

MASTER PLAN AMENDMENT

60 Grand Street

60 Grand Street, New York, NY 10013

Block: 475 Lot: 7510



CURRENT CONDITION OF FACADE



**NoHo Historic District:
LP-00768
Designated 8-14-1973**



PROPOSED MASTER PLAN AMENDMENT

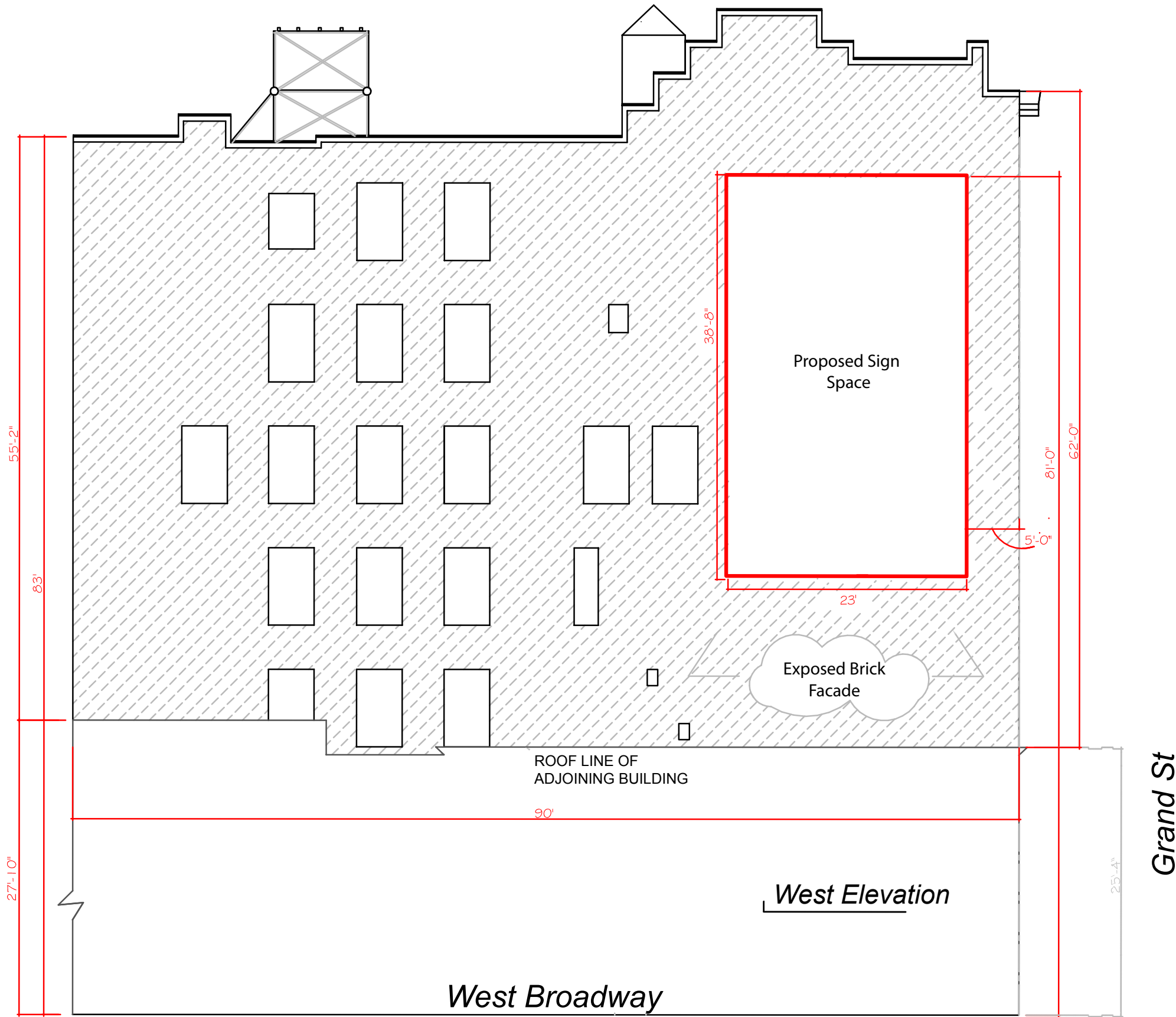
Remove content restrictions in line with commission's and staff's current approach to sign space regulation; brings consistency to copy change application process.

Maintain sign space size (890 sq ft), location (see left) and duration of permit (exp. 10/20/2025)

Sign Space occupies 16% of visible secondary facade: 890 sq ft/5515 sq ft

Maintain 3" Black or White border to distinguish sign space from surrounding facade

Maintain historic hand painted installation method





FIVE RECENT PAINTED SIGN SPACES PLACED UNDER PROPOSED AMENDMENT TERMS

Art is consistent with artwork placed under content restricted master plans without overwhelming the sign space or surrounding facade.

FIVE RECENT PAINTED SIGN SPACES PLACED UNDER CURRENT MASTER PLAN AT 60 GRAND STREET

Content regulations produce no discernable difference in artwork guidance to client while creating a burden for the Landmarks Preservation Commission staff.

