

June 24, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 9, LPC-24-11736

**225 West 4th Street (aka 229 West 4th Street and 126 7th Avenue; and 231 West 4th Street and 128 7th Avenue) – Greenwich Village Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 398 4258

Passcode: 804515

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

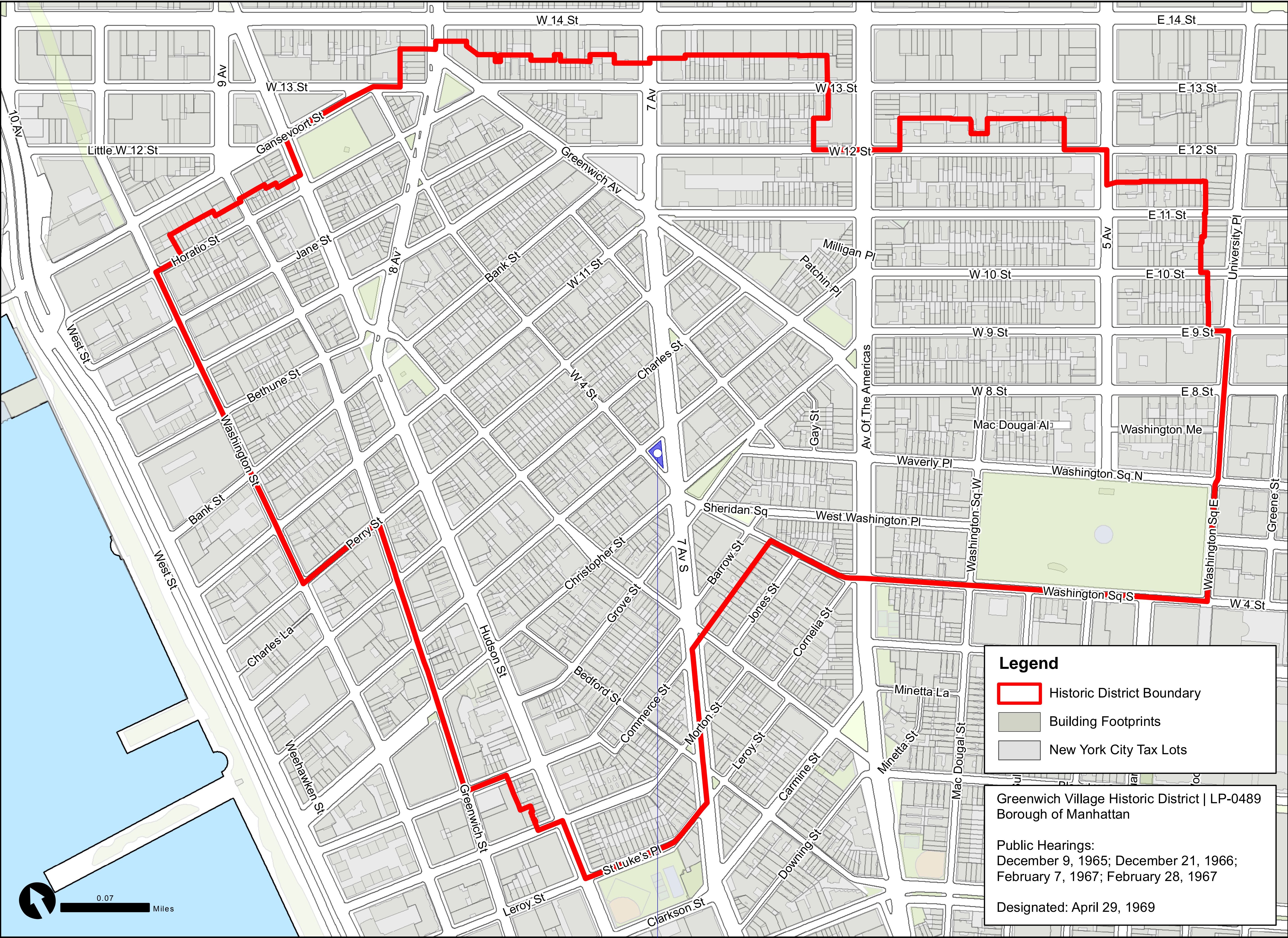
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ON WEST VILLAGE, NYC

LANDMARK PRESERVATION COMMISSION PRESENTATION - JUNE 10, 2025

Re: Legalize illuminated non advertising accessory business wall sign.



