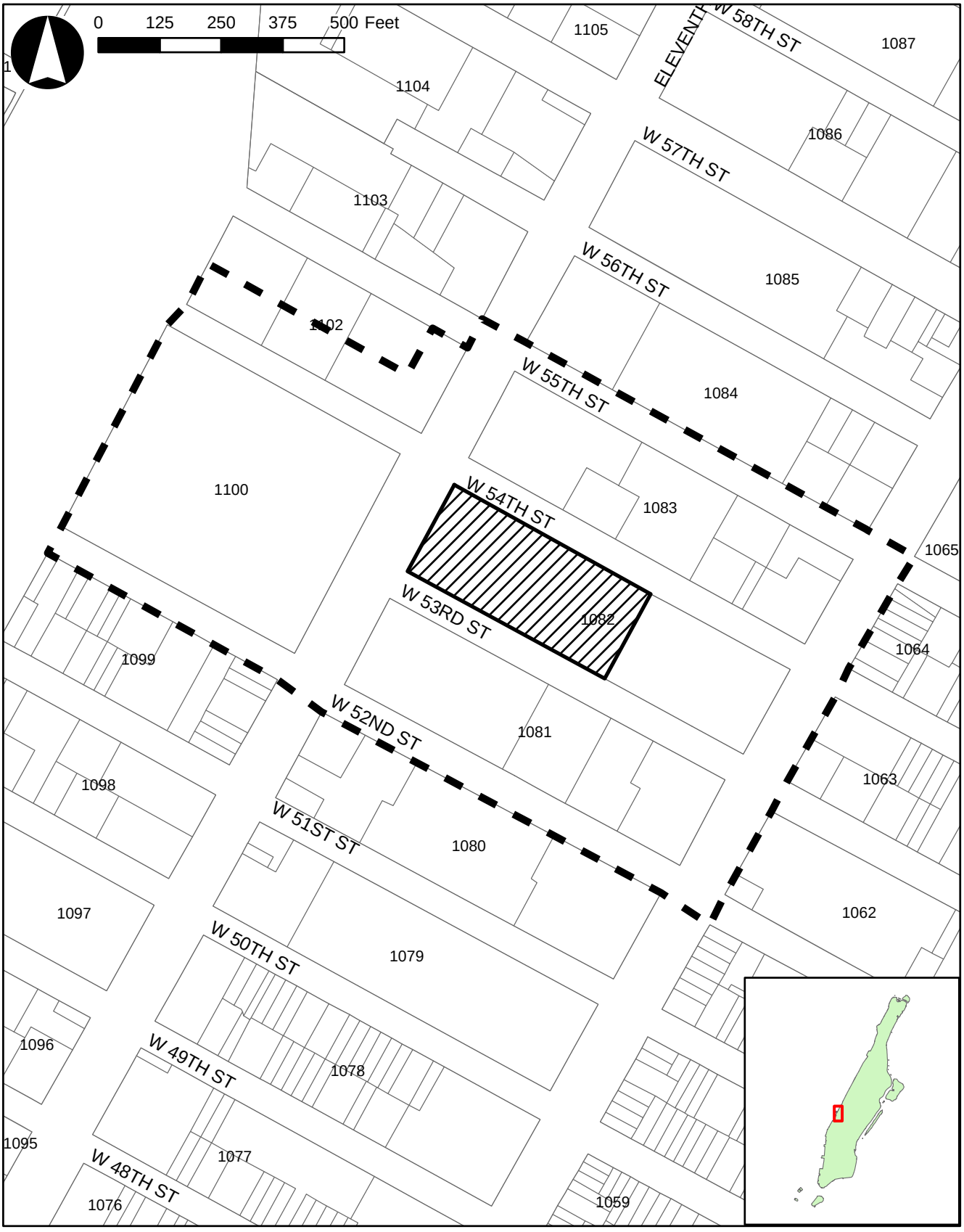
Figure 8-1

Urban Design and Visual Resources Study Area



Legend

Project Site

Urban Design & Visual Resources Study Area Boundary

1082 Tax Block Number



Above: Project Site View from W. 53rd St. Looking Northwest



Above: Project Site View from W. 54th St. Looking Southwest

Below: Project Site View from W. 53rd St. & 11th Ave. Looking Northeast



Below: Project Site View from W. 54th St. & 11th Ave. Looking Southeast



Figure 8-2
Study Area Views: Project Site (Summer 2007)



Above: AT&T Switching Tower along 10th Ave.
View from 10th Ave. & W. 53rd St.



