

PERKINS EASTMAN

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Northwell Greenwich Village Hospital Rebranding

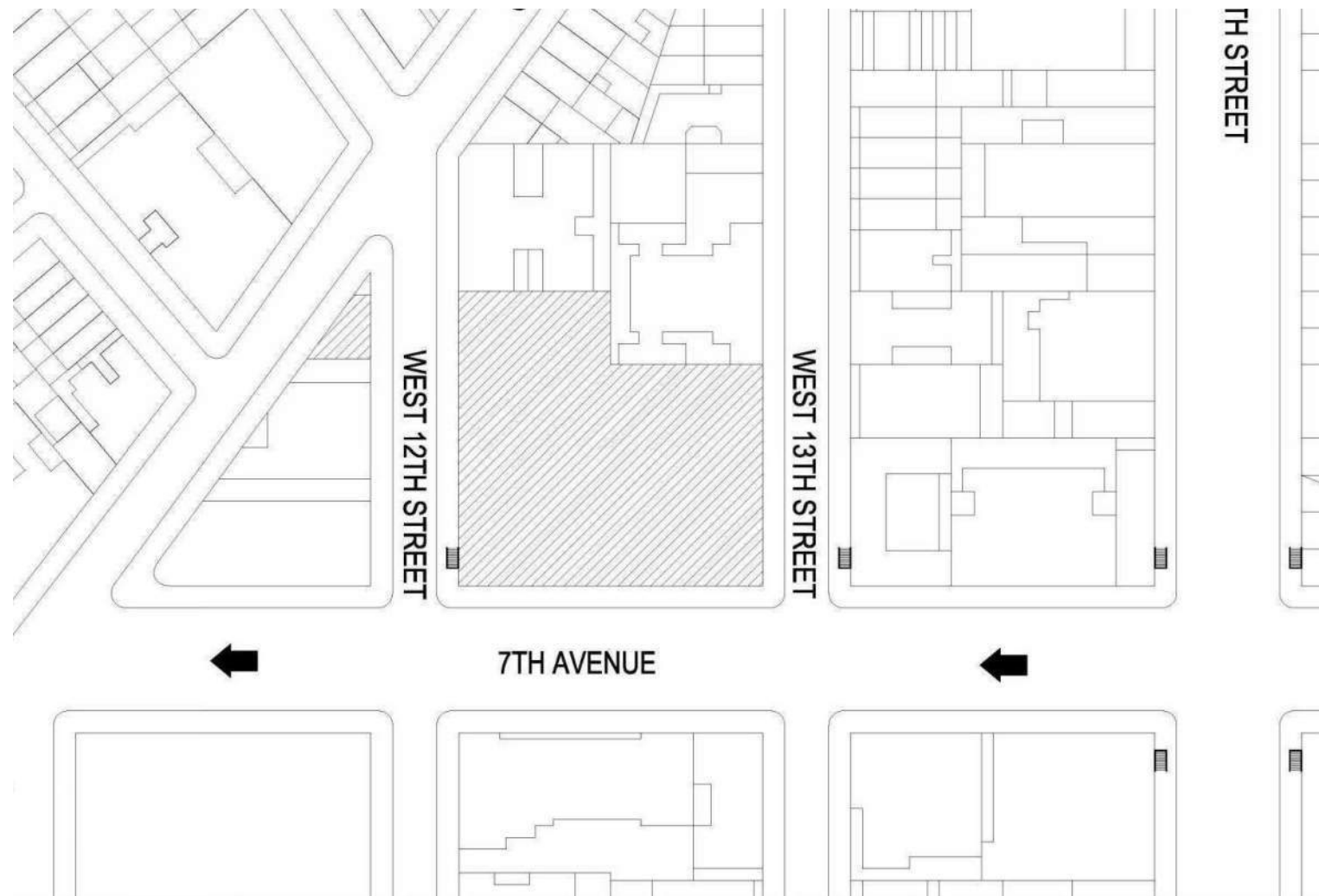
20-40 7th Avenue, New York, NY 10011

PROPOSED MONUMENT SIGN REPLACEMENT

PROJECT No. 0105170.0.0

MAY 06, 2025

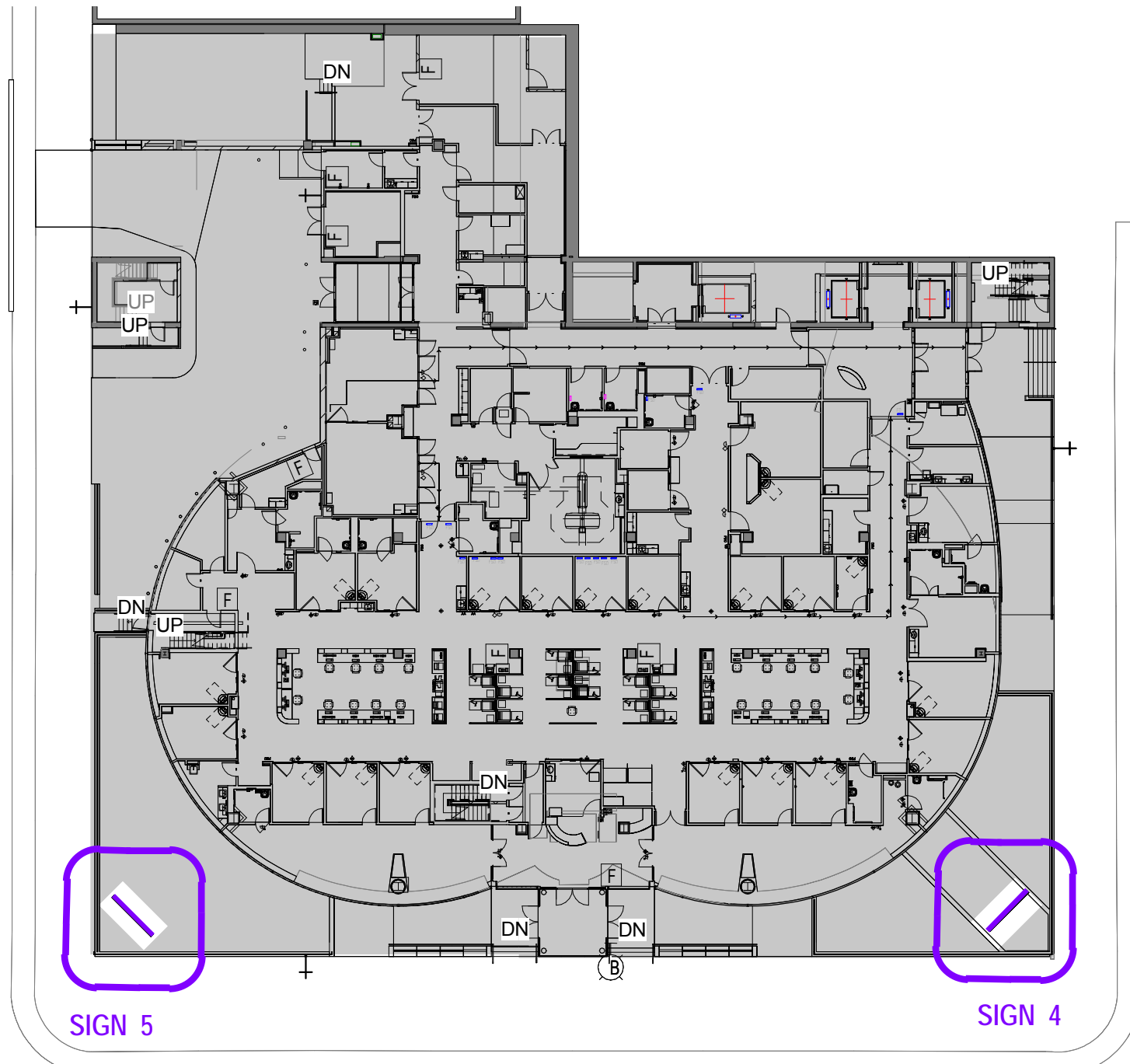




SITE PLAN

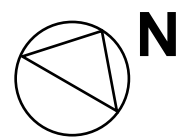


13TH STREET EXISTING MONUMENT SIGNAGE_ENLARGED VIEW



12TH STREET MONUMENT SIGN

13TH STREET MONUMENT SIGN



EXISTING MONUMENT AT 12TH STREET CORNER



EXISTING MONUMENT AT 13TH STREET CORNER

