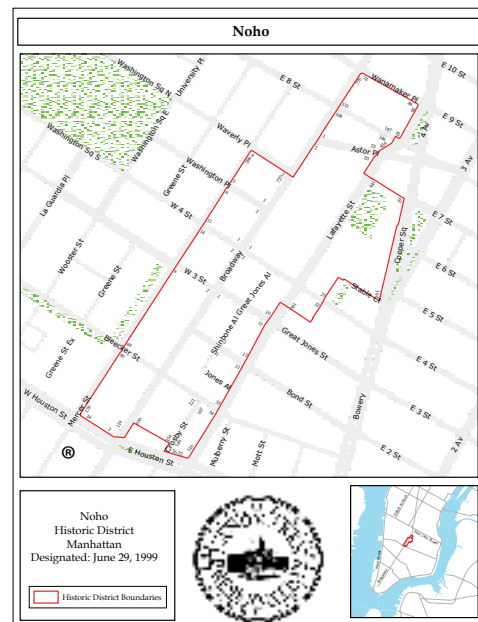


MASTER PLAN RENEWAL
439 LAFAYETTE STREET



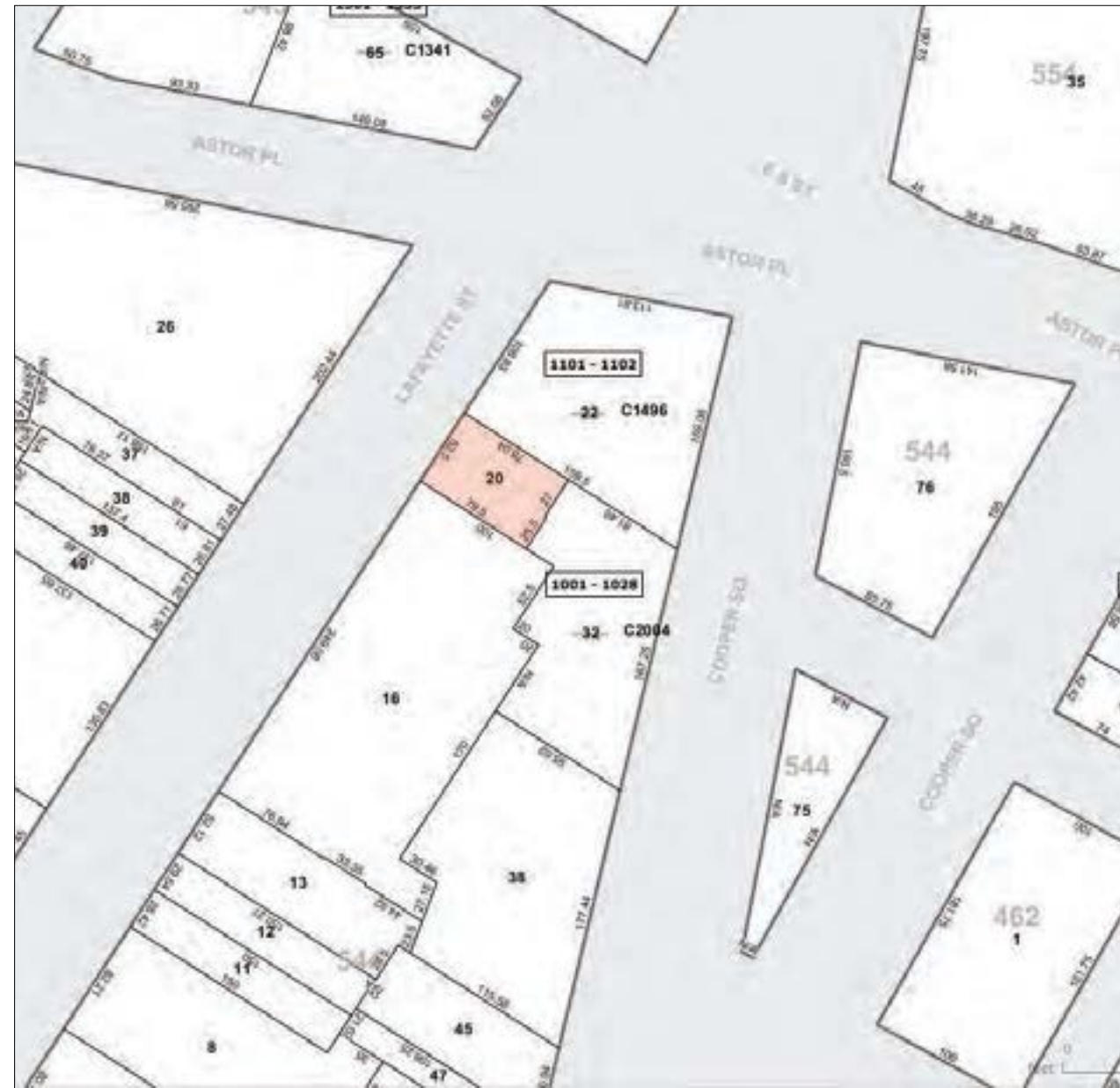
ZONING MAP



439 Lafayette Street

Block: 544 Lot :20

Master Plan - Painted Sign Application



SITE PLAN



CURRENT CONDITION 2013

SIGN SPACE COMPONENTS:

