

Herald Center Signage

Environmental Assessment Statement

PREPARED FOR

Herald Center Department Store of
New York LLC
150 Broadway, Suite 802
New York, NY 10038
212.608.5100

CEQR # 26DCP116M

PREPARED BY



One Penn Plaza
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New York, NY 10119
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JULY 2026



City Environmental Quality Review

ENVIRONMENTAL ASSESSMENT STATEMENT (EAS) SHORT FORM

FOR UNLISTED ACTIONS ONLY • Please fill out and submit to the appropriate agency ([see instructions](#))

Part I: GENERAL INFORMATION

1. Does the Action Exceed Any Type I Threshold in 6 NYCRR Part 617.4 or 43 RCNY §6-15(A) (Executive Order 91 of 1977, as amended)? ☐ YES ☒ NO

If "yes," STOP and complete the [FULL EAS FORM](#).

2. Project Name Herald Center Signage Text Amendment and Special Permit

3. Reference Numbers

CEQR REFERENCE NUMBER (to be assigned by lead agency)
26DCP116M

BSA REFERENCE NUMBER (if applicable)
N/A

ULURP REFERENCE NUMBER (if applicable)
260282ZSM, 260283ZRM

OTHER REFERENCE NUMBER(S) (if applicable)
(e.g., legislative intro, CAPA) N/A

4a. Lead Agency Information

NAME OF LEAD AGENCY

Department of City Planning

4b. Applicant Information

NAME OF APPLICANT

Herald Center Department Store of New York LLC

NAME OF LEAD AGENCY CONTACT PERSON

Stephanie Shellooe, AICP, Director, Environmental Assessment and Review Division

NAME OF APPLICANT'S REPRESENTATIVE OR CONTACT PERSON

Louis Jerome, Principal

ADDRESS 120 Broadway, 31st Floor

ADDRESS 150 Broadway, Suite 802

CITY New York

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5. Project Description

The Applicant, Herald Center Department Store of New York LLC, is seeking a Zoning Text Amendment and a Zoning Special Permit to facilitate new advertising signage at 1293 Broadway (Block 809, Lot 7502 (f/k/a Lot 45)) in the Herald Square neighborhood of Manhattan Community District (CD) 5 (the Project Site). The Applicant is seeking to construct a new illuminated sign at the chamfered corner of the building at 1293 Broadway, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be a 40-foot-tall non-flashing advertising sign beginning between 60 and 65 feet above curb level, with approximately 2,333 square feet (sf) of surface area (the Proposed Project). The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

Project Location

BOROUGH Manhattan

COMMUNITY DISTRICT(S) 5

STREET ADDRESS 1293 Broadway

TAX BLOCK(S) AND LOT(S) Block 809, Lot 7502

ZIP CODE 10001

DESCRIPTION OF PROPERTY BY BOUNDING OR CROSS STREETS Bounded by West 34th Street, Broadway/Sixth Avenue, and West 33rd Street

EXISTING ZONING DISTRICT, INCLUDING SPECIAL ZONING DISTRICT DESIGNATION, IF ANY C6-6; MID

ZONING SECTIONAL MAP NUMBER 8d

6. Required Actions or Approvals (check all that apply)

City Planning Commission: ☒ YES ☐ NO

☒ UNIFORM LAND USE REVIEW PROCEDURE (ULURP)

☐ CITY MAP AMENDMENT

☐ ZONING CERTIFICATION

☐ CONCESSION

☐ ZONING MAP AMENDMENT

☐ ZONING AUTHORIZATION

☐ UDAAP

☒ ZONING TEXT AMENDMENT

☐ ACQUISITION—REAL PROPERTY

☐ REVOCABLE CONSENT

☐ SITE SELECTION—PUBLIC FACILITY

☐ DISPOSITION—REAL PROPERTY

☐ FRANCHISE

☐ HOUSING PLAN & PROJECT

☐ OTHER, explain:

☒ SPECIAL PERMIT (if appropriate, specify type: ☐ modification; ☐ renewal; ☐ other); EXPIRATION DATE:

SPECIFY AFFECTED SECTIONS OF THE ZONING RESOLUTION ZR 81-15

Board of Standards and Appeals: ☐ YES ☒ NO

☐ VARIANCE (use)

☐ VARIANCE (bulk)

☐ SPECIAL PERMIT (if appropriate, specify type: ☐ modification; ☐ renewal; ☐ other); EXPIRATION DATE: _____ SPECIFY AFFECTED SECTIONS OF THE ZONING RESOLUTION				
Department of Environmental Protection: ☐ YES ☒ NO ☐ Cogeneration Facility ☐ Title V Permit				
Other City Approvals Subject to CEQR (check all that apply)				
☐ LEGISLATION ☐ RULEMAKING ☐ CONSTRUCTION OF PUBLIC FACILITIES ☐ 384(b)(4) APPROVAL ☐ OTHER, explain: _____		☐ FUNDING OF CONSTRUCTION, specify: _____ ☐ POLICY OR PLAN, specify: _____ ☐ FUNDING OF PROGRAMS, specify: _____ ☐ PERMITS, specify: _____		
Other City Approvals Not Subject to CEQR (check all that apply)				
☐ PERMITS FROM DOT'S OFFICE OF CONSTRUCTION MITIGATION AND COORDINATION (OCMC)		☐ LANDMARKS PRESERVATION COMMISSION APPROVAL ☐ OTHER, explain: _____		
State or Federal Actions/Approvals/Funding: ☐ YES ☒ NO If "yes," specify: _____				
7. Site Description: The directly affected area consists of the project site and the area subject to any change in regulatory controls. Except where otherwise indicated, provide the following information with regard to the directly affected area. Graphics: The following graphics must be attached and each box must be checked off before the EAS is complete. Each map must clearly depict the boundaries of the directly affected area or areas and indicate a 400-foot radius drawn from the outer boundaries of the project site. Maps may not exceed 11 x 17 inches in size and, for paper filings, must be folded to 8.5 x 11 inches.				
☒ SITE LOCATION MAP		☒ ZONING MAP		☒ SANBORN OR OTHER LAND USE MAP
☒ TAX MAP		☐ FOR LARGE AREAS OR MULTIPLE SITES, A GIS SHAPE FILE THAT DEFINES THE PROJECT SITE(S)		
☒ PHOTOGRAPHS OF THE PROJECT SITE TAKEN WITHIN 6 MONTHS OF EAS SUBMISSION AND KEYED TO THE SITE LOCATION MAP				
Physical Setting (both developed and undeveloped areas)				
Total directly affected area (sq. ft.): 2,333 sf (signage area, no site disturbance)		Waterbody area (sq. ft) and type: N/A		
Roads, buildings, and other paved surfaces (sq. ft.): N/A		Other, describe (sq. ft.): N/A		
8. Physical Dimensions and Scale of Project (if the project affects multiple sites, provide the total development facilitated by the action)				
SIZE OF PROJECT TO BE DEVELOPED (gross square feet): N/A				
(project does not include development or increase in floor area)				
NUMBER OF BUILDINGS: N/A		GROSS FLOOR AREA OF EACH BUILDING (sq. ft.): N/A		
HEIGHT OF EACH BUILDING (ft.): N/A		NUMBER OF STORIES OF EACH BUILDING: N/A		
Does the proposed project involve changes in zoning on one or more sites? ☐ YES ☒ NO				
If "yes," specify: The total square feet owned or controlled by the applicant: _____				
The total square feet not owned or controlled by the applicant: _____				
Does the proposed project involve in-ground excavation or subsurface disturbance, including, but not limited to foundation work, pilings, utility lines, or grading? ☐ YES ☒ NO				
If "yes," indicate the estimated area and volume dimensions of subsurface permanent and temporary disturbance (if known):				
AREA OF TEMPORARY DISTURBANCE: _____		sq. ft. (width x length)		VOLUME OF DISTURBANCE: _____
AREA OF PERMANENT DISTURBANCE: _____		cubic ft. (width x length x depth)		
Description of Proposed Uses (please complete the following information as appropriate)				
	Residential	Commercial	Community Facility	Industrial/Manufacturing
Size (in gross sq. ft.)	N/A	N/A	N/A	N/A
Type (e.g., retail, office, school)	N/A units	N/A	N/A	N/A
Does the proposed project increase the population of residents and/or on-site workers? ☐ YES ☒ NO				
If "yes," please specify: _____		NUMBER OF ADDITIONAL RESIDENTS: _____		NUMBER OF ADDITIONAL WORKERS: _____
Provide a brief explanation of how these numbers were determined: _____				
Does the proposed project create new open space? ☐ YES ☒ NO If "yes," specify size of project-created open space: _____ sq. ft.				
Has a No-Action scenario been defined for this project that differs from the existing condition? ☐ YES ☒ NO				
If "yes," see Chapter 2 , "Establishing the Analysis Framework" and describe briefly: _____				
9. Analysis Year CEQR Technical Manual Chapter 2				

ANTICIPATED BUILD YEAR (date the project would be completed and operational): 2027		
ANTICIPATED PERIOD OF CONSTRUCTION IN MONTHS: 3		
WOULD THE PROJECT BE IMPLEMENTED IN A SINGLE PHASE? ☒ YES ☐ NO		
IF MULTIPLE PHASES, HOW MANY?		
BRIEFLY DESCRIBE PHASES AND CONSTRUCTION SCHEDULE: 3-month installation period		
10. Predominant Land Use in the Vicinity of the Project (check all that apply)		
☐ RESIDENTIAL	☐ MANUFACTURING	☒ COMMERCIAL
☐ PARK/FOREST/OPEN SPACE	☐ OTHER, specify:	

Part II: TECHNICAL ANALYSIS

INSTRUCTIONS: For each of the analysis categories listed in this section, assess the proposed project's impacts based on the thresholds and criteria presented in the CEQR Technical Manual. Check each box that applies.

- If the proposed project can be demonstrated not to meet or exceed the threshold, check the "no" box.
- If the proposed project will meet or exceed the threshold, or if this cannot be determined, check the "yes" box.
- For each "yes" response, provide additional analyses (and, if needed, attach supporting information) based on guidance in the CEQR Technical Manual to determine whether the potential for significant impacts exists. Please note that a "yes" answer does not mean that an EIS must be prepared—it means that more information may be required for the lead agency to make a determination of significance.
- The lead agency, upon reviewing Part II, may require an applicant to provide additional information to support the Short EAS Form. For example, if a question is answered "no," an agency may request a short explanation for this response.

	YES	NO
1. LAND USE, ZONING, AND PUBLIC POLICY: CEQR Technical Manual Chapter 4		
(a) Would the proposed project result in a change in land use and/or zoning different from the surrounding area?	☐	☒
(b) Is there the potential to affect an applicable public policy?	☐	☒
(c) If "yes," to (a) and/or (b), complete a preliminary assessment and attach. See attached.		
(d) Is the project a large, publicly sponsored project?	☐	☒
o If "yes," complete a OneNYC assessment and attach.		
(e) Is any part of the directly affected area within the City's Waterfront Revitalization Program boundaries ?	☐	☒
o If "yes," complete the Consistency Assessment Form .		
2. SOCIOECONOMIC CONDITIONS: CEQR Technical Manual Chapter 5		
(a) Would the proposed project:		
o Generate a net increase of 250 or more residential units?	☐	☒
o Generate a net increase of 200,000 or more square feet of commercial space?	☐	☒
o Directly displace more than 500 residents?	☐	☒
o Directly displace more than 100 employees?	☐	☒
o Create a retail concentration?	☐	☒
o Affect conditions in a specific industry?	☐	☒
3. COMMUNITY FACILITIES: CEQR Technical Manual Chapter 6		
(a) Direct Effects		
o Would the project directly eliminate, displace, or alter public or publicly funded community facilities such as educational facilities, libraries, hospitals and other health care facilities, day care centers, police stations, or fire stations?	☐	☒
(b) Indirect Effects		
o Early Childhood Programs: Would the project result in 20 or more eligible children under age 6, based on the number of low or low/moderate income residential units? (See Table 6-1 in Chapter 6)	☐	☒
o Public Schools: Would the project result in 100 or more elementary or middle school students, or 150 or more high school students based on number of residential units? (See Table 6-1 in Chapter 6)	☐	☒
o Libraries: Would the project result in a 5 percent or more increase in the ratio of residential units to library branches? (See Table 6-1 in Chapter 6)	☐	☒
o Health Care Facilities and Fire/Police Protection: Would the project result in the introduction of a sizeable new neighborhood?	☐	☒
4. OPEN SPACE: CEQR Technical Manual Chapter 7		
(a) Would the project change or eliminate existing open space?	☐	☒
(b) Would the project generate a net increase of more than 175 residential units in an existing R1-R4 district or 250 units in an existing R5 or above, C, or M district?	☐	☐
(c) Would the project generate more than 500 additional employees?	☐	☒
5. SHADOWS: CEQR Technical Manual Chapter 8		
(a) Would the proposed project result in with-action structures of 250 feet or more?	☐	☒
(b) Would the proposed project result in with-action structures between 50-250 feet and be located adjacent to, within, or across the street from a sunlight-sensitive resource?	☐	☒

	YES	NO
(c) Would the proposed project result in greater than 50 feet of incremental height change or substantial changes in bulk?	☐	☒
6. HISTORIC AND CULTURAL RESOURCES: CEQR Technical Manual Chapter 9		
(a) Does the proposed project site or an adjacent site contain any architectural and/or archaeological resource that is eligible for or has been designated (or is calendared for consideration) as a New York City Landmark, Interior Landmark or Scenic Landmark; that is listed or eligible for listing on the New York State or National Register of Historic Places; or that is within a designated or eligible New York City, New York State or National Register Historic District? (See the GIS System for Archaeology and National Register to confirm)	☒	☐
(b) Would the proposed project involve construction resulting in in-ground disturbance to an area not previously excavated?	☐	☒
(c) If "yes" to either of the above, list any identified architectural and/or archaeological resources and attach supporting information on whether the proposed project would potentially affect any architectural or archeological resources. See attached.		
7. URBAN DESIGN AND VISUAL RESOURCES: CEQR Technical Manual Chapter 10		
(a) Would the proposed project result in a building over 250 feet tall, have a project area greater than 1.5 acres or be classified as a general large-scale development?	☐	☒
(b) Does the project require a special permit to allow the modification of bulk and yard requirements or special uses?	☒	☐
(c) Does the proposed project introduce new, or change the location of, streets or public open spaces?	☐	☒
(d) Would the proposed project result in obstruction of publicly accessible views to visual resources not currently allowed by existing zoning?	☐	☒
8. NATURAL RESOURCES: CEQR Technical Manual Chapter 11		
(a) Does the proposed project site or a site adjacent to the project contain natural resources as defined in Section 100 of Chapter 11 ?	☐	☒
o If "yes," list the resources and attach supporting information on whether the proposed project would affect any of these resources.		
(b) Is any part of the directly affected area within the Jamaica Bay Watershed ?	☐	☒
o If "yes," complete the Jamaica Bay Watershed Protection Plan Project Tracking Form , and submit according to its instructions .		
9. HAZARDOUS MATERIALS: CEQR Technical Manual Chapter 12		
(a) Would the proposed project allow commercial or residential uses in an area that is currently, or was historically, a manufacturing area that involved hazardous materials?	☐	☒
(b) Would the proposed project introduce new activities or processes using hazardous materials and increase the risk of human or environmental exposure?	☐	☒
(c) Does the proposed project site have existing institutional controls (e.g., (E) designation or Restrictive Declaration) relating to hazardous materials that preclude the potential for significant adverse impacts?	☐	☒
(d) Would the project require soil disturbance in a manufacturing area or any development on or near a manufacturing area or existing/historic facilities listed in the Hazardous Materials Appendix (including nonconforming uses)?	☐	☒
(e) Would the project result in the development of a site where there is reason to suspect the presence of hazardous materials, contamination, illegal dumping or fill, or fill material of unknown origin?	☐	☒
(f) Would the project result in development on or near a site that has or had underground and/or aboveground storage tanks (e.g., gas stations, oil storage facilities, heating oil storage)?	☐	☒
(g) Would the project result in renovation of interior existing space on a site with the potential for compromised air quality; vapor intrusion from either on-site or off-site sources; or the presence of asbestos, PCBs, mercury or lead-based paint?	☐	☒
(h) Would the project result in development on or near a site with potential hazardous materials issues such as government-listed voluntary cleanup/brownfield site, current or former power generation/transmission facilities, coal gasification or gas storage sites, railroad tracks or rights-of-way, or municipal incinerators?	☐	☒
(i) Has a Phase I Environmental Site Assessment been performed for the site?	☐	☒
o If "yes," were Recognized Environmental Conditions (RECs) identified? Briefly identify:		
(j) Based on the Phase I Assessment, is a Phase II Investigation needed?	☐	☒
10. WATER AND SEWER INFRASTRUCTURE: CEQR Technical Manual Chapter 13		
(a) Would the project result in water demand of more than one million gallons per day?	☐	☒
(b) If the proposed project located in a combined sewer area, would it result in at least 1,000 residential units or 250,000 square feet or more of commercial space in Manhattan, or at least 400 residential units or 150,000 square feet or more of commercial space in the Bronx, Brooklyn, Staten Island, or Queens?	☐	☒
(c) If the proposed project located in a separately sewered area , would it result in the same or greater development than the amounts listed in Table 13-1 in Chapter 13 ?	☐	☒
(d) Would the proposed project involve development on a site that is 5 acres or larger where the amount of impervious surface would increase?	☐	☒

