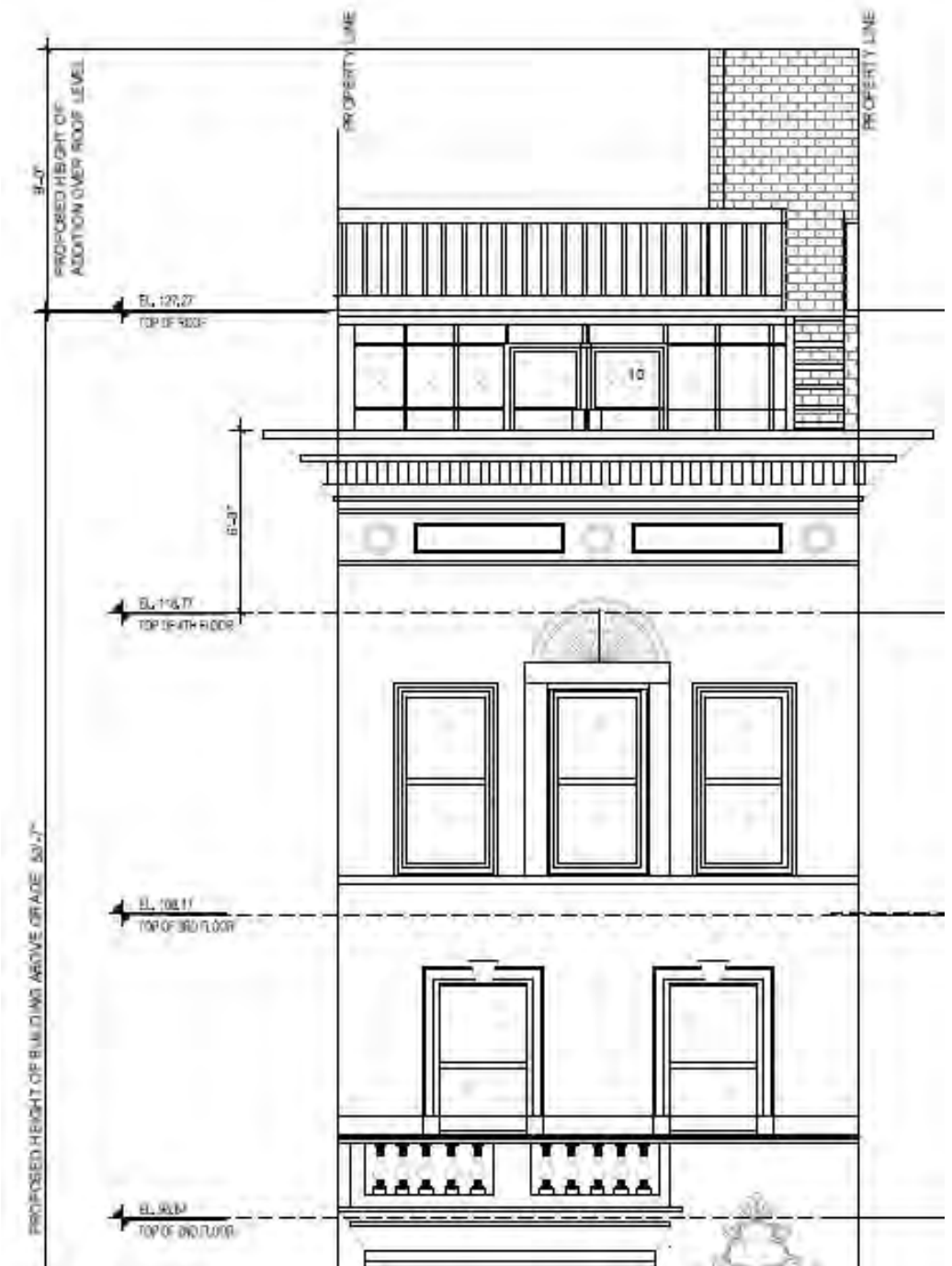


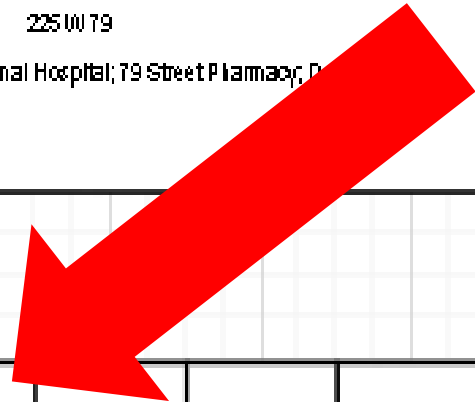
222 West 79 Street, Manhattan

Upper West Side



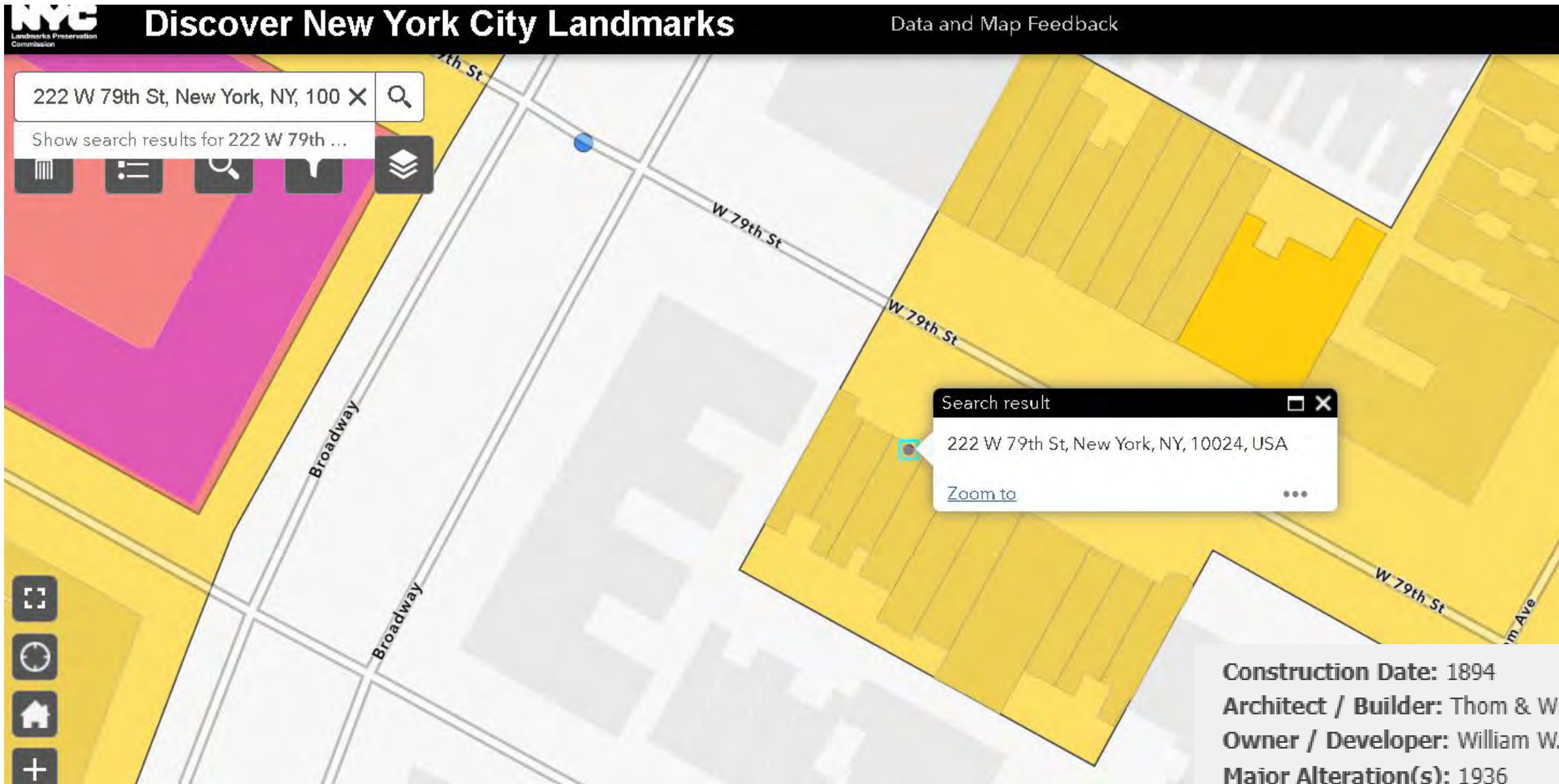
Store Front Sign and Penthouse Enlargement

