

**February 14, 2023**  
Public Hearing

The current proposal is:

**Preservation Department – Item 3, LPC-23-05769**

**330 West 42nd Street – McGraw-Hill Building – Individual Landmark  
Borough of Manhattan**

**To Testify Please Join Zoom**

**Webinar ID:** 832 1468 6706

**Passcode:** 215794

By Phone: 1 646-558-8656 US (New York)

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

**Note:** If you want to testify on an item, join the Zoom webinar at the agenda’s “Be Here by” time (about an hour in advance). When the Chair indicates it’s time to testify, “raise your hand” via the Zoom app if you want to speak (\*9 on the phone). Those who signed up in advance will be called first.

# 330 W 42ND STREET

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DECO TOWER ASSOCIATES, LLC  
RESOLUTION REAL ESTATE PARTNERS

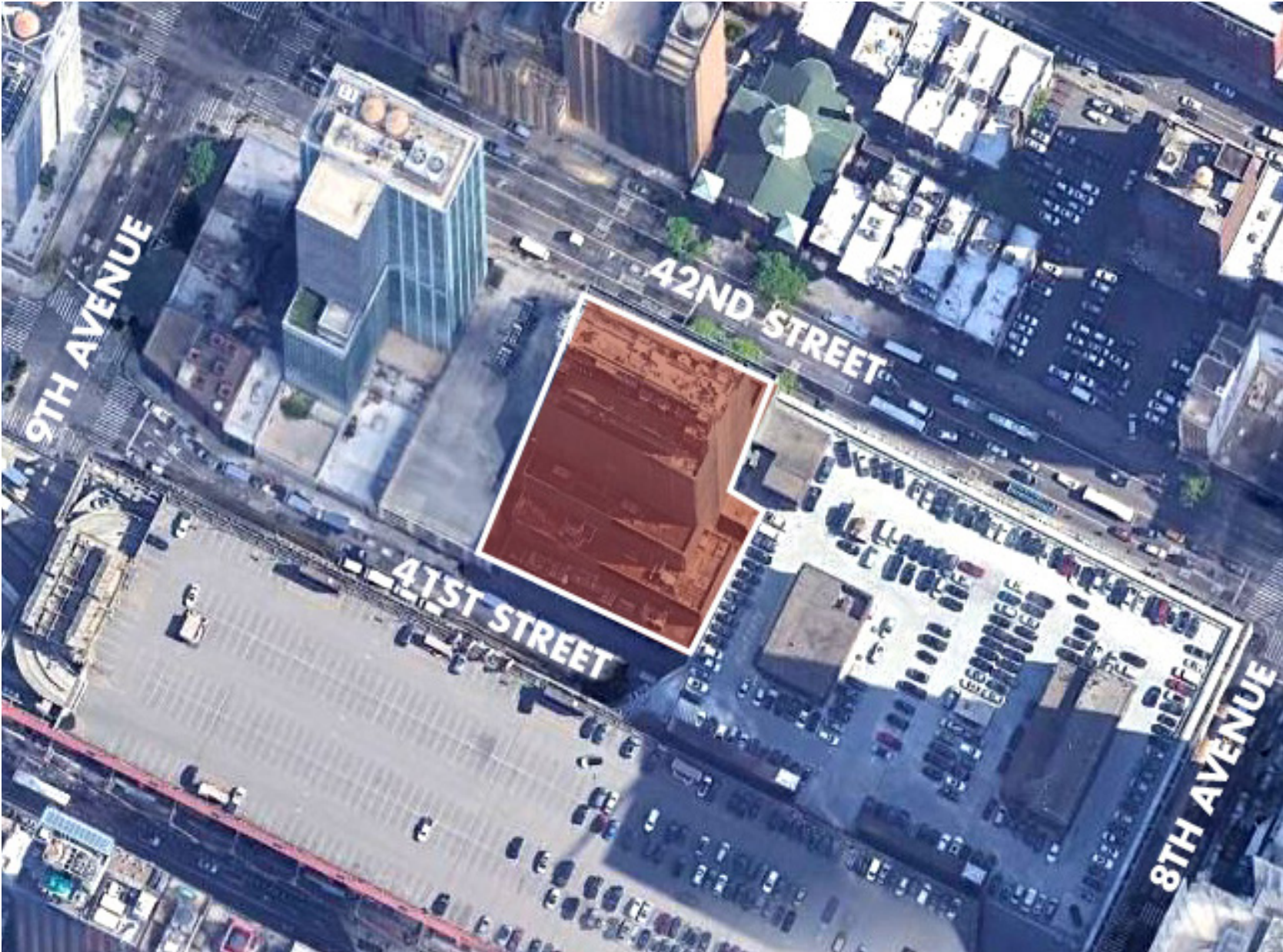
M<sup>de</sup>AS SLCE *Architects*



14 FEBRUARY 2023



# SITE CONTEXT



McGraw-Hill Building

Completed 1931  
Architect: Raymond Hood

Individual NYC Landmark (1979)





# PROPOSED SCOPE OF WORK FOR AMENDMENT TO APPROVED CofA

## I | 42ND STREET STOREFRONT

- New Marquee at the Building Entrance (Residential Entry)
- Increase Height of Entrance Doors by 10 inches
- Create New Commercial Entry at Existing Storefront
- Restore McGraw-Hill Signage



