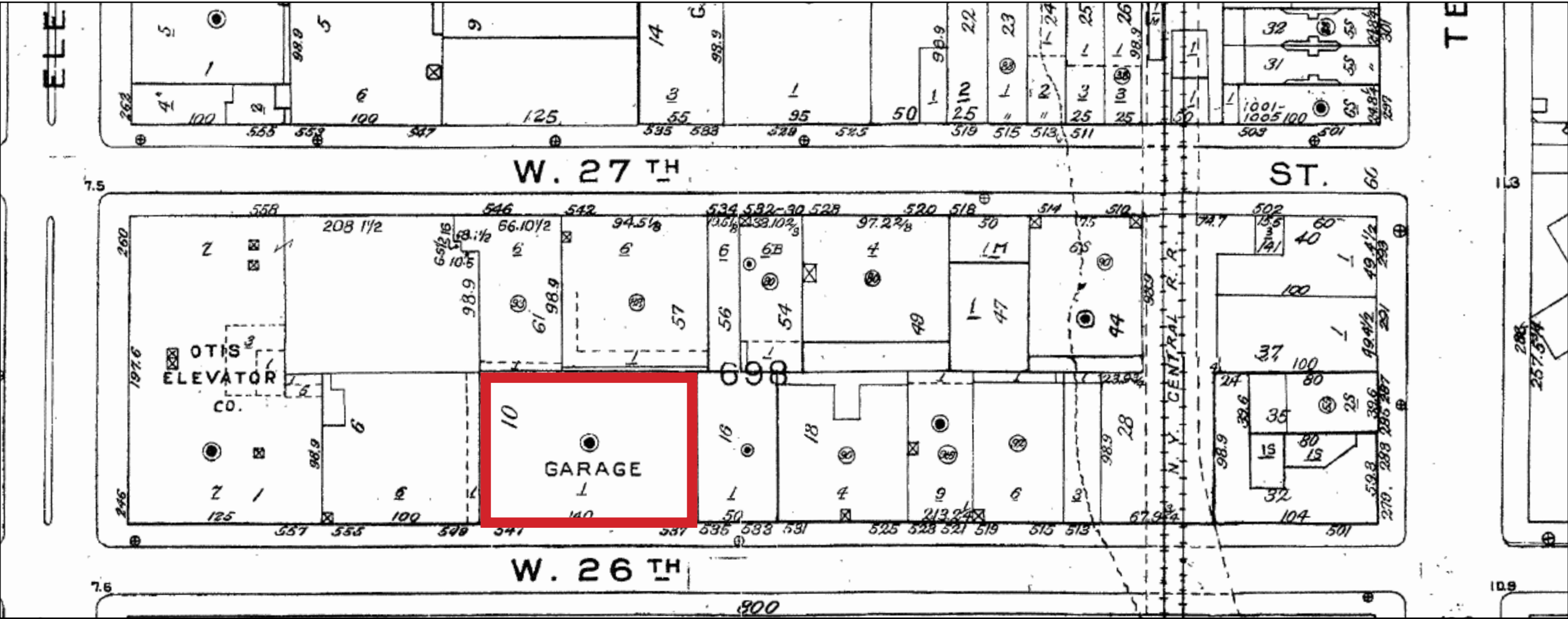
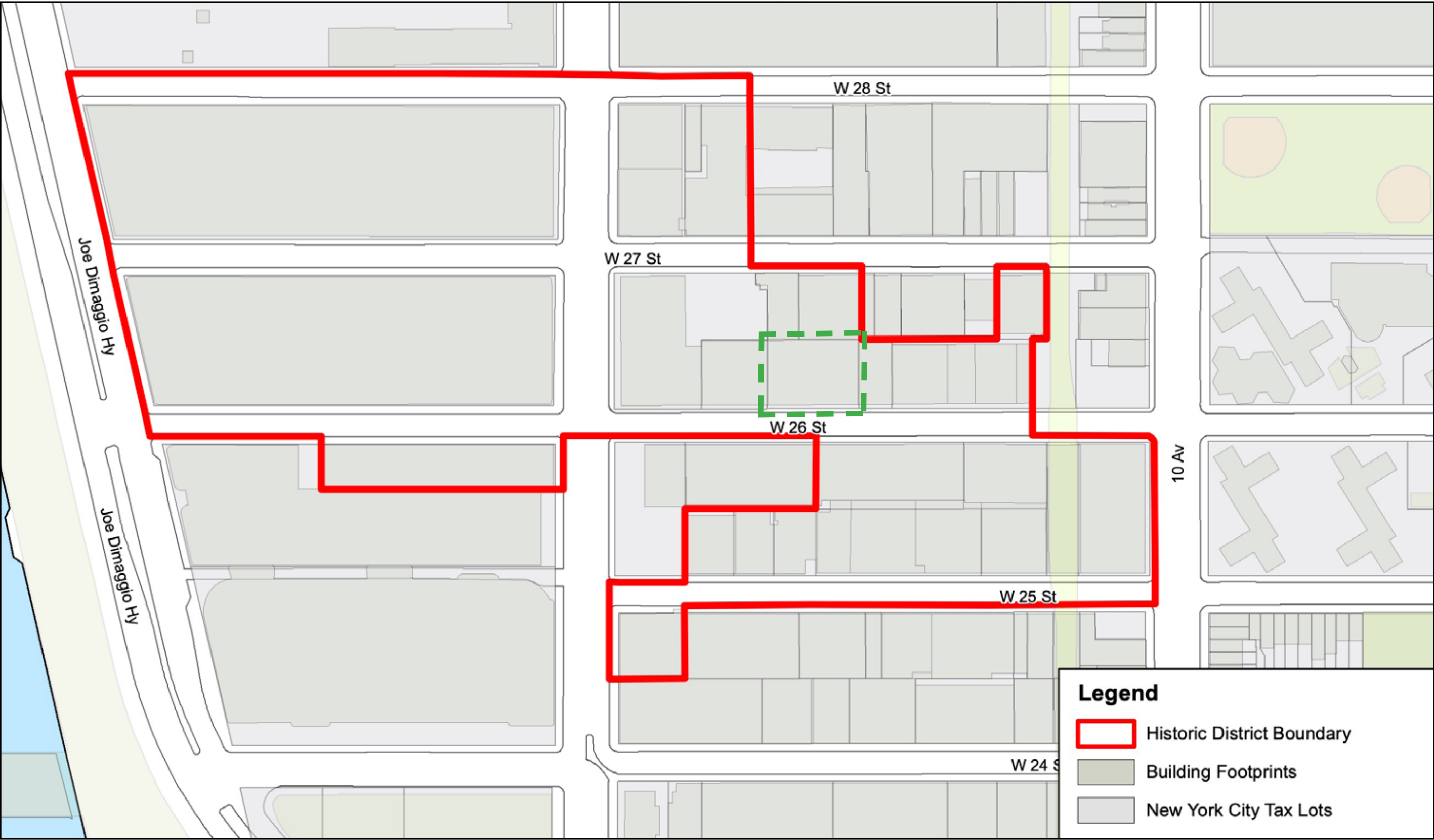
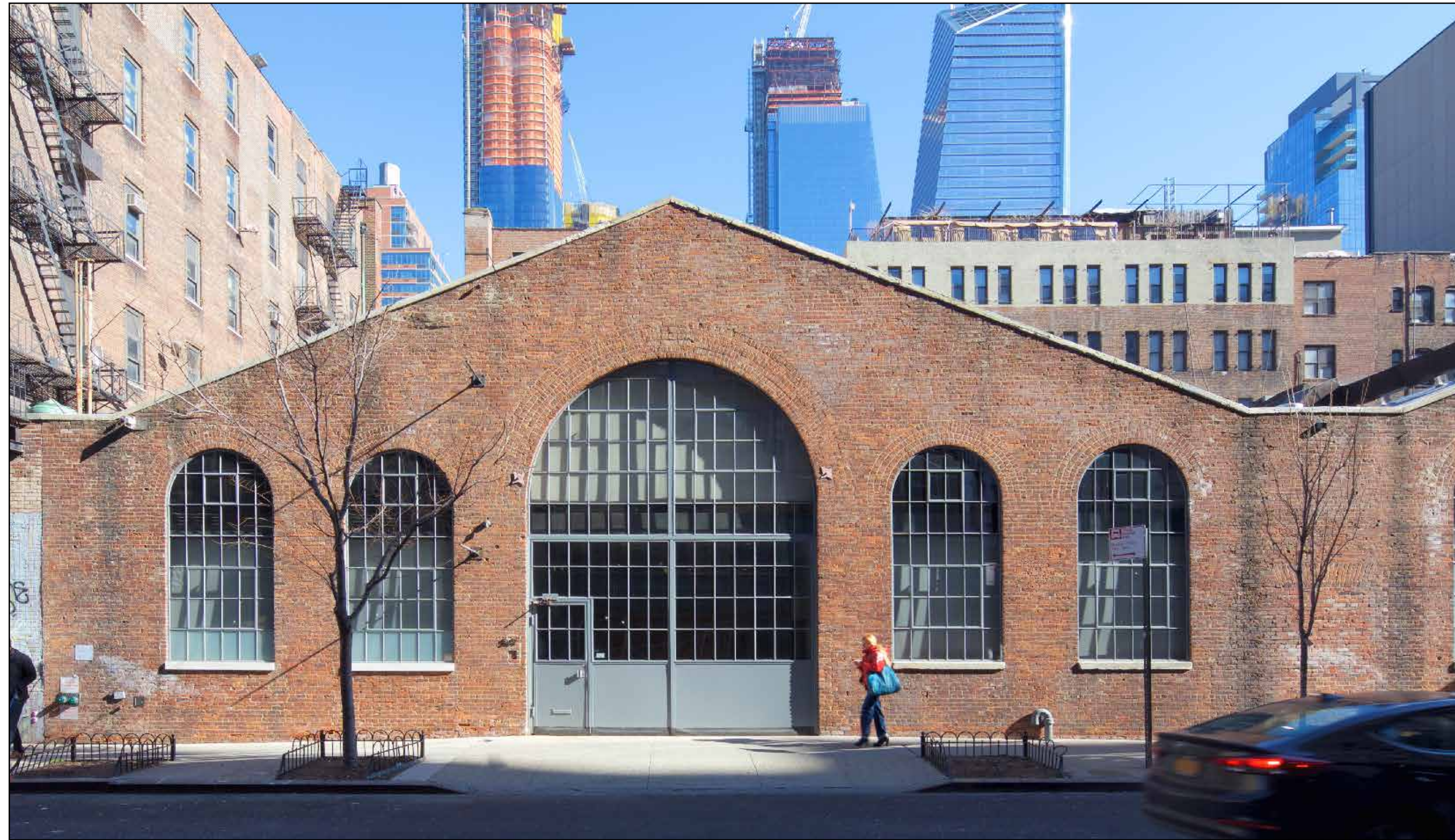


