

April 29, 2025
Public Meeting

The current proposal is:

Preservation Department – Item 1, LPC-25-07216

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

To testify virtually, please join Zoom

Webinar ID: 161 993 3268

Passcode: 194934

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 COMMISSION
300 LAFAYETTE STREET
NEW YORK, NY 10012

APRIL 25TH, 2025



EXISTING FACADE PHOTO, JANUARY 2023

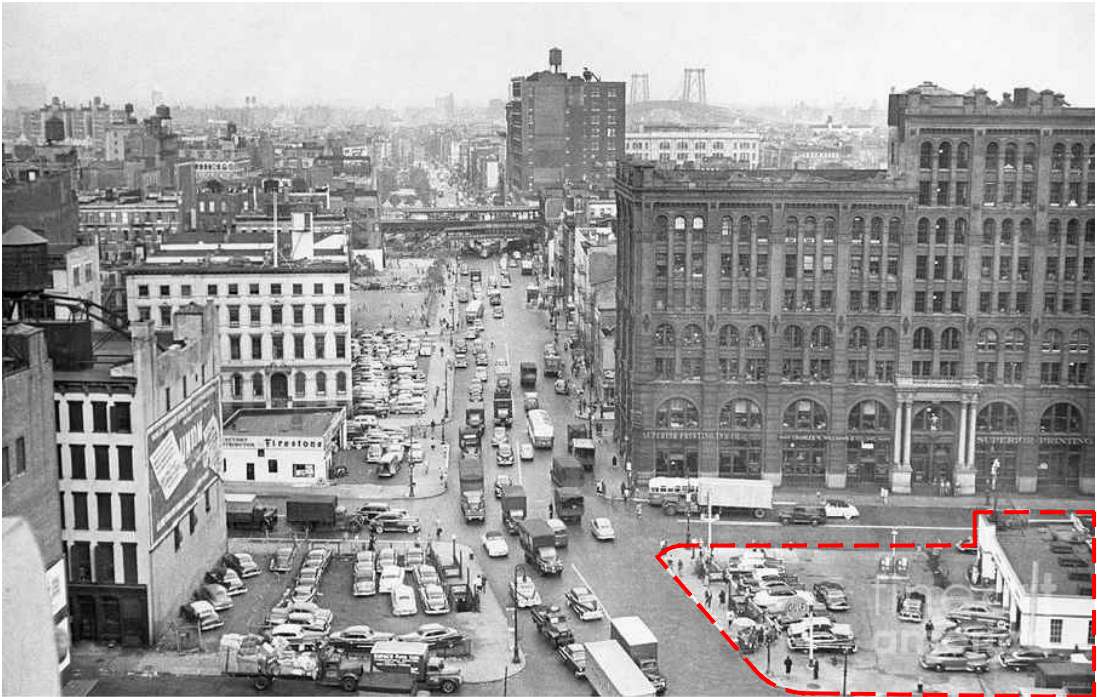
SOHO CAST IRON DISTRICT EXTENSION
300 LAFAYETTE STREET

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

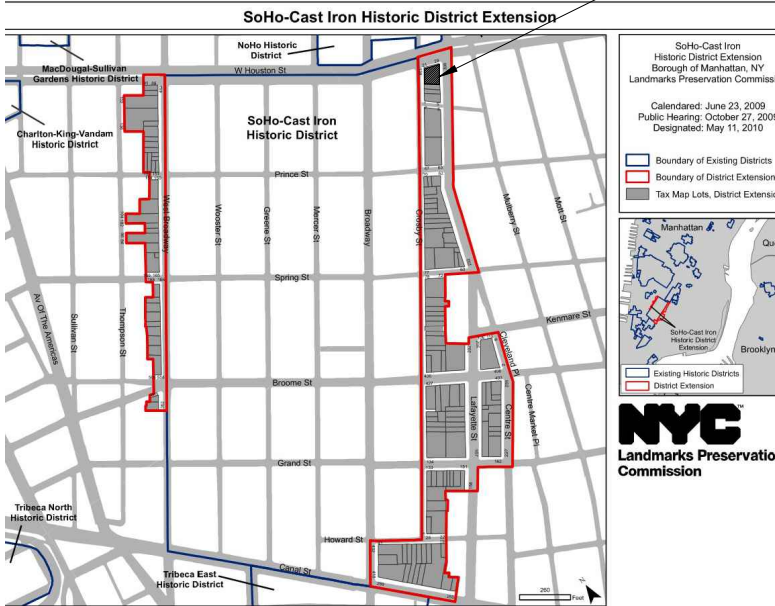
COMPLETED: 2017
FACADE: MASONRY & GLAZING, 9 STORYS

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



LAFAYETTE ST AND E HOUSTON - HISTORIC CONTEXT FROM 1952



SOHO - CAST IRON HISTORIC DISTRICT



NYC TAX MAP



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
04/25/2025

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

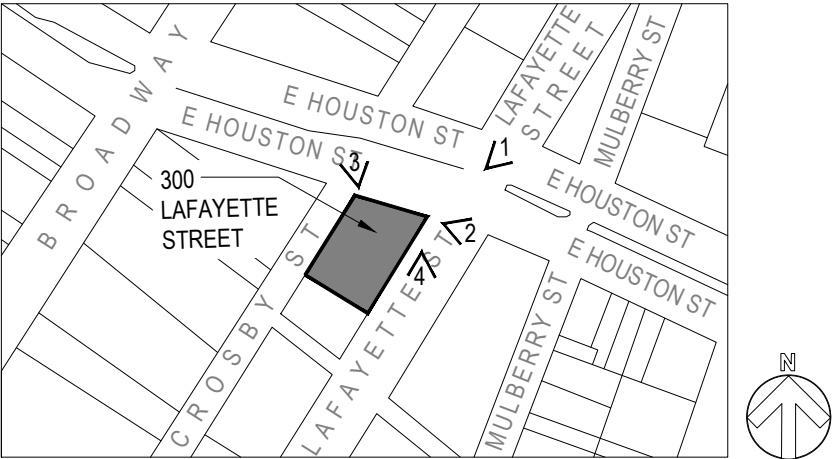
SCALE
NTS

DRAWING
LPC-02

SEAL



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



LOCATION PLAN



2.. EXISTING GROUND FLOOR FACADE @ LAFAYETTE STREET



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



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

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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



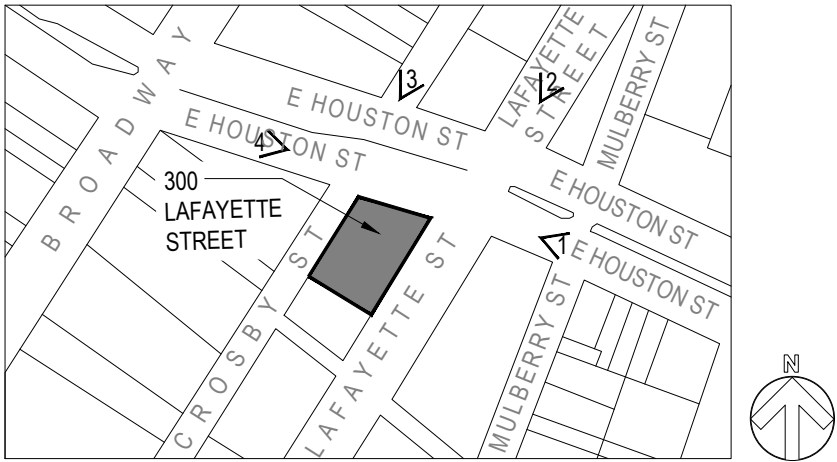
2. SITE CONTEXT PHOTO @ LAFAYETTE STREET



3. SITE CONTEXT PHOTO FROM CROSBY STREET



4. SITE CONTEXT PHOTO FROM CROSBY STREET



LOCATION PLAN

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300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

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LANDMARKS PRESERVATION COMMUNITY BOARD
SOHO - FLAGSHIP STORE
SITE CONTEXT PHOTOS

SCALE
NTS

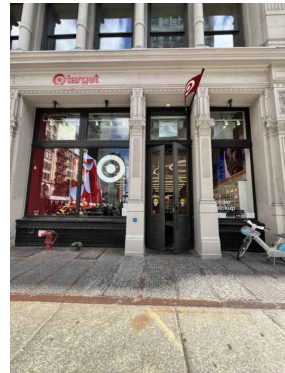
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LPC-04

SEAL



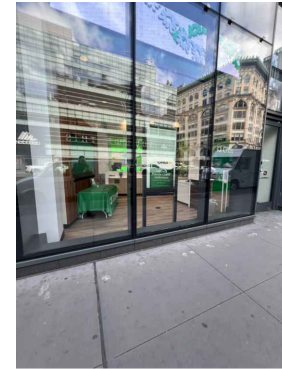
ADIDAS

**BROADWAY & E HOUSTON ST
610 BROADWAY, NEW YORK, NY 10012
OF BLOCKS FROM NEW ERA: 3**



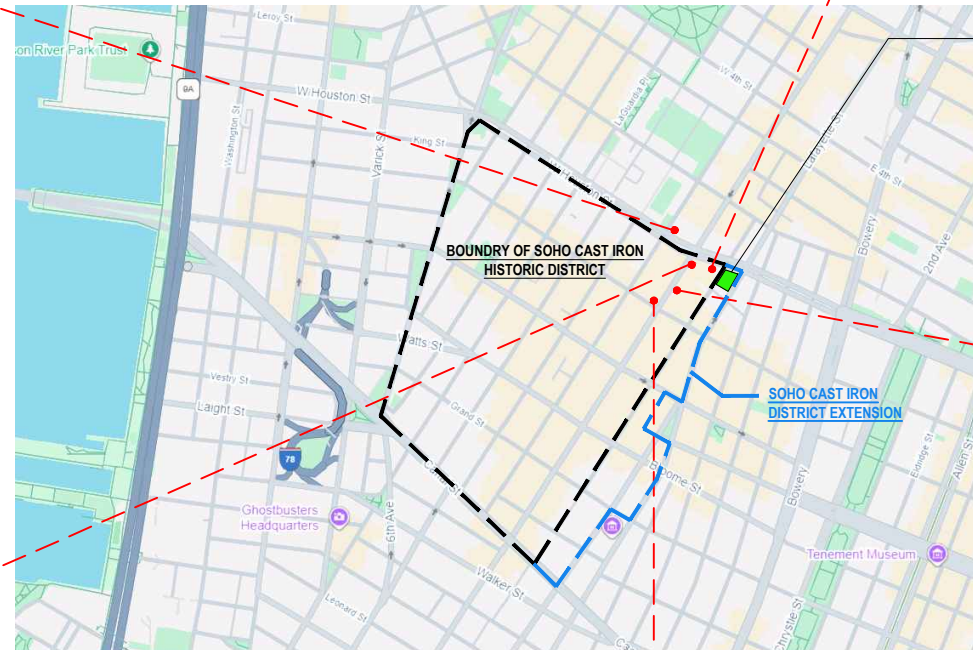
TARGET

BROADWAY
600 BROADWAY, NEW YORK, NY 10012
OF BLOCKS FROM NEW ERA: 2



CITIZENS BANK

E HOUSTON STREET
11 E HOUSTON ST, NEW YORK, NY 10012
OF BLOCKS FROM NEW ERA: 1



NEW ERA
300 LAFAYETTE ST,
NEW YORK, NY 10012



TIMBERLAND

BROADWAY
550 BROADWAY, NEW YORK, NY 10012
OF BLOCKS FROM NEW ERA: 2

KEY PLAN



NIKE

BROADWAY
529 BROADWAY, NEW YORK, NY 10012
OF BLOCKS FROM NEW ERA: 4

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

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DATE

03/XX/2025

DRAWING

LANDMARKS PRESERVATION COMMISSION
SOHO - FLAGSHIP STORE
PRECEDENTS - AV SCREENS

SCALE

NTS

DRAWING

LPC-5

SEAL



FOUNDER - EHRHARDT KOCH



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LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
NEW ERA

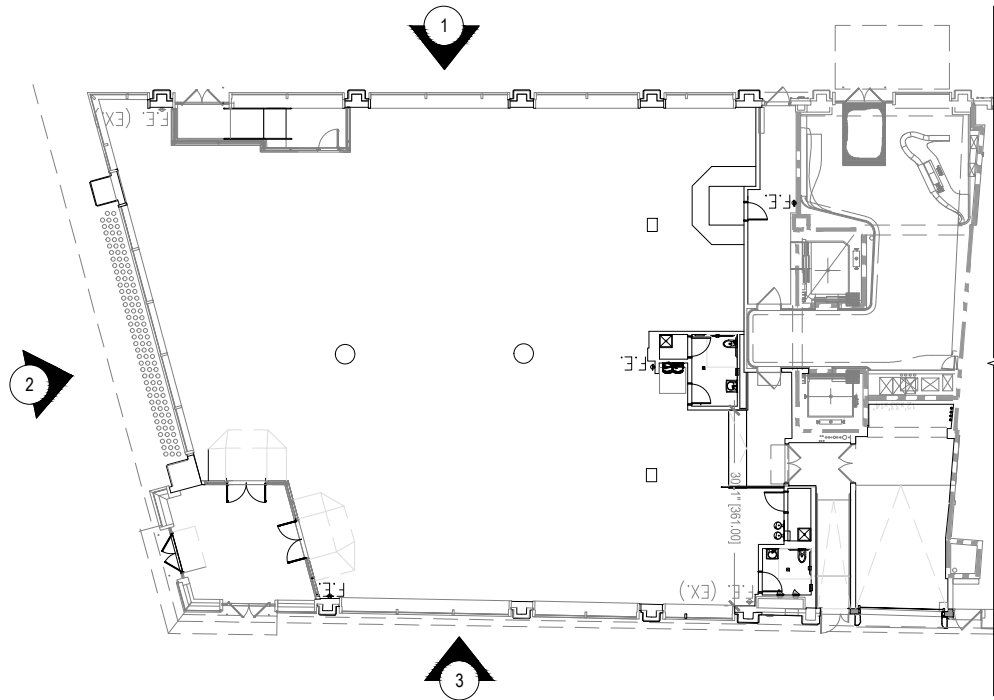
SCALE

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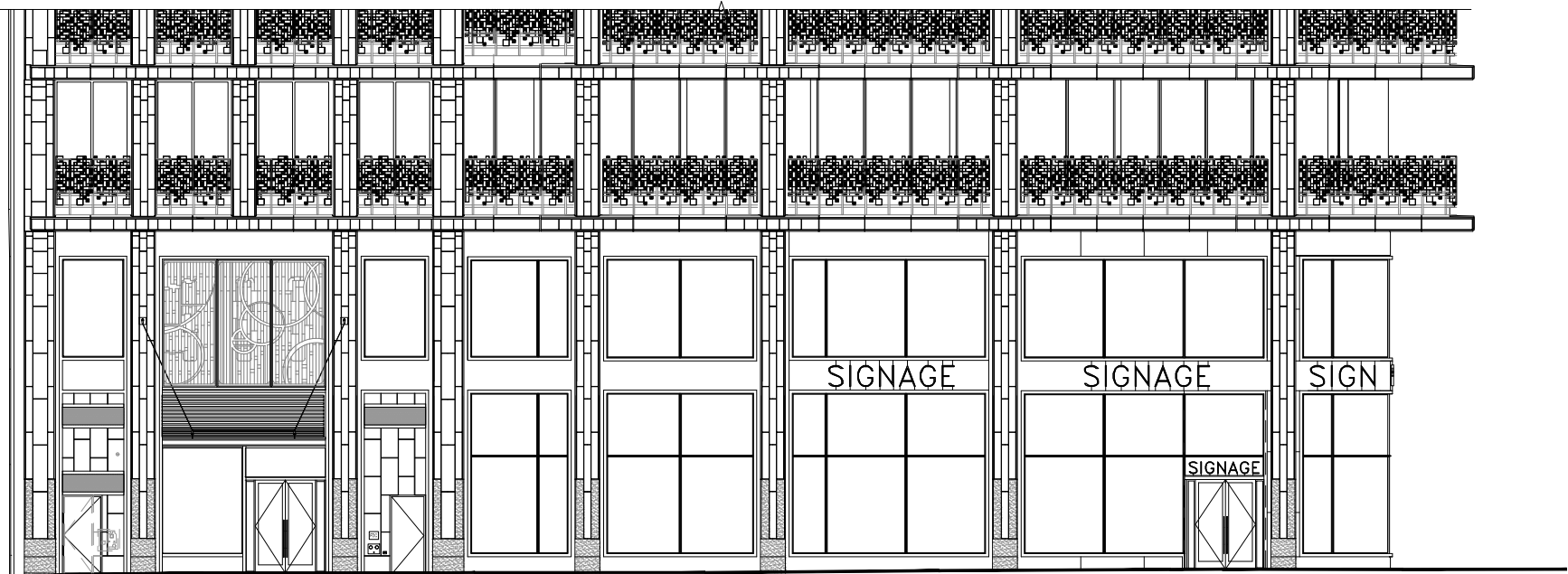
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LPC-06

