



MASTER PLAN

120 PRINCE STREET
NEW YORK, NY

BLOCK 500 LOT 16

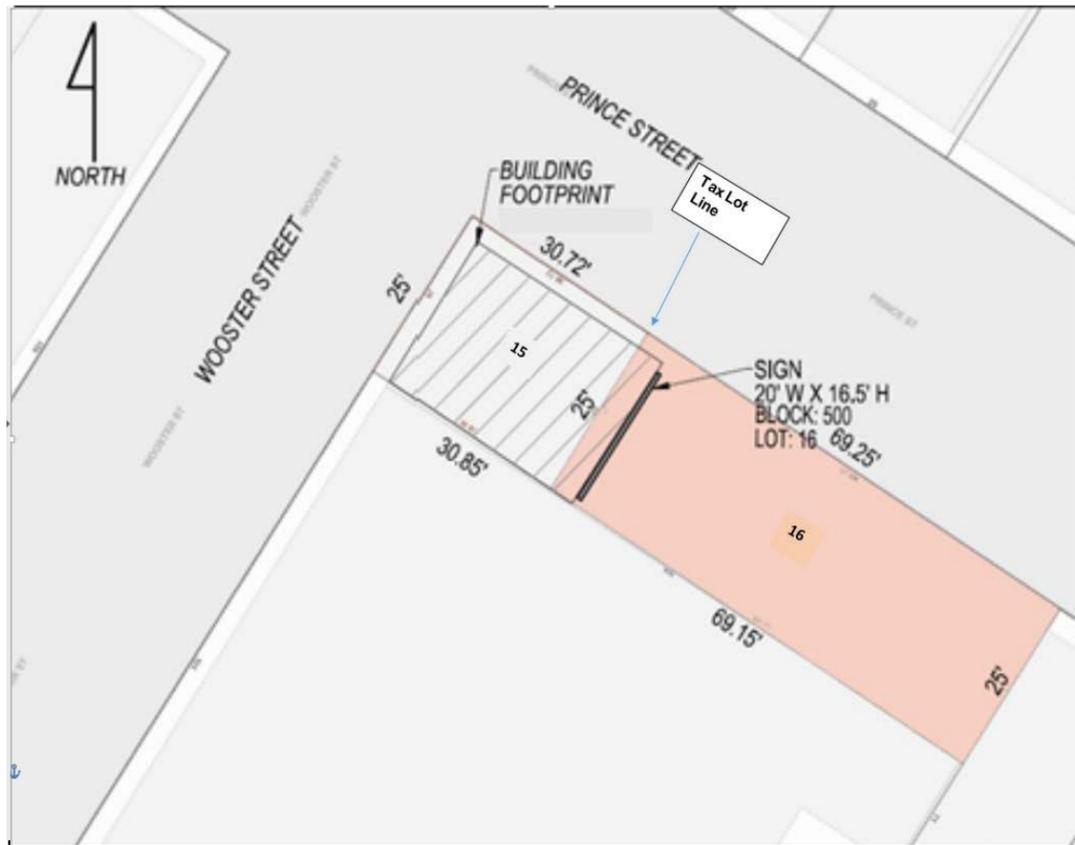
PROPOSE 16.5' H x 20' W

330 SQ. FOOT PAINTED ADVERTISING

WALL SIGN

SIGN TO FACE EAST

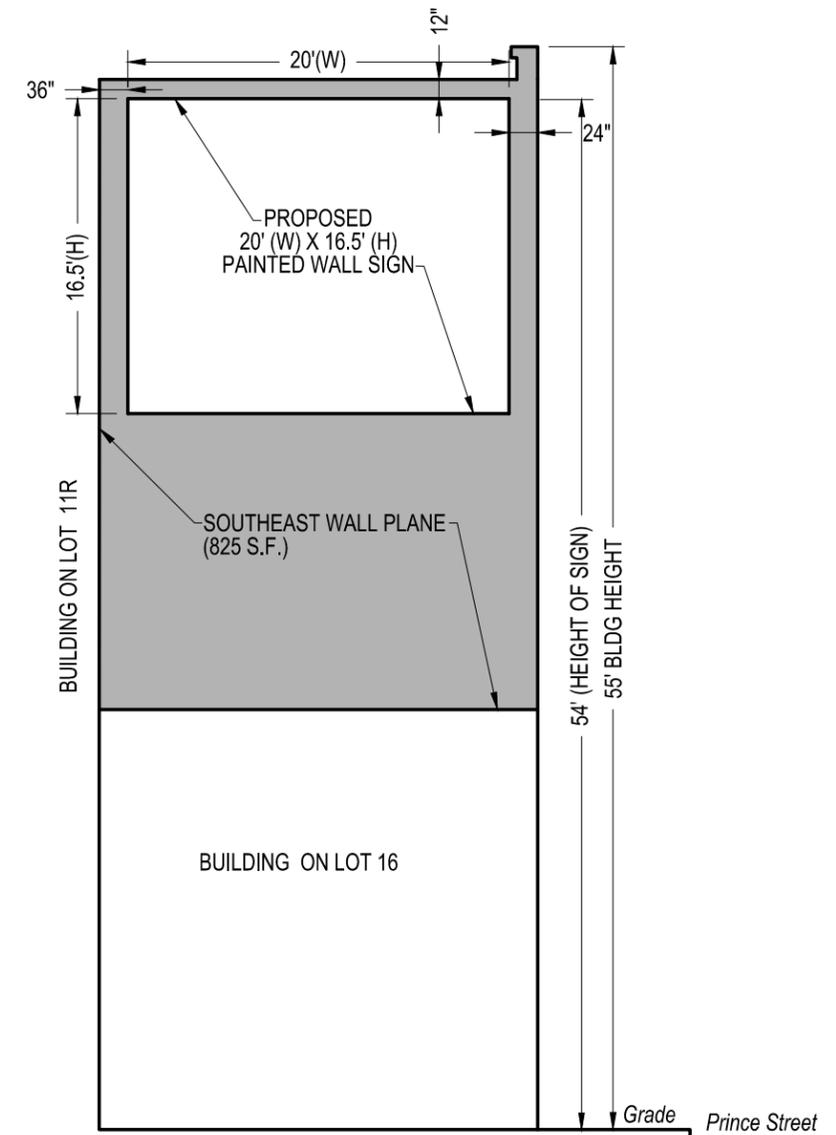
Angel Media LLC 302 Fifth Avenue, Penthouse, New York NY 10001 212.842.9153



