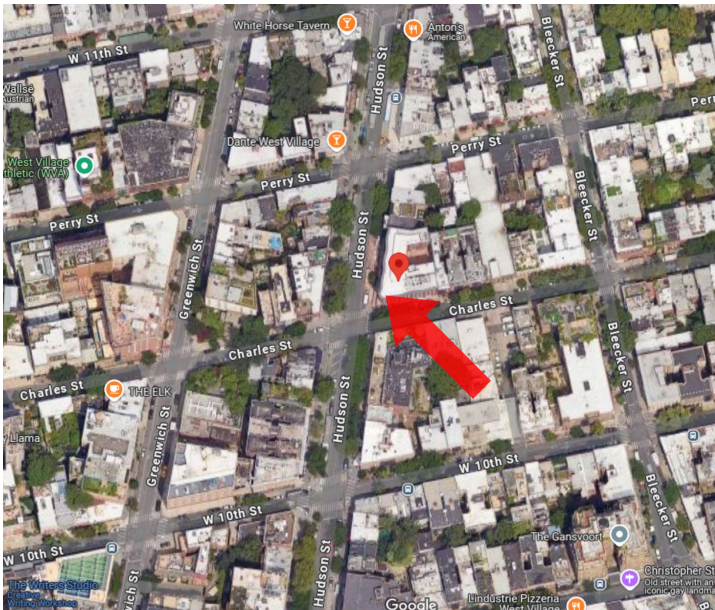


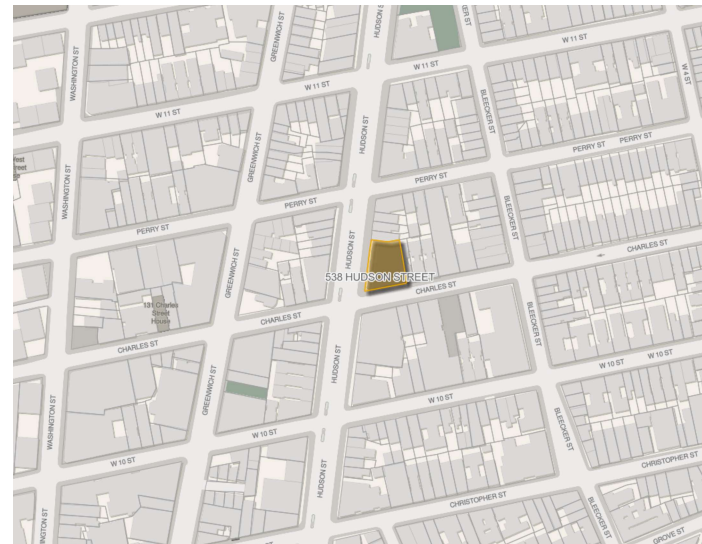


540 HUDSON STREET
BLOCK 621 LOT 1
NEW YORK, NY 10014

DOCKET#LPC-25-09464



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



EXISTING CONDITIONS WIDE VIEW - PHOTOS



SOUTH WEST ELEVATION



WEST ELEVATION



SOUTH ELEVATION



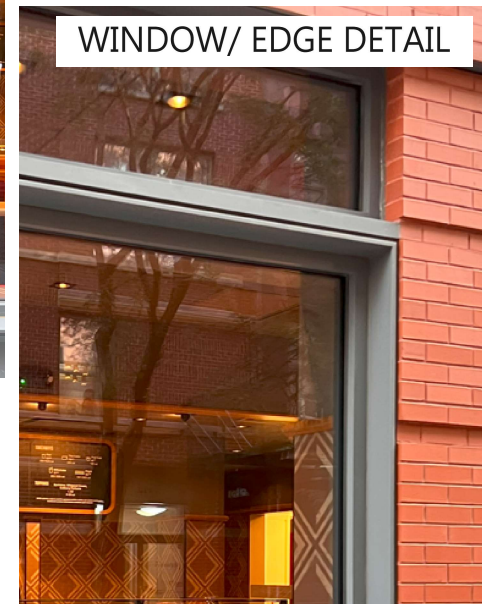
SOUTH WEST ELEVATION

ADJACENT TENANT SIGNAGE



SOUTH ELEVATION

EXISTING CONDITIONS - PHOTOS



