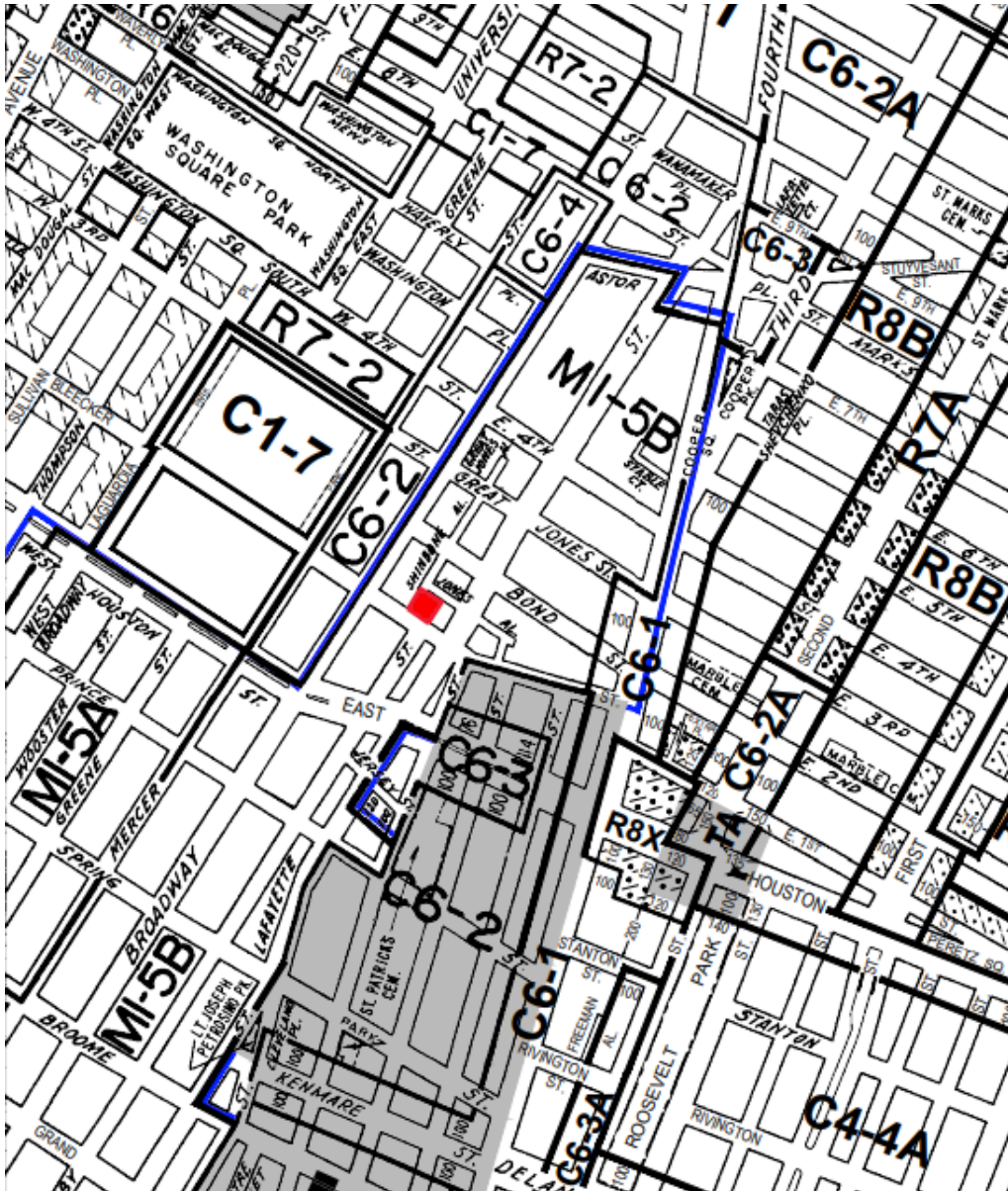


65 BLEECKER ST

PAINTED SIGN MASTER PLAN APPLICATION



COLOSSAL
ALWAYS HANDPRINT



Zoning Map

ZONING ANALYSIS

ZR42-532 TOTAL SURFACE AREA OF NON-ILLUMINATED SIGN
 REQUIRED: MAXIMUM SIX STREET FRONTAGE OR 1200 SF
 6 X (83.5') = 501 SF TOTAL NON-ILLUMINATED SIGNAGE
 PROPOSED SIGN = 22.3' X 22.3' = 497 SF < 501 SF - OK

