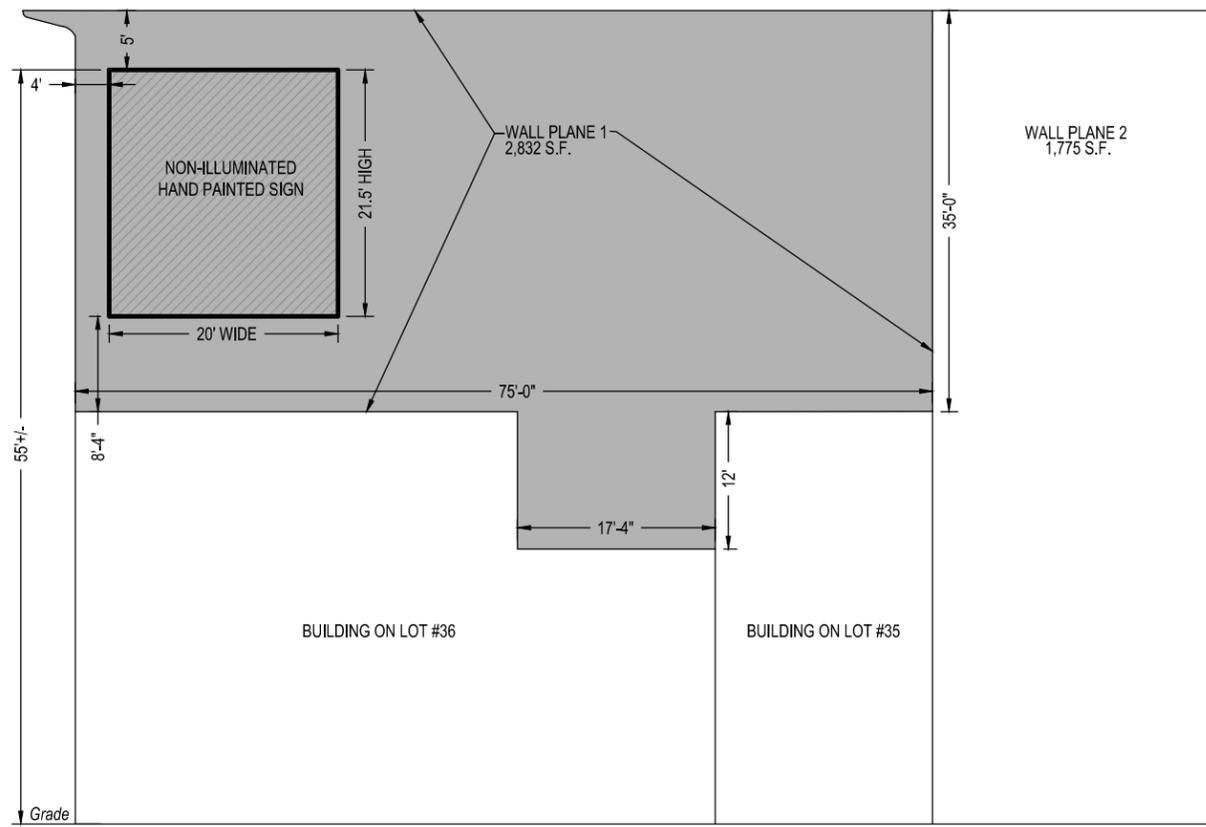


**SITE PLAN**  
SCALE: 1" = 60'



**ZONING MAP**  
SCALE: N.T.S.



**EAST ELEVATION - LOOKING WEST**  
SCALE = 1" = 15'

MERCER STREET

**ZONING INFORMATION: M1-5A**  
 MAXIMUM ALLOWABLE SIGN AREA (42-532)  
 75' FRONTAGE X 6 = 450 S.F.  
 LESS, EXISTING ACCESSORY SIGN AREA = 18 S.F.  
 ACTUAL ALLOWABLE SIGN AREA = 450 SF - 18 SF = 432 S.F.  
 PROPOSED SIGN AREA  
 SIGN - NON ILLUMINATED (PAINTED) 21.5' X 20' = **430 SF** < 432 SF; COMPLIES  
 ALLOWABLE HEIGHT (42-543)  
 MAXIMUM ALLOWABLE HEIGHT (NON-ILLUMINATED) = 75 FEET  
 PROPOSED HEIGHT = 55 FEET < 75 FEET; COMPLIES

SIGN SPACE COMPONENTS:

21'-6" HIGH BY 20'-0" WIDE

430 SQ FT TOTALING 15.2% OF FACADE  
 (SURFACE AREA OF FACADE = 2,832 sq ft)

SETBACK FROM ROOF LINE AND PRIMARY FACADE

DOES NOT ENCOMPASS ARCHITECTURAL FEATURES OR WINDOWS

FACING [SOUTH-EAST] TOWARD MERCER AVENUE

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 Contact: Ian Shephard  
 Real Estate Mgmt Group  
 (P) 212-644-6147  
 Engineer: Jere Murdoch, P.E.  
 Murdoch Engineering  
 NY Lic. # 50214

**PROJECT DESCRIPTION**  
 NON-ILLUMINATED SIGN  
 109 SPRING ST.  
 NEW YORK, NY  
 BLOCK 499 LOT 37

REV.	DATE	DESCRIPTION	BY	CHKD

**MURDOCH ENGINEERING**  
 SIGN STRUCTURE PROFESSIONALS  
 2 HUMMINGBIRD CT. - HOWELL, NJ 07731  
 Phone: 973-570-8415  
 Email: jere@murdochengineering.com  
 Web: www.murdochengineering.com  
 SEAL Jere Murdoch, P.E.  
 NY Lic. # 50214

109 SPRING ST.  
 NEW YORK, NY  
 DATE ISSUED: 11/2/2015  

BLOCK	LOT
499	37
MAP	ZONE
12C	M1-5A

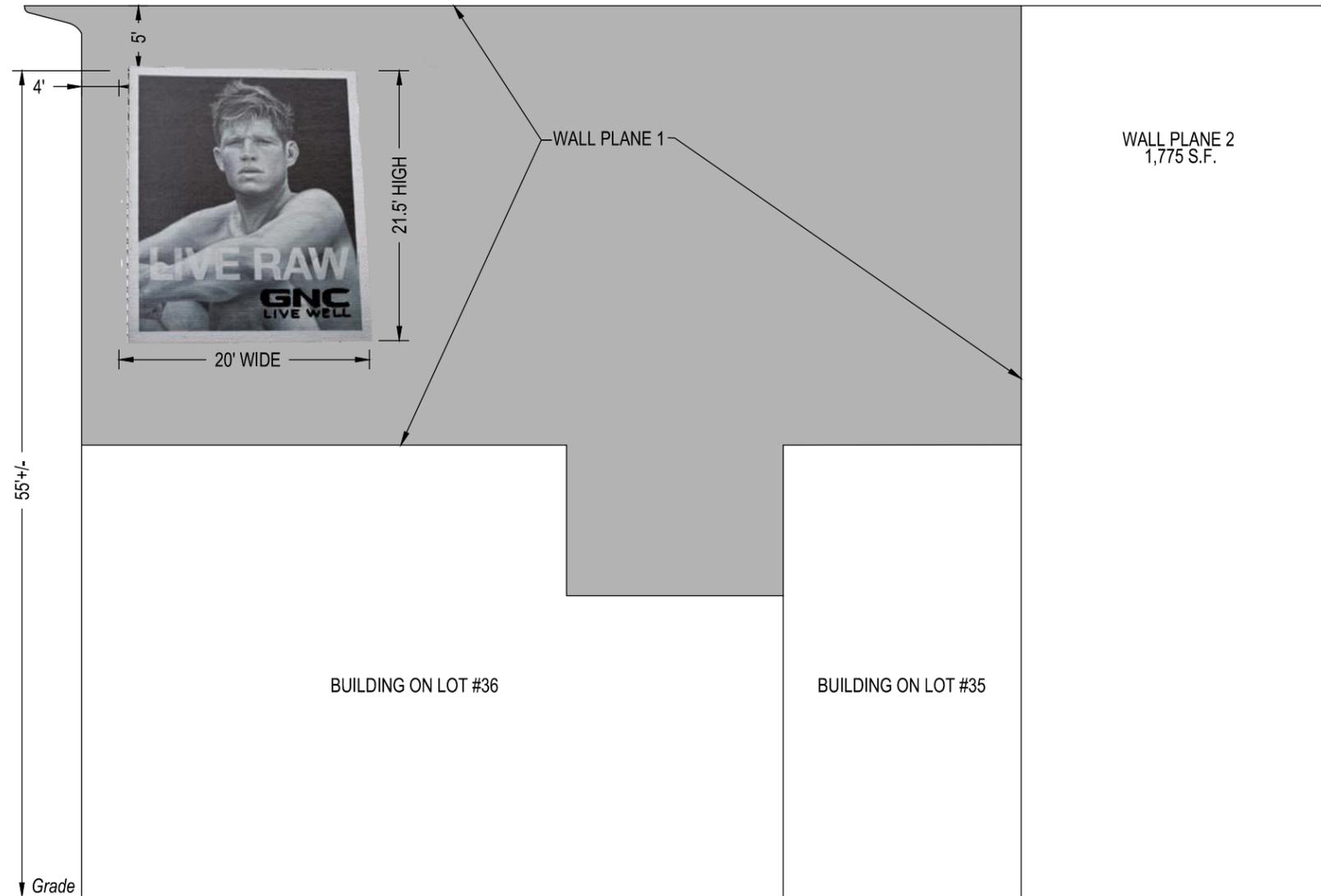
 DWG. NO:  
**SG - 001.00**  
 SHEET  
 2 OF 9







