



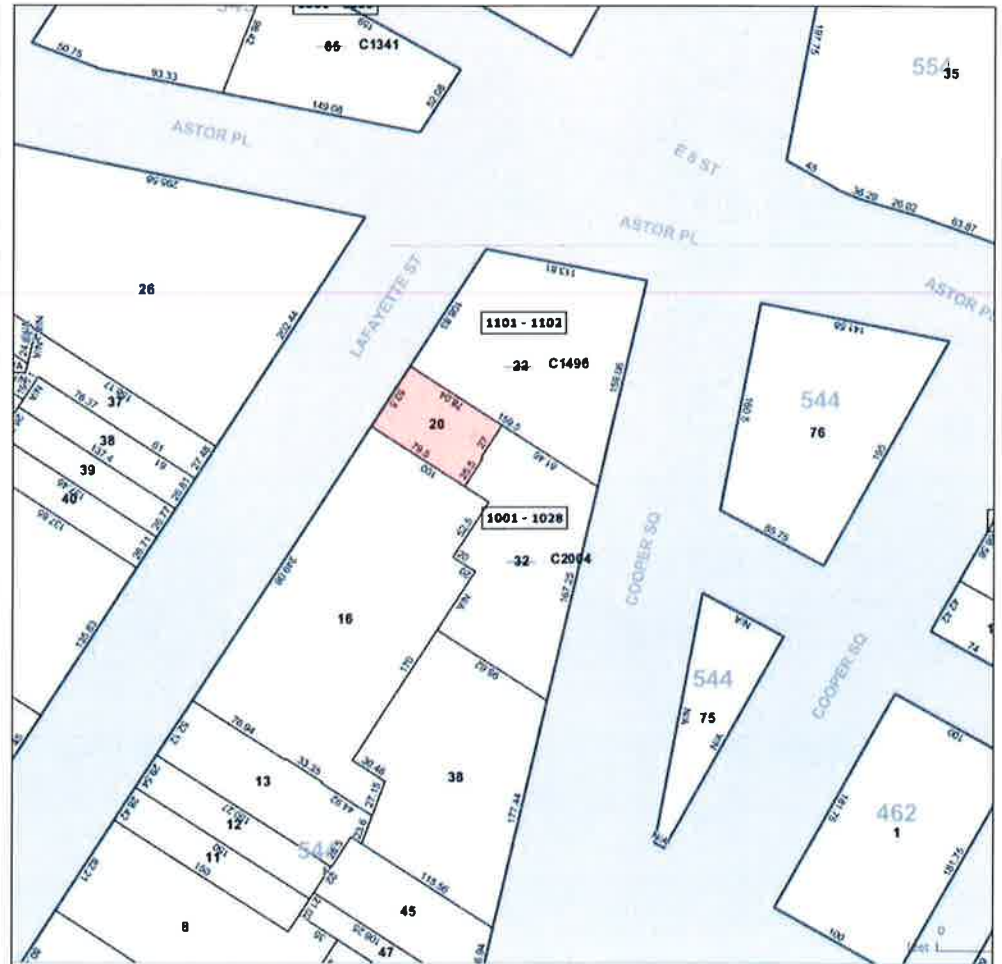
**ZONING MAP**



# 439 Lafayette Street

Block: 544 Lot :20

## Master Plan - Painted Sign Application



**SITE PLAN**





CURRENT CONDITION 2013

## SIGN SPACE COMPONENTS:

20' H by 15'9" W  
315 sq ft = 5% of Total Facade  
(6,256)

Setbacks from primary facade and  
roof line of over 5'

