

April 22, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 11, Read into record, LPC-25-07216

300 Lafayette Street – SoHo-Cast Iron Historic District Extension Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 888 7520

Passcode: 091958

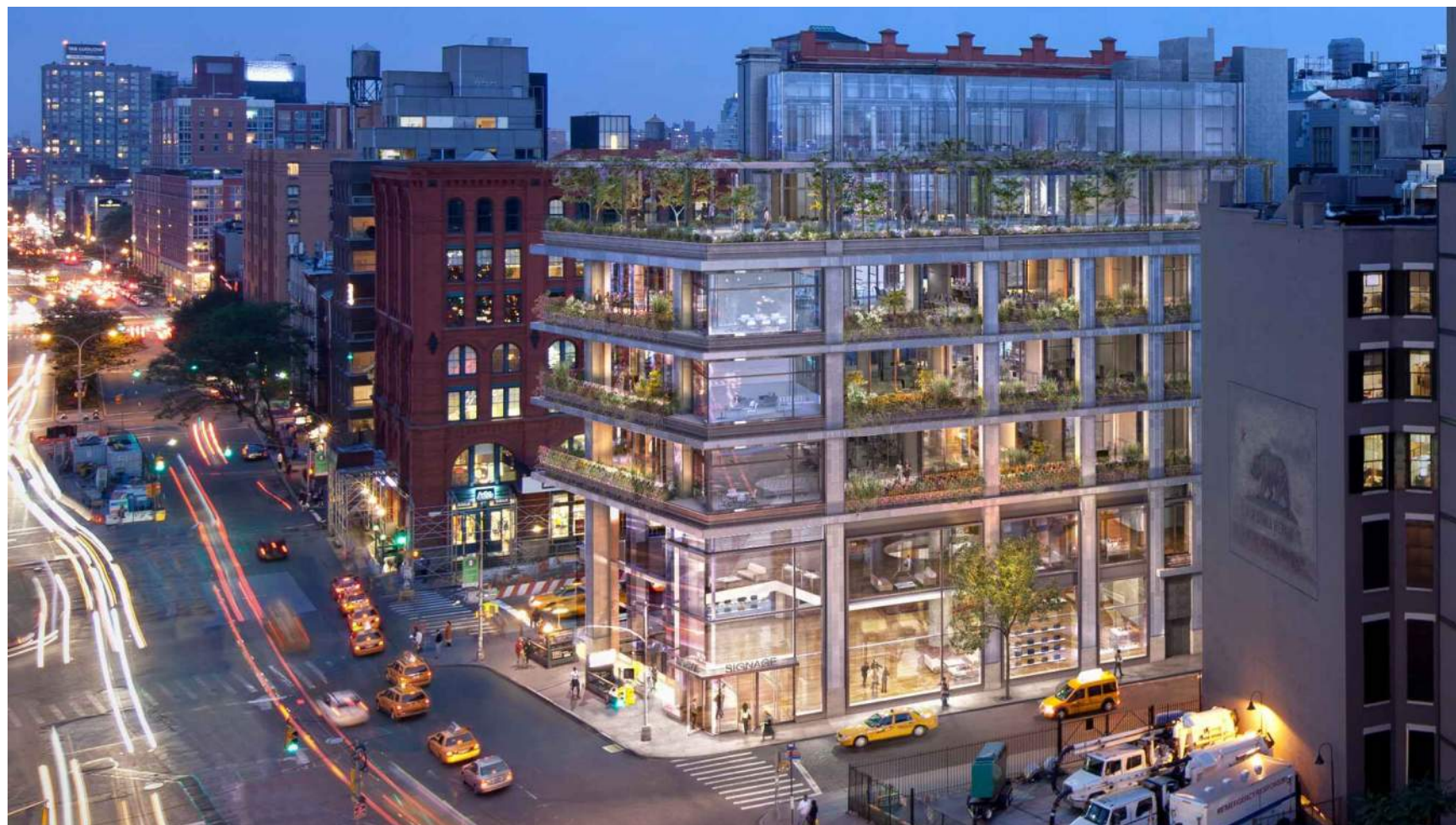
By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

Note: If you want to testify virtually 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.

TPG Architecture



NEW ERA

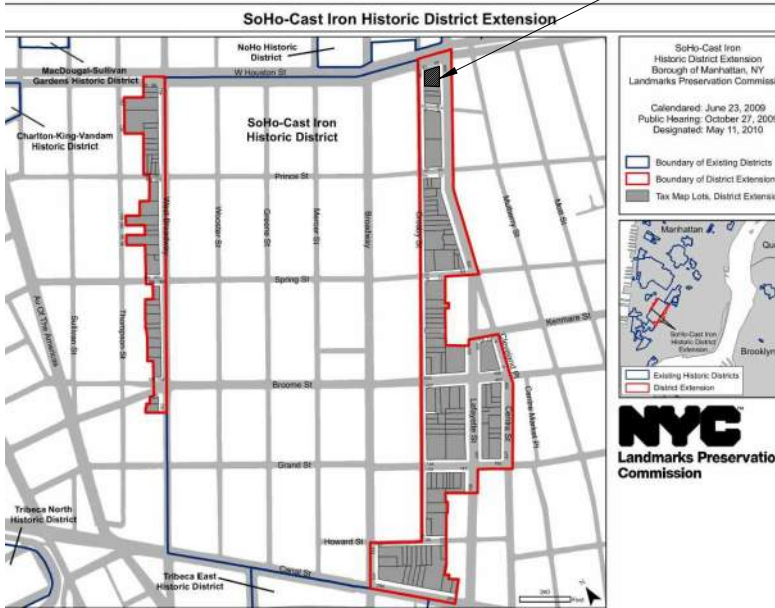
LANDMARKS PRESERVATION / COMMUNITY BOARD PRESENTATION

300 LAFAYETTE STREET
NEW YORK, NY 10012

APRIL 9TH, 2025



EXISTING FACADE PHOTO, JANUARY 2023



SOHO - CAST IRON HISTORIC DISTRICT

SOHO - CAST IRON HISTORIC DISTRICT - DESIGNATION REPORT

300 LAFAYETTE STREET

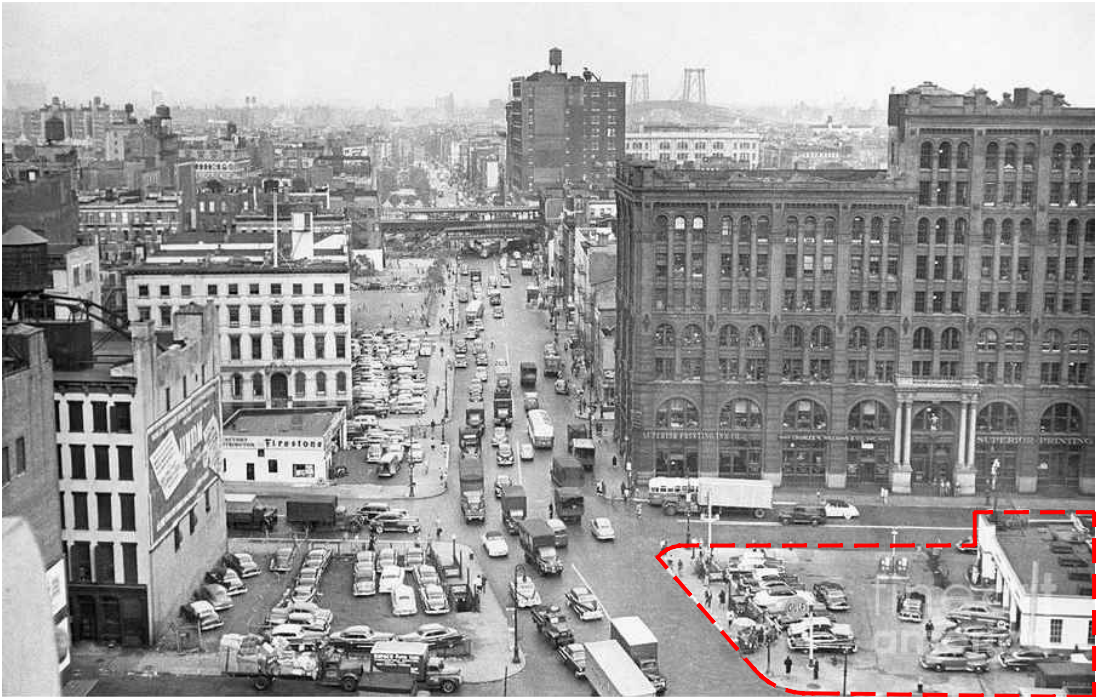
TAX BLOCK: 510, TAX LOT :38
BIN# 1090340

COMPLETED:	2017
FACADE:	MASONRY & GLAZING, 9 STORYS
STYLE:	HIGH RISE OFF
MATERIALS:	MASONRY, GLAZING, BLACKENED STEEL
BUILDING TYPE:	RETAIL, & OFFICES
ORIGINAL USE:	RETAIL, & OFFICES
LANDMARK TYPE:	HISTORIC DISTRICT

PROJECT LOCATION
NEW ERA - FLAGSHIP STORE
300 LAFAYETTE STREET
NEW YORK, NY 10012



NYC TAX MAP



LAFAYETTE ST AND E HOUSTON - HISTORIC CONTEXT FROM 1952



LAFAYETTE ST AND E HOUSTON - CONTEXT FROM 2013

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PROJECT

NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

1523835-00

DRAWN BY

AE

DATE

04/03/2025

DRAWING

LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
SITE LOCATION AND HISTORY

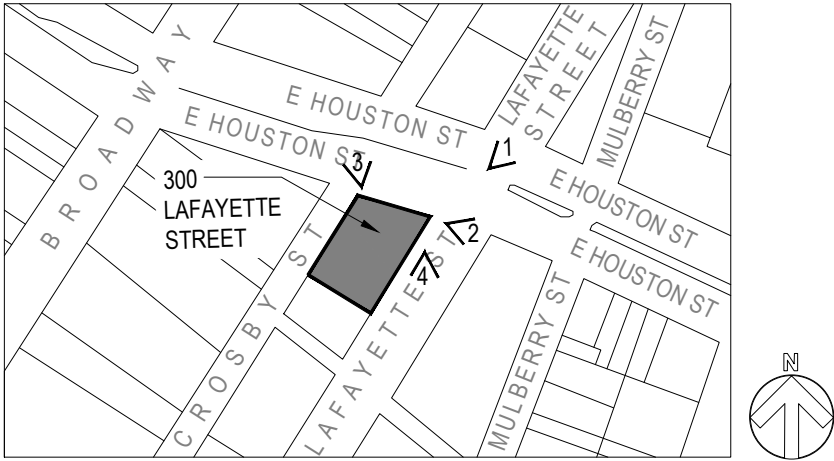
SCALE

NTS

DRAWING

LPC-02

SEAL



LOCATION PLAN



3. EXISTING GROUND FLOOR FACADE @ CROSBY ST & EAST HOUSTON STREET



4. EXISTING GROUND FLOOR FACADE @ CROSBY ST & EAST HOUSTON STREET

1. EXISTING GROUND FLOOR FACADE @ EAST HOUSTON AND LAFAYETTE STREET

2.. EXISTING GROUND FLOOR FACADE @ LAFAYETTE STREET

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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04/03/2025

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
EXISTING FACADE PHOTOS

SCALE
NTS

DRAWING
LPC-03

SEAL



1. SITE CONTEXT PHOTO @ EAST HOUSTON STREET



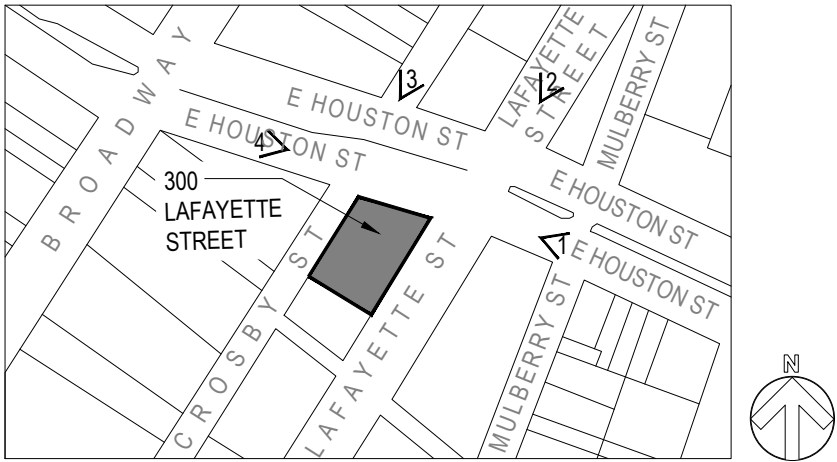
2. SITE CONTEXT PHOTO @ LAFAYETTE STREET



3. SITE CONTEXT PHOTO FROM CROSBY STREET



4. SITE CONTEXT PHOTO FROM CROSBY STREET



LOCATION PLAN

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

1523835-00

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DATE

04/03/2025

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
SITE CONTEXT PHOTOS

SCALE

NTS

DRAWING

LPC-04

SEAL



1. CITIZENS BANK - E HOUSTON STREET



KEY PLAN



2. NIKE - E HOUSTON STREET



3. TARGET - LAFAYETTE STREET



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NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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03/XX/2025

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
PRECEDENTS - AV SCREENS

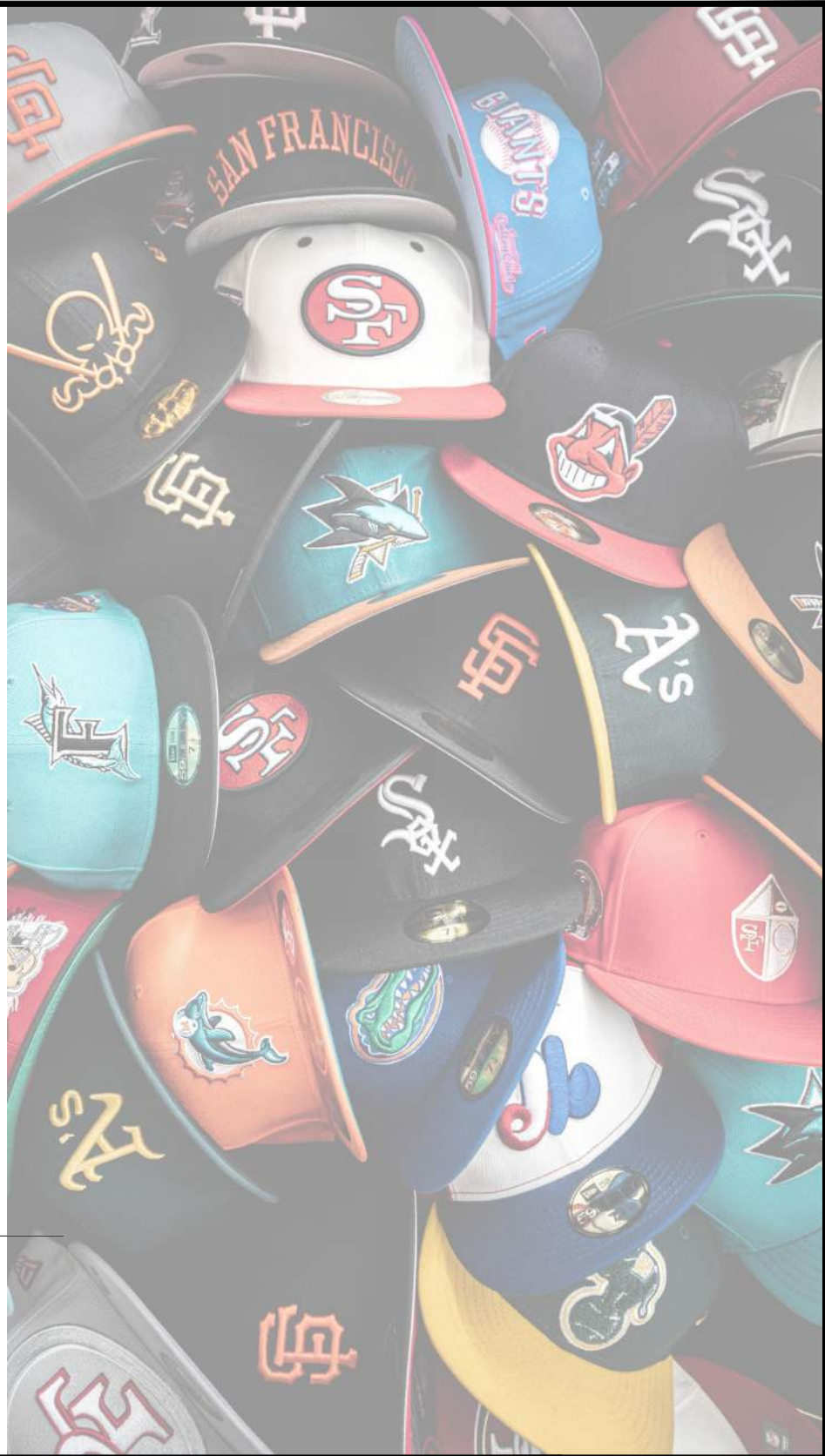
SCALE
NTS

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LPC-5

SEAL



FOUNDER - EHRHARDT KOCH



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300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
NEW ERA