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



SCALE 1"=10'

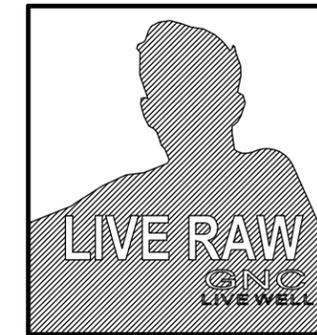
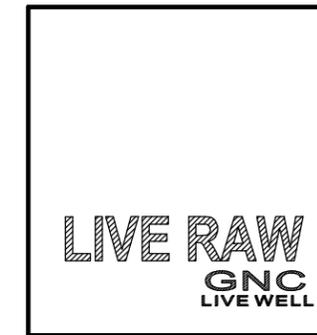


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

- SIGN TYPE: PHOTOREALISTIC, BLACK AND WHITE
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 60%
  2. IMAGE COVERAGE IS 47.2%
  3. TEXT COVERAGE IS 12.8%
  4. ONE OR TWO SOLID BACKGROUND COLORS = YES
  5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
  6. REPRODUCTION OF AN IMAGE UTILIZING SHADING TO ACHIEVE PHOTOGRAPHIC QUALITY = YES

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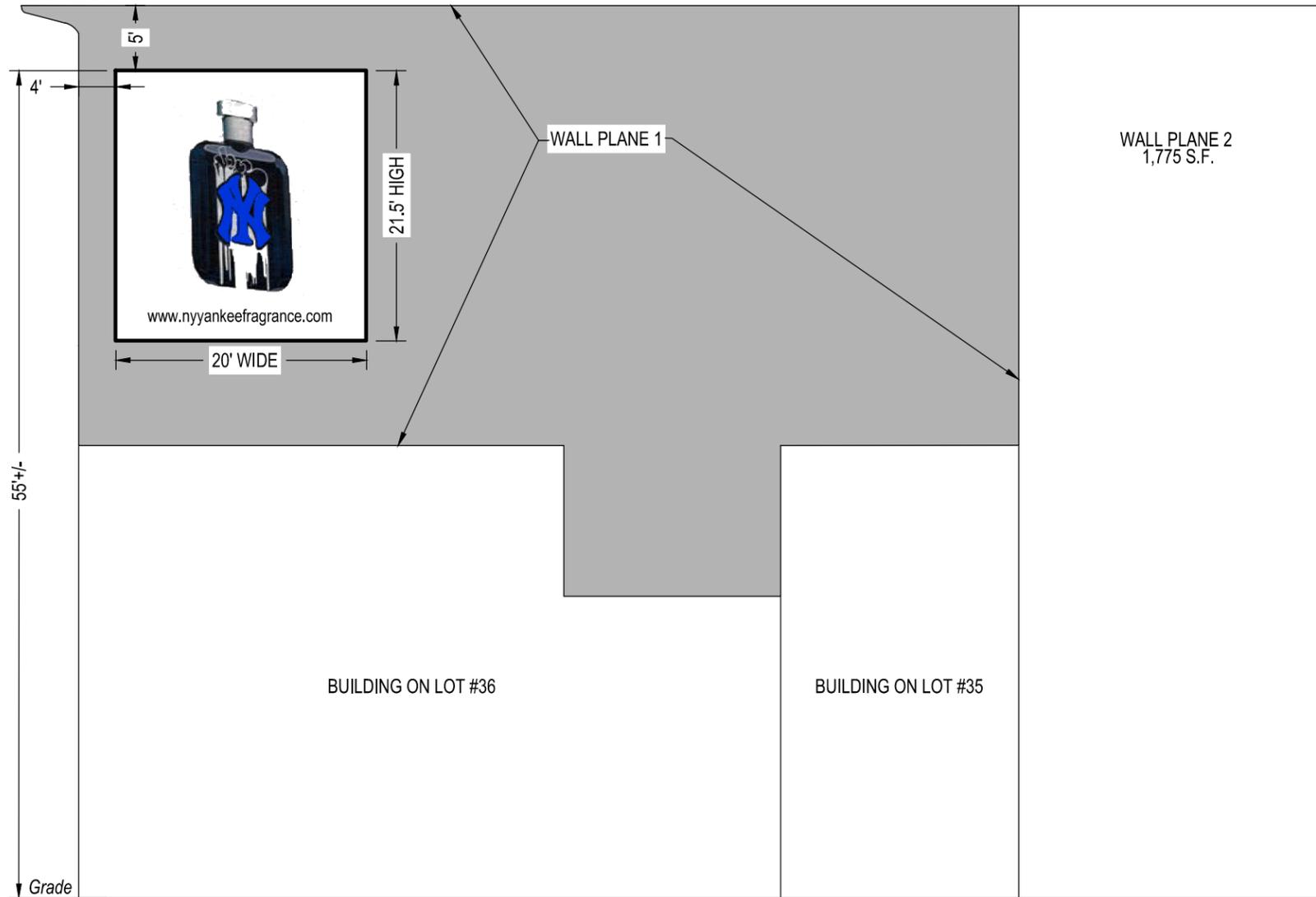
DATE ISSUED: 11/2/2015

