

October 8, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 5, LPC-25-02137

**560 Broadway (aka 560-566 Broadway, 72-78 Prince Street, 98-104
Crosby Street) – SoHo-Cast Iron Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 832 0475 2631

Passcode: 804927

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (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.

Aritzia

560 Broadway

Aritzia

Acheson Doyle Partners - Preservation Consultant

Block: 497

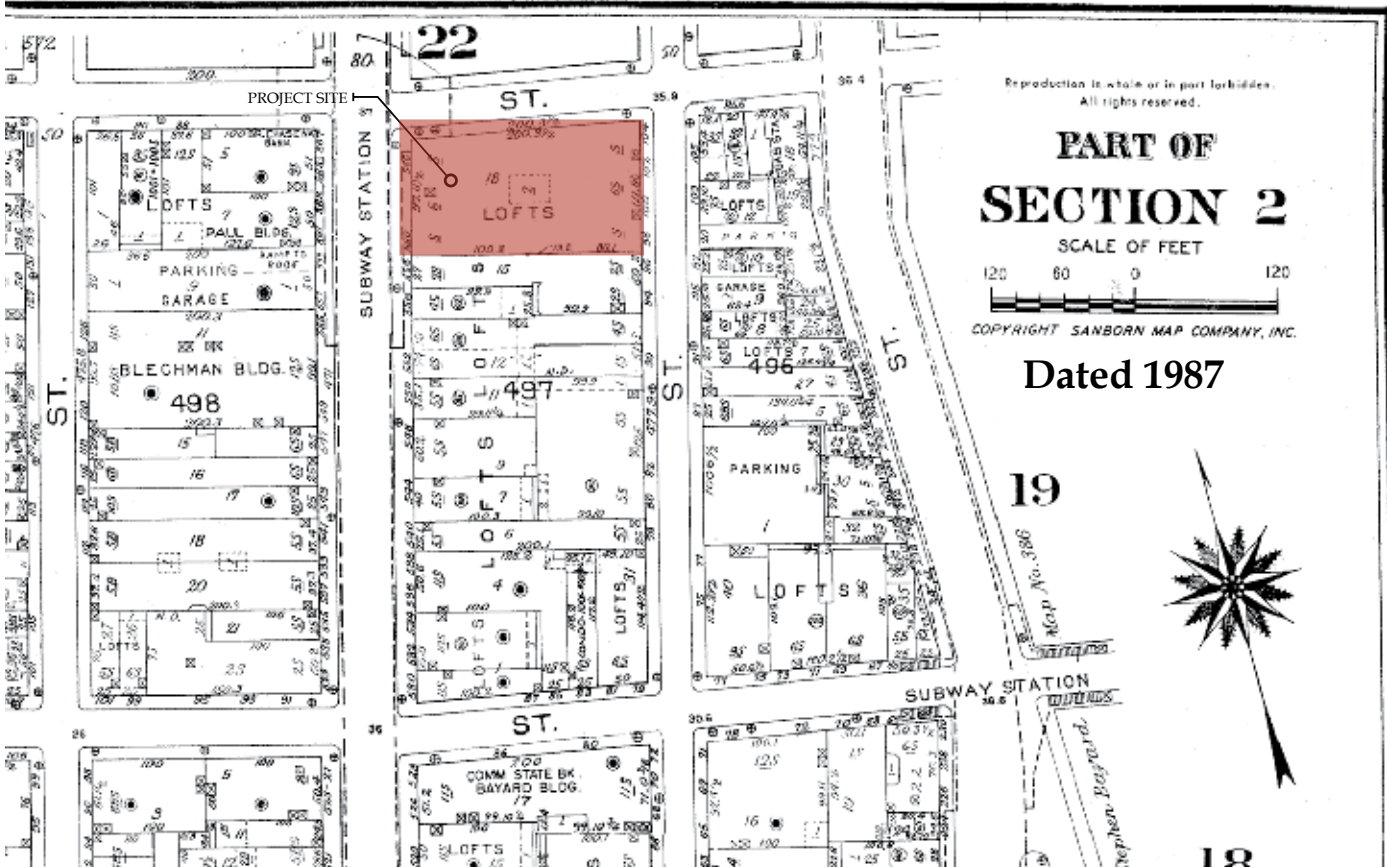
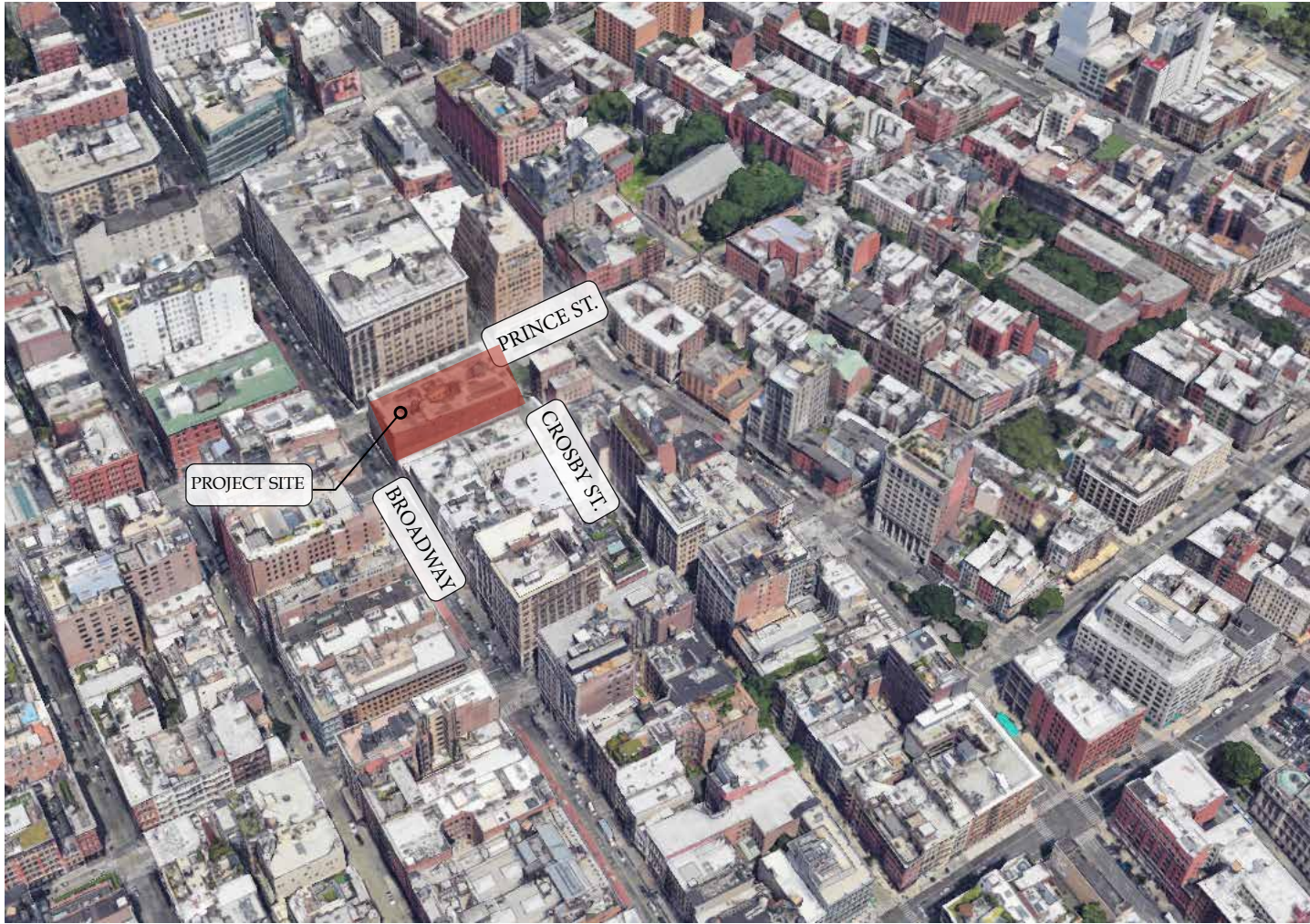
Lot: 18

