

April 21, 2026  
Public Hearing

The current proposal is:

Preservation Department – Item 6, LPC-26-04287

## **170 Central Park West – The New York Historical Society Individual Landmark**

**To testify virtually, please join Zoom**

**Webinar ID:** 160 200 9644

**Passcode:** 979898

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

**Note:** If you want to testify virtually 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.

# THE NEW YORK HISTORICAL SIGNAGE MASTER PLAN

PRESENTED TO THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION

APRIL 21, 2026



PBDW ARCHITECTS

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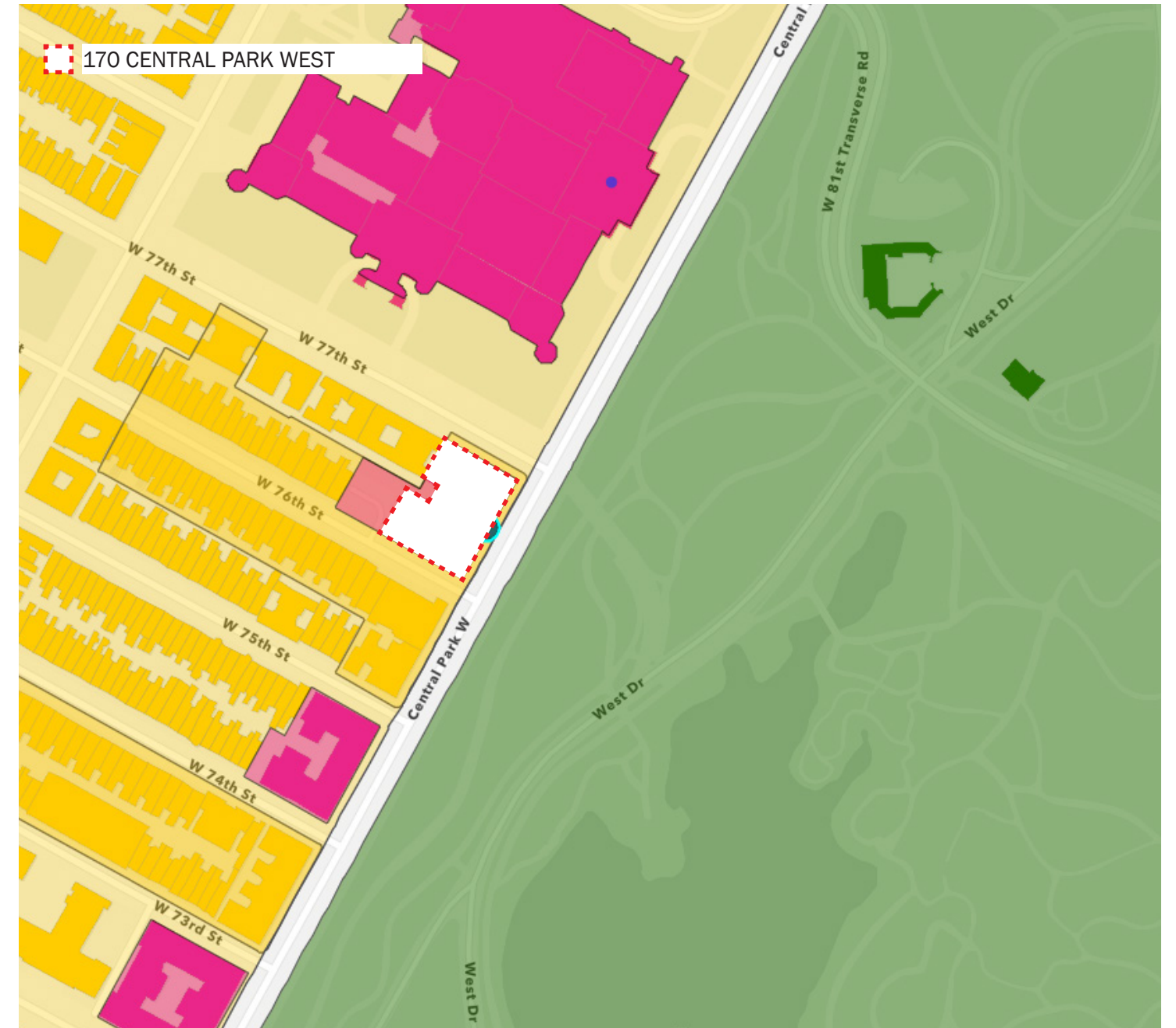
# 1

## INTRODUCTION: BUILDING EXTERIOR & CONTEXT OVERVIEW



**ZONING AND LAND USE MAP**

ADDRESS: 170 CENTRAL PARK WEST  
 BOROUGH: MANHATTAN  
 BLOCK: 1129  
 LOT: 29



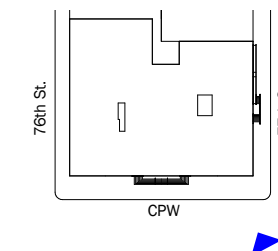
**HISTORIC DISTRICT MAP**

LP-0281 NEW YORK HISTORICAL SOCIETY INDIVIDUAL LANDMARK  
 LP-1647 UPPER WEST SIDE/CENTRAL PARK WEST HISTORIC DISTRICT  
 LP-0713 CENTRAL PARK WEST - 76TH STREET HISTORIC DISTRICT  
 LISTED ON THE STATE/NATIONAL REGISTER OF HISTORIC PLACES SINCE 1982

**ZONING AND HISTORIC DISTRICT MAPS**



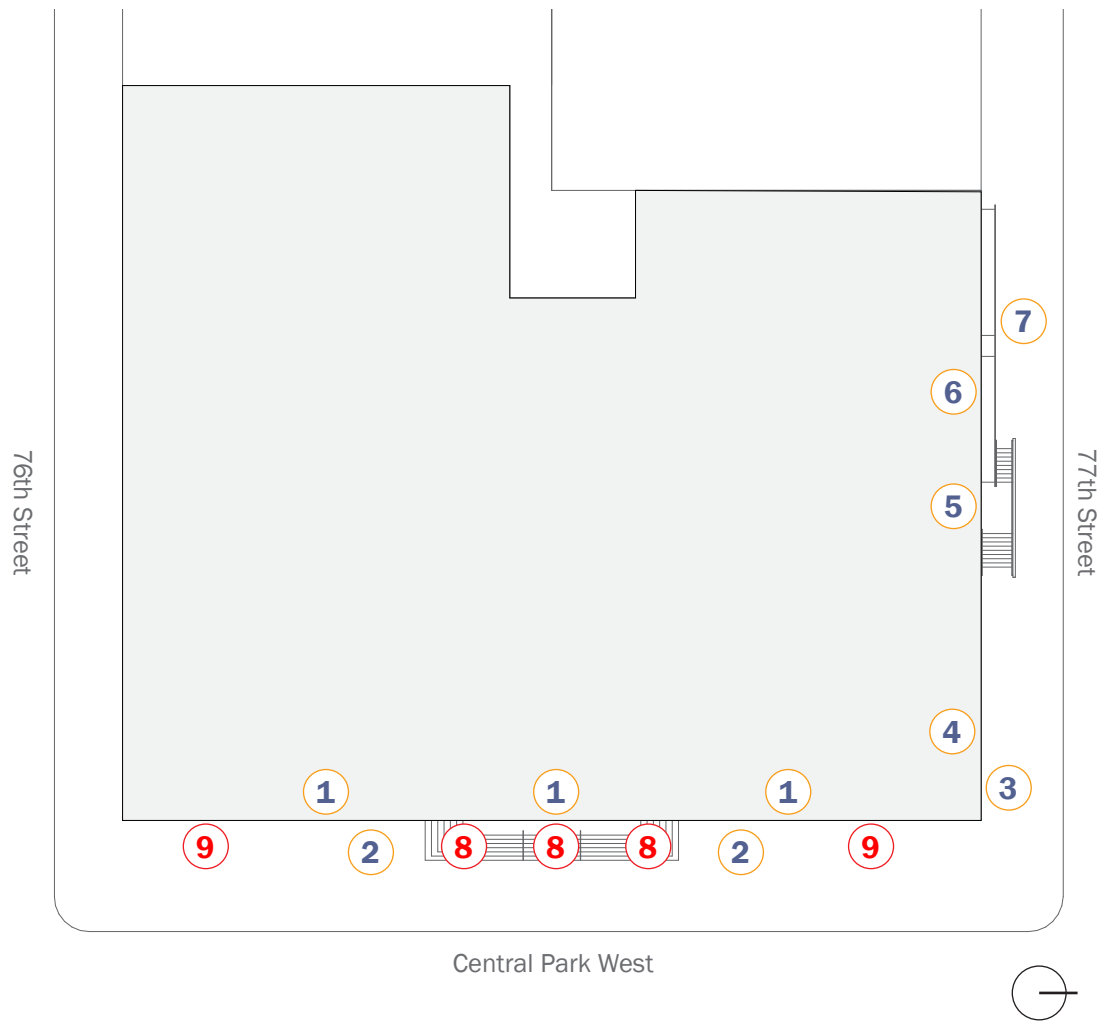
NYH CENTRAL PARK WEST - NORTHEAST CORNER LOOKING SOUTH, C. 1937.  
SOURCE: THE MUSEUM OF THE CITY OF NEW YORK DIGITAL COLLECTIONS



**HISTORIC PHOTOGRAPHS**

# 2

## THE NEW YORK HISTORICAL EXISTING SIGNAGE



EXISTING SIGNAGE LAYOUT - KEY PLAN



1 Banners on East Elevation



2 Kiosks on Central Park West



3 Institutional Signage at North Elevation



4 Window Neon Sign, North Elevation



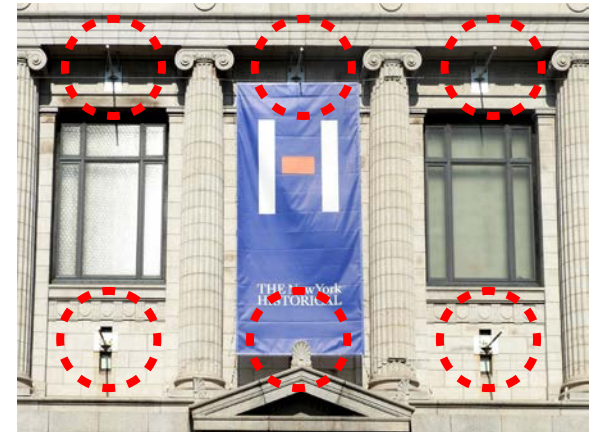
5 Door Decals for Restaurant, North Elevation