222 West 80			
2222 Broadway	225 W 79 Dublin House; Riverside Animal Hospital; 79 Street Pharmacy; P	203 - 209 W 79 St My Gym W 79;	410 Amsterdam Nonaki Sushi 201 W 79 The Lucerne Hotel Nice Mathie Rest



2216 Broadway 79th Street Wines and Spirits; The UPS store; Blank Street Cafe, Sky Locksmith; Meet Me Nail Studio; Jimmy's Custom Framing	Driveway	228 W 79 Street Commercial Tenant in Process	224 W 79 Street Inaug Farm Coffee; Affordable Chic Clothing	222 W 79 Street Proposed Premier	220 W 79 Street Hair Salon	218 W 79 Street	216 W 79 Street W 79 ST Laundry All Seasons BodyWork	214 W 79	212 W 79 Street Street Boudles Sports; Mail Mail Salon	210 W 79 Street Optometrist	208 W 79 Street Kitty City Kilt Shop;	206 W 79 Street Coppola's West	200 W 79 Street Cork & Vine Drake Reade Jlu Fong Impark Parking
2220 Broadway Coco Mat City Bfows		225 W 78	223 W 78 Office Setup Store	221 W 78	219 W 78	215 West 78			209 W 78	207 W 78			

Sign is located at 222 West 79 Street between Broadway and Amsterdam



Construction Date: 1894
Architect / Builder: Thom & Wilson
Owner / Developer: William W. Hall
Major Alteration(s): 1936
Alteration Architect(s): Max Hirsch & Henry Z. Harrison
Style(s): Renaissance Revival
Material(s): Brick, Stone

Building Type: Row House
Original Use: Residential
Tax Block: 1170 **Tax Lot:** 43
Building Identification Number (BIN): 1030916