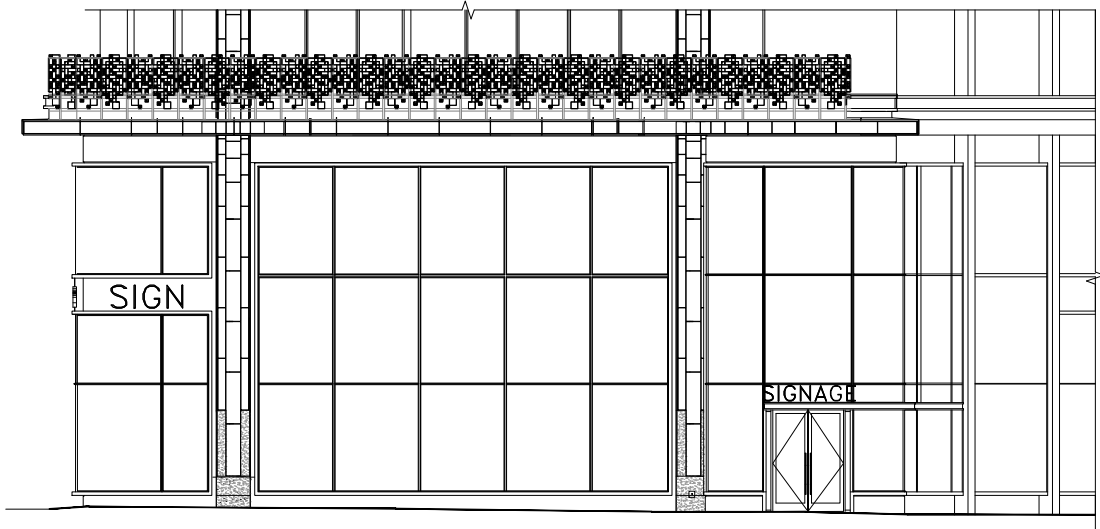
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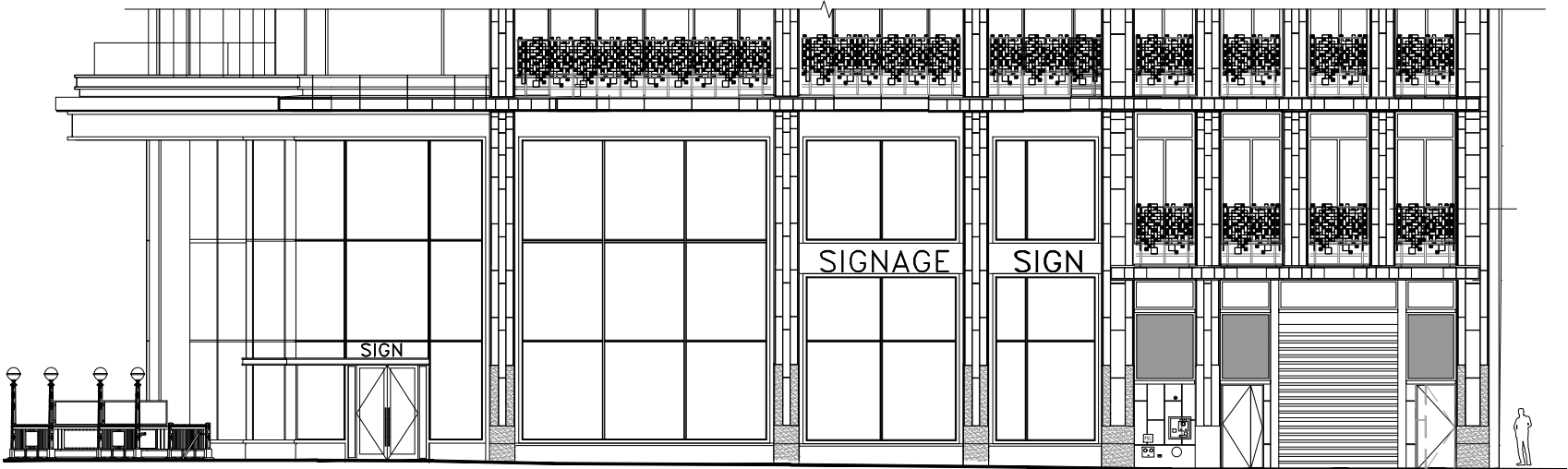
KEY PLAN



1. LAFAYETTE STREET - EXISTING EAST ELEVATION



2. EAST HOUSTON STREET - EXISTING SOUTH ELEVATION



3. CROSBY STREET - EXISTING EAST ELEVATION

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NEW ERA
300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.

1523835-00

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DRAWING

LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
EXISTING CONDITIONS ELEVATIONS

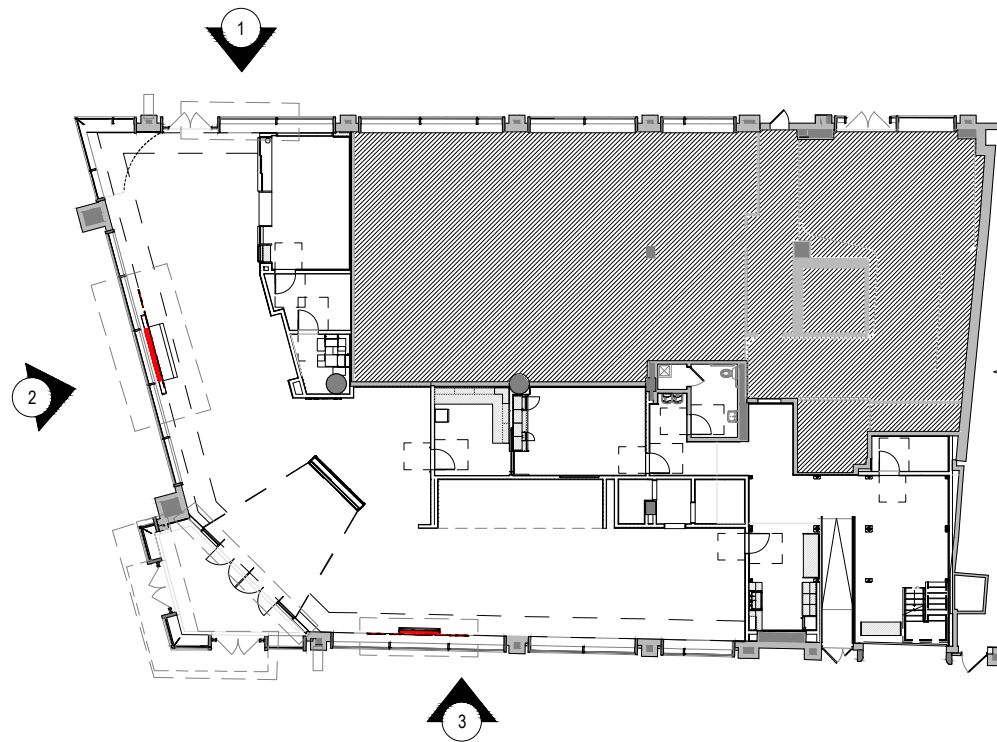
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NTS

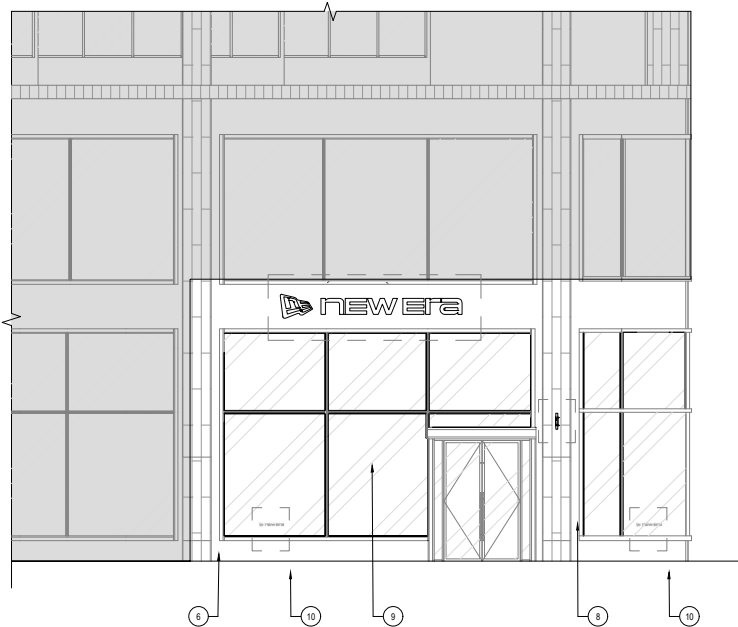
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LPC-07

SEAL



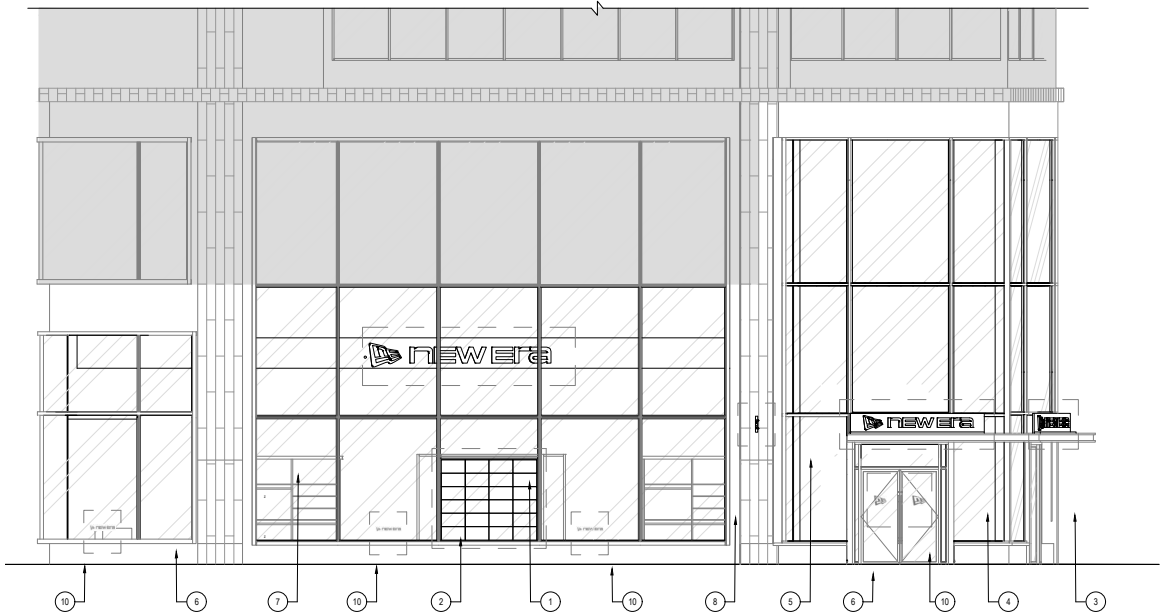
KEY PLAN



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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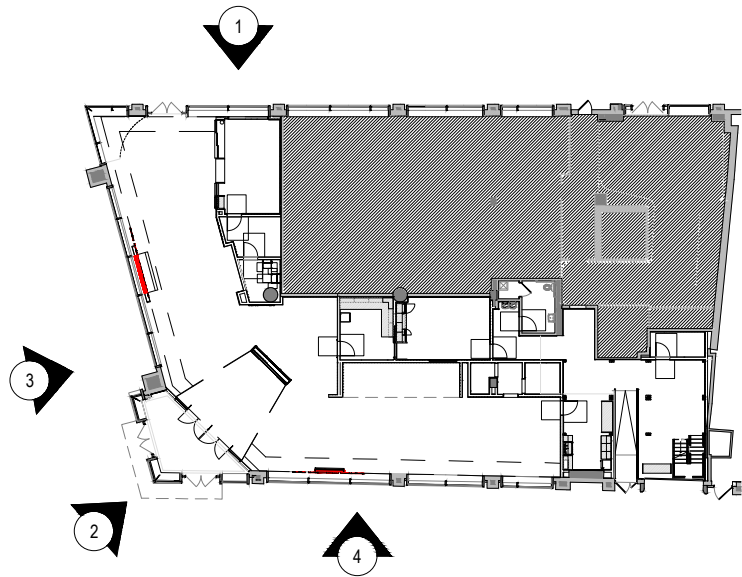
DATE
04/25/2025

DRAWING
LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
PROPOSED SIGNAGE ELEVATIONS

SCALE
NTS

DRAWING
LPC-07

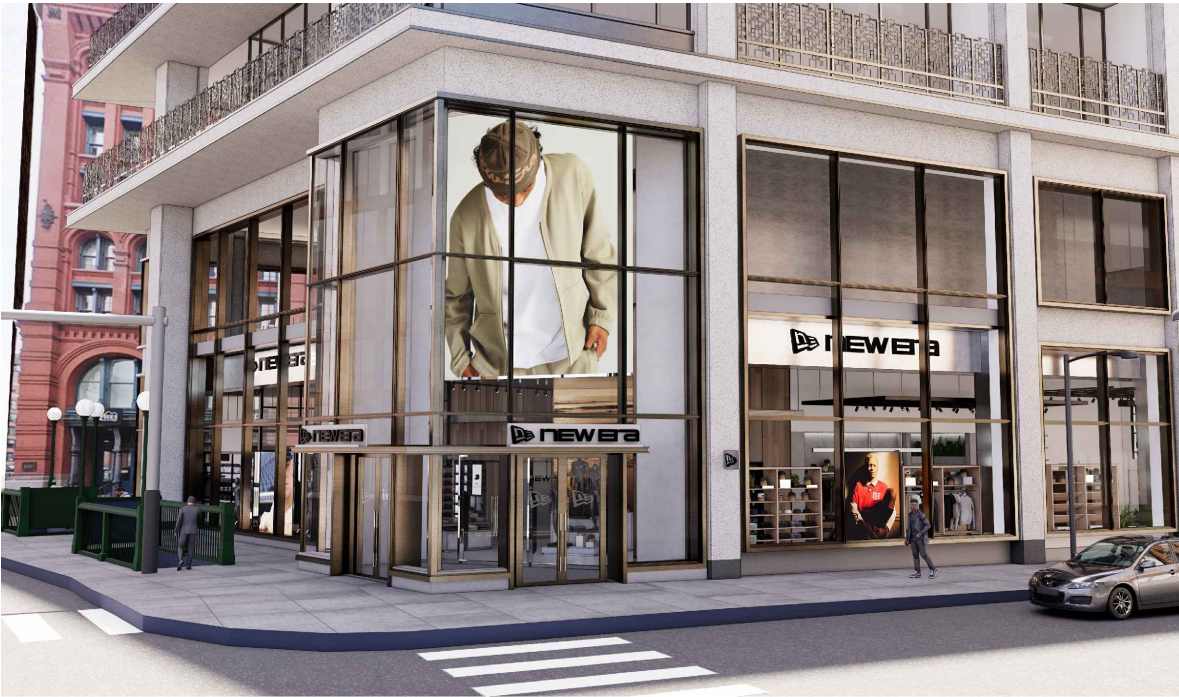
SEAL



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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SOHO - FLAGSHIP STORE
PROPOSED RENDERINGS

SCALE
NTS

DRAWING
LPC-09

SEAL



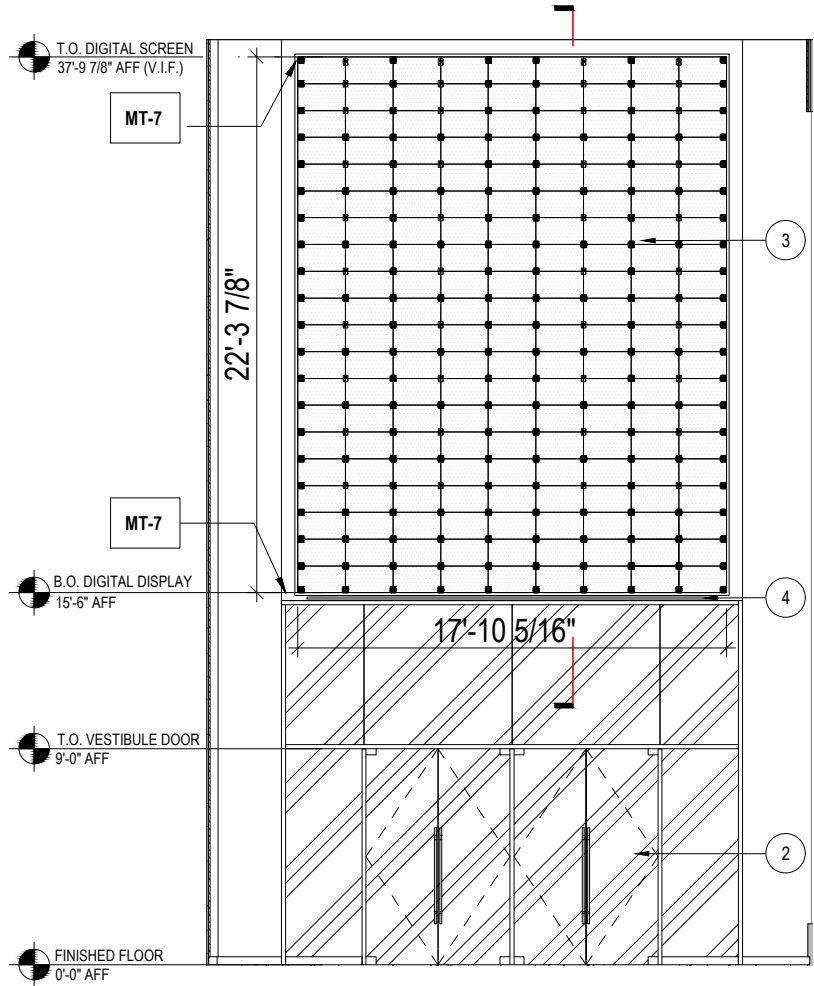
RENDERING - CORNER OF CROSBY ST & E HOUSTON ST

LEGEND

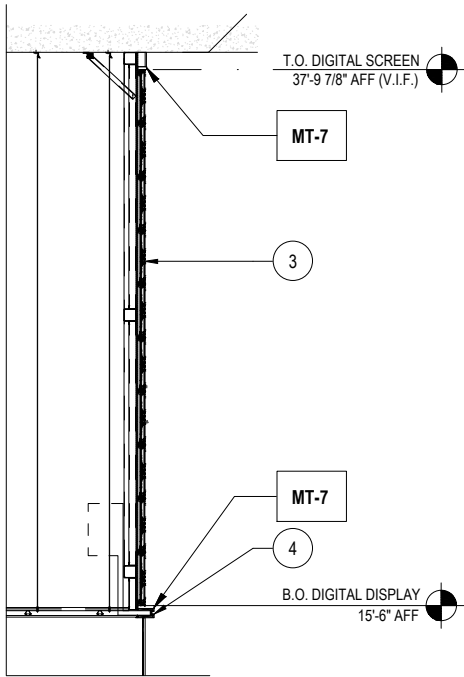
- ① EXISTING EXTERIOR STOREFRONT
- ② EXISTING INTERIOR VESTIBULE STOREFRONT
- ③ INTERIOR VESTIBULE DIGITAL DISPLAY FACING THE CORNER OF E HOUSTON ST & CROSBY ST.
- ④ 1" LINEAR SLOT

