

June 10, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 2, LPC-25-07868

594 Broadway – SoHo-Cast Iron Historic District

Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 795 3238

Passcode: 895806

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

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ANY WAY.
(NYS EDUCATION LAW SEC. 7209-2)

#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

BUILDING
FACADE

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

Seal:

DWG No.

A-001.00

1 OF 11

DOB NOW APPLICATION #

M01182958-I1

SoHo-Cast Iron Historic District | LP-00768



Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 3.20.2019

GFP
594 BROADWAY

Legend

- Historic District Boundary
- Building Footprints
- New York City Tax Lots

SoHo-Cast Iron Historic District | LP-00768
Borough of Manhattan

Public Hearing: July 21, 1970

Designated: August 14, 1973

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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

HISTORIC DISTRICT
BOUNDARY MAP

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-



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A-002.00
2 OF 11

DOB NOW APPLICATION #
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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

HISTORIC
PHOTOGRAPH

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-



DWG No.
A-003.00
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DOB NOW APPLICATION #
M01182958-I1



ATHLETA LOGO BLADE SIGN AT 594 BROADWAY -
VIEW FACING PRINCE STREET



VIEW OF 594 BROADWAY FACING PRINCE STREET
WITH ATHLETA LOGO BLADE SIGN REMOVED



ATHLETA LOGO BLADE SIGN AT 594 BROADWAY -
VIEW FACING EAST HOUSTON STREET



VIEW OF 594 BROADWAY FACING EAST HOUSTON
STREET WITH ATHLETA LOGO BLADE SIGN REMOVED

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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

REMOVAL OF EXISTING
ATHLETA LOGO BLADE
SIGN

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

Seal:

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A-004.00

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DOB NOW APPLICATION #

M01182958-I1

GFP FACADE
594 BROADWAY
FRONT VIEW



HEIGHT FROM SIDEWALK TO MATCH NORTHFACE
INSTALLATION (TO BE VERIFIED)

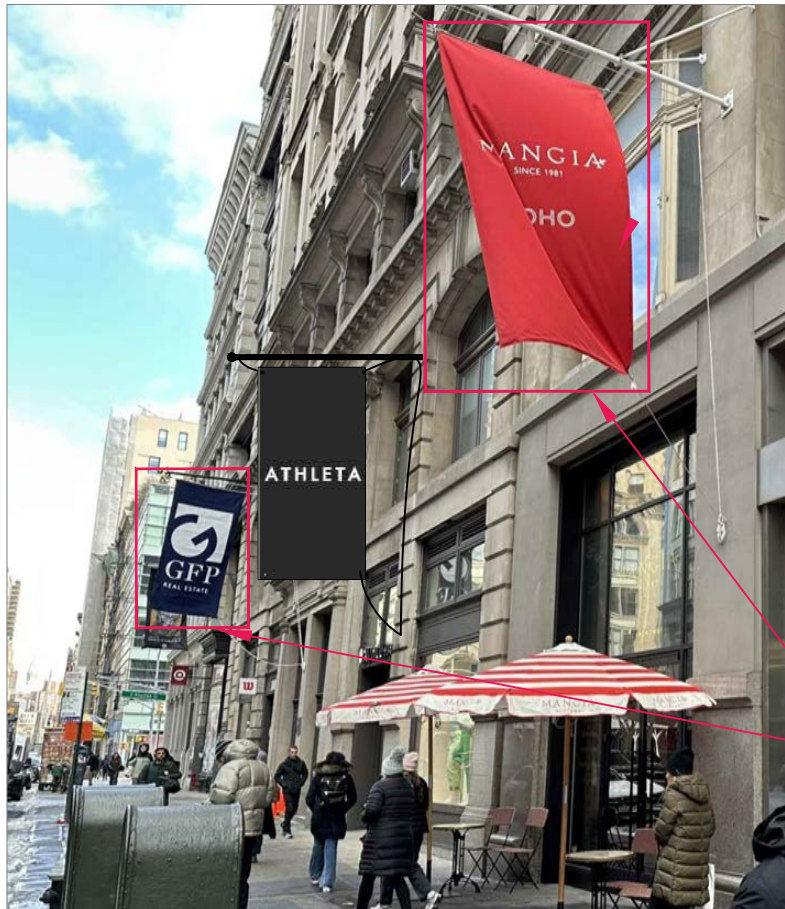
ROPE HOOK

VIEW OF EXTERIOR WALL



APPROVED FLAG BY LPC:
APPROVED FLAGPOLE WITH
BANNERS AT NEIGHBORING STORE

VIEW OF EXTERIOR WALL



APPROVED BANNERS BY LPC:
APPROVED FLAGPOLES WITH
BANNERS AT NEIGHBORING STORES

PHOTO MONTAGE OF ATHLETA FLAG ON 594
BROADWAY
VIEW FACING EAST HOUSTON STREET

PHOTO MONTAGE OF ATHLETA BANNER AT 594
BROADWAY
VIEW FACING PRINCE STREET

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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

