

October 28, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 4, LPC-26-02157

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

To testify virtually, please join Zoom

Webinar ID: 160 820 8080

Passcode: 652292

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.

392 West Broadway

New York, NY 10012



PLOT PLAN

N.T.S.
MANHATTAN
BLOCK: 488
LOT: 25
ZONING MAP: 12A
ZONING DISTRICT: M1-5, R7X, SNX
CLASS: 3 NON- FIREPROOF
#OF STORIES : 5

LPC DESIGNATION REPORT
Date of construction: 1872-73 (NB 692-1872)
Architect: John H. Whitenack
Original Owner: Jeremiah W. Dimick
Type: store and lofts
Style: Italianate
Stories: 5
Structure/Material: Cast-iron

Features: Six bays (with paired fenestration at the fire escape bays); paneled corner columns at the first story with bracketed capitals topped by urns; fluted and banded columns with rosettes capitals located between the first story bays; paneled wood-and-glass doors below transoms at the first-story entryways (to the stores and upper stories); metal-framed show windows with molded enframements (above paneled bulkheads) and transoms; molded and denticulated crown above the first story with bracketed lamps; rusticated corner columns with bracketed capitals at the upper stories; cast-iron columns (banded at the second story) with capitals dividing the upper-story bays and supporting curved lintels above the windows; molded crowns with dentils above the second, third, and fourth stories; recessed upper-story fenestration with historic two-over-two wood sash; historic wrought-iron fire escape; bracketed roof cornice with modillions, frieze panels, curved gable with center panel displaying “1872” flanked by scrolls. Roof: Brick elevator bulkhead. North Elevation: Brick, painted with painted sign. Site: Iron steps (with metal railings) over sidewalk vault; glass-block risers; granite curb.

History: This five-story, cast-iron Italianate style store and loft building was designed by architect John H. Whitenack and built in 1872-73 for owner Jeremiah W. Dimick shortly after Laurens Street was widened (to accommodate the elevated train) by demolishing many buildings on the west side of the street, which was then renamed South Fifth Avenue. In the post-Civil War period, the SoHo area was experiencing a rapid transformation from a residential neighborhood to a commercial district as New York City established itself as the commercial and financial center of the country and land values increased dramatically. The cast-iron facade elements are attributed to the Boyce & McIntire foundry. The building's rusticated end piers, banded columns, and bracketed cornice with frieze panels and central pediment are characteristics of the Italianate style as found on cast-iron commercial buildings. The facade is well-maintained and remarkably intact. Over the years, the building's list of occupants has included M. Stachelberg & Co., cigar factory (1885); the Ackerlind Steel Co. (1961); the John T. Gibson Gallery (1973-83); Chris Lehrecke, furniture studio (1993); Holly Solomon, art dealer and Andy Warhol model (1975-83); and Smith & Hawken, premium outdoor furniture (2005-2009). No. 392-394 West Broadway, which remains in commercial use, is evocative of the importance of the SoHo's development as a prime business district in the late nineteenth century, its continued prominence in the twentieth century as the location of small factories and warehouses, and of its late twentieth century popularity as the location of art studios and galleries, and later, high-end retailers, and professional offices

Landmarks Public Hearing Items

- REMOVE FIRE ESCAPE LADDERS
- REMOVE DIVIDING MULLION AT FIRE ESCAPE WINDOWS, REPLACE WITH FULL WIDTH WINDOWS
- CONSTRUCT ROOFTOP ADDITION - PH
- EXTEND EXISTING PARAPETS W/ NEW RAILINGS
- CONSTRUCT 4 NEW FIREPLACE FLUES

PROJECT TEAM

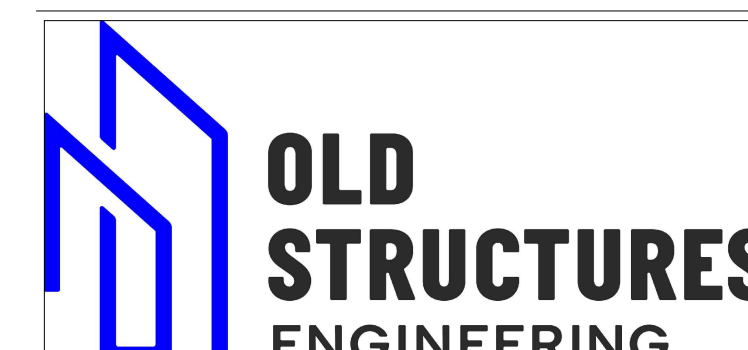
ARCHITECT OF RECORD

MICHAEL ZENREICH, PC
ARCHITECT
149 West 36th Street, 7th Floor
New York, N.Y. 10018
Tel. (212) 242-7440

DESIGN ARCHITECT

WORKSHOP/APD
WORKSHOP/APD ARCHITECTURE DPC
39 W 38TH STREET, 7TH FL
NEW YORK, NY 10018
T: (212) 273-9712 info@workshopapd.com

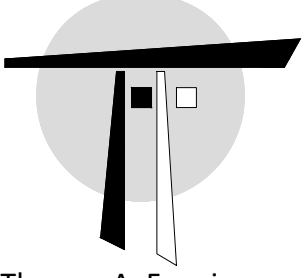
STRUCTURAL ENGINEER OF RECORD



MECHANICAL ENGINEER OF RECORD

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BUILDING ENVELOPE CONSULTANT


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Architect
One Union Square West
New York, New York 10003
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① Historic Images



② Existing West Broadway Facade (east) 2025



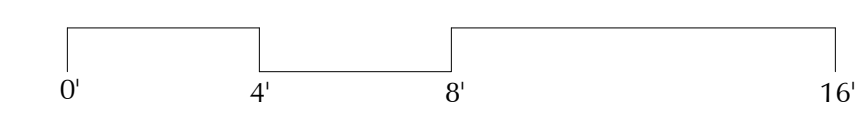
① Existing Rear Facade (West)

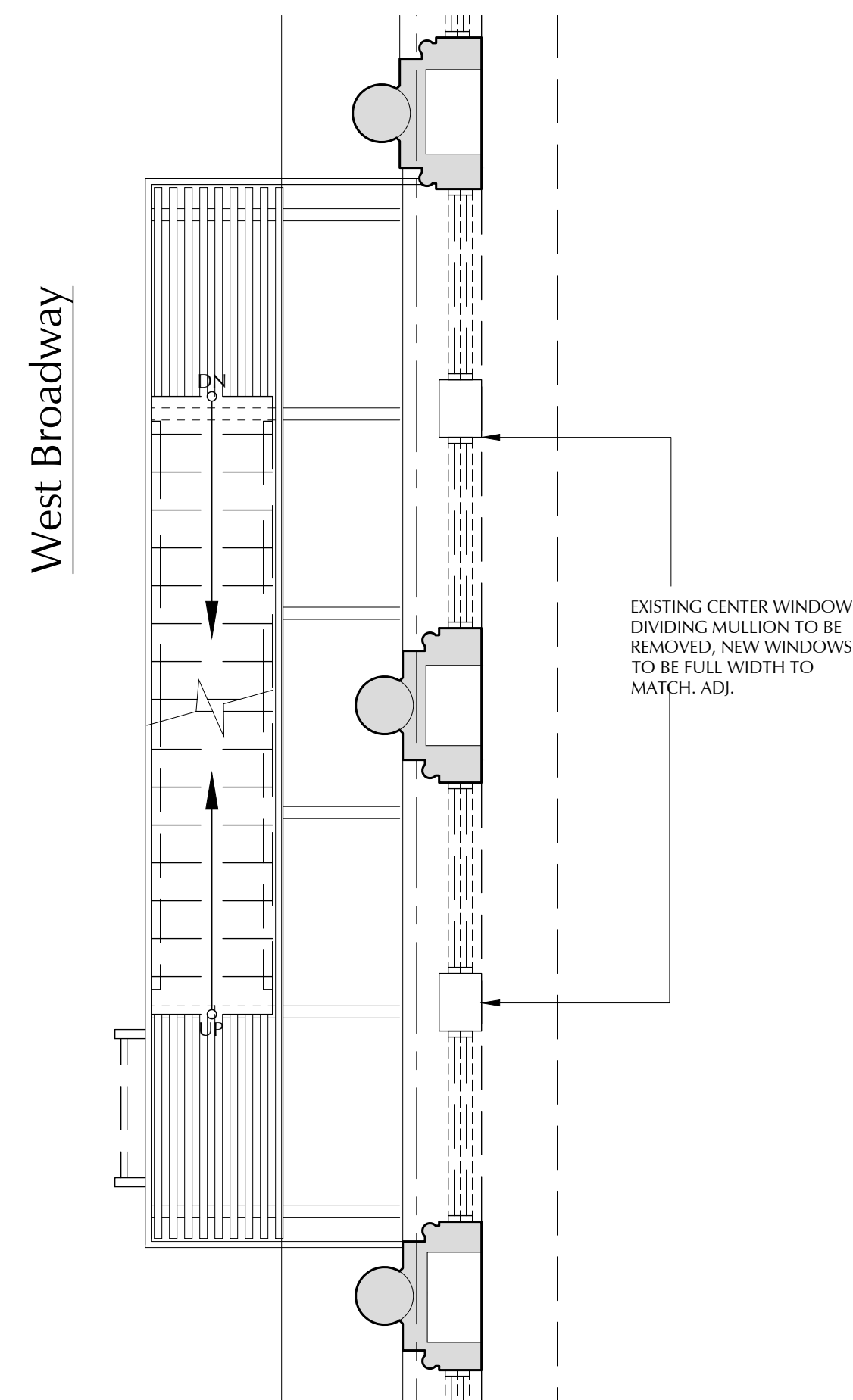


① Existing Front (East) Elevation
1/4" = 1'-0"

