



Silver Towers: Signage Program

LPC PRESENTATION
APRIL 10, 2018

Background

2008

University Village Silver Towers designated a NYC Landmark
(both buildings and landscape)

2010

Signs with site history and some rules installed
(LPC Certificate of No Effect, Docket #10-6599)

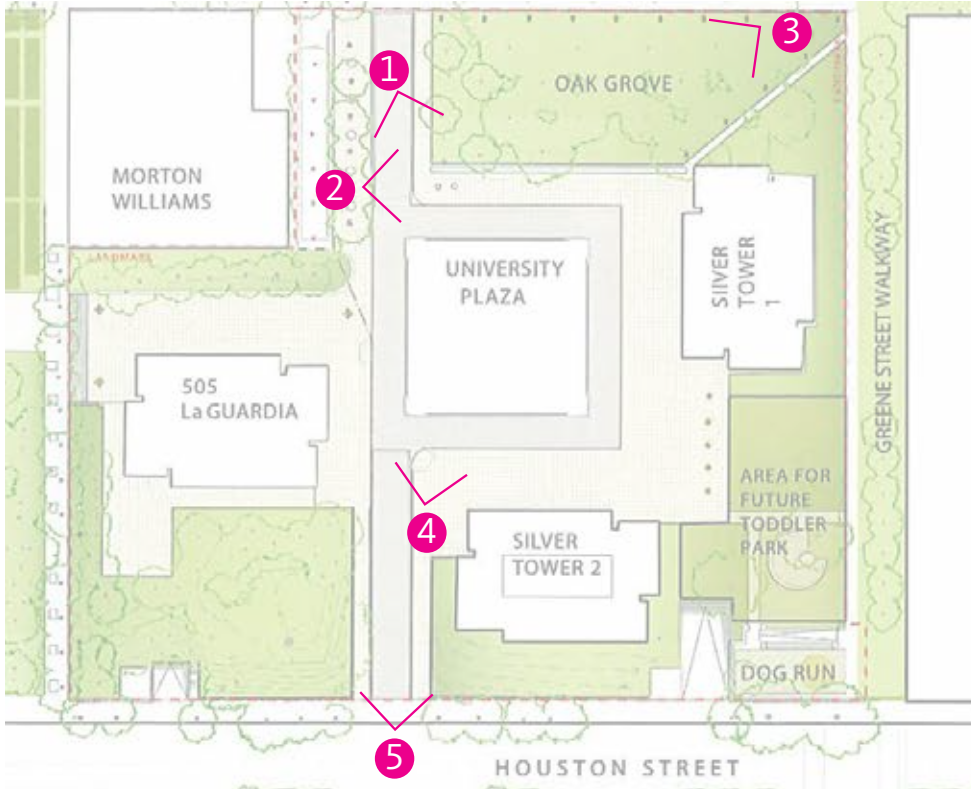
2014

Superblock Stewardship Advisory Committee formed
("SSAC")

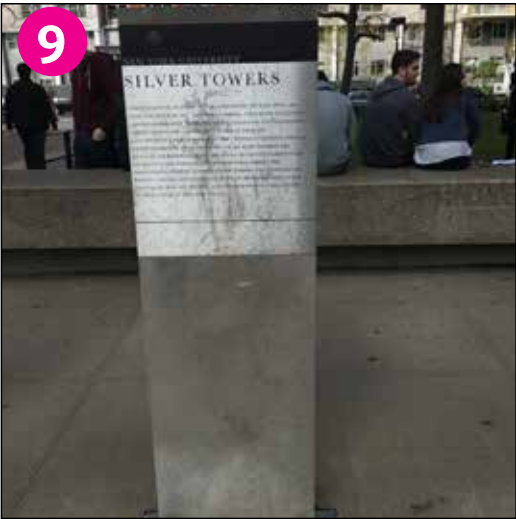
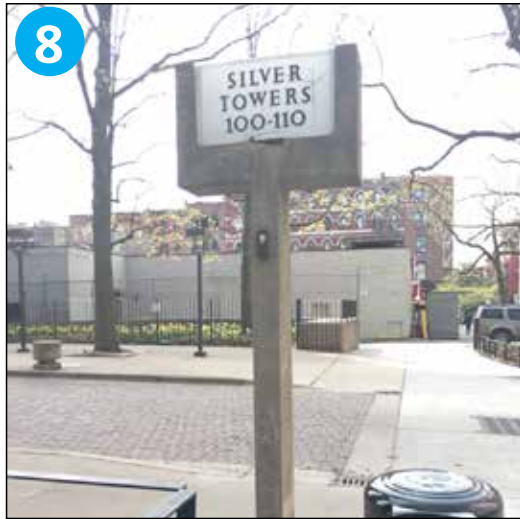
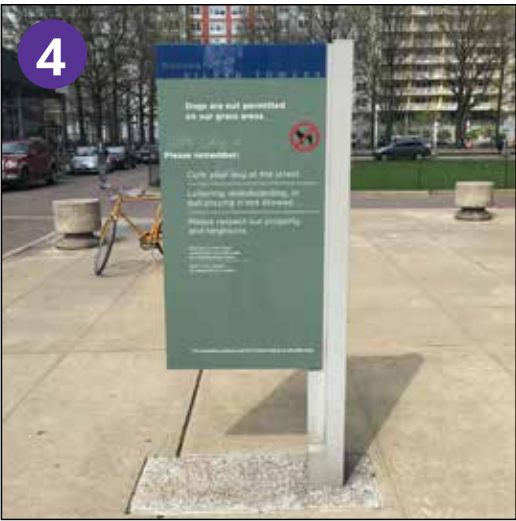
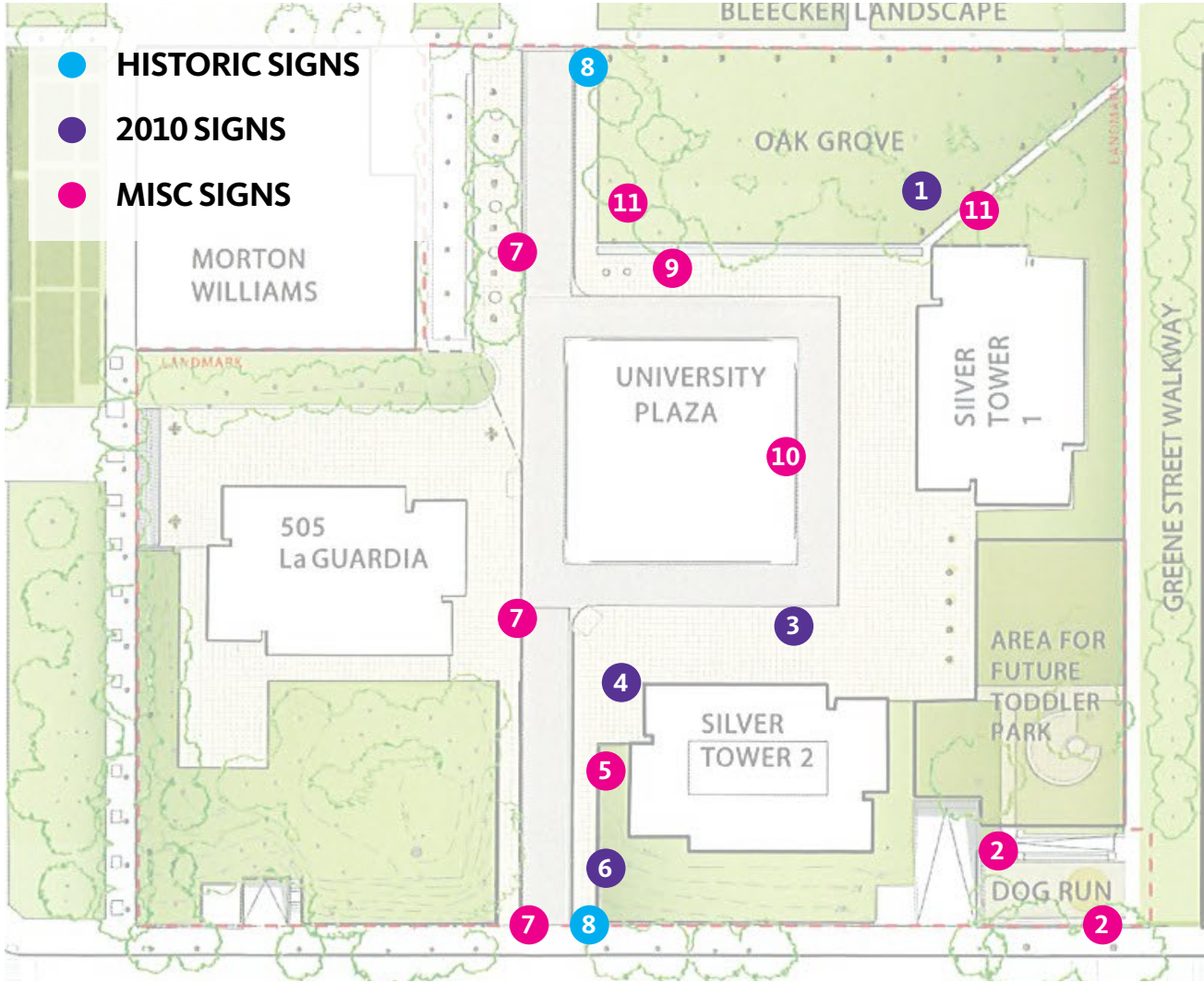
2017

