MASTER PLAN RENEWAL

305 CANAL

176 N 9TH STREET BROOKLYN NY 11211 . 718.858.0979 . COLOSSAL MEDIA

SIGN SPACE COMPONENTS:

30' HIGH BY 18' WIDE

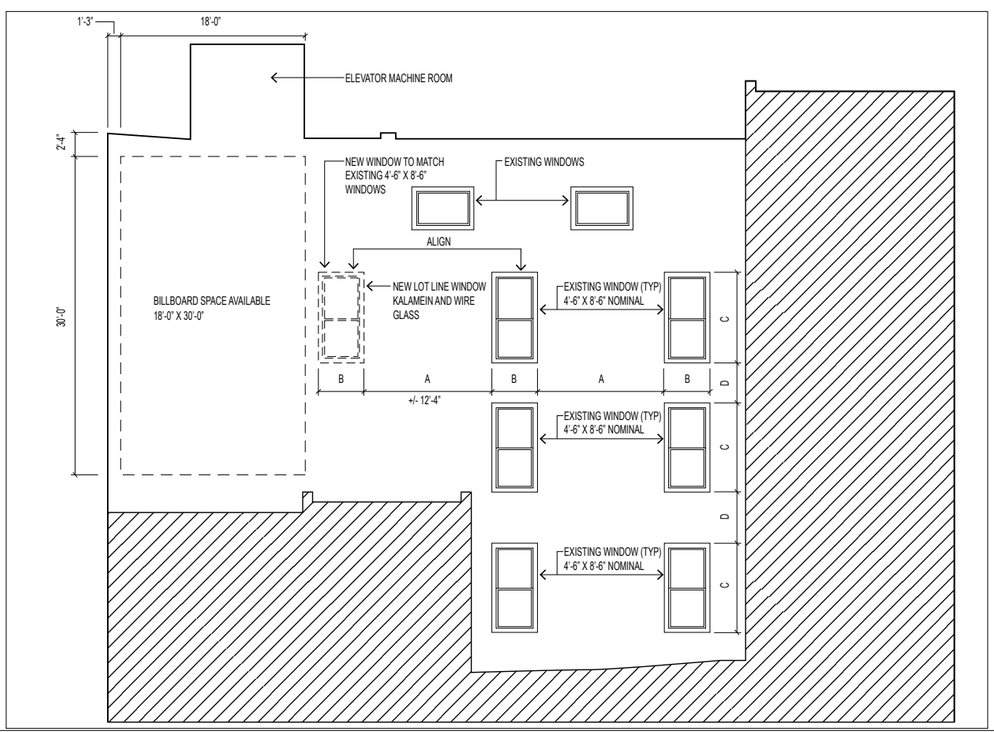
540 SQ FT TOTALING 20% OF FACADE
(SURFACE AREA OF FACADE = 2760 sq ft)

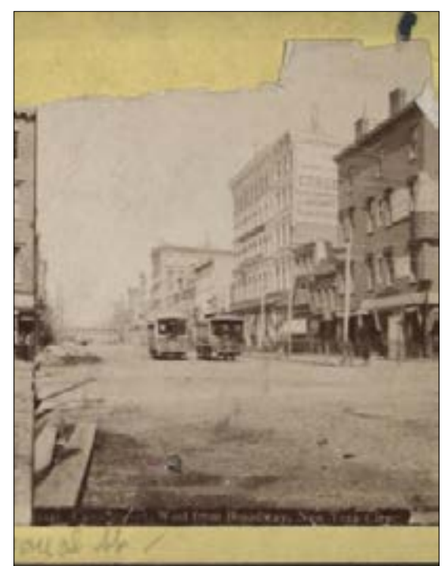
SETBACK FROM ROOF LINE AND PRIMARY FACADE

DOES NOT ENCOMPASS ARCHITECTURAL FEATURES
OR WINDOWS

FACING (EAST) TOWARDS THE BOUNDARY OF THE
CAST-IRON DISTRICT

COMPREHENSIVE MASTER PLAN FOR EASE OF
COPY CHANGE APPROVALS





1900's PHOTO

1984 TAX PHOTO

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

Secondary Facade of 305 Canal Street (facing East)

Sign space shall be in the same location and not exceed the existing approved sign area (30' H x 18' W)

Background of sign shall be limited to no more than two colors (inclusive of black and white)