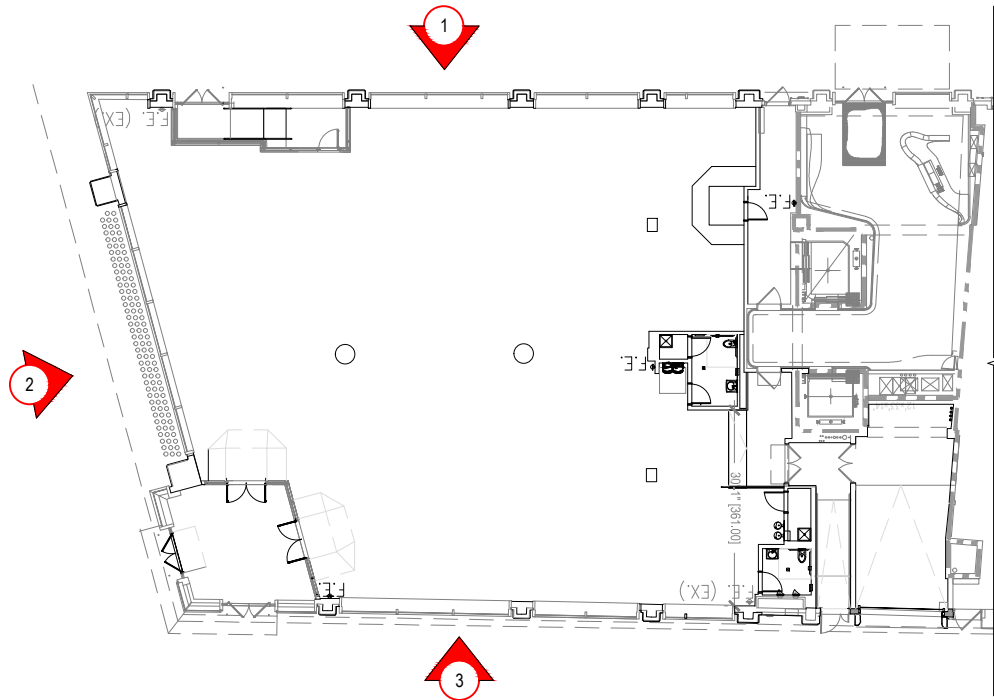
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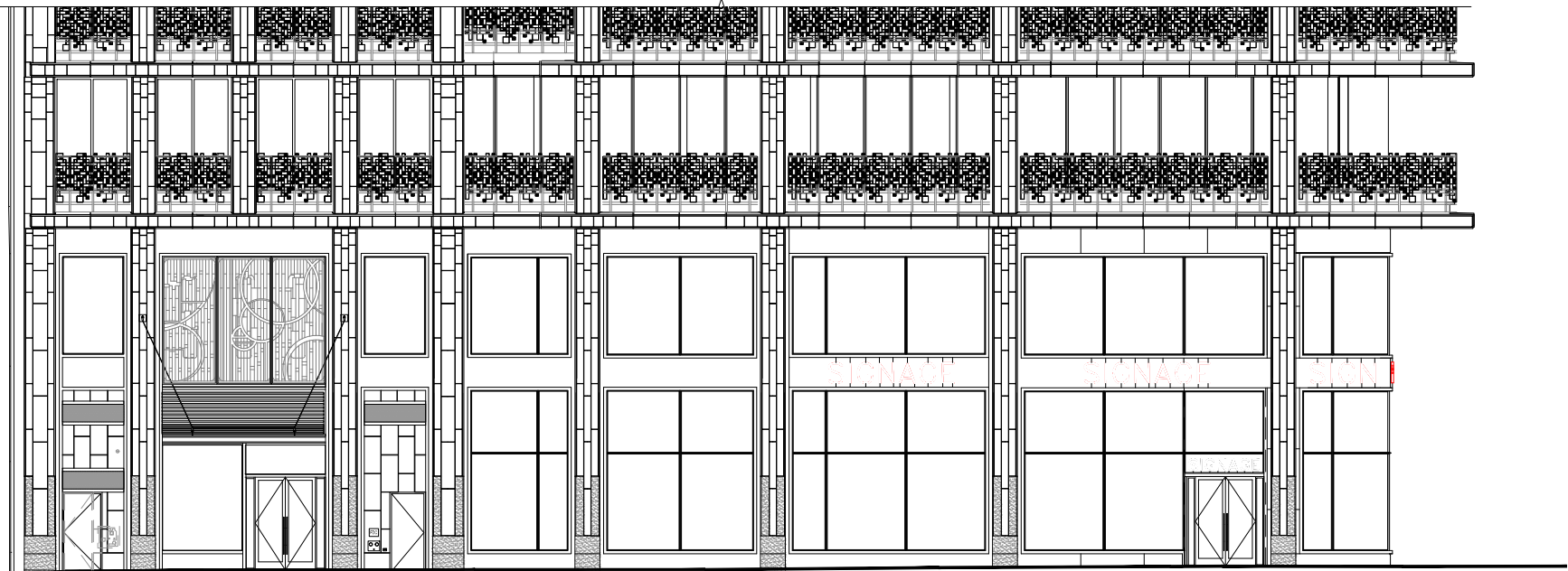
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LPC-06

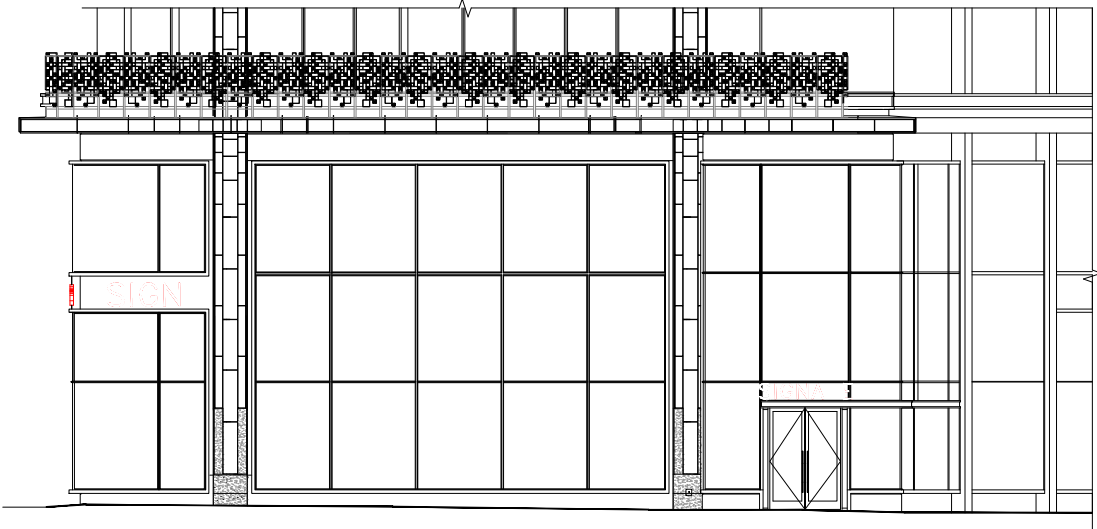
SEAL



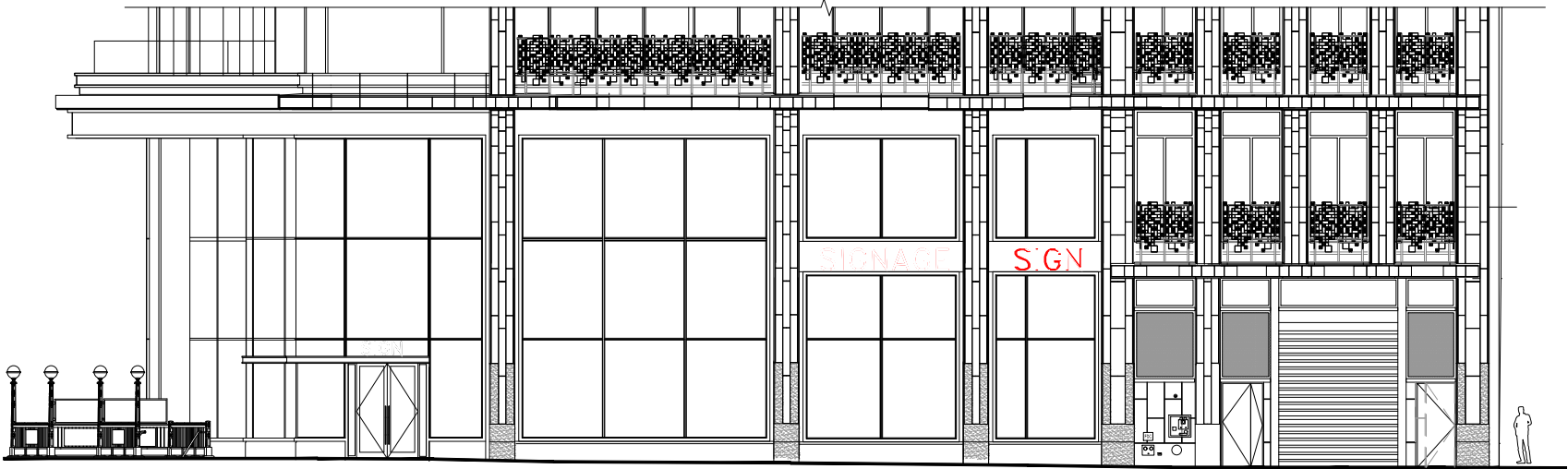
KEY PLAN



1. LAFAYETTE STREET - EXISTING EAST ELEVATION



2. EAST HOUSTON STREET - EXISTING SOUTH ELEVATION



3. CROSBY STREET - EXISTING EAST ELEVATION

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PROJECT
NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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AE

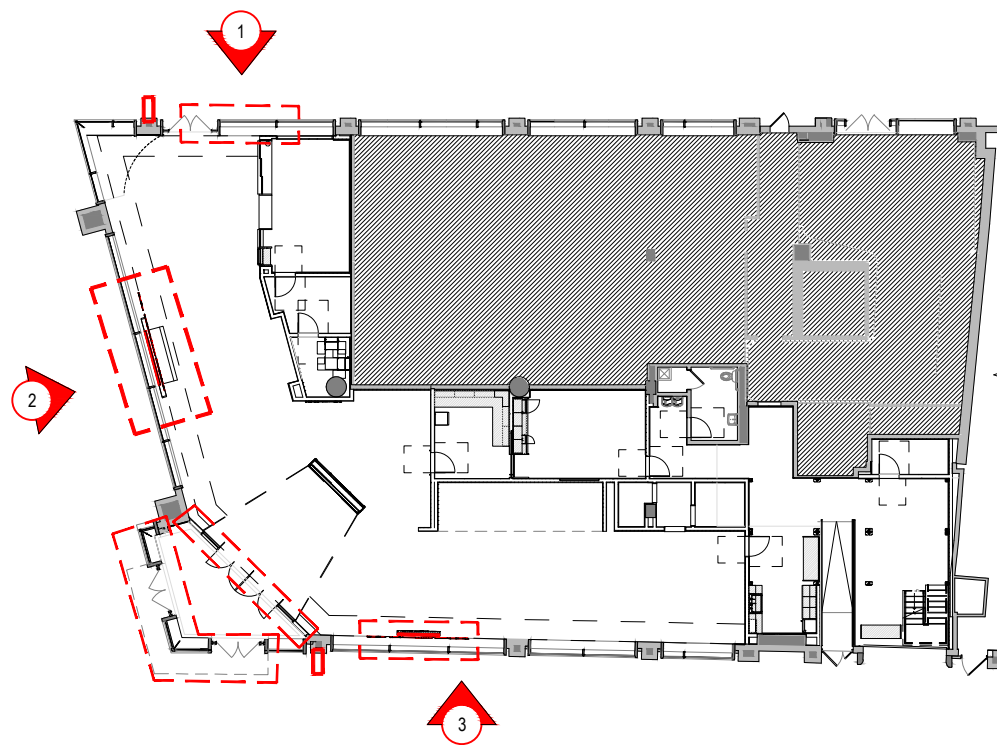
DATE
04/03/2025

DRAWING
LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
EXISTING CONDITIONS ELEVATIONS

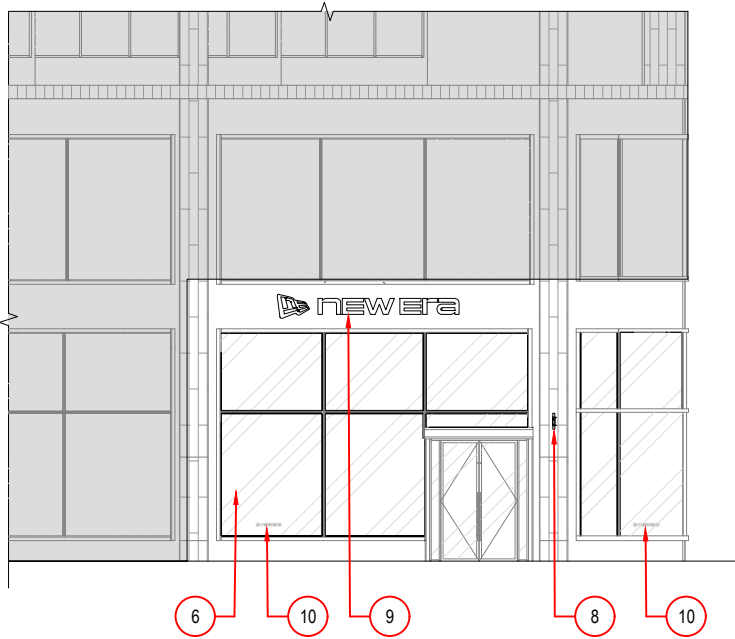
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DRAWING
LPC-07

