

# MASTER PLAN

**490 LAGUARDIA PL  
NEW YORK, NY 10012**

**Proposed 6'6"H x 22'W  
226 Square Foot Painted Wall Sign  
Sign to Face East**

Seen Outdoor Media  
42 West St, Suite 401  
Brooklyn, NY 11222

PH: 929.337.9057 x 605  
www.seenoutdoor.com

Contact: Jason Medrano  
(P): 929.337.9057 x 605

Jacqueline  
Peu-Duvalon  
Historic Preservation  
Consulting

(P): 917.612.2909  
jackie@jpdpreservation.com

**PROJECT DESCRIPTION**  
PROPOSED MASTER PLAN  
PAINTED ADVERTISEMENT SIGN  
490 LAGUARDIA PL,  
NEW YORK, NY 10012

**AR ARCHITECT P.C.**  
58-26 Roosevelt Ave, 2nd floor Woodside, NY 11377  
Tel: 718-565 5395 e-mail: ararchitect07@yahoo.com



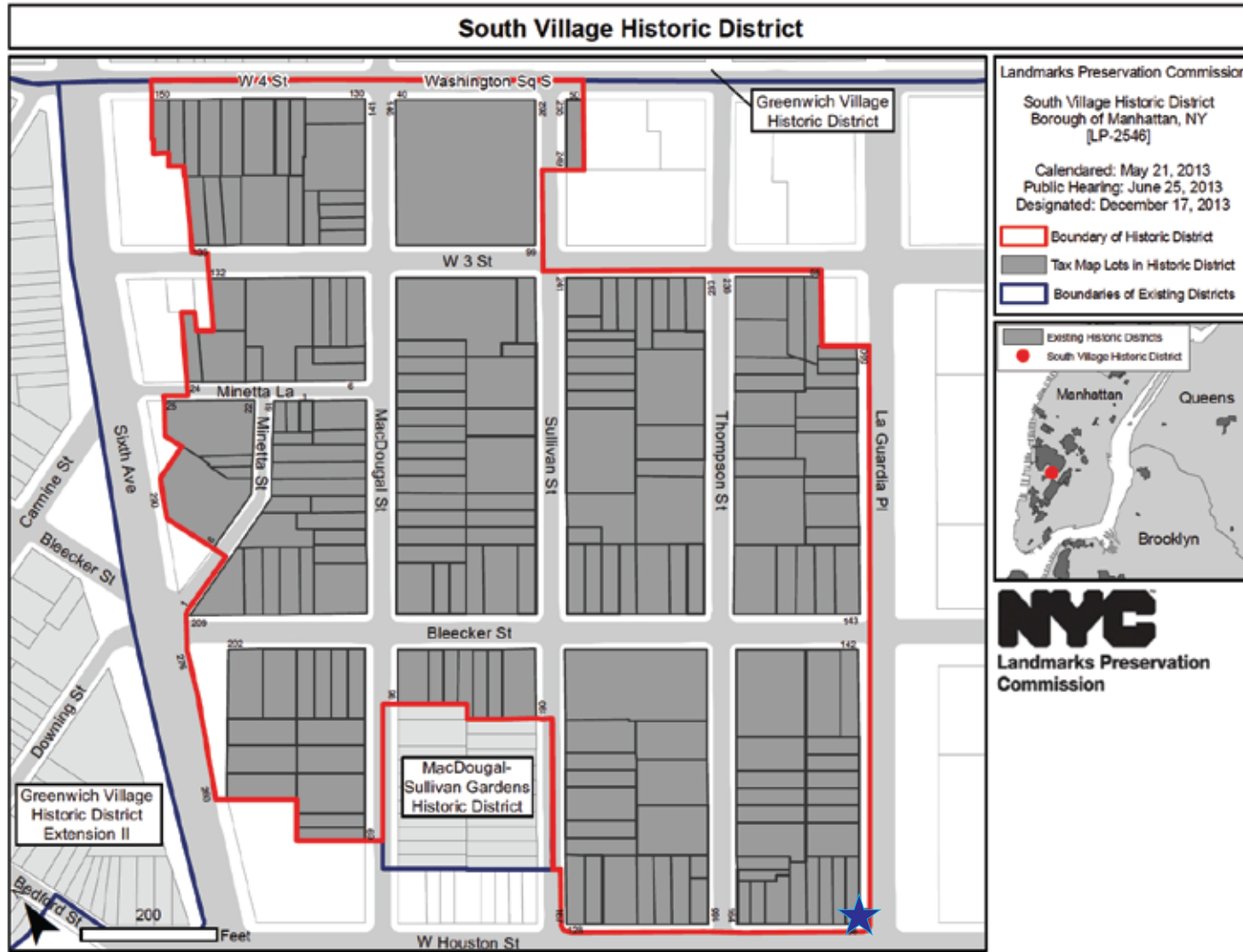
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BLOCK	LOT
525	56
MAP	ZONE
12C	C1-5

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# : Existing Condition



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# 490 LaGuardia Place: Historic Photos



