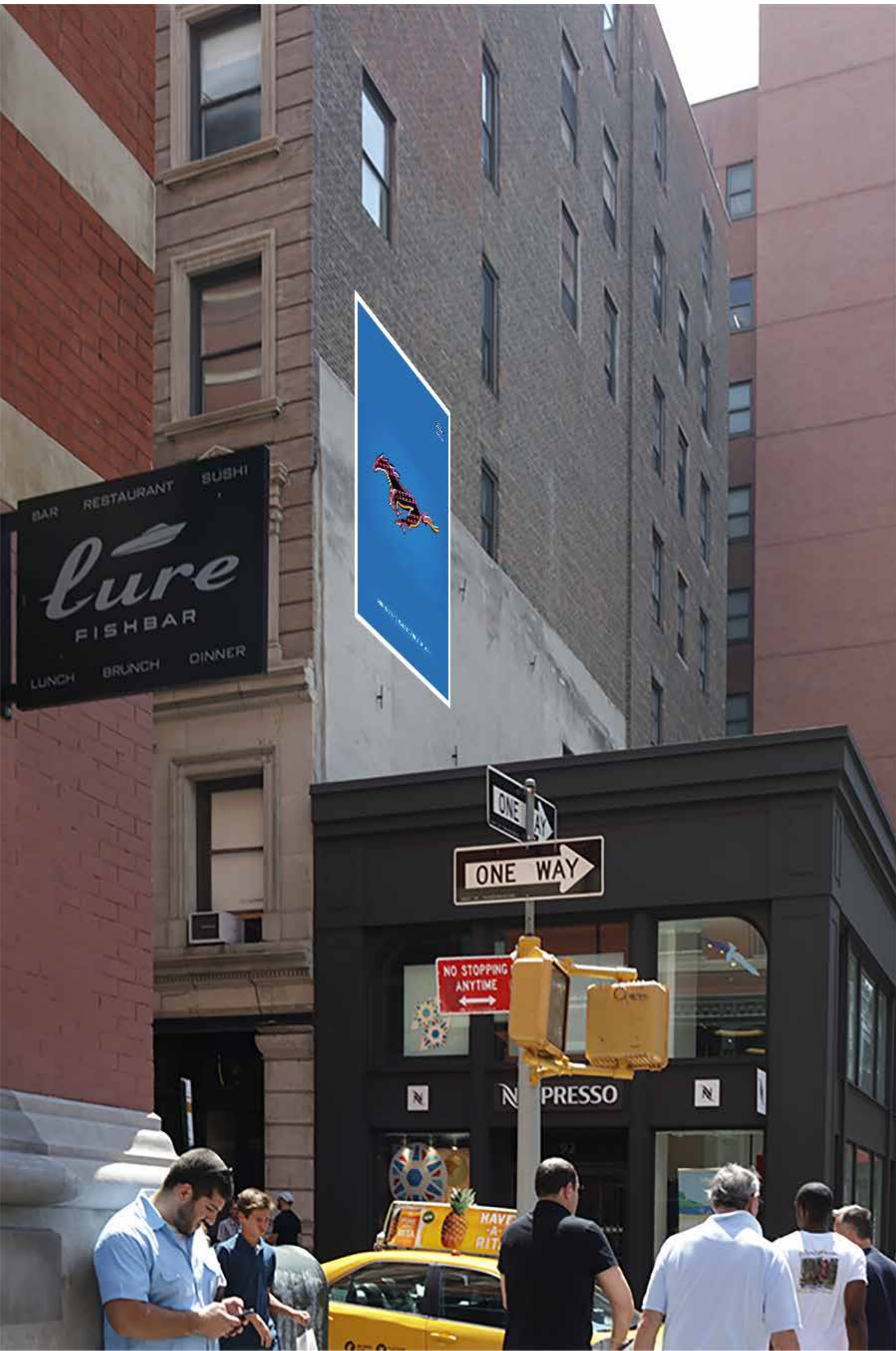


90 PRINCE STREET, MANHATTAN
PROPOSED PAINTED WALL SIGN MASTER PLAN



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210 EAST 29TH STREET 6TH FLOOR
NEW YORK, NY 10010

CLIENT

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874 KENT AVENUE
BROOKLYN, NY 11205

CONSULTANTS

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JACQUELINE PEU-DUVALLO
HISTORIC PRESERVATION
CONSULTING, LLC
40 EAST 80TH STREET, SUITE 6D
NEW YORK, NY 10128

KEY PLAN



NO.	SUBMISSIONS/	REVISIONS	DATE
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PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

SEAL & SIGNATURE:	DATE:	04.30.2018
	PROJECT No:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG No:	
	DWG COUNT:	1 OF 13

90 PRINCE STREET, MANHATTAN
EXISTING CONDITION



VIEWED FROM NORTHWEST CORNER MERCER STREET

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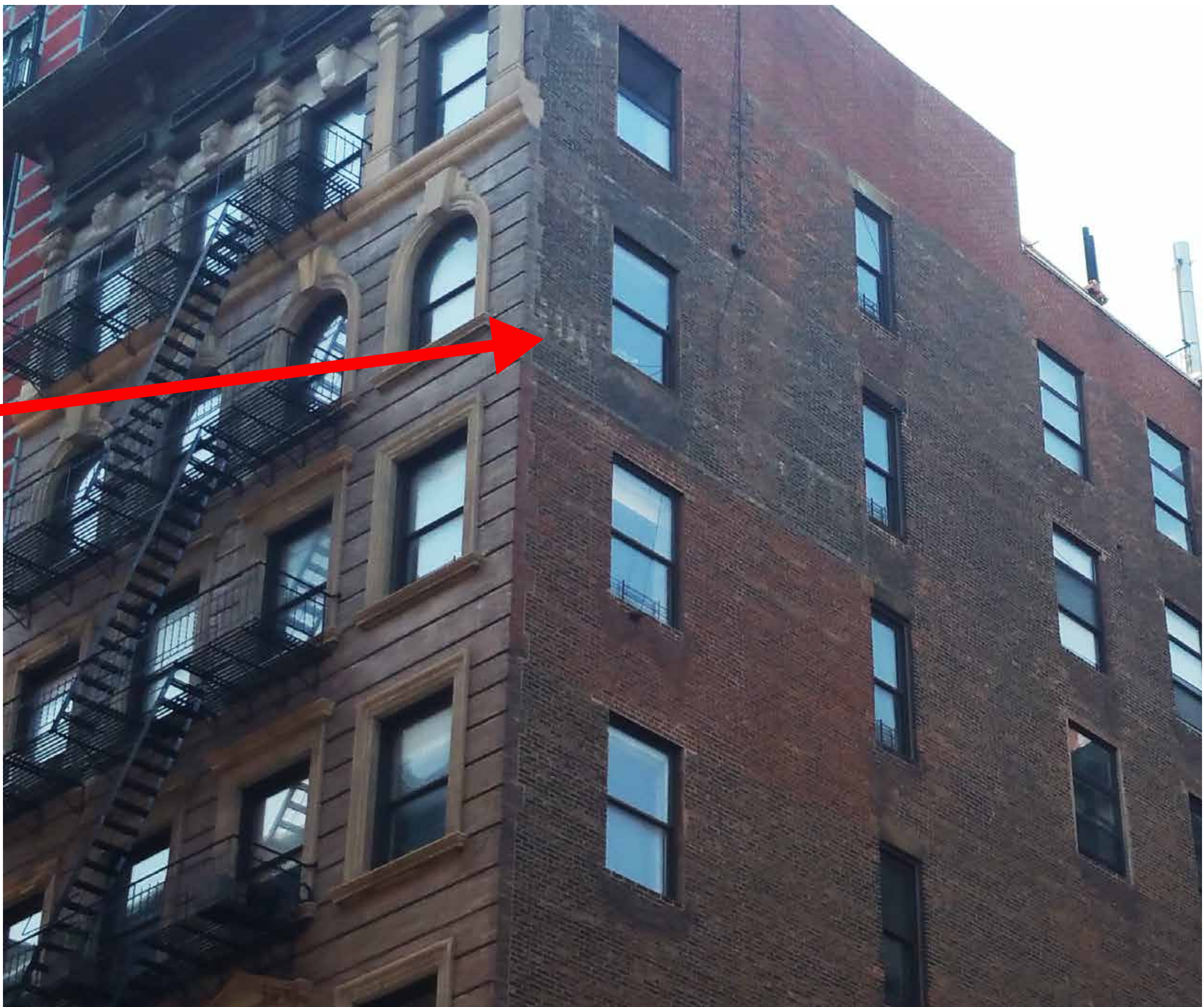
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PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

