MASTER PLAN

393 WEST BROADWAY
NEW YORK, NEW YORK
BLOCK 487 LOT 15

Propose 15.7' H x 21.0' W
330 Square Foot Painted Wall Sign
Sign to Face North

Angel Media Company
302 Fifth Avenue, Penthouse
New York, NY 10001

PH: 212-842-9153
WWW. ANGELMEDIACO.COM

Contact: Albert c. Beyda
(C) 917-698-1510

Engineer: Jere Murdoch, PE
Murdoch Engineering
NY Lic. # 89862

PROJECT DESCRIPTION
PROPOSED MASTER PLAN
PAINTED ADVERTISING SIGN
393 WEST BROADWAY
NEW YORK, NY
BLOCK 487 LOT 15

REV.	DATE	DESCRIPTION	BY	CHK'D

REVISIONS

MURDOCH ENGINEERING
SIGN STRUCTURE PROFESSIONALS
2 HUMMINGBIRD CT. - HOWELL, NJ 07731
Phone: 973-570-8215
Email: jerem@murdochengineering.com
Web: www.murdochengineering.com

SEAL Jere Murdoch, P.E.
NY Lic. # 50214

393 W. BROADWAY
NEW YORK, NY

DATE ISSUED: 1/ 2 7/ 2016

BLOCK	LOT
487	16
MAP	ZONE
12A	M1-5A

DWG. NO:

SHEET
PAGE 1

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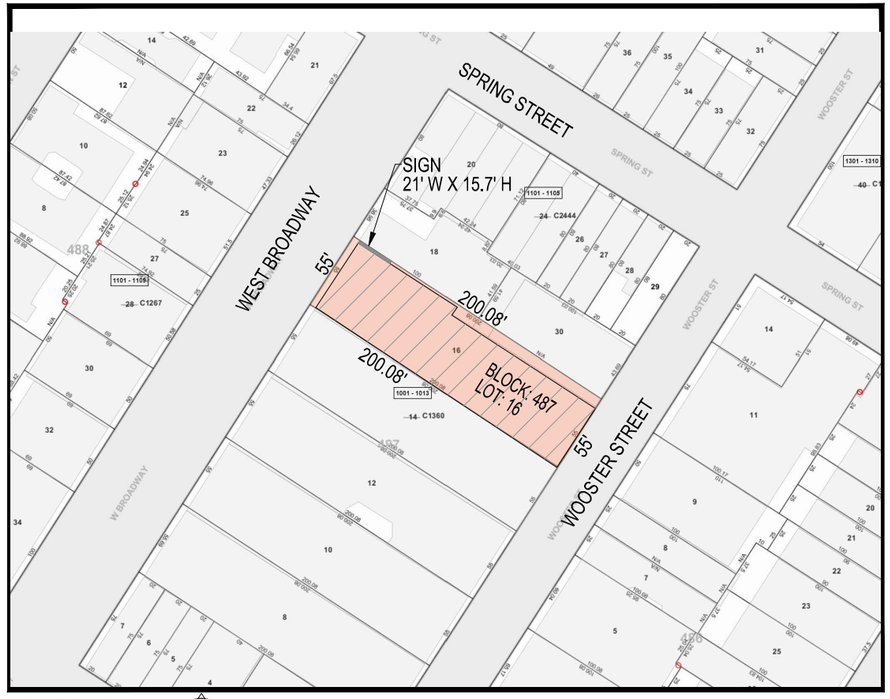
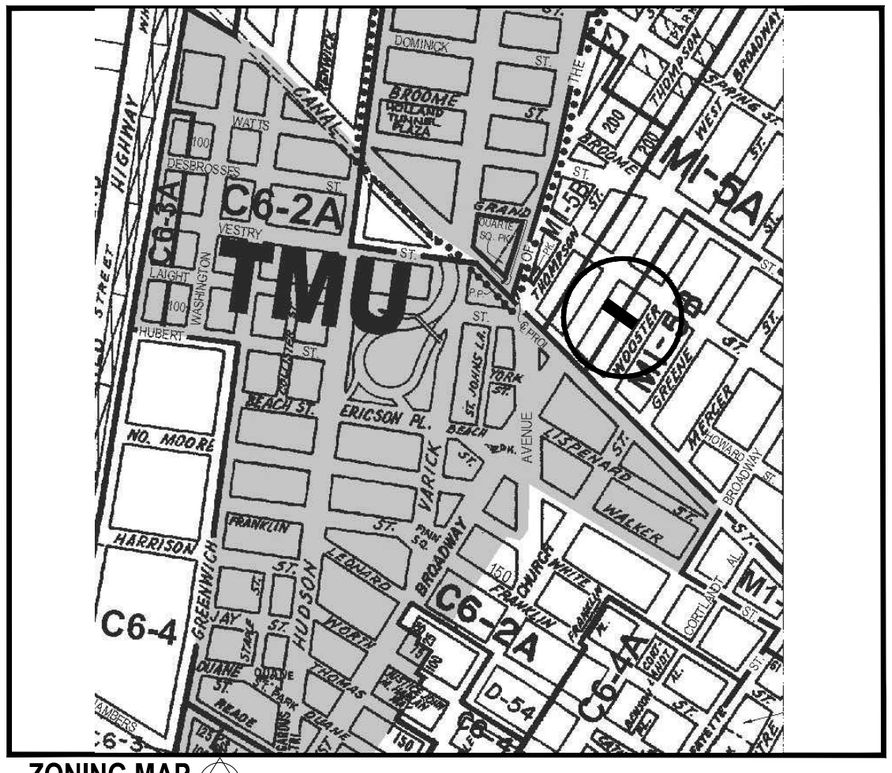


SITE PLAN
SCALE: 1" = 60'



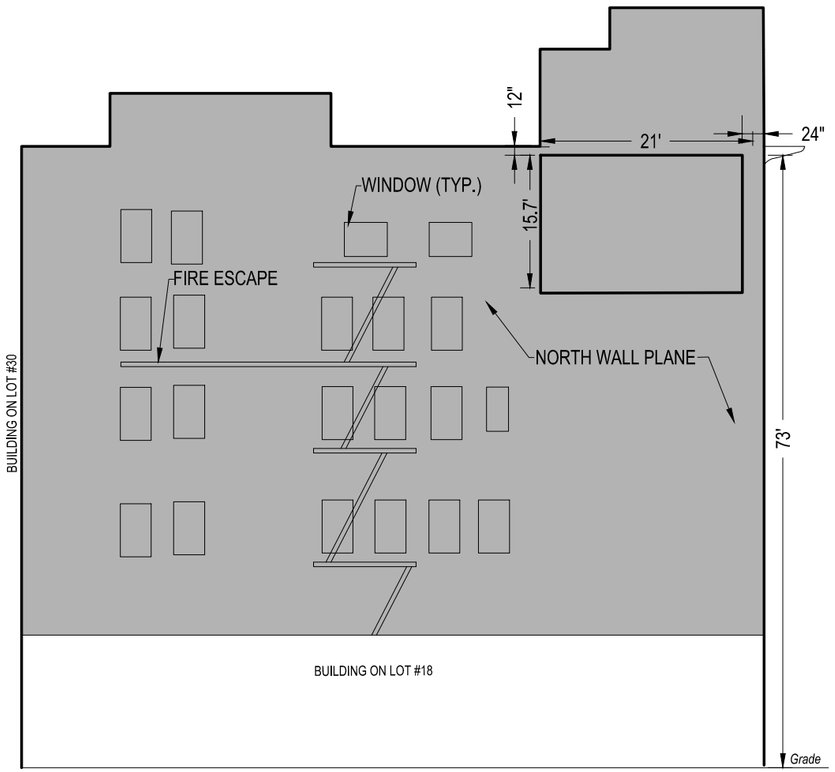
ZONING MAP
SCALE: N.T.S.

ZONING INFORMATION: M1-5A
MAXIMUM ALLOWABLE SIGN AREA (42-532)
55' FRONTAGE (WEST BROADWAY) X 6 = 330 S.F.
55' FRONTAGE (WOOSTER) X 6 = 330 S.F.
330 S.F. + 330 S.F. = 660 S.F. MAXIMUM ALLOWABLE SIGN AREA

LESS, EXISTING ACCESSORY SIGN AREA = 0 S.F. (NO ACCESSORY SIGNS)
ACTUAL ALLOWABLE SIGN AREA = 660 S.F. - 0 S.F. = 660 S.F.