CHELSEA FACTORY

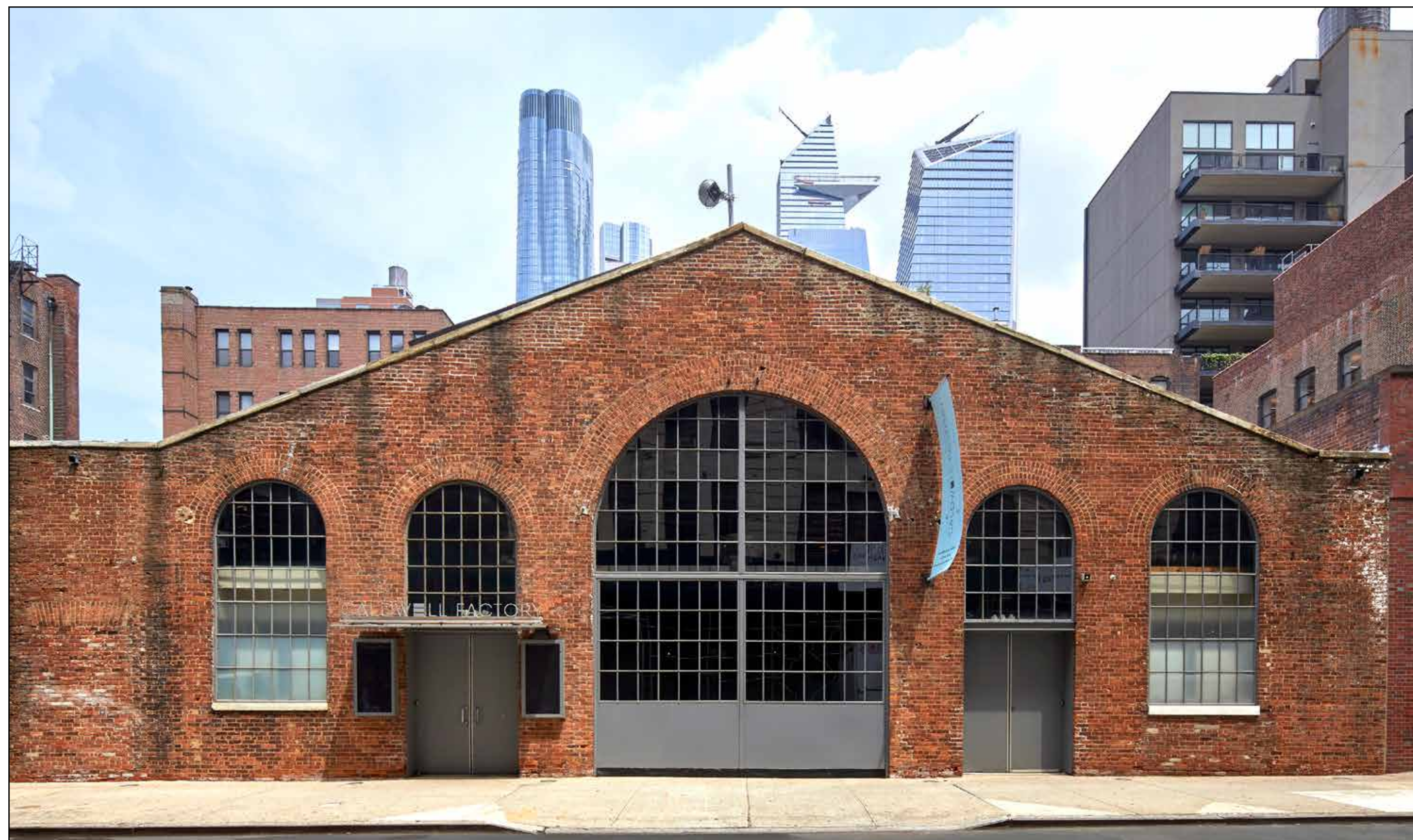
547 WEST 26TH STREET

NYC LANDMARKS PRESERVATION COMMISSION PUBLIC HEARING
JULY 27, 2021





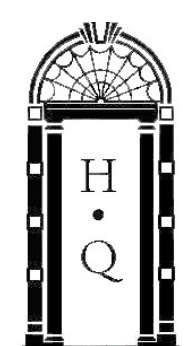
West portion of building

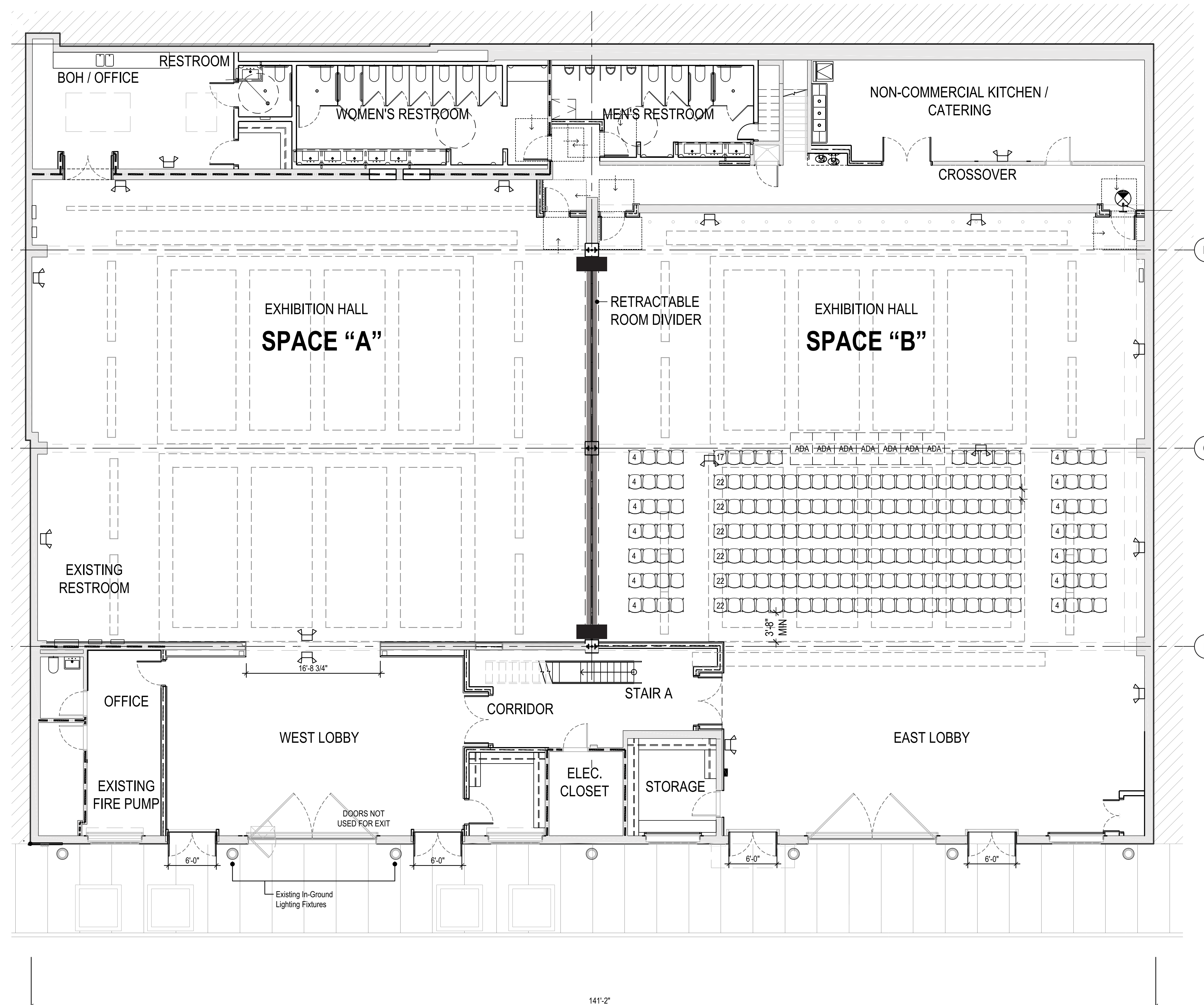


East portion of building



Existing east entrance





West 26th Street

1 GROUND FLOOR PLAN
SCALE: 3/32" = 1'-0"



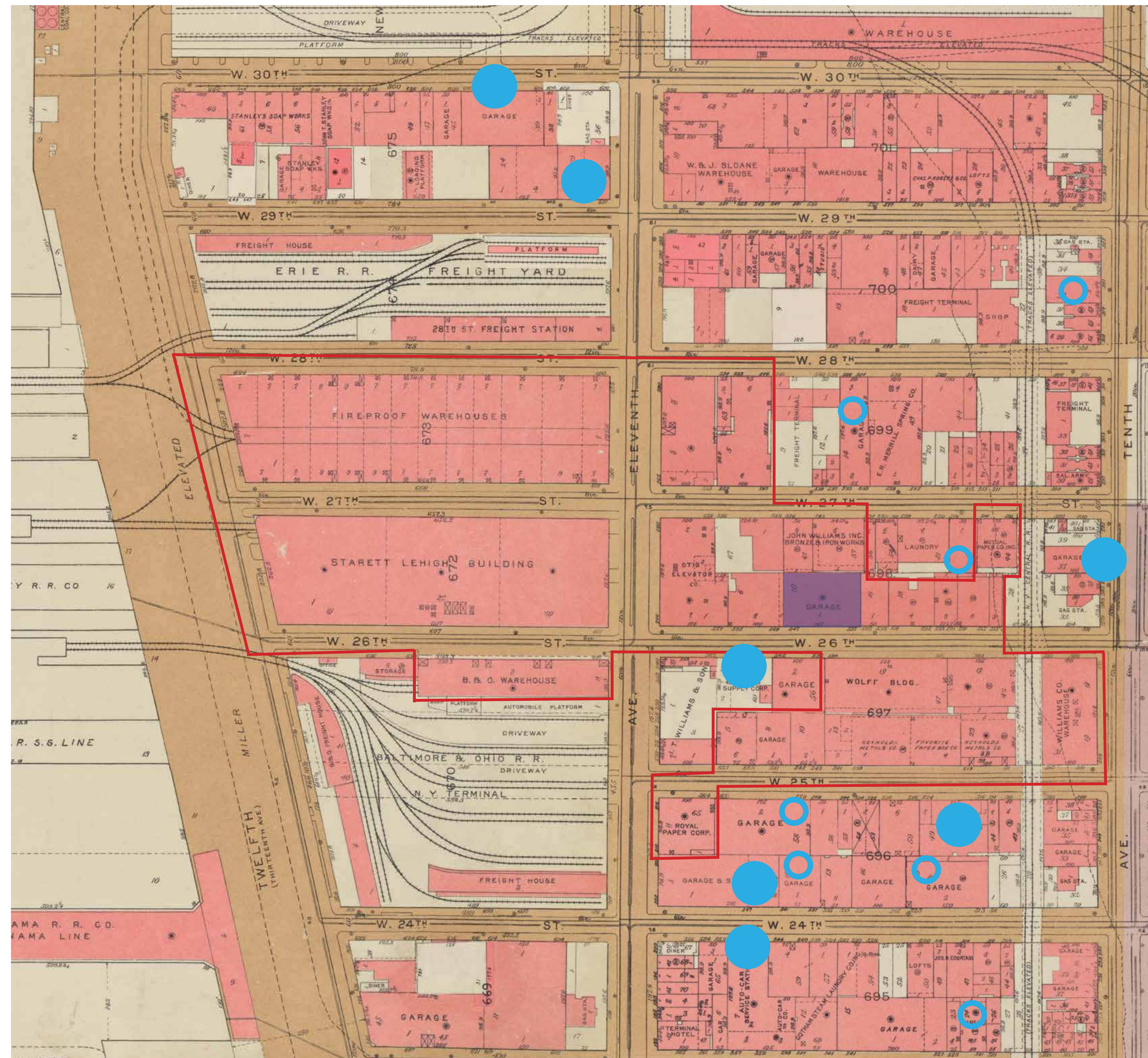
PROPOSED RENDERING



1915 view of 547 West 26th Street, looking east from Eleventh Avenue. (MCNY)



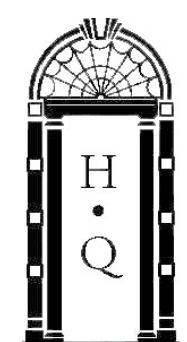
Ca. 1940 view of 547 West 26th Street. (NYPL)



MAP SHOWING LOCATION OF LOW-RISE GARAGE BUILDINGS

- 547 WEST 26TH STREET
- WEST CHELSEA HISTORIC DISTRICT BOUNDARY
- GARAGE / FREIGHT / AUTOBODY BUILDINGS