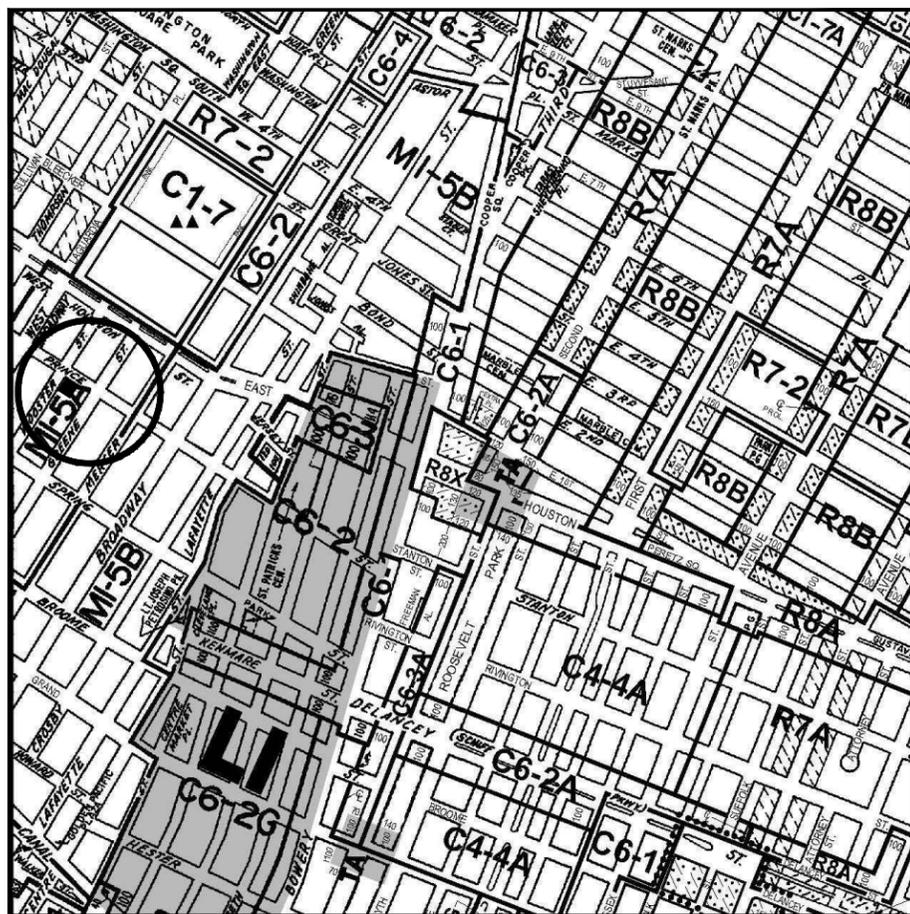
SITE PLAN
SCALE: 1" = 60'



PHOTOGRAPH LOOKING WEST FROM PRINCE STREET



SOUTHEAST ELEVATION - LOOKING NORTHWEST
SCALE: 1-1/4" = 12'



ZONING MAP -12C
SCALE: N.T.S.

ZONING INFORMATION: M1-5A
MAXIMUM ALLOWABLE SIGN AREA (42-532)
69.25' FRONTAGE (PRINCE ST.) X 6 = 415.5 S.F.
= 415.5 S.F. MAXIMUM ALLOWABLE SIGN AREA

LESS, EXISTING ACCESSORY SIGN AREA = 0 S.F.
ACTUAL ALLOWABLE SIGN AREA = 415.5 S.F.

PROPOSED SIGN AREA
SIGN - NON ILLUMINATED (PAINTED) 20' X 16.5' = 330 S.F. < 415.5 S.F.; COMPLIES

ALLOWABLE HEIGHT (42-543)
MAXIMUM ALLOWABLE HEIGHT (NON-ILLUMINATED) = 75 FEET
PROPOSED HEIGHT = 54 FEET < 75 FEET; COMPLIES

WALL COVERAGE INFORMATION:
WALL PLANE AREA = 825 S.F.
PROPOSED SIGN AREA = 330 S.F.
COVERAGE : (330 S.F./ 825 S.F.) x 100 = 40.0%

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NoHo Historic District

W Houston St

HISTORIC BUILDING USES AND HISTORIC SIGNS NEAR 120 PRINCE STREET; VIBRANT, COMMERCIAL STREET, WITH MANY STORES AND WAREHOUSES

SoHo-Cast Iron Historic District

an
strict

91 89
482
150
136
157 151
154 150
104 102
96 94
169 165
168 166

West Broadway

Wooster St

Greene St

Mercer St

Broadway

Crosby St

Spring St

129-145: Store, Warehouse, Manufacturing+ Loft

109-121: Warehouse and stores

130-142: Garage, manufacturing, and warehouse

120-126: Store + l. manufacturing

110-14: Stores

94-108: Stores, light manufacturing, warehouse, tenements

85-91: Store Building

69-79: Stores and lofts

86: store building

72: Store Bldg

93-99: Store + office

88-90: office and lofts

Historic sign

77
78

72

63
732

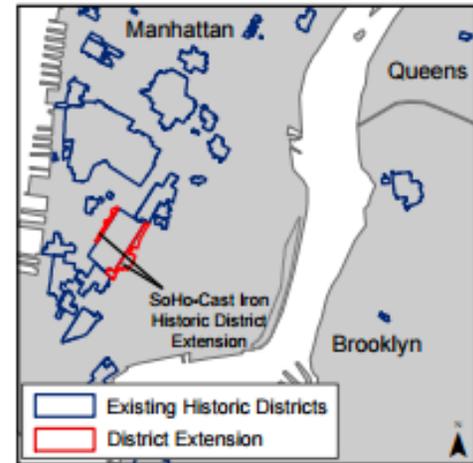
SoHo-Cast Iron Historic District Extension

