

# 465 W BROADWAY

## PAINTED SIGN MASTER PLAN APPLICATION

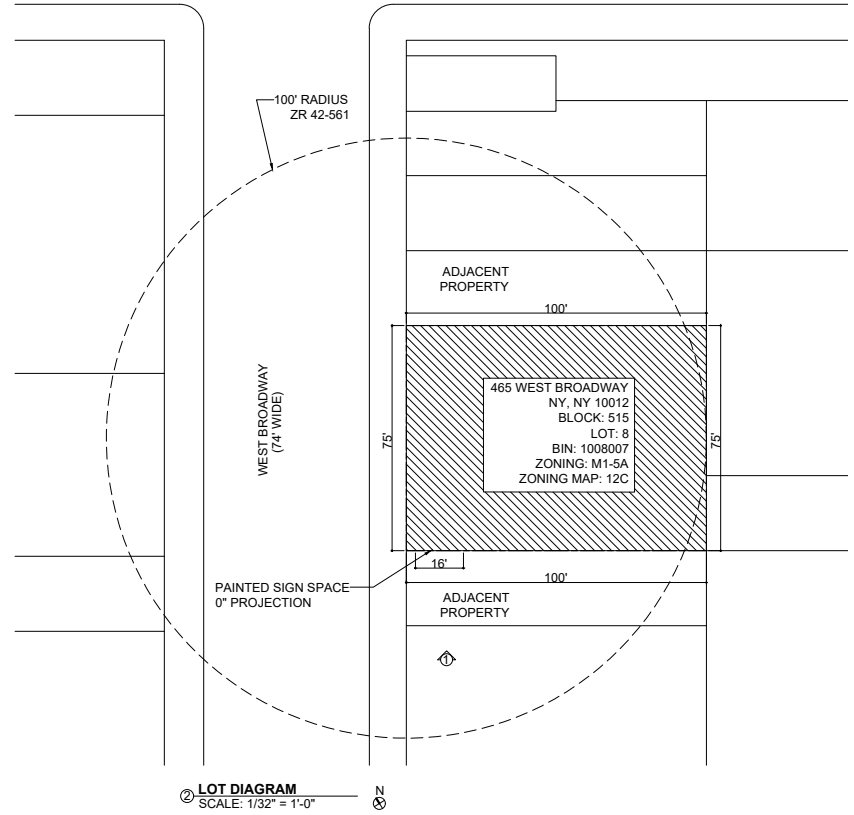


**COLOSSAL**<sup>®</sup>  
ALWAYS HANDPAINT





Zoning Map



Lot Diagram

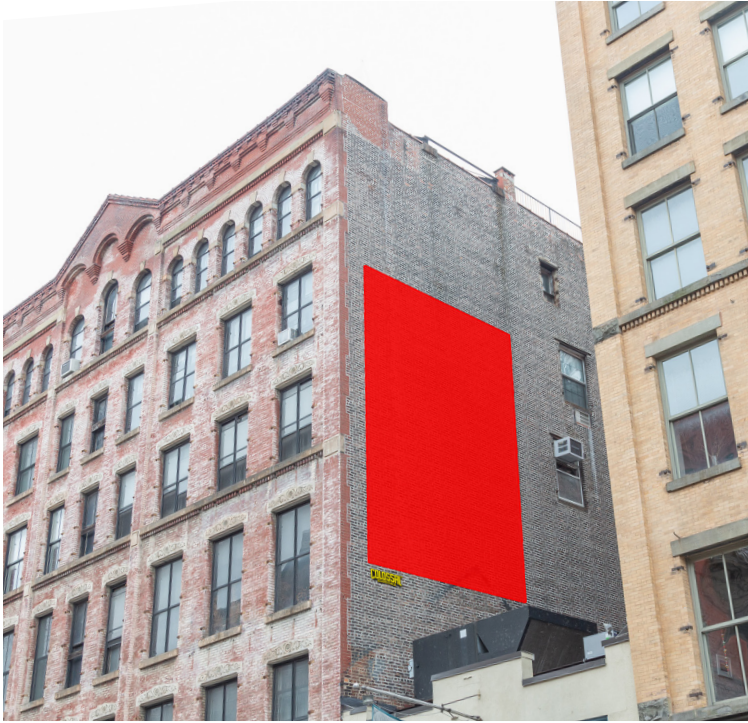


# 465 W BROADWAY - CURRENT CONDITION





## Proposed Sign Space



## Visible Facade



## Sign Space Components

- Secondary Facade of 465 W Broadway
- Zoned M1-5A
- 28' high x 16' wide
- 448 square feet
- Occupies 10.1% of visible facade (total 4,562.9 square feet)
- Set back three (3) feet from the primary facade
- Set back eighteen (18) feet from the roof line
- Does not obscure architectural features or windows
- Facing southwest, toward the major artery West Broadway in the SoHo Cast Iron Historic District
- Comprehensive Master Plan to assist in Staff-Level Copy Change Approvals

