

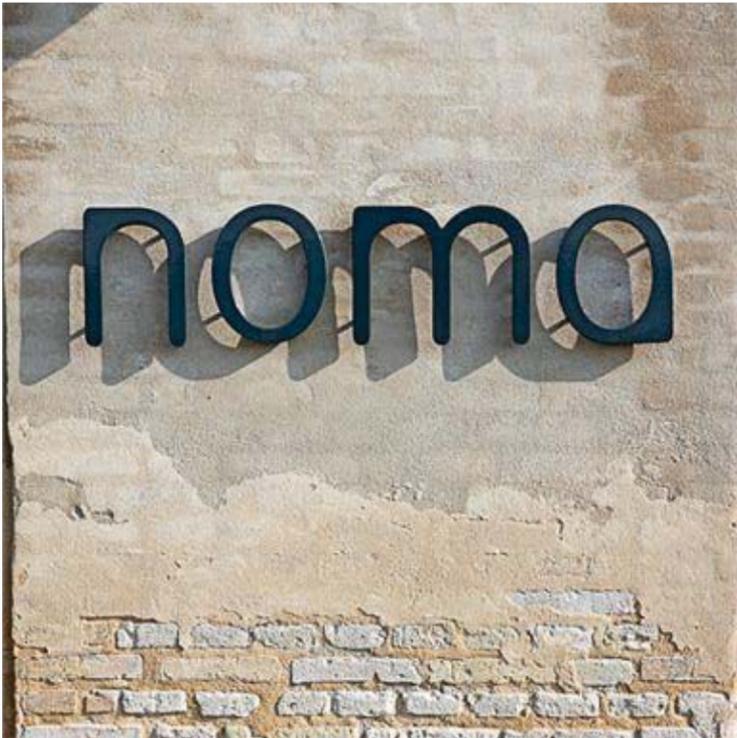
# FULTON MARKET BUILDING

## DESIGN UPDATES

06.09.2016 IPIC SIGNAGE

# PRECEDENT STUDY

FULTON MARKET BUILDING // SIGNAGE ON BRICK



# FULTON STREET // LPC APPROVED (06/24/2014) DESIGN AND REVISED DESIGN - ELEVATIONS - CANOPY NOT SHOWN

A. ONE PANEL SIGN PER DOOR

B. ONE BRACKET SIGN (6 SF MAXIMUM AREA) MOUNTED HORIZONTALLY OR VERTICALLY FROM BRACKETS PER TENANT, PER ELEVATION OF THE BUILDING, EXCEPT WHERE TENANT FRONTAGE EXCEEDS 40 LINEAL FEET ON A SINGLE SIDE, IN WHICH CASE TWO BRACKET SIGNS ARE PERMITTED ON THE SAME SIDE OF THE BUILDING.

C. ONE WINDOW SIGN PER STOREFRONT BAY



LPC APPROVED (06/24/2014) FULTON STREET SIGNAGE

NUMBERS SIGNIFY CHANGES TO PREVIOUSLY APPROVED SIGNAGE DESIGN. SEE PAGE 5 FOR KEY



REVISED FULTON STREET SIGNAGE DESIGN

**FULTON STREET // LPC APPROVED (06/24/2014) DESIGN AND REVISED DESIGN - ELEVATIONS - CANOPY NOT SHOWN**

**A. ONE PANEL SIGN PER DOOR**

**B. ONE BRACKET SIGN (6 SF MAXIMUM AREA) MOUNTED HORIZONTALLY OR VERTICALLY FROM BRACKETS PER TENANT, PER ELEVATION OF THE BUILDING, EXCEPT WHERE TENANT FRONTAGE EXCEEDS 40 LINEAL FEET ON A SINGLE SIDE, IN WHICH CASE TWO BRACKET SIGNS ARE PERMITTED ON THE SAME SIDE OF THE BUILDING.**

**C. ONE WINDOW SIGN PER STOREFRONT BAY**



**LPC APPROVED (06/24/2014) FRONT STREET SIGNAGE**



NUMBERS SIGNIFY PREVIOUSLY UNREVIEWED LOCATIONS FOR PROPOSED SIGNAGE



**REVISED FRONT STREET SIGNAGE DESIGN**



# FULTON STREET // LPC APPROVED (06/24/2014) DESIGN AND REVISED DESIGN - ELEVATIONS - CANOPY NOT SHOWN

A. ONE PANEL SIGN PER DOOR

B. ONE BRACKET SIGN (6 SF MAXIMUM AREA) MOUNTED HORIZONTALLY OR VERTICALLY FROM BRACKETS PER TENANT, PER ELEVATION OF THE BUILDING, EXCEPT WHERE TENANT FRONTAGE EXCEEDS 40 LINEAL FEET ON A SINGLE SIDE, IN WHICH CASE TWO BRACKET SIGNS ARE PERMITTED ON THE SAME SIDE OF THE BUILDING.

C. ONE WINDOW SIGN PER STOREFRONT BAY



LPC APPROVED (06/24/2014) SOUTH STREET SIGNAGE



NUMBERS SIGNIFY PREVIOUSLY UNREVIEWED LOCATIONS FOR PROPOSED SIGNAGE



REVISED SOUTH STREET SIGNAGE DESIGN



# FULTON STREET // LPC APPROVED (06/24/2014) DESIGN AND REVISED DESIGN - ELEVATIONS - CANOPY NOT SHOWN

A. ONE PANEL SIGN PER DOOR

B. ONE BRACKET SIGN (6 SF MAXIMUM AREA) MOUNTED HORIZONTALLY OR VERTICALLY FROM BRACKETS PER TENANT, PER ELEVATION OF THE BUILDING, EXCEPT WHERE TENANT FRONTAGE EXCEEDS 40 LINEAL FEET ON A SINGLE SIDE, IN WHICH CASE TWO BRACKET SIGNS ARE PERMITTED ON THE SAME SIDE OF THE BUILDING.