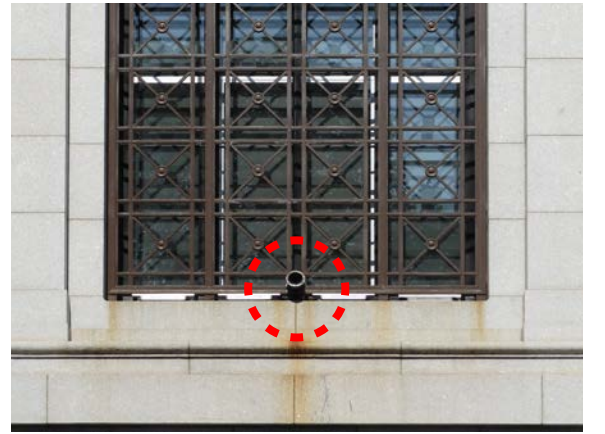
6 Window Decals for Store, North Elevation



7 Ramp Handrail Signage at North Elevation



8 Vertical Banner Structure at East Elevation (not in use)



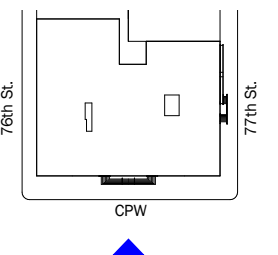
9 Flagpole Structure at East Elevation (not in use)

EXISTING SIGNAGE LAYOUT - EXISTING CONDITIONS PHOTOGRAPHS

**EXISTING SIGNAGE LAYOUT & HARDWARE**



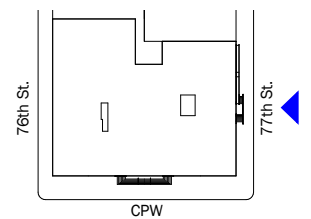
PHOTOGRAPH OF EAST ELEVATION AT CENTRAL PARK WEST, FEBRUARY 2026



**SIGNAGE LAYOUT - EXISTING CONDITIONS**



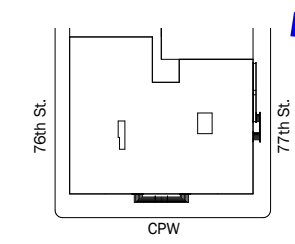
PHOTOGRAPH OF NORTH ELEVATION AT 77TH ST., JANUARY 2026



**SIGNAGE LAYOUT - EXISTING CONDITIONS**



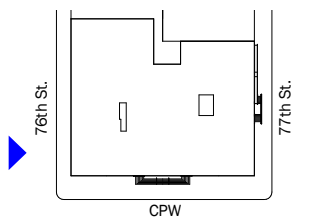
DECALS AT NORTH ENTRANCE RAMP AT 77TH ST., SEPTEMBER 2025



**SIGNAGE LAYOUT - EXISTING CONDITIONS**



PHOTOGRAPH OF SOUTH ELEVATION AT 76TH ST., SEPTEMBER 2025



**SIGNAGE LAYOUT - EXISTING CONDITIONS**

# 3

## THE NEW YORK HISTORICAL PROPOSAL FOR SIGNAGE MASTERPLAN



NORTH ELEVATION BANNER, LPC-23-02490 (1997)



TEMPORARY EXHIBITION SIGNAGE (2004-2005)



NORTH AND EAST ELEVATION SIGNAGE, (2005)



WEST ELEVATION TEMPORARY BANNER, LPC-05-6182 (2005)



TEMPORARY EXHIBITION SIGNAGE (2009-2010)



KIOSKS AND FIN BANNERS, LPC DOCKET NO. 09-1034 (2011)

