

The current proposal is:

Preservation Department – Item 1, LPC-26-07051

109 West Broadway – Tribeca South Historic District
Borough of Manhattan

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.

NEWTRADITION

MAKE A STATEMENT

In Partnership with



APRIL 7TH, 2026

109-113 W BROADWAY

PROPOSED MASTER PLAN FOR PAINTED WALL SIGNS

NEW YORK, NEW YORK



LPC COMMISSIONERS COMMENTS

109 W Broadway: 10/8/2024 Public Meeting

• **General Comments:**

- LPC has not found that historic signs need to be preserved; LPC cannot require that a historic sign be maintained
- LPC recognized this is a unique case (not a precedent) with multi-story signage on a primary facade of a corner building; this building was historically meant to have signs
- LPC acknowledged the presence of a lot of signage in Tribeca and that the neighborhood has evolved over time
- LPC acknowledged historic record of painted signs 1939-1975
- Recommended restudying the proposal to not detract from the historic architectural features, size, design, content relation to historic architectural features
- Recommended restudying the signage proposal to be creative and responsive to the Commissioners' concerns
- Recommended exploring a unified campaign for a single advertiser

• **Size & Relationship of Signs to the Building:**

- That the painted wall should complement the facade without overwhelming it or dominating it
- That the signs be reduced in size and made more "recessive" to harmonize with the building's architectural features rather than dominate it
- That the signage be redesigned to better align with the architectural recesses and window datums, and not "fight with the architecture" or "confuse the building reading"

• **Design Content/Graphics:**

- That the new signage needs to replicate the intent of the historic signs
- One Commissioner found the proposed signs portray a reasonable, historically relevant sign that worked with the architecture
- Recommended that the team further study the current style of the historic painted wall signage and provide a similar aesthetic; work with what is there
- Recommended that the team further study the colors and scale for the new signs to complement the primary facade and 3D architecture; not be "glaring," "huge," or "distracting"
- Recommended that the new signs be distinguished from the architecture with a less confusing frame

• **Master Plan:**

- Most Commissioners were concerned about a broad Master Plan because regulating font and size is difficult
- Some Commissioners preferred a "site specific" approval or significantly stricter parameters to avoid inappropriate future signage



REVISED SIGN DETAILS

- **Size:** (2) 11' W x 20' H hand painted signs measuring 220 square feet each
- **Revised Coverage:** 20% * of West facade; Reduced coverage by 8% overall
- **Location:** Signs are located on the primary West facade as they were historically installed; Signs face West towards the major artery of West Broadway located in the Tribeca South Historic District
- Proposed signs at north and south panels will be a **unified advertising campaign** intended for a single advertiser:
 - **Left Panel: Typography Only** – The new approach focuses on a text-forward design style emphasizing legibility and historic commercial fonts (Serif, Sans-Serif, Block). This style relies on a flat background with no blends and contrasted lettering rather than large blocks of saturated color.”
 - **Right Panel: Pictorial** – The revised approach adopts the 'high art' aesthetic of early 20th-century advertising. Under this new definition, product and organic imagery are permitted but must be rendered using traditional artistic techniques—such as shading, highlights, and perspective—to create depth. This ensures the signage achieves the hand-painted, illustrative volume of vintage murals, rather than appearing hyper-realistic or digitally generated. The **painted application of the signage** will be in keeping with the traditional application methods and commercial character of painted wall signs historically found on buildings within this historic district.
 - **Finish:** 100% Matte / Flat Finish (No gloss, semi-gloss, or reflective paints)



REVISED SIGN DETAILS

- The signs will include a **solid painted border**; we have identified two neutral tone options that are more complementary with the sandstone facade and are more recessive. Alabaster White and Warm Parchment.
- **Vendor Tag:** A vendor tag will be installed under the sign sized at 18” H x 96” W
- Comprehensive **10 year Master Plan** requested
- We are proposing a **‘Proposed Color Range’**, consisting of low-chroma colors that are consistent with historic commercial pigment ranges and visually recede under natural light, soot and patina.
- **The "Sunlight" Variable:** To account for natural daylight and on-site viewing conditions, each approved color is defined by a fixed range consisting of light, center, and dark tone. All final painted colors must fall within these proposed ranges.
- **Texture Integration:** The proposed matte finish and 'dry brush' application techniques will naturally desaturate colors. The final perceived color will be influenced by the stone texture underneath.
- **Colors Used in the Renderings:** The border in the rendering is Alabaster White and the colors used in the creative are as follows:

Neutrals & Off-Whites

- Warm Parchment: Center / #F4EBD3
- Weathered Limestone: Center / #EBE5CE
- Historic Beige: Light / #D6CCBA

Warm Earths, Ochres, & Mustards

- Faded Mustard: Center / #AE9438
- Golden Ochre: Center / #B8954E
- Yellow Ochre Deep: Light / #B89040

Warm Browns & Near-Blacks

- Van Dyke Brown: Center / #6A4A38
- Burnt Umber Dark: Light / #5C3A28
- Carbon Warm: Dark / #141210
- Deep Graphite: Center / #252525
- Midnight Oil: Center / #2B3038

Muted Greens, Sages, & Verdigris

- Dusty Sage: Dark / #6E7864
- Olive Drab: Center / #747A56
- Spruce Mist: Center / #527066
- Hunter Green: Center / #3F4C44



REVISED SIGN DETAILS

• **Appropriateness Arguments:**

- Monumental painted signs on the principal facade of this corner building have existed since 1939 and the proposed signs will communicate the evolving commercial character of the district
- Painted wall signs are a traditional method of advertising that was historically found in this historic district
- The proposed signs will be in keeping with the historic character of the facade, the streetscape, and the evolved commercial character of the historic district
- The hand painted application of the proposed signage will be in keeping with the traditional application methods typical of the district
- The proposed signs will include an outer frame that recalls the details of historic paneled signs at this building
- The placement and size of the two proposed signs will help them to relate to the scale of the historic signs, the five bay rhythm of the existing facade, and the spatial relationships of window and cornice brackets, which will cumulatively help them to remain a subordinate presence on the building and within the streetscape
- The proposed signs will have a vendor and a set location and size
- The proposed signs will emulate the style and aesthetic of the historic painted wall signs



109 WEST BROADWAY - KEY CHANGES



ORIGINAL PROPOSAL

Key Changes

- **Size:** (2) 11' W x 20' H hand painted signs measuring 220 square feet each
- **Coverage percent:** 20% *Reduced coverage by 8% overall
- **Architectural Integrity:** Smaller sign panels that respond to the building's architectural datums (window sills at lower floor; spring of the arch at the top floor windows)
- **Design Reconfiguration:** Typography (left panel) and pictorial (right panel)
- **Style of Paint:** 100% Matte / Flat Finish (No gloss, semi-gloss, or reflective paints)
- **Color Guide:** Proposed color ranges with seamless verification



REVISED PROPOSAL

MASTER PLAN & CREATIVE STANDARDS

PANEL-SPECIFIC DESIGN GUIDELINES

Left Panel: Typography Only

- **Concept:** A text-forward design style emphasizing legibility and historic commercial fonts (Serif, Sans-Serif, Block).
- **Composition:** This style relies on a flat background with no blends and contrasted lettering.
- **Prohibited:** “Bold shapes,” “non-organic elements,” and large blocks of saturated color. The commissioners previously found these elements “distracting.”

Right Panel: Pictorial & Imagery

- **Concept:** Adopts the “high art” aesthetic of early 20th-century advertising.
- **Technique:** Product and organic imagery must be rendered using traditional artistic techniques—such as shading, highlights, and perspective—to create depth.
- **Goal:** To achieve hand-painted, illustrative volume (mimicking vintage murals) rather than appearing hyper-realistic or digitally generated.
- **Prohibited:** Photorealism and modern 3D imagery. The inclusion of “intricate forms” previously caused contention; images must look painted, not digital.

EXECUTION STANDARDS (MATERIALS & FRAMING)

- **Method:** Traditional hand-painted application only.
- **Finish:** 100% Matte / Flat Finish
- **Border:** The sold painted border shall be executed in one of the following proposed neutral colors only: Alabaster White and Warm Parchment. See corresponding swatches on slide 9.
- **Prohibited:** No gloss, semi-gloss, or reflective paints

MASTER PLAN & CREATIVE STANDARDS

COLOR METHODOLOGY (PROPOSED COLOR RANGES)

- **Colors:** Signage colors shall be selected only from proposed low-chroma color ranges. These colors that visually recede under natural light, soot, and patina.
- **Color Range:** Each proposed color range consists of:
 - One center reference color
 - One lighter boundary
 - One darker boundary
- All final painted colors must fall visually between the proposed boundaries.
 - Colors inside the range are compliant
- Because the signage is hand-painted on historic masonry and viewed in natural daylight, final paint mixing may result in minor visual variation.
- This adjustment is permitted only to ensure the finished color:
 - Matches one of the proposed ranges when viewed from the public way
 - Remains recessive and non-glaring in natural sunlight
- The proposed color guide:
 - Mirrors historic commercial pigment ranges
 - Matches pre-acrylic paint chemistry outcomes
 - Allow painters discretion within fixed bounds
 - The artwork submission will include a reference list of the approved colors used, so LPC can easily verify compliance with the color guidelines.

