



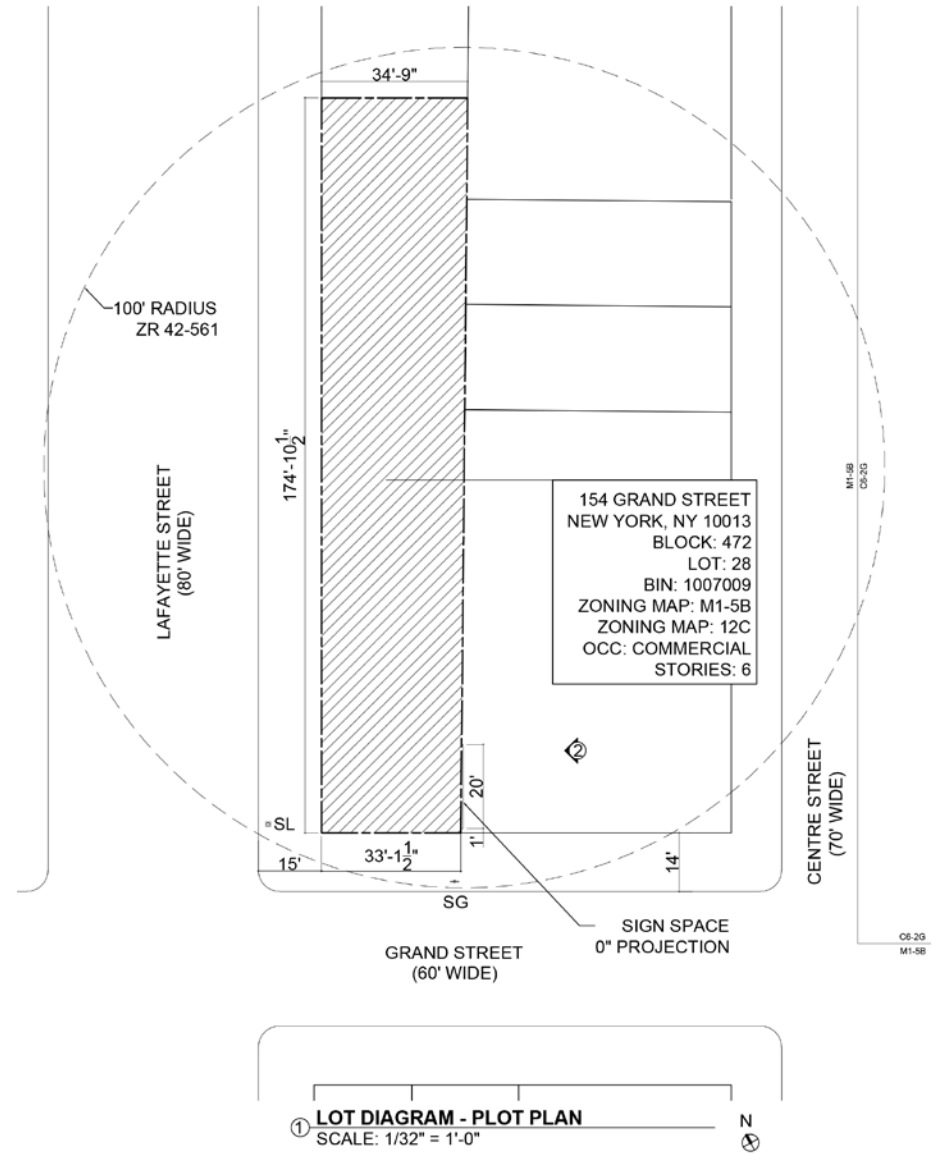
154 GRAND ST

PAINTED SIGN MASTER PLAN APPLICATION





Zoning Map



Lot Diagram

154 GRAND ST - CURRENT CONDITION FROM GRAND ST & CENTRE ST

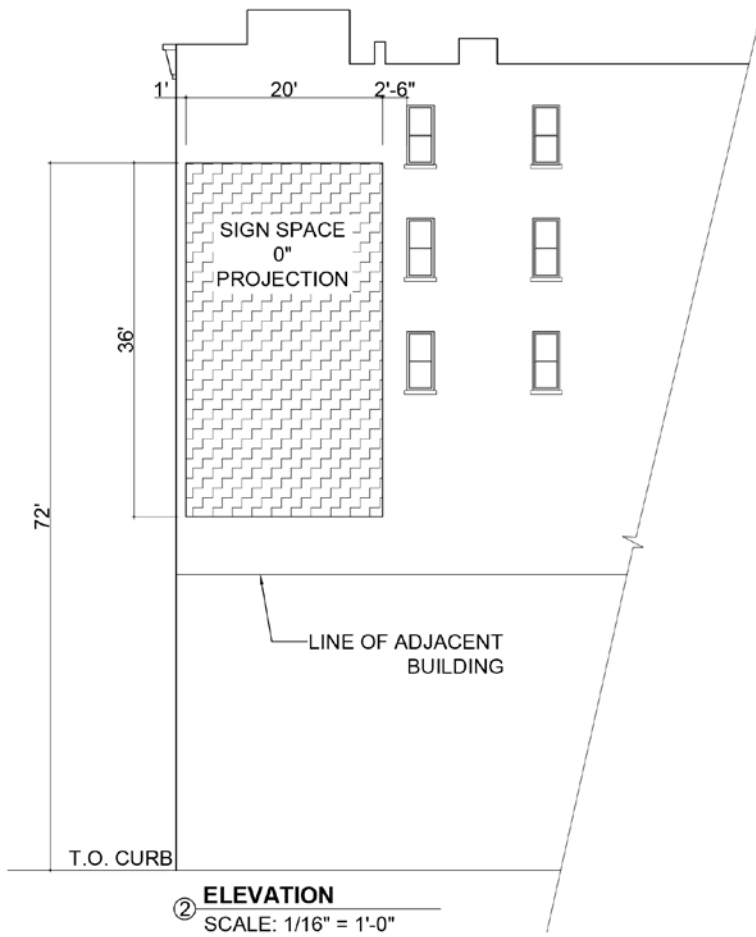




Proposed Sign Space

- Secondary Facade of 154 Grand St
- Zoned M1-5B
- Sign dimensions: 36' H x 20' W
- Sign size: 720 square feet
- Sign space is under 20% of visible facade. See the following two pages for measurements.
- Does not obscure architectural features or windows
- Facing east on Grand St, primarily visible from major thoroughfare Centre St
- Comprehensive Master Plan to assist in Staff-Level Copy Change Approvals
- 1 foot set-back from primary facade
- Proposed sign matches the location of historic signage on this facade