Conforms to modern zoning  
restrictions

Does not encompass and architec-  
tural features

Comprehensive Master Plan criteria  
to allow for copy changes



439 LAFAYETTE  
SCALE: 1/16" = 1'-0"



1984 Tax Lot Photo



# HISTORIC HANDPAINTED SIGNS, ASTOR PLACE



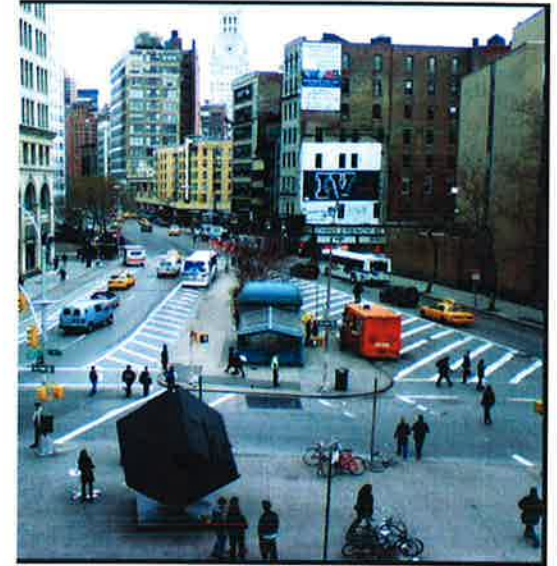


# HISTORIC HANDPAINTED SIGNS, ASTOR PLACE



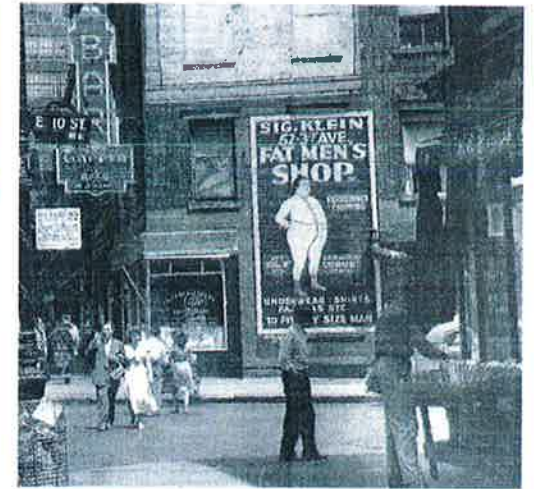


# HISTORIC HANDPAINTED SIGNS, ASTOR PLACE





# HISTORIC HANDPAINTED SIGNS, SURROUNDING AREA



# Proposed Master Plan to Allow Changes to Content of Painted Advertising Sign

Secondary Facade of 439 Lafayette Street (facing North)

Sign Space conforms to both current zoning regulations and LPC's previous approvals with regards to size and placement

**Background** of sign shall consist of a solid color with no shading or blending

Sign space shall contain a **black or white border** to distinguish itself from the the surround facade

Clear Coverage Standards for **Photorealistic** and **Graphic** Images

**Photorealism:** reproduction of an image utilizing shading to achieve a photographic quality painting

- Black and White photorealistic images not to exceed 60% of sign space (including text)
- Color photorealistic images not to exceed 40% of the sign space (including text)

**Graphic:** Any number of painted colors that are clearly separated with no blending or shading between them

- Graphic images with 5 or more colors not to exceed 40% of sign space (including text)
- Graphic images with less than 5 colors not to exceed 60% of sign space (including text)

The term of the master plan permit to allow content changes at staff level shall be for **3 years**

