

September 9, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 11, LPC-26-01553

524 Broadway – SoHo-Cast Iron Historic District
Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 548 5062

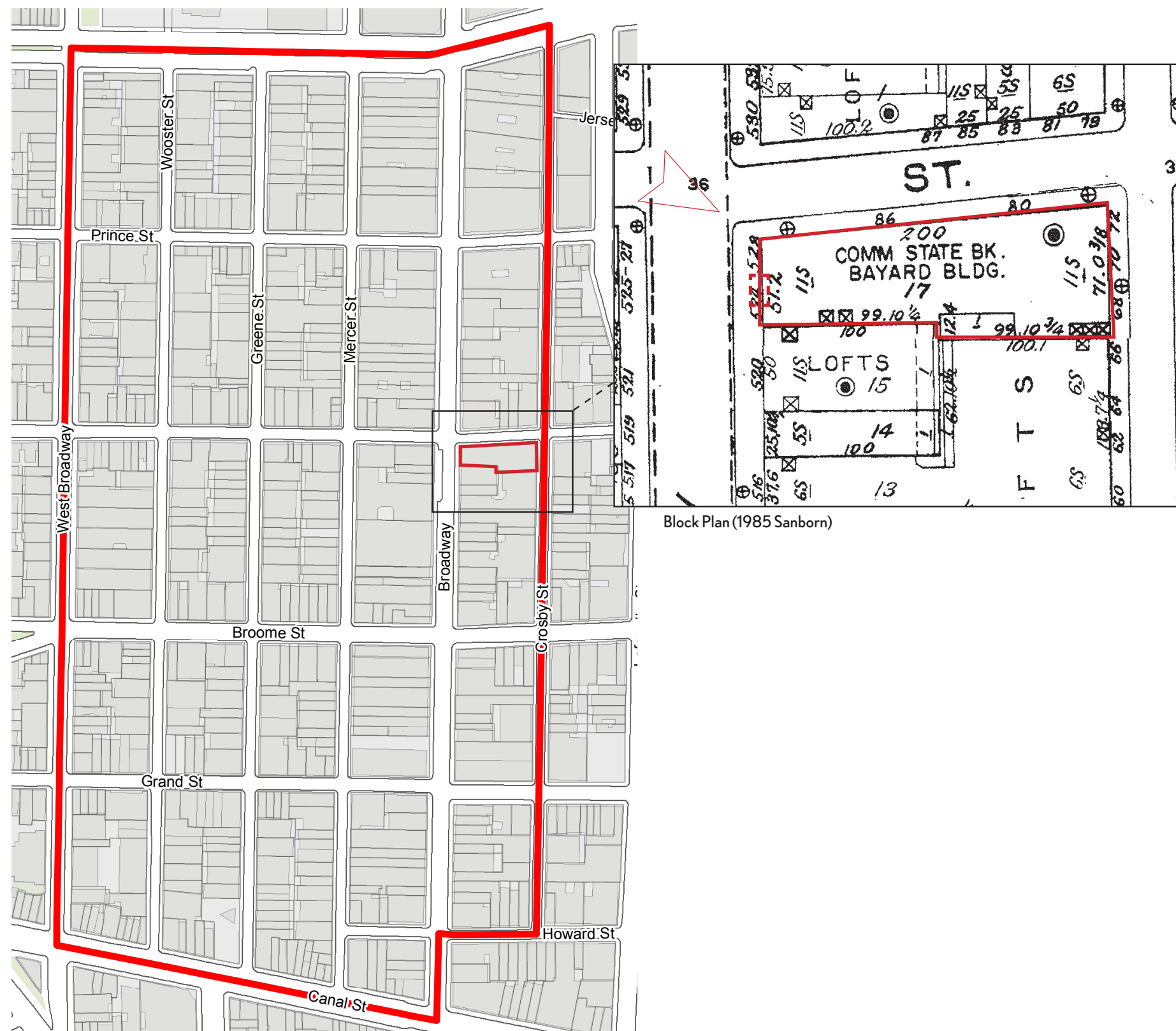
Passcode: 888453

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

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Previously approved signage, ca. 2023



Proposed canopy



Previously approved signage at 524 Broadway (ca. 2023) including banners and letters at the canopy.







