

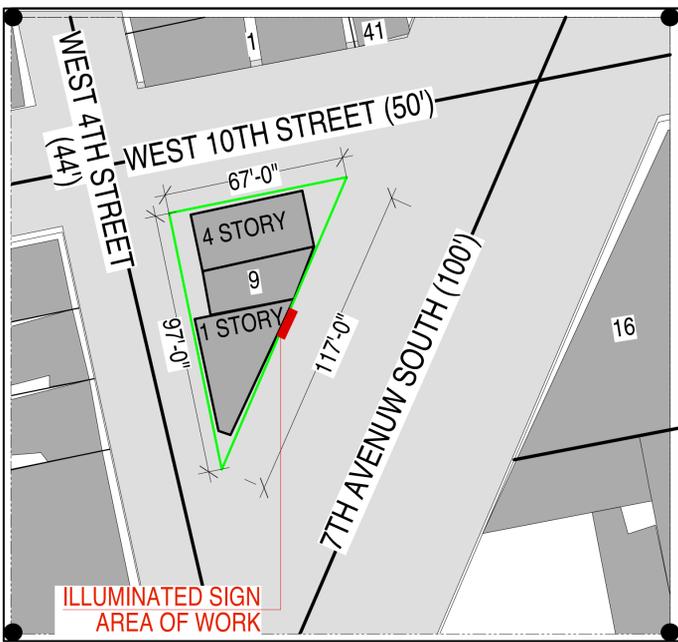


**ON WEST VILLAGE, NYC**

LANDMARK PRESERVATION COMMISSION PRESENTATION - JUNE 10, 2025

Re: Legalize illuminated non advertising accessory business wall sign.





**LOCATION MAP**

1

NOT TO SCALE



1930: West 4th Street elevation (NYPL)



1933: Viewed from Seventh Avenue South (NYPL)



1939: Seventh Avenue South elevation (NYPL)



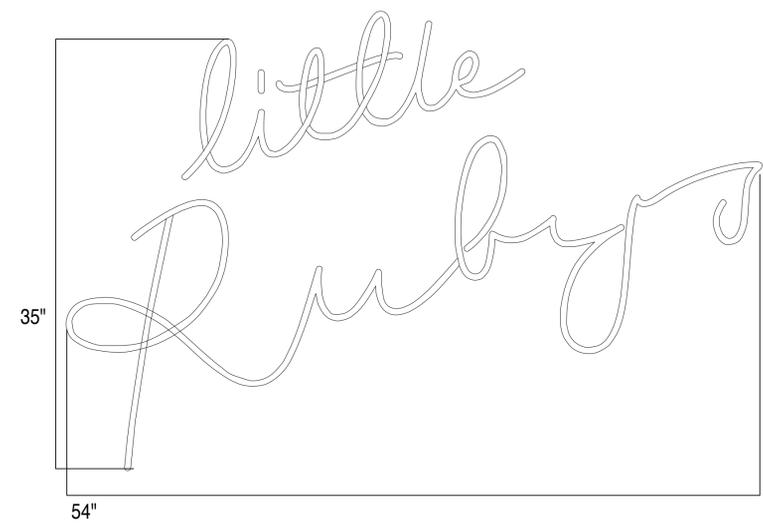
1940'S TAX PHOTO (NY MUNICIPAL ARCHIVE)



1980'S TAX PHOTO (NY MUNICIPAL ARCHIVE)



