



5

Historic and Cultural Resources

This chapter assesses the potential of the Proposed Action to impact historic and cultural resources, which include archaeological and architectural resources. The analysis presented herein addresses the historic and cultural resources of the 343 Madison Avenue site and Study Area for existing conditions. The analysis considers the No-Action condition and the With-Action condition for the 343 Madison Avenue site in the 2026 analysis year when the project is expected to be completed.

Introduction

As described in **Chapter 1, Project Description**, the Proposed Action would facilitate the development by a private applicant, BP 347 Madison Associates, LLC (BP) of an approximately 925,630-gross-square-foot (gsf), 30.0-FAR building on the 343 Madison Avenue site. The Proposed Project would be up to approximately 1,050 feet tall (including the bulkhead) and would contain offices, retail, transit access, and a transit hall at ground level. The project would provide on-site transportation improvements that would create new pedestrian access to, and egress from, the Long Island Rail Road (LIRR) East Side Access (ESA) concourse (the existing connection from 45th Street to the Grand Central Terminal Roosevelt passageway would remain adjacent to the site at 52 Vanderbilt). The Proposed Project would also improve passenger circulation at the Grand Central – 42nd Street Subway Station—including improvements to passenger connections to the IRT Flushing Line (#7 Train) platform.

The Project Site is comprised of Lots 23-25 and 48 on Block 1279 in East Midtown Manhattan. Block 1279 is bounded by Madison Avenue to the west, Vanderbilt Avenue to the east, East 44th Street to the south, and East 45th Street to the north. There are three buildings on the Project Site (lots 23, 24, and 48) that are currently vacant and in initial phases of demolition. They previously contained a total of 351,871 gsf of mixed commercial office and retail use. The fourth structure on Lot 25 contains a 2,482 gsf ventilation structure for the ESA.

Since the Proposed Project includes discretionary actions by the City Planning Commission (CPC) and the Metropolitan Transportation Authority (MTA), it is subject to environmental review under the State Environmental Quality Review Act (SEQRA) and City Environmental Quality Review (CEQR) regulations and guidelines. The CEQR *Technical Manual* recommends that a historic resources assessment be performed if a proposed action would result in any of the following actions: in-ground disturbance; new construction, demolition, or significant physical alteration of any building, structure, or object; the change in scale, visual prominence, or visual context of any building, structure, or object or landscape feature; or the screening or elimination of publicly accessible views, even if no known historic resources are located nearby. Since the Proposed Action is expected to result in some of these conditions, a full analysis was undertaken. Therefore, this analysis has been prepared in accordance with CEQR and SEQRA in consultation with the New York City Landmarks Preservation Commission (LPC), and is subject to ongoing consultation with the New York State Office of Parks, Recreation and Historic Preservation (OPRHP), acting in its capacity as the New York State Historic Preservation Office (SHPO).

Principal Conclusions

An assessment was conducted and determined that the Proposed Action would not result in significant adverse impacts on historic or cultural resources, as summarized below.

Archaeological Resources

The study area for archaeological resources is the Project Site, which is the area that would be disturbed by project construction. In an Environmental Review letter dated July 2, 2020, the New York City Landmarks Preservation Commission (LPC) determined that the 343 Madison Avenue Project Site does not possess archaeological sensitivity (see **Appendix A, Historic and Cultural Resources**). SHPO concurred with this finding in an email dated December 31, 2020 (see also **Appendix A**). Therefore, no further analysis of archaeological resources was warranted.

Architectural Resources

In 2018, the MTA board approved the demolition of the existing buildings, which was subject to a Negative Declaration under SEQRA. LPC and SHPO determined that the existing buildings are neither New York City Landmarks (NYCL), nor eligible or listed State/National Registers of Historic Places (S/NR) properties (see **Appendix A**). The initial phase of demolition is currently underway and includes a construction protection plan (CPP) to avoid inadvertent construction-period damage to the contiguous Yale Club at 50 Vanderbilt Avenue, an NYCL and S/NR-eligible building, and the S/NR-eligible Vanderbilt Concourse Building at 52 Vanderbilt Avenue. To carry out the Proposed Project, a similar CPP would be

developed and implemented by BP 347 Madison Associates, LLC for both buildings in consultation with LPC, SHPO, and the MTA. The CPP would take into account guidance provided in the *CEQR Technical Manual* to outline steps to complete a pre-construction field inspection of adjacent historic resources and establish thresholds for vibrations and methods of monitoring vibrations during construction. Specifically, the CPP will set forth measures for protection and avoidance of structural and architectural damage from construction activities, monitoring of construction activities, and repair in the event of any damage. CPPs would also be prepared and implemented in consultation with LPC, SHPO, and the MTA for the Roosevelt Hotel at 45 East 45th Street, a NYCL-eligible and S/NR-eligible structure, and the Brooks Brothers Store at 346 Madison Avenue, a S/NR-eligible structure, to avoid inadvertent damage from construction.

It is not expected that the proposed 343 Madison development would result in any contextual impacts on architectural resources, including Grand Central Terminal, as it would not adversely change the scale, visual prominence, or visual context of any building, structure, object, or landscape feature; nor would it screen or eliminate publicly accessible views of any architectural resources that would not be screened or eliminated in the No-Action condition. Additionally, the shadows analysis presented in **Chapter 5, Shadows**, concluded that no publicly accessible open spaces or historic resources would experience significant adverse shadow impacts as a result of the Proposed Action.

Methodology

The historic resources analysis has been prepared in accordance with CEQR and SEQRA. These laws and regulations require that City and State agencies consider the impacts of their actions on historic properties.

The *2020 CEQR Technical Manual* notes that environmental review for historic and cultural resources includes a survey and planning process that helps protect New York City cultural heritage from the potential impacts of projects undergoing CEQR. Historic and cultural resources include both archaeological and architectural resources. Archaeological resources are physical remains, usually subsurface, of pre-contact, post-contact and historic periods—such as burials, foundations, artifacts, wells, and privies. Architectural resources generally include historically important buildings, structures, objects, sites, and districts. They may include bridges, canals, piers, wharves, and railroad transfer bridges that may be wholly or partially visible above ground.

Consistent with CEQR guidance, historic and cultural resources consist of the following:

- › Designated New York City landmarks (NYCLs), interior landmarks, scenic landmarks, and properties within designated New York City historic districts (or resources calendared for consideration by the LPC;
- › Resources listed on, or formally determined eligible for inclusion on, the State and/or National Register of Historic Places, or contained within a district listed on, or formally determined eligible for listing on, the State and/or National Register of Historic Places;
- › Resources recommended by the New York State Board for Historic Preservation for listing on the State and/or National Registers of Historic Places;
- › National Historic Landmarks; and,

- › Resources not identified by one of the programs listed above, but that meet their eligibility requirements.

Archaeological Resources

Archaeological resources are physical remnants, usually buried, of past human activities on a site. They can include archaeological resources associated with Native American populations that used or occupied a site and can include stone tools or refuse from tool-making activities, remnants of habitation sites, etc. These resources are also referred to as “precontact,” since they were deposited before Native Americans’ contact with European settlers. Archaeological resources can also include remains from activities that occurred during the historic period, which began with the European colonization of the New York area in the 17th century; such resources can include remains associated with European contact with Native Americans, battle sites, landfill deposits, structural foundations, and domestic shaft features such as cisterns, wells, and privies.

On sites where later development occurred, archaeological resources may have been disturbed or destroyed by grading, excavation, and infrastructure installation and street improvements. However, some resources do survive in urban environments despite extensive development. Deposits can be protected when covered with pavement (i.e., a parking lot) or with a building with a shallow foundation and no basement. In both scenarios, archaeological deposits can be sealed beneath the ground surface, protected from further disturbance.

The study area for archaeological resources is the area that would be disturbed for project construction, i.e., the footprint of the proposed new building at 343 Madison Avenue. LPC determined in an Environmental Review letter dated July 2, 2020 that the 343 Madison Avenue Project Site does not have any archaeological significance (see [Appendix A](#)). SHPO concurred with this finding in an email dated December 31, 2020 (see also [Appendix A](#)). Therefore, no further analysis of archaeological resources is warranted and this chapter focuses solely on standing structures (architectural resources).