PROPOSED SIGN AREA
SIGN - NON ILLUMINATED (PAINTED) 21' X 15.7' = 330 **S.F.** < 630S.F.; COMPLIES

ALLOWABLE HEIGHT (42-543)
MAXIMUM ALLOWABLE HEIGHT (NON-ILLUMINATED) = 75 FEET
PROPOSED HEIGHT = 73 FEET < 75 FEET; COMPLIES



NORTH ELEVATION - LOOKING SOUTH
SCALE : 3/4" = 12'

SIGN SPACE COMPONENTS:

15.7' HIGH BY 21' WIDE

330 SQ FT TOTALING 6.4% OF FACADE
(SURFACE AREA OF FACADE = 5,150 sq ft)

SETBACK FROM ROOF LINE AND PRIMARY FACADE

DOES NOT ENCOMPASS ARCHITECTURAL FEATURES OR WINDOWS

FACING [NORTH] TOWARDS THE BOUNDARY OF THE CAST-IRON DISTRICT

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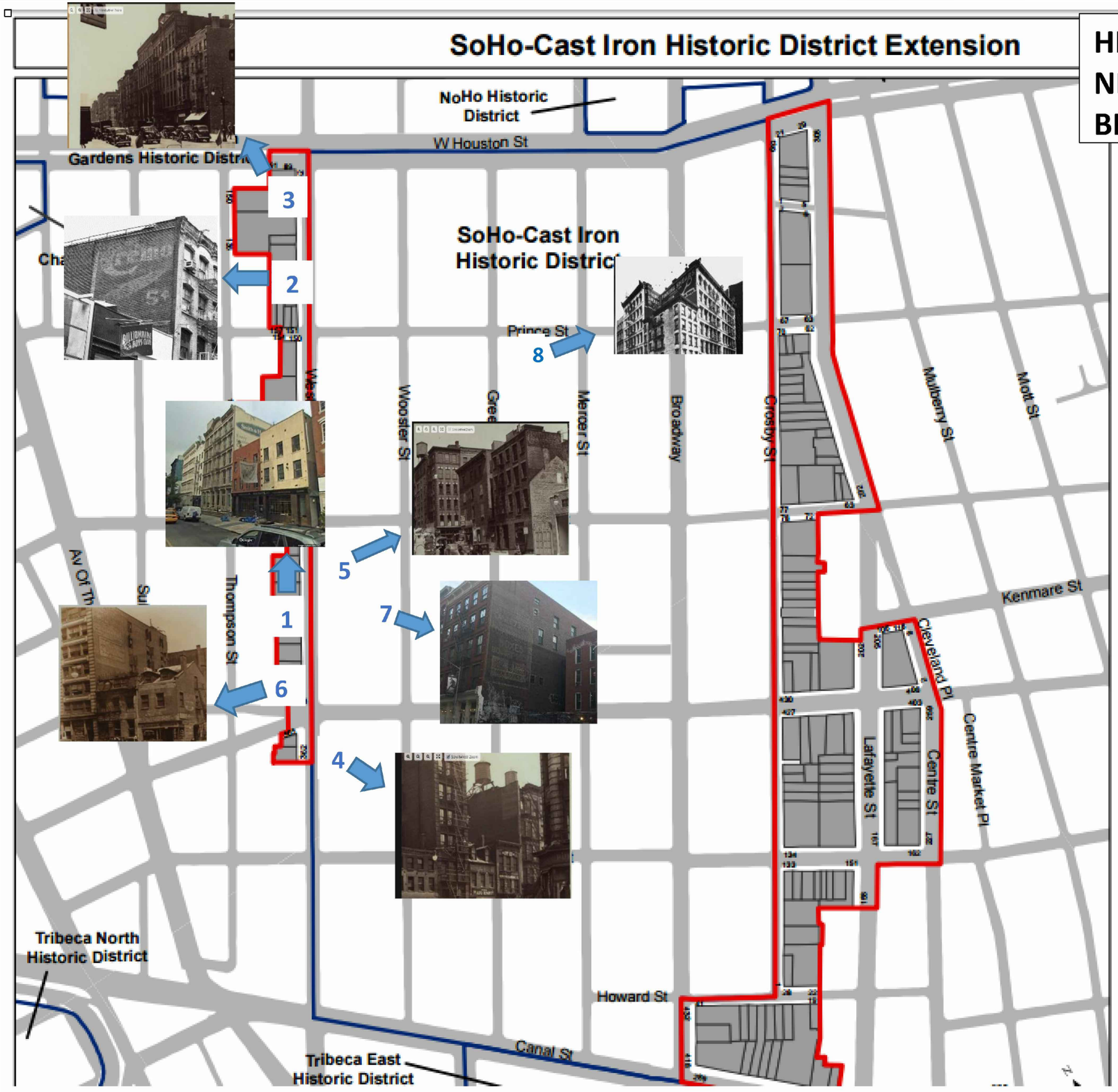
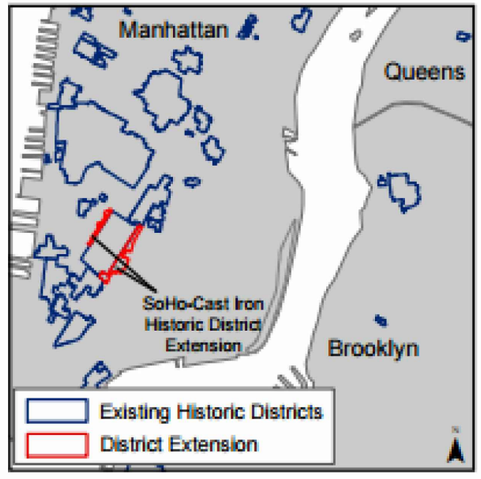
HISTORICAL SIGNAGE NEAR 393 WEST BROADWAY



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



NYC
Landmarks Preservation Commission

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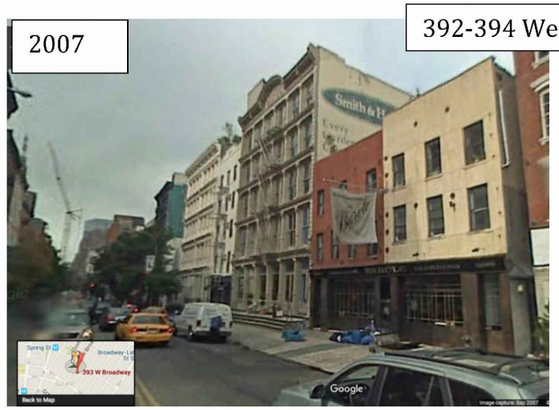
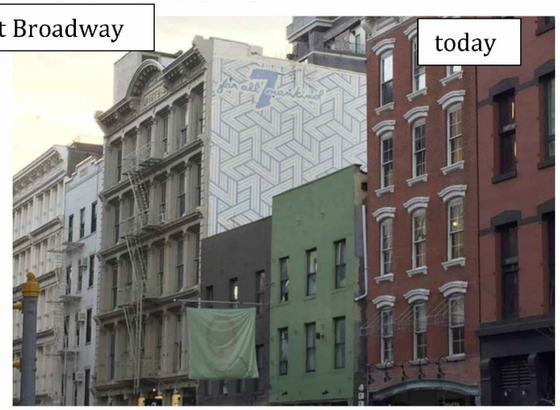
WEST BROADWAY; A HISTORY OF SIGNAGE

392-394 West Broadway

2007

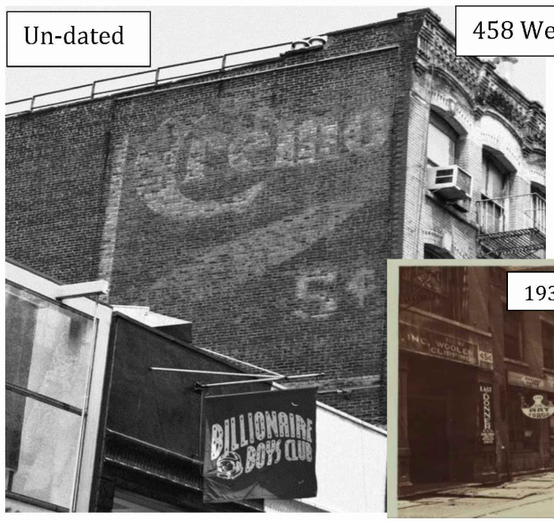


today



458 West Broadway

Un-dated



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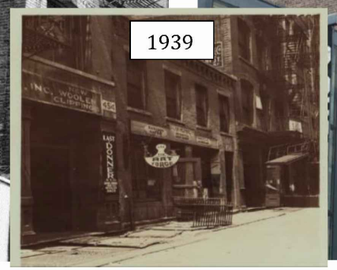
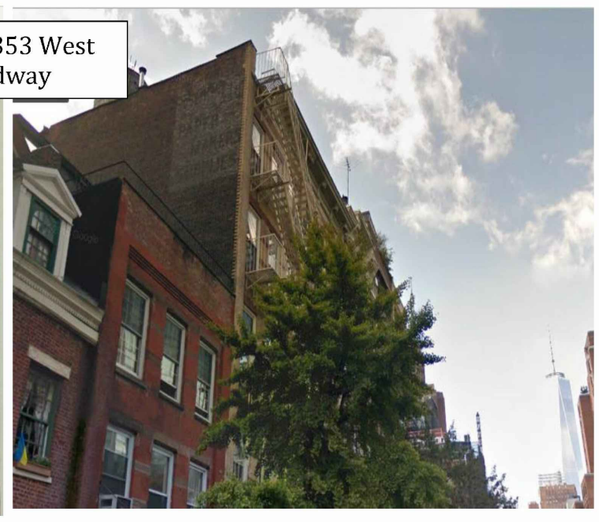


today

351-353 West Broadway

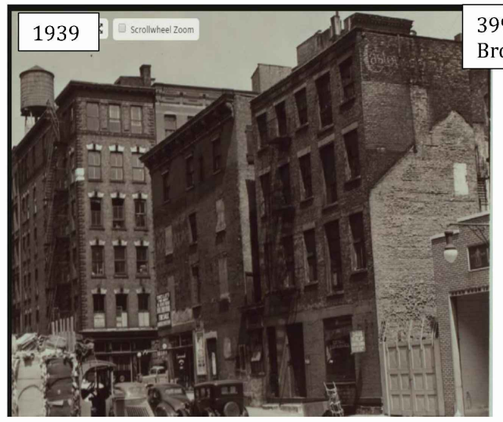
Items › Manhattan: West Broadway - Broome Street

