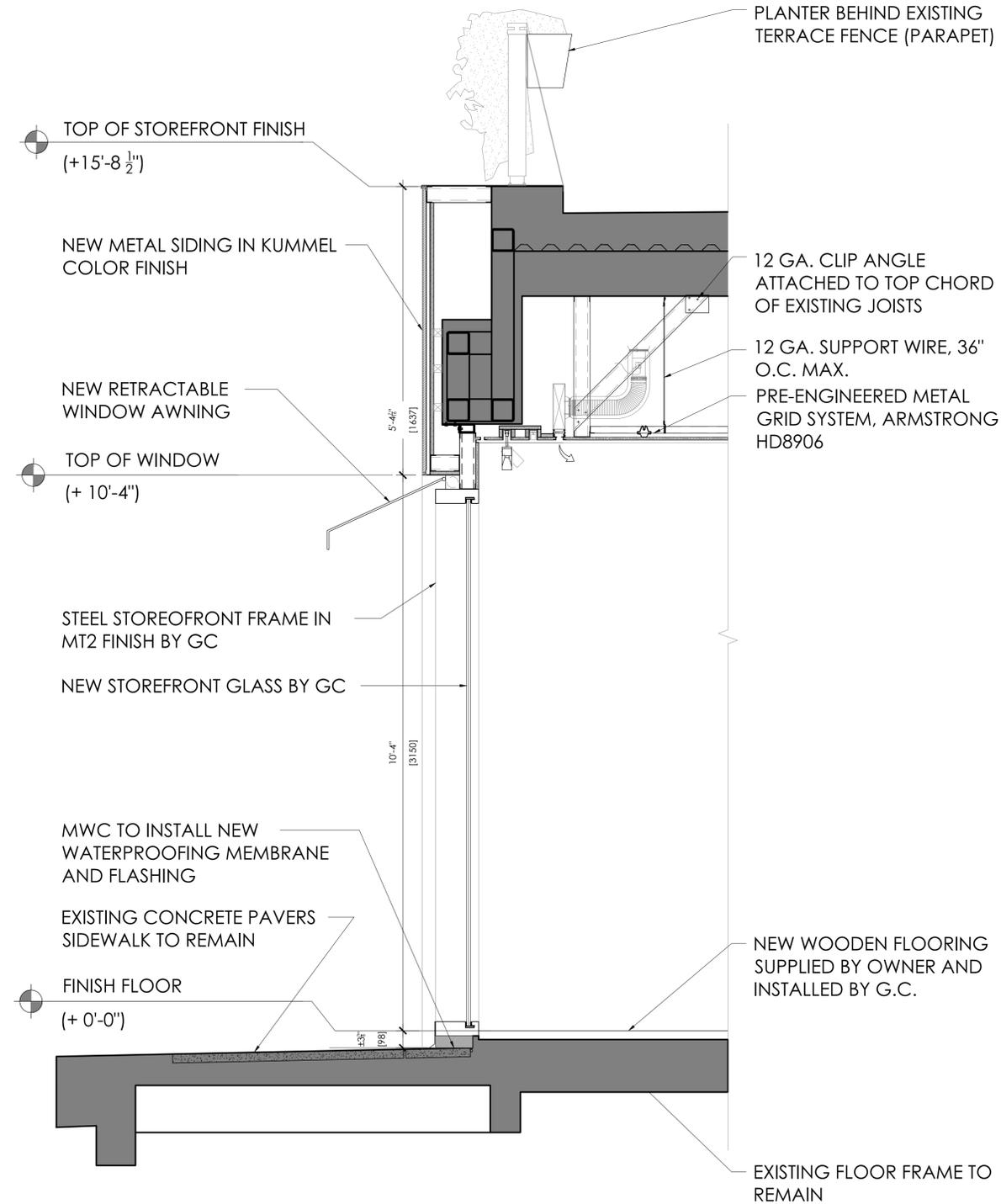


01 FACADE SECTION DETAIL

SCALE: 3/4" = 1'-0"



SAMPLE PHOTO OF THE PARAPET WITH FOLIAGE OF THE LORO PIANA TEMP STORE



02 FACADE SECTION DETAIL

SCALE: 3/4" = 1'-0"

