



**Greenwich
Village
Society for
Historic
Preservation**

*Founded in 1980, the
Society fights to protect
the architectural heritage
and cultural history
of the Village.*

252 East 11th Street
New York, New York
10003

(212) 475-9585
fax: (212) 475-9582

gvshp@gvshp.org
www.gvshp.org

Executive Director
Andrew Berman

President of the Board
Elizabeth Ely

Vice Presidents
Mary Ann Arisman
Arthur Levin

Secretary/Treasurer
Katherine Schoonover

Trustees
Penelope Bateau
Meredith Bergmann
Jo Hamilton
Leslie S. Mason
Robin J. H. Maxwell
Ruth McCoy
Florent Morellet
Peter Mullan
Andrew S. Paul
Jonathan Russo
Judith Stonehill
Arbie Thalacker
George Vellonakis
Fred Wistow
Linda Yowell
E. Anthony Zunino III

January 9, 2006

Hon. Robert Tierney
Chair, New York City Landmarks Preservation Commission
One Centre Street, 9th floor
New York, NY 10007

Re: Landmarking of Superior Inks factory at 70 Bethune/469 West Street

Dear Chair Tierney:

With the impending decision tomorrow by the Board of Standards and Appeals for a development by Related Companies that will result in the demolition of the Superior Inks factory, I again urge the Commission to consider landmark designation of this historic building. Designation could be either as an individual landmark, or as part of a historic district that would include other nearby industrial buildings the Commission has already publicly proposed for designation, such as the Westbeth complex and 110 Horatio Street, as well as other endangered historic industrial buildings in the immediate vicinity, such as the 1856 factory/stable at 389 West 12th Street.

GVSHP has already supplied the Commission with considerable documentation substantiating the history and relevance of the building. This is the last remaining working factory building along the Greenwich Village waterfront, and its twin smokestacks have long stood as local landmarks in the area. The building is an important historic link to the time when the Greenwich Village waterfront was the center of the busiest working waterfront in the world, which was responsible for New York's rise as the world capitol of commerce. Built in 1919-21 as a cracker bakery for Nabisco, this was part of a broader complex of Nabisco buildings in the area, the bulk of which is located a few blocks to the north on 15th Street, in what is now known as Chelsea Market. An early example of establishing a uniform corporate identity through architecture, the factory was built in the same style as the main complex to the north as well as other major Nabisco complexes in Pittsburgh and Chicago. The architect, A. G. Zimmermann, and the Nabisco President, Adolphus Green, appear to have been aware of and influenced by emerging contemporary German ideas about utilitarian and industrial design, and Zimmermann's broad bays and functional design betray his own Chicago roots.

With the expected approval of the variance tomorrow, this is the Commission's last chance to save this wonderful building. Preserving this building has strong support from the neighborhood, local elected officials, and preservationists who have supported GVSHP's full proposal for landmark designation of the area, a portion of which the Commission has committed to designate. I hope that you will not let this one last chance to preserve this wonderful piece of New York's waterfront industrial architecture slip through your fingers before it is too late.

Sincerely,

Andrew Berman
Executive Director

Cc: City Council Speaker Christine Quinn
Manhattan Borough President Scott Stringer
Congressman Jerrold Nadler
State Senator Thomas K. Duane
Assemblymember Deborah Glick
Community Board #2, Manhattan
Greenwich Village Community Task Force
Westbeth Artists Residents Council
Westbeth Board of Directors
Board, 380 West 12th Street
Board, 395 West Street
Board, 130 Jane Street