The current proposal is:

Preservation Department – Item 2, LPC-25-07016

41-43 Mercer Street – SoHo-Cast Iron Historic District

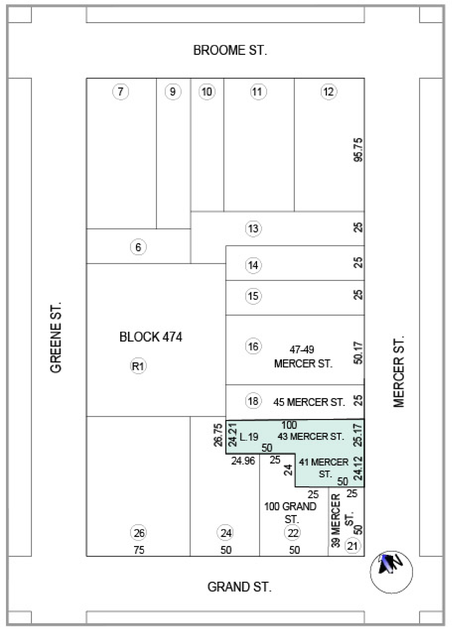
Borough of Manhattan

Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.

41 - 43 MERCER STREET

New York, NY 10013
SoHo Cast-Iron Historic District

Proposed Demolition, New Building, Rooftop Addition, and Storefront Alteration



BLOCK PLAN SCALE: 1" = 600"

ALEXANDR NERATOFF ARCHITECT
57 Prince St, New York, NY 10012

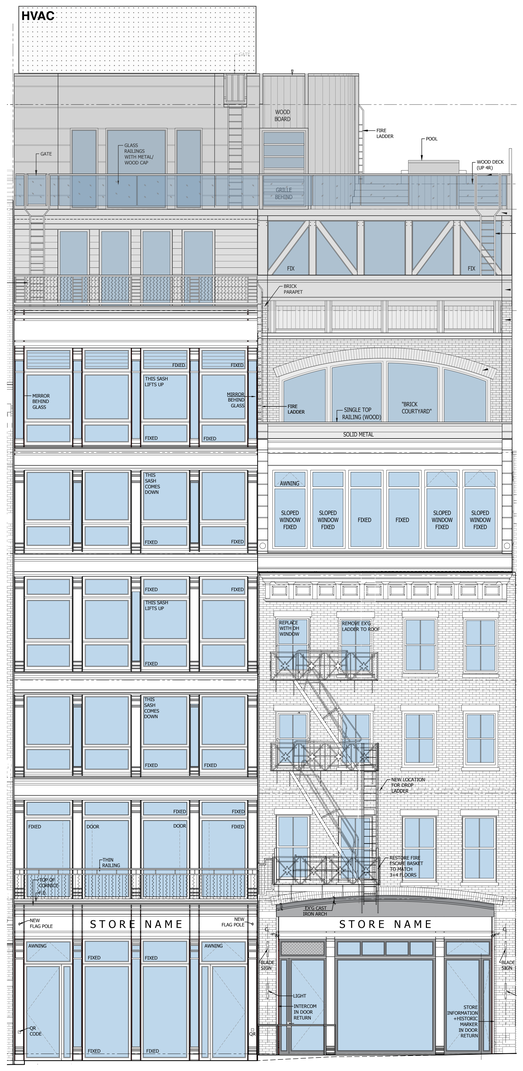
JPD PRESERVATION CONSULTING

Site and History: Existing Conditions

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41-43 Mercer Street: Proposed Design Revisions



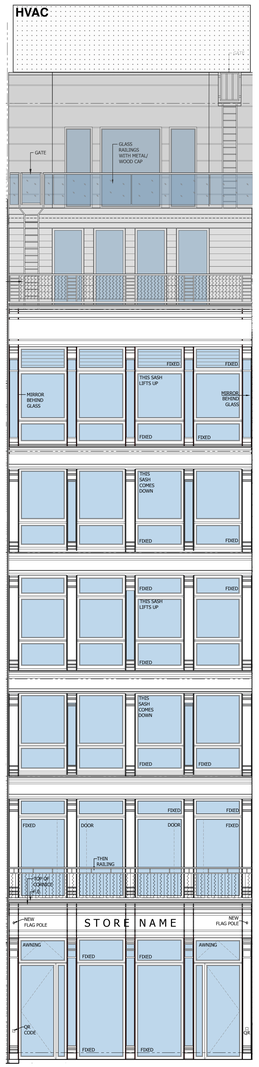
2.24.2026

9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 Mercer Street: Proposed Design Revisions - Front



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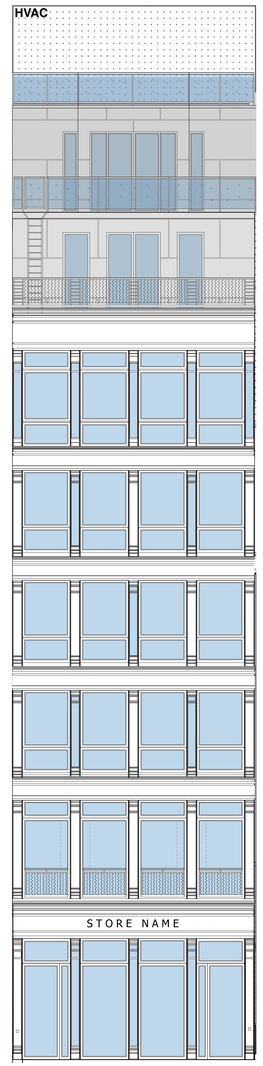
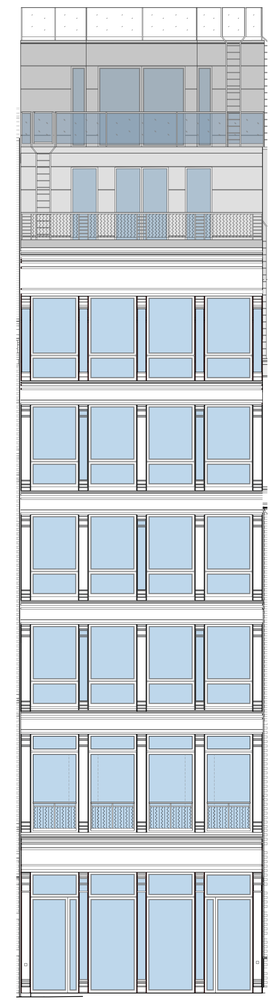


5.5.2026



9.1.2026

41:

- Lower the height of the top floor windows
- Lower the height of the cornice
- Reduce the bulk at the PH

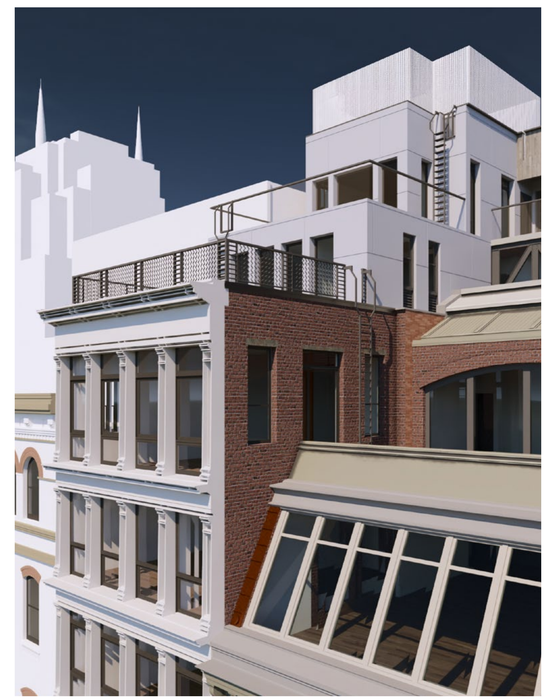
ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 Mercer Street: Proposed Design Revisions

