

February 27, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 8, LPC-22-07889

459 West Broadway – SoHo-Cast Iron Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 827 9697 0950

Passcode: 116544

By Phone: 1 646-558-8656 US (New
York) 877-853-5257 (Toll free) US
888 475 4499 (Toll free)

Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

459 WEST BROADWAY, MANHATTAN

PROPOSED PAINTED WALL SIGN MASTER PLAN



SoHo-Cast Iron Historic District Map. (NYC LPC)



459 West Broadway, existing painted wall sign.

459 WEST BROADWAY: HISTORIC & CURRENT CONDITION PHOTOS



1940's tax photo (NYC Municipal Archive)

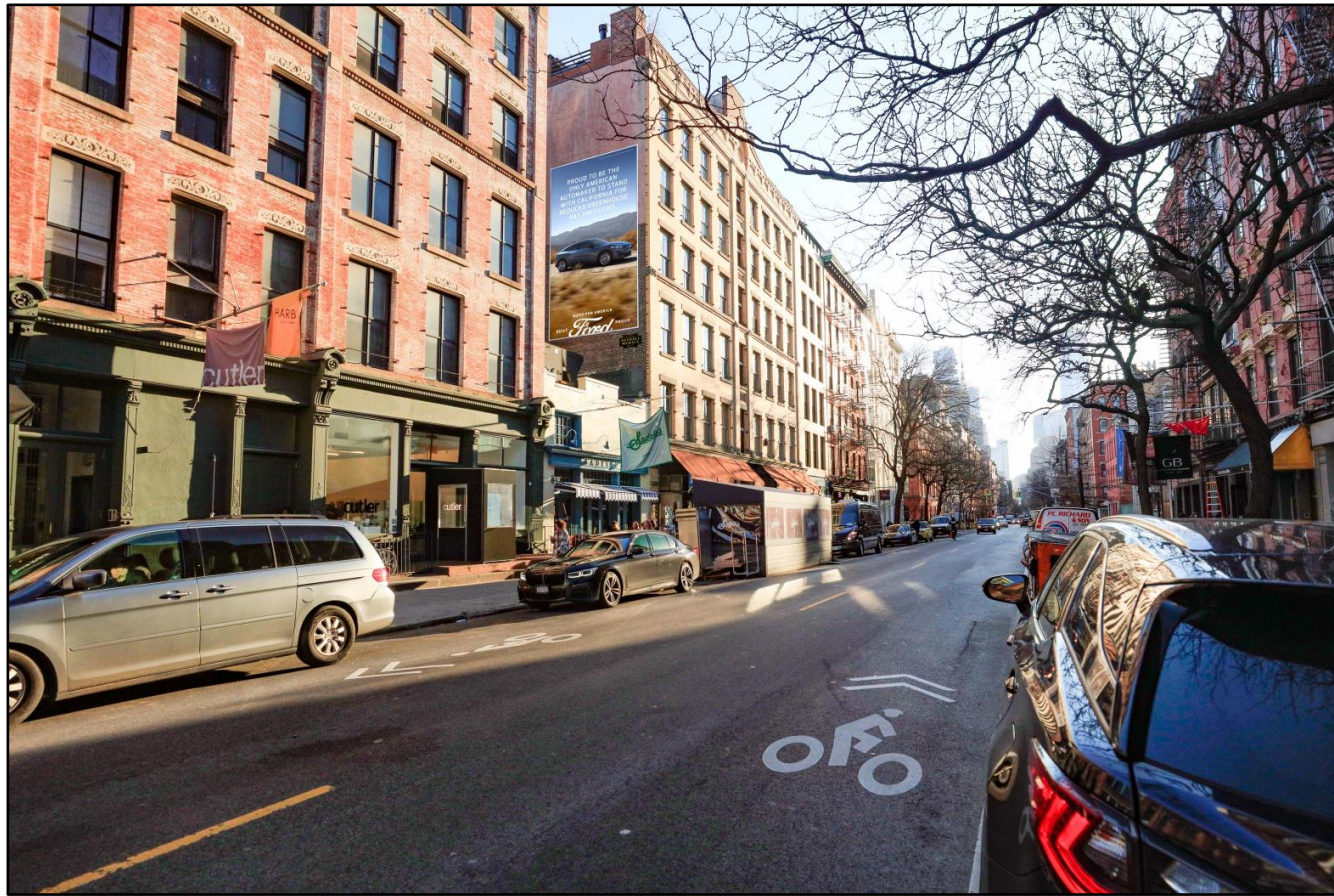


1973 designation photo (NYC LPC)

