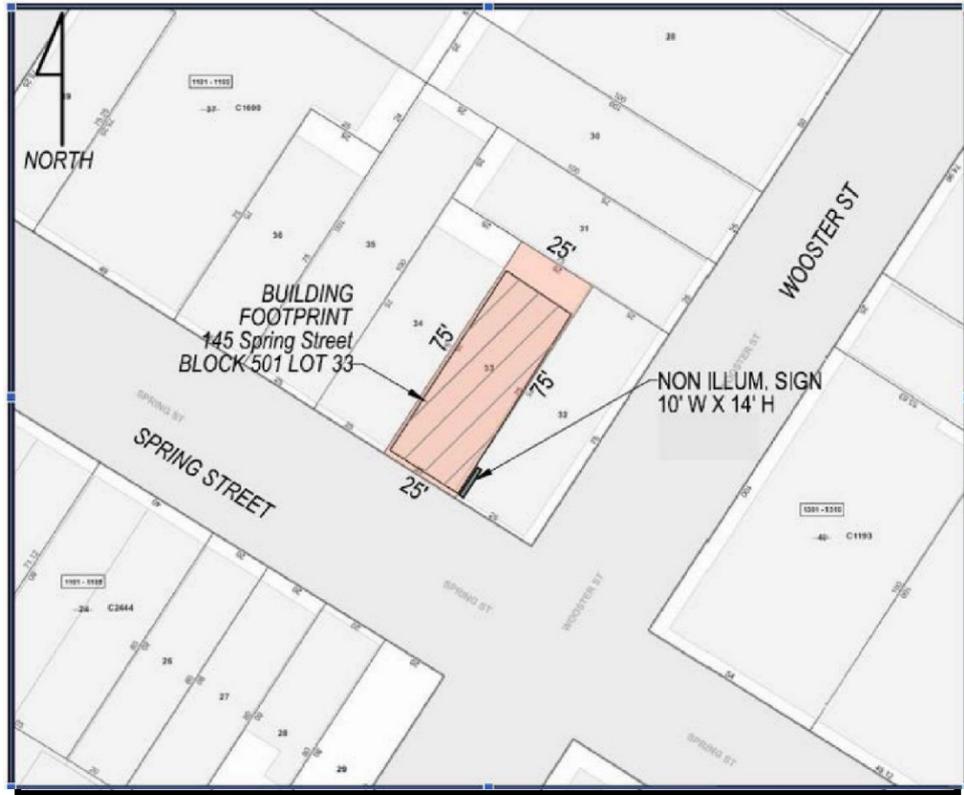


MASTER PLAN

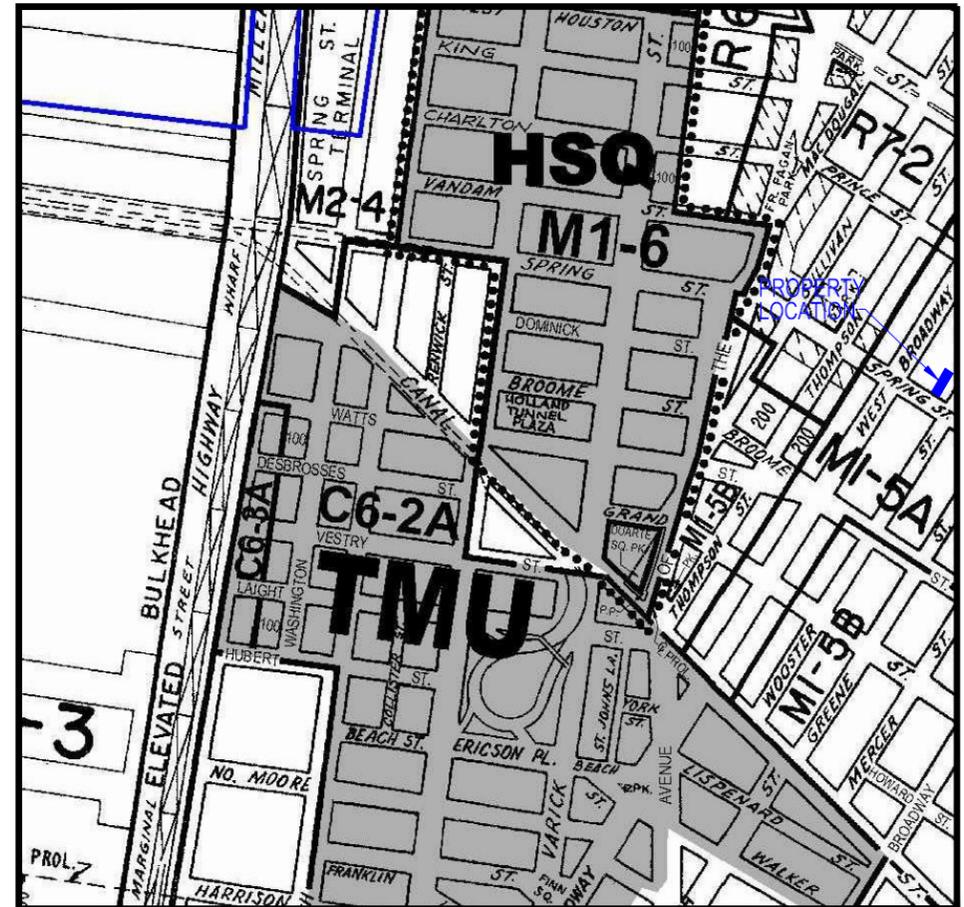
145 SPRING STREET
NEW YORK, NY
BLOCK 501 LOT 33