Above: AT&T Switching Tower
View from W. 53rd St. East of 10th Ave

Below: AT&T Switching Tower along W. 54th St.
View from Harborview Terrace Houses parking lot on W. 54th St.



Below: AT&T Switching Tower View from 11th Ave.
Project Site in the foreground



Figure 8-3
Study Area Views: AT&T Switching Tower



Above: W. 55th St. north side from midblock toward 11th Ave. Harborview Terrace Houses basketball court (foreground); Cadillac building (background).

Below: W. 55th St. south side from midblock toward 11th Ave. Archstone West 54th north building (foreground); Harborview Terrace Houses south tower (mid); Clinton Towers (background).



Above: W. 55th St. north side from midblock toward 10th Ave. Harborview Terrace Houses north tower (foreground); The Westport (background).

Below: W. 55th St. south side from midblock toward 10th Ave. Harborview Terrace Houses south tower (foreground); Archstone West 54th north building (mid); walkup buildings (background).





Figure 8-4
Study Area Views: W. 55th Street, Tenth to Eleventh Avenues



Above: W. 54th St. north side from midblock toward 10th Ave. Harborview Terrace Houses (foreground); commercial buildings (mid); Archstone West 54th (background)



Above: W. 54th Street north side from 11th Ave. toward midblock Clinton Towers (foreground); Centro Maria (background)

Below: W. 54th St. north side, Centro Maria (opposite project site)



Below: W. 54th St. north side, Clinton Towers (opposite project site)



Figure 8-5
Study Area Views: W. 54th Street North Side, Tenth to Eleventh Avenues



Above: W. 53rd St. south side from midblock toward 10th Ave. TanaSaybert Printing facility (foreground); Archstone Clinton, north tower (mid-ground); Archstone Clinton theatre portion (background)



Above: W. 53rd St. south side from midblock toward 11th Ave. Parking lot (foreground); Flats and Old School (background)

Below: W. 53rd St. south side, Flats and Old School (opposite project site)



Below: W. 53rd St. south side, TanaSaybert Printing facility, parking lot



Figure 8-6
Study Area Views: W. 53rd Street South Side, Tenth to Eleventh Avenues



Above: W. 52nd St. north side from midblock toward 11th Ave. TanaSaybert Printing building (foreground partially shown); midblock commercial buildings (mid); Clinton Parkview (background).

Below: W. 52nd St. south side from midblock toward 11th Ave. Clinton Manor (foreground); walkup buildings (background)



Above: W. 52nd St. south side from 10th Ave. toward midblock. 501 W. 52nd St. (foreground); Archstone Clinton north tower (mid); TanaSaybert Printing building (background).

Below: W. 52nd St. south side from midblock toward 10th Ave. Clinton Manor (foreground); Archstone Clinton south tower (mid); 2 6-story buildings (background)





Figure 8-7
Study Area Views: W. 52nd Street, Tenth to Eleventh Avenues



Above: 10th Ave. west side looking north from W. 52nd St. 5-story brick building and low-rise portion of Archstone Clinton; AT&T Switching Tower (background).



Above: 10th Ave. west side looking south from W. 55th St. 5-story brick building and Archstone West 54th south building; AT&T Switching Tower (background).

Below: 10th Ave. east side looking south from W. 53rd St. PS 111 playground



Below: 10th Ave. east side looking north from W. 54th St. 1- to 7-story buildings.



Figure 8-8
Study Area Views: Tenth Avenue from W. 52nd to W. 55th Streets



Above: De Witt Clinton Park: view from northeast corner of W. 53rd St. & 11th Ave. (adjacent to the project site)



