

VERSUS

VERSACE

75 GREENE STREET
NEW YORK, NY 10012

SOHO-CAST IRON DISTRICT DESIGNATION MAP



SoHo-Cast Iron
Historic District
Designated: August 14, 1973

Historic District Boundaries



CURRENT FACADE CONDITIONS



PROPERTY OVERVIEW

75 GREENE STREET BUILDING INFORMATION:

BLOCK:	486
LOT:	22
LOT AREA:	2250 SF
LOT FRONTAGE:	25'
LOT DEPTH:	90'
YEAR BUILT:	1877
NUMBER OF BUILDINGS:	1
NUMBER OF FLOORS:	5
GROSS FLOOR AREA:	11,223 SF (ESTIMATED)
TOTAL UNITS:	5
LAND USE:	INDUSTRIAL AND MANUFACTURING
ZONING:	M1-5A
ZONING MAP:	12C
OWNER:	75-26 SOHO LLC
OCCUPANCY / ZONING USE:	CELLAR (M) MERCANTILE - USE GROUP 6A, 6 (RETAIL)
	GROUND FLOOR (M) MERCANTILE - USE GROUP 6B, 6 (RETAIL)

APPLICABLE CODES:

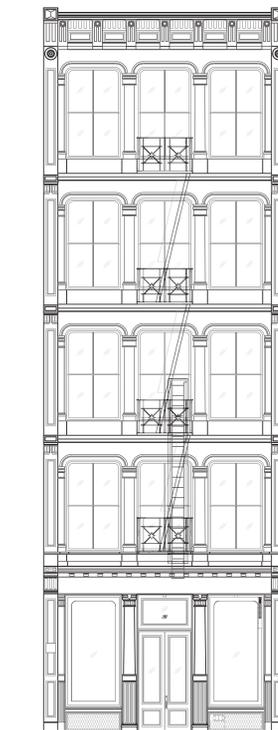
1968 NEW YORK CITY BUILDING CODE
 2014 NEW YORK CITY PLUMBING CODE
 2014 NEW YORK CITY MECHANICAL CODE
 2014 NEW YORK CITY FIRE CODE
 2011 NEW YORK CITY ELECTRICAL CODE
 2014 NEW YORK CITY ENERGY CONSERVATION CODE (NYCECC)
 2010 ADA STANDARDS FOR ACCESSIBLE DESIGN
 LANDMARKS PRESERVATION COMMISSION, TITLE 63 RULES OF THE CITY OF NEW YORK
 SOHO-CAST IRON DISTRICT

STORE LOCATION (NOT TO SCALE)



75 GREENE STREET
NEW YORK, NY 10012

EXISTING BUILDING FACADE



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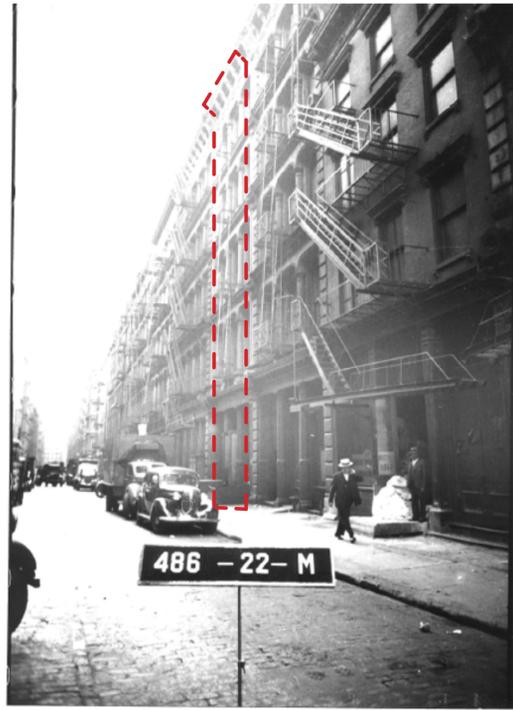
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PROJECT NO.: 215170	#	REVISIONS	DATE
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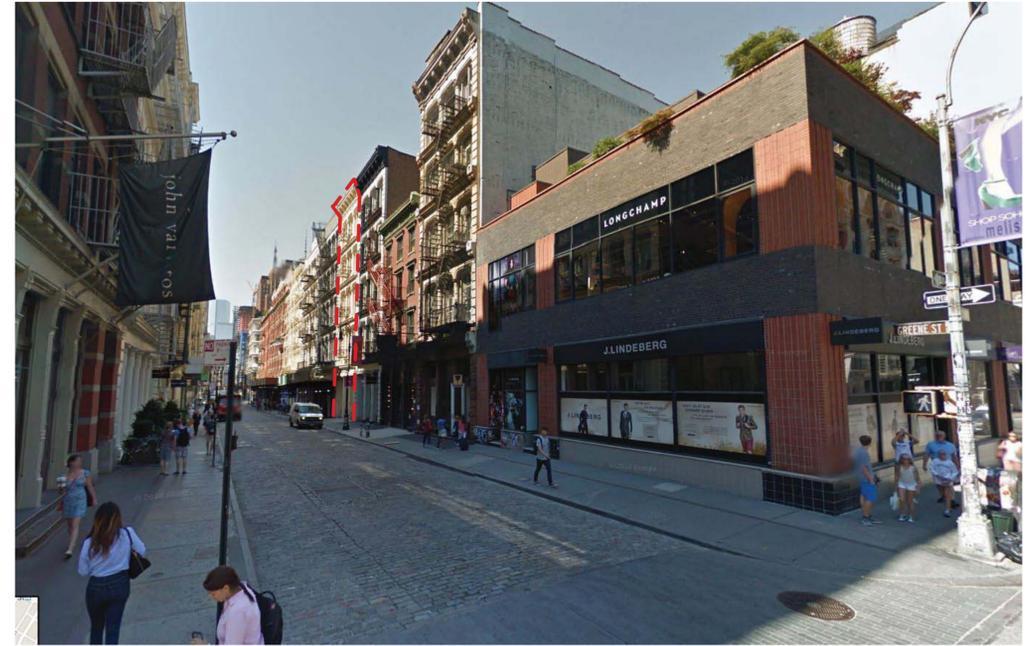
SHEET TITLE
**BUILDING INFORMATION,
 MAPS, & DESIGNATION**

SHEET NO.
A-810.00

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1 PHOTO
HISTORIC PHOTO FROM 1940
SCALE: N.T.S.



