eyeball

CB2-Landmarks Preservation Commission Hearing
187-193 Lafayette St., New York, NY  10013
Block 472, Lot 10
Docket #180379

September 20, 2016

# About Eyeball and 187-193 Lafayette St.

- Eyeball is a creative strategic design firm specializing in production, graphic design, branding and digital strategy. Eyeball was founded in 1994 by Limore Shur. Eric Bertrand joined the company in 2009 as COO/CFO and is currently the CEO.

- Eyeball began leasing the 2nd floor of 187 Lafayette St. from A. Trenkmann Est. Inc. in 1997.

- Eyeball added and built-out the 3rd floor in 2002.

- Eyeball added and built-out the 4th and 6th floors in 2012.

# Landmark Designation & Violation

- 187 Lafayette St. received Landmark designation on 5/11/10.
- A. Trenkmann Est. Inc. received a warning letter from LPC dated 9/23/14 about “installation of HVAC units at 3rd and 4th floor of the Broome Street façade without permit.”
- Eyeball was notified of the violation in November 2014.
- Since notification, Eyeball has worked with contractors, inspectors, engineers and filers, as well as the LPC to research ways to rectify violation on each floor.
- To date, Eyeball has spent $21,217 in researching remediation.
- The current plan recommended by our engineer/contractor is to move all units to the roof requiring street closure and a crane. The quote we received is for $96,000, including all labor, equipment, permitting and electrical work.

# Third Floor: Alternatives to the Roof

- We believe that there are simpler, more affordable alternatives to the roof plan which will require street closure that would disrupt pedestrian and vehicular traffic in the neighborhood.

- There have been AC condensers located on the 2nd and 3rd floors since at least 2004. The 3rd floor condenser (with outside facing fan) was replaced after designation and is thus in violation.

- The HVAC units on 2nd floor, unchanged since 2010, have been grandfathered by the LPC. The units on the 2nd floor are identical to the replacement unit on the 3rd floor.

- The replacement unit on the 3rd floor is smaller than the unit it replaced.