Architectural Resources

Generally, architectural resources should be surveyed and assessed if the proposed project would result in any of the following, whether any known historic resources are located near the site of the project:

- › New construction, demolition, or significant physical alteration to any building, structure, or object;
- › A change in scale, visual prominence, or visual context of any building, structure, object or landscape feature. Visual prominence is generally the way in which a building, structure, object, or landscape feature is viewed. For example, a building may be part of an open setting, such as a tower within a plaza, which is either conforming or nonconforming with the street wall in terms of its height, footprint, and/or setback. Visual context is the character of the surrounding built or natural environment. This may include the following: the architectural components of an area’s buildings (e.g., height, scale, proportion, massing, fenestration, ground-floor configuration, style), streetscapes, skyline, landforms, vegetation, and openness to the sky;

- › Construction, including but not limited to, excavation vibrations, subsidence, dewatering, and the possibility of falling objects;
- › Additions to or significant removal, grading, or replanting of significant historic landscape features;
- › Screening or elimination of publicly accessible views;
- › Introduction of significant new shadows or significant lengthening of the duration of existing shadows on an historic landscape or on an historic structure if the features that make the structure significant depend on sunlight. For example, stained glass windows that cannot be seen without sunlight, or buildings containing design elements that are part of a recognized architectural style that depends on the contrast between light and dark design elements, such as deep window reveals and prominent rustication.

Architectural resources are defined as buildings, structures, objects, sites, or districts that are S/NR listed or determined eligible for such listing based on the following criteria:

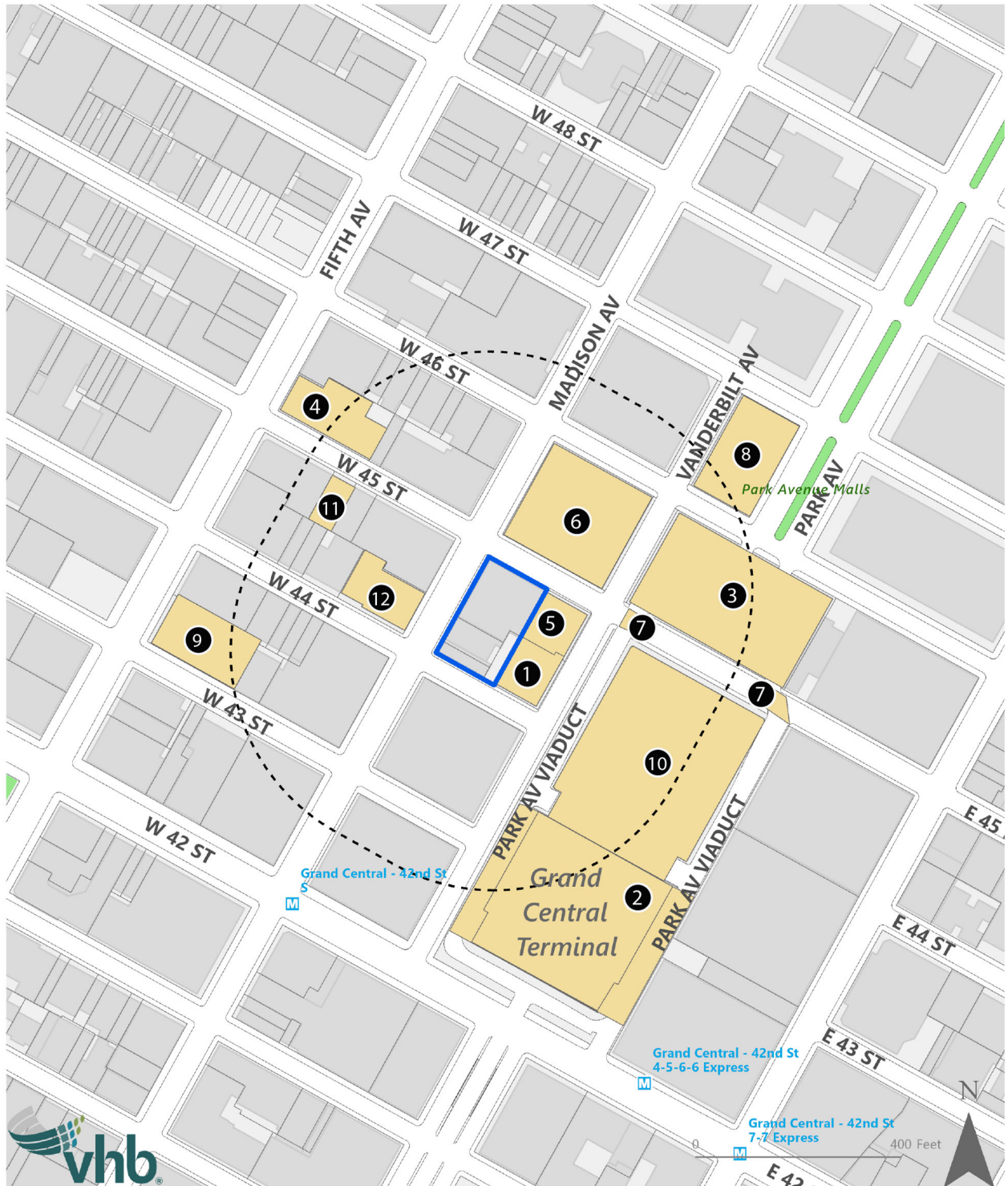
- › National Historic Landmarks (NHL)
- › New York Certified Landmarks and Historic Districts
- › Properties that have been found by LPC to appear eligible for designation or considered for designation (“heard”) by LPC at a public hearing




The study area for architectural resources is determined based on a proposed action’s area of potential effect on architectural resources, which accounts for both direct physical impacts and indirect impacts. Direct impacts include demolition of a resource and alterations to a resource that cause it to become a different visual entity. A resource could also be damaged by adjacent construction activities such as blasting, pile driving, falling objects, subsidence, collapse, or damage from construction machinery without proper protection measures. Adjacent construction is defined as any construction activity that would occur within 90 feet of a historic resource, as defined in the New York City Department of Building (DOB) *Technical Policy and Procedure Notice (TPPN) #10/88*.¹

Indirect impacts are contextual or visual impacts that could result from project development. As described in the *CEQR Technical Manual*, indirect impacts can result from a change in scale, visual prominence, or visual context of any building, structure, or object or landscape feature; screening or elimination of publicly accessible views; or introduction of significant new shadows or significant lengthening of the duration of existing shadows on a historic landscape or on a historic structure if the features that make the resource significant depend on sunlight. Significant adverse direct or indirect impacts can occur if a project would cause a change in the characteristics and features of a property that qualifies it for S/NR listing or for designation as a NYCL.

¹ TPPN #10/88 was issued by DOB on June 6, 1988, to supplement Building Code regulations with regard to historic structures. TPPN #10/88 outlines procedures for the avoidance of damage to historic structures resulting from adjacent construction, defined as construction within a lateral distance of 90 feet from the historic resource.

Figure 5-1 Historic and Cultural Resources Site Map



-  Project Site
-  400 Foot Radius
-  Historic Resources (w/ I.D. Label)

To account for potential direct and indirect impacts, the study area for the Proposed Action has been defined following the guidelines of the *CEQR Technical Manual* to include the Project Area and a 400-foot radius surrounding the Project Site (see **Figure 5-1** **Figure 5-1**). This 400-foot radius, often referred to as a study area, is typically considered adequate for the assessment of historic resources, in terms of physical, visual, and historical relationships.

Criteria and Regulations

Once the study area was determined, an inventory of officially recognized (“designated and eligible”) architectural resources was compiled. Criteria for listing on the National Register are in the Code of Federal Regulations, Title 36, Part 63, and LPC has adopted these criteria for use in identifying architectural resources for CEQR review. Following these criteria, districts, sites, buildings, structures, and objects are eligible for the National Register if they possess integrity of location, design, setting, materials, workmanship, feeling, and association, and: (1) are associated with events that have made a significant contribution to the broad patterns of history (Criterion A); (2) are associated with significant people (Criterion B); (3) embody distinctive characteristics of a type, period, or method of construction, represent the work of a master, possess high artistic value, or that represent a significant and distinguishable entity whose components may lack individual distinction (Criterion C); or (4) may yield information important in prehistory or history (Criterion D). Properties that are younger than 50 years of age are ordinarily not eligible, unless they have achieved exceptional significance. Official determinations of eligibility are made by the SHPO.

