

**April 4, 2023**  
Public Hearing

The current proposal is:

**Preservation Department – Item 4, LPC-23-04661**

# **350 Bleecker Street – Greenwich Village Historic District Borough of Manhattan**

**To Testify Please Join Zoom**

**Webinar ID:** 880 2120 0972

**Passcode:** 963310

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## 350 Bleecker Street: Proposed Signage & Façade Painting



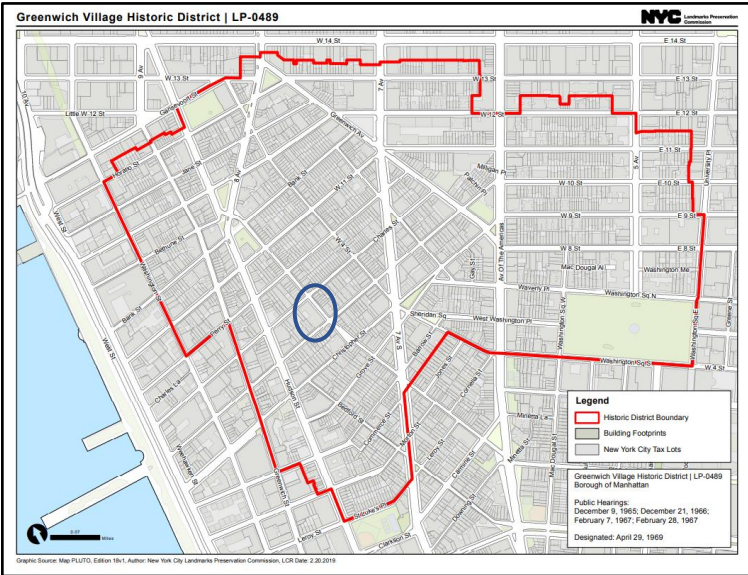
Existing Storefront.



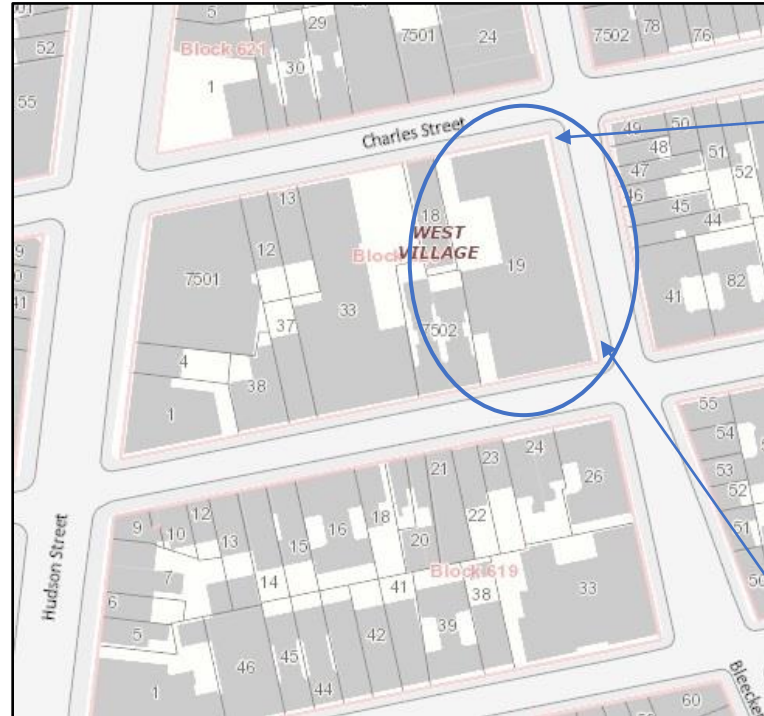
Proposed Storefront.



