

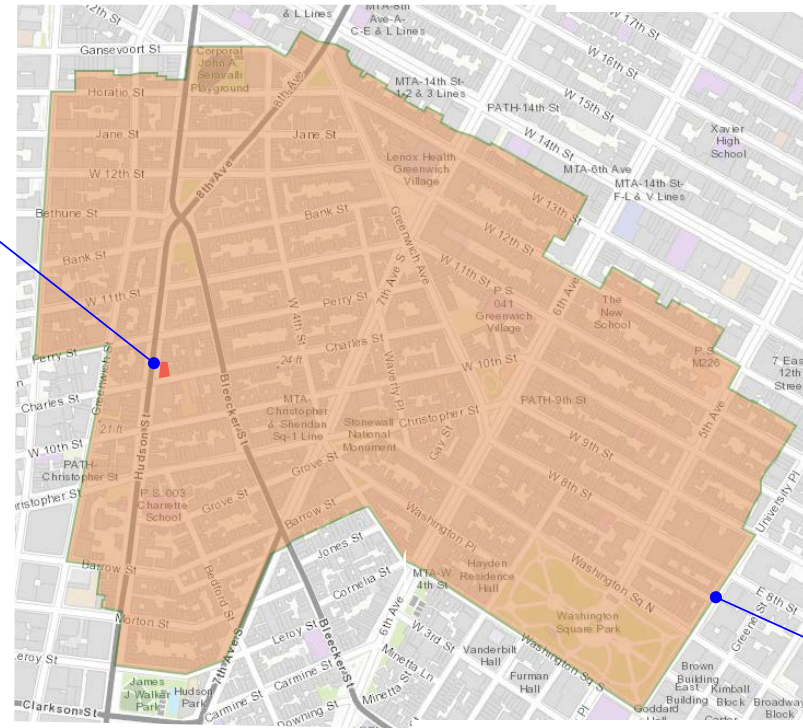
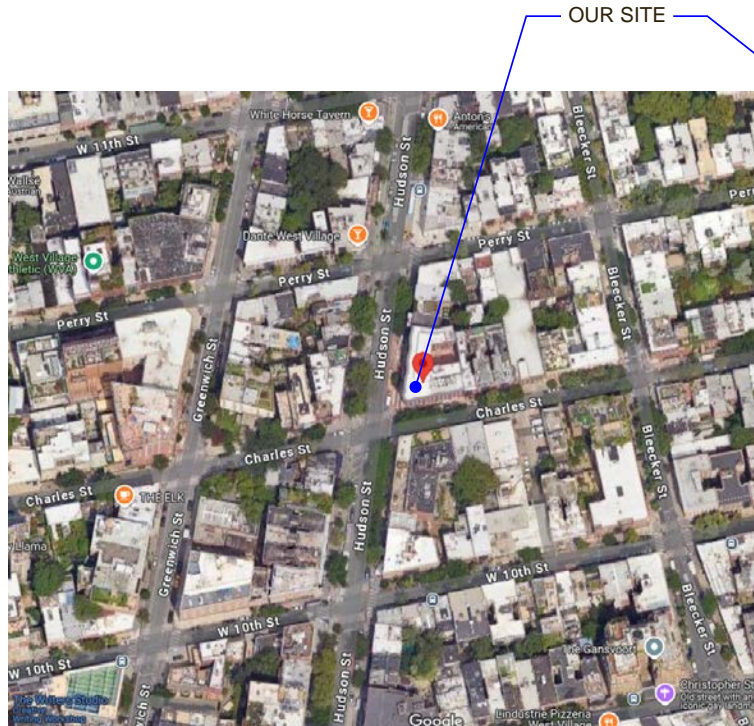