524 Broadway (Google, 2024), from Broadway, looking southeast.

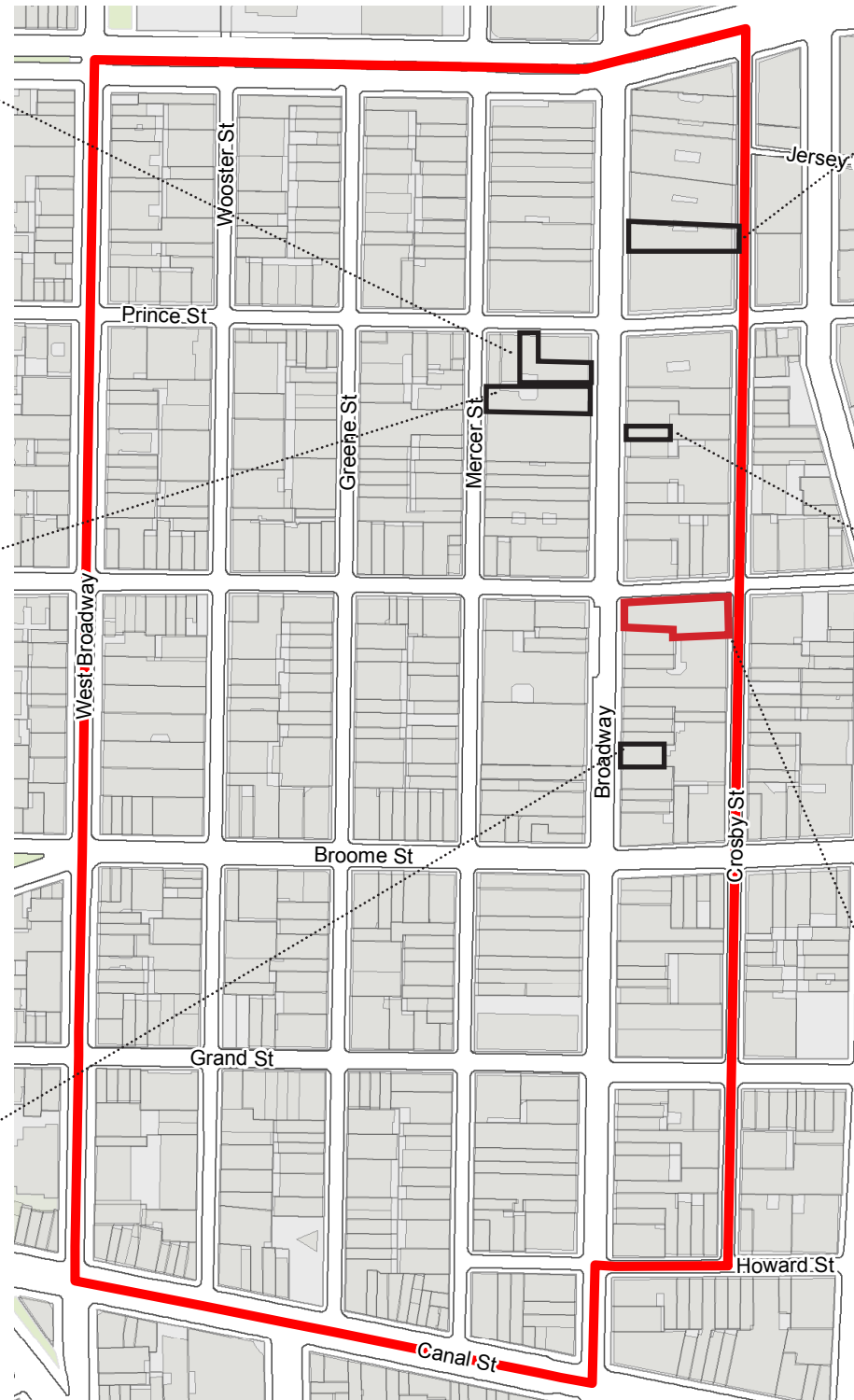


1937 (Municipal Archives)



