NYC Landmarks Preservation Commission
Public Hearing
16 October 2018

720 West End Avenue
New York, NY 10025
Brack Capital Real Estate
LOT 1 AND LOT 7 AS SEPARATE LOTS

LOT 1 AND LOT 7 AS ONE MERGED LOT
The Hotel Marcy Brochure 1927
West End Avenue Elevation by Emery Roth Architect 1926

Enlarged Partial West End Avenue Elevation by Emery Roth Architect 1926

Historical References

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1940's Acker Photo

1940's Tax Lot Photo of W. 95th Street

1980's Tax Lot Photo of 720 West End Avenue
Existing Conditions

Base at West End Avenue

Windows at Base

Base at corner of West End Avenue and W. 95th Street

W. 95th Street Side Entrance and Parking Entry
417 Park Avenue, historic photo
417 Park Avenue, existing condition
1190 Madison Avenue
841 Madison Avenue, historic photo
841 Madison Avenue
310 West End Avenue

Emery Roth Buildings
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360 Central Park West

Window Enlargement at Primary Facade

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Views of WEA from Broadway
720 WEST END AVENUE

OUTLINE OF EXISTING ROOF ELEMENTS

EL: 241.92'
EL: 229.04'
EL: 234.25'
EL: 219.71'
EL: 217.88'
EL: 216.52'
EL: 205.89'

PROPOSED
EAST ADDITION

EL: 139.07'
EL: 158.05'

EL: 155.00'

EL: 139.07'

255 W. 95TH

251 W. 95TH
West End Avenue Elevation

1. Remove water tank.
2. Retain existing chimney.
3. Remove bulkhead (storage).
4. Remove chain link guardrail.
5. Enlarge corner windows.
6. See P19 for details.
7. See P18 for details.
9. Enlarge egress door.
10. Existing elevator bulkhead.
11. Remove portico.
12. And sun room.
13. Replace all PTAC units.
14. Replace all windows.
15. To match original configuration.
16. Enlarge corner windows.
17. See P19 for details.
18. Enlarged corner windows.
19. See P19 for details.
20. New windows.
21. Restore marquee and entry.
22. W. 95th Street.
23. Mechanical screening (louver).
24. Metal guardrail.
25. Penthouse addition.
27. Mechanical screening.
28. Stair / elevator bulkhead.
29. Existing pavers.
30. 204.88'.
31. Proposed level 16.
32. Existing pavers.
33. 203.88'.
34. West End Avenue elevation - existing.
35. West End Avenue elevation - proposed.
36. See P18 for details.
37. See P18 for details.
38. See P18 for details.
39. See P18 for details.
40. Enlarged corner windows.
41. See P19 for details.
42. Enlarged corner windows.
43. See P19 for details.
44. New windows.

West End Avenue Elevation
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West End Avenue Enlarged Base Elevation - Existing

West End Avenue Enlarged Base Elevation - Proposed

REPLACE ENTRY WITH ORIGINAL CONFIGURATION
RESTORE MARQUEE

EXISTING EGRESS DOOR

NEW EGRESS DOORS

RESTORE STONE BASE

SEE P19 FOR DETAILS

SEE P19 FOR DETAILS

SEE P19 FOR DETAILS

SEE P19 FOR DETAILS

West End Avenue Elevation @ Base

Morris Adjmi Architects
www.ma.com

720 West End Avenue
Brack Capital Real Estate

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Building Entry Proposed Restoration
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Entry Door Enlarged Elevation

Entry Door Plan

Entry Door Section

RESTORED BUILDING ENTRY PORTAL
RESTORED MARQUEE
EXISTING LIGHTS TO BE REPLACED
NEW METAL AND GLASS EGRESS DOORS WITH BRONZE FINISH

Entry Door Enlarged Elevation

Entry Door Plan

Entry Door Section

AUTOMATIC DOOR PUSH BUTTON

LEVEL 3

RESTORED ENTRY PORTAL BEYOND
NEW METAL AND GLASS EGRESS DOOR WITH BRONZE FINISH
AUTOMATIC DOOR PUSH BUTTON BEYOND
GROUND FLOOR
1A Corner Windows - Existing
(Typical to West End Ave. and W. 95th Street Elevations)