## 350 Bleecker Street: Proposed Signage & Façade Painting



350 Bleecker Street, shown on the Greenwich Village Historic District Map. (NYC LPC)



350 Bleecker Street, shown on the NYC Oasis Map.  
(<https://www.oasisnyc.net/map.aspx>)

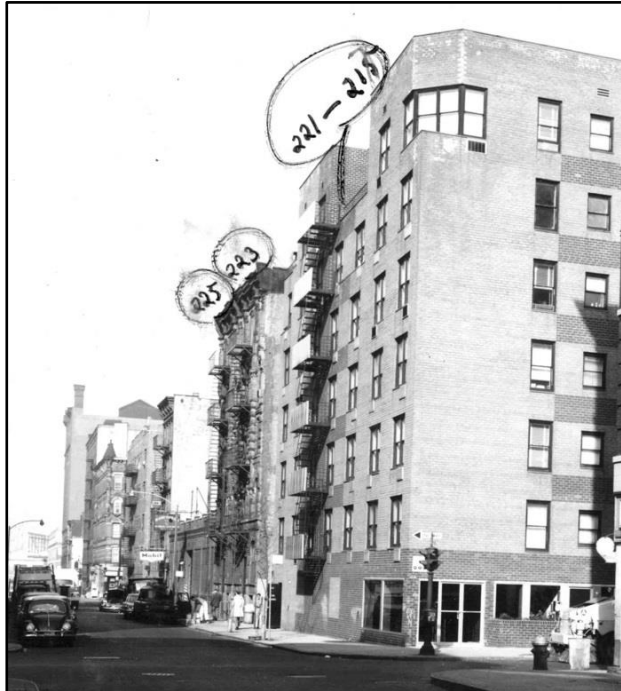




## 350 Bleecker Street: Designation Photos



1969 Designation Photo, looking south on Bleecker Street from Charles Street. (NYC LPC)



1969 Designation Photo, looking west from West 10<sup>th</sup> Street. (NYC LPC)



1969 Designation Photo, zoomed in on storefront at the corner of West 10<sup>th</sup> Street. (NYC LPC)



## 350 Bleecker Street: Existing Conditions



Looking southwest on Bleecker Street, toward West 10th Street.



Looking northwest on Bleecker Street, toward Charles Street.



## 350 Bleecker Street: Existing Condition



Storefront at the northwest corner of Bleecker Street and West 10th Street.



Partial Bleecker Street elevation. Storefronts at the southern end of the façade.



## 350 Bleecker Street: Existing Condition





Subject storefront, West 10<sup>th</sup> Street elevation.



Storefront windows on West 10<sup>th</sup> Street.



# 350 Bleecker Street: Previous Approval for Signage & Paint Removal



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION  
1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007  
TEL: 212 669-7700 FAX: 212 669-7780

**PERMIT**  
**CERTIFICATE OF NO EFFECT**

ISSUE DATE: 07/19/22	EXPIRATION DATE: 7/19/2026	DOCKET #: LPC-22-08916	CNE CNE-22-08916
ADDRESS: 350 BLEECKER STREET		BOROUGH: MANHATTAN	BLOCK/LOT: 620 / 19
Greenwich Village Historic District			

Display This Permit While Work Is In Progress

ISSUED TO:

James Morrissey  
250 Bleecker Street Apartment Corp  
250 Vesey Street  
New York, NY 10281

**NOT ORIGINAL  
COMPUTER-GENERATED COPY**

Pursuant to Section 25-306 of the Administrative Code of the City of New York, the Landmarks Preservation Commission hereby approves certain alterations to the subject premises as proposed in your application completed on June 30, 2022.

The approved work consists of exterior work at the storefront located at the southeast corner of the building (Bleecker Street and West 10th Street), including removing the dark grey paint at the ground floor facade and adjoining brick planter using a chemical paint stripper and water rinses, and installing two (2) matte gold metal 1'-6" tall by 2" deep halo lit signs ("wyld blue") at plain brickwork above the display windows, including one sign on the Bleecker Street facade and one sign on the West 10th Street facade, as described and shown in letters dated May 19, 2022 and June 29, 2022 and prepared by GSA; and drawings labeled T001.00, A001.00, and A002.00, dated June 29, 2022, and prepared by Zachary John Gidich, R.A., all submitted as components of the application.

In reviewing this proposal, the Commission notes that the Greenwich Village Historic District Designation Report describes 350-364 Bleecker Street (aka 98-100 Charles Street; 215-221 West 10th Street) as an apartment house designed by H.I. Feldman and built in 1963.

With regard to this proposal, the Commission finds that the work is in accordance with the provisions set



2009 (Google)



2013 (Google)



## 350 Bleecker Street: Existing Condition



Subject storefront, Bleecker Street elevation.



Storefronts, looking toward West 10<sup>th</sup> Street.



## 350 Bleecker Street: Previous Façade Condition at Storefront



2009



2021



Current partial Bleecker Street elevation.



