



AYZO RIDGE DESIGN + CONSULTING  
518.216.0620 | ayzoridgedesign.com  
300 Great Oaks Blvd. Albany, NY 12203

## SIGNAGE INTENT PACKAGE PREPARED FOR :



PROPERTY ADDRESS:  
391 6th Ave, New York, NY 10014

Block: 593 Lot 24 | Docket Number: LPC-23-06320

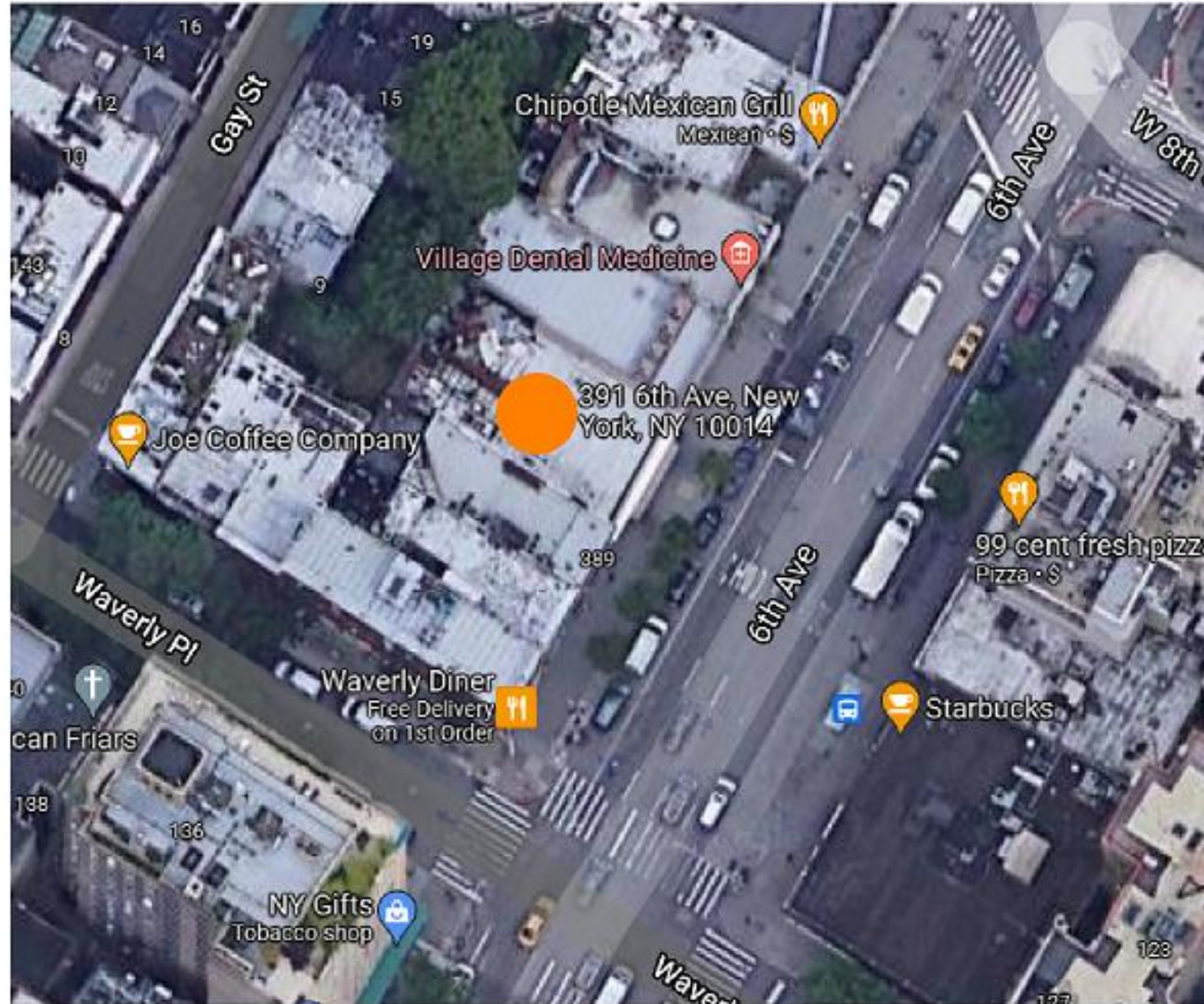
Project Owner: Empire Portfolio Group  
Property Owner: Walter & Samuels Inc. | efaraci@walter-samuels.com



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# STREET MAP

● LOCATION



NOTE: All signage must be constructed and installed by an Ayzo Ridge Consulting LLC approved signage vendor. All vendors will be required to meet current licensing and insurance standards.

