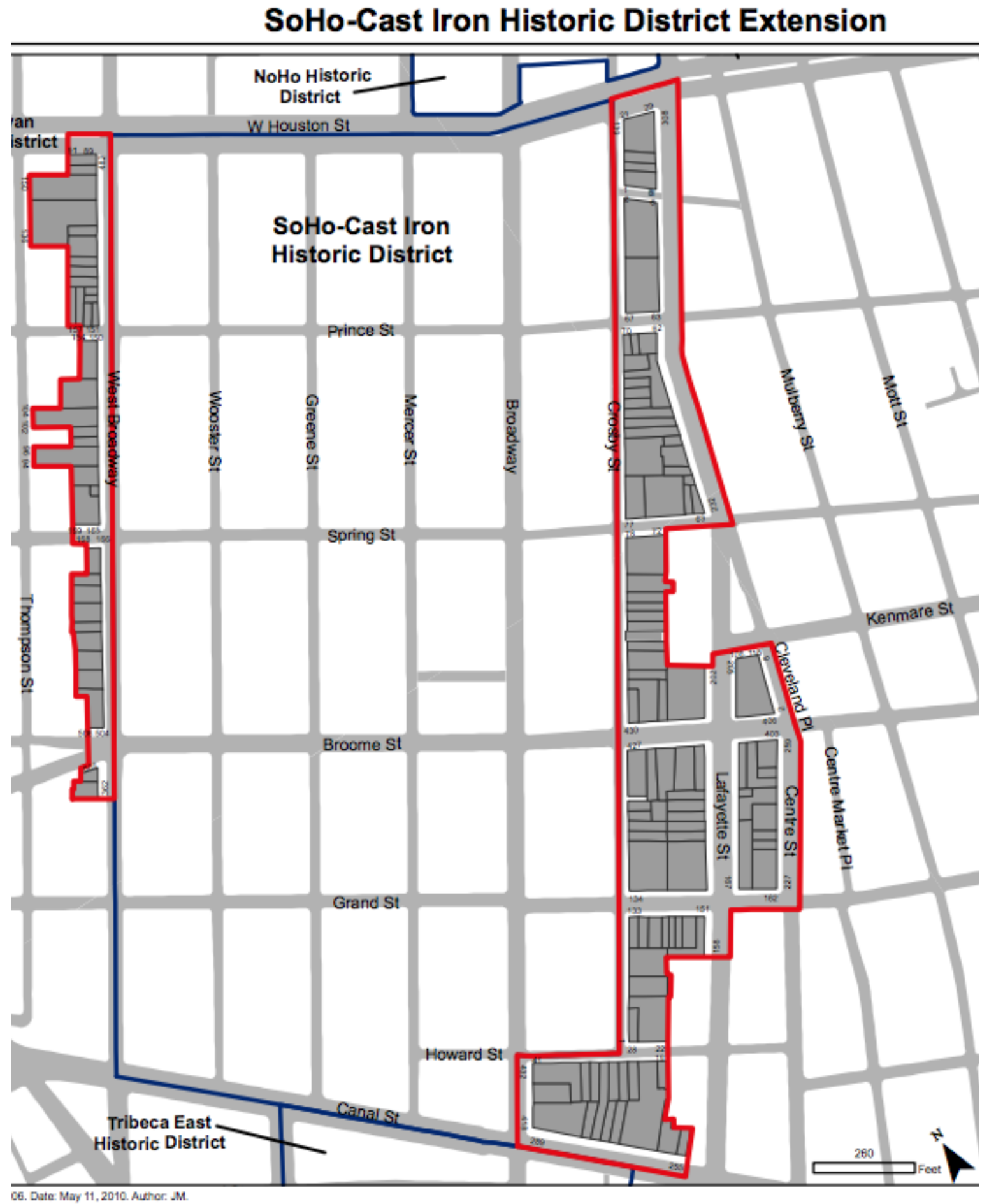