# PREVIOUS CONDITION PHOTOS (2021)



SOUTH FACADE



EAST FACADE



41ST STREET



MECHANICAL EQUIPMENT ON TERRACE

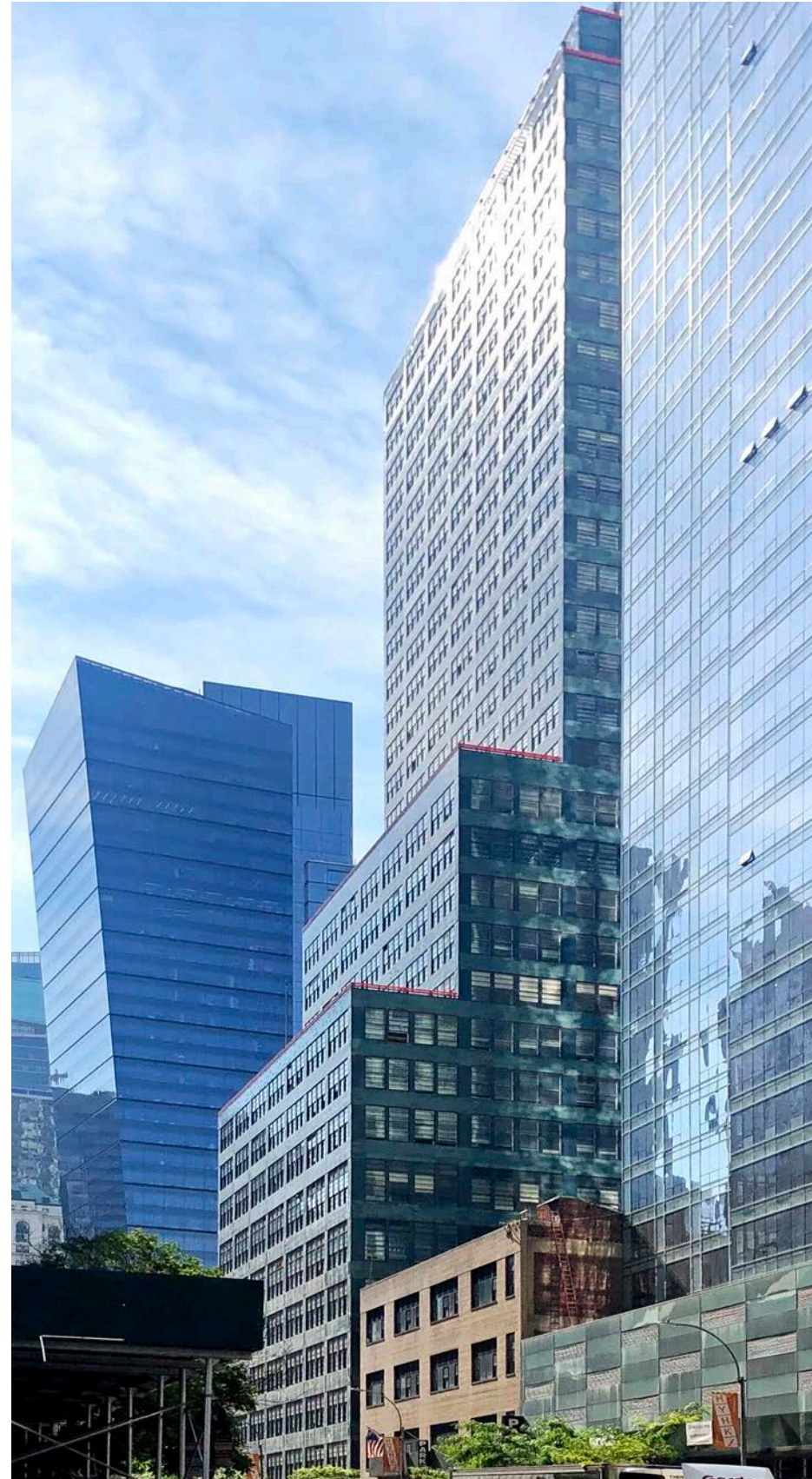


42ND STREET METAL BAND FASCIA



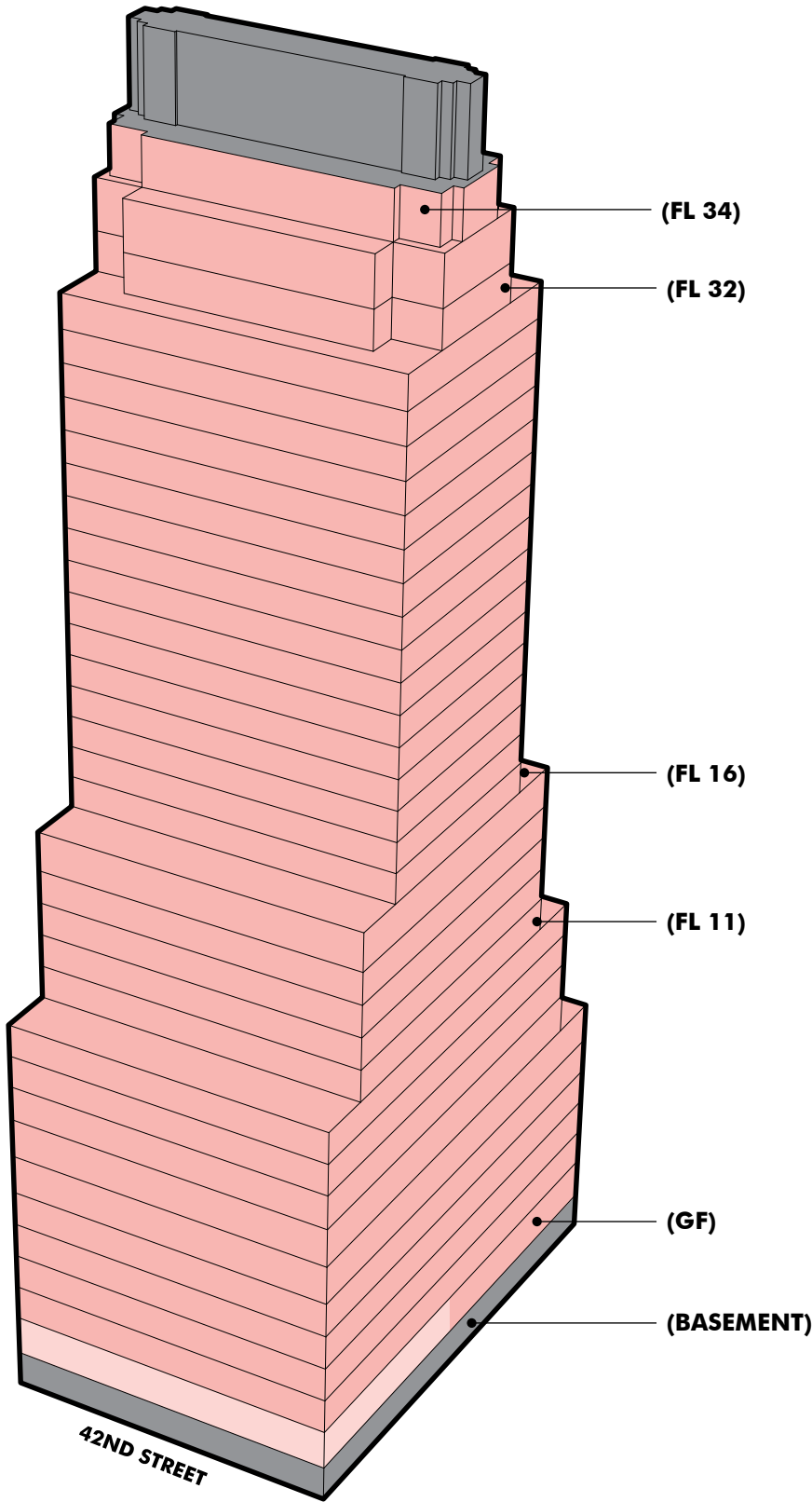
# CONSTRUCTION UPDATES

- Removal of louvers and opaque panels on all building sides
- Removal of large visible mechanical equipment
- Restoration of the 42nd Street storefront
- Replacement of select non-historical windows to match the historic profiles
- Modifications to the existing terrace railing to comply with code requirements.
- New mechanical louvers at consolidated location.
- New storefront infill and entry doors
- New building and tenant signage
- New building entry and canopy at 41st Street
- New loading dock doors and storefront infill at 41st Street
- New terrace doors at existing door openings
- New exterior pavers throughout the terraces.
- New building crown lighting
- New security cameras
- Upgrade of MEP systems
- Upgrade of elevator systems