540 HUDSON STREET  
BLOCK 621 LOT 1  
NEW YORK, NY 10014

DOCKET#LPC-25-09464

DATE: 10-10-25

PREPARED BY RSI GROUP ON BEHALF OF  
SALT AND STRAW



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





ADJACENT TENANT SIGNAGE



## EXISTING CONDITIONS - PHOTOS



CURVED ENTRY

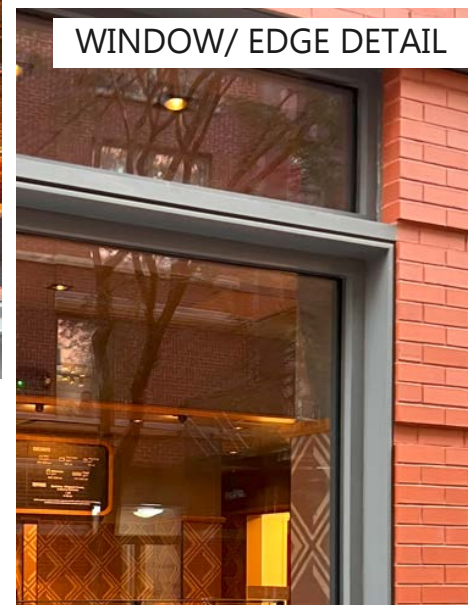


WINDOW/ EDGE DETAIL



WINDOW CLOSE UP

EXISTING ARCHITECTURAL  
DETAILS TO REMAIN



WINDOW/ EDGE DETAIL

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