LOCATION OF MONUMENT SIGNS



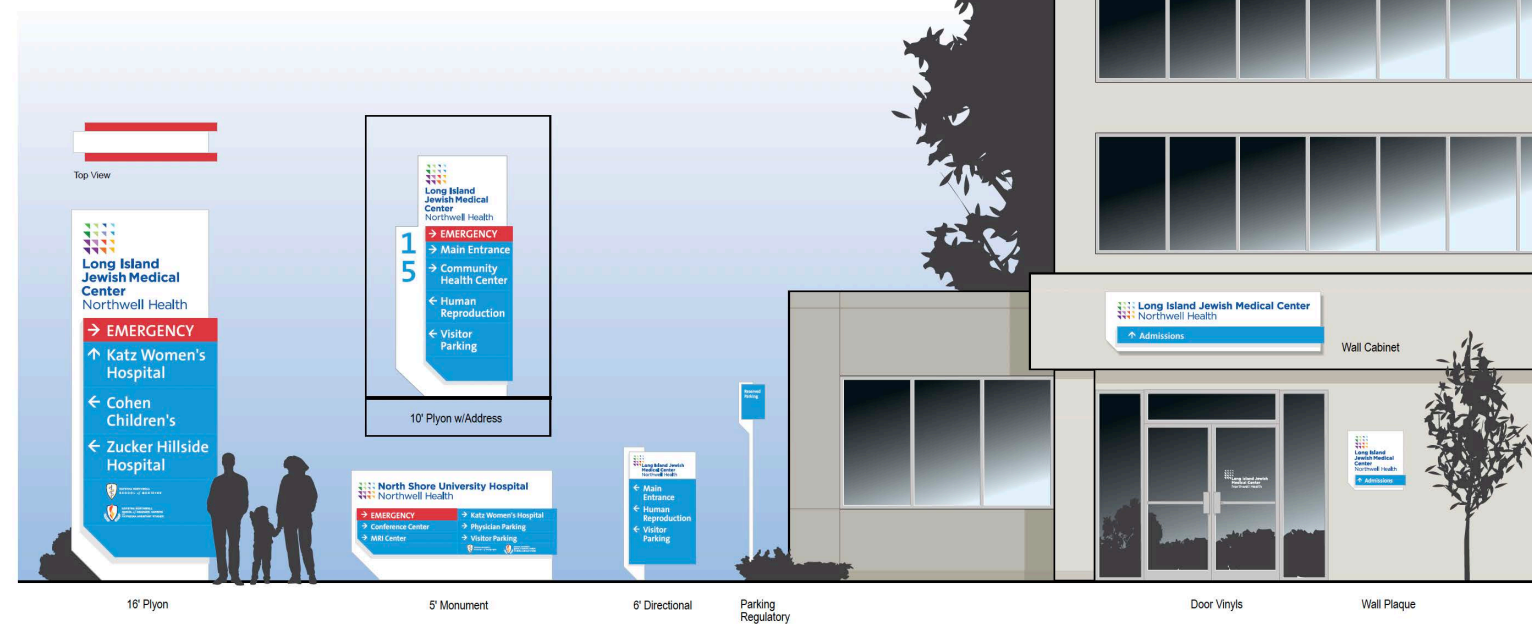
PREVIOUS LOGO

PROPOSED LOGO

Level 2 Sign Family

Major Entities and Main Hospitals

Major Entity Configurations: These are our main hospital layouts where the hospital name comes first and Northwell Health becomes a secondary element. These are specifically named hospitals, with an endorsed sub-brand that require unique designed artwork for each logo. Please note that only tertiary locations on Long Island currently get the school logos listed on them. (i.e. LIJMC, NSUH)

