



59 Bleecker Street
HISTORICAL BACKGROUND & CONCEPT
06 JUNE 2016

Presentation to the
Landmarks Preservation Commission



BIRD'S EYE VIEW FROM THE NORTHEAST



BIRD'S EYE VIEW FROM THE SOUTH

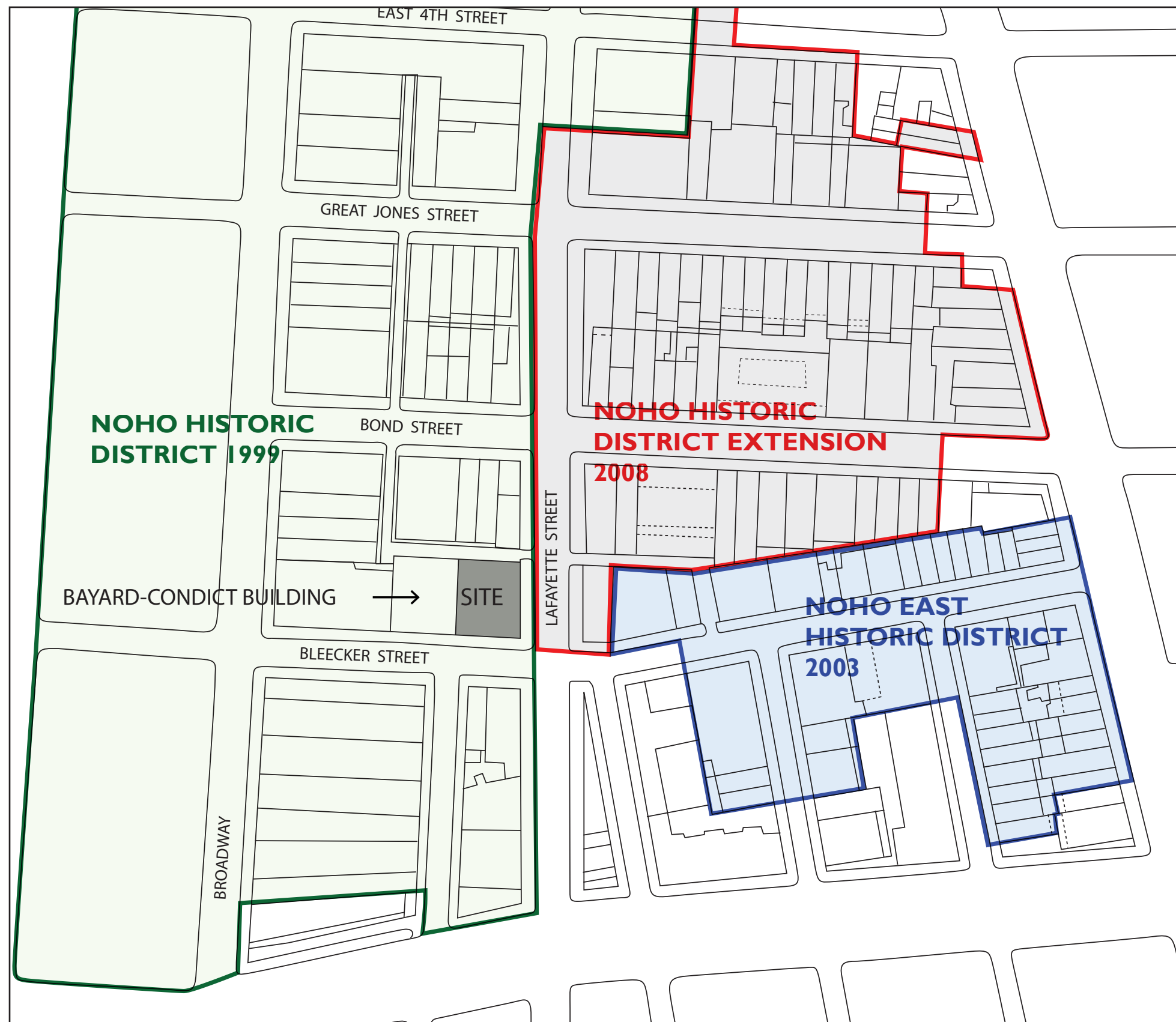
AERIAL PHOTOS - NEIGHBORHOOD CONTEXT

**BEYER
BLINDER
BELLE**

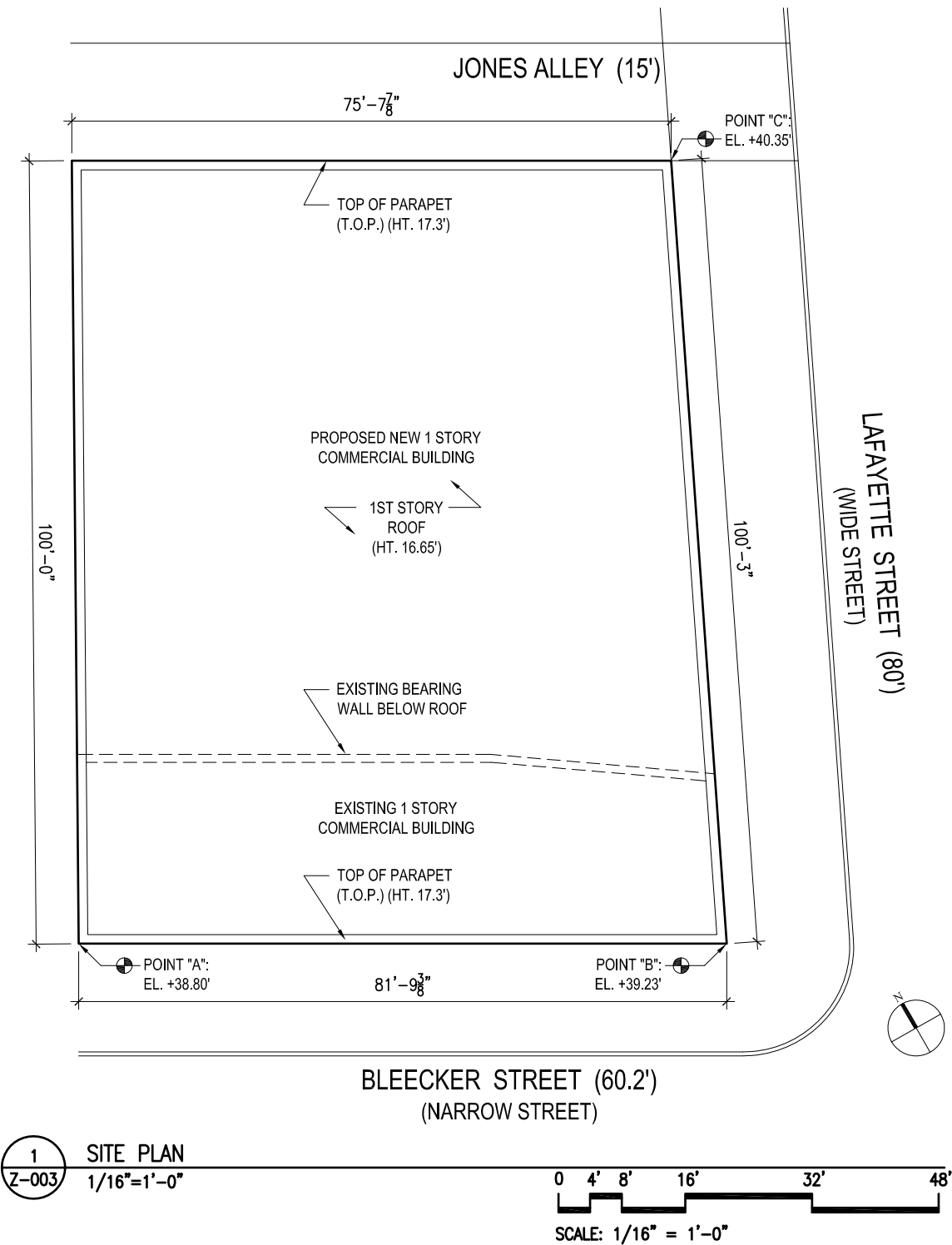
59 BLEECKER STREET, NEW YORK, NY
PROJECT NO. 2349

HISTORICAL BACKGROUND & DESIGN CONCEPT
JUNE 06, 2016

NOTE: BUILDING DIMENSIONS AND AREAS ARE
APPROXIMATE AND SUBJECT TO VERIFICATION BY VIEWER.

