

March 26, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 4, LPC-24-06015

138 Prince Street – SoHo-Cast Iron Historic District Borough of Manhattan

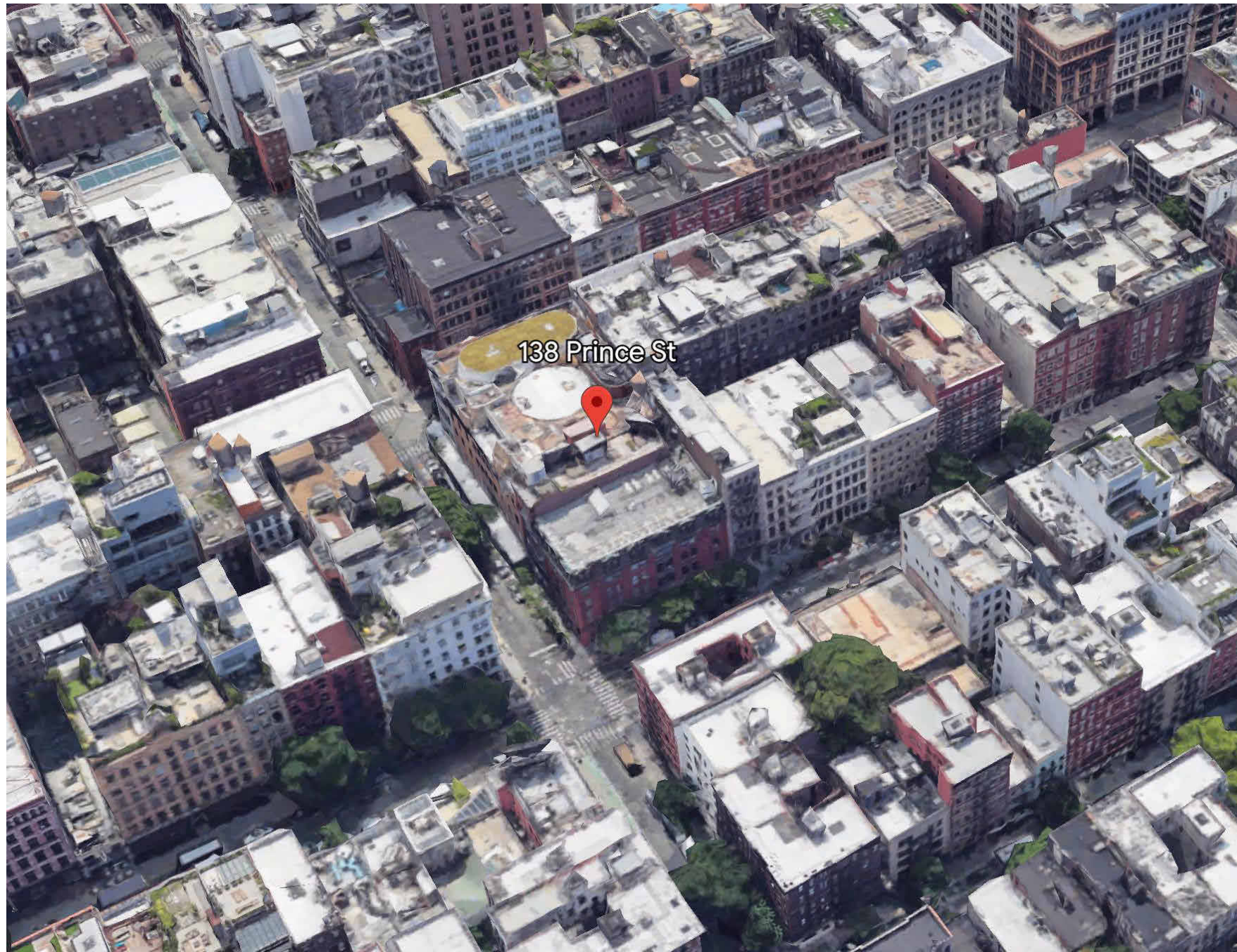
To testify virtually, please join Zoom

Webinar ID: 816 5096 3710

Passcode: 829592

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138 PRINCE STREET AERIAL VIEW



138 PRINCE STREET- SITE PLAN

PROJECT LOCATION
BLOCK: 501
LOT: 12

SSUPERETTE

RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-001
COVER SHEET

03/14/2024



TAX PHOTO- PRINCE STREET SIGNAGE



TAX PHOTO- WEST BROADWAY SIGNAGE



TAX PHOTO- WEST BROADWAY & PRINCE STREET



TAX PHOTO- PRINCE STREET

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138 PRINCE STREET
NEW YORK, NY 10012

