

Madison Square Garden Zoning Text Amendment

Environmental Assessment Statement



CEQR #
13DCP053M

Prepared for:
MSG Holdings, L.P.

Prepared by:
***Philip Habib & Associates
and
AKRF, Inc.***

Originally Filed: December 12, 2012

Revised: May 20, 2013

**Madison Square Garden
Zoning Text Amendment
Environmental Assessment Statement**

TABLE OF CONTENTS

Environmental Assessment Statement (EAS) Form

Project Description.....Attachment A

Land Use, Zoning and Public Policy.....Attachment B

Urban Design.....Attachment C

Historic and Cultural Resources.....Attachment D

Proposed Zoning Text.....Appendix A

LPC Letter.....Appendix B

Technical Memorandum.....Appendix C

EAS FORM



City Environmental Quality Review
ENVIRONMENTAL ASSESSMENT STATEMENT FULL FORM
 Please fill out, print and submit to the appropriate agency (see instructions)

PART I: GENERAL INFORMATION

PROJECT NAME Madison Square Garden Zoning Text Amendment

1. Reference Numbers

CEQR REFERENCE NUMBER (To Be Assigned by Lead Agency) 13DCP053M	BSA REFERENCE NUMBER (If Applicable)
ULURP REFERENCE NUMBER (If Applicable) 130139ZSM, 130140ZSM, N 130138ZCM, N 130137ZRM	OTHER REFERENCE NUMBER(S) (If Applicable) (e.g. Legislative Intro, CAPA, etc)

2a. Lead Agency Information

NAME OF LEAD AGENCY
New York City Department of City Planning

NAME OF LEAD AGENCY CONTACT PERSON
Robert Dobruskin, Director, EARD

ADDRESS 22 Reade Street, Room 4E

CITY New York STATE NY ZIP 10007

TELEPHONE 212-720-3423 FAX 212-720-3495

EMAIL ADDRESS rdobrus@planning.nyc.gov

2b. Applicant Information

NAME OF APPLICANT
MSG Holdings, L.P.

NAME OF APPLICANT'S REPRESENTATIVE OR CONTACT PERSON
c/o Elise Wagner, Kramer Levin Naftalis & Frankel LLP

ADDRESS 1177 Avenue of the Americas

CITY New York STATE NY ZIP 10036

TELEPHONE 212-715-9189 FAX 212-715-8208

EMAIL ADDRESS EWagner@KRAMERLEVIN.com

3. Action Classification and Type

SEQRA Classification

UNLISTED TYPE I; SPECIFY CATEGORY (see 6 NYCRR 617.4 and NYC Executive Order 91 of 1977, as amended): 617.4(b)(9)

Action Type (refer to Chapter 2, "Establishing the Analysis Framework" for guidance)

LOCALIZED ACTION, SITE SPECIFIC LOCALIZED ACTION, SMALL AREA GENERIC ACTION

4. Project Description:

The Proposed Action consists of an application for a zoning text change that would amend portions of Article IX, Chapter 3 of the New York City Zoning Resolution (signage controls within the Special Hudson Yards District). The amendment proposed by the applicant would introduce modifications to sign regulations for the Pennsylvania Station Subarea B4. Subarea B4 consists almost entirely of the site occupied by Madison Square Garden (the "Garden"). In addition, the applicant would seek a special permit pursuant to the amended text to modify the sign regulations applicable to the Garden. Finally, the applicant seeks a text amendment to Sections 37-625 and 74-41 of the Zoning Resolution to allow the City Planning Commission ("CPC") to approve, in connection with an arena special permit and without certification by the Chairperson of CPC, design changes to existing pedestrian-accessible open areas within Pennsylvania Station Subarea B4 of the Special Hudson Yards District. For more detailed information, please refer to Attachment A, "Project Description". Appendix C presents a Technical Memorandum dated May 2013 that evaluates modifications to the Proposed Actions, including modifications to the surface area, height, and projection of the proposed signs, as well as to the proposed open area improvements on the Garden site.

4a. Project Location: Single Site (for a project at a single site, complete all the information below)

ADDRESS 4-10 Penn Plaza	NEIGHBORHOOD NAME Midtown South
TAX BLOCK AND LOT Block 781, Lot 9001	BOROUGH Manhattan COMMUNITY DISTRICT 5
DESCRIPTION OF PROPERTY BY BOUNDING OR CROSS STREETS Seventh Avenue, Eighth Avenue, West 31st Street, and West 33rd Street	
EXISTING ZONING DISTRICT, INCLUDING SPECIAL ZONING DISTRICT DESIGNATION IF ANY: C6-4 and Subarea B4 of the Special Hudson Yards District	ZONING SECTIONAL MAP NO: 8d

4b. Project Location: Multiple Sites (Provide a description of the size of the project area in both City Blocks and Lots. If the project would apply to the entire city or to areas that are so extensive that a site-specific description is not appropriate or practicable, describe the area of the project, including bounding streets, etc.)

5. REQUIRED ACTIONS OR APPROVALS (check all that apply)

City Planning Commission: YES NO

- | | |
|--|---|
| <input type="checkbox"/> CITY MAP AMENDMENT | <input type="checkbox"/> ZONING CERTIFICATION |
| <input type="checkbox"/> ZONING MAP AMENDMENT | <input type="checkbox"/> ZONING AUTHORIZATION |
| <input checked="" type="checkbox"/> ZONING TEXT AMENDMENT | <input type="checkbox"/> HOUSING PLAN & PROJECT |
| <input type="checkbox"/> UNIFORM LAND USE REVIEW PROCEDURE (ULURP) | <input type="checkbox"/> SITE SELECTION — PUBLIC FACILITY |
| <input type="checkbox"/> CONCESSION | <input type="checkbox"/> FRANCHISE |
| <input type="checkbox"/> UDAAP | <input type="checkbox"/> DISPOSITION — REAL PROPERTY |
| <input type="checkbox"/> REVOCABLE CONSENT | |

ZONING SPECIAL PERMIT, SPECIFY TYPE:

- MODIFICATION OF Special permit under Section 93-17a of the Zoning Resolution to modify sign regulations in Subdistrict B4 of the Special Hudson Yards District as described in Attachment A, "Project Description"
- RENEWAL OF
- OTHER

Board of Standards and Appeals: YES NO

- SPECIAL PERMIT
- EXPIRATION DATE MONTH DAY YEAR
- VARIANCE (USE)
- VARIANCE (BULK)

SPECIFY AFFECTED SECTION(S) OF THE ZONING RESOLUTION

Department of Environmental Protection: YES NO

Other City Approvals: YES NO

- | | |
|---|--|
| <input type="checkbox"/> LEGISLATION | <input type="checkbox"/> RULEMAKING |
| <input type="checkbox"/> FUNDING OF CONSTRUCTION; SPECIFY | <input type="checkbox"/> CONSTRUCTION OF PUBLIC FACILITIES |
| <input type="checkbox"/> POLICY OR PLAN; SPECIFY | <input type="checkbox"/> FUNDING OF PROGRAMS; SPECIFY |
| <input type="checkbox"/> LANDMARKS PRESERVATION COMMISSION APPROVAL (not subject to CEQR) | <input type="checkbox"/> PERMITS; SPECIFY: |
| <input type="checkbox"/> 384(b)(4) APPROVAL | <input type="checkbox"/> OTHER; EXPLAIN |
| <input type="checkbox"/> PERMITS FROM DOT'S OFFICE OF CONSTRUCTION MITIGATION AND COORDINATION (OCMC) (not subject to CEQR) | |

6. State or Federal Actions/Approvals/Funding: YES NO IF "YES," IDENTIFY

7. Site Description: Except where otherwise indicated, provide the following information with regard to the directly affected area. The directly affected area consists of the project site and the area subject to any change in regulatory controls.

GRAPHICS The following graphics must be attached and each box must be checked off before the EAS is complete. Each map must clearly depict the boundaries of the directly affected area or areas and indicate a 400-foot radius drawn from the outer boundaries of the project site. Maps may not exceed 11x17 inches in size and must be folded to 8.5 x 11 inches for submission.

- Site location map Zoning map Photographs of the project site taken within 6 months of EAS submission and keyed to the site location map
- Sanborn or other land use map Tax map For large areas or multiple sites, a GIS shape file that defines the project sites

PHYSICAL SETTING (both developed and undeveloped areas)

Total directly affected area (sq. ft.): 246,748 sf	Type of waterbody and surface area (sq. ft.): N/A	Roads, building and other paved surfaces (sq. ft.): 246,748 sf
Other, describe (sq. ft.): N/A		

8. Physical Dimensions and Scale of Project (if the project affects multiple sites, provide the total development below facilitated by the action)

Size of project to be developed: N/A (gross sq. ft.)

Does the proposed project involve changes in zoning on one or more sites? YES NO

If 'Yes,' identify the total square feet owned or controlled by the applicant: _____ Total square feet of non-applicant owned development: _____

Does the proposed project involve in-ground excavation or subsurface disturbance, including but not limited to foundation work, pilings, utility lines, or grading? YES NO

If 'Yes,' indicate the estimated area and volume dimensions of subsurface disturbance (if known):

Area: _____ sq. ft. (width x length) Volume: _____ cubic feet (width x length x depth)

Does the proposed project increase the population of residents and/or on-site workers? YES NO Number of additional residents? _____ Number of additional workers? _____

Provide a brief explanation of how these numbers were determined:

Does the project create new open space? YES NO If Yes: _____ (sq. ft)

Using Table 14-1, estimate the project's projected operational solid waste generation, if applicable: N/A (pounds per week)

Using energy modeling or Table 15-1, estimate the project's projected energy use: Undetermined at this time (annual BTUs)

9. Analysis Year *CEQR Technical Manual Chapter 2*

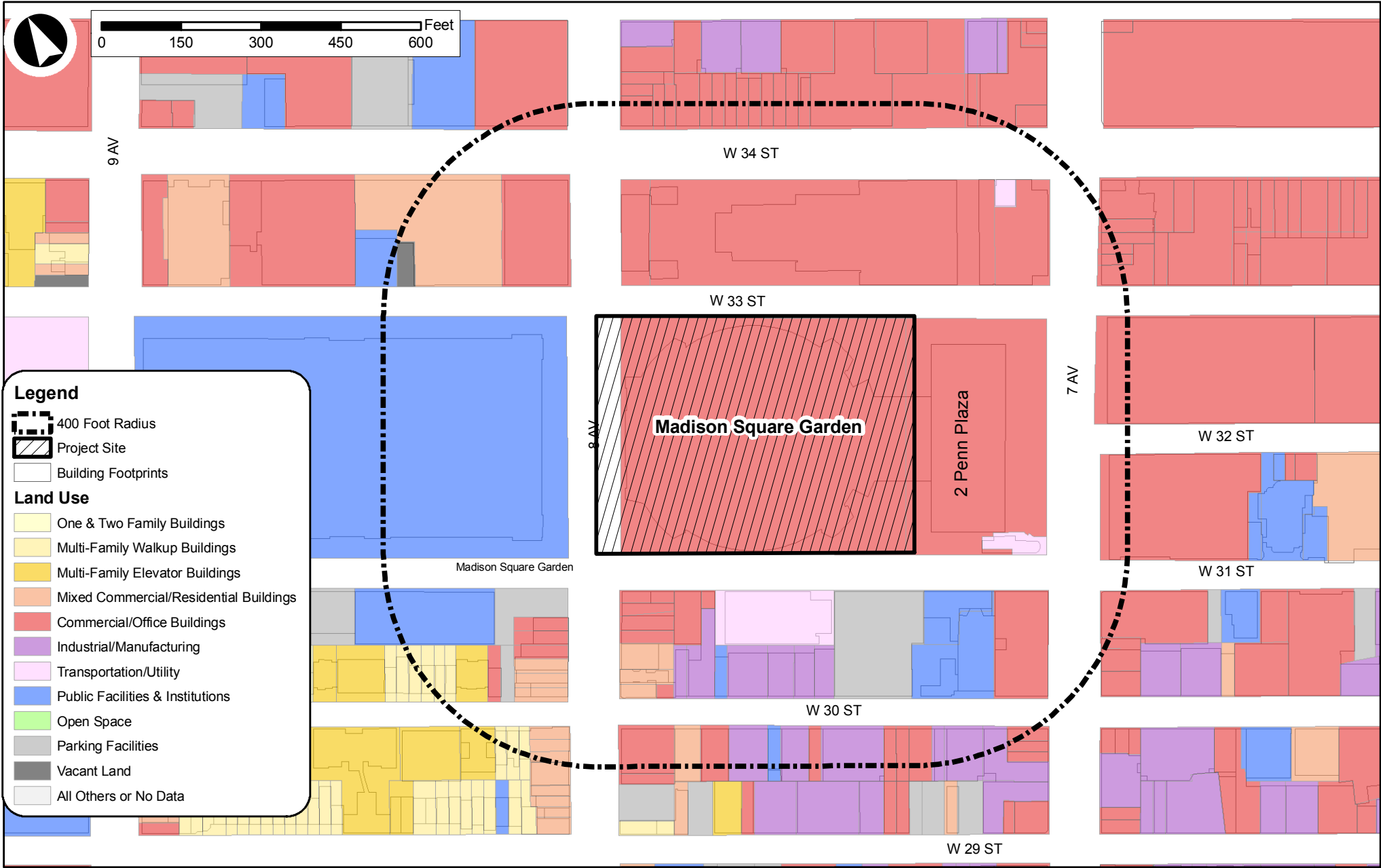
ANTICIPATED BUILD YEAR (DATE THE PROJECT WOULD BE COMPLETED AND OPERATIONAL): 2014 ANTICIPATED PERIOD OF CONSTRUCTION IN MONTHS: Up to four months

WOULD THE PROJECT BE IMPLEMENTED IN A SINGLE PHASE? YES NO IF MULTIPLE PHASES, HOW MANY PHASES: One phase

BRIEFLY DESCRIBE PHASES AND CONSTRUCTION SCHEDULE: Up to four months of construction is anticipated for demolition and sign installation activities.

10. What is the Predominant Land Use in Vicinity of Project? (Check all that apply)

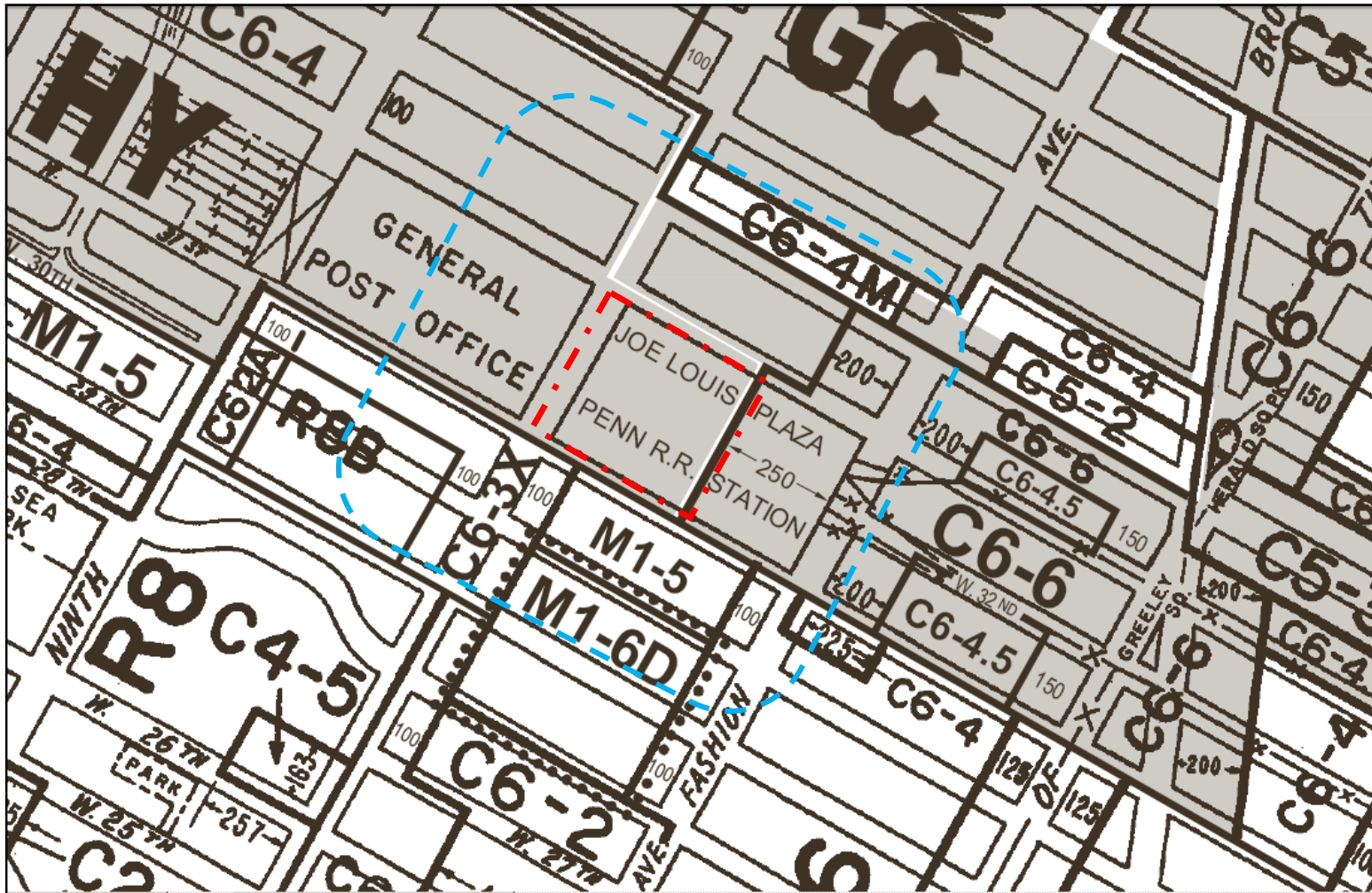
- RESIDENTIAL MANUFACTURING COMMERCIAL PARK/FOREST/OPEN SPACE OTHER, Describe: Transportation



Madison Square Garden Zoning Text Amendment EAS

Figure 1
Land Use Map

Source: NYC Department of City Planning Zoning Code



ZONING MAP
THE NEW YORK CITY PLANNING COMMISSION

Major Zoning Classifications:
The number(s) and/or letter(s) that follows on R, C or M District designation indicates use, bulk and other controls as described in the text of the Zoning Resolution.

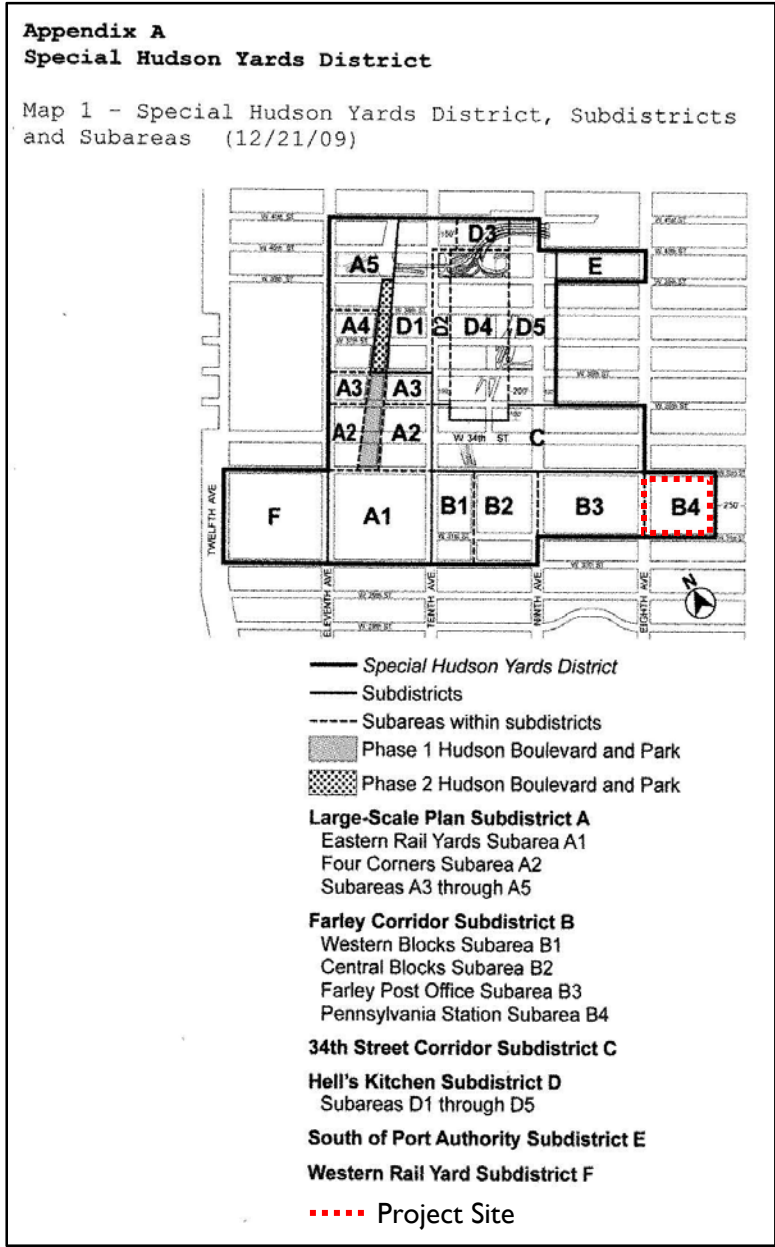
- R – RESIDENTIAL DISTRICT
- C – COMMERCIAL DISTRICT
- M – MANUFACTURING DISTRICT
- SPECIAL PURPOSE DISTRICT
The letter(s) within the shaded area designates the special purpose district as described in the text of the Zoning Resolution.
- AREA(S) REZONED

Effective Date(s) of Rezoning:
09-21-2011 C 100063 ZMM



— — — — — Project Site
 - - - - - Approximate 400-Foot Radius

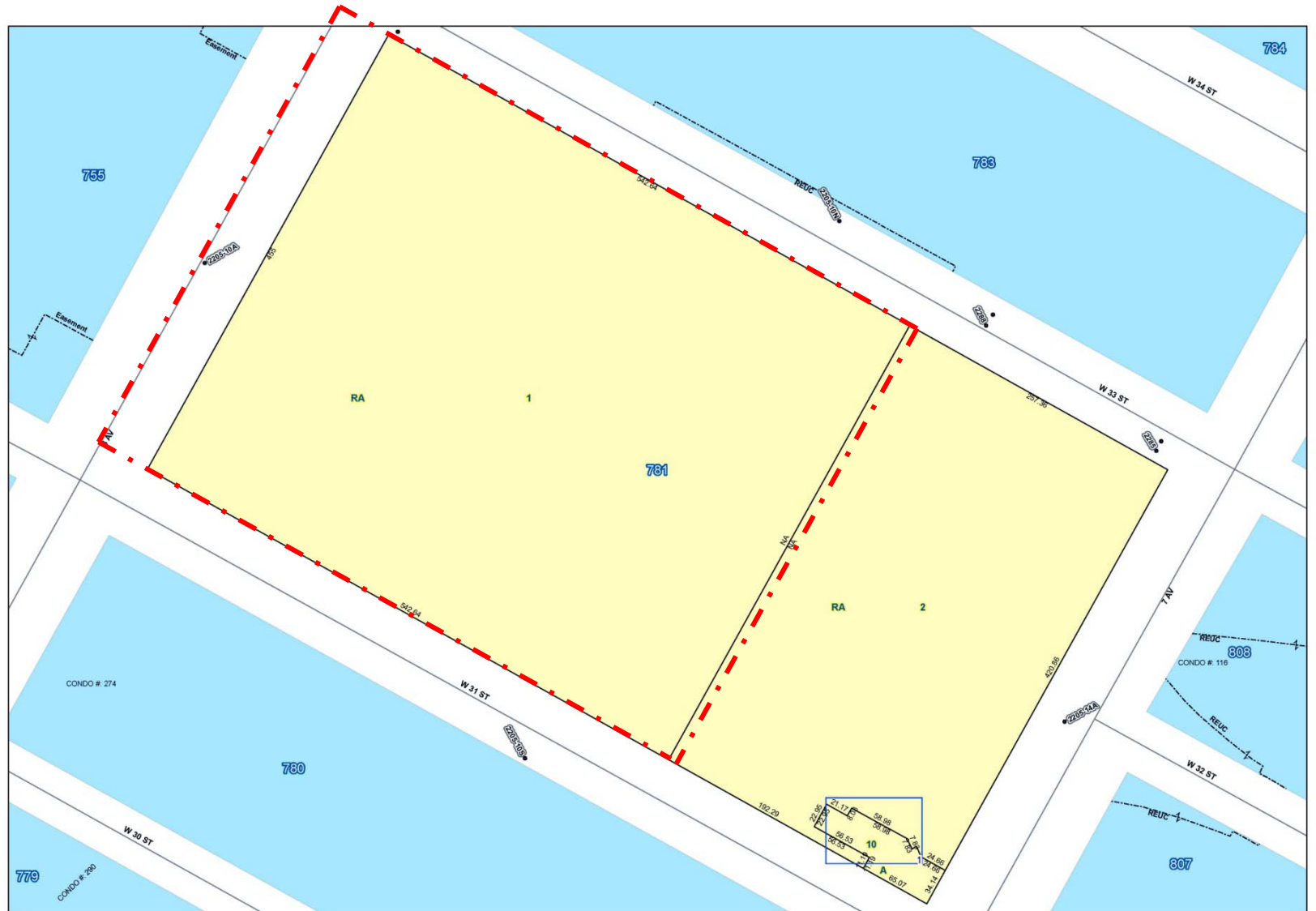
C1-1 C1-2 C1-3 C1-4 C1-5 C2-1 C2-2 C2-3 C2-4 C2-5
 [Diagonal hatching patterns for each code]
 NOTE: Where no dimensions for zoning district boundaries appear on the zoning maps, such dimensions are determined in Article VII, Chapter 6 (Location of District Boundaries) of the Zoning Resolution.