ELEVATIONS OF PROPOSED MURALS FOR REFERENCE



LOCAL INSPIRATION



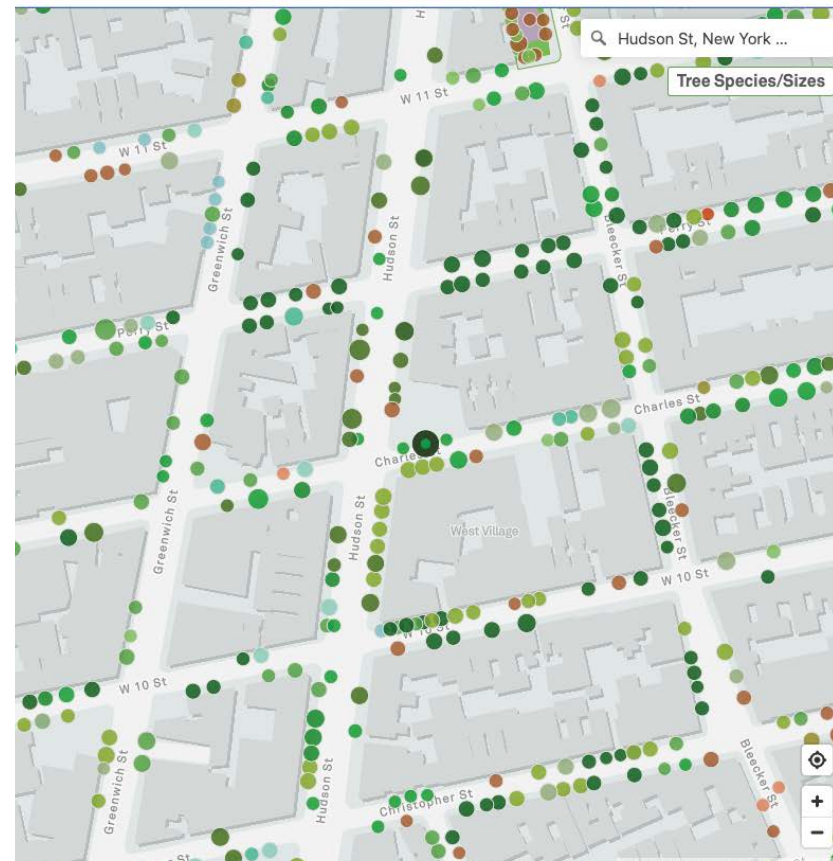
*SALT & STRAW*  
DAN FUNDERBURGH

*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



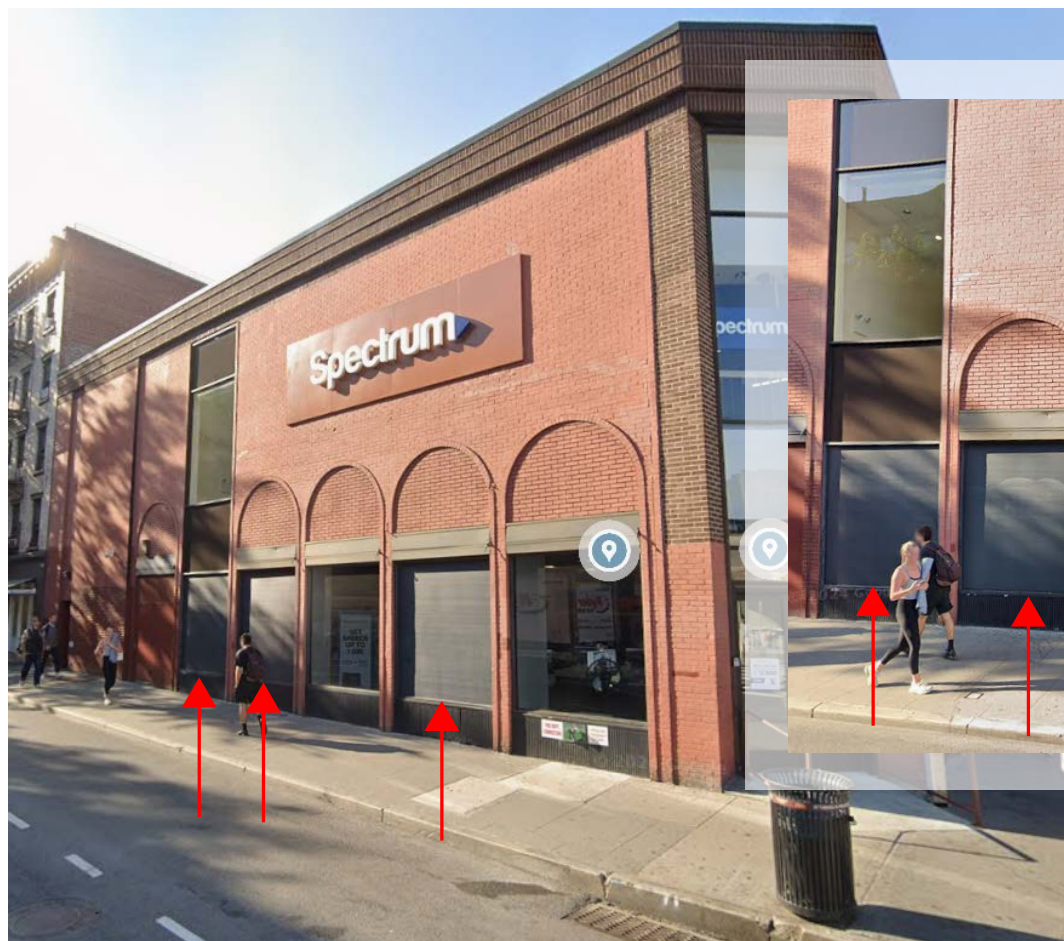
THE RED AND CREAM RIBBON SWIRLS ARE A REFERENCE TO THE RED AND WHITE AWNING STRIPES OF THE ORIGINAL SALT & STRAW ICE CREAM IN PORTLAND. HERE THEY SWIRL AROUND THE TREES AND IRONWORK OF WEST VILLAGE STOOPS.

