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

Oliver is in New York a charmed spot
to live, where one is close to the city,
yet the city never seems too close to
one's home. Here at 720 West End
Avenue at 91st Street, the Marcy, a
new apartment hotel, brings higher
standards of luxury and comfort to a
neighborhood that retains all of its old
fashioned prestige as a residential
section.

Suites in the Marcy, furnished or unfurnished, contain 1, 2, and 3 rooms, but the space in each apartment is
greater than the words convey, for the
rooms themselves are unusually large
and there are an exceptional number of
Closets in each suite. So completely
equipped and so perfectly serviced is
the Marcy, that even a one-room
apartment contains every essential to
make it a delightful permanent home.
It has its serving pantry, its unusually
large closets and bath, and its foyer.
It is a place of welcome individuality
by the decorations which contribute to
the impression of gracious,
eloized living. The Marcy's excellent
food and its irreproachable service are
Historical References

West End Avenue Elevation by Emery Roth Architect 1926

Enlarged Partial West End Avenue Elevation by Emery Roth Architect 1926
Existing Conditions

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018

1. East Facade
2. Rear Facade
3. Rear Facade Looking West
Entry Marquee on West End Avenue

Entry Marquee on West End Avenue

Entry Detail

Entry Detail

Existing Conditions
NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Existing Conditions

720 West End Avenue
Brack Capital Real Estate

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Views of WEA from Broadway

View from Broadway at W 96th St looking southwest
View from Broadway at W 82nd St looking northwest
View from Broadway at W 74th St looking west
View from Broadway at W 84th St looking southwest
View from Broadway at W 79th St looking northwest
View from Broadway at W 72nd St looking northwest
Existing Streetscape - W. 95th Street

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
**Window Details**

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018

**1A Corner Windows - Existing**
(Typical to West End Ave. and W. 95th Street Elevations)

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

**2A East Elevation Windows - Existing**

**2B East Elevation Windows - Proposed**

WINDOW TO BE ENLARGED

TO EDGE OF BLDG

NEW WINDOW OPENING

NEW WINDOW REPLACEMENT
WINDOWS TO MATCH ORIGINAL CONFIGURATION

ENLARGED WINDOW
10 OVER 1 DIVIDED LITES

NEW TERRACOTTA SILLS
TO MATCH EXISTING SILLS
W. 95th Street Elevation - Existing

W. 95th Street Elevation - Proposed

Morris Adjmi Architects
720 West End Avenue
Brack Capital Real Estate

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Enlarged Elevation

Enlarged Elevation and Section of East Addition Cornice & Windows

PREFINISHED METAL CORNICE

LEVEL 11
±EL: 133.69

PREFINISHED METAL WINDOW WITH CLEAR GLASS

LEVEL 11
±EL: 133.69

ALTERNATING RECESSED BRICK COURSES

LEVEL 11
±EL: 133.69

BRICK BANDING

LEVEL 11
±EL: 133.69

LEVEL 1
±EL: 143.54

PREFINISHED METAL WINDOW WITH CLEAR GLASS

LEVEL 1
±EL: 143.54

ALTERNATING RECESSED BRICK COURSES

LEVEL 1
±EL: 143.54

LEVEL 9
±EL: 133.69

PREFINISHED METAL WINDOW WITH CLEAR GLASS

LEVEL 9
±EL: 133.69

ALTERNATING RECESSED BRICK COURSES

LEVEL 9
±EL: 133.69

Section
Proposed Lot Line Coverage of 255 W. 95th Street

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
North Elevation - Existing

- Existing Parking
  - EL. 66'
- Existing Rear Yard
  - EL. 56.04'
- Existing Rear Yard
  - EL. 53.66'

North Elevation - Proposed

- Area to be built up to accommodate pool
  (see P23-24 for details)

舛 osteological

- Proposed Level 16
  - EL. 204.88'
- Existing Pavers
  - EL. 203.88'
- New Windows

- Outlines of existing rear yard
  (see P23-24 for details)
Existing Building

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018

NOTE:
ALL DIMENSIONS ARE FROM EXISTING PAVERS LEVEL

Water Tank
Chimney
Bulkhead (Storage)
Elevator Bulkhead
Chainlink Guardrail
Sunroom
Existing PTAC Units

Mechanical Equipment
Bulkhead (Storage)
Stair and Mechanical Room Bulkhead
Portico
Parking Entry
Secondary Entry Door

720 West End Avenue
Brack Capital Real Estate

Morris Adjmi Architects
www.ma.com
Proposed Alterations and Additions

EXISTING CHIMNEY
MECHANICAL EQUIPMENT
LOUVERED MECHANICAL EQUIPMENT SCREEN
DUCTWORK
METAL GUARDRAIL
ELEVATOR AND STAIR BULKHEAD
PROPOSED ROOFTOP ADDITION
PROPOSED GLASS RAILING

ALL WINDOWS REPLACED TO MATCH ORIGINAL CONFIGURATION
PROPOSED AREAS OF WINDOW EXPANSIONS
RESTORATION OF STONE BASE
ENLARGED EGRESS DOOR

EXISTING BULKHEAD TO REMAIN
COOLING TOWER AND METAL PANEL SCREEN
EMERGENCY GENERATOR ROOM
EXISTING PARKING ENTRY 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)
Visibility Study - West 95th Street Looking East - Existing

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018

Morris Adjmi Architects
www.ma.com
720 West End Avenue
Brack Capital Real Estate
Mock-up of Proposed Visibility Study - West 95th Street Looking East - Mock-Up

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
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

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 96th Street Looking East - Existing
Visibility Study - W. 96th Street Looking East - Proposed

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 96th Street and Riverside Drive (Elevated Street) - Proposed

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 95th Street and Broadway - Existing

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 95th Street and Broadway - Proposed

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 95th Street and Amsterdam - Existing

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 95th Street and Amsterdam - Proposed

NYC Landmarks Preservation Commission / Public Hearing / 16 October 2018
Visibility Study - W. 96th Street and Broadway - Proposed
Visibility Study - W. 96th Street Looking South

Key Plan

Existing

Mock-up of Proposed

Proposed
Visibility Study - W. 94th Street Looking North towards Empty Lot - Existing
Perspective View from West End Avenue and W. 95th Street
Enlarged Elevation and Section of the Building Base at East Addition

LEVEL 4
±EL: 84.55

LEVEL 5
±EL: 94.34

BRICK CORNICE

RUSTICATED BRICK

PREFINISHED METAL LOUVER

STONE SURROUND

PREFINISHED METAL PARKING DOOR

PREFINISHED METAL EGRESS DOOR

STONE BASE

BRICK WALL BEYOND AND PROPERTY LINE

Enlarged Elevation

Section
NYC Landmarks Preservation Commission
Public Hearing - Appendix
16 October 2018

720 West End Avenue
New York, NY 10025
Brack Capital Real Estate