

838 GREENWICH STREET, MANHATTAN
PROPOSED PAINTED WALL SIGN MASTER PLAN



ARCHITECT

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OWNER

838 GREENWICH STREET CORP.
838 GREENWICH STREET
NEW YORK, NY 10014

CLIENT

OVERALL MURALS
874 KENT AVENUE
BROOKLYN, NY 11206

CONSULTANTS

PRESERVATION CONSULTANT
JACQUELINE PEU-DUVALLO
HISTORIC PRESERVATION
CONSULTING, LLC
40 EAST 80TH STREET, SUITE 5D
NEW YORK, NY 10128

KEY PLAN



NO.	SUBMISSIONS/ REVISIONS	DATE
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PROJECT:

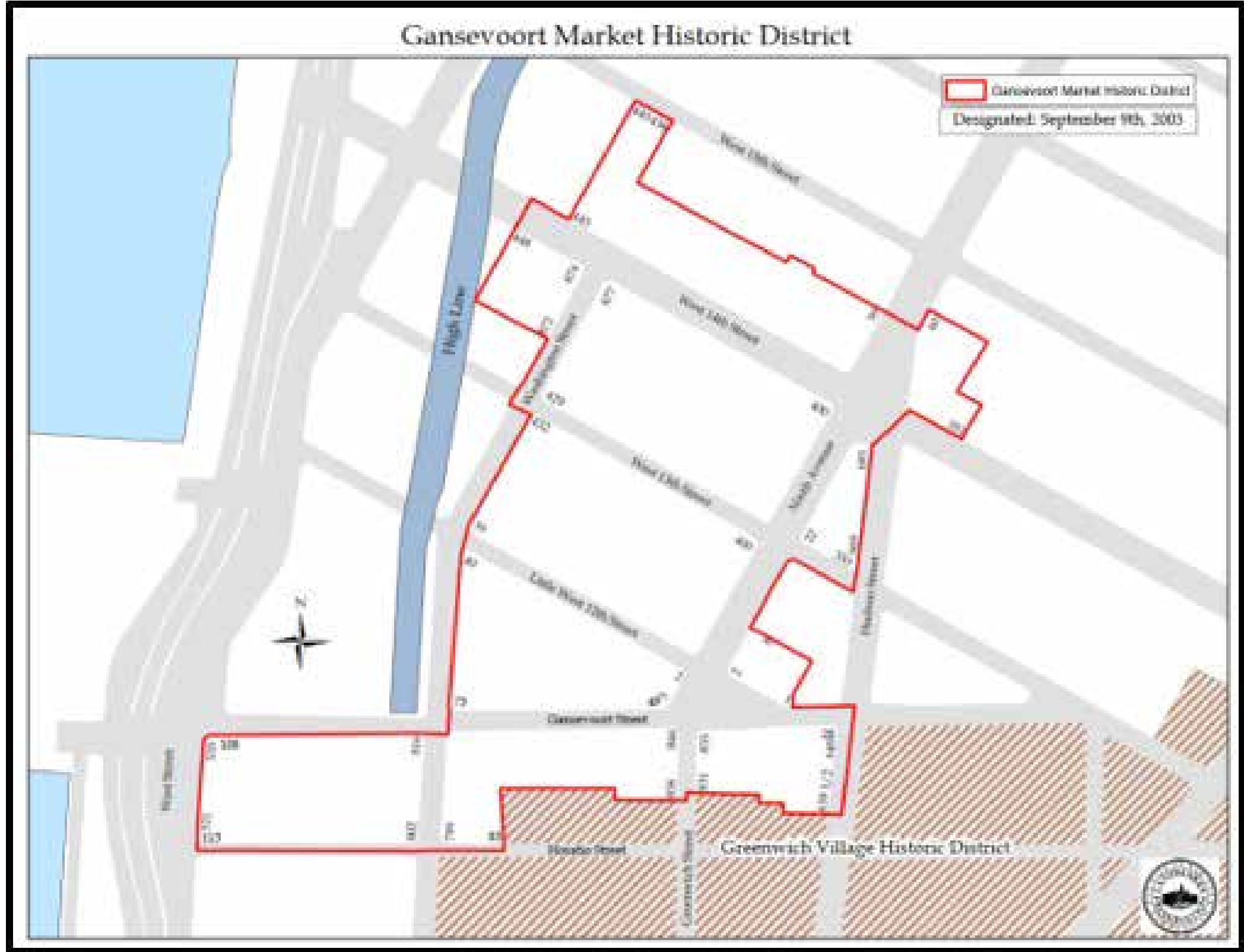
PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

