

October 28, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 8, LPC-25-09464

540 Hudson Street – Greenwich Village Historic District
Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 820 8080

Passcode: 652292

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

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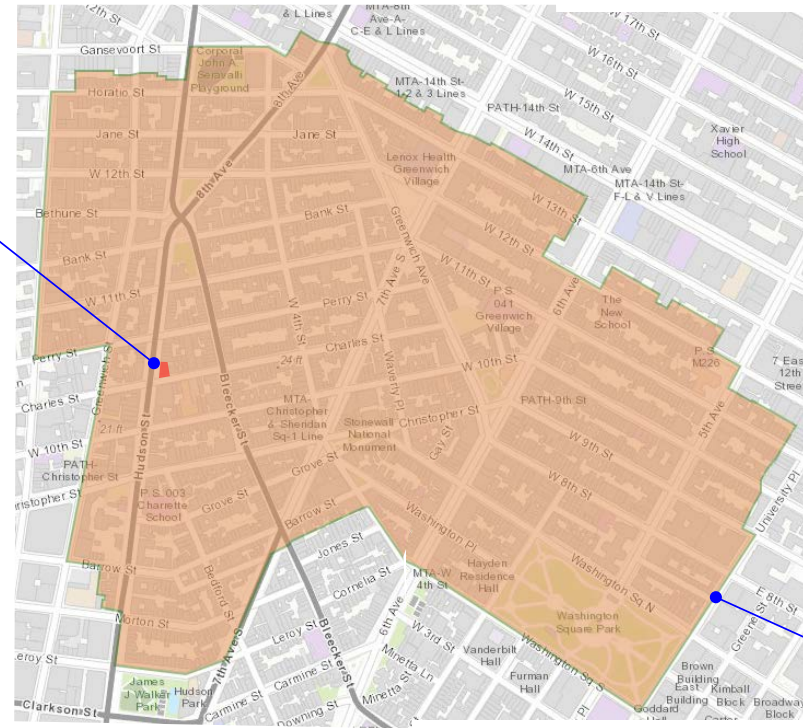
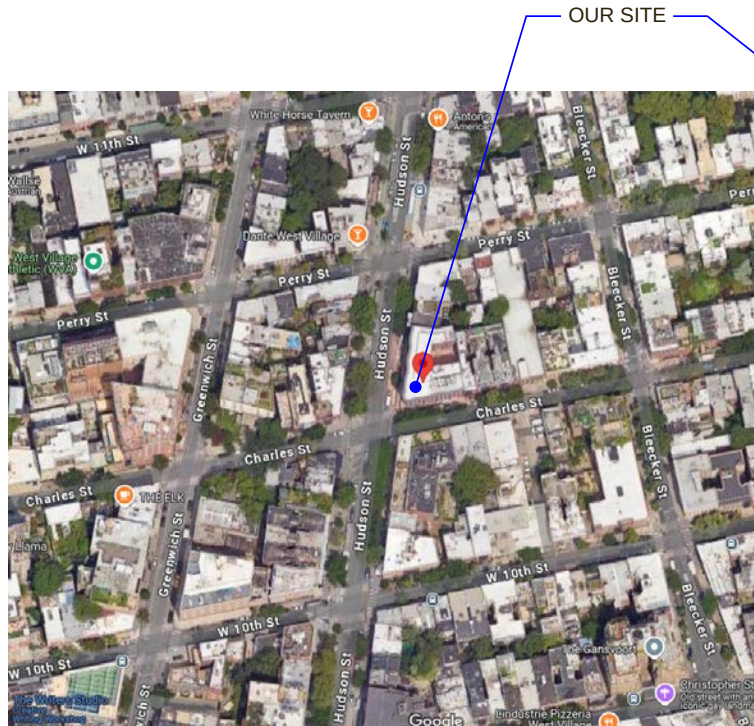