Sign Space Components



Elevation



Mock-up with Artwork



Triangle 1 area: 2,970 sq ft
Triangle 2 area: 644 sq ft
Total visible area: 3,614 sq ft
Proposed sign area: 720 sq ft
19.9% of visible facade

COLOSSAL MEDIA: STANDARD-BEARERS OF A HISTORIC CRAFT

Use of historic techniques



"Pouncing," a process of prepping a sign space 1930's

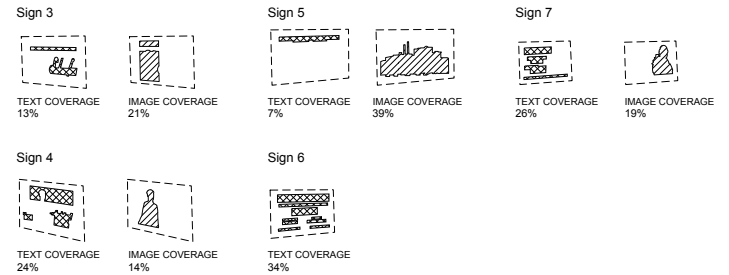
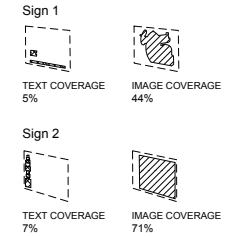


Our painters pouncing a sign space in 2012

Content percentages are derived from analysis of historic signs



PHOTOGRAPH OF ADVERTISEMENT



Non-landmarked wall sign for Patagonia



Landmarked wall sign for Patagonia



COLOSSAL MEDIA: STANDARD-BEARERS OF A HISTORIC CRAFT

Trace one line of Colossal lineage through the stories of seven painters.