3 PHOTO
EXISTING
SCALE: N.T.S.



2 PHOTO
HISTORIC PHOTO FROM 1980
SCALE: N.T.S.



4 PHOTO
EXISTING STOREFRONT PHOTO
SCALE: N.T.S.

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SHEET TITLE
HISTORICAL PHOTOS

SHEET NO.
A-811.00



470 BROOME STREET



57-63 GREENE STREET



65-67 GREENE STREET



122 SPRING STREET



80-82 GREENE STREET



78 GREENE STREET



74-76 GREENE STREET



69 GREENE STREET



71-73 GREENE STREET



75 GREENE STREET



77 GREENE STREET



72 GREENE STREET



70 GREENE STREET



68 GREENE STREET



64-66 GREENE STREET



79 GREENE STREET



81 GREENE STREET



126 SPRING STREET



62 GREENE STREET



60 GREENE STREET



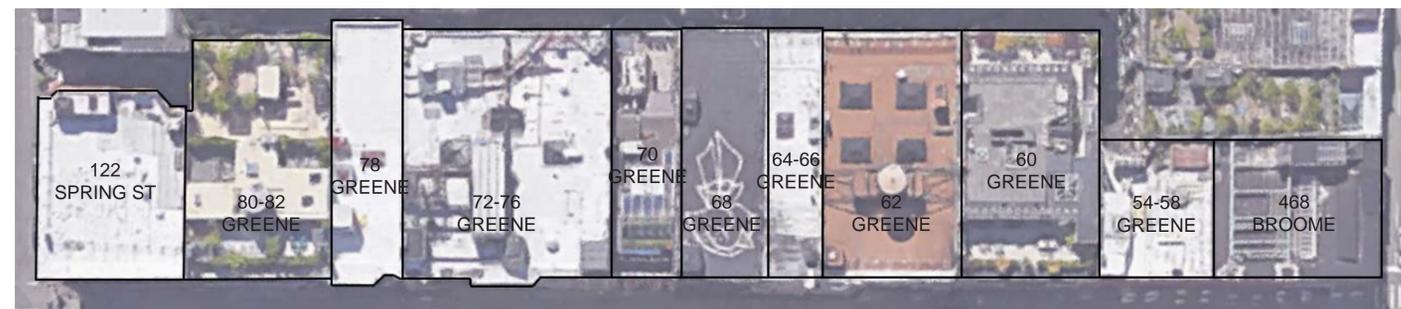
54-58 GREENE STREET



470 BROOME STREET



GREENE STREET (WEST SIDE)



GREENE STREET (EAST SIDE)



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MUNTINS EXIST BEYOND FROSTED GLASS

MUNTINS AT STOREFRONT WINDOW REMOVED BY PREVIOUS TENANT WITHOUT PERMIT; THIS PROPOSAL TO INCLUDE LEGALIZING THIS STOREFRONT ALTERATION

ENLARGED EXISTING FACADE

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SHEET TITLE
EXISTING FACADE ELEVATIONS
 SHEET NO.
A-813.00



EXISTING NON-ILLUMINATED BLACK METAL VERSUS-VERSACE LOGO ON SIGN BAND

EXISTING BLADE SIGN AND BRACKET

EXISTING LOGO AT STORE INTERIOR

NEW PROPOSED 3-D LIGHT BOX BEHIND SOUTH WINDOW

NORTH WINDOW TO REMAIN AS EXISTING

PROPOSED STOREFRONT

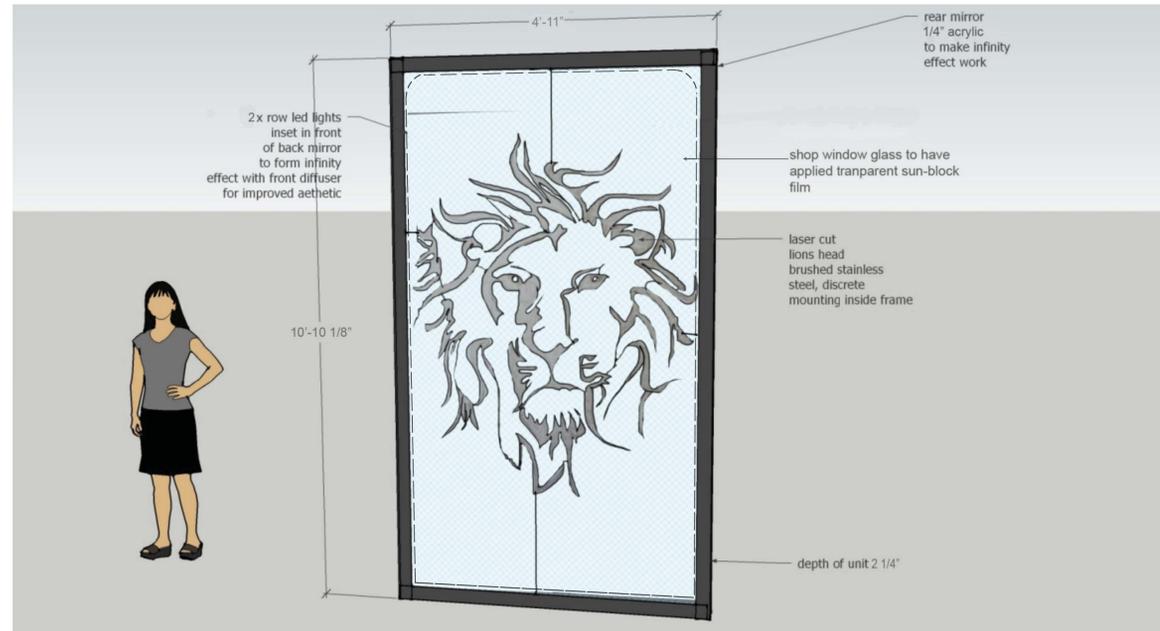
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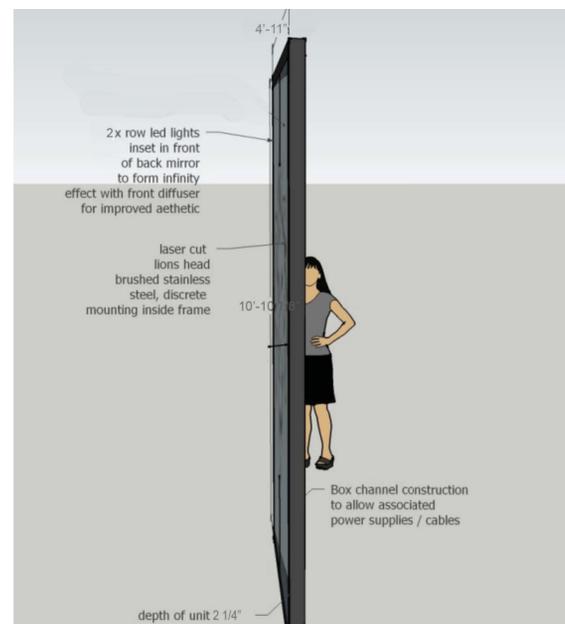
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SHEET TITLE
PROPOSED STOREFRONT
 SHEET NO.
A-814.00