490 LaGuardia Place, c. 1940 (Municipal Archives)



490 LaGuardia Place, c. 1960's (LPC Research file)

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# 490 LaGuardia Place: Historic Photos



490 LaGuardia Place, c. 1980



490 LaGuardia Place, designation photo, 2013.

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# 490 LaGuardia Place: Historic Neighborhood Context



383 Bleecker Street, c. 1940. (Municipal Archives)



Corner of Bleecker Street and Sixth Avenue, c. 1933 (P.L. Sperr)

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# 490 LaGuardia Place: Existing LPC Approved Master Plans



- ★ 60 Grand St
- ★ 305 Canal St
- ★ 155 Wooster St
- ★ 475 West Broadway

Existing Painted Wall Sign Master Plans in Near-By Historic District.

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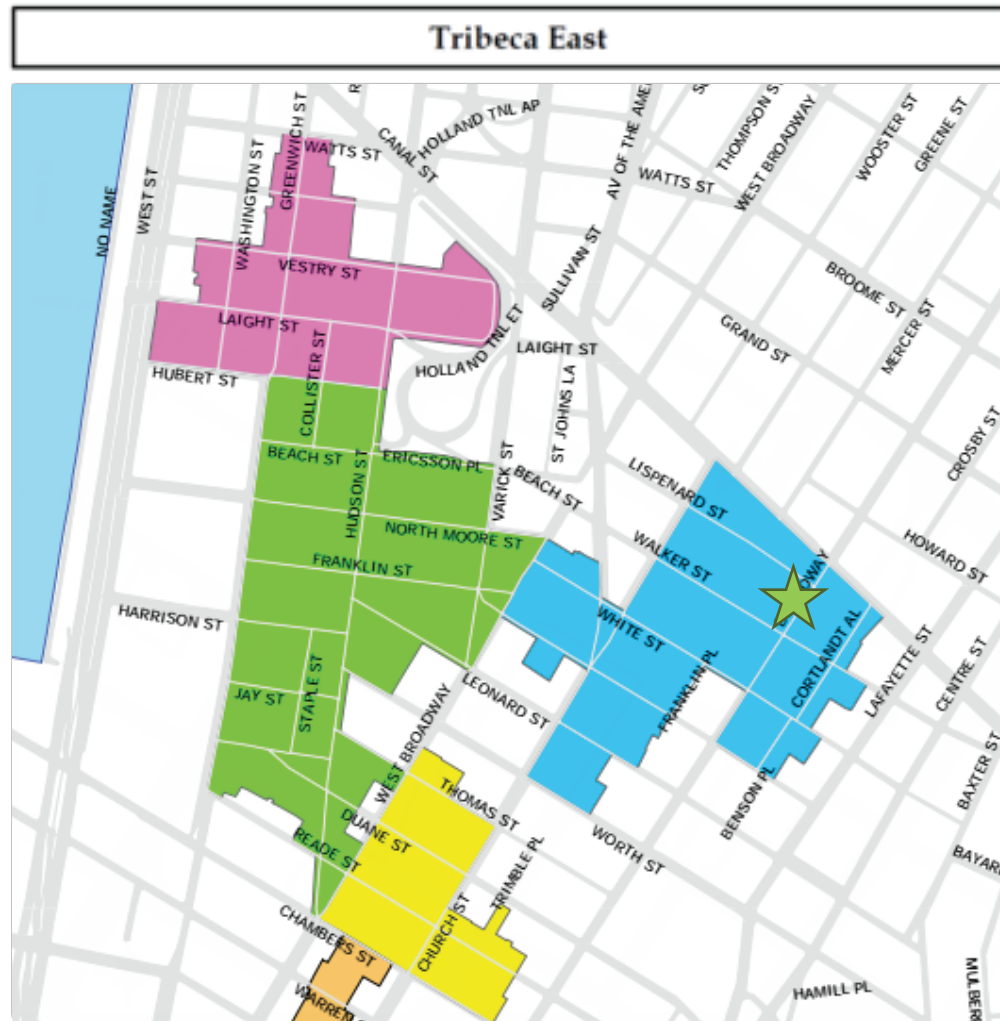
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# 490 LaGuardia Place: Existing LPC Approved Master Plans



★ 405 Broadway

Existing Painted Wall Sign Master Plans in Near-By Historic District.

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# 490 LaGuardia Place: Existing Condition



490 LaGuardia Place, viewed from West Houston St



490 LaGuardia Place, viewed from the East side of LaGuardia Place

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# 490 LaGuardia Place: Existing Condition



490 LaGuardia Place, existing painted wall sign

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# 490 LaGuardia Place: Neighborhood Context



490 LaGuardia Place, viewed across West Houston St

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## 490 LaGuardia Place: Neighborhood Context



108 W. Houston St. a/k/a 165 Thompson St. Painted wall sign on street elevation on Thompson St.

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## 490 LaGuardia Place: Neighborhood Context



View across W. Houston St. from 490 LaGuardia Pl. Painted wall signs at 475 and 480 W. Broadway.