PROPOSE 14' H x 10' W
140 SQ. FT. PAINTED ADVERTISING SIGN
SIGN TO FACE EAST





SITE PLAN
SCALE: 1" = 60'



ZONING MAP -12A
SCALE: N.T.S.



PHOTOGRAPH-RENDERING
LOOKING NORTHWEST FROM SPRING STREET



SOUTHEAST ELEVATION - LOOKING NORTHWEST
SCALE: 1-1/4" = 12'

ZONING INFORMATION: M1-5A
 MAXIMUM ALLOWABLE SIGN AREA (42-532)
 25' FRONTAGE (SPRING ST.) X 6 = 150 S.F.
 = 150 S.F. MAXIMUM ALLOWABLE SIGN AREA

LESS EXISTING ACCESSORY SIGN AREA = 0 S.F.
 ACTUAL ALLOWABLE SIGN AREA = 150 S.F.

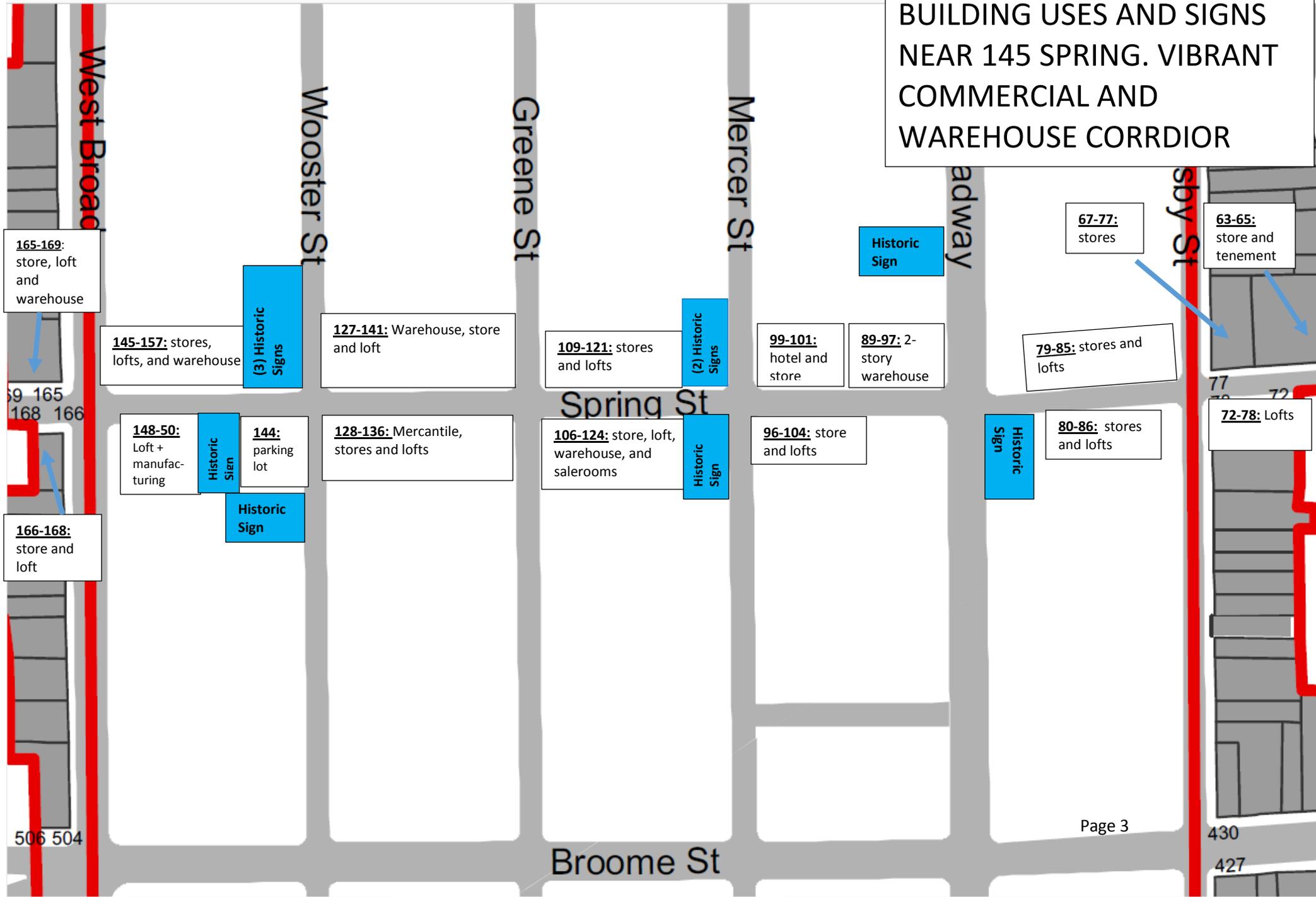
PROPOSED SIGN AREA
 SIGN - NON ILLUMINATED 10' X 14' = 140 S.F. < 150 S.F.; COMPLIES