2.24.2026

9.1.2026



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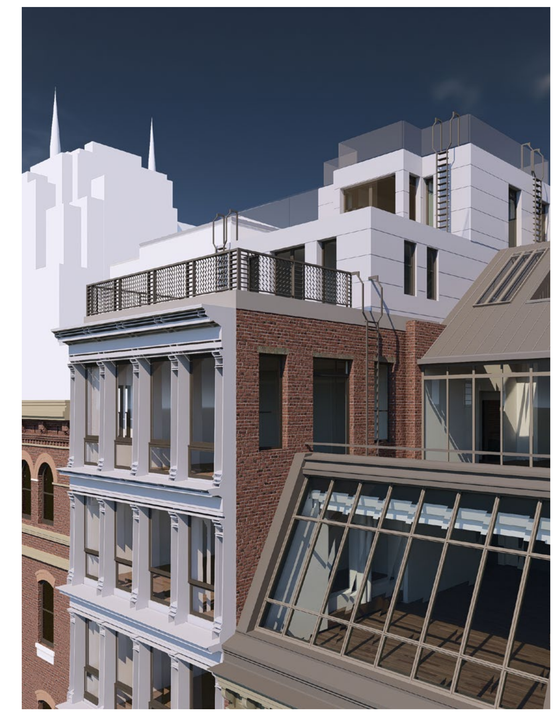

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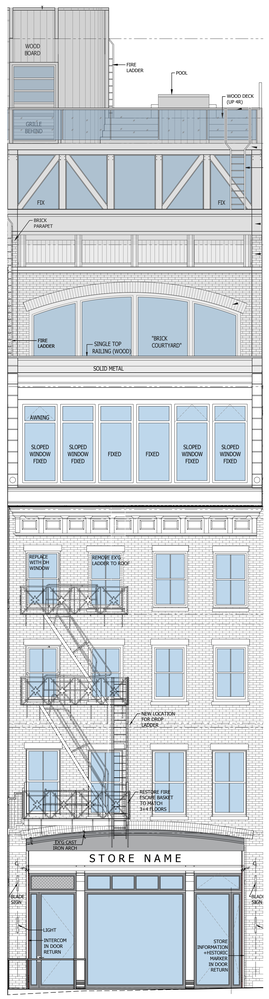
ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

43 Mercer Street: Proposed Design Revisions



2.24.2026

5.5.2026

9.1.2026

43:

- Refine the articulation of the arch at the storefront
- Eliminate the sidelites at the doorways
- Unify the articulation of the glazed openings at the rooftop addition
- Further reduce the height and bulk of the set-back portion of the roof-

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

43 Mercer Street: Proposed Design Revisions

5.5.2026

9.1.2026

5.5.2026

9.1.2026

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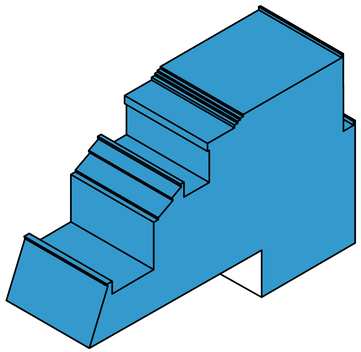
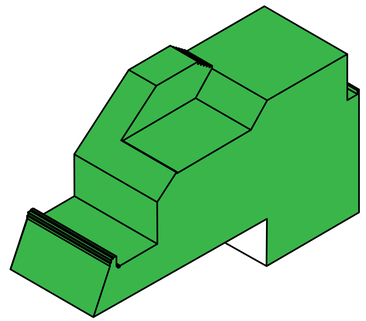
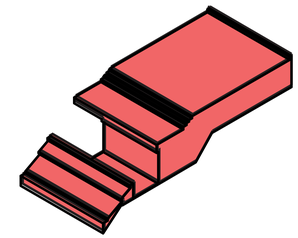
ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Massing Study







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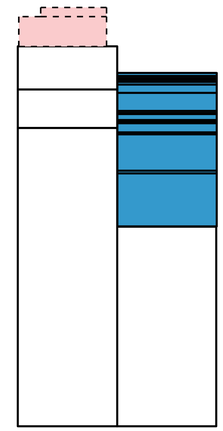

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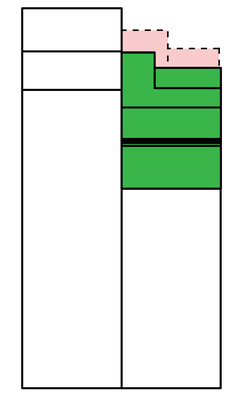
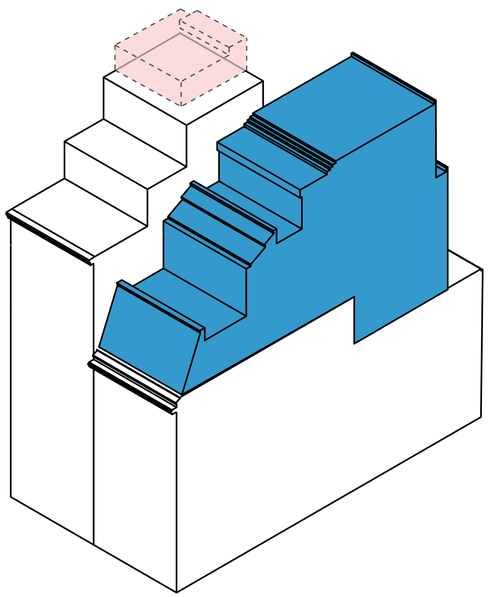


9.1.2026 MASSING



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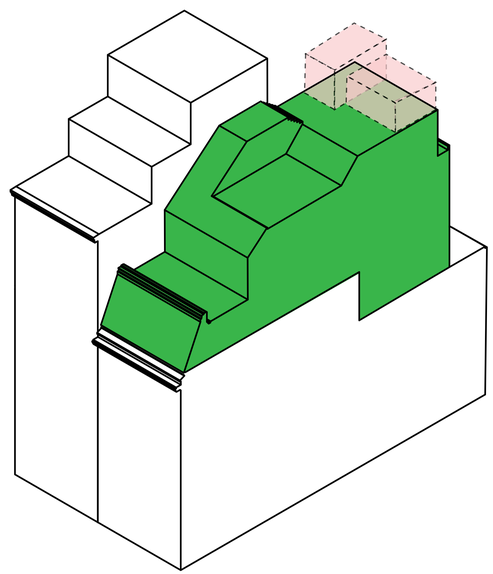
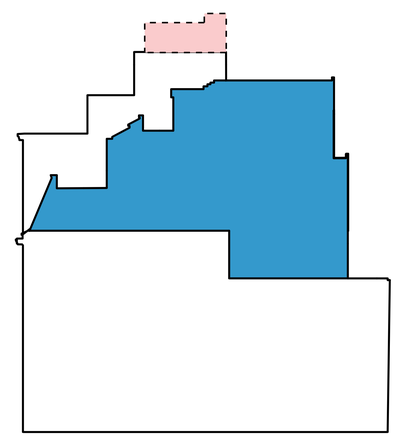
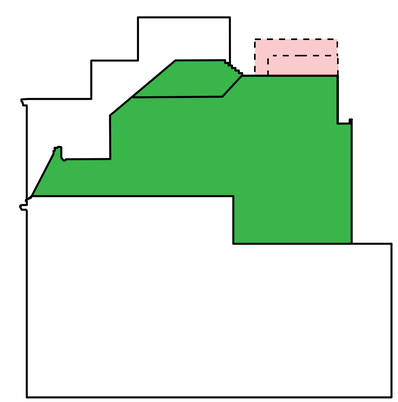