540 HUDSON STREET
BLOCK 621 LOT 1
NEW YORK, NY 10014

DOCKET#LPC-25-09464

DATE: 10-10-25

PREPARED BY RSI GROUP ON BEHALF OF
SALT AND STRAW



HISTORIC DISTRICT BOUNDARY

540 HUDSON STREET
BLOCK 621 LOT 1
NEW YORK, NY 10014
LOCATED ON THE NORTH EAST CORNER OF HUDSON
ST & CHARLES ST



Lot Information

Borough: Manhattan
Block: 621
Lot: 1
BBL: 1006210001
ZIP: 10014
Owner: 540 HUDSON STREET PARTNERS LLC
Lot Area: 8,020 sf
Lot Frontage: 114.80'
Lot Depth: 95.90'
Number of Buildings: 1
Number of Floors: 7
Gross Floor Area: 38,332 sf (estimated)
Residential Units: 18
Total Units: 19
Land Use: Mixed Residential & Commercial Buildings
Zoning: C1-6
Commercial Overlay: None
Zoning Map #: [12a](#)
[Learn more about zoning](#)

LOCATION



SOUTH WEST ELEVATION



WEST ELEVATION



SOUTH ELEVATION



SOUTH WEST ELEVATION

ADJACENT TENANT SIGNAGE



SOUTH ELEVATION

EXISTING CONDITIONS - PHOTOS



EXISTING ARCHITECTURAL
DETAILS TO REMAIN

EXISTING CONDITIONS - CLOSE UP PHOTOS

SALT & STRAW
DAN FUNDERBURGH

HUDSON & CHARLES ST.
INSPIRATION AND ENVIRONMENT

THIS ARTWORK WAS CREATED TO REFLECT SOME OF THE ICONIC SURROUNDING WEST VIL-
LAGE ENVIRONMENT AND ARCHITECTURE.
WITH A KEY FOCUS ON ...

- MOST TREE-LINED BLOCKS OF MANHATTAN
- DISTINCTIVE IRONWORK
- RED & WHITE BROWNSTONE BRICK COLOR



ELEVATIONS OF PROPOSED MURALS FOR REFERENCE



LOCAL INSPIRATION

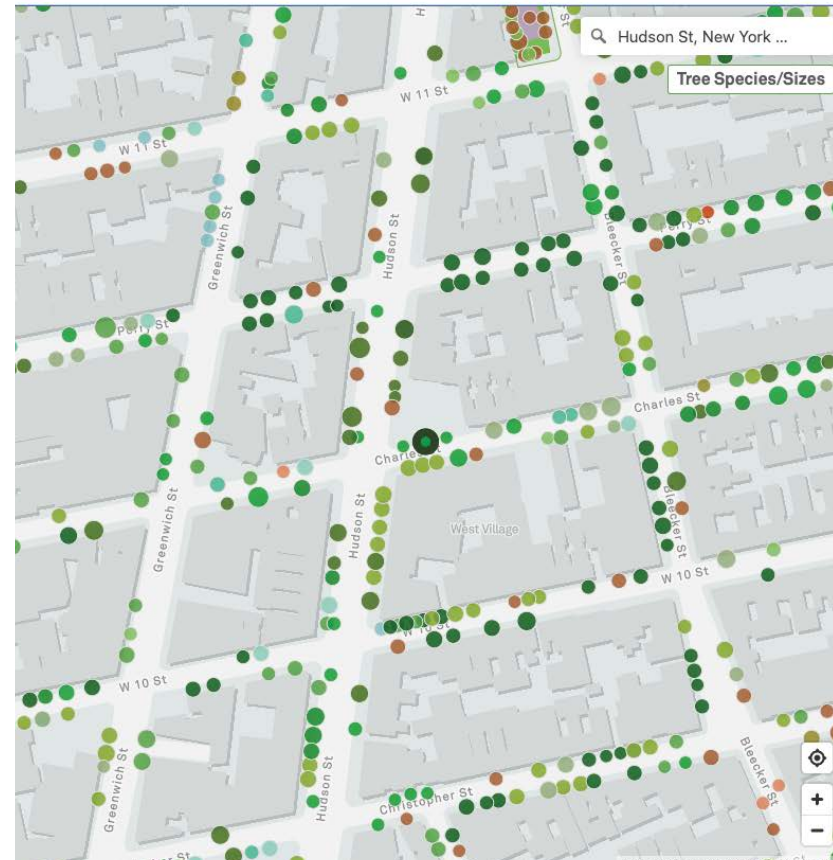
SALT & STRAW
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HUDSON & CHARLES ST.
INSPIRATION AND ENVIRONMENT