PHOTO MONTAGES
OF PROPOSED ATHLETA
BANNER AT 594
BROADWAY

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

Seal:



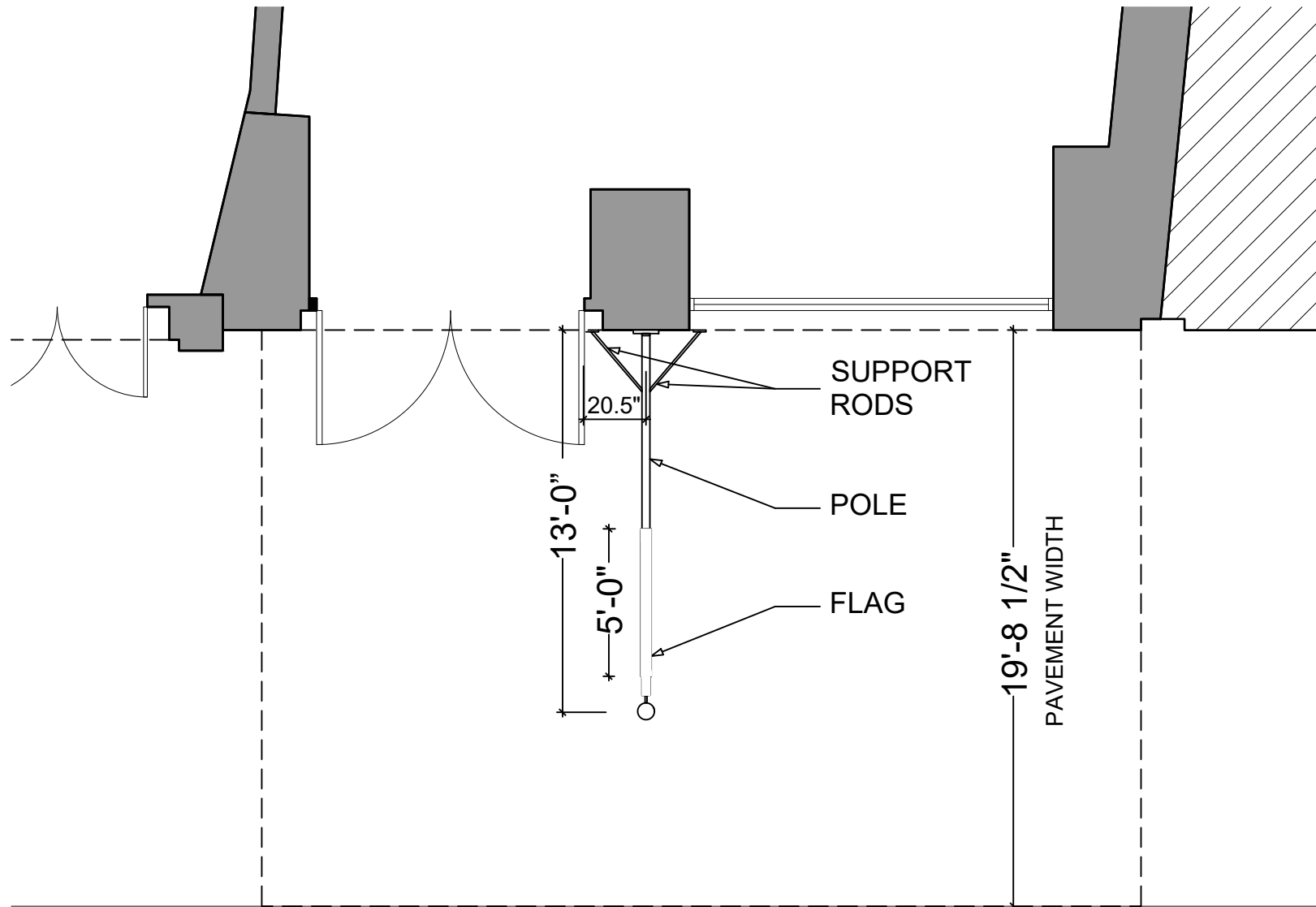
DWG No.

