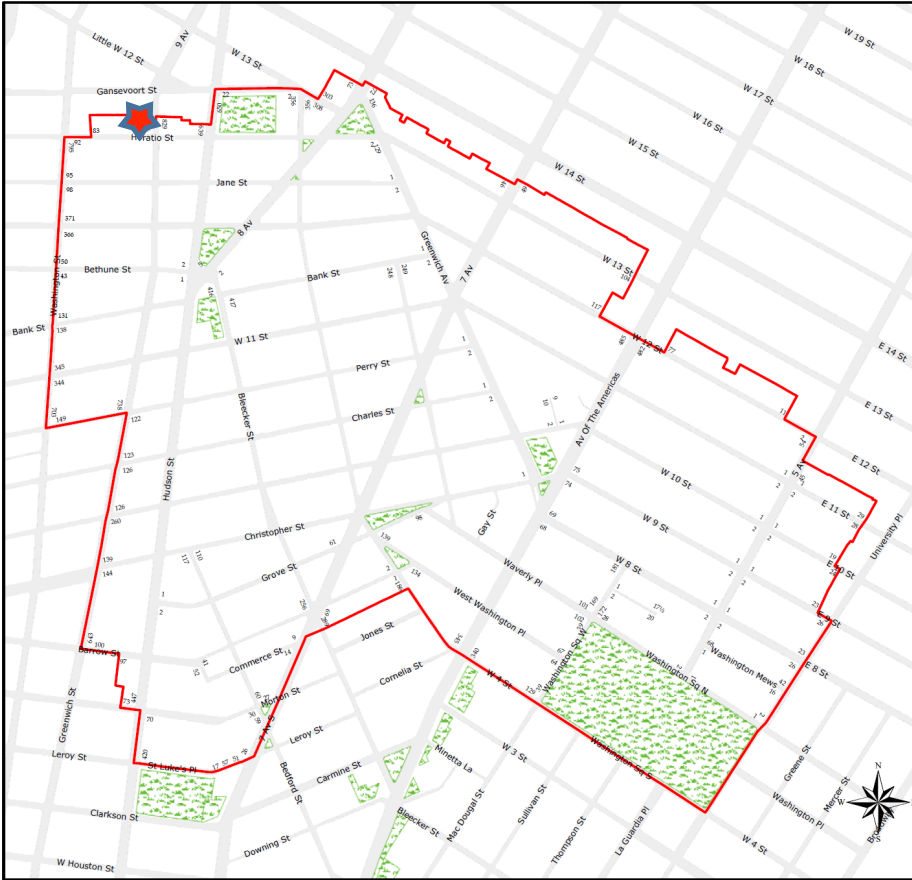


# 838 GREENWICH STREET, MANHATTAN PROPOSED PAINTED WALL SIGN MASTER PLAN



# 838 GREENWICH STREET: EXISTING CONDITION

## Greenwich Village



Viewed from Ninth Avenue, looking southwest.

# 838 GREENWICH STREET: EXISTING CONDITION



838 Greenwich lot line wall viewed from across the street, on Gansevoort.



838 Greenwich lot line wall viewed from the west, mid-block on Gansevoort.

# 838 GREENWICH STREET: HISTORIC CONTEXT



Designation Photo. (LPC)



1980's Tax Photo (Municipal Archive)

1940's Tax Photo. (Municipal Archive)

# 838 GREENWICH STREET: HISTORIC CONTEXT



838 Greenwich Street, 1940. P.L. Sperr. (New York Public Library)

Ninth Avenue between Gansevoort Street and Little West 12<sup>th</sup> Street, just north of 838 Greenwich Street, 1933. P.L. Sperr. (New York Public Library)

# 838 GREENWICH STREET: APPROVED PAINTED WALL SIGN MASTER PLANS IN A NEAR-BY HISTORIC DISTRICT

## SoHo-Cast Iron



- ★ 60 Grand Street
- ★ 305 Canal Street
- ★ 155 Wooster Street
- ★ 475 West Broadway
- ★ 90 Prince Street  
Proposed Location

