

December 6th, 2022 Public Hearing

The current proposal is: <u>Preservation Department – Item 4, LPC-23-03843</u>

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)

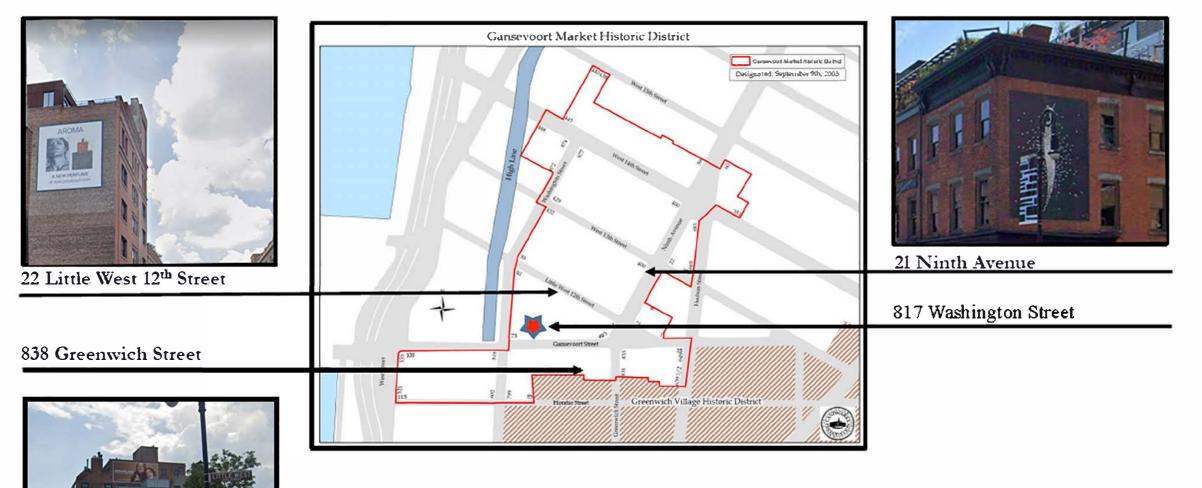
Note: If you want to testify on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