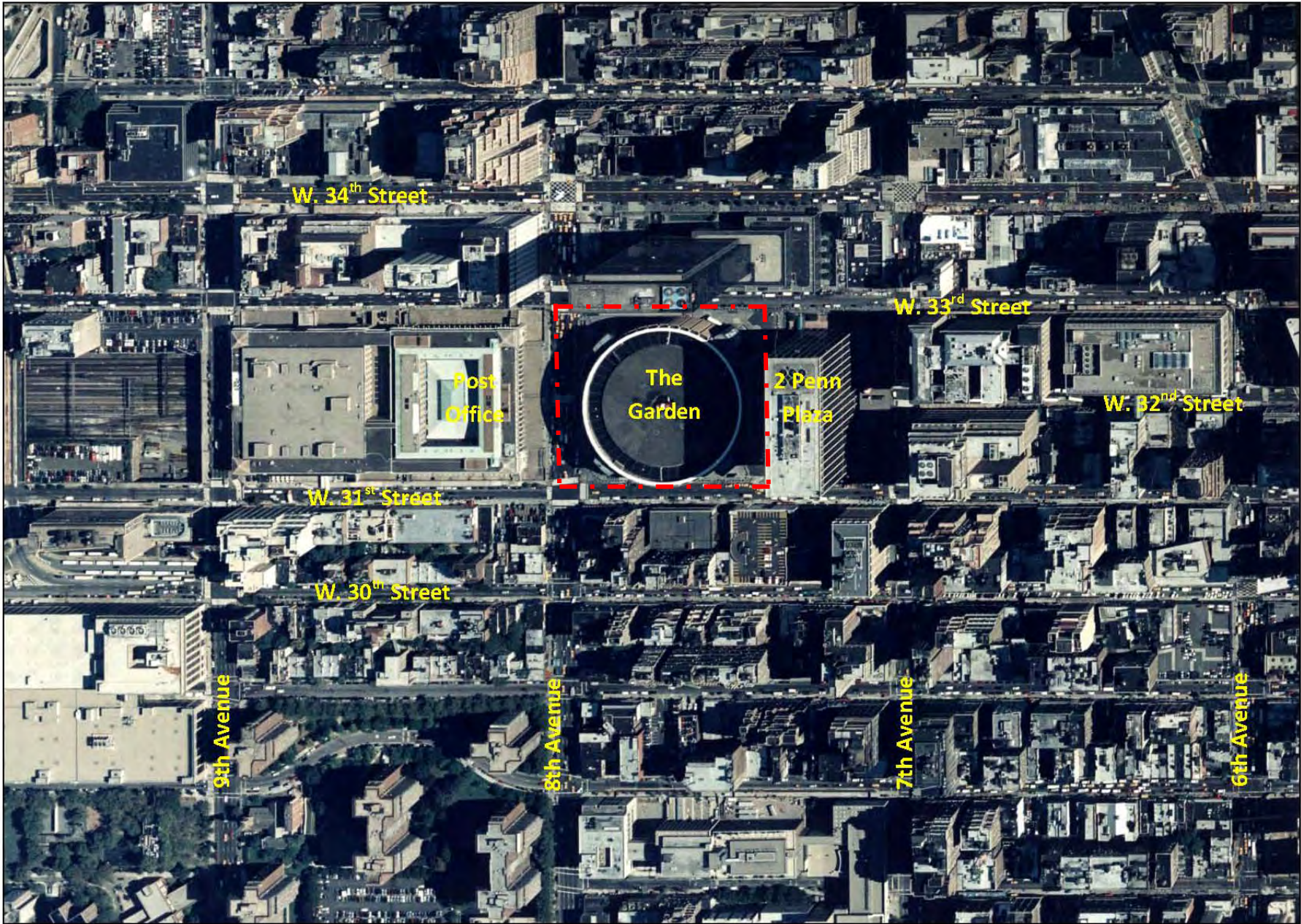
Legend

- Streets
- Miscellaneous Text
- Possession Hooks
- Boundary Lines
- Lot Face Possession Hooks
- Regular
- Underwater
- Tax Lot Polygon
- Condo Number
- Tax Block Polygon

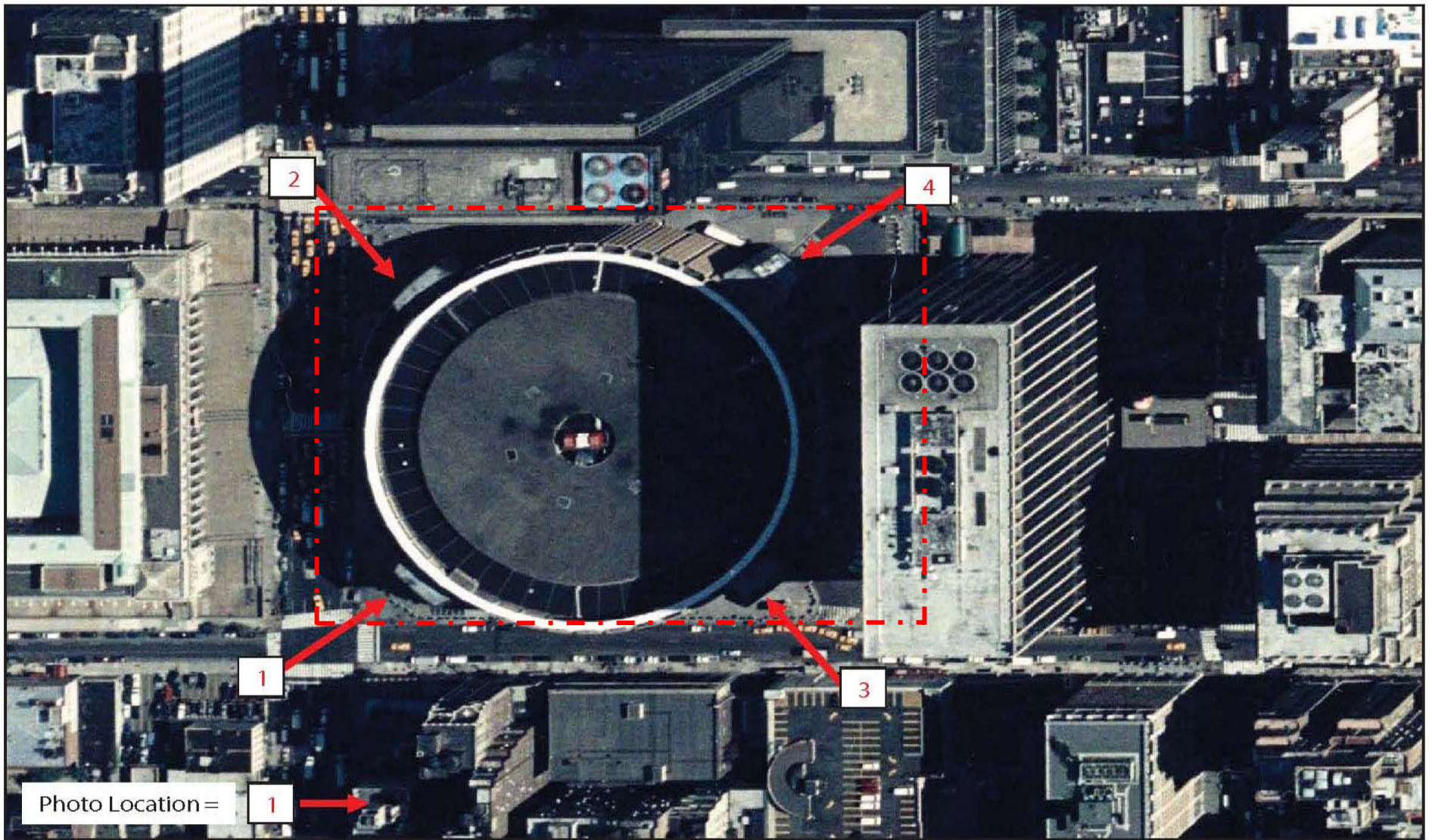


--- Project Site

Feet
0.625 26



--- Project Site



See Figure 6, "Signage Photographs"

Project Site



1. West 31st Street and Eighth Avenue



2. West 33rd Street and Eighth Avenue



3. West 31st Street (midblock)



4. West 33rd Street (midblock)

DESCRIPTION OF EXISTING AND PROPOSED CONDITIONS

The information requested in this table applies to the directly affected area. The directly affected area consists of the project site and the area subject to any change in regulatory control. The increment is the difference between the No-Action and the With-Action conditions.

	EXISTING CONDITION	NO-ACTION CONDITION	WITH-ACTION CONDITION	INCREMENT
Land Use				
Residential	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify the following				
No. of dwelling units				
No. of low- to moderate income units				
No. of stories				
Gross Floor Area (sq.ft.)				
Describe Type of Residential Structures				
Commercial	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	
If yes, specify the following:				
Describe type (retail, office, other)	Arena	Arena	Arena	No Change
No. of bldgs	1	1	1	0
GFA of each bldg (sq.ft.)	246,748	246,748	246,748	0
Manufacturing/Industrial	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify the following:				
Type of use				
No. of bldgs				
GFA of each bldg (sq.ft.)				
No. of stories of each bldg				
Height of each bldg				
Open storage area (sq.ft.)				
If any unenclosed activities, specify				
Community Facility	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify the following:				
Type				
No. of bldgs				
GFA of each bldg (sq.ft.)				
No. of stories of each bldg				
Height of each bldg				
Vacant Land	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, describe:				
Publicly Accessible Open Space	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify type (mapped City, State, or Federal Parkland, wetland—mapped or otherwise known, other)				
Other Land Use	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, describe				
Parking				
Garages	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify the following:				
No. of public spaces				
No. of accessory spaces				
Operating hours				
Attended or non-attended				

	EXISTING CONDITION	NO-ACTION CONDITION	WITH-ACTION CONDITION	INCREMENT
Parking <i>(continued)</i>				
Lots	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify the following:				
No. of public spaces				
No. of accessory spaces				
Operating hours				
Other (includes street parking)	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	
If yes, describe	Existing on-street parking around the arena will remain under future conditions.			
Storage Tanks				
Storage Tanks	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes, specify the following:				
Gas/Service stations	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Oil storage facility	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Other, identify:	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If yes to any of the above, describe:				
Number of tanks				
Size of tanks				
Location of tanks				
Depth of tanks				
Most recent FDNY inspection date				
Population				
Residents	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
If any, specify number				
Briefly explain how the number of residents was calculated:				
Businesses	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	
If any, specify the following:				
No. and type				
No. and type of workers by business				
No. and type of non-residents who are not workers				
Briefly explain how the number of businesses was calculated:				
Zoning*				
Zoning classification	C6-4/Special HY Dist	C6-4/Special HY Dist	C6-4/Special HY Dist	
Maximum amount of floor area that can be developed (in terms of bulk)	2,467,480	2,467,480	2,467,480	0
Predominant land use and zoning classifications within a 0.25 mile radius of proposed project	C6-4, C6-4M, C6-6, M1-5	C6-4, C6-4M, C6-6, M1-5	C6-4, C6-4M, C6-6, M1-5	
Attach any additional information as may be needed to describe the project.				
If your project involves changes in regulatory controls that affect one or more sites not associated with a specific development, it is generally appropriate to include the total development projections in the above table and attach separate tables outlining the reasonable development scenarios for each site.				

*This section should be completed for all projects, except for such projects that would apply to the entire city or to areas that are so extensive that site-specific zoning information is not appropriate or practicable.

PART II: TECHNICAL ANALYSES

INSTRUCTIONS: For each of the analysis categories listed in this section, assess the proposed project's impacts based on the thresholds and criteria presented in the CEQR Technical Manual. Check each box that applies.

- If the proposed project can be demonstrated not to meet or exceed the threshold, check the 'NO' box.
- If the proposed project will meet or exceed the threshold, or if this cannot be determined, check the 'YES' box.
- For each 'Yes' response, answer the subsequent questions for that technical area and consult the relevant chapter of the CEQR Technical Manual for guidance on providing additional analyses (and attach supporting information, if needed) to determine whether the potential for significant impacts exists. Please note that a 'Yes' answer does not mean that an EIS must be prepared—it often only means that more information is required for the lead agency to make a determination of significance.
- The lead agency, upon reviewing Part II, may require an applicant to either provide additional information to support the Full EAS Form. For example, if a question is answered 'No,' an agency may request a short explanation for this response.

	YES	NO
1. LAND USE, ZONING AND PUBLIC POLICY: CEQR Technical Manual Chapter 4		
(a) Would the proposed project result in a change in land use or zoning that is different from surrounding land uses and/or zoning? Is there the potential to affect an applicable public policy? If "Yes", complete a preliminary assessment and attach.		✓
(b) Is the project a large, publicly sponsored project? If "Yes", complete a PlaNYC assessment and attach.		✓
(c) Is any part of the directly affected area within the City's Waterfront Revitalization Program boundaries? If "Yes", complete the Consistency Assessment Form .		✓
2. SOCIOECONOMIC CONDITIONS: CEQR Technical Manual Chapter 5		
(a) Would the proposed project:		
• Generate a net increase of 200 or more residential units?		✓
• Generate a net increase of 200,000 or more square feet of commercial space?		✓
• Directly displace more than 500 residents?		✓
• Directly displace more than 100 employees?		✓
• Affect conditions in a specific industry?		✓
(b) If 'Yes' to any of the above, attach supporting information to answer the following questions, as appropriate. If 'No' was checked for each category above, the remaining questions in this technical area do not need to be answered.		
(1) Direct Residential Displacement		
• If more than 500 residents would be displaced, would these displaced residents represent more than 5% of the primary study area population?		
• If 'Yes,' is the average income of the directly displaced population markedly lower than the average income of the rest of the study area population?		
(2) Indirect Residential Displacement		
• Would the expected average incomes of the new population exceed the average incomes of the study area populations?		
• If 'Yes,' would the population increase represent more than 5% of the primary study area population or otherwise potentially affect real estate market conditions?		
• If 'Yes,' would the study area have a significant number of unprotected rental units?		
Would more than 10 percent of all the housing units be renter-occupied and unprotected?		
Or, would more than 5 percent of all the housing units be renter-occupied and unprotected where no readily observable trend toward increasing rents and new market rate development exists within the study area?		

	YES	NO
(3) Direct Business Displacement		
• Do any of the displaced businesses provide goods or services that otherwise could not be found within the trade area, either under existing conditions or in the future with the proposed project?		
• Do any of the displaced businesses provide goods or services that otherwise could not be found within the trade area, either under existing conditions or in the future with the proposed project?		
• Or, is any category of business to be displaced the subject of other regulations or publicly adopted plans to preserve, enhance, or otherwise protect it?		
(4) Indirect Business Displacement		
• Would the project potentially introduce trends that make it difficult for businesses to remain in the area?		
• Would the project capture the retail sales in a particular category of goods to the extent that the market for such goods would become saturated as a result, potentially resulting in vacancies and disinvestment on neighborhood commercial streets?		
(5) Affects on Industry		
• Would the project significantly affect business conditions in any industry or any category of businesses within or outside the study area?		
• Would the project indirectly substantially reduce employment or impair the economic viability in the industry or category of businesses?		
3. COMMUNITY FACILITIES: CEQR Technical Manual Chapter 6		
(a) Would the project directly eliminate, displace, or alter public or publicly funded community facilities such as educational facilities, libraries, hospitals and other health care facilities, day care centers, police stations, or fire stations?		✓
(b) Would the project exceed any of the thresholds outlined in Table 6-1 in Chapter 6 ?		✓
(c) If 'No' was checked above, the remaining questions in this technical area do not need to be answered. If 'Yes' was checked, attach supporting information to answer the following, if applicable.		
(1) Child Care Centers		
• Would the project result in a collective utilization rate of the group child care/Head Start centers in the study area that is greater than 100 percent?		
• If Yes, would the project increase the collective utilization rate by 5 percent from the No-Action scenario?		
(2) Libraries		
• Would the project increase the study area population by 5 percent from the No-Action levels?		
• If Yes, would the additional population impair the delivery of library services in the study area?		
(3) Public Schools		
• Would the project result in a collective utilization rate of the elementary and/or intermediate schools in the study area that is equal to or greater than 105 percent?		
• If Yes, would the project increase this collective utilization rate by 5 percent from the No-Action scenario?		
(4) Health Care Facilities		
• Would the project affect the operation of health care facilities in the area?		
(5) Fire and Police Protection		
• Would the project affect the operation of fire or police protection in the area?		
4. OPEN SPACE: CEQR Technical Manual Chapter 7		
(a) Would the project change or eliminate existing open space?		✓
(b) Is the project located within an underserved area in the Bronx, Brooklyn, Manhattan, Queens, or Staten Island ?		✓
(c) If 'Yes,' would the proposed project generate more than 50 additional residents or 125 additional employees?		✓
(d) Is the project located within a well-served area in the Bronx, Brooklyn, Manhattan, Queens, or Staten Island ?		✓
(e) If 'Yes,' would the project generate more than 350 additional residents or 750 additional employees?		✓
(f) If the project is not located within an underserved or well-served area, would it generate more than 200 additional residents or 500 additional employees?		
(g) If 'Yes' to any of the above questions, attach supporting information to answer the following:		✓
• Does the project result in a decrease in the open space ratio of more than 5%?		
• If the project is within an underserved area, is the decrease in open space between 1% and 5%?		✓
• If 'Yes,' are there qualitative considerations, such as the quality of open space, that need to be considered?		

	YES	NO
5. SHADOWS: CEQR Technical Manual Chapter 8		
(a) Would the proposed project result in a net height increase of any structure of 50 feet or more?		✓
(b) Would the proposed project result in any increase in structure height and be located adjacent to or across the street from a sunlight-sensitive resource?		✓
(c) If 'Yes' to either of the above questions, attach supporting information explaining whether the project's shadow reach any sunlight-sensitive resource at any time of the year.		
6. HISTORIC AND CULTURAL RESOURCES: CEQR Technical Manual Chapter 9		
(a) Does the proposed project site or an adjacent site contain any architectural and/or archaeological resource that is eligible for, or has been designated (or is calendared for consideration) as a New York City Landmark, Interior Landmark or Scenic Landmark; is listed or eligible for listing on the New York State or National Register of Historic Places; or is within a designated or eligible New York City, New York State, or National Register Historic District? If "Yes," list the resources and attach supporting information on whether the proposed project would affect any of these resources.	✓	
7. URBAN DESIGN AND VISUAL RESOURCES: CEQR Technical Manual Chapter 10		
(a) Would the proposed project introduce a new building, a new building height, or result in any substantial physical alteration to the streetscape or public space in the vicinity of the proposed project that is not currently allowed by existing zoning?	✓	
(b) Would the proposed project result in obstruction of publicly accessible views to visual resources that is not currently allowed by existing zoning?		✓
(c) If "Yes" to either of the above, please provide the information requested in Chapter 10 .		
8. NATURAL RESOURCES: CEQR Technical Manual Chapter 11		
(a) Is any part of the directly affected area within the Jamaica Bay Watershed? If "Yes", complete the Jamaica Bay Watershed Form .		✓
(b) Does the proposed project site or a site adjacent to the project contain natural resources as defined in Section 100 of Chapter 11 ? If "Yes," list the resources: Attach supporting information on whether the proposed project would affect any of these resources.		✓
9. HAZARDOUS MATERIALS: CEQR Technical Manual Chapter 12		
(a) Would the proposed project allow commercial or residential use in an area that is currently, or was historically, a manufacturing area that involved hazardous materials?		✓
(b) Does the proposed project site have existing institutional controls (e.g. (E) designations or a Restrictive Declaration) relating to hazardous materials that preclude the potential for significant adverse impacts?		✓
(c) Does the project require soil disturbance in a manufacturing zone or any development on or near a manufacturing zone or existing/historic facilities listed in Appendix 1 (including nonconforming uses)?		✓
(d) Does the project result in the development of a site where there is reason to suspect the presence of hazardous materials, contamination, illegal dumping or fill, or fill material of unknown origin?		✓
(e) Does the project result in development where underground and/or aboveground storage tanks (e.g. gas stations) are or were on or near the site?		✓
(f) Does the project result in renovation of interior existing space on a site with potential compromised air quality, vapor intrusion from on-site or off-site sources, asbestos, PCBs or lead-based paint?		✓
(g) Does the project result in development on or near a government-listed voluntary cleanup/brownfield site, current or former power generation/transmission facilities, municipal incinerators, coal gasification or gas storage sites, or railroad tracks and rights-of-way?		✓
(h) Has a Phase I Environmental Site Assessment been performed for the site? If "Yes," were RECs identified? Briefly identify:		✓
(i) Based on a Phase I Assessment, is a Phase II Assessment needed?		
10. WATER AND SEWER INFRASTRUCTURE: CEQR Technical Manual Chapter 13		
(a) Would the project result in water demand of more than one million gallons per day?		✓
(b) Is the proposed project located in a combined sewer area and result in at least 1,000 residential units or 250,000 SF or more of commercial space in Manhattan or at least 400 residential units or 150,000 SF or more of commercial space in the Bronx, Brooklyn, Staten Island or Queens?		✓
(c) Is the proposed project located in a separately sewered area and result in the same or greater development than that listed in Table 13-1 in Chapter 13 ?		✓
(d) Does the proposed project involve development on a site five acres or larger where the amount of impervious surface would increase?		✓
(e) Would the proposed project involve development on a site one acre or larger where the amount of impervious surface would increase and is located within the Jamaica Bay Watershed or in certain specific drainage areas including: Bronx River, Coney Island Creek, Flushing Bay and Creek, Gowanus Canal, Hutchinson River, Newtown Creek, or Westchester Creek?		✓
(f) Would the proposed project be located in an area that is partially sewered or currently unsewered?		✓
(g) Is the project proposing an industrial facility or activity that would contribute industrial discharges to a WWTP and/or generate contaminated stormwater in a separate storm sewer system?		✓
(h) Would the project involve construction of a new stormwater outfall that requires federal and/or state permits?		✓
(i) If "Yes" to any of the above, conduct the appropriate preliminary analyses and attach supporting documentation.		
11. SOLID WASTE AND SANITATION SERVICES: CEQR Technical Manual Chapter 14		
(a) Would the proposed project have the potential to generate 1000,000 pounds (50 tons) or more of solid waste per week?		✓
(b) Would the proposed project involve a reduction in capacity at a solid waste management facility used for refuse or recyclables generated within the City?		✓

	YES	NO
12. ENERGY: CEQR Technical Manual Chapter 15		
(a) Would the proposed project affect the transmission or generation of energy?		✓
13. TRANSPORTATION: CEQR Technical Manual Chapter 16		
(a) Would the proposed project exceed any threshold identified in Table 16-1 in Chapter 16 ?		✓
(b) If "Yes," conduct the screening analyses, attach appropriate back up data as needed for each stage, and answer the following questions:		
(1) Would the proposed project result in 50 or more Passenger Car Equivalents (PCEs) per project peak hour? If "Yes," would the proposed project result in 50 or more vehicle trips per project peak hour at any given intersection? <i>**It should be noted that the lead agency may require further analysis of intersections of concern even when a project generates fewer than 50 vehicles in the peakhour. See Subsection 313 in Chapter 16 for more information.</i>		
(2) Would the proposed project result in more than 200 subway/rail or bus trips per project peak hour? If "Yes," would the proposed project result, per project peak hour, in 50 or more bus trips on a single line (in one direction) or 200 subway trips per station or line?		
(3) Would the proposed project result in more than 200 pedestrian trips per project peak hour? If "Yes," would the proposed project result in more than 200 pedestrian trips per project peak hour to any given pedestrian or transit element, crosswalk, subway stair, or bus stop?		
14. AIR QUALITY: CEQR Technical Manual Chapter 17		
(a) <i>Mobile Sources:</i> Would the proposed project result in the conditions outlined in Section 210 in Chapter 17 ?		✓
(b) <i>Stationary Sources:</i> Would the proposed project result in the conditions outlined in Section 220 in Chapter 17 ? If "Yes," would the proposed project exceed the thresholds in the Figure 17-3, Stationary Source Screen Graph ? (attach graph as needed)		✓
(c) Does the proposed project involve multiple buildings on the project site?		✓
(d) Does the proposed project require Federal approvals, support, licensing, or permits subject to conformity requirements?		✓
(e) Does the proposed project site have existing institutional controls (e.g. E) designations or a Restrictive Declaration) relating to air quality that preclude the potential for significant adverse impacts?		✓
(f) If "Yes," conduct the appropriate analyses and attach any supporting documentation.		
15. GREENHOUSE GAS EMISSIONS: CEQR Technical Manual Chapter 18		
(a) Is the proposed project a city capital project, a power plant, or would fundamentally change the City's solid waste management system?		✓
(b) If "Yes," would the proposed project require a GHG emissions assessment based on the guidance in Chapter 18 ?		
(c) If "Yes," attach supporting documentation to answer the following: Would the project be consistent with the City's GHG reduction goal?		
16. NOISE: CEQR Technical Manual Chapter 19		
(a) Would the proposed project generate or reroute vehicular traffic?		✓
(b) Would the proposed project introduce new or additional receptors (see Section 124 in Chapter 19) near heavily trafficked roadways, within one horizontal mile of an existing or proposed flight path, or within 1,500 feet of an existing or proposed rail line with a direct line of site to that rail line?		✓
(c) Would the proposed project cause a stationary noise source to operate within 1,500 feet of a receptor with a direct line of sight to that receptor or introduce receptors into an area with high ambient stationary noise?		✓
(d) Does the proposed project site have existing institutional controls (e.g. E-designations or a Restrictive Declaration) relating to noise that preclude the potential for significant adverse impacts?		✓
(e) If "Yes," conduct the appropriate analyses and attach any supporting documentation.		
17. PUBLIC HEALTH: CEQR Technical Manual Chapter 20		
(a) Would the proposed project warrant a public health assessment based upon the guidance in Chapter 20 ?		✓
18. NEIGHBORHOOD CHARACTER: CEQR Technical Manual Chapter 21		
(a) Based upon the analyses conducted for the following technical areas, check Yes if any of the following technical areas required a detailed analysis: Land Use, Zoning, and Public Policy, Socioeconomic Conditions, Open Space, Historic and Cultural Resources, Urban Design and Visual Resources, Shadows, Transportation, Noise.	✓	
(b) If "Yes," explain here why or why not an assessment of neighborhood character is warranted based on the guidance in Chapter 21, "Neighborhood Character." Attach a preliminary analysis, if necessary.		
Based on the detailed analyses provided in the Land Use, Zoning and Public Policy, Historic and Cultural Resources, and Urban Design and Visual Resources attachments, an additional assessment of Neighborhood Character is not warranted. As each of these sections will provide sufficient detail to address potential effects of the proposed action on neighborhood character, a separate Neighborhood Character attachment is not warranted.		

		YES	NO
19.	CONSTRUCTION IMPACTS: <i>CEQR Technical Manual Chapter 22</i> Would the project's construction activities involve (check all that apply):		
	• Construction activities lasting longer than two years;		✓
	• Construction activities within a Central Business District or along an arterial or major thoroughfare;	✓	
	• Require closing, narrowing, or otherwise impeding traffic, transit or pedestrian elements (roadways, parking spaces, bicycle routes, sidewalks, crosswalks, corners, etc);		✓
	• Construction of multiple buildings where there is a potential for on-site receptors on buildings completed before the final build-out;		✓
	• The operation of several pieces of diesel equipment in a single location at peak construction;		✓
	• Closure of community facilities or disruption in its service;		✓
	• Activities within 400 feet of a historic or cultural resource; or	✓	
	• Disturbance of a site containing natural resources.		✓

If any boxes are checked, explain why or why not a preliminary construction assessment is warranted based on the guidance of in Chapter 22, "Construction." It should be noted that the nature and extent of any commitment to use the Best Available Technology for construction equipment or Best Management Practices for construction activities should be considered when making this determination.

