



# VILLAGE PRESERVATION

GREENWICH  
VILLAGE SOCIETY  
FOR HISTORIC  
PRESERVATION



*2021*  
*2022*  
**ANNUAL  
REPORT**

# GREENWICH VILLAGE SOCIETY FOR HISTORIC PRESERVATION

# VILLAGE PRESERVATION

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### **Village Preservation**

232 East 11th Street

New York, NY 10003

Tel: 212-475-9585

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# *Preserving Our Past,* **ENGAGING OUR FUTURE**

Founded in 1980, **Village Preservation** works to document, celebrate, and preserve the special architectural and cultural heritage of Greenwich Village, the East Village, and NoHo.

**Village Preservation** has successfully advocated for the landmark designation of more than 1,250 buildings in our neighborhoods, and has helped secure zoning protections for nearly 100 blocks. Each day we monitor more than 6,500 building lots in our neighborhood for demolition, alteration, or new construction permits, to notify the public and respond if necessary.

**Our home in the historic St. Mark's-in-the-Bowery Church Rectory**



# A Note from THE PRESIDENT



Reading this annual report, you'll likely be struck by its range and depth. In my first year as president, I have come to more fully appreciate how much our success in these endeavors is due to the dedication and hard work not only of our Executive Director and his amazing staff, but also of our trustees and supporters, whose names appear further on in this report. Some have deep roots in preservation generally or in specific advocacy for our neighborhoods. Others contribute to the success of our Annual Benefit — our popular House Tour and Village Voices — or to the selection of our annual Village Award winners. Others help develop our membership or nurture our partnership with brokers; while yet others are committed to childrens' or public education, or to growing and curating our impressive online archive. This year we welcomed two new trustees, Bill Abrams and Adrienne Ward, who bring extensive relevant experience to our board.

Ultimately, however, our success depends on you, our members, for your financial contributions as well as for your support of our advocacy and other programs. Your support through the pandemic has been remarkable and has kept Village Preservation resilient through tough times.

As it has in many other areas of life, the pandemic has accelerated our ability to reach large numbers of people online or via hybrid models, while reminding us of the value of in-person gatherings. Last year we introduced Village Voices, an exciting new program that engaged participants with historically important physical locations throughout our neighborhoods while linking them to online commentaries, perfor-

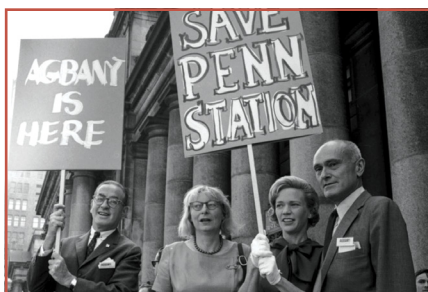
mances, and backstories. We are bringing it back this year, and it promises to be even better.

It is appropriate to remember that August marked the 60th anniversary of the iconic protests by preservationists, thoughtful planners, and New Yorkers such as Jane Jacobs to save Penn Station from demolition. Those protests were ultimately not successful, but they galvanized a movement, which helped spur passage of our city's landmarks law and a decade later saved Grand Central Station. We're still fighting

that fight six decades later, and in some ways (like so many others) we seem to be backsliding on lessons we thought we had learned. But it's our mission to continue to educate, celebrate, and fight to preserve our rich heritage and a humane built environment.

Our city is at an inflection point in so many ways, as it faces real challenges for its future direction.

Will we repeat the mistakes of the past and give over vast swathes of our city to big real estate under the pretense that the public will benefit, or will we pursue new and innovative ways to preserve and add to the qualities that make our city and neighborhoods so distinctive and wonderful? Given the will, we can both preserve and improve livability, affordability and diversity. Our advocacy is a powerful force for achieving those outcomes, from which all may benefit.



**Jane Jacobs (second from left) protesting in front of Penn Station.**

A handwritten signature in dark ink that reads "Trevor Stewart".

