

The current proposal is:

Preservation Department – Item 1, LPC-24-01927

107 Spring Street – SoHo-Cast Iron Historic District
Borough of Manhattan

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed

107 SPRING STREET, MANHATTAN PROPOSED PAINTED WALL SIGN MASTER PLAN



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



107 Spring Street at the northwest corner of Mercer Street, proposed painted wall signs and fixtures.

107 SPRING STREET, MANHATTAN PROPOSED PAINTED WALL SIGN MASTER PLAN



October 17, 2023 proposed sign.



Current proposed signs and trompe l'oeil 'wood frame' detail.



107 Spring Street: Current Proposed Elevation



107 SPRING STREET: CURRENT CONDITION



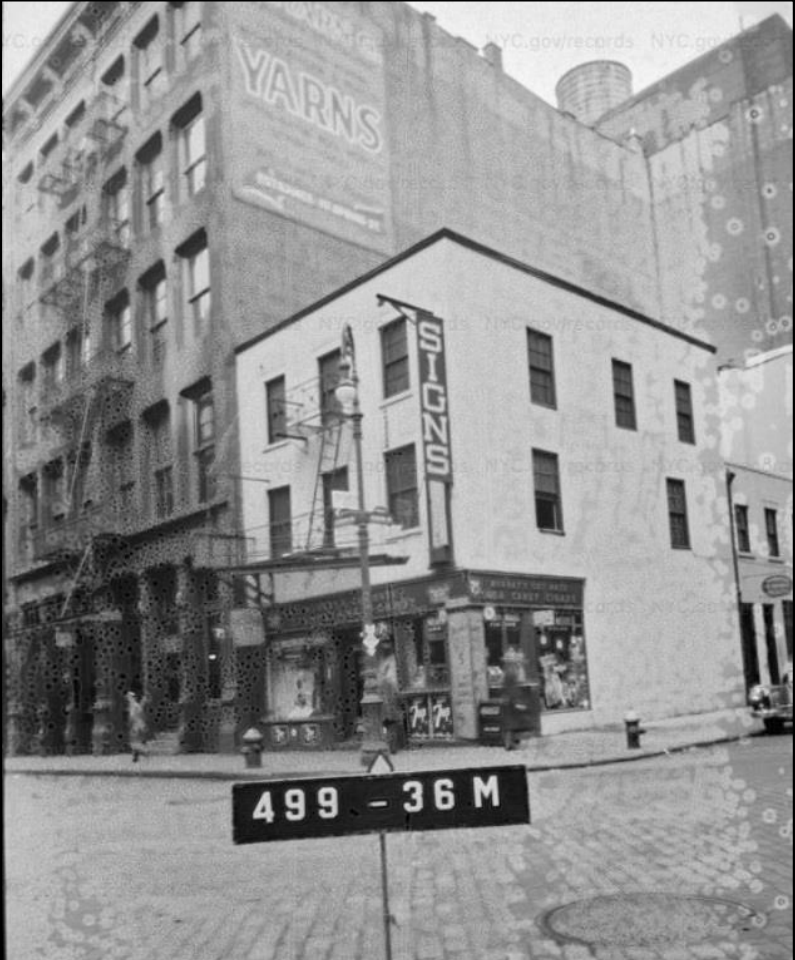
107 SPRING STREET:
HISTORIC CONDITION PHOTOS



1932 (MCNY)



1934 (NYPL)



1940's tax photo. (NYC Municipal Archive)

SPRING STREET HISTORIC CONTEXT



Southwest corner of Spring Street and Sullivan Street, 1923.
(NYPL)



Southwest corner of Spring Street and Sullivan Street, 1933.
(NYPL)



Northwest corner of Broadway and Spring Street, 1934.
(NYPL)

107 SPRING STREET: PROPOSED MASTER PLAN CRITERIA & DETAILS



- 2” border painted with a trompe l’oeil effect, to look like an unpainted wood frame, with 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.
- Exposed wall is approx. 1,700 sq ft
- Signs total approx. 170 sq ft
- Proposed signs are less than 10% of the total façade.

107 SPRING STREET: PAINTED WALL SIGN SAMPLE



October 17, 2023 proposed sign.