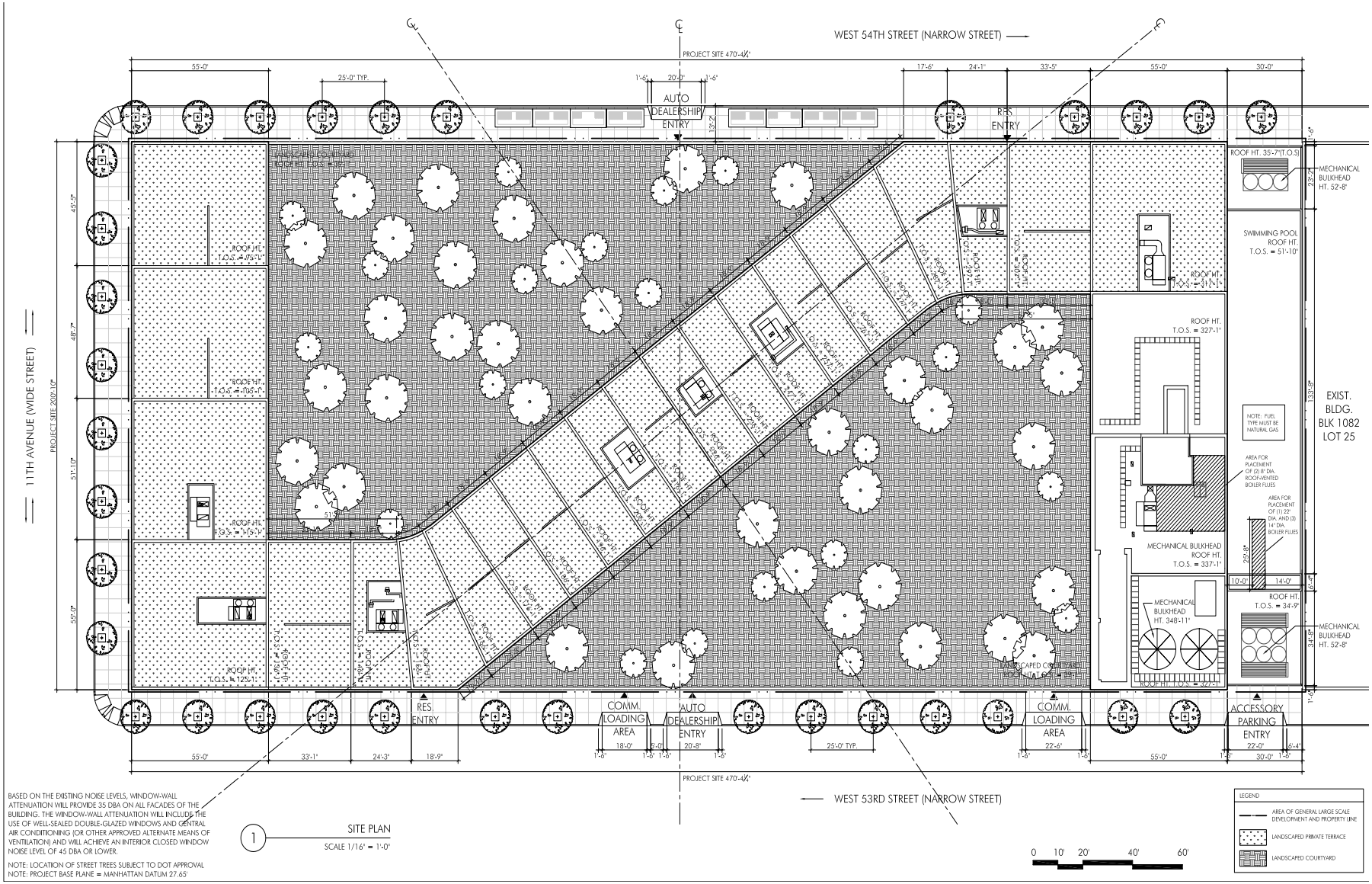
Above: De Witt Clinton Park view from W. 54th St. looking east

Below: De Witt Clinton Park view from W. 52nd St. looking north. Manhattan Auto Company building (background, right)



Below: De Witt Clinton Park view from W. 54th St. looking south.





BASED ON THE EXISTING NOISE LEVELS, WINDOW-WALL ATTENUATION WILL PROVIDE 35 DBA ON ALL FACADES OF THE BUILDING. THE WINDOW-WALL ATTENUATION WILL INCLUDE THE USE OF WELL-SEALED DOUBLE-GLAZED WINDOWS AND CENTRAL AIR CONDITIONING (OR OTHER APPROVED ALTERNATE MEANS OF VENTILATION) AND WILL ACHIEVE AN INTERIOR CLOSED WINDOW NOISE LEVEL OF 45 DBA OR LOWER.

