



# Silver Towers: Signage Program

LANDMARKS COMMITTEE  
MARCH 15TH, 2018

**2008**

University Village Silver Towers designated a NYC Landmark  
(both buildings and landscape)

**2010**

Signs with site history and some rules installed  
(LPC Certificate of No Effect, Docket #10-6599)

**2014**

Superblock Stewardship Advisory Committee formed  
("SSAC")

**2017**

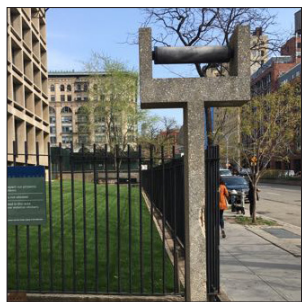
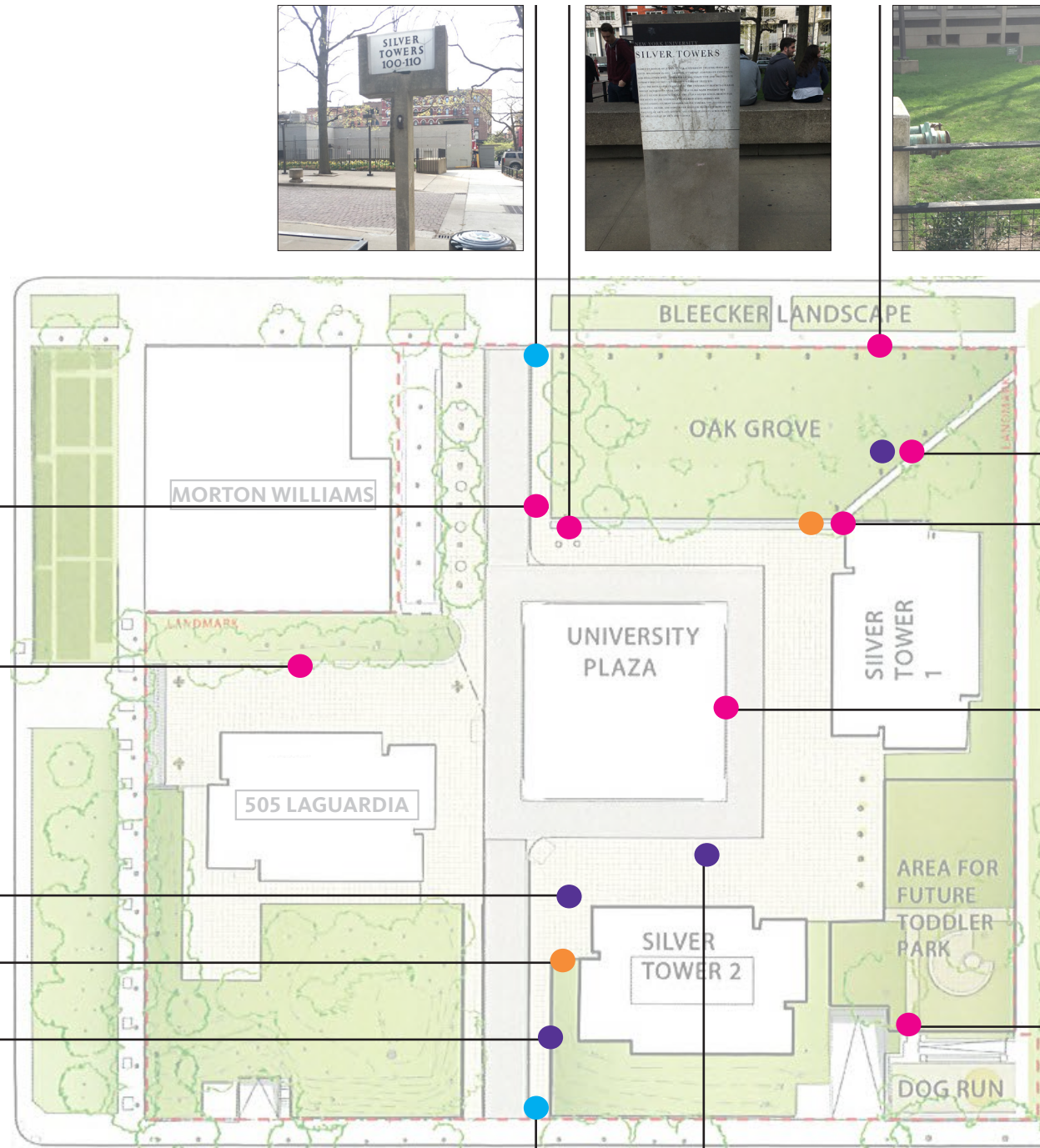
SSAC initiated signage program