9.1.2026 MASSING AXON



5.5.2026 MASSING

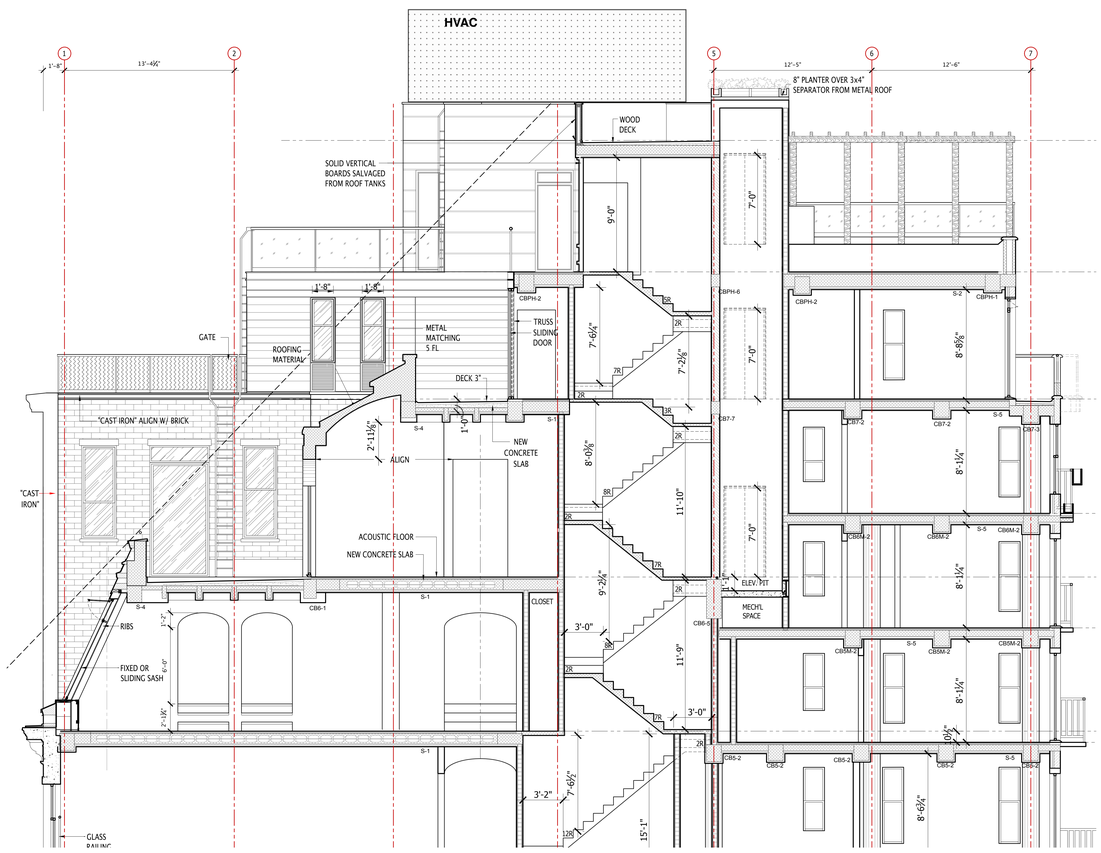


9.1.2026 MASSING

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41-43 Mercer Street: Rooftop Addition 2.24.2026



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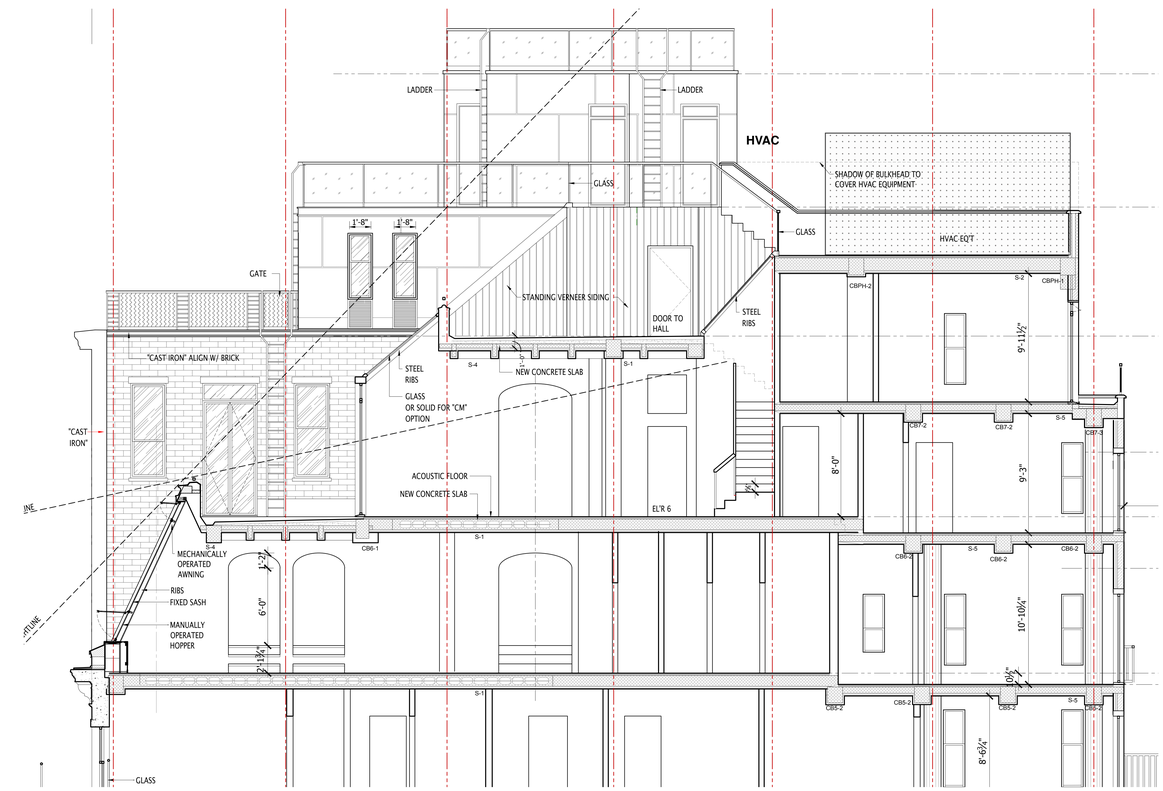

9.1.2026 SECTION

43:

- Refine the articulation of the arch at the storefront
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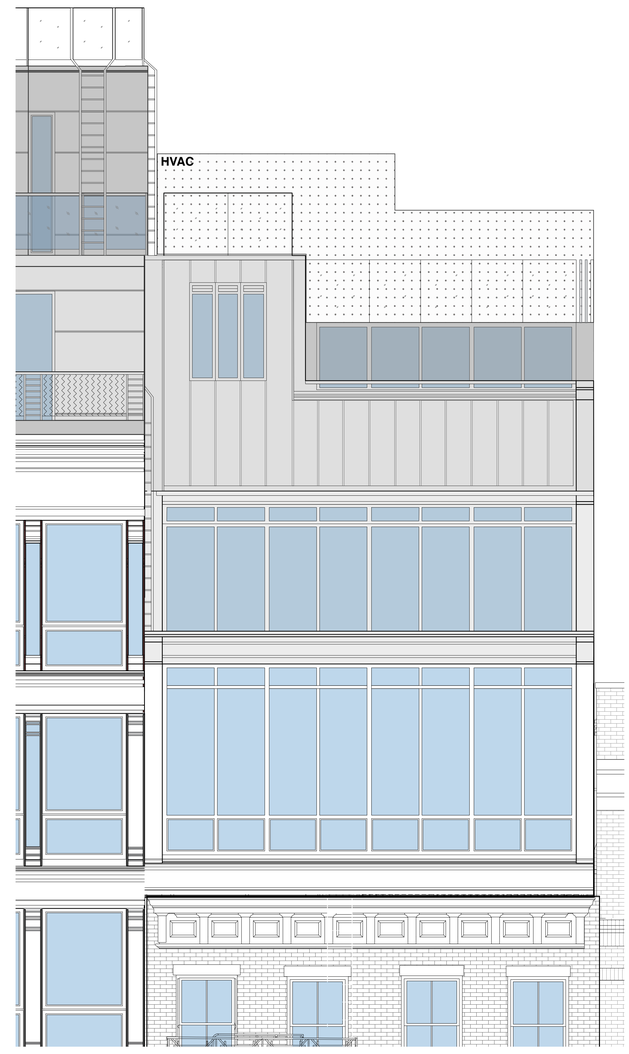
- Further reduce the height and bulk of the set-back portion of the roof-

