

475-477 West Broadway

New York, New York 10012

Renewal of Master Plan

Approved by Landmarks Preservation

Commission on June 26, 2012

Expires on June 26, 2015



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
 1 CENTRE STREET 9TH FLOOR NORTH NEW YORK, NY 10007
 TEL: 212 669-7700 FAX: 212 669-7780



PERMIT

CERTIFICATE OF APPROPRIATENESS

ISSUE DATE: 06/26/12	EXPIRATION DATE: 06/26/2015	DOCKET #: 131778	COFA #: COFA 13-3440
ADDRESS 475 WEST BROADWAY <u>HISTORIC DISTRICT</u> SOHO-CAST IRON		BOROUGH: MANHATTAN	BLOCK/LOT: 515 / 13

Display This Permit While Work Is In Progress

ISSUED TO:

Robert Rapuano
BLDG ABI Enterprises LLC
c/o BLDG Management Company Inc.
417 Fifth Avenue
New York, NY 10016

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of June 26, 2012, following the Public Hearing and Public Meeting of June 19, 2012, voted to approve the proposed work at the subject premises, as put forward in your application completed on May 24, 2012. This approval will expire on June 26, 2015.

The proposed work, as approved, consists of establishing a Master Plan governing the future installation of painted wall signs on the secondary north façade facing Houston Street, to permit a painted, non-illuminated wall sign that covers 20% of the visible wall surface, featuring in black, white and color combinations of text and/or graphic or illustrative images covering up to 50% of the sign, as shown in historic photographs, existing condition photographs, and drawings Page 1 through Page 15 dated May 23, 2012, prepared by Metro Outdoor, LLC and Tarek M. Zeid, PE, PLLC, submitted as components of the application, and presented at the Public Hearing and Public Meetings.

In reviewing this proposal, the Commission noted that the SoHo-Cast Iron Historic District Designation Report describes 475 West Broadway as a neo-Grec style tenement building designed by Frederick H. Gross and built in 1878-79, and that the style, scale, materials and details of the building are among the features that contribute to the special architectural and historic character of the SoHo-Cast Iron Historic District.

With regard to this proposal, the Commission found that painted wall signs are a traditional method of advertising that was historically found in this historic district, and on this building, typically on plain secondary facades with exposed common brick masonry; that the proposed Master Plan will prescribe the

placement of the wall sign on the secondary façade, pulled back 4 feet from the edge of the primary façade with a border around the sign, without obscuring or causing damage to any significant architectural features of the building, and is in keeping with the location of painted signs traditionally found on secondary facades on commercial buildings within this historic district; that the proposed Master Plan will permit a painted, non-illuminated wall sign that covers 20% of the visible wall surface at 475 West Broadway, a coverage percentage that will not overwhelm the building and that is consistent with prior Commission approvals; that the proposed Master Plan includes a variety of limitations that are defined to ensure that the signs do not call undue attention to themselves, including: (1) images cannot be photographic but must have a graphic or illustrative quality; (2) images and/or text cannot exceed 50% of the area of the sign; (3) images and/or text can use up to four colors, in addition to black and white; (4) the background can use up to two colors, inclusive of black and white; that the approval will adequately document each sign approval under the master plan so that the commission may analyze the effectiveness of the criteria; that at the end of the three (3) year period, an assessment will be undertaken to determine the impact, if any, of the multiple coats of paints on the brick façade; and that the proposed Master Plan, which itself will expire after a term of three (3) years to assess its performance, will facilitate the review of painted wall signs for advertisements that are temporary in nature and may change frequently, and will help the Commission understand the impact of various types of painted wall signs, to be applied to future proposals of a similar type. Based on these findings, the Commission determined that the proposed work is appropriate to the building and to the SoHo-Cast Iron Historic District, and voted to approve this application.

This Master Plan sets a standard for the installation of painted wall signs and specifically identifies drawings which describe the approved Master Plan in detail. If the owner wishes to move forward with a portion of the work covered by the Master Plan, a completed application form is to be filed with the Commission indicating the location of the work and location specific drawings showing that the work will conform to the approved Master Plan drawings and other documents on file with the Landmarks Preservation Commission. The staff of the Preservation Department will review the application to ascertain that all proposed work is covered by the Master Plan, and will then send the owner an "Authorization to Proceed" letter. The Authorization to Proceed is sent prior to the commencement of the work and is contingent on adherence to the approved Master Plan.

This permit is issued on the basis of the building and site conditions described in the application and disclosed during the review process. By accepting this permit, the applicant agrees to notify the Commission if the actual building or site conditions vary or if original or historic building fabric is discovered. The Commission reserves the right to amend or revoke this permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application or disclosed during the review process.

All approved drawings are marked approved by the Commission with a perforated seal indicating the date of approval. The work is limited to what is contained in the perforated documents. Other work or amendments to this filing must be reviewed and approved separately. The applicant is hereby put on notice that performing or maintaining any work not explicitly authorized by this permit may make the applicant liable for criminal and/or civil penalties, including imprisonment and fines. This letter constitutes the permit; a copy must be prominently displayed at the site while work is in progress. Please direct inquiries to Caroline Pasion.