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



LOCAL INSPIRATION

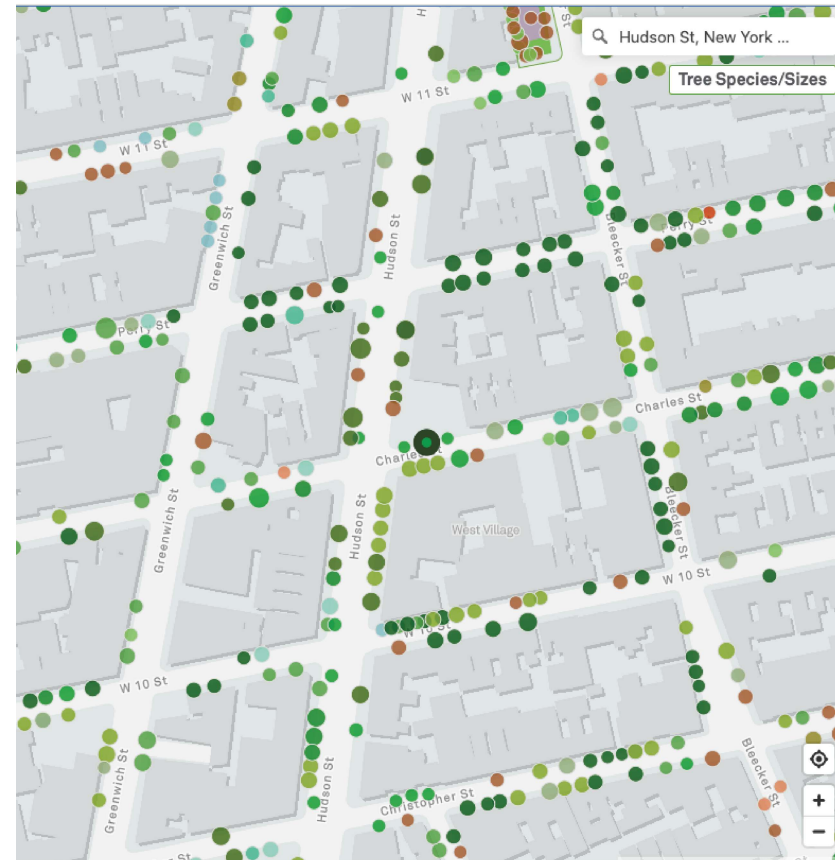
SALT & STRAW
DAN FUNDERBURGH

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

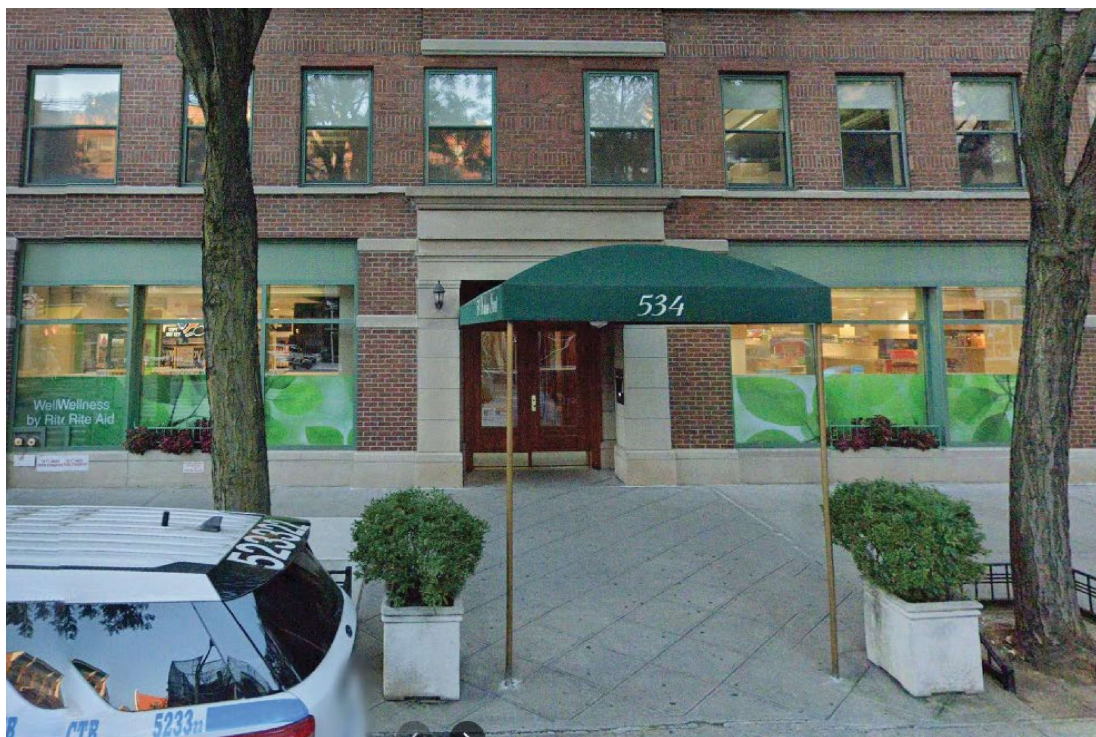


THE RED AND CREAM RIBBON SWIRLS ARE A REFERENCE TO THE RED AND WHITE AWNING STRIPES OF THE ORIGINAL SALT & STRAW ICE CREAM IN PORTLAND. HERE THEY SWIRL AROUND THE TREES AND IRONWORK OF WEST VILLAGE STOOPS.