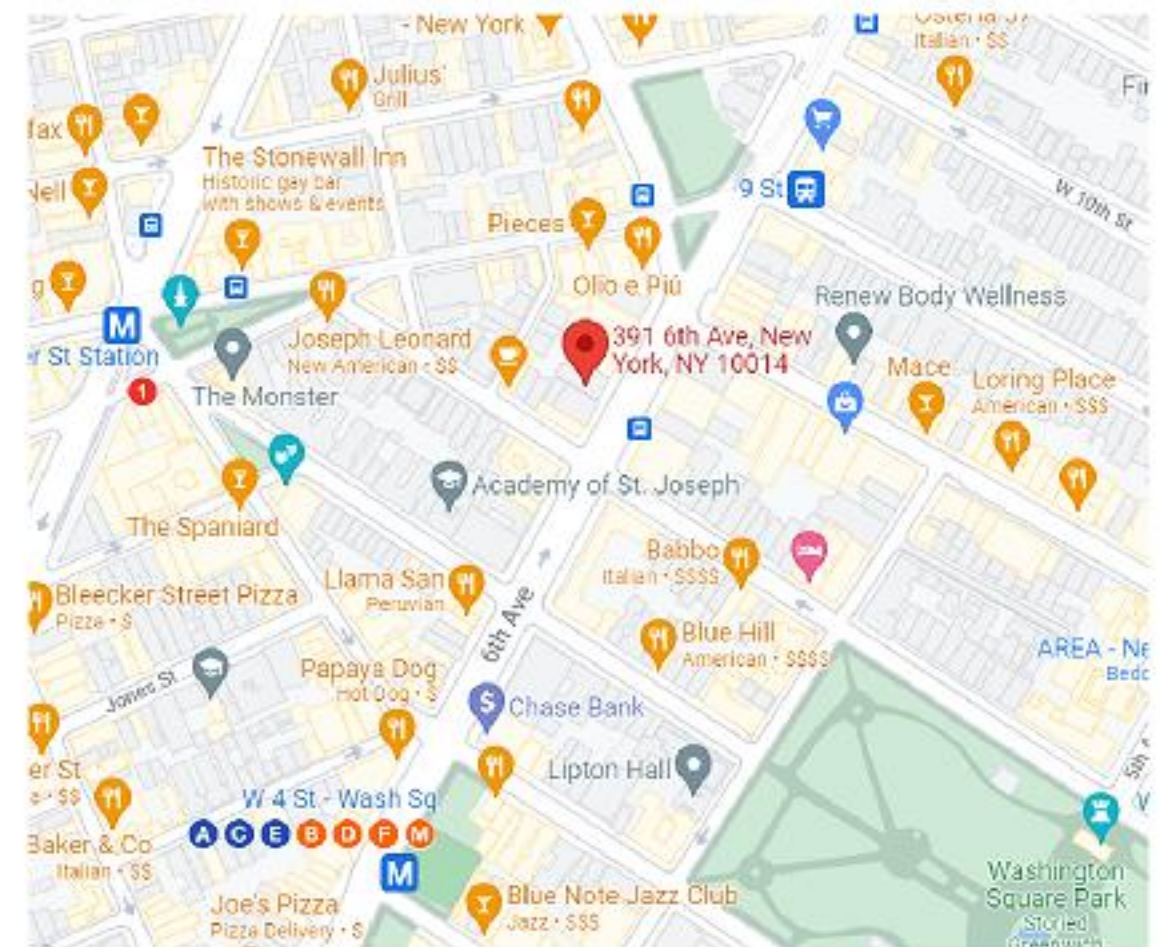
# ZONING

391 6th Avenue, New York, NY: C6-4M Zone.

Landmark location, to receive staff level approval, signage must meet the LPC guidebook regulations.

- 18" Maximum height painted and pin-mounted non-illuminated letters or halo-illuminated letters mounted in designated sign band area
- Vinyl lettering on glazing not to exceed 20% of the storefront, must be included in signage permit presentation.
- Projecting sign of 18" maximum projection and 10Ft min. clearance above grade.
- Lettering on awnings is permitted

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# EXISTING CONDITIONS

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Orange line represents tenant's limit of lease frontage. Existing 24" letter set and 34" sign background "ONEGIN" to be replaced



391 6th Avenue  
New York, NY 10014

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# PROPOSED SIGNAGE RENDERING