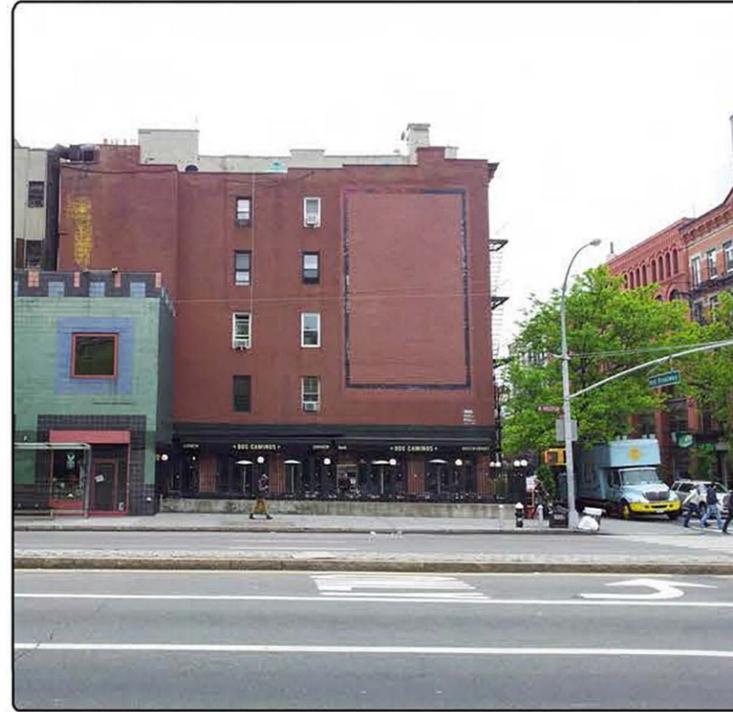
Robert B. Tierney
Chair

**PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Stuart Beckerman, Esq., Slater & Beckerman LLP**

cc: Sarah Carroll, Director of Preservation/LPC; Caroline Kane Levy, Deputy
Director of Preservation/LPC

PROPOSED MASTER PLAN:

475-477 West Broadway



PHOTOGRAPH OF EXISTING CONDITION (2012)



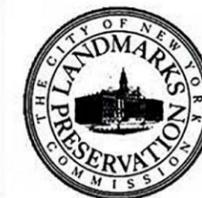
HISTORICAL PHOTOGRAPH (DECEMBER 10, 2002)

- Advertisements shall not exceed the existing sign area of 33'-0"H x 20'-0"W
- Background of sign shall be limited to no more than two colors (inclusive of black and white).
- Sign shall have a border in a color different from the background color.
- Images on sign shall appear painterly or non photo-realistic.
- Other than black and white, the primary color palette shall be limited to four colors per advertisement (with various shades per color allowed). Minor accents and highlights may be in alternate colors.
- Total coverage for text and images combined shall not exceed 50% of the surface area.
- No staff approval shall be required to paint sign black or white with a border.