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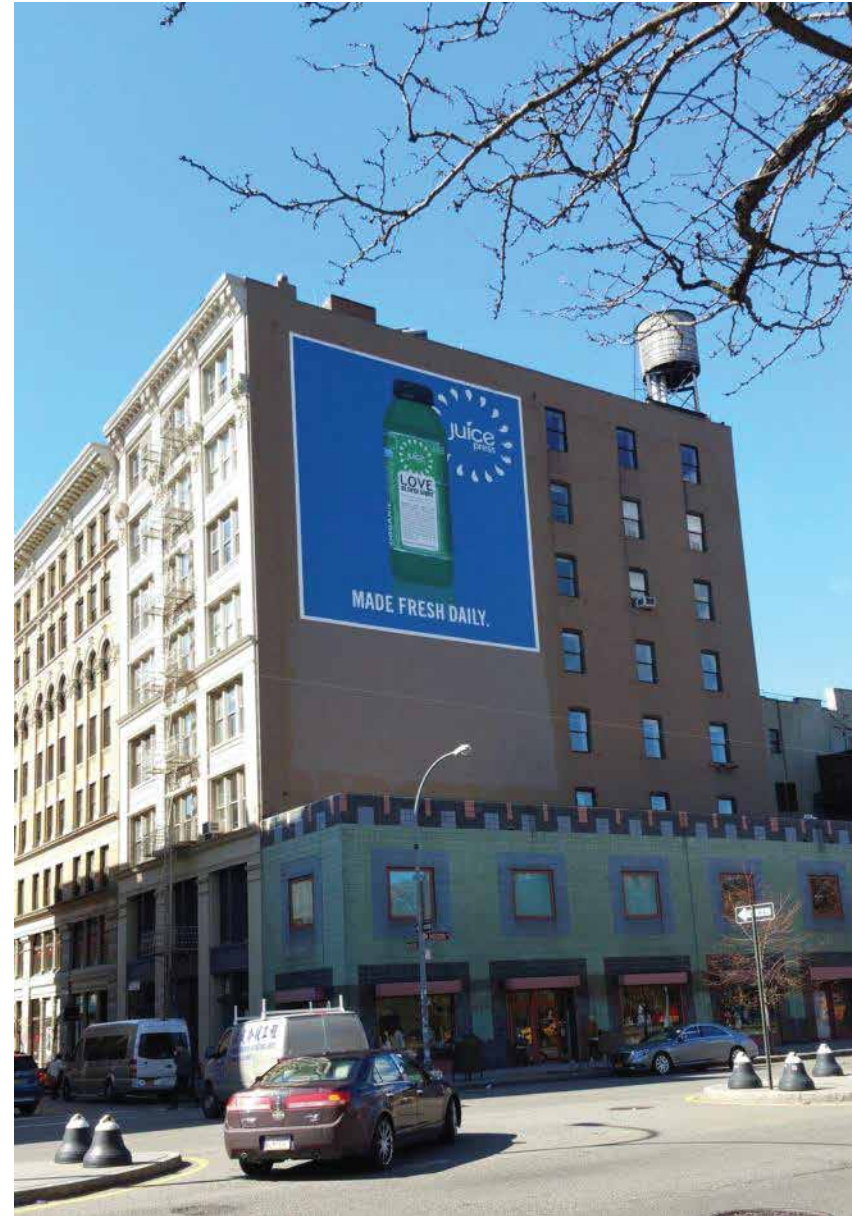
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# 490 LaGuardia Place: Neighborhood Context



Painted wall signs at 600 Broadway.



Painted wall signs at 155 Wooster St.

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# 490 LaGuardia Place: Neighborhood Context



11-13 Minetta St



281 Sixth St



64 MacDougal St

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

## 490 LaGuardia Pl (East Facing)

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 are permitted one accent color (with various shades of color allowed) and are not to exceed 60% of sign space (including text).

- Color photorealistic images are 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) are not to exceed 60% of sign space (including text).
- Graphic images with 5 or more colors (with various shades per color allowed) are not to exceed 40% of sign space (including text).

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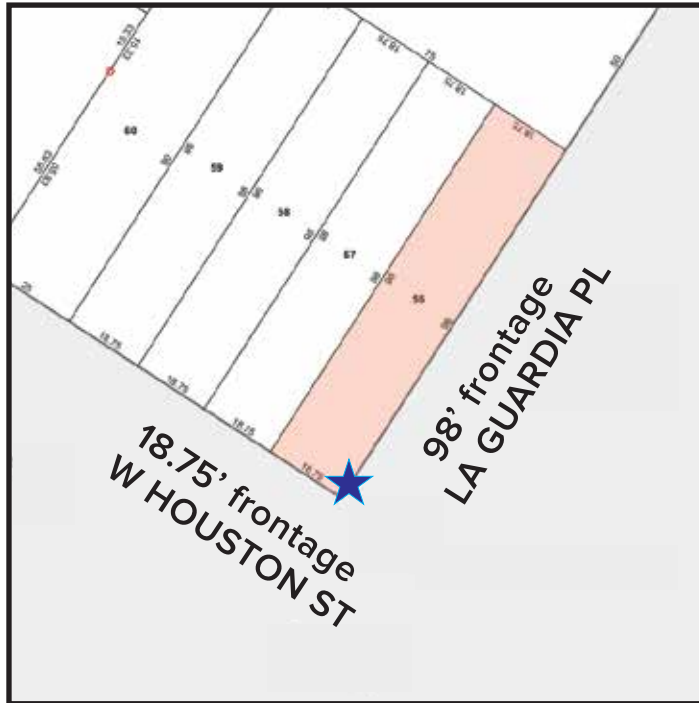


