



CITY OF NEW YORK

**MANHATTAN COMMUNITY BOARD FOUR**

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**COREY JOHNSON**  
Chair

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

June 6, 2012

Hon. Robert B Tierney  
Chair  
Landmarks Preservation Commission  
Municipal Building, 9<sup>th</sup> floor  
One Centre Street  
New York, NY 10007

**Re: 421-435 West 14 Street**

Dear Chair Tierney:

Manhattan Community Board 4 is writing about the application and presentation to the Landmarks Committee by the building's Architect Stonehill and Taylor to remove the existing storefront and replace it with a new storefront at the store located at 431 West 14 Street.

1. Existing storefront, sign panel, stone curb and metal roll down gate is to be removed and replace by a new metal and glass storefront.
2. The proposed large glass show windows and doors are in keeping with the adjacent retail storefronts.
3. Exposing the existing decorative plaster recess band above the doors by removing the store sign panel,
4. The new sign, painted black letters set off the tan decorative plaster band with stand-offs to allow the decorative band to be visually uninterrupted behind the signage. The proposed sign uses the store Logo *'Alice and Olivia By Stacy Bendet'* in cursive, flowing script, at the plaster band as well as supergraphics applied to the glass storefront at a height of few feet above sidewalk level. There was discussion of appropriateness of the cursive sign. The members were split on acceptability of proposed sign design. Some members expressed preference for regular block letters similar to other storefronts on the sides of this location. Others thought that considering the store selling designer label children's clothing, a playful looking sign was not entirely inappropriate.

Sincerely,

Corey Johnson  
Chair

Pamela Wolff  
Co-Chair  
Landmarks Committee

Damyanti Radeshwar  
Co-Chair  
Landmarks Committee

cc: Applicant