SPECIFICATIONS

PLANAR



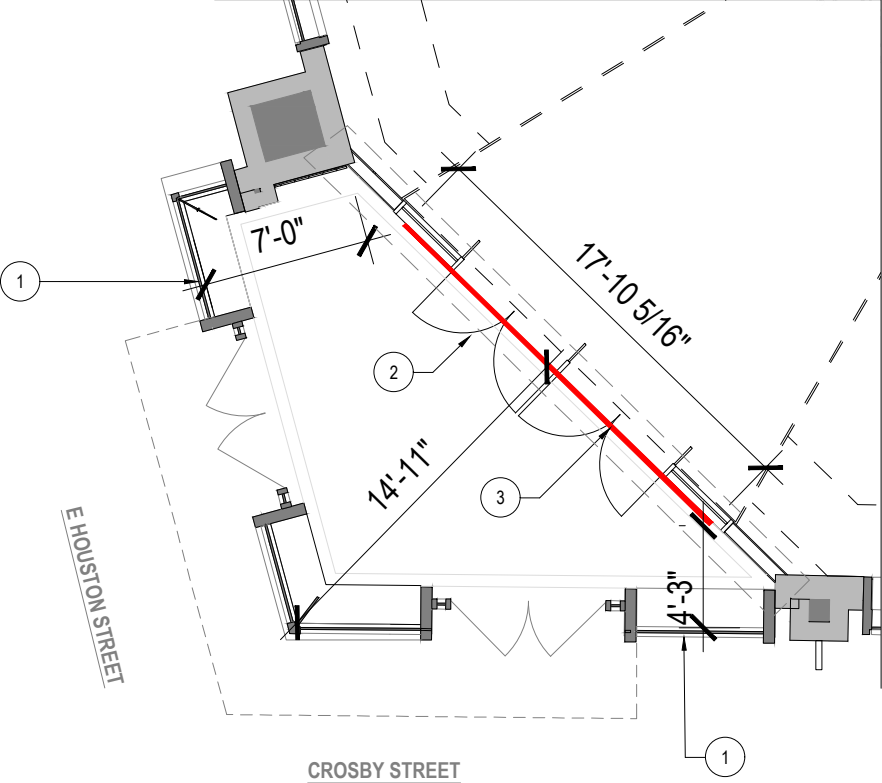
ELEVATION - VESTIBULE DIGITAL SCREEN



SECTION - VESTIBULE DIGITAL SCREEN



RENDERING - CROSBY ST



ENLARGED PLAN - CORNER OF CROSBY & E HOUSTON STREET ELEVATION

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300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
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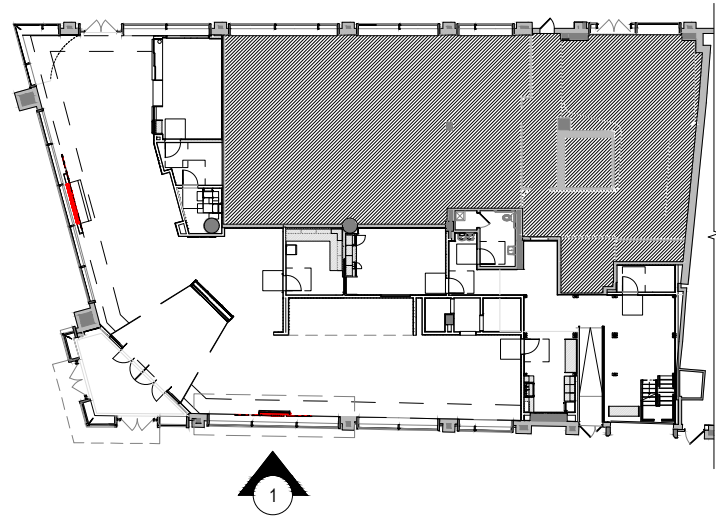
DATE
04/25/2025

DRAWING
LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
VESTIBULE AV SCREEN

SCALE
NTS

DRAWING
LPC-10

SEAL

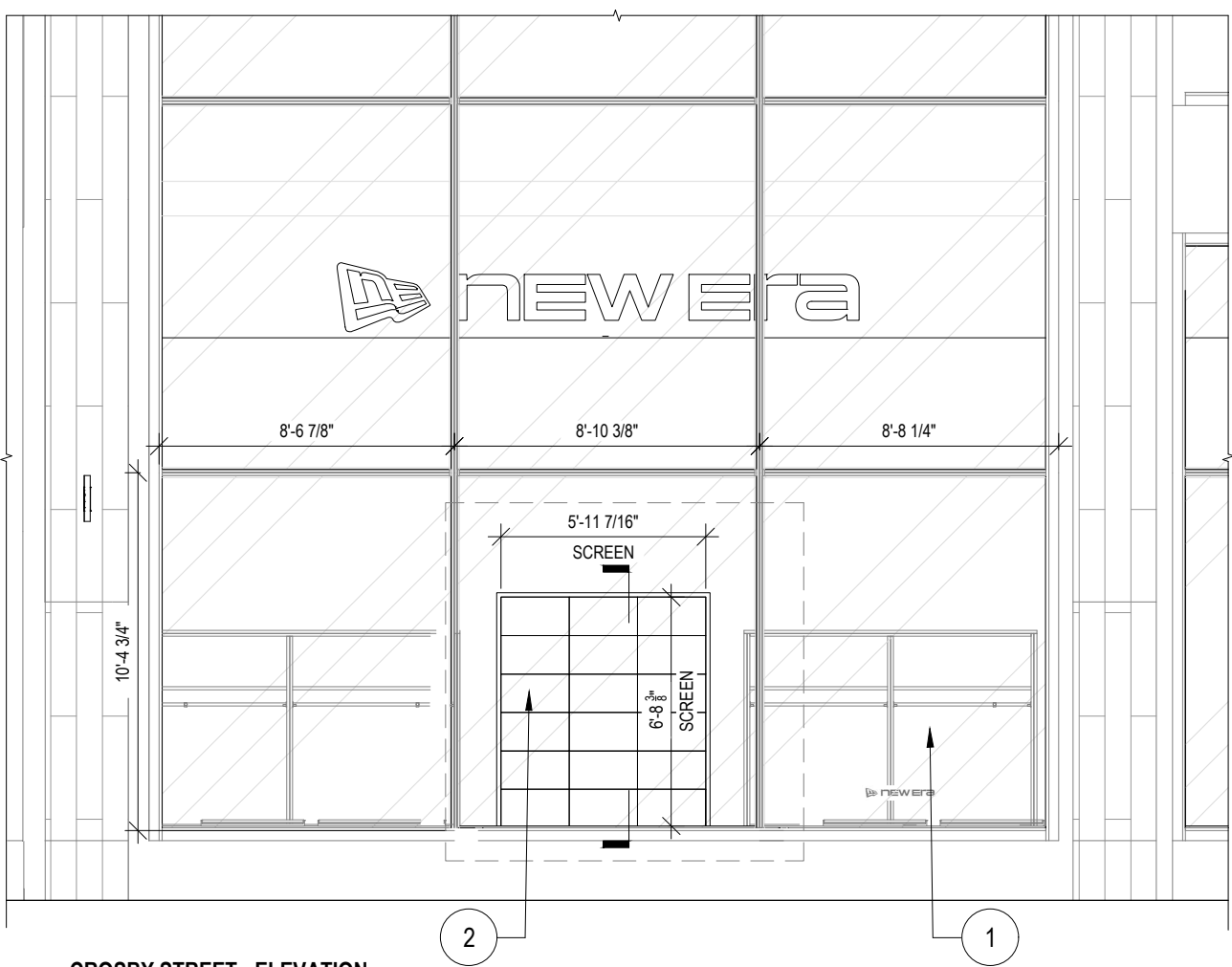


KEY PLAN

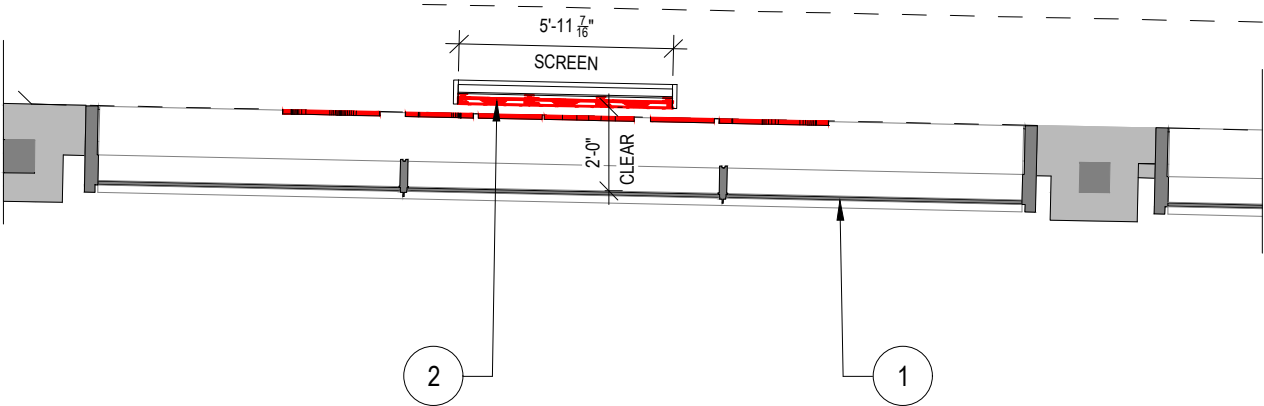


CROSBY STREET - PROPOSED AV SCREEN RENDERING

SPECIFICATIONS
PLANAR



CROSBY STREET - ELEVATION

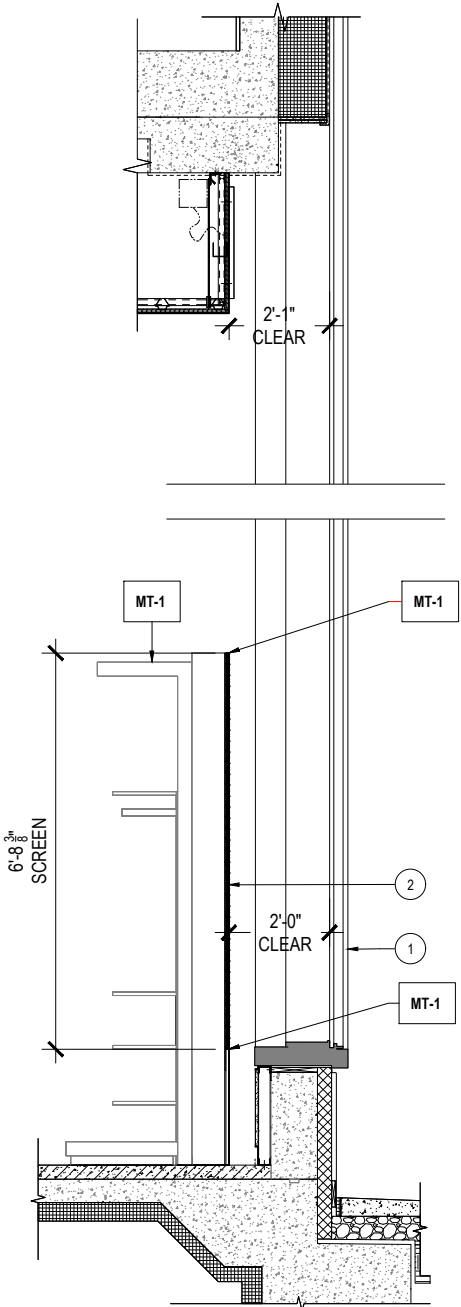


CROSBY STREET

CROSBY STREET - ENLARGED PLAN

LEGEND

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



CROSBY STREET - STOREFRONT SECTION

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NEW YORK, NY. 10012

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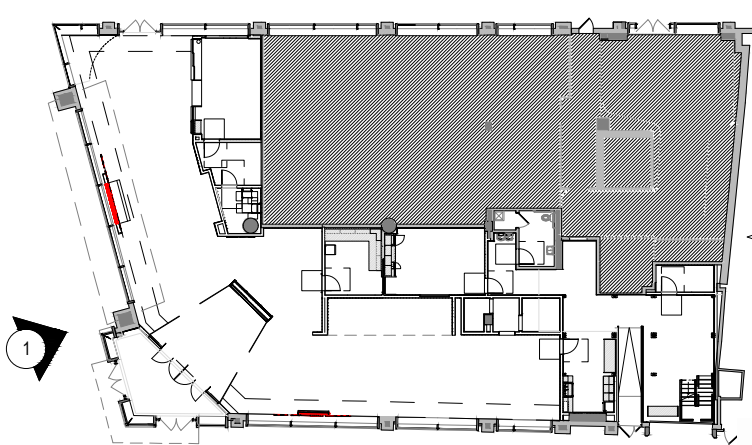
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DRAWING
LANDMARKS PRESERVATION COMMISSION
SOHO - FLAGSHIP STORE
CROSBY STREET AV SCREEN

SCALE
NTS

DRAWING
LPC-11

SEAL



KEY PLAN

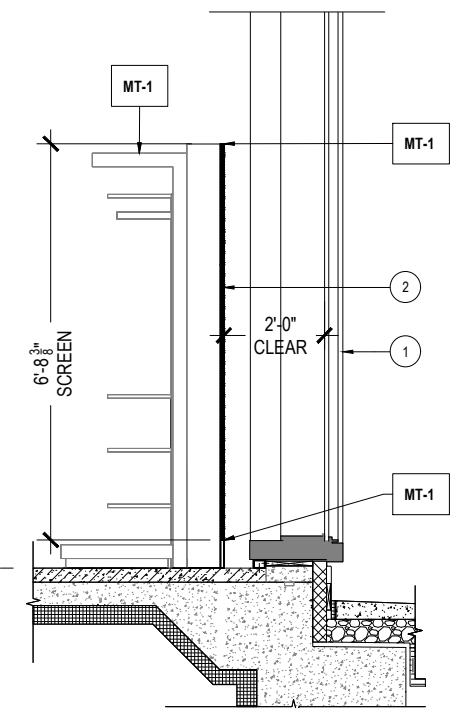
LEGEND

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

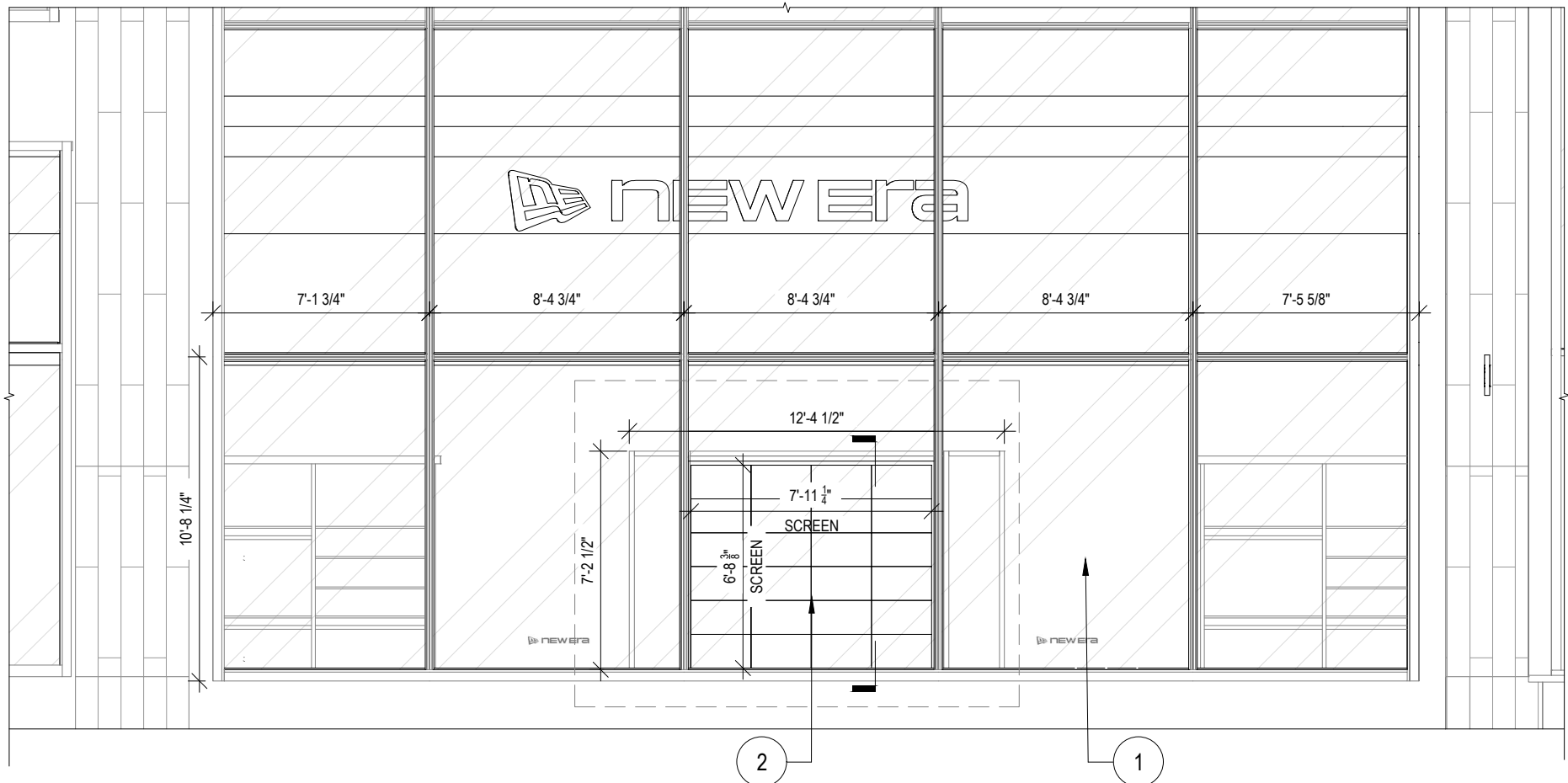
SPECIFICATIONS
PLANAR



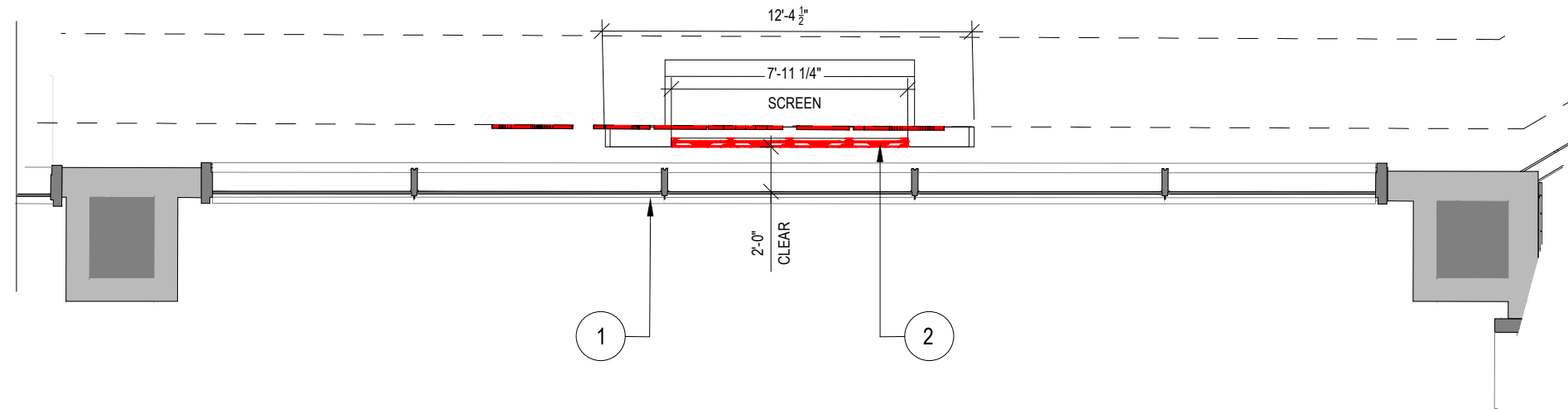
E HOUSTON STREET - PROPOSED AV SCREEN RENDERING



E HOUSTON STREET - STOREFRONT SECTION



E HOUSTON STREET - ELEVATION



E HOUSTON STREET

CROSBY STREET - ENLARGED PLAN

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PROJECT NO.
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LANDMARKS PRESERVATION COMMISSION
SOHO - FLAGSHIP STORE
EAST HOUSTON STREET AV SCREEN