Site is located at 222 West 79 Street between Broadway and Amsterdam



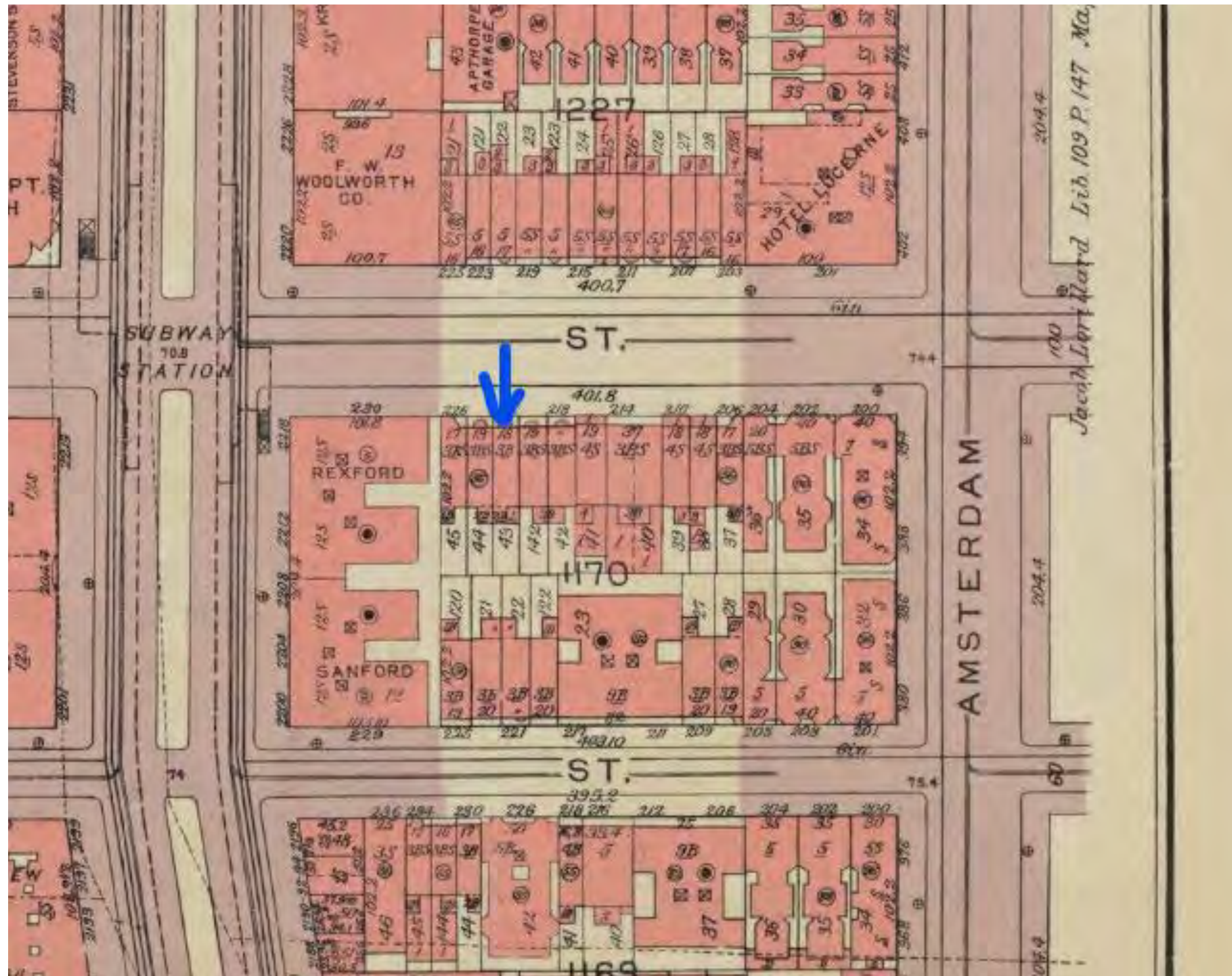
1940s tax photograph



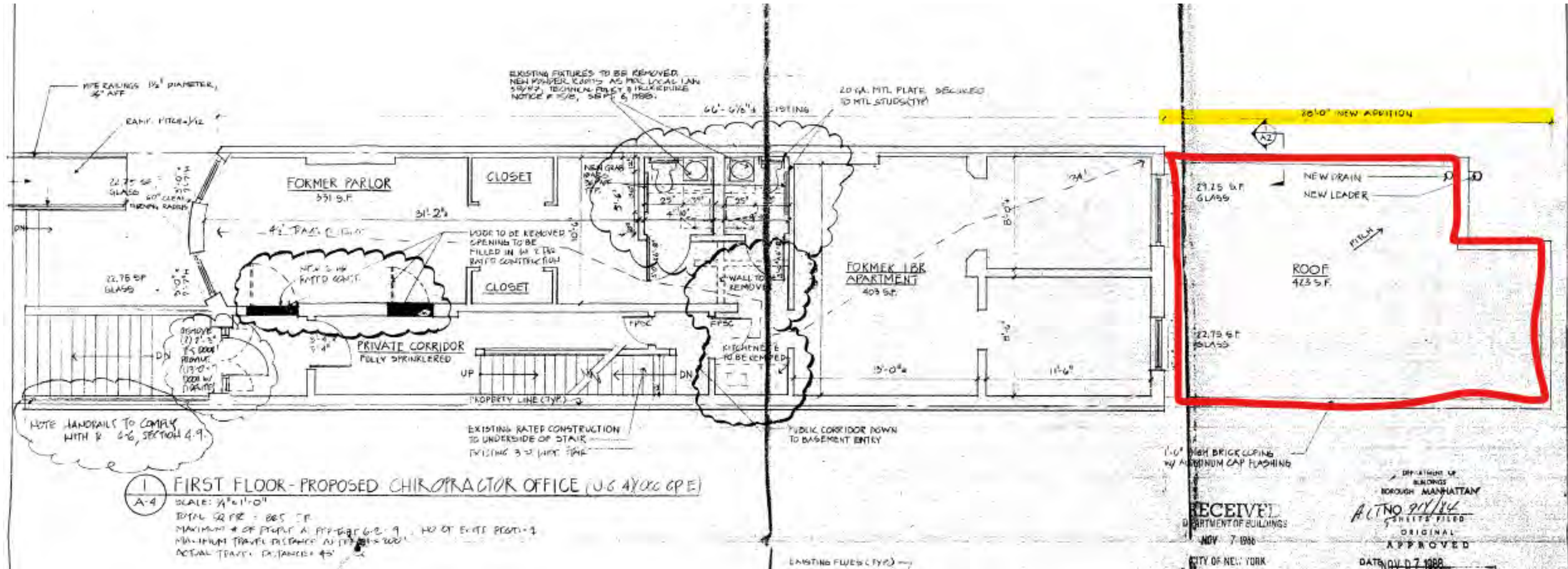
Designation photograph



Bromley map 1897 (3 years after this building was built)



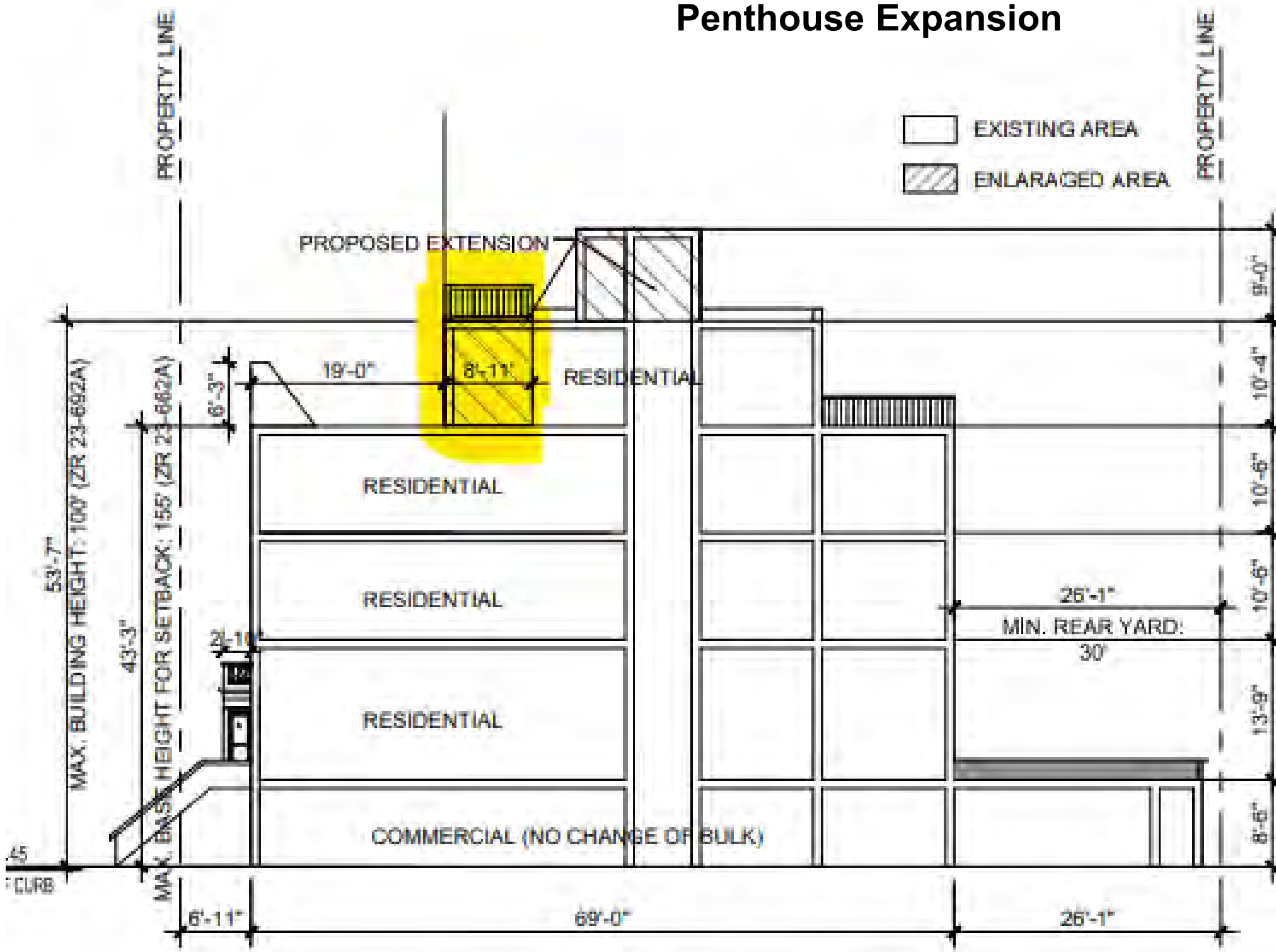
Bromley Map 1955 – shows a 1-story extension next to the original el



