

The current proposal is:

Preservation Department – Item 1, LPC-22-09135

277 Canal Street, aka 277-289 Canal Street, and 418-422

Broadway – SoHo-Cast Iron Historic District Extension

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

UAL LLC

*277 Canal Street
LPC Public Meeting
10.31.23*



MA

Summary

Commissioner Comments

Design Response

Attic and Cornice

Provide more depth, weight, emphasis, and complexity at top of building

- Increased cornice and belt course heights, depths, and profiles to further emphasize the crown - the profile refers to the existing ground floor cornice.

- The updated cornice reduces penthouse visibility and allows for the removal of the penthouse railing.

- Revised pilaster profile and ornamentation to add more richness and depth - textured pattern refers to existing tympanum ornament

Penthouse and Mechanical Screen

Differentiate materiality at penthouse; simplify the design

- Updated the penthouse material to be metal and simplified the design to more closely recall rooftop accretions throughout district

- Refined the stair bulkhead profile, stepped the penthouse back from the edge of stair bulkhead to further distinguish the volumes.

- Reduced visibility due to cornice design

Materials

Simplify materials & palette, clarify intent better in renderings.

- Refined elevations and renderings to reflect proposed material palette. Provided site mock-up to further clarify design intent.

Draw more connection to existing building elements, profiles, finishes in order to more strongly unify the two parts.

- Revised metal spandrel profile - profile refers to historic brick spandrel

- Integrated design elements profiles of the historic building at storefronts, spandrels, attic story and cornice

Storefront and Signage

Provide more depth at storefront and relate to historic character

- Revised storefront bulkhead, profiles, and transom to provide more historic depth and character - design refers to historic upper windows

Consider making signage more playful and tied to the character of Canal Street

- Incorporated a metal mesh screen at the transom/louder - pattern refers to historic tympanum ornament