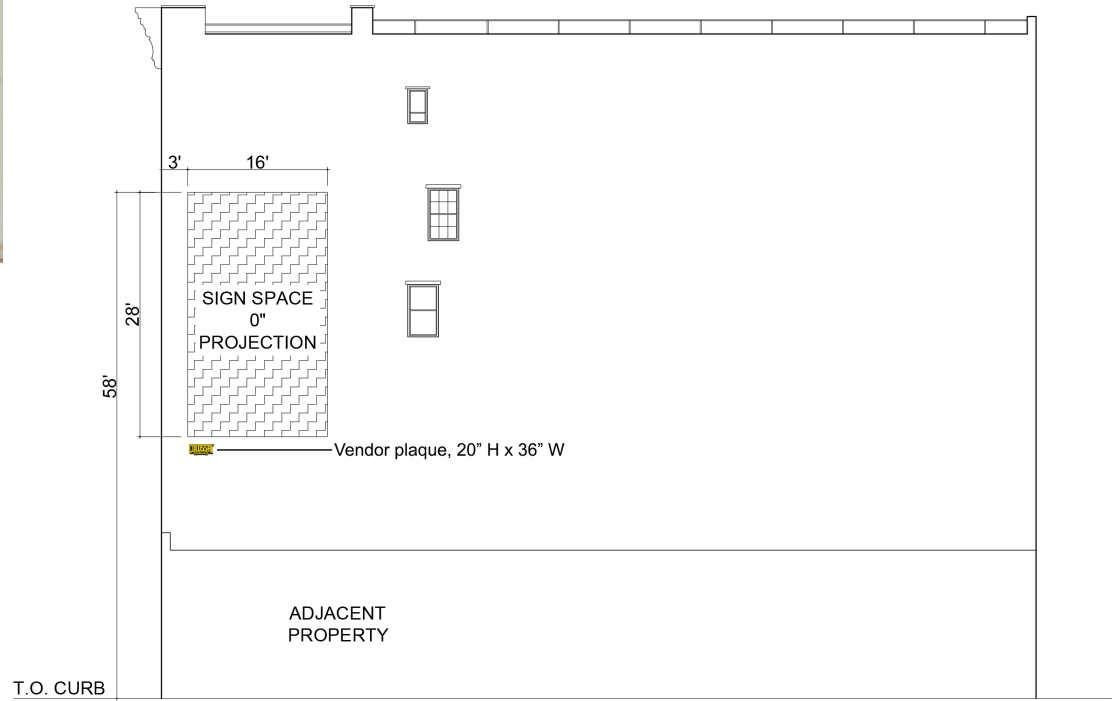




1939 photo



Undated photo



① SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

Architectural Elevation



# 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  
PASTUSAK**

**PAT  
MCGREGOR**

**JASON  
COATNEY**

**ARMANDO  
BALMACEDA**

**LIAM  
MCWILLIAMS**

**CHUCKY RAY  
FLORES**

**GABE  
NIETO**

**PAULY  
CVIKEVICH**

**SAMARA  
NELSON**





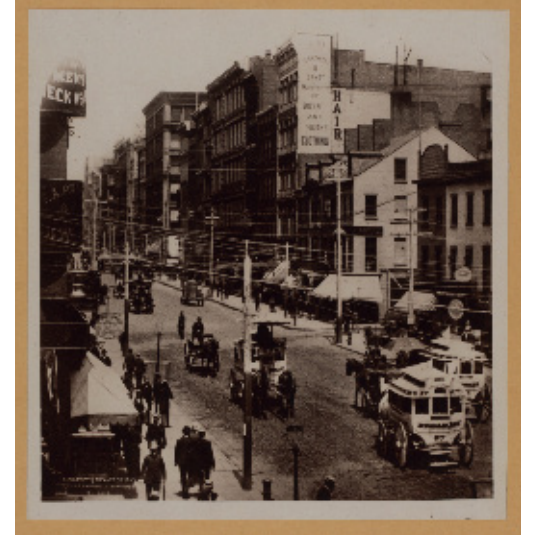
# HISTORIC HANDPAINTED SIGNS: SOHO CAST IRON DISTRICT AND EXTENSION



1. W Broadway and Grand St 1939



2. Canal St and Greene St 1928



3. Broadway and Howard 1867



4. Spring St and Mercer St 1932



5. Grand St and Lafayette St 1923



6. Houston St and Greene St, 1933



# HISTORIC HANDPAINTED SIGNS: SOHO CAST IRON DISTRICT AND EXTENSION



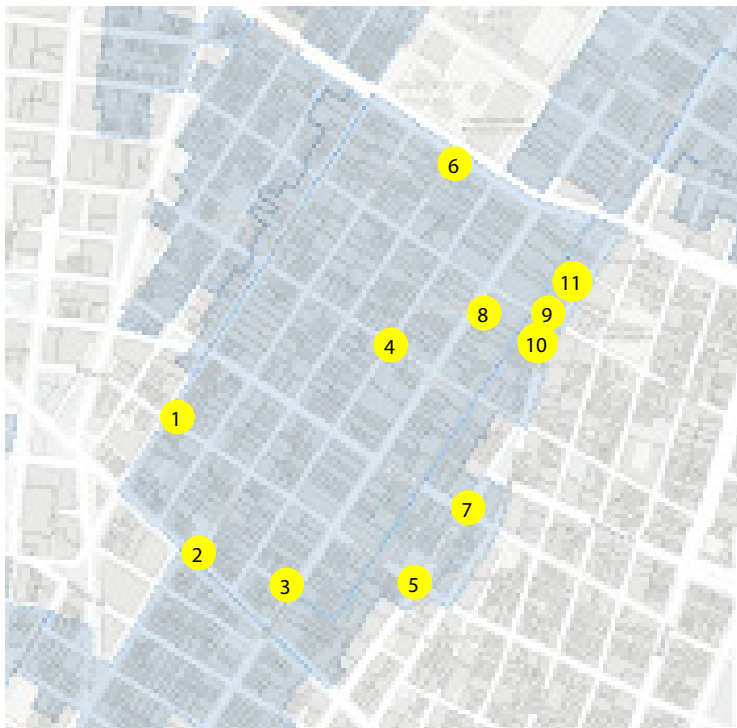
7. Broome St and Lafayette St 1939



8. Broadway and Prince St 1885



9. Prince St and Lafayette St (date unknown)



10. Lafayette St and Prince St 1934



11. Lafayette St and Prince St 1900



# COMMISSION-APPROVED MASTER PLANS IN THE SOHO CAST IRON DISTRICT & EXTENSION



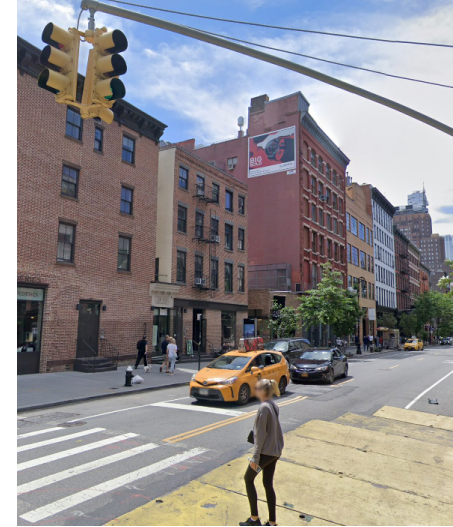