THE WEST VILLAGE HAS SOME OF THE MOST TREES PER BLOCK IN ALL OF NYC. LINDEN, AMERICAN ELM, WILLOW OAK, JAPANESE ZELKOVA

- SOURCE : NYC TREE MAP



LOCAL INSPIRATION

SALT & STRAW
DAN FUNDERBURGH

HUDSON & CHARLES ST.
INSPIRATION AND ENVIRONMENT

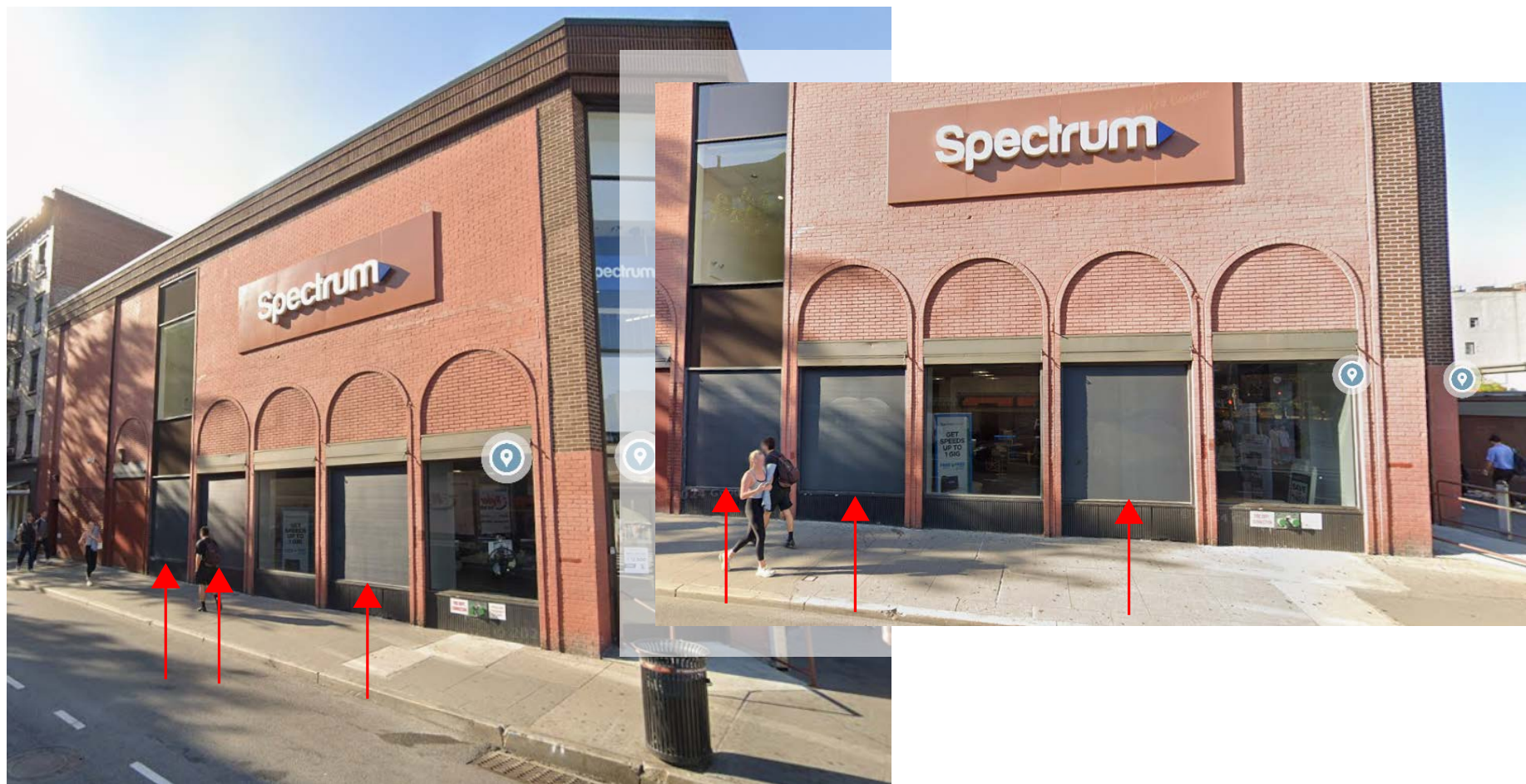


THE RED AND CREAM RIBBON SWIRLS ARE A REFERENCE TO THE RED AND WHITE AWNING STRIPES OF THE ORIGINAL SALT & STRAW ICE CREAM IN PORTLAND. HERE THEY SWIRL AROUND THE TREES AND IRONWORK OF WEST VILLAGE STOOPS.