2A East Elevation Windows - Existing

1B Corner Windows - Proposed
(Typical to West End Ave. and W. 95th Street Elevations)

2B East Elevation Windows - Proposed
W. 95th Street Elevation - Existing

- RETAIN EXISTING CHIMNEY
- EXISTING ELEVATOR BULKHEAD
- REMOVE WATER TANK AND MECHANICAL BULKHEAD
- REMOVE MECHANICAL EQUIPMENT
- RETAIN BULKHEAD (STORAGE)
- GLASS RAILING
- METAL GUARDRAIL
- PENTHOUSE ADDITION
- STAIR / ELEVATOR BULKHEAD
- COOLING TOWER
- MECHANICAL SCREENING
- GENERATOR ROOM
- EXISTING BULKHEAD
- GLASS RAILING
- REMOVE BRICK WALL (EXISTING PARKING ENTRY)
- AND REPLACE W/ EAST ADDITION

- ENLARGE CORNER WINDOWS
- SEE P19 FOR DETAILS
- REPLACE ALL WINDOWS TO MATCH ORIGINAL CONFIGURATION

W. 95th Street Elevation - Proposed

- REMOVE WATER TANK AND MECHANICAL BULKHEAD
- REMOVE MECHANICAL EQUIPMENT
- RETAIN BULKHEAD (STORAGE)
- GLASS RAILING
- METAL GUARDRAIL
- PENTHOUSE ADDITION
- STAIR / ELEVATOR BULKHEAD
- COOLING TOWER
- MECHANICAL SCREENING
- GENERATOR ROOM
- EXISTING BULKHEAD
- GLASS RAILING
- REMOVE BRICK WALL (EXISTING PARKING ENTRY)
- AND REPLACE W/ EAST ADDITION

- RESTORE STONE BASE
- REMOVE BRICK WALL (EXISTING PARKING ENTRY)
- AND REPLACE W/ EAST ADDITION

- ENLARGE CORNER WINDOWS
- SEE P19 FOR DETAILS
- REPLACE ALL WINDOWS TO MATCH ORIGINAL CONFIGURATION

west end ave
west 95th street

W. 95th Street Elevation - Existing

- RETAIN EXISTING CHIMNEY
- EXISTING ELEVATOR BULKHEAD
- REMOVE WATER TANK AND MECHANICAL BULKHEAD
- REMOVE MECHANICAL EQUIPMENT
- RETAIN BULKHEAD (STORAGE)
- GLASS RAILING
- METAL GUARDRAIL
- PENTHOUSE ADDITION
- STAIR / ELEVATOR BULKHEAD
- COOLING TOWER
- MECHANICAL SCREENING
- GENERATOR ROOM
- EXISTING BULKHEAD
- GLASS RAILING
- REMOVE BRICK WALL (EXISTING PARKING ENTRY)
- AND REPLACE W/ EAST ADDITION

- ENLARGE CORNER WINDOWS
- SEE P19 FOR DETAILS
- REPLACE ALL WINDOWS TO MATCH ORIGINAL CONFIGURATION

W. 95th Street Elevation - Proposed

- REMOVE WATER TANK AND MECHANICAL BULKHEAD
- REMOVE MECHANICAL EQUIPMENT
- RETAIN BULKHEAD (STORAGE)
- GLASS RAILING
- METAL GUARDRAIL
- PENTHOUSE ADDITION
- STAIR / ELEVATOR BULKHEAD
- COOLING TOWER
- MECHANICAL SCREENING
- GENERATOR ROOM
- EXISTING BULKHEAD
- GLASS RAILING
- REMOVE BRICK WALL (EXISTING PARKING ENTRY)
- AND REPLACE W/ EAST ADDITION

- RESTORE STONE BASE
- REMOVE BRICK WALL (EXISTING PARKING ENTRY)
- AND REPLACE W/ EAST ADDITION

- ENLARGE CORNER WINDOWS
- SEE P19 FOR DETAILS
- REPLACE ALL WINDOWS TO MATCH ORIGINAL CONFIGURATION
Enlarged Elevation and Section of East Addition Cornice & Windows