1939



399-401 West Broadway

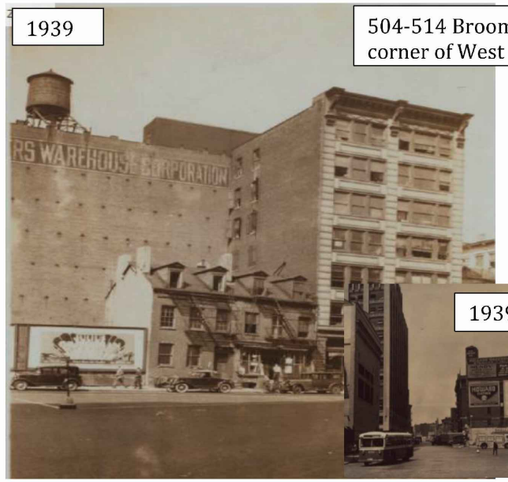
1939



today

504-514 Broome at corner of West Broadway

1939



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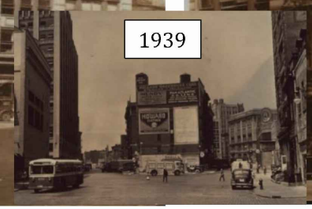

1939

474-478 West Broadway

1939

today

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Murdoch Engineering
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PROJECT DESCRIPTION
PROPOSED MASTER PLAN
PAINTED ADVERTISING SIGN
393 WEST BROADWAY
NEW YORK, NY
BLOCK 487 LOT 15

REVISIONS

REV	DATE	DESCRIPTION	BY	CHKD

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393 W. BROADWAY
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DATE ISSUED: 1/27/2016

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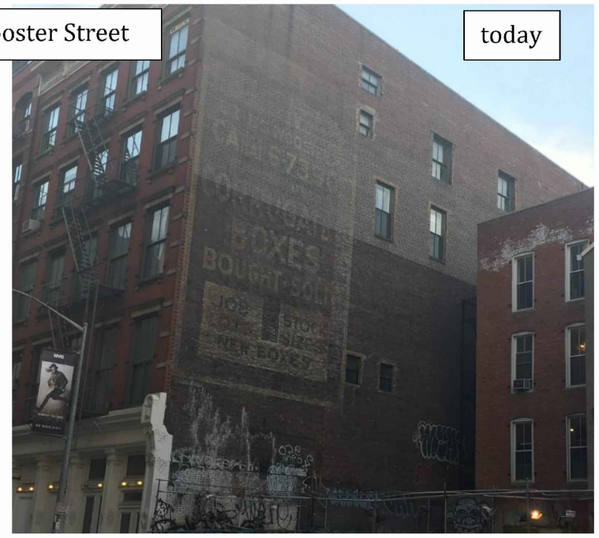
PAGE 4

83-85 Wooster Street



102 Prince @ Greene

"Broadway has long been important as a commercial artery, West Broadway was important as an industrial street. The warehouses and factories that line it reflect this difference..." **(Excerpt from LPC designation, August 14, 1973**

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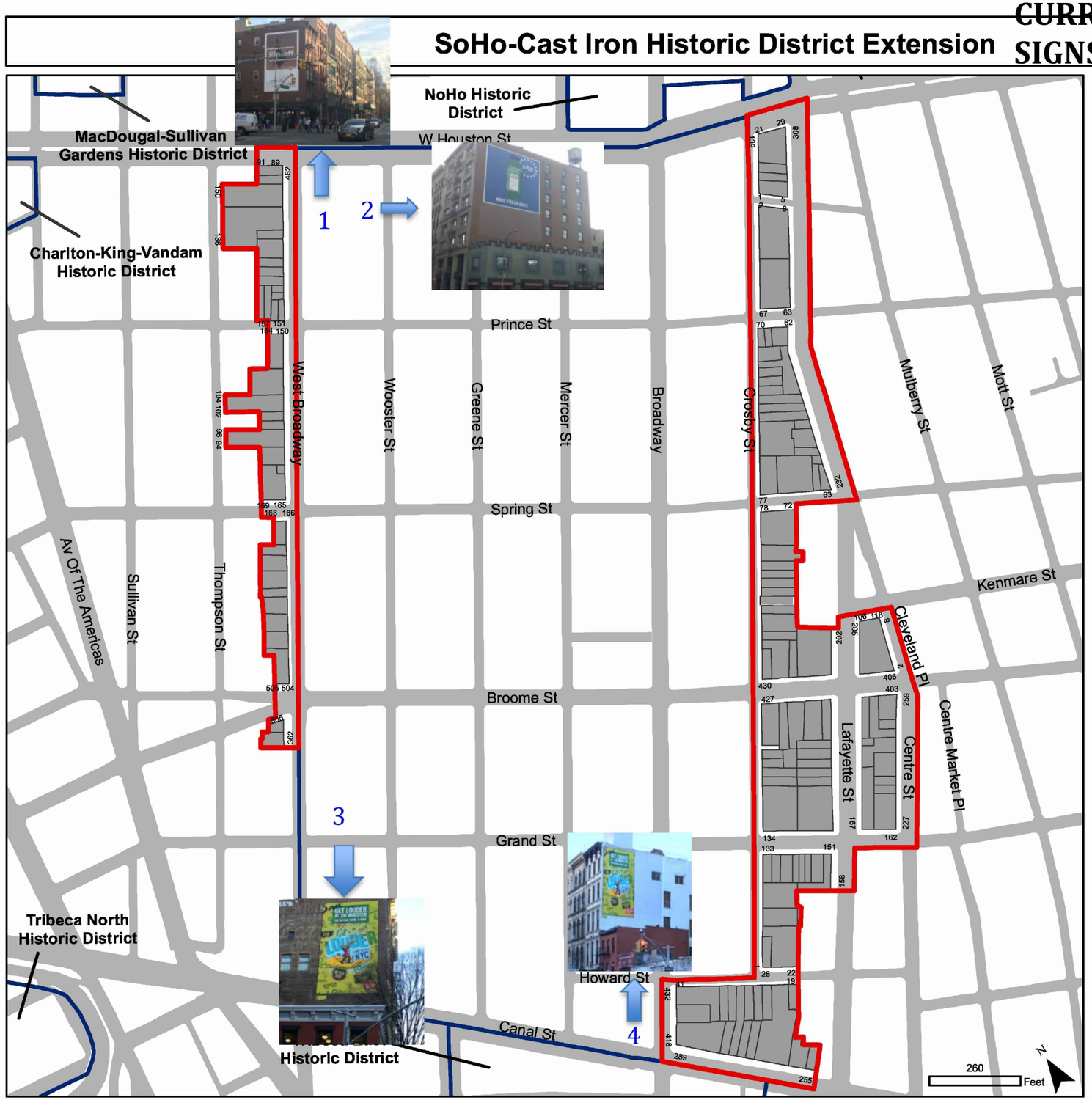
CURRENTLY APPROVED SIGNS

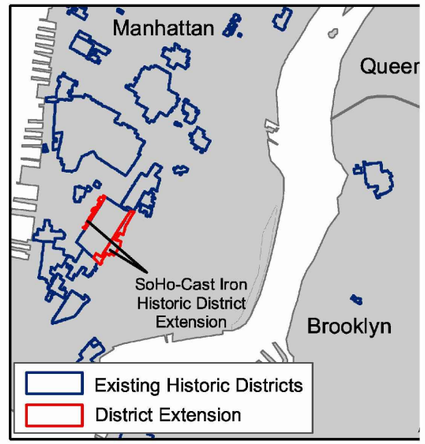
SoHo-Cast Iron Historic District Extension



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

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

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



NYC™
Landmarks Preservation Commission

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PAINTED ADVERTISING SIGN
393 WEST BROADWAY
NEW YORK, NY
BLOCK 487 LOT 15