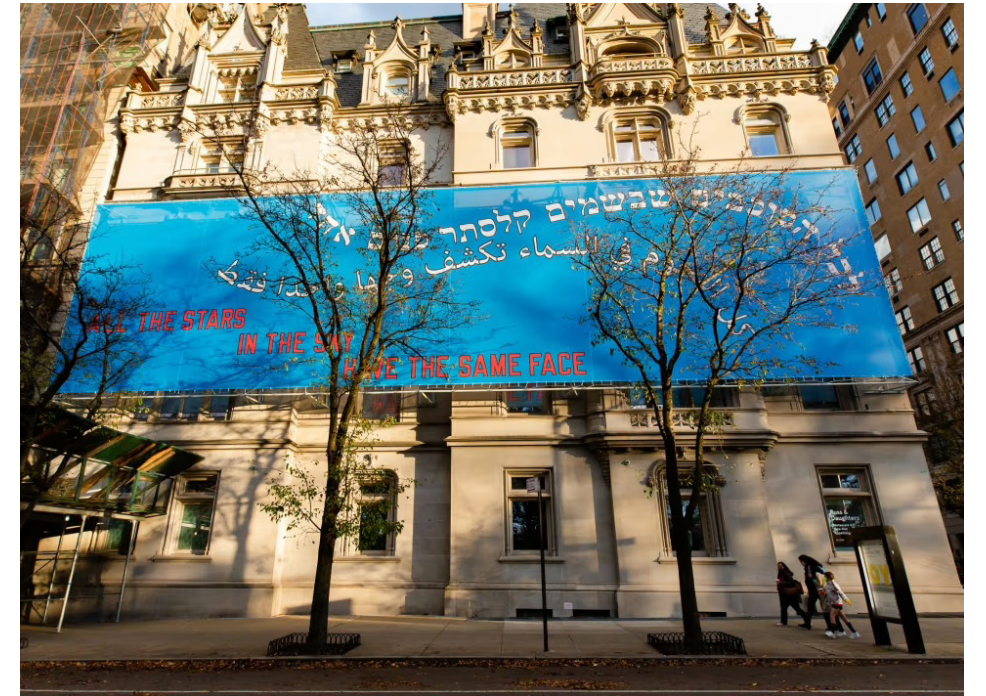
**EXAMPLES OF PAST SIGNAGE AT THE NEW YORK HISTORICAL**



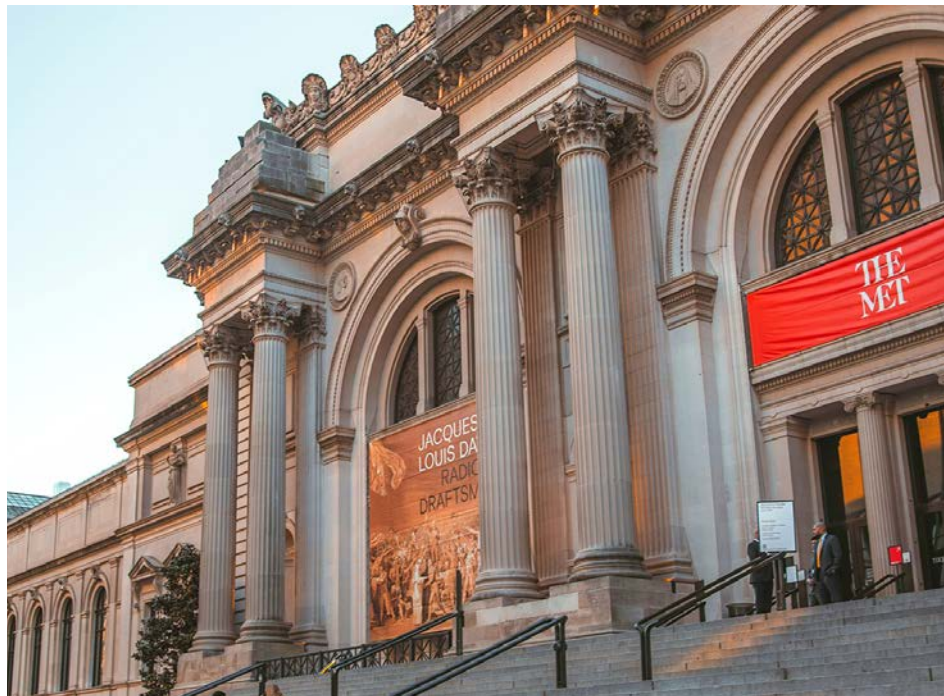
MUSEUM OF THE CITY OF NEW YORK, ENTRY BANNERS, 2011



AMERICAN MUSEUM OF NATURAL HISTORY, ENTRY BANNERS, 2019



JEWISH MUSEUM, TEMPORARY ARTWORK BY LAWRENCE WEINER, 90 DAY INSTALLATION, 2020



METROPOLITAN MUSEUM OF ART, ENTRY BANNERS, 2020



BROOKLYN MUSEUM ENTRY BANNERS, 2020

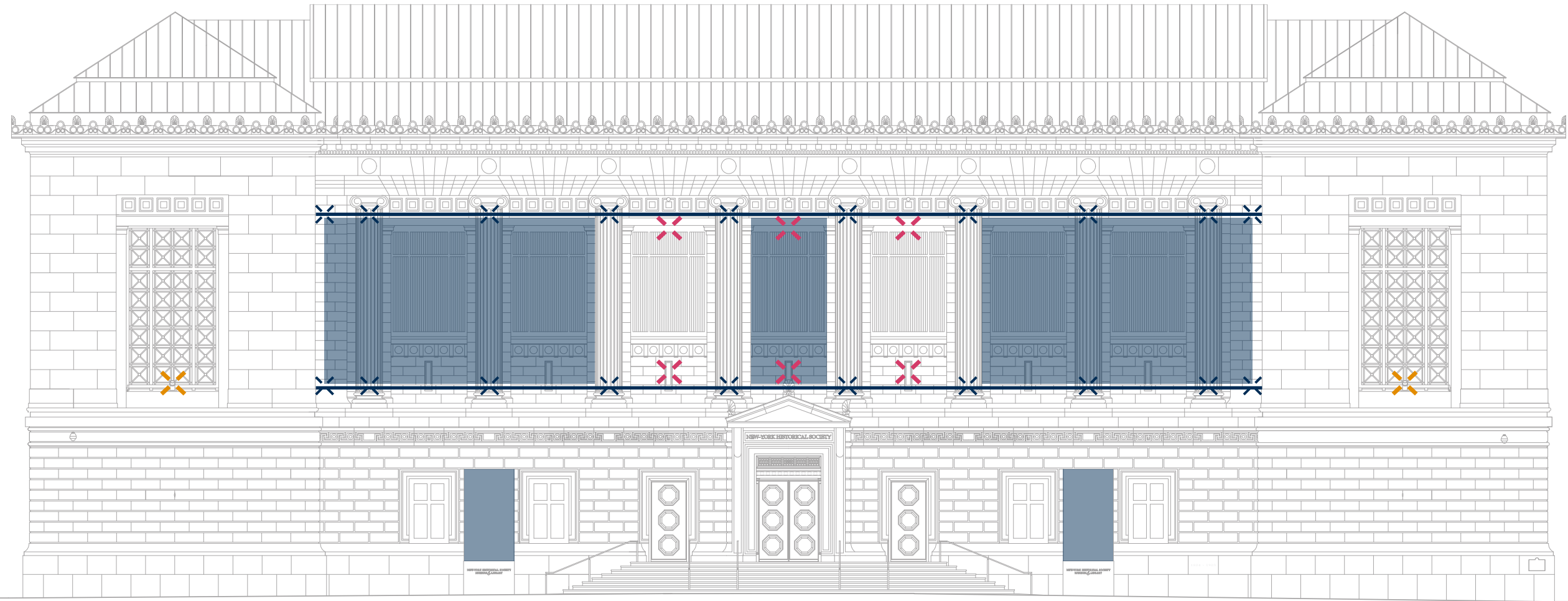


DDC ART INSTALLATION AT STATEN ISLAND COURTHOUSE, 2022

### EXAMPLES OF EXTERIOR SIGNAGE AT LANDMARK BUILDINGS IN NEW YORK CITY

**KEY**

- Existing Banners and Kiosks
- Existing Anchoring Hardware
- Existing Cable System
- Existing Flagpole Hardware (not in use)
- Existing Banner Hardware (not in use, to be removed)

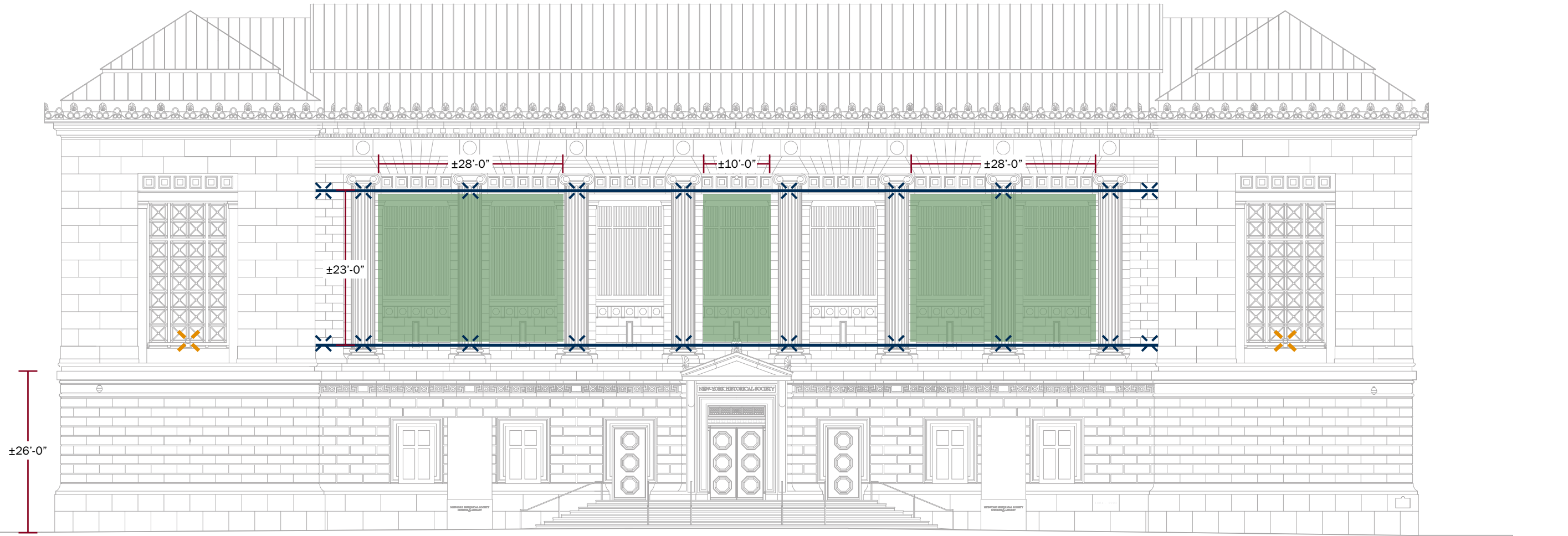


EAST ELEVATION - EXISTING SIGNAGE LAYOUT

**EXISTING SIGNAGE AND ATTACHMENTS**

KEY

- Proposed Banners
- Existing Anchoring Hardware to Remain
- Existing Cable System to Remain
- Existing Flagpole Hardware to Remain