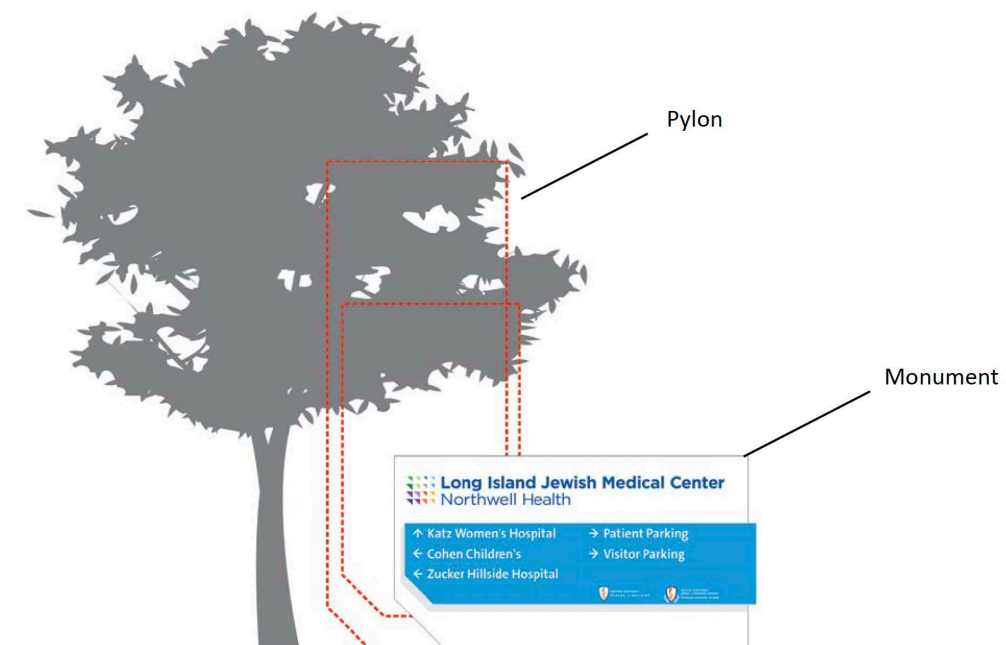


06.2.4 Typical Wayfinding Practices

Choosing the Right Sign for the Right Site Conditions

Taller is not always better. In some cases, even though code will allow for a taller sign, conditions might not always lend themselves to the tallest sign possible, for example, a monument sign with a lower profile height might be more appropriate when there are large trees and viewing lines might be more favorable underneath the tree canopy line.

A monument sign may also be appropriate when codes restrict the height of a sign and a taller pylon style sign cannot be used. Select a monument sign based on the cap height necessary to meet the site viewing conditions. Forward and left hand pointing directional messages are typically positioned on the left-hand panels and straight ahead and right turn directional messages are placed on the right hand panels. Directional arrows are always positioned on the left hand side of the message copy.