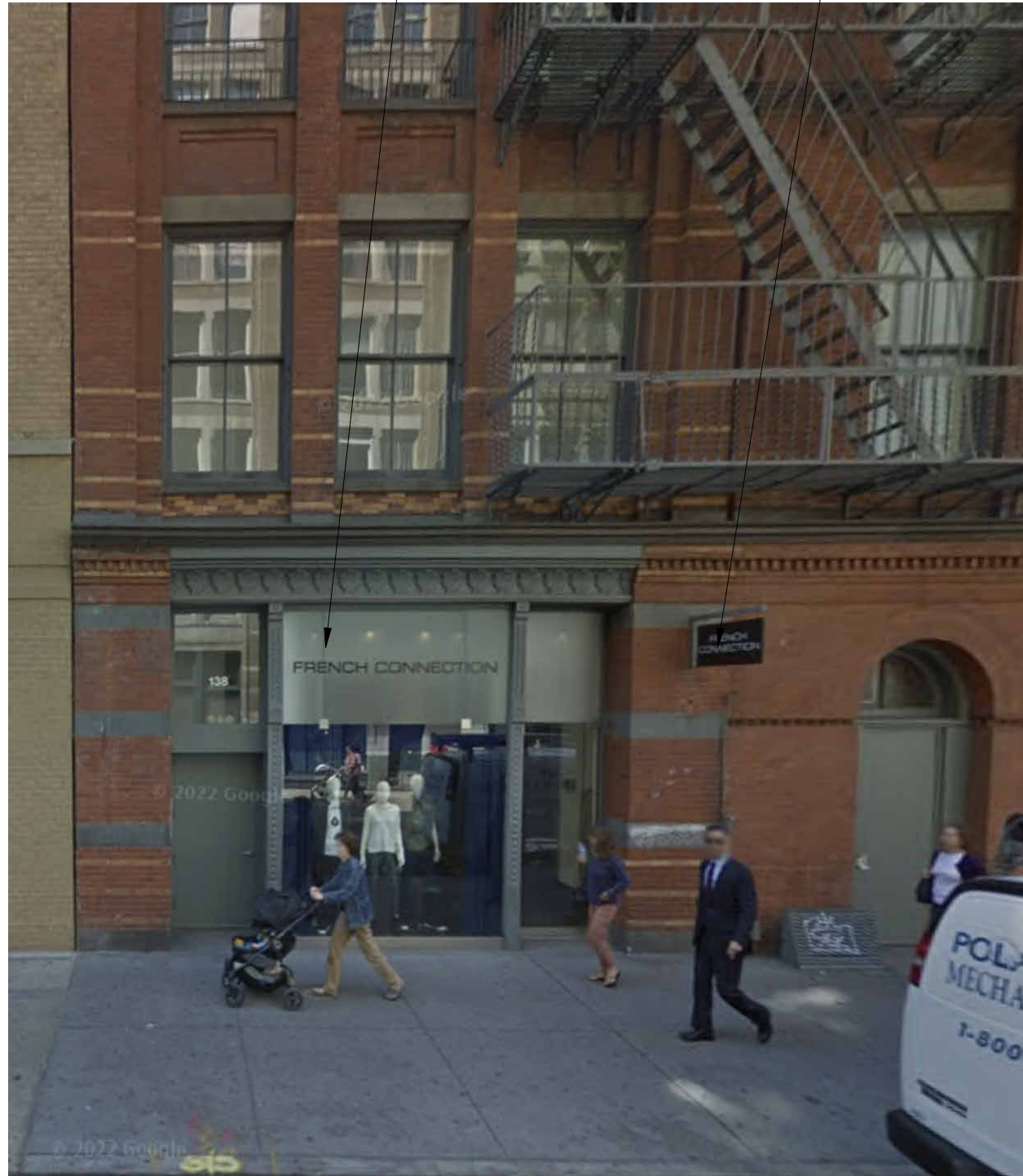
LM-002
TAX PHOTOS

03/14/2024

FILM AT STOREFRONT
FROM PREVIOUS TENANT

BRACKET SIGNS FROM
PREVIOUS TENANT

BRACKET SIGNS FROM
PREVIOUS TENANT



EXISTING CONDITIONS- PRINCE STREET SEPTEMBER 2014



EXISTING CONDITIONS- PRINCE STREET SEPTEMBER 2014

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138 PRINCE STREET
NEW YORK, NY 10012

LM-003
EXISTING PHOTOS- 2014

03/14/2024



EXISTING CONDITIONS- TYPICAL BRICKWORK



EXISTING CONDITIONS- WEST BROADWAY ENTRANCE



EXISTING CONDITIONS- PRINCE STREET STOREFRONT

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RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-004
EXISTING CONDITIONS

03/14/2024



EXISTING CONDITIONS- PRINCE STREET & WEST BROADWAY



EXISTING CONDITIONS- PRINCE STREET & WEST BROADWAY



EXISTING CONDITIONS- WEST BROADWAY



EXISTING CONDITIONS- PRINCE STREET

SSUPERETTE

RING CONCIERGE

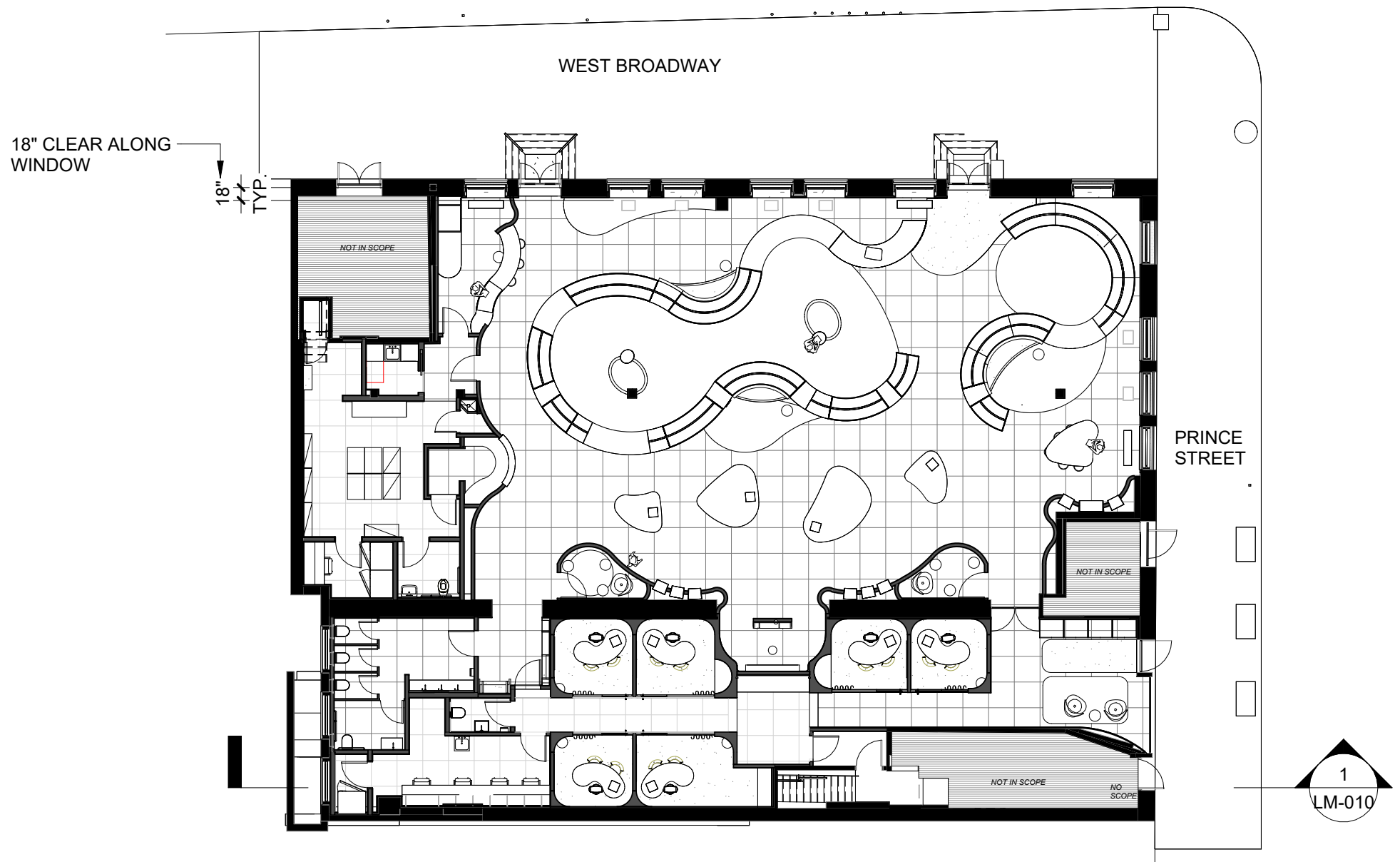
138 PRINCE STREET
NEW YORK, NY 10012

LM-005
EXISTING CONDITIONS

03/14/2024



1 BUILDING AXON



2 138 PRINCE STREET- FIRST FLOOR PLAN
1/16" = 1'-0"