- **PREFINISHED METAL CORNICE**
- **LEVEL 11 ±EL: 143.38**
- **LEVEL 10 ±EL: 143.54**
- **LEVEL 9 ±EL: 133.69**

- **PREFINISHED METAL WINDOW WITH CLEAR GLASS**
- **ALTERNATING RECESSED BRICK COURSES**
- **BRICK BANDING**

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**Enlarged Elevation**

**Section**
Enlarged Section - Existing

Enlarged Section - Proposed

Area of Excavation - Enlarged Sections
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Proposed Lot Line Coverage of 255 W. 95th Street

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North Elevation - Existing

- REMOVE WATER TANK AND MECHANICAL BULKHEAD
- REMOVE MECHANICAL EQUIPMENT
- RETAIN BULKHEAD (STORAGE)
- REPLACE ALL WINDOWS
- EXISTING PAVERS

North Elevation - Proposed

- COOLING TOWER
- MECHANICAL SCREENING
- GENERATOR ROOM
- METAL GUARDRAIL

Area to Be Built Up to Accommodate Pool

(See P 23-24 for Details)
Enlarged Section of Rooftop Addition
NOTE:
ALL DIMENSIONS ARE FROM EXISTING PAVERS LEVEL
Proposed Alterations and Additions

ALL WINDOWS REPLACED TO MATCH ORIGINAL CONFIGURATION

PROPOSED AREAS OF WINDOW EXPANSIONS

RESTORATION OF STONE BASE

ENLARGED EGRESS DOOR

RESTORED ENTRY AND MARQUEE

COOLING TOWER AND METAL PANEL SCREEN

EMERGENCY GENERATOR ROOM

EXISTING BULKHEAD TO REMAIN

PROPOSED AREAS OF WINDOW EXPANSIONS

PROPOSED EAST ADDITION

PROPOSED PARKING ENTRY

PROPOSED EGRESS DOOR

NOTE:
PENTHOUSE DIMENSIONS ARE FROM PROPOSED LEVEL 16 (+12" ABOVE EXISTING PAVERS)
Enlarged Elevation of Rooftop Addition - W. 95th Street

- **NEW TERRACOTTA SILLS TO MATCH EXISTING SILLS**
- **EXISTING LEVEL 15**
- **EXISTING LEVEL 14**
- **EXISTING LEVEL 13**
- **EXISTING LEVEL 12**
- **EXISTING LEVEL 11**
- **EXISTING LEVEL 10**
- **EXISTING LEVEL 9**
- **EXISTING LEVEL 8**
- **EXISTING LEVEL 7**
- **EXISTING LEVEL 6**
- **EXISTING LEVEL 5**
- **EXISTING LEVEL 4**
- **EXISTING LEVEL 3**
- **EXISTING LEVEL 2**
- **EXISTING LEVEL 1**
- **EXISTING LEVEL 0**
- **EXISTING ROOF**
- **NEW TERRACOTTA**
- **METAL GUARDRAIL**
- **GLASS RAILING WITH NON-REFLECTING COATING**
- **LIMESTONE CLADDING**
- **METAL PANELS**
- **ELEVATOR / STAIR BULKHEAD**
- **EXISTING BRICK CHIMNEY**
- **COOLING TOWER**
- **FLAT SEAMED METAL PANELED MECHANICAL SCREEN OPEN TO ABOVE**
- **LIMESTONE CLADDING PENTHOUSE**
- **LIMESTONE CLADDING GENERATOR ROOM**
- **EXISTING BRICK BULKHEAD**

**Elevations:**
- EL: 216.52'
- EL: 219.71'
- EL: 229.04'
- EL: 234.25'
- EL: 241.92'
- EL: 217.88'
- EL: 205.89'
- EL: 217.88'
- EL: 216.52'
Visibility Study - West 95th Street Looking East - Existing

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Visibility Study - West 95th Street Looking East - Proposed