- Expanded Signage Masterplan to add variation along the streetfront

Canal St Elevation

Design Revisions



Previous

Proposed

Design Context



458 Broadway



530 Broadway



443-449 Broome Street

Canal St Elevation

Design Revisions



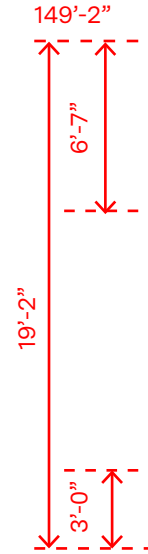
Previous

Proposed

Attic & Cornice

Canal St Elevation - Enlarged

Design Revisions



MECHANICAL SCREEN

PENTHOUSE

CORNICE

ATTIC STORY

BELT COURSE

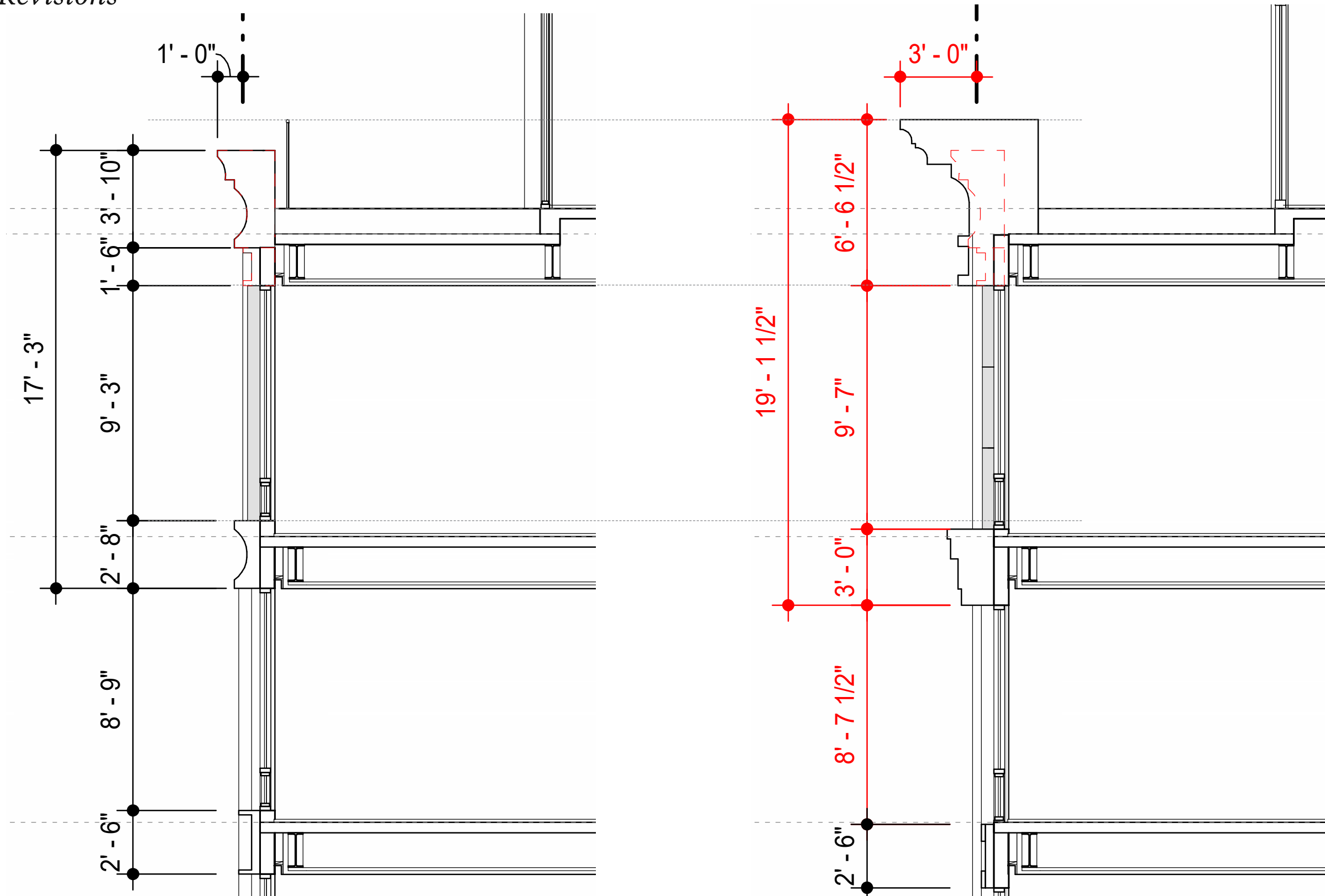
SPANDRELS

Previous

Proposed

Crown Section

Design Revisions



Previous

Proposed

Crown Perspective

Design Revisions



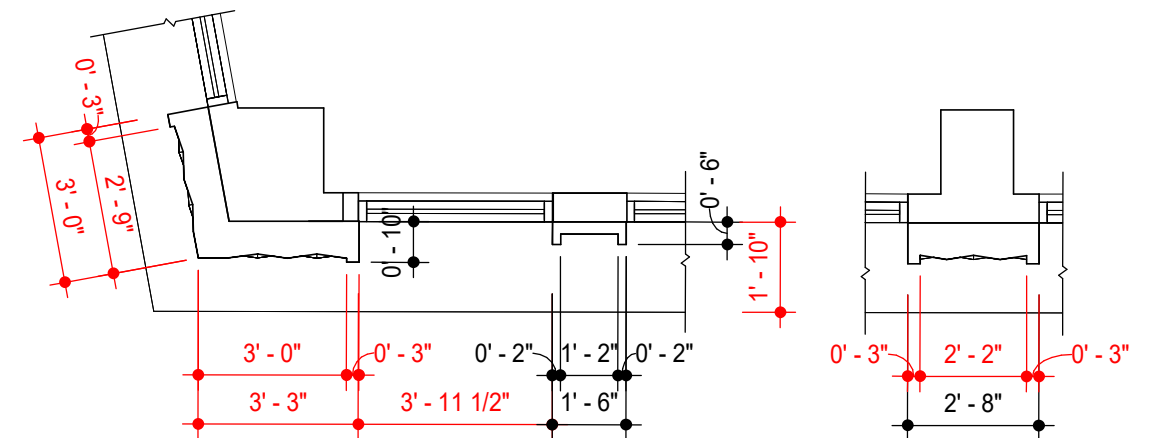
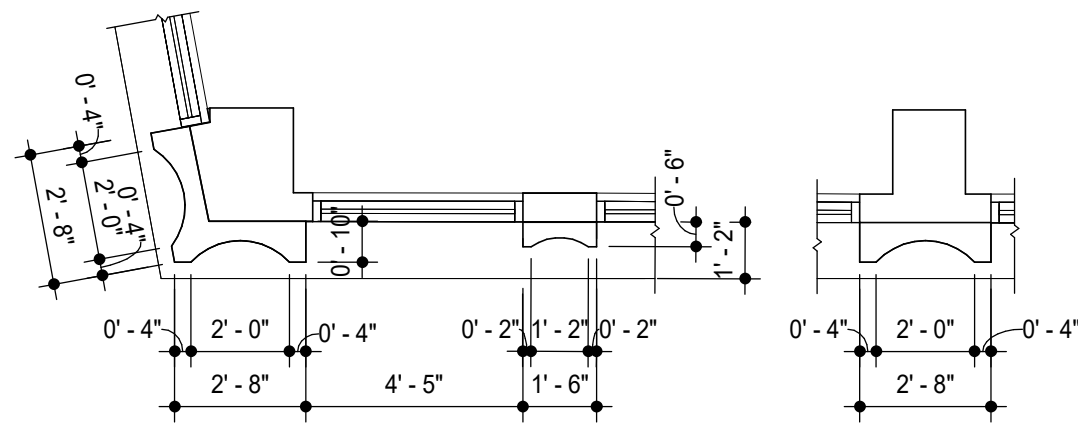
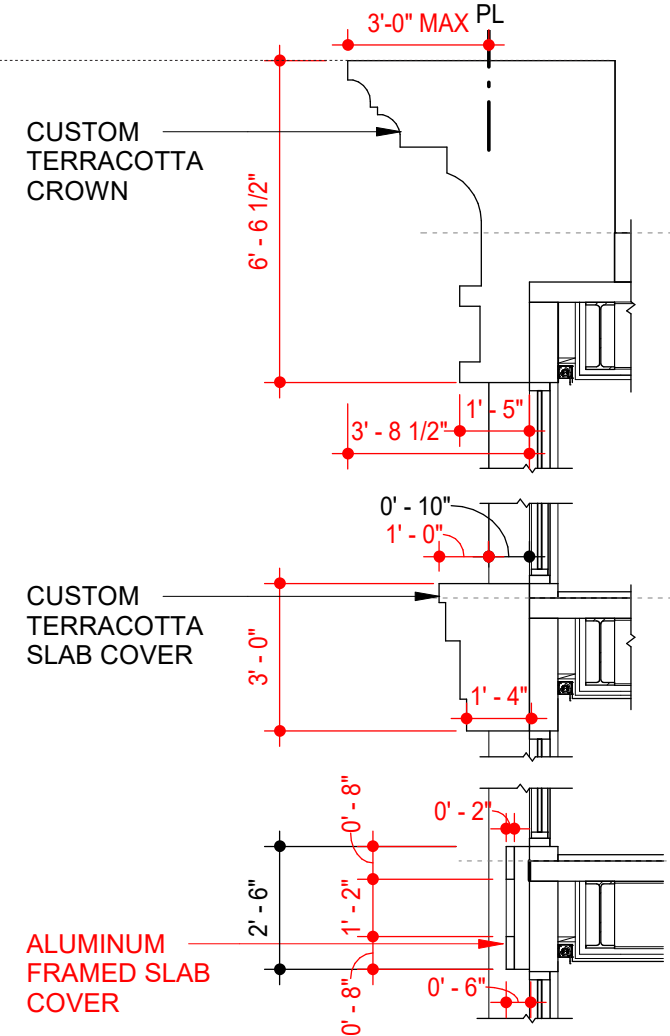
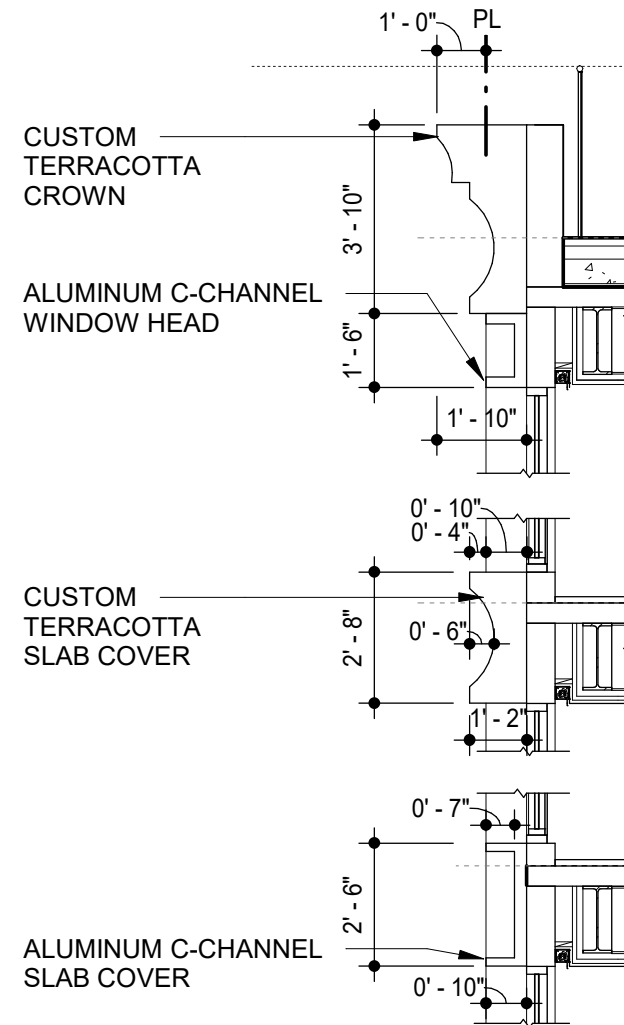
Previous



Proposed

Crown Details

Design Revisions



Previous

Proposed

Penthouse & Mechanical Screen

Penthouse & Mechanical Screen - SW

Design Revisions - Vertical Metal Panels



Previous



Proposed

Penthouse & Mechanical Screen - NW

Design Revisions- Vertical Metal Panels



Previous



Proposed

Penthouse & Mechanical Screen - Canal

Design Revisions



Previous



Proposed

Penthouse & Mechanical Screen - Broadway

Design Revisions



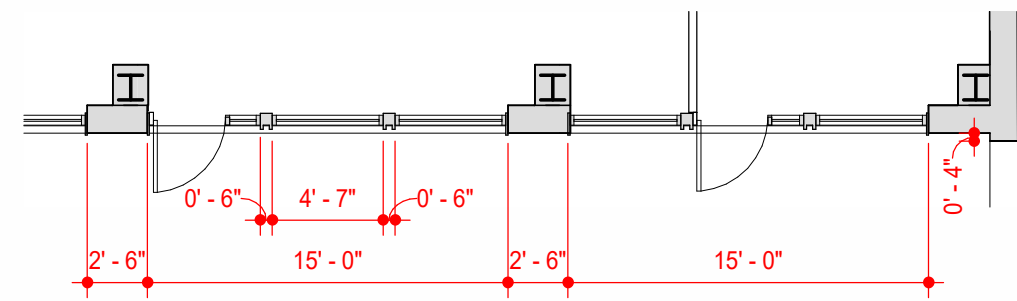
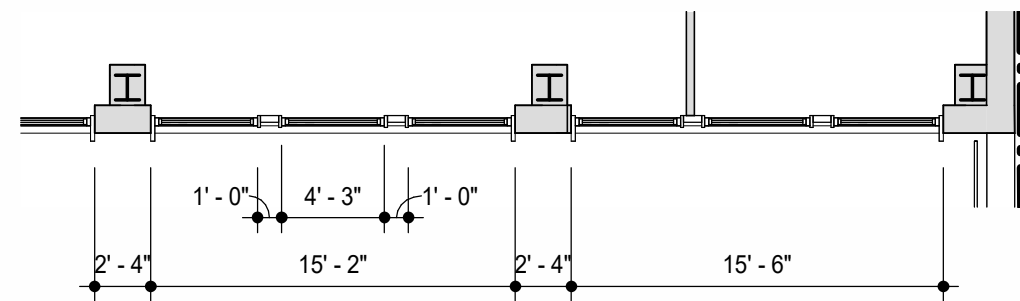
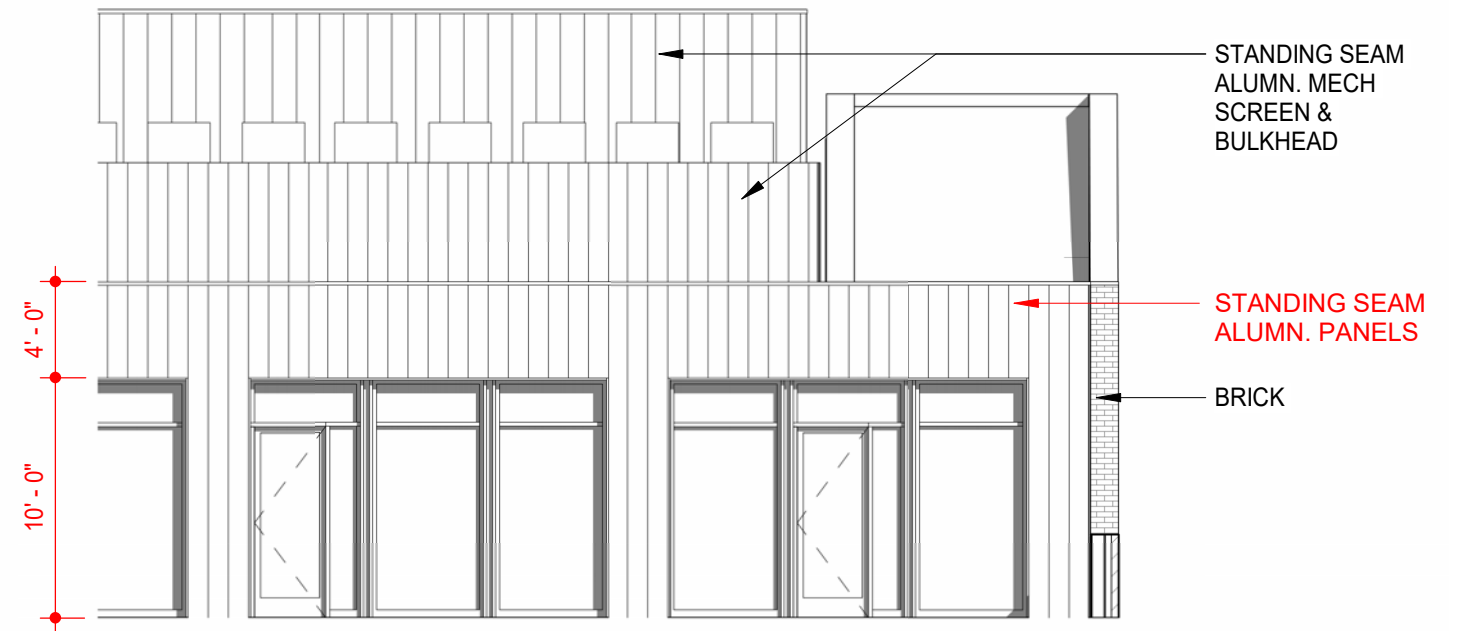
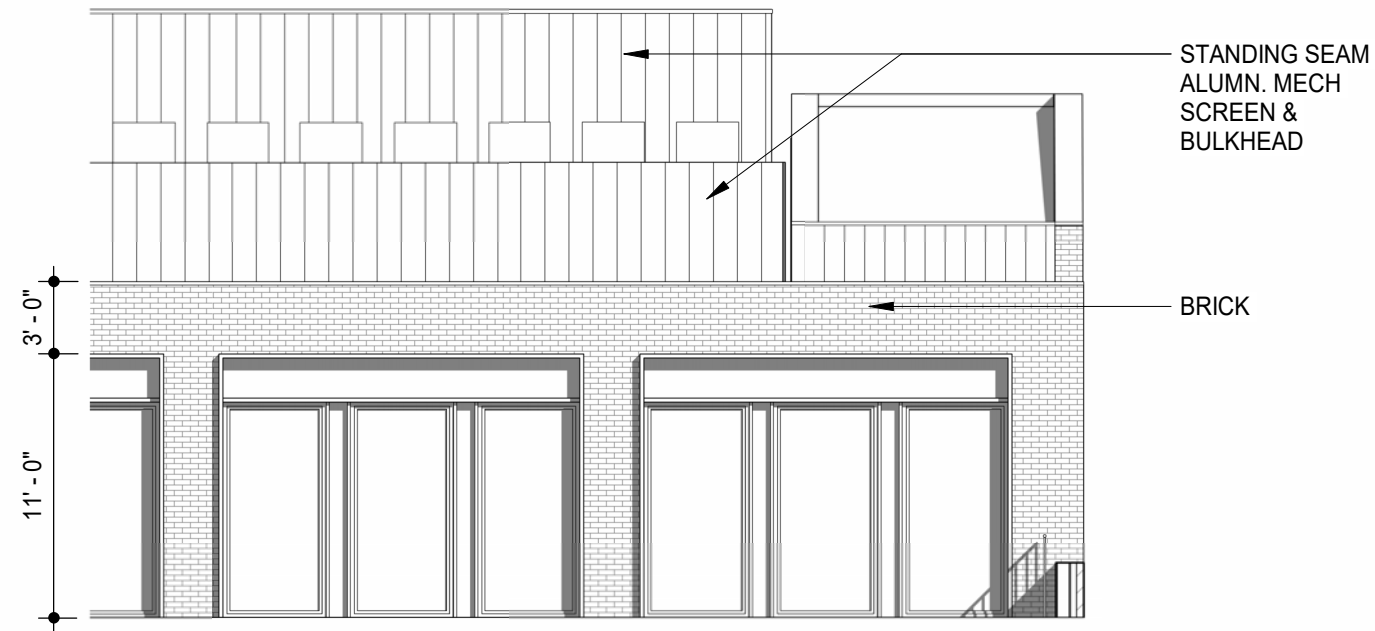
Previous



