

# 838 GREENWICH STREET, MANHATTAN

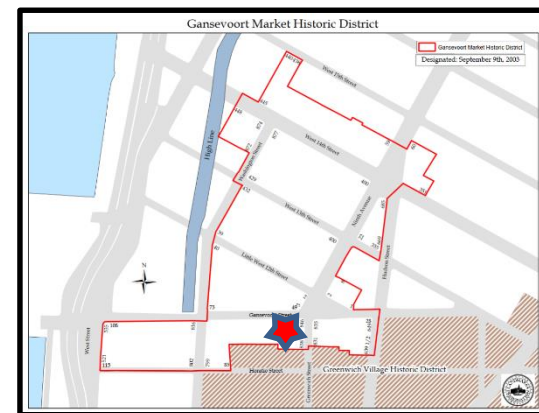
## PROPOSED AMENDED CRITERIA FOR PAINTED WALL SIGN MASTERPLAN



Approved Painted Wall Sign Sample.




Proposed Painted Wall Sign Sample.




# 838 GREENWICH STREET, MANHATTAN

## PROPOSED AMENDED CRITERIA FOR PAINTED WALL SIGN MASTERPLAN



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION  
1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007  
TEL: 212 669-7700 FAX: 212 669-7780



### PERMIT CERTIFICATE OF APPROPRIATENESS

ISSUE DATE: 11/08/18	EXPIRATION DATE: 9/25/2024	DOCKET #: LPC-19-31528	COFA COFA-19-31528
ADDRESS: 838 GREENWICH STREET		BOROUGH: MANHATTAN	BLOCK/LOT: 643 / 57
Gansevoort Market Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

**Ziua Bergman**  
838 Greenwich Street  
New York, NY 10014

**NOT ORIGINAL  
COMPUTER-GENERATED COPY**

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of September 25, 2018, following the Public Hearing of the same date, voted to grant a Certificate of Appropriateness for the approved work at the subject premises, as put forward in your application completed on August 30, 2018, as you were notified in Status Update Letter 19-28998 issued on September 26, 2018. The approval will expire on September 25, 2028.

The proposal, as approved, consists of establishing a 10 year Master Plan governing the future installation of painted wall signs located at the north facade, measuring 10' tall x 23' wide, set back 2' from the stepped, set back parapet, and featuring a single color background; a solid black or white painted border with a color different from the background color; 60% or less image coverage when image is photorealistic and black and white with one accent color, or graphic with less than five colors; 40% or less image coverage when image is photorealistic and in color, or graphic with five or more colors; with all signs to be painted by hand. The proposal was shown on presentation slides featuring existing conditions and historic photographs, renderings, and existing and proposed drawings labeled 1 through 14, prepared by Jackie Pen Duvalon, and presented at the Public Hearing and Public Meeting.

In reviewing this proposal, the Commission noted that the Gansevoort Market Historic District describes 838 Greenwich Street as an apartment building designed by Seymour Churgin built in 1980-81; and that the



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# 838 GREENWICH STREET: PROPOSED AMENDED CRITERIA FOR PAINTED WALL SIGN MASTERPLAN

## Previously-Approved 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: 5'

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 Amended Criteria:

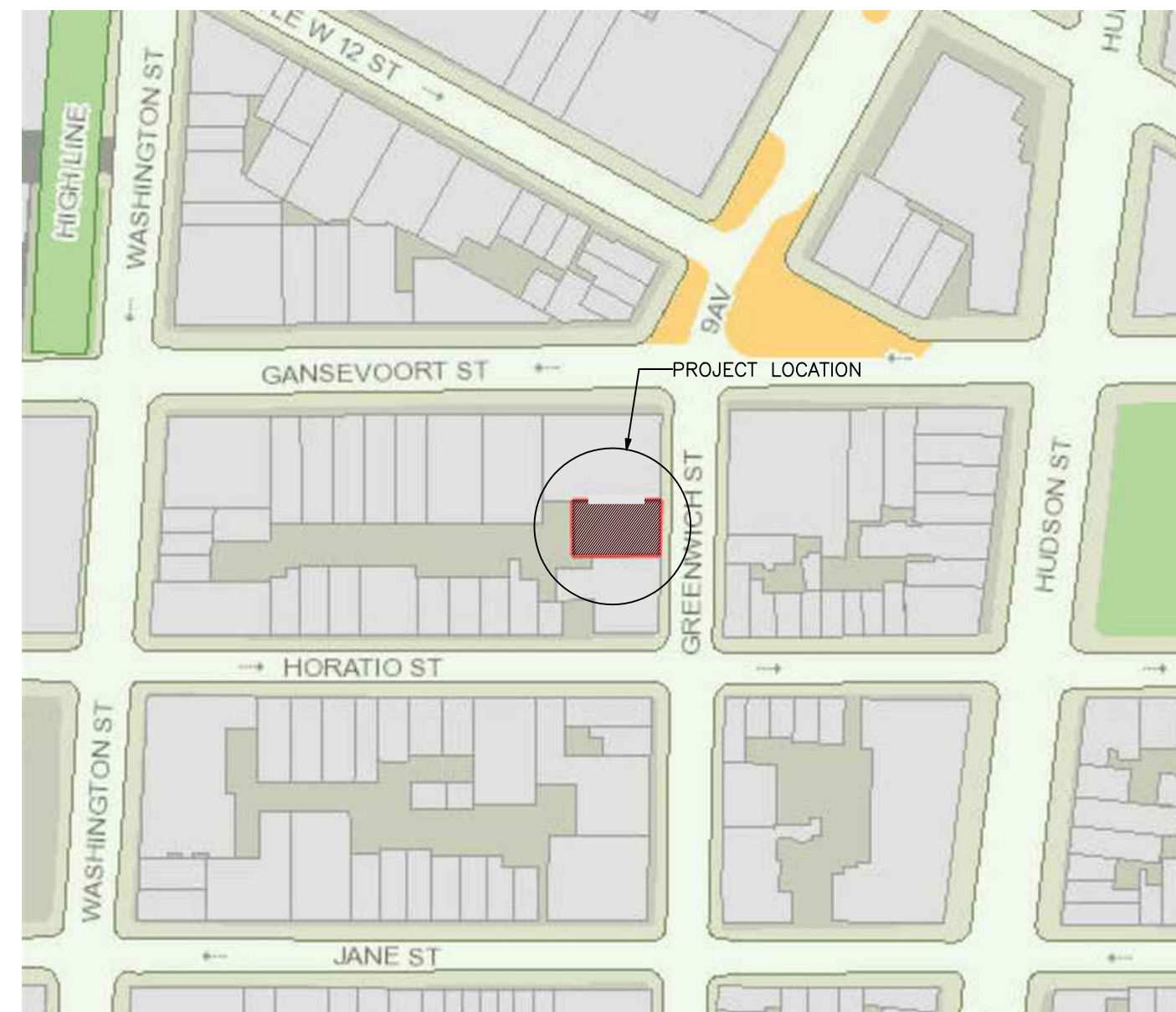
- 2" standard black or white border (contrasting sign content) within approved sign square footage and location on façade;
- No regulation of content within the designated sign space, as recommended by staff at public hearing;
- Term of the master plan permit shall be 10 years;
- Total sign area shall be limited to 2.7% of the visible lot line wall
- Square feet of the exposed lot line wall: 7,878.3
- Square feet of proposed sign: 216
- Distance from front façade: 5'

# PAINTED SIGNAGE INSTALLATION

## 838 GREENWICH STREET, NEW YORK, NY 10014

SUBMISSION:

**OWNER'S REVIEW**  
07/29/2019



P 1 PROJECT LOCATION  
T-000 N.T.S.



P 2 ZONING PLAN  
T-000 N.T.S.

