



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: 03/22/19	EXPIRATION DATE: 12/11/2024	DOCKET #: LPC-19-36942	COFA COFA-19-36942
ADDRESS: 770 BROADWAY		BOROUGH: MANHATTAN	BLOCK/LOT: 554 / 1
NoHo Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

Alfredo Izquierdo, Project Manager - Real Estate
Sears Holding Corporation
3333 Beverly Road, Office BC-175B
Hoffman Estates, IL 60179

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 December 11, 2018, 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 forth in your application completed on November 15, 2018, and as you were notified in Status Update Letter 19-25194 (LPC 19-25194), issued on December 12, 2018.

The proposal, as approved, consists of removing nine (9) red and white illuminated signs at the first floor and mezzanine levels of the south (East 8th Street) and east (Lafayette Street) facades; and installing two (2) red-finished, illuminated signs with white lettering (“kmart”) at the first floor, suspended from the soffits between the piers, including installing one (1) sign at the easternmost bay at the south façade, and installing one (1) sign at the southernmost bay at the east facade, as shown in a digital presentation, titled “Signage Replacement, 770 Broadway (Corner of 8th St & Lafayette St), NoHo Historic District” dated October 11, 2018, and prepared by SBLM Architects, including 20 slides, consisting of photographs, drawings, and photomontages, all presented as components of the application at the Public Hearing and Public Meeting by Martin Wolski of Sears Holding Corporation.

In reviewing this proposal, the Commission noted that the NoHo Historic District Designation Report describes 770 Broadway (aka 133-147 East 8th Street, 42-58 4th Avenue, and 74 86 East 9th Street) as a

Renaissance Revival style department store building, designed by D.H. Burnham & Co., and built in 1903-07, with an addition built in 1924-25; and that the building's style, scale, materials, and details, are among the features that contribute to the special architectural and historic character of the historic district.

With regard to this proposal, the Commission found that the proposed work will not alter, damage, or obscure any significant architectural features; that the removal of five existing signs from the arched mezzanine windows, and four signbands above the storefront windows, and the installation of two illuminated signs at the recessed corner storefront bays will reduce the overall amount of signage and clutter at the building's base; that the corner storefront bays were altered to create a recessed entrance prior to the designation of the historic district, therefore the installation of illuminated signage will not detract from a significant façade composition at the corner; that the proposed signs will be installed within the storefront openings, flush with the returns of the piers, helping to maintain the streetwall and recall the original placement of the historic storefront at this corner; and that the proposed signage will be well-scaled to the facades and will not overwhelm this large commercial building. Based on these findings, the Commission determined the work to be appropriate to the building and the historic district and voted to approve it with the stipulation that the design of the signs be revised to feature a metal sign panel with individually illuminated or halo-lit letters.

The Commission authorized the issuance of a Certificate of Appropriateness upon receipt, review and approval of two or more sets of final filing materials showing the approved design and incorporating the required change.

Subsequently, on March 5, 2019, the Commission received written correspondence, dated March 5, 2019, and prepared by Alfredo Izquierdo of Sears Holding Corporation; and drawings 1, 2, and 3, dated (revised) March 5, 2019, and prepared by Apex Sign Group.

Accordingly, staff reviewed these materials and found that the design and materials of the signs have been changed from a translucent, internally illuminated vinyl-clad cabinet, to an aluminum-clad cabinet with individual aluminum halo-lit letters; and that the design approved by the Commission has been maintained and the required change has been incorporated. Based on these and the above findings, the drawings have been marked approved with a perforated seal, and Certificate of Appropriateness 19-36492 is being issued.

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 Michelle Craren.

Sarah Carroll
Chair

PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Alfredo Izquierdo, Project Manager - Real Estate, Sears Holding Corporation

cc: Emma Waterloo, Deputy Director; Alfredo Izquierdo, Project Manager - Real Estate, Sears Holding Corporation