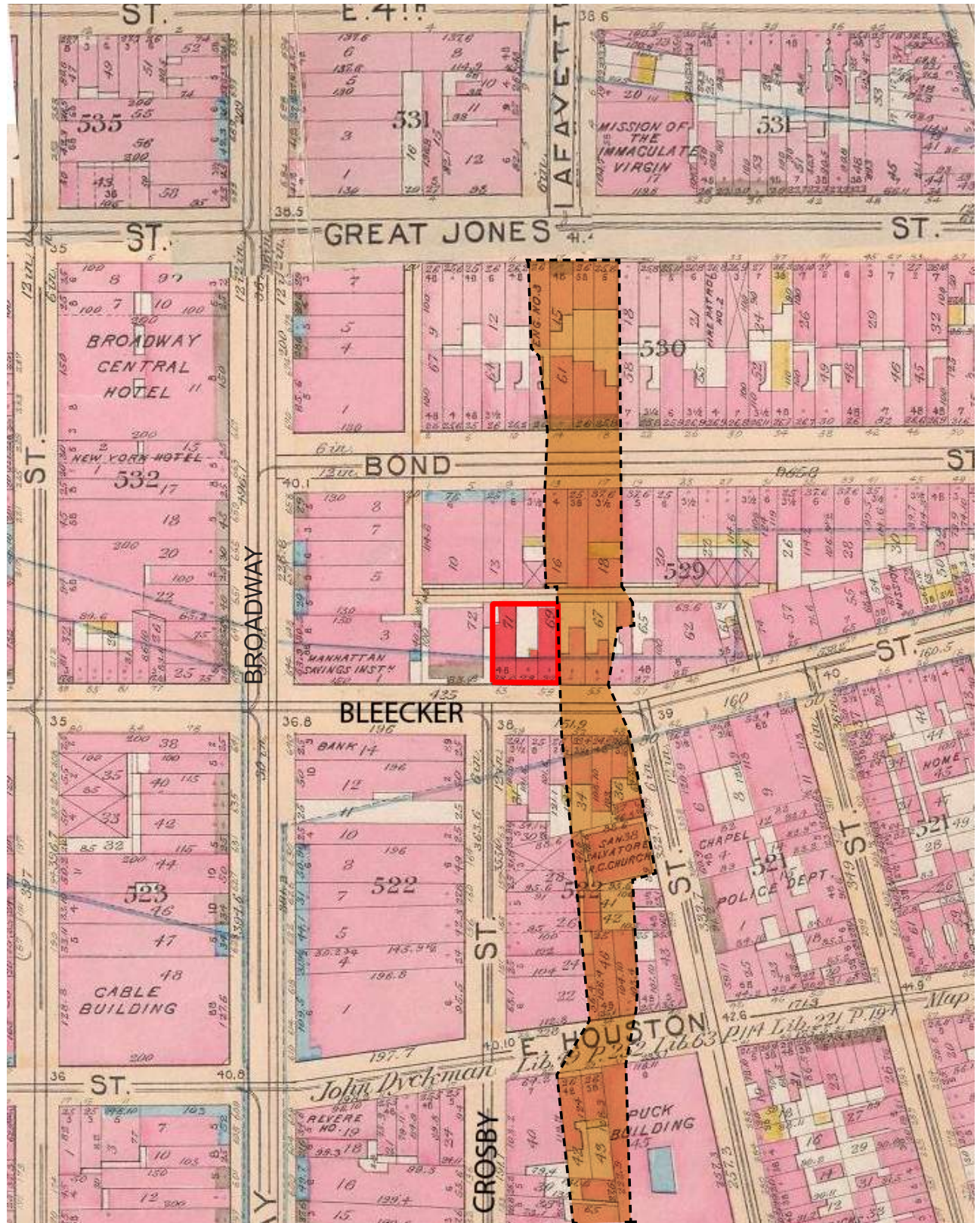


CONTEXT - HISTORIC DISTRICTS



55-63 Bleecker Street Zoning Calculations

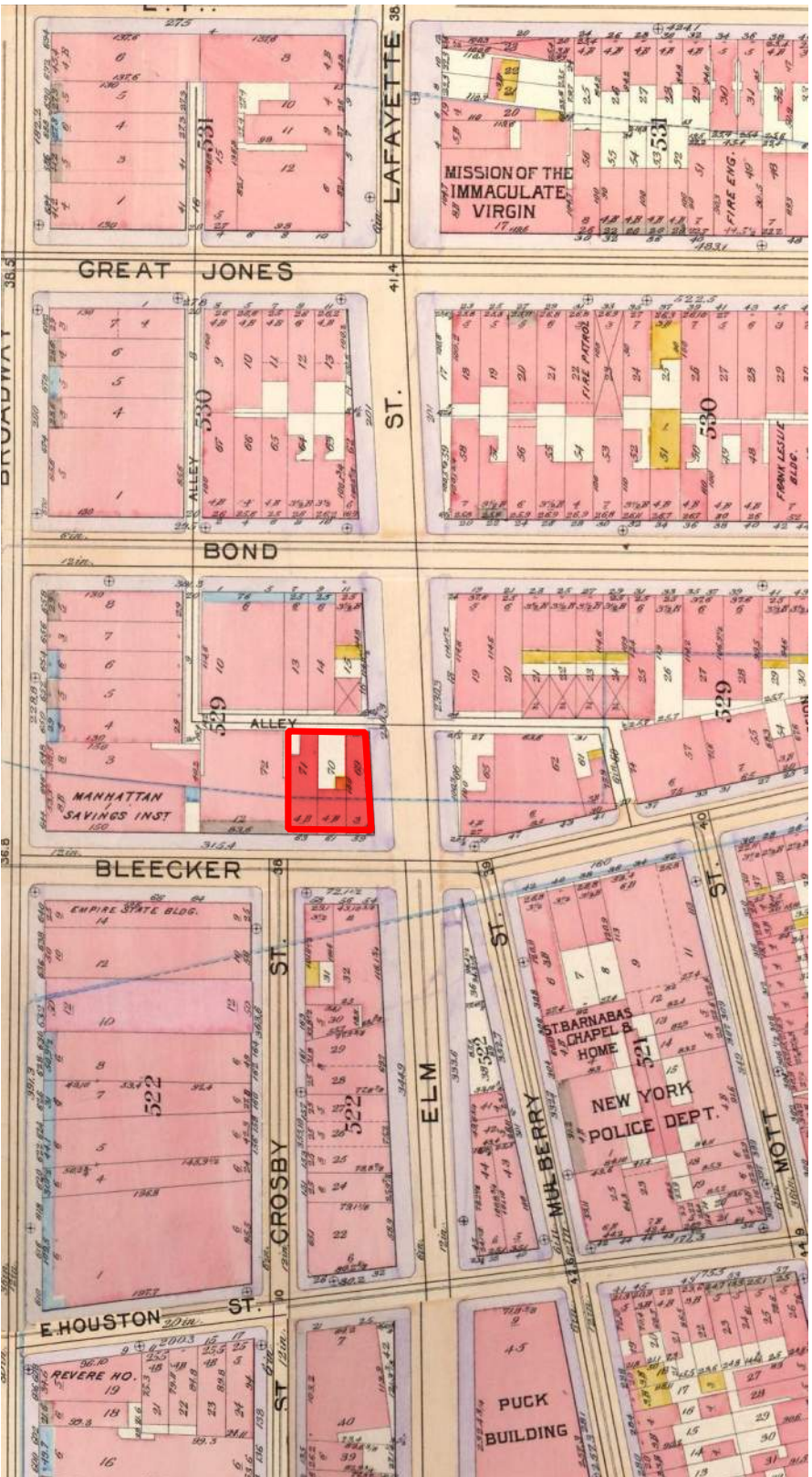
General		
Address:	55-63 Bleecker Street, NY NY 10012	
Block:	529	
Lot:	69	
Community Board:	2	
Neighborhood:	NoHo	
Lot Area:	7,863.6 SF (per survey)	
Lot Dimensions:	81.75'x100.25'+/-	
Corner Lot:	NW corner of Bleecker St. (narrow street - 60.2) and Lafayette St. (wide street - 80.0)	
Zoning Map:	12c	
Zoning District:	M1-5B (Light Manufacturing District)	
Historic District:	NoHo	
E-Designation:	None	
Base Plane Elevation:	El. +39.4'	
Use Regulations		
Uses Permitted (42-00) :	Use Groups 4-14, 16, and 17	
Uses Proposed:	Use Group 6 (convenience retail / service establishments and offices)	
	<i>Complies</i>	
Bulk Regulations		
Max. Floor Area Ratio (43-12) :	5	
Floor Area Permitted:	7,863.6 SF x 5= 39,318 SF	
Floor Area Proposed:	7,863.6 SF (see floor area schedule)	
	<i>Complies</i>	
Min. Required Side Yard (43-25) :	None Required, but if provided 8'-0" wide min.	
Side Yard Proposed:	None Proposed.	
	<i>Complies</i>	
Min. Required Rear Yard (43-261) :	None required within 100' of a street line. Beyond 100' a rear yard with min. depth of 20' is required.	
Rear Yard Proposed:	None. Zoning Lot is within 100' of intersecting streets.	
	<i>Complies</i>	
Max. Height of Front Wall (43-43) :	85' or 6 stories	
Proposed Front Wall Height:	17.3'	
	<i>Complies</i>	
Required Front Setback (43-43) :	Narrow Street:	20' setback w/ Sky Exposure Plane of 2.7 to 1
	Wide Street:	15' setback w/ Sky Exposure Plane of 5.6 to 1
Proposed Front Setback:	None Proposed.	
	<i>Complies</i>	
Accessory Off-Street Parking and Loading Regulations		
Min. Req. Off-Street Parking (44-21) :	None Required	
Proposed Off-Street parking:	None Proposed.	
	<i>Complies</i>	
Min Required Loading Berths (44-52) :	Office Use:	None required for first 100,000 SF
	Retail Use:	None required for first 25,000 SF
Proposed Loading Berths:	None Proposed.	
	<i>Complies</i>	