SEAL & SIGNATURE:	DATE:	04.30.2018
	PROJECT NO:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG NO:	
	DWG COUNT:	2 OF 13

90 PRINCE STREET, MANHATTAN
EXISTING CONDITION



GHOST OF PAINTED WALL SIGN VISIBLE ON WEST LOT LINE WALL

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NEW YORK, NY 10128

KEY PLAN



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PROJECT:

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SEAL & SIGNATURE:	DATE:	04.30.2018
	PROJECT No:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG No:	
	DWG COUNT:	3 OF 13

90 PRINCE STREET, MANHATTAN

HISTORIC PHOTOS



90 PRINCE STREET, 1999
(NEW YORK PUBLIC LIBRARY)



PARTIAL WEST LOT LINE WALL OF 90 PRINCE STREET,
1973 (LPC)



90 PRINCE STREET, DESIGNATION PHOTO,
1973 (LPC)

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	PROJECT No:	1803G
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	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG No:	
	DWG COUNT:	4 OF 13

90 PRINCE STREET, MANHATTAN

HISTORIC CONTEXT



143 SPRING STREET, 1932
(MUSEUM OF THE CITY OF NEW YORK)



102 PRINCE STREET, 1975
(MUSEUM OF THE CITY OF NEW YORK)



101 MERCER STREET, 1932
(MUSEUM OF THE CITY OF NEW YORK)

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CLIENT

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NEW YORK, NY 10128

KEY PLAN



NO.	SUBMISSIONS/	REVISIONS	DATE
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PROJECT:

PAINTED SIGNAGE INSTALLATION

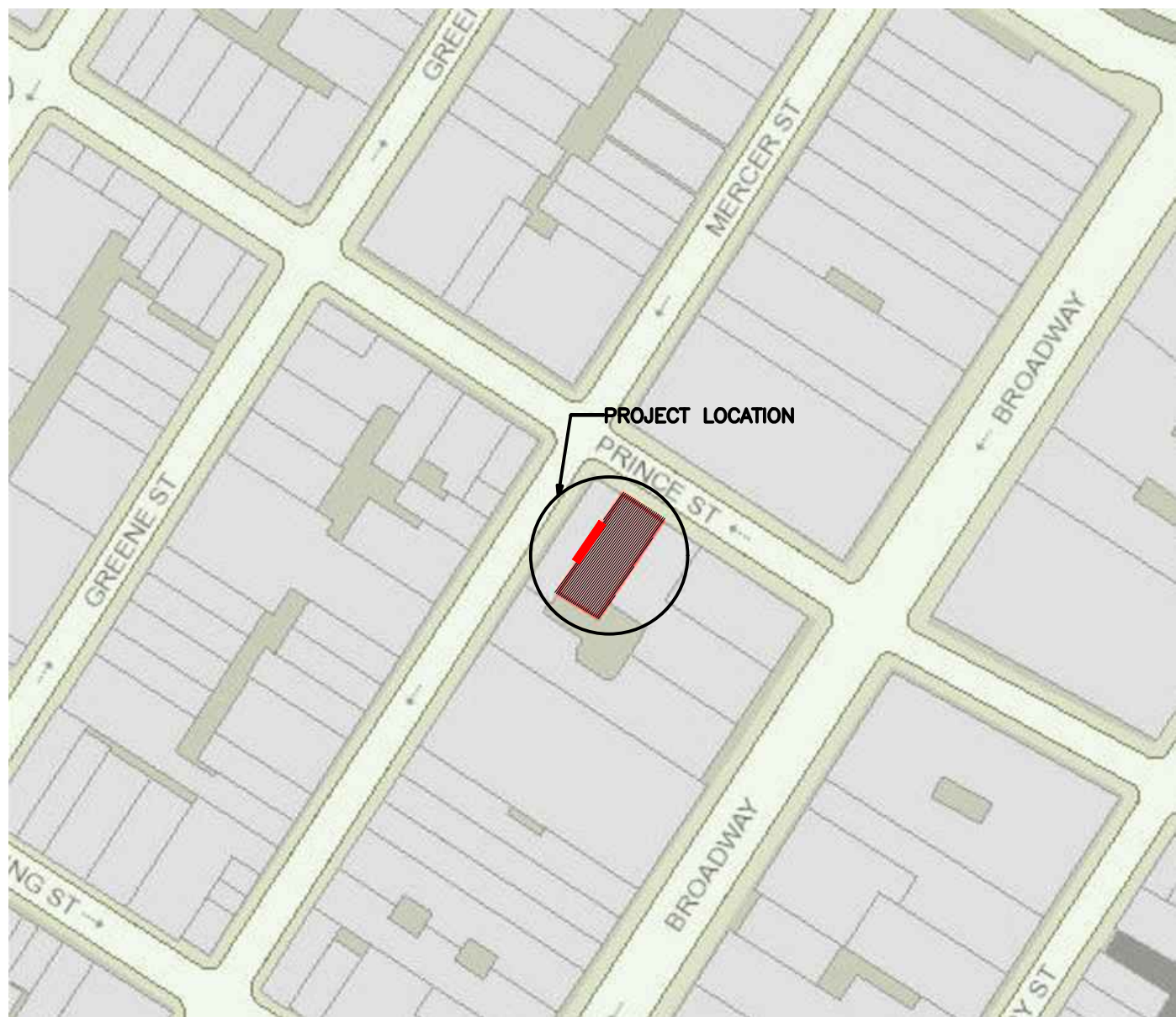
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	SCALE:	AS NOTED
	DRAWING BY:	EA
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	DWG NO.:	
	DWG COUNT:	5 OF 13