BRAND HISTORY/ LOCAL DETAILS

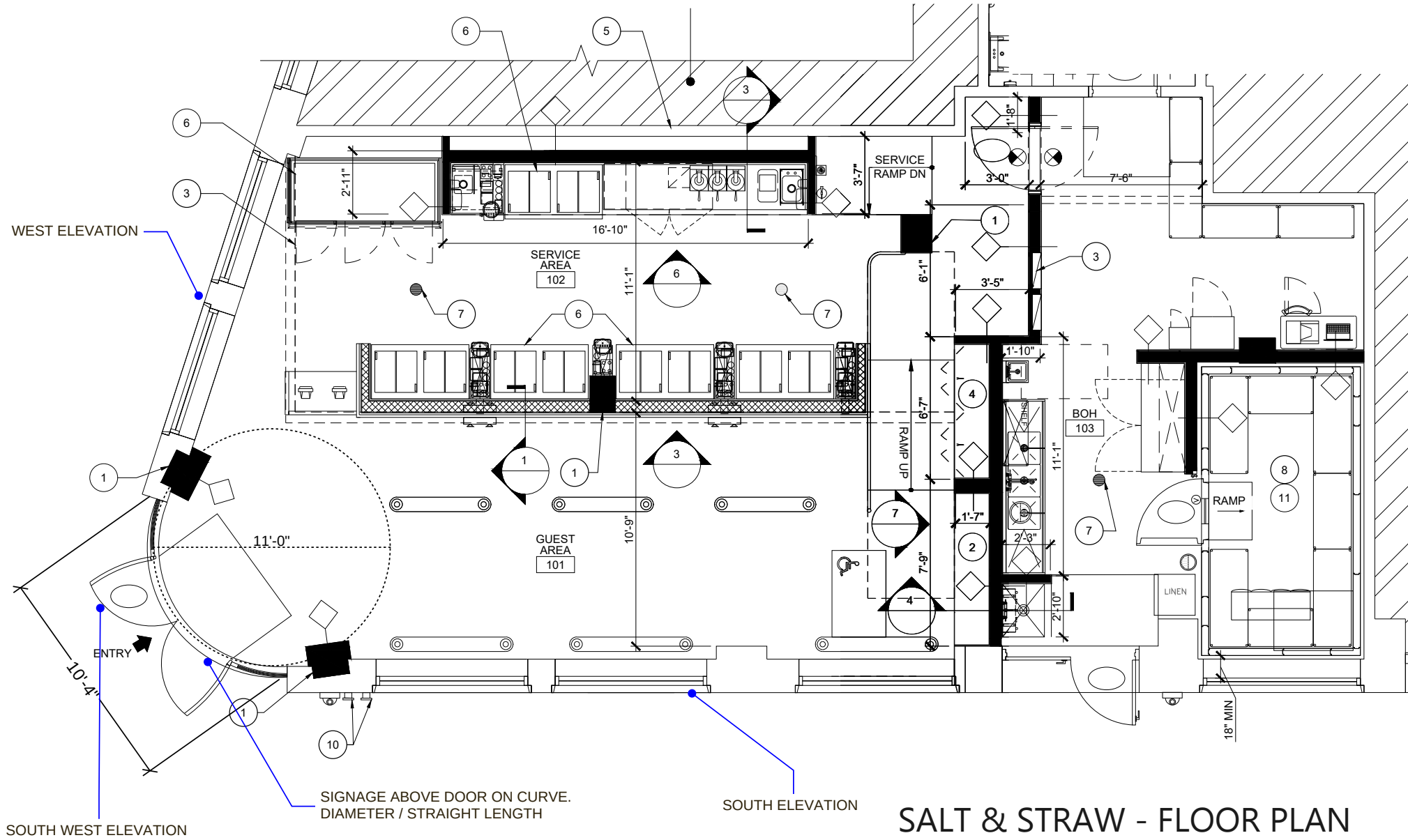
SALT & STRAW
DAN FUNDERBURGH

HUDSON & CHARLES ST.
NEIGHBORHOOD PRECEDENTS



396 6TH AVENUE, NEW YORK, NY 10011
APPROVED GRAYSCALE VINYL

LOCAL APPROVED WINDOW



SALT & STRAW
DAN FUNDERBURGH

HUDSON STREET
SWIRL MURAL V.1



MURAL SQUARE FOOTAGES:

A:
WINDOW = 36 S.F.
MURAL = +/- 5 S.F.

B:
WINDOW = 36 S.F.
MURAL = +/- 5 S.F.

B1:
WINDOW = 10
MURAL = +/- 10 S.F.