1977

1994

1997

2007

2010

2013

2014

WITHIN THE LINES



ART PASTUSAK

I started outdoor painting in 1977. There were great opportunities to advance for those who wanted to put in the time to develop the skills, and I had the heart and endurance to pursue my passion. Mario Rueda, Bernardo Sepulveda and my friend, Tim Solriday, taught me the fine art of painting outdoors. In 1992, I quit the billboard business and moved to Oregon to paint walls. This is where I met Jason Coatney and Patrick McGregor. I'm now a healthy 64, and there are many strange things that I enjoy, but what I enjoy most is working with people who are excited about what they do—it's quite contagious. I reckon that if I would have known how much work it was, maybe the decision to be an artist would have been much more difficult. But here I stand, with others of a like mind and a love of painting, at Colossal. I enjoy working hard for those who work hard.

THE PATRIARCH



PAT MCGREGOR

I've been in the business over 20 years now, starting as Art Pastusak's apprentice in 1994. The Nike campaign he did brought the quality back to large hand-painted walls. That spiraled into a bunch of work in Los Angeles, then New York, as the demand grew. I also painted alongside Steve Sanchez, who taught me his style of painting big. Then I worked alongside James Crespinel, Dan Hole, Bob Kehoe and a few other guys from the billboard days, learning from them how to create my own style. Back in my early days at Colossal, I used to paint graffiti on trains with one of the current owners of this company when he first started... in the work truck.

SECOND GENERATION



JASON COATNEY

I started painting my junior year of high school and liked it enough to keep doing it. When I was 22, I got my first job as a walldog and began training under Art Pastusak and Patrick McGregor and I haven't stopped painting in the 17 years since.

THIRD GENERATION



DAN HARRINGTON

I have no idea how many apprentices I've trained, probably like 25 to 30 or so. Of those, maybe six or seven actually made the cut and still work here.

FOURTH GENERATION



LIAM WILLIAMS

I've always loved the tactile aspects of painting and knew I wanted a career that was hands on. After applying to Colossal three or four times, my portfolio finally made it through. Looking back I'm not sure if it was my painting or my work ethic that got me the job but what I know now is that both are equally important to being successful at Colossal.

FIFTH GENERATION



MARCINE FRANCKOWIAK

I was a bar owner on Allen and Delancey, saw those guys working across the street, and all I could repeat saying was, 'That's all I want to do.' I've been painting for over 10 years, two-and-a-half of those years have been in the business. Every lead painter at Colossal has taught me something amazing. It's taking what you learn from each of them and bringing it into practice everyday. I teach apprentices in my own mellow way. I try to address key points, like how I learned how to expedite a wall, or pass on the short-cuts I have learned. But at the end of the day, I think people learn best when they feel comfortable to step beyond the guidelines you are giving them. That's really important for growth.

SIXTH GENERATION



XAVIER BROWN

I was raised in Vancouver, Washington. I graduated high school in 2014, and right after moved to New York to get into the business through my uncle, who was able to set up a summer job for me. I noticed the opportunity in front of me and realized almost right away that this was what I wanted to do. I've been at Colossal for a little over a year now, and my drive to excel and grow with this business and my admiration for what we do is stronger than ever.