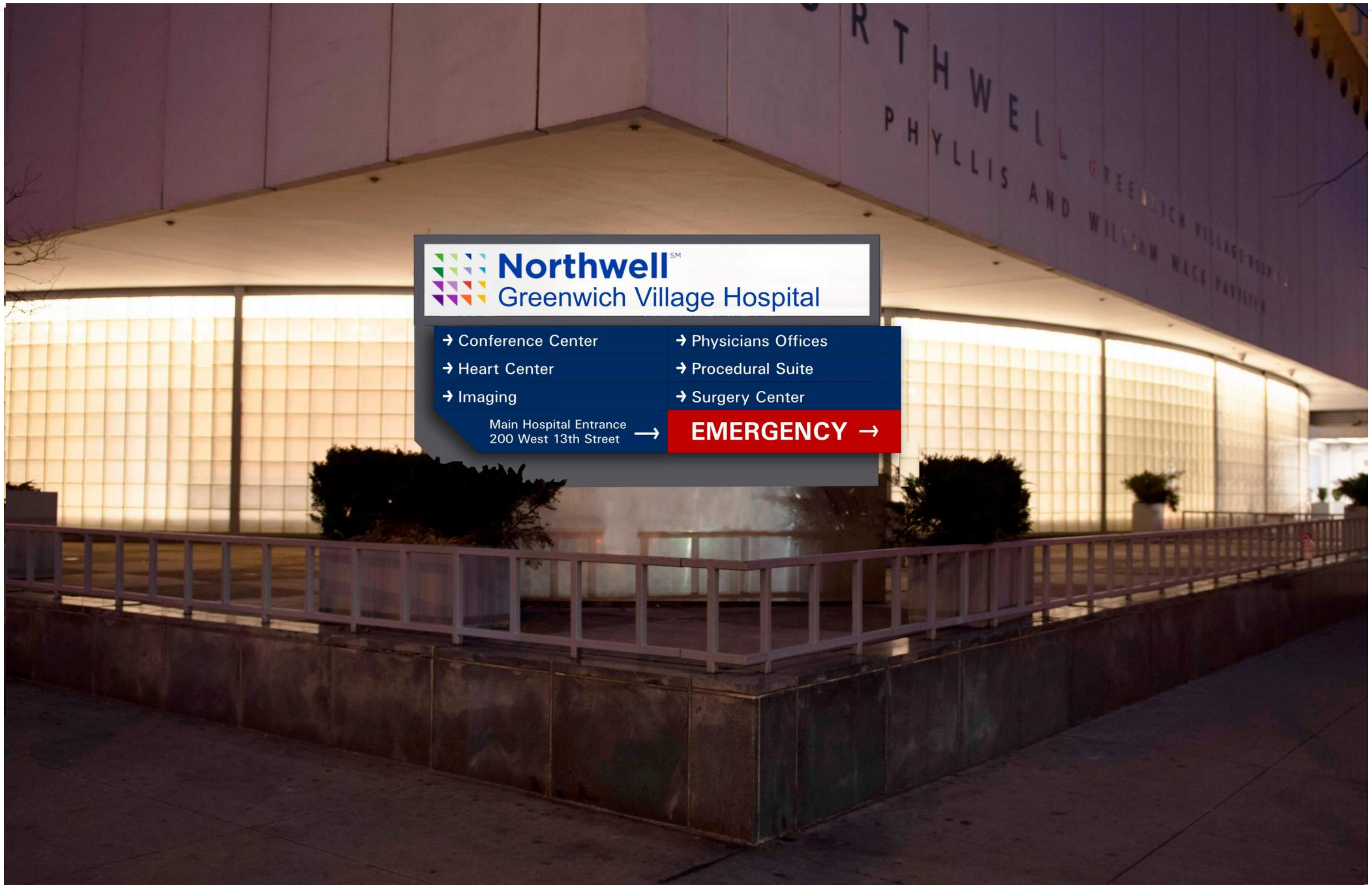












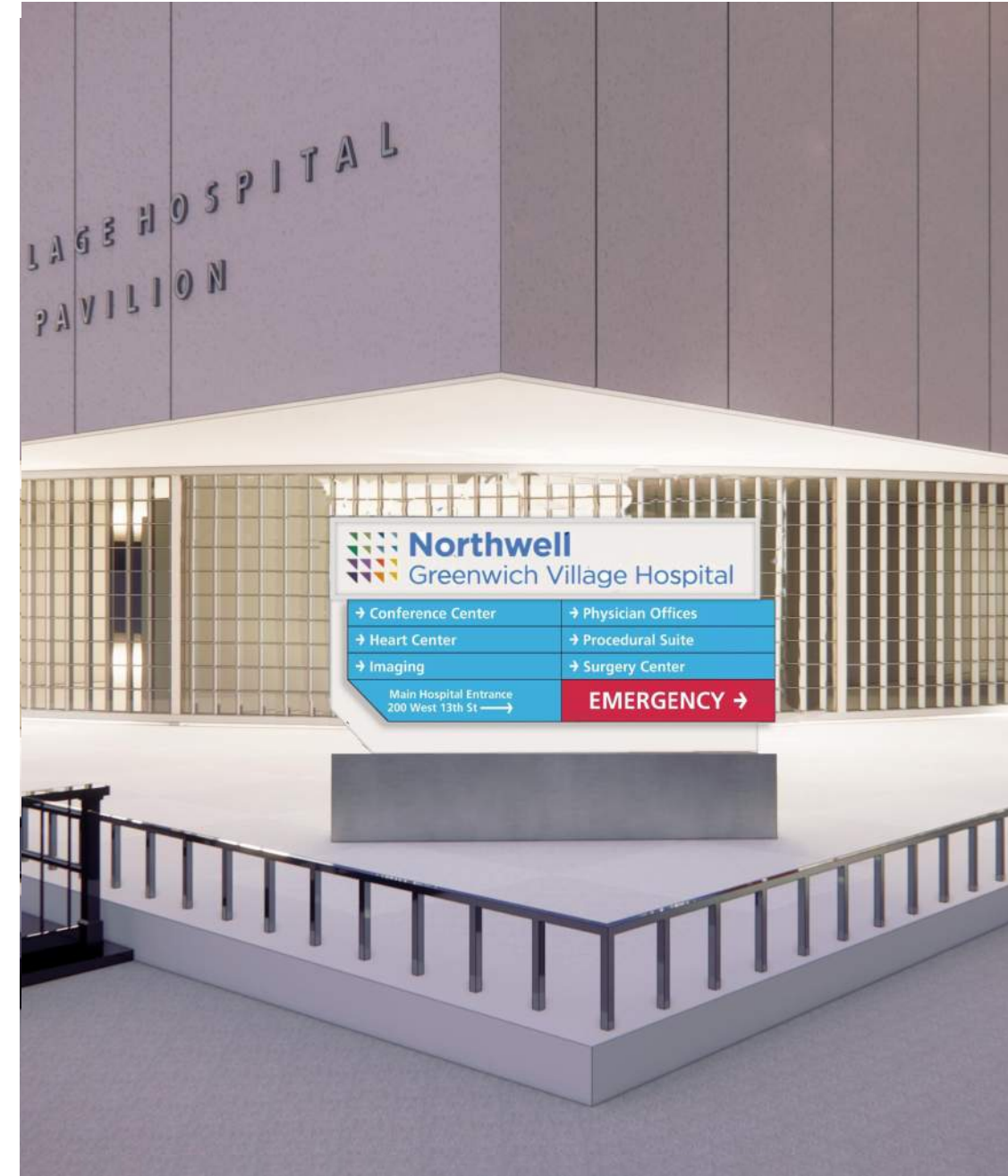




PROPOSED VIEW FROM 12TH STREET CORNER



EXISTING (APPROVED 2014)