- ADDITIONAL GARAGE / FREIGHT / AUTOBODY BUILDINGS (SEE APPENDIX)

BROMLEY MAP, 1955.



HIGGINS QUASEBARTH & PARTNERS, LLC
CONSULTANTS IN PRESERVATION AND REHABILITATION OF HISTORIC PROPERTIES

547 WEST 26TH STREET
MAP OF GARAGE BUILDINGS



View of West 24th Street, looking east from Eleventh Avenue, 1915. (MCNY)



View of 606-16 West 30th Street, looking west towards Twelfth Avenue, 1940. (Municipal Archives)



View of 289-91 Tenth Avenue, between West 26th and 27th Streets, 1940. (Municipal Archives)



View of 554 West 26th Street, 1949. (Municipal Archives)



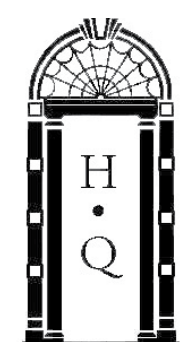
View of 601 West 29th Street, northwest corner at Eleventh Avenue, 1940. (Municipal Archives)

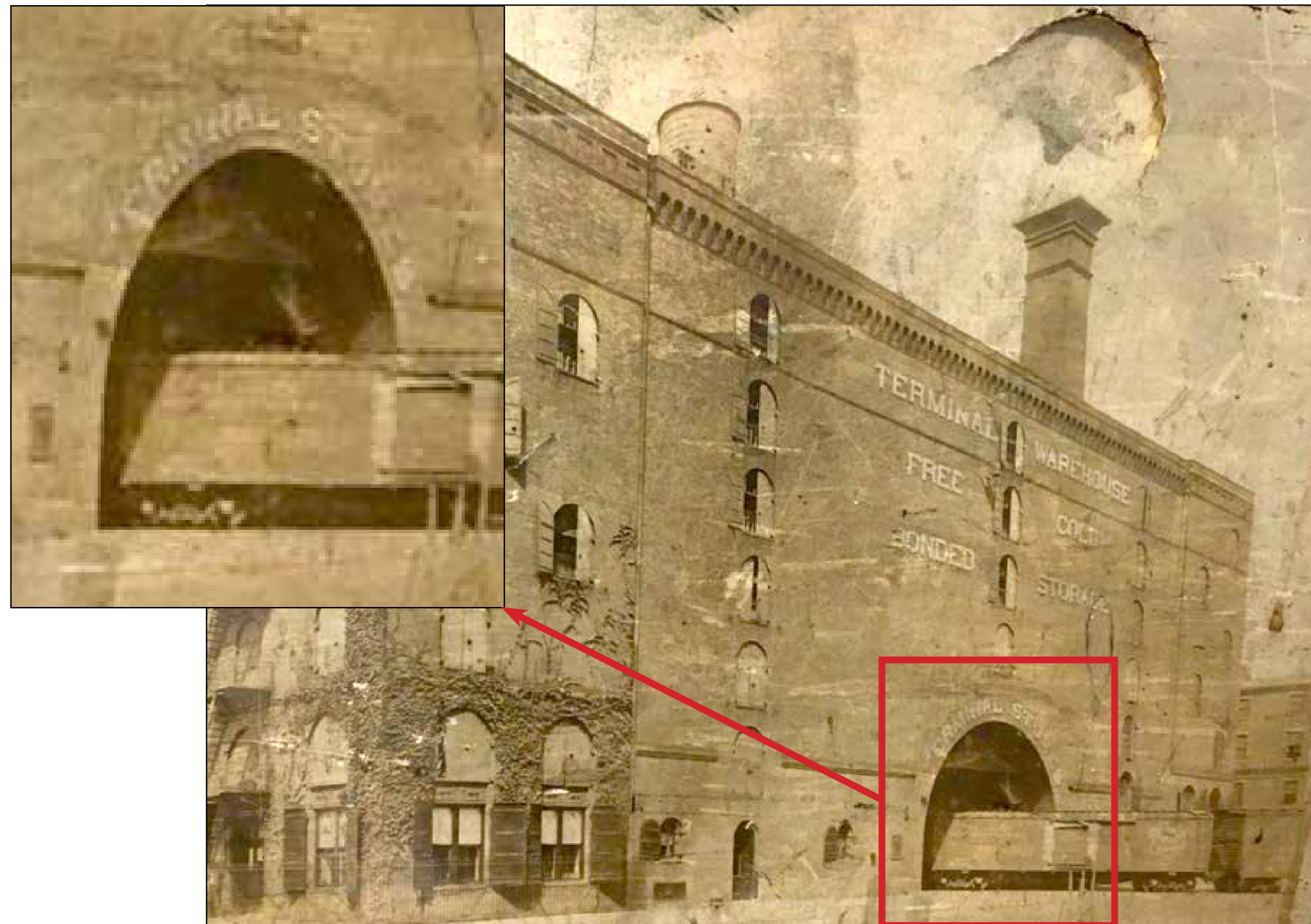


View of 516-24 West 25th Street, 1940. (Municipal Archives)