SEAL

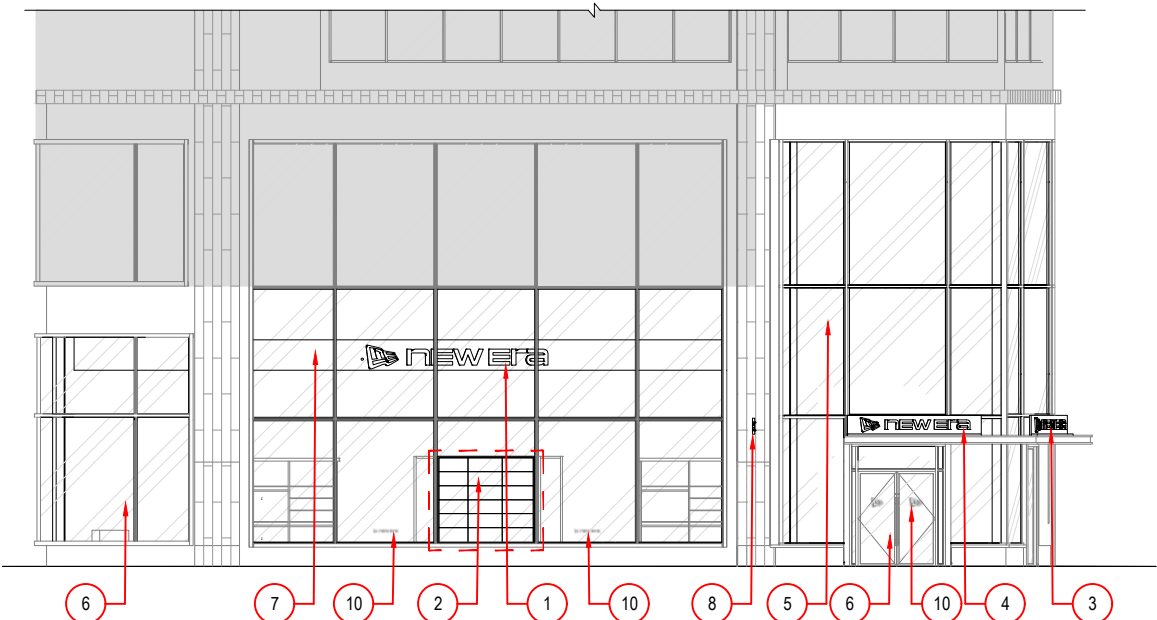


KEY PLAN

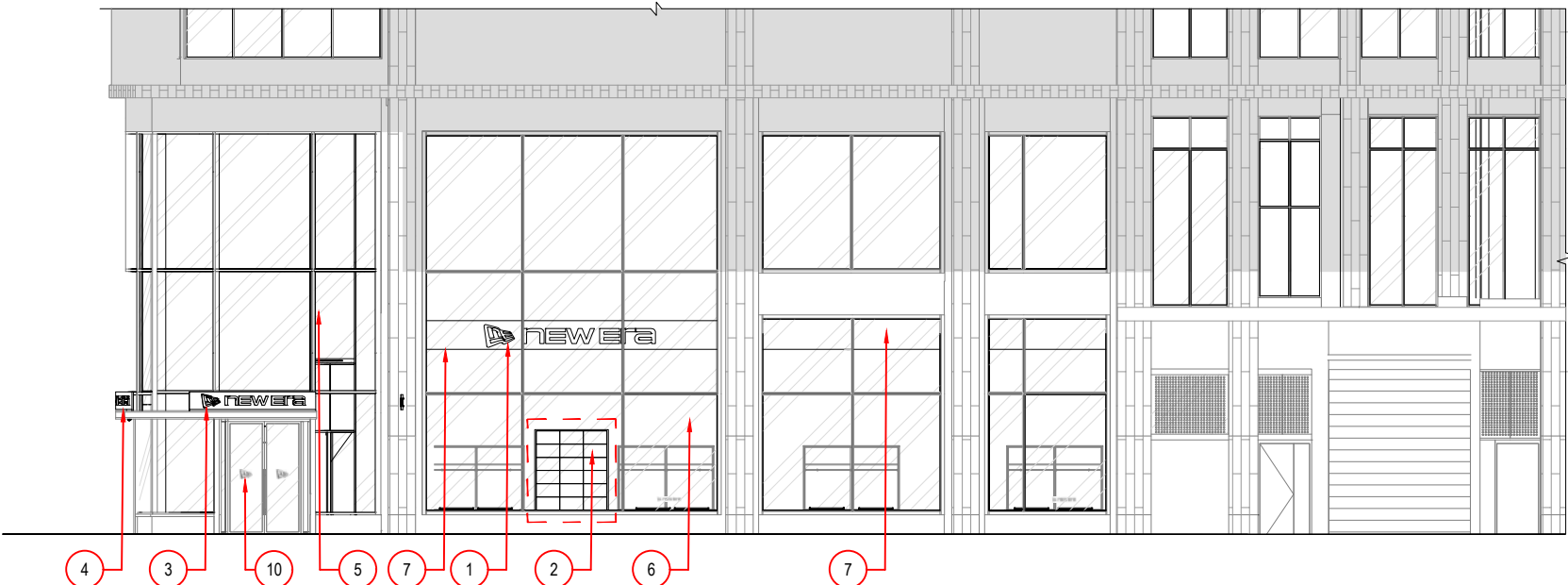


1. LAFAYETTE STREET - EXISTING EAST ELEVATION

- LEGEND**
- 1 INTERIOR SIGNAGE ON SETBACK SOFFIT. REFER TO SIGNAGE PACKAGE.
 - 2 INTERIOR STOREFRONT DIGITAL SCREEN DISPLAY SET BACK 2' -0"
 - 3 EXTERIOR ILLUMINATED SIGNAGE @ CROSBY ST. REFER TO SIGNAGE PACKAGE.
 - 4 EXTERIOR ILLUMINATED SIGNAGE @ E HOUSTON ST. REFER TO SIGNAGE PACKAGE.
 - 5 INTERIOR VESTIBULE DIGITAL DISPLAY FACING E HOUSTON ST & CROSBY ST.
 - 6 EXISTING EXTERIOR STOREFRONT
 - 7 INTERIOR SETBACK SOFFIT
 - 8 NEW BLADE SIGN. REFER TO SIGNAGE PACKAGE.
 - 9 EXTERIOR NON-ILLUMINATED SIGNAGE @ LAFAYETTE ST. REFER TO SIGNAGE PACKAGE.
 - 10 VINYL SIGNAGE. REFER TO SIGNAGE PACKAGE.



2. EAST HOUSTON STREET - PROPOSED SOUTH ELEVATION



3. CROSBY STREET - PROPOSED EAST ELEVATION

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NEW ERA
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NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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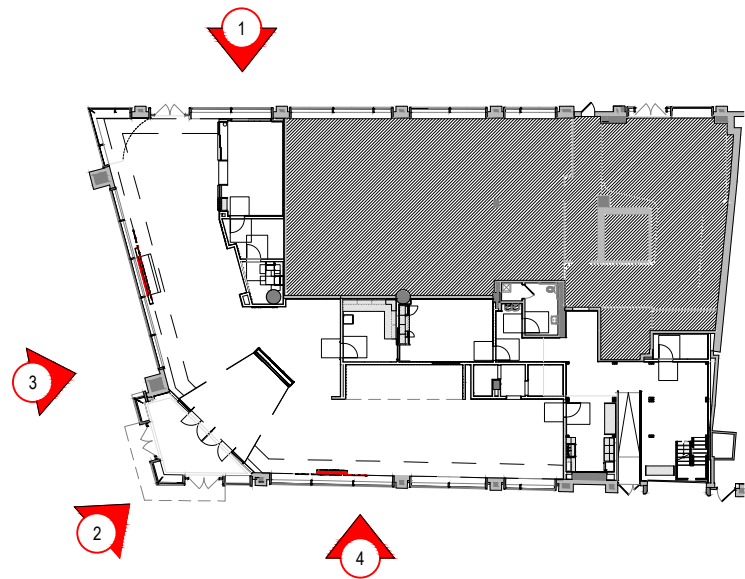
DATE
04/03/2025

DRAWING
LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
PROPOSED SIGNAGE ELEVATIONS

SCALE
NTS

DRAWING
LPC-07

SEAL



KEY PLAN



1. LAFAYETTE STREET - PROPOSED RENDERING



2. CORNER OF EAST HOUSTON & CROSBY STREET - PROPOSED RENDERING



3. EAST HOUSTON STREET - PROPOSED RENDERING



4. CROSBY STREET - PROPOSED RENDERING

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

1523835-00

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
PROPOSED RENDERINGS

SCALE

NTS

DRAWING

LPC-09

SEAL



RENDERING - CORNER OF CROSBY ST & E HOUSTON ST

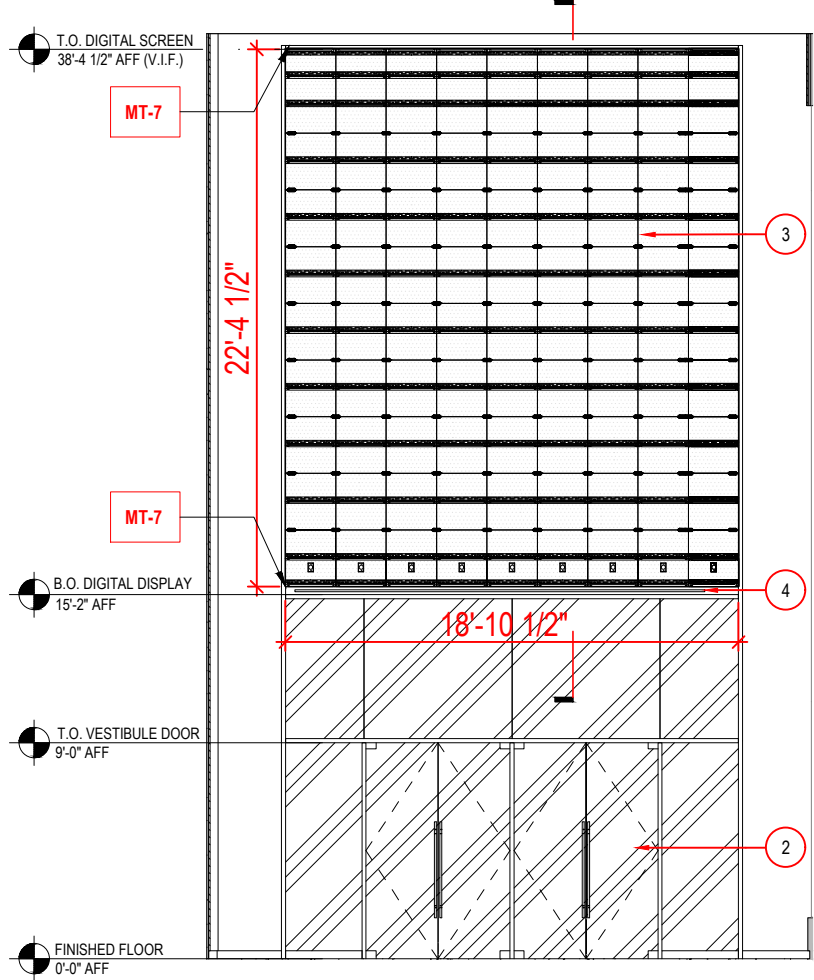
LEGEND

- 1 EXISTING EXTERIOR STOREFRONT
- 2 EXISTING INTERIOR VESTIBULE STOREFRONT
- 3 INTERIOR VESTIBULE DIGITAL DISPLAY FACING THE CORNER OF E HOUSTON ST & CROSBY ST.
- 4 1" LINEAR SLOT

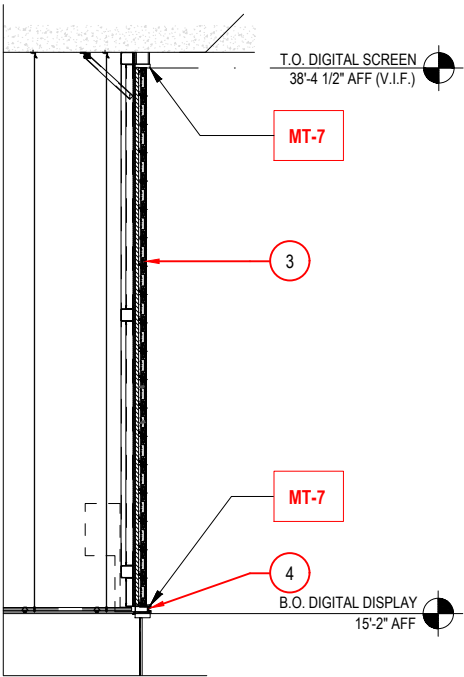
SPECIFICATIONS

PLANAR

SIZE - 20X22.5 MM EA



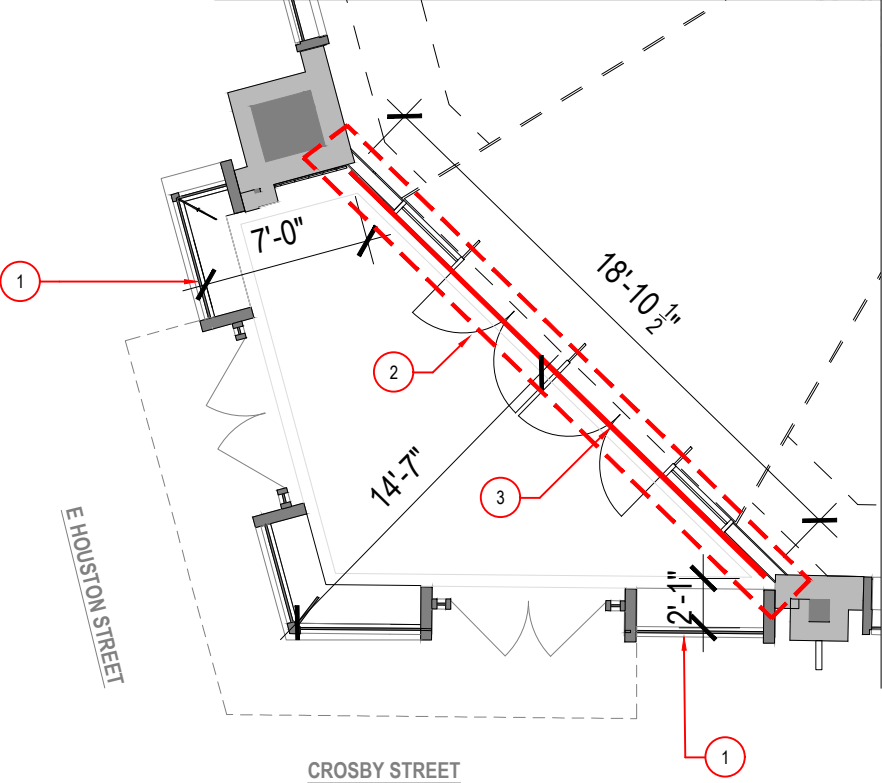
ELEVATION - VESTIBULE DIGITAL SCREEN



SECTION - VESTIBULE DIGITAL SCREEN



RENDERING - CROSBY ST



ENLARGED PLAN - CORNER OF CROSBY & E HOUSTON STREET ELEVATION

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PROJECT
NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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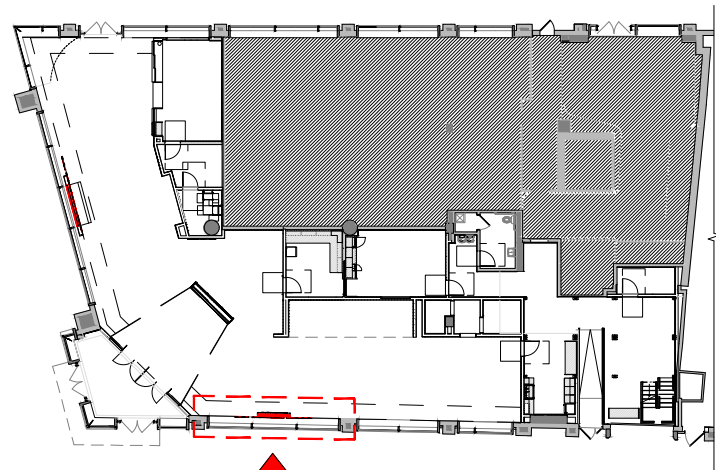
DATE
04/03/2025

DRAWING
LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
VESTIBULE AV SCREEN