DATE:	04.23.2018
PROJECT NO:	1803G
SCALE:	AS NOTED
DRAWING BY:	EA
CHECKED BY:	AA
DWG NO:	
DWG COUNT:	1 OF 14

838 GREENWICH STREET, MANHATTAN

EXISTING CONDITION



VIEWED FROM NINTH AVENUE, LOOKING SOUTHWEST

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DWG COUNT:	2 OF 14

838 GREENWICH STREET, MANHATTAN

EXISTING CONDITION



838 GREENWICH LOT LINE WALL VIEWED FROM ACROSS THE STREET ON GANSEVOORT



838 GREENWICH LOT LINE WALL VIEWED FROM THE WEST, MID-BLOCK ON GANSEVOORT

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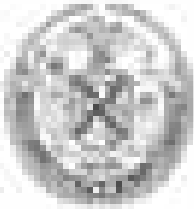
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DATE:	04.23.2018
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SCALE:	AS NOTED
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DWG No:	
DWG COUNT:	3 OF 14

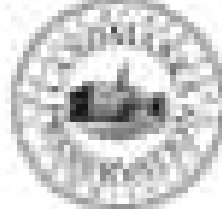
838 GREENWICH STREET, MANHATTAN
PREVIOUS PAINTED WALL SIGN APPROVAL



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION

1 CENTRE STREET 6TH FLOOR NORTH NEW YORK NY 10007

TEL: 212 669-7700 FAX: 212 669-7700



PERMIT

CERTIFICATE OF APPROPRIATENESS

ISSUE DATE:	EXPIRATION DATE:	DOCKET #:	COFA
03-07-06	1-7-2012	LPC-06-0347	COFA-06-0390
ADDRESS:		BOROUGH:	BLOCK/LOT:
838 GREENWICH STREET		Manhattan	643 / 37
Gansevoort Market Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

Laura Sanger

838 Greenwich Street Corp.

838 Greenwich Street

New York, NY 10014

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of March 7, 2006, following the Public Hearing of the same date, voted to approve a proposal for work at the subject premises, as put forward in your application completed February 9, 2005. This approval will expire March 7, 2010.

The proposed work, as approved, consists of installing a new painted wall sign, as shown in drawings S-1, S-2, and S-3 dated October 26, 2005, drawings S-4 and S-5 dated January 13, 2006 and prepared by John Helton, R.A., photographs, and a photo-montage, all submitted as components of the application, and presented at the Public Meeting and Public Hearing.

In reviewing this proposal, the Commission noted that the Gansevoort Market Historic District Designation Report describes 838 Greenwich as a five-story building originally built in 1872-73, and altered in 1890 as an apartment building by Seymour Chapiro, and that in terms of its scale and materials, it contributes to the special architectural and historic character for which the Gansevoort Market Historic District was designated.

With regard to this proposal, the Commission found that painted wall signs are in keeping with the industrial and commercial character of the Gansevoort Market Historic District; that the placement of the proposed painted wall sign on the plain brick secondary facade will not obscure or cause damage to any significant



PAINTED WALL SIGN APPROVED IN 2006

DOB B-SCANN STICKER

DOB APPROVAL STAMP

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PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

SEAL & SIGNATURE:	DATE: 04.23.2018
	PROJECT No: 1803G
	SCALE: AS NOTED
	DRAWING BY: EA
	CHECKED BY: AA
	DWG No:
	DWG COUNT: 4 OF 14

838 GREENWICH STREET, MANHATTAN

HISTORIC CONTEXT



838 GREENWICH STREET, 1940 P.L. SPERR.
(NEW YORK PUBLIC LIBRARY)



NINTH AVENUE BEETWEN GANSEVOORT STREET AND LITTLE WEST 12TH STREET, JUST NORTH OF 838 GREENWICH STREET, 1933 P.L. SPERR.
(NEW YORK PUBLIC LIBRARY)