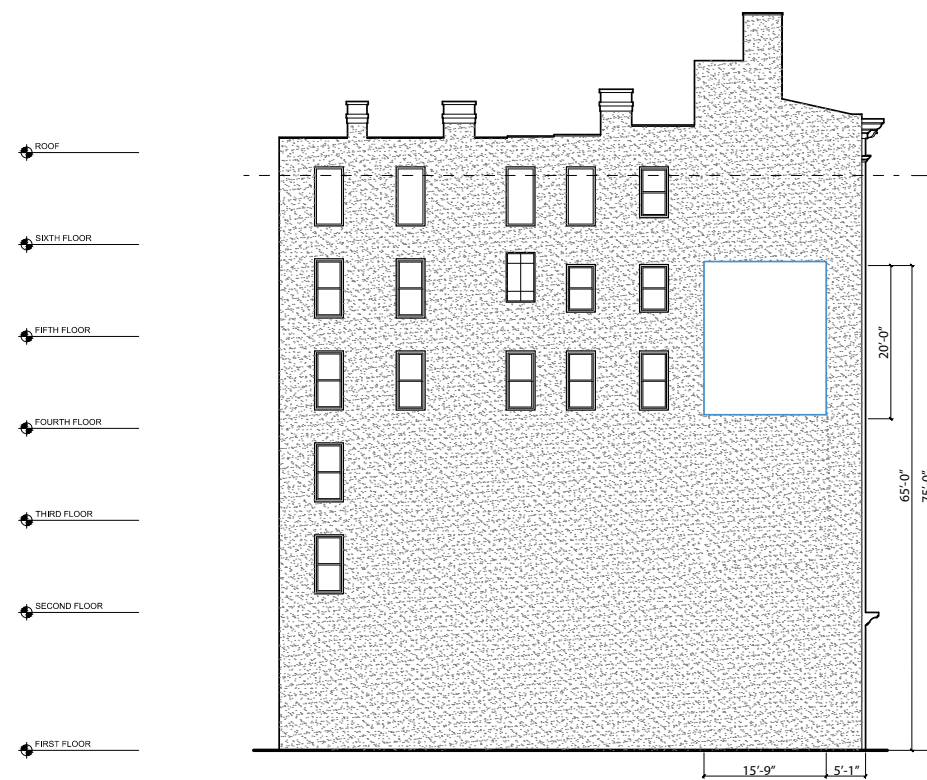
20' H by 15'9" W
 315 sq ft = 5% of Total Facade
 (6,256)

Setbacks from primary facade and
 roof line of over 5'

Conforms to modern zoning
 restrictions

Does not encompass and architec-
 tural features

Comprehensive Master Plan criteria
 to allow for copy changes



439 LAFAYETTE
 SCALE: 1/16" = 1'-0"



1984 Tax Lot Photo

Master Plan to Allow Changes to Content of Painted Advertising Sign

Secondary Facade of **439 Lafayette Street (facing North)**

Sign Space conforms to LPC's previous approvals with regards to size and placement

Background of sign shall consist of a solid color with no shading or blending

Sign space shall contain a **black or white border** to distinguish itself from the surround facade

Clear Content Coverage Standards for **Photorealistic** and **Graphic** Images

Photorealism: reproduction of an image utilizing shading to achieve a photographic quality painting

- Black and White photorealistic images not to exceed 60% of sign space (including text)
- Color photorealistic images not to exceed 40% of the sign space (including text)