1940 NYC Tax Photograph (Municipal Archives)







611 Broadway



520 Broadway



441 Broadway



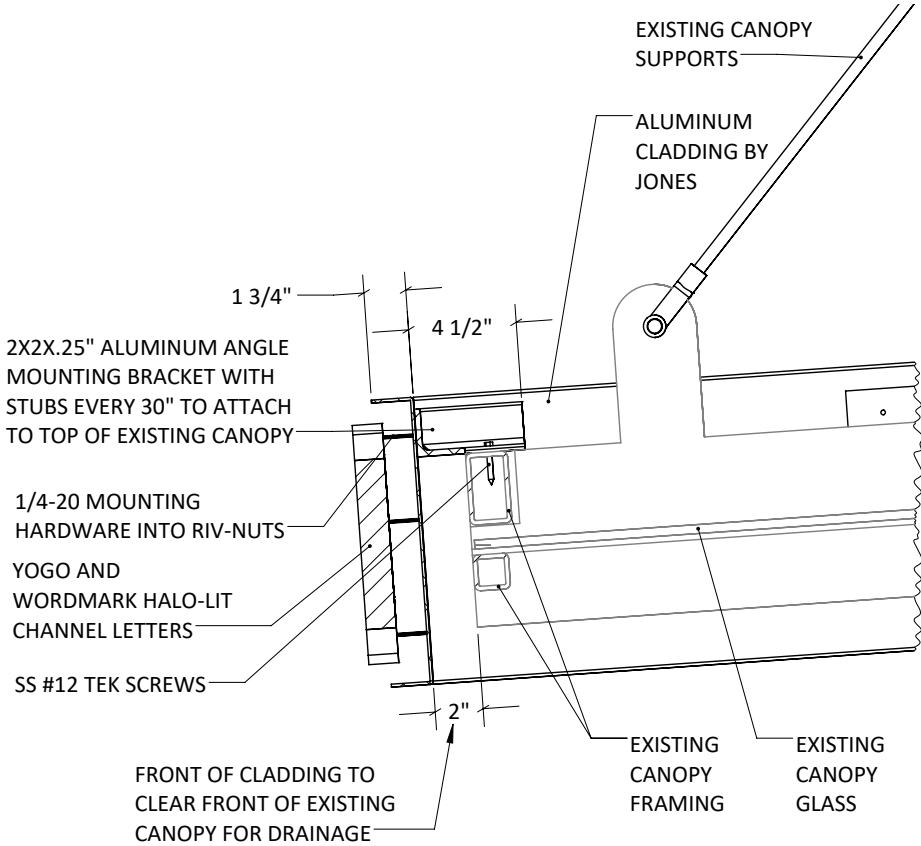
580 Broadway

CANOPY + SIGNAGE FINISHES:

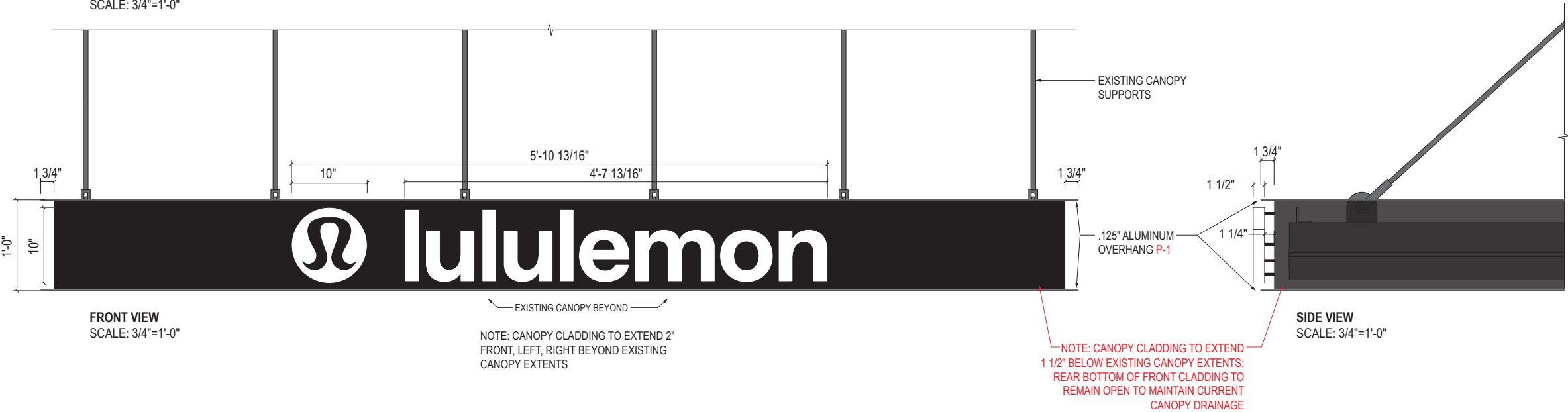
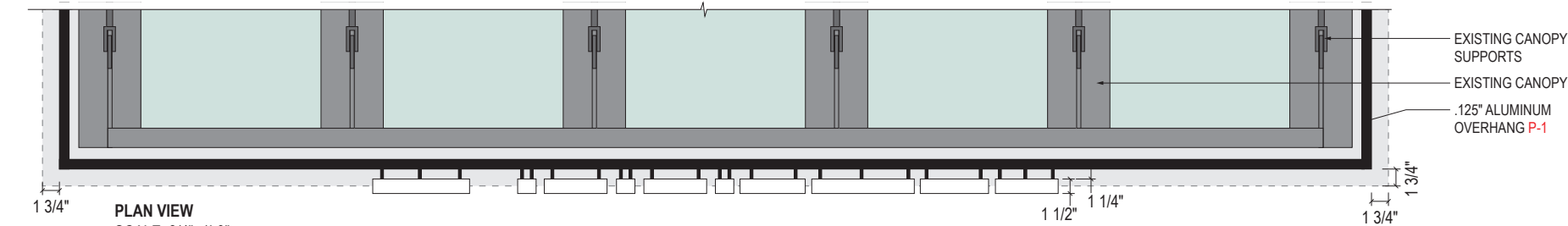
- P-1