350 Bleecker Street:  
Existing Condition





## 350 Bleecker Street: Existing Condition





350 Bleecker Street:  
Proposed Signage Change & Façade Painting





# 350 Bleeker Street: Existing Bleeker Street Elevation



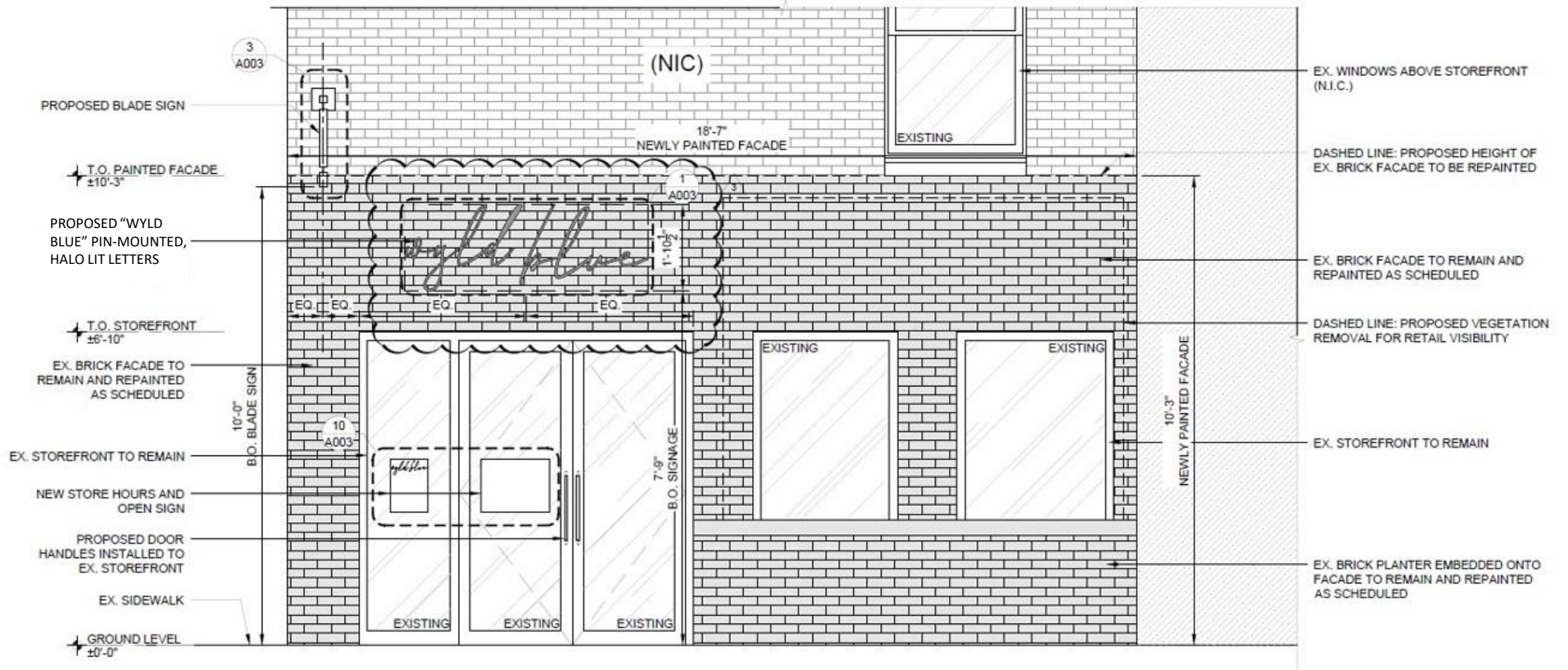
2

BLEEKER STREET EXTERIOR EXISTING ELEVATION

SCALE: 1/2"=1'-0"