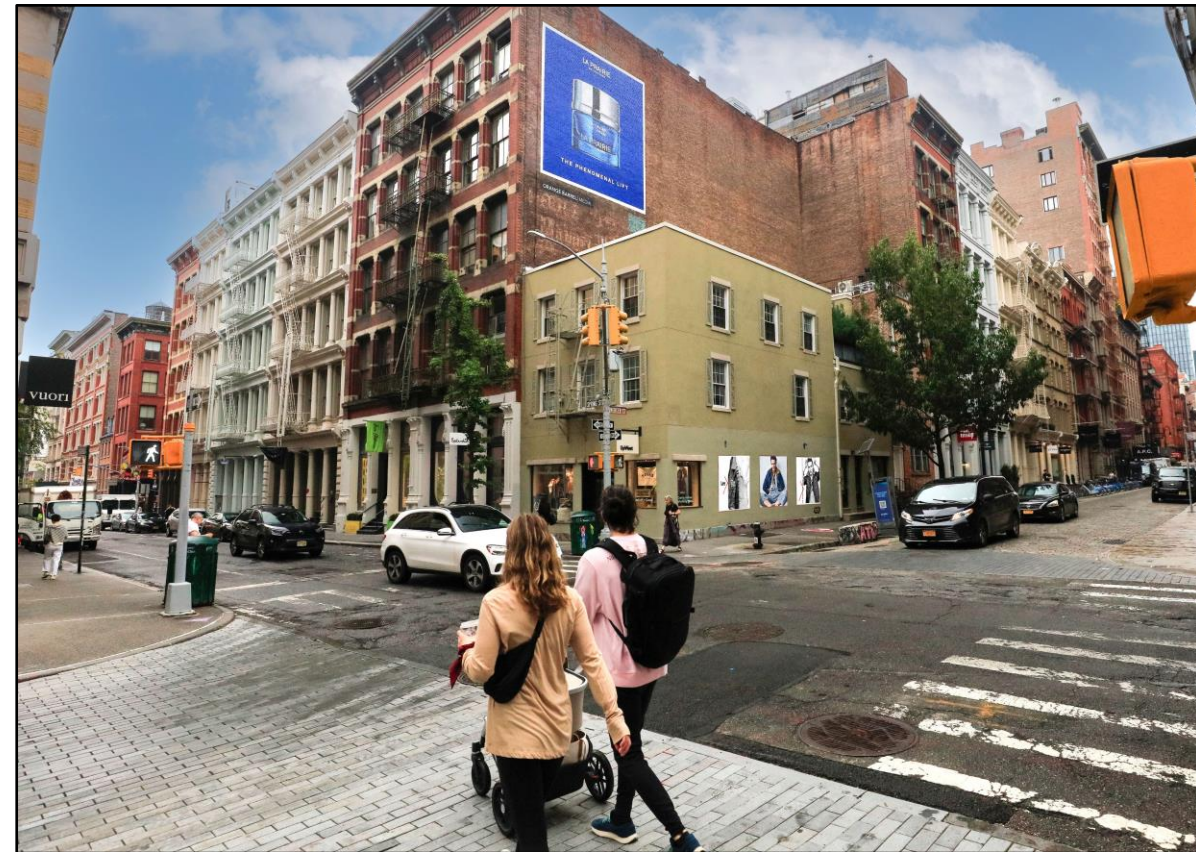


Current proposed signs.

107 SPRING STREET: PAINTED WALL SIGN SAMPLE



October 17, 2023 proposed sign.



Current proposed signs.

107 SPRING STREET: PAINTED WALL SIGN SAMPLE



October 17, 2023 proposed sign.



Current proposed signs.