**Trevor Stewart**  
President





# *Preservation and* **ADVOCACY**

As always, advocacy was at the heart of Village Preservation's work. A prime focus remained our effort to secure landmark designation for the unprotected but culturally and historically rich area of Greenwich Village and the East Village South of Union Square, which unlike much of its surroundings lacks both zoning and landmark protections. Our victory last year in securing landmark designation for one of those buildings, 70 Fifth Avenue, the former headquarters of the NAACP, was followed this past fall by securing a ruling from the New York State Historic Preservation Office that our proposed historic district qualified for the State and National Registers of Historic Places, based upon both its architecture and history, significantly boosting this campaign.

This was followed in the spring by our winning a "Seven to Save" designation for this area from the Preservation League of New York State, declaring it one of the seven most important and endangered historic sites in all of New York State, further boosting our efforts.

We also won an enormously important victory this spring when we defeated a plan to lift a state cap on the allowable size of new residential development, which would have allowed supersized development anywhere in New York City. We've fought this battle

**Broadway between East 10th and 12th Streets is one of many blocks in the area South of Union Square for which we're fighting to secure landmark protections.**



**We launched a campaign to protect the historic but potentially endangered New York Eye and Ear Infirmary.**

before to keep this much-needed 60-year-old limit in place, but it came closer to being gutted this year than ever before. We mobilized thousands of New Yorkers around this issue and met with legislative leaders. We were ultimately able to get the Governor to drop this proposal from her budget plan, and the Senate and Assembly to keep it out of their budgets, officially killing it for the 2022 legislative session. We remain vigilant for the proposal's potential return in the future.

Less welcome developments included passage by the City of its SoHo/NoHo/Chinatown Upzoning + Displacement plan, despite overwhelming public opposition. We helped lead the opposition to this disastrous plan, with multiple public demonstrations and published reports proving incontrovertibly that the City's claims it would increase affordability or diversity were patently false. We did manage to beat back some of the worst elements of the plan at the City Council, securing reductions in the allowable size and height of new development, as well as reductions in the size of the big-box chain stores and eating and drinking establishments the new rules would allow, and entirely eliminating the allowances for private university expansion in the area. We were also part of the coalition that helped convince Mayor Adams to veto a particularly onerous and draconian provision

connected to the rezoning that would have fined and penalized longtime residents of the neighborhood.

This undoubtedly won't be the end of the line for attempts by the real estate industry, government leaders, and upzoning or "YIMBY" advocates to try to roll back landmark or zoning protections that preserve history and neighborhood character, and to allow unbridled development. That's why we spent much of the year publishing studies, analyses, and op-eds that expose the lies and distorted logic upon which their arguments are based — including a rezoning-by-rezoning analysis showing how inaccurate the city's predictions about their impacts are, and how frequently upzonings coincide with increased housing prices, the exact opposite of what upzoning proponents claim.

And the possibility of more such upzonings is more than theoretical. In June, Mayor Adams announced a series of initiatives aimed at, among other things, making it easier to approve significantly larger developments in residential neighborhoods as swiftly as possible. Exact details have still not been provided, but the language used by the Mayor aligned with the agendas of Big Real Estate and upzoning advocates, and the announcement came with ringing endorsements from that same cast of characters, so we are preparing for all possibilities.

We did have some important successes moving the Mayor on critical issues. In addition to the aforementioned SoHo/NoHo veto, we waged a successful campaign against the Mayor's proposed severe cuts to the Landmarks Preservation Commission, which would have further hampered much-needed new landmark designations, and made getting permits and routine approvals for small-property owners and merchants harder. After we generated thousands of letters to city officials, the Mayor restored 100% of the proposed cuts.

This spring we kicked off a campaign to seek landmark designation for the historic New York Eye and Ear Infirmary at Second Avenue and 13th Street — a striking building housing the oldest specialized hospital in the Western Hemisphere and the second oldest hospital in New York, and a place of profound innovation in ser-





**The landmarked 1840s rowhouses at Ninth Avenue and 14th Street prior to partial demolition.**

vice to the hearing and visually impaired where Helen Keller cut the ribbon at its opening in 1903. We're working closely with doctors, staff, and patients from the hospital on this effort, as all are concerned about the plan to sell off this building.