Limited demolition and construction activities will be required to remove the existing signage and install the proposed signage. Construction related to the proposed open area improvements would also be limited. These activities are not likely to affect the Farley Post Office, which is located directly across Eighth Avenue from the project site, since construction activities would not last for an extended period of time, nor would the nature of the construction activities have the potential to result in adverse conditions on the west side of Eighth Avenue. Due to the limited scope of the construction activities associated with the demolition of existing signage and installation of new signage, the nature of the improvements proposed to the open areas, and the short duration anticipated to complete the work (up to 4 months), a detailed assessment of potential construction impacts is not warranted.

20. APPLICANT'S CERTIFICATION

I swear or affirm under oath and subject to the penalties for perjury that the information provided in this Environmental Assessment Statement (EAS) is true and accurate to the best of my knowledge and belief, based upon my personal knowledge and familiarity with the information described herein and after examination of pertinent books and records and/or after inquiry of persons who have personal knowledge of such information or who have examined pertinent books and records.

Still under oath, I further swear or affirm that I make this statement in my capacity as the

Applicant _____ of Kramer Levin Naftalis & Frankel LLP
 APPLICANT/SPONSOR NAME THE ENTITY OR OWNER

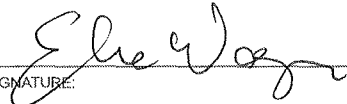
the entity which seeks the permits, approvals, funding or other governmental action described in this EAS.

Check if prepared by: APPLICANT/REPRESENTATIVE or LEAD AGENCY REPRESENTATIVE (FOR CITY-SPONSORED PROJECTS)

Elise Wagner

APPLICANT/SPONSOR NAME:

LEAD AGENCY REPRESENTATIVE NAME:


 SIGNATURE:

May 20, 2013

DATE:

PLEASE NOTE THAT APPLICANTS MAY BE REQUIRED TO SUBSTANTIATE RESPONSES IN THIS FORM AT THE DISCRETION OF THE LEAD AGENCY SO THAT IT MAY SUPPORT ITS DETERMINATION OF SIGNIFICANCE.

PART III: DETERMINATION OF SIGNIFICANCE (To Be Completed By Lead Agency)**INSTRUCTIONS:**

In completing Part III, the lead agency should consult 6 NYCRR 617.7 and 43 RCNY §6-06 (Executive Order 91 of 1977, as amended) which contain the State and City criteria for determining significance.

1. For each of the impact categories listed below, consider whether the project may have a significant effect on the environment. For each of the impact categories listed below, consider whether the project may have a significant adverse effect on the environment, taking into account its (a) location; (b) probability of occurring; (c) duration; (d) irreversibility; (e) geographic scope; and (f) magnitude.	Potential Significant Adverse Impact	
	YES	NO
IMPACT CATEGORY		
Land Use, Zoning, and Public Policy		✓
Socioeconomic Conditions		✓
Community Facilities and Services		✓
Open Space		✓
Shadows		✓
Historic and Cultural Resources		✓
Urban Design/Visual Resources		✓
Natural Resources		✓
Hazardous Materials		✓
Water and Sewer Infrastructure		✓
Solid Waste and Sanitation Services		✓
Energy		✓
Transportation		✓
Air Quality		✓
Greenhouse Gas Emissions		✓
Noise		✓
Public Health		✓
Neighborhood Character		✓
Construction Impacts		✓
2. Are there any aspects of the project relevant to the determination whether the project may have a significant impact on the environment, such as combined or cumulative impacts, that were not fully covered by other responses and supporting materials? If there are such impacts, explain them and state where, as a result of them, the project may have a significant impact on the environment.		✓

3. LEAD AGENCY'S CERTIFICATION

Director, Environmental Assessment and Review Division

New York City Department of City Planning

TITLE

LEAD AGENCY

Robert Dobruskin

Robert Dobruskin

NAME

SIGNATURE

Attachment A

Project Description

Madison Square Garden Zoning Text Amendment EAS
ATTACHMENT A: PROJECT DESCRIPTION

A. INTRODUCTION

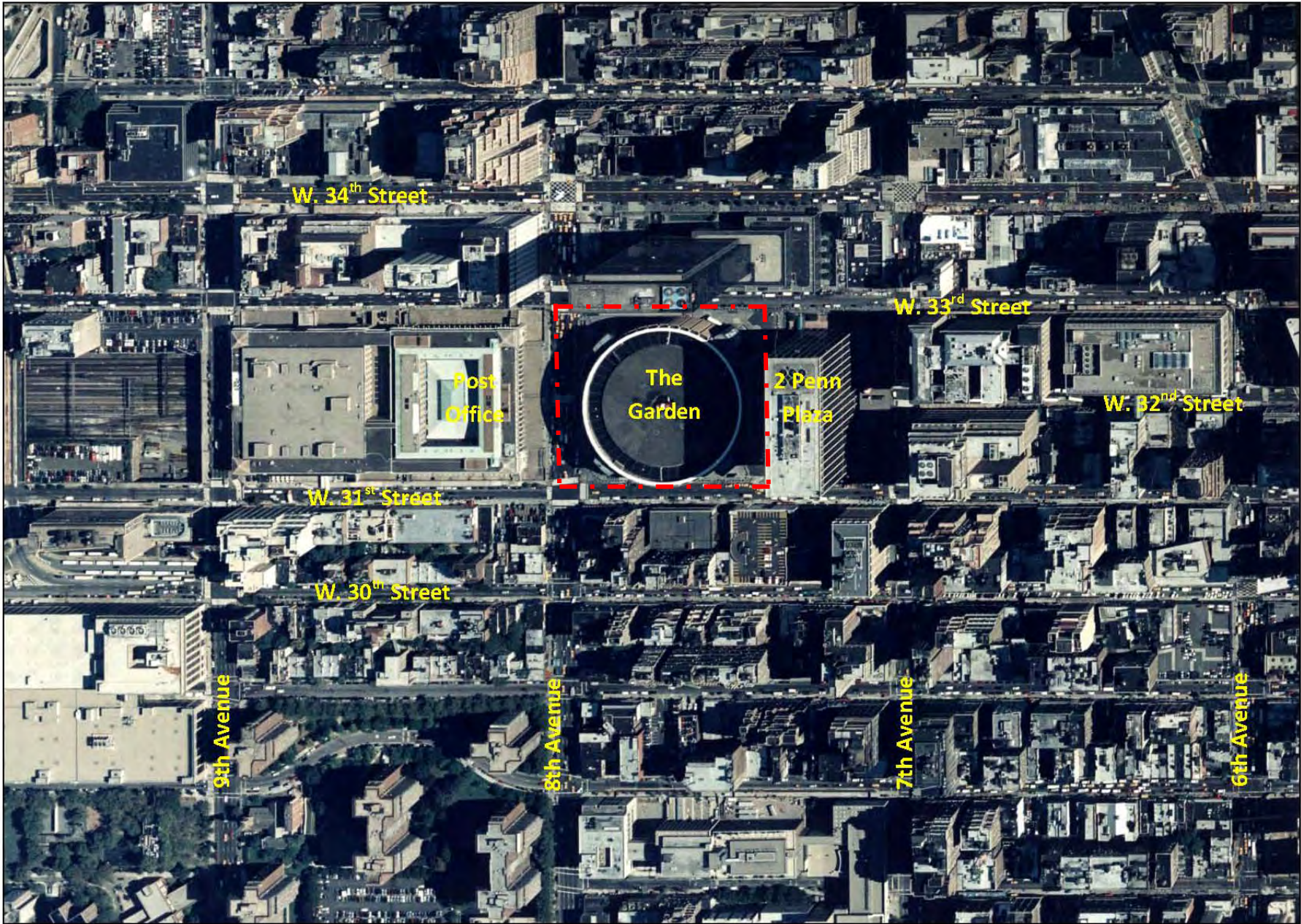
The Applicant, MSG Holdings, L.P., seeks the following approvals to facilitate the continued use and operation of the Madison Square Garden arena (the “Arena”) located at 3-10 Penn Plaza (Block 781, Lot 9001) in the Borough of Manhattan:

- (i) A City Planning Commission (“CPC”) special permit pursuant to Section 74-41 of the New York City Zoning Resolution (the “Zoning Resolution” or “ZR”), as amended, to allow an arena, auditorium, stadium or trade exposition with a capacity in excess of 2,500 seats (the “Arena Special Permit”);
- (ii) A certification by the Chairperson of CPC pursuant to Section 37-621 of the Zoning Resolution for the elimination of non-bonused plaza area;
- (iii) Text amendments to modify:
 - a. Sections 37-625 and 74-41 of the Zoning Resolution to allow CPC to approve design changes to pedestrian-accessible open areas in connection with an Arena Special Permit and, within Pennsylvania Station Subarea B4 of the Special Hudson Yards District, to approve design changes to existing plazas without a separate certification by the Chairperson of CPC; and
 - b. Section 93-17 of the Zoning Resolution to create a special permit pursuant to new Section 93-171 by which sign regulations applicable within Pennsylvania Station Subarea B4 of the Special Hudson Yards District may be modified; and
- (iv) A CPC special permit pursuant to Section 93-171 of the Zoning Resolution, as amended, to modify the sign regulations applicable to the Arena.

(See **Appendix 1** for the proposed text amendments.)

The special permit pursuant to Section 74-41 is not subject to CEQR pursuant to CEQR’s grandfathering provisions, which provide that an action approved prior to the effective date of CEQR is exempt from environmental review, unless there are modifications to the action that may have a significant adverse effect on the environment. The special permit for the Garden was originally approved by the City Planning Commission in 1963, prior to the effective date of CEQR. As the proposed special permit merely allows the continued use and operation of the Garden on the Project Site, it is not subject to CEQR. The Section 37-621 certification is exempt from CEQR because it is a ministerial action. Accordingly, this EAS addresses the potential environmental impacts arising from the proposed text amendment to Section 93-17, the signage special permit being sought by the applicant pursuant to the amended Section 93-171, and the proposed text amendments to Sections 37-625 and 74-41.

The Project Site is located on the western portion of the block bounded by West 31st Street, West 33rd Street, Seventh and Eighth Avenues, in Manhattan Community District 5 (see **Figure A-1**). The Project Site (Block 781, Lot 9001), a 7-foot-wide strip of the adjacent site to the east that is occupied by Two Penn Plaza (Block 781, Lot 9002), and the eastern half of Eighth Avenue are located in a high density commercial C6-4 zoning district, within Subarea B4 of the Special Hudson Yards District. The remainder of the Two Penn Plaza site is located within the Penn Center Subdistrict of the Special



--- Project Site

Midtown Zoning District. The Project Site and the adjacent Two Penn Plaza site are on the same zoning lot, but under separate ownership.

Because the proposed signage special permit would be tied to an arena use, only the portion of Subarea B4 occupied by the Garden would have the ability to utilize the proposed text amendments. As such, no changes are anticipated to the portion of Subarea B4 that includes Eighth Avenue itself or to the 7-foot-wide strip of land on the Two Penn Plaza property as a result of the Proposed Action

As outlined in Article IX, Chapter 3 of the Zoning Resolution, the Special Hudson Yards District (HY) covers an approximately 28-block area on the West Side of Manhattan. The area occupying the eastern 250 feet of the zoning lot (the majority of the Two Penn Plaza site), is zoned C6-6, a high density commercial district, and is located in the Special Midtown District (MiD); the easternmost 100 feet of the zoning lot is located within the Penn Center Subdistrict of the Special Midtown District (MiD). Thus, Two Penn Plaza is located primarily within the C6-6 (MiD) zoning district with a 7-foot-wide strip within the C6-4 (HY) zoning district.

This attachment provides a description of the Proposed Action, including project location, project background, existing conditions on the site, project purpose and need, project description, including framework for environmental analysis, and the governmental approvals required. Attachments B, C and D, respectively, examine the potential for the Proposed Action to cause impacts in the CEQR technical areas of Land Use, Zoning and Public Policy, Urban Design and Visual Resources and Historic and Cultural Resources.

B. BACKGROUND¹

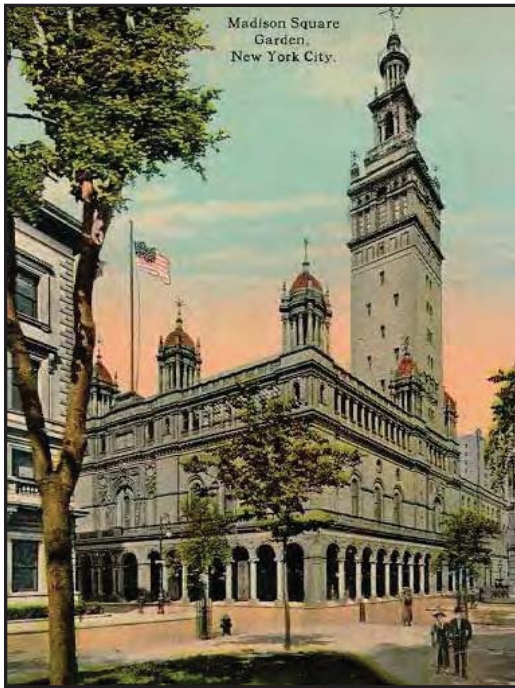
Madison Square Garden has a long history as a sports arena, cultural space, and exhibition and civic meeting hall where large groups of people congregate. The current Madison Square Garden, which welcomes approximately four million customers a year, is the fourth of a line of iconic entertainment-oriented facilities constructed in New York City since the late 1870s. The first MSG facility opened in 1879 on a site at 26th Street and Madison Avenue. That building was razed in 1889, and replaced by a building designed in the Moorish style by architect Stanford White (see **Figure A-2**). It was the second tallest building in the city, and had the largest auditorium in the United States (seating 8,000), a theater, a concert hall, apartments, a roof cabaret, and the city's largest restaurant. It was demolished in 1925 to make way for the new headquarters of New York Life Insurance Company.

A new Madison Square Garden arena, constructed at 50th Street and Eighth Avenue (see **Figure A-2**), opened in late 1925, and occupied that site for approximately 40 years. In addition to boxing, the new facility became renowned for college basketball as well as new events, including professional hockey (the New York Rangers) and professional basketball (the New York Knicks).

The existing Garden is the subject of a special permit approved by the City Planning Commission ("CPC") on January 16, 1963 (CP-17682) and the Board of Estimate on January 24, 1963, (Cal. No. 215) for an arena, auditorium, stadium, or trade exposition with a capacity in excess of 2,500 seats, pursuant to Section 74-41 of the Zoning Resolution (the "1963 Special Permit"). The CPC resolution approving the 1963 Special Permit (the "CPC Resolution") established a maximum capacity of 22,000 seats for the Arena. The Arena was constructed on its current site as part of a larger complex of facilities on the Site (the "MSG Complex") completed in 1968. In addition to the Arena, the original

¹ Historic background of MSG excerpted from *The Encyclopedia of New York City*, edited by Kenneth T. Jackson; Yale University Press; 1995. pp.712-713.

Historical Locations - The Garden's Prior Facilities



Stanford White-Designed Facility Located at Madison Avenue and 26th Street

Source: *The Encyclopedia of New York City*



The Garden's facility at Eighth Avenue and 50th Street, constructed in 1925

Source: *The WPA Guide to New York City*

programmatic elements of the Garden included a bowling alley, restaurants, and the Felt Forum, which were not subject to the 1963 special permit.

With more than 400 events each year, the Garden hosts the largest number of shows of any arena in the United States. The Arena is the home of three professional sports teams (the Knicks men's basketball team, the Rangers hockey team, and the Liberty women's basketball team), and hosts a variety of other major events, including the Westminster Kennel Club dog show; collegiate basketball games; track meets; premier tennis tournaments; WWE wrestling shows; graduation ceremonies; concerts by major artists, benefit events and award shows; and political conventions. Madison Square Garden has been the site of many memorable moments in sports, entertainment, culture and politics, including "The Fight of the Century" between Muhammad Ali and Joe Frazier; Pope John Paul II's historic visit; the New York Rangers Stanley Cup Championship; the New York Knicks NBA Championships; and the Democratic and Republican National Conventions.

The 1963 Special Permit was amended by a minor modification on August 16, 1989 (M 890725 ZSM) to allow the refurbishment and upgrading of the MSG Complex (the "Minor Modification"). The changes made to the MSG Complex pursuant to the Minor Modification included the elimination of pedestrian access to the Theater from Eighth Avenue, with primary access provided from Seventh Avenue; the addition of secondary Arena entrances and exits on West 31st and West 33rd Streets; improvements to vertical pedestrian circulation; and upgrades to Arena facilities. At the same time, other changes were made that were not subject to the special permit, including the replacement of the Felt Forum and bowling alley with a new theater, the Paramount, now known as the "Theater at Madison Square Garden".

C. EXISTING CONDITIONS

Project Site

The Project Site has a lot area of approximately 246,748 square feet, and is located on the western portion of the approximately 363,776 square-foot superblock bounded by West 33rd Street to the north, West 31st Street to the south, Seventh Avenue to the east, and Eighth Avenue to the west. As noted above, the site is zoned C6-4 and is also located on the far eastern edge of the Special Hudson Yards District (HY). Within HY, the Project Site makes up almost all of Pennsylvania Station Subarea B4, part of the Farley Corridor Subdistrict B. Zoning regulations for this subarea are contained in Appendix IX, Chapter 3 of the Zoning Resolution.

The Project Site currently accommodates the Garden, which is housed within a building designed by Charles Luckman and Associates. The structure is a precast concrete-clad cylinder that rises approximately 10-stories high, and is 425 feet in diameter. The circular building is set back from the side streets and from Eighth Avenue, creating open areas around the site. These at-grade, pedestrian-accessible open areas were filed as bonusable "plazas" under the plaza standards of the 1961 Zoning Resolution. The plazas front on Eighth Avenue, West 31st Street, and West 33rd Street and generally comprise all open areas on the site (the floor area bonus for much of this plaza area was never utilized). The plazas consist of paved open areas with some lighting and signage but no other amenities. MSG is connected by an entrance hall on a pedestrian bridge to the adjacent Two Penn Plaza and then by two breezeways to Seventh Avenue (see photos in **Figure A-3**²). There is a mid-

² The photographs shown in **Figure A-3** were taken before Garden renovation activities, known as the Transformation, began. Presently, the Project Site is largely obscured at street level due to the presence of construction sheds associated with the ongoing renovation.



Aerial view of the garden, looking east



View along West 31st Street, looking east towards Seventh Avenue with the Garden building on the left.

*Existing conditions shown represent conditions immediately prior to current construction activities.



Pedestrian bridge connection the Garden (on the right) with 2 Penn Plaza (on the left).
View from midblock pedestrian way along West 33rd Street, looking south.



Penn Station entrance midblock on Seventh Avenue. View looking west.

*Existing conditions shown represent conditions immediately prior to current construction activities.

block driveway between West 31st and West 33rd Streets, which used to be open to the public for vehicular access, but it has been open only to pedestrians and monitored loading operations since shortly after September 11, 2001, for security reasons. A perimeter protection plan is now being implemented by the Metropolitan Transportation Authority (MTA) which requires that access to the private driveway continue to be limited. The MTA's perimeter protection plan has been reviewed and approved by NYPD and NYCDOT and is receiving federal funds from the U.S. Department of Homeland Security. Portions of the perimeter protection plan have been constructed along Eighth Avenue.

The Project Site extends from Eighth Avenue approximately 550 feet eastward toward Seventh Avenue. The main entrance to the Garden is off Seventh Avenue opposite West 32nd Street, via the two breezeways that run through Two Penn Plaza and an entrance hall on a bridge over the midblock driveway running from West 31st Street to West 33rd Street (see site plan in **Figure A-4**). The breezeways and entrance hall serve as the main entrance for all Arena and Theater events, as well as access to the box office. Access to the entrance hall is also available from Pennsylvania Railroad Station (Penn Station) via a set of stairs/escalators between Two Penn and the driveway. The building also has an employee entrance on West 33rd Street and a VIP entrance on West 31st Street, as well as two points of access from Eighth Avenue (located on the northeast corner of West 31st Street and Eighth Avenue and at the southeast corner of West 33rd Street and Eighth Avenue), which are primarily used as egress points from the Theater and Arena, but also occasionally function as entrances to the Arena for some events. As shown in **Figure A-3**, the eastern portion of the subject block is occupied by Two Penn Plaza, a 30-story office building that provides access breezeways (north and south) to the Garden and to the mid-block entrances to the below grade railroad concourses in Penn Station.

Below this superblock is Penn Station, the major intercity, commuter rail and subway transit facility in the region. Access to Penn Station is available from Eighth Avenue at West 33rd Street and West 31st Street, from the mid-block driveway, and from Seventh Avenue at West 33rd Street, West 32nd Street and West 31st Street. Penn Station is the busiest rail facility in the nation, with more than 1,000 commuter and intercity trains and more than 425,000 passengers (220,000 on LIRR, 170,000 on NJ Transit, and 35,000 on Amtrak) on a typical weekday. It provides regional commuter and long-distance train services, as well as subway access to the A, C, E, 1, 2, and 3 trains. According to MTA records, annual ridership at the 34th Street-Penn Station 1, 2, 3 subway lines in 2009 was 27,196,195; and annual ridership on the A, C, and E lines at the 34th Street-Penn Station was 24,182,097 in 2009. New Jersey Transit and LIRR trains provide regional commuter rail service, while Amtrak provides long-distance services along the Eastern Seaboard and beyond.

The two main entertainment facilities housed within the Garden are the Arena, with a seating capacity of up to approximately 22,000, and the approximately 5,600 seat Theater at Madison Square Garden. The Garden also contains an approximately 13,000-square-foot Expo Center, located on the fifth floor adjacent to the Arena's event floor, which operates as a back of house support/marshalling area for many events and hosts small trade shows, consumer expos and other special events, including the Westminster Dog Show which also requires use of the Arena space. Other facilities within the Garden include 96 suites, food and beverage areas, and space for retail merchandise located on several levels of the Arena.

Nick + Stef's restaurant is located within the base of the Garden at 9 Penn Plaza, with access available from West 33rd Street. The main dining room consists of approximately 6,000 square feet and has a seating capacity of 150. The restaurant also has a side annex with a seating capacity of 20.

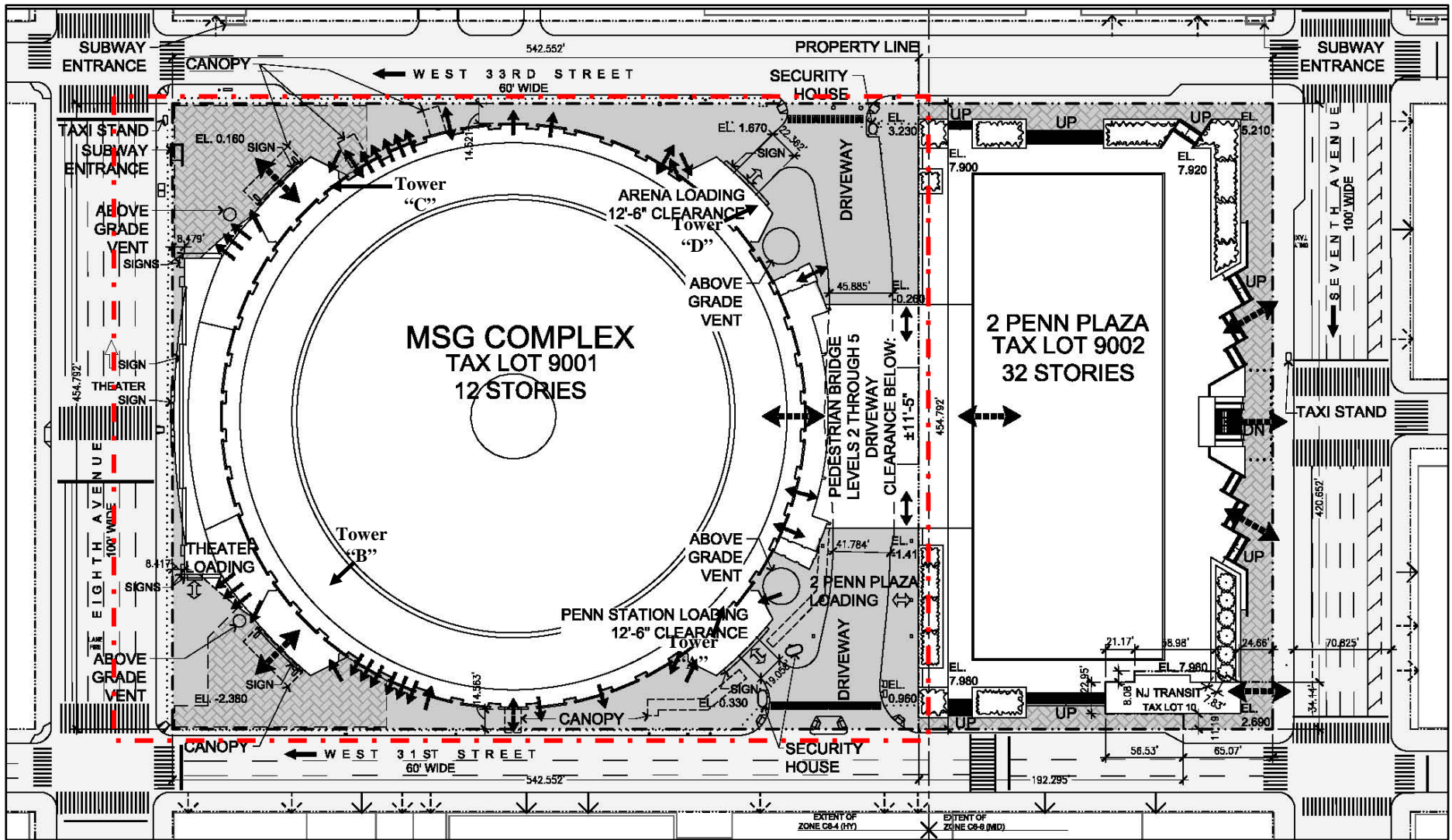


Image courtesy of Brisbin Brook and Beynon Architects

--- Project Site

The Garden is currently undergoing a major, three-year rehabilitation known as the Transformation, consisting of substantial interior renovations to upgrade many components of the Arena's interior. The Transformation was started in 2011 and is expected to be complete by late 2013 or early 2014. It will include many major upgrades, including an improved main lobby; wider concourses; new first-class food and entertainment amenities; improved sightlines; a dynamic new scoreboard; new suites, clubs and hospitality areas; new internal bridges over the Arena floor; and new views of the city from several areas of the building. Temporary construction sheds and construction fences are currently located around the perimeter of the Garden as a result of Transformation activities.