## 350 Bleecker Street: Proposed Bleecker Street Elevation



2 BLEECKER STREET EXTERIOR ELEVATION  
SCALE: 1/2"=1'-0"



# 350 Bleecker Street: Existing West 10<sup>th</sup> Street Elevation

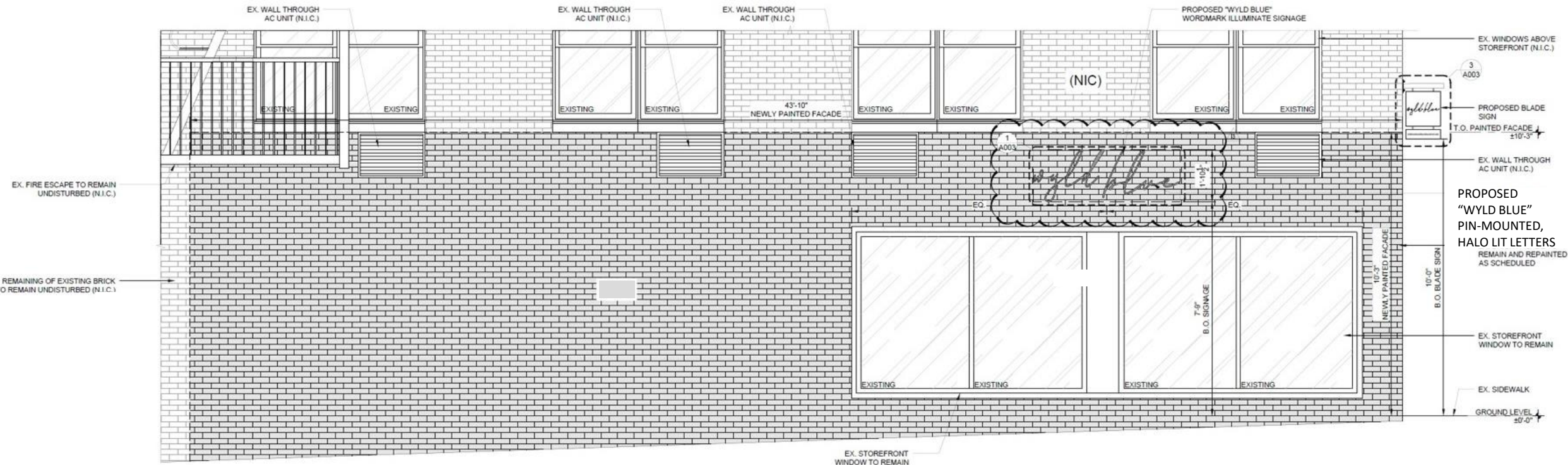


**3 W 10TH STREET EXTERIOR EXISTING ELEVATION**  
SCALE: 1/2" = 1'-0"

NOTES:  
1. ALL MEASUREMENTS TO BE VERIFIED IN FIELD PRIOR TO CONSTRUCTION.  
2. GC TO NOTIFY ARCHITECT/ OWNER OF ANY DISCOVERABLES AND/OR DISCREPANCIES.  
3. GC IS RESPONSIBLE TO CARRY OUT ALL ITEMS THROUGH-OUT BUILDING AS PER DESIGN LAYOUT & WORK OF SCOPE, INCLUDING MEP/ STRUCTURE/ FINISHES/ MILLWORK/ ETC.



## 350 Bleecker Street: Proposed West 10<sup>th</sup> Street Elevation

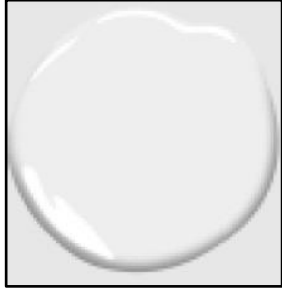


3 W 10TH STREET EXTERIOR ELEVATION  
SCALE: 1/2" = 1'-0"

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# 350 Bleecker Street: Proposed Signage Change & Façade Painting