COMPLIANCE CHECKLIST

- **Conditions:** A proposed sign shall comply with the following criteria:
 - Each panel follows their respective design guidelines
 - All colors used fall within the proposed color ranges
 - The painted border color matches one of the proposed border colors
 - The finish is matte/flat
 - Technique is consistent with hand-painted application
- **Prohibited:** Colors outside the master plan color range are not permitted; no unapproved accent or highlight colors; no color to appear brighter, darker, or more saturated than the approved limits; no reflectivity

109 WEST BROADWAY

PROPOSED COLOR GUIDE

NEUTRALS & OFF-WHITES

| ALABASTER WHITE | WARM PARCHMENT | WEATHERED LIMESTONE | HISTORIC BEIGE | BUFF STONE |
|------------------|-------------------|---------------------|------------------|------------------|
| #F8FA5 LIGHT | #F6D0E LIGHT | #F1E09 LIGHT | #DCCBA LIGHT | #E3DC8 LIGHT |
| #F2F0E CENTER | #F4E0D3 CENTER | #E8E3E CENTER | #C8D0C CENTER | #DCC83 CENTER |
| #E4E0D2 DARK | #E0D8B DARK | #D9D2B5 DARK | #E3A94 DARK | #C7C0A8 DARK |

WARM GREYS & GREIGES

| FRENCH GREY | STONE GREIGE | AGED PLASTER | CEMENT WARM |
|-------------------|-------------------|-------------------|------------------|
| #C8C2B4 LIGHT | #E8E8A8 LIGHT | #C8C4B8 LIGHT | #B4AFAA LIGHT |
| #B4ADAO CENTER | #ABA292 CENTER | #B4D0A4 CENTER | #9E990 CENTER |
| #C168A DARK | #90B97A DARK | #9C9E90 DARK | #8807B DARK |

WARM EARTHS, OCHRES & MUSTARDS

| STRAW YELLOW | FADED OLT | FADED MUSTARD | GOLDEN OCHRE | YELLOW OCHRE DEEP | PALE TERRACOTTA | CINNAMON SPICE | RAW UMBER |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|
| #D4C8B8 LIGHT | #C8B79 LIGHT | #C4A0D LIGHT | #C1A96 LIGHT | #B9949 LIGHT | #C4A80 LIGHT | #A8844 LIGHT | #A8800 LIGHT |
| #C4B40B CENTER | #B4A2D0 CENTER | #A8943B CENTER | #B9954B CENTER | #A07A2B CENTER | #B0886B CENTER | #8C5234 CENTER | #B4B4C CENTER |
| #A889D0 DARK | #94B83B DARK | #927A24 DARK | #947A3B DARK | #886414 DARK | #946E52 DARK | #708C22 DARK | #7083B DARK |

MUTED BLUES, NAVIES & TEALS

| ZINC BLUE-GRAY | FADED DENIM | PROVIDENCE BLUE | COLONIAL BLUE | VERDIGRIS MUTED | AGED NAVY | PRUSSIAN WASH |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| #9AAAB8 LIGHT | #7A92A8 LIGHT | #6A8132 LIGHT | #6A8030 LIGHT | #6A9030 LIGHT | #4A5E7B LIGHT | #3C5470 LIGHT |
| #8490A8 CENTER | #647E90 CENTER | #56607E CENTER | #547080 CENTER | #54787B CENTER | #384E90 CENTER | #2C4460 CENTER |
| #6E8090 DARK | #506A80 DARK | #425065 DARK | #3E5A6E DARK | #3E6060 DARK | #283E54 DARK | #1C344E DARK |

MUTED GREENS, SAGES & VERDIGRIS

| DUSTY SAGE | OLIVE DRAB | AGED VERDIGRIS | SPRUCE MIST | HUNTER GREEN |
|-------------------|-------------------|-------------------|-------------------|-------------------|
| #9AA490 LIGHT | #8E90A LIGHT | #789090 LIGHT | #6A807B LIGHT | #55645C LIGHT |
| #848E7A CENTER | #747A50 CENTER | #60787B CENTER | #52708B CENTER | #3F4C44 CENTER |
| #6E7804 DARK | #606844 DARK | #446060 DARK | #3E2C52 DARK | #273A23 DARK |

MUTED REDS, TERRACOTTAS & ROSES

| DUSTY ROSE | OLD ROSE | BRICK DUST | POMPEIAN RED | HERITAGE RED | RUSSET | WORN BURGUNDY |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| #C4A0A0 LIGHT | #B89090 LIGHT | #B07A0F LIGHT | #9A5A4B LIGHT | #9C3F3B LIGHT | #884442 LIGHT | #7A4B4B LIGHT |
| #D0888B CENTER | #A0787B CENTER | #9C802F CENTER | #844B3B CENTER | #8A4B44 CENTER | #703A3B CENTER | #643B3B CENTER |
| #946E6E DARK | #88062 DARK | #784E4B DARK | #6C3B2B DARK | #6E3A34 DARK | #5A2A2B DARK | #502A2A DARK |

MUTED PURPLES & MAUVES

| DUSTY LAVENDER | MUTED AMETHYST | DUSTY MULBERRY | SOFT AUBERGINE |
|-------------------|-------------------|-------------------|-------------------|
| #D0C78B LIGHT | #C1B302 LIGHT | #9A788B LIGHT | #80687B LIGHT |
| #C4B1D4 CENTER | #A7A0C3 CENTER | #842722 CENTER | #6C4664 CENTER |
| #A093C0 DARK | #87E2A8 DARK | #6E4E30 DARK | #5B4050 DARK |

WARM BROWNS, NEAR-BLACKS & DARKS

| VAN DYKE BROWN | BURNT UMBER DARK | CARBON WARM | DEEP GRAPHITE | MIDNIGHT OIL |
|-------------------|-------------------|-------------------|-------------------|-------------------|
| #6A4A3B LIGHT | #5C5A2B LIGHT | #2E2A2B LIGHT | #3A3A3A LIGHT | #3A404B LIGHT |
| #522E1E CENTER | #422E10 CENTER | #201E1C CENTER | #252525 CENTER | #2E303B CENTER |
| #3A1E10 DARK | #2E180A DARK | #1A1210 DARK | #1B1B1B DARK | #1E222B DARK |



PROPOSED BORDER COLORS



Alabaster White
#F2F0E6



Warm Parchment
#F4EBD3

COMPARISON OF PROPOSED SIGNAGE

109 WEST BROADWAY - PROPOSED SIGNAGE PLAN



CURRENT VIEW



ORIGINAL PROPOSAL



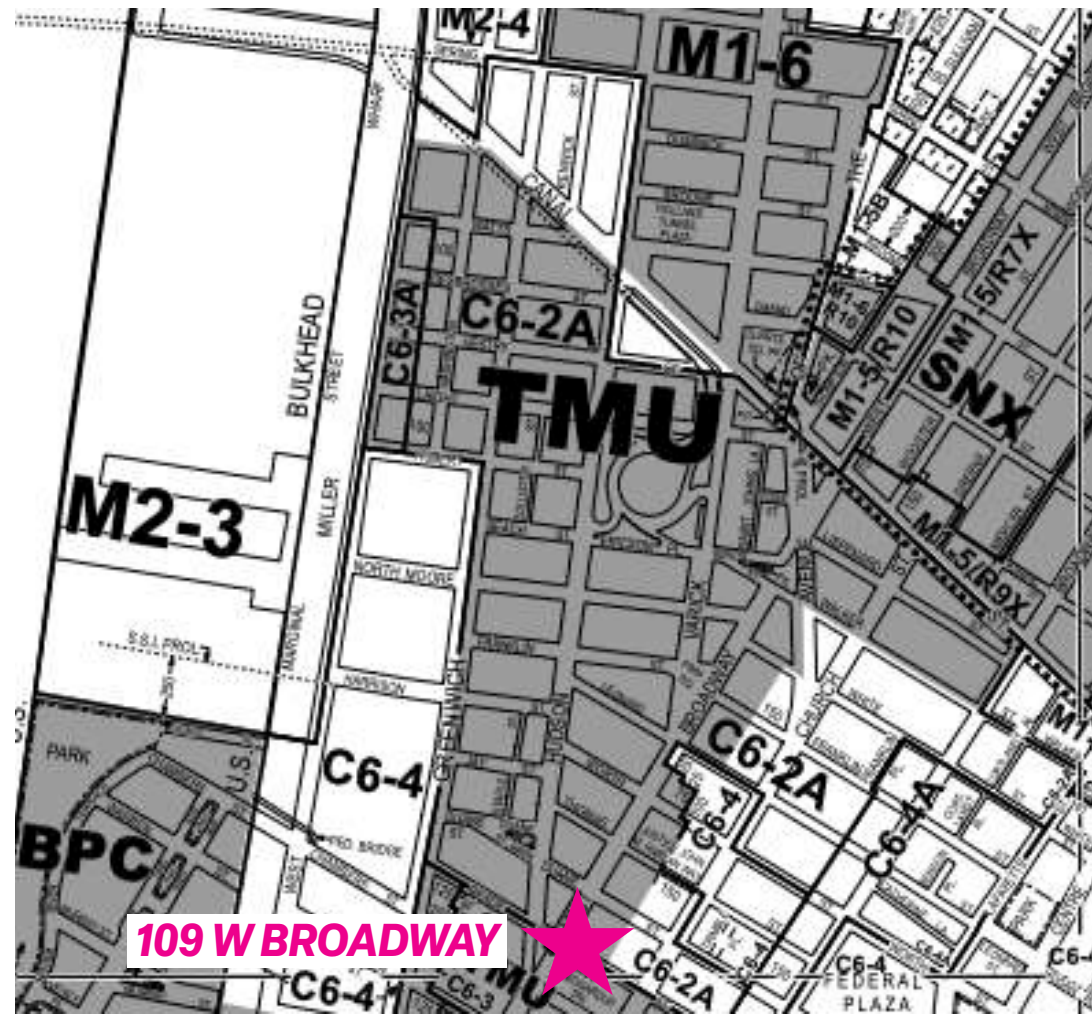
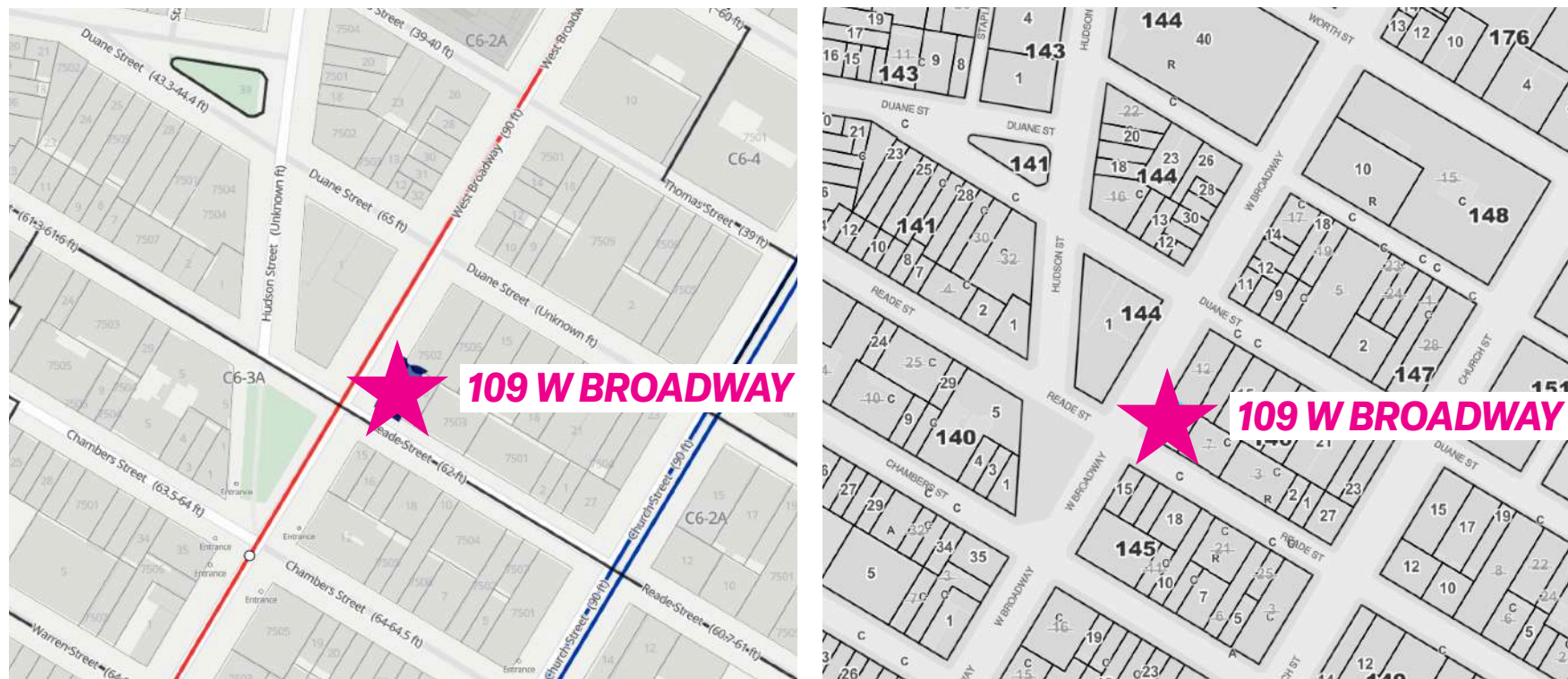
2024 PROPOSAL



REVISED PROPOSAL

ZONING MAPS & INFORMATION

The existing signs are legal non-conforming advertising signs which may have been part of a 1950s pro-painting campaign by the trade group now known as the American Coatings Association.