# Silver Towers - Site Photos



# Silver Towers - Sign Audit

- HISTORIC
- 2010 SIGNAGE
- MISCELLANEOUS
- ADDITIONAL SIGNAGE NEEDED



# Look and Feel - Signage System



**HISTORIC TAXI CALL LIGHT** (Height 9' - 7")



**2010 SIGNAGE ADDITIONS** (Height 6' - 0")



**DESIGN UPDATE** (Height 6' - 0")

# Look and Feel - Signage System



**2010 SIGNAGE ADDITIONS**

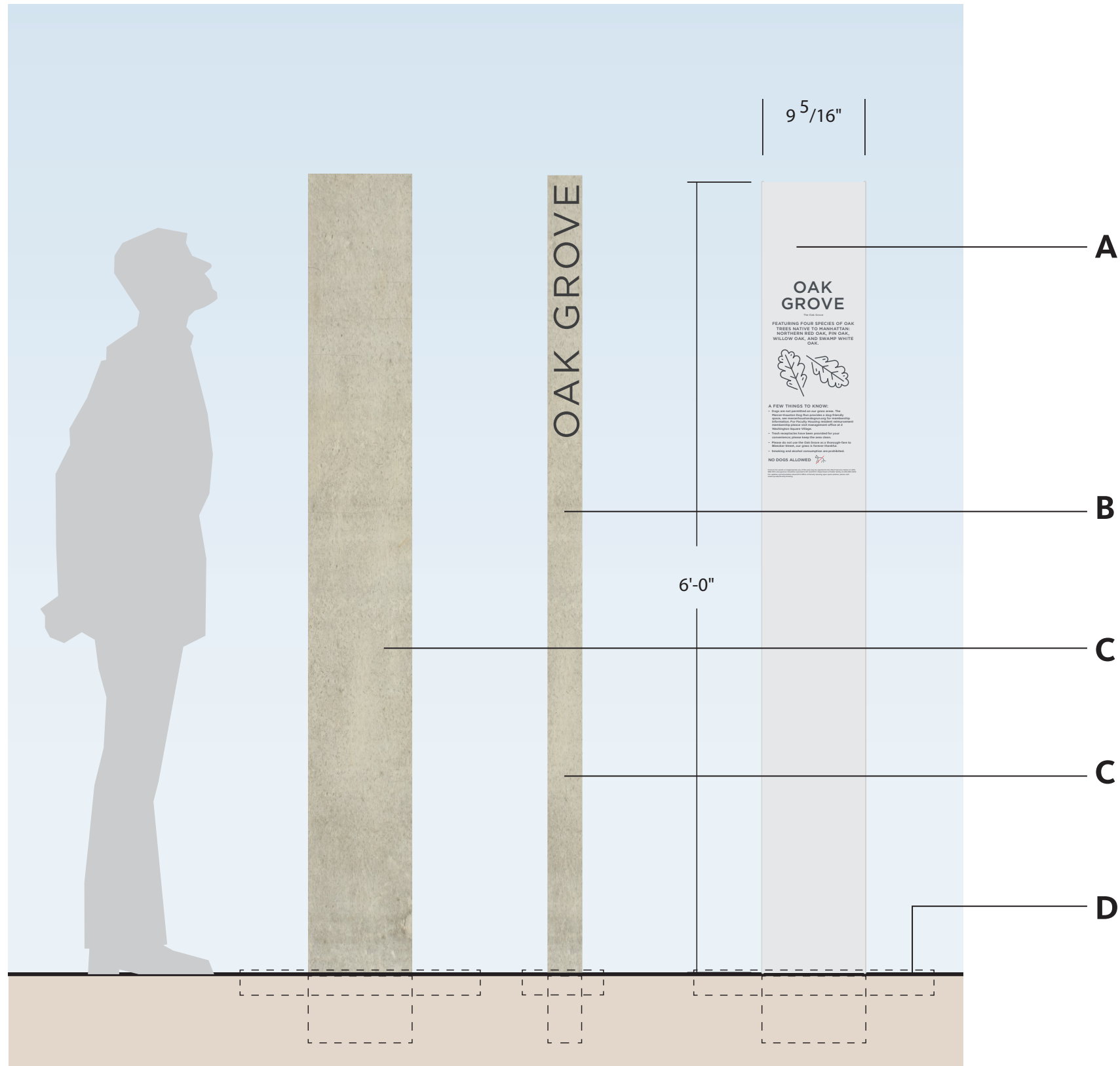


**SUGGESTED DESIGN UPDATE**

MATERIALITY TO REFLECT THE ARCHITECTURE AND 2010 SIGNAGE SYSTEM

SAME HEIGHT AND LOCATIONS AS EXISTING SIGNAGE

