

The current proposal is:

Preservation Department – Item 1, LPC-24-09233

109 West Broadway – Tribeca South 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.

NEWTRADITION

MAKE A STATEMENT

In Partnership with



ORIGINAL LPC PUBLIC HEARING: JUNE 24TH, 2024

LPC PUBLIC MEETING: OCTOBER 8TH, 2024

109-113 W BROADWAY

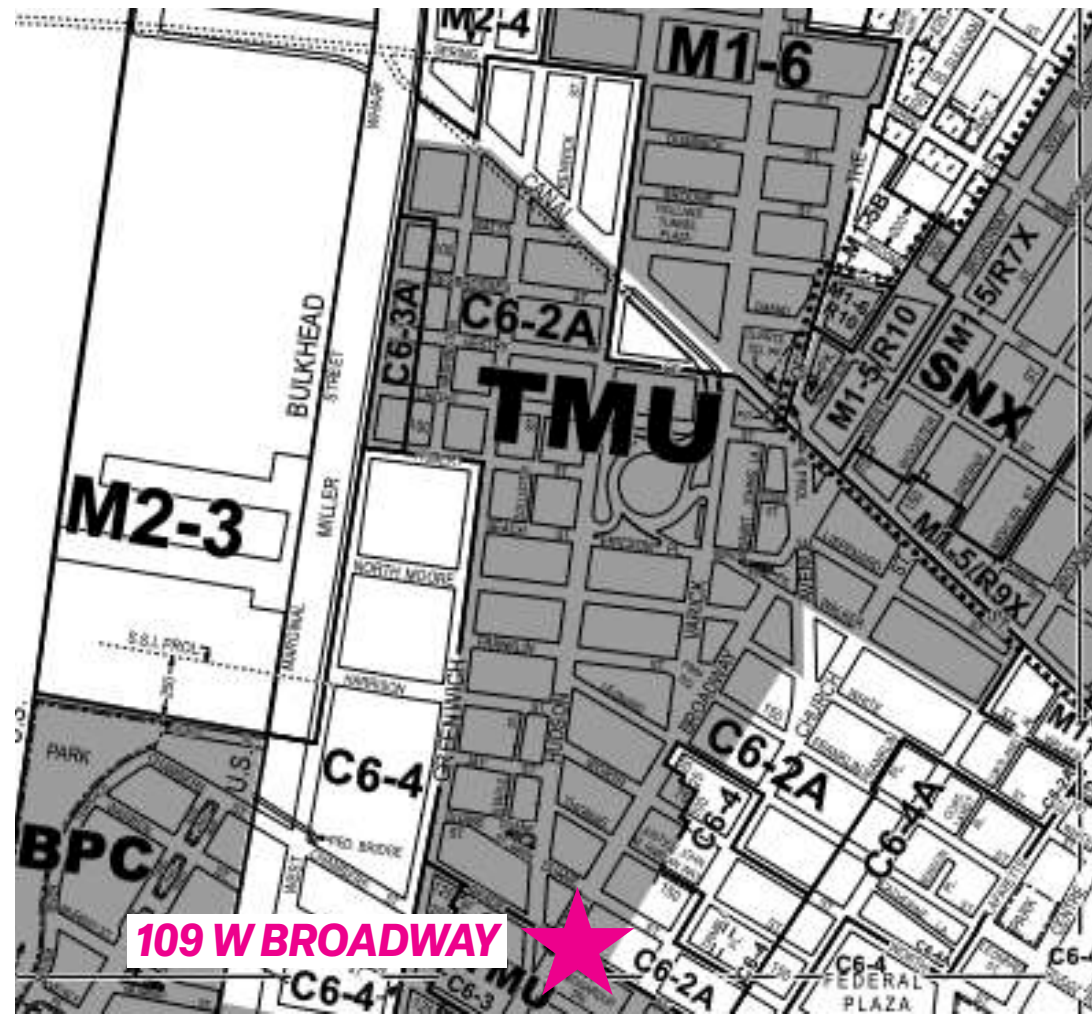
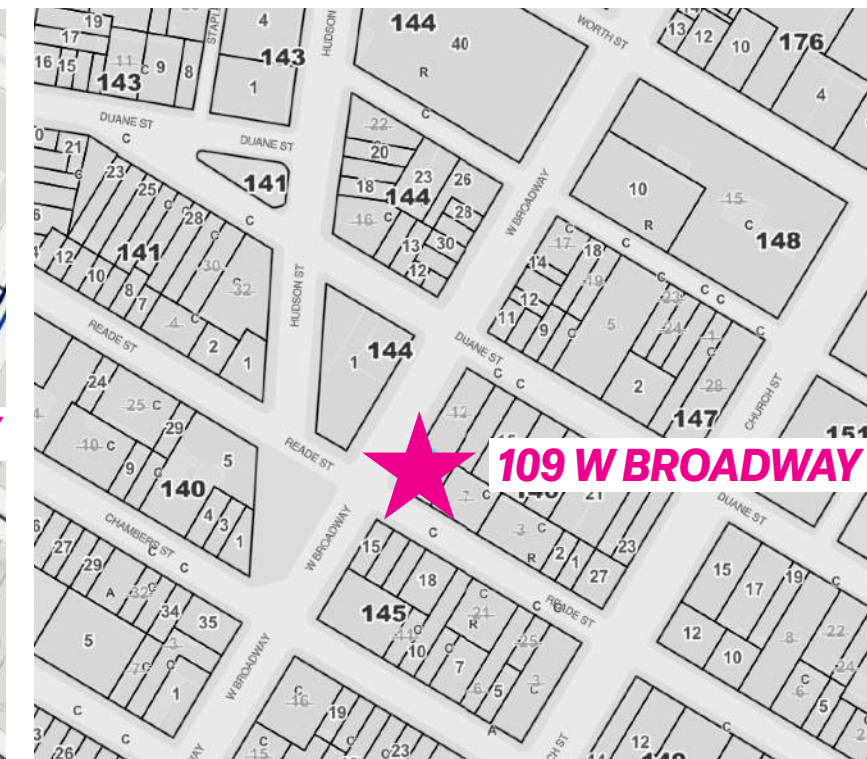
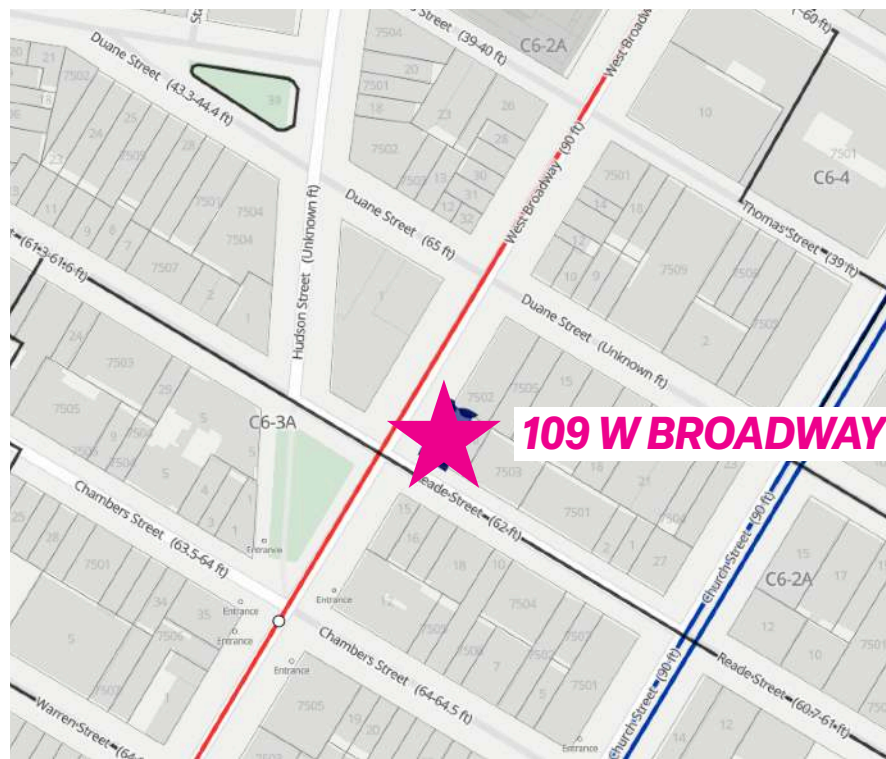
PROPOSED MASTER PLAN FOR PAINTED WALL SIGNS

NEW YORK, NEW YORK



ZONING MAPS & INFORMATION

The existing signs are legal non-conforming advertising signs which may have been part of a 1950s pro-painting campaign by the trade group now known as the American Coatings Association.



ZONING MAP
THE NEW YORK CITY PLANNING COMMISSION

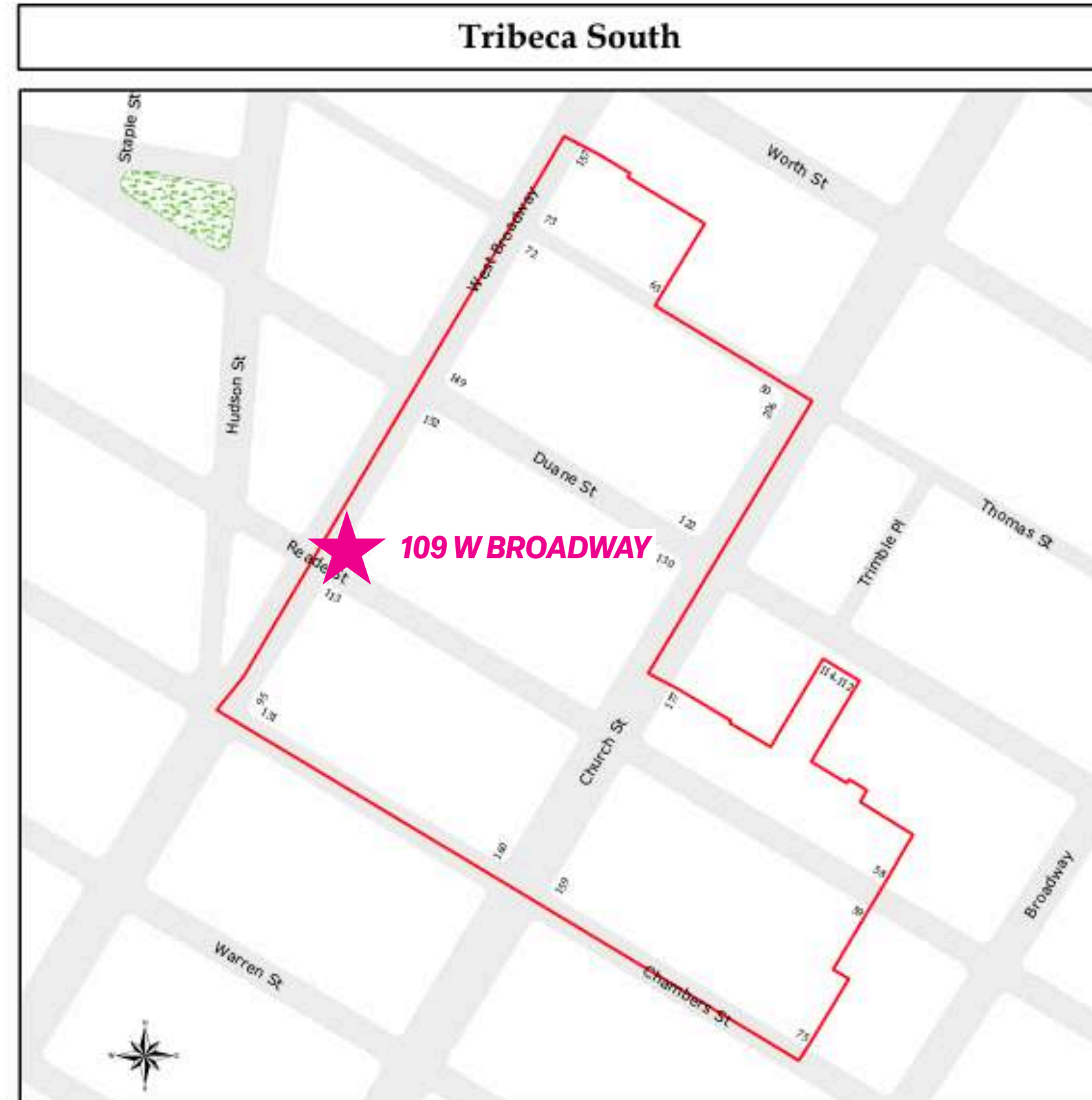
Major Zoning Classifications:
The number(s) and/or letter(s) that follows an **R**, **C** or **M** District designation indicates use, bulk and other controls as described in the text of the Zoning Resolution.