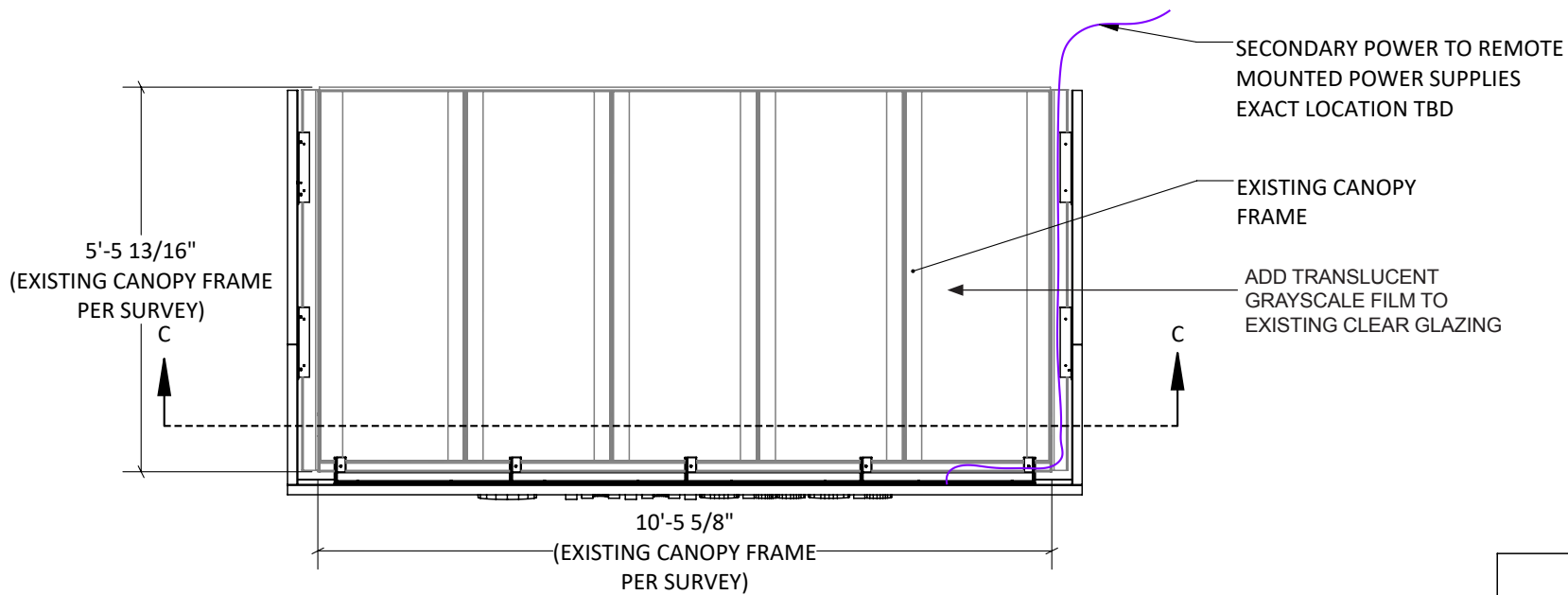
MP 61628 VERSION 1.1 SATIN BLACK
- P-2

MP 6425SP SATIN WHITE



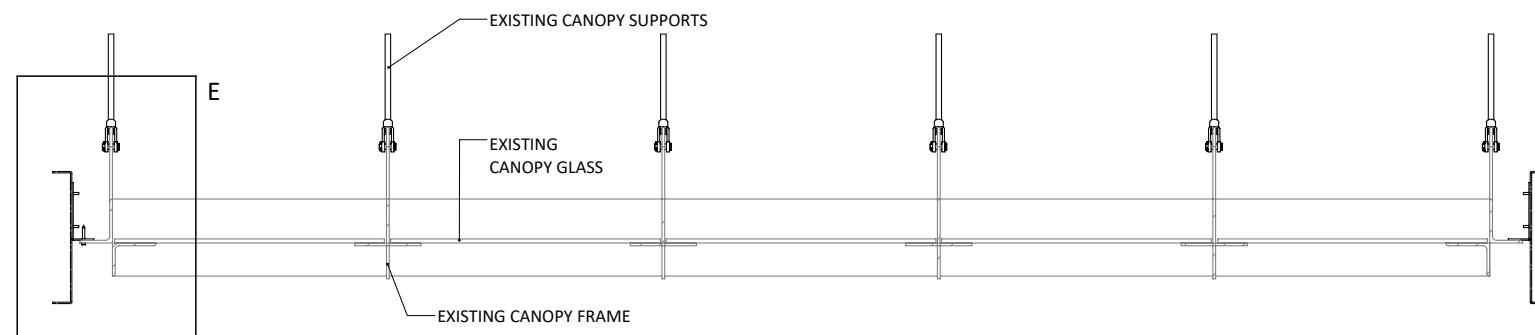
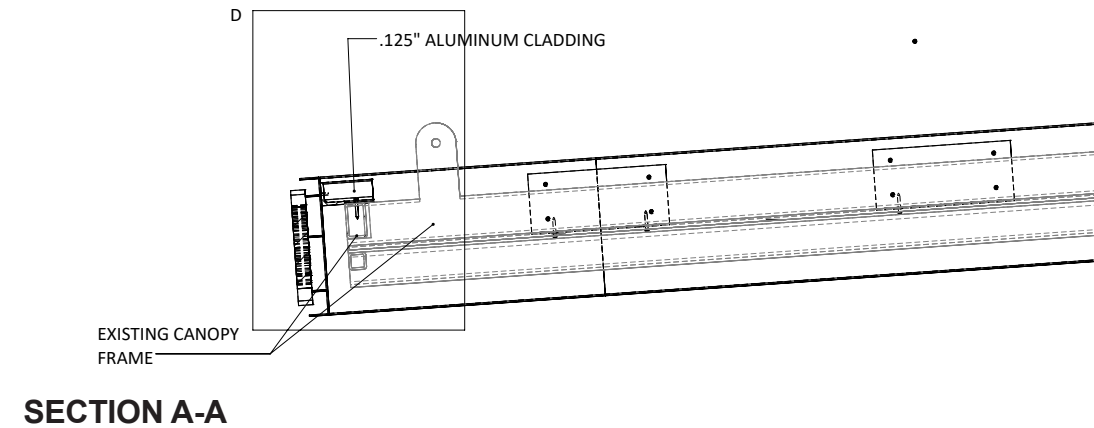
DETAIL D