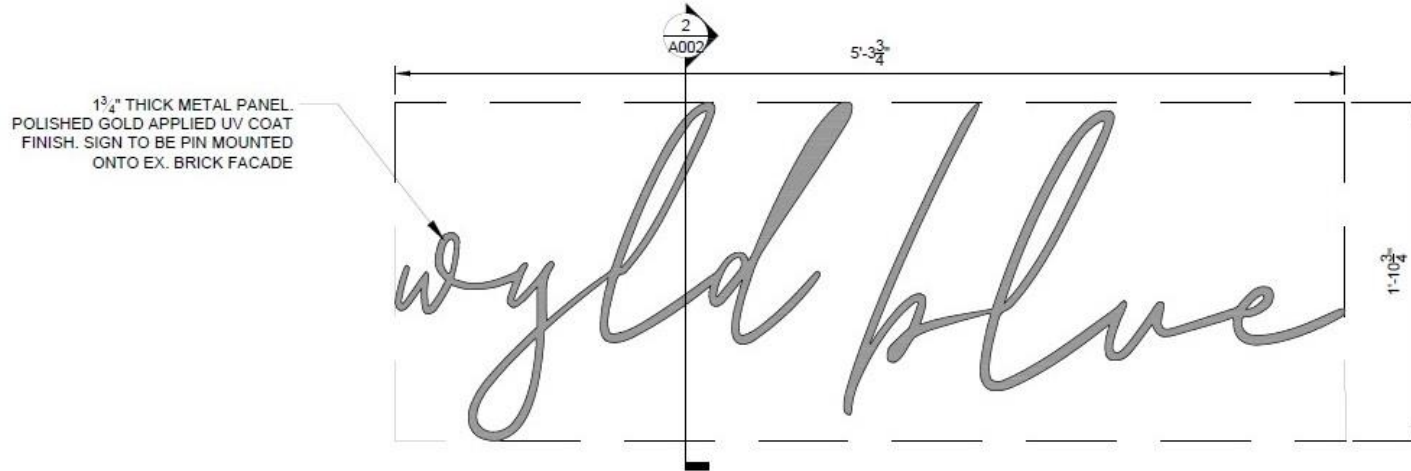


Proposed Paint  
Color: BM  
Decorative White  
CC 20.

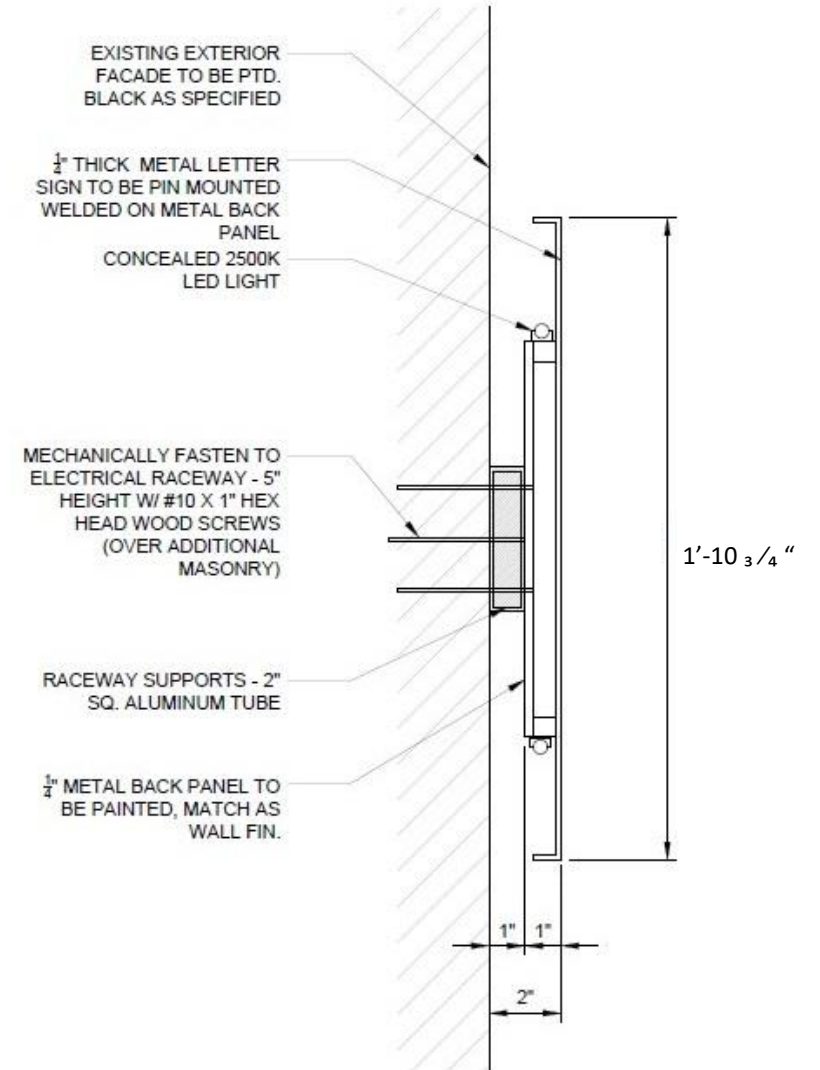


Proposed Polished Gold Finish Sample.

## HALO-LIT, PIN-MOUNTED LETTERS:



1 WALL MOUNT SIGNAGE ENLARGED ELEVATION  
SCALE: 1 1/2" = 1'-0"





## 350 Bleecker Street: East Side of Bleecker Street





# West 10<sup>th</sup> Streetscape

## North Side of West 10<sup>th</sup> Street:



247 West 10<sup>th</sup> Street.



239 & 235 West 10<sup>th</sup> Street.



