

October 6, 2026
Public Hearing

The current proposal is:

Preservation Department – Item 3, LPC-26-07267

118 North 11th Street – Hecla Iron Works Building

Individual Landmark – Borough of Brooklyn

To testify virtually, please join Zoom

Webinar ID: 165 828 6357

Passcode: 064492

By Phone: 646-828-7666 US (New York)

833 435 1820 US Toll-free

833 568 8864 US Toll-free

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118 N 11TH STREET

PAINTED SIGN MASTER PLAN APPLICATION

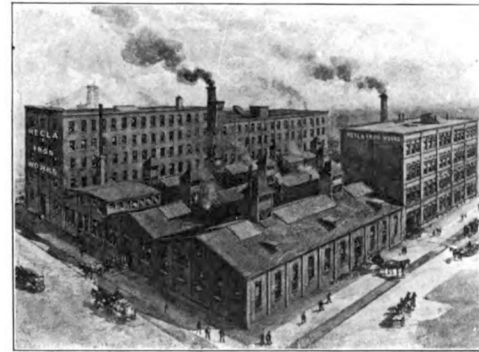


COLOSSAL
ALWAYS HANDPRINT

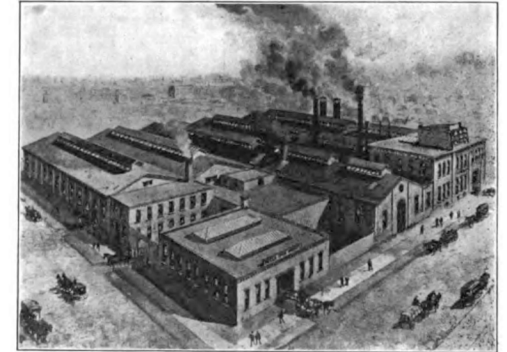
HECLA IRON WORKS BUILDING