RENDERING: FRONT VIEW



RENDERING: SIDE VIEW



EXAMPLE OF 3D EFFECT

PROPOSED 3D SIGNAGE



NEW PROPOSED 3-D LIGHTBOX BEHIND WINDOW

PROPOSED STOREFRONT

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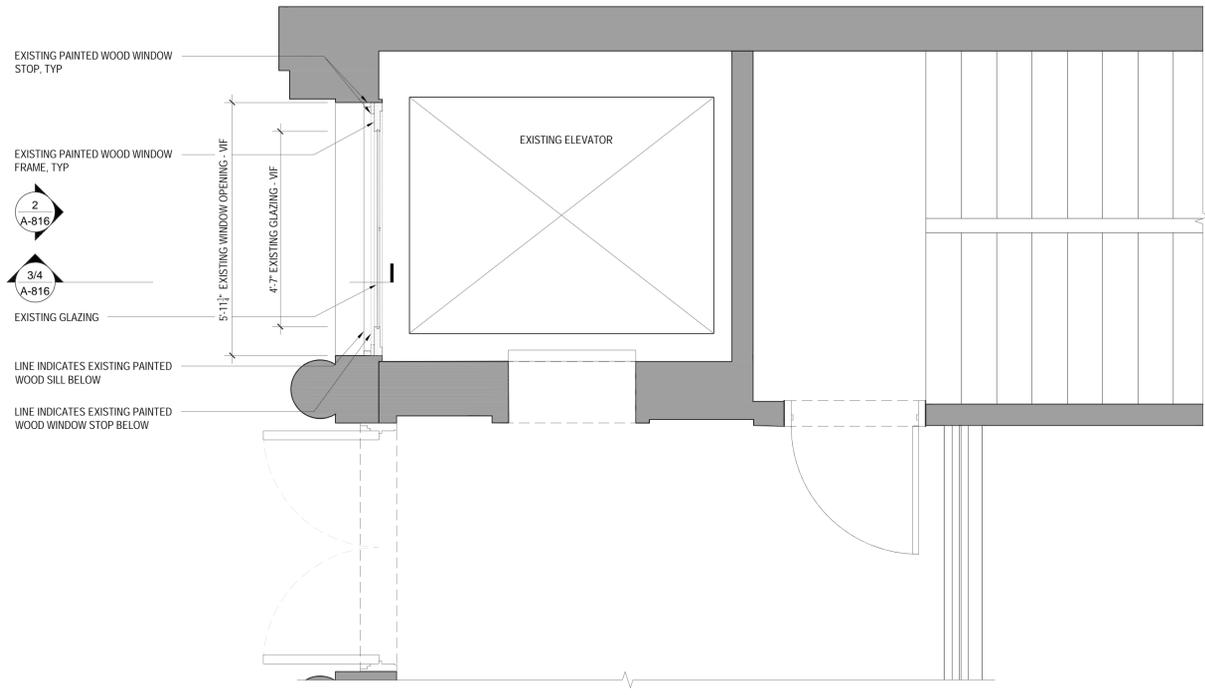
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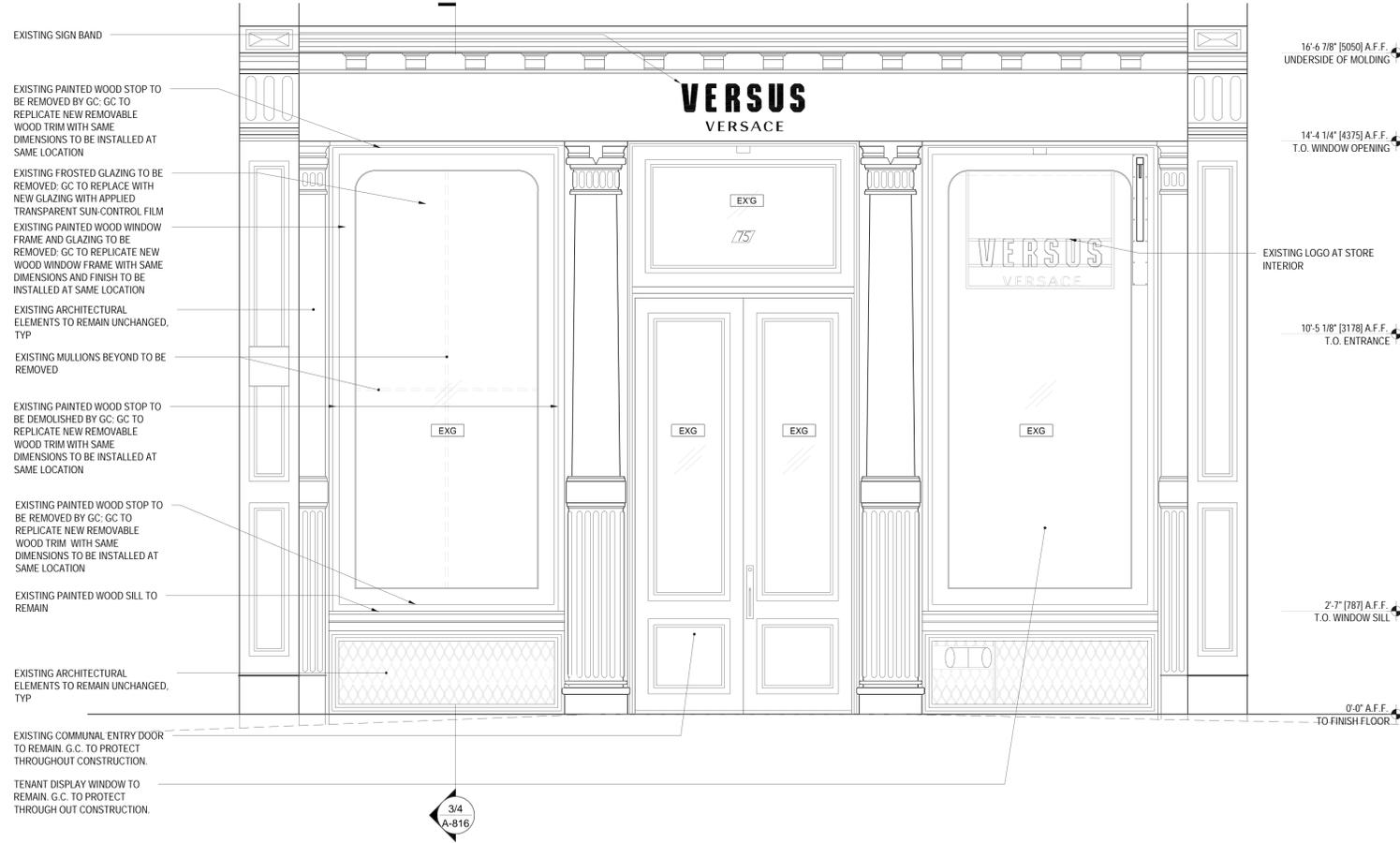
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SHEET TITLE
PROPOSED STOREFRONT

