MASTER PLAN

490 LAGUARDIA PL
NEW YORK, NY 10012

Propose 22’6”H x 10’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

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

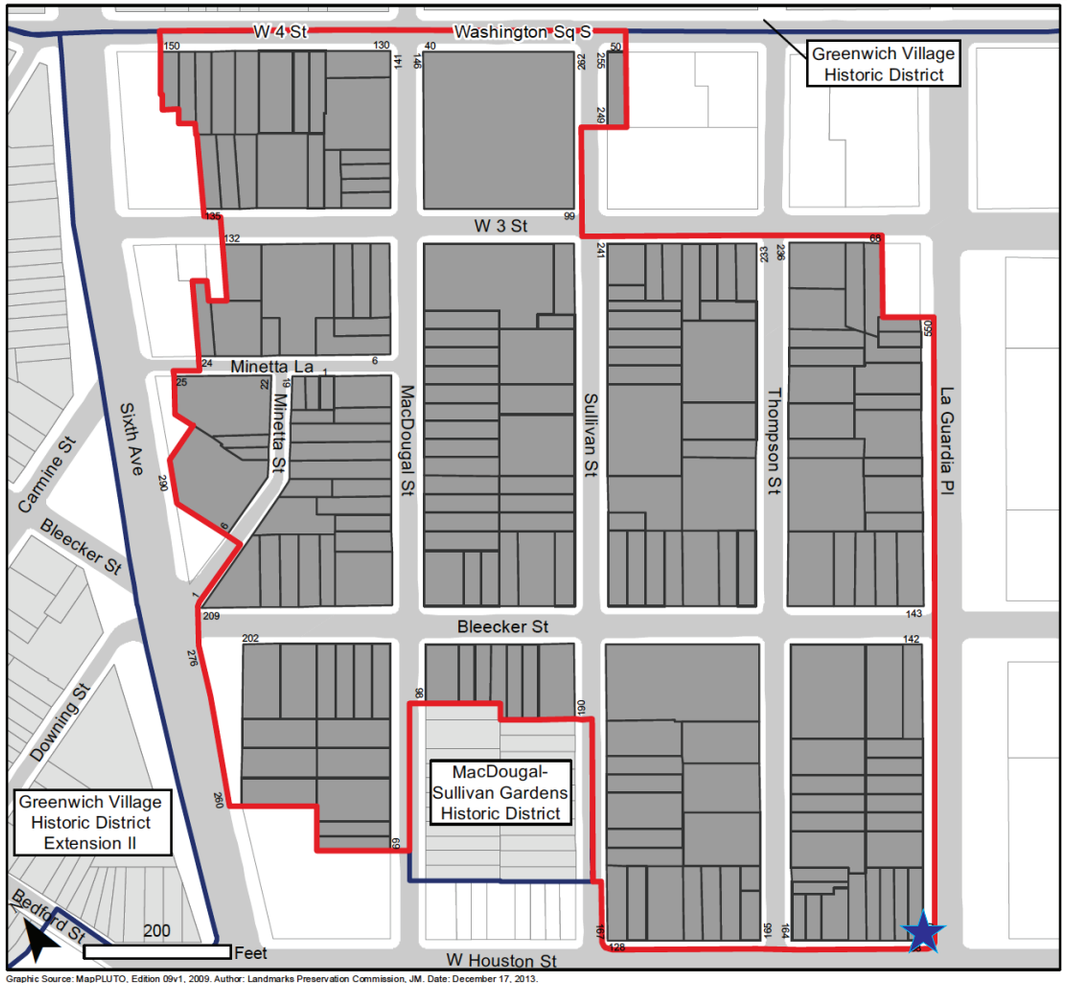
490 LAGUARDIA PL
NEW YORK, NY

DATE ISSUED: 6/09/2016

BLOCK	LOT
525	56
MAP	**ZONE**
12C	C1-5

490 Laguardia Place: Existing Condition

South Village Historic District



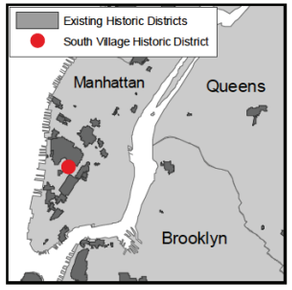
Graphic Source: MapPLUTO, Edition 09v1, 2009. Author: Landmarks Preservation Commission, JM. Date: December 17, 2013.

Landmarks Preservation Commission

South Village Historic District
Borough of Manhattan, NY
[LP-2546]

Calendared: May 21, 2013
Public Hearing: June 25, 2013
Designated: December 17, 2013

Boundary of Historic District
Tax Map Lots in Historic District
Boundaries of Existing Districts



NYC Landmarks Preservation Commission

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490 LaGuardia Place: Historic Photos

490 LaGuardia Place, c. 1940 (Municipal Archies)

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

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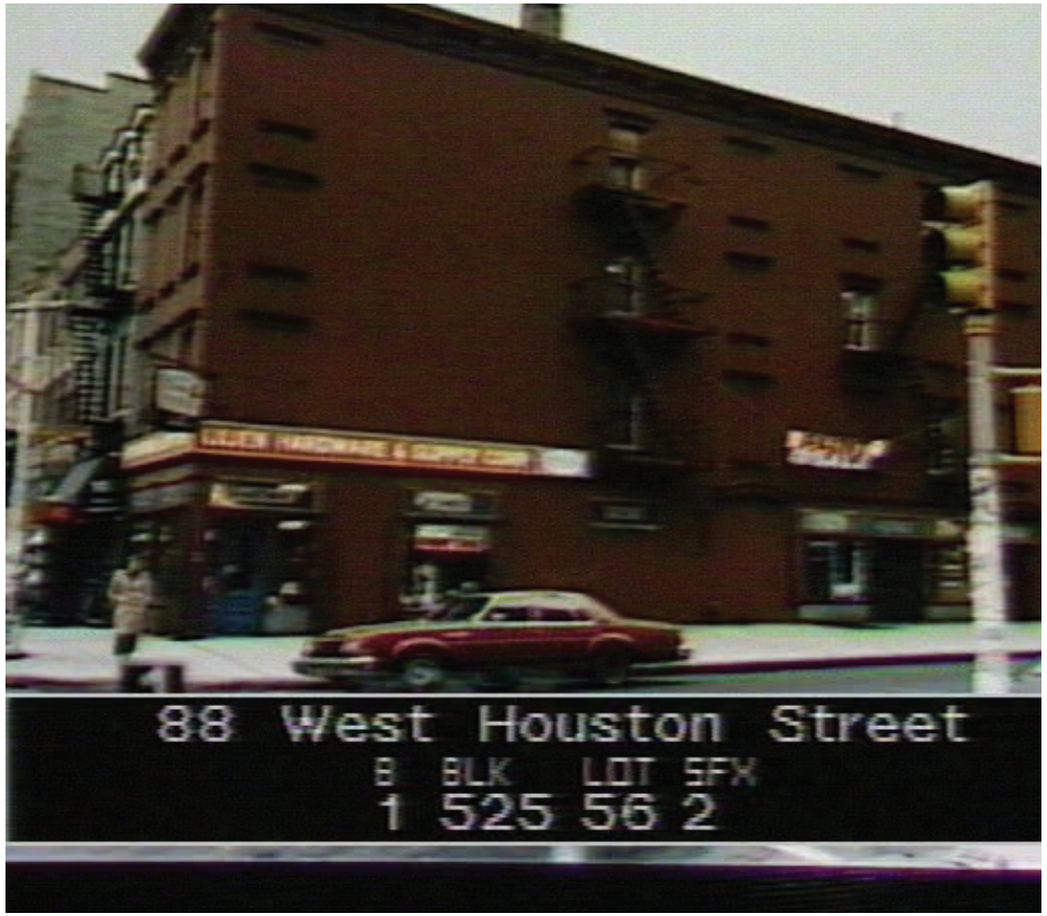
490 LaGuardia Place: Historic Photos