# Materiality



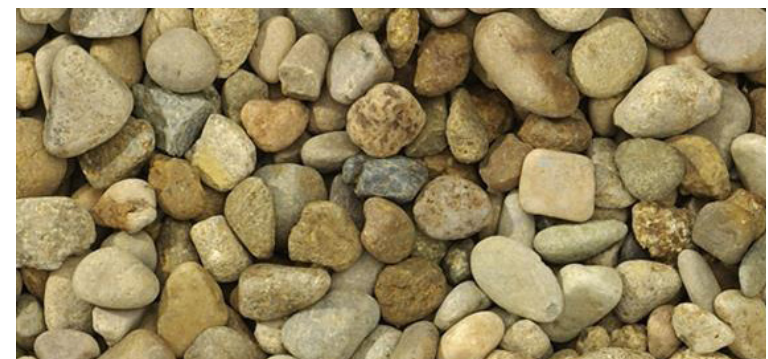
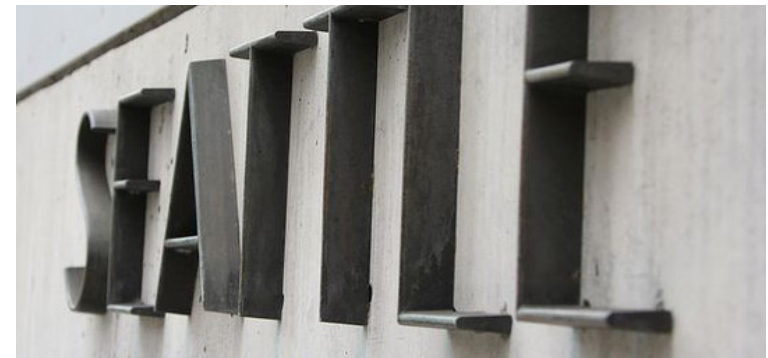
**A:** SILKSCREEN MESSAGE ON POWDER COATED METAL

**B:** DIMENSIONAL BLACKENED METAL LETTERS

**C:** REINFORCED CONCRETE COLOR TO MATCH BUILDING FACADE.

**D:** EXCAVATED AREAS IN HARD SCAPE TO MATCH EXISTING PAVEMENT. SIGNAGE INSTALLED INTO LANDSCAPE MOW BAND FILLED WITH PEBBLES TO MATCH CONCRETE USED ON SIGN.

NOTE: FINAL MATERIALS TO BE CONFIRMED BY SIGN VENDOR



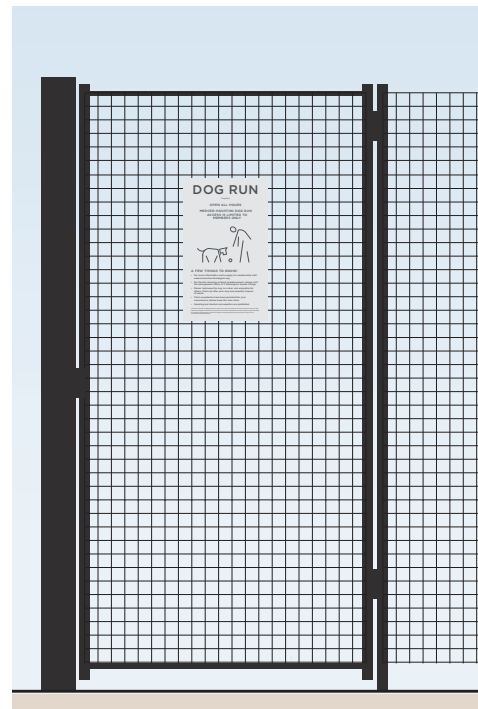
# New Signage Location Plan



● **MONOLITH**  
(mounted into ground)