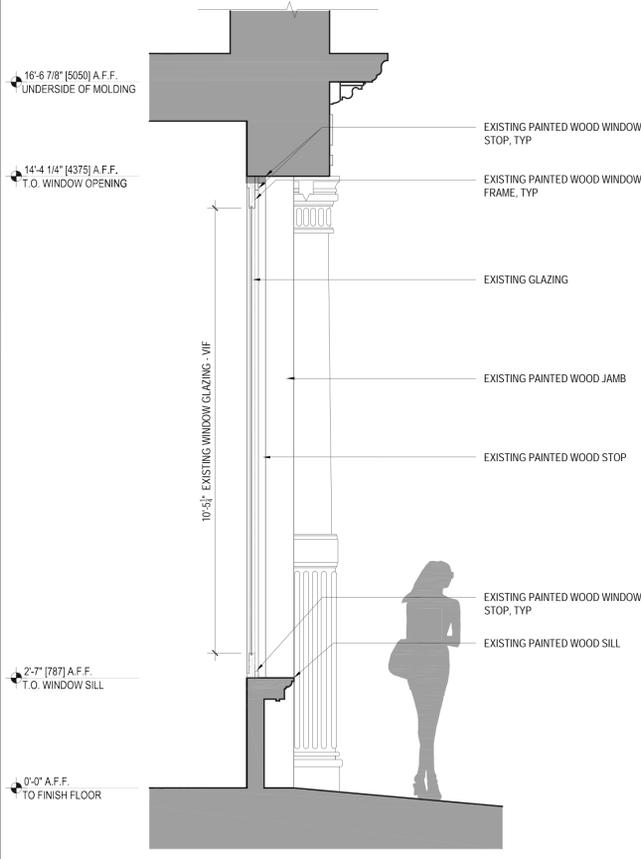
SHEET NO.
A-815.00



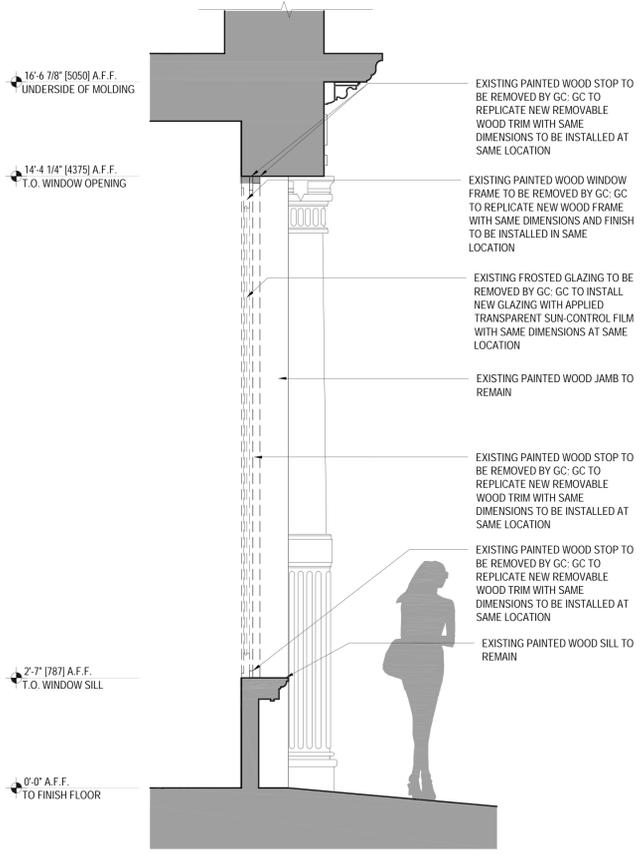
1 PLAN
EXTERIOR STOREFRONT PLAN - EXISTING CONDITIONS AT ELEVATOR SHAFT
SCALE: 1/2" = 1'-0"