Existing Signage On-Site

As shown in **Figure A-5**, several signs are located on the exterior of the Garden. There is a 1,536-square-foot illuminated sign for the Garden, in the shape of a marquee, located on the Eighth Avenue façade. This sign extends to a height of approximately 55 feet 11 inches above curb level. There are also two 250-square-foot signs, oriented perpendicular to Eighth Avenue and facing West 31st Street and West 33rd Street, respectively. Last, there are two 700-square-foot signs facing Eighth Avenue, located adjacent to the Garden's Eighth Avenue escalator towers. The content of these signs varies, with both accessory content and third-party advertising and sponsor messages. These signs exceed the maximum surface area set forth in the Zoning Resolution. The marquee sign additionally exceeds the maximum permitted height. Building permits were issued for the marquee in 1997. The Project Site also has a sign for the Theater located on the Eighth Avenue façade with a surface area of 415 square feet, and signs for Nick & Stef's Restaurant, located on the West 33rd Street façade with a total surface area of 62 square feet. These signs comply with the applicable regulations of the Zoning Resolution.

Table A-1: Existing vs. Zoning Compliant Signage

Zoning Lot Frontage	Zoning Compliant Signage (sf)				Existing Signage (sf)			
	MSG Arena	Nick + Stef's	Theater	Total (sf)	MSG Arena	Nick + Stef's	Theater	Total (sf)
W. 33rd St.	500	500	0	1,000	0	62	0	62
W. 33rd St. at Eighth Av. (Corner)	500 per frontage	0	0	1,000	700 on 8th Ave. frontage	0	0	700
Eighth Ave.	500	0	500	1,000	2,036	0	415	2,451
W. 31st St. at Eighth Av. (Corner)	500 per frontage	0	0	1,000	700 on 8th Ave. frontage	0	0	700
W. 31st St.	500	0	0	500	0	0	0	0
Total	3,500	500	500	4,500	3,436	62	415	3,913

The Zoning Resolution allows each land use with frontage on West 31st Street, West 33rd Street or Eighth Avenue to have 500 square feet of signage with a height of up to 40 feet. The permitted size of signage on corner lots is 500 square feet on each frontage, with a height of up to 40 feet. Thus, under current zoning, MSG is permitted a maximum of 3,500 square feet of signage, Nick + Stef's is permitted a maximum of 500 square feet with a height of up to 40 feet and the Theater at MSG is permitted up to 500 square feet of signage with a height of up to 40 feet. Current zoning allows digital signage, but does not allow advertising signs, including sponsor messaging. In the future without the



1. West 31st Street and Eighth Avenue



2. West 33rd Street and Eighth Avenue



3. West 31st Street (midblock)



4. West 33rd Street (midblock)

Proposed Action, it is assumed that there would be compliant signage. **Table A-1** shows zoning compliant signage in comparison to existing signage.

A graphic depiction comparing the existing and zoning compliant signage is provided in **Figure A-6**. As shown in **Figure A-6**, a maximum height limit of 40 feet exists for all signage on the Project Site.

Neighborhood Context

The Garden is located within the commercial core of Midtown Manhattan (see **Figure A-7**, “Neighborhood Context”). Due primarily to Penn Station, pedestrian activity in the area is high even when there are no events in the Garden. While the urban fabric of the area is comprised of a dynamic mix of uses, the immediate area is largely commercial. The streetscape of the primary study area is urban in character, with wide sidewalks on the avenues and narrower sidewalks on the cross streets. The neighborhood around the Garden has a variety of street furniture—including streetlights, news racks, signposts, and permanent trash receptacles—that was designed and installed as part of the 34th Street Partnership’s capital improvement program. Bollards have recently been installed around the Eighth Avenue frontage of the MSG block. There are also several new stainless steel and glass MTA bus shelters in the area.

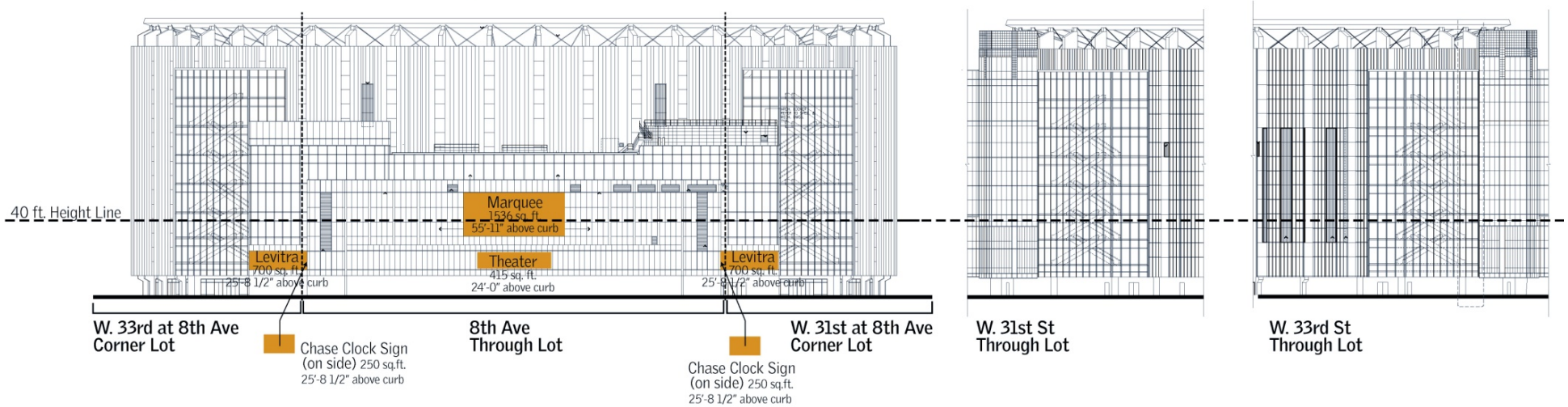
One of the prominent streetscape features along Seventh Avenue in this area is the advertising signage. Multi-story vinyl signage and billboards have been erected above low-scale buildings and affixed to the sides of larger buildings. Other examples include the projection television display board and the approximately four-story red shopping bag sign on the Macy’s department store; the large LCD display board in front of Two Penn Plaza for Madison Square Garden; and a number of other projecting and illuminated signs throughout the area (see **Figure A-7** and **Figure C-6**). Seventh Avenue is located within the Penn Center Subdistrict of the Special Midtown District.

The Eighth Avenue corridor within the immediate area contains the Farley Building immediately to the west. As the Farley Building is set back from the street, the Eighth Avenue steps in front of the Farley Building are well-utilized by people as a place to sit, eat, read, or people watch, especially in good weather when the steps are in the sun. The Farley Building will be undergoing renovations, beginning in 2012, as it is converted into Moynihan Station, a transit extension of Penn Station. An open parking lot is located immediately to the south of the Farley Building. For the most part, the buildings on Eighth Avenue contain ground-floor retail spaces, with shops and restaurants. Other streetscape elements in the area are primarily limited to sidewalk furniture such as signs, standard light poles, bus shelters, and trash cans. The area contains a mix of signage for retail uses and advertising, including a multi-story advertising sign painted on a building façade north of the Project Site and another multi-story advertisement on a building façade to the west of Eighth Avenue on West 33rd Street (see **Figure C-7**).

D. PROJECT PURPOSE AND NEED

The Proposed Action would modify the underlying signage regulations applicable to Pennsylvania Station Subarea B4 of the Special Hudson Yards District by special permit to allow signage that is larger and higher than signage permitted under current zoning and includes third-party advertising and sponsor messaging. The Applicant intends to install signage that it believes is consistent with other major arenas in New York City and nationwide (see **Figure A-8**) and also consistent with the surrounding neighborhood (see **Figure A-7**).

Existing Total: 3,436 Sq.Ft. MSG and 415 Sq.Ft. Theater



Allowable Total: 3,500 Sq.Ft. MSG and 500 Sq.Ft. Theater

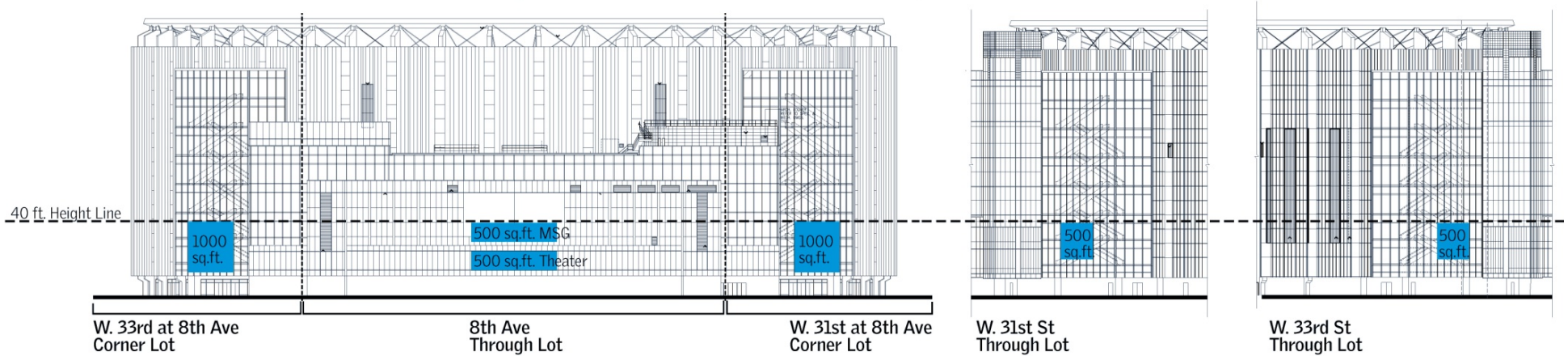


Image courtesy of
TWO TWELVE



Photos courtesy of TWO TWELVE

Exterior Signage at Stadiums and Arenas*

	Stadium	City	Teams	Third-Party Advertising	Sponsor Advertising	Naming Rights	Notes
NY Metropolitan Area	Barclays Center	Brooklyn, NYC	Nets		X	X	Sponsor advertising signage is permitted as per the Design Guidelines. Source: Forest City Ratner
	CitiField	Queens, NYC	Mets	X	X	X	• Third-party advertising on static signs on the back of the Center Field scoreboard, Left Field Light Towers, and Right Field Scoreboard. • LED board is used for sponsor advertising only because of proximity to highway. Source: John Clark (MSG)
	MetLife Stadium	East Rutherford, NJ	Giants, Jets		X	X	Digital signage at four main entrances contain content for "cornerstone partners" and team marketing only. Source: John Clark (MSG)
	Prudential Center	Newark, NJ	Devils, (Nets)		X	X	Source: Marc Schoenfeld (MSG)
	Yankee Stadium	Bronx, NYC	Yankees				Source: Two Twelve visual survey
Outside the NY Metropolitan Area	American Airlines Arena	Miami	Heat		X	X	• Media Mesh Content breakdown: 33% Arena messaging / 33% Heat messaging / 33% sponsor advertising. • Sponsor advertising interpreted broadly as a sponsor contract and / or inventory in the arena Source: John Clark (MSG) and Steve Helfman, Esq.
	American Airlines Center	Dallas	Stars, Mavericks	X	X	X	Legislation permits third-party advertising, except for rooftop signs. <i>Dallas, Tex., Dev. Code, Art. 7, div. 51A-71700 (2011)</i>
	Amway Center	Orlando	Magic		X	X	They have static signage that is sold only to founding partners who are affiliated with a product or service sold in the building as per agreement with the City. Source: John Clark (MSG)
	Camden Yards	Baltimore	Orioles		X		Source: Two Twelve internet photo research
	Chesapeake Energy Arena	Oklahoma City	Thunder	X		X	Source: Two Twelve internet photo research
	Oracle Arena	Oakland	Golden State Warriors	X		X	• The signs are not digital but they are rotational. • All signs are managed and sold by CBS Outdoor without restriction on content. Source: John Clark (MSG)
	Staples Center	Los Angeles	Kings, Lakers, Sparks	X	X	X	Legislation permits third-party advertising. <i>Los Angeles, Cal., Ordinance No. 172465 (Feb. 19, 1999)</i>
	Target Center	Minneapolis	Timberwolves, Lynx	X	X	X	• Legislation permits third-party advertising. <i>Minneapolis, Minn., Code of Ordinances, Tit. 20, ch. 544, § 544.90 (2012)</i> • 6 static signs on each corner and 1 small digital board. 22 rotations (15 second spots) to advertisers and sponsors. The digital runs 24/7. Source: John Clark (MSG)
	TD Garden	Boston	Bruins, Celtics		X	X	They have street banners that are used by sponsors. Source: John Clark (MSG)
	Time Warner Cable Arena	Charlotte	Bobcats		X	X	They have billboard signage that is limited to founding level partners. Considering digital options. Source: John Clark (MSG)
	United Center	Chicago	Blackhawks, Bulls		X	X	Zoning allows "on-site ads" which is interpreted to allow items sold on-site, such as Coke and Budweiser. Source: Marc Schoenfeld (MSG)
	US Airways Center	Phoenix	Suns, Mercury	X	X	X	• Legends Entertainment District sells all signage (see www.legendsentertainment.com). • Total 50,000 sf of signage; 8,000 sf is digital. • Permitted by Entertainment District zoning legislation. <i>Phoenix, Ariz., Zoning Ordinance, ch. 6, § 6-43 (2012)</i> Source: John Clark (MSG)
	Verizon Center	Washington, DC	Capitals, Wizards, Mystics	X	X	X	• Current digital marquee runs sponsor advertising with a loose definition of sponsorship. • Have proposed legislation to permit outdoor third-party advertising. Issues have been with aesthetics not advertising. Source: Randall Boe, Monumental Sports Entertainment
	Wrigley Field	Chicago	Cubs		X		Source: Two Twelve internet photo research

*Includes NBA, NHL, NFL and MLB

Barclays Center (Nets) – Brooklyn, NY



Citi FIELD (Mets) – Queens, NY



Bullpen Gate, East Facade from 126th St



Outfield, North Facade from Parking



Bullpen Gate, East Facade from 126th St

4

MetLife Stadium (Jets and Giants) – East Rutherford, NJ



South Facade from Peripheral Rd



Pepsi Gate, West Corner from Parking



Pepsi Gate, West Corner from Parking



Verizon Gate, South Corner from Parking



Verizon Gate, South Corner from Parking

Prudential Center (Nets and Devils) – Newark, NJ



East Facade from Mulberry Street



East Facade from Mulberry Street



Northeast Corner from Mulberry St and Edison Pl

American Airlines Arena, Miami FL - Heat



West Facade facing Northeast on Biscayne Blvd

American Airlines Center, Dallas TX - Mavericks



Southwest Facade facing Northeast from Olive St

Amway Center, Orlando FL - Magic



Northeast Corner from W Church St and S Hughey Ave



West Facade facing East on Biscayne Blvd



East Plaza Facade facing Southwest from Arena



Northeast Corner from W Church St

Camden Yards, Baltimore MD - Orioles



Northeast Corner from S Eutaw St and W Camden St



Southwest Corner from W Conway St and Briscoe St

Chesapeake Energy Arena, Oklahoma City OK - Thunder



Birds Eye View of North Facade Facing South

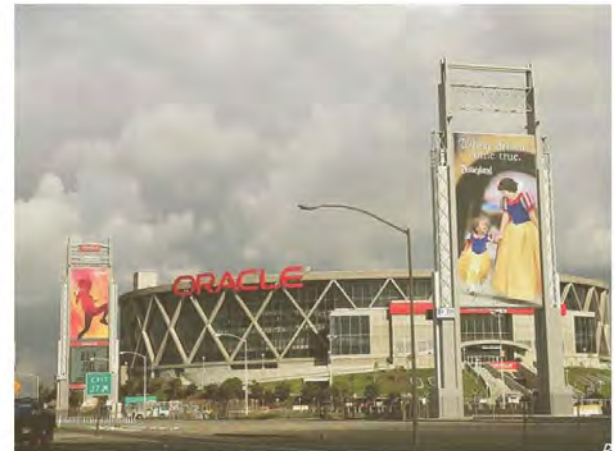


North Corner from West Reno Ave

Oracle Arena, Oakland CA - Golden State Warriors



Birds Eye View of South East Facade



South Facade from Colosseum Way/I-880

Staples Center, Los Angeles CA - Kings, Lakers, Sparks



Facing East on Chick Hearn Ct and LA Live Way



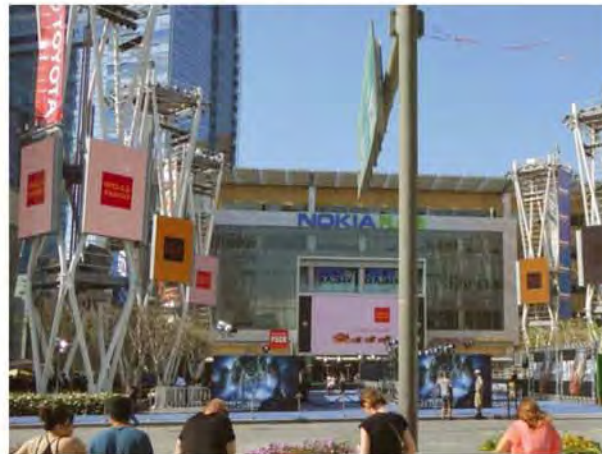
North Facing from East Side of Arena Plaza



Facing East on Chick Hearn Ct



Facing Northeast on Chick Hearn Ct



Facing North on Chick Hearn St



Facing Northwest on Chick Hearn St

Target Center, Minneapolis MN - Timberwolves



East Corner From N 1st Ave and 6th St N

TD Garden, Boston MA - Bruins, Celtics



North Corner from US 1

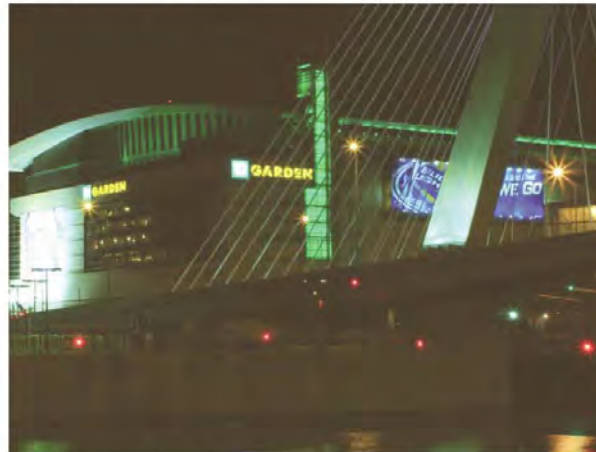
Time Warner Cable Arena, Charlotte SC - Bobcats



North Facade from E 5th St



Southeast Facade from N 1st Ave



North Corner from Boston Inner Harbor



Southwest Facade from E Trade St

United Center, Chicago IL - Blackhawks, Bulls



Facing East from parking at W Madison St and S Wood St

US Airways Center, Phoenix AZ - Suns, Mercury



North Facade from E Jefferson St and S 1st St

Verizon Center, Washington DC - Capitals, Wizards



Northwest Corner from 7th St NW



Gate 3, North Facade from W Madison St



West Facade from South on 7th St NW

The Applicant is seeking to modify the signage regulations because the Applicant believes the proposed signage is appropriate for a major entertainment and sports complex. The Applicant also believes it is consistent with signage that exists on other arenas located in urban areas, as well as signage that exists in the surrounding neighborhood, which is largely defined by pedestrian-heavy retail, entertainment and transportation uses. The Proposed Action would increase the allowable square footage and maximum height of the signage currently permitted on the Project Site. The Proposed Action would facilitate a proposal by the Applicant to install signage which would include: 20 mm LED display panels on the four Garden escalator towers; a 20 mm LED media wall consisting of a series of panels interspersed with masonry on the façade of the Theater at Madison Square Garden on Eighth Avenue; and pedestrian level vitrines incorporated into the lower facades of the Garden along West 31st Street and portions of West 33rd Street on areas that are currently blank walls and doors (see **Figure A-9**). The specified 20 mm LED signs provide high quality video with uniform color that is optimized for multiple viewing angles and distances.

The LED digital signage would include content now permitted under current zoning, but would also include third-party advertising and sponsor messages (see **Figure A-10**). The non-digital vitrine signage would contain content permitted under current zoning (see **Figure A-11**) and would not be facilitated or affected by the Proposed Action.

The signage is intended by the Applicant to help to showcase the Garden as a dynamic sports and entertainment venue. The Applicant has proposed signage intended by it to enliven and enrich the public experience of the Garden in the neighborhood by creating a visual connection between the indoor activity and outside, thus expanding the excitement of the Garden onto the streetscape. The new signage would introduce a state-of-the-art, comprehensive and integrated signage program that would replace the existing signage that is not in accordance with a comprehensive signage plan. The new signage would deliver varied, dynamic content that would generally be visible from the same vantage points as the existing signage and would enable the Garden to achieve a presence comparable to other urban arenas and stadiums. In addition to content showing defining moments that have occurred at the Garden and promotional content, it would allow for third-party advertising and sponsor messaging, which the Applicant believes are integral to and a significant part of the business of modern sports and entertainment venues. Third-party advertising and sponsor signs of varying sizes are often found on other arenas in New York City and nationwide (as shown in **Figure A-8**). The Applicant believes that the advertising signage that would be allowed with the proposed text amendment is in character with the advertising signage that exists in the neighborhood surrounding the Garden, as described above.

The proposed signage text amendment is intended by the Applicant to be consistent with the general purposes of the Special Hudson Yards District, as outlined in ZR 93-00 of Article IX, Chapter 3. The Special District was created to promote an “active and attractive business district.” Increasing the flexibility of the Project Site’s existing sign regulations is intended by the Applicant to serve this purpose. The proposed text amendment and special permit would allow signage that is comparable to that in the nearby Penn Center Subdistrict (ZR 81-51), which is intended to establish the subdistrict as a destination and enhance its retail, entertainment and commercial character, and also recognizes the relationship between the Subdistrict and its transportation network. Special sign regulations for the Penn Center Subdistrict allow zoning lots that contain or are adjacent to an entrance to a transit facility to have advertising signs at a greater height and with more lighting effects than zoning lots that do not, provided the entrances to the transit facility are otherwise properly identified (ZR §81-52, -521). The existing transportation network is expanding west of Eighth Avenue with the redevelopment of the Farley Building into Moynihan Station.



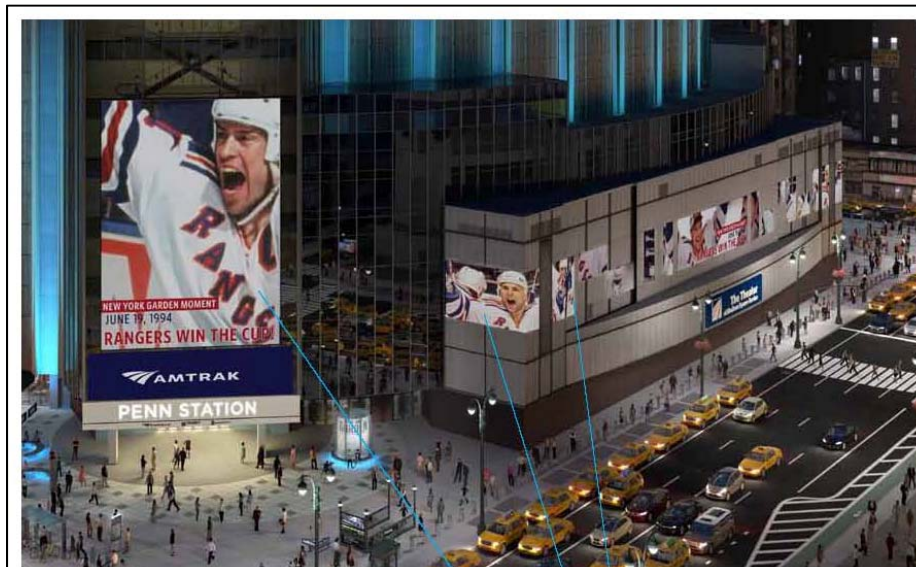
Signage Concept – View from the corner of Eighth Avenue and West 33rd Street.

Image courtesy of TWO TWELVE

*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.



Existing Signage – View from the corner of Eighth Avenue and West 33rd Street.



20 mm LED Display Panels

- Accommodates necessary viewing distances (60' min)
- Accommodates necessary viewing angles (140° horizontal / +20°/-40° vertical)
- Provides uniform color at all angles
- Flexible cabinet design allows for seamless displays in any shape or size

Media Wall:

Multiple panels with overall area of 18'-8" high x 230' wide
Mounted 52'-2" to top of panels

Media Wall End Panels:

18'-8" high x 26'-6" wide
Mounted 52'-2" to top of panels

Tower Media:

66' high x 44' wide
Mounted 80' to top of panels

Signage Concept – View from the corner of Eighth Avenue and West 33rd Street.

Images Courtesy of TWO TWELVE

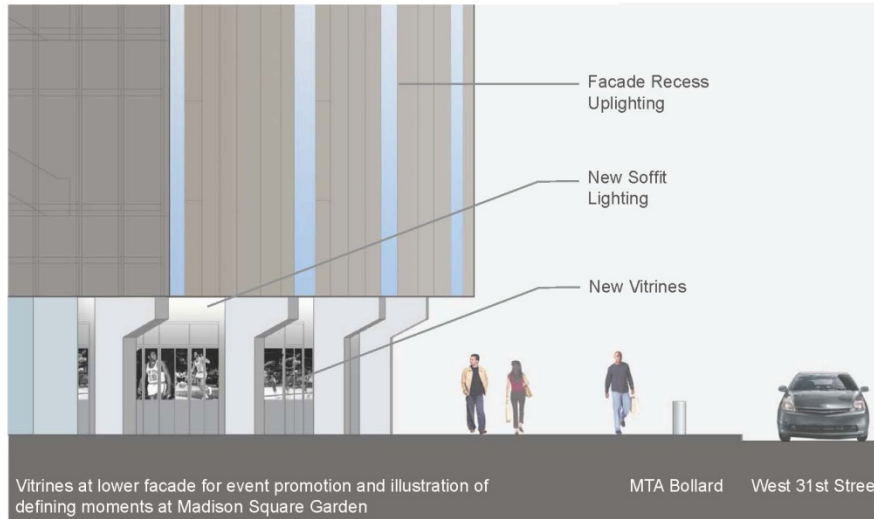
*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.



