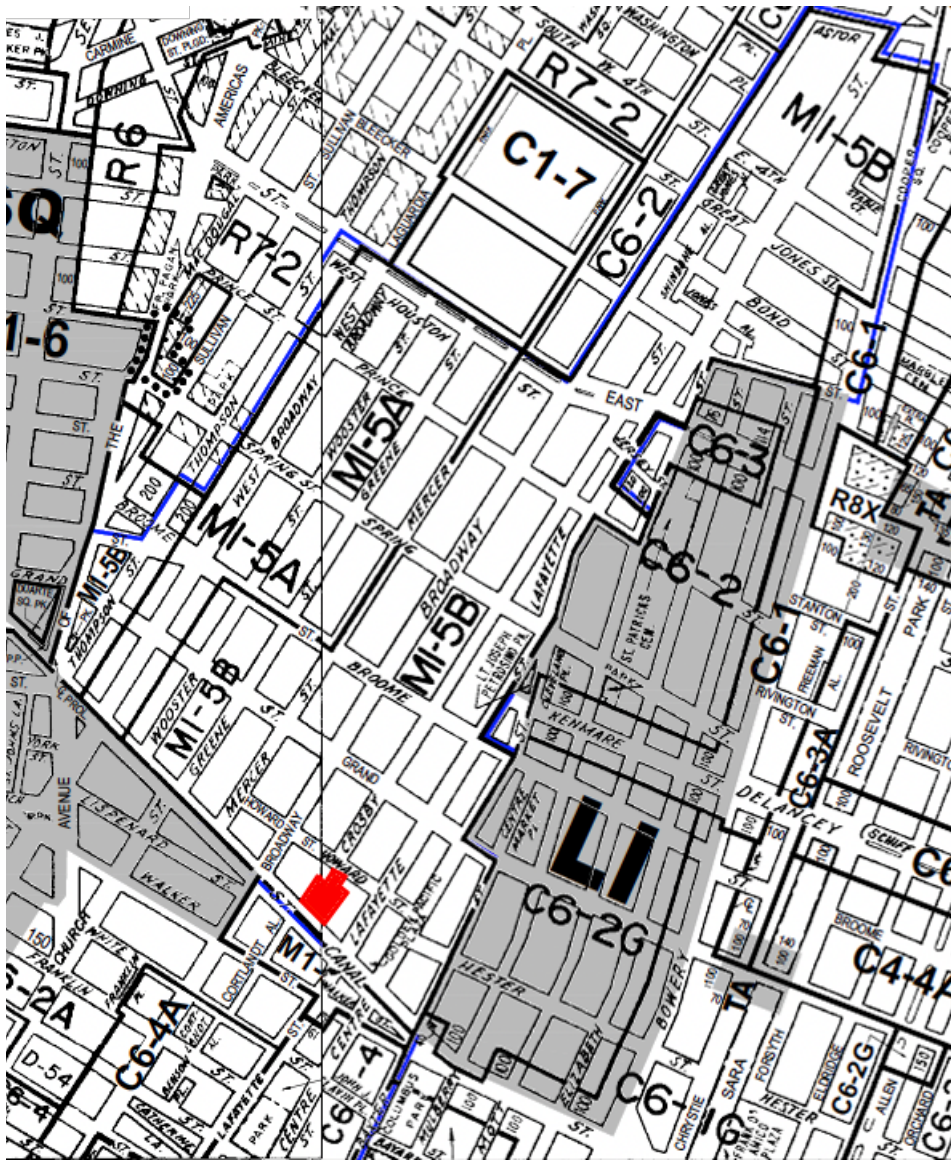


261 CANAL STREET

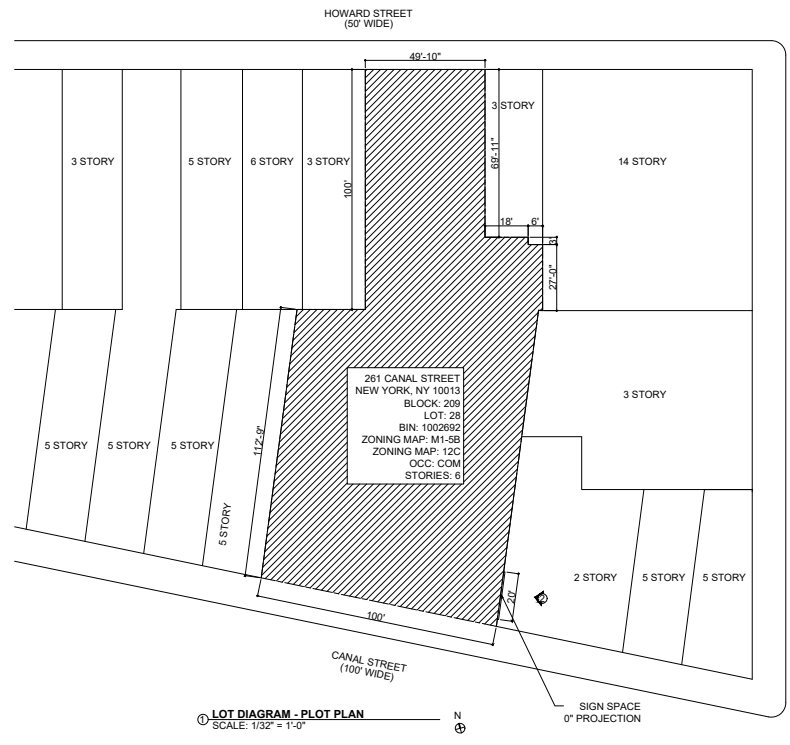
PAINTED SIGN MASTER PLAN APPLICATION



COLOSSAL[®]
ALWAYS HANDPAINT



Zoning Map



Lot Diagram

261 CANAL ST - CURRENT CONDITION



Proposed Sign Space



Visible Facade



Sign Space Components

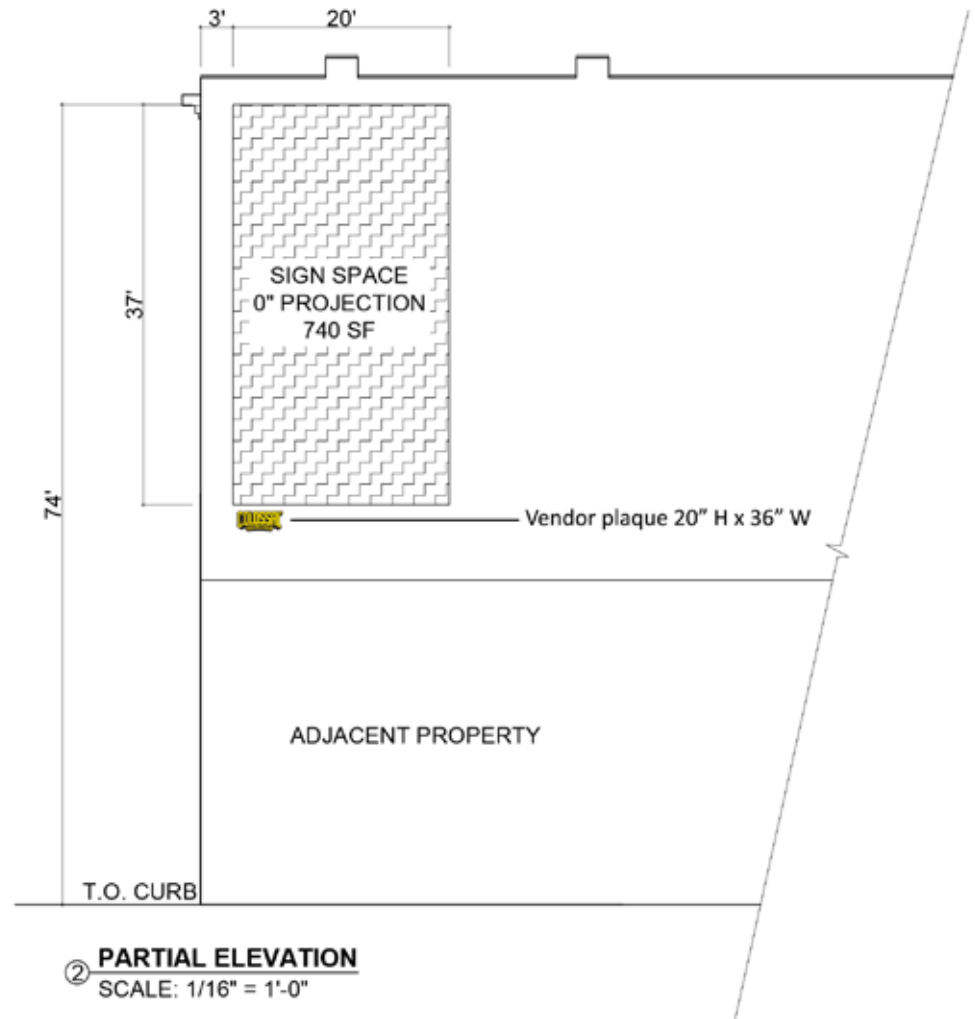
- Secondary Facade of 261 Canal St
- Zoned M1-5B
- 37' high x 20' wide
- 740 square feet
- Occupies 15.2% of visible facade (total 4,847 square feet)
- Set back three (3) feet from the primary facade
- Does not obscure architectural features or windows
- Facing southeast, toward the major artery Canal St in the SoHo Cast Iron Historic District
- Comprehensive Master Plan to assist in Staff-Level Copy Change Approvals