ALLOWABLE HEIGHT (42-543)
 MAXIMUM ALLOWABLE HEIGHT (NON-ILLUMINATED) = 75 FEET
 PROPOSED HEIGHT = 53' FEET < 75 FEET; COMPLIES

WALL COVERAGE INFORMATION:
 WALL PLANE AREA = 3,512 S.F.
 PROPOSED SIGN AREA = 140 S.F.
 COVERAGE : (140 S.F./3,512 S.F.) x 100 = 3.99%

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SPRING STREET; HISTORIC BUILDING USES AND SIGNS NEAR 145 SPRING. VIBRANT COMMERCIAL AND WAREHOUSE CORRDIOR



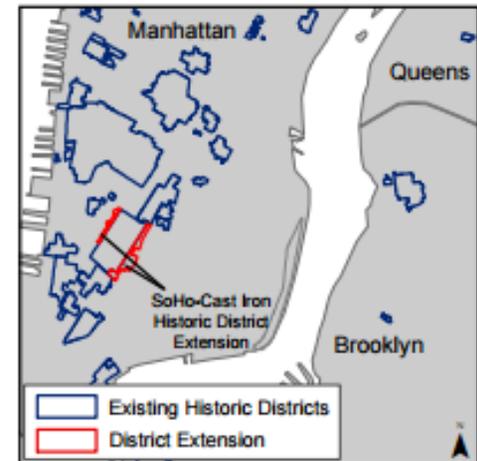
SoHo-Cast Iron Historic District Extension

HISTORICAL SIGNAGE NEAR 145 SPRING STREET

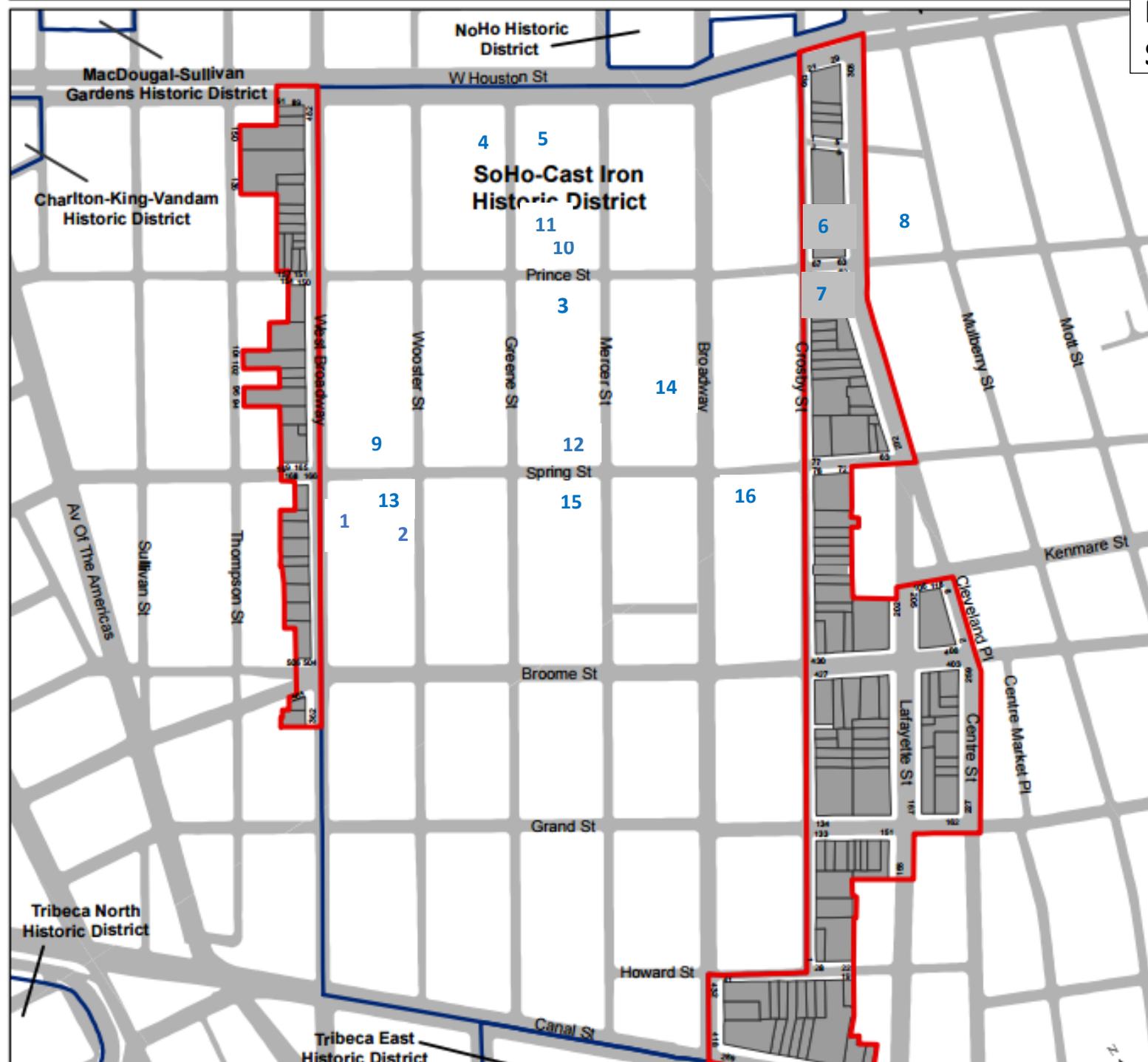
Borough of Manhattan, NY
Landmarks Preservation Commission