REV	DATE	DESCRIPTION	BY	CHKD
		REVISIONS		

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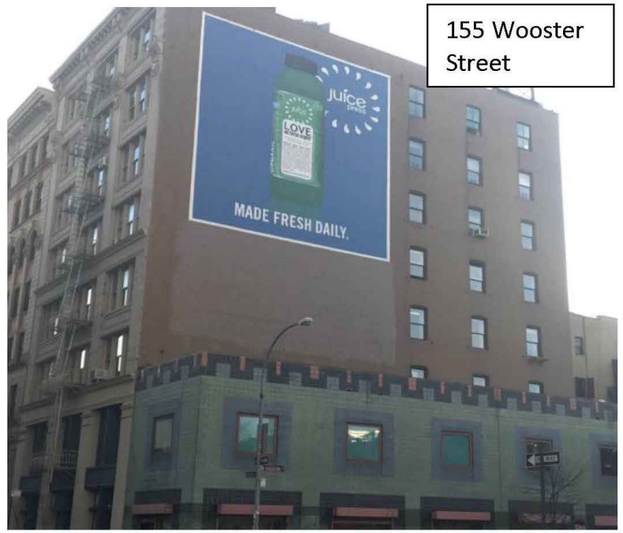
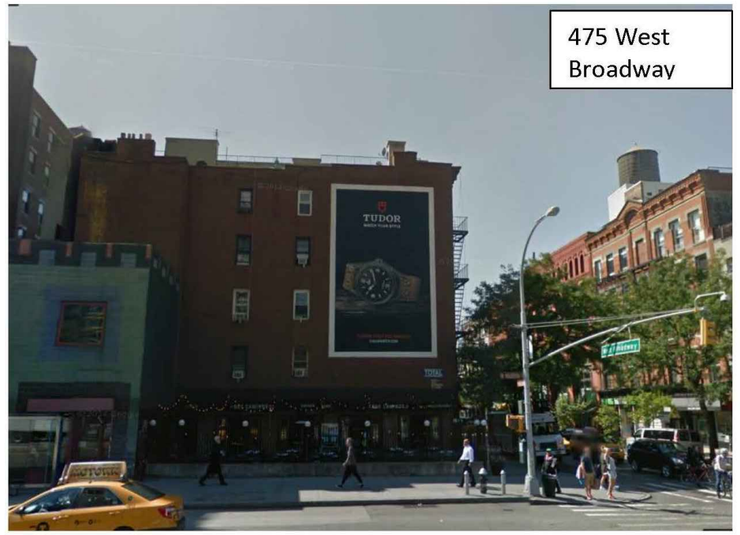
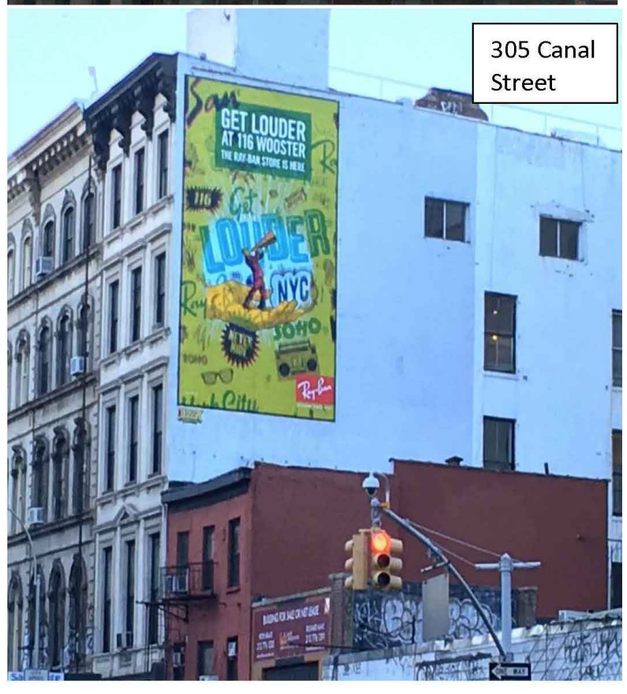


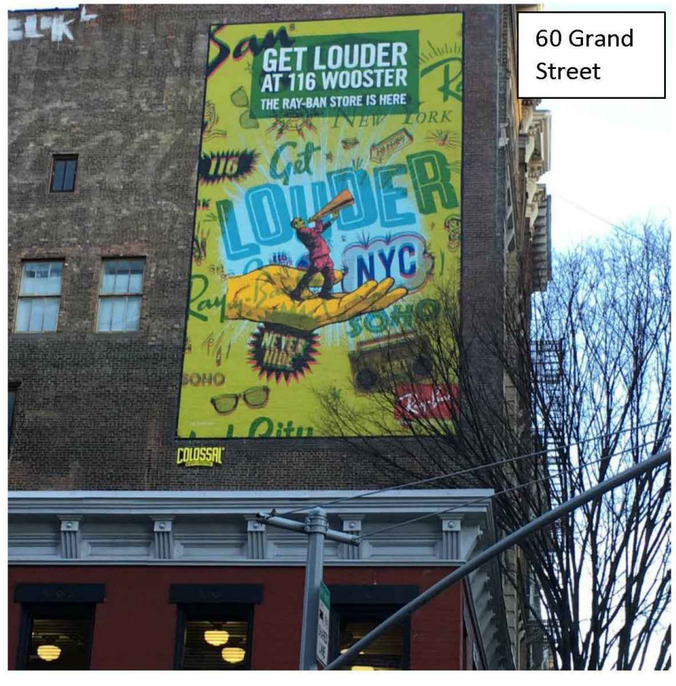
155 Wooster Street



475 West Broadway



305 Canal Street



60 Grand Street

CURRENTLY APPROVED SIGNS

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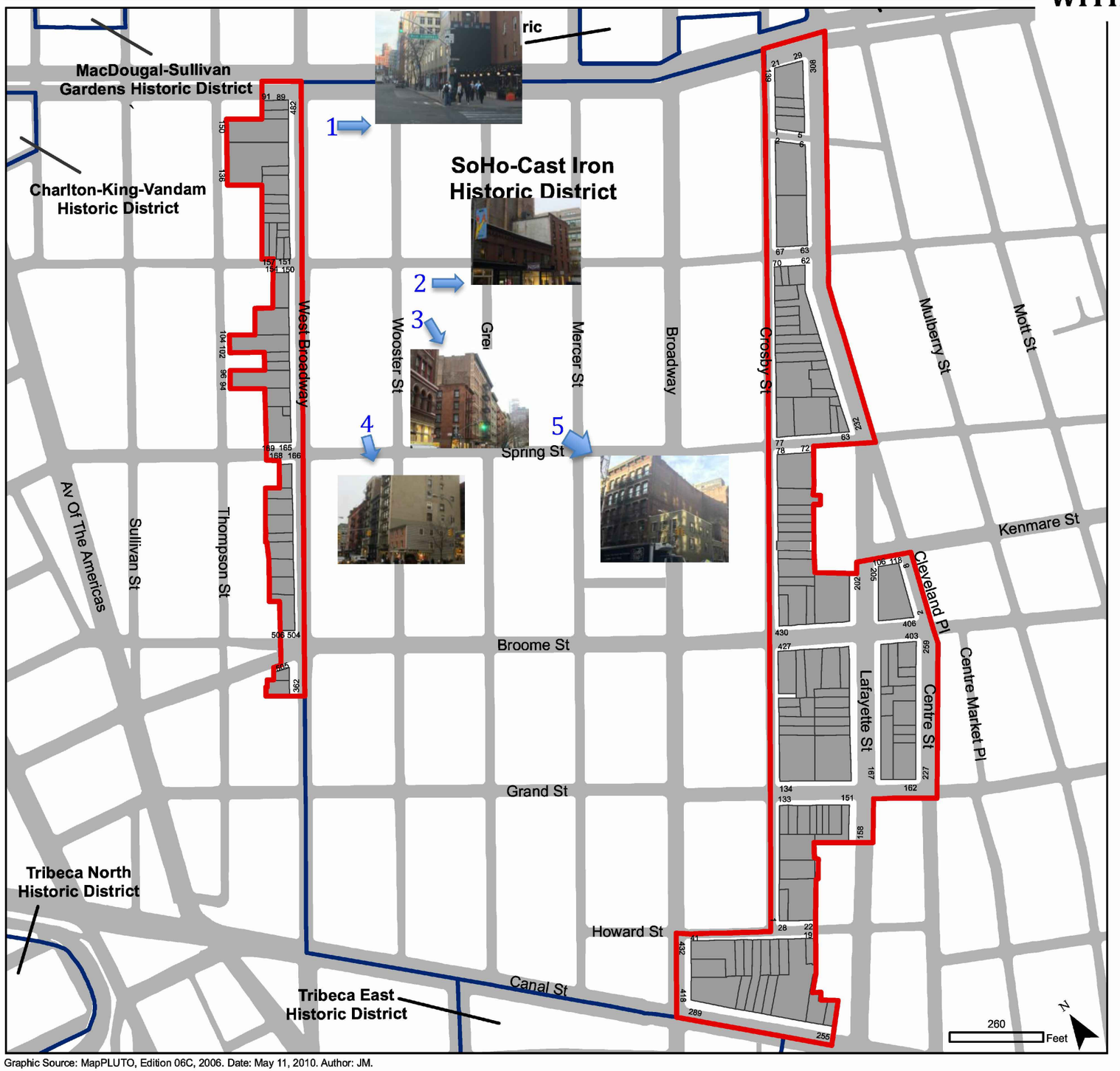
SoHo-Cast Iron Historic District Extension



Graphic Source: MapPLUTO, Edition 06C, 2006. Date: May 11, 2010. Author: JM.