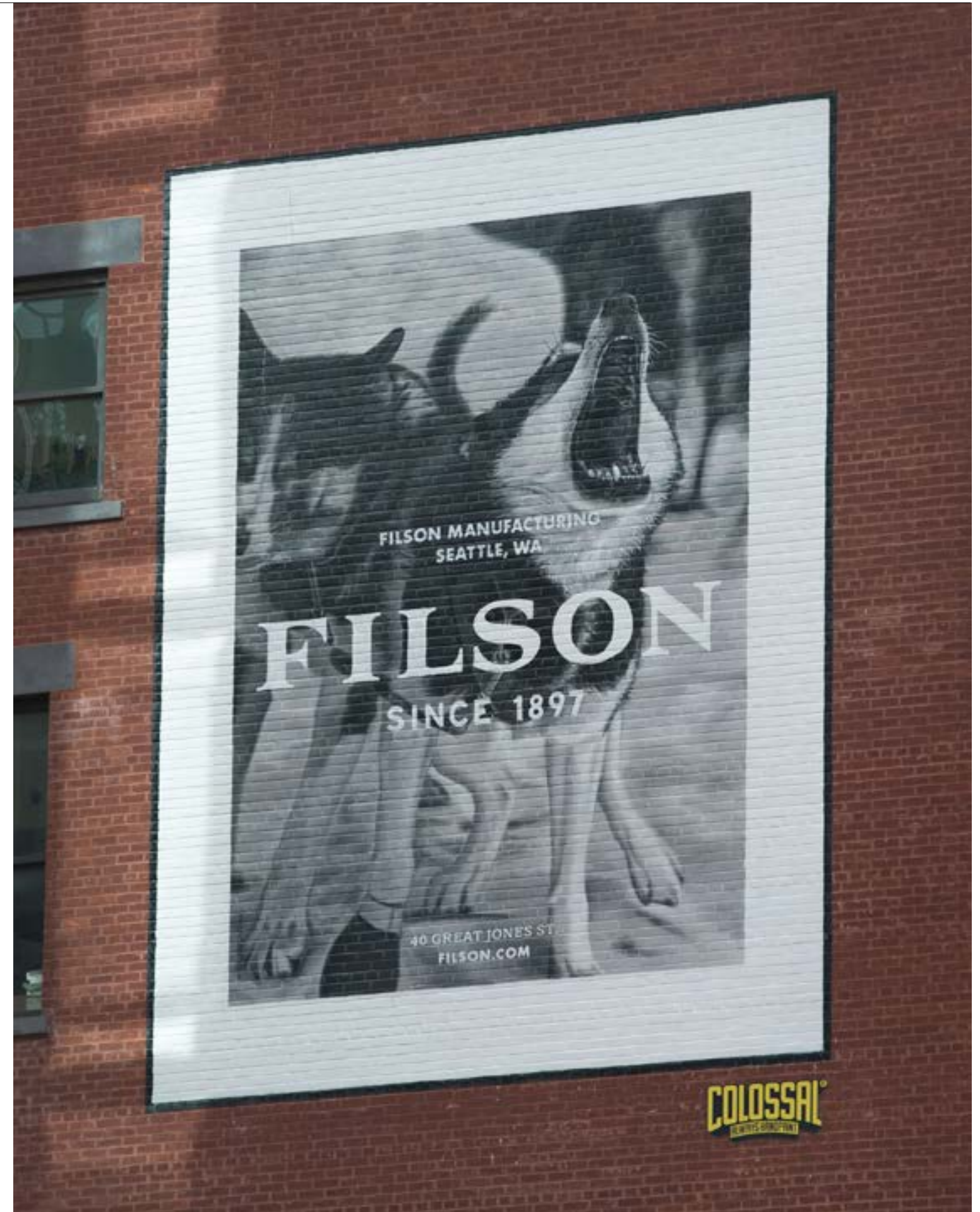
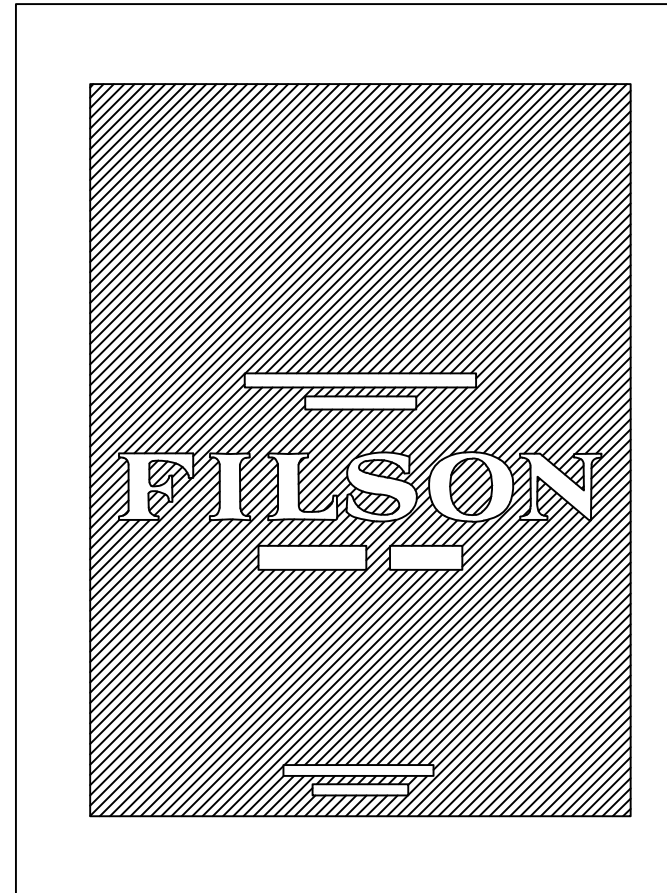
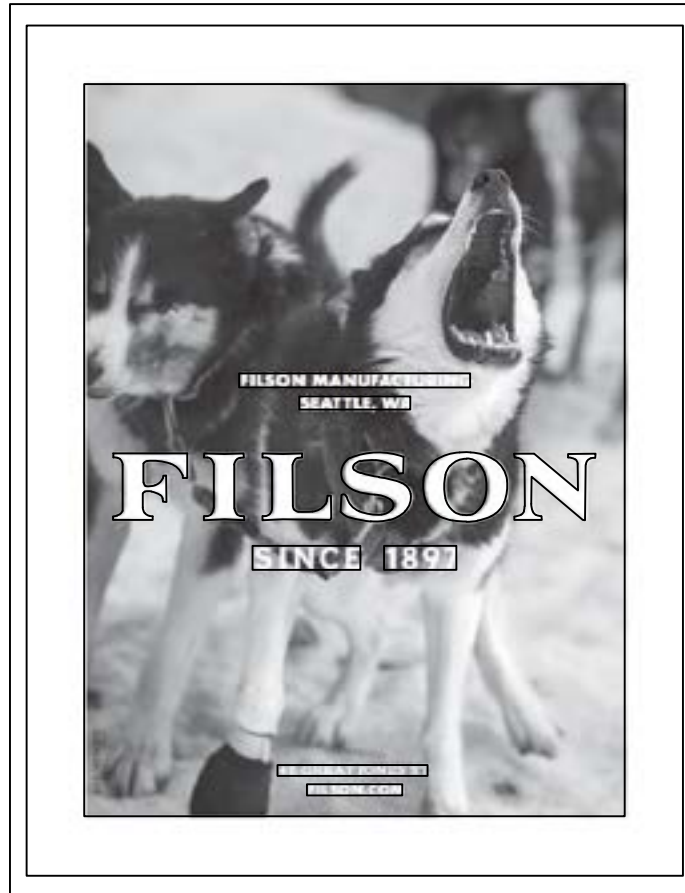
Graphic: Any number of painted colors that are clearly separated with no blending or shading between them

- Graphic images with 5 or more colors not to exceed 40% of sign space (including text)
- Graphic images with less than 5 colors not to exceed 60% of sign space (including text)