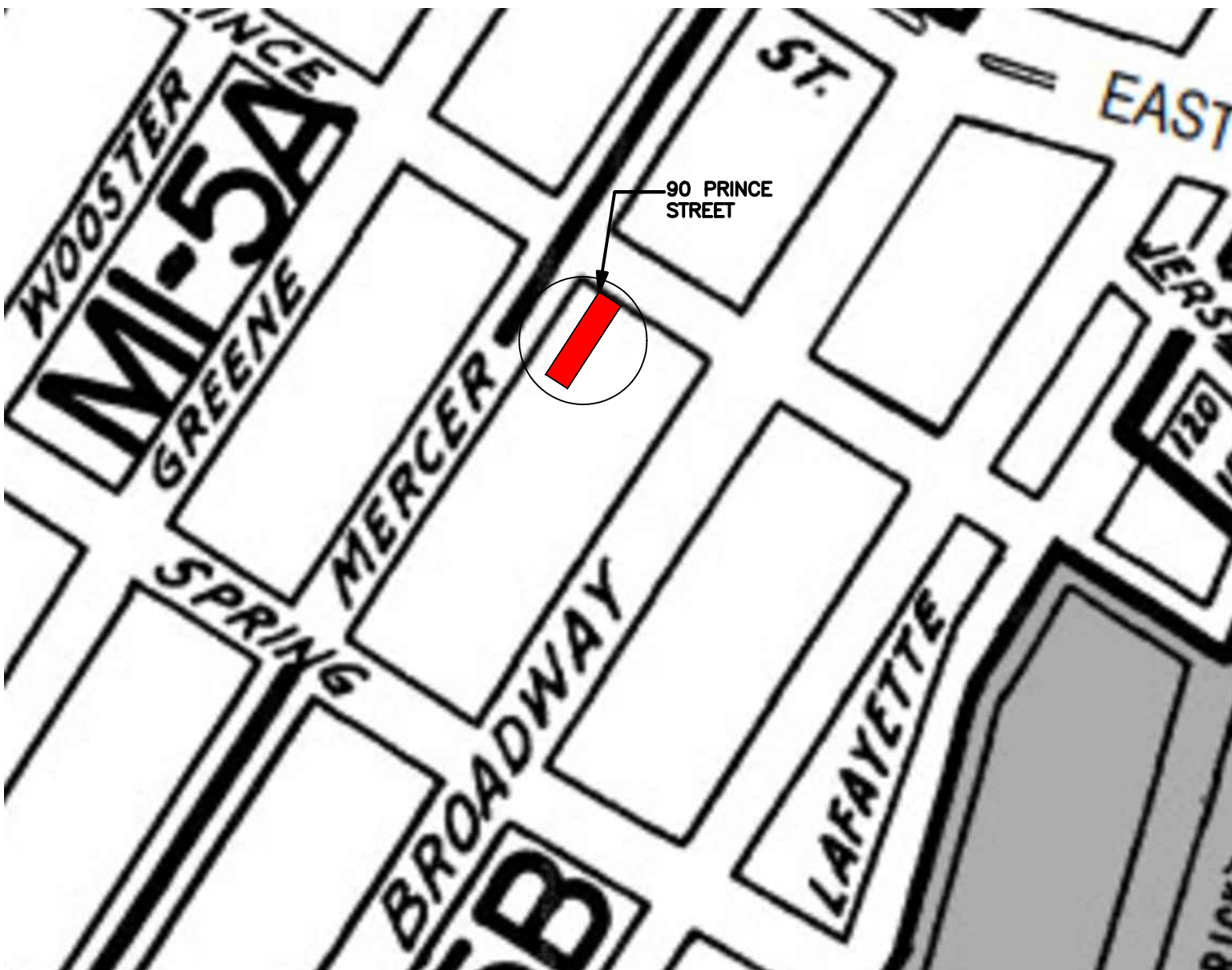
PAINTED SIGNAGE INSTALLATION

90 PRINCE STREET, NEW YORK, NY 10012

SUBMISSION:
OWNER'S REVIEW
04/30/2018



P 1 PROJECT LOCATION
T-000 N.T.S.



P 2 ZONING PLAN
T-000 N.T.S.

CONSTRUCTION CLASSIFICATION: II-A

BUILDING INFORMATION:

ADDRESS: 90 PRINCE STREET
NEW YORK, NY 10012

BLOCK NO: 498
LOT NO: 7501
LOT FRONTAGE: 36.42'

OWNER: NEW BEDFORD MANAGEMENT CORP
210 EAST 23RD STREET 5TH FLOOR
NEW YORK, NY 10010

ZONING INFORMATION:
ZONING MAP: 12 C
ZONING: M1-5B

COMMUNITY BOARD: 102

USE AND OCCUPANCY:
NO CHANGE OF EGRESS.
NO CHANGE OF USE. NO CHANGE OF OCCUPANCY.
NO PROPOSED CHANGES IN ZONING FLOOR AREA.
NO PROPOSED CHANGES TO THE BUILDING HEIGHT.
NO PROPOSED CHANGES TO THE BUILDING BULK.

THIS PROPERTY IS NOT LOCATED IN A SPECIAL FLOOD ZONE.

INDEX OF DRAWINGS (DRAWING LIST)

GENERAL	TITLE SHEET, LOCATION, SITE PLANS, BUILDING DATA AND DRAWING LIST
1. T-000	

ARCHITECTURAL	ROOF PLAN EXISTING (NORTHWEST) ELEVATION
2. A-100	
3. A-200	

SIGN COMPLIANCE REQUIREMENTS		
BASIC SIGN REGULATIONS FOR COMMERCIAL AND MANUFACTURING DISTRICTS		
M 1		
PERMITTED TYPES:	ADVERTISING AND ACCESSORY	✓
PERMITTED SIZE:	(6) TIMES FRONTAGE (36.42')	✓
6 X 36.42' = 219 TOTAL SF		✓
PERMITTED MAX. HEIGHT:	75 FEET NON-ILLUMINATED	✓
THE SIGN DOES NOT ENCOMPASS ANY WINDOWS		✓
THE SIGN DOES NOT EXTEND TO THE TOP OF THE WALL		✓
THE SIGN IS NOT A PHOTO-REALISTIC IMAGE		✓
THE SIGN HAS A BORDER AROUND THE PERIMETER		✓

AREA OF EXPOSED LOT-LINE WALL: 7,878 SF
ALLOWABLE SIGN SIZE: 6 X 36.42 = 219 SF
PROPOSED PAINTED SIGNAGE: 216 SF
216 < 219 ...O.K.
ALLOWABLE MAX. HEIGHT: 75'
54'7" < 75' ...O.K.