CANDIDATE WALLS WITHOUT CURRENT SIGNAGE

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

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

- Boundary of Existing Districts
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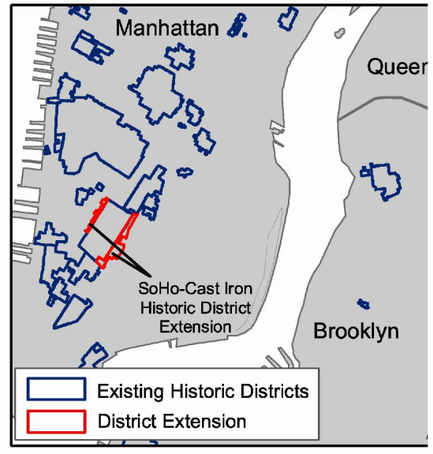

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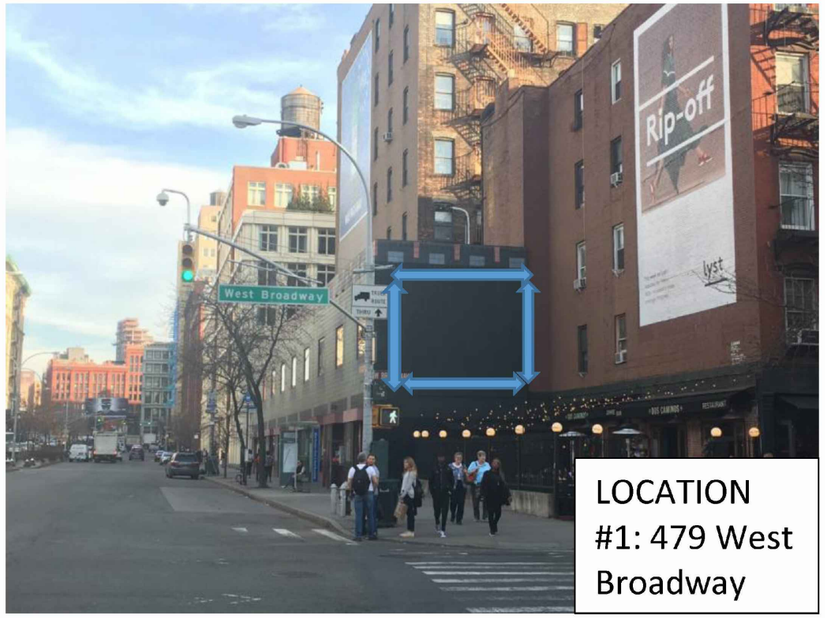
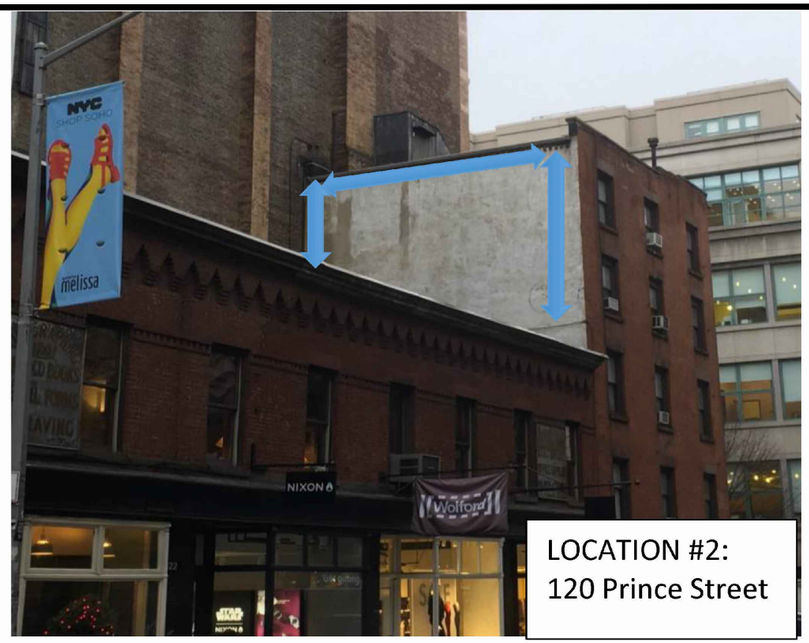


LOCATION #1: 479 West Broadway



LOCATION #2: 120 Prince Street

LOCATION #3: 120 Wooster Street

LOCATION # 4: 145 Spring Street;

LOCATION #5: 109 Spring Street

Candidate Walls without Current Signage

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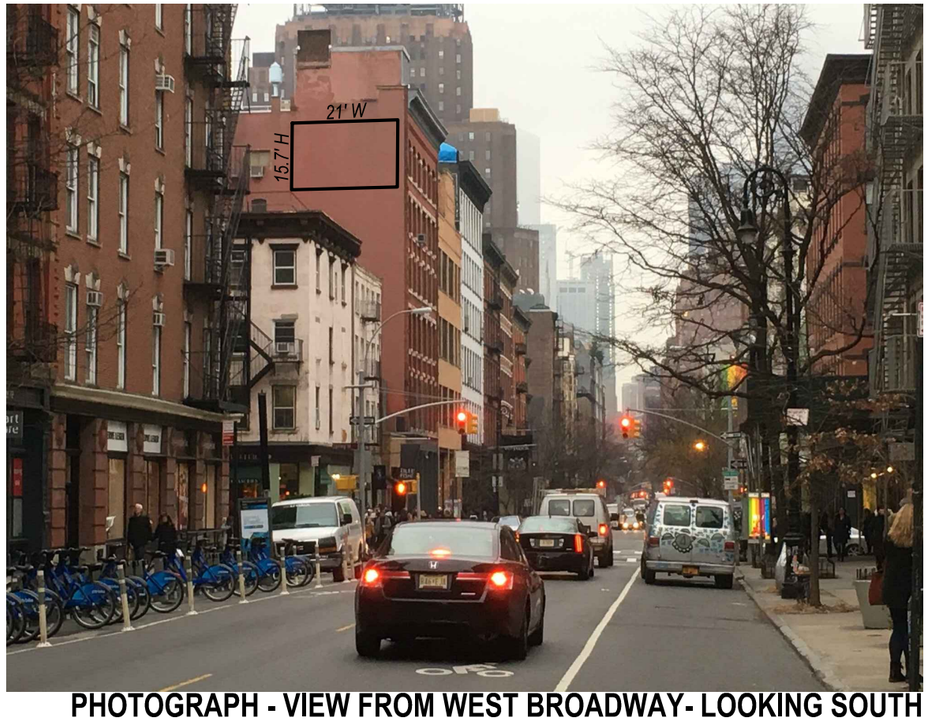
PAGE 9

PHOTOGRAPH - VIEW FROM SPRING STREET - EAST BOUND

PHOTOGRAPH - VIEW FROM WEST BROADWAY - SOUTH BOUND

Proposed Painted Advertising Sign Photographs



PHOTOGRAPH - VIEW FROM WEST BROADWAY- LOOKING SOUTH

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PROPOSED MASTER PLAN
PAINTED ADVERTISING SIGN
393 WEST BROADWAY
NEW YORK, NY
BLOCK 487 LOT 15

REV.	DATE	DESCRIPTION	BY	CHK'D

REVISIONS

MURDOCH ENGINEERING
SIGN STRUCTURE PROFESSIONALS
2 HUMMINGBIRD CT. - HOWELL, NJ 07731
Phone: 973-570-8215
Email: jerem@murdochengineering.com
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SEAL Jere Murdoch, P.E.
NY Lic. # 50214

393 W. BROADWAY
NEW YORK, NY

DATE ISSUED: 1/ 2 7/ 2016

BLOCK	LOT
487	16
MAP	ZONE
12A	M1-5A

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

Secondary Facade of 393 West Broadway [facing North]

Background of sign shall be limited to a single color

Sign space shall be distinguished from surrounding facade by either a black or white colored border or background color different from the surrounding area

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)

