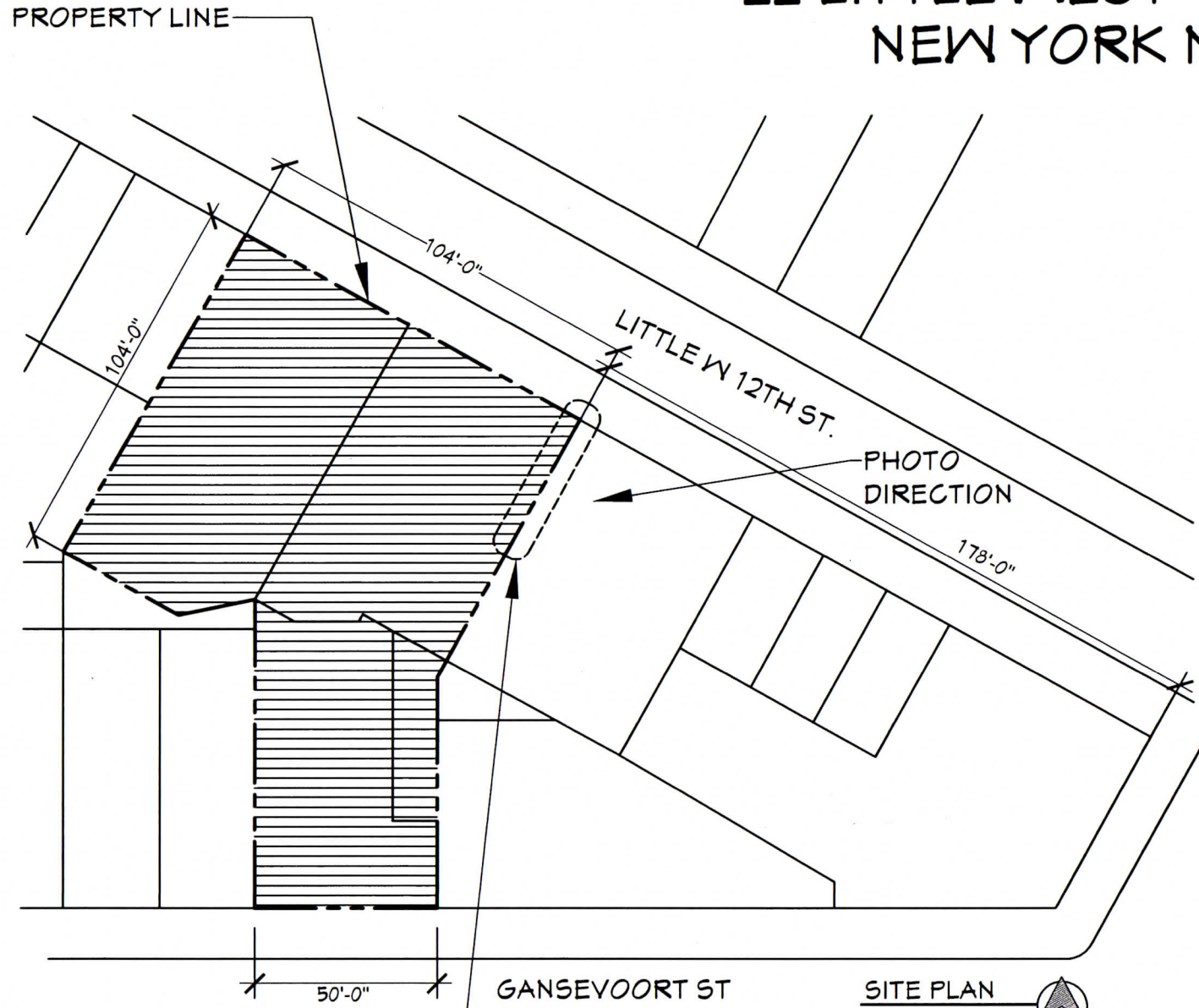


PROPOSED MASTER-PLAN TO PAINT NON-ILLUMINATED ADVERTISING SIGN
 NOT ADJACENT TO ARTERIAL HIGHWAY.
 NO CHANGE IN USE EGRESS AND OCCUPANCY.

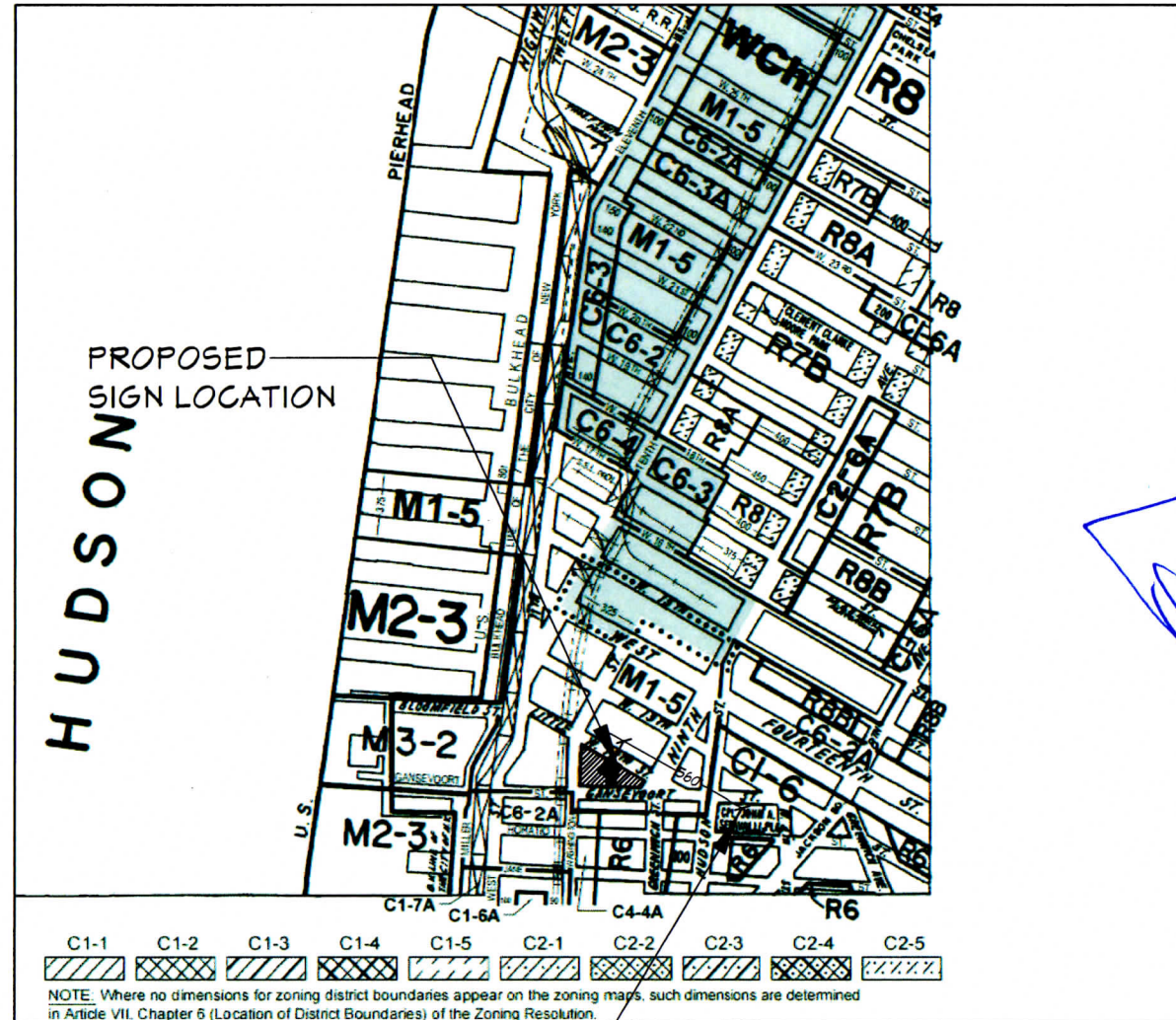
22 LITTLE WEST 12TH STREET
 NEW YORK NY 10014



AREA OF WORK

22 LITTLE WEST 12 STREET
 NEW YORK NY 10014
 BOROUGH: MANHATTAN
 BLOCK: 644
 LOT: 43
 LOT AREA: 13260 SQFT
 YEAR BUILT: 1908
 NUMBER OF FLOORS: 6
 LAND USE: MIXED RESIDENTIAL & COMMERCIAL BUILDINGS
 ZONING: M1-5
 COMMERCIAL OVERLAY:
 ZONING MAP #: 8B
 LANDMARK BUILDING: NO
 HISTORIC DISTRICT: GANSEVOORT MARKET

SITE PLAN
 SCALE: N.T.S.