1897 ATLAS (NYPL)

■ SITE

■ AREA OF DEMOLITION FOR EXTENSION OF LAFAYETTE STREET (ELM STREET)



1899 ATLAS (NYPL)

■ SITE

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1900 EXTENSION OF LAFAYETTE STREET (ELM STREET) VIEW NORTH FROM BLEECKER STREET (NYPL). NOTE CONTINUOUS STREETWALL



1901 CONSTRUCTION OF SUBWAY BENEATH LAFAYETTE STREET VIEW NORTH FROM E. HOUSTON STREET (NYPL)



59-63 BLEECKER STREET, AKA 336 LAFAYETTE STREET, 1929 (NYPL)
THE BAYARD-CONDICT BUILDING REPLACED SIMILAR 3-5 STORY BUILDINGS IN 1897

HISTORICAL BACKGROUND



BAYARD-CONDUCT BUILDING
1897 BROCHURE
NOTE 4-STORY BUILDING ADJACENT



BAYARD-CONDUCT BUILDING
UNDATED PHOTOGRAPH SHOWING ORIGINAL
BUILDINGS ON 59 BLEECKER STREET SITE

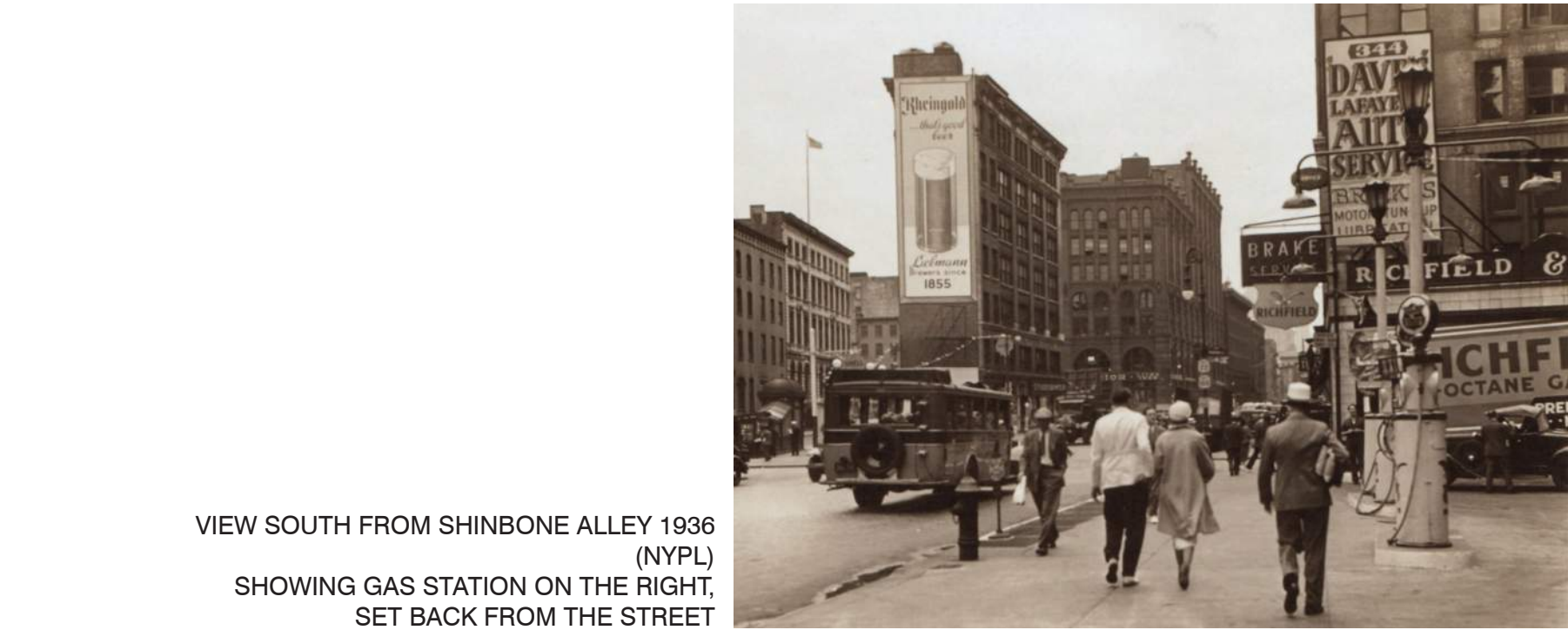
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VIEW SOUTH FROM SHINBONE ALLEY 1936
(NYPL)
SHOWING GAS STATION ON THE RIGHT,
SET BACK FROM THE STREET



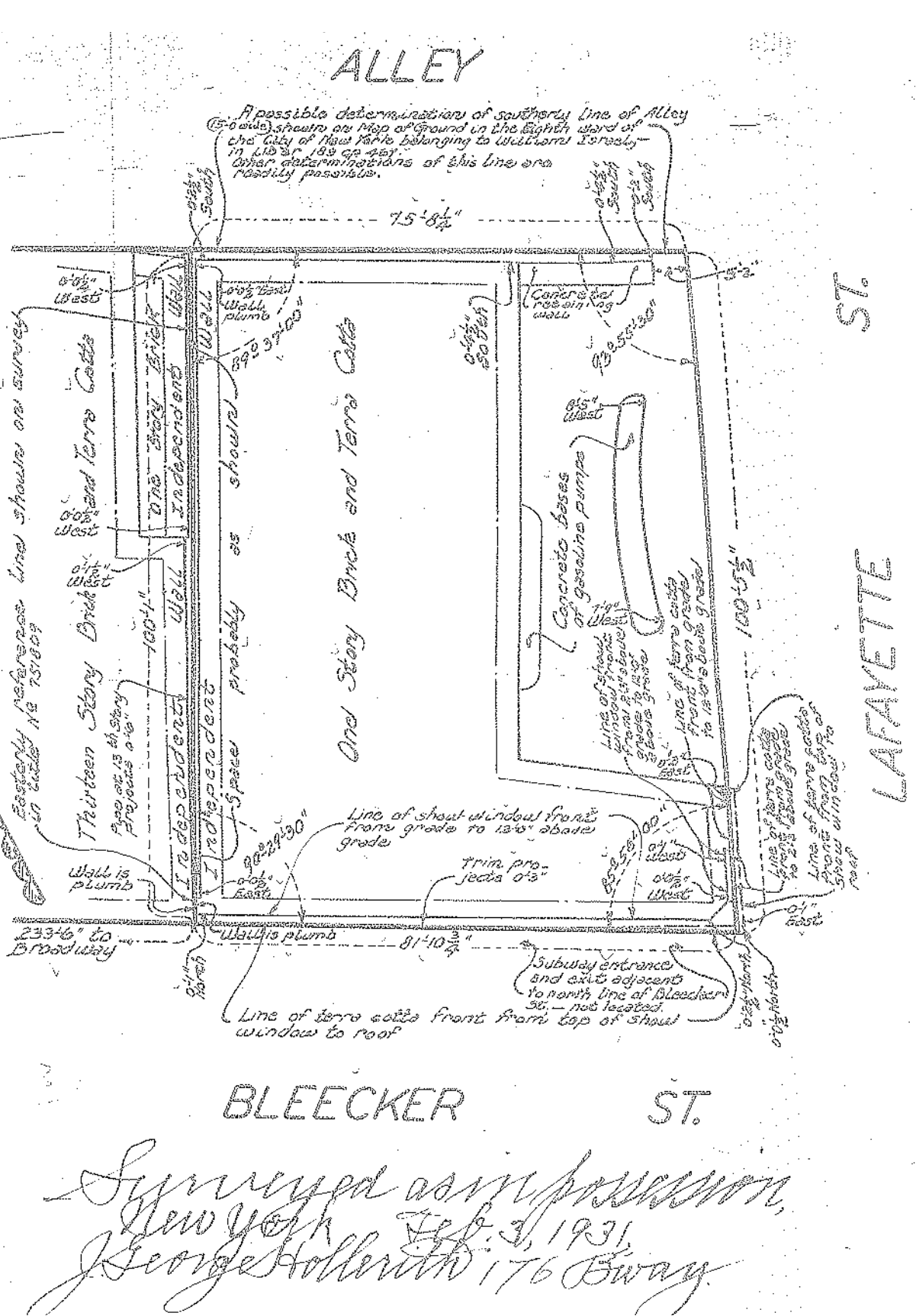
59 BLEECKER STREET CA 1940 (NYC TAX PHOTO)
THE CONSTRUCTION IN 1931 OF A ONE-STORY "TAX-PAYER" LIQUOR STORE AND GARAGE BUILDING
RESULTED IN THE LOSS OF THE STREET WALL ALONG LAFAYETTE STREET