Sign space shall be distinguished from surrounding facade by either a border or background color different from the surrounding area

Distinction of definitions between Photorealistic and Graphic/Illustrative signs with criteria for both

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

- Black and White photorealistic images not to exceed 80% of sign space (including text)
- Color photorealistic images not to exceed 50% of the sign space (including text)

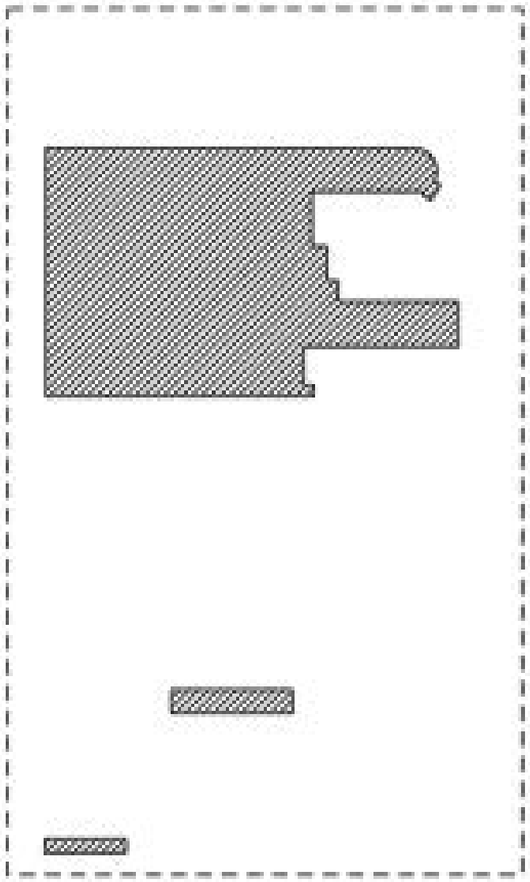
Graphic: Any number of painted colors that are clearly separated with no blending or shading between them

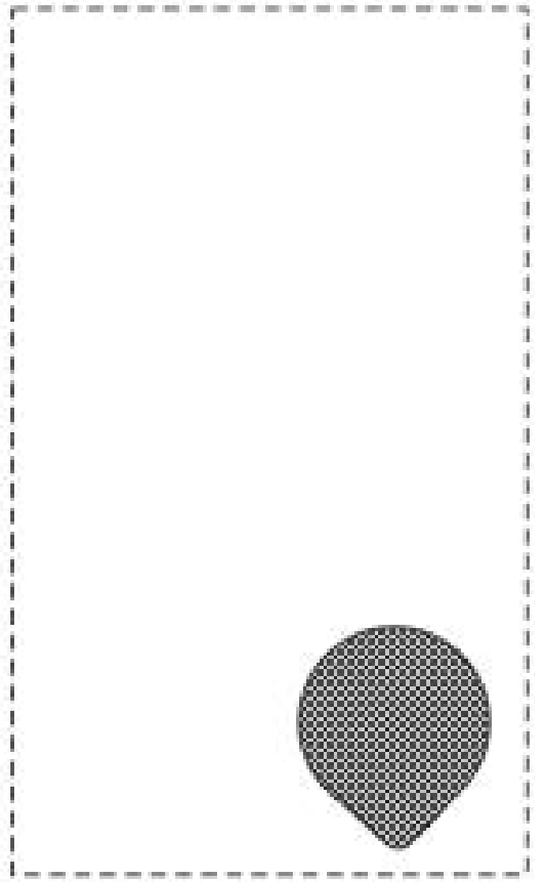
- Graphic images with 5 or more colors not to exceed 50% of sign space (including text)
- Graphic images with less than 5 colors not to exceed 80% of sign space (including text)