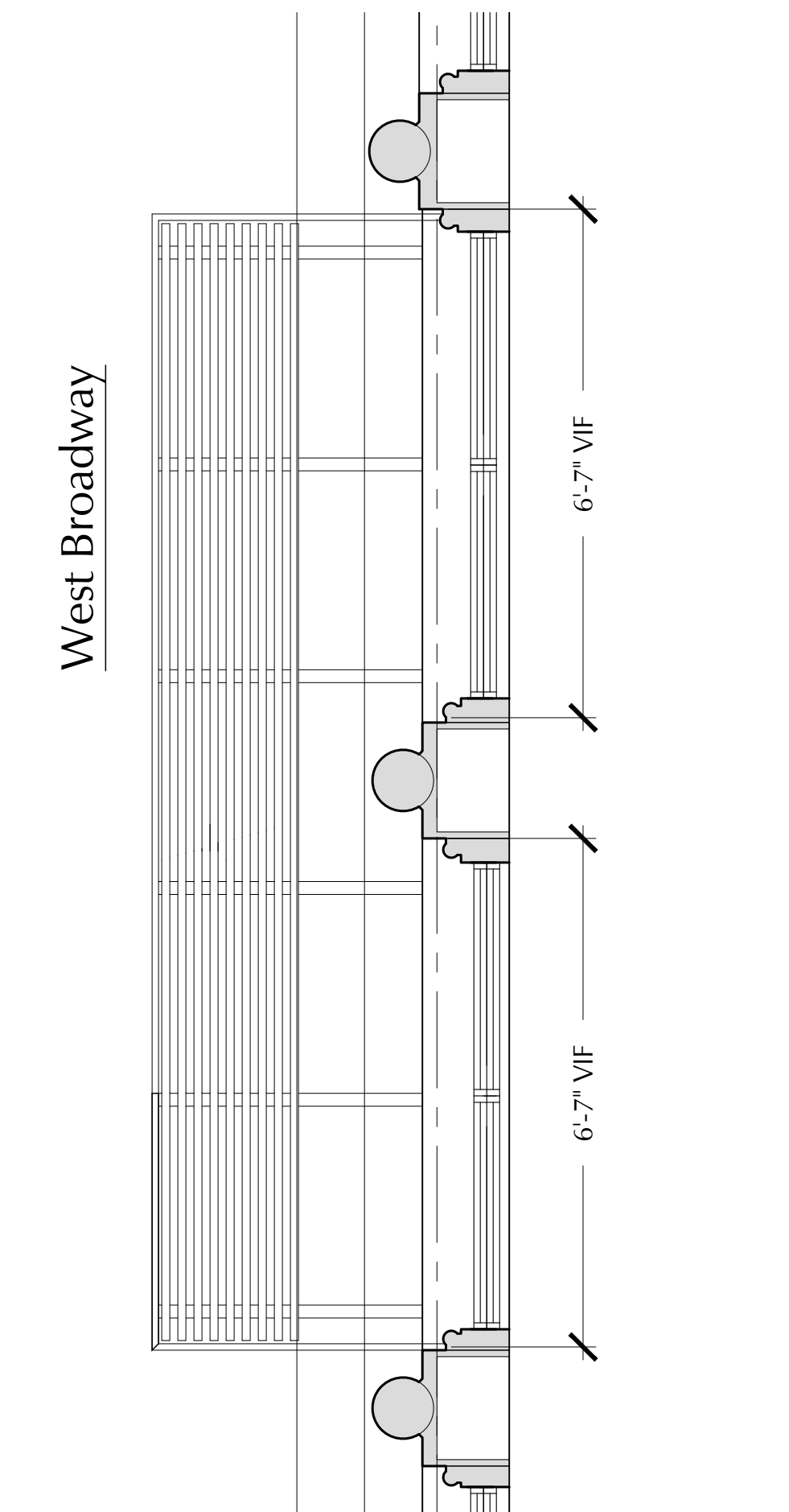


② Proposed Front (East) Elevation
1/4" = 1'-0"

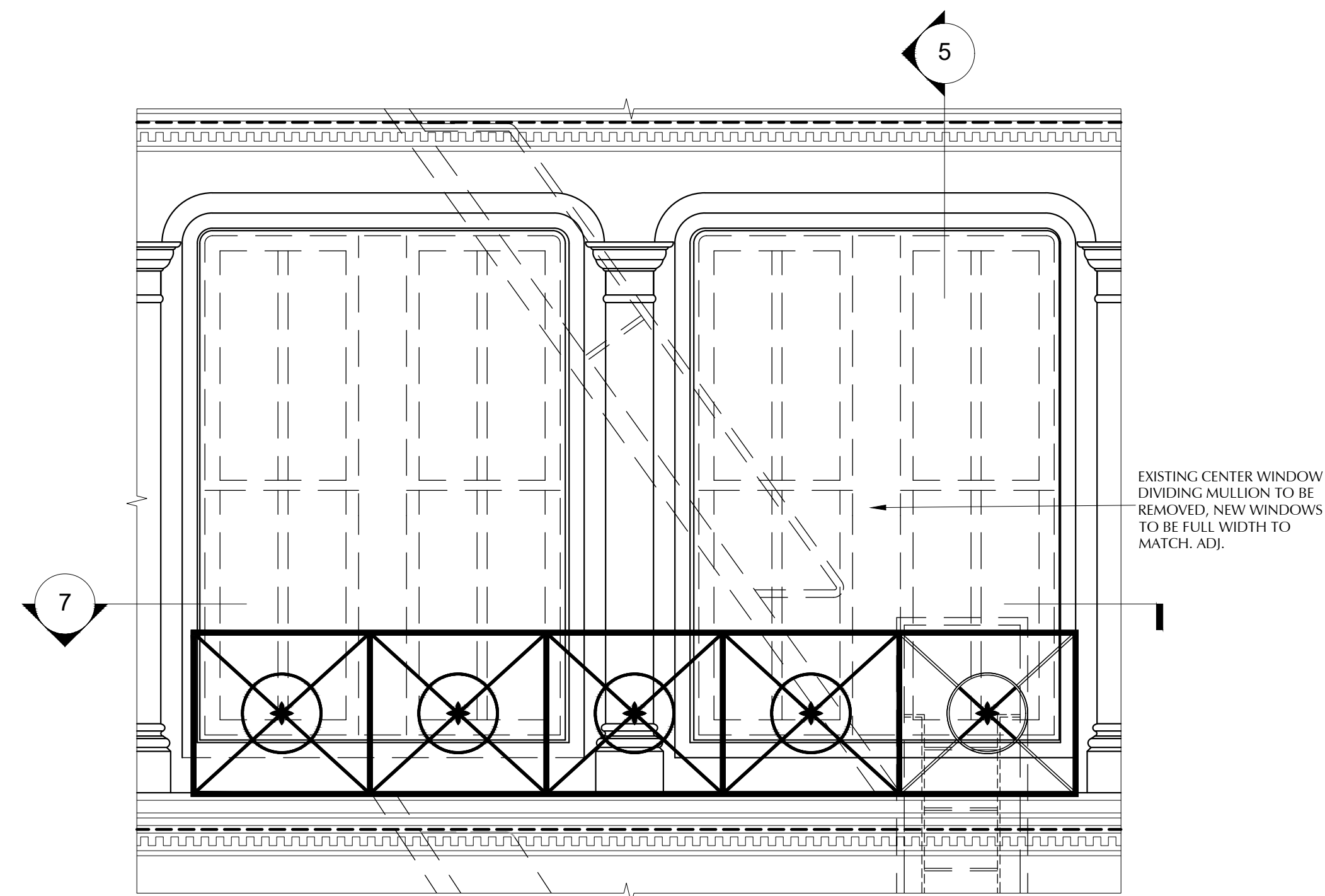




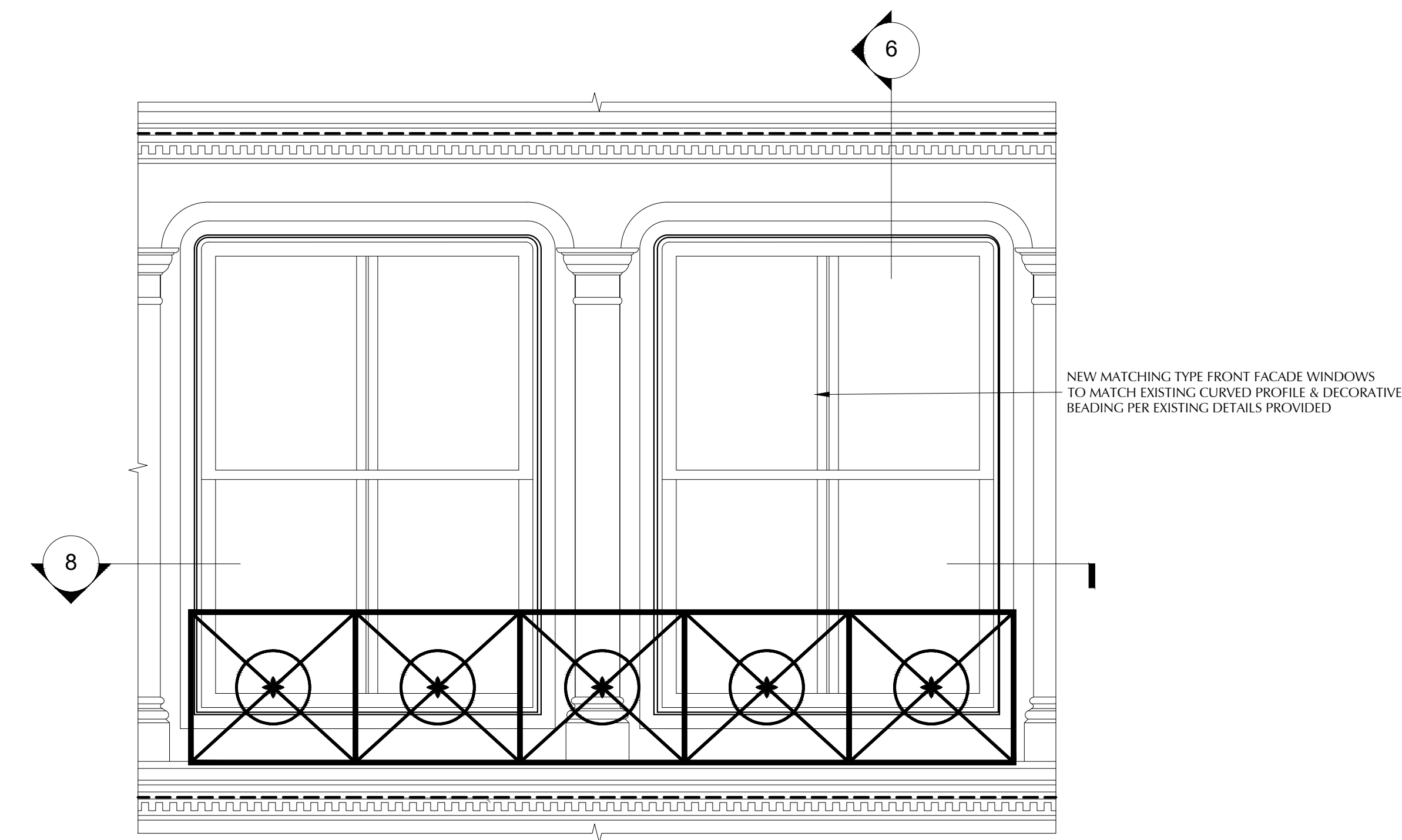
1 East Facade Partial Demo Plan
1/2" = 1'-0"