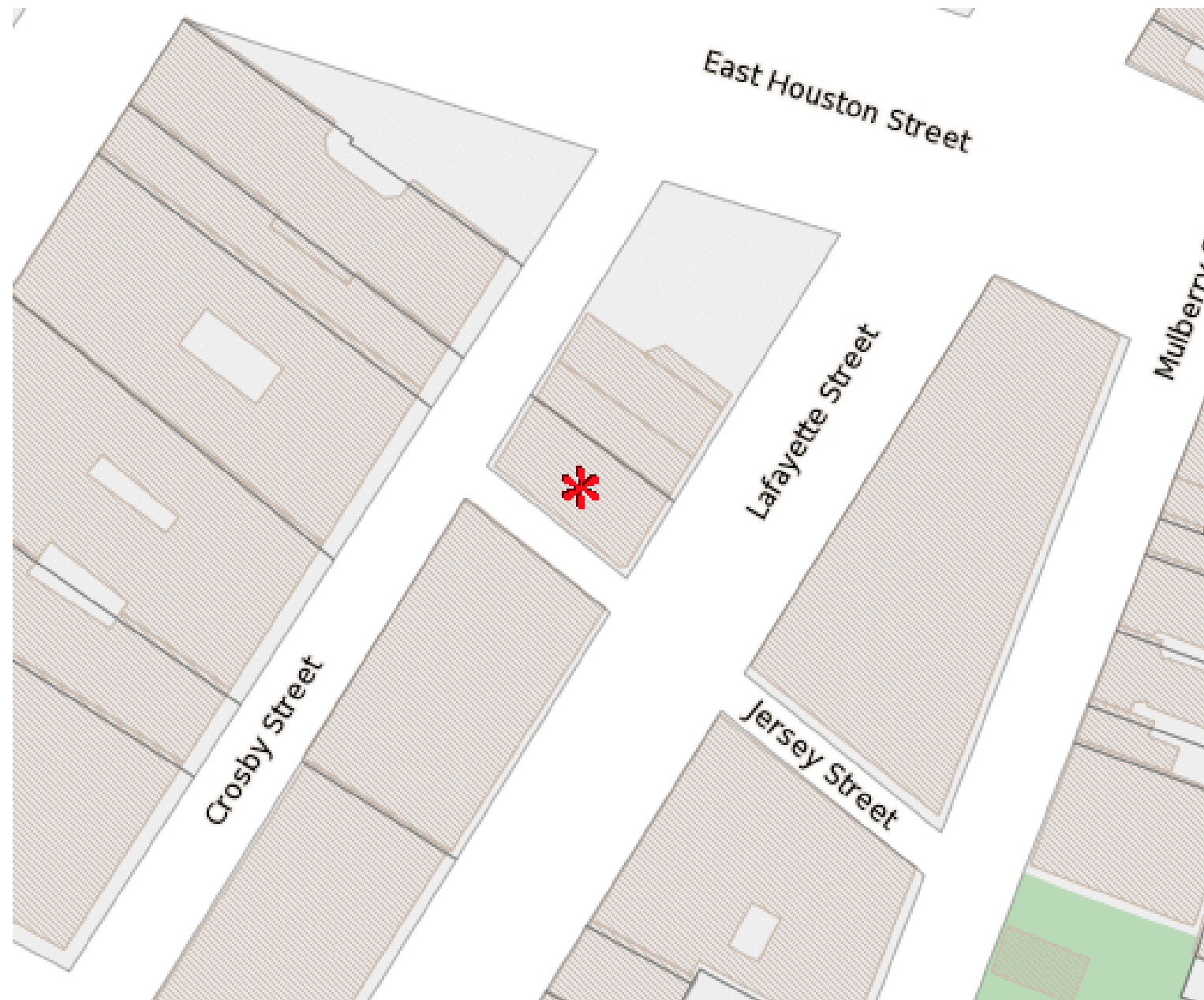