NYC ZONING MAP: 8B
 SCALE: N.T.S.

PAGE INDEX

- T-001.00 TITLE SHEET
- SG-001.00 SANBORN MAP
- SG-002.00 MASTER PLAN CRITERIA
- SG-003.00 EAST ELEVATION & SIGN COMPLIANCE
- SG-004.00 PHOTO SHEET
- SG-005.00 HISTORICAL SIGN PHOTO SHEET
- SG-006.00 PROPOSED SIGN PHOTO SHEET 1
- SG-007.00 PROPOSED SIGN PHOTO SHEET 2

PAGE INDEX (CONT'D)

- SG-008.00 PROPOSED SIGN PHOTO SHEET 3
- SG-009.00 PROPOSED SIGN PHOTO SHEET 4
- SG-010.00 PROPOSED SIGN PHOTO SHEET 5
- SG-011.00 PROPOSED SIGN PHOTO SHEET 6
- SG-012.00 PROPOSED SIGN PHOTO SHEET 7
- SG-013.00 PROPOSED SIGN PHOTO SHEET 8
- SG-014.00 PROPOSED SIGN PHOTO SHEET 9
- SG-015.00 PROPOSED SIGN PHOTO SHEET 10

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
 BAYSIDE, NY 11361
 TEL. (718) 631-3257
 FAX. (718) 631-7805



APPROVAL STAMPS:
 LICENSED PROFESSIONAL ENGINEER

CLIENT:
 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQFT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 TITLE SHEET

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-11T
 DRAWING BY: DC
 DRAWING No.: T-001.00

01 OF 16

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PLATE 3E

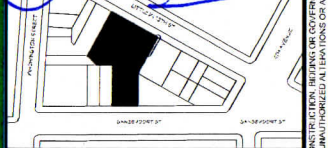


PART OF SECTION 2
Scale 160 Feet to the Inch

Copyright G. W. Bromley & Co., New York, N. Y.

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 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQFT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 SANBORN MAP

SEAL & SIGNATURE

DATE: 09/03/2016
 PROJECT No.: 16-1TT
 DRAWING BY: DC
 DRAWING No.: 5G-001.00

02 OF 16
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CRITERIA OF THE MASTER PLAN

- THE PAINTED SIGN SHALL BE RECTILINEAR, WITH A WIDTH OF 21 FEET AND A HEIGHT OF 21 FEET, AND SHALL BE LOCATED FIVE FEET BELOW THE ROOF LINE OF THE PREMISES AND FIVE FEET FROM THE LITTLE WEST 12TH STREET WALL OF THE PREMISES.
- THE BACKGROUND OF THE PAINTED 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 FACADE, 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 & WHITE PHOTO REALISTIC IMAGES, WITH ONE ACCENT COLOR (WITH VARIOUS SHADES OF THE COLOR ALLOWED), NOT TO EXCEED 60% OF SIGN SPACE INCLUDING TEXT.
- COLOR PHOTO REALISTIC 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 SHARING 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).

REVISION		
No.	DATE	DESCRIPTION

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STATE OF NEW YORK
 APPROVAL STAMP
 JAREK M. ZEID
 LICENSED PROFESSIONAL ENGINEER
 06283

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 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQFT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 MASTER-PLAN CRITERIA

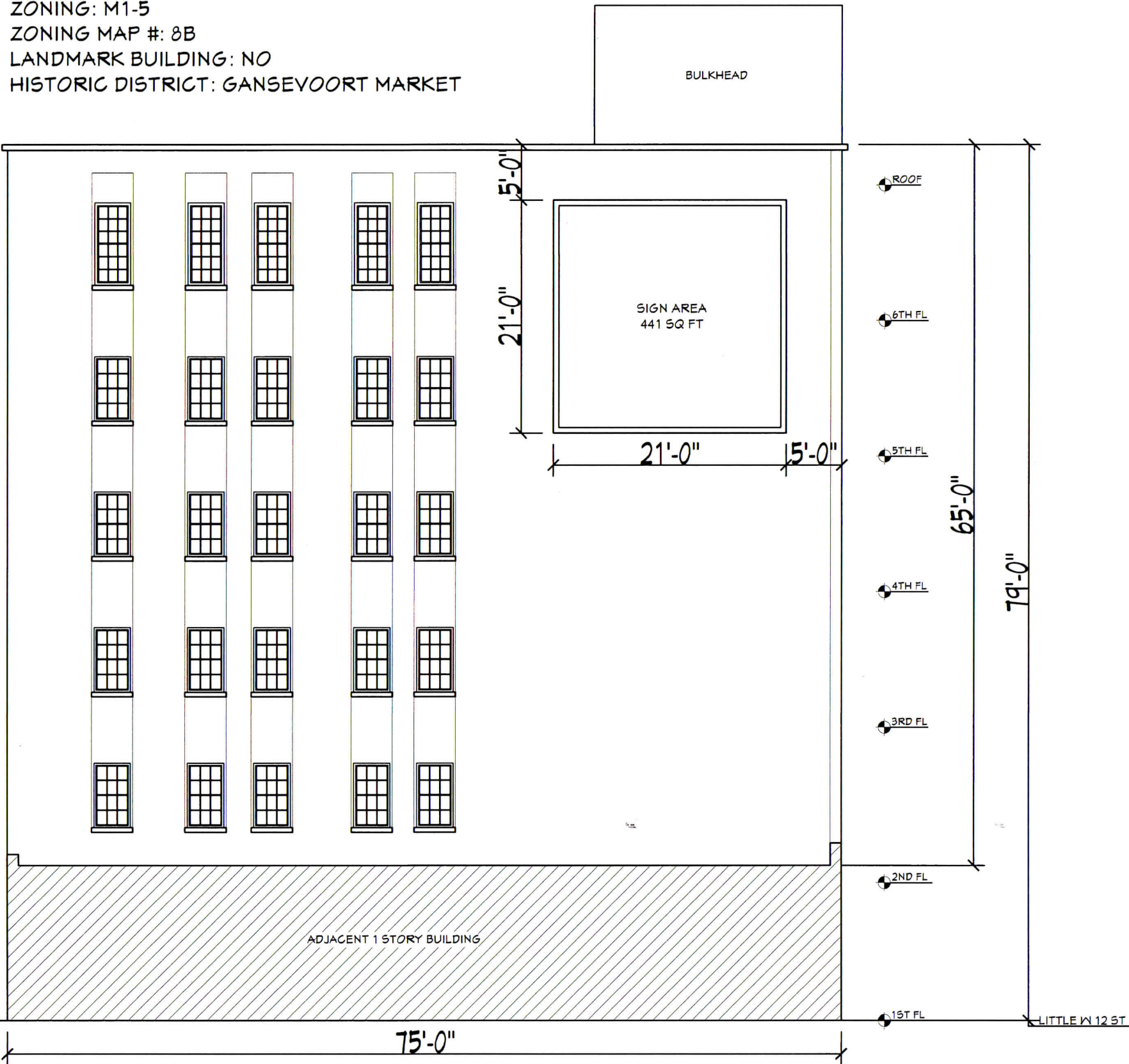
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 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No.: 5G-002.00
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BLOCK: 644
 LOT: 43
 ZONING: M1-5
 ZONING MAP #: 8B
 LANDMARK BUILDING: NO
 HISTORIC DISTRICT: GANSEVOORT MARKET



EAST ELEVATION
 SCALE: 3/32" = 1'-0"

LANDMARKS CALCULATIONS FOR EXPOSED AREA

SURFACE AREA: 65'X75' = 4875 SQ.FT
 (20) WINDOWS 6'X2' -90 SQ.FT
 (5) WINDOWS (2'X7.5' -75 SQ.FT
 TOTAL SQ.FT.
 (MINUS OPENING) 4635 SQ.FT (ACTUAL SURFACE AREA)
 X .20 (MAX SQ.FT FOR L.P.C.)
 909 SQ.FT (MAX SIGNAGE ALLOWED)
 PROPOSED SQ.FT= 441 SQ.FT < 909 SQ.FT :OK

**SIGN COMPLIANCE
 MANUFACTURING DISTRICTS**

NOTES

1. SIGN AREA = 21 X 21 = 441 SQ.FT.
2. STREET LOT FRONTAGE: 154 LINEAR FT.
3. ALLOWABLE TOTAL SIGN AREA 6 TIMES FRONTAGE = 924 SQ.FT.
4. PER ZR-42-532 = 924 SQ.FT.
5. TOTAL AREA PROPOSED SIGN = 441 SQ.FT. CONFORMS.
6. THIS IS A PAINTED NON-ILLUMINATED ADVERTISING WALL SIGN.
7. PAINTED SIGN EXEMPT FROM REQUIREMENT FOR SIGN PERMIT. SECTION 28-105.4.5 OF THE BUILDING CODE.
8. SIGN WILL NOT INTERFERE WITH TRAFFIC SIGNALS.
9. SIGN WILL NOT BLOCK WINDOWS, DOORS, OR FIRE ESCAPES.
10. MATERIAL IS: PAINT
11. CONTROLLED INSPECTION ITEM: FINAL INSPECTION.
12. CONFORMS TO NYC ZONING RESOLUTION SECTIONS APPLICABLE TO ADVERTISING SIGNS IN MANUFACTURING ZONE: 42-532.
13. THERE ARE NO ILLUMINATED SIGNS AND NO NON-ILLUMINATED SIGNS ON THIS LOT.