HISTORICAL SIGNAGE NEAR 120 PRINCE STREET

Landmarks Preservation Commission

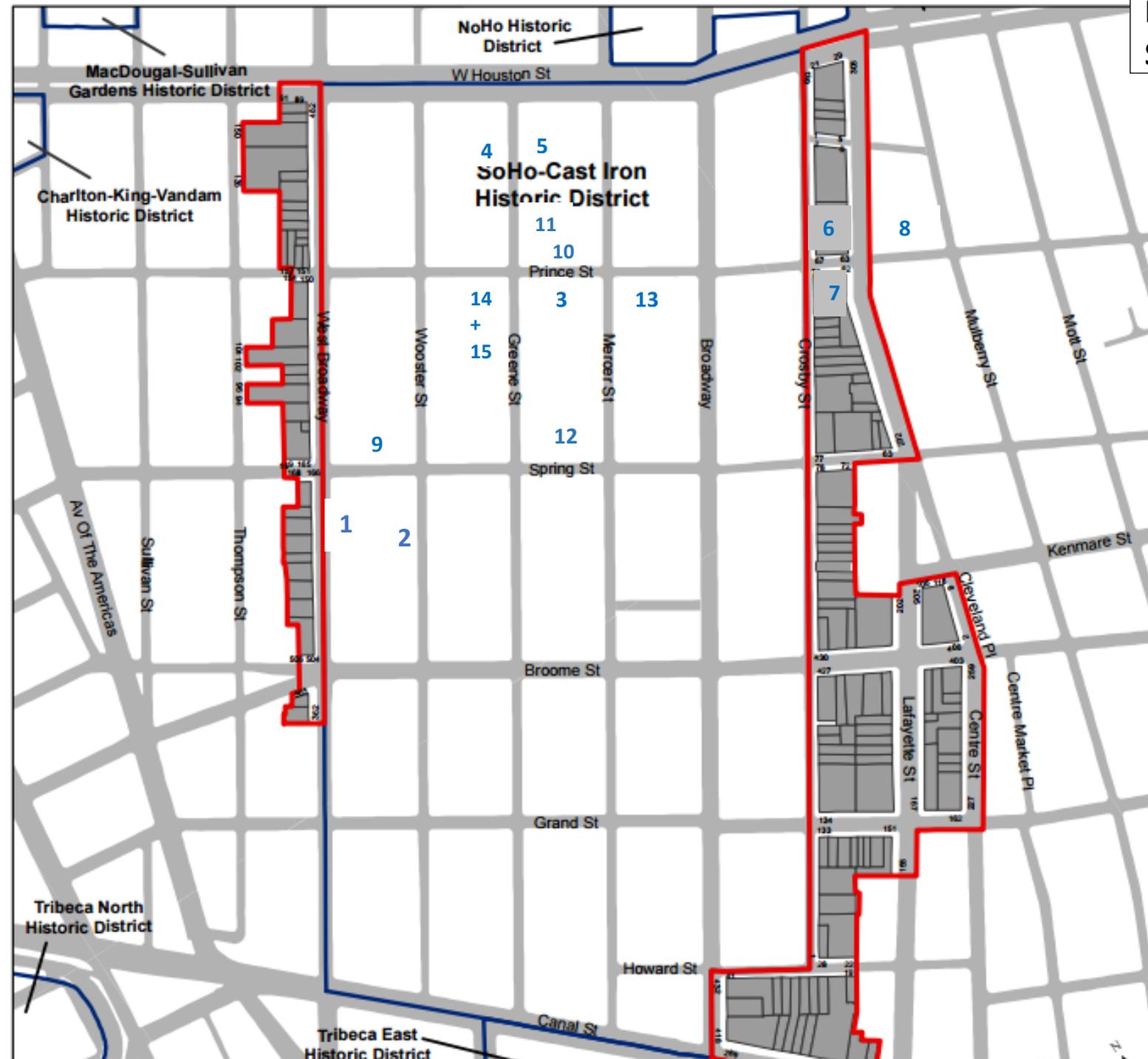
Calendared: June 23, 2009
Public Hearing: October 27, 2009
Designated: May 11, 2010

-  Boundary of Existing Districts
-  Boundary of District Extension
-  Tax Map Lots, District Extension