2 ELEVATION
EXTERIOR STOREFRONT PLAN - EXISTING CONDITIONS
SCALE: 1/2" = 1'-0"



3 SECTION
EXTERIOR STOREFRONT - EXISTING CONDITIONS
SCALE: 1/2" = 1'-0"



4 SECTION
EXTERIOR STOREFRONT - DEMOLITION
SCALE: 1/2" = 1'-0"

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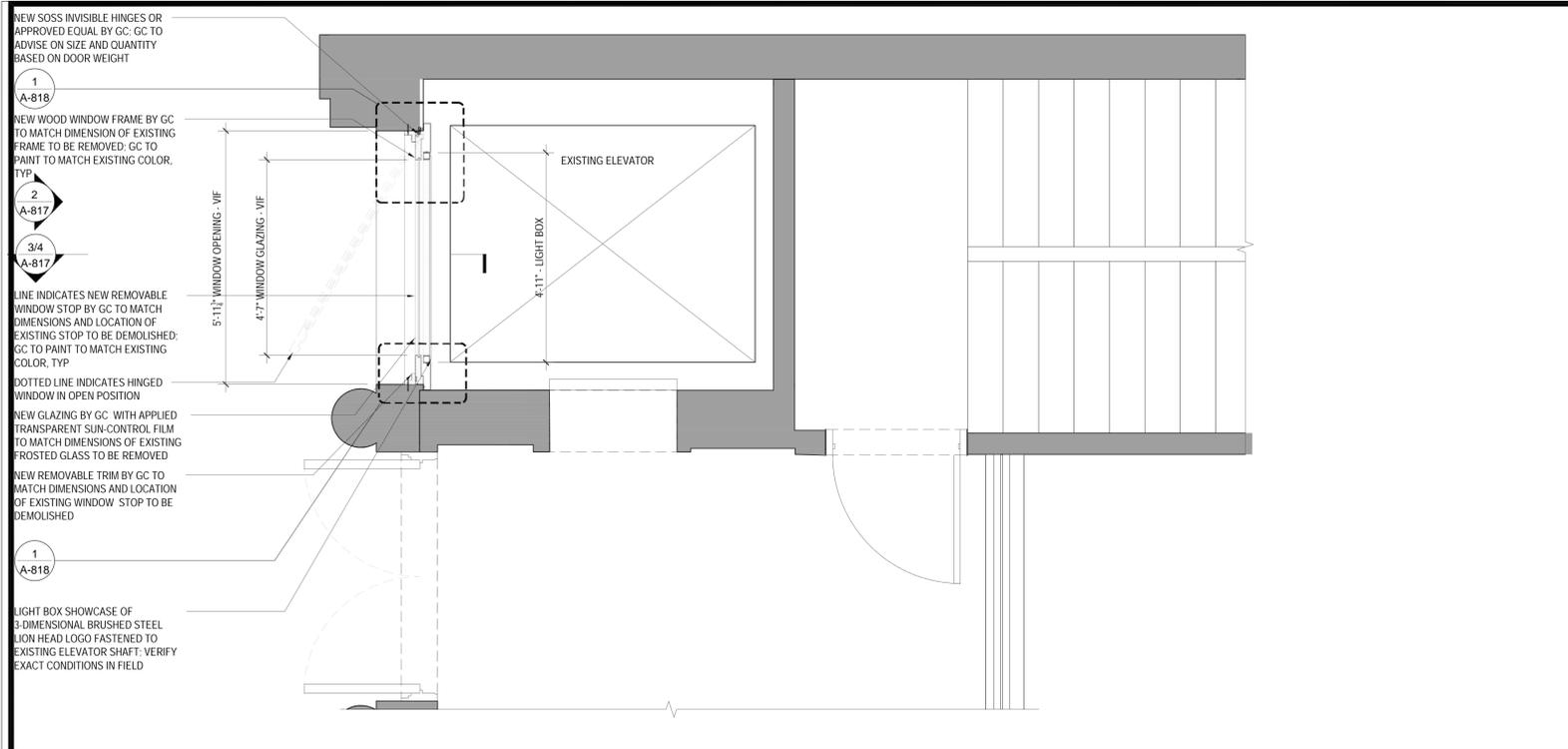
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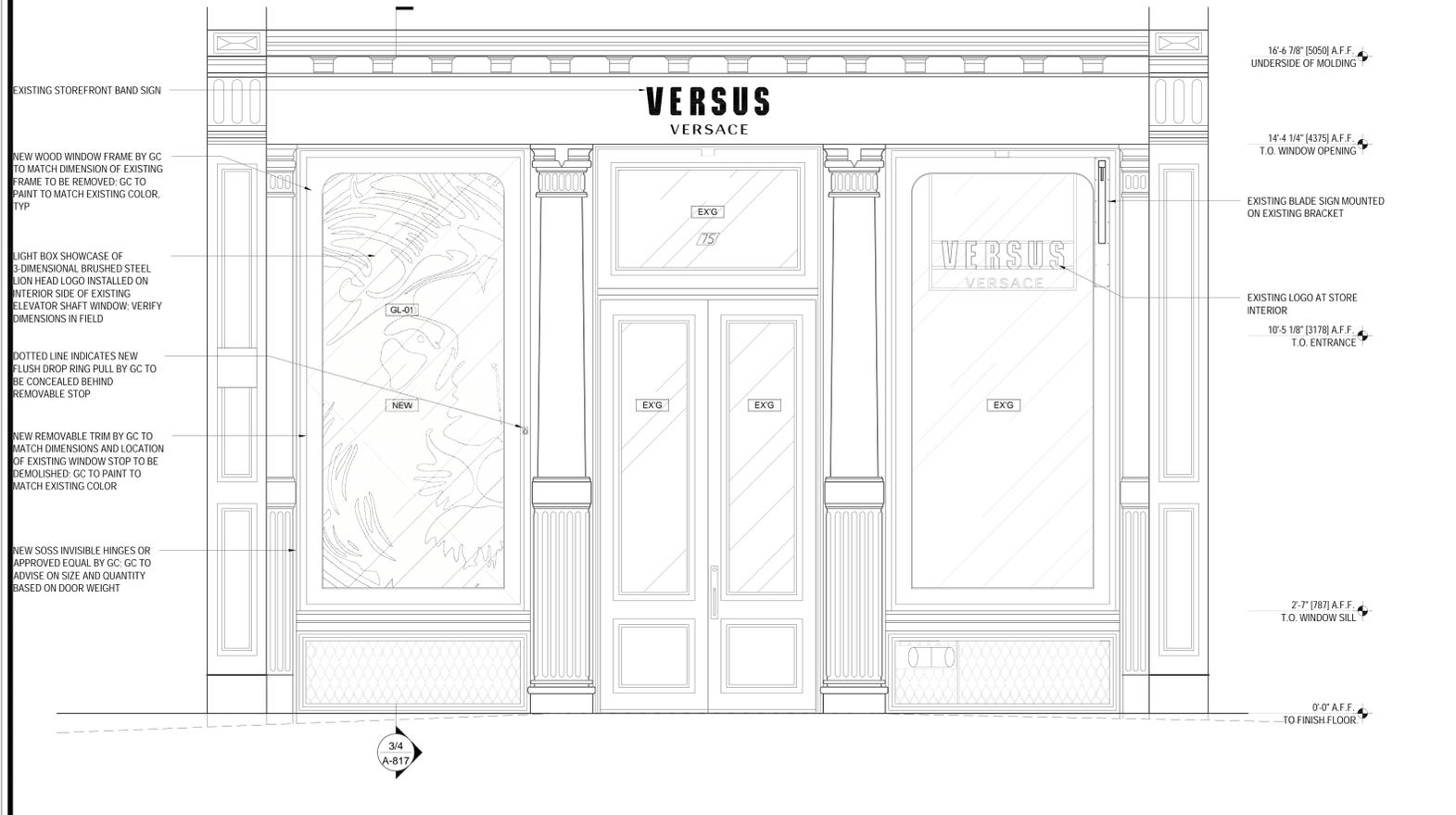
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SHEET TITLE
EXISTING CONDITIONS
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A-816.00