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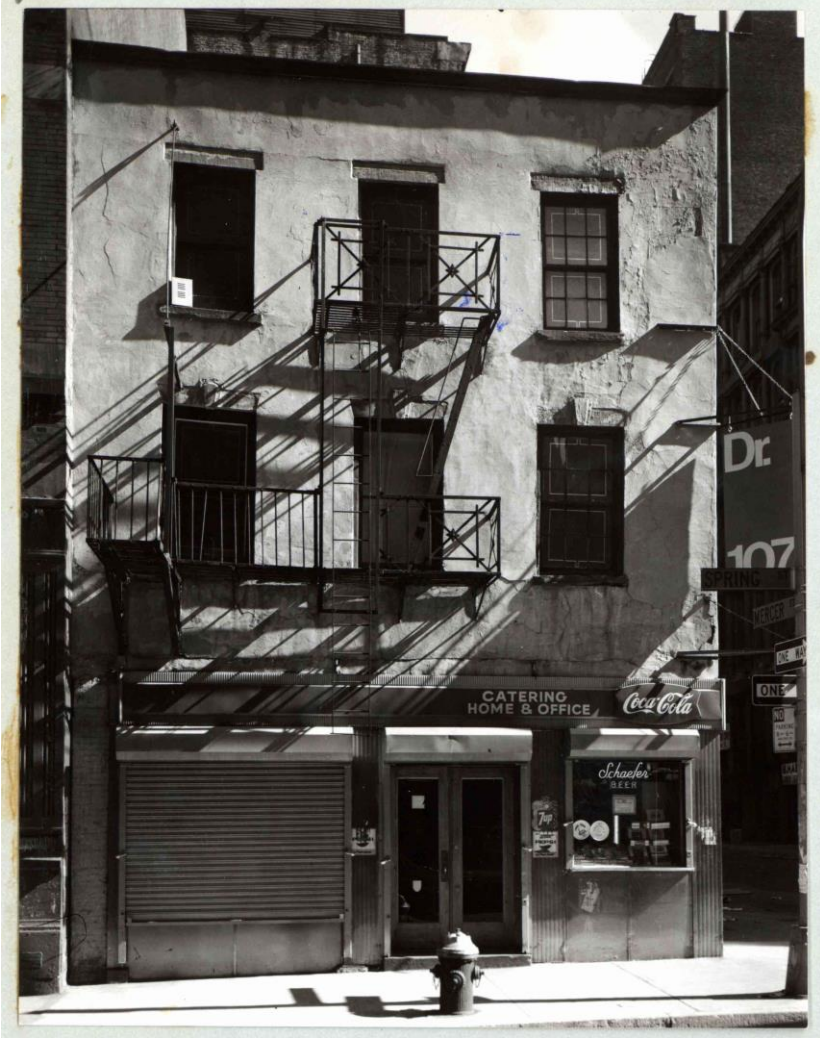
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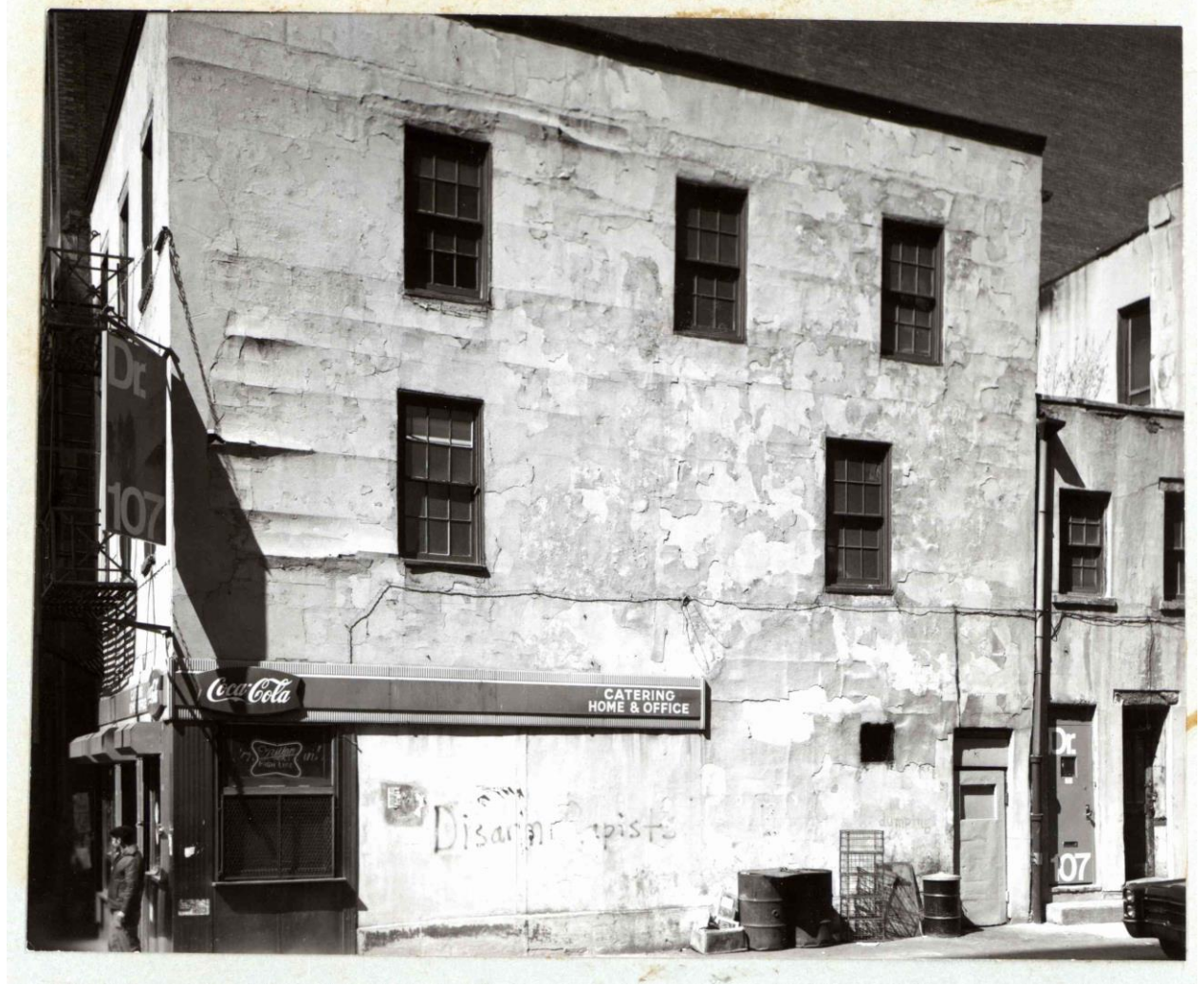
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APPENDIX

107 SPRING STREET: HISTORIC PHOTOS



Spring Street elevation at designation, 1973.



