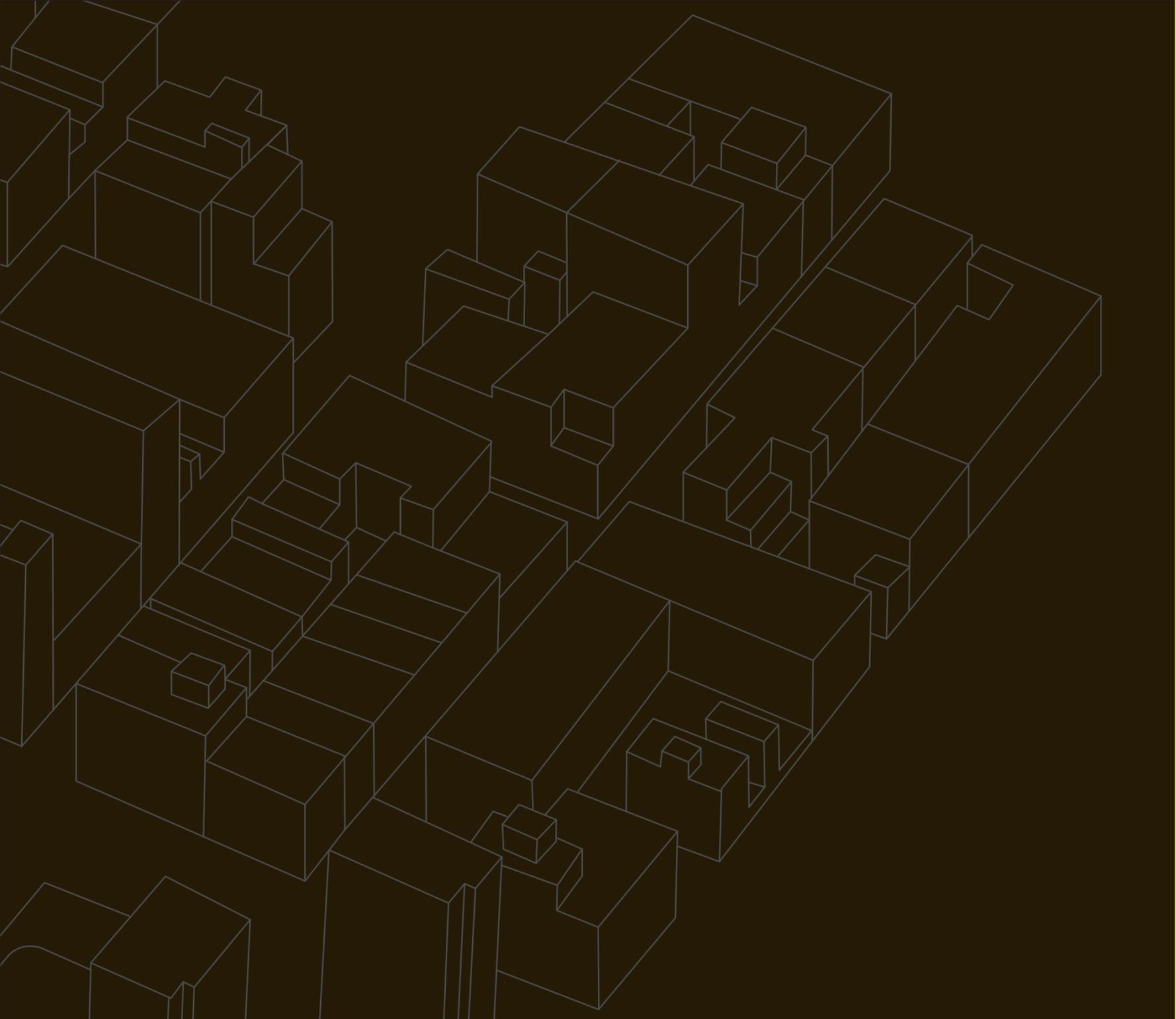


The image features a dark grey background with a dense, isometric wireframe cityscape. The buildings are represented by simple rectangular outlines in a light grey color. In the center of the composition, a single building is highlighted with a bright yellow wireframe, making it stand out from the rest of the city. Below this central building, the text "HOUSTON+" is written in white, and "LAFAYETTE" is written in red, both in a clean, sans-serif font.

HOUSTON+  
LAFAYETTE



BRANDS  
BUILD  
BUILDINGS

# BUILDINGS AND BUILDINGS



FACING PAGE, CLOCKWISE FROM TOP RIGHT: BARNEYS NEW YORK, DALLAS; DE BEERS, TOKYO; DIOR, SHANGHAI; LOUIS VUITTON, NEW YORK.  
THIS PAGE, CLOCKWISE FROM TOP: PRADA, TOKYO; APPLE, NEW YORK; NIKETOWN, NEW YORK; FERRARI, ABU DHABI.

# BUILD BRANDS



## HOUSTON+ LAFAYETTE

Due to increasing consumer expectations, it is essential for companies to innovatively leverage their street presence in order to secure their bond with consumers. More now than ever, visionary architecture and design dramatically enrich brand experience and exposure. Within this context, allow me to introduce Houston + Lafayette.

Houston + Lafayette is the center of gravity in SoHo, home to an energetic and creative community that has made SoHo the heart and soul of New York City. Triangulated by the world renowned Puck Building, now anchored by an REI flagship, the "Adidas building", and the new Hollister International flagship, Houston + Lafayette is a marketing dream. The unique advantage of three vibrant exposures, clearly visible to tens of millions of passersby a year, will make this development a beacon for the brand that stakes its claim. A canvas of this quality is the rarest of opportunities.