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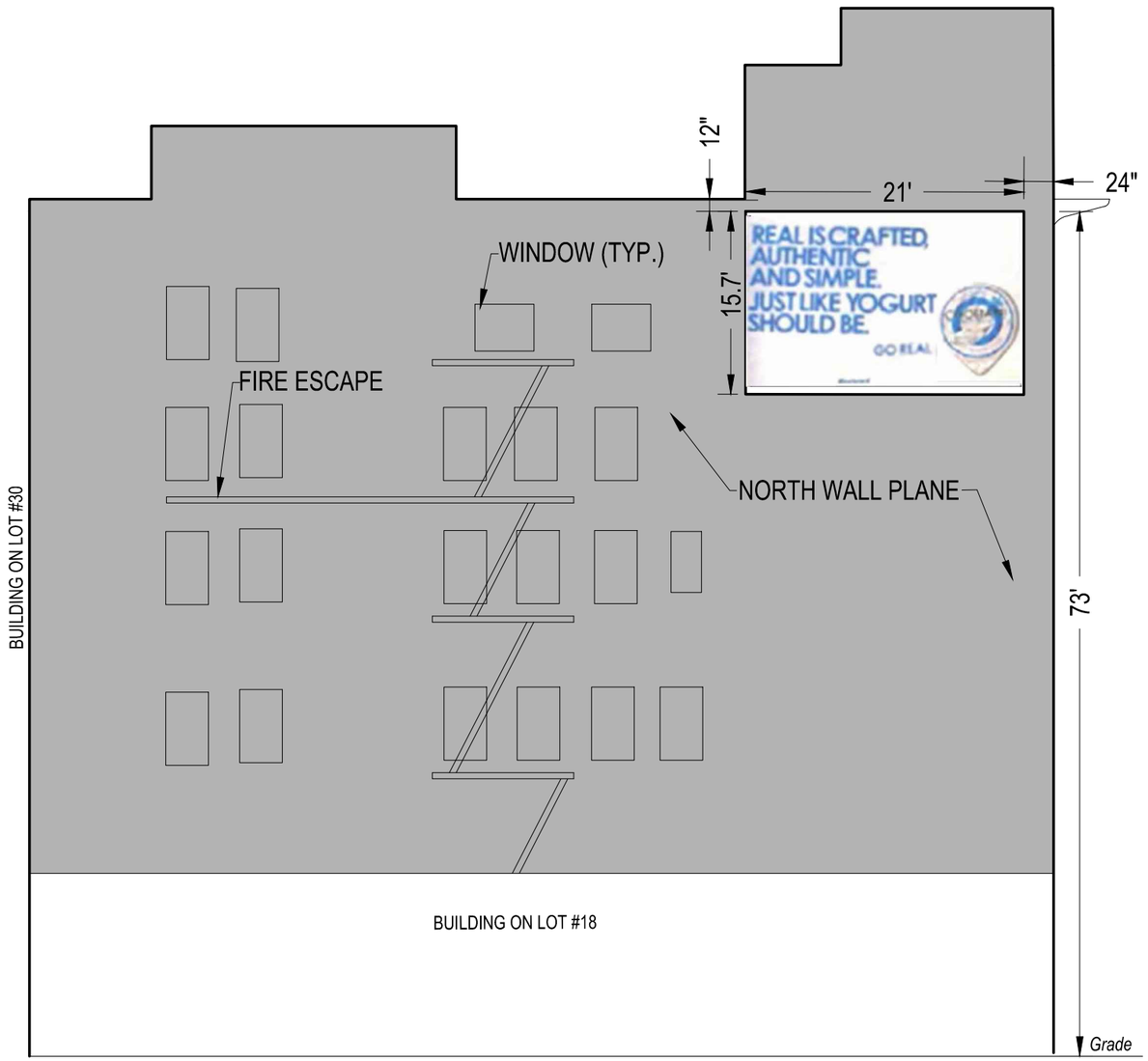
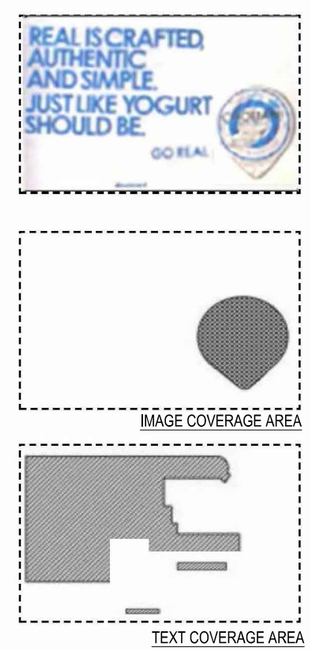
Example Sign Matching the Proposed Criteria - Graphic Sign, Less Than 5 Colors



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

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 50 %
2. IMAGE COVERAGE IS 14%
3. TEXT COVERAGE IS 36%
4. ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. PAINTED COLORS CLEARLY SEPARATED = YES



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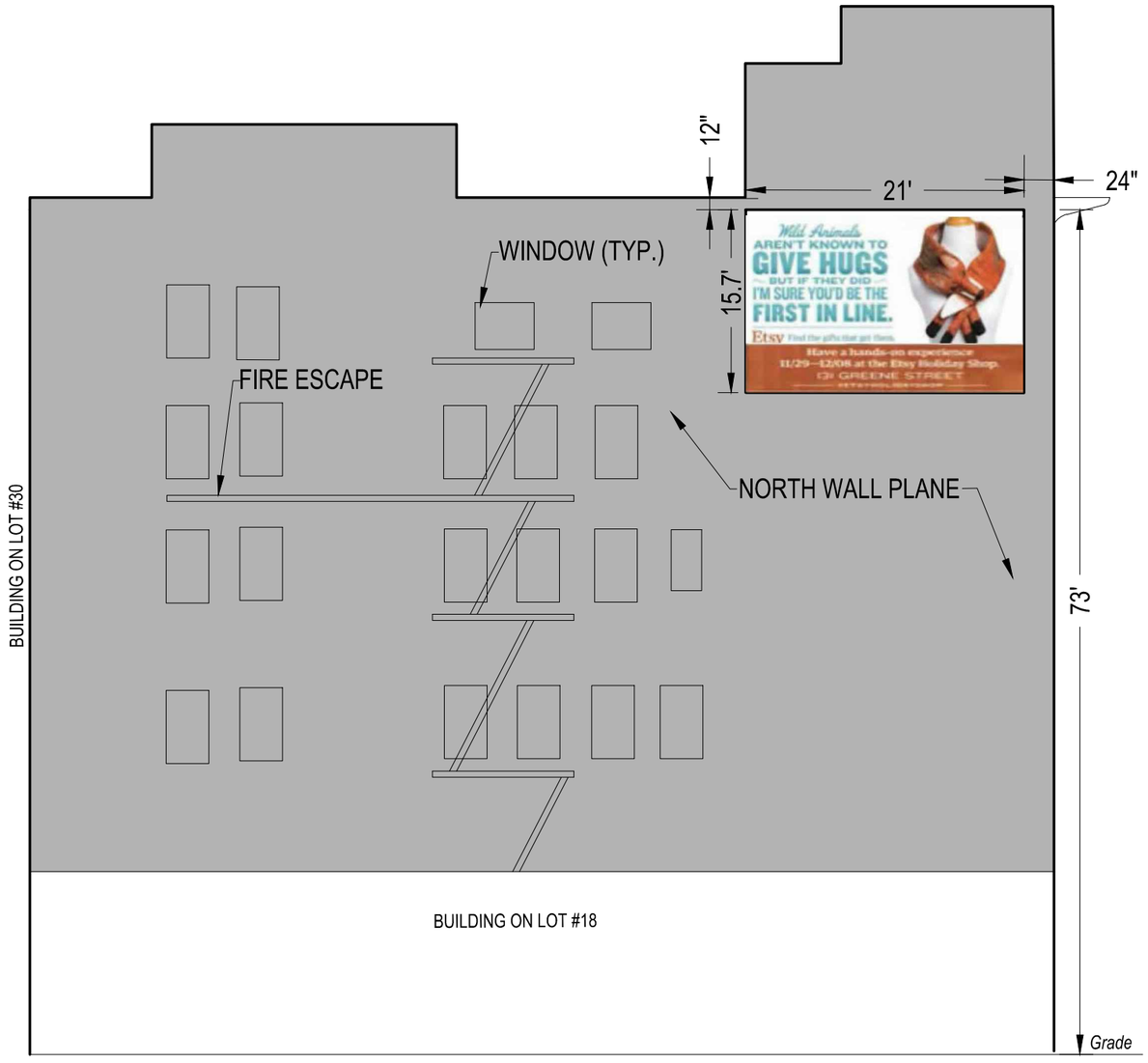
Example Sign Matching the Proposed Criteria - Graphic Sign, Less Than 5 Colors



SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, Less Than 5 Colors

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 53.0%
2. IMAGE COVERAGE IS 30.9%
3. TEXT COVERAGE IS 22.1%
4. ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. PAINTED COLORS CLEARLY SEPARATED = YES

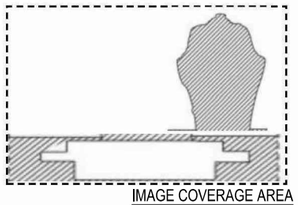
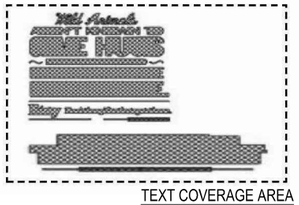


