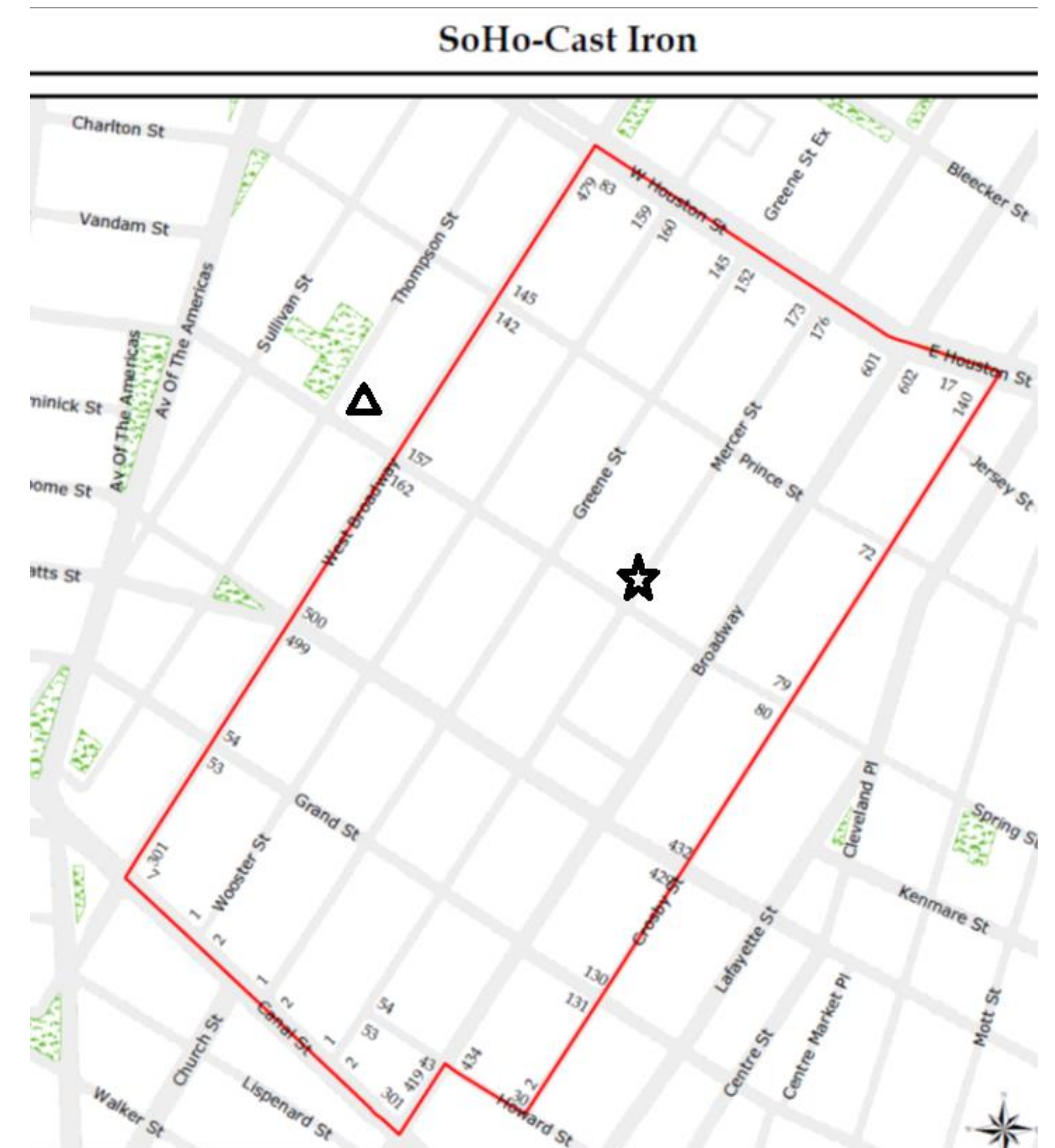


StoreFront Sign Replacement
Fashion Brand
Vivienne Hu
107 Mercer St
LPC Docket # 19-1149



**V
H**
VIVIENNE HU



Vivienne Hu



- Vivienne Hu is a NY based Fashion Designer since 2011 with diverse experience in three continents
- She has been a **NY Resident for over 10 years** and previously worked in Investment Banking as well as studied at Parsons Design School
- Vivienne Hu has been a 5 Time Participant in the **NYFW-The Shows by IMG**, Covered by **CFDA's Fashion Calendar & WWD**
- Vivienne Hu was named **Swarovski Collective Designer 2016**
- First Store in Soho for over 3 years since 2012
 - Ventured into the trendy Mercer Street Corridor with top luxurious labels like Dolce & Gabbana, Tory Burch, Balenciaga, Vera Wang, Rag & Bone etc.
- Propose flag design based on thorough research of fashion stores in the **Landmark Soho District**

Mercedes-Benz FashionWeek

CALENDAR / SOCIAL / GALLERY / PRESS

SCHEDULE

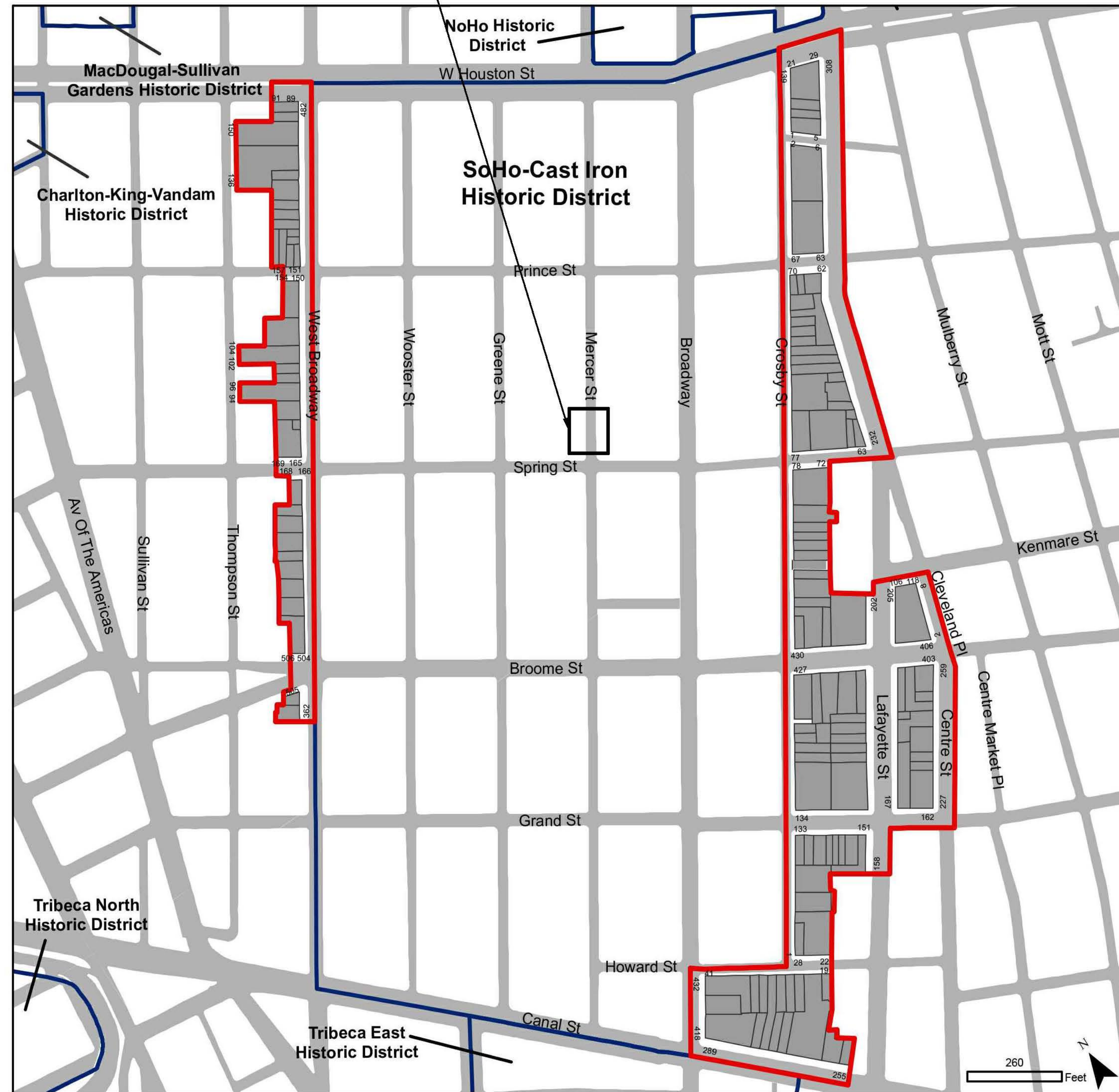
SEPTEMBER 04 / 05 / 06 / 07 / 08 / 09 / 10 / 11