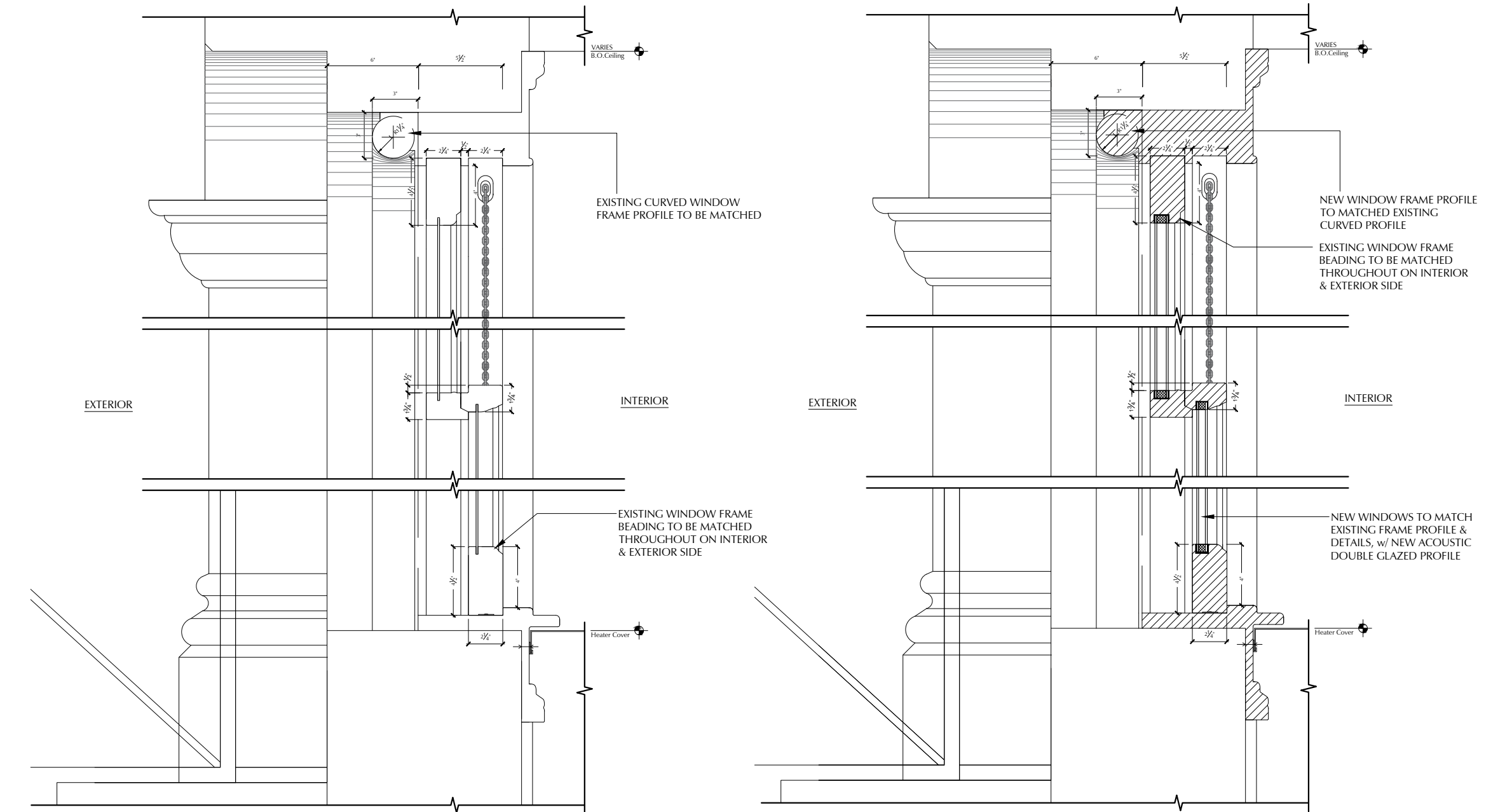
2 East Facade Partial Proposed Plan
1/2" = 1'-0"