We also loudly protested a ruling by the City allowing nine landmarked 1840s rowhouses at the northeast corner of Ninth Avenue and 14th Street to be partially demolished late last year. This followed a request by their developer/owner to do so as part of a plan

to build a large commercial office tower behind the buildings and turn the landmarked structures into a retail entryway for the project. That developer hired a notorious lobbyist known for raising funds for former Mayor de Blasio and receiving suspiciously favorable treatment from his administration — the same administration that approved this partial demolition via an "emergency order" in the last days of the de Blasio mayoralty. We and our partners then exposed that the Landmarks Preservation Commission's own structural engineer issued a report saying that the partial demolition was unnecessary, but the commission hid this information from the public, elected officials, and the community board.

As part of our ongoing advocacy work, we reviewed scores of applications for substantial changes to landmarked properties in our neighborhoods and shared information about them with the public, so all can weigh in on these decisions as they are being considered. We email over 20,000 people each month with this information.

Over the course of the past year, through our advocacy alerts we also generated just shy of a half million letters from thousands of individuals to key decision makers, on issues ranging from rezonings to land-marking proposals to supporting small businesses.



**City Hall's proposed cuts to the Landmarks Preservation Commission were beaten back thanks in large part to thousands of letters from the community.**



# *Annual Benefit:* **VILLAGE VOICES**



Village Preservation's 2022 annual benefit will be Village Voices II. Building on the success of the 2021 Village Voices benefit and public exhibition, this year's event will continue last year's model of exhibit boxes installed throughout our neighborhoods, featuring photographs, artifacts, and recorded narrations providing entertaining and illuminating insight into the artistic, social, and cultural heritage of Greenwich Village, the East Village, and NoHo. There will be an opening celebration on September 18, including performances and exclusive access to artists' studios and secret spaces throughout the day, as well as a benefit ball in the

early evening where guests are invited to come as their favorite Village luminary at the newly restored and reopened Jefferson Market Library.

Village Voices is a tribute to our community and the rich heritage of innovation, exploration, and social and cultural progress we share, value, and steward. The exhibition remains up to discover and enjoy for weeks after opening day, with maps to all exhibitions sites, printed catalogs, and audio tours to help guide the public to explore the exhibition at their own pace.

The inaugural 2021 Village Voices was an unqualified success, educating and engaging the public about the remarkable history of our neighborhoods and its many trailblazers, while raising funds for Village Preservation's ongoing work to document, celebrate, and preserve that history.



**Village Voices showcased Robert Rauschenberg (left), Jane Jacobs, and other local notables in its inaugural run.**





This insider's look at Greenwich Village's Blue Note Jazz Club was an exclusive event for Village Preservation members.

# MEMBERSHIP

## *By the Numbers*

Individual membership contributions are the single largest source of support for Village Preservation, constituting about two-thirds of our annual support. The number of our members grew by

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# 2,124

PAYING MEMBERS

# \$1,039,293

IN MEMBER SUPPORT IN LAST COMPLETED  
FISCAL YEAR

# 1,526%

MEMBER SUPPORT GROWTH SINCE 2001

# 576%

MEMBERSHIP GROWTH SINCE 2001

about 15% last year to 2,124, our most ever, and the support they gave also grew by about 15%, significantly increasing Village Preservation's resources for educational, documentation, and advocacy work, and increasing our clout with decision-makers. While we had many very generous donors, the median contribution we received was about \$50, showing that our members and supporters come from every strata of our neighborhoods, city, and country. About one-third of our members live outside of Greenwich Village, the East Village, and NoHo, from just beyond our borders to other boroughs, states, or far reaches of the globe. All share a love and appreciation for, and dedication to, our neighborhoods' incredible architecture and history.

Members-only programs this past year included an exclusive insider's look at the legendary Blue Note Jazz Club in Greenwich Village, with several more members-only events planned for the fall. Our dedicated members also showed up throughout the year for countless rallies, press conferences, and public hearings — in person and virtual.

