

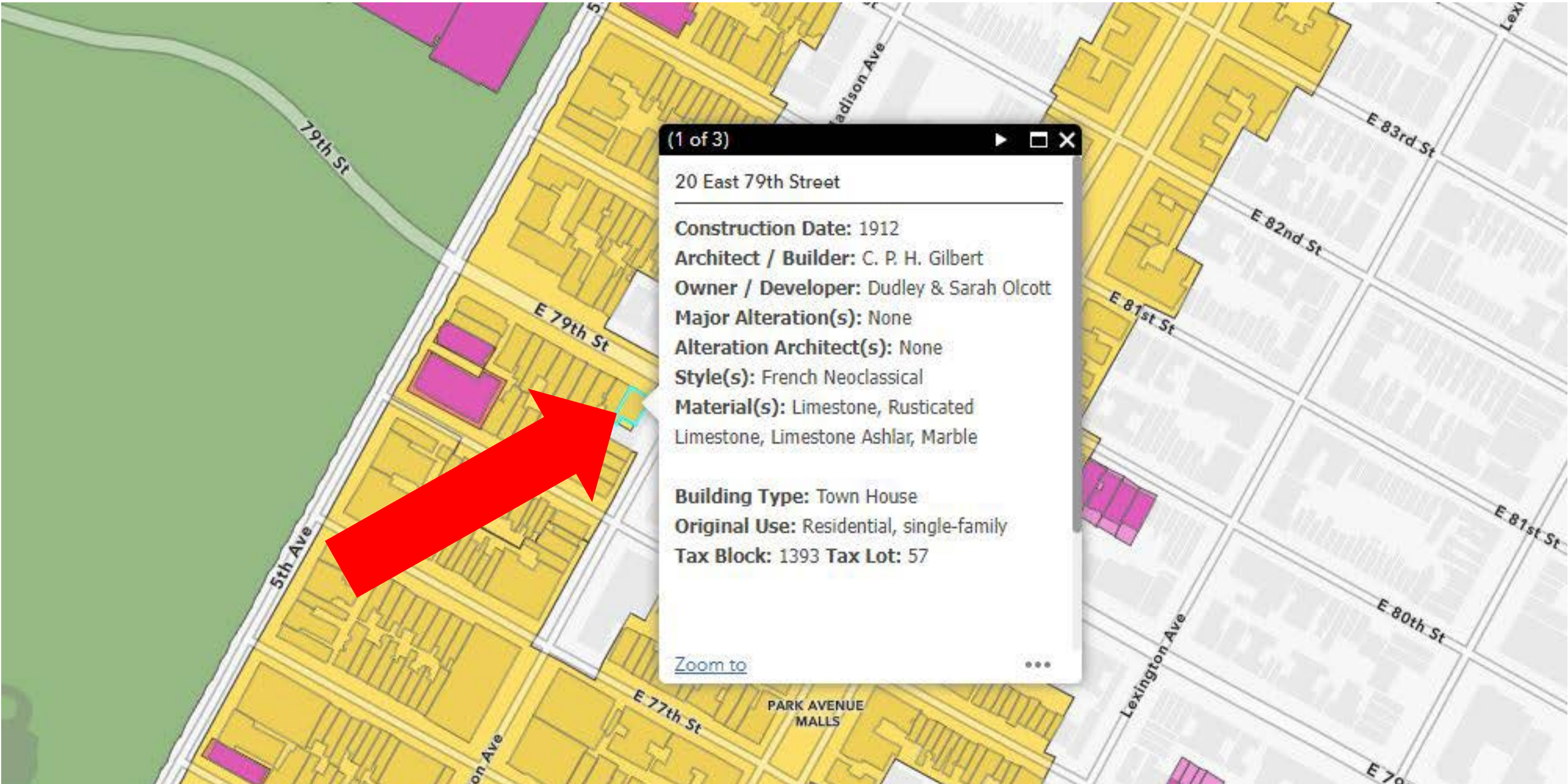
20 East 79th Street, Manhattan

Metropolitan Museum Historic District

Application to install signage over building entry



20 East 79th Street – Skarstedt Gallery



This property is located at the southeast corner of Madison Avenue and East 79th Street in the Metropolitan Museum Historic District.