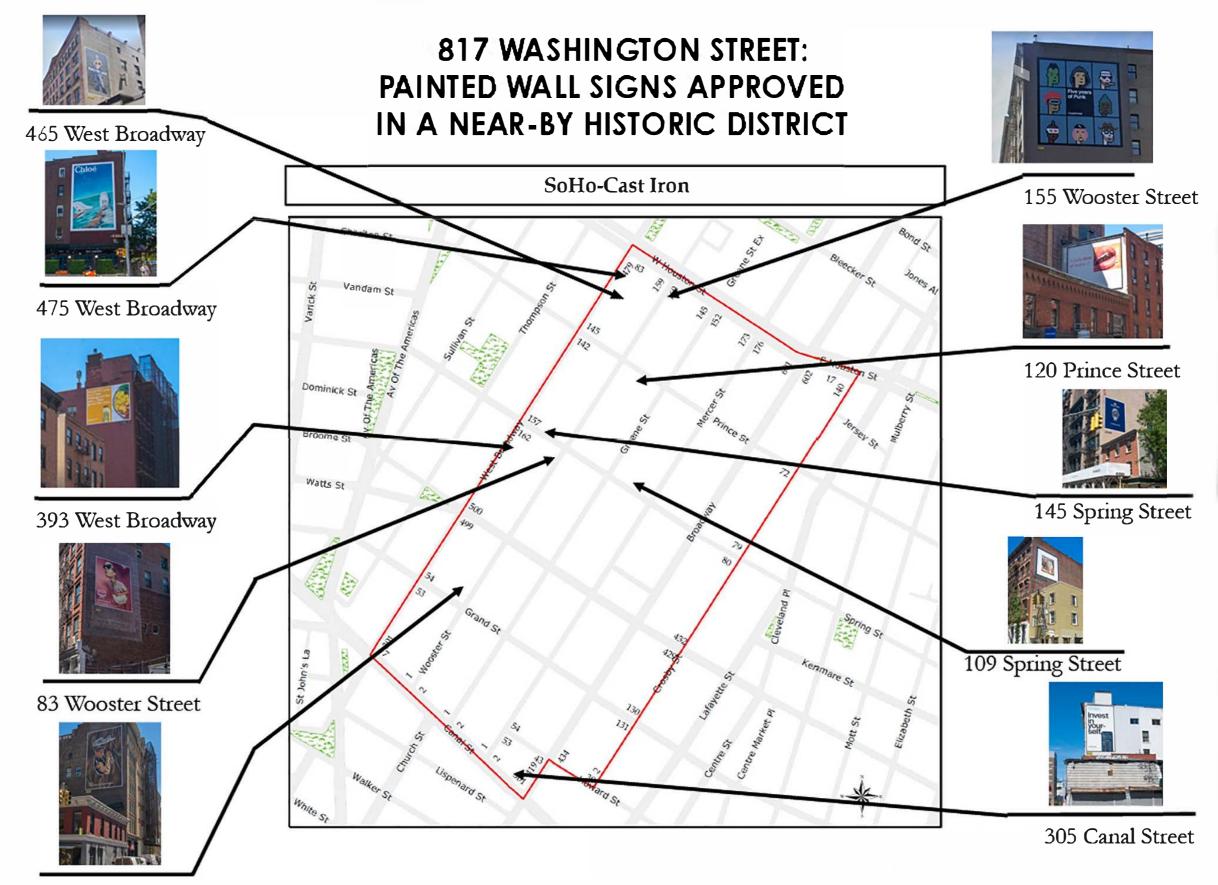


SILVERCAST

817 WASHINGTON STREET PAINTED SIGN MASTER PLAN APPLICATION

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





60 Grand 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

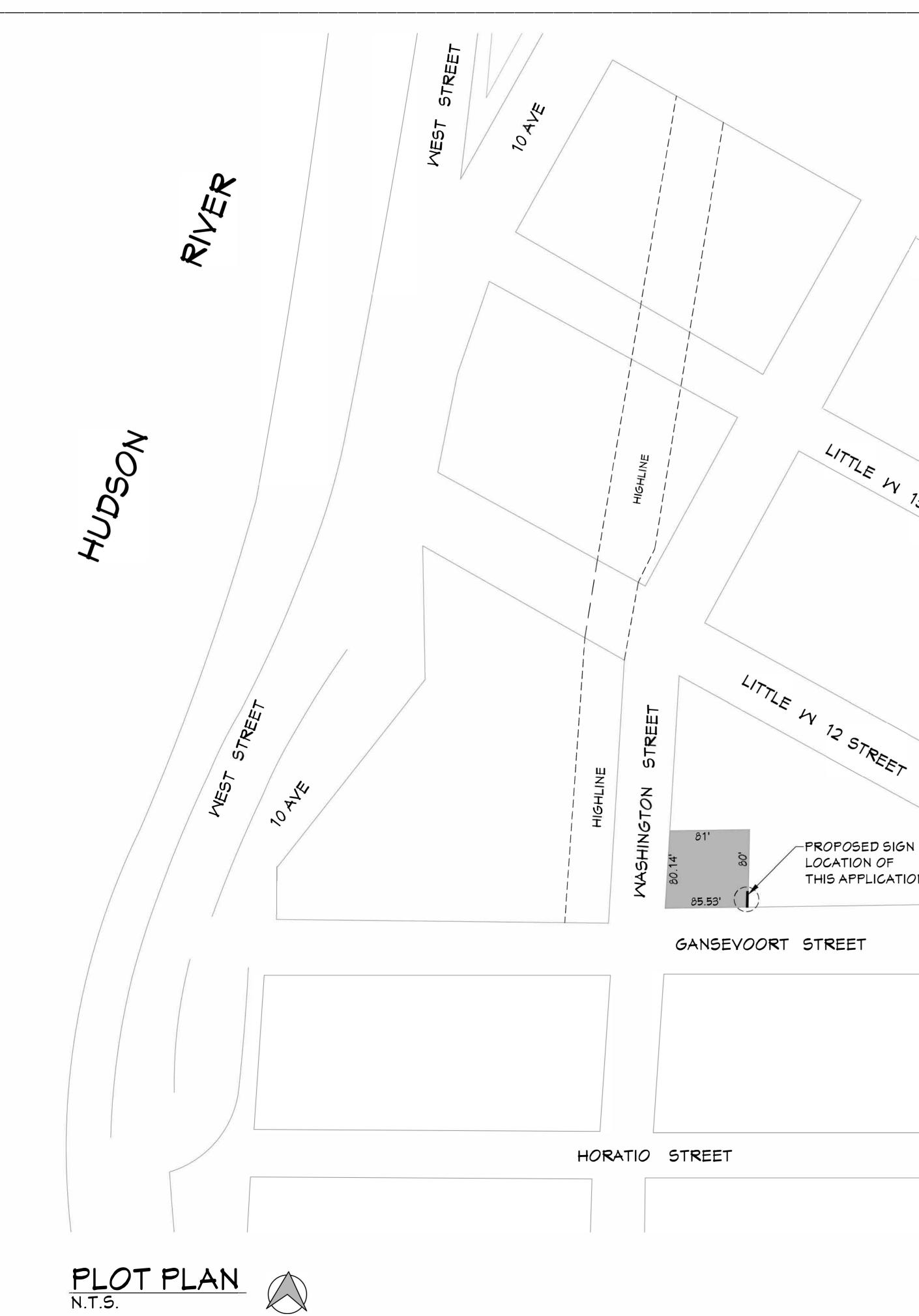


475 West Broadway

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

NEW NON-ILLUMINATED PAINTED ADVERTISING SIGN AT

817 WASHINGTON STREET, NEW YORK, NY 10014 BLOCK #: 644 LOT #: 30 ZONING DISTRICT : M1-5

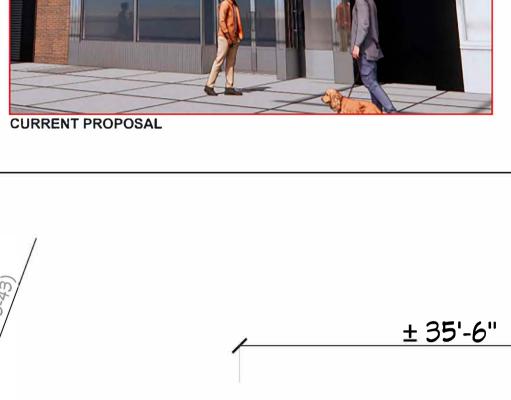


	GENERAL NOTES	5		LIST OF DRA
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		PRIOR TO THE START OF WORK.		ZONING
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	ITEM DESCRIPTION	CODE - PRESCRIBED	PROPOSED R- VALUE	
	PROPOSED NON-	VALUE AND CITATION N/A	N/A	
	ADVERTISING SIGN AT: 817 WASHINGTON STREET, NEW YORK NY 10014			
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LIST OF DRAWINGS	REVISION
SG-001 PLOT PLAN, ZONING MAP, LIST OF DRAWINGS, ZONING ANALYSIS, LIST OF SPECIAL INSPECTIONS & PROGRESSIVE INSPECTION,	No. DATE DESCRIPTION
