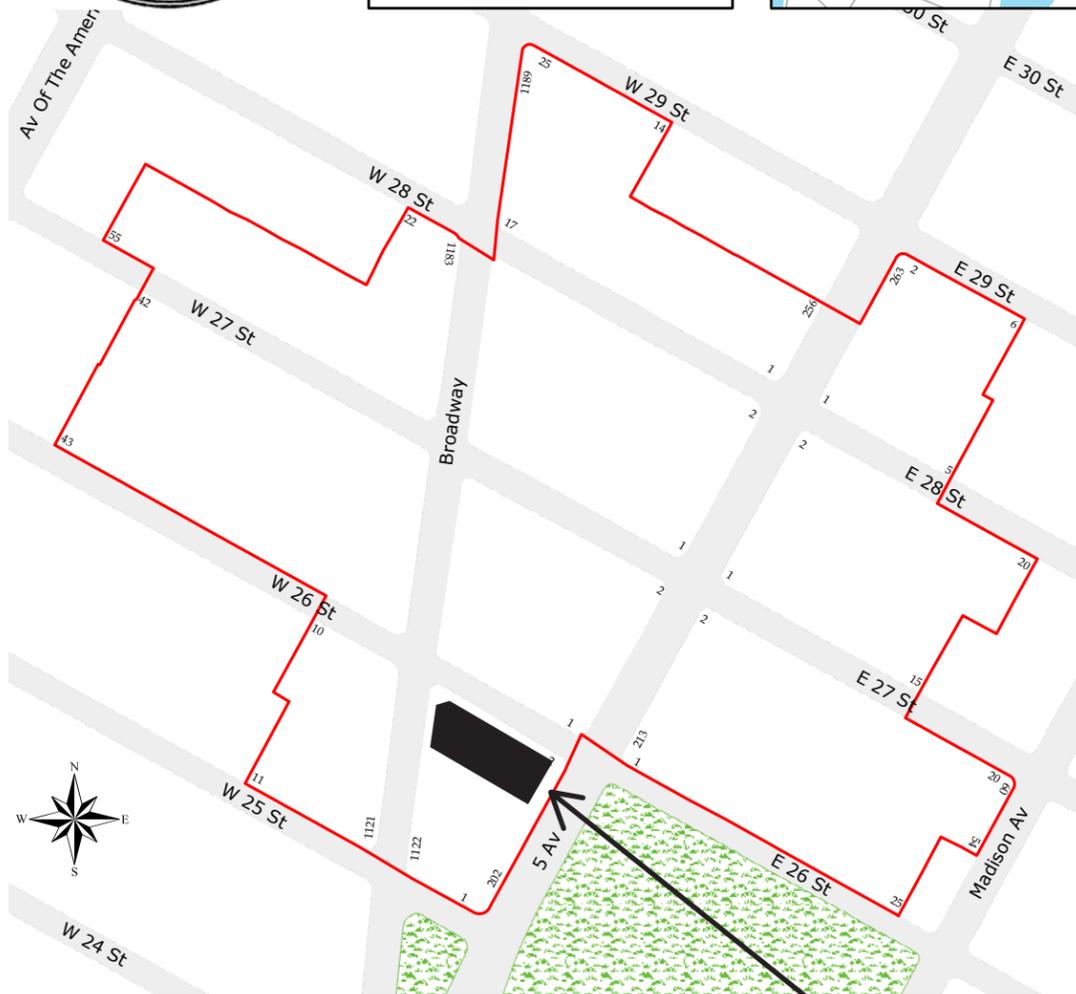




Madison Square North
Historic District
Manhattan
Designated: June 26, 2001

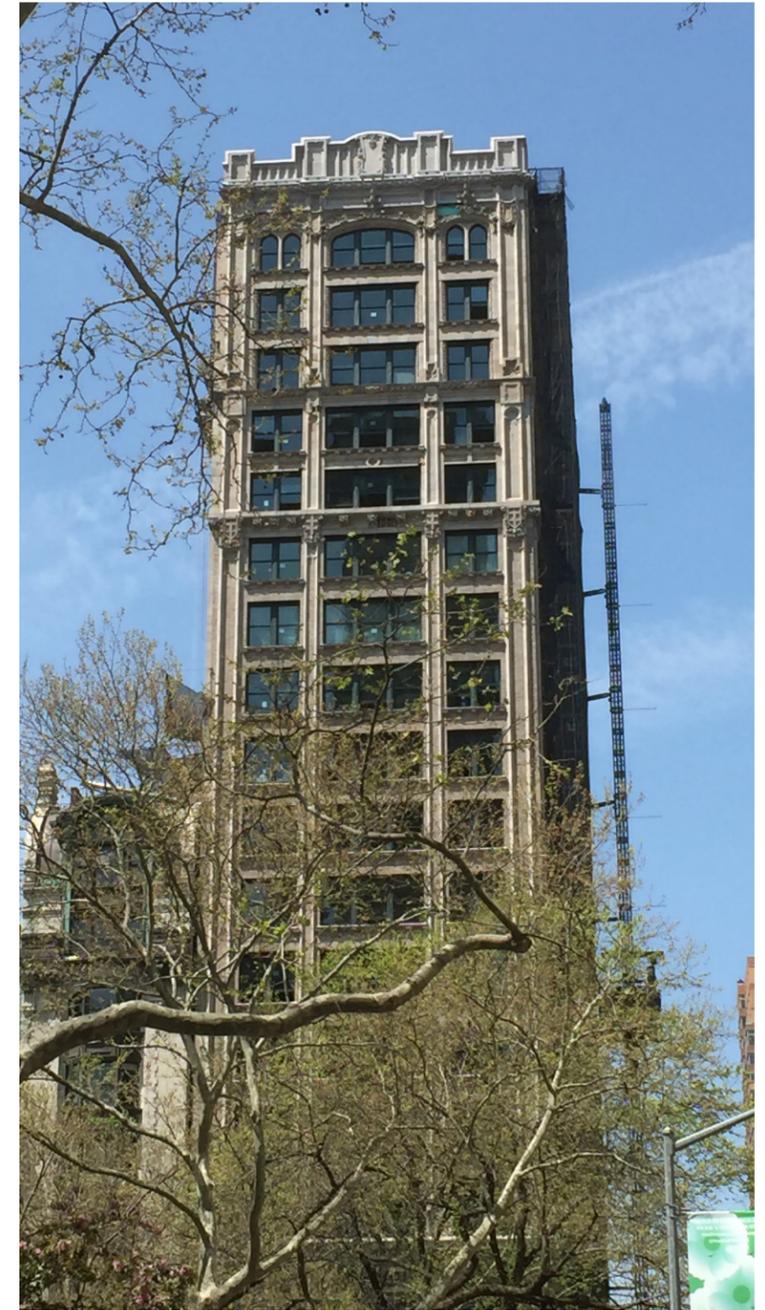
Historic District Boundaries



Site Plan



South & East Elevation



East Elevation



Existing Sign (from 5th Ave & 25th St)



Enlarged Existing Sign



view from Flatiron Building (c. 1913)



view from Flatiron Building (c. 1940)



view from WTC Building (c. 1976)



view from Flatiron Building (c. 1915)



view from Flatiron Building (c. 1995)