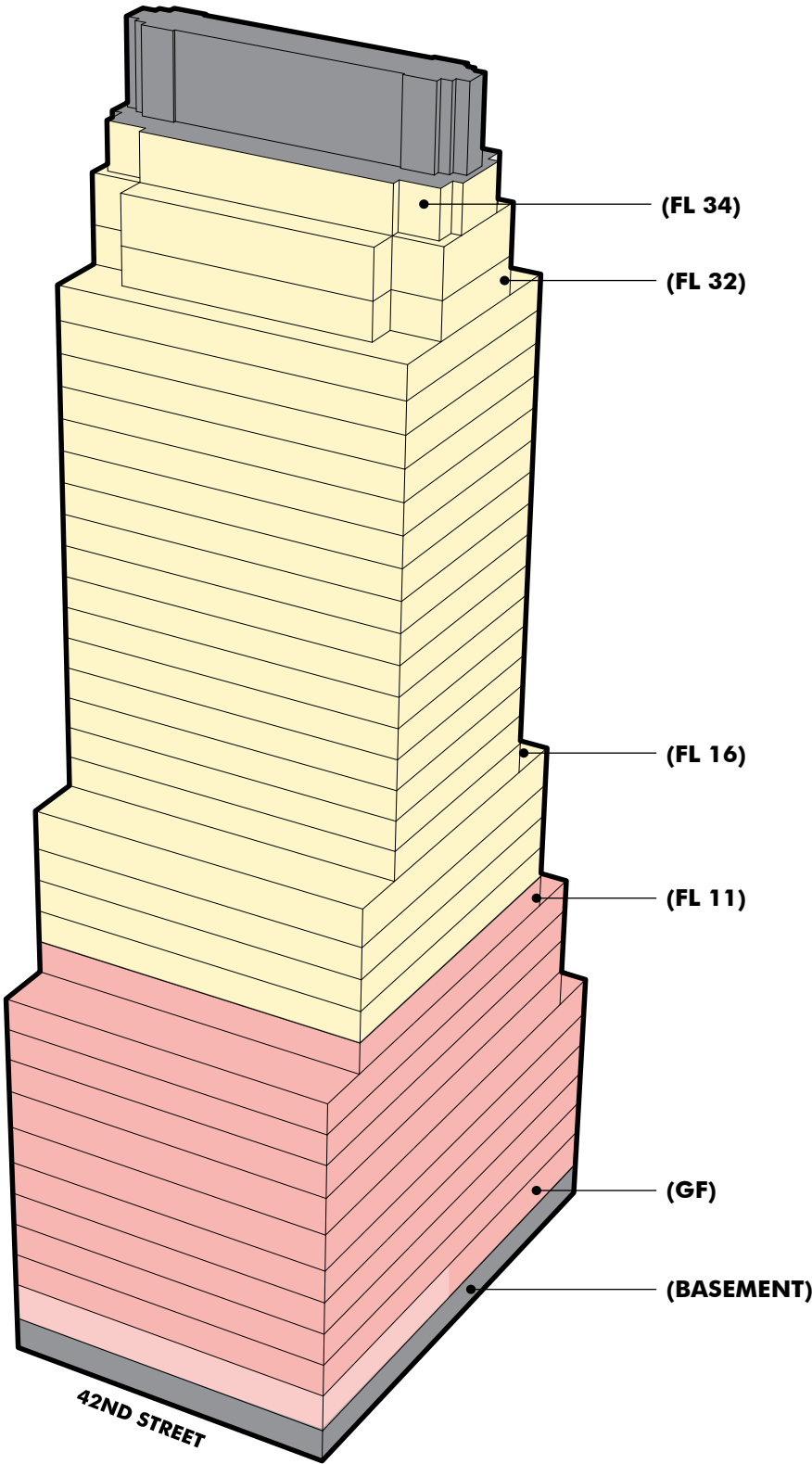




# BUILDING CHANGE OF USE | SUMMARY



APPROVED



PROPOSED

**LEGEND**

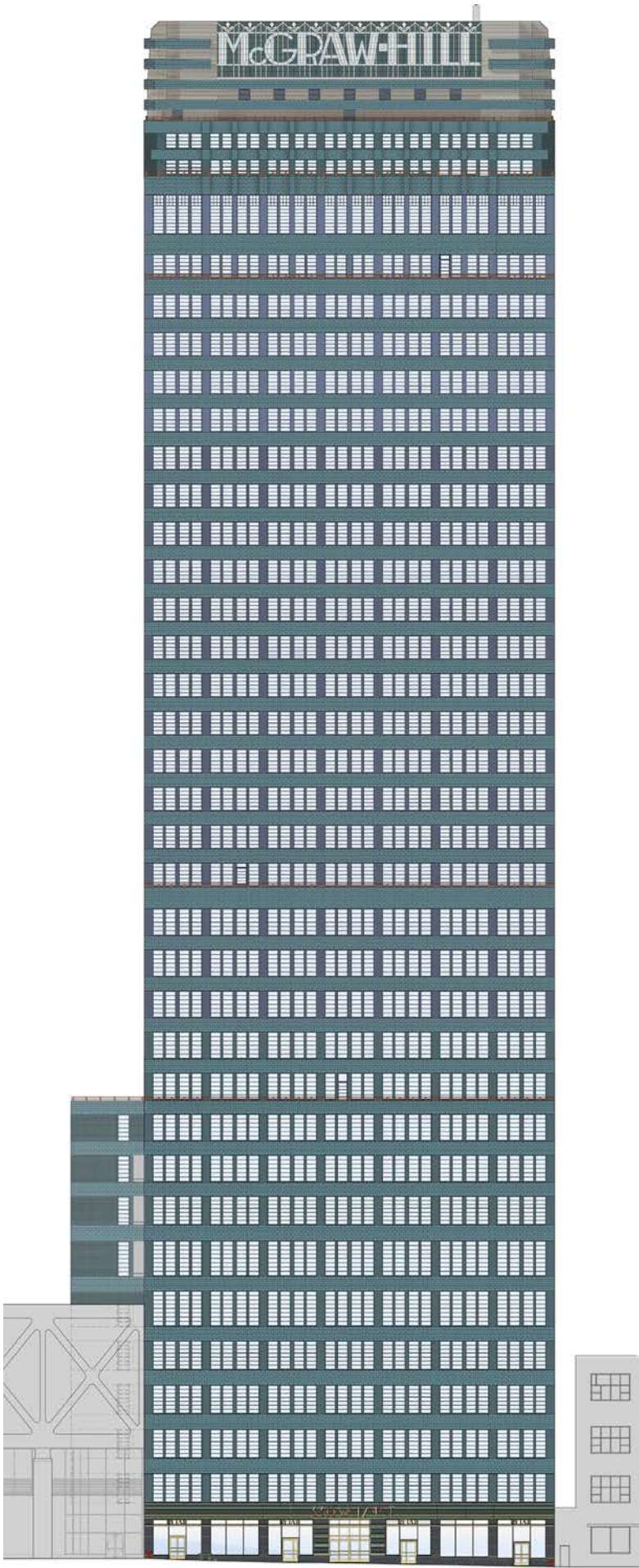
- COMMERCIAL
- RETAIL
- RESIDENTIAL



# SCOPE OF WORK

## PREVIOUSLY APPROVED

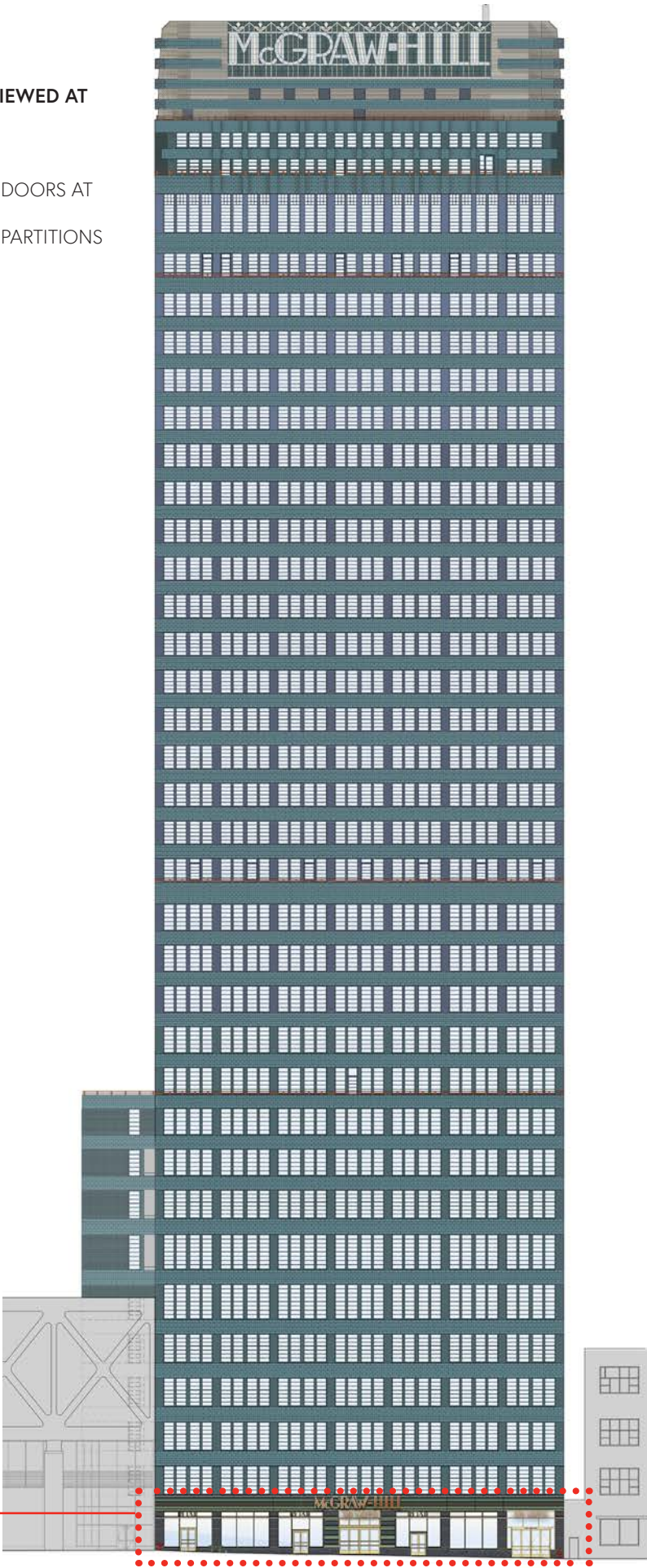
COFA-22-04937 ISSUED 4/13/22,  
MISC-22-10467 ISSUED 5/11/22, ATP-22-10205, AND  
MISC-23-05544 ISSUED 2/1/23  
  
42ND STREET STOREFRONT RESTORATION APPROVED UNDER  
CNE-22-10919 ISSUED 6/27/22



## PROPOSED

ADDITIONAL SCOPE TO BE REVIEWED AT  
STAFF LEVEL:

- LOUVER RELOCATION
- INSTALLATION OF TERRACE DOORS AT  
16TH AND 32ND FLOORS
- INSTALLATION OF TERRACE PARTITIONS  
AT 16TH AND 32ND FLOORS



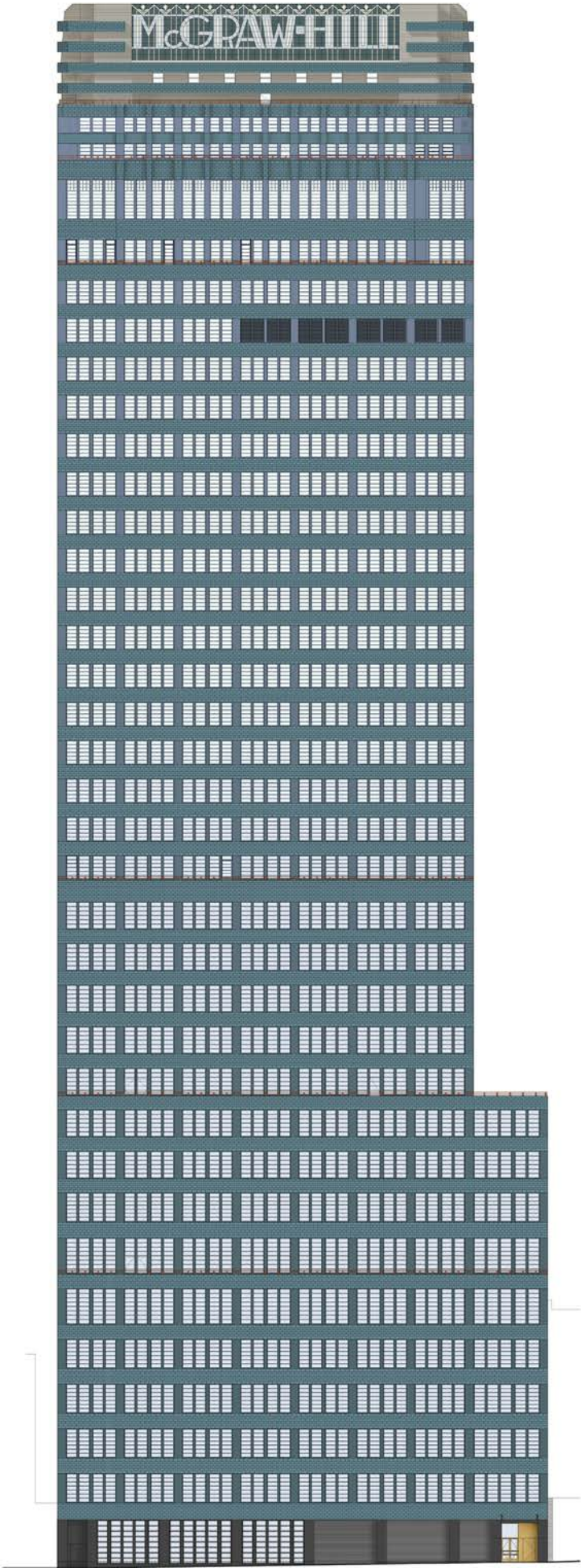
## 42ND STREET ELEVATIONS



# SCOPE OF WORK

## PREVIOUSLY APPROVED

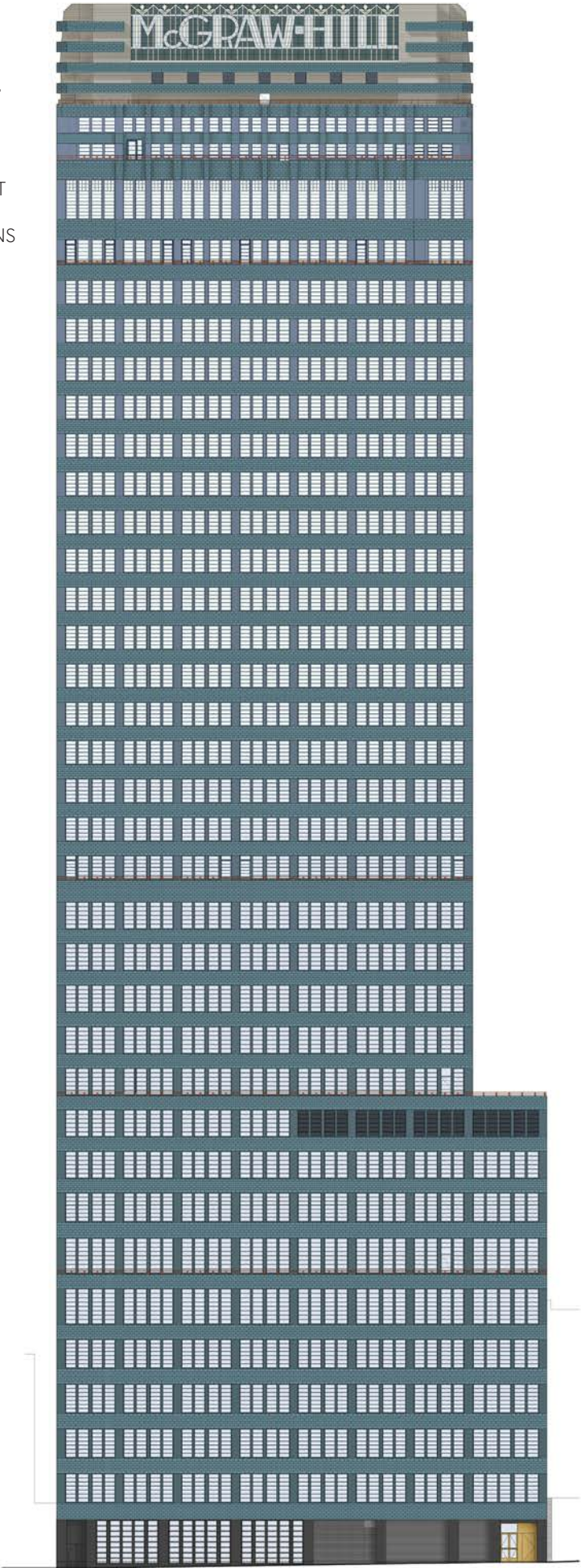
COFA-22-04937 ISSUED 4/13/22,  
MISC-22-10467 ISSUED 5/11/22, ATP-22-10205, AND  
MISC-23-05544 ISSUED 2/1/23