# Congratulations!

# VILLAGE AWARDS 2022



**Astor Place Hairstylists**

Each year we honor just some of the people, places, and institutions that contribute to the special quality of life of our neighborhoods. This year we were thrilled to be able to stage our Annual Meeting and Village Awards in person for the first time since 2019 at Cooper Union's Great Hall, with a livestream option. Several hundred people participated in the event on June 14, with the awards presentation emceed by our friend, performance artist Penny Arcade.

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

## **Astor Place Hairstylists, 2 Astor Place**

For 75 years of impeccable hairstyling and welcoming all across lines of language, race, gender, sexual orientation, taste, and style, and allowing us all to look our best, however we chose to define that.

## **Bonsignour, 35 Jane Street**

For over 35 years of offering conversation, connection, and community, especially during the



**Jane Friedman/Howl! Arts**

trying times of the COVID-19 pandemic, along with great coffee and fine food, including that incredible curry chicken salad, and so much more.

## **Rev. Dr. Jacqui Lewis and Middle Collegiate Church, 50 East 7th Street**

For their unbridled dedication to a more just, open, and inclusive world, for building a sense of community and connection, and for undertaking the awesome challenge of rebuilding after the devastating 2020 fire.



**Zinc Bar's house band, Terry Waldo's Gotham Band, performed at the June ceremony.**



### Pageant Print Shop, 69 East 4th Street

For offering thousands of windows into the past and into the artistic sensibilities of bygone times with their unrivaled selection of prints, and for doing so with persistent dedication for 75 years.

### Zinc Bar, 82 West 3rd Street

For their extraordinary efforts as cultural, architectural, and neighborhood preservationists, as respectful guardians of artistic legacies, and as promoters of new creative undertakings continuing a proud tradition of innovative and exciting performance spaces in Greenwich Village.

### Special 2022 Recognition:

#### Razom for Ukraine

For their vital, lifesaving, and essential work supporting Ukraine and the Ukrainian community at home and abroad in the face of brutal aggression and overwhelming odds, and in recognition of the great power of togetherness we see from the organization's successful work, powered by volunteers and visionary leadership.

### Regina Kellerman Award:

#### Jane Friedman/Howl! Arts

For Jane's steadfast, tireless, and visionary work making Howl! Arts an essential downtown institution, a much-needed steward of the cultural legacy of the East Village, and a vital platform for the neighborhood's creative futures.



Razom for Ukraine



Pageant Print Shop



Rev. Dr. Jacqui Lewis and Middle Collegiate Church



Bonsignour

# PROGRAMS

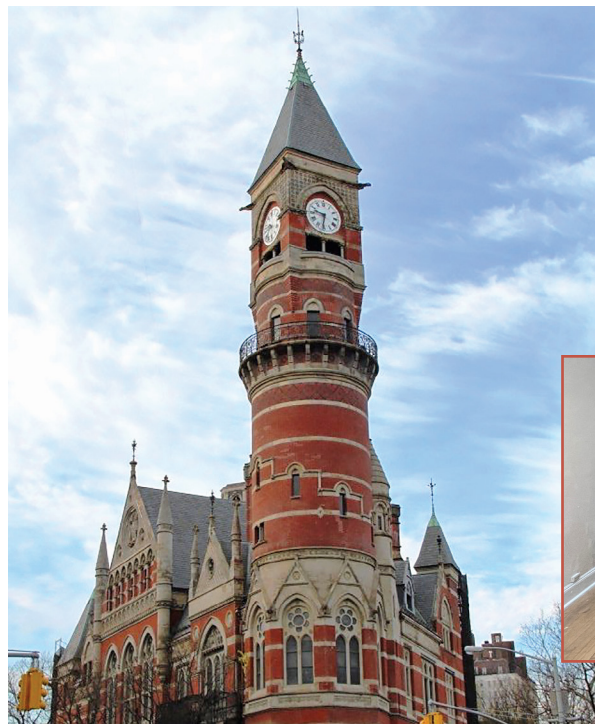
## *In Our Communities*

Our ongoing programming of lectures, book talks, panel discussions, and walking tours remained incredibly active in 2021–2022, with 76 programs (20 live, 56 virtual) and 7,354 attendees. This past spring, we finally returned to in-person, indoor programming, continued virtual programs and outdoor programs (such as walking tours), and introduced hybrid programs that allow in-person as well as remote participation. By far the majority of our programs are free and open to the public, though we continue to conduct some members-only programs (free and open to all who join at those membership levels) and have a few ticketed events for a modest fee.