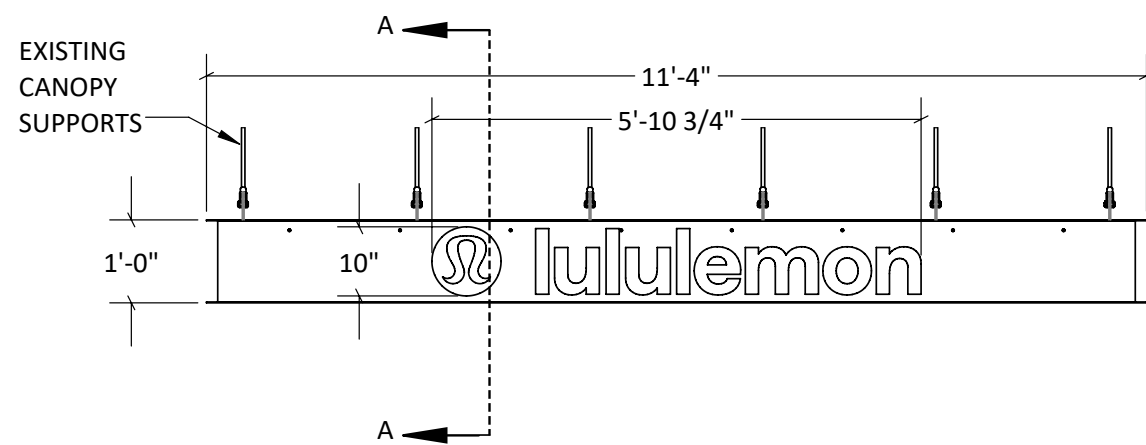


REFLECTED CEILING PLAN

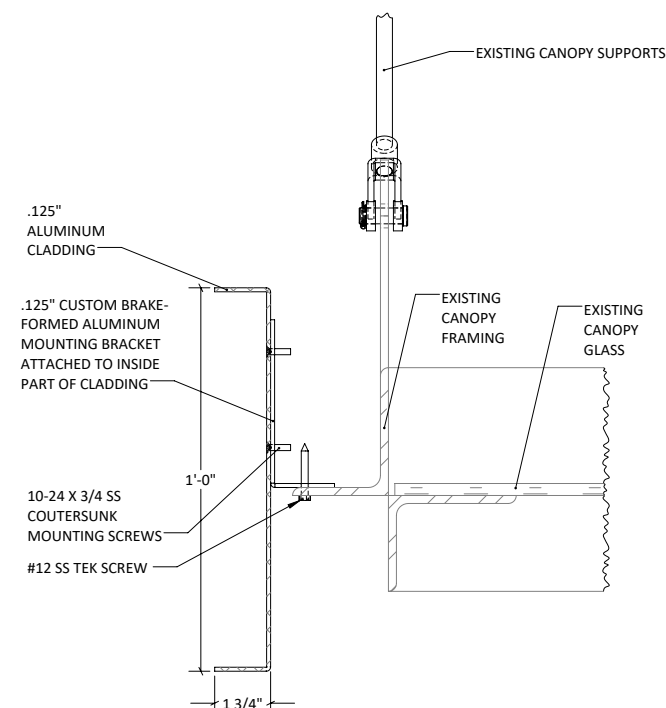
TOP VIEW



SECTION C-C



ELEVATION



DETAIL E