In addition, LPC designates historically significant properties in the City as NYCLs and/or Historic Districts, following the criteria provided in the Local Laws of the City of New York, New York City Charter, Administrative Code, Title 25, Chapter 3. Buildings, properties, or objects are eligible for landmark status when a part is at least 30 years old. Landmarks have a special character or special historical or aesthetic interest or value as part of the development, heritage, or cultural characteristics of the city, state, or nation. There are four types of landmarks: individual landmark, interior landmark, scenic landmark, and historic district.

Within the study area, architectural resources that were analyzed include NHLs, S/NR-listed properties or properties determined eligible for S/NR listing, NYCLs and Historic Districts, and properties determined eligible for landmark status. The identification of architectural resources was made in consultation with LPC, and the list of architectural resources in the previously completed *East Midtown Rezoning and Related Actions Final Environmental Impact Statement* (2017) was used as a reference. In an Environmental Review letter dated July 2, 2020, LPC concurred with the list of architectural resources identified in the study area assessed in this chapter (see **Appendix A**).

Once the architectural resources in the 400-foot study area were identified, the Proposed Action was assessed for both direct physical impacts and indirect visual and contextual impacts on architectural resources. As noted above, the analysis presented in this chapter addresses the historic and cultural resources of the Project Site and study area for existing conditions. The analysis considers the No-Action condition and the With-Action condition for the Project Area in the 2026 analysis year when the project is expected to be completed.

Existing Conditions

The Project Site consists of Manhattan Block 1279, Lots 23, 24, 25, and 48, and has a combined area of 25,105 sf with approximately 204 feet of frontage on Madison Avenue, and 128 feet of frontage on East 44th Street and East 45th Street. It consists of the western portion of the block and contains three 13- to 20-story buildings that previously served as the headquarters of the MTA, and a ventilation structure for MTA's ESA project, which is currently under construction. In 2018, the MTA board approved the demolition of the existing buildings, which was subject to a Negative Declaration under SEQRA. In 2020, LPC confirmed that the buildings were not listed NYCLs, and the SHPO determined that the buildings were not S/NR-eligible (see **Appendix A**). The initial phase of demolition is currently underway and includes a CPP to avoid inadvertent construction-period damage to the contiguous Yale Club at 50 Vanderbilt Avenue, an NYCL and S/NR-eligible building, and the S/NR-eligible Vanderbilt Concourse Building at 52 Vanderbilt Avenue

The Project Site is located in East Midtown, a densely developed commercial district that grew up around Grand Central Terminal. The majority of architectural resources located in the surrounding study area consist of office buildings constructed in the 20th century. The primary architectural resource in the area is Grand Central Terminal. Additional architectural resources include club buildings, libraries, a roadway viaduct, and a public park. Office buildings range from mid-rise masonry buildings on narrow lots to skyscrapers with large footprints and façades that use metal or a combination of masonry and metal cladding.

There are four designated architectural resources located within the study area. There are also eight individual structures previously determined as either eligible for NYCL and/or the S/NR within the study area.

Figure 5-1 maps the location of all of the designated and eligible historic resources in the study area, and **Table 5-1** lists all of these designated and eligible resources that correspond to the numbered resources. **Figure 5-2** contains photos that correspond to each of the numbered resources.

Table 5-1 Architectural Resources

Map Ref. No.	Name/Building Type	Address	NYCL- NYCL eligible	S/NR- S/NR eligible	NHL
Designated Historic Resources in 343 Madison Study Area					
1	Yale Club	50 Vanderbilt Avenue	X		X
2	Grand Central Terminal	77 East 42nd Street	X	X	X
3	New York Central Building	230 Park Avenue	X		X
4	Frederick F. French Building	547-551 Fifth Avenue	X	X	
Eligible Historic Resources in 343 Madison Study Area					
5	Vanderbilt Concourse Building	52/56 Vanderbilt Avenue			X
6	Roosevelt Hotel	45 East 45th Street	X		X
7	East 45th Street Bridges (portion of Park Avenue Viaduct)	East 45th Street			X
8	Postum Building	250 Park Avenue	X		X
9	Lefcourt-National Building	521 Fifth Avenue	X		
10	Pan Am/MetLife Building	200 Park Avenue	X		
11	Title Guarantee and Trust Company	6 East 45th Street	X		
12	Brooks Brothers Store	346 Madison Avenue			X

Source: *East Midtown Rezoning and Related Actions Final Environmental Impact Statement (FEIS)* (2017), CRIS, and LPC.

Figure 5-2 Historic Resources in Study Area

Photo 5-1 Yale Club



Yale Club (#1). View north on Vanderbilt Avenue

Photo 5-2 Grand Central Terminal



Grand Central Terminal (#2) . View east on East 42nd Street

Photo 5-3 New York Central Building



New York Central Building (#3). View southwest on Park Avenue

Photo 5-4 Frederick F. French Building



Frederick F. French Building (#4). View south on Fifth Avenue

Figure 5-2 Historic Resources in Study Area

Photo 5-5 Vanderbilt Concourse Building



East 45th Street Bridge (#7) foreground; Vanderbilt Concourse Building (#5) background. View west on East 45th Street

Photo 5-7 East 45th Street Bridge (portion of Park Avenue Viaduct)



East 45th Street Bridge (portion of Park Avenue Viaduct) (#7). View west on East 45th Street

Photo 5-6 Roosevelt Hotel



Roosevelt Hotel (#6). View southeast on Madison Avenue

Photo 5-8 Postum Building



Postum Building (#8). View northwest on Park Avenue

Figure 5-2 Historic Resources in Study Area

Photo 5-9 Lefcourt-National Building



Lefcourt-National Building (#9). View northwest on East 43rd Street

Photo 5-10 Pan Am/MetLife Building



Pan Am/MetLife Building (#10). View southeast Vanderbilt Avenue

Photo 5-11 Title Guarantee and Trust Company



Title Guarantee and Trust Company (#11). View south on East 45th Street

Photo 5-12 Brooks Brothers Store



Brooks Brothers Store (#12). View north on Madison Avenue

The following provides a brief description of each of the designated historic resources identified in the study area.

Designated Individual Historic Resources in Study Area²

The following identification number corresponds to **Table 5-1** and **Figure 5-1**.

1. The Yale Club, 50 Vanderbilt Avenue (NYCL and S/NR-eligible)

The Yale Club is located at the northwest corner of Vanderbilt Avenue and East 44th Street, across from Grand Central Terminal. This 21-story building has a limestone base with arched windows at the second story and flat pilasters spanning the third to fifth stories. It is crowned by a loggia with a prominent bracketed cornice at the 21st floor. Built in 1915, it was designed by James Gamble Rogers. Rogers (1867-1947) designed a number of academic buildings, including many at Columbia University. He was responsible in the early twentieth century for transforming the Yale campus in New Haven, CT into the Gothic celebration still dominating the campus today. The stone exterior and neo-Gothic details of this Club building give a sense of solemnity and evoke the presence of academe (**Figure 5-2, Photo 5-1**).

2. Grand Central Terminal, 77 East 42nd Street (NYCL, S/NR, NHL)

Grand Central Terminal, one of the great buildings of America, evokes a spirit that is unique in this City. In style it represents the best of the French Beaux-Arts. The original 1871 station building on the site was torn down in phases between 1903 and 1913, and replaced by the current structure, which was designed by the architectural firms of Reed & Stem and Warren & Wetmore; the two firms entered into an agreement to act as the associated architects of Grand Central Terminal in February 1904. Reed & Stem were responsible for the overall design of the station, while Warren & Wetmore added architectural details and the Beaux-Arts style. This work was accompanied by the electrification of the three railroads then owned by Cornelius Vanderbilt, and the resultant burial of the approach in tunnels under what is now Park Avenue. The result of this was the creation of several blocks worth of prime real estate in Manhattan. The new terminal opened on February 2, 1913.