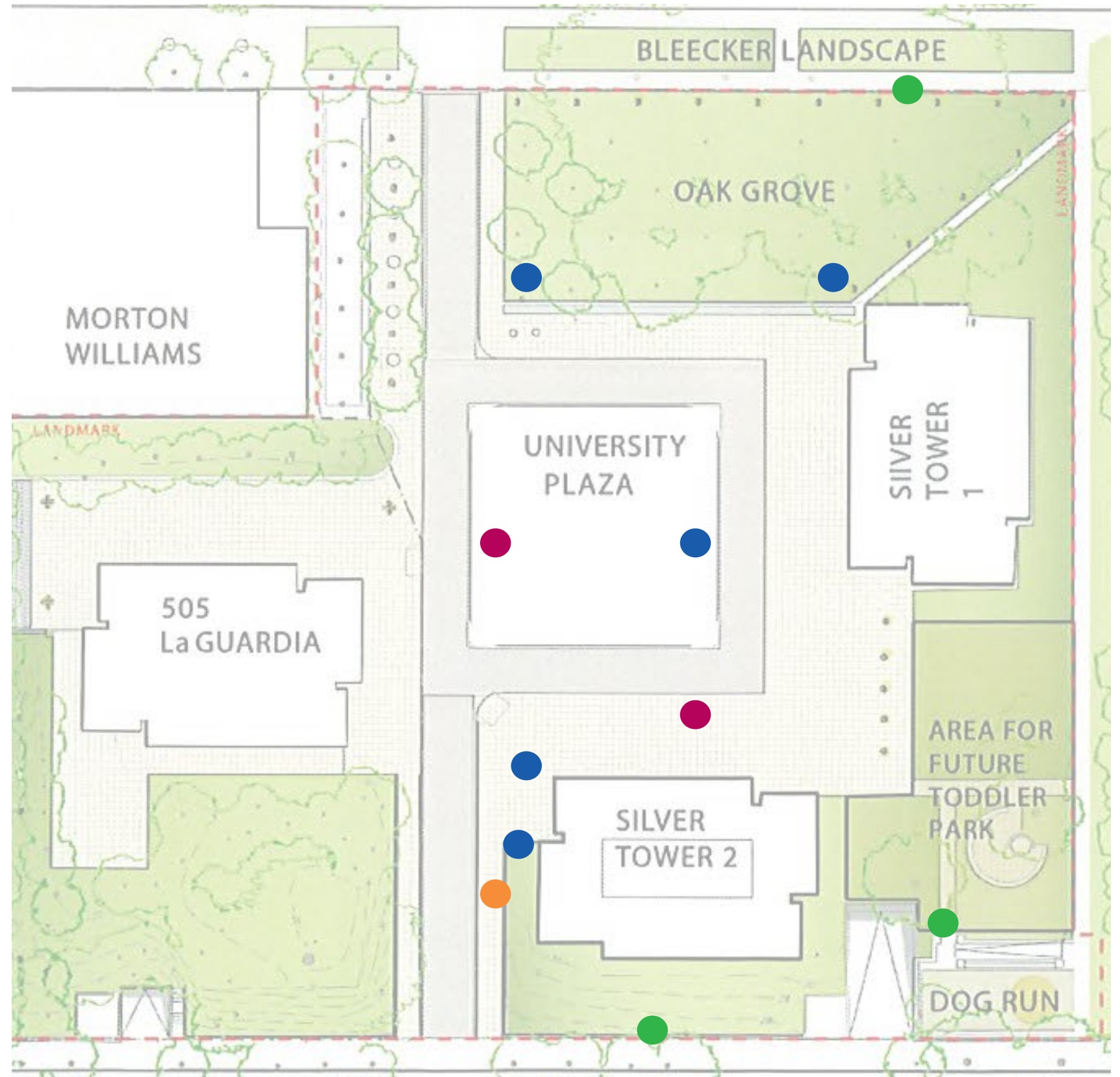
● **POLICY SIGN**  
(removable / weighted)



● **FENCE MOUNTED**  
(mounted to fence)