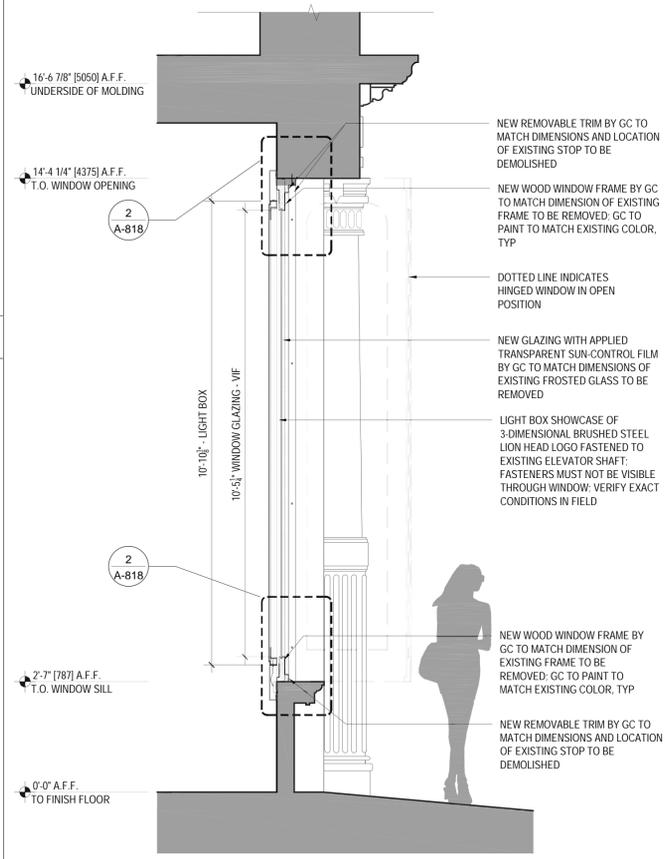
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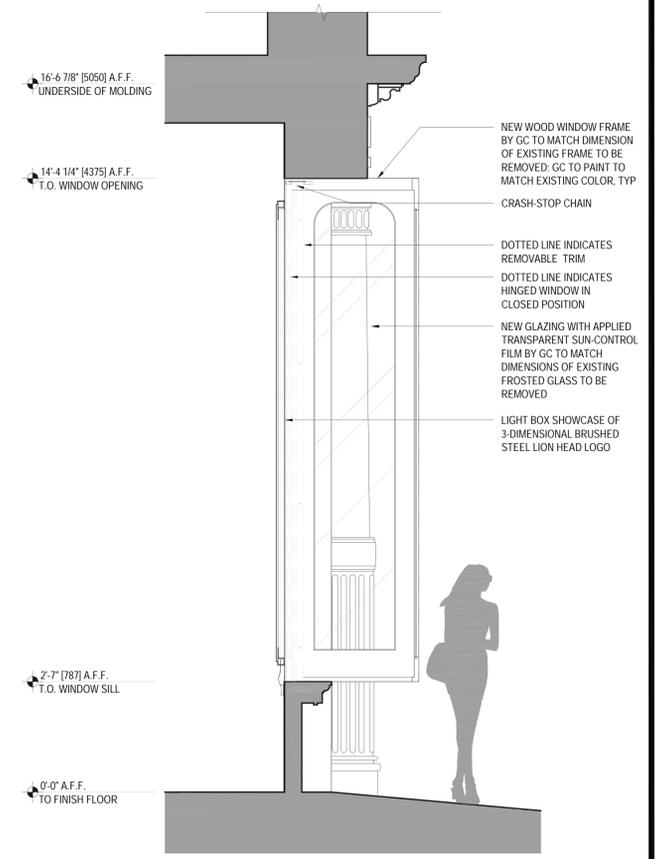
1 PLAN EXTERIOR STOREFRONT PLAN - PROPOSED LIGHTBOX AT ELEVATOR SHAFT
SCALE: 1/2" = 1'-0"



