

BROADWAY RESIDENTS COALITION

January 27, 2014

Mark S. Weprin, Chair
Subcommittee on Zoning and Franchises
New York City Council
250 Broadway, 16th Floor
New York, NY 10007

Re: 300 Lafayette Street, Manhattan

Dear Chair Weprin,

The Broadway Residents Coalition, made up of long-time owners and inhabitants of the SoHo mixed-use neighborhood, offers support for the Special Permits being sought for the development site at 300 Lafayette Street, located within the SoHo Cast-Iron Historic District Extension (Block: 510; Lots 38, 39, 40).

We commend the design from CookFox Architects, which sensitively responds to the existing buildings in the immediate area. At the same time, we must note with some concern that a new building on this site will greatly diminish views of the landmarked Puck Building, and will also decrease the available open sky, a key feature of this site for decades. However, we also understand that the proposed building is far superior to what could be built on this site, and therefore offer support for the plan.

We recognize that this proposal could serve to remove much of the vehicular chaos now found at the gas station and along the adjacent streets, but we continue to have serious concerns about the added pedestrian density that another large retail space could bring to this intersection. It should be noted that the majority of the sidewalk fronting the property along Houston Street is not 22' 7" as is stated in the City Planning documents for this project, but rather is much narrower away from the expanded sidewalk at Lafayette Street, particularly along the stretch fronting the western subway entrance and at the Crosby Street intersection. With a main retail entry planned for that corner congestion will likely increase. As this project moves forward DOT should address this situation so that pedestrian congestion is minimized.

Considering the give and take needed to achieve a truly good plan, we note the following positive aspects included in this proposal:

- 1) Overall, the design is sensitive to surrounding buildings.
- 2) The addition of greenery, both at street level and on the building terraces, will be welcome & beneficial.
- 3) The mega-signage & billboards now on the site will be eliminated.
- 4) The development could serve to tame the current chaos at street level.

Finally, members of BRC acknowledge the openness exhibited by Marcello Porcelli of LargaVista Companies. His outreach to the neighborhood is commended, and the entire design & development team have been responsive to community concerns. We look forward to further dialog as this plan moves ahead.

Sincerely,



Broadway Residents Coalition
Leigh Behrke, BRC Steering Committee
543 Broadway, 3rd Floor
New York, NY 10012

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

300 Lafayette (PLEASE PRINT) Date: 2/28/14

Name: Marcello Porcelli

Address: Large Vista Condo

I represent: Pato Lafayette - Owner

Address: _____

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

300 Lafayette (PLEASE PRINT) Date: _____

Name: Rick Cook

Address: Cook + Fox

I represent: Pato Lafayette - Owner

Address: _____

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THE CITY OF NEW YORK**

Appearance Card

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I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

300 LAFAYETTE

Date: 1/28/2014

(PLEASE PRINT)

Name: PETER DAVIES

Address: 548 BROADWAY 5A NY 10012

I represent: BROADWAY RESIDENTS COALITION

Address: _____

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**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

[]

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

300 Lafayette

Date: 2/28/14

(PLEASE PRINT)

Name: Elise Wagner

Address: Kramer Levin, 1177 Ave of America

I represent: Paco Lafayette - Owner

Address: _____

Please complete this card and return to the Sergeant-at-Arms