

The current proposal is:

Preservation Department – Item 3, LPC-20-10163

340 Bleecker Street,

Borough of Manhattan

How to Testify

Via Zoom: <https://us02web.zoom.us/j/87580483826?pwd=dmJyMHdNcDd5ZFpBMVExsaVhyNWxwUT09>

Meeting ID: 875 8048 3826

Password: 866423

By Phone: 1 646-558-8656

US (New York) 877-853-5257 (Toll free)

US 888 475 4499 (Toll free)

Note: If you want to testify on an item, join the Zoom webinar at the agenda’s “Be Here by” time (about an hour in advance). When the Chair indicates it’s time to testify, “raise your hand” via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

The word 'AMOS' is rendered in a large, stylized font. Each letter is filled with a different nature-themed pattern: the 'A' has green leaves and blue scales; the first 'M' has brown scales; the second 'M' has green leaves; the 'O' has green leaves and blue scales; and the 'S' has brown scales and green leaves. The letters have a dark brown outline.

on bleecker

Presentation to Landmarks Preservation Commission

Re: addition of a hanging neon sign, replicating historic Aldo's sign



340 – 348 Bleecker Street (March 2020)

Streetscape images (see key on next page)

1



2



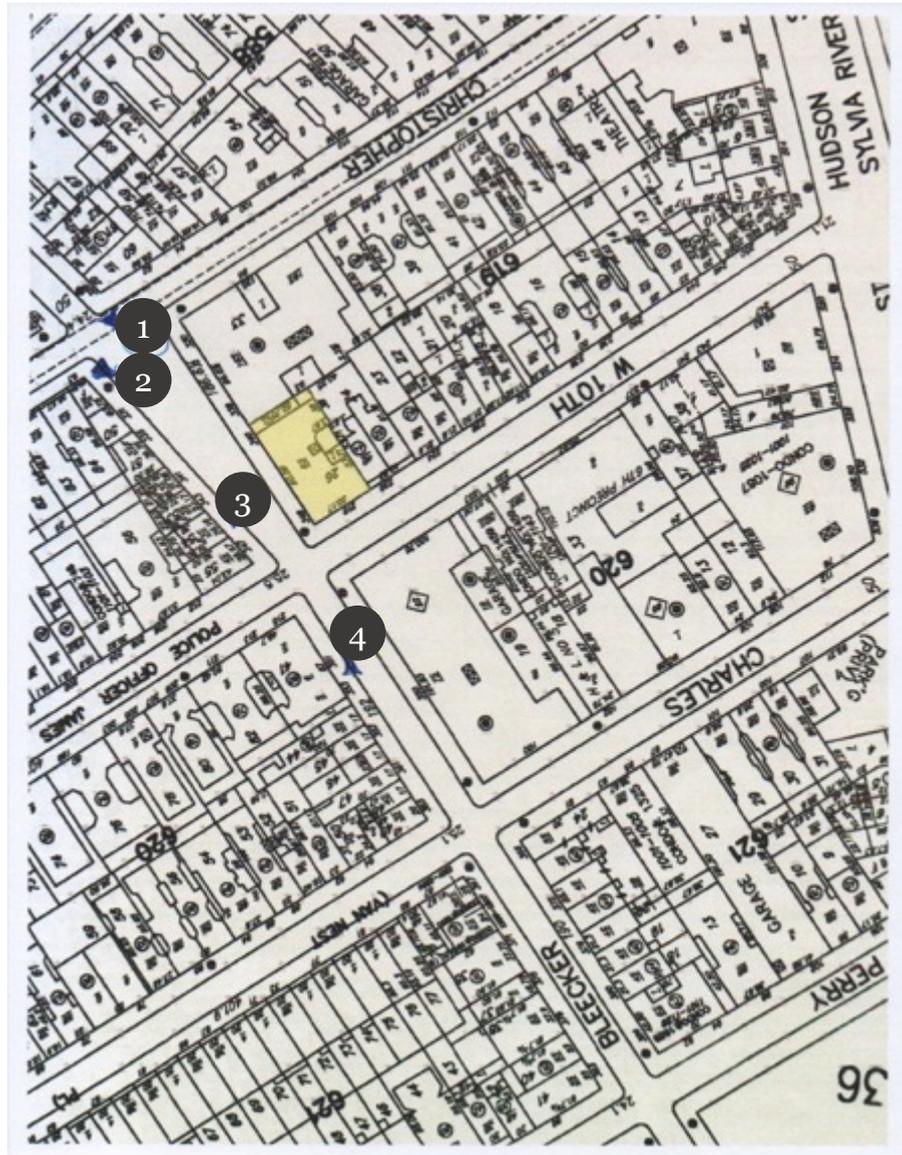
3



4



Locations of streetscape images







34

340 – 348 Bleecker Tax Photos



1940



1980



340 – 348 Bleecker Street (1969)



340 – 348 Bleecker Street (March 2020, with rendered sign)

Please see pages 11 & 12 for revised sign design

340 – 348 Bleecker Street (2020, completed exterior rendering)

Please see pages 11 & 12 for revised sign design

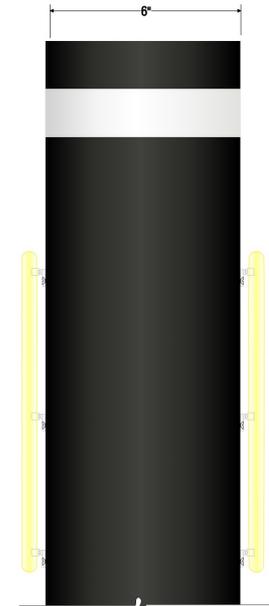


1) LOGO ID (DOUBLE SIDED) PLAN VIEW



2) LOGO ID (DOUBLE SIDED) FRONT ELEVATION

BACKGROUND: 6" DEEP FABRICATED CABINET w/ CURVED OUTSIDE EDGE, FACES & EDGES PAINTED BLACK, TOP & BOTTOM BOARDER PAINTED WHITE
TEXT: 12MM YELLOW NEON TUBE LIGHTING MOUNTED BOTH SIDES OF CABINET w/ CLEAR SIGN CLIPS & COUNTERSUNK SCREWS PAINTED BLACK
TEXT BACKGROUND: FIRST SURFACE DIRECT PRINT WHITE ON CABINET FACE (SEE PAGE 2 FOR ARTWORK)
MOUNTING: BLACK EYE HOOKS TO EXISTING MOUNTING BRACKET



3) LOGO ID OUTSIDE EDGE VIEW
(x2 SCALE)



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resubmit / approved / as noted

56477-N2 LOGO ID / PAGE

1

client AMOS ON BLEEKER project AMOS ON BLEEKER project manager JC designer JA date 04.06.20 revisions 3) 06.17.20

STREET SIDE



BUILDING SIDE

1> LOGO ID (DOUBLE SIDED) TEXT BACKGROUND GRAPHICS



2> LOGO ID INSTALLATION RENDERING



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2

client AMOS ON BLEEKER project AMOS ON BLEEKER project manager JC designer JA date 04.06.20 revisions 3) 06.17.20



Corner Bistro
331 West 4th Street
New York, NY 10014



John's of Bleeker Street
278 Bleeker Street
New York, NY 10014



Fedora
239 West 4th Street
New York, NY 10014



Waverly Diner
385 6th Avenue
New York, NY 10014



Minetta Tavern
113 McDougal Street
New York, NY 10012



Carbone
181 Thompson Street
New York, NY 10012

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