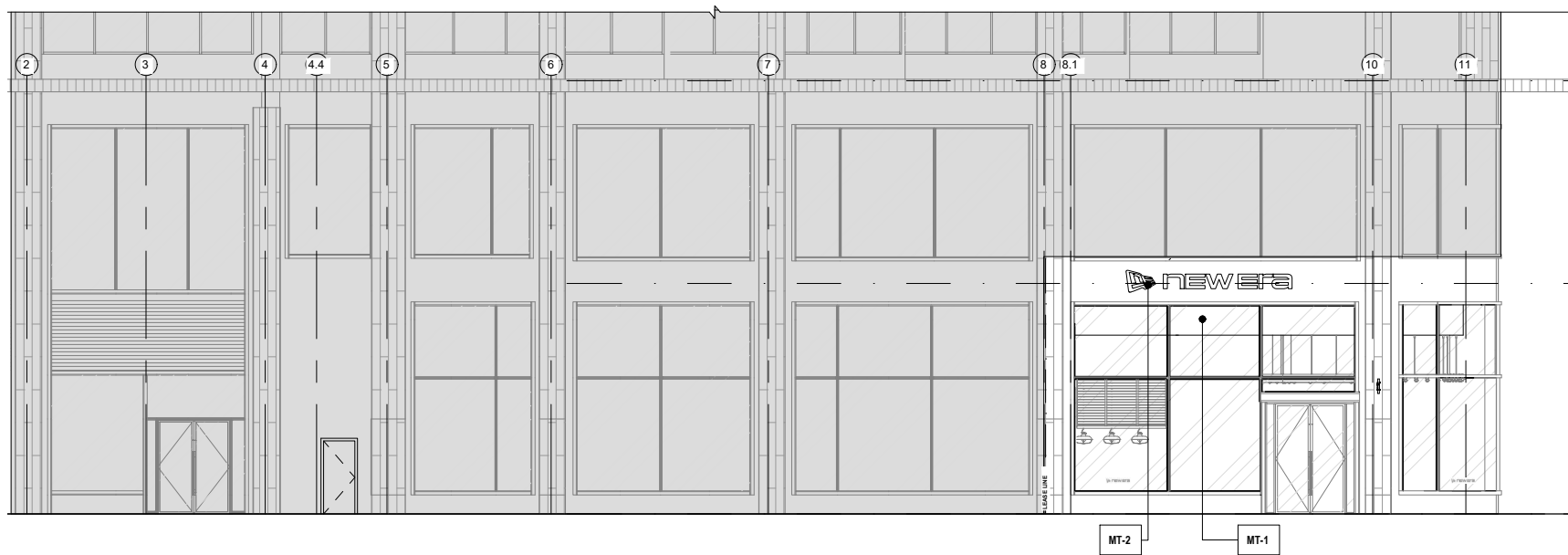
SCALE
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DRAWING
LPC-12

SEAL



CROSBY STREET - PROPOSED FACADE FINISHES

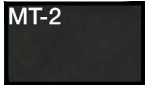


LAFAYETTE STREET - PROPOSED FACADE FINISHES

FACADE FINISHES - PROPOSED MATERIAL BOARD



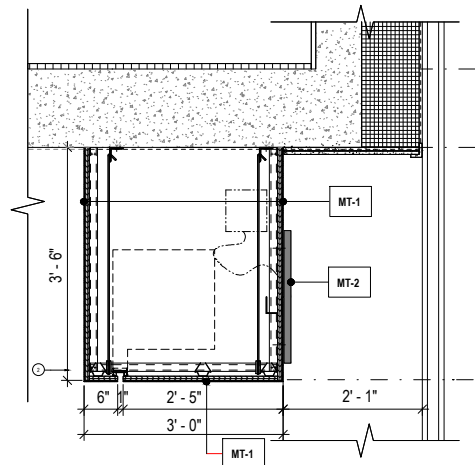
MT-1
BRUSHED STAINLESS STEEL
WINDOW FACING FIXTURES
WINDOW SOFFIT VENEER
AV SCREEN TRIM



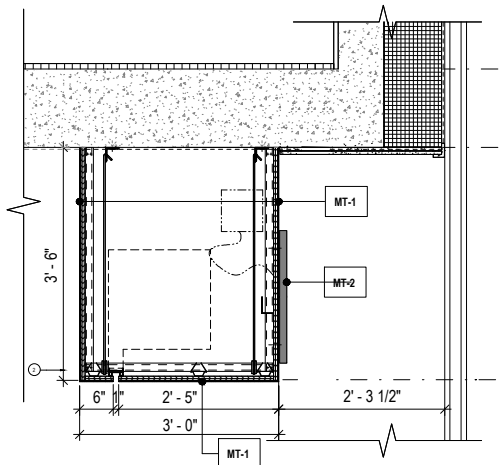
MT-2
BLACKENED STEEL
FIXTURES
SIGNAGE LETTERING (REFER TO SIGNAGE PACKAGE)



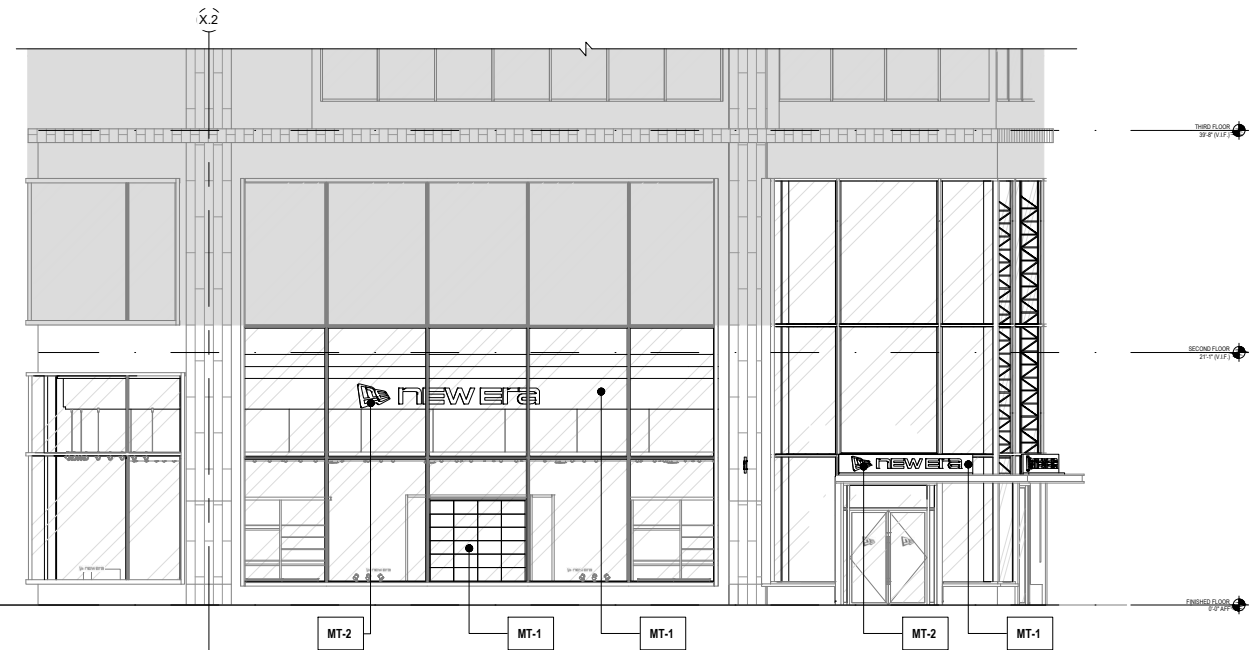
MT-7
POLISHED STEEL
AV SCREEN TRIM @ VESTIBULE



SOFFIT SECTION - CROSBY STREET SIDE



SOFFIT SECTION - E HOUSTON STREET SIDE



E HOUSTON STREET - PROPOSED FACADE FINISHES

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PROJECT NO.
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LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
SIGNAGE MATERIALS

SCALE
NTS

DRAWING
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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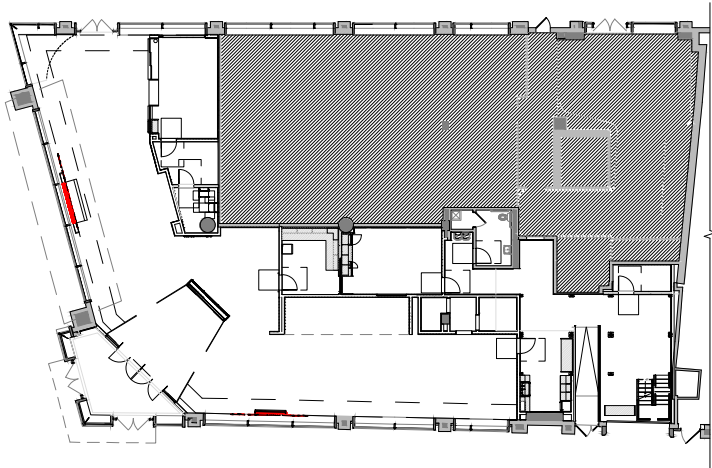
DATE
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DRAWING
LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
ADDITIONAL RENDERINGS

SCALE
NTS

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LPC-14

SEAL



KEY PLAN

Crosby Street						
Illuminated Signage						
Sign	Size (Width) in feet	Size (Height) in feet	Area (Square Feet)	Zoning Resolution	Summary	Compliant / Non - Compliant
Sign G (Digital Screen in Vestibule)	17.828	22.458	400.38	-	-	-
Sign H (Digital Screen in Window)	5.95	6.69	39.81	-	-	-
Sign A (Canopy)	1.666	10.166	16.94	-	-	-
Sign F (Interior Soffit)	15.166	2	30.33	-	-	-
Total Area of Proposed Illuminated Signage	-	-	487	-	-	-
Max. Allowed Area of Illuminated Signage	127.5(Street Frontage)	5(Per 42-633)	500 Max.	42-633	487 SF (Area of Proposed Illuminated Signage) < 500 SF (Max Allowable Area of Illuminated Signage)	Compliant
Non - Illuminated Signage						
Sign	Size (Width) in feet	Size (Height) in feet	Area (Square Feet)	Zoning Resolution	Summary	Compliant / Non - Compliant
Sign B (Vinyl @ Window)	0.832	3.166	2.63	-	-	-
Sign C (Blade)	1.5	1	1.50	-	-	-
Sign D (Vinyl @ Door)	3.66	1.354	4.96	-	-	-
Total Area of Proposed Non-Illuminated Signage	-	-	9	-	-	-
Max. Allowed Area of Non-Illuminated Signage	127.5(Street Frontage)	6(Per 42-632)	765 Max.	42-632	9 SF (Area of Proposed Non-Illuminated Signage) < 765 SF (Max Allowable Area of Non-Illuminated Signage)	Compliant
Total Signage						
Sign	Size (Width) in feet	Size (Height) in feet	Area (Square Feet)	Zoning Resolution	Summary	Compliant / Non - Compliant
TOTAL AREA OF PROPOSED ILLUMINATED SIGNAGE	-	-	487	-	-	-
TOTAL AREA OF PROPOSED NON-ILLUMINATED SIGNAGE	-	-	9	-	-	-
AREA OF PROPOSED SIGNAGE (ILLUMINATED + NON ILLUMINATED)	-	-	496	-	-	-
MAX. ALLOWED AREA OF SIGNAGE	127.5(Street Frontage)	6(Per 42-633)	765 Max.	42-631, 42-632	496 SF (Area of All Proposed Signage) < 765 SF (Max Allowable Area of All Signage)	Compliant



CROSBY STREET - PROPOSED SIGNAGE ELEVATION

ZONING RESOLUTION

42-631 TOTAL SURFACE AREA OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, THE TOTAL SURFACE AREA OF ALL PERMITTED SIGNS, INCLUDING NON-ILLUMINATED OR ILLUMINATED SIGNS, SHALL NOT EXCEED THE LIMITATION ESTABLISHED FOR NON-ILLUMINATED SIGNS, AS SET FORTH IN SECTION 42-632.

42-632 NON-ILLUMINATED SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, NON-ILLUMINATED SIGNS WITH TOTAL SURFACE AREAS NOT EXCEEDING SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, BUT IN NO EVENT MORE THAN 1,200 SQUARE FEET FOR EACH SIGN, ARE PERMITTED.

HOWEVER, IN ANY MANUFACTURING DISTRICT IN WHICH RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS ARE, UNDER THE PROVISIONS OF THE ZONING RESOLUTION, ALLOWED AS-OF-RIGHT OR BY SPECIAL PERMIT OR AUTHORIZATION, THE TOTAL SURFACE AREA OF ALL SUCH PERMITTED SIGNS SHALL NOT EXCEED SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET.

42-633 ILLUMINATED OR FLASHING SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, ILLUMINATED OR FLASHING ADVERTISING SIGNS ARE NOT PERMITTED.

ILLUMINATED OR FLASHING SIGNS, OTHER THAN ADVERTISING SIGNS, AND ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION ARE PERMITTED, PROVIDED THAT THE TOTAL SURFACE AREA OF ALL SUCH SIGNS, IN SQUARE FEET, SHALL NOT EXCEED:

(A) FOR ILLUMINATED OR FLASHING SIGNS OTHER THAN ADVERTISING SIGNS, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 500 SQUARE FEET; AND

(B) FOR ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET.

HOWEVER, IN ANY MANUFACTURING DISTRICT IN WHICH RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS ARE, UNDER THE PROVISIONS OF THE ZONING RESOLUTION, ALLOWED AS-OF-RIGHT OR BY SPECIAL PERMIT OR AUTHORIZATION, THE TOTAL SURFACE AREA OF ALL SUCH PERMITTED SIGNS SHALL NOT EXCEED FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 500 SQUARE FEET.

42-64 PERMITTED PROJECTION OR HEIGHT OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, ALL PERMITTED SIGNS ARE SUBJECT TO THE APPLICABLE REGULATIONS OF THIS SECTION, INCLUSIVE.

42-641 PERMITTED PROJECTION
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, EXCEPT AS OTHERWISE PROVIDED IN SECTION 42-642 (ADDITIONAL REGULATIONS FOR PROJECTING SIGNS), NO PERMITTED SIGN SHALL PROJECT ACROSS A STREET LINE MORE THAN 18 INCHES FOR DOUBLE- OR MULTI-FACETED SIGNS OR 12 INCHES FOR ALL OTHER SIGNS, EXCEPT THAT:

(A) IN M1-5B, M1-5M AND M1-6M DISTRICTS, FOR EACH ESTABLISHMENT LOCATED ON THE GROUND FLOOR, NON-ILLUMINATED SIGNS OTHER THAN ADVERTISING SIGNS MAY PROJECT NO MORE THAN 40 INCHES ACROSS A STREET LINE, PROVIDED THAT ALONG EACH STREET ON WHICH SUCH ESTABLISHMENT FRONTS, THE NUMBER OF SUCH SIGNS FOR EACH ESTABLISHMENT SHALL NOT EXCEED TWO TWO-SIDED SIGNS SEPARATED AT LEAST 25 FEET APART, AND FURTHER PROVIDED THAT ANY SUCH SIGN SHALL NOT EXCEED A SURFACE AREA OF 24 BY 36 INCHES AND SHALL NOT BE LOCATED ABOVE THE LEVEL OF THE FIRST STORY CEILING.

(B) FOR ZONING LOTS OCCUPIED BY MORE THAN TWO THEATERS DESIGNED, ARRANGED AND USED FOR LIVE PERFORMANCES OF DRAMA, MUSIC OR DANCE AND LOCATED WITHIN THE AREA BOUNDED BY WEST 34TH STREET, EIGHTH AVENUE, WEST 42ND STREET AND TENTH AVENUE, PERMITTED SIGNS MAY PROJECT ACROSS A STREET LINE NO MORE THAN 4 FEET, 6 INCHES, PROVIDED THE HEIGHT OF ANY SUCH SIGNS SHALL NOT EXCEED 55 FEET ABOVE CURB LEVEL.

42-642 ADDITIONAL REGULATIONS FOR PROJECTING SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS OTHER THAN ADVERTISING SIGNS MAY BE DISPLAYED AS FOLLOWS:

(A) NON-ILLUMINATED SIGNS MAY BE DISPLAYED ON AWNINGS OR CANOPIES PERMITTED BY THE ADMINISTRATIVE CODE, WITH A SURFACE AREA NOT EXCEEDING 12 SQUARE FEET AND WITH THE HEIGHT OF LETTERS NOT EXCEEDING 12 INCHES. ANY COMMERCIAL COPY ON SUCH SIGNS SHALL BE LIMITED TO IDENTIFICATION OF THE NAME OR ADDRESS OF THE BUILDING OR AN ESTABLISHMENT CONTAINED THEREIN.

(B) SIGNS MAY BE DISPLAYED ON MARQUEES PERMITTED BY THE ADMINISTRATIVE CODE, PROVIDED THAT NO SUCH SIGN SHALL PROJECT MORE THAN 48 INCHES ABOVE NOR MORE THAN 12 INCHES BELOW SUCH MARQUEE.

42-643 HEIGHT OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS SHALL NOT EXTEND TO A HEIGHT GREATER THAN 40 FEET ABOVE CURB LEVEL, PROVIDED THAT NON-ILLUMINATED SIGNS OR SIGNS WITH INDIRECT ILLUMINATION MAY EXTEND TO A MAXIMUM HEIGHT OF 75 FEET.

