



gvshp



Greenwich Village
SOCIETY FOR HISTORIC PRESERVATION

2015–2016 ANNUAL REPORT



PRESERVING OUR PAST, ENGAGING OUR FUTURE.

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A NOTE FROM THE PRESIDENT

SANDY HECHTMAN



Art Levin

Despite increasingly challenging times, GVSHP has continued to grow steadily over the past year, taking on new battles, continuing to fight for victories yet to be won, and providing many new public resources and services. None of this would be possible without the increased support and participation from our members and the public.

The Society's efforts to engage the public grew on all fronts. Our membership numbers and levels of support have increased steadily over the past year. Participation in our public programs, continuing education, and fundraising events reached new highs. Our Children's Education program adopted new materials and curricula to inform and engage students from across the city. And our online resources, including our new historic image archive and our expanded oral histories featuring key figures in our neighborhoods' past and present, attracted increasing numbers of viewers.

Given the shifting political and economic landscape we face in our city, we have had to expand the scope of our advocacy as well. Preservation of small neighborhood business has become an increased priority. Helping to lead opposition to the citywide rezoning changes promoted by the Mayor as well as legislative restrictions on preservation advanced by the City Council have become a new area of focus.

Efforts to prevent expansion of potentially massive development in our neighborhoods, and especially along our treasured waterfront as enabled by "air rights" transfers authorized by the New York State Legislature, are now a key part of our mission.

And confronting a vastly altered understanding of the mission and responsibilities of the Landmarks Preservation Commission—the city agency which has been more responsible than any other for the preservation of our neighborhoods and our everyday connection with our city's rich, diverse history—has become a new necessity.

Paradoxically, while there is a greater interest in the historic treasures of our neighborhood, there is at the same time a greater threat to them than ever before. The Society is stepping up to both serve that interest and win that fight. With our strong base of membership support, a hardworking, "hands on" board, and an incredibly dedicated and talented staff, I believe we can and will do both.

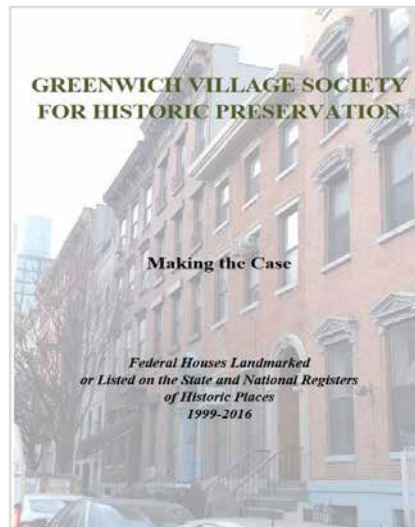
ART LEVIN

Art Levin
President, Board of Trustees



GVSHP's home in the Neighborhood Preservation Center, located in the Ernest Flagg Rectory of St. Mark's Church, 232 East 11th Street, in the St. Mark's Historic District.

PRESERVATION & ADVOCACY



(l. to r.) Proposed development at 85-89 Jane Street which the Landmarks Preservation Commission has not approved; 57 Sullivan Street

Fighting to maintain the historic architecture, scale, and character of our neighborhoods in the face of ever-increasing pressure from City Hall and the real estate industry remained the Society's number one priority.

GVSHP spearheaded the effort to secure protections for the entire Greenwich Village and Meatpacking District waterfront from "air rights" transfers from the Hudson River Park, a mechanism authorized by the State Legislature in 2013 which could add a million and a half square feet or more of development to these areas. We also pushed for long-overdue landmark protections for the last remaining section of our proposed South Village Historic District, covering much of MacDougal, Sullivan, and Thompson Streets south of Houston Street. And we demanded substantial changes to a proposed mega-development on the St. John's Terminal site at West and Houston Streets to better protect the surrounding West and South Village neighborhoods from the vastly increased traffic it could generate.