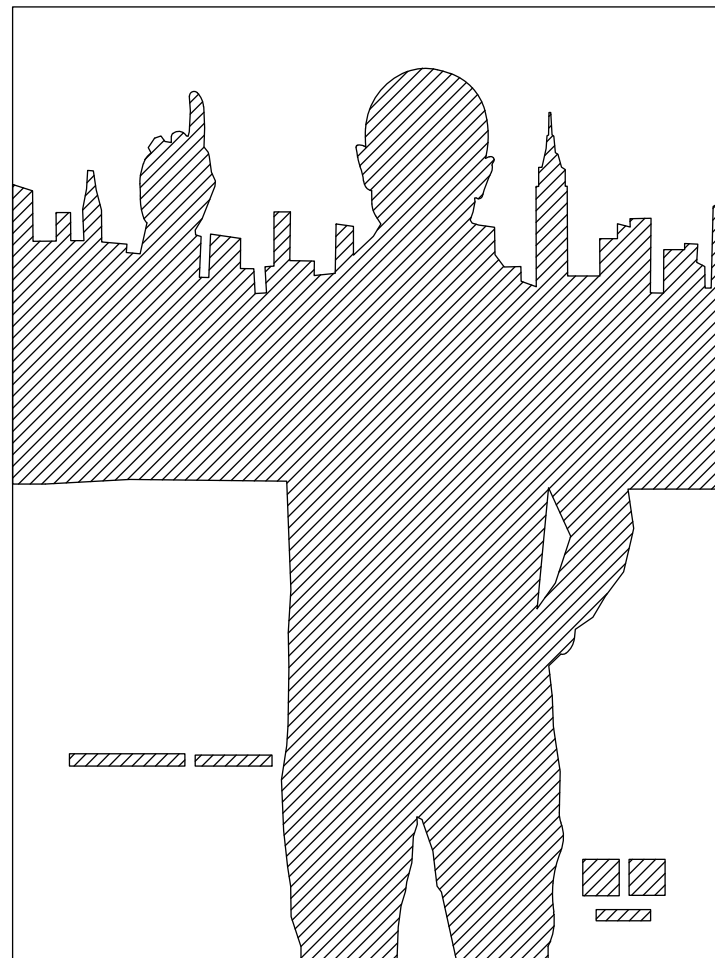
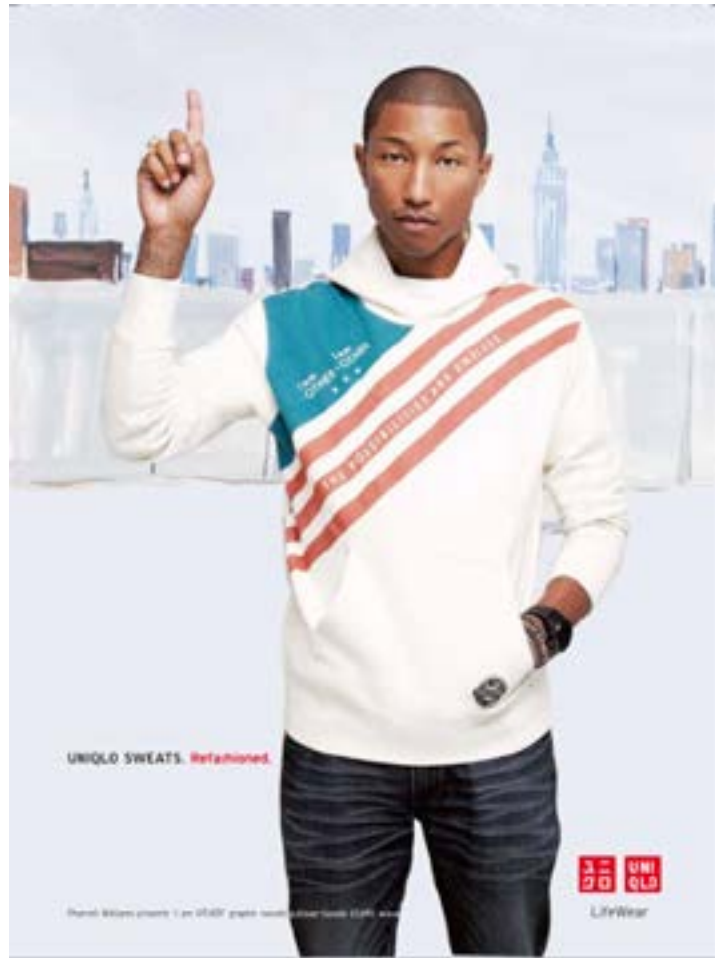
The term of the master plan permit to allow content changes at staff level shall be for 10 years