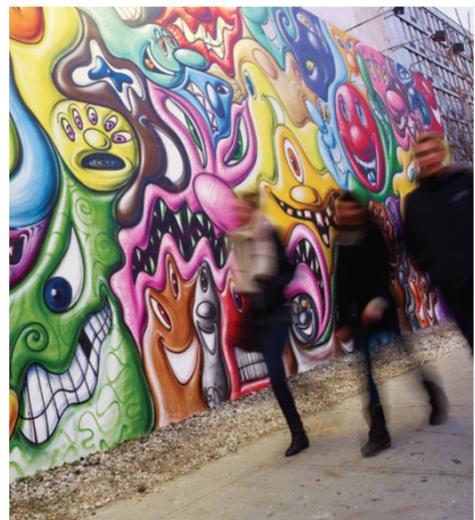
LargaVista means "long-view" in Spanish. This mindset pervades the way in which we carefully approach our projects, as we strive to create buildings that are timeless. For this reason, we have chosen to collaborate with Cook+Fox, the award winning architects behind the first LEED platinum skyscraper in Manhattan, the Bank of America Tower.

Now imagine transforming a gas station that has been in operation since the 1920's into

- an iconic Flagship built exclusively for a leading International Brand
- designed by one of the global leaders in sustainability
- in a neighborhood as electric as SoHo
- on the biggest stage in the world...

A profound architectural statement combined with an authentic brand experience. Building as Brand. That is a dream worth realizing.

**Marcello G. Porcelli**  
President, LargaVista Companies



# NYC'S MOST VIBRANT NEIGHBORHOOD

Lifestyle. Diversity. Edge.



From fashionistas to artists,  
Warehouses to cobblestones,  
Restaurants to galleries,  
shopping and people watching,  
  
SoHo is a brand unto itself.





HOUSTON+  
LAFAYETTE

Van Wagner

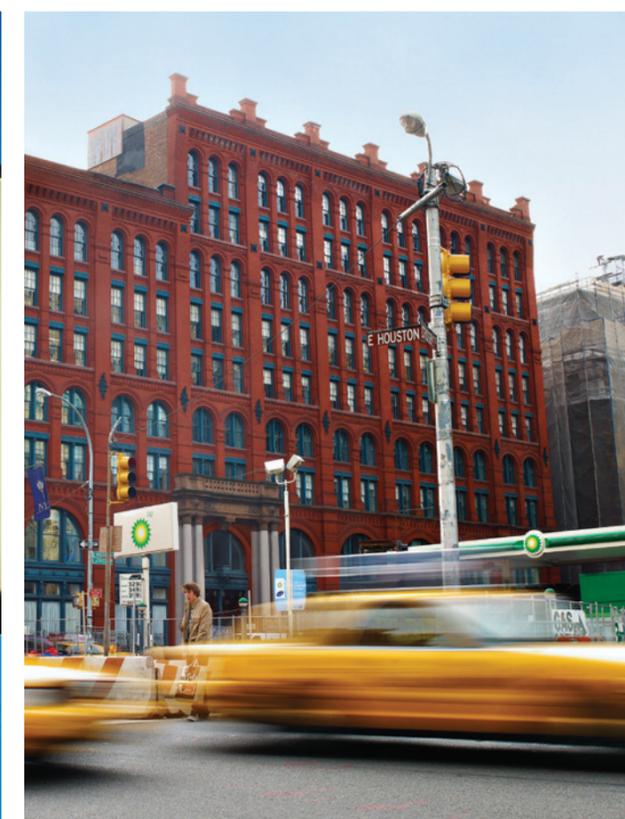
bp

HOUSTON CAR CARE  
COMPLETE AUTO WORK  
300 LAFAYETTE AVE  
TEL: 220-0633

SO HO'S MOST BUSTLING  
INTERSECTION

# A ONCE- IN-A-LIFETIME OPPORTUNITY

A historic corner.  
A blank canvas in a city of 100,000 buildings.  
A chance to build up without first tearing down.





# WE HAVE THE TRAFFIC

B D  
F M  
N R  
6



## BUILDING AS BILLBOARD

Every day 150,000 people will pass the site by mass transit, by car and by foot

x 365  
**54,750,000**

WE HAVE  
WHAT IT

CREATIVITY. VISION.

**LargaVista**  
Developer

LargaVista Companies is a 2nd generation, New York City-based real estate development, management and investment firm that specializes in repositioning under-utilized or environmentally impacted properties. The company started in 1973 as a developer of gasoline stations, grew to become the largest independent petroleum retailer in the New York Metro area, and created the iconic Gaseteria gas stations. Since shifting its focus to real estate development, the company has assembled more than fifty properties and three million developable square feet. LargaVista means “long view” in Spanish and is an expression of the company’s thoughtful approach to property acquisition and development, as well as its Latin American heritage.

**CBRE**  
Real Estate Strategy

CB Richard Ellis Group, Inc. (known as CBRE) is a global real estate corporation based in Los Angeles. CBRE is a Fortune 500 and S&P 500 company and is the world’s largest commercial real estate services firm with over 30,000 employees in 450+ offices (including affiliate offices) in more than 60 countries. The Company operates through five segments: Americas, Europe, Middle East, Africa and Asia Pacific. CBRE has full-service operations in major metropolitan areas worldwide. The Company offers a range of services to occupiers, owners, lenders and investors in office, retail, industrial, multi-family and other types of commercial real estate.