The Society successfully led the charge against the Mayor's plans to roll back zoning protections that we fought for years to achieve in residential neighborhoods. We managed to preserve virtually all our zoning protections in the West Village, and by far most, but not all, of those protections in the East Village.

Throughout the year we fought for new zoning protections for the University Place/Broadway corridor, where current zoning allows 300 ft. tall towers, such as the one being built on the

former Bowlmor site at University Place and 12th Street. For two years GVSHP has been advocating for a rezoning plan that would enact reasonable height limits while encouraging or requiring the retention or creation of affordable housing, the Mayor's supposed number one priority. He nevertheless consistently blocked the plan.

GVSHP also helped lead the fight against a plan to transform much of the south side of Gansevoort Street in the Gansevoort Market Historic District. While we were able to block or reduce some of the more outrageously inappropriate parts of the plan, the city's Landmarks Preservation Commission (LPC) approved too much of what the developer was seeking. The Society was on the front lines as well in response to plans for woefully out-of-character new developments at 11 and 85-89 Jane Street in the Greenwich Village Historic District. In both cases the LPC pushed back on the proposals, but the final outcomes are not yet decided.

After getting the City to drop a plan to remove from consideration one hundred potential landmarks across the city, GVSHP helped secure landmark designation for an 1816 federal house at 57 Sullivan Street, for which GVSHP had been seeking landmark designation for over a decade. The Society subsequently issued a report documenting the more than one hundred twenty Federal Era (1790-1835) houses for which we have been able to secure landmark designation in the past two decades.

The Society was out front in the fight against Intro. 775, a City Council bill that would make landmark designation harder and demolition of historic buildings easier. We got the most odious and damaging parts of the bill removed, but a watered-down version was still passed by the Council (all three Village Councilmembers—Johnson, Mendez, and Chin—voted against it). However, preservationists were able to identify a loophole in the bill which would allow the Landmarks Preservation Commission to circumvent even its remaining provisions.



GVSHP led demonstrations against the Mayor's citywide rezoning plans to protect limits on new development in the East and West Village.

Finally, GVSHP continued its work to document and highlight sites of importance to the LGBT civil rights movement in our neighborhood. We were part of a broad coalition which successfully advocated for the Stonewall Inn and surrounding area being named a National Monument by President Obama, and we marked the 50th anniversary of the pioneering "Sip In" at Julius' Bar at 159 West 10th Street with a renewed call for landmark designation of the site.

BENEFIT HOUSE TOUR

On May 1, 2016, GVSHP staged its 18th Annual Spring House Tour Benefit. A major source of income for the Society, this year's house tour was our highest grossing yet, raising nearly \$180,000 for the Society.

The tour was made possible by the hard work of more than one hundred thirty volunteers, more than a dozen hard-working Benefit Committee members, and of course the seven incredibly generous families who opened the doors to their homes for the tour.

Homes on the tour ranged from dazzling lofts to one of the oldest surviving houses in Manhattan, and included spectacular renovations, impeccable restorations, and one-of-a-kind art collections.



The post-tour reception, held this year at the Salmagundi Club, gave many of our most generous supporters a further opportunity to celebrate the day and GVSHP's work. Thank you to all who participated and helped.

Please see the index in back for a full list of donors to the event.

MEMBERSHIP

Contributions from individuals continue to be the single largest source of funding for GVSHP and its work, constituting more than two-thirds of our annual support.

More than 300 new members joined GVSHP in our last fiscal year, bringing in over \$100,000 in new membership support. From 2001 to 2015, total membership support grew by nearly 1,100%, while the number of GVSHP members increased by almost 500%, greatly increasing GVSHP's capacity for education, research, and advocacy.

GVSHP's 'Members Only' programming serves as a thank you for existing members for their support and as encouragement for new membership support for the organization. Members-only events over the past year included a guided tour of Jefferson Market Garden and Library, private guided tours of the 'Folk City' and Jacob Riis exhibitions at the Museum of the City of New York, and a guided tour of Civil War historic sites in Greenwich Village and the East Village with historian Joyce Gold.