A-005.00

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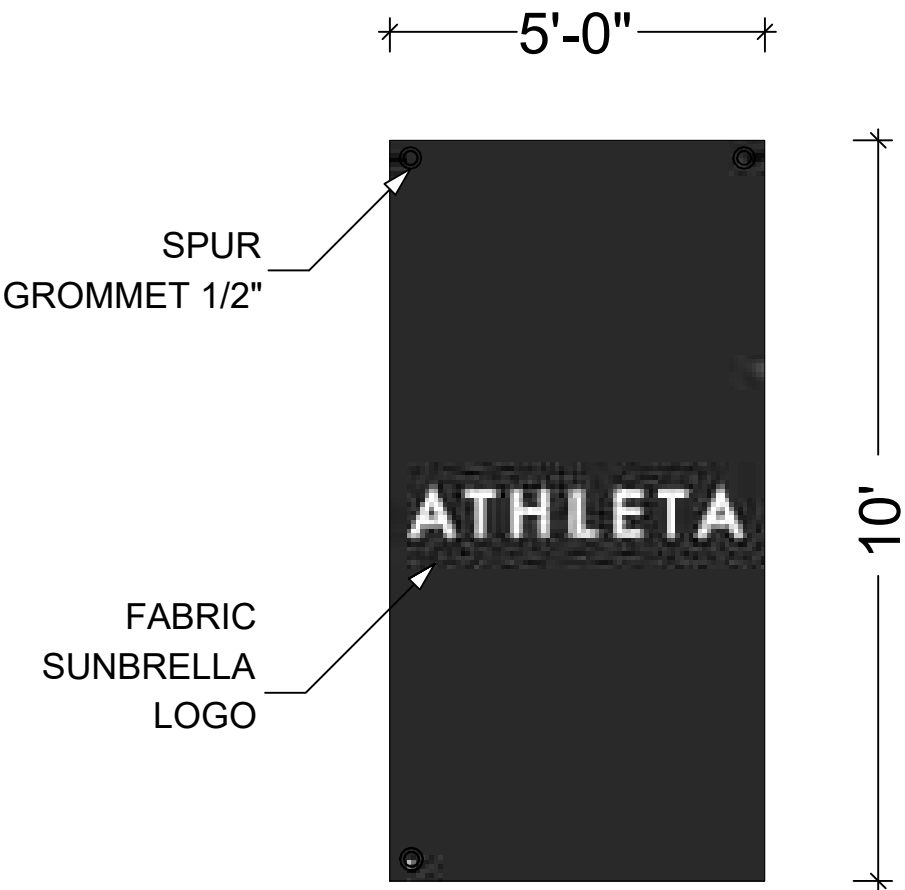
DOB NOW APPLICATION #