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1931 SITE SURVEY

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1. VIEW NORTH ON LAFAYETTE FROM BLEECKER STREET, CA 1939 (NYPL)



2. LAFAYETTE AND GREAT JONES STREET, VIEW SOUTHWEST, CA 1939 (NYPL)



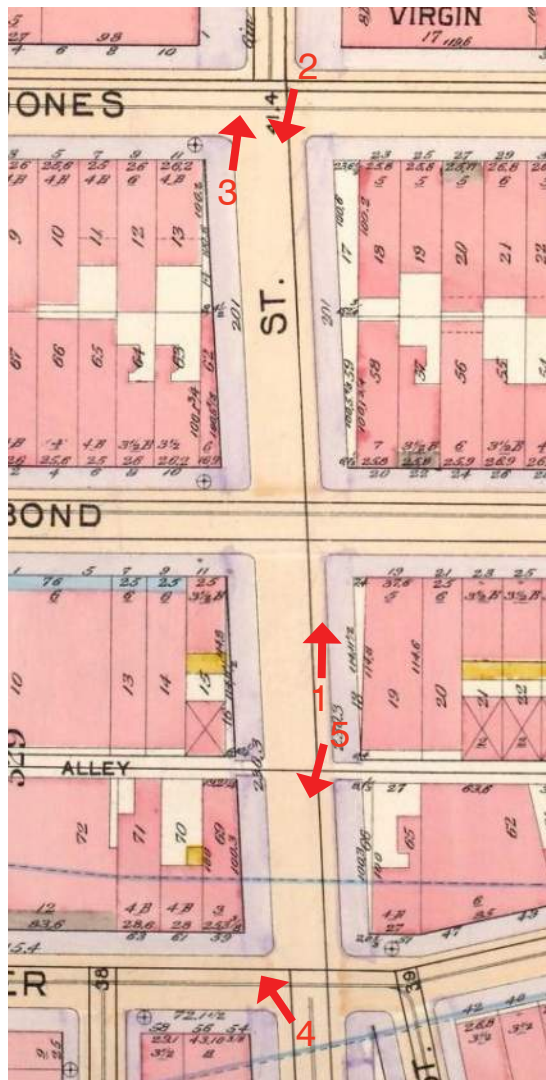
3. LAFAYETTE AND GREAT JONES STREET, VIEW NORTH-EAST, CA 1939 (NYPL)



4. 59 BLEECKER STREET LOOKING NORTH, CA 1939 (NYPL)



5. 59 BLEECKER STREET LOOKING SOUTH, CA 1939 (NYPL)