Library of Congress photo (1941)

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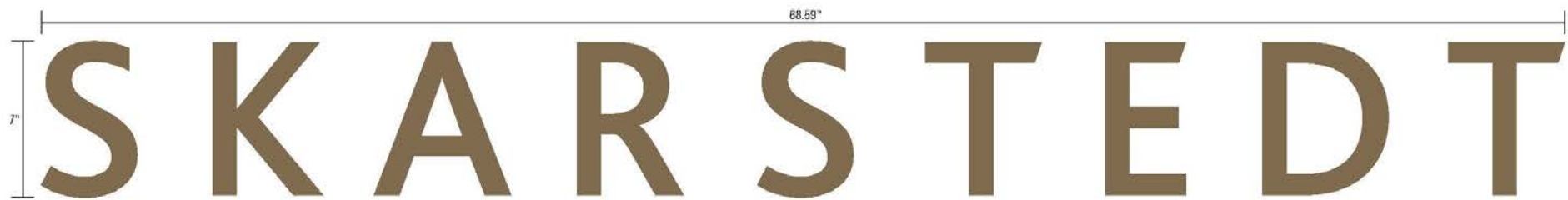
Current East 79th Street facade



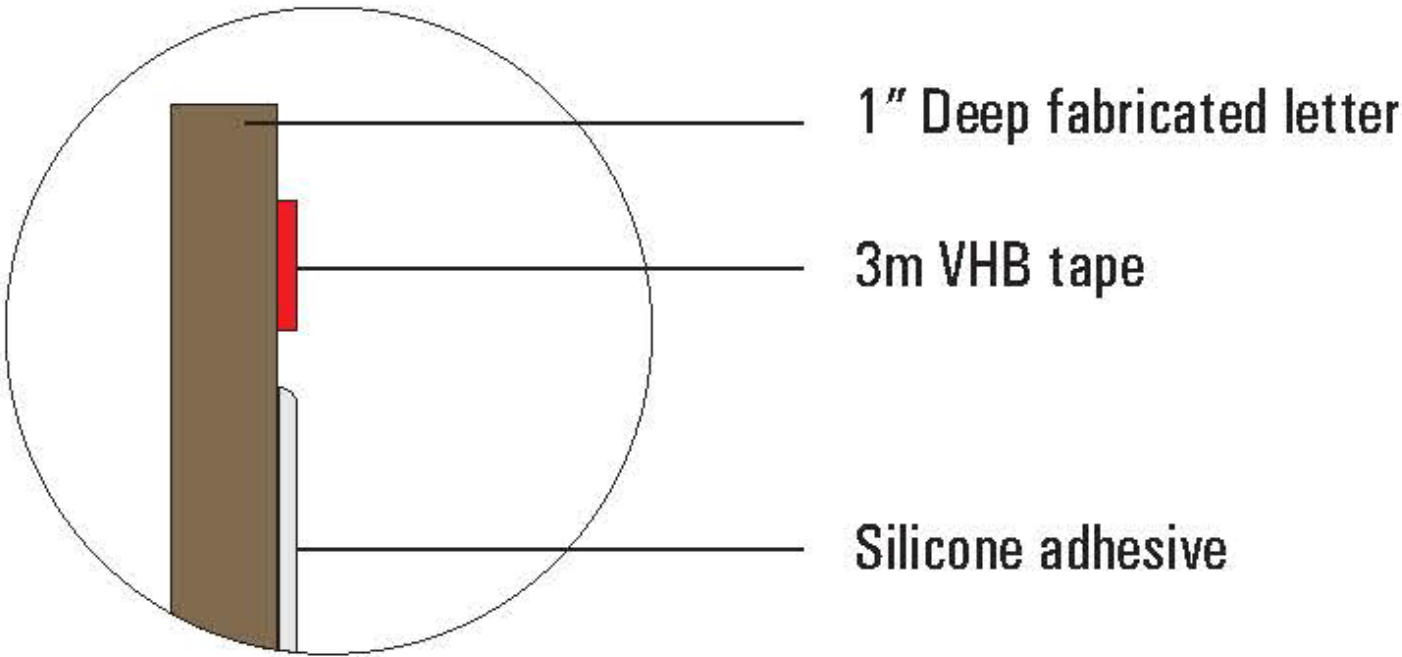
Proposed East 79th Street facade