View of 202-08 Eleventh Avenue, northeast corner of West 24th Street, 1940. (Municipal Archives)





Ca. 1910 View of Terminal Stores, showing the Eleventh Avenue elevation. (Waterfront New York)



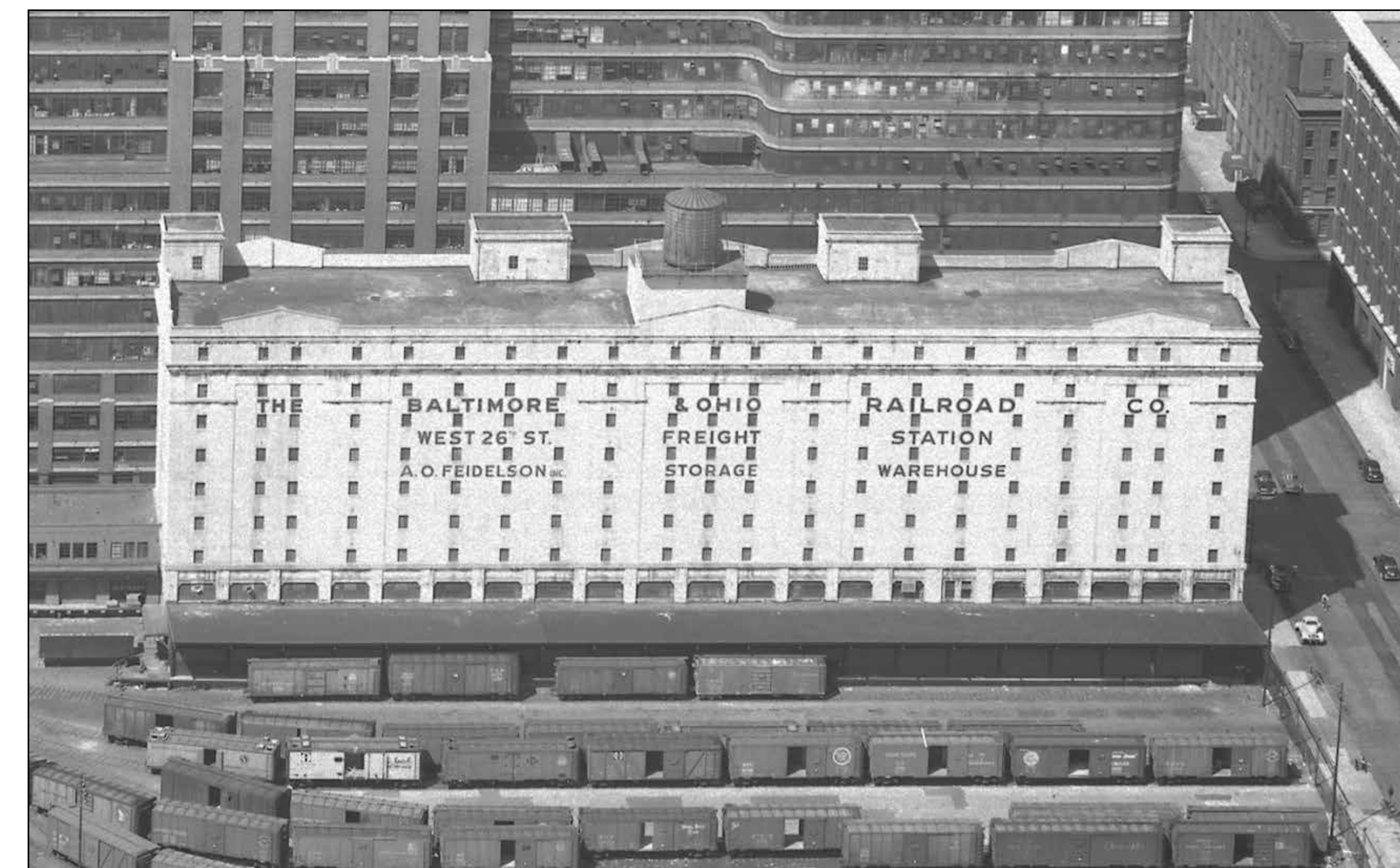
1931 View of Terminal Stores, showing the Thirteenth Avenue elevation. (Municipal Archives)



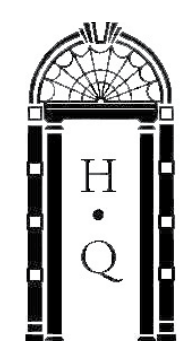
1915 view on West 26th Street looking east. (MCNY)



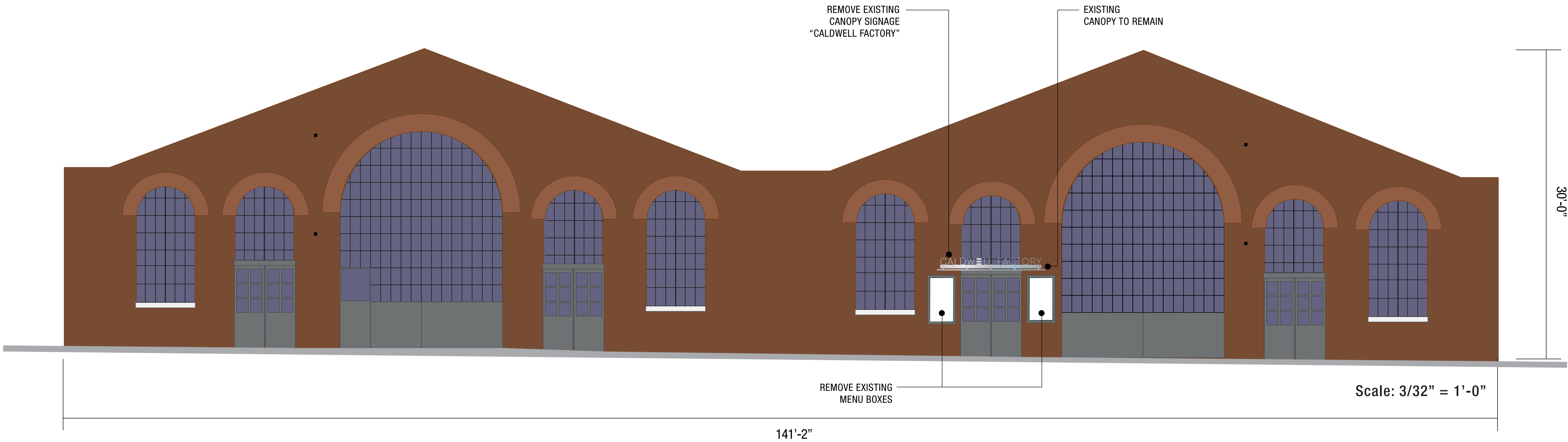
1932 view of the Starrett-Lehigh Building on Thirteenth Avenue. (MCNY)



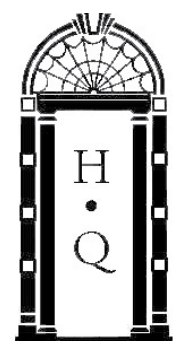
1951 aerial view of the Baltimore & Ohio Railroad Company. (New York State Archives)