3 East Facade Demo Elevation
1/2" = 1'-0"

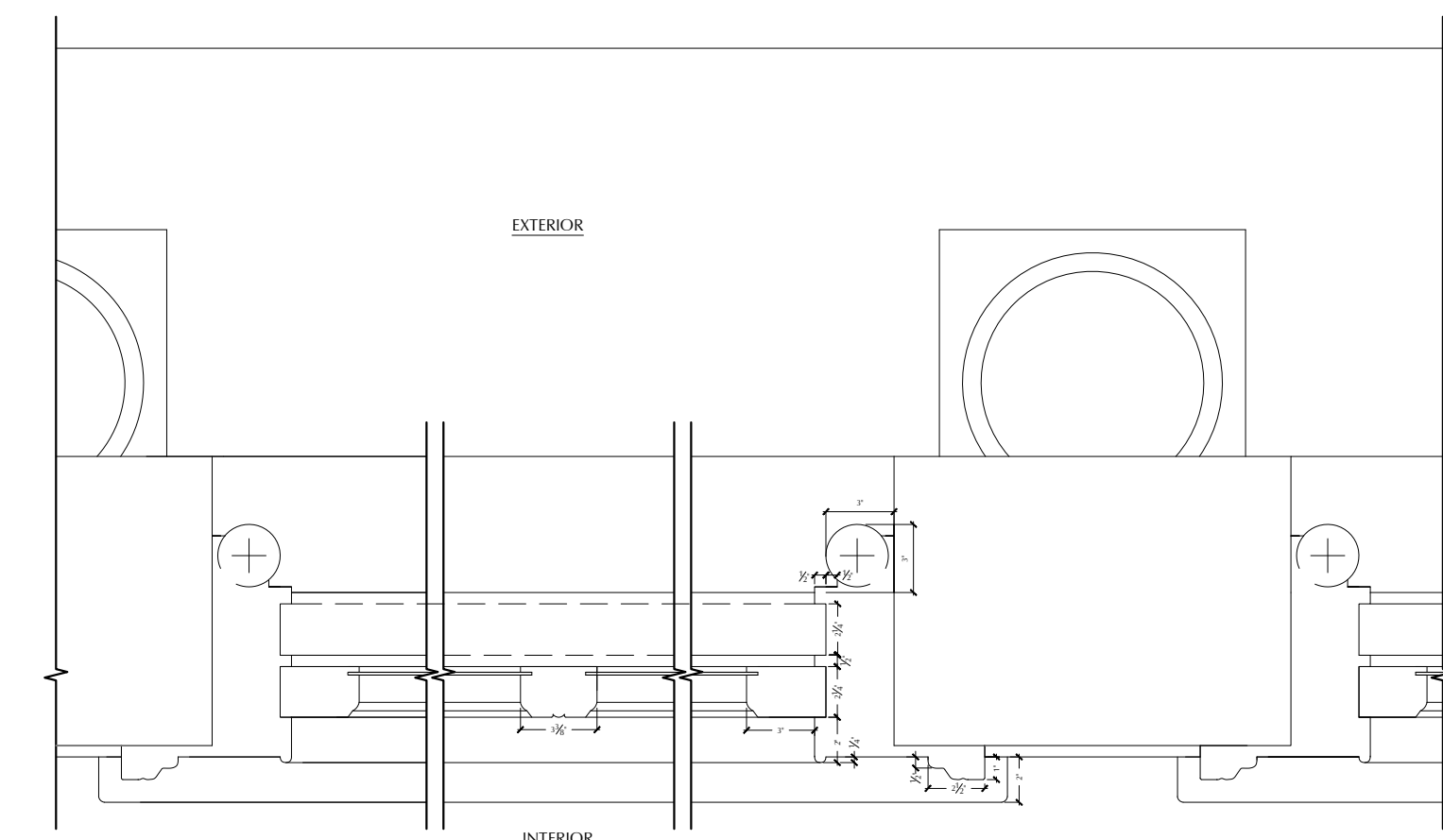


4 East Facade Proposed Elevation
1/2" = 1'-0"

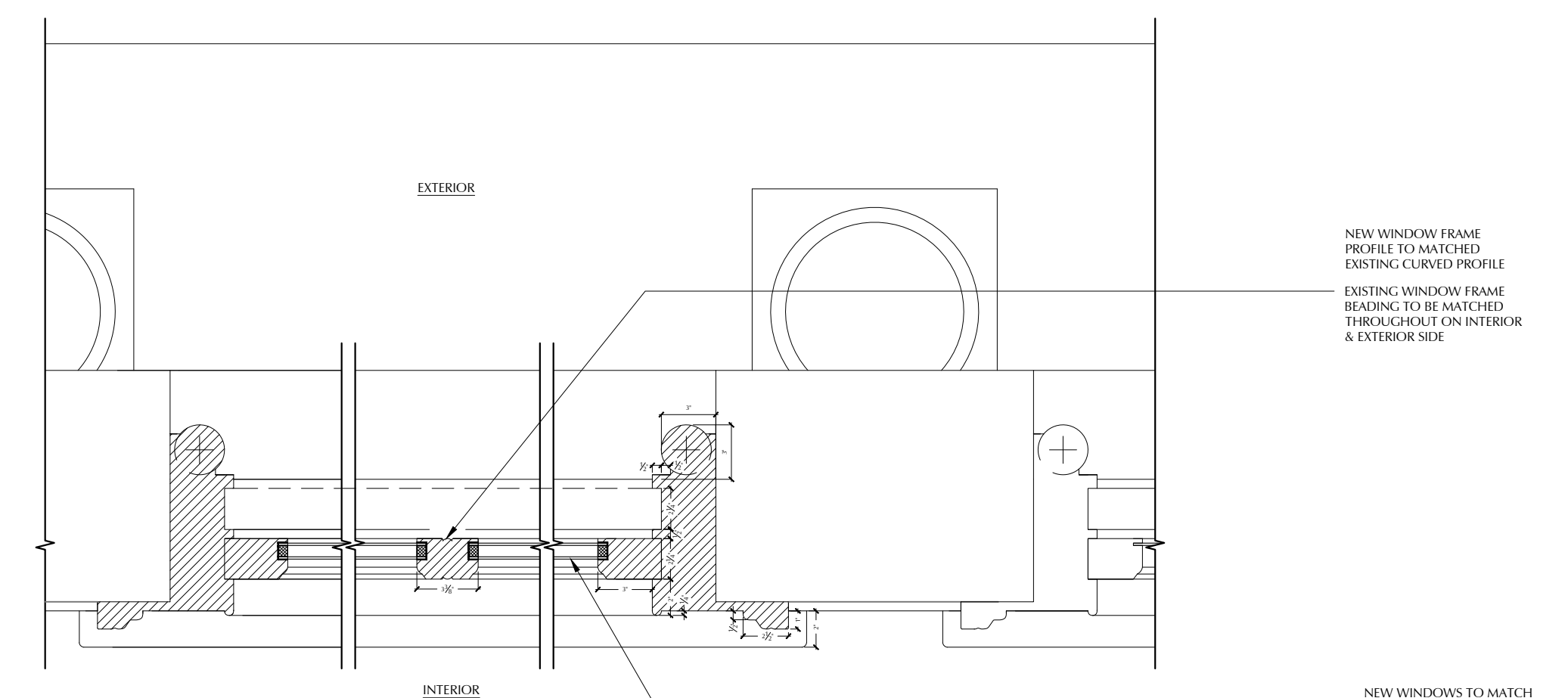


5 East Facade Existing Window Section Detail
1 1/2" = 1'-0"

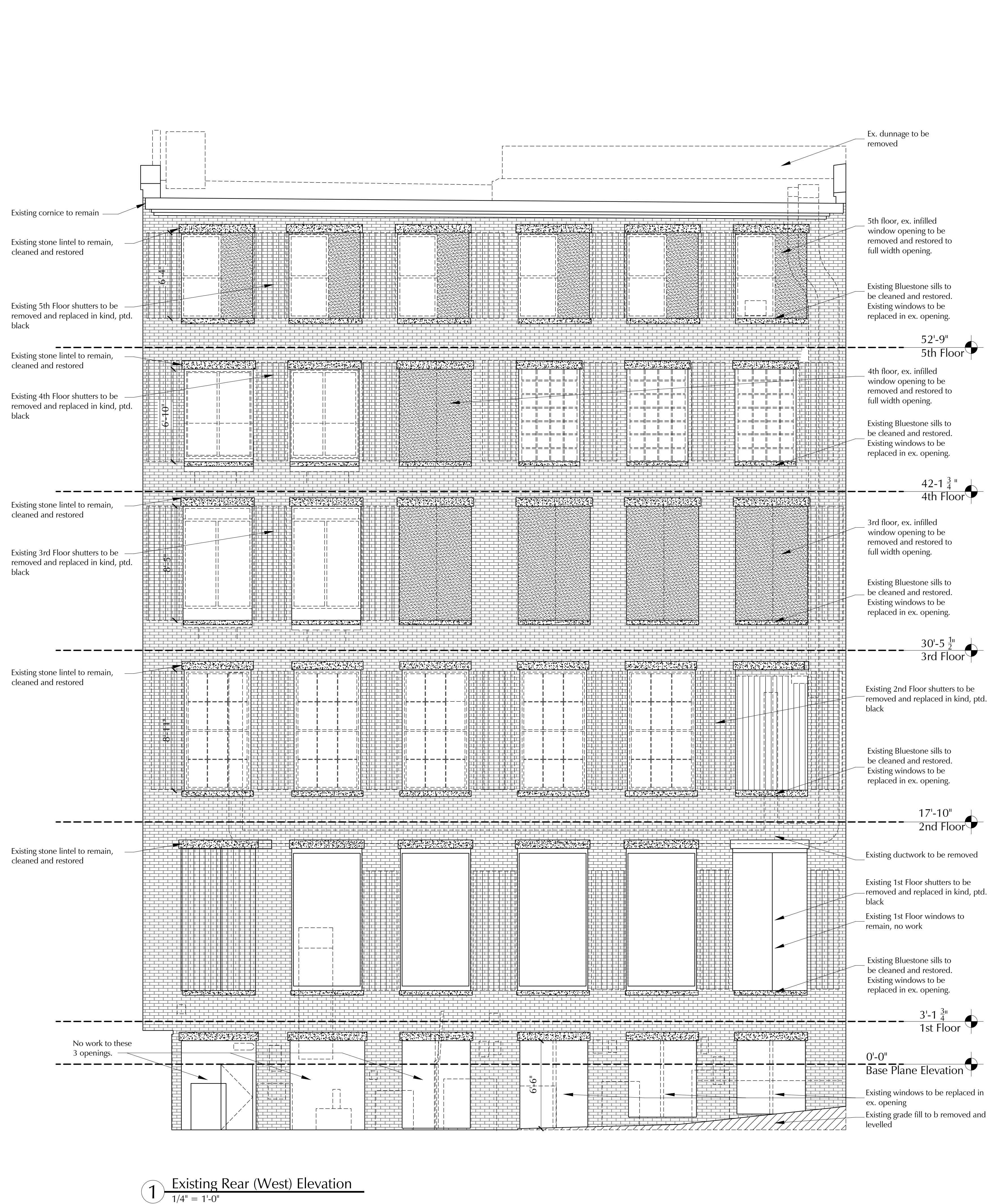
6 East Facade Proposed Window Section Detail
1 1/2" = 1'-0"