Calendared: June 23, 2009
Public Hearing: October 27, 2009
Designated: May 11, 2010

-  Boundary of Existing Districts
-  Boundary of District Extension
-  Tax Map Lots, District Extension



NYCTM
Landmarks Preservation
Commission





109 and 107 Spring Street; 1932



1940 TAX PHOTO OF SUBJECT PROPERTY

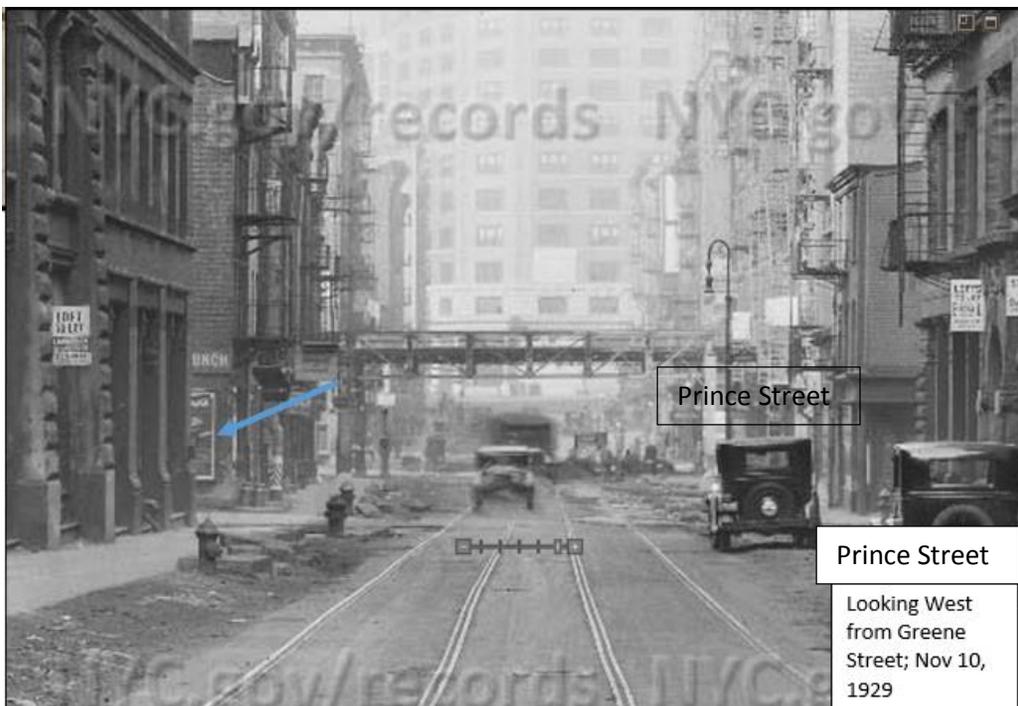
143,145, and 149 Spring Street



40-42 Spring Street; 1922



83-85 Wooster Street facing Spring Street; 1980



Prince Street

Prince Street