SSAC initiated signage program

Silver Towers - Site Photos



Silver Towers - Sign Audit



Look and Feel - Signage System



HISTORIC TAXI CALL LIGHT (Height 9' - 7")

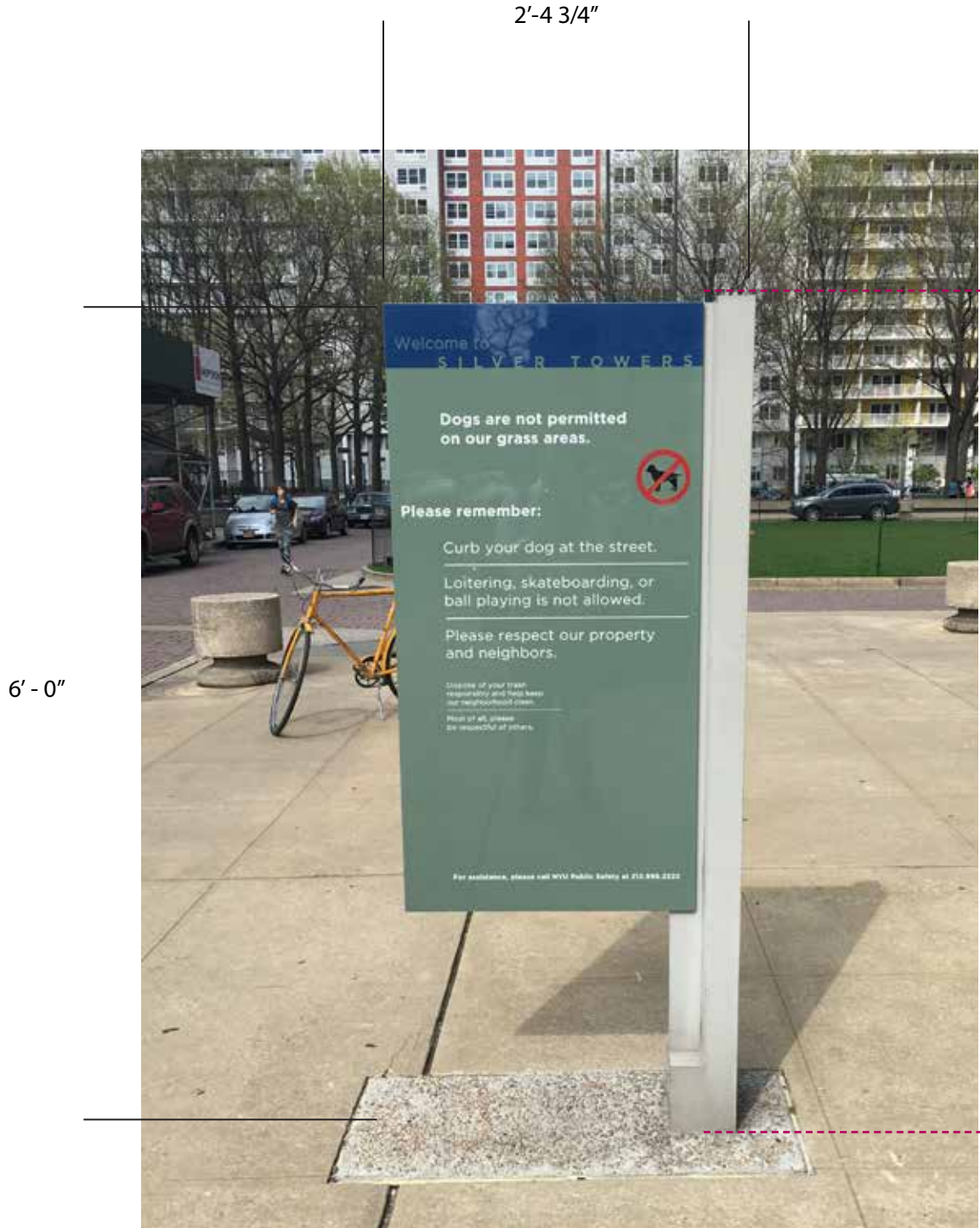


2010 SIGNAGE ADDITIONS (Height 6' - 0")

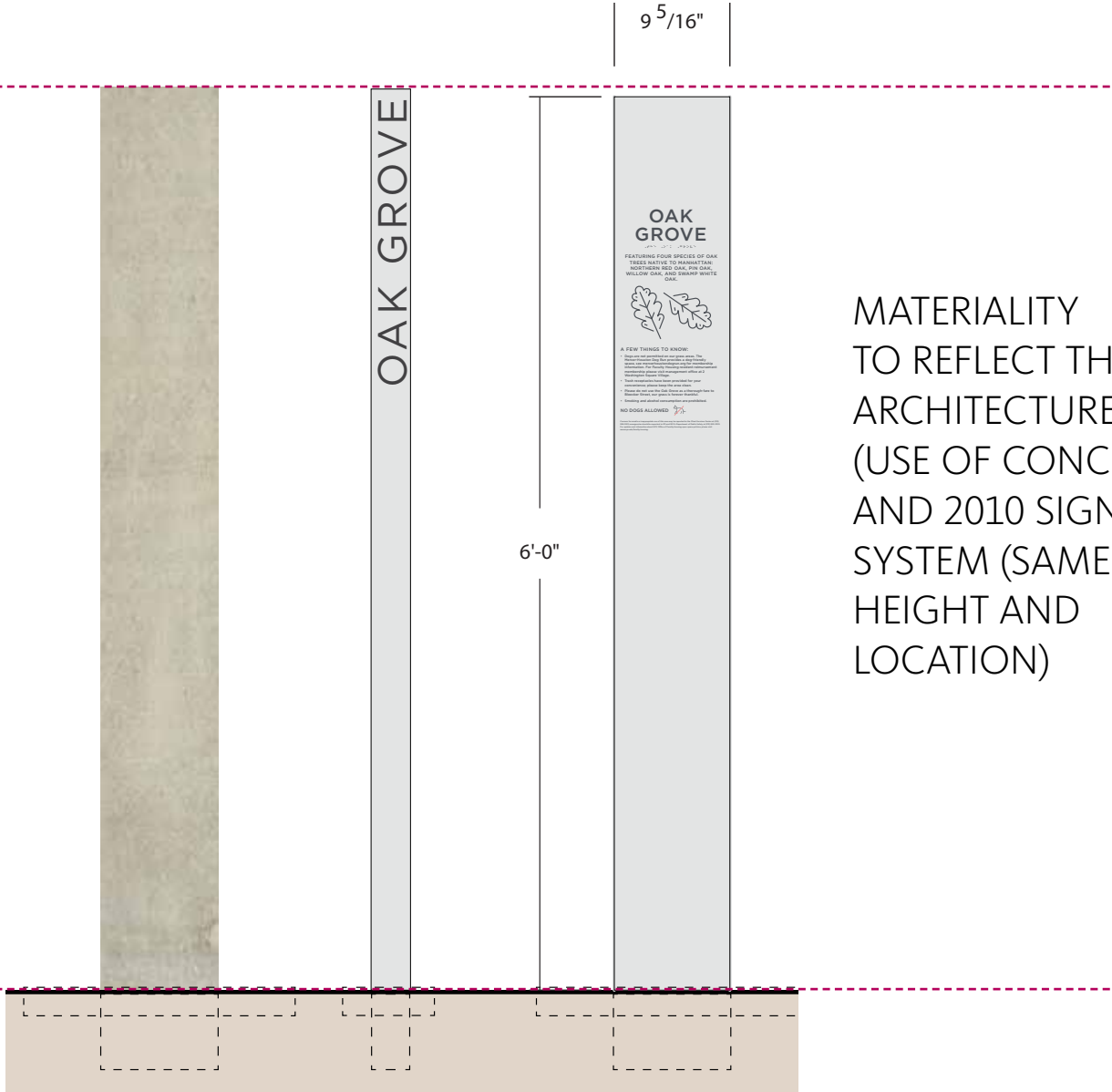


DESIGN UPDATE (Height 6' - 0")