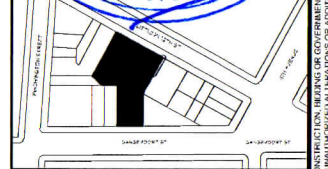
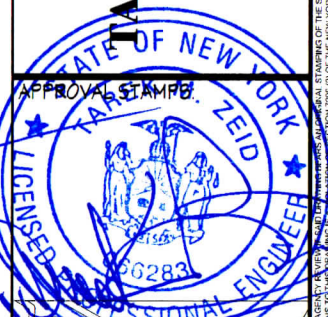
SIGN COMPLIANCE

BASIC SIGN REGULATIONS
 FOR COMMERCIAL &
 MANUFACTURING DISTRICTS **M1-5**

PERMITTED TYPES.....ADVERTISING ACCESSORY	✓
PERMITTED SIZE.....(6) TIMES FRONTAGE = TOTAL SQ.FT	✓
6 X 154' = 924 TOTAL SQ.FT	✓
PERMITTED MAX HEIGHT.....15' NON-ILLUMINATED	✓
THE SIGN DOES NOT ENCOMPASS ANY WINDOWS.	✓
THE SIGN DOES NOT EXTEND TO THE TOP OF WALL.	✓
THE SIGN IS NOT A PHOTO-REALISTIC IMAGE.	✓
THE SIGN HAS A BORDER AROUND THE PERIMETER.	✓

REVISION	No.	DATE	DESCRIPTION

JAREK M. ZEID, P.E. P.L.L.C.
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 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 EAST ELEVATION & SIGN COMPLIANCE

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-11T
 DRAWING BY: DC
 DRAWING No.: **SG-003.00**

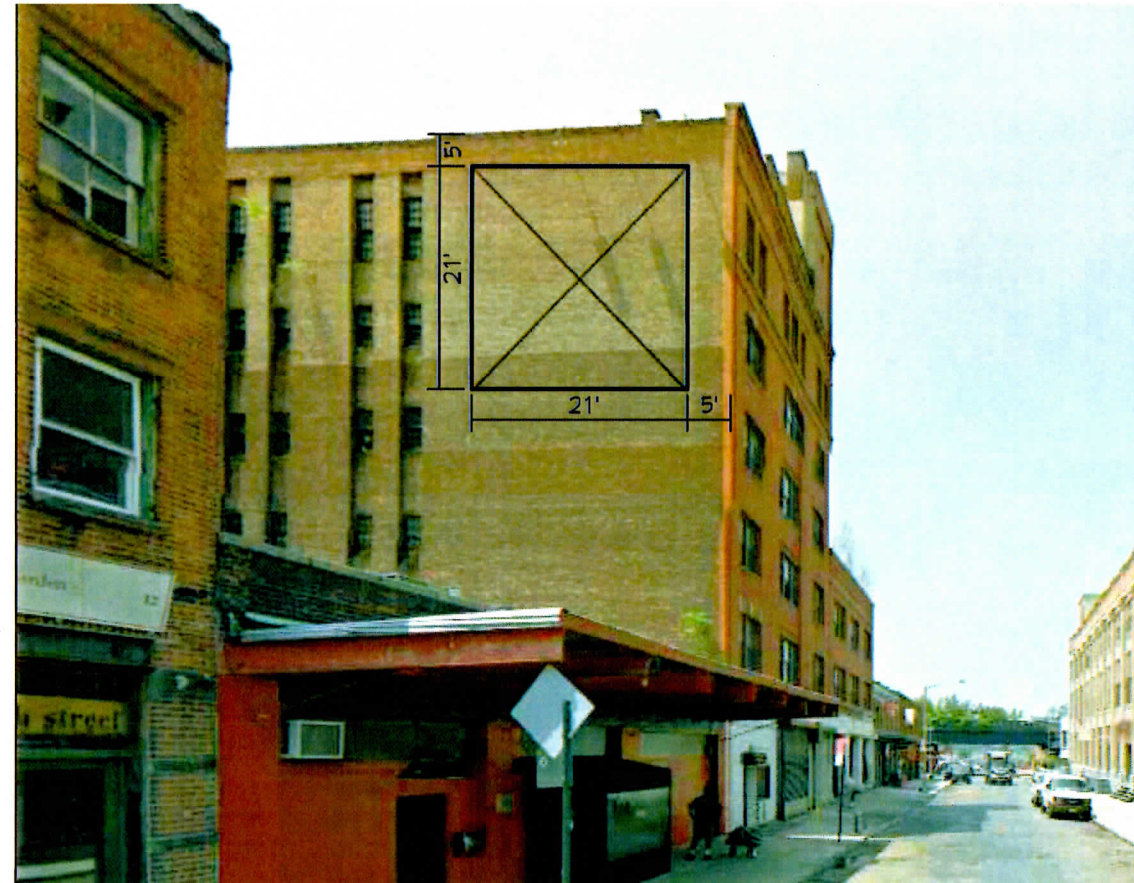
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PREVIOUSLY INSTALLED PAINTED NON-ILLUMINATED SIGN

SCALE: N.T.S.



PROPOSED PAINTED SIGN AREA

SCALE: N.T.S.



PREVIOUSLY INSTALLED PAINTED NON-ILLUMINATED SIGN

SCALE: N.T.S.

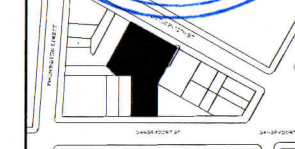


PREVIOUSLY INSTALLED PAINTED NON-ILLUMINATED SIGN

SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

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 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PHOTO SHEET

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No. **SG-004.00**

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HISTORICAL PHOTO YEAR: 1940

SCALE: N.T.S.

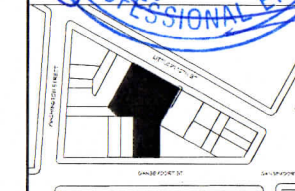
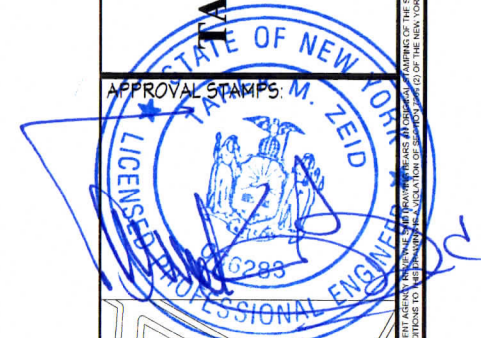