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

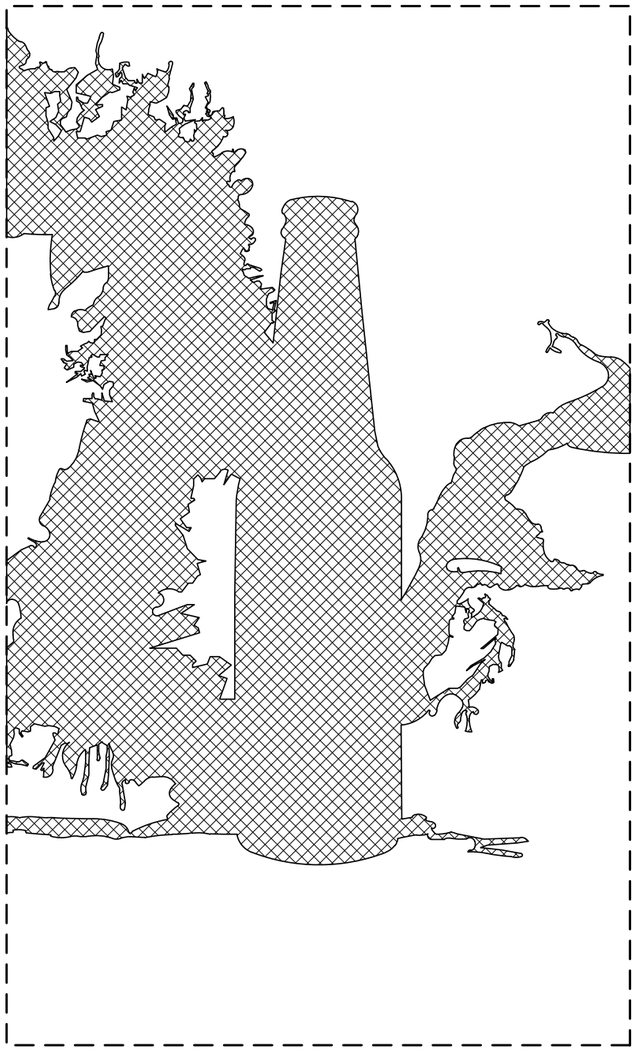
CLIENT: Etsy
LPC ATP: 13-8321