The contrast of solids and voids is a striking feature of this building. The large percentage of glass areas, evident in the great windows, is reminiscent of the quality of some of the best French exposition buildings, models of daring structural design in their day, which availed themselves of the latest technological knowledge of their time. The very scale of the monumental columns and the handsome sculptured details, such as the enframement of the oval windows and Clock by French sculptor Jules-Alexis Coutan, represent a handsome and skillful combination of architectural elements to create a building overpowering in its timeless grandeur (**Figure 5-2, Photo 5-2**). Grand Central Terminal was designated a NYCL in 1968, was listed in the S/NR in 1975, became an NHL in 1976, and had its S/NR boundaries expanded in 1983. The terminal, which is also a NYCL Interior, was restored in the 1990s by the architectural firm of Beyer Blinder Belle.

² The following descriptions were taken from individual NYCL or S/NR Designation Forms where available, the *East Midtown Rezoning FEIS (2017)*, and the *Vanderbilt Corridor and One Vanderbilt FEIS (2015)*.

3. *New York Central Building, 230 Park Avenue (NYCL, S/NR-eligible)*

The New York Central Building (now known as the Helmsley Building) is a 35-story structure built in 1929 just north of Grand Central Terminal. It was designed by Warren & Wetmore, the architects of the Terminal, in the Beaux-Arts style. Before the erection of the Pan Am Building—now the MetLife Building—this building stood out over the city's second most prestigious avenue as the tallest structure in the great "Terminal City" complex around Grand Central Terminal. The Helmsley Building was designated a New York City Landmark in 1987.

The tower, with its pyramidal roof and ornate cupola, once dominated Park Avenue. On each side, the tower is flanked by lower wings. Arches in the base permit north and southbound traffic to flow around Grand Central Terminal on the elevated roadway and Park Avenue Viaduct. In the interior, which is also part of the landmark designation, there is an impressive lobby and two pedestrian corridors (known as the East and West Helmsley Walks) between East 45th and East 46th Streets (**Figure 5-2, Photo 5-4**).

4. *Frederick F. French Building, 547-551 Fifth Avenue (NYCL, S/NR)*

The Fred F. French Building was constructed in 1926-27. It was designed by H. Douglas Ives and Sloan & Robertson as corporate headquarters for the prominent real estate firm of the same name. A proto-Art Deco design, with strong Near Eastern influences, it represents the stylistic compromise between lingering historicism and the modernistic trends that typified the architecture of the late 1920s. The Near Eastern allusion is enhanced by a dramatic series of setbacks. The setbacks taper off to a lofty terraced tower, which enriches the midtown skyline with iconographic bas-reliefs—Mesopotamian in both their imagery and execution in richly colored faience. Together with ornamental friezes and other polychromatic details, the reliefs contrast to splendid effect with the building's limestone trim and russet-colored brick walls. The exotic character of the 38-story structure is especially notable at ground level where two bronze entrances and 15 commercial bays are embellished with mythological figures and a wealth of Near Eastern flora (**Figure 5-2, Photo 5-4**).

The Fred F. French Building is a significant example of distinctive corporate imagery dating from the era of New York's greatest building boom. Financed by the first commercial application of Fred French's cooperative investment plan, the building was broadly applauded for its ornament, technological advances, and unusually accomplished planning. Among its other amenities were close proximity to Grand Central Terminal and a prime location in the rapidly developing business district at midtown Fifth Avenue. It was designated an NYCL in 1986 and was listed in the S/NR in 2004. The lobby is a NYCL Interior.

Eligible Individual Historic Resources in Study Area³

The following identification numbers correspond to **Table 5-1** and **Figure 5-1**.

5. *52 Vanderbilt Avenue, Vanderbilt Concourse Building (S/NR-eligible)*

This 20-story building at 52 Vanderbilt Avenue is known as the Vanderbilt Concourse Building as well as the Manhattan Savings Bank Building. Completed in 1914, it was

³ The following descriptions were taken from individual NYCL or S/NR Designation Forms where available, the *East Midtown Rezoning FEIS (2016)*, and the *Vanderbilt Corridor and One Vanderbilt FEIS (2015)*.

designed by Warren & Wetmore, architects of Grand Central Terminal, as part of "Terminal City," a complex of structures developed near the Terminal offering office and hotel space.

The building, at the southwest corner of Vanderbilt Avenue and East 45th Street, is 20 stories high, with a buff-colored brick façade above a 6-story limestone base (**Figure 5-2, Photo 5-5**). The base is enlivened by decorative details such as plaques beneath the windows on the third through fifth stories and between the windows on the sixth story. It is crowned on each façade by a three-story central loggia and cornice, beneath which there is a balcony supported on corbels.

6. 45 East 45th Street, Roosevelt Hotel (NYCL-eligible and S/NR-eligible)

The Roosevelt Hotel is named in honor of President Theodore Roosevelt. Designed by George B. Post & Son and leased from The New York State Realty and Terminal Company the hotel was the first to incorporate store fronts instead of lounges in its sidewalk façades. The antique French marble and limestone façade reflects grand Colonial American architecture (**Figure 5-2, Photo 5-6**). Carefully crafted moldings and interior gold trimmed details are reminiscent of American Colonial and neo-Classical styles. The hotel opened on September 22, 1924. The hotel closed in 1995 and reopened in 1997 after a \$65-million extensive renovation.

7. East 45th Street Bridges, part of Park Avenue Viaduct, north of Grand Central Terminal and MetLife Building (S/NR-eligible)

This portion of the Park Avenue Viaduct encompasses the bridges that cross over East 45th Street and enter ground level through the former New York Central Hotel (now Helmsley Hotel), rejoining Park Avenue at East 46th Street. The original viaduct, conceived by Reed & Stern in 1903, designed by Warren & Wetmore in 1912, and opened in 1919, ran from East 40th Street at Park Avenue to Grand Central Terminal. Traffic was then routed to the western side of Grand Central Terminal and exited at East 45th Street and Vanderbilt Avenue. Soon after completion, it was realized that traffic was backing up at East 45th Street, and the decision was made to continue the viaduct northward. Hailed by the New York Times as one of the "greatest improvements" to solve the surrounding traffic issues, the northern part of the viaduct was completed in 1928, coinciding with the construction of the New York Central Hotel. The Beaux-Arts openwork cast-iron railing with a scallop shell motif that is present on the southern half of the viaduct is seen again on the two East 45th Street overpasses but in a solid form. Each overpass is supported by piers with scrolled support brackets (**Figure 5-2, Photo 5-7**).

8. 250 Park Avenue, Postum Building (NYCL and S/NR-eligible)

The Postum Building was completed in 1924 and built for the Postum Cereal Company. It was designed by the teams of Cross & Cross and Phelps Barnum and is one of the few remaining office buildings from the Terminal City era, as well as the first office building to be constructed north of Grand Central Terminal.

The U-shaped building rises from a limestone base with 16-story wings flanking a central block of 20 stories (**Figure 5-2, Photo 5-8**). The building is articulated as a three-part commercial block, symmetrically massed with a central entry, and with each section set back and ornament that emphasizes the central verticality. The three floors of the base are articulated as large double height windows flanking a central entry and topped by a

band of square windows that alternate with decorative panels with a foliate motif, all topped by a denticulated cornice. The tall middle section is U-shaped, with the middle section recessed. Above this, the top five floors are further recessed at façade and flanking sides and the central bays (above the entry and middle section recess) are recessed and with projecting columns that mimic a loggia.

The building fills an entire block from Park Avenue to the east, Vanderbilt Avenue to the west, 46th Street to the south, and 47th Street to the north. While understated in design ("Cross & Cross seem caught between a fairly literal and somewhat interpretive version of Classicism," writes Robert A.M. Stern) the building played an important role in the development of Park Avenue, and at the time of its completion, the brick and terra-cotta façade succeeded in "visually linking the commercialism of Terminal City to the south and the palatial apartment houses lining Park Avenue to the north." The building continues to be used as an office building today, offering flexible interiors accommodating the needs of tenants such as Pernod Ricard and AB InBev.