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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 COMMISION
SOHO - FLAGSHIP STORE
CROSBY STREET - ZONING SIGNAGE ANALYSIS

SCALE
NTS

DRAWING
LPC-15

SEAL



E HOUSTON STREET - PROPOSED SIGNAGE ELEVATION



PROJECT

NEW ERA

300 LAFAYETTE STREET
NEW YORK, NY. 10012

PROJECT NO.
1523835-00

DRAWN BY
AE

DATE
04/03/2025

DRAWING

LANDMARKS PRESERVATION COMMISSION
SOHO - FLAGSHIP STORE
E HOUSTON STREET - ZONING SIGNAGE ANALYSIS

SCALE
NTS

DRAWING
LPC-16

SEAL

ZONING RESOLUTION

42-631 TOTAL SURFACE AREA OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, THE TOTAL SURFACE AREA OF ALL PERMITTED SIGNS, INCLUDING NON-ILLUMINATED OR ILLUMINATED SIGNS, SHALL NOT EXCEED THE LIMITATION ESTABLISHED FOR NON-ILLUMINATED SIGNS, AS SET FORTH IN SECTION 42-632.

42-632 NON-ILLUMINATED SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, NON-ILLUMINATED SIGNS WITH TOTAL SURFACE AREAS NOT EXCEEDING SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, BUT IN NO EVENT MORE THAN 1,200 SQUARE FEET FOR EACH SIGN, ARE PERMITTED.

HOWEVER, IN ANY MANUFACTURING DISTRICT IN WHICH RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS ARE, UNDER THE PROVISIONS OF THE ZONING RESOLUTION, ALLOWED AS-OF-RIGHT OR BY SPECIAL PERMIT OR AUTHORIZATION, THE TOTAL SURFACE AREA OF ALL SUCH PERMITTED SIGNS SHALL NOT EXCEED SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET.

42-633 ILLUMINATED OR FLASHING SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, ILLUMINATED OR FLASHING ADVERTISING SIGNS ARE NOT PERMITTED.

ILLUMINATED OR FLASHING SIGNS, OTHER THAN ADVERTISING SIGNS, AND ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION ARE PERMITTED, PROVIDED THAT THE TOTAL SURFACE AREA OF ALL SUCH SIGNS, IN SQUARE FEET, SHALL NOT EXCEED:

(A) FOR ILLUMINATED OR FLASHING SIGNS OTHER THAN ADVERTISING SIGNS, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 500 SQUARE FEET; AND

(B) FOR ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET.

HOWEVER, IN ANY MANUFACTURING DISTRICT IN WHICH RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS ARE, UNDER THE PROVISIONS OF THE ZONING RESOLUTION, ALLOWED AS-OF-RIGHT OR BY SPECIAL PERMIT OR AUTHORIZATION, THE TOTAL SURFACE AREA OF ALL SUCH PERMITTED SIGNS SHALL NOT EXCEED FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 500 SQUARE FEET.

42-64 PERMITTED PROJECTION OR HEIGHT OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, ALL PERMITTED SIGNS ARE SUBJECT TO THE APPLICABLE REGULATIONS OF THIS SECTION, INCLUSIVE.

42-641 PERMITTED PROJECTION
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, EXCEPT AS OTHERWISE PROVIDED IN SECTION 42-642 (ADDITIONAL REGULATIONS FOR PROJECTING SIGNS), NO PERMITTED SIGN SHALL PROJECT ACROSS A STREET LINE MORE THAN 18 INCHES FOR DOUBLE- OR MULTI-FACETED SIGNS OR 12 INCHES FOR ALL OTHER SIGNS, EXCEPT THAT:

(A) IN M1-SB, M1-SM AND M1-M6 DISTRICTS, FOR EACH ESTABLISHMENT LOCATED ON THE GROUND FLOOR, NON-ILLUMINATED SIGNS OTHER THAN ADVERTISING SIGNS MAY PROJECT NO MORE THAN 40 INCHES ACROSS A STREET LINE, PROVIDED THAT ALONG EACH STREET ON WHICH SUCH ESTABLISHMENT FRONTS, THE NUMBER OF SUCH SIGNS FOR EACH ESTABLISHMENT SHALL NOT EXCEED TWO TWO-SIDED SIGNS SEPARATED AT LEAST 25 FEET APART, AND FURTHER PROVIDED THAT ANY SUCH SIGN SHALL NOT EXCEED A SURFACE AREA OF 24 BY 36 INCHES AND SHALL NOT BE LOCATED ABOVE THE LEVEL OF THE FIRST STORY CEILING.

(B) FOR ZONING LOTS OCCUPIED BY MORE THAN TWO THEATERS DESIGNED, ARRANGED AND USED FOR LIVE PERFORMANCES OF DRAMA, MUSIC OR DANCE AND LOCATED WITHIN THE AREA BOUNDED BY WEST 34TH STREET, EIGHTH AVENUE, WEST 42ND STREET AND TENTH AVENUE, PERMITTED SIGNS MAY PROJECT ACROSS A STREET LINE NO MORE THAN 4 FEET, 6 INCHES, PROVIDED THE HEIGHT OF ANY SUCH SIGNS SHALL NOT EXCEED 55 FEET ABOVE CURB LEVEL.

42-642 ADDITIONAL REGULATIONS FOR PROJECTING SIGNS
M1 M2 M3

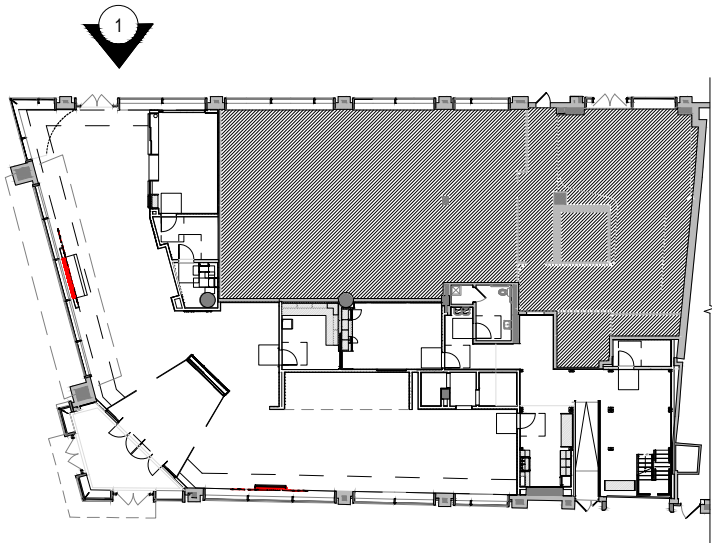
IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS OTHER THAN ADVERTISING SIGNS MAY BE DISPLAYED AS FOLLOWS:

(A) NON-ILLUMINATED SIGNS MAY BE DISPLAYED ON AWNINGS OR CANOPIES PERMITTED BY THE ADMINISTRATIVE CODE, WITH A SURFACE AREA NOT EXCEEDING 12 SQUARE FEET AND WITH THE HEIGHT OF LETTERS NOT EXCEEDING 12 INCHES. ANY COMMERCIAL COPY ON SUCH SIGNS SHALL BE LIMITED TO IDENTIFICATION OF THE NAME OR ADDRESS OF THE BUILDING OR AN ESTABLISHMENT CONTAINED THEREIN.

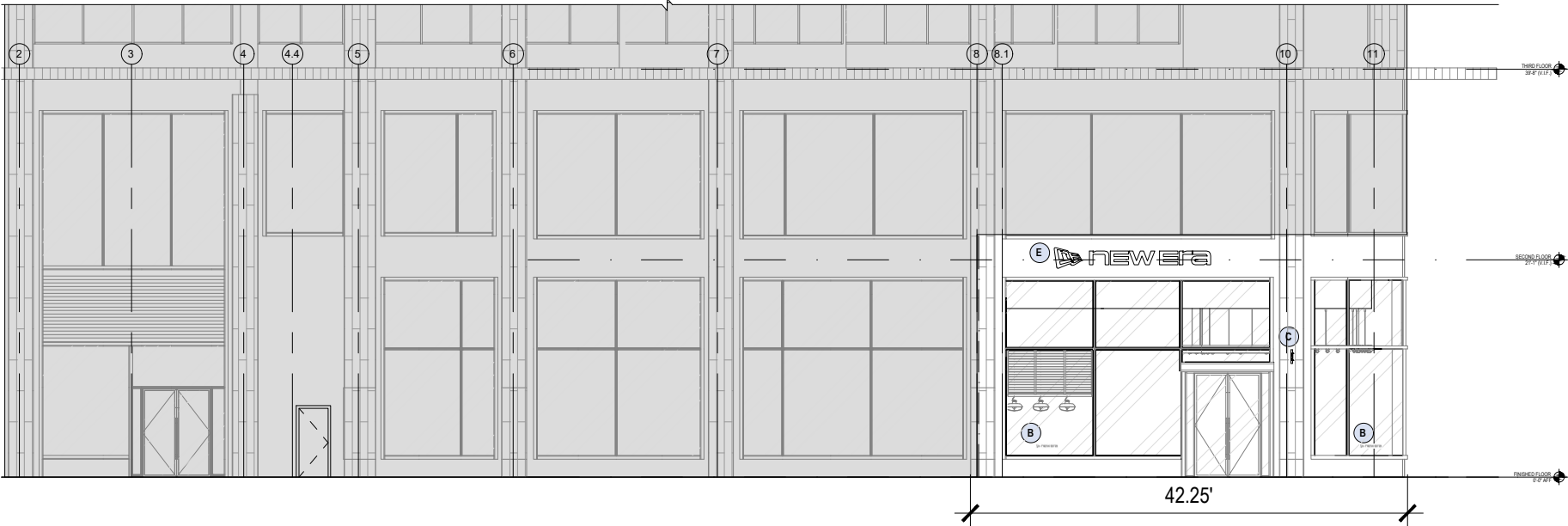
(B) SIGNS MAY BE DISPLAYED ON MARQUEES PERMITTED BY THE ADMINISTRATIVE CODE, PROVIDED THAT NO SUCH SIGN SHALL PROJECT MORE THAN 48 INCHES ABOVE NOR MORE THAN 12 INCHES BELOW SUCH MARQUEE.

42-643 HEIGHT OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS SHALL NOT EXTEND TO A HEIGHT GREATER THAN 40 FEET ABOVE CURB LEVEL, PROVIDED THAT NON-ILLUMINATED SIGNS OR SIGNS WITH INDIRECT ILLUMINATION MAY EXTEND TO A MAXIMUM HEIGHT OF 75 FEET.



KEY PLAN



LAFAYETTE STREET - PROPOSED SIGNAGE ELEVATION

Lafayette Street						
Non - Illuminated Signage						
Sign	Size (Width) in feet	Size (Height) in feet	Area (Square Feet)	Zoning Resolution	Summary	Compliant / Non - Compliant
Sign B (Vinyl @ Window)	0.832	3.166	2.63	-	-	-
Sign C (Blade)	1.5	1	1.50	-	-	-
Sign E (Exterior Façade)	15.166	2	30.33	-	-	-
Total Area of Proposed Non-Illuminated Signage			34	-	-	
Max. Allowed Area of Non-Illuminated Signage	42.3(Street Frontage)	6(Per 42-632)	254 Max.	42-632	34 SF (Area of Proposed Non-Illuminated Signage) < 254 SF (Max Allowable Area of Non-Illuminated Signage)	Compliant
Total Signage						
Sign	Size (Width) in feet	Size (Height) in feet	Area (Square Feet)	Zoning Resolution	Summary	Compliant / Non - Compliant
TOTAL AREA OF PROPOSED ILLUMINATED SIGNAGE	-	-	0	-	-	-
TOTAL AREA OF PROPOSED NON-ILLUMINATED SIGNAGE	-	-	34	-	-	-
Total Area of Illuminated Signage			34	-	-	
Max. Allowed Area of Illuminated Signage	42.3(Street Frontage)	6(Per 42-632)	254 Max.	42-632	34 SF (Area of All Proposed Signage) < 254 SF (Max Allowable Area of All Signage)	Compliant

ZONING RESOLUTION

42-631 TOTAL SURFACE AREA OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, THE TOTAL SURFACE AREA OF ALL PERMITTED SIGNS, INCLUDING NON-ILLUMINATED OR ILLUMINATED SIGNS, SHALL NOT EXCEED THE LIMITATION ESTABLISHED FOR NON-ILLUMINATED SIGNS, AS SET FORTH IN SECTION 42-632.

42-632 NON-ILLUMINATED SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, NON-ILLUMINATED SIGNS WITH TOTAL SURFACE AREAS NOT EXCEEDING SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, BUT IN NO EVENT MORE THAN 1,200 SQUARE FEET FOR EACH SIGN, ARE PERMITTED.

HOWEVER, IN ANY MANUFACTURING DISTRICT IN WHICH RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS ARE, UNDER THE PROVISIONS OF THE ZONING RESOLUTION, ALLOWED AS-OF-RIGHT OR BY SPECIAL PERMIT OR AUTHORIZATION, THE TOTAL SURFACE AREA OF ALL SUCH PERMITTED SIGNS SHALL NOT EXCEED SIX TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET.

42-633 ILLUMINATED OR FLASHING SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, ILLUMINATED OR FLASHING ADVERTISING SIGNS ARE NOT PERMITTED.

ILLUMINATED OR FLASHING SIGNS, OTHER THAN ADVERTISING SIGNS, AND ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION ARE PERMITTED, PROVIDED THAT THE TOTAL SURFACE AREA OF ALL SUCH SIGNS, IN SQUARE FEET, SHALL NOT EXCEED:

(A) FOR ILLUMINATED OR FLASHING SIGNS OTHER THAN ADVERTISING SIGNS, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 500 SQUARE FEET; AND

(B) FOR ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET.

HOWEVER, IN ANY MANUFACTURING DISTRICT IN WHICH RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS ARE, UNDER THE PROVISIONS OF THE ZONING RESOLUTION, ALLOWED AS-OF-RIGHT OR BY SPECIAL PERMIT OR AUTHORIZATION, THE TOTAL SURFACE AREA OF ALL SUCH PERMITTED SIGNS SHALL NOT EXCEED FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 500 SQUARE FEET.

42-64 PERMITTED PROJECTION OR HEIGHT OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, ALL PERMITTED SIGNS ARE SUBJECT TO THE APPLICABLE REGULATIONS OF THIS SECTION, INCLUSIVE.

42-641 PERMITTED PROJECTION
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, EXCEPT AS OTHERWISE PROVIDED IN SECTION 42-642 (ADDITIONAL REGULATIONS FOR PROJECTING SIGNS), NO PERMITTED SIGN SHALL PROJECT ACROSS A STREET LINE MORE THAN 18 INCHES FOR DOUBLE- OR MULTI-FACETED SIGNS OR 12 INCHES FOR ALL OTHER SIGNS, EXCEPT THAT:

(A) IN M1-5B, M1-5M AND M1-6M DISTRICTS, FOR EACH ESTABLISHMENT LOCATED ON THE GROUND FLOOR, NON-ILLUMINATED SIGNS OTHER THAN ADVERTISING SIGNS MAY PROJECT NO MORE THAN 40 INCHES ACROSS A STREET LINE, PROVIDED THAT ALONG EACH STREET ON WHICH SUCH ESTABLISHMENT FRONTS, THE NUMBER OF SUCH SIGNS FOR EACH ESTABLISHMENT SHALL NOT EXCEED TWO TWO-SIDED SIGNS SEPARATED AT LEAST 25 FEET APART, AND FURTHER PROVIDED THAT ANY SUCH SIGN SHALL NOT EXCEED A SURFACE AREA OF 24 BY 36 INCHES AND SHALL NOT BE LOCATED ABOVE THE LEVEL OF THE FIRST STORY CEILING.

(B) FOR ZONING LOTS OCCUPIED BY MORE THAN TWO THEATERS DESIGNED, ARRANGED AND USED FOR LIVE PERFORMANCES OF DRAMA, MUSIC OR DANCE AND LOCATED WITHIN THE AREA BOUNDED BY WEST 34TH STREET, EIGHTH AVENUE, WEST 42ND STREET AND TENTH AVENUE, PERMITTED SIGNS MAY PROJECT ACROSS A STREET LINE NO MORE THAN 4 FEET, 6 INCHES, PROVIDED THE HEIGHT OF ANY SUCH SIGNS SHALL NOT EXCEED 55 FEET ABOVE CURB LEVEL.

42-642 ADDITIONAL REGULATIONS FOR PROJECTING SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS OTHER THAN ADVERTISING SIGNS MAY BE DISPLAYED AS FOLLOWS:

(A) NON-ILLUMINATED SIGNS MAY BE DISPLAYED ON AWNINGS OR CANOPIES PERMITTED BY THE ADMINISTRATIVE CODE, WITH A SURFACE AREA NOT EXCEEDING 12 SQUARE FEET AND WITH THE HEIGHT OF LETTERS NOT EXCEEDING 12 INCHES. ANY COMMERCIAL COPY ON SUCH SIGNS SHALL BE LIMITED TO IDENTIFICATION OF THE NAME OR ADDRESS OF THE BUILDING OR AN ESTABLISHMENT CONTAINED THEREIN.

(B) SIGNS MAY BE DISPLAYED ON MARQUEES PERMITTED BY THE ADMINISTRATIVE CODE, PROVIDED THAT NO SUCH SIGN SHALL PROJECT MORE THAN 48 INCHES ABOVE NOR MORE THAN 12 INCHES BELOW SUCH MARQUEE.

42-643 HEIGHT OF SIGNS
M1 M2 M3

IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS SHALL NOT EXTEND TO A HEIGHT GREATER THAN 40 FEET ABOVE CURB LEVEL, PROVIDED THAT NON-ILLUMINATED SIGNS OR SIGNS WITH INDIRECT ILLUMINATION MAY EXTEND TO A MAXIMUM HEIGHT OF 75 FEET.