By far the majority of GVSHP's membership support comes from local residents. But we also receive support from across the city, country, and world, from those who believe in historic preservation and preserving the special character and legacy of the Village, East Village, and NoHo. New members came to GVSHP from a variety of sources over the past year, including programs, continuing education, advocacy, our Annual Awards, House Tour, interaction with our website and online resources, social media, and electronic and printed newsletters.



Hundreds of GVSHP members turned out for our Annual Meeting to elect new trustees and hear about the organization's work.

VILLAGE AWARDS



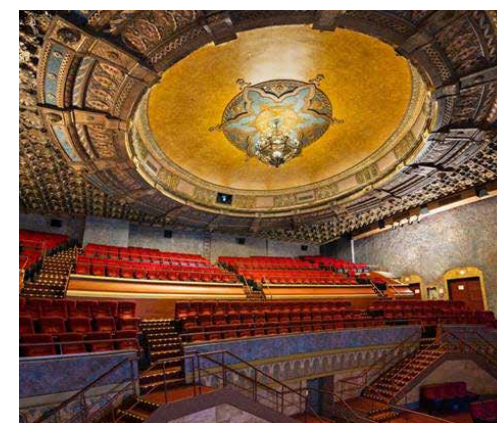
Each year, GVSHP honors just some of the people, places, and institutions which contribute to the special quality of life in our neighborhoods.

A near capacity crowd filled the 500-seat historic auditorium at The New School in June for GVSHP's Annual Village Awards, hosted by noted poet Bob Holman.

This year's awardees, chosen by our Awards Committee from scores of nominations from the public, were:

- J. Baczynsky's East Village Meat Market, a forty-six-year-old institution at 139 Second Avenue dedicated to the art of Eastern European meat preparation and sale;

- the meticulous and painstaking interior restoration of the Jaffe Art Theater at Second Avenue and 12th Street, a landmarked former Yiddish theater which now houses the Village East Cinemas;
- Julius' Bar at 159 West 10th Street, one of the city's oldest continuously operating bars, its oldest gay bar, and the site fifty years ago of the landmark "Sip In" for LGBT rights, protesting discriminatory anti-gay laws of the time;
- Small's Jazz Club at 183 West 10th Street, a longtime incubator of great jazz, which through a unique live-streaming service makes performances accessible to a wide swath of the public while sharing profits with artists;
- Writer, cultural pioneer, and "A Gathering of the Tribes" founder Steve Cannon;
- the nearly ninety year old Strand Bookstore, a family-owned bookstore and local institution which has become an international icon of bookselling, book discussion, and knowledge-sharing;
- Save Gansevoort, the recipient of this year's Regina Kellerman Award, a grassroots local community group spearheaded by longtime activists that mobilized a broad cross-section of the West Village and Meatpacking District community against a plan for massive demolition and out-of-scale new construction on Gansevoort Street in the Gansevoort Market Historic District.

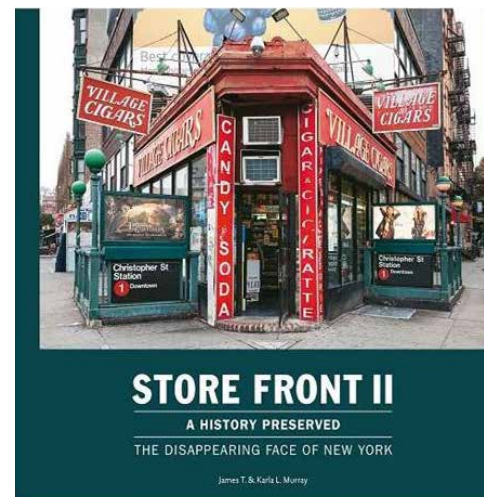


Jaffe Art Theater Restoration

PROGRAMS



GVSHP had a very busy programming year, with sixty public programs attended by 5,150 people, a 30% increase over the prior year. Almost all of our programs were free and, with the exception of our members-only events, open to the public. These ranged from programs celebrating Jefferson Market Garden to those remembering the East Village's General Slocum Disaster; interviews with former owners of Meatpacking District businesses



to surveys of the New School's extensive site-specific art collection; panel discussions on the legacy of Jane Jacobs, and lectures and slideshows on storefront preservation.