SCALE
NTS

DRAWING
LPC-10

SEAL

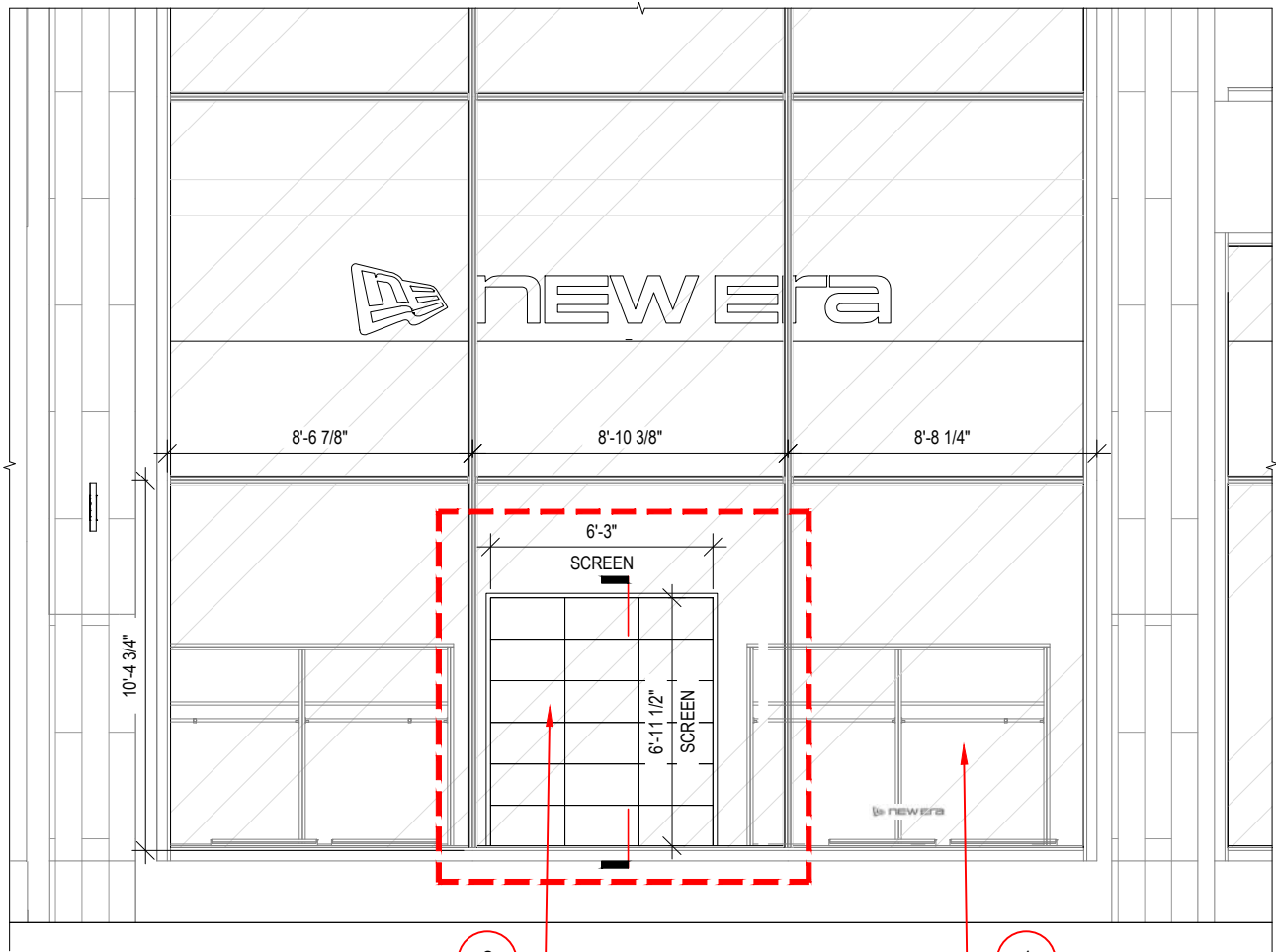
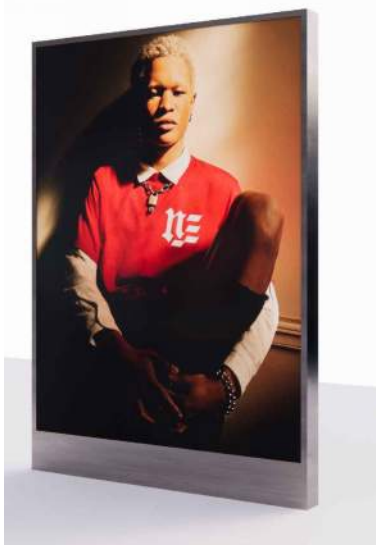


KEY PLAN

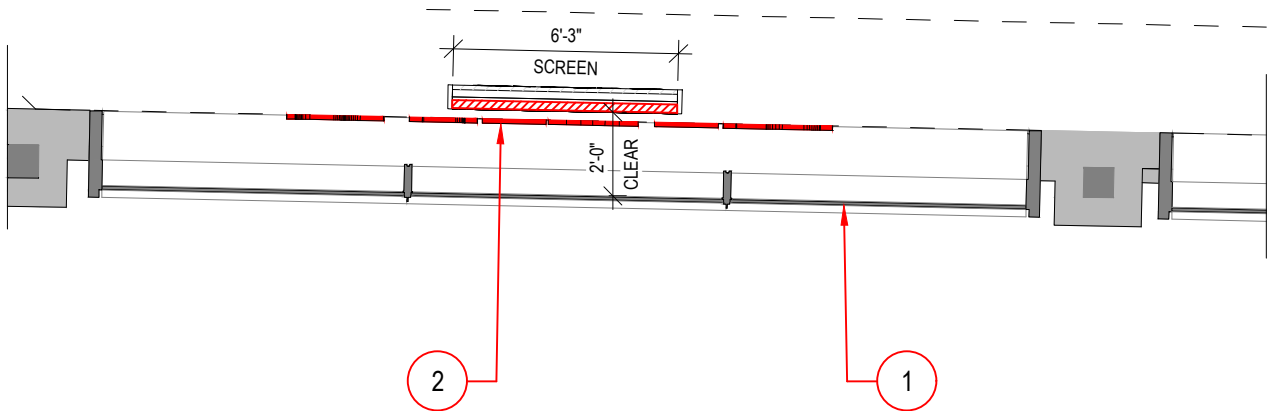


CROSBY STREET - PROPOSED AV SCREEN RENDERING

SPECIFICATIONS
PLANAR
 SIZE - 20X22.5 MM EA



CROSBY STREET - ELEVATION

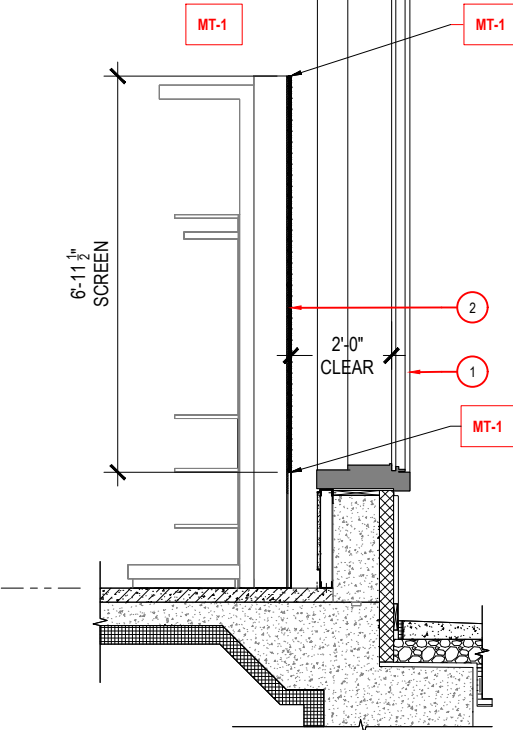
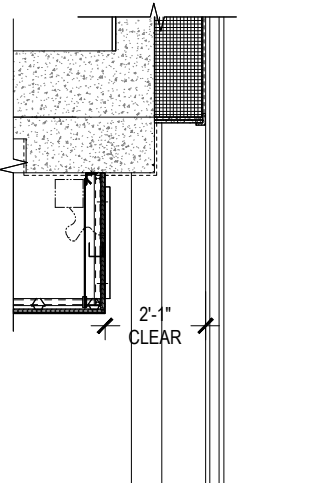


CROSBY STREET

CROSBY STREET - ENLARGED PLAN

LEGEND

- 1 EXISTING EXTERIOR STOREFRONT
- 2 INTERIOR DIGITAL DISPLAY FACING CROSBY ST.



CROSBY STREET - STOREFRONT SECTION

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PROJECT
NEW ERA
 300 LAFAYETTE STREET
 NEW YORK, NY. 10012

PROJECT NO.
 1523835-00

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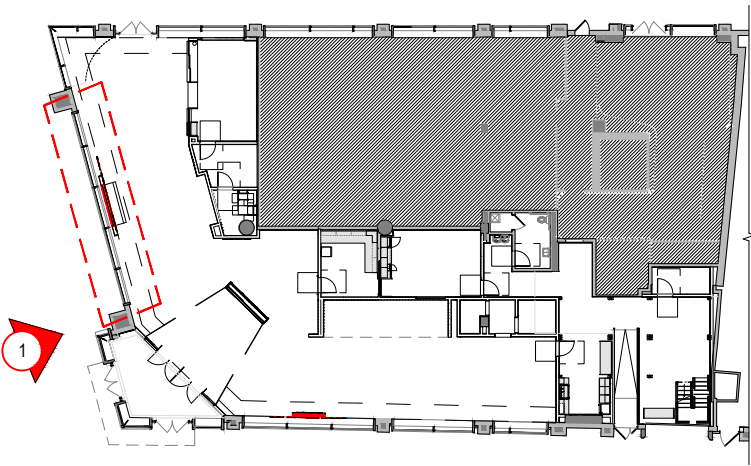
DATE
 04/03/2025

DRAWING
LANDMARKS PRESERVATION COMMUNITY BOARD
 SOHO - FLAGSHIP STORE
 CROSBY STREET AV SCREEN

SCALE
 NTS

DRAWING
 LPC-11

SEAL



KEY PLAN

LEGEND

- 1 EXISTING EXTERIOR STOREFRONT
- 2 INTERIOR DIGITAL DISPLAY FACING CROSBY ST.

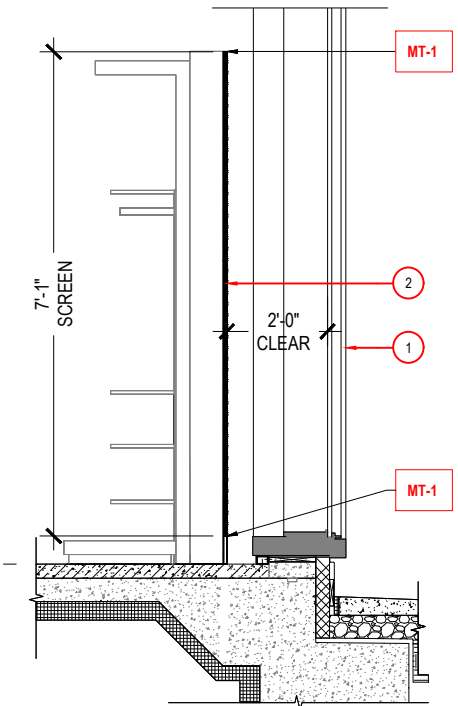
SPECIFICATIONS

PLANAR

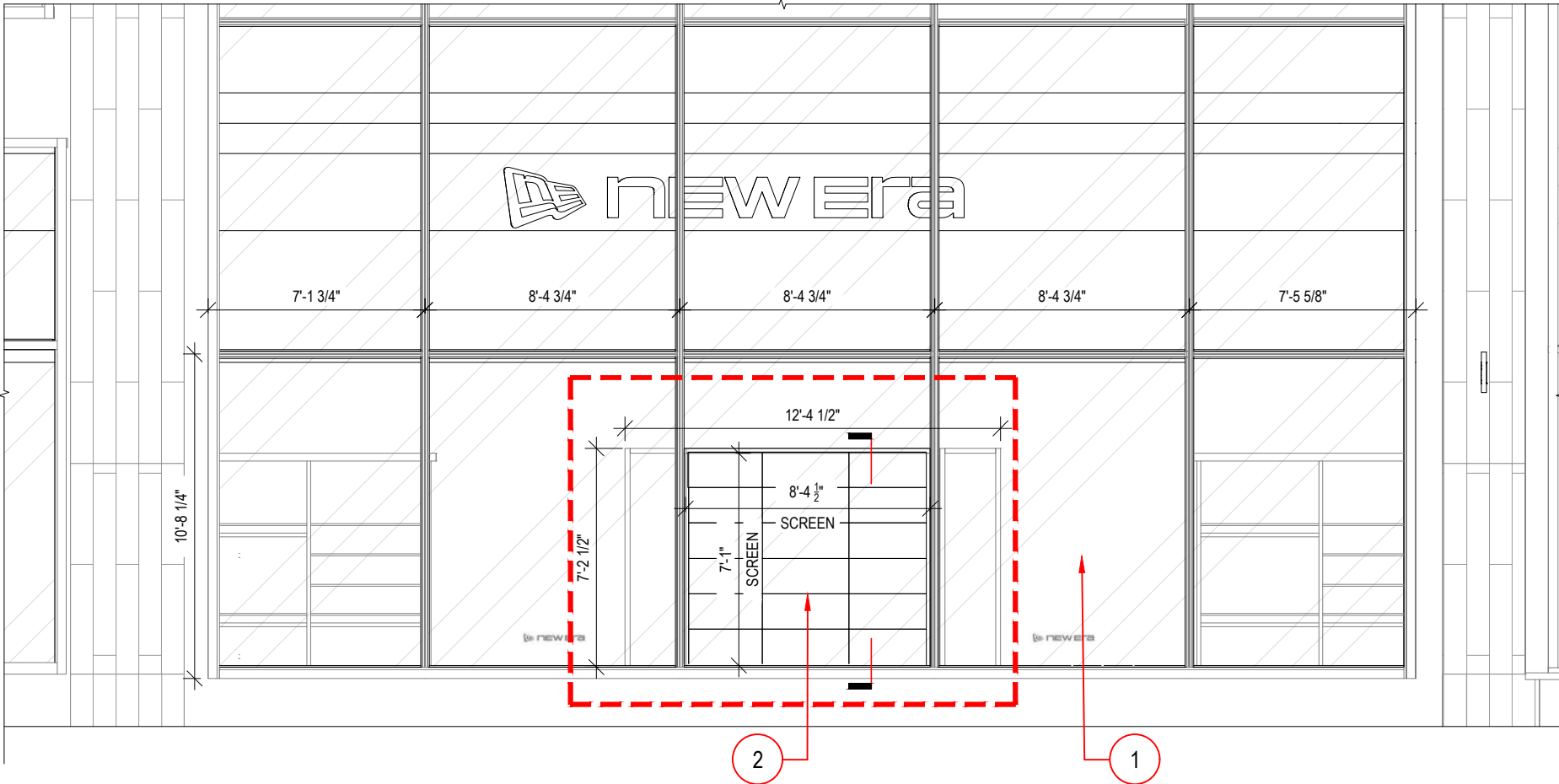
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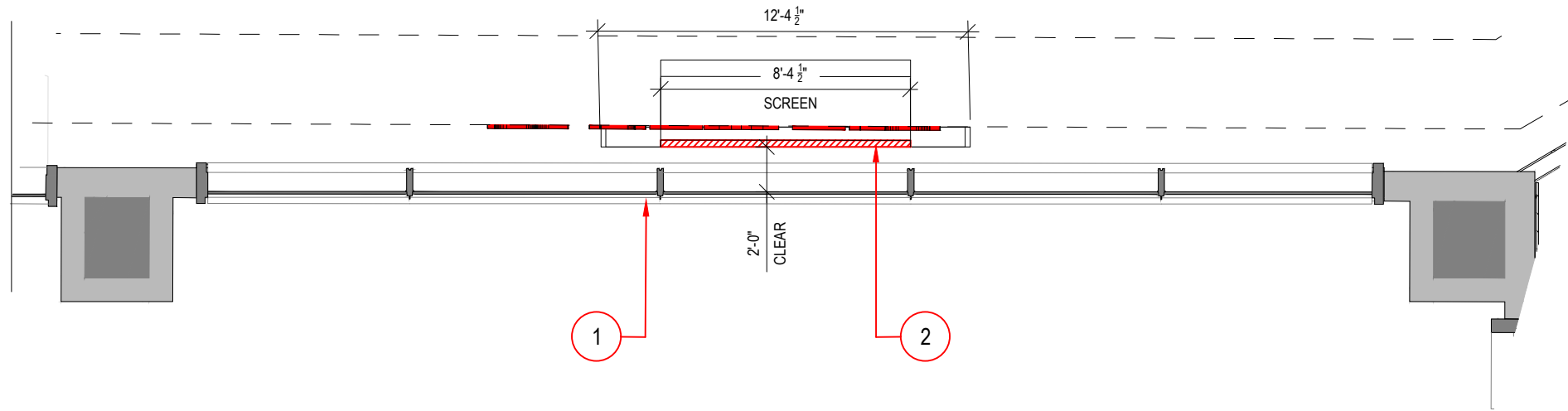
E HOUSTON STREET - PROPOSED AV SCREEN RENDERING