TAKES

EXPERIENCE.

**Cook+Fox**  
Architect

Cook+Fox Architects is an award-winning studio dedicated to a vision of integrated, environmentally responsive design. Guided by a passion for design excellence and a belief in the collaborative process, Cook+Fox seeks out projects that fundamentally re-think how buildings interact with people and the natural environment. The firm recently completed the LEED Platinum Bank of America Tower at One Bryant Park, the first skyscraper to achieve this certification and the largest LEED Platinum project to date. Cook+Fox has developed expertise integrating modern, urban design within New York City’s Historic Landmark Districts, leading to unanimous approvals for large-scale complex developments. Inspired by principles such as biophilia and biomimicry, the firm is pursuing architecture that goes beyond LEED to restore and regenerate the urban environment.

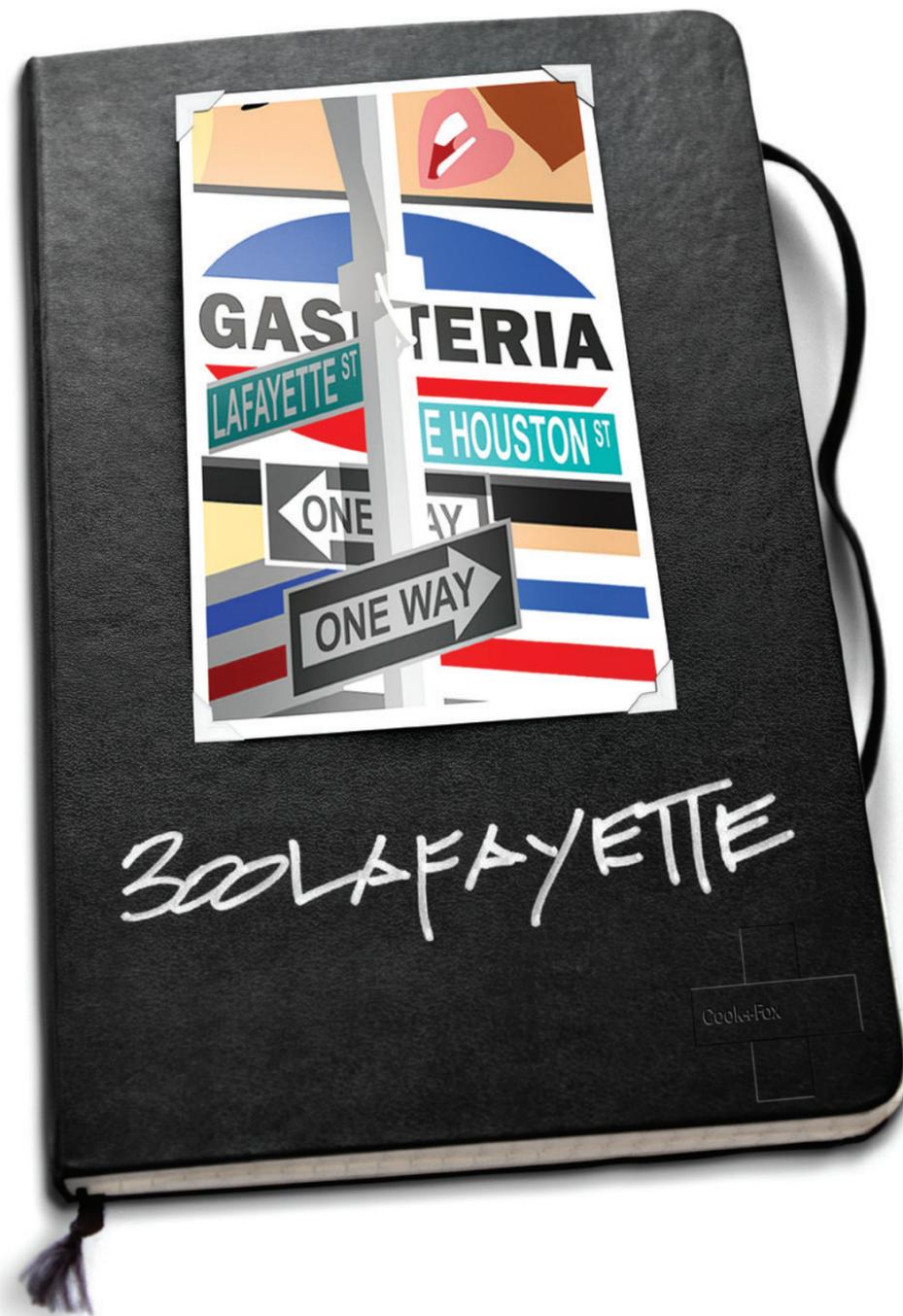
**Gensler**  
Brand Consultant

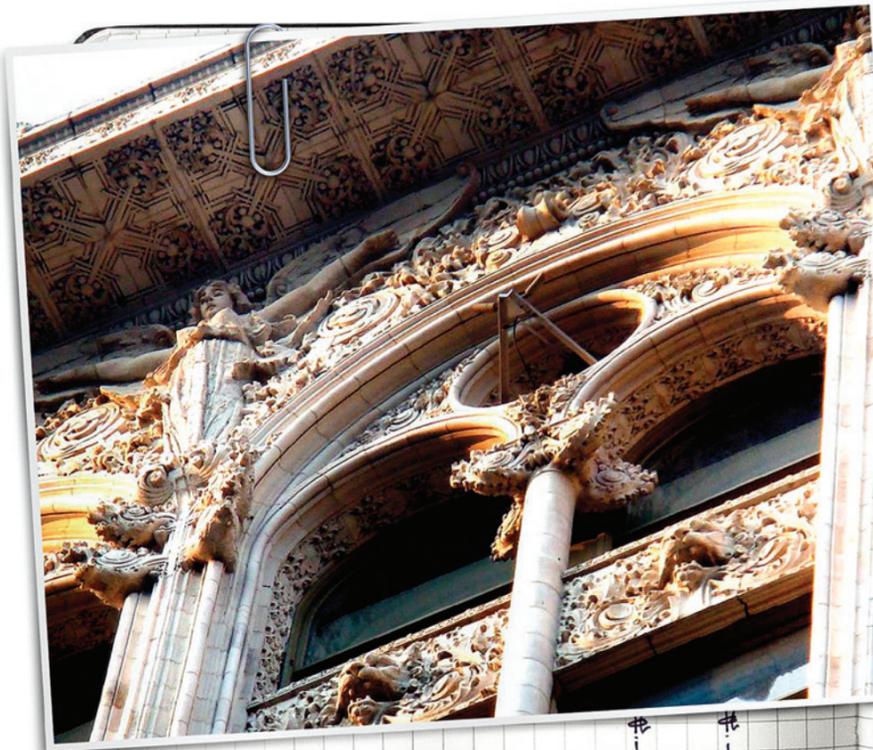
Gensler is a global architecture, design, and planning firm with 35 locations and more than 2,400 professionals in Asia, UK, and the Americas. The firm has 2,000 active clients in virtually every industry and delivers projects