ZONING MAP
THE NEW YORK CITY PLANNING COMMISSION

Major Zoning Classifications:
The number(s) and/or letter(s) that follows an **R**, **C** or **M** District designation indicates use, bulk and other controls as described in the text of the Zoning Resolution.

R - RESIDENTIAL DISTRICT
C - COMMERCIAL DISTRICT
M - MANUFACTURING DISTRICT

SPECIAL PURPOSE DISTRICT
The letter(s) within the shaded area designates the special purpose district as described in the text of the Zoning Resolution.

AREA(S) REZONED

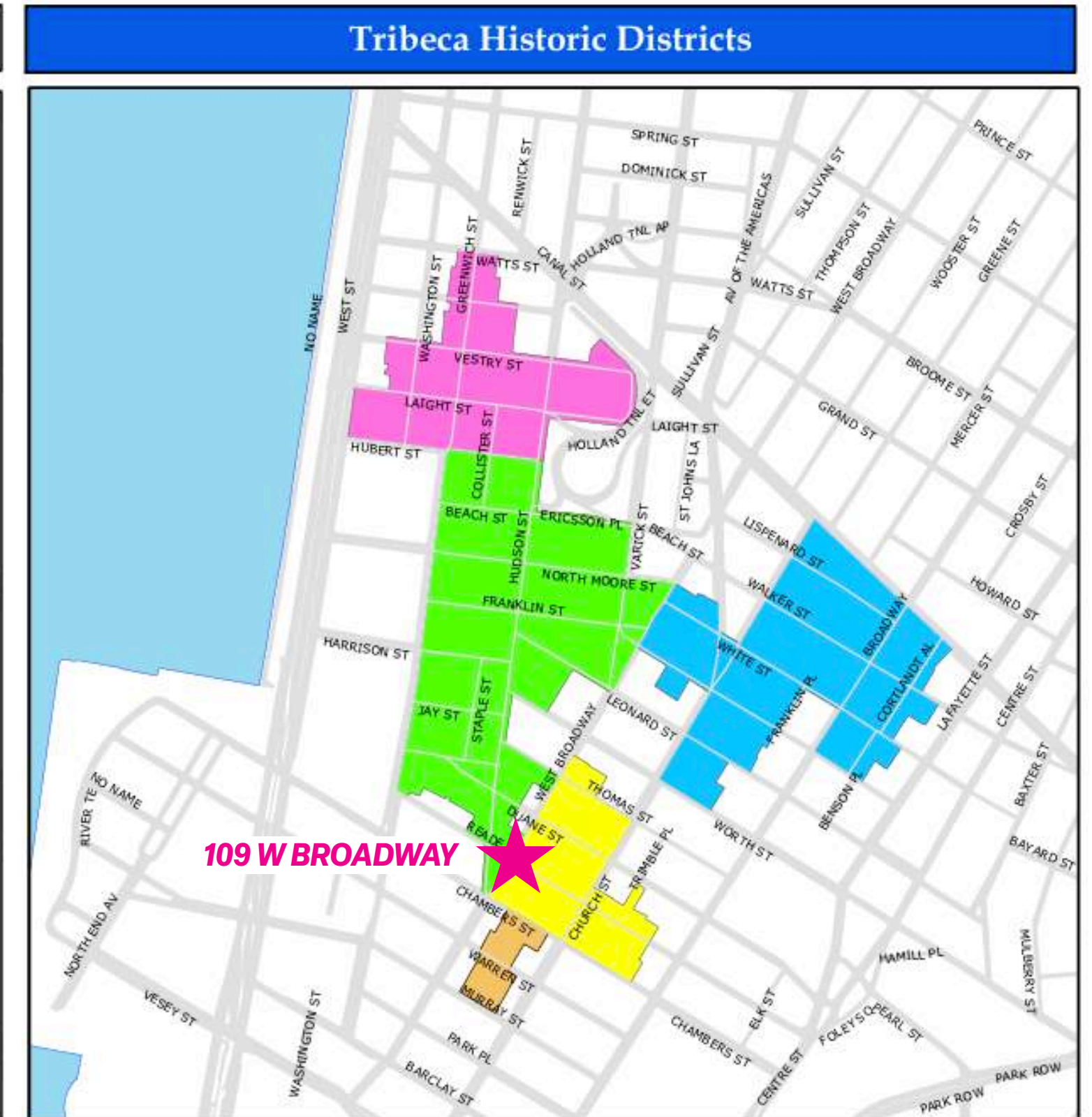
Effective Date(s) of Rezoning:
12-15-2021 C 210422 ZMM



Tribeca South
Historic District
Manhattan

Designated December 8, 1992

Historic District Boundaries



Tribeca West
Tribeca North
Tribeca East
Tribeca South
Tribeca South Extension



A LITTLE BIT OF HISTORY

HISTORIC SIGNAGE IN TRIBECA



1914 109 W Broadway



1914 126 W Broadway



1915 166 W Broadway

Source: New York Historical Society

A LITTLE BIT OF HISTORY

HISTORIC SIGNAGE IN TRIBECA



1914 107 W Broadway



1914 Reade & W Broadway

Source: New York Historical Society

Paint Paste Paper Push (Lexington, KY) & Oscar J. Gude Company (Advertising)

Ramsey & Co. have painted a large sign on the eastern wall of their building, next the Government building, in which they advocate paint, paste, paper and push. They sign themselves "promotors of publicity." Messrs. Ramsey & Co. might add that a painted paragraph placed in a prosperous paper pays.

Source: The Daily Leader (Lexington, Kentucky), Thursday, November 21st, 1895

Son, 14, Loyal To Mrs. Gude; Likes Dad Too

By EDNA FERGUSON.

From the white lips of a trembling 14-year-old boy, the law tried yesterday to draw an admission of his mother's misconduct.

Stanchly young Jay Gude defended the reputation

of his mother, Mrs. Hildred Gude, who is seeking a separation in Supreme Court, Manhattan, from Oscar J.



Mrs. Oscar J. Gude (right) and mother, Mrs. A. T. Mulligan, leave court.

Gude, billboard heir. But the boy was loyal to his father, too.

"With whom would you rather live?" he was asked by Warren I. Lee, his mother's attorney.

"I'd rather live with both of

Source: Daily News (December 12th, 1935)

MRS. GUDE LOSES SEPARATION SUIT

Characterizing her action as "offensive to the intelligence of the court," Supreme Court Justice Aaron J. Levy today dismissed the suit of Mildred Gude to set aside a separation agreement from Oscar J. Gude, son of the late billboard king.

The court also denied Mrs. Gude, a former mannikin, custody of her two children and took away the \$50 a month alimony she has been receiving since September, 1933.

Source: Brooklyn Times Union (December 12th, 1935)

- Gude Arthur J. butter, 172 Chambers, h Irvington, N. J.
- August, reporter, h 19 W. 31st
- Chas. H. broker, Custom h.
- Fred. G. butter, 172 Chambers, h B'klyn
- Fred. W. grocer, 435 W. 56th
- Mich'l, tailor, h 235 B. Houston
- O. J., Co. advertising, 113 W. B'way
- Oscar J. pres. 113 W. B'way, h 341 W. 56th
- Wm. A. butter, 172 Chambers, h 1004

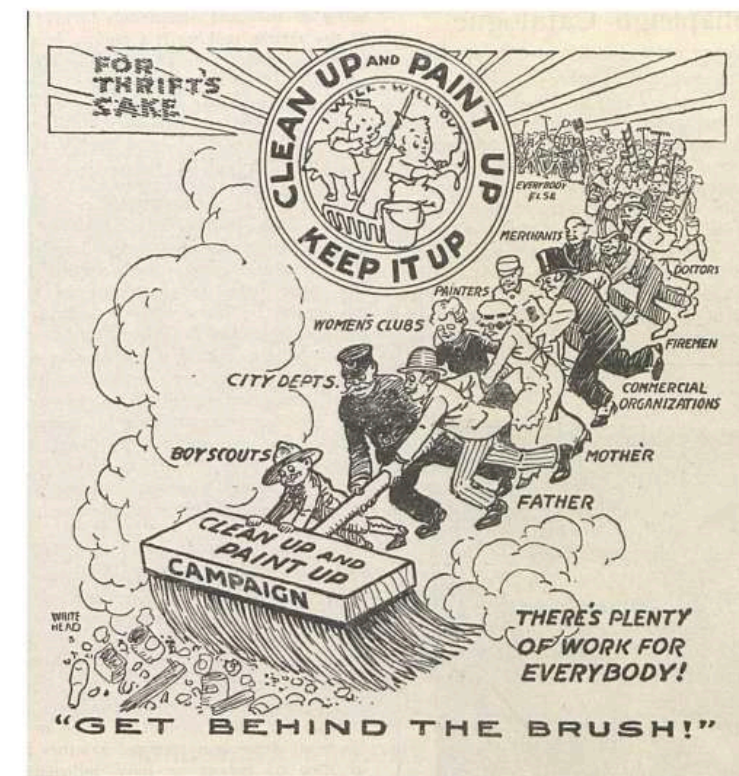
Source: NYC Directory (1895-1896)

A LITTLE BIT OF HISTORY

CLEAN UP & PAINT UP CAMPAIGNS

POST WW1: 1919

COLD WAR: 1950s



A LITTLE BIT OF HISTORY
109 WEST BROADWAY



PRE-1914



1914



1939



1975



1986



1992



2015-2020



2024

Source: New York Historical Society; Municipal Tax Photo Collection; NYC Landmark Preservation Commission; Museum of the City of New York; Walter Grutchfield

DATING THE EXISTING SIGNAGE TEXT

- Signs may date from the 20s to 40s based on type specimen books
- Top three lines (Brush Up Business with...) were unique to the sign painter; calligraphic; came from his own hand (e.g, he would have used it for his whole career)
- Bottom four lines (Paint, Paste, Paper, Push is a traditional condensed sans serif display font. Especially the big “P” . And true to the sign painter's talent the bottom word is not so condensed compared to the ones above because it has four letters that have to fill out the line. The font looks like Franklin Gothic Condensed (bold, maybe semi-bold) which was popular during those decades. The three dimensional effect of the letters may indicate a later date (40s maybe even 50s).
- Oxford English Dictionary documents the word “push” was used as early as 1872 in terms of marketing: “They pushed their trade to still more distant parts.” (J. Yeats, Growth Commerce 94).
- “A push marketing strategy, also called a push promotional strategy, refers to a strategy in which a firm attempts to take its products to consumers – to “push” them onto consumers.”