1 PROPOSED ILLUMINATED SIGN PLAN LOCATION  
Scale: 1/8" = 1'-0"



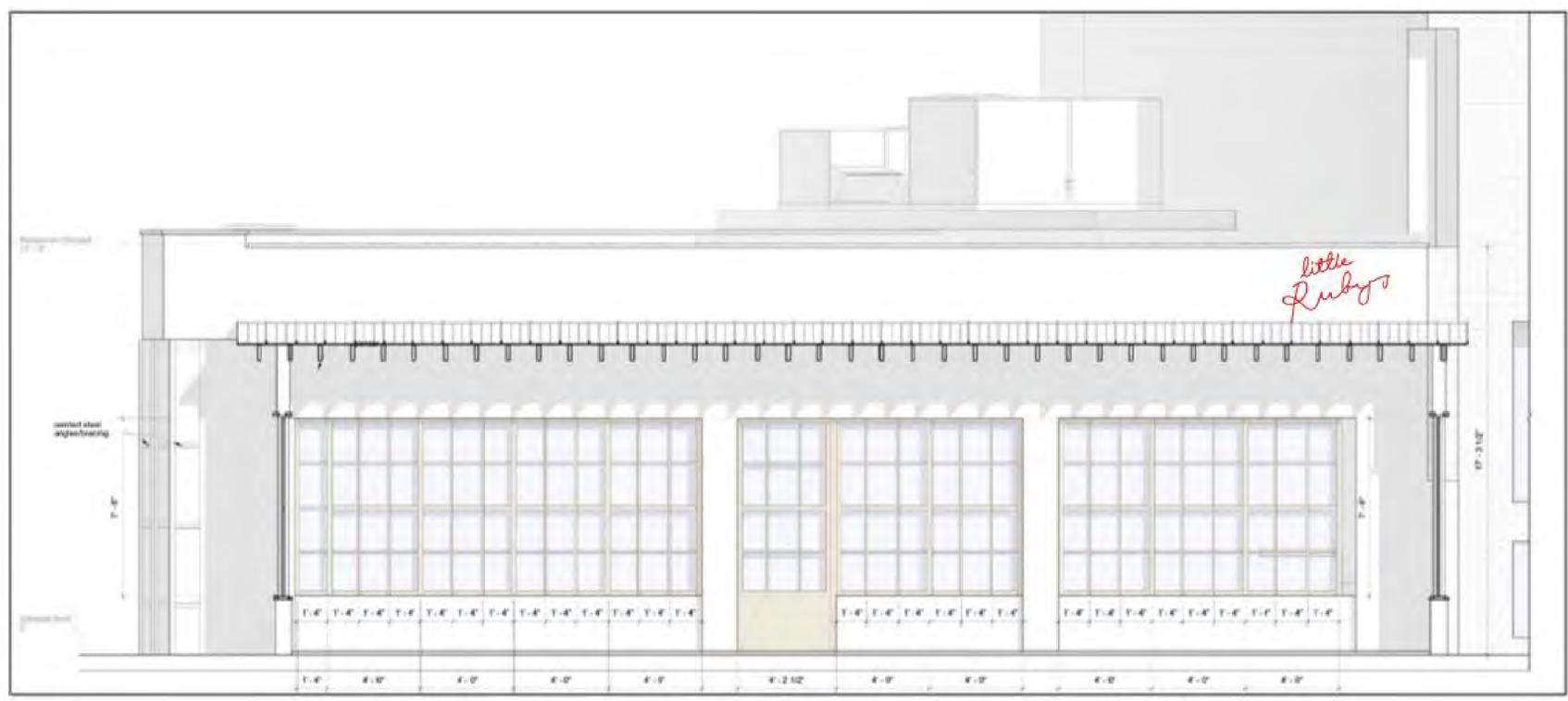
54" x 35" = 1,890" / 144" = 13.125' < 500 SQ FT  
SIGN SIZE: 13 SF

3 PROPOSED SIGN FRONT VIEW  
Scale: NTS

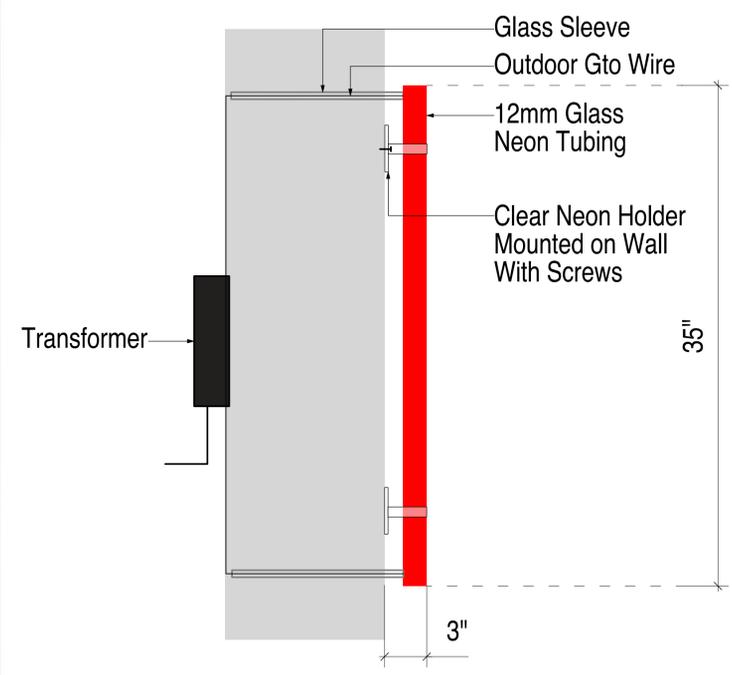
**SIGNAGE DETAILS**

- \* 60" W 15.5" H GLASS NEON
- \* 10MM THICK WARM WHITE GLASS TUBING
- \* DIRECT MOUNT ON WALL W. CLEAR NEON HOLDERS
- \* TRANSFORMER PLACED INSIDE THE BUILDING
- \* RUBBER NEON CAPS SEALED EXPOSED WIRES

