



Greenwich
Village
Society for
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Preservation

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TESTIMONY OF THE
GREENWICH VILLAGE SOCIETY FOR HISTORIC PRESERVATION

363 Lafayette Street
Certificate of Appropriateness Application
NoHo Historic District
July 12, 2016

The site of the proposed new structure sits at an incredibly prominent and highly visible site within the NoHo Historic District on Lafayette Street. While GVSHP has no objection to a new building on this site, one of the proposed scale, or of a contemporary design, it is important that the design be appropriate to its unique surroundings, largely consisting of the loft style buildings which characterize NoHo.

Thus we do feel that there needs to be some changes. To start, the massing seems ill-suited for the location. The ziggurat style setbacks are out-of-place and are not in keeping with the surrounding buildings. A more fitting design would be boxier, like a traditional loft/warehouse, reaching a single height with a strong cornice, with possibly a single-story setback penthouse.

While the size of the structure and materials are appropriate, the unrelieved repetitiveness of the façade, particularly along Lafayette Street, makes it too horizontal in its expression and vastly out of keeping with the surrounding historic structures. The addition of vertical elements in the façade would aid in a more successful and appropriate design, balancing the current horizontal orientation. Such elements could also be useful to break up the façade into more appropriately scaled sections, creating a stronger but less monotonous rhythm, especially on the western façade, and add more balance and symmetry typical of a loft building.

Thus we urge the Commission to ask for such changes in order to make the proposed design more appropriate for its surroundings and the NoHo Historic District.