R - RESIDENTIAL DISTRICT
C - COMMERCIAL DISTRICT
M - MANUFACTURING DISTRICT

SPECIAL PURPOSE DISTRICT
The letter(s) within the shaded area designates the special purpose district as described in the text of the Zoning Resolution.

AREA(S) REZONED

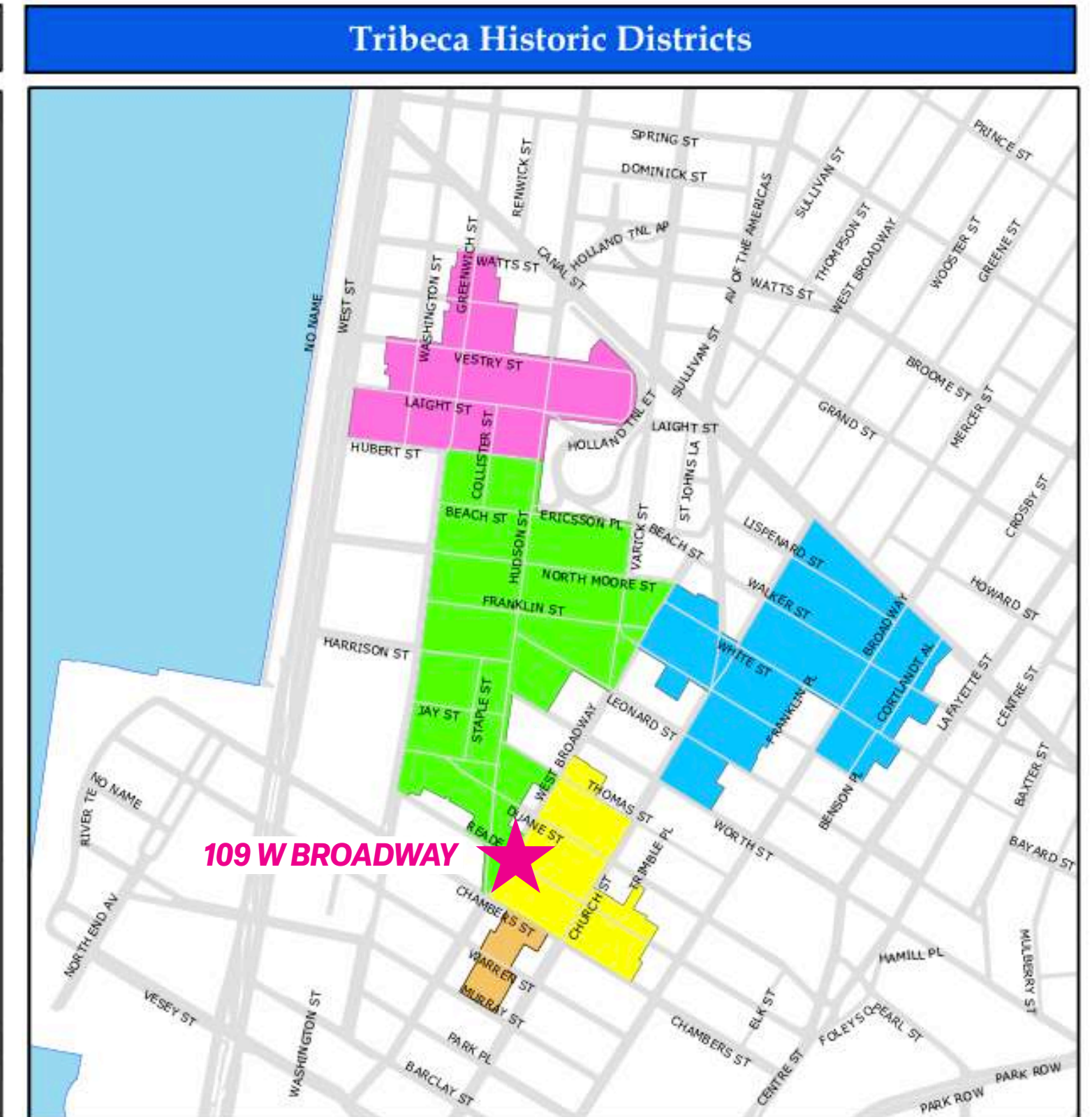
Effective Date(s) of Rezoning:
12-15-2021 C 210422 ZMM



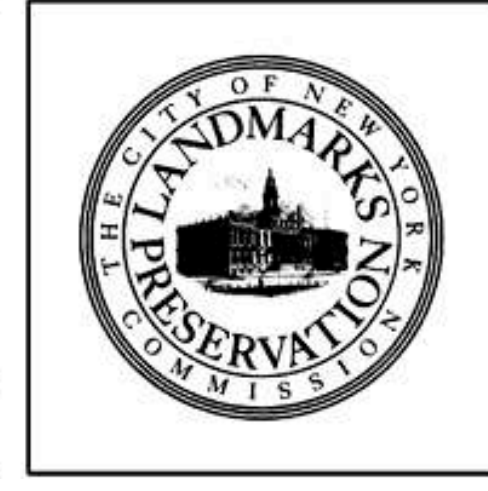
Tribeca South
Historic District
Manhattan

Designated December 8, 1992

Historic District Boundaries



Tribeca West
Tribeca North
Tribeca East
Tribeca South
Tribeca South Extension



A LITTLE BIT OF HISTORY

HISTORIC SIGNAGE IN TRIBECA



1914 109 W Broadway



1914 126 W Broadway



1915 166 W Broadway

Source: New York Historical Society

A LITTLE BIT OF HISTORY

HISTORIC SIGNAGE IN TRIBECA



1914 107 W Broadway



1914 Reade & W Broadway

Source: New York Historical Society

Paint Paste Paper Push (Lexington, KY) & Oscar J. Gude Company (Advertising)

Ramsey & Co. have painted a large sign on the eastern wall of their building, next the Government building, in which they advocate paint, paste, paper and push. They sign themselves "promotors of publicity." Messrs. Ramsey & Co. might add that a painted paragraph placed in a prosperous paper pays.

Source: The Daily Leader (Lexington, Kentucky), Thursday, November 21st, 1895

Son, 14, Loyal To Mrs. Gude; Likes Dad Too

By EDNA FERGUSON.

From the white lips of a trembling 14-year-old boy, the law tried yesterday to draw an admission of his mother's misconduct.

Stanchly young Jay Gude defended the reputation

of his mother, Mrs. Hildred Gude, who is seeking a separation in Supreme Court, Manhattan, from Oscar J.



Mrs. Oscar J. Gude (right) and mother, Mrs. A. T. Mulligan, leave court.

Gude, billboard heir. But the boy was loyal to his father, too.

"With whom would you rather live?" he was asked by Warren I. Lee, his mother's attorney.

"I'd rather live with both of

Source: Daily News (December 12th, 1935)

MRS. GUDE LOSES SEPARATION SUIT

Characterizing her action as "offensive to the intelligence of the court," Supreme Court Justice Aaron J. Levy today dismissed the suit of Mildred Gude to set aside a separation agreement from Oscar J. Gude, son of the late billboard king.

The court also denied Mrs. Gude, a former mannikin, custody of her two children and took away the \$50 a month alimony she has been receiving since September, 1933.

Source: Brooklyn Times Union (December 12th, 1935)

- Gude Arthur J. butter, 172 Chambers, h Irvington, N. J.
- August, reporter, h 19 W. 31st
- Chas. H. broker, Custom h.
- Fred. G. butter, 172 Chambers, h B'klyn
- Fred. W. grocer, 435 W. 56th
- Mich'l, tailor, h 235 B. Houston
- O. J., Co. advertising, 113 W. B'way
- Oscar J. pres. 113 W. B'way, h 341 W. 56th
- Wm. A. butter, 172 Chambers, h 1004

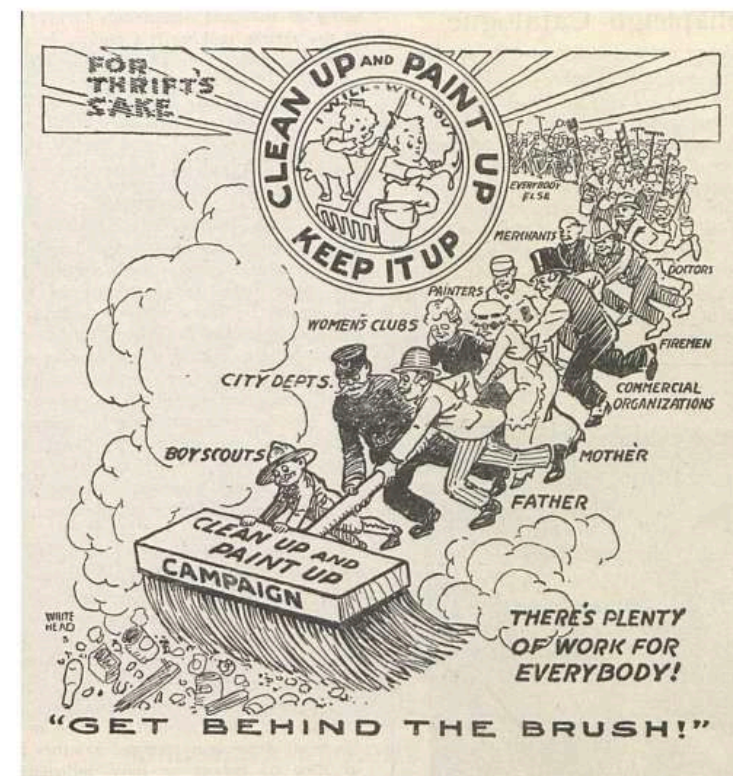
Source: NYC Directory (1895-1896)