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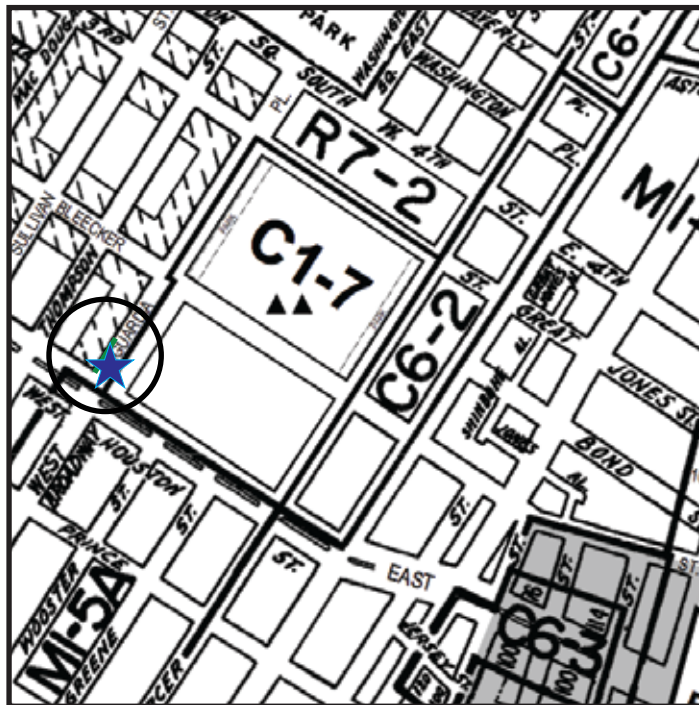
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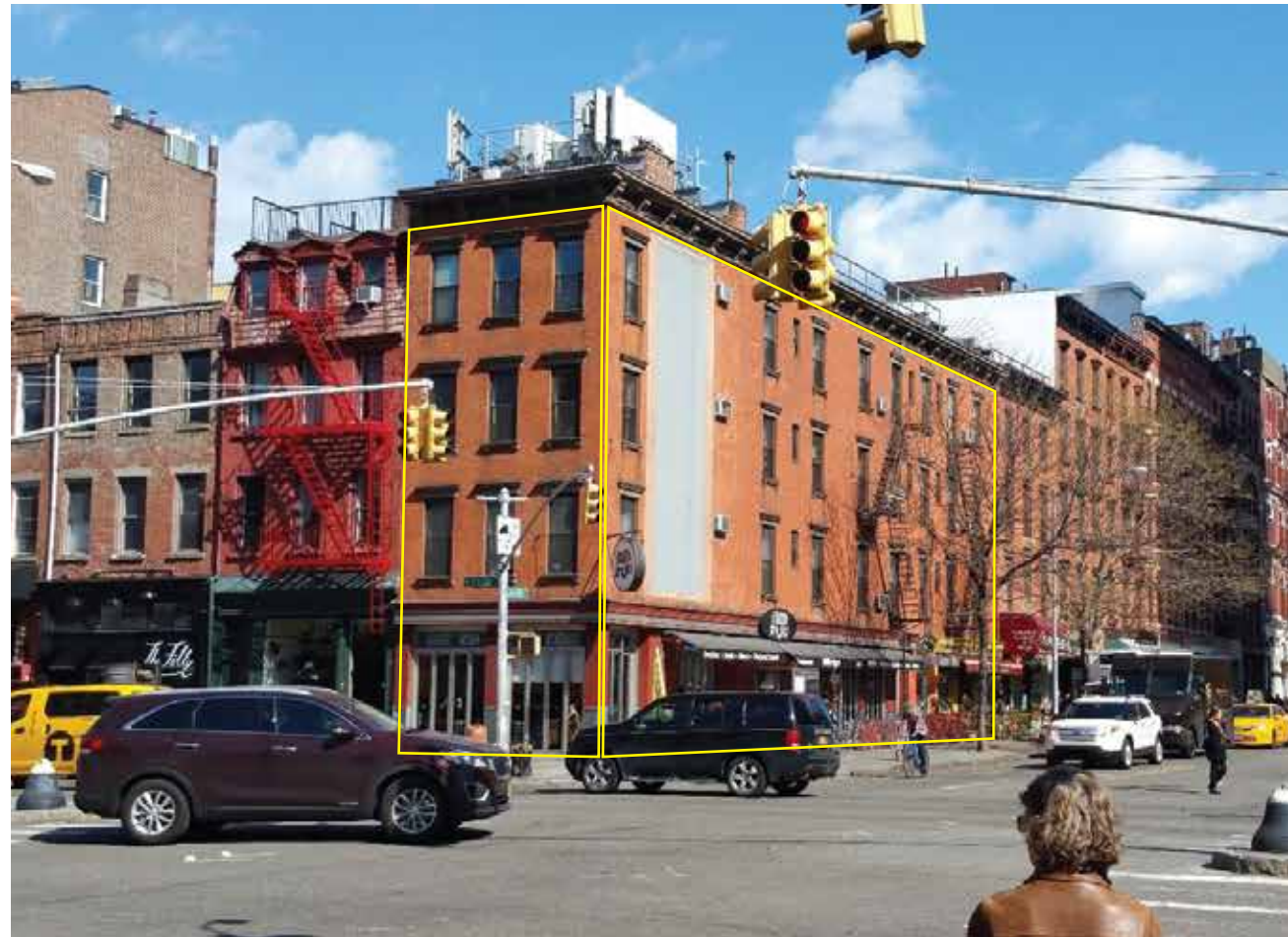
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**SITE PLAN**