SEVENTH GENERATION

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



154 Grand St 1923

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



135 Grand St (Grand St and Crosby St), 1911

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



181 Spring St (Spring St and Thompson St), 1932

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



Watts St and W Broadway 1939

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



Mercer St and Spring St 1932

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



Lafayette St and Broome St 1939

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



Broadway and Prince St 1885

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



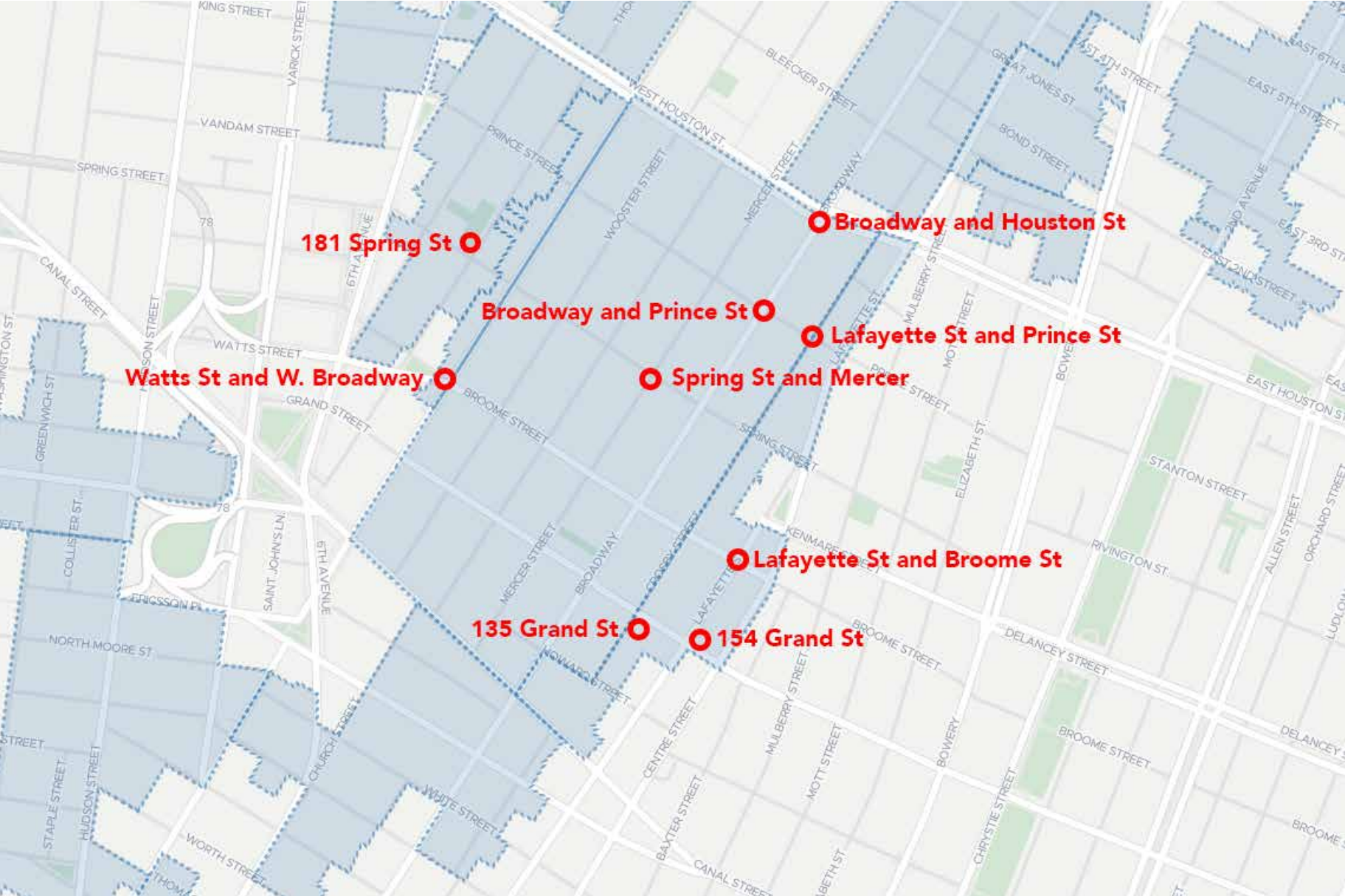
Broadway and Houston St 1932

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT



Lafayette St and Prince St 1900

HISTORIC HANDPAINTED SIGNS - SOHO CAST IRON DISTRICT & SULLIVAN-THOMPSON DISTRICT



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



1. 475 W Broadway



2. 155 Wooster St



3. 126 Prince St



4. 111 Spring St



5. 393 W Broadway



6. 60 Grand St

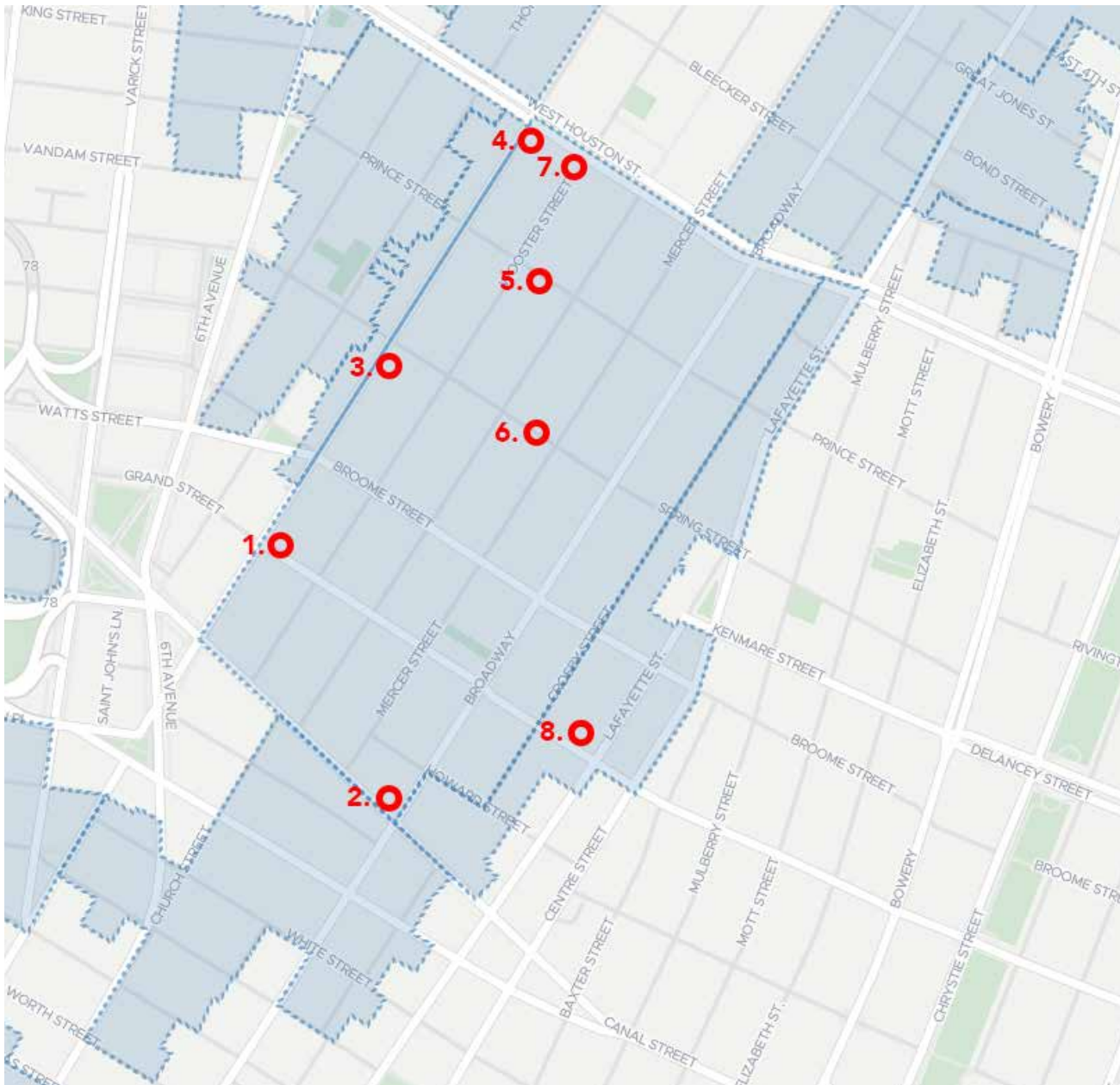


7. 305 Canal St



8. 140 Grand St

COMMISSION-APPROVED MASTER PLANS IN THE SOHO CAST IRON DISTRICT



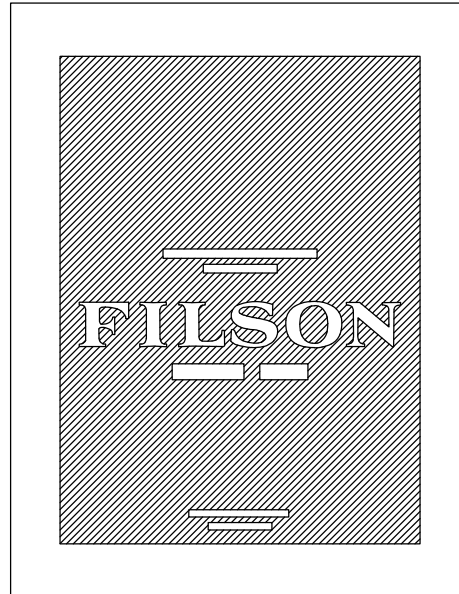
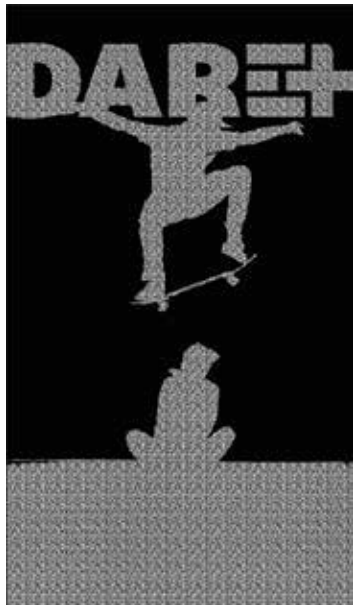
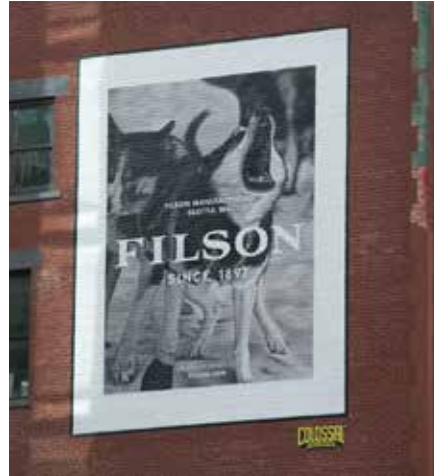
1. 60 Grand St
2. 305 Canal St
3. 393 W Broadway
4. 475 W Broadway
5. 120 Prince St
6. 111 Spring St
7. 155 Wooster St
8. 140 Grand St

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