## PROPOSED

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AT 16TH AND 32ND FLOORS



## 41ST STREET ELEVATIONS

# **1 | 42ND STREET STOREFRONT**



CONTEXT | 42ND ST HISTORIC PHOTOS



CA 1931, ORIGINAL BUILDING ENTRY



CA 1960 | BUILDING ENTRY



EXISTING | BUILDING ENTRY



CA 1984 | BUILDING ENTRY



# CONTEXT | 42ND ST. STOREFRONT - PREVIOUS CONDITION (2013)

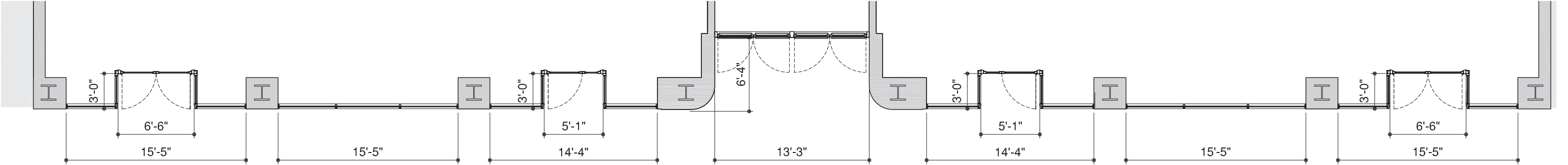




# 42ND ST. STOREFRONT | APPROVED



ELEVATION



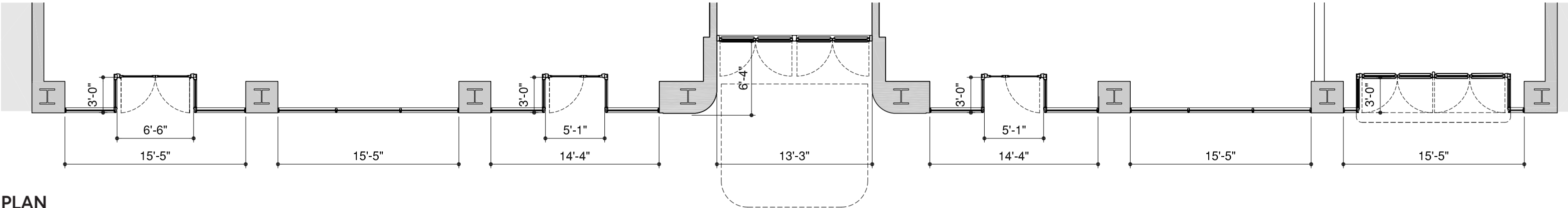
PLAN



# 42ND ST. STOREFRONT | PROPOSED



ELEVATION



PLAN



# 42ND ST. STOREFRONT | APPROVED & PROPOSED



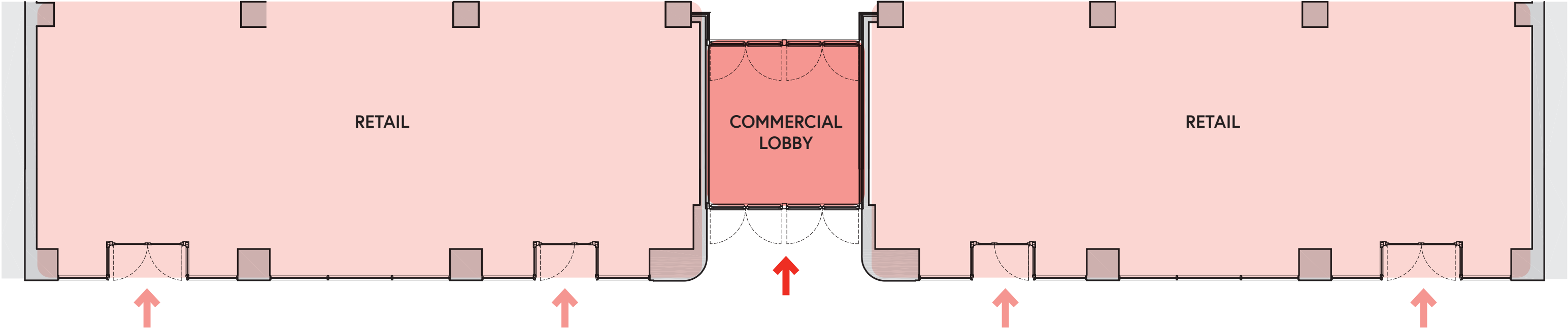
APPROVED



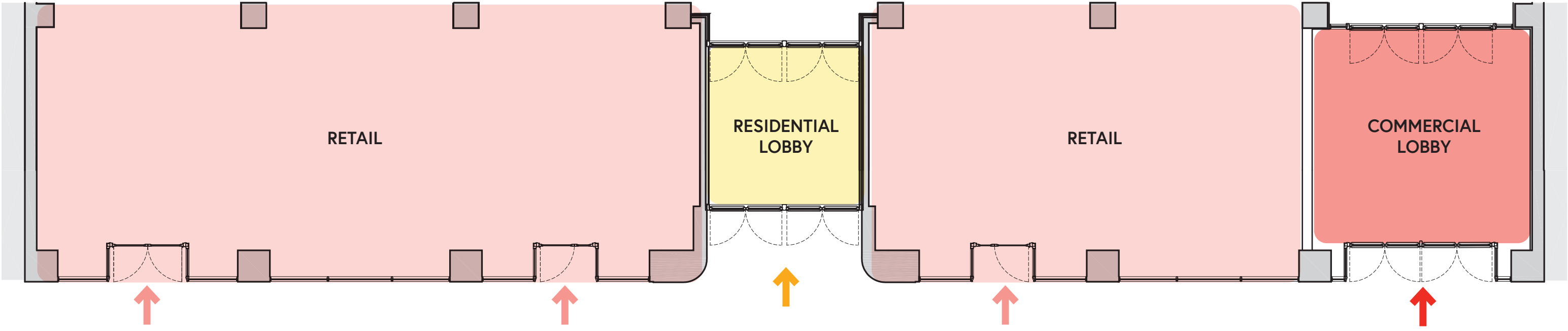
PROPOSED



# CONTEXT | 42ND ST. STOREFRONT CHANGE OF USE



APPROVED



PROPOSED



# BUILDING CHANGE OF USE | SUMMARY





330 WEST 42ND STREET

# 42ND ST. STOREFRONT





330 WEST 42ND STREET

# 42ND ST. STOREFRONT





# CONTEXT | HISTORIC MARQUEE PRECEDENTS



EMPIRE STATE BUILDING, 1931  
SHREVE, LAMB & HARMON (ARCHITECTURE, 1932)



CHANIN BUILDING, 1929  
SLOAN & ROBERTSON (MCNY, 1929)



GRAYBAR BUILDING, 1927  
SLOAN & ROBERTSON (MCNY, 1927)



DAILY NEWS BUILDING, 1929  
RAYMOND HOOD (MCNY, 1936)



# CONTEXT | LPC APPROVED ENTRANCES



ONE WALL STREET, 2016 LPC APPROVAL  
(ROBERT A.M. STERN ARCHITECTS, SLCE ARCHITECTS)



1250 AVENUE OF THE AMERICAS, 2014 LPC APPROVAL  
(GABELLINI SHEPPARD ASSOCIATES)



WOOLWORTH BUILDING, 2013 LPC APPROVAL  
(THIERRY W DESPONT LTD)



MUSEUM OF POP CULTURE, 2018 LPC APPROVAL  
(SMITHGROUP JJR)



STARRETT-LEHIGH BUILDING, 2021 LPC APPROVAL  
(HLW)



WALDORF-ASTORIA HOTEL, 2017 LPC APPROVAL  
(SOM)



# 42ND ST. STOREFRONT | MAIN ENTRY



HISTORIC



APPROVED



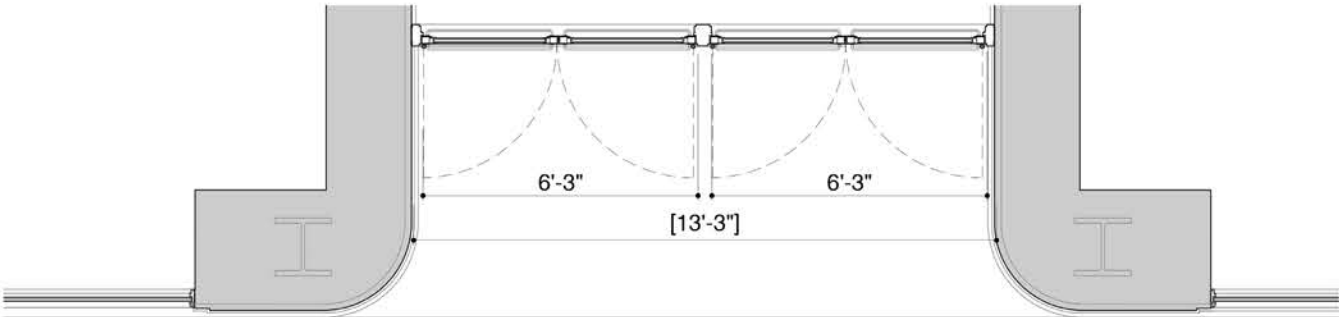
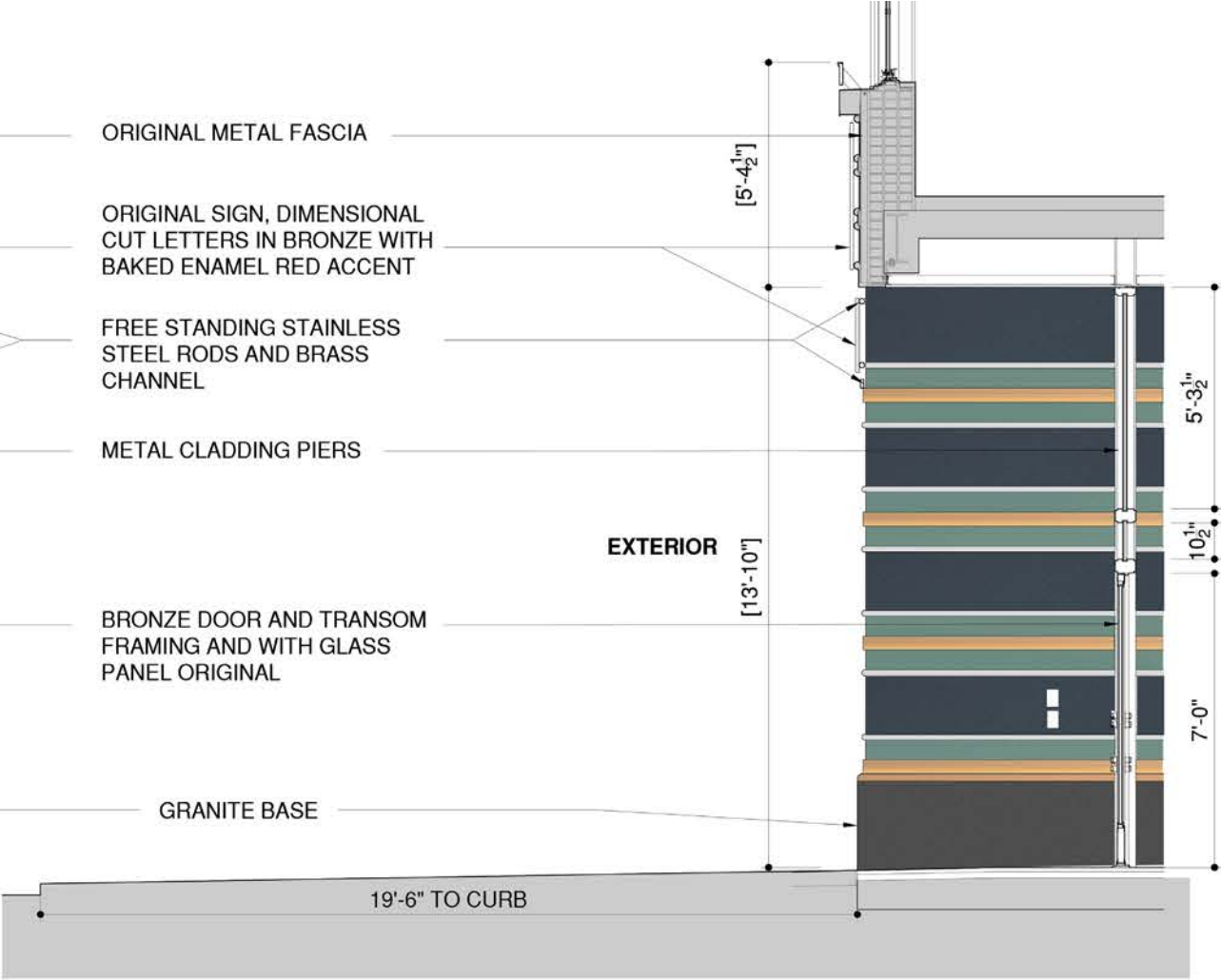
PROPOSED



# 42ND ST. STOREFRONT | HISTORIC MAIN ENTRY



- ORIGINAL METAL FASCIA
- ORIGINAL SIGN, DIMENSIONAL CUT LETTERS IN BRONZE WITH BAKED ENAMEL RED ACCENT
- FREE STANDING STAINLESS STEEL RODS AND BRASS CHANNEL
- METAL CLADDING PIERS
- BRONZE DOOR AND TRANSOM FRAMING AND WITH GLASS PANEL ORIGINAL
- GRANITE BASE