DATING THE EXISTING SIGNAGE TEXT

- The building, like many others in the area, included bays/recessed areas that were intended specifically for advertising signage.
- The sandstone material used in the bays/recessed areas were not only for their durability but also because they provided a smooth surface ideal for painted advertisements. This aligns with NYC's historic trend of integrating advertising directly onto building surfaces, a practice well-documented through the LPC's historic district studies.
- As of potentially as late as 2020, the advertisements included a light blue background.
- Light blue falls between blue and cyan on the color spectrum with a frequency somewhere between 5.45 and 5.99 (source: Britannica)
- A "high color frequency" refers to the presence of many different colors that appear frequently within a given area or design. In visual terms, this means that the image, scene, or design has a wide range of distinct colors packed closely together, giving it a vibrant, dynamic appearance. The concept is often used in digital imaging, photography, and color analysis, as well as in design and marketing.
- In practice, high color frequency can suggest:
 - **Visual richness:** The image or design feels more alive and engaging due to the variety and intensity of colors.
 - **Complexity:** High-frequency color patterns can indicate a more complex or detailed image, where many colors blend or shift rapidly.
 - **Perception:** Such images are more likely to draw attention and evoke strong reactions because our brains process a rich array of colors as more stimulating.

| Range of the visible spectrum | | | |
|-------------------------------|-----------------|---------------------------------|-------------|
| colour* | wavelength (nm) | frequency (10 ¹⁴ Hz) | energy (eV) |
| red (limit) | 700 | 4.29 | 1.77 |
| red | 650 | 4.62 | 1.91 |
| orange | 600 | 5.00 | 2.06 |
| yellow | 580 | 5.16 | 2.14 |
| green | 550 | 5.45 | 2.25 |
| cyan | 500 | 5.99 | 2.48 |
| blue | 450 | 6.66 | 2.75 |
| violet (limit) | 400 | 7.50 | 3.10 |



2013-2017



2015-2020

ADDITIONAL INFORMATION

- 109-113 West Broadway has two large, multi-story façade bays to accommodate painted wall advertising signs, with maximum visibility along the heavily trafficked West Broadway corridor, evidenced by a demonstrated pattern of corner buildings with one principal façade featuring monumental, multi-story signs facing West Broadway in Tribeca.
- Sandstone material cladding provided a smooth surface ideal for painted wall advertisements, consistent with the historic trend of integrating painted wall advertising directly onto building facades.
- 2022 c. article shows a bright blue background at both signs.
- 2015-2020 c. BOND apartment listing shows a bright blue background at both signs.
- Within the past 10 years the signs were a bright baby blue.
- Until 2021, the sign had a robust blue background (recently discovered) and that evidence of the sign's robust blue color supports our master plan request.



2013-2017



2015-2020

The current proposal is:

Preservation Department – Item 1, LPC-26-07051

109 West Broadway – Tribeca South Historic District
Borough of Manhattan

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.