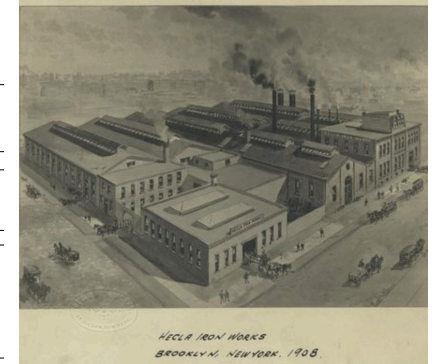
1939 Tax Photo



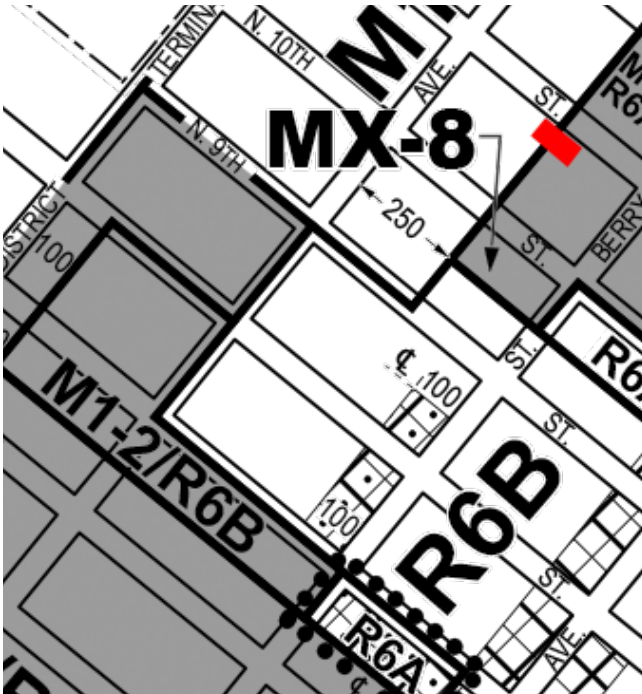
1906 Illustration



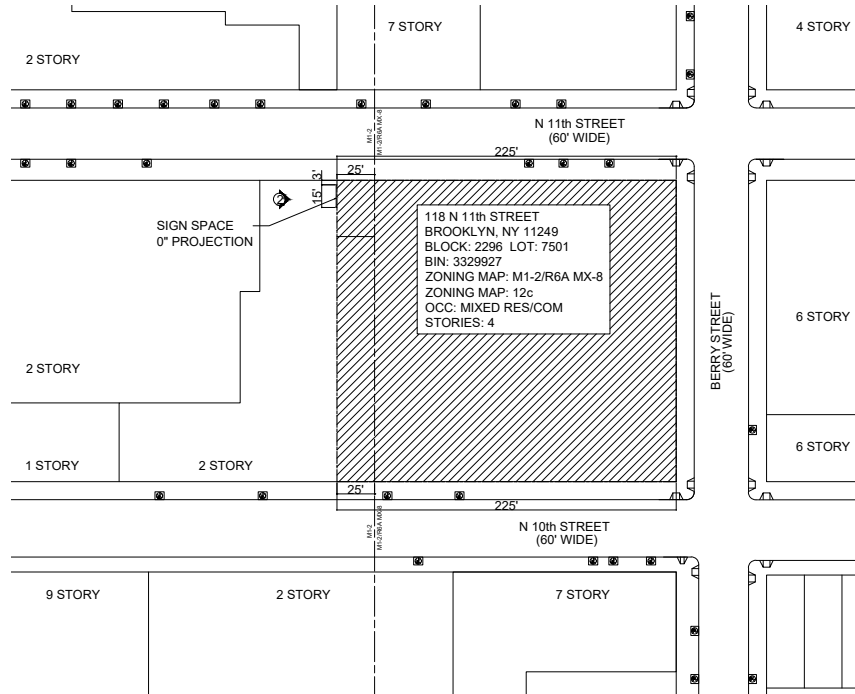
HECLA IRON WORKS
BROOKLYN, NEW YORK. 1908.



HECLA IRON WORKS
BROOKLYN, NEW YORK. 1908.



Zoning Map



Tax Lot Diagram

1908 NYPL Collection

118 N 11TH STREET - CURRENT CONDITION - HECLA IRON WORKS OFFICE BUILDING



East Facing Facade



West Facing Facade





SIGN SPACE COMPONENTS:

West facing secondary facade, faces away from residence district

18' H x 15' W = 270 sq ft

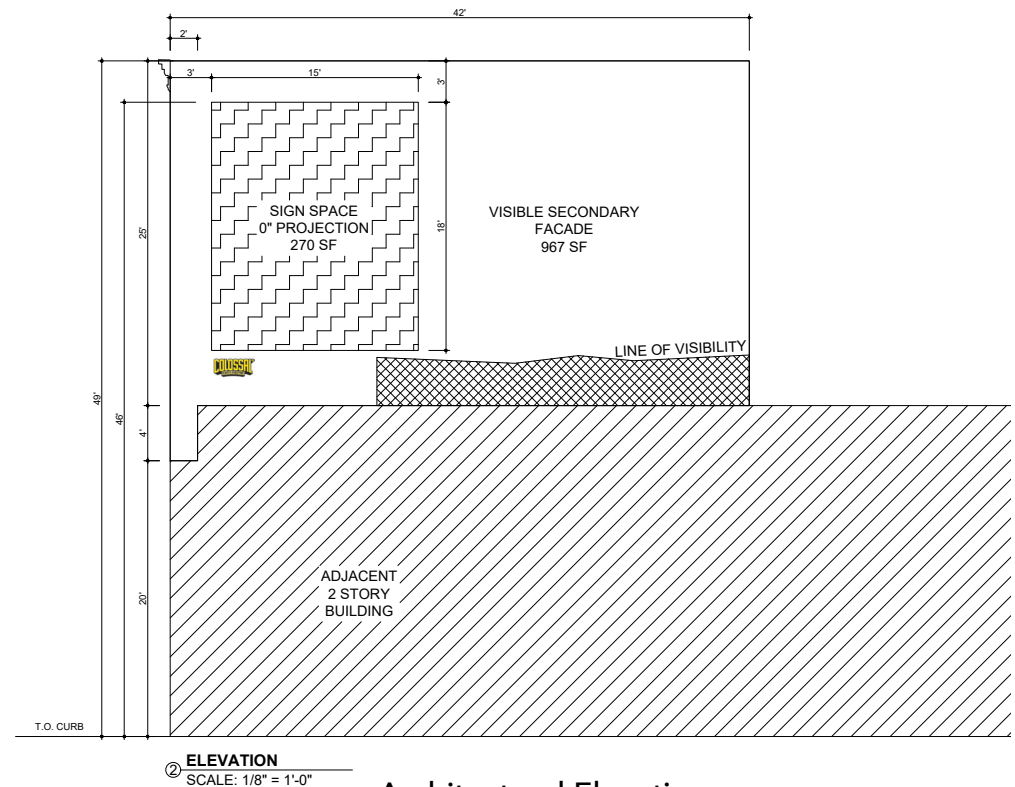
3' setbacks from roof and primary facade