A LITTLE BIT OF HISTORY

CLEAN UP & PAINT UP CAMPAIGNS

POST WW1: 1919

COLD WAR: 1950s

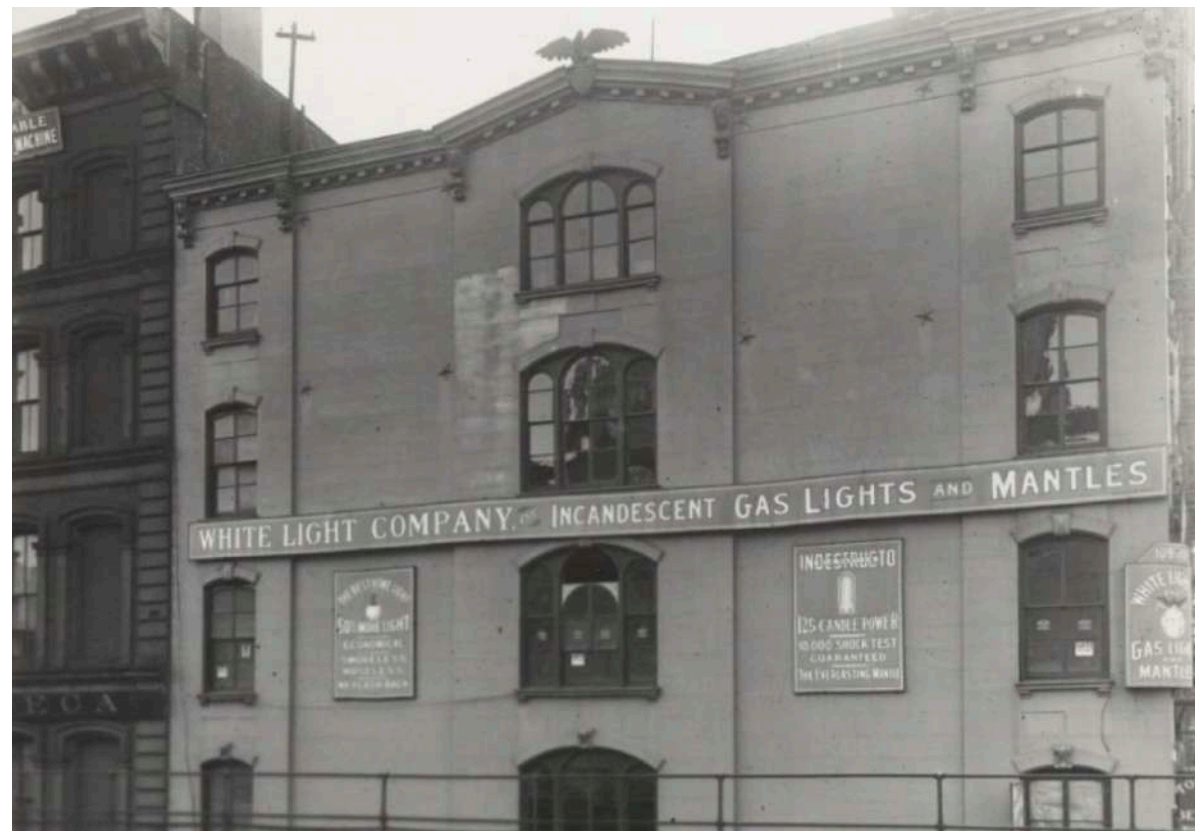


A LITTLE BIT OF HISTORY

109 WEST BROADWAY



PRE-1914



1914



1939



1975



1986



1992



2024

Source: New York Historical Society; Municipal Tax Photo Collection; NYC Landmark Preservation Commission; Museum of the City of New York; Walter Grutchfield

DATING THE EXISTING SIGNAGE TEXT

- Signs may date from the 20s to 40s based on type specimen books
- Top three lines (Brush Up Business with...) were unique to the sign painter; calligraphic; came from his own hand (e.g, he would have used it for his whole career)
- Bottom four lines (Paint, Paste, Paper, Push is a traditional condensed sans serif display font. Especially the big “P” . And true to the sign painter's talent the bottom word is not so condensed compared to the ones above because it has four letters that have to fill out the line. The font looks like Franklin Gothic Condensed (bold, maybe semi-bold) which was popular during those decades. The three dimensional effect of the letters may indicate a later date (40s maybe even 50s).
- Oxford English Dictionary documents the word “push” was used as early as 1872 in terms of marketing: “They pushed their trade to still more distant parts.” (J. Yeats, Growth Commerce 94).
- “A push marketing strategy, also called a push promotional strategy, refers to a strategy in which a firm attempts to take its products to consumers – to “push” them onto consumers.”



COMPARISON OF PROPOSED SIGNAGE

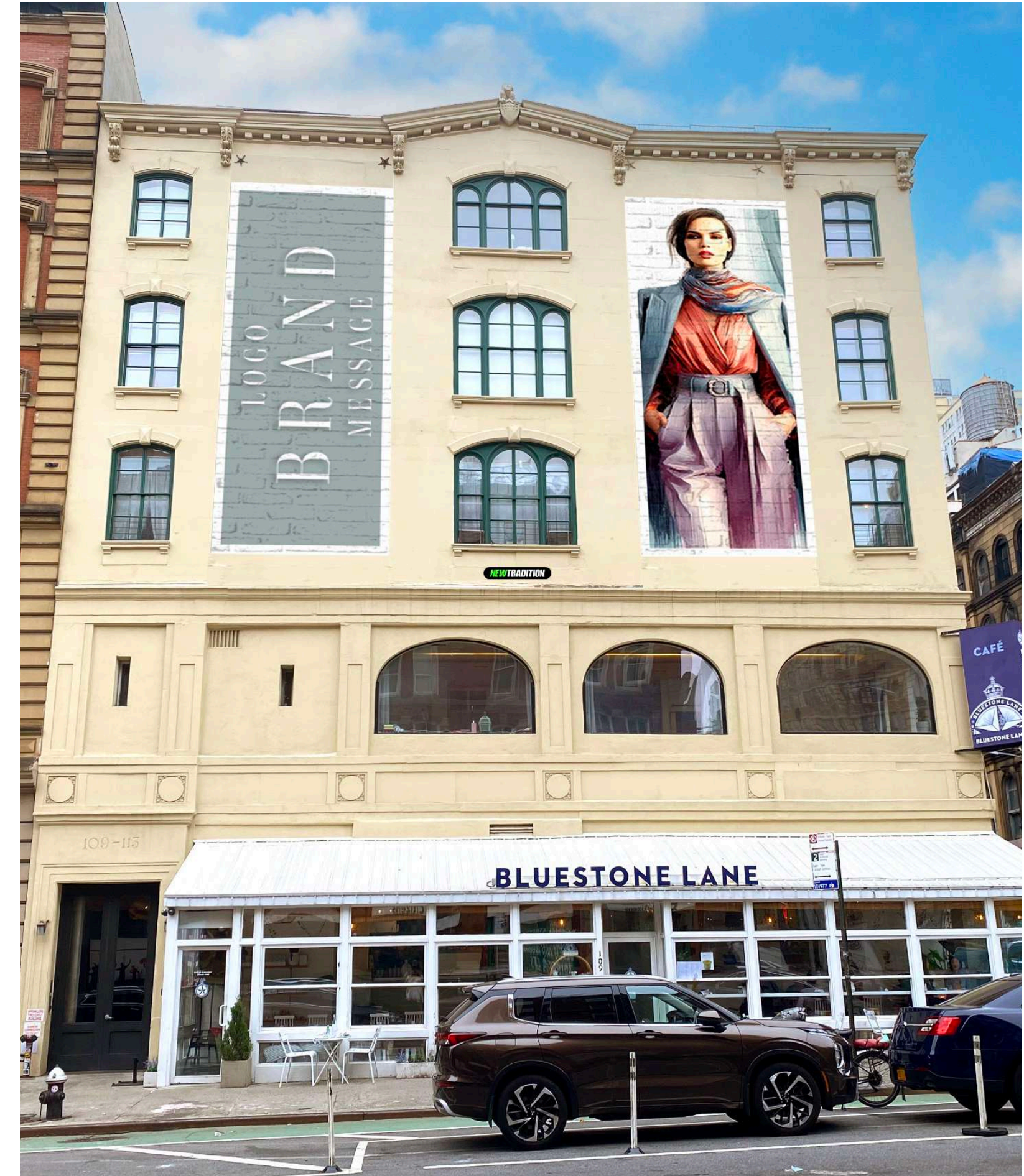
109 WEST BROADWAY - PROPOSED SIGNAGE PLAN



CURRENT VIEW



ORIGINAL PROPOSAL



REVISED PROPOSAL

LPC COMMISSIONERS COMMENTS

109 W Broadway

- The painted wall should complement the façade without overwhelming it or dominating it
- Reduce the size of the signs so that they harmonize with the architectural features
- Consider the current style of the painted wall and provide a similar aesthetic



REVISED SIGN DETAILS

- **Size:** (2) 11' 10" W x 20' 3" H hand painted signs measuring 225 square feet each
- **Revised Coverage:** 21.9% * of West facade; Reduced coverage by 6% overall
- **Location:** Signs are located on the primary West facade as they were historically installed; Signs face West towards the major artery of West Broadway located in the Tribeca South Historic District
- Proposed signs at north and south panels will be a **unified advertising campaign** intended for a single advertiser:
 - **Simple graphic (left panel):** A design featuring bold shapes, colors, simple text and non-organic elements.
 - **Complex organic (right panel):** A detailed style, consisting of intricate forms which include realism, illustrations, human portraits, natural landscapes, food, animals and anything organic in nature.
- The **painted application of the signage** will be in keeping with the traditional application methods and commercial character of painted wall signs historically found on buildings within this historic district
- The signs will include a **solid painted border**, a typical feature of historic wall signs
- **Vendor Tag:** A vendor tag will be installed under the sign sized at 18" H x 96" W
- Comprehensive **10 year Master Plan** requested



109 WEST BROADWAY - KEY CHANGES



ORIGINAL PROPOSAL

Key Changes

- **Size:** (2) 11' 10" W x 20' 3" H hand painted signs measuring 225 square feet each
- **Coverage percent:** 21.9% *Reduced coverage by 6% overall
- **Architectural Integrity:** Smaller sign panels that respond to the building's architectural datums (window sills at lower floor; spring of the arch at the top floor windows)
- **Design Reconfiguration:** Text on one panel and graphics on the other panel (within a unified commercial advertising campaign)
- **Style of Paint:** simple graphic (left) and complex organic (right); see examples



REVISED PROPOSAL

SIMPLE GRAPHIC ARTWORK

A design featuring bold shapes, colors, simple text and non-organic elements.