**CONSTRUCTION CLASSIFICATION:** II-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: 8 B  
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 M1	
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: 1951.9 SF  
ALLOWABLE SIGN SIZE: 6 X 44' = 264 SF  
PROPOSED PAINTED SIGNAGE: 230 SF  
PERCENTAGE OF WALL SPACE COVERED BY SIGN = 11.78%  
230 < 264 ...O.K.  
ALLOWABLE MAX. HEIGHT: 75'  
61' < 75' ...O.K.

DOB B-SCAN STICKER

DOB APPROVAL STAMP

ARCHITECT

**AYONSTUDIO**  
ARCHITECTURE + PRESERVATION, P.C.  
41 UNION SQ. WEST, SUITE 516, NEW YORK, NY 10003  
TEL: 212-256-0074 WWW.AYONSTUDIO.COM

Owner

**NEW BEDFORD MANAGEMENT CORP**  
210 EAST 23RD STREET 5TH FLOOR  
NEW YORK, NY 10010

CLIENT

**OVERALL MURALS**  
874 KENT AVENUE  
BROOKLYN, NY 11205

CONSULTANTS

PRESERVATION CONSULTANT  
**JACQUELINE PEU-DUVALLO**  
HISTORIC PRESERVATION  
CONSULTING, LLC  
40 EAST 88TH STREET, SUITE 50  
NEW YORK, NY 10128

KEY PLAN

NO.	SUBMISSIONS/ REVISIONS	DATE
1	LPC SUBMISSION	7.29.2019

PROJECT:

**PAINTED SIGNAGE INSTALLATION**

DRAWING NAME:

**TITLE SHEET**

SEAL & SIGNATURE:

DATE: 04.30.2018  
PROJECT NO: 1803G  
SCALE: AS NOTED  
DRAWING BY: EA/SK  
CHECKED BY: AA  
DWG NO: **T-000.00**  
DWG COUNT: 1 OF 3