BRAND HISTORY/ LOCAL DETAILS



*SALT & STRAW*  
DAN FUNDERBURGH

*HUDSON & CHARLES ST.*  
NEIGHBORHOOD PRECEDENTS

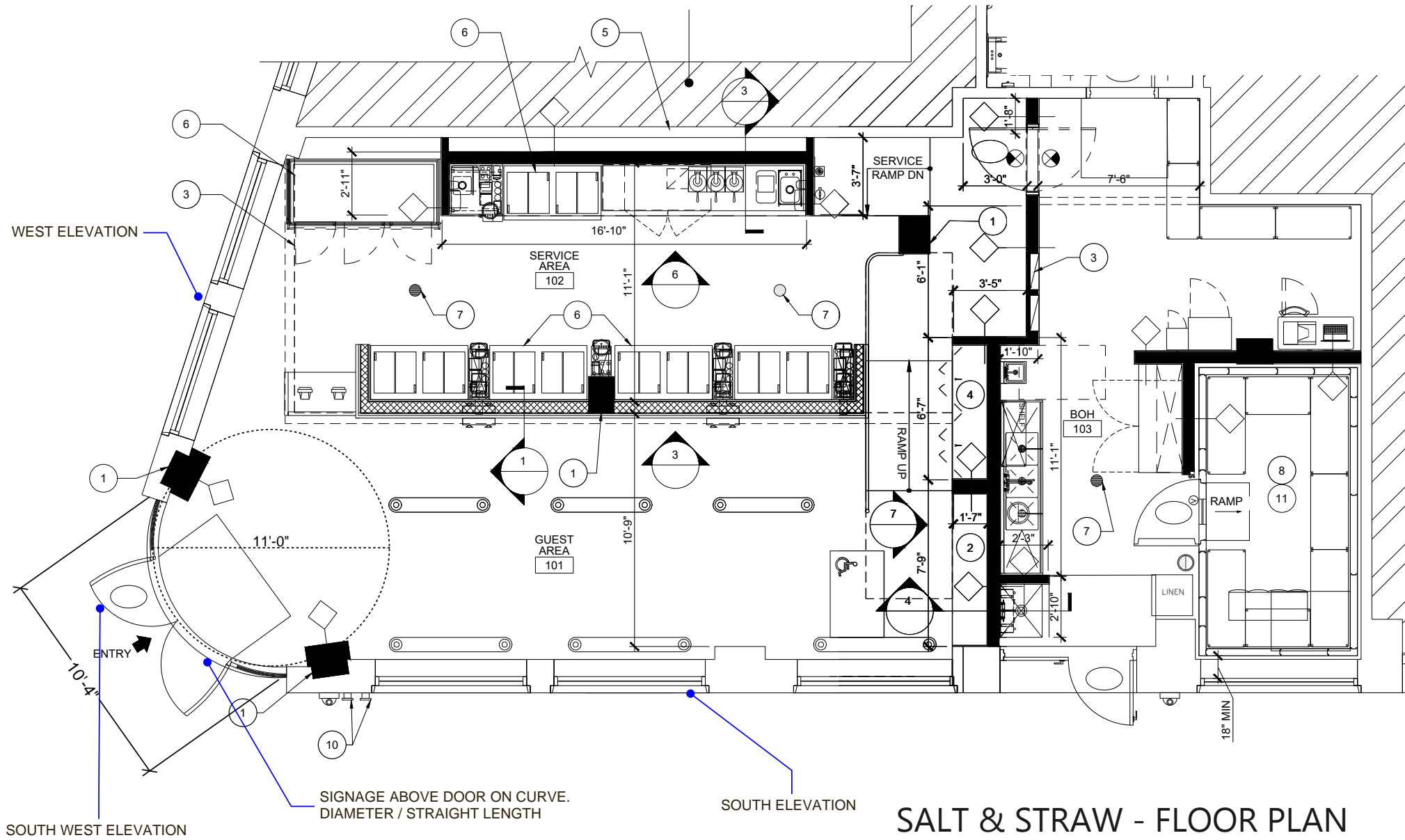


396 6TH AVENUE, NEW YORK, NY 10011  
APPROVED GRAYSCALE VINYL



LOCAL APPROVED WINDOW





*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

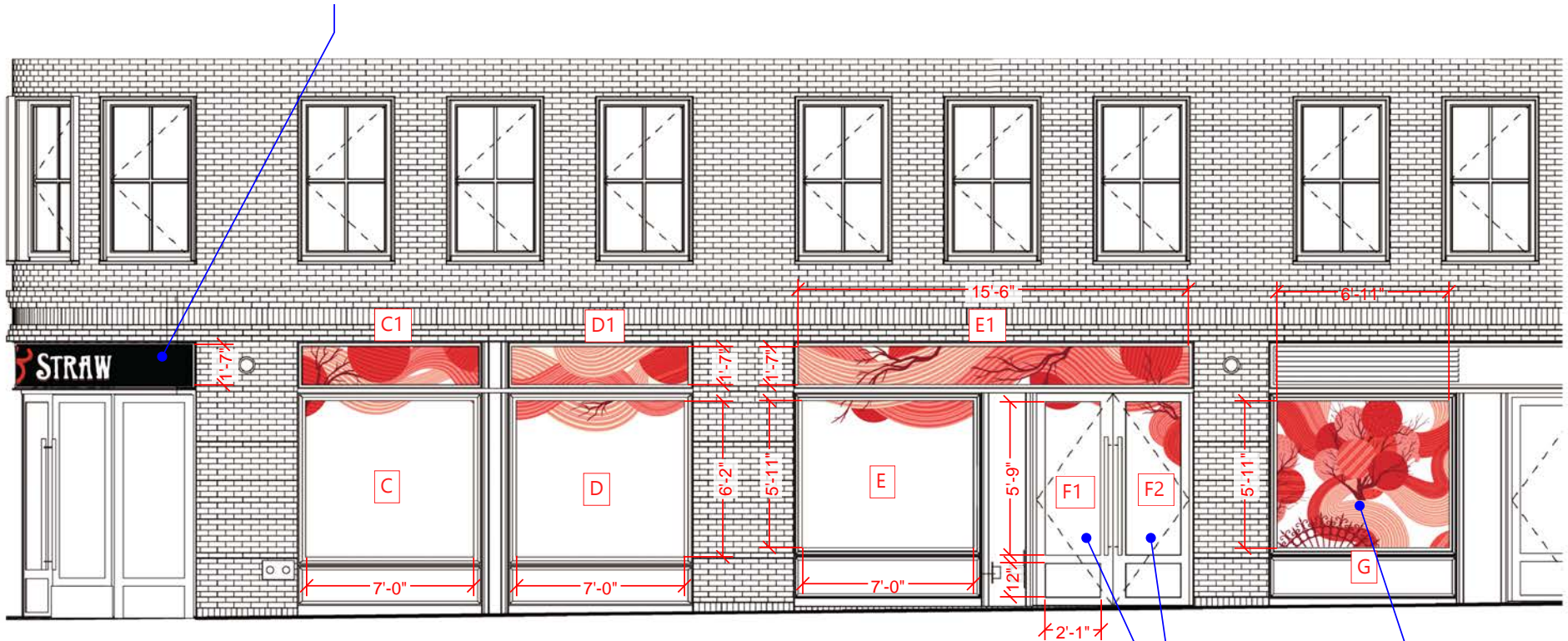
WEST ELEVATION - PROPOSED MURAL



*SALT & STRAW*  
DAN FUNDERBURGH

*HUDSON 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. (11 S.F. GRAY SCALE)  
MURAL = +/- 1 S.F.

F2:  
WINDOW = 12 S.F. (9 S.F. GRAY SCALE)  
MURAL = +/- 3 S.F.

G:  
WINDOW = 40 S.F. (5 S.F. GRAY SCALE)  
MURAL = +/- 35 S.F.

THESE WINDOWS/ DOORS HAVE PREVIOUSLY  
APPROVED GRAYSCALE VINYL TO STOP  
VISION INTO THE BACK OF HOUSE AREA  
(WALK IN FREEZER/ MOP SINK)