1. 475 W Broadway



2. 155 Wooster St



3. 126 Prince St



4. 393 W Broadway



5. 60 Grand St



6. 305 Canal St



7. 452 Broadway



7. 140 Grand St



# COMMISSION-APPROVED MASTER PLANS IN THE SOHO CAST IRON DISTRICT & EXTENSION



8. 154 Grand St



9. 130 Greene St



10. 90 Prince St



11. 145 Spring St



12. 109 Spring St



13. 85 Wooster St



# THE SOHO CAST IRON DISTRICT & EXTENSION





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

Secondary Facade of 465 West Broadway (facing southwest)

Sign Space conforms to LPC's previous approvals with regards to size and placement

4" 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

Total sign area shall be limited to 20% of the visible facade

Designated vendor plaque size 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

# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 154 Grand St  
CLIENT: Brizo  
LPC ATP: LPC-20-01192

Finished sign



Mockup



Artwork





# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 140 Grand St

CLIENT: Evian

LPC ATP: LPC-20-04156

## Artwork



## Mockup



## Finished sign





# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 60 Grand St

CLIENT: StreetEasy

LPC ATP: LPC-20-03805

Artwork



Mockup



Finished sign



**ZONING ANALYSIS**

**ZR42-532 TOTAL SURFACE AREA OF NON-ILLUMINATED SIGN**

REQUIRED: MAXIMUM 6X STREET FRONTAGE OR 750 SF  
 6 X (75') = 450 SF TOTAL NON-ILLUMINATED SIGNAGE  
 PROPOSED SIGN = 16' X 28' = 448 SF < 450 SF - OK

**42-543 HEIGHT OF SIGNS**

REQUIRED: MAXIMUM HEIGHT OF NON-ILLUMINATED SIGN = 75'-0" ABOVE CURB LEVEL  
 PROPOSED SIGN: 58'-0" < 75'-0" ABOVE CURB LEVEL - OK

**42-55 ADDITIONAL REGULATIONS FOR SIGNS NEAR CERTAIN PARKS AND DESIGNATED ARTERIAL HIGHWAYS**

SIGN IS NOT WITHIN 200' OF AN ARTERIAL HIGHWAY OR PARK OF 1/2 ACRE OR MORE

**BUILDING CODE ANALYSIS**

**AC 28-104.7.1**

PROPOSED SCOPE OF WORK INCLUDES HAND-PAINTING AN ADVERTISING WALL SIGN ON THE SIDE OF THE EXISTING BUILDING, SEE ELEVATION AND LOT DIAGRAM FOR PROPOSED LOCATION; NO CHANGE TO USE, OCCUPANCY OR EGRESS, NO CHANGE TO INTERIOR OR EXTERIOR EXISTING CONSTRUCTION, NO FACADE RENOVATIONS OR NEW CONSTRUCTION ELEMENTS ARE INCLUDED IN THE SCOPE OF THIS APPLICATION