1980'S TAX PHOTO
(MUNICIPAL ARCHIVE)



DESIGNATION PHOTO, 2003
(LPC)



DESIGNATION PHOTO, 2003
(LPC)

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NO. SUBMISSIONS/ REVISIONS DATE

PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

SEAL & SIGNATURE:

DATE: 04.23.2018
PROJECT No: 1803G
SCALE: AS NOTED
DRAWING BY: EA
CHECKED BY: AA
DWG No:
DWG COUNT: 5 OF 14

838 GREENWICH STREET, MANHATTAN

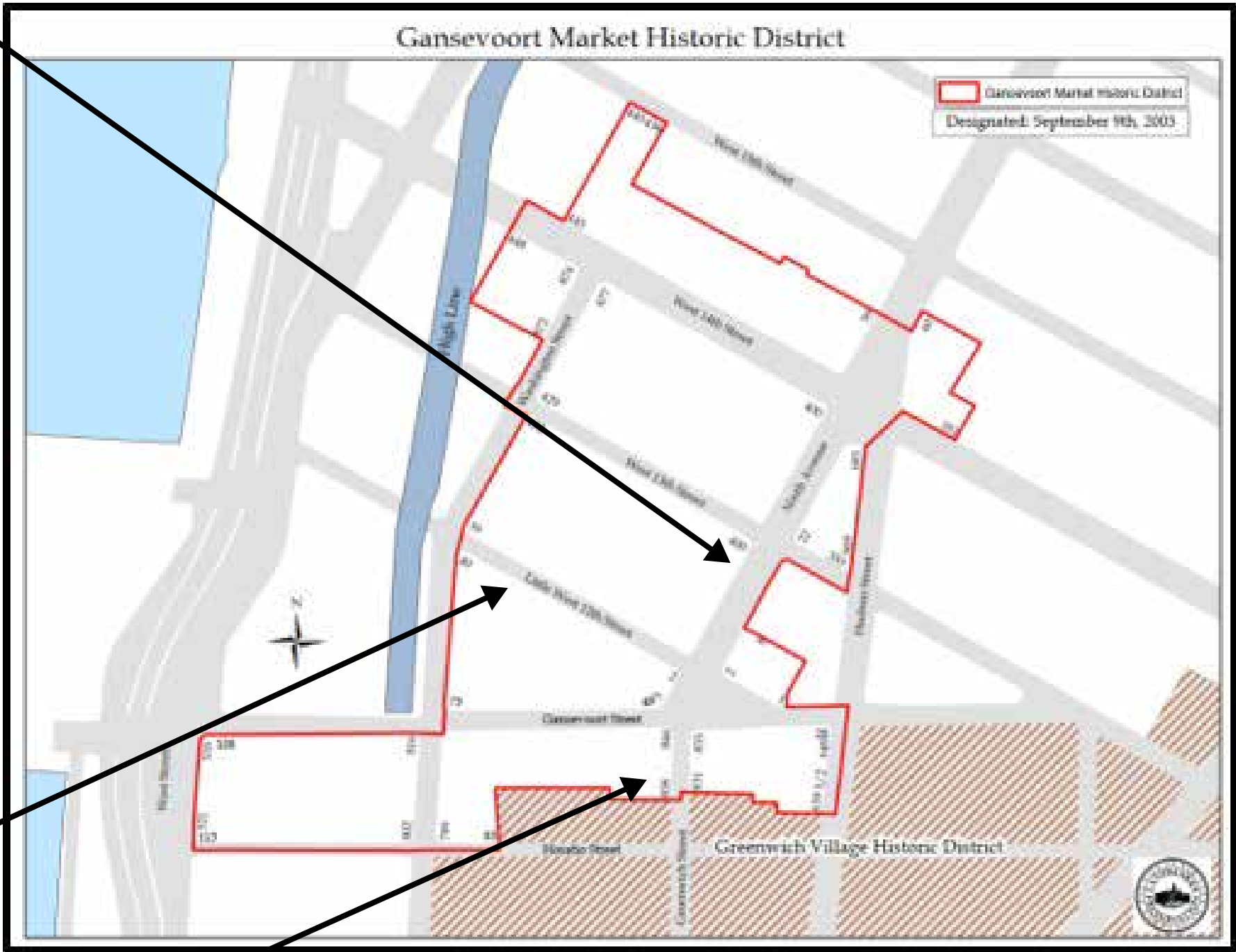
PAINTED WALL SIGNS APPROVED IN THE SAME HISTORIC DISTRICT



27 NINTH AVENUE



22 LITTLE WEST 12TH STREET



838 GREENWICH STREET

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PROJECT:

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DRAWING NAME:

DATE:	04.23.2018
PROJECT NO:	1803G
SCALE:	AS NOTED
DRAWING BY:	EA
CHECKED BY:	AA
DWG NO:	
DWG COUNT:	6 OF 14

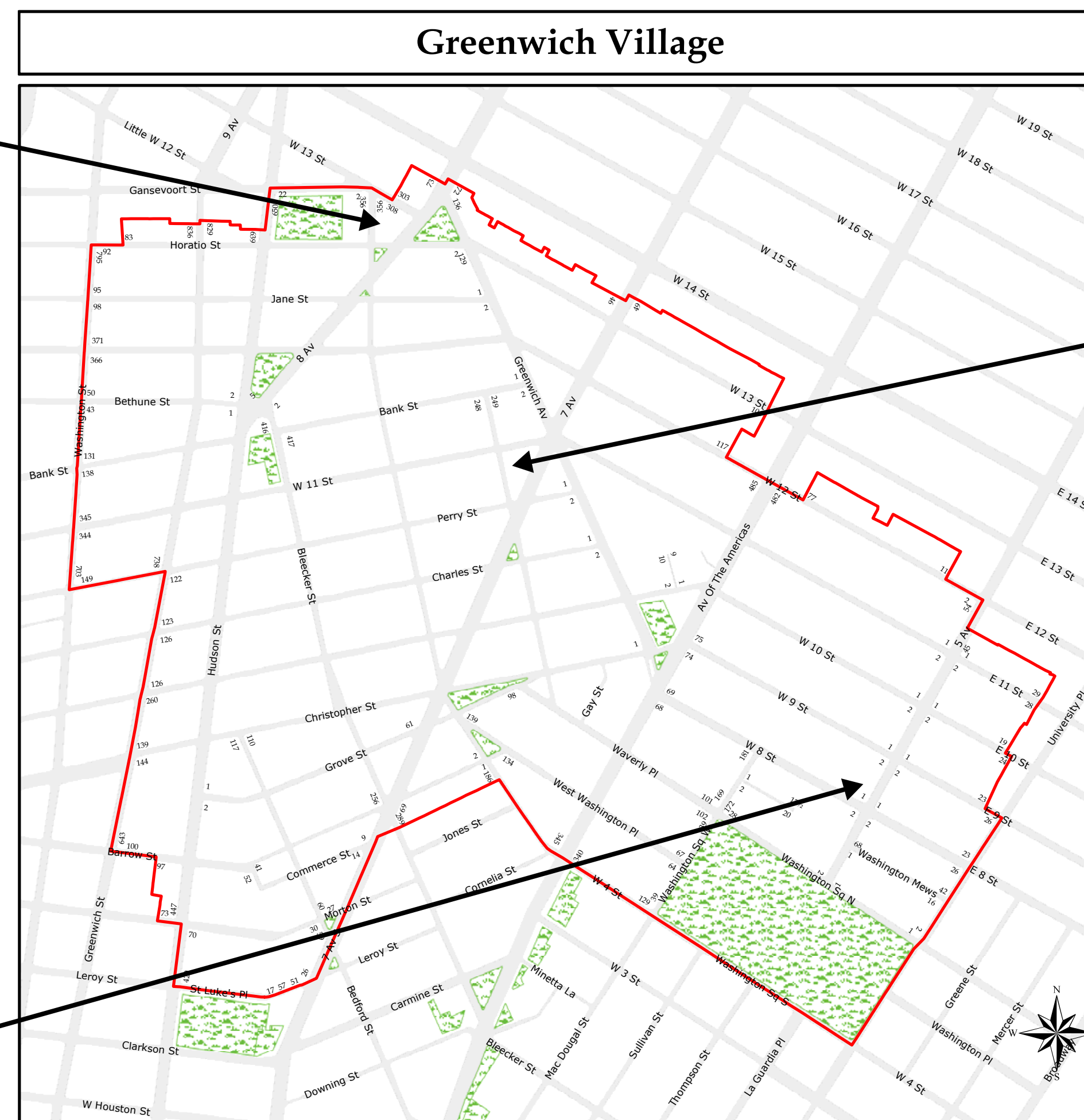
838 GREENWICH STREET, MANHATTAN
PAINTED WALL SIGNS APPROVED IN A NEAR-BY HISTORIC DISTRICT