Event	Time	Location
TORY BURCH	9am Tue / 9th Sep	Avery Fisher Hall
J.CREW	9:30am Tue / 9th Sep	Pavilion
VIVIENNE HU	9:30am Tue / 9th Sep	Chelsea Pier 59



107 MERCER STREET SIGN REPLACEMENT

AREA OF WORK

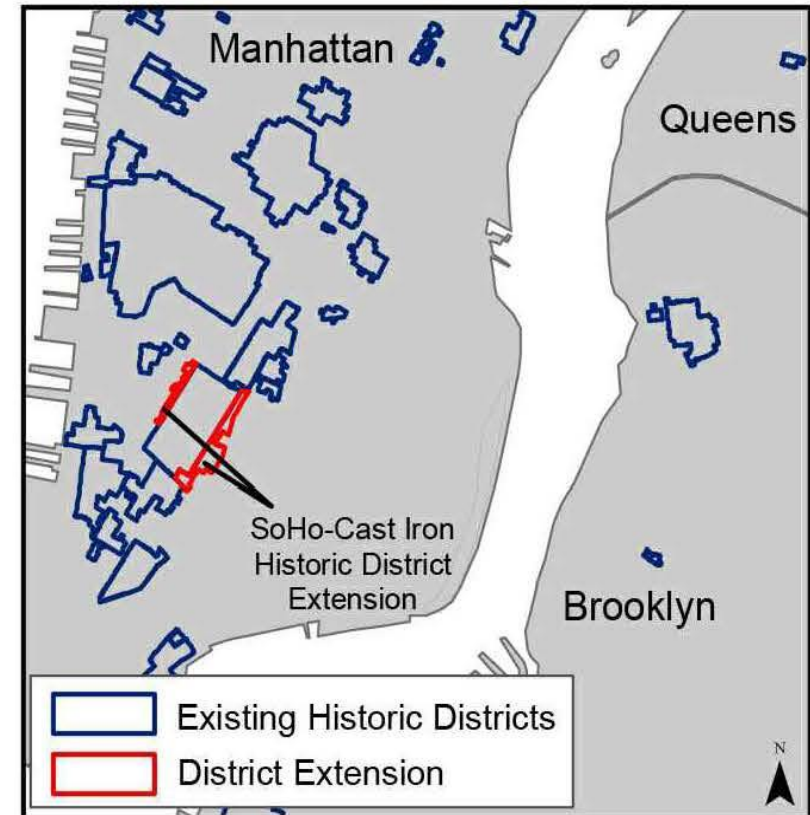


Graphic Source: MapPLUTO, Edition 06C, 2006. Date: May 11, 2010. Author: JM.

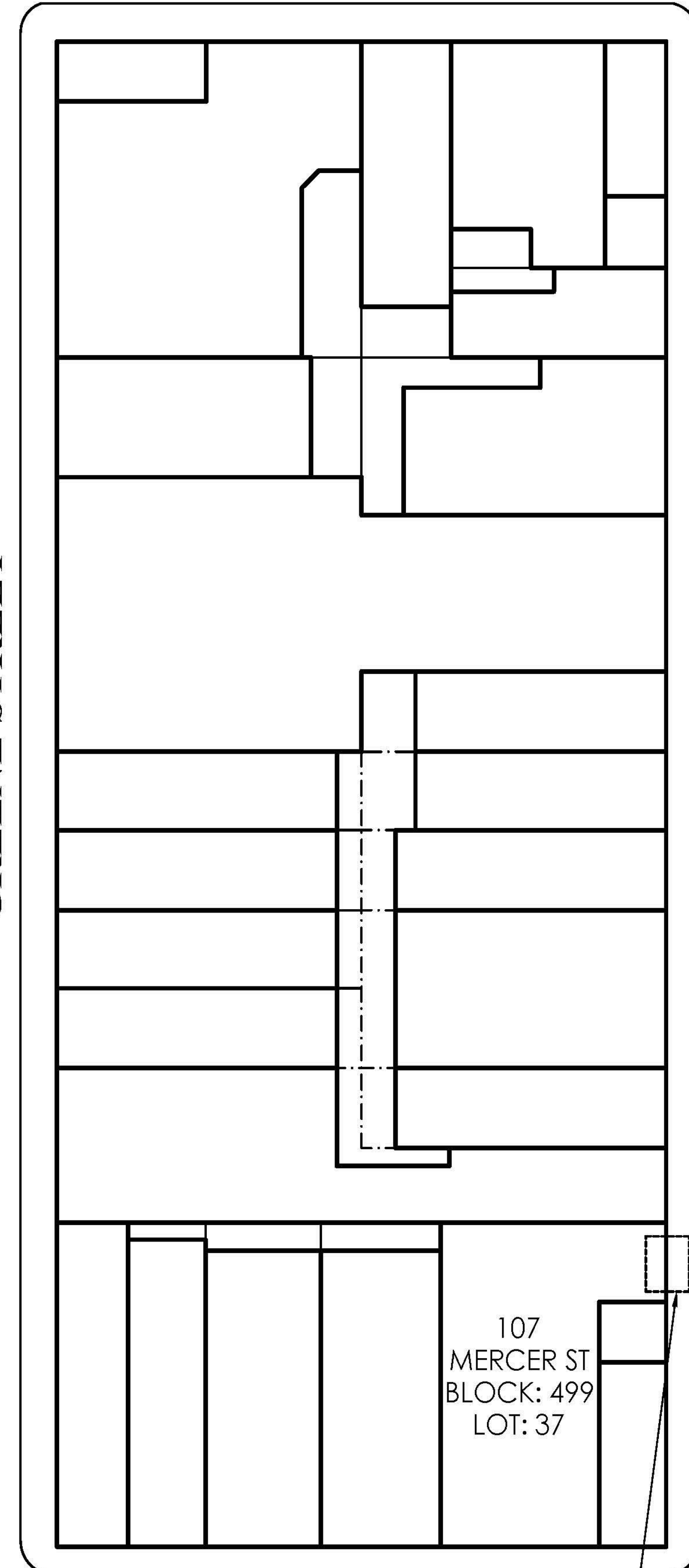
SoHo-Cast Iron
Historic District Extension
Borough of Manhattan, NY
Landmarks Preservation Commission