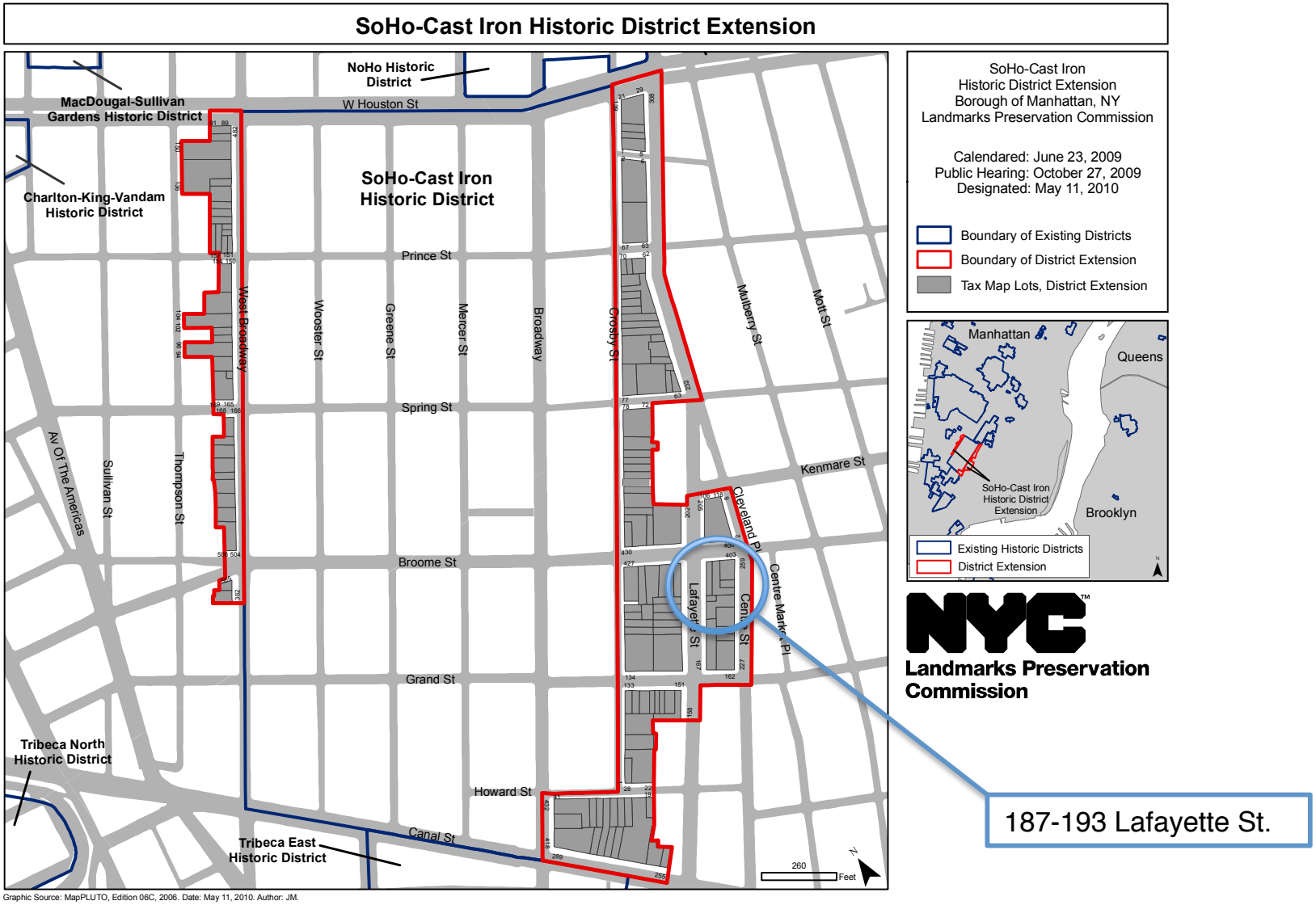
- We are requesting that CB2 and LPC consider legalizing the unit currently on the 3rd floor. It was suggested by an LPC preservationist that we might paint the unit dark grey or brown so that it becomes less noticeable.

- If CB2 and LPC will not legalize the current units, we're requesting the ability to replace the current units with the units that would have been grandfathered in 2010.

# Fourth Floor: Remediation Plan

- Remove windowsill unit completely.
- Recess protruding window-thru condenser units 5 inches into the window so that they are flush with the window frame. This would allow a simple mesh window screen or stationary architectural louver to be mounted in front of the unit.
- LPC staff determined that this remediation work can be handled at staff level.

# 187-193 Lafayette in SoHo-Cast Iron Historic District



# 187-197 Lafayette St – North Face 7/26/04

# 187-193 Lafayette St – Date of Designation 5/11/10

Wide View

Detail of 2nd and 3rd Floor Condensers 5/11/10

# 187-193 Lafayette St – Notice of LPC Violation 11/24/14

# 187-193 Lafayette – Current Condition 8/8/16

Broome Facing

Lafayette Facing

# Adjacent and Nearby Buildings – 8/8/16

Alley next to 176 Lafayette

155 Grand St.

# Adjacent and Nearby Buildings – 8/8/16

1-5 Jersey St.

1-5 Jersey St.

# Adjacent and Nearby Buildings – 8/8/16

267 Lafayette St.

255 Lafayette St.

# Adjacent and Nearby Buildings – 8/8/16

51 Spring St.

255 Lafayette St.

# Adjacent and Nearby Buildings – 8/8/16

114 Kenmare St.

253 Centre St.

# Adjacent and Nearby Buildings – 8/8/16

48 Spring St.

195 Mulberry St.

# Adjacent and Nearby Buildings – 8/8/16

158 Grand St.

# Adjacent and Nearby Buildings – 8/8/16

184 Lafayette St.

408 Broome St.

# 187-193 Lafayette – Detail of Current 3rd Floor Units Painted to Match Flashing

Before paint

After paint and 4th floor condenser removal (mock-up)