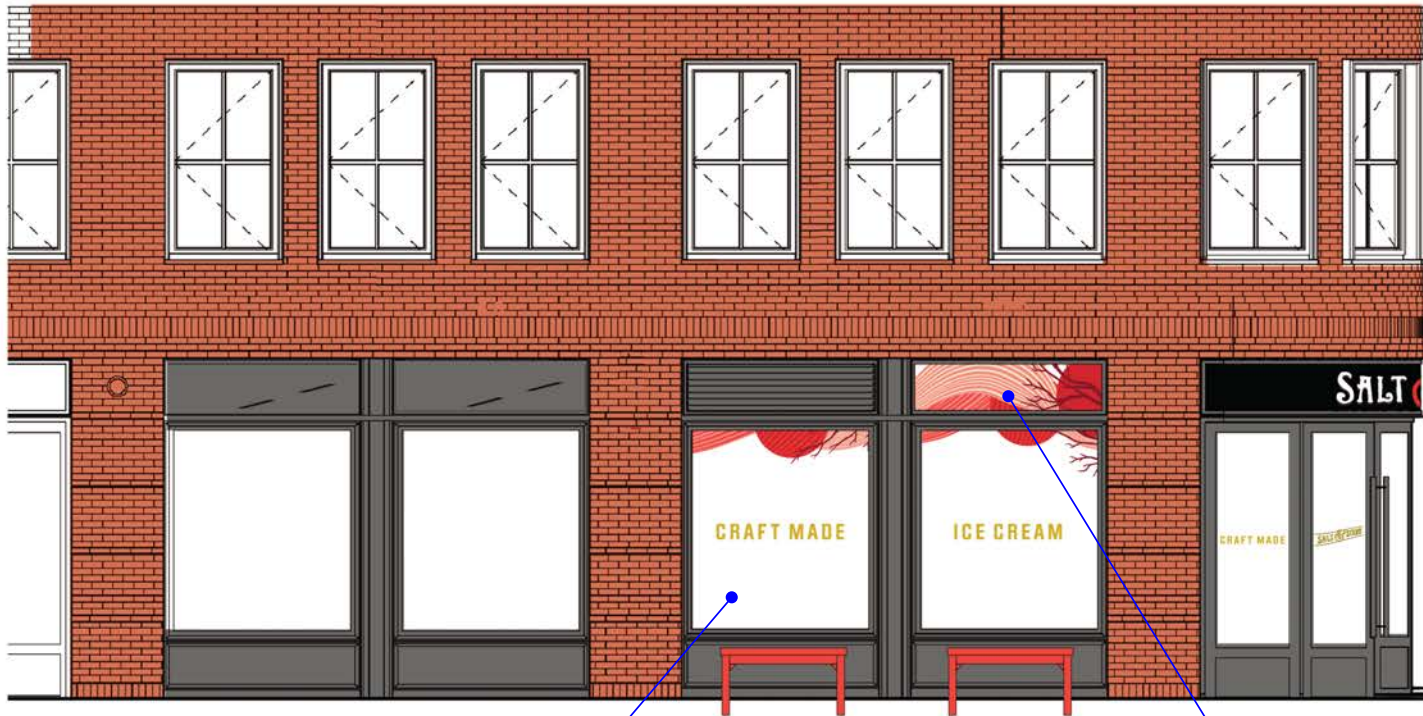
## SOUTH ELEVATION - PROPOSED MURAL

*SALT & STRAW*  
DAN FUNDERBURGH

## COLOR PALETTE



*HUDSON STREET*  
SWIRL MURAL V.1



WHITE VISUAL = TRANSPARENT

HUDSON STREET

EXTERIOR APPLIED VINYL

## WEST ELEVATION - PROPOSED MURAL

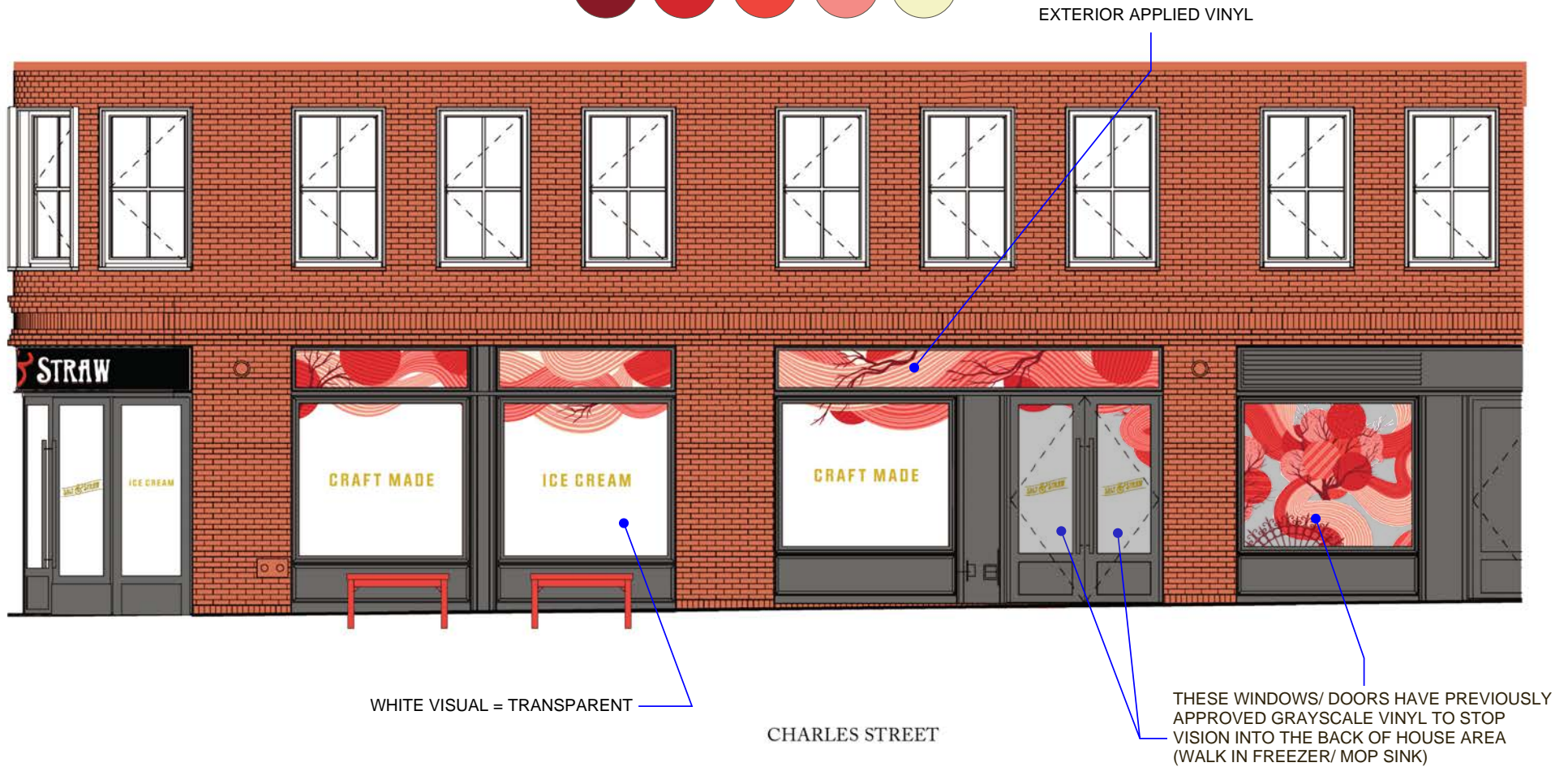