Calendared: June 23, 2009
Public Hearing: October 27, 2009
Designated: May 11, 2010

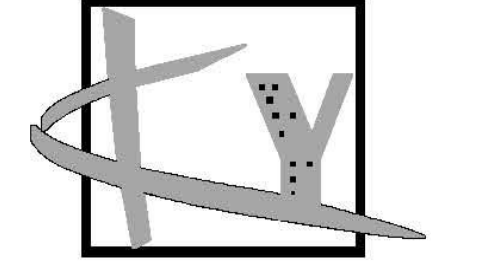
- Boundary of Existing Districts
- Boundary of District Extension
- Tax Map Lots, District Extension



1 SOHO-CAST IRON EXTENSION HISTORICAL MAP
Z-100 SCALE: NTS



2 SOHO-CAST IRON EXTENSION MAP
Z-100 SCALE: NTS

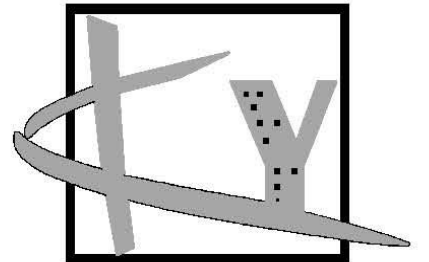


KAI YI DESIGN
142-01 CHERRY AVE, SUITE B
FLUSHING, NEW YORK 11355
TEL: 718-886-0670 CEL: 347-891-1229
EMAIL: KYDSNY@GMAIL.COM

PROJECT LOCATION:
107 MERCER STREET
MANHATTAN, NY 10012
BLOCK: 499
LOT: 37
BIN: 1007622
COMMUNITY BD.: 102
ZONING MAP: 12C
ZONING DISTRICT: M1-5A

SCOPE OF WORK:
INSTALL NON-ILLUMINATED NON-ADVERTISING DOUBLE FACE ACCESSORY BANNER SIGN ON EXISTING LOCATION. NOT WITHIN VIEW OF ARTERIAL HIGHWAY OR PUBLIC PARK. NO CHANGE IN USE, OCCUPANCY, EGRESS.

DATE: 10/07/2016
PROJECT #: 16.59
DRAWING BY: R.Z.
CHECK BY: C.H.
DWG No:



KAI YI DESIGN
 142-01 CHERRY AVE, SUITE B
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 TEL: 718-886-0670 CEL: 347-891-1229
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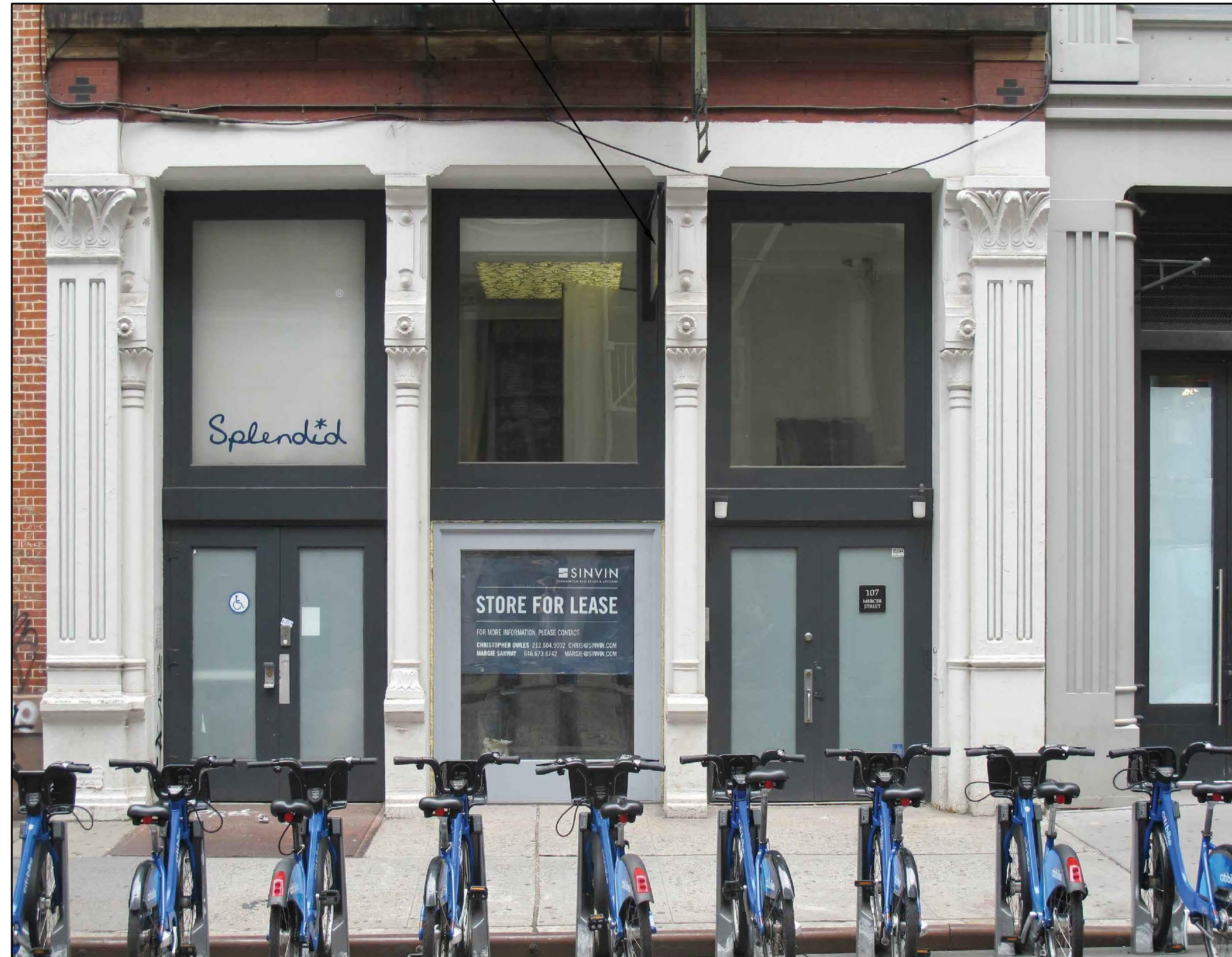
SITE DESCRIPTION

BLOCK:	499
LOT:	37
ADDRESS:	107 MERCER ST NY NY 10012
LOT AREA:	5,625 SQ FT
LOT FRONTAGE:	50'
LOT DEPTH:	100'
YEAR BUILT:	1900
# BUILDINGS:	1
# FLOORS:	5
GROSS FLOOR AREA:	25,250 SQ FT
RESIDENTIAL UNITS:	9
TOTAL UNITS:	12
ZONING:	M1-5A
CONSTRUCTION CLASS	III
ZONING MAP #:	12C
LITTLE E RESTRICTION:	NA
LANDMARK BUILDING:	YES
HISTORIC DISTRICT:	NA

SIGN AREA AS PER SECTION CODE 32-653A (MAX. 12SF.)