As always, our programs focused on the rich cultural, social, artistic, and political history of our neighborhoods, as well as more generally historic preservation. A few tackled some contemporary issues, like

the impact of redistricting on our neighborhoods. Popular programs over the past year explored the lives and work of Dorothy Day, Berenice Abbott, Edith Wharton, John Sloan, and Robert Motherwell; marked significant birthdays of figures including Jackson Pollock and architect Emery Roth, as well as institutions like the Salmagundi Club and St. John's Church; explored treasured local entities like the New York Studio School, Little Red Schoolhouse, and Little Missionary Day School; and celebrated the East Village's rock history and the reopening of Jefferson Market Library.

We also unveiled four new historic plaques over the last year, honoring the former early 20th-century headquarters of the NAACP and a stunning array of civil rights, human rights, and social justice organizations at 70 Fifth Avenue; the former studio of celebrated artist Frank Stella at 128 East 13th Street and the former personal printing house of writer Anaïs Nin at 17 East 13th Street; and Julius' Bar at 159 West 10th Street, one of the city's oldest continuously operating taverns and the site of a groundbreaking 1966 protest for gay rights. The four plaques highlighted our ongoing efforts to preserve the area South of Union Square, and to recognize sites connected to African American, women's, and LGBTQ history, as well as the arts.

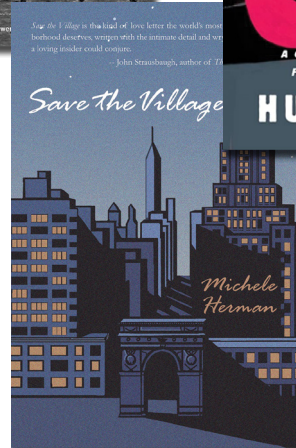
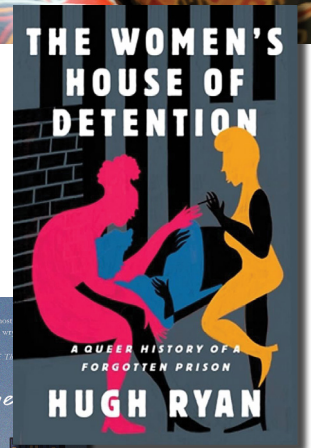
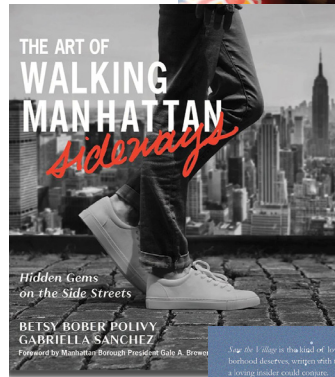


**Our tours explored the newly reopened Jefferson Market Library, the New York Studio School, and many other local institutions.**





Village Preservation programs from this past year included (clockwise from top) new plaques honoring the history of 70 Fifth Avenue and of the Sip-In at Julius' Bar, a lecture and workshop on the craft of pysanky (Ukrainian Easter eggs), book talks, a Village gathering honoring and remembering 9/11, and a panel discussion for the Salmagundi Club's 150th anniversary.





# Online Resources AND PUBLIC ENGAGEMENT

This past year saw tremendous growth in our virtual engagement. Our website received over 1.3 million page views, illustrating the indispensable role it plays in educating the public about our neighborhoods, their history, and historic preservation. We added nearly 250 original articles to our blog, *Off The Grid*, which was viewed more than three-quarters of a million times.