SoHo-Cast Iron
Historic District
Manhattan
Designated: August 14, 1973

Historic District Boundaries



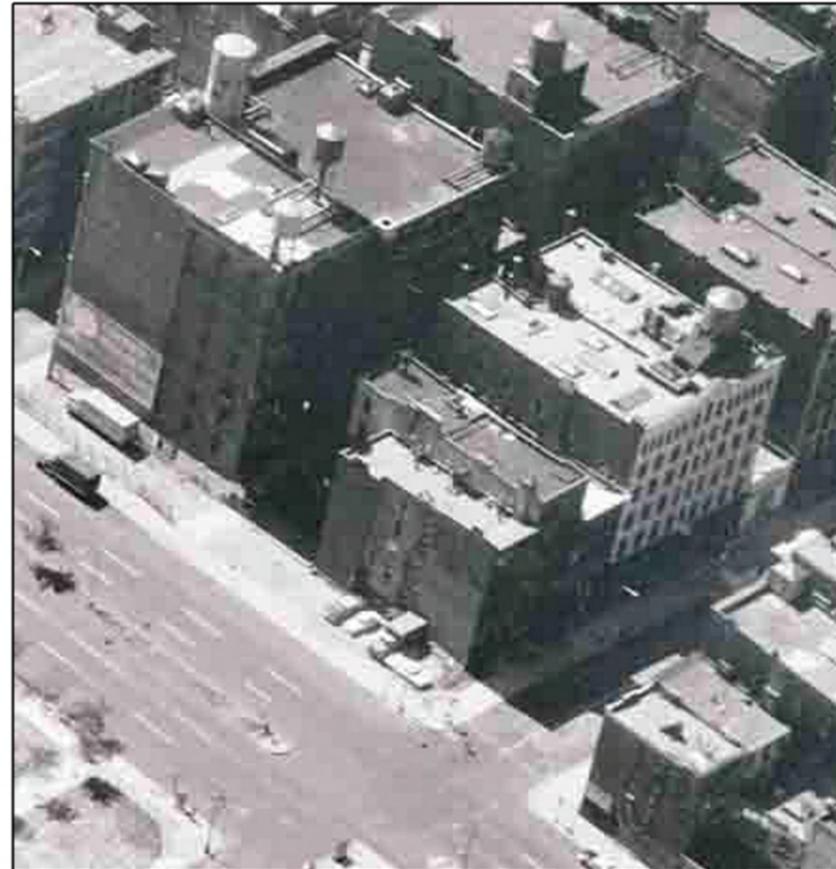
SOHO HISTORIC DISTRICT MAP

HISTORICAL PHOTOGRAPHS

6-20-1957



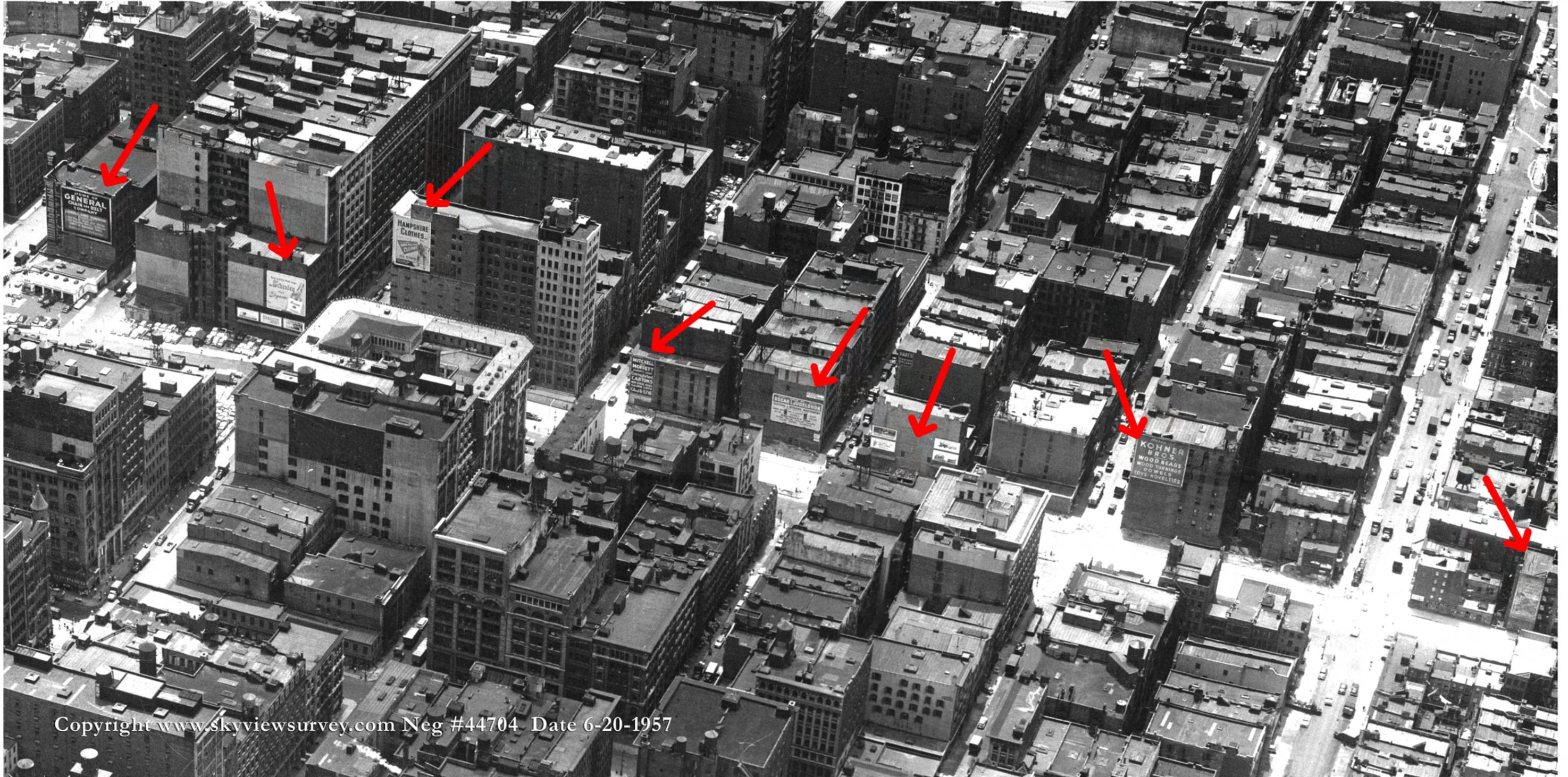
7-21-1968



12-2-2002



14 Signs on South Side of West Houston Street 1957



Copyright www.skyviewsurvey.com Neg #44704 Date 6-20-1957

VIEW FROM STREET LEVEL (2012)

FROM EAST TO WEST

1.



2.



3.



4.



Signs Approved by Landmarks Preservation Commission, under Master Plan, between 2012-2015

Rdio Authorized on October 10, 2012

Dewar's Authorized on December 10, 2012

Tudor Heritage Authorized on September 20, 2013

Prudential Authorized on April 11, 2014

Simon Authorized on May 12, 2014

Tudor Wrangler Authorized on August 1, 2014

Oreo Authorized On February 2, 2015

475-477 West Broadway

New York, New York 10012

Authorized on October 10, 2012

33'-0"H x 20'-0"W

“Rdio” Painted Wall Sign

Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 49%
2. IMAGE COVERAGE IS 42%
3. TEXT COVERAGE IS 7%
4. 4 OR LESS PAINTED COLORS (W/VARIOUS SHADES ALLOWED) OTHER THAN BLACK AND WHITE= 4 (BLUE, RED, PINK, GREEN)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES

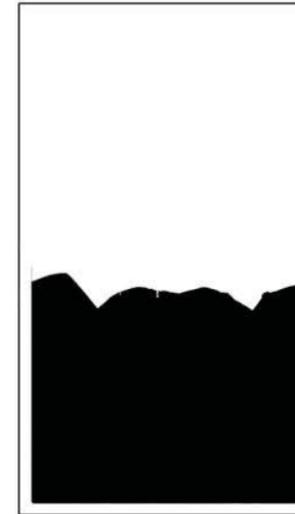
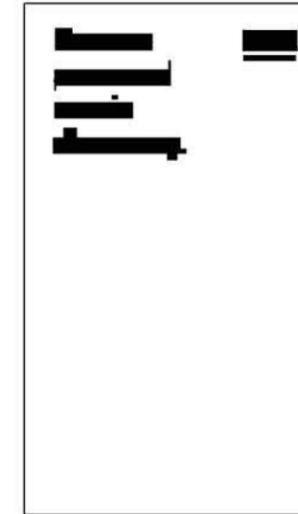


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

ADVERTISEMENT: Rdio	NOTES:
PROJECT: 477 West Broadway (@ West Houston Street)	
DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0" WIDE)	
FACING: North	