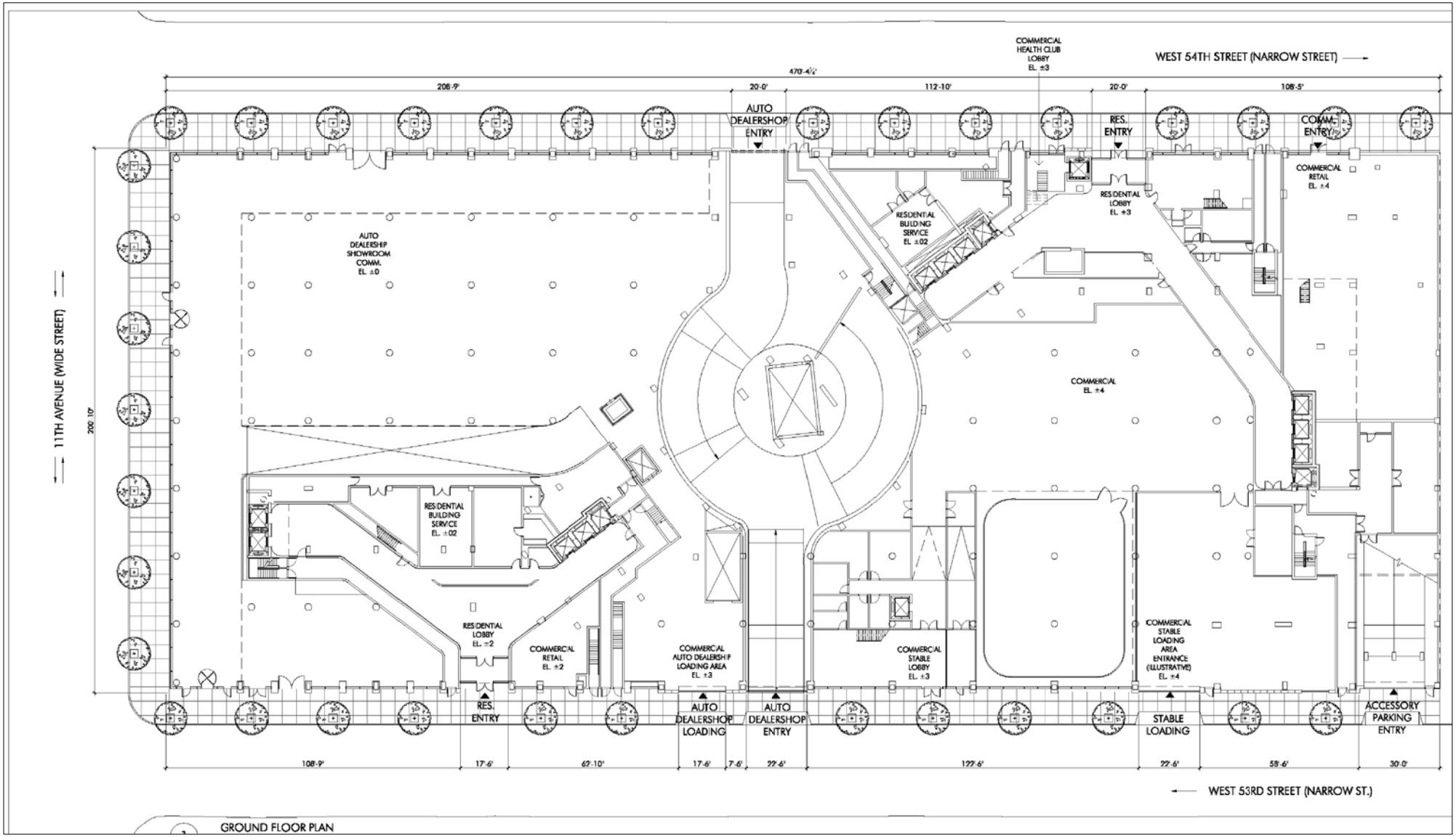
NOTE: LOCATION OF STREET TREES SUBJECT TO DOT APPROVAL
NOTE: PROJECT BASE PLANE = MANHATTAN DATUM 27.65'