PROPOSED

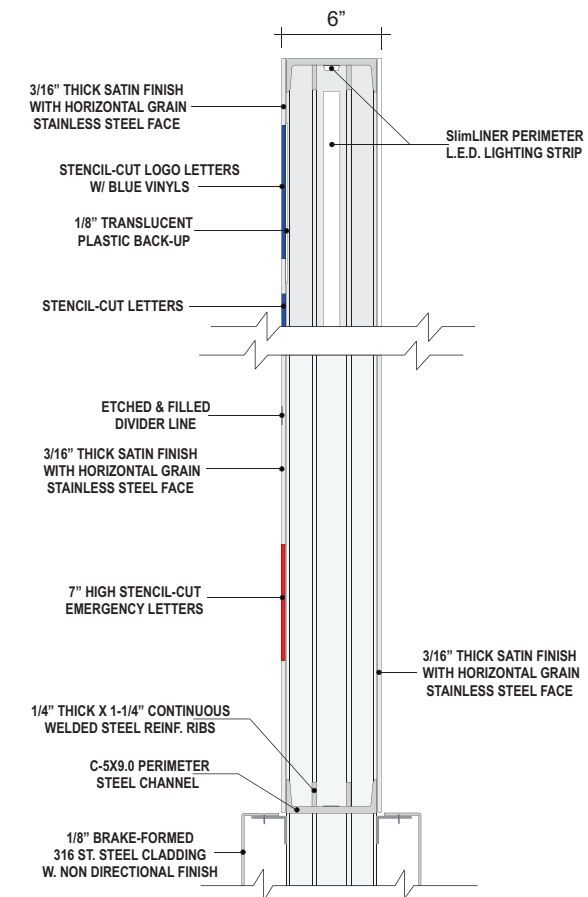
PREVIOUSLY APPROVED

TYPICAL SECTION FOR 12TH AND 13TH MONUMENT SIGNS



FRONT VIEW - Scale: 3/4" = 1'-0"
TWO (2) SIGNS REQUIRED.