Criteria is consistent with prior approved master plans

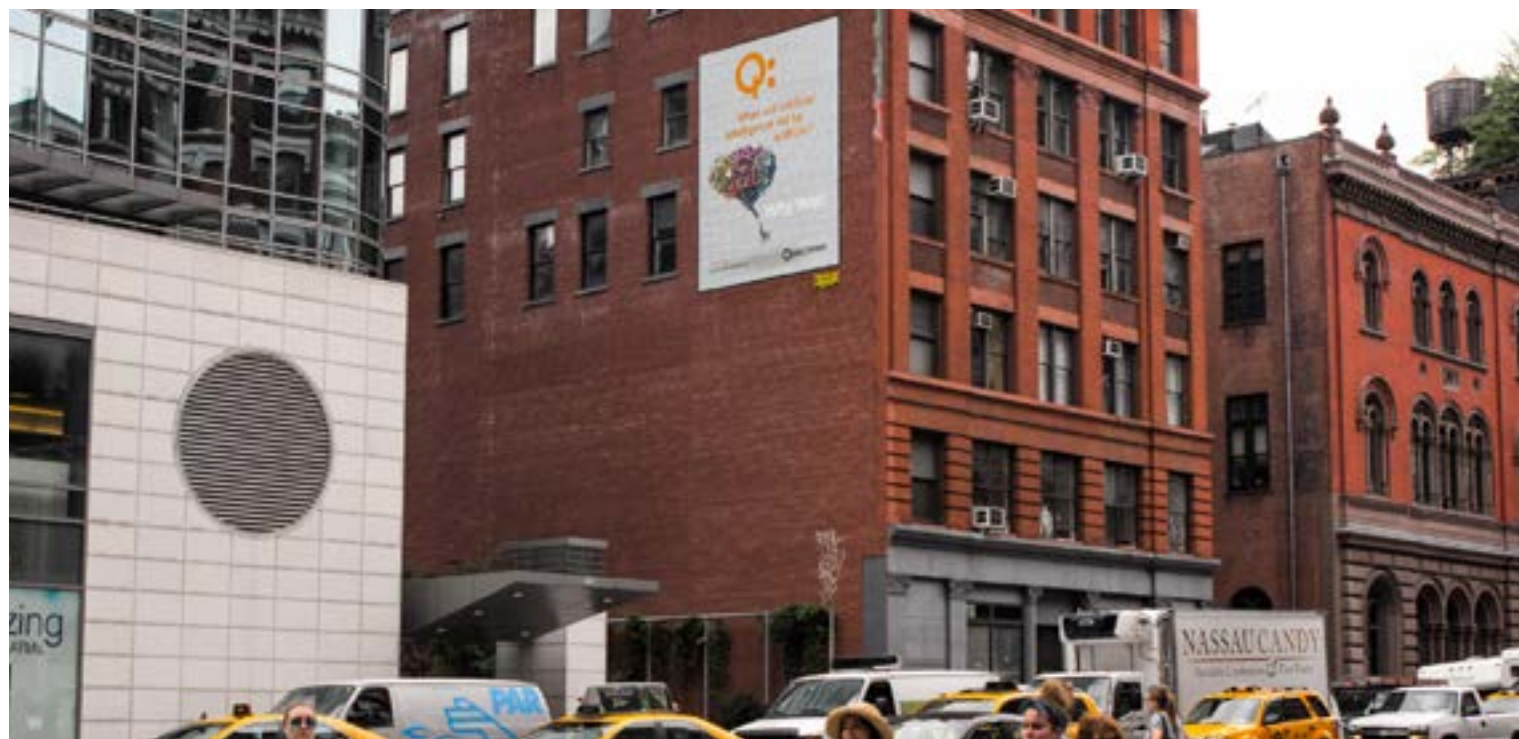
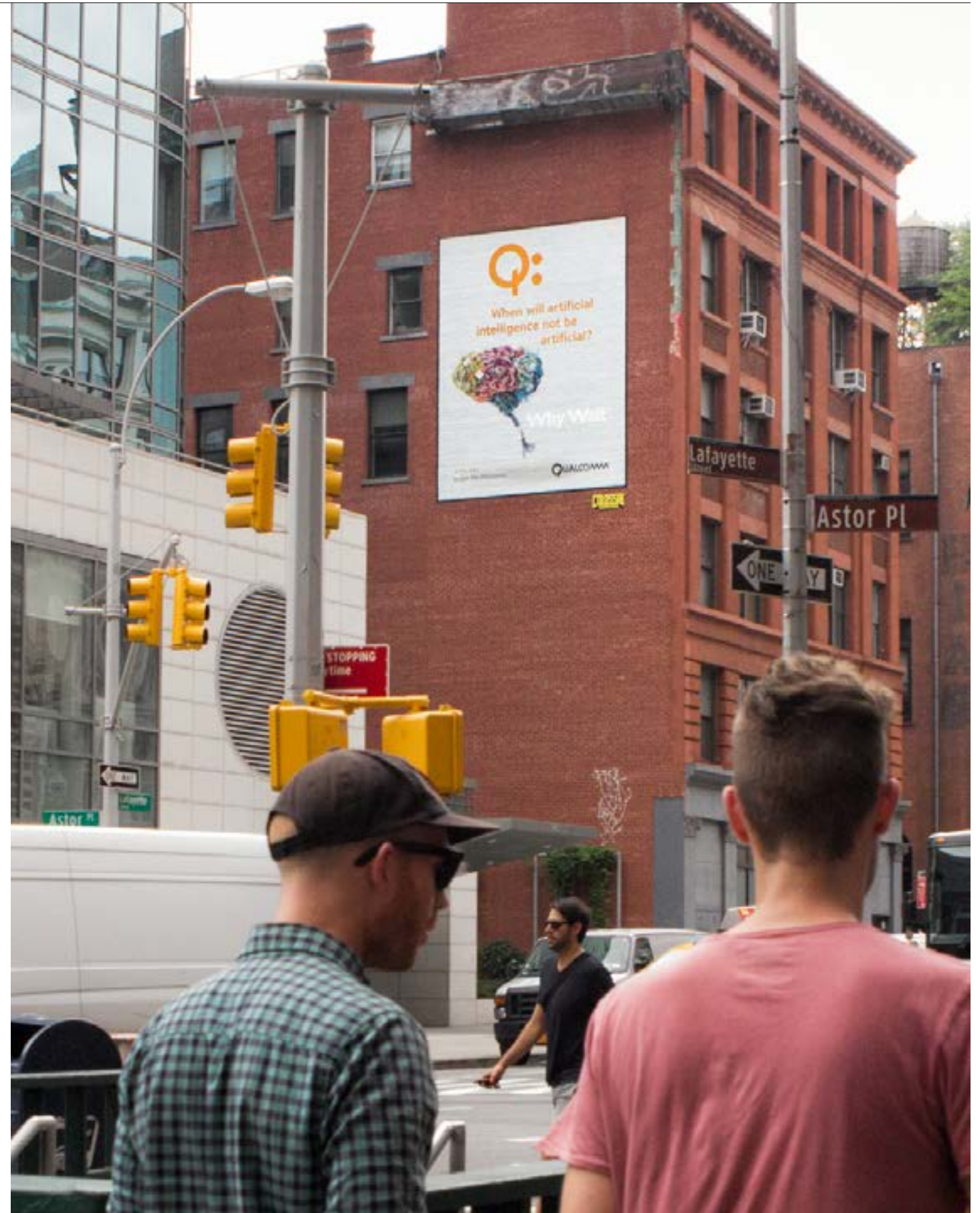