	YES	NO
(e) If the project is located within the Jamaica Bay Watershed or in certain specific drainage areas , including Bronx River, Coney Island Creek, Flushing Bay and Creek, Gowanus Canal, Hutchinson River, Newtown Creek, or Westchester Creek, would it involve development on a site that is 1 acre or larger where the amount of impervious surface would increase?	☐	☒
(f) Would the proposed project be located in an area that is partially sewerred or currently unsewerred?	☐	☒
(g) Is the project proposing an industrial facility or activity that would contribute industrial discharges to a Wastewater Treatment Plant and/or generate contaminated stormwater in a separate storm sewer system?	☐	☒
(h) Would the project involve construction of a new stormwater outfall that requires federal and/or state permits?	☐	☒
11. SOLID WASTE AND SANITATION SERVICES: CEQR Technical Manual Chapter 14		
(a) Using Table 14-1 in Chapter 14 , the project's projected operational solid waste generation is estimated to be (pounds per week): 0		
o Would the proposed project have the potential to generate 100,000 pounds (50 tons) or more of solid waste per week?	☐	☒
(b) Would the proposed project involve a reduction in capacity at a solid waste management facility used for refuse or recyclables generated within the City?	☐	☒
12. ENERGY: CEQR Technical Manual Chapter 15		
(a) Using energy modeling or Table 15-1 in Chapter 15 , the project's projected energy use is estimated to be (annual BTUs): 2,092 mbtu (assumes 30 watts per sf)		
(b) Would the proposed project affect the transmission or generation of energy?	☐	☒
13. TRANSPORTATION: CEQR Technical Manual Chapter 16		
(a) Would the proposed project exceed any threshold identified in Table 16-1 in Chapter 16 ?	☐	☒
(b) If "yes," conduct the screening analyses, attach appropriate back up data as needed for each stage and answer the following questions:		
o Would the proposed project result in 50 or more Passenger Car Equivalents (PCEs) per project peak hour?	☐	☐
If "yes," would the proposed project result in 50 or more vehicle trips per project peak hour at any given intersection? <i>**It should be noted that the lead agency may require further analysis of intersections of concern even when a project generates fewer than 50 vehicles in the peak hour. See Subsection 313 of Chapter 16 for more information.</i>	☐	☐
o Would the proposed project result in more than 200 subway/rail, bus trips, or 50 Citywide Ferry Service ferry trips per project peak hour?	☐	☐
If "yes," would the proposed project result, per project peak hour, in 50 or more bus trips on a single line (in one direction), 200 subway/rail trips per station or line, or 25 or more Citywide Ferry Service ferry trips on a single route (in one direction), or 50 or more passengers at a Citywide Ferry Service landing?	☐	☐
o Would the proposed project result in more than 200 pedestrian trips per project peak hour?	☐	☐
If "yes," would the proposed project result in more than 200 pedestrian trips per project peak hour to any given pedestrian or transit element, crosswalk, subway stair, or bus stop, or Citywide Ferry Service landing?	☐	☐
14. AIR QUALITY: CEQR Technical Manual Chapter 17		
(a) <i>Mobile Sources:</i> Would the proposed project result in the conditions outlined in Section 210 in Chapter 17 ?	☐	☒
(b) <i>Stationary Sources:</i> Would the proposed project result in the conditions outlined in Section 220 in Chapter 17 ?	☐	☒
o If "yes," would the proposed project exceed the thresholds in Figure 17-3, Stationary Source Screen Graph in Chapter 17 ? (Attach graph as needed)	☐	☐
(c) Does the proposed project involve multiple buildings on the project site?	☐	☒
(d) Does the proposed project require federal approvals, support, licensing, or permits subject to conformity requirements?	☐	☒
(e) Does the proposed project site have existing institutional controls (e.g., (E) designation or Restrictive Declaration) relating to air quality that preclude the potential for significant adverse impacts?	☐	☒
15. GREENHOUSE GAS EMISSIONS: CEQR Technical Manual Chapter 18		
(a) Is the proposed project a city capital project or a power generation plant?	☐	☒
(b) Would the proposed project fundamentally change the City's solid waste management system?	☐	☒
(c) If "yes" to any of the above, would the project require a GHG emissions assessment based on the guidance in Chapter 18 ?	☐	☐
16. NOISE: CEQR Technical Manual Chapter 19		
(a) Would the proposed project generate or reroute vehicular traffic?	☐	☒
(b) Would the proposed project introduce new or additional receptors (see Section 114 in Chapter 19) near heavily trafficked roadways, within one horizontal mile of an existing or proposed flight path, or within 1,500 feet of an existing or proposed rail line with a direct line of site to that rail line?	☐	☒
(c) Would the proposed project cause a stationary noise source to operate within 1,500 feet of a receptor with a direct line of	☐	☒

	YES	NO
sight to that receptor or introduce receptors into an area with high ambient stationary noise?		
(d) Does the proposed project site have existing institutional controls (e.g., (E) designation or Restrictive Declaration) relating to noise that preclude the potential for significant adverse impacts?	☐	☒
17. PUBLIC HEALTH: CEQR Technical Manual Chapter 20		
(a) Based upon the analyses conducted, do any of the following technical areas require a detailed analysis: Air Quality; Hazardous Materials; Noise?	☐	☒
(b) If "yes," explain why an assessment of public health is or is not warranted based on the guidance in Chapter 20 , "Public Health." Attach a preliminary analysis, if necessary.		
18. NEIGHBORHOOD CHARACTER: CEQR Technical Manual Chapter 21		
(a) Based upon the analyses conducted, do any of the following technical areas require a detailed analysis: Land Use, Zoning, and Public Policy; Socioeconomic Conditions; Open Space; Historic and Cultural Resources; Urban Design and Visual Resources; Shadows; Transportation; Noise?	☐	☒
(b) If "yes," explain why an assessment of neighborhood character is or is not warranted based on the guidance in Chapter 21 , "Neighborhood Character." Attach a preliminary analysis, if necessary.		
19. CONSTRUCTION: CEQR Technical Manual Chapter 22		
(a) Would the project's construction activities involve:		
o Construction activities lasting longer than two years?	☐	☒
o Construction activities within a Central Business District or along an arterial highway or major thoroughfare?	☒	☐
o Closing, narrowing, or otherwise impeding traffic, transit, or pedestrian elements (roadways, parking spaces, bicycle routes, sidewalks, crosswalks, corners, etc.)?	☐	☒
o Construction of multiple buildings where there is a potential for on-site receptors on buildings completed before the final build-out?	☐	☒
o The operation of several pieces of diesel equipment in a single location at peak construction?	☐	☒
o Closure of a community facility or disruption in its services?	☐	☒
o Activities within 400 feet of a historic or cultural resource?	☒	☐
o Disturbance of a site containing or adjacent to a site containing natural resources?	☐	☒
o Construction on multiple development sites in the same geographic area, such that there is the potential for several construction timelines to overlap or last for more than two years overall?	☐	☒
(b) If any boxes are checked "yes," explain why a preliminary construction assessment is or is not warranted based on the guidance in Chapter 22 , "Construction." It should be noted that the nature and extent of any commitment to use the Best Available Technology for construction equipment or Best Management Practices for construction activities should be considered when making this determination. The proposed construction activities are anticipated to be short term, with a duration significantly less than two years. While the Project Site is located within a Central Business District, the installation of signage on the building façade would not cause an impediment to traffic, transit, or pedestrian elements, and would involve no in-ground disturbance. Construction activities would be low-intensity and therefore are not expected to affect surrounding buildings. Therefore, further assessment of construction activities is not warranted.		
20. APPLICANT'S CERTIFICATION		
I swear or affirm under oath and subject to the penalties for perjury that the information provided in this Environmental Assessment Statement (EAS) is true and accurate to the best of my knowledge and belief, based upon my personal knowledge and familiarity with the information described herein and after examination of the pertinent books and records and/or after inquiry of persons who have personal knowledge of such information or who have examined pertinent books and records.		
Still under oath, I further swear or affirm that I make this statement in my capacity as the applicant or representative of the entity that seeks the permits, approvals, funding, or other governmental action(s) described in this EAS.		
APPLICANT/REPRESENTATIVE NAME Abigail Rudow, AICP	DATE 07/09/26	
SIGNATURE 		
PLEASE NOTE THAT APPLICANTS MAY BE REQUIRED TO SUBSTANTIATE RESPONSES IN THIS FORM AT THE DISCRETION OF THE LEAD AGENCY SO THAT IT MAY SUPPORT ITS DETERMINATION OF SIGNIFICANCE.		

NEGATIVE DECLARATION

Statement of No Significant Effect

Pursuant to Executive Order 91 of 1977, as amended, and the Rules of Procedure for City Environmental Quality Review, found at Title 62, Chapter 5 of the Rules of the City of New York and 6 NYCRR, Part 617, State Environmental Quality Review, the Department of City Planning acting on behalf of the City Planning Commission assumed the role of lead agency for the environmental review of the proposed actions. Based on a review of information about the project contained in this environmental assessment statement (EAS) and any attachments hereto, which are incorporated by reference herein, the lead agency has determined that the proposed actions would not have a significant adverse impact on the environment.

Reasons Supporting this Determination

The above determination is based on information contained in this EAS, which finds the proposed actions sought before the City Planning Commission would not have a significant adverse impact on the environment. Reasons supporting this determination are noted below.

Land Use, Zoning, and Public Policy

A detailed analysis of land use, zoning, and public policy is included in the EAS. The applicant, JEMB Realty, seeks a zoning text amendment and zoning special permit (collectively, the "Proposed Actions") to facilitate new advertising signage at 1293 Broadway (Block 809, Lot 7502 or the "Project Site") in the Herald Square neighborhood of Manhattan Community District (CD) 5. The proposed zoning text amendment would amend Zoning Resolution (ZR) section 81-15 to establish a special permit to facilitate new non-flashing advertising signage on the Project Site. The special permit, which would be newly established by the amendment to ZR Section 81-15, would permit the modification of the underlying signage regulations of ZR Section 32-60 along the wide street frontages of the Project Site. The Proposed Actions would facilitate the Proposed Project, consisting of a new, illuminated, non-flashing sign at the chamfered corner of the existing building on the Project Site, which would face the intersection of West 34th Street and Broadway adjacent to Sixth Avenue. The sign would be 40 feet tall and would begin approximately 60 to 65 feet above curb level, resulting in a total surface area of 2,333 square feet. The entire sign will consist of continuous LED panels, allowing for a unified image to be displayed across the entire street front. The Proposed Project would not involve any increase in gross square footage or conversions of land use, and, as a result, would not introduce a new condition inconsistent with existing land uses in the surrounding area. In the future With-Action scenario, no zoning changes are expected in either the primary or secondary study areas and the Proposed Actions would not conflict with any relevant public policies. Therefore, the Proposed Actions would not lead to any significant adverse impacts on land use, zoning, and public policy and no further analysis is warranted.

Historic and Cultural Resources

A detailed analysis related to historic and cultural resources is included in this EAS. In a letter dated March 24, 2026, the Landmarks Preservation Commission (LPC) confirmed that the Project Site has no archaeological significance and is not eligible for listing on the State/National Register of Historic Places (S/NR) or for designation as a New York City Landmark (NYCL). Further, the Proposed Actions would not result in any in-ground disturbance or excavation, and no additional assessment of archaeological resources is warranted. An analysis of architectural resources confirms the presence of nine historic architectural resources located within a 400-foot radius of the Project Site, including the State and National Register (S/NR) listed Garment Historic District, the S/NR-listed R.H. Macy & Company Building, the S/NR-listed and New York City Landmark (NYCL) Hotel Martinique, and the Johnson Building, Marbridge Building, Hotel McAlpin, Gimbel's Administration Building, Gimbel's Skybridge, and Wilson Building, all of which are designated New York City Landmarks. The analysis concludes that the Proposed Project would not significantly alter or affect the setting, visual relationship, or publicly accessible views of the identified historic resources within the study area. Therefore, the Proposed Actions would not result in significant adverse impacts related to historic and cultural resources.

Disadvantaged Communities Assessment

An assessment of the Proposed Actions' effects on disadvantaged communities (DAC) is included in the EAS. There are multiple DACs located within the half-mile study area but the Project Site is not located within a DAC. The Proposed Actions would not result in significant adverse impacts in any areas analyzed in the EAS; nor would it create a combination of moderate effects that could result in pollution issues at the Project Site or in the surrounding area. Based on this assessment, the Proposed Actions will not have a disproportionate impact on disadvantaged communities, nor will they contribute to or increase an inequitable pollution burden.

No other significant effects upon the environment that would require the preparation of a Draft Environmental Impact Statement are foreseeable. This Negative Declaration has been prepared in accordance with Article 8 of the New York State Environmental Conservation Law (SEQRA). Should you have any questions pertaining to this Negative Declaration, you may contact Marley Kinser at MKinser@planning.nyc.gov

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Project Name: Herald Center Signage Text Amendment and SP

CEQR # 26DCP116M

SEQRA Classification: Unlisted

TITLE Vice Chair, City Planning Commission	
NAME Kenneth J. Knuckles Esq	DATE 7/13/2026
SIGNATURE 	

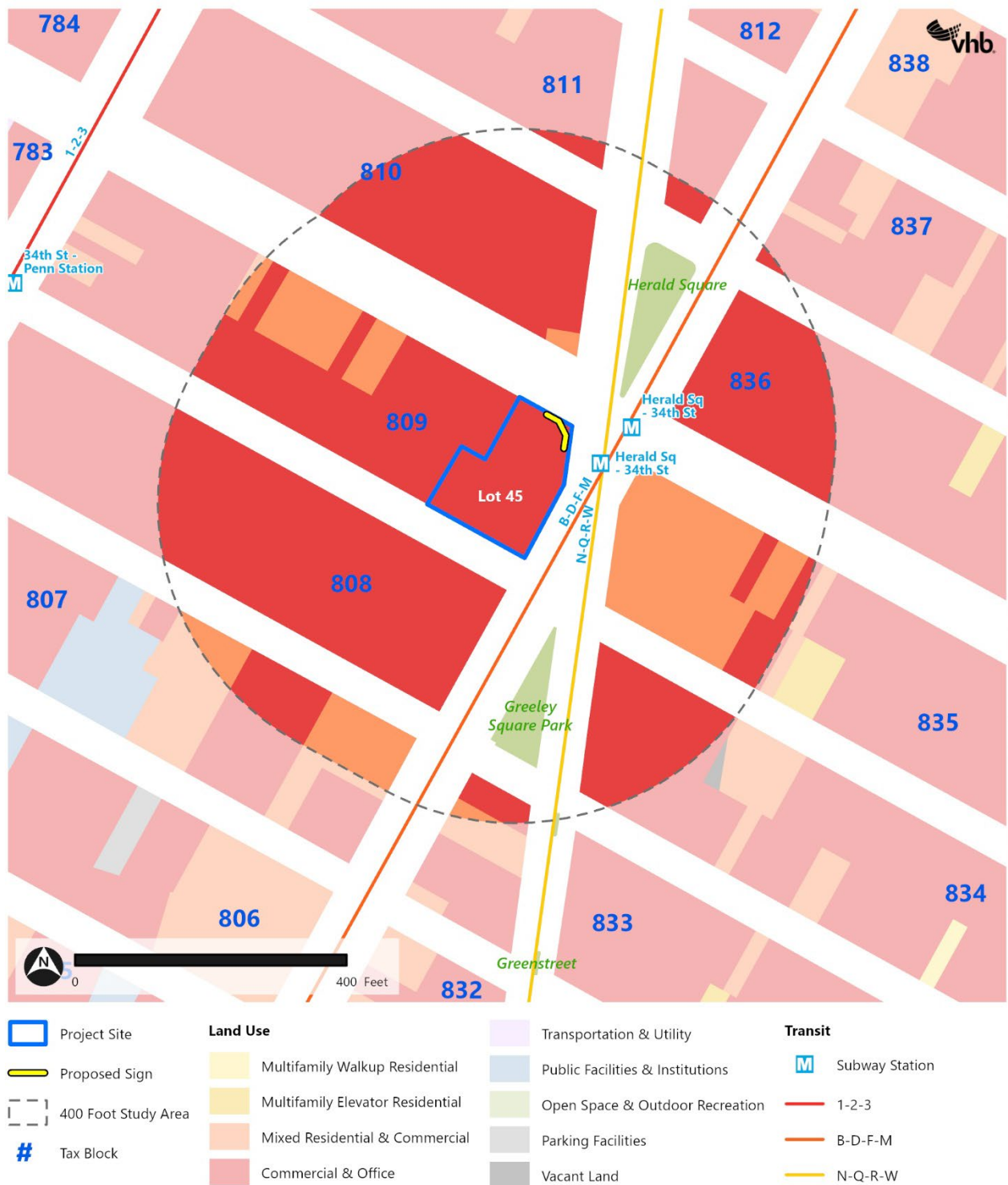
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Figure 1 Site Location