as large as a city and as small as a task light for an individual’s desk. Their diverse design studios are capable of a wide variety of services within their 18 specialized practice areas, including building renovation and repositioning, interior design, and brand and graphic design. Gensler was inducted into the Interior Design Hall of Fame in 2009, was named the AIA Firm of the Year in 2000, has received over 500 design awards, and is ranked at the top of the profession by the industry’s leading publications.

# BRAND BUILDING READY

## IMAGES. IDEAS. INSPIRATIONS.

Take a look through the sketchbook of Rick Cook, architect and partner at Cook+Fox.





FRANK STELLA



URBAN INNOVATION  
URBAN "TEAR"  
OF HOUSTON

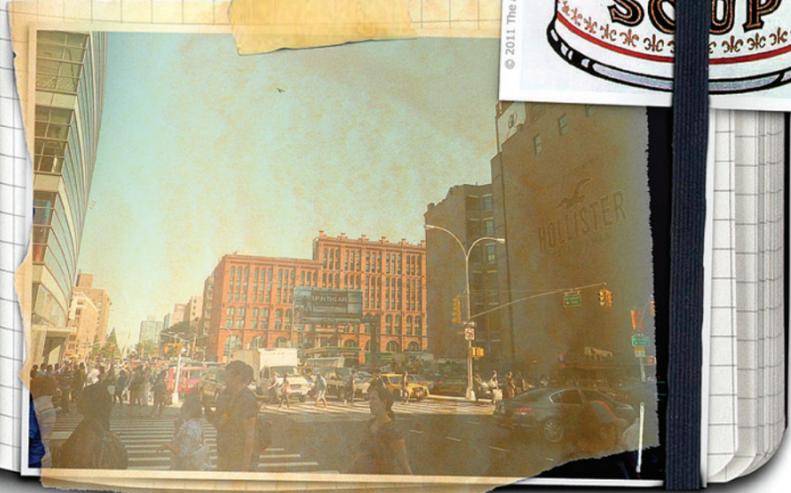
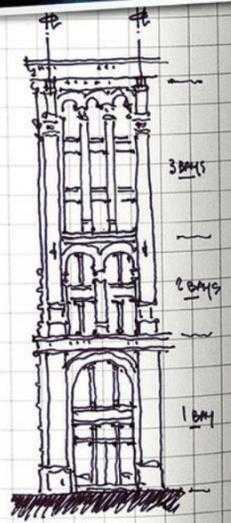
WRIGHT



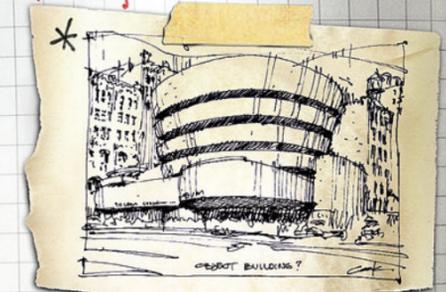
LOUIS SULLIVAN  
NATURAL ANALOGES.

BAYARD RUNDICT (NOTO)

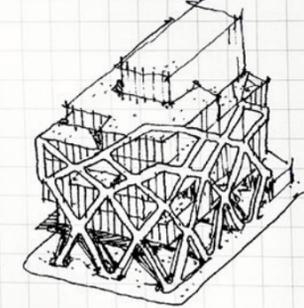
BIOPHILIA:  
"PEOPLE FEEL GOOD  
WHEN THEY FEEL  
CONNECTED TO NATURE"



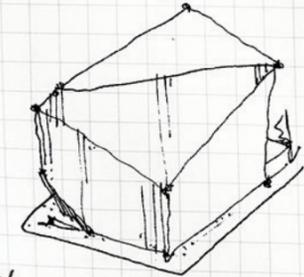
OBJECT PLAYS AT  
THE EDGE OF HISTORIC  
FABRIC



ANISH KAPOOR \*  
"CLOUDGATE"  
OBJECT IN PLAZA



GRHO: EXOSKELETON  
HUGE SPAN FOR RETAIL  
EXPRESSED IN FORM.