233 West 10<sup>th</sup> Street.



225 – 223 West 10<sup>th</sup> Street.



350 Bleecker Street.

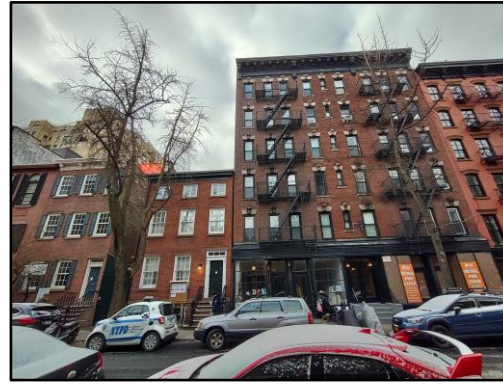
## South Side of West 10<sup>th</sup> Street:



218 & 220 West 10<sup>th</sup> Street.



230, 228, 226, 224 West 10<sup>th</sup> Street.



232, 234, 236 West 10<sup>th</sup> Street.



240, 242, 244 West 10<sup>th</sup> Street.



246, 250, 252 West 10<sup>th</sup> Street.



## Bleecker Street Context



95 Christopher Street aka 330 Bleecker Street.



Storefronts at 330 Bleecker Street.



Storefronts at 330 Bleecker Street.



Storefronts at 330 Bleecker Street.



Storefronts at 330 Bleecker Street.