COMPLEX ORGANIC ARTWORK

A detailed style, consisting of intricate forms which include realism, illustrations, human portraits, natural landscapes, food, animals and anything organic in nature.



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5. APPENDIX

LOGO
BRAND
MESSAGE



NEWTRADITION

CAFÉ
BLUESTONE LANE
BLUESTONE LANE

BLUESTONE LANE

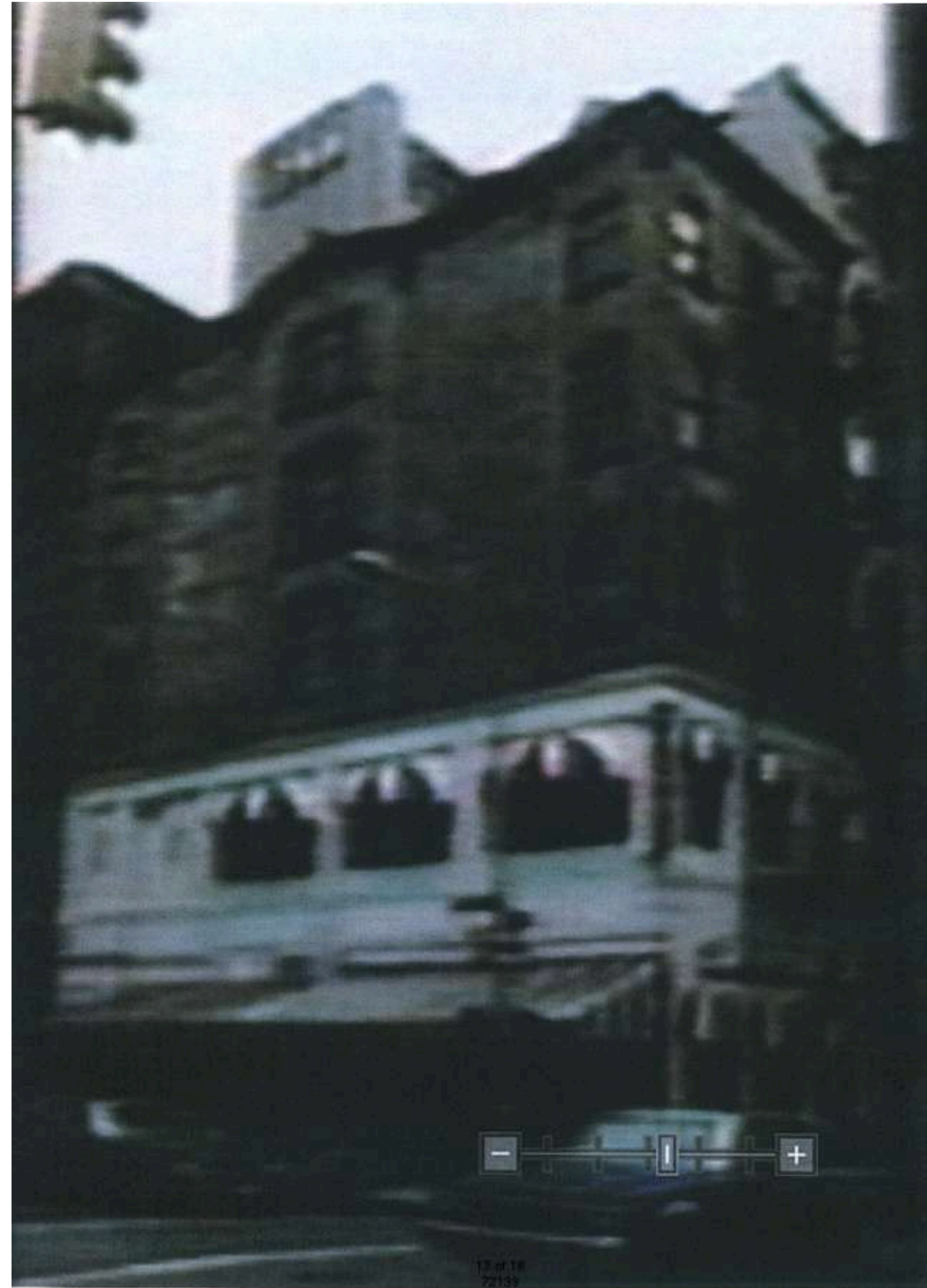
LI SALTZMAN ARCHITECTS, PC



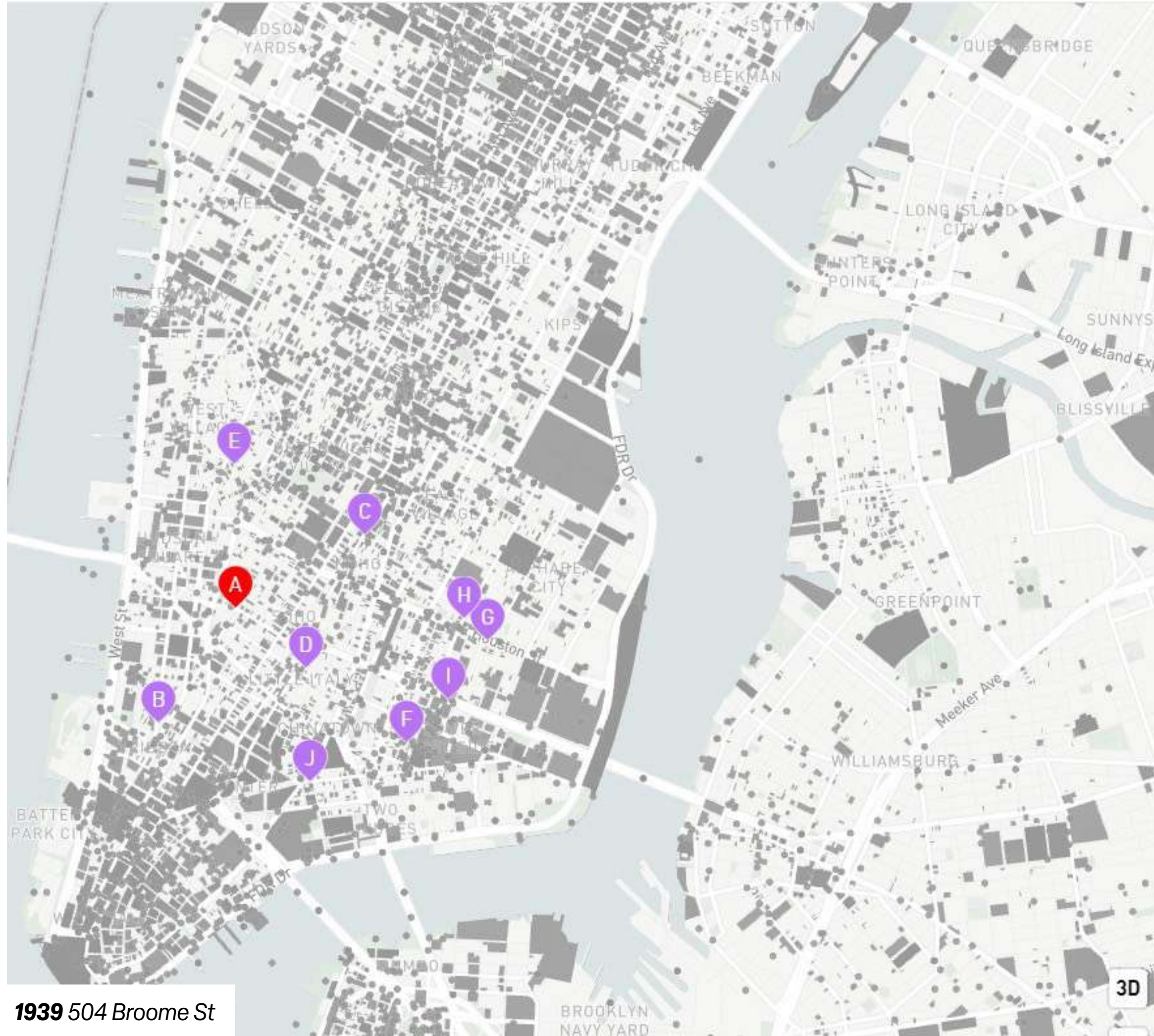
ATLAS MEDIA NEWTRADITION

A P P E N D I X

1980 TAX PHOTO



504 BROOME ST

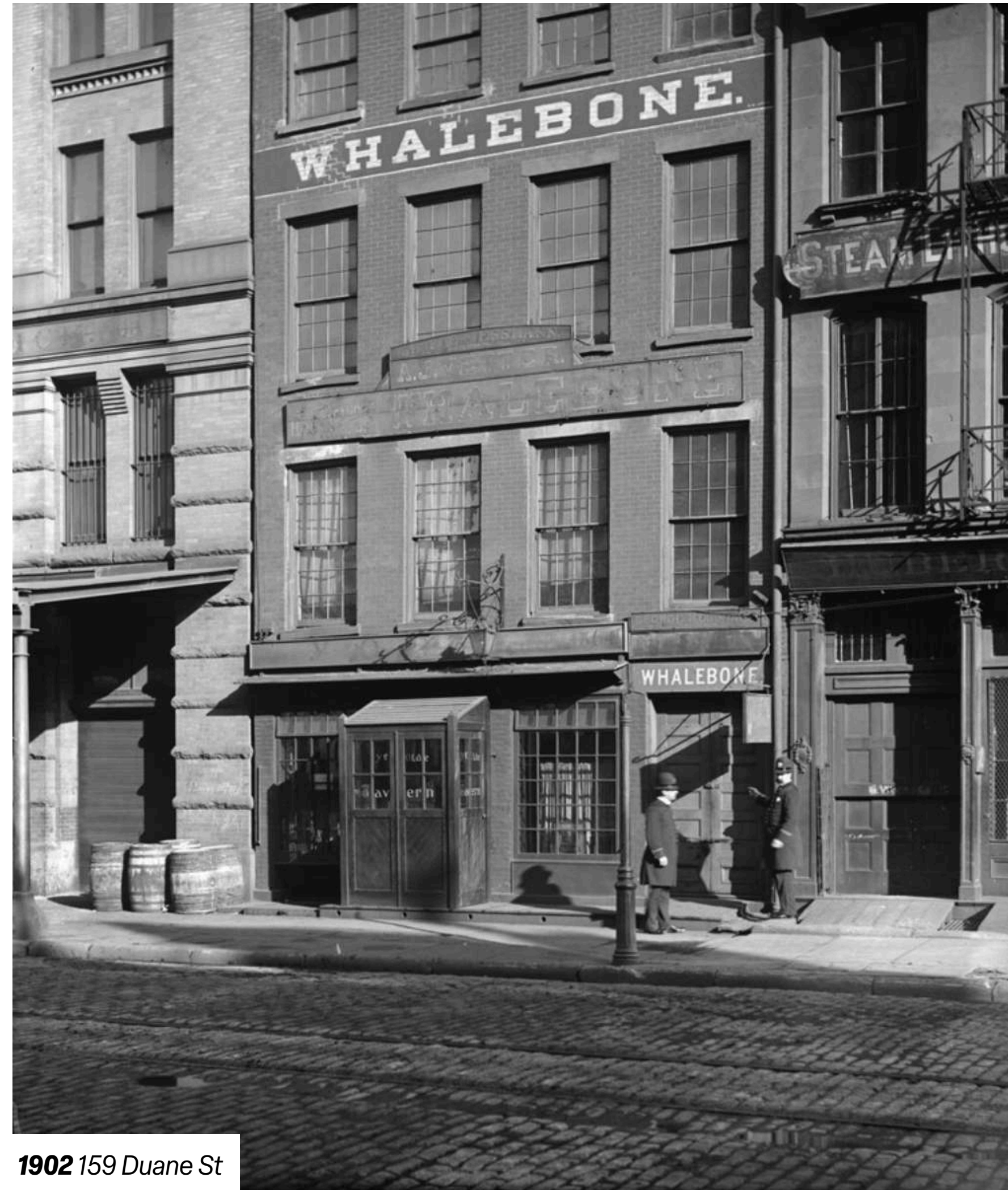


The hardy craftsmen who painted signs on the sides of buildings called themselves "walldogs" because they worked like dogs. In the early 20th century, walldogs worked long hours tethered to a wall high above the ground, a brush and bucket in their hands. The men had to be part artist, part acrobat, and part chemist.

Walldogs mixed their own paint, a combination of chemicals, color pigments, and a base of white lead paint. Lead poisoning was an occupational hazard. Years of exposure left the painters with skin, brain, and nervous system damage.

A P P E N D I X

159 DUANE ST



1902 159 Duane St

1. COMPANY OVERVIEW

109 WEST BROADWAY - KEY CHANGES



ORIGINAL PROPOSAL

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REVISED PROPOSAL