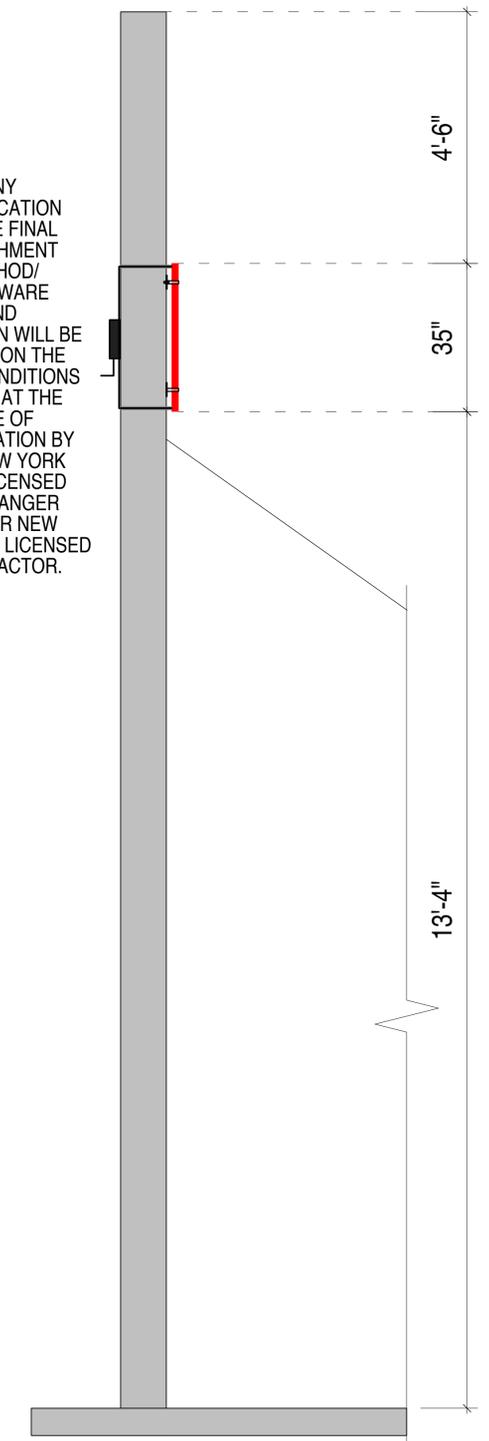
ANY MODIFICATION TO THE FINAL ATTACHMENT METHOD/HARDWARE AND LOCATION WILL BE BASED ON THE FIELD CONDITIONS FOUND AT THE TIME OF INSTALLATION BY THE NEW YORK CITY LICENSED SIGN HANGER AND/OR NEW YORK CITY LICENSED CONTRACTOR.