# 838 GREENWICH STREET: APPROVED PAINTED WALL SIGN MASTER PLANS

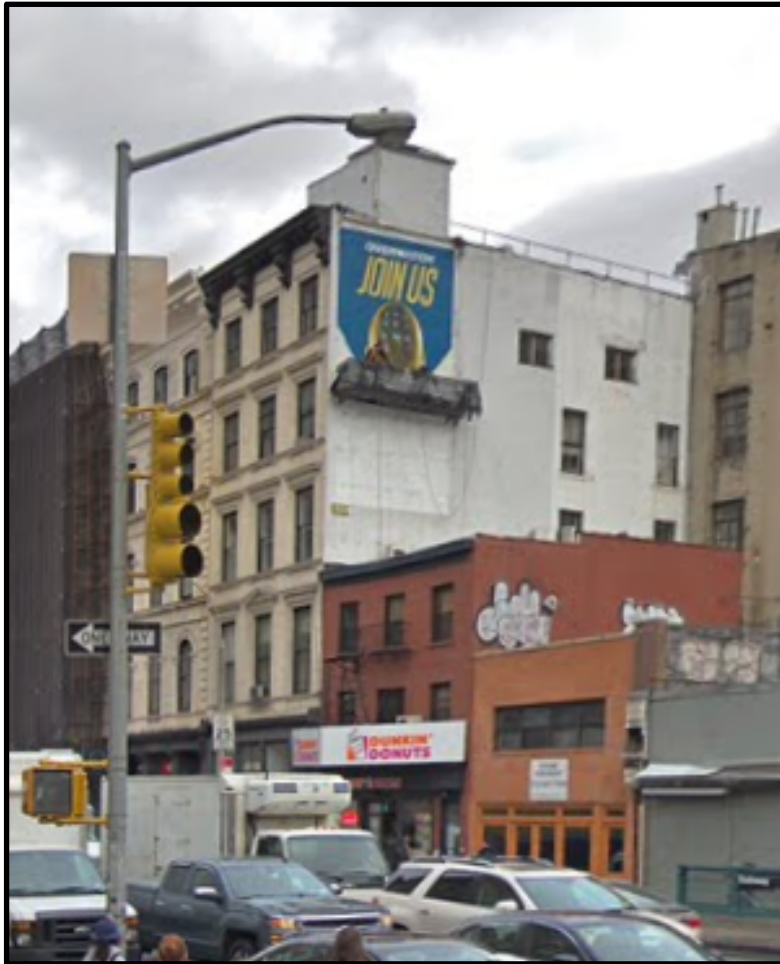


60 Grand Street, approved by LPC in 2012.



155 Wooster Street, approved by LPC in 20??.

# 838 GREENWICH STREET: LPC - APPROVED PAINTED WALL SIGN MASTER PLAN LOCATIONS



305 Canal Street, approved by LPC in 2015.



475 West Broadway, approved by LPC in 20\_\_?



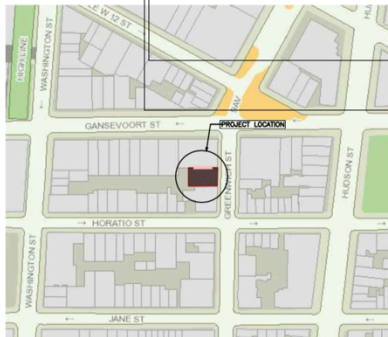
# 838 GREENWICH STREET: LPC - APPROVED PAINTED WALL SIGNS IN A NEAR-BY DISTRICT



# PAINTED SIGNAGE INSTALLATION

## 838 GREENWICH STREET, NEW YORK, NY 10014

OWNER'S REVIEW  
04/30/2018



CONSTRUCTION CLASSIFICATION: T-A  
 BUILDING INFORMATION:  
 ADDRESS: 838 GREENWICH STREET  
 NEW YORK, NY 10014  
 BLOCK NO: 643  
 LOT NO: 57  
 LOT FRONTAGE: 44'  
 OWNER: 838 GREENWICH STREET CORP.  
 ZONING INFORMATION:  
 ZONING MAP: R 6  
 ZONING: R6 M1-5  
 COMMUNITY BOARD: 102  
 USE AND OCCUPANCY:  
 NO CHANGE OF EGRESS.  
 NO CHANGE OF USE. NO CHANGE OF OCCUPANCY.  
 NO PROPOSED CHANGES IN ZONING FLOOR AREA.  
 NO PROPOSED CHANGES TO THE BUILDING HEIGHT.  
 NO PROPOSED CHANGES TO THE BUILDING BULK.  
 THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD ZONE.