DOB B-SCANN STICKER

DOB APPROVAL STAMP

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Owner

NEW BEDFORD MANAGEMENT CORP
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NEW YORK, NY 10010

CLIENT

OVERALL MURALS
874 KENT AVENUE
BROOKLYN, NY 11205

CONSULTANTS

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CONSULTING, LLC
40 EAST 69TH STREET, SUITE 6D
NEW YORK, NY 10128

KEY PLAN



NO.	SUBMISSIONS/ REVISIONS	DATE
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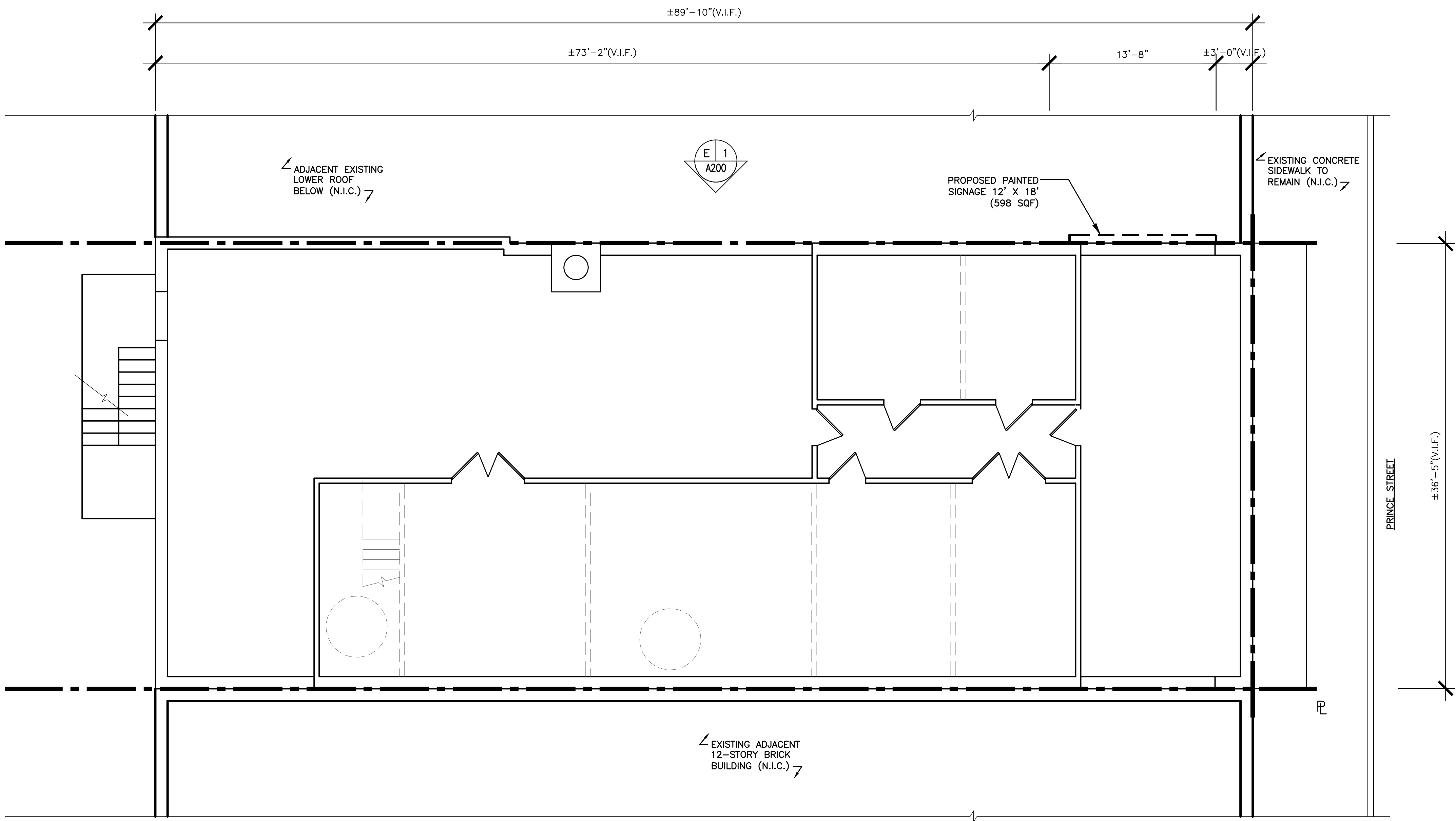
PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

TITLE SHEET

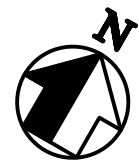
SEAL & SIGNATURE:	DATE: 04.30.2018
	PROJECT NO: 1803G
	SCALE: AS NOTED
	DRAWING BY: EA
	CHECKED BY: AA
	DWG NO: T-000.00
	DWG COUNT: 6 OF 13



EXISTING ROOF PLAN

0 8 16

SCALE IN FEET



DOB B-SCANN STOKER:

DOB APPROVAL NAME:

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NEW YORK, NY 10128

KEY PLAN



NO.	SUBMISSIONS/	REVISIONS	DATE
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PROJECT:

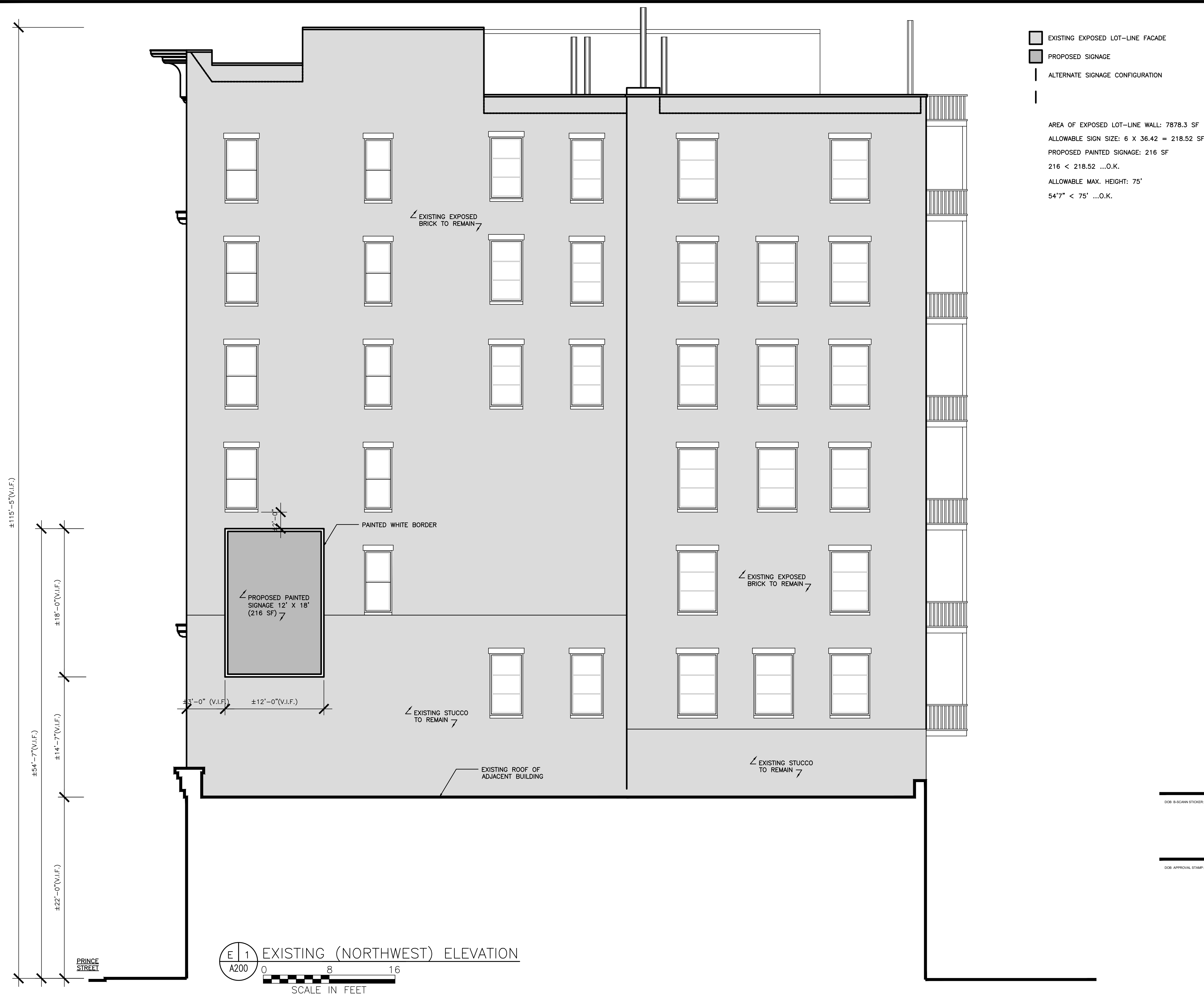
PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

ROOF PLAN

SEAL & SIGNATURE:	DATE:	04.30.2018
	PROJECT No:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG No:	A-100.00
	DWG COUNT:	7 OF 13

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90 PRINCE STREET, MANHATTAN

PROPOSED MASTER PLAN CRITERIA



SAMPLE PAINTED WALL SIGN

Criteria:

- Background of sign shall be limited to a single color
- Sign space shall be distinguished from surrounding façade by either a black or white colored border, or a background color different from the surrounding area.
- Square feet of total wall: 7,878.3
- Square feet of proposed sign: 216
- Distance from Front Façade: 3'

Distinction will be made between Photorealistic and Graphic/Illustrative signs, which separate criteria for each type:

Photorealism: Reproduction of an image utilizing shading to achieve a photographic quality painting.

- Black and white photorealistic images are permitted one accent color (with various shades of color allowed) and are not to exceed 60% of the sign space (including text).
- Color photorealistic images are not to exceed 40% of the sign space (including text).

Graphic: Any number of painted colors that are closely separated with no lending or shading between them.

- Graphic images with fewer than 5 colors (with various shades per color allowed) are not to exceed 60% of sign space (including text).
- Graphic images with 5 or more colors (with various shades per color allowed) are not to exceed 40% of sign space (including text).

DOB B-SIGN STICKER

DOB APPROVAL STAMP

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CLIENT

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BROOKLYN, NY 11205

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40 EAST 80TH STREET, SUITE 6D
NEW YORK, NY 10128

KEY PLAN



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PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

SEAL & SIGNATURE:	DATE:	04.30.2018
	PROJECT NO:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG NO:	
	DWG COUNT:	9 OF 13