1 SITE PLAN
SCALE 1/16" = 1'-0"

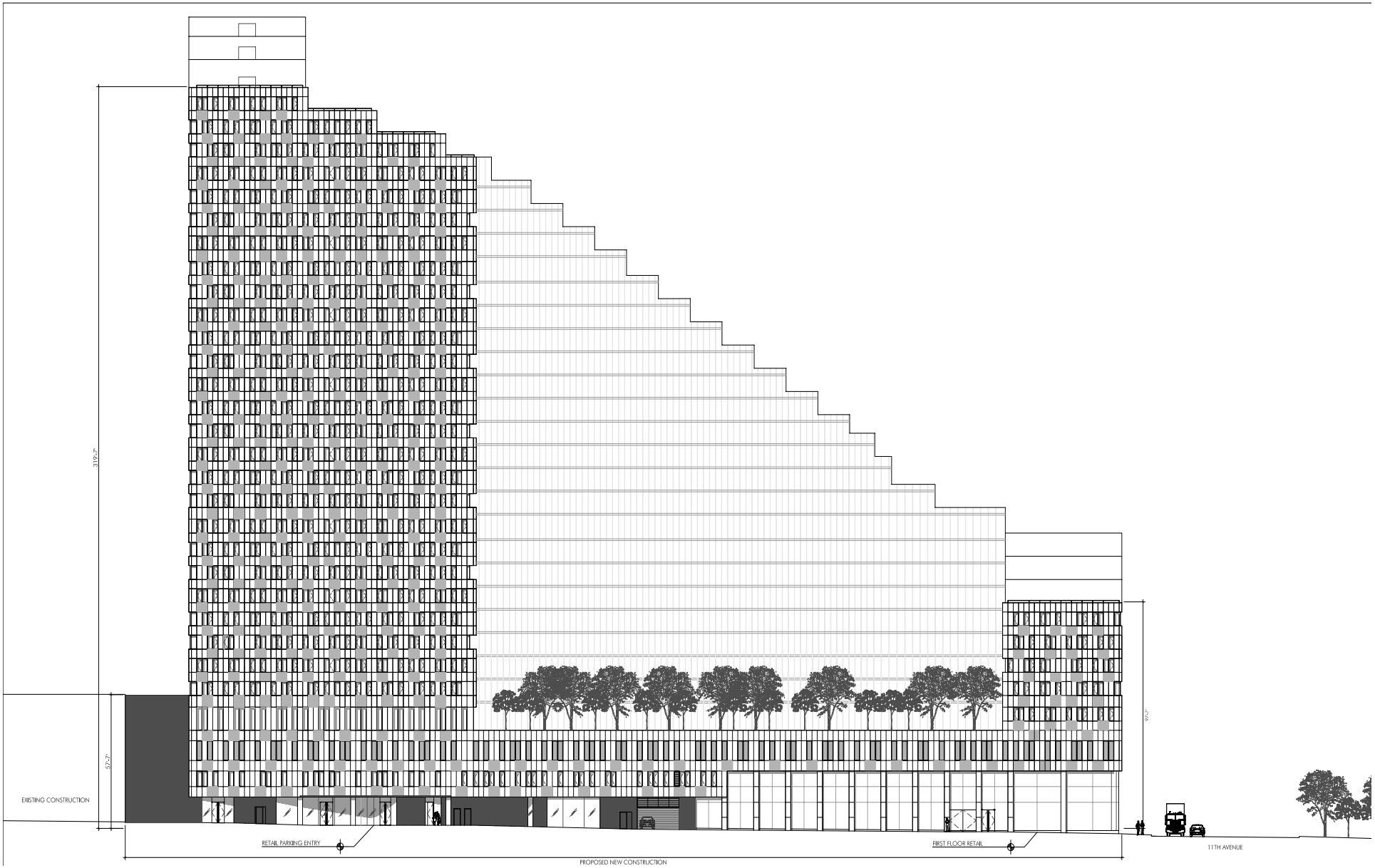
770 Eleventh Avenue Mixed-use Development Rezoning EIS