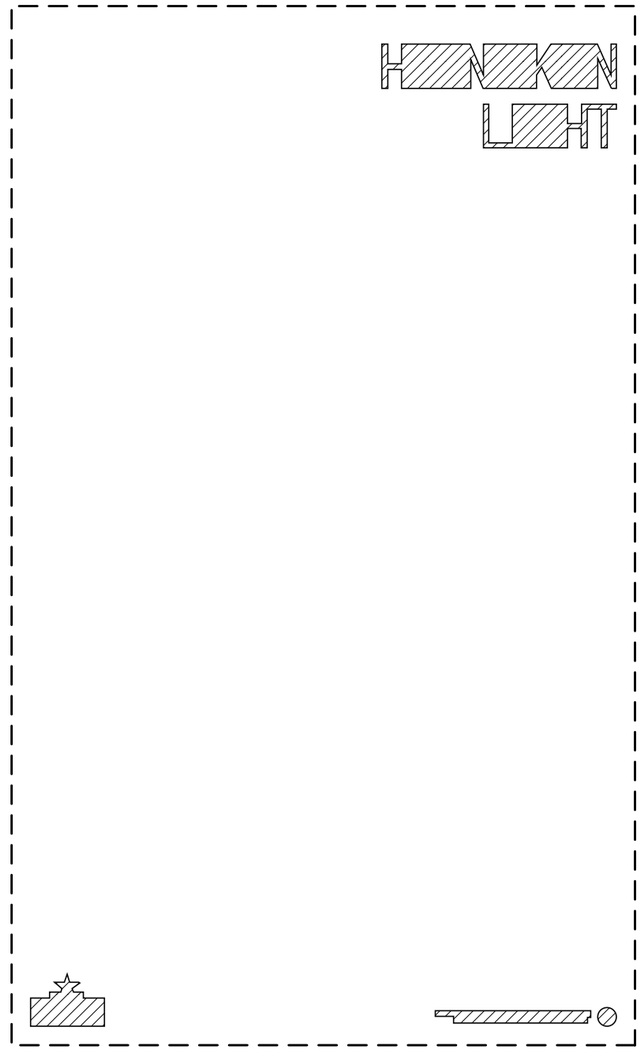
CLIENT: Chobani
LPC ATP: 13-8063



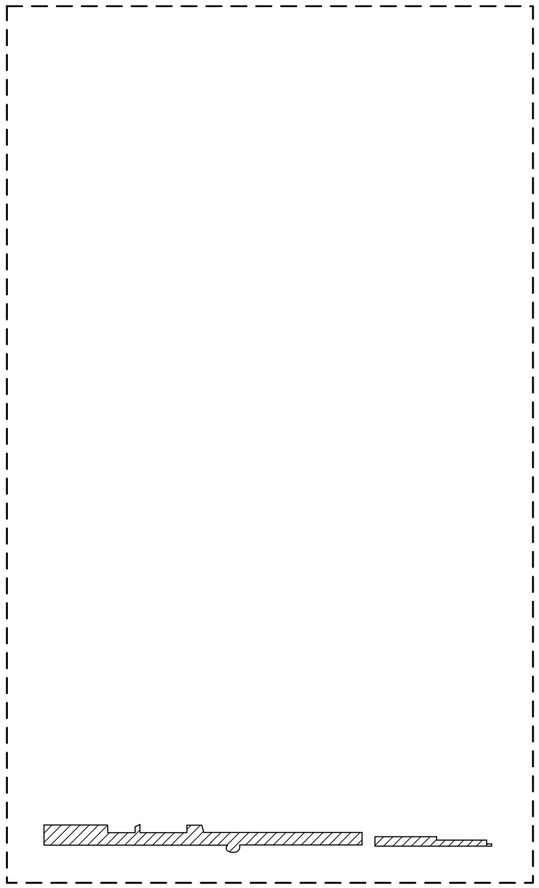


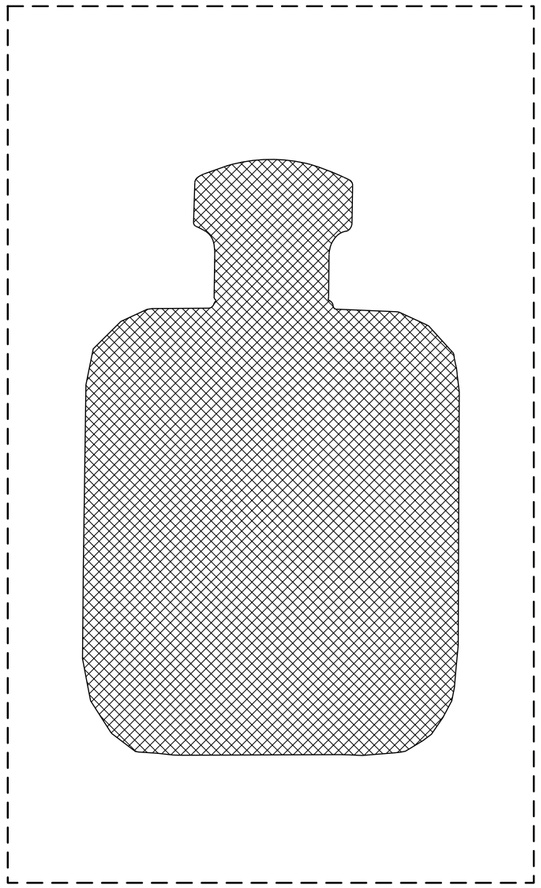