Proposed

Penthouse Fenestration

Design Revisions



Previous

Proposed

Penthouse Fenestration - Perspective

Design Revisions



Previous



Proposed

Materials

Brick

Design Revisions

RESTORED BASE



Existing Brick

NEW ADDITION



Previous - No Variation



Proposed - Slight Variation

Facade Material Palette

Design Revisions

RESTORED BASE



Terracotta



Granite

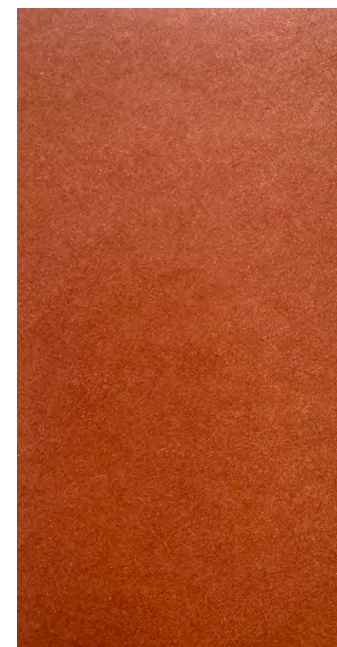


Existing Brick

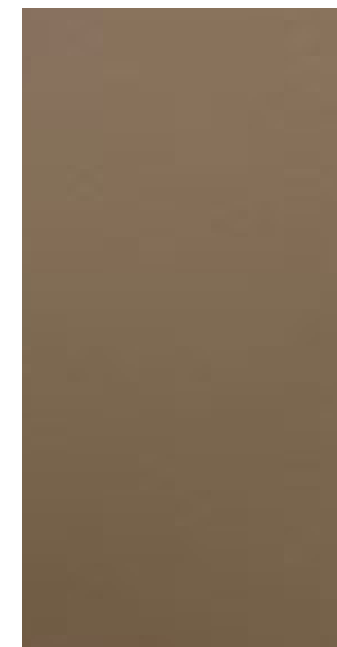
NEW ADDITION



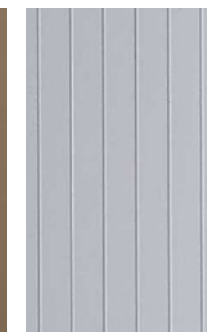
Proposed - Slight Variation



Terracotta



Bronze Toned
Aluminum



Aluminum

Facade Material Palette

Site Mock-Up



AREA OF CLEANED BRICK

NEW TERRACOTTA

BRICK
CHALK ON BRICK AND
MORTAR TO BE CLEANED
AND REPHOTOGRAPHED

BRONZE COLORED METAL
REVISE SAMPLE TO
FINE TUNE TONE AND
SATURATION

AREA OF STRIPPED
TERRACOTTA



Storefront

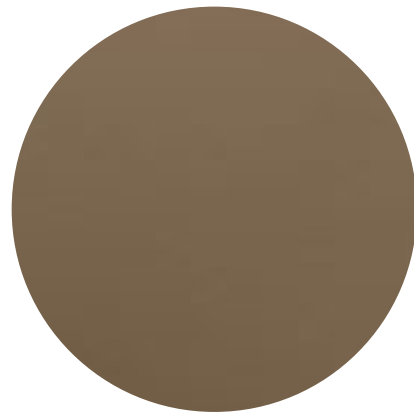
Storefront Elevations

Design Revisions



Bronze Toned Aluminum

Existing Terracotta

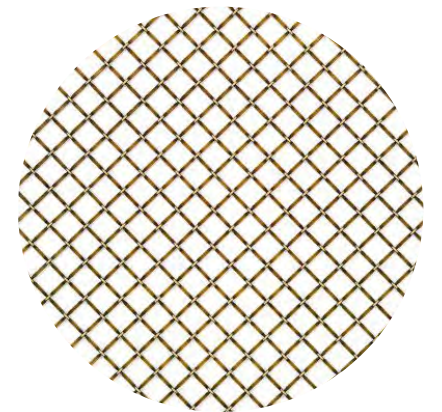
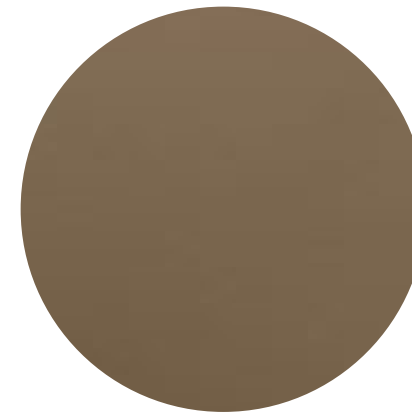