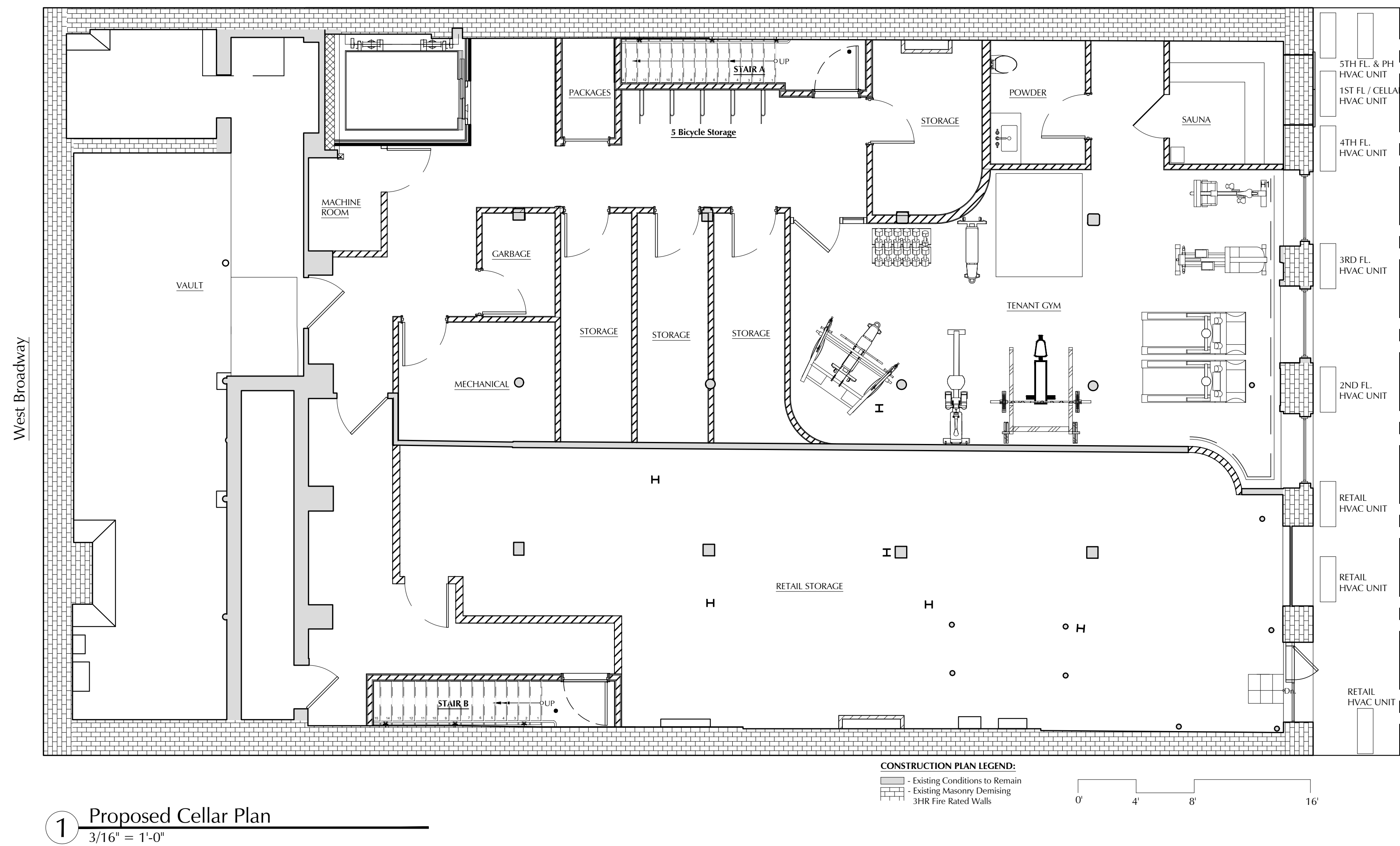


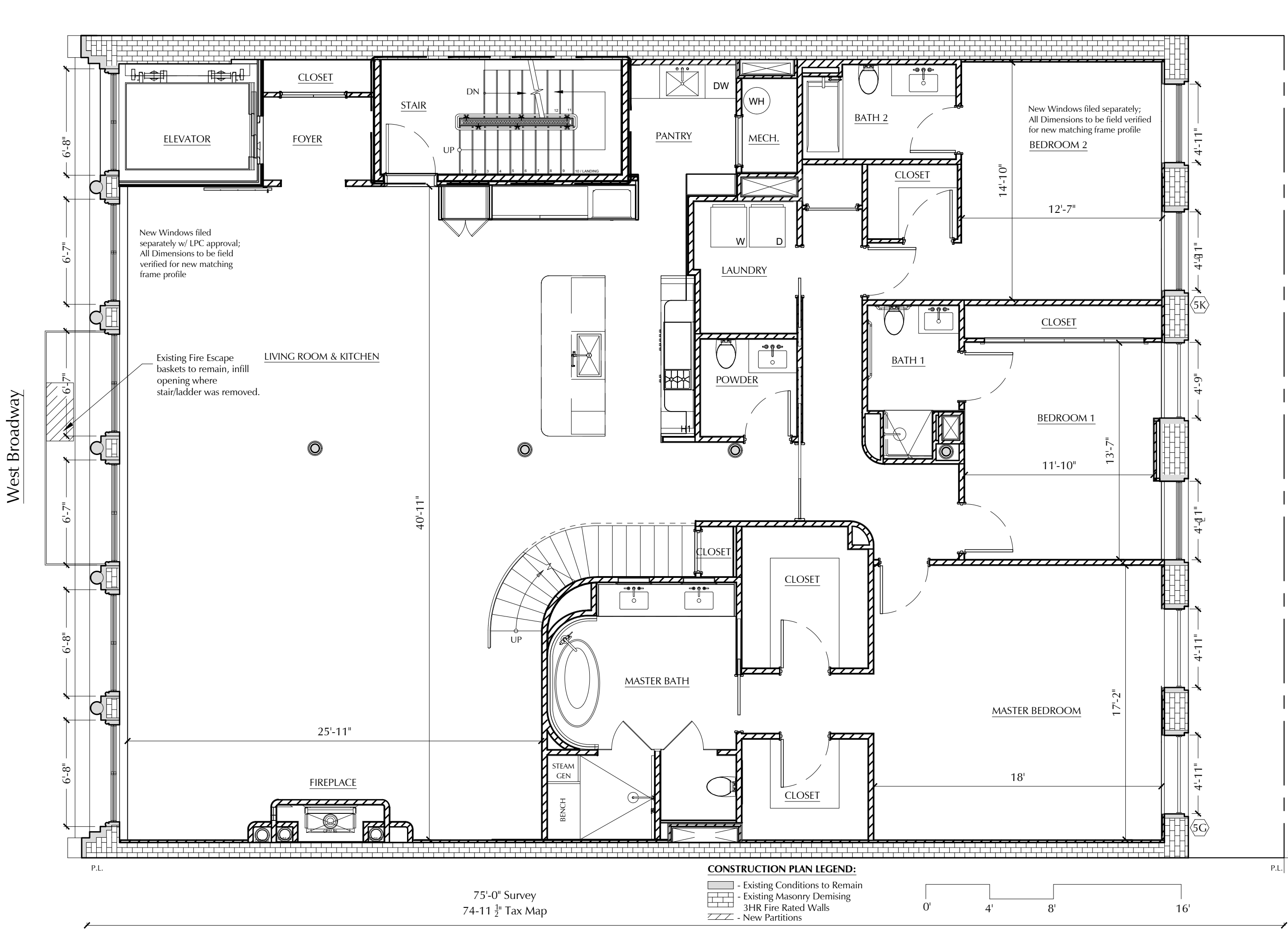
7 East Facade Existing Window Plan
1 1/2" = 1'-0"



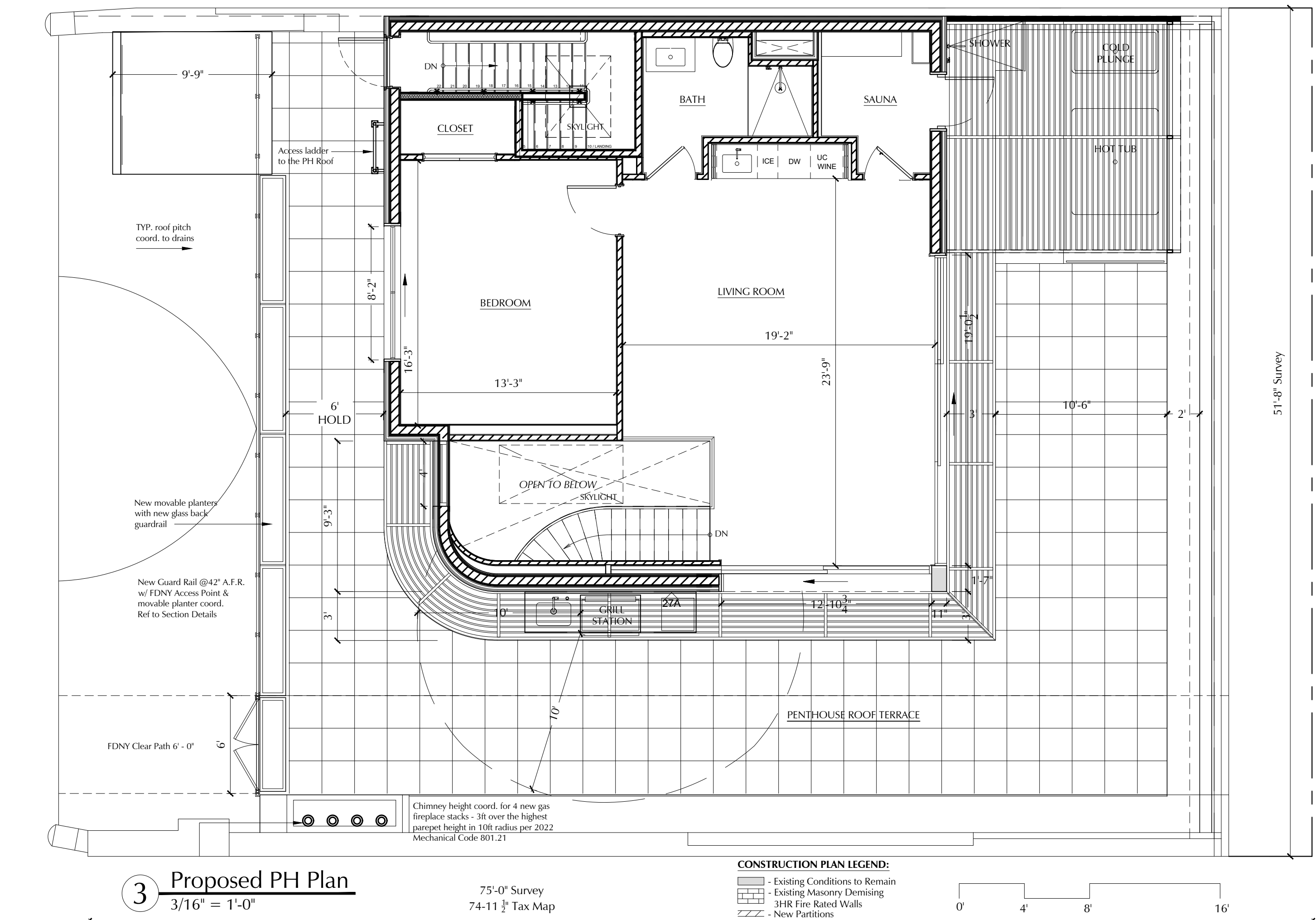
8 East Facade Proposed Window Plan
1 1/2" = 1'-0"