42-541 PERMITTED PROJECTIONS
 ALLOWED: 12" ACROSS STREET LINE
 PROPOSED SIGN: 0" < 12" = OK

42-543 HEIGHT OF SIGNS
 REQUIRED: MAXIMUM HEIGHT OF NON-ILLUMINATED SIGN = 75'-0" ABOVE CURB LEVEL
 PROPOSED SIGN: 47'-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

42-561 RESTRICTIONS ALONG DISTRICT BOUNDARY LOCATED IN A STREET
 WITHIN 100' OF THE STREET LINE OF ANY STREET IN WHICH THE BOUNDARY OF AN ADJOINING RESIDENCE DISTRICT IS LOCATED ADVERTISING SIGNS THAT FACE LESS THAN 165 DEGREES AWAY FROM SUCH DISTRICT SHALL NOT BE PERMITTED
 SIGN IS NOT WITHIN 100' OF A RESIDENTIAL DISTRICT BOUNDARY - OK

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

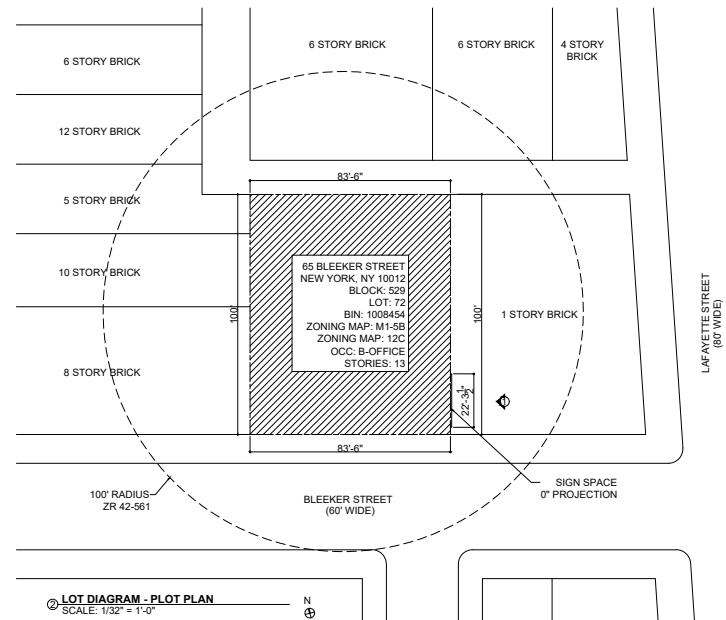
H103.1 LOCATION RESTRICTIONS
 SIGN DOES NOT OBSTRUCT ANY FIRE ESCAPE, WINDOW OR DOOR

