

# 140 GRAND STREET

## PAINTED SIGN MASTER PLAN APPLICATION

**COLOSSAL**<sup>®</sup>  
ALWAYS HANDPRINT

# 140 GRAND STREET - CURRENT CONDITION



# HISTORIC HANDPAINTED SIGNS, SOHO CAST-IRON DISTRICT



Canal St and Greene St 1928



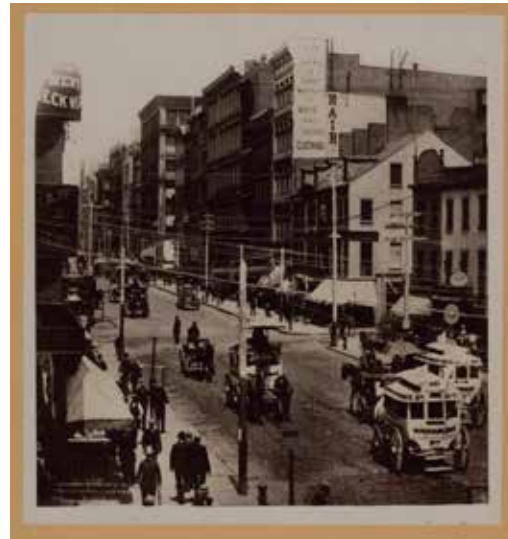
Grand St and Centre St 1923