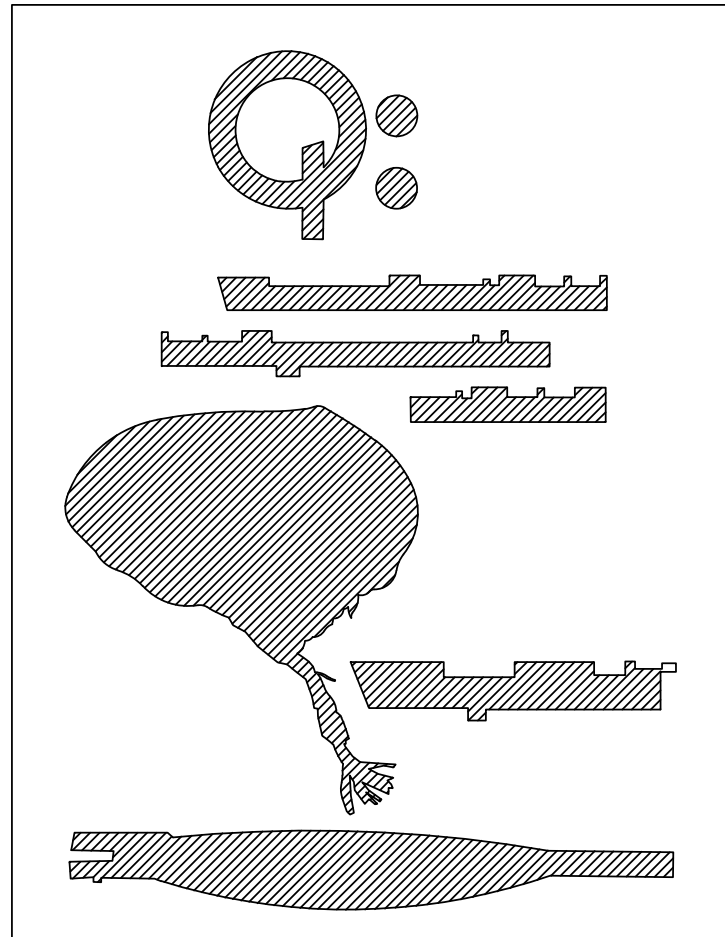
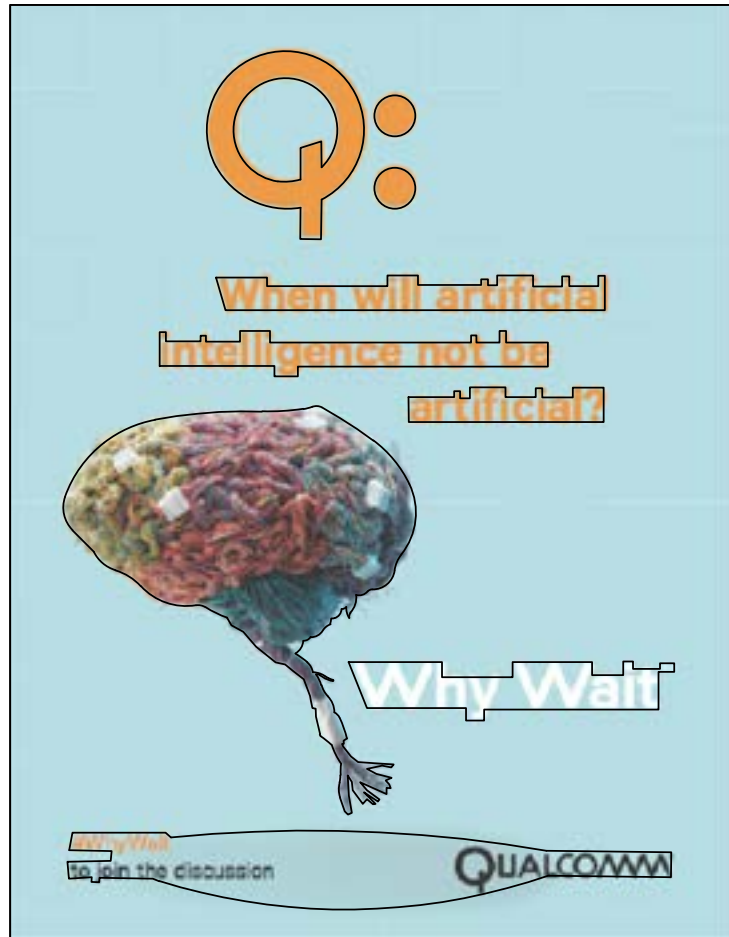
CLIENT: Filson
LPC ATP: 17-8316