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PROPOSED  
FACADE SECTIONS

PROJECT NO. 503018

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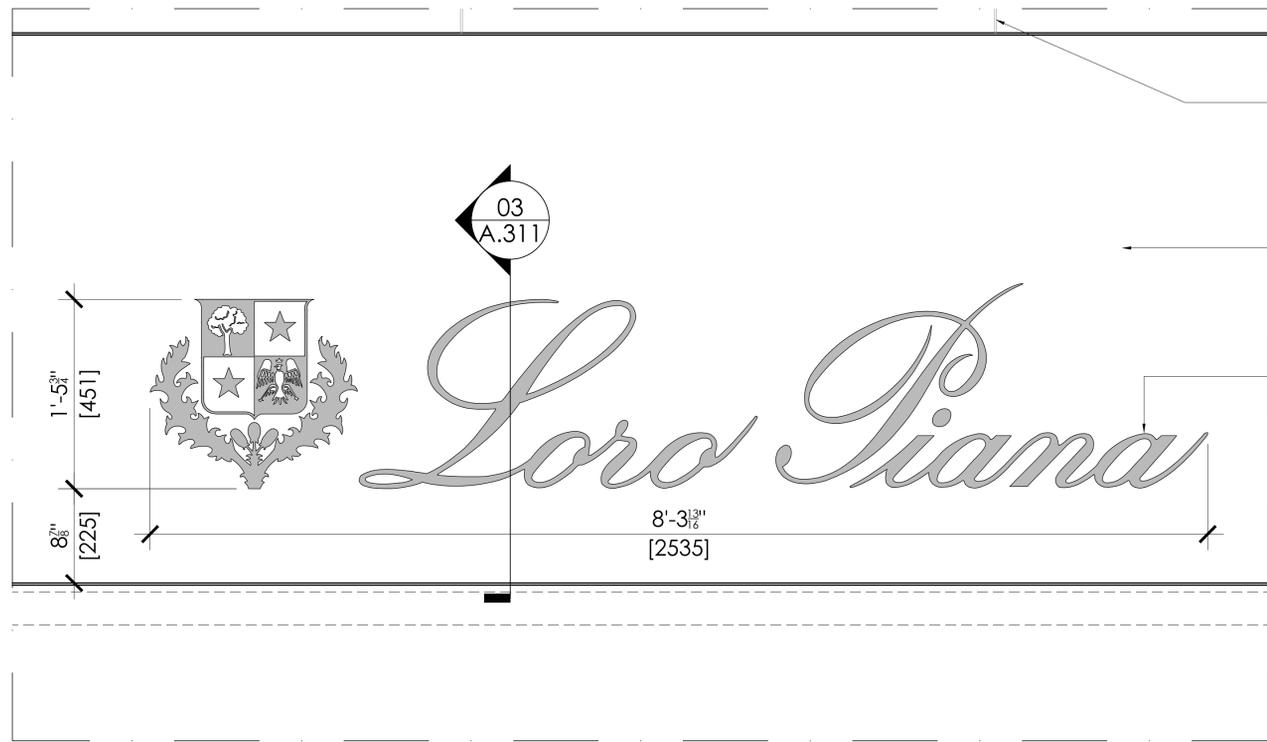
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SHEET NO.

**A-302.00**

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EXISTING RAILING  
PAINTED IN MT2  
FINISH

