



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

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DELORES RUBIN
Chair

JESSE R. BODINE
District Manager

June 15, 2017

Hon. Meenaskshi Srinivasan
Chair
Landmarks Preservation Commission
Municipal Building, 9th Floor
One Centre Street
New York, NY 10007

Re: LPC Application at 115 West 18th Street – WeWork Signage

On the recommendation of its Chelsea Land Use Committee, Manhattan CB4, at its regularly scheduled meeting on June 7, 2017, voted by a vote of 42 in favor, 1 opposed & abstaining, and 0 present but not eligible to vote, to recommend approval of an application for a Certificate of Appropriateness to ratify the legality of an existing blade sign at WeWork's New York City Headquarters, specifically on the West 18th elevation of 115 West 18th Street. The signage was originally installed without a NYC Landmarks Preservation Commission permit and was cited as a violation on May 10, 2016. By filing this application, the applicant seeks to cure the existing violation.

Background

115 West 18th Street (aka 110-124 West 19th Street) is part of the Ladies' Mile Historical District. The six-story through-block building was built in two phases: a neo-Renaissance style portion was constructed in 1896 and designed by Kimball & Thompson and used as a B. Altman Department Store; and a second Industrial Modern style addition, designed by George A. Boehm was built in 1929. The building has frontages on both West 18th and West 19th Streets. The entrance with the signage in this application is on the north side of West 18th Street, just west of 6th Avenue.

Analysis

WeWork presented reliable evidence that the installation of the signage did not cause damage to any significant architectural features of the building façade and that similar mid-block signage has had frequent presence on this same block over the past century. While CB4 does not condone the illegal installation of signage on landmarked buildings, in this case, the Board voted to support the application because the existing sign is small (in relativity to the size of the

entrance of the building), tastefully placed, and has a vaguely historical character. While the Board recommends that the Landmark Preservation Commission approve this application, it is important to note that the Board recommends that this certificate be limited to the tenancy of WeWork at 115 West 18th Street and that it terminates if and when WeWork vacates its space and removes the signage.

Sincerely,



Delores Rubin
Chair
Manhattan Community Board 4



John Lee Compton, Co-Chair
Chelsea Land Use Committee



Betty Mackintosh, Co-Chair
Chelsea Land Use Committee

cc: Hon. Gale A. Brewer, Manhattan Borough President
Hon. Corey Johnson, City Council