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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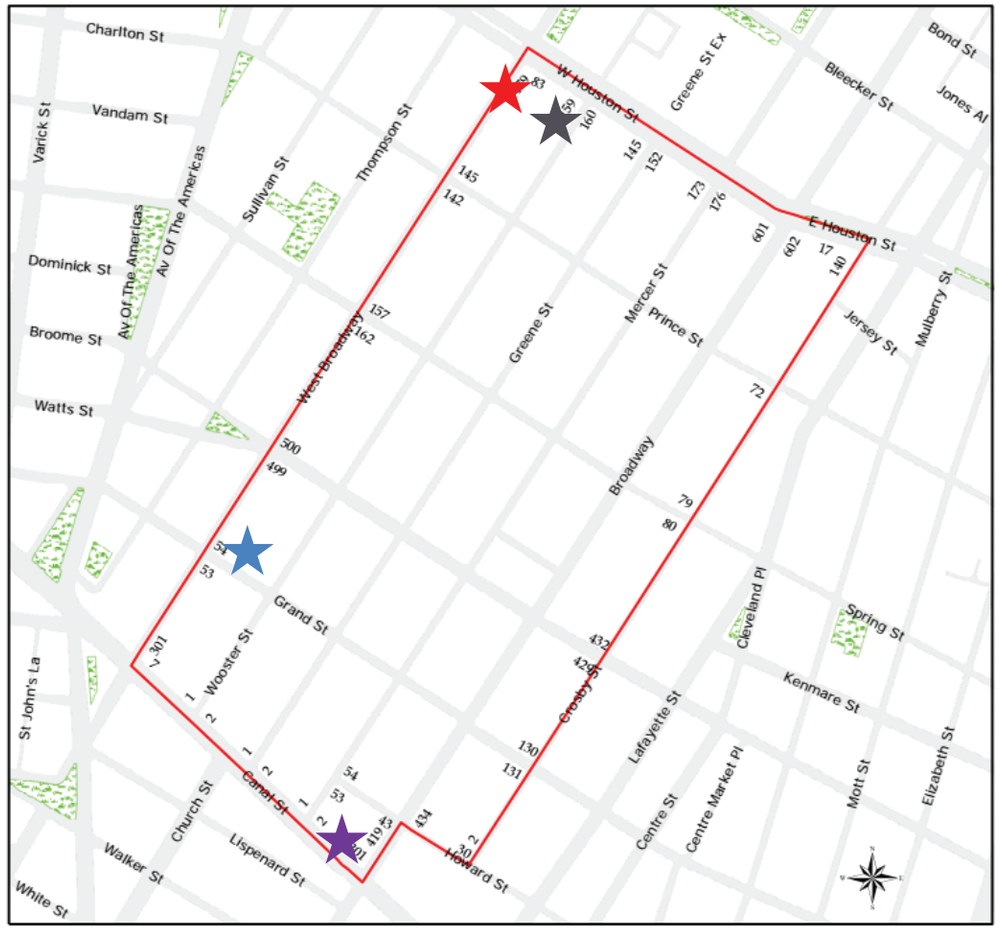
490 LaGuardia Place: Existing LPC Approved Master Plans

SoHo-Cast Iron



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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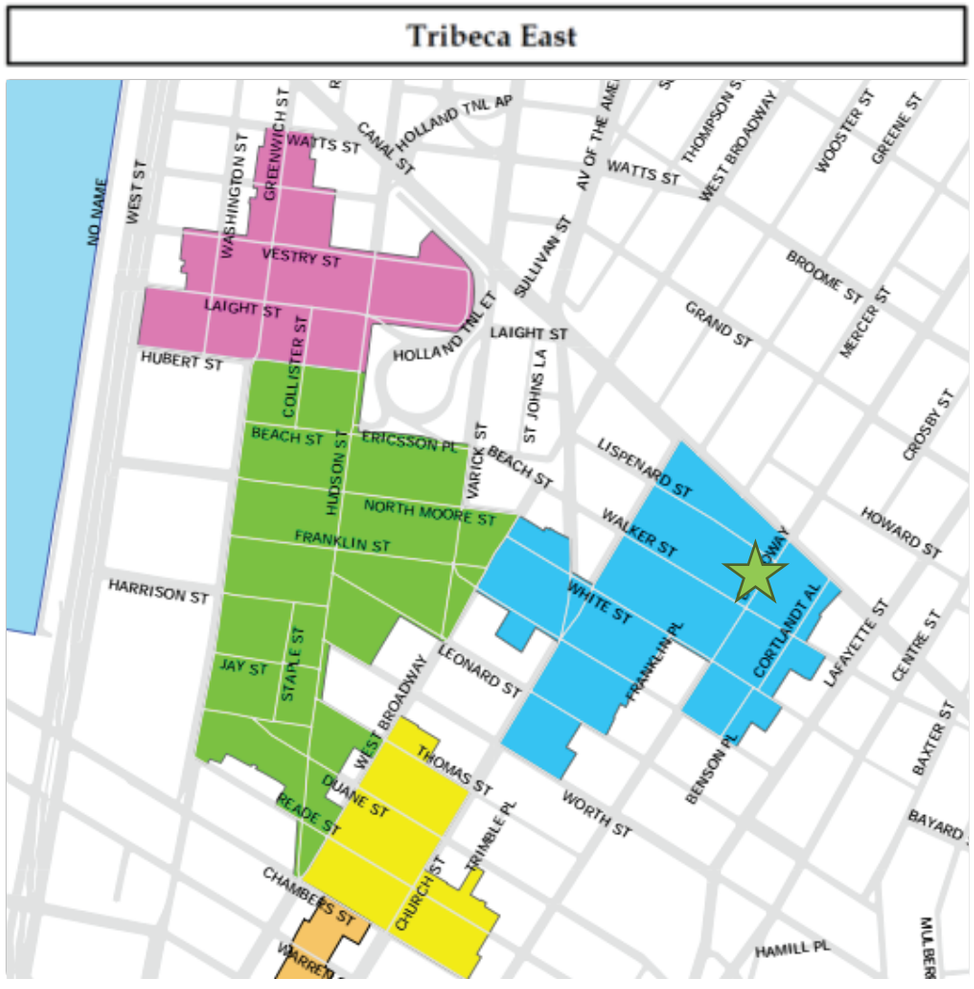
490 LaGuardia Place: Existing LPC Approved Master Plans



405 Broadway

Existing Painted Wall Sign Master Plans
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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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490 LaGuardia Place: Neighborhood Context

Painted wall signs at 600 Broadway.

Painted wall signs at 155 Wooster St.