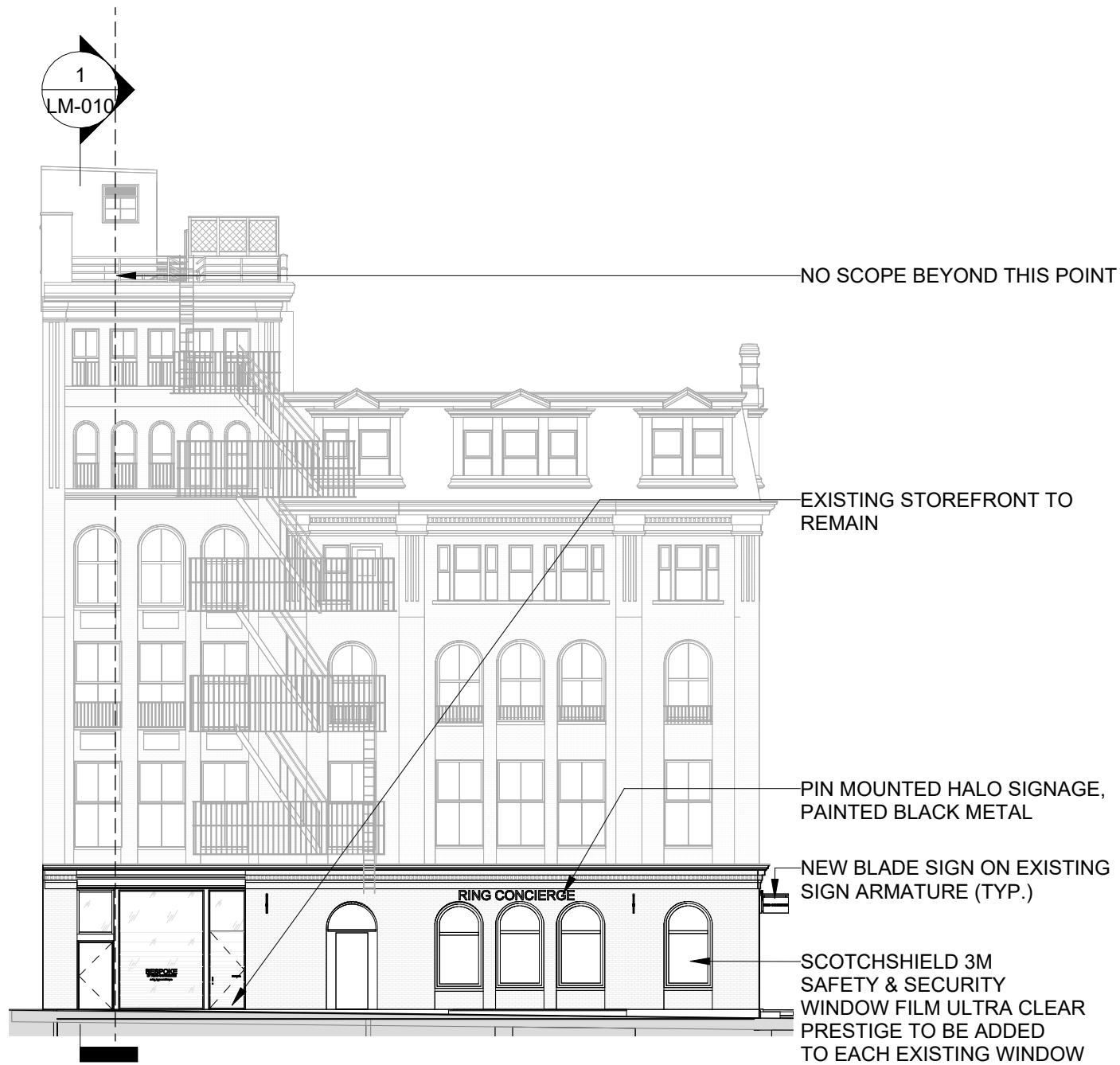
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138 PRINCE STREET
NEW YORK, NY 10012

LM-006
PROPOSED PLAN & AXON

03/14/2024



① FACADE ELEVATION- PRINCE STREET VIEW
1/16" = 1'-0"



② FACADE ELEVATION - WEST BROADWAY VIEW
1/16" = 1'-0"

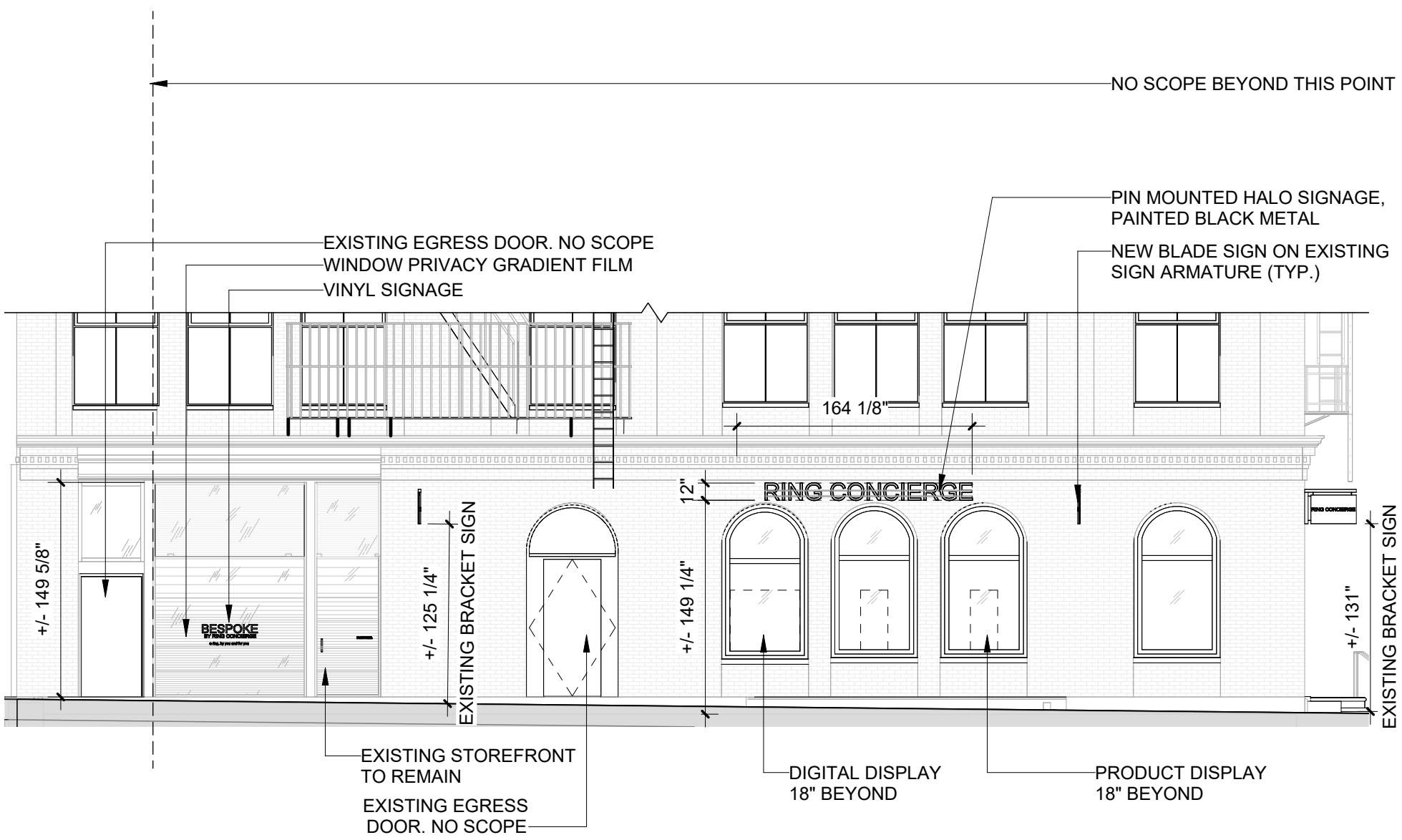
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RING CONCIERGE