We added or created a wealth of new online content. This spring we added to our well-utilized assortment of online tours about the history of our neighborhoods with a very popular new pair of maps called "Beyond the Village and Back." These tell the origin stories of some of our city's

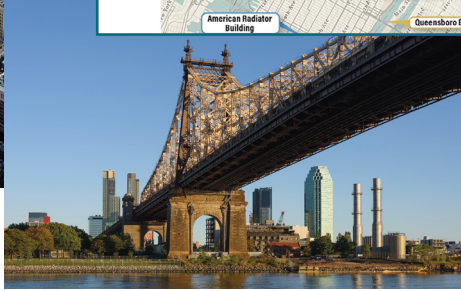
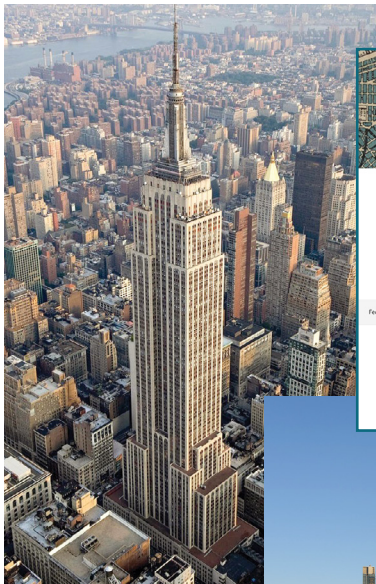
greatest landmarks, from the Empire State Building to the Bronx's Hall of Fame of Great Americans, and the Metropolitan Museum to Sailor's Snug Harbor on Staten Island, and showed how each was intimately intertwined with the history of Greenwich Village, the East Village, and NoHo, or in some cases even originated in our neighborhoods. We continued to add content to our well-used established tours such as our Civil Rights and Social Justice Map (which has now been viewed over 165,000 times), our Greenwich Village Historic District Map, our South of Union Square Map, and our East Village Building Blocks website, showing newly discovered important historic figures, events, and organizations connected to our neighborhoods.



Our Historic Image Archive now includes (clockwise from above) work by Robert Fisch, a second Jillian Jonas collection, numerous contributions for the 20th anniversary of 9/11, pre-park High Line images by Noah Greenberg, and photos by James Cuerbas.



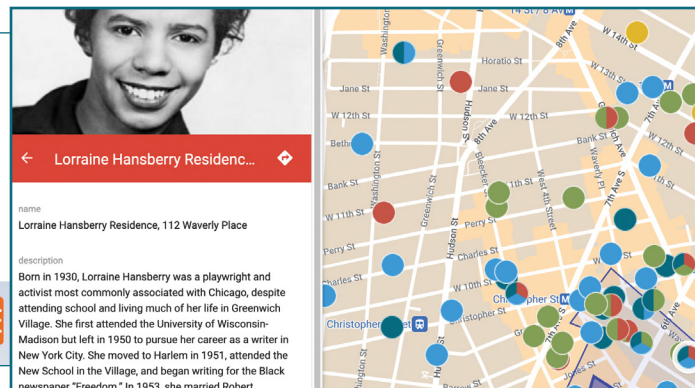
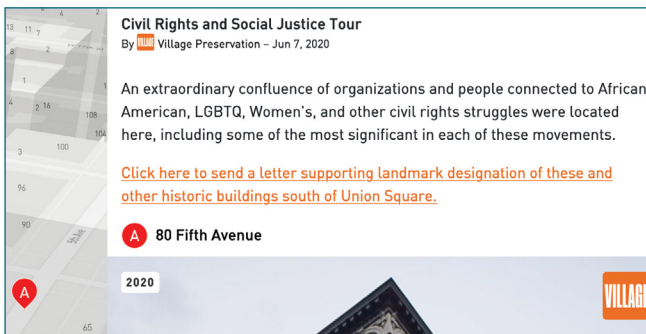




We also added hundreds of new images to our historic image archive, with nearly a dozen new collections showcasing everything from early 20th-century Italian immigrant life in Greenwich Village to our decaying Hudson River waterfront and the disused High Line of the 1970s; from Gay Pride Celebrations and East Village drag performers of the 1980s and '90s, to 9/11 and its aftermath in our neighborhoods; and much more. All were generously donated by members of the public.

