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**Gale A. Brewer, Borough President**

August 14, 2017

Marisa Lago, Chair  
City Planning Commission  
120 Broadway, 31<sup>st</sup> Floor  
New York, NY 10271

Dear Chair Lago:

I write in regard to the application by 42<sup>nd</sup> and 8<sup>th</sup> Owner LLC (the “applicant”) to amend the provisions of Section 81-73 of the Zoning Resolution of the City of New York (“ZR”). This amendment would modify signage regulations to allow C6-7 signage rules to apply within the western portion of the Eighth Avenue Corridor of the Theater Subdistrict on sites bounded by two wide streets, thereby facilitating the installation of advertising signage on the roof of an existing two-story retail building at 661 Eighth Avenue located in the Clinton neighborhood, Community Board 4, Borough of Manhattan.

The signage would be located on Block 1033, Lot 29, on the northwest corner of West 42<sup>nd</sup> Street and Eighth Avenue, and within the Eighth Avenue Corridor of the Theater Subdistrict as well as the Eighth Avenue Perimeter Area of the Special Clinton District. The existing two-story retail building is on a corner lot with approximately 75 feet of frontage on West 42<sup>nd</sup> Street and 80 feet of frontage on Eighth Avenue.

During the applicant’s engagement process with the community, Manhattan Community Board 4 (CB4) consistently expressed that their major concern was the impact of signage on the Special Clinton District. The applicant has agreed that any sign would face away from the Special Clinton District, would not have any sound features, and that they would remain in contact with CB4 in the future and correct any light intrusion as a result of the signage.

I believe that it is sensible for any signage at this location to be directed towards the commercial areas to the east rather than the residential units west of Eighth Avenue in the Special Clinton District. I also join CB4 in thanking the applicant for their engagement with the community and the Department of Transportation to expand the pedestrian space in front of 661 Eighth Avenue, and their support of non-profit dance and theater rehearsal space in Clinton Housing Development Company’s proposed cultural facility at 545 West 52<sup>nd</sup> Street. I find the text amendment to be appropriate and consistent with the goals of the special district and Zoning Resolution. Therefore I recommend approval of ULURP No. 170433 ZRM.

Sincerely,

Gale A. Brewer