3" borders to contrast from surrounding wall

2' H x 2' W vendor plaque placed bottom/left corner

Sign does not overwhelm assemblage of buildings

Painted Sign occupies 28% of individual landmark facade and 11.2% of tax lot secondary facades.



Architectural Elevation

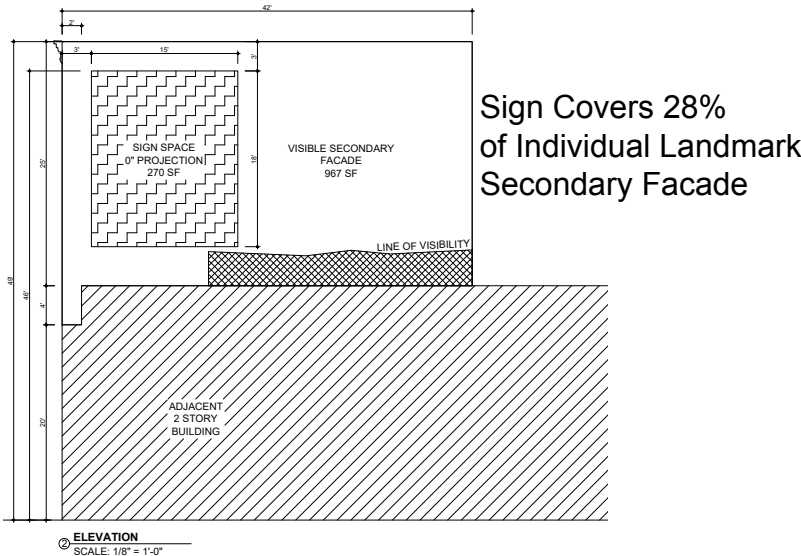
Visible secondary facade on Individual Landmark



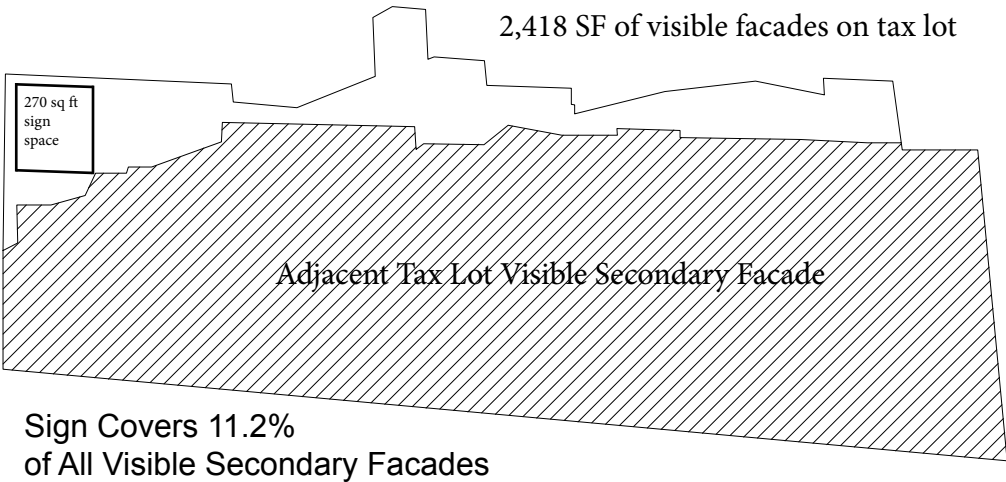
Proposed Sign Space with All Tax Lot Secondary Facades



