

Signage Proposal
for public hearing
Docket #17839

WKT Group II, Inc.

DBA Margot Patisserie

2109 Broadway New York, NY 10023

Background

- Margot Patisserie is a local bakery café located at the Ansonia Building, 2109 Broadway, New York, NY Entrance is on W74th street.
- It has operated without any signage for over 20 years.
- We are requesting approval on 2 proposed outdoor signs to sustain our business.
- The front entrance photo is shown in the next slide with an arrow.

Photo of Front Entrance



Photo of Front Entrance



Photo of Front Entrance



Additional Photos



Additional Photos



Additional Photos



03/24/2013

Proposal

- Margot Patisserie is proposing to install two outdoor signs, a black awning canopy and a oval shape double sided light box.
- On the next slide, you will see an illustration of the sign designs including dimensions and locations of installation.

Illustration



6' Wide Retractable Window Awning
(4' projection)



24" Wide By 18" High
Double Sided LED Lit
Light Box On A Pole
total height from ground: 8'



This Design / Engineering Proposal is to Remain
The Exclusive Property of Sign Expo
Until Approved & Accepted Thru Purchase
By The Client Named On The Drawing

SIGN EXP
725 11 Ave. NY NY 10019 212 246-3355

MARGOT PÂTISSERIE 2109 Broadway (74 Street)

Scale:	Approved By:	Drawn By:
Date:	Jobi 201 310.5950	Revised

Descriptions of signs

- The black awning is 6 ft wide and 4 ft extended out from the “window” right above the door. It is proposed to be attached to the existing door frame. It is retractable. Sunbrella material will be used with steel screws to hold it in place.
- The Oval light box is 2 ft wide and 18 inches tall attached to a pole to be installed on the black iron railing adjacent to the entrance door. Total height from ground is 8 ft. The material is plexi glass with LED light inside. Surrounding the oval is aluminum and constructed on a steel pole with screws to hold it in place on the black iron railing.
- Neither one will be attached to the exterior wall of the building.

Ansonia and another landmark building signage (1)

- In the next few slides, you will see photos of signage used by other commercial tenants at the Ansonia and a nearby landmark building.

Ansonia and another landmark building signage(2)

- Ansonia Parking garage signage. It is installed on the concrete. Similar to our oval sign, it also illuminates at night.



Ansonia and another landmark building signage(3)

- TD Bank at the Ansonia Building- back lit signage being used



Ansonia and another landmark building signage(4)

- Apple Bank situated at 2100 Broadway NYC, also a landmark building. Canopy signage being used.



Historical photos

- Historical photos showing awning being used.



Historical Photos (2)



Closing

- Please consider our proposal. We are a small neighborhood bakery that are in need of vital signage to sustain our business in light competitions recently opened on Broadway within 1 to 5 street blocks from us.
- We will be happy to answer any questions or concerns you may have.
- If the proposal is not acceptable as presented, please let us know the modification needed to meet the specific guidelines.
- Thank you.