

September 10, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-24-08423

338-340 Bowery – NoHo Historic District Extension

Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 863 0633 9476

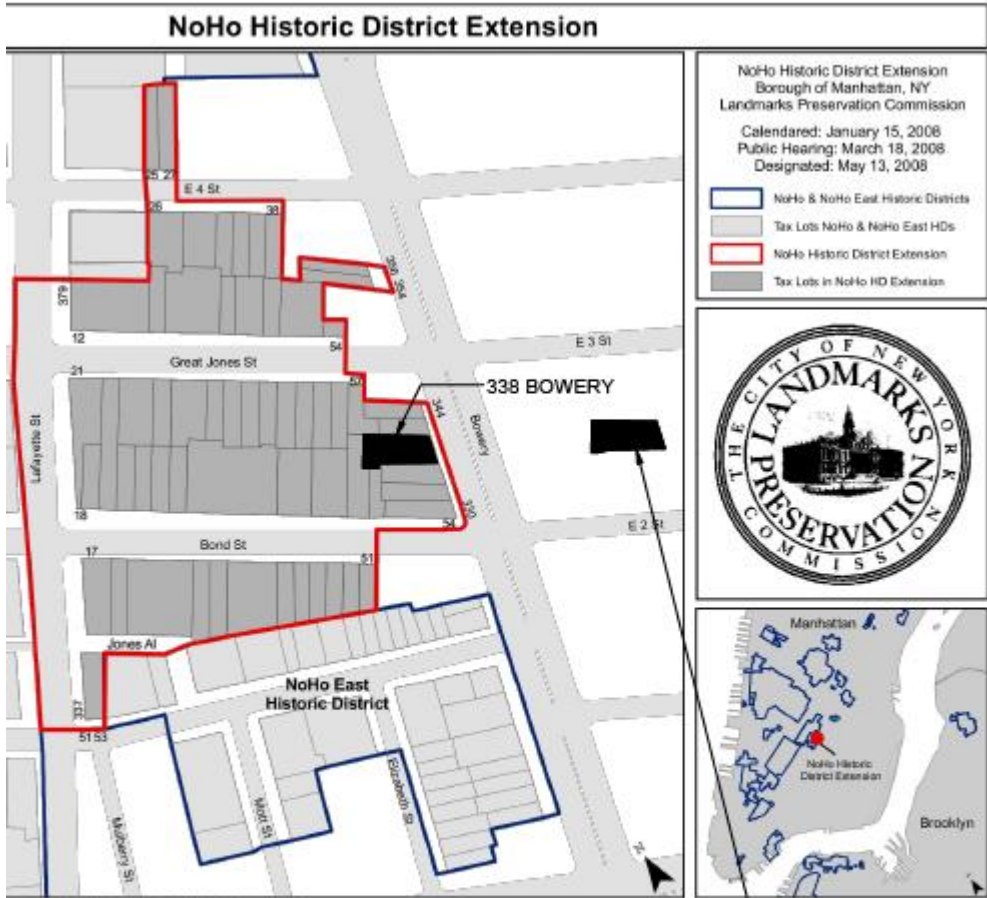
Passcode: 077141

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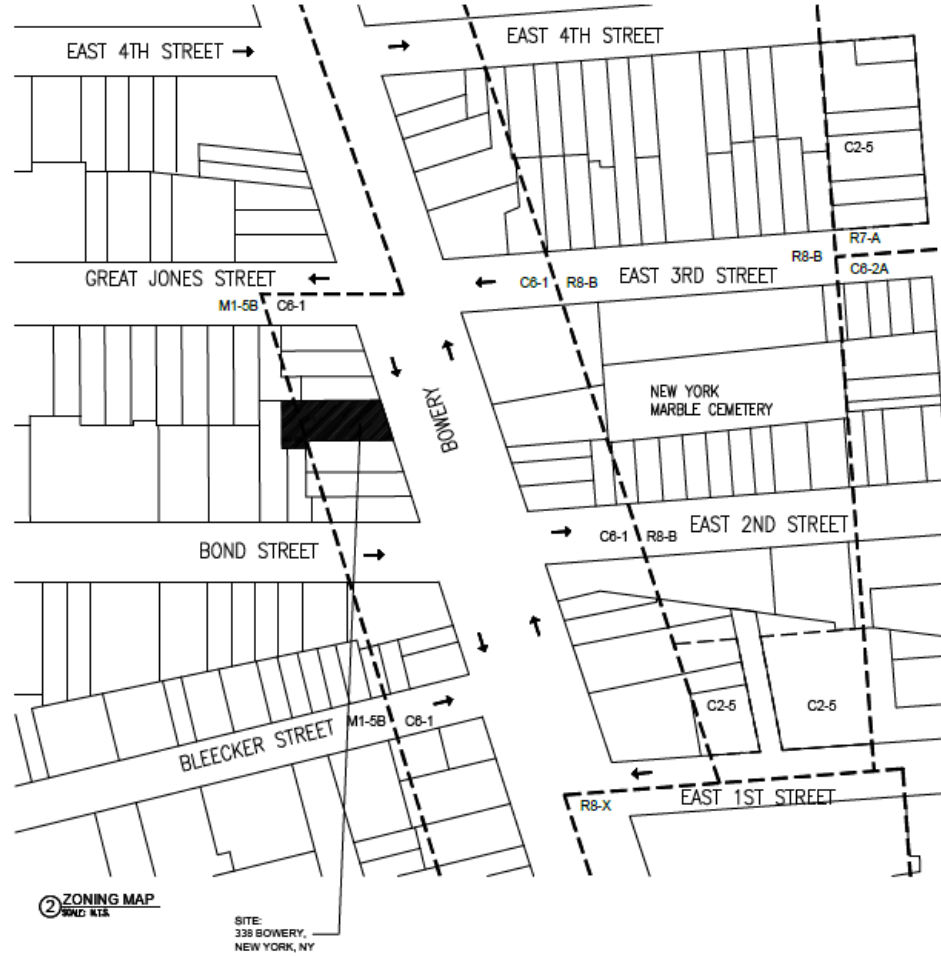
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by Planning, MapPLU/TD, Edition DRG, 2008. Date: May 13, 2008.