Source: NYC DCP (2024); NYC Parks (2024)

Figure 2 Land Use Map



Source: NYC DCP, MapPLUTO (2024)

Figure 3 Existing Zoning Map

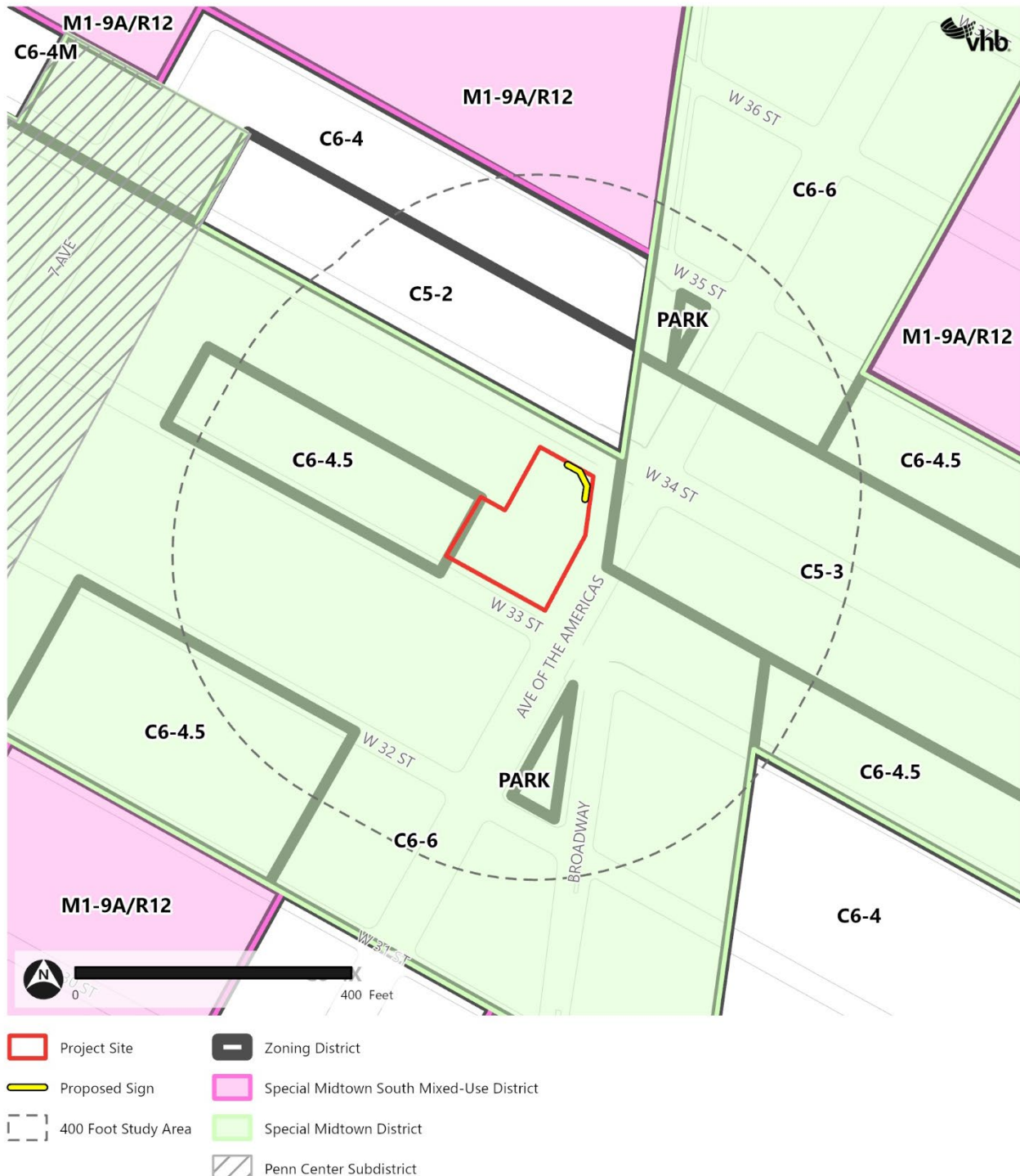
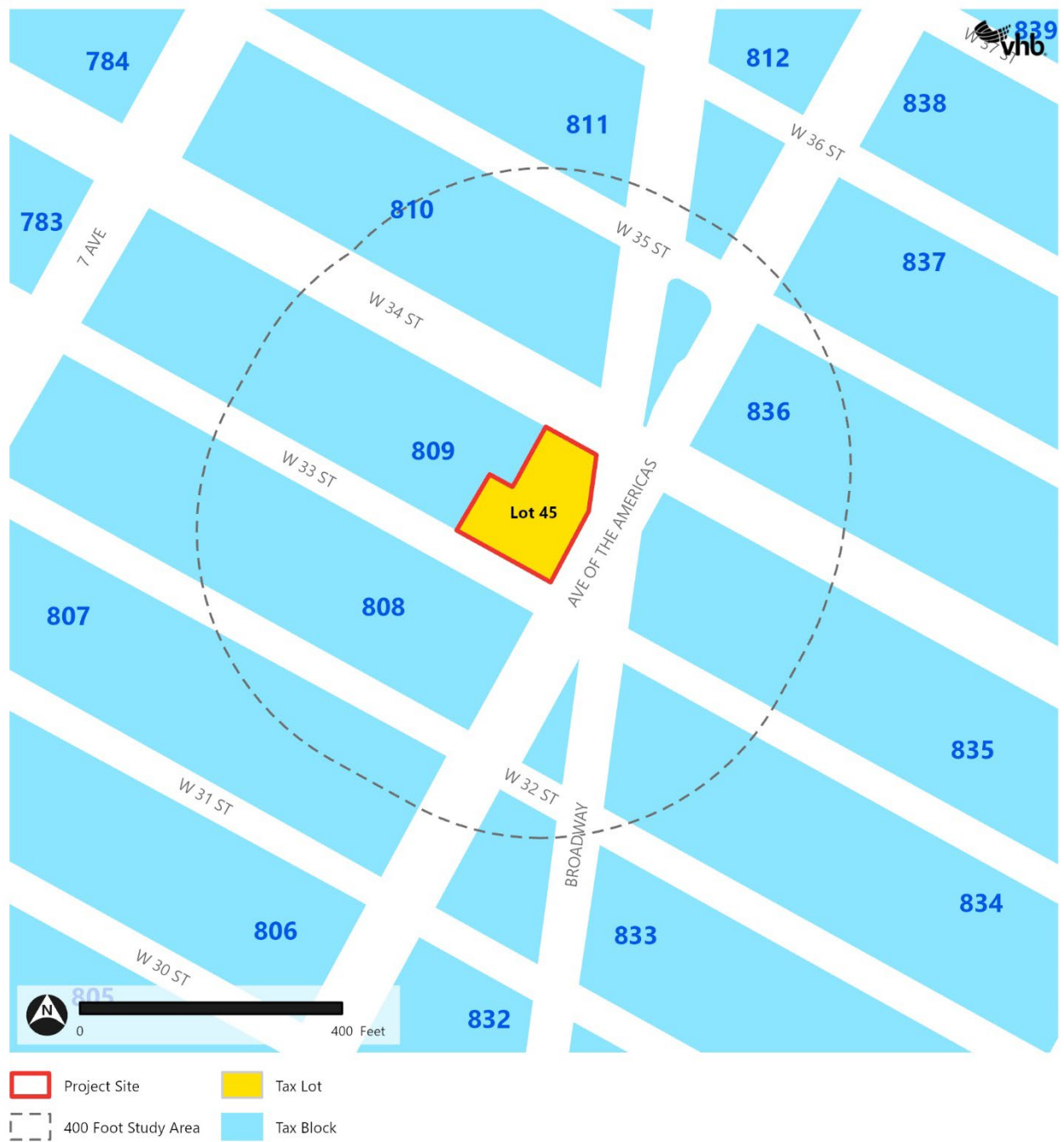


Figure 4 Tax Map



NYC DCP, MapPLUTO (2024)

Figure 5 Photo Key Map



Source: NYS ITS; Westchester County

Photo 1 Project Site



View facing southwest on Sixth Avenue
Photo Captured: 11/04/2025

Photo 2 Project Site, View 2



View facing northwest on Sixth Avenue
Photo Captured: 11/04/2025

Photo 3 Project Site, View 3



View facing southeast on West 34th Street
Photo Captured: 11/04/2025

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Part I: Project Description

This section provides descriptive information about the requested discretionary land use action(s) and the development project that could be facilitated by the requested actions. The purpose of this section is to convey project information relevant to the environmental review.

Introduction

The Applicant, Herald Center Department Store of New York LLC, is seeking a Zoning Text Amendment and a Zoning Special Permit to facilitate new advertising signage at 1293 Broadway (Block 809, Lot 7502 (f/k/a Lot 45)) in the Herald Square neighborhood of Manhattan Community District (CD) 5 (the Project Site). The Applicant is seeking to construct a new sign at the chamfered corner of the existing building at 1293 Broadway, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be a 40-foot-tall illuminated, non-flashing advertising sign beginning at approximately 60 to 65 feet above curb level, with approximately 2,333 square feet (sf) of surface area (the Proposed Project). The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

Project Site and Surrounding Area

The Project Site is currently improved with a nine-story commercial building known as Herald Center, with frontage on West 34th Street, Broadway/Sixth Avenue, and West 33rd Street. The Project Site has a lot area of 24,393 sf. The building is occupied by a mix of commercial uses and is currently tenanted by H&M, Bank of America, Verizon, and Yeshiva University, among other, smaller tenants. There are five public egress points for the ground floor retail uses along the 34th Street, Broadway, and Sixth Avenue frontages of the building. An entrance to the 34 St-Herald Square MTA Subway Station, with B, D, F, M, N, Q, R, and W train service, is located on the Sixth Avenue frontage of the Project Site. Accessory signage for the building's retail tenants extends along all frontages of the Project Site.

The Project Site is within a C6-6 zoning district, within the Special Midtown District (MiD). Surrounding zoning districts include C6-4.5, adjacent to the Project Site to the west, and C5-2, C5-3, C6-4, C6-6, and M1-9A/R12 zoning districts in the surrounding blocks. The MiD is roughly bound by 61st Street to the north, Ninth Avenue to the west, West 31st Street to the south, and Second Avenue to the east, but excludes a number of the blocks to the immediate north and northwest of the Project Site. The MiD was established in 1982 to encourage stable, context-conscious commercial development southwestward from Midtown East. The M1-9A/R12 zoning districts mapped to the north and northwest of the Project Site are mapped within the Special Midtown South Mixed-Use District.

The built character of the area surrounding the Project Site is primarily characterized by high-density commercial uses as well as some mixed-use residential and commercial buildings located primarily south and east of the Project Site. West 34th Street is a crowded retail corridor, anchored by notable establishments like the 2.5-million-sf Macy's Herald Square department store, which comprises the entirety of the block directly across West 34th Street from the Project Site. The area also has prominent signage, including the iconic legally non-conforming Macy's sign immediately to the north and signage for the numerous retail and other commercial establishments in the area—including within the Penn Center Subdistrict one block to the west of the Project Site, which contains a number of large, illuminated and flashing signs on and adjacent to 7th Avenue.

Open space in the surrounding area includes Herald Square and Greeley Square Park—pedestrian plazas located between Broadway and Sixth Avenue at West 34th Street and West 33rd Street, respectively. The uses directly adjacent to these park spaces are predominantly commercial. There is also a Privately Owned Public Space at 835 Sixth Avenue south of the Project Site. Beyond Seventh Avenue, one block west of the Project Site, are Penn Station, Madison Square Garden, and Moynihan Train Hall. The Empire State Building is located one block east of the Project Site. The surrounding area is well served by transportation. In addition to Penn Station and Moynihan Train Hall, with Long Island Rail Road and Amtrak service, the 34 St-Herald Square MTA Subway Station, with B, D, F, M, N, Q, R, and W train service and connections to the PATH train, and the 34 St-Penn Station MTA Subway Station, with 1, 2, and 3 train service, are located within blocks of the Project Site.

Building History

The building at 1293 Broadway was constructed in 1902 in a Renaissance Revival style to be the first New York outpost of Saks department store, which operated there until 1965. The building was subsequently purchased by E.J. Korvette discount department store and reopened in 1967 after major renovations. The renovations included a modernization of the building's façade, making it unrecognizable from its original design. In 1982, the building was converted into an urban shopping mall with multiple tenants, known as the Herald Center Mall, and a new glass-curtain wall façade was installed. The building underwent a subsequent façade restoration by the current owner in 2015, which included the installation of new glass curtain wall panels and horizontal LED light fins and rails creating glowing patterns or light on the building façade beginning at the fourth story. As part of the 2015 renovation, the elevator shaft located at the chamfered corner of the building was removed at the lower levels, resulting in an empty space behind the building's glass facade at the corner facing the intersection of West 34th Street and Broadway by Sixth Avenue beginning at the fourth story.

Proposed Actions

To facilitate the Proposed Project, the Applicant is proposing two zoning actions. The first is a Zoning Text Amendment to Zoning Resolution (ZR) Section 81-15 to establish a special permit to facilitate new non-flashing advertising signage on the Project Site. The special permit would permit the modification of the underlying sign regulations of ZR Section 32-60 along the wide street frontages at the Project Site. The underlying sign regulations currently do not permit advertising signage at the Project Site, and limit other signage to 500 square feet per street frontage of the zoning lot and to a height of no greater than 40 feet above curb level. The Applicant is also seeking to apply for the newly established Zoning Special Permit pursuant to the new ZR 81-15 to allow the construction of the proposed sign.

Proposed Project

The Applicant is seeking to construct a new, illuminated, non-flashing sign at the chamfered corner of the building at 1293 Broadway, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be 40 feet tall and begin approximately 60 to 65 feet above curb level, with approximately 2,333 sf of surface area. The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

Project Purpose and Need

The Proposed Actions would facilitate a new commercial advertising sign in a high-density commercial area with prominent frontage on wide streets near Herald Square and Greeley Square Park that features notable existing signage like the legally non-conforming Macy's sign. Herald Center is a key commercial building seeking to add more signage consistent with its historic commercial use and current commercial surroundings. The Proposed Actions would help enhance the existing commercial vitality of the surrounding area, with safeguards to protect nearby non-commercial uses.

Under the existing Special Midtown District and C6-6 zoning regulations, signage is limited to 40 feet in height, 500 square feet in area per street frontage of the zoning lot, and advertising signs are prohibited. The Proposed Actions would allow additional, larger signage at greater heights on a façade historically used for commercial signage.

Analysis Framework and Reasonable Worst-Case Development Scenario

For the purpose of the environmental analyses, the No-Action condition represents the future absent the Proposed Actions and serves as the baseline by which the Proposed Actions (or With-Action condition) are compared to determine the potential for significant environmental impacts. The difference between the No-Action and With-Action conditions represents the increment to be analyzed.

No-Action Condition

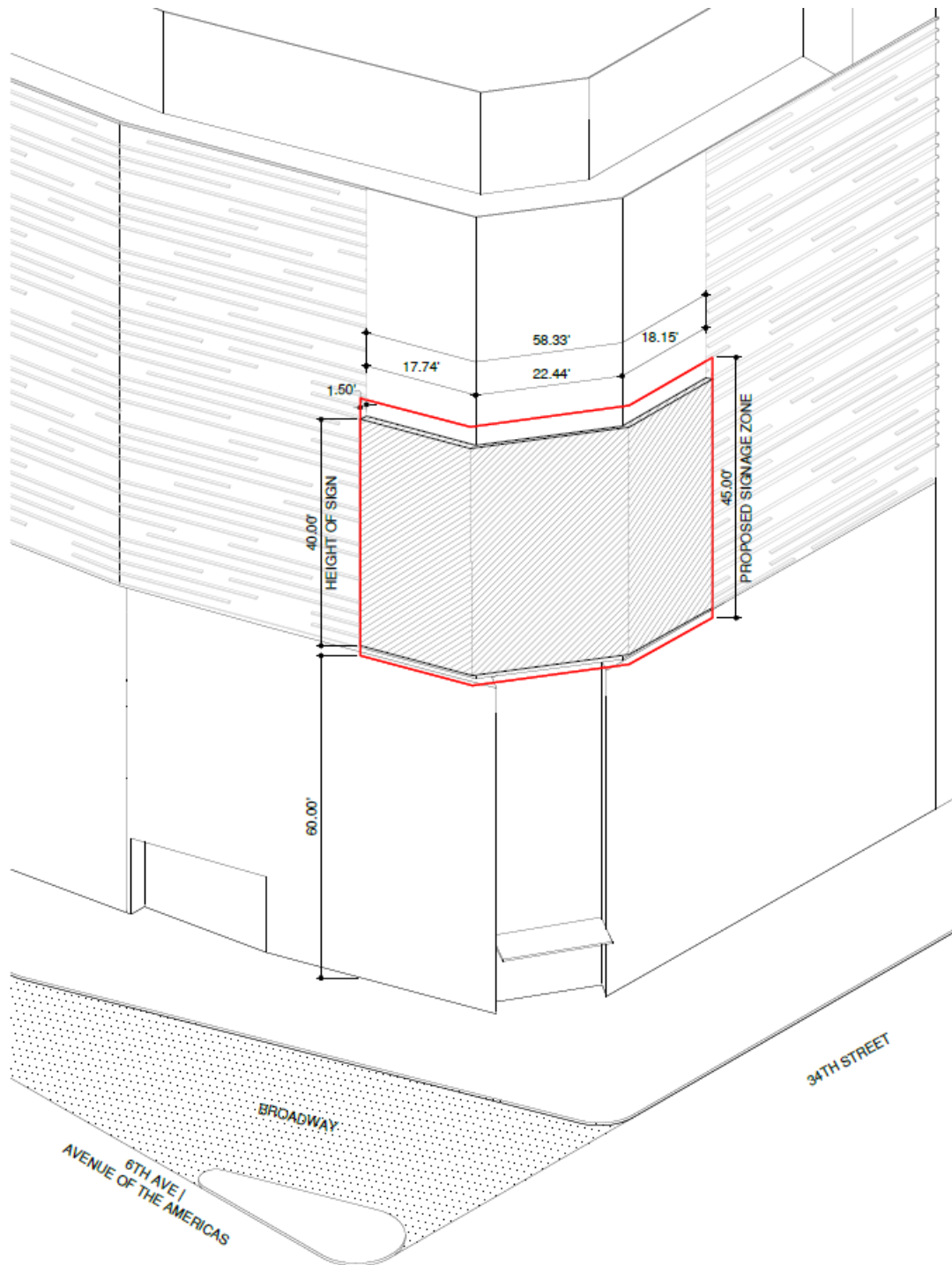
In the future without the Proposed Actions (the No-Action condition), the Applicant would not install advertising signage on the façade of the building at 1293 Broadway.