C. ONE WINDOW SIGN PER STOREFRONT BAY



LPC APPROVED (06/24/2014) BEEKMAN STREET SIGNAGE



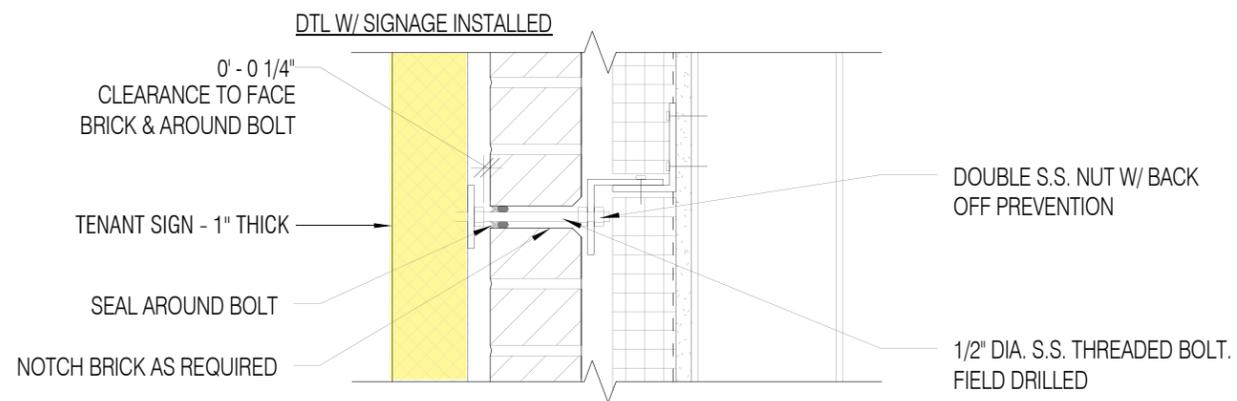
NUMBERS SIGNIFY PREVIOUSLY UNREVIEWED LOCATIONS FOR PROPOSED SIGNAGE



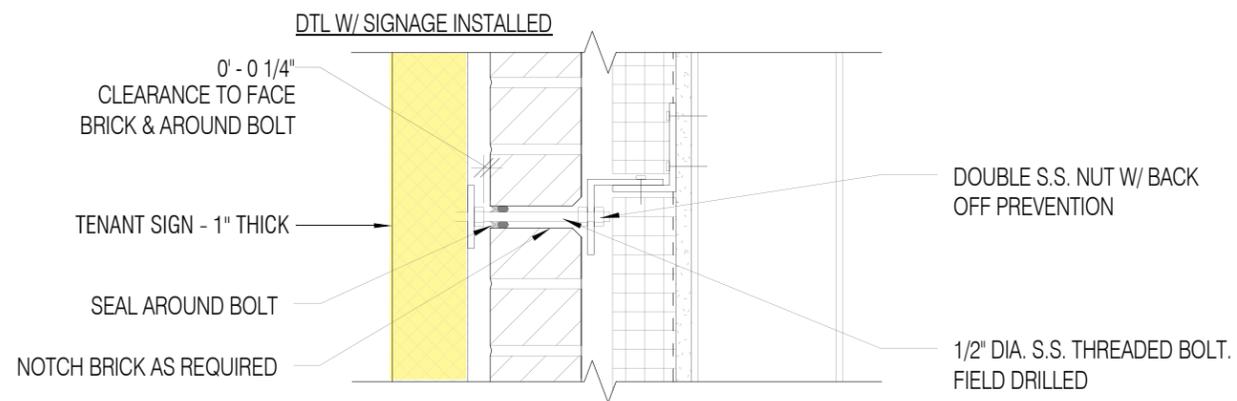
REVISED BEEKMAN STREET SIGNAGE DESIGN



FULTON MARKET BUILDING // SIGN TYPE 1 // SIGNAGE ATTACHED TO BRICK



FULTON MARKET BUILDING // SIGN TYPE 2 // SIGNAGE ATTACHED TO BRICK