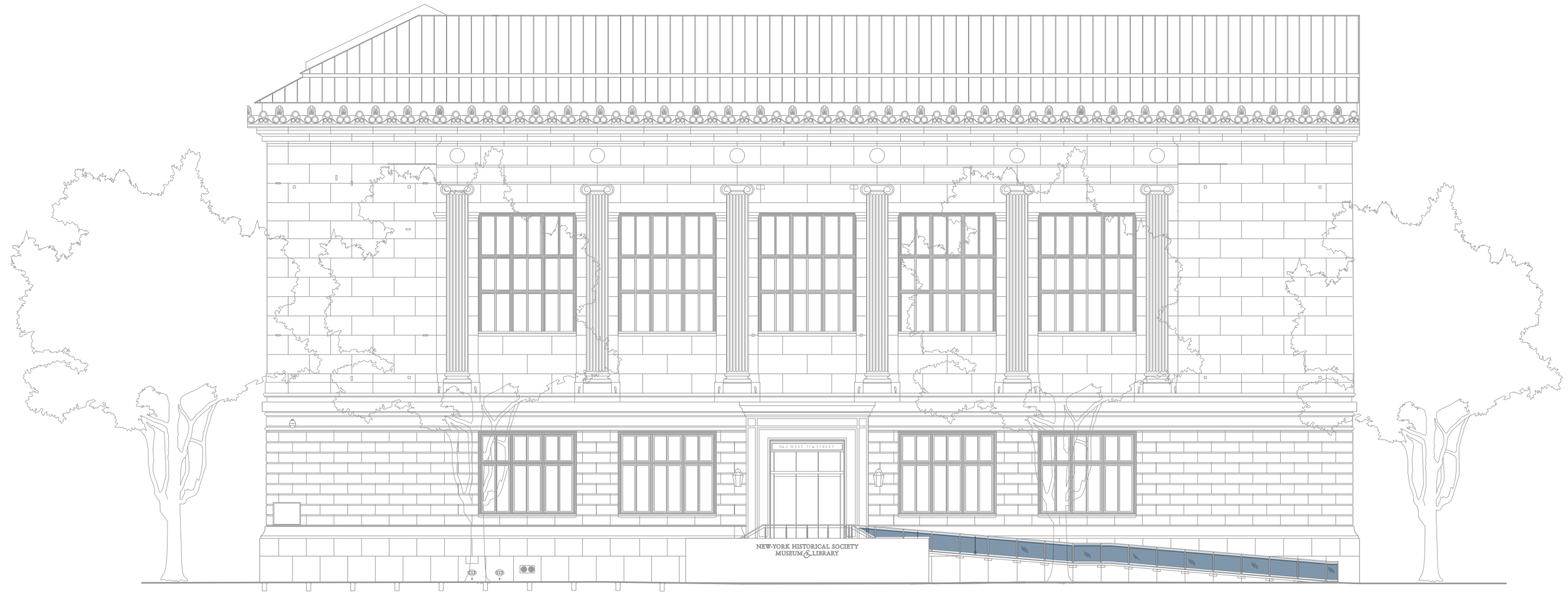


EAST ELEVATION - PROPOSED SIGNAGE LAYOUT

PROPOSED SIGNAGE MASTERPLAN

KEY

Existing Decals

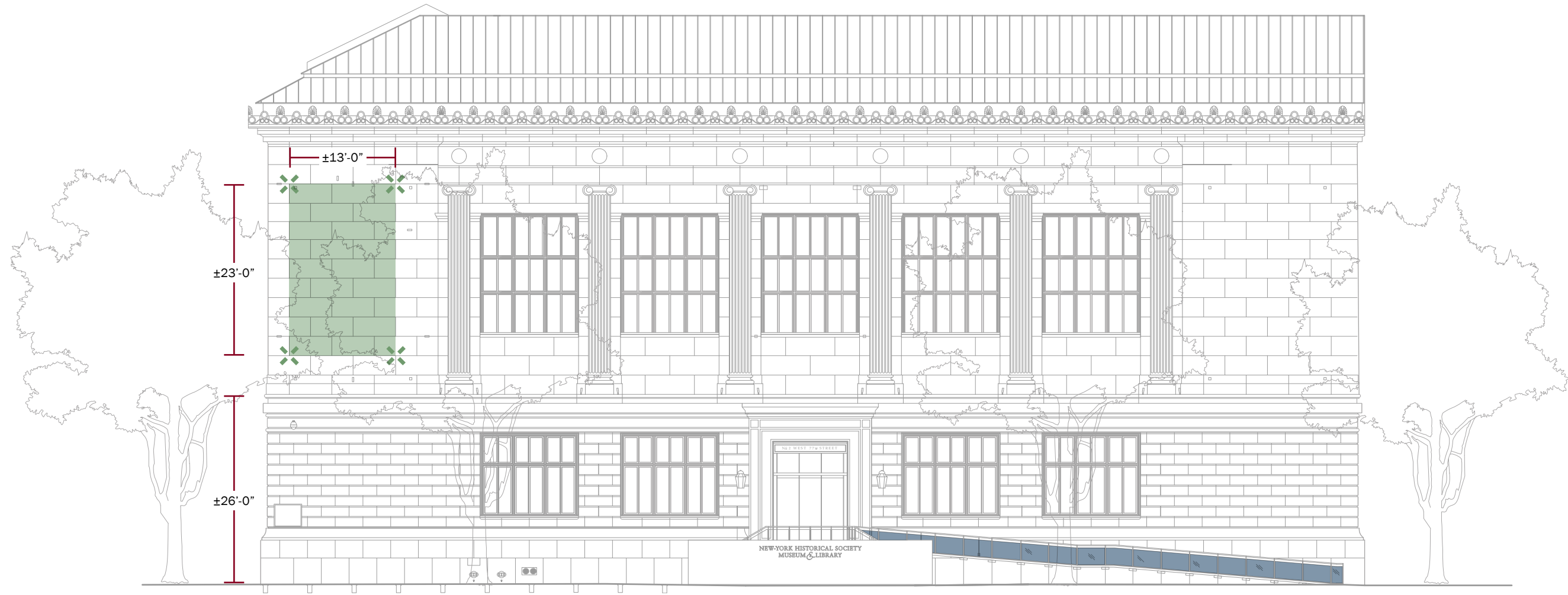


NORTH ELEVATION - EXISTING SIGNAGE LAYOUT

EXISTING SIGNAGE AND ATTACHMENTS

**KEY**

- Existing Decals
- Proposed Banner
- Proposed Anchoring Hardware



NORTH ELEVATION - PROPOSED SIGNAGE LAYOUT

**PROPOSED SIGNAGE MASTERPLAN**



SOUTH ELEVATION - EXISTING SIGNAGE LAYOUT

**EXISTING SIGNAGE AND ATTACHMENTS**

KEY

- Proposed Banner
- Proposed Anchoring Hardware

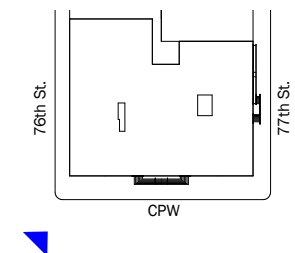


SOUTH ELEVATION - PROPOSED SIGNAGE LAYOUT

PROPOSED SIGNAGE MASTERPLAN



RENDERING OF EAST ELEVATION AT CENTRAL PARK WEST, SOUTHWEST CORNER VIEW, PROPOSED LAYOUT



**SIGNAGE LAYOUT - PROPOSED BANNER LAYOUT AT CENTRAL PARK WEST FACADE**

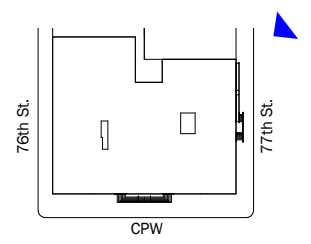


RENDERING OF NORTHEAST CORNER VIEW, PROPOSED LAYOUT

**SIGNAGE LAYOUT - PROPOSED BANNER LAYOUT AT 77TH ST. FACADE**



RENDERING OF 77TH ST. RAILING DECALS, PROPOSED LAYOUT WITH OFF-WHITE BACKGROUND (APPROXIMATE DECALS SIZE 2'-4" X 3'-6")



**SIGNAGE LAYOUT - PROPOSED BANNER LAYOUT AT 77TH ST. FACADE**

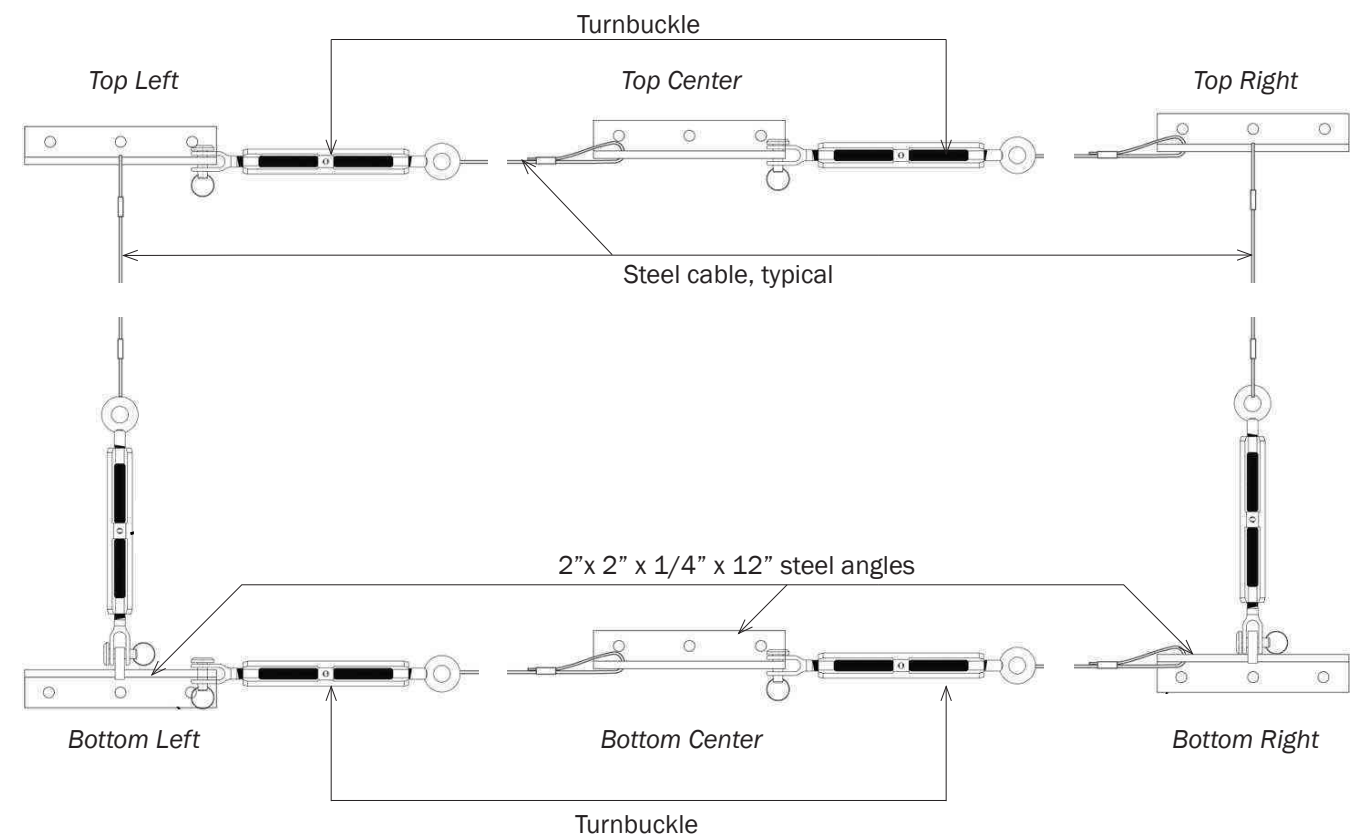
**KEY**

- Existing Bracket for Turnbuckle to remain
- Existing closed-eye routing eyebolt to remain
- Existing steel cable system to remain