NO.	LPC SUBMISSION	DATE
1	LPC SUBMISSION	7.29.2019
	SUBMISSIONS/ REVISIONS	DATE

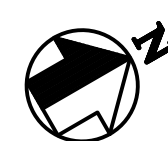
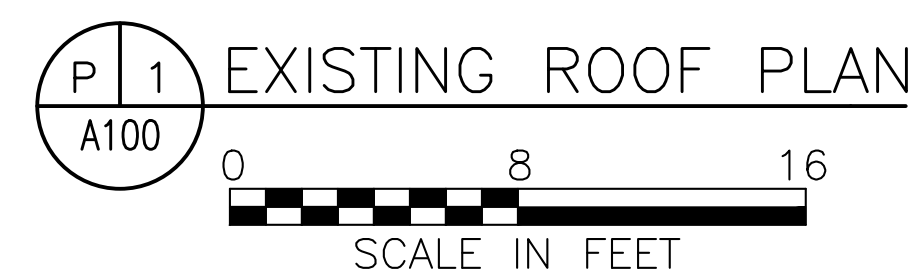
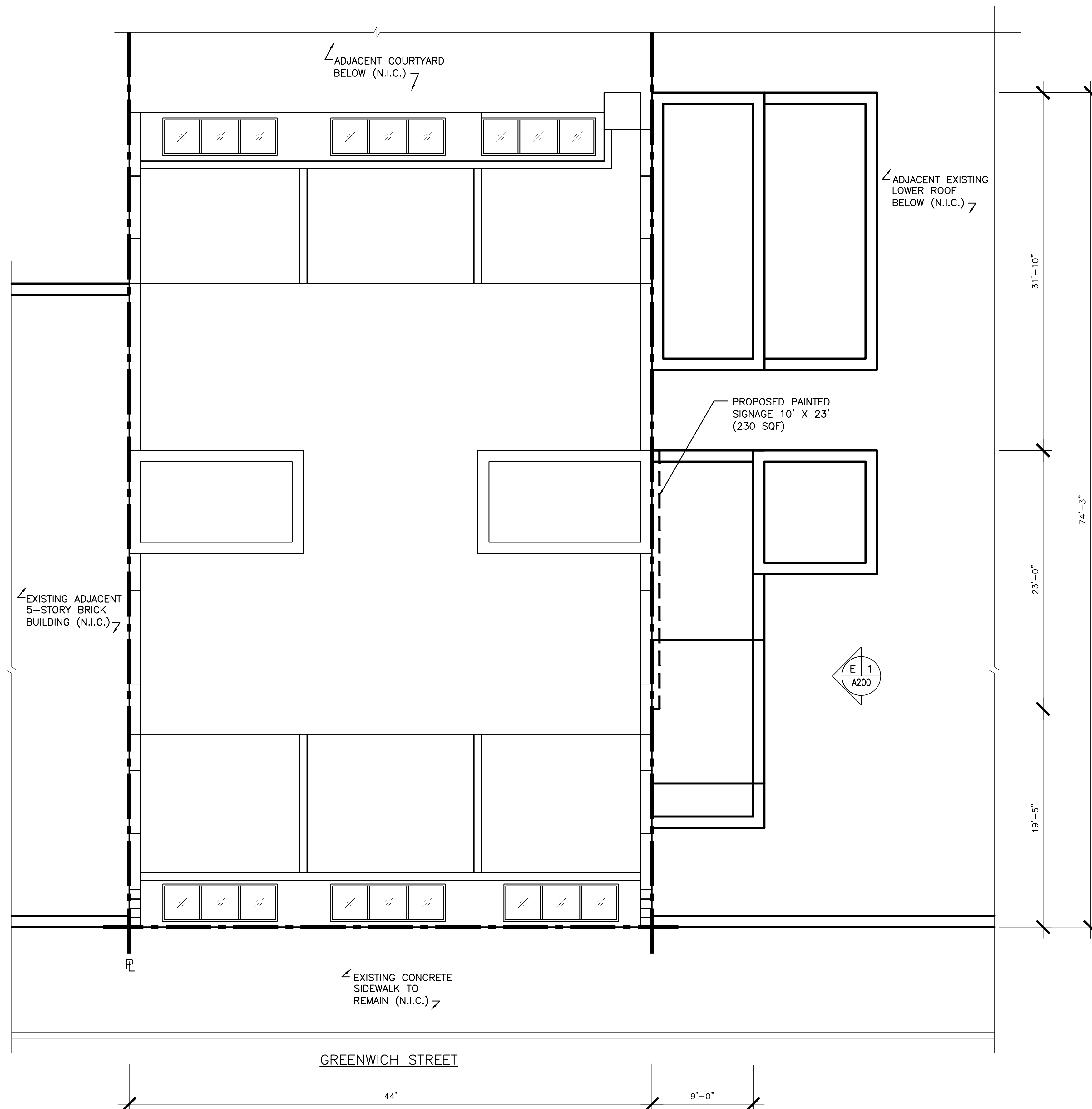
PROJECT:

**PAINTED SIGNAGE INSTALLATION**

DRAWING NAME:

**ROOF PLAN**

DATE:	04.30.2018
PROJECT NO.:	1803G
SCALE:	AS NOTED
DRAWING BY:	EA/SK
CHECKED BY:	AA
DWG NO.:	<b>A-100.00</b>
DWG COUNT:	2 OF 3