LPC Commission Hearing
October 8, 2024

Aritzia

560 Broadway

- 1- Site Location and History**
- 2- Existing Conditions**
- 3- Proposed LED Screens**



Site Location



1940s



1940s



1990s



1980s

Historic Photographs



Proposed Exterior LED Screens





Previously Approved Exterior



Proposed Exterior Render

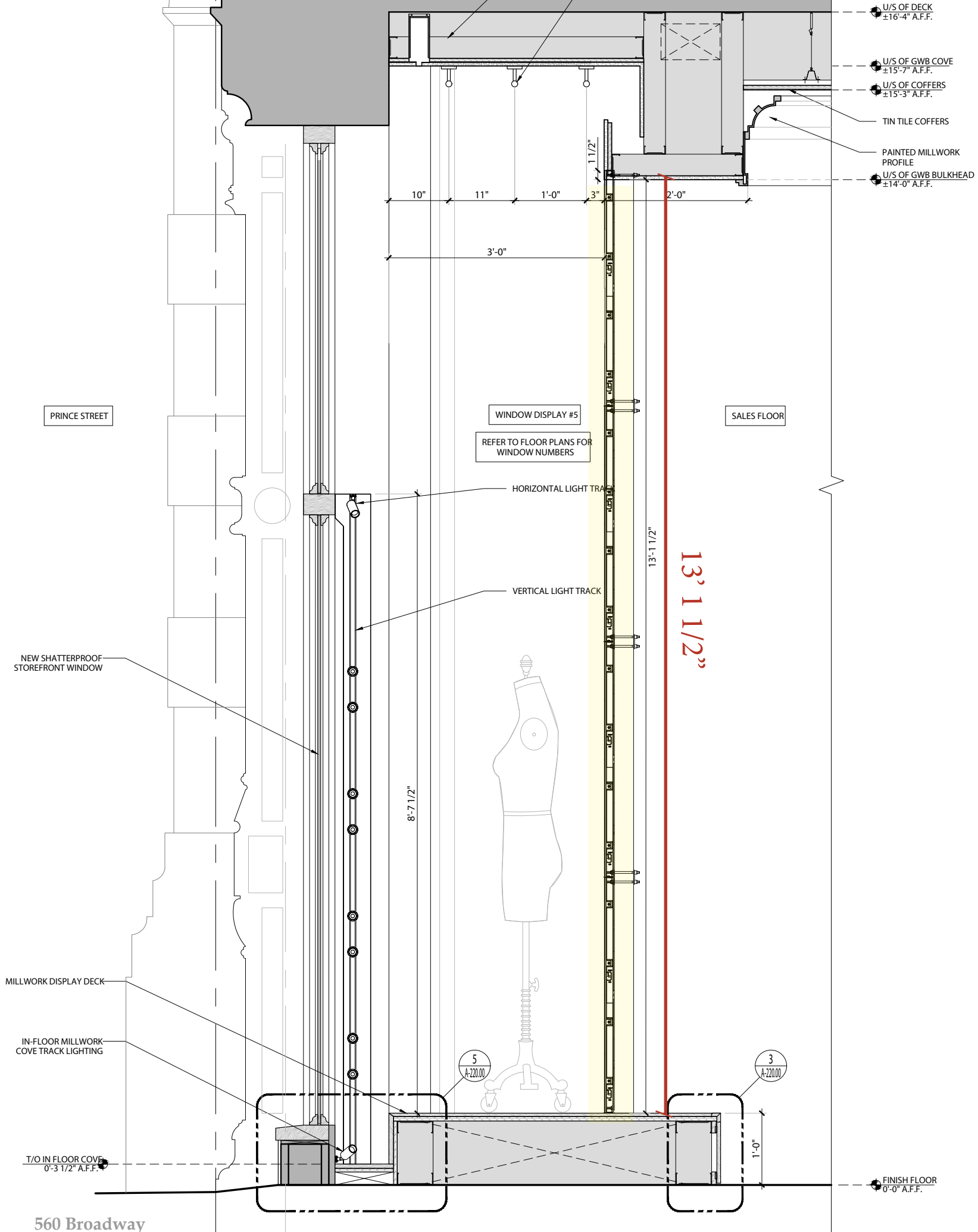
Previously Approved & Proposed Exterior



Broadway Facade Proposed Render



Prince Street Facade Proposed Render



| Parameter | Value |
|-------------------------------------|---|
| Pixel Pitch | 3.9mm |
| LED Type | 3-in-1 SMD |
| Brightness | 1000 cd/m ² (nits) |
| Pixels Per Panel | 128 x 64px 128 x 128px 128 x 256px |
| Pixel Density | 65,536 pixels/m ² |
| Weight Per Panel | 3.2kg (7.1 lbs) 5.6kg (12.3 lbs) 10.5kg (23.1 lbs) |
| Module Size | W250mm x 250mm (9.8in x 9.8in) |
| Panel Size (mm) | 500 x 250 x 39.6 500 x 500 x 39.6 500 x 1000 x 39.6 |
| Curve | -5--+10° (Optional, standard is 0°) |
| Material | Die-cast Aluminum |
| Ingress Protection | IP30/IP10 |
| Operating Temperature/Humidity | -10°~ +45° / 10~80%RH |
| Storage Temperature/Humidity | -20°~ +55° / 10~85%RH |
| Maintenance | Front & Rear |
| Horizontal / Vertical Viewing Angle | 155° / 155° |
| Color Temperature | 2000-9300K Adjustable |
| Brightness Control | Manual/Automatic |
| Contrast Ratio | 5000:1 |
| Input Power (Max/Typical) | 56W / 112W / 225W / 19W / 37W / 75W |
| Processing Depth | 14bit |
| Video Frame Rate | 50/60 Hz |
| Refresh Rate | 3840 Hz |
| Input Voltage | 100~240VAC |
| Input Power Frequency | 50~60 Hz |
| Mounting Configurations | Fixed, Floor-mounted, Hanging |
| Optional Mounting Configurations | Concave & Convex, Round Shape, Corner Shape |

LED Screen Specs

LED SCREEN INFO

The LED Screens will display - Static images of the Aritzia Brand

The LED Screens will be on 24/7 - Day light sensors installed to dim the screens at night

First Floor - Proposed LED Screen Section



Prince Street
8 Open Bays



Broadway
2 Open Bays



Approved Commission LED Screens



Broadway



Prince Street



Corner of Broadway and Prince Street

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