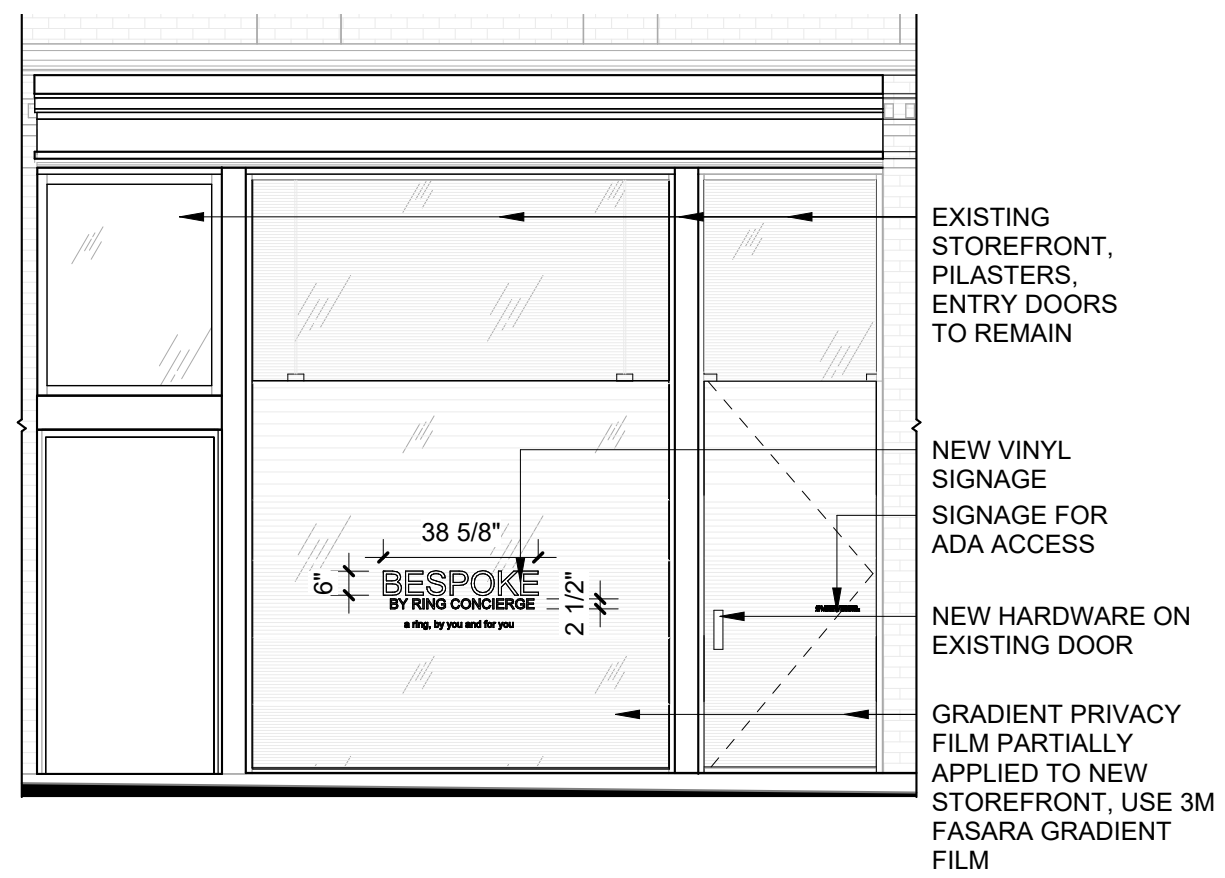
138 PRINCE STREET
NEW YORK, NY 10012

LM-007
ELEVATIONS

03/14/2024



① ENLARGED FACADE ELEVATION- PRINCE STREET
1/8" = 1'-0"



② PRINCE STREET- STOREFRONT ELEVATION
1/4" = 1'-0"

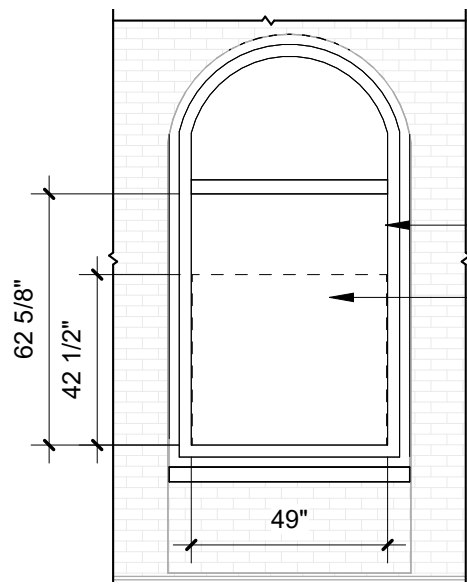
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RING CONCIERGE

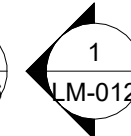
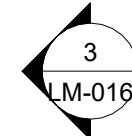
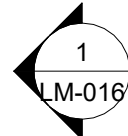
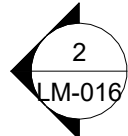
138 PRINCE STREET
NEW YORK, NY 10012

LM-008
ENLARGED ELEVATIONS- PRINCE STREET

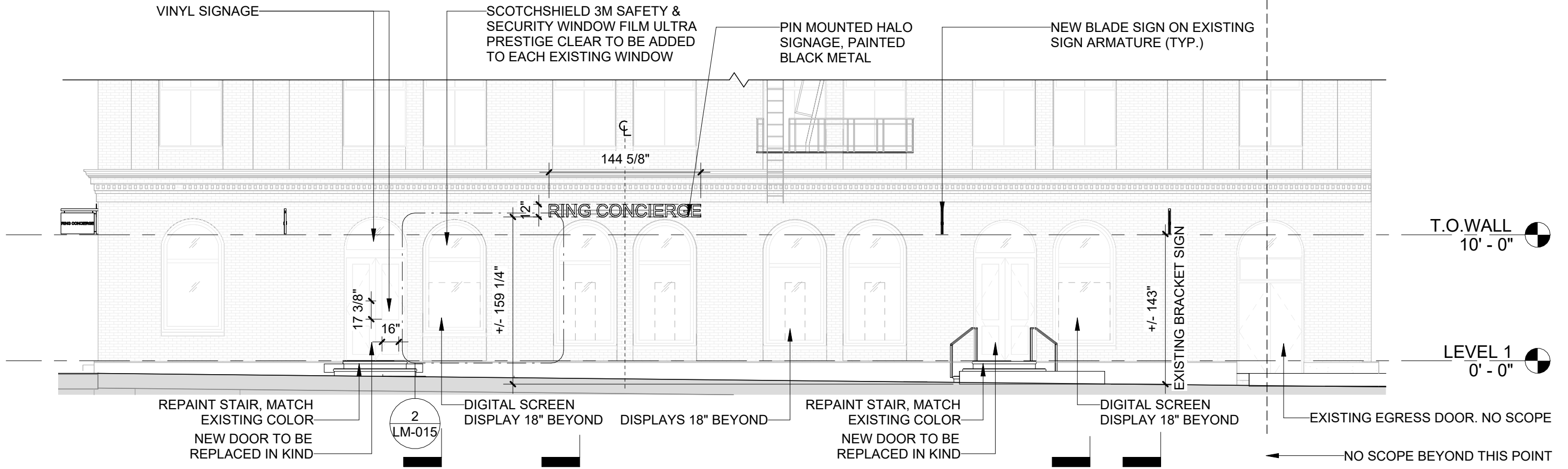
03/14/2024



WINDOW: 21.33 SQ. FT
(EXCLUDING TRANSOM)
DIGITAL DISPLAY:
14.46 SQ. FT
GREATER THAN
50% COVERAGE



② ENLARGED ELEVATION- DIGITAL DISPLAY
1/4" = 1'-0"



① ENLARGED FACADE ELEVATIONS- WEST BROADWAY VIEW
1/8" = 1'-0"