Looking West from Greene Street; Nov 10, 1929



Prince Street

Looking East from Sullivan Street; November 10, 1929



Prince Street

Looking West from Wooster Street; Nov. 10, 1929



Prince Street
 Looking East from
 Mercer to Broadway;
 Nov 10, 1929



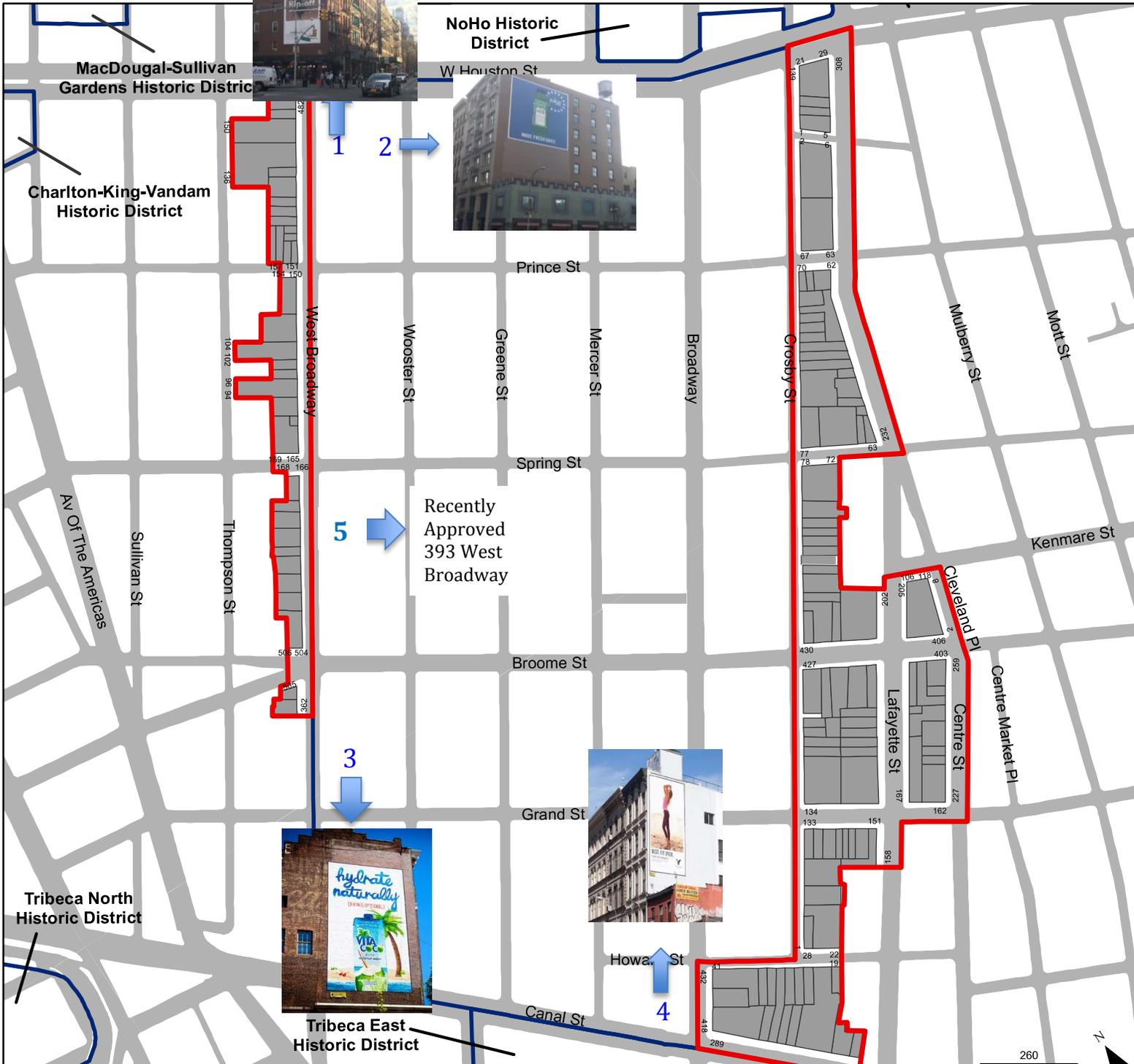
Prince
 Street
 Looking West
 from Broadway;
 Nov. 10, 1929



537-543
 Broadway
 facing Spring
 Street

CURRENTLY APPROVED SIGNS

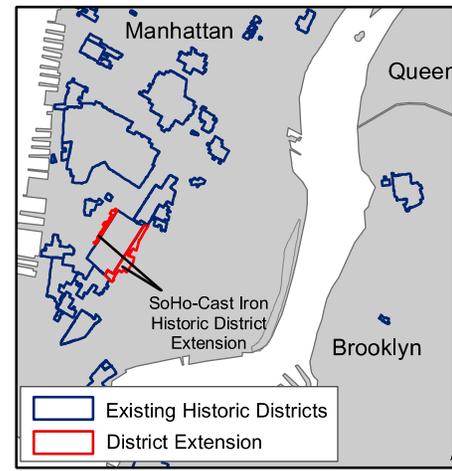
SoHo-Cast Iron Historic District Extension