1988 DOB drawings for full yard 1-story addition
Approved prior to Landmarks designation

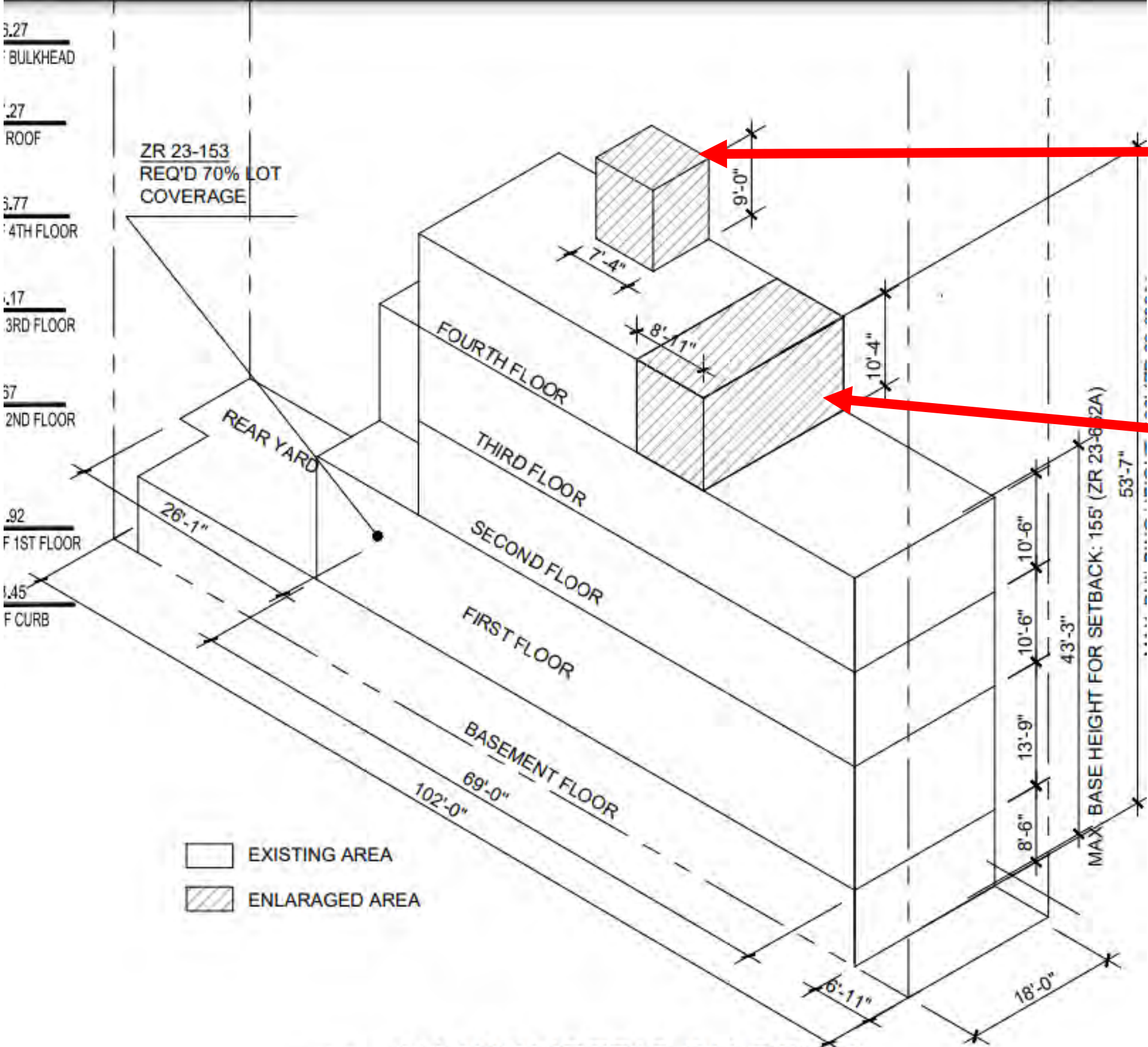


Penthouse Expansion



- Seeking to enlarge penthouse space to accommodate living area by 8' 11"
- Enlargement will not be visible over the front façade from across the street

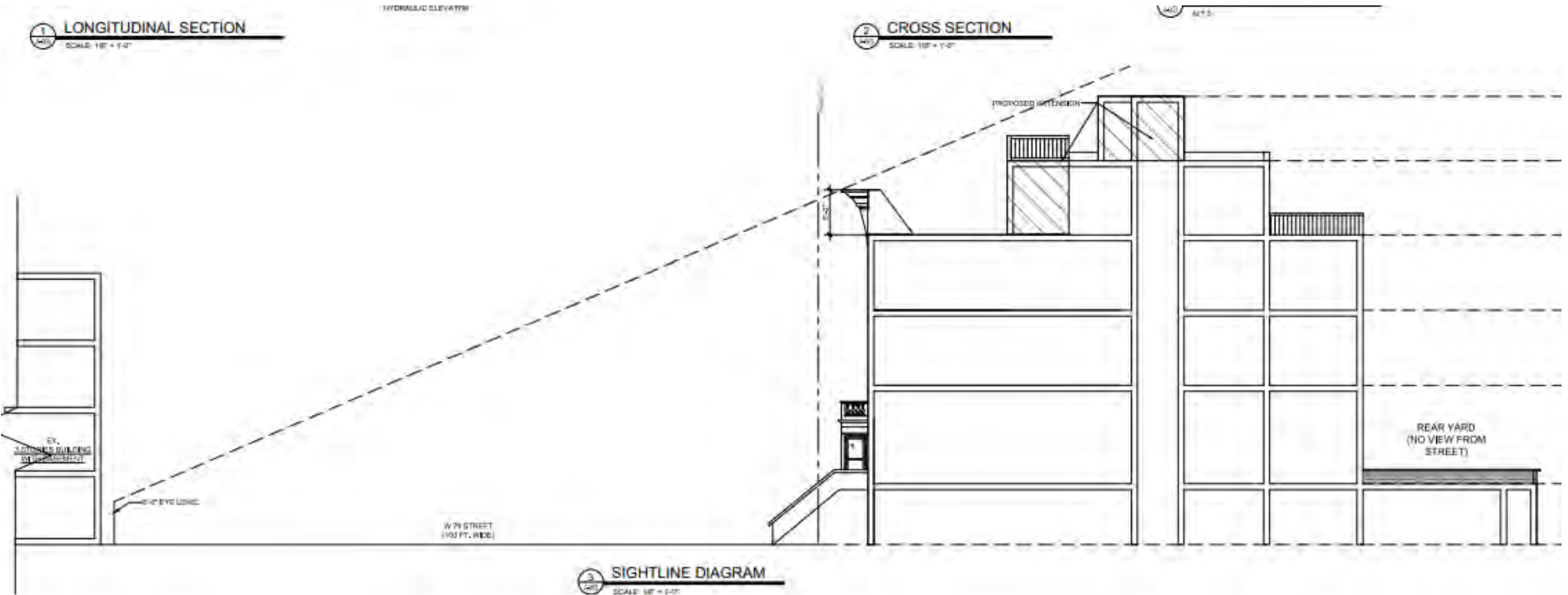
4 BUILDING ENVELOPE DIAGRAM
 Z-001 SCALE: 1/16" = 1'-0"



Non-occupiable elevator bulkhead (under review at staff level)