NYC

Landmarks Preservation
Commission



NEIGHBORS OF 120 PRINCE; A HISTORY OF SIGNAGE

1940



401 and 393
West Broadway

3/16/1934



66-70 Prince Street

1925

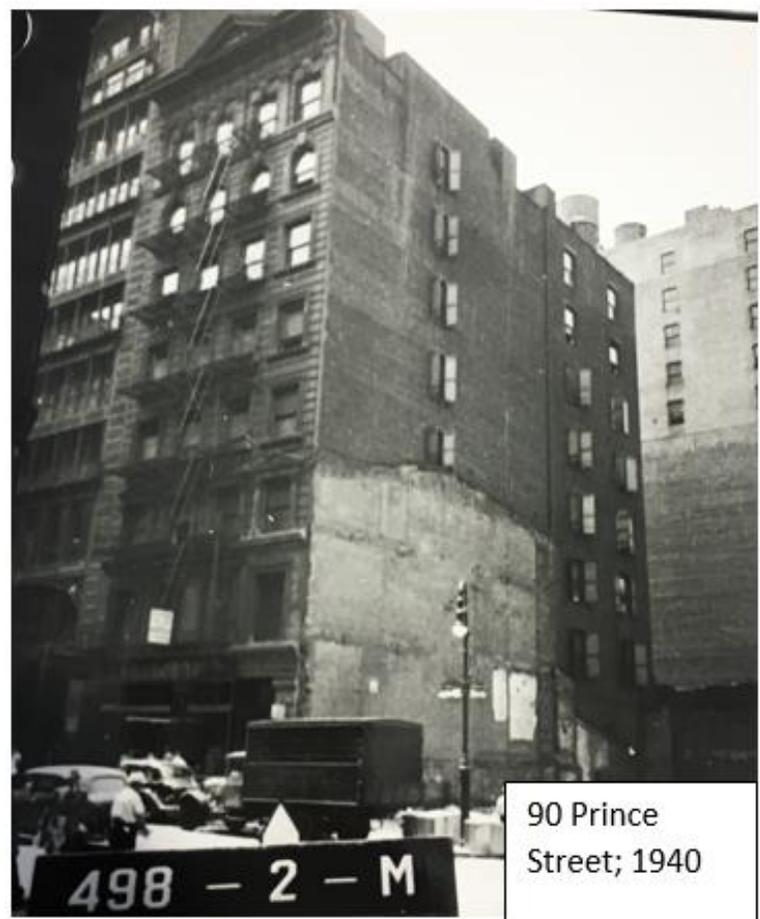


63 Prince Street

1975



102 Prince
Street



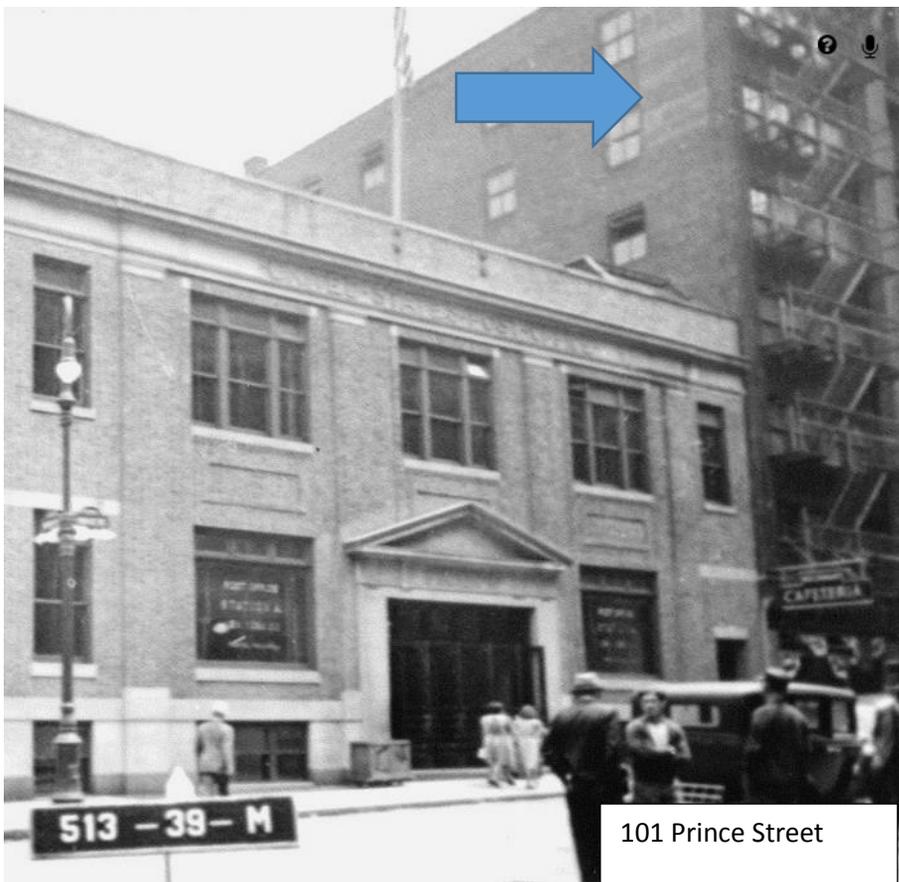
90 Prince Street; 1940



112 Prince Street; 1940



113 Greene Street facing Prince; 1940



101 Prince Street



130 Greene facing Prince



109 and 107 Spring Street

Since 1918



137 Greene Street

3/28/1947



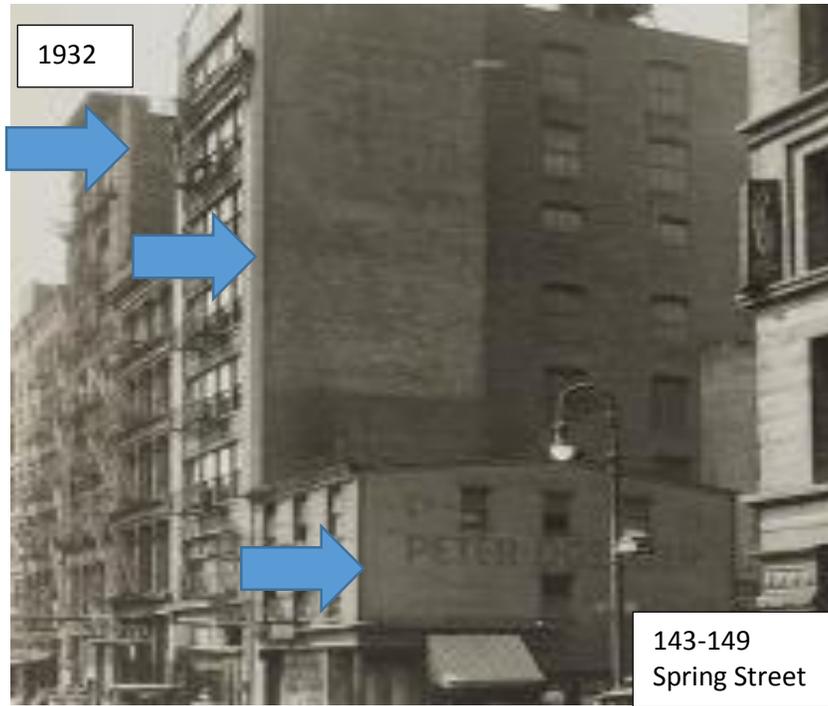
148 Greene Street

1980



83-85 Wooster Street

1932

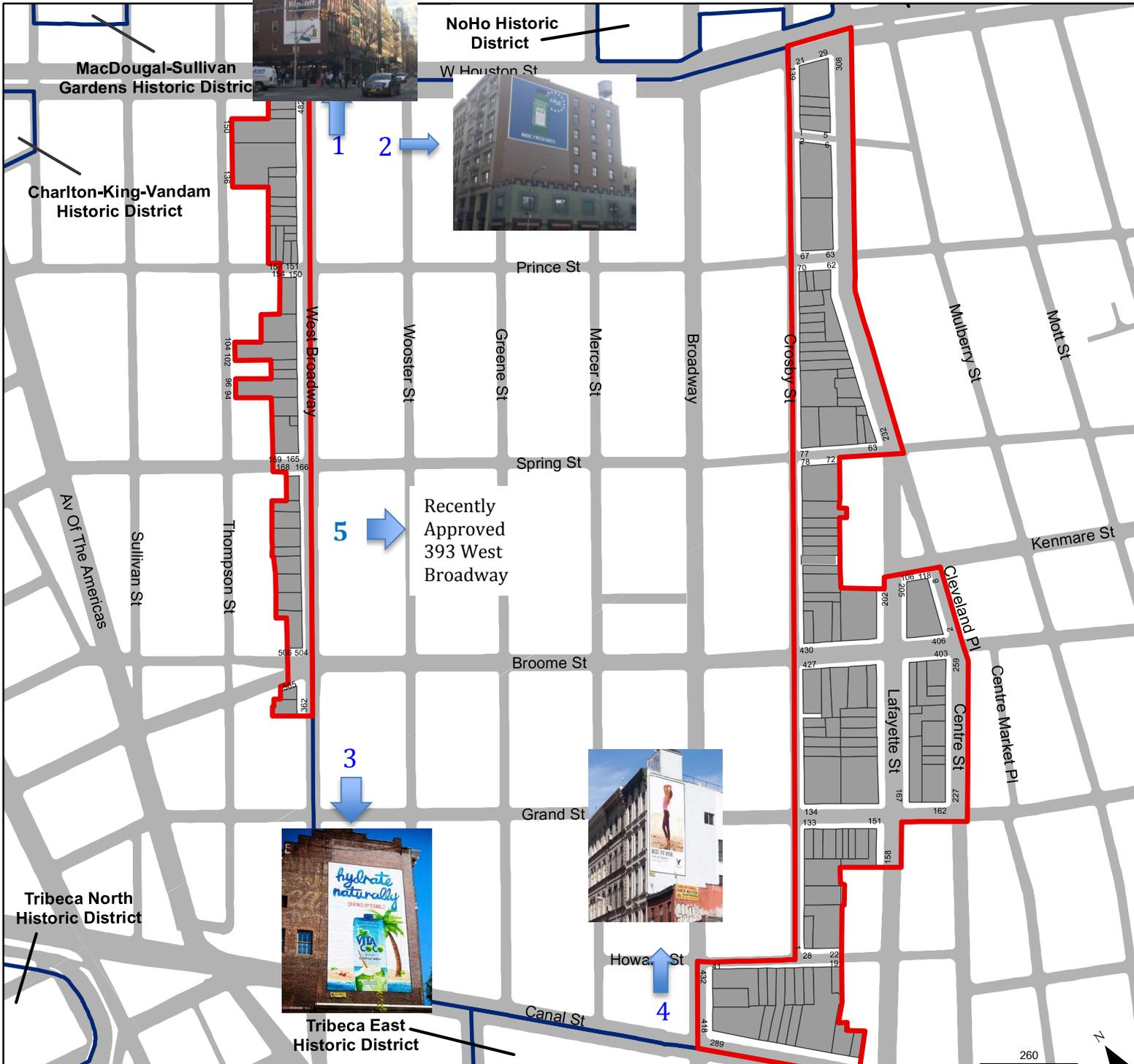