SoHo-Cast Iron Historic District Extension
 Borough of Manhattan, NY
 Landmarks Preservation Commission

Calendared: June 23, 2009
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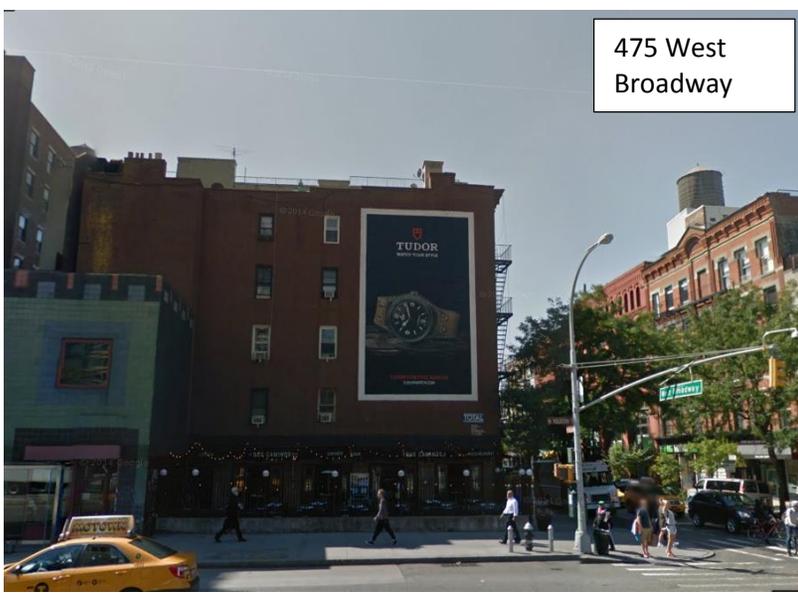
- Boundary of Existing Districts
- Boundary of District Extension
- Tax Map Lots, District Extension



NYCTM
Landmarks Preservation Commission



155 Wooster Street



475 West Broadway



305 Canal Street



60 Grand Street

CURRENTLY APPROVED SIGNS



VIEW LOOKING SOUTHWEST FROM WOOSTER STREET; SIGN WOULD BE SUBSTANTIALLY BLOCKED BY VEGETATION



VIEW LOOKING NORTH FROM WOOSTER STREET



VIEW FROM CORNER OF SPRING AND WOOSTER

VIEW OF SUBJECT WALL; 145 SPRING STREET

Proposed Master Plan to Allow Changes to Content of Painted Advertising Sign

Secondary Facade of 145 Spring Street [facing East]

Background of sign shall be limited to a single color

In all cases, each painted wall sign be required to have a painted border with a color different from the background color, that will delineate the sign and distinguish it from the surrounding façade, with no option for a borderless sign

Distinction of definitions between Photorealistic and Graphic/Illustrative signs with criteria for both

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

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

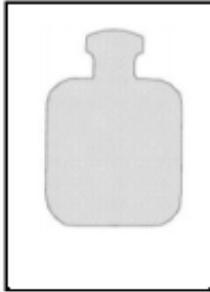
Graphic: Any number of painted colors that are clearly separated with no blending or shading between them