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



Lot Diagram

65 BLEECKER ST - CURRENT CONDITION



Proposed Sign Space



Visible Facade



Sign Space Components

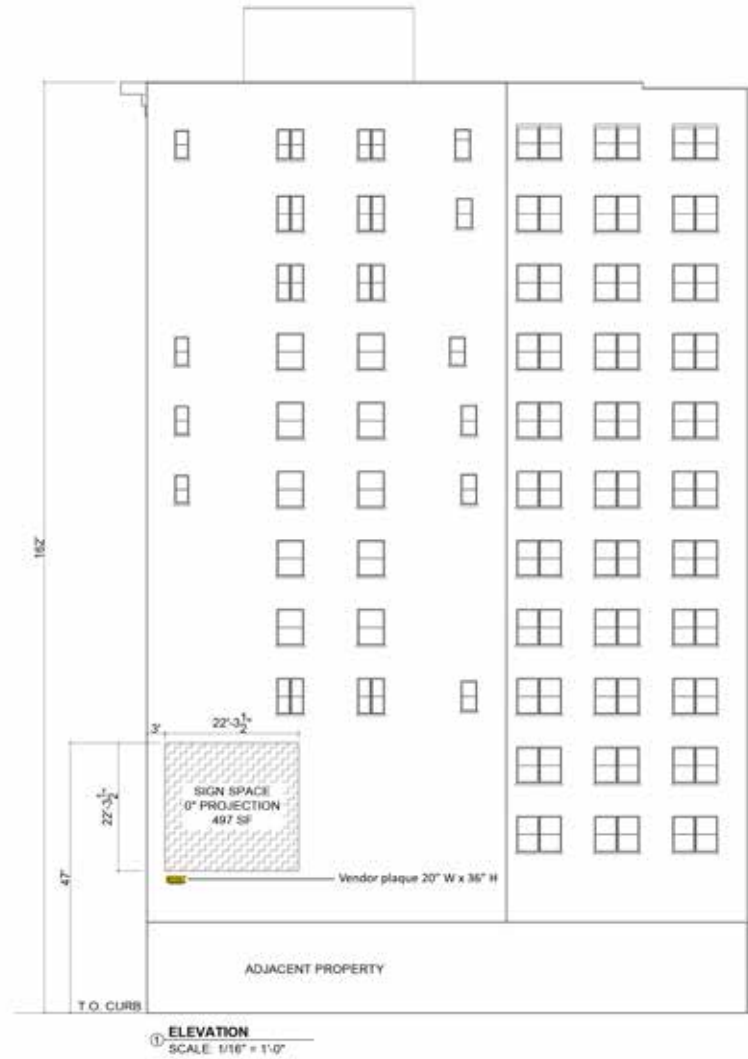
- Secondary Facade of 65 Bleecker St
- Zoned M1-5B
- 22.3' high x 22.3' wide
- 497.29 square feet
- Occupies 3.4% of visible facade (total 14,600 square feet)
- Set back three (3) feet from the primary facade
- Does not obscure architectural features or windows
- Facing southeast, toward the major artery Lafayette St in the NoHo Historic District
- Comprehensive Master Plan to assist in Staff-Level Copy Change Approvals



1929 photo



1940 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: NOHO HISTORIC DISTRICT AND EXTENSION