**ZONING MAP**



**FACADE BREAKDOWN**

- LaGuardia Place Frontage: 98'
- W. Houston Frontage: 18.75'
- Total Frontage: 116.75'
- LaGuardia Place Facade: 4,116 Square Feet
- W. Houston Facade: 787.5 Square Feet
- Total Facade Area: 4,903.5 Square Feet
- Sign Size: 226 Square Feet
- Percentage of Facade Occupied by Sign: 4.6%

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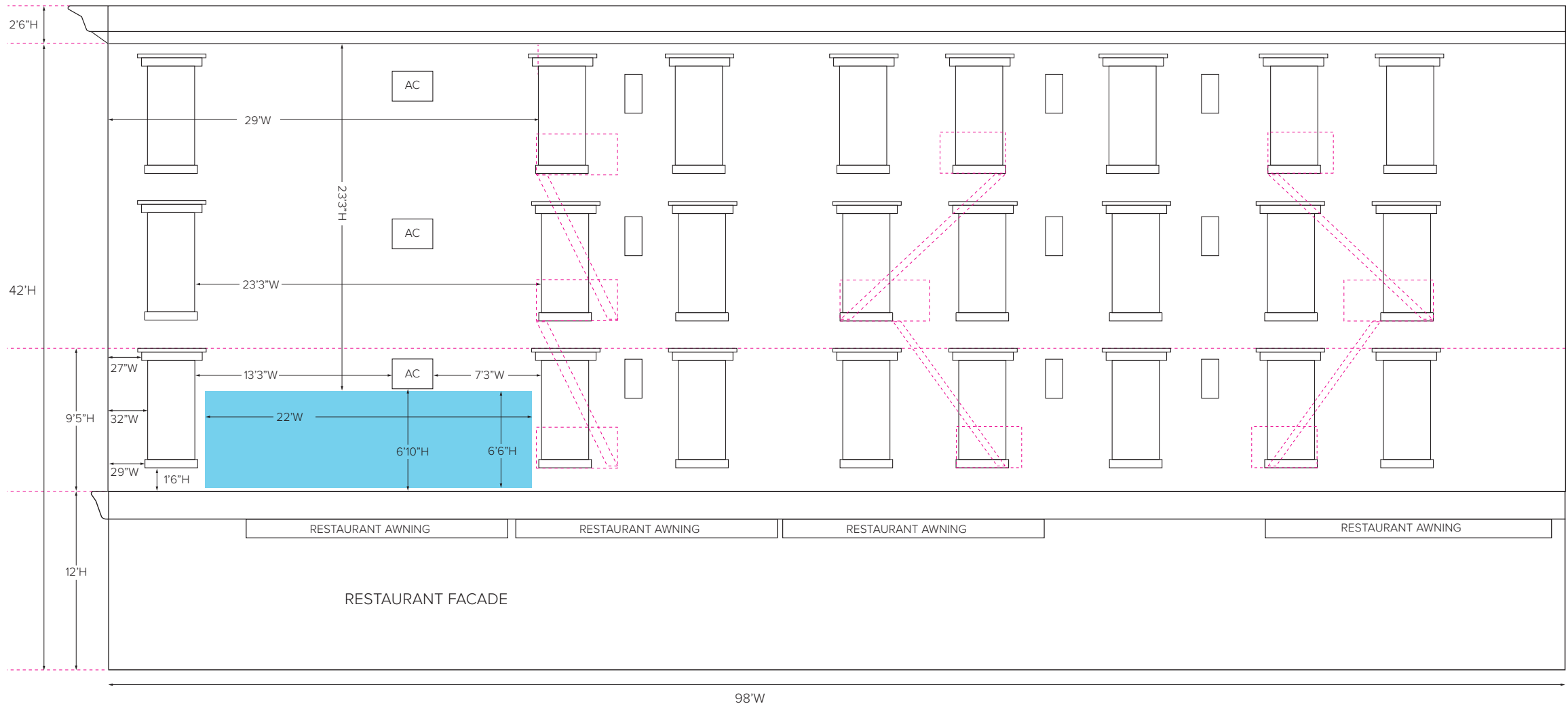
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**ADDITIONAL SIGN SPACE COMPONENTS**