Previous

Bronze Toned Aluminum

Existing Terracotta

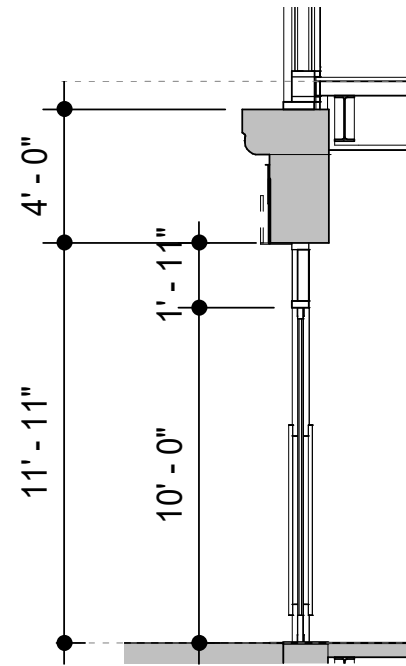
Mesh Louvers



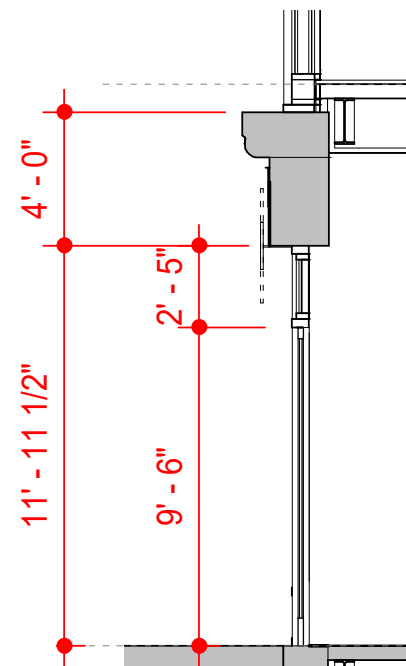
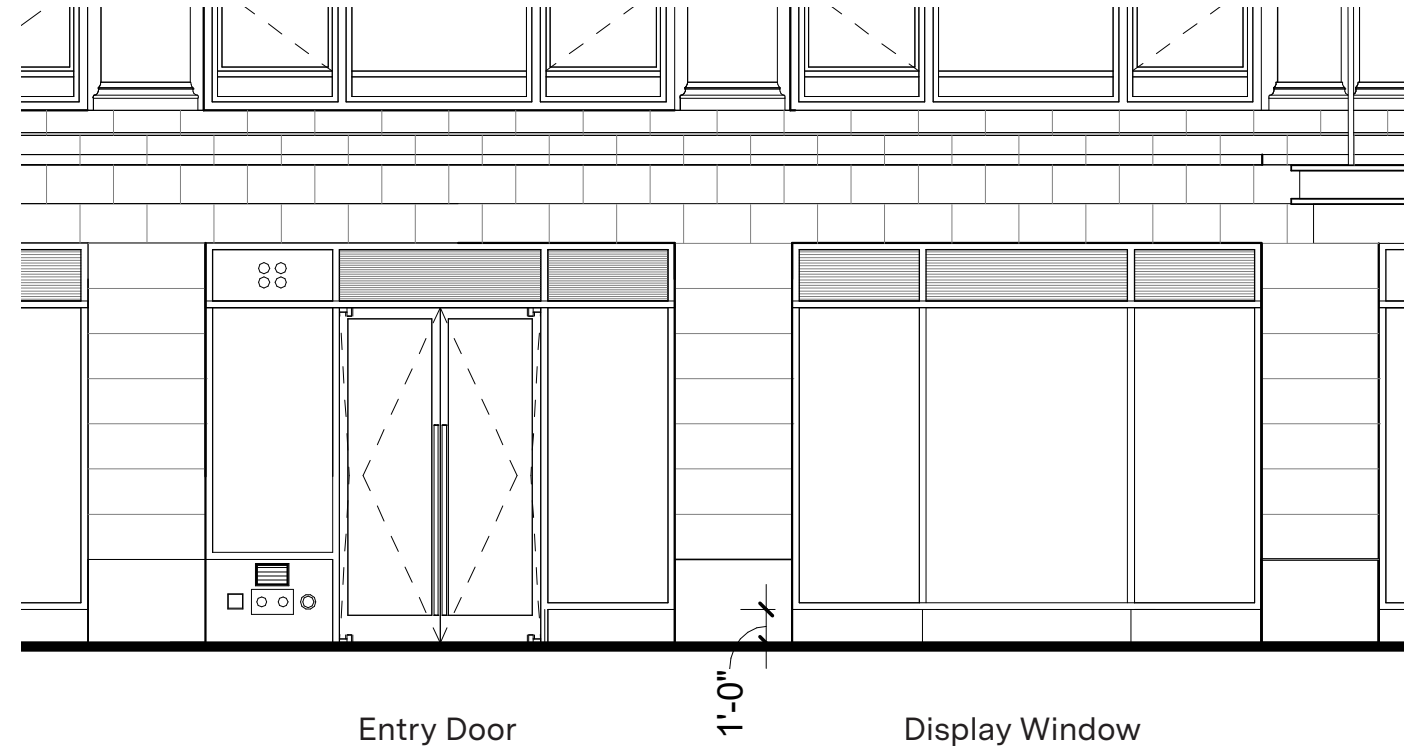
Proposed

Storefront Fenestration

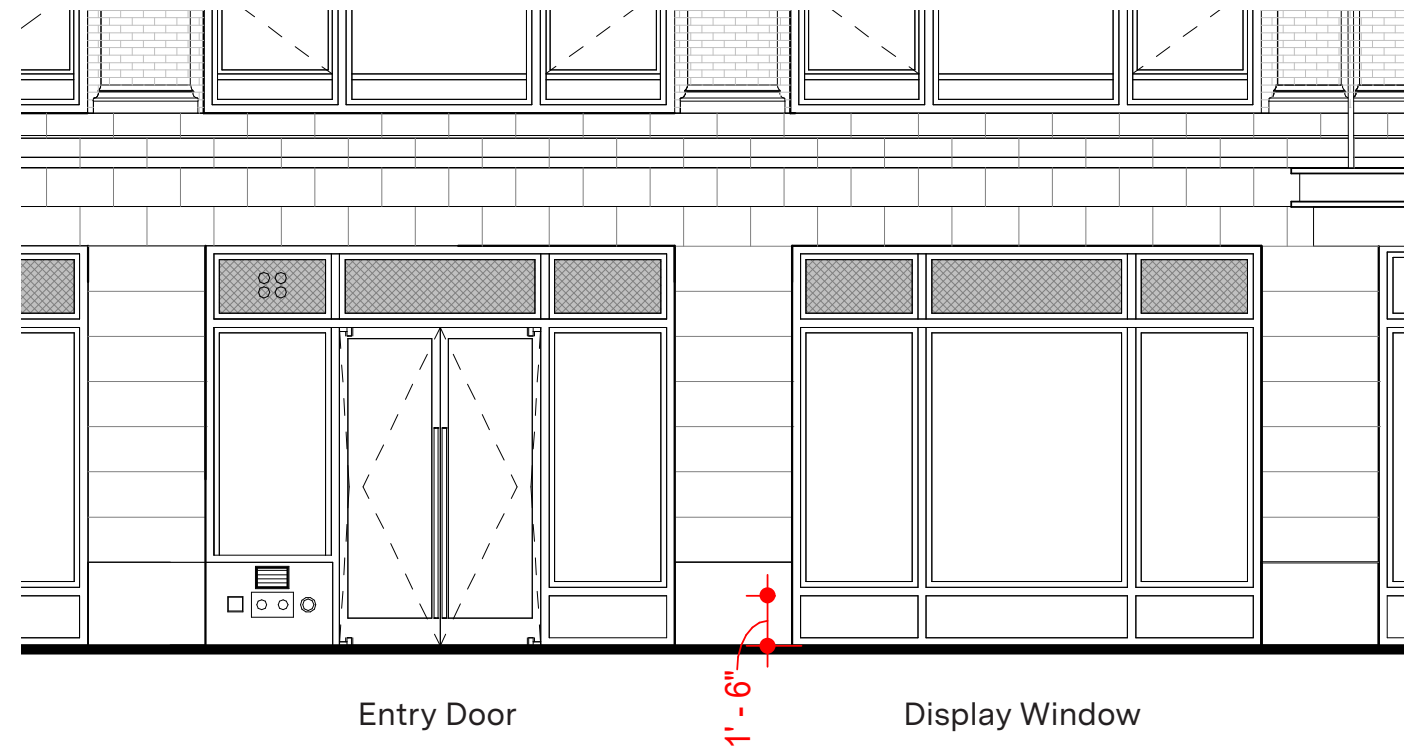
Design Revisions



Previous



Proposed



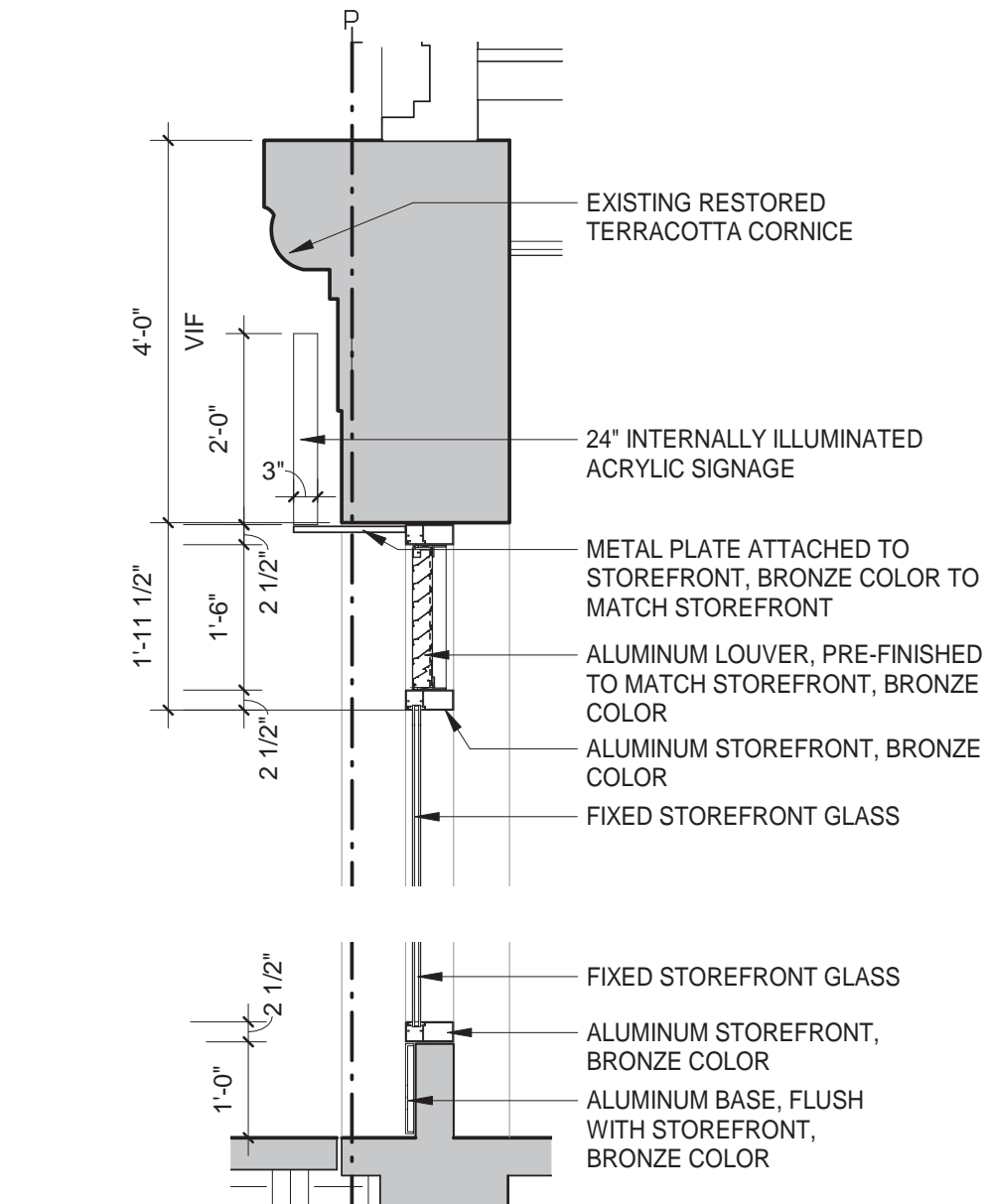
General Notes:

-Entry Door or display window can be installed in any bay based on tenant's choice.