KEY PLAN

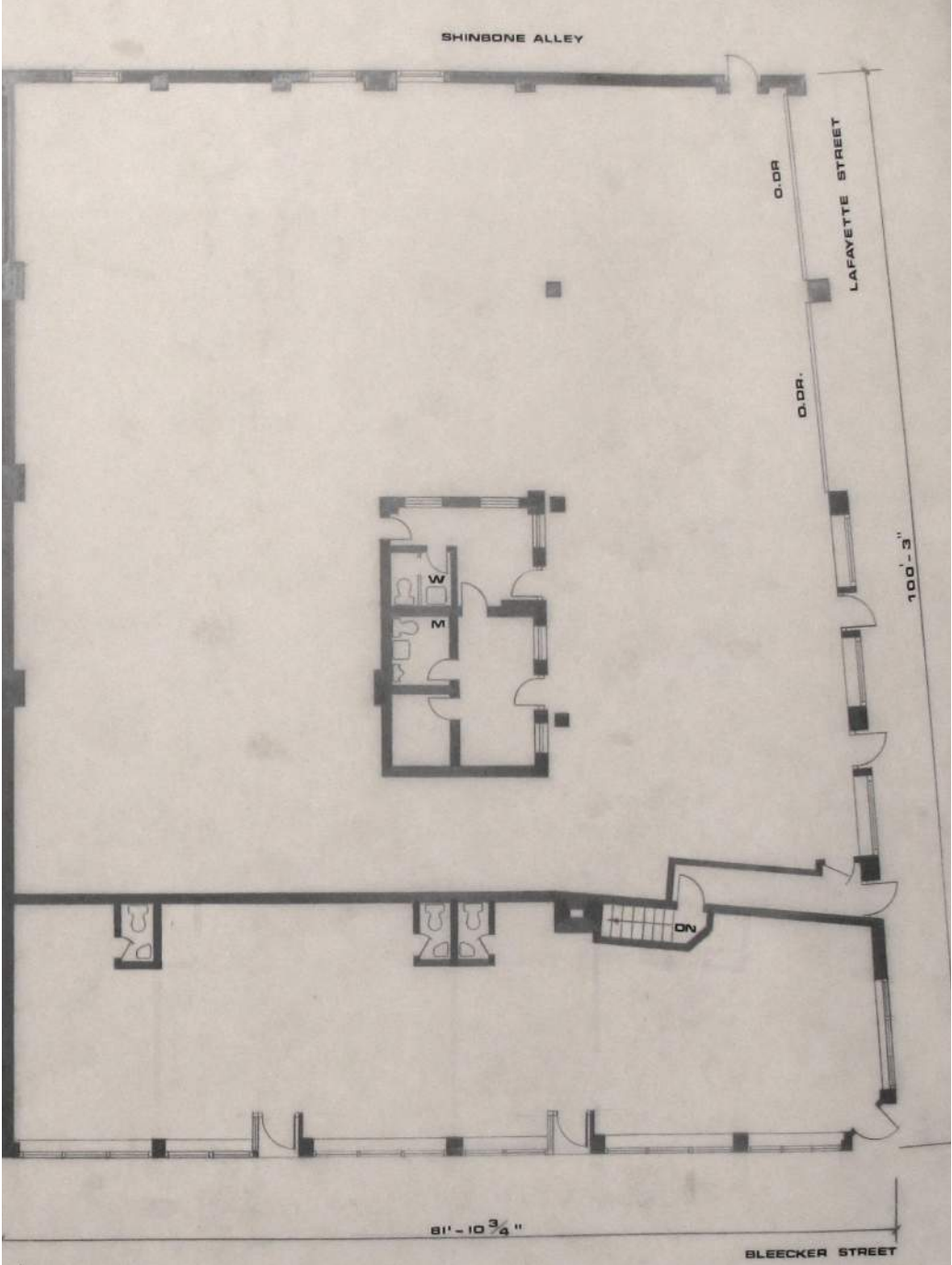
HISTORICAL CONTEXT: LAFAYETTE STREET

**BEYER
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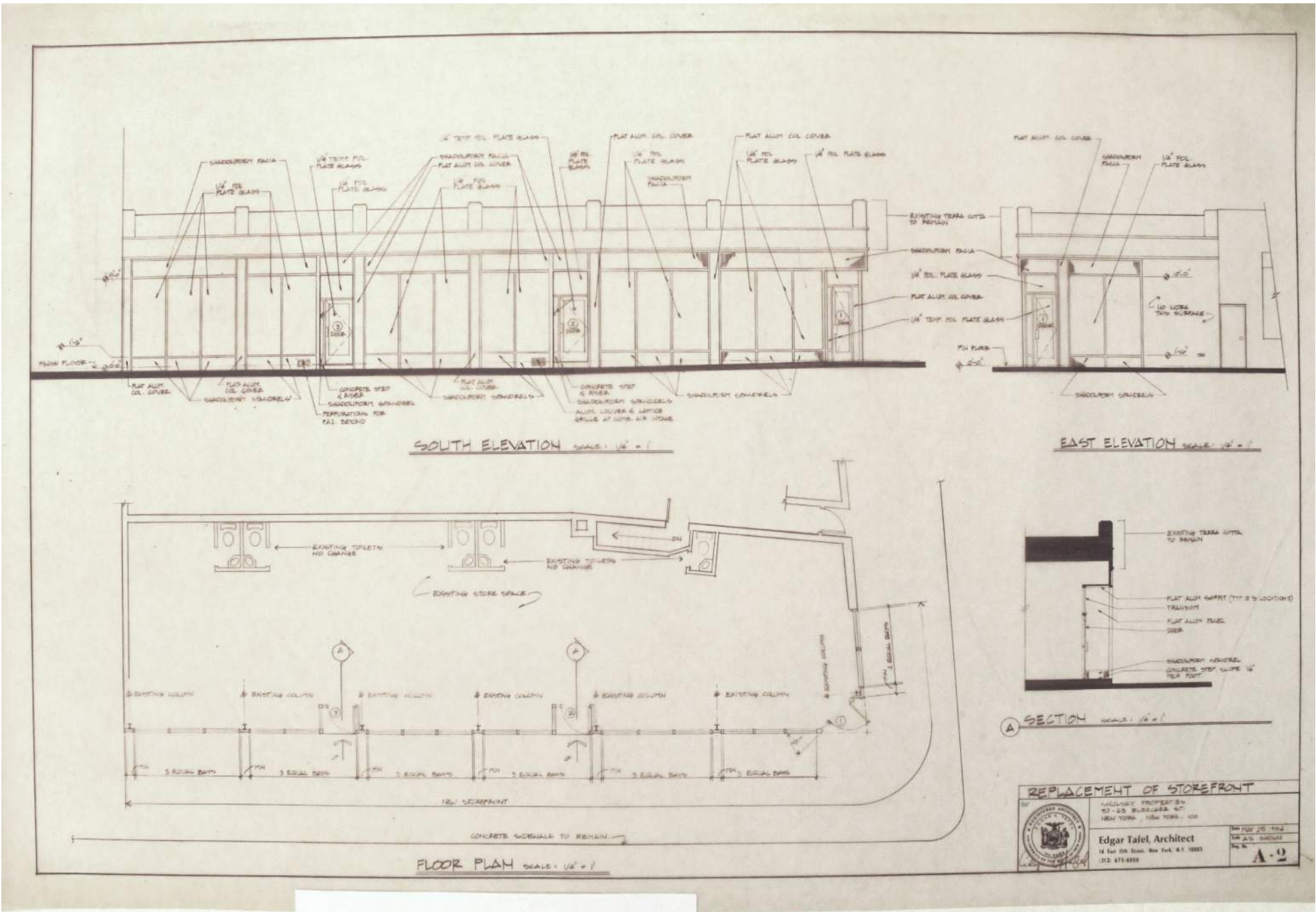
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1980'S FLOOR PLAN



1984 RENOVATION AND NEW STOREFRONTS

CHANGES OVER TIME

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EXISTING VIEW NORTHWEST

EXISTING CONDITIONS

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VIEWS FROM SOUTH SHOWING BLEECKER STREET TERRA-COTTA PARAPET AND 1980'S STOREFRONTS



DETAIL VIEW OF BLEECKER STREET 1980'S STOREFRONTS AND PARAPET

EXISTING CONDITIONS

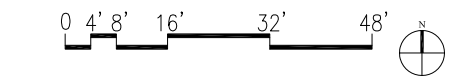


PROPOSED SITE PLAN

**BEYER
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VIEW FROM CORNER OF BLEECKER STREET & LAFAYETTE - EXISTING



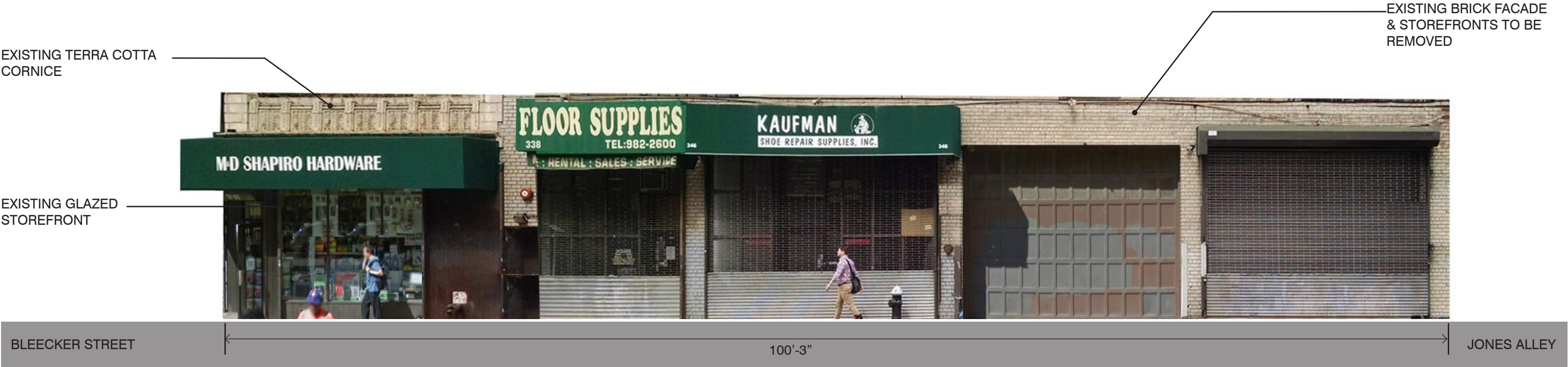
VIEW FROM CORNER OF BLEECKER STREET & LAFAYETTE - PROPOSED



EXISTING ELEVATION: BLEECKER STREET



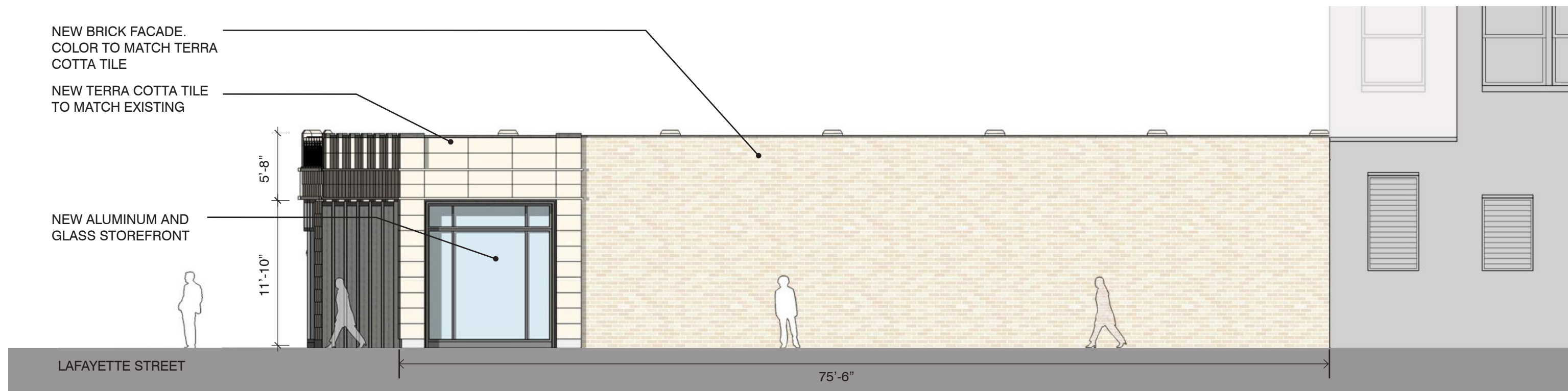
PROPOSED ELEVATION: BLEECKER STREET



EXISTING ELEVATION: LAFAYETTE STREET



PROPOSED ELEVATION: LAFAYETTE STREET



PROPOSED ELEVATION: JONES ALLEY



CONTEXT IMAGES - DISTRICT OF ALLEYS

**BEYER
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GREAT JONES ALLEY NORTH FROM
GREAT JONES STREET



GREAT JONES ALLEY NORTH FROM
BOND STREET



SHINBONE ALLEY WEST FROM
LAFAYETTE STREET



SHINBONE ALLEY SOUTH FROM
GREAT JONES STREET



SHINBONE ALLEY SOUTH FROM
BOND STREET



JONES ALLEY NORTH FROM
BLEECKER STREET

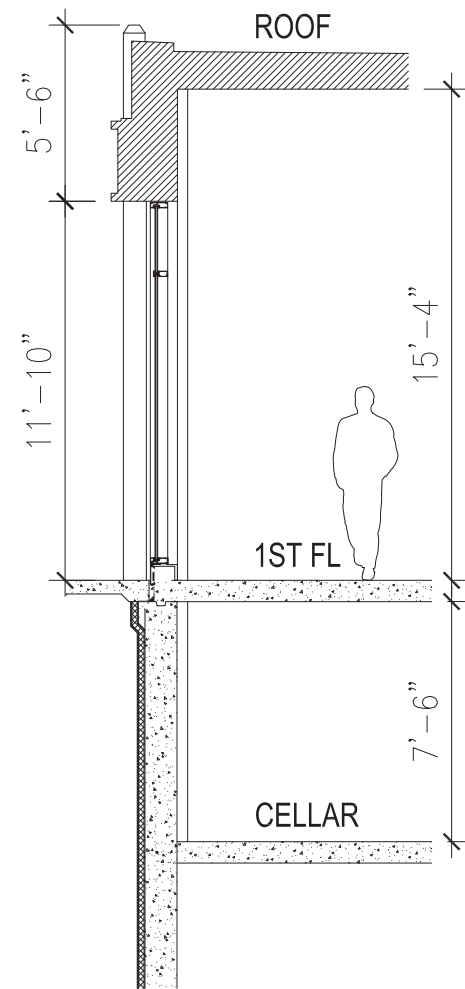
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FACADE DETAIL PERSPECTIVE