- Secondary Facade of 154 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. All area outside of the chosen background color will be considered content and restricted to the below-outlined percentages.
- 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
- - 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: Any number of painted colors that are clearly separated with no blending or shading between them
- - 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)
- Colossal analyzed dozens of historic signs 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)

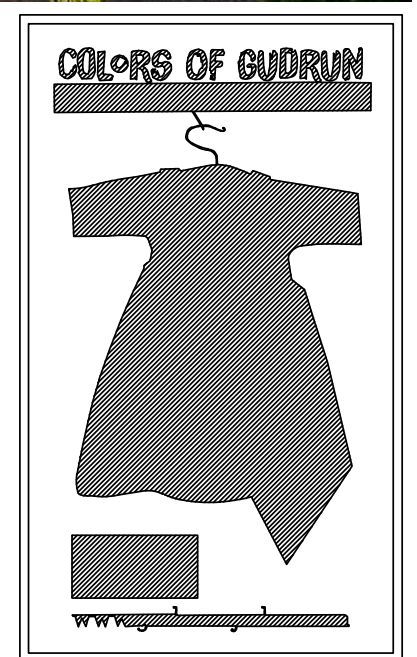


GRAPHIC

- 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: 60 Grand St
CLIENT: McCallan
LPC ATP: 15-2054



APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 305 Canal St
CLIENT: Mailchimp
LPC ATP: 19-18369



APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 140 Grand St

CLIENT: Bacardi

LPC ATP: 19-20151