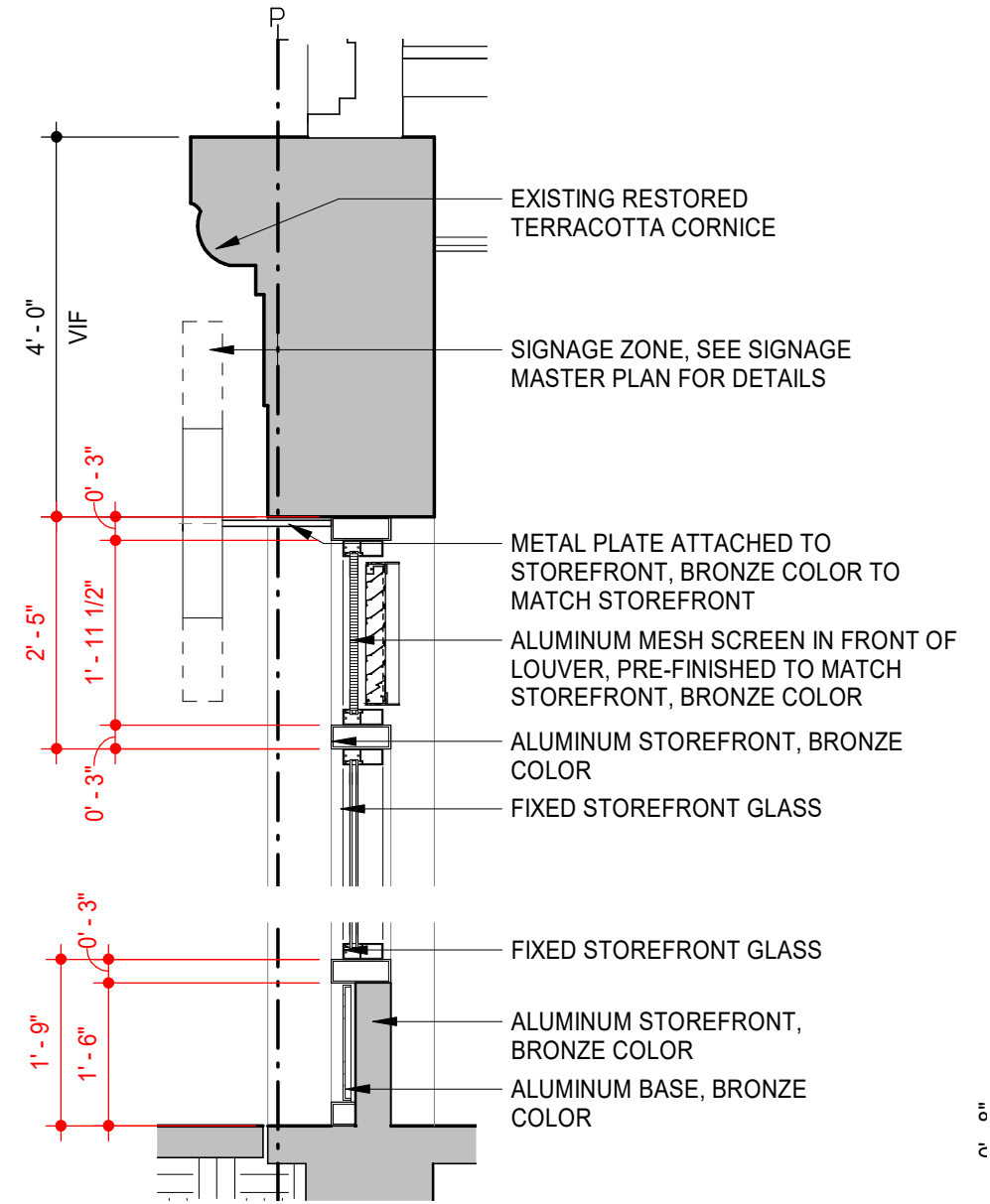
-Mechanical Elements shown for reference only. Exact types and locations to be developed and confirmed with engineer.

Storefront Details

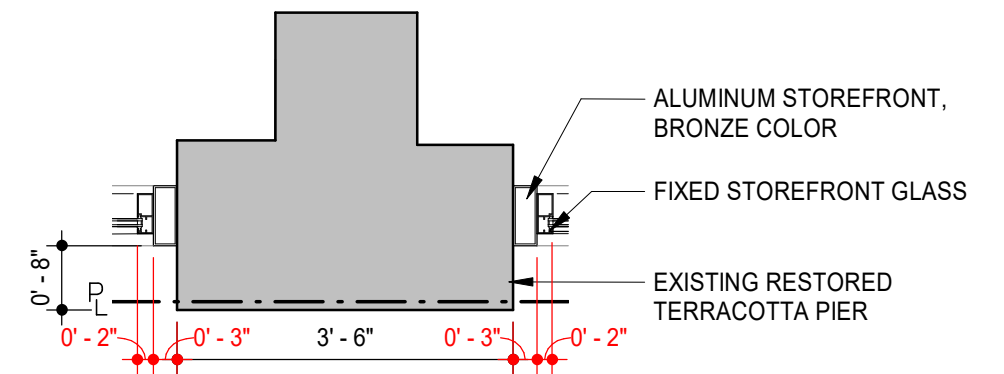
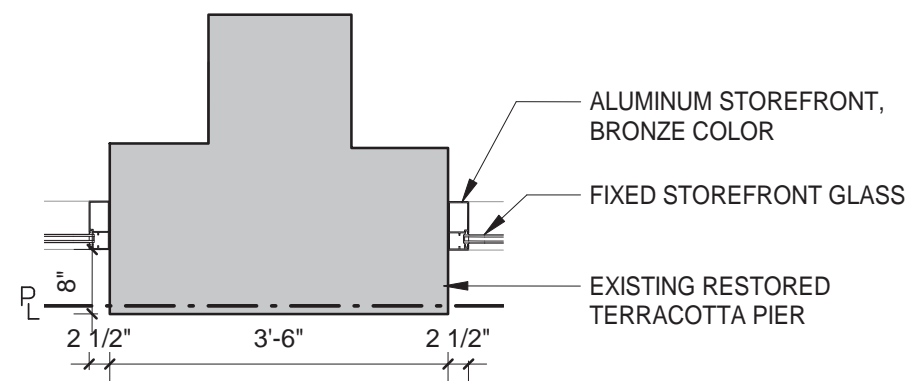
Design Revisions



Previous



Proposed



Storefront Perspectives

Design Revisions



Previous



Proposed

Storefront Perspectives

Design Revisions



Previous



Proposed

Signage Master Plan

Commissioner Comments

Design Response

Signage

Consider making signage more playful and tied to the character of Canal Street

Expanded Signage Masterplan to add variation along the streetfront

Canal Street Context



1839 engraving of Broadway and Canal Street, New York Public Library

Canal Street Context



Canal Street near Broadway, 1937 (NYPL)



220 Canal Street, 1907 (New-York Historical Society)

Canal Street Context



277 Canal Street, 1928 (NYPL)



277 Canal Street, ca. 1940 Tax Photo (Municipal Archives)

Canal Street Context



277 Canal, ca. 2002 from pearlriver.com

Canal Street Context



Canal and Broadway, looking east. Source: iStock, ca. 2016

Proposed Signage



Previous



Proposed

Storefront Master Plan

Example Retail Unit Layout

Types of Signage

- Type 1: Dimensional Signage
- Type 2: Ground Floor Bracket Sign
- Type 3: Window Decals
* Allowed in Every Storefront Bay
- Type 4: Interior Window Signs
- Type 5: Residential Marquee & Building Signage
- Type 6: Historic Building Signage

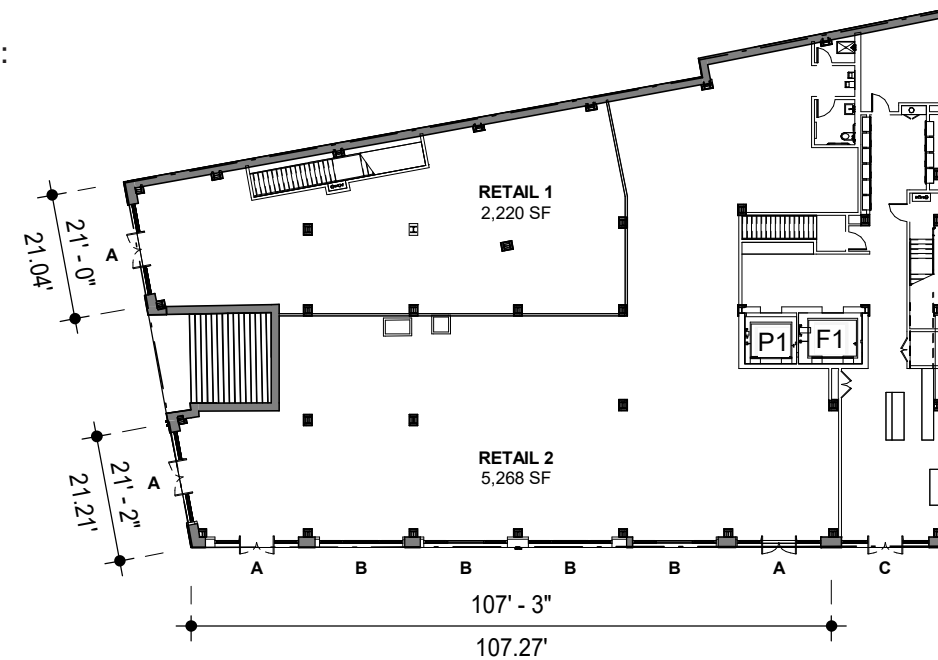
Zoning Notes For Reference

- Signage is regulated by the total surface area of all permitted signs, including non-illuminated or illuminated signs. Each retail space can employ a combination of permissible sign types.
- Retail signage is subject to change upon individual retailer modification per the Masterplan
- Retail unit demising plans are shown for reference only and are not limited to the examples shown.