2 PROPOSED SIGN LOCATION - EAST ELEVATION  
Scale: NTS



5 LETTER/RACEWAY INSTALLATION DETAIL  
Scale: NTS

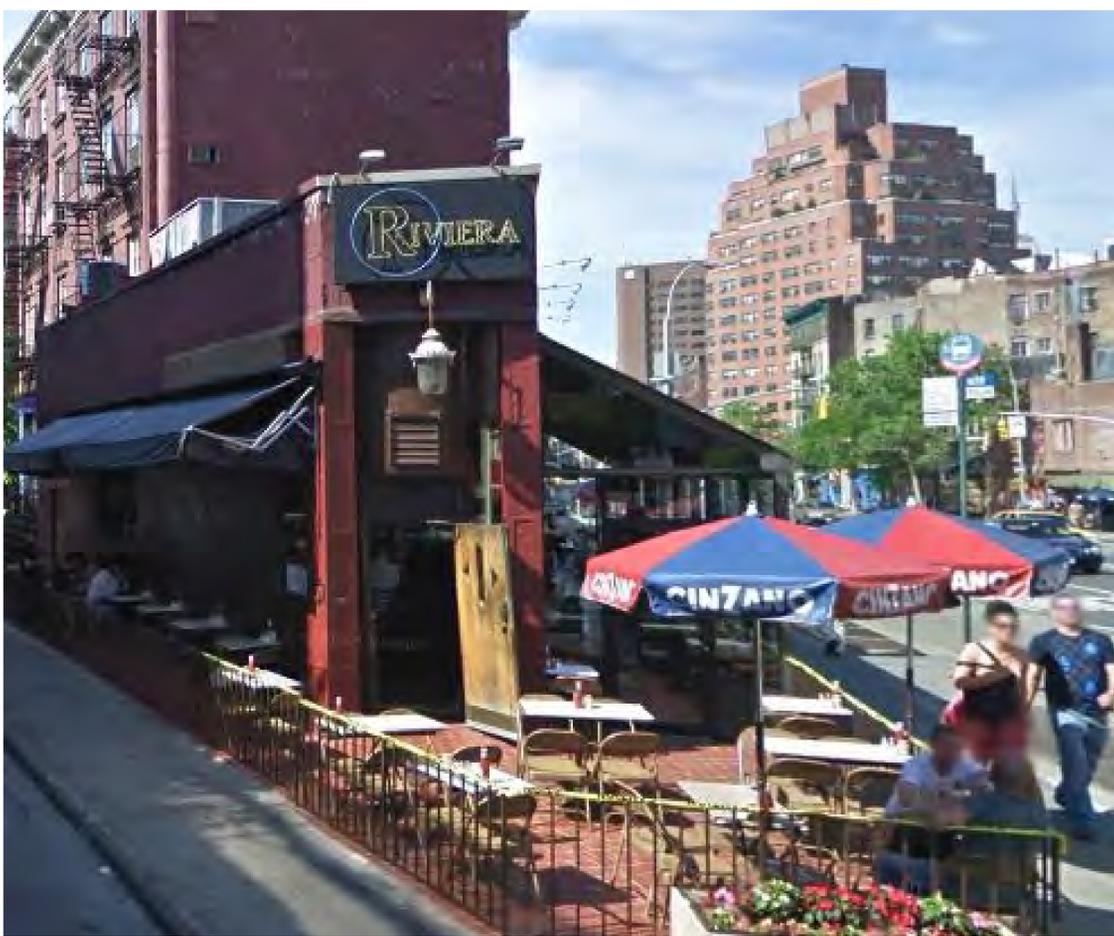


4 PROPOSED SIGN ATTACHMENT  
Scale: NTS



**PREVIOUSLY APPROVED  
APPLICATION  
FACADE RENDERINGS SHOWING  
SIGNS PAINTED IN RED.  
THE PROPOSED LARGE SIGN VIEWED  
FROM WEST 4TH STREET HAS BEEN  
OMITTED.  
EXISTING CONDITION SHOW SIGN  
PAINTED IN RED AND SMALL  
ILLUMINATED SIGN.  
(SEE PAGE 6 AND 7 WITH EXISTING  
CONDITIONS PHOTOS FOR REFERENCE)**