NYC ENERGY CONSERVATION CODE, GENERAL NOTES.	
SG-002 SIGN FACE ELEVATIONS, PROPOSED MASTER PLAN CRITERIA, PHOTO.	
INSPECTIONS	
PROGRESS INSPECTION	
FINAL (28-116.2.4.2 BC 110.5) ENERGY: N/A	•
ENERGI: NA	V
ZONING ANALYSIS	на Р. Г. (на Р. Г. (на 350
FOR NON-ILLUMINATED ADVERTISING SIGN	— р <u>щ</u>
LOT FRONTAGES GANSEVOORT STREET: 85.53 FT.	ញ ភ្លេស ស្ត្រ ភូមិស្ត្រ ភូមស្ត្រ ភូមិស្តា ភូមិស្តា ភូមិស្តា ភ្មិស្ត្រ ភូមិស្តា ភូមិស្តា ភ្មិស្តិ ភ្មិស្តិ ភ្មិស ភ្មិស្តិ ភេទ ភ្មិស្តិ ភេទ ភូមិស្តិ ភ្មិស ភ្មិស ភ្មិ ភ្មិស ភ្មិ ភ្មិស ភ្មិស ភ្មិ ភ្មិស ភ្មិ ភ្មិស ភ្មិ ភ្មិស ភ្មិ ភ្មិស ភ្មិ ភ្មិស ភ្មិស ភ្មិ ភេទ ភេទ ភ្មិ ភ្មិ ភ្មិស ភ្មិ ភ្មិស ភិទ្ទ ភិទ្ទ ភ្មិ ភ្ម ភ្មិស ភ្មិ ភ្មិ ភ្មិ ភ្មិ ភ្មិ ភ្មិ ភ្មិ ភ្មិ
MASHINGTON STREET: 80.14 FT.	
ZONING DISTRICT: M1-5	×××××××××××××××××××××××××××××××××××××
ZR. 42-53 SURFACE AREA AND ILLUMINATION PROVISIONS	$\widehat{\boldsymbol{\Omega}}$
ZR. 42-531 TOTAL SURFACE AREA OF SIGNS	
ZR 42-532 NON ILLUMINATED SIGNS	
MAX SURFACE AREA OF ALL SIGNS ON THE ZONING LOT	Σ
= $6 \times ZONING LOT FRONTAGES$ = $6 \times 165.67 = 994.02$ SF. > 13' X 10' = 130 SF :. OK (PROPOSED)	