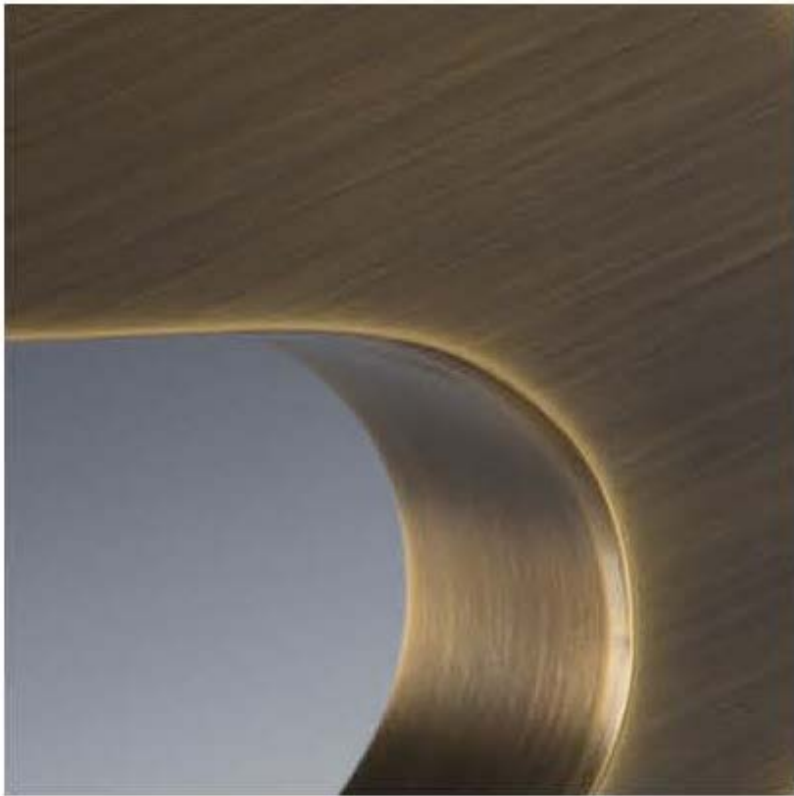
*Photo of current frieze showing measured dimension that is <12".
LPC Rules: "A signband shall not include the frieze of a cornice that is less than 12" in height."*



Signage dimensions (68.6" Wide x 7" High x 1" Deep)