PREVIOUSLY OWNED "RIVIERA CAFE & SPORTS BAR



PREVIOUSLY OWNED "RIVIERA CAFE & SPORTS BAR



PHOTO 1 - "PROW" AT SEVENTH AVENUE SOUTH

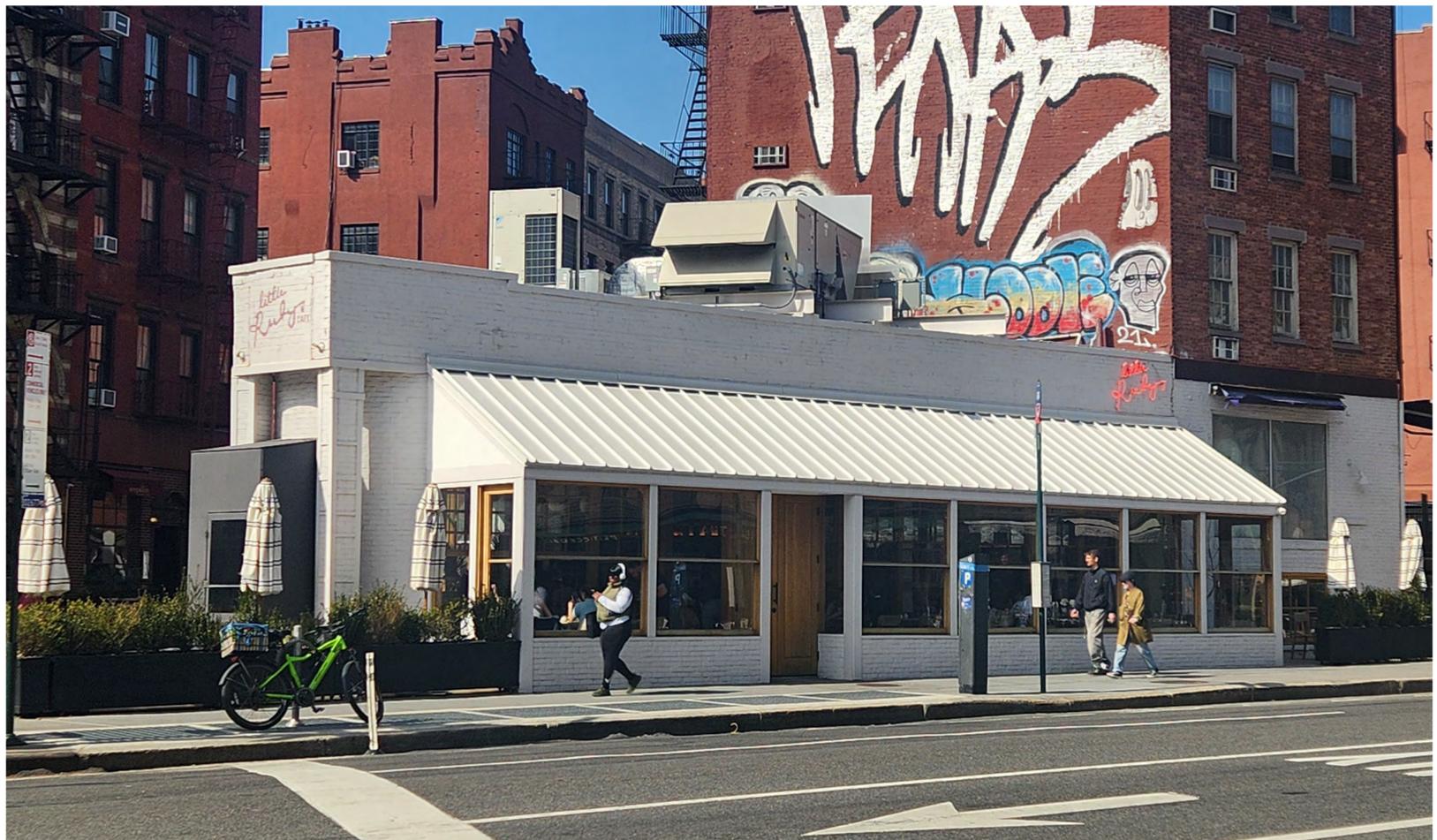


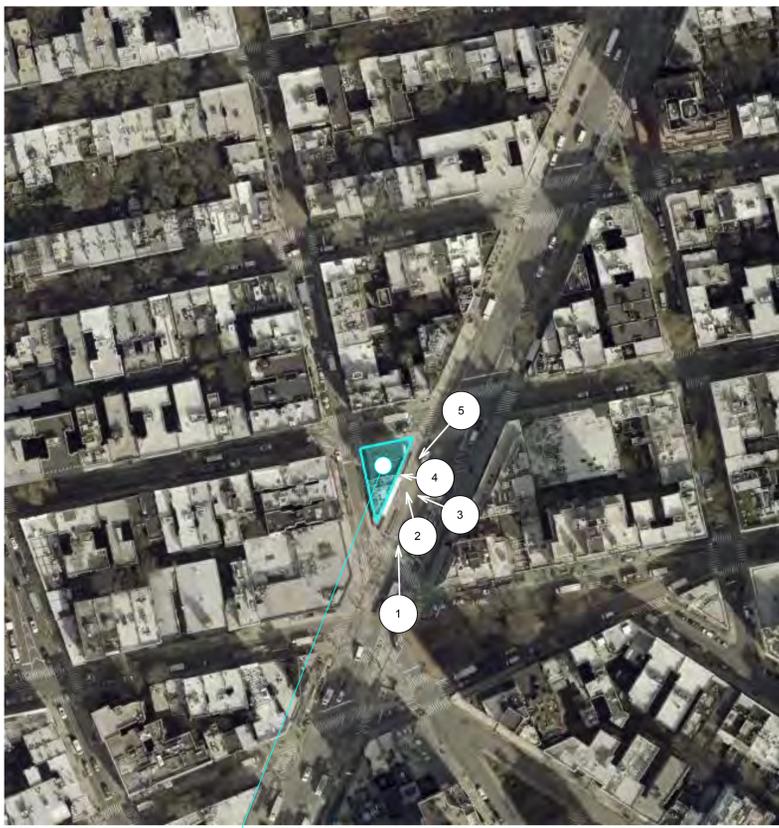
PHOTO 2 - SOUTH AVENUE ELEVATION



PHOTO 3 - "PROW" AT THE CONVERGENCE OF WEST 4TH STREET AND SEVENTH AVENUE SOUTH