BRAND HISTORY/ LOCAL DETAILS

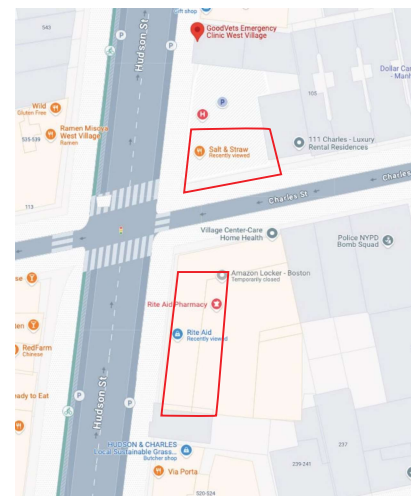
SALT & STRAW
DAN FUNDERBURGH

HUDSON & CHARLES ST.
NEIGHBORHOOD PRECEDENTS

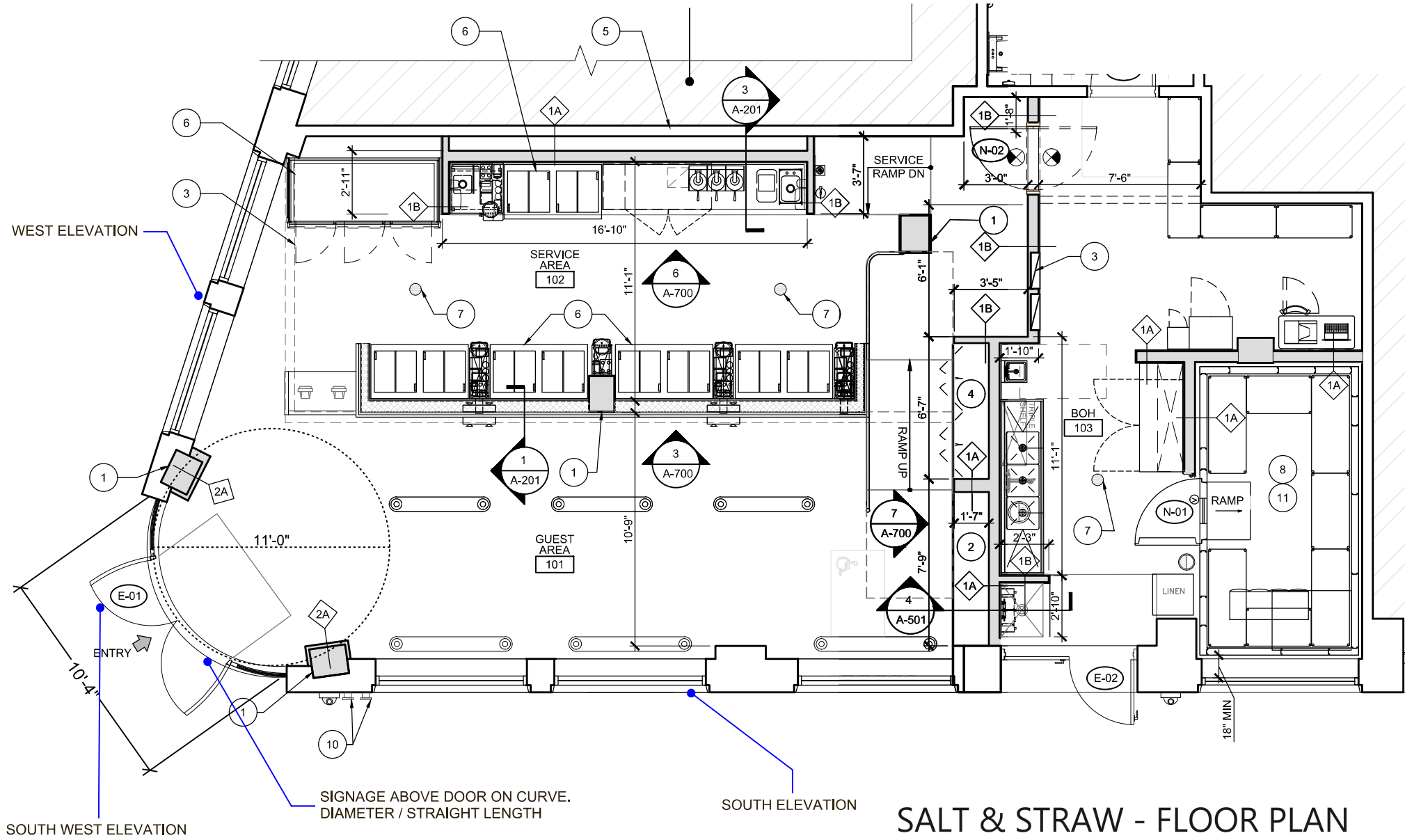


CHARLES STREET RITE AID

A VERY SIMILAR HALF / VINYL / HALF OPEN WINDOW ART IS EMPLOYED AT THE RITE AID ON 534 CHARLES ST. HERE THEY COVER THE LOWER HALF OF THE WINDOW AS OPPOSED TO THE AREA ABOVE THE WINDOW BUT THE EFFECT IS SIMILAR.



LOCAL MURAL



SALT & STRAW
DAN FUNDERBURGH

HUSDON 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.