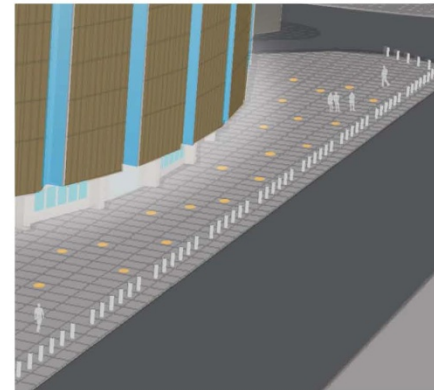
Concept Signs – Views of Tower and Abstract Media Signs. View from the corner of Eighth Avenue and West 33rd Street. Clockwise from left: sports events, concerts, third-party advertising, sponsors.

*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

Pedestrian Facade



Walk of Fame



- Walk of Fame plaques become part of public experience



Precedent Image: Apollo Theater



Precedent Image: Chinese Theater



Precedent Image: Madison Square Garden

Garden of Dreams Paver Relocation



- Bring this not-for-profit program into the public realm

MSG and Team Logos

- Logos become thematic space in proximity of each seating unit



Image Courtesy of TWO TWELVE and Mathews Nielsen Landscape Architects

*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

The Proposed Action also would include text amendments to allow CPC to regulate the design of pedestrian-accessible open areas – including but not limited to existing plazas – in connection with the grant of an arena special permit pursuant to Section 74-41, and to allow CPC to approve design changes to existing plazas on the Project Site without a certification by the Chairperson of CPC. The amendments would facilitate open space changes by, first, allowing the design of plazas and of non-plaza open areas to be regulated by the same approval process and, second, allowing this regulation without a CPC Chairperson certification. Thus, CPC would continue to have a role in the design of the open areas surrounding the Garden through the Section 74-41 special permit process.

Improvements to open areas that are being provided at the Garden under both No-Action and With-Action conditions include: new lighting, paving, seating, area wayfinding signage, and screening at the loading area.

Under With-Action conditions, two wayfinding signs (32 square feet each) would be installed in the open areas; one wayfinding sign would be located near each of the Eighth Avenue entrances to Penn Station. The signs would be free-standing pylons, approximately 8 feet tall by 2 feet wide, with identification for the Garden. The signs would contain text at eye level to direct pedestrians to the Arena's main entrance on Seventh Avenue. In addition, under With-Action conditions, graphic cladding would be added to the two cylinder vents (approximately 678 square feet each) in the open areas located near each of the Eighth Avenue entrances to Penn Station; and a graphic treatment would be added to the 668 square-foot loading zone screen (the screen also would be installed under No-Action conditions, but would not include any graphics). These signs and the graphics on the loading screen would not be included in No-Action scenario since they would be treated as signs and not as open area improvements and would exceed the permitted surface area.

The open area improvements would introduce new streetscape elements on the Project Site. Additionally, it is anticipated that the area wayfinding and informational signage would help to improve the pedestrian experience in the area by orienting the pedestrian. Many of the other open area improvements being provided would help to create visual interest for pedestrians that are walking on sidewalks immediately adjacent to the Garden (e.g., benches, pavement inlays, plaques, and improved driveway lighting), while some of the other proposed improvements would improve the experience for those pedestrians within viewing distance of the Garden (e.g., illumination of the building's exterior façade recesses, and the compression ring at the top of the building).

E. THE PROPOSED PROJECT

FRAMEWORK FOR ENVIRONMENTAL ANALYSIS

Scope of Environmental Analysis

This document uses the methodologies and follows the guidelines set forth in the 2012 *CEQR Technical Manual*. For each technical analysis in this EAS, the assessment includes a description of existing conditions, an assessment of conditions in the future without the proposed action (the “No-Action Condition”) for the year that the action is expected for completion, and an assessment of conditions for the same year with the Proposed Action fully constructed, implemented and operational (the “With-Action Condition”). Identification and evaluation of impacts of the Proposed Action are based on the change (i.e., incremental difference) between the With-Action Condition and the No-Action Condition.

Analysis Year

As indicated above, the Proposed Action which is the subject of this document will be developed by 2014. Therefore, the No-Action and With-Action Condition are assessed for the year 2014.

Defining Baseline Conditions

Existing Condition

The assessment of existing conditions establishes a baseline, not against which the project is measured, but from which future conditions can be projected. The prediction of future conditions begins with an assessment of existing conditions because these can be measured and observed. The existing signage and open areas on site are described above.

No-Action Condition

The future condition without the Proposed Action provides a baseline condition that is evaluated and compared to the incremental changes due to the proposed project. The future conditions without the Proposed Action are assessed for the same analysis year (2014) as the proposed project. The future conditions without the Proposed Action uses existing conditions as a baseline and adds to it changes known or expected to be in place at various times in the future. For many technical areas, the future condition without the Proposed Action incorporates development projects that are likely to be developed by the analysis year. This includes development currently under construction or which can be reasonably anticipated. The Applicant is seeking the Arena Special Permit pursuant to Section 74-41 of the Zoning Resolution. It is assumed that absent the Proposed Action, there would be signage that is zoning compliant.

In addition, absent the Proposed Action, the Applicant would modify the open areas surrounding the Garden by undertaking the following improvements pursuant to a ministerial CPC Chairperson certification pursuant to Zoning Resolution Section 37-625 and the Arena Special Permit (see **Figures A-12 through A-16**³ for the various open area improvements that are being provided at the Garden, including: new lighting, paving, seating, area wayfinding signage, and non-graphic screening at the loading area). The open space improvements in the future without the Proposed Action would be regulated in accordance with the plaza regulations.

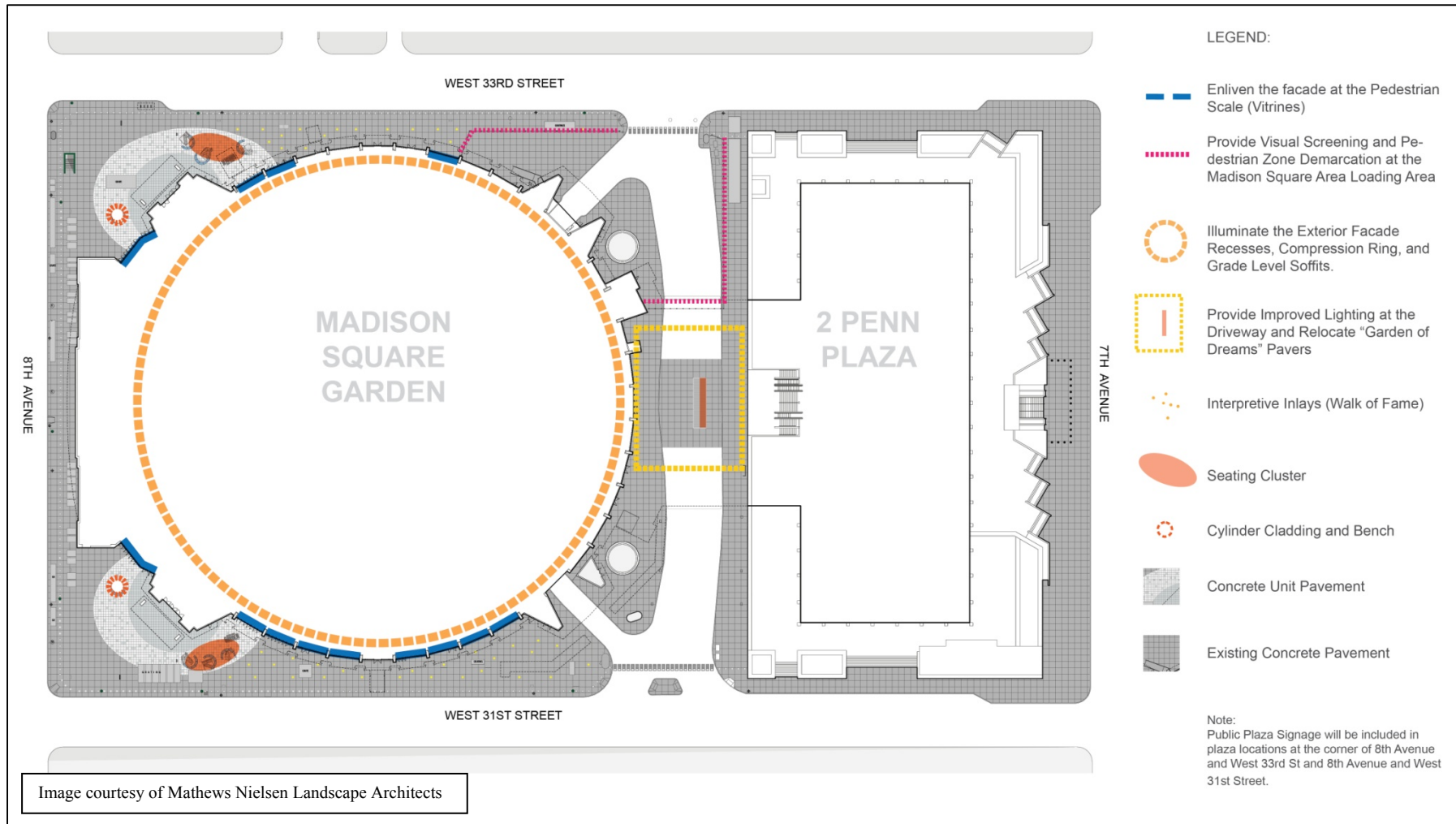
With-Action Condition

The future condition with the Proposed Action describes changes that would be anticipated as a result of the proposed project by 2014. The With-Action condition uses the No-Action condition described above as the baseline condition. Details of the Proposed Action are described below.

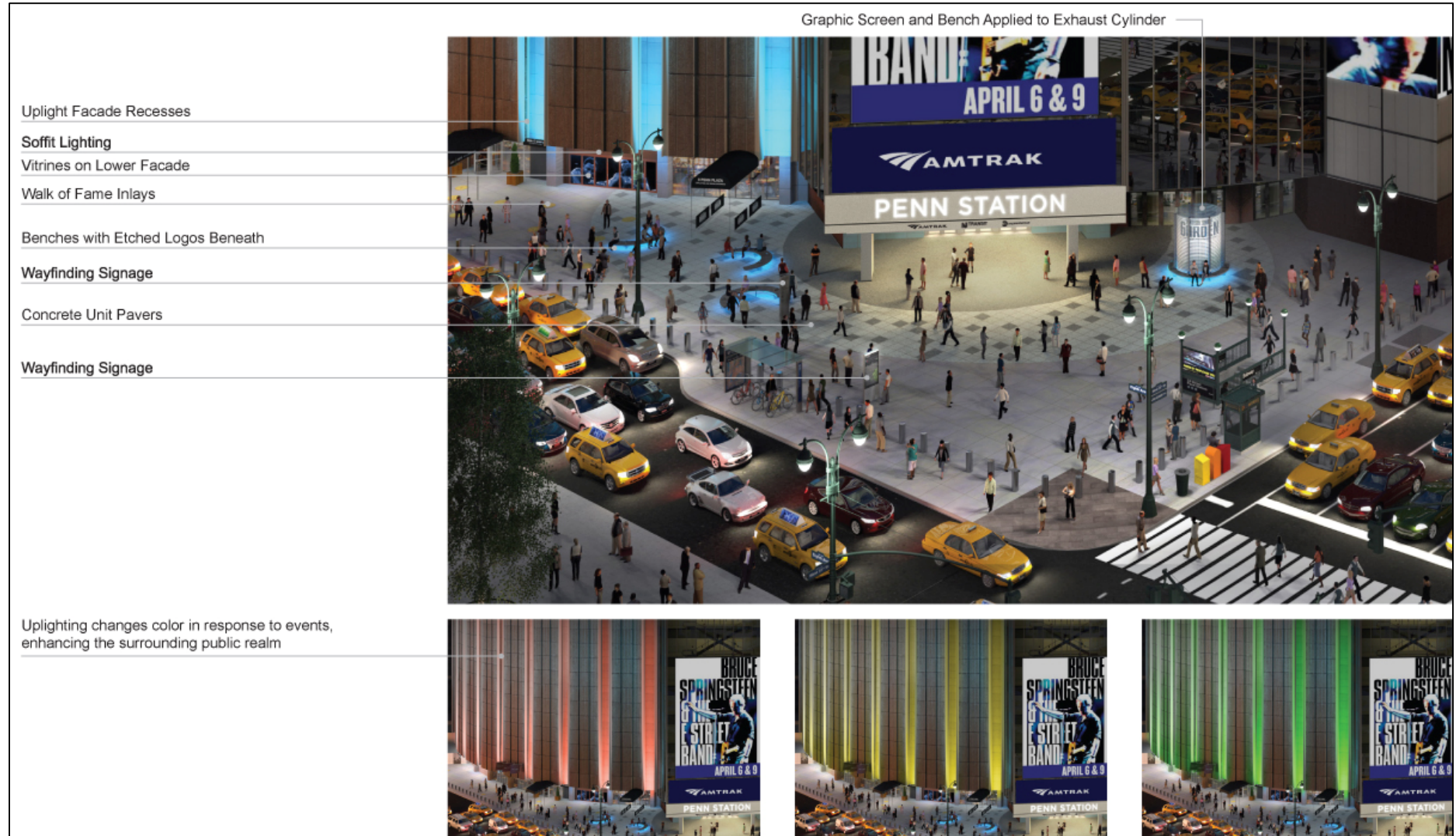
PROJECT IDENTIFICATION

The application seeks two text amendments and a special permit. The first text amendment is to Section 93-17 (Modification of Sign Regulations) of the Zoning Resolution to create a special permit pursuant to new Section 93-171 by which sign regulations applicable within the Pennsylvania Station Subarea B4 of the Special Hudson Yards District may be modified. The Applicant seeks the grant of a special permit to Section 93-171, as so amended, to modify the sign regulations applicable to the Project Site. The proposed text amendment to Section 93-17 would maintain the basic zoning controls contained in the existing Special Hudson Yards District for Subarea B4, but would amend the zoning text to create a special permit that would allow greater signage flexibility in terms of size and content.

³ Renderings are conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.



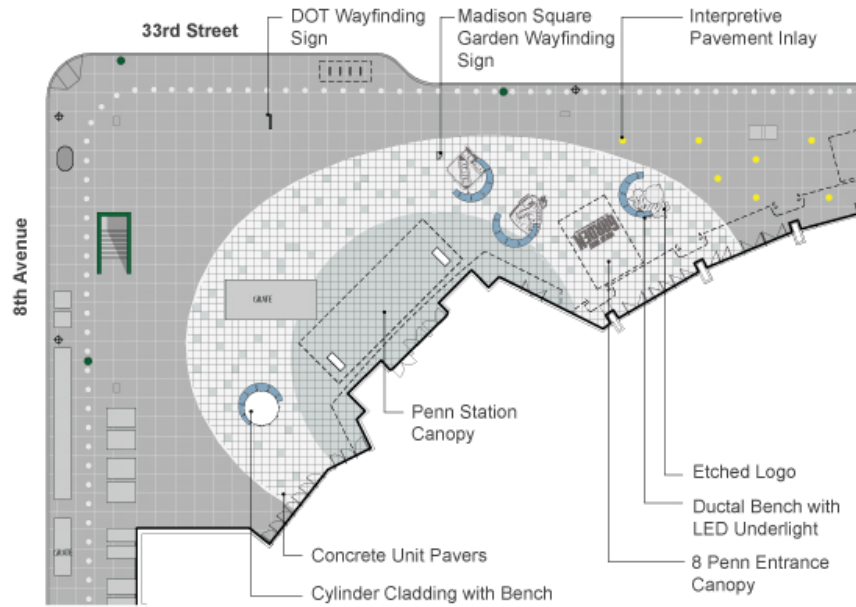
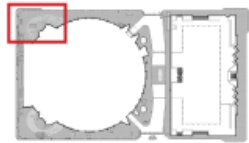
*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.



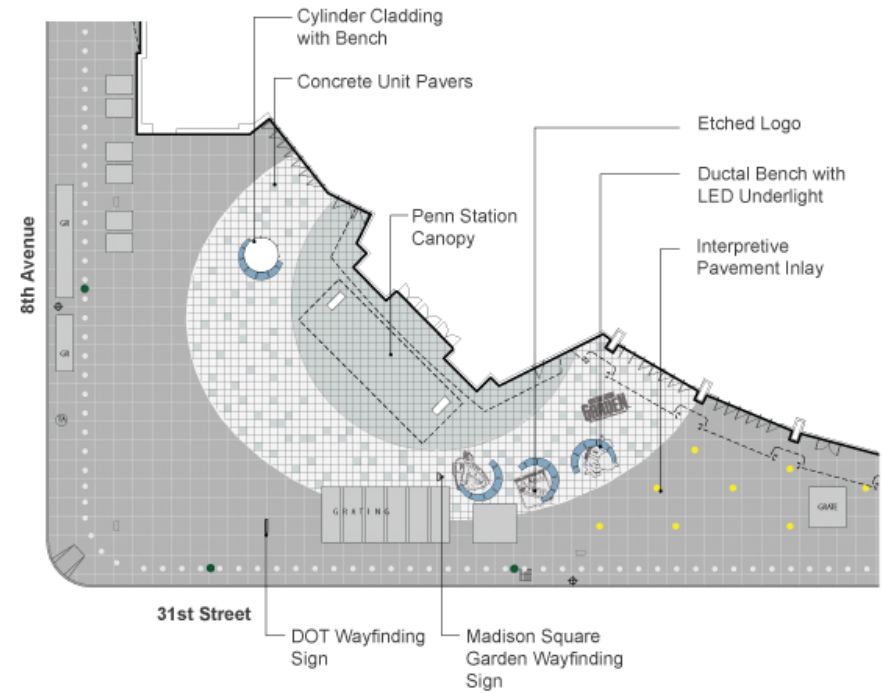
Images courtesy of TWO TWELVE and Mathews Nielsen Landscape Architects

*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

Northwest Corner



Southwest Corner



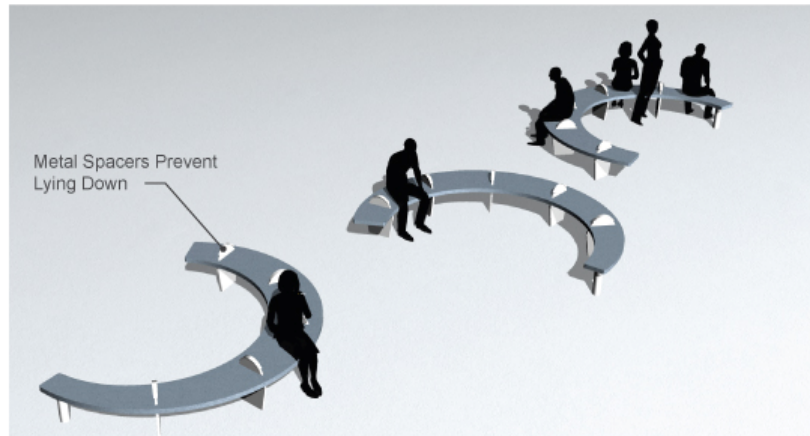
Note:
Public Plaza Signage will be included at each plaza location to signify the space is open to the public.

Images Courtesy of Mathews Nielsen Landscape Architects

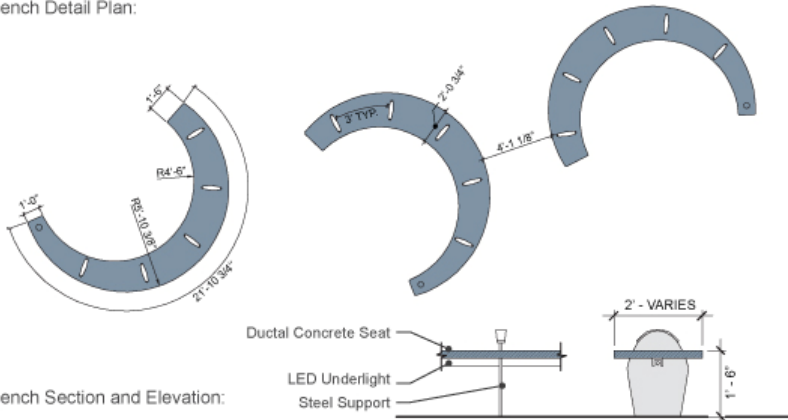
*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

Seating

- Form derived from a series of arcs that compliment the paving ellipse
- Brightly underlit to create nighttime visual interest



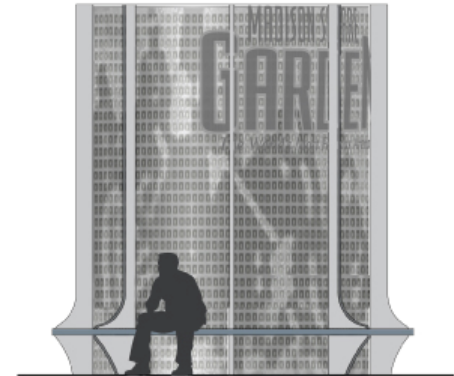
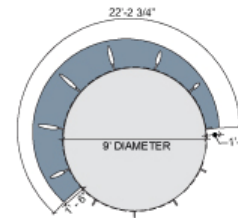
Bench Detail Plan:



Bench Section and Elevation:

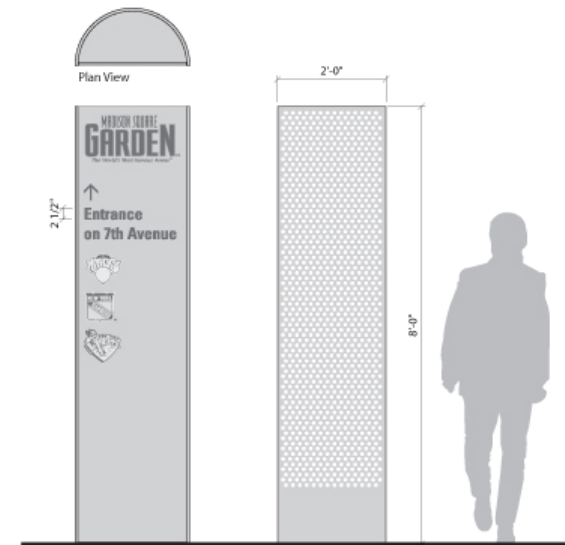
Cylinder Cladding and Bench

- Wrapped in dynamic imagery
- Bench serves as meeting point



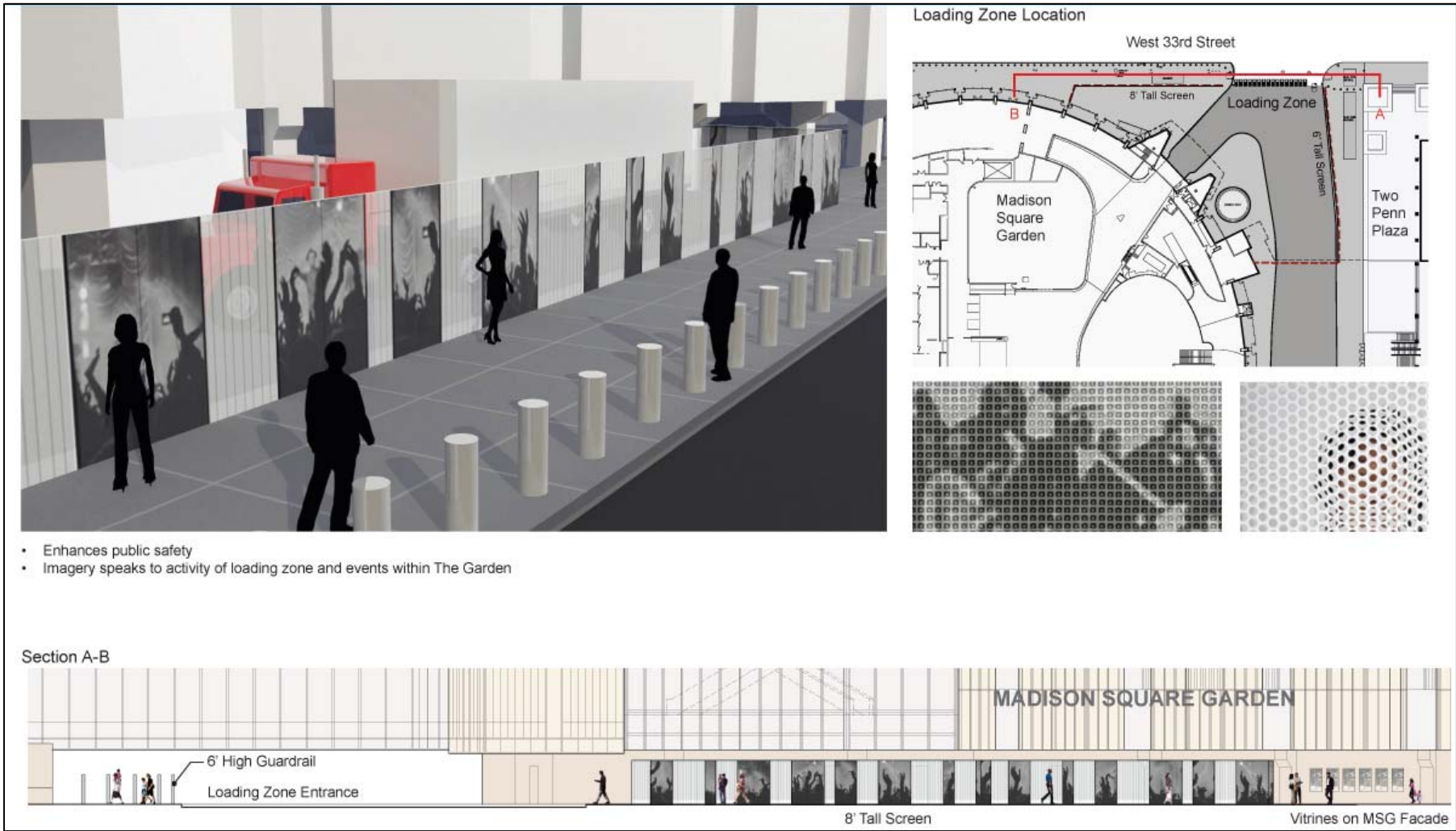
Wayfinding Signage

- Coordinated with all constituencies
- Clarifies pedestrian movement



Images Courtesy of Mathews Nielsen Landscape Architects

*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.



- Enhances public safety
- Imagery speaks to activity of loading zone and events within The Garden

Images courtesy of Mathews Nielsen Landscape Architects

*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

The Project Site (consisting of the Garden) would be the only site that would be affected by the amendment. The proposed sign regulations would not have any implications for any part of the Special Hudson Yards District except Subarea B4. The proposed text amendment is included in **Appendix 1**.

The proposed signs for the Arena exceed the maximum surface area and height limitations applicable within Subarea B4 of the Special Hudson Yards District and would contain third-party advertising and sponsorship messages, as well as content associated with the Garden. The proposed text amendment to Section 93-17 of the Zoning Resolution would create a special permit pursuant to new Section 93-171 by which CPC could modify Sections 32-63 (Permitted Advertising Signs) to allow advertising signs, 32-64 (Surface Area and Illumination Provisions) to allow increased surface area of signs along specified streets, and 32-65 (Permitted Projection or Height of Signs) in connection with an arena permitted pursuant to a Section 74-41 special permit. Separate conditions would be set forth for signs located at or above a height of 12 feet above a curb level and for signs located below such height, regulating the location, height, and total surface area of such signs.