ZR 43-43 HEIGHT OF SIGN	148 738-34
M1-5 MAX STREET HEIGHT= 85'	
SKY EXPOSURE = $2.7(V)$: 1(H)	⊢ ⊢
	TZZZER
	Consulting Engineer
	APPROVAL STAMPS:
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HI	
M1.5 M2-4 C6.3	
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AND STATION DO	
MI-5	PROJECT:
	PROPOSED NON-ILLUMINATED PAINTED ADVERTISING SIGN
PROL OF N.S.L 78 11 140 MT COLOR R8A ST	AT 817 WASHINGTON STREET,
HRP BASE	NEW YORK, NY 10014
A CG.	TITI F DRAMING.
	TITLE DRAWING: PLOT PLAN, LIST OF DRAWINGS, ZONING MAP,
Z M2-3	LIST OF SPECIAL INSPECTIONS, ZONING MAR, NYC ENERGY CONSERVATION CODE,
M1-5	SCOPE OF WORK.
	SEAL & SIGNATURE DATE: 11/21/2022
M2-3	PROJECT No. 22-26 T DRAWING BY: JL
	CHK BY: TMZ DWG. No.:
Scoonsnello s	The way way and the second sec
M3-2 GANSEVOORT	SG-001.00
	J:\Drawing\2022 \22-26T \ CAD FILES\ SIGN 10F 2
LOCATION OF	DOB JOB NUMBER:

130Ø = 0.2167% 600Ø

PROPOSED SIGN OCCUPIES A PERCENTAGE OF 21.67% OF THE VISIBLE MALL SURFACE AREA



MALL AREA

@ PROPOSED CONDITION

± 600 SF

PL &

2.75

40'

GANSEVOORT STREET

MALL AREA

SCALE: ¹/₈"=1'-0"