1940 photo



1980's tax photo



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**



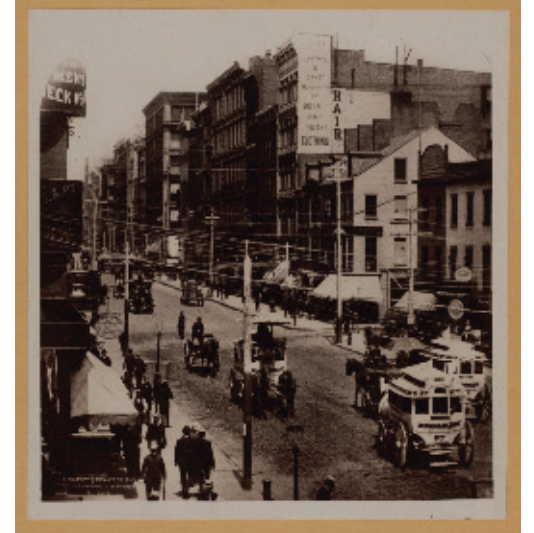
HISTORIC HANDPAINTED SIGNS: SOHO CAST IRON DISTRICT AND EXTENSION



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. 16 Crosby St



7. 140 Grand St



8. 465 W Broadway

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



9. 154 Grand St



10. 130 Greene St



11. 90 Prince St



12. 134 Spring St



13. 145 Spring St



14. 109 Spring St



15. 83 Wooster St



16. 176 Lafayette St

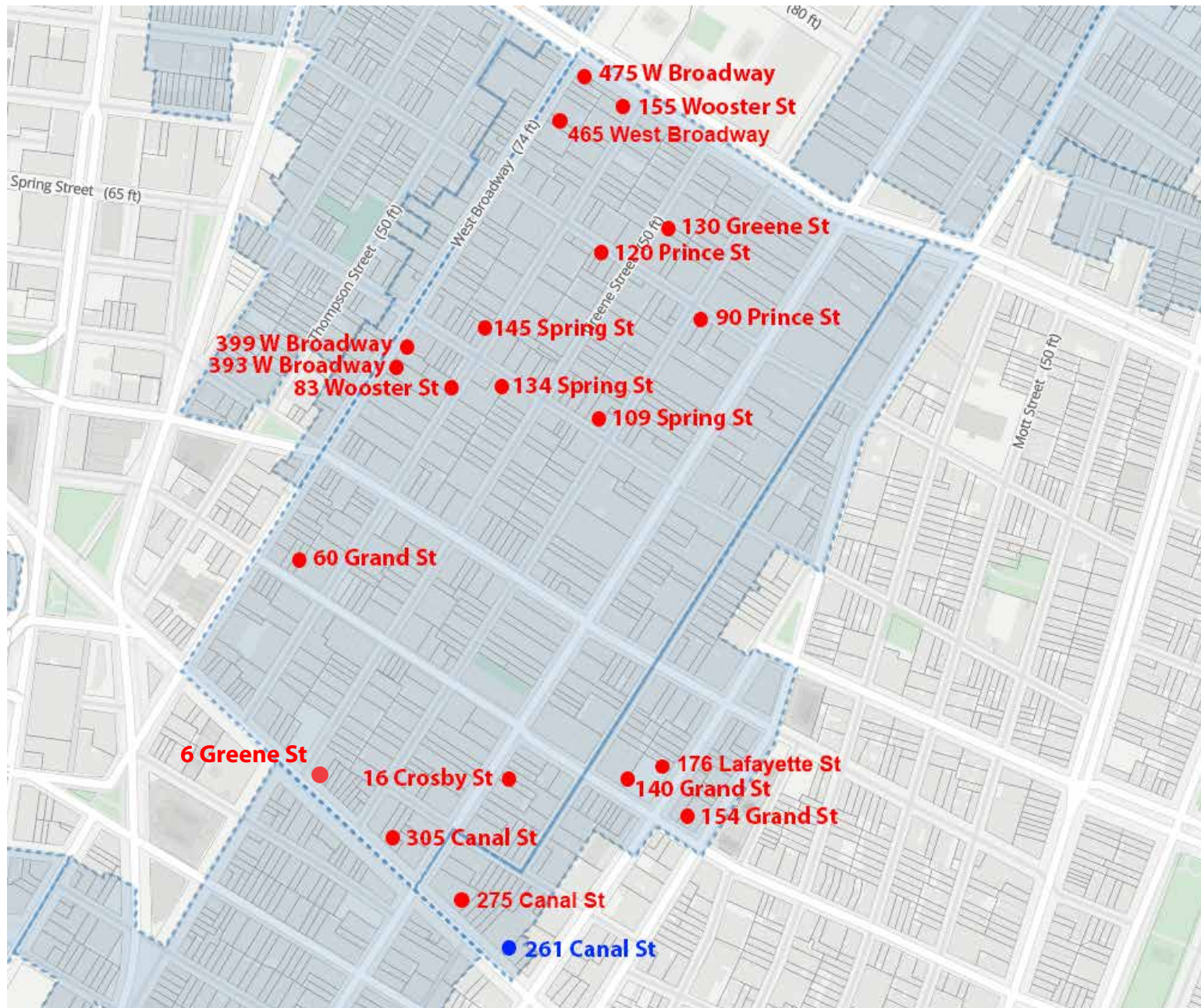


17. 275 Canal St



18. 399 W Broadway

THE SOHO CAST IRON DISTRICT & EXTENSION



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

Secondary Facade of 261 Canal St (facing southeast, toward main artery Canal St and the district boundary)

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