Mercer Street elevation at designation, 1973.

DISTRICT HISTORIC CONTEXT



448 West Broadway, 1940's tax photo. (NYCMA)

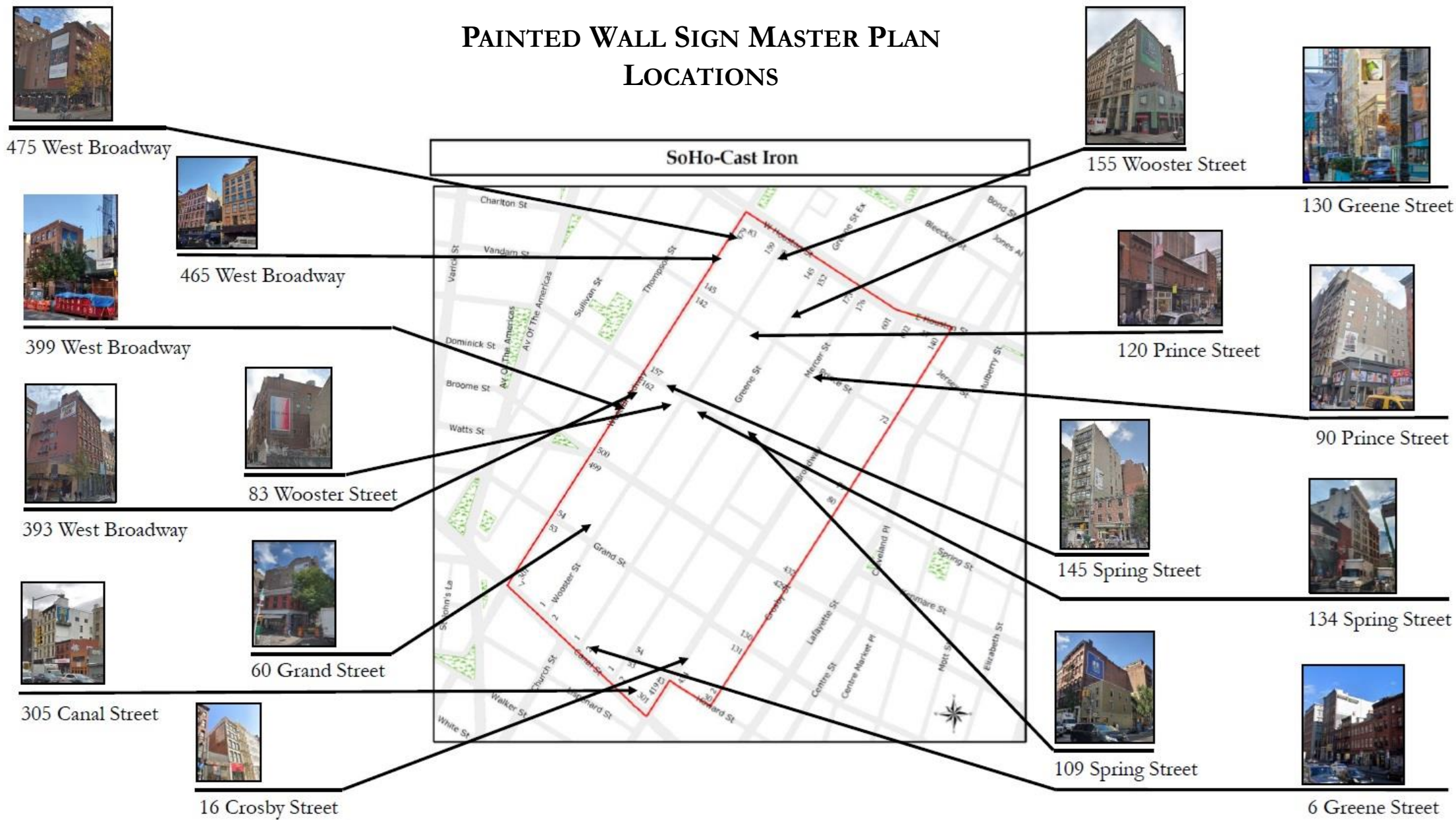


504 & 506 Broome Street, 1933. (NYPL)



1940's tax photo, southeast corner of Crosby and Grand. (NYCMA)

PAINTED WALL SIGN MASTER PLAN LOCATIONS



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