9. 521 Fifth Avenue, Lefcourt-National Building (NYCL-eligible)

Known as the Lefcourt-National Building, the 40-story structure at 521 Fifth Avenue (also known as 519 Fifth Avenue) was completed in 1929 by noted architects Shreve, Lamb & Harmon. The applied masonry façade has an Art Deco/Art Moderne style (**Figure 5-2**~~Figure 5-2, Photo 5-9~~**Photo 5-9**).

In 1924, Richmond Harold (R.H.) Shreve partnered with William F. Lamb to found the company Shreve & Lamb. Both men had worked at Carrère & Hastings, which in 1920 had become Carrère & Hastings, Shreve & Lamb. Arthur Loomis Harmon joined the firm in 1929, and the company became known as Shreve, Lamb & Harmon. That same year, the firm completed the Lefcourt-National Building. In 1931, the company's most well-known building was finished: the Empire State Building, along with another noted skyscraper known as 500 Fifth Avenue, located several blocks away.

10. 200 Park Avenue, Pan Am/Met Life Building (NYCL-eligible)

The MetLife Building is a skyscraper located at 200 Park Avenue at East 45th Street above Grand Central Terminal in Midtown Manhattan (**Figure 5-2**~~Figure 5-2, Photo 5-10~~**Photo 5-10**). Built in 1958–63 as the Pan Am Building, then headquarters of Pan American World Airways, it was designed by Emery Roth & Sons, Pietro Belluschi, and Walter Gropius in the International style, and was one of the fifty tallest buildings in the United States. The building is purely commercial in design with large floors, simple massing, with an absence of ornamentation inside and out. It has been popular with tenants, not least because of its location next to Grand Central Terminal.

When it opened on March 7, 1963 the Pan Am Building (as it was known at the time) was the largest commercial office space in the world. It faced huge initial unpopularity, being described as an "ugly behemoth," due to its lack of proportion and huge scale—it dwarfed the New York Central Building to the north and the Grand Central Terminal to the south.

The last tall tower erected in New York City before laws were enacted preventing corporate logos and names on the tops of buildings, it bore 15' tall lettering boasting "Pan Am" on its north and south faces and 25' tall globe logos to the east and west.

11. 6 East 45th Street, Title Guarantee and Trust Company (NYCL-eligible)

This structure is a 20-story, Art Deco/Art Moderne style commercial/office building designed by John Mead Howells in 1932. Howells was known for his commercial structures, and also designed the Beekman Tower and the Daily News Building. Above the 12th floor, the building introduces a series of setbacks. The two-story base is clad in metal and enamel and decorated with streamlined, abstract geometric designs (~~Figure 5-2~~**Figure 5-2**, ~~Photo 5-11~~**Photo 5-11**). The upper floors are largely ornamented only with brickwork that creates the impression of thin piers.

12. Brooks Brothers Store, 346 Madison Avenue (S/NR-eligible)

LaFarge & Morris designed the 10-story building at 346 Madison Avenue. Constructed for Brooks Brothers in 1915, it currently houses their flagship store. This location was chosen for the preponderance of university clubs in the area, such as the Yale Club (#1). The building has a tripartite design of limestone base, brick shaft, and limestone attic (~~Figure 5-2~~**Figure 5-2**, ~~Photo 5-12~~**Photo 5-12**). Classical design elements include a columned entrance portico on East 44th Street, sculptural ornament in the form of swags, cartouches, and urns, and a two-story attic designed as a false loggia with piers framing arched windows. A projecting cornice caps the building.

No-Action Condition

Absent the Proposed Action, the Project Site would be redeveloped with an approximately 472-foot-tall, 15-FAR building of approximately 474,532 gsf, with 30 stories and one set back at 194 feet. It would also include an easement for possible future ESA Circulation, to be built by the MTA. The ventilation structure on Lot 25 would remain under existing conditions.

Overview

In the No-Action condition, the status of historic resources could change. S/NR-eligible architectural resources could be listed in the Registers, and properties found eligible or calendared for consideration for designation as NYCLs could be designated. It is also possible, given the Proposed Action's analysis year of 2026, that additional sites could be identified as eligible historic resources in this time frame.

In the future without the Proposed Action, changes to architectural resources identified above or to their settings could occur. For example, indirect impacts from future projects could include: a change in scale, visual prominence, or visual context of any building, structure, or object or landscape feature; screening or elimination of publicly accessible views; or introduction of significant new shadows or significant lengthening of the duration of existing shadows on a historic structure if the features that make the resource significant depend on sunlight. It is also possible that some architectural resources in the study area could deteriorate or experience direct impacts through alteration or demolition, while others could be restored. In addition, future projects could accidentally damage architectural resources through adjacent construction, regardless of the applicability of *TPPN #10/88*, as discussed below.

Architectural resources that are listed in the S/NR or that have been found eligible for S/NR listing are given a measure of protection from the impacts of federally sponsored, or

federally assisted, projects under Section 106 of the National Historic Preservation Act, and are similarly protected against impacts resulting from state-sponsored or state-assisted projects under the State Historic Preservation Act. Although preservation is not mandated, federal agencies must attempt to avoid adverse impacts on such resources through a notice, review, and consultation process. However, private owners using private funds can alter or demolish their S/NR listed or eligible properties without such a review process.

Privately owned properties that are listed or eligible NYCLs are protected under the New York City Landmarks Law, which requires LPC review and approval before any alteration or demolition of those properties can occur, whether publicly or privately funded. The owners of the property may work with LPC to modify their plans to make them consistent with NYCL Law. Publicly owned resources are also subject to review by LPC before the start of a project; however, LPC's role in projects sponsored by other City or State agencies generally is advisory only.

The New York City Building Code provides some measures of protection for all properties against accidental damage from adjacent construction by requiring that all buildings, lots, and service facilities adjacent to foundation and earthwork areas be protected and supported. Additional protective measures apply to designated NYC Landmarks and S/NR-listed historic structures located within 90 linear feet of a proposed construction site. For these structures, the New York City Department of Buildings' (DOB) *Technical Policy and Procedure Notice (TPPN) #10/88* applies. *TPPN #10/88* supplements the standard building protections afforded by the Building Code by requiring, among other things, a monitoring program to reduce the likelihood of construction damage to adjacent NYCL-designated properties, and S/NR-listed resources (within 90 feet) and to detect at an early stage the beginnings of damage so that construction procedures can be changed.

Project Site

In 2018, the MTA board approved the demolition of the existing buildings on the Project Site, which was subject to a Negative Declaration under SEQRA. As described above, the initial phase of demolition is currently underway and includes a CPP to avoid inadvertent construction-period damage to the contiguous Yale Club at 50 Vanderbilt Avenue, an NYCL and S/NR-eligible building, and the S/NR-eligible Vanderbilt Concourse Building at 52 Vanderbilt Avenue. Absent the Proposed Project, after the buildings on the Project Site are demolished, the site would be redeveloped with a 15-FAR building of approximately 474,532 gsf, comprised of 6,144 gsf of ground floor retail space, approximately 411,540 gsf of commercial office space above, and 56,848 sf of below-grade and mechanical space. It would also include an easement for possible future ESA circulation, to be built by the MTA. The No-Action development would be 30 stories and approximately 472 feet tall, with a tower on a 114-foot-tall podium with one set back at 194 feet (see **Figure 1-5**). This represents the maximum floor area developable on the Project Site through non-discretionary actions. The ventilation structure on Lot 25 would remain under existing conditions and No-Action development would cantilever over it.

In the No-Action condition there would be the reservation of an area in the 343 Madison site for the possible future inclusion of a new ESA element. The improvement itself would not occur in the No-Action condition, but the future inclusion of the ESA connection would not be precluded.

Additional Development Projects

Based on consultation with the Department of City Planning (DCP) and a review of recent building permits issued by the NYC Department of Buildings, there is only one planned development that would potentially be fully occupied by the 2026 analysis year within the study area at 250 Park Avenue. The existing structure at 250 Park Avenue is a 543,292 gsf 20-story commercial building covering all of Block 1282, Lot 34, symmetrically massed with a central entry, and with each section set back and only one step back on the front facade. It stretches from Park Avenue to the east, Vanderbilt Avenue to the west, 46th Street to the south, and 47th Street to the north.