INDEX OF DRAWINGS (DRAWING LIST)  
 GENERAL  
 1. T-000 TITLE SHEET, LOCATION, SITE PLANS,  
 BUILDING DATA AND DRAWING LIST  
 ARCHITECTURAL  
 2. A-100 ROOF PLAN  
 3. A-200 EXISTING (NORTH) ELEVATION



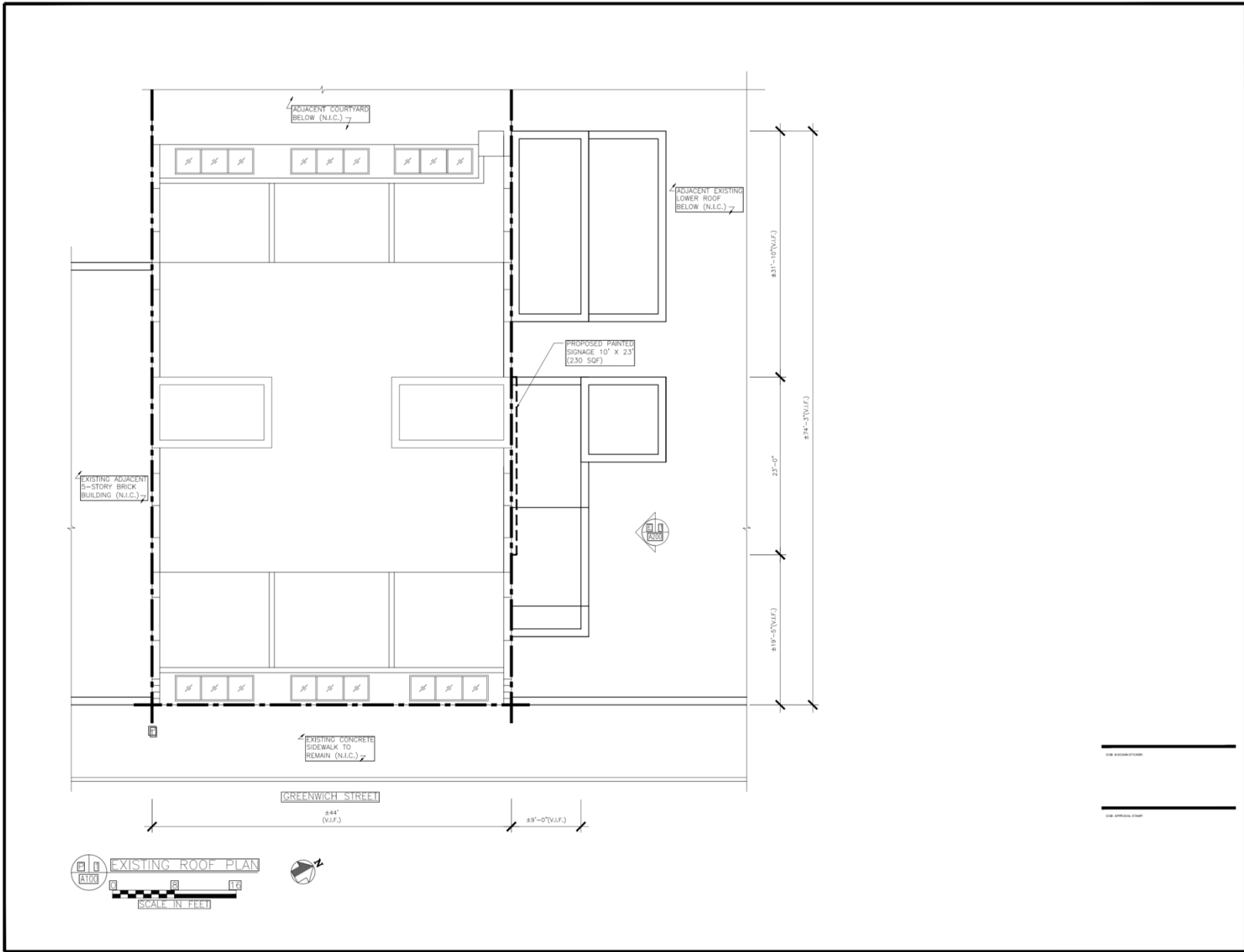
### SIGN COMPLIANCE REQUIREMENTS

BASIC SIGN REGULATIONS  
 FOR COMMERCIAL AND  
 MANUFACTURING DISTRICTS