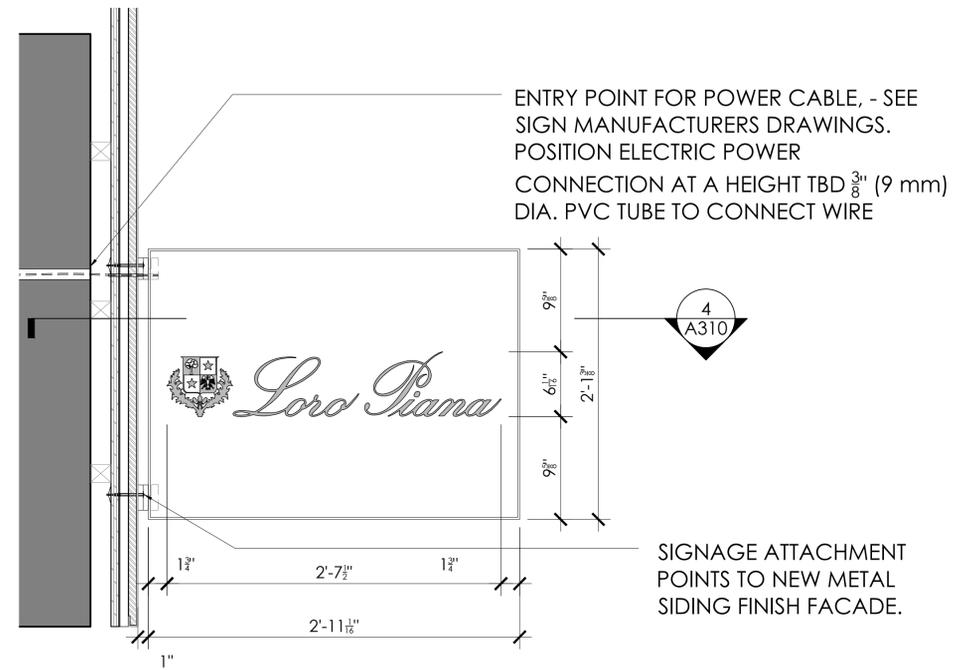
METAL SIDING IN  
MT2 FINISH

WALL MOUNTED  
METAL BACKLIT SIGN  
IN TP1 FINISH

03  
A.311

01 STOREFRONT SIGN TYPE 1 (OVER METAL SIDING FINISH)

SCALE: 1 1/2" = 1'-0"



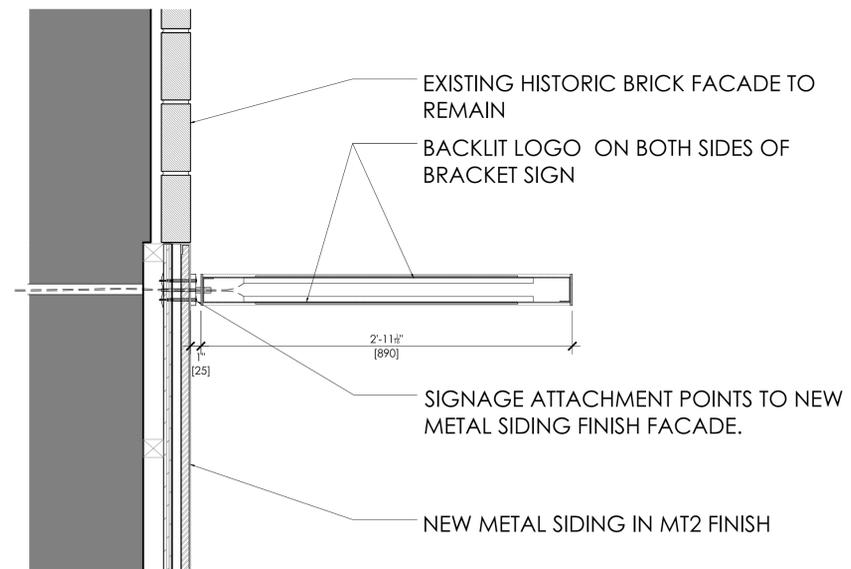
ENTRY POINT FOR POWER CABLE, - SEE  
SIGN MANUFACTURERS DRAWINGS.  
POSITION ELECTRIC POWER  
CONNECTION AT A HEIGHT TBD  $\frac{3}{8}$ " (9 mm)  
DIA. PVC TUBE TO CONNECT WIRE

4  
A.310

SIGNAGE ATTACHMENT  
POINTS TO NEW METAL  
SIDING FINISH FACADE.

03 BRACKET SIGN ELEVATION

SCALE: 1 1/2" = 1'-0"



EXISTING HISTORIC BRICK FACADE TO  
REMAIN

BACKLIT LOGO ON BOTH SIDES OF  
BRACKET SIGN

SIGNAGE ATTACHMENT POINTS TO NEW  
METAL SIDING FINISH FACADE.