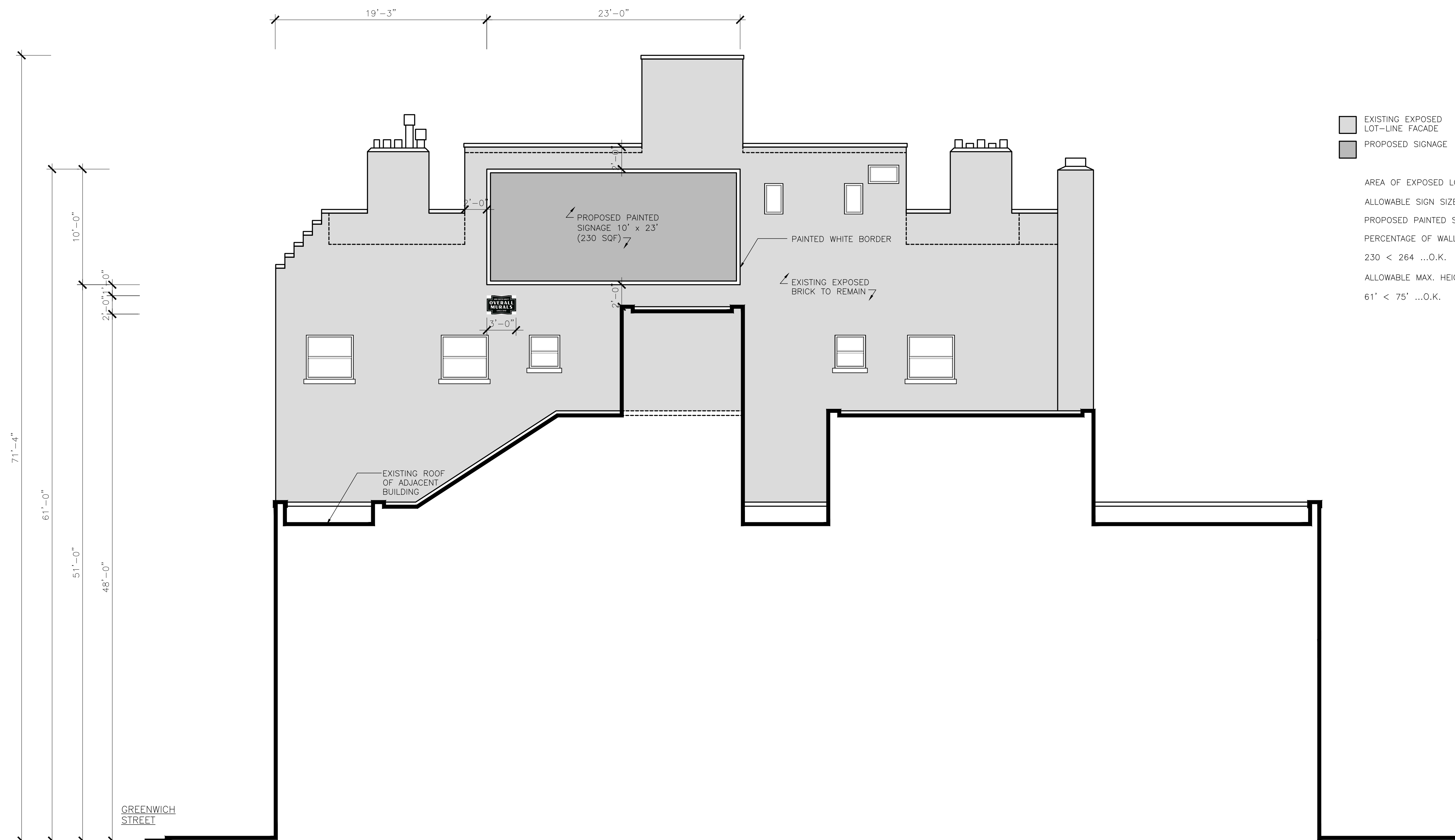


DOB B-SCANN STICKER

DOB APPROVAL STAMP

- EXISTING EXPOSED LOT-LINE FACADE
- PROPOSED SIGNAGE

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**E 1** EXISTING (NORTH) ELEVATION  
 A200  
 0 8 16  
 SCALE IN FEET

DOB B-SIGN STICKER

DOB APPROVAL STAMP

NO.	SUBMISSIONS/ REVISIONS	DATE
1	LPC SUBMISSION	7.29.2019

PROJECT:

**PAINTED SIGNAGE INSTALLATION**

DRAWING NAME:

**EXISTING (NORTH) ELEVATION**

SEAL & SIGNATURE:	DATE:	04.30.2018
	PROJECT No:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA/SK
	CHECKED BY:	AA
	DWG No:	<b>A-200.00</b>
	DWG COUNT:	3 OF 3

# 838 GREENWICH STREET, MANHATTAN ADDITIONAL PAINTED WALL SIGN VIEWS



Approved Painted Wall Sign Sample.



Proposed Painted Wall Sign Sample.

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