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

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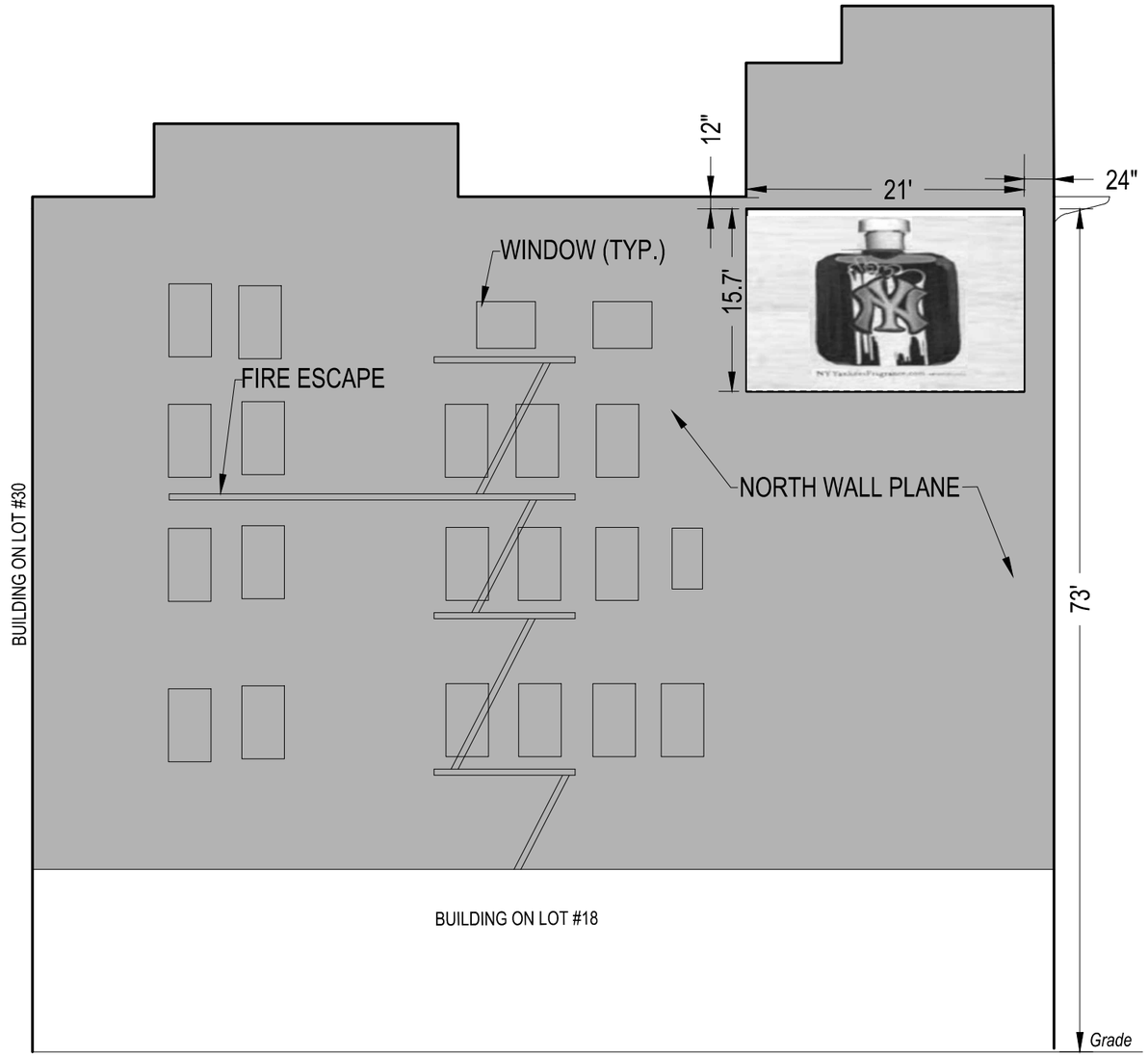
Example Sign Matching the Proposed Criteria - Photorealistic, Black and White



SIGN TYPE: PHOTOREALISTIC, BLACK AND WHITE

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 47%
2. IMAGE COVERAGE IS 45%
3. TEXT COVERAGE IS 2%
4. ONE SOLID BACKGROUND COLOR = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. REPRODUCTION OF AN IMAGE UTILIZING SHADING TO ACHIEVE PHOTOGRAPHIC QUALITY = YES

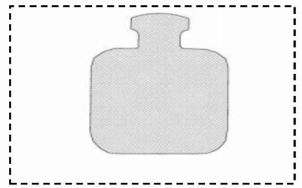
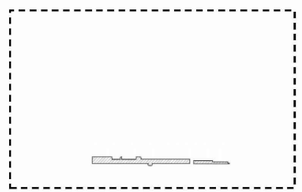


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

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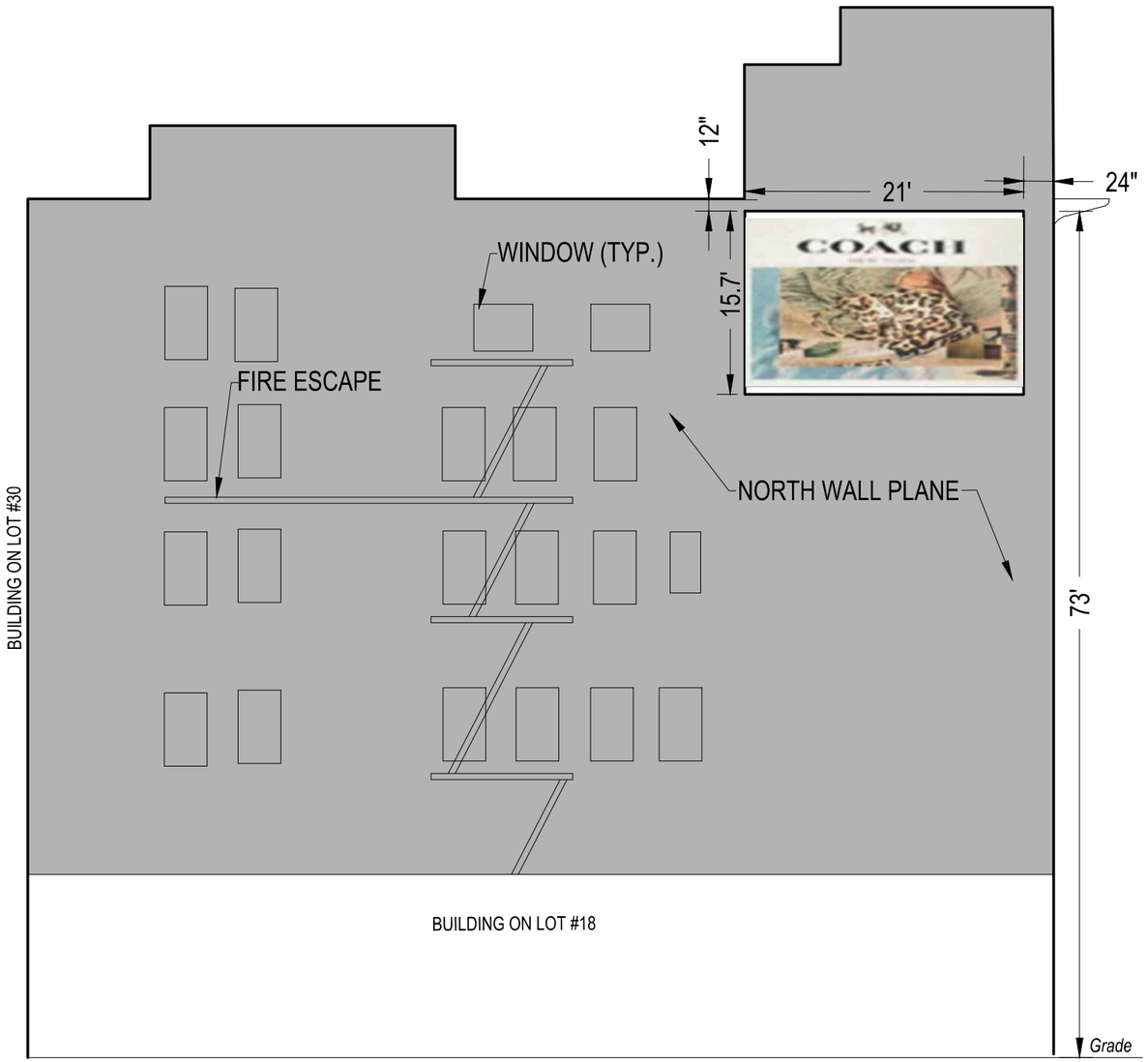
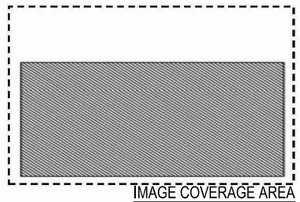
Example Sign Matching the Proposed Criteria - Graphic, Less Than 5 Colors



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

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 55.5%
2. IMAGE COVERAGE IS 50.6%
3. TEXT COVERAGE IS 4.9%
4. ONE BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. PAINTED COLORS CLEARLY SEPARATED = YES