 $\frac{1}{2}$

40'

GANSEVOORT STREET

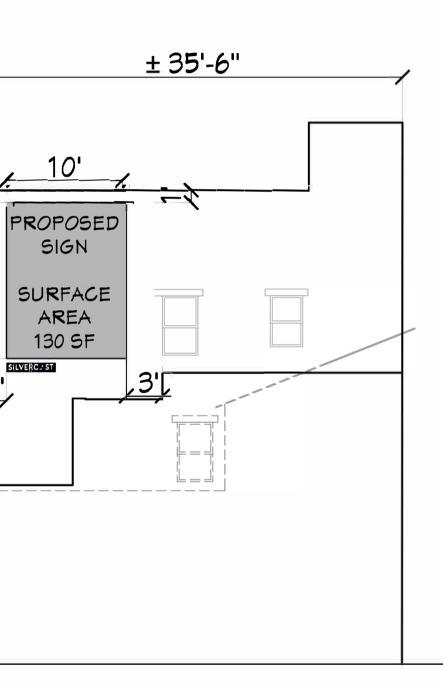
SCALE: ¹/₈"=1'-0"

2

F/

PROPOSED CONDITION

	PROPOSED MASTER PLAN CRITERIA
	- SIGN SPACE SHALL BE DISTINGUISHED FROM SURROUNDING FACADE BY EITH COLOR BORDER TO CONTRAST WITH THE COLOR OF THE SIGN, AND THAT THE RESTRICTION TO THE SIGN COPY WITHIN THE APPROVED SIGN SPACE.
	- SQUARE FEET OF THE TOTAL VISIBLE WALL = 600 SF (PROPOSED CONDITIONS
	- SQUARE FEET OF THE PROPOSED SIGN = 130 SF (PROPOSED CONDITIONS)
Alester	- % OF SIGN COVERAGE 130 = 0.216 = 21.67% 600
	- % OF VISIBLE MALL SPACE = 100 - 21.6 = 78.33%
	- DISTANCE FROM FRONT FACADE = 2 FT
	- DISTANCE FROM PARAPET = 1 FT
	- DESIGNATED VENDOR EMBLEM PLAQUE: SIZE AND POSITION IS CONSISTENT SIGN SPACES.
	- THE TERM OF THE MASTER PLAN PERMIT, TO ALLOW CONTENT CHANGES AT 1 FOR 10 YEARS.
	- THIS CRITERIA IS CONSISTENT WITH PRIOR APPROVED MASTER PLANS.



SIGN FACE ELEVATION @ PROPOSED CONDITION

THER A BLACK OR WHITE 3" HERE WILL BE NO

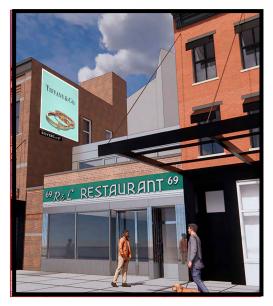
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T WITH OTHER APPROVED

T THE STAFF LEVEL, SHALL BE

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	TAREK M. ZEID, P.E. P.L.L.C.	38-34 BELL BOULEVARD, SUITE # 350 BAYSIDE, NY 11361 TEL. (718) 631-3257 FAX. (718) 631-7805	
APPROV	AL STAMPS:	Consulting Engi	
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PROJEC PROPOS ADVERT 817 MA	AL STAMPS: -T:	-UMINATED PAINT AT N STREET,	neer
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PROJEC PROPOS ADVERT 817 MA NEM YO TITLE DR SIGN FAC PROPOS PHOTO.	AL STAMPS: AL STAMPS: T: DED NON-ILL ISING SIGN SHINGTON ORK, NY 10 DRK, NY 10 DRK, NY 10 DRK, NY 10 DRK, NY 10	Consulting Engi -UMINATED PAINT AT N STREET, 2014 5, AN CRITERIA,	ED

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 Vender 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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