E HOUSTON STREET - STOREFRONT SECTION



E HOUSTON STREET - ELEVATION



E HOUSTON STREET

CROSBY STREET - ENLARGED PLAN

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

1523835-00

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04/03/2025

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
EAST HOUSTON STREET AV SCREEN

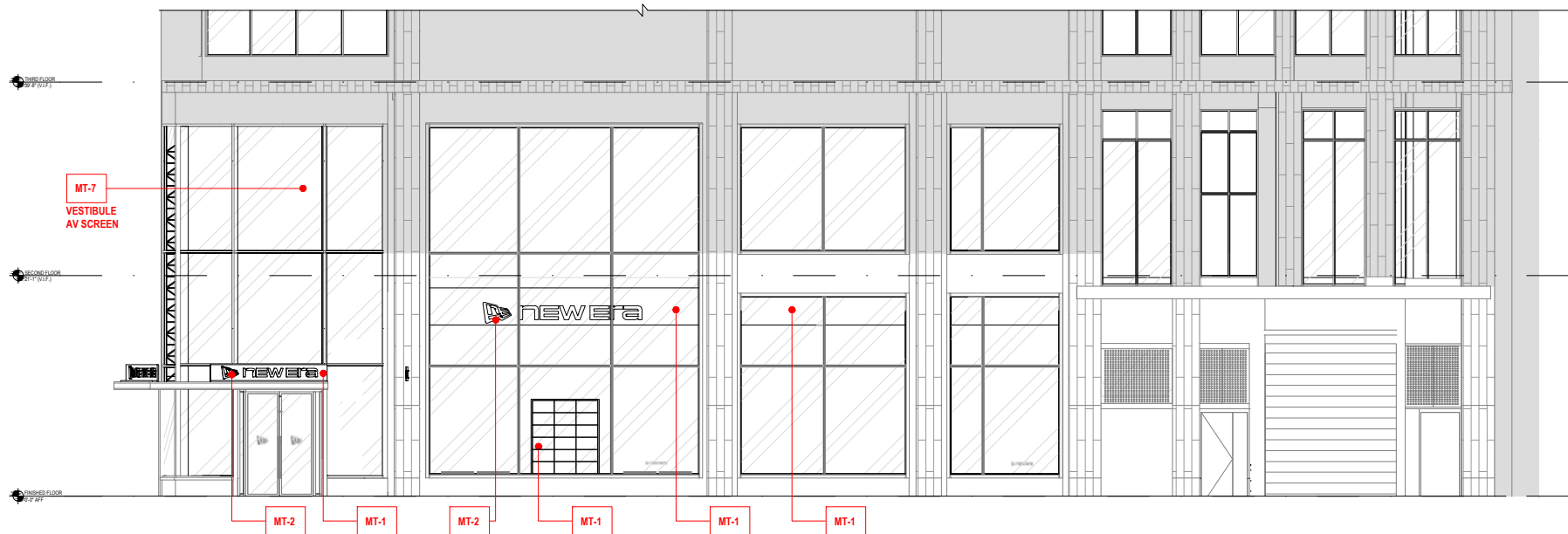
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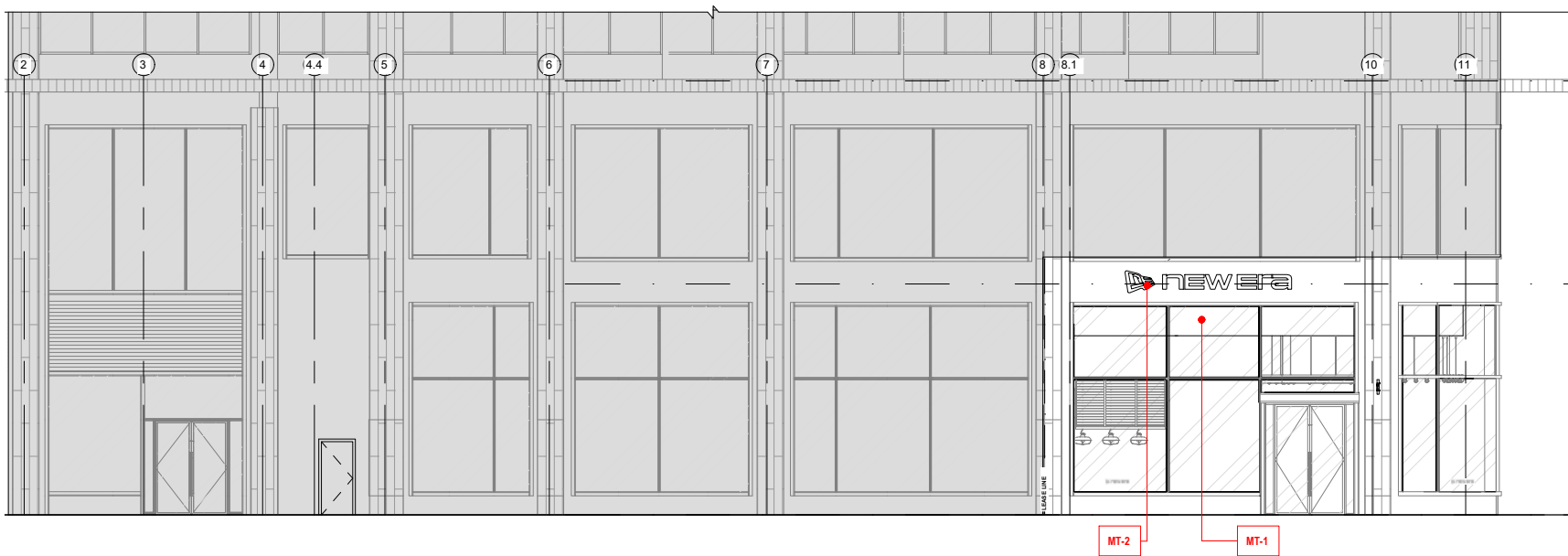
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LPC-12

SEAL

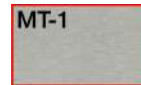


CROSBY STREET - PROPOSED FACADE FINISHES

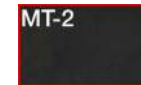


LAFAYETTE STREET - PROPOSED FACADE FINISHES

FACADE FINISHES - PROPOSED MATERIAL BOARD



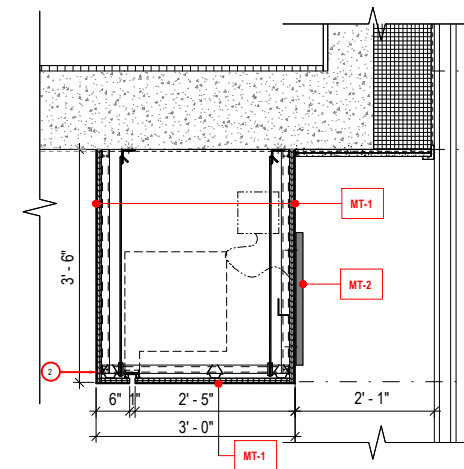
MT-1
BRUSHED STAINLESS STEEL
WINDOW FACING FIXTURES
WINDOW SOFFIT VENEER
AV SCREEN TRIM



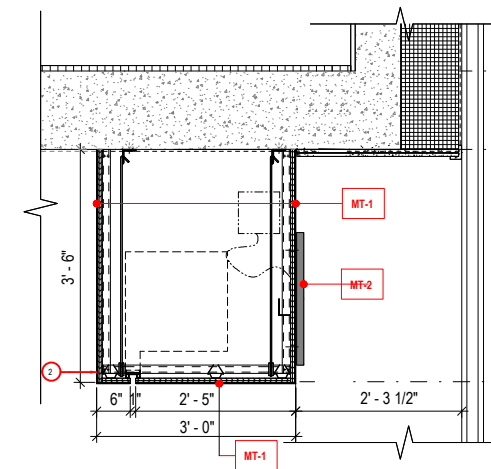
MT-2
BLACKENED STEEL
FIXTURES
SIGNAGE LETTERING (REFER TO SIGNAGE PACKAGE)



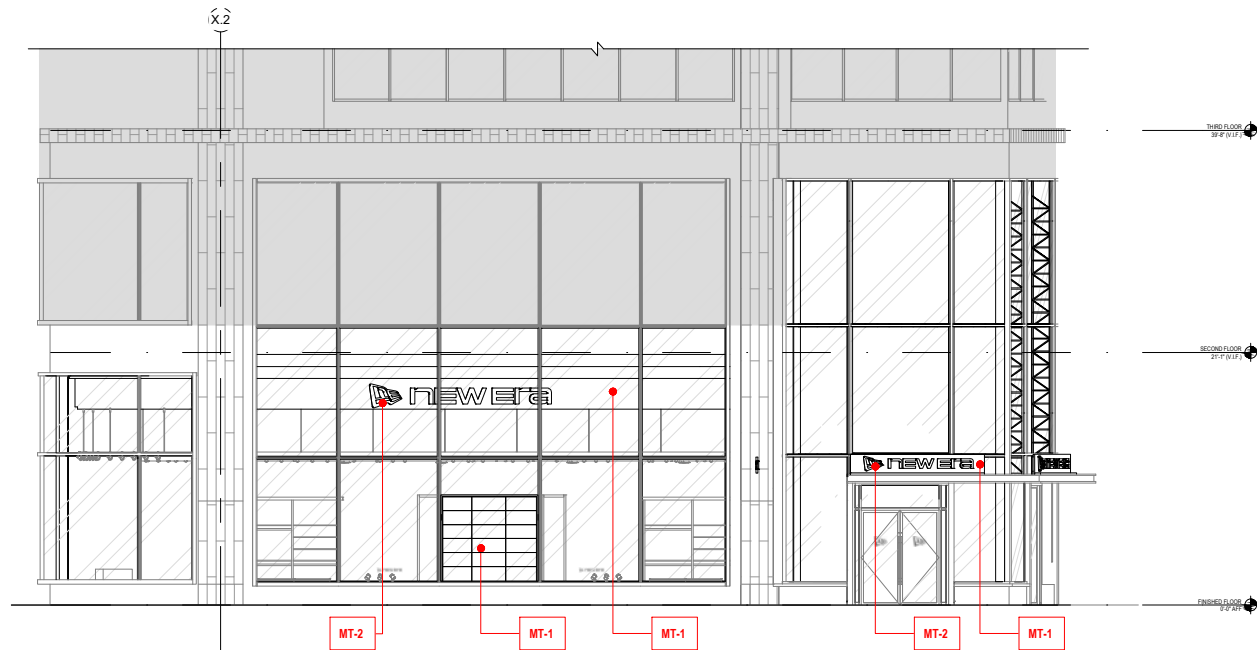
MT-7
POLISHED STEEL
AV SCREEN TRIM @ VESTIBULE



SOFFIT SECTION - CROSBY STREET SIDE



SOFFIT SECTION - E HOUSTON STREET SIDE



E HOUSTON STREET - PROPOSED FACADE FINISHES

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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DRAWING
LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
SIGNAGE MATERIALS

SCALE
NTS

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LPC-13

SEAL



CORNER OF EAST HOUSTON & CROSBY STREET - PROPOSED NIGHT RENDERING



CORNER OF EAST HOUSTON & CROSBY STREET - PROPOSED DAYTIME RENDERING

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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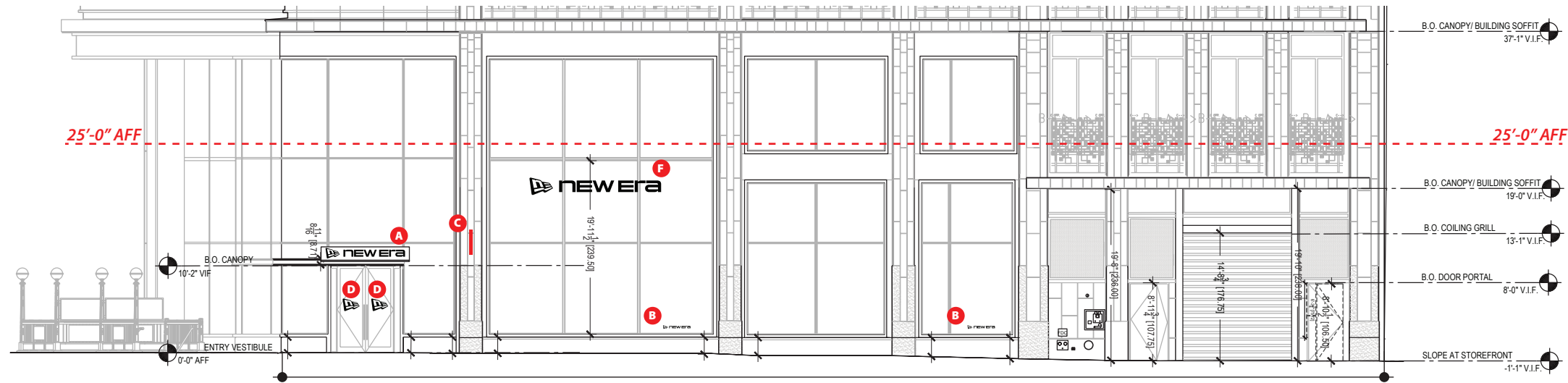
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03/XX/2025

DRAWING
LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
ADDITIONAL RENDERINGS