90 PRINCE STREET, MANHATTAN

PAINTED WALL SIGNS APPROVED IN THE SAME HISTORIC DISTRICT



475 WEST BROADWAY



393 WEST BROADWAY



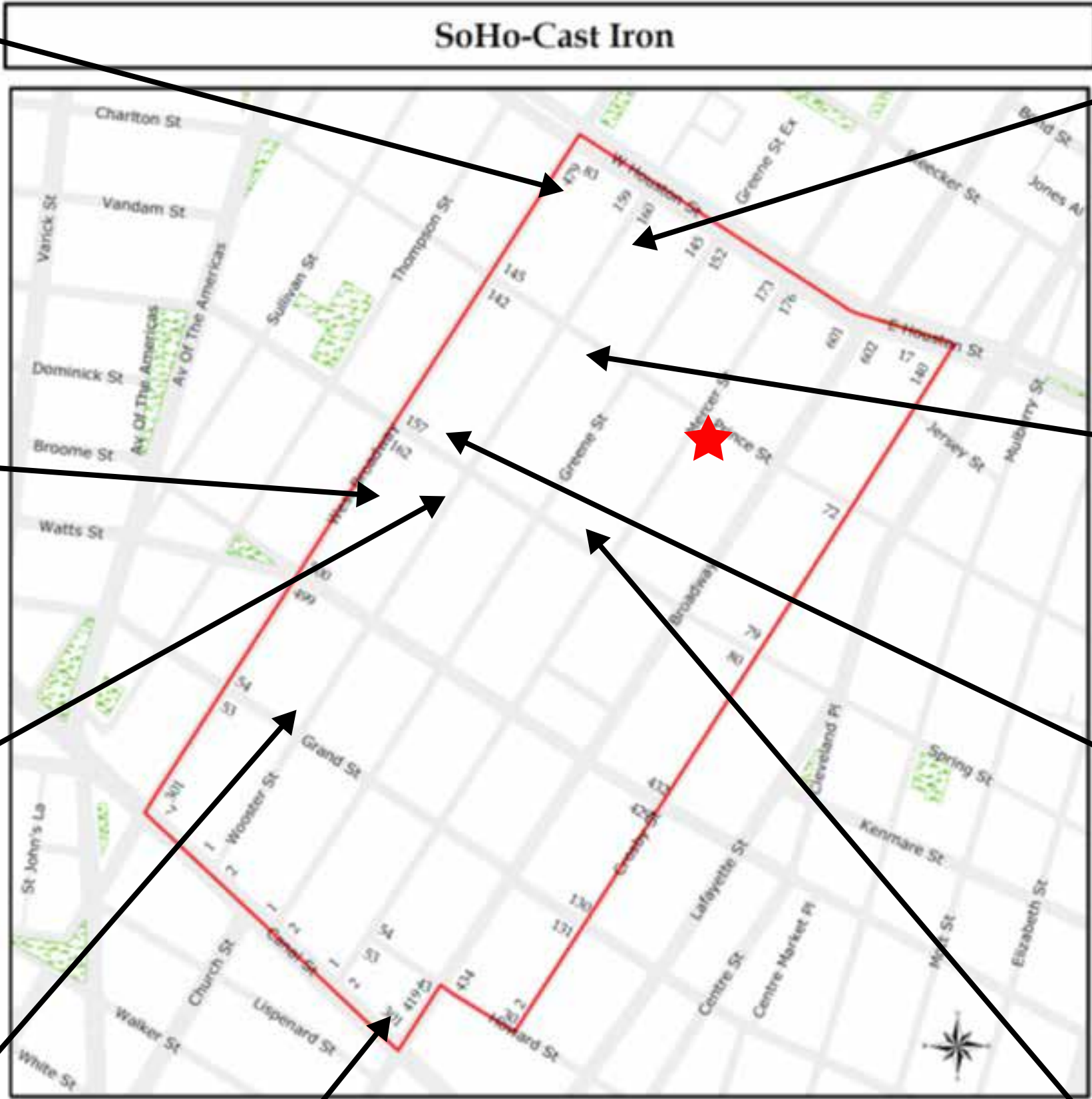
83 WOOSTER STREET



60 GRAND STREET



305 CANAL STREET



155 WOOSTER STREET



120 PRINCE STREET



145 SPRING STREET



109 SPRING STREET

