

September 9, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 12, LPC-26-00814

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

To testify virtually, please join Zoom

Webinar ID: 161 548 5062

Passcode: 888453

By Phone: 646-828-7666 (NY)

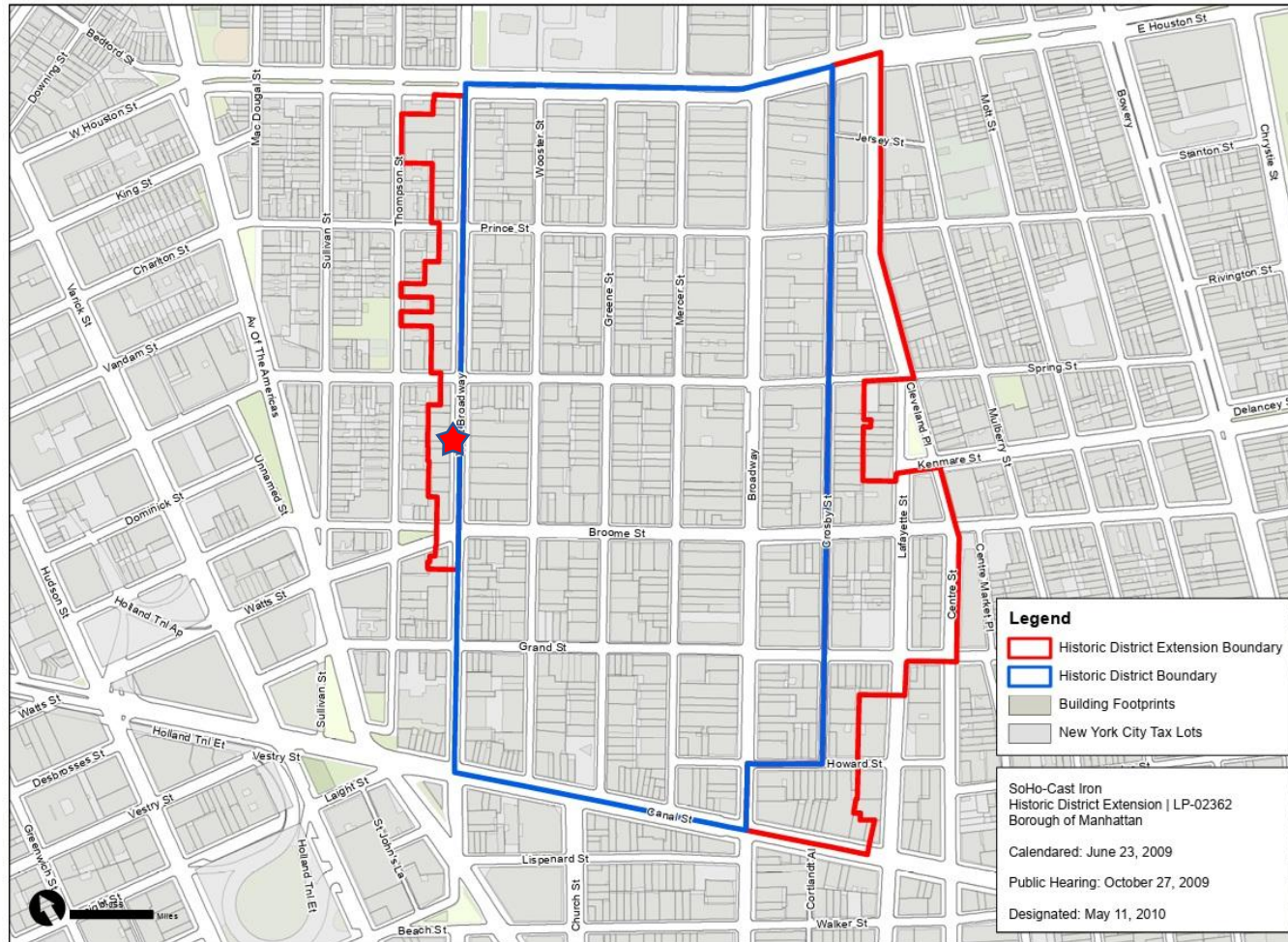
833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