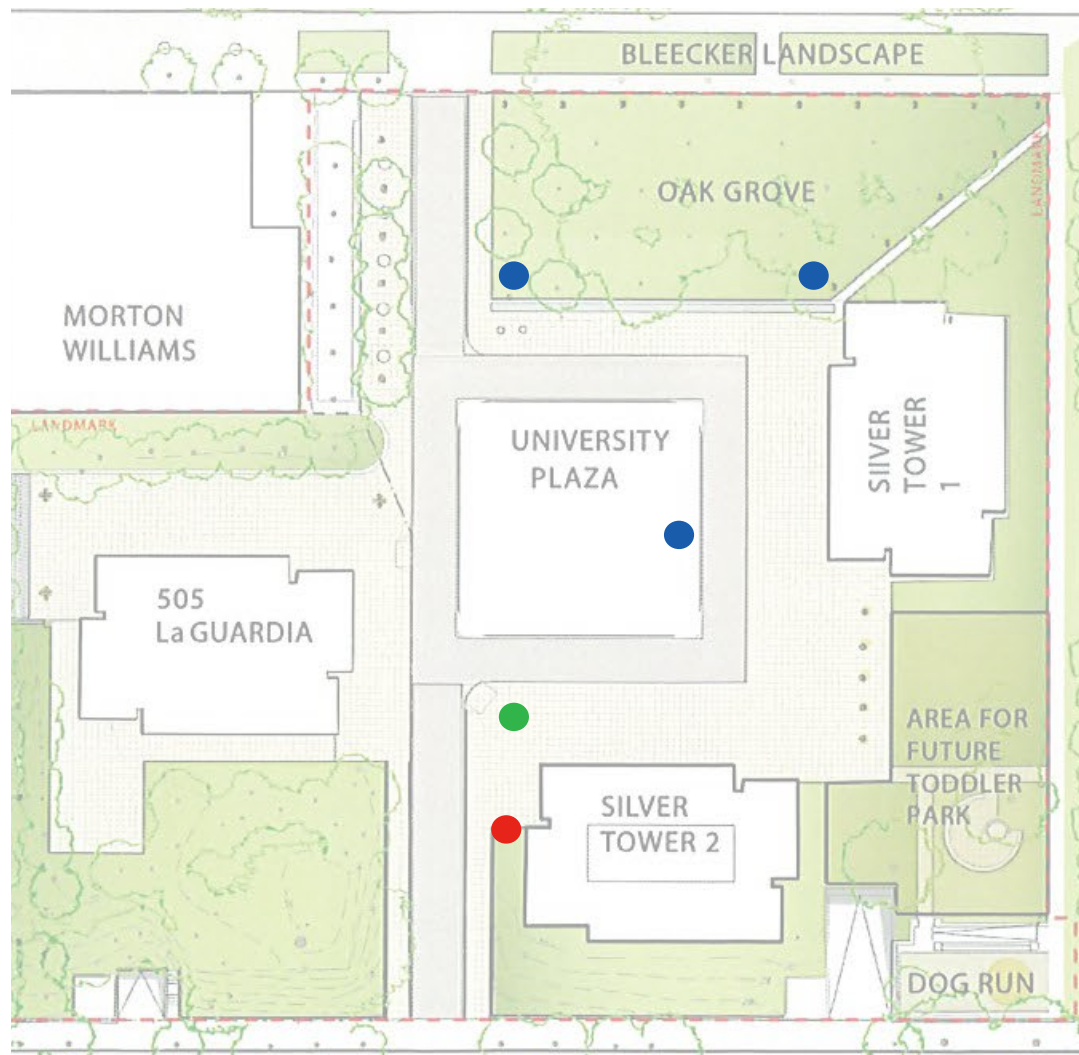
● **REPLACEMENT PANEL**  
(to existing sign)





# Monolith - Footings

- MONOLITH INSTALLED INTO LANDSCAPE (NEW LOCATION)
- MONOLITH INSTALLED INTO HARD SCAPE (NEW LOCATION)
- MONOLITH INSTALLED INTO HARD SCAPE (EXISTING LOCATION)