PHOTO 4 - "PROW" LOOKING DOWN WEST 4TH STREET



225 WEST 4TH STREET, NEW YORK  
LOCATION OF STREETScape IMAGES



PHOTO 1



PHOTO 2



PHOTO 3

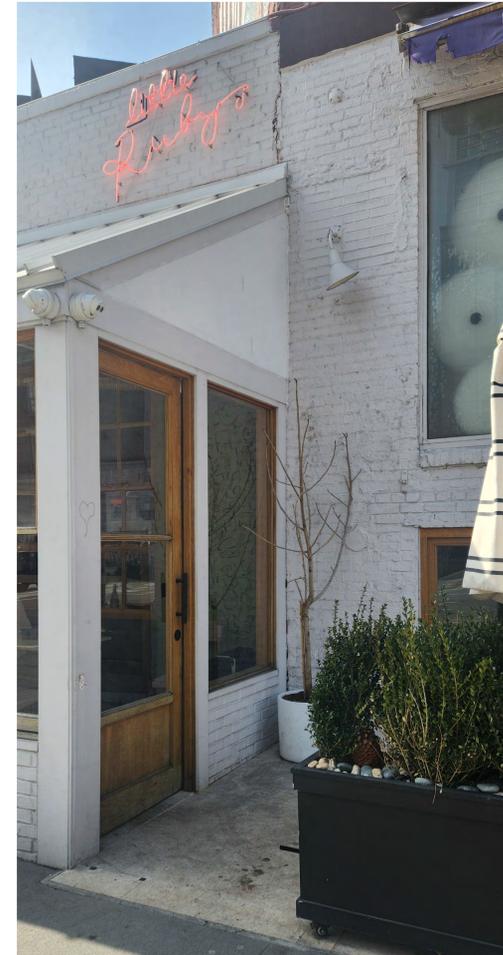


PHOTO 4

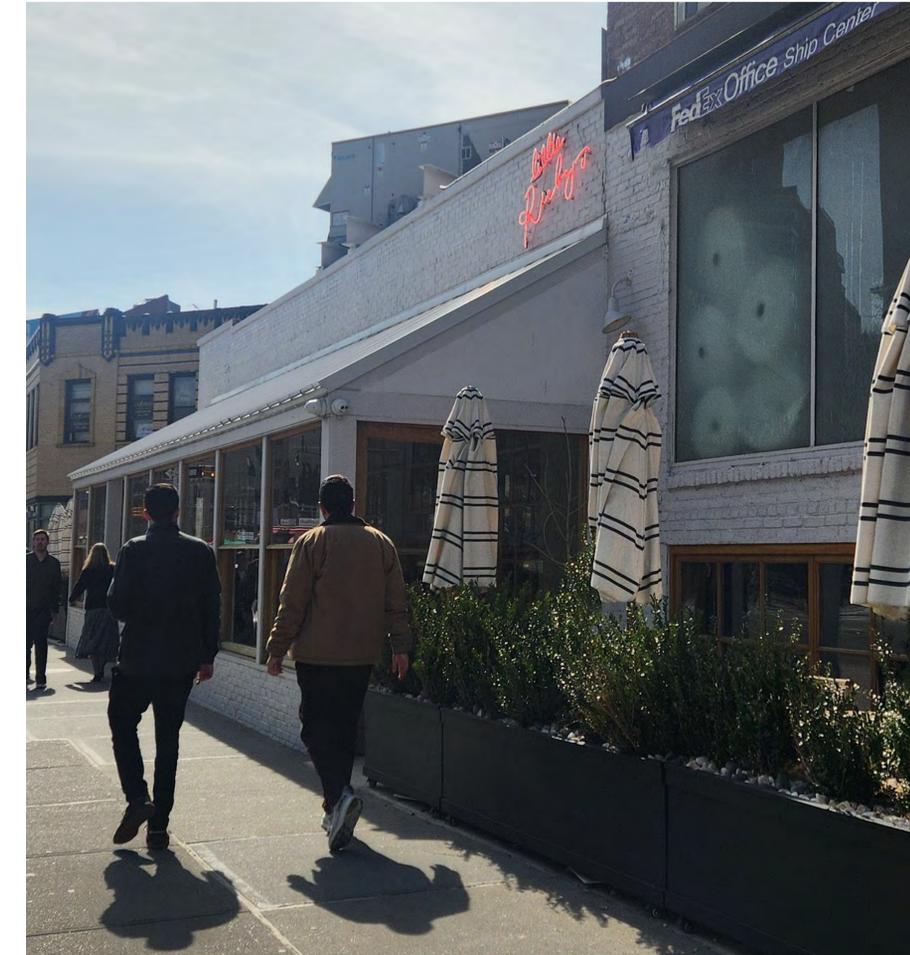
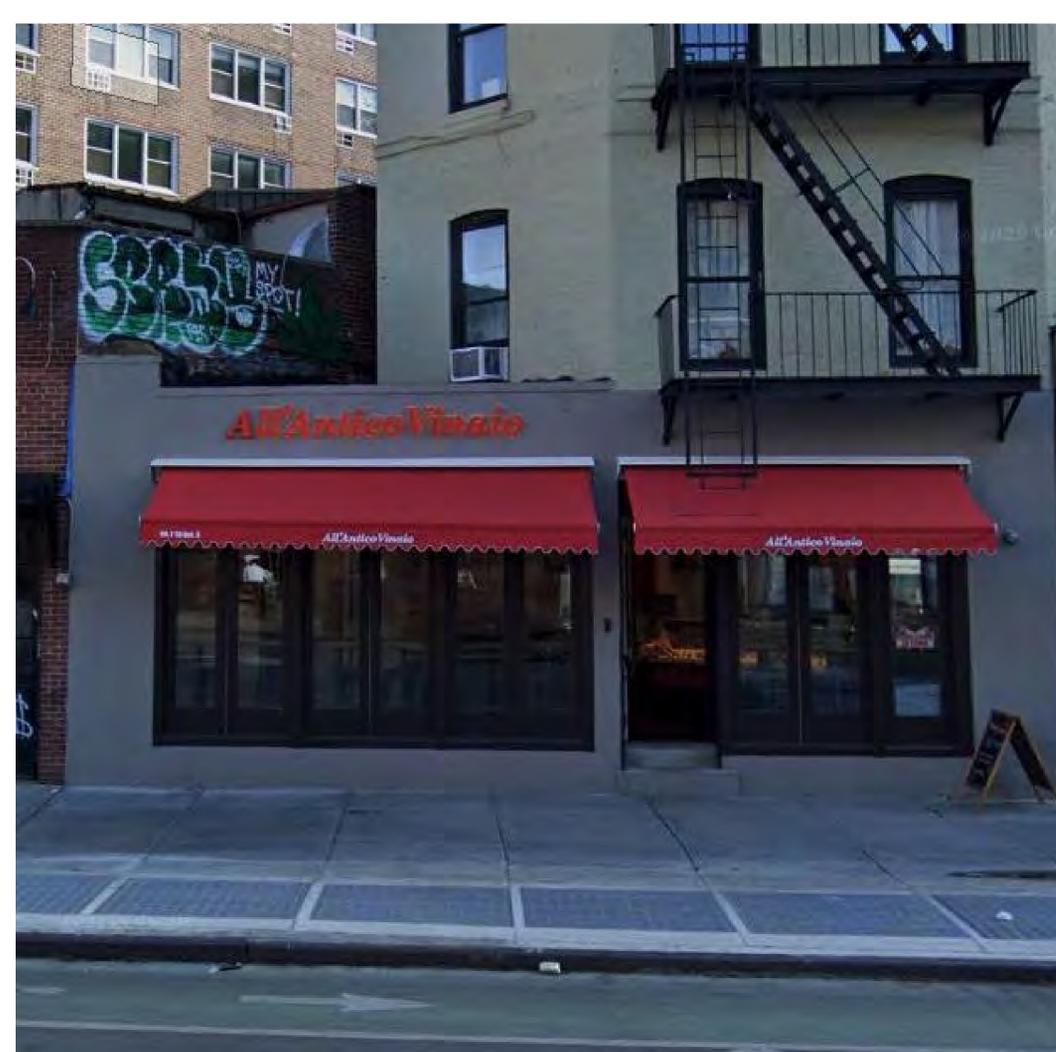