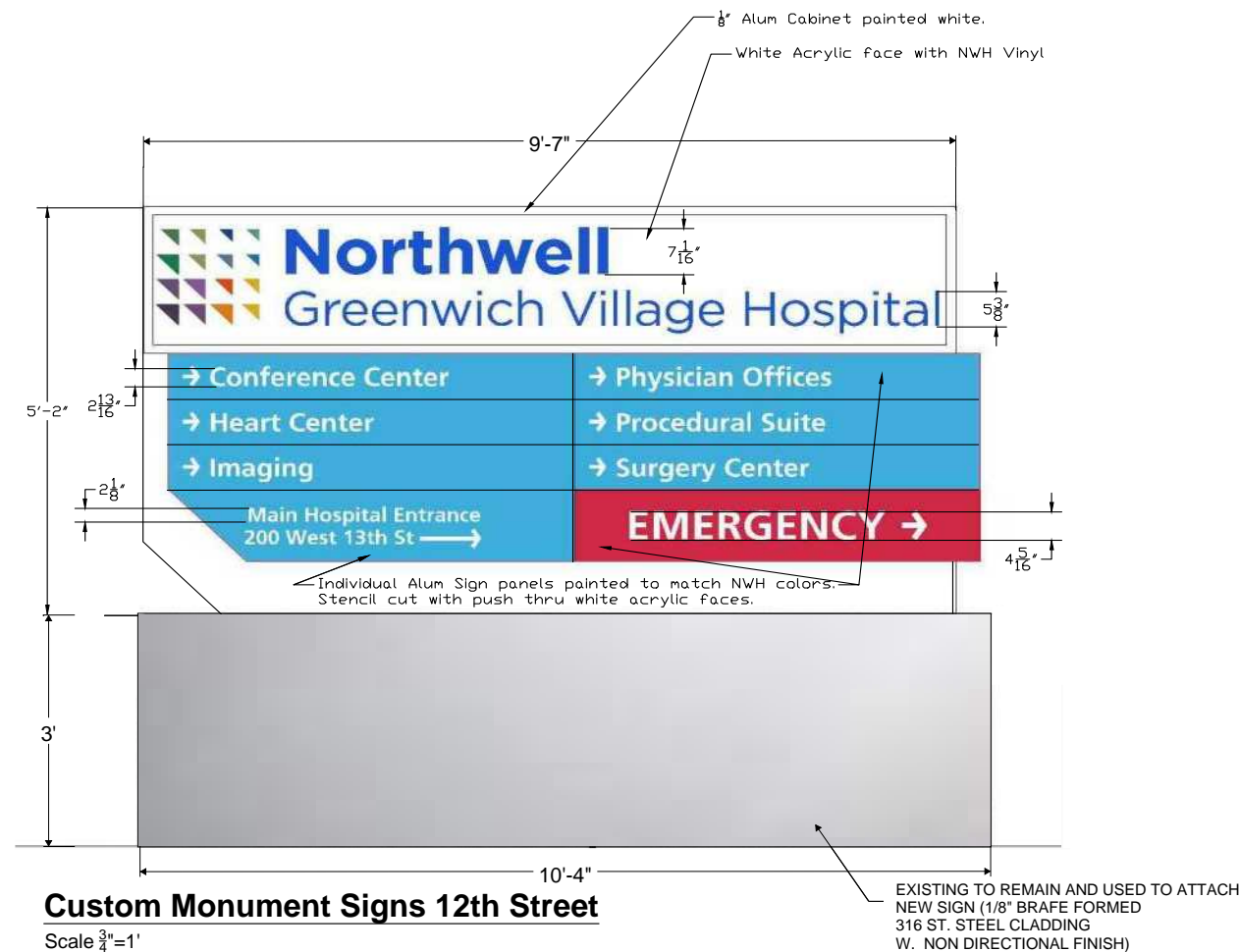
CORNER MONUMENT SIGNS



PARTIAL ENLARGED DETAIL - Scale: 2" = 1'-0"

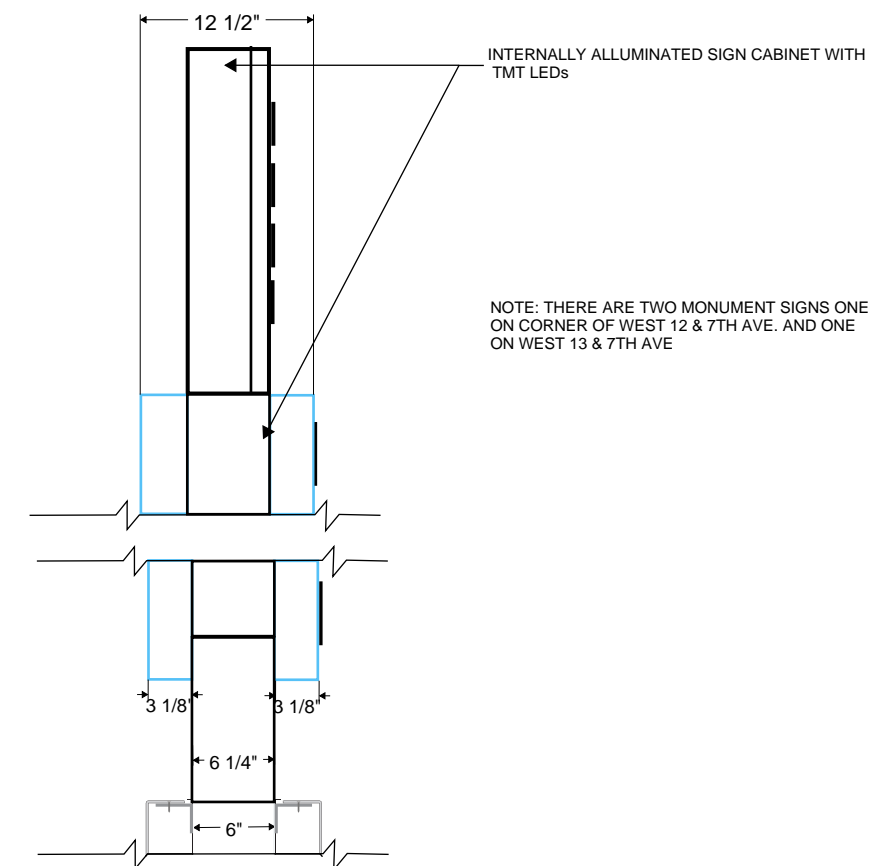
PROPOSED

TYPICAL SECTION FOR 12TH AND 13TH MONUMENT SIGNS



Custom Monument Signs 12th Street
Scale 3/4" = 1'

EXISTING TO REMAIN AND USED TO ATTACH NEW SIGN (1/8" BRAFE FORMED 316 ST. STEEL CLADDING W. NON DIRECTIONAL FINISH)