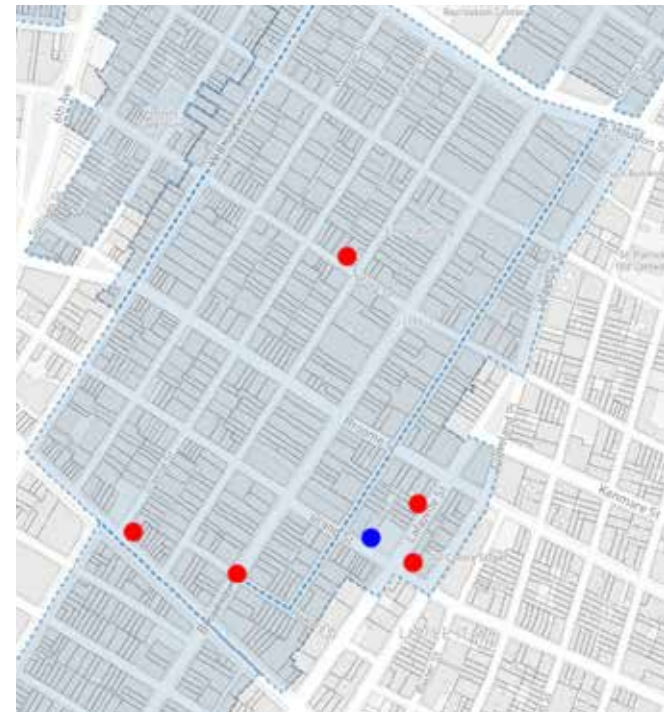
Broome St and Lafayette 1939



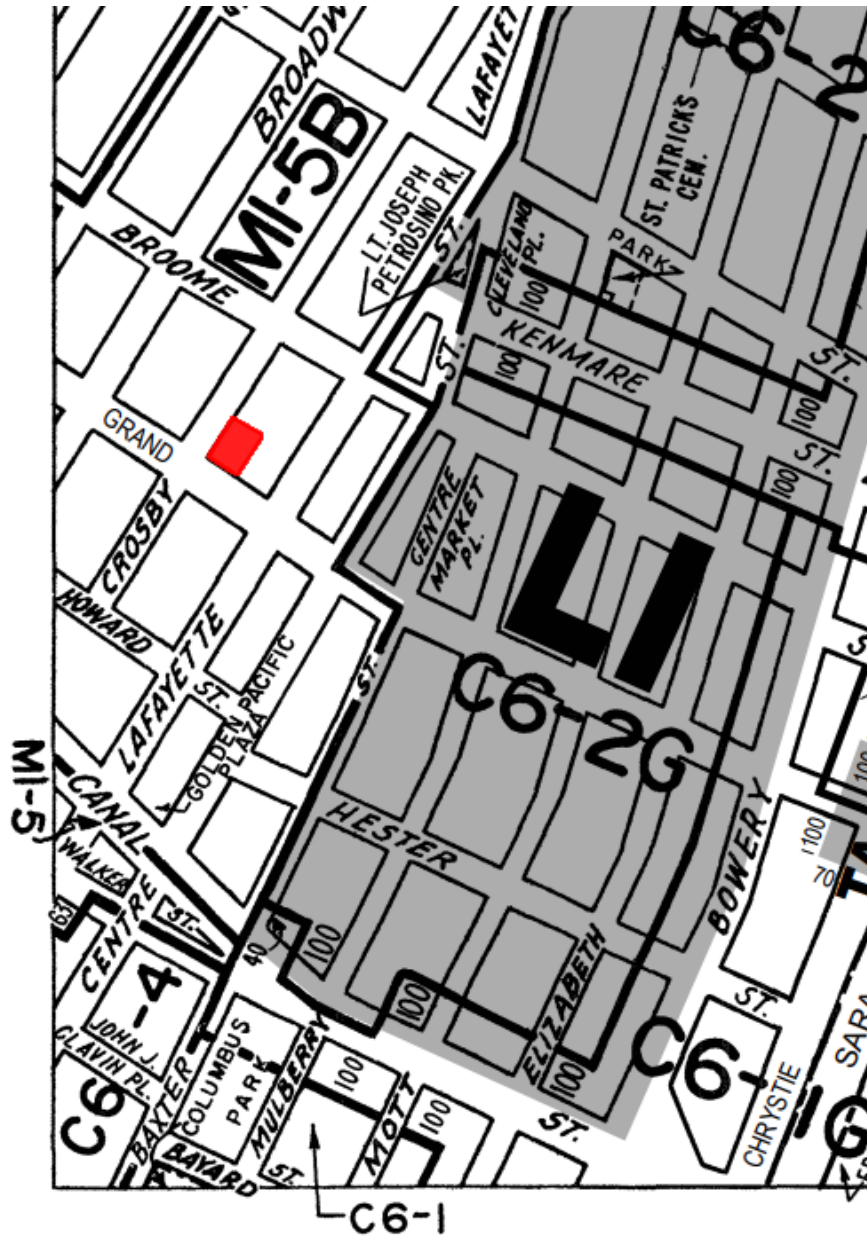
Spring St and Mercer St 1934



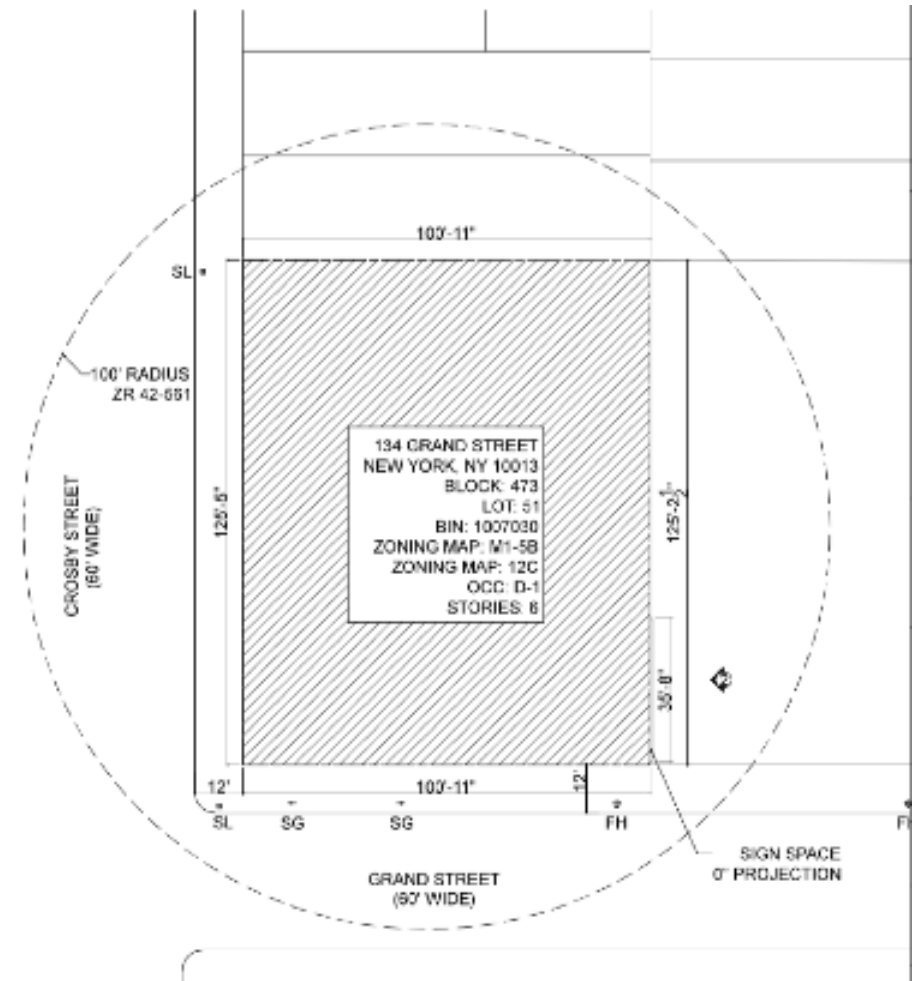
Broadway and Howard 1867



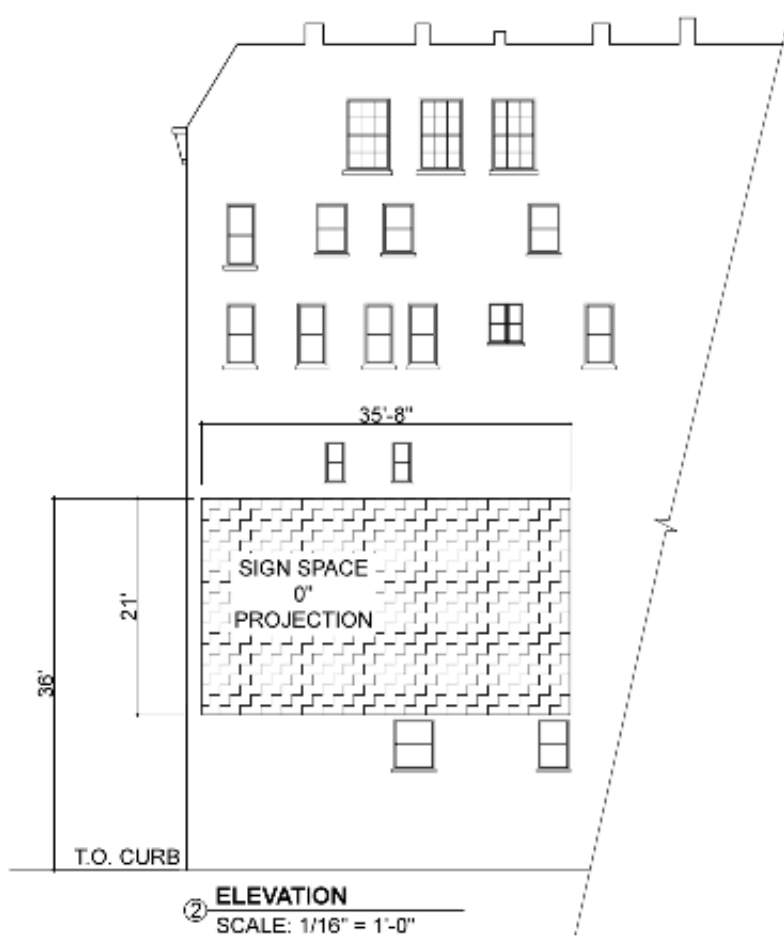
● Historic Photos ● 140 Grand St



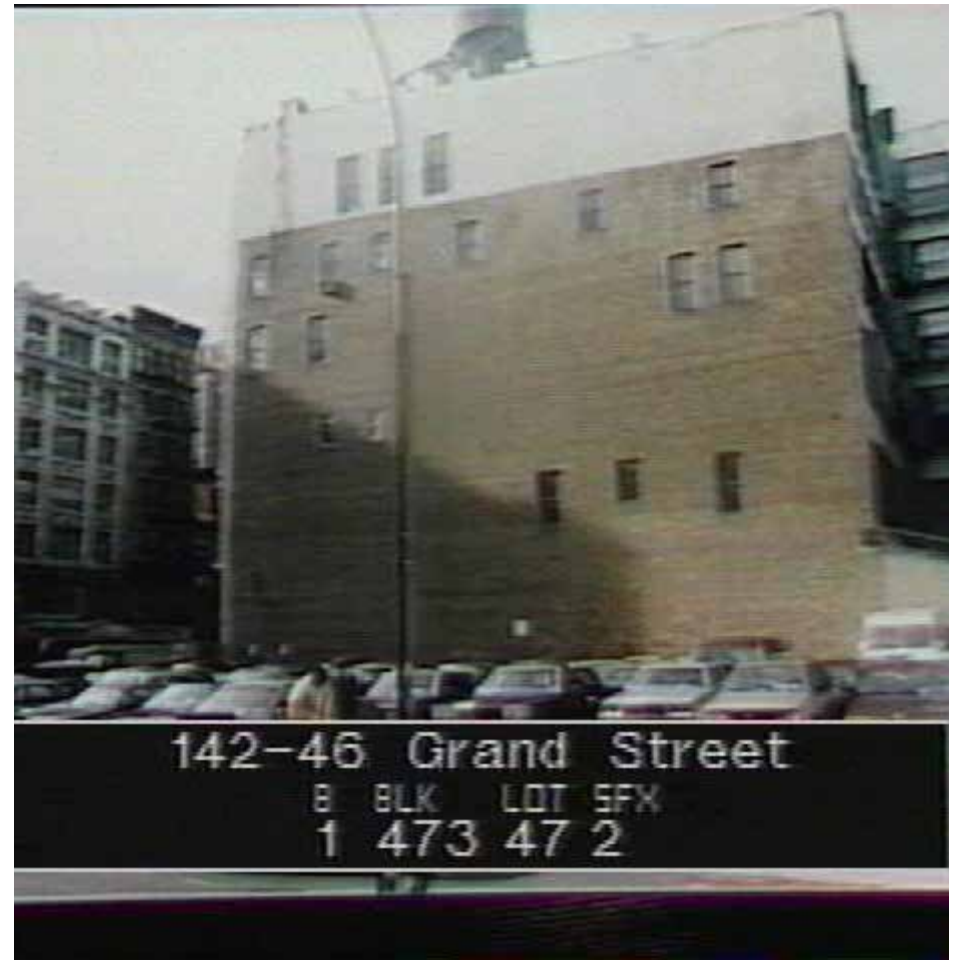
Zoning Map



Lot Diagram



Elevation



1980's Tax Photo



Proposed Sign Space

- Secondary Facade of 140 Grand Street
- Zoned M1-5B
- 21' high 35' 8" wide
- 750 square feet
- Occupies 8.25% of visible facade (total 9,087 square feet)
- Set back two (2) feet from the primary facade
- Does not obscure architectural features or windows
- Facing East, toward the boundary of the Soho Cast-Iron Historic District Extension
- Comprehensive Master Plan to assist in Staff-Level Copy Change Approvals

Sign Space Components

# **PROPOSED MASTER PLAN TO ALLOW CHANGES TO CONTENT OF A PAINTED ADVERTISING SIGN**

Secondary Facade of 140 Grand St (facing East)