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Visibility Study - West End Avenue and 94th Street Looking North - Existing
Visibility Study - West End Avenue and 94th Street Looking North - Mock-Up

Key Plan

Mock-up of Proposed
Visibility Study - West End Avenue and 94th Street Looking North - Proposed

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Visibility Study - W. 96th Street Looking East - Proposed
Visibility Study - W. 96th Street and Riverside Drive (Elevated Street) - Existing
Visibility Study - W. 96th Street and Riverside Drive (Elevated Street) - Proposed
Visibility Study - W. 95th Street and Broadway - Existing
Visibility Study - W. 95th Street and Broadway - Proposed
Visibility Study - W. 96th Street and Broadway - Existing
Visibility Study - W. 96th Street and Broadway - Mock-up

Key Plan

Mock-up of Proposed
Visibility Study - W. 96th Street and Broadway - Proposed
Visibility Study - W. 96th Street Looking South

- **Existing**
- **Mock-up of Proposed**
- **Proposed**

Key Plan

**Existing Visibility Study - W. 96th Street Looking South**

**Mock-up of Proposed**

**Proposed**
Mock-up of Proposed Visibility Study - W. 96th Street Looking South at Rear Yard
Visibility Study - W. 94th Street Looking North towards Penthouse

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Visibility Study - W. 94th Street Looking North towards Empty Lot - Existing

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Perspective View from West End Avenue and W. 95th Street

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720 West End Avenue
New York, NY 10025
Brack Capital Real Estate
2nd Floor Plan
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- **BEDROOM 2**: 12'-8" x 10'-8"
- **MASTER BEDROOM**: 14'-0" x 15'-5"
- **LIVING ROOM**: 20'-4" x 20'-4"
- **BEDROOM**: 13'-8" x 10'-11"
- **LIVING ROOM**: 21'-6" x 12'-11"
- **BEDROOM 2**: 11'-2" x 11'-6"
- **LIVING ROOM**: 19'-0" x 21'-5"
- **BEDROOM 3**: 11'-3" x 13'-1"
- **MASTER BEDROOM**: 13'-3" x 13'-0"
- **MASTER BEDROOM**: 14'-0" x 14'-0"
- **MASTER BEDROOM**: 11'-6" x 10'-3"
- **LIVING ROOM**: 18'-0" x 16'-6"
- **UNIT C**: 2,037 SF (3BR + DEN / 3.5 BA)
- **UNIT B**: 1,256 SF (2 BR / 2 BA)
- **UNIT E**: 1,912 SF (3 BR / 3.5 BA)
- **UNIT J (SUPER'S UNIT)**: 818 SF (2 BR / 1 BA)
- **UNIT E**: OUTDOORS AMENITY: 2,437 SF
- **UNIT C**: DEN: 12'-0" x 12'-6"
- **LIVING / DINING**: 10'-0" x 20'-2"

- **BIKE STORAGE**: 760 SF
- **WINE CELLAR**: 94 SF
- **ADULT LOUNGE**: 198 SF
- **PANTRY**: 94 SF
- **WC**: +/− 3'-3"

- **SECONDARY ENTRY / EGRESS**
- **WEST END AVENUE**
- **WEST 95TH STREET**
- **MARQUEE**
- **PRIVATE TERRACE**
- **OPEN TO LOBBY BELOW**
- **OPEN TO BELOW**

- **BIKE STORAGE**: 116 / 2 = 58 Bike Spaces
- **BIKE STORAGE**: 58 x 15 SF = 870 SF

- **UNIT E**: 818 SF (1 BR / 1 BA)
- **UNIT E**: 1,136 SF (3 BR / 3.5 BA)
- **UNIT J (SUPER'S UNIT)**: 1,426 SF
- **UNIT C**: 1,568 SF
- **UNIT K**: 1,521 SF (3 BR / 3.5 BA)
- **UNIT B**: 1,568 SF (2 BR / 2 BA)
- **UNIT E**: 1,912 SF (3 BR / 3.5 BA)
- **UNIT J (SUPER'S UNIT)**: 818 SF (2 BR / 1 BA)
- **UNIT E**: OUTDOORS AMENITY: 2,437 SF