Lafayette St and Astor Place, 1891

HISTORIC HANDPAINTED SIGNS: NOHO HISTORIC DISTRICT AND EXTENSION



26 Astor Place, 1936

HISTORIC HANDPAINTED SIGNS: NOHO HISTORIC DISTRICT AND EXTENSION



Broadway and W 3rd St, date unknown

HISTORIC HANDPAINTED SIGNS: NOHO HISTORIC DISTRICT AND EXTENSION



436 Lafayette St, 1911

HISTORIC HANDPAINTED SIGNS: NOHO HISTORIC DISTRICT AND EXTENSION



372 Lafayette St, 1926

HISTORIC HANDPAINTED SIGNS: NOHO HISTORIC DISTRICT AND EXTENSION

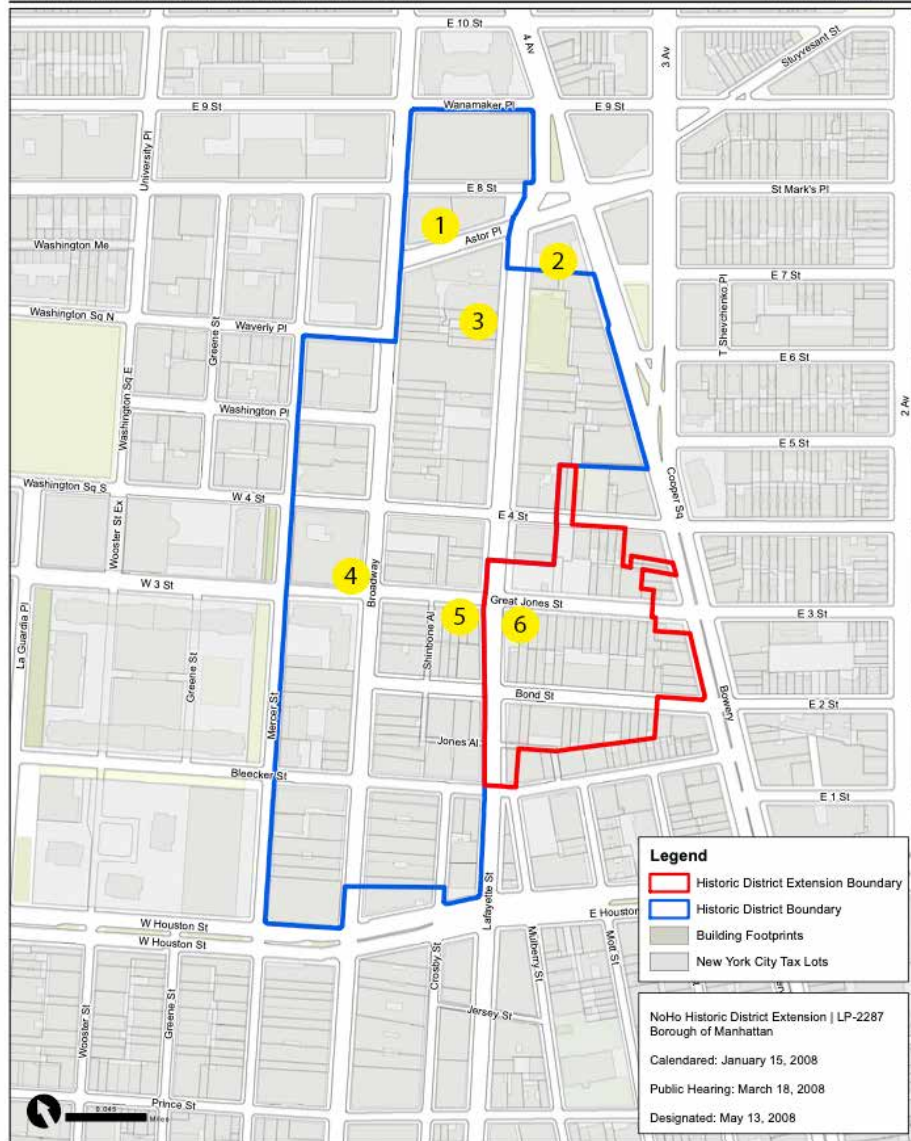


363 Lafayette St, 1936

HISTORIC HANDPAINTED SIGNS: NOHO HISTORIC DISTRICT AND EXTENSION

NoHo Historic District Extension | LP-2287

NYC Landmarks Preservation Commission



1. 1 Astor Place, 1891
2. 26 Astor Place, 1936
3. 436 Lafayette St, 1911
4. W 3rd st and Broadway, date unknown
5. 372 Lafayette St, 1926
6. 363 Lafayette St, 1936

COMMISSION-APPROVED MASTER PLANS IN THE NOHO HISTORIC DISTRICT

NoHo Historic District | LP-2039

NYC Landmarks Preservation Commission



Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LGR Date: 2.20.2019



THE NOHO HISTORIC DISTRICT

NoHo Historic District | LP-2039



Legend

- Historic District Boundary
- Building Footprints
- New York City Tax Lots

NoHo Historic District | LP-2039
 Borough of Manhattan
 Calandered: March 30, 1999
 Public Hearings: April 13, 1999;
 May 4, 1999
 Designated: June 29, 1999

Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 2.20.2019

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

Secondary Facade of 65 Bleecker St (facing southeast)

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 (OUTSIDE DISTRICT BOUNDARIES)



Facing east from 65 Bleeker



Facing northeast from 65 Bleeker



Facing southeast from 65 Bleeker

APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 60 Grand St, Manhattan

CLIENT: Shopify

LPC ATP: LPC-22-00774

Finished sign



Mockup



Artwork



APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 155 Wooster St, Manhattan
CLIENT: Fendi
LPC ATP: LPC-22-00861

Finished sign



Mockup



Artwork



APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

LOCATION: 439 Lafayette St, Manhattan

CLIENT: Klaviyo

LPC ATP: LPC-22-00037

Finished sign



Mockup



Artwork