Type 316 stainless, 1/2"-13  
Thread size. 3" - 4" embedment  
epoxy anchors

**EXISTING CLOSED-EYE ROUTING EYEBOLT**



**DETAILS OF EXISTING BRACKETS WITH TURNBUCKLE HARDWARE**



**EAST ELEVATION - EXISTING ATTACHMENT SYSTEM AND CABLE SYSTEM TO REMAIN**

**EXISTING SIGNAGE ATTACHMENT SYSTEM AT CENTRAL PARK WEST FACADE**



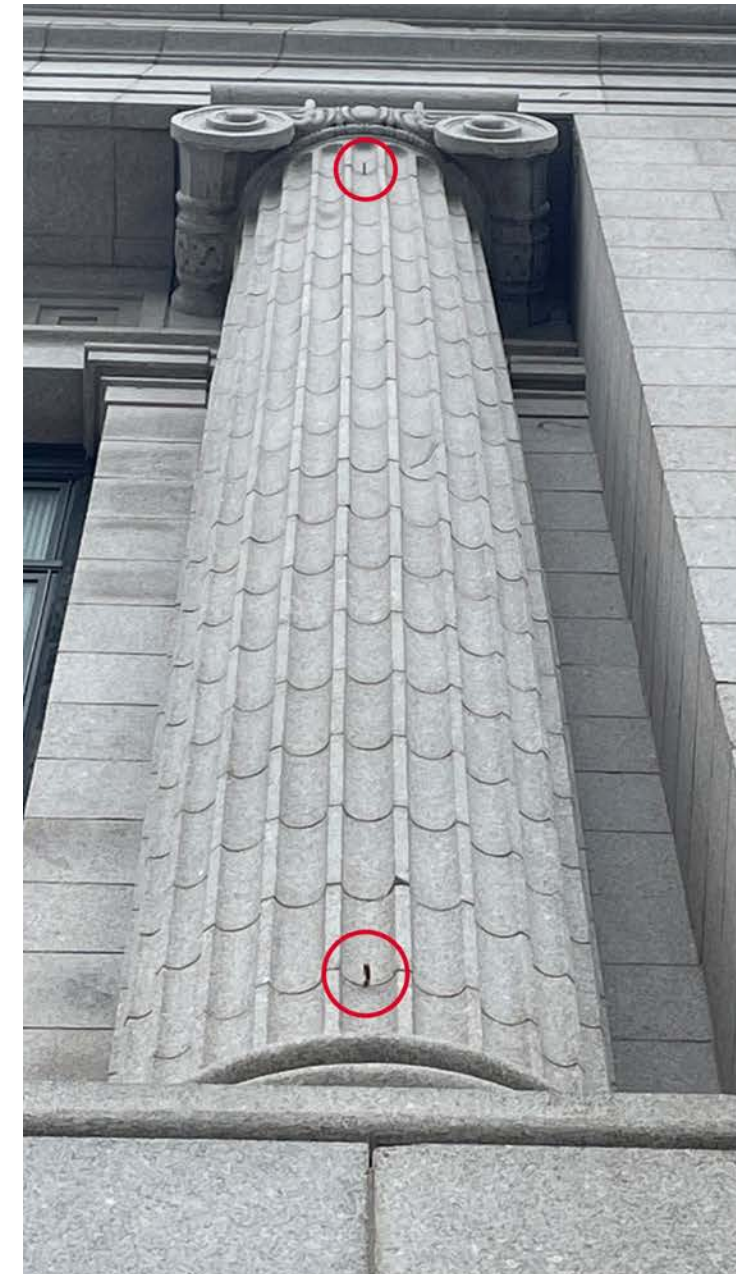
EXISTING BRACKET AT SOUTH SIDE OF EAST FACADE TO REMAIN



EXISTING BRACKET AT CENTER COLUMN TO REMAIN



EXISTING BRACKET AT NORTH SIDE OF EAST FACADE TO REMAIN

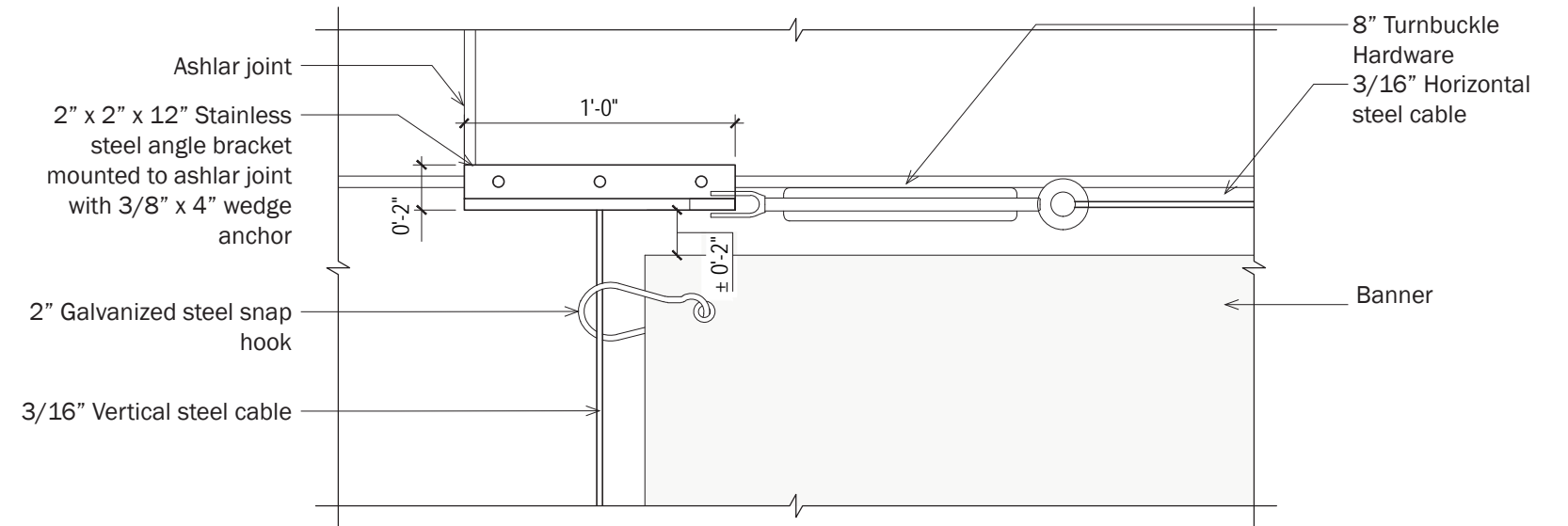
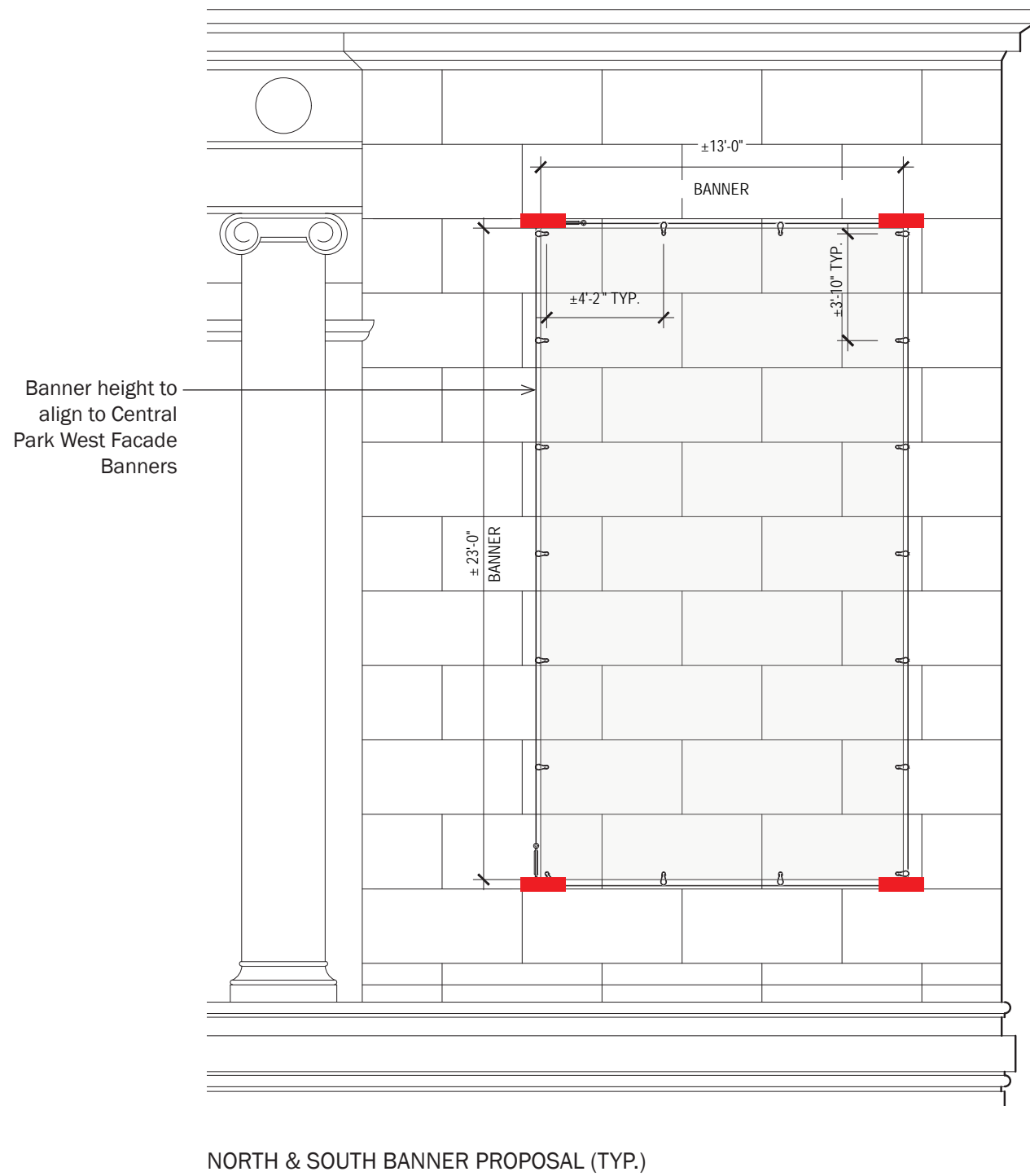


TYPICAL EXISTING CLOSED-EYE ROUTING EYEBOLT HARDWARE AT COLUMN OF EAST FACADE TO REMAIN AT ALL LOCATIONS

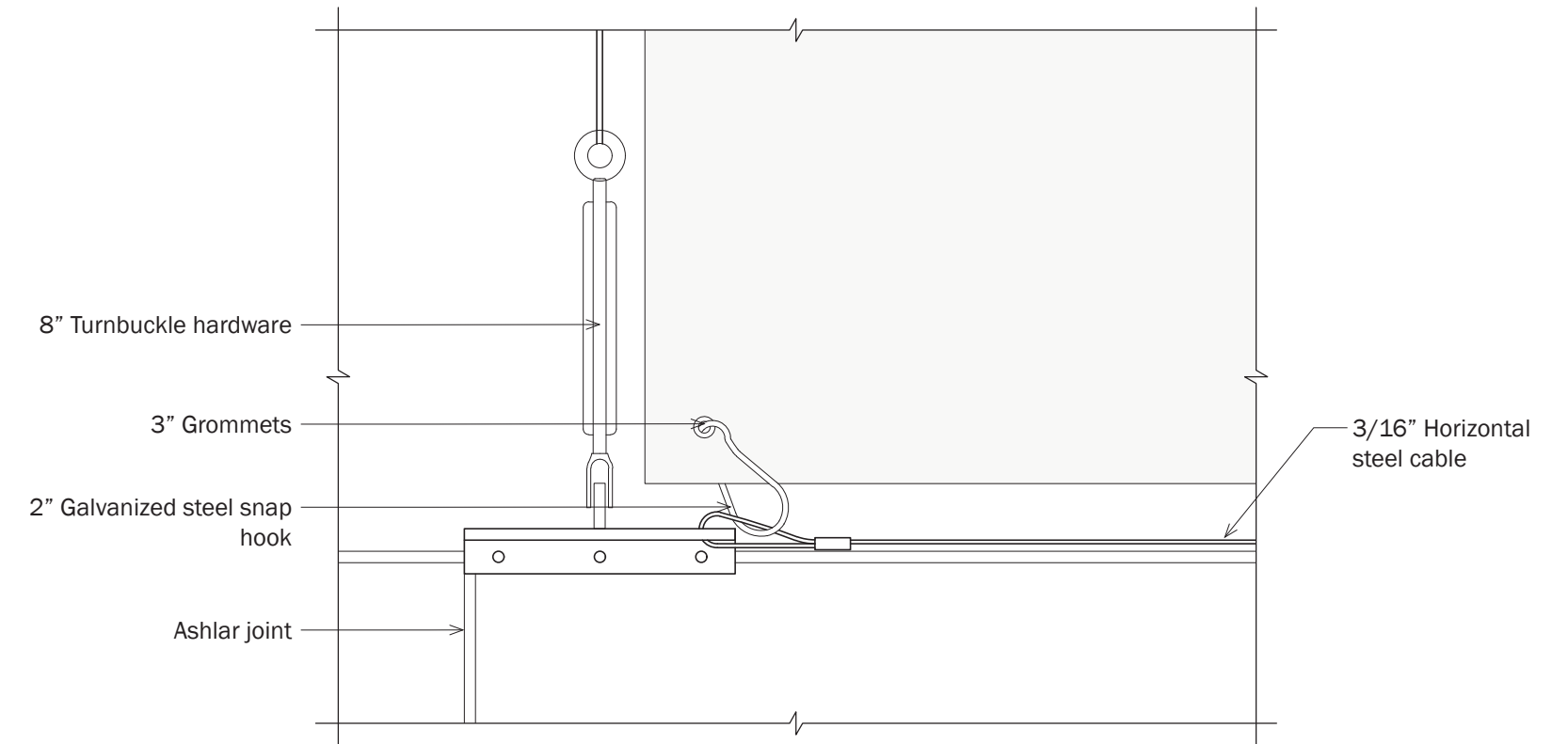
**EXISTING SIGNAGE ATTACHMENT SYSTEM AT CENTRAL PARK WEST FACADE**

**KEY**

■ Proposed Bracket at Ashlar Joints



TOP LEFT CORNER (DETAIL)



BOTTOM LEFT CORNER (DETAIL)