Human
powered
music
discovery

radio
Listen at radio.com



F&L
RAC 1810
B&B PAINTED
#4-11
PIPING L&C
LPC COPAR 17-010
177 W. 10th

DOS CAMINOS

DINNER BAR

DOS CAMINOS

RESTAURANT

W HOUSTON ST

West Broadway

4

NYPD

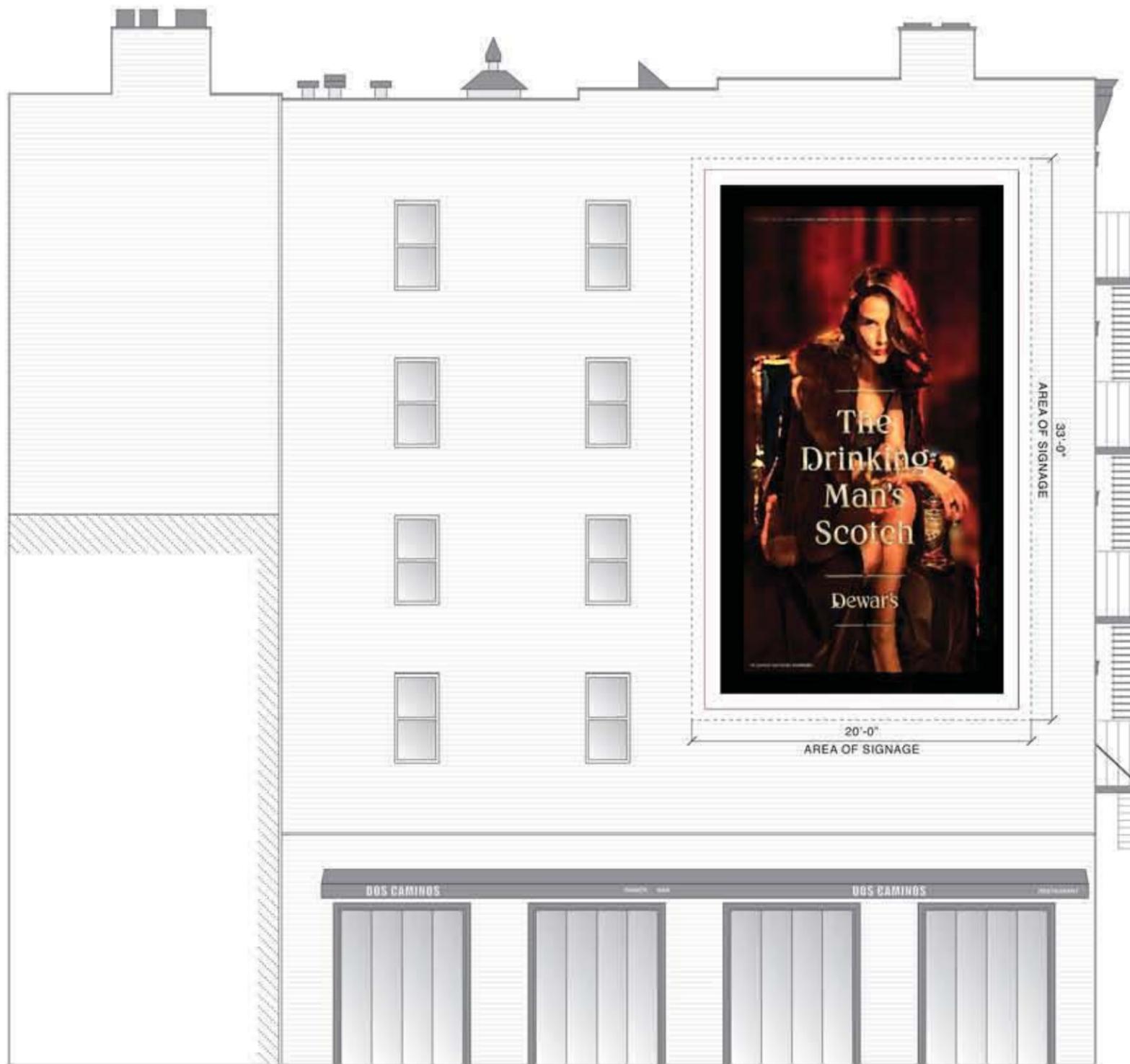
475-477 West Broadway
New York, New York 10012

Authorized on December 10, 2012

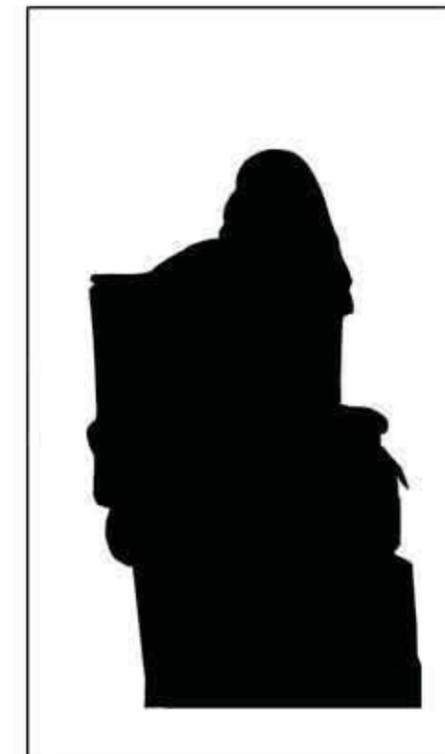
33'-0"H x 20'-0"W

“Dewar’s” Painted Wall Sign

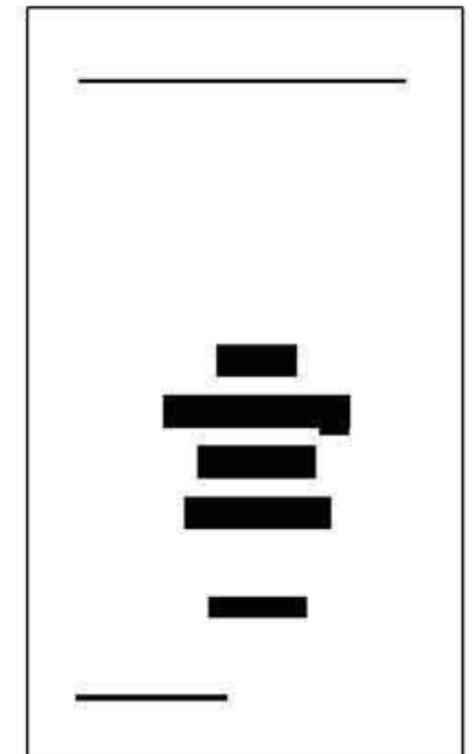
Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 48%
2. IMAGE COVERAGE IS 47.4%
3. TEXT COVERAGE IS 7.7%
4. 4 OR LESS PAINTED COLORS (W/ MINOR VARIATIONS OF SHADE) OTHER THAN BLACK AND WHITE= 4 (RED, ORANGE, BROWN, BEIGE)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES



● IMAGE COVERAGE AREA



TEXT COVERAGE AREA

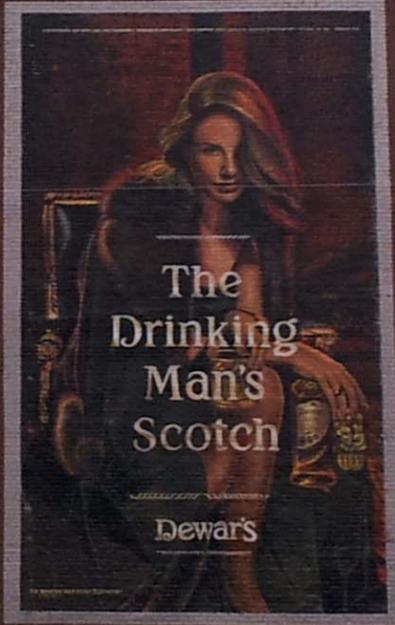
ADVERTISEMENT: Dewar's

PROJECT: 477 West Broadway (@ West Houston Street)

DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0 WIDE)

FACING: North

NOTES:



LUNCH + DOS CAMINOS + DINNER BAR + DOS CAMINOS + RESTAURANT



475-477 West Broadway

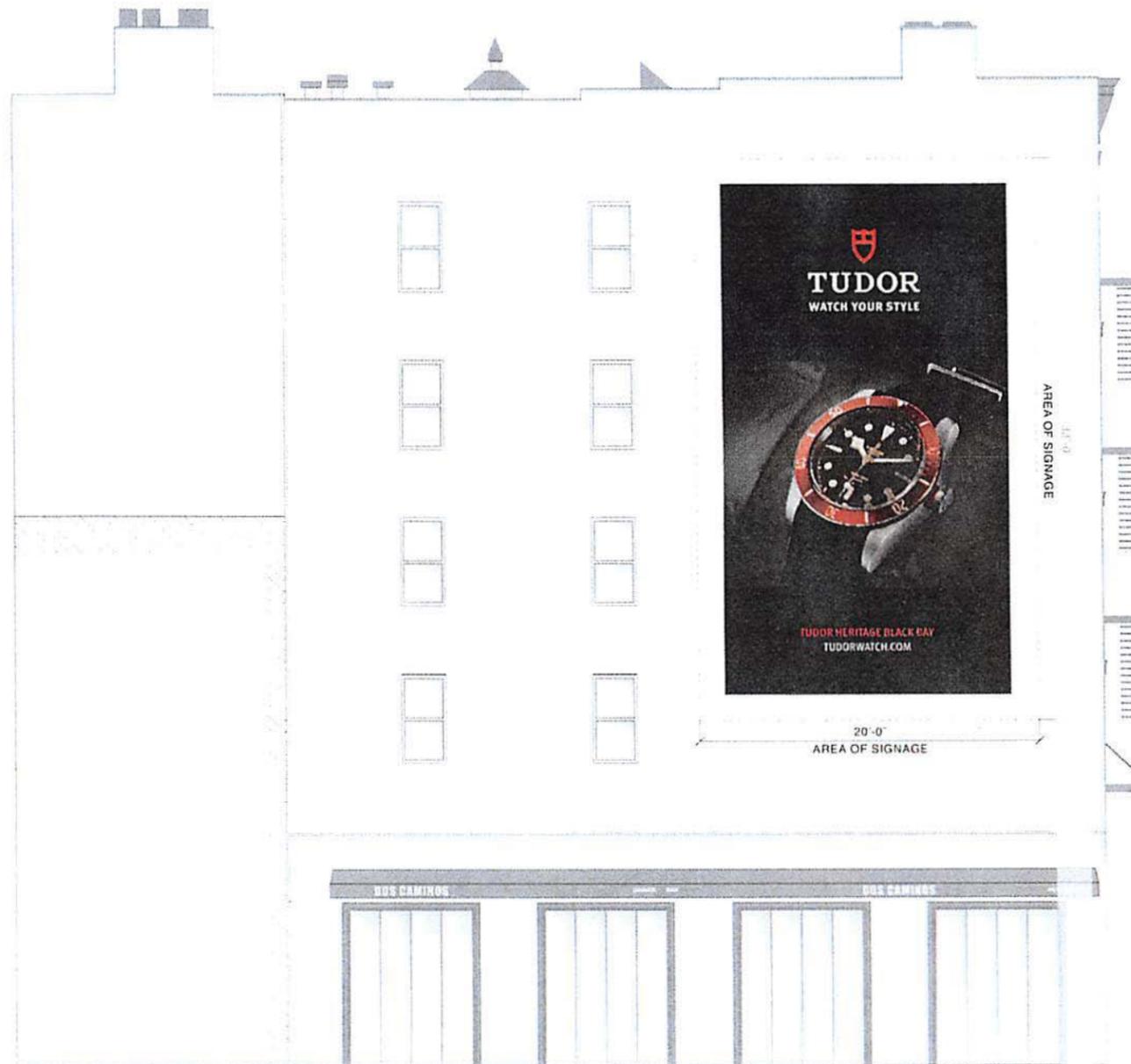
New York, New York 10012

Authorized on September 20, 2013

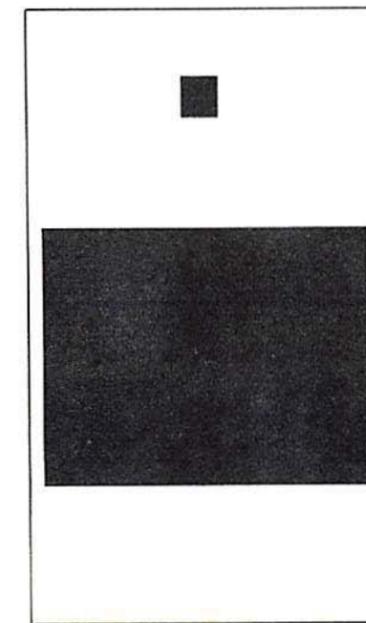
33'-0"H x 20'-0"W

“Tudor Heritage” Painted Wall Sign

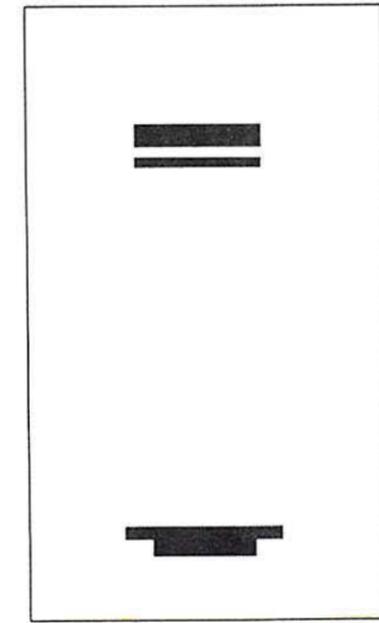
Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 46%
2. IMAGE COVERAGE IS 42%
3. TEXT COVERAGE IS 4%
4. 4 OR LESS PAINTED COLORS (W/VARIOUS SHADES ALLOWED) OTHER THAN BLACK AND WHITE= 3 (Red, Gray-Green, Silver)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES



● IMAGE COVERAGE AREA



TEXT COVERAGE AREA

ADVERTISEMENT: Tudor	NOTES:
PROJECT: 477 West Broadway (@ West Houston Street)	
DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0" WIDE)	
FACING: North	



TUDOR
WATCH YOUR STYLE

121
Greene
Street

STARBUCKS COFFEE

DOS CAMINOS

10th Avenue

475-477 West Broadway

New York, New York 10012

Authorized on April 11, 2014

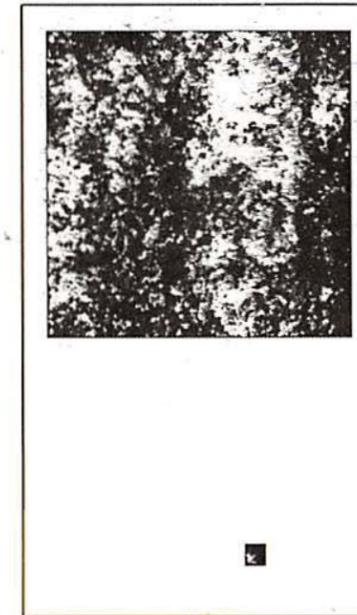
33'-0"H x 20'-0"W

“Prudential” Painted Wall Sign

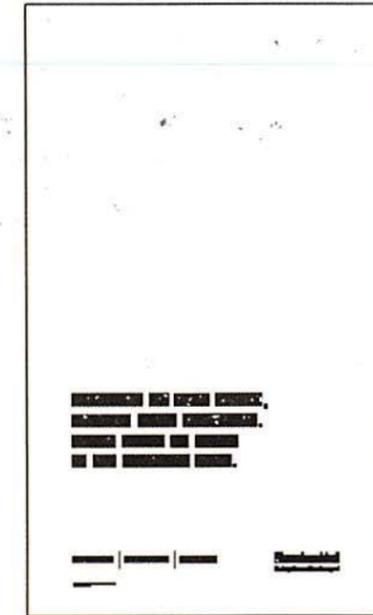
Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 49.4%
2. IMAGE COVERAGE IS 44.4%
3. TEXT COVERAGE IS 5.0%
4. 4 OR LESS PAINTED COLORS (W/VARIOUS SHADES ALLOWED) OTHER THAN BLACK AND WHITE= 4 (Red, Blue, Yellow, Green)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES

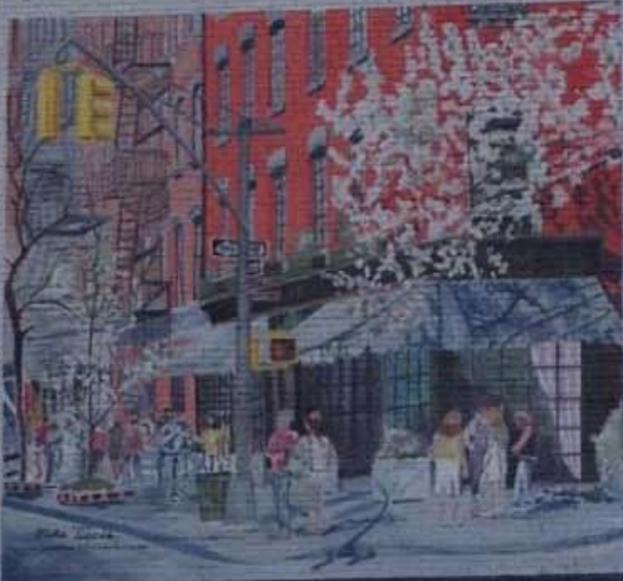


● IMAGE COVERAGE AREA



TEXT COVERAGE AREA

ADVERTISEMENT: Prudential PROJECT: 477 West Broadway (@ West Houston Street) DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0" WIDE) FACING: North	NOTES:
--	---------------



ARTWORK BY MIKE TISCIA,
RETIRED BANK EXAMINER.
DOING WHAT HE LOVES
IN HIS CHAPTER TWO.