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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 COMMISION
SOHO - FLAGSHIP STORE
LAFAYETTE STREET - ZONING SIGNAGE ANALYSIS

SCALE
NTS

DRAWING
LPC-17

SEAL



AV SCREENS LIGHT LEVELS

- SCREEN WILL BE ON 24/7
- FROM DUSK TO DAWN, SCREEN BRIGHTNESS ADJUSTS TO AMBIENT LIGHT LEVELS
 - STATIC AND DYNAMIC IMAGERY – NO RAPID FLASHING OR STROBING IMAGERY

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

PROJECT NO.
1523835-00

DRAWN BY
AE

DATE
04/25/2025

DRAWING
LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
AV SCREENS CONTENT

SCALE
NTS

DRAWING
LPC-18

SEAL

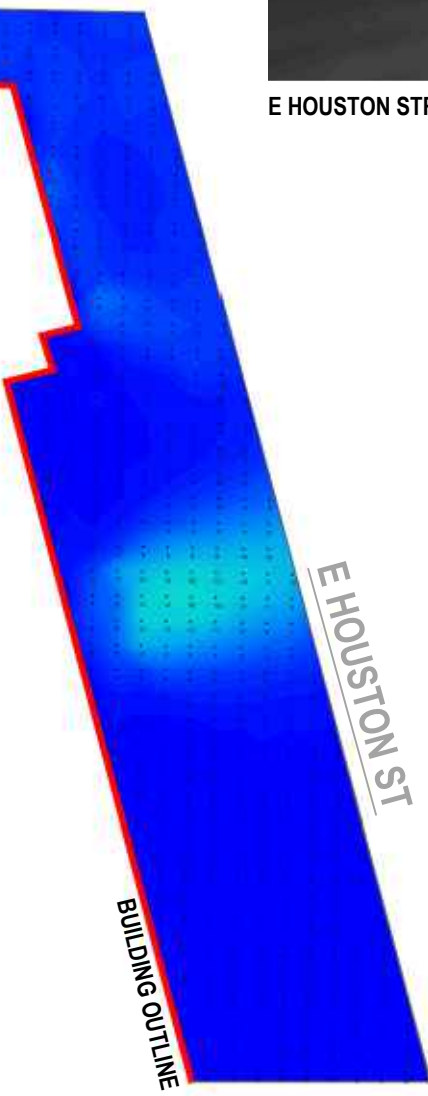
Name	Avg (fc)	Max (fc)	Min (fc)	Avg / Min	Area (ft ²)	LPD (W/ft ²)
Ground Level	2.0	13.4	0.0	Infinity	1966.6	
Storefront Hardscape	2.0	13.4	0.0	Infinity	1966.6	0.0

CROSBY ST

BUILDING OUTLINE



BUILDING LIGHTING ILLUMINATION AXON



E HOUSTON ST

BUILDING OUTLINE



E HOUSTON STREET



CORNER OF E HOUSTON STREET & CROSBY STREET



CROSBY STREET



E HOUSTON STREET

TPG Architecture

TPG ARCHITECTURE, LLP
31 PENN PLAZA
132 EAST 31ST STREET, 5TH FLOOR, NEW YORK, NY 10001
212.768.0800 | TPGARCHITECTURE.COM

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

PROJECT NO.
1523835-00

DRAWN BY
AE

DATE
04/25/2025

DRAWING
LANDMARKS PRESERVATION COMMISION
SOHO - FLAGSHIP STORE
AV SCREENS - LIGHTING CALCULATIONS



SCALE
NTS

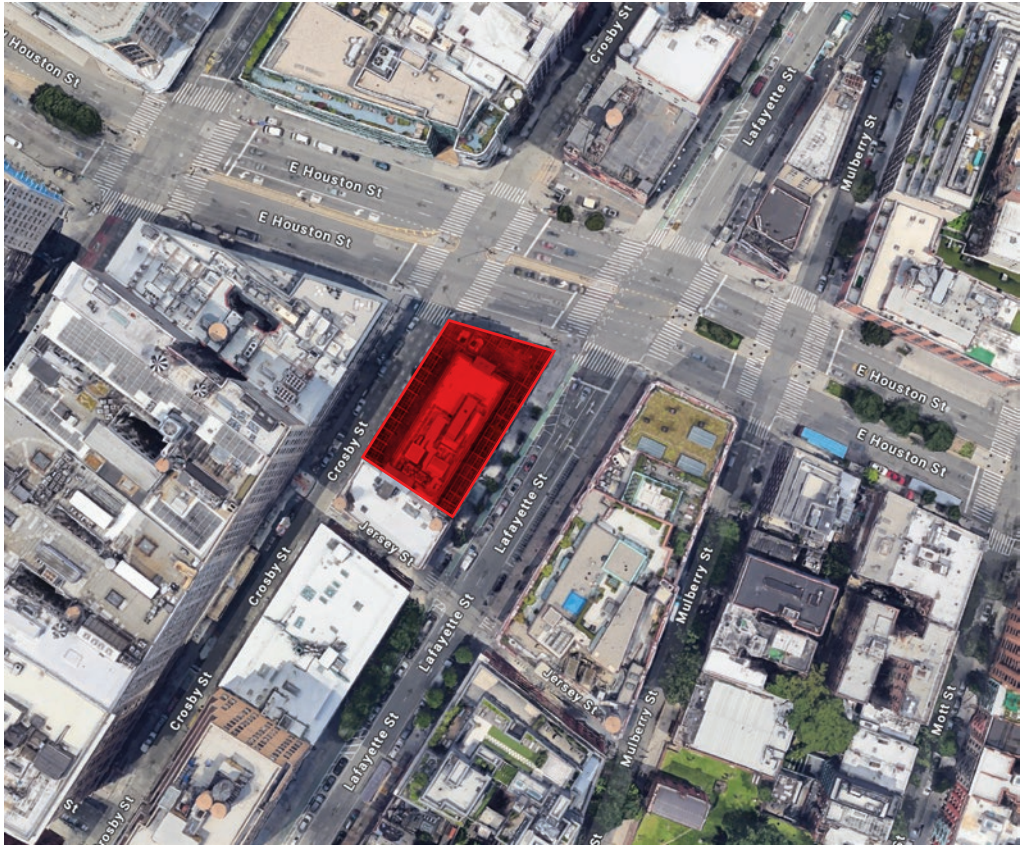
DRAWING
LPC-19

SEAL

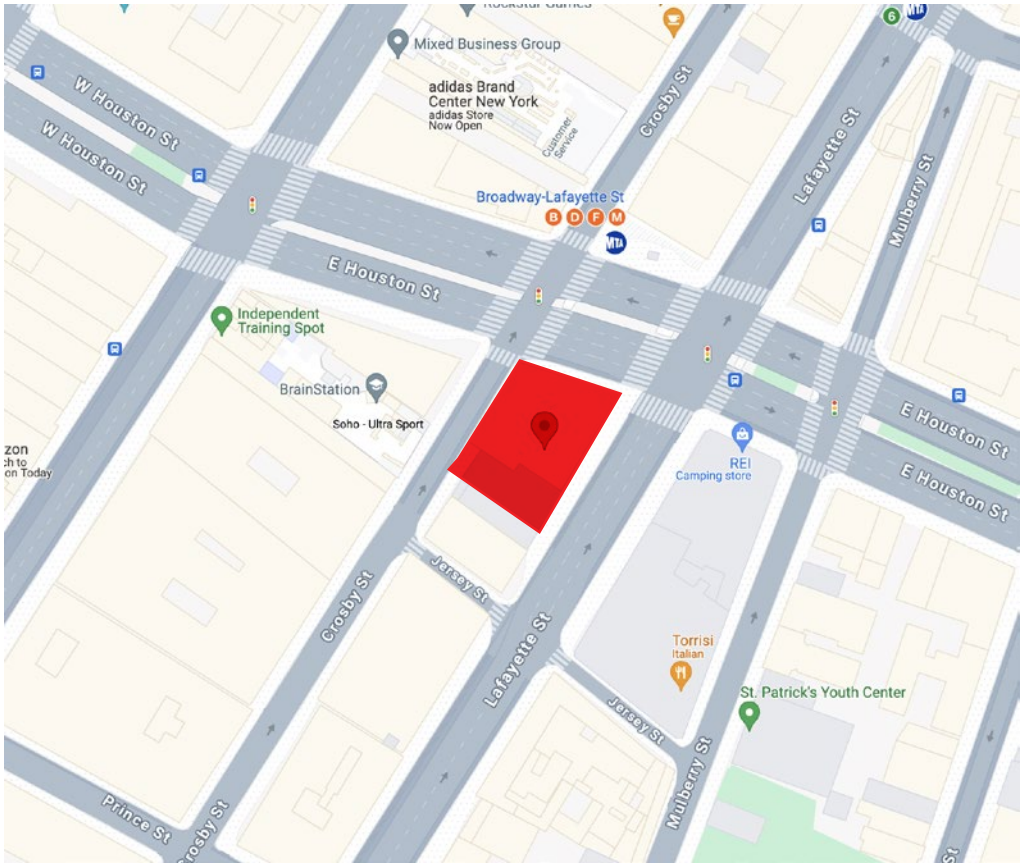


NOTE: This drawing supersedes all drawings with dates prior to the date of this drawing.

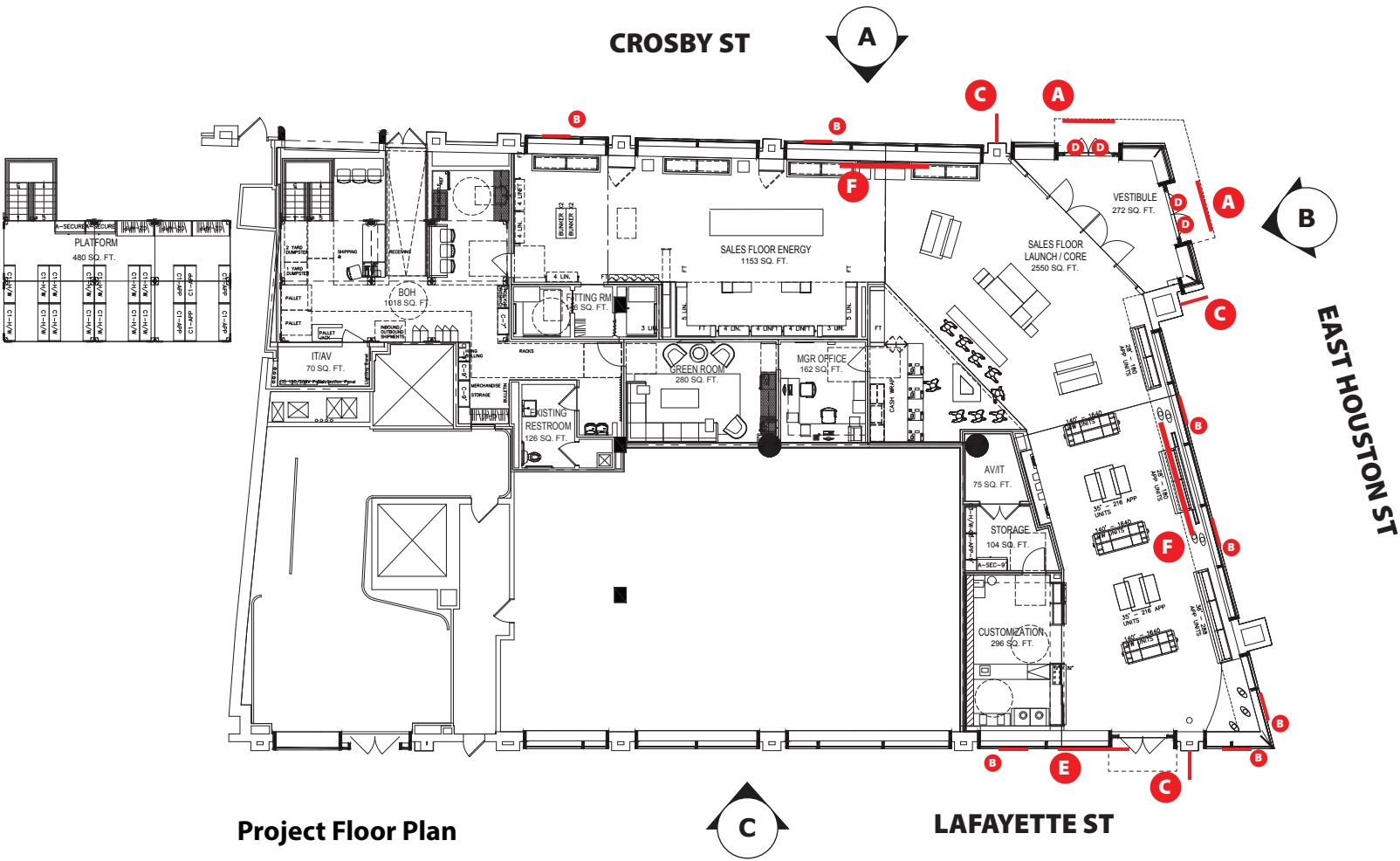
CLIENT:	NEW ERA			<div> SIGNWAV ELITE <small>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</small> 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div> <div><div> REQUIRED</div><div><small>URGENT: ATTENTION ELECTRICIANS</small> Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 803.530.3255</div><div><small>CIRCUITS REQUIRED</small> 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>
PROJECT:	1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012	PROJECT # SWE24-038		
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:	Cover			
DRAWING DATE:	25 April 2025	SHEET:	LPC-20	



Project Aerial View





Vicinity Map



Project Floor Plan

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:		Location Information		<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>
DRAWING DATE:		25 April 2025	SHEET: LPC-21	

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



Previous Site Conditions (Lafayette & E. Houston St.)



Current Site Conditions (Lafayette & E. Houston St.)





Current Site Conditions (Crosby & E. Houston St.)



Current Site Conditions (Lafayette)



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

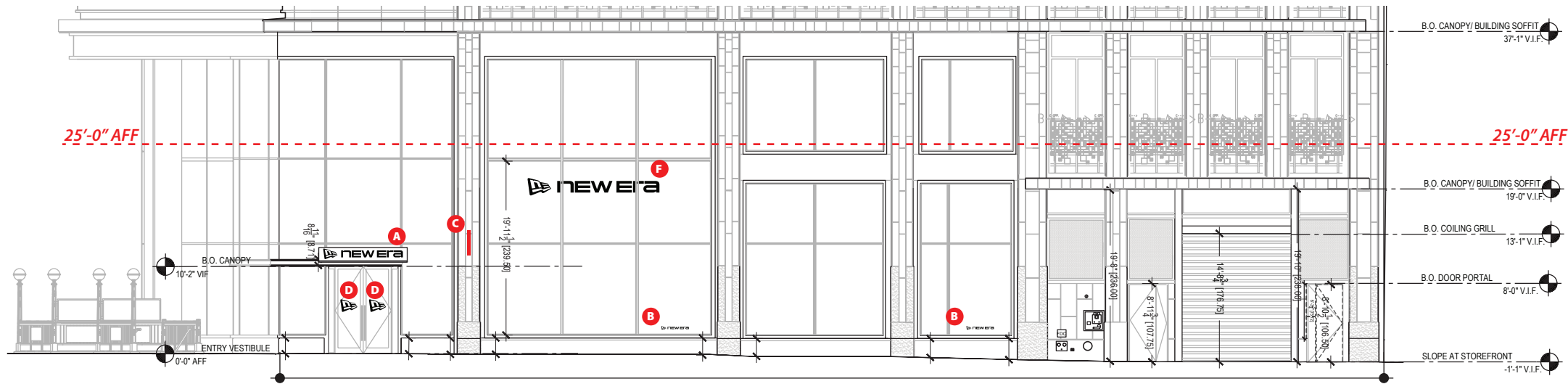
CLIENT:		NEW ERA		<div> SIGNWAV ELITE <small>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</small> 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div> <div><div> REQUIRED</div><div>URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, 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>SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.</div>
PROJECT:		1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012	PROJECT # SWE24-038	
CLIENT APPROVAL:				
APPROVAL DATE:				
PAGE TITLE:		Location Information		
DRAWING DATE:		25 April 2025	SHEET: LPC-22	



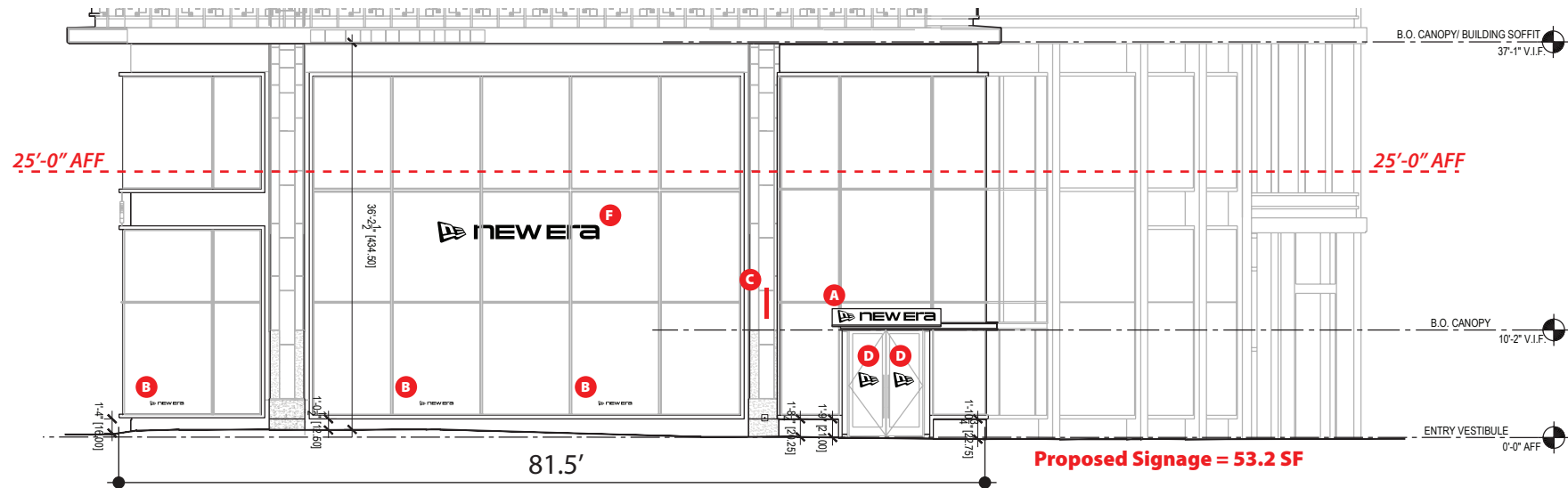
Preliminary Rendering

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

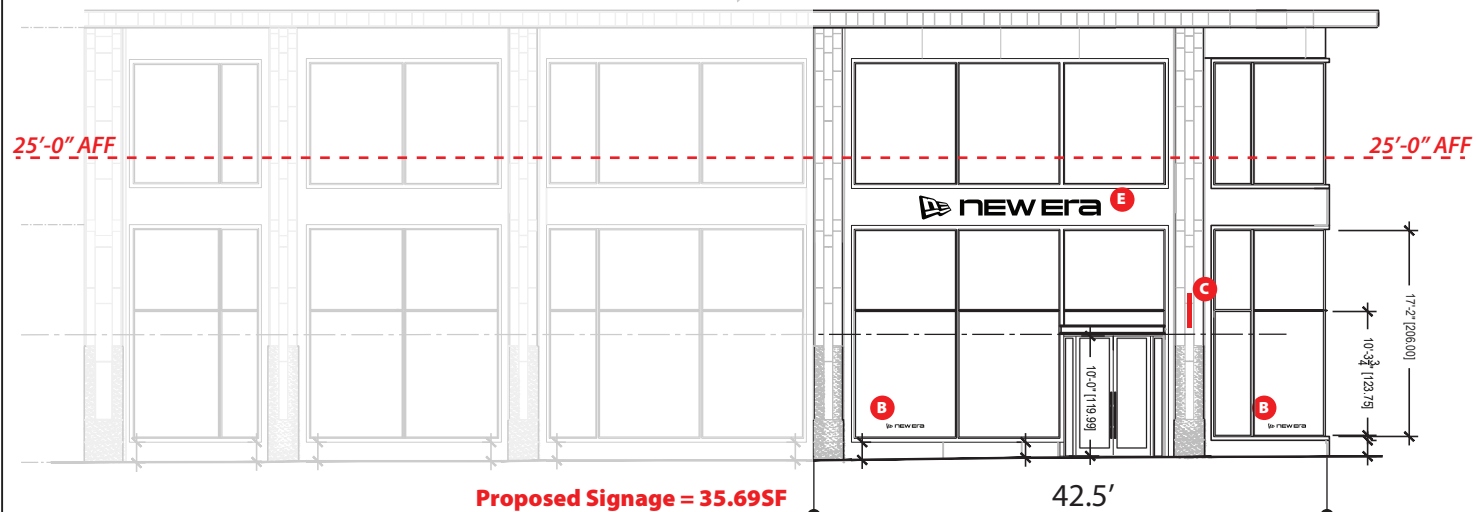
CLIENT:		NEW ERA		<div> SIGNWAV ELITE <small>FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</small> 2208 Riding Ridge Rd. Columbia, SC 29223 803-530-3255 www.Signwav.com</div> <div><div> REQUIRED</div><div>URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, 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>SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.</div>			
PROJECT:		1st Floor Retail Tenant Fitout 300 Lafayette street New York, NY, 10012				PROJECT # SWE24-038	
CLIENT APPROVAL:							
APPROVAL DATE:							
PAGE TITLE:		Rendering					
DRAWING DATE:		25 April 2025		SHEET: LPC-23			