HISTORICAL PHOTO YEAR: 1940

SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

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 38-39 BELL BOULEVARD, SUITE # 350
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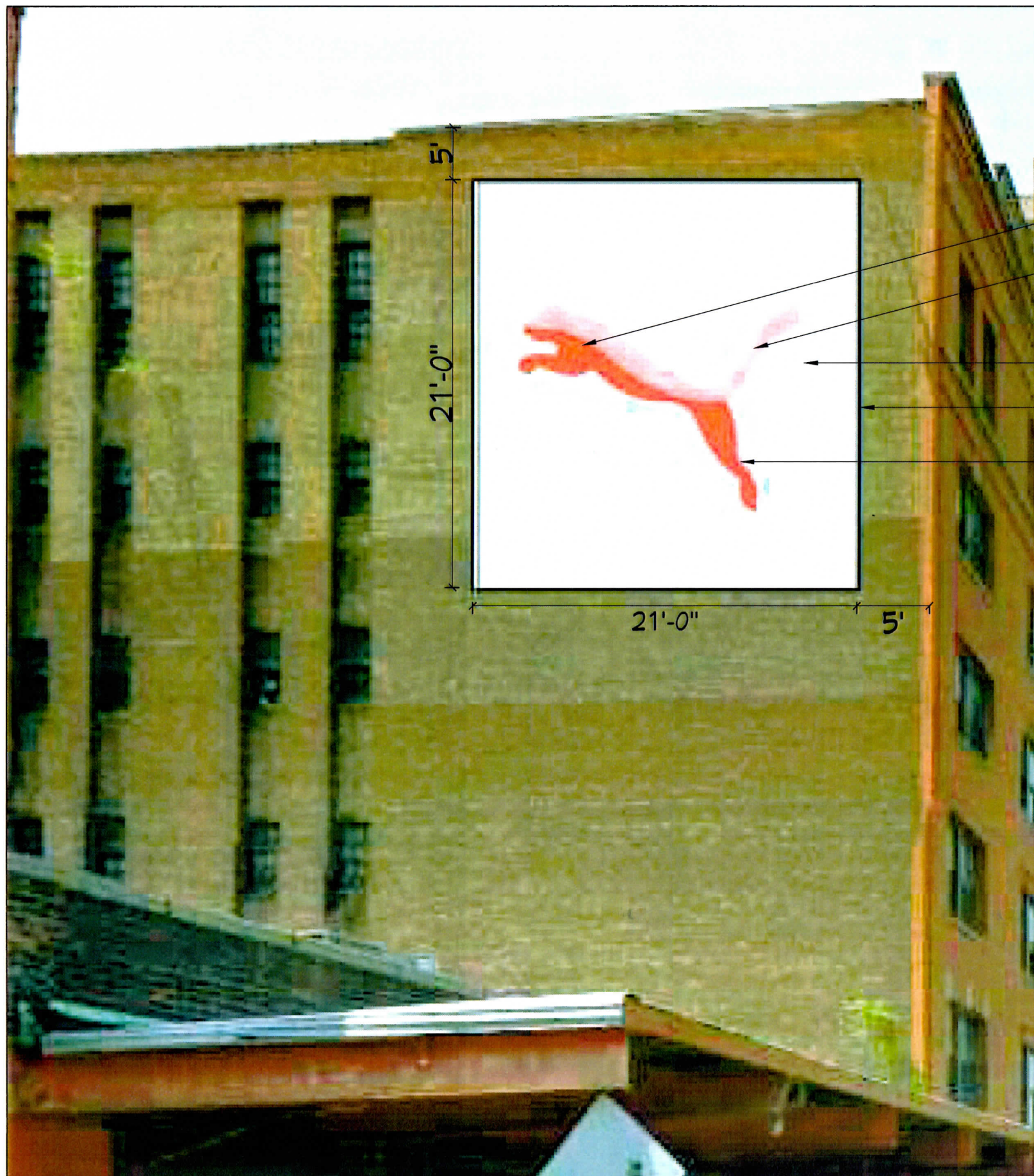
PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 HISTORICAL SIGN PHOTO SHEET

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No.: 16-11T
 DRAWING BY: DC
 DRAWING No.: **SG-005.00**
 06 OF 16

DOB JOB NUMBER:

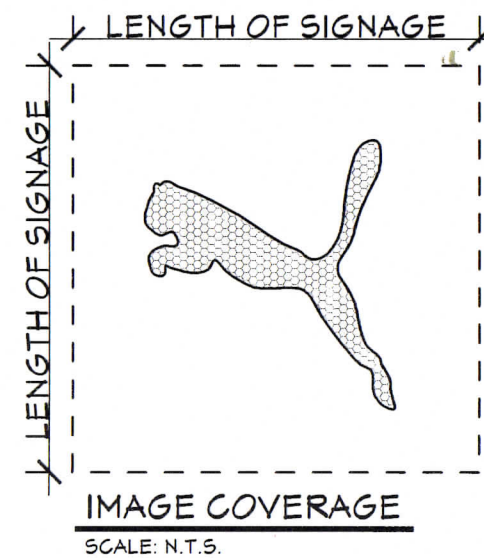


GRAPHIC - COLOR (30% COMPLIANCE)

- RED VARIATION #1
- RED VARIATION #2
- WHITE BACKGROUND
- BLACK BORDER
- TEXT & IMAGES = 30% OF TOTAL SIGN AREA

PUMA ADVERTISEMENT @ 22 LITTLE W 12TH STREET

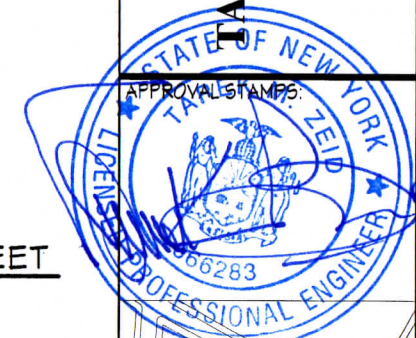
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 30%
2. IMAGE COVERAGE IS 30%
3. TEXT COVERAGE IS 0%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 1 (RED)
5. BORDER = YES
6. IMAGES ARE NOT PHOTO-REALISTIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, WHITE



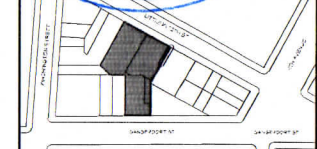
PHOTOGRAPH OF PUMA ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

JAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
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PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 09/03/2016
 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No. **SG-006.00**

07 OF 16

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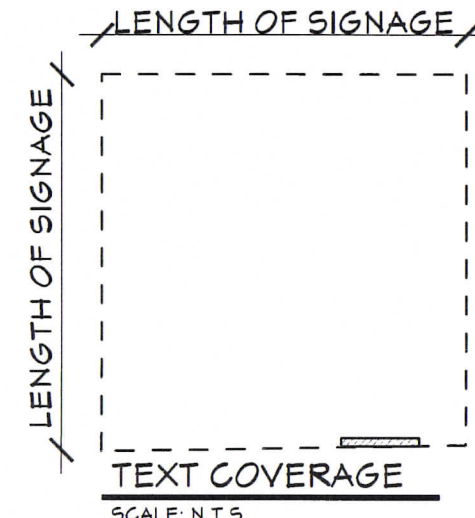
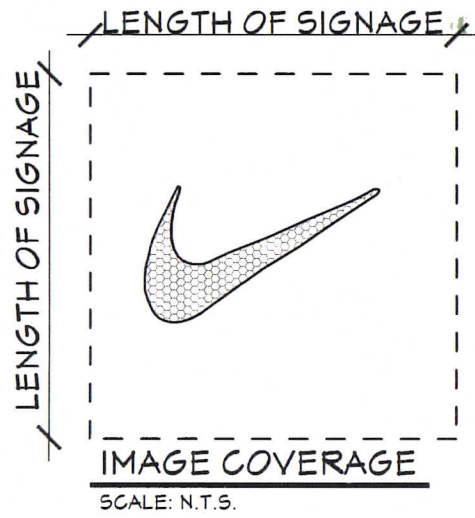


GRAPHIC - BLACK & WHITE (16% COMPLIANCE)

- BLACK BACKGROUND
- WHITE BORDER
- TEXT & IMAGES = 16% OF TOTAL SIGN AREA
- WHITE TEXT

NIKE ADVERTISEMENT @ 22 LITTLE W 12TH STREET

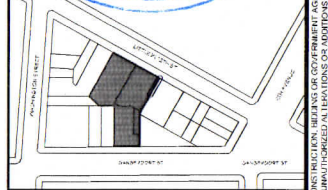
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 16%
2. IMAGE COVERAGE IS 15%
3. TEXT COVERAGE IS 1%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 0
5. BORDER = YES
6. IMAGES ARE NOT PHOTO-REALISTIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, BLACK



PHOTOGRAPH OF NIKE ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
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 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