# FULTON MARKET BUILDING // SIGN TYPE // SIZE AND MATERIAL OF SECOND FLOOR SIGNAGE

## MATERIAL

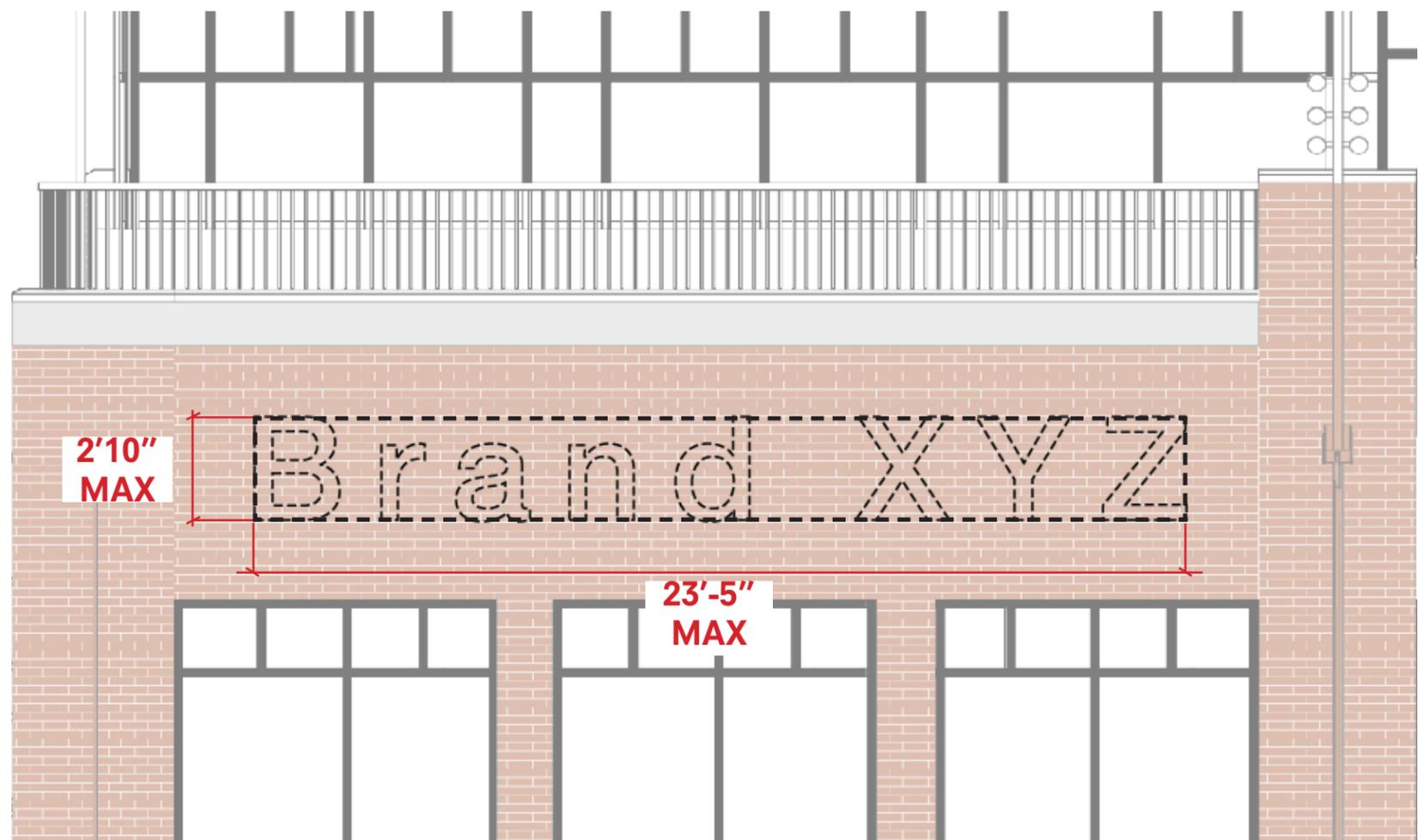
**PAINTED ALUMINUM** - DIMENSIONAL  
LETTER SIGN MOUNTED TO BRICK



**ANTHRAZITE GREY - RAL 7016**  
(MATCH STOREFRONT AND STEEL)

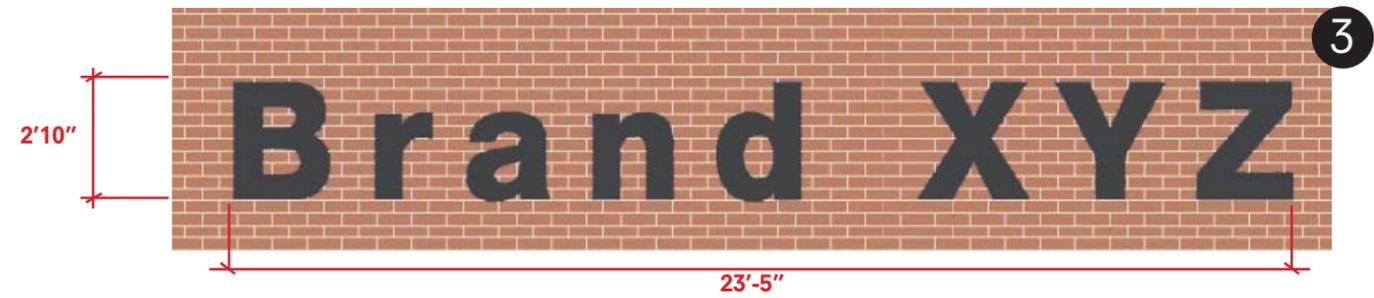
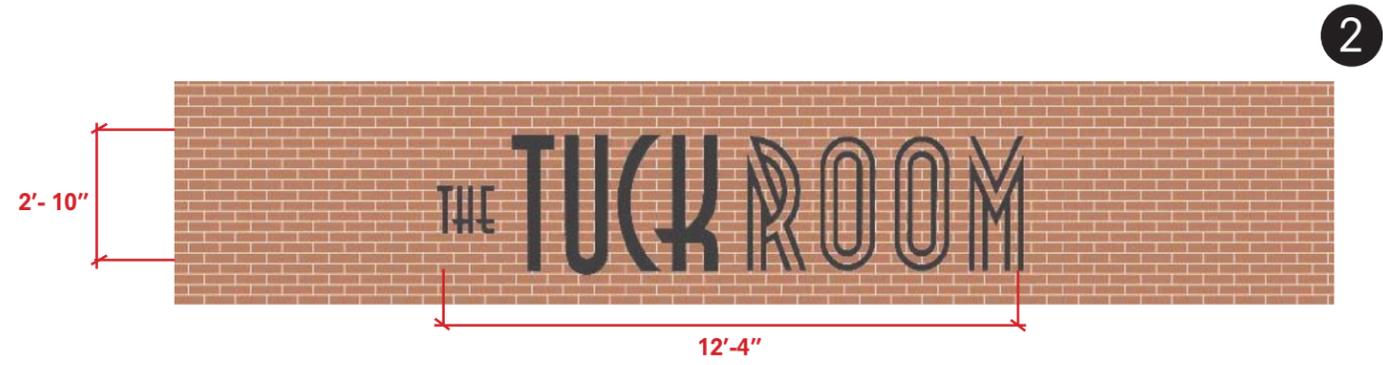
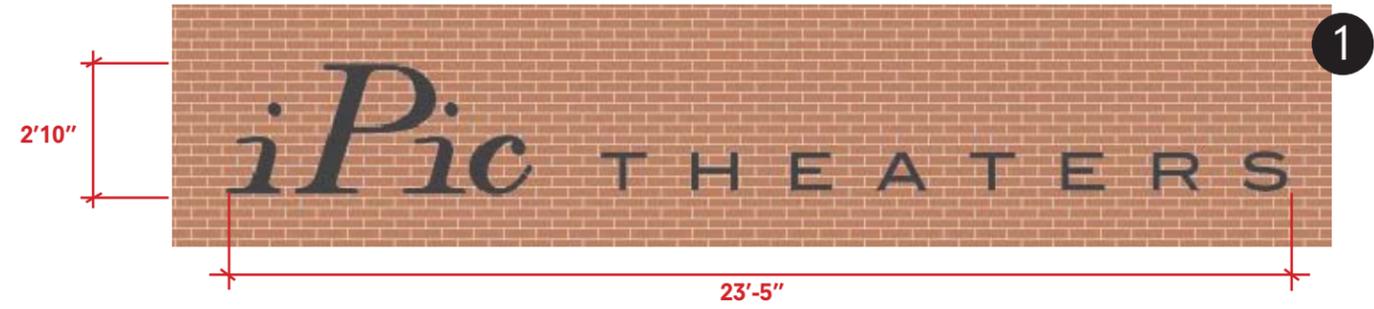
## MAX ALLOWABLE SIZE