Figure 8-10

Proposed Site Plan



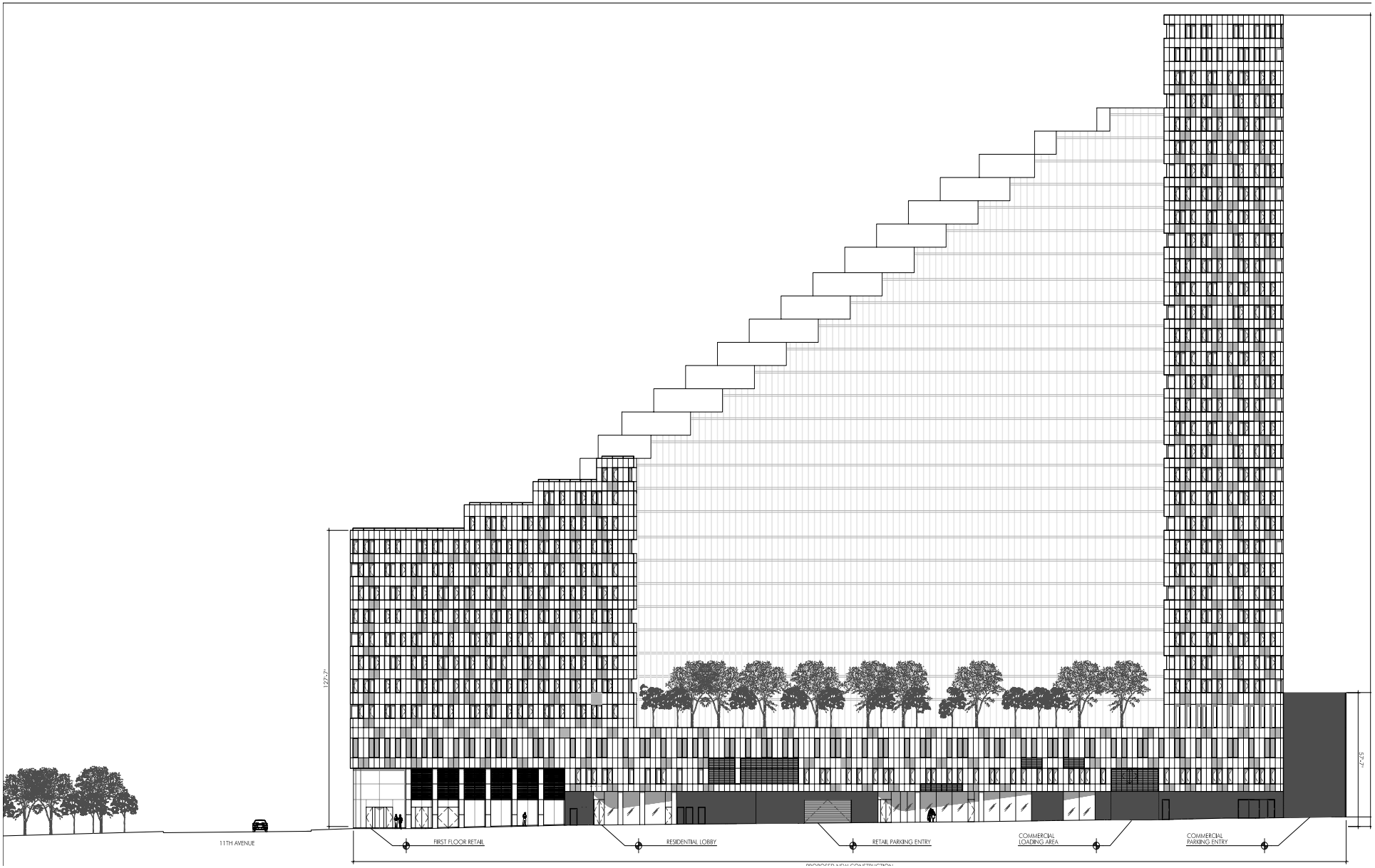
For illustrative purposes only



770 Eleventh Avenue Mixed-use