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41-43 Mercer Street: Rooftop Addition 9.01.2026

2.24.2026 ELEVATION



9.1.2026 ELEVATION

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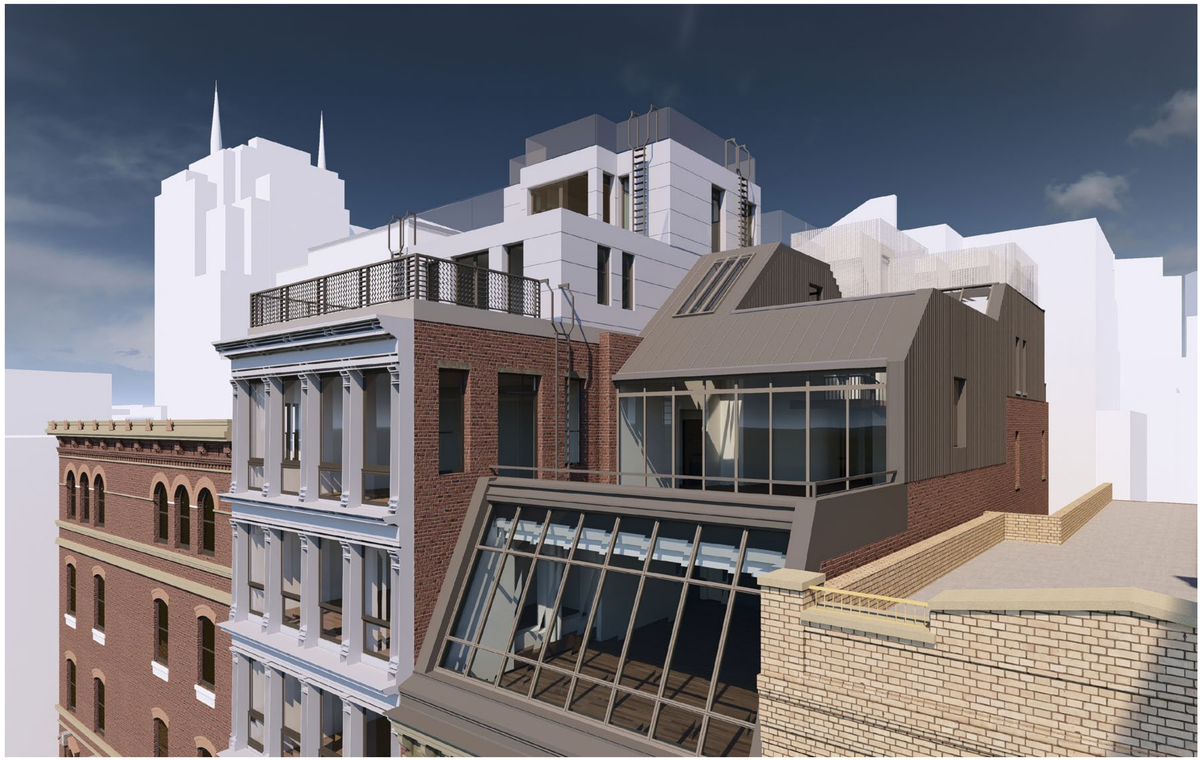
ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Revised Massing Renders

2.24.2026

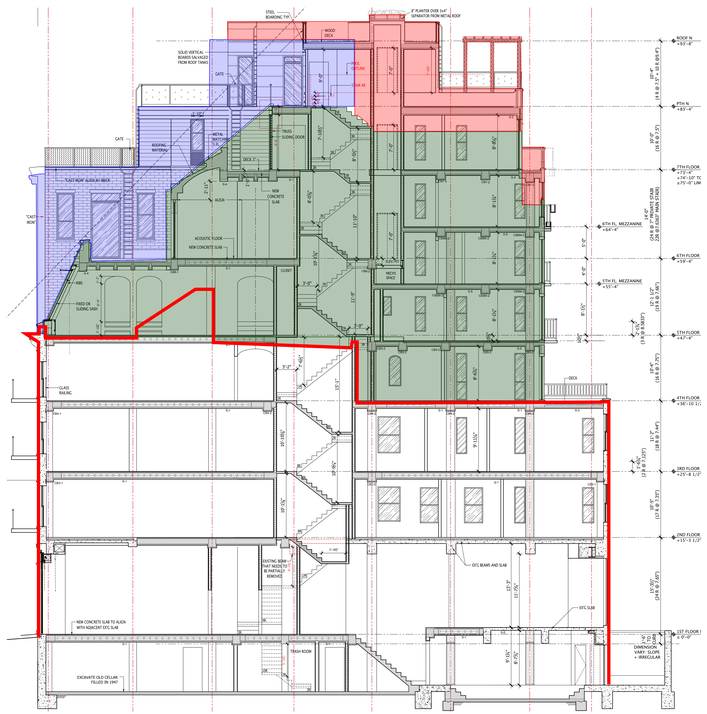


9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Sections and Overlays



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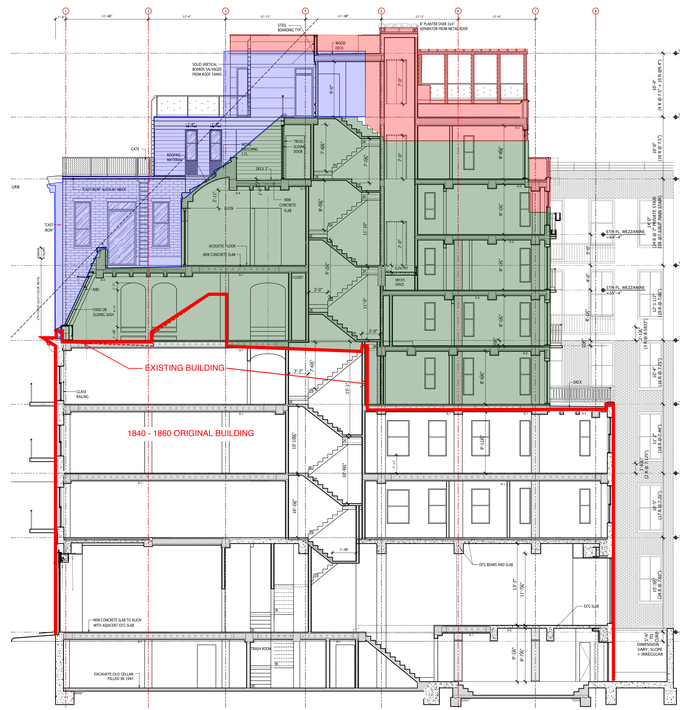

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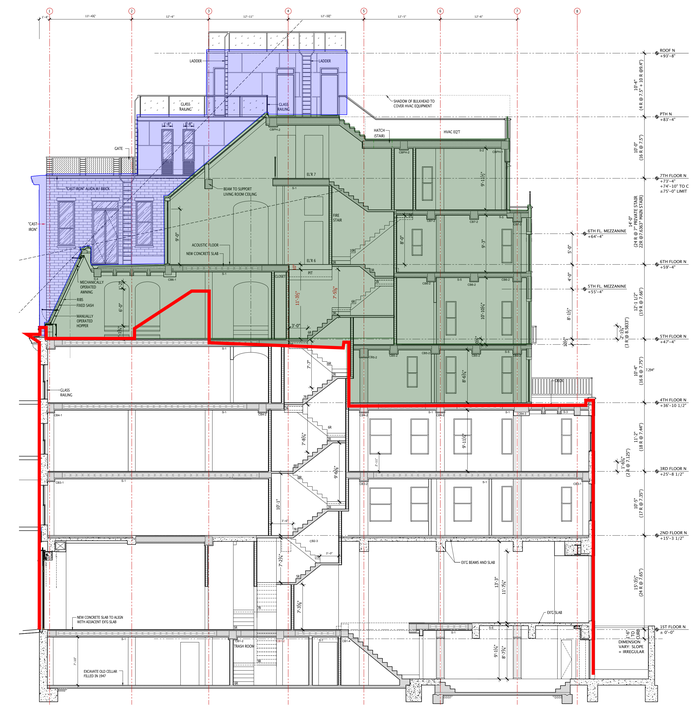