5. APPENDIX

LOGO
BRAND
MESSAGE



NEWTRADITION



BLUESTONE LANE

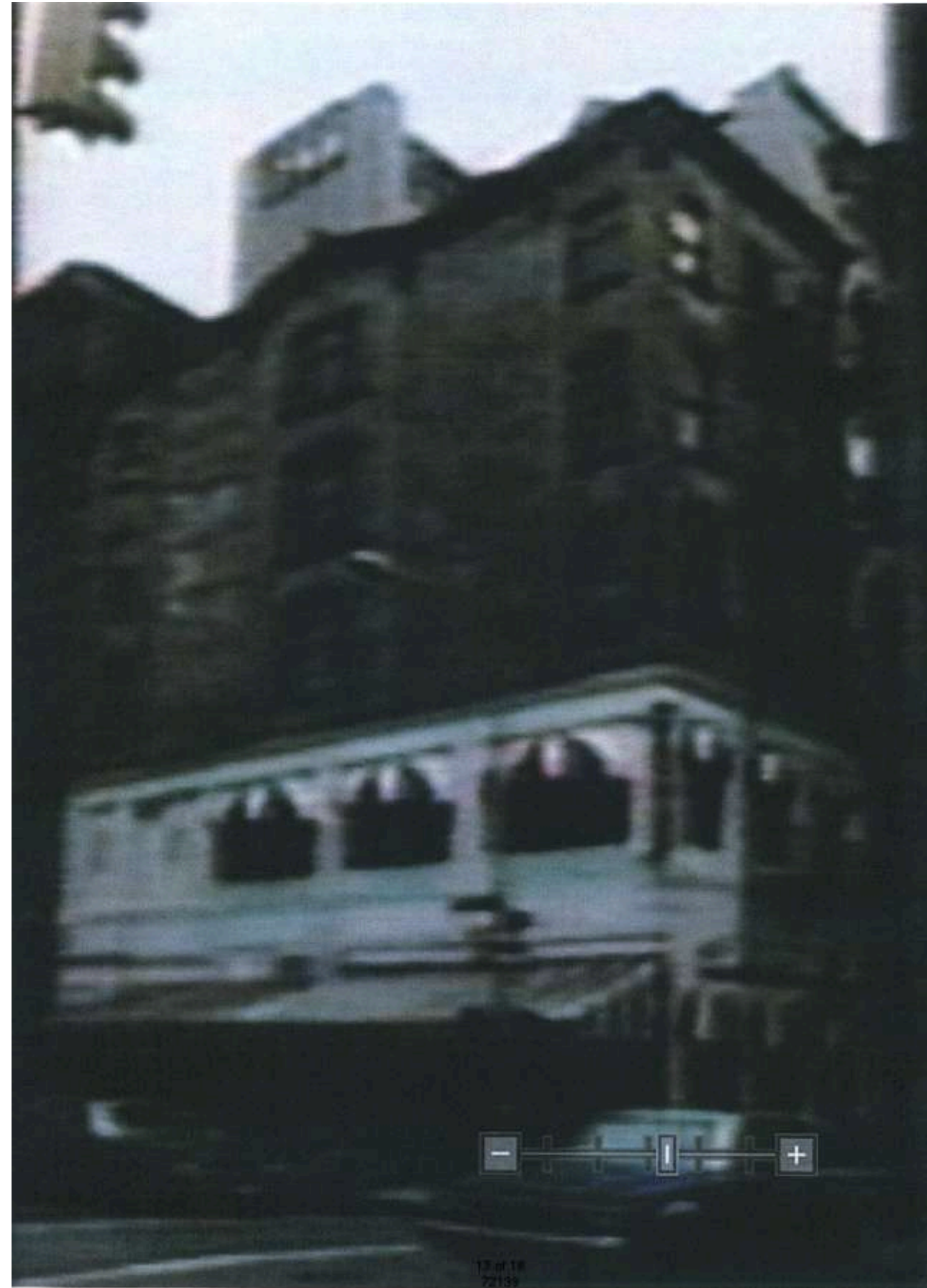
L. SALTZMAN ARCHITECTS, PC



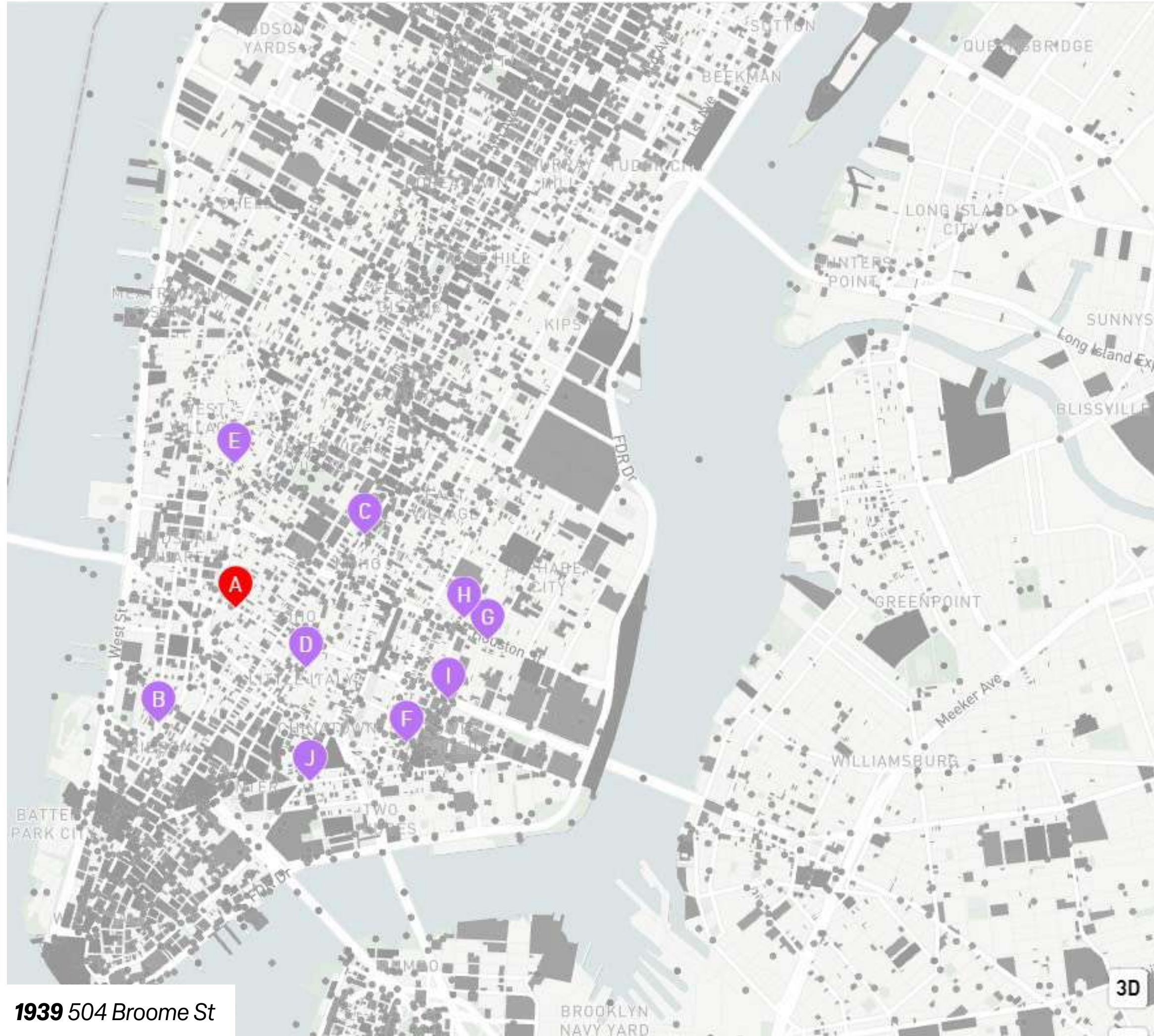
ATLAS MEDIA NEWTRADITION

A P P E N D I X

1980 TAX PHOTO



504 BROOME ST

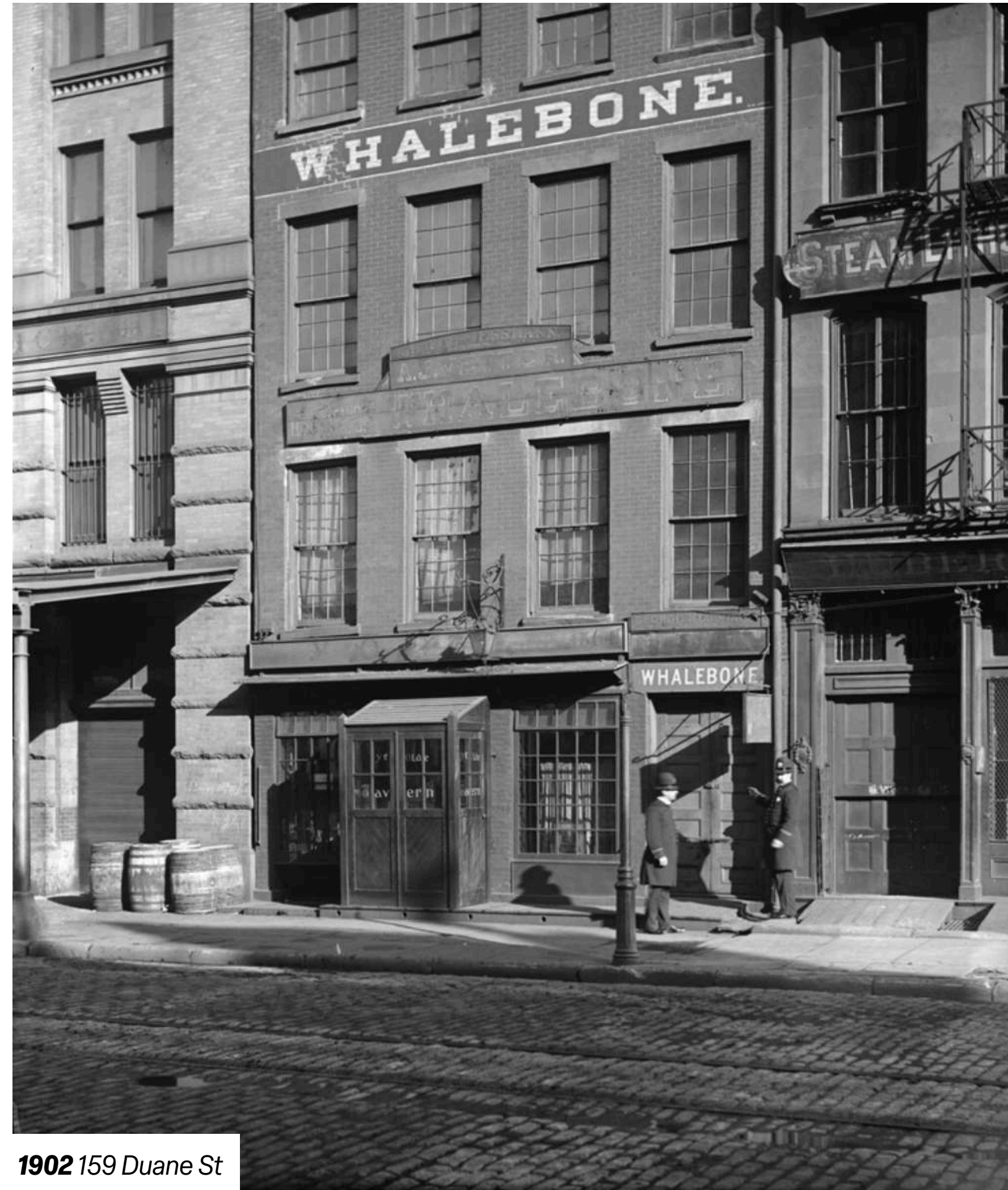


The hardy craftsmen who painted signs on the sides of buildings called themselves "walldogs" because they worked like dogs. In the early 20th century, walldogs worked long hours tethered to a wall high above the ground, a brush and bucket in their hands. The men had to be part artist, part acrobat, and part chemist.

Walldogs mixed their own paint, a combination of chemicals, color pigments, and a base of white lead paint. Lead poisoning was an occupational hazard. Years of exposure left the painters with skin, brain, and nervous system damage.

A P P E N D I X

159 DUANE ST



1902 159 Duane St

1. COMPANY OVERVIEW

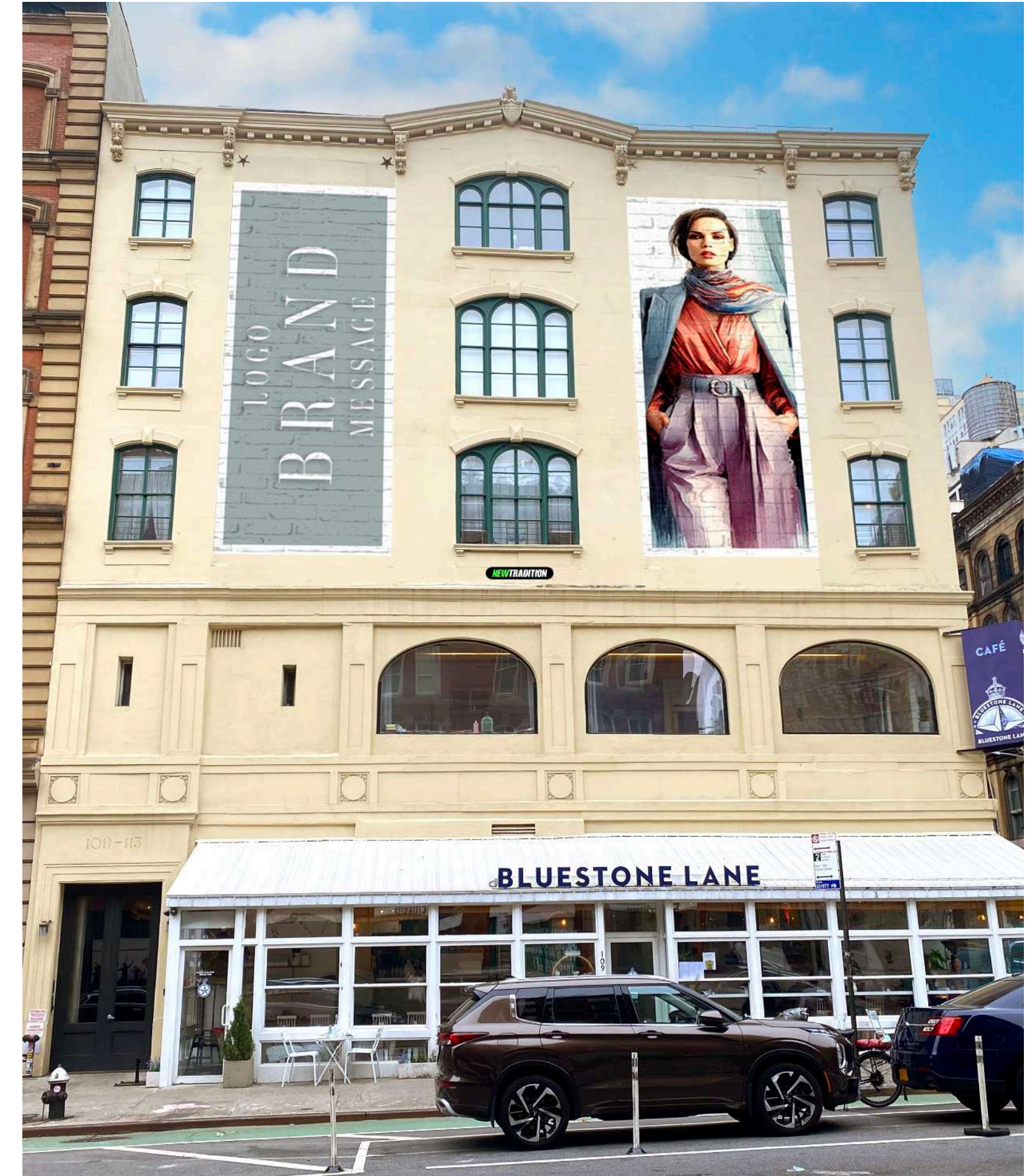
109 WEST BROADWAY - KEY CHANGES



ORIGINAL PROPOSAL

Key Changes

- **Size:** (2) 11' 10" W x 20' 3" H hand painted signs measuring 225 square feet each
- **Coverage percent:** 21.9% *Reduced coverage by 6% overall
- **Architectural Integrity:** Smaller sign panels that respond to the building's architectural datums (window sills at lower floor; spring of the arch at the top floor windows)
- **Design Reconfiguration:** Text on one panel and graphics on the other panel (within a unified commercial advertising campaign)