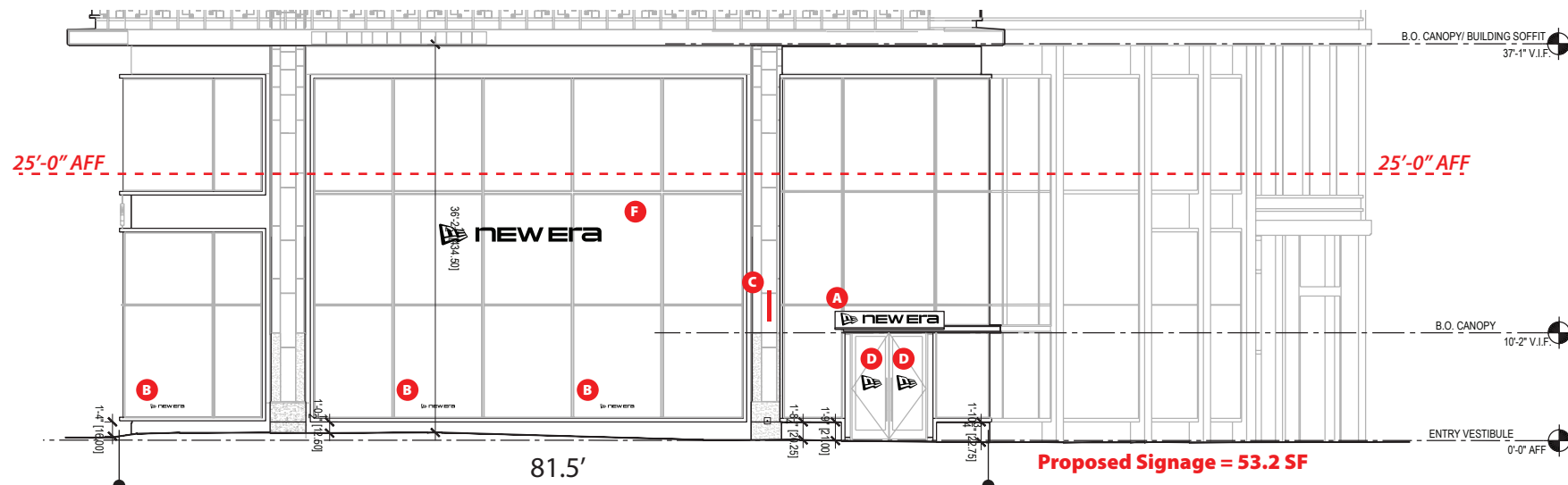
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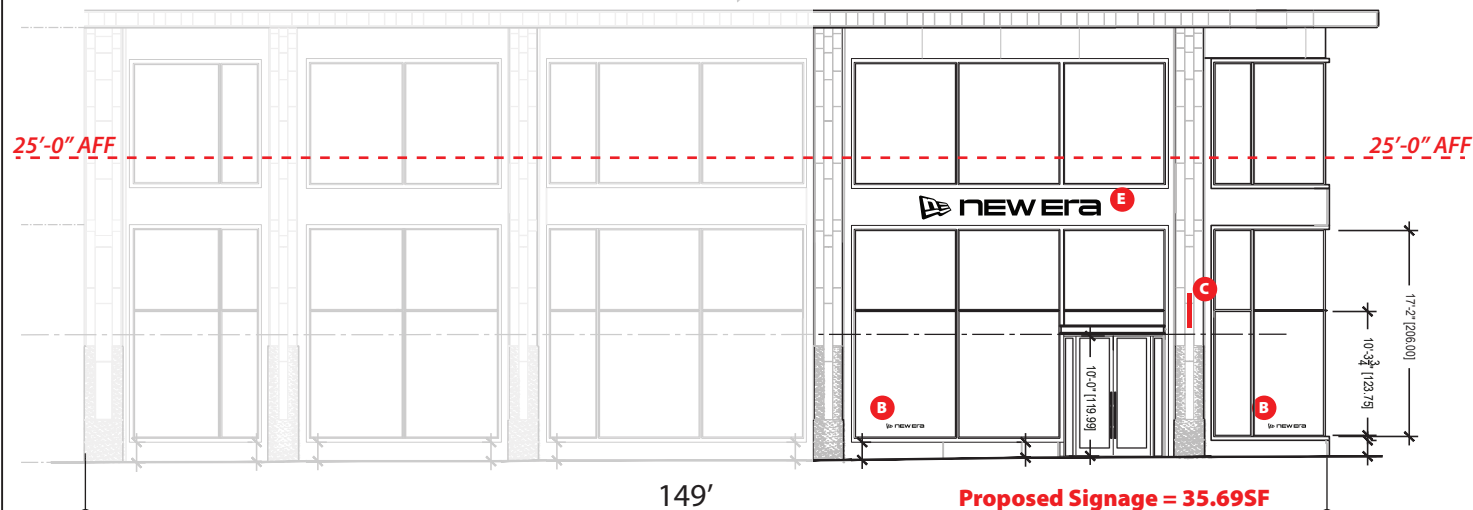
SEAL



(A) Crosby St. Elevation - 1/16" = 1'-0"
Proposed Signage = 51.4 SF
127.5' X 3 = 382.5 SF ACCUMULATED TOTAL NON ILLUMINATED SIGNAGE FOR ALL TENANTS ALLOWED ON THIS FRONTAGE BELOW 25' FROM T.O. CURB (SEE ZONING NOTES) NOTE: TOTAL SIGNAGE AREA MUST ALWAYS BE COORDINATED AMONG ALL TENANCIES (150 SF MAX PER TENANT)





(B) E. Houston St. Elevation - 1/16" = 1'-0"
Proposed Signage = 53.2 SF
81.5' X 3 = 244.5 SF ACCUMULATED TOTAL NON ILLUMINATED SIGNAGE FOR ALL TENANTS ALLOWED ON THIS FRONTAGE BELOW 25' FROM T.O. CURB (SEE ZONING NOTES) NOTE: TOTAL SIGNAGE AREA MUST ALWAYS BE COORDINATED AMONG ALL TENANCIES (150 SF MAX PER TENANT)

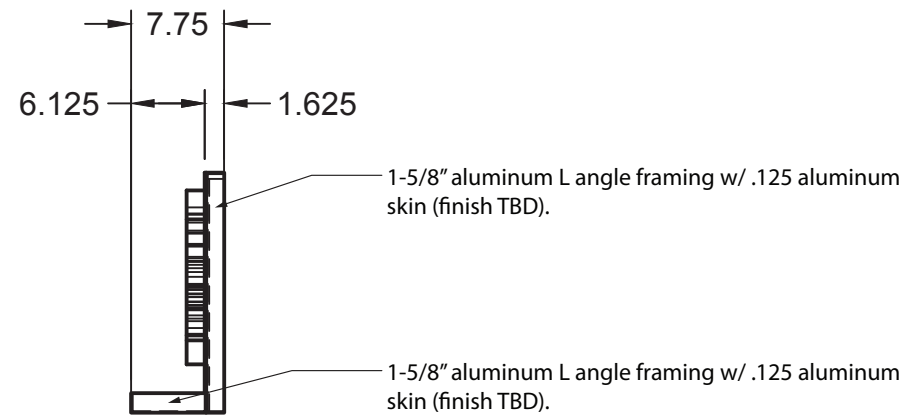
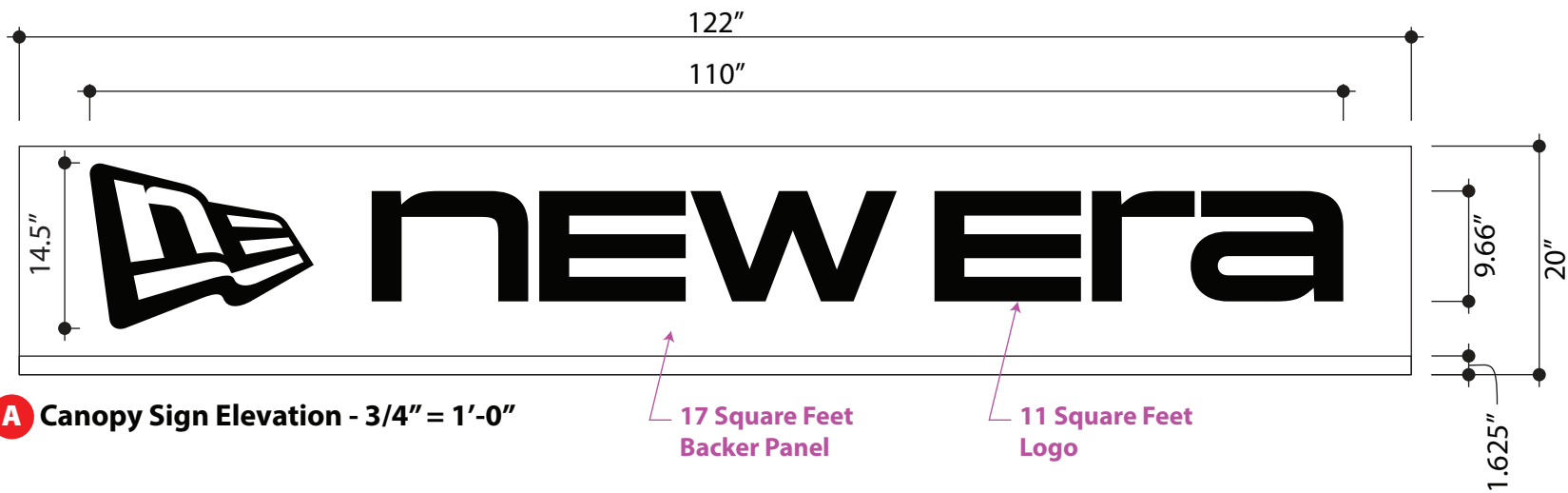


(C) Lafayette St. Elevation - 1/16" = 1'-0"
Proposed Signage = 35.69SF
149' X 3 = 447 SF ACCUMULATED TOTAL NON ILLUMINATED SIGNAGE FOR ALL TENANTS ALLOWED ON THIS FRONTAGE BELOW 25' FROM T.O. CURB (SEE ZONING NOTES)* NOTE: TOTAL SIGNAGE AREA MUST ALWAYS BE COORDINATED AMONG ALL TENANCIES (150 SF MAX PER TENANT)

NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

CLIENT:	NEW ERA			<div> SIGNWAV ELITE FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div>
PROJECT:	1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012		PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:		Elevations		
DRAWING DATE:	1 April 2025	SHEET:	LPC-15	<div><div> REQUIRED</div><div><u>URGENT: ATTENTION ELECTRICIANS</u> Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</div><div><u>CIRCUITS REQUIRED</u> One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY</div></div> <div>SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.</div>

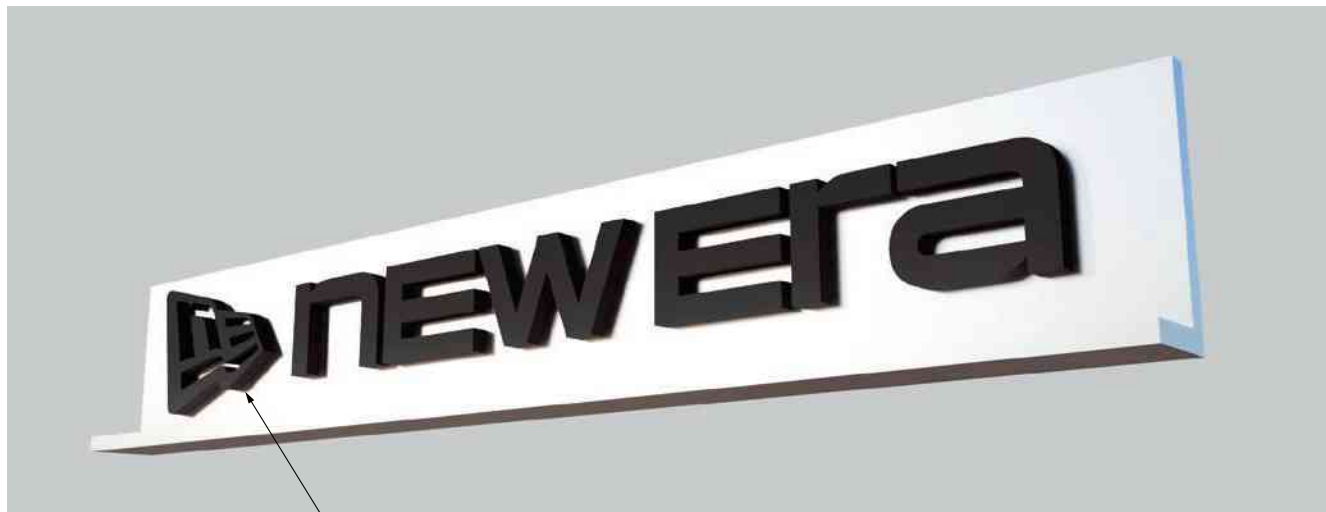
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.



Canopy Sign Side View - 3/4" = 1'-0"

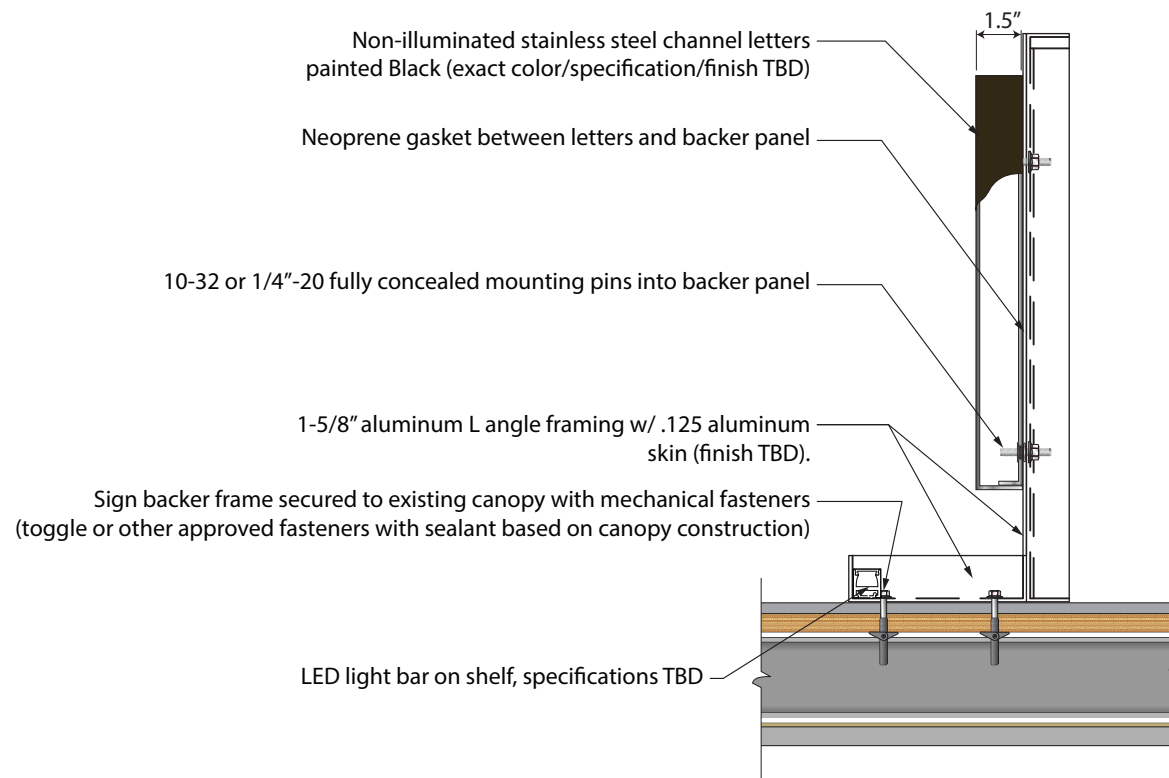


Canopy Sign Plan - 3/4" = 1'-0"



Isometric View



Inner portion of flag logo graphic to be "knock-out" revealing substrate beyond



NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

SPECIFICATIONS:

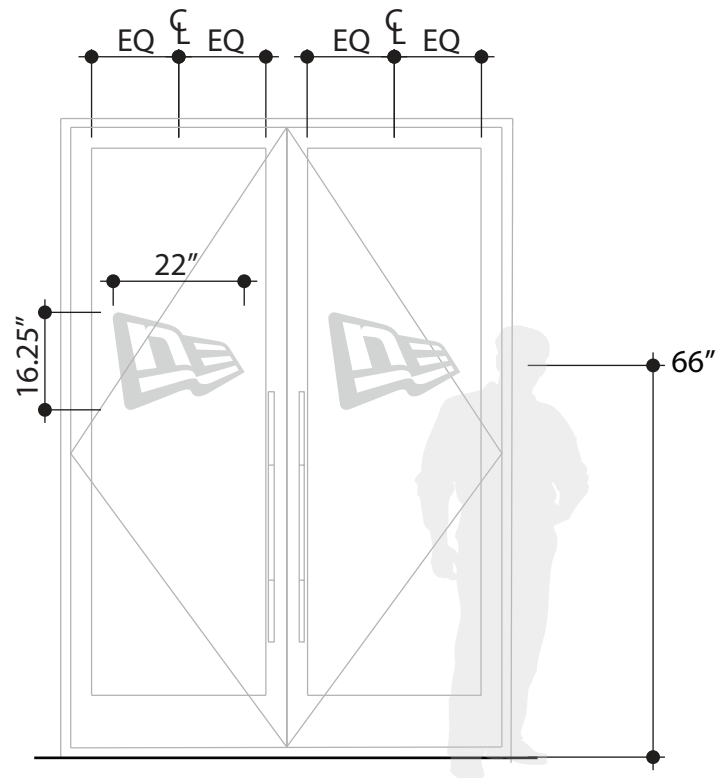
- Sign to be comprised of a custom-fabricated non-illuminated channel letters mounted to aluminum support frame installed on top of existing canopy.
- Letter bodies & flag logo graphic to be 1-1/2" deep custom fabricated aluminum painted Black (**exact color, paint color and finish specification TBD**).
- Signage backer/frame to be mounted to canopy with concealed mechanical fasteners in pre-drilled mounting holes with clear silicone adhesive or other approved sealant (**Exact mounting method and fastener type TBD based on canopy structure. VIF & w/ architectural plans if available**).
- Substrate and exact mounting method TBD.
- **Quantity: [2] Two**

CLIENT:		NEW ERA		<div> SIGNWAV ELITE <small>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</small> 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div>
PROJECT:		1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012	PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:		Sign Details		<div><div> REQUIRED</div><div><u>URGENT: ATTENTION ELECTRICIANS</u> Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</div><div><u>CIRCUITS REQUIRED</u> One [1] 20 AMP 120 VOLT circuit dedicated to sign ONLY</div></div>
DRAWING DATE:		1 April 2025	SHEET: LPC-16	
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.				