1 LANDMARKS DISTRICT MAP
SOLD: N.Y.S.

SITE:
338 BOWERY,
NEW YORK, NY



NYC Landmarks Presentation

338 Bowery, New York, NY

Historic Photos



Existing Site Photos



⑥ VIEW FORM BOND STREET
SCALE N.T.S.



② VIEW FORM SOUTHEAST CORNER OF BOWERY AND EAST 2ND ST.
SCALE N.T.S.



④ VIEW FORM BOWERY
SCALE N.T.S.



VIEW FORM NORTHEAST CORNER OF BOWERY AND EAST 3RD ST.
③ SCALE N.T.S.



② VIEW FORM GREAT JONES STREET
SCALE N.T.S.



① SITE PLAN
SCALE 1/4"=1'-0"

Existing Site Photos



Existing Storefront



7 STOREFRONT
SCALE N.T.S.



6 EGREE
SCALE N.T.S.



5 EXISTING ACCESS TO CELLAR
SCALE N.T.S.



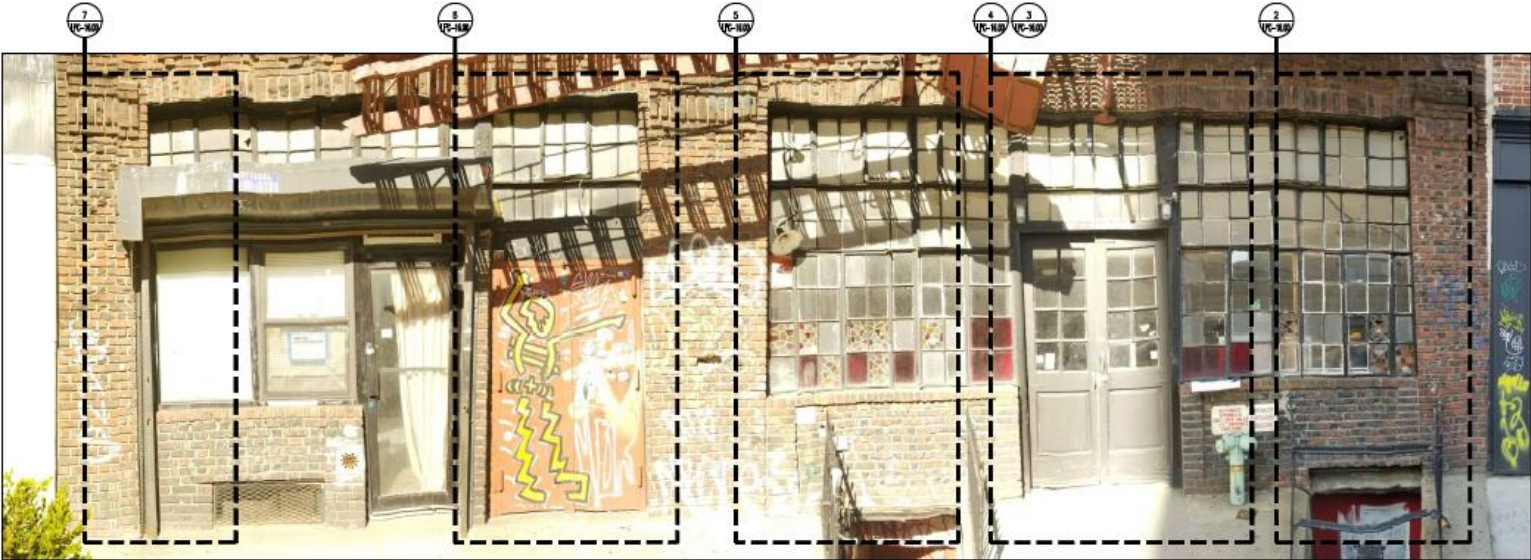
4 ENTRANCE
SCALE N.T.S.



3 ENTRANCE
SCALE N.T.S.



2 EXISTING ACCESS TO
SCALE N.T.S.



1 EXISTING STOREFRONT
SCALE N.T.S.

Proposal #1:

Paint window frames & fire escape doors black to be consistent with historically black storefront



Historic Photo



Existing Condition

Other Black Windows & Storefronts in the Neighborhood



334 Bowery:
Building pictured left of Subject Property



335 Bowery: Bowery Hotel across the street
from Subject Property



327 Bowery: also known as Bowery Electric

Proposed Black Windows



Proposal #2a: Change storefront doors from wood to metal to match the rest of the materiality of storefront



Existing original doors @ North storefront

Historic doors were wood even though the storefront windows were metal.

Wood doors exceeding 8' height require 7-1/2" stiles. The historic doors had 4" stiles and have sagged significantly. The wider stiles would also significantly reduce the size of the glass openings.

Wood door manufacturers will not provide warranty for doors not complying with this structural requirement.

The steel doors will allow us to not shrink the glass lites while maintaining structural integrity.