REVISED PROPOSAL

COMPARISON OF PROPOSED SIGNAGE

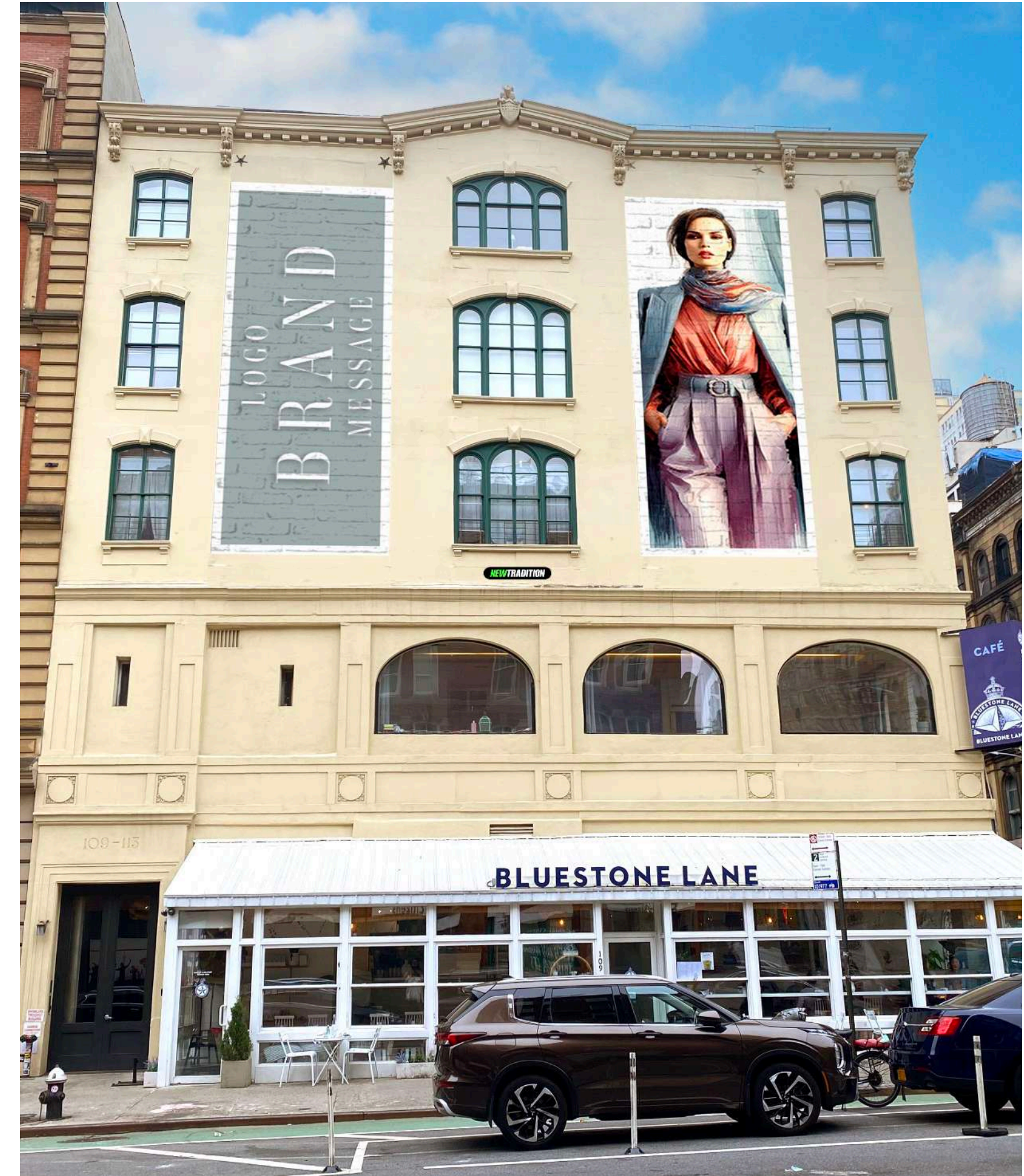
109 WEST BROADWAY - PROPOSED SIGNAGE PLAN



CURRENT VIEW



ORIGINAL PROPOSAL



REVISED PROPOSAL

WE ARE NEW TRADITION

ESTABLISHED 2010

New Tradition is a privately held out-of-home media company focused on iconic, urban core assets. New Tradition is one of the fastest growing media companies in the United States, providing OOH advertising platforms to national brands and advertising agencies.

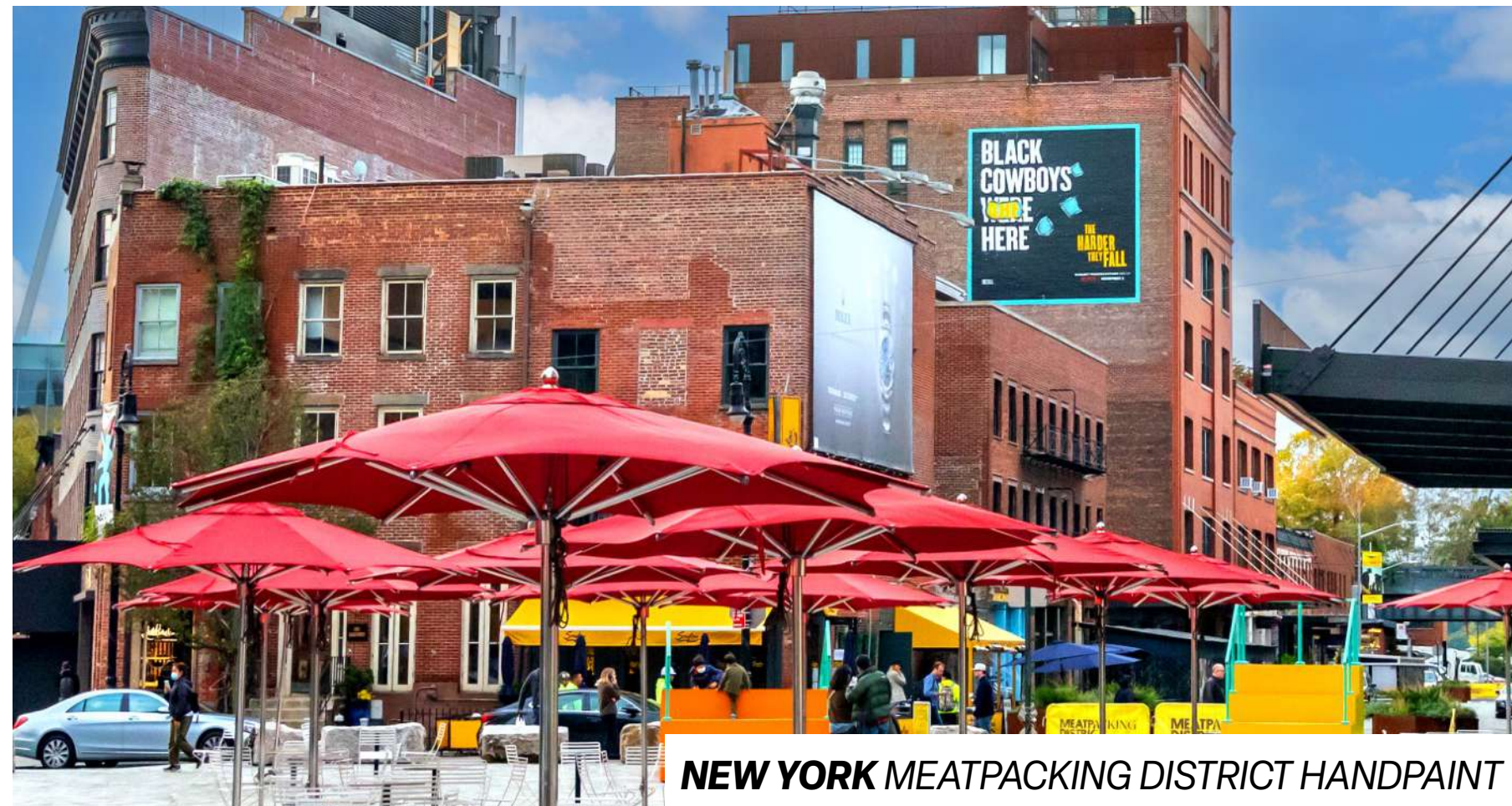
- **Scaled OOH media growth platform**, operating 750+ premium assets in 15 of the largest U.S. markets
- Portfolio contains **high-end, tailored assets** attracting quality advertisers and reaching tens of millions of high-value customers
- Top assets include **1 Times Square in New York City** and **The Reef in Downtown Los Angeles**, the highest-grossing and largest digital billboards in America, respectively
- **Visionary team** of founder-owners has built New Tradition from its founding in 2010 into one of the most respected independent OOH media companies
- **Skilled management team** with 50+ years of experience and distinguished ability to organically develop new assets and grow revenue on acquired assets
- All built on a **flywheel** of superior sales execution, premium assets, and stronger advertiser relationships