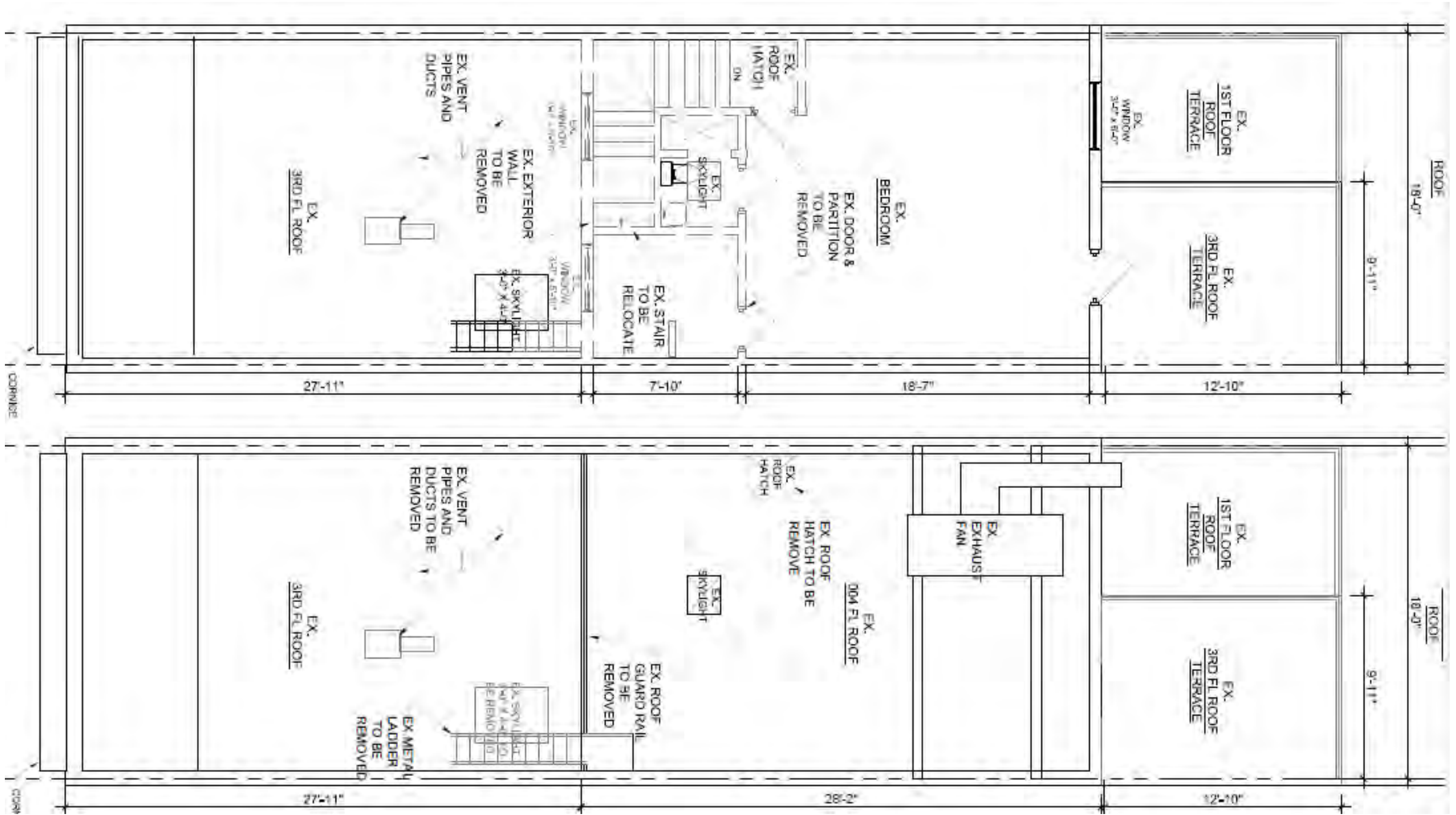
Proposed occupiable addition

3 AXONOMETRIC DIAGRAM



- Enlarged space will not be visible from directly across the street thus preserving the preservation mission.

West 79th Street



Existing 3rd floor and roof plans





Mock-up of elevator bulkhead (reviewed at staff level)

Mock-up of proposed occupiable addition (including guardrail)



Pictures of the existing conditions at the roof and showing a tall cornice parapet at the front and additions at adjacent rooftops (note: lower left photo is a previous mock-up)



- No visibility of proposed penthouse expansion





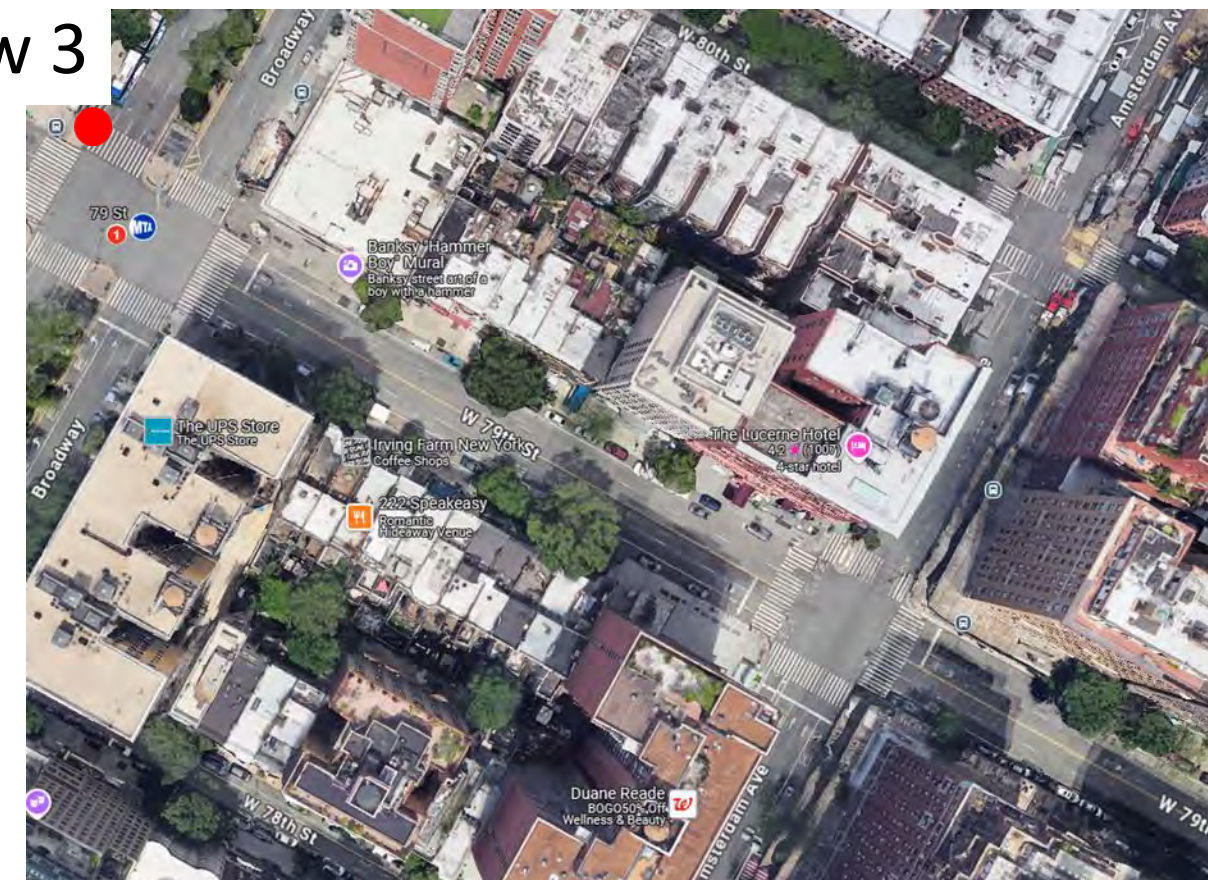
- No visibility of proposed penthouse expansion