Development Rezoning EIS

Figure 8-12a

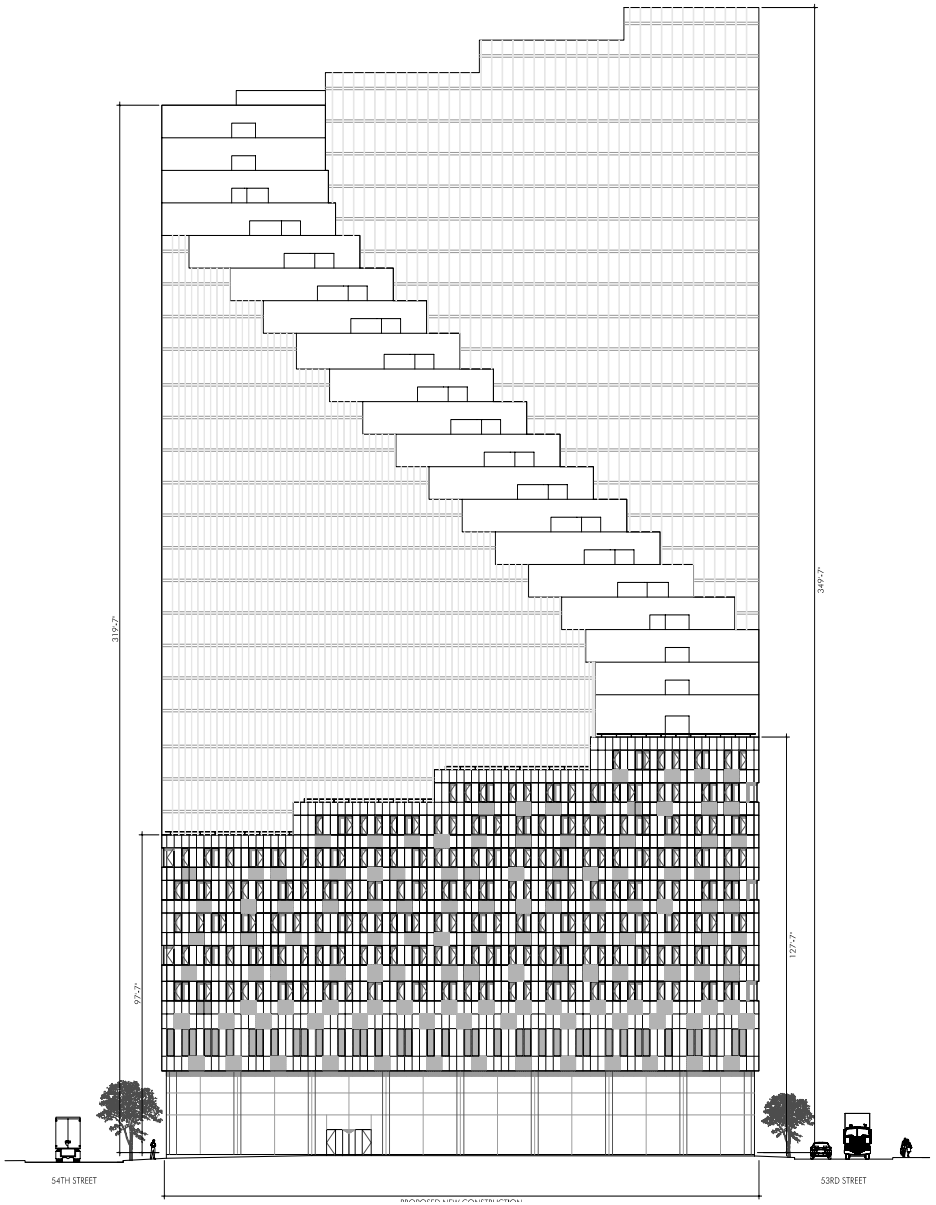
Illustrative Building Elevations - North Elevation