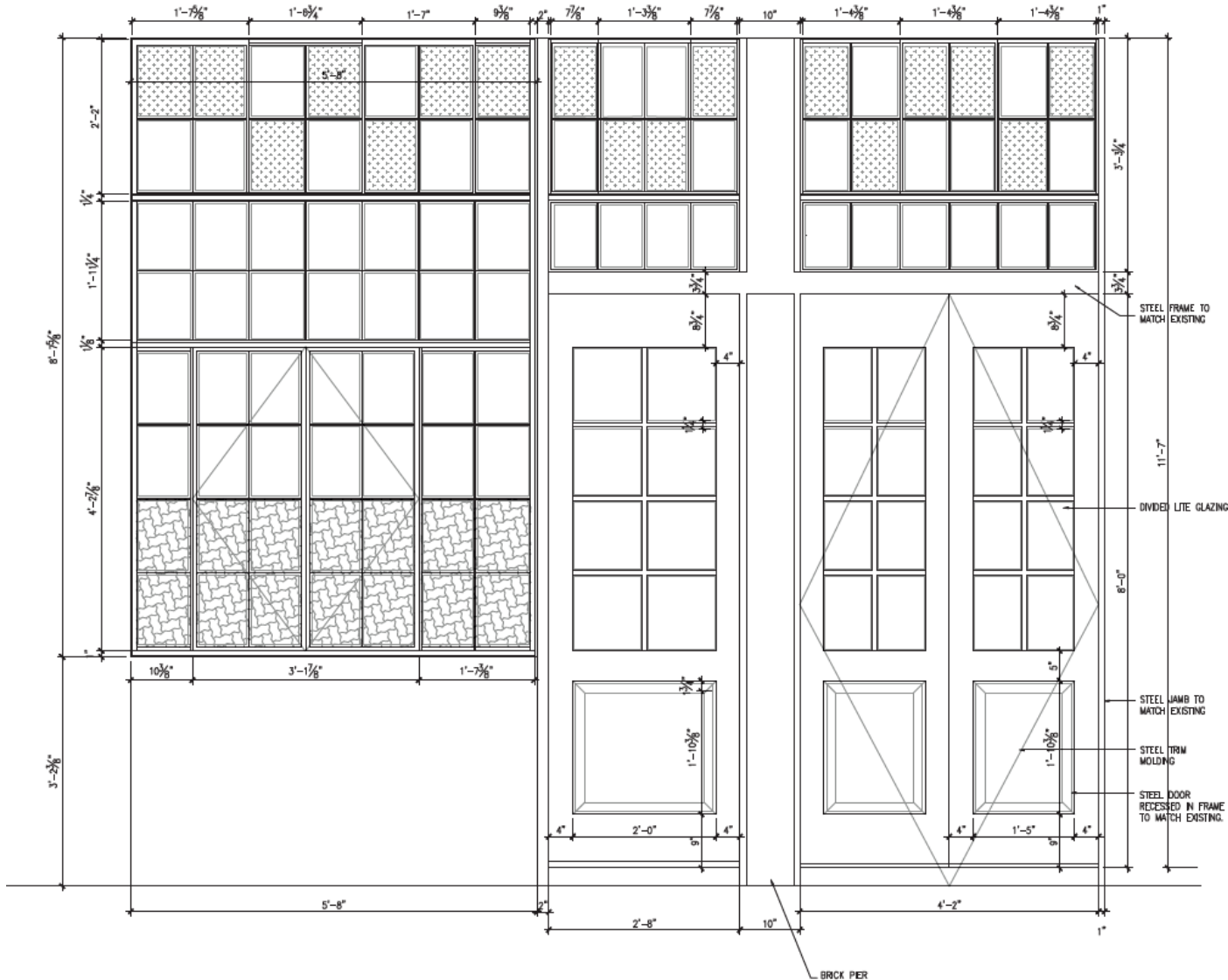


Existing non-original doors @ South storefront

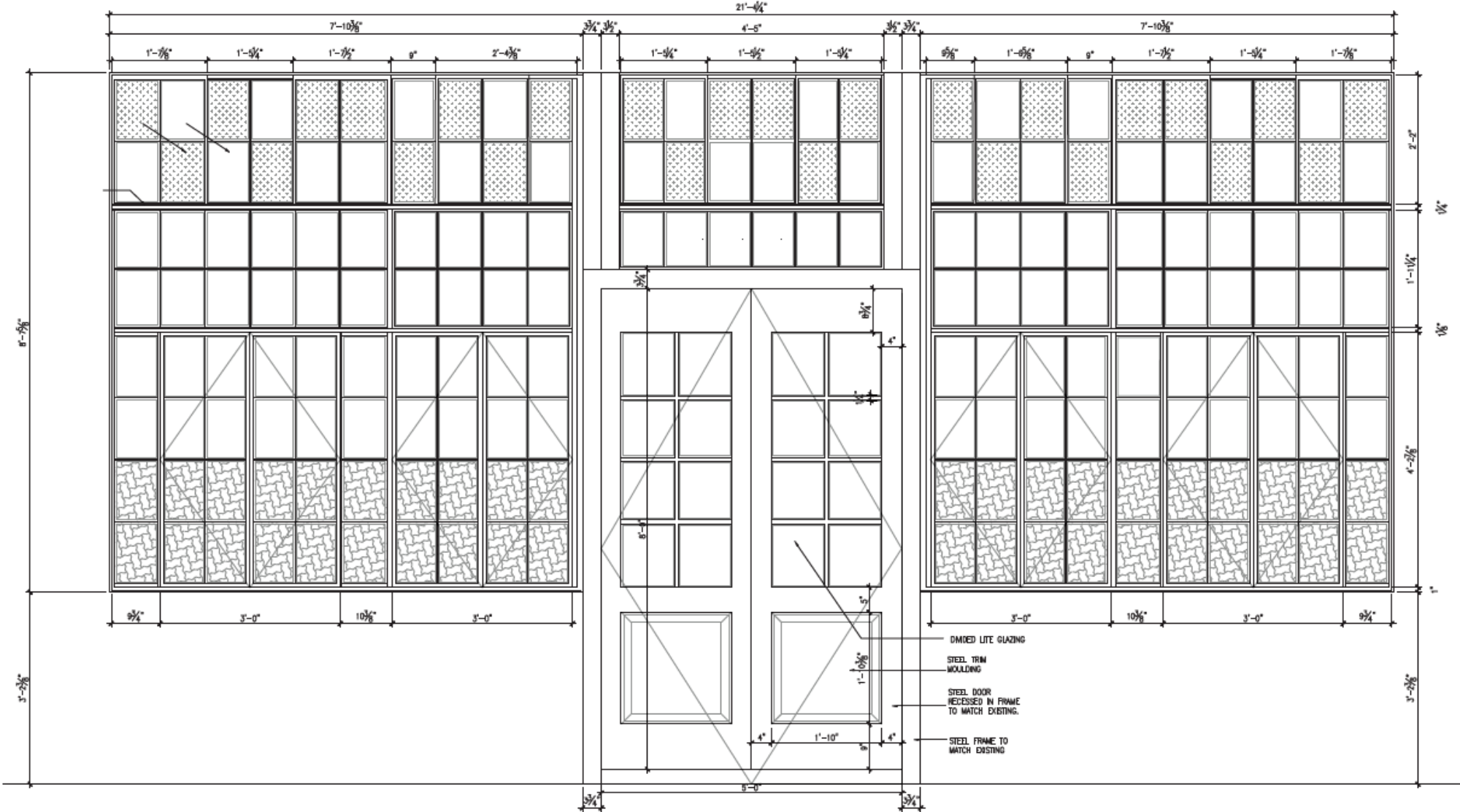
New metal storefront installation in progress