NEW YORK SOHO HANDPAINT



NEW YORK ONE TIMES SQUARE



NEW YORK MEATPACKING DISTRICT HANDPAINT

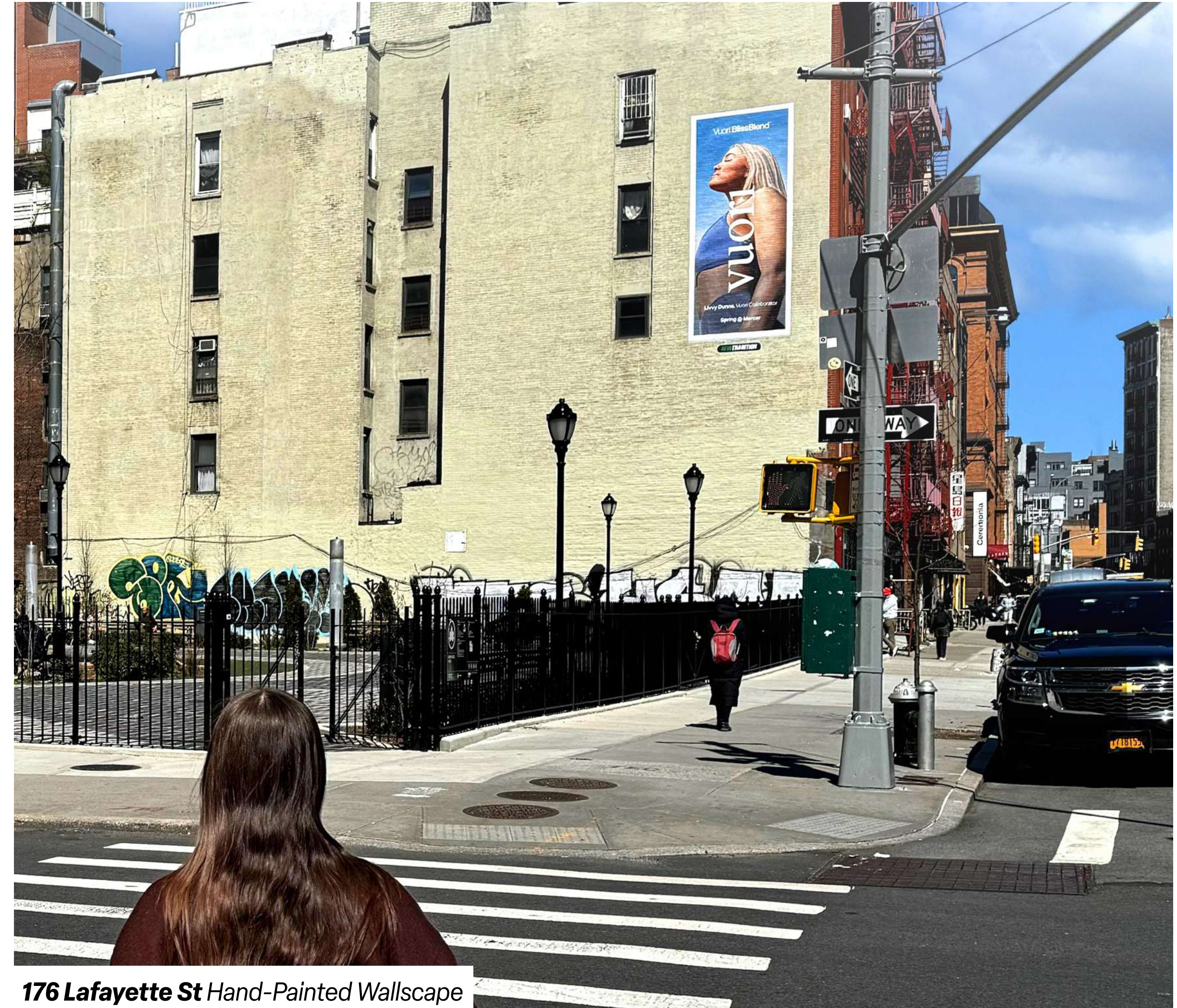


NEW YORK WILLIAMSBURG

NEW TRADITION & ATLAS JOINT VENTURE

NEW TRADITION X ATLAS MEDIA

New Tradition and Atlas Media have joined forces in a joint venture aimed at advancing the world of commercial hand-painted placements. Led by Ahmad Sayar, founder of Atlas Media and former SVP of Colossal Media, a distinguished hand-painted mural company, this collaboration is poised to establish fresh benchmarks in craftsmanship and creativity. Drawing upon Sayar's wealth of experience in crafting iconic hand-painted murals across New York City's historical districts, the venture will prioritize the elevation of traditional craftsmanship into bespoke masterpieces. One such example can be found at 176 Lafayette Street in the historic district of SoHo.



176 Lafayette St Hand-Painted Wallscape



MVC
RESPONSES:
ASIAN
AMERICAN
VOICES
RESISTING
THE TIDES
OF RACISM
DATE:
06/01/2021-06/30/2021
719-919-2021
MVC.CAFTC.ORG

2. ZONING

3. A BIT OF HISTORY

BLACK
COWBOYS
WERE
HERE

THE
HARDER
THEY
FALL

NOVEMBER 2

HISTORIC EXAMPLES

HISTORIC SIGNAGE IN TRIBECA



1870 W Broadway & Reade St

Source: New York Public Library

HISTORIC EXAMPLES

HISTORIC SIGNAGE IN TRIBECA

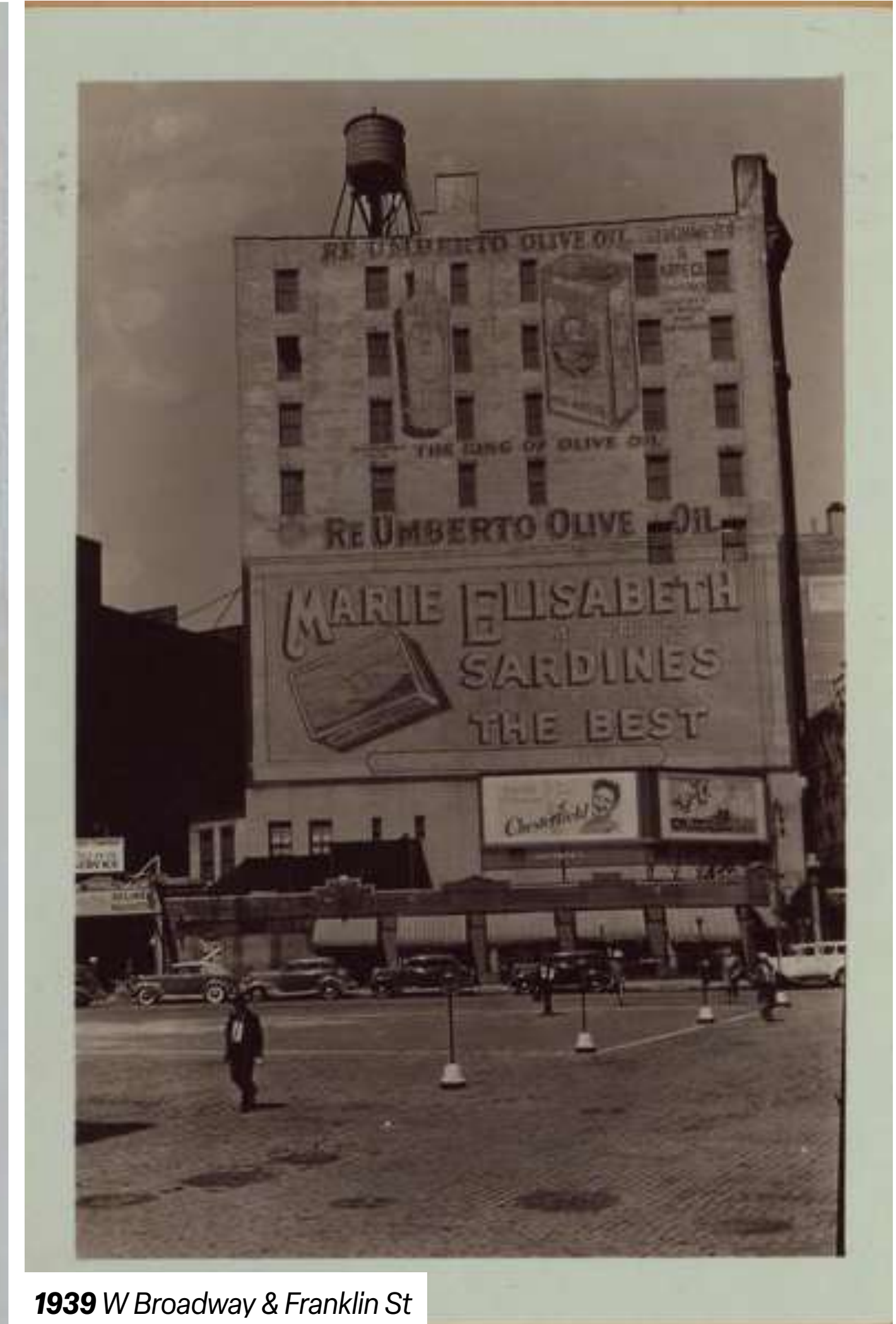


1898 Reade St

Source: New York Historical Society



1936 391-387 Canal St



1939 W Broadway & Franklin St

HISTORIC EXAMPLES

PRE-1914 SIGNAGE?

- 1914 image may show ghosted signage (e. g, parts of the brush at the south panel?; text at the north panel?)
- Unclear whether the current signs existed pre-1914, or other signs