Figure I-1 Site Location Map



Source: NYC DCP (2024); NYC Parks (2024)

Figure I-2 Proposed With-Action Condition Signage



Source: MdeAS
For illustrative purposes only

With-Action Condition

In the future with the Proposed Actions (the With-Action condition), the Proposed Project, as described above, would be constructed at the Project Site. An illuminated, non-flashing, advertising sign would be installed at the chamfered corner of the building facing the intersection of West 34th Street and Broadway by Sixth Avenue. **Figure I-2** shows the proposed signage under the With-Action condition. The Proposed Actions would not allow for an increase in Floor Area Ratio (FAR) above what is currently allowed under zoning, nor would they allow for uses beyond what is currently allowed under zoning. The Proposed Actions would only be applicable to the Project Site and therefore would not allow for changes in signage beyond the Project Site.

Increment for Analysis

The increment between the No-Action and With-Action conditions at the Project Site is detailed in **Table I-1**.

Table I-1 Future No-Action and With-Action Comparison

	Existing Conditions	No-Action Condition	With-Action Condition	Increment
Commercial GSF	209,513	209,513	209,513	+0
Residential GSF	0	0	0	+0
Total GSF	209,513	209,513	209,513	+0
Advertising Signage (SF)	0	0	2,333	+2,333

Note: The gsf figure at the Project Site is derived from and reflects a recent update to the New York City's Primary Land Use Tax Lot Output database.

Analysis (Build) Year

The Analysis Year for the Proposed Project is 2027, which assumes project approvals in Q4 2026. The Applicant anticipates a total installation period of three months, starting in Q1 2027.

Public Review Process

The Proposed Actions are subject to public review under the Uniform Land Use Review Procedure (ULURP), Section 200 of the New York City Charter, as well as City Environmental Quality Review (CEQR) procedures.

The New York City Charter (the Charter) requires certain actions that are reviewed by the City Planning Commission (CPC) to undergo ULURP. ULURP is a standardized procedure whereby applications affecting the land use of the city are publicly reviewed. The Charter also establishes mandated time frames within which application review must take place. Key participants in the ULURP process are the Department of City Planning (DCP) and the CPC, the local community board, the Manhattan Borough President, the City Council, and the Mayor.



1

Introduction

As indicated in the **EAS Form** of this Environmental Assessment Statement (EAS), several technical areas were identified for further analysis:

- › Land Use, Zoning, and Public Policy
- › Historic and Cultural Resources
- › Urban Design and Visual Resources
- › Disadvantaged Communities

Analysis of these areas follow in **Section 2** through **Section 5**.



2

Land Use, Zoning, and Public Policy

This section considers the potential for the proposed project to result in significant adverse impacts to land use, zoning, and public policy. Under the guidelines of the *2025 City Environmental Quality Review (CEQR) Technical Manual*, this analysis evaluates the uses in the area that may be affected by the proposed project and determines whether the proposed project is compatible with land use, zoning, and public policy conditions, or may otherwise affect them. The analysis also considers the proposed project's compatibility with zoning regulations and other public policies applicable to the area.

Introduction

The Applicant, Herald Center Department Store of New York LLC, is seeking a Zoning Text Amendment and a Zoning Special Permit to facilitate new advertising signage at 1293 Broadway (Manhattan Block 809, Lot 7502 (f/k/a Lot 45)) in the Herald Square neighborhood of Manhattan Community District (CD) 5 (the Project Site). The Applicant is seeking to construct the new sign at the chamfered corner of the Project Site building, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be a 40-foot-tall illuminated, non-flashing advertising sign beginning between 60 and 65 feet above curb level, with approximately 2,333 square feet (sf) of surface area (the Proposed Project). The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

This analysis of land use, zoning, and public policy follows the guidelines set forth in the *CEQR Technical Manual*. It characterizes the existing conditions in the area surrounding the Project Site and addresses potential impacts to land use, zoning, and public policy that would be associated with the Proposed Actions.

Methodology

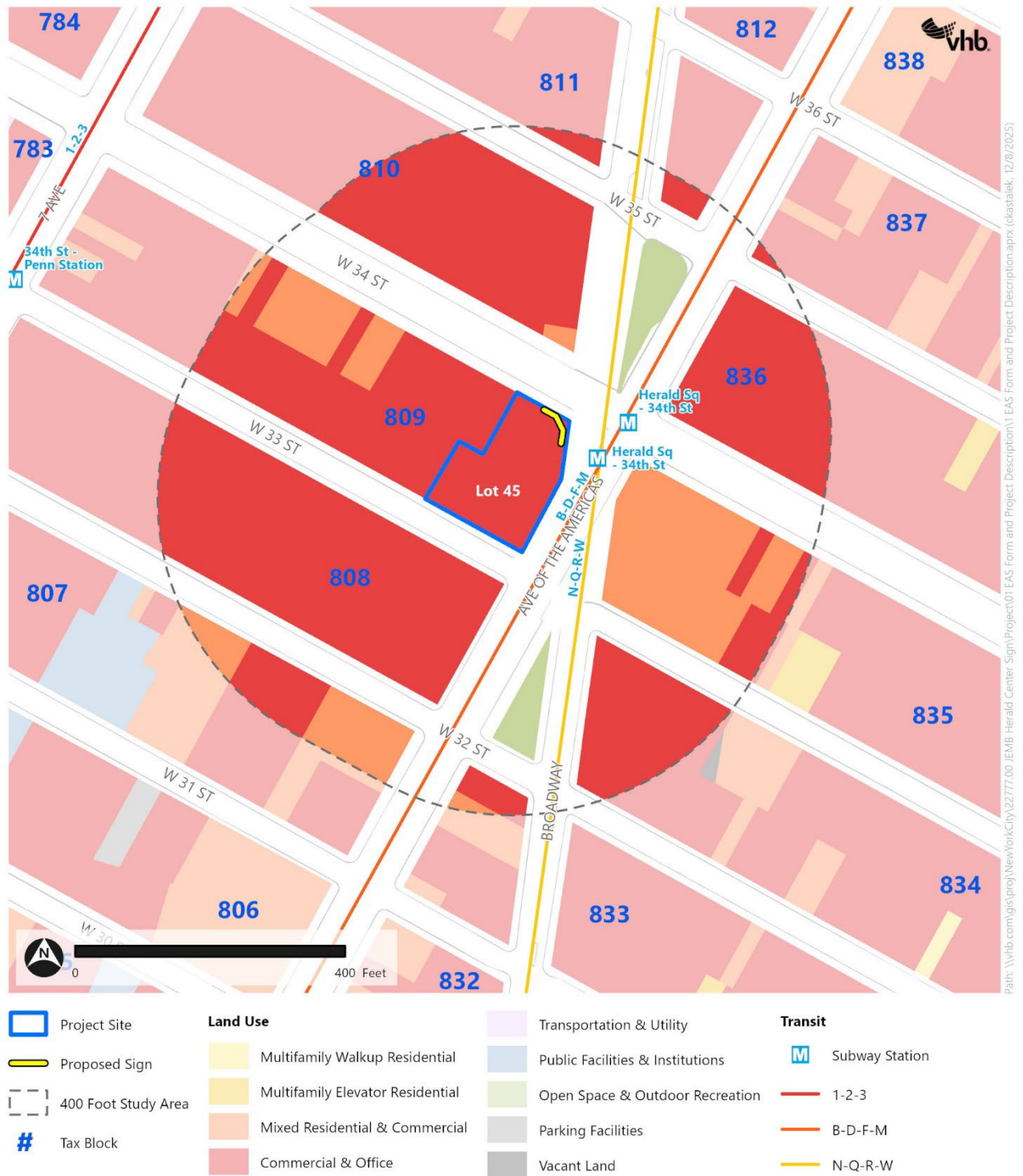
This analysis of land use, zoning, and public policy follows the guidelines set forth in the *CEQR Technical Manual* for a preliminary assessment (Section 320). According to the *CEQR Technical Manual*, a preliminary land use and zoning assessment:

- › Describes existing and future land uses and zoning information and describes any changes in zoning that could cause changes in land use;
- › Characterizes the land use development trends in the area surrounding the project site that might be affected by the proposed action; and
- › Determines whether the Proposed Project is compatible with those trends or may alter them.

The following assessment method was used to determine the potential for the Proposed Project to result in significant adverse impacts on land use, zoning and public policy:

1. Establish a "study area," a geographic area surrounding the project site to determine how the Proposed Project may affect the immediate surrounding area. For this assessment, a study area of 400 feet surrounding the development site was used.
2. Identify data sources, including any public policies (formal plans, published reports) to be used to describe the existing and No-Action conditions related to land use, zoning, and/or public policy.
3. Assess the proposed project's potential effects on land use, zoning and public policy to determine whether the Proposed Project is consistent with or conflicts with area land uses, zoning, or the identified policies.
 - If a Proposed Project could conflict with the identified policies, a detailed assessment would be conducted; or
 - If the Proposed Project is found to not conflict with the identified policies, no further assessment is needed.

The study area for this analysis is the area within 400 feet of the Project Site, which, for the Proposed Project, is generally bounded by West 35th Street to the north, a point midblock between West 31st Street and West 32nd Street to the south, a point midblock between Sixth Avenue and Seventh Avenue to the west, and a point midblock between Fifth Avenue and Sixth Avenue to the east (see **Figure 2-1**). This is the area in which the Proposed Project would most likely have effects in terms of land use, zoning, and public policy.

Figure 2-1 Land Use Map


Source: NYC DCP, MapPLUTO (2024)

Assessment

Existing Conditions

Land Use

Project Site

The Project Site consists of Manhattan Block 809, Lot 7502 (f/k/a Lot 45) and is currently improved with a nine-story commercial building with frontage on West 34th Street, Broadway, Sixth Avenue, and West 33rd Street. The building is occupied by a mix of commercial uses and is currently tenanted by H&M, Bank of America, Verizon, and Yeshiva University, among other, smaller tenants.

Study Area

The Project Site is located within the Herald Square neighborhood of the Manhattan Community District (CD) 5. As shown in **Figure 2-1** and **Table 2-1**, the study area is predominantly characterized by high-density commercial uses as well as some mixed-use residential and commercial buildings located primarily south and east of the Project Site. West 34th Street is a crowded retail corridor, anchored by notable establishments like the 2.5-million-sf Macy's Herald Square department store, which occupies the entirety of the block directly north of the Project Site.

Specifically, commercial buildings make up 82 percent of the total lot area within the study area, and mixed residential and commercial buildings make up another 16 percent, with the remaining two percent comprising open space. Commercial buildings constructed throughout the study area consist of mid-rise and high-rise office and mixed residential and commercial towers ranging in height from nine to 59 stories. Notable buildings within the study area include the Macy's Herald Square department store, detailed above, and Herald Towers, a 26-story mixed residential and commercial building located to the east across Sixth Avenue from the Project Site.

The majority of the buildings within the study area have retail space on the ground floor, often tenanted by national retail stores including Target, Sephora, Foot Locker, Zara, and Ulta. Many of these stores have large prominent signs, including the Macy's department store, which has a large two-panel legally non-conforming advertising sign located on its southeast building façade, consisting of approximately 5,904 sf of surface area and reaching a height of approximately 101 feet above curb level. This sign is directly illuminated. Additionally, a large roof-mounted legally non-conforming advertising sign is present atop a seven-story commercial office building located at 1271 Broadway, immediately south of Greeley Square Park within the study area. To the west of the Project Site on West 34th Street, there are large accessory signs mounted on the facades of commercial buildings located at 112, 134, and 138 West 34th Street. Further west, immediately outside of the study area along Seventh Avenue, large flashing LED advertising signs are present on various commercial buildings (permitted by the Penn Center Subdistrict regulations within the Special Midtown District, described in more detail below).

Open space in the study area includes Herald Square and Greeley Square Park, two parks located between Broadway and Sixth Avenue, north of West 34th Street and south of West 33rd Street, respectively, as well as portions of Broadway between West 35th and 32nd Streets, which have been pedestrianized as public plazas.

Table 2-1 Study Area Generalized Land Uses

Land Use	Number of Tax Lots ¹	Percentage of Total Lots	Lot Area (sf)	Percentage of Total Lot Area
Mixed Commercial / Residential Buildings	14	30%	113,463	16%
Commercial / Office Buildings	30	65%	581,270	82%
Open Space	2	4%	14,912	2%
Total	46	100%²	709,645	100%²

Source: Map PLUTO 24v1.1

Notes:

¹ All Lots intersecting the 400-foot radius study area were included in analysis² Numbers may not add up to 100% due to rounding

Zoning

Project Site and Study Area

As shown in **Figure 2-2**, the Project Site is mapped within the C6-6 zoning district within the Special Midtown District (MiD).

C6 districts permit a wide range of high-density commercial uses requiring a central location; most C6 districts are found in Manhattan, Downtown Brooklyn, and Downtown Jamaica. Corporate headquarters, large hotels, department stores, and entertainment facilities in high-rise, mixed-use buildings are permitted in C6 districts. Within the MiD, a C6-6 zoning district has a basic maximum commercial FAR of 15.0 and is an R10 residential equivalent, permitting a residential FAR of 12.0 with qualifying affordable housing. The underlying signage regulations of the C6-6 district apply to the Project Site and permit illuminated and flashing signs with an area of up to 500 square feet per street frontage of the zoning lot and a height of up to 40 feet above curb level. Current regulations do not permit advertising signs at the Project Site. Existing regulations do permit 2,143.6 square feet of accessory signage to be located on the façades of the Project Site building; the existing building uses provide accessory signage up to the permitted amount.

As shown in **Figure 2-2** and **Table 2-2**, zoning districts within the study area include C5-2, C5-3, C6-4, C6-4.5, and C6-6 zoning districts in the surrounding blocks. The Project Site and portions of the project block, as well as blocks to the south, east, and north are mapped within a C6-6 zoning district. The south side and midblock of the project block is located within a C6-4.5 zoning district, which has a maximum commercial FAR of 12.0. Additional C6-4.5 districts are mapped in the midblock portion of the block bounded by West 32nd Street, Sixth Avenue, West 31st Street, and Seventh Avenue. A C5-3 zoning district, which has a maximum commercial FAR of 15.0, is mapped immediately across Broadway from the Project Site, along West 34th Street. A portion of the block immediately north of the Project Site is mapped with a C5-2 zoning district, which permits a maximum commercial FAR of 10.0. The remainder of that block is mapped within a C6-4 zoning district, which also has a maximum commercial FAR of 10.0. Finally, a small portion of the study area between Sixth Avenue and Seventh Avenue north of West 35th Street is mapped with a M1-9A/R12 mixed-use district, which permits a maximum FAR of 15.0 for manufacturing and commercial uses

and 18.0 for residential with qualifying affordable housing. This area is also located within the recently enacted Special Midtown South Mixed Use District (C 250185 ZMM), whose purpose is to foster a mix of uses in Midtown South, including residential uses.

As in C6-6 districts, signs are permitted up to 500 square feet per street frontage of the zoning lot and up to a height of 40 feet above curb level in C6-4, C6-4.5, and M1-9A/R12 districts. Illuminated and flashing signs are permitted in C6-4 and C6-4.5 districts. In C5-2 and C5-3 zoning districts, only non-illuminated signs are permitted up to 200 square feet per street frontage of the zoning lot and up to a height of 25 feet above curb level. Immediately adjacent to the study area, the Penn Center Subdistrict within the MiD is mapped along Seventh Avenue between West 31st Street and the midblock between West 34th Street and West 35th Street. The Penn Center Subdistrict regulations permit flashing and illuminated advertising signs at zoning lots fronting on Seventh Avenue with no maximum size restriction.