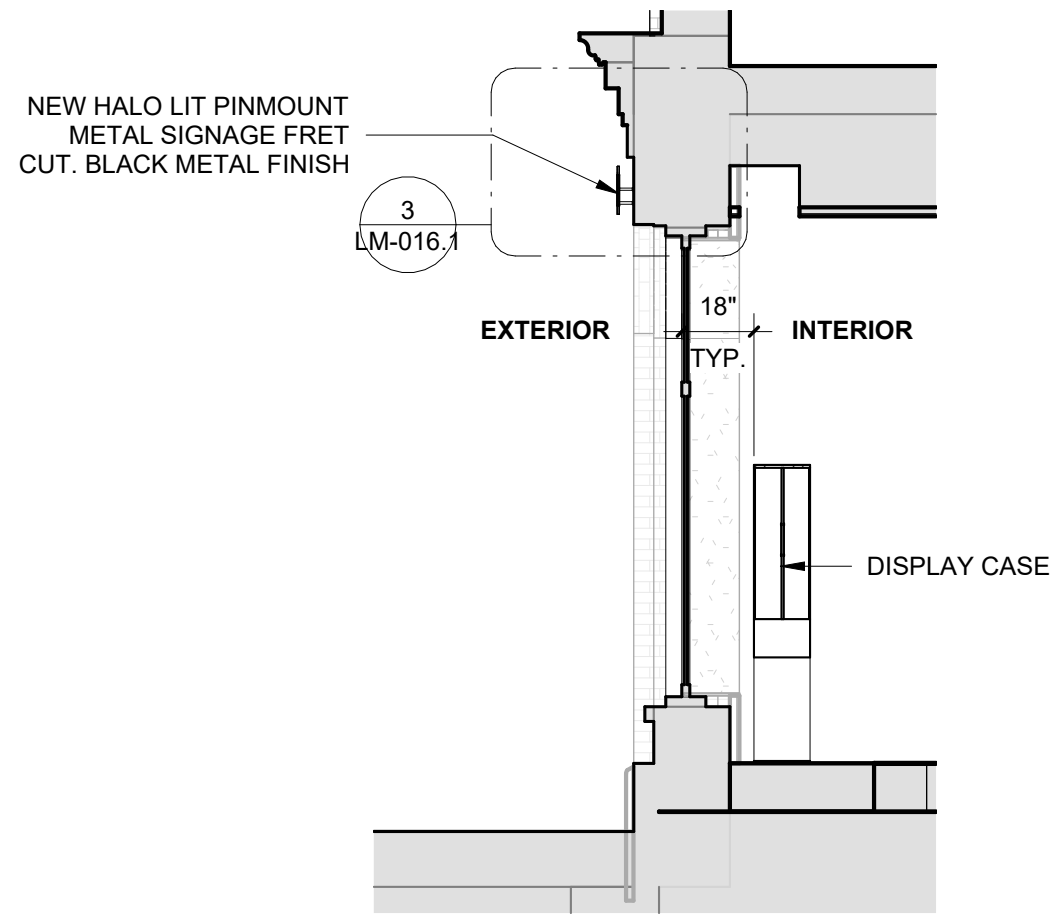
SSUPERETTE

RING CONCIERGE

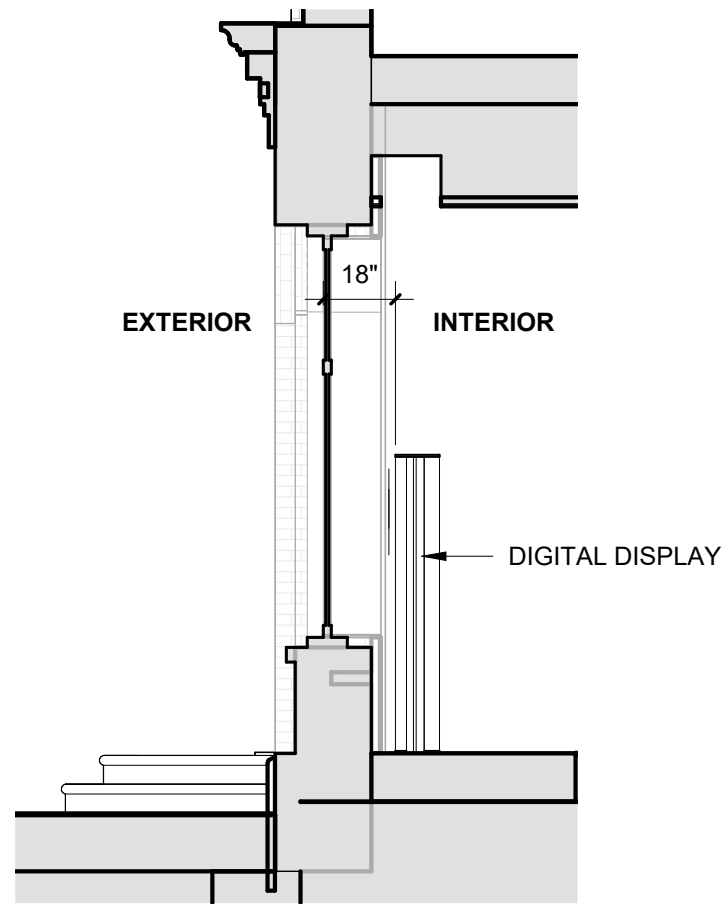
138 PRINCE STREET
NEW YORK, NY 10012

LM-009
ENLARGED ELEVATIONS- WEST BROADWAY

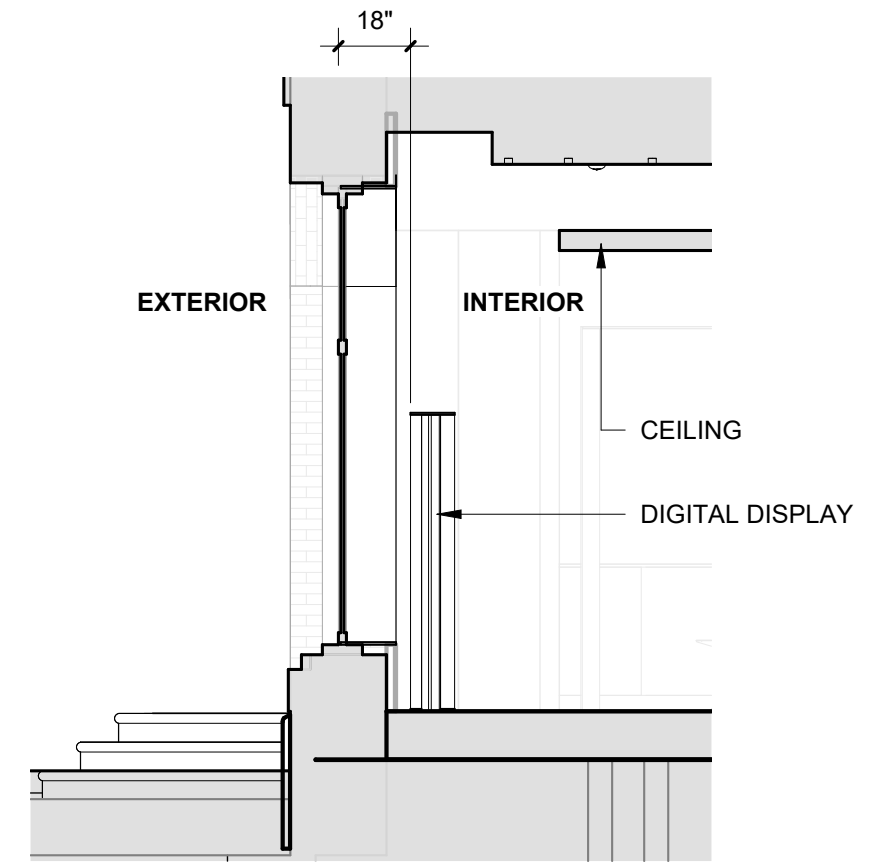
03/14/2024



① SECTION- WINDOW DISPLAY
1/4" = 1'-0"



② SECTION- DIGITAL DISPLAY
1/4" = 1'-0"



③ SECTION- CAFE WINDOW
1/4" = 1'-0"

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138 PRINCE STREET
NEW YORK, NY 10012