Retail Demising Scenario 1: Larger Retail Units

x 5 = 105 SF
MAX SURFACE AREA ALLOWED
PER ZONING

x 5 = 106 SF
MAX SURFACE AREA ALLOWED
PER ZONING



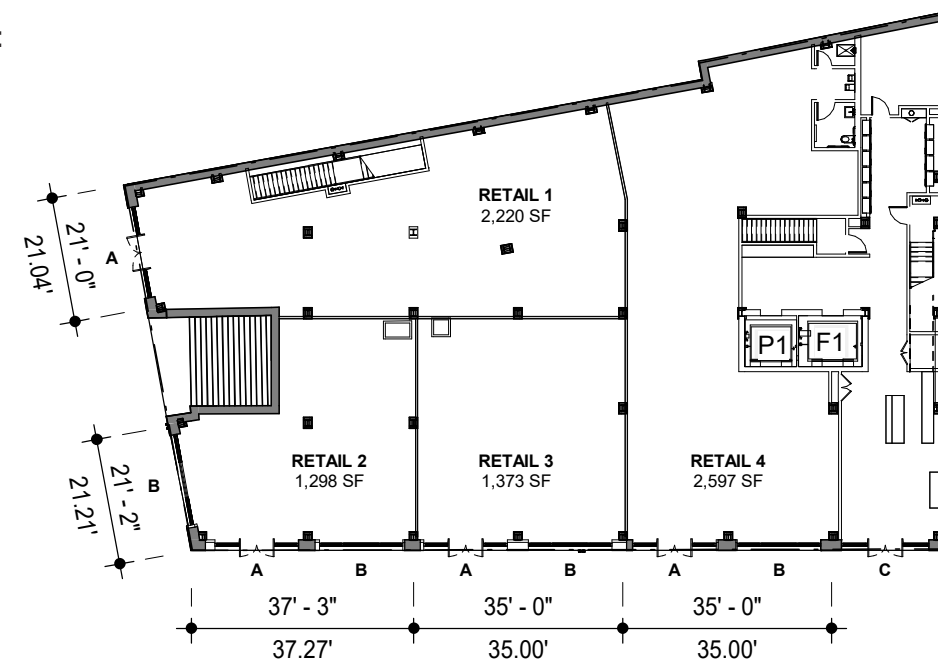
x 5 = 536.35 SF
500 SF MAX SURFACE AREA ALLOWED PER ZONING

A: Retail Entry Doors
B: Shop Windows
C: Residential Entry

Retail Demising Scenario 2: Smaller Retail Units

x 5 = 105 SF
MAX SURFACE AREA ALLOWED
PER ZONING

x 5 = 106 SF
MAX SURFACE AREA ALLOWED
PER ZONING



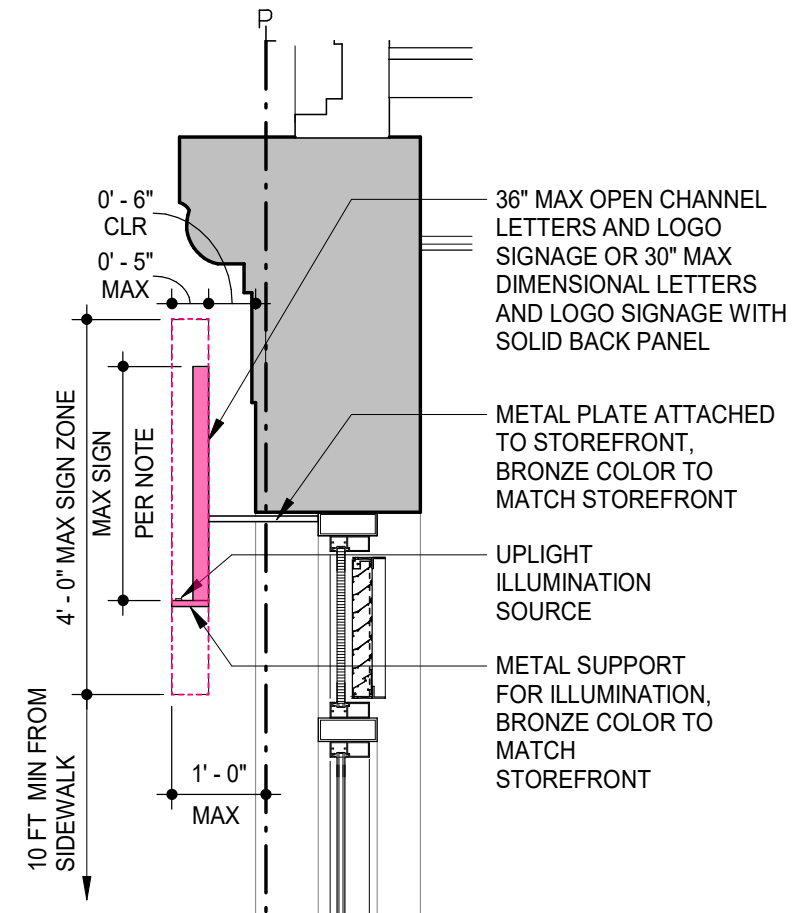
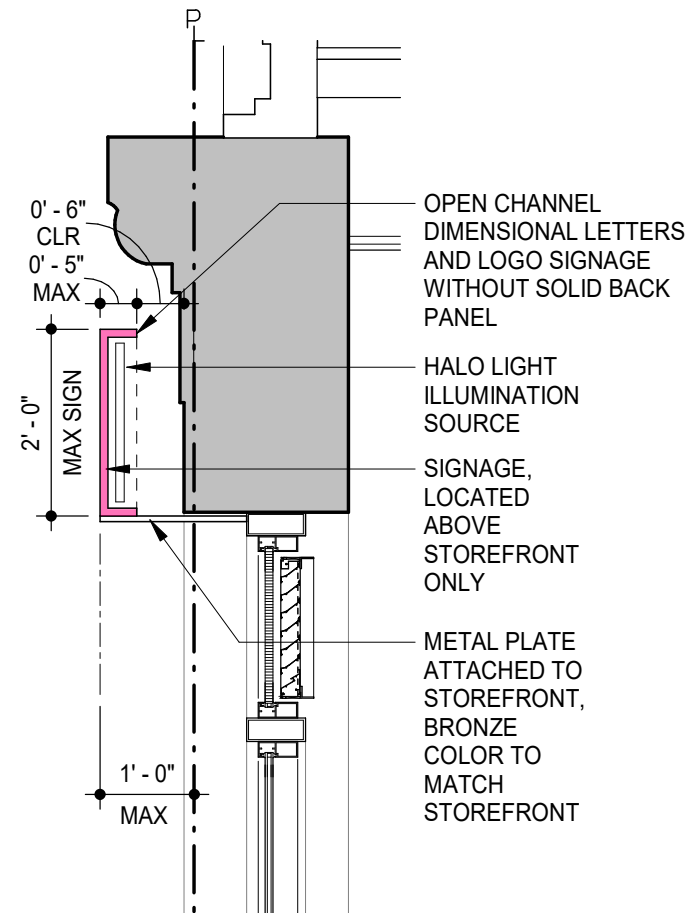
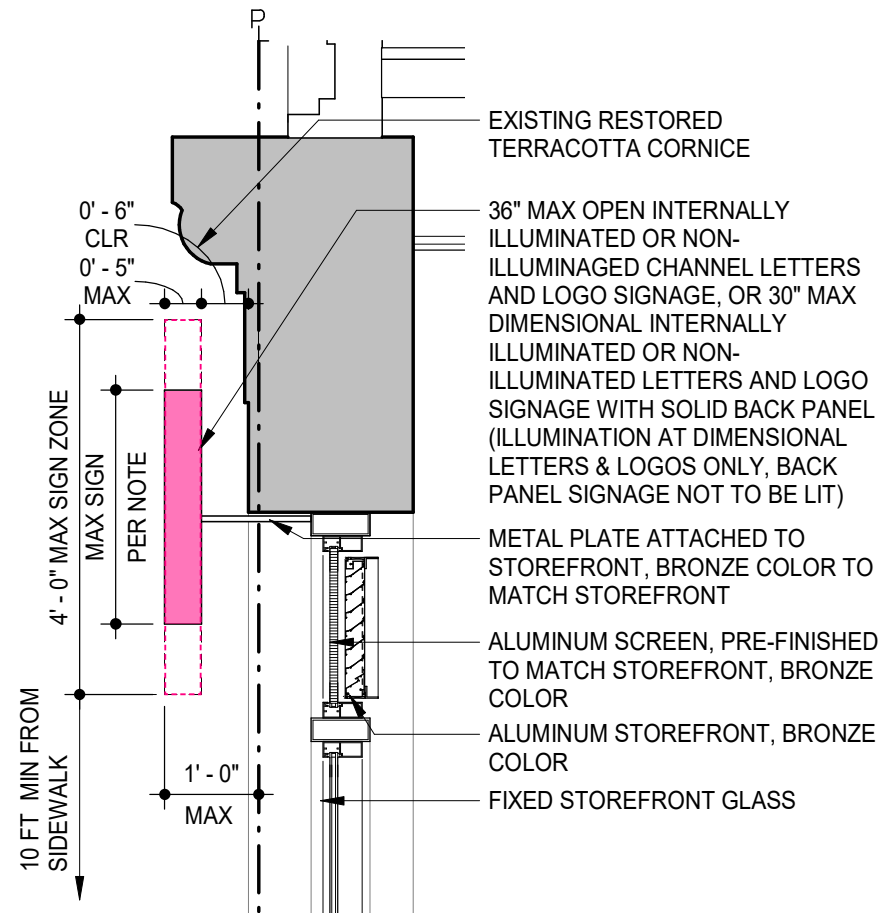
x 5 = 186 SF
MAX SURFACE AREA
ALLOWED PER ZONING