FACADE SECTION DETAIL

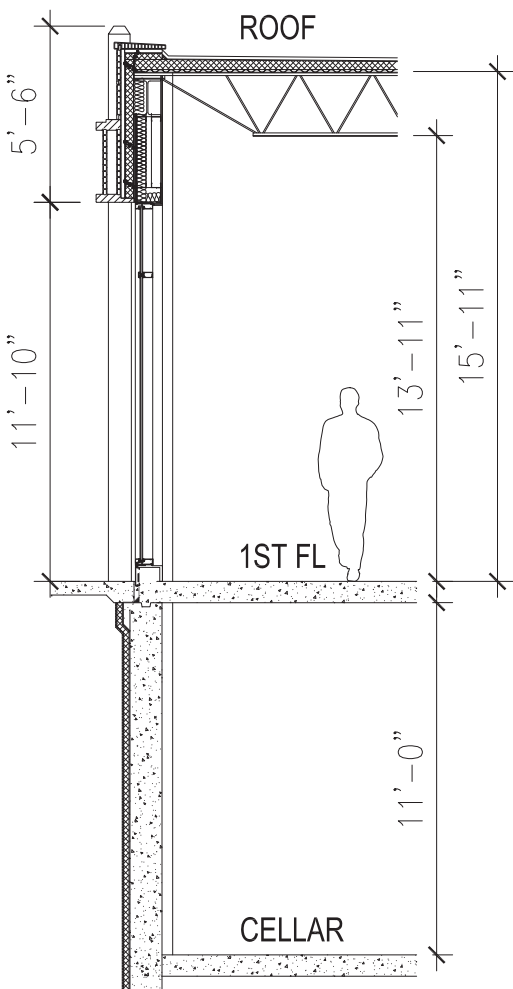
FACADE DETAILS: BLEECKER STREET

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FACADE DETAIL PERSPECTIVE

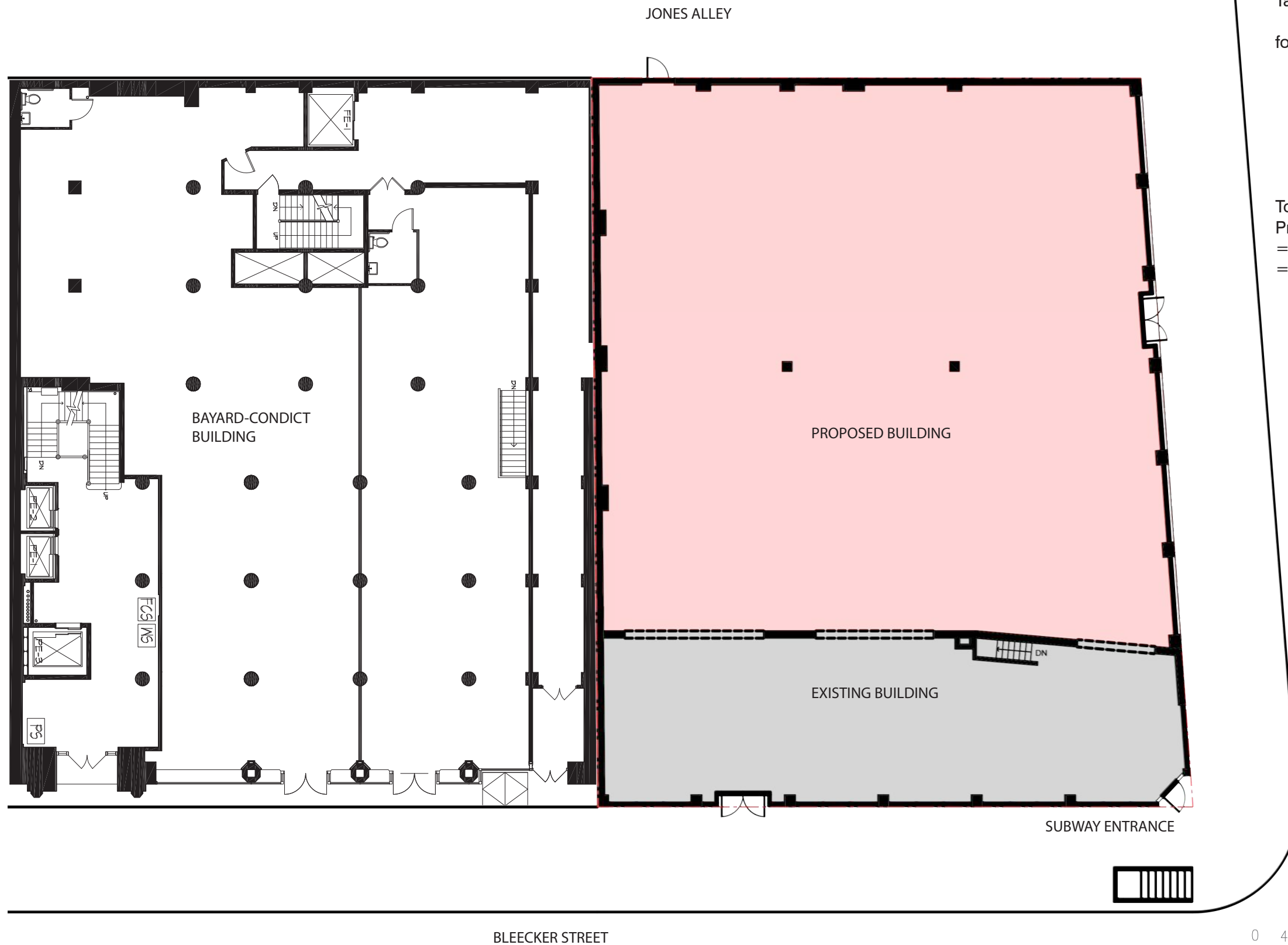


FACADE SECTION DETAIL

FACADE DETAILS: LAFAYETTE STREET

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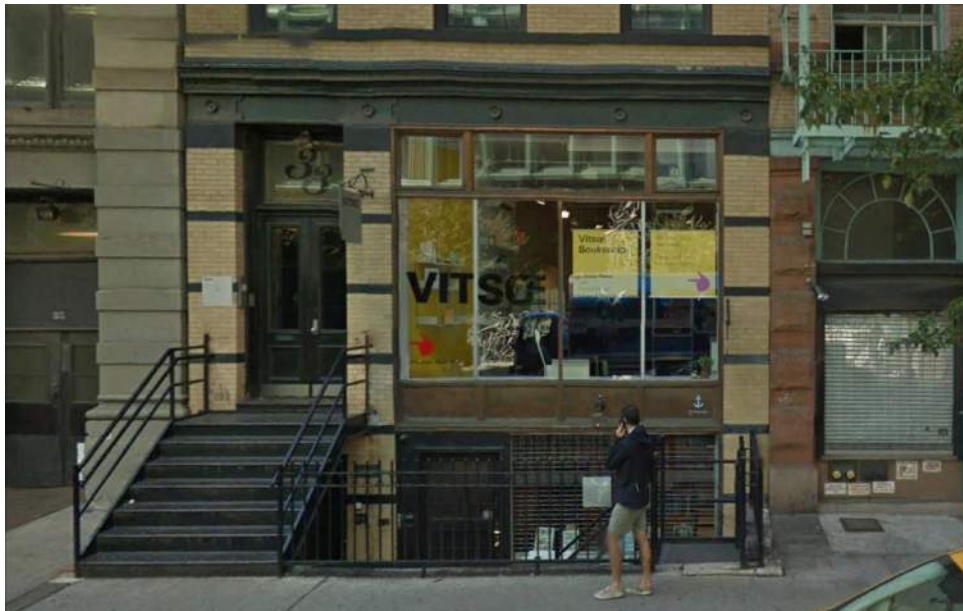


Tabulation Of Areas

for 1-Story Retail Building

Floor	Gross Area	Net Area
1st Floor	7,863 GSF	6,118 NSF
Cellar	7,562 GSF	6,947 NSF
Sub-Total	15,425 GSF	13,065 NSF