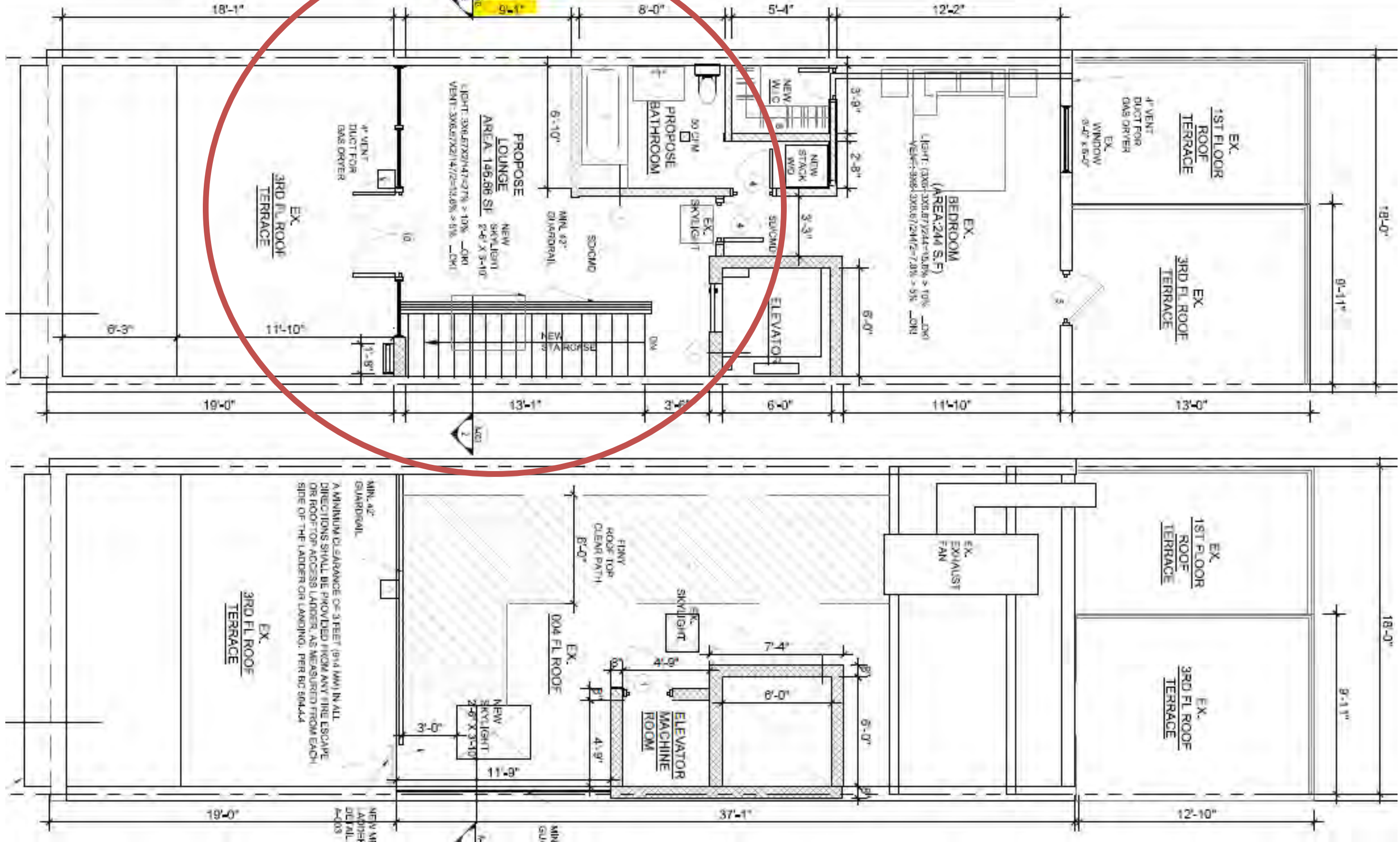


- Minimal visibility of guardrail at front of penthouse.
- Current photo contains bright orange mockup. Actual rail will be cable rail with steel gray color

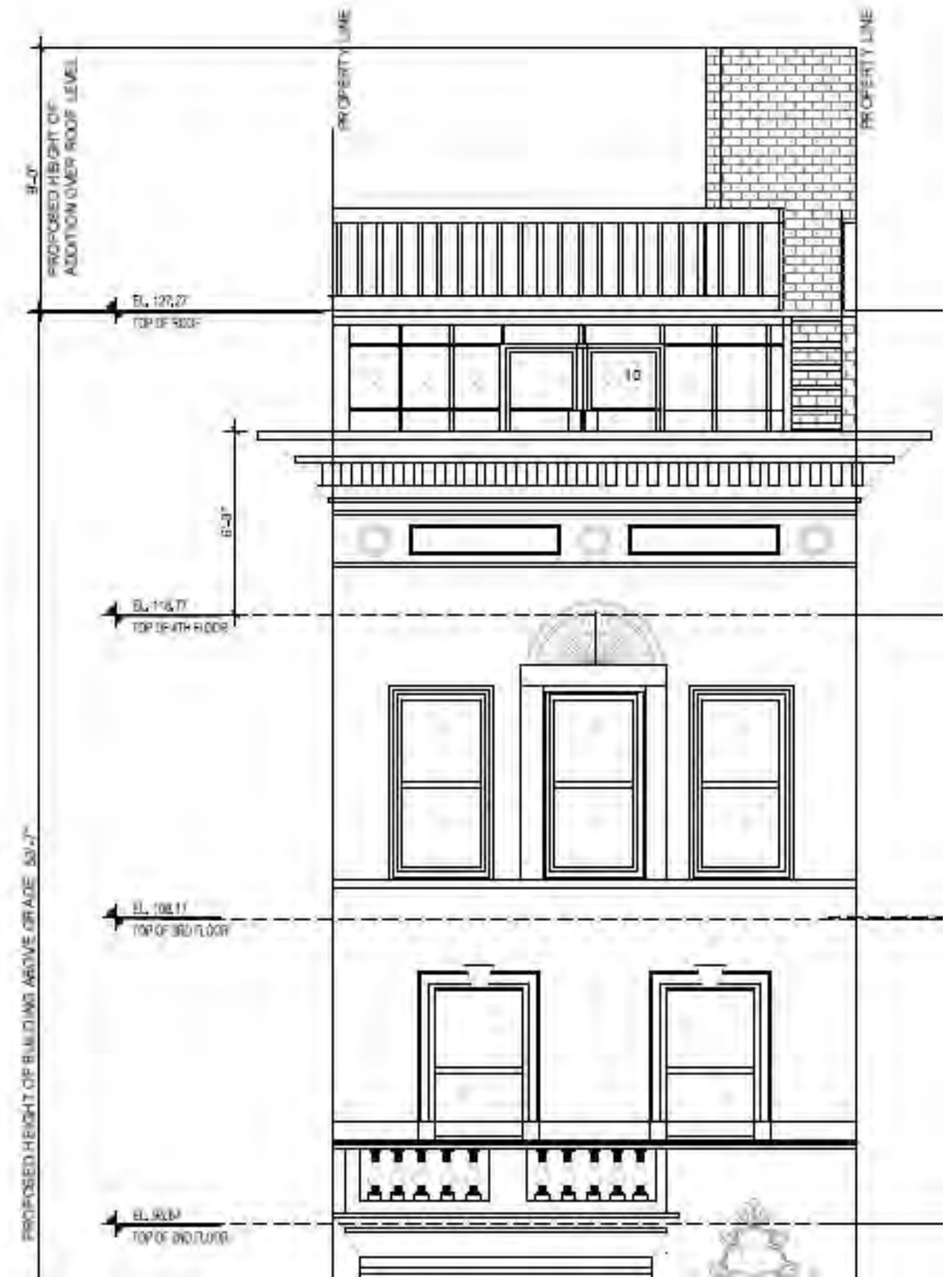
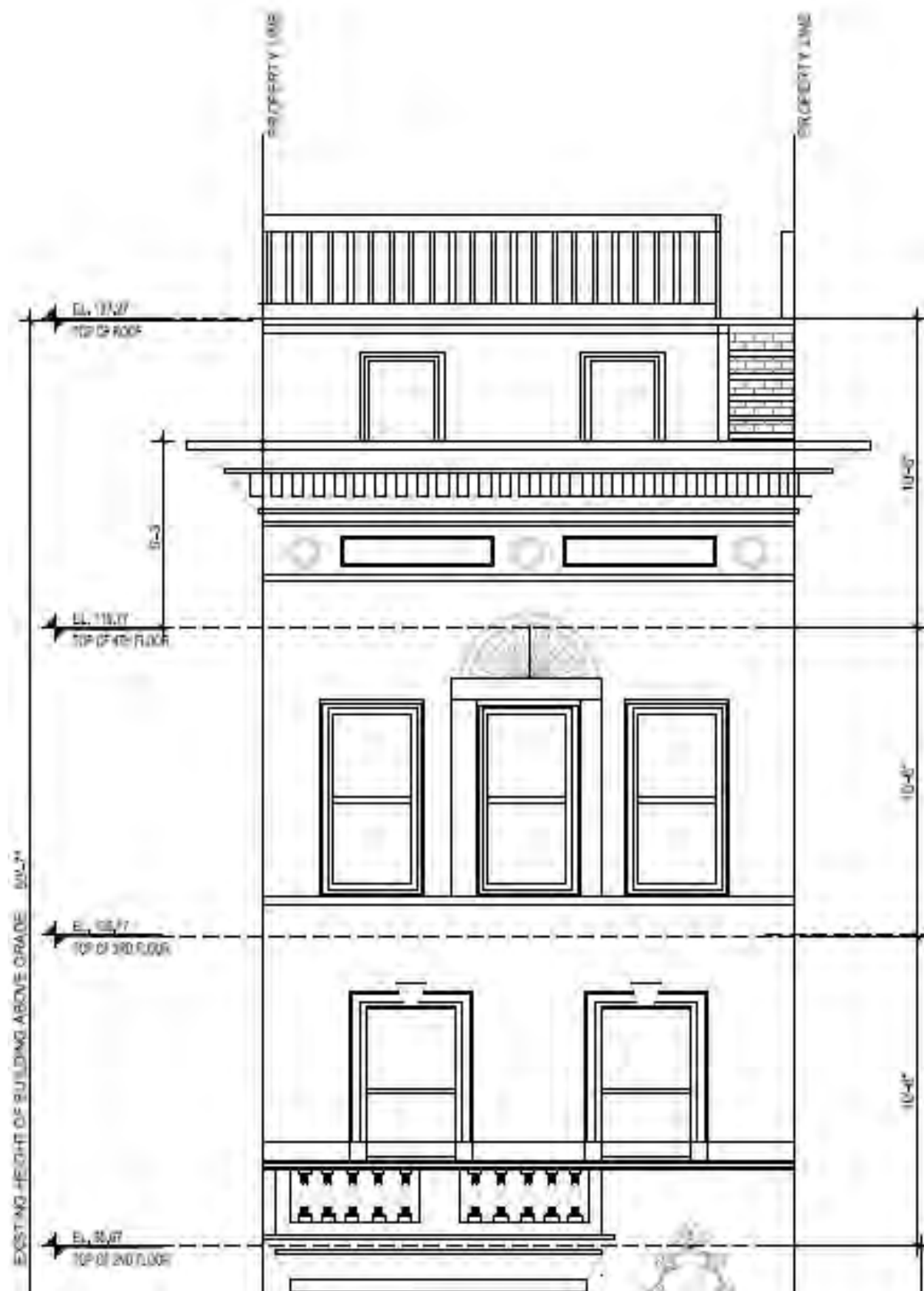
View 3