**MAX SIZE = 23'-5" X 2'-10" AREA**  
SEE PAGES 7-10 FOR LOCATIONS



BRICK MOUNTED SIGNS

FULTON MARKET BUILDING // SIGN TYPE // KEY - CHANGES AND UPDATES TO APPROVED SIGNAGE



1 2 3 BRICK MOUNTED SIGNS

SOUTH STREET AND BEEKMAN STREET CORNER // REVISED DESIGN



SOUTH STREET AND BEEKMAN STREET CORNER // REVISED DESIGN



BEEKMAN STREET AND FRONT STREET CORNER // REVISED DESIGN



BEEKMAN STREET AND FRONT STREET CORNER // REVISED DESIGN



FULTON STREET AND FRONT STREET CORNER // REVISED DESIGN



FULTON STREET AND FRONT STREET CORNER // REVISED DESIGN



# APPENDIX

# APPROVED SIGNAGE

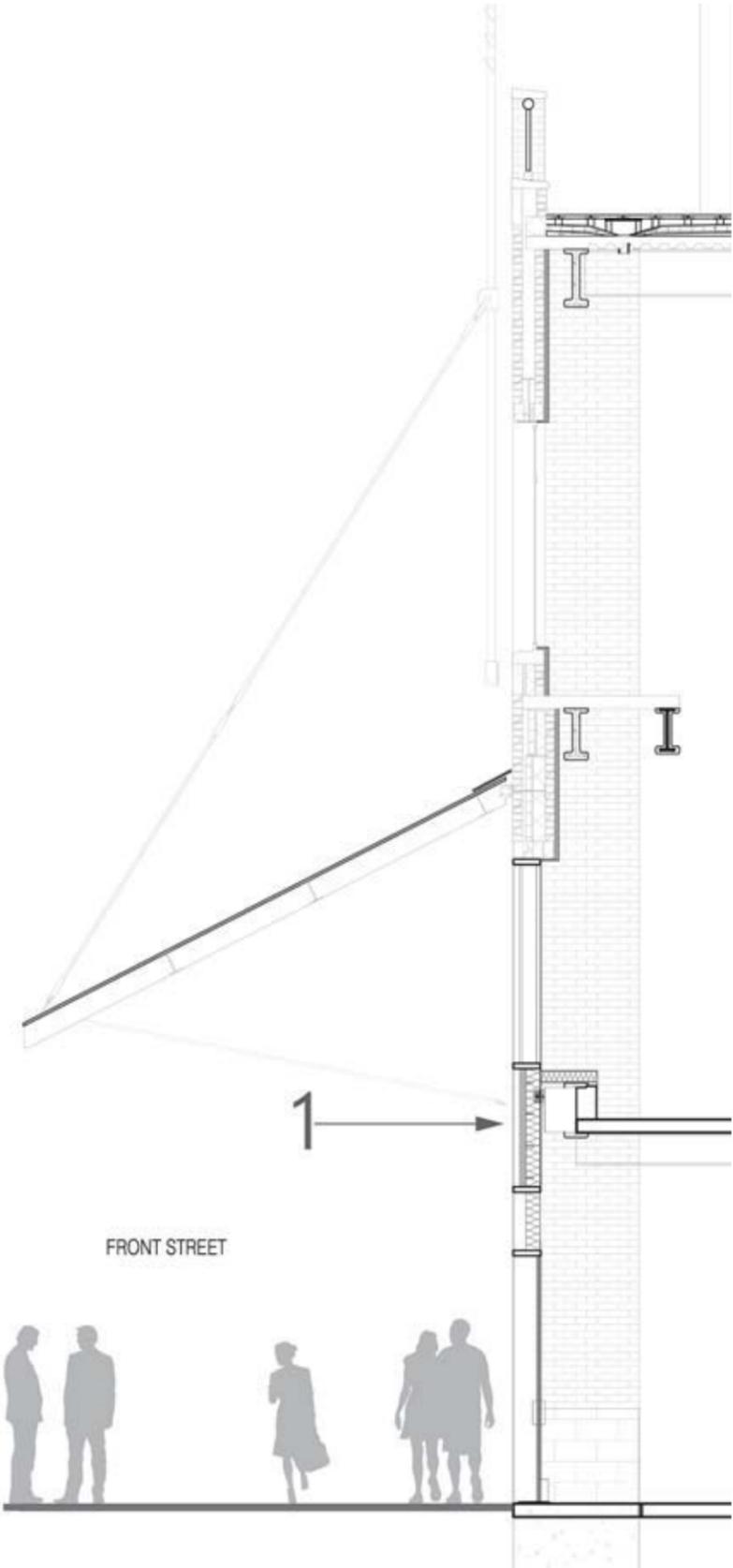
# FULTON MARKET BUILDING // SIGN TYPE 1: BAND PANEL SIGNS

## CONTEMPORARY PRECEDENT IMAGE

- SIGN BAND PANELS ARE LOCATED IMMEDIATELY ABOVE THE STOREFRONT AND BELOW THE SECOND STORY WINDOW SILL. THE FLAT SIGN PANEL WILL PROJECT NO MORE THAN 3" FROM THE FACADE.
- THE PANELS ARE PAINTED METAL DISPLAYING THE TENANT LOGO OR LOGO TYPE AS PAINTED OR PINNED LETTERS PROJECTING NO MORE THAN 1" FROM THE PANEL FACE. THE SIGN MAY NOT BE INTERNALLY ILLUMINATED.
- THE SIZE OF THE SIGN IS DETERMINED BY THE STOREFRONT LOCATION AND CONFIGURATION.
- NO NEON, FLASHING OR BACK LIT SIGNS WILL BE PERMITTED.



## SECTION: SIGN TYPE 1 BAND PANEL SIGN



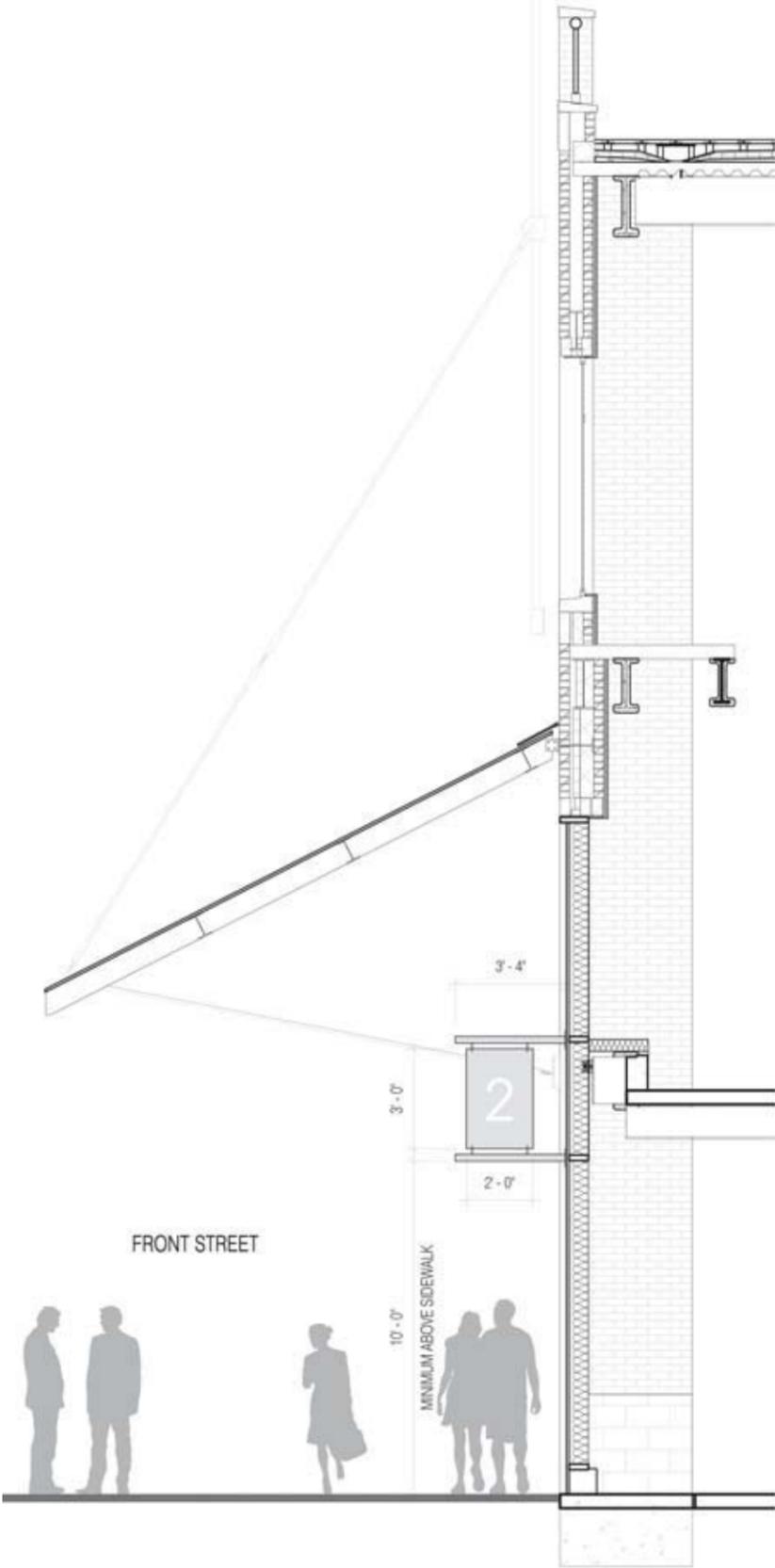
# FULTON MARKET BUILDING // SIGN TYPE 2: BRACKET SIGNS, WALL-MOUNTED

## PRECEDENT IMAGES

- BRACKET SIGNS ARE RIGID OUTDOOR SIGNS WITH LOGOS OR LOGO TYPES ON BOTH SIDE.
- THEY ARE INSTALLED PERPENDICULAR TO THE BUILDING FACADE FIXED WITH AN ARMATURE.
- INSTALLATION WILL OCCUR AT THE MORTAR JOINTS OF THE BUILDING'S EXTERIOR MASONRY PIERS.



