



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
 1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007
 TEL: 212 669-7700 FAX: 212 669-7780



PERMIT

CERTIFICATE OF APPROPRIATENESS

ISSUE DATE: 01/24/17	EXPIRATION DATE: 1/25/2027	DOCKET #: LPC-19-6433	COFA COFA-19-7981
ADDRESS: 439 LAFAYETTE STREET		BOROUGH: Manhattan	BLOCK/LOT: 544 / 20
NoHo Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

Justin Beeber
Lafayette Lofts Inc.
439 Lafayette Street, Apt 3A
New York, NY 10003

**NOT ORIGINAL
 COMPUTER-GENERATED COPY**

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of January 24, 2017, following the Public Hearing of the same date, voted to grant a Certificate of Appropriateness for the proposed work at the subject premises, as put forward in your application completed December 29, 2016. This permit will expire on January 24, 2027.

The proposed work, as approved, consists of renewing a master plan governing the future installation of painted wall signs for a term of ten (10) years. As previously approved, each sign will be located at the north facade, and will measure 20' x 15' 9", set back 5' from the primary façade; featuring a single color background, a solid black or white colored border, 60% or less image coverage when image is photorealistic and black and white with one accent color or graphic with less than five colors, 40% or less image coverage when image is photorealistic and in color or graphic with five or more colors, with all signs to be painted by hand, as shown in a digital presentation consisting of a site plan, tax photo, existing condition photo, an elevation drawing and color images of previously approved painted wall signs installed at the building under the guidelines of the master plan, prepared by Jonathan Airis of Colossal Media, dated received December 20, 2016 by staff, and presented at the Public Hearing and Public Meeting.

In reviewing this proposal, the Commission noted the NoHo Historic District Designation Report describes 439 Lafayette Street as a Renaissance Revival style warehouse building designed by D & J Jardine and built

in 1889-90; and that the style, scale, materials, and details of the building are among the features that contribute to the special architectural and historic character of the NoHo Historic District. The Commission further noted that Certificate of Appropriateness 14-0147 (LPC 13-9962) was issued on January 24, 2013 approving a master plan for the future installation of painted wall signs.

With regard to this proposal, the Commission previously found that a painted wall sign in this location to be appropriate, and approved a 3 year master plan; that the installation of signs pursuant to the master plan demonstrated that the signs would not detract from the building or streetscape, and therefore, extending the master plan for another 10 years will not diminish special architectural and historic character of the district; that historic precedent exists for painted signage on this sidewall, as evidenced by historic photographs of the building; that the proposed sign's size, location at a secondary façade, and painted application will be in keeping with painted wall signs historically found on buildings of this type in this district, and with the commercial character of this building and the historic district; that the sign will be located at an undeveloped, secondary elevation and will be pulled back from the front edge of the building and will not detract from the architectural or historic character of this Renaissance Revival style warehouse building; that each painted wall sign will have a painted black or white border that will delineate the sign and distinguish it from the façade; and that the proposed parameters on the size and limited color palettes will result in a graphic quality that will be in keeping with the character of historic painted wall signs. Based on these findings, the Commission determined the work to be appropriate to the building and the historic district. Therefore, the master plan has been extended for a period of ten years and Certificate of Appropriateness 19-7981 is being issued.

This master plan sets a standard for future painted wall signs and specifically identifies drawings which describe the approved master plan in detail. If the owner wishes to move forward with a portion of the work covered by the master plan, a completed application form must be filed with the Commission indicating the specific location of the new painted wall sign, colors, and graphic content, and stating that the work will conform to the approved master plan drawings and other documents on file with the Landmarks Preservation Commission. The staff of the Preservation Department will review the application to ascertain that all proposed work is covered by the master plan, and will then send the owner an Authorization to Proceed. The Authorization to Proceed will be sent prior to the commencement of the work and will be contingent on adherence to the approved master plan.

This permit is issued on the basis of the building and site conditions described in the application and disclosed during the review process. By accepting this permit, the applicant agrees to notify the Commission if the actual building or site conditions vary or if original or historic building fabric is discovered. The Commission reserves the right to amend or revoke this permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application or disclosed during the review process.

All approved drawings are marked approved by the Commission with a perforated seal indicating the date of the approval. The work is limited to what is contained in the perforated document. Other work or amendments to this filing must be reviewed and approved separately. The applicant is hereby put on notice that performing or maintaining any work not explicitly authorized by this permit may make the applicant liable for criminal and/or civil penalties, including imprisonment and fine. This letter constitutes the permit; a copy must be prominently displayed at the site while work is in progress. Please direct inquiries to Misha'el Shabrami.

Meenakshi Srinivasan
Chair

PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Jonathan Aris, Colossal Media

cc: Caroline Kane Levy, Deputy Director of Preservation/LPC