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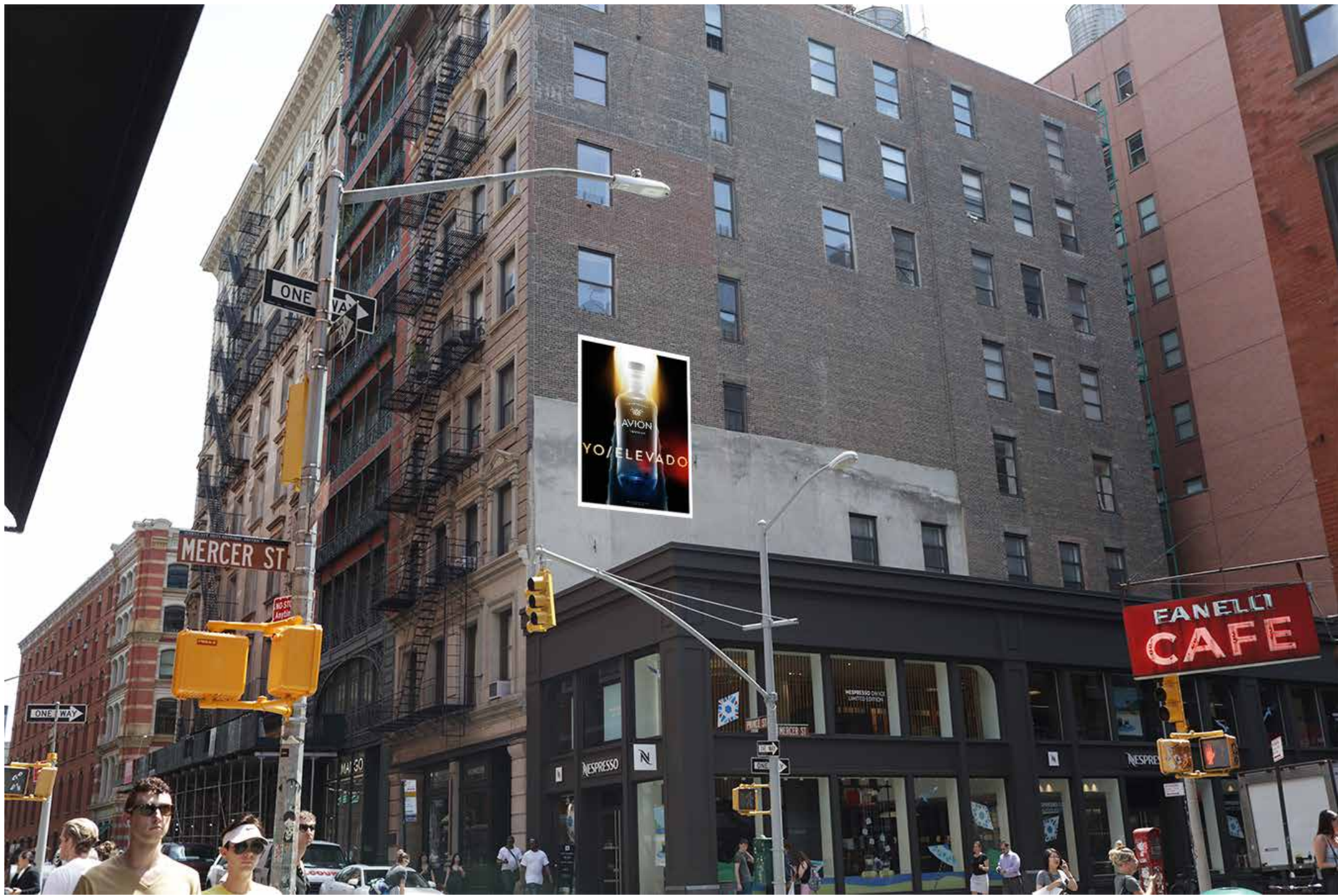
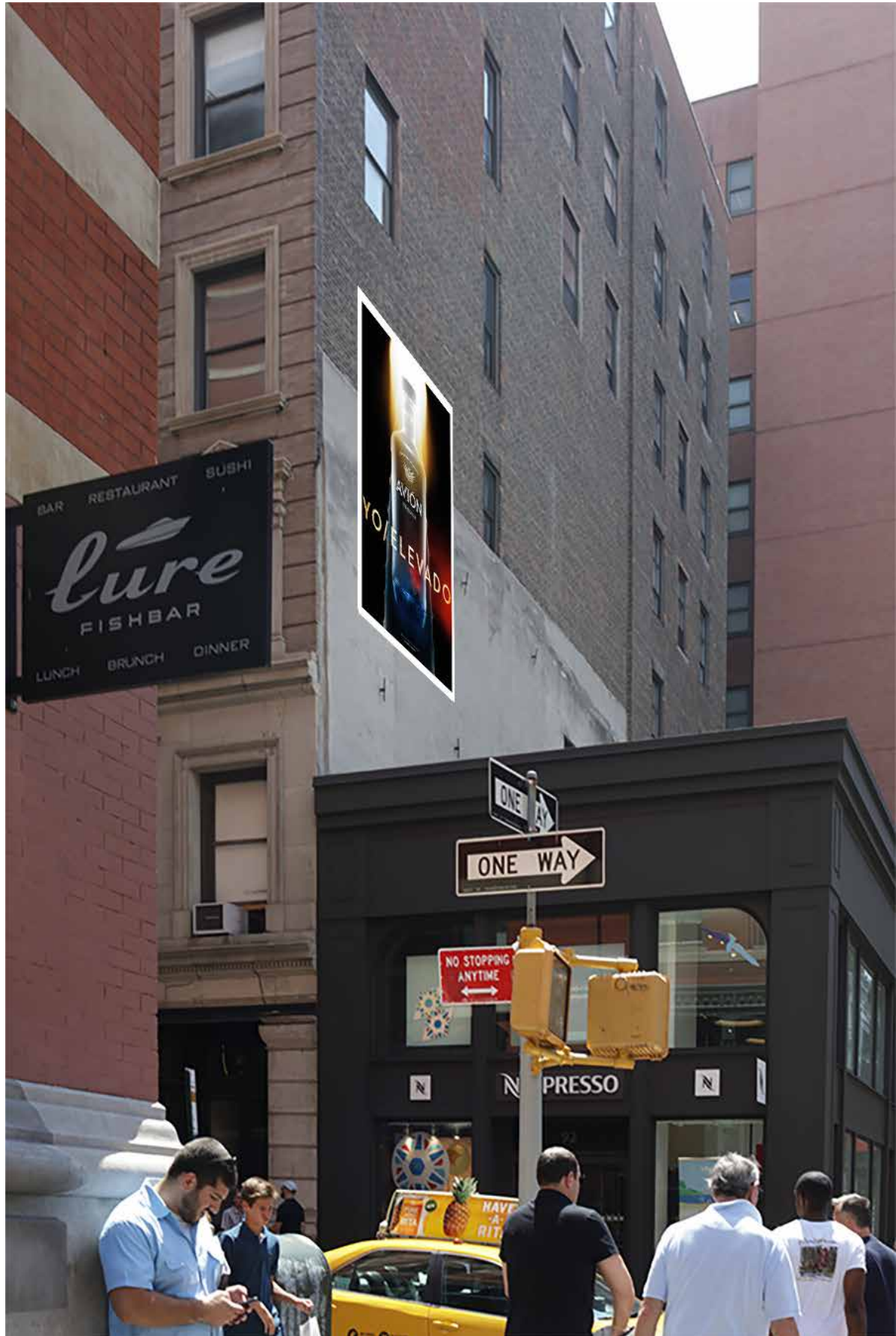
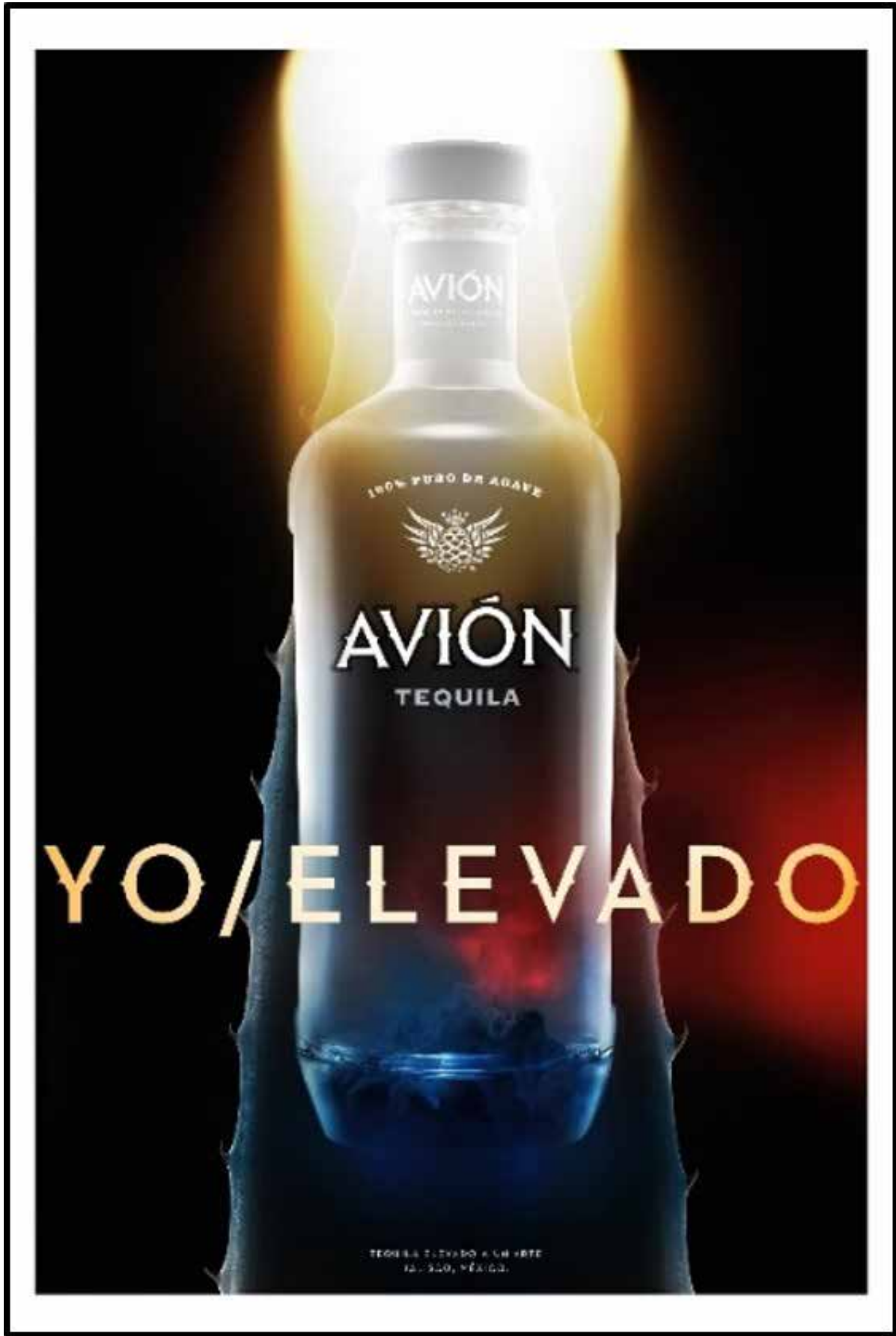
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SEAL & SIGNATURE:	DATE:	04.30.2018
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	DWG COUNT:	10 OF 13