MASTER PLAN FOR PAINTED SIGN

292 Lafayette St

292 Lafayette Street, New York, NY 10012

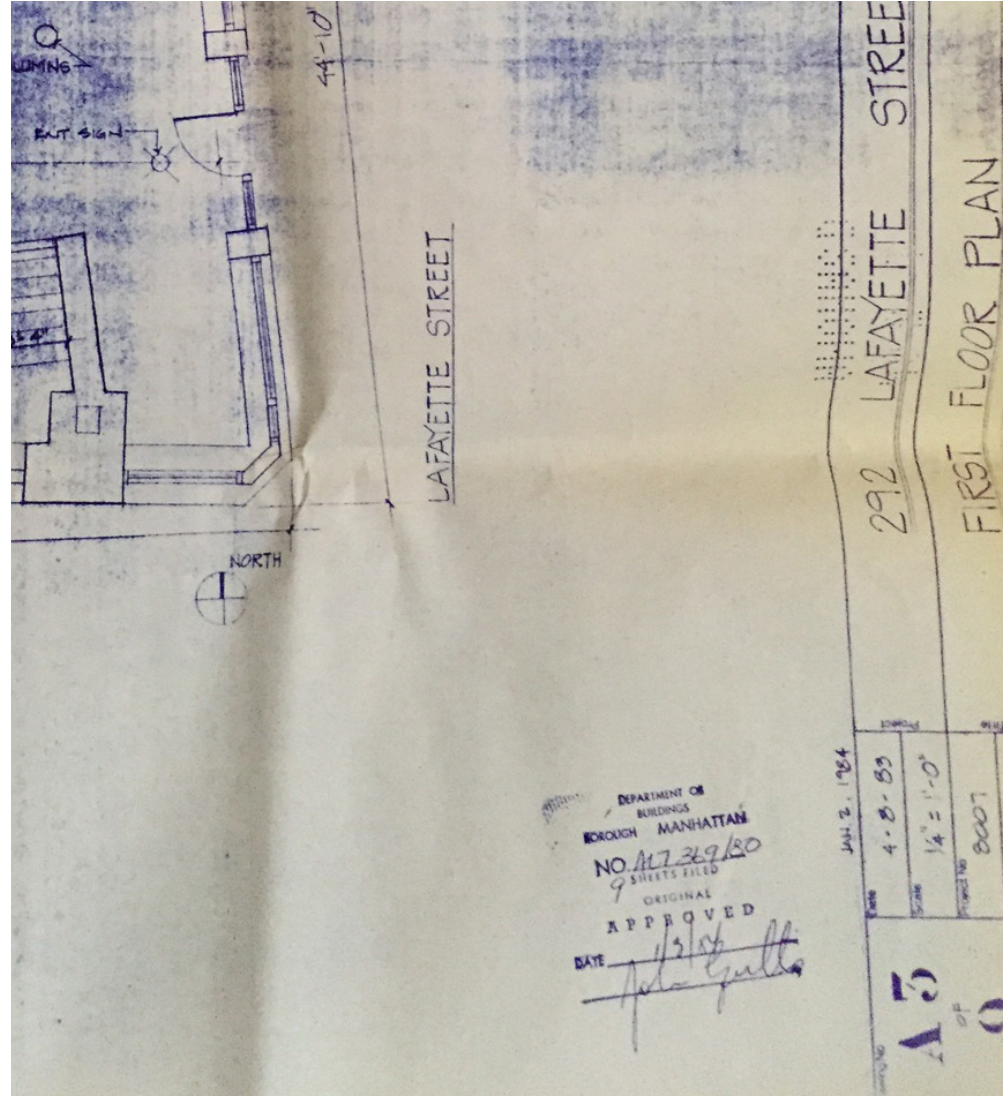
Sign space faces south, south east towards the alley of Jersey Street between Crosby and Lafayette Street (away from historic district boundary). This corner's use as an advertising space pre-dates the designation the district and beyond being a revenue generator for the co-op also serves as a graffiti and vandalism abatement tool. The sign space has been hand painted and the following application is for a master plan permit to regulate the content of copy changes moving forward.



Designation Photos and Current Condition



Designation Photo - circa 2010



1980 architectural drawings

At the time of designation the photos show the metal facade wrapping the corner and filled with posters and graffiti. Current photos show the same metal structure as it existed at the time of designation with a maintained and curated mural program. The metal structure is shown in architectural plans dating back to 1980 shown on floor plans for the commercial ground floor space that was subsequently occupied by Keith Haring's "Pop Shop." Throughout the 80's the corner space was used for graffiti and unregulated murals persuading the co-op board to begin entering into contracts to represent and maintain the space for single use murals and advertisements.



Designation Photo - circa 2010



Current Condition - close up



Current Condition - close up



Current Condition

Master Plan to Allow Changes to Content of Painted Advertising Sign

Corner structure of 292 Lafayette Street facing South, Southeast

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 surround facade

Clear Content 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 10 years

Criteria is consistent with prior approved master plans



2005



2004



2007



2009



2009

EXAMPLES OF SIGNS WITH COMPLIANT COPY UNDER PROPOSED GUIDELINES



Historic Corner Signage in surrounding area



Modern Signage Existing Structures