This No-Action project at 250 Park Avenue (the Postum Building #8) would result in 775,287 GSF of commercial development and is expected to be constructed by 2023. Overall, by 2026, this No-Action project is expected to create approximately an additional 232,000 square feet of commercial space in the study area.

Additionally, the MTA ESA project is currently under construction below grade, which will create a new terminal for two LIRR commuter lines at Grand Central Terminal, including the excavation of new tunnels connecting to the existing East 63rd Street tunnel under the East River and the construction of new platforms and concourse space beneath Grand Central Terminal.

Study Area

Potential Direct Effects

The Yale Club (#1, NYCL and S/NR-eligible) and the Vanderbilt Concourse Building (#5, S/NR-eligible) are on Block 1279 in the study area adjacent to the Project Site. Also within 90 feet of the Project Site is the Roosevelt Hotel (#6, NYCL-eligible and S/NR-eligible) on the north side of 45th Street and the Brooks Brothers Store (#12, S/NR-eligible) on the west side of Madison Avenue. Construction activities for the No-Action building have the potential to cause construction-related effects to these resources too.

Future development in the No-Action scenario will require the development of a Construction Protection Plan (CPP) to avoid inadvertent construction-period damage to the Yale Club, the only designated architectural resource adjacent to and within 90 feet of construction, following the guidelines of *TPPN #10/88*, which "requires a monitoring program to reduce the likelihood of construction damage to adjacent historic structures and to detect at an early stage the beginnings of damage so that construction procedures can be changed." It is expected that the CPP will also be prepared in accordance with both the LPC's guidance document *Protection Programs for Landmarked Buildings* and the National Park Service's *Preservation Tech Notes, Temporary Protection #3: Protecting a Historic Structure during Adjacent Construction*. With the CPP in place, construction in the No-Action condition would not be expected to result in significant direct effects to the adjacent Yale Club.

For the additional three resources within 90 feet of construction, protective measures under DOB's *TPPN #10/88* would only become applicable if the eligible resources become designated in the No-Action Condition. If they do not become designated, however, they would not be afforded special protections under DOB's *TPPN #10/88*. Those resources that are currently deemed S/NR-eligible (Vanderbilt Concourse Building #5, Roosevelt Hotel #6, and Brooks Brothers Store #12) are otherwise given the same measure of protection

afforded to S/NR-listed structures but can be altered by private owners using private funds without any review.

Potential Indirect Effects

As described above, in the No-Action condition a 472-foot tall 30 story mixed-use building will replace the existing buildings on the Project Site. The No-Action building will be constructed adjacent to the Yale Club (#1) and the Vanderbilt Concourse Building (#5), across East 45th Street from the Roosevelt Hotel (#6), and across Madison Avenue from the Brooks Brothers Store (#12). There are eight additional architectural resources within the 400-foot study area (**Table 5-1** and **Figure 5-1**). Although the No-Action building will be almost more than double the tallest of the three existing buildings currently on the Project Site, the 20-story 262-foot tall Equitable Trust Building, it will not substantially change views of the surrounding historic structures.

Views to the Yale Club façade (#1) on Vanderbilt Avenue and to the south elevation on East 44th Street will not change with the construction of the No-Action building on the Project Site, as the new building would be constructed to the northwest of these noteworthy views (see **Figure 5-2**, **Photo 5-1**). Views to the Yale Club southeast on East 44th Street from the west side of Madison Avenue will improve, since the largely obscured western elevation of the Yale Club will be partially exposed by the No-Action building's step back at 194 feet (see **Figure 5-3**, **Photo 5-13** and **Photo 5-14**). Further, the narrow Vent Building fronting East 44th Street between the No-Action building and the Yale Club will remain, providing a break in the view scape at the pedestrian level (see **Figure 5-3**, **Photo 5-15** and **Photo 5-16**).

Like the Yale Club, views of the Vanderbilt Concourse Building façade (#5) on Vanderbilt Avenue will remain unchanged with the No-Action building constructed to the northwest (see **Figure 5-2**, **Photo 5-5**). Views to the Vanderbilt Concourse Building from the west side of Madison Avenue southeast on East 45th Street would improve with the No-Action building, as the building's step back at 194 feet would serve to expose more of the building's western elevation (see **Figure 5-3**, **Photo 5-17**, **Photo 5-18**). However, this side of the building is relatively unadorned as compared to the façade and north elevation.

From west of Madison Avenue, the Roosevelt Hotel (#6) is visible across East 45th Street, and this view would not change with the No-Action building (see **Figure 5-3**, **Photo 5-17**, **Photo 5-18**). Views north on Madison Avenue from south of East 44th Street, where the Roosevelt Hotel is minimally visible behind the existing buildings on the Project Site, would be slightly diminished at the base due to the No-Action building's massing. However, from this view the highest visible portions of the Roosevelt Hotel would become more exposed with the No-Action building due to the step back at 194 feet (**Figure 5-3**, **Photo 5-19**, **Photo 5-20**).

The Brooks Brothers Store (#12) on the west side of Madison Avenue at East 44th Street is opposite the Project Site (see **Figure 5-2**, **Photo 5-12**). Views from the south and north on Madison Avenue would not change with the No-Action building. Views northwest from the east of Madison Avenue on East 44th Street would not change in the No-Action condition since the proposed building base would have a similar massing to the existing buildings (see **Figure 5-3**, **Photo 5-15** and **Photo 5-16**).

It is not expected that the No-Action building will change the scale, visual prominence, or visual context of other architectural resources, or screen or eliminate any publicly accessible views of other architectural resources, including Grand Central Terminal (#2), as the Project Site is physically and visibly removed from this resource, fronting onto Madison Avenue, or the Pan Am/MetLife Building (#10) which will remain unobscured (see **Figure 5-3**, **Photo 5-13** and **Photo 5-14**).

The No-Action building will not block views of other architectural resources as those in the study area are located closer to Fifth Avenue to the west and Park Avenue to the northeast, where they will remain visible. Likewise, there are no significant views of architectural resources in the Madison Avenue view corridor that would be blocked by the No-Action building.

Figure 5-3 Existing and No-Action Comparative Views

Photo 5-13 Existing view southeast on East 44th Street



Existing view, southeast on East 44th Street west of Madison Avenue

Photo 5-14 No-Action view southeast on East 44th Street



No-Action illustrative view, southeast on East 44th Street west of Madison Avenue

Photo 5-15 Existing view northwest on East 44th Street



Existing view, northwest on East 44th Street at Vanderbilt Avenue

Photo 5-16 No-Action view northwest on East 44th Street



No-Action illustrative view, northwest on East 44th Street at Vanderbilt Avenue

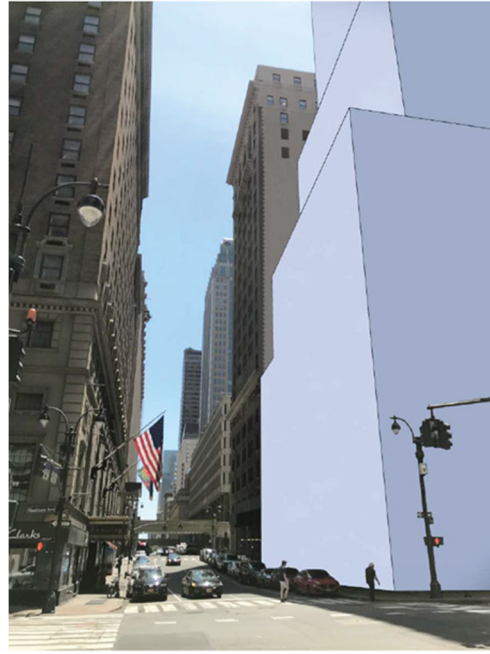
Figure 5-3 Existing and No-Action Comparative Views

Photo 5-17 Existing view southeast on East 45th Street



Existing view, southeast on East 45th Street at Madison Avenue

Photo 5-18 No-Action view southeast on East 45th Street



Illustrative view, southeast on East 45th Street at Madison Avenue

Photo 5-19 Existing view northeast on Madison Avenue



Existing view, northeast on Madison Avenue south of East 44th Street

Photo 5-20 No-Action view northeast on Madison Avenue



Illustrative view, northeast on Madison Avenue south of East 44th Street

With-Action Condition

Project Site

Proposed Project

As mentioned above, in 2018, the MTA board approved the demolition of the existing buildings on the Project Site, which was subject to a Negative Declaration under SEQRA. Accordingly, the demolition of the existing buildings will have occurred and is not part of this action. In the future with the Proposed Action, the site would be redeveloped with the Proposed Project. Built to 30 FAR, the Project Site would contain an approximately 925,630-gsf, approximately 1,050-foot-tall, 55-story building. The Proposed Project would occupy the entirety of the three lots and the ground floor would include an office lobby with entrances off Madison Avenue. It would also include two retail spaces, one with an entrance off 45th Street and the other with entrances off Madison Avenue and 44th Street. Loading would be accessible from 44th Street. The vent building on Lot 25, as described above in existing conditions, would be completed and remain as constructed, with the proposed building cantilevered over it. Office space would occupy stories 2 through 55. The building would be designed as a tower on a podium, with the podium reaching up to 321 feet⁴.