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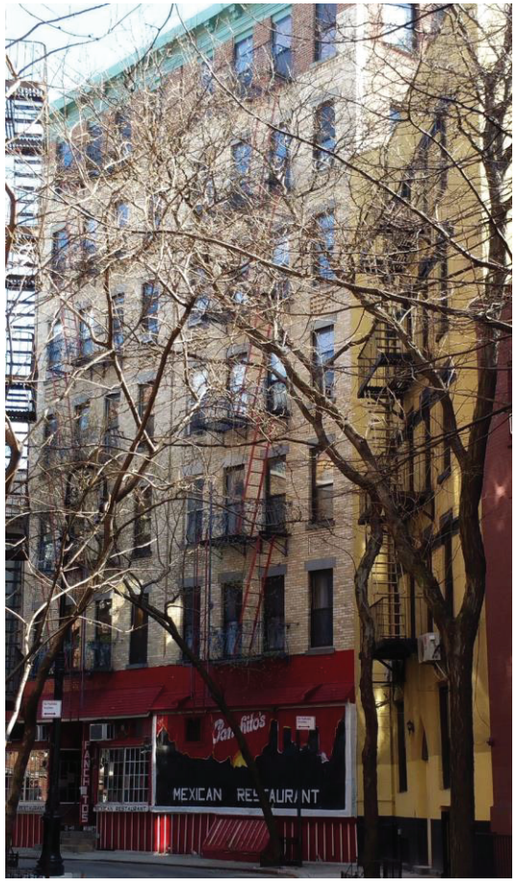
490 LaGuardia Place: Neighborhood Context



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 backgound 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 photgraphic quality painting.

- Black and White photorealistic images, with one accent color(with various shades of 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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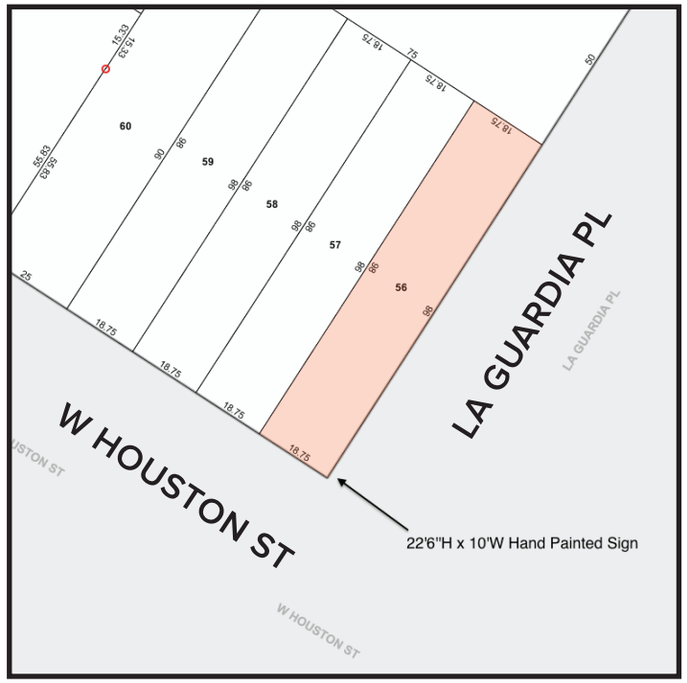
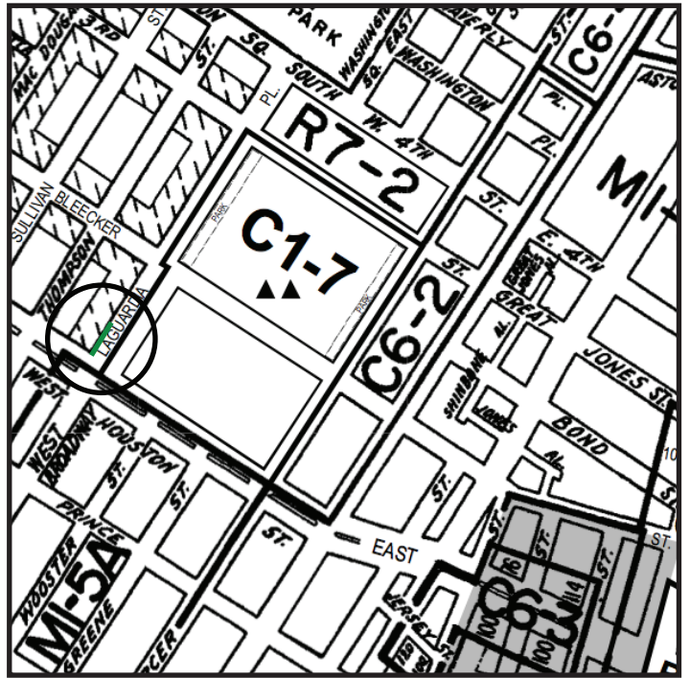
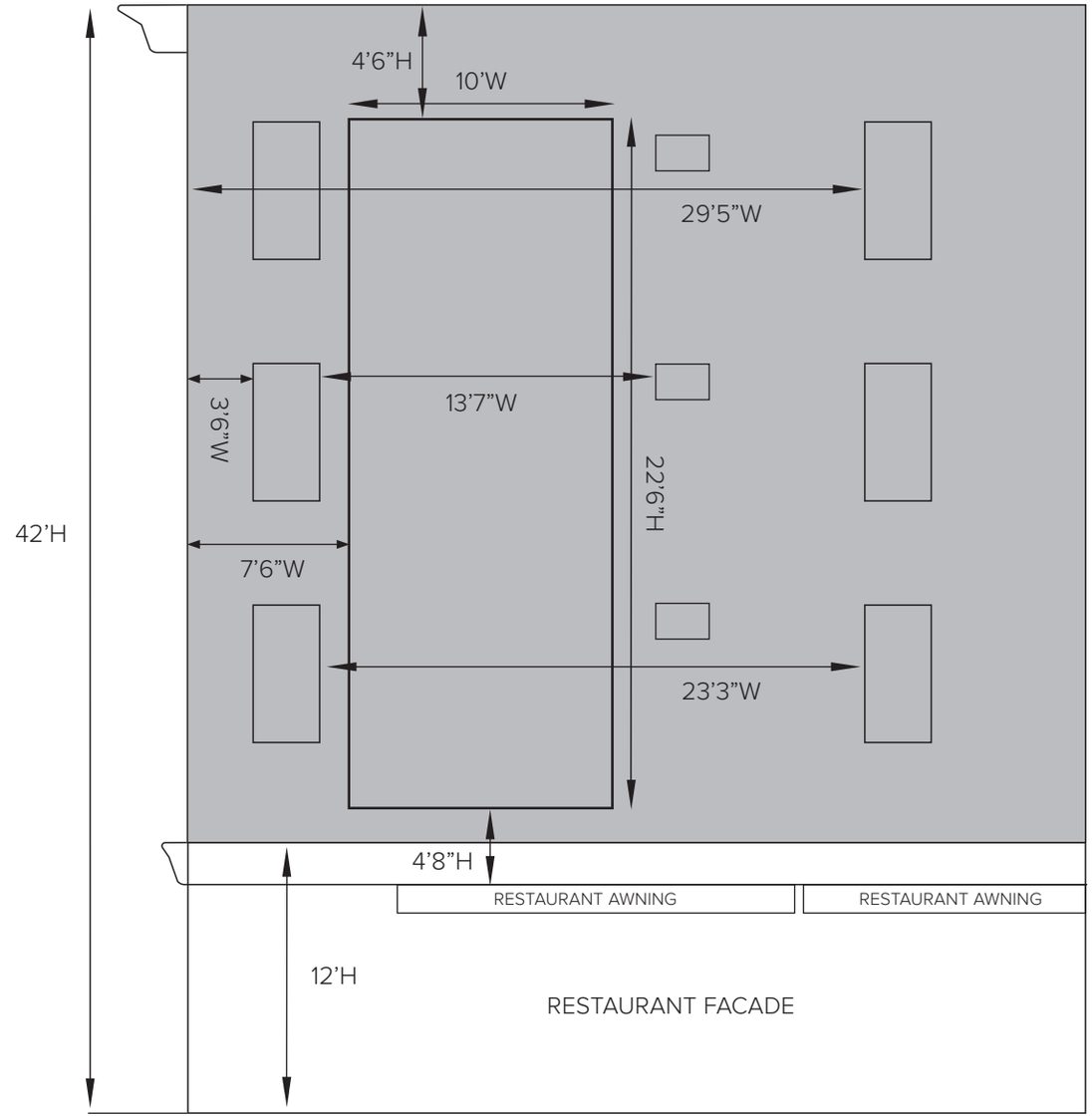