TRANSLUCENT GRAYSCALE FILM:







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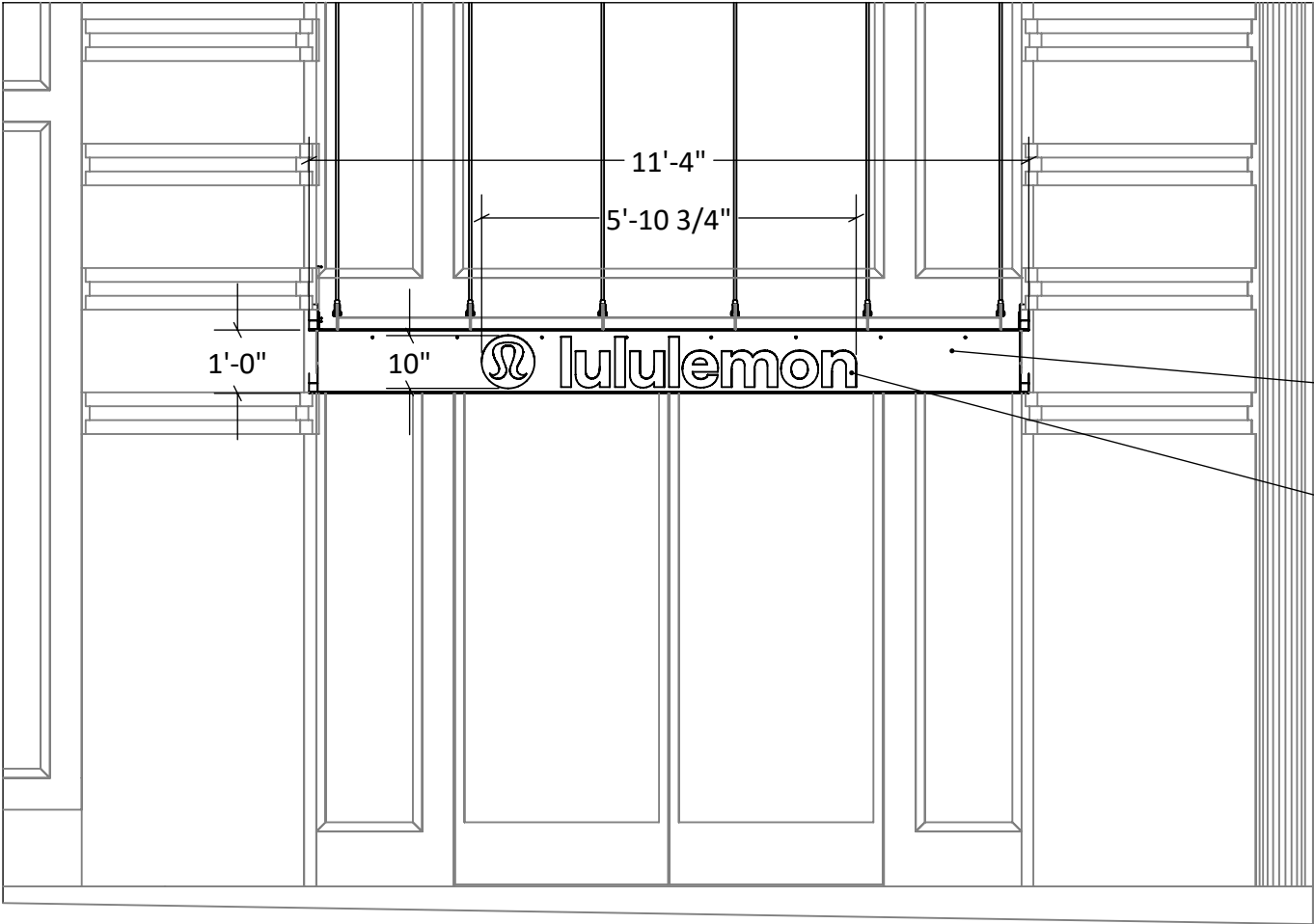
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APPENDIX