90 PRINCE STREET, MANHATTAN
PROPOSED PAINTED WALL SIGN SAMPLE



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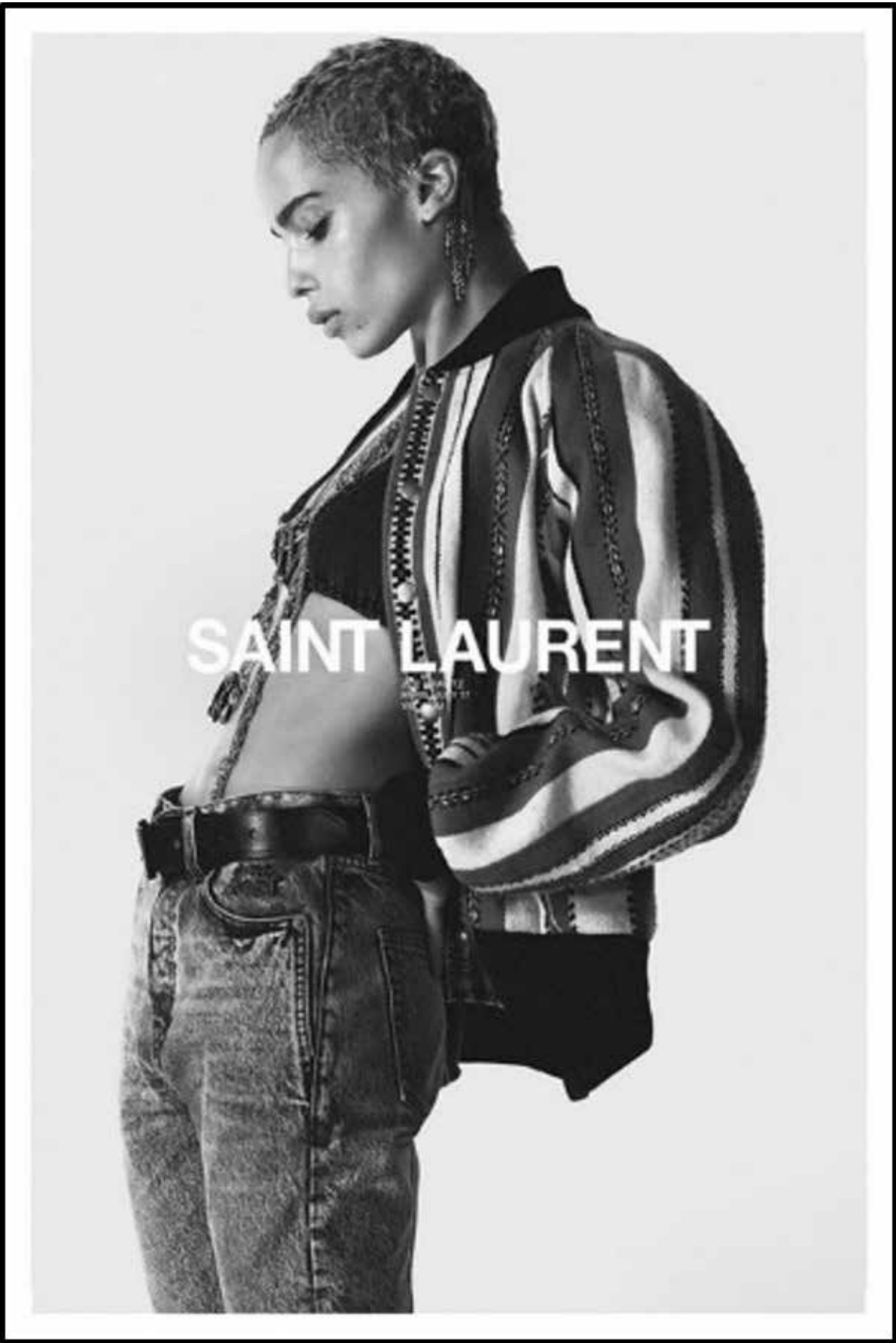
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PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

SEAL & SIGNATURE:	DATE: 04.30.2018
	PROJECT No: 1803G
	SCALE: AS NOTED
	DRAWING BY: EA
	CHECKED BY: AA
	DWG No:
	DWG COUNT: 11 OF 13

90 PRINCE STREET, MANHATTAN
PROPOSED PAINTED WALL SIGN SAMPLE



DOB B-SIGN STICKER

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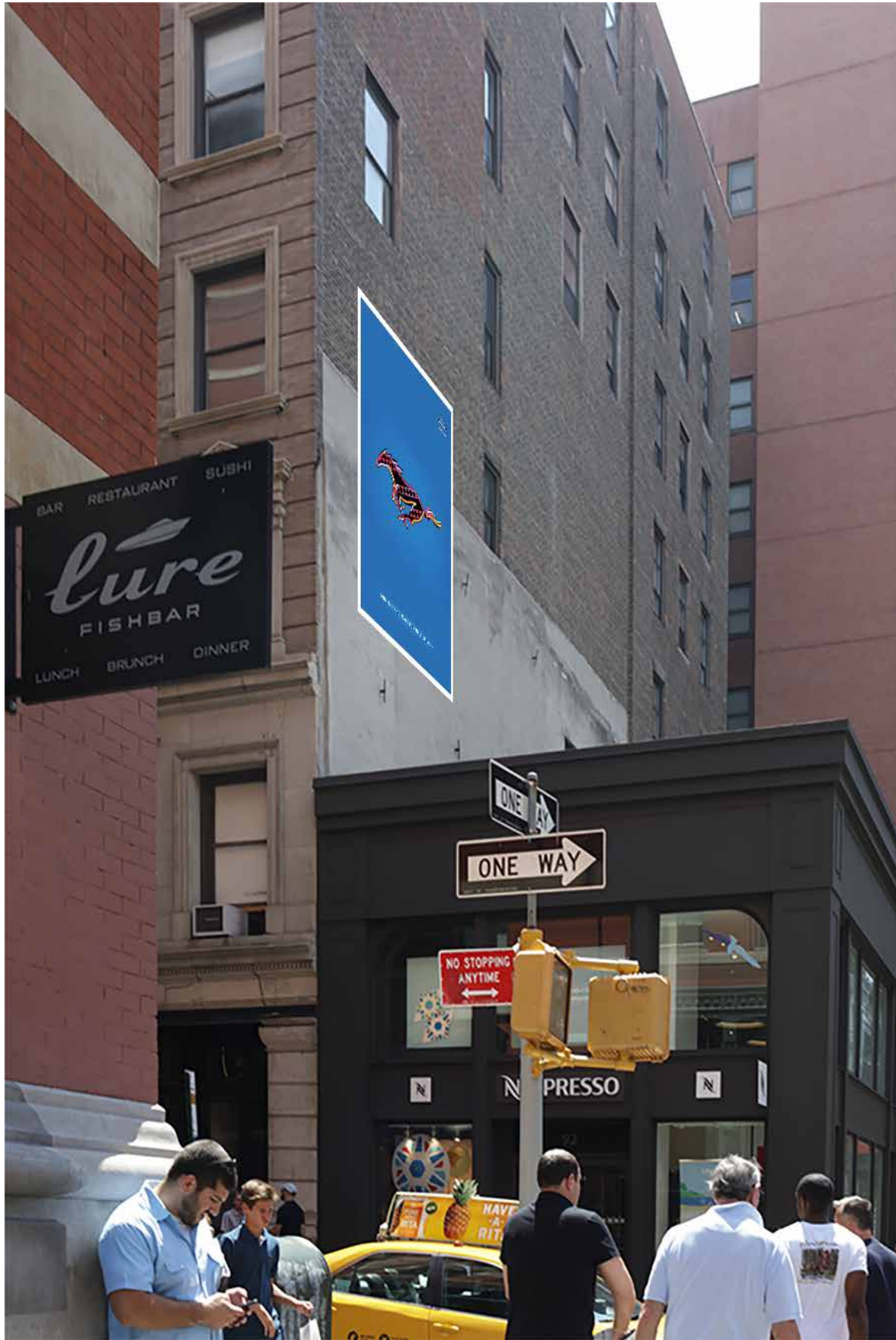
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90 PRINCE STREET, MANHATTAN
PROPOSED PAINTED WALL SIGN SAMPLE



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	DWG COUNT:	13 OF 13