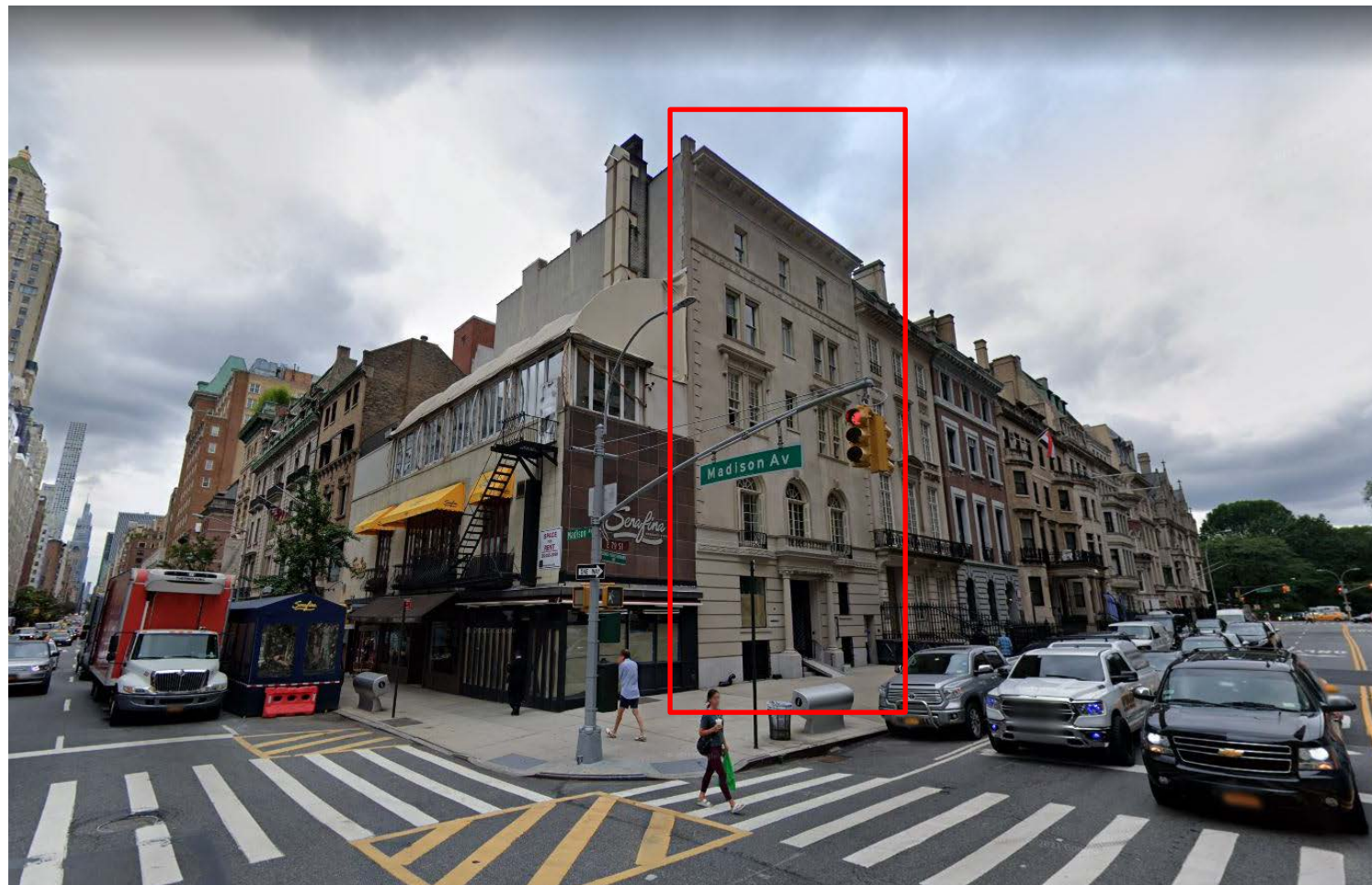
Signage mounting detail. The lettering is only 1" deep and would not stick out very far from the building exterior.



Detail photo of signage, medium oxidized finish. The finish of the lettering is not that reflective and would blend in well with the exterior of the building.



Proposed signage above entry door (Photoshop). The signage would be legible and will replace the smaller, more hidden signage that is currently on the exterior wall behind the entry columns.



Intersection of Madison Avenue and East 79th Street, looking southwest. The corner is busy with commercial tenants and adding this signage would help identify the art gallery.



East 79th Street, looking southeast. The lack of signage at 20 East 79th Street makes the building seem like another residence.



22 & 24 E 80th St

Within one block within the historic district, there are at least two other art galleries that have been converted from originally designated residential buildings and have signage at the street entrance over the main entry door



886 Madison Ave

Within a few blocks within the historic district, there are numerous entrances with signage of similar size over the front entry door of buildings



765 Park Ave



60 East 78th St