9.1.2026 ISOLATED

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ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Views from Broadway

2.24.2026 WINTER

9.1.2026 WINTER

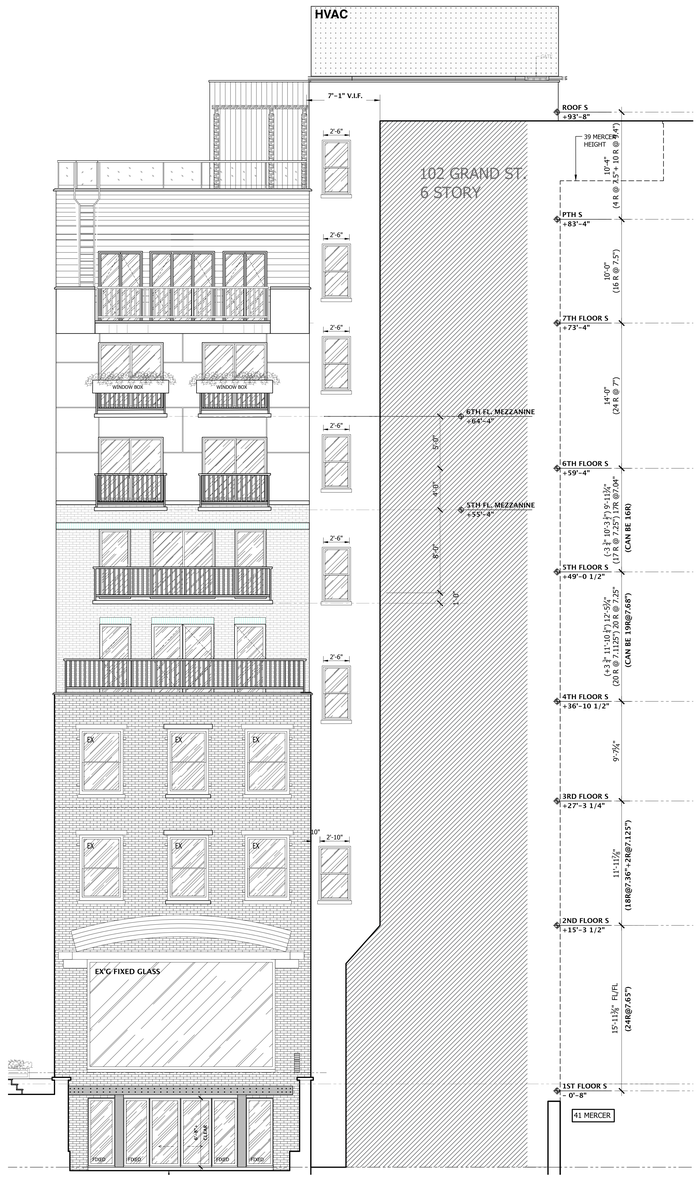
2.24.2026 SPRING

9.1.2026 SPRING

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Proposed Design Revisions - Rear



2.24.2026

9.1.2026

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ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Rear Elevation Renderings

2.24.2026

9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Front Elevation Photo Montage

2.24.2026
CAMERA HEIGHT: 6’
FOCAL LENGTH: 14MM
PITCH: 24°
DISTANCE: 45’

9.1.2026
CAMERA HEIGHT: 6’
FOCAL LENGTH: 14MM
PITCH: 24°
DISTANCE: 45’

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Front Elevation Rendering

2.24.2026
CAMERA HEIGHT: 6’
FOCAL LENGTH: 39MM
PITCH: 0°
DISTANCE: 100’
KEYSTONE CORRECTED

9.1.2026
CAMERA HEIGHT: 6’
FOCAL LENGTH: 39MM
PITCH: 0°
DISTANCE: 100’
KEYSTONE CORRECTED

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

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41-43 Mercer Street – SoHo-Cast Iron Historic District