Look and Feel - Signage System



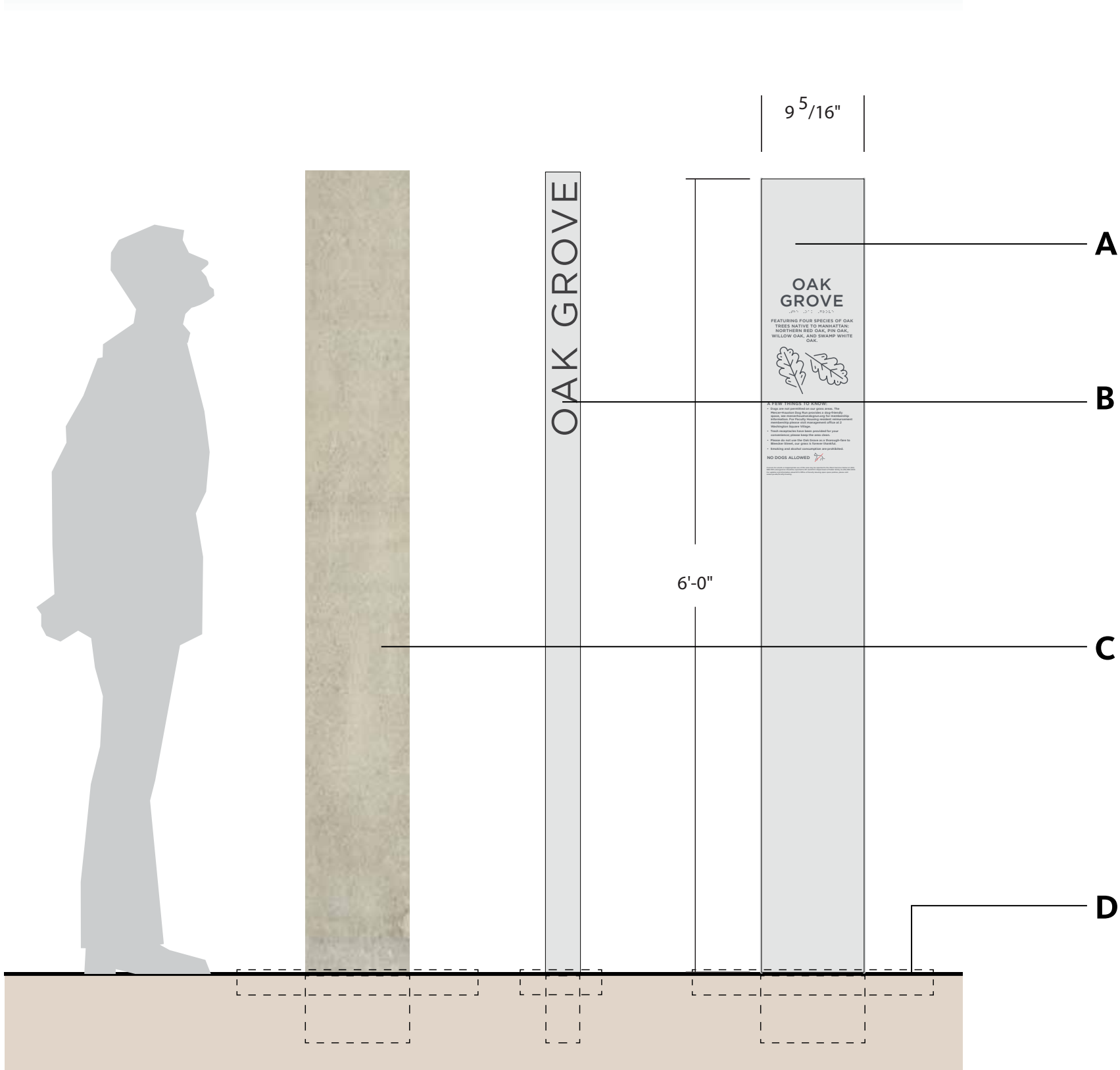
2010 SIGNAGE ADDITIONS



SUGGESTED DESIGN UPDATE

MATERIALITY TO REFLECT THE ARCHITECTURE (USE OF CONCRETE) AND 2010 SIGNAGE SYSTEM (SAME HEIGHT AND LOCATION)

Materiality



A: SILKSCREEN MESSAGE ON POWDER COATED METAL

B: DIMENSIONAL BLACKENED METAL LETTERS

C: REINFORCED CONCRETE COLOR TO MATCH BUILDING FACADE.

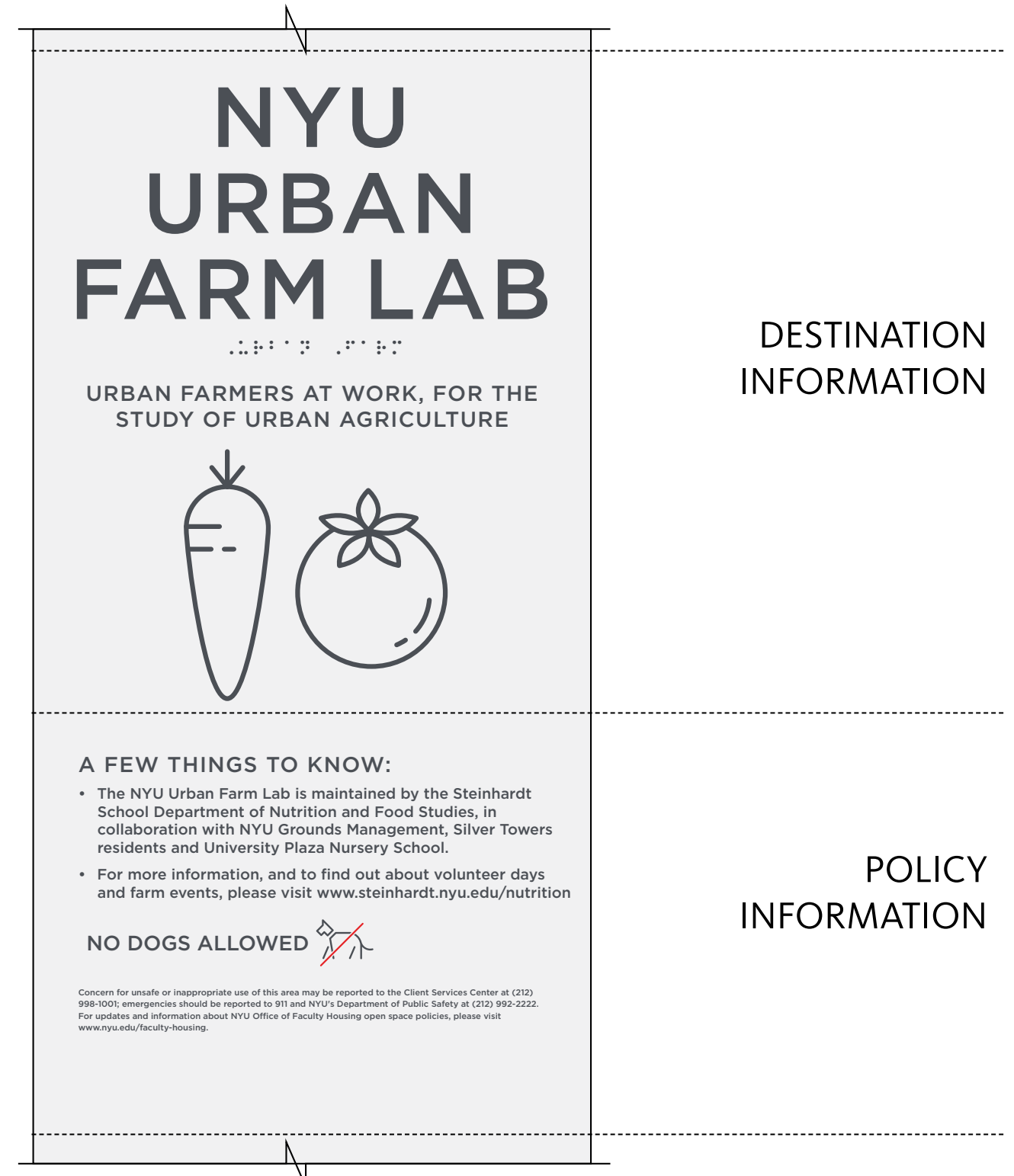
D: EXCAVATED AREAS IN HARD SCAPE TO MATCH EXISTING PAVEMENT. SIGNAGE INSTALLED INTO LANDSCAPE MOW BAND FILLED WITH PEBBLES TO MATCH CONCRETE USED ON SIGN.