A	6" X 3'-0" =	1.5 SF
B	8" X 1'-5" =	1.2 SF
TOTAL		2.7 SF < 12 SF (OK)

107 MERCER STREET EX. SIGN TO BE REPLACE



107 MERCER STREET EX. SIGN TO BE REPLACE



3 EXISTING ELEVATION PHOTO
 Z-100 SCALE: NTS

PROJECT LOCATION:

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 MANHATTAN, NY 10012
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107 MERCER STREET EX.
SIGN TO BE REPLACE



4 EXISTING CONDITION

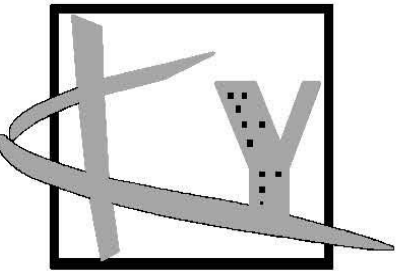
Z-100 SCALE: NTS

107 MERCER STREET PROPOSED FLAG
POLES (SEE DWG 10 FOR DIMS.)



5 PROPOSED CONDITION

Z-100 SCALE: NTS



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PROJECT LOCATION:

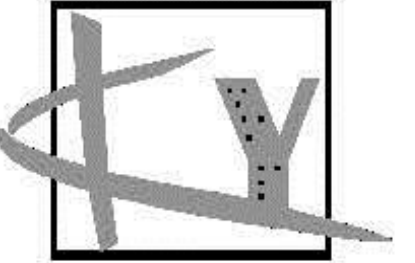
107 MERCER STREET
MANHATTAN, NY 10012

BLOCK: 499
LOT: 37
BIN: 1007622
COMMUNITY BD.: 102
ZONING MAP: 12C
ZONING DISTRICT: M1-5A

SCOPE OF WORK:

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CHECK BY: C.H.
DWG No:



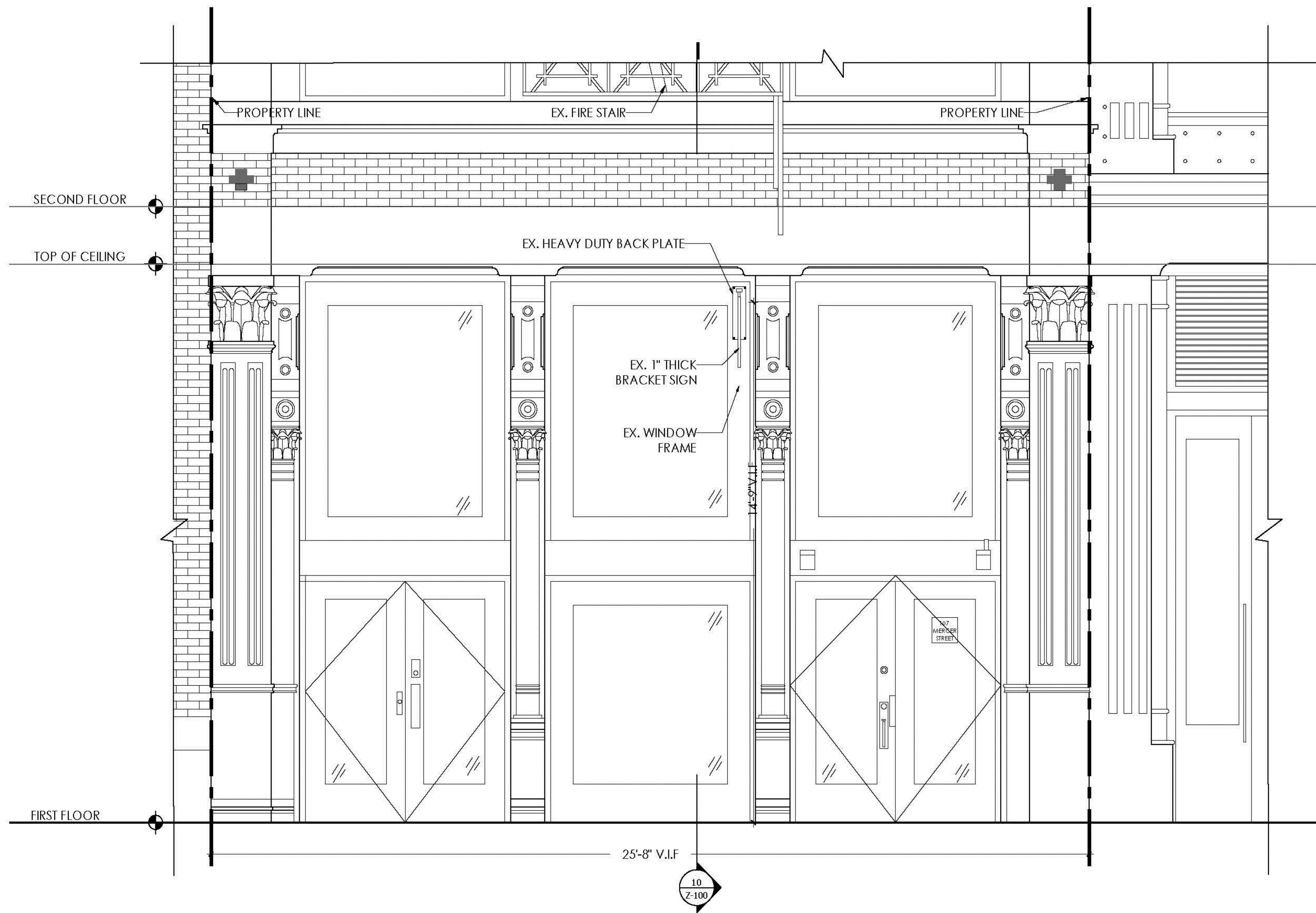
KAI YI DESIGN
 142-01 CHERRY AVE, SUITE B
 FLUSHING, NEW YORK 11366
 TEL: 718-886-0670 CEL: 347-891-1229
 EMAIL: KYDSNY@GMAIL.COM

PROJECT LOCATION:

107 MERCER STREET
 MANHATTAN, NY 10012
 BLOCK: 499
 LOT: 37
 BIN: 1007622
 COMMUNITY BD.: 102
 ZONING MAP: 12C
 ZONING DISTRICT: M1-5A

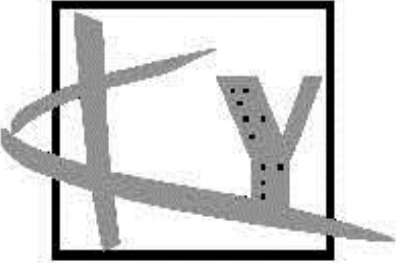
SCOPE OF WORK:

INSTALL NON-ILLUMINATED NON-ADVERTISING DOUBLE FACE ACCESSORY BANNER SIGN ON EXISTING LOCATION. NOT WITHIN VIEW OF ARTERIAL HIGHWAY OR PUBLIC PARK. NO CHANGE IN USE, OCCUPANCY, EGRESS.