Total:
Proposed 1-Story Building + Cellar
= 15,425 GSF
= 13,065 NSF of Retail



VIEW SOUTH ON BOND STREET
BETWEEN LAFAYETTE AND BOWERY



VIEW SOUTH ON BOND STREET
BETWEEN LAFAYETTE AND BROADWAY



VIEW SOUTH ON BOND STREET
BETWEEN LAFAYETTE AND BOWERY



VIEW NORTH ON GREAT JONES STREET
BETWEEN BROADWAY AND LAFAYETTE

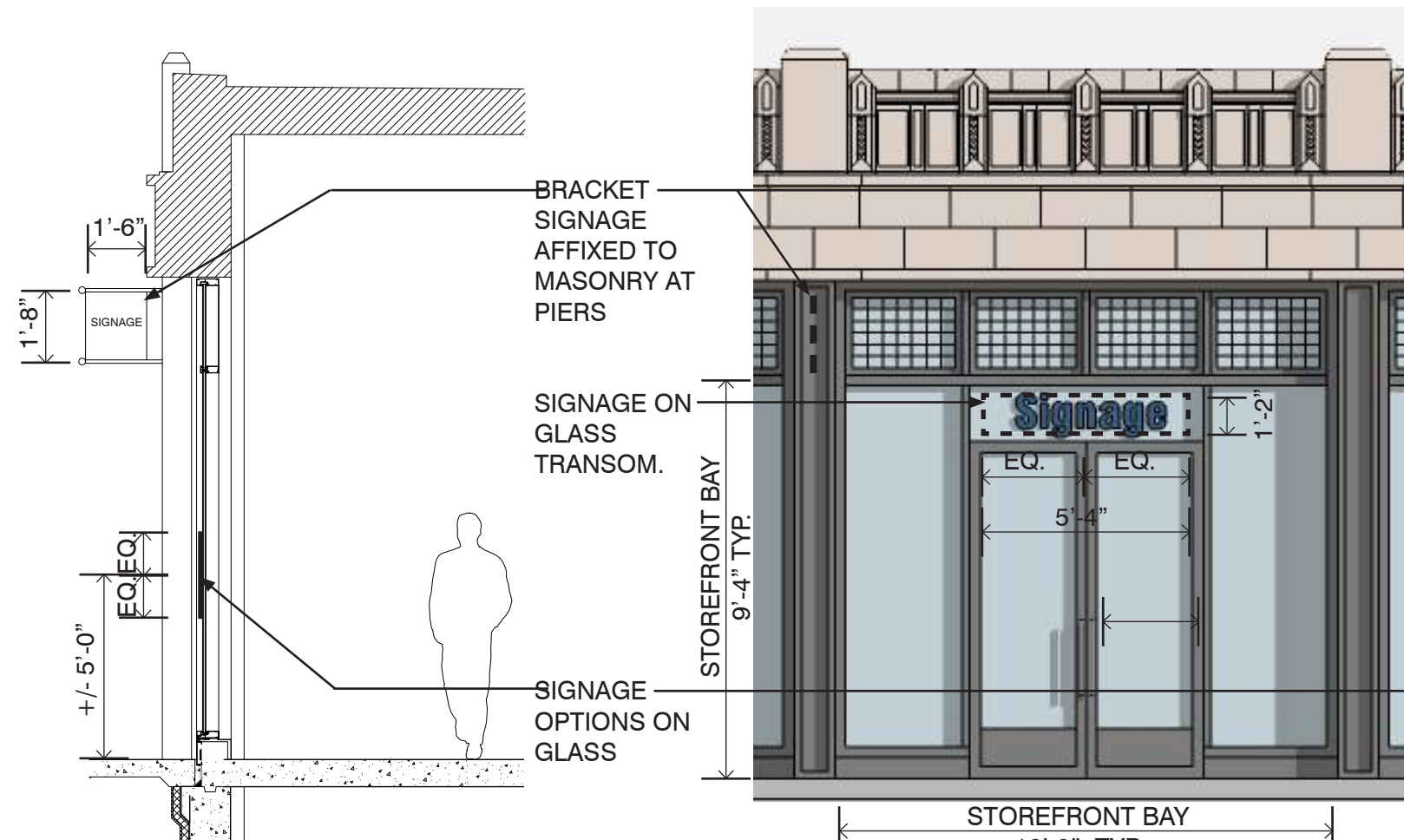


VIEW NORTH ON GREAT JONES STREET
BETWEEN LAFAYETTE AND BOWERY



VIEW SOUTH ON GREAT JONES STREET
BETWEEN LAFAYETTE AND BOWERY

EXISTING SIGNAGE EXAMPLES WITHIN THE NOHO HISTORIC DISTRICT AND EXTENSION



SECTION AT STOREFRONT
1/4" SCALE

PARTIAL ELEVATION AT STOREFRONT ENTRY
1/4" SCALE

TOTAL GLAZED AREA:	81 SF
MAX. SIGNAGE AREA (81 SF X 20%):	16 SF
PROPOSED SIGNAGE AREA :	6 SF



PARTIAL ELEVATION AT STOREFRONT
1/4" SCALE

TOTAL GLAZED AREA:	93 SF
MAX. SIGNAGE AREA (93 SF X 20%):	18 SF
PROPOSED SIGNAGE AREA :	18 SF



ELEVATION AT BLEEKER STREET (N.T.S.)

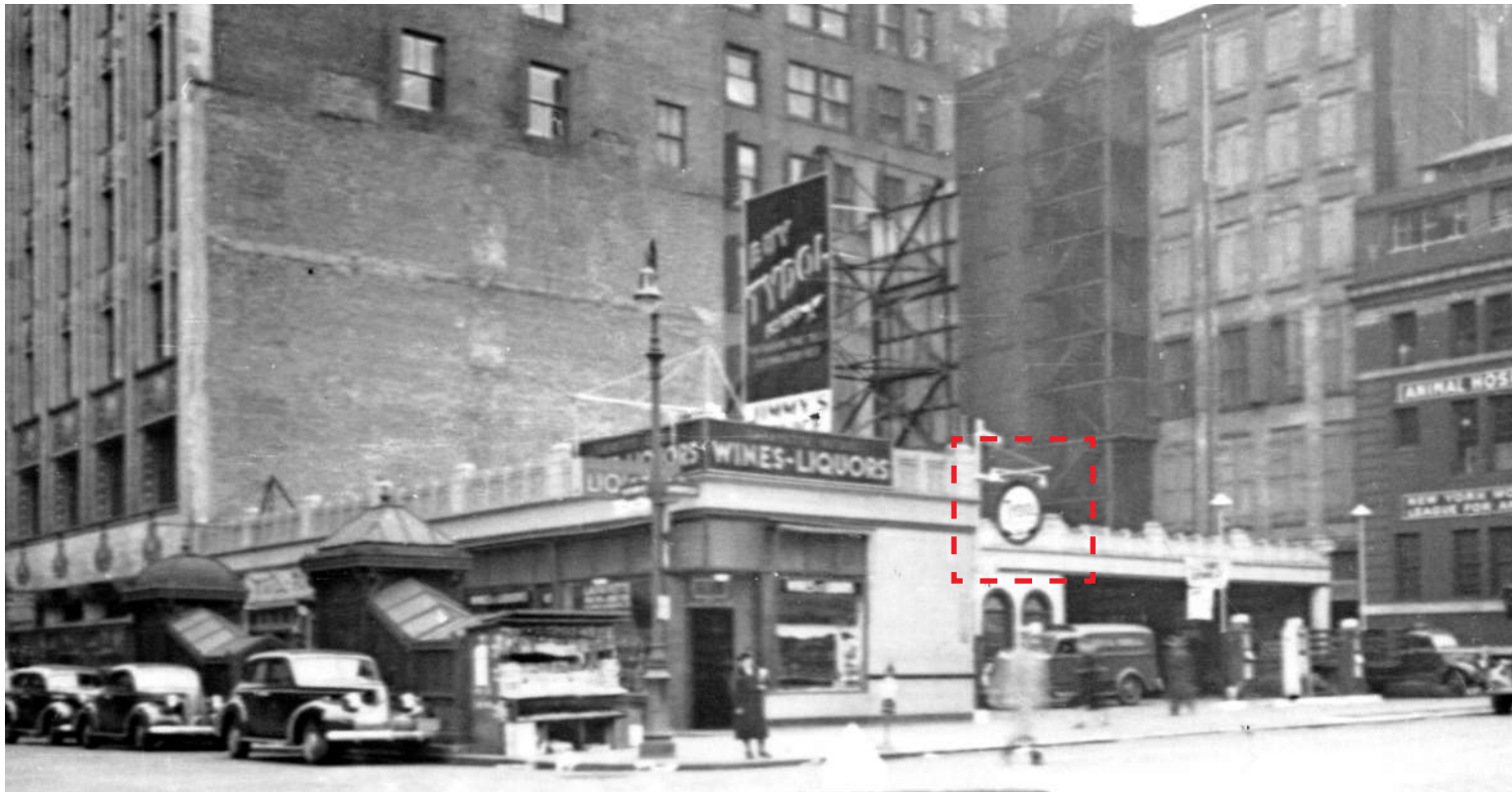
81'-9" STREET FRONTAGE/25' = 3
MAX. THREE BRACKET SIGNS AT BLEECKER STREET FACADE ALLOWED



ELEVATION AT LAFAYETTE STREET (N.T.S.)

