



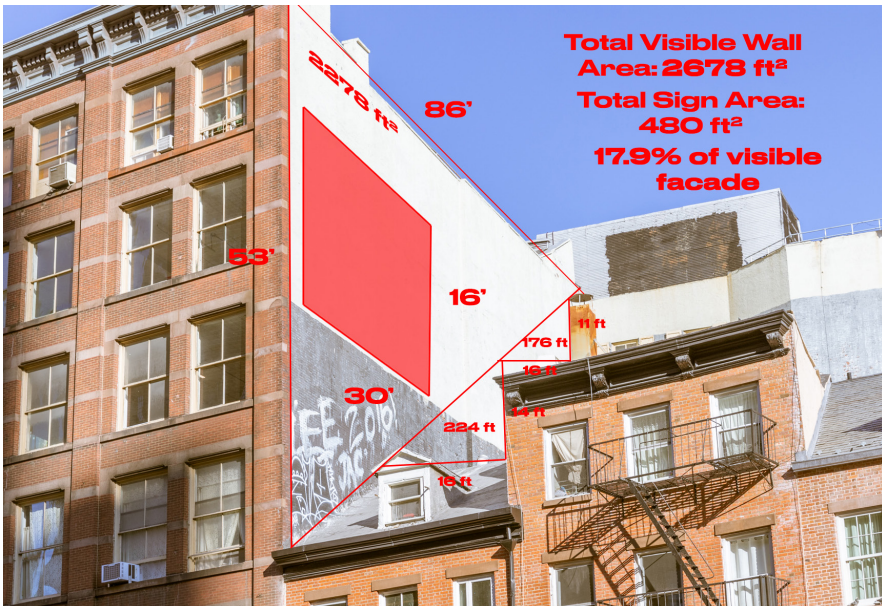
6 GREENE STREET

PAINTED SIGN MASTER PLAN APPLICATION

COLOSSAL[®]
ALWAYS HANDPAINT

6 GREENE ST - CURRENT CONDITION





- Secondary Facade of 6 Greene St
- Zoned M1-5B
- 16' high x 30' wide
- 480 square feet
- Occupies 17.9% of visible facade (total 2,678 square feet)
- Set back three (3) feet from the primary facade
- Set back twelve (12) feet from the roof line
- Does not obscure architectural features or windows
- Facing southeast, toward the major artery Canal Street in the SoHo Cast Iron Historic District
- Comprehensive Master Plan to assist in Staff-Level Copy Change Approvals

Sign Space Components



1928 photo

42-543 HEIGHT OF SIGNS
 REQUIRED: MAXIMUM HEIGHT OF NON-ILLUMINATED SIGN = 75'-0" ABOVE CURB LEVEL
 PROPOSED SIGN: 74'-0" < 75'-0" ABOVE CURB LEVEL - OK

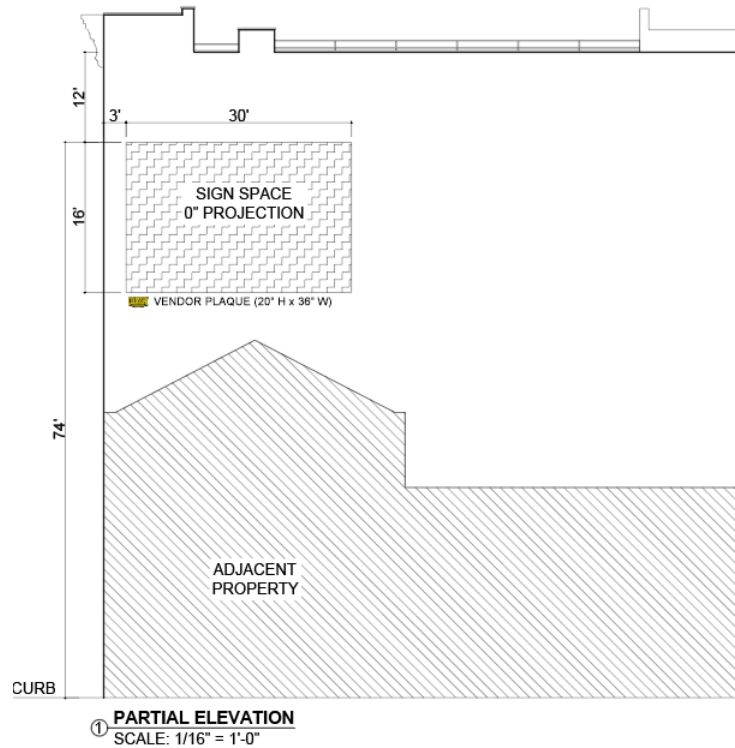
42-55 ADDITIONAL REGULATIONS FOR SIGNS NEAR CERTAIN PARKS AND DESIGNATED ARTERIAL HIGHWAYS
 SIGN IS NOT WITHIN 200' OF AN ARTERIAL HIGHWAY OR PARK OF ½ ACRE OR MORE