NOTE: FINAL MATERIALS TO BE CONFIRMED BY SIGN VENDOR

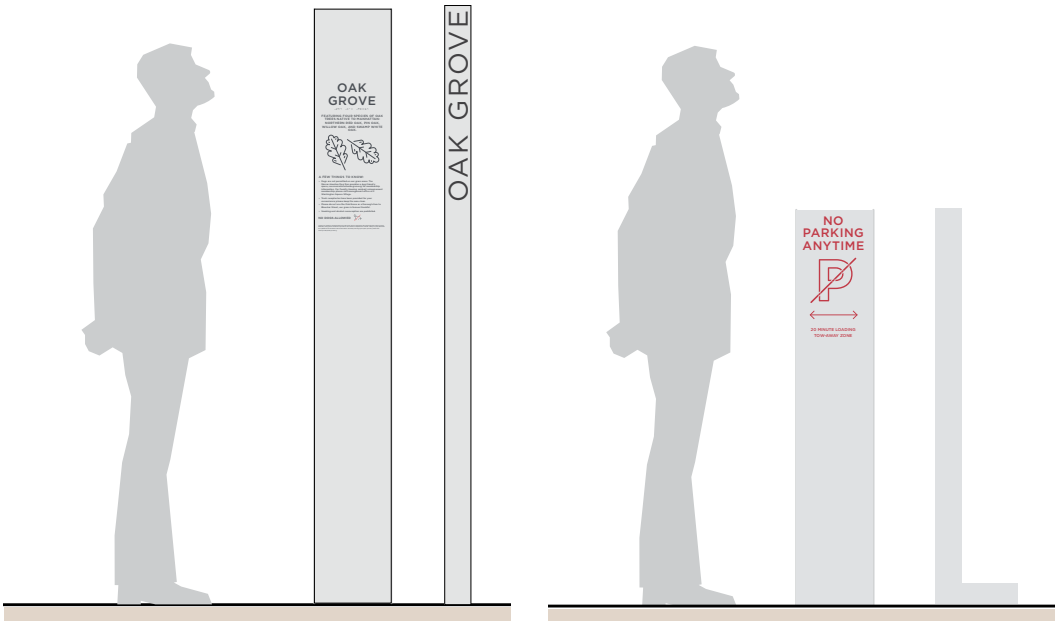


Destination Sign - Information Hierarchy

- Destination icon is primary.
- Icons reflect the unique nature of each destination.
- Icons purposefully don't include people.
- Dog policy emphasized.
- ADA compliant name and braille.



New Signage Location Plan



● **MONOLITH**
(mounted into ground)

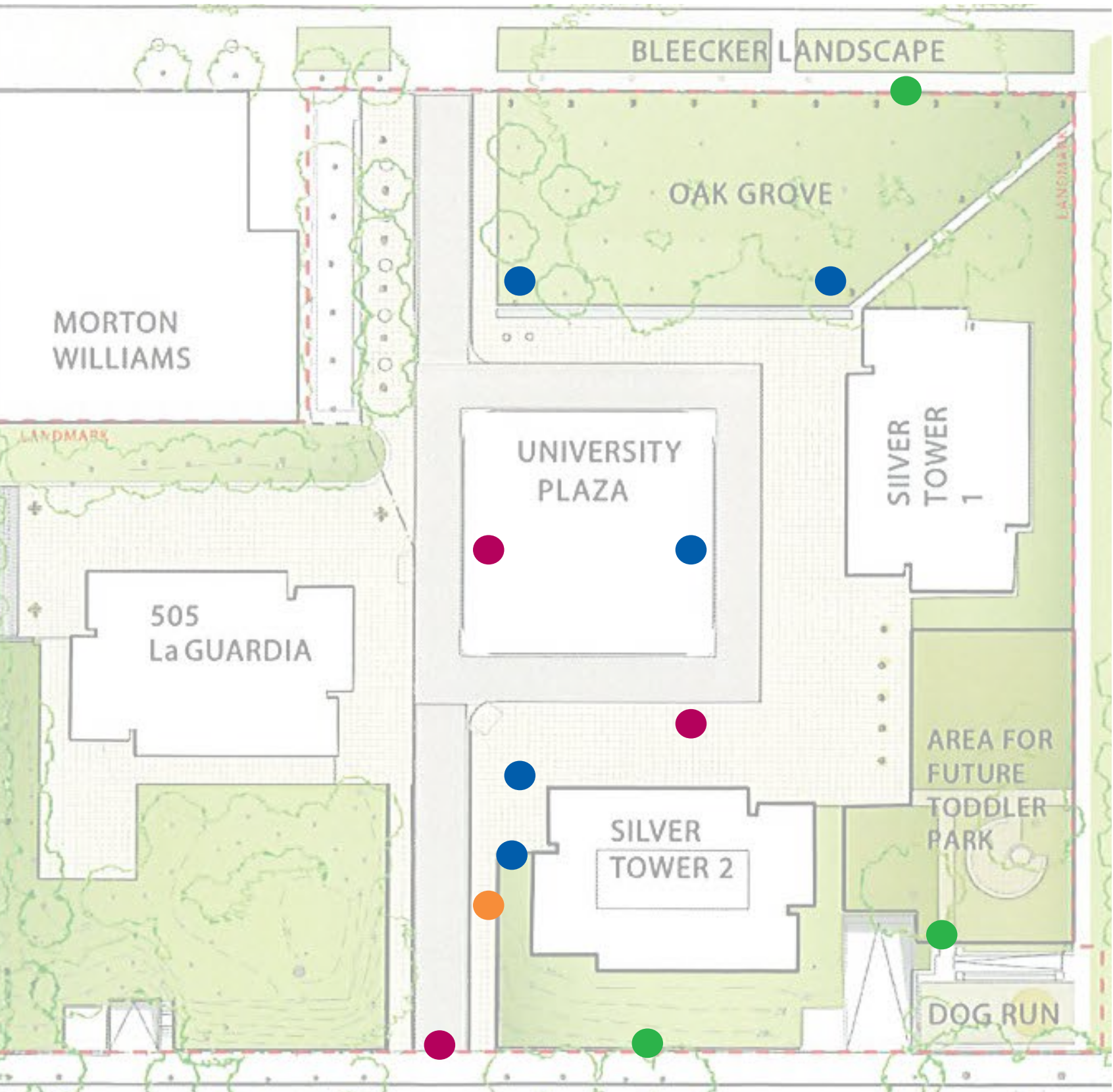
● **POLICY SIGN**
(removable / weighted)