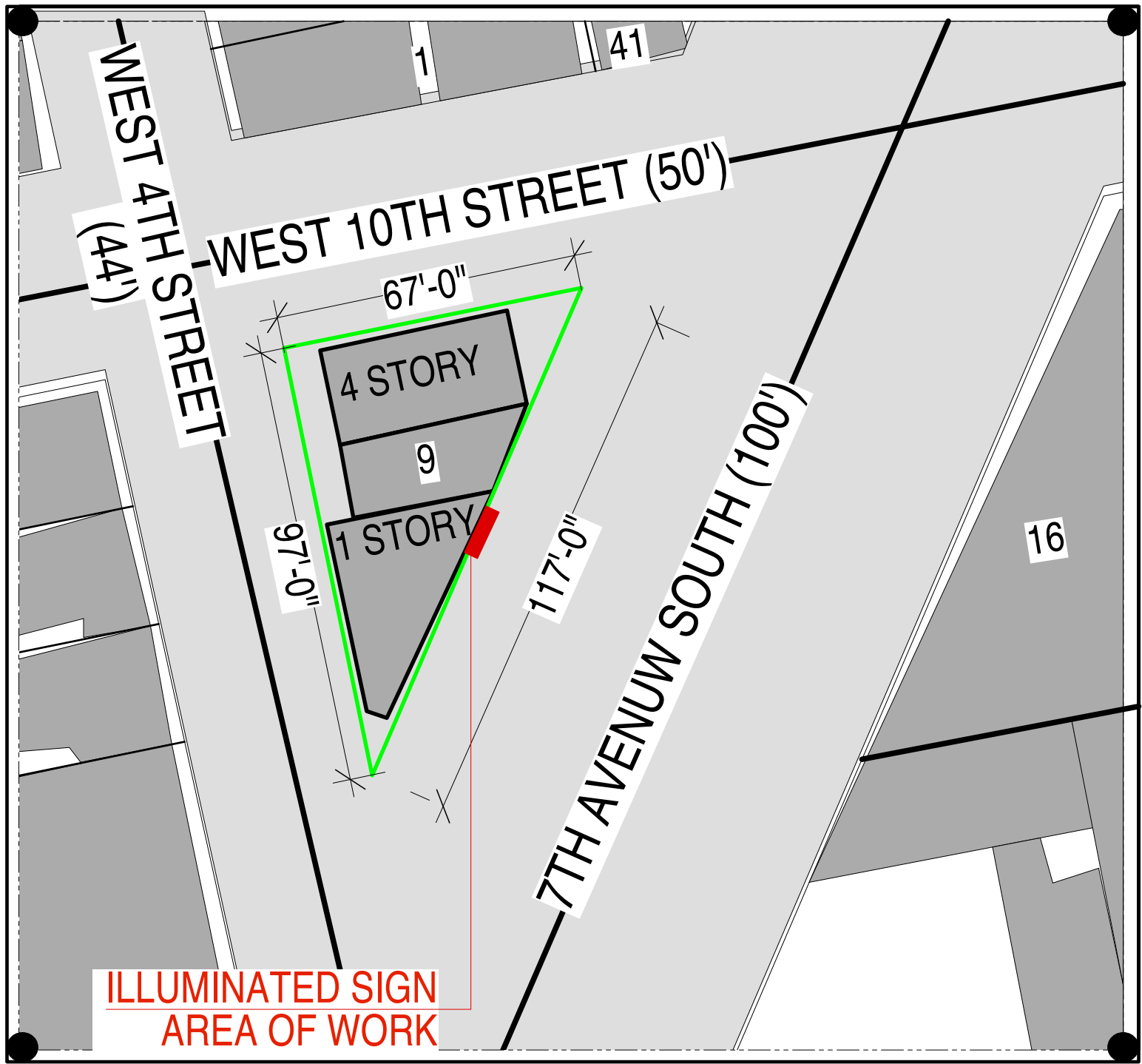
Legend

- Historic District Boundary
- Building Footprints
- New York City Tax Lots

Greenwich Village Historic District | LP-0489
Borough of Manhattan

Public Hearings:
December 9, 1965; December 21, 1966;
February 7, 1967; February 28, 1967