(A) Crosby St. Elevation - 1/16" = 1'-0"
Proposed Signage = 51.4 SF
127.5' X 5 = 637.5 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 (500 SF MAX PER TENANT)

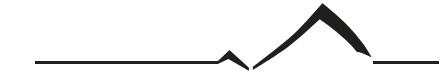



(B) E. Houston St. Elevation - 1/16" = 1'-0"
Proposed Signage = 53.2 SF
81.5' X 5 = 407.5 SF ACCUMULATED TOTAL NON ILLUMINATED SIGNAGE FOR ALL TENANTS ALLOWED ON THIS FRONTAGE BELOW 25' FROM T.O. CURB (SEE ZONING NOTES) NOTE: TOTAL SIGNAGE AREA MUST ALWAYS BE COORDINATED AMONG ALL TENANCIES (500 SF MAX PER TENANT)

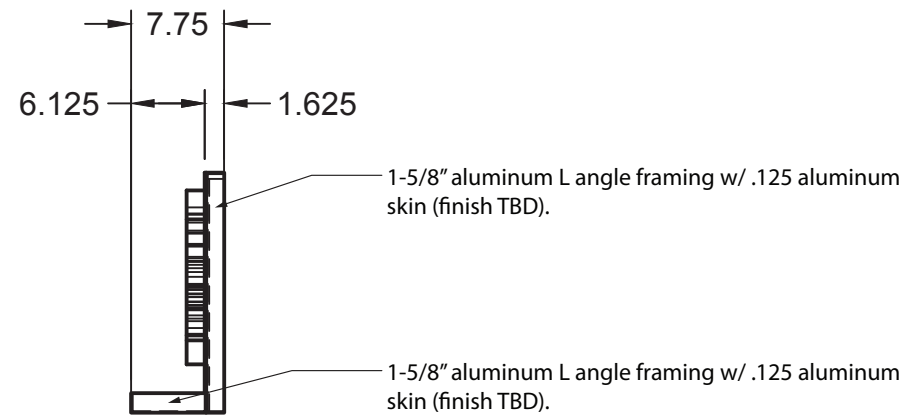
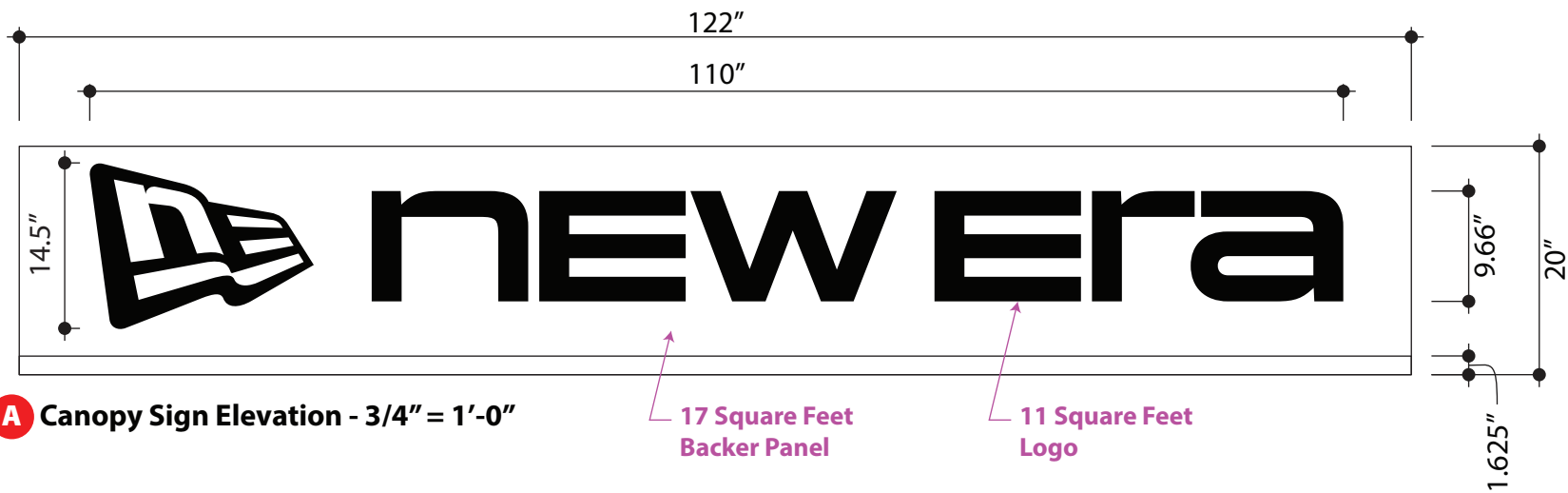


(C) Lafayette St. Elevation - 1/16" = 1'-0"
Proposed Signage = 35.69SF
42.5' X 5 = 212.5 SF ACCUMULATED TOTAL NON ILLUMINATED SIGNAGE FOR ALL TENANTS ALLOWED ON THIS FRONTAGE BELOW 25' FROM T.O. CURB (SEE ZONING NOTES)* NOTE: TOTAL SIGNAGE AREA MUST ALWAYS BE COORDINATED AMONG ALL TENANCIES (500 SF MAX 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:				<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>
PAGE TITLE:		Elevations		
DRAWING DATE:		25 April 2025	SHEET:	LPC-24
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.



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

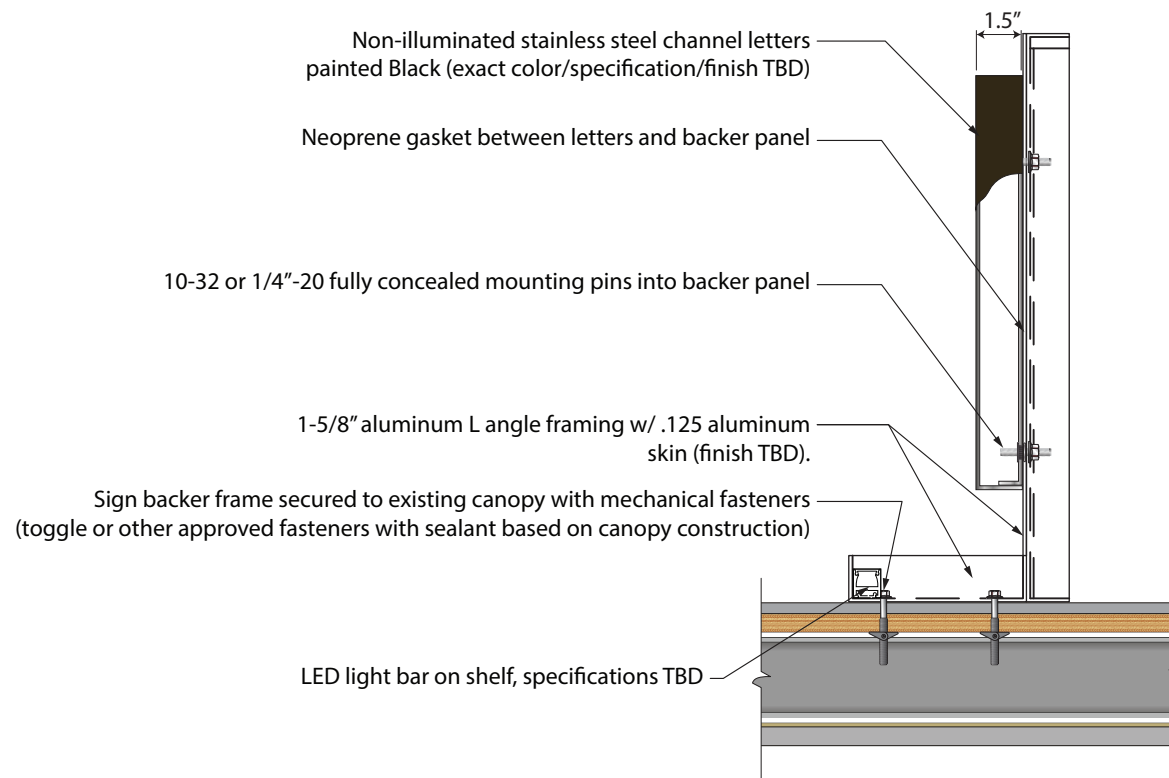


Canopy Sign Plan - 3/4" = 1'-0"



Isometric View

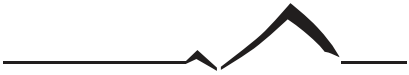

Inner portion of flag logo graphic to be "knock-out" revealing substrate beyond



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

SPECIFICATIONS:

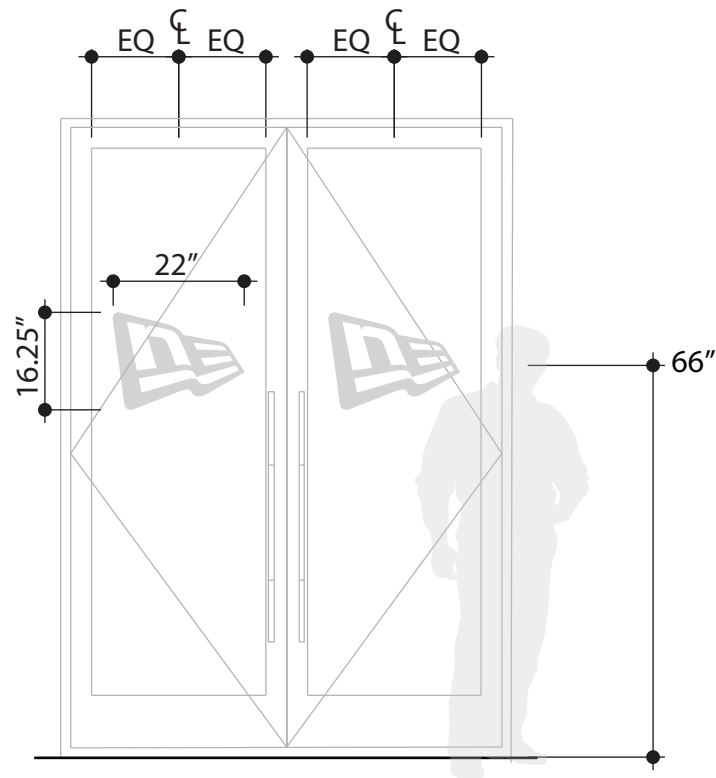
- Sign to be comprised of a custom-fabricated non-illuminated channel letters mounted to aluminum support frame installed on top of existing canopy.
- Letter bodies & flag logo graphic to be 1-1/2" deep custom fabricated aluminum painted Black (**exact color, paint color and finish specification TBD**).
- 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**

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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> 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>
DRAWING DATE:		25 April 2025	SHEET: LPC-25	
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**



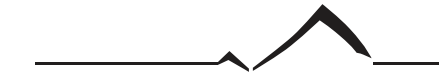

D Entry Vinyl Elevation - 3/8" = 1'-0"
2.5 Square Feet (ea.)

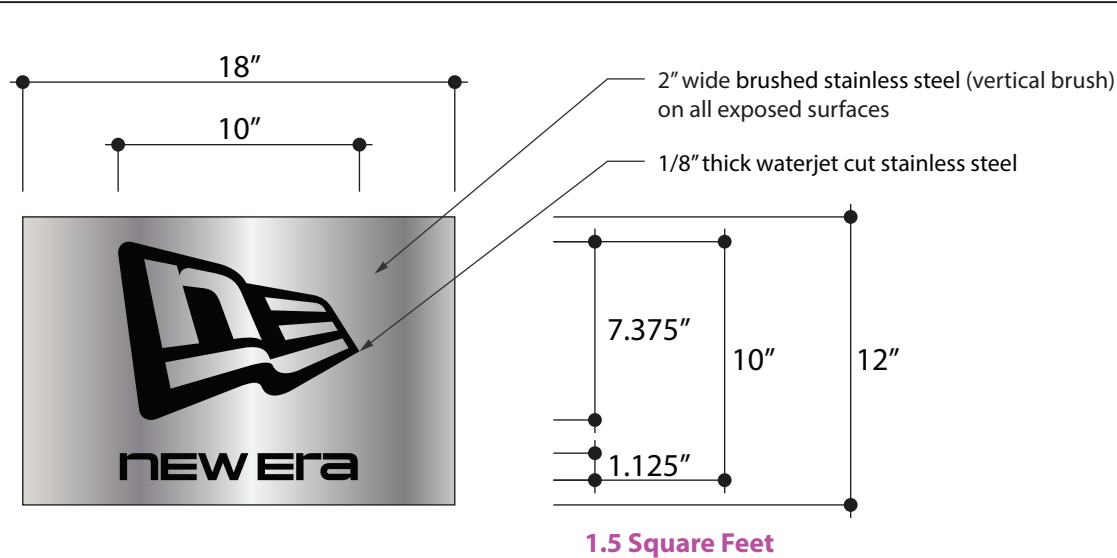
- SPECIFICATIONS:**
- Sign to be comprised of 3M Dusted Crystal exterior grade vinyl.
 - Vinyl to be installed on the second surface of door glazing.
 - **Quantity: [4] Four**



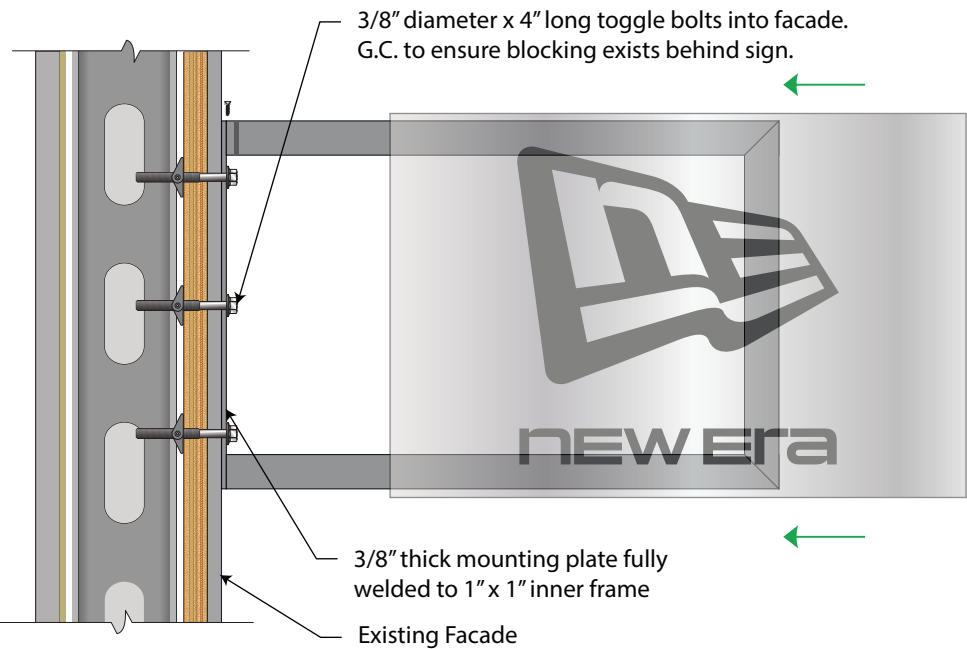
Rendering

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

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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>
DRAWING DATE:		25 April 2025	SHEET: LPC-26	
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.				