## SECTION: SIGN TYPE 2 BRACKET SIGN, WALL MOUNTED



# FULTON MARKET BUILDING // SIGN TYPE 3: STOREFRONT GLAZING SIGNAGE

## PRECEDENT IMAGES

- TENANT LOGOS OR LOGOTYPES MAY BE VINYL, SCREENPRINT OR DIMENSIONAL LETTERS ADHERED TO THE FIRST SURFACE OF THE GLAZED STOREFRONT DISPLAY WINDOWS, DOORS, AND TRANSOM.
- THE SIGNAGE MAY NOT SUBSTANTIALLY REDUCE THE TRANSPARENCY OF THE DISPLAY WINDOW OR EXCEED MORE THAN 20% OF THE GLAZED AREA.

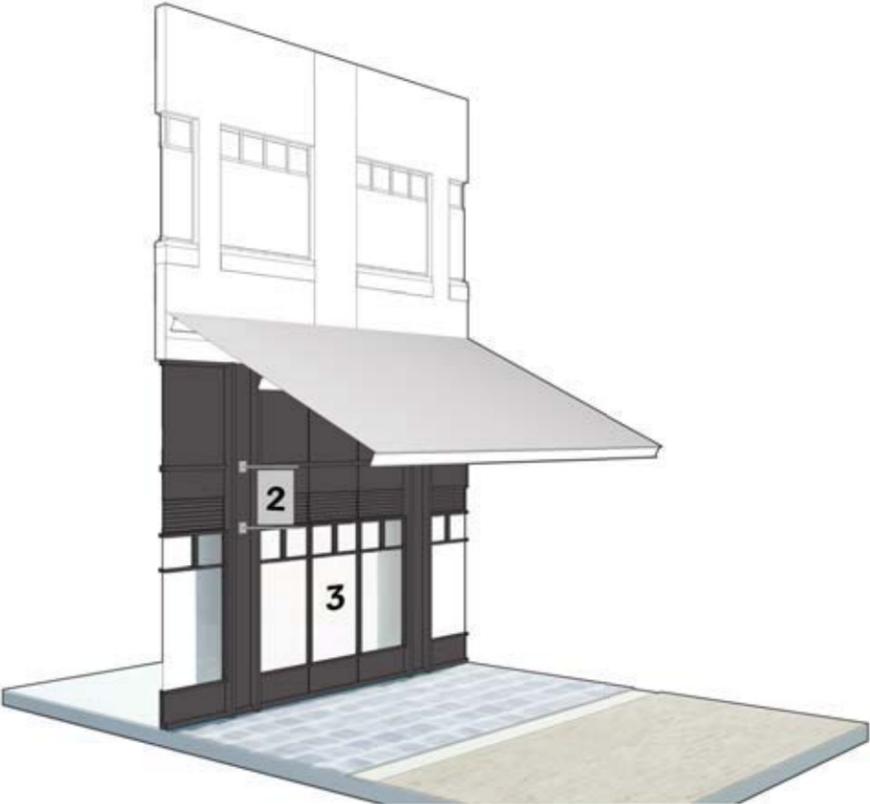


# FULTON MARKET BUILDING // ALLOWABLE RETAIL SIGNAGE GUIDELINES

1. ONE PANEL SIGN PER DOOR

2. ONE BRACKET SIGN (6 SF MAXIMUM AREA) MOUNTED HORIZONTALLY OR VERTICALLY FROM BRACKETS PER TENANT, PER ELEVATION OF THE BUILDING, EXCEPT WHERE TENANT FRONTAGE EXCEEDS 40 LINEAL FEET ON A SINGLE SIDE, IN WHICH CASE TWO BRACKET SIGNS ARE PERMITTED ON THE SAME SIDE OF THE BUILDING.