SITE PLAN



ZONING MAP



SIGN SPACE COMPONENTS

- 22'6"H x 10'W
- 225 SQ FT TOTALING 18% OF FACADE
- SURFACE AREA OF EAST FACING FACADE = 4,116 SQ FT
- SETBACK 7'6" FROM PRIMARY FACADE
- SETBACK 4'6" FROM ROOF LINE
- 37'6" ABOVE CURB LEVEL

* DOES NOT ENCOMPASS ARCHITECTURAL FEATURES OR WINDOWS

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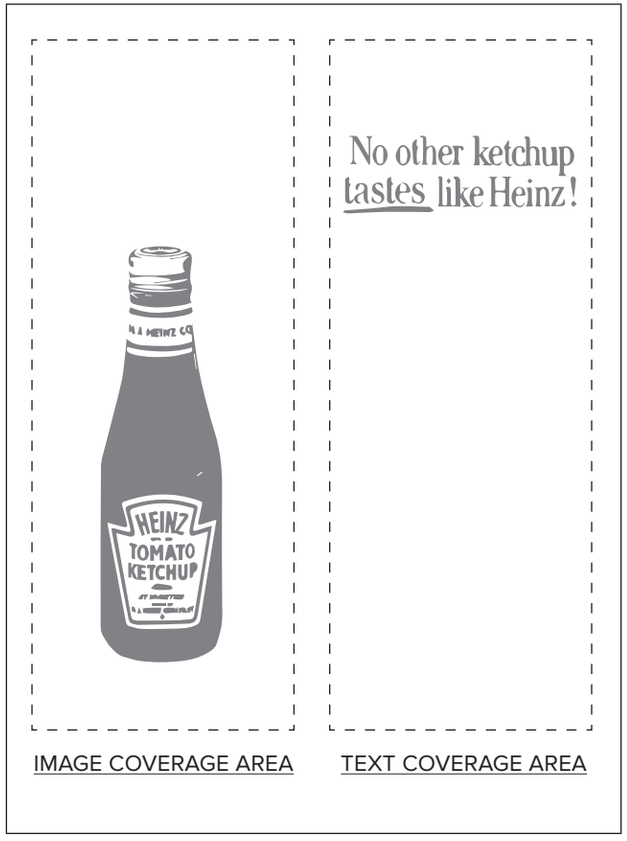
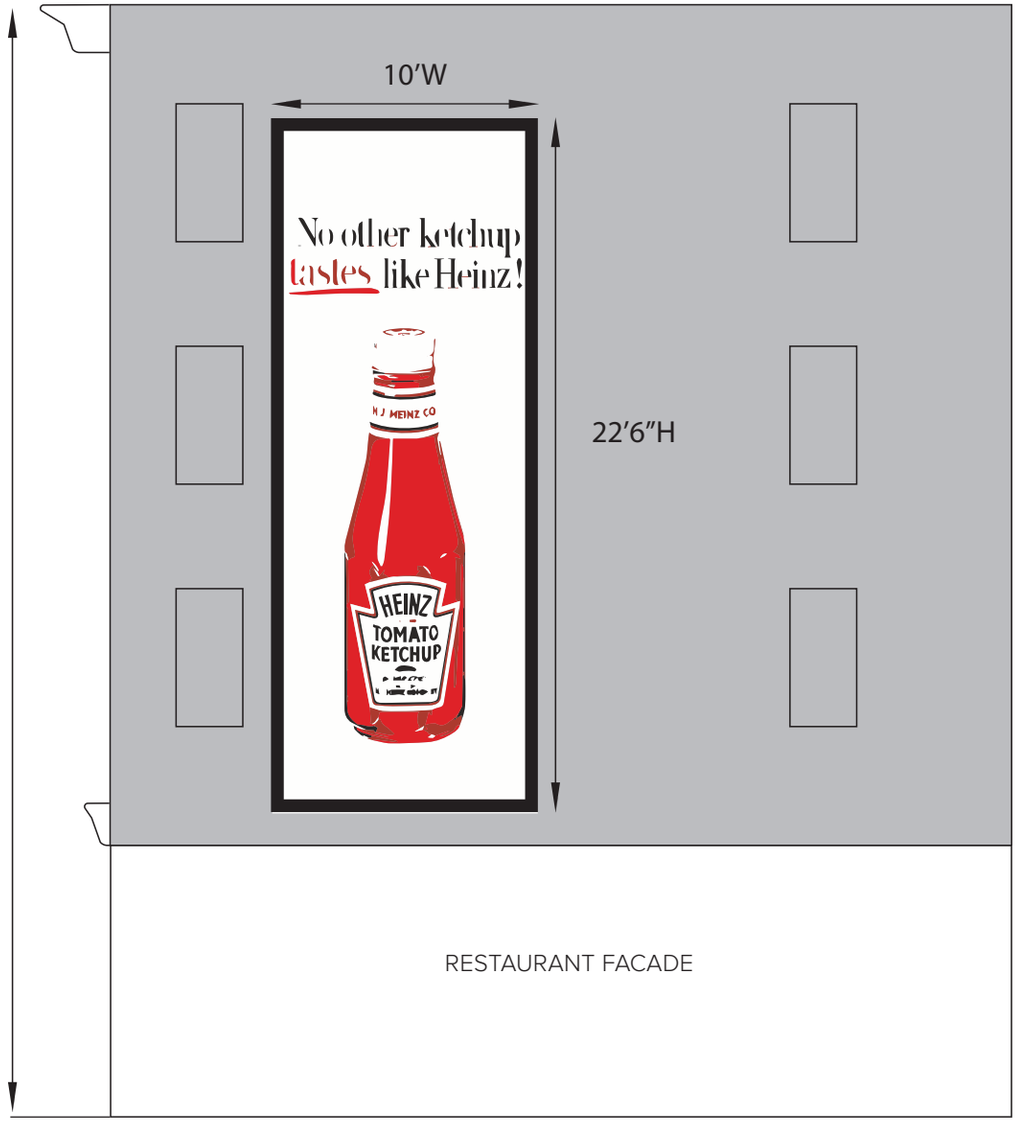
Example Sign Matching the Proposed Criteria - Graphic Sign, Less Than 5 Colors





SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, LESS THAN 5 COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 50%
2. IMAGE COVERAGE IS 42%
3. TEXT COVERAGE IS 8%
4 ONE SOLID BACKGROUD COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6 PAINTED COLORS CLEARLY SEPERATED = YES