Borough of Manhattan

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APPENDIX

41 - 43 Mercer Street: Cornice and Parapet References

133-135 Greene St

49-47 Mercer St

68 Greene St

72-76 Greene St

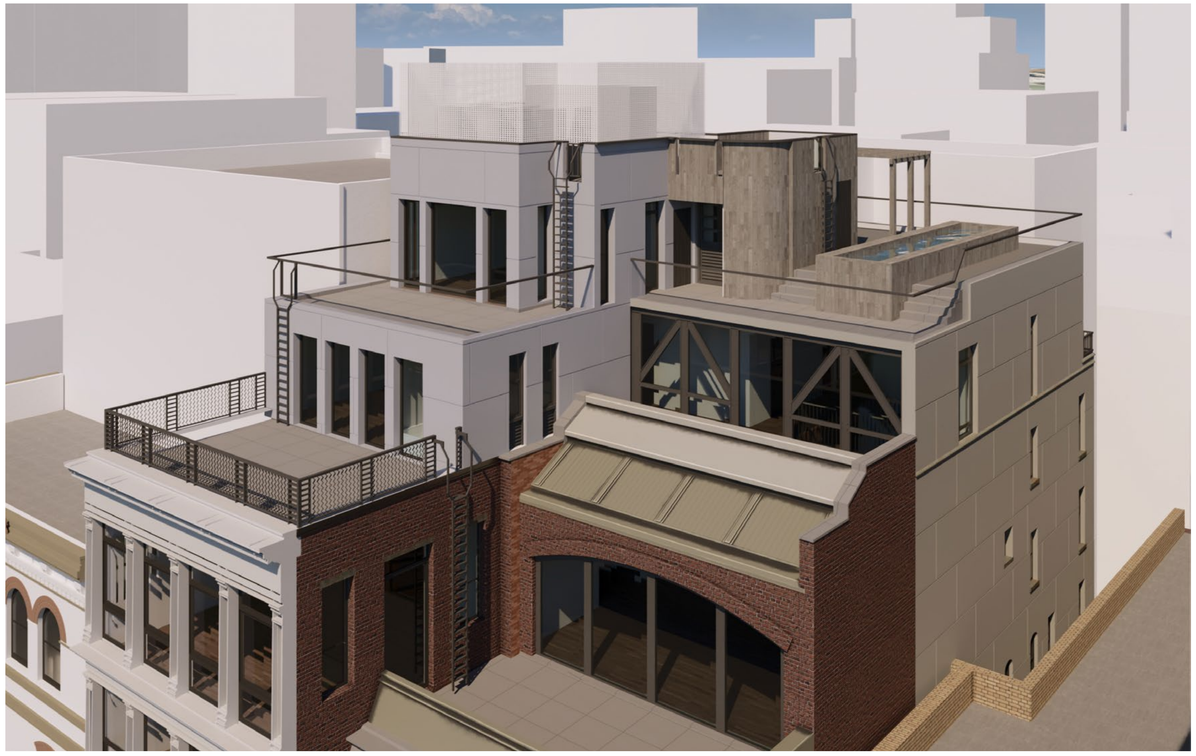
83 Mercer St

95 Greene St

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Revised Massing Renders



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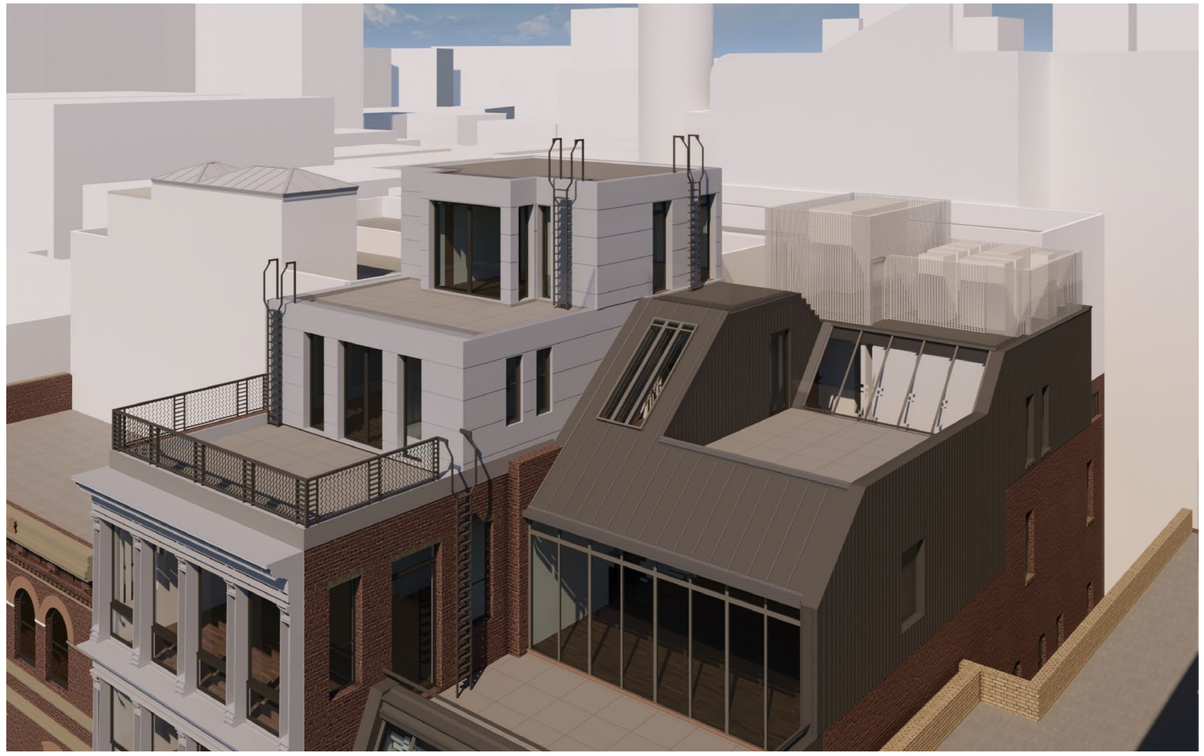
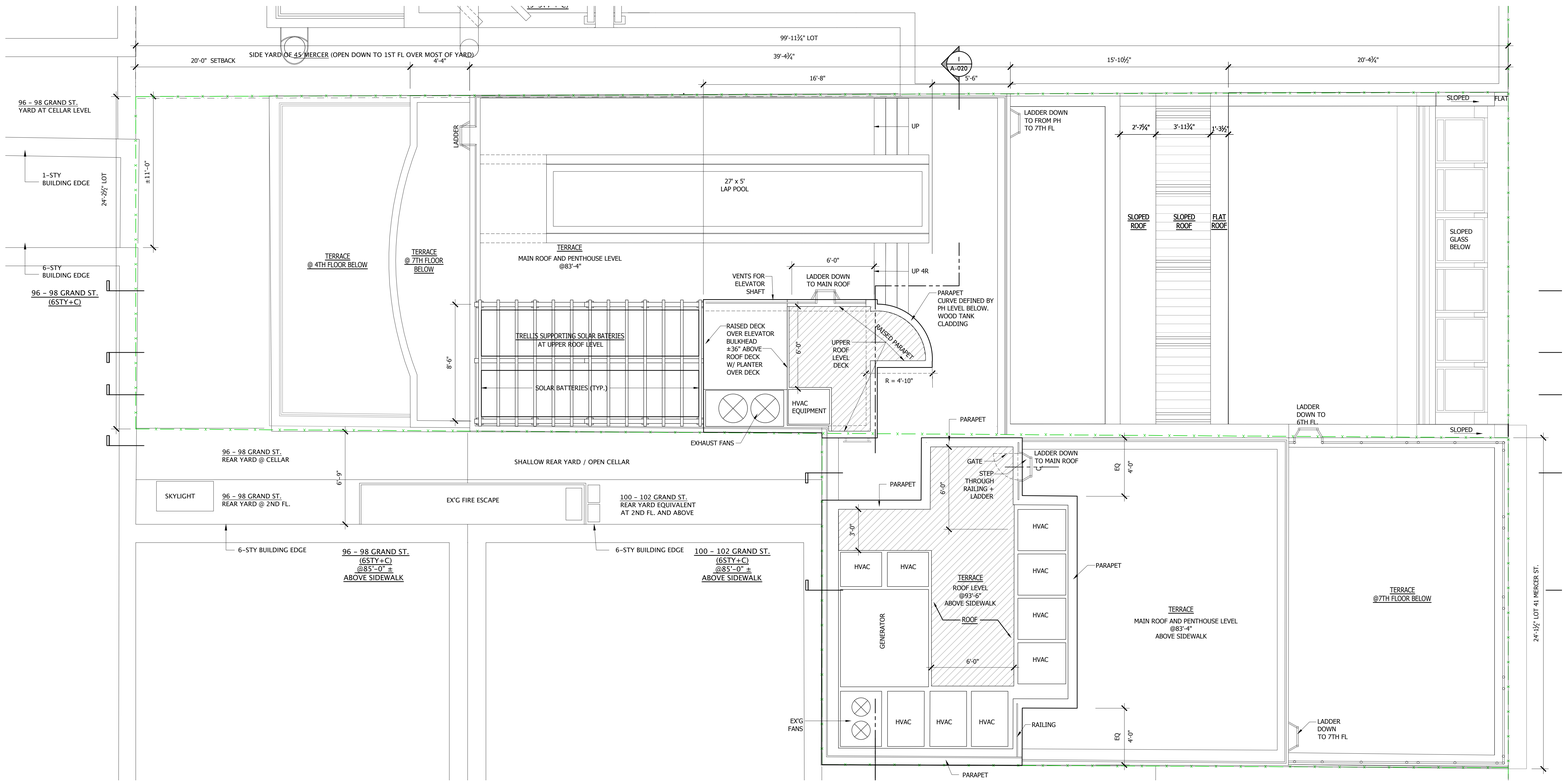