The required findings for the special permit under the proposed text amendment would ensure that the location, height, total surface area, illumination, and animation of such signs have an appropriate relationship to buildings and uses on the Zoning Lot and to adjacent areas including Penn Station. In the case of sponsorship messages and third-party advertising, the findings would further require that such advertising be compatible with the character of the Zoning Lot and of the surrounding area. The Penn Center Subdistrict of the Special Midtown District, which is located to the east and northeast of the Site along Seventh Avenue and includes a portion of the Zoning Lot, contains several multi-story vinyl signs and billboards located above low-rise buildings and affixed to the facades of larger buildings. These signs include the large LCD display on the Seventh Avenue frontage of Two Penn Plaza, which displays messages promoting Arena and Theater events. In addition, there is a projection television display board and an approximately four-story sign on the Macy's department store building, located on the block bounded by Seventh Avenue, Broadway, West 34th Street, and West 35th Street; a multi-story LED sign with animated content on the southeast corner of Seventh Avenue and West 34th Street; and several other projecting and illuminated signs throughout the area, primarily for retail establishments. Many of these signs contain advertising messages. The Eighth Avenue corridor contains a variety of signage as well, including a multi-story advertisement painted on the façade of a building visible to the immediate north, a multi-story advertisement on a building façade to the west of Eighth Avenue on West 33rd Street, and a mix of accessory and advertising signs to the south and west. Such signs create an appropriate context for the proposed signage program.

The signs located above a height of 12 feet would contain, among other content, third party advertising and sponsorship messaging, contrary to Section 32-63. These signs also would not comply with the 40-foot height limitation set forth in Section 32-65. In addition, the signs located both above and below a height of 12 feet would not comply with the total surface area limitations set forth in Section 32-64. Therefore, a special permit pursuant to Section 93-171, as amended, is needed to modify the application of such sections to allow the proposed signs.

Proposed Tower Signage (“Tower Media”)

20 mm LED display panels with a square footage of up to 3,000 square feet would be installed on each of the escalator Towers A, B, C and D. The panels would extend to a height of 80 feet above curb level. The digital displays would include content permitted under current zoning as well as advertising signs (see **Figure A-10**, “Concept Signage Content”).

Proposed Eighth Avenue Signage (“Eighth Avenue Media Wall”)

The existing marquee-like sign on Eighth Avenue would be removed and replaced by a 20 mm LED media wall on the Eighth Avenue façade. The media wall would be composed of multiple panels

interspersed with masonry and forming a band along the building’s Eighth Avenue façade, with a height of 18’-8” and a width of 230’-0”, and wrapping around the façade’s northern and southern ends, with end panels of 18’-8” by 26’-6”. The media wall would have a total LED area of approximately 3,976 square feet (approximately 2,986 square feet along the Eighth Avenue façade and approximately 495 square feet on each of the façade’s wrap-around ends) or, if portions of the band occupied by masonry rather than an LED display are also included, an area of approximately 5,300 square feet. The maximum height of all proposed media wall signage would be approximately 53 feet above curb level. A depiction of the proposed Eighth Avenue signage is provided in **Figure A-10**.

Proposed Vitrines

Pedestrian-level vitrines would be incorporated into the lower façades along West 31st Street and portions of West 33rd Street (as depicted in **Figure A-11**) on areas that are currently blank walls or doors. Vitrine signage would not be digital. Signage in the proposed vitrines would help to enliven the pedestrian-level facades with images of defining moments in MSG’s history and would promote upcoming events.

The surface area of the proposed signage is shown below in **Table A-2**.

Table A-2: Proposed Signage Related to the 93-171 Special Permit

Zoning Lot Frontage	Signage	Mounting Height (Proposed Height)	Square Footage	Total (sq. ft.)
W. 33rd Street	Tower D LED Panel	80’	2,904	3,086
	Vitrines	6’-9”	182	
W. 33rd Street at Eighth Avenue (Corner)	Tower C LED Panel	80’	2,904	2,904
Eighth Avenue	Media Display End Panel (north facing)	53’	495	3,976 (LED area)
	Media Display	53’	2,986 (LED area) 4,293 (overall)	
	Media Display End Panel (south facing)	53’	495	
W. 31st Street at Eighth Avenue (Corner)	Tower B LED Panel	80’	2,904	2,904
W. 31st Street	Tower A LED Panel	80’	2,904	3,391
	Vitrines	6’-9”	487	
TOTAL				16,261

Note: Table A-2 does not include signage associated with the open area improvements that would be implemented in conjunction with a special permit pursuant to amended Section 74-41 under With-Action conditions.

Existing zoning limits the height of signage in this area to a maximum of 40 feet on all frontages. As shown above, the proposed zoning would allow signage that could have a maximum height of 85 feet above curb level.⁴ However, as indicated in **Table A-2**, the maximum signage height that would result

⁴ For purposes of calculating the height of any sign permitted pursuant to the new special permit, curb level has been defined as 30.755 feet above Manhattan datum.

from the Proposed Action would be the 80’ LED signs that are proposed on the four escalator towers. As the signage program would be tied to specific drawings that would be submitted as part of the special permit application, the Applicant would be bound to the heights specified in the special permit application. If the Applicant were to seek any subsequent modifications to the signage program that are not within the scope of the proposed signage, a new special permit application would be required.

The following table (**Table A-3**) shows a comparison of the existing signage, the signage allowed per current zoning, and the proposed signage.

Table A-3: Existing, Zoning Compliant Signage and Proposed Signage

Zoning Lot Frontage	Zoning Compliant Signage (sf)				Existing Signage (sf)				Proposed Signage (sf)			
	MSG Arena	Nick + Stef's	Theater	Total (sf)	MSG Arena	Nick + Stef's	Theater	Total (sf)	MSG Arena	Nick + Stef's	Theater	Total (sf)
W. 33rd St.	500	500	0	1,000	0	62	0	62	3,086	62	0	3,148
W. 33rd St. at Eighth Ave. (Corner)	500 per frontage	0	0	1,000	700 on 8th Ave. frontage	0	0	700	2,904	0	0	2,904
Eighth Ave.	500	0	500	1,000	2,036	0	415	2,451	3,976 (LED area)	0	415	4,391
W. 31st St. at Eighth Ave. (Corner)	500 per frontage	0	0	1,000	700 on 8th Ave. frontage	0	0	700	2,904	0	0	2,904
W. 31st St.	500	0	0	500	0	0	0	0	3,391	0	0	3,391
Total	3,500	500	500	4,500	3,436	62	415	3,913	16,261	62	415	16,738

As shown above, the Proposed Action would result in an increase in the allowable square footage under current zoning.

Installation of the proposed signage would commence at the end of Transformation construction activities. As discussed above, construction related to the Transformation is expected to be complete in late 2013 or early 2014. The signage program installation is expected to be completed in 2014.

The second text amendment pertains to the regulation of open areas on the Project Site. Pursuant to the existing language of Section 37-625, design changes to existing plazas require a certification by the Chairperson of CPC that such changes bring the plazas into greater accordance with the current standards for public plazas. The proposed text amendment would instead allow CPC to regulate the design of pedestrian-accessible open areas—including, but not limited to, existing plazas—as a condition of the grant of a CPC special permit pursuant to Section 74-41. In connection therewith, and within Subarea B4 of the Special Hudson Yards District, the text amendments would allow CPC to approve design changes to existing plazas without a certification by the Chairperson of CPC. The proposed text amendment is included in Appendix 1. The text amendment would facilitate a number of open area modifications that would otherwise occur pursuant to a CPC Chairperson certification pursuant to the existing text of Section 37-625 and under the existing text of Section 74-41 in the No-Action condition. Open area improvements to be provided under No-Action conditions and With-Action conditions include: new lighting, paving, seating, area wayfinding signage, and screening at the loading area.

In addition, as shown in **Table A-4**, new signage would be installed in the open areas under With-Action conditions. Two wayfinding signs (32 square feet each) would be installed in the open areas; one wayfinding sign would be located near each of the Eighth Avenue entrances to Penn Station. The

signs would be free-standing pylons, approximately 8 feet tall by 2 feet wide, with identification for the Garden. The signs would contain text at eye level to direct pedestrians to the Arena’s main entrance on Seventh Avenue. These signs would not be included in No-Action scenario since they would be treated as signs and not as open area improvements and would exceed the permitted surface area.

Other open area improvements that would occur under With-Action conditions would be: graphic cladding that would be added to the two cylinder vents (approximately 678 square feet each) in the open areas located near each of the Eighth Avenue entrances to Penn Station; and a graphic treatment that would be added to the 668 square-foot loading zone screen (a screen of the same size would also be installed under No-Action conditions, but would not include any graphics). The graphics on the loading screen would not be included in No-Action scenario since they would be treated as signs and not as open area improvements and would exceed the permitted surface area.

Table A-4: Open Area Signage Related to the 74-41 Special Permit

Zoning Lot Frontage	Signage	Mounting Height (Proposed Height)	Square Footage	Total (sq. ft.)
W. 33rd Street at Eighth Avenue (Corner)	Cylinder Cladding	12’	678.5	710.5
	MSG Wayfinding Sign	8’	32	
W. 31st Street at Eighth Avenue (Corner)	Cylinder Cladding	12’	678.5	710.5
	MSG Wayfinding Sign	8’	32	
W. 33rd Street	Loading Zone Screen	8’	668	668
TOTAL				2,089

F. REQUIRED APPROVALS

As discussed above, the Applicant seeks the following actions to facilitate the continued use and operation of the Arena:

- (i) A CPC special permit pursuant to Section 74-41 of the New York City Zoning Resolution, as amended, to allow an arena, auditorium, stadium or trade exposition with a capacity in excess of 2,500 seats (the “Arena Special Permit”);
- (ii) A certification by the Chairperson of CPC pursuant to Section 37-621 of the Zoning Resolution for the elimination of non-bonused plaza area;
- (iii) Text amendments to modify:
 - a. Sections 37-625 and 74-41 of the Zoning Resolution to allow CPC to approve design changes to pedestrian-accessible open areas in connection with an Arena Special Permit and, within Pennsylvania Station Subarea B4 of the Special Hudson Yards District, to approve design changes to existing plazas without a separate certification by the Chairperson of CPC; and
 - b. Section 93-17 of the Zoning Resolution to create a special permit pursuant to new Section 93-171 by which sign regulations applicable within Pennsylvania Station Subarea B4 of the Special Hudson Yards District may be modified; and

- (iv) A CPC special permit pursuant to Section 93-171 of the Zoning Resolution, as amended, to modify the sign regulations applicable to the Arena.

The first two actions are not subject to CEQR for reasons described above. The remaining actions are subject to CEQR. Through CEQR, City agencies review discretionary actions for the purpose of identifying the effects those actions may have on the environment. As described in the New York City Zoning Resolution, a special permit is a discretionary action, subject to ULURP. Both actions require CPC approval prior to adoption by the City Council.

Attachment B

Land Use, Zoning and Public Policy

Madison Square Garden Zoning Text Amendment EAS
ATTACHMENT B: LAND USE, ZONING, AND PUBLIC POLICY

A. INTRODUCTION

A detailed assessment of land use and zoning is appropriate if the Proposed Action would result in a significant change in land use or would substantially affect regulations or policies governing land use. Under *CEQR Technical Manual* guidelines, an assessment of zoning is typically performed in conjunction with a land use analysis when the action would change the zoning on the site or result in the loss of a particular use. Some assessment of public policy typically accompanies an assessment of land use. For analysis purposes, an approximate 400-foot radius from the site is defined as the general Study Area.

B. LAND USE

Existing Conditions

The Project Site has a lot area of approximately 246,748 square feet, and is located on the western portion of the approximately 363,776-square-foot superblock bounded by West 33rd Street to the north, West 31st Street to the south, Seventh Avenue to the east, and Eighth Avenue to the west. The site currently accommodates a large sports and entertainment complex at 3-10 Penn Plaza, which is housed within a building consisting of a precast concrete-clad cylinder that rises approximately 10-stories high and is 425 feet in diameter. The circular building, commonly referred to as the Garden, is set back from the side streets and from Eighth Avenue, creating an open area of varying width adjacent to each adjacent street. With the exception of the Driveway between West 31st and 33rd Streets, the at-grade, pedestrian-accessible open areas on Eighth Avenue, West 31st Street, and West 33rd Street were filed as bonusable “plazas” under the plaza standards of the 1961 Zoning Resolution, and generally comprise all open areas on the site. They are paved with some lighting and signage but no other amenities.

As shown in **Figure A-5**, a number of signs are located on the exterior of the Garden. There is a 1,536-square-foot illuminated sign, in the shape of a marquee, located on the Eighth Avenue façade. Building permits were issued for the marquee in 1997. This sign extends to a height of approximately 55 feet 11 inches above curb level. There are also two 250-square-foot signs, oriented perpendicular to Eighth Avenue and facing West 31st Street and West 33rd Street, respectively. Last, there are two 700-square-foot signs facing Eighth Avenue, located adjacent to the Garden’s Eighth Avenue escalator towers. All of these signs contain third-party advertising and sponsor messaging (as well as content related to the Garden) and exceed the maximum surface area set forth in the Zoning Resolution. The marquee sign additionally exceeds the maximum permitted height. The project site also has a sign for the Theater located on the Eighth Avenue façade with a surface area of 415 square feet, and signs for Nick & Stef’s Restaurant, located on the West 33rd Street façade with a total surface area of 62 square feet. These signs comply with the applicable regulations of the Zoning Resolution. See **Table A-1**.

The Garden site extends from Eighth Avenue approximately 550 feet eastward towards Seventh Avenue, however, its main entrance is off Seventh Avenue opposite West 32nd Street. The eastern portion of the subject block is occupied by the 1.4-million-square-foot Two Penn Plaza, a 30-story office building, which provides access breezeways to the Garden and to the railroad concourses below.

No changes are proposed to the Two Penn Plaza portion of the block, which is part of the same zoning lot but is under separate ownership by Vornado Realty Trust. Underneath this superblock, which is occupied by the Two Penn Plaza office building and the Garden, is Pennsylvania Railroad Station (Penn Station), a major transportation facility for the region. Penn Station provides regional commuter and long-distance train services, as well as subway access to the A, C, E, 1, 2, and 3 trains. New Jersey Transit and LIRR trains provide regional commuter rail service, while Amtrak provides long-distance services along the Eastern Seaboard and beyond.

As illustrated in the land use map in **Figure 1** of the EAS Form, the area surrounding the Project Site is characterized by transportation, commercial, institutional, industrial, parking, and some residential uses. To the north and east of the site, the area is largely commercial, and supports a variety of mid-to high-rise commercial office buildings, as well as local and regional retail establishments with some light industrial uses interspersed. The block immediately to the north of the site is primarily occupied by One Penn Plaza, a 2.4-million square feet, 55-story office building with retail on its lower levels. Macy's Department Store is located one and a half blocks to the northeast of the site, and the Manhattan Mall is located further to the east of the site on the west side of Sixth Avenue between West 32nd and West 33rd Streets. The 1,700 room Hotel Pennsylvania at 15 Penn Plaza and the 26-story office building at 11 Penn Plaza are located across Seventh Avenue from the subject block.

The open rail cuts that serve Pennsylvania Station are located in the area a block to the west of the site, between West 31st and West 33rd Streets west of Ninth Avenue. There are several large buildings that have been developed above these cuts, including the General Post Office (James A. Farley) future Moynihan Station building, which occupies the entire block located directly to the west of the site across Eighth Avenue, and the 450 West 33rd Street building on Tenth Avenue.

Other uses along Eighth Avenue within the study area include: Brother Jimmy's restaurant at the southeast corner of West 31st Street and Eighth Avenue; a public parking lot at the southwest corner of West 31st Street and Eighth Avenue; 5 Penn Plaza at the northwest corner of West 33rd Street and Eighth Avenue; and the New Yorker building, located at the northwest corner of West 34th Street and Eighth Avenue. On Eighth Avenue to the south of West 31st Street, other uses include ground-floor retail uses with commercial or residential uses above.

The area to the south of the site is characterized by large former manufacturing loft structures of twelve to sixteen stories interspersed with low rise buildings and parking lots and garages. Many of these buildings have been converted into commercial office uses. The block immediately to the south of the site is occupied by some moderate-rise office buildings, St. John the Baptist Franciscan Church, a six-story 1,500-space parking garage, and several low rise commercial and/or industrial buildings, including a former power station for Penn Station. The Fashion Institute of Technology (FIT) is located four blocks south of the site, and the Penn Station South Houses are located approximately three and a half blocks to the southwest of the site.

Local commercial and retail uses in the area are especially prevalent between Sixth and Seventh Avenues, where clusters of similar enterprises create "mini-districts." Wholesale and retail nurseries, flower stores, and garden centers make up a flower district on West 28th Street between Sixth and Seventh Avenues. Another mini-district is the fur district, which consists of retail fur stores and showrooms between Sixth and Eighth Avenues, from West 28th to West 31st Streets. The Garment Center area lies to the north of the Project Site, between West 35th to West 40th Streets, and commercial uses (predominantly wholesale operations and office) prevail here as well. Unlike the loft buildings in the midblocks between Fifth and Eighth Avenues, which contain a mix of commercial and light manufacturing uses, many of the loft buildings along Seventh and Eighth Avenues in the Garment Center area have been entirely converted to office uses. This office space is typically

occupied by fashion design companies, publishing houses, and design firms unrelated to the apparel industry, such as architects, engineers, and graphic designers. A number of the buildings in the 34th Street corridor contain ground-floor retail uses, including chain stores and a large multiplex cinema (west of Eighth Avenue).

Although industrial uses are not prominent in the Study Area, the loft buildings of the Garment Center area on the midblocks between Seventh and Eighth Avenues have retained some of the light industrial uses associated with the apparel industry. In addition, many of these buildings contain showrooms for the apparel industry. Verizon also occupies a large facility on West 36th Street between Seventh and Eighth Avenues.

Future Without the Proposed Action (No-Action Condition)

Transformation activities are currently underway to upgrade the interior of the Garden and are expected to be complete by 2014. It is assumed that in the future without the Proposed Project, there would be signage of size and content permitted under applicable zoning. As shown in **Table A-1**, zoning compliant signage allows each land use with frontage on West 31st Street, West 33rd Street or Eighth Avenue 500 square feet of signage. The permitted size of signage on corner lots is 1,000 square feet. Under the as-of-right condition, a maximum of 3,500 square feet is permitted on MSG, Nick + Stef's is permitted a maximum of 500 square feet and the Theater at MSG is permitted up to 500 square feet of signage.

In the absence of the Proposed Action, the Applicant will modify the open areas surrounding the Garden by undertaking a variety of improvements pursuant to a Section 37-625 certification, the approval of which is ministerial, and the Arena Special Permit. These open area improvements would include new lighting, paving, seating, area wayfinding signage, and non-graphic screening at the loading area. The open space improvements in the future without the proposed action would be regulated in accordance with the plaza regulations.

No other changes in land use are expected on the Project Site by the 2014 build year.

The Study Area is expected to continue to exhibit a mix of commercial office, retail, institutional, residential and transportation uses. The Hudson Yards Rezoning, which affects the Project Site and the areas to the north and west, went into effect in January 2005. The Hudson Yards Rezoning, which has a reasonable worst case development program with Build years of 2010 and 2025, is expected to result in a variety of mixed-uses, new open space and new residential, commercial, and entertainment uses. In the 2014 future, construction of the Hudson Park and Boulevard and extension of the No. 7 subway line to West 34th Street and Eleventh Avenue are expected to be complete. Both of these projects lay outside of the 400-foot radius from the Project Site.

In 2011, the West 28th Street Rezoning was formally adopted. It resulted in a rezoning of the midblock portion of two blocks bounded by West 28th Street, Eighth Avenue, West 30th Street, and Seventh Avenue. The rezoning is expected to promote new investment in the area by facilitating the development of a variety of mixed-uses, and new residential, and commercial uses. A 2013 analysis year was evaluated for this rezoning.

The 15 Penn Plaza FEIS, approved in 2010, analyzed the redevelopment of the current site of the Hotel Pennsylvania on Seventh Avenue between West 32nd and West 33rd Streets with a new commercial office building. Two options were assessed in the FEIS—a Single-Tenant Office Scenario and a Multi-Tenant Office Scenario. Both scenarios consist of a new commercial office tower located above a podium base. The two scenarios evaluated in the 2010 FEIS ranged from approximately 2.8

million gross square feet with a height of approximately 1,190 feet for the Single-Tenant Office Scenario to approximately 2.7 million gross square feet with a height of approximately 1,216 feet for the Multi-Tenant Office Scenario. The 15 Penn Plaza redevelopment assessed a build year of 2014. While it appears that this redevelopment may occur after the Proposed Action's 2014 analysis year, it will be considered for environmental analysis purposes in this EAS.

The 2004 Hudson Yards Rezoning FGEIS (see Table 3-3 of the Hudson Yards Rezoning FGEIS) and the West 28th Street Rezoning EAS (see Table C-2 of the West 28th Street Rezoning EAS) both identified developments in the area that are either under construction or proposed and were anticipated to be completed by MSG's 2014 analysis year. However, many of the identified developments are either located beyond a 400-foot radius from the Project Site, or have already been completed. None of the developments associated with these projects would be affected by the proposed text amendment.

Finally, the James A. Farley building (former General Post Office), which occupies the full-block from West 31st to West 33rd Streets, Eighth to Ninth Avenues, is expected to undergo major redevelopment, with Phase I construction scheduled to begin in 2012. The Farley building will house Moynihan Station, a transit extension of Pennsylvania Station. The project would increase the presence of transportation use in the Study Area, and bring major retail uses to this portion of Eighth Avenue and areas further west for the first time. The first phase of the renovation includes many below grade improvements to Penn Station circulation as well as an upgraded access to Penn Station from the southwest corner of Eighth Avenue and West 33rd Street and the northwest corner of Eighth Avenue and West 31st Street. As completion of this project is not expected until 2016, it would not be completed prior to the Proposed Action's analysis year of 2014.

Future with the Proposed Action (With-Action Condition)

The Proposed Action would facilitate the introduction of digital signage that is larger and higher than that currently permitted under existing zoning and includes third-party advertising signs and sponsor messaging. Non-digital street level vitrines would also be introduced with content that is already permitted under existing zoning.

The Applicant proposes to replace the existing Arena signage on the Site with a state-of-the-art comprehensive and integrated signage program, designed to activate the surrounding streetscape by visually communicating the activity within the Arena to the outside. The signs would deliver varied, dynamic content to engage the public from key viewing angles, thereby giving the Arena a presence that the Applicant believes is comparable to that of other urban arenas and stadiums. The signs would contain images of defining moments in Madison Square Garden's history, promotional messages for upcoming events at the MSG Complex and other venues owned or operated by the Applicant, sponsorship messages, and third-party advertisements. The signage would include both digital and non-digital signage, intended by the Applicant to enliven the streetscape of the surrounding neighborhood by bringing the excitement of the interior to the outside of the building, and helping to identify MSG as one of the premier arenas in the country and one of New York City's most iconic buildings. Digital signage is already permitted under current zoning, but third-party advertising and sponsor messages, are not. The Applicant believes that the advertising signs and sponsor messaging are integral to and an important part of the business of modern sports and entertainment venues. A number of arenas and stadiums located in urban environments throughout the country, including Citi Field and Barclays Center in New York City, have advertising signs, including sponsor content (see **Figure A-8**).

According to the *CEQR Technical Manual*, an adverse impact on land use could occur if the Proposed Action would directly displace a land use and such a loss would adversely affect surrounding land

uses; or would generate a land use that would be incompatible with surrounding uses. In general, if an action is expected to alter land uses in the surrounding area and the anticipated change is substantial, that change is usually considered significant, but not necessarily adverse. The change may be considered adverse if: (a) the use changes would not be compatible with other uses in the area; (b) the use changes would not be compatible with public land use policy; (c) the new development would increase density in the area, and such density does not conform to public policy and plans for the area; (d) the new development would increase density in the area, and such density can be shown to overtax the capacity of the Study Area to support it; or (e) the use changes would accelerate existing and anticipated trends in development for the area that lead to adverse socioeconomic impacts.

As discussed above, the Proposed Action would enable a new comprehensive signage plan consisting of digital and non-digital media for the Garden that would integrate the Garden's signage. The digital content would include third-party advertising and sponsor messaging. The Applicant believes it would be consistent with large advertising signs that currently exist in the neighborhood surrounding the Garden.

The Proposed Action would allow additional size, height in a digital signage format, including third-party and sponsorship advertising. There are several large advertising signs in the immediately surrounding area, along and close to Eighth Avenue, but as a general matter, the signage program differs from the size, height and content of existing signage in this area. Large advertising signs are permitted in the nearby Penn Center Subdistrict of the Midtown Special District and several digital and advertising signs are located elsewhere in the study area. Moreover, other than signage, the Proposed Action would not change the existing uses on the site, nor would it add new land uses (see **Figures C-7 and C-8**). The proposed zoning text amendments would not alter, accelerate or eliminate existing land use trends in the greater study area. As such, the proposed project's effects are not anticipated to result in any significant adverse land use impacts.

C. ZONING

Existing Conditions

The Project Site was rezoned in 2004 as part of the Hudson Yards Rezoning, which included a number of zoning map changes and zoning text amendments that: rezoned an area of West Midtown to C6-6, C6-4, C6-4M, C6-3, C6-3X, C2-8, R8A, C1-7A; established the Special Hudson Yards District; modified the boundaries of the Special Garment Center District and the Special Midtown District; and eliminated the Special Jacob K. Javits Center Convention District.

As shown in **Figure 2** of the EAS Form, the Project Site is zoned C6-4, a medium bulk office district, and is also located within the Special Hudson Yards District, comprising Subarea B4. The Special Hudson Yards District covers an approximately 28-block area on the West Side of Manhattan, and was recently established to permit the development of Hudson Yards as a mixed-use community with new commercial and residential space, as well as a substantial amount of new open space. Most of the area to the west of the site, from Eighth Avenue to Tenth Avenue between West 30th and West 31st Streets to the south and West 34th and West 35th Streets to the north, is zoned C6-4.