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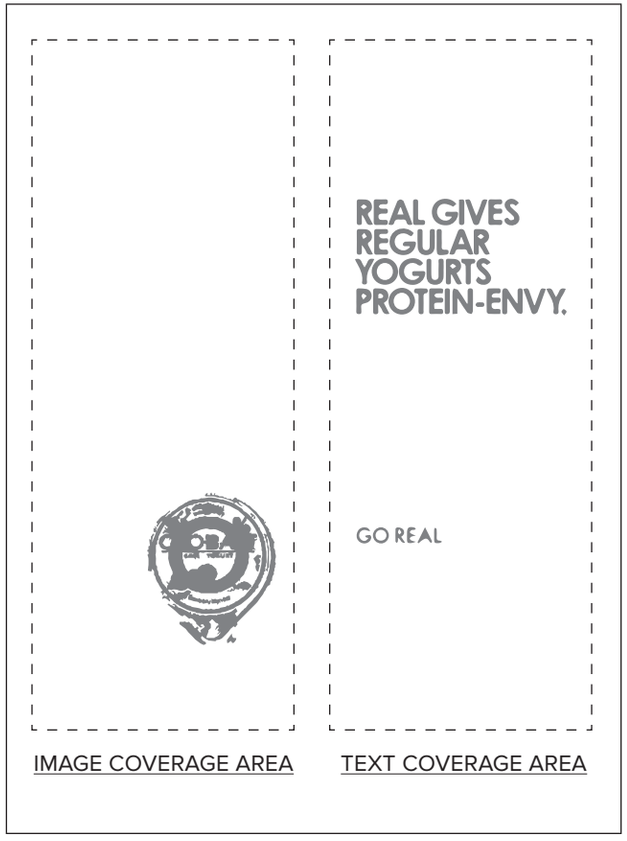

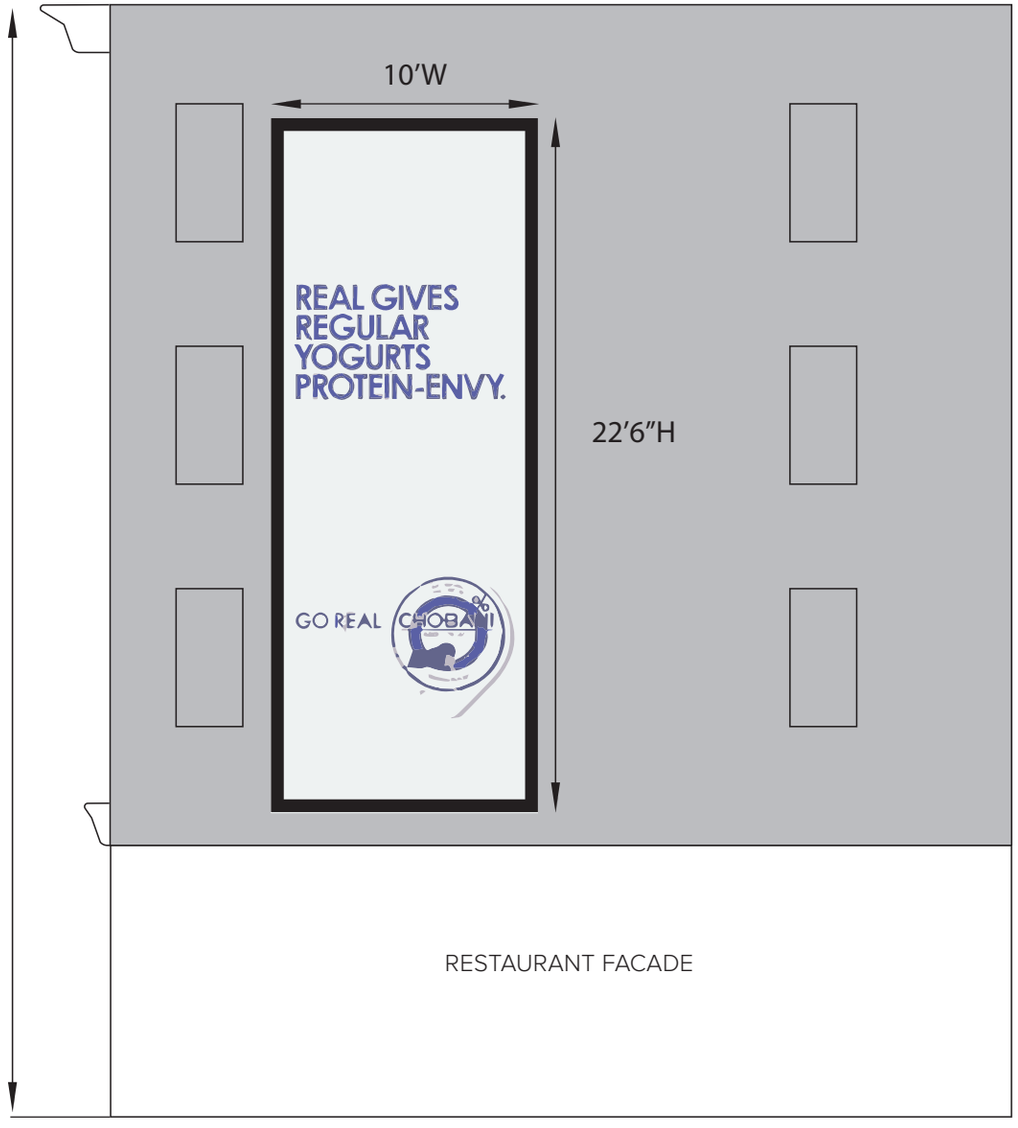

SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, LESS THAN 5 COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 20%
2. IMAGE COVERAGE IS 8%
3. TEXT COVERAGE IS 12%
4 ONE SOLID BACKGROUD COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6 PAINTED COLORS CLEARLY SEPERATED = YES