CLIENT: Heinekin
LPC ATP: 14-1499



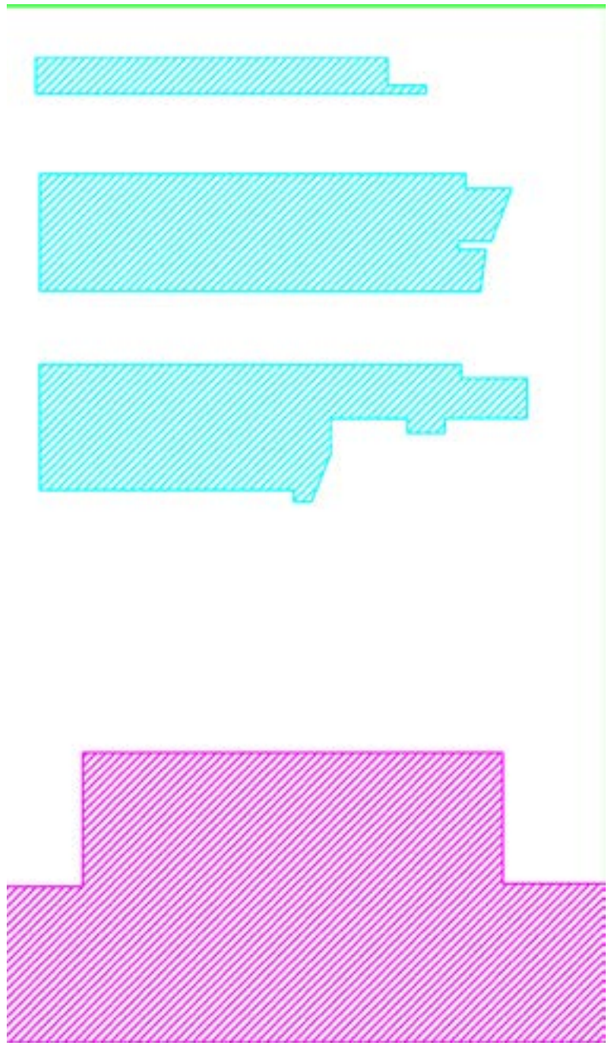


CLIENT: NY Yankees
LPC ATP: 14-2708

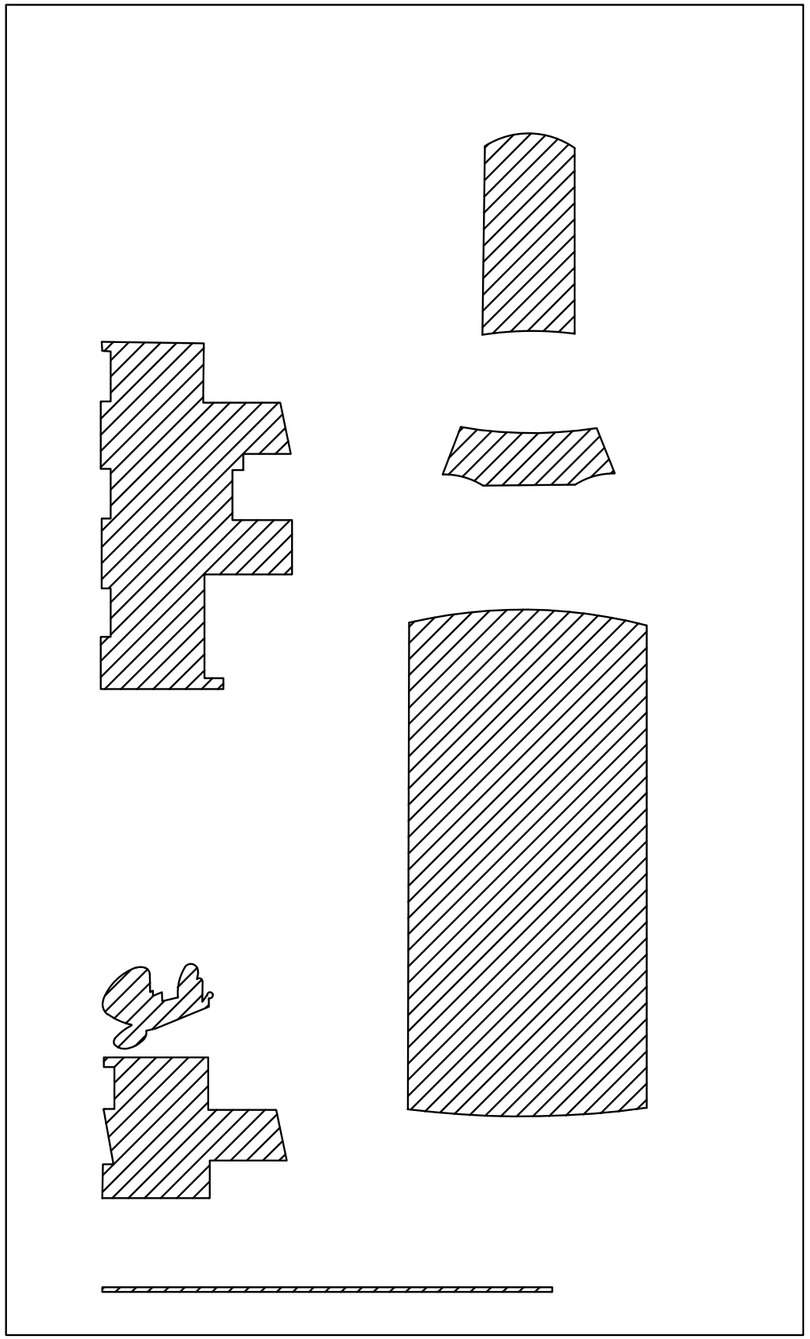




