

MASTER PLAN RENEWAL
120 Prince Street
New York, NY 10012

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Block: 500 Lot: 16



CURRENT CONDITION OF FACADE



SoHo Cast Iron Historic District: LP-00768
Designated 8-14-1973



CURRENT STREET VIEWS OF PROPERTY



HISTORIC SIGNS ON PROPERTY



1973 Designation Photo

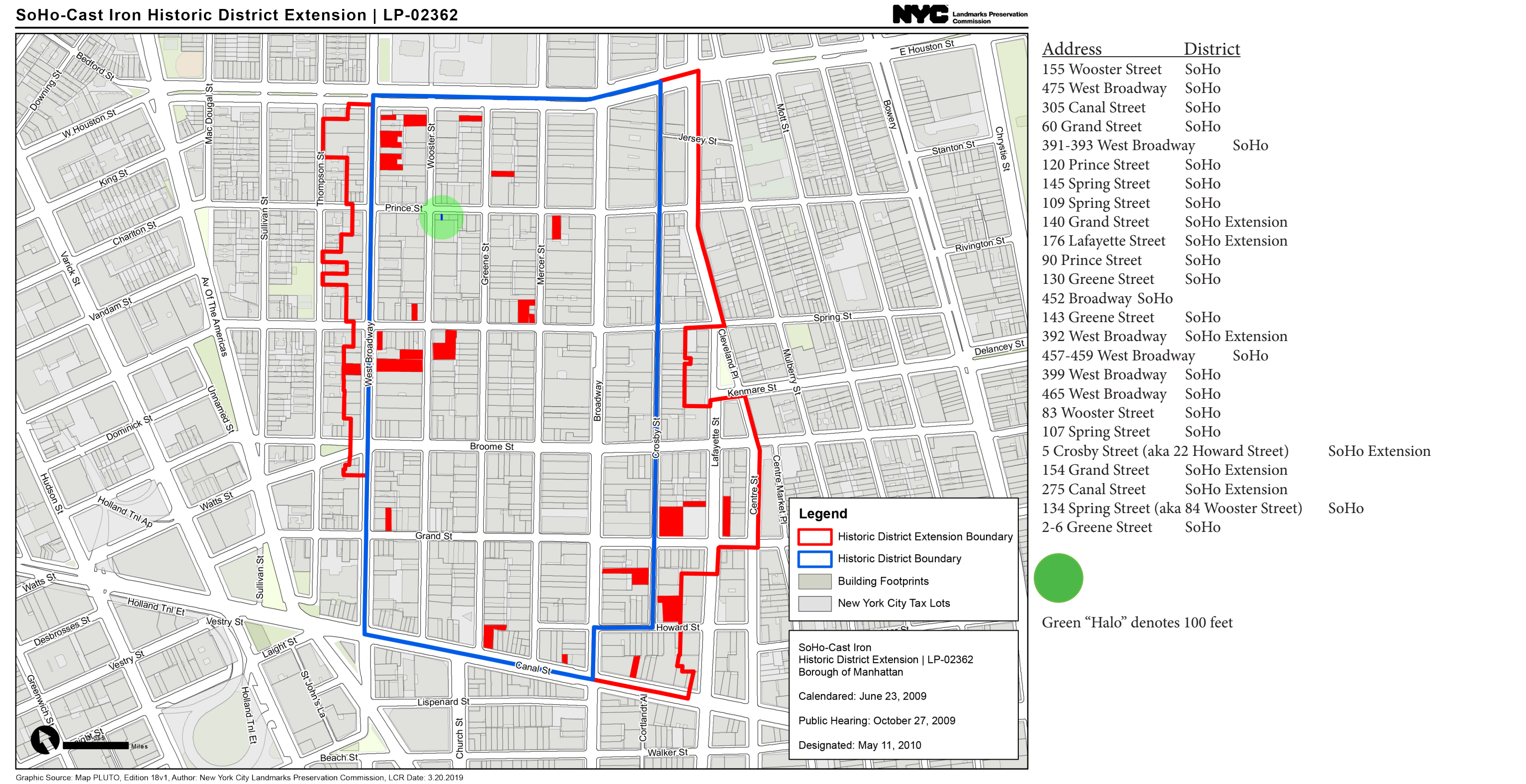


Historic signage above retail storefronts



1939-40 Tax Lot Photo

LPC Approved Master Plans for signs in SoHo Cast Iron District



PROPOSED MASTER PLAN RENEWAL TERMS

Maintain sign space size and location (see left) on building facade

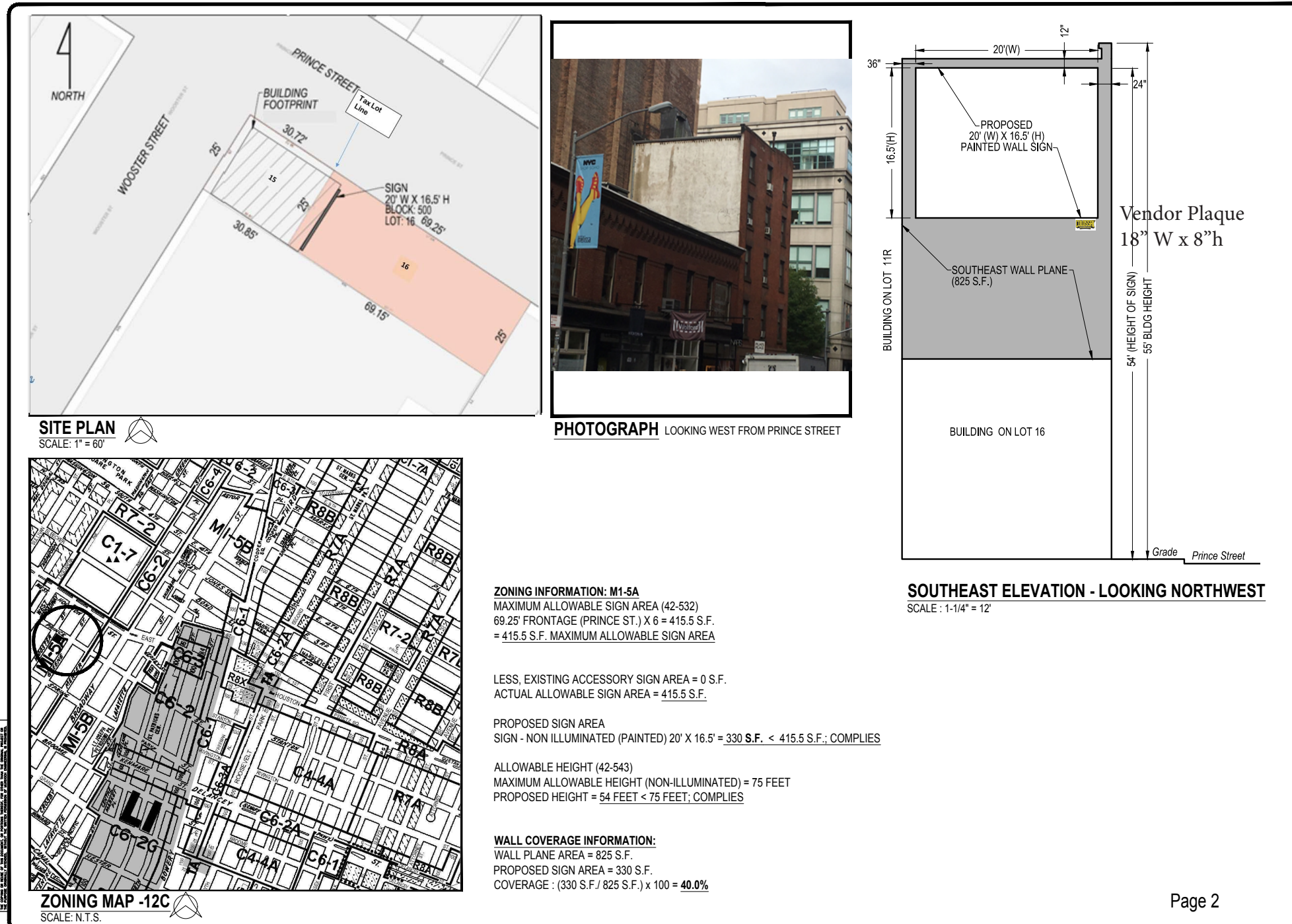
Maintain 3" Black or White border to distinguish sign space from surrounding facade

Maintain historic hand painted installation method

Renew Master Plan for an additional 10 years; consistent with current permit term length

Maintain content standards consistent with amendment to original Master Plan Permit

Maintain vendor plaque size (18" w x 8" h) and placement (lower right corner) consistent with amendment to Master Plan Permit



Original Master Plan Components

Original Master Plan - Certificate of Appropriateness 19-0745 (LPC 18-0752), issued on July 19, 2016

Content Modification Amendment - Miscellaneous/Amendment LPC-20- 03414, issued on October 8, 2019

