

The current proposal is:

Preservation Department – Item 4, LPC-23-03843

817 Washington Street – Gansevoort Market Historic District

Borough of Manhattan

To Testify Please Join Zoom

Webinar ID: 846 5203 4571

Passcode: 759003

By Phone: 1 646-558-8656 US (New York)

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

Note: If you want to testify on an item, join the Zoom webinar at the agenda’s “Be Here by” time (about an hour in advance). When the Chair indicates it’s time to testify, “raise your hand” via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.



SILVERCAST

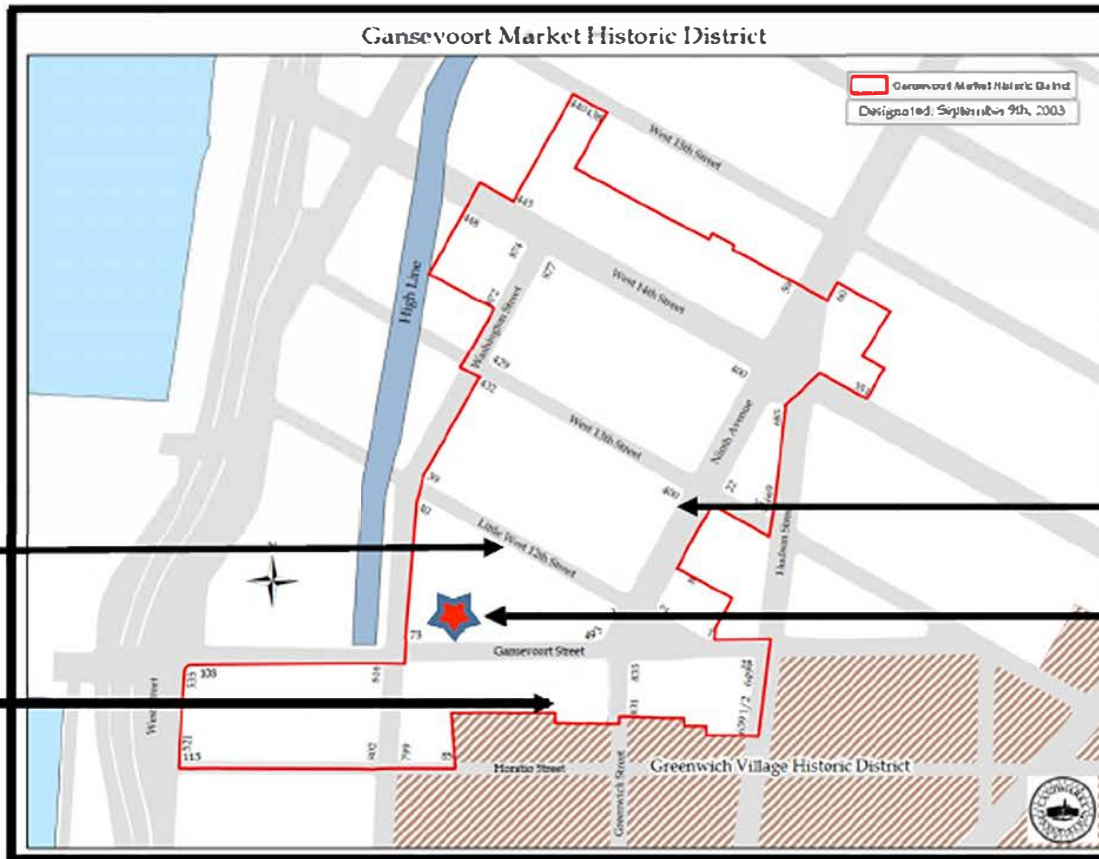
817 WASHINGTON STREET

PAINTED SIGN
MASTER PLAN APPLICATION

817 WASHINGTON STREET: PAINTED WALL SIGNS APPROVED IN GANSEVOORT MARKET HISTORIC DISTRICT



22 Little West 12th Street



21 Ninth Avenue

817 Washington Street

838 Greenwich Street



817 WASHINGTON STREET: PAINTED WALL SIGNS APPROVED IN A NEAR-BY HISTORIC DISTRICT

465 West Broadway



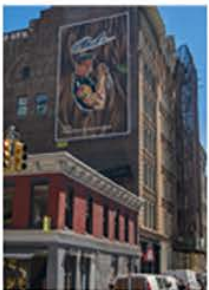
475 West Broadway



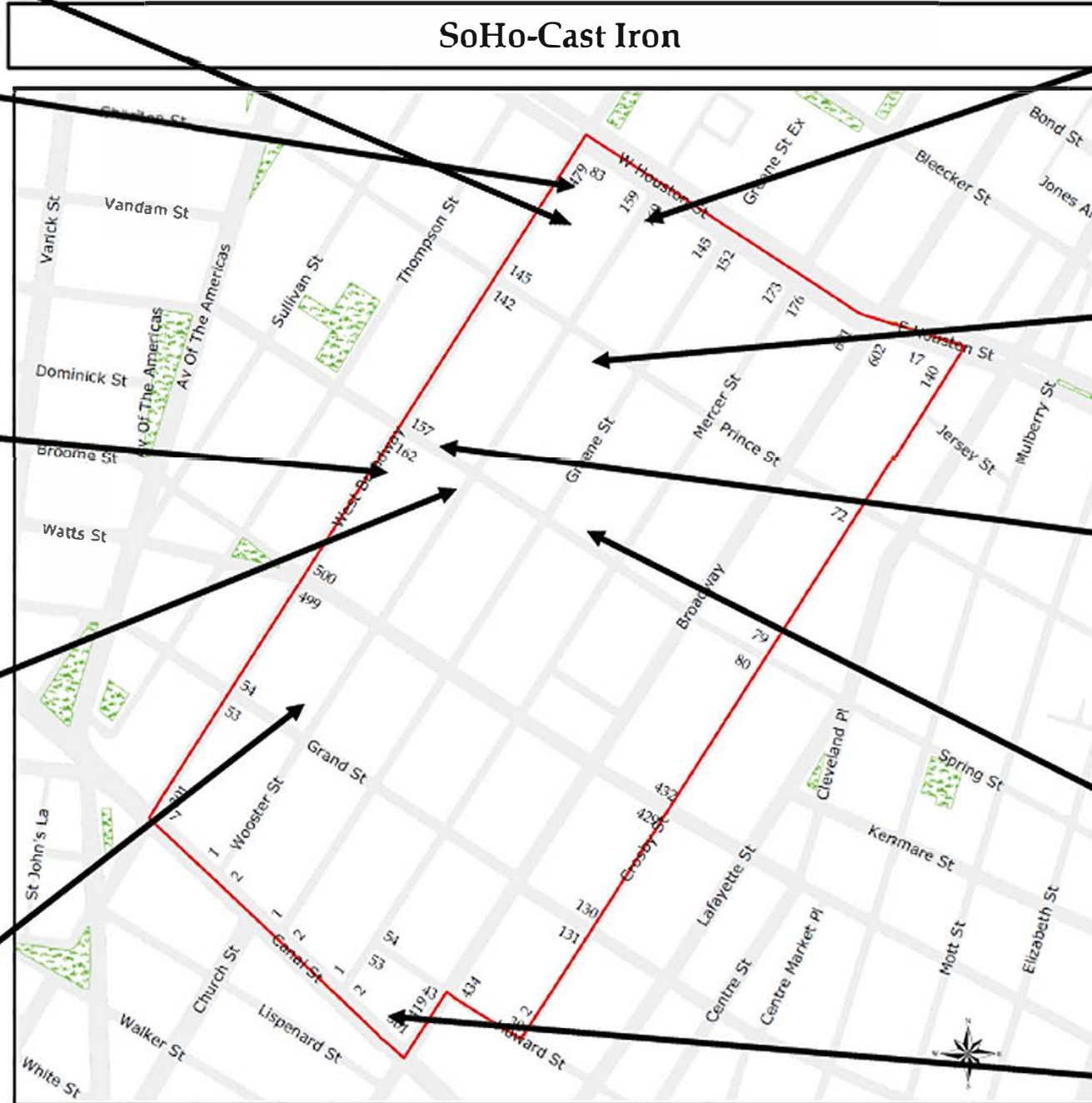
393 West Broadway



83 Wooster Street



60 Grand Street



155 Wooster Street



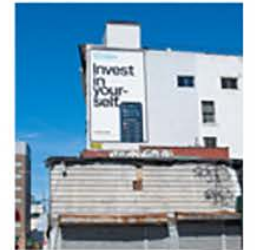
120 Prince Street



145 Spring Street



109 Spring Street



305 Canal Street

817 WASHINGTON STREET: HISTORIC CONTEXT



Designation Photo, 2003. (LPC)



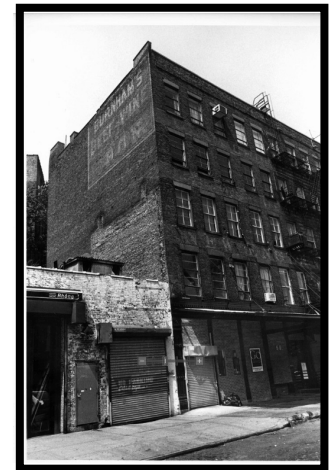