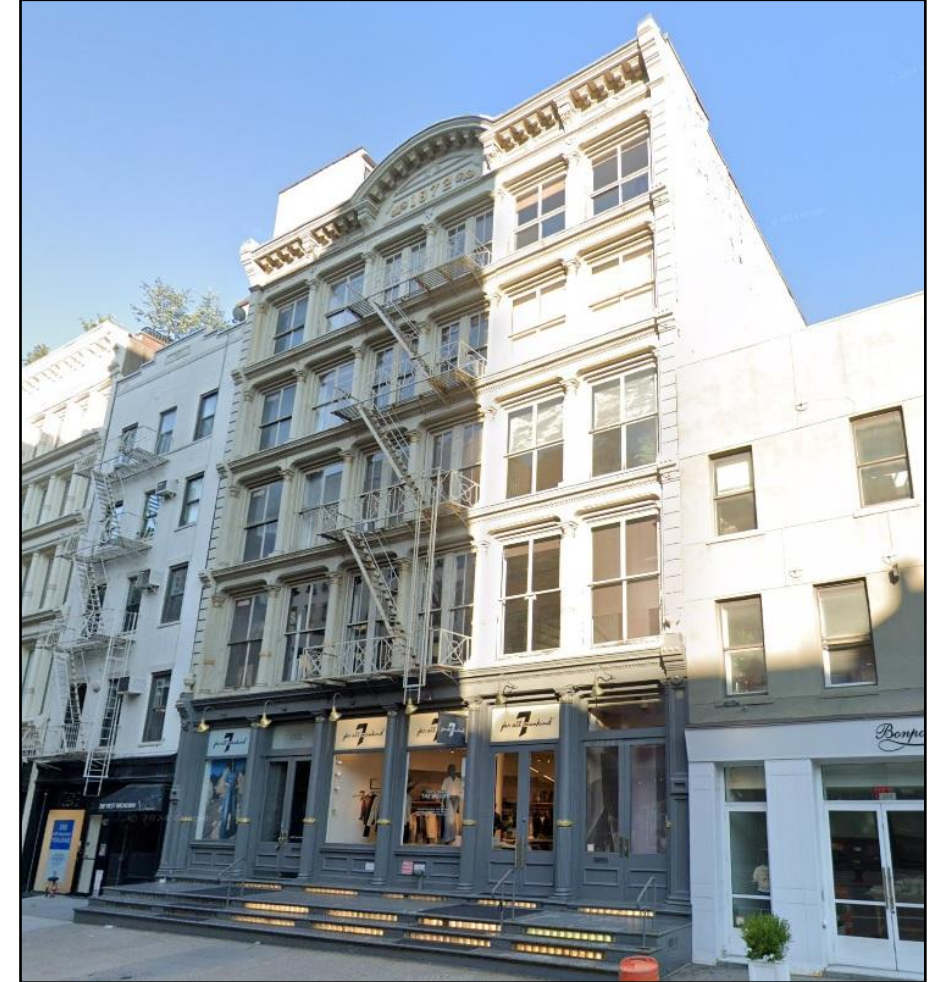
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392 WEST BROADWAY, MANHATTAN

PROPOSED PAINTED WALL SIGN MASTER PLAN



SoHo-Cast Iron Historic District Extension Map. (NYC LPC)



392 West Broadway

392 WEST BROADWAY: HISTORIC & CURRENT CONDITION PHOTOS



1940's tax photo (NYC Municipal Archive)



2009 designation photo (NYC LPC)