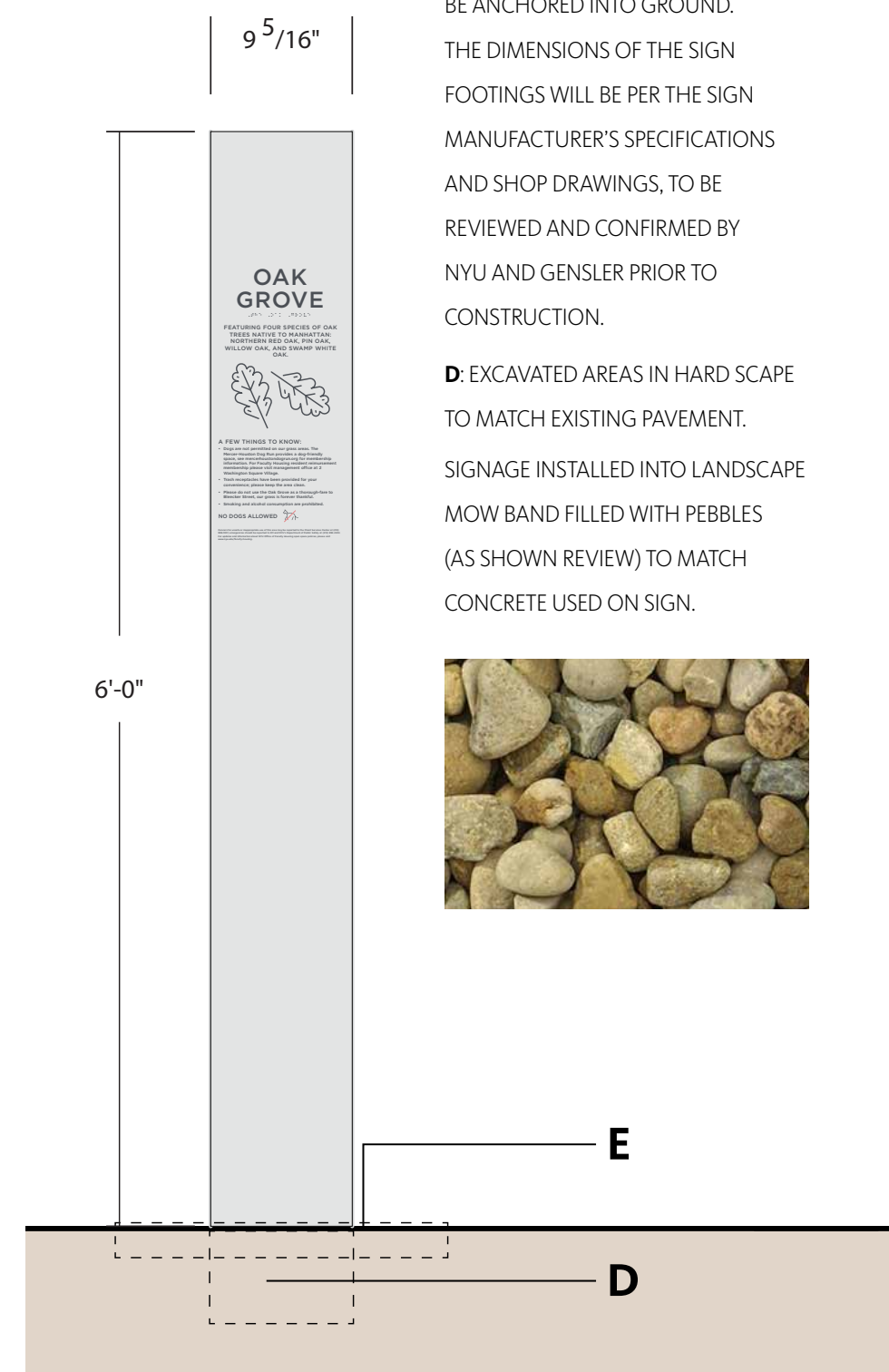
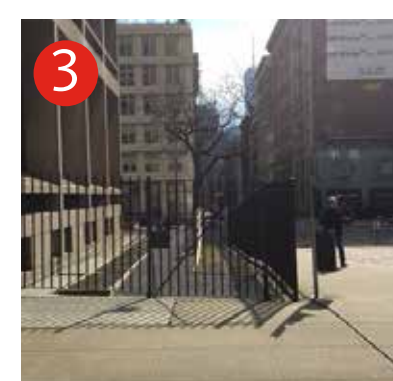
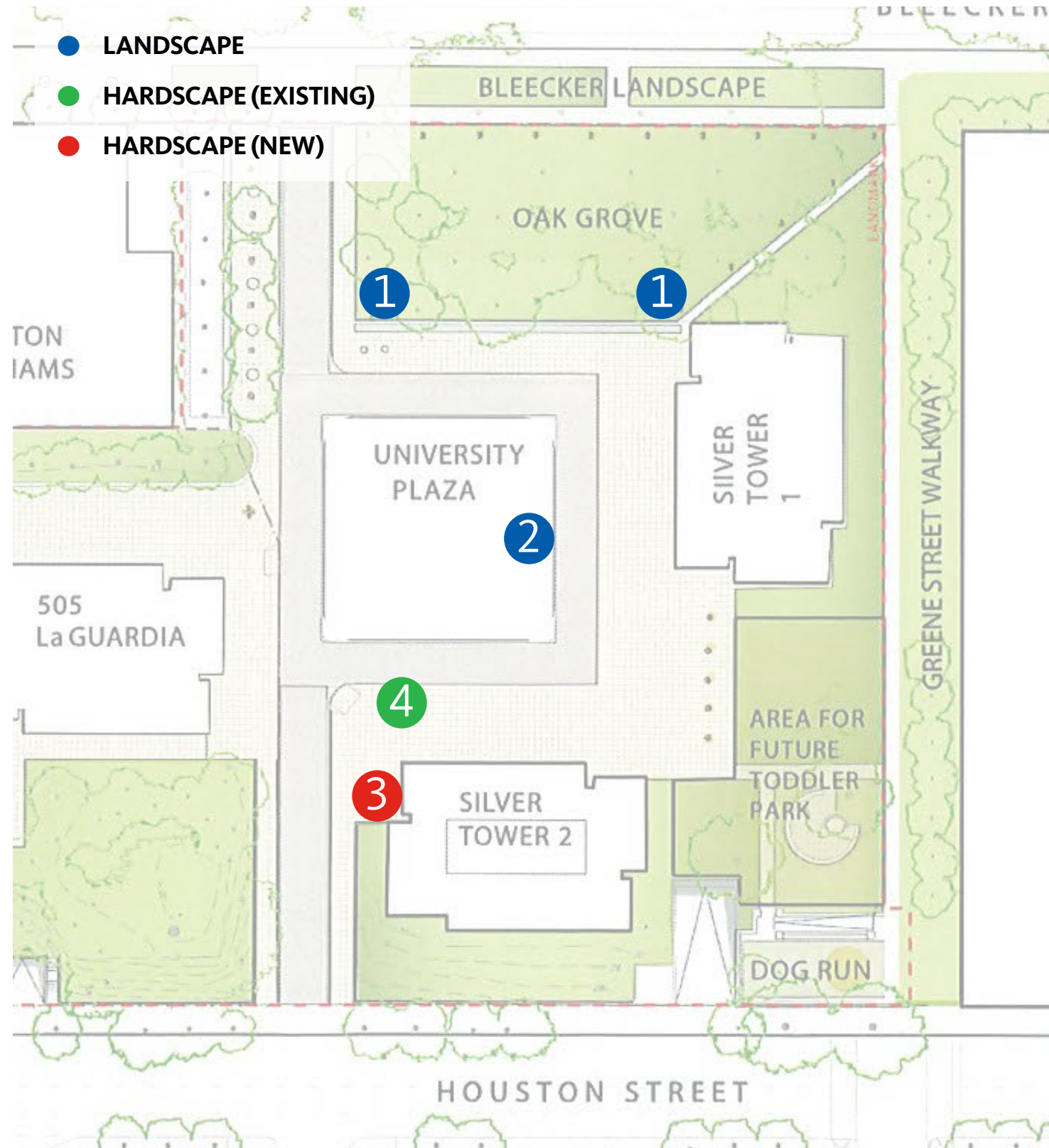
● **FENCE MOUNTED**
(mounted to fence)