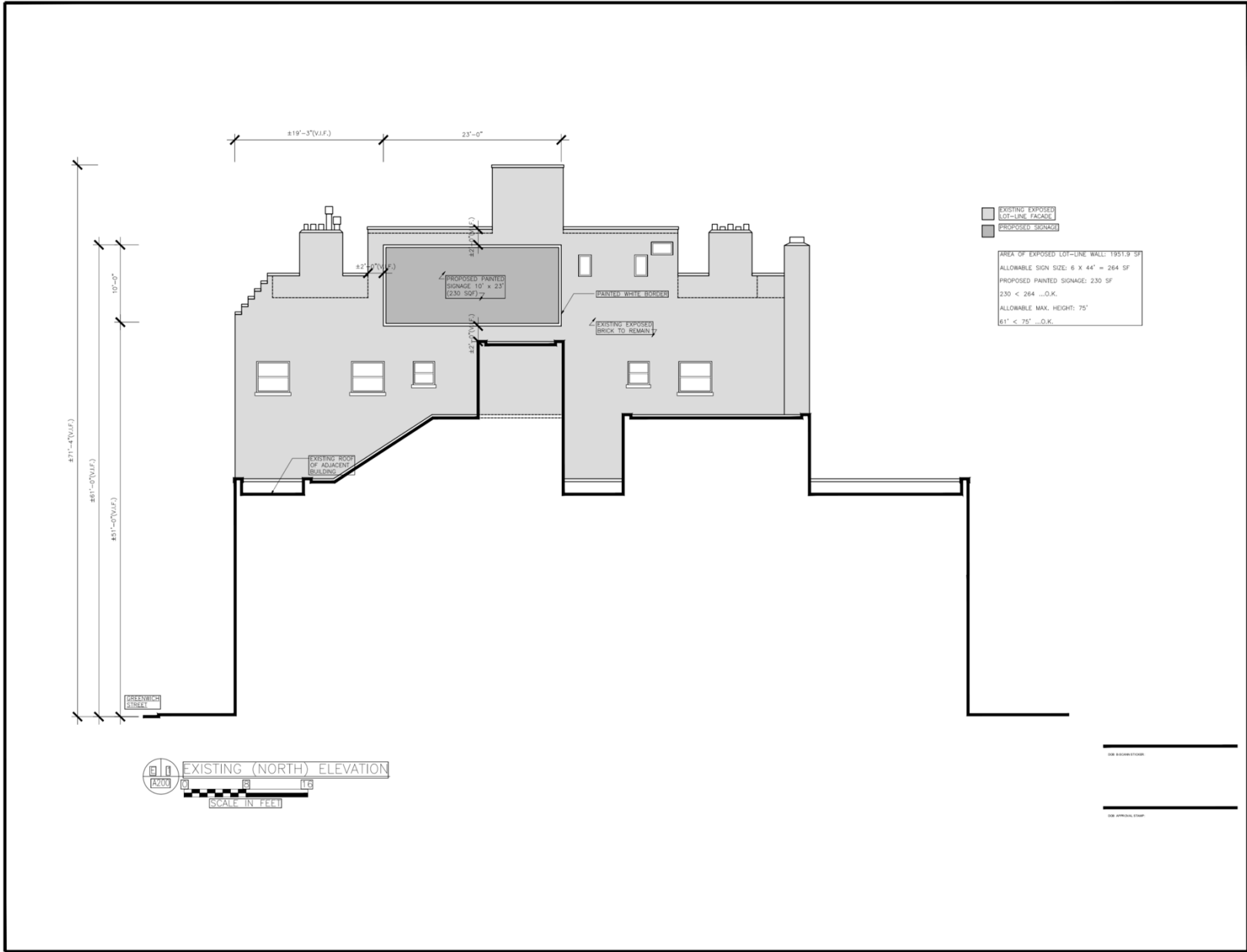
- PERMITTED TYPES: ADVERTISING AND ACCESSORY
- PERMITTED SIZE: (6) TIMES FRONTAGE (44')
- 6 X 44' = 264 TOTAL SF
- PERMITTED MAX. HEIGHT: 75 FEET NON-ILLUMINATED
- THE SIGN DOES NOT ENCOMPASS ANY WINDOWS
- THE SIGN DOES NOT EXTEND TO THE TOP OF THE WALL
- THE SIGN IS NOT A PHOTO-REALISTIC IMAGE
- THE SIGN HAS A BORDER AROUND THE PERIMETER