9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Full Roof Design 2.24.2026

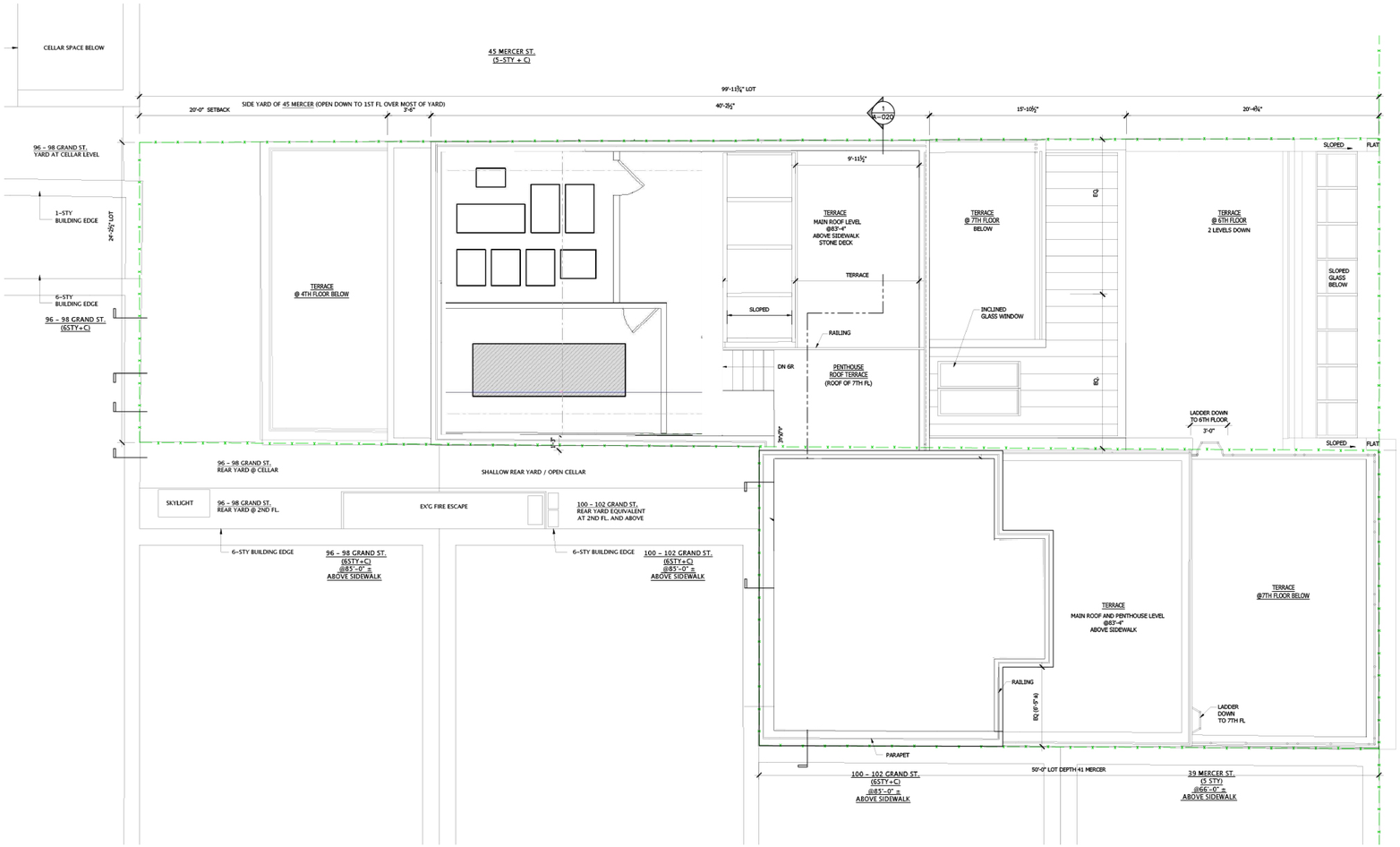


Submitted Design - 2.24.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

41 - 43 Mercer Street: Full Roof Design Proposal

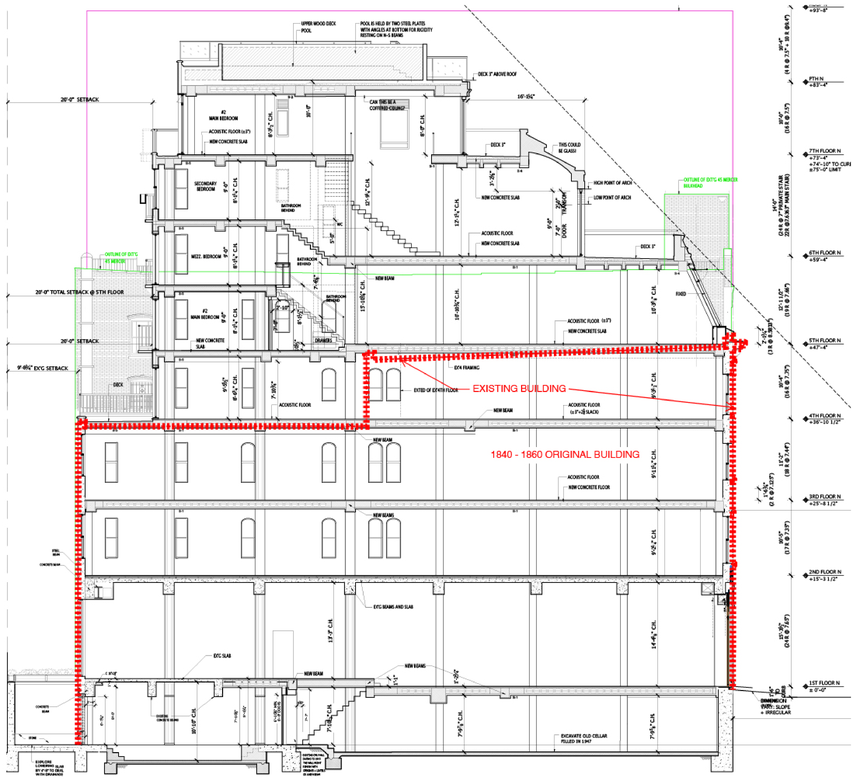


Proposed Design - 9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

43 Mercer Street: Sections



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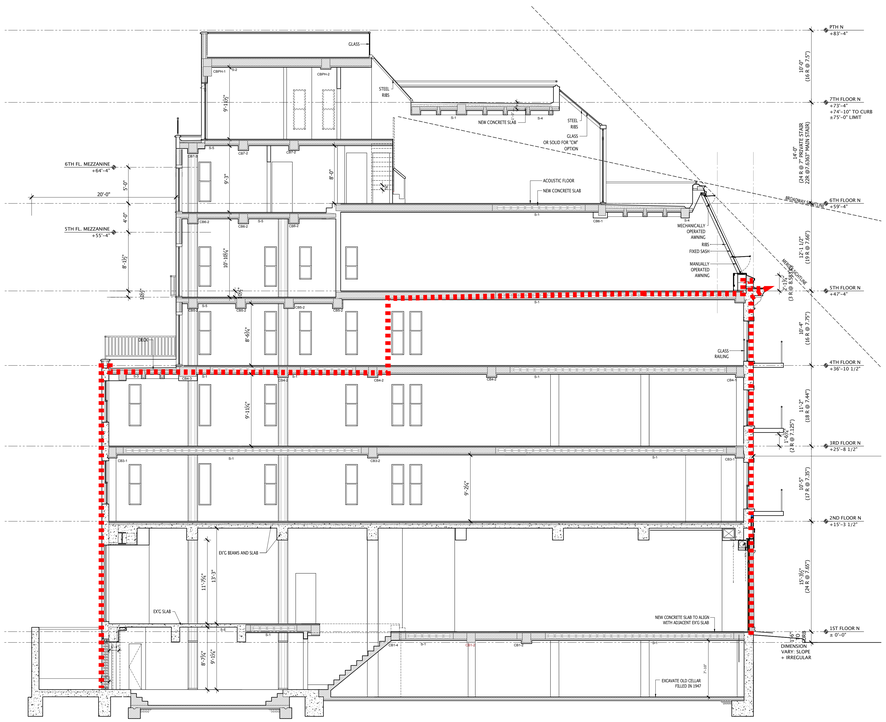