PG. 3

NOTE: AWNING AND ARCHITECTURAL ELEMENT PREVIOUSLY APPROVED AS SHOWN. PERMITS ARE ATTACHED



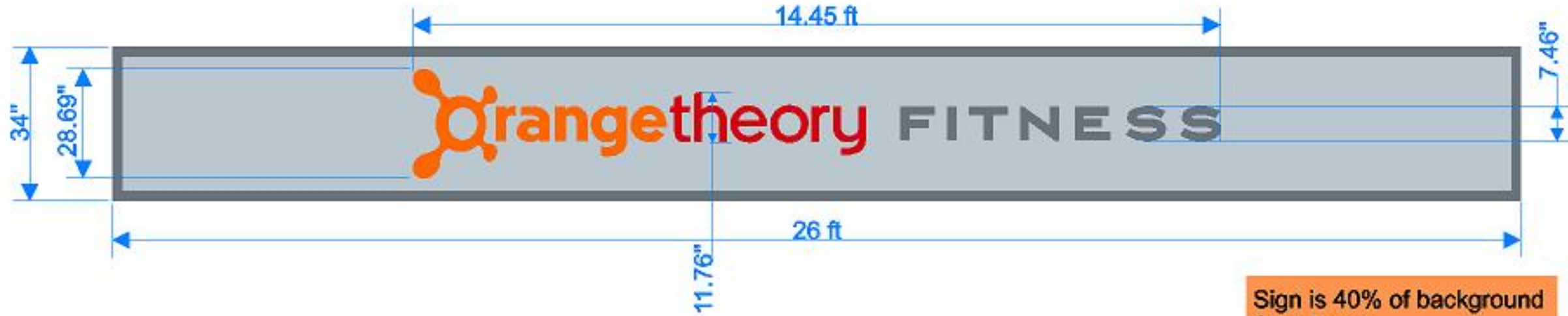
ORANGE THEORY FITNESS  
FEBRUARY 2023

391 6th Avenue, New York, NY 10014  
Block: 593 Lot 24 | Docket Number: LPC-23-06320



EXAMPLES FROM ANOTHER LOCATION

# LETTERS CONSTRUCTION DETAIL



Sign is 40% of background  
Sign Band  
Background: 73.67 Sq. Ft.  
Sign: 28.9 Sq. Ft.

PROJECT CODE AZR11095

Property Address:  
391 6th Avenue  
New York, NY 10014

Block: 593 Lot 24  
Docket Number: LPC-23-06320

Files Location:  
OrangeTheory Fitness ->  
West Village NYC ->  
Exterior Signage AZR11095

DATE	REV NUMBER
11.24.21	Original Concept
01.20.22	Rev Post Survey
03.15.22	Presale Concept
07.19.22	Post LPC review call
02.13.23	REV Design

Quantity: 1

Construction Notes:  
Aluminum Construction:  
Low voltage LED technology utilized to halo illuminate 18 gauge steel.  
Cans (faces and returns) to be painted in corporate required colors. Pin and spacer mounted for best illumination.

Holes should be drill into mounting frame to allow for 3/8" Toggle Bolts or appropriate hardware based on wall materials. All electrical connections and holes need to be water tight sealed.

Customer Approval/Date:

Landlord Approval (If Required)/Date:

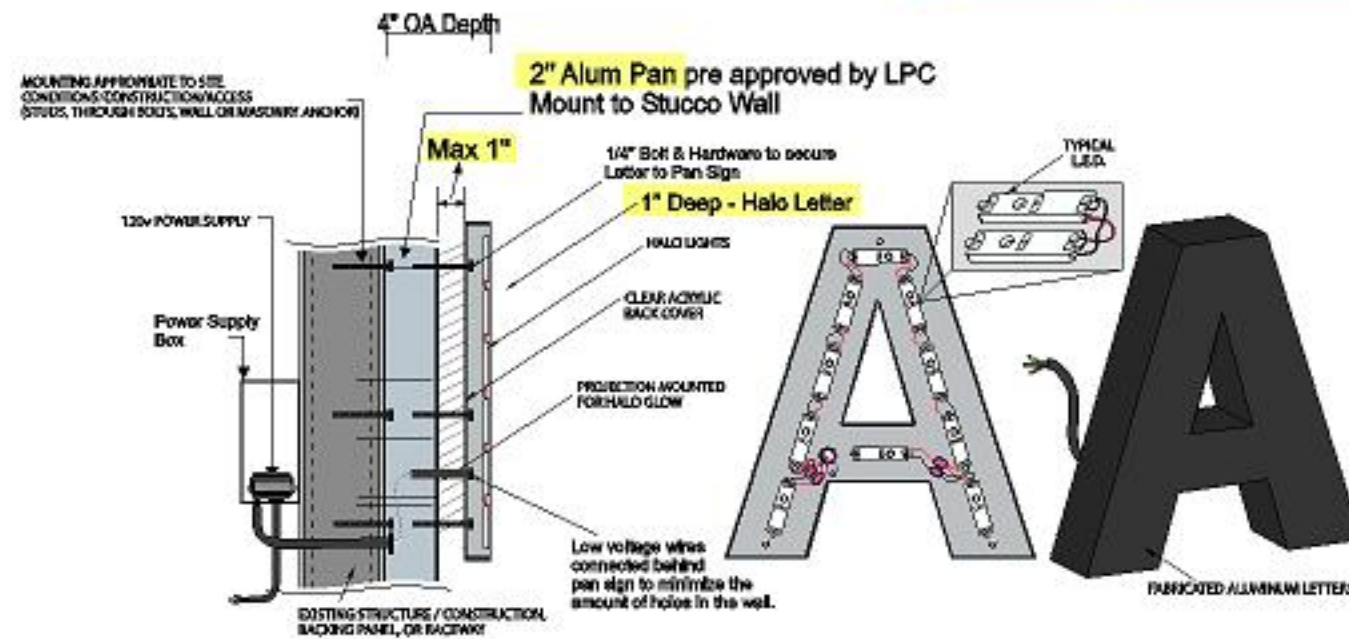


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ORANGE THEORY FITNESS  
FEBRUARY 2023



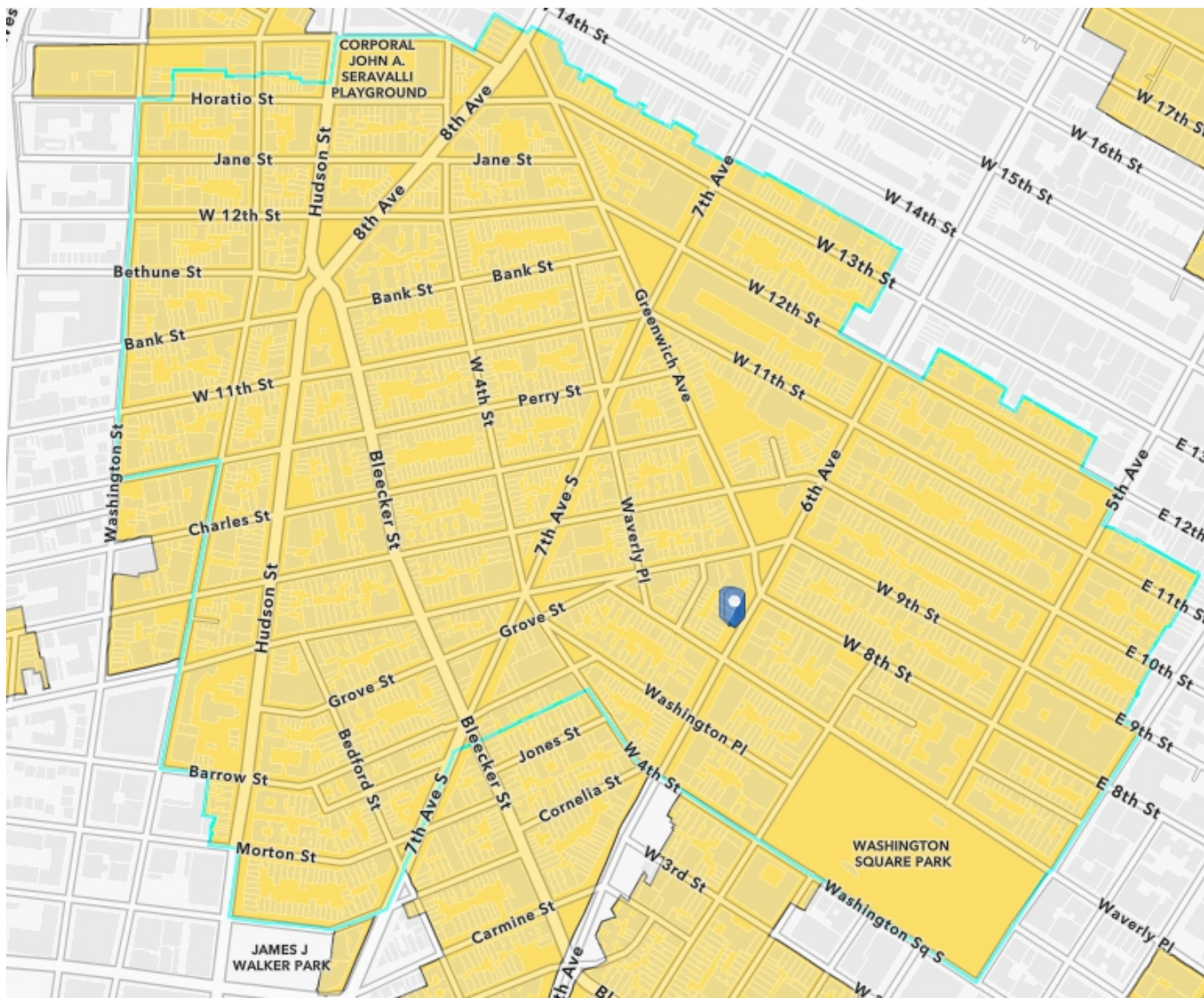
-  Orange Letters: Painted PMS 165
-  Red Letters: Painted PMS 1797
-  Grey Letters: Painted PMS Cool Grey 11C
-  White LEDs