West 79th Street



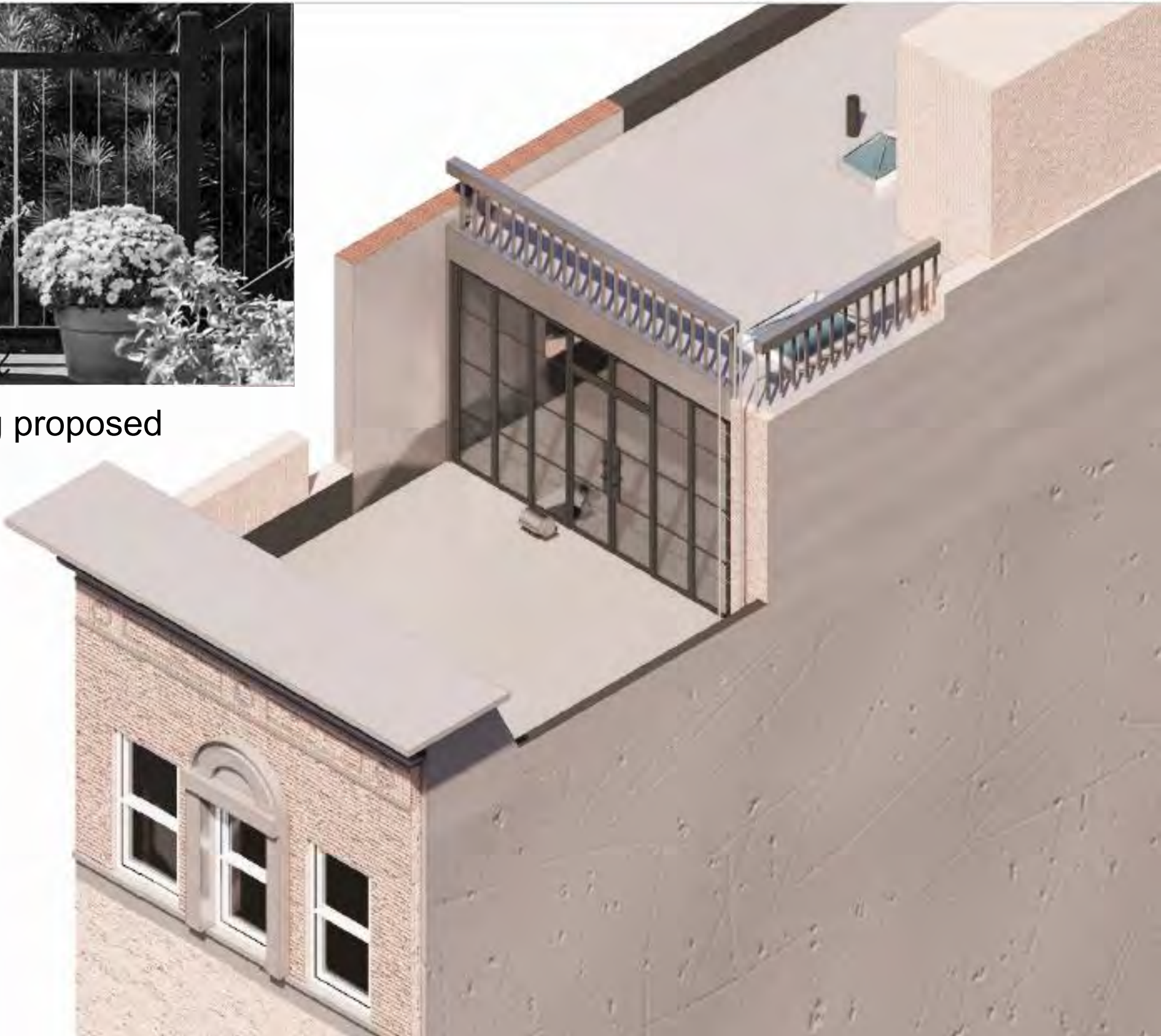
Proposed 3rd floor and roof plans



Existing and Proposed Elevations



Photo of actual railing proposed



Proposed Renderings



Proposed Renderings

Legalize Iconic Floral Sign



Original Sign by Previous Restaurant Owner – Met DOB requirements but was installed without LPC permits



Current Sign by Current Owner



Previous Floral Sign by Current Owner

The current sign is temporary. We propose to install a similar sign that will expand into the inner frame. The proposed sign will also be accented with florals similar to what is seen in the bottom left corner of the current sign.