LM-010
SECTIONS

03/14/2024

EXISTING ORNAMENTS TO REMAIN

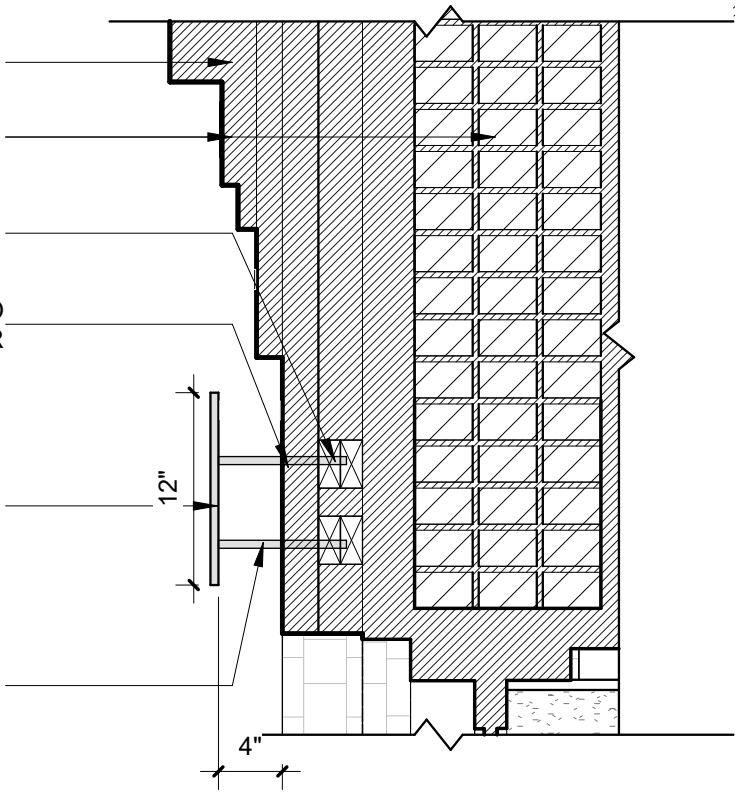
EXISTING FACADE AND BRICK WALL TO REMAIN

THREADED ANCHOR EPOXY SET INTO EXISTING FACADE

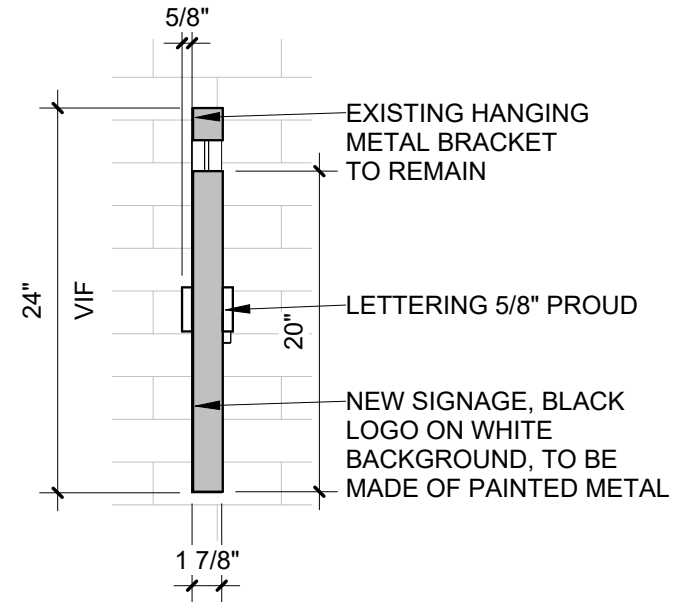
METAL BAR- PAINTED TO MATCH BRICK COLOR

NEW HALO LIT PIN-MOUNTED METAL SIGNAGE FRET CUT. WITH BLACK METAL FINISH, TO BE CENTERED BETWEEN WINDOWS AND DECORATIVE BRICK