1 HORATIO STRETT



5 WEST 8TH STREET



208 WEST 11TH STREET



NO.	SUBMISSIONS/ REVISIONS	DATE
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PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

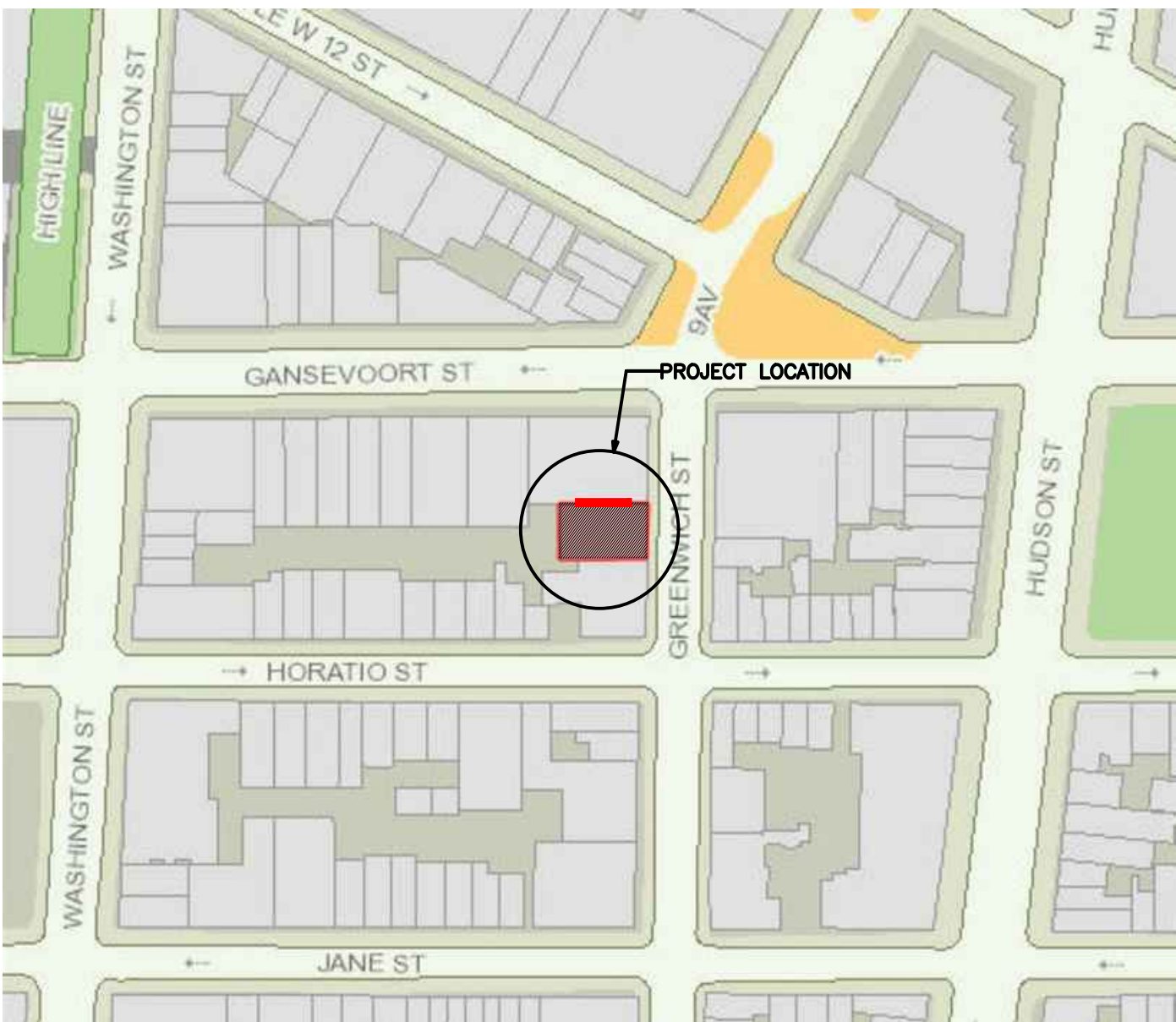
SEAL & SIGNATURE:	DATE:	04.23.2018
	PROJECT No:	1803G
	SCALE:	AS NOTED
	DRAWING BY:	EA
	CHECKED BY:	AA
	DWG No:	
DWG COUNT:		7 OF 14