Table 2-2 Study Area Existing Zoning Designations

District	Definition/General Use	Base Maximum FAR
	Commercial Zoning Districts	
C5-2	C5-2 districts are central commercial districts often composed of mixed-use buildings that house residential space, offices, and department stores. Use Groups I-X are permitted.	R: 10.0 ¹ C: 10.0 CF: 10.0
C5-3 (MiD)	C5-3 districts are high-density central commercial districts with continuous retail frontage intended for office, hotel, and retail establishments that serve the entire metropolitan region. Residential uses are also permitted. Use Groups I-X are permitted.	R: 10.0 ¹ C: 15.0 CF: 15.0
C6-4	C6 districts permit a wide range of high-bulk commercial uses requiring a central location for corporate headquarters, large hotels, department stores and entertainment facilities in high-rise mixed buildings are permitted. Residential uses are also permitted. C6-4 zoning districts are typically mapped within the city's major business districts. Use Groups I-X are permitted.	R: 10.0 ¹ C: 10.0 CF: 10.0
C6-4.5 (MiD)	C6-4.5 districts are mapped only within the Special Midtown District and have unique floor area ratios and bonus rules. Use Groups I-X are permitted.	R: 10.0 ¹ C: 12.0 CF: 12.0
C6-6 (MiD)	C6-6 districts permit a wide range of high-bulk commercial uses requiring a central location. Corporate headquarters, large hotels, department stores and entertainment facilities in high-rise mixed-use buildings are permitted. C6-6 zoning districts are typically mapped within the city's major business districts. Use Groups I-X are permitted.	R: 10.0 ¹ C: 15.0 CF: 15.0
M1-9A/R12 (MSX)	M1 districts typically include light industrial uses, such as woodworking shops, repair shops, and wholesale service and storage facilities. Offices, hotels, and most retail uses are also permitted. Paired with an R12 residential district, this mixed-use district was established to promote a mix of uses, including residential.	C/M: 15.0 CF: 15.0 R: 15.0 ²
MiD	Special Districts Special Midtown District	
MSX	Special Midtown South Mixed-Use District	

Source: New York City Zoning Resolution

Notes:

R= Residential; C= Commercial; CF= Community Facility

¹ Max residential FAR may be increased to 12 FAR where qualifying affordable housing is provided.² Max residential FAR may be increased to 18 FAR where qualifying affordable housing is provided.

As mentioned, the Project Site and much of the study area is mapped within the MiD, which extends as far as 61st Street to the north, Ninth Avenue to the west, West 31st Street to the south, and Second Avenue to the east, but excludes a number of the blocks to the immediate north and northwest of the Project Site. The district establishes differing bulk and density limits for avenue frontages and midblocks for each of its subdistricts. A floor area bonus for public plazas, subway station improvements, or theater rehabilitation is available in some subdistricts. Certain urban design

features, such as continuity of street wall and retail uses, off-street relocation of subway stairs, and provision of on-site pedestrian circulation spaces are mandated within the district.

Public Policy

National/State Historic Preservation Act and New York City Landmarks Law

The New York State Historic Preservation Act of 1980 was established as a counterpart to the National Historic Preservation Act. The act created the New York State Register of Historic Places, the official list of sites, buildings, structures, areas, or objects significant in the history, architecture, archeology or culture of the state, its communities, or the nation. The New York City Landmarks Law of 1965 established the New York City Landmarks Preservation Commission (LPC) and authorized the Commission to designate individual buildings, historic districts, interior landmarks and scenic landmarks of historical, cultural and architectural significance. There are no historic resources on the Project Site. However, the study area contains one LPC-designated landmark and state/national listed resource, the Hotel Martinique (USN 06101.015753), and several other state/national-listed and eligible resources, including the Garment Center Historic District (USN 06101.015743); R.H. Macy & Company Store (USN 06101.001712); Johnson Building (USN 06101.015743); Marbridge Building (USN 06101.015744); Hotel McAplon (USN 06101.015751); Gimbel's Administration Building (USN 06101.021925); Gimbel's Skybridge (USN 06101.021926); and the Wilson Building (USN 06101.015752) (see **Section 3, Historic and Cultural Resources**).

No-Action Condition

As discussed in **Part I: Project Description**, absent the Proposed Project (the future No-Action condition), the Applicant would not install advertising signage on the façade of the Project Site building.

Land Use

Under the No-Action condition, the land use of the Project Site would remain the same, as a commercial office building with a mix of commercial uses tenanted by H&M, Bank of America, Verizon, and Yeshiva University, among other, smaller tenants. There are no additional planned developments in the study area that are expected to be operational by the 2027 build year.

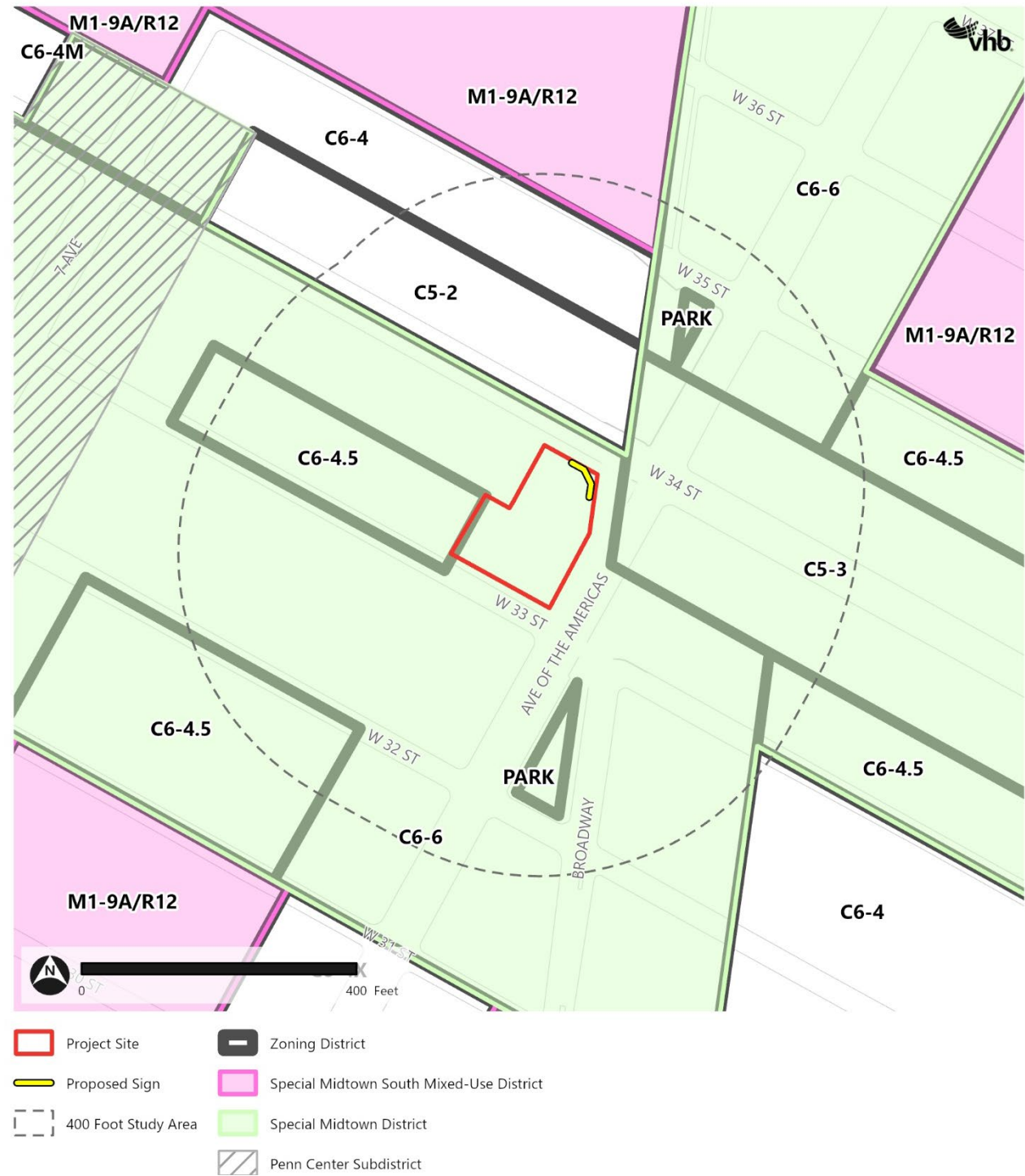
Zoning

There are no anticipated zoning changes within the study area under the No-Action condition. The Project Site and study area would continue to be governed by the various zoning regulations in the area, as described in the **Existing Conditions** section above.

Public Policy

In the future No-Action condition, there are no known public policy changes that are anticipated to affect the Project Site or study area.

Figure 2-2 Zoning Map



Source: NYC DCP (2024)

With-Action Condition

The Proposed Actions, as detailed in **Part I: Project Description**, would facilitate the installation of a new, illuminated, non-flashing advertising sign located at the chamfered corner of the building facing the intersection of West 34th Street and Broadway by Sixth Avenue. The sign would consist of three panels that would be located at a height beginning between 60 and 65 feet above curb level, with a total surface area of approximately 2,333 square feet and a total width of approximately 58 feet. The bulk and uses of the building would not otherwise be altered as a result of the Proposed Actions.

Land Use

The Proposed Actions would result in no change in land use at the Project Site. The Project Site is also located at the intersection of three major commercial roadways in Midtown Manhattan, in an area that is characterized primarily by high-density commercial land uses including large destination retail stores such as Macy's, Ulta, and Target; restaurants; offices; and hotels. Moreover, some of these uses have signs prominent on their building facades. As such, the proposed signage at the Project Site would be compatible with, and would not adversely affect the existing land uses of, the surrounding area. Additionally, the proposed sign would contribute to strengthening the vitality of the long-established commercial uses on the Project Site and in the study area.

Zoning

As detailed in **Part I: Project Description**, the Proposed Actions would include the following zoning actions:

- › A Zoning Text Amendment to add a new Section 81-15 to the Special Midtown District regulations in the Zoning Resolution (ZR) to establish a special permit to facilitate new non-flashing advertising signage on the Project Site. The special permit would permit the modification of the underlying sign regulations of ZR Section 32-60 along the wide street frontages at the Project Site. The underlying sign regulations currently do not permit advertising signage at the Project Site, and limit other signage to 500 square feet per street frontage of the zoning lot and to a height of no greater than 40 feet above curb level.
- › A Zoning Special Permit under ZR Section 81-15, as amended, to allow the construction of the proposed sign.

The Proposed Actions would be limited to the Project Site and would not be associated with any existing zoning districts or other lots within the study area. The Applicant believes the Proposed Actions are appropriate, as the proposed sign would front on three major commercial thoroughfares (West 34th Street, Sixth Avenue, and Broadway), and would face Herald Square, a major commercial and transportation hub. The proposed sign would enhance the existing commercial vitality of the area, which is characterized primarily by high-density commercial land uses, including large destination retail stores. Many of these retail stores, particularly along West 34th Street, feature large prominent signs. Accordingly, the introduction of a sign within this area would not be new or inconsistent with the existing conditions of the Project Site or its immediate surroundings. The Proposed Actions would also permit signage that is already permitted by zoning under the Penn Center Subdistrict regulations one block to the west of the Project Site along Seventh Avenue.

Public Policy

National/State Historic Preservation Act and New York City Landmarks Law

As detailed above, the Project Site would be improved with a new, illuminated, non-flashing advertising sign on the chamfered corner of the building at the Project Site. As described in **Section 3, Historic and Cultural Resources**, as there are no historic or cultural resources on the Project Site, there is no potential for direct impacts on the site itself. Since construction activities for the Proposed Project do not involve in-ground disturbances, there is no potential for construction activities related to the Proposed Project to result in significant adverse impacts to nearby architectural resources. Additionally, the Proposed Project would not result in adverse visual or contextual impacts on the existing architectural resources in the 400-foot study area, nor would it eliminate or screen publicly accessible views of historic resources or introduce an incompatible visual, audible, or atmospheric element to the settings of these resources. The Proposed Project would align with the existing character of the area, which includes existing signage particularly along West 34th Street, and would be integrated within the existing street grid of the area, preserving sightlines within the study area. Given the prominence of large-scale illuminated signage and billboards already existing in the study area or in the immediate proximity to the study area, the Proposed Project would not result in a building form or context that is significantly different from existing conditions. As such, the Proposed Actions are consistent with the National/State Historic Preservation Act and New York City Landmarks Law.

Conclusion

As described above, the Proposed Actions would facilitate the installation of a new, illuminated, non-flashing advertising sign on the chamfered corner of the commercial building at the Project Site. Illuminated and non-illuminated signs are prevalent throughout the study area and immediately adjacent to the study area. Accordingly, the Proposed Actions would not introduce a new condition that is inconsistent with existing land uses or built conditions. The Proposed Actions would allow for the installation of a sign consistent with the commercial character of the study area and appropriate for the Project Site's location at the intersection of three major thoroughfares. Therefore, the Proposed Project would not result in any significant adverse impacts to land use, zoning, or public policy.



3

Historic and Cultural Resources

This section assesses the potential for the Proposed Project to result in significant adverse impacts on historic and cultural resources, including both archaeological and architectural resources.

Introduction

Historic and cultural resources are defined as improvements or landscape features that could be or have been determined to have a special character, historical, or aesthetic interest or value. Historic and cultural resources comprise districts, buildings, structures, sites, and objects of historical, aesthetic, cultural, and archaeological significance. Per the *2025 CEQR Technical Manual*, these resources include:

- › Designated New York City landmarks (NYCL), interior landmarks, scenic landmarks, and properties within designated New York City historic districts (or resources calendared for consideration by the New York City Landmarks Preservation Commission (LPC));
- › Resources listed on (S/NR-listed), or formally determined eligible for inclusion on (S/NR-eligible), the State and/or National Register of Historic Places, or contained within a district listed on, or formally determined eligible for listing on, the State and/or National Register of Historic Places;
- › National Historic Landmarks; and
- › Resources not identified by one of the programs listed above, but that meet their eligibility requirements.

The Applicant, Herald Center Department Store of New York LLC, is seeking a Zoning Text Amendment and a Zoning Special Permit to facilitate new advertising signage at 1293 Broadway (Manhattan Block 809, Lot 7502 (f/k/a Lot 45)) in the Herald Square neighborhood of Manhattan Community District (CD) 5 (the Project Site). The Applicant is seeking to construct the new sign at the chamfered corner of the Project Site building, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be a 40-foot-tall illuminated, non-flashing advertising sign beginning between 60 and 65 feet above curb level, with approximately 2,333

square feet (sf) of surface area (the Proposed Project). The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

Methodology

The *CEQR Technical Manual* notes that environmental review for historic and cultural resources includes a survey and planning process that helps protect New York City cultural heritage from the potential impacts of projects undergoing City Environmental Quality Review (CEQR). Historic and cultural resources include both archaeological and architectural resources. Archaeological resources are physical remains, usually subsurface, of pre-contact, post-contact and historic periods—such as burials, foundations, artifacts, wells, and privies. Architectural resources generally include historically important buildings, structures, objects, sites, and districts. They may include bridges, canals, piers, wharves, and railroad transfer bridges that may be wholly or partially visible above ground.

Archaeological Resources

Archaeological resources are usually assessed for projects that would result in any in-ground disturbance. This is any disturbance to an area not previously excavated, including new excavation that is deeper and/or wider than previous excavations on the same site. As the Proposed Project would not result in any in-ground disturbance, further analysis of archaeological resources is not warranted.

Architectural Resources

Generally, architectural resources should be surveyed and assessed if a proposed project would result in any of the following, whether or not any known historic resources are located near the site of the project:

- › New construction, demolition, or significant physical alteration to any building, structure, or object;
- › A change in scale, visual prominence, or visual context of any building, structure, object or landscape feature. Visual prominence generally is the way in which a building, structure, object, or landscape feature is viewed. For example, a building may be part of an open setting, such as a tower within a plaza, which is either conforming or nonconforming with the street wall in terms of its height, footprint, and/or setback. Visual context is the character of the surrounding built or natural environment. This may include the following: the architectural components of an area's buildings (e.g., height, scale, proportion, massing, fenestration, ground-floor configuration, style), streetscapes, skyline, landforms, vegetation, and openness to the sky;
- › Construction, including but not limited to, excavating vibration, subsidence, dewatering, and the possibility of falling objects;
- › Additions to or significant removal, grading, or replanting of significant historic landscape features;
- › Screening or elimination of publicly accessible views; and
- › Introduction of significant new shadows or significant lengthening of the duration of existing shadows on an historic landscape or on an historic structure if the features that make the structure significant depend on sunlight. For example, stained glass windows that cannot be

seen without sunlight, or buildings containing design elements that are part of a recognized architectural style that depends on the contrast between light and dark design elements, such as deep window reveals and prominent rustication.

Since there are historic resources near and within view of the Project Site, a preliminary assessment of architectural resources is provided. Per the *CEQR Technical Manual*, a 400-foot study area from the Project Site is considered appropriate for the purposes of a historic and cultural resources assessment (see **Figure 3-1**). Following a discussion of **Existing Conditions**, the assessment provides a description of future conditions absent the Proposed Actions (No-Action condition), and conditions expected with the Proposed Actions (With-Action condition).