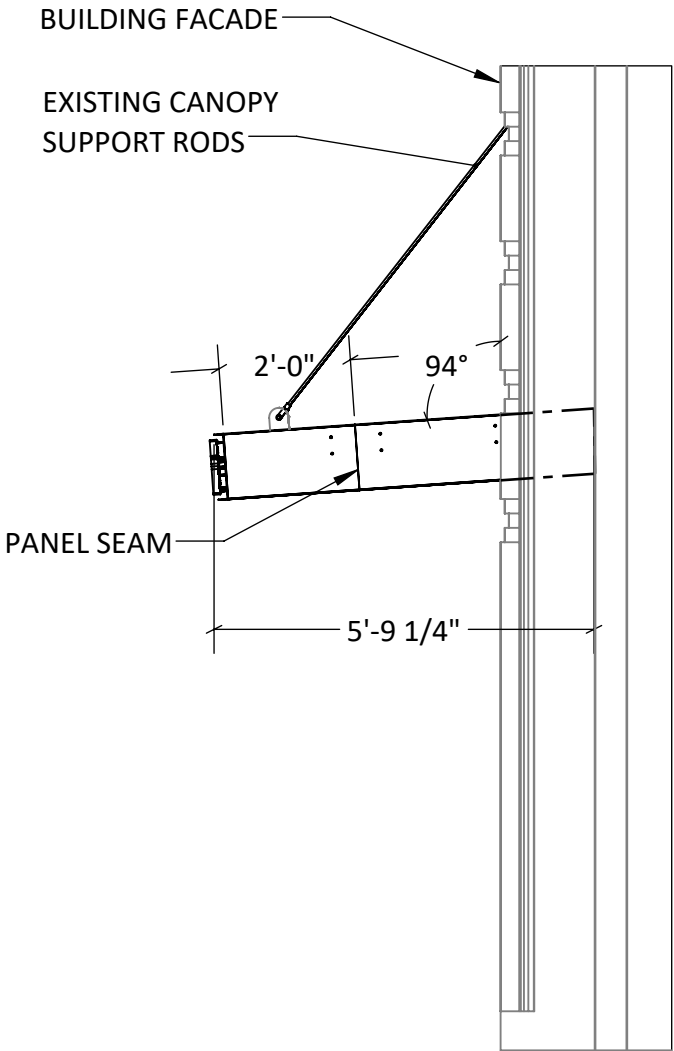
OVERVIEW



FRONT VIEW

NEW CLADDING
BY JONES

HALO LIT YOGO
AND WORDMARK
LETTERS REFER TO
SIGN DRAWINGS



END VIEW

STAMP

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M. PRICE

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JONES

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JOB NAME:
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DRAWING TITLE:
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NEW YORK, NY 10012

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350

REVISION: C DATE: 09/03/2025

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S1.0

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