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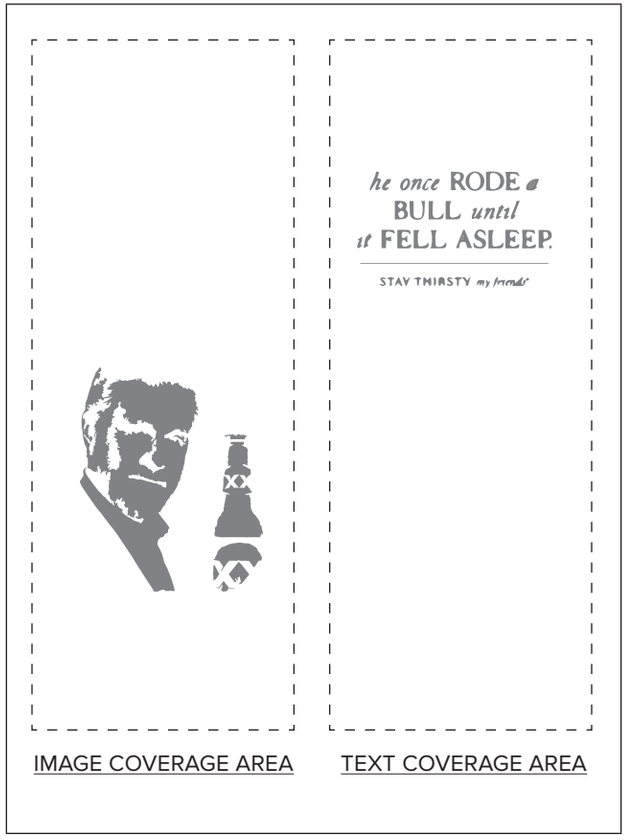
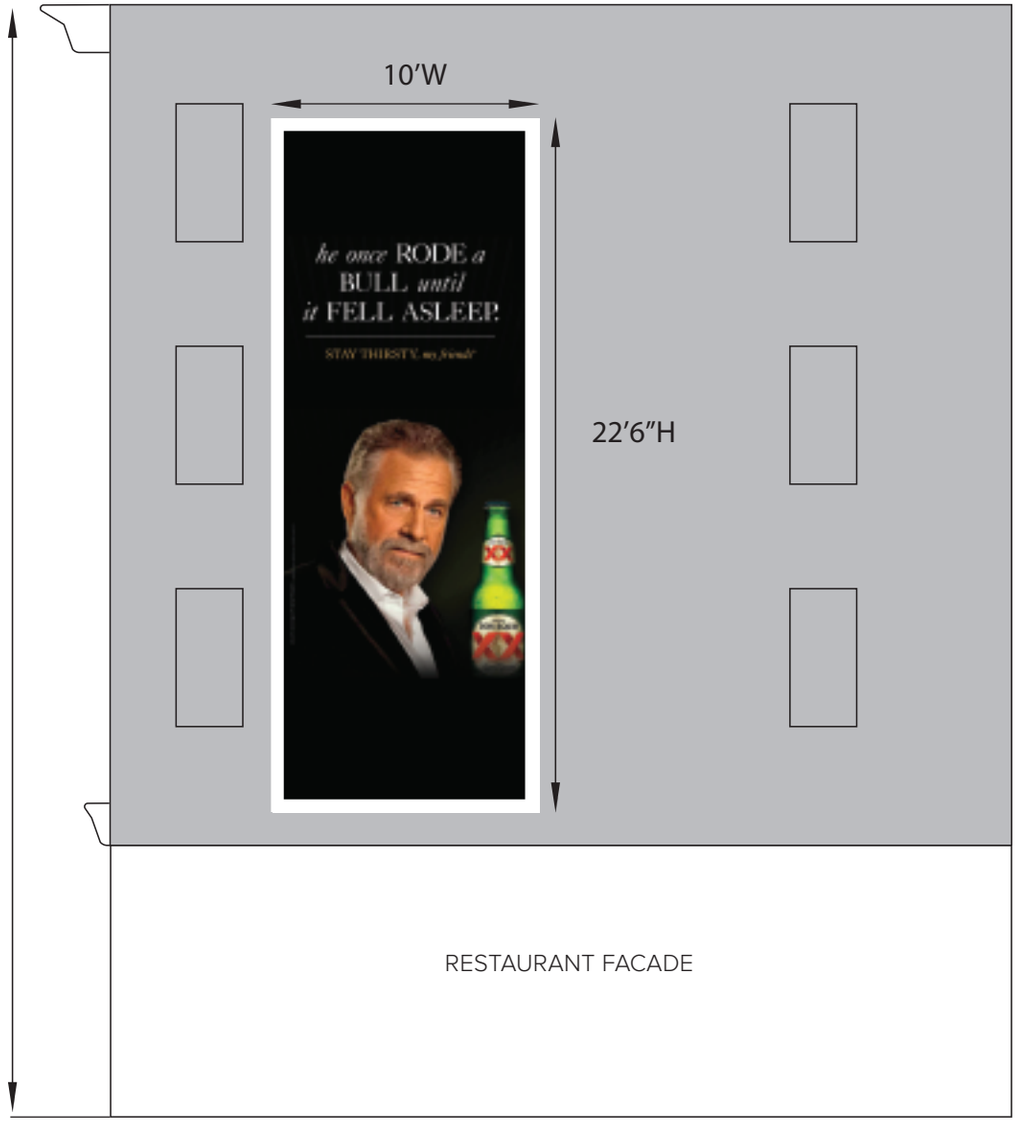
Example Sign Matching the Proposed Criteria - Photorealistic, More Than 5 Colors



SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, LESS THAN 5 COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 39%
2. IMAGE COVERAGE IS 30%
3. TEXT COVERAGE IS 9%
4 ONE SOLID BACKGROUD COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6 PAINTED COLORS CLEARLY SEPERATED = NO



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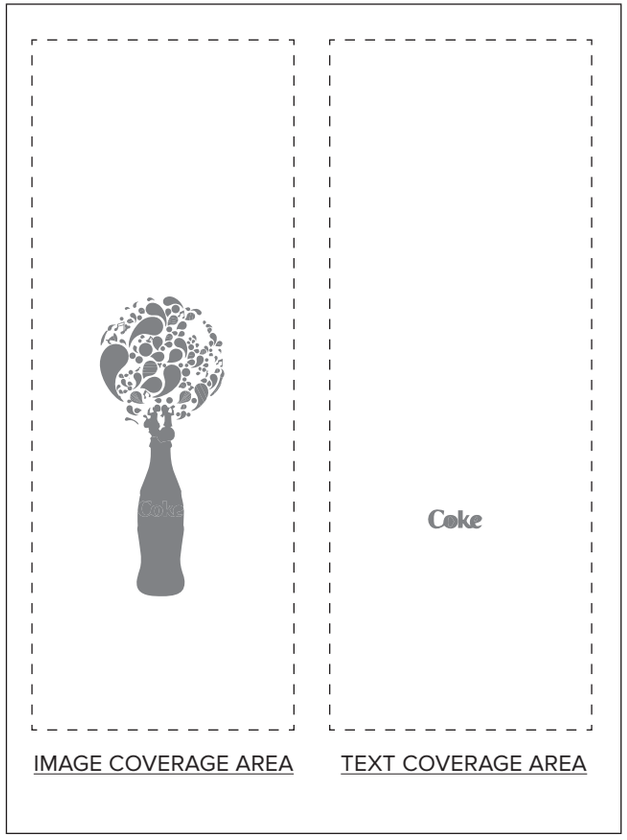
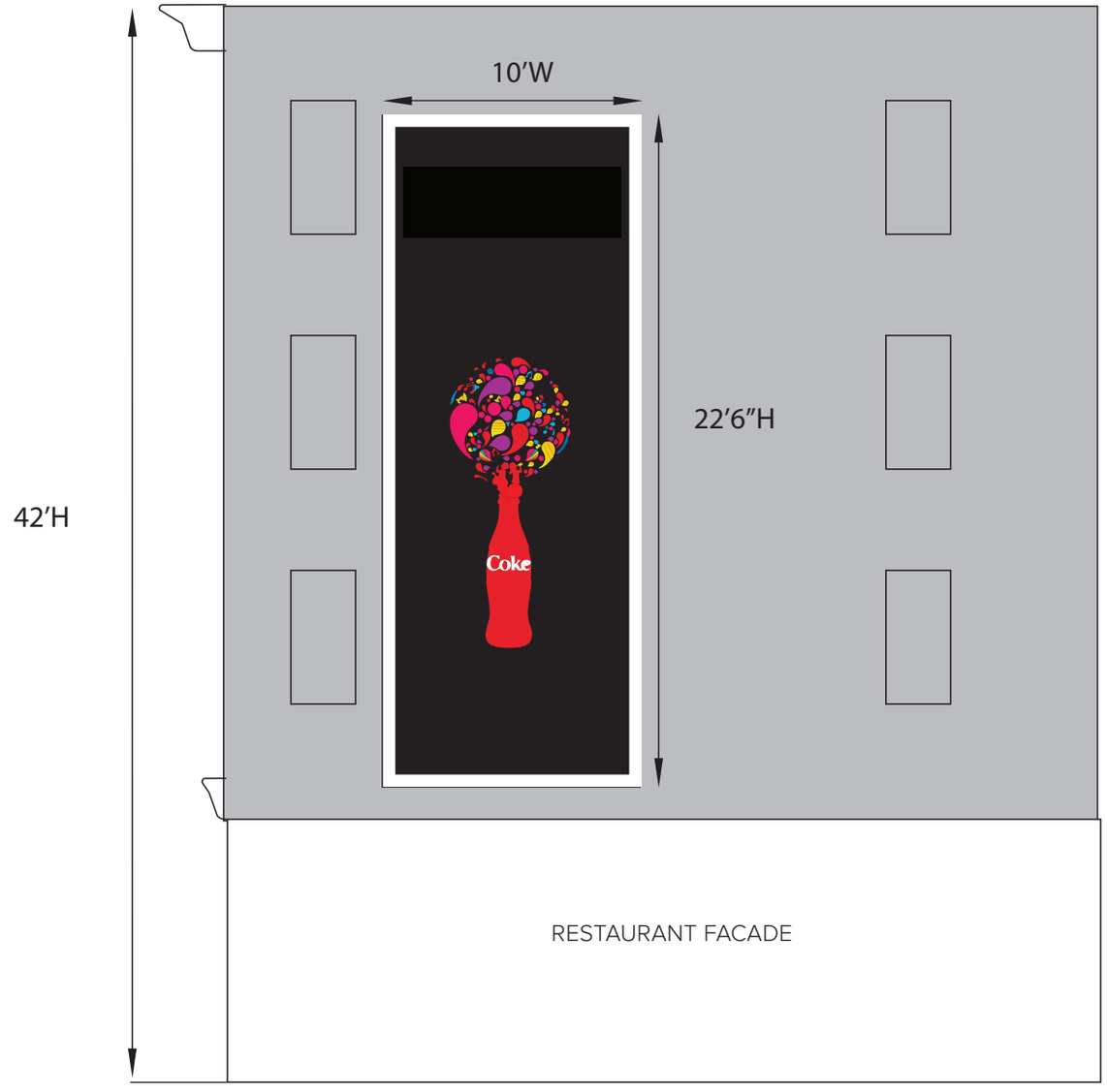
Example Sign Matching the Proposed Criteria - Graphic, More Than 5 Colors