**H103.1 LOCATION RESTRICTIONS**

SIGN DOES NOT OBSTRUCT ANY FIRE ESCAPE, WINDOW OR DOOR

**H105.3 WIND LOAD**

SIGN IS PAINTED ON SIDE OF EXISTING BUILDING, NO CHANGE TO BUILDING EXTERIOR OR WIND LOADING IN THIS APPLICATION

**H105.6 ATTACHMENT**

SIGN IS PAINTED ON SIDE OF EXISTING BUILDING, NO PHYSICAL ATTACHMENT MEANS ARE BEING USED AS PART OF THIS APPLICATION

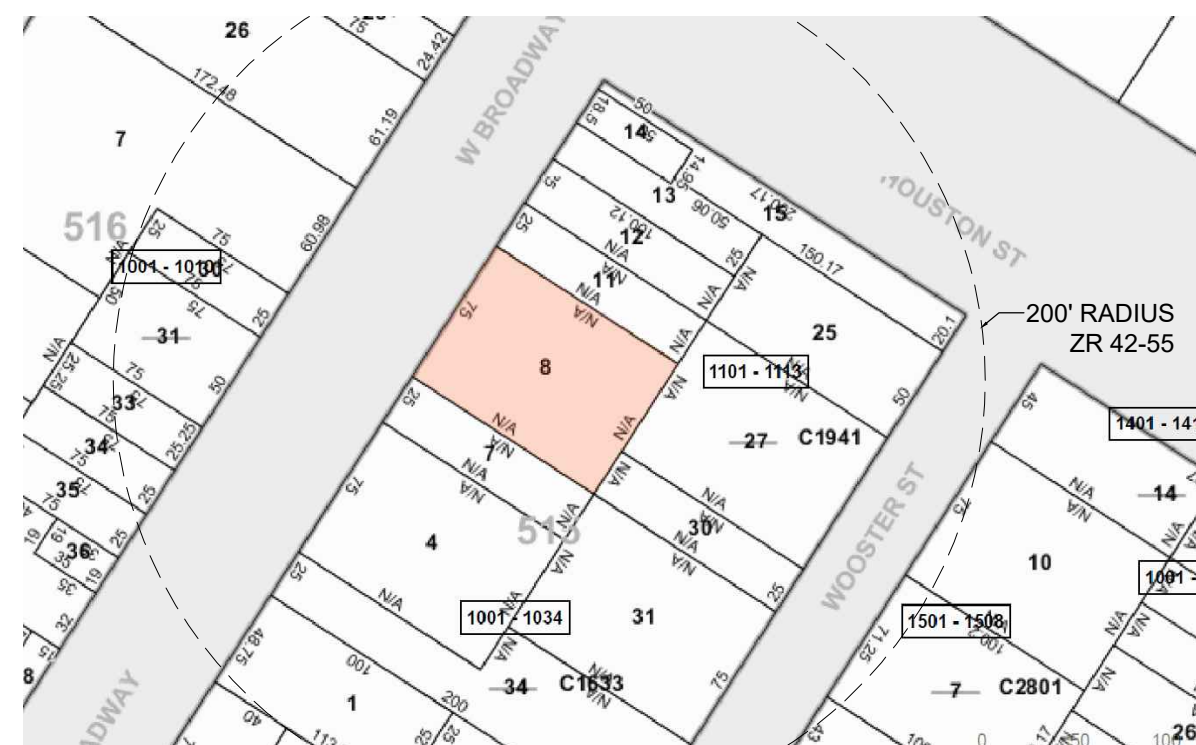
**H107.1 USE OF COMBUSTIBLES**

SIGN IS PAINTED ON SIDE OF EXISTING BUILDING, NO COMBUSTIBLE MATERIALS ARE BEING USED AS PART OF THIS APPLICATION