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BROADWAY

1 POLE: PLAN VIEW
SCALE: 3/16" = 1'-0"



2 BANNER: ELEVATION
SCALE: 3/16" = 1'-0"

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#	Date	Description	By	Chk'd

Project:
594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

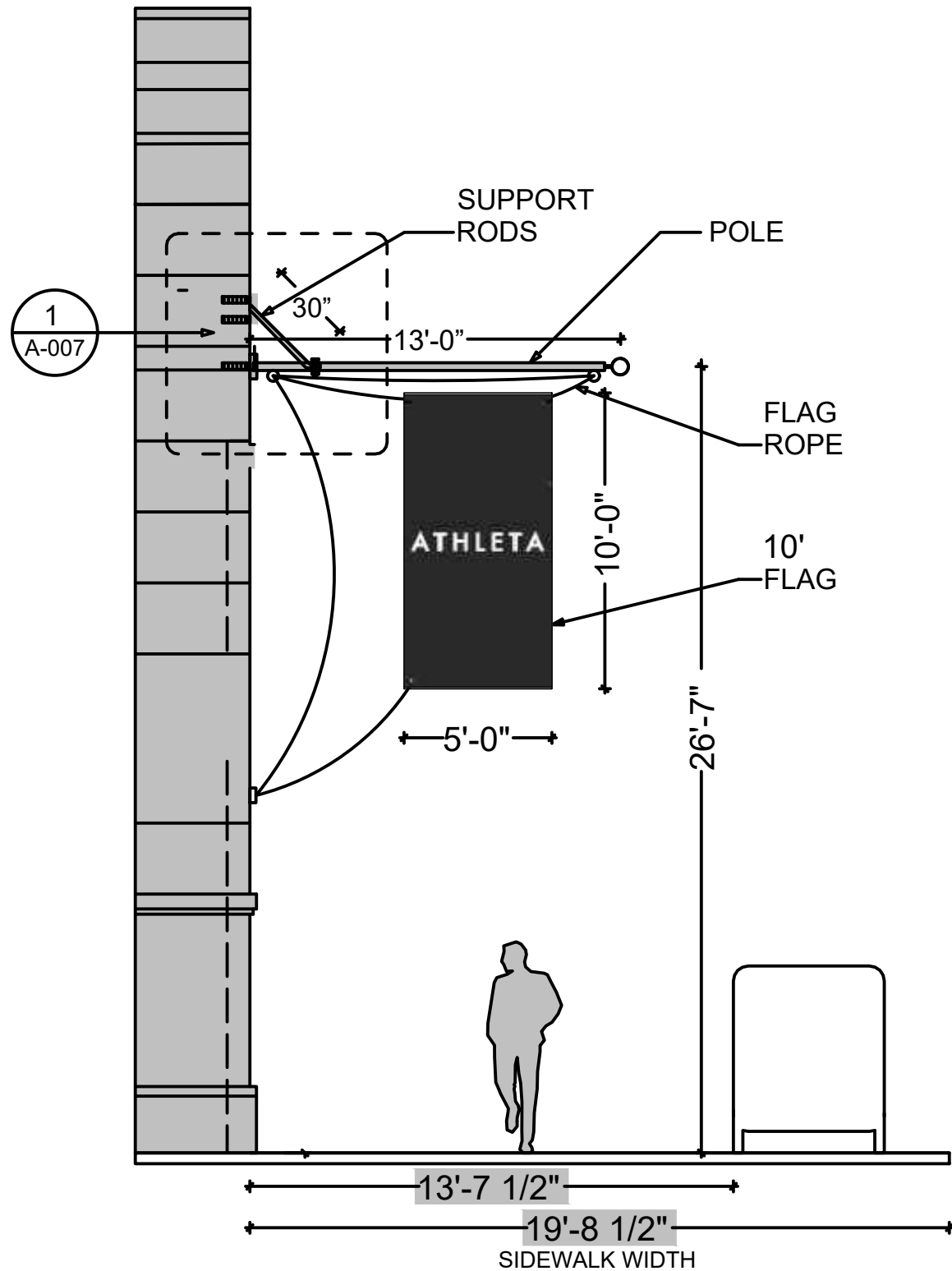
Title:
BANNER DESIGN:
PLAN & ELEVATION

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

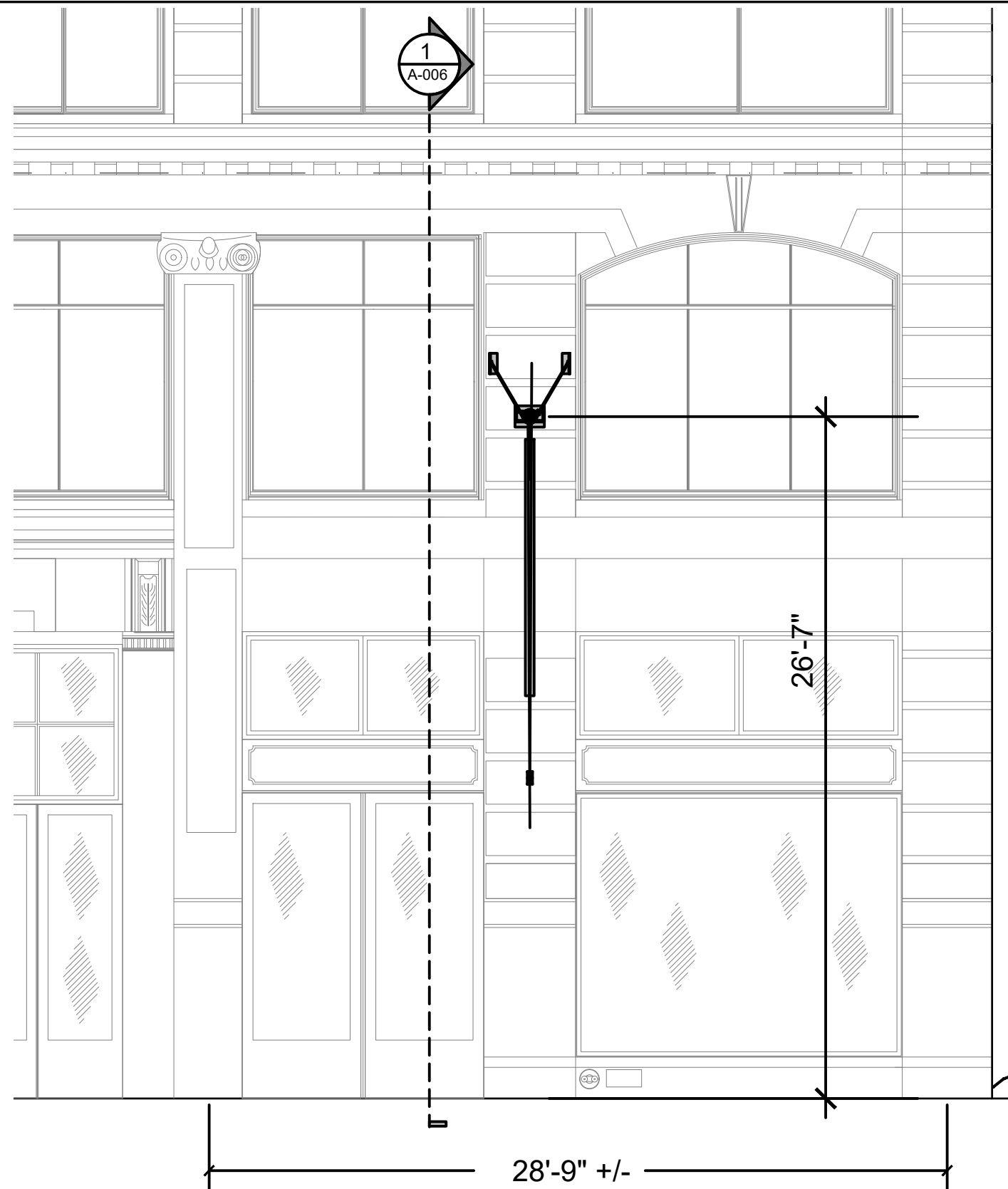
Seal:

DWG No.
A-006.00
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DOB NOW APPLICATION #
M01182958-I1



1 SIDE VIEW
SCALE: 3/16" = 1'-0"



2 FRONT VIEW
SCALE: 3/16" = 1'-0"

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(NYS EDUCATION LAW SEC. 7209-2)

#	Date	Description	By	Chk'd

Project:
594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:
**BANNER & POLE
DESIGN: ELEVATIONS**

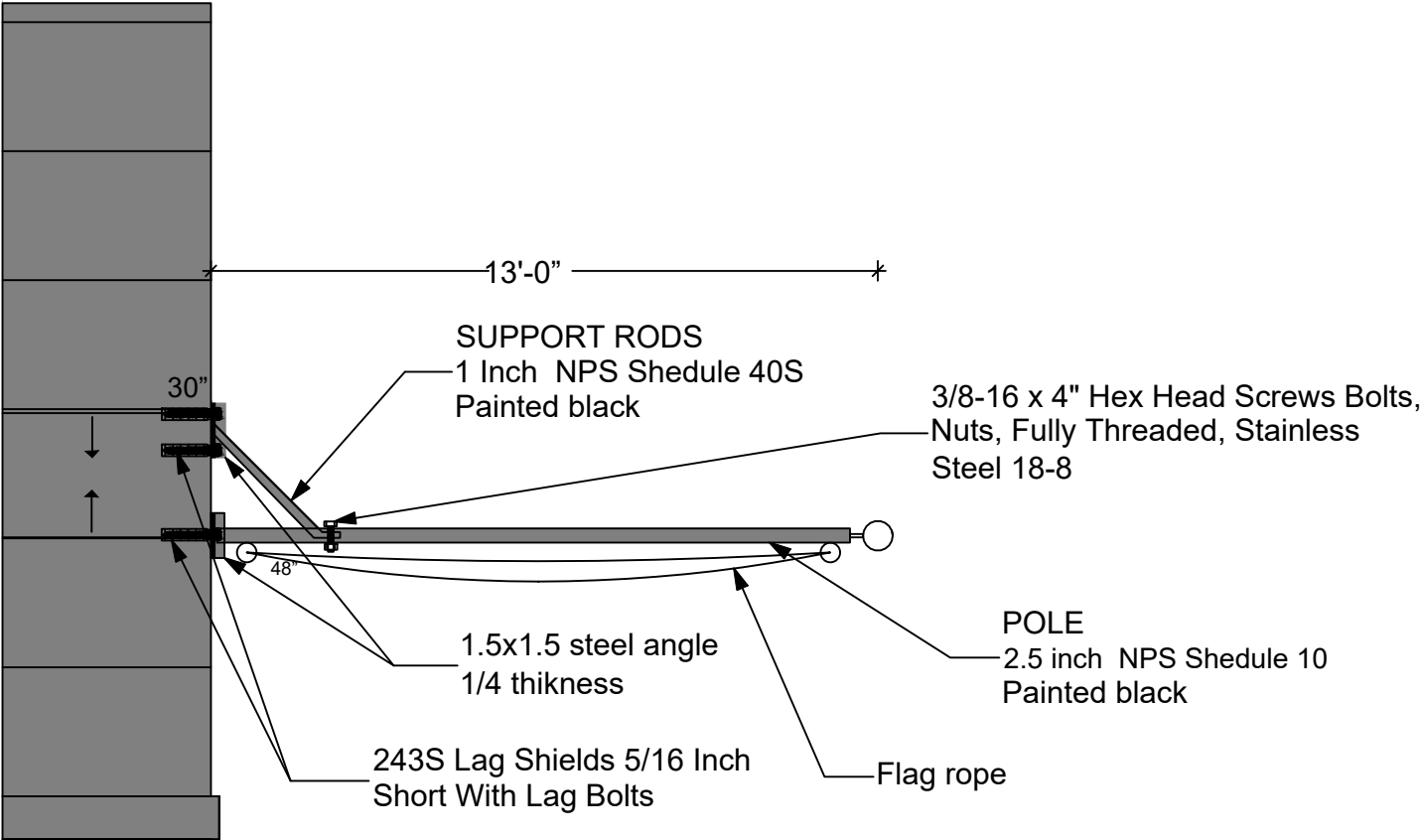
Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-