SIGN TYPE: GRAPHIC, MORE THAN 5 COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 39%
2. IMAGE COVERAGE IS 35%
3. TEXT COVERAGE IS 4%
4 ONE SOLID BACKGROUD COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
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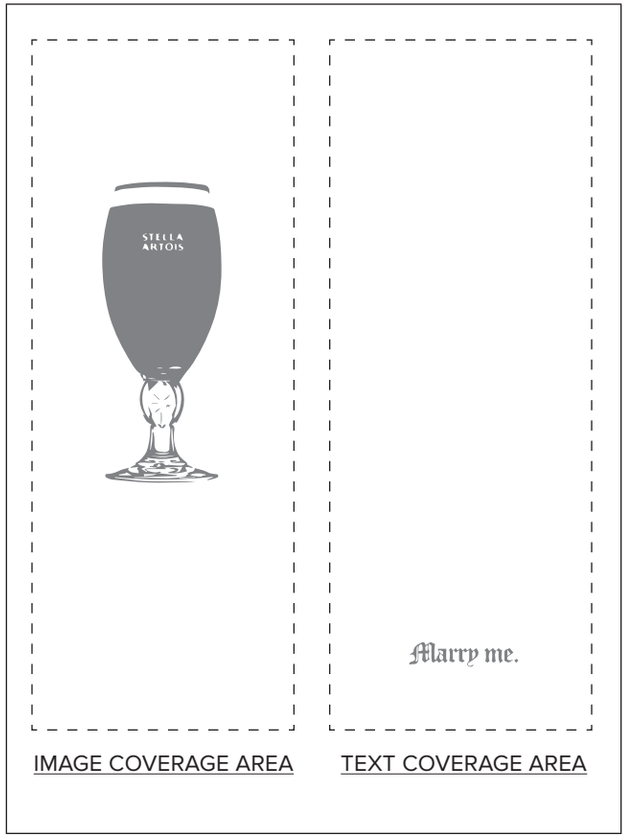
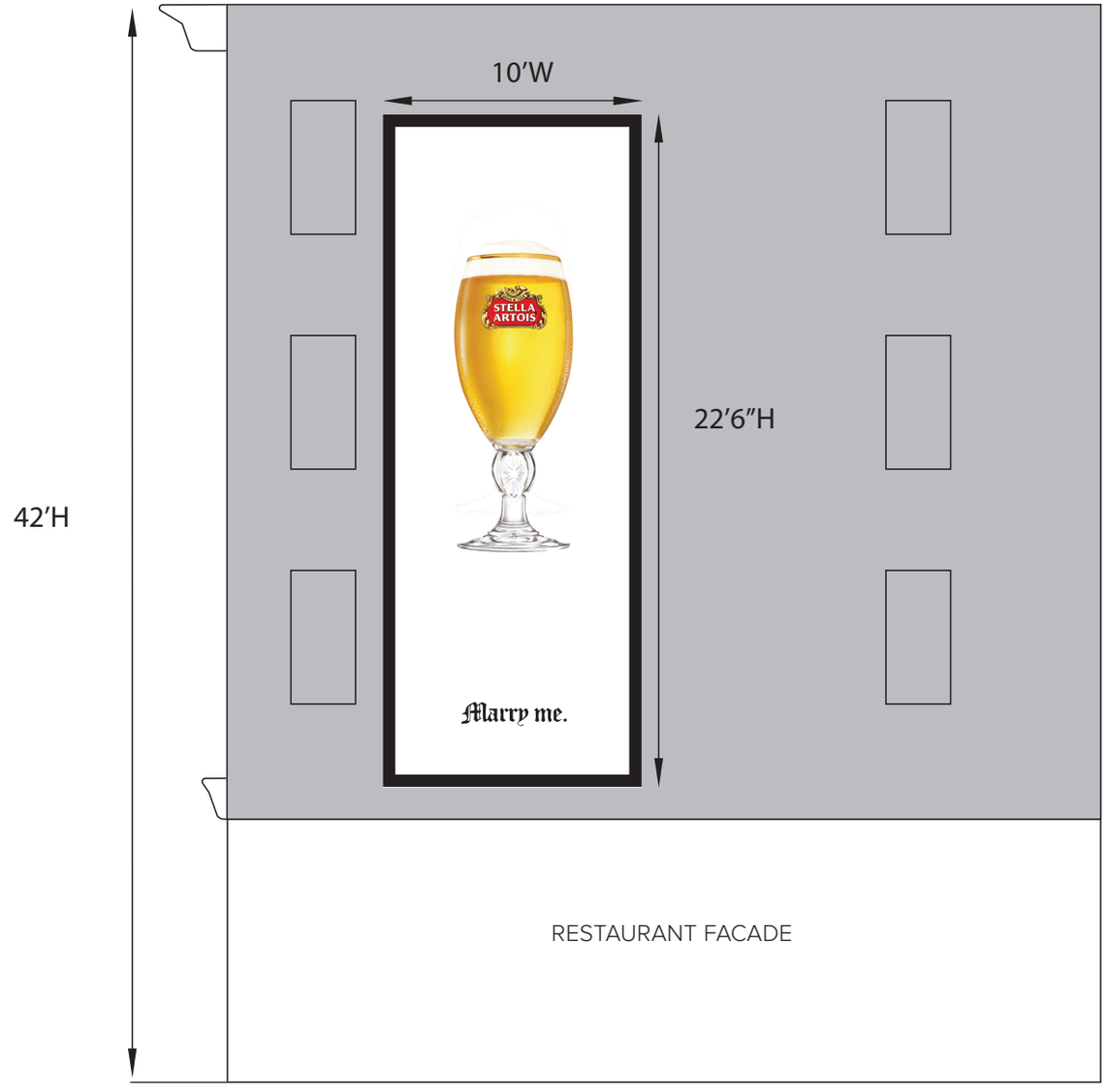
12C	C1-5