Criteria is consistent with prior approved master plans



# Photorealism vs. Graphic Images



**Photorealism:** technique using blending between color tones to create a photographic quality.



**Graphic:** distinct separations between colors to create a graphic quality.



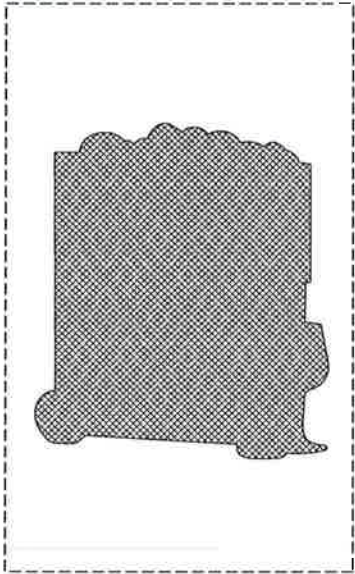
439 Lafayette Street



59 4th Avenue



# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN



Color  
Photorealism  
40% Coverage

COVERAGE IS 40%



IMAGE COVERAGE IS 38%



TEXT COVERAGE IS 2%



# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN



TEXT COVERAGE IS 1%

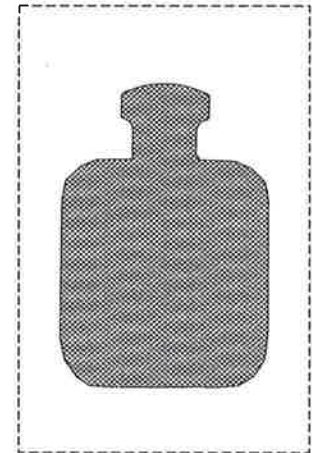
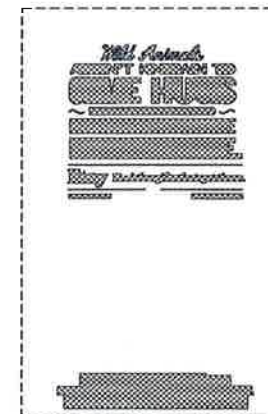
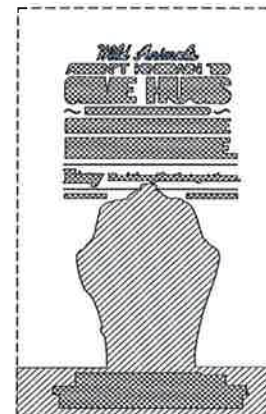


IMAGE COVERAGE IS 36%



TEXT COVERAGE IS 19%

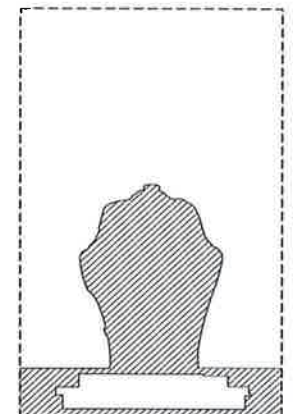


IMAGE COVERAGE IS 21%



# APPROVED AND PAINTED SIGNS UNDER PROPOSED PLAN

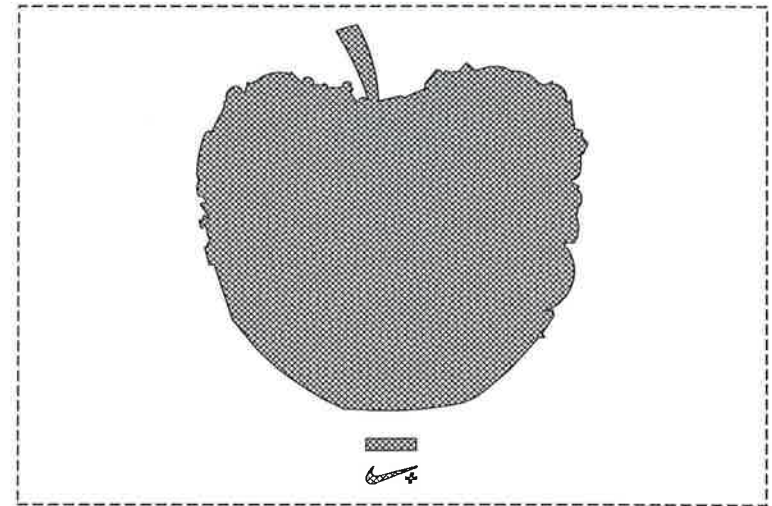
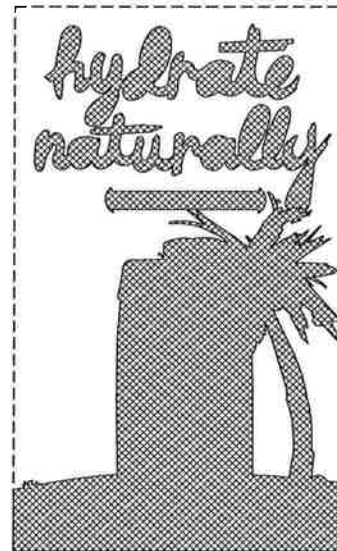


IMAGE COVERAGE IS 29%



COVERAGE IS 48%

Graphic  
Content  
60% Coverage





DESIGNATION PHOTO 1999



MOCKUP OF FUTURE SIGN SPACE 2013