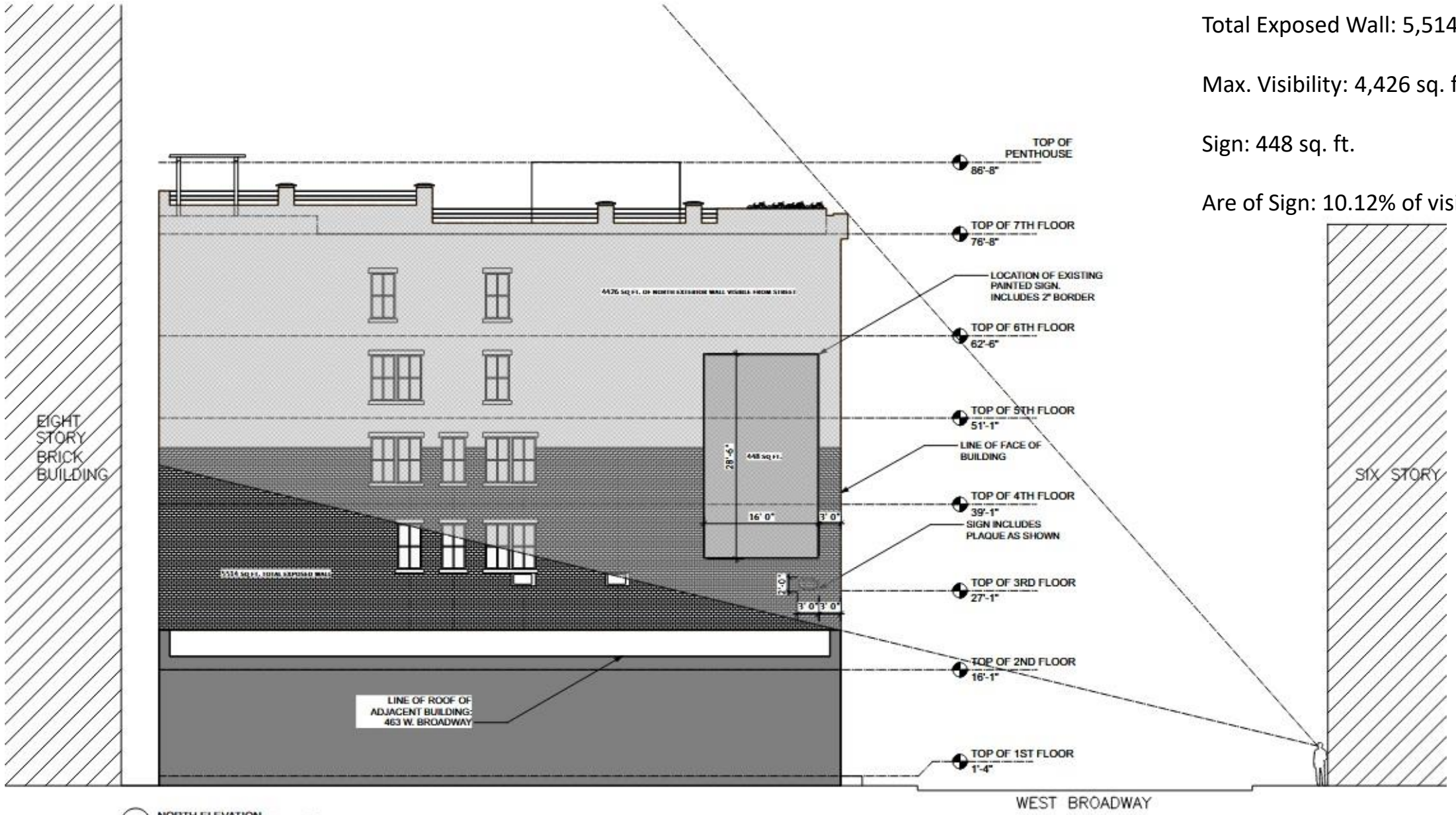


Current Condition

459 WEST BROADWAY: PROPOSED MASTER PLAN CRITERIA & DETAILS



- 3” standard black or white border;
- (contrasting sign content) within approved sign square footage and location on façade;
- No regulation of content within the designated sign space, as recommended by staff at public hearing;
- Term of the master plan permit shall be 10 years;
- Square Feet of exposed lot line wall: Approx. 4,426 sq ft
- Square Feet of the sign: Approx. 448 sq ft
- Sign Area: Approx. 10.12%



Total Exposed Wall: 5,514 sq. ft.

Max. Visibility: 4,426 sq. ft.

Sign: 448 sq. ft.