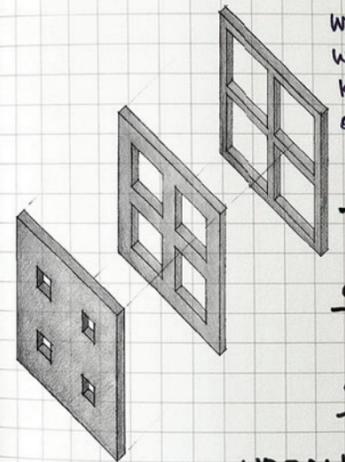


SHAPED STREETWALL  
BUD'G.  
LONG VIEW / HOUSTON

\* © 2011 Frank Lloyd Wright Foundation, Scottsdale, AZ/Artists Rights Society (ARS), New York

\* © 2011 Anish Kapoor/Artists Rights Society (ARS), New York/ DACS, London

WHEN IS IT A WALL w/ WINDOW?  
WHEN IS IT A FRAME?  
IS THERE A CORRELATION  
OVER TIME?



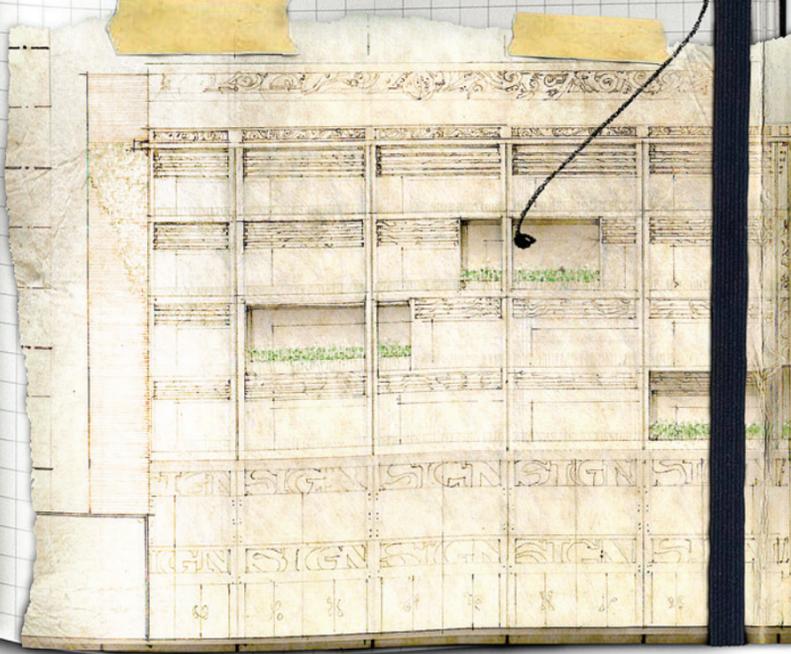
MASONRY

CAST IRON

STEEL & GLASS

URBAN · GARDEN · ROOM

TEXTURE OF STREETWALL



NEWSWEEK - MARCH 17, 2008

# Designing Light and Air

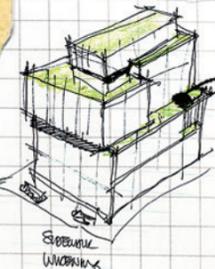
How the new Bank of America building will save energy and let its occupants breathe easy.

By CATHLEEN MCGUIGAN

**W**HEN THE BANK OF AMERICA Tower opens in midtown Manhattan later this year, it will be a beacon of green. Its design is likely to earn the highest LEED rating—platinum—from the U.S. Green Building Council, making it the most sustainable skyscraper in the country. The building's developer, the Durst Organization and Bank of America, favored green principles in the design. Architect Rick Cook, of Cook+Fox, talked to NEWSWEEK about the innovative features of the 55-story glass-and-steel office tower—and about why concern about the environment is central to his practice.



High atop a building on the Avenue of the Americas, a secret garden thrives outside the office of a New York City architectural firm.



URBAN / PORCH  
GREEN ROOFS

SOUTH STREET GARAGE  
GEOTHERMAL

THE REAL ISSUE IS HOW  
PEOPLE GET THERE!

**energy for urban commute**

**comparison of energy use in commuting**

An office building in a suburban area consumes far more fuel and resources due to transportation/commuting energy usage.

Urban transportation options are on average 20 times more efficient than car commuting.