BUILDING CODE ANALYSIS

H103.1 LOCATION RESTRICTIONS
 SIGN DOES NOT OBSTRUCT ANY FIRE ESCAPE, WINDOW OR DOOR

BC 105.7.4 NAME AND ADDRESS OF LICENSED SIGN HANGER
 JOSEPH COIRO, License No: SI 000227
 INTERBORO SIGN & ELEC, 201 INGRAHAM STREET, BROOKLYN NY 11237

SIGN IS NOT LOCATED IN A SPECIAL FLOOD HAZARD AREA



Architectural Elevation

LEGEND	
	PAINTED SIGN SPACE
	EXISTING PARTITION TO REMAIN
	EXISTING PROPERTY LINE
OAC COLOSSAL MEDIA 176 NORTH 9TH STREET BROOKLYN, NY 11211	
APPLICATION FOR SIGN PERMIT	
6 GREENE STREET	
6 GREENE STREET NEW YORK, NY 10013	
B SCAN	
SIGN AND SEAL	
DRAWING NAME	
LOT DIAGRAM, PARTIAL ELEVATION & ZONING ANALYSIS	
DATE	DRAWING NUMBER
01.27.2020	
SCALE	
AS NOTED	A001.00 1 OF 1

COLOSSAL MEDIA: STANDARD-BEARERS OF A HISTORIC CRAFT



“Pouncing,” a method of patterning a wall with charcoal: 1930’s



Our painters pouncing a wall in 2016

GENERATIONS OF EXPERTISE

Walldogging is in our DNA. Our lineage dates back to the early 70's – it's the foundation for our entire training process, execution method, and, most importantly, it's the root of Colossal culture.



HISTORIC HANDPAINTED SIGNS SOHO CAST IRON DISTRICT AND EXTENSION



1. W Broadway and Grand St 1939



2. Canal St and Greene St 1928



3. Broadway and Howard 1867



4. Spring St and Mercer St 1932



5. Grand St and Lafayette St 1923



6. Houston St and Greene St, 1933

HISTORIC HANDPAINTED SIGNS SOHO CAST IRON DISTRICT AND EXTENSION



7. Broome St and Lafayette St 1939



8. Broadway and Prince St 1885



9. Prince St and Lafayette St (date unknown)



10. Lafayette St and Prince St 1934



11. Lafayette St and Prince St 1900

COMMISSION-APPROVED MASTER PLANS IN THE SOHO CAST IRON DISTRICT & EXTENSION



1. 475 W Broadway



2. 155 Wooster St



3. 126 Prince St



4. 393 W Broadway



5. 60 Grand St



6. 305 Canal St



7. 452 Broadway



7. 140 Grand St

COMMISSION-APPROVED MASTER PLANS IN THE SOHO CAST IRON DISTRICT & EXTENSION



8. 154 Grand St



9. 130 Greene St



10. 90 Prince St



11. 145 Spring St



12. 109 Spring St



13. 85 Wooster St

THE SOHO CAST IRON DISTRICT & EXTENSION



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

Secondary Facade of 6 Greene St (facing southeast)

Sign Space conforms to LPC's previous approvals with regards to size and placement

4" Standard black or white border (contrasting sign content) within approved sign square footage and location on facade

No regulation of content within the designated sign space; recommended by staff at public hearing

Total sign area shall be limited to 20% of the visible facade

Designated vendor plaque size and position consistent with other approved sign spaces.

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

APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 155 Wooster St

CLIENT: Essentia Water

LPC ATP: LPC-19-37762

Artwork



Mockup



Finished sign

APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 60 Grand St

CLIENT: Moncler

LPC ATP: LPC-20-3805

Artwork



Mockup

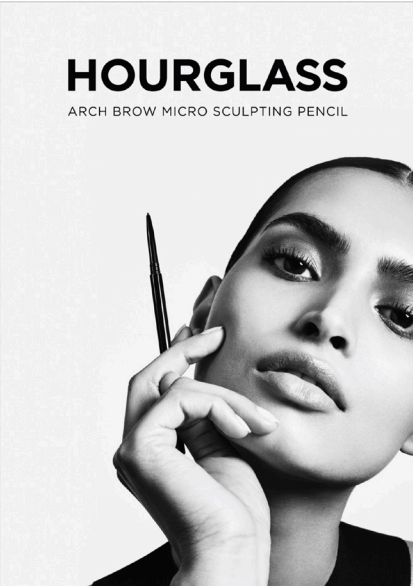


Finished sign

APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 452 Broadway
CLIENT: Hourglass Cosmetics
LPC ATP: LPC-20-01714

Artwork



Mockup



Finished sign