x 5 = 175 SF
MAX SURFACE AREA
ALLOWED PER ZONING

x 5 = 175 SF
MAX SURFACE AREA
ALLOWED PER ZONING

A: Retail Entry Doors
B: Shop Windows
C: Residential Entry

Type 1: Dimensional Signage

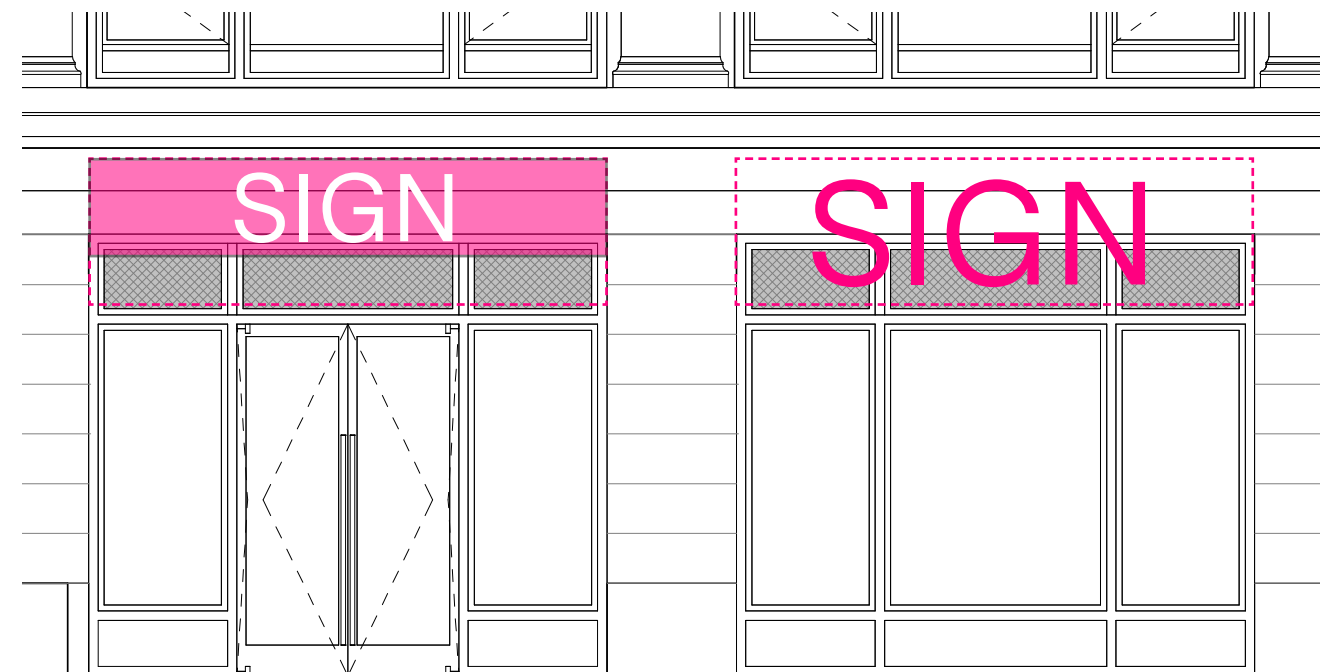


- General Notes:
- Signage material options include Wood, Metal, and/or Plastic/Acrylic.
 - Any color permitted for signage
 - Dimensional Signage may be located in multiple bays per establishment.
 - Dimensional signage location and type to vary between different establishments

Internally Illuminated & Non-Illuminated Detail

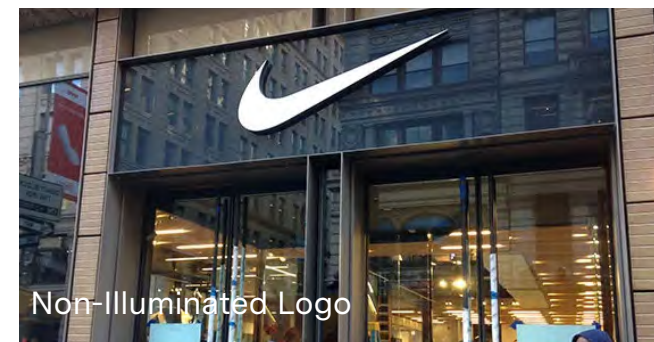
Halo Illuminated Detail

Uplight Illuminated Detail

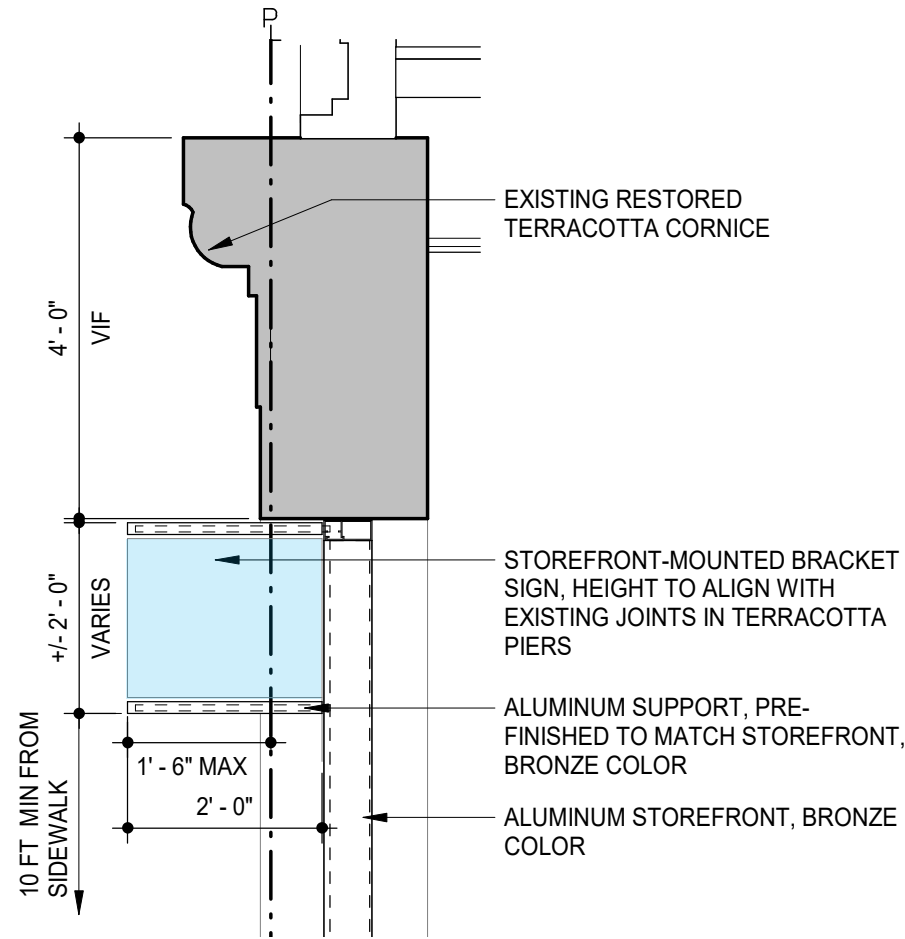


Example of 30" Tall Sign on Solid Back Panel

Example of 36" Tall Open Channel Letters Sign

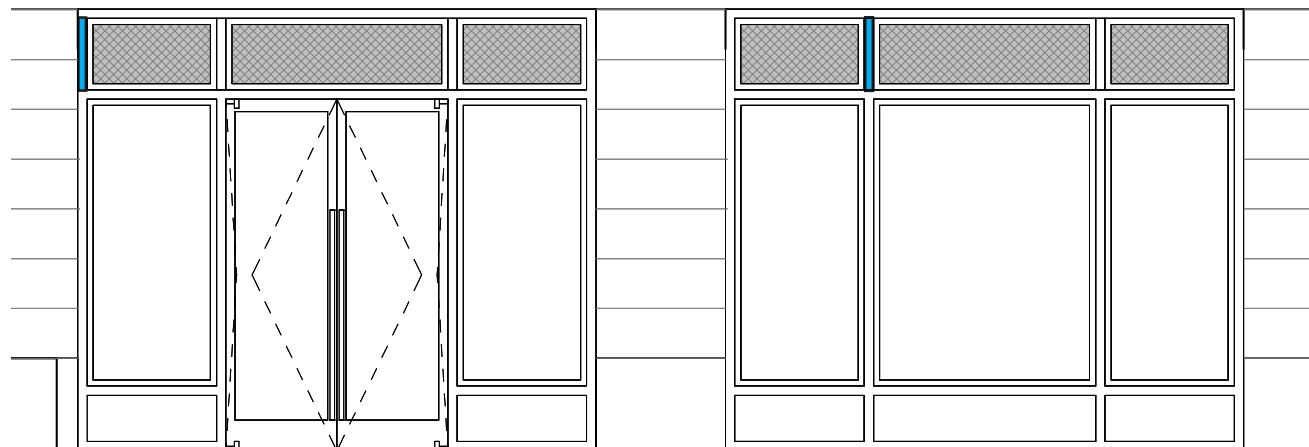
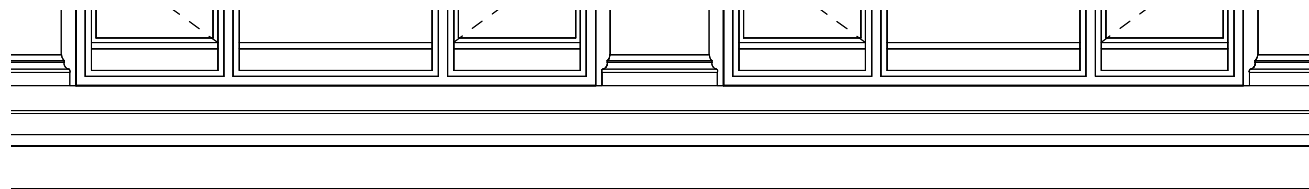


Type 2: Ground Floor Bracket Sign



General Notes:

- Signage material options include Wood, Metal, and/or Plastic/Acrylic.
- Any color permitted for signage
- Bracket sign location to vary between different mullion locations.
- Max of one bracket sign per bay



Example of Bracket Sign
Left-Aligned in Masonry Opening

Example of Bracket Sign
Mid-Masonry Opening



References



Type 3: Window Decals

General Notes:

- Signage material options include Vinyl, Paint, Acrylic, and Metal
- Any color permitted for signage
- 1/4" thick max for exterior decals
- 1" thick max for interior decals
- Signage limited to 20% of each pane of glass.
- Signage may be placed on doors and/or side lites
- Signage location withing glazing is unrestricted