Current Condition

392 WEST BROADWAY:
CURRENT CONDITION PHOTOS



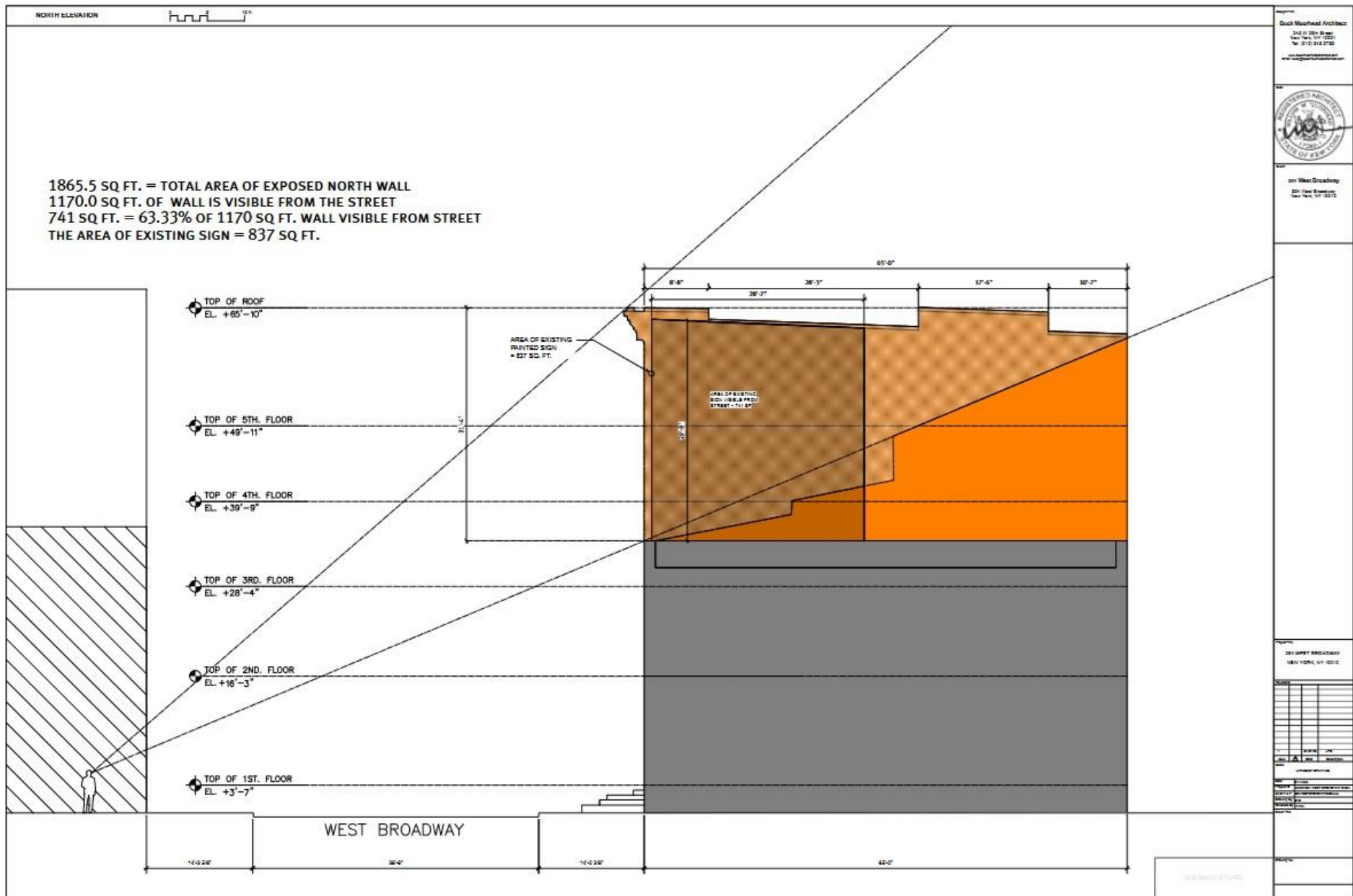
Current condition.



392 WEST BROADWAY: PROPOSED MASTER PLAN CRITERIA & DETAILS



- Sign content within approved sign square footage and location on façade;
- No regulation of content within the designated sign space, as recommended by staff at public hearing;
- Term of the master plan permit shall be 10 years;
- Square Feet of exposed lot line wall: Approx. 1,862.50 sq ft
- Square Feet of the sign: Approx. 837 sq ft
- Sign Area: Approx. 44.94%



392 WEST BROADWAY: PAINTED WALL SIGN SAMPLE



Current condition.



Proposed condition.