Proposed On Site Transit-Related Improvements

As described in **Chapter 1, Project Description**, in connection with the proposed development, the Proposed Project would provide on-site transit improvements that would create a new pedestrian access to, and egress from, the ESA LIRR concourse and improve the East 45th Street pedestrian connection to Grand Central Terminal. New, on-site pedestrian access to, and egress from, the LIRR ESA concourse would be provided at the northwestern corner of the Project Site (the existing connection from 45th Street to the Grand Central Terminal Roosevelt Passageway would remain adjacent to the site at 52 Vanderbilt). The ESA Entrance would feature three 40-inch-wide escalators from ground level down to the concourse, in addition to a 6-foot-wide stair and an ADA elevator. MTA back-of-house space with a direct street entrance would also be provided. The sidewalk on Madison Avenue would be widened by stepping the Proposed Development back from the property line to accommodate increased pedestrian flow. Direct access to Grand Central Terminal would be provided through a new below-grade connection to existing tunnels beneath 52 Vanderbilt Avenue and the Roosevelt passageway.

Proposed Off-Site Transit-Related Improvements

Off-site transit improvements would be undertaken the IRT Flushing Line (#7 Train) Subway at the Grand Central – 42nd Street Subway Station and would include measures to increase passenger flow. This would include the widening of two platform stairs at the east end of the platform, the widening of two stairs that connect the uptown Lexington Line platform to a passageway to the Flushing Line platform, and the extension of an existing transfer passageway and a new stair between the passageway extension and the Flushing Line

⁴ As described in **Chapter 1, "Project Description,"** since publication of the DEIS, it is proposed that the maximum height of the street wall would be reduced to approximately 295 feet. The analysis for the chapter conservatively assumed the higher street wall height of 321 feet.

platform. These actions would improve pedestrian movement and facilitate a reduction in passenger waiting time.

Potential Direct Impacts from Redevelopment

The proposed 343 Madison development, similar to the No-Action building, would replace a vacant lot with a new structure. As such, the Proposed Development would not result in a direct adverse impact.

It is not expected that the proposed on-site transit-related improvements would have significant adverse impacts on Grand Central Terminal (#2), since the proposed Transit Improvements would provide below-grade access to the new ESA concourse from within the Proposed Development (the existing connection from 45th Street to the Grand Central Terminal Roosevelt Passageway would remain adjacent to the site at 52 Vanderbilt). No work is anticipated within the Terminal.

There would not be an impact to the Grand Central/42nd Street Subway Station, as it is not an architectural resource. Further, no work is proposed to subway entrances or exits viewable at street level, nor within the boundaries of the NYCL Grand Central Terminal designated interior.

Study Area

Potential Indirect Impacts from Adjacent Construction

Construction of the 343 Madison Avenue development would occur adjacent to the Yale Club at 50 Vanderbilt Avenue (#1) and the Vanderbilt Concourse Building (#5) at 52 Vanderbilt Avenue, as in the No-Action condition. Also within 90 feet of the Project Site are the Roosevelt Hotel (#6), and the Brooks Brothers Store (#12). In the No-Action condition, a CPP would be developed for the Yale Club as it is the only designated historic resource. In the With-Action scenario, the Applicant, in consultation with LPC, SHPO, and MTA, would develop and implement a CPP for all four identified resources, as requested by SHPO (12/23/20) to avoid inadvertent construction-period damage from ground-borne vibrations, falling debris, collapse, dewatering, subsidence, or construction equipment to the four identified resources. The plan would be expected to follow the guidelines of *TPPN #10/88*, which "requires a monitoring program to reduce the likelihood of construction damage to adjacent historic structures and to detect at an early stage the beginnings of damage so that construction procedures can be changed." It is expected that the CPP will also be prepared in accordance with LPC's guidance document *Protection Programs for Landmarked Buildings* and the National Park Service's *Preservation Tech Notes, Temporary Protection #3: Protecting a Historic Structure during Adjacent Construction*. With the CPP in place, construction would not result in significant adverse impacts to Yale Club, the Vanderbilt Concourse Building, the Roosevelt Hotel, or the Brooks Brothers Store.

Potential Contextual Impacts

It is not expected that the proposed 343 Madison development would result in any contextual impacts on architectural resources, including Grand Central Terminal (#2). As described in the *CEQR Technical Manual*, contextual impacts can include a change in scale, visual prominence, or visual context of any building, structure, object, or landscape feature;

screening or elimination of publicly accessible views; or introduction of significant new shadows or significant lengthening of the duration of existing shadows on an historic landscape or an historic structure if the features that make the structure significant depend on sunlight.

The new, approximately 1,050-foot-tall 343 Madison development will not substantially alter the visual context of the adjacent Yale Club (#1). Views to the Yale Club façade on Vanderbilt Avenue and to the south elevation on East 44th Street, which given the defining architectural elements of the structure, will not change with the construction of the Proposed Project as the Project Site is west of these noteworthy views (see **Figure 5-2**, **Photo 5-1**~~Photo 5-1~~). Views to the Yale Club southeast on East 44th Street from west of Madison Avenue will remain since the unadorned western elevation is largely obscured by existing structures, and the south elevation will remain visible. While the views of the western elevation would be slightly expanded with the No-Action building due to a step back at 194 feet, this western wall lacks the ornamentation of the façade and south elevation (see **Figure 5-4**~~Figure 5-4~~, **Photo 5-21**~~Photo 5-21~~, and **Photo 5-22**~~Photo 5-22~~). Further, the Vent Building fronting East 44th Street between the Proposed Project and the Yale Club will remain, providing a break in the view scape at the pedestrian level (see **Figure 5-4**~~Figure 5-4~~, **Photo 5-23**, and **Photo 5-24**).

The view of the adjacent Vanderbilt Concourse Building (#5) façade on Vanderbilt Avenue and the north elevation view west on East 45th Street would remain unchanged, as the Proposed Project would be constructed to the west (**Figure 5-2**~~Figure 5-2~~, **Photo 5-5**~~Photo 5-5~~). Views east on East 45th Street to the Vanderbilt Concourse Building would have no impact on the north elevation fronting East 45th Street, but would minimally diminish the existing view of the unadorned west elevation, which would become slightly more exposed with the No-Action building (see **Figure 5-3**~~Figure 5-3~~, **Photo 5-17**~~Photo 5-17~~, and **Figure 5-4**~~Figure 5-4~~, **Photo 5-25**~~Photo 5-25~~, and **Photo 5-26**~~Photo 5-26~~). The minimal reduction of visibility of the western elevation will not alter the building's visual context as its main architectural elements are expressed on the east and north elevations.

View to the Brooks Brothers Store (#12) from East 44th Street near Vanderbilt Avenue would remain unchanged since the massing of the base of the building in the No-Action and With-Action scenarios is similar (see **Figure 5-4**~~Figure 5-4~~, **Photo 5-23**, and **Photo 5-24**). Further, views from the south on Madison Avenue would not change with the Proposed Project (**Figure 5-4**~~Figure 5-4~~, **Photo 5-27**~~Photo 5-27~~, and **Photo 5-28**~~Photo 5-28~~).