Designation Photo, 2003. (LPC)



1980's Tax Photo (Municipal Archive)



1980's Tax Photo (Municipal Archive)



55 Gansevoort Street
(LPC)

HAND PAINT MASTERS

ARTFX MURALS has been hand painting wall murals since 1984. Their ability to achieve a depth of presentation and color in their murals is a direct result of over 35+ years of experience.



Little West 12th Street



109 Spring Street



475 West Broadway

***Sample hand painted murals ARTFX MURALS recently completed in Gansevoort Market and Soho-Cast Iron Historic Districts**

817 WASHINGTON STREET: PROPOSED MASTER PLAN CRITERIA



Criteria:

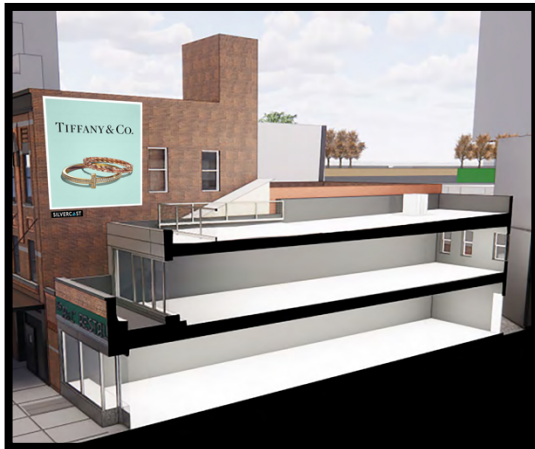
- The term of the Master Plan shall be for 10 years
- Square feet of total visible wall area - proposed condition: 600
- Square feet of proposed sign area - proposed condition: 130
- Distance from Front Façade: 2'
- Distance from Parapet: 1'
- Designated Vendor Emblem Plaque: size and position is consistent with other approved sign spaces.

The sign space shall be distinguished from surrounding facade by either a black or white 3" color border to contrast with the color of the sign

There will be no restrictions to the sign copy within the approved sign space

Comprehensive Master Plan to assist in staff-level content change approvals

This Criteria is consistent with prior approved Master Plans



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