CLIENT: UNIQLO
LPC ATP: 16-6786



CLIENT: QUALCOMM 2015
LPC ATP: 17-2309



CLIENT: Qualcomm 2016 Multi-Phase
LPC ATP: 19-1814

Q:
When will
our devices
think for
themselves?

Why Wait™

QUALCOMM®
Qualcomm.com/WhyWait

Q:
When will
our devices
think for
themselves?

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Q:
When will
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think for
themselves?

Why Wait™

QUALCOMM®
Qualcomm.com/WhyWait

COLOSSAL
MEDIA

CLIENT: Qualcomm 2016 Multi-Phase

LPC ATP: 19-1814

When will your sleep cycle tell your barista it's time for an espresso?

QUALCOMM
Why Wait

When will your sleep cycle tell your barista it's time for an espresso?

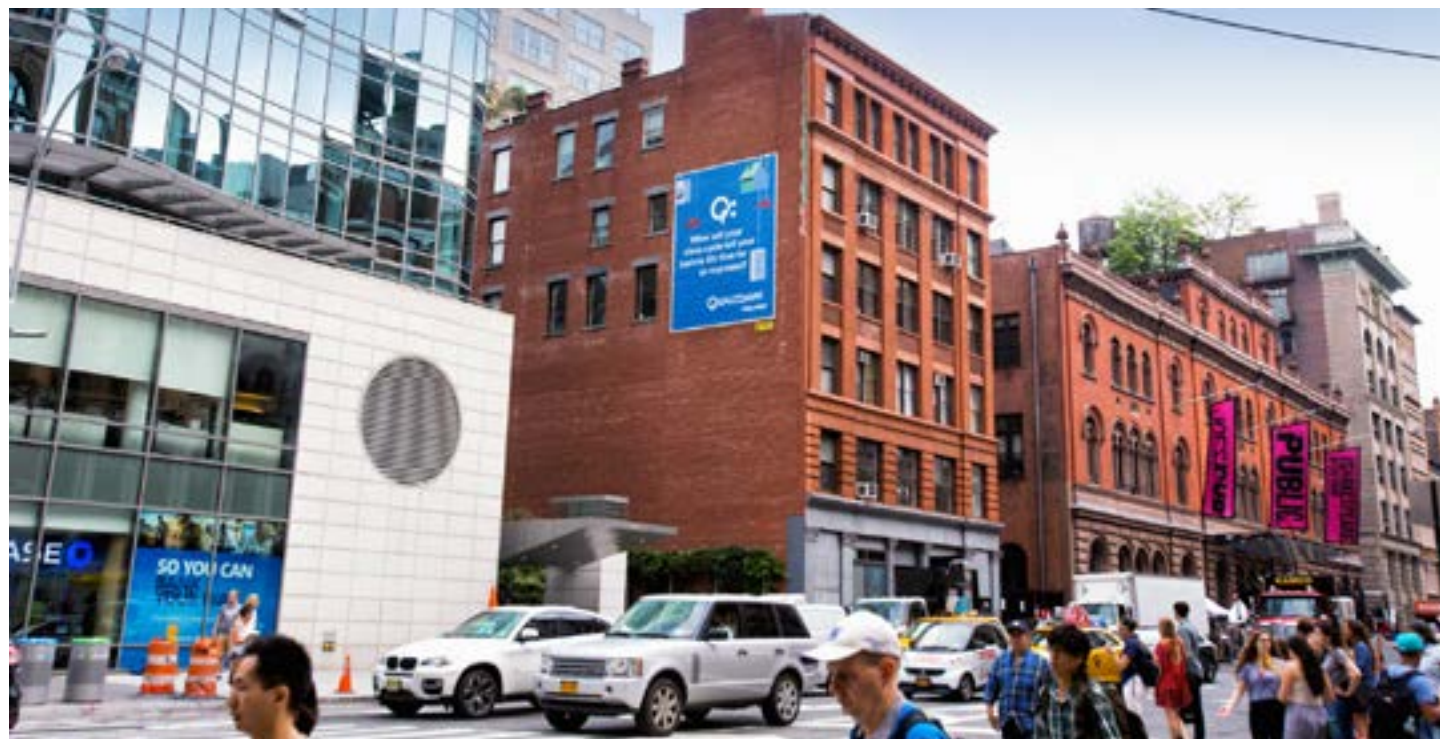
QUALCOMM
Why Wait

When will your meetings reschedule themselves when the 6 train is late?