**energy for suburban commute**

regular 23  
Plus 24  
Premium 25

540  
Passenger miles to the gallon for a rush hour subway car

SEA LEVEL

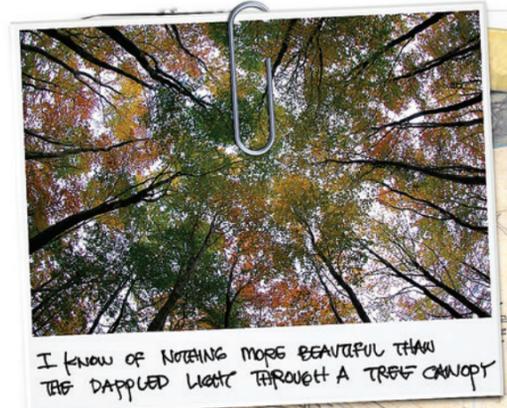
MANHATTAN SHIST

WALOOMSAC FORMATION  
DEPOSITED IN THE MIDDLE ORDOVICIAN PERIOD  
465 MILLION YEARS AGO

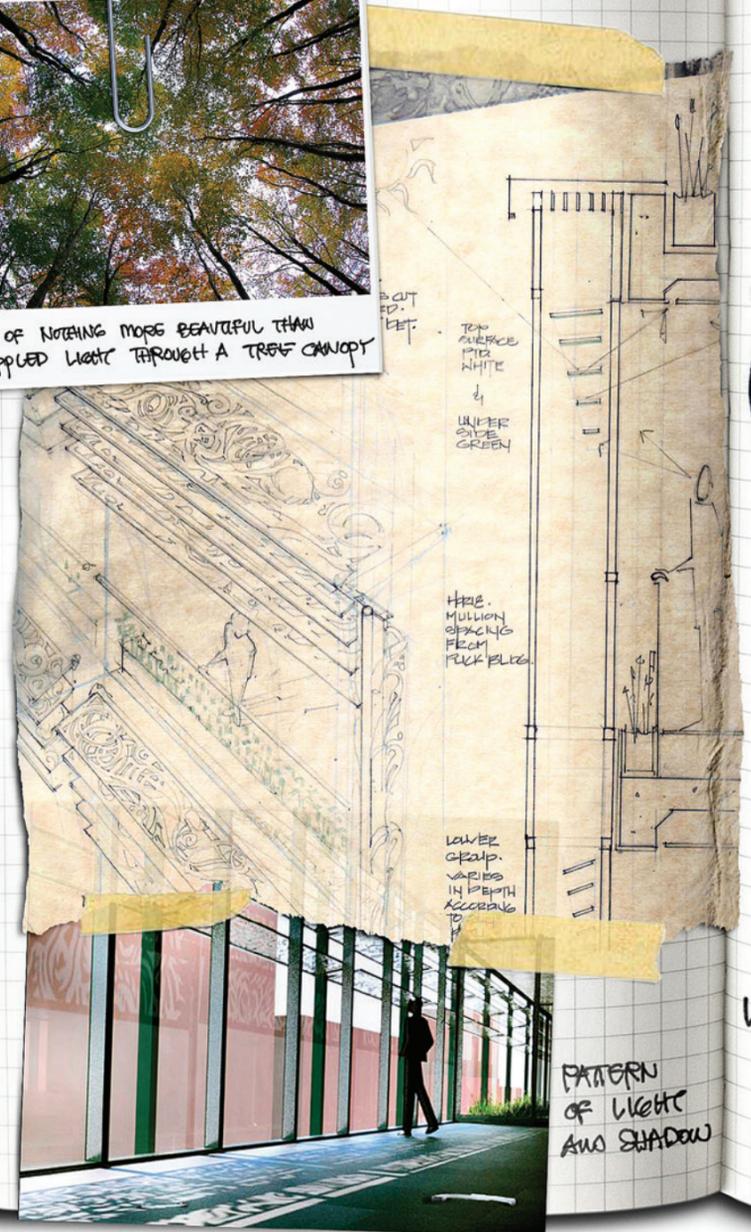
INWOOD MARBLE  
DEPOSITED IN THE LOWER ORDOVICIAN PERIOD  
490 MILLION YEARS AGO

RAVENSWOOD GRANODIORITE  
DEPOSITED IN THE LOWER CAMBRIAN PERIOD  
543 MILLION YEARS AGO

TEN GEOTHERMAL WELLS will plunge 1500 feet into the earth, tapping the warmth of the earth to heat and cool the buildings.