2 ELEVATION EXTERIOR STOREFRONT PLAN - PROPOSED LIGHT BOX
SCALE: 1/2" = 1'-0"



3 SECTION EXTERIOR STOREFRONT - PROPOSED LIGHT BOX
SCALE: 1/2" = 1'-0"



4 SECTION EXTERIOR STOREFRONT - PROPOSED LIGHT BOX
SCALE: 1/2" = 1'-0"

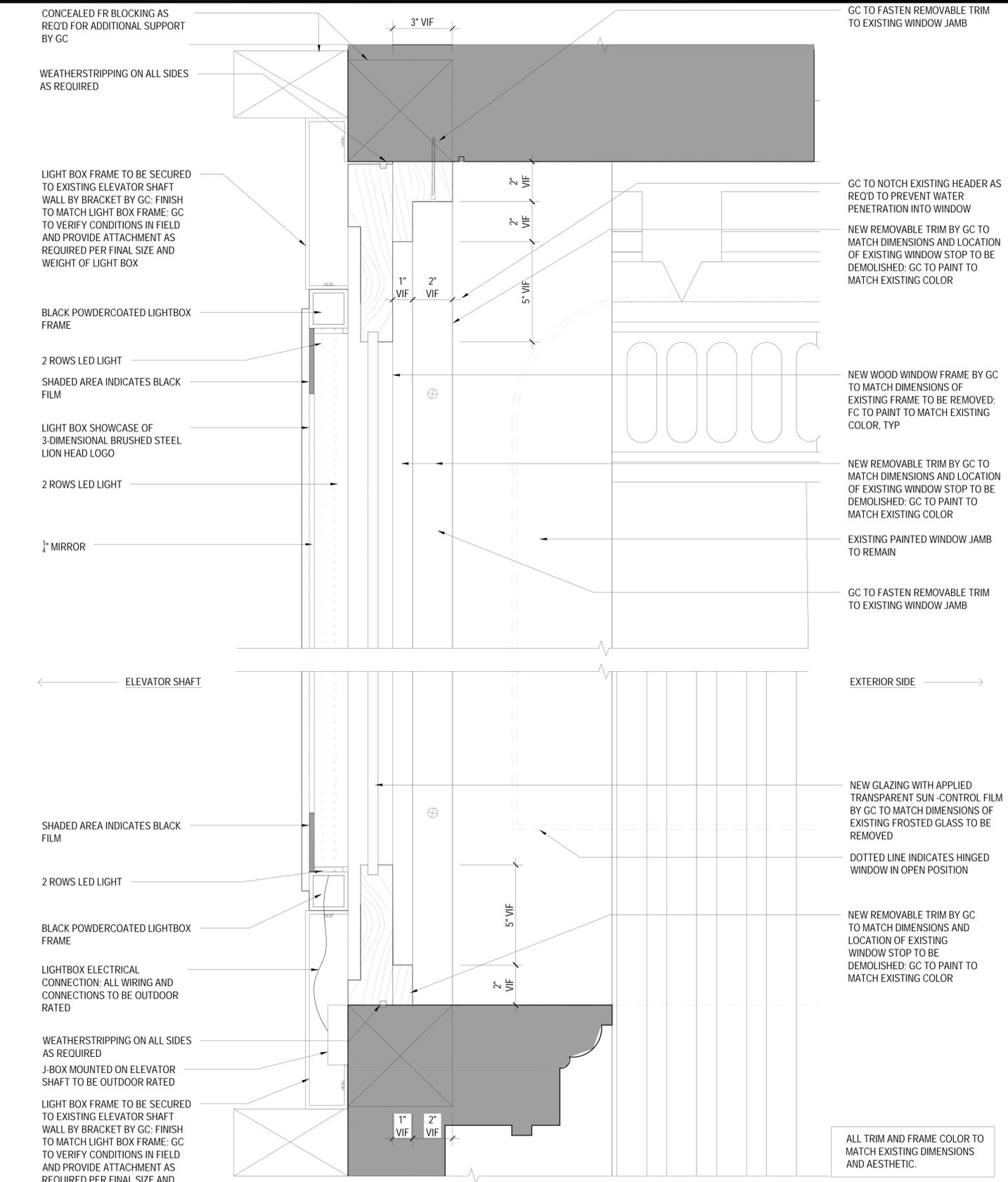
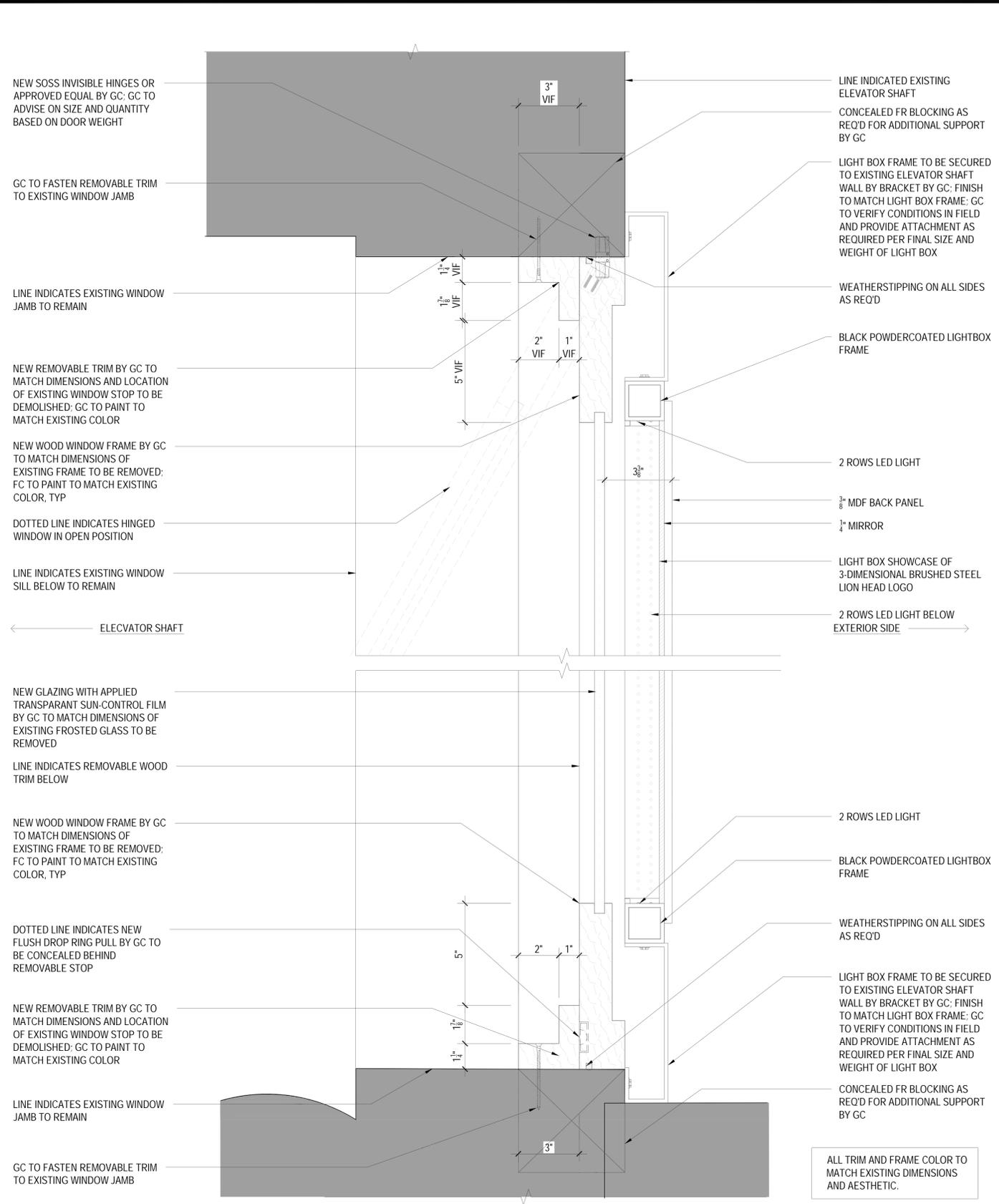
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1 ENLARGED PLAN: PROPOSED LIGHT BOX AT STOREFRONT