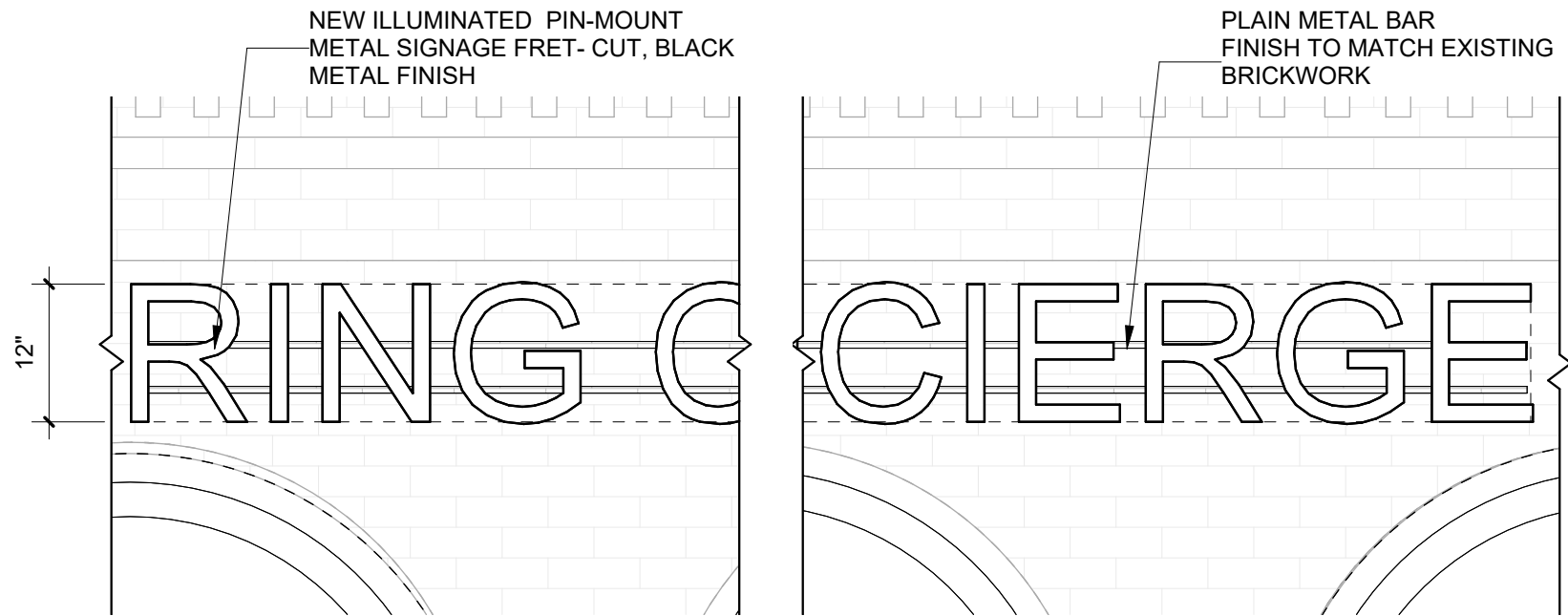
METAL BAR- PAINTED TO MATCH BRICK COLOR



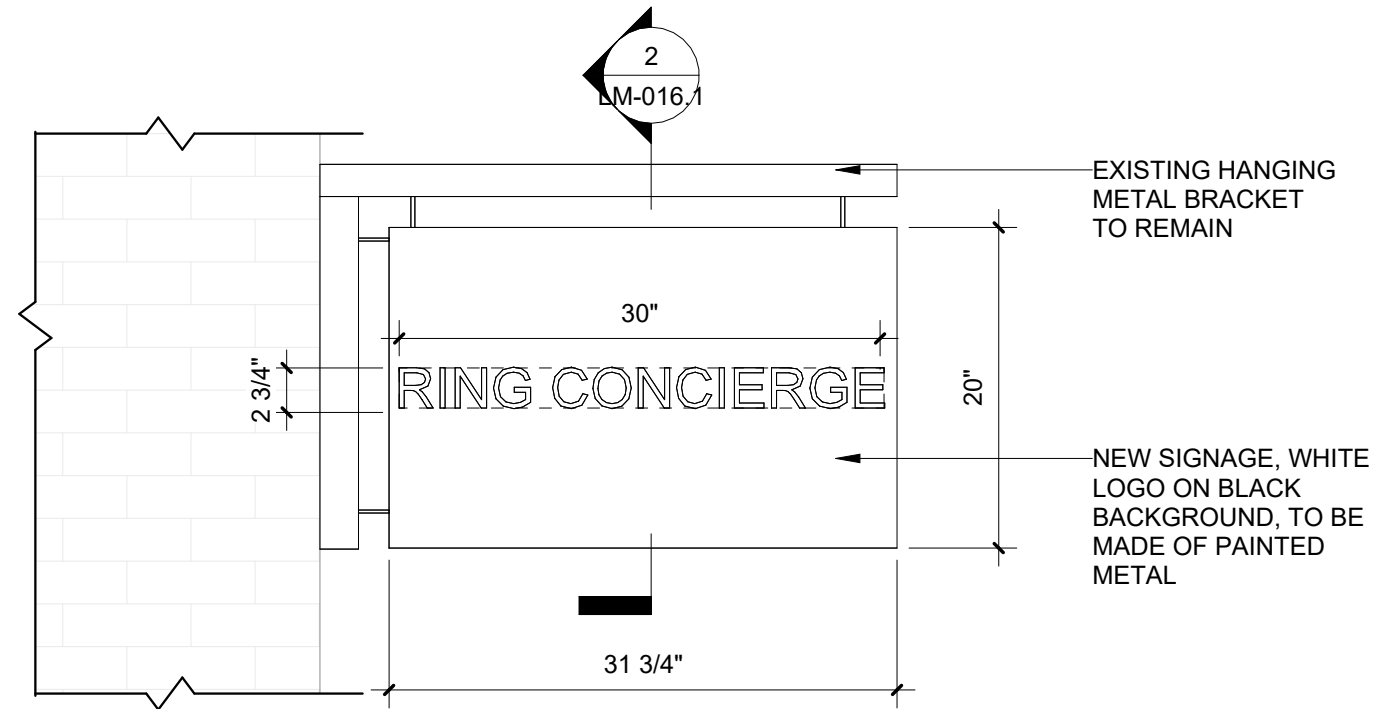
3 SECTIONAL DETAIL- PIN MOUNTED SIGNAGE
1" = 1'-0"



2 ENLARGED SECTION- BRACKET SIGN
1" = 1'-0"



4 ENLARGED ELEVATION- PIN-MOUNTED SIGNAGE
3/4" = 1'-0"



1 ENLARGED ELEVATION- BRACKET SIGN
1" = 1'-0"

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RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-011
SECTIONS- SIGNAGE

03/14/2024



RENDER- CORNER OF PRINCE STREET AND WEST BROADWAT

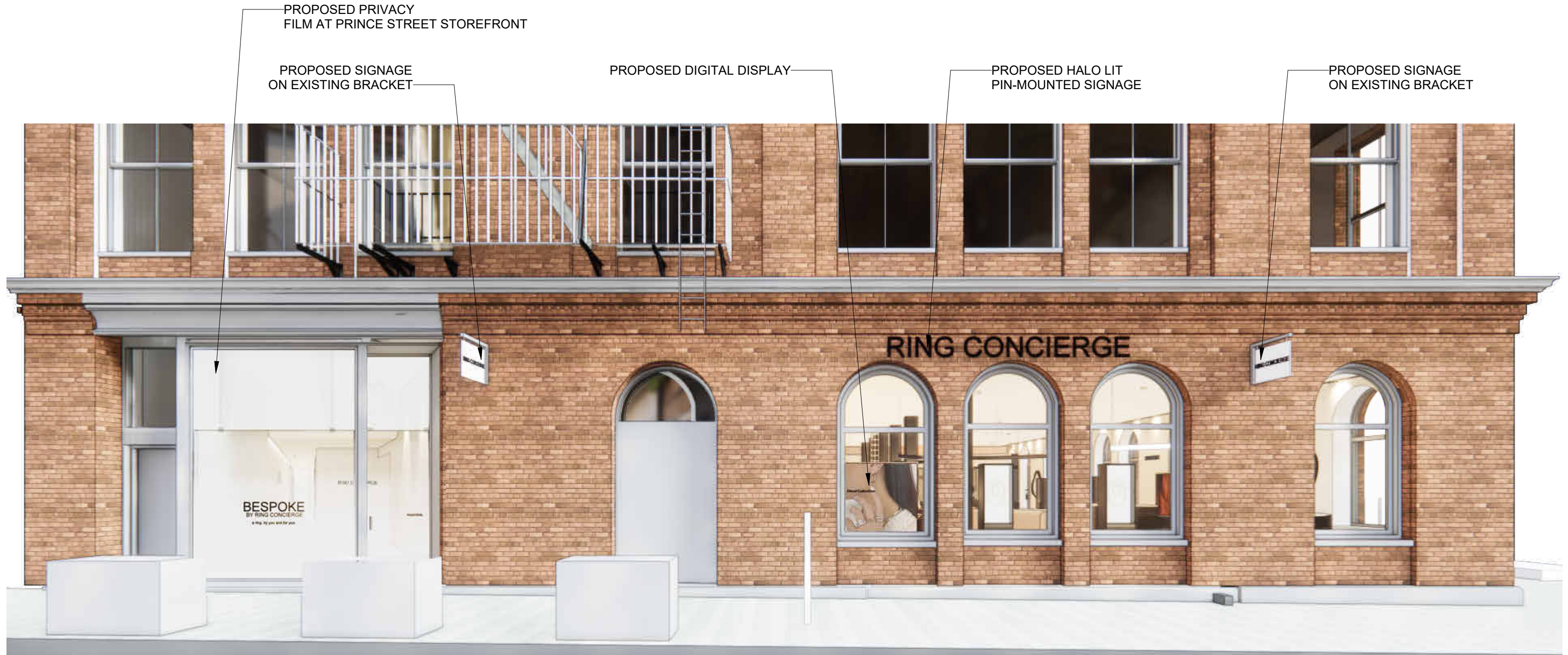
SSUPERETTE

RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-012
RENDER- AT CORNER

03/14/2024



RENDER- PRINCE STREET

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RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-013
RENDER- PRINCE STREET

03/14/2024



RENDER- WEST BROADWAY

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RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-014