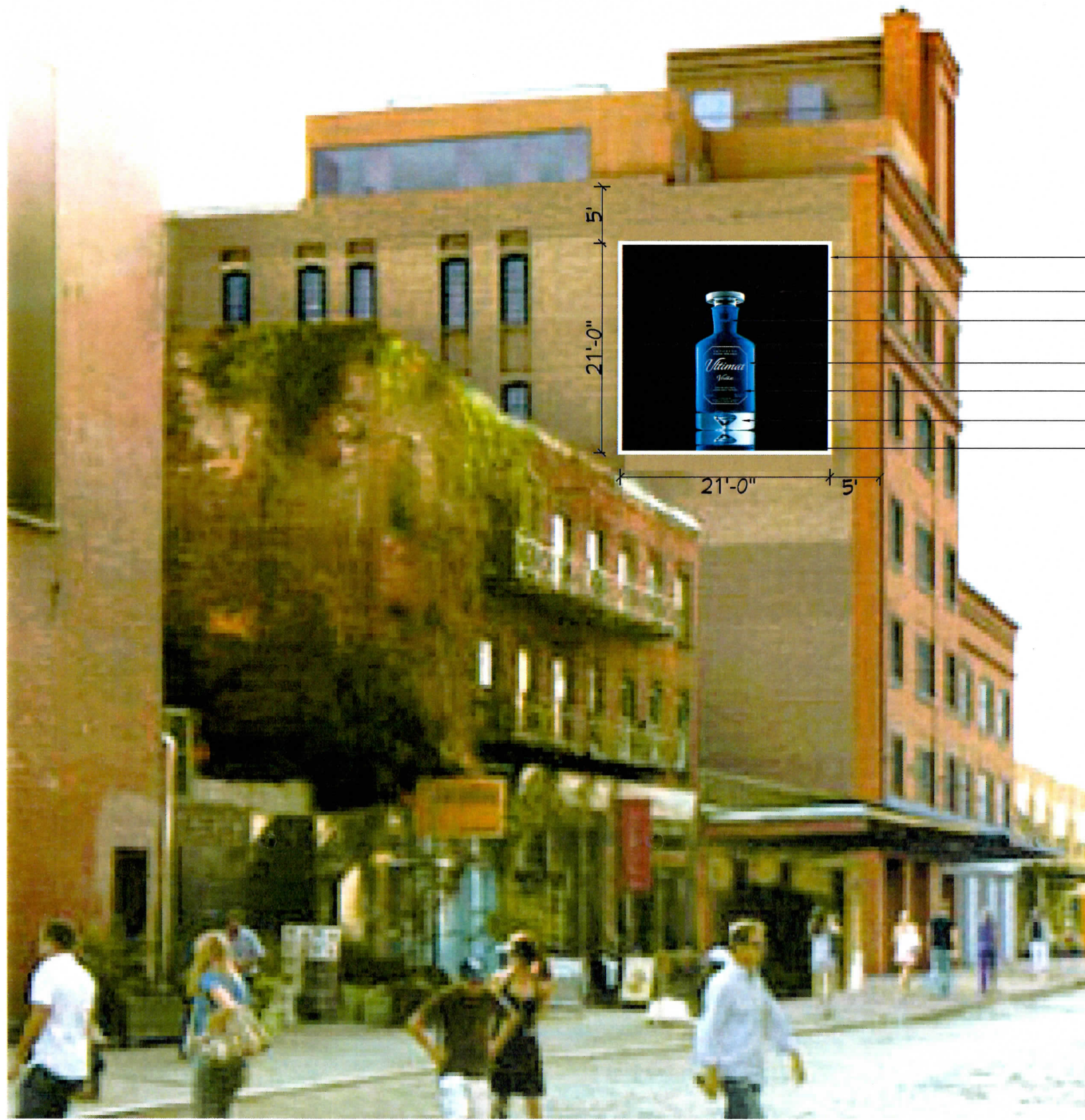
TITLE DRAWING:
 PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No.: 16-1TT
 DRAWING BY: DC
 DRAWING No.: **5G-007.00**

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PHOTOREALISM - COLOR (28% COMPLIANCE)



- WHITE BORDER
- BLACK BACKGROUND
- TEXT & IMAGES = 28% OF TOTAL SIGN AREA
- BLUE VARIATION #1
- BLUE VARIATION #2
- BLUE VARIATION #3
- BLUE VARIATION #4

ULTIMAT ADVERTISEMENT @ 22 LITTLE W 12TH STREET

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 28%
2. IMAGE COVERAGE IS 28%
3. TEXT COVERAGE IS 0%
4. BORDER = YES
5. IMAGES ARE PHOTO-REALISTIC
6. 1 OR 2 COLOR SOLID BACKGROUND = YES, BLACK

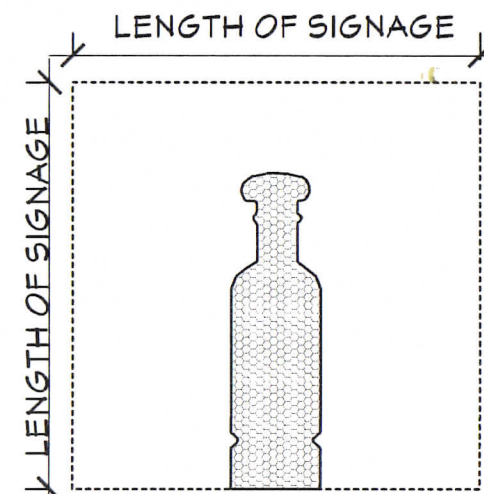
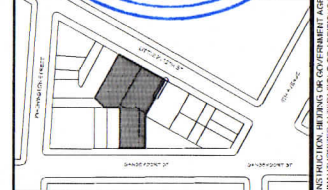
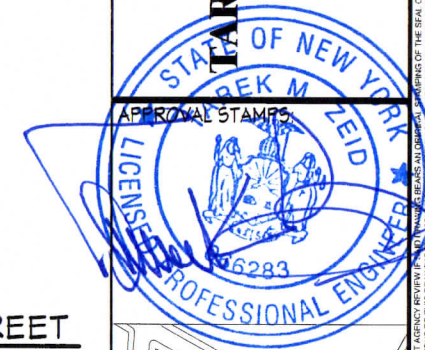


IMAGE COVERAGE
SCALE: N.T.S.

PHOTOGRAPH OF ULTIMAT ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
38-39 BELL BOULEVARD, SUITE # 350
BAYSIDE, NY 11361
TEL. (718) 631-3257
FAX. (718) 631-7805



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CLIENT:
NEW TRADITION MEDIA
36 EAST 23RD STREET 8TH FL
NEW YORK NY

PROJECT:
PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 08/03/2016
PROJECT No. 16-1TT
DRAWING BY: DC
DRAWING No.: **5G-008.00**

09 OF 16
DOB JOB NUMBER:

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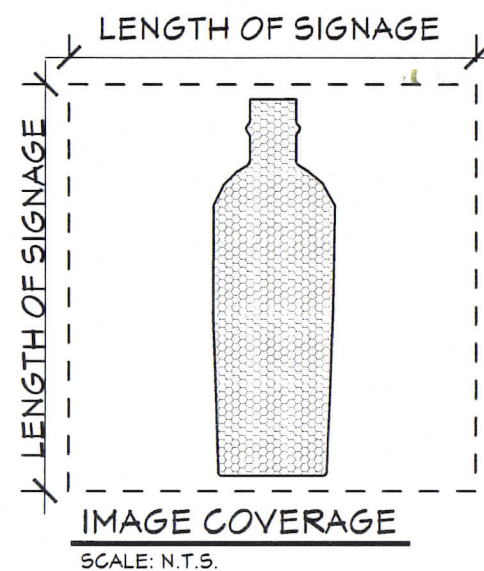


GRAPHIC - COLOR (37% COMPLIANCE)

- BLUE VARIATION #1
- BLUE VARIATION #2
- BLUE VARIATION #3
- TEXT & IMAGES = 37% OF TOTAL SIGN AREA
- WHITE BACKGROUND
- BLUE VARIATION #4
- BLACK BORDER

SVEDKA ADVERTISEMENT @ 22 LITTLE W 12TH STREET

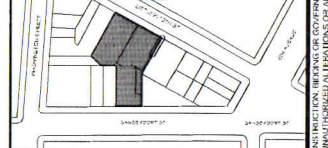
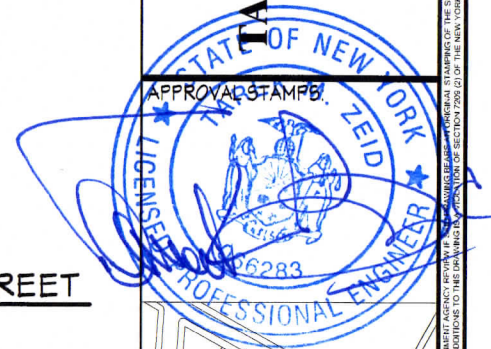
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 37%
2. IMAGE COVERAGE IS 37%
3. TEXT COVERAGE IS 0%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 3 (SILVER, BLUE, YELLOW)
5. BORDER = YES
6. IMAGES ARE GRAPHIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, WHITE



PHOTOGRAPH OF SVEDKA ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
 BAYSIDE, NY 11361
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CLIENT:
 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No.: **SG-009.00**