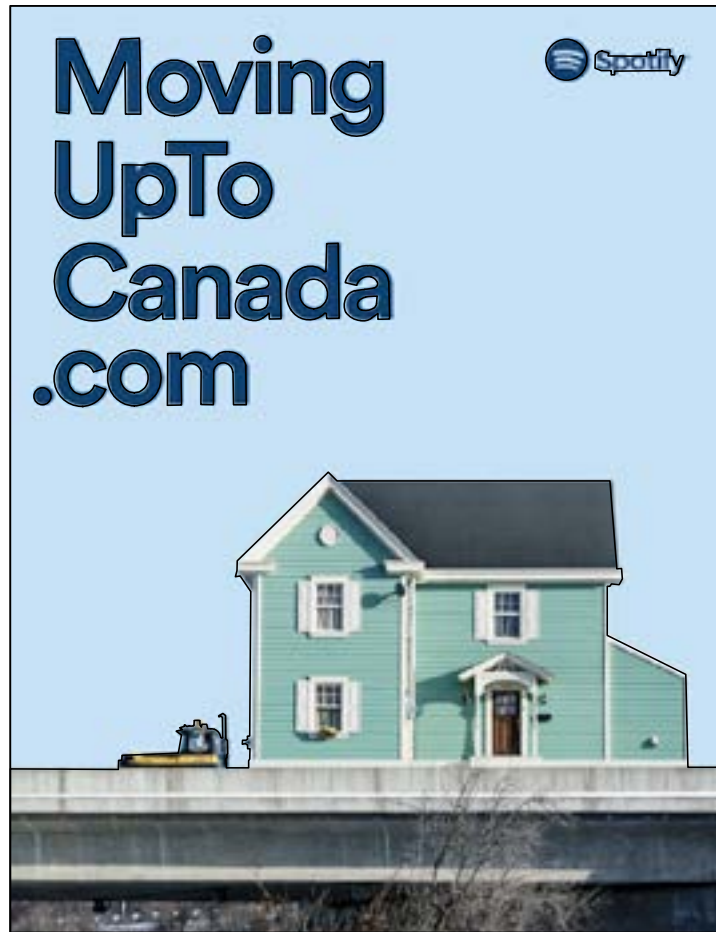
QUALCOMM
Why Wait

When will your meetings reschedule themselves when the 6 train is late?

QUALCOMM
Why Wait



CLIENT: Spotify
LPC ATP: 18-3448



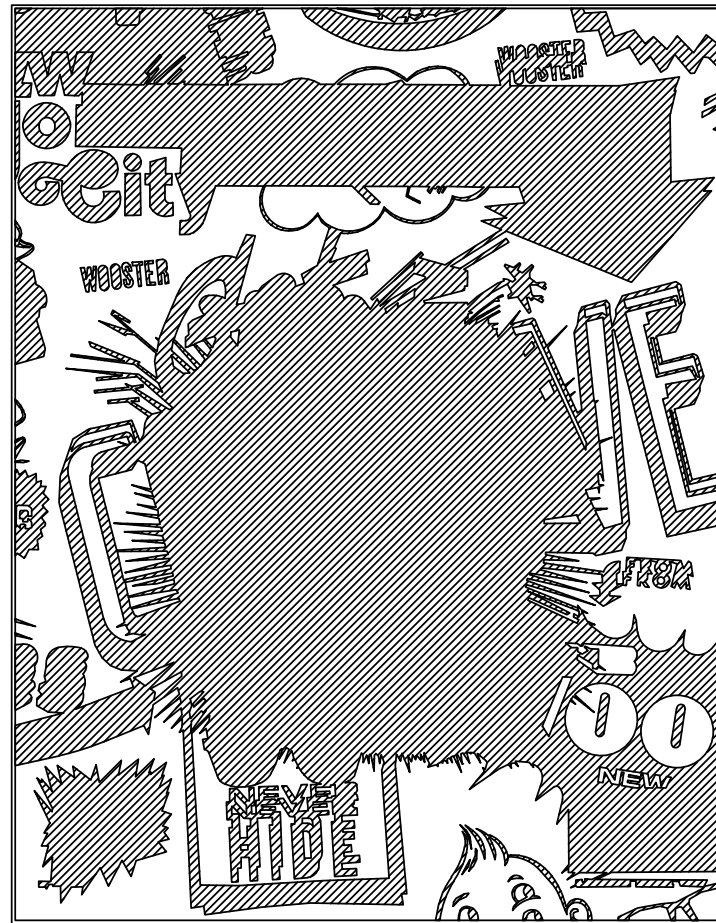
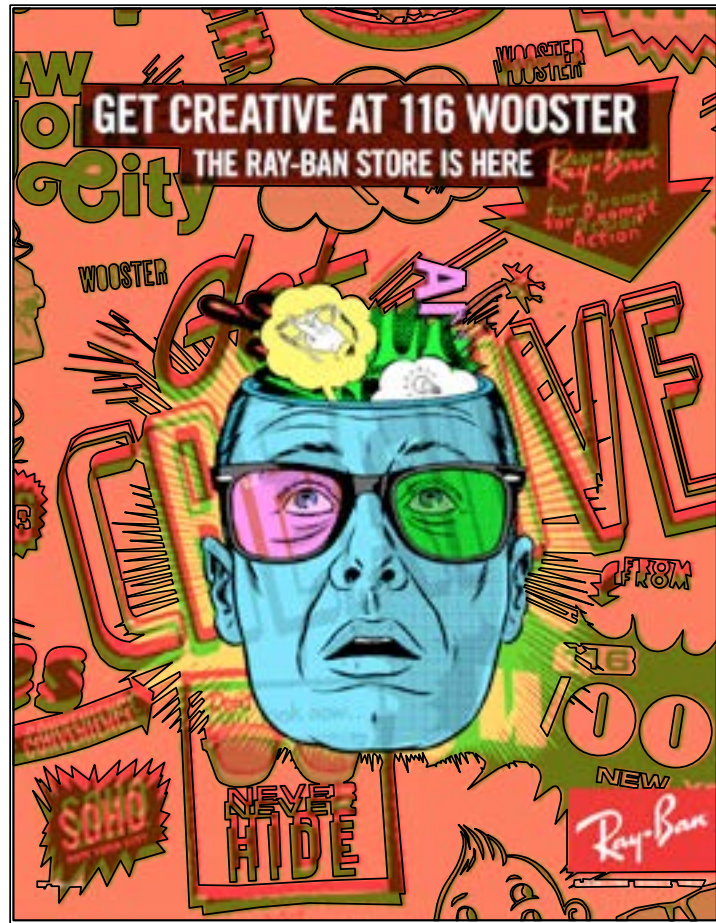
CLIENT: Oscilloscope Labs
LPC ATP:



CLIENT: Woodford Reserve
LPC ATP:19-3624



CLIENT: Ray Ban
LPC ATP: 17-9161



CLIENT: Perrier
LPC ATP: 15-2756