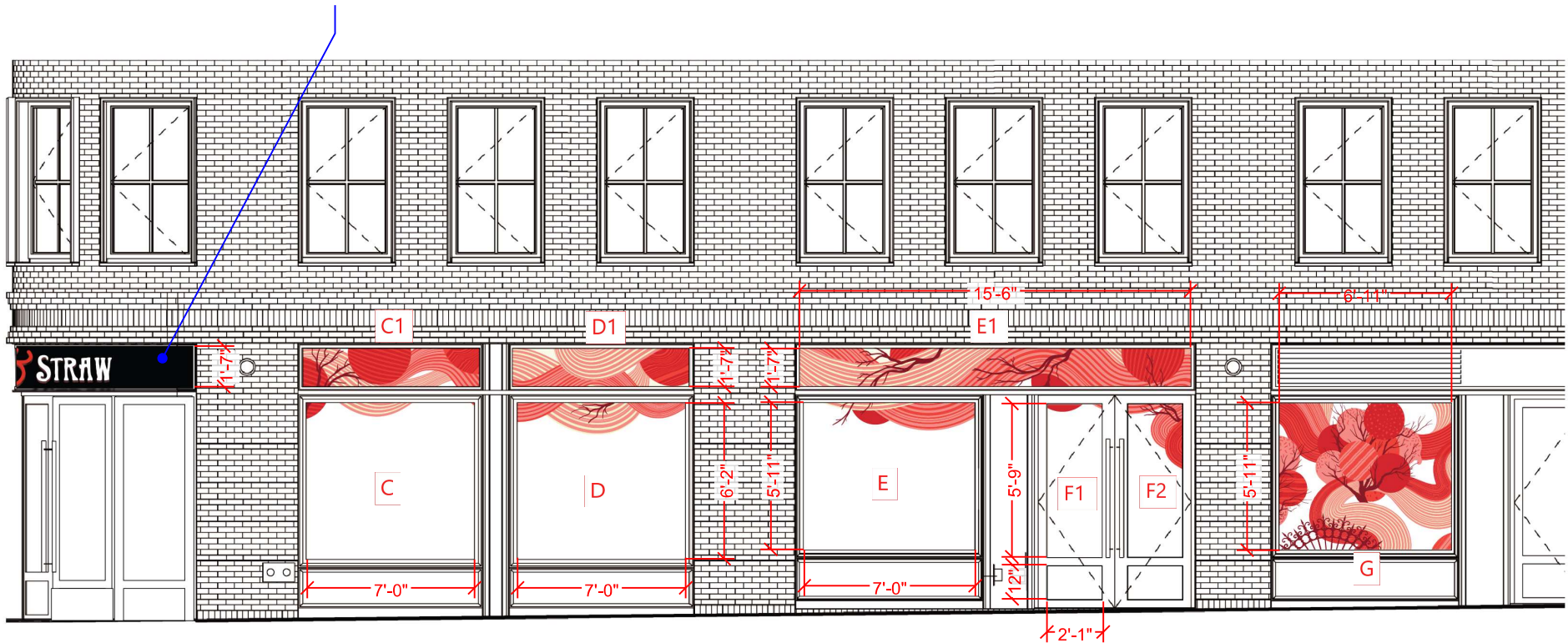
SIGNAGE ON AN CURVE, REF. FLOOR PLAN FOR ADDITIONAL DIMENSIONS

WEST ELEVATION - PROPOSED MURAL

SALT & STRAW
DAN FUNDERBURGH

HUDSDON 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.
MURAL = +/- 1 S.F.

F2:
WINDOW = 12 S.F.
MURAL = +/- 3 S.F.

G:
WINDOW = 40 S.F.
MURAL = +/- 35 S.F.