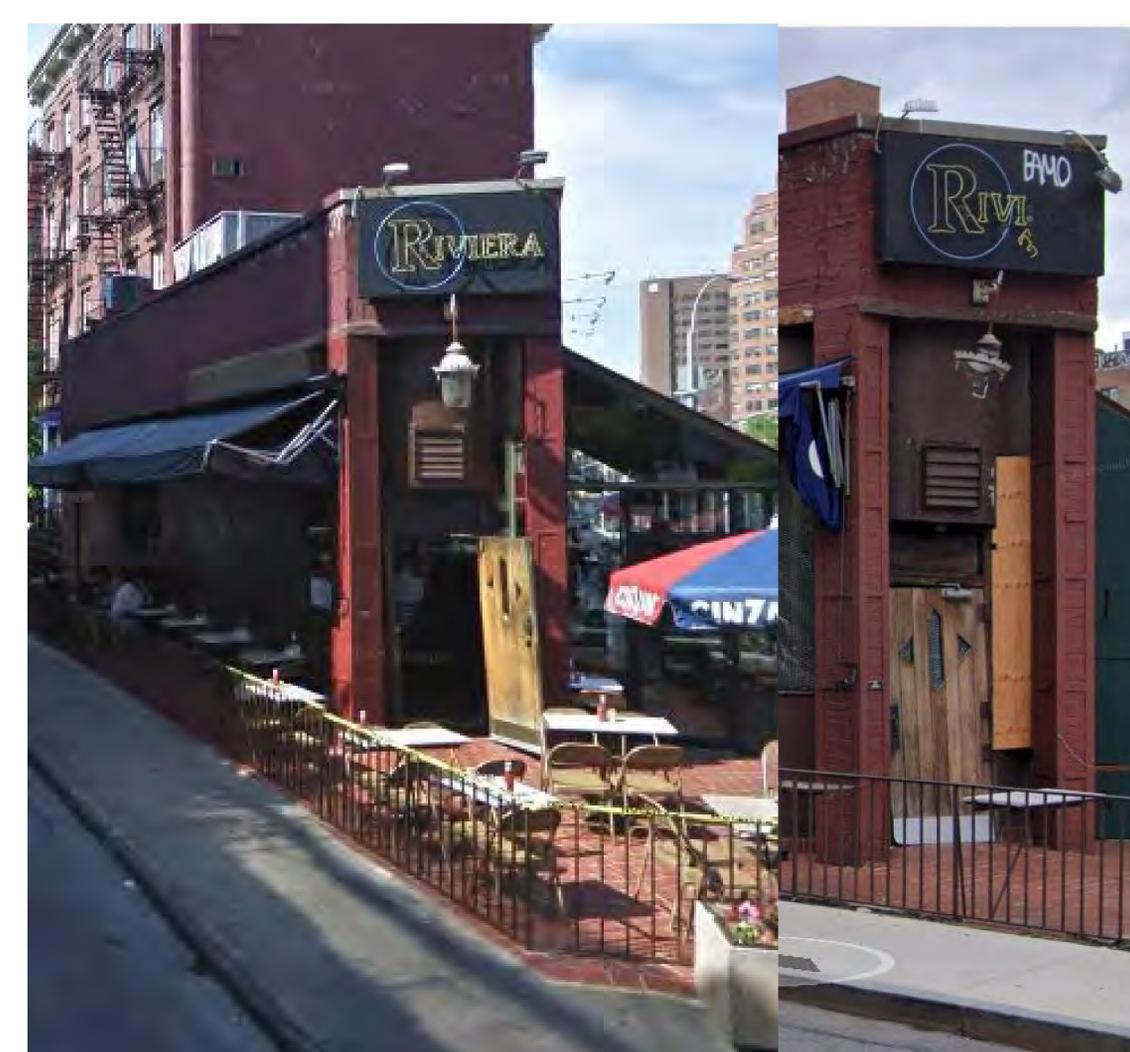
PHOTO 5



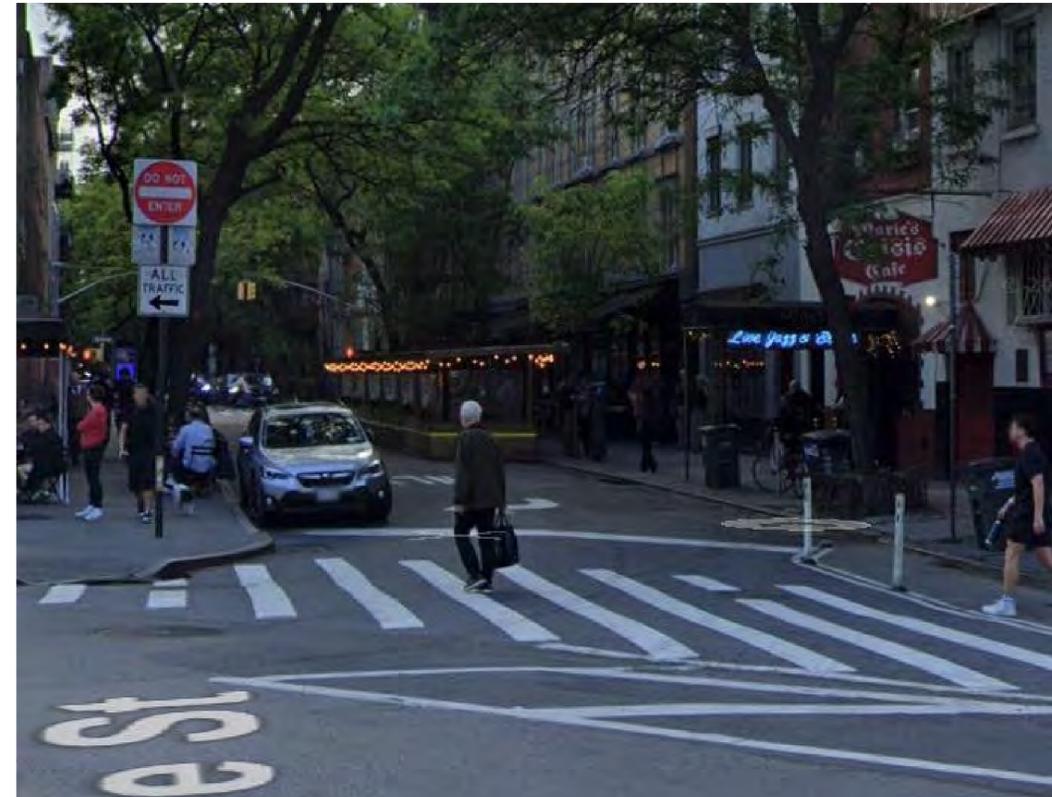
**OFFICINA DEL BERE 1397**  
**98 7TH AVE S, NEW YORK, NY 10014**



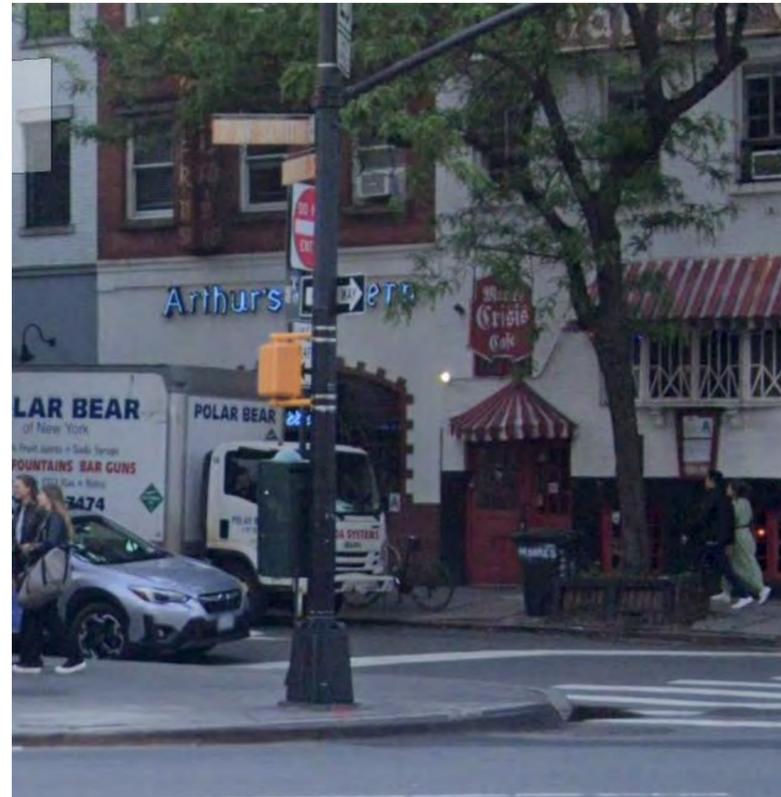
**ALL'ANTICO VINAIO**  
**89 7TH AVE S, NEW YORK, NY 10014**



**RIVIERA CAFE & SPORTS BAR** *Historic Illuminated Sign, See Pg.3 1980 Img*  
**225 W 4TH ST, NEW YORK, NY 10014**



**ARTHUR'S TAVERN, Illuminated Sign at Canopy Visible from 7 Ave S**  
**57 GROVE ST, NEW YORK, NY 10014**



**ARTHUR'S TAVERN, Illuminated Wall Mounted Sign**  
**Visible from 7 Ave S**



**SAINT THEO'S, 3 Minutes walking distance from 7 Ave S**  
**345 BLEECKER ST, NEW YORK, NY 10014**



**FEDORA**  
239 W 4TH ST, NEW YORK, NY 10014



**SMASHED**  
516 HUDSON ST, NEW YORK, NY 10014



**WHITE HORSE TAVERN**  
567 HUDSON ST, NEW YORK, NY 10014