*SALT & STRAW*  
DAN FUNDERBURGH

## COLOR PALETTE



*HUDSON STREET*  
SWIRL MURAL V.1



## SOUTH ELEVATION - PROPOSED MURAL

*SALT & STRAW*  
DAN FUNDERBURGH

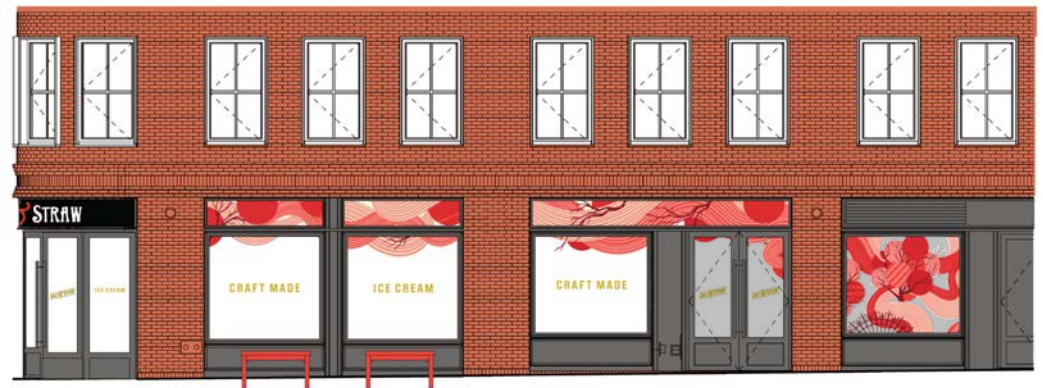
*HUDSON & CHARLES ST.*  
PLACEMENT



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



PROPOSED MURAL ELEVATIONS