I know of NOTHING MORE BEAUTIFUL THAN THE DAPPLED LIGHT THROUGH A TREE CANOPY

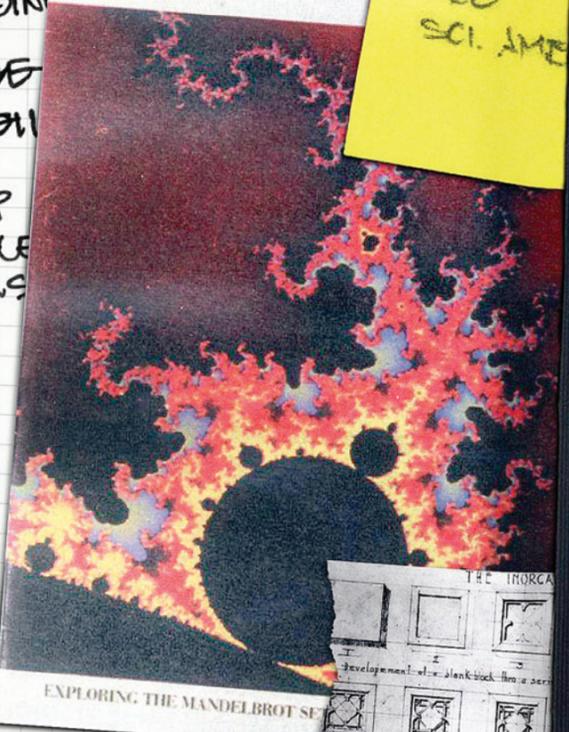


PATTERN OF LIGHT AND SHADOW

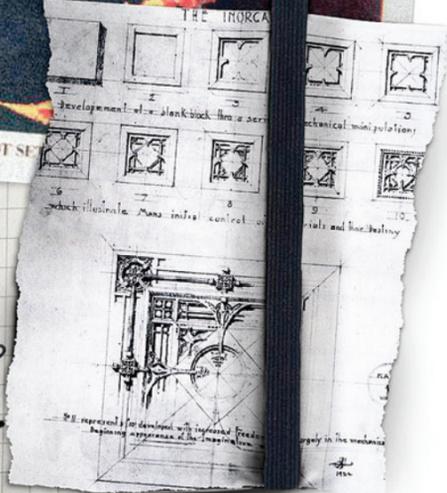
SOLAR SHADING  
BRIS  
GOLDEN  
DEEP  
DOUBLE  
WALLS

MANDELBROT.  
LOUIS UNDERSTOOD  
FRACTALS!  
DIFFUSION OF LIGHT

SCIENT AMER



FRACTAL  
SEE SCI. AMER

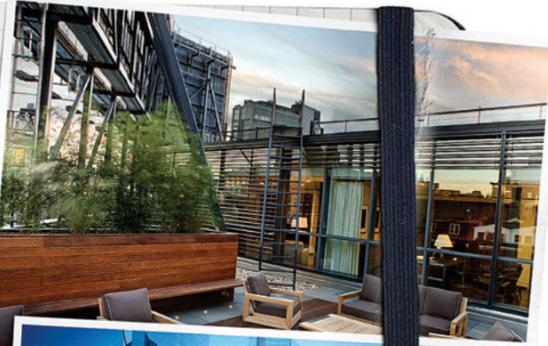
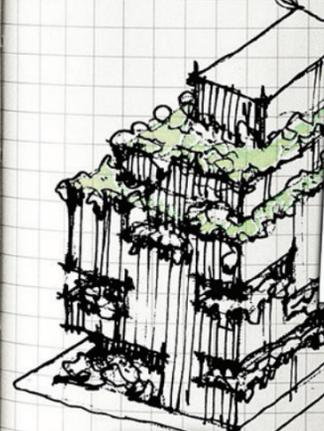




STAIRS @ 14TH ST.  
MORNING PENTHOUSE

**PROSPECT** - SEE THE WORLD  
**REFUGE** - FEEL SAFE

ELEVATED, OVERHEAD CANOPY  
VIEW OUT TO THE LANDSCAPE



CUSTOM FRIT  
NATURAL ANALOGS

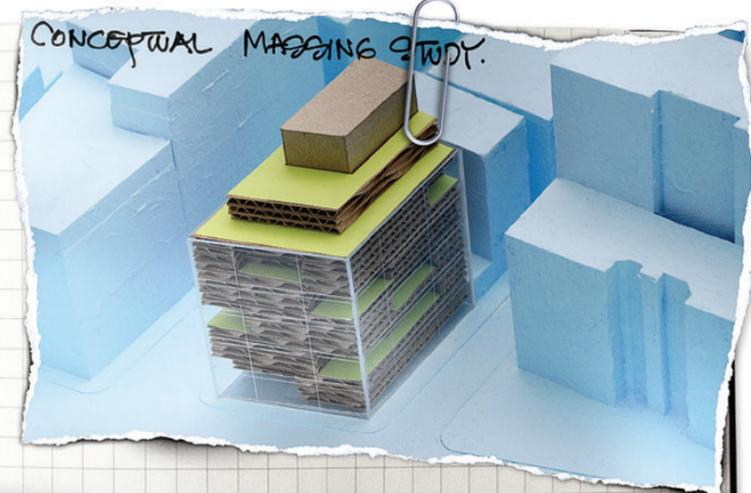


THE URBAN PORCH  
LONG VIEW TO WEST  
DOWN HOUSTON

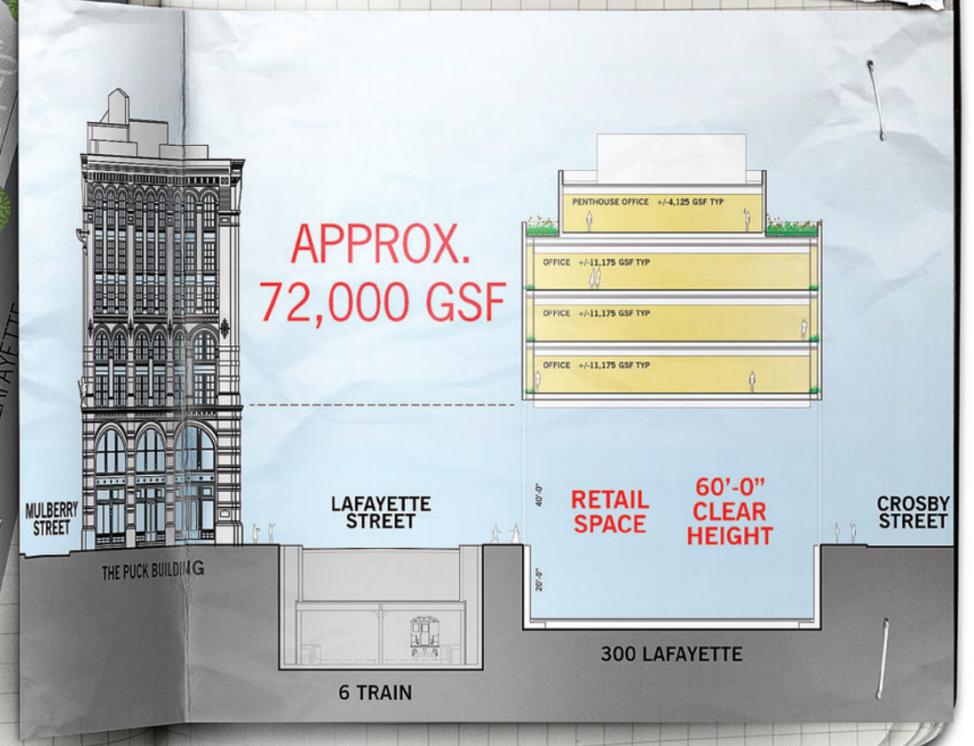
**PROSPECT** & **REFUGE**



MANHATTAN GRID  
28.9 DEGREES  
FROM TRUE NORTH.