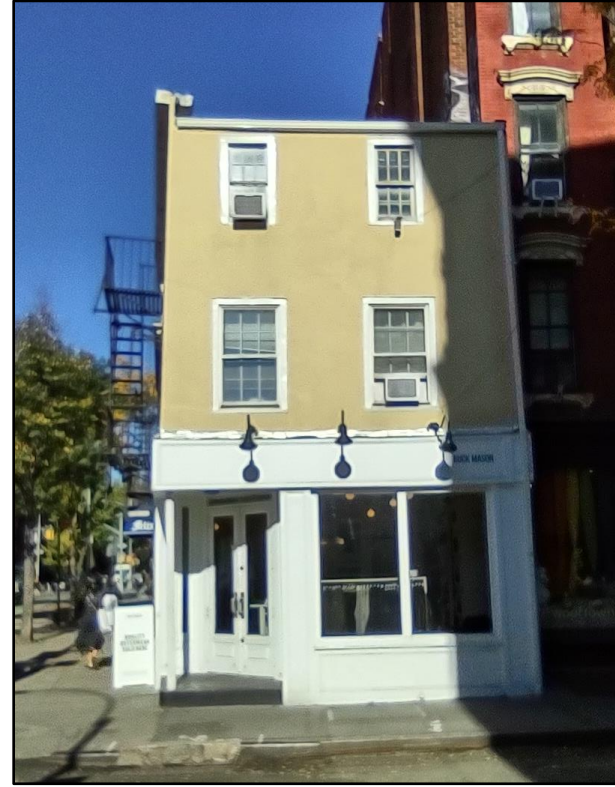
## District Context



100 Perry Street



97 Charles Street



329 Bleecker Street aka 93 Christopher Street.



365 Bleecker Street



## District Context



15 Charles Street



33 Greenwich Avenue



## Proposed Storefront

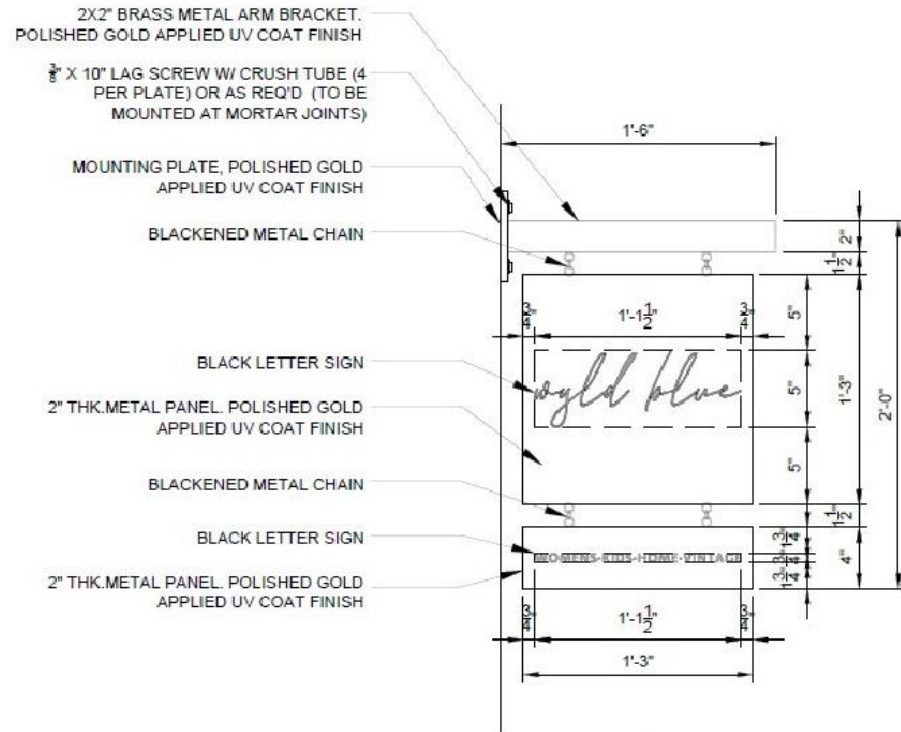




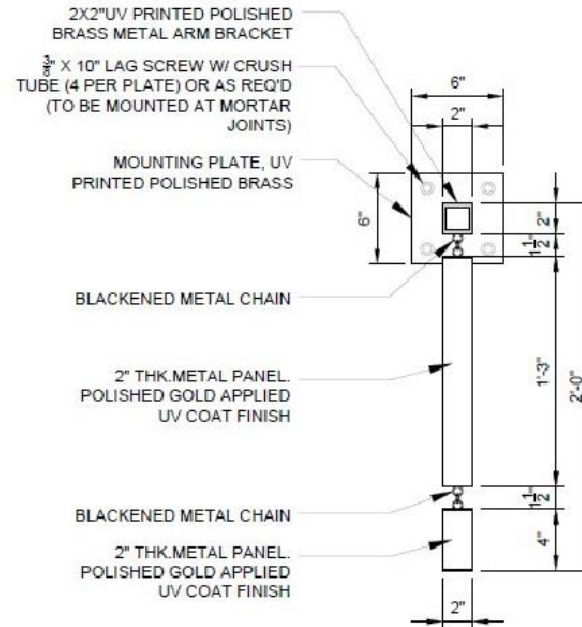
## Appendix



# 350 Bleecker Street: Bracket Sign Details

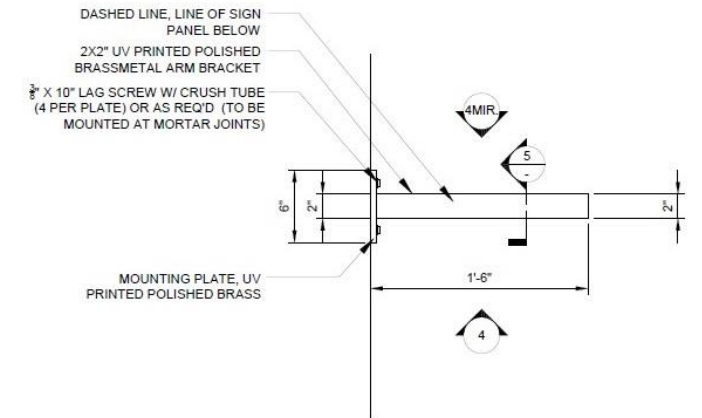


**4** BRACKET SIGNAGE ENLARGED ELEVATION  
SCALE: 1 1/2"=1'-0"