COMPARISON OF PROPOSED SIGNAGE

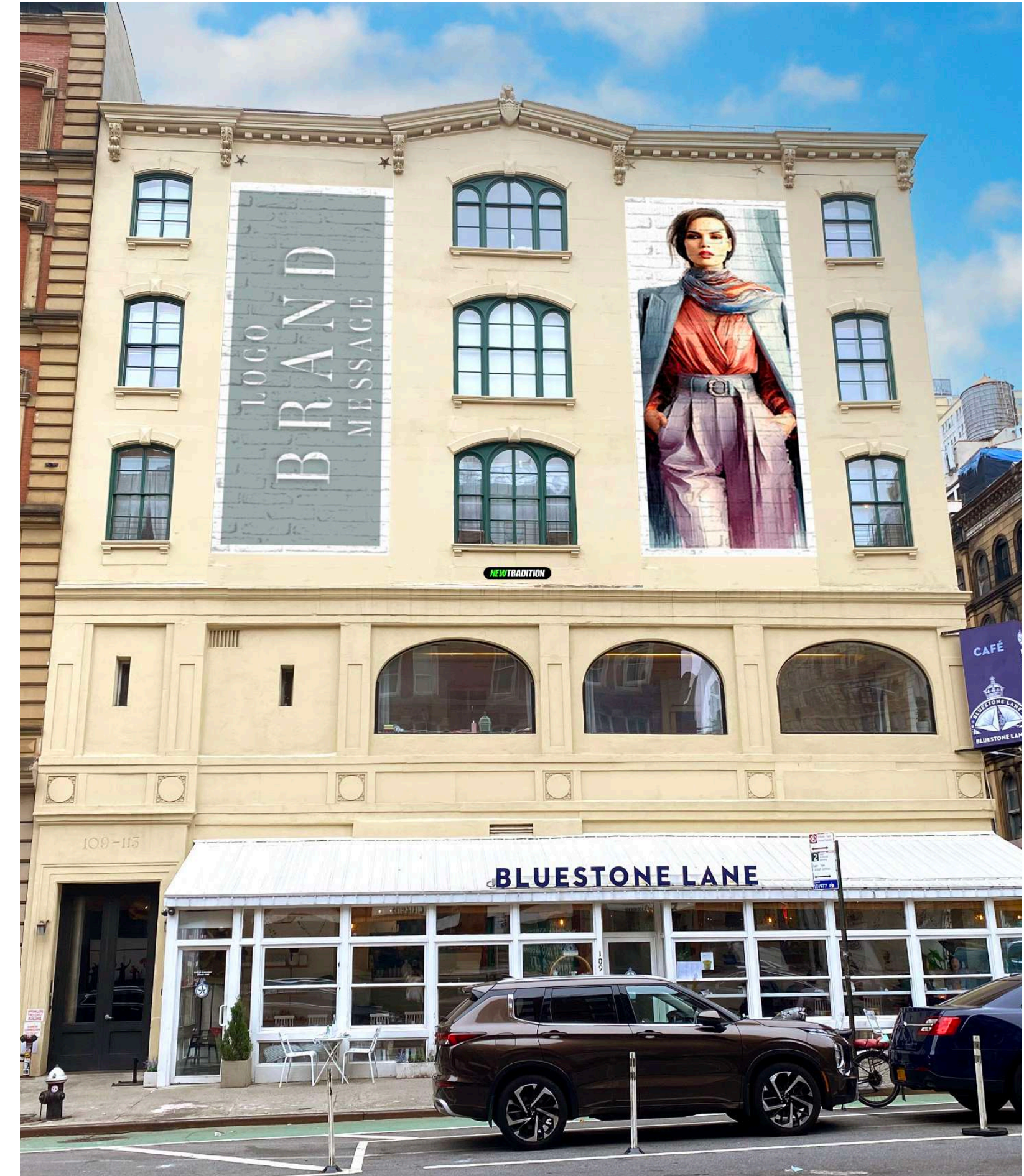
109 WEST BROADWAY - PROPOSED SIGNAGE PLAN



CURRENT VIEW



ORIGINAL PROPOSAL



REVISED PROPOSAL

WE ARE NEW TRADITION

ESTABLISHED 2010

New Tradition is a privately held out-of-home media company focused on iconic, urban core assets. New Tradition is one of the fastest growing media companies in the United States, providing OOH advertising platforms to national brands and advertising agencies.

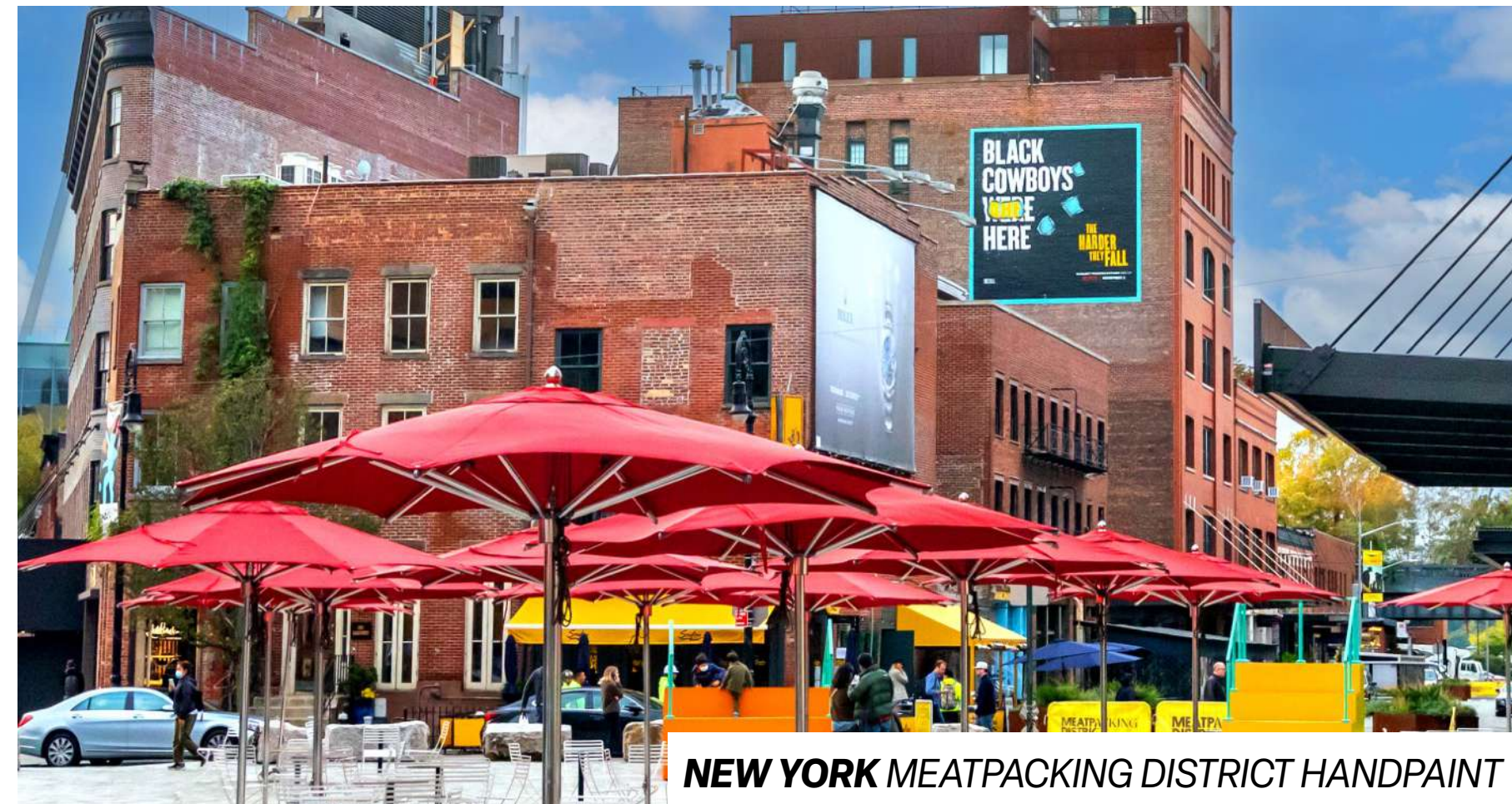
- **Scaled OOH media growth platform**, operating 750+ premium assets in 15 of the largest U.S. markets
- Portfolio contains **high-end, tailored assets** attracting quality advertisers and reaching tens of millions of high-value customers
- Top assets include **1 Times Square in New York City** and **The Reef in Downtown Los Angeles**, the highest-grossing and largest digital billboards in America, respectively
- **Visionary team** of founder-owners has built New Tradition from its founding in 2010 into one of the most respected independent OOH media companies
- **Skilled management team** with 50+ years of experience and distinguished ability to organically develop new assets and grow revenue on acquired assets
- All built on a **flywheel** of superior sales execution, premium assets, and stronger advertiser relationships