WEST 42ND STREET



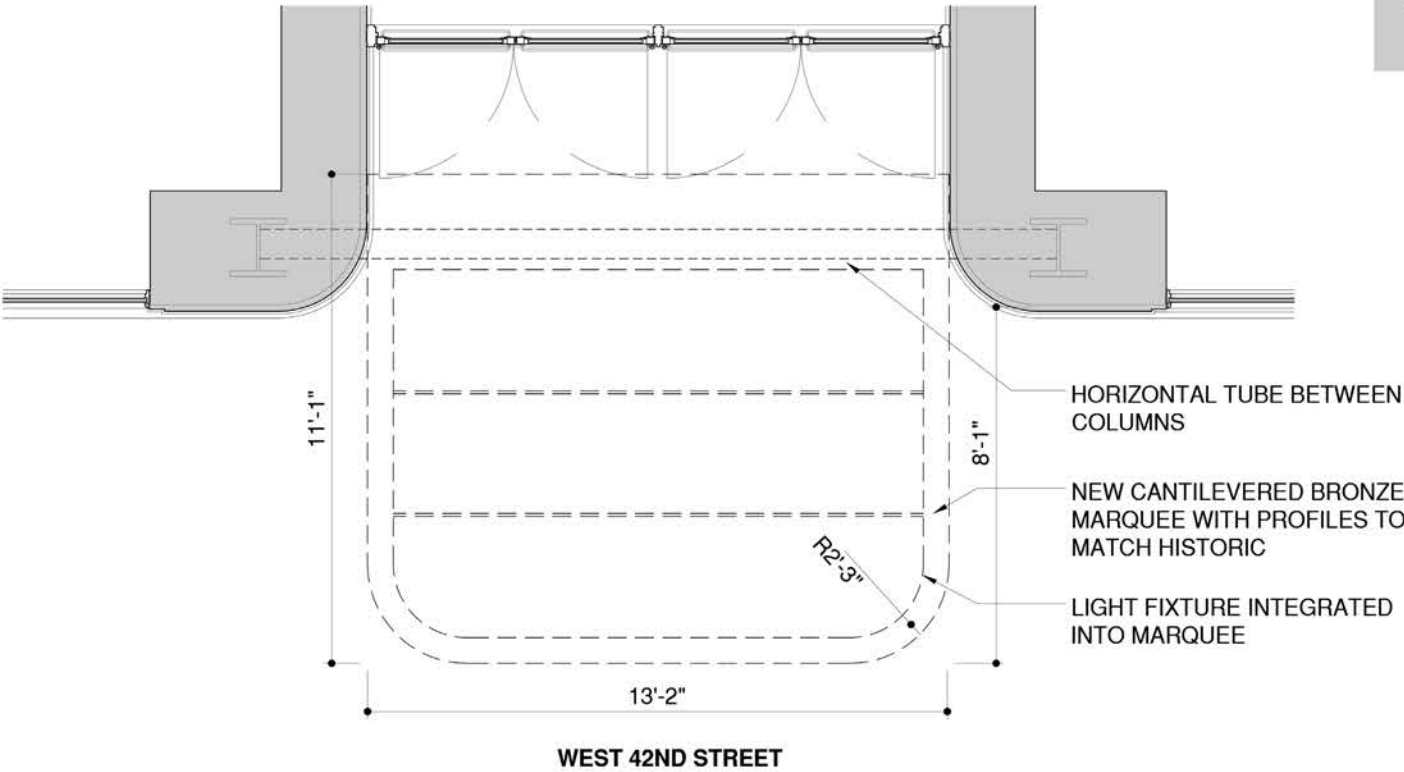
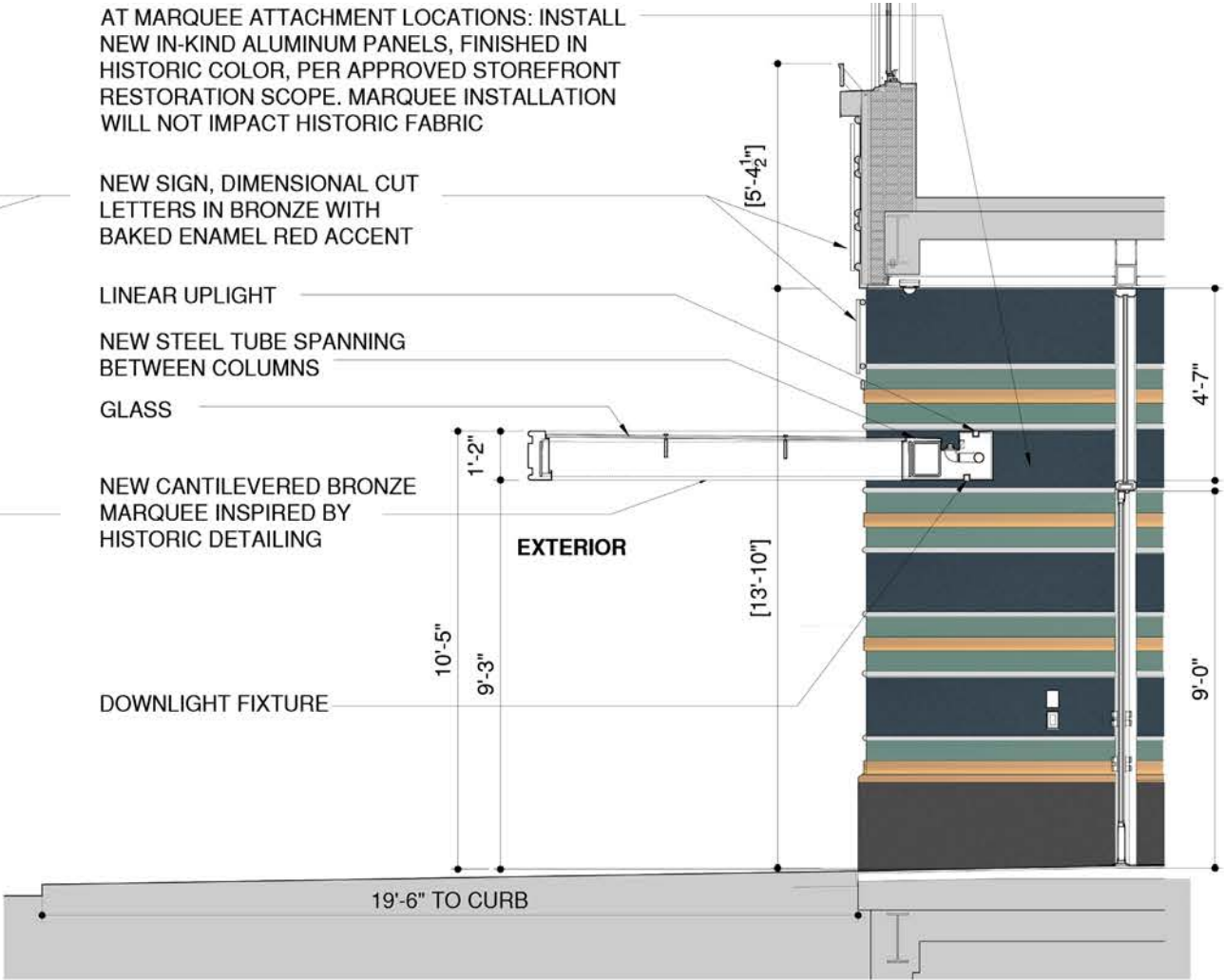
# 42ND ST. STOREFRONT | APPROVED MAIN ENTRY



**MAIN ENTRY | APPROVED**  
COFA-22-04937 ISSUED 4/13/22, MISC-22-10467 ISSUED 5/11/22, AND ATP-22-10205

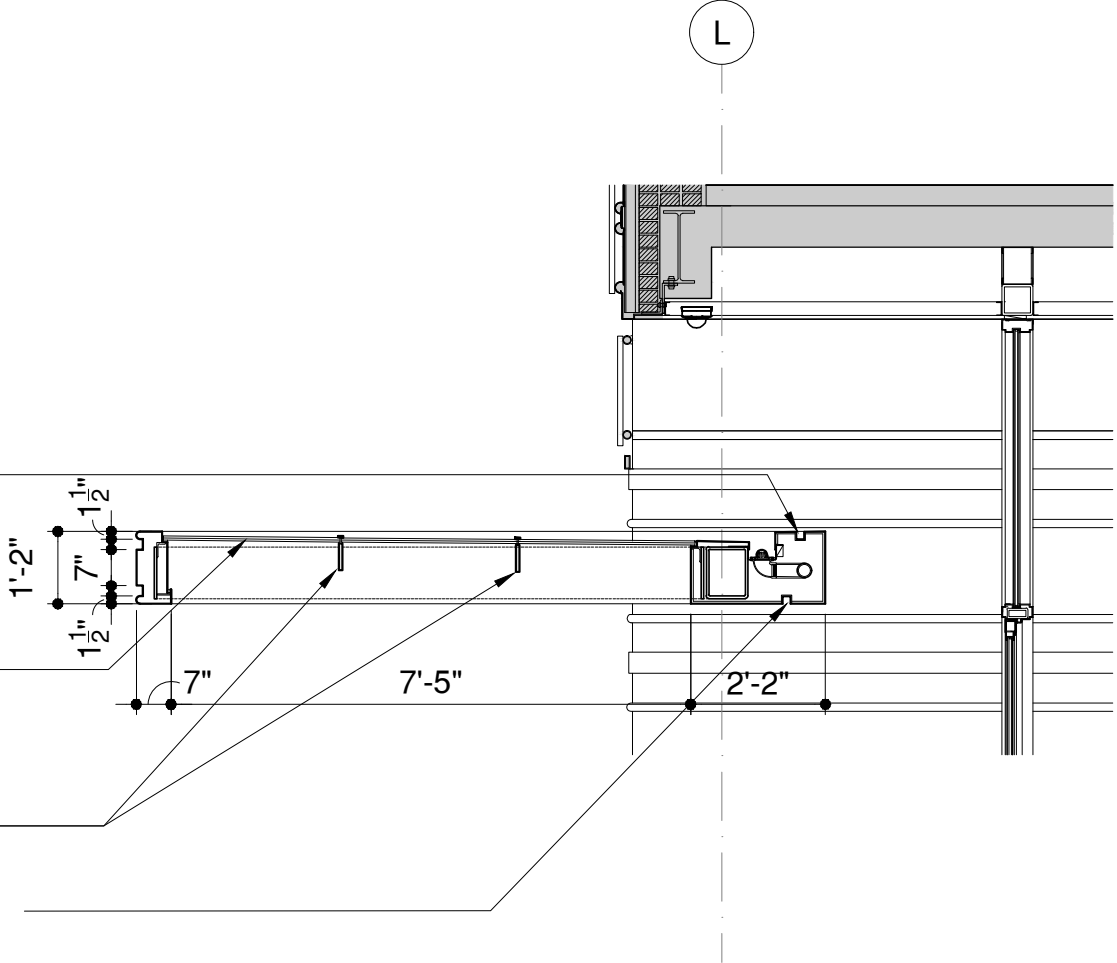
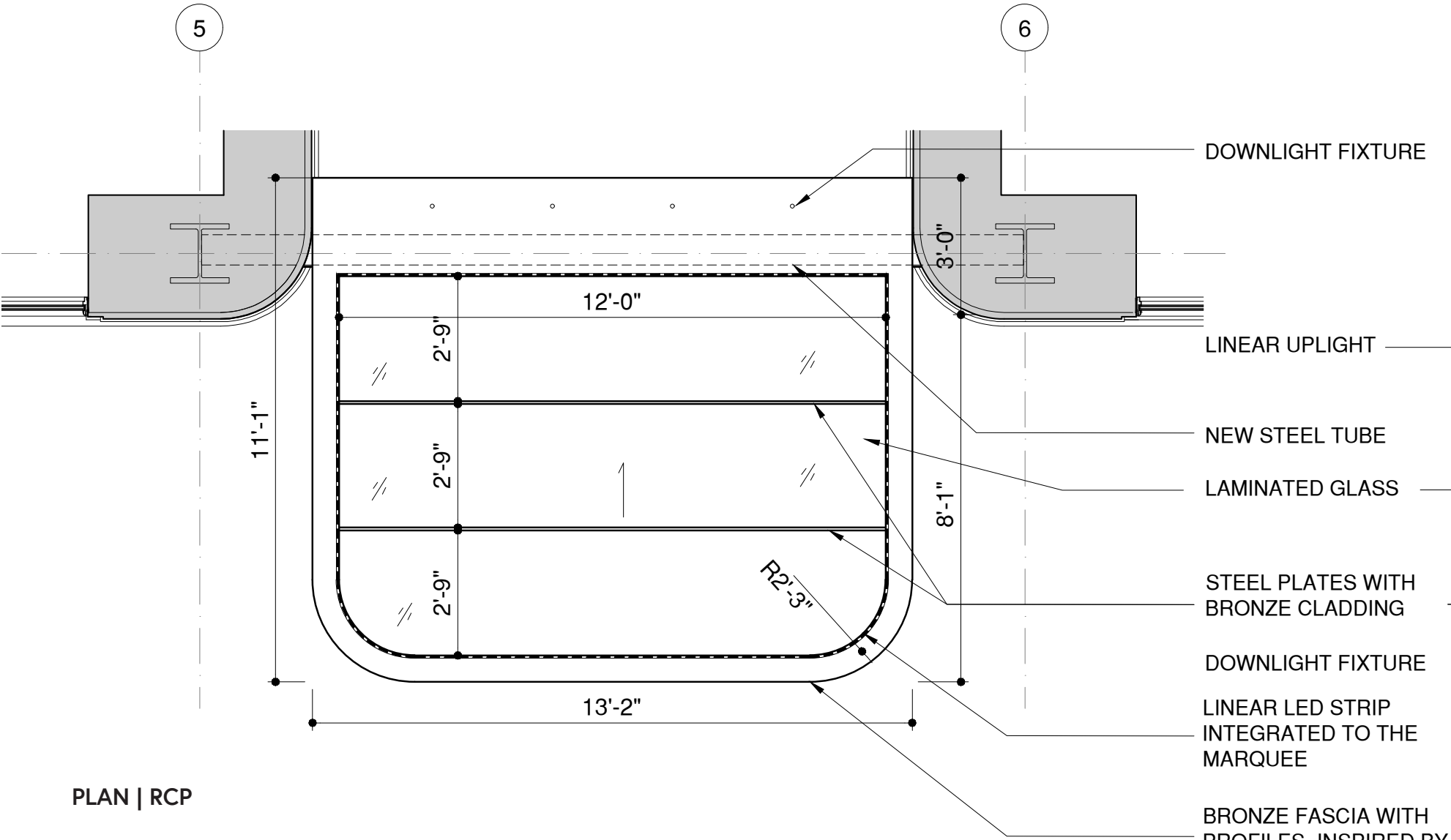


