



CITY PLANNING COMMISSION  
CITY OF NEW YORK

OFFICE OF THE CHAIR

## **NEGATIVE DECLARATION**

### **Project Identification**

CEQR No. 17DCP189M  
ULURP No. N170433ZRM  
SEQRA Classification: Type I

### **Lead Agency**

City Planning Commission  
120 Broadway, 31<sup>st</sup> Floor  
New York, NY 10217  
Contact: Robert Dobruskin  
(212) 720-3423

### **Name, Description and Location of Proposal:**

#### **661 Eighth Avenue Signage Text Amendment**

The Applicant, 42<sup>nd</sup> & 8<sup>th</sup> Owner LLC, seeks a zoning text amendment to Zoning Resolution (ZR) §81-73 (Special Sign and Frontage Regulations) to apply the signage regulations applicable on the opposing three corners of 42<sup>nd</sup> Street and Eighth Avenue (the “Proposed Action”) to the property located at 661 Eighth Avenue (Block 1033, Lot 29, the “Project Site”) in the Clinton neighborhood of Manhattan, Community District 4. The Proposed Action would allow for advertising signage without size, elevation, or other restrictions, so long as the signage is oriented away from the predominantly residential uses to the west and north and is not produced with sound. The Proposed Action would facilitate a proposal by the Applicant to install a digital rooftop advertising sign atop the existing building on the Project Site measuring no more than the diagonal length of the zoning lot, or approximately 110 feet (the “Proposed Project”).

The Project Site is currently occupied by a two-story, 12,905 gross square foot (gsf) commercial building (Use Group 6) and is bounded by a 12-story L-shaped office building to the north and west, West 42nd Street to the south, and Eighth Avenue to the east. The Project Site is located in a C6-4 zoning district within the Eighth Avenue Corridor of the Special Theater Subdistrict of the Special Midtown District, as well as within the Eighth Avenue Perimeter Area of the Special Clinton District. Under the existing zoning district and signage regulations, a maximum FAR (floor area ratio) of 10.0 is permitted and digital non-advertising signage may be developed up to 40 feet above grade. Additionally, 50 percent of the street wall of a development or ground floor enlargement must be glazed with a transparent material and no more than 50 percent of that glazed area may be obstructed with signage. On the opposing three corners of 42<sup>nd</sup> Street and 8<sup>th</sup> Avenue, C6-7 signage regulations, as modified by the regulations of the Special Theater Subdistrict, allow for advertising signage without size, elevation or other restrictions.

Absent the Proposed Action, it is assumed the Project Site would be redeveloped with a 13-story, approximately 166 feet, 75,404 gsf commercial building that incorporates non-advertising signage permitted as-of-right (as described above). This signage would rise to no more than 40 feet above grade and would measure approximately 777 square feet, of which 402 square feet would be provided on the Eighth Avenue façade of the building and 375 square feet along the West 42<sup>nd</sup> Street façade of the building.

With the Proposed Action, it is assumed the Project Site would also be redeveloped with a 13-story, approximately 166 feet, 75,404 gsf commercial building, but with signage that differs from the No-Action scenario. It is assumed for purposes of the Reasonable Worst Case Development Scenario that this signage would be largely similar in dimensions and illumination to the signage present on the opposing three corners of the intersection of 42<sup>nd</sup> Street and Eighth Avenue. This signage would begin above the ground floor level, rise to approximately 75 feet above street level and extend approximately 60 feet in width along each façade of the building as measured from the corner intersection.

For conservative analysis purposes, the With-Action scenario assumes development that differs from the Applicant's Proposed Project. It is the Applicant's intention to construct a digital illuminated sign atop the existing two-story commercial building on the Project Site, measuring no more than the diagonal length of the zoning lot, or approximately 110 feet.

The analysis year for the environmental review is 2018.

**Statement of No Significant Effect:**

The Environmental Assessment and Review Division of the Department of City Planning, on behalf of the City Planning Commission, has completed its technical review of the Environmental Assessment Statement, dated June 16, 2017, prepared in connection with the ULURP Application (No. N170433ZRM). The City Planning Commission has determined that the Proposed Action will have no significant effect on the quality of the environment.

**Supporting Statement:**

The above determination is based on an environmental assessment which finds that:

1. No other significant effects on the environment which would require an Environmental Impact Statement are foreseeable.

This Negative Declaration has been prepared in accordance with Article 8 of the Environmental Conservation Law 6NYCRR part 617.

An Environmental Assessment Statement is attached. Please contact William Pugliese of the Department of City Planning at (212) 720-3334 if you have any questions regarding the application.

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*Negative Declaration*

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Robert Dobruskin

Robert Dobruskin, AICP, Director  
Environmental Assessment and Review Division  
Department of City Planning

Date: June 16, 2017

Marisa Lago, Chair  
City Planning Commission

Date: June 19, 2017