10 OF 16
 DOB JOB NUMBER:

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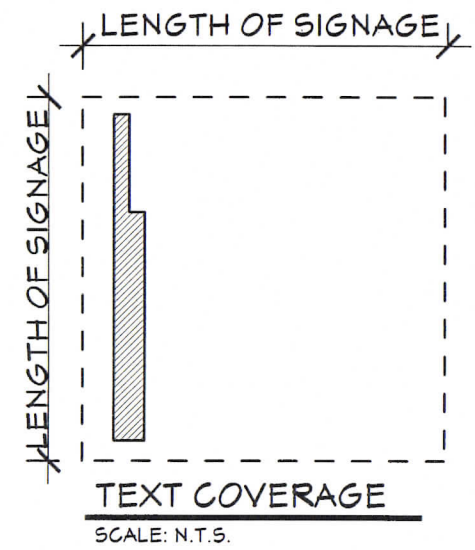
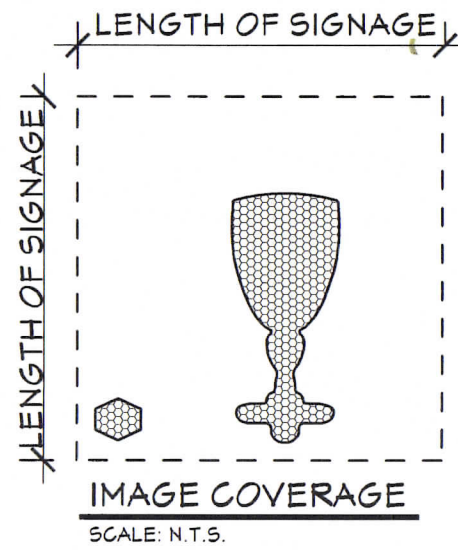


PHOTOREALISM - COLOR (33% COMPLIANCE)

- BLACK TEXT COLOR
- BLACK BORDER
- WHITE BACKGROUND
- GOLD VARIATION #1
- GOLD VARIATION #2
- GOLD VARIATION #3
- GOLD VARIATION #4
- TEXT & IMAGES = 33% OF TOTAL SIGN AREA

STELLA ADVERTISEMENT @ 22 LITTLE W 12TH STREET

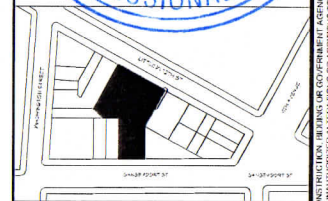
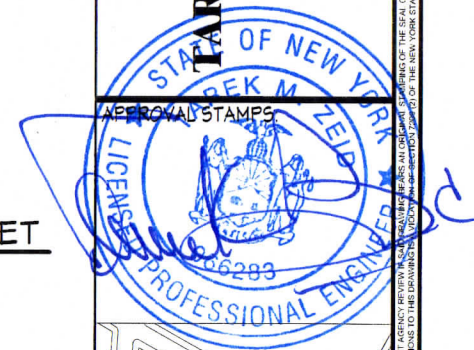
1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 33%
2. IMAGE COVERAGE IS 25%
3. TEXT COVERAGE IS 8%
4. BORDER = YES
5. IMAGES ARE PHOTO-REALISTIC
6. 1 OR 2 COLOR SOLID BACKGROUND = YES, WHITE



PHOTOGRAPH OF STELLA ARTOIS ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
38-39 BELL BOULEVARD, SUITE # 350
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CLIENT:
NEW TRADITION MEDIA
36 EAST 23RD STREET 8TH FL
NEW YORK NY

PROJECT:
PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 09/03/2016
PROJECT No. 16-1TT
DRAWING BY: DC
DRAWING No.: **SG-010.00**

11 OF 16
DOB JOB NUMBER:

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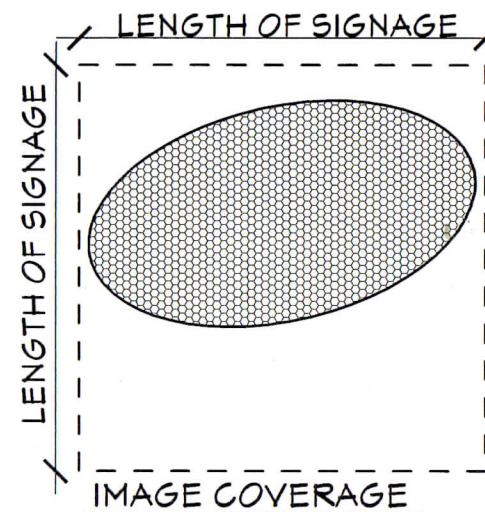


GRAPHIC - BLACK & WHITE (55% COMPLIANCE)

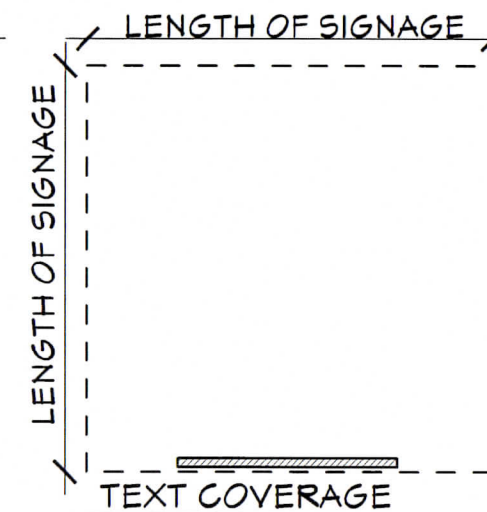
- WHITE BACKGROUND
- TEXT & IMAGES = 55% OF TOTAL SIGN AREA
- BLACK BORDER
- BLACK TEXT COLOR

NIKE ADVERTISEMENT @ 22 LITTLE W 12TH STREET

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 55%
2. IMAGE COVERAGE IS 53%
3. TEXT COVERAGE IS 2%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 0
5. BORDER = YES
6. IMAGES ARE GRAPHIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, WHITE



SCALE: N.T.S.



SCALE: N.T.S.

PHOTOGRAPH OF STEVE MADDEN ADVERTISEMENT

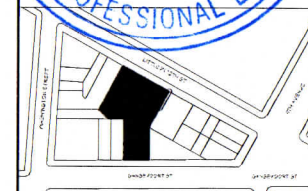
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
 BAYSIDE, NY 11361
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CLIENT:
 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No.: **SG-011.00**

12 OF 16

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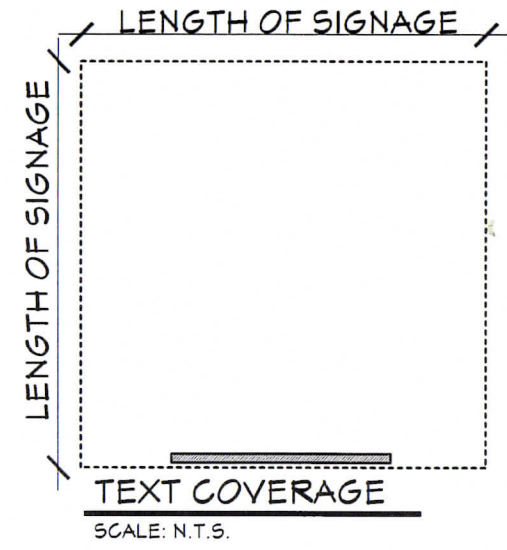
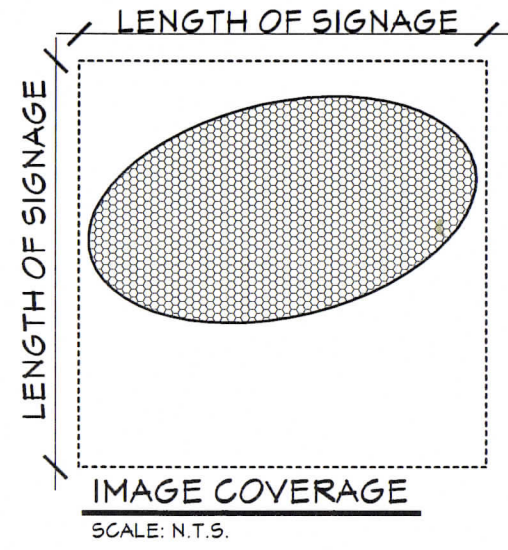


GRAPHIC - BLACK & WHITE (55% COMPLIANCE)

- BLACK BACKGROUND
- TEXT & IMAGES = 55% OF TOTAL SIGN AREA
- WHITE BORDER
- WHITE TEXT COLOR

STEVE MADDEN ADVERTISEMENT @ 22 LITTLE W 12TH STREET

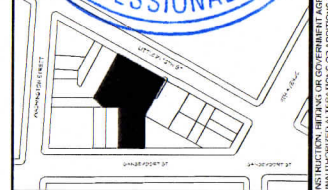
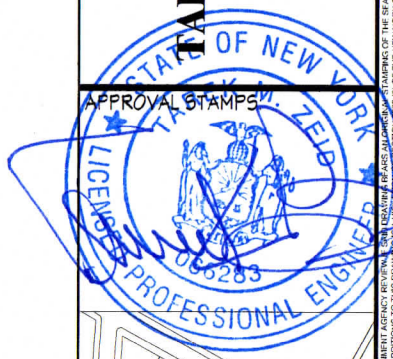
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 55%
2. IMAGE COVERAGE IS 53%
3. TEXT COVERAGE IS 2%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 0
5. BORDER = YES
6. IMAGES ARE GRAPHIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, BLACK