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

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

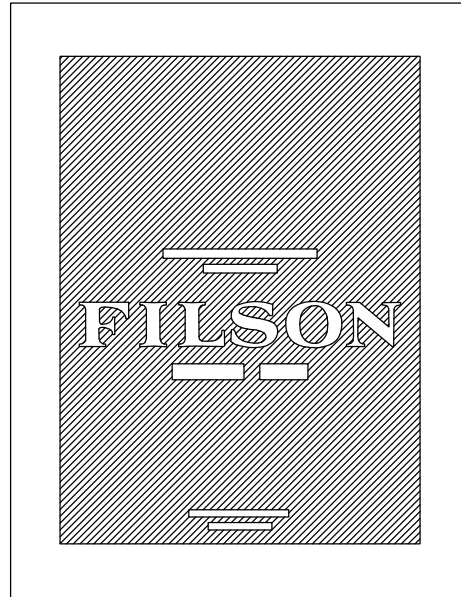
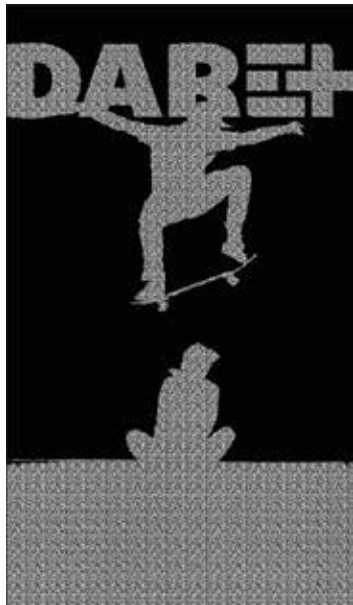
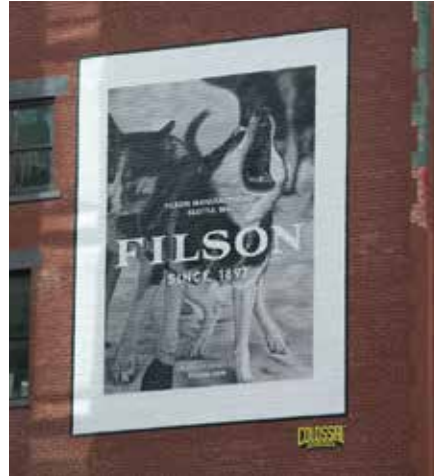
Historic signs were analyzed in Auto-CAD to develop standard percentages of content for a typical period-appropriate sign

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

# PHOTOREALISTIC

- 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)



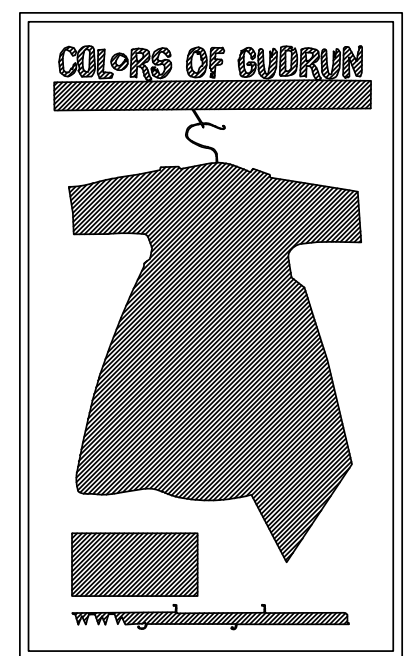
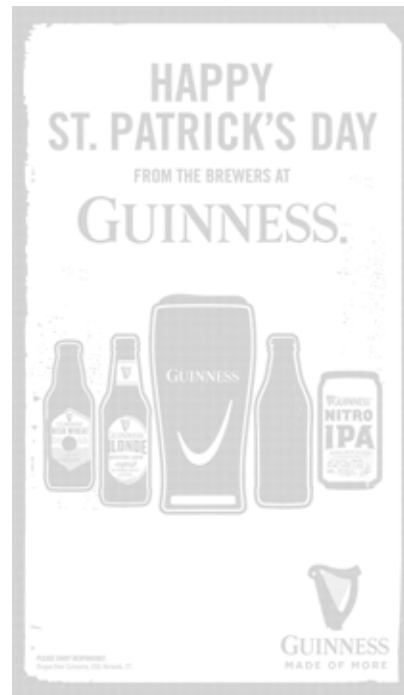


# GRAPHIC

- 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)