100'-3" STREET FRONTAGE/25' = 4
MAX. FOUR BRACKET SIGNS AT BLEECKER STREET FACADE ALLOWED

PROPOSED STOREFRONT SIGNAGE



ORIGINAL BRACKET SIGN
VIEW FROM 59 BLEECKER STREET CA 1940 (NYC TAX PHOTO)



PROPOSED BRACKET SIGN
VIEW FROM 59 BLEECKER STREET



ORIGINAL BRACKET SIGN
VIEW FROM 59 BLEECKER STREET LOOKING SOUTH, CA 1939 (NYPL)



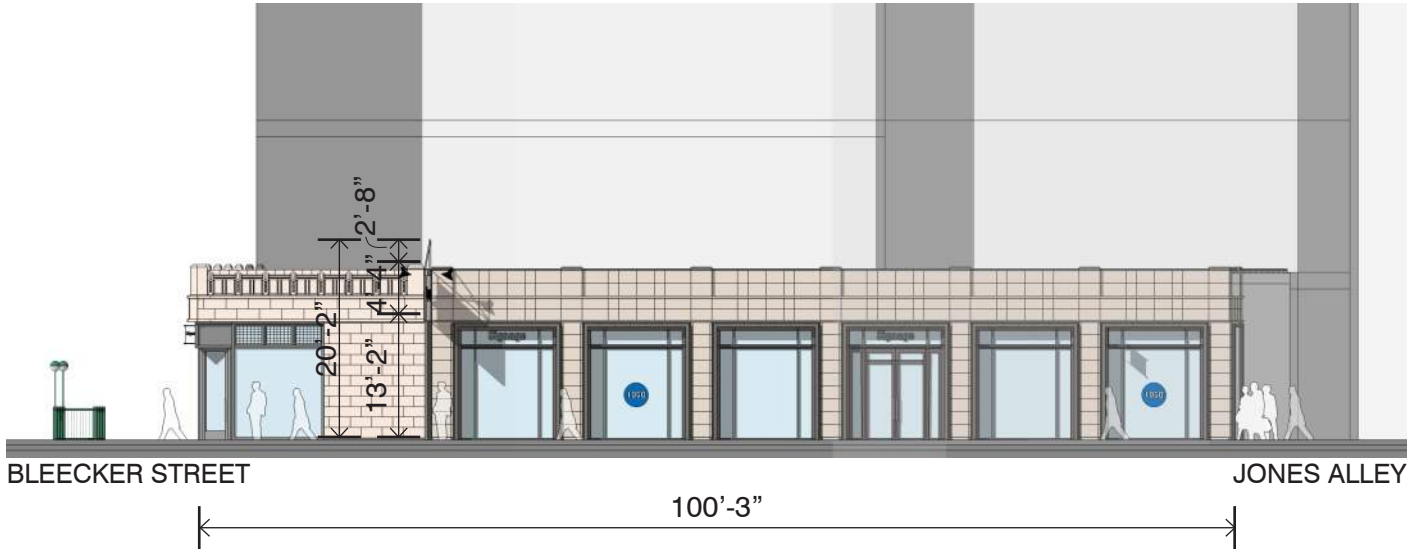
PROPOSED BRACKET SIGN
VIEW FROM 59 BLEECKER STREET LOOKING SOUTH

PROPOSED BRACKET SIGN

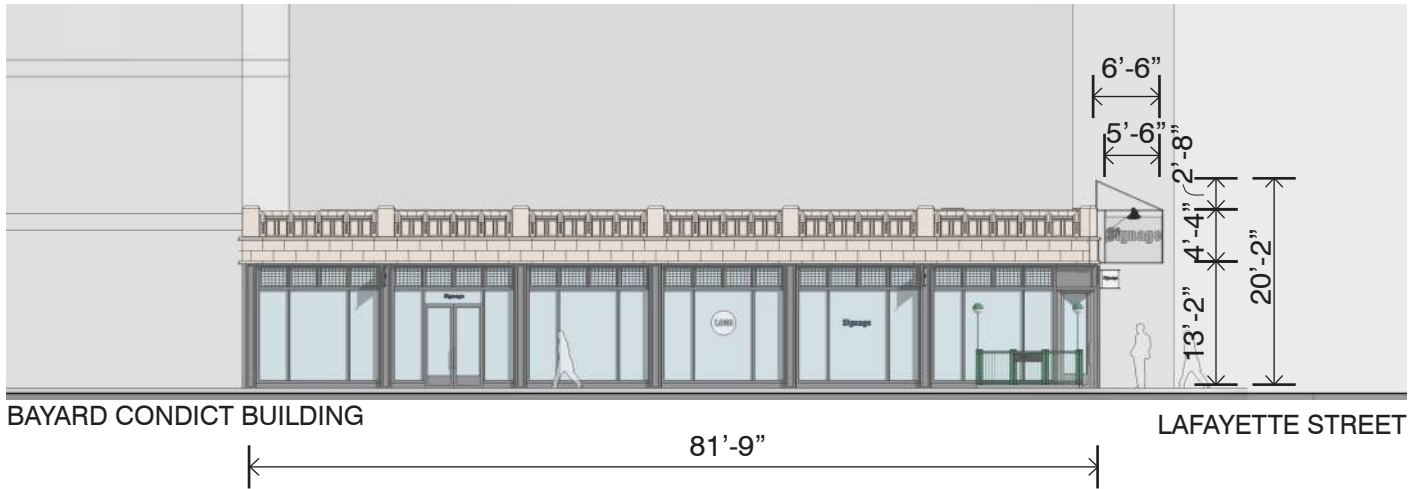
ZONING TEXT
SIGN REGULATIONS (42-50)

ZONING DISTRICT: M1-5B (LIGHT MANUFACTURING DISTRICT)

- SURFACE AREA AND ILLUMINATION PROVISIONS (42-53)
SUCH STANDARDS SHALL ENSURE THAT ILLUMINATION ON ANY ILLUMINATED SIGN DOES NOT PROJECT OR REFLECT ON RESIDENCES OR JOINT LIVING-WORK QUARTERS FOR ARTISTS SO AS TO INTERFERE WITH THE REASONABLE USE AND ENJOYMENT THEREOF.
- ILLUMINATED OR FLASHING SIGNS (42-533)
ADVERTISING SIGNS WITH INDIRECT ILLUMINATION ARE PERMITTED, PROVIDED THAT THE TOTAL SURFACE AREA OF ALL SUCH SIGNS, IN SQUARE FEET, SHALL NOT EXCEED:
(B) FOR ACCESSORY OR ADVERTISING SIGNS WITH INDIRECT ILLUMINATION, FIVE TIMES THE STREET FRONTAGE OF THE ZONING LOT, IN FEET, AND THAT THE SURFACE AREA OF EACH SIGN SHALL NOT EXCEED 750 SQUARE FEET
 $(100'-3" + 81'-9") \times 5 = 910 \text{ SF} > 750 \text{ SF PERMITTED}$
 $(5'-6" \times 4'-4") \times 2 = 48 \text{ SF PROPOSED}$
- PERMITTED PROJECTION (42-541)
NO PERMITTED SIGN SHALL PROJECT ACROSS A STREET LINE MORE THAN 18 INCHES FOR DOUBLE - OR MULTI-FACETED SIGNS.
- HEIGHT OF SIGNS (42-543)
IN ALL DISTRICTS, AS INDICATED, PERMITTED SIGNS SHALL NOT EXTEND TO A HEIGHT GREATER THAN 40 FEET ABOVE CURB LEVEL PROVIDED THAT NON-ILLUMINATED SIGNS OR SIGNS WITH INDIRECT ILLUMINATION MAY EXTEND TO A MAXIMUM HEIGHT OF 75 FEET.



PROPOSED BRACKET SIGN ELEVATION AT LAFAYETTE STREET (N.T.S.)



PROPOSED BRACKET SIGN ELEVATION AT BLEECKER STREET (N.T.S.)

PROPOSED BRACKET SIGN ELEVATIONS