Proposal #2b: Align door glazing with storefront window glazing



Proposal #2b: Align door glazing with storefront window glazing

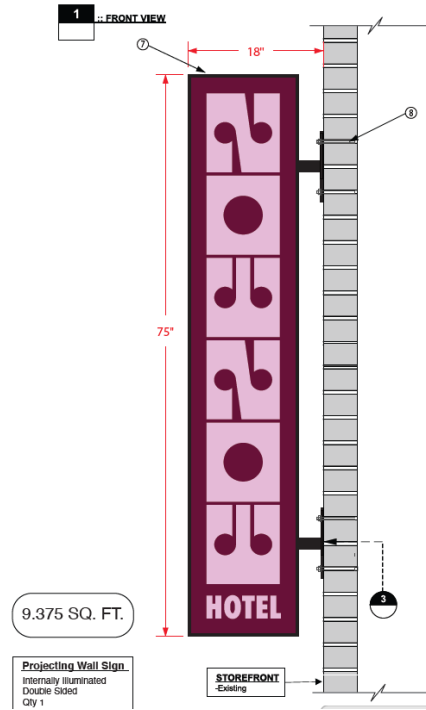


Proposal #3: Exterior Blade Sign



Figure 1338 Bowery Historic Photograph showing "The White House" Signage

Historic Neon Sign



Proposed Sign Design

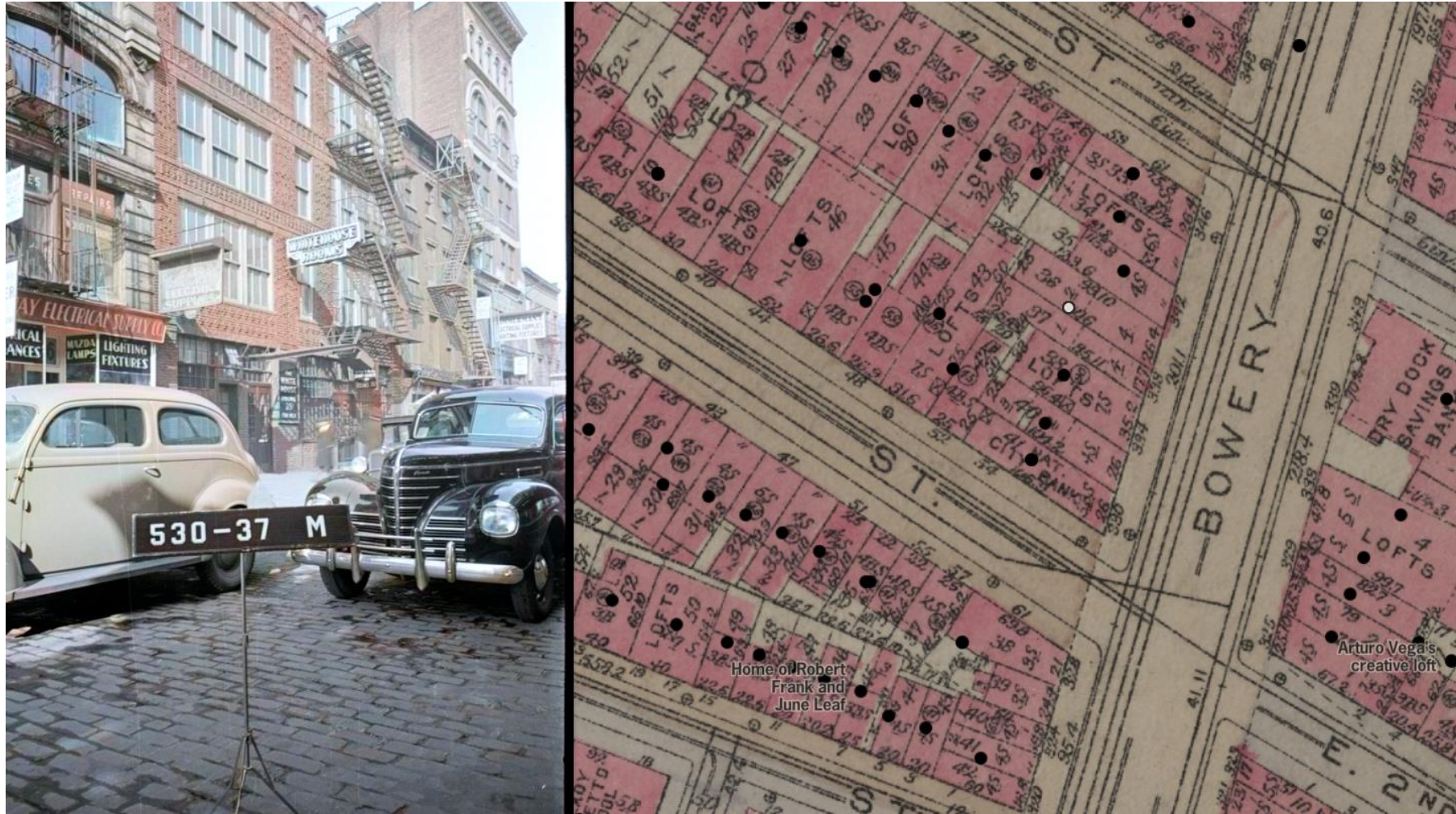
Internally Lit Sign

Stainless Steel Frame – Black
 Translucent White Lexan Sign Face
 Dimensions: 14.75" x 75" x 4"
 Overall Projection: 18"