Vendor Plaque Amendment - Amendment Permit MISC-24-00515, issued on August 22, 2023

COPY CHANGES UNDER MASTER PLAN DURING COLOSSAL MEDIA'S TENURE

2/8/2019 ATP-19-32944	Marc Jacobs	8/30/2022 ATP-23-01941	Tory Burch	9/25/2024 PMW-25-03066	Alo
3/18/2019 ATP-19-37233	Dolce & Gabana	10/12/2022 ATP-23-03417	Jaeger-leCoultre	12/10/2024 PMW-25-05323	Amouage
7/11/2019 ATP-20-00167	Nike	12/7/2022 ATP-23-05300	Sprite	1/30/2025 PMW-25-07083	Alaia
7/22/2020 ATP-21-00470	NYC Dept of Health	1/27/2023 ATP-23-06549	Isabel Marant	3/5/2025 PMW-25-08344	Street Easy
5/27/2021 ATP-21-09557	Hagen Daaz	3/1/2023 ATP-23-07781	Kate Spade	6/20/2025 PMW-25-12078	Widow Jane
9/1/2021 ATP-22-01860	Tory Burch	3/28/2023 ATP-23-08733	Heinekin	9/5/2025 PMW-26-02473	Maiden Home
11/29/2021 ATP-22-04921	Tory Burch	7/10/2023 ATP-24-00144	Longchamp	10/1/2025 PMW-26-02943	Alaia
1/18/2022 ATP-22-06382	AMEX	9/13/2023 PMW-24-02010	La Prairie	11/5/2025 PMW-26-04676	Jo Malone
2/3/2022 ATP-22-06861	Tory Burch	1/23/2024 PMW-24-06307	Alaia shoe	1/7/2026 PMW-26-06663	Kilian
5/13/2022 ATP-22-10293	Fair Harbor	3/21/2024 PMW-24-07934	Ketel One	2/24/2026 PMW-26-07898	Jo Malone field
7/25/2022 ATP-23-00733	Dame	5/9/2024 PMW-24-09480	Tom Ford	4/30/2026 PMW-26-10595	Tom Ford
		9/5/2024 PMW-25-01993	Kate Spade		