PARTIALLY ENLARGED DETAIL SECTION

NOTE: THERE ARE TWO MONUMENT SIGNS ONE ON CORNER OF WEST 12 & 7TH AVE. AND ONE ON WEST 13 & 7TH AVE





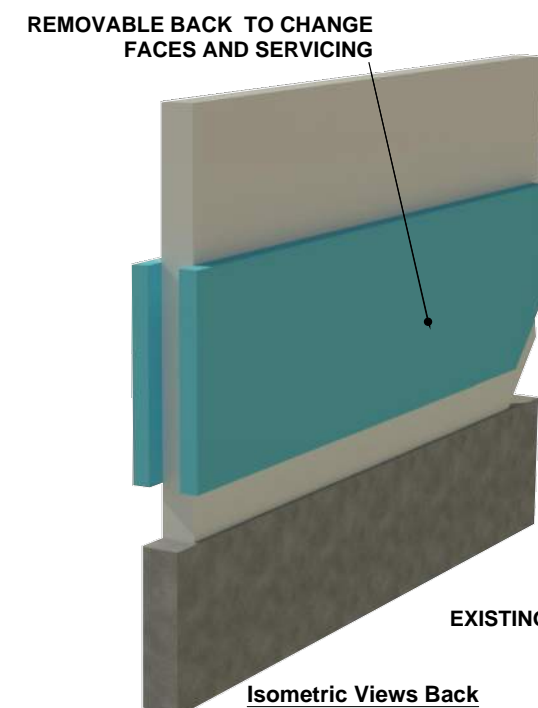
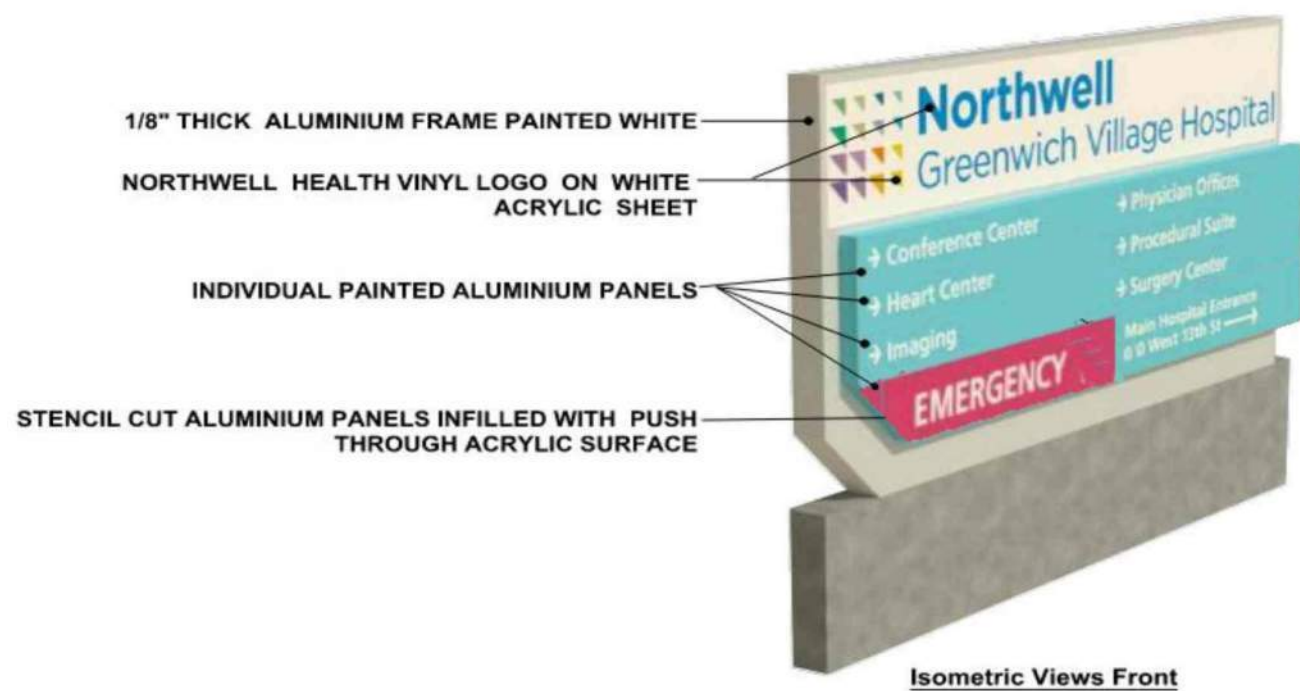
APPENDIX



EXISTING VIEW FROM 13TH STREET CORNER

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PROPOSED VIEW FROM 13TH STREET CORNER