AREA OF EXPOSED LOT-LINE WALL: 1952 SF  
 ALLOWABLE SIGN SIZE: 6 X 44' = 264 SF  
 PROPOSED PAINTED SIGNAGE: 230 SF  
 230 < 264 ...O.K.  
 ALLOWABLE MAX. HEIGHT: 75'  
 81' < 75' ...O.K.



1	OWNER'S REVIEW	04.30.2018
2	SUBMISSIONS/ REVISIONS	04.27

DATE	04.23.2018
PROJECT NO.	1803G
SCALE	AS NOTED
DESIGNED BY	EA
ENGINEERED BY	AA
PROJECT NO.	A-100.00
SHEET COUNT	2 OF 3



ARCHITECT  
**AYONSTUDIO**  
 ARCHITECTURE AND PRESERVATION  
 41 UNION SQ. WEST, SUITE 216, NEW YORK, NY 10003  
 TEL: 212-268-0074 WWW.AYONSTUDIO.COM

OWNER  
**839 GREENWICH STREET CORP.**  
 839 GREENWICH STREET  
 NEW YORK, NY 10014

CLIENT  
**OVERALL MURALS**  
 84 KENT AVENUE  
 BROOKLYN, NY 11228

CONSULTANTS

KEY PLAN

1	OWNER'S REVIEW	04.30.2018
10	SUBMISSIONS/ REVISIONS	(DATE)

PROJECT TITLE  
**PAINTED SIGNAGE INSTALLATION**

EXISTING (NORTH) ELEVATION

DATE:	04.23.2018
PROJECT NO.:	18050
SCALE:	AS NOTED
DESIGNED BY:	EA
CHECKED BY:	AA
<b>A-200.00</b>	
3 OF 3	

# 838 GREENWICH STREET: PROPOSED MASTER PLAN CRITERIA

## Criteria:

- Background of sign shall be limited to a single color
- Sign space shall be distinguished from surrounding façade by either a black or white colored border, or a background color different from the surrounding area.
- Square feet of total wall: 7,878.3
- Square feet of proposed sign: 216
- Distance from Front Façade: 3'

**Distinction will be made between Photorealistic and Graphic/Illustrative signs, which separate criteria for each type:**

**Photorealism:** Reproduction of an image utilizing shading to achieve a photographic quality painting.

- Black and white photorealistic images are permitted one accent color (with various shades of color allowed) and are not to exceed 60% of the sign space (including text).
- Color photorealistic images are not to exceed 40% of the sign space (including text).

**Graphic:** Any number of painted colors that are closely separated with no lending or shading between them.

- Graphic images with fewer than 5 colors (with various shades per color allowed) are not to exceed 60% of sign space (including text).
- Graphic images with 5 or more colors (with various shades per color allowed) are not to exceed 40% of sign space (including text).



**Proposed Sample Painting**

# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE





# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



SAINT LAURENT  
PARIS



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



**SAINT LAURENT**  
PARIS



# 838 GREENWICH STREET: PROPOSED PAINTED WALL SIGN SAMPLE



SAINT LAURENT  
PARIS



# 838 GREENWICH STREET: PROPOSED PAINTING SAMPLES