Example of 20% of each piece of glazing

Example of 20% of each piece of glazing



Vinyl Decals



Metal Dimensional Decals

Type 4: Interior Storefront Signage

General Notes:

- Signage material options include Vinyl, Paint, Acrylic, and Metal
- Any color permitted for signage
- Illuminated non-flashing and non-illuminated signs located in a window within a building is permitted per zoning provided the surface area is 8sf max and is limited to 3 signs in any window.
- Letters to be 3" Thick Max
- LED TV screens permitted provided:
 - 18" set back from glazing
 - No more than 50% of glazing
 - No more than 75% width of glazing



Interior Storefront LED TV Screen



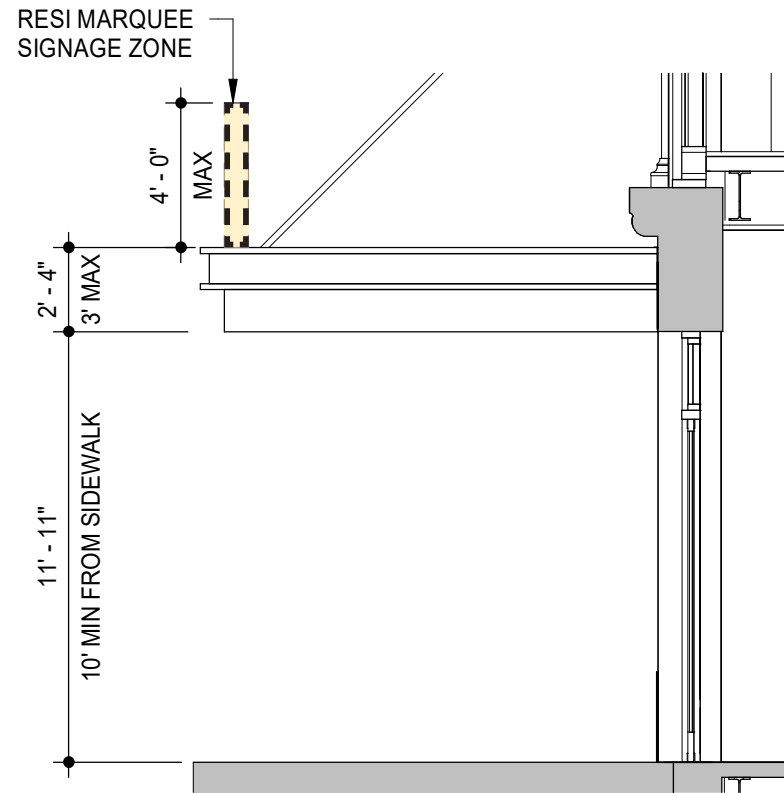
Example of LED TV Screen

Example of Interior Signage



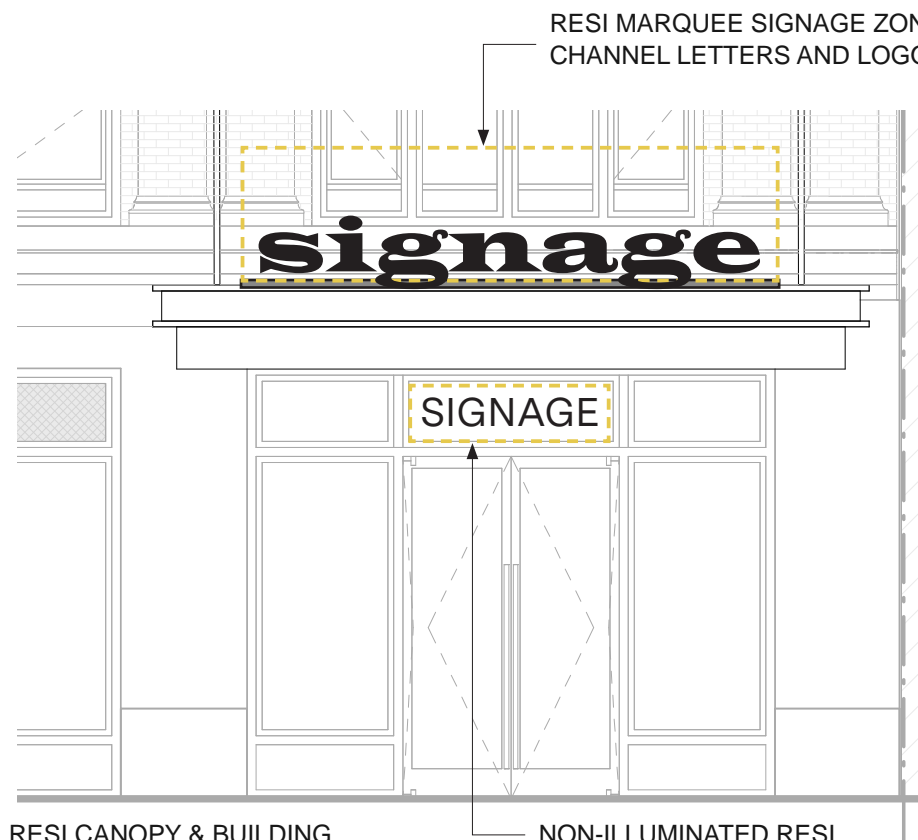
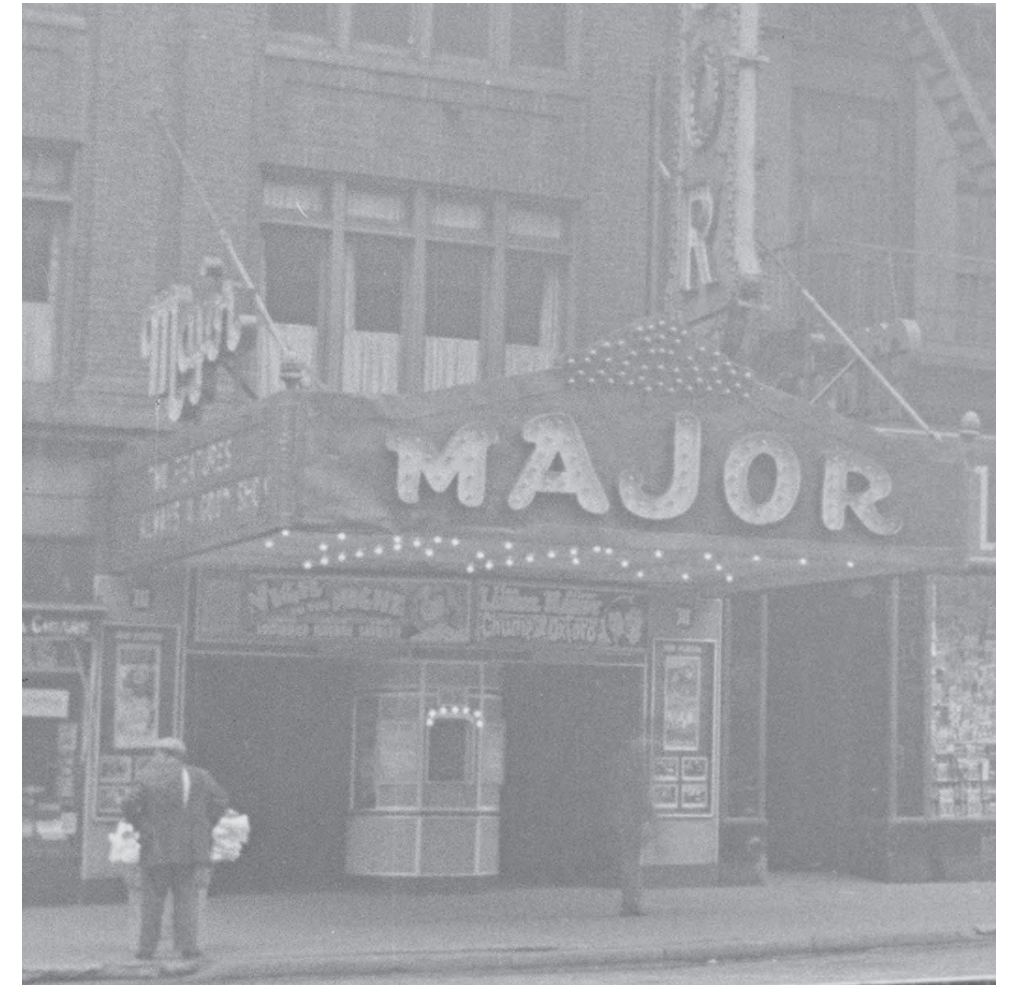
Interior Storefront Singage

Type 5: Marquee Signage



ZONING SIGNAGE DIAGRAM

- General Notes:
- Signage material options include Wood, Metal, and/or Plastic/Acrylic.
 - Any color permitted for signage



RESI CANOPY & BUILDING SIGNAGE OPTIONS

NON-ILLUMINATED RESI BUILDING DIMENSIONAL SIGNAGE MAX 12SF PER ZONING



References

Type 6: Historic Building Signage



Streetscapes

Canal St Elevation

Design Revisions



Previous



Proposed

Broadway St Elevation

Design Revisions



Previous



Proposed

Proposed Facade

Corner of Broadway and Canal Street



Previous



Proposed

Proposed Facade

Canal Street Looking West



Previous



Proposed

Proposed Facade

Canal Street Looking East



Proposed Facade

Broadway Looking South



Previous



Proposed

Proposed Facade



Appendix

LPC Historic District Extension Designation

277 Canal: “The building... is evocative of the changes that were taking place in the SoHo area as a result of transportation improvements and new forms of mass entertainment in the early decades of the twentieth century.”

- NYC Landmarks Preservation Commission Designation Report

270 Lafayette: “The building... is evocative of the changes that were taking place in the SoHo area as a result of transportation improvements in the early decades of the twentieth century...”

- NYC Landmarks Preservation Commission Designation Report



277 Canal Street
David M. Oltarsh
1927



270-276 Lafayette Street
Sugarman & Berger, 1925-27
Art Deco, 15 stories

Thank You

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MAA

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