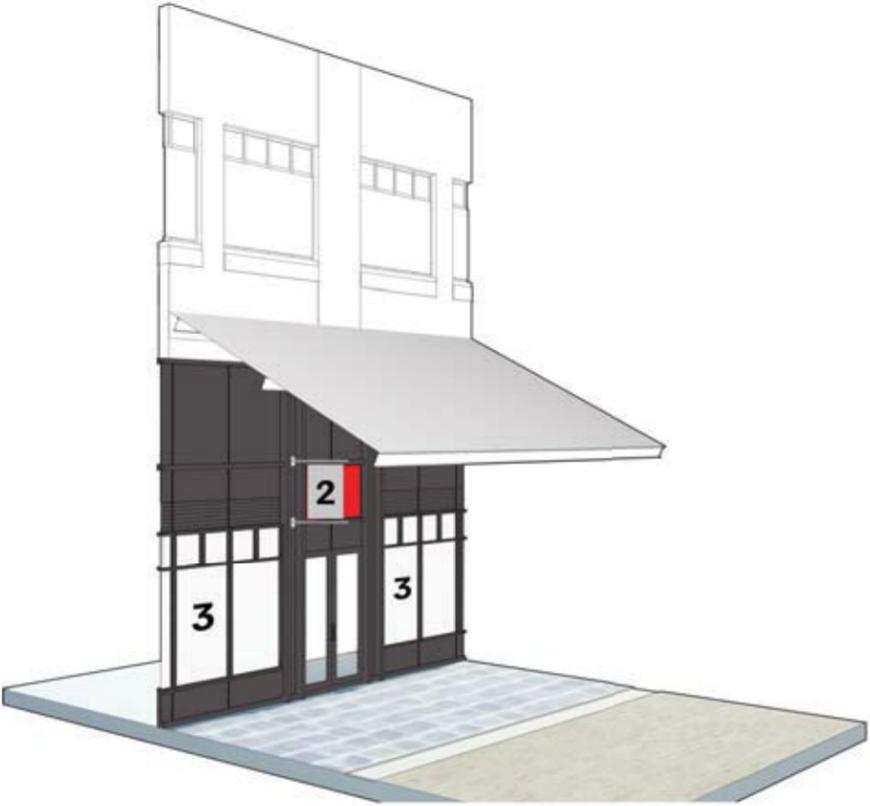
3. ONE WINDOW SIGN PER STOREFRONT BAY



**TYPE 5 ENCLOSURE STOREFRONT**



**TYPE 6 STOREFRONT ADJACENT TO BRICK**



**TYPE 7 STOREFRONT WITH DOOR**

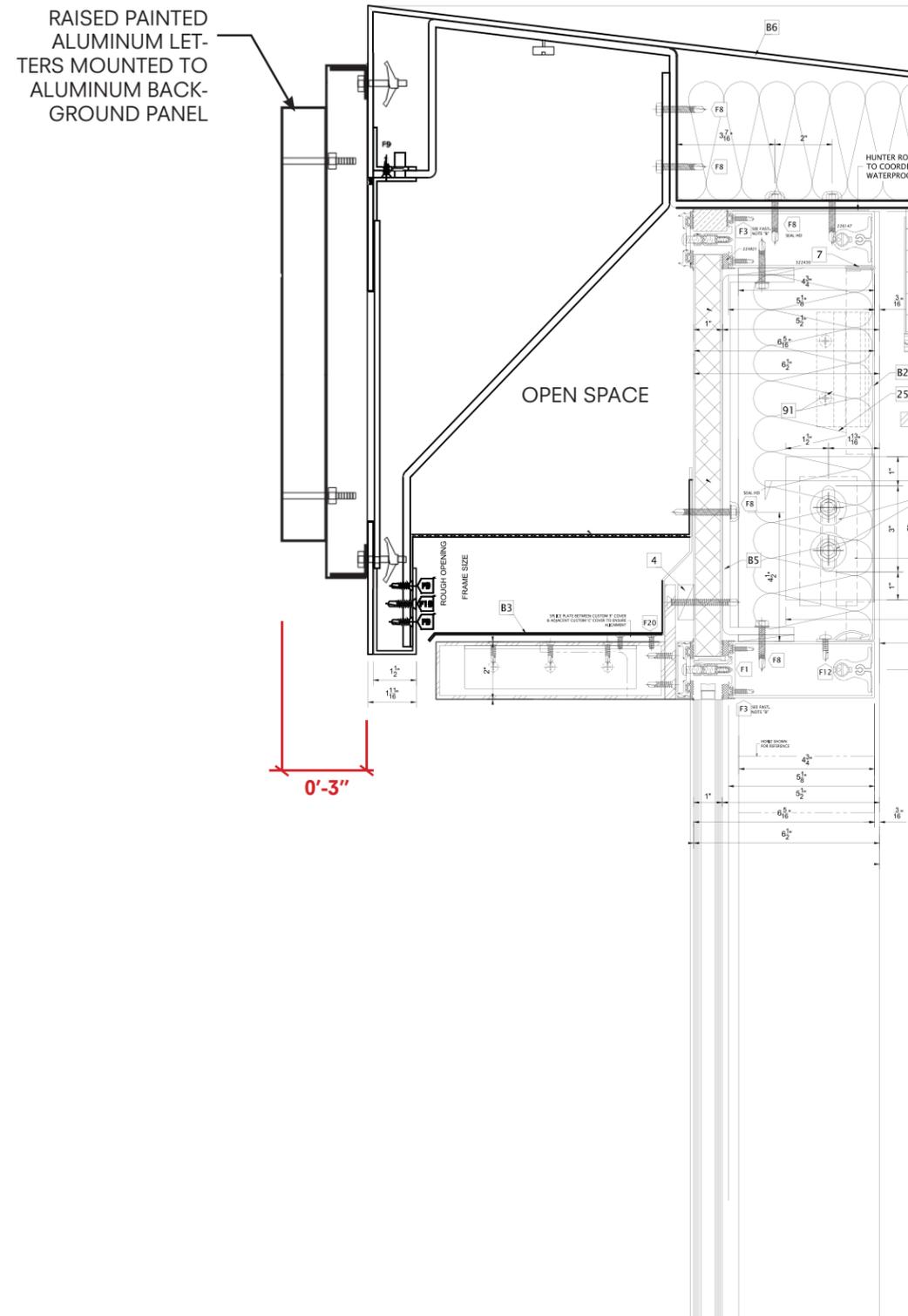


**TYPE 3 ENCLOSURE PROJECTION**

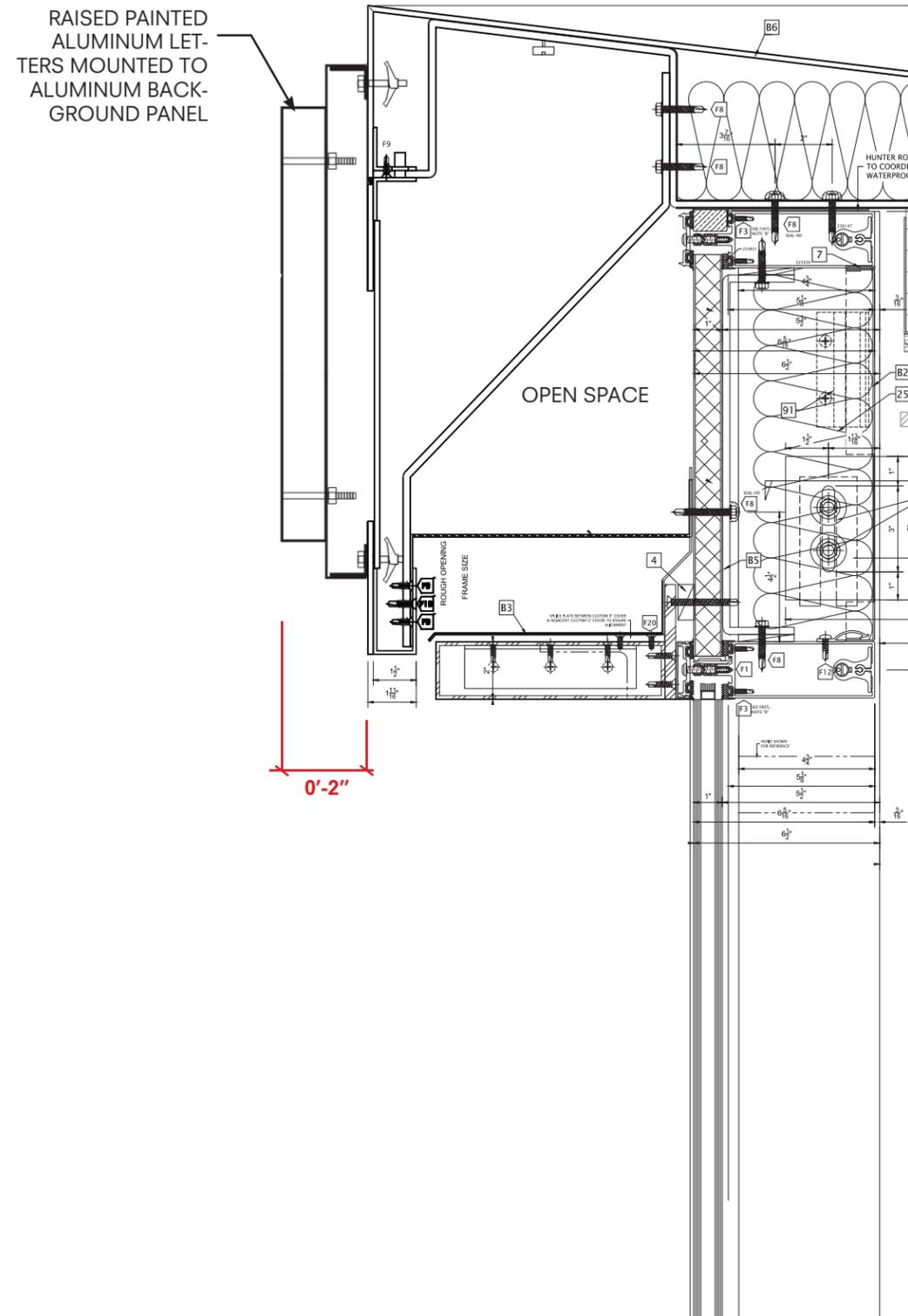