Are of Sign: 10.12% of visible wall

459 WEST BROADWAY: PAINTED WALL SIGN SAMPLE



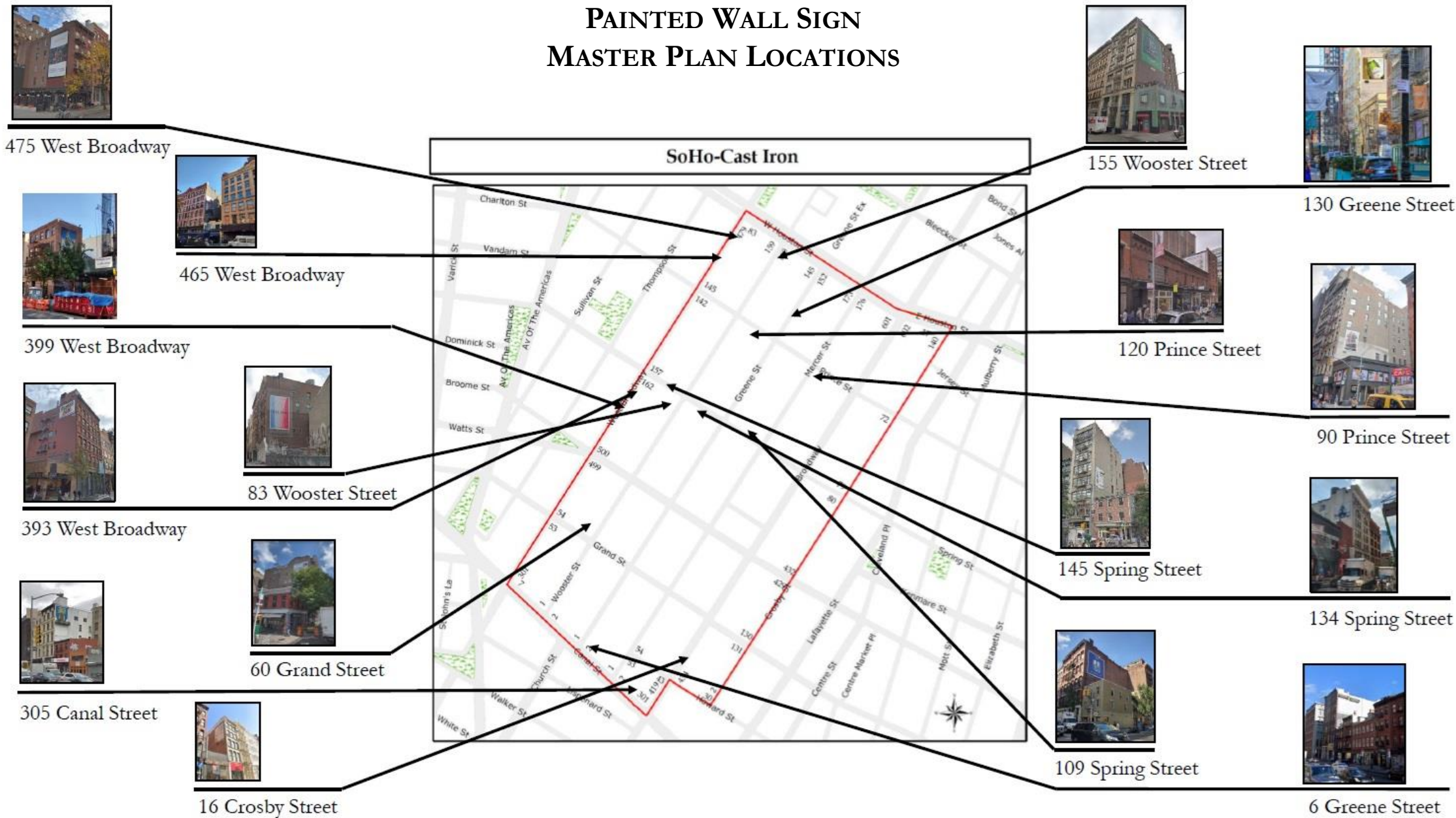
459 WEST BROADWAY: PAINTED WALL SIGN SAMPLE