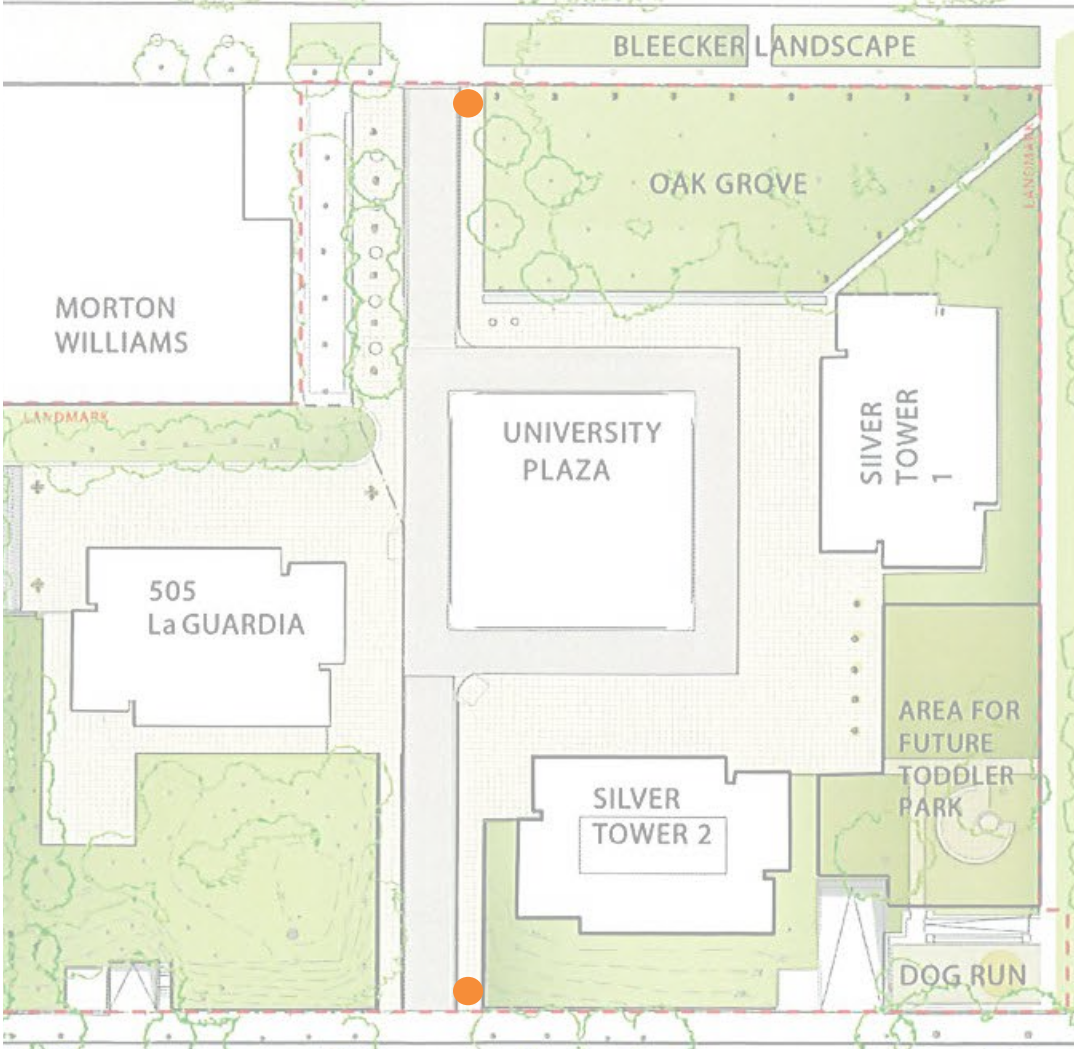
**D:** EXCAVATED AREAS IN HARD SCAPE TO MATCH EXISTING PAVEMENT.  
SIGNAGE INSTALLED INTO LANDSCAPE MOW BAND FILLED WITH PEBBLES (AS SHOWN REVIEW) TO MATCH CONCRETE USED ON SIGN.



**E:** BELOW GRADE FOOTINGS TO BE ANCHORED INTO GROUND. THE DIMENSIONS OF THE SIGN FOOTINGS WILL BE PER THE SIGN MANUFACTURER'S SPECIFICATIONS AND SHOP DRAWINGS, TO BE REVIEWED AND CONFIRMED BY NYU AND GENSLER PRIOR TO CONSTRUCTION.

