



CITY OF NEW YORK

**MANHATTAN COMMUNITY BOARD No. 4**

330 West 42<sup>nd</sup> Street, 26<sup>th</sup> floor New York, NY 10036  
tel: 212-736-4536 fax: 212-947-9512  
www.ManhattanCB4.org

**J. LEE COMPTON**  
Chair

**ROBERT J. BENFATTO, JR., ESQ.**  
District Manager

October 6, 2006

Hon. Robert Tierney, Chair  
Landmarks Preservation Commission  
One Centre Street, Ninth floor  
New York, NY 10007

**Re: 641 Sixth Avenue  
Ladies' Mile Historic District**

Dear Chair Tierney:

Manhattan Community Board No. 4 thanks you for the opportunity to comment on the application for signage for the Papyrus store in the northeast corner of the former Simpson Crawford Simpson store at 641 Sixth Avenue in the Ladies' Mile Historic District. After a brief presentation by a representative of the signage concern to the Landmarks Task Force of the Board on September 21, 2006, the Task Force adopted the following letter opposing the signage as proposed. This was ratified by the full Board at its regular meeting on October 4, 2006 by a unanimous vote.

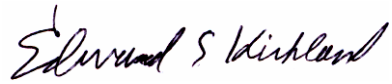
The proposed signage consists of two stretch banners to be mounted on large, heavy armatures at the corner pier at 20<sup>th</sup> Street on the north side of the Sixth Avenue frontage of the store, one on the avenue side of the pier and one on the street side. The signage is clearly modeled on that on the two stores on the avenue immediately to the south. We are not clear of the status of these armatures and banners, which advertise stores that are of fairly recent vintage, since we have no record of previous applications of this type. At present there are also similar armatures without banners on the 20th Street façade.

In any case the proposed banners will add to a profusion of signage of this type in this part of the building façade. Even now this is jammed so close together that the banners diminish the appearance of the ground floor and interfere with one another's visibility. In addition the montaged renderings offered us as the principal part of the application do not make it completely clear whether the armatures will be attached to the corner pier in a way that does not damage historic fabric—there is a note requiring: "verify method of attachment."

We believe the proposed signage is inappropriate as adding to the clutter on the Sixth Avenue façade and blurring the strong corner at the pier. Perhaps a better solution might be found in the blade signs for which regulations have been devised to deal with similar situations. If, however, signage of the type proposed should be considered appropriate, we suggest that the banner facing down 20<sup>th</sup> Street be installed in the closest of the existing armatures to the Sixth Avenue corner. While this appears to be

somewhat to the west of the back of the rather shallow store, it would still clearly refer to it and reduce clutter at the corner.

Sincerely,



Edward Kirkland  
Chair  
Landmark Task Force  
Manhattan Community Board 4



J. Lee Compton  
Chair  
Manhattan Community Board 4