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

Example Sign Matching the Proposed Criteria- Photorealistic, Black and White

SIGN TYPE: PHOTOREALISTIC, BLACK AND WHITE

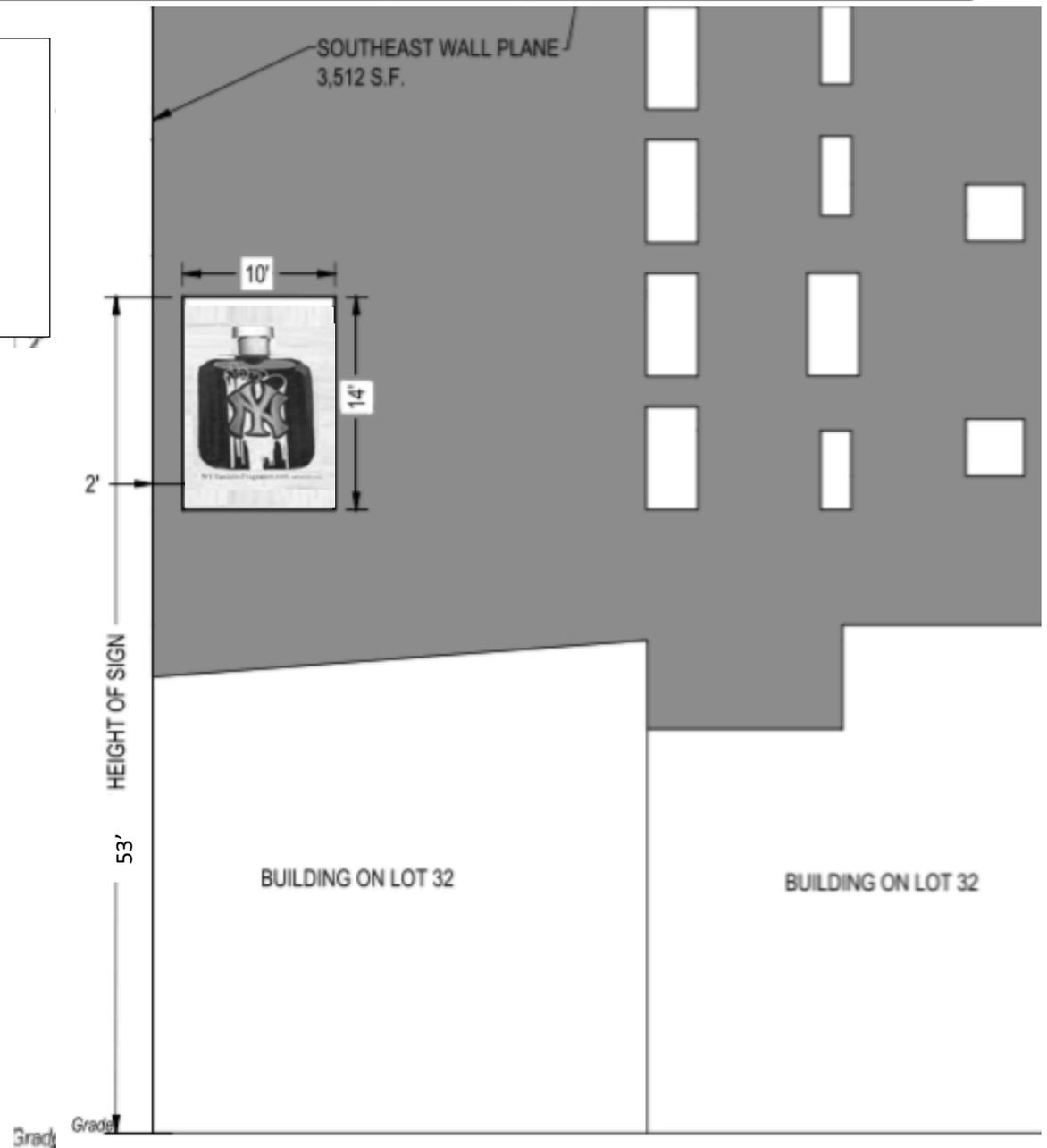
1. OVERALL COVERAGE DOES NOT EXCEED 60%.
ACTUAL= 48%
2. IMAGE COVERAGE IS 46%
3. TEXT COVERAGE IS 2%
4. ONE SOLID BACKGROUND COLOR
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA



OVERALL COVERAGE: 48%

IMAGE COVERAGE: 46%

TEXT COVERAGE: 2%



SOUTHEAST ELEVATION - LOOKING NORTHWEST

SCALE = 1/4" = 1'

Example Sign Matching the Proposed Criteria- Photorealistic, Color

SIGN TYPE: PHOTOREALISTIC, COLOR

1. OVERALL COVERAGE DOES NOT EXCEED 40%.
ACTUAL= 32%
2. IMAGE COVERAGE IS 25%
3. TEXT COVERAGE IS 7%
4. ONE SOLID BACKGROUND COLOR
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA



OVERALL COVERAGE: 32%

IMAGE COVERAGE: 25%

TEXT COVERAGE: 7%

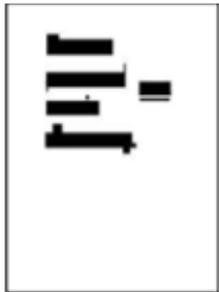


SOUTHEAST ELEVATION - LOOKING NORTHWEST
SCALE : 1-1/4" = 12'

Example Sign Matching the Proposed Criteria- Graphic Sign, less than 5 Colors

SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, LESS THAN 5 COLORS

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 45%
2. IMAGE COVERAGE IS 29%
3. TEXT COVERAGE IS 16%
4. ONE SOLID BACKGROUND COLOR
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA



OVERALL COVERAGE: 45%

IMAGE COVERAGE: 29%

TEXT COVERAGE: 16%

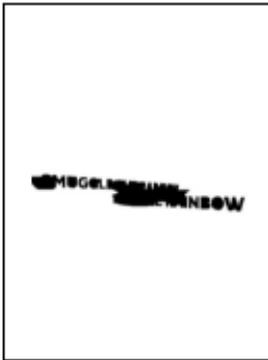


SOUTHEAST ELEVATION - LOOKING NORTHWEST

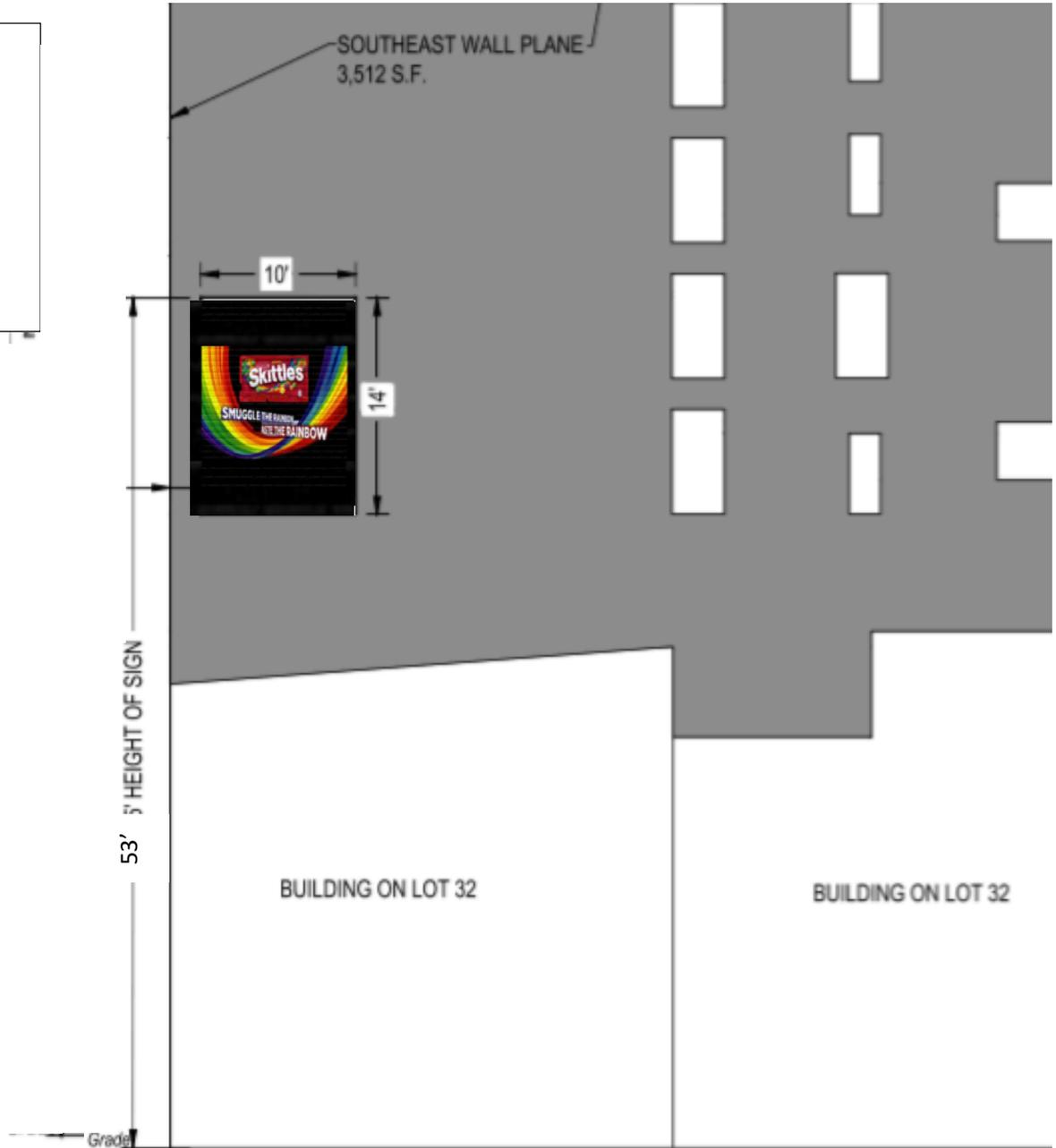
SCALE : 1-1/4" = 12'

Example Sign Matching the Proposed Criteria: Graphic Sign, More than 5 Colors

- GN TYPE; GRAPHIC/ILLUSTRATIVE SIGN, MORE THAN 5 COLORS
- OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL= 29%
- IMAGE COVERAGE IS 26%
- TEXT COVERAGE IS 3%
- ONE SOLID BACKGROUND COLOR; YES
- BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA; YES



- OVERALL COVERAGE; 29%
- IMAGE COVERAGE: 26%
- TEXT COVERAGE; 3%



SOUTHEAST ELEVATION - LOOKING NORTHWEST

SCALE = 1/4" = 1'