# 42ND ST. STOREFRONT | PROPOSED MAIN ENTRY





# 42ND ST. STOREFRONT | MARQUEE DETAILS



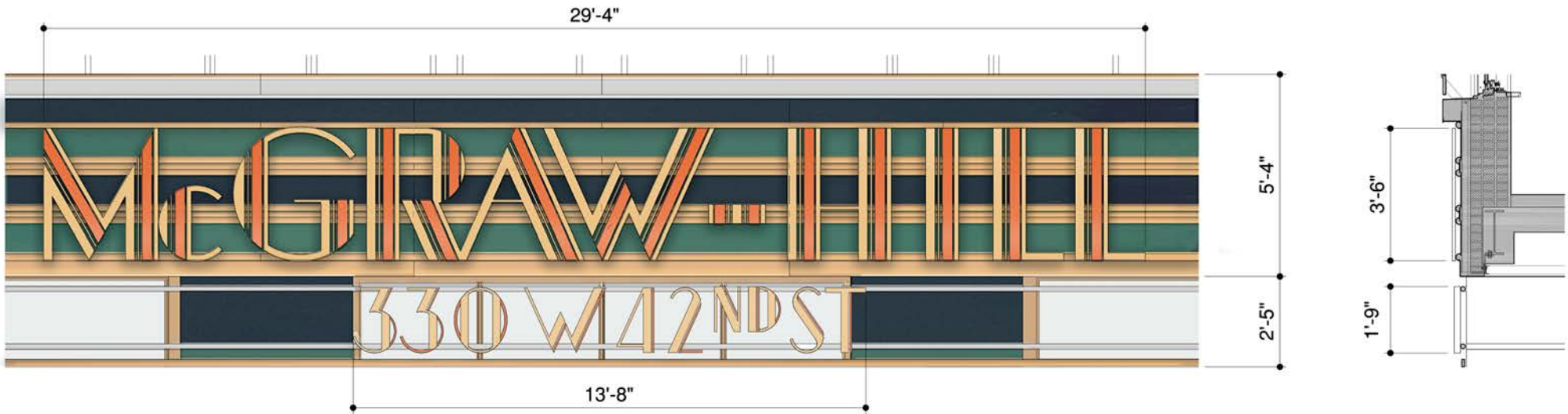
SECTION



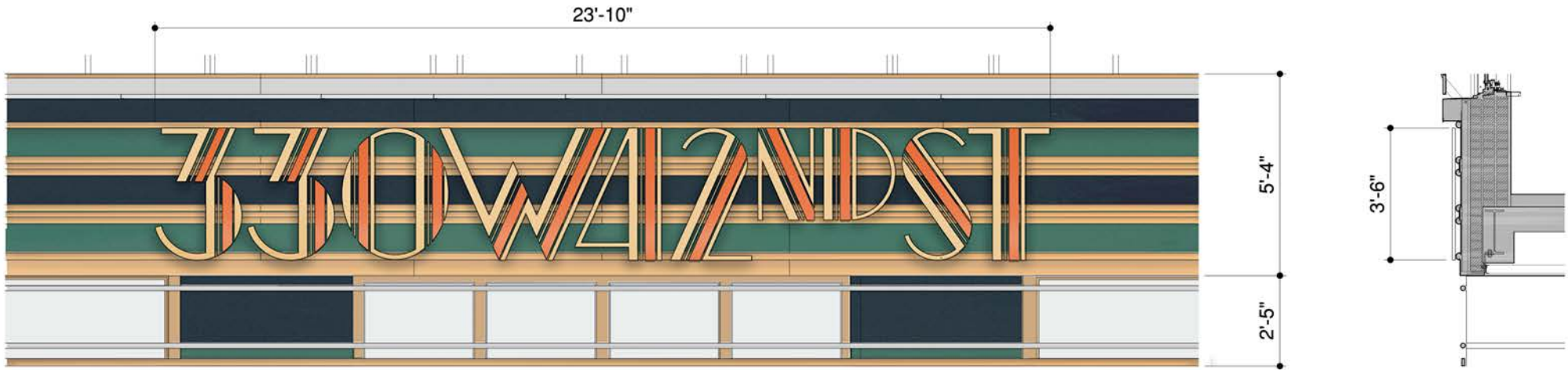
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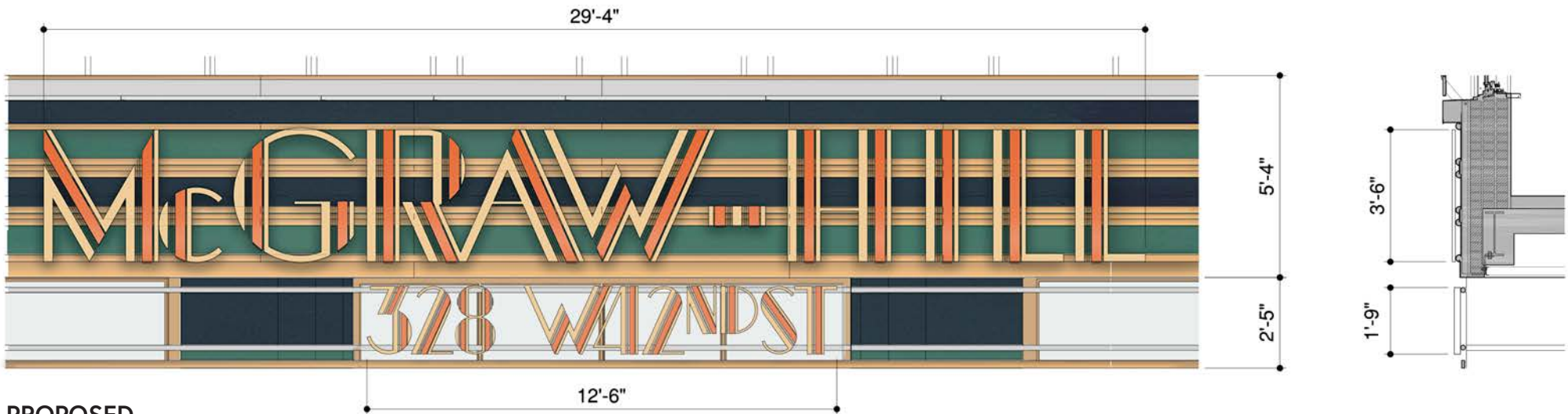
# 42ND ST. RESIDENTIAL ENTRY | BUILDING IDENTITY