NEAR-BY PAINTED WALL SIGNS

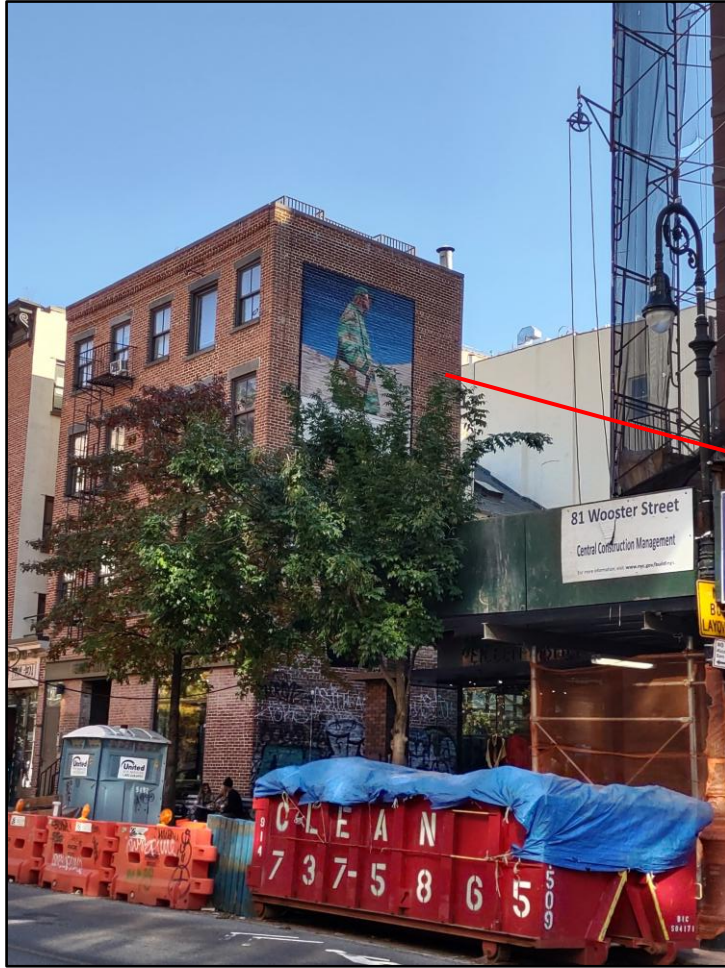


450 West Broadway

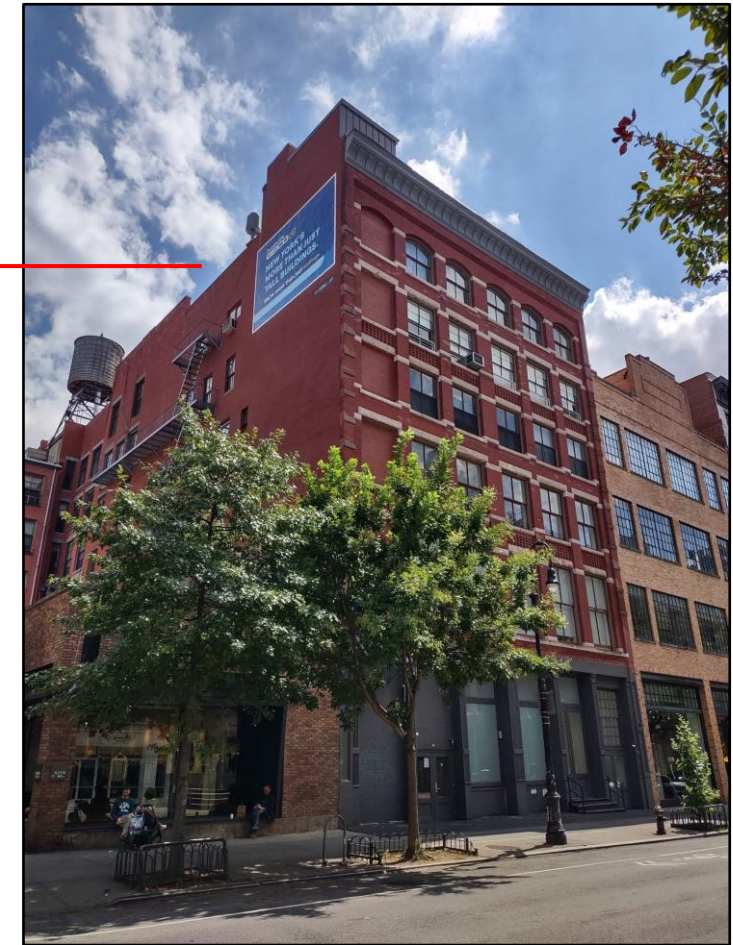


175 Spring Street

PAINTED WALL SIGNS ON WEST BROADWAY



399 West Broadway



393 West Broadway

PAINTED WALL SIGNS ON WEST BROADWAY



Existing Condition: 393 West Broadway (left) and 392 West Broadway (right) viewed from the northeast corner of West Broadway and Spring Street.



Proposed Condition: 393 West Broadway (left) and 392 West Broadway (right) viewed from the northwest corner of West Broadway and Spring Street.

WEST BROADWAY CONTEXT



Existing Condition: 393 West Broadway (left) and 392 West Broadway (right) viewed from the northeast corner of West Broadway and Spring Street.



Proposed Condition: 393 West Broadway (left) and 392 West Broadway (right) viewed from the northwest corner of West Broadway and Spring Street.