770 Eleventh Avenue Mixed-use Development Rezoning EIS

Figure 8-12b

Illustrative Building Elevations - South Elevation



770 Eleventh Avenue Mixed-use Development Rezoning EIS

Figure 8-12c

Illustrative Building Elevations - South Elevation



PARK VIEW LOOKING EAST



3 W53rd & 11TH AVENUE VIEW (DUSK)



2 W53rd & 11TH AVENUE VIEW (DAY)

For illustrative purposes only



1 AERIAL VIEW LOOKING EAST



3 54TH ST. VIEW LOOKING WEST

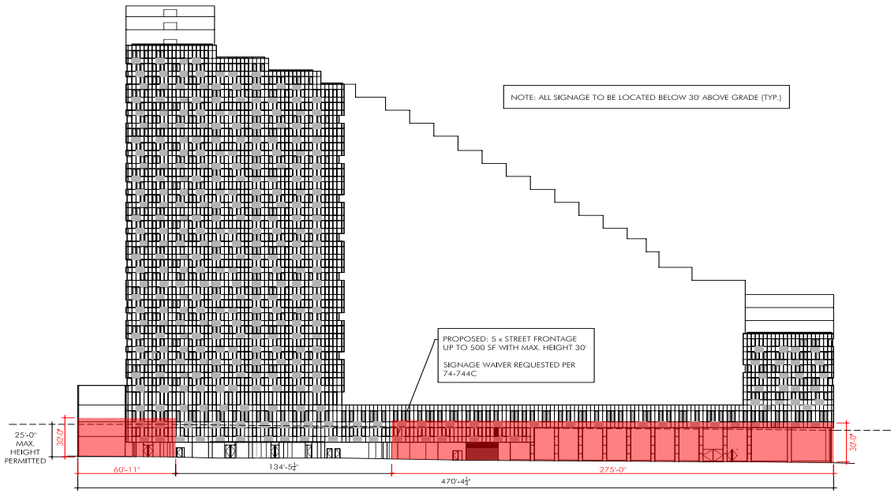


2 53RD ST. VIEW AT STABLES

770 Eleventh Avenue Mixed-use Development Rezoning EIS

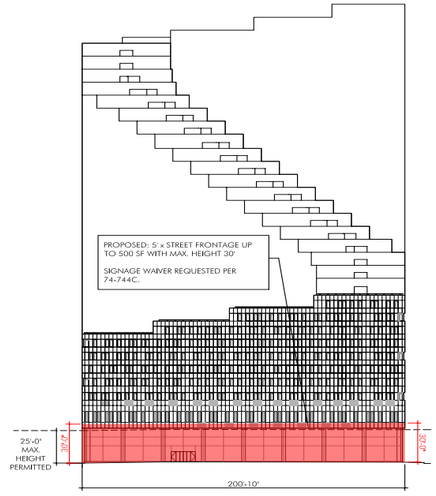
Figure 8-13b

Illustritive Rendering -Aerial Eastward, 54th St., Stable Views



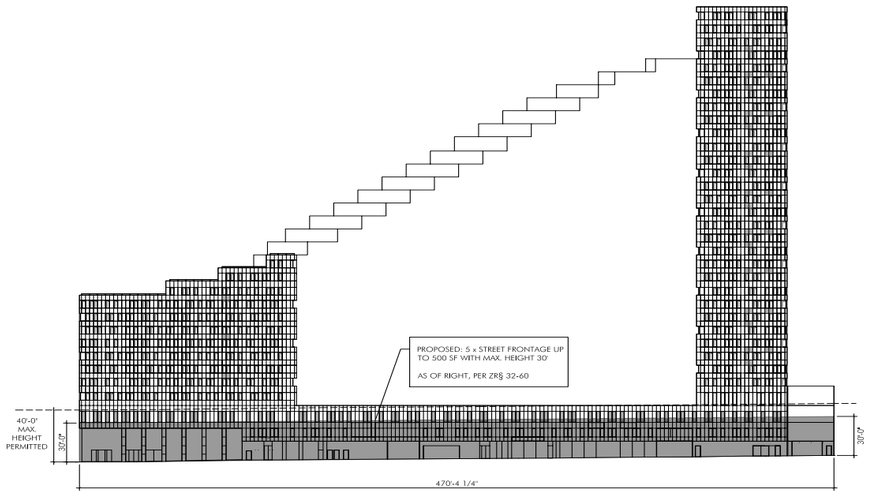
1 W 54TH ST ELEVATION SIGNAGE DIAGRAM

SCALE 1" = 40'-0"



2 11TH AVE ELEVATION SIGNAGE DIAGRAM

SCALE 1" = 40'-0"



3 W 53RD ST ELEVATION SIGNAGE DIAGRAM

SCALE 1" = 40'-0"

LEGEND

ZONE FOR PROPOSED SIGNAGE (AS OF RIGHT)

ZONE FOR PROPOSED SIGNAGE (SIGNAGE WAIVER REQ'D PER 74-744C)

NOTE: PROJECT BASE PLANE = MANHATTAN DATUM 27.65'



Note: For Illustrative Purposes Only

Figure 8-15
Illustrative Rendering Showing Signage