459 WEST BROADWAY: PAINTED WALL SIGN SAMPLE



PAINTED WALL SIGN MASTER PLAN LOCATIONS



NEAR-BY PAINTED WALL SIGNS



159 Prince Street

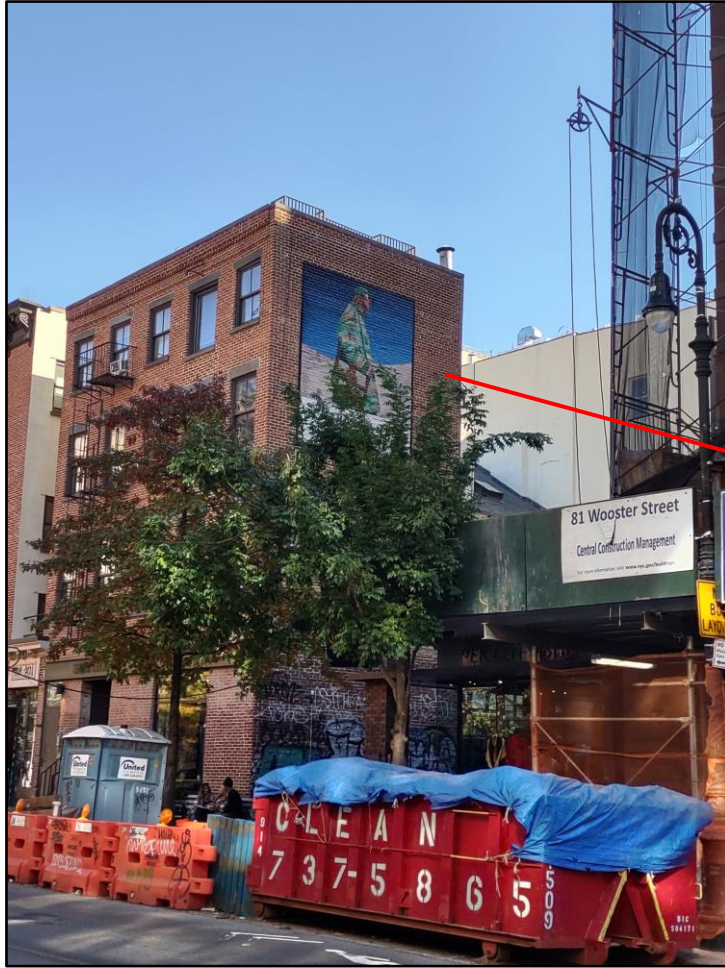


450 West Broadway



175 Spring Street

PAINTED WALL SIGNS ON WEST BROADWAY



399 West Broadway

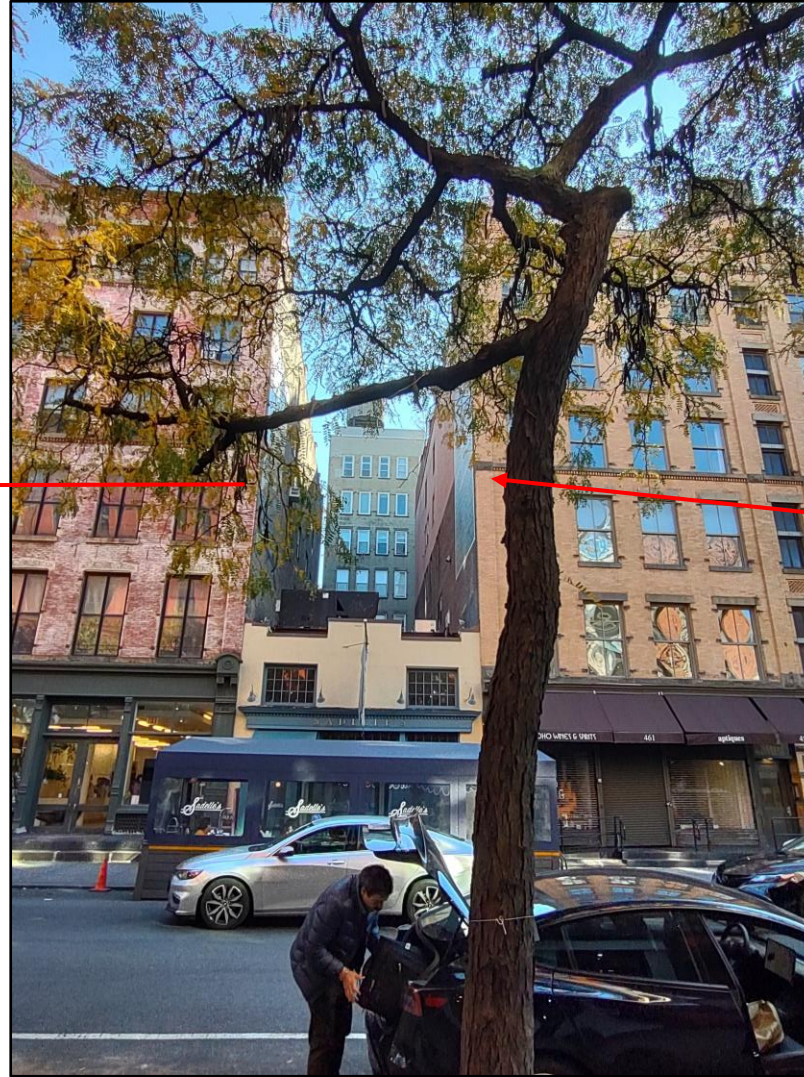


393 West Broadway

PAINTED WALL SIGNS ON WEST BROADWAY



465 West Broadway



459 West Broadway

459 WEST BROADWAY: PAINTED WALL SIGN SAMPLE



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