NEW YORK SOHO HANDPAINT



NEW YORK ONE TIMES SQUARE



NEW YORK MEATPACKING DISTRICT HANDPAINT

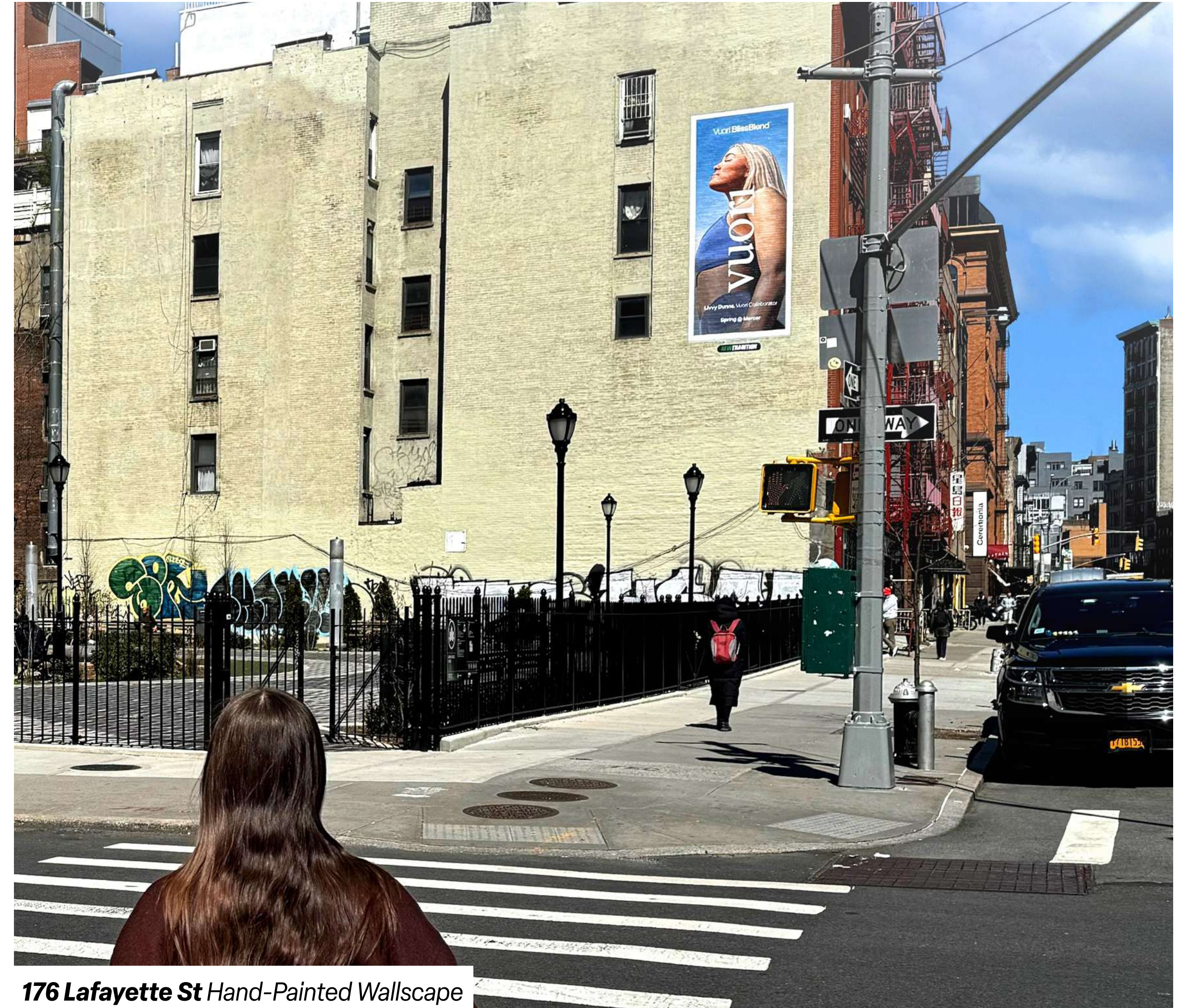


NEW YORK WILLIAMSBURG

NEW TRADITION & ATLAS JOINT VENTURE

NEW TRADITION X ATLAS MEDIA

New Tradition and Atlas Media have joined forces in a joint venture aimed at advancing the world of commercial hand-painted placements. Led by Ahmad Sayar, founder of Atlas Media and former SVP of Colossal Media, a distinguished hand-painted mural company, this collaboration is poised to establish fresh benchmarks in craftsmanship and creativity. Drawing upon Sayar's wealth of experience in crafting iconic hand-painted murals across New York City's historical districts, the venture will prioritize the elevation of traditional craftsmanship into bespoke masterpieces. One such example can be found at 176 Lafayette Street in the historic district of SoHo.



176 Lafayette St Hand-Painted Wallscape



MVC
RESPONSES:
ASIAN
AMERICAN
VOICES
RESISTING
THE TIDES
OF RACISM
DATE:
06/01/2021-06/30/2021
7:15-9:15/2021
MVC.CATY.CONG