RETIREMENT | INVESTMENTS | INSURANCE



W HOUSTON ST

TOTAL

100%
GAS
SALES
TAX
SALES
TAX
SALES
TAX

DINNER BAR

DOS CAMINOS

RESTAURANT

GREENWAY

Several people are standing on the sidewalk, engaged in conversation. One person is holding a bag, and another is looking towards the camera.

20

475-477 West Broadway

New York, New York 10012

Authorized on May 12, 2014

33'-0"H x 20'-0"W

“Simon” Painted Wall Sign

Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 9.6%
2. IMAGE COVERAGE IS 8.4%
3. TEXT COVERAGE IS 1.2%
4. 4 OR LESS PAINTED COLORS (W/VARIOUS SHADES ALLOWED) OTHER THAN BLACK AND WHITE= 0 (THE IMAGE IS BLACK AND WHITE)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES

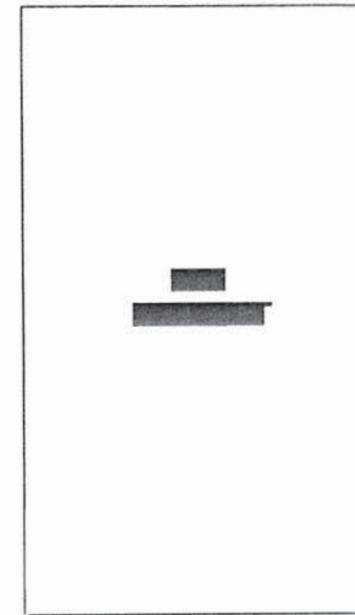
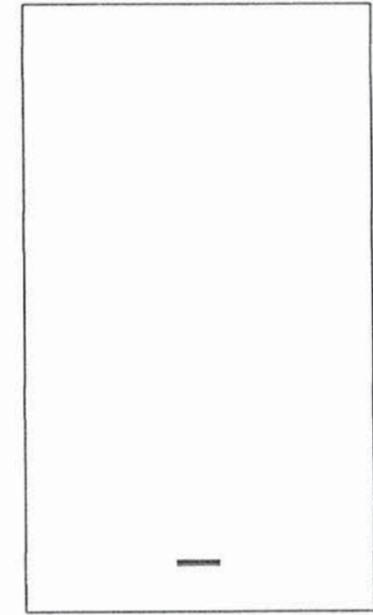


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

ADVERTISEMENT: Simon PROJECT: 477 West Broadway (@ West Houston Street) DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0" WIDE) FACING: North	NOTES:
---	---------------




SIMON

TOTAL W HOUSTON

DOS CARINHOS

DOS CARINHOS

RESTAURANT

9M78

T

T

475-477 West Broadway

New York, New York 10012

Authorized on August 1, 2014

33'-0"H x 20'-0"W

“Tudor Wrangler” Painted Wall Sign

Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 44%
2. IMAGE COVERAGE IS 40%
3. TEXT COVERAGE IS 4%
4. 4 OR LESS PAINTED COLORS (W/VARIOUS SHADES ALLOWED) OTHER THAN BLACK AND WHITE= 3 (RED, BROWN, SILVER)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES

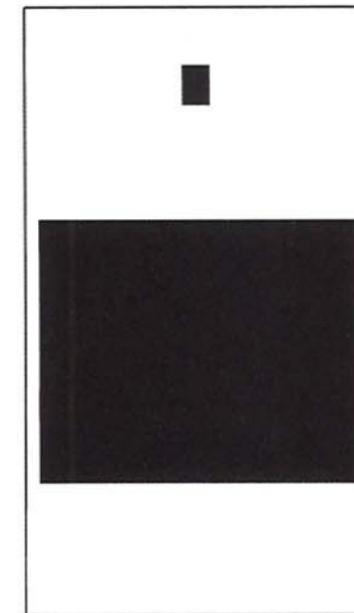
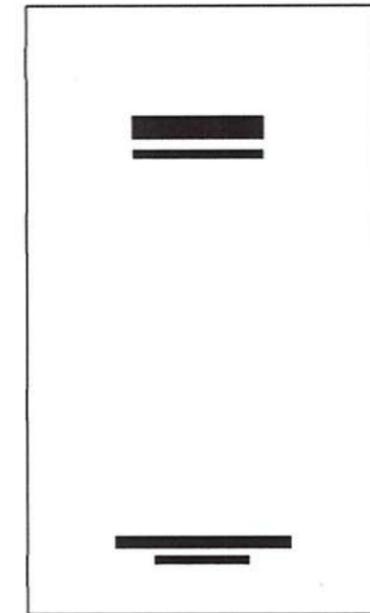


IMAGE COVERAGE AREA



TEXT COVERAGE AREA

ADVERTISEMENT: Tudor	NOTES:
PROJECT: 477 West Broadway (@ West Houston Street)	
DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0" WIDE)	
FACING: North	

TUDOR
WATCH YOUR STYLE

TUDOR HERITAGE RANGER
TUDORWATCH.COM

TOTAL

REG. U.S. PAT. & TM. OFF. © 2013 TUDOR U.S.A., INC. ALL RIGHTS RESERVED. PHOTOGRAPHY BY LUCY COOPER. STYLING BY JESSICA WILSON.