PAINTED WALL SIGNS ON WEST BROADWAY

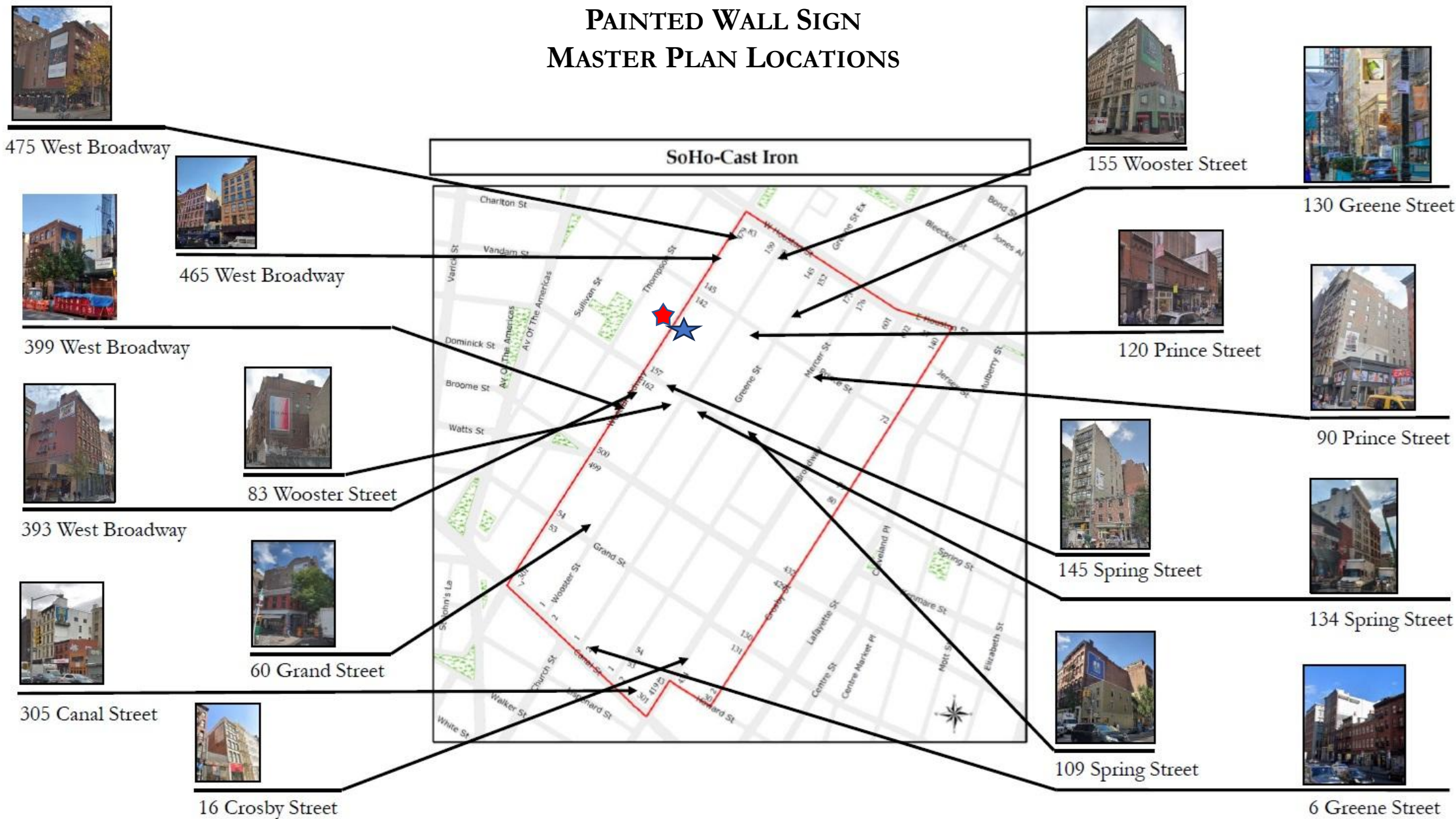


465 West Broadway



459 West Broadway

PAINTED WALL SIGN MASTER PLAN LOCATIONS



SOHO CAST IRON HISTORIC DISTRICT CONTEXT



LPC-approved painted wall signs at 155 Wooster Street (left) and at 475 West Broadway (right). 155 Wooster was approved in 2014. 475 West Broadway was approved in 2012.



LPC-approved painted wall signs at 105 Spring Street (top) and at 107 Spring Street (bottom, as rendered). 105 Spring Street was approved in 2017. 107 Spring Street was approved in 2024.

392 WEST BROADWAY: CONCLUSION



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