# Taxi Call Light - Refurbishment

● SIGNS FOR REFURBISHMENT



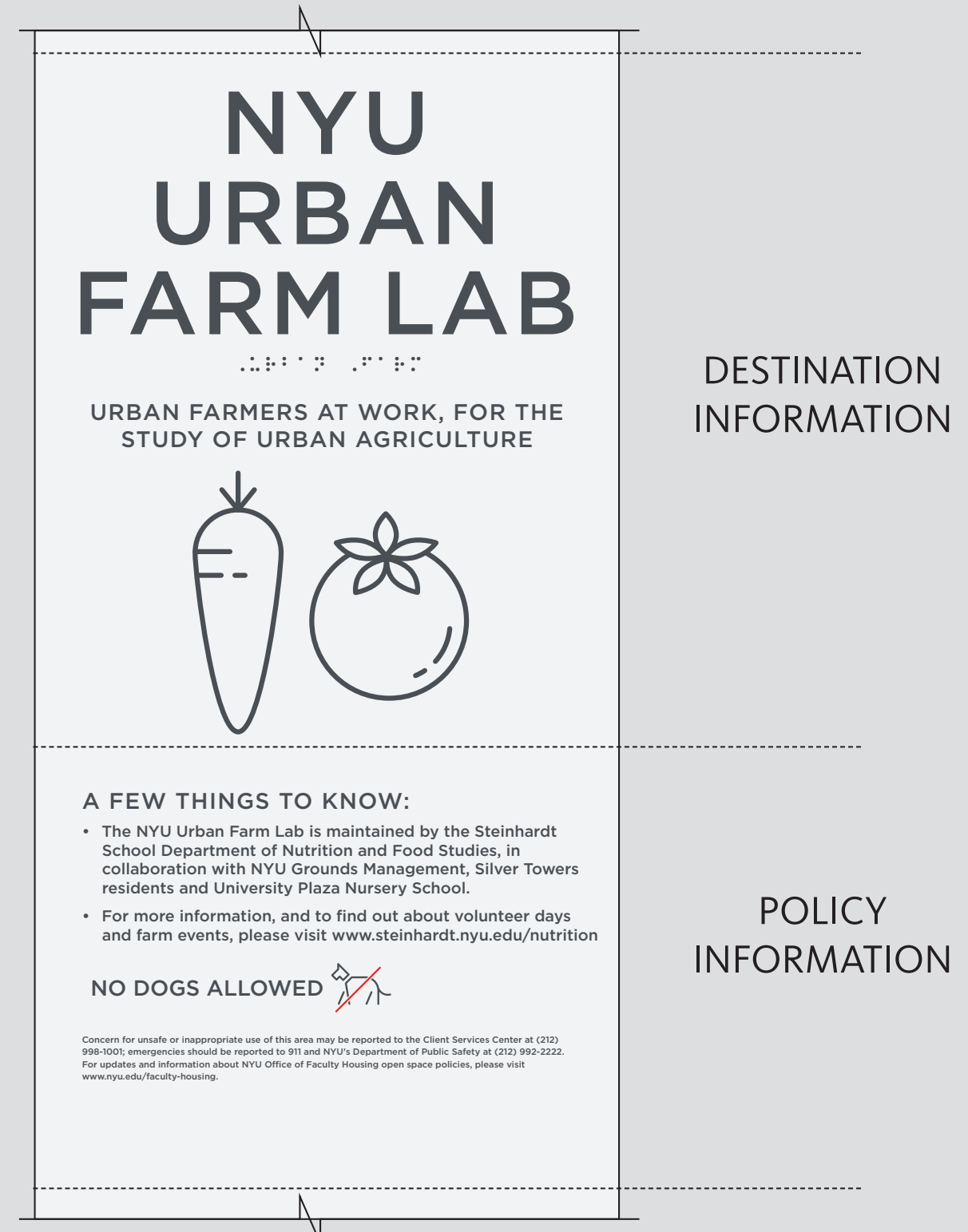
**F:** REPLACEMENT PANEL MATCHING EXISTING MATERIALITY AND FONT. POWER TO BE CONFIRMED. RENOVATION TO LIGHTING IF POWER IS STILL CONNECTED.



**G:** REPAIR TO SIGN STRUCTURE TO MATCH ORIGINAL MATERIALITY.

## Destination Sign - Information Hierarchy

- Destination icon is primary.
- Icons reflect the unique nature of each destination.
- Icons purposefully don't include people.
- Dog policy emphasized.



# Destination Sign - Layouts

## BUST OF SYLVETTE

••••• •• ••••••••••

PABLO PICASSO WITH CARL NESJAR  
1968

### A FEW THINGS TO KNOW:

- This monumental sculpture was commissioned by NYU in 1967 and fabricated by Norwegian artist Carl Nesjar in collaboration with Pablo Picasso who, in 1964, had created a two-foot high version in folded metal.
- Picasso's original sculpture is part of a large series based on Lydia Sylvette David, a Frenchwoman the artist met in 1953 in the South of France.
- Nesjar employed the betograde technique of sandblasting concrete to create the different textures of the 36-foot tall, 60-ton sculpture, which received an award from the New York State Council on the Arts in 1969.
- Part of the New York University Art Collection, the sculpture was funded by Mr. and Mrs. Allan D. Emil, who remarked at the dedication: "Picasso is one of the most important artists of our time, and New York should have a major example of his work in this medium. I can't think of a better location for it than New York University, where it can serve education, art, and the public at large."