2 ENLARGED SECTION: PROPOSED LIGHT BOX AT STOREFRONT

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SHEET TITLE
PROPOSED ALTERATION - DETAILS

SHEET NO.
A-818.00



73 GREENE STREET



77 GREENE STREET



79 GREENE STREET



76 GREENE STREET

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SHEET TITLE
**EXISTING NEIGHBORHOOD
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122 GREENE STREET WINDOW DISPLAY

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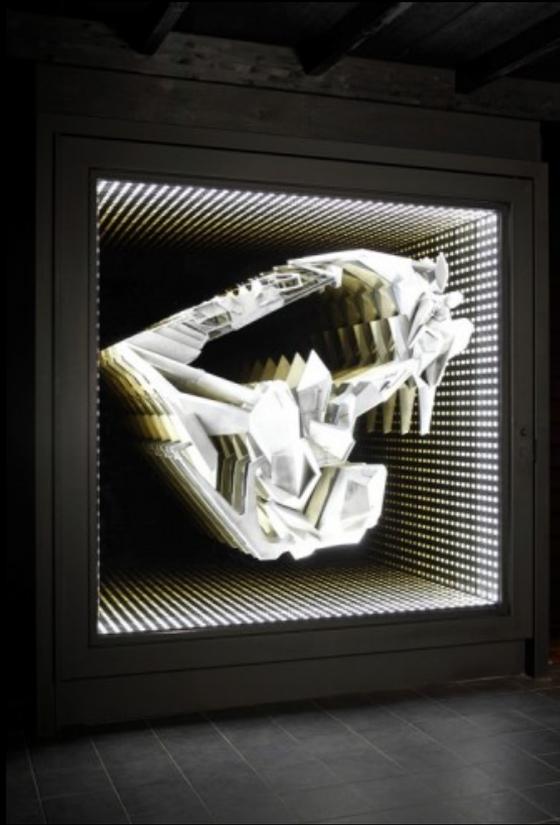
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VERSUS GREENE ST. WINDOW SOLUTION

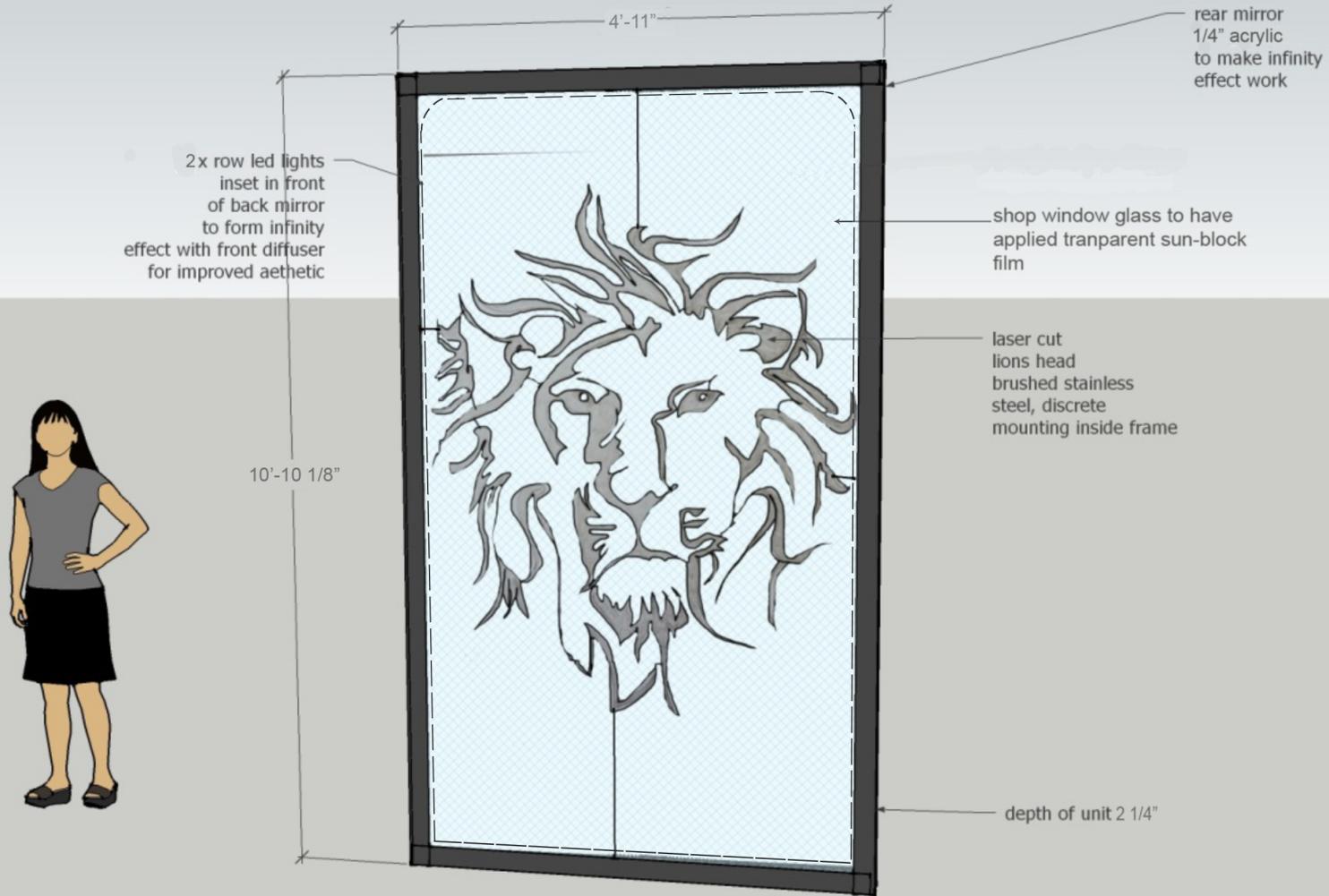
Reflect the hardware elements of the collection and the Cast-iron Soho District with a brushed metal Lion Head sculpture.

Create another dimension; encasing this work in an LED mirror installation to give the illusion of an infinite space.

As the light levels fade an intensification of the infinite effect is achieved



The installation



The installation