**BC 105.7.4 NAME AND ADDRESS OF LICENSED SIGN HANGER**

JOSEPH COIRO, License No: SI 000227  
 INTERBORO SIGN & ELEC, 201 INGRAHAM STREET, BROOKLYN NY 11237

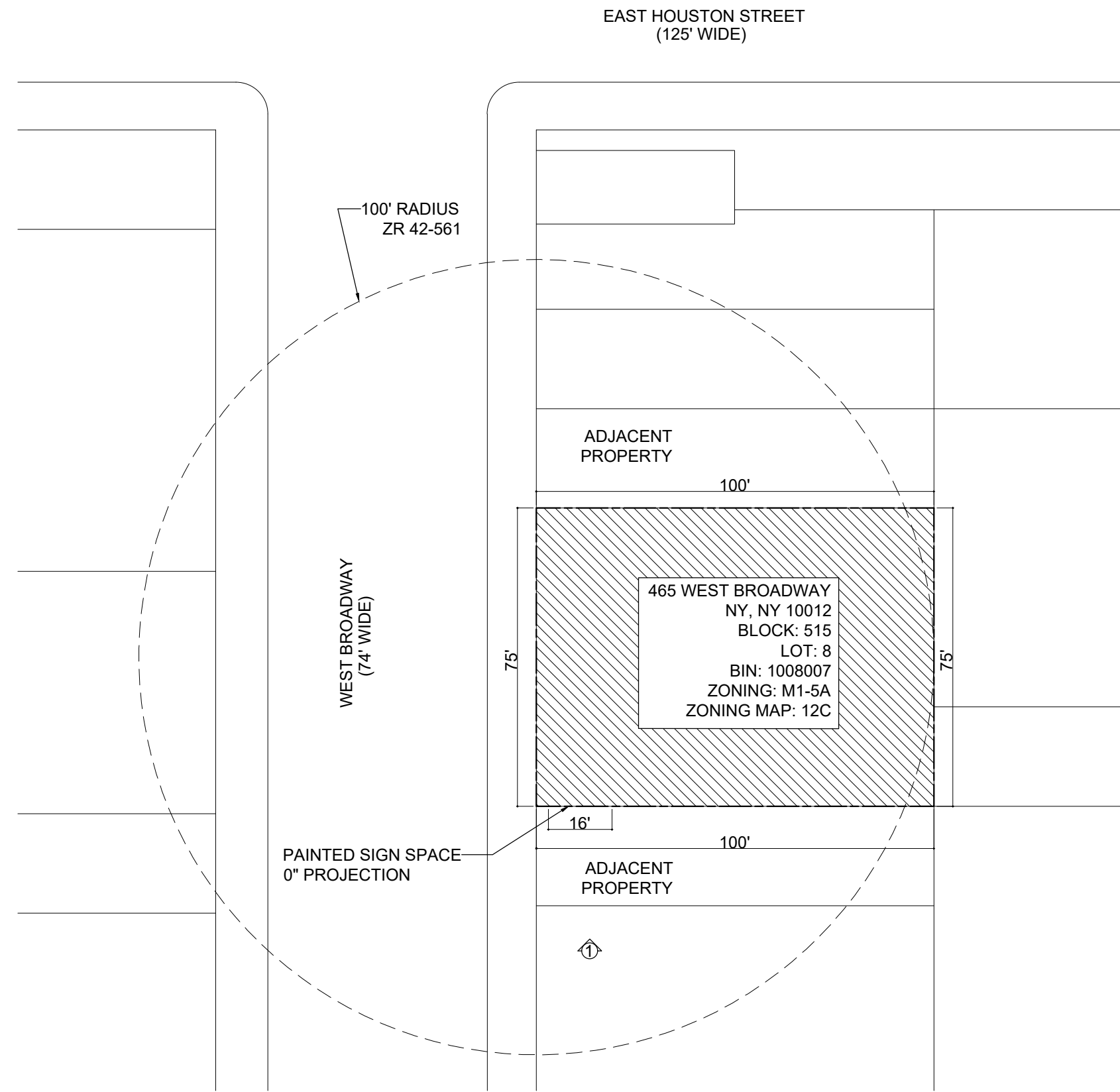
SIGN IS NOT LOCATED IN A SPECIAL FLOOD HAZARD AREA



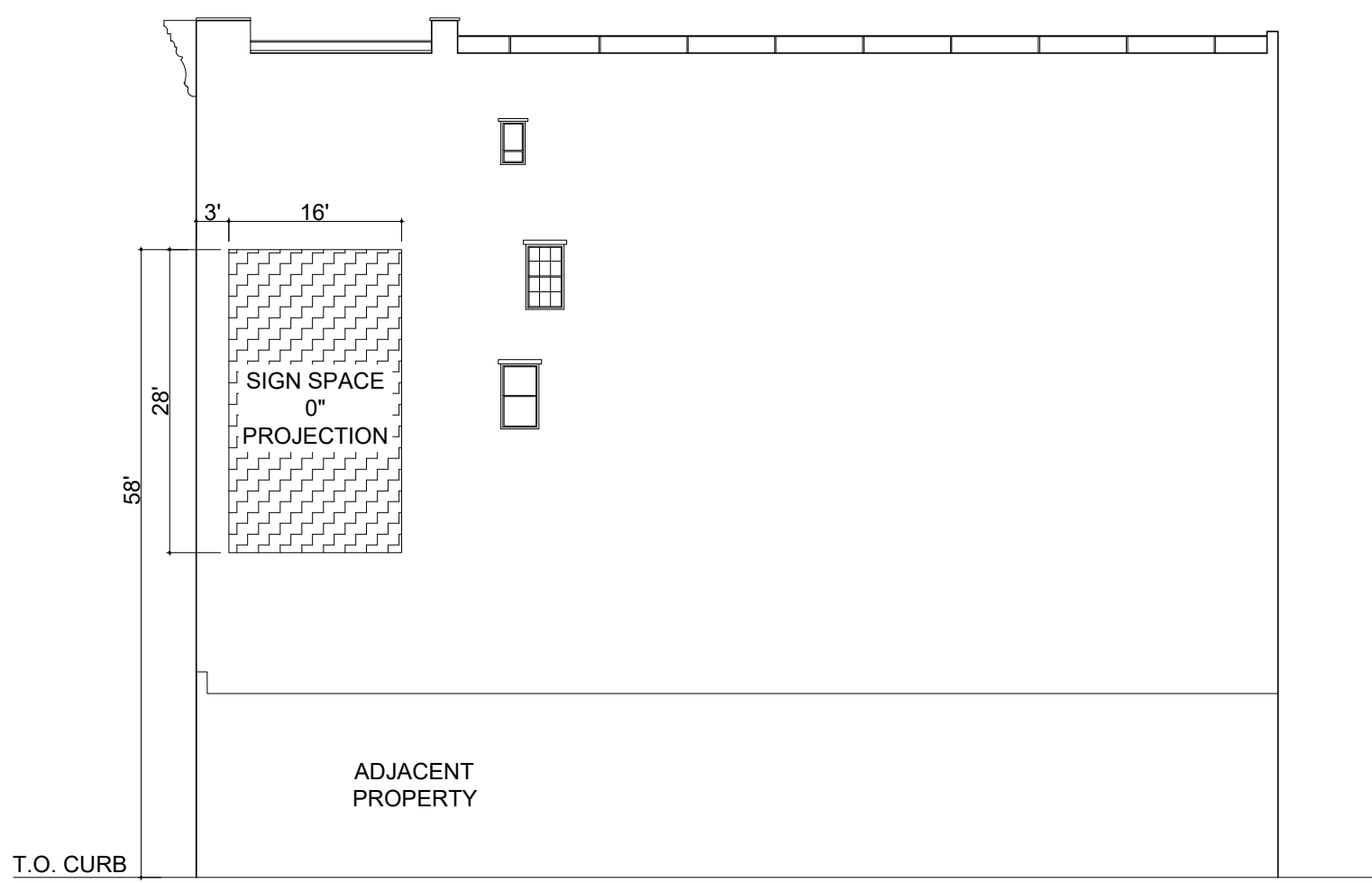
ZR 42-55 200' ZONING RADIUS



ZONING MAP 12C DETAIL



2 LOT DIAGRAM  
 SCALE: 1/32" = 1'-0"



1 SOUTH ELEVATION  
 SCALE: 1/16" = 1'-0"

**LEGEND**

- PAINTED SIGN SPACE
- EXISTING PARTITION TO REMAIN
- EXISTING PROPERTY LINE

**OAC**  
 COLOSSAL MEDIA  
 176 NORTH 9TH STREET  
 BROOKLYN, NY 11211

**APPLICATION FOR SIGN PERMIT  
 465 WEST BROADWAY**

465 WEST BROADWAY  
 NEW YORK, NY 10012

B SCAN

SIGN AND SEAL



DRAWING NAME  
**LOT DIAGRAM, BUILDING CODE &  
 ZONING ANALYSIS, ELEVATION**

DATE  
 02.08.2021

DRAWING NUMBER

SCALE  
 AS NOTED

**A001.00**

1 OF 1

APPLICATION NUMBER

M00472812-11