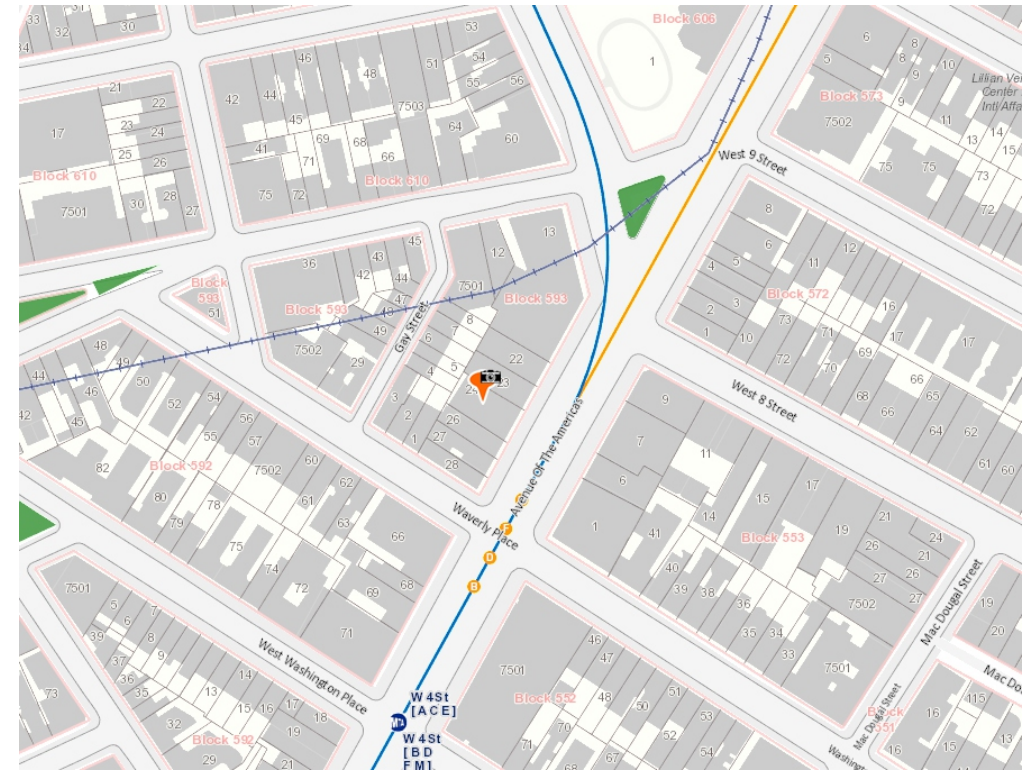
## L.E.D Channel Letter - HALO LIT

TYPICAL - Not To Scale DEPTHS OF RETURNS & RACEWAYS SCALED ACCORDING TO SIZE OF LETTERS





391 6th AVENUE  
NEW YORK, NY 10014  
BLOCK: 593, LOT: 24  
BIN:1010271



GREENWICH VILLAGE HISTORICAL DISTRICT  
HISTORICALLY COMMERCIAL  
#391-393 6th Avenue

Where six-story buildings once stood, this one-story store now occupies the site. It was altered in 1955 as we see it today. It is occupied by a self-service food store, a necessity to serve the surrounding residential and commercial neighborhoods.

NYC OASIS MAP



DOF: MANHATTAN 1940S TAX PHOTOS  
1939-1941 BEFORE ALTERATIONS  
IN 1955

## CHANGES OVER TIME



LPC LUNA/ PHOTOS TAKEN AT TIME OF DESIGNATION, 1969

# CHANGES OVER TIME



DOF: MANHATTAN 1980S TAX PHOTOS 1983



MAY 2009 GOOGLE MAP IMAGE



JULY 2012 GOOGLE MAP IMAGES



# CURRENT CONDITIONS





PHOTOS OF SIMILAR SIGN  
INSTALLED AT SEPARATE  
LOCATION