We also added two new historic plaques in the neighborhood in conjunction with the Two Boots Foundation. One marked the site of writer and civil rights pioneer James Baldwin's home on Horatio Street, while the other marked the site of the former studio and home of painter Jean-Michel Basquiat on Bond Street in NoHo. Members of the artists' families, their collaborators, and those inspired by them in their own work attended and spoke at the unveiling ceremonies.

GVSHP's programming educates the public about historic preservation, and provides new insights and perspectives on the unique architectural and cultural heritage of Greenwich Village, the East Village, and NoHo.

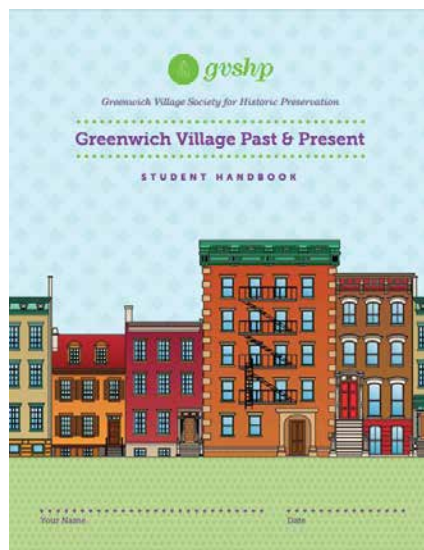


General Slocum Remembrance and Walking Tour

PUBLIC EDUCATION

GVSHP continued to expand and improve our two main educational programs—Children’s Education, offered to elementary school students throughout New York City, and Continuing Education, a New York State accredited program serving real estate professionals. Participation and interest in our new *Business of the Month* program also grew.

GVSHP continued to offer our Children’s Education program to any school in New York City regardless of need or ability to pay. Throughout the 2015-2016 school year, our program served 865 students in 36 classes in 11 schools throughout Manhattan, Brooklyn, and the Bronx. About 57% of the students received need-based scholarships allowing them to participate in the three-session program for free, while the remainder of the classes paid a small administrative fee.



Continuing Education walking tour with architectural historian Francis Morrone.

Our Continuing Education program, conducted in conjunction with our Broker’s Partnership, reached scores of area real estate professionals over the past year, teaching members of this important industry the value of preservation and history. Classes covered topics including the evolution of New York apartment house style, a walking tour of Jane Jacobs’ West Village, and *The New Village: Immigrants, Factories and Bohemians*.

In late 2014, GVSHP launched our *Business of the Month* program. Each month, a local, independent business is showcased on GVSHP’s website and blog, and shared via our electronic newsletter. Local businesses are the backbone of our neighborhoods, and many find themselves in an increasingly tough, competitive environment of rising rents and proliferating chain stores. The public is invited to nominate their favorite businesses for consideration, and we hope to increase support for and patronage of independent stores that provide vital services or unique amenities in our neighborhoods. Hundreds of individuals have submitted nominations, and our *Business of the Month* selections have been seen by thousands of viewers.

ONLINE RESOURCES AND PUBLIC ENGAGEMENT

GVSHP provides a number of resources on our website for those seeking to perform research, get involved, or learn more about the culture, architecture, or history of Greenwich Village, the East Village, and NoHo.

Our website continues to attract users and connect us to interested people and potential supporters from across the globe. In the past year it drew well over 300,000 pageviews, connecting visitors near and far to information about our neighborhoods’ history, current preservation efforts, and ongoing events. Our blog, *Off the Grid*, accounts for a large part of that viewership. Of its 1,400 hundred posts, more than 165 have had more than a thousand page views, and more than a dozen have been accessed over five thousand times each, with our most popular blog post receiving nearly 40,000 page views.