We also released four new oral histories this past year, which highlighted themes connected to the arts, LGBTQ and women's issues, the civil rights movement, and the community garden and urban homesteading movements, with writer and humorist Calvin Trillin, playwright Barbara Kahn, activist Ayo Harrington, and screenwriter and author John Guare.

This past year, Village Preservation launched two new maps based on our blog's popular Beyond the Village and Back series, and expanded already existing resources like the Civil Rights and Social Justice Map (below) and our South of Union Square Map.



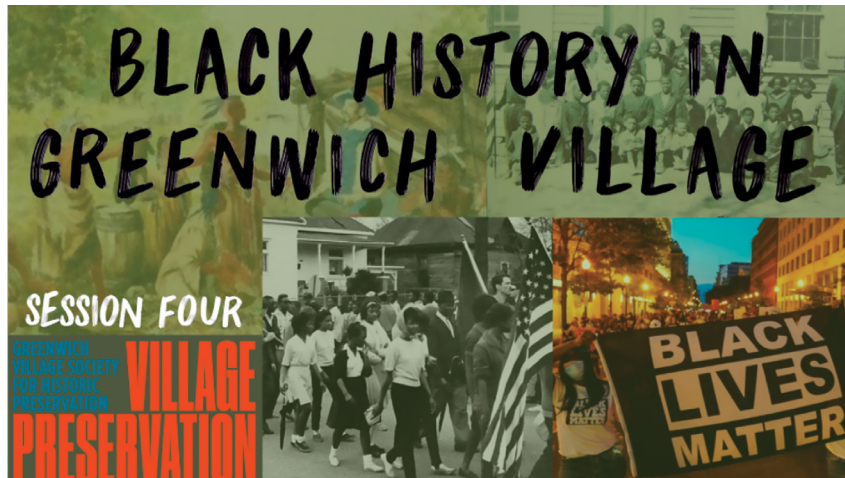
# PublicEDUCATION

Over the past year, as city schools returned to in-person learning, we saw an explosion in interest in our long-standing Children's Education Program, first established in 1991. We served 2,734 students — our most ever in a year, and nearly three times the number we served last year.

All schools and children wishing to participate in the program are allowed to regardless of ability to pay the nominal fee, which is waived or reduced for higher-need schools. Those schools constituted 90% of those we served this past year. We served five classes each in the Bronx and Staten Island, 10 in Queens, 11 in Brooklyn, and 53 in Manhattan. Classes were able to choose between three curricula we offer: *Greenwich Village Past and Present*, *Immigration in the South Village*, and *Black History in Greenwich Village*.

We continued to offer our Continuing Education classes virtually in the spring and fall, serving scores of both real estate professionals and interested individuals. And we continued our very popular and successful "Business of the Month" program and new "Small Business, Big History" program, both of

which utilize partnerships with local independent stores to encourage support and patronage while also promoting neighborhood history. Business of



the Month additions included longtime neighborhood mainstays like Carmine Street Guitars, Moustache Restaurant, Unoppressive Non-Imperialist Bargain Books, and Fragrance Shop New York. We also began a new program called "Welcome to the Neighborhood" in which we highlight and publicize new small independent businesses that have opened in Greenwich Village, the East Village, or NoHo, to help ensure their longevity and success.



Four of this past year's Businesses of the Month: Fragrance Shop, Té Company, Moustache, and Carmine Street Guitars.