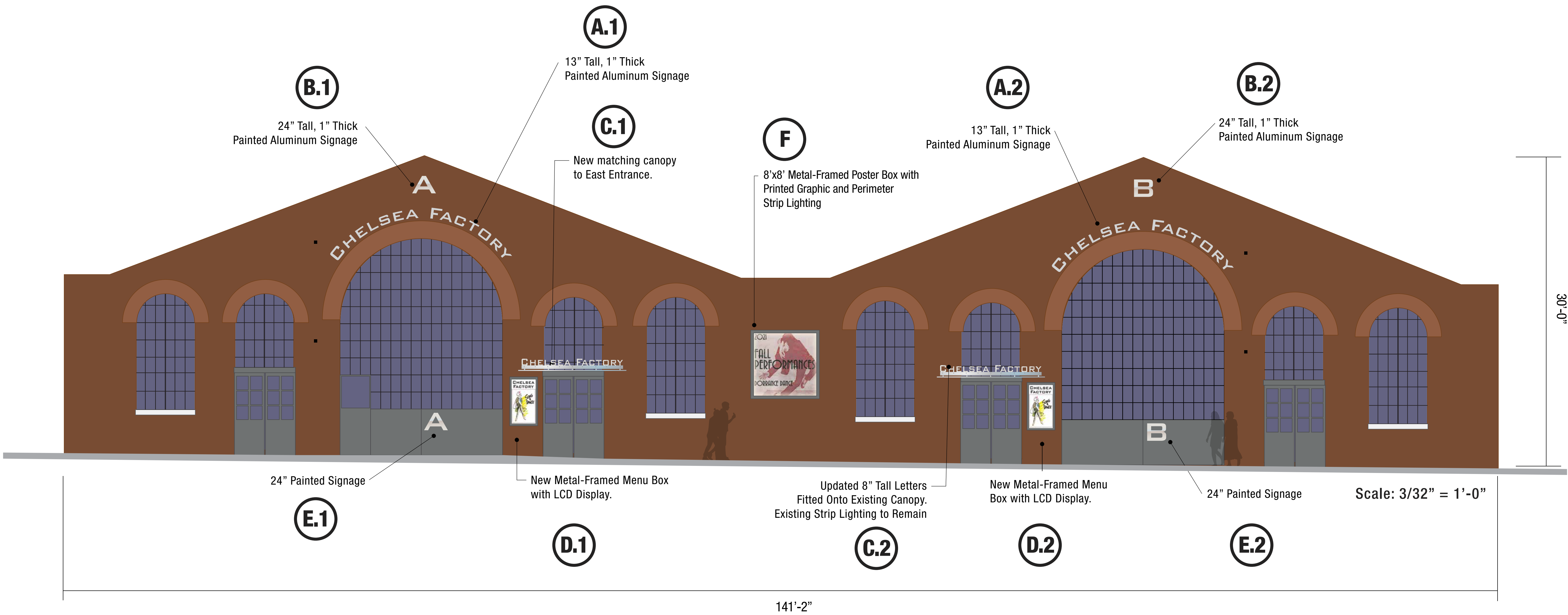


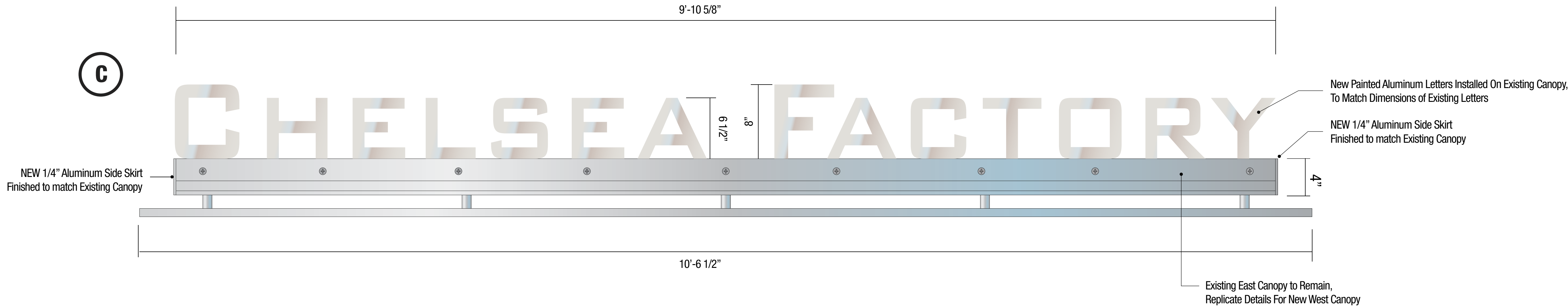
Elevation View



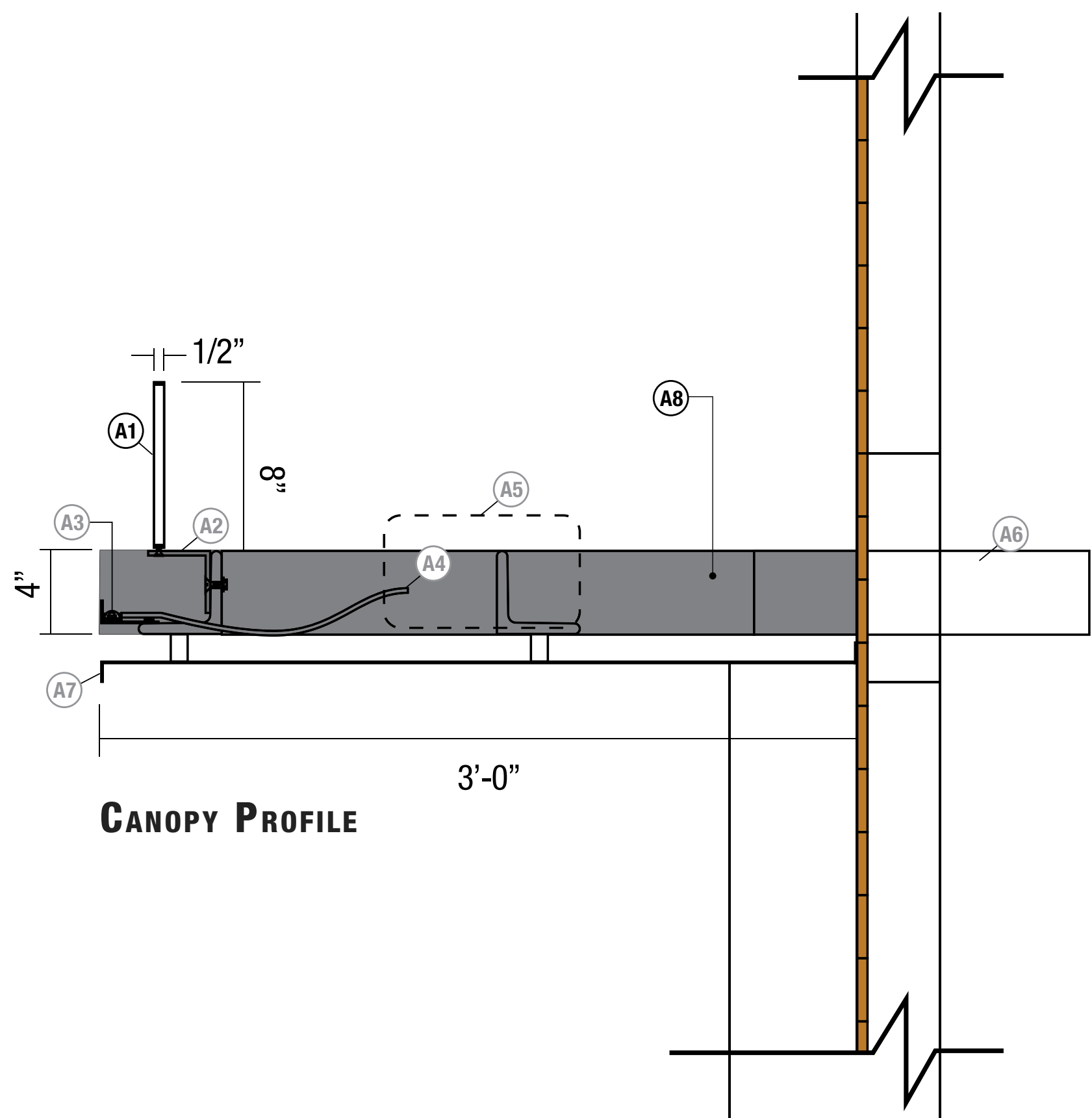
EXISTING ELEVATION







C.1 C.2 CANOPY & SIGNAGE ELEVATION Scale: 1" = 1'-0"



Side Elevation and Sign Placement

- A1 Replacement Metal Letters: CNC Water-jet cut 1/2" Finished Aluminum
- A2 Existing: Raceway: 3"x3" x .25" aluminum angle
- A3 Existing: Low voltage Light Strip
- A4 Existing: Low voltage line to Light Strip
- A5 Existing: Power Supply and Housing
- A6 Existing: Canopy Frame
- A7 Existing: Canopy
- A8 New 3'-0" x 4" x 1/4" Aluminum Side Skirts
Finished to match existing canopy