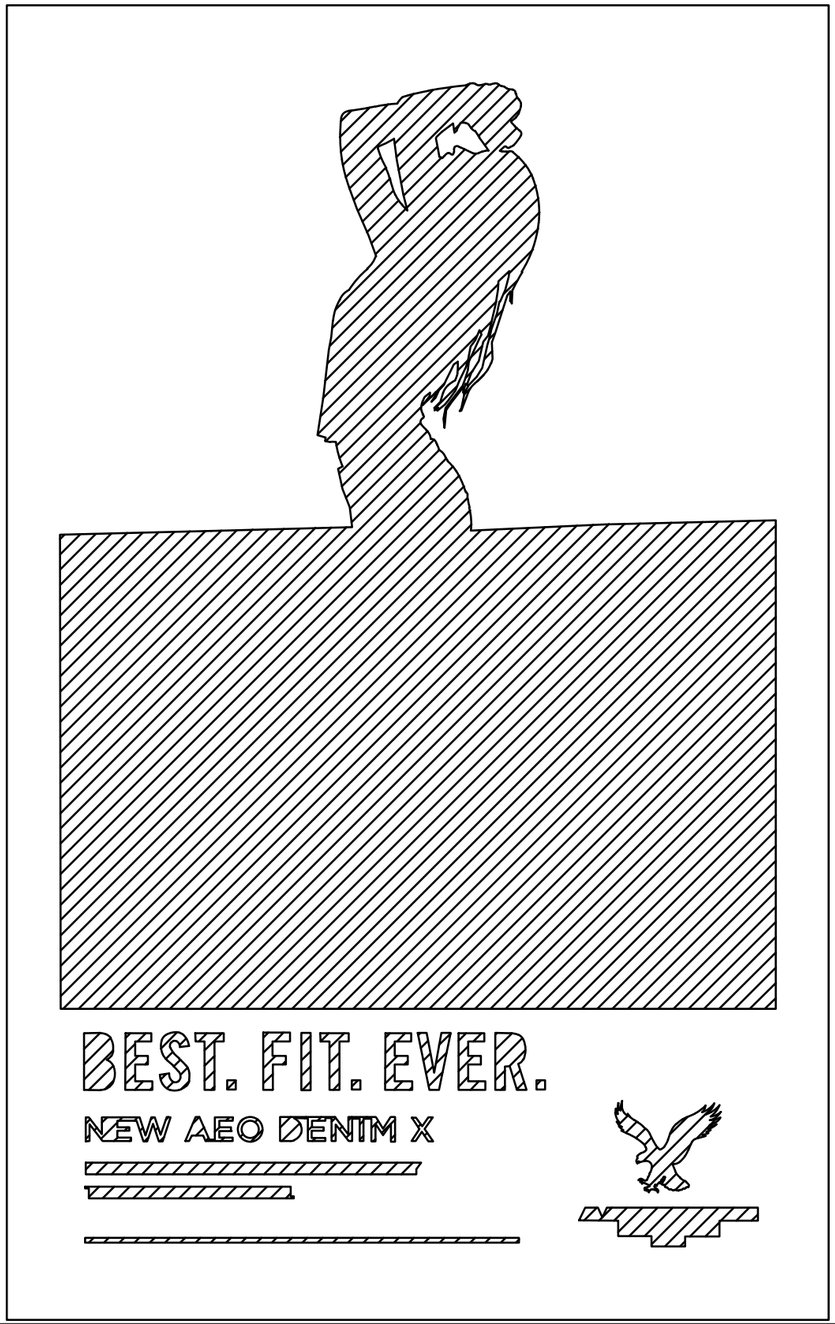
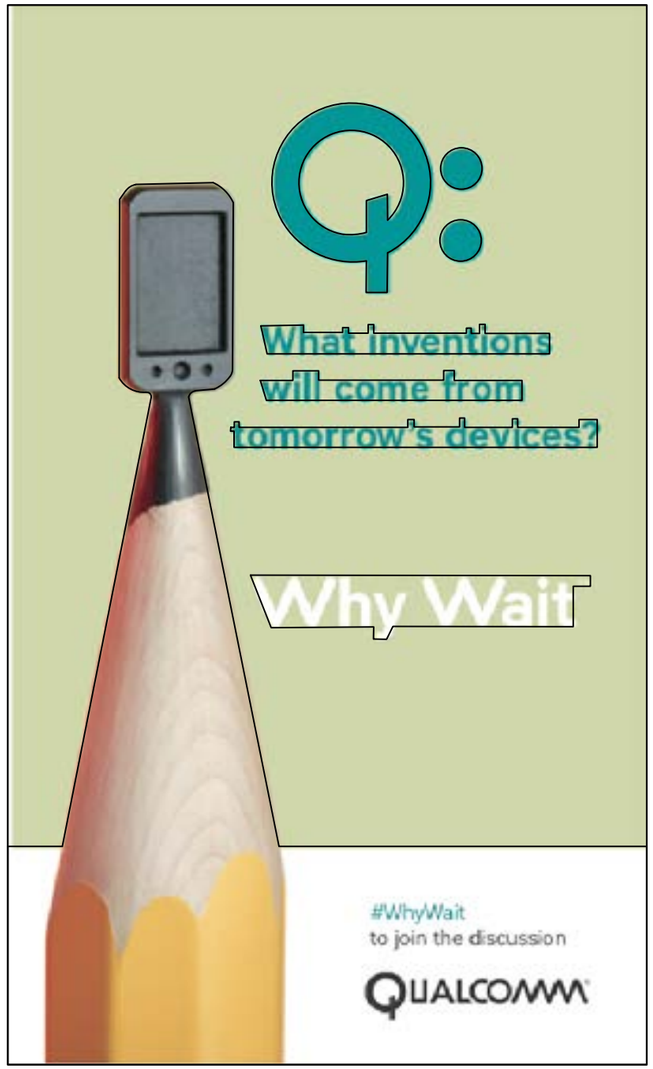
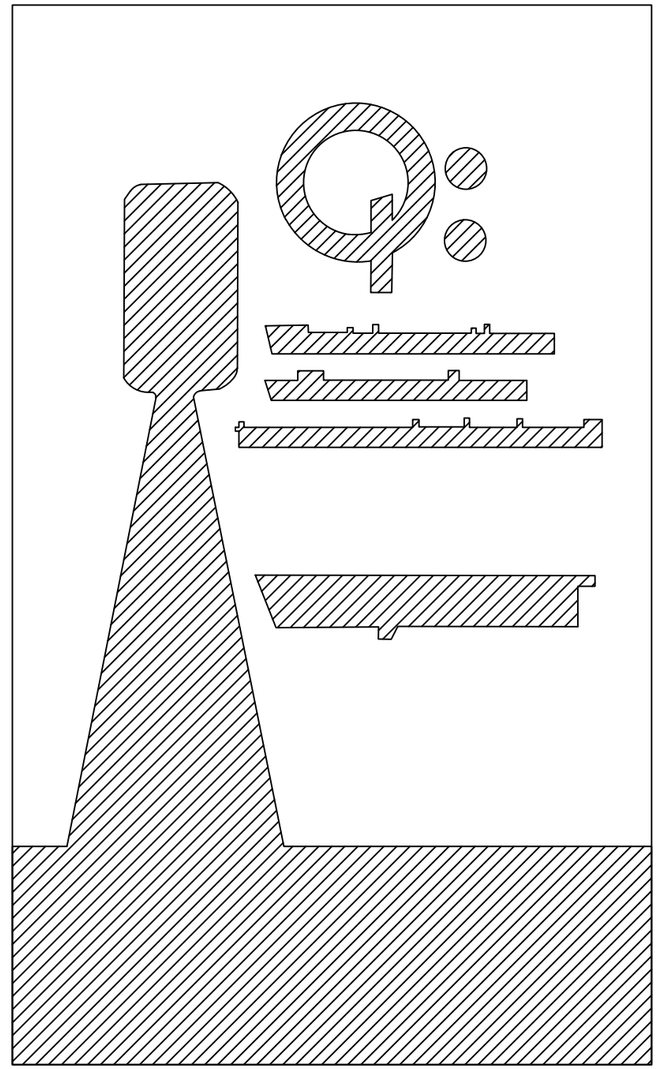
CLIENT: NYC FC
LPC ATP: 15-4544



CLIENT: Stoli
LPC ATP: 16-3591



CLIENT: American Eagle
LPC ATP: 15-4136



CLIENT: Qualcomm
LPC ATP: 17-2327