● **REPLACEMENT PANEL**
(to existing sign)



Monolith - Footings

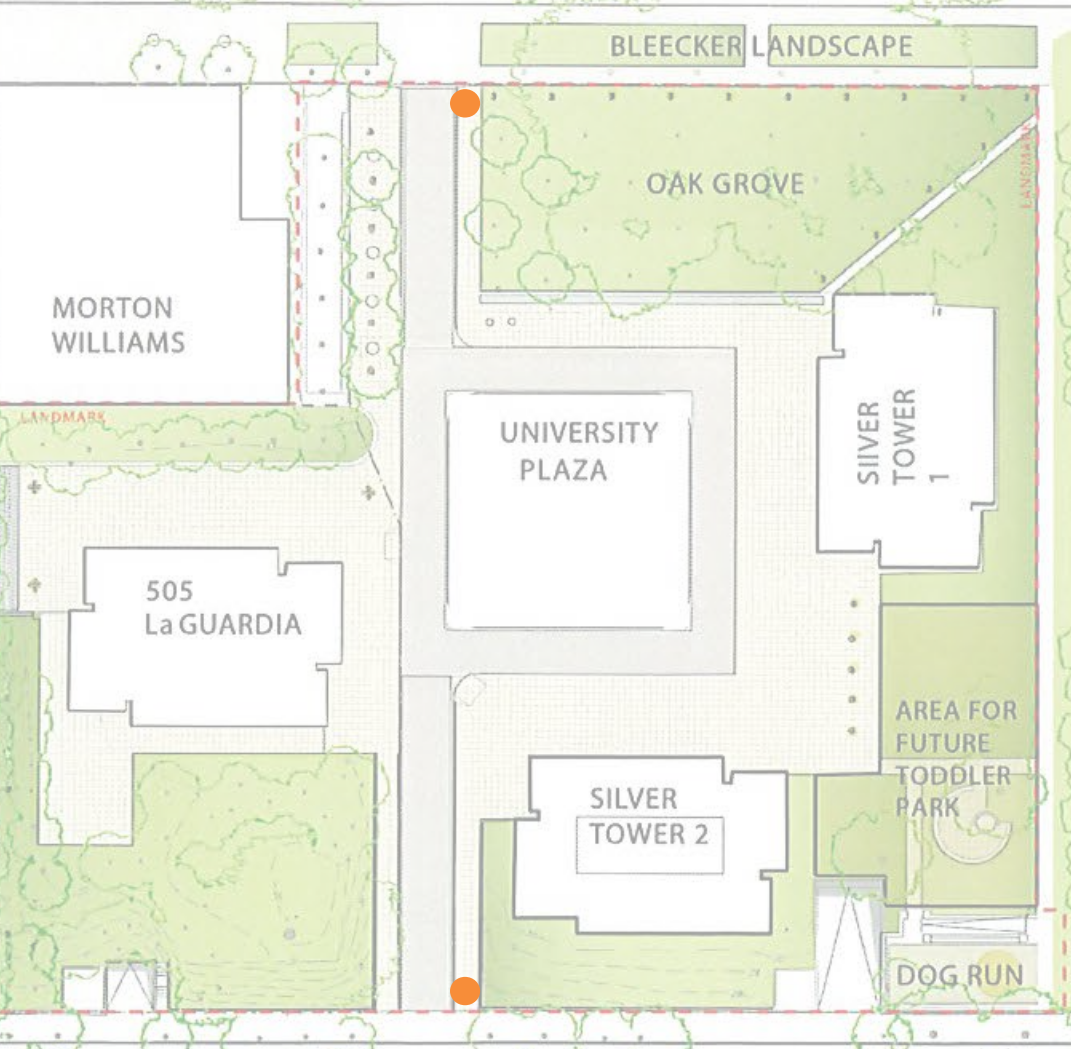


E: BELOW GRADE FOOTINGS TO BE ANCHORED INTO GROUND. THE DIMENSIONS OF THE SIGN FOOTINGS WILL BE PER THE SIGN MANUFACTURER'S SPECIFICATIONS AND SHOP DRAWINGS, TO BE REVIEWED AND CONFIRMED BY NYU AND GENSLER PRIOR TO CONSTRUCTION.

D: EXCAVATED AREAS IN HARD SCAPE TO MATCH EXISTING PAVEMENT. SIGNAGE INSTALLED INTO LANDSCAPE MOW BAND FILLED WITH PEBBLES (AS SHOWN REVIEW) TO MATCH CONCRETE USED ON SIGN.

Taxi Call Light - Refurbishment

● **SIGNS FOR REFURBISHMENT**



F: REPLACEMENT PANEL MATCHING EXISTING MATERIALITY AND FONT. POWER TO BE CONFIRMED. RENOVATION TO LIGHTING IF POWER IS STILL CONNECTED.

G: REPAIR TO SIGN STRUCTURE TO MATCH ORIGINAL MATERIALITY.



Silver Towers: Sign Layouts

History Sign - Layouts

BUST OF SYLVETTE

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PABLO PICASSO WITH CARL NESJAR
1968

A FEW THINGS TO KNOW:

- This monumental sculpture was commissioned by NYU in 1967 and fabricated by Norwegian artist Carl Nesjar in collaboration with Pablo Picasso who, in 1964, had created a two-foot high version in folded metal.
- Picasso's original sculpture is part of a large series based on Lydia Sylvette David, a Frenchwoman the artist met in 1953 in the South of France.
- Nesjar employed the betogrove technique of sandblasting concrete to create the different textures of the 36-foot tall, 60-ton sculpture, which received an award from the New York State Council on the Arts in 1969.
- Part of the New York University Art Collection, the sculpture was funded by Mr. and Mrs. Allan D. Emil, who remarked at the dedication: "Picasso is one of the most important artists of our time, and New York should have a major example of his work in this medium. I can't think of a better location for it than New York University, where it can serve education, art, and the public at large."

NO DOGS ALLOWED



- Curb your dog at the street; please clean up after your dog and properly dispense of waste.
- Loitering, skateboarding, and ball playing are not allowed.
- Trash receptacles have been provided for your convenience; please keep the area clean.