**PROPOSED BANNER ATTACHMENT SYSTEM AT NORTH AND SOUTH FACADES**

# 5

## PROPOSED LIGHTING FOR CENTRAL PARK WEST FACADE COLONNADE



CENTRAL PARK WEST FACADE LIGHTING, 2011

**EXAMPLE OF PAST LIGHTING AT CENTRAL PARK WEST FACADE**



CENTRAL PARK WEST FACADE LIGHTING, 2025

### EXISTING LIGHTING AT CENTRAL PARK WEST FACADE



DARYL ROTH THEATRE, NEW YORK



MORGAN LIBRARY, NEW YORK



THE MET MUSEUM, NEW YORK



DARYL ROTH THEATRE (FIXTURE DETAIL), NEW YORK



MORGAN LIBRARY (FIXTURE DETAIL), NEW YORK



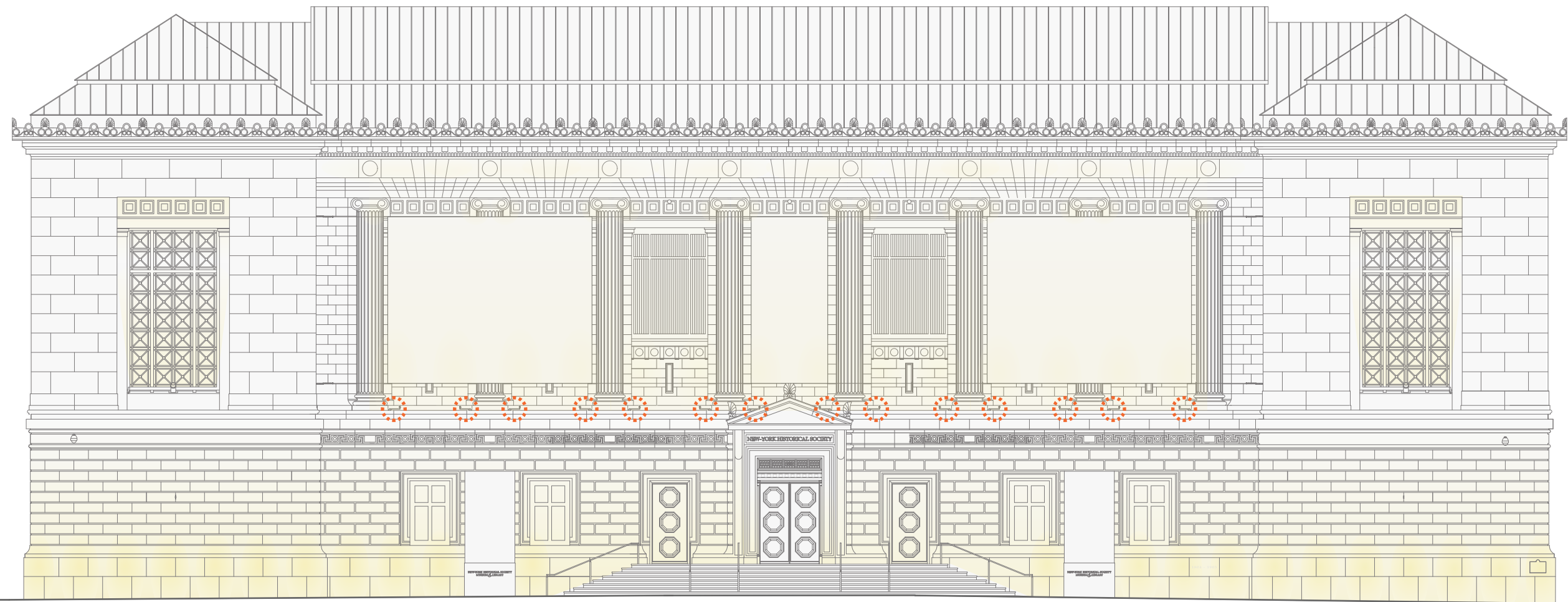
THE MET MUSEUM (FIXTURE DETAIL), NEW YORK

**EXAMPLES OF EXTERIOR LIGHTING FIXTURES IN HISTORIC BUILDINGS IN NEW YORK CITY**

KEY

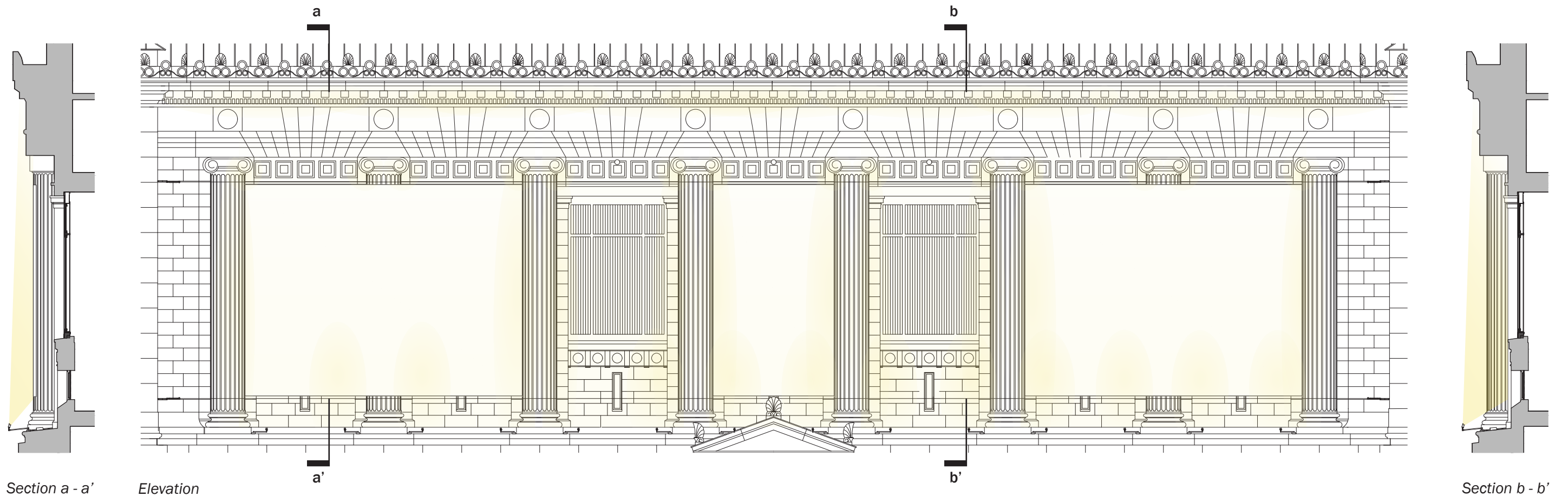


Fixture replacement at colonnade using existing j-box locations



EAST ELEVATION - PROPOSED LIGHTING

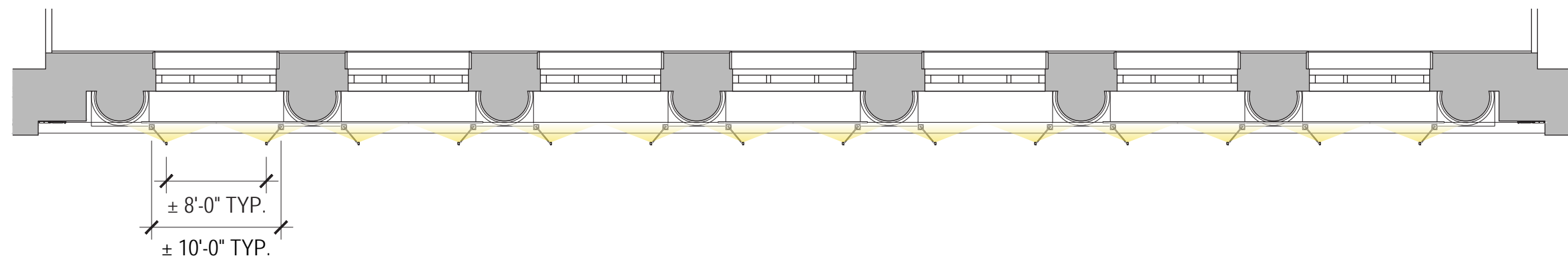
**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE**



