

The current proposal is:

Preservation Department – Item 7, LPC-22-12079

**392-394 West Broadway – SoHo-Cast Iron Historic District
Extension
Borough of Manhattan**

To Testify Please Join Zoom

Webinar ID: 857 9328 6573

Passcode: 043215

By Phone: 1 646-558-8656 US (New York)

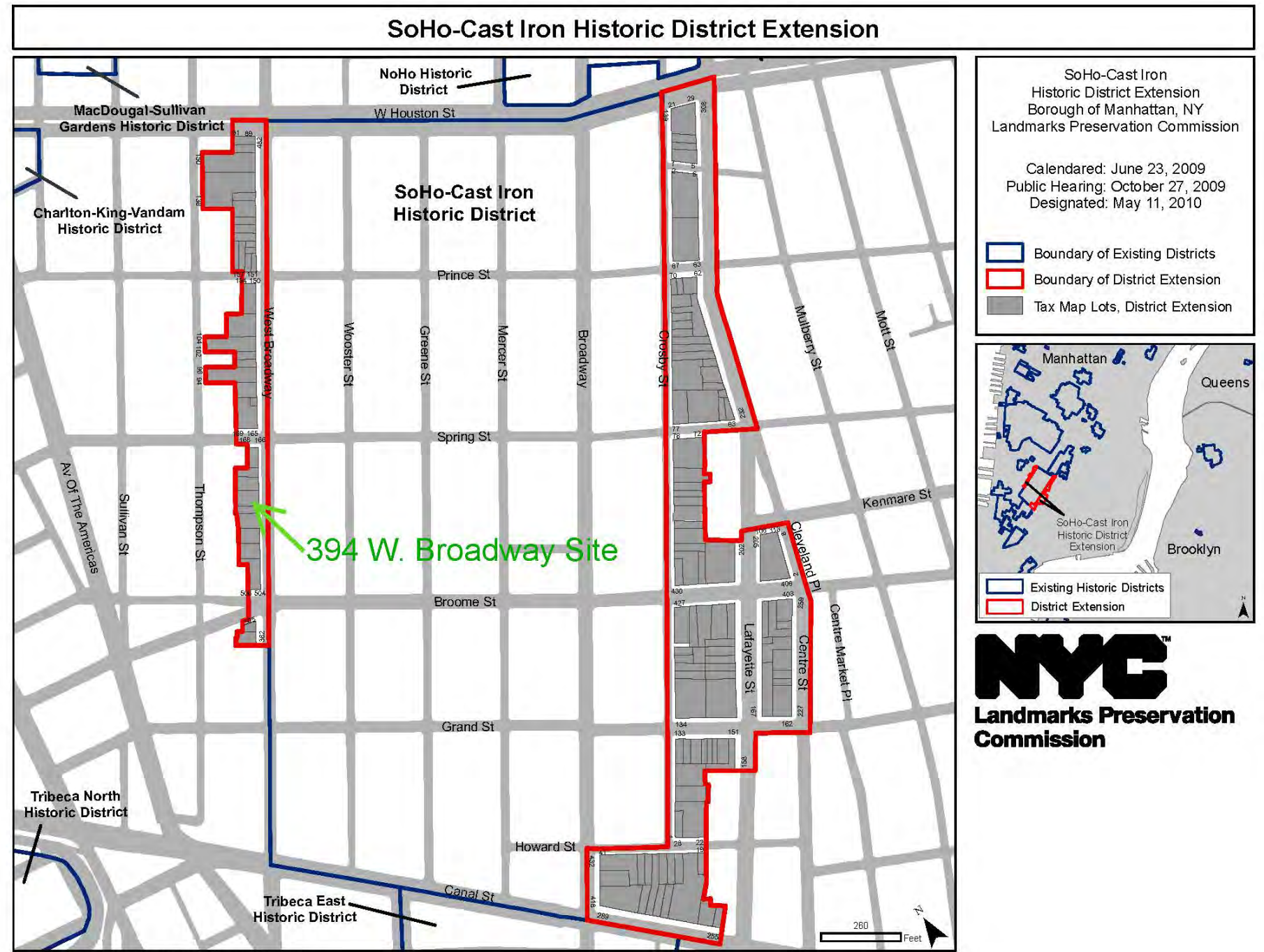
877-853-5257 (Toll free) US

888 475 4499 (Toll free)

Note: If you want to testify on an item, join the Zoom webinar at the agenda’s “Be Here by” time (about an hour in advance). When the Chair indicates it’s time to testify, “raise your hand” via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.