**5** BRACKET SIGNAGE ENLARGED SECTION  
SCALE: 1 1/2"=1'-0"

**1** WALL MOUNT SIGNAGE ENLARGED ELEVATION  
SCALE: 1 1/2"=1'-0"

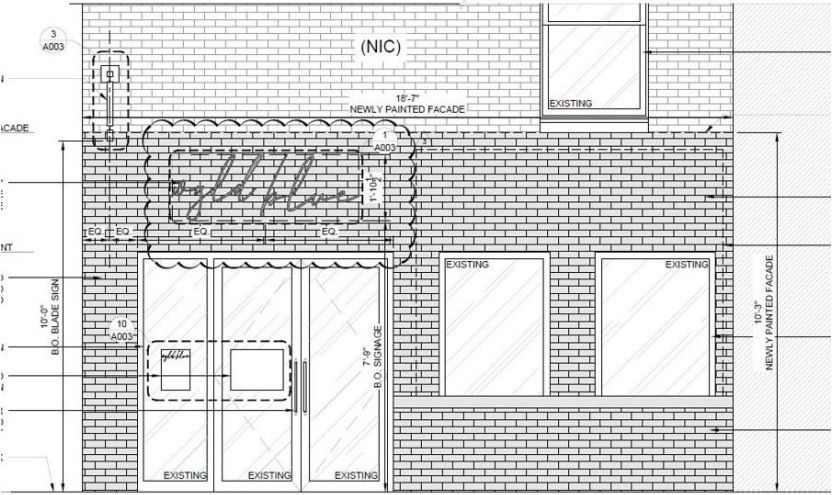




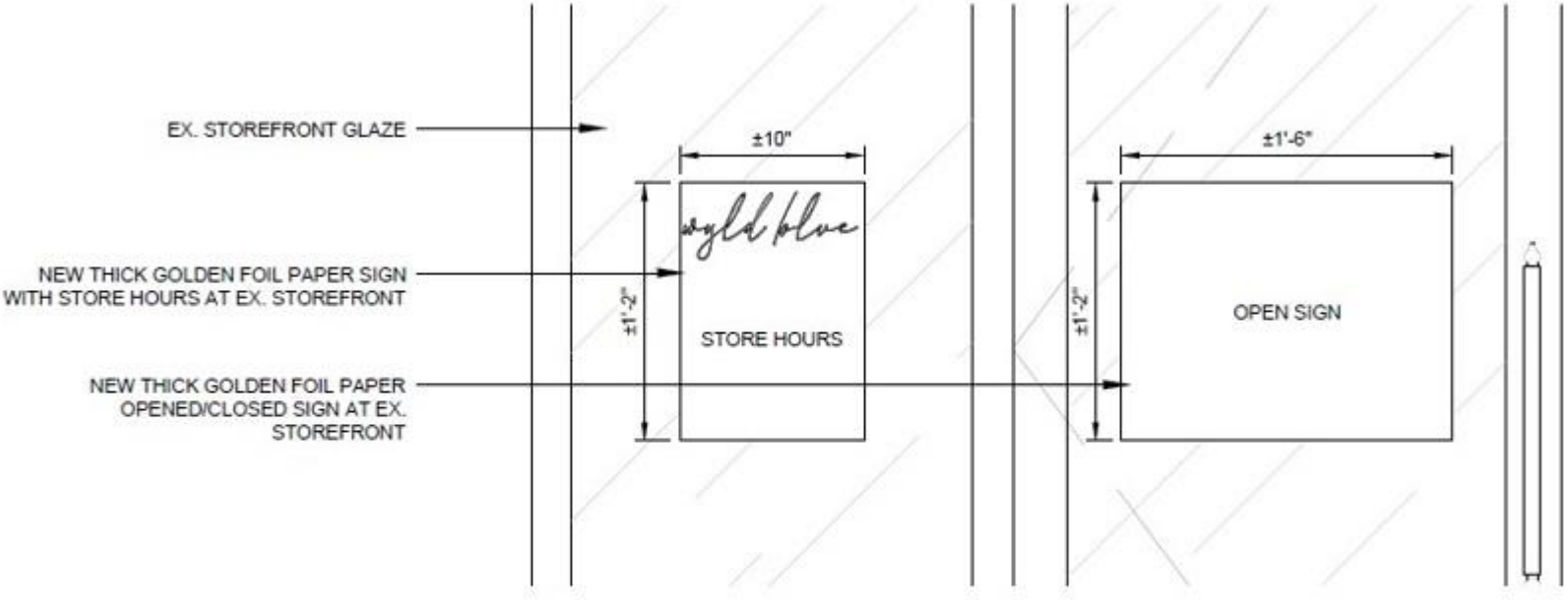
# 350 Bleecker Street: Proposed Signage on Glass



Proposed Polished Gold Finish Sample.



2 BLEECKER STREET EXTERIOR ELEVATION  
SCALE: 1/2"=1'-0"



10 NEW STOREFRONT HOURS SIGN @ ENTRANCE  
SCALE: NTS



350 Bleecker Street:  
Proposed Night Time View





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