HISTORIC



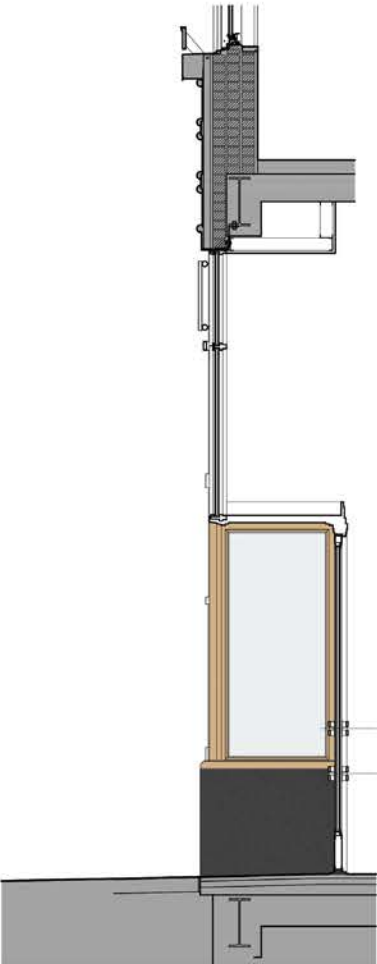
APPROVED



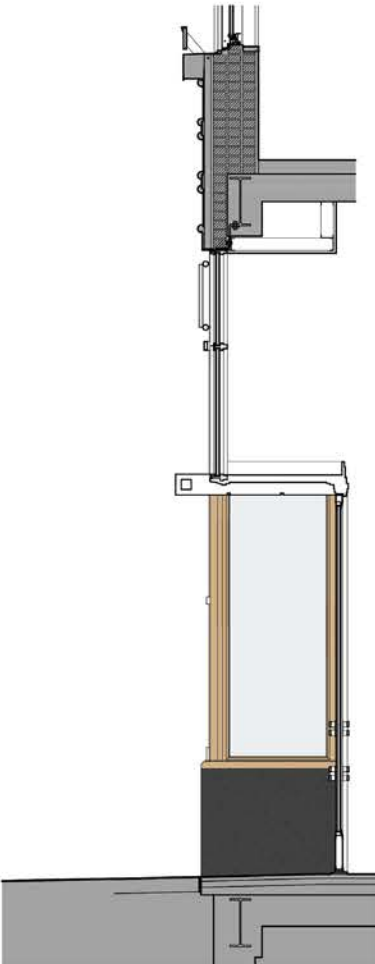
PROPOSED



# 42ND ST. STOREFRONT | COMMERCIAL ENTRY



APPROVED



PROPOSED



# 42ND ST. STOREFRONT | APPROVED RETAIL ENTRY



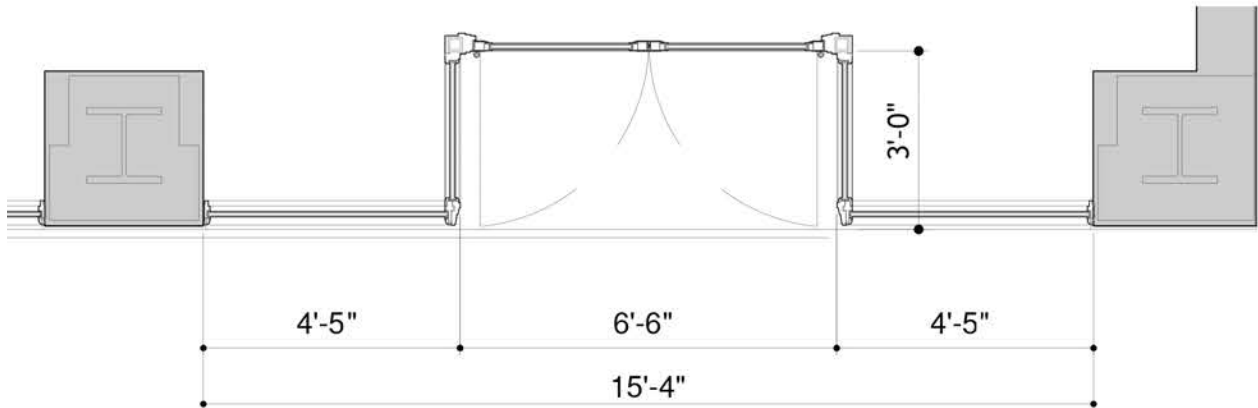
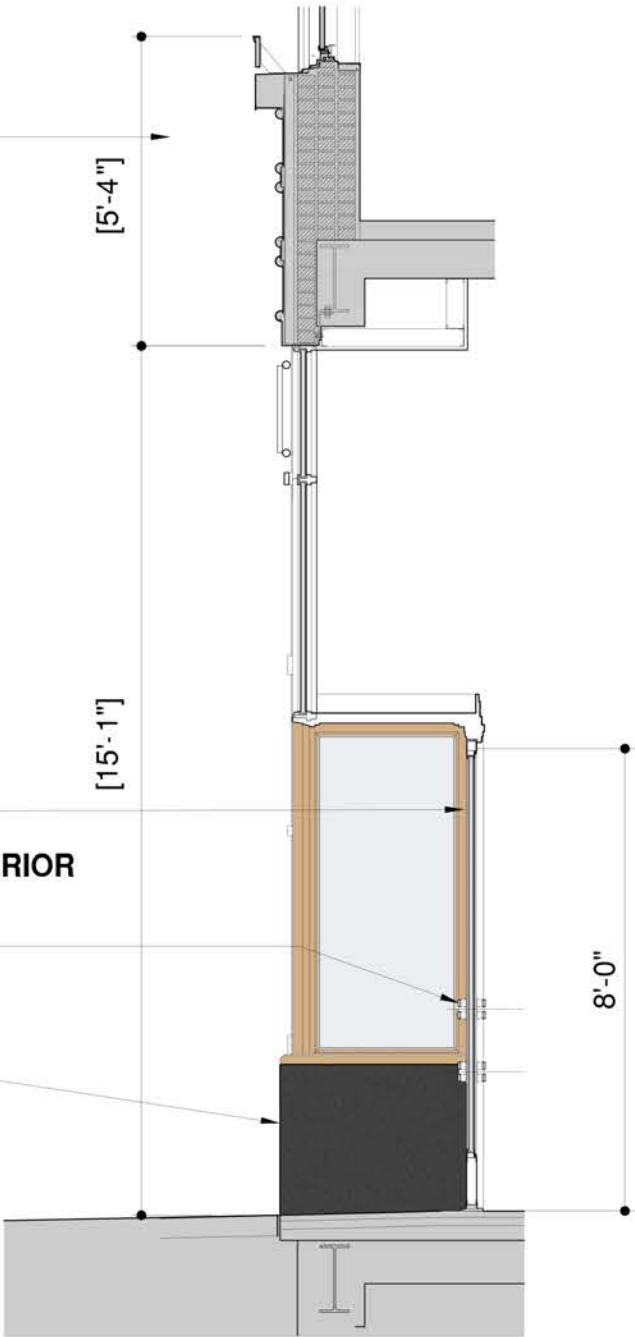
EXISTING METAL FASCIA  
BAND TO BE RESTORED

EXISTING PIERS CLADDING  
AND FREE STANDING RODS  
TO BE RESTORED

NEW BRONZE DOOR FRAMING  
AND WITH GLASS PANEL,  
PROFILE TO MATCH ORIGINAL

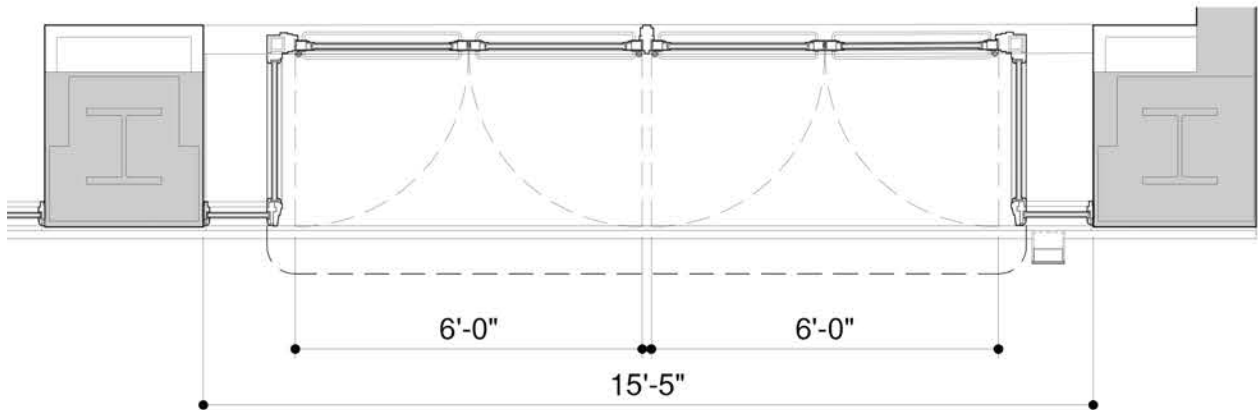
BRONZE PUSH & PULL  
BARS TO MATCH ORIGINAL