PHOTOGRAPH OF STEVE MADDEN ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
 BAYSIDE, NY 11361
 TEL. (718) 631-3257
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CLIENT:
 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No.: 5G-012.00

13 OF 16

DOB JOB NUMBER:

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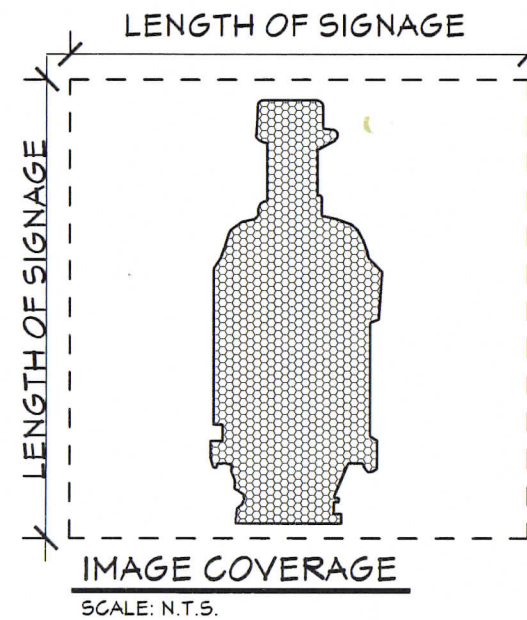


GRAPHIC - COLOR (40% COMPLIANCE)

- WHITE BORDER
- BLACK BACKGROUND
- TEXT & IMAGES = 40% OF TOTAL SIGN AREA

AVION ADVERTISEMENT @ 22 LITTLE W 12TH STREET

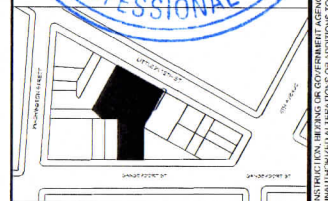
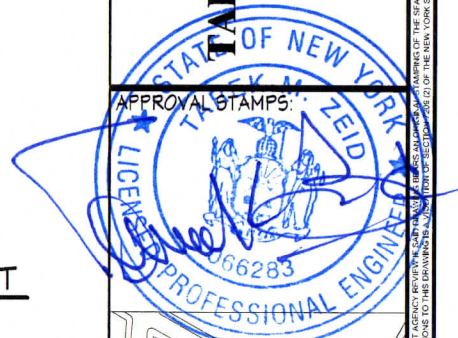
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 40%
2. IMAGE COVERAGE IS 40%
3. TEXT COVERAGE IS 0%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 2 (SILVER, GOLD)
5. BORDER = YES
6. IMAGES ARE GRAPHIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, BLACK



PHOTOGRAPH OF AVION ADVERTISEMENT
SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
38-39 BELL BOULEVARD, SUITE # 350
BAYSIDE, NY 11361
TEL. (718) 631-3257
FAX. (718) 631-7805



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CLIENT:
NEW TRADITION MEDIA
36 EAST 23RD STREET 8TH FL
NEW YORK NY

PROJECT:
PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
PROPOSED ADVERTISEMENT

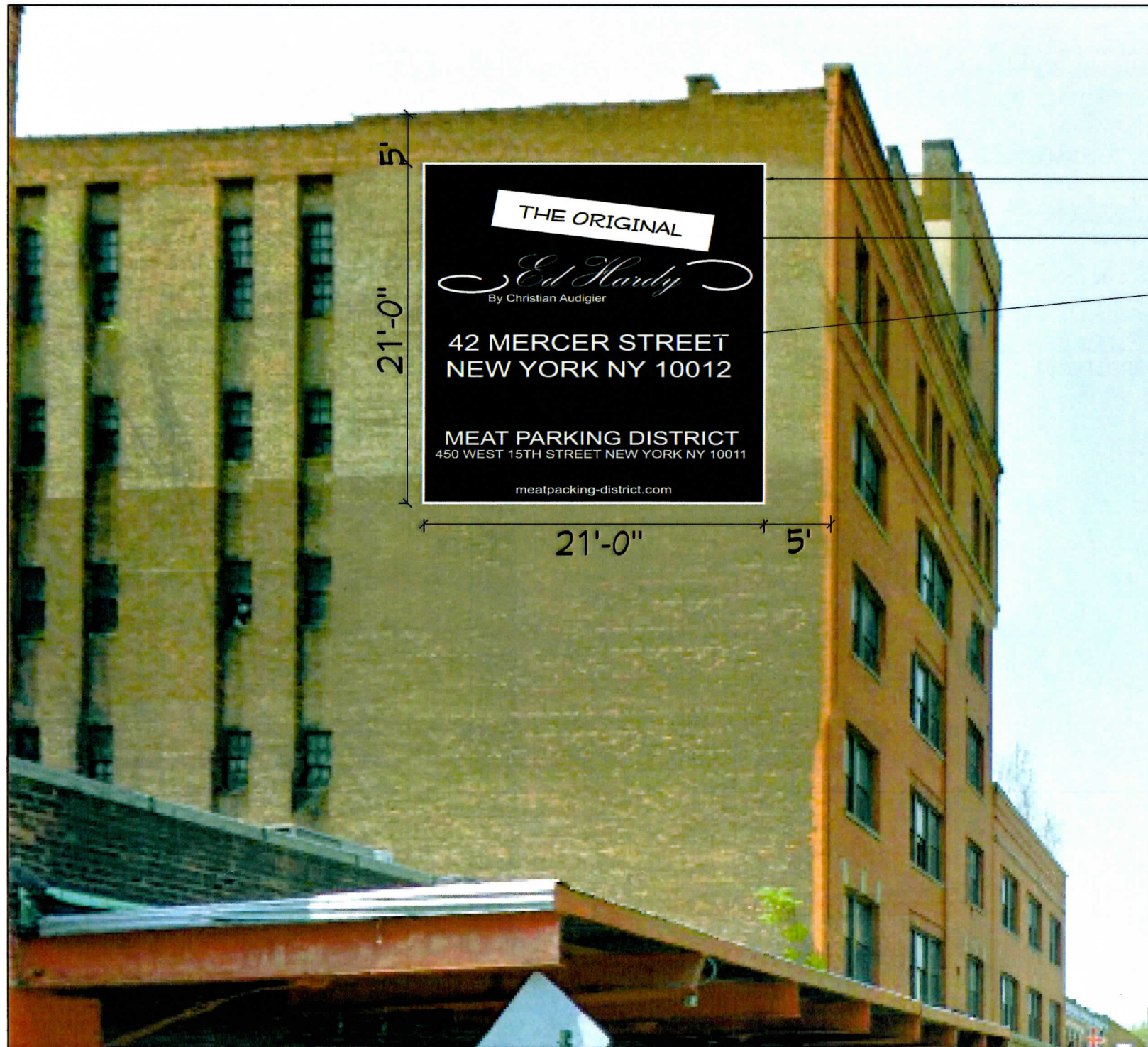
SEAL & SIGNATURE

DATE: 08/03/2016
PROJECT No. 16-1TT
DRAWING BY: DC
DRAWING No.: **SG-013.00**

14 OF 16

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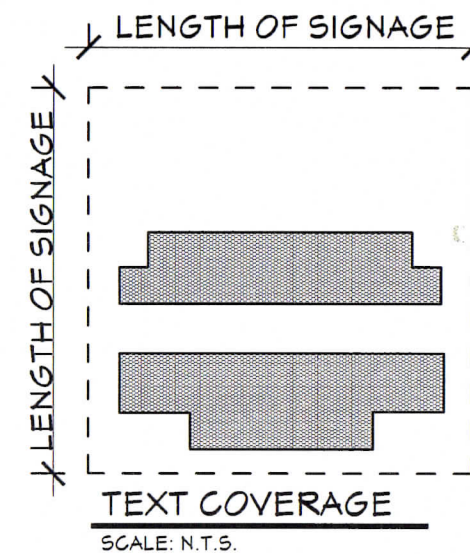
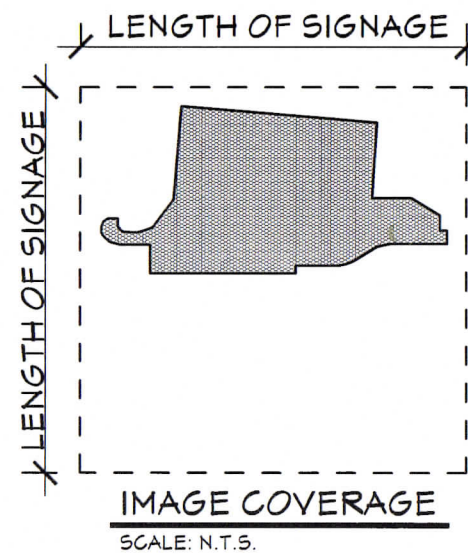