DESIGNATION PHOTO



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

LANDMARKS DESIGNATION

Address:

Historic District:

Building Style:

Zone:

Work Subject to LPC Approval:

392-394 W. Broadway, Manhattan
 Cast Iron SOHO District Extension (added 2010)
 1872-73, Store & Lofts, 5 Stories, Italianate Style
 M1-5 – Special SNX (SOHO/NOHO Mixed)
 Exterior Painting (Street Façade & Side Façade)
 Exterior Signage (Sign Band, Blade Sign, Murals & Flags) Vault Lighting

Façade Painting – NYC Landmarks
 Updated Presentation Oct 17, 2022

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



NYC
 Landmarks Preservation
 Commission



EXISTING – PRESENT DAY



EXISTING – Historic Tax Photo

NYC LPC – Italianate Style Painting Guidelines

Style	Dates	Body	Trim	Shutter	Window Sash
Federal	1790–1830	Gentle pastel shades: Light yellow Beiges Grays Smoky blues Muted greens	Slightly lighter tones than body: Off-white Creams Pale yellows Bufs Restrained blues	Rich greens Dark reds Deep brown Blacks	Whites
Greek Revival	1820–1860	White Pale yellow Light gray/blue Bufs Gray/green Light gray	White Gray blue Olive green Bufs Evergreen	Greens Black Dark red Dark brown	White
Italianate	1845–1880	Warm neutral tones: Muted stone grays Yellow ochres Peachy tans Moss green Yellows Grayish greens Terra cotta reds	Similar color as building but lighter or darker: Deep browns Olive green Evergreen	Warm browns Reddish browns	Black Deep green

NYC Landmarks Preservation Commission Regulations:

Chapter 1 Restoration: Page 1.7 Painting

Submission Requirements:

- Historic 1940 Tax Photos, Conditions statement describing deterioration, proposed annotated photos/elevations describing proposed work, written specifications of proposed paint, physical material/color samples, and drawings (if required by DOB).

**Façade – NYC Landmarks Analysis:
Exterior Painting**



EXISTING



EXISTING CLOSE-UPS

392-394 W. Broadway New York NY



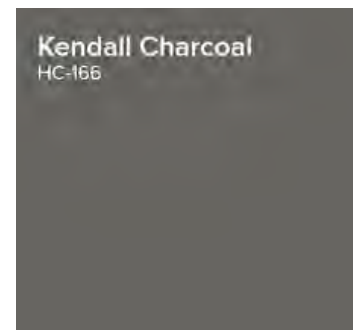
EXISTING



RE.FURBISHED SEPT 2, 2022

EXISTING

ACTUAL PHOTO Sept 3, 2022



First Story

Façade: Benjamin Moore
Kendall Charcoal



Lights & trim detail:
Modern Masters Dome Gold 337164

Floors 2- and above remain as existing
Tnemac Flint Hills



392-394 W. Broadway New York NY





ACTUAL PHOTOS SEPTEMBER 30, 2022



392-394 W. Broadway New York NY



460 Broome Street

458 Broome Street



456 Broome Street

454 Broome Street



456 Broome Street



NORTH WEST CORNER OF BROOME AND MERCER



Detail

Other relevant examples of façade painting in Cast Iron SOHO District



142 Greene Street New York



Detail

Other relevant examples of façade painting in Cast Iron SOHO District



113 Prince Street New York NY



Detail

Other relevant examples of façade painting in Cast Iron SOHO District



503-511 Broadway New York



508 Broadway - 510 Broadway - 512 Broadway



458 Broome Street
460 Broome Street



503 Broadway , New York



100 Wooster Street ,New York

Other relevant examples of façade painting in Cast Iron SOHO District

2-394 W. Broadway New York NY

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