CONTENT COVERAGE = 40%



# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

**LOCATION:** 439 Lafayette St

**CLIENT:** Perrier

**LPC ATP:** 15-2756

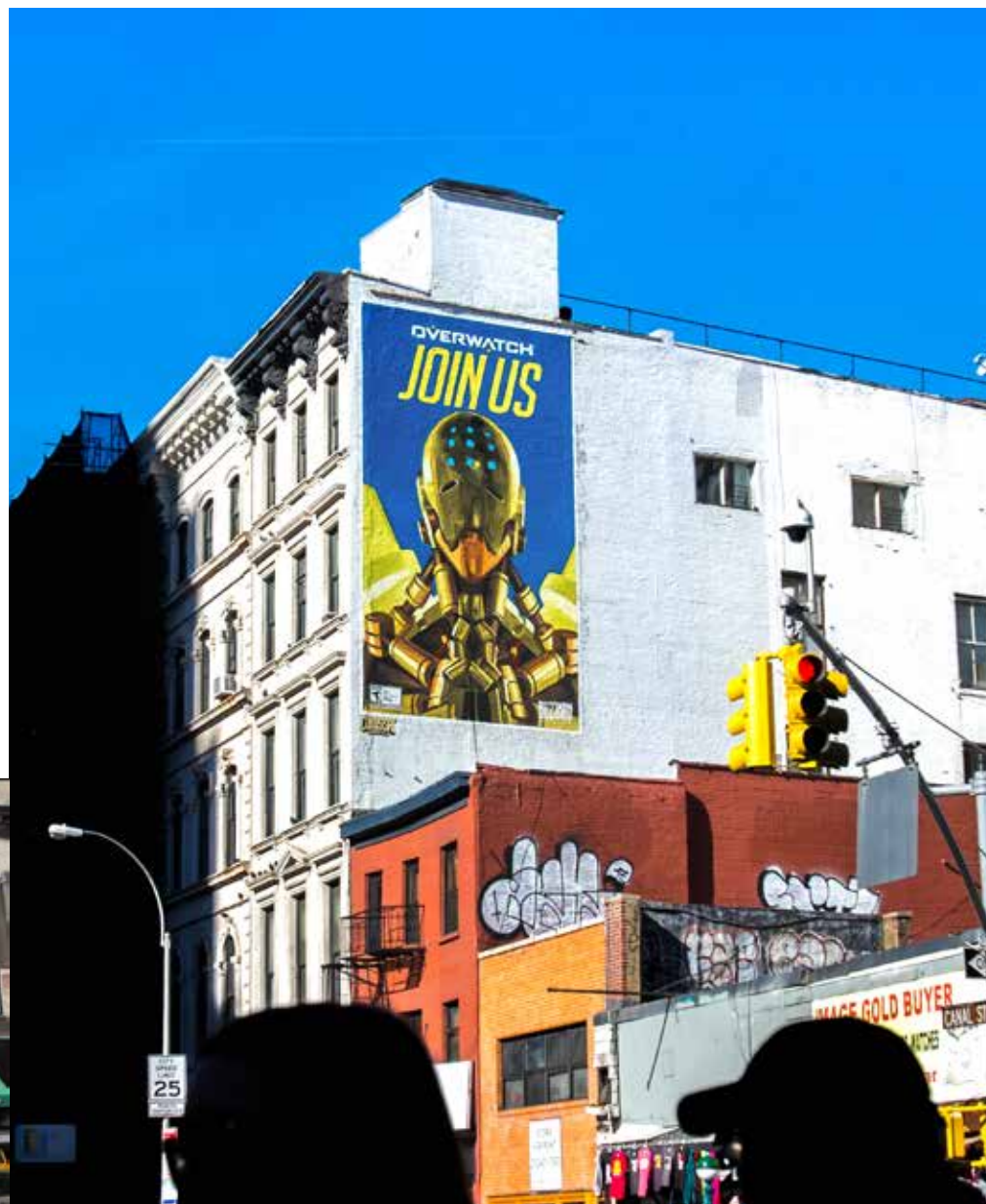
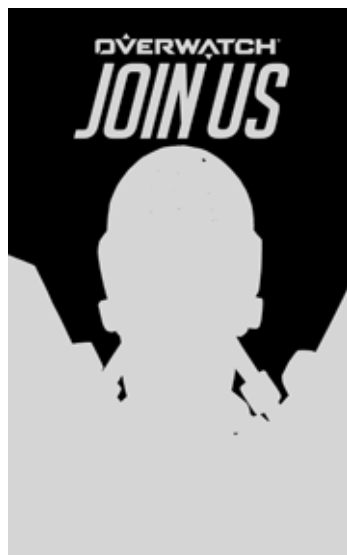


# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

**LOCATION:** 305 Canal St

**CLIENT:** Blizzard

**LPC ATP:** 19-18369



# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

**LOCATION:** 60 Grand St

**CLIENT:** Chanel

**LPC ATP:** 19-11378