- Max Sign Height: 18'10" Above Curb Level
- \* Does Not Encompass Architectural Features Or Windows

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

IMAGE COVERAGE AREA

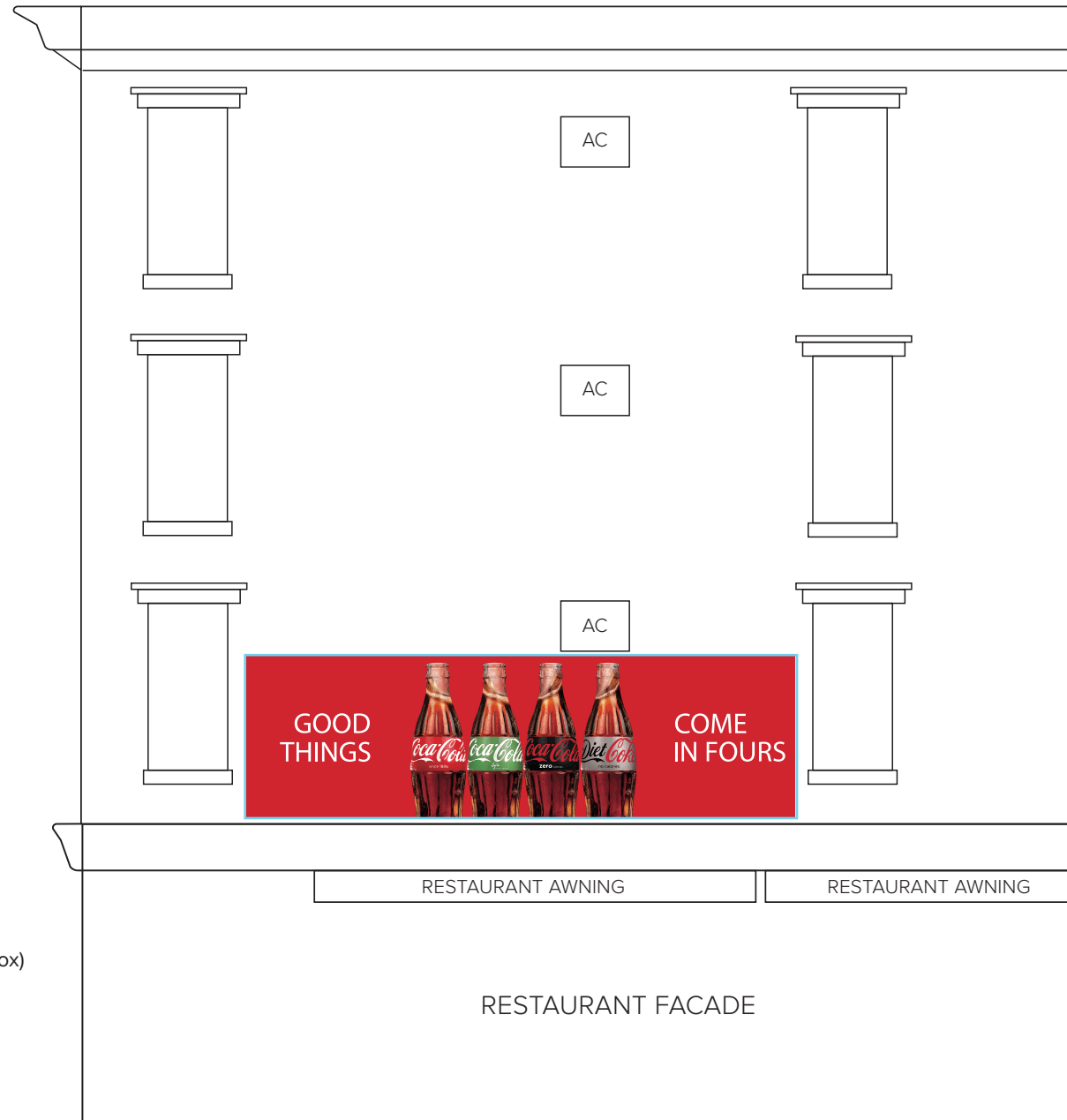


TEXT COVERAGE AREA



SIGN TYPE: PHOTOREALISTIC, MORE THAN 5 COLORS

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 31.7% (36% with textbox)
2. IMAGE COVERAGE IS 28.2%
3. TEXT COVERAGE IS 3.5% (7.8% with textbox)
- 4 ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
- 6 PAINTED COLORS CLEARLY SEPERATED = YES / NO??