BLOCK	LOT
499	37
MAP	ZONE
12C	M1-5A

DWG. NO:  
**SG - 001.00**

SHEET  
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# Example Sign Matching the Proposed Criteria - Photorealistic, Color



SCALE 1"=10'

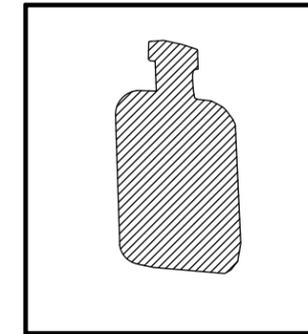


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

- SIGN TYPE: PHOTOREALISTIC, Color
1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 32.5%
  2. IMAGE COVERAGE IS 29.4%
  3. TEXT COVERAGE IS 3.1%
  4. ONE OR TWO SOLID BACKGROUND COLORS = YES
  5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
  6. REPRODUCTION OF AN IMAGE UTILIZING SHADING TO ACHIEVE PHOTOGRAPHIC QUALITY = YES

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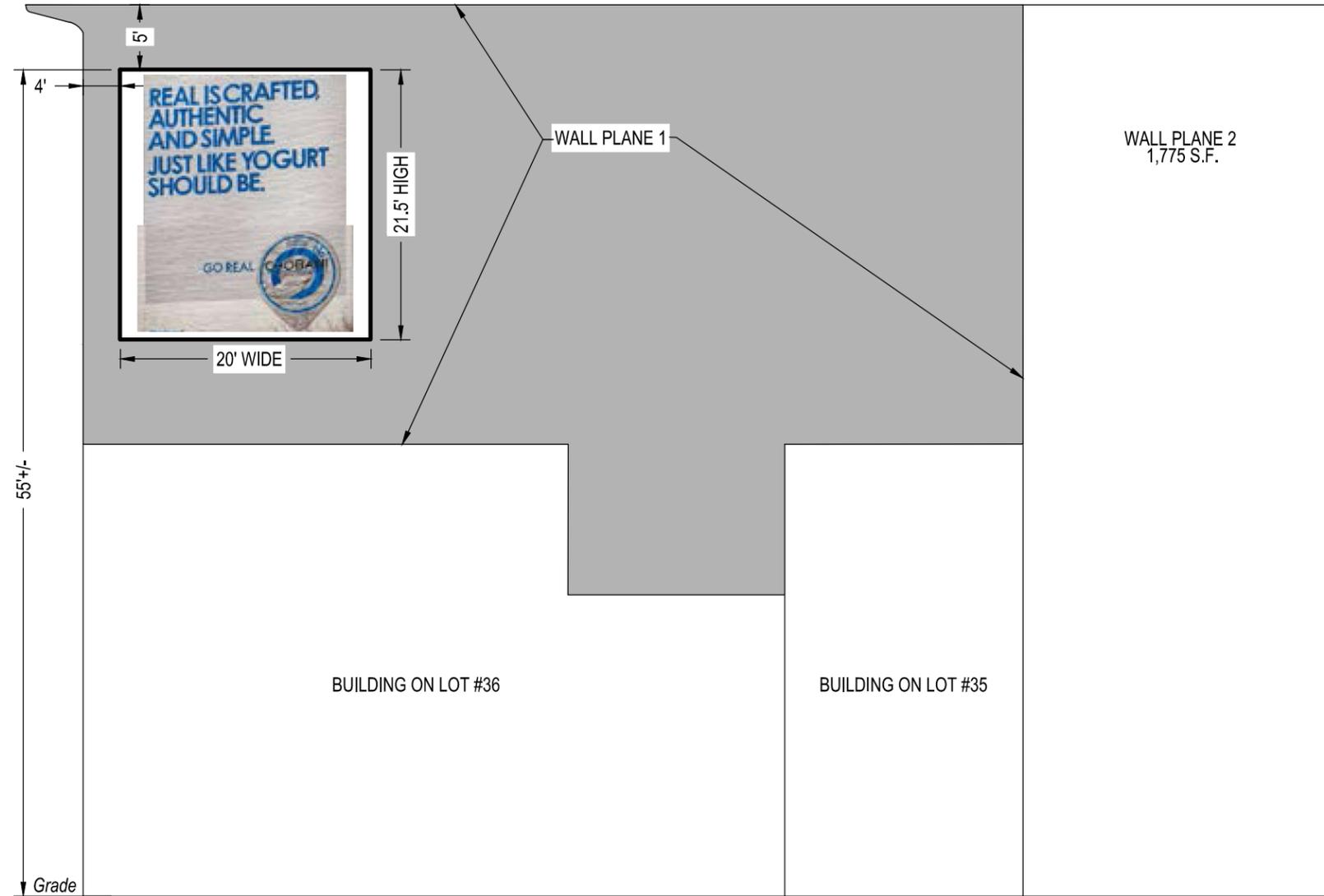
BLOCK	LOT
499	37
MAP	ZONE
12C	M1-5A

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



SCALE 1"=10'

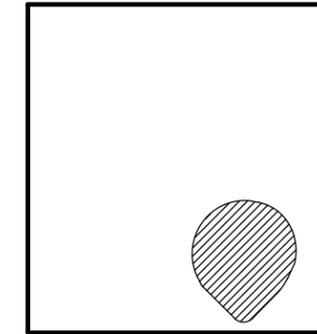