B Glazing Sign Elevation - 1-1/2" = 1'-0"
NON ILLUMINATED

- SPECIFICATIONS:**
- Sign to be comprised of 3M Matte Black exterior grade vinyl.
 - Vinyl to be installed on the second surface of glazing.
 - **Quantity: [7] Seven**





D Entry Vinyl Elevation - 3/8" = 1'-0"
2.5 Square Feet (ea.)

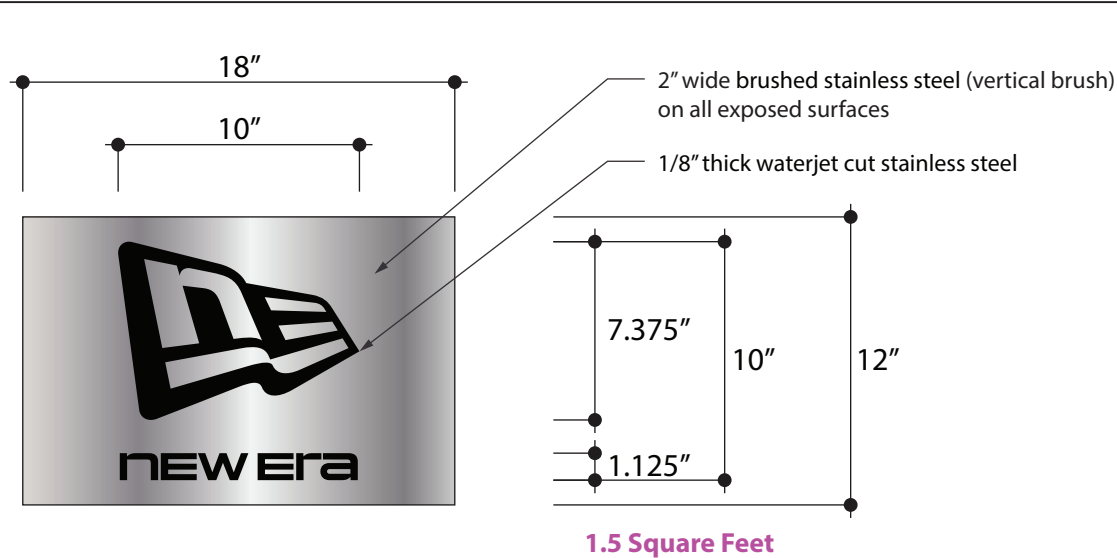
- SPECIFICATIONS:**
- Sign to be comprised of 3M Dusted Crystal exterior grade vinyl.
 - Vinyl to be installed on the second surface of door glazing.
 - **Quantity: [4] Four**



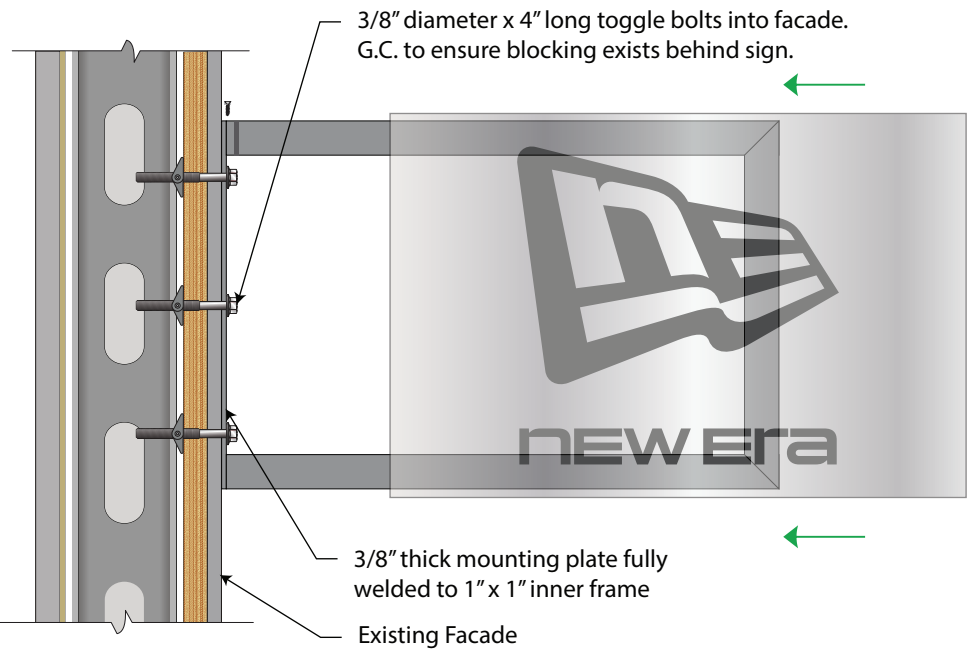
Rendering

NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

CLIENT:	NEW ERA			<div> SIGNWAV ELITE <small>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</small> 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div>
PROJECT:	1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012		PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:	Sign Details			<div><div> REQUIRED</div><div>URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</div><div>CIRCUITS REQUIRED One [1] 20 AMP 120 VOLT circuit dedicated to sign ONLY</div></div> <div><small>SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.</small></div>
DRAWING DATE:	1 April 2025		SHEET: LPC-17	

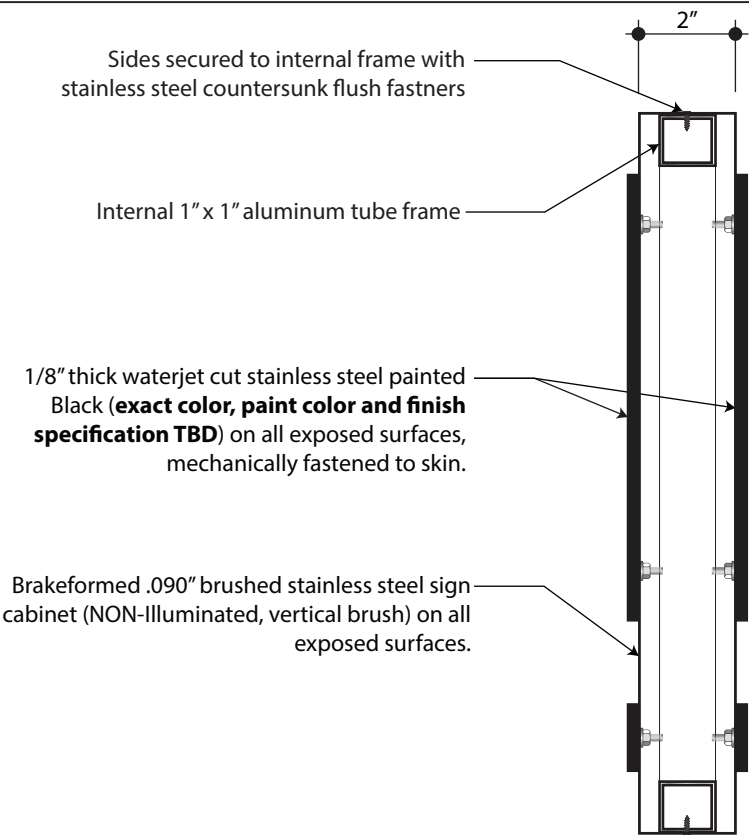


C Blade Sign Elevation - 1-1/2" = 1'-0"
NON ILLUMINATED
Quantity: [3] ONE Double Sided Blade Signs



Blade Sign Frame Drawings - NTS

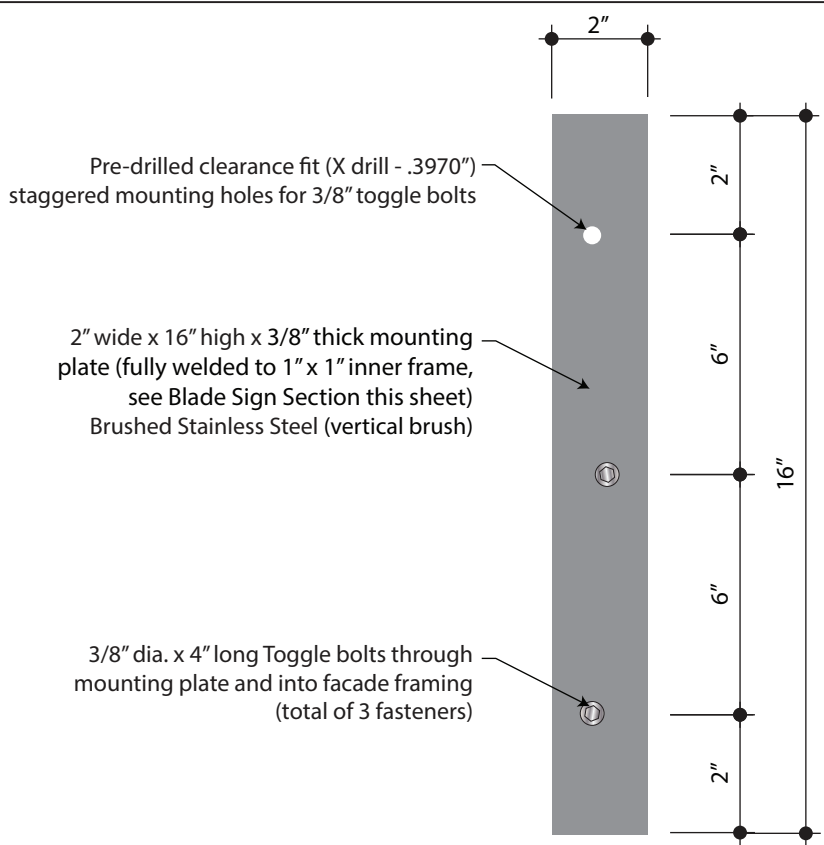
- SPECIFICATIONS:**
- Signage will be comprised of a double-sided fabricated brushed stainless steel non-illuminated blade sign with surface applied graphics on both faces.
 - Cabinet will be comprised of 1" x 1" welded aluminum boxed tube frame with .090" brushed stainless steel skin (**vertical brush**).
 - All exposed surfaces of the (NON-illuminated) cabinet will be brushed stainless steel.
 - Logo components will be 1/8" thick waterjet cut stainless steel painted Black (**exact color, paint color and finish specification TBD**).
 - Logo components to be mechanically fastened to sign panel with fully concealed fasteners. (**NO VISIBLE FASTENERS**).
 - Cabinet mounting plate will be attached to facade with 3/8" diameter by 4" long toggle bolts.
 - There will be no registered trademarks installed on exposed sign surface.
 - **Quantity: [3] Three double sided blade signs**



Blade Sign Section - NTS

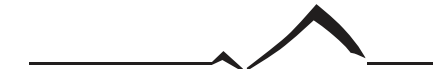



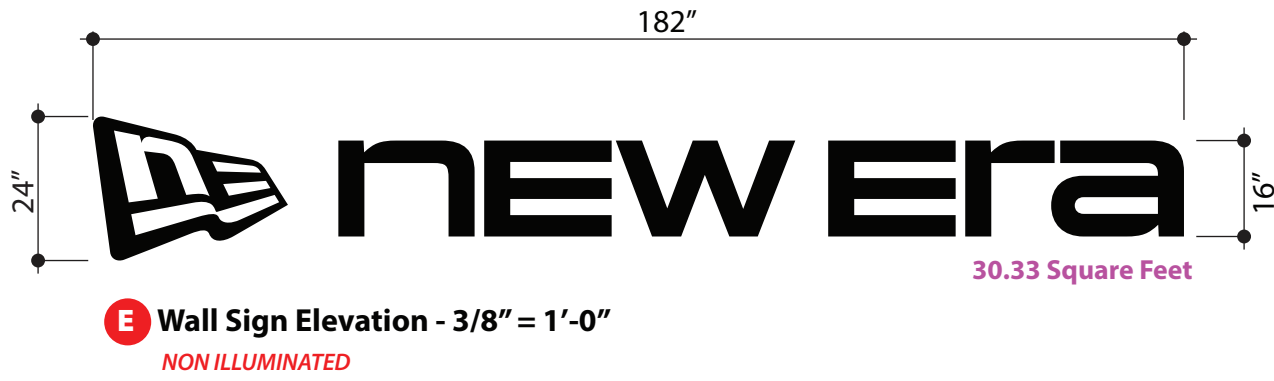
Rendering



Blade Sign Mounting Bracket - NTS
Fastener Quantity: [3] 3/8" dia. x 4" long Toggle bolts per sign bracket

NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

CLIENT:		NEW ERA		<div><p>SIGNWAV ELITE</p><p>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</p><p>2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</p></div>
PROJECT:		1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012	PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:		Sign Details		<div><div><p>REQUIRED</p></div><div><p>URGENT: ATTENTION ELECTRICIANS</p><p>Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</p></div><div><p>CIRCUITS REQUIRED</p><p>One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY</p></div></div>
DRAWING DATE:		1 April 2025	SHEET: LPC-18	