Source: New York Historical Society

4. PROPOSED SIGNAGE

LOGO
BRAND
MESSAGE



BLUESTONE LANE

L. SALTZMAN ARCHITECTS, PC

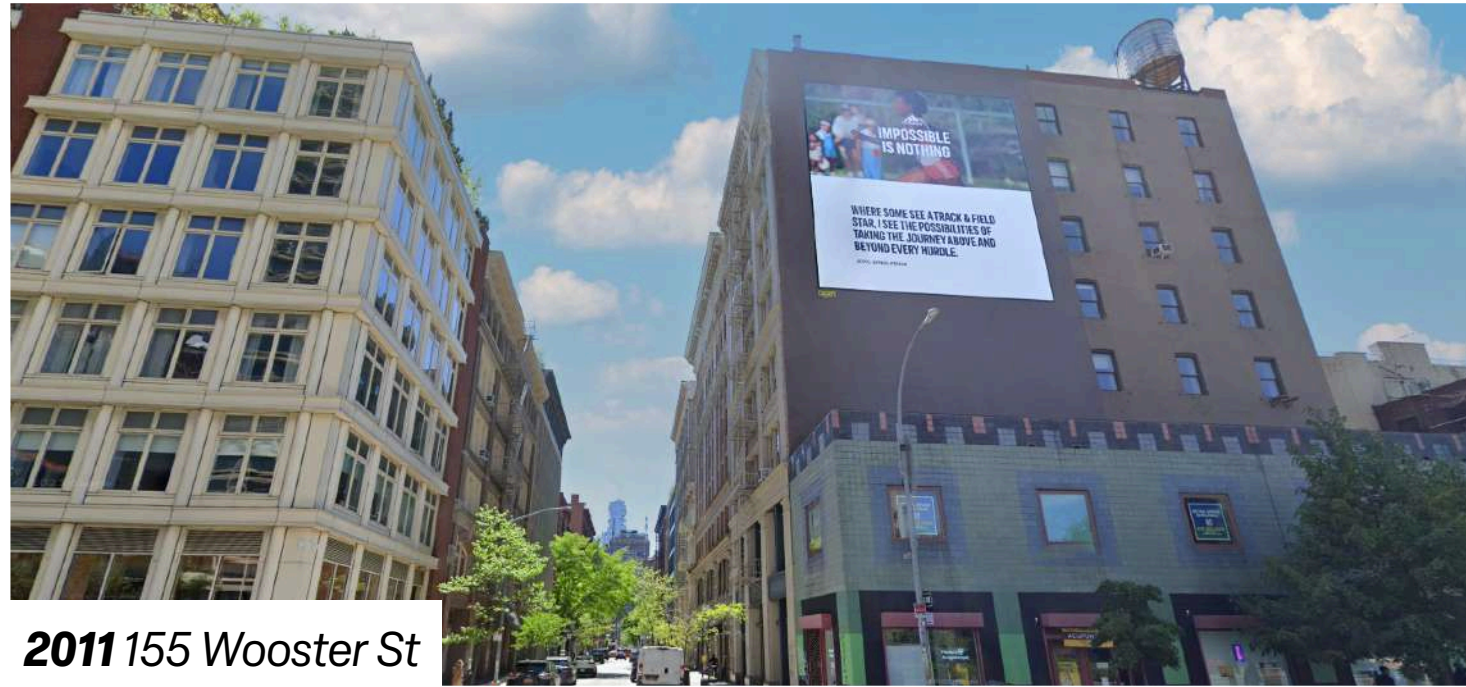


ATLAS MEDIA

NEWTRADITION

PROPOSED SIGNAGE

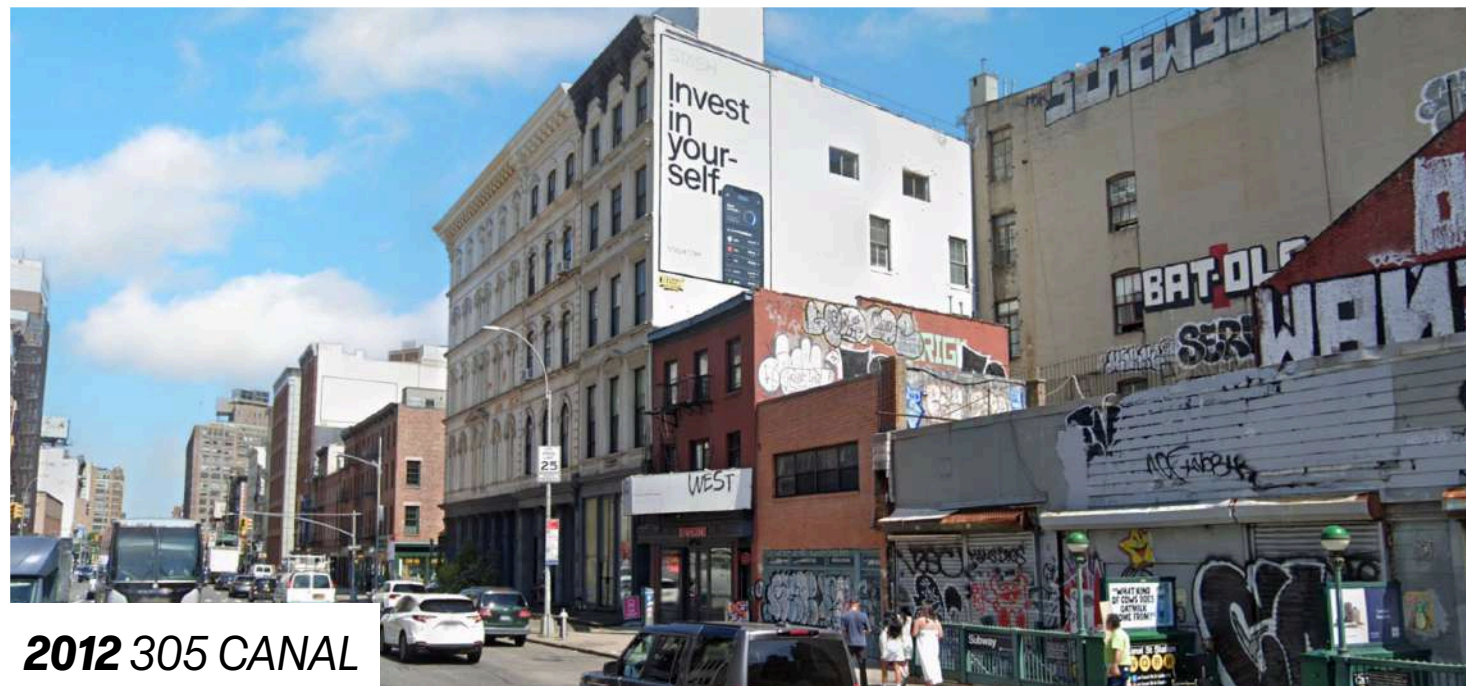
HANDPAINTED SIGNAGE IN TRIBECA AND SOHO



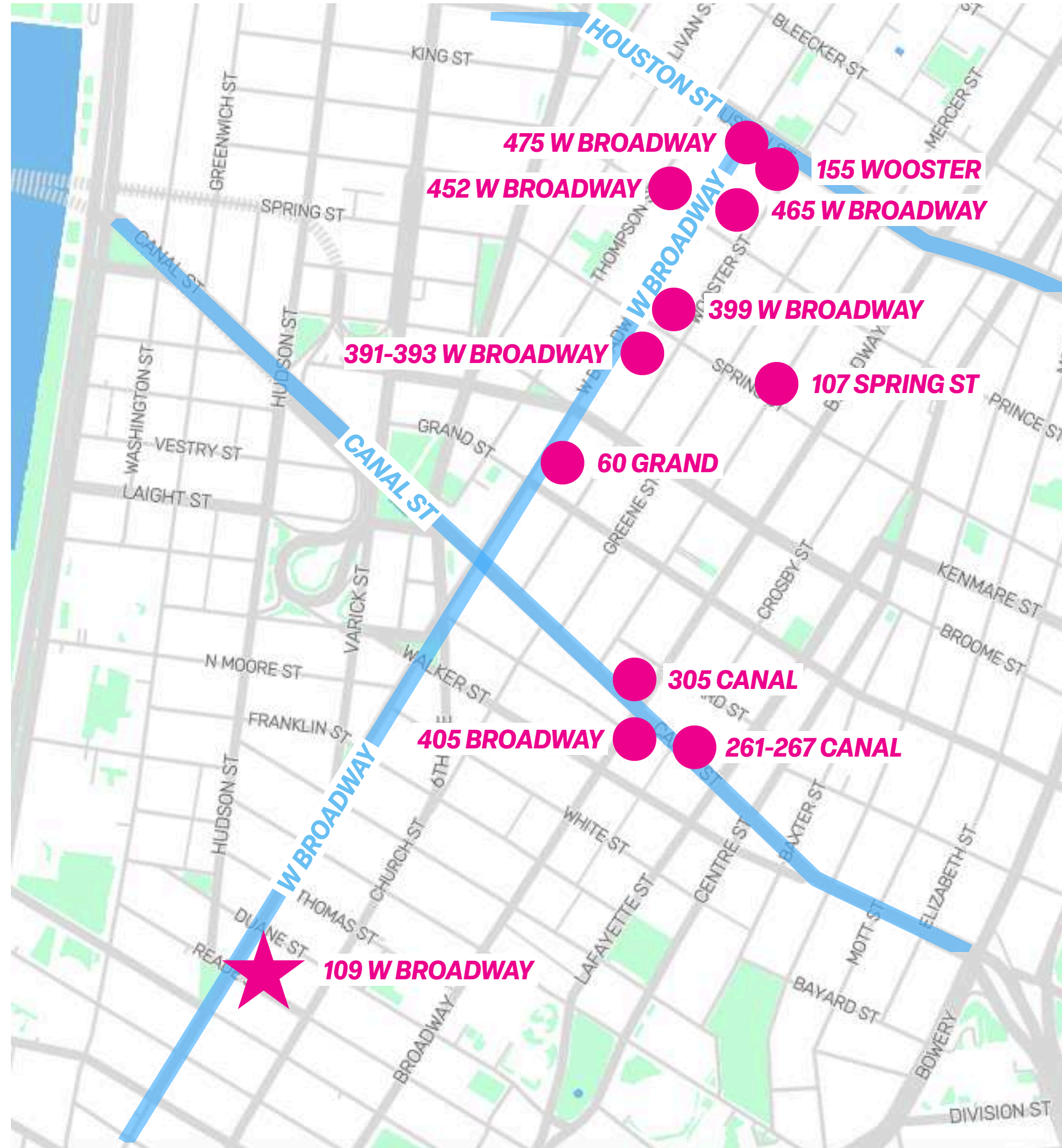
2011 155 Wooster St



2012 475 W BROADWAY



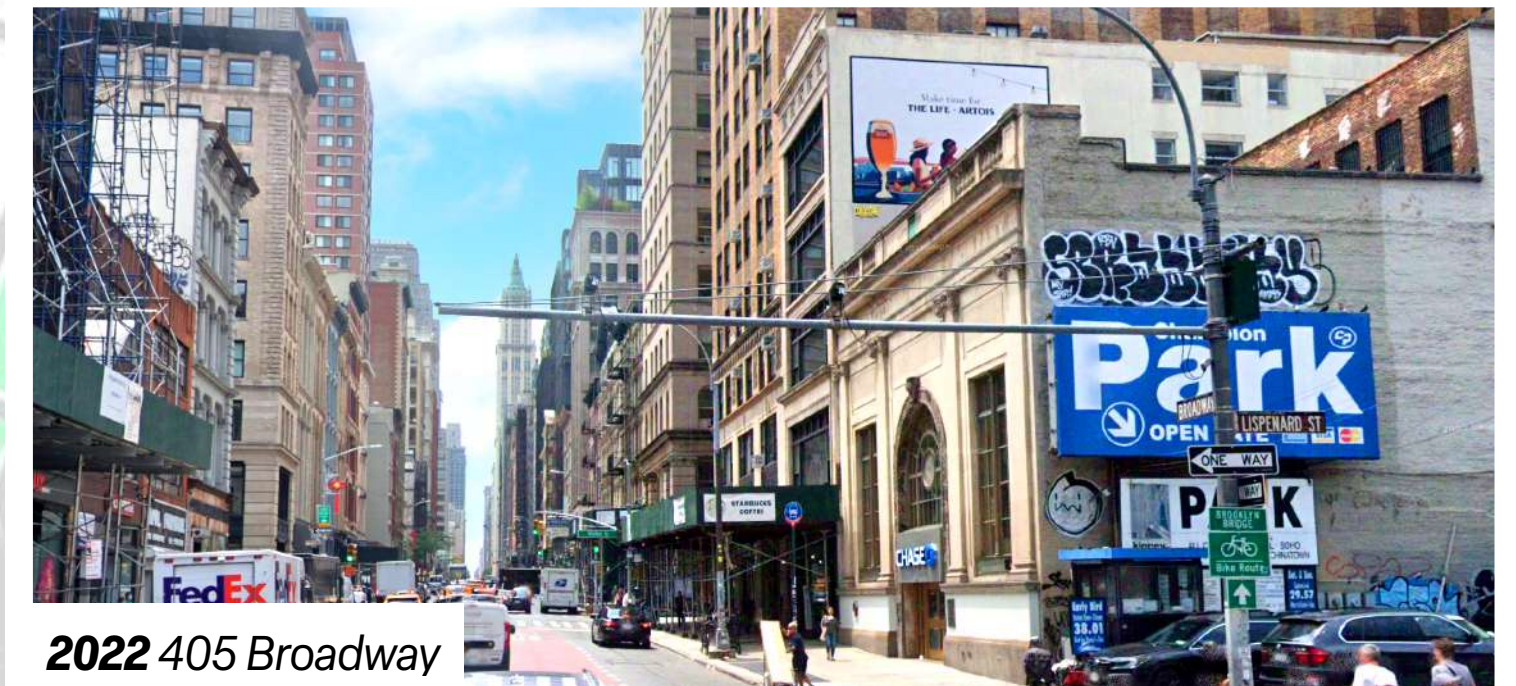
2012 305 CANAL



2012 60 GRAND



2016 391-393 W BROADWAY



2022 405 Broadway

PROPOSED SIGNAGE

PAINTED SIGNS AT PRINCIPAL FACADES



345-347 6TH AVE COFA



27 9TH AVE COFA



107 SPRING ST APPROVED WITH MODIFICATIONS

109 W BROADWAY

CURRENT SIGNAGE



PERCENTAGE OF SIGNAGE COVERAGE: 2.9%

THANK YOU

WWW.NEWTRADITION.COM

NEWTRADITION



L I · S A L T Z M A N A R C H I T E C T S , P C

The current proposal is:

Preservation Department – Item 1, LPC-26-07051

109 West Broadway – Tribeca South Historic District
Borough of Manhattan

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.