### NO DOGS ALLOWED



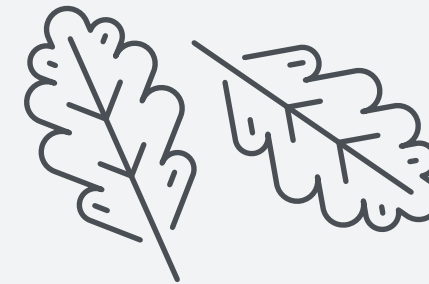
- Curb your dog at the street; please clean up after your dog and properly dispense of waste.
- Loitering, skateboarding, and ball playing are not allowed.
- Trash receptacles have been provided for your convenience; please keep the area clean.

Concern for unsafe or inappropriate use of this area may be reported to the Client Services Center at (212) 998-1001; emergencies should be reported to 911 and NYU's Department of Public Safety at (212) 992-2222. For updates and information about NYU Office of Faculty Housing open space policies, please visit [www.nyu.edu/faculty-housing](http://www.nyu.edu/faculty-housing).

## OAK GROVE

••••• ••••• ••••••

FEATURING FOUR SPECIES OF OAK TREES NATIVE TO MANHATTAN — NORTHERN RED OAK, PIN OAK, WILLOW OAK, AND SWAMP WHITE OAK



### A FEW THINGS TO KNOW:

- Dogs are not permitted on our grass areas. The Mercer-Houston Dog Run provides a dog-friendly space, see [mercerhoustondogrun.org](http://mercerhoustondogrun.org) for information. For NYU Faculty Housing resident reimbursement please visit management office at 2 Washington Square Village.
- Trash receptacles have been provided for your convenience; please keep the area clean.
- Please do not use the Oak Grove as a thoroughfare to Bleecker Street. Our grass is forever thankful.
- Smoking and alcohol consumption are prohibited.

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# Destination Sign - Layouts

## SILVER TOWERS

DOGS ARE NOT PERMITTED ON OUR GRASS AREAS



PLEASE KEEP DOGS ON LEASH

**A FEW THINGS TO KNOW:**

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## DOG RUN

OPEN ALL HOURS  
MERCER-HOUSTON DOG RUN  
ACCESS IS LIMITED TO MEMBERS ONLY



**A FEW THINGS TO KNOW:**

- For more information and to apply for membership visit: [www.mercerhoustondogrun.org](http://www.mercerhoustondogrun.org).
- For Faculty Housing resident reimbursement, please visit the management office at 2 Washington Square Village.
- Please help keep the dog run clean and enjoyable for others. Clean up after your dog and properly dispose of waste.
- Trash receptacles have been provided for your convenience; please keep the area clean.
- Smoking and alcohol consumption are prohibited.

Concern for unsafe or inappropriate use of this area may be reported to the Client Services Center at (212) 998-1001; emergencies should be reported to 911 and NYU's Department of Public Safety at (212) 998-2222. For updates and information about NYU Office of Faculty Housing open space policies, please visit [www.nyu.edu/faculty-housing](http://www.nyu.edu/faculty-housing).

## UNIVERSITY VILLAGE

DESIGNED IN 1967 BY I.M. PEI & ASSOCIATES, WITH JAMES INGO FREED AS LEAD DESIGNER  
CONSIDERED ONE OF THE FINEST EXAMPLES OF A MID-20TH CENTURY RESIDENTIAL COMPLEX IN NYC

**A FEW THINGS TO KNOW:**

- The complex includes three identical freestanding 30-story towers. The towers are positioned in a "pinwheel" configuration around a central lawn. They were deliberately positioned in an asymmetrical manner to maximize views.



- Each floor has four or eight deeply recessed horizontal window bays, as well as a 22-foot-wide sheer concrete wall. Together, these elements create strong contrasts of light and shadow.
- University Village was a critical success when complete and early on received awards from the American Institute of Architects, the City Club of New York, and the Concrete Industry Board of New York because of its inventive use of poured concrete.
- Both Pei and Freed received significant recognition for their contributions to this project. When Pei received the Pritzker Architecture Prize in 1983, University Village was cited as one of his most notable works.
- University Village was designated a New York City Landmark in 2008.

PLEASE KEEP DOGS ON LEASH



# Destination Sign - Layouts



# Destination Sign - Layouts



Thank You