143-149 Spring Street

Two outdoor signs
on 120 Prince; 1940
tax photo for lots 15
and 16



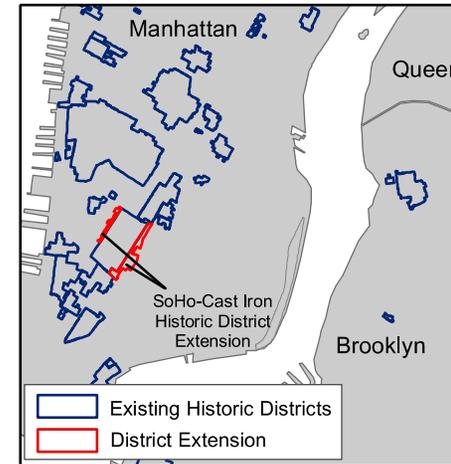
SoHo-Cast Iron Historic District Extension



SoHo-Cast Iron
Historic District Extension
Borough of Manhattan, NY
Landmarks Preservation Commission

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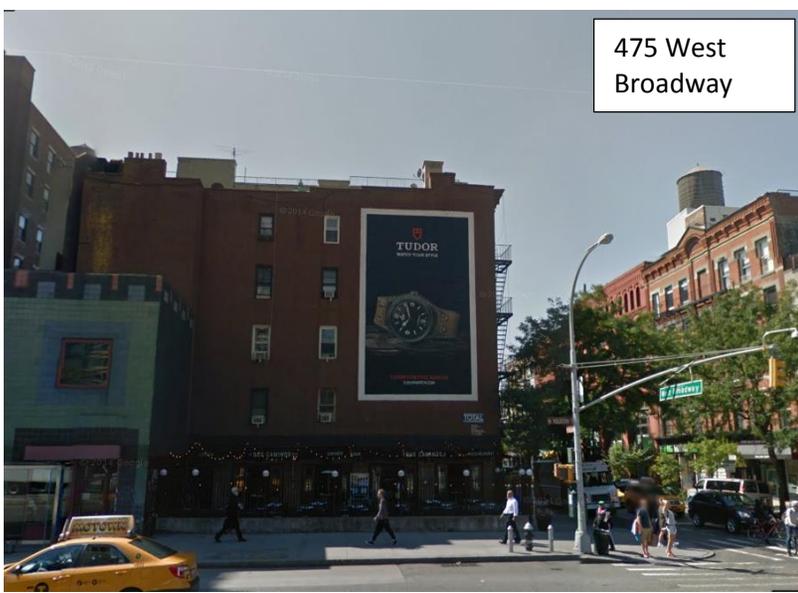
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NYCTM
**Landmarks Preservation
Commission**



155 Wooster Street



475 West Broadway



305 Canal Street



60 Grand Street

CURRENTLY APPROVED SIGNS

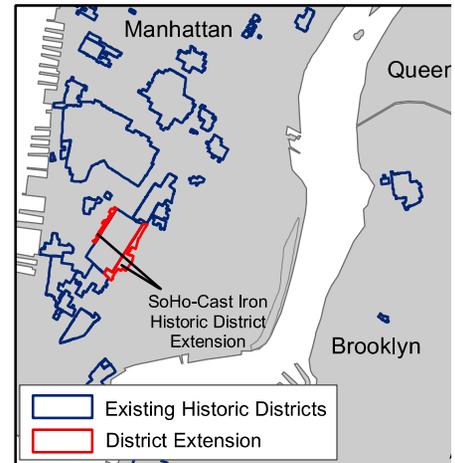
SoHo-Cast Iron Historic District Extension