338 Bowery
 Permitted Signage
 Zoning District, C6-1 Frontage, 43.92 Feet

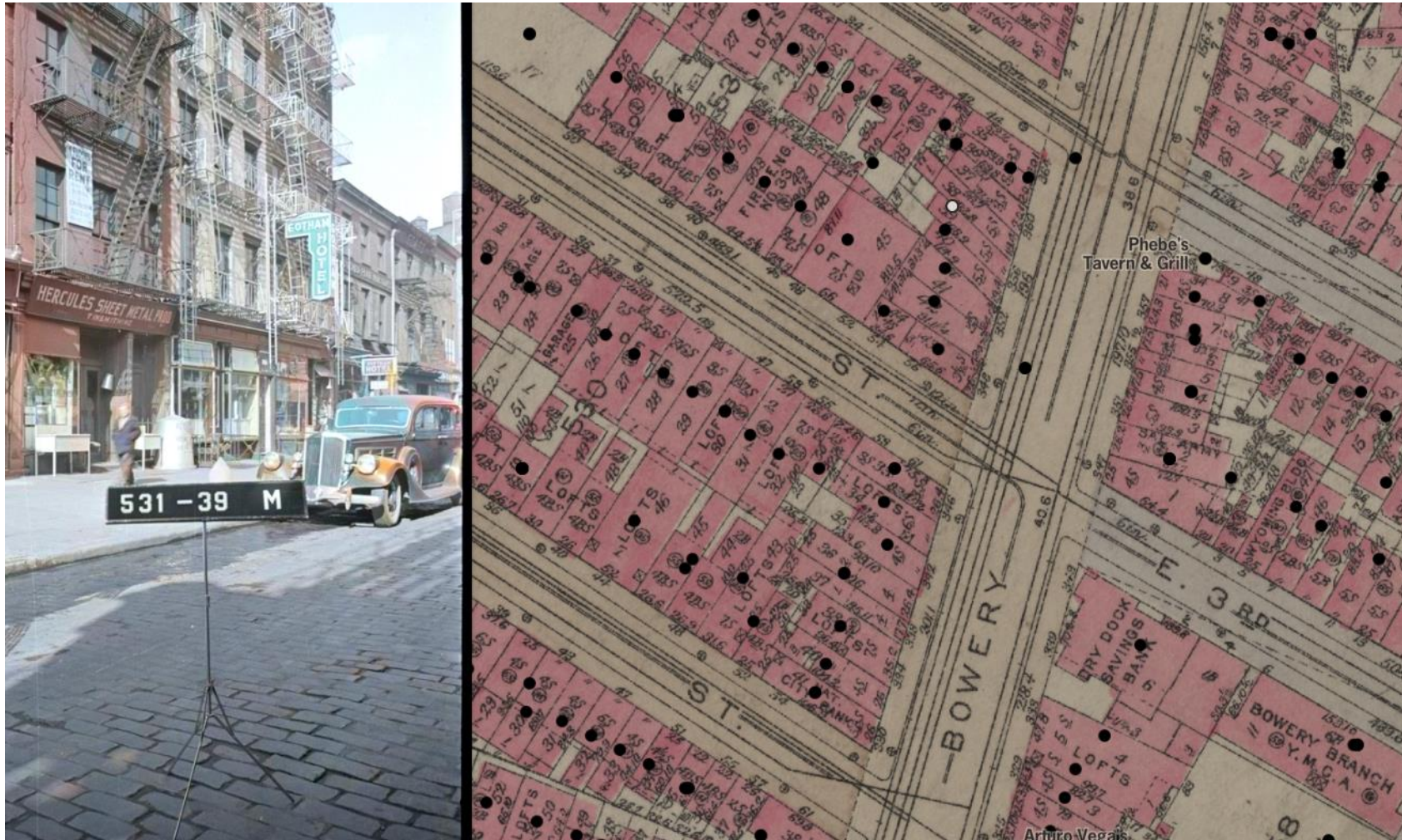
- 32-642 Maximum area of all signs (for the building and for a first floor tenant) 219 square feet each.
- 32-644 Signs can be illuminated.
- 32-652 Maximum projection over property line, 18 inches for double or multi-faceted signs, 12 inches for all other signs.
- 32-655 Maximum height of sign, 40 feet.