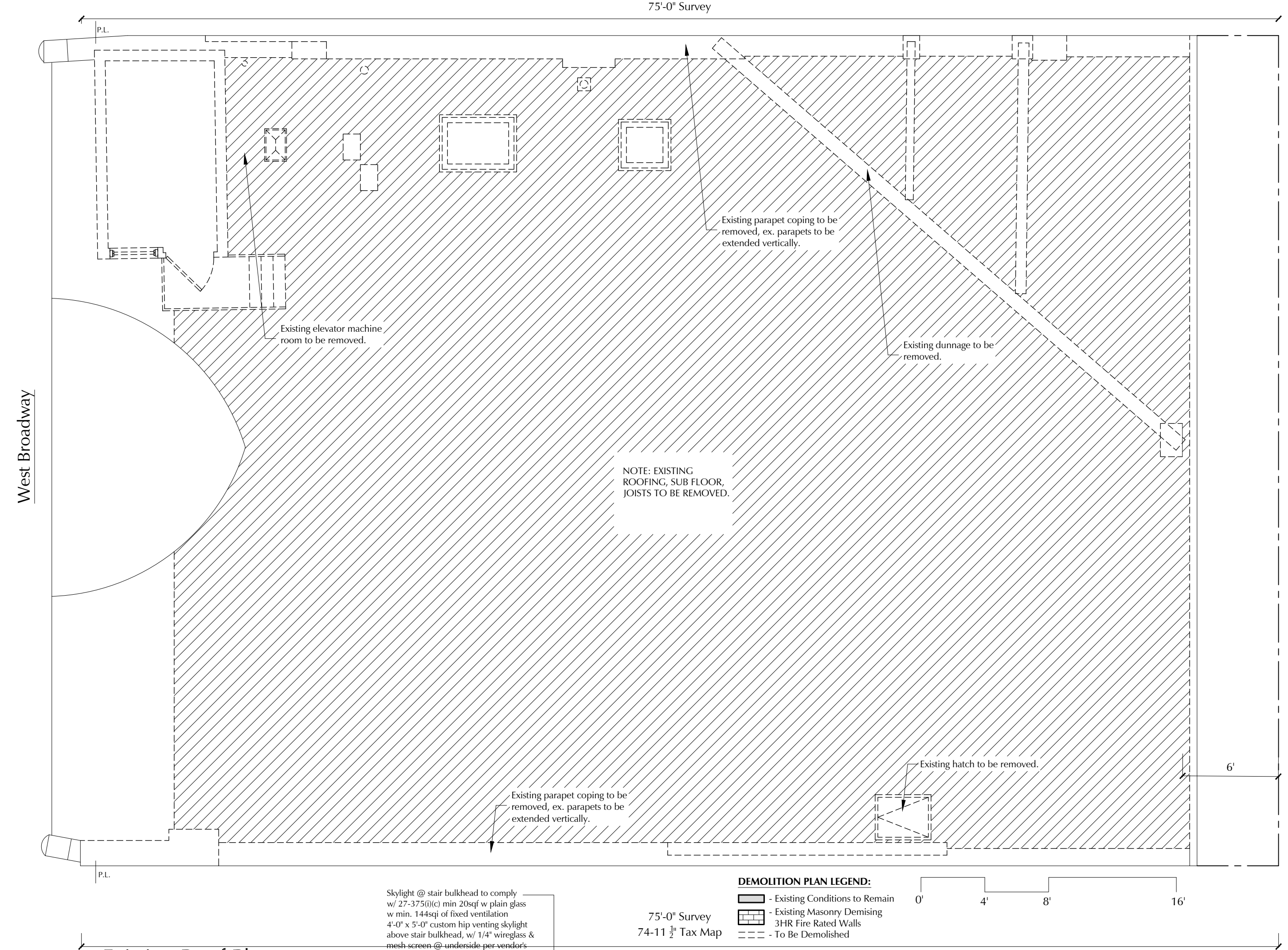




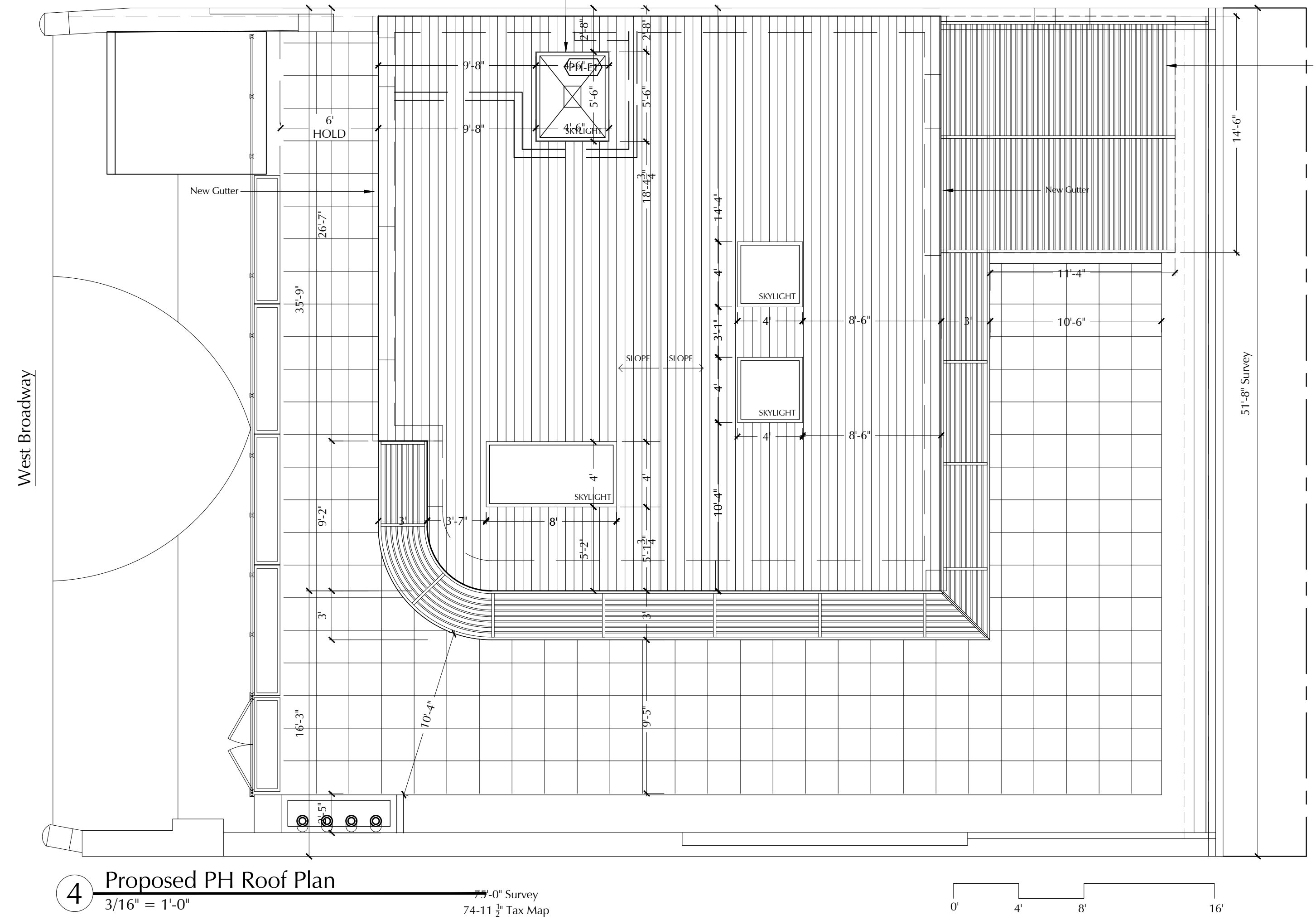
1 Proposed 5th floor Plan
3/16" = 1'-0"



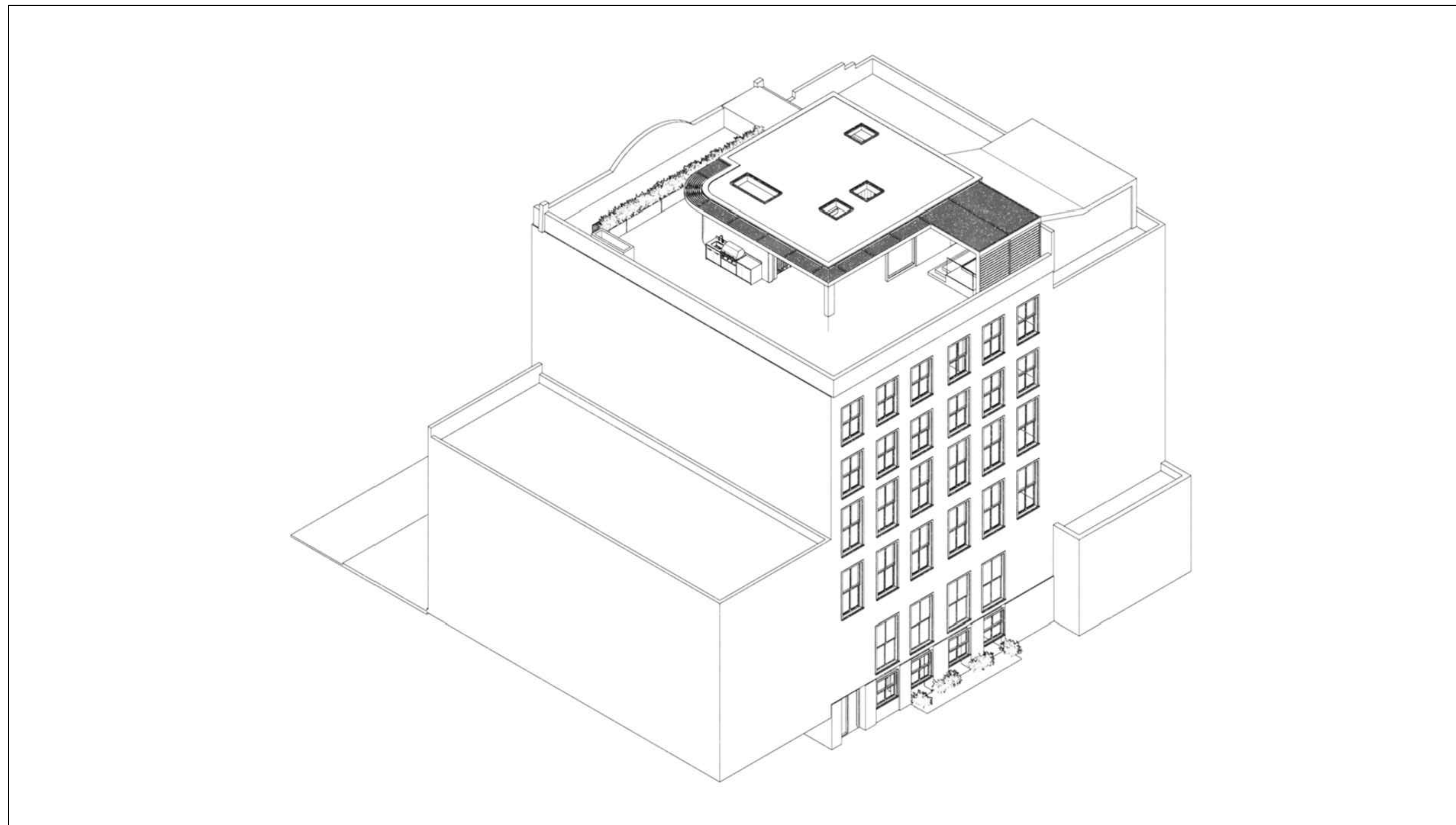
3 Proposed PH Plan
3/16" = 1'-0"