CANDIDATE WALLS WITHOUT CURRENT SIGNAGE

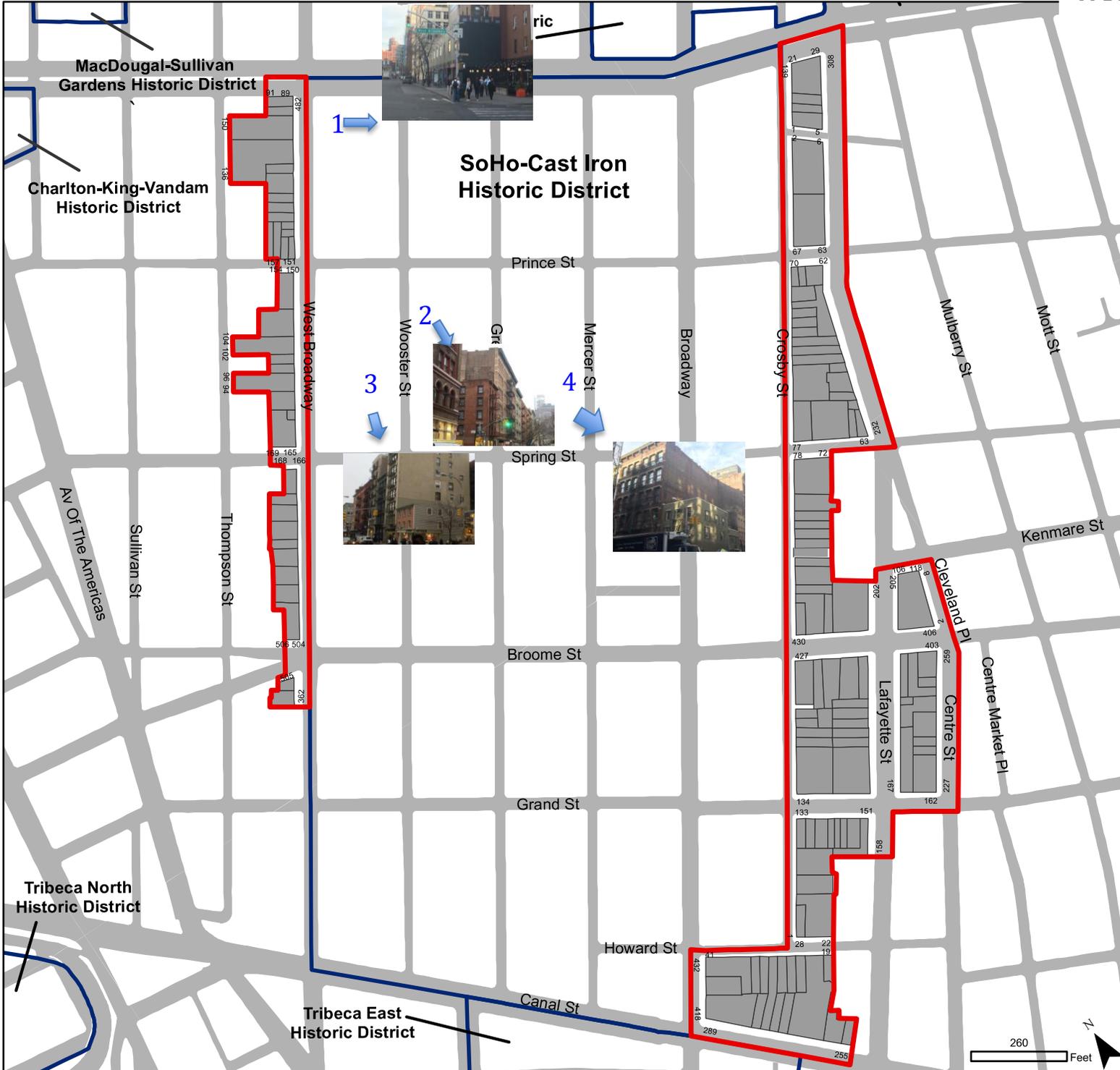
SoHo-Cast Iron
Historic District Extension
Borough of Manhattan, NY
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NYCTM
Landmarks Preservation
Commission





Wall Not Available for Rent

LOCATION #1: 479 West Broadway



Wall Not Available for Rent

**LOCATION #2
120 Wooster Street**



LOCATION #3 109 Spring Street



**LOCATION # 4:
145 Spring Street;**

CANDIDATE EXPOSED WALLS REMAINING IN HISTORIC DISTRICT



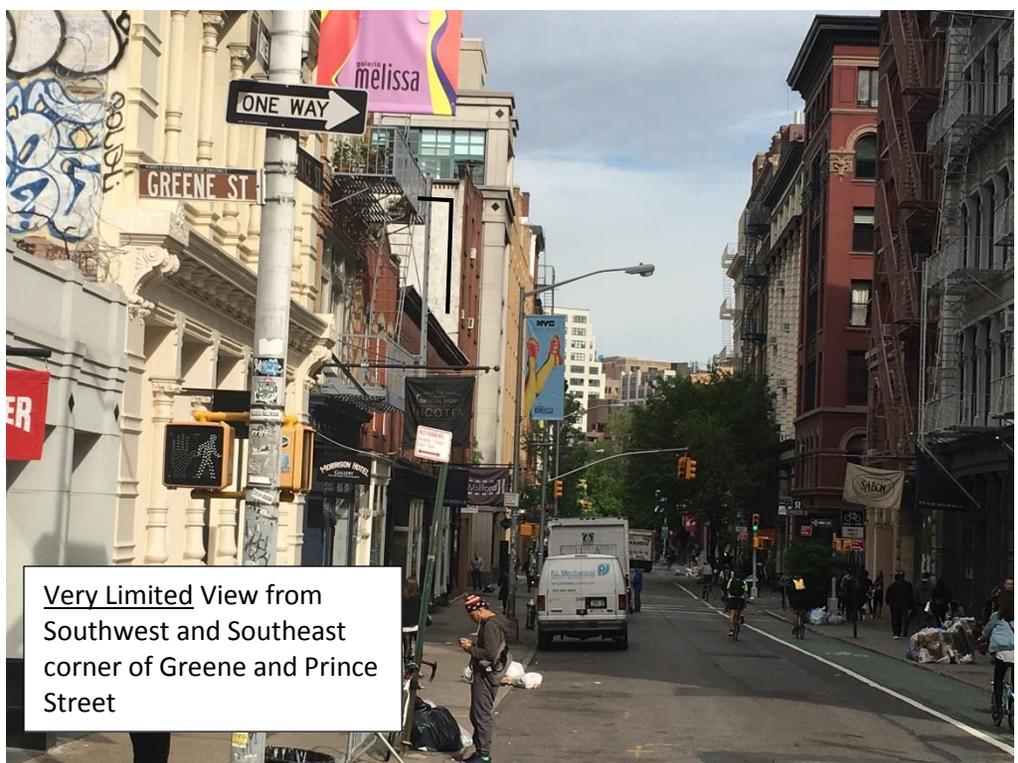
Head-On View from North side of Prince Street



View looking Southwest from Prince Street



View looking South from northwest corner of Greene and Prince Street



Very Limited View from Southwest and Southeast corner of Greene and Prince Street

Proposed Master Plan to Allow Changes to Content of Painted Advertising Sign

Secondary Facade of 120 Prince Street, facing East

Background of sign shall be limited to a single color

In all cases, each painted wall sign be required to have a painted border with a color different from the background color, that will delineate the sign and distinguish it from the surrounding façade, with no option for a borderless sign

Distinction of definitions between Photorealistic and Graphic/Illustrative signs with criteria for both