Within Subarea B4 of the Special Hudson Yards District, the sign regulations of the underlying zoning district apply (ZR 93-17). Signage in C6-4 zoning districts (the underlying zoning district for Subarea B4) is regulated in ZR 32-60. According to ZR 32-64, advertising signs are not permitted in C6-4 districts. Additionally, no sign shall extend above a height of 40 feet above curb level (ZR 32-655). As per ZR 32-642 and 32-644, C6-4 zoning districts permit the total surface area of non-illuminated

and illuminated or flashing signs to be five times the street frontage of the zoning lot. For non-illuminated and illuminated or flashing signs, the square footage may not exceed 500 square feet for any interior or through lots, or 500 square feet on each frontage for corner lots. No permitted signs shall project across a street line more than 18 inches for double or multi-faceted signs or 12 inches for all other signs (ZR 32-652).

There is a 1,536-square-foot illuminated sign for the Garden, in the shape of a marquee, located on the Eighth Avenue façade. This sign extends to a height of approximately 55 feet 11 inches above curb level. There are also two 250-square-foot signs, oriented perpendicular to Eighth Avenue and facing West 31st Street and West 33rd Street, respectively. Last, there are two 700-square-foot signs facing Eighth Avenue, located adjacent to the Garden’s Eighth Avenue escalator towers. All of these signs contain third-party advertising and sponsor messaging (as well as content related to the Garden) and exceed the maximum surface area set forth in the Zoning Resolution. The marquee sign additionally exceeds the maximum permitted height. The project site also has a sign for the Theater located on the Eighth Avenue façade with a surface area of 415 square feet, and signs for Nick & Stef’s Restaurant, located on the West 33rd Street façade with a total surface area of 62 square feet. These signs comply with the applicable regulations of the Zoning Resolution.

The calculations for total square footage of zoning compliant signage and existing signage are shown in **Table B-1**. See **Figure A-6** for a graphic depiction comparing the existing and zoning compliant signage.

Table B-1: Existing vs. Zoning Compliant Signage

Zoning Lot Frontage	Zoning Compliant Signage (sf)				Existing Signage (sf)			
	MSG Arena	Nick + Stef’s	Theater	Total (sf)	MSG Arena	Nick + Stef’s	Theater	Total (sf)
W. 33rd St.	500	500	0	1,000	0	62	0	62
W. 33rd St. at Eighth Av. (Corner)	1,000	0	0	1,000	700 on 8th Ave. frontage	0	0	700
Eighth Ave.	500	0	500	1,000	2,036	0	415	2,451
W. 31st St. at Eighth Av. (Corner)	1,000	0	0	1,000	700 on 8th Ave. frontage	0	0	700
W. 31st St.	500	0	0	500	0	0	0	0
Total	3,500	500	500	4,500	3,436	62	415	3,913

The area occupying the eastern 250 feet of the subject block, which contains Two Penn Plaza and is not part of the Proposed Action, is zoned C6-6, a high bulk office district, and is located in the Special Midtown District (MiD). The easternmost 100 feet of the block is located within the Penn Center Subdistrict of the Special Midtown District. The Special Midtown District, which was adopted in May 1982, was created to strengthen the Midtown business core by guiding growth toward the areas most able to accommodate new development (primarily the West Side); preserving historic areas, landmarks, and the Theater District; protecting the Fifth Avenue shopping district; and fostering a substantially better pedestrian environment.

Further east of the site, two mid-block areas—from West 31st Street to West 32nd Street, between Sixth and Seventh Avenues, and from West 33rd Street to West 34th Street, between Sixth and Seventh Avenues—are zoned C6-4. In between these two areas, from West 32nd Street to West 33rd Street between Sixth and Seventh Avenues, as well as farther east is zoned C6-6. To the north of the site is a small isolated C6-4M district located on West 34th Street between Seventh and Eighth Avenues, and to the northeast is a small C5-2 district located on 34th Street between Sixth Avenue and Broadway. An M1-6 district is located to the north, generally bounded by West 40th Street, West 35th Street, Broadway, and Eighth Avenue. The area to the south of the site is zoned M1-6, M1-6D, M1-5, R8, and R8B. There is also a small C6-3X district located along Eighth Avenue between West 29th and West 31st Streets.

Future Without the Proposed Action (No-Action Condition)

Absent the Proposed Action, no zoning changes are anticipated in the surrounding area by 2014. Therefore, MSG's existing signage would be made to conform to the current zoning regulations. As shown in **Figure A-6**, as-of-right signage would be limited to 1,000 square feet (approximately 32 feet wide by 32 feet tall) on the two Eighth Avenue escalator towers (towers B and C). Signage on each of the escalator towers (towers A and D) located on the through lots along West 31st and West 33rd Streets would have a maximum size of 500 square feet (each approximately 22 feet tall by 22 feet wide). As also shown in **Figure A-6**, the existing zoning restricts signage to a maximum height of 40 feet.

Illuminated and flashing signs (including LED signs with dynamic content) are permitted under current zoning. Existing zoning also does not allow advertising signage or sponsor messaging.

Additionally, a new 668-square-foot screen would be installed adjacent to the MSG loading area to block views into the loading zone. The screen would contain no graphics.

Future With the Proposed Action (With-Action Condition)

According to the *CEQR Technical Manual*, a zoning impact could occur if (1) the action would create land uses or structures that substantially do not conform to or comply with underlying zoning; (2) the action would create a land use or would itself conflict with public policies and plans for the site or surrounding area; or (3) the action would result in significant material changes to existing regulations or policy.

The Proposed Action would not change the zoning of the Project Site. However, as discussed in the Attachment A, "Project Description," the Proposed Action includes the following actions:

- (i) A CPC special permit pursuant to Section 74-41 of the Zoning Resolution, as amended, to allow an arena, auditorium, stadium or trade exposition with a capacity in excess of 2,500 seats (the "Arena Special Permit");
- (ii) A certification by the Chairperson of CPC pursuant to Section 37-621 of the Zoning Resolution for the elimination of non-bonused plaza area;
- (iii) Text amendments to modify:
 - a. Sections 37-625 and 74-41 of the Zoning Resolution to allow CPC to approve design changes to pedestrian-accessible open areas in connection with an Arena Special Permit and, within Pennsylvania Station Subarea B4 of the Special Hudson Yards District, to approve design changes to existing plazas without a separate certification by the Chairperson of CPC; and

- b. Section 93-17 of the Zoning Resolution to create a special permit pursuant to new Section 93-171 by which sign regulations applicable within Pennsylvania Station Subarea B4 of the Special Hudson Yards District may be modified; and

(iv) A CPC special permit pursuant to Section 93-171 of the Zoning Resolution, as amended, to modify the sign regulations applicable to the Arena.

MSG Holdings, L.P. proposes to modify the existing signage controls for the site to support a new large scale digital signage program that would allow MSG to achieve a presence comparable to other modern arenas and stadiums. (Theater signage would be simplified; signage related to Nick + Stef’s restaurant would remain unchanged.) The digital signage on the towers and Eighth Avenue media wall would showcase the entertainment and sports use of the building, and allow for coordinated content. The proposed signage is intended to help to bring the energy of the Arena and its events to the exterior by providing a visual connection to the indoor activity, in some sense expanding this activity onto the streetscape. Pedestrian level non-digital vitrines along West 31st and 33rd Streets is also intended to enliven the streetscape. The digital signage also would include third-party advertising and sponsor messaging.

The Proposed Action would increase the allowable square footage and maximum height of the signage permitted on the portion of the zoning lot located within Subarea B4 of the Special Hudson Yards District to 85 feet from the current maximum height of 40 feet under existing zoning. However, as indicated in **Table B-2**, the actual maximum signage height that would result from the Proposed Action would be the 80’ LCD signs that are proposed on the four escalator towers. As the signage program would be tied to specific drawings that would be submitted as part of the special permit application, the Applicant would be bound to the heights specified in the special permit application. If the Applicant were to seek any subsequent modifications to the signage program that are outside the scope of the current proposal, new special permit application would be required. **Table B-2** shows the proposed signage.

Table B-2: Proposed Signage Related to the 93-171 Special Permit

Zoning Lot Frontage	Signage	Mounting Height (top)	Square Footage	Total (sq. ft.)
W. 33rd Street	Tower D LED Panel	80’	2,904	3,086
	Vitrines	6’-9”	182	
W. 33rd Street at Eighth Avenue (Corner)	Tower C LED Panel	80’	2,904	2,904
Eighth Avenue	Media Display End Panel (north facing)	53’	495	3,976 (LED area)
	Media Display	53’	2,986 (LED area) 4,293 (overall)	
	Media Display End Panel (south facing)	53’	495	
W. 31st Street at Eighth Avenue (Corner)	Tower B LED Panel	80’	2,904	2,904
W. 31st Street	Tower A LED Panel	80’	2,904	3,391
	Vitrines	6’-9”	487	
TOTAL				16,261

Exterior Signage at Stadiums and Arenas*

	Stadium	City	Teams	Third-Party Advertising	Sponsor Advertising	Naming Rights	Notes
NY Metropolitan Area	Barclays Center	Brooklyn, NYC	Nets		X	X	Sponsor advertising signage is permitted as per the Design Guidelines. Source: Forest City Ratner
	CitiField	Queens, NYC	Mets	X	X	X	<ul style="list-style-type: none"> Third-party advertising on static signs on the back of the Center Field scoreboard, Left Field Light Towers, and Right Field Scoreboard. LED board is used for sponsor advertising only because of proximity to highway. Source: John Clark (MSG)
	MetLife Stadium	East Rutherford, NJ	Giants, Jets		X	X	Digital signage at four main entrances contain content for "cornerstone partners" and team marketing only. Source: John Clark (MSG)
	Prudential Center	Newark, NJ	Devils, (Nets)		X	X	Source: Marc Schoenfeld (MSG)
	Yankee Stadium	Bronx, NYC	Yankees				Source: Two Twelve visual survey
Outside the NY Metropolitan Area	American Airlines Arena	Miami	Heat		X	X	<ul style="list-style-type: none"> Media Mesh Content breakdown: 33% Arena messaging / 33% Heat messaging / 33% sponsor advertising. Sponsor advertising interpreted broadly as a sponsor contract and / or inventory in the arena Source: John Clark (MSG) and Steve Helfman, Esq.
	American Airlines Center	Dallas	Stars, Mavericks	X	X	X	Legislation permits third-party advertising, except for rooftop signs. <i>Dallas, Tex., Dev. Code, Art. 7, div. 51A-7.1700 (2011)</i>
	Amway Center	Orlando	Magic		X	X	They have static signage that is sold only to founding partners who are affiliated with a product or service sold in the building as per agreement with the City. Source: John Clark (MSG)
	Camden Yards	Baltimore	Orioles		X		Source: Two Twelve internet photo research
	Chesapeake Energy Arena	Oklahoma City	Thunder	X		X	Source: Two Twelve internet photo research
	Oracle Arena	Oakland	Golden State Warriors	X		X	<ul style="list-style-type: none"> The signs are not digital but they are rotational. All signs are managed and sold by CBS Outdoor without restriction on content. Source: John Clark (MSG)
	Staples Center	Los Angeles	Kings, Lakers, Sparks	X	X	X	Legislation permits third-party advertising. <i>Los Angeles, Cal., Ordinance No. 172465 (Feb. 19, 1999)</i>
	Target Center	Minneapolis	Timberwolves, Lynx	X	X	X	<ul style="list-style-type: none"> Legislation permits third-party advertising. <i>Minneapolis, Minn., Code of Ordinances, Tit. 20, ch. 544, § 544.90 (2012)</i> 6 static signs on each corner and 1 small digital board. 22 rotations (15 second spots) to advertisers and sponsors. The digital runs 24/7. Source: John Clark (MSG)
	TD Garden	Boston	Bruins, Celtics		X	X	They have street banners that are used by sponsors. Source: John Clark (MSG)
	Time Warner Cable Arena	Charlotte	Bobcats		X	X	They have billboard signage that is limited to founding level partners. Considering digital options. Source: John Clark (MSG)
	United Center	Chicago	Blackhawks, Bulls		X	X	Zoning allows "on-site ads" which is interpreted to allow items sold on-site, such as Coke and Budweiser. Source: Marc Schoenfeld (MSG)
	US Airways Center	Phoenix	Suns, Mercury	X	X	X	<ul style="list-style-type: none"> Legends Entertainment District sells all signage (see www.legendsentertainment.com). Total 50,000 sf of signage; 8,000 sf is digital. Permitted by Entertainment District zoning legislation. <i>Phoenix, Ariz., Zoning Ordinance, ch. 6, § 6.43 (2012)</i> Source: John Clark (MSG)
	Verizon Center	Washington, DC	Capitals, Wizards, Mystics	X	X	X	<ul style="list-style-type: none"> Current digital marquee runs sponsor advertising with a loose definition of sponsorship. Have proposed legislation to permit outdoor third-party advertising. Issues have been with aesthetics not advertising. Source: Randall Boe, Monumental Sports Entertainment
	Wrigley Field	Chicago	Cubs		X		Source: Two Twelve internet photo research

*Includes NBA, NHL, NFL and MLB

Large scale signs are typical of other theaters and arenas in New York City and nationwide (see **Figure A-8**), marking their distinction from other types of commercial uses. The digital signage proposed in conjunction with this application is intended to help to identify MSG as a major sports and entertainment venue. Additionally, the proposed signage would allow flexibility in content which would allow third-party advertising and sponsor messages. The Applicant believes the digital signs are integral to and an important part of the business of modern sports and entertainment venues (see **Figure A-8** and **Table B-3** “Exterior Signage at Other Stadiums and Arenas.”) Non-digital pedestrian level vitrine signage would activate the otherwise blank MSG façade.

Advertising signage at this location would be consistent with the special sign regulations of the Penn Center Subdistrict, located less than half a block from the Project Site, and the nearby Theatre Subdistrict of the Special Midtown District.

The Proposed Action would also allow implementation of open area improvements that would otherwise occur pursuant to CPC Chair certification under Zoning Resolution §37-625, without certification. The proposed text amendment to Sections 37-625 and 74-41 would instead allow CPC, in connection with the grant of a special permit under Section 74-41 within Subarea B4 of the Special Hudson Yards District, to approve design changes to portions of such open areas that are existing plazas without a certification by the Chairperson of CPC.

As described above in Attachment A, “Project Description,” and shown in **Table B-4** new signage would be installed in the open areas under With-Action conditions. Two wayfinding signs (32 square feet each) directing pedestrians to the Arena’s main entrance on Seventh Avenue would be installed in the open areas; one wayfinding sign would be located near each of the Eighth Avenue entrances to Penn Station. Other open area improvements being provided under With-Action conditions include: graphic cladding that would be added to the two cylinder vents (approximately 678 square feet each) in the open areas located near each of the Eighth Avenue entrances to Penn Station; and a graphic treatment that would be added to the 668 square-foot loading zone screen (a screen of the same size would also be installed under No-Action conditions, but would not include any graphics). These signs and the graphics on the loading screen would not be included in No-Action scenario since they would be treated as signs and not as open area improvements and would exceed the permitted surface area.

Table B-4: Open Area Signage Related to the 74-41 Special Permit

Zoning Lot Frontage	Signage	Mounting Height (Proposed Height)	Square Footage	Total (sq. ft.)
W. 33rd Street at Eighth Avenue (Corner)	Cylinder Cladding	12'	678.5	710.5
	MSG Wayfinding Sign	8'	32	
W. 31st Street at Eighth Avenue (Corner)	Cylinder Cladding	12'	678.5	710.5
	MSG Wayfinding Sign	8'	32	
W. 33rd Street	Loading Zone Screen	8'	668	668
TOTAL				2,089

The proposed special permit is site-specific and the proposed text amendments would apply only to Subarea B4 of the Special Hudson Yards District, and therefore the Proposed Action would not affect the zoning regulations governing any other sites in the Study Area. As such, the Proposed Action would not conflict with the goals of the Special Hudson Yards District, nor would it result in uses or

structures that conflict with the existing and anticipated built form within the Special District. Therefore, the Proposed Action is not expected to result in significant adverse zoning impacts.

D. PUBLIC POLICY

The Project Site and surrounding area are not controlled by or located in an urban renewal area, a designated in-place industrial park, or within the coastal zone boundary, nor does the Proposed Action involve the siting of any public facilities (Fair Share). The Project Site is not located within the area defined by the Chelsea 197-a Plan, which is located to the west of the site, and therefore the Proposed Action would not affect any of the recommendations made in that Plan. There are no other public policies applicable to the Proposed Action or affecting the Study Area. Therefore, no further assessment of public policies is necessary for the Proposed Action.

Attachment C

Urban Design and Visual Resources

Madison Square Garden Zoning Text Amendment EAS
ATTACHMENT C: URBAN DESIGN AND VISUAL RESOURCES

A. INTRODUCTION

Together, the urban design components and visual resources of an area define the distinctive identity of a neighborhood. As defined in the 2012 CEQR Technical Manual, urban design is the totality of components that may affect a pedestrian's experience of public space. The assessment focuses on the components of a proposed action that may have the potential to alter the arrangement, appearance, and functionality of the built environment, as experienced by pedestrians in the study area. These components include building bulk, use, and type; building arrangement; block form and street pattern; streetscape elements; street hierarchy; and natural features. The concept of bulk is created by the size of a building and the way it is massed on a site. Height, length, and width define a building's size; volume, shape, setbacks, lot coverage, and density define its mass. An area's visual resources are its unique or important public view corridors, vistas, or natural or built features. For CEQR analysis purposes, this includes only views from public and publicly accessible locations and does not include private residences or places of business. Visual resources could include views of the waterfront, public parks, landmark structures or districts, or natural resources.

This attachment assesses the potential effects on urban design and visual resources that could result from the Proposed Action. As discussed in Attachment A, "Project Description," the Applicant seeks the following actions to facilitate the continued use and operation of the Arena:

- (i) A CPC special permit pursuant to Section 74-41 of the New York City Zoning Resolution, as amended, to allow an arena, auditorium, stadium or trade exposition with a capacity in excess of 2,500 seats (the "Arena Special Permit");
- (ii) A certification by the Chairperson of CPC pursuant to Section 37-621 of the Zoning Resolution for the elimination of non-bonused plaza area;
- (iii) Text amendments to modify:
 - a. Sections 37-625 and 74-41 of the Zoning Resolution to allow CPC to approve design changes to pedestrian-accessible open areas in connection with an Arena Special Permit and, within Pennsylvania Station Subarea B4 of the Special Hudson Yards District, to approve design changes to existing plazas without a separate certification by the Chairperson of CPC; and
 - b. Section 93-17 of the Zoning Resolution to create a special permit pursuant to new Section 93-171 by which sign regulations applicable within Pennsylvania Station Subarea B4 of the Special Hudson Yards District may be modified; and
- (iv) A CPC special permit pursuant to Section 93-171 of the Zoning Resolution, as amended, to modify the sign regulations applicable to the Arena.

For the reasons discussed in Attachment A, "Project Description," the first two actions are not subject to CEQR. The proposed text amendment to Section 93-17 (Modification of Sign Regulations) of the Zoning Resolution would create a special permit pursuant to new Section 93-171 by which sign regulations applicable within Pennsylvania Subarea B4 of the Special Hudson Yards District could be modified. The proposed special permit pursuant to Section 93-171, as so amended, would modify the sign regulations applicable to the Project Site. Subarea B4 of the Special Hudson Yards District, which is composed of the existing Madison Square Garden building, is located on the western portion of the

superblock bounded by West 33rd Street to the north, Seventh Avenue to the east, West 31st Street to the south, and Eighth Avenue to the west (refer to **Figure A-1** in Attachment A, “Project Description”).

MSG is a unique use in New York City and contains an arena located within a high density section of Manhattan. Some 400 events per year occur at MSG, the most of any arena in the country. As described below, the Proposed Action would result in digital signage that is larger and located at higher elevations than that which is currently permitted under existing zoning and would allow advertising, including sponsor messaging.

The following preliminary analysis addresses each of the urban design characteristics for existing conditions and the future without and with the Proposed Action for the year 2014, when the proposed project is expected to be completed. As described in Attachment A, “Project Description,” installation of the proposed signage and open area improvements would occur at the end of Transformation construction activities. Construction related to the Transformation is expected to be complete in late 2013 or early 2014. The signage program and open area improvements are expected to be fully installed and operational in 2014.

Study Area

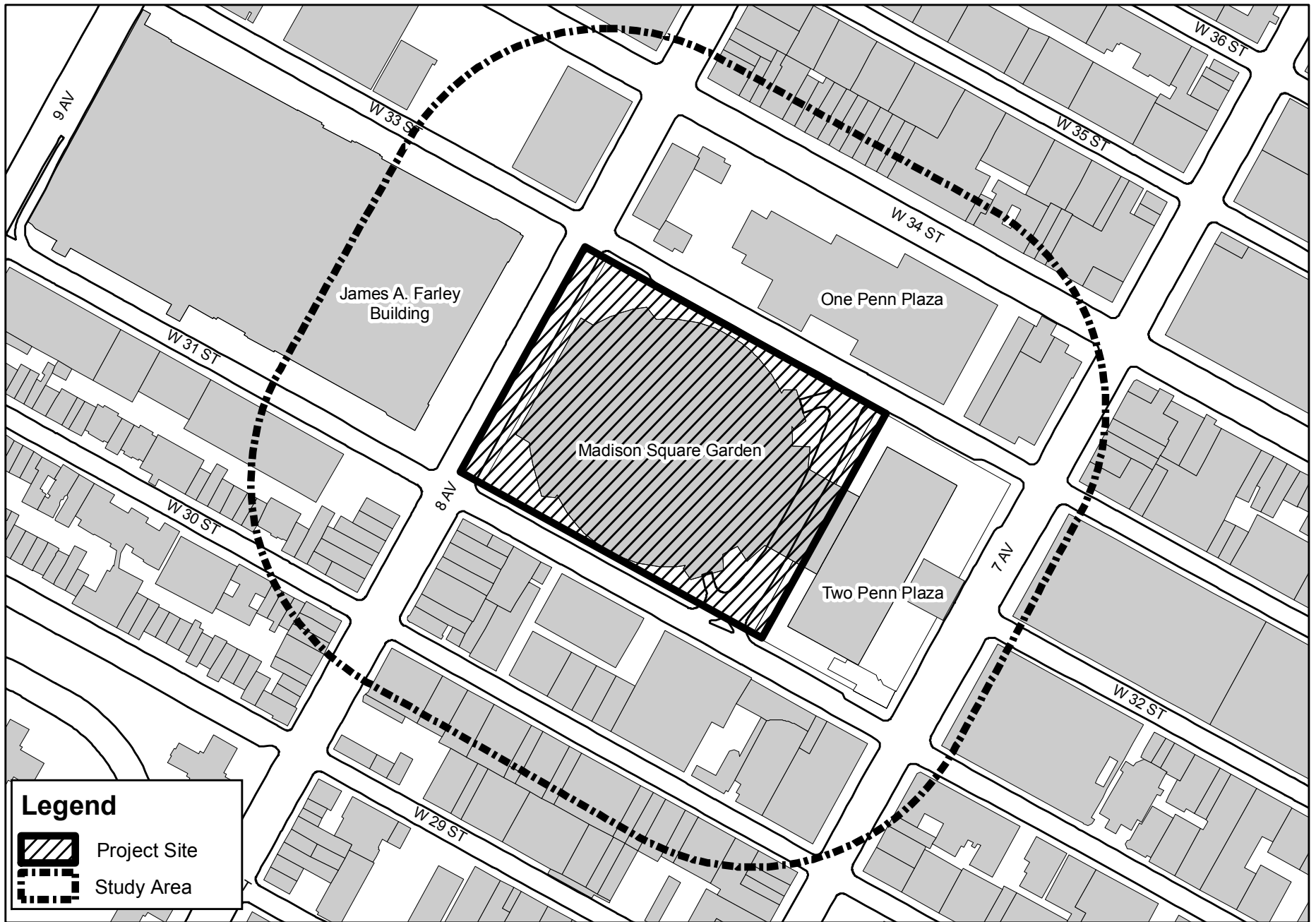
As defined in the 2012 *CEQR Technical Manual*, the urban design and visual resources study area consists of a primary and a secondary study area (see **Figure C-1**). The primary study area is coterminous with the boundaries of the project site (Subarea B4), where the urban design effects of the Proposed Action are direct. With the exception of the wide Eighth Avenue, views of the Project Site are limited primarily to the immediately surrounding streets and the adjacent blocks that have unobstructed views to the project site. Because views of the Garden are generally not available beyond 400 feet from the boundaries of the site, the secondary study area of the urban design and visual resources study has been defined as an approximate 400-foot radius around the site. Views to the existing and future signage cannot be viewed from many vantage points within this 400-foot radius due to obstructions in the line of sight from existing buildings. **Figure C-2** shows the typical viewing distances to MSG signage.

The following assessment is based on field visits, aerial views, and photographs of the Project Site and surrounding area.

B. PRELIMINARY ASSESSMENT

Pursuant to CEQR, a preliminary assessment of urban design is appropriate when there is the potential for a pedestrian to observe from the street level a physical alteration beyond that allowed by existing zoning. CEQR further stipulates a detailed analysis is warranted for projects that would result in obstructed view corridors, compete with icons in the skyline, and substantial alterations to the streetscape of the neighborhood by noticeably changing the scale of buildings.

According to the 2012 *CEQR Technical Manual*, as the Proposed Action might potentially change the experience of a pedestrian on the Project Site and in the immediate vicinity, a preliminary assessment is required. As described above, the Proposed Action would modify the zoning text to allow different limitations for signage than would occur under the existing zoning. Therefore, a preliminary analysis of urban design and visual resources has been conducted and is provided below.