DWG No.
A-007.00

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DOB NOW APPLICATION #
M01182958-I1



1 POLE INSTALLATION DETAIL
SCALE: NTS

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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

POLE INSTALLATION
DETAIL

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

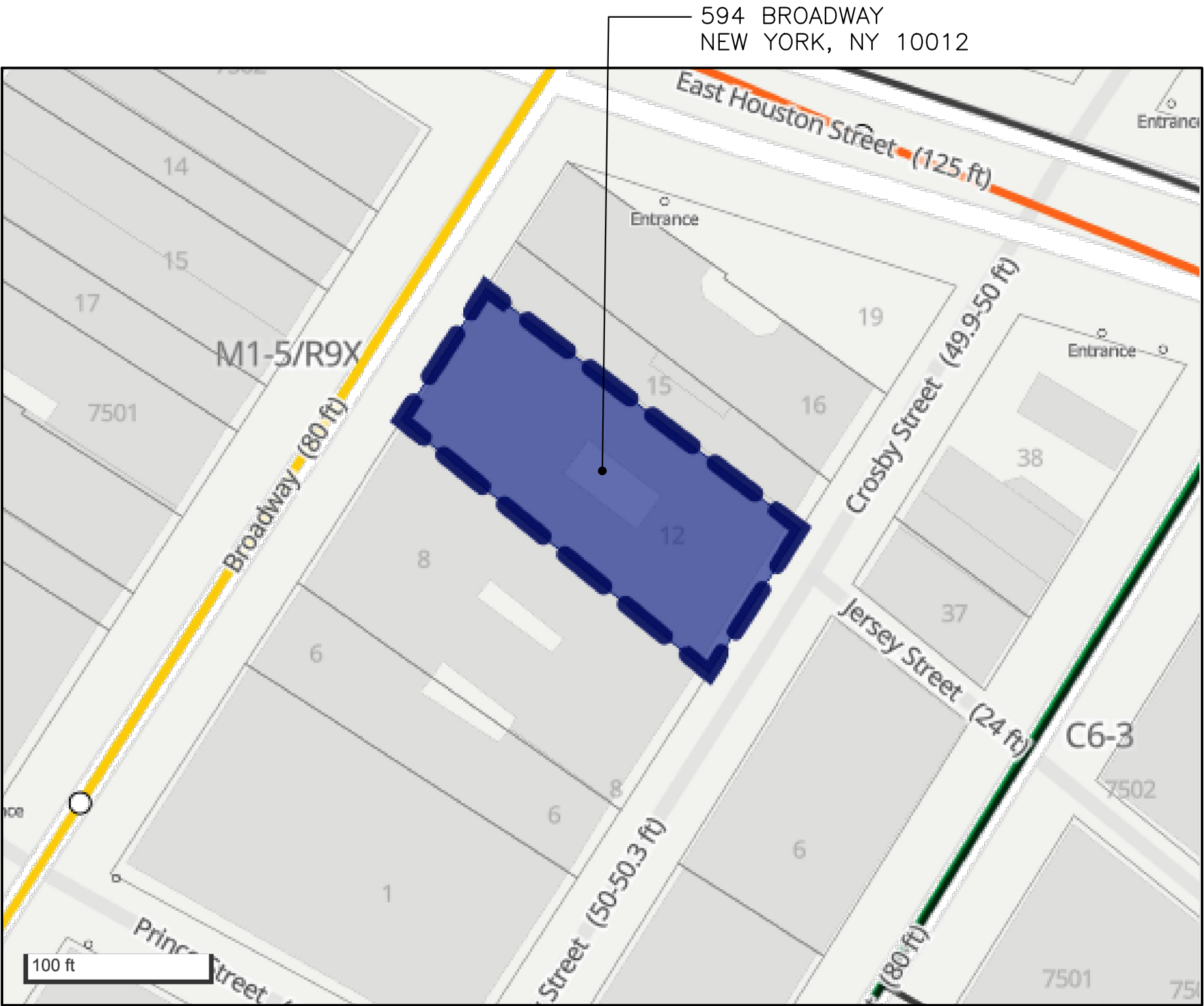
Seal:

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DOB NOW APPLICATION #

M01182958-I1



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(NYS EDUCATION LAW SEC. 7209-2)

#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

TAX MAP

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

Seal:

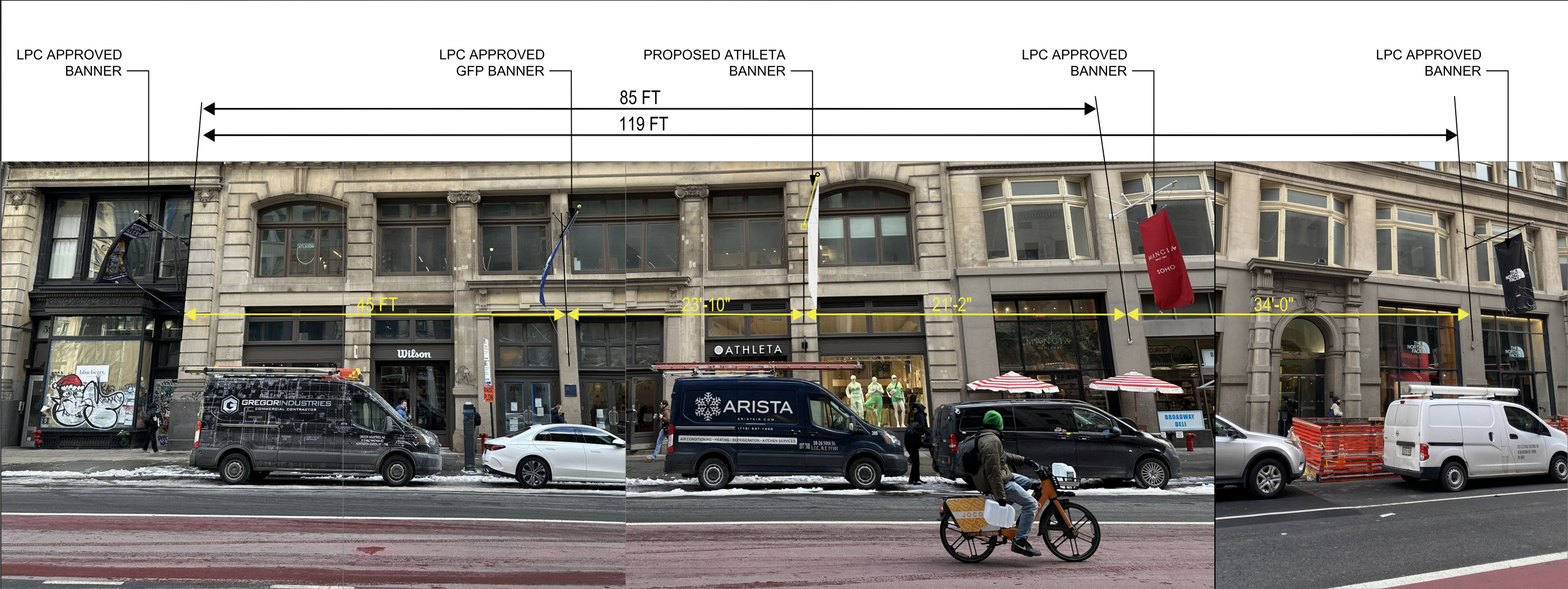
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DOB NOW APPLICATION #

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FROM 588 BROADWAY TO 598 BROADWAY THERE ARE 3 POLES AND BANNERS WITH 85 FEET DISTANCE BETWEEN THEM.