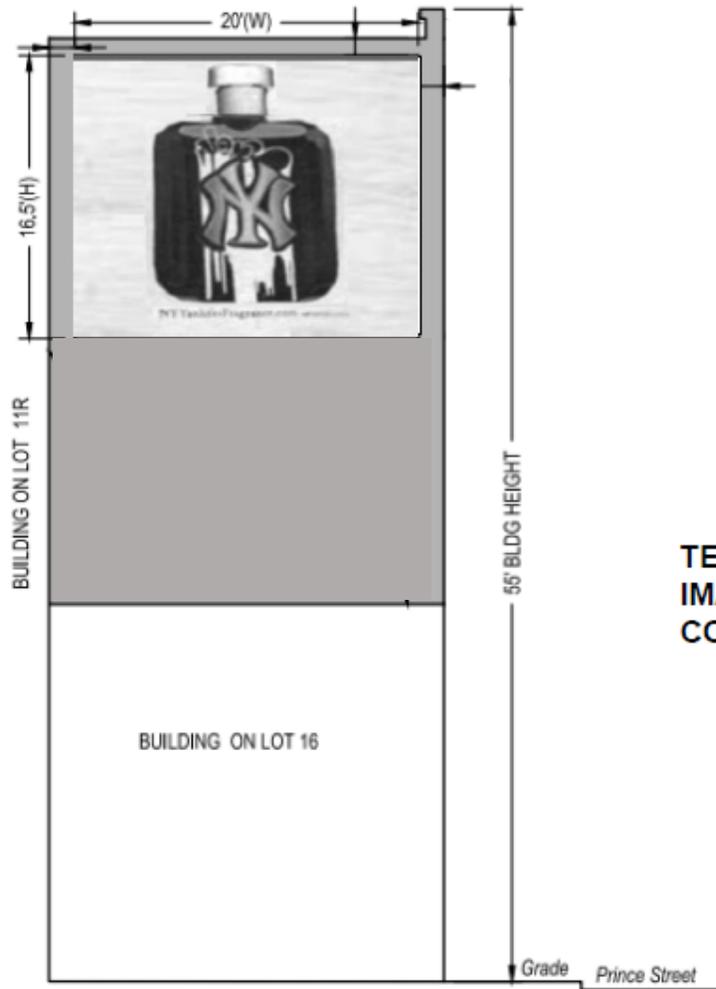
Photorealism: reproduction of an image utilizing shading to achieve a photographic quality painting

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

Graphic: Any number of painted colors that are clearly separated with no blending or shading between them

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

Example Sign Matching the Proposed Criteria - Photorealistic Black and White



SCALE: 1" = 9'

1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 37.5%
2. IMAGE COVERAGE IS 35.9%
3. TEXT COVERAGE IS 1.6%
4. ONE SOLID BACKGROUND COLOR = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. PAINTED COLORS CLEARLY SEPARATED = YES

TEXT = 1.6%
 IMAGE = 35.9%
 COVERAGE = 37.5%

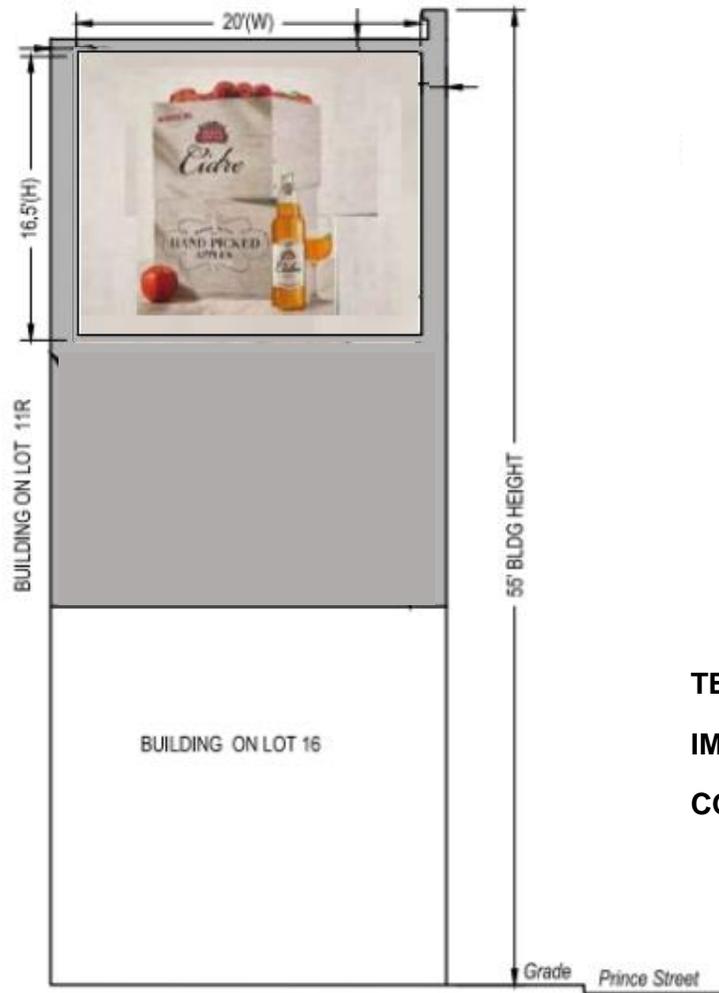


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

Example Sign Matching the Proposed Criteria - Photorealistic, Color



SCALE: 1" = 9'

TEXT = 4%
 IMAGE = 35.4%
 COVERAGE: 39.4%

1. OVERALL COVERAGE DOES NOT EXCEED 40% = 39.4%
2. IMAGE COVERAGE IS 35.4%
3. TEXT COVERAGE IS 4%
4. ONE SOLID BACKGROUND COLOR = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. PAINTED COLORS CLEARLY SEPARATED = YES