**TYPE 2 ENCLOSURE PROJECTION WITH DOOR**

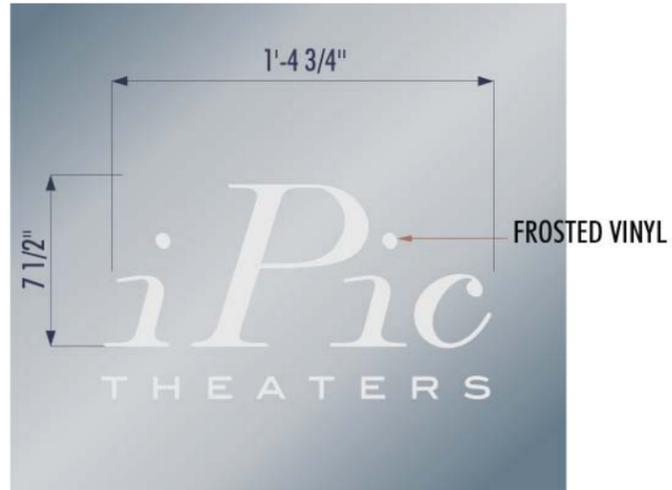
FULTON MARKET BUILDING // SIGN TYPE 4 // SIGNAGE ATTACHED TO FULTON SHED



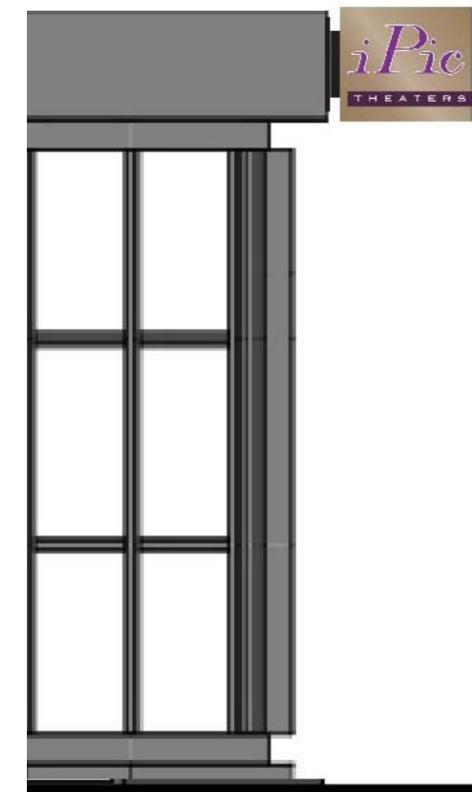
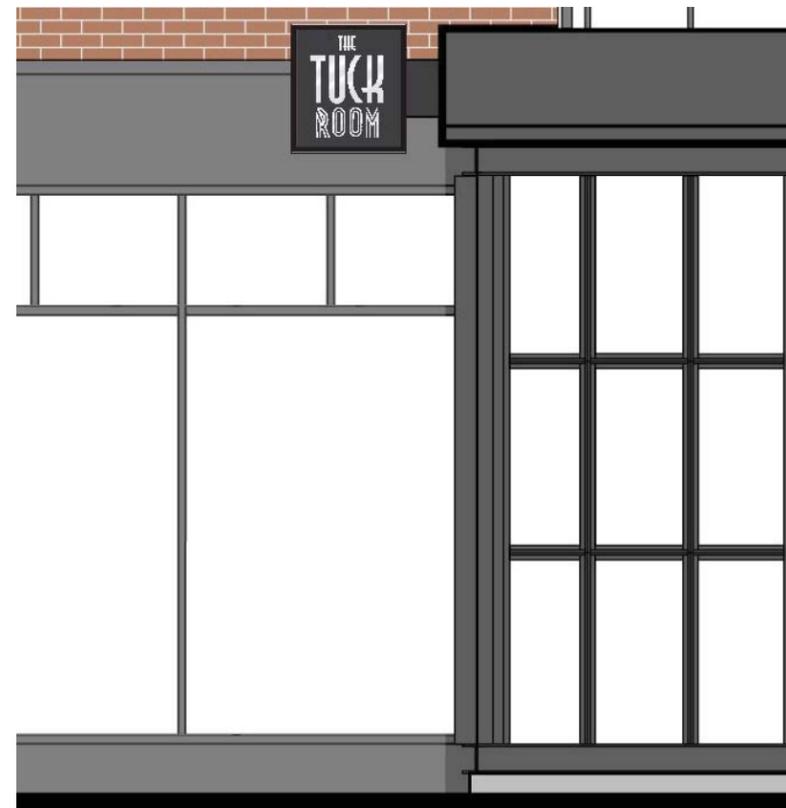
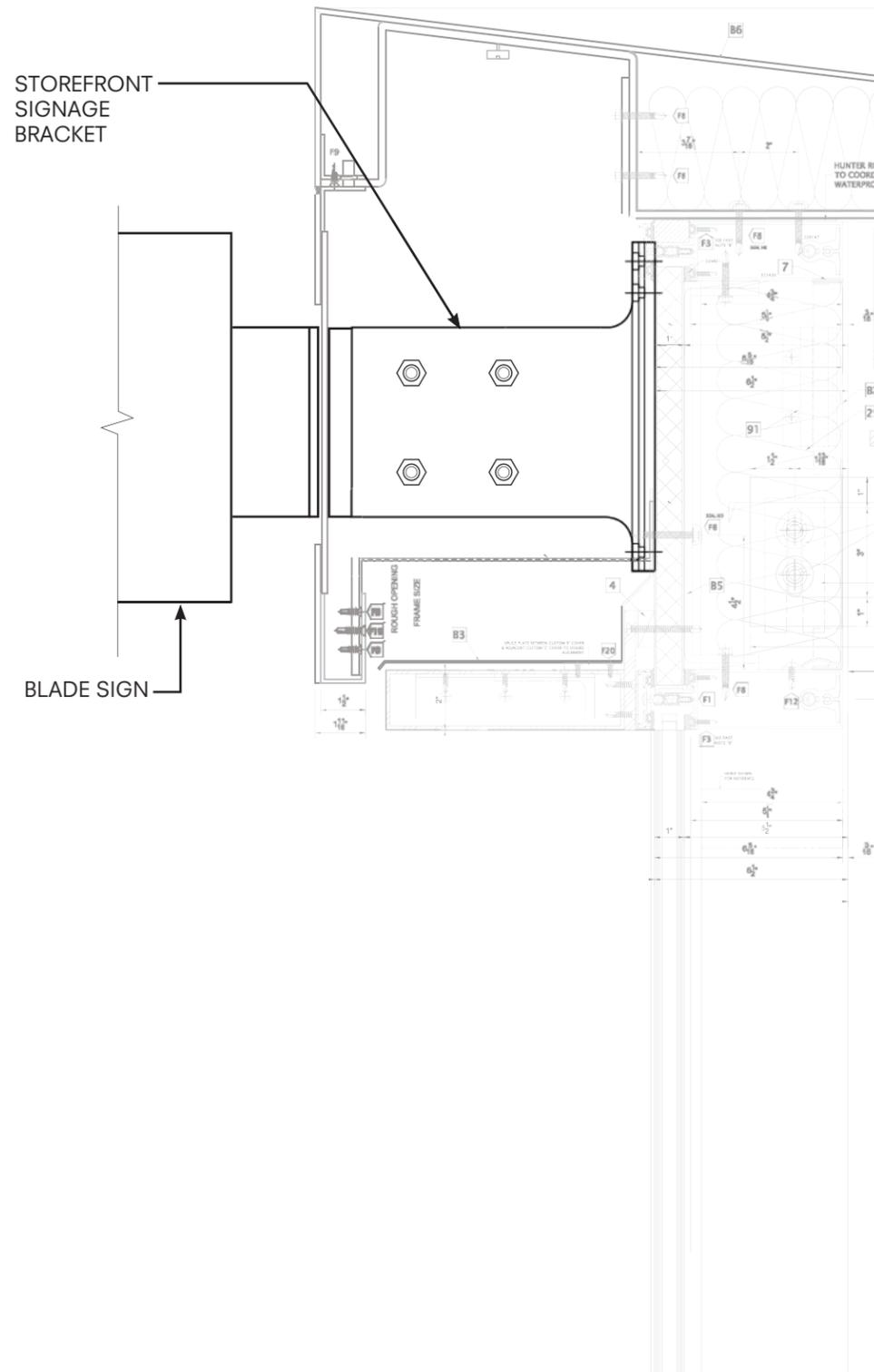
FULTON MARKET BUILDING // SIGN TYPE 5 // SIGNAGE ATTACHED TO FULTON SHED