Percentage breakdown on Individual Landmark



Percentage Breakdown with All Tax Lot Secondary Facades



HISTORIC HANDPAINTED SIGNS: NORTH BROOKLYN 1940



Grand St & Wythe Avenue



Williamsburg Bridge Approach



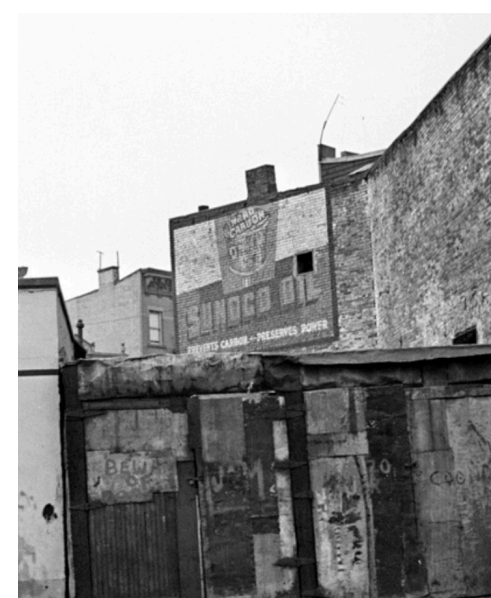
South 2nd & Wythe Avenue



Berry St @ South 1st



Manhattan Avenue



Metropolitan Avenue

COLOSSAL MEDIA: STANDARD-BEARERS OF A HISTORIC CRAFT



"Pouncing," a method of patterning a wall with charcoal: 1930's



Our painters pouncing a wall in 2016

HAND PAINT HERITAGE

Walldogging is in our DNA. Our crew's lineage dates back to the early 70s, and that history serves as the foundation for our apprenticeship program, methods of execution, and craft culture.

1977 | 1994 | 1997 | 2007 | 2010 | 2015 | 2016 | 2018 | 2019



**ART
PASTLANK**

**DET
NEEDHORN**

**JASON
DOATNEY**

**ARMANDO
BALMADERA**

**LIAM
MCWILLIAMS**

**DE-SUCKY RAY
FLORES**

**DAN
NETO**

**DREW
DYKEMICH**

**SAMARA
NELSON**

THE PATRIARCH

SECOND
GENERATION

THIRD
GENERATION

FOURTH
GENERATION

FIFTH
GENERATION

SIXTH
GENERATION

SEVENTH
GENERATION

EIGHTH
GENERATION

NINTH
GENERATION



PROPOSED MASTER PLAN TO ALLOW CHANGES TO CONTENT OF A PAINTED ADVERTISING SIGN

Secondary Facade of 118 North 11th Street, Brooklyn, NY (facing West)

Proposed sign dimensions 18'H x 15'W (270 sq ft) does not overwhelm the assemblage of visible secondary facades on this tax lot

3" Standard black or white border (contrasting sign content) within approved sign square footage and location on facade

No regulation of content within the designated sign space; recommended by staff at public hearing

Designated vendor plaque size (2'H x 3'W) and position consistent with other approved sign spaces.

The term of the master plan permit to allow content changes at staff level shall be for 10 years

Criteria is consistent with prior approved master plans

LPC PRECEDENT FOR SIGNAGE ON AN INDIVIDUAL LANDMARK

65 BLEECKER STREET, NY, NY 10012 - APPROVED MASTER PLAN COFA-03-8096 (DOCKET 03-2327)



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