Section a - a' Elevation

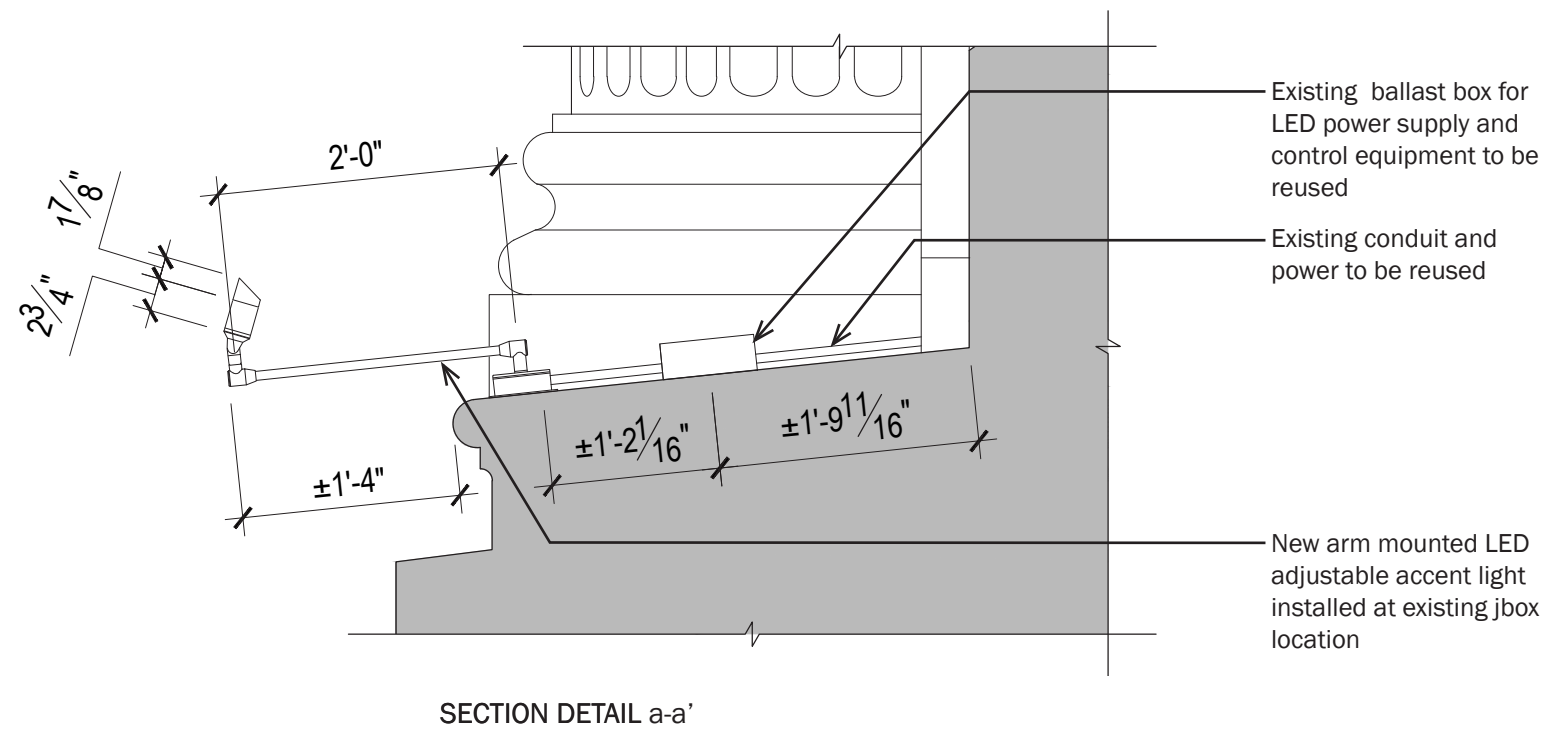
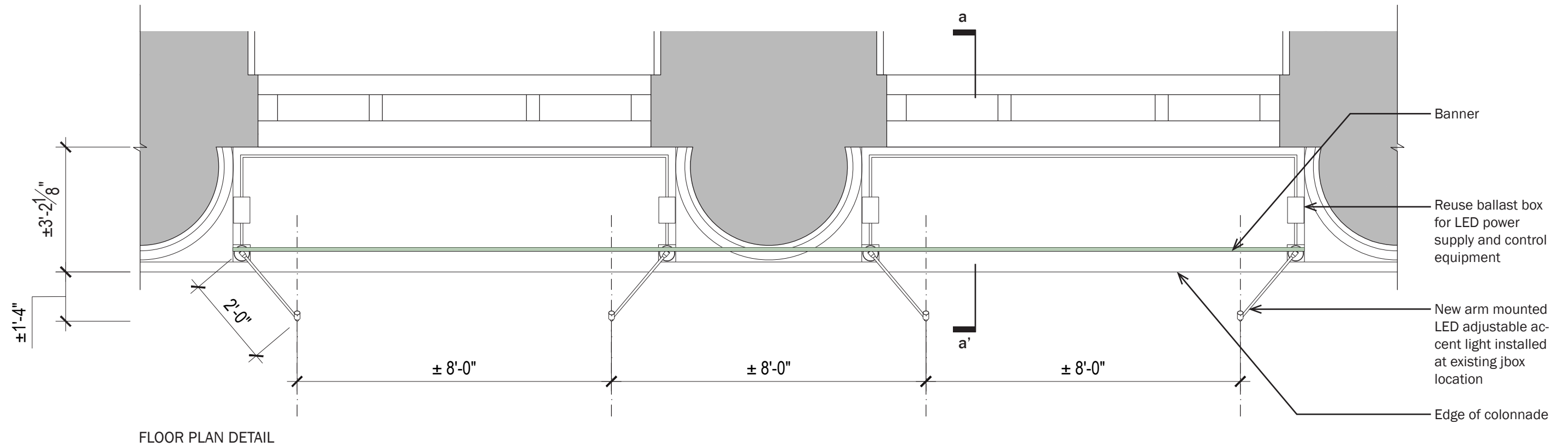
Section b - b'

COLONNADE ELEVATION AND SECTIONS



COLONNADE FLOOR PLAN

**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE**



**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE - FIXTURE REPLACEMENT**

## SPECIFICATIONS

### DESCRIPTION:

MR16 halogen sign light with a 24" 90° stem extension. Suitable for wet/damp/dry location installations.

### MATERIAL:

Standard overall material is 6061 aluminum.  
HL-716 - Machined Aluminum

### FINISH:

AA - Anodized Satin Aluminum  
AP - Powder Coat Aluminum  
BK - Powder Coat Black  
BZ - Powder Coat Bronze  
WT - Powder Coat White

### HALOGEN LAMPING OPTION:

Lamp Type - 12V halogen MR16 lamp, bi-pin  
GX5.3 base, 50W max, not included (standard).

### LED OPTIONS

Integral high output LED, warm white 85 CRI  
(3000K CCT) standard, others available.

3LED - 3W LED - 180 lumens  
8LED - 8W LED - 300 lumens  
8LED-E - 8.4W LED - 565 lumens

### OPTICS

3LED and 8LED:

SP - Spot, 12°  
NF - Narrow Flood, 24°  
FL - Flood, 36°

8LED-E:

SP - Spot 14°  
NF - Narrow Flood, 25°  
MF - Medium Flood, 30°  
FL - Flood, 40°

### VOLTAGE:

12 - 12 VAC output transformer required, not included.

### MOUNTING:

Fixture is equipped with a 4.75" mounting plate and (2) mounting screws.

### OPTIONS:

Glare shields

GL-10 - Short Angled, aluminum  
GL-11 - Angled, aluminum  
GL-13 - Straight, aluminum

Lenses/Louvers/Color Filters

LA-1 - Hexcell Louver (Black)  
LA-2 - Prismatic lens  
LA-3 - Linear spread lens  
LA-4 - Soft focus lens (diffused)  
LA-5 - Moonlight lens  
LA-6 - Blue lens

See fixture accessories for more information.

### SAMPLE ORDER SPECIFICATION:

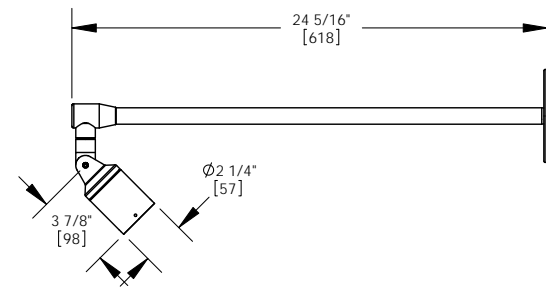
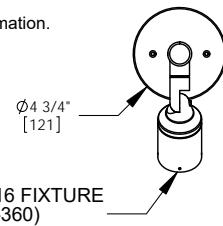
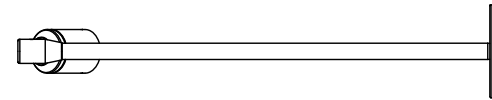
HL-716-AA-12-GL-13-LA-3

### RATING:

Wet/damp/dry location.



MADE IN THE USA



ORDER SPECIFICATION: \_\_\_\_\_  
Fixture - Finish - Lamping - Voltage - Options/Access.

PROJECT:

APPROVED:

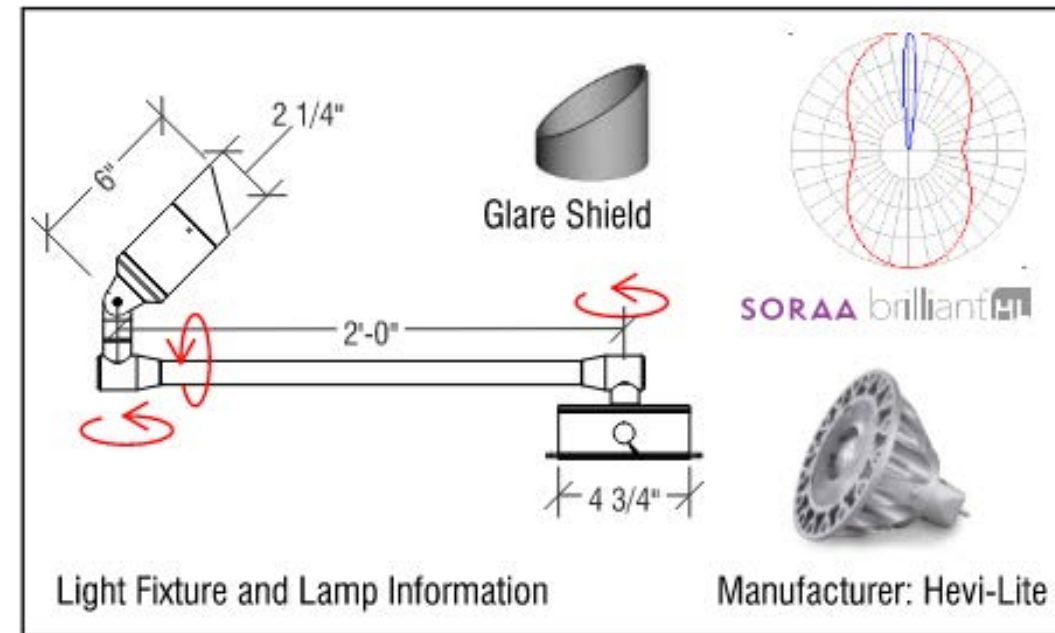
NOTE:

TYPE:

**HEVI LITE, INC.**  
9714 Variel Ave, Chatsworth, CA 91311  
Tel. (818) 341-8091 - Fax (818) 998-1986  
Web Site <http://www.hevilite.com>

CATALOG NUMBER:  
**HL-716**

THE INFORMATION CONTAINED IN THIS DRAWING IS THE SOLE PROPERTY OF HEVI LITE, INC. ANY REPRODUCTION IN PART OR WHOLE WITHOUT THE WRITTEN PERMISSION OF HEVI LITE, INC. IS PROHIBITED.