THE DISTANCE BETWEEN THE EXISTING GFP BANNER AND THE PROPOSED ATHLETA WOULD BE 23'-10".

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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

STUDY OF 588-598
BROADWAY

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

Seal:

STATE OF NEW YORK

DANIEL J. ASHE

86614

PROFESSIONAL ENGINEER

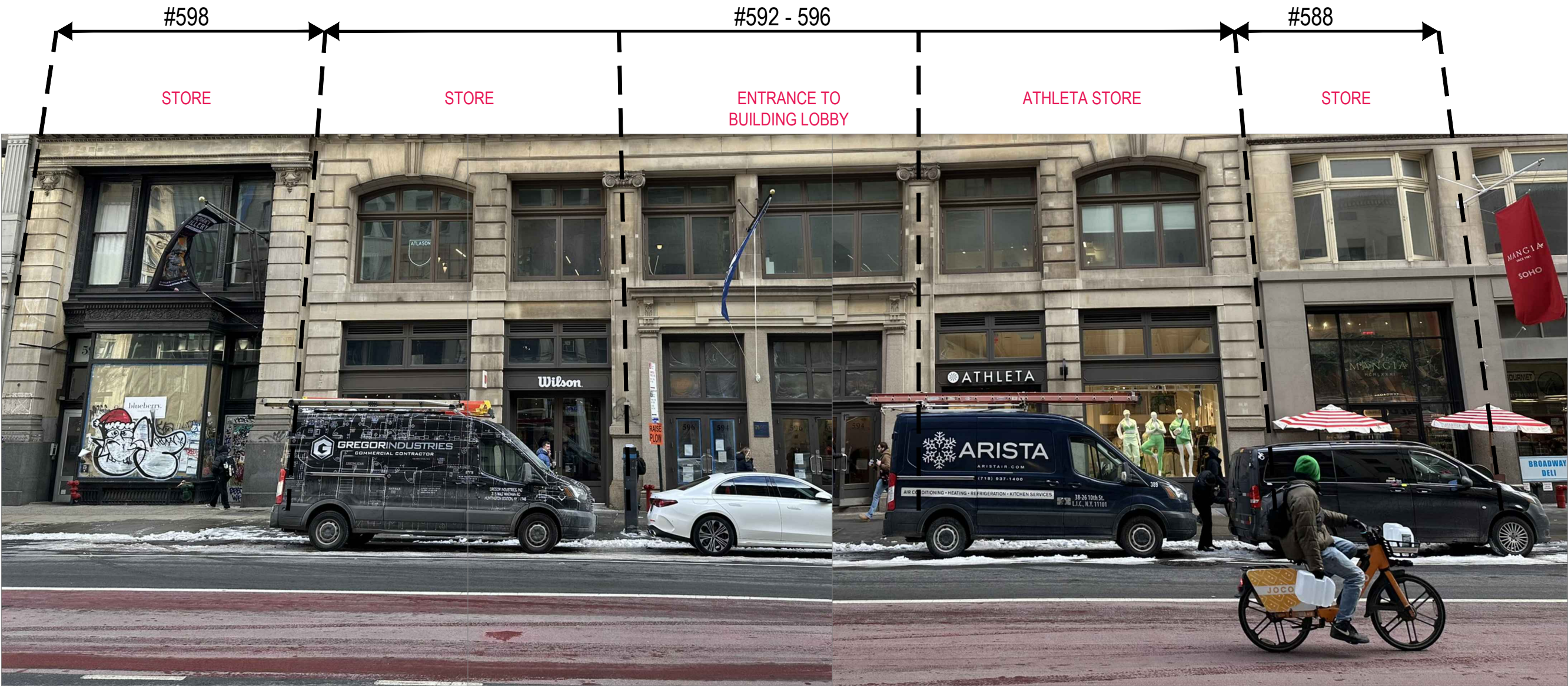
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DOB NOW APPLICATION #

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#	Date	Description	By	Chk'd

Project:

594 BROADWAY
NEW YORK, NY 10012
BLOCK: 511 LOT: 12

Title:

STUDY OF 588 TO 598
BROADWAY:
5 STOREFRONTS

Date	03.04.2025		
Project Job No	IMAGAT-M001		
Drawn by	CG		
Cad No	CG4749A		
Scale	AS SHOWN		
Checked By	1	2	3
CAD	CG	-	-
PM/Designer	DJA	-	-

Seal:



DWG No.

A-011.00

11 OF 11

DOB NOW APPLICATION #

M01182958-I1

June 10, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 2, LPC-25-07868

594 Broadway – SoHo-Cast Iron Historic District

Borough of Manhattan

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