6 107 MERCER STREET EXISTING ELEVATION
 Z-100 SCALE: NTS

DATE: 10/07/2016
 PROJECT #: 16.59
 DRAWING BY: R.Z.
 CHECK BY: C.H.
 DWG No:



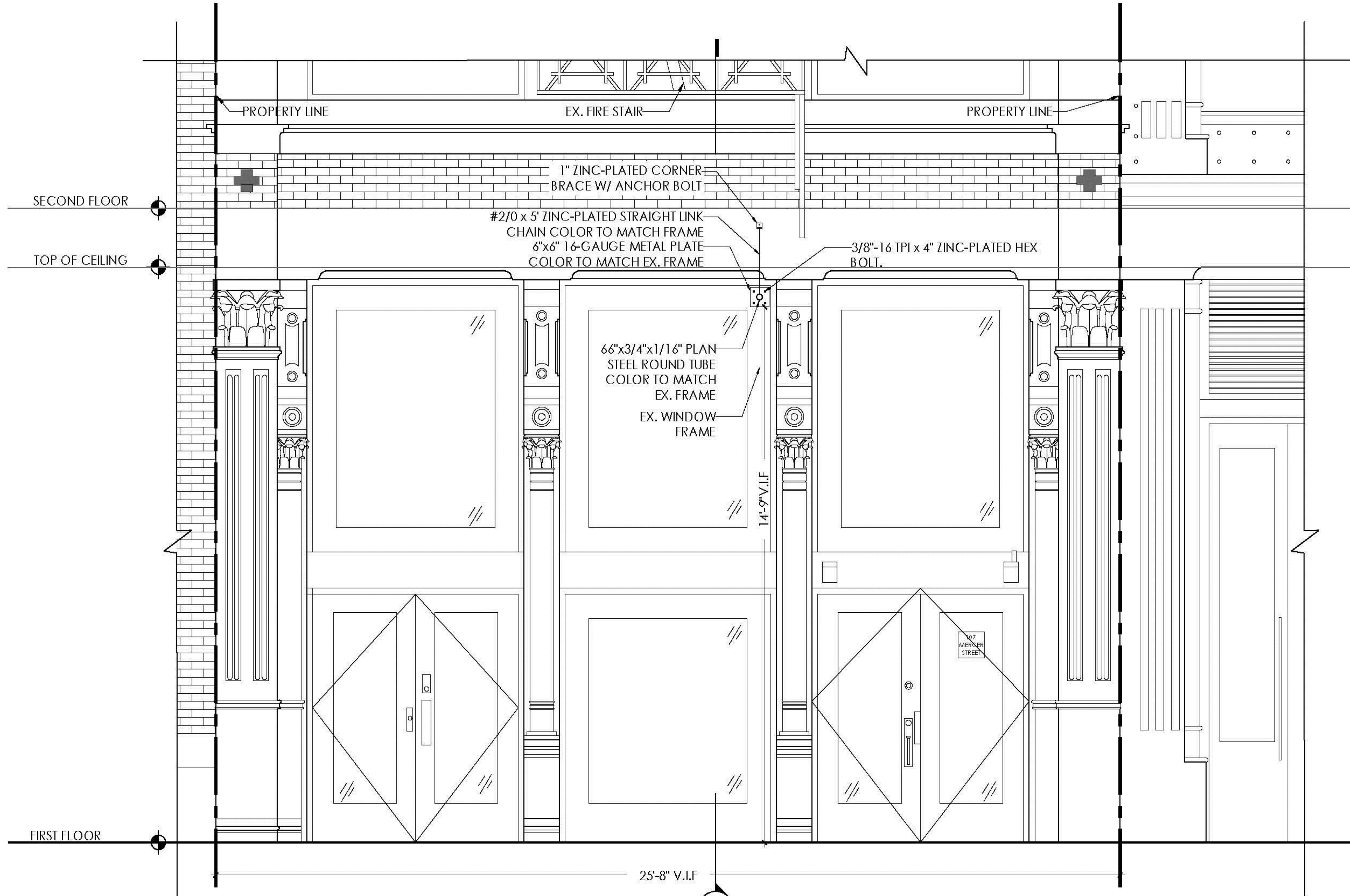
KAI YI DESIGN
 142-01 CHERRY AVE, SUITE B
 FLUSHING NEW YORK 11355
 TEL: 718-886-0670 CEL: 347-891-1229
 EMAIL: KYDSNY@GMAIL.COM

PROJECT LOCATION:

107 MERCER STREET
 MANHATTAN, NY 10012
 BLOCK: 499
 LOT: 37
 BIN: 1007622
 COMMUNITY BD.: 102
 ZONING MAP: 12C
 ZONING DISTRICT: M1-5A

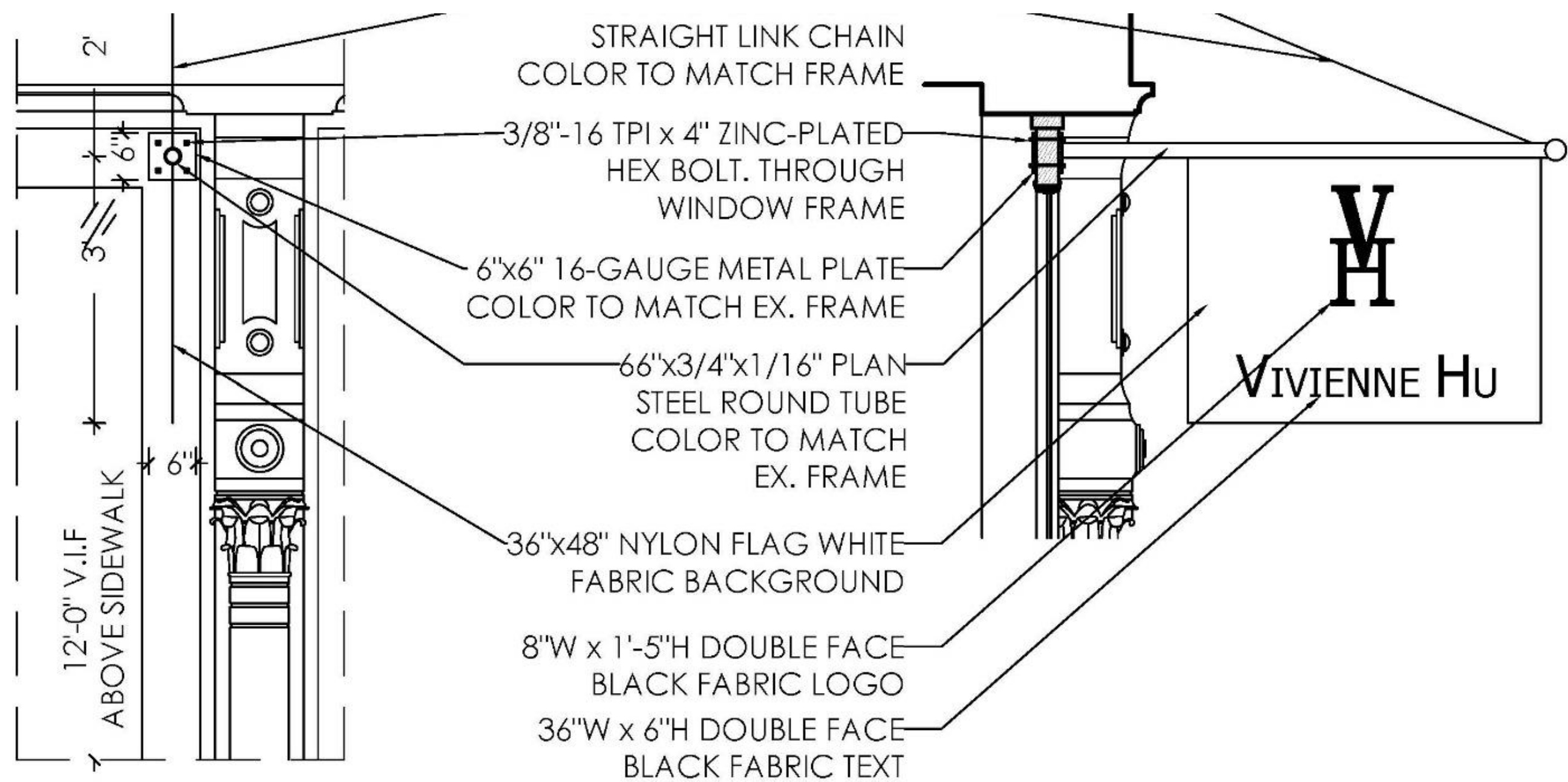
SCOPE OF WORK:

INSTALL NON-ILLUMINATED NON
 ADVERTISING DOUBLE FACE
 ACCESSORY BANNER SIGN ON
 EXISTING LOCATION. NOT
 WITHIN VIEW OF ARTERIAL
 HIGHWAY OR PUBLIC PARK. NO
 CHANGE IN USE, OCCUPANCY,
 EGRESS.



7 107 MERCER STREET PROPOSE ELEVATION
 Z-100 SCALE: NTS

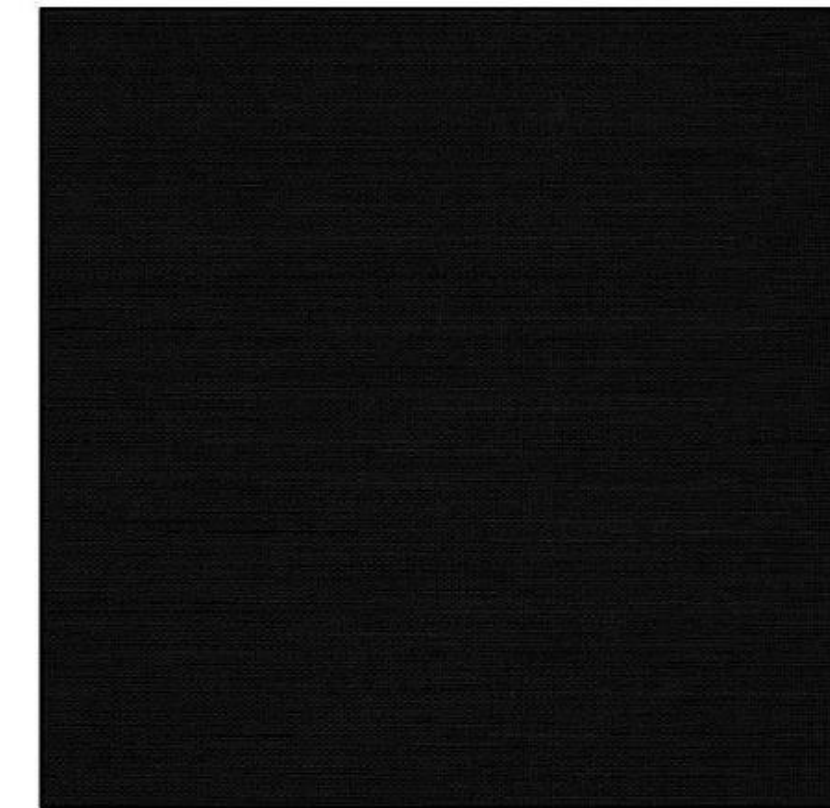
DATE: 10/07/2016
 PROJECT #: 16.59
 DRAWING BY: R.Z.
 CHECK BY: C.H.
 DWG No:



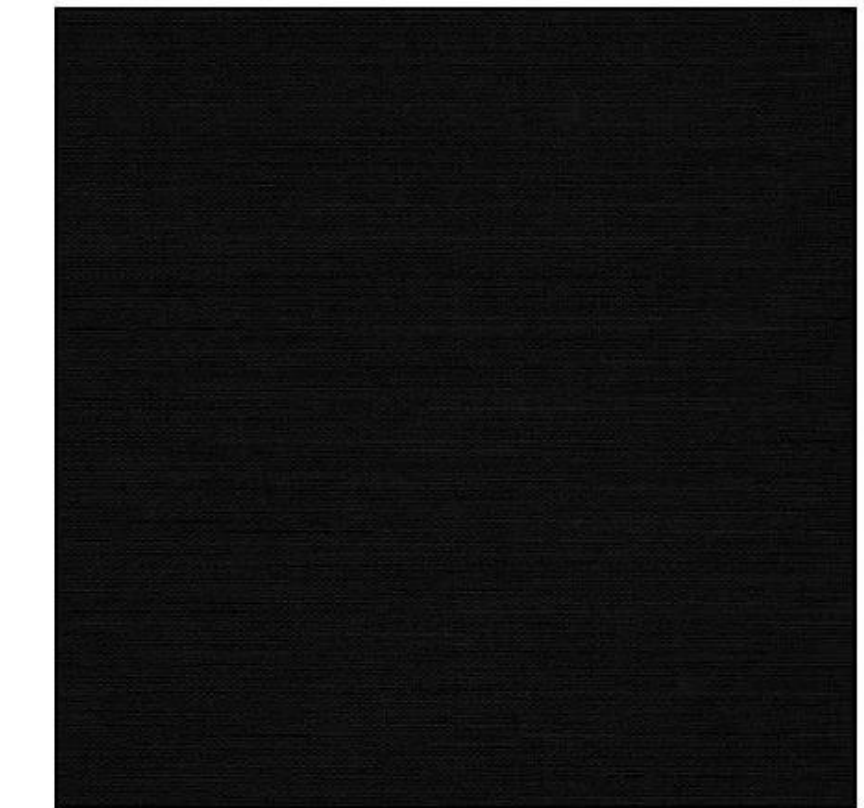
8 SECTION DETAIL @ FLAG POLE
 Z-100 SCALE: NTS