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

## IMAGE COVERAGE AREA

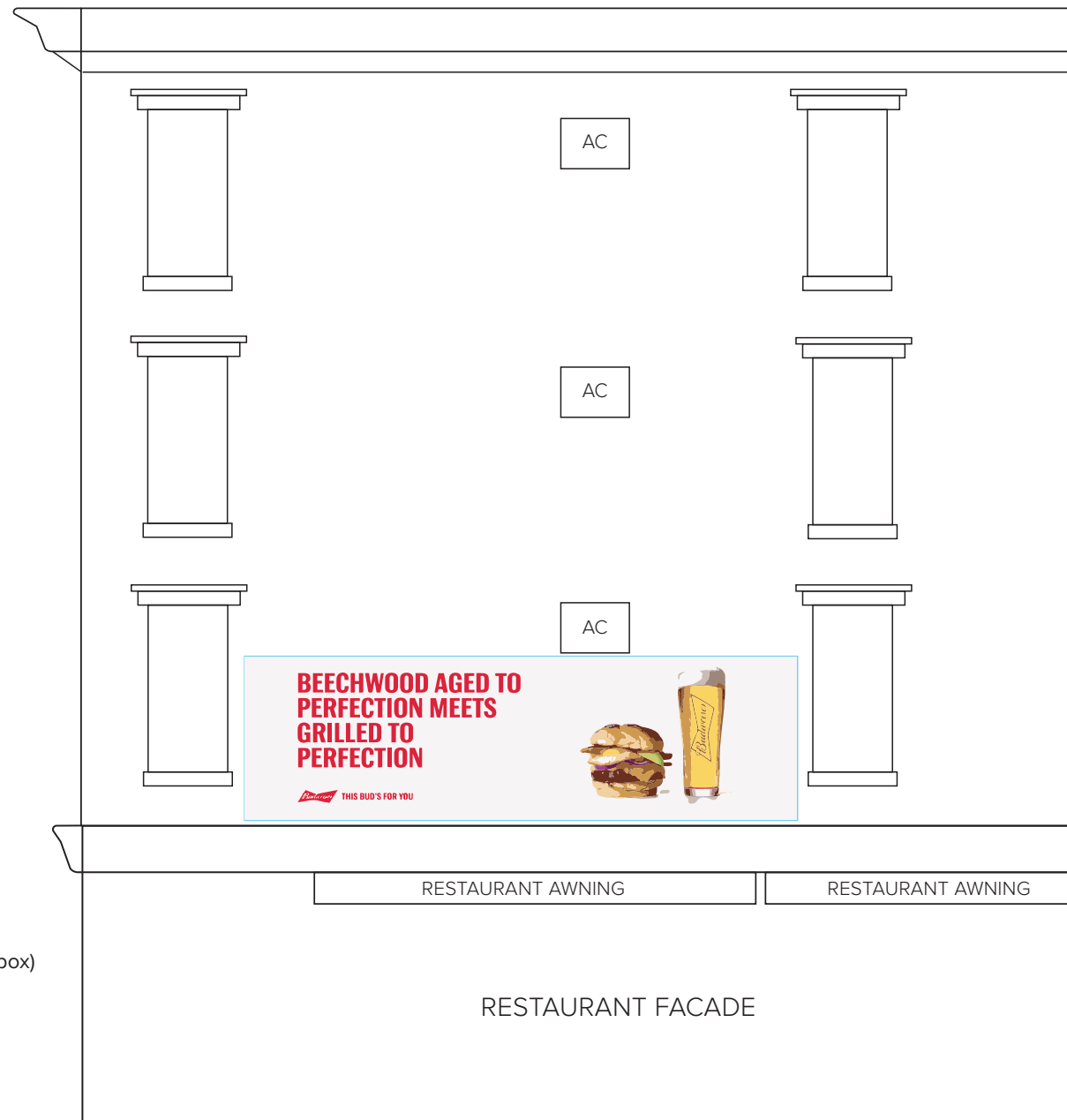


## TEXT COVERAGE AREA



SIGN TYPE: GRAPHIC, MORE THAN 5 COLORS

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 21.1% (27.6% with textbox)
2. IMAGE COVERAGE IS 12.1% (includes red Budweiser logo)
3. TEXT COVERAGE IS 9% (15.5% with textbox)
- 4 ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
- 6 PAINTED COLORS CLEARLY SEPERATED = YES