Historic Photos of Existing Sign



Existing Sign



Proposed Sign



Enlarged Proposed Sign



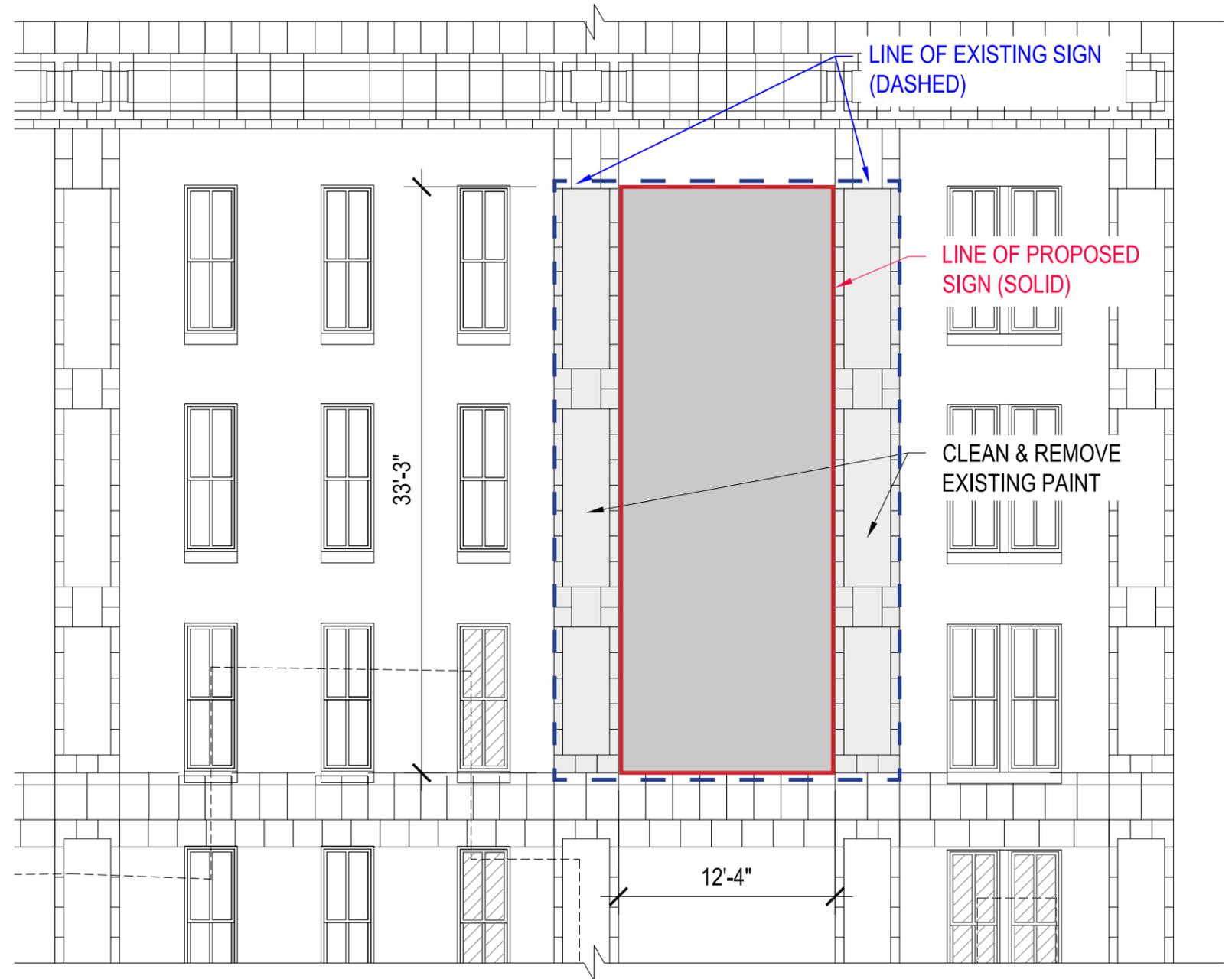
1 SOUTH WALL SCALE 1"=1'-0"
 BACKGROUND PRIMED AND PAINTED TO MATCH BM 971 OLYMPIC MOUNTAINS
 GRAPHICS PAINTED BLACK

Proposed Sign Details

Proposed Painted Wall Sign Criteria

Background of sign shall be limited to a single color, see photos and sign detail drawings of proposed graphics.

Sign space shall be distinguished from surrounding facade by a white colored background and a black border different from the surrounding area, see photos and sign detail drawings of proposed graphics.





Broadway, 25th & 26th St. (c.1915)



Broadway, 27th St (c. 1900)



Broadway, 27th St



Broadway, 25th & 26th St



5th Ave, 24th St (c.1918)

Historic Precedent Photos



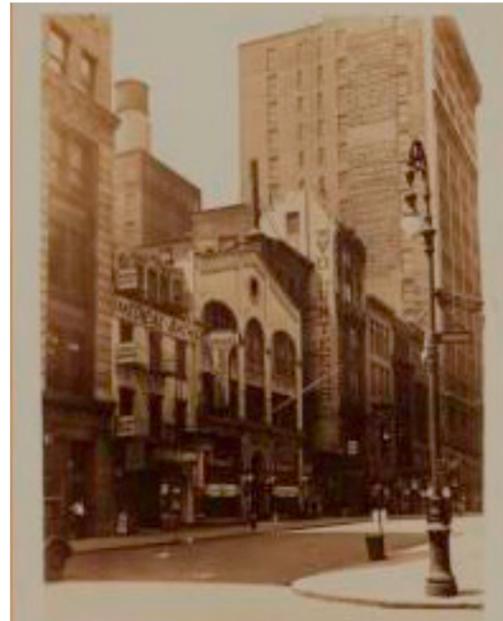
37 West 28th St, Broadway & 6th Ave (c.1920)



West 28th St, 6th Ave (c.1920)



233-239 5th Ave, East 27th & 28th St (c.1920)



48 West 28th St, 6th Ave (c.1920)



27th St, 5th Ave

Historic Precedent Photos



15 West 27th St West Facade



15 West 27th St West Facade (close up)



1181 Broadway South Elevation



1181 Broadway South Elevation from 27th St (close up)

Current Precedent Photos



Broadway from 27th St



Broadway from 27th St (close up)



1170 Broadway from 5th Ave



1170 Broadway East Elevation from 5th Ave (close up)

Current Precedent Photos



3 East 28th Street West Facade Ghost Signs



15 W 28th St East Facade



15 W 28th St East Facade (close up)

Current Precedent Photos