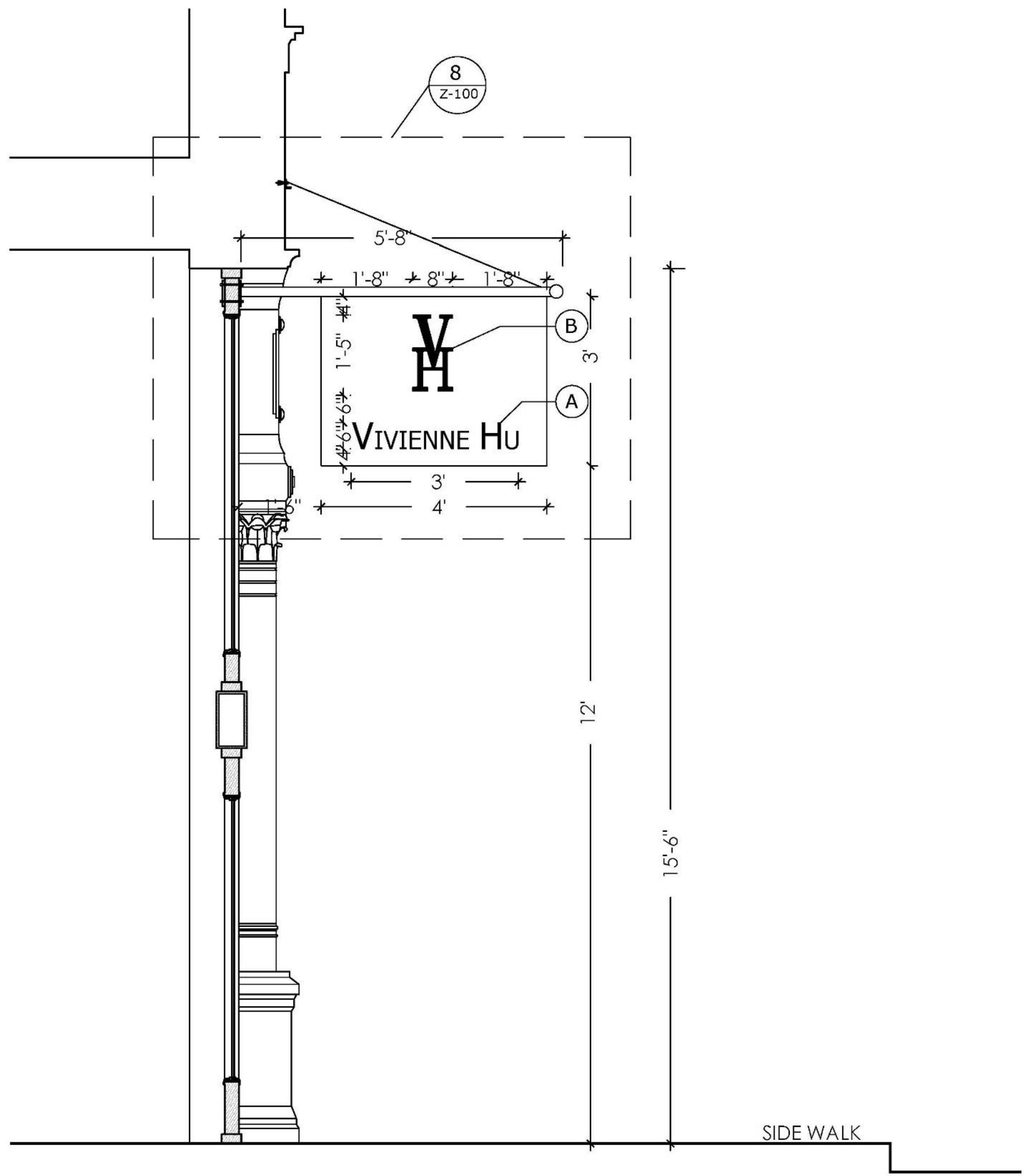
SIGN BAND COLOR: FABRIC.COM, COLOR: NYLON WHITE FABRIC BACKGROUND 48"W x 36"H



SIGN BAND COLOR: FABRIC.COM, COLOR: NYLON BLACK FABRIC TEXT 36"W x 6"H



SIGN BAND COLOR: FABRIC.COM, COLOR: NYLON BLACK FABRIC LOGO 8"W x 1'-5"H



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PROJECT LOCATION:
 107 MERCER STREET
 MANHATTAN, NY 10012
 BLOCK: 499
 LOT: 37
 BIN: 1007622
 COMMUNITY BD.: 102
 ZONING MAP: 12C
 ZONING DISTRICT: M1-5A

SCOPE OF WORK:
 INSTALL NON-ILLUMINATED NON-ADVERTISING DOUBLE FACE ACCESSORY BANNER SIGN ON EXISTING LOCATION. NOT WITHIN VIEW OF ARTERIAL HIGHWAY OR PUBLIC PARK. NO CHANGE IN USE, OCCUPANCY, EGRESS.

DATE: 10/07/2016

Oversized FLAGS + Fashion Stores in Landmark Soho District

- We found most fashion stores adopts oversized fabric signs
- We cannot compete with well established fashion stores without a sign of proper size/materials compared to competitors.
- Mercer Street Corridor is very expensive, and we run great economic risk as a newcomer
- Oversized Sign: Over 2 FT X 3FT, and require special LPC board approval
 - Based on our research on streets immediately adjacent to 107 Mercer, :
 - 50% of existing stores have oversized signs
 - About 70% of fashion stores have oversized signs
- **Reasons:**
 - Could be under grandfathered sign permit before 1976
 - Some of them could be on violation of sign permit
 - Approved by LPC



Stores with Oversized Flags in Neighborhood

North of 107 Mercer

- Banana Republic, 550 Broadway
- Hugo Boss, 555 Broadway
- Sephora, 555 Broadway
- Aldo, 579 Broadway
- Verizon, 581 Broadway
- Under Armour, 583 Broadway
- Victoria's Secret, 565 Broadway
- Club Monaco, 536 Broadway
- American Eagle, 599 Broadway
- Lands' End, 580 Broadway
- Forever 21, 568 Broadway
- Equinox, 69 Prince St
- Zocdoc, 568 Broadway
- Armani Exchange, 568 Broadway
- Moncler, 90 Prince St
- Versace, 160 Mercer St
- Nautica, 101 Prince St

- Tumi, 102 Prince St
- Intermix, 98 Prince St
- June Kelly, 166 Mercer St
- Rag & Bone, 119 Mercer St
- The Kooples, 115 Mercer St
- Lole Atelier, 112 Mercer
- Vince Camuto, 532 Broadway

West of 107 Mercer

- American Apparel, 121 Spring St
- Stuart Weitzman, 118 Spring St
- John Varvartos, 122 Spring St
- LongChamp, 132 Spring St
- Burberry, 131 Spring St
- Diesel, 135 Spring St
- Hugo Boss 132 Greene St

South of 107 Mercer

- PAIGE, 71 Mercer St
- UGG, 79 Mercer St
- Joe's Jeans, 77 Mercer St
- Sweaty Betty, 77 Mercer St
- FRYE, 113 Spring St
- Chase, 525 Broadway
- Michael Kors, 520 Broadway
- Aritzia 524 Broadway
- Bloomingdales, 504 Broadway