Designated: April 29, 1969



1 LOCATION MAP
NOT TO SCALE



1930: West 4th Street elevation (NYPL)



1933: Viewed from Seventh Avenue South (NYPL)



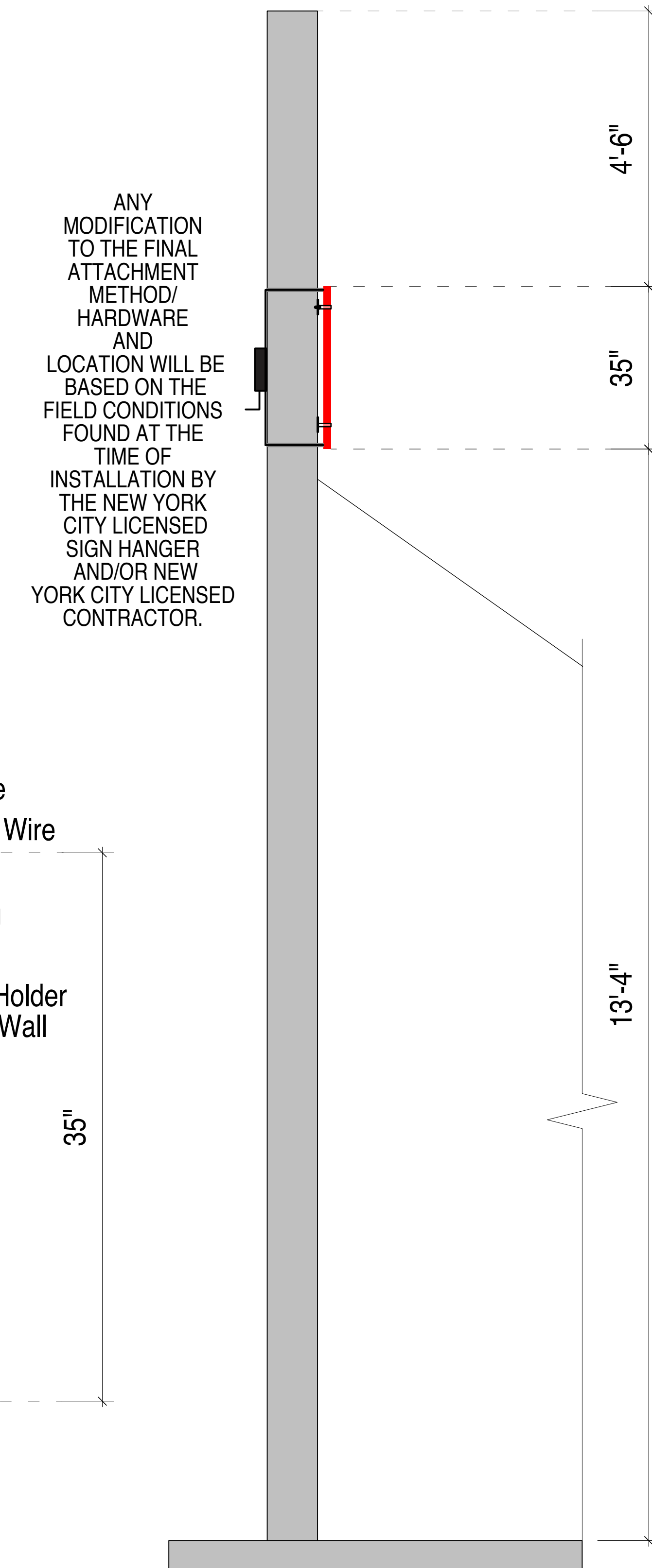