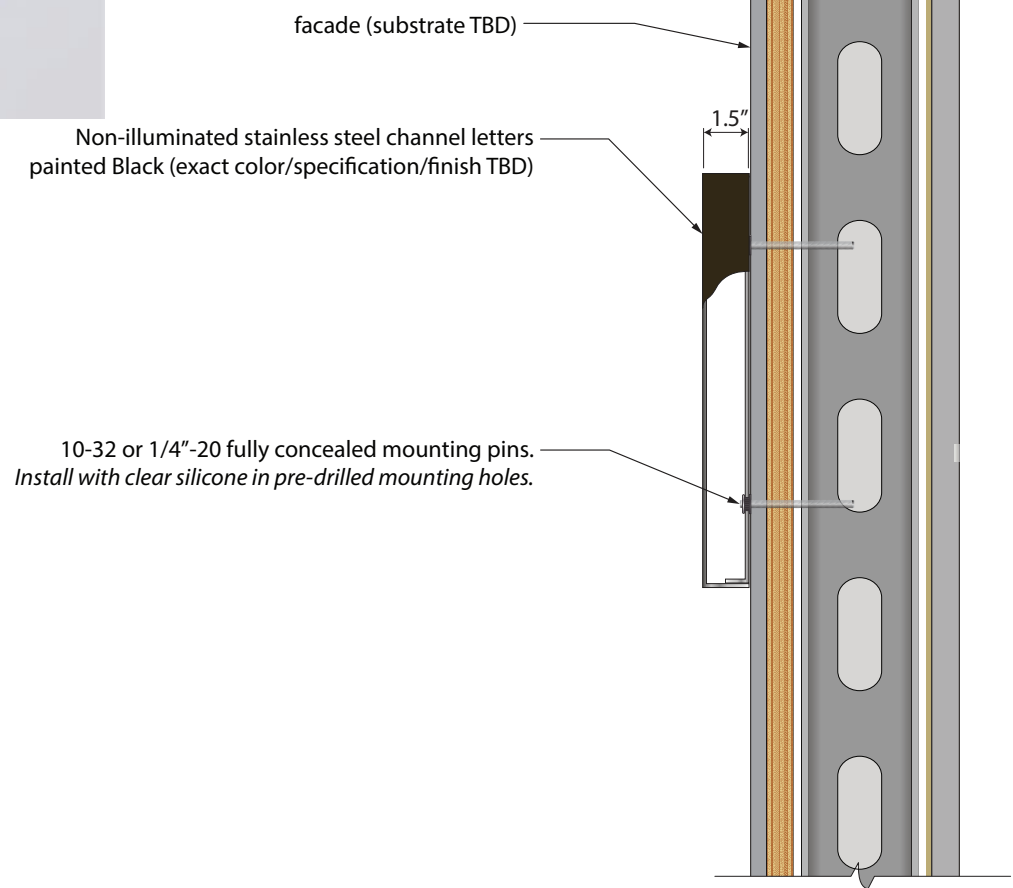


30.33 Square Feet



Rendering


Inner portion of flag logo graphic to be "knock-out" revealing substrate beyond



Storefront Sign Section - NTS

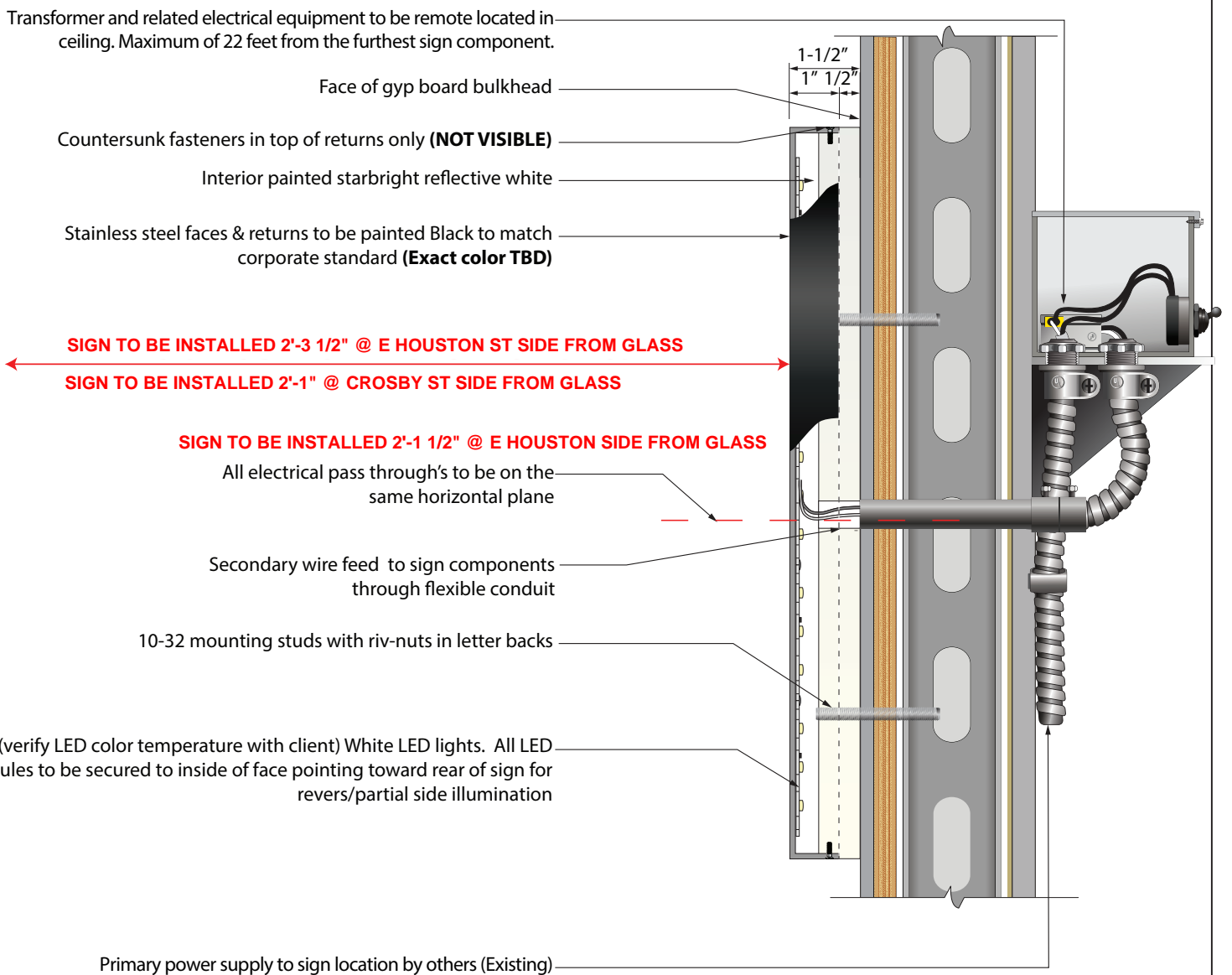
- SPECIFICATIONS:**
- Sign to be comprised of a custom-fabricated non-illuminated channel letters mounted to exterior facade.
 - Letter bodies & flag logo graphic to be 1-1/2" deep custom fabricated aluminum painted Black (**exact color, paint color and finish specification TBD**).
 - Signage to be mounted to facade with concealed threaded mounting pins in pre-drilled mounting holes with clear silicone adhesive.
 - Substrate and exact mounting method TBD.
 - **Quantity: [1] One**

NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

CLIENT:	NEW ERA			<div> SIGNWAV ELITE <small>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</small> 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div> <div><div>REQUIRED</div><div>URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</div><div>CIRCUITS REQUIRED One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY</div></div> <div><small>SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.</small></div>
PROJECT:	1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012		PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:	Sign Details			
DRAWING DATE:	1 April 2025	SHEET:	LPC-19	



F INTERIOR Window Sign Elevation - 1/2" = 1'-0"
REAR/PARTIAL SIDE ILLUMINATED



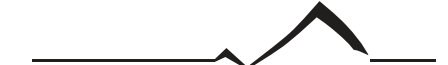

5000° K (verify LED color temperature with client) White LED lights. All LED modules to be secured to inside of face pointing toward rear of sign for revers/partial side illumination

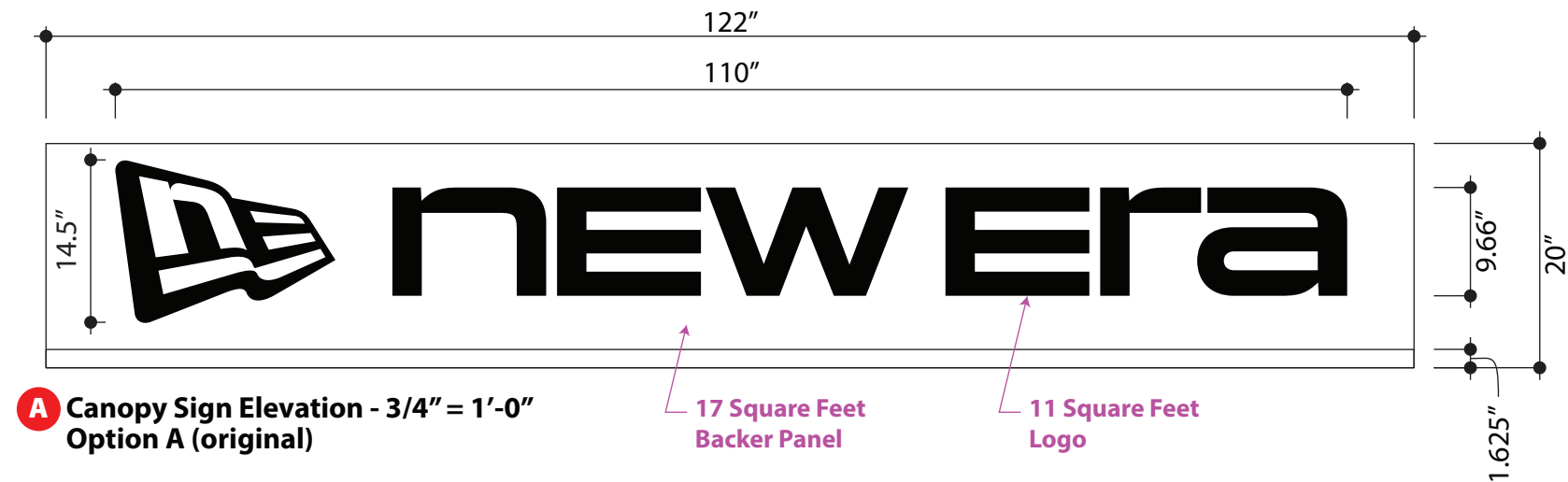
Sign Section - NTS
Sizes exaggerated to show detail

INTERIOR SIGN

- SPECIFICATIONS:**
- Sign to be comprised of a custom-fabricated rear/partial side illuminated letters mounted flush to gyp board bulkhead.
 - Sign letters & Flag logo to be constructed stainless steel faces & returns painted Black (**exact color, paint color and finish specification TBD**) with frosted acrylic backs/partial sides.
 - LED's to be Bitro 5000K White LED's mounted to inside of letter faces pointing toward back of sign (rear illumination).
 - Sign to be mounted to bulkhead with 10-32 threaded pins and nuts in pre-drilled mounting holes with clear silicone.
 - Secondary sign wiring to be pulled to individual sign components through flexible conduit.
 - Primary sign power provided by others (120v/20amp dedicated circuit) to within 22 feet of sign (max distance between driver and component).
 - Primary power location to have removable access panel for installation & service (by others).
 - **Quantity: [2] Two**

NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

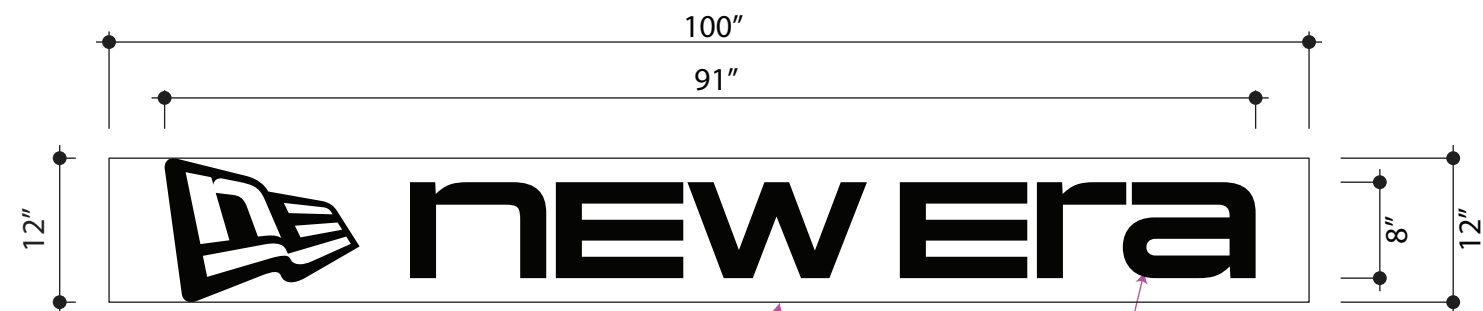
CLIENT:	NEW ERA		<div><p>SIGNWAV ELITE FOREMOST RETAIL SIGNAGE • IMPLEMENT/COUNSEL</p><p>2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</p></div>
PROJECT:	1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012	PROJECT # SWE24-038	
CLIENT APPROVAL: APPROVAL DATE:			
PAGE TITLE:	Sign Details		<div><div><p>REQUIRED</p></div><div><p>URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</p></div><div><p>CIRCUITS REQUIRED One [1] 20 AMP 120 VOLT circuit dedicated to sign ONLY</p></div></div> <div>SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.</div>
DRAWING DATE:	1 April 2025	SHEET: LPC-20	



A Canopy Sign Elevation - 3/4" = 1'-0"
Option A (original)

17 Square Feet
Backer Panel

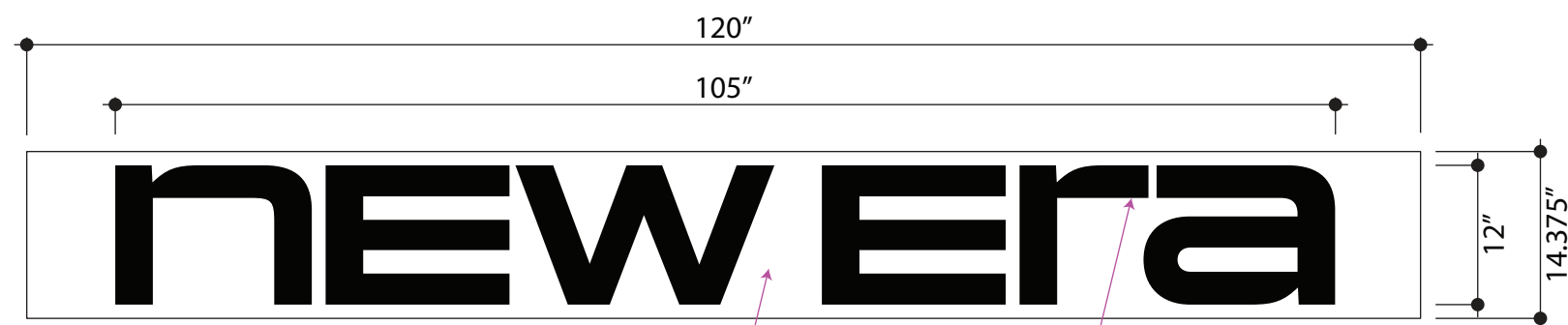
11 Square Feet
Logo



A Canopy Sign Elevation - 3/4" = 1'-0"
Option B

8.33 Square Feet
Backer Panel

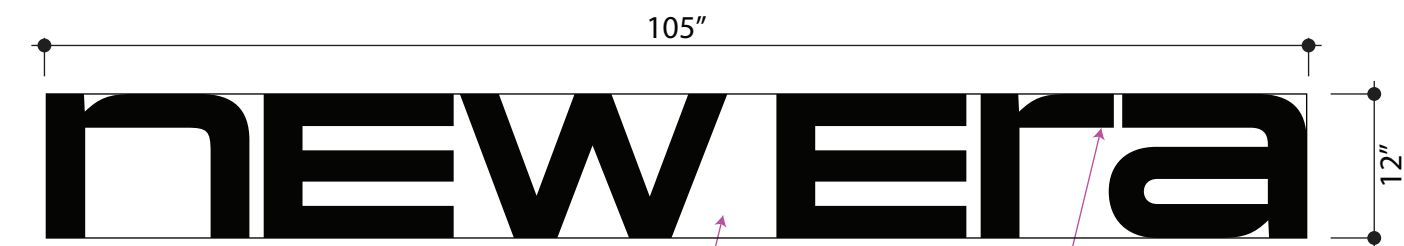
7.58 Square Feet
Logo



A Canopy Sign Elevation - 3/4" = 1'-0"
Option C

12 Square Feet
Backer Panel

8.8 Square Feet
Logo

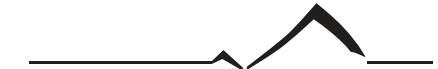



A Canopy Sign Elevation - 3/4" = 1'-0"
Option D

8.8 Square Feet
Backer Panel

8.8 Square Feet
Logo

NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

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PROJECT:		1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012	PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				<div><div> REQUIRED</div><div><u>URGENT: ATTENTION ELECTRICIANS</u> Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</div><div><u>CIRCUITS REQUIRED</u> One [1] 20 AMP 120 VOLT circuit dedicated to sign ONLY</div></div>
PAGE TITLE:		Canopy Sign Options		
DRAWING DATE:		1 April 2025	SHEET: LPC-21	
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.				

SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600
OF THE NATIONAL ELECTRIC CODE.

April 22, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 11, Read into record, LPC-25-07216

300 Lafayette Street – SoHo-Cast Iron Historic District Extension Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 888 7520

Passcode: 091958

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

Note: If you want to testify virtually 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.