Preliminary Assessment

Existing Conditions

Project Site

There are no historic resources on the Project Site, as shown in **Figure 3-1**.

Architectural Resources

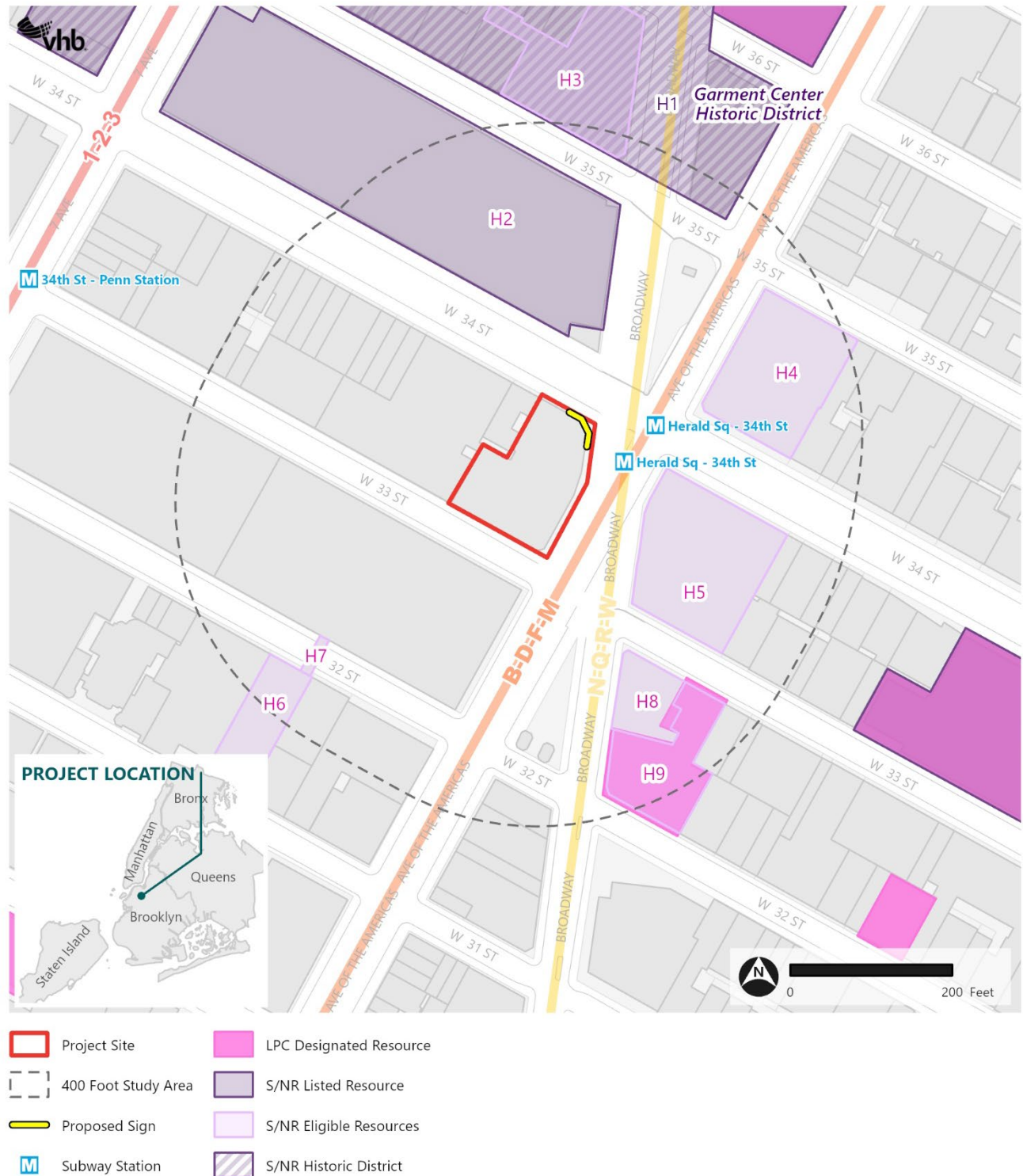
Based on a desktop review of the LPC Discover New York City Landmarks map as well as the New York State Office of Parks, Recreation, and Historic Preservation (OPRHP) Cultural Resources Information System (CRIS) database, several NYCLs, S/NR-listed resources, and S/NR-eligible resources are within the 400-foot study area (**Figure 3-1** and **Table 3-1**).

Table 3-1 Study Area Historic Features

Map ID.	Block, Lot	Resource Name	NYCL	S/NR-listed	S/NR-eligible
Historic Districts					
H1	-	Garment Center Historic District		X	
Study Area					
H2	810, 1	R.H. Macy & Company Store		X	
H3	811, 7502	Johnson Building			X
H4	836, 7502	Marbridge Building			X
H5	835, 7501	Hotel McAlpin			X
H6	807, 28	Gimbel's Administration Building			X
H7	-	Gimbel's Skybridge			X
H8	834, 80	Wilson Building			X
H9	834, 11	Hotel Martinique	X	X	

Source: MapPLUTO 24v1, NYS Cultural Resources Information System (CRIS) and LPC Designation Reports.

Figure 3-1 Historic Resources Map



Source: NYC DCP (2024); NYC Parks (2024); NYC LPC (2024)

H1 – Garment Center Historic District¹

The S/NR-listed Garment Center Historic District (08PR06593) is roughly bound by West 41st Street to the north, Ninth Avenue to the west, West 34th Street to the south, and Sixth Avenue to the east. Listed in 2008, the district is informed by many decades of Manhattan’s economic, immigrant, and commercial architectural history, including building reforms that followed the Triangle Shirtwaist Factory Fire in 1911 and the 1916 Zoning Resolution that established setback building profiles. The district contains 215 contributing resources across 25 blocks in southwest Midtown, the majority of which are commercial loft buildings constructed between 1896 and 1931. The district also includes earlier buildings such as pre-zoning lofts, a church complex, hotels, a pre-Civil War firehouse, and tenements that predate the Garment Center’s development. Buildings that line the narrower east-west streets are typically 12 to 22 stories tall, whereas buildings along the three major north-south avenues (Seventh Avenue, Broadway, and Eighth Avenue) typically feature 15- to 25-story loft buildings, most with brick and stone facades with setback rooflines dictated by the 1916 Zoning Resolution. Broadway cuts diagonally across the district, creating chamfered corners at angled intersections, as seen in buildings like the S/NR-eligible Johnson Building at 1331-1341 Broadway (USN 06101.015743), described below.

¹ National Register of Historic Places Registration Form, Garment Center Historic District (2008)

H2 – R.H. Macy & Company Store²

The R.H. Macy & Company Store, located at 151 West 34th Street, occupies nearly the entire block bounded by West 34th Street, West 35th Street, Broadway, and Seventh Avenue, directly north of the Project Site (See **Photo 3-1** and **Photo 3-2**). The R. H. Macy and Company Store is a 20-story, commercial department store building designed by architecture firm DeLomos and Cordes and constructed by the George A. Fuller Company. It was designated an S/NR-listed historic resource in 1980 (USN 06101.001712). The original building, which fronted Broadway, was completed in 1902 and featured 13,000 tons of structural steel, 33 hydraulic elevators, four mahogany and steel escalators, pneumatic tubes, marble stairways, ventilating fans, steam-powered generators, and a built-in vacuum cleaning system. After building an additional story in 1910, Macy's completed a 20-story addition on the Seventh Avenue frontage in 1924 to accommodate the growing business.

The building's two sections have compatible but slightly different designs, with a concrete and stone base, red brick on middle floors, and stone and brick on upper floors. The building features regular fenestration with windows grouped in threes, projecting hexagonal bays on the Broadway section's middle floors, and round-arched Palladian windows on the eighth and ninth floors. It has multiple entrances with glass-and-bronze revolving doors sheltered by metal awnings, with the most elaborate entrance fronting on West 34th Street in the original section of the building and featuring red marble pillars, a semicircular arch, a bronze clock, Greek maiden statues, and "R. H. Macy & Co." and "Macy's" signage. Inside, the store has undergone modernization while retaining original moldings, cornices, crystal chandeliers, marble columns, balustrades, and the original steel-and-mahogany escalators.

Photo 3-1 R.H. Macy & Company Store (1939-1941)



Source: NYC Municipal Archives

Photo 3-2 R.H. Macy & Company Store (2025)



Photo captured: November 4, 2025

² National Register of Historic Places Nomination Form, R.H. Macy and Company Store (1977)

H3 – Johnson Building – 1333 Broadway

The Johnson Building, located at 1333 Broadway, is a 12-story commercial and office building with frontage on Broadway, West 35th Street, and West 36th Street to the north of the Project Site. It is a contributing resource to the S/NR-listed Garment Center Historic District (08PR06593) (See **Photo 3-3** and **Photo 3-4**). The building has also been known by the addresses 1331-1349 Broadway, 109-129 West 35th Street, and 112-122 West 36th Street. It was designed by architecture firm Clinton & Russell and built between 1915 and 1916. The Johnson building occupies an entire block-front and features a "base-shaft-capital" design consisting of a two-story stone-faced base with storefronts and show windows, a third attic story in brick, a shaft from the fourth to ninth stories with wide and narrow brick piers, stone panels in the spandrels below and above the tenth story, and uppermost stories with two-story piers topped by a brick parapet. The building has limited stone panel and patterned brickwork ornamentation, as well as a chamfered corner at Broadway and West 35th Street which features a projecting second story show window.³ The Johnson Building is also S/NR-eligible (USN 06101.015743).

Photo 3-3 Johnson Building (1939-1941)



Source: NYC Municipal Archives

Photo 3-4 Johnson Building (2025)



Photo captured: November 4, 2025

³ National Register of Historic Places Registration Form, Garment Center Historic District (2008)

H4 – Marbridge Building⁴

The Marbridge Building, more recently known as Two Herald Square, is located at 1328 Broadway on the corner of Sixth Avenue and West 34th Street to the northeast of the Project Site (See **Photo 3-5** and **Photo 3-6**). It is a 12-story store and loft building designed by Townsend, Steinle, and Haskell and built in 1908. The building was commissioned by William R. H. Martin, who owned other properties nearby, including the S/NR-listed Hotel Martinique (USN 06101.015753) and who co-founded the Rogers Peet Company, a menswear retailer that became the building's first tenant.

The Marbridge Building is designed in the Renaissance Revival style with brick and stone, rising without setbacks. The building is designed in a "base-shaft-capital" composition and the façade features elaborate stone detailing characteristic of the Renaissance Revival, including rusticated surfaces, decorative masonry blocks forming the corners, projecting cornices, dentil molding, and a rooftop balustrade. The windows are framed with triangular pediments or eared lintels. The ground-floor storefronts of the building have undergone modern alterations. The building is S/NR-eligible (USN 06101.015744).

Photo 3-5 Marbridge Building (1939-1941)



Source: NYC Municipal Archives

Photo 3-6 Marbridge Building (2025)



Photo captured: November 4, 2025

⁴ Empire Station Complex Civic and Land Use Improvement Project FEIS, Chapter 8: Historic and Cultural Resources (2021)

H5 – Hotel McAlpin

Hotel McAlpin, more recently known as Herald Towers, is located at 1282 Broadway, with frontage on Broadway, West 33rd Street, and West 34th Street (See **Photo 3-7** and **Photo 3-8**). The building was designed by Frank Mills Andrews in the Renaissance Revival style and completed in 1912. Andrews also founded and presided over the Greeley Square Hotel Company. When it opened, the hotel was reportedly the largest in the world, featuring amenities like in-room telephones and a medical facility. The building has a "base-shaft-capital" composition, with an angled west façade that follows the Broadway and Sixth Avenue intersection's street alignment. The building has an "E"-shaped footprint with two light courts facing Broadway beginning at the fourth floor. This creates the appearance of three brick towers above a three-story, rusticated stone base. The building features round-arched second-floor windows, third-floor stone balconies, cartouches, large capital-level windows with segmental pediments, and a bracketed cornice. The building was converted to apartments in 1976 and the ground-floor storefronts have been modernized. Hotel McAlpin is S/NR-eligible (USN 06101.015751).

Photo 3-7 Hotel McAlpin (1939-1941)



Source: NYC Municipal Archives

Photo 3-8 Hotel McAlpin (2025)



Photo captured: November 4, 2025

H6 – Gimbel's Administration Building – 116 West 32nd Street

The Gimbel's Administration Building, located at 116 West 32nd Street, sits midblock to the southwest of the Project Site (see **Photo 3-9** and **Photo 3-10**). The building is a 16-story commercial loft building designed by architect William H. Gompert at Shreve and Lamb and constructed in 1912. Originally constructed for the Cuyler Realty Company, the building was purchased by Gimbel Brothers in 1925 for administrative use and connected via skybridge to the department store across West 32nd Street, with executive offices relocated to the Administration Building. All Gimbel's stores closed by the end of the 1980s, and in 1989 the building was renovated into Manhattan Mall and office space.

The Gimbel's Administration Building extends through the block to West 31st Street, with north and south elevations featuring similar tripartite arrangements of base, shaft, and capital divided into three bays with groupings of three windows per bay, without setbacks. The building features a three-story stone base crowned by a cornice, upper floors faced with brick, and Classical Revival motifs including shields and floral swags on metal spandrel panels, stone cartouches, pilasters, and denticulated cornices. The building was deemed S/NR-eligible in 2021 (USN 06101.021925). The building has a three-level copper skybridge, which is independently S/NR-eligible (USN 06101.021926), detailed below.⁵

Photo 3-9 Gimbel's Administration Building (1939-1941)



Source: NYC Municipal Archives

Photo 3-10 Gimbel's Administration Building (2025)



Photo captured: November 4, 2025

⁵ Parks, Recreation, and Historic Preservation Resource Evaluation, Gimbel's Administration Building and Skybridge (2021)

H7 – Gimbel's Skybridge

Gimbel's Skybridge is a three-level copper skybridge designed by architectural firm Shreve and Lamb and completed in 1925 (see **Photo 3-11** and **Photo 3-12**). The skybridge spans midblock on West 32nd Street between the Gimbel's Administration Building and the former Gimbel Brothers Department Store to the north, connecting the buildings at the tenth through twelfth floors. Weathered with green-patina copper cladding, the skybridge exemplifies Art Deco form enhanced with Classical ornamentation including fluted pilasters and panels containing diamond and square patterns. It is one of only a few historic skybridges in New York City and was deemed S/NR-eligible in 2021 (USN 06101.021926).⁶

Photo 3-11 Gimbel's Skybridge (1939-1941)



Source: NYC Municipal Archives

Photo 3-12 Gimbel's Skybridge (2025)



Photo captured: November 4, 2025

⁶ Parks, Recreation, and Historic Preservation Resource Evaluation, Gimbel's Administration Building and Skybridge (2021)

H8 – Wilson Building⁷

The Wilson Building, located at 1270 Broadway, is situated on the corner of Broadway and West 33rd Street to the east of the Project Site (see **Photo 3-13** and **Photo 3-14**). It's a 12-story store and office building designed by Rouse and Goldstone and constructed by George B. Wilson in 1911.

The Wilson Building is designed in the Renaissance Revival style with stone cladding, featuring a base, shaft, and capital composition. The building fronts on both Broadway and West 33rd Street with a rounded corner featuring curved windowpanes. In 2022, the building underwent a major renovation, and the original façade was replaced with a more modern treatment with alternating black and white panels above the third story. Originally, the building had a rusticated stone façade on the second through tenth floors. The original shaft featured paired windows with central piers containing floral reliefs. The original capital level featured paired arched windows beneath large arches with cartouche keystones and a bracketed cornice. The original stone sill course above the first story and the entablature with a floral frieze above the third story both remain. The ground-floor retail space retains its original metal storefront with pilasters crowned by decorative capitals embossed with birds, urns, and flowers. The Wilson Building is S/NR-eligible (USN 06101.015752).

Photo 3-13 Wilson Building (1939-1941)



Source: NYC Municipal Archives

Photo 3-14 Wilson Building (2025)



Photo captured: November 4, 2025

⁷ Empire Station Complex Civic and Land Use Improvement Project FEIS, Chapter 8: Historic and Cultural Resources (2021)

H9 – Hotel Martinique⁸

Hotel Martinique, at 1260 Broadway, is located on the corner of Broadway and West 32nd Street on a through-lot with additional frontage on West 33rd Street, to the southeast of the Project Site (see **Photo 3-15** and **Photo 3-16**). The building is a 16-story hotel building designed by architect Henry J. Hardenbergh and constructed in three phases between 1897-98, 1901-03, and 1909-11. It was commissioned by developer William R. H. Martin in response to the growth of entertainment and shopping activities in the Midtown neighborhood of Manhattan. Hardenbergh had previously designed other luxury hotels, including the original Waldorf and Astoria Hotels and the Plaza Hotel, inspired by Beaux-Arts and Renaissance precedents.

Hotel Martinique features a mansard roof topped by towers and ornate dormers designed to capitalize on the openness provided by Greeley Square. The building features glazed brick, terra cotta, and limestone with rusticated stonework, projecting balconies, and terra-cotta cartouches on all three of its main facades along Broadway, West 32nd Street, and West 33rd Street. The building was S/NR-listed in 1998 (USN 06101.015753).

