



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

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Delores Rubin
Chair

Jesse R. Bodine
District Manager

August 7, 2017

Marisa Lago,
Chair
Department of City Planning
120 Broadway, 31st Floor
New York, NY 10271

Re: Eighth Avenue Signage Text Amendment, 661 Eighth Avenue

Dear Chair Lago,

On July 12, 2017, Manhattan Community Board 4's (MCB4) Clinton/Hell's Kitchen Land Use and Zoning Committee was presented by a representative of 42nd & 8th Owner LLC an application requesting a text amendment of the Theater Subdistrict Section 81-73 (Special Sign and Frontage Regulations) of the New York City Zoning Regulation ("ZR"). The amendment would allow C6-7 signage rules, with modifications, to apply to corner lot portions of zoning lots bounded by two wide streets within the western portion of the Eighth Avenue Corridor of the Theatre Subdistrict.

The proposed text amendment would facilitate the installation of advertising signage on the roof of an existing two-story retail building located at 661 Eighth Avenue (the "Project"). Any signage must not incorporate sound features and must face away from the Special Clinton District.

On July 26th, 2017, Manhattan Community Board 4 at its monthly Full Board meeting, with 32 in favor, 1 opposed, and 0 present but not eligible, voted to recommend approval of the proposed text amendment.

The Site

The Project is located on Block 1033, Lot 29 (the "Site") within the Eighth Avenue Corridor of the Theater Subdistrict within the Special Midtown district as well as the Eighth Avenue Perimeter Area of the Special Clinton District in Manhattan Community District 4. The Site is located on the northwest corner of West 42nd Street and Eighth Avenue. It comprises of a corner lot with approximately 75 feet of frontage on West 42nd Street and approximately 80.42 feet of

frontage on Eighth Avenue for a total of approximately 6,035 square feet. The Project Site is improved with a two-story retail building.

The Project contemplates installing advertising signs above the ground floor of the existing building. In discussing the proposed amendment and project, MCB4 had a major concern: that any sign not impact on the Special Clinton District. The applicant assures the Board that any sign would face away from the Special Clinton District and will not have any sound features.

MCB4 is especially concerned about light from signs disturbing residential units west of Eighth Avenue, either directly or indirectly. The applicant agrees, when contacted by the Board, to correct any such light intrusion by the signage.

The Board also requests, and the applicant has agreed, to see if positioning the signage so it faces directly across Eighth Avenue, instead of at an angle facing down the Avenue, would be effective.

The Board thanks the applicant for its engagement with the Board and with the Department of Transportation to expand the pedestrian space in front of 661 Eighth Avenue. The sidewalk, constrained by a “Giuliani barricade,” was often so crowded with commuters on their way to and from the Port Authority Bus Terminal across 42nd Street, that many were forced to walk in traffic on Eighth Avenue outside the barricade, a dangerous situation.

The Board also thanks the applicant for its support of non-profit dance and theater rehearsal space in Clinton Housing Development Company’s (CHDC) proposed cultural facility at 545 West 52nd Street.¹

Sincerely,



Delores Rubin
Chair
Manhattan Community Board 4



Jean-Daniel Noland
Chair
Clinton/Hell’s Kitchen Land Use Committee

cc Hon. Gale A. Brewer, Manhattan Borough President
Hon. Corey Johnson, City Council
42nd & 8th Owner LLC
Jack Cayre, Midtown Equities LLC 141 Fifth Avenue
Richard Barth, Capalino

¹ Joe Restuccia, the Executive Director of CHDC and a member of the Clinton/Hell’s Kitchen Land Use Committee of MCB4 was recused from voting on this application.