North of 107 Mercer



North of 107 Mercer



Banana Republic, 550 Broadway



Hugo Boss, 555 Broadway



Verizon, 581 Broadway



Under Armour, 583 Broadway



Sephora, 555 Broadway



Aldo, 579 Broadway



Victoria's Secret, 565 Broadway



Club Monaco, 536 Broadway

North of 107 Mercer



American Eagle, 599 Broadway



Lands' End, 580 Broadway



Zocdoc, 568 Broadway



Armani Exchange, 568 Broadway



Forever 21, 568 Broadway



Equinox, 69 Prince St



Moncler, 90 Prince St



Versace, 160 Mercer St

North of 107 Mercer



Nautica, 101 Prince St



Tumi, 102 Prince St



Rag & Bone, 119 Mercer St



The Kooples, 115 Mercer St



Intermix, 98 Prince St



June Kelly Gallery, 166 Mercer St

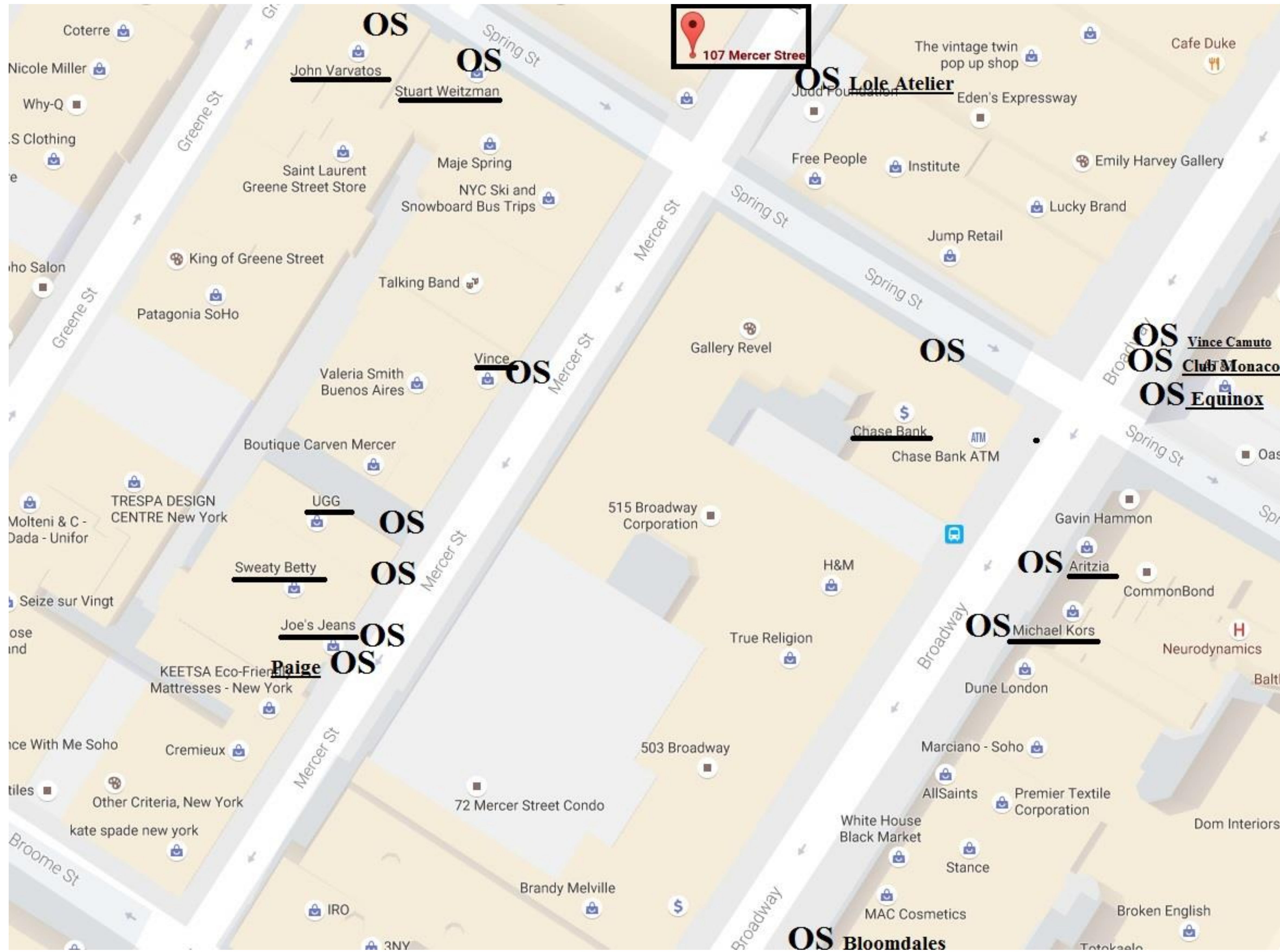


Lole Atelier, 112 Mercer St



Vince Camuto, 532 Broadway

South of 107 Mercer



SOUTH of 107 Mercer



PAIGE, 71 Mercer St



UGG, 79 Mercer St



FRYE, 113 Spring St



Chase, 525 Broadway



Joe's Jeans, 77 Mercer St



Sweaty Betty, 77 Mercer St



Michael Kors, 520 Broadway



Aritzia 524 Broadway

WEST of 107 Mercer



American Apparel, 121 Spring St

Stuart Weitzman, 118 Spring St



Burberry, 131 Spring St



Diesel, 135 Spring St



John Varvatos, 122 Spring St



LongChamp, 132 Spring St



Hugo Boss 132 Greene St



Bloomingdales, 504 Broadway

Highlights of the Oversized Flags close to 107 Mercer St



Lole Atelier, 112 Mercer St

Directly across Street

Estimate 7.5FT X 4FT



FRYE, 113 Spring St

Around the Corner on Spring St

Estimate 9FT X 5.5FT



UGG, 79 Mercer St

A Short Walk Down on Mercer St

Estimate 7FT X 5FT

Key takeaways

- Vivienne Hu wants to be in compliance with the local/LPC regulation and obtain a moderate-sized storefront flag with legal approval
 - **Vivienne Hu is requesting a 3 FT X 4 FT flag**, smaller than most other fashion store flags in the neighborhood
- A majority of fashion stores in our immediate neighborhood have already **secured oversized flags**
 - Of all the **40 stores with oversized flags**, **35 are fashion stores** and only **5 are non-fashion ones**
 - Many of these fashion stores have been around for a long time, i.e. **Burberry, Rag&Bone, American Apparel, LongChamp**, to name a few. People know them well and they have steady flow of patrons.
- **Vivienne Hu** is a newcomer to this core area of Soho and as such needs substantial marketing efforts
 - **A flag comparable to competitors is critical**
- New York City is a fashion capital. Its fashion virility depends on,
 - The innovation and variety of design styles from different designers
 - A fair market environment for all designers to compete fairly.

Key takeaways

- To promote a fair market and environment for all designer labels, it is best all designers/stores have the same opportunity to display as they deem fit
- We need to be able to compete fairly in an effort to stay profitable
 - The previous tenant, also a fashion brand, at our current location, **with a small sign**, had to close business after **a 10-month period** due to poor revenue
 - We are currently losing as well
 - The early termination/break of lease create another heavy loss for the business
- Soho is the trendiest area for NYC's fashion, and a lack of flag of comparable size for a newer designer label is a disadvantaged in terms of competition
 - The lack of competition diminishes innovation and the iconic NYC fashion glamour
- Given the high rent level in the area and the importance to secure foot traffic from the street, many stores are willing to be in violation and pay the fines/fees to be able to stay competitive.