Photo 3-15 Hotel Martinique (1920)



Source: CRIS

Photo 3-16 Hotel Martinique (2025)



Photo captured: November 4, 2025

No-Action Condition

As described in **Part I: Project Description**, in the future No-Action condition, the Applicant would not install advertising signage on the façade of the Project Site building, and the building would remain as-is.

⁸ NYS Office of Parks, Recreation, and Historic Preservation Building-Structure Inventory Form, Hotel Martinique (1998)

With-Action Condition

As described in **Part I: Project Description**, in the future With-Action condition, the Proposed Project would be constructed at the Project Site. An illuminated, non-flashing, advertising sign would be installed at the chamfered corner of the building, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would have approximately 2,333 sf of surface area, would be 40 feet tall, and would begin at a height between 60 and 65 feet above curb level.

Direct Impacts

Since the Proposed Project does not involve in-ground disturbances and no historic or cultural resources have been identified by LPC on the Project Site⁹, there is no potential for the Proposed Project to result in significant adverse impacts to archaeological or architectural resources. The potential for indirect impacts to nearby historic resources is assessed below.

Indirect Impacts

The Proposed Development would not result in adverse visual or contextual impacts on the existing architectural resources in the 400-foot study area, nor would it eliminate or screen publicly accessible views of historic resources or introduce an incompatible visual, audible, or atmospheric element to the settings of these resources. The Proposed Project would align with the existing mixed-use character of the area, where commercial uses prevail, and would be integrated within the existing street grid of the area, preserving sightlines within the study area. There are a number of advertising signs, billboards, and illuminated retail signs already existing in the study area. This includes the legally non-conforming, directly illuminated Macy's sign on the corner of West 34th Street and Broadway, which takes the form of a three dimensional, four-story, red and white shopping bag with the name "Macy's." Visible southbound from the Project Site is an externally illuminated advertising billboard (also legally non-conforming) atop the seven-story building at 1271 Broadway, just south of Greeley Square. Also notable is the large retail signage and branding on West 34th Street, mounted on the facades of commercial buildings located at 112, 134, and 138 West 34th Street. Further west, immediately outside of the study area along Seventh Avenue, large flashing LED advertising signs are present on various commercial buildings. Given the prominence of existing signage within and immediately adjacent to the study area, and the alignment of the proposed signage with the prevailing commercial character of the area, the Proposed Project would not result in a building form or context that is significantly different from existing conditions. As such, there would be no indirect impacts to architectural resources as a result of the Proposed Actions.

Conclusion

Several architectural resources are located within the 400-foot study area. The Proposed Project would not significantly alter or affect the setting, visual relationship, or publicly accessible views of the identified historic resources within the study area. Therefore, there would be no potential for any significant adverse impacts related to historic and cultural resources.

⁹ New York City Landmarks Preservation Commission, *Discover New York City Landmarks Map*



4

Urban Design and Visual Resources

An urban design assessment under CEQR considers whether and how a project may change the experience of a pedestrian in the study area. The assessment focuses on the components of a proposed project that may have the potential to alter the arrangement, appearance, and functionality of the built environment.

Introduction

Urban design is the totality of components that may affect a pedestrian's experience of public space. To determine if a proposed action has the potential to change the pedestrian experience, an urban design assessment under CEQR guidelines focuses on the components of a proposed action that may alter the arrangement, appearance, and functionality of the built environment from the pedestrian's perspective. In accordance with the *2025 CEQR Technical Manual*, a preliminary assessment of urban design is appropriate when there is the potential for a pedestrian to observe, from the street level, a physical alteration beyond that allowed by existing zoning regulations.

A visual resource is the connection from the public realm to significant natural or built features, including views of the waterfront, public parks, landmark structures or districts, otherwise distinct buildings or groups of buildings, or natural resources.

As described in **Part I: Project Description**, approval of the Proposed Actions would facilitate new advertising signage at 1293 Broadway (Manhattan Block 809, Lot 7502(f/k/a Lot 45)) (the Project Site) in the Herald Square neighborhood of Manhattan Community District (CD) 5. The Applicant is seeking to construct the new sign at the chamfered corner of the existing building, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be a 40-foot-tall illuminated, non-flashing advertising sign beginning between 60 and 65 feet above curb level, with approximately 2,333 square feet (sf) of surface area (the Proposed Project). The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

Methodology

In accordance with *CEQR Technical Manual* guidelines, the following preliminary urban design and visual resources assessment considers a 400-foot radius study area where the proposed actions would be most likely to influence the built environment. As stipulated in the *CEQR Technical Manual*, because the purpose of the preliminary assessment is to determine whether any physical changes facilitated by the Proposed Actions would significantly impact elements of urban design and visual resources, the following information, if known, is included in a preliminary assessment:

- › a concise narrative of the existing study area, and conditions under the future No-Action and With-Action conditions;
- › an aerial photograph of the study area and ground-level photographs of the project site with immediate context;
- › a three-dimensional representation of the future With-Action and No-Action condition streetscape.

If the preliminary assessment determines that a change to the pedestrian experience is minimal and unlikely to disturb the vitality, walkability or visual character of the study area, then no further assessment is necessary. However, if it shows that changes to the pedestrian environment and/or visual resources are significant enough to require greater explanation and further study, then a detailed analysis may be appropriate.

The following preliminary urban design and visual resources assessment follows these guidelines and provides a characterization of existing conditions, a description of urban design and visual resources under the future No-Action and With-Action conditions, and an analysis determining the extent to which physical changes resulting from the proposed actions would alter the pedestrian experience.

Study Area

The urban design and visual resources study area is typically defined as the area within 400 feet of a project site—which, for this project, is generally bound by West 35th Street to the north, a point midblock between West 31st Street and West 32nd Street to the south, a point midblock between Sixth Avenue and Seventh Avenue to the west, and a point midblock between Fifth Avenue and Sixth Avenue to the east. This is the area in which the Proposed Actions would most likely have effects in terms of urban design. A field survey was conducted to document existing conditions in the study area. Representative photographs of the study area are included in the discussion below; **Figure 4-1** provides a key map depicting the location and viewing direction from which each photograph was captured.

Figure 4-1 Study Area Photograph Location Map



Source: NYC Department of Planning (2025); NearMap (2025)

Preliminary Assessment

Existing Conditions

Project Site

Buildings

As discussed in **Part I: Project Description**, the Project Site is currently occupied by a nine-story commercial building known as Herald Center, with frontage on West 34th Street, Broadway, Sixth Avenue, and West 33rd Street. The building is occupied by a mix of commercial uses and is currently tenanted by H&M, Bank of America, Verizon, and Yeshiva University, among other, smaller tenants. There are five public egress points for the ground floor retail uses along the 34th Street and Broadway/Sixth Avenue frontages of the building. An entrance to the 34 St-Herald Square MTA Subway Station, with B, D, F, M, N, Q, R, and W train service, is located on the Sixth Avenue frontage of the Project Site. Accessory signage for the building's commercial tenants extends along all frontages of the Project Site at various heights.

Street Pattern and Streetscape

The streetscape surrounding the Project Site is a highly active commercial environment central to Midtown Manhattan's retail core. Broadway has been fully pedestrianized between West 32nd and West 35th Streets, forming plazas and open spaces that accommodate heavy foot traffic. Sixth Avenue, a major northbound corridor roughly 100 feet wide, carries multiple traffic lanes and protected bike lanes. West 34th Street, also approximately 100 feet wide, functions as a key east-west connector between Penn Station and Fifth Avenue, with dedicated bus lanes in both directions. Buildings surrounding the Project Site, as well as the Project Site building itself, are constructed to the front lot lines, forming continuous street walls, while the wide pedestrian areas feature trees, lighting, signage, and bike racks, reinforcing the area's dense, vibrant, and retail-oriented character.

Open Space and Natural Features

As defined in the *CEQR Technical Manual*, there are no natural features, open spaces, or other visual resources present on the Project Site.

Study Area – Urban Design

Buildings

Buildings within the study area are primarily dense commercial or mixed-use buildings with commercial ground floors, but their scale and design vary greatly (**see Photo 4-1**). Within the immediate vicinity of the Project Site, the dominant building typology is a commercial loft building, many of which are configured with a pre-zoning massing that has no setbacks and brick and stone facades. Several of these buildings have modernized ground floors to accommodate retail uses. Density is concentrated on the avenues and block corners within the study area, with the exception of Herald Square and Greeley Square Park, which are formed by the diagonal bisection of Sixth Avenue by Broadway. West 32nd, 33rd, and 34th Streets also feature a small number of modern

tower-on-a-base developments, smaller-scale, brick, pre-war office or residential buildings, and two- or three-story modern commercial buildings (see **Photo 4-2** and **Photo 4-3**).

The study area contains several notable commercial and institutional buildings. Just north of the Project Site is the R.H. Macy & Company Store (Macy's Herald Square), located at 151 West 34th Street, which occupies a majority of the block and is a prominent commercial and cultural landmark (see **Photo 4-4**). The building was constructed in three phases from 1902 to 1924 and features notable architectural features including tripartite windows, projecting hexagonal bays along Broadway, Palladian arches at the upper levels, and multiple glass-and-bronze entrances (see **Photo 4-6**). It is listed as an individual architectural landmark on the State and National Registers of Historic Places (S/NR).

Two other historic landmarks are the Marbridge Building, a mixed-use commercial and community facility building at 1328 Broadway, and Hotel McAlpin at 1282 Broadway. Both buildings were built in the early 1900's, notably predating setback regulations instituted by the 1916 Zoning Resolution. They're both representative of Renaissance Revival architectural design, with stone bases, brick shafts, and intricately detailed capitals. These buildings are integral in framing the intersection of West 34th Street, Broadway, and Sixth Avenue. See **Section 3, Historic and Cultural Resources**, for a detailed summary of historic resources within the study area.

Many of the commercial and mixed-use buildings within the study area and immediately adjacent have signs installed at various heights on their facades, including the four-story-high, approximately 5,904-square-foot, directly illuminated Macy's advertising sign that is located at the corner of West 34th Street and Broadway, wrapping around the frontages of both streets, directly across from the Project Site (see **Photo 4-4**). Although the Macy's sign itself is legally non-conforming, its presence contributes greatly to the character of the study area. Additionally, a large roof mounted billboard (also legally non-conforming) is present atop a seven-story commercial office building located at 1271 Broadway, immediately south of Greeley Square Park within the study area. The billboard is highly visible when facing the Project Site to the south (see **Photo 4-5**). Many buildings within the study area, including the Project Site building, contain other illuminated elements, such as façade panels, which are particularly visible during the evening hours (see **Photo 4-4**).

To the west of the Project Site on West 34th Street, there are large accessory signs mounted on the facades of commercial buildings located at 112, 134, and 138 West 34th Street. Further west, immediately outside of the study area along Seventh Avenue, large flashing LED advertising signs are present on a number of commercial buildings.

Street Pattern and Streetscape

The character of the streetscape within the study area is defined by an intensely commercial urban setting with high pedestrian activity and continuous retail frontage. Broadway and Sixth Avenue, detailed above, intersect between West 33rd and West 34th Streets, with Broadway breaking the typical rectilinear Manhattan street grid and creating triangular open spaces and distinct diagonal building frontages.

Buildings are generally built to within two feet of the lot line, creating continuous street walls. The sidewalks within the study area are generally broad to manage heavy foot traffic generated by iconic retail destinations such as Macy's and numerous surrounding stores, offices, and transit connections. Streetscape elements include street trees, decorative light fixtures, traffic and wayfinding signage, fire

hydrants, bus stops, bike racks, and portions of pedestrian plazas that integrate seating and plantings—creating a busy and vibrant commercial corridor central to Midtown Manhattan’s activity.

Photo 4-1 Looking East Across West 34th Street from Seventh Avenue



Photo Captured 11/4/2025

Photo 4-2 Project Site – Looking Southeast toward Broadway from West 34th Street



Photo Captured 11/4/2025

Photo 4-3 Eastward View of West 34th Street from Sixth Avenue



Photo Captured 11/4/2025

Photo 4-4 Westward View of West 34th Street with Project Site to the left and Macy’s to the Right



Photo Captured 11/6/2025

Photo 4-5 View of Broadway Looking South Across West 34th Street with the Project Site to the Right

Photo 4-6 View of Herald Square and Broadway Looking South Across West 35th Street with Macy’s to the Right



Photo Captured 11/4/2025



Photo Captured 11/4/2025

Open Space and Natural Features

Within the study area there are two formal park spaces that are within the NYC Parks Department network, in addition to a series of pedestrian open spaces that were formerly vehicle lanes. To the north of the Project Site is Herald Square Park, which is a fenced, triangular park bounded by Sixth Avenue, Broadway, West 34th Street, and West 35th Street. It has natural elements like trees, shrubs, and flowering plants lining the interior perimeter of the park, a memorial of James Gordon Bennett in the center, and a small public restroom and small food kiosk on the park's northern edge that is open to the West 35th Street sidewalk. Also within Herald Square Park are trash cans and moveable street furniture, managed by 34th Street Partnership business improvement district. These tables and chairs expand out westward onto a pedestrian plaza, formerly dedicated to vehicle traffic along Broadway, which fronts the sidewalk adjacent to the main entrance for the Macy's department store between West 34th and West 35th Streets (see [Photo 4-7](#) and [Photo 4-8](#)). Of similar character to Herald Square Park and its adjacent pedestrian plaza, Greeley Square Park is located to the southeast of the Project Site, formed by the diagonal crossing of Sixth Avenue by Broadway between West 32nd Street and West 33rd Street (see [Photo 4-9](#) and [Photo 4-10](#)). In addition to the previously noted elements, the southwest corner of Greeley Square Park has an entrance to the Herald Square subway station with B, D, F, M, N, Q, R, W and PATH train service. The adjacent section of Broadway that fronts Greeley Square Park to the east has been pedestrianized as well.

Street landscaping throughout the study area is largely contained in large planters that act as barriers enclosing the pedestrianized portions of Broadway. In addition to the planters, there are large granite blocks that serve as barrier protective elements between vehicular traffic and pedestrian spaces.

Photo 4-7 View of Broadway Looking North from West 34th Street with Herald Square to the Right



Photo Captured 11/4/2025

Photo 4-8 View of Herald Square Looking North with Broadway to the Left and Sixth Avenue to the Right



Photo Captured 11/4/2025

Photo 4-9 View of Broadway Looking South from West 33rd Street with Greeley Square Park to the Right



Photo Captured 11/4/2025

Photo 4-10 View of Greeley Square Park Looking North with Broadway to the Right and Sixth Avenue to the Left



Photo Captured 11/4/2025

Study Area - Visual Resources

In addition to noteworthy buildings like Macy's Herald Square, the Marbridge Building, and Motel McAlpin discussed above, other visual resources in the study area include one S/NR-listed historic district, the Garment Center Historic District; four other S/NR-eligible resources, the Johnson Building, Gimbel's Administration Building and Skybridge, and the Wilson Building; and one New York City Landmark (NYCL) and S/NR-listed resource, the Hotel Martinique (see **Figure 4-1**). Further details are provided in **Section 3, Historic and Cultural Resources**. The two prominent open spaces, Herald Square and Greeley Square Park, are also considered visual resources within the study area.

No-Action Condition

Development Site

As described in **Part I: Project Description**, absent the Proposed Actions, the Project Site would remain as-is and no additional signage would be installed at the Project Site.

Study Area

In the future No-Action condition, there are no planned developments within the study area that would be expected to change urban design or visual resources.

With-Action Condition

Urban Design and Visual Resources

Project Site

As described in **Part I: Project Description**, in the future With-Action condition, a new illuminated sign would be constructed at the chamfered corner of the Project Site building, facing the intersection of West 34th Street and Sixth Avenue by Broadway. The proposed sign would be a 40-foot-tall non-flashing advertising sign beginning between 60 and 65 feet above curb level, with approximately 2,333 sf of surface area. No change in use or additional square footage is expected at the Project Site.