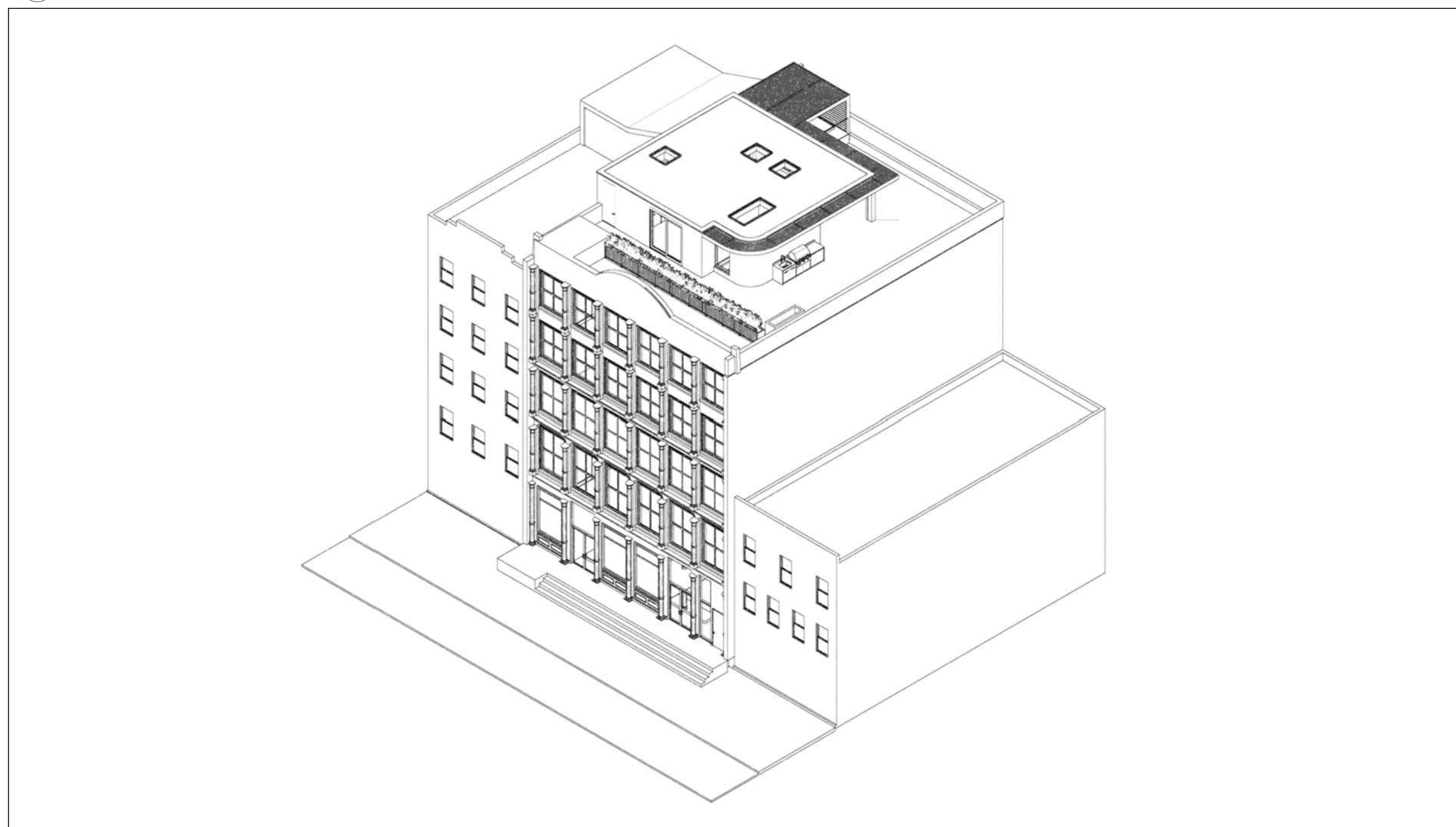
2 Existing Roof Plan
3/16" = 1'-0"