GRAPHIC - BLACK & WHITE (47% COMPLIANCE)

- WHITE BORDER
- BLACK BACKGROUND
- TEXT & IMAGES = 47% OF TOTAL SIGN AREA

ED HARDY ADVERTISEMENT @ 22 LITTLE W 12TH STREET

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 47%
2. IMAGE COVERAGE IS 20%
3. TEXT COVERAGE IS 27%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 1 (GREY)
5. BORDER = YES
6. IMAGES ARE GRAPHIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, BLACK



PHOTOGRAPH OF ED HARDY ADVERTISEMENT

SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

TAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
 BAYSIDE, NY 11361
 TEL. (718) 631-3257
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CLIENT:
 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PROPOSED ADVERTISEMENT

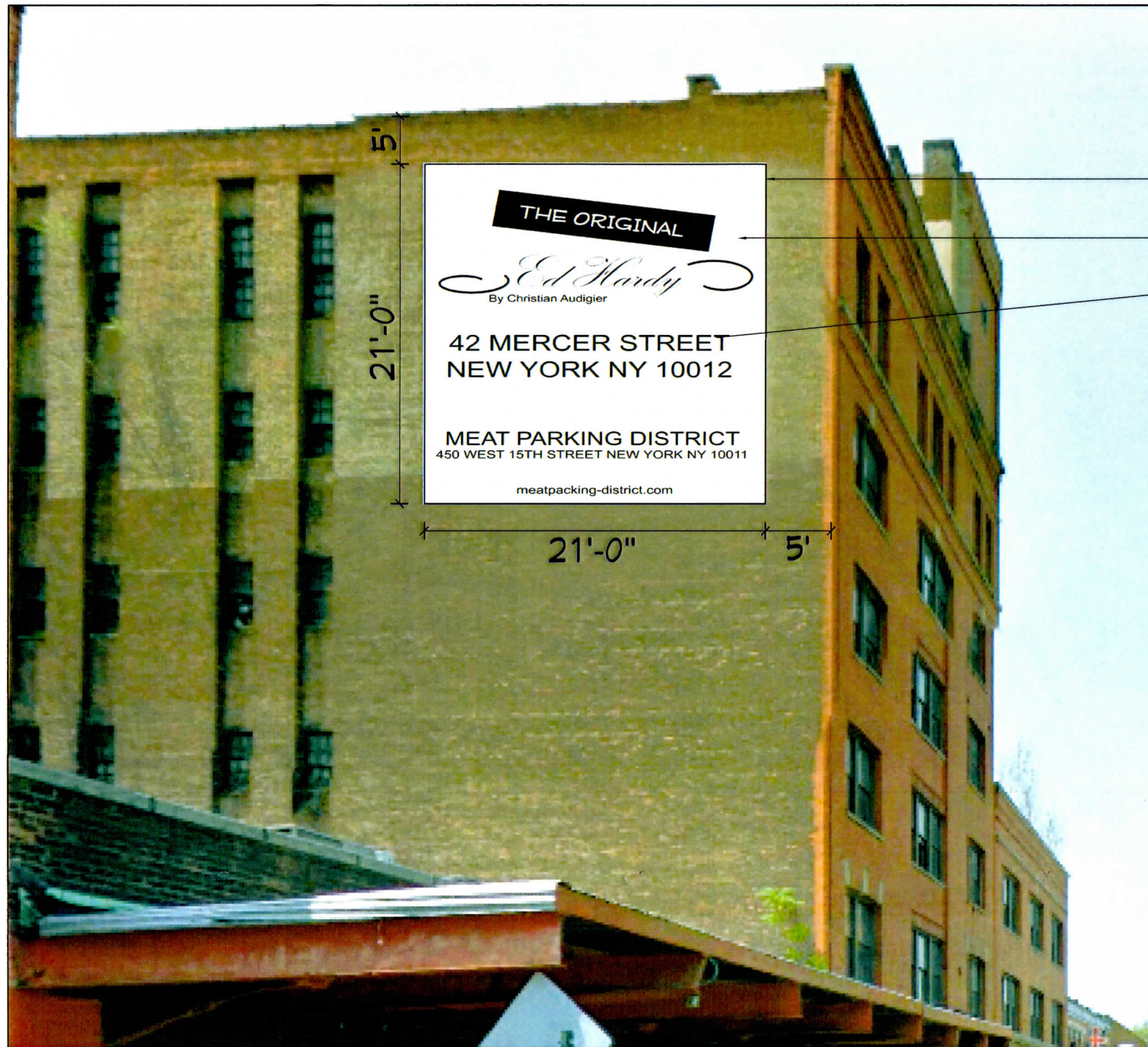
SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-11T
 DRAWING BY: DC
 DRAWING No.: **SG-014.00**

15 OF 16

DOB JOB NUMBER:

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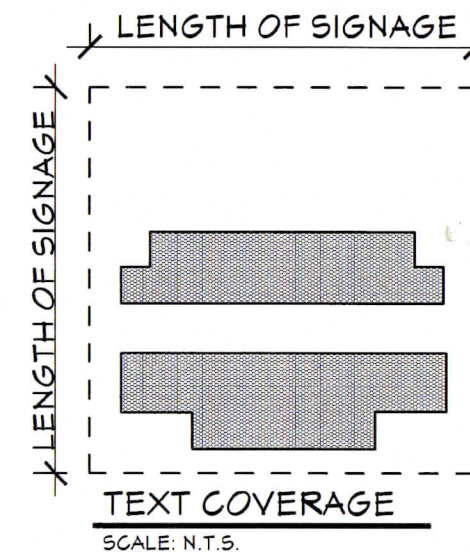
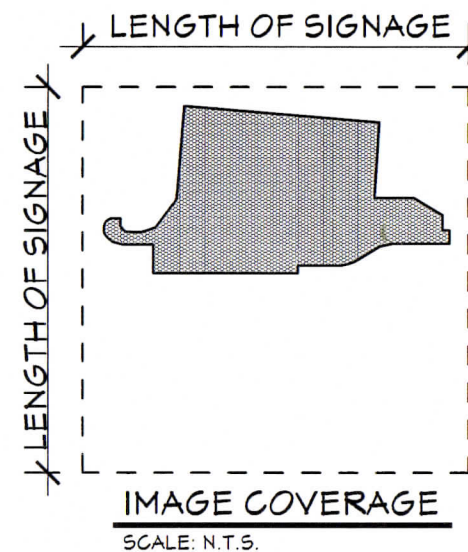


GRAPHIC - BLACK & WHITE (47% COMPLIANCE)

- BLACK BORDER
- WHITE BACKGROUND
- TEXT & IMAGES = 47% OF TOTAL SIGN AREA

ED HARDY ADVERTISEMENT @ 22 LITTLE W 12TH STREET

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 47%
2. IMAGE COVERAGE IS 20%
3. TEXT COVERAGE IS 27%
4. 4 OR LESS PAINTED COLORS (W/MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE = 1 (GRAY)
5. BORDER = YES
6. IMAGES ARE GRAPHIC
7. 1 OR 2 COLOR SOLID BACKGROUND = YES, BLACK



PHOTOGRAPH OF ED HARDY ADVERTISEMENT

SCALE: N.T.S.

REVISION		
No.	DATE	DESCRIPTION

JAREK M. ZEID, P.E. P.L.L.C.
 38-39 BELL BOULEVARD, SUITE # 350
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CLIENT:
 NEW TRADITION MEDIA
 36 EAST 23RD STREET 8TH FL
 NEW YORK NY

PROJECT:
 PROPOSED DEVELOP & DESIGN A MASTER PLAN FOR THE 441 SQ FT ADVERTISING SIGN TO BE PRESENTED TO LANDMARK PRESERVATION COMMISSION FOR APPROVAL & PERMIT.

TITLE DRAWING:
 PROPOSED ADVERTISEMENT

SEAL & SIGNATURE

DATE: 08/03/2016
 PROJECT No. 16-1TT
 DRAWING BY: DC
 DRAWING No.: **SG-015.00**

16 OF 16

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