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

IMAGE COVERAGE AREA

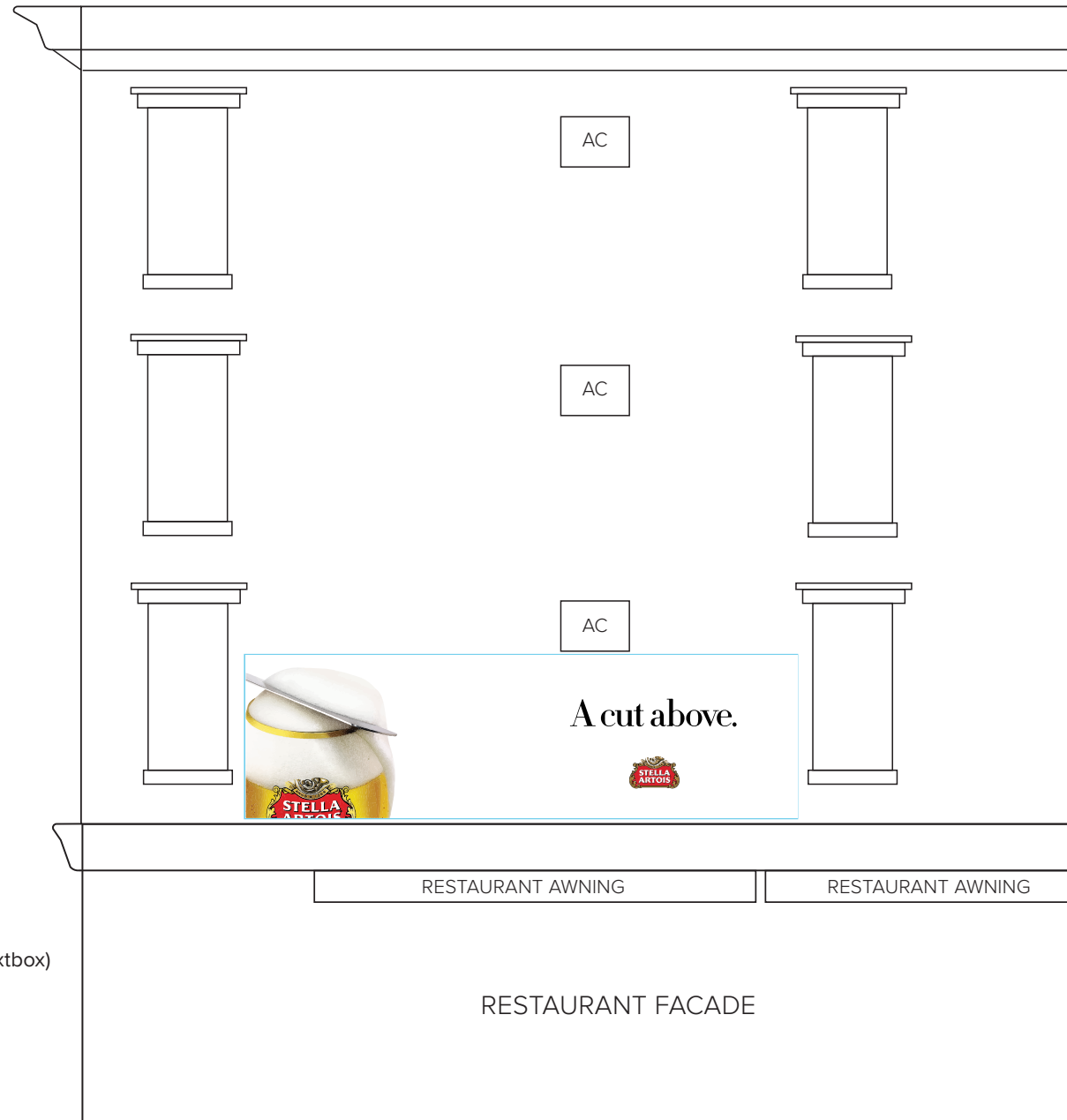


TEXT COVERAGE AREA



SIGN TYPE: PHOTOREALISTIC, MORE THAN 5 COLORS

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 25.5% (29.3% with textbox)
2. IMAGE COVERAGE IS 24.1% (includes Stella Artois logo)
3. TEXT COVERAGE IS 1.4% (5.2% with textbox)
- 4 ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
- 6 PAINTED COLORS CLEARLY SEPERATED = YES



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**PROJECT DESCRIPTION**  
PROPOSED MASTER PLAN  
PAINTED ADVERTISEMENT SIGN  
490 LAGUARDIA PL,  
NEW YORK, NY 10012

**AR ARCHITECT P.C.**  
58-24 Roosevelt Ave, 2nd floor Woodside, NY 11377  
Tel: 718-565 5395 email: ararchitect07@yahoo.com



490 LAGUARDIA PL  
NEW YORK, NY

DATE ISSUED: 6/09/2016

BLOCK	LOT
525	56
MAP	ZONE
12C	C1-5

PAGE  
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IMAGE COVERAGE AREA



TEXT COVERAGE AREA



SIGN TYPE: GRAPHIC, BLACK & WHITE

1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 34.5% (40% with textbox)
2. IMAGE COVERAGE IS 25.7%
3. TEXT COVERAGE IS 8.8% (14.3% with textbox)
- 4 ONE SOLID BACKGROUND COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
- 6 PAINTED COLORS CLEARLY SEPERATED = YES