GVSHP has also been expanding our social media presence. In the past year our Facebook reach has grown by nearly 50%, our Twitter following has grown by nearly 25%, and the viewership of our YouTube page has grown by 30%. This includes nearly 7,000 views of the videos of our programs, which for the first time surpassed the number of in-person attendees, showing the value of making every one of our programs permanently available for viewing on the web. And at our Annual Meeting and Awards in June, we launched GVSHP’s Instagram account, a new way to share our neighborhoods’ rich visual treasures and our organization’s ongoing work.

Our Landmarks Application Webpage is the first of its kind in the city, providing invaluable information about every single proposed change to a landmarked building in our neighborhoods requiring a public hearing. It provides the history of the building, when and where the application will be heard, and how you can give or submit testimony before a decision is made. It tracks the application from its first filing

to its resolution, and allows the public to sign up for alerts and updates. In the last year, this webpage has received nearly 30,000 pageviews from nearly 15,000 unique visitors, making this an incredibly valuable and widely used resource.



GVSHP launched our Historic Image Archive online this year, making over 300 historic images of our neighborhood available to the public. We also released twenty new oral histories to our online collection, more than doubling our existing collection.

GVSHIP FISCAL YEAR 2015

Income

Membership & Individual Support	\$ 698,289
Benefit & Events	\$ 181,261
Grants and Contributions	\$ 126,450
In-Kind & Scholarship Donations	\$ 8,850
Earned Revenue	\$ 12,677
Total	\$ 1,027,527

Expenses

Children's Education	\$ 31,898
Broker Education	\$ 23,418
Lectures, Tours, and Meetings	\$ 150,073
Archive & Oral History	\$ 64,746
Membership Services & Newsletter	\$ 197,574
Preservation & Advocacy	\$ 258,996
<i>Program Services Subtotal</i>	<i>\$ 726,705</i>
General & Administrative	\$ 107,658
Fundraising	\$ 90,174
<i>Supporting Services Subtotal</i>	<i>\$ 197,832</i>
Fund Balance	\$ 102,990
Total	\$ 1,027,527

APPENDIX

Committees 2015–2016

ARCHIVE COMMITTEE:

Mary Ann Arisman, Arthur Levin, Judith Stonehill, Martica Sawin Fitch, Jay Shockley, Cas Stachelberg, George Vellonakis, Tony Wood

AUDIT COMMITTEE:

Chair: Marilyn Sobel
Trustees: Arthur Levin, Trevor Stewart, Linda Yowell, F. Anthony Zunino

AWARDS COMMITTEE:

Co-Chairs: Tom Birchard, Katherine Schoonover
Trustees: Anita Isola, Justine Leguizamo
Non-trustees: Caroline Benveniste, Jessica Davis, Steve Halprin, Bob Holman, Dan Levy, Karla Murray, Scott Newman, Joan Schechter, Pamela Tillis

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Non-trustees: Jane Forman, Christina Kepple, Susan Kolker, Kelley Pillow, Leslie Rylee, Naomi Usher

COMPENSATION COMMITTEE:

Chair: Arthur Levin
Trustees: Kate Bostock Shefferman, Allan Sperling, Mary Ann Arisman, Trevor Stewart

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Non-trustee: Naomi Usher

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Non-trustees: Shirley Wright, Susan DeVries
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Trustees: Marilyn Sobel, Arthur Levin, Trevor Stewart

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Trustees: Mary Ann Arisman, Penelope Bareau, Richard Blodgett, Anita Isola, John Lamb, Arthur Levin, Rob Rogers, Katherine Schoonover, Trevor Stewart, Judith Stonehill

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Trustees: Mary Ann Arisman, Cynthia Penney, Rob Rogers, Allan Sperling, F. Anthony Zunino

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Two Boots

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