2. ZONING

3. A BIT OF HISTORY

BLACK
COWBOYS
WERE
HERE

THE
HARDER
THEY
FALL

NOVEMBER 2

HISTORIC EXAMPLES

HISTORIC SIGNAGE IN TRIBECA



1870 W Broadway & Reade St

Source: New York Public Library



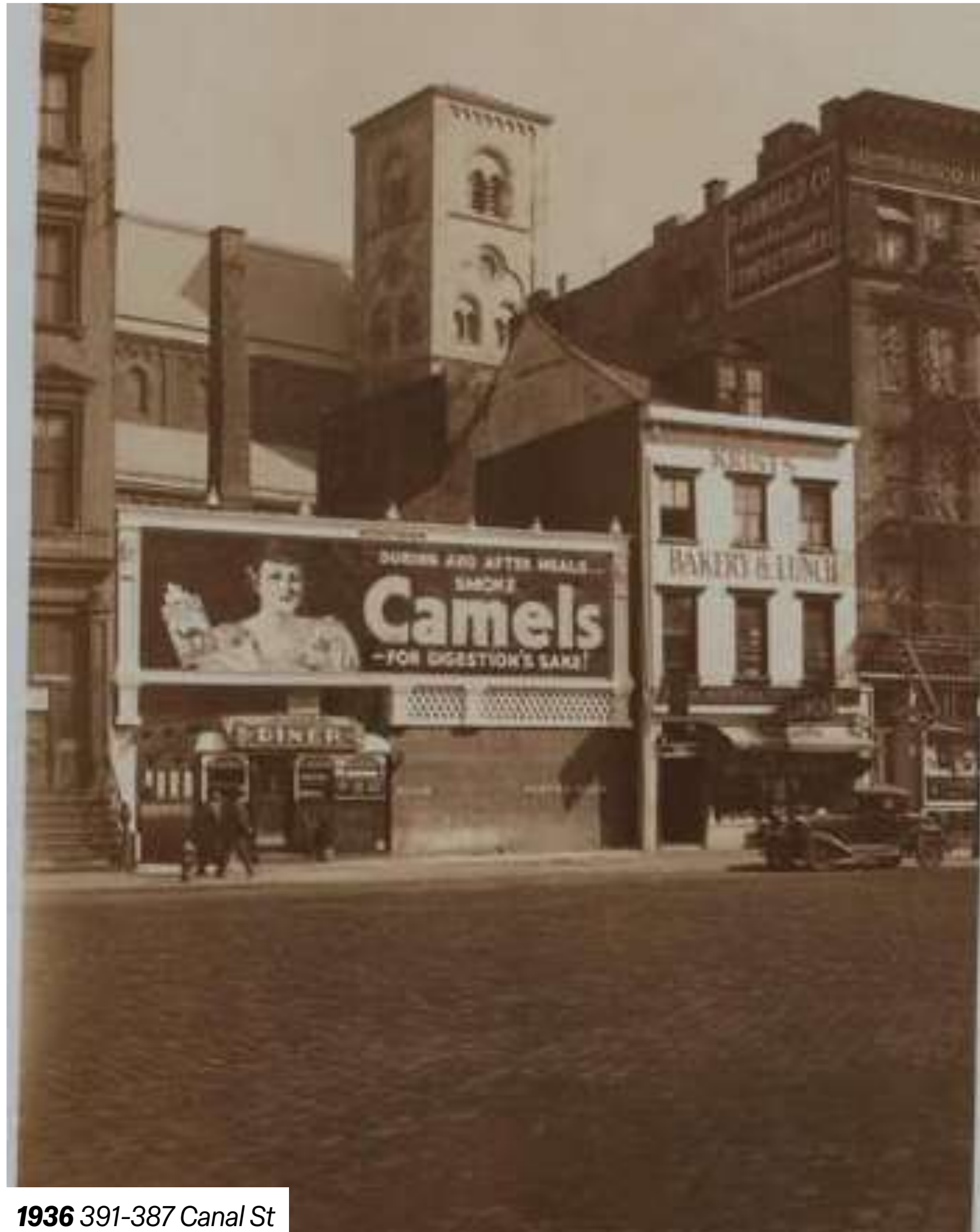
HISTORIC EXAMPLES

HISTORIC SIGNAGE IN TRIBECA

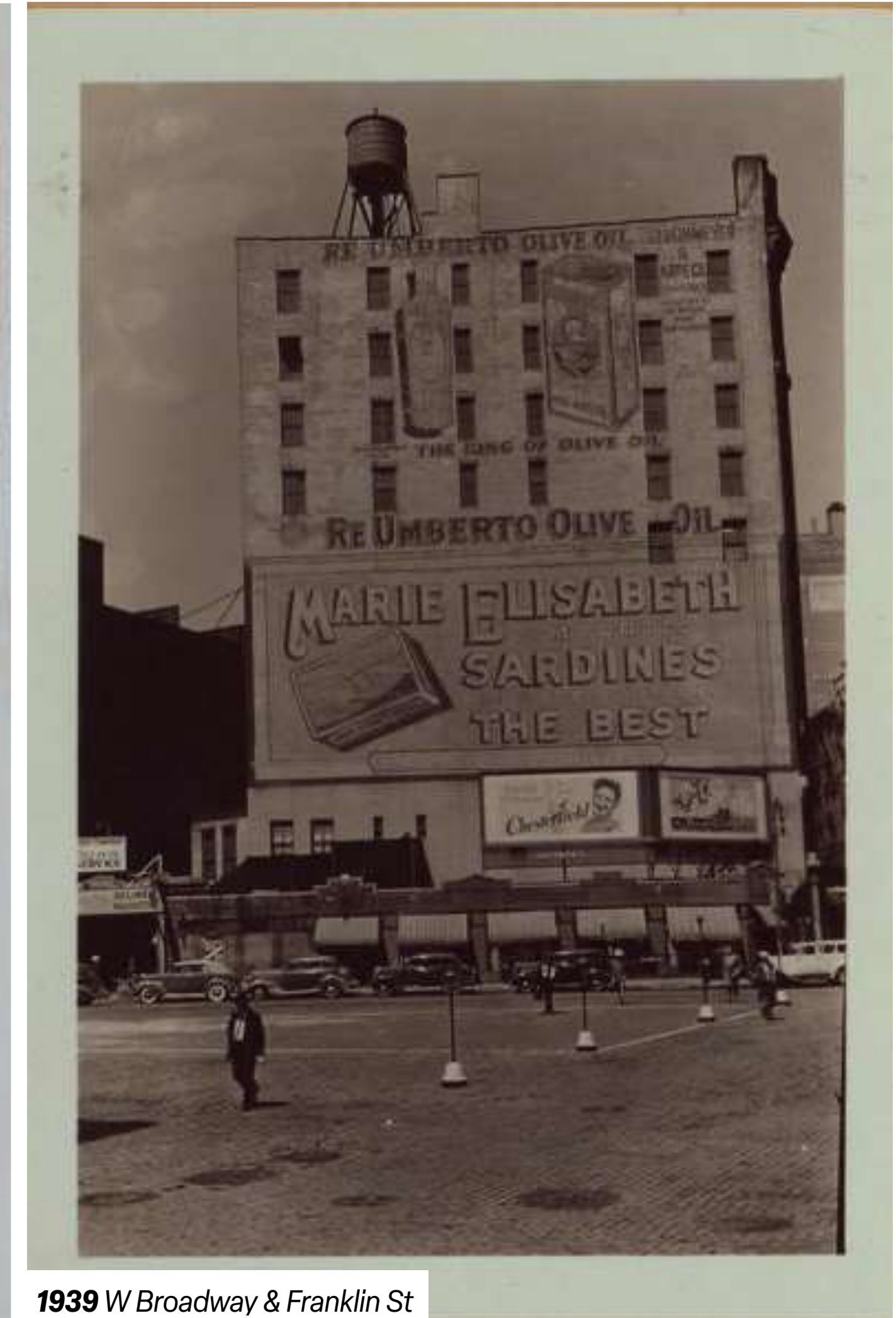


1898 Reade St

Source: New York Historical Society



1936 391-387 Canal St

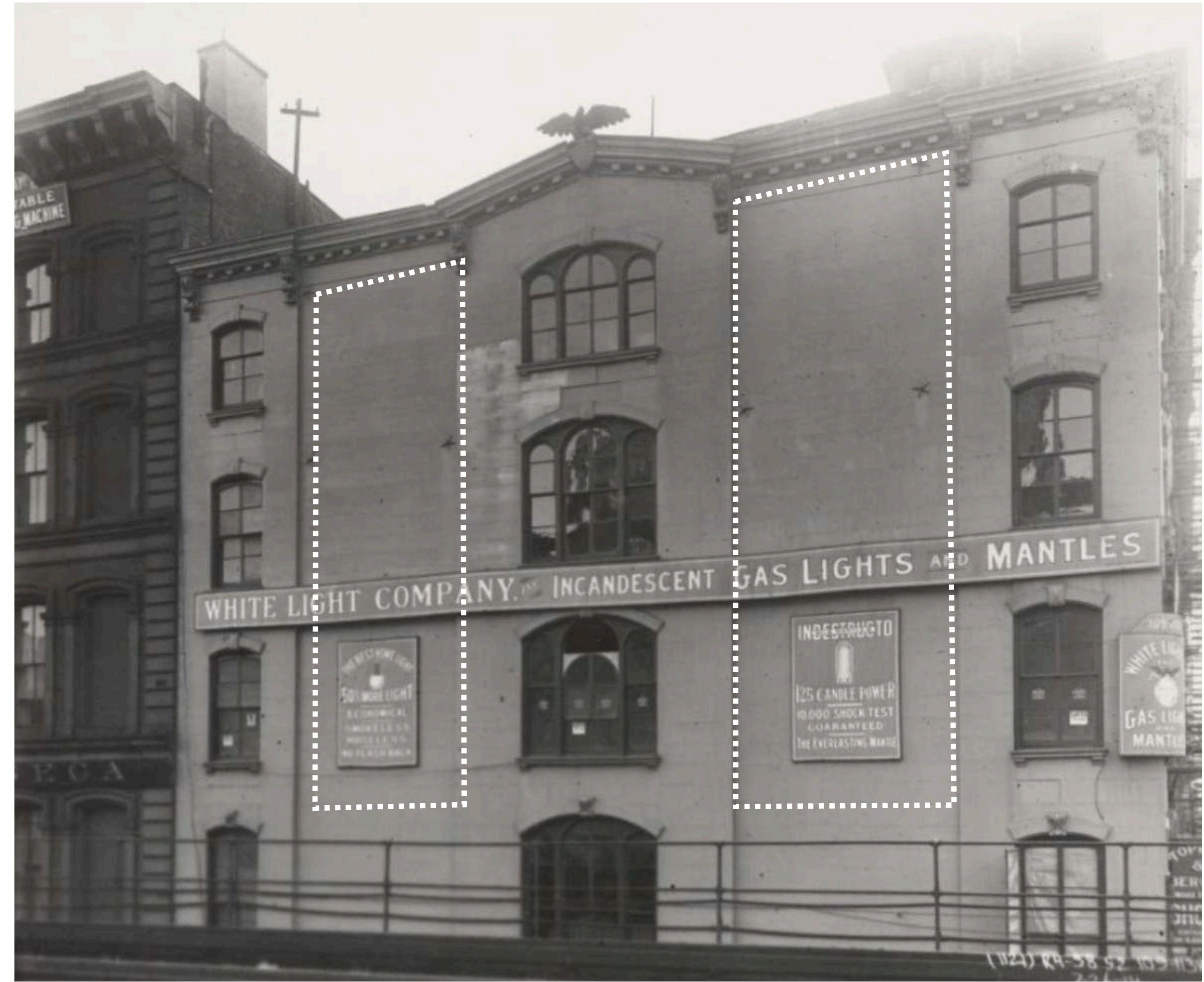


1939 W Broadway & Franklin St

HISTORIC EXAMPLES

PRE-1914 SIGNAGE?

- 1914 image may show ghosted signage (e. g, parts of the brush at the south panel?; text at the north panel?)
- Unclear whether the current signs existed pre-1914, or other signs



Source: New York Historical Society

4. PROPOSED SIGNAGE

LOGO
BRAND
MESSAGE



CAFÉ
BLUESTONE LANE
BLUESTONE LANE

BLUESTONE LANE

LISA SALTZMAN ARCHITECTS, P.C.