Historic Lit Blade Signs in NoHo Historic District in 1940's



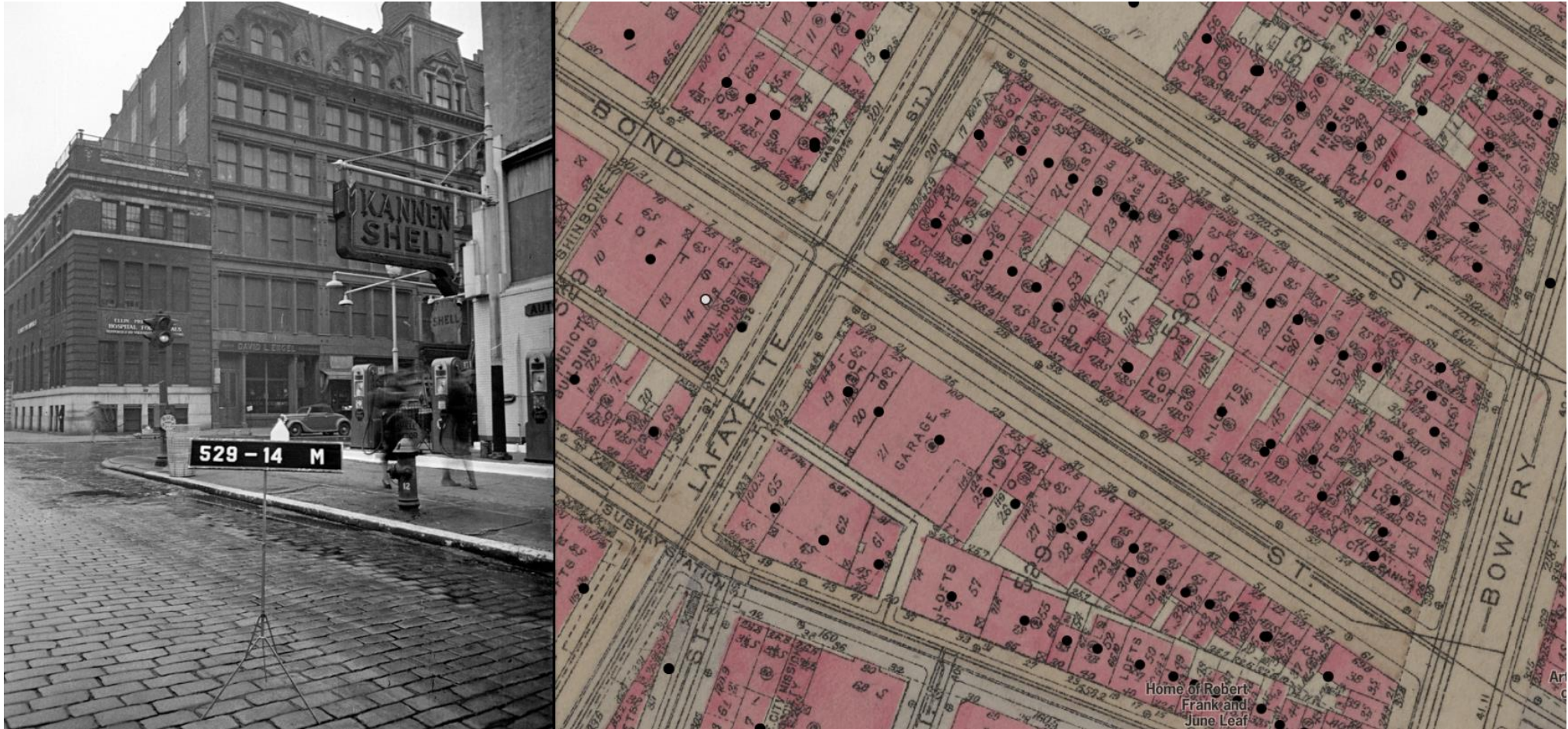
338 Bowery between Bond & Great Jones

Historic Lit Blade Signs in NoHo Historic District in 1940's



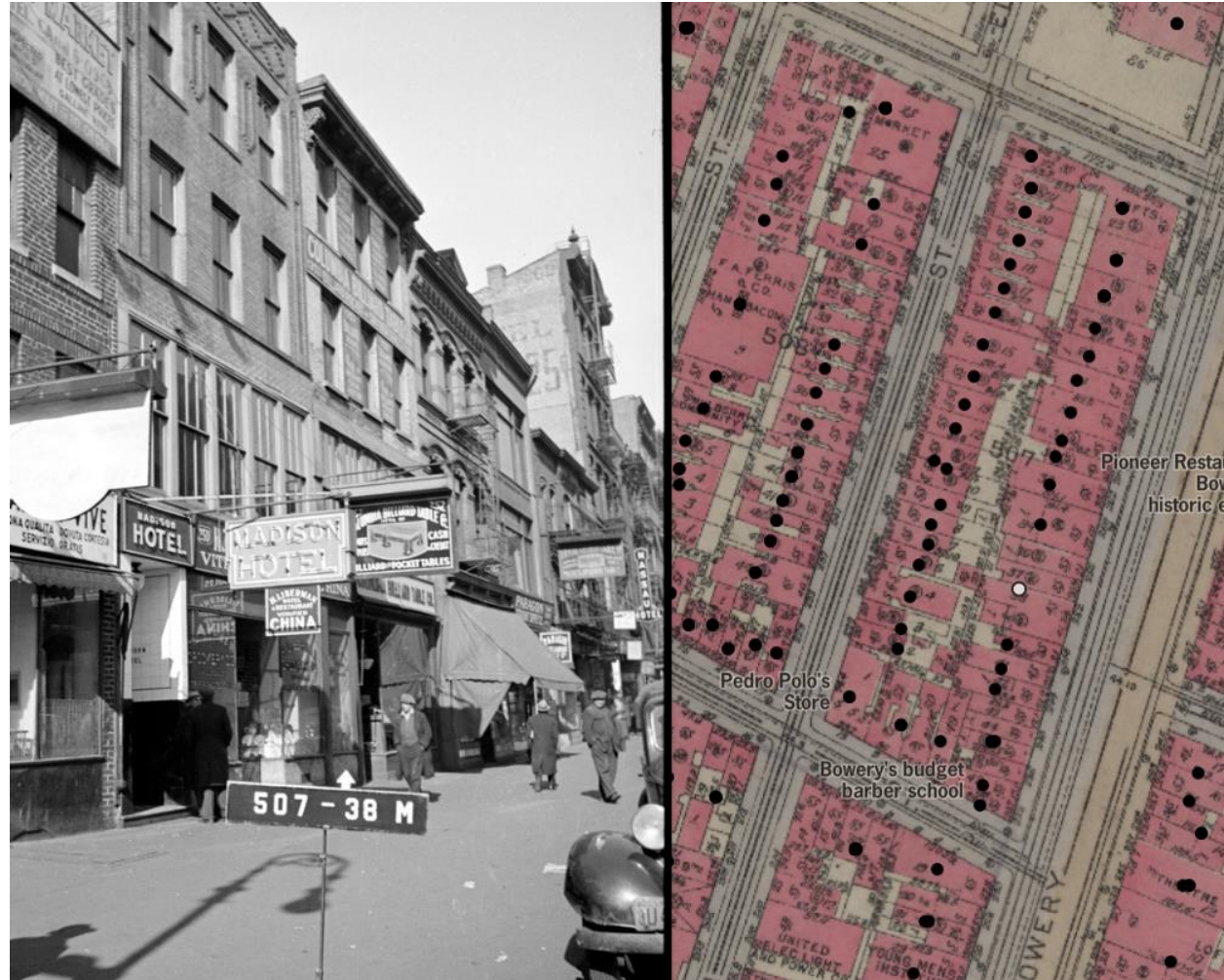
Bowery between E3rd & E4th Street