COLOR SCHEDULE

Seen as
Sheen Gradient

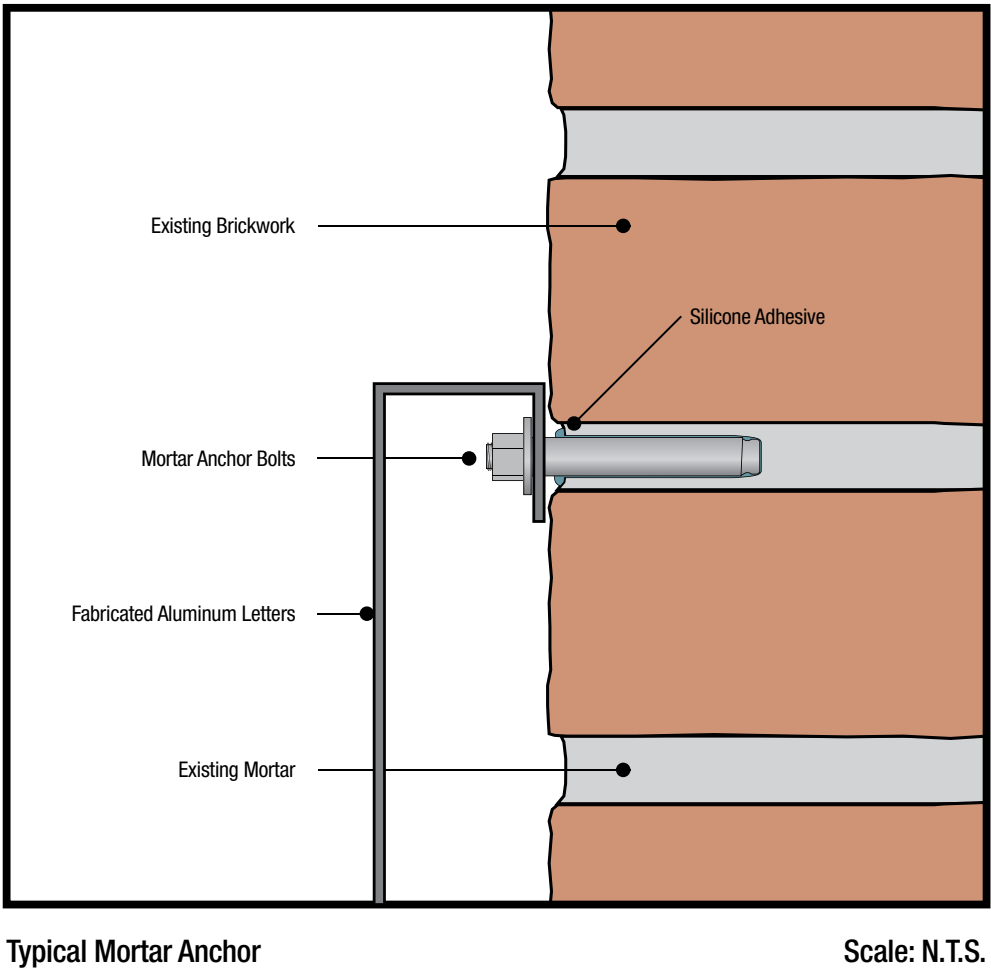
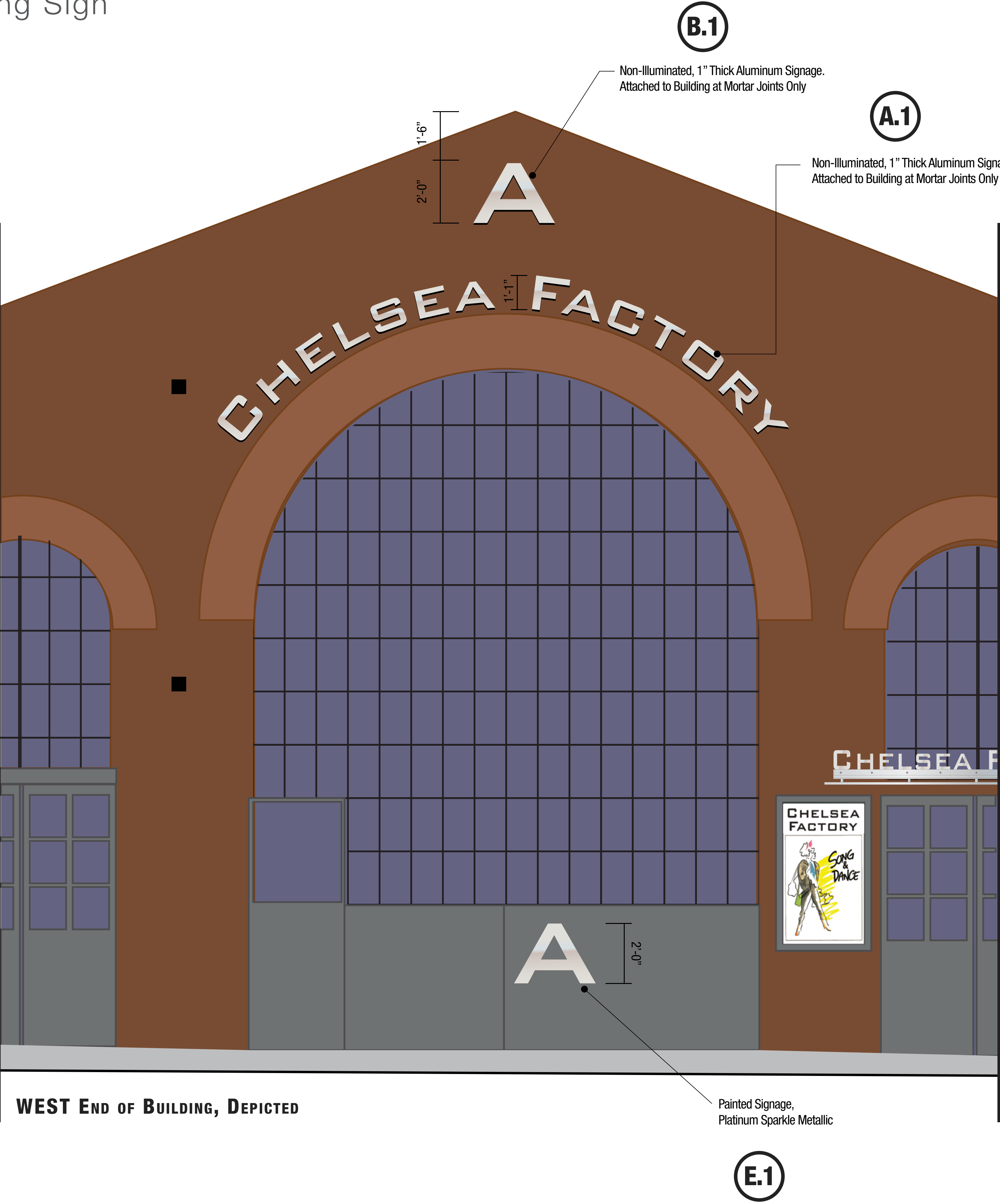
#MP-18099
Platinum Sparkle Met.



EXISTING CANOPY, N.T.S.



PROPOSED CANOPY UPDATE, N.T.S. (C)



PROCESS FOR INSTALLING PIN-MOUNTED DIMENSIONAL LETTERS

1. Apply pattern paper to the wall using non-marking tape.
2. We will get a "rubbing" of the wall using carbon paper to determine the exact mortar patterns at the four (4) areas to receive the pin-mounted dimensional letters (Signs A.1, A.2, B.1, B.2).
3. The pattern will be sent to our production facility where they will overlay the letter pattern over the mortar joint pattern.
4. Each letter will be custom manufactured so the mounting pins (depending on placement and size of individual letters 3-4 pins will be used per letter) only penetrate the mortar joints, preventing any damage to the historic brick.
5. We will create a full-size installation pattern (paper template) layout for all letters and their position on the building, this will include pin placements.
6. We will temporarily apply the new installation pattern to the wall and drill the pin locations in the mortar joints.
7. The pin size will be a 10/32 stud that will require only a 1/4" diameter hole to be drilled into the mortar. After we take our rubbing we can confirm the actual mortar widths, traditional mortar widths are 3/8".
8. We will install the letters using a silicone adhesive that will not damage the mortar during installation. During Installation the adjacent existing bricks at the pin locations will be protected during drilling.

A.1 A.2 **Non-Illuminated Building Identification Signage** Scale: 1" = 1'-0"

B.1 B.2 **Non-Illuminated Wayfinding Signage** Scale: 1" = 1'-0"