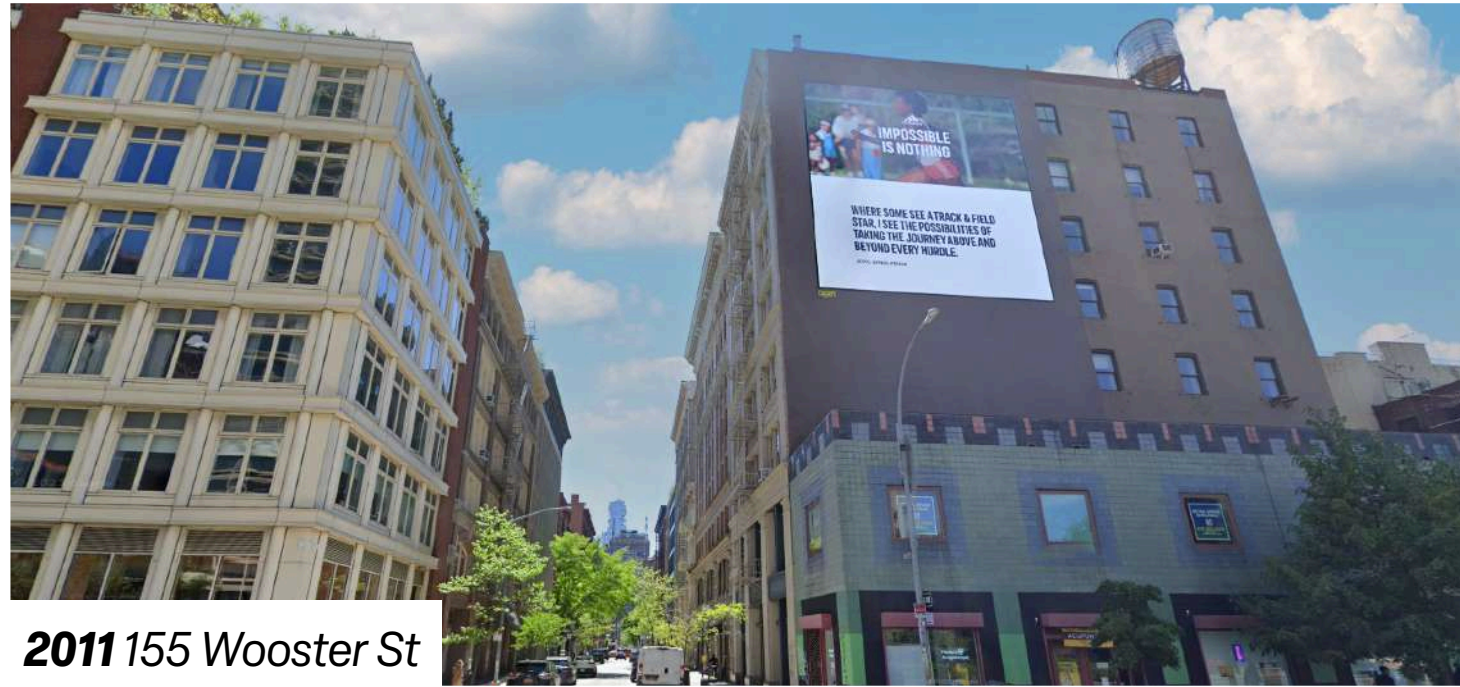


ATLAS MEDIA

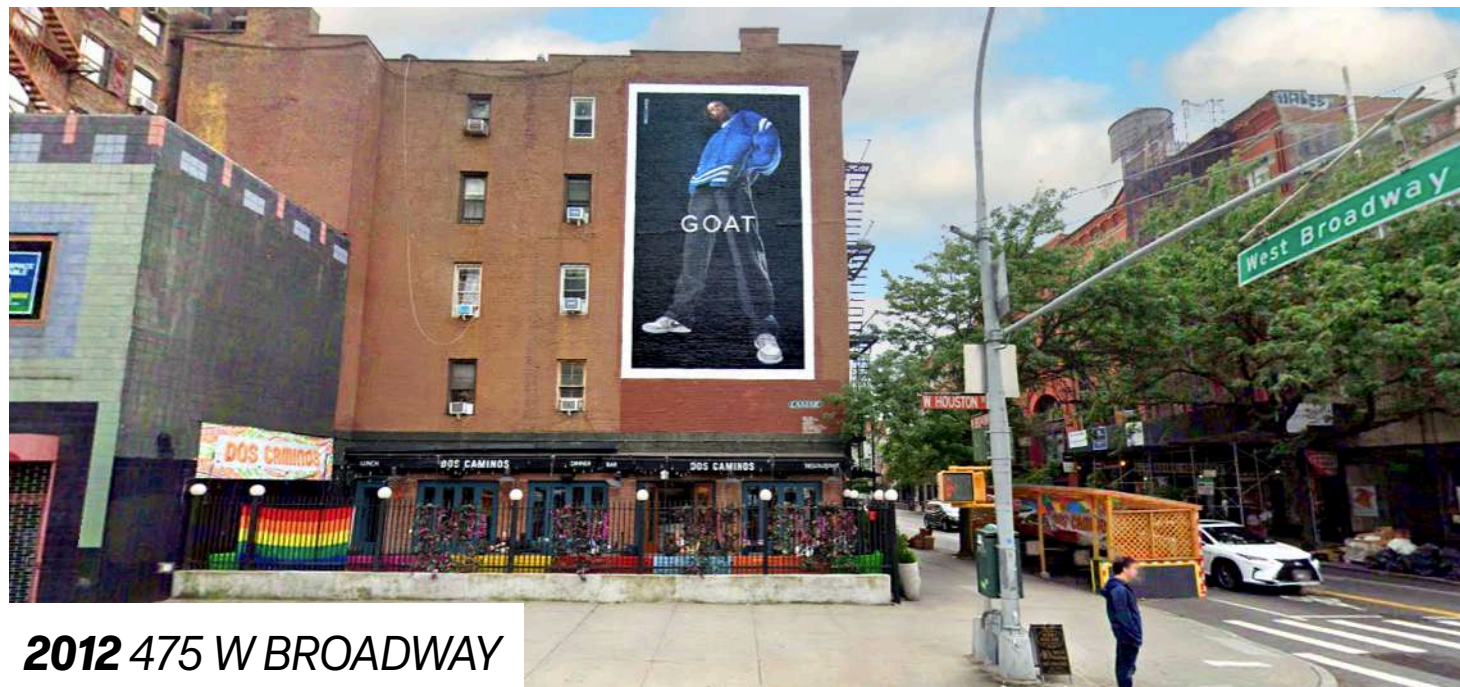
NEWTRADITION

PROPOSED SIGNAGE

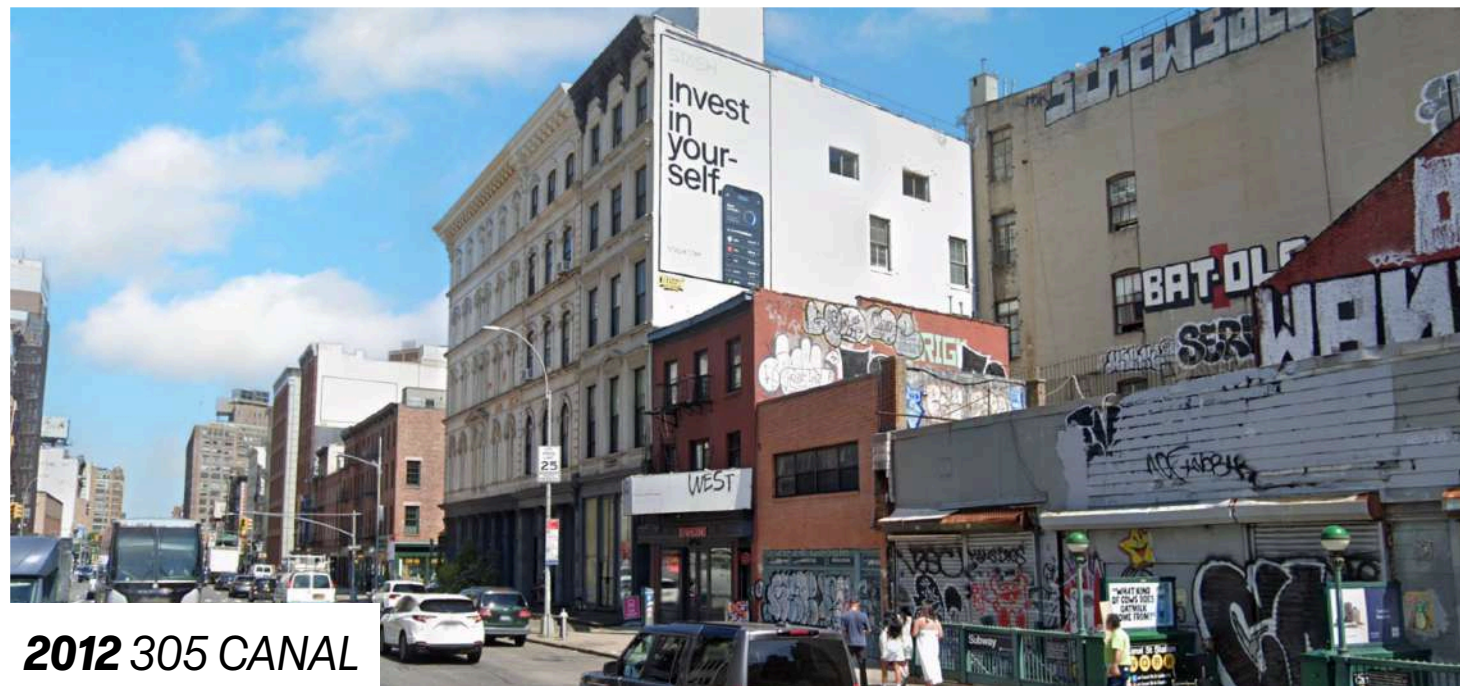
HANDPAINTED SIGNAGE IN TRIBECA AND SOHO



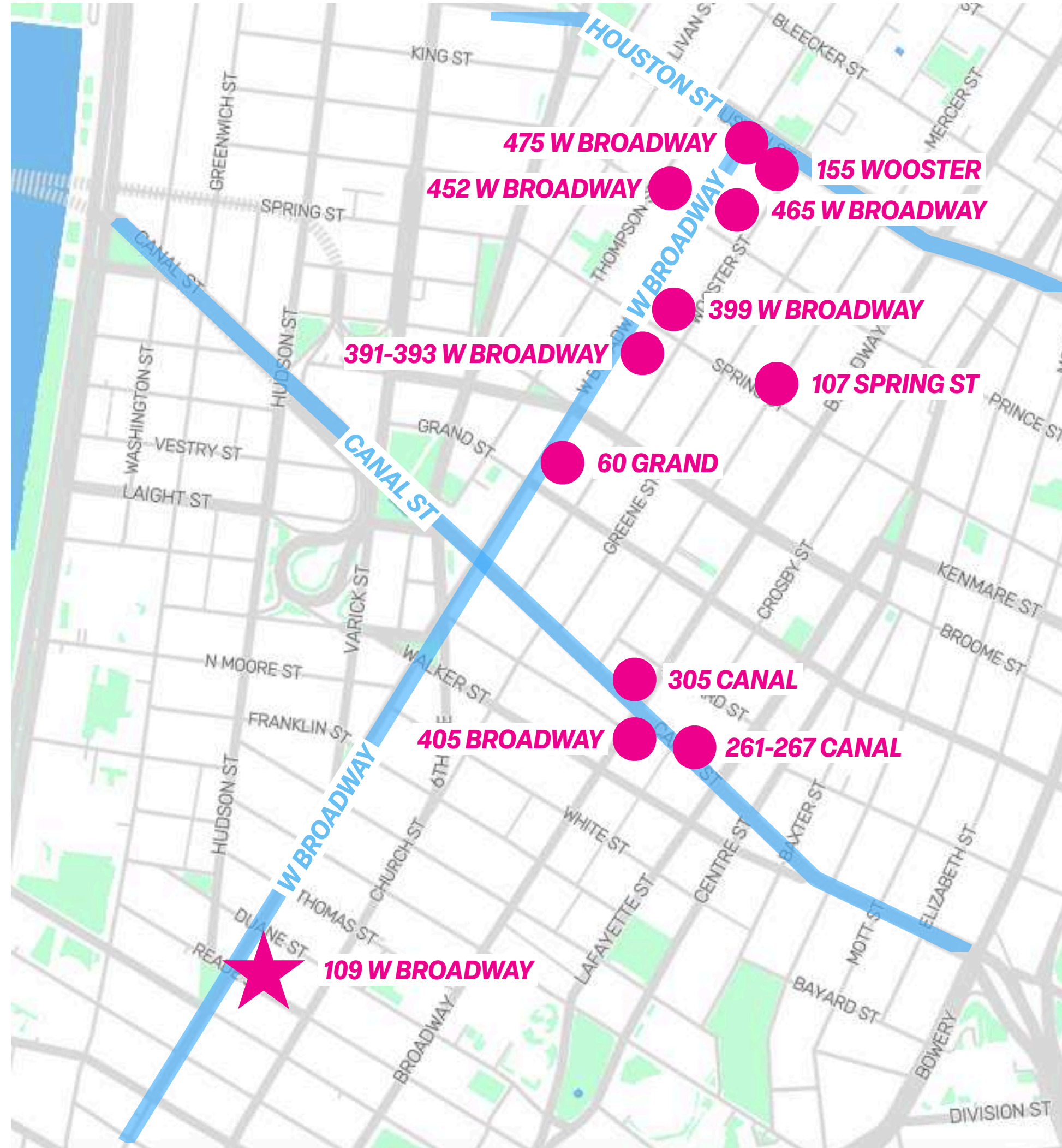
2011 155 Wooster St



2012 475 W BROADWAY



2012 305 CANAL



2012 60 GRAND



2016 391-393 W BROADWAY



2022 405 Broadway

PROPOSED SIGNAGE

PAINTED SIGNS AT PRINCIPAL FACADES



345-347 6TH AVE COFA



27 9TH AVE COFA



107 SPRING ST APPROVED WITH MODIFICATIONS

109 W BROADWAY

CURRENT SIGNAGE



PERCENTAGE OF SIGNAGE COVERAGE: 2.9%

THANK YOU

WWW.NEWTRADITION.COM

NEWTRADITION



L I · S A L T Z M A N A R C H I T E C T S , P C

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