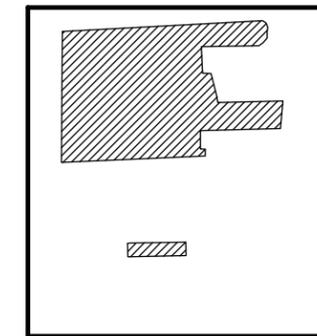


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

- SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, LESS THAN 5 COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 30.1%
  2. IMAGE COVERAGE IS 10.9%
  3. TEXT COVERAGE IS 19.2%
  4. ONE OR TWO 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, 5 or More Colors



SCALE 1"=10'

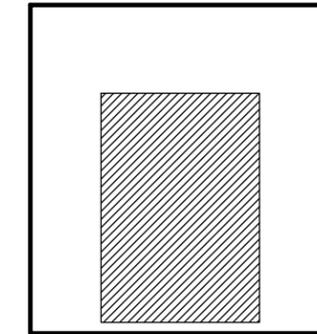
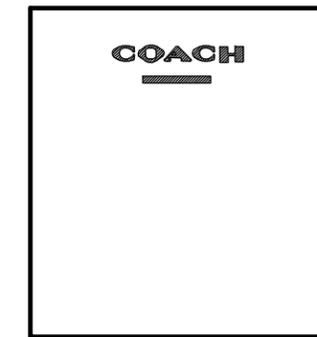


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

- SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, 5 OR MORE COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 40%. ACTUAL = 40.0%
  2. IMAGE COVERAGE IS 35.5%
  3. TEXT COVERAGE IS 4.5%
  4. ONE OR TWO SOLID BACKGROUND COLORS = YES
  5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
  6. PAINTED COLORS CLEARLY SEPARATED = YES

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