9.1.2026

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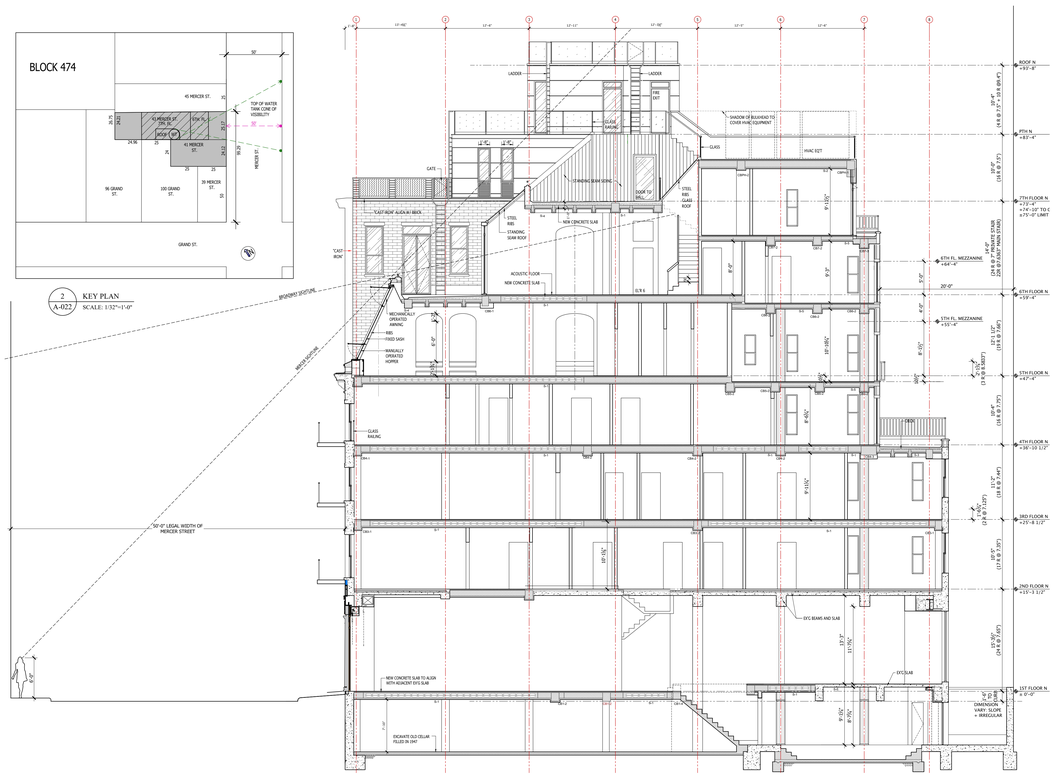
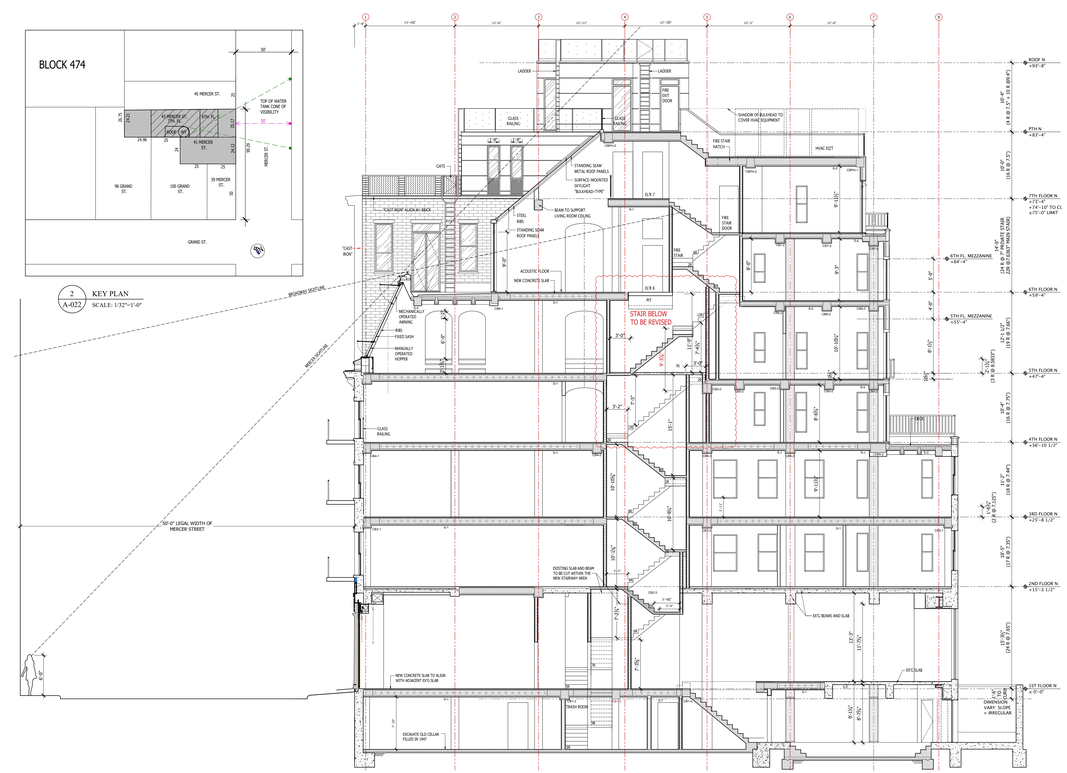
JPD PRESERVATION CONSULTING

43 Mercer Street: Sections



Proposed Design (cut to bulkhead)- 9.1.2026

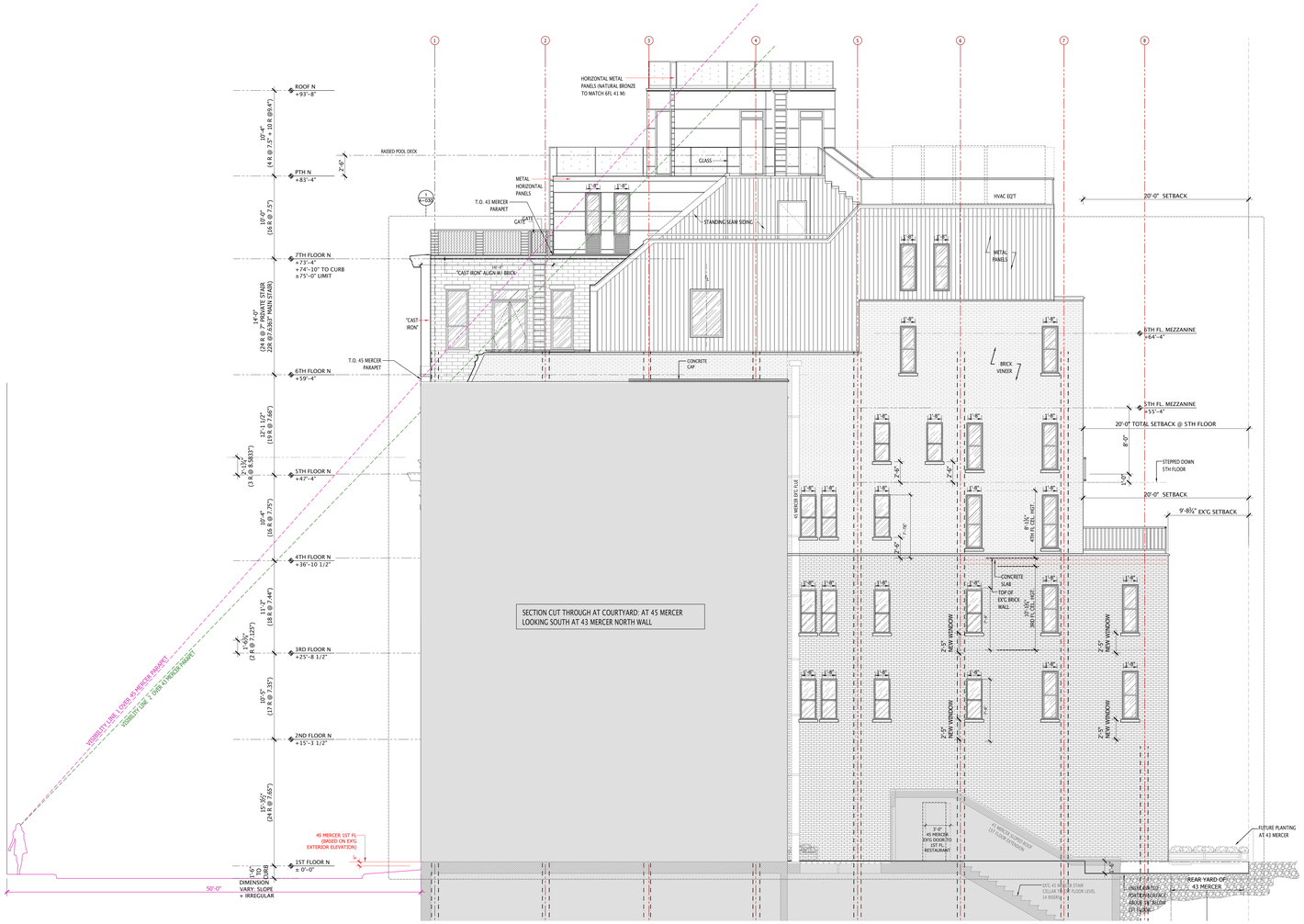


Proposed Design (cut to 41) - 9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

43 Mercer Street: Sections



Proposed Design (cut to 43) - 9.1.2026

ALEXANDR NERATOFF ARCHITECT

JPD PRESERVATION CONSULTING

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Borough of Manhattan

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