RENDER- FULL FACADE WEST BROADWAY

03/14/2024

PROPOSED DIGITAL DISPLAY 3

PROPOSED PIN MOUNTED SIGNAGE

RING CONCIERGE



Cloud Collection



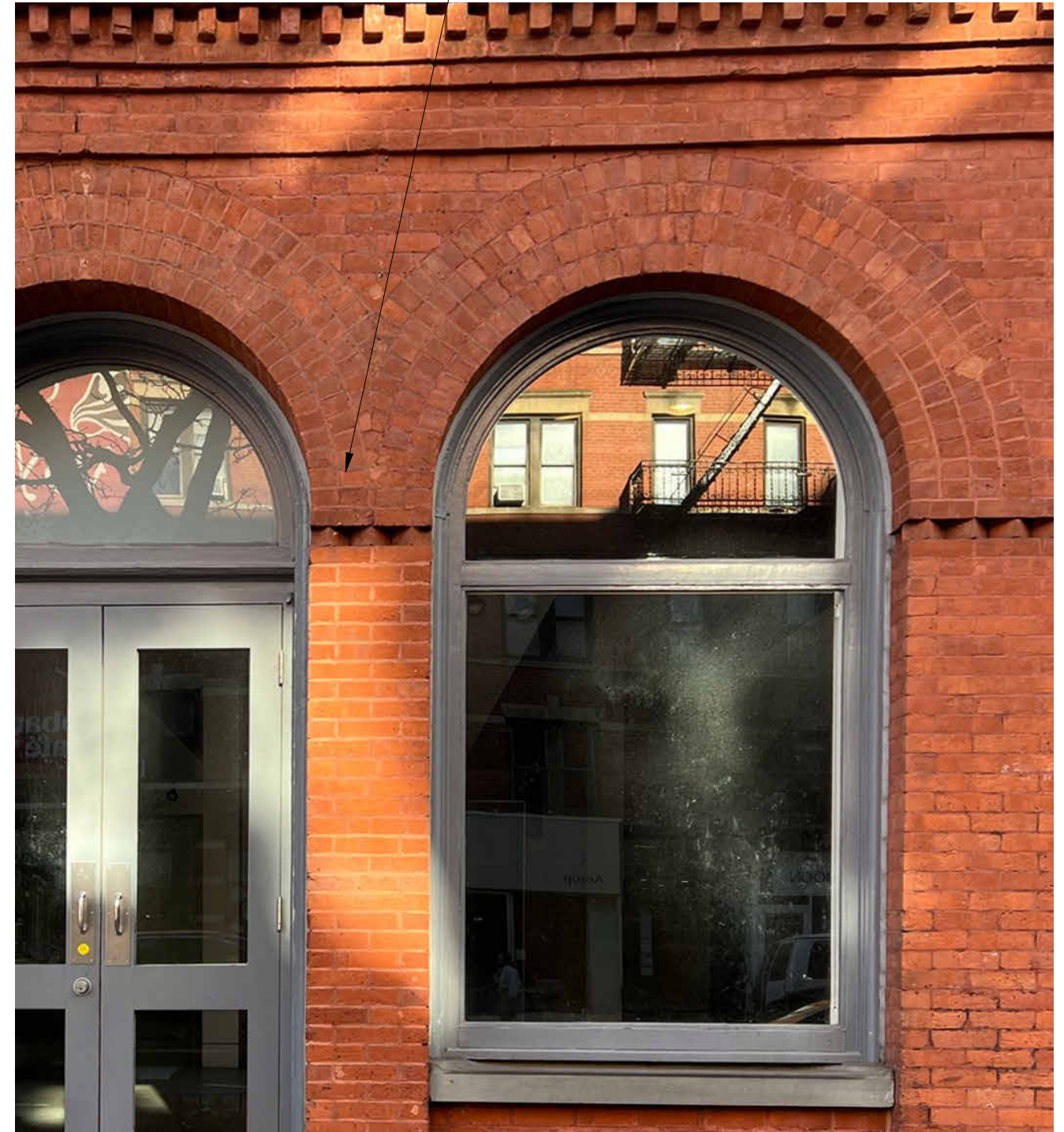
PRINCE STREET- PROPOSED PIN MOUNTED SIGNAGE 1

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138 PRINCE STREET
NEW YORK, NY 10012

BRICKWORK AROUND ARCH



EXISTING CONDITIONS- TYPICAL BRICKWORK

LM-015
RENDER- PIN MOUNTED SIGNAGE

03/14/2024

PROPOSED VINYL AT TRANSOM
AND AT DOOR FOR STORE HOURS

PROPOSED DIGITAL DISPLAY 1



WEST BROADWAY- PROPOSED DIGITAL DISPLAY 1

PROPOSED VINYL AT TRANSOM
AND AT DOOR FOR STORE HOURS

PROPOSED DIGITAL DISPLAY 2



WEST BROADWAY- PROPOSED DIGITAL DISPLAY 2

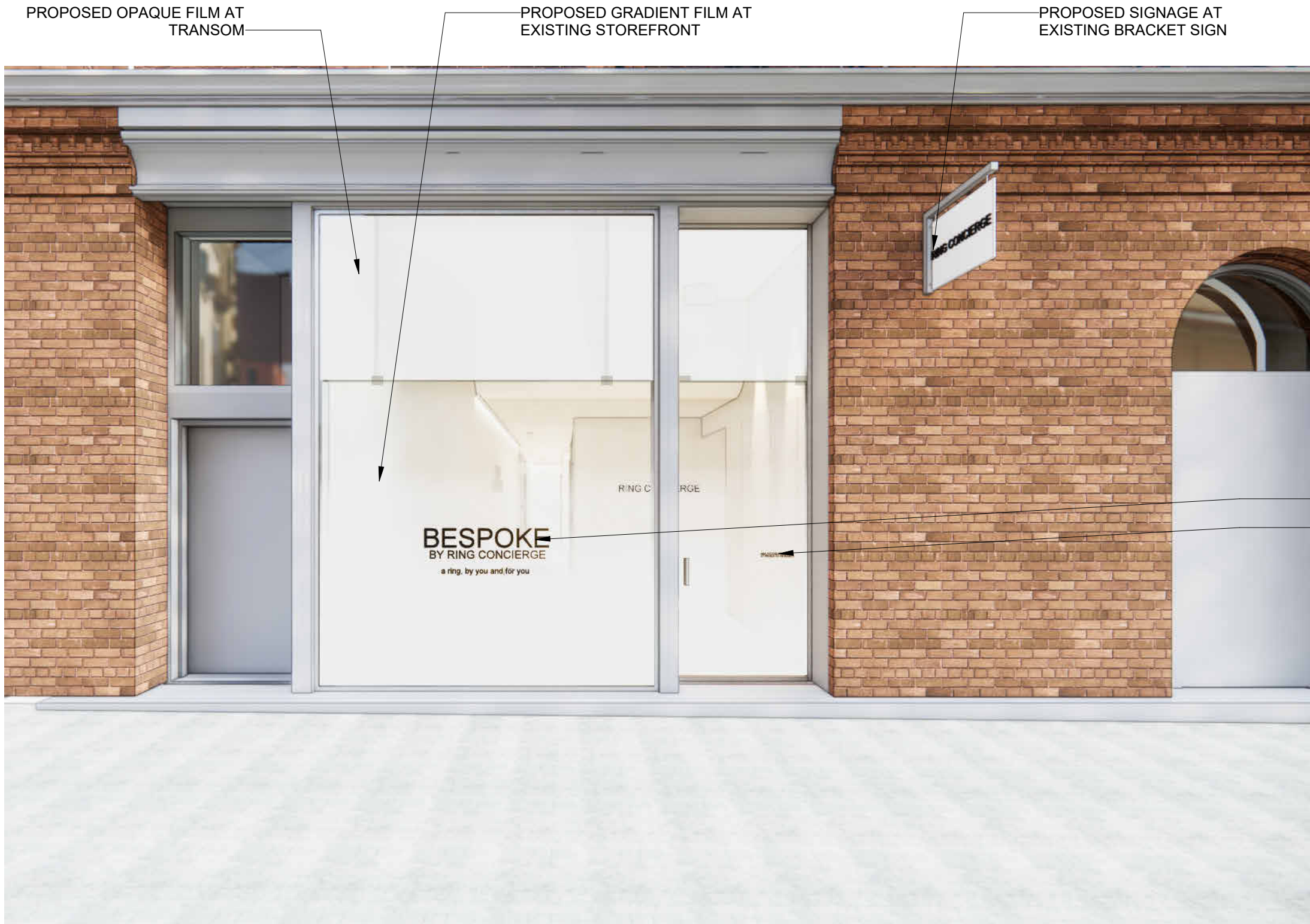
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RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-016
RENDER- DIGITAL DISPLAYS

03/14/2024



PRINCE STREET- PROPOSED STOREFRONT FILM

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RING CONCIERGE

138 PRINCE STREET
NEW YORK, NY 10012

LM-017
RENDER- PRINCE STREET STOREFRONT

03/14/2024

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