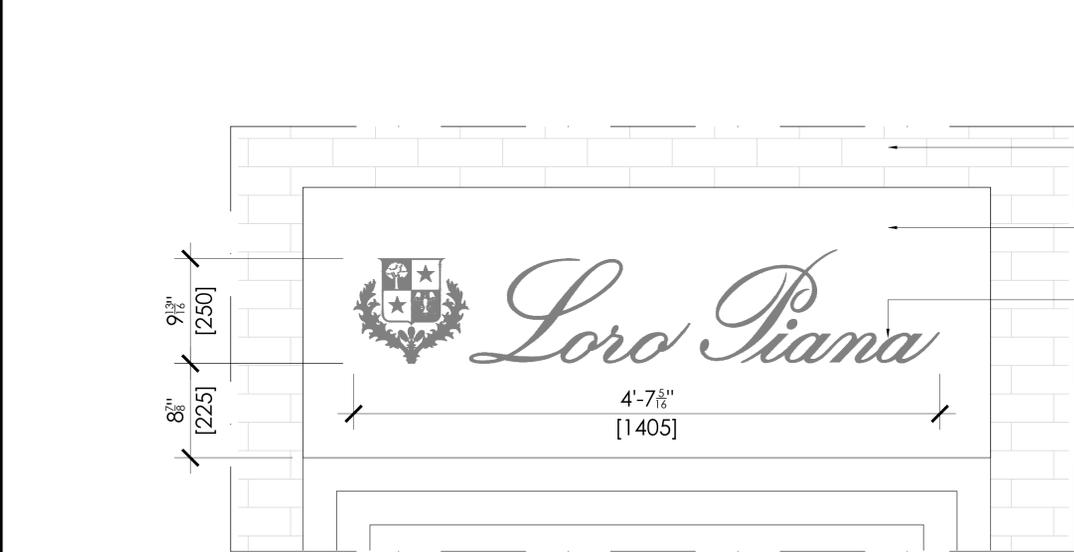
NEW METAL SIDING IN MT2 FINISH

04 BRACKET SIGN SECTION

SCALE: 1 1/2" = 1'-0"

**FINISHES**

- ST1 Terracotta finish
- TP1 Broken White powder coated paint
- MT2 "KUMMEL" painted metal (5% gloss)



EXISTING HISTORIC  
BRICK

METAL TRANSOM  
IN MT2 FINISH

PIN-MOUNTED  
BACKLIT SIGN IN TP1  
FINISH

02 STOREFRONT SIGN TYPE 2 (OVER TRANSOM)

SCALE: 1 1/2" = 1'-0"

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PROPOSED SIGNAGE

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SCALE: AS NOTED

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PROPOSED  
BALUSTRADE & SIGN  
DETAIL

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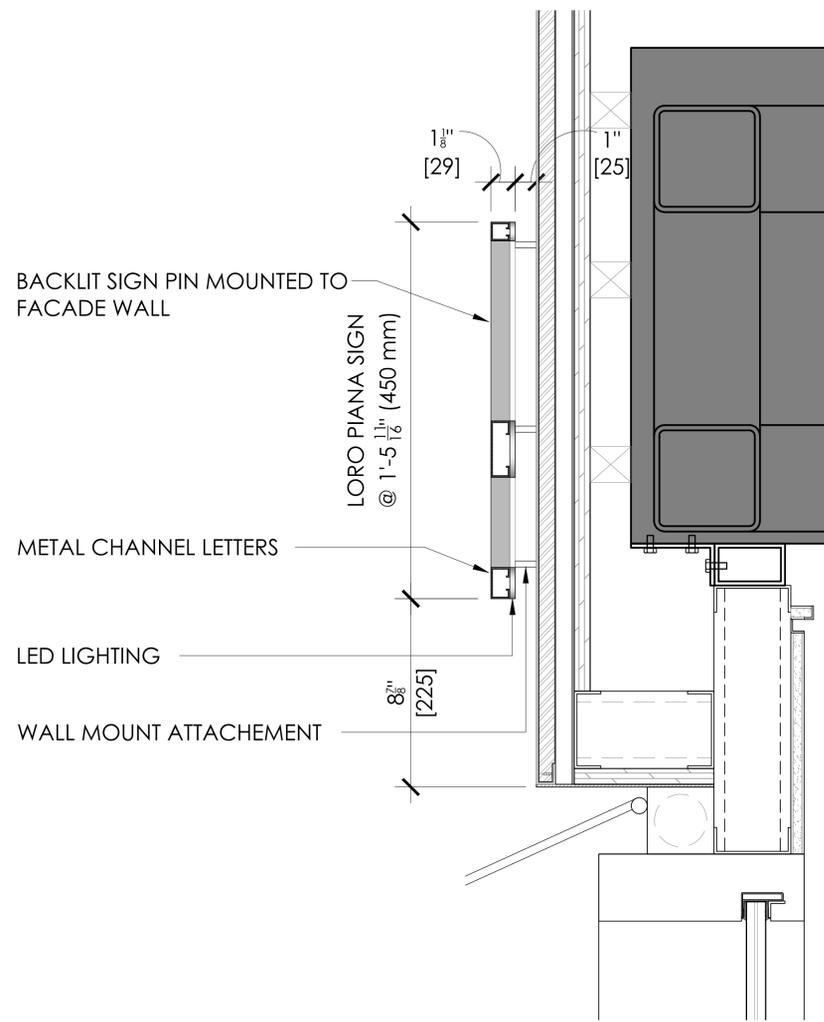
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**A-311.00**

11 OF 11



Backlit sign over Metal siding

01 BACKLIT SIGN DETAIL

N.T.S.



LED ascent light behind each sign element

02 SAMPLE IMAGE OF A BACKLIT SIGN

N.T.S.

The current proposal is:

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