Historic Lit Blade Signs in NoHo Historic District in 1940's



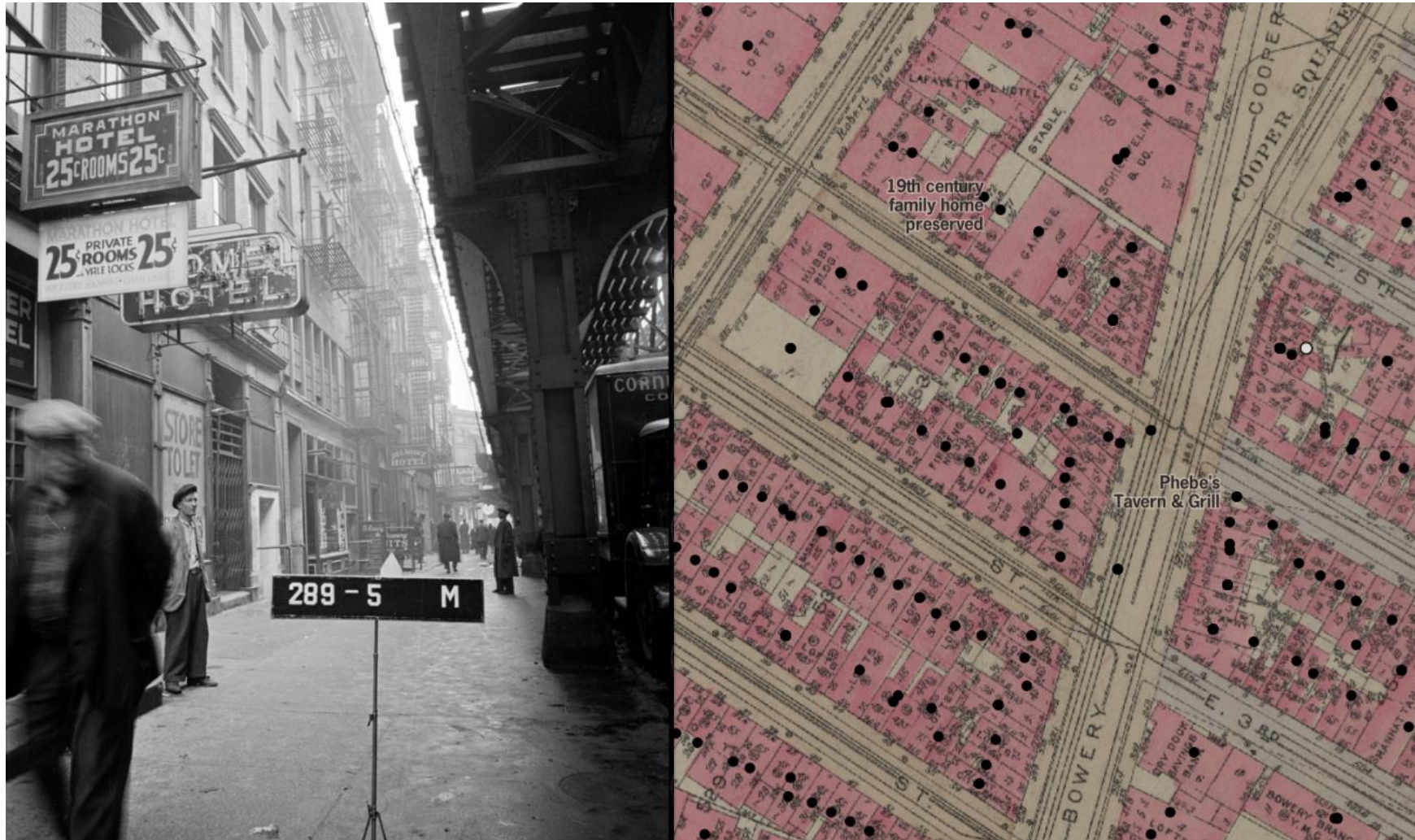
Lafayette between Bond & Great Jones

Historic Lit Blade Signs on Bowery 1940's



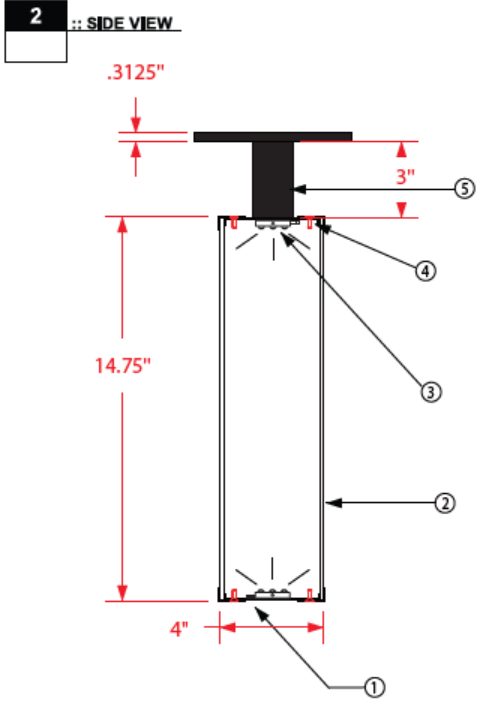
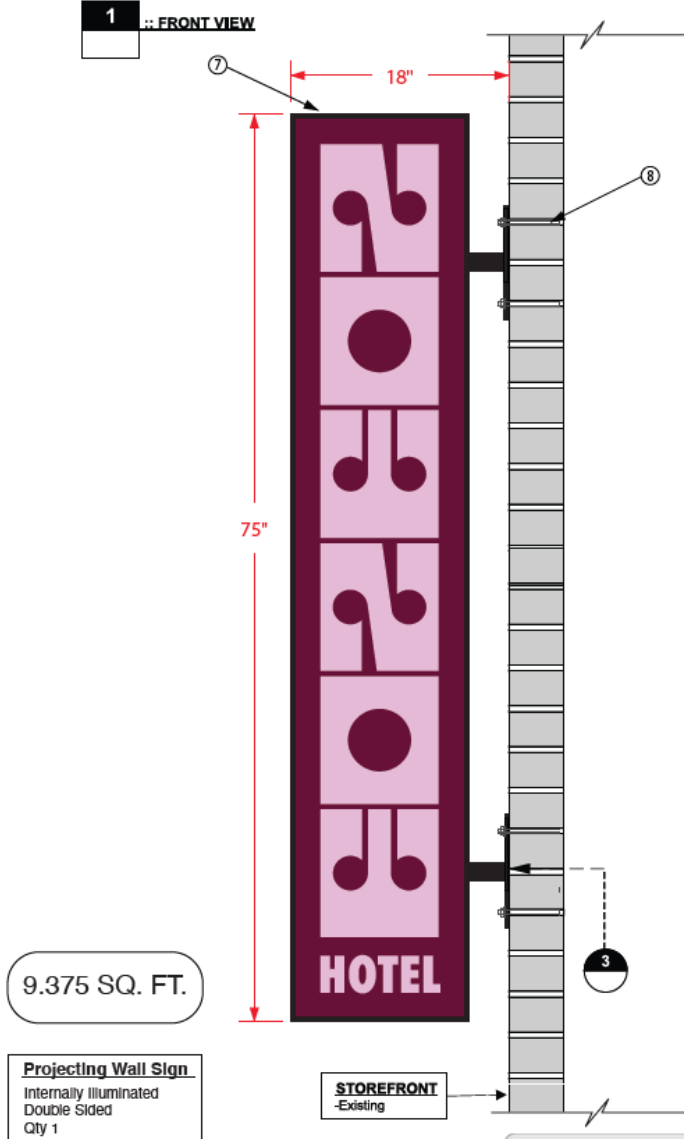
Bowery between Houston & Prince