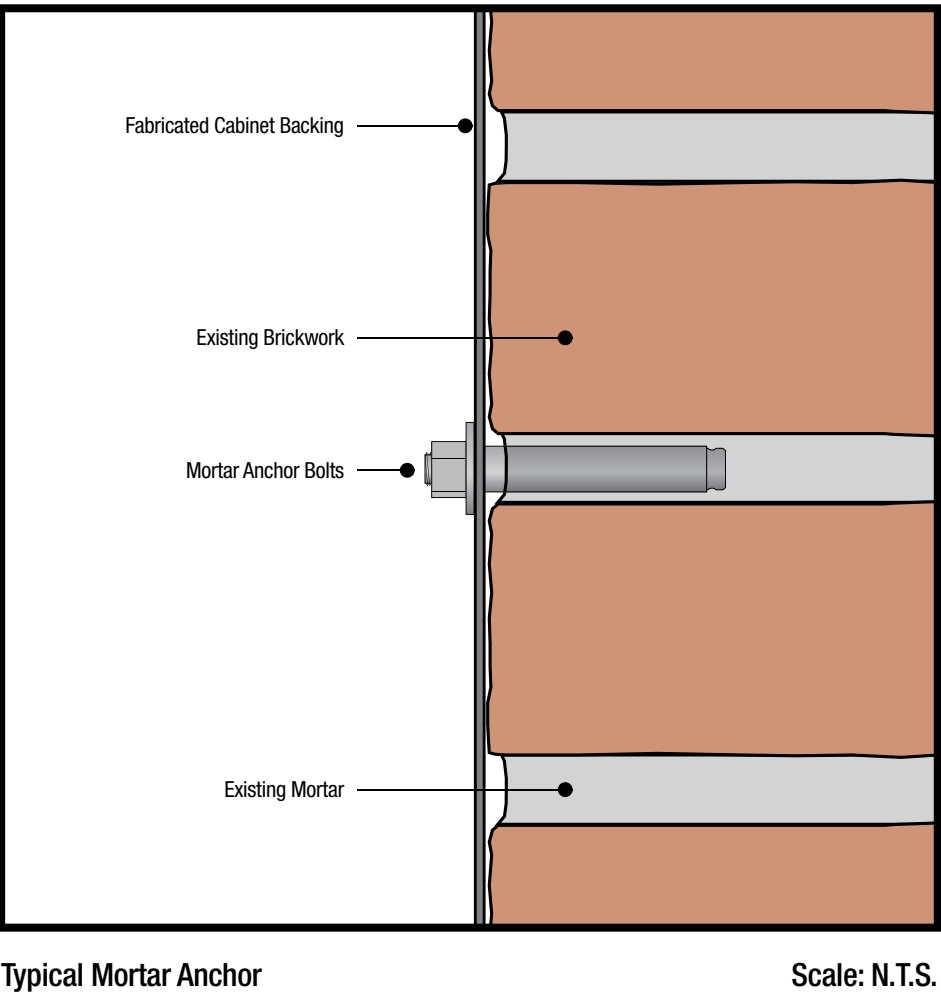
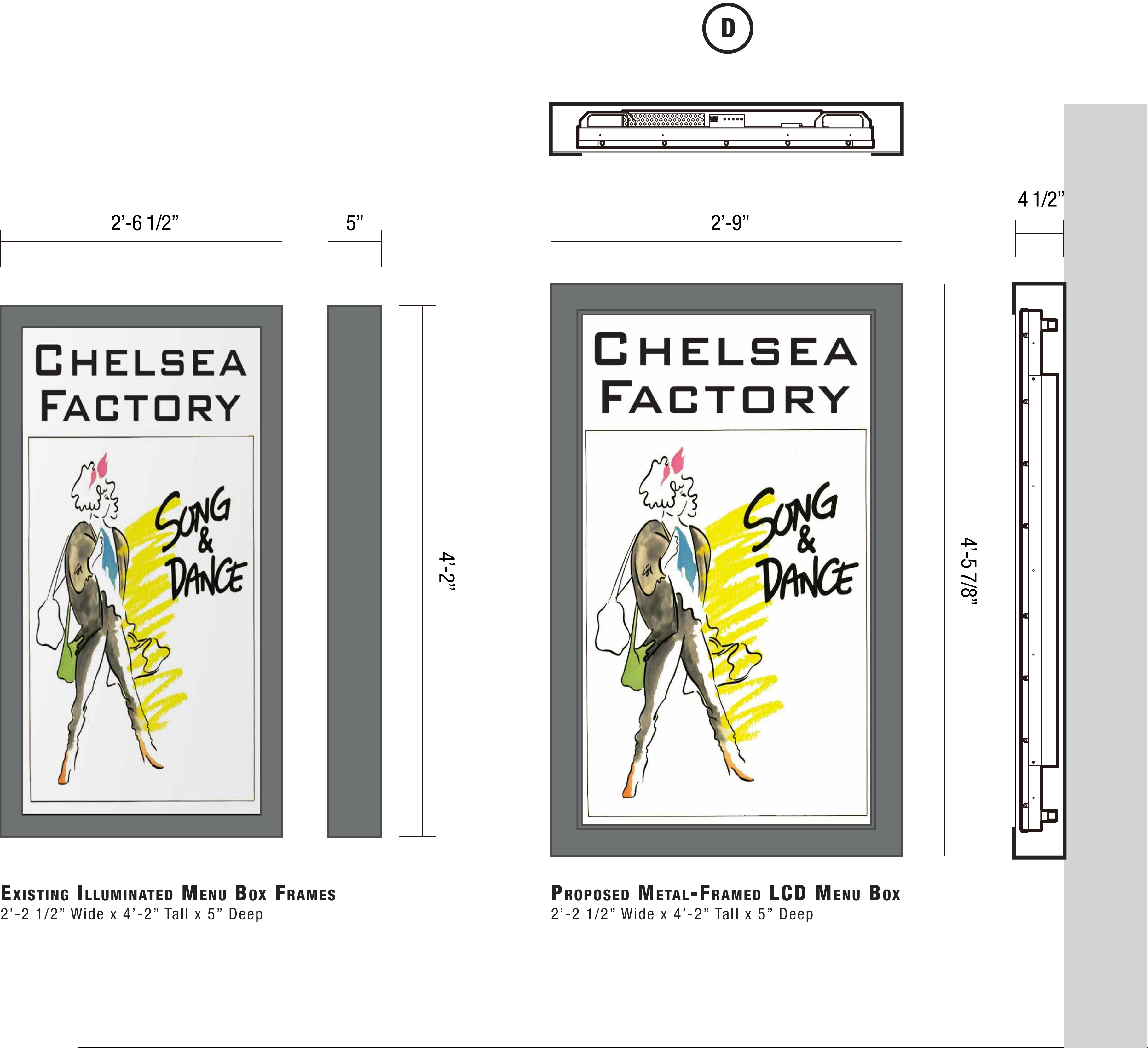
E.1 E.2 **Non-Illuminated Wayfinding Signage** Scale: 1" = 1'-0"

COLOR SCHEDULE

Letters



#MP-18099
Platinum Sparkle Metallic
(Metallic Paint Will Reflect Ambient Lighting)



D.1 D.2 METAL-FRAMED MENU BOX WITH LCD DISPLAY Scale: 1" = 1'-0"