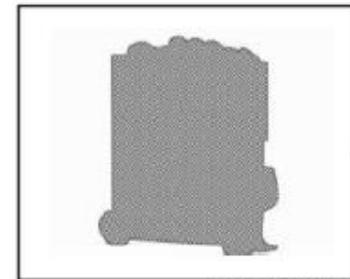
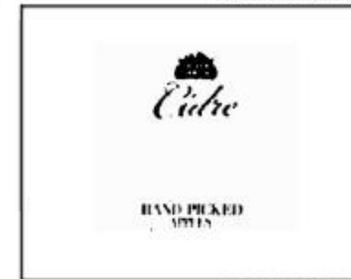
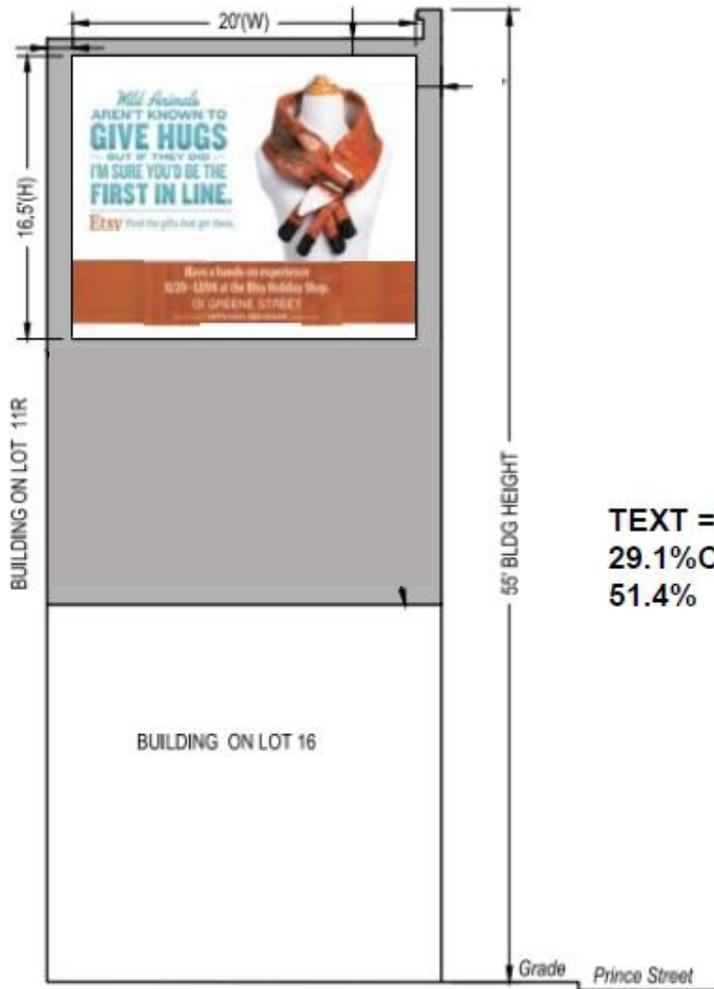


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

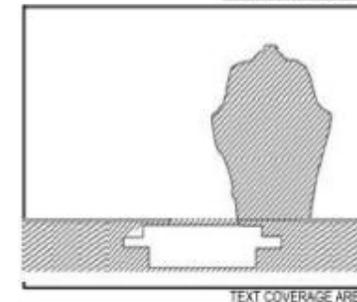
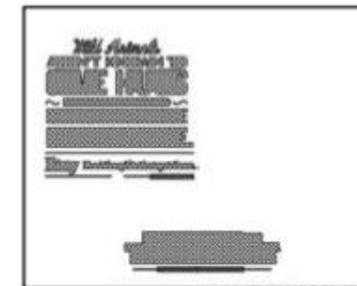
Example Sign Matching the Proposed Criteria - Graphic Sign, Less Than 5 Colors



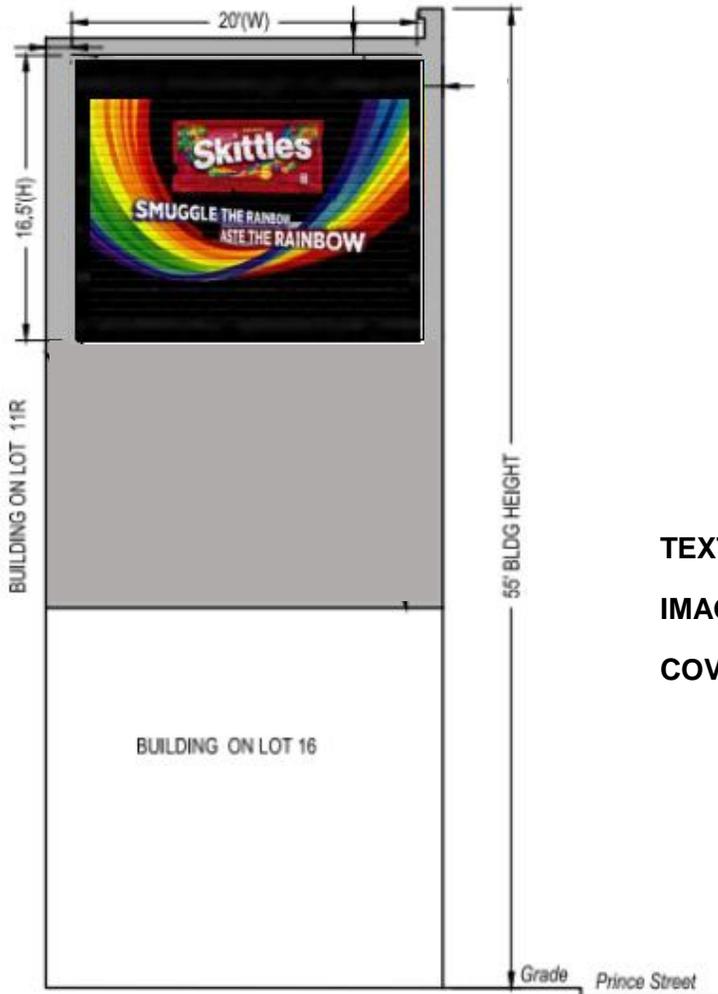
TEXT = 22.3%
 IMAGE = 29.1%
 COVERAGE = 51.4%

SCALE: 1" = 9'

- SIGN TYPE: GRAPHIC/ILLUSTRATIVE SIGN, LESS THAN 5 COLORS
1. OVERALL COVERAGE DOES NOT EXCEED 60%. ACTUAL = 51.4%
 2. IMAGE COVERAGE IS 29.1%
 3. TEXT COVERAGE IS 22.3%
 4. ONE SOLID BACKGROUND COLOR = YES
 5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
 6. PAINTED COLORS CLEARLY SEPARATED = YES



Example Sign Matching the Proposed Criteria - Graphic Image, More than 5 Colors



SCALE: 1" = 9'

TEXT = 4%
 IMAGE = 35.1%
 COVERAGE = 39.1%

1. OVERALL COVERAGE DOES NOT EXCEED 40% = 39.1%
2. IMAGE COVERAGE IS 35.1%
3. TEXT COVERAGE IS 4%
4. ONE SOLID BACKGROUND COLOR = YES
5. BACKGROUND COLOR DIFFERENT FROM SURROUNDING AREA = YES
6. PAINTED COLORS CLEARLY SEPARATED = YES