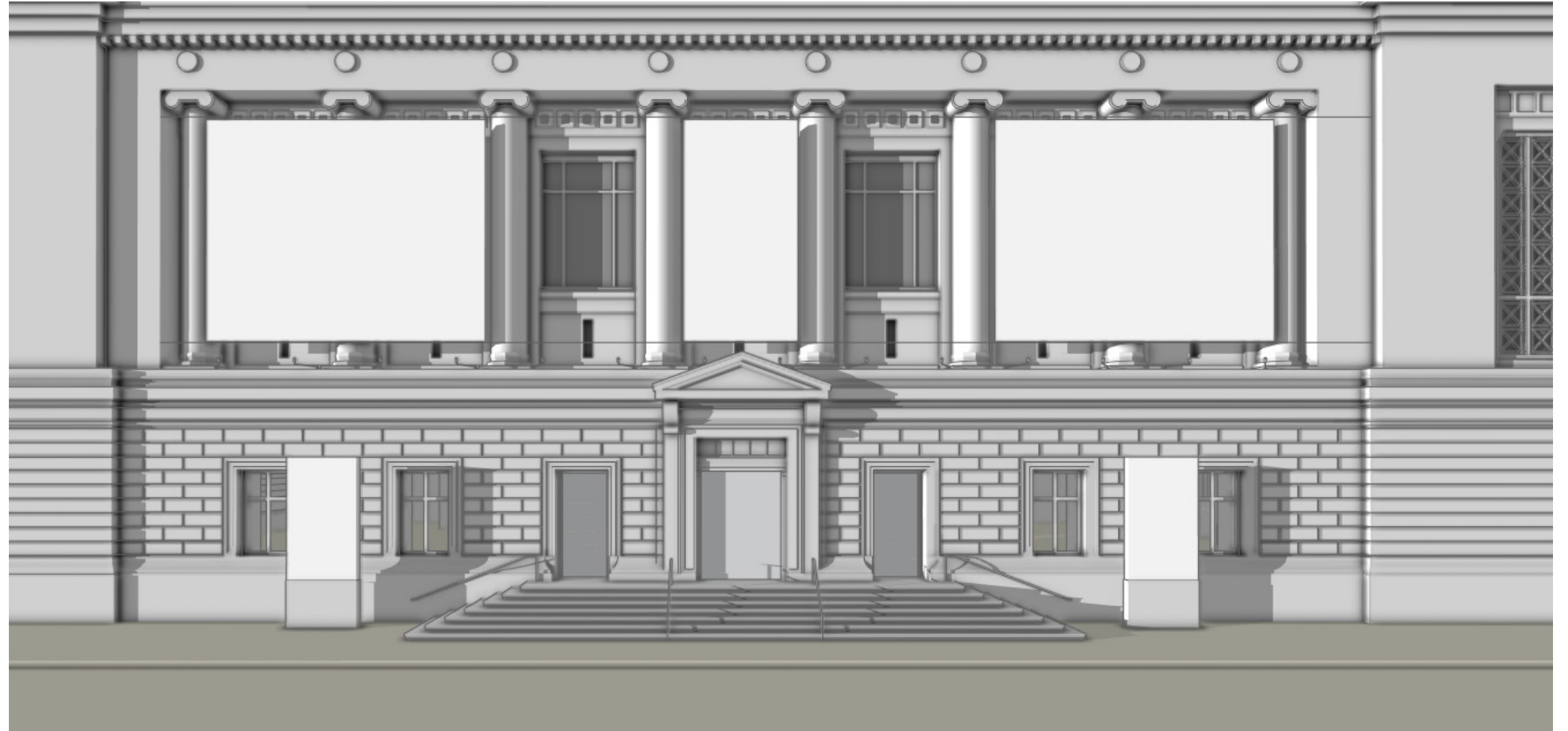


HEVI-LITE HL-716 WITH GLARE SHIELD AND 90 DEGREE STEM EXTENSION TO SM-6 JBOX INSTEAD OF MOUNTING PLATE

## LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE - FIXTURE REPLACEMENT



ESTIMATED FIXTURE VISIBILITY AT 6'-0" EYE VIEW FROM SIDEWALK



ESTIMATED FIXTURE VISIBILITY AT 6'-0" EYE VIEW FROM PARK SIDEWALK

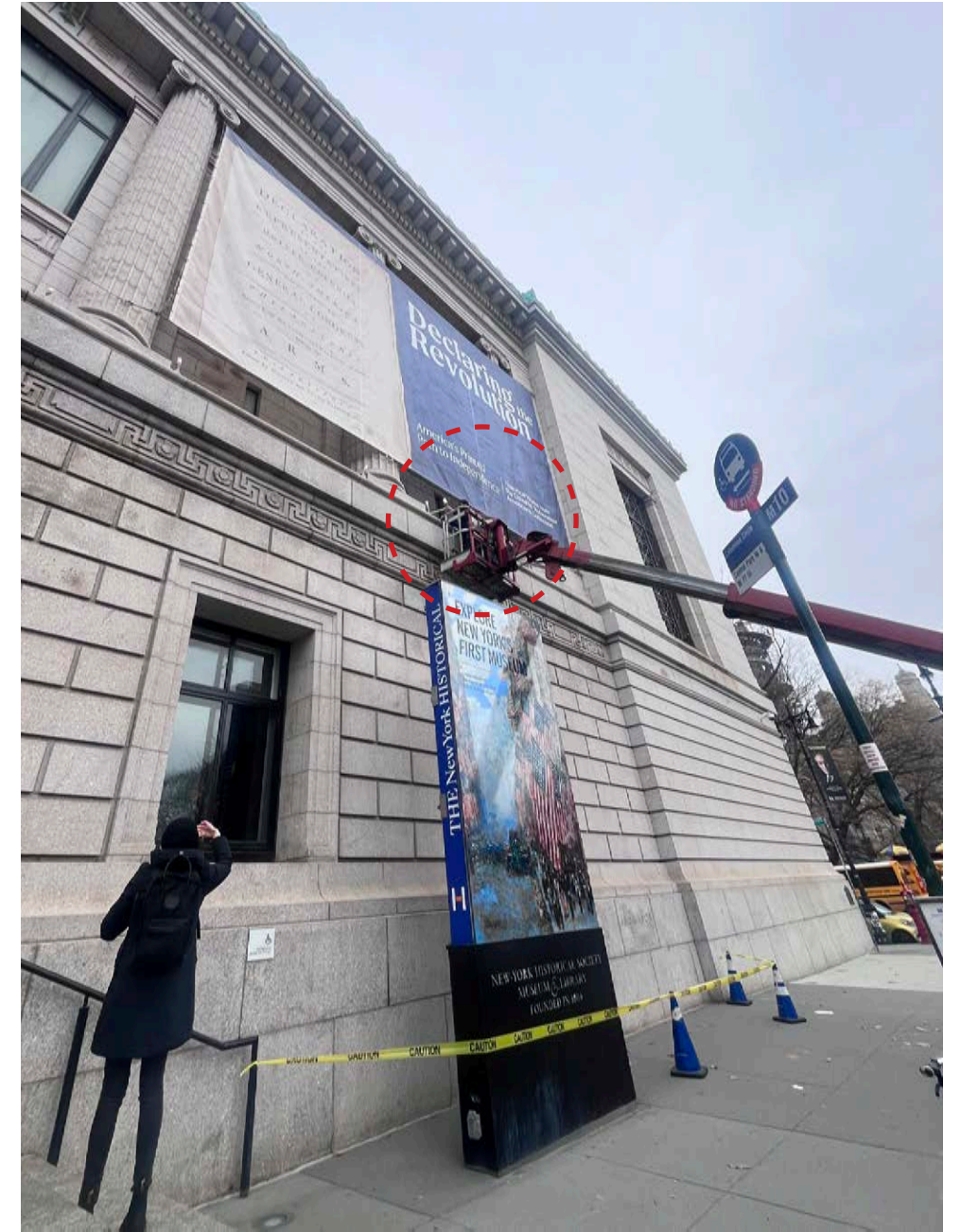
**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE - FIXTURE REPLACEMENT VISIBILITY**



FIXTURE VISIBILITY LOOKING UNDERNEATH CENTRAL PARK WEST COLONNADE



FIXTURE VISIBILITY LOOKING AT THE NORTH END OF THE COLONNADE AT CENTRAL PARK WEST FACADE



FIXTURE VISIBILITY FROM THE NORTH END OF CENTRAL PARK WEST ENTRANCE

**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE - FIXTURE REPLACEMENT VISIBILITY (MOCKUP)**



CLOSE-UP OF FIXTURE AT COLONNADE OF CENTRAL PARK WEST FACADE



CLOSE-UP OF FIXTURE AT COLONNADE OF CENTRAL PARK WEST FACADE



CLOSE-UP OF FIXTURE AT COLONNADE OF CENTRAL PARK WEST FACADE

**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE - FIXTURE REPLACEMENT VISIBILITY (MOCKUP)**



RENDERING OF EAST ELEVATION AT CENTRAL PARK WEST, SOUTHWEST CORNER VIEW, PROPOSED LIGHTING SCHEME

**LIGHTING PROPOSAL AT THE CENTRAL PARK WEST FACADE COLONNADE**



RENDERING OF EAST ELEVATION AT CENTRAL PARK WEST, SOUTHWEST CORNER VIEW, PROPOSED LAYOUT

**SIGNAGE LAYOUT - PROPOSED BANNER LAYOUT AT CENTRAL PARK WEST FACADE**

April 21, 2026  
Public Hearing

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Preservation Department – Item 6, LPC-26-04287

## **170 Central Park West – The New York Historical Society Individual Landmark**

**To testify virtually, please join Zoom**

**Webinar ID:** 160 200 9644

**Passcode:** 979898

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

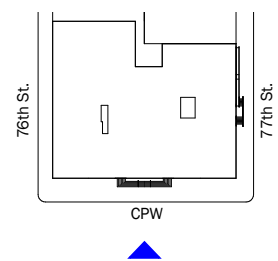
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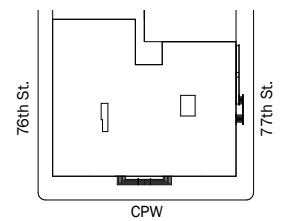
**5**  
**APPENDIX**



NYH CENTRAL PARK WEST - EAST ELEVATION, C. 1908-1912.  
SOURCE: DIGITAL CULTURE OF METROPOLITAN NEW YORK (DCMNY)



### HISTORIC PHOTOGRAPHS



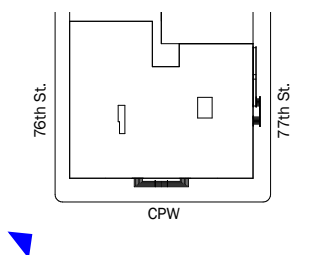
NYH CENTRAL PARK WEST FACADE TAX PHOTOGRAPH - SOUTHEAST CORNER LOOKING NORTH, C. 1940.

SOURCE: 1940 TAX DEPARTMENT PHOTOGRAPHS COLLECTION

### HISTORIC PHOTOGRAPHS



NYH CENTRAL PARK WEST - SOUTHEAST CORNER LOOKING NORTH, C. 1975.  
SOURCE: THE MUSEUM OF THE CITY OF NEW YORK COLLECTION



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