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

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

PHOTOS: SURROUNDING AREA



Facing west from Lafayette: 305 Canal St and 6 Greene St



Facing east from Broadway: 275 Canal St



Facing south from Canal St: 405 Broadway



Outside of district: 138 Lafayette St & 123 Lafayette St

APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 140 Grand St

CLIENT: Shopify

LPC ATP: LPC-22-00651

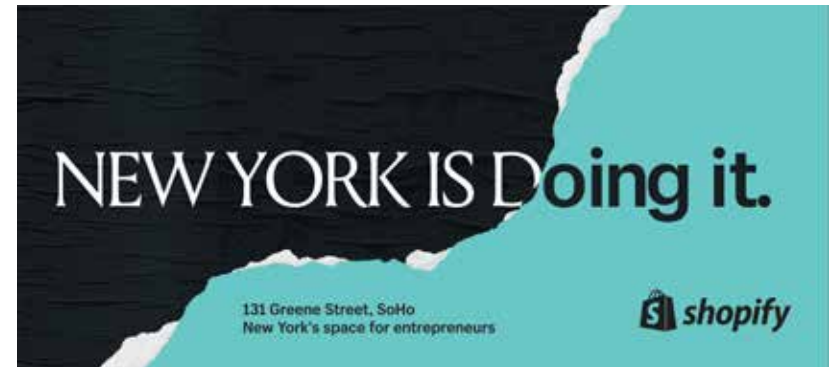
Finished sign



Mockup



Artwork



APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 305 Canal St

CLIENT: G-Star

LPC ATP: LPC-22-02235

Finished sign



Mockup



Artwork



APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 60 Grand St
CLIENT: Isabel Marant
LPC ATP: LPC-21-05577

Finished sign



Mockup



Artwork