4 Proposed PH Roof Plan
3/16" = 1'-0"



① Proposed AXON, Facing North

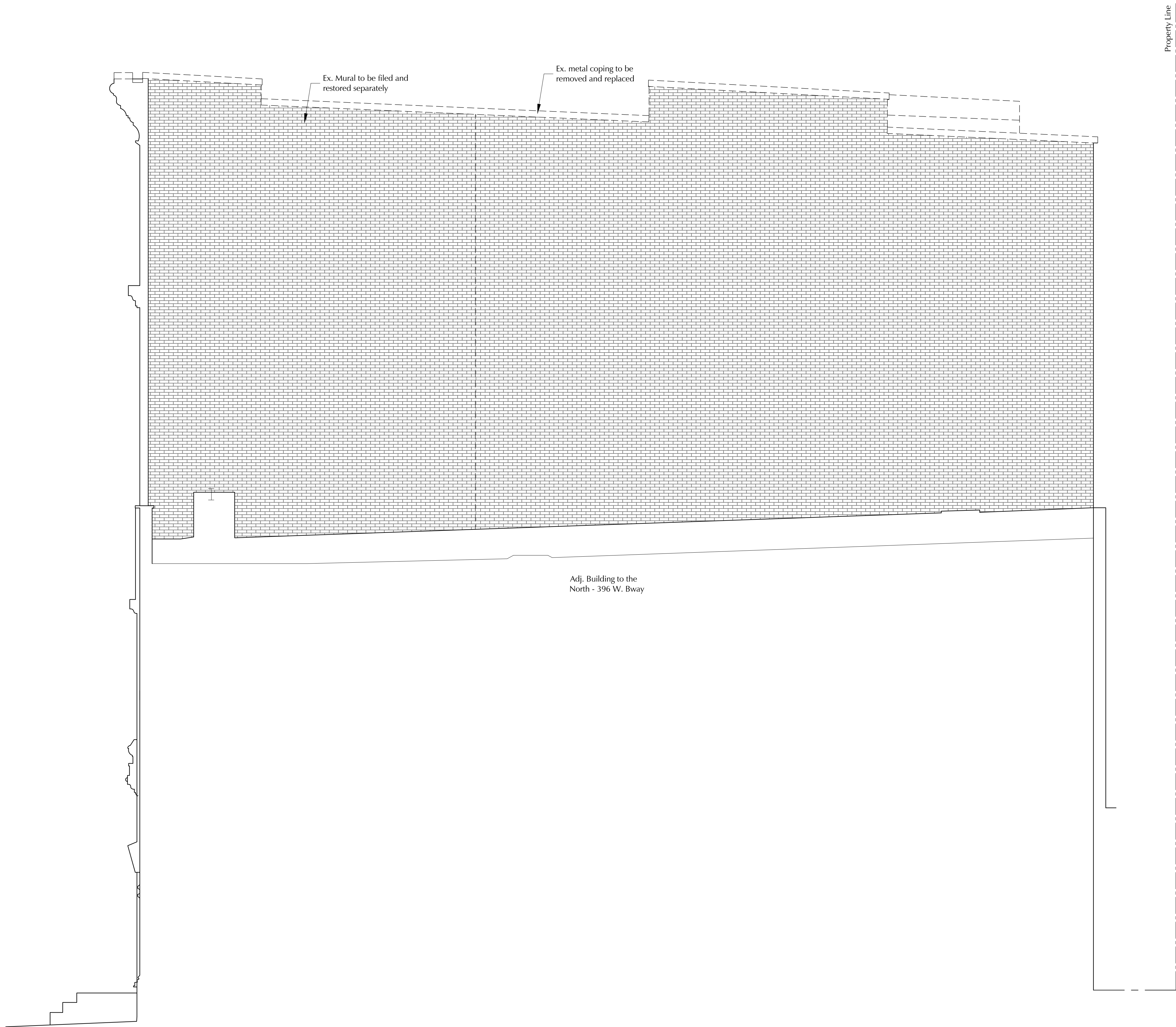


② Proposed AXON, Facing South

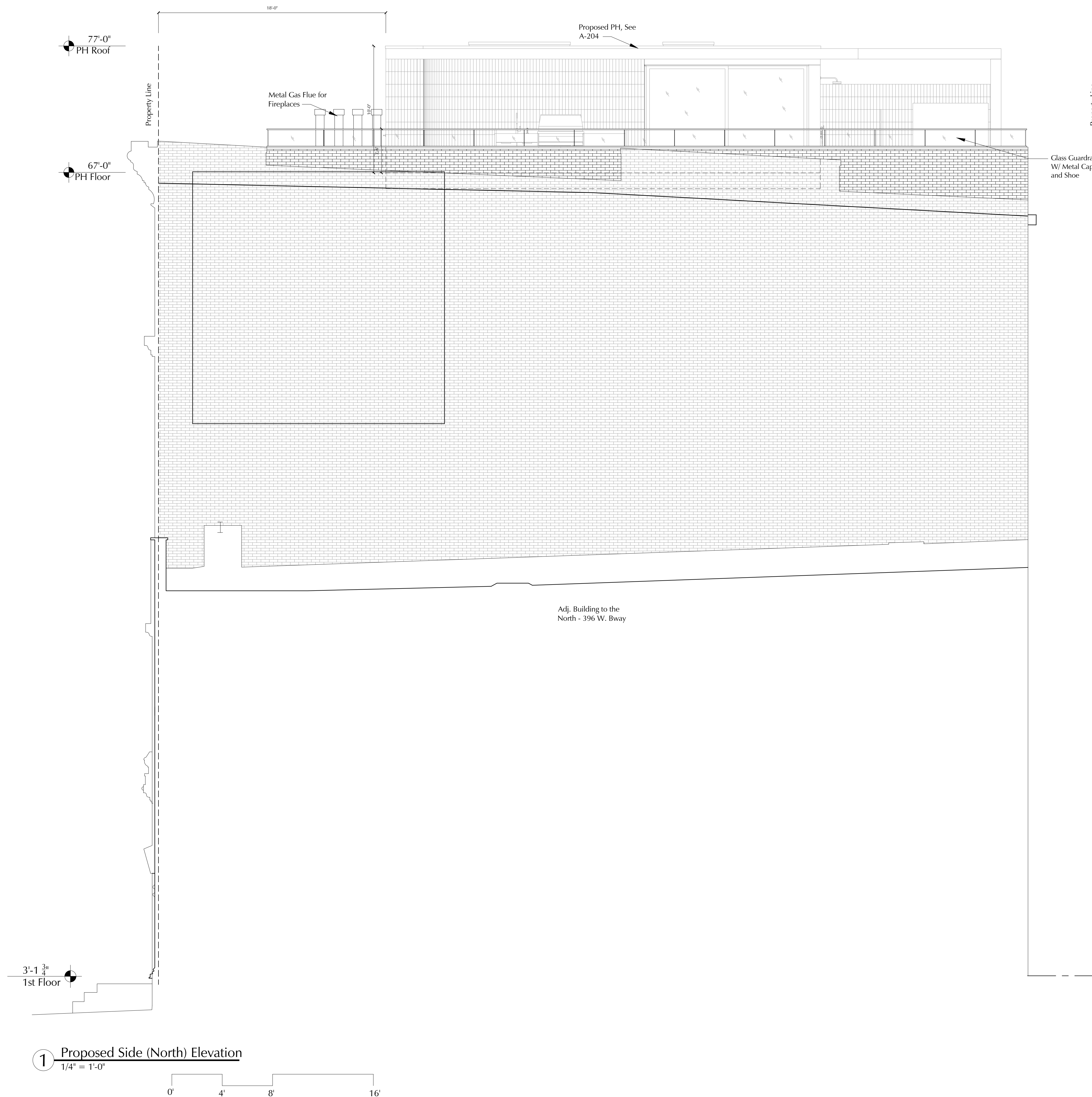


PENTHOUSE MATERIALS

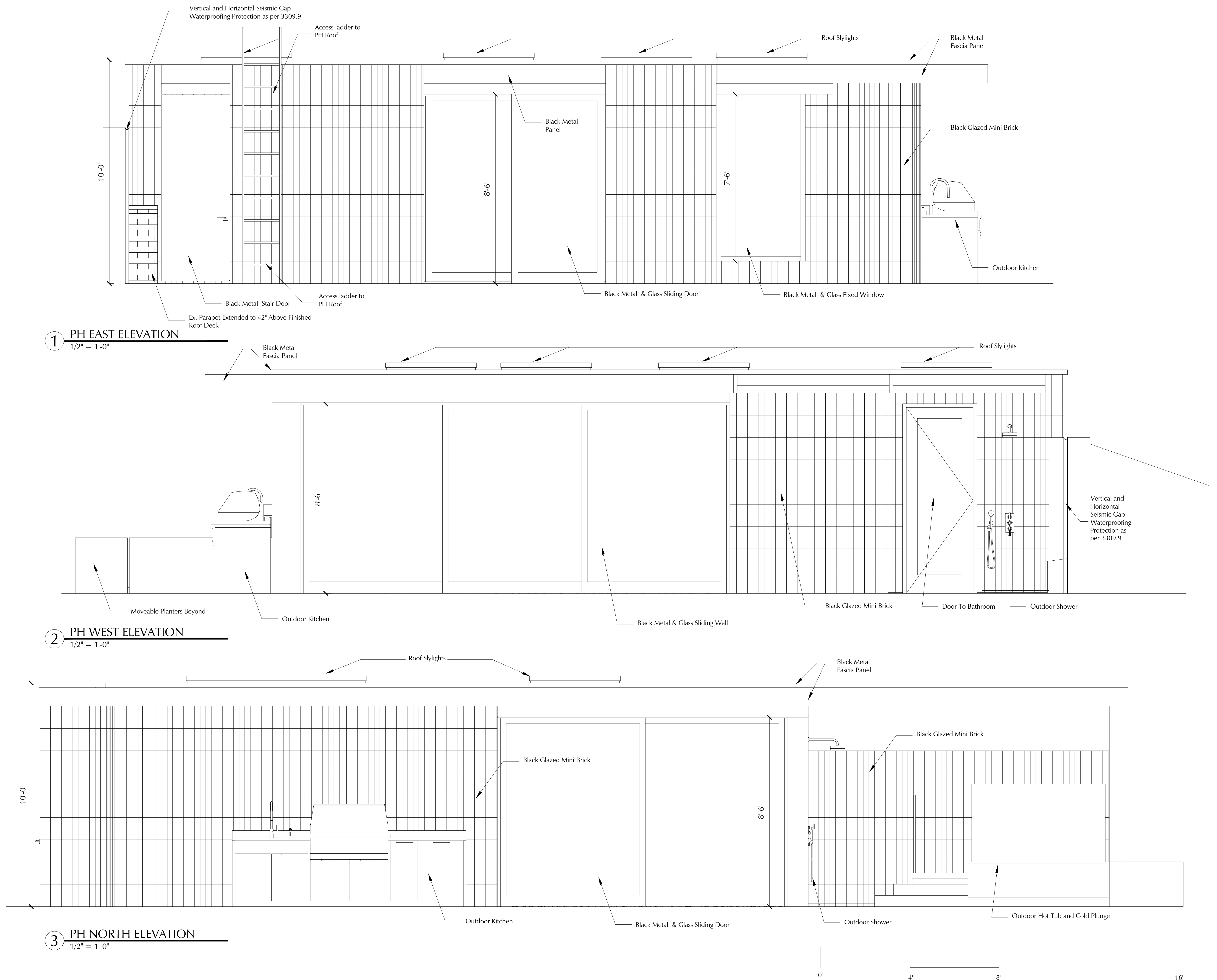




① Existing Side (North) Elevation
1/4" = 1'-0"



2 Glass Railing Intent



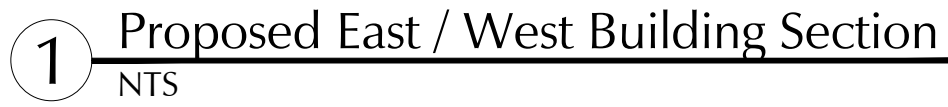




Image - A



Image - B



Image - C



Image - D



Image - E - Mockup



Image - F - Mockup



Image - E - No Mockup



Image - F - No Mockup



Image - G



Image - H



Image - I



Photo Montage - Rendering - Image E



Photo Montage - Rendering - Image F



Photo Montage - Rendering - Image I



99 Prince Street



110 Wooster Street



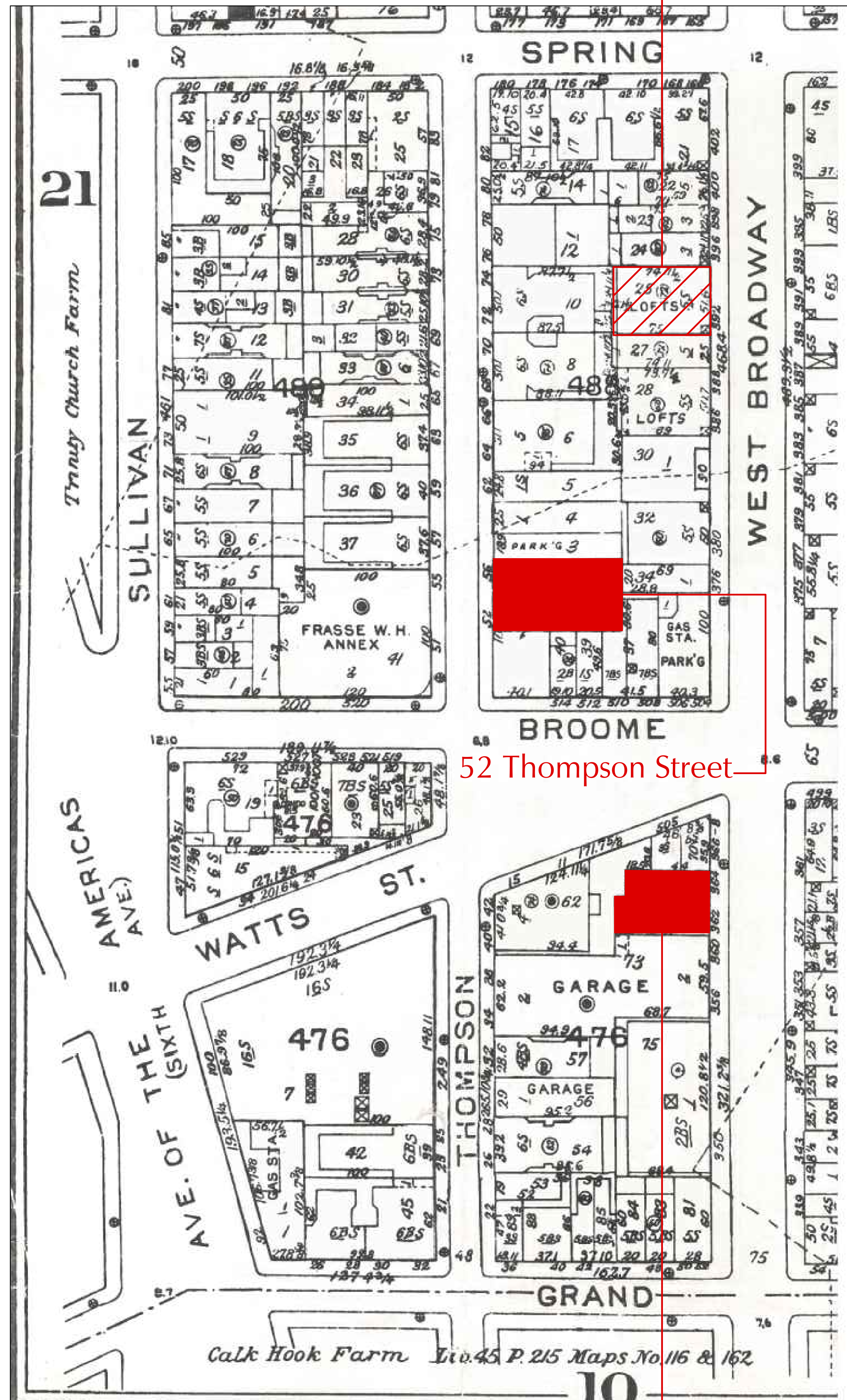
142 Wooster Street



469 Broome Street

Landmarks Note:
Historic Fire Escape Stairs Removed
SoHo Cast Iron District

392 West Broadway



52 Thompson Street

362 West Broadway



362 West Broadway

LPC report :
 Roof : Elevator tower with metal brackets; metal fence; one-story masonry rooftop addition with cantilever. Site : Steel-plated and raised vault cover.
 No. 362-364 West Broadway, which has been converted to apartments on its upper floors, is evocative of the SoHo area's prominence as one of New York City's prime manufacturing districts in the latenineteenth century and its continued importance in the twentieth century as the location of small factories and warehouses, and later, as the location of art galleries and luxury apartments.



52 Thompson Street

Not Located in Cast iron Extension District

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