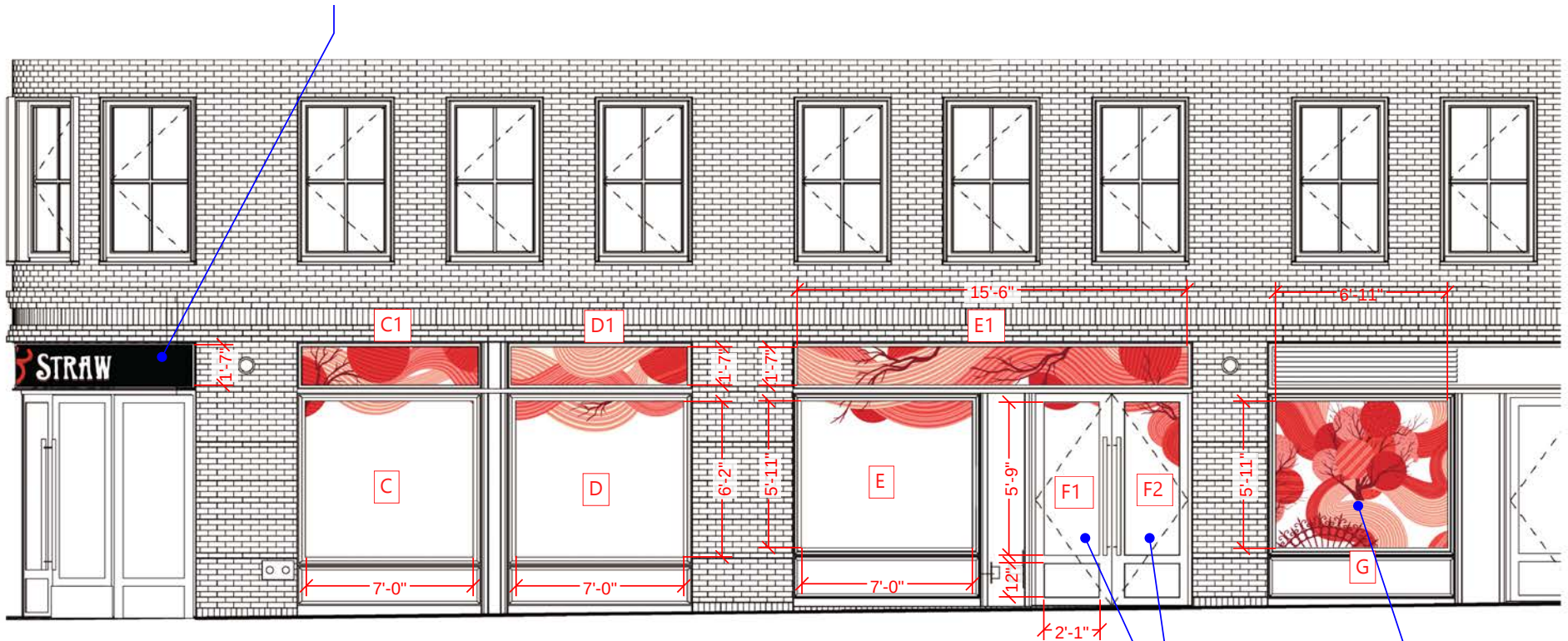
SIGNAGE ON AN CURVE, REF. FLOOR PLAN FOR ADDITIONAL DIMENSIONS

WEST ELEVATION - PROPOSED MURAL

SALT & STRAW
DAN FUNDERBURGH

HUDSON STREET
SWIRL MURAL V.1

SIGNAGE ON AN CURVE, REF. FLOOR PLAN FOR ADDITIONAL DIMENSIONS



MURAL SQUARE FOOTAGES:

C:
WINDOW = 41 S.F.
MURAL = +/- 2 S.F.

C1:
WINDOW = 11 S.F.
MURAL = +/- 11 S.F.

D:
WINDOW = 41 S.F.
MURAL = +/- 5 S.F.

D1:
WINDOW = 11 S.F.
MURAL = +/- 11 S.F.

E:
WINDOW = 40 S.F.
MURAL = +/- 5 S.F.

E1:
WINDOW = 25 S.F.
MURAL = +/- 25 S.F.

F1:
WINDOW = 12 S.F. (11 S.F. GRAY SCALE)
MURAL = +/- 1 S.F.

F2:
WINDOW = 12 S.F. (9 S.F. GRAY SCALE)
MURAL = +/- 3 S.F.

G:
WINDOW = 40 S.F. (5 S.F. GRAY SCALE)
MURAL = +/- 35 S.F.

THESE WINDOWS/ DOORS HAVE PREVIOUSLY
APPROVED GRAYSCALE VINYL TO STOP
VISION INTO THE BACK OF HOUSE AREA
(WALK IN FREEZER/ MOP SINK)