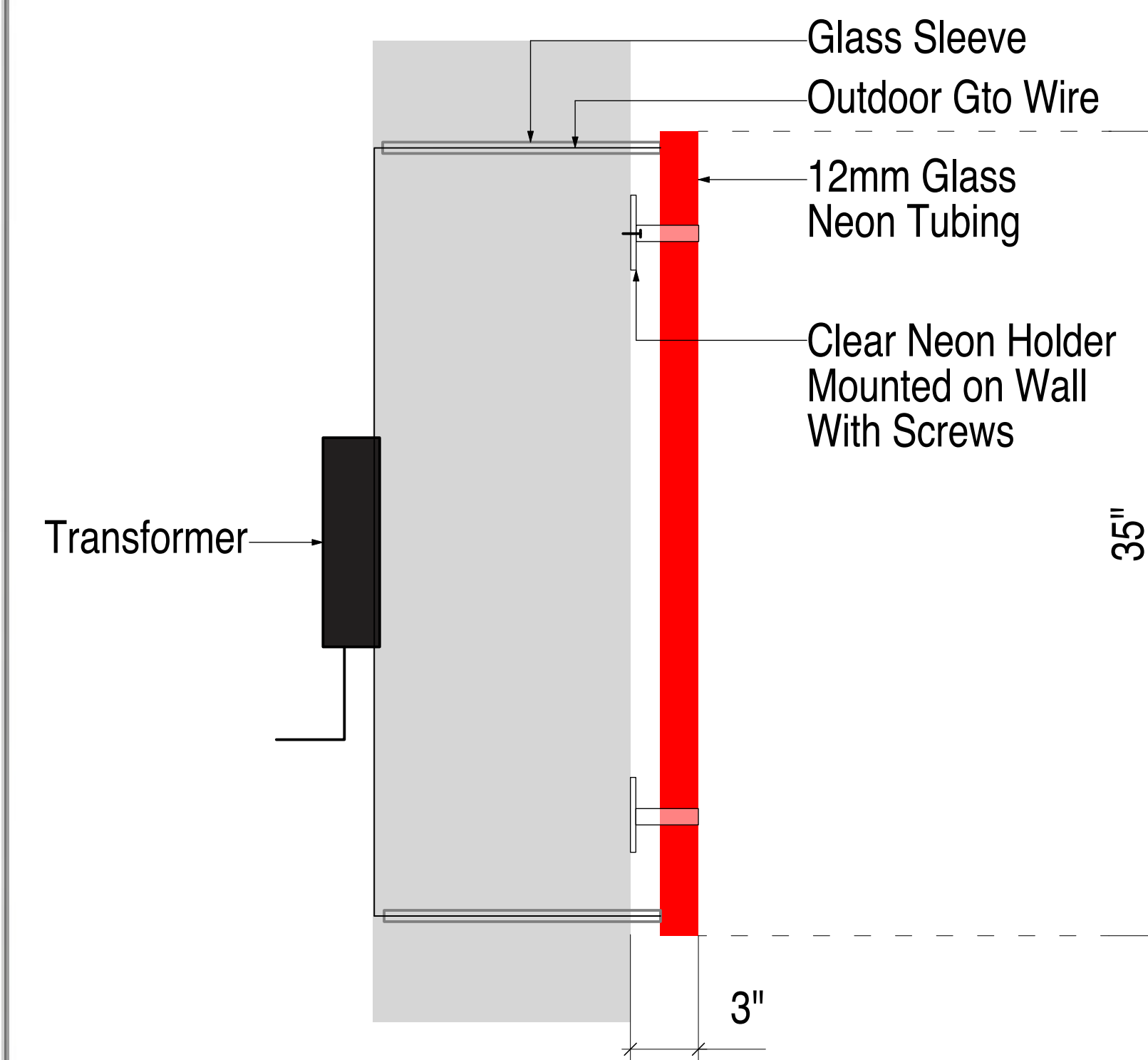
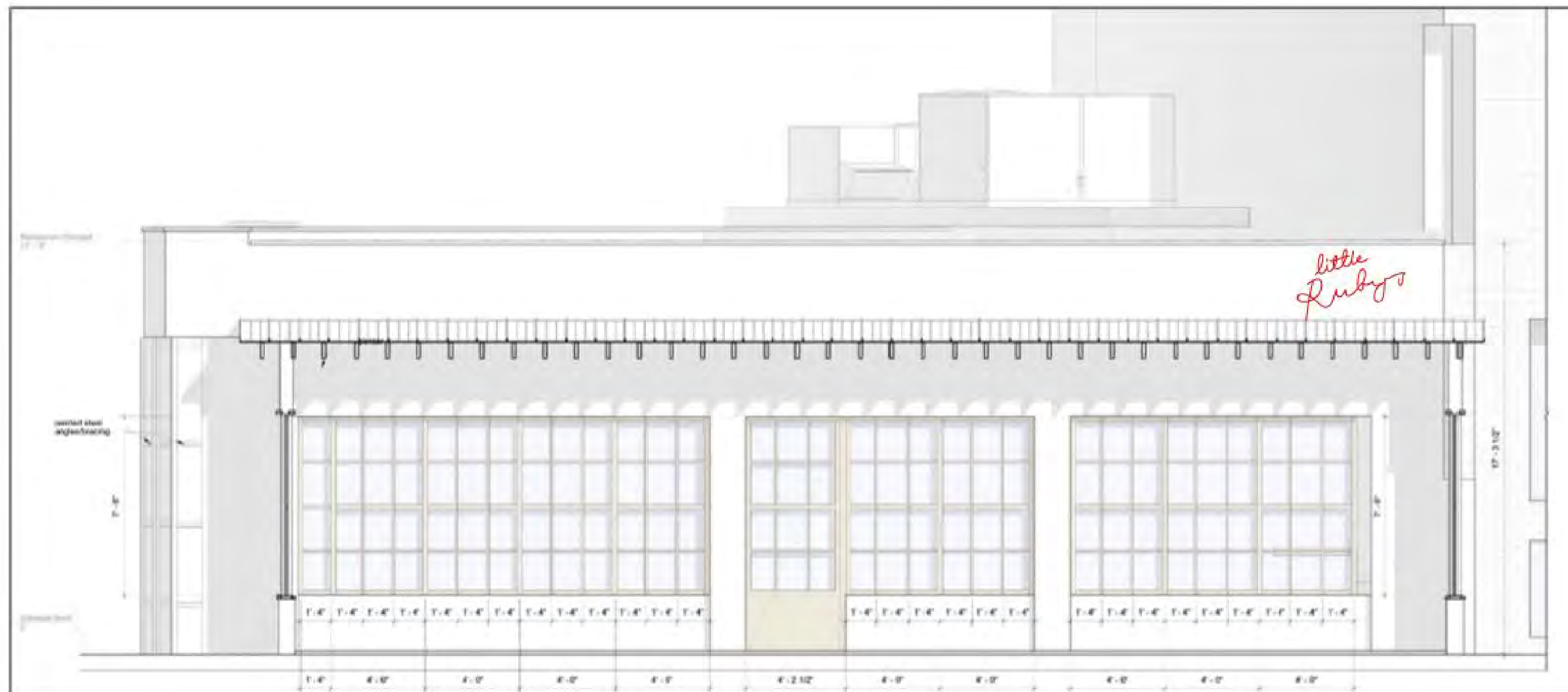
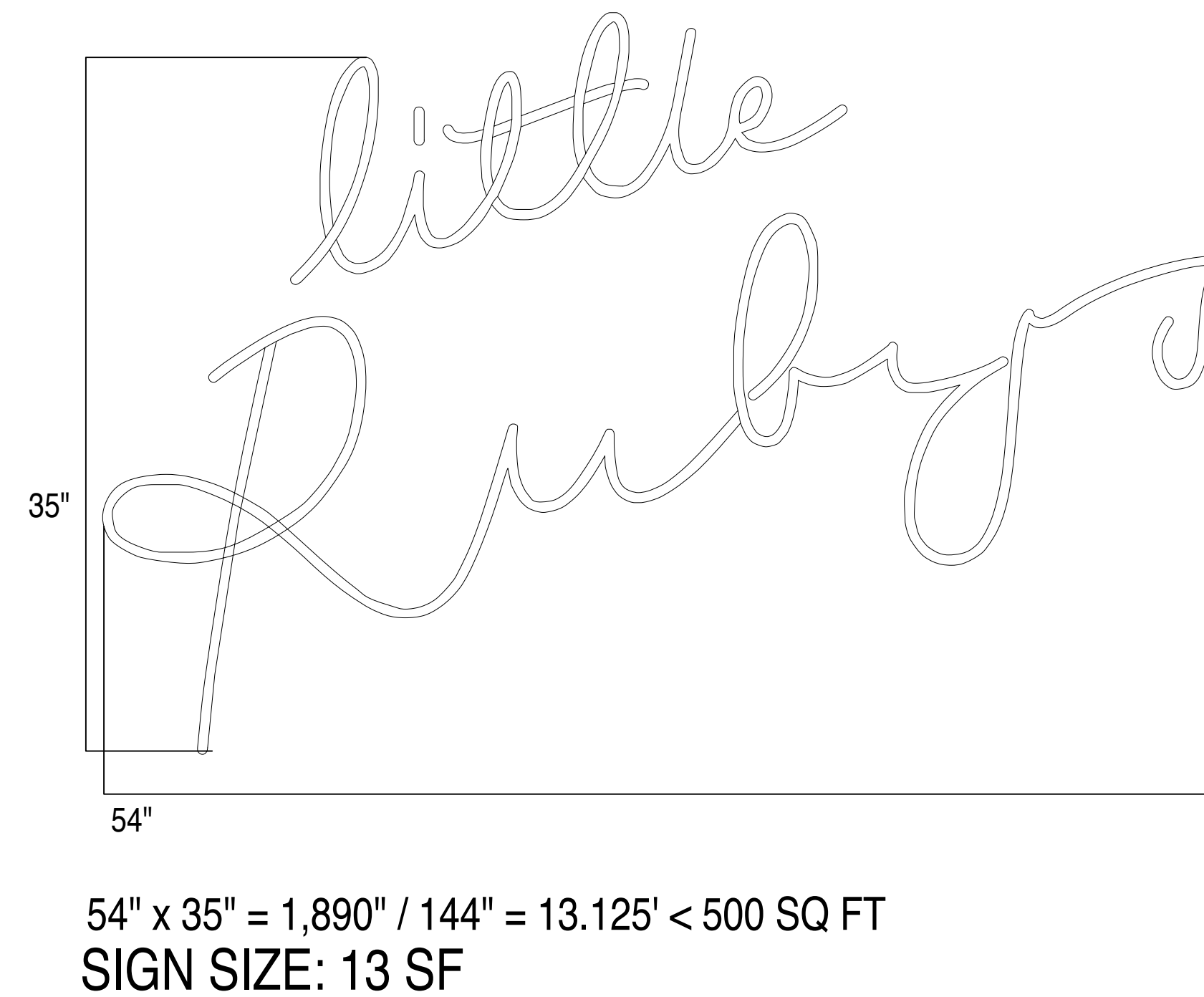