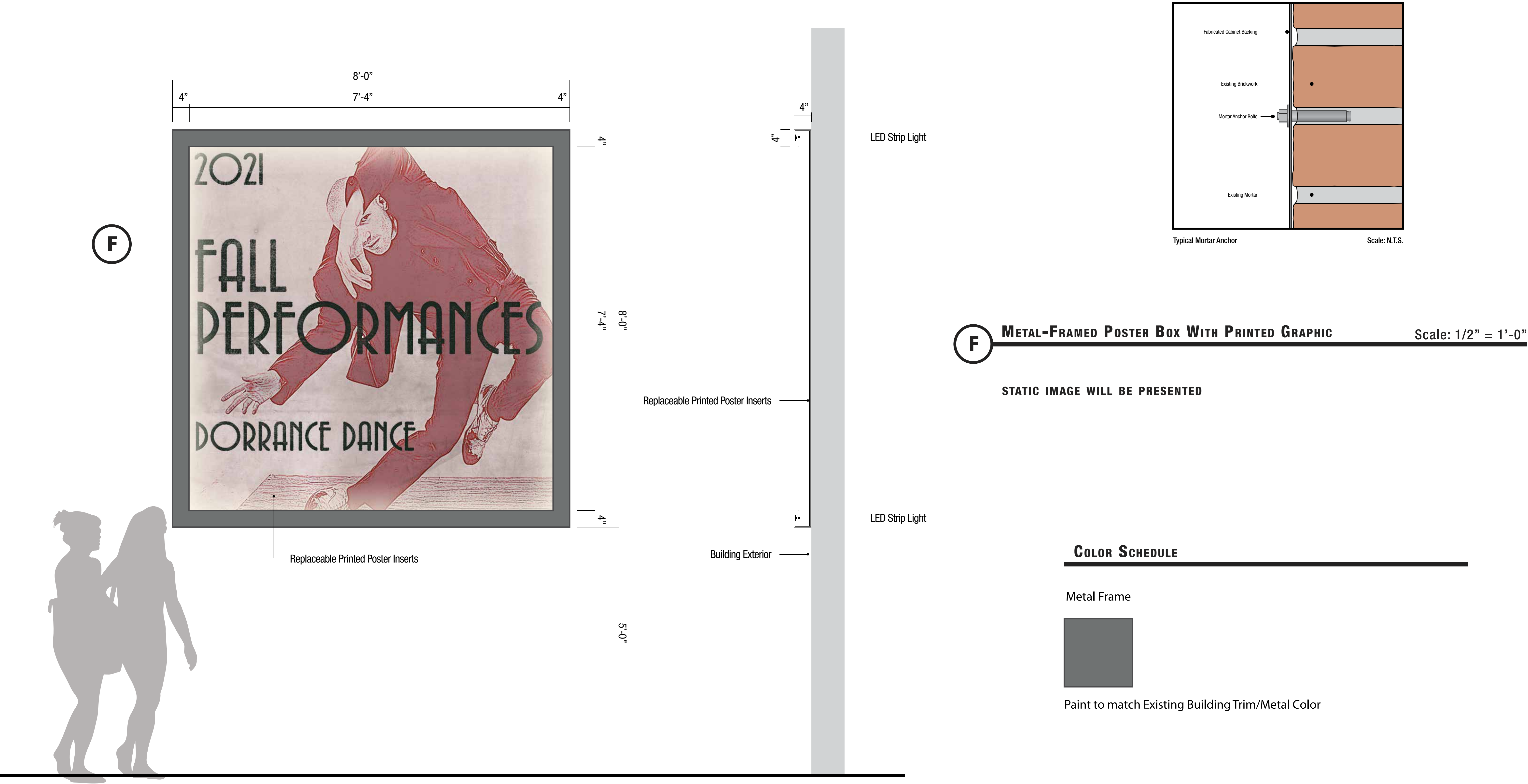
STATIC IMAGES WILL BE PRESENTED

COLOR SCHEDULE

Metal Frame

Paint to match Existing Building Trim/Metal Color

Poster Frame





PROPOSED RENDERING

APPENDIX

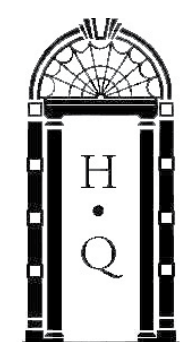


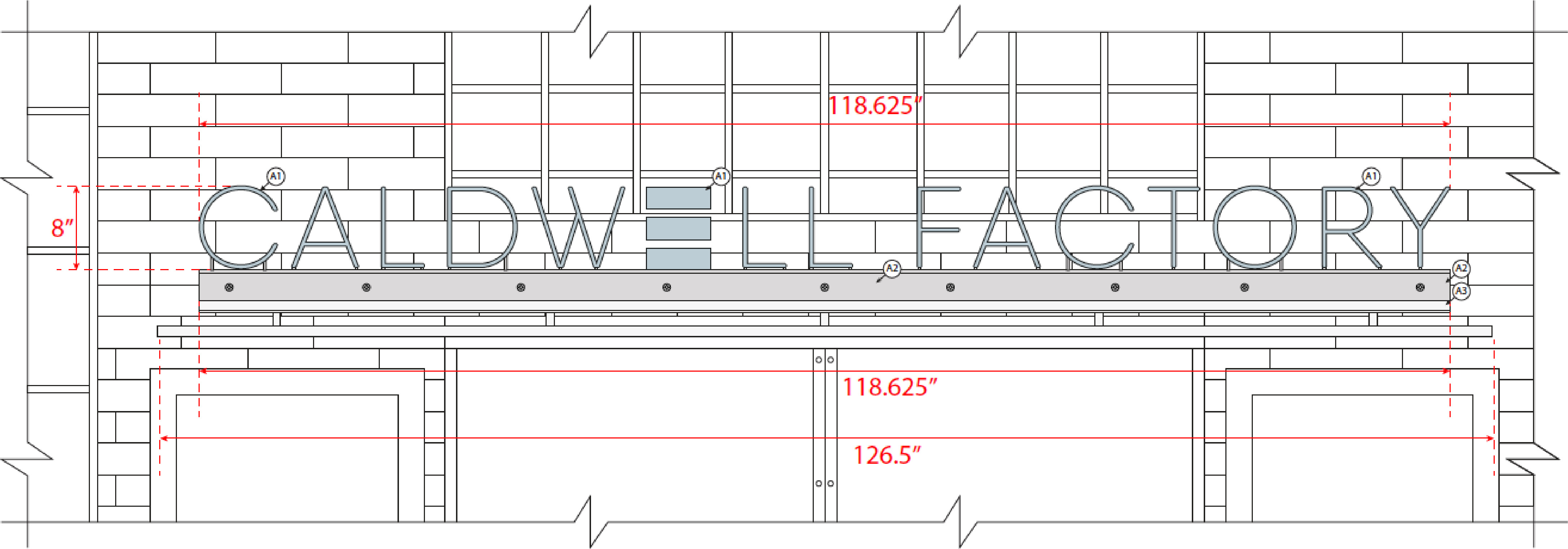
EXISTING



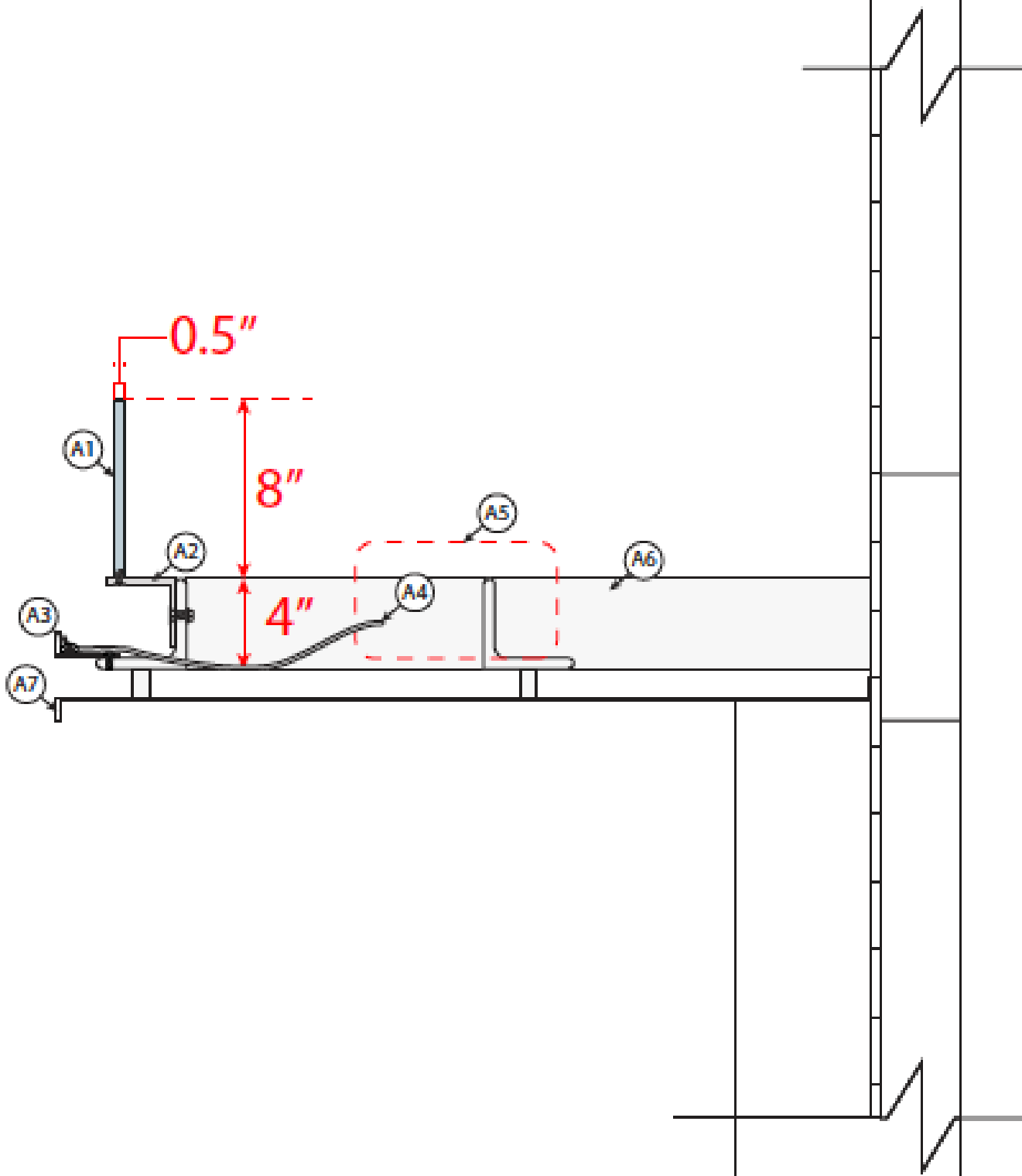
LPC COMMISSION-LEVEL APPROVAL FOR NEW ENTRANCES AND ENTRANCE INFILL, APPROVED 2019 (S9 ARCHITECTURE)

PROPOSED





3 Front Elevation and Sign Placement



4 Side Elevation and Sign Placement

- A1 Metal Letters: CNC water-jet cut 1/2" Stainless Steel
- A2 Raceway: 3"x3"x.25" aluminum angle
- A3 Existing: Low volatge Light strip
- A4 Existing: Low voltage line to Light Strip
- A5 Existing: Power Supply and Housing
- A6 Existing: Canopy Frame
- A7 Existing: Canopy

LPC STAFF-LEVEL APPROVAL FOR NEW CANOPY SIGNAGE, APPROVED 2019



1940 view of 527-42 West 23rd Street, looking west towards Eleventh Avenue. (Municipal Archives)



1931 view of Eleventh Avenue looking south from 34th Street. (NYPL)



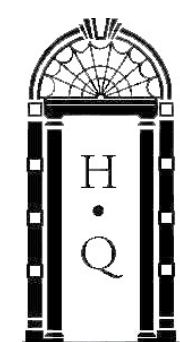
1940 view on West 30th Street near Eleventh Avenue. (NYPL)



1941 view on West 25th Street looking west from Tenth Avenue. (NYPL)



1940 view of 534-36 West 28th Street. (Municipal Archives)





1940 view of 513-523 West 24th Street. (Municipal Archives)



1940 view of 537-41 West 24th Street. (Municipal Archives)



1940 view of 546-48 West 25th Street. (Municipal Archives)



1940 view of 516-18 West 27th Street. (Municipal Archives)