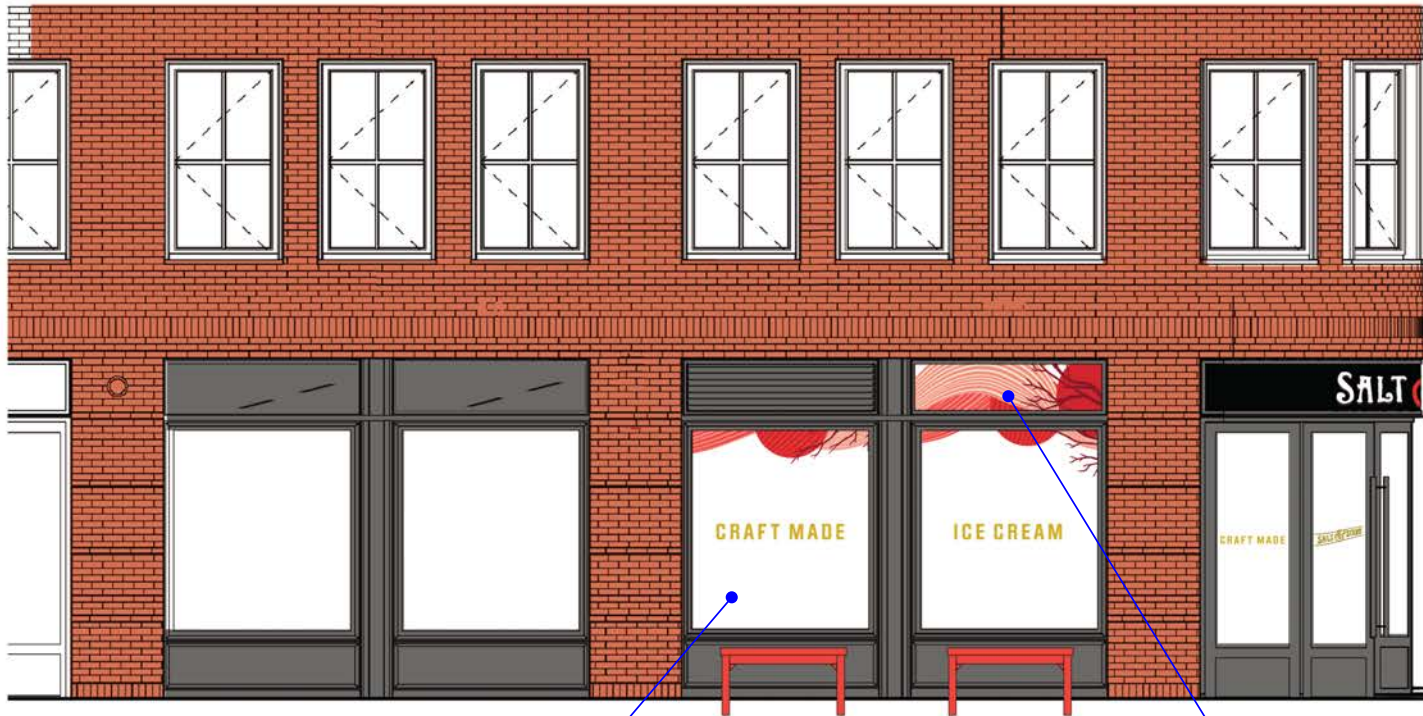
SOUTH ELEVATION - PROPOSED MURAL

SALT & STRAW
DAN FUNDERBURGH

COLOR PALETTE



HUDSON STREET
SWIRL MURAL V.1



WHITE VISUAL = TRANSPARENT

HUDSON STREET

EXTERIOR APPLIED VINYL

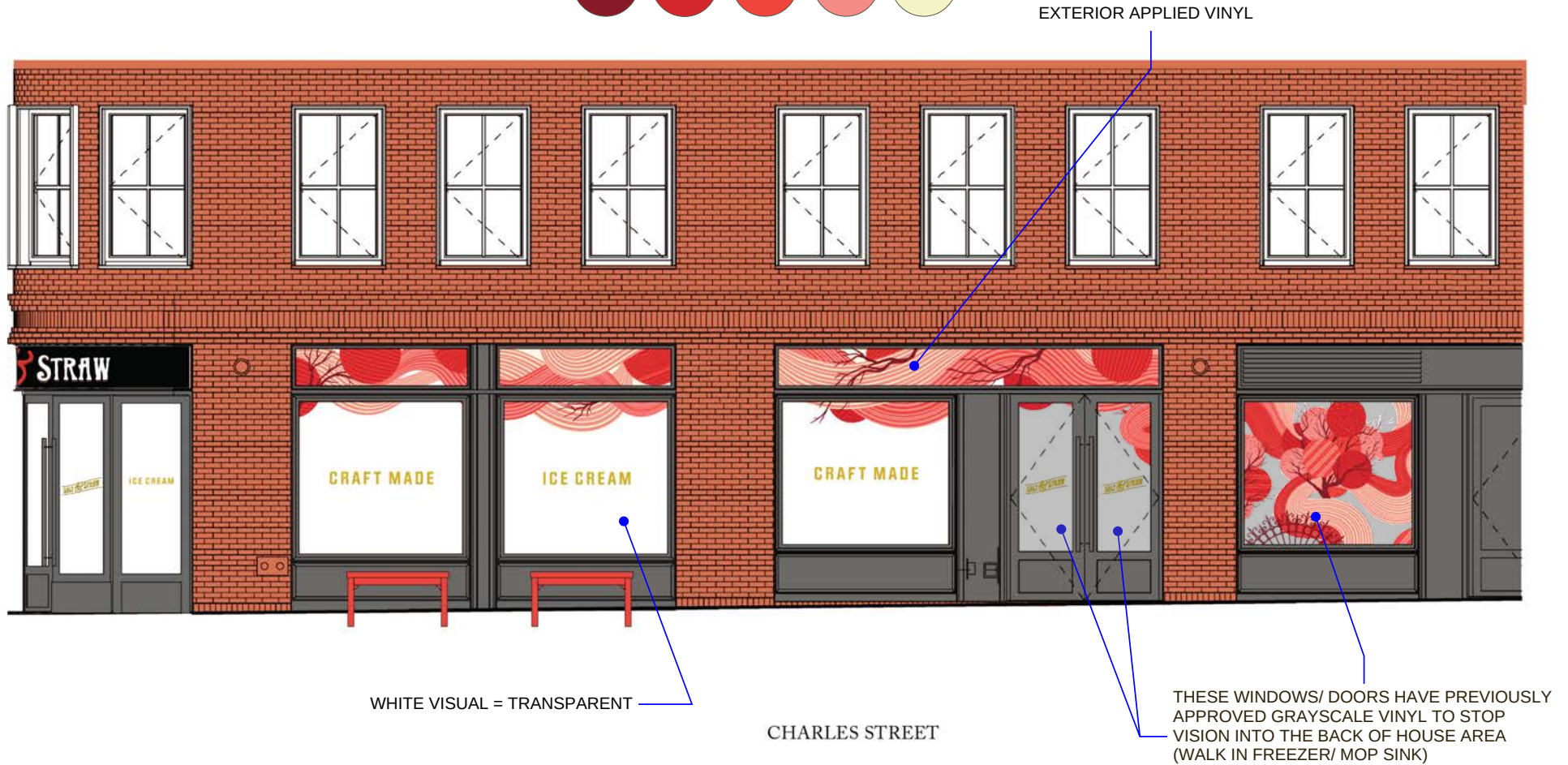
WEST ELEVATION - PROPOSED MURAL