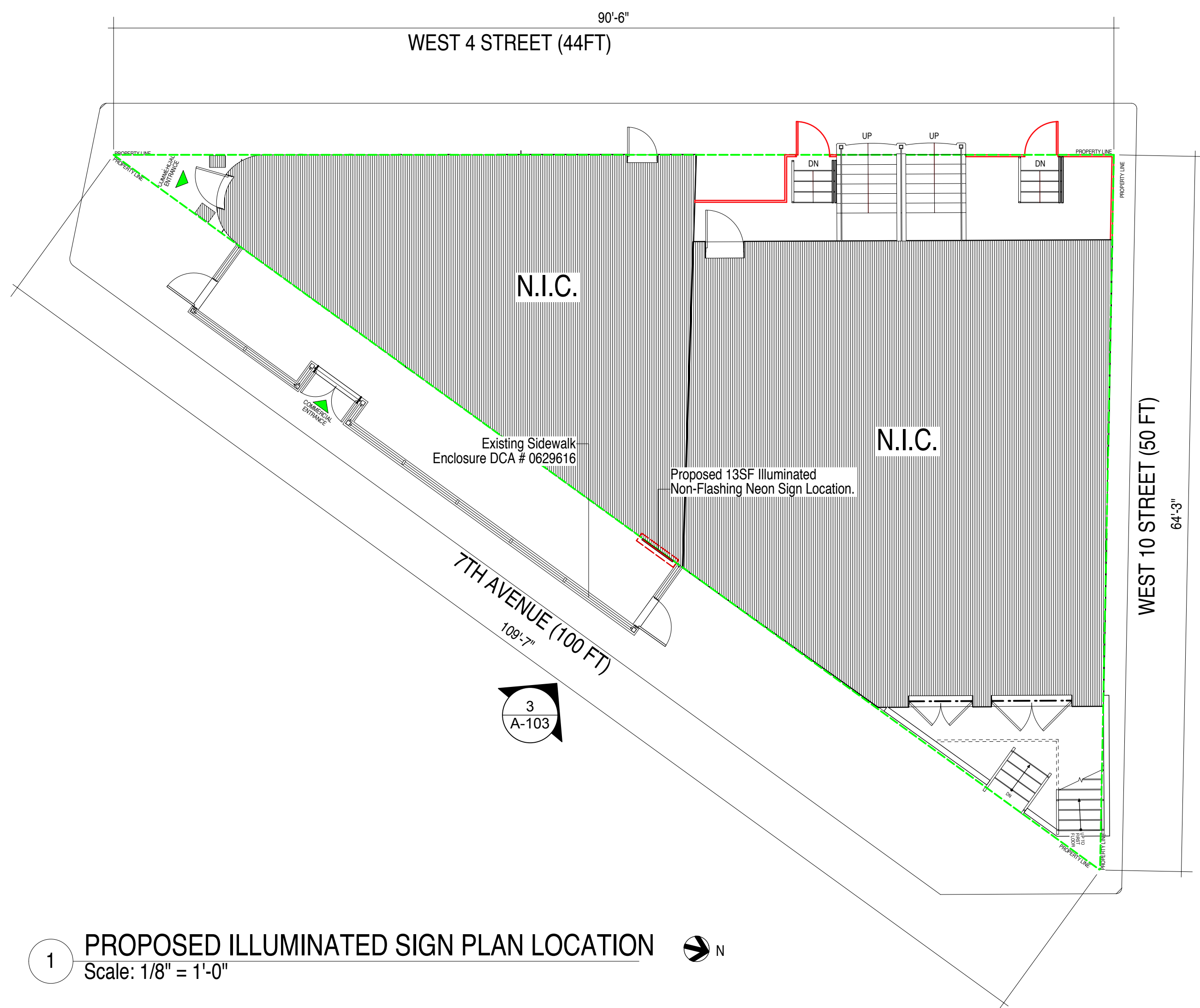
1939: Seventh Avenue South elevation (NYPL)