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

SALT & STRAW
DAN FUNDERBURGH

COLOR PALETTE



HUDSON STREET
SWIRL MURAL V.1

EXTERIOR APPLIED VINYL



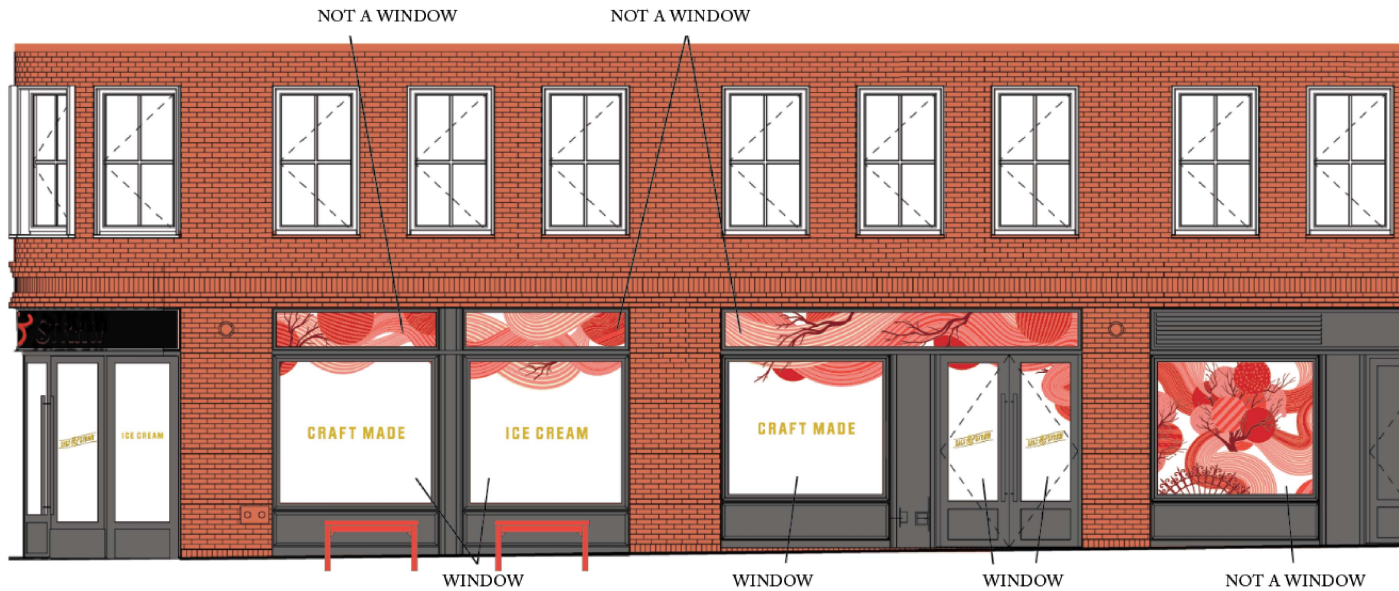
WHITE VISUAL = TRANSPARENT

CHARLES STREET

SOUTH ELEVATION - PROPOSED MURAL

SALT & STRAW
DAN FUNDERBURGH

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