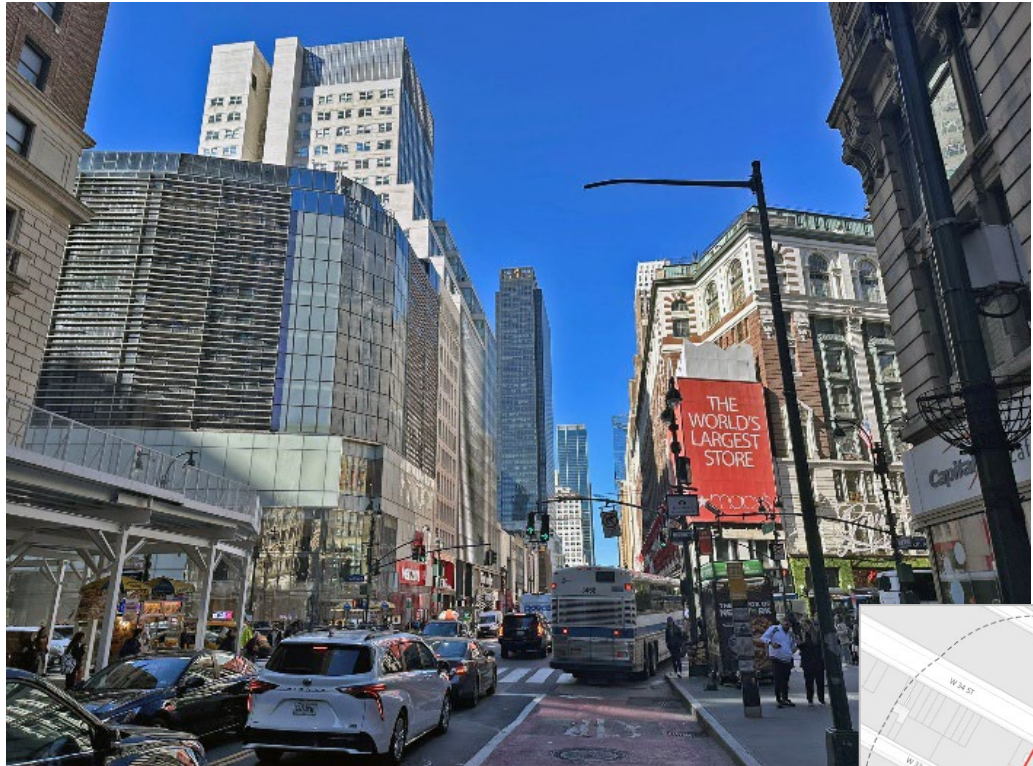
Study Area

Under the With-Action condition, the Proposed Actions would introduce a new illuminated sign that would be visible along the roadways adjacent to the Project Site and within Herald Square. No other change is expected at the Project Site or within the study area. **Figure 4-2** through **Figure 4-4** provide comparative visualizations of pedestrian viewpoints of the Project Site in the future No-Action and With-Action conditions.

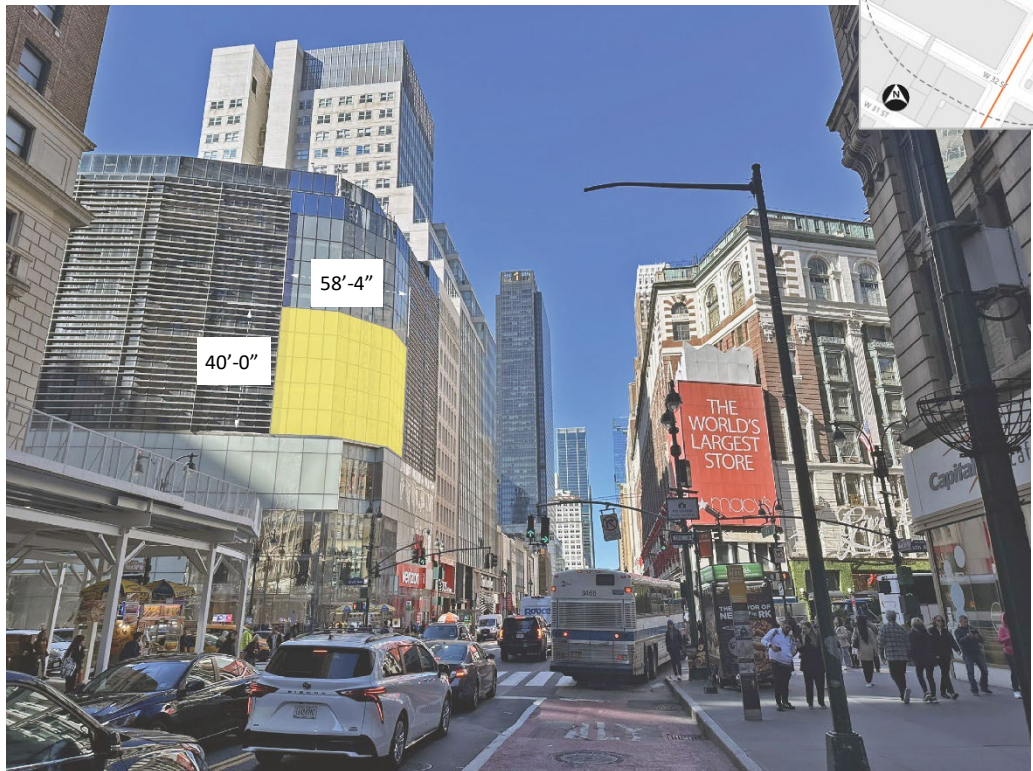
Given the prevalence of illuminated and non-illuminated signage visible throughout the study area and immediate surroundings, including the existing legally non-conforming Macy's sign located directly across West 34th Street from the Project Site, the existing LED illumination on the façade of the existing building, as well as the fact that no massing changes to the Project Site building are proposed, the Proposed Actions would be consistent with the overall scale, use, and built character of the surrounding area. As shown in the project renderings below, no significant changes to the pedestrian experience or to the arrangement, appearance, or functionality of the study area are expected as a result of the Proposed Actions. Therefore, the Proposed Actions would not result in any significant adverse impacts to urban design in the study area.

Figure 4-2 Project Rendering: View From West 34th Street looking West

No-Action



With Action (Day)

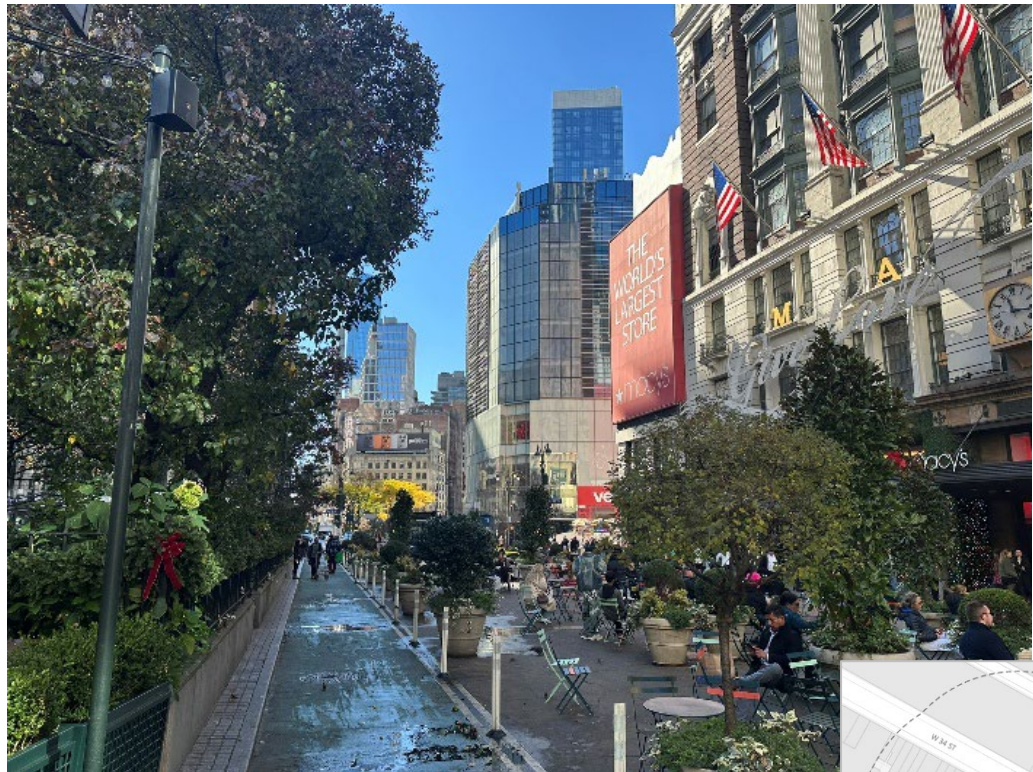


With Action (Night)



Figure 4-3 Project Rendering: View From Broadway looking South

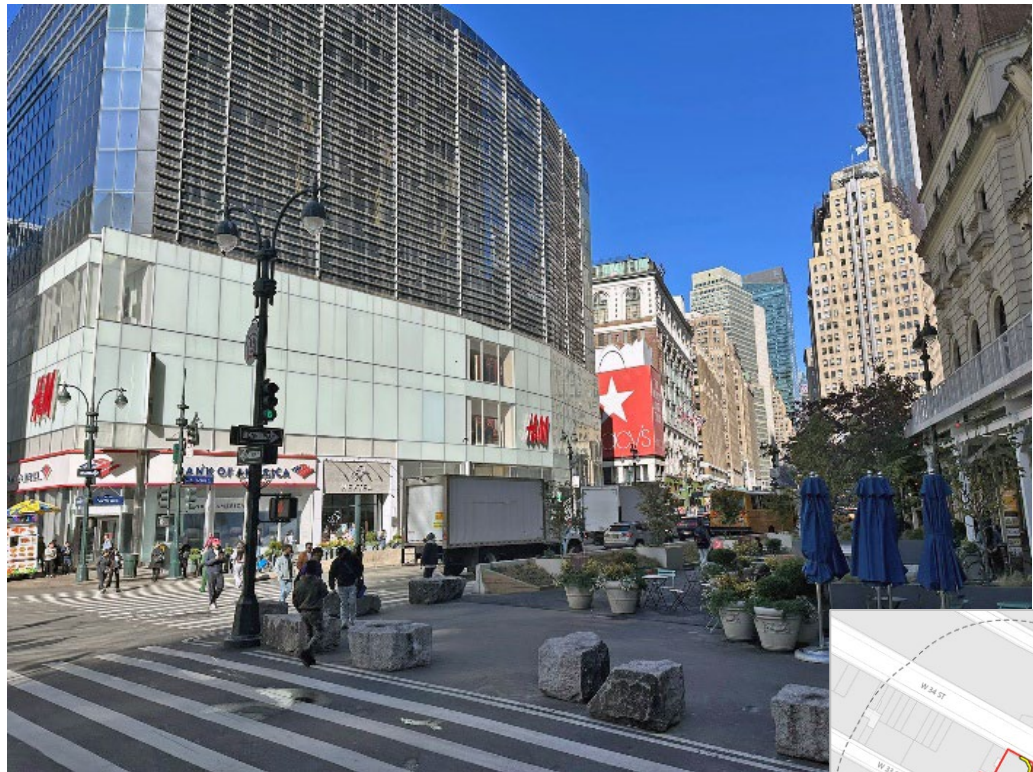
No-Action



With-Action



Figure 4-4 Project Rendering: View From West 33rd Street looking Northwest
No-Action



With-Action



Visibility of the Proposed Project sign would be limited primarily to the roadways adjacent to the Project Site—from the pedestrian plaza adjacent to Herald Square, and along the corridors looking west along West 34th Street and south along Broadway. As the sign would be constructed on the façade of the Project Site building, it would not obstruct any view corridors or views to visual resources that contribute to the architectural or historic significance of the study area. While the Proposed Project would introduce a new, visible illuminated sign to the Project Site, this is not a unique visual condition for the study area. Therefore, the With-Action condition would not result in significant adverse impacts to visual resources within the study area.

Conclusion

Overall, the With-Action condition would be compatible with the dense, commercial character of the surrounding area and would not affect the Project Site or surrounding building form and streetscape. The Proposed Actions would result in the installation of an approximately 2,333-sf illuminated advertising sign at the chamfered corner of the Project Site. The Proposed Project would be consistent with the existing prominence of commercial advertising and signage already prevalent within the study area. No other changes would occur to the existing Project Site building form, maintaining a continuous street wall and view corridors within the study area. Therefore, the Proposed Actions would not result in a significant adverse impact on urban design or visual resources, and no further analysis is necessary.



5

Effects on Disadvantaged Communities

This chapter assesses the potential for the Proposed Actions to cause or increase a disproportionate pollution burden on disadvantaged communities.

Introduction

Section 8-0109(2)(k) of the New York State Environmental Conservation Law requires that Environmental Impact Statements include a statement of the effects of the Proposed Actions on disadvantaged communities (DACs), including whether the action may cause or increase a disproportionate pollution burden. The *2025 CEQR Technical Manual* does not provide guidance regarding the scope of this analysis. On January 29, 2025, the New York State Department of Environmental Conservation (NYSDEC) proposed a rule that provides additional considerations regarding this new statutory provision in the context of environmental reviews.¹ This assessment of effects on disadvantaged communities considers the impacts identified using *CEQR Technical Manual* guidance.

As described in **Part I: Project Description**, approval of the Proposed Actions would facilitate new advertising signage at 1293 Broadway (Manhattan Block 809, Lot 7502 (f/k/a Lot 45)) (the Project Site) in the Herald Square neighborhood of Manhattan Community District (CD) 5. The Applicant is seeking to construct the new sign at the chamfered corner of the existing building, facing the intersection of West 34th Street and Broadway by Sixth Avenue. The proposed sign would be a 40-foot-tall illuminated, non-flashing advertising sign beginning between 60 and 65 feet above curb level, with approximately 2,333 square feet (sf) of surface area (the Proposed Project). The Proposed Actions would not result in any change in use or additional square footage at the Project Site.

The Project Site is located within a half mile of a disadvantaged community, as discussed below, and therefore further assessment is warranted.

¹ [State Environmental Quality Review Act \(SEQR\) Regulatory Revisions - NYSDEC](#)

Methodology

Based on guidance from the NYSDEC, an evaluation of a proposed action's potential effects on disadvantaged communities is warranted if a project is located within a disadvantaged community, within a half mile of a disadvantaged community, or if its impacts could otherwise affect a disadvantaged community. The first step is to determine whether these conditions apply to the project. The next step is to identify direct or indirect impacts related to pollution that could occur as a result of the Proposed Actions. The final step is to determine whether any of the impacts identified would constitute a significant adverse impact on disadvantaged communities.

Study Area

DACs in New York State were identified based on criteria adopted in 2023 by the Climate Justice Working Group (CJWG), a group composed of representatives from State Agencies and Environmental Justice groups across the State. The CJWG used 45 indicators to identify 35 percent of Census Tracts within New York State as DACs. The criteria include multiple indicators that represent the environmental burdens or climate change risks within a community, or population characteristics and health vulnerabilities that can contribute to more severe adverse effects of climate change.² As shown in **Figure 5-1**, the half-mile study area surrounding the Project Site includes Census Tracts 109 and 97, each of which were identified as a DAC having comparatively lower burdens and vulnerabilities.

² NYSDEC (2025), <https://climate.ny.gov/resources/disadvantaged-communities-criteria/>

Figure 5-1 Disadvantaged Communities Study Area



Source: NYC DEC

Disadvantaged Communities Assessment

The foregoing sections of the EAS have found that the Proposed Actions would not result in any significant adverse impacts, according to *CEQR Technical Manual* guidance. Furthermore, the EAS does not disclose the potential for the Proposed Actions to cause any combination of moderate effects that together would result in an impact. As such, the Proposed Actions would not cause a disproportionate effect on DACs with respect to any of the technical areas studied under CEQR, including cumulative effects from multiple technical areas.

The Proposed Actions would not cause or increase a pollution burden in a DAC. There would be no significant adverse impacts related to hazardous materials, water and sewer infrastructure, transportation, air quality, noise, or public health, as the Proposed Project does not meet thresholds for analysis of these subjects. As discussed in **Section 4, Urban Design and Visual Resources**, the Proposed Actions would facilitate the installation of commercial signage that would be compatible with the surrounding area.

Since the Proposed Actions would not cause any significant adverse impacts in any technical areas assessed in the *CEQR Technical Manual*, including cumulative effects from multiple technical areas, the Proposed Actions would not have a significant adverse impact on disadvantaged communities and would not cause or increase a disproportionate pollution burden on such communities.

ENVIRONMENTAL REVIEW

Final Sign-Off (Multiple Sites)

Project number: DEPARTMENT OF CITY PLANNING / 78DCP144K

Project: FULTON PARK REDEVELOPMENT

Date Received: 6/17/2026

Properties with no Architectural or Archaeological significance:

- 1) 1754 FULTON STREET, BBL: 3017020001
- 2) 53 UTICA AVENUE, BBL: 3017080001

Properties with Architectural significance with radius:

- 1) LPC DESIGNATED AND S/NR LISTED STUYVESANT HEIGHTS HISTORIC DISTRICT;
- 2) LPC DESIGNATED BEDFORD STUYVESANT/EXPANDED STUYVESANT HEIGHTS HISTORIC DISTRICT;
- 3) S/NR ELIGIBLE STUYVESANT HEIGHTS HISTORIC DISTRICT (BOUNDARY INCREASE II) AND
- 4) BOYS & GIRLS HIGH SCHOOL, 1700 FULTON STREET

Comments: Archaeological resources are usually assessed for projects that would result in any in-ground disturbance. This is any disturbance to an area not previously excavated, including new excavation that is deeper and/or wider than previous excavations on the same site.

In a letter dated July 1, 2025, LPC indicated that after a review of archaeological sensitivity models and historic maps, the Project Area has no archaeological significance. See **Appendix A** for a copy of the LPC letter. Therefore, further analysis of archaeological resources is not warranted.



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<http://nyc.gov/landmarks>

A handwritten signature in black ink, appearing to read "Tim Frye". The signature is fluid and cursive, written over a light gray background.

6/17/2026

SIGNATURE

DATE

Timothy Frye, Director of Special Projects and Strategic Planning

File Name: 37290_FSO_TF_06172026.docx