1940'S TAX PHOTO (NY MUNICIPAL ARCHIVE)



1980'S TAX PHOTO (NY MUNICIPAL ARCHIVE)



SIGNAGE DETAILS

- * 60" W 15.5" H GLASS NEON
- * 10MM THICK WARM WHITE GLASS TUBING
- * DIRECT MOUNT ON WALL W. CLEAR NEON HOLDERS
- * TRANSFORMER PLACED INSIDE THE BUILDING
- * RUBBER NEON CAPS SEALED EXPOSED WIRES



PREVIOUSLY APPROVED
APPLICATION
FACADE RENDERINGS SHOWING
SIGNS PAINTED IN RED.
THE PROPOSED LARGE SIGN VIEWED
FROM WEST 4TH STREET HAS BEEN
OMITTED.
EXISTING CONDITION SHOW SIGN
PAINTED IN RED AND SMALL
ILLUMINATED SIGN.
(SEE PAGE 6 AND 7 WITH EXISTING
CONDITIONS PHOTOS FOR REFERENCE)



PREVIOUSLY OWNED "RIVIERA CAFE & SPORTS BAR



PREVIOUSLY OWNED "RIVIERA CAFE & SPORTS BAR



PHOTO 1 - "PROW" AT SEVENTH AVENUE SOUTH



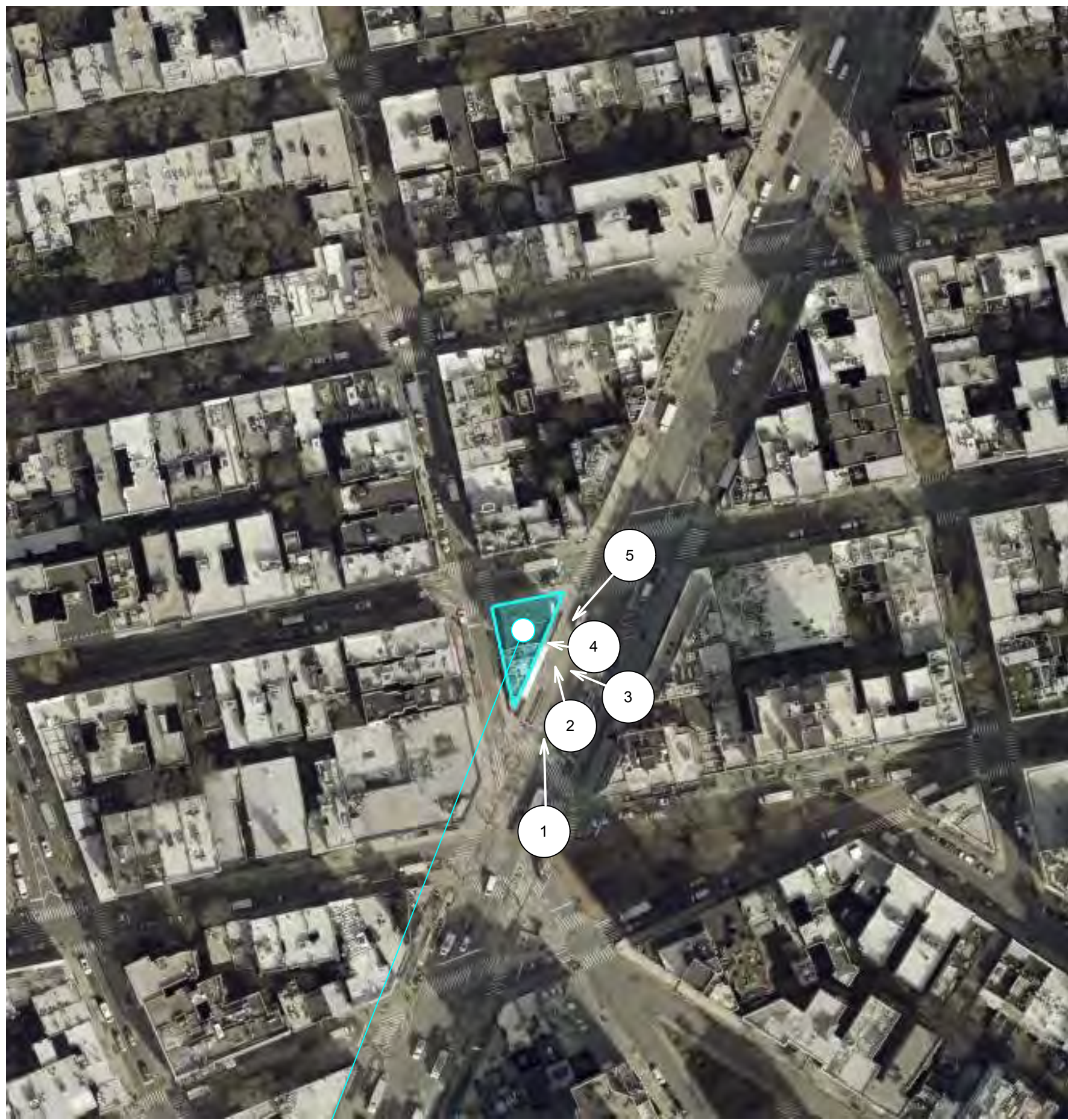
PHOTO 2 - SOUTH AVENUE ELEVATION



PHOTO 3 - "PROW" AT THE CONVERGENCE OF WEST 4TH STREET