Historic Lit Blade Signs on Bowery 1940's



Bowery between E4th & E5th St

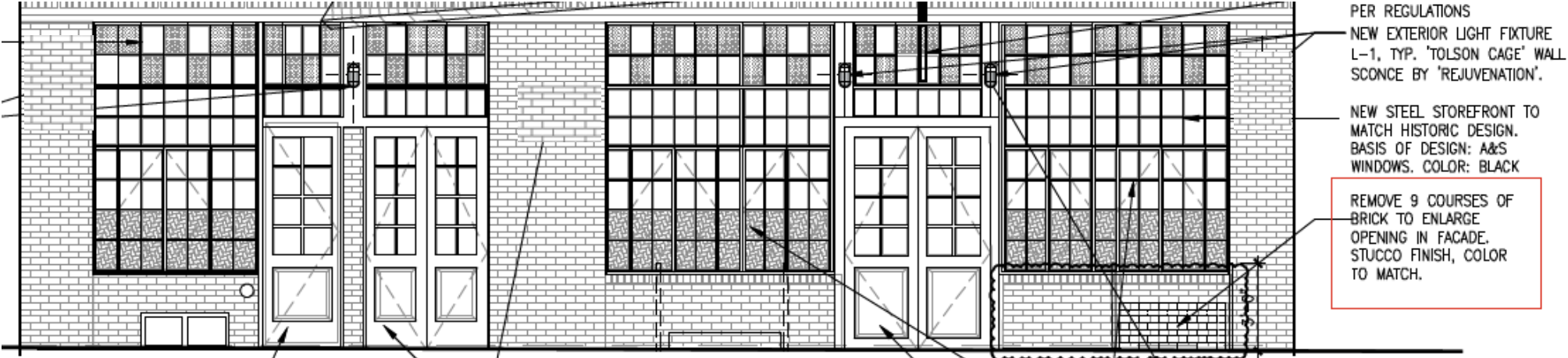
Proposal #3: Exterior Blade Sign



Proposal #3: Exterior Blade Sign

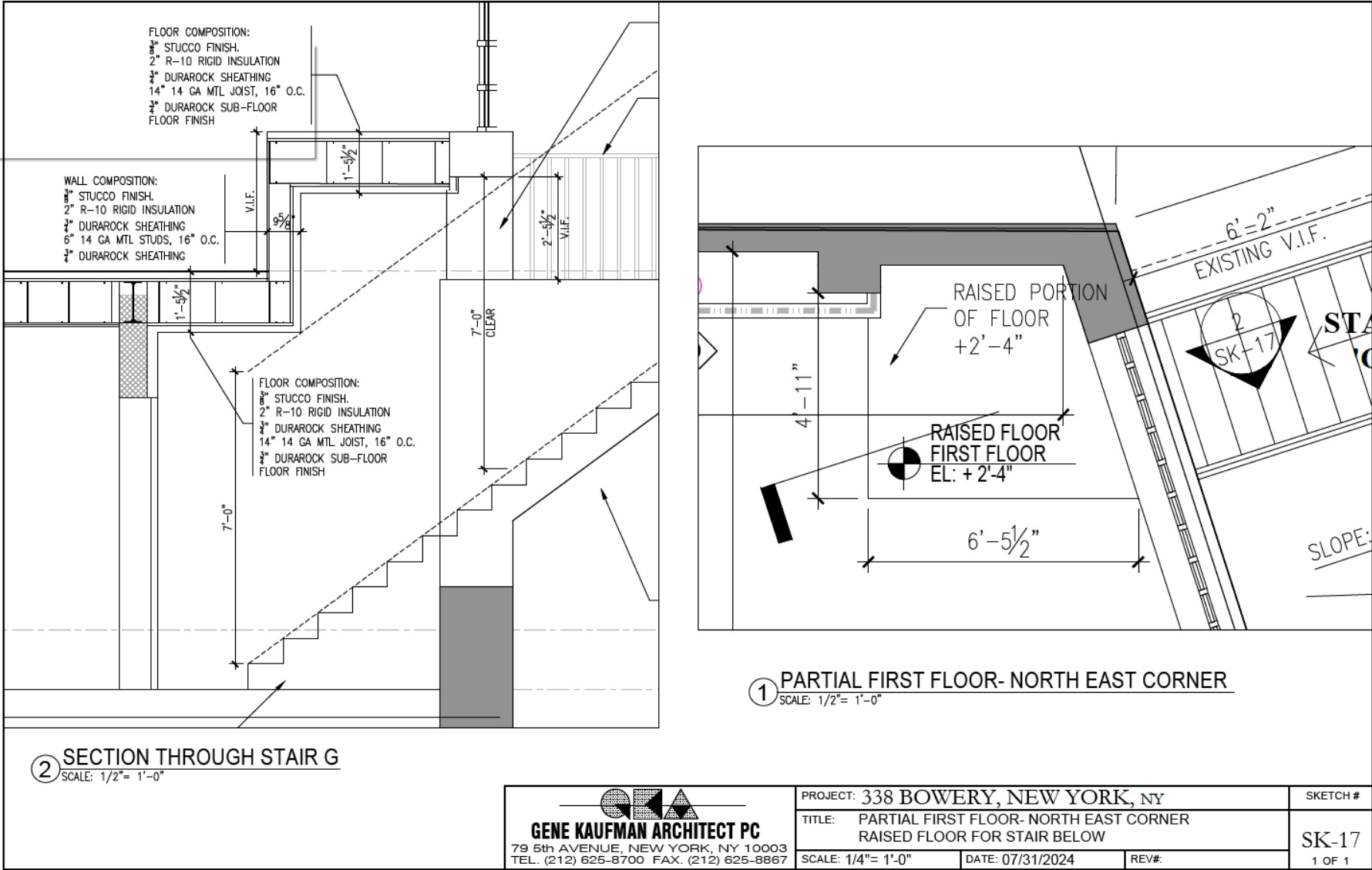


Proposal #4: Remove 9 courses brick above Stair to Cellar



Removal of 9 courses of brick is required to create the code required clearance for the existing egress stairs from sidewalk to cellar.

Proposal #4: Remove 9 courses brick above Stair to Cellar



Thank you

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Other Items for Reference Only

Plaque Sign



Finish/ Materiality: Cast Bronze
Dimensions: 9" x 13.5"



Reference image for materiality & color only

Window Paint Scrapes



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