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HUDDSON STREET
SWIRL MURAL V.1



SOUTH ELEVATION - PROPOSED MURAL

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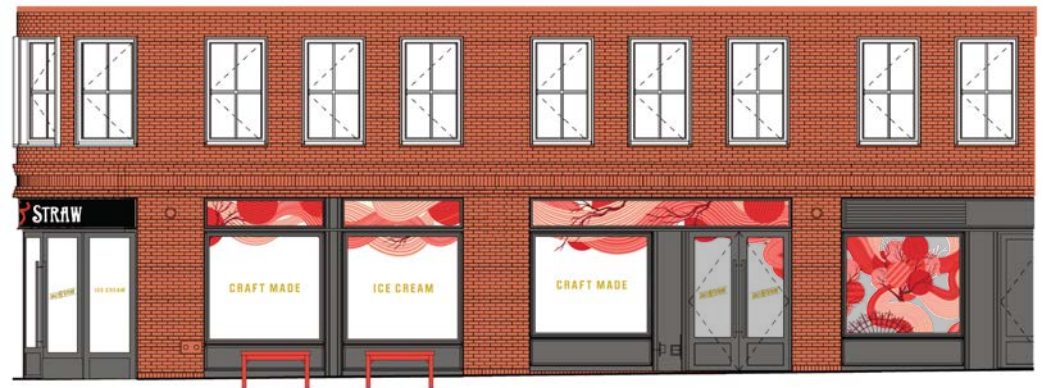
HUDSON & CHARLES ST.
PLACEMENT

THE ARTWORK IS VINYL AND APPLIED ABOVE THE WINDOWS, WITH A FEW ELEMENTS CROSSING INTO THE NEXT FRAME - CREATING A DIE CUT SHAPE ON THE WINDOW.

SEE SALT & STRAW AT 77TH AND AMSTERDAM FOR REFERENCE



SIMILAR SALT & STRAW MURAL



PROPOSED MURAL ELEVATIONS

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