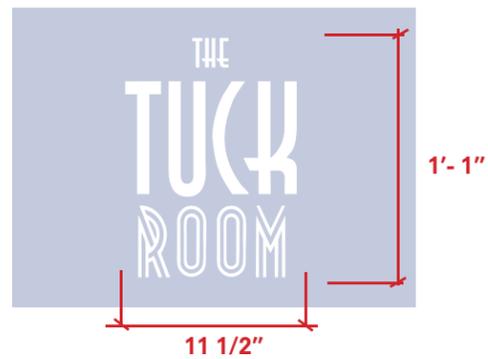
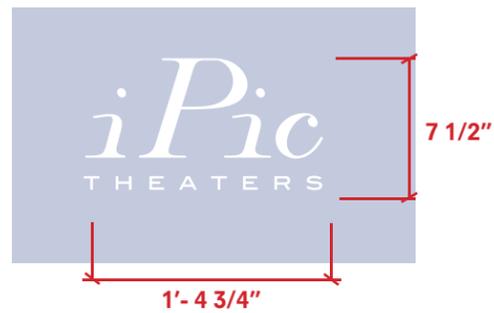
FULTON MARKET BUILDING // SIGN TYPE 6 // VINYL LETTERING AT IPIC ENTRANCE DOORS



# FULTON MARKET BUILDING // SIGN TYPE 7 // BLADE SIGNAGE ATTACHED TO FULTON SHED



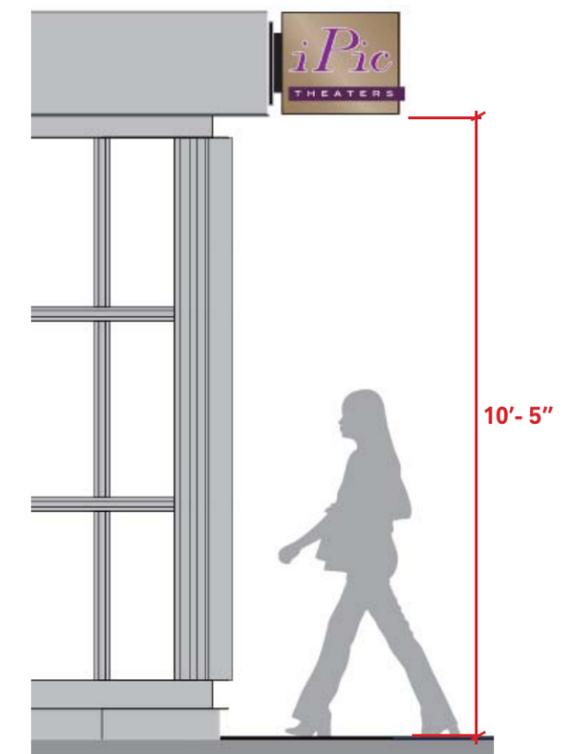
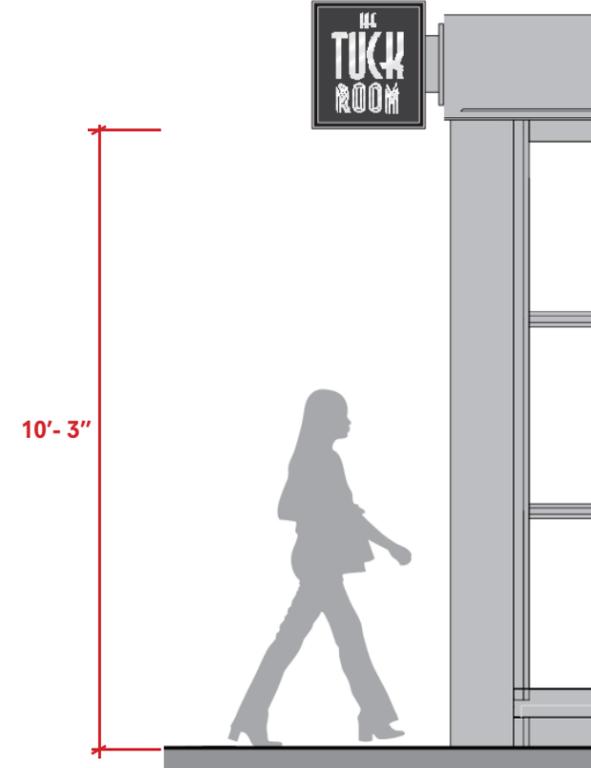
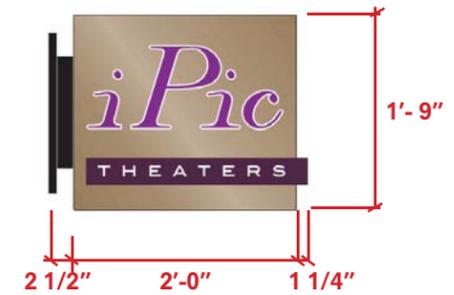
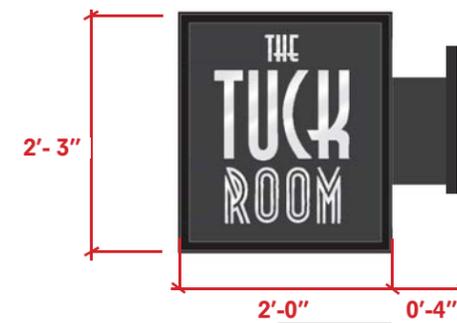
FULTON MARKET BUILDING // SIGN TYPE // KEY - CHANGES AND UPDATES TO APPROVED SIGNAGE



⑥ FROSTED VINYL SIGNS



④ ⑤ STOREFRONT MOUNTED SIGNS



⑦ BLADE SIGNS