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





SIGN TYPE: PHOTOREALISTIC, COLOR
1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 39%
2. IMAGE COVERAGE IS 31%
3. TEXT COVERAGE IS 8%
4 ONE SOLID BACKGROUD COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6 PAINTED COLORS CLEARLY SEPERATED = NO

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

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

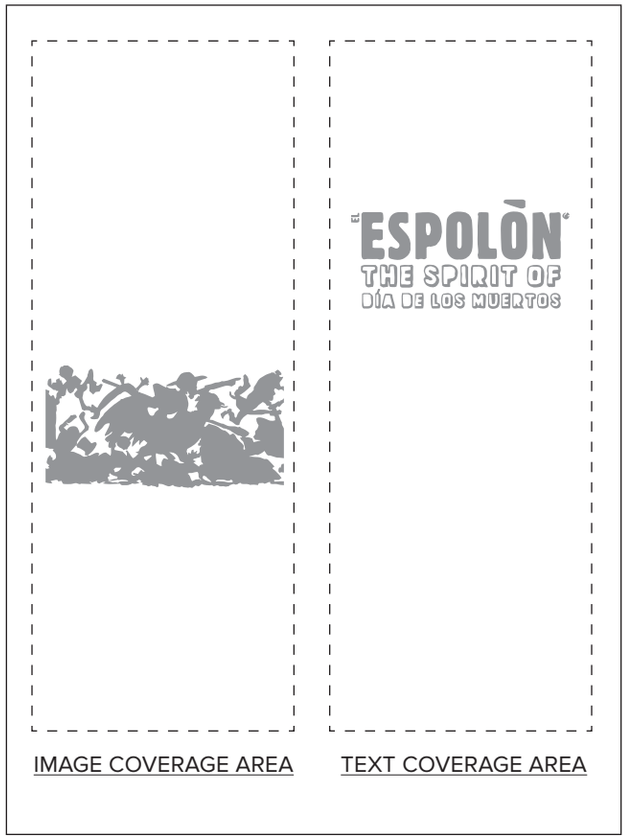
AR ARCHITECT P.C.
58-26 Roosevelt Ave, 2nd floor Woodside,NY 11377
Tel.:718-565 5395 e-mail: ararchitect07@yahoo.com

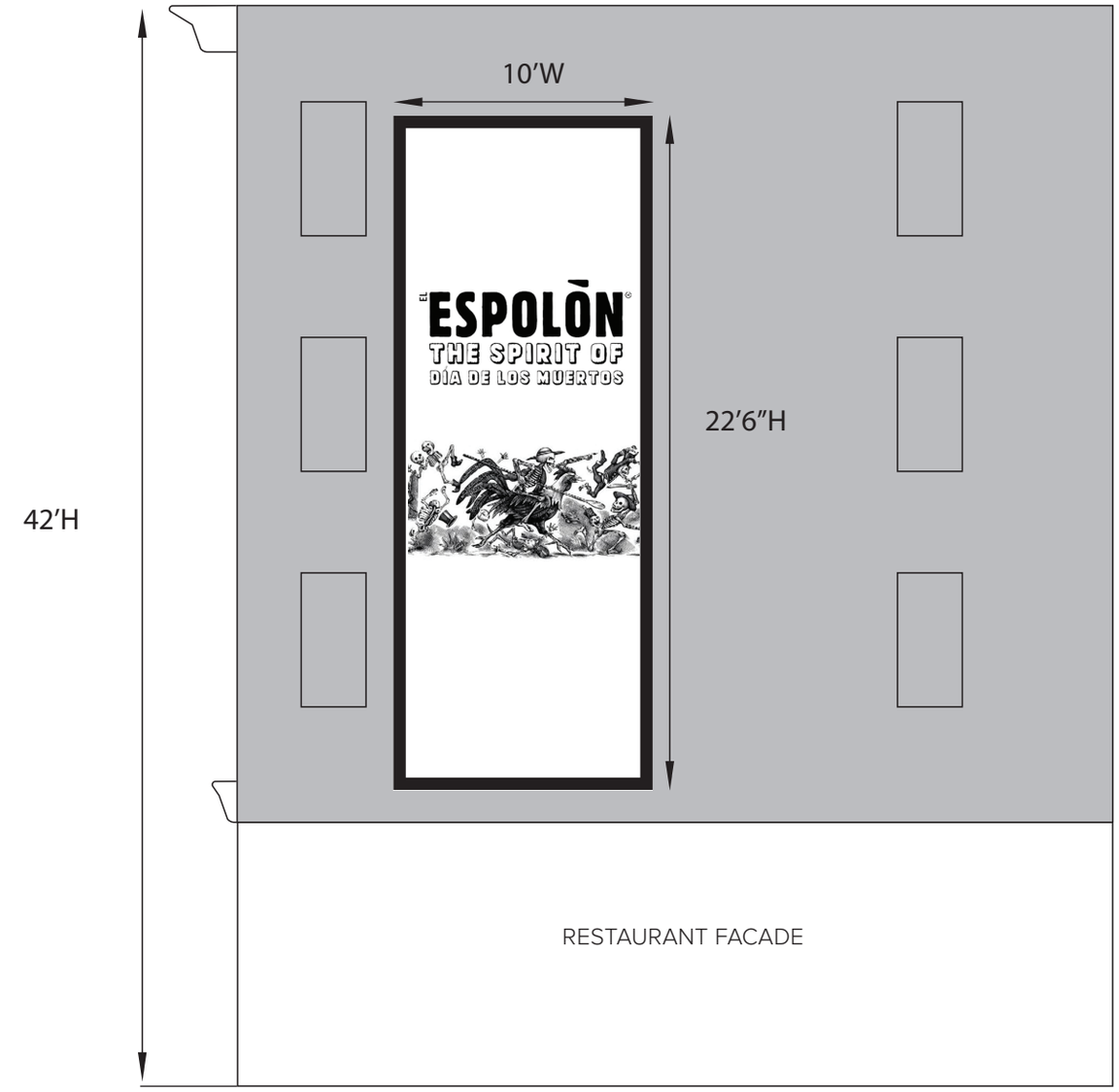
490 LAGUARDIA PL
NEW YORK, NY

DATE ISSUED: 6/09/2016

BLOCK	LOT
525	56
MAP	**ZONE**
12C	C1-5

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





SIGN TYPE: PHOTOREALISTIC, COLOR

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 38%
2. IMAGE COVERAGE IS 19%
3. TEXT COVERAGE IS 19%
4 ONE SOLID BACKGROUD COLORS = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES

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BLOCK	LOT
525	56
MAP	**ZONE**
12C	C1-5