AND SEVENTH AVENUE SOUTH



PHOTO 4 - "PROW" LOOKING DOWN WEST 4TH STREET



225 WEST 4TH STREET, NEW YORK
LOCATION OF STREETSCAPE IMAGES



PHOTO 1



PHOTO 2



PHOTO 3



PHOTO 4



PHOTO 5



OFFICINA DEL BERE 1397
98 7TH AVE S, NEW YORK, NY 10014



ALL'ANTICO VINAIO
89 7TH AVE S, NEW YORK, NY 10014



RIVIERA CAFE & SPORTS BAR *Historic Illuminated Sign, See Pg.3 1980 Img*
225 W 4TH ST, NEW YORK, NY 10014



ARTHUR'S TAVERN, Illuminated Sign at Canopy Visible from 7 Ave S
57 GROVE ST, NEW YORK, NY 10014



ARTHUR'S TAVERN, Illuminated Wall Mounted Sign
Visible from 7 Ave S



SAINT THEO'S, 3 Minutes walking distance from 7 Ave S
345 BLEECKER ST, NEW YORK, NY 10014



FEDORA
239 W 4TH ST, NEW YORK, NY 10014



SMASHED
516 HUDSON ST, NEW YORK, NY 10014



WHITE HORSE TAVERN
567 HUDSON ST, NEW YORK, NY 10014

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