The Proposed Project building would be set back from the property line on Madison Avenue to allow for increased sidewalk widths. This would enhance views to the Roosevelt Hotel (#6) from the south on Madison Avenue (**Figure 5-4**~~Figure 5-4~~, **Photo 5-27**~~Photo 5-27~~, and **Photo 5-28**~~Photo 5-28~~). In concert with this change, a new ESA entrance hall with glass doors at the northwest corner of the Proposed Development at the southeast corner of Madison Avenue and East 45th Street would afford enhanced pedestrian views of the Roosevelt Hotel to the north.

Views of the 343 Madison project would not impact other surrounding historic structures that are in a neighborhood defined by a mix of skyscrapers and mid-rise buildings. These surrounding historic structures include the 769-foot-tall Pan Am/MetLife Building (#10), the 565-foot-tall New York Central Building (#3), 429-foot-tall Frederick F. French Building (#4), the 262-foot-tall Postum Building (#8), and the 245-foot-tall Title Guarantee and Trust Company (#11). The Proposed Project will not block views of other architectural resources,

including Grand Central Terminal (#2) as those in the study area are located on Vanderbilt Avenue to the south, near Fifth Avenue to the west, and near Park Avenue to the northeast where they will remain visible. Likewise, there are no significant views of architectural resources in the Madison Avenue view corridor that would be blocked by the Proposed Project building. The height of the proposed 343 Madison development would be prominent, and it would be taller than other buildings in westward views, but it would be one of many tall buildings that characterize the East Midtown area.

The shadows analysis presented in **Chapter 5, Shadows**, also concluded that no publicly accessible open spaces or historic resources would experience significant adverse shadow impacts as a result of the Proposed Action.

SHPO has confirmed its conditional determination of no adverse effect on historic resources as a result of the Proposed Project (see Appendix A). As the sole condition of that determination, SHPO has requested, and MTA has committed (see Appendix A) to ongoing consultation concerning the potential for a screen or other treatment relating to the open area that would remain above the existing vent shaft on East 44th Street in both the No-Action and With-Action conditions. LPC will not be consulting on the design of the Proposed Project.

The proposed 343 Madison project would not adversely change the scale, visual prominence, or visual context of other architectural resources located in the study area, as it, like the No-Action building, would be one of many tall office buildings located along East 44th Street, East 45th Street, and Madison Avenue in a densely developed commercial district that contains many historic skyscrapers and other historic buildings that exhibit a range of heights and a variety of styles, massings, and materials (see **Figure 5-3**, **Photo 5-13**, and **Photo 5-19**). Further, the proposed development would not result in any significant adverse shadow impacts on Bryant Park, more than 1,200 feet to the southwest, as more fully described in **Chapter 5, Shadows**.

Figure 5-4 No-Action and With-Action Views

Photo 5-21 No-Action view southeast on East 44th Street



No-Action illustrative view, southeast on East 44th Street west of Madison Avenue

Photo 5-22 With-Action view southeast on East 44th Street



With-Action illustrative view, southeast on East 44th Street west of Madison Avenue

Photo 5-23 No-Action view northwest on East 44th Street



No-Action illustrative view, northwest on East 44th Street at Vanderbilt Avenue

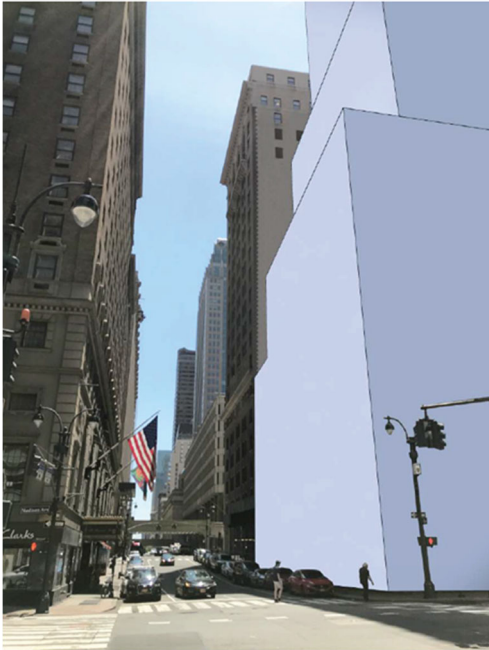
Photo 5-24 With-Action view northwest on East 44th Street



With-Action illustrative view, northwest on East 44th Street at Vanderbilt Avenue

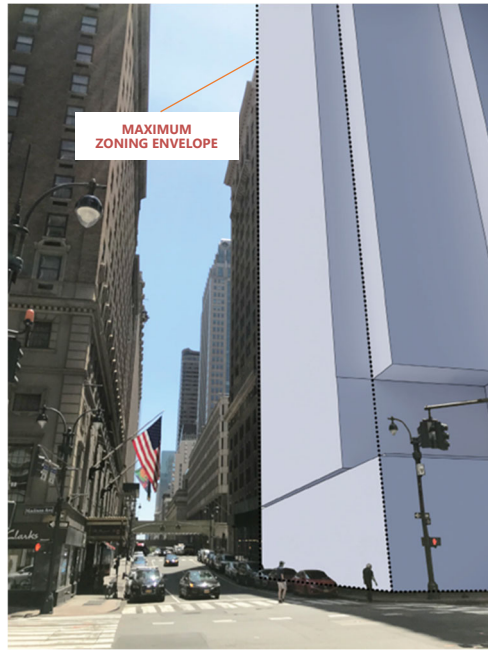
Figure 5-4 No-Action and With-Action Views

Photo 5-25 No-Action view southeast on East 45th Street



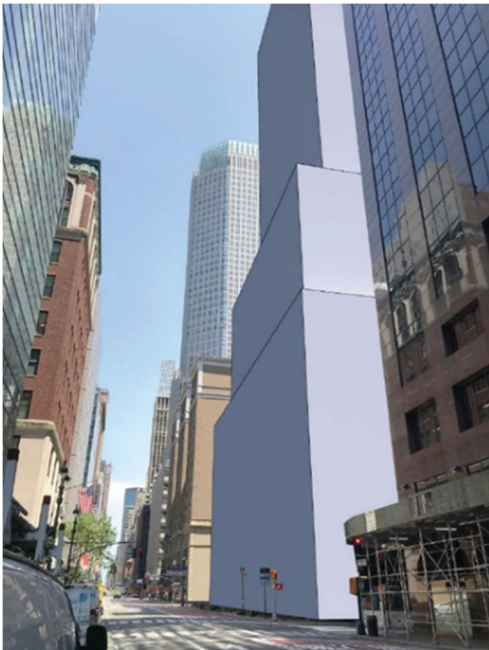
sNo-Action illustrative view, southeast on East 45th Street at Madison Avenue

Photo 5-26 With-Action view southeast on East 45th Street



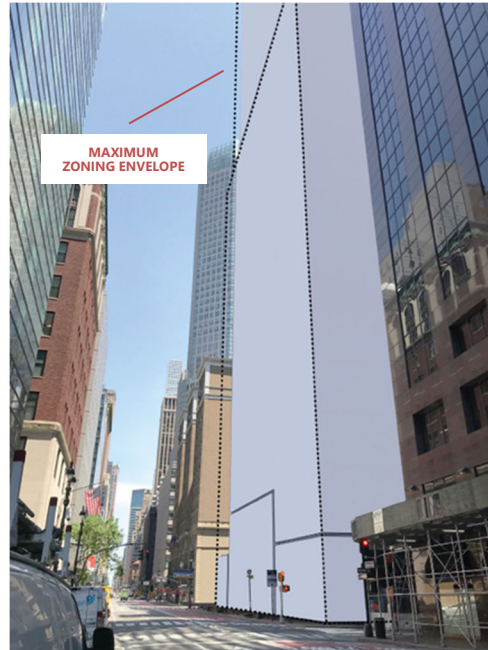
With-Action illustrative view, southeast on East 45th Street at Madison Avenue

Photo 5-27 No-Action view northeast on Madison Avenue



No-Action illustrative view, northeast on Madison Avenue south of East 44th Street

Photo 5-28 With-Action view northeast on Madison Avenue



With-Action illustrative view, northeast on Madison Avenue south of East 44th Street