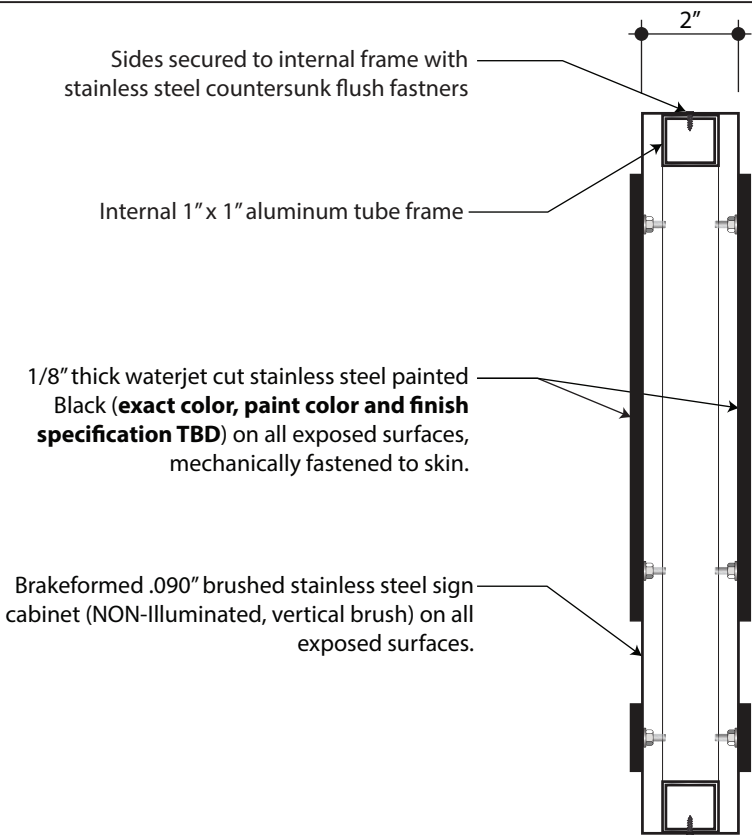


C Blade Sign Elevation - 1-1/2" = 1'-0"
NON ILLUMINATED
Quantity: [3] ONE Double Sided Blade Signs



Blade Sign Frame Drawings - NTS

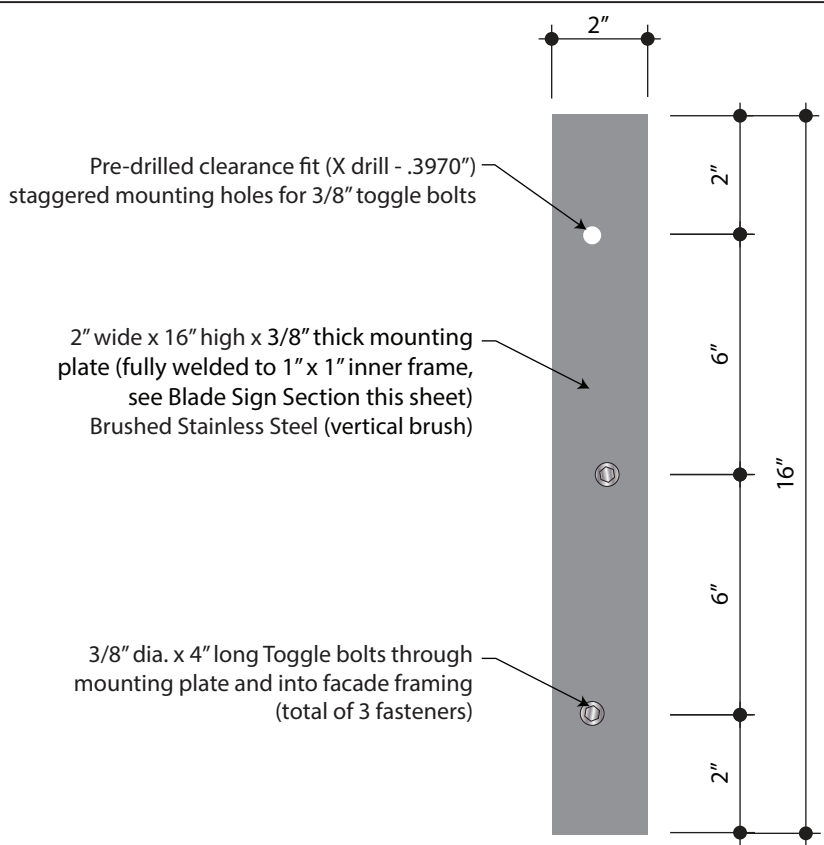
- SPECIFICATIONS:**
- Signage will be comprised of a double-sided fabricated brushed stainless steel non-illuminated blade sign with surface applied graphics on both faces.
 - Cabinet will be comprised of 1" x 1" welded aluminum boxed tube frame with .090" brushed stainless steel skin (**vertical brush**).
 - 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

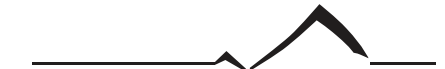



Rendering



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

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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> 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>
DRAWING DATE:		25 April 2025	SHEET: LPC-27	
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.				



E Wall Sign Elevation - 3/8" = 1'-0"
NON ILLUMINATED

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

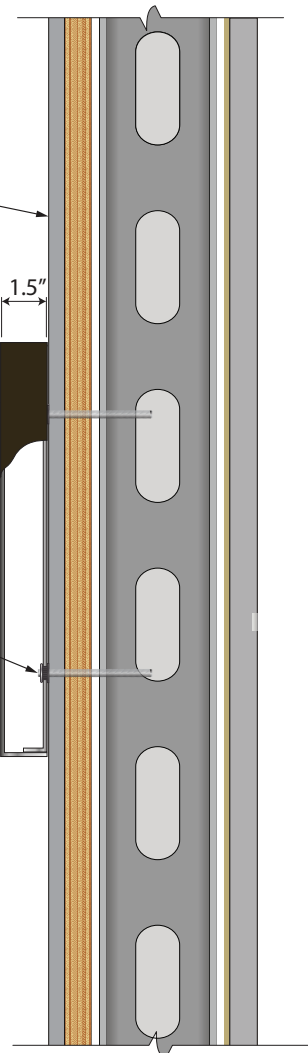


Rendering

Non-illuminated stainless steel channel letters painted Black (exact color/specification/finish TBD)

10-32 or 1/4"-20 fully concealed mounting pins. Install with clear silicone in pre-drilled mounting holes.

facade (substrate TBD)



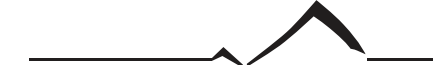

Storefront Sign Section - NTS

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.

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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> 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>	
PAGE TITLE:		Sign Details					
DRAWING DATE:		25 April 2025		SHEET: LPC-28			
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.							



F INTERIOR Window Sign Elevation - 1/2" = 1'-0"
REAR/PARTIAL SIDE ILLUMINATED (Mounted on interior of store 18" from glass)



Rendering



Sign Type Example

Sign Type Example

Sign Type Example



Sign Type Example



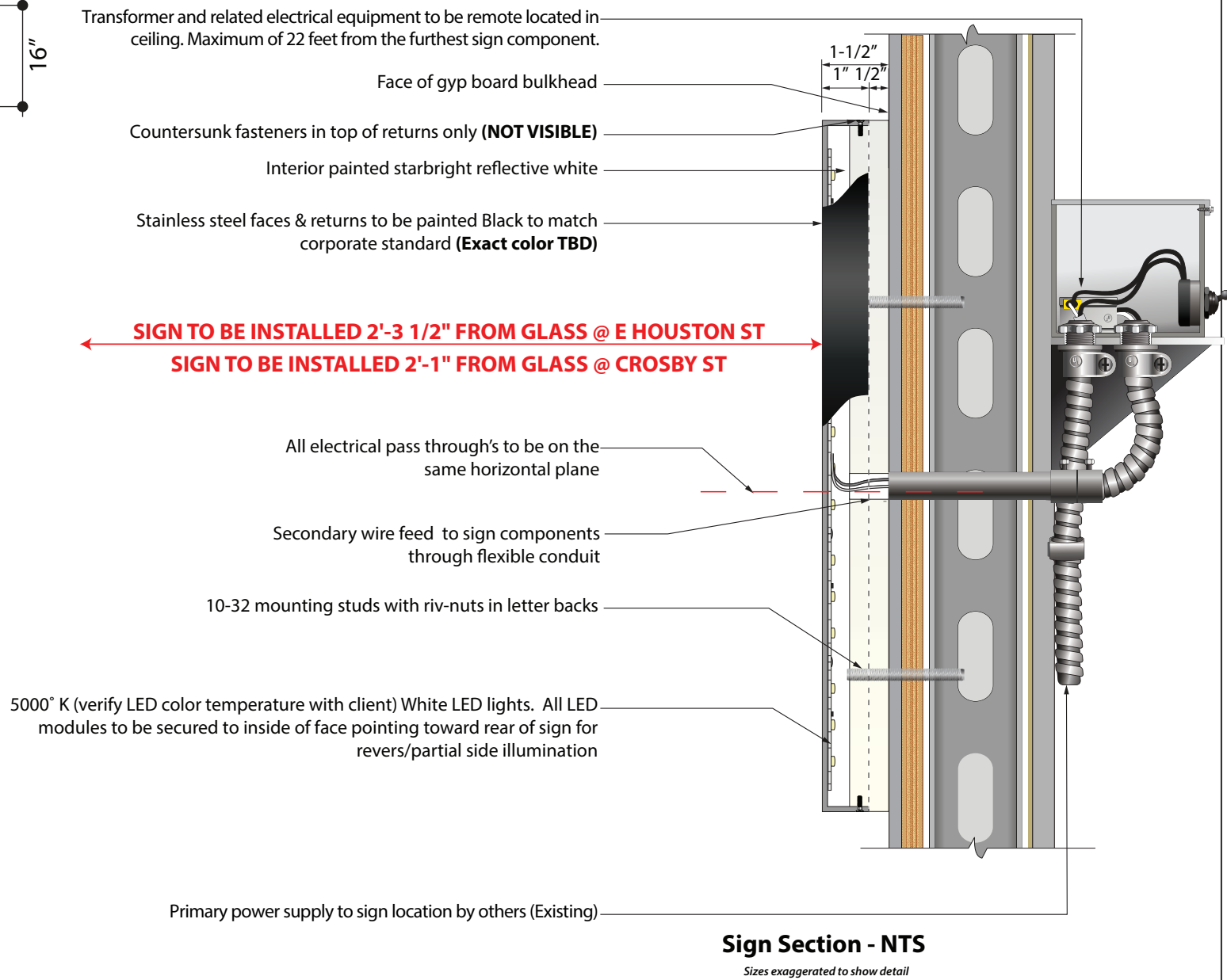
Sign Type Example

INTERIOR SIGN

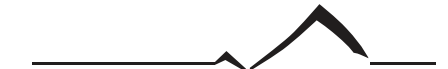

SPECIFICATIONS:

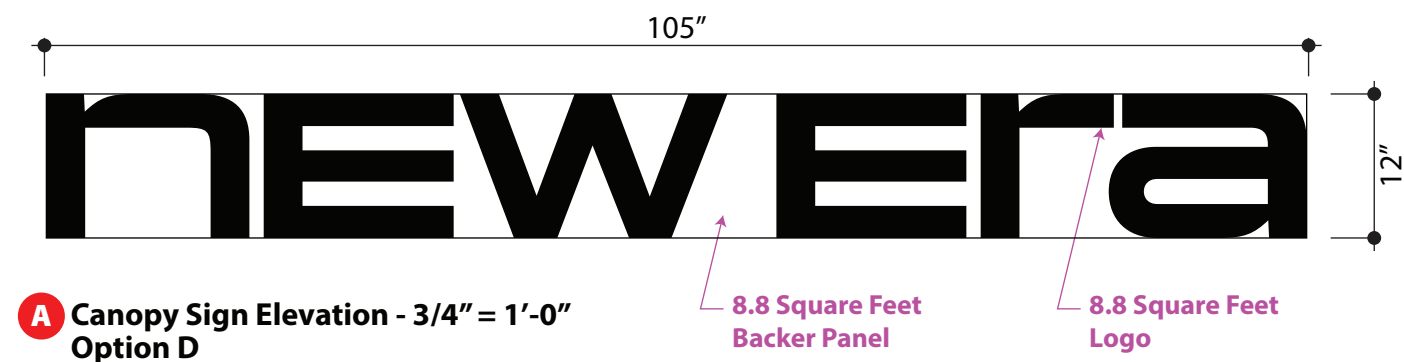
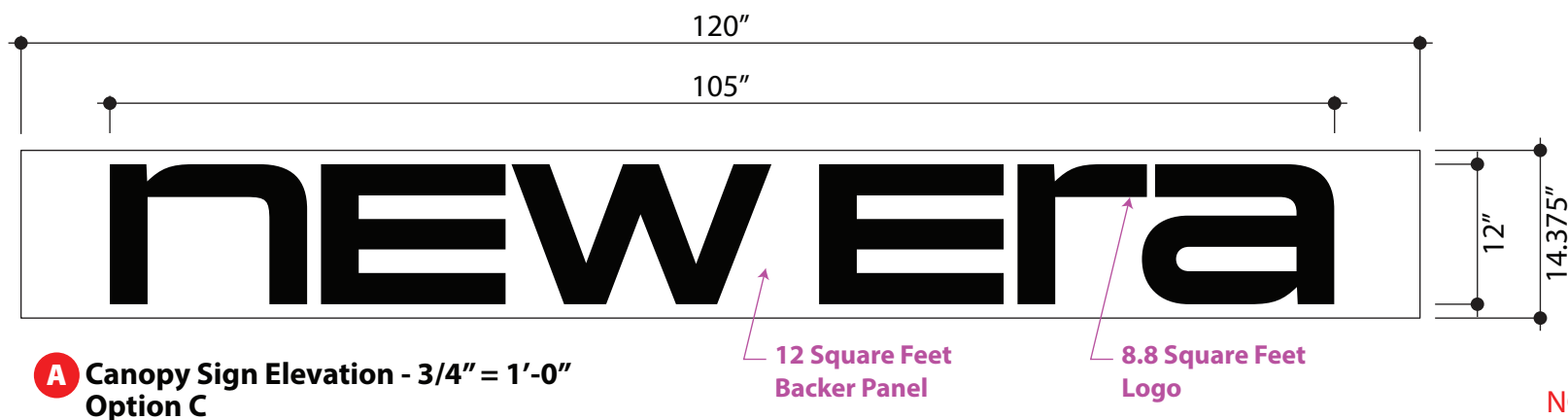
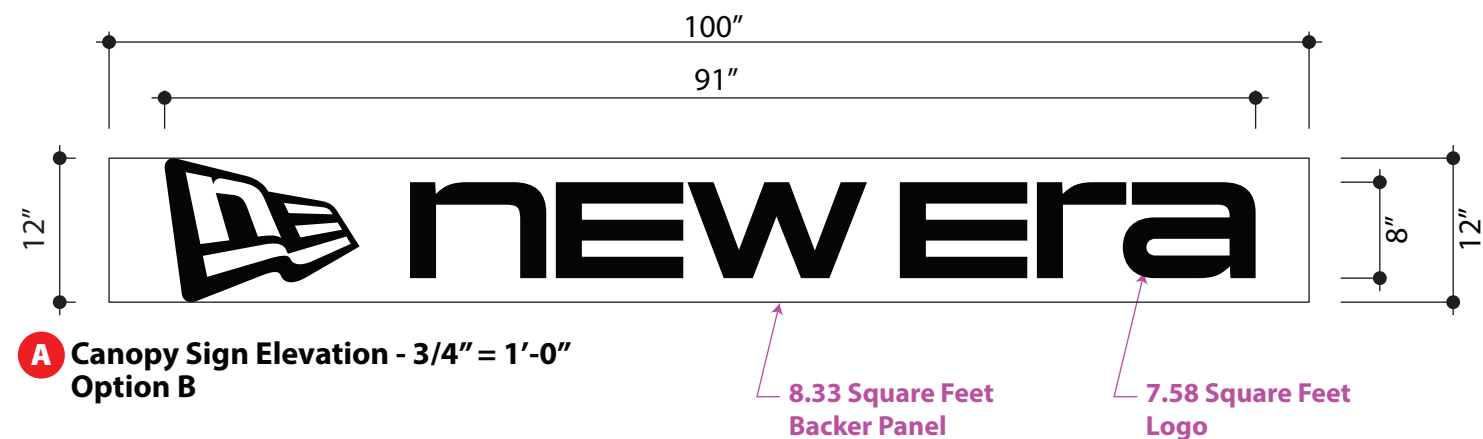
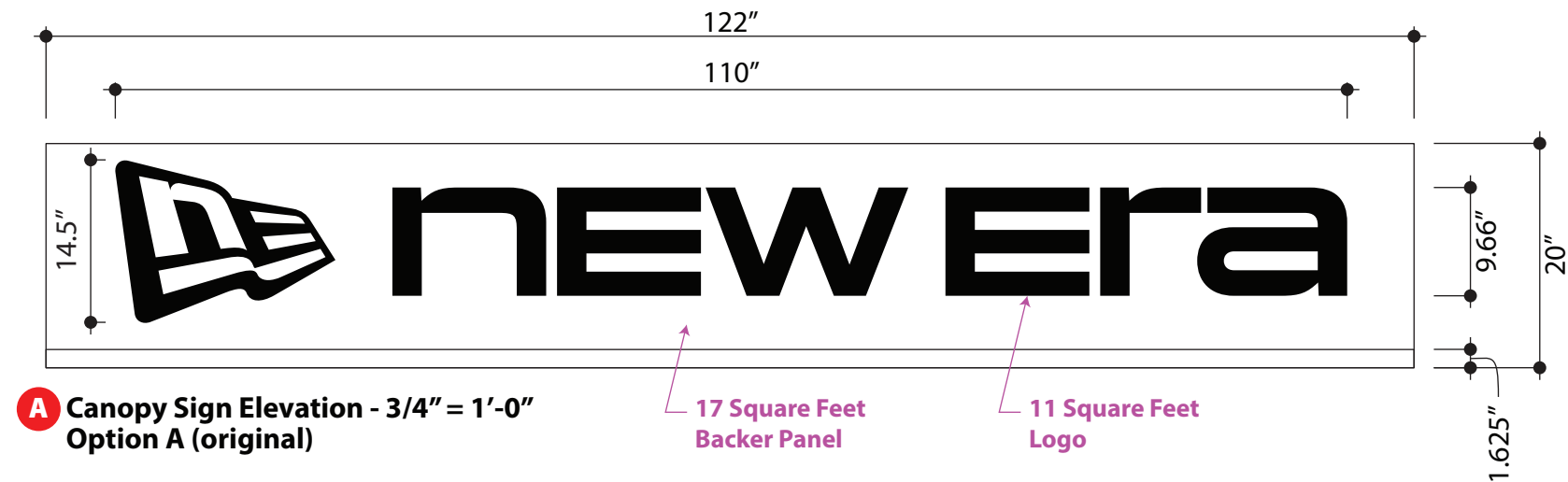
- Sign to be comprised of a custom-fabricated rear/partial side illuminated letters mounted flush to gyp board bulkhead.
- Sign letters & Flag logo to be constructed stainless steel faces & returns painted Black (**exact color, paint color and finish specification TBD**) with frosted acrylic backs/partial 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**

30.3 Square Feet





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CLIENT:	NEW ERA			<div> SIGNWAV ELITE FOREMOST RETAIL SIGNAGE • IMPLEMENT / COUNSEL</div> <div>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:				<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>
PAGE TITLE:	Sign Details			
DRAWING DATE:	25 April 2025	SHEET:	LPC-29	



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:				
PAGE TITLE:		Canopy Sign Options		
DRAWING DATE:		25 April 2025	SHEET: LPC-30	

April 29, 2025
Public Meeting

The current proposal is:

Preservation Department – Item 1, LPC-25-07216

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

To testify virtually, please join Zoom

Webinar ID: 161 993 3268

Passcode: 194934

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.