# FISCAL YEAR 2021

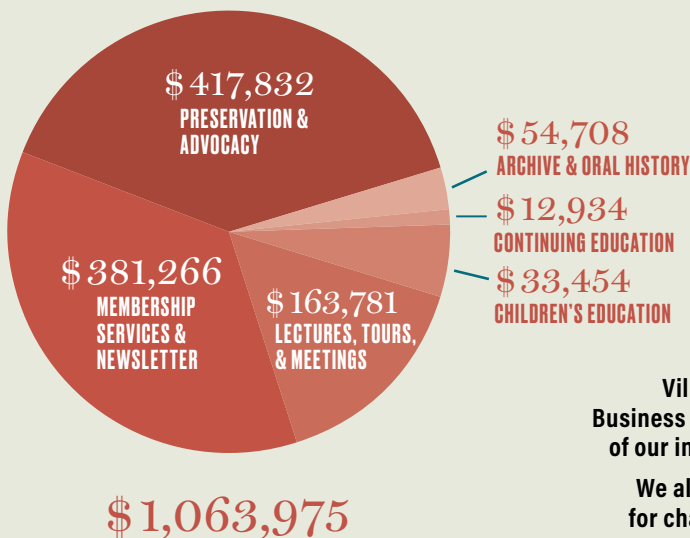
## INCOME

MEMBERSHIP & INDIVIDUAL SUPPORT	\$1,034,793
BENEFITS & EVENTS	\$213,281
GRANTS & CONTRIBUTIONS	\$419,492
EARNED & OTHER REVENUE	\$12,753
NET INVESTMENT RETURN	\$469,102

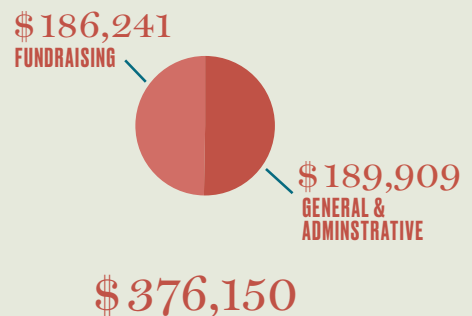
**TOTAL INCOME** **\$2,149,241**

## EXPENSES

### PROGRAM SERVICES



### SUPPORTING SERVICES



Village Preservation consistently exceeds Better Business Bureau guidelines for charities for the portion of our income which goes towards program activities.

We also consistently fall well below BBB guidelines for charities for the maximum percentage of income that should be spent on fundraising activities.

**TOTAL EXPENSES** **\$1,440,125**

**FUND BALANCE** **\$709,116**

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Marilyn Sobel, Trevor Stewart,  
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Judith Stonehill, Linda Yowell

Halsey Gardiner, Elizabeth  
Gilmore, Carol Greitzer, Tony  
Hiss, Martin Hutner, James  
Stewart Polshek, Jonathan  
Russo, Martica Sawin  
Fitch, Calvin Trillin, George  
Vellonakis, Vicki Weiner,  
Anthony C. Wood

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Anita Isola, Jeanne Krier, John  
Lamb, Arthur Levin, Katherine  
Schoonover, Trevor Stewart,  
Judith Stonehill

**Non-Trustees:** Bill Abrams\*,  
Penelope Bareau, Peter Cohen,  
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Village Preservation gratefully acknowledges grants in support of our work from the 1848 Foundation, Achelis & Bodman Foundation, Craig Newmark Philanthropies, Dalio Family Foundation, Humanities New York, the Larsen Fund, the Lynne Waxman Foundation, the Kaplen Brothers Fund, the Mertz Gilmore Foundation, the Rodgers Family Foundation, the NYC Council on the Arts, and the NYC Department of Cultural Affairs.

We also gratefully acknowledge in-kind support from Bon Yagi, Karen Cooper & Film Forum, Richard Corman, Robert Fisch, Noah Greenberg, Jillian Jones, the Estate of Fred W. McDarragh, Frank Collierius and the Jefferson Market Library, Peter Grisafi, Penny Hardy/PSNY, Charles Kramer, Edward LaGrassa, MADE Design/Build, Lenore Mills, Marissa Palmisano, Michael Quinn, Robert Ripps, Rosecrans, SergeAudio, The New School, The Public Theater, Beverly Wallace, Hank Webber, The Whitney Museum of American Art, Veselka, and Marjorie Zien.

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