PAINTED SIGNAGE INSTALLATION

838 GREENWICH STREET, NEW YORK, NY 10014

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: 838 GREENWICH STREET
NEW YORK, NY 10014

BLOCK NO: 643
LOT NO: 57
LOT FRONTAGE: 44'

OWNER: 838 GREENWICH STREET CORP.

ZONING INFORMATION:

ZONING MAP: 8 B
ZONING: R6 M1-5

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

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

ARCHITECTURAL

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

SIGN COMPLIANCE REQUIREMENTS		
BASIC SIGN REGULATIONS FOR COMMERCIAL AND MANUFACTURING DISTRICTS		
M1		
PERMITTED TYPES:	ADVERTISING AND ACCESSORY	✓
PERMITTED SIZE:	(6) TIMES FRONTAGE (44')	✓
6 X 44' = 264 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: 1952 SF
ALLOWABLE SIGN SIZE: 6 X 44' = 264 SF
PROPOSED PAINTED SIGNAGE: 230 SF
230 < 264 ...O.K.
ALLOWABLE MAX. HEIGHT: 75'
61' < 75' ...O.K.

DOB B-SIGN STICKER

DOB APPROVAL STAMP

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KEY PLAN



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PROJECT:

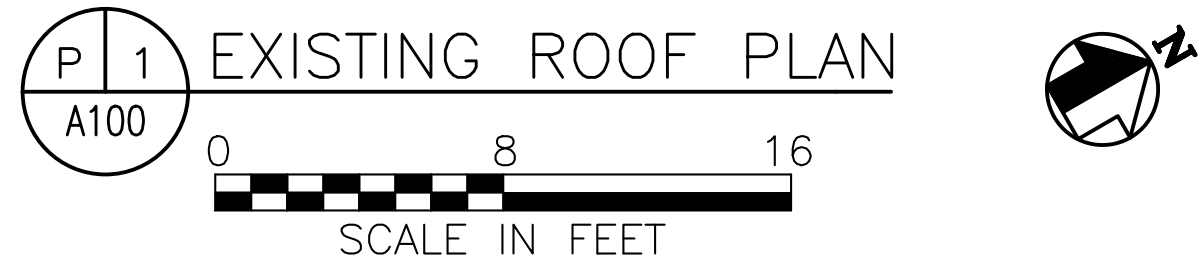