EXISTING GRANITE BASE TO  
BE RESTORED





# 42ND ST. STOREFRONT | PROPOSED COMMERCIAL ENTRY



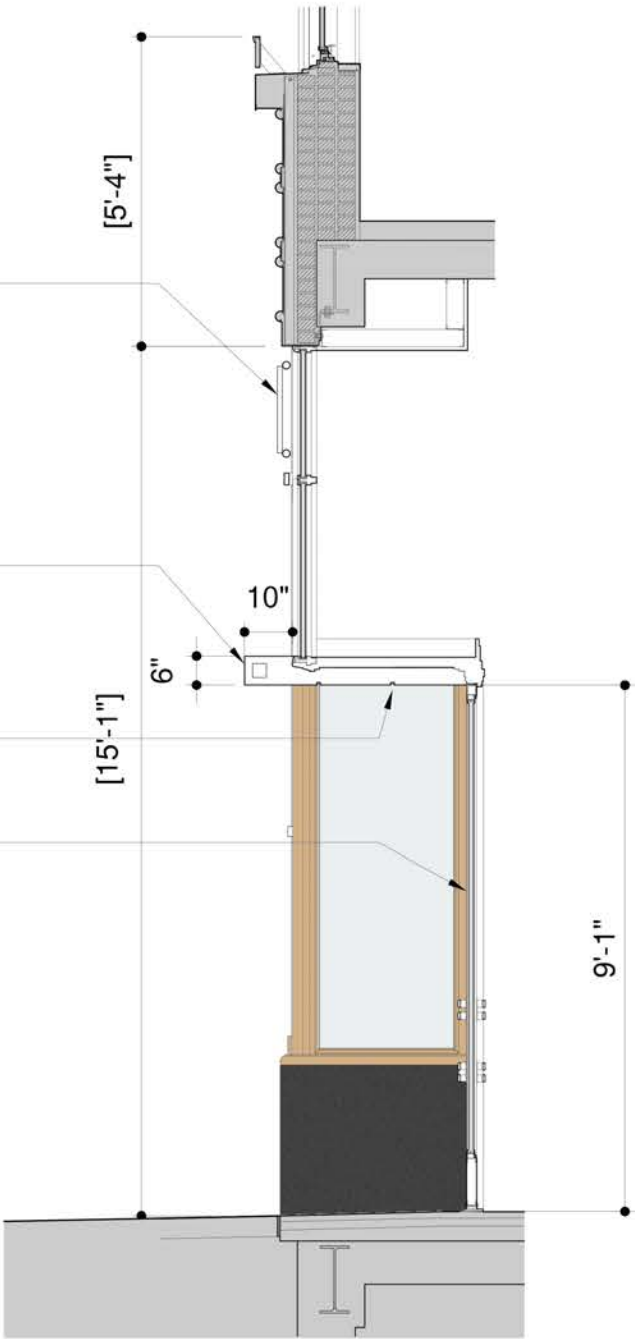
NEW SIGN, DIMENSIONAL CUT LETTERS IN BRONZE WITH BAKED ENAMEL RED ACCENT

NEW BRONZE SIGNAGE BAND

LIGHT FIXTURE

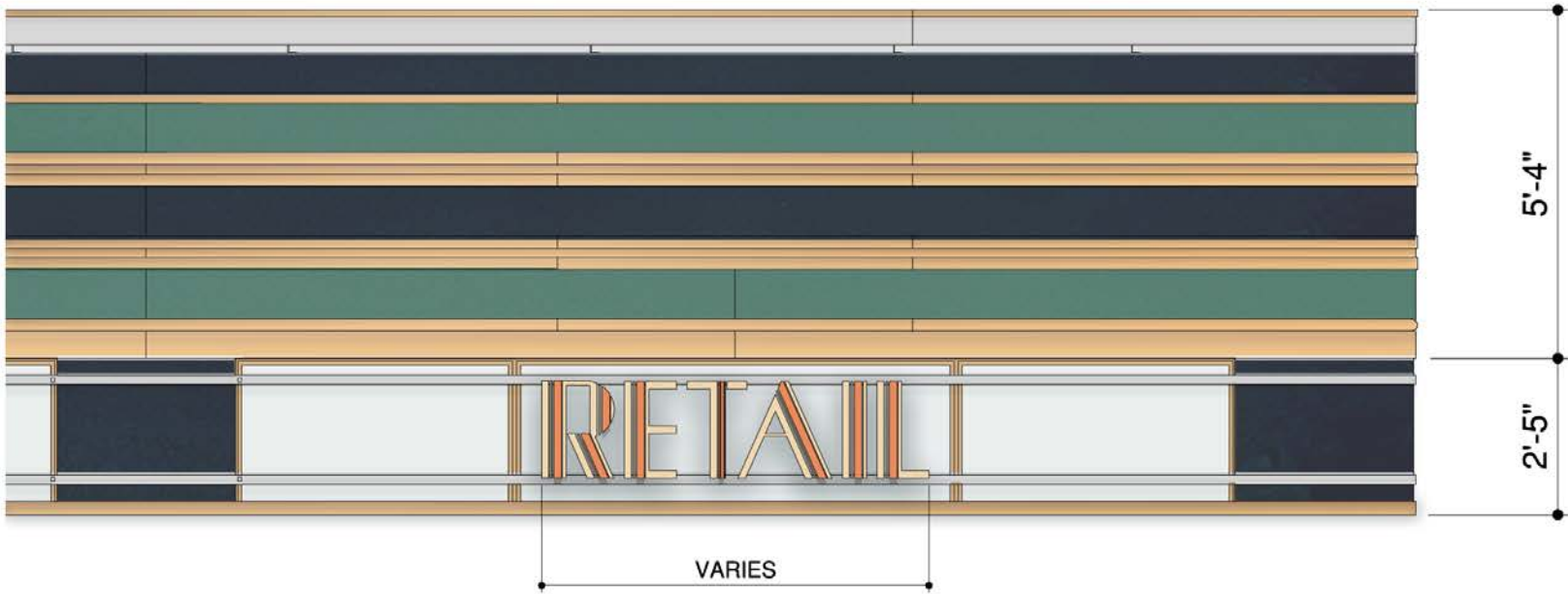
NEW BRONZE DOOR FRAMING AND WITH GLASS PANEL, PROFILE TO MATCH ORIGINAL

NEW ADA STANCHION TO BE INSTALLED

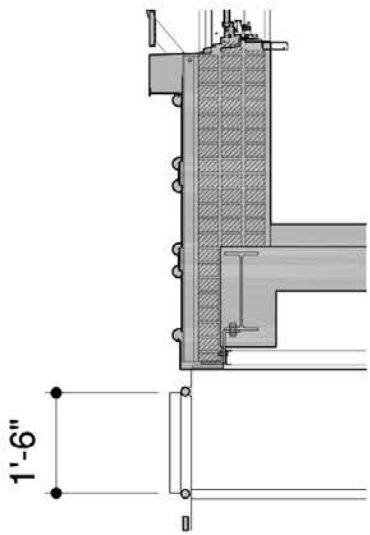




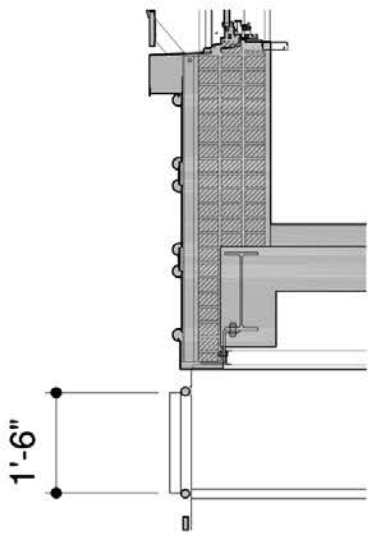
# 42ND ST. COMMERCIAL ENTRY | BUILDING IDENTITY



APPROVED



PROPOSED



**NOTE:** PER THE APPROVED STOREFRONT MASTERPLAN, CUT LETTER FONT TYPE AND MATERIAL SHALL BE SIMILAR OR MIMIC THE ORIGINAL METAL SIGNAGE OVER THE MAIN ENTRANCE. LETTER HEIGHT SHALL BE 1'-6" MAXIMUM.



330 WEST 42ND STREET

# 42ND ST. STOREFRONT





# APPENDIX





VIEW FROM 43<sup>RD</sup> STREET



VIEW FROM NINTH AVENUE AND 42<sup>ND</sup> STREET

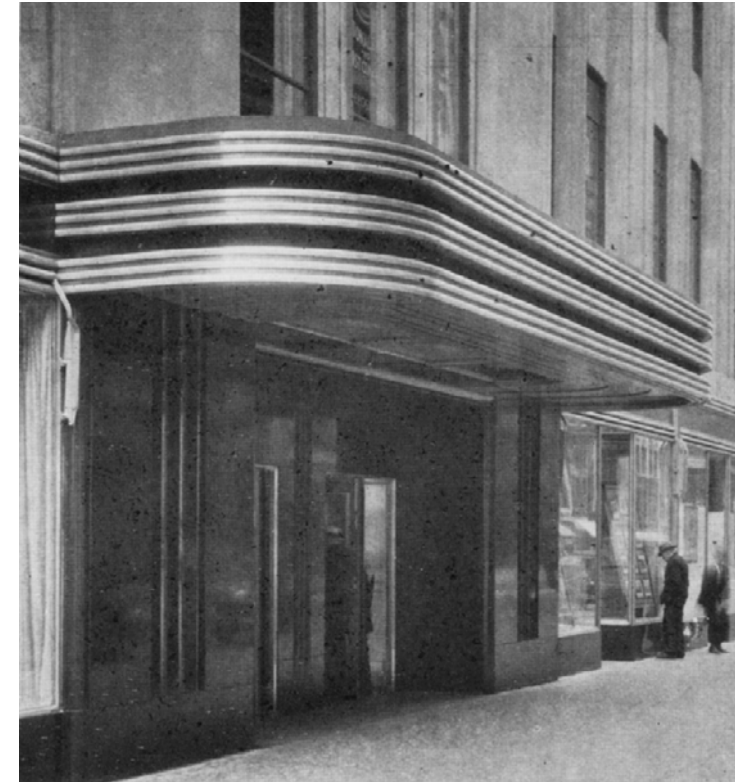


AUGUST 2020. VIEW FROM EIGHTH AVENUE AND 42<sup>ND</sup> STREET.





EMPIRE STATE BUILDING (GETTY, 1930s)



EMPIRE STATE BUILDING (ARCHITECTURE, 1932)



CHANIN BUILDING (MCNY, 1930)



CHANIN BUILDING (MCNY, 1929)





GRAYBAR BUILDING (MCNY, 1927)



GRAYBAR BUILDING (MCNY, 1927)

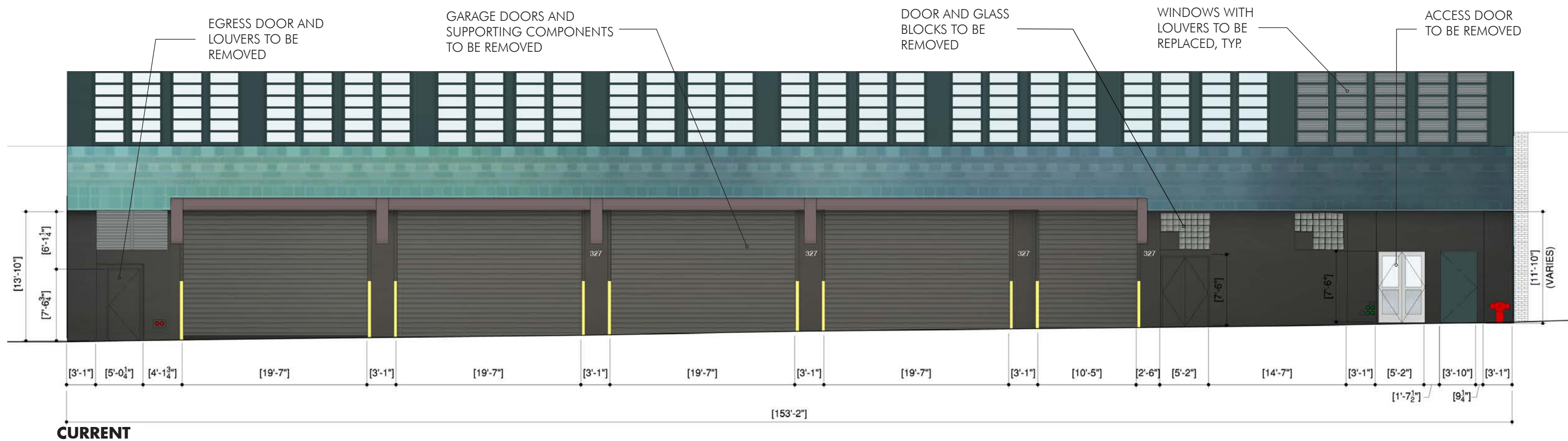


DAILY NEWS BUILDING (GETTY, 1939)

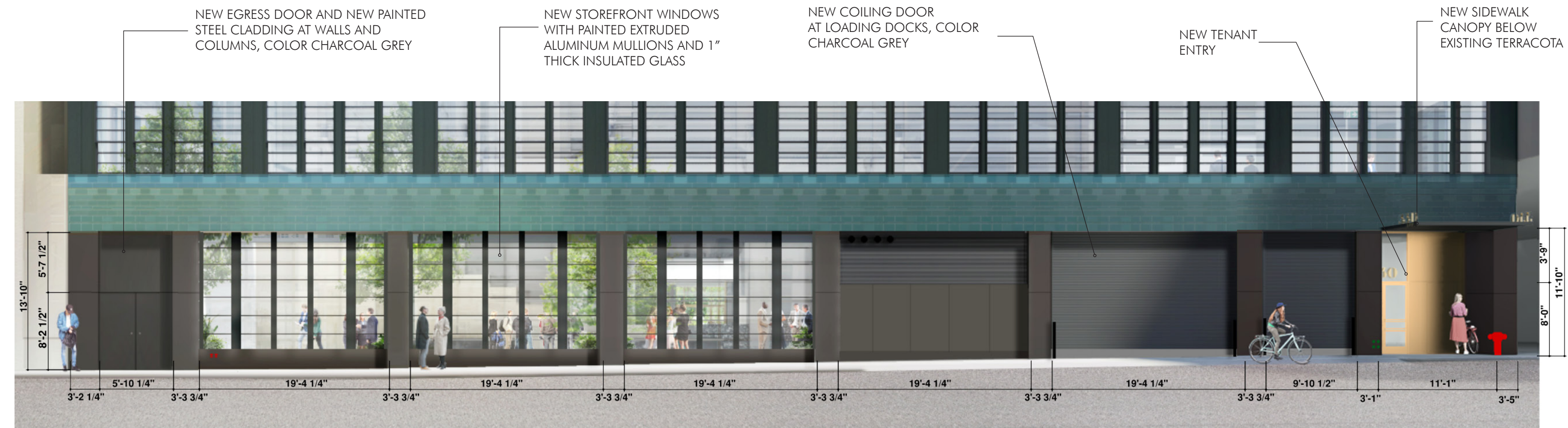


DAILY NEWS BUILDING (MCNY, 1936)





**CURRENT**



**PROPOSED**

**NOTE: APPROVED DESIGN FROM THE PUBLIC HEARING**



330 WEST 42ND STREET

# 41ST STOREFRONT | APPROVED





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