DOS CAMINOS

DINNER

W HOUSTON ST

12



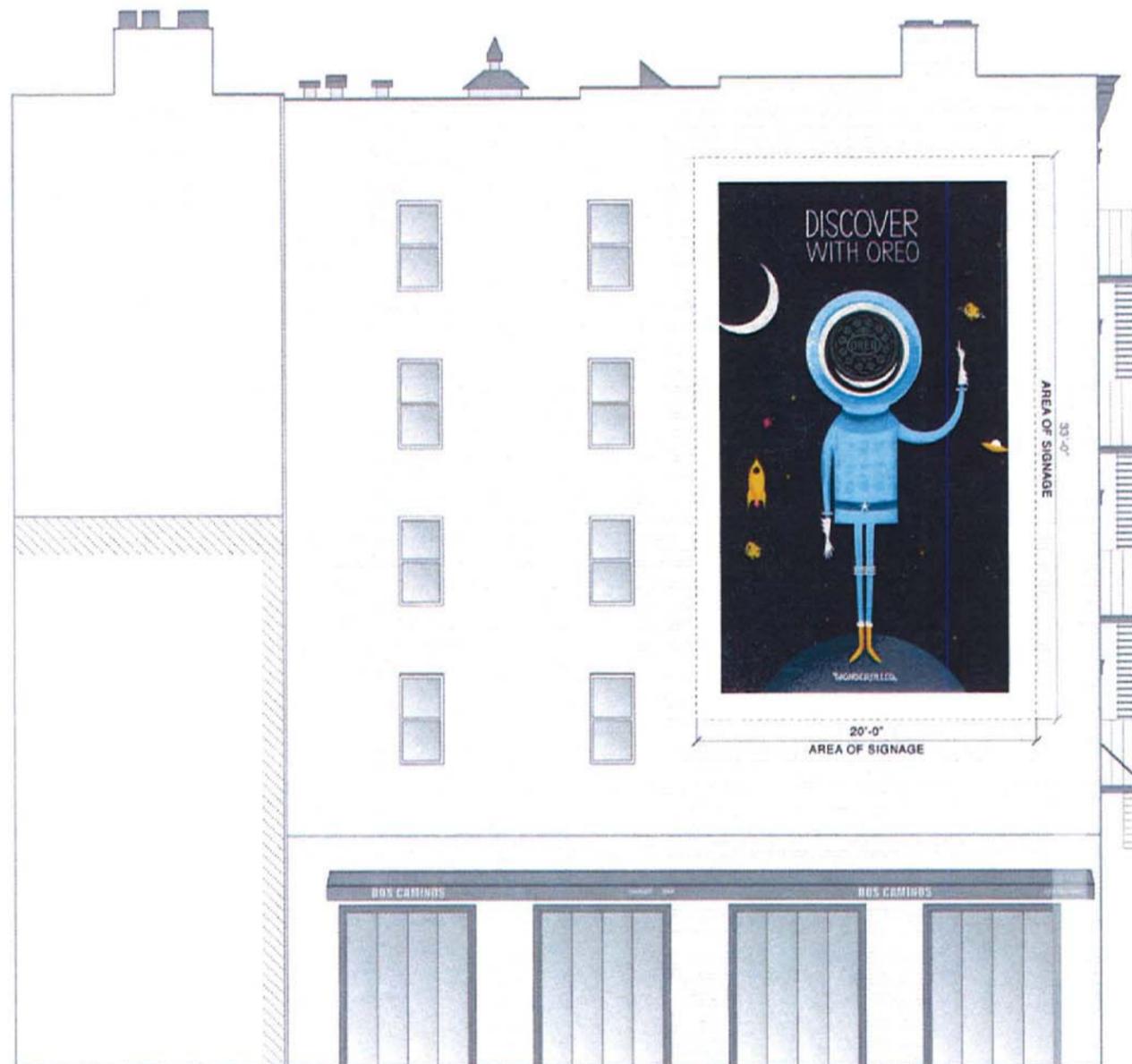
475-477 West Broadway
New York, New York 10012

Authorized on February 2, 2015

33'-0"H x 20'-0"W

“Oreo” Painted Wall Sign

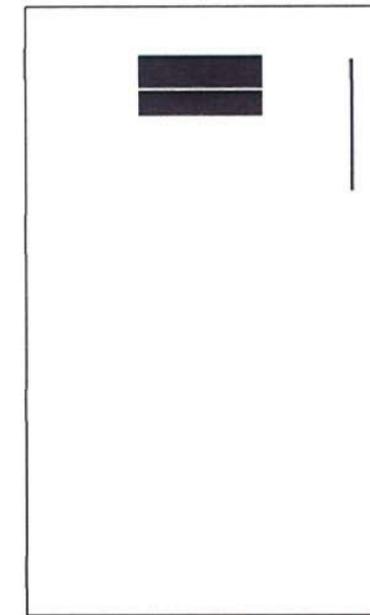
Sign Facing North



1. OVERALL COVERAGE DOES NOT EXCEED 50%. ACTUAL= 38%
2. IMAGE COVERAGE IS 33.5%
3. TEXT COVERAGE IS 4.5%
4. 4 OR LESS PAINTED COLORS (W/VARIOUS SHADES ALLOWED) OTHER THAN BLACK AND WHITE= 3 (BLUE, MAGENTA, YELLOW)
5. BORDER= YES
6. IMAGES ARE NON-PHOTOREALISTIC OR APPEAR PAINTERLY= TRUE
7. 1 OR 2 COLOR BACKGROUND= YES



IMAGE COVERAGE AREA



TEXT COVERAGE AREA

ADVERTISEMENT: Oreo PROJECT: 477 West Broadway (@ West Houston Street) DIMENSIONS: 33'-0" HIGH X 20'-0" WIDE (LIVE AREA= 31'-0" HIGH X 18'-0 WIDE) FACING: North	NOTES:
---	---------------



TOTAL