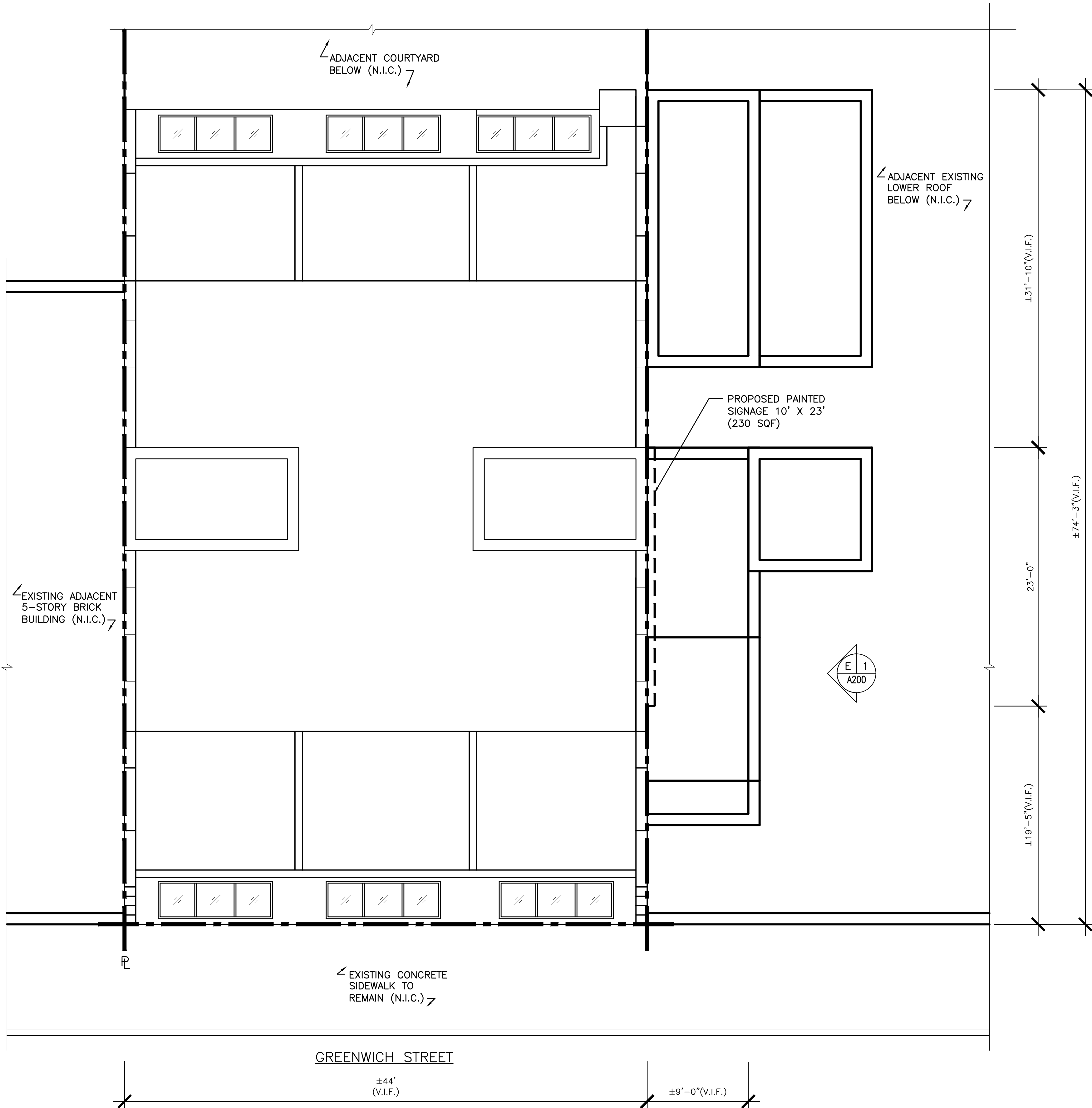
PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

TITLE SHEET

SEAL & SIGNATURE:

DATE:	04.23.2018
PROJECT NO:	1803G
SCALE:	AS NOTED
DRAWING BY:	EA
CHECKED BY:	AA
DWG NO:	T-000.00
DWG COUNT:	8 OF 14



DOB B-SCANN STOKER:

DOB APPROVAL STAMP:

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KEY PLAN



NO.	SUBMISSIONS/	REVISIONS	DATE
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PROJECT:

PAINTED SIGNAGE INSTALLATION

DRAWING NAME:

ROOF PLAN

SEAL & SIGNATURE:	DATE: 04.23.2018
	PROJECT No: 1803G
	SCALE: AS NOTED
	DRAWING BY: EA
	CHECKED BY: AA
	DWG No: A-100.00
	DWG COUNT: 9 OF 14

838 GREENWICH STREET, MANHATTAN

PROPOSED MASTER PLAN CRITERIA



PROPOSED PAINTED WALL SIGN SAMPLE

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: 1,951.9
- Square feet of proposed sign: 230
- Distance from Front Façade: 19’3”

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).

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838 GREENWICH STREET, MANHATTAN
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