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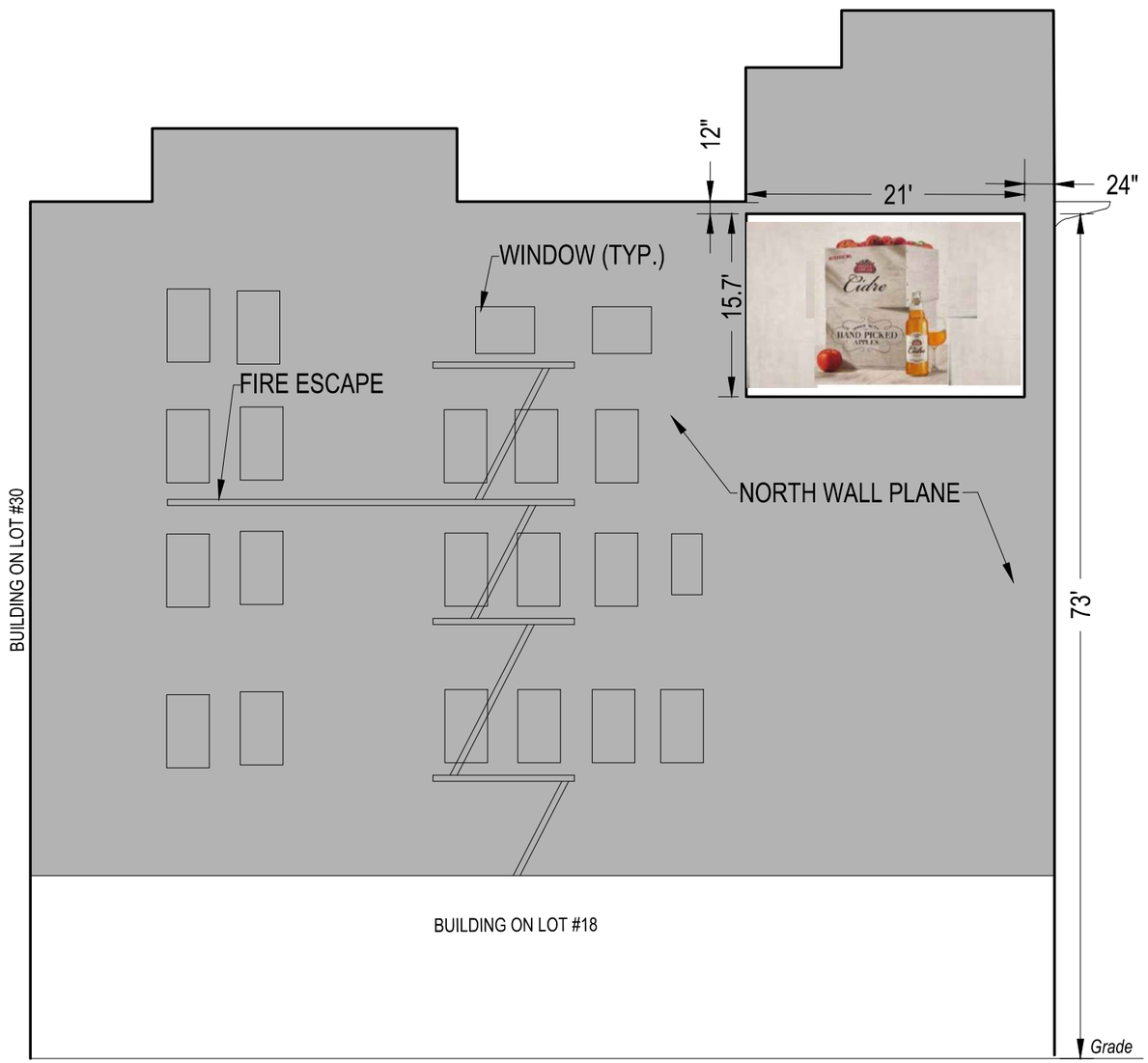
Example Sign Matching the Proposed Criteria - Photorealistic, Color



SIGN TYPE: PHOTOREALISTIC, COLOR

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 33.7%
2. IMAGE COVERAGE IS 29.8%
3. TEXT COVERAGE IS 3.9%
4. ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. REPRODUCTION OF AN IMAGE UTILIZING SHADING TO ACHIEVE PHOTOGRAPHIC QUALITY = YES

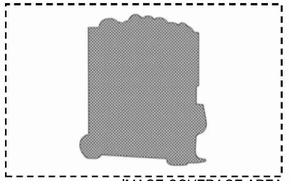


IMAGE COVERAGE AREA

TEXT COVERAGE AREA

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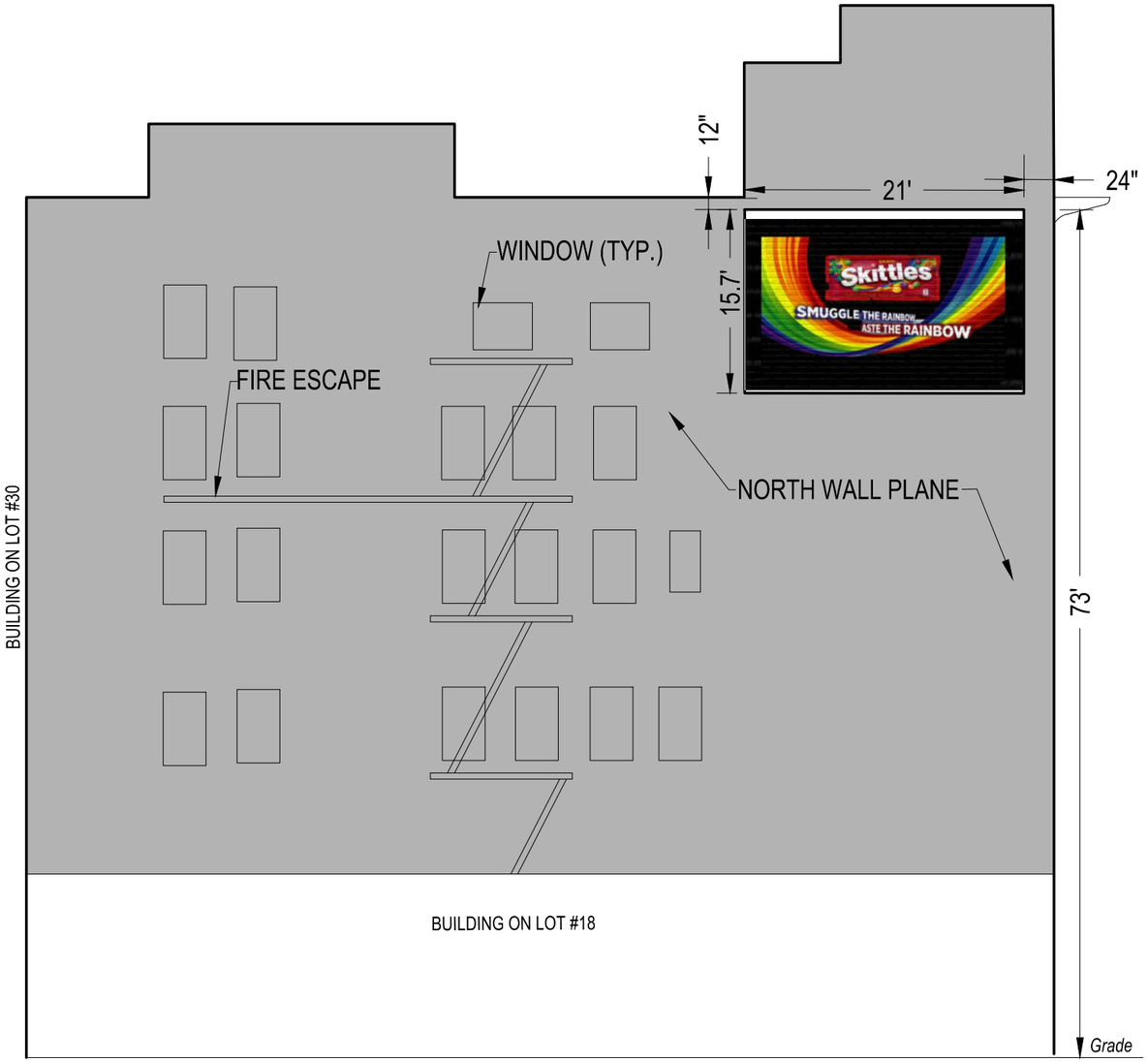
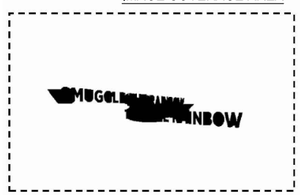
Example Sign Matching the Proposed Criteria - Graphic, More Than 5 Colors



SIGN TYPE: GRAPHIC, MORE THAN 5 COLORS

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 38.3%
2. IMAGE COVERAGE IS 33.1 %
3. TEXT COVERAGE IS 5.2 %
4. ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. REPRODUCTION OF AN IMAGE UTILIZING SHADING TO ACHIEVE PHOTOGRAPHIC QUALITY = YES

IMAGE COVERAGE AREA



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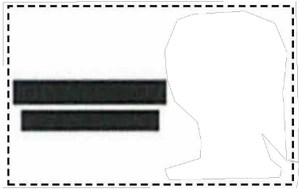
Example Sign Matching the Proposed Criteria - Photorealistic, Color

SIGN TYPE: PHOTOREALISTIC, COLOR

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 39.8%
2. IMAGE COVERAGE IS 33.4 %
3. TEXT COVERAGE IS 6.4 %
4. ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. REPRODUCTION OF AN IMAGE UTILIZING SHADING TO ACHIEVE PHOTOGRAPHIC QUALITY = YES

IMAGE COVERAGE AREA



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