1940 Tax Photo of 222 West 79 Street



Designation Photo – had a frame and small sign mounted to side of stoop. Since then, the frame was replaced and sign was enlarged



Pedestrian view looking towards Amsterdam



Street view looking from Amsterdam

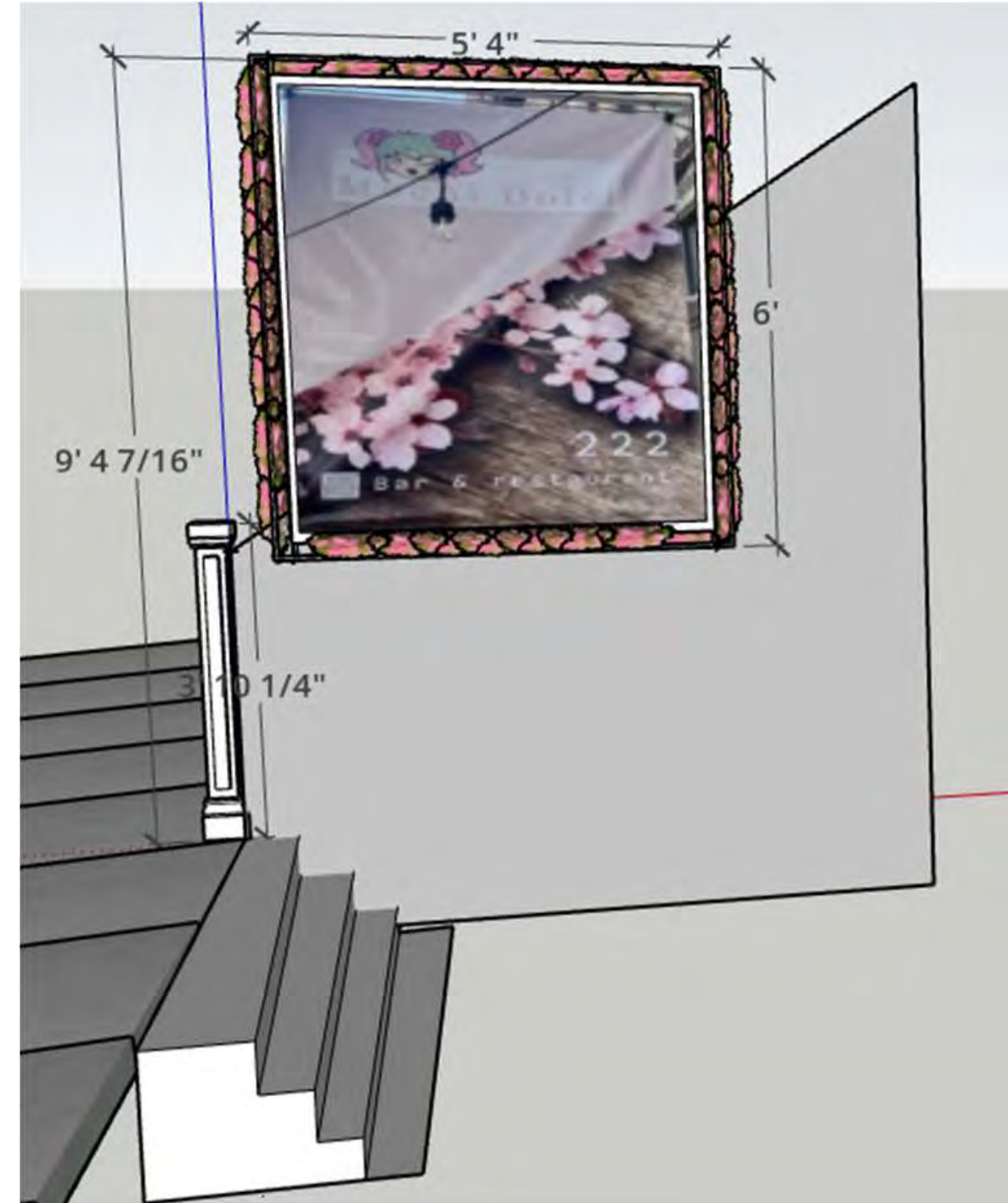


Street view looking from Broadway

The proposed sign is common to the neighborhood. Many Upper West Side ground floor retail establishments use this type of signage, especially ones situated between two stoops. Indeed the abutting neighbors both have similar signs anchored to the stairwells.



Original Sign Frame retained – old Kefi sign removed and replaced with beautiful floral arrangements



Existing and Proposed Dimensions compliant with DOB Guidelines for C1-5. Traditional weatherproof canvas with floral frame.

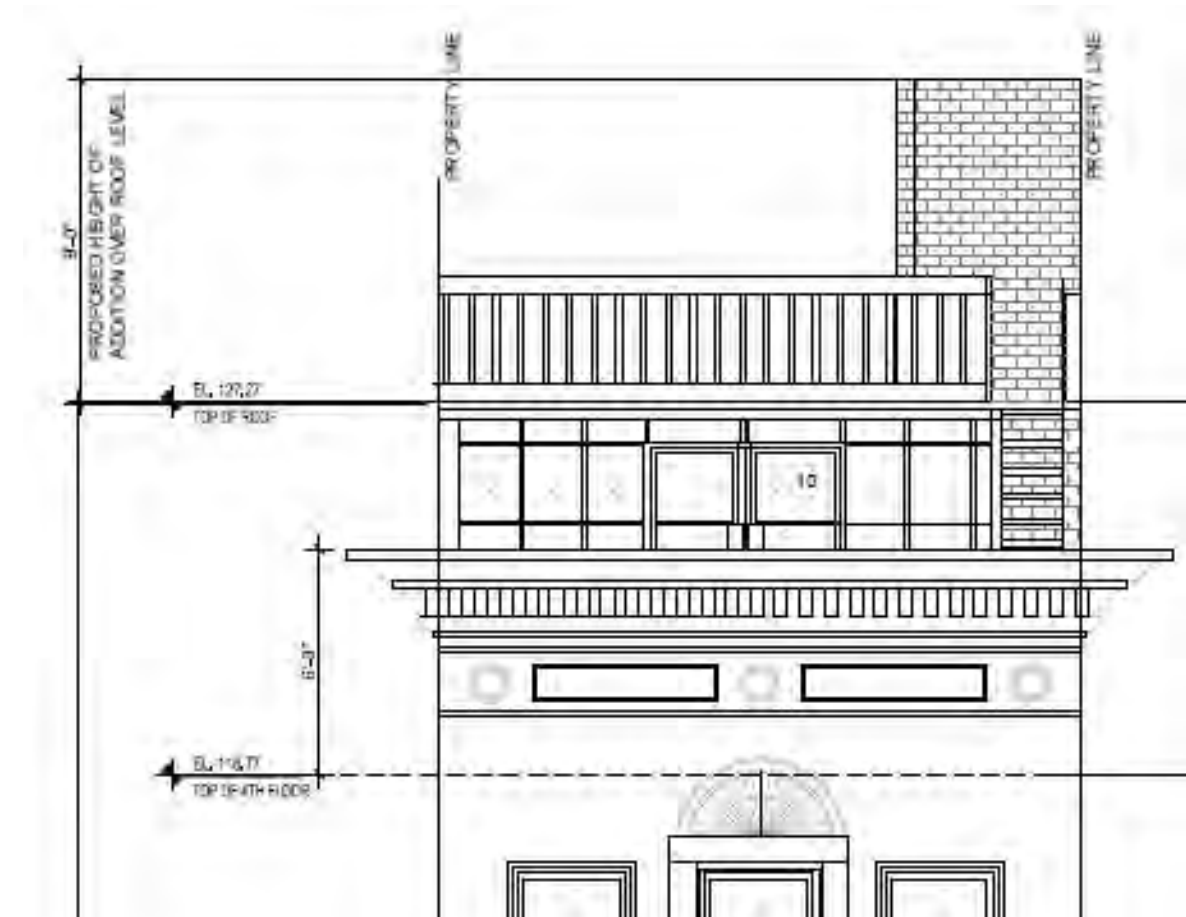


Previous Sign with Floral Accents – Winter Scene – The proposed sign will have a traditional canvas/vinyl weatherproof material on the inner frame, with floral accents around the perimeter.



Signage is located inside of the patio in front of the establishment. Provides a comfortable space for patrons and pedestrians to enjoy the art and welcome them into our store.

222 West 79 Street, Manhattan *Upper West Side*



In conclusion, we believe that the proposed sign and the penthouse expansion are fully in keeping with the guidelines set forth by the historical landmark designation. These changes are consistent with similar modifications previously approved for adjacent and nearby properties, and we believe they will enhance the architectural character and overall value of the neighborhood, ensuring both respect for its historic significance and continued vibrancy.