Concern for unsafe or inappropriate use of this area may be reported to the Client Services Center at (212) 998-1001; emergencies should be reported to 911 and NYU's Department of Public Safety at (212) 992-2222. For updates and information about NYU Office of Faculty Housing open space policies, please visit www.nyu.edu/faculty-housing.

UNIVERSITY VILLAGE

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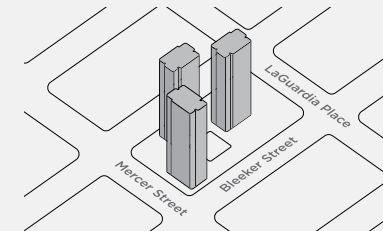
"SILVER TOWERS"

DESIGNED IN 1967 BY I.M. PEI &
ASSOCIATES, WITH JAMES INGO
FREED AS LEAD DESIGNER

CONSIDERED ONE OF THE FINEST
EXAMPLES OF A MID-20TH CENTURY
RESIDENTIAL COMPLEX IN NYC

A FEW THINGS TO KNOW:

- The complex includes three identical freestanding 30-story towers. The towers are positioned in a "pinwheel" configuration around a central lawn. They were deliberately positioned in an asymmetrical manner to maximize views.



- Each floor has four or eight deeply recessed horizontal window bays, as well as a 22-foot-wide sheer concrete wall. Together, these elements create strong contrasts of light and shadow.
- University Village was a critical success when complete and early on received awards from the American Institute of Architects, the City Club of New York, and the Concrete Industry Board of New York because of its inventive use of poured concrete.
- Both Pei and Freed received significant recognition for their contributions to this project. When Pei received the Pritzker Architecture Prize in 1983, University Village was cited as one of his most notable works.
- University Village was designated a New York City Landmark in 2008.

PLEASE KEEP DOGS ON LEASH



Destination Sign - Layouts

SILVER TOWERS

DOGS ARE NOT PERMITTED ON OUR GRASS AREAS



PLEASE KEEP DOGS ON LEASH

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DOG RUN

OPEN ALL HOURS

MERCER-HOUSTON DOG RUN
ACCESS IS LIMITED TO MEMBERS ONLY



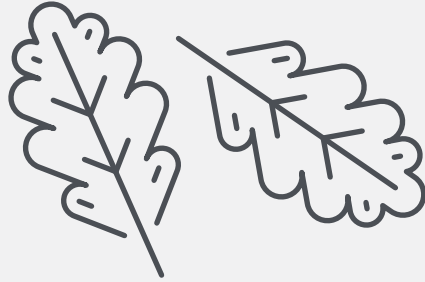
A FEW THINGS TO KNOW:

- For more information and to apply for membership visit: www.mercerhoustondogrun.org.
- For Faculty Housing resident reimbursement, please visit the management office at 2 Washington Square Village.
- Please help keep the dog run clean and enjoyable for others. Clean up after your dog and properly dispose of waste.
- Trash receptacles have been provided for your convenience; please keep the area clean.
- Smoking and alcohol consumption are prohibited.

Concern for unsafe or inappropriate use of this area may be reported to the Client Services Center at (212) 998-1001; emergencies should be reported to 911 and NYU's Department of Public Safety at (212) 992-2222. For updates and information about NYU Office of Faculty Housing open space policies, please visit www.nyu.edu/faculty-housing.

OAK GROVE


FEATURING FOUR SPECIES OF OAK TREES NATIVE TO MANHATTAN — NORTHERN RED OAK, PIN OAK, WILLOW OAK, AND SWAMP WHITE OAK



A FEW THINGS TO KNOW:

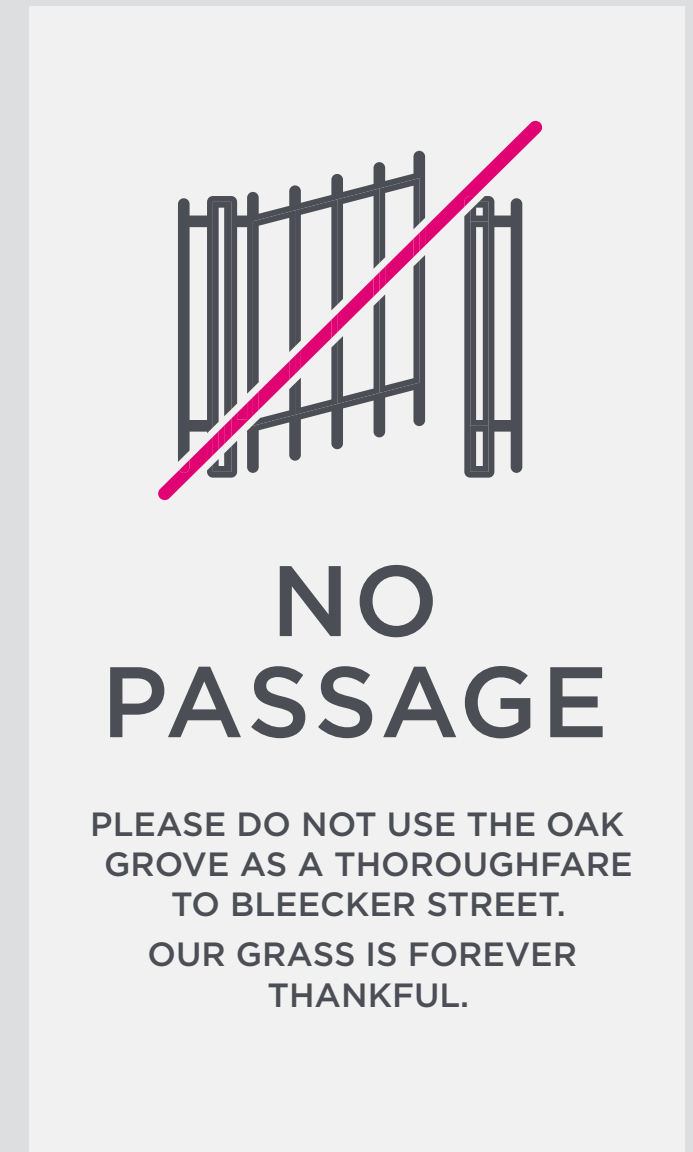
- Dogs are not permitted on our grass areas. The Mercer-Houston Dog Run provides a dog-friendly space, see mercerhoustondogrun.org for information. For NYU Faculty Housing resident reimbursement please visit management office at 2 Washington Square Village.
- Trash receptacles have been provided for your convenience; please keep the area clean.
- Please do not use the Oak Grove as a thoroughfare to Bleecker Street. Our grass is forever thankful.
- Smoking and alcohol consumption are prohibited.

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Policy Sign - Layouts



Thank You