CONCEPTUAL MASSING STUDY.



APPROX.  
72,000 GSF

RETAIL SPACE  
60'-0" CLEAR HEIGHT

300 LAFAYETTE

LAFAYETTE STREET

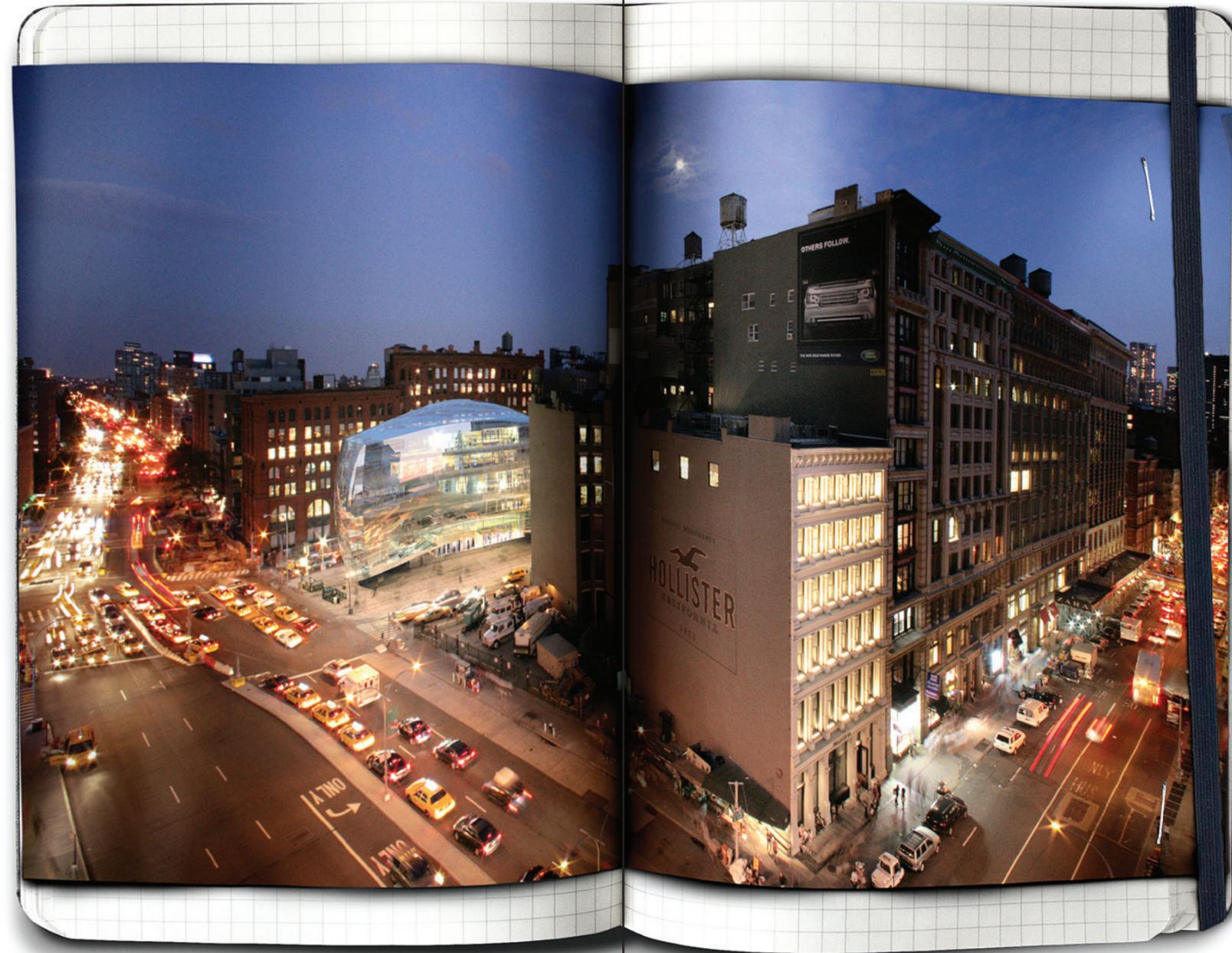
6 TRAIN

THE PUCK BUILDING

MULBERRY STREET

CROSBY STREET

ALL  
WE NEEDED  
IS ONE  
VISIONARY  
BRAND.



We are looking for a leading international brand to anchor an extraordinary flagship building. We will supply the land, the architect, and the New York City know-how. You bring your vision, creativity, and drive. Together, we will create a dramatic physical expression of everything that makes your brand resonate to the world.

A BUILDING STARTS  
WITH A CONVERSATION.  
**CALL US.**

**Mary Ann Tighe**

CEO, NY Tri-State Region

CB Richard Ellis  
200 Park Avenue  
New York, NY 10166  
1.212.984.8128  
maryann.tighe@cbre.com  
www.cbre.com

**Tom Duke**

Vice President

CB Richard Ellis  
200 Park Avenue  
New York, NY 10166  
1.212.984.8048  
tom.duke@cbre.com  
www.cbre.com

SAMPLE FLOOR PLAN:  
GROUND LEVEL

HOUSTON+  
LAFAYETTE



**TAKE A CLOSER LOOK**