Exterior Media Visibility: Digital Media Only / Combined Moynihan Steps and Digital Media Views

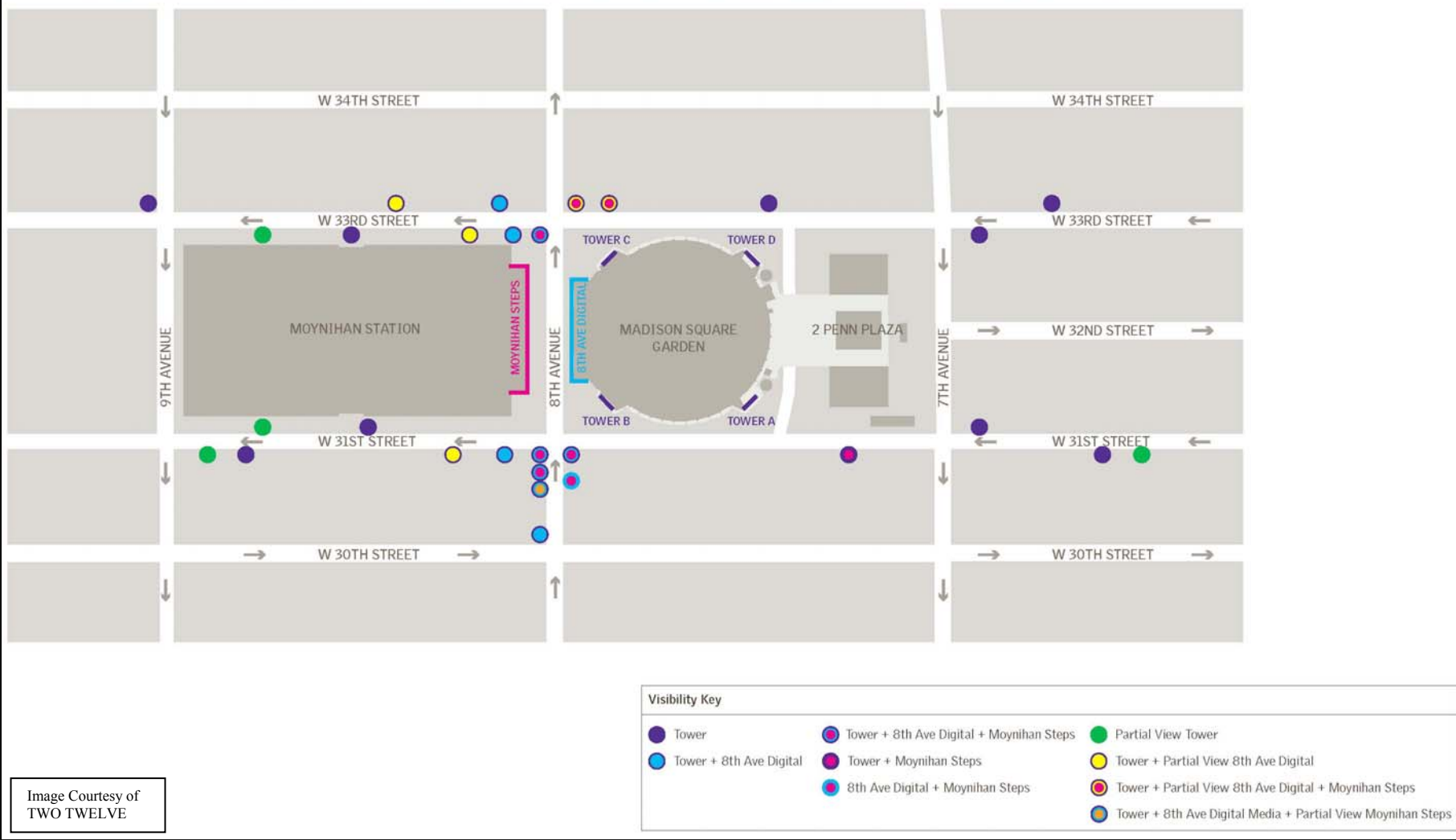


Image Courtesy of TWO TWELVE

C. EXISTING CONDITIONS

Primary Study Area

Block Form and Street Pattern

The Project Site is located on the western portion of the superblock bounded by West 33rd Street to the north, West 31st Street to the south, Seventh Avenue to the east, and Eighth Avenue to the west. The superblock is rectangular in form, approximately 460 feet by 800 feet, and is composed of the Project Site to the west and Two Penn Plaza to the east.

Building Bulk, Type and Use

The Project Site currently accommodates the Garden, a large sports and entertainment complex at 4-10 Penn Plaza, which is housed within a building designed by Charles Luckman and Associates. The Garden is one of the more identifiable buildings in the study area, given its unique cylindrical shape, which contrasts with the rectangular building shapes common in the study area (refer to **Figure A-1** in Attachment A, "Project Description"). The structure is a precast concrete-clad cylinder that rises approximately 10-stories high with a 425-foot diameter, and is set back from the side streets and Eighth Avenue, creating pedestrian plazas on three sides. Two Penn Plaza, an approximately 30-story 412-foot tall office building, occupies the eastern portion of the subject block and is under separate ownership.

The Garden site extends from Eighth Avenue approximately 550 feet eastward towards Seventh Avenue, however, the main entrance to the Arena is off Seventh Avenue opposite West 32nd Street via two breezeways which run through Two Penn Plaza and an entrance hall on a bridge over the midblock north-south passageway running from West 31st to West 33rd Streets (refer to **Figure A-3** in Attachment A, "Project Description"). The breezeways and entrance hall serve as the main entrance for all Arena and Theater events, as well as the box office. Access to Penn Station is also available from the mid-block area between MSG and Two Penn Plaza. The Arena also has employee and VIP entrances on both West 33rd and West 31st Streets, as well as two points of access from Eighth Avenue, which are primarily used as egress points from the Theater and Arena, but also occasionally function as entrances to the Arena for some events.

Streetscape Elements

The study area is characterized by the general absence of streetscape elements, such as furniture or street trees. Until recently, planters were located at the perimeter of project site. The MTA has recently replaced many of these planters with a more permanent security solution in the form of bollards. Due to construction activities associated with ongoing renovations at MSG, the balance of the bollards cannot yet be installed. Completion of the bollard installation is expected after the MSG renovation activities have finished.

Open areas are located on the perimeter of MSG along Eighth Avenue at West 31st Street and at West 33rd Street. The open areas are paved and contain some lighting, but no other amenities (see **Figure C-3**). The street walls on West 31st and West 33rd Streets are interrupted midblock by dedicated service and loading areas for MSG, Penn Station, Amtrak and Two Penn Plaza, and the taxiway.

There is a 1,536-square-foot illuminated sign for the Garden, in the shape of a marquee, located on the Eighth Avenue façade. This sign extends to a height of approximately 55 feet 11 inches above curb level. Building permits were issued for the marquee in 1997. There are also two 250-square-foot signs, oriented perpendicular to Eighth Avenue and facing West 31st Street and West 33rd Street, respectively. Last, there are two 700-square-foot signs facing Eighth Avenue, located adjacent to the Garden's Eighth Avenue escalator towers. All of these signs are used for third-party advertising as



Pedestrian zone at West 33rd Street and Eighth Avenue southeast corner



Pedestrian zone at West 31st Street and Eighth Avenue northeast corner

well as sponsor messaging and content related to the Garden and exceed the maximum surface area set forth in the Zoning Resolution. The marquee sign additionally exceeds the maximum permitted height. The project site also has a sign for the Theater located on the Eighth Avenue façade with a surface area of 415 square feet, and signs for Nick & Stef's Restaurant, located on the West 33rd Street façade with a total surface area of 62 square feet. These signs comply with the applicable regulations of the Zoning Resolution.

With minimal fenestration on the MSG building and few amenities in the open areas, the existing signs add some visual interest for pedestrians on the site's open areas and for those pedestrians with view corridors to the Project Site from the surrounding streets (refer to **Figure A-5** in Attachment A, "Project Description"); however, there is a lack of focus and cohesion among the existing signs, which do not reflect a comprehensive signage plan or vision.

At the pedestrian level, the MSG facade is unadorned. Apart from the direct entrances midblock on West 31st Street and on the corners of Eighth Avenue and West 31st and West 33rd Street, the concrete-clad structure is unbroken in design and offers little indication of its interior uses to the pedestrian.

Secondary Study Area

Block Form and Street Pattern

This area of Manhattan has a regular north-south rectangular street grid consisting of streets and avenues, typically creating 200-foot by 800-foot blocks. Some of the blocks in this immediate area are superblocks, including: the subject block and the block located immediately to the west of the site, which is occupied by the General Post Office (James A. Farley) building. Both superblocks are rectangular in form and similar in dimensions (approximately 460 feet by 800 feet), and they mark the termination of West 32nd Street west of Seventh Avenue.

Zoning lots on blocks within the study area are typically rectangular in shape, with most buildings oriented perpendicular to the street line. The study area is very urban in character, with streets flanked by concrete sidewalks that are typically wider on the north-south avenues. In general, north-south avenues are major thoroughfares, and east-west streets are side streets, except for West 34th Street, which acts as a major east-west, two-way, river-to-river collector. The wider north-south avenues generally provide long view corridors, while the east-west side streets have shorter view corridors and narrower widths. The study area is fully urbanized and developed, and contains no notable natural features.

Building Bulk, Type and Use

Building types vary substantially throughout the study area, and include office towers, large- and low-scale institutional structures, residential/hotel towers, low-rise residential buildings with ground-floor retail, and low-rise commercial buildings. Both the Garden structure and the James A. Farley Building to its west are distinctly different from other buildings in the area, and are visible on adjacent streets and avenues. Each of these buildings dominates its superblock site and stands distinctly separate from the other major structures in the area. The landmarked James A. Farley building, located on the west side of Eighth Avenue (a wide street), is a building in the form of a Corinthian temple set upon a pedestal that creates its monumental steps (see **Figure C-4**), with a height of approximately 85 feet to the cornice line, rising to 100 feet at the roof of the corner pavilions.

As shown in **Figure C-5**, Two Penn Plaza is located immediately to the east of the Garden. Two Penn Plaza is a 30-story office building that occupies the eastern portion of the subject block. The block immediately to the north of the site is primarily occupied by One Penn Plaza, a 55-story office



View of the James A. Farley Building from West 31st Street with the Garden in the foreground



View of the James A. Farley Building from West 31st Street with the Garden and Two Penn Plaza in the background

Urban Design (Study Area)



building with retail on its lower levels (refer to **Figure A-1** in Attachment A, “Project Description”). The 20-story Hotel Pennsylvania at 15 Penn Plaza and the 26-story office building at 11 Penn Plaza are located across Seventh Avenue from the site.

The area to the south of the Arena is characterized by large former manufacturing loft structures of twelve to sixteen stories interspersed with larger loft buildings as well as low rise buildings and parking lots and garages. Many of these buildings have been converted into commercial uses. The block immediately to the south of the site is occupied by some moderate rise office buildings, St. John the Baptist Franciscan Church, a six-story parking garage, and several low rise commercial and/or industrial buildings, including a former power station for Penn Station.

A number of the buildings located along the 34th Street corridor contain ground-floor retail uses, including chain stores and a large multiplex cinema (west of Eighth Avenue). The buildings in the study area were developed incrementally over time and do not present a cohesive urban form. They range from low-rise buildings of one or two stories, to taller buildings rising more than 30 stories. Typically, the tallest buildings are located along the avenues, whereas lower-rise buildings are generally located in the midblock areas. However, buildings along Eighth Avenue to the south of the Project Site tend to be low- and mid-rise developments. The general bulk of buildings in the vicinity of the Garden can be seen in **Figure C-5**.

The commercial towers to the north of the site, particularly along Seventh Avenue and West 34th Street, are generally characterized by high lot coverage, creating a uniform streetwall. In comparison, the stocky older buildings found in the eastern and southern portions of the study area have staggered setbacks typical of buildings constructed in the era prior to the adoption of the 1916 Zoning Resolution.

Buildings in the study area are generally built to the lot line, with some of the taller structures having multiple setbacks on the upper stories. The only exceptions to this are the subject block, the James A. Farley building to the west, and the One Penn Plaza tower to the north of the site, where buildings are set back from the property line. On both the subject block and the block to the north, the setback areas are mostly utilized as pedestrian plazas. Compared to these set back buildings, the areas further to the north and south of the site and east of the subject block have a strong sense of streetwall continuity and few empty lots.

Penn Station is located below the superblock that contains MSG and Two Penn Plaza. Access to Penn Station at the project site is available from Eighth Avenue at West 33rd Street and West 31st Street, from the mid-block driveway, and from Seventh Avenue at West 33rd Street, West 32nd Street and West 31st Street. Access to Penn Station is also available from West 34th Street. Penn Station is the busiest rail facility in the nation, with more than 1,000 commuter and intercity trains and more than 425,000 passengers (220,000 on LIRR, 170,000 on NJ Transit, and 35,000 on Amtrak) on a typical weekday. It provides regional commuter and long-distance train services, as well as subway access to the A, C, E, 1, 2, and 3 trains. According to MTA records, annual ridership at the 34th Street-Penn Station 1, 2, 3 subway line in 2009 was 27,196,195; and annual ridership on the A, C, E line at the 34th Street-Penn Station was 24,182,097 in 2009. New Jersey Transit and LIRR trains provide regional commuter rail service, while Amtrak provides long-distance services along the Eastern Seaboard and beyond. NYMTC's *2008 Hub Bound Report* indicates that approximately 400,000 passengers per day were reported on the regional rail lines that serve Penn Station (entering and leaving).

Streetscape Elements

Study area streetscapes combine a mixture of ground-floor retail, office and institutional land uses, but very limited open space. Streetscape enhancements in the study area are generally limited to the 34th Street and Seventh Avenue corridors, which have been enhanced with the placement of a number of plantings and benches by the 34th Street Partnership. The adjacent portions of the Seventh Avenue and 34th Street corridors are located within the Penn Center Subdistrict of the Special Midtown District. As shown in **Figure C-6**, multi-story vinyl signage and billboards have been erected above low-scale buildings and affixed to the sides of larger buildings within this subdistrict. Other examples of signage in this area include the projection television display board and the approximately four-story red shopping bag sign on the Macy's department store; the large digital display board in front of Two Penn Plaza for Madison Square Garden; and a number of other projecting and illuminated signs throughout the area.

As shown in **Figure C-7**, the Eighth Avenue corridor contains a variety of signage to the north of West 33rd Street, to the south of West 31st Street and to the west of Eighth Avenue (also see **Figure C-8** for the photo key map). To the north of the site, a multi-story advertisement is painted on the side of a building. Another multi-story advertising sign on a building façade is located to the west of Eighth Avenue on West 33rd Street. To the south and west is a mix of signage related to adjacent retail uses and advertising.

Visual Resources

Visual resources are unique or important public view corridors, vistas, or natural or built features that can be seen from public and publicly accessible locations. The Project Site is located across the street from one designated historic structure, the U.S. General Post Office building (now the James A. Farley Building), located on the block bounded by Eighth and Ninth Avenues and West 31st and West 33rd Streets. The Farley Building is a NYC landmark and is also listed on the State and National Registers of Historic Places. The building was designed by McKim, Mead & White as a companion to Pennsylvania Station, which stood across the street (on the site currently partially occupied by the Garden) until 1963. A monumental Corinthian colonnade stretches two full city blocks along Eighth Avenue (refer to **Figure C-4**). The building was constructed between 1910 and 1913, and originally only covered the eastern half of the block; an expansion in 1934 extended the building to Ninth Avenue.

In addition, the Penn Station Service Building, at 236-248 West 31st Street (across the street from the Project Site), is eligible for LPC designation and S/NR listing. The other eligible resources identified in Attachment D of this EAS are located at a greater distance from the Project Site, and views to these resources are very limited as they are blocked by surrounding development.

D. FUTURE WITHOUT THE PROPOSED ACTION (NO-ACTION CONDITION)

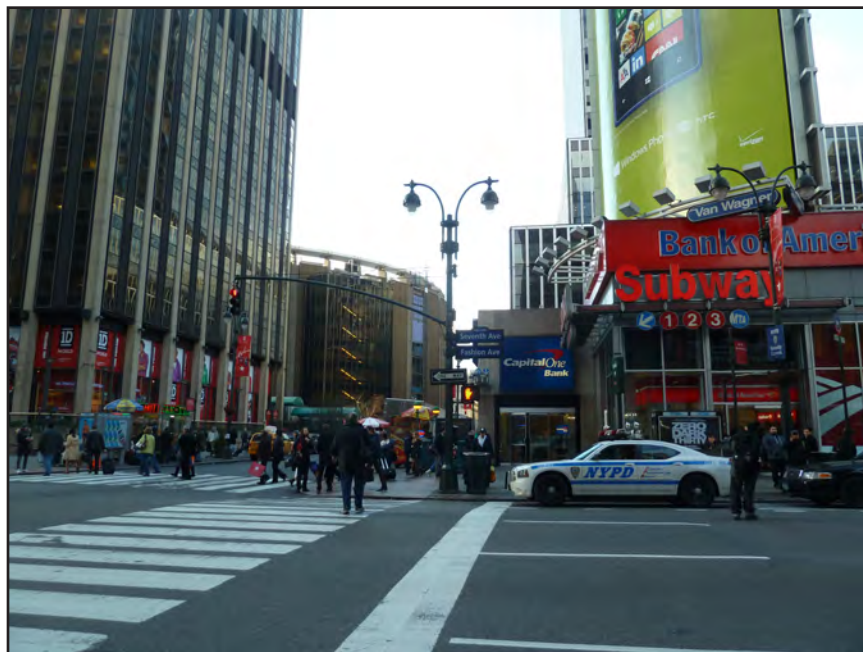
Transformation activities are currently underway to upgrade the interior of the Garden and are expected to be complete by 2014. MSG Holdings, L.P. also is seeking two other approvals that are not subject to CEQR: (i) a special permit pursuant to Section 74-41 of the Zoning Resolution for an arena, auditorium, stadium or trade exposition with a capacity in excess of 2,500 seats, so as to allow the continued use and operation of the Garden at the Project Site; and (ii) a certification pursuant to Section 37-621 of the Zoning Resolution to allow the elimination from consideration as plaza of open areas adjacent to the Garden and Two Penn Plaza for which a floor area bonus has not been utilized.



Northeast corner of West 33rd Street and Seventh Avenue



Northeast corner of West 34th Street and Seventh Avenue



View west on West 33rd Street from Seventh Avenue, with the Garden in the background



Existing signage located on the west side of Eighth Avenue south of West 31st Street.



Existing signage located on Eighth Avenue to the north of the Garden.



View along West 33rd Street from Eighth Avenue toward Ninth Avenue of existing signage located west of the James A. Farley Building.



Existing signage located on the east side of Eighth Avenue south of West 31st Street.



Madison Square Garden Zoning Text Amendment EAS

Figure C-8

Photo Key Map – Existing Signage Viewed from Eighth Avenue

Absent the Proposed Action, the Applicant will modify the open areas surrounding the Garden by undertaking various open area improvements, including: new lighting, paving, seating, area wayfinding signage, and non-graphic screening at the loading area (see **Figures A-12 through A-16**). The open space improvements in the future without the proposed action would be regulated in accordance with the plaza regulations.

As described in Attachment A, “Project Description,” it is assumed that in the future without the Proposed Action, there would be signage that complies with current zoning regulations. Therefore, changes to urban design are assumed to occur on the Project Site, including the installation of signs that are 200 square feet to 1,000 square feet each and are below the maximum 40-foot height permitted by current zoning (see **Figure A-6** in Attachment A, “Project Description”). It is assumed that the Eighth Avenue façade would have a 500-square-foot sign below 40 feet. Although signage is currently allowed to be dynamic, smaller signage would be less visible on the large facades of the Garden (see **Figure C-9**).

The open area improvements would introduce new streetscape elements on the Project Site. Additionally, it is anticipated that the area wayfinding and informational signage would help to improve the pedestrian experience in the area by orienting the pedestrian. Many of the other open area improvements being provided would help to create visual interest for pedestrians that are walking on sidewalks immediately adjacent to the Garden (e.g., benches, pavement inlays, plaques, and improved driveway lighting), while some of the other proposed improvements would improve the experience for those pedestrians within viewing distance of the Garden (e.g., illumination of the building’s exterior façade recesses, and the compression ring at the top of the building).

Beginning in 2012, the Farley Building will be undergoing interior and exterior renovations as Phase I of the conversion of the building into Moynihan Station, an extension of Pennsylvania Station. The first phase of the renovation includes below grade improvements to Penn Station circulation as well as new access to Penn Station from the southwest corner of Eighth Avenue and West 33rd Street and the northwest corner of Eighth Avenue and West 31st Street. As completion of this project is not expected until 2016, it would not be completed prior to the Proposed Action’s analysis year of 2014.

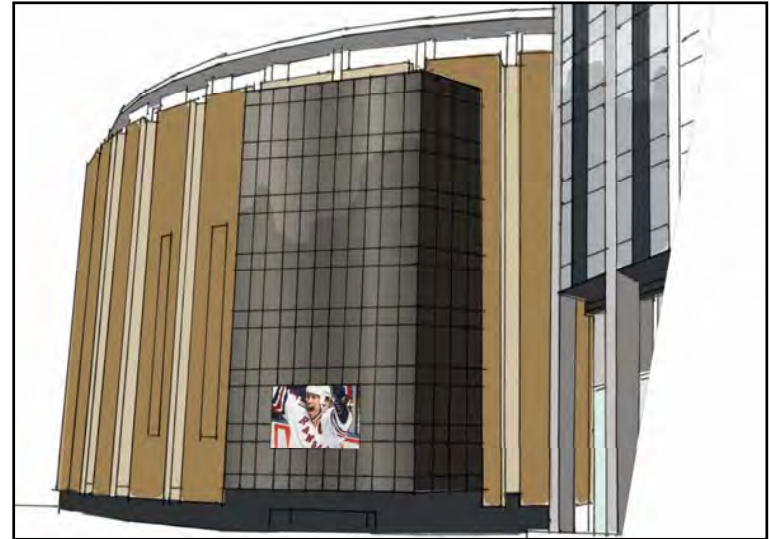
As indicated in Attachment B, “Land Use, Zoning and Public Policy,” the 15 Penn Plaza project has been approved to be constructed on the current site of the Hotel Pennsylvania and will consist of up to approximately 2.8 million gross square feet with a height of approximately 1,200 feet. This new building will be visible from the MSG block and within the study area. At the pedestrian level, the building will be set back slightly from the lot lines along the adjacent streets and Seventh Avenue and will have highly transparent cladding at the retail base. While the height of the planned tower will be apparent from a distance, it is expected that the construction of this new building will not substantially alter the pedestrian experience at street level. Therefore, the urban design of the Study Area is not expected to significantly change in the 2014 future without the Proposed Action. The area would continue to exhibit a mix of building types, styles, bulks, height, and uses, as described above under “Existing Conditions.”

Visual Resources

The context within which visual resources are observed by a pedestrian would be altered in the future No-Action condition due to the new open area improvements and zoning compliant digital signage. It is anticipated that the proposed alterations would help to improve the pedestrian experience on the Project Site as compared to existing conditions as there would be new streetscape elements for pedestrians.



Existing view along West 31st Street from Seventh Avenue toward MSG's Tower A Signage.



Illustrative future No-Action view along West 31st Street from Seventh Avenue toward MSG's Tower A – as-of-right signage.



Existing view along West 31st Street from Eighth Avenue toward MSG's Tower B Signage.



Illustrative future No-Action view along West 31st Street from Eighth Avenue toward MSG's Tower B – as-of-right signage.

*No-Action signage content is conceptual and for illustrative purposes only.

Under No-Action conditions, the Applicant would modify the design of open areas on the Project Site (see **Figures A-12** through **A-16**). The entrance areas to Penn Station at the northwest and southwest corners of the Site would be visually delineated with decorative concrete unit paving, arranged in an elliptical pattern. Area wayfinding signage, informational signage, and plaza identification plaques would be introduced to improve pedestrian orientation, and etched logos of the Arena and its major sports teams would be set into the pavement. Semicircular benches with LED underlighting would be installed to create seating clusters. Existing vent structures would be wrapped with additional bench seating.

The West 31st Street and West 33rd Street streetscapes would be enlivened at the pedestrian level by interpretative pavement inlays commemorating people and events significant to the history of the Garden. A metal screen would be installed around the portion of the private service vehicular driveway located to the north of the pedestrian bridge (that connects the Garden to the Two Penn Plaza office building) and the adjacent open areas, used for Arena loading operations, so as to visually screen and demarcate such loading areas. The portion of the driveway located directly beneath the pedestrian bridge would be enhanced with new lighting and with “Garden of Dreams” pavers that recognize contributions to the charitable Garden of Dreams Foundation.

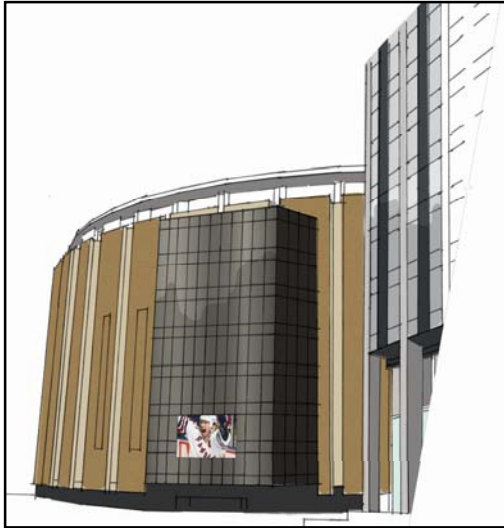
Enhanced lighting would be installed. The exterior façade recesses of the building would be illuminated in colors that would change in response to events taking place in the Arena. The compression ring located at the very top of the building would be illuminated in white light.

Additionally, the Applicant would install new, zoning-compliant, digital signage on-site. The LED digital signage would include content now permitted under current zoning. No third-party advertising or sponsor messaging would be allowed. This signage would be more coherent than the existing signage, but the Applicant believes that it would be too small and too low to maximize viewing opportunities for pedestrians.

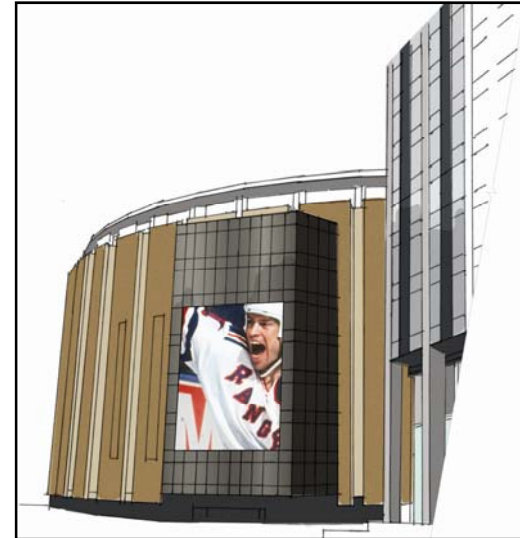
Off-site visual resources consist of the architectural resources that are located within the study area. Under future No-Action conditions, two notable changes are anticipated by 2014 to visual resources as a result of planned construction, including construction of Phase I of the Farley project (described above) and the possible demolition of the Hotel Pennsylvania (15 Penn Plaza) to accommodate the construction of a new building consisting of approximately 2.8 million gross square feet with a height of approximately 1,200 feet. The construction on the Farley site to create the access from the southwest corner of Eighth Avenue and West 33rd Street and the northwest corner of Eighth Avenue and West 31st Street would last beyond 2014. While the new access provided at Farley would not result in significant changes to Farley as a visual resource, the construction of a modern building on the 15 Penn Plaza site would result in the elimination of a visual resource. No other changes are anticipated to visual resources by 2014.

E. FUTURE WITH THE PROPOSED ACTION (WITH-ACTION CONDITION)

The Proposed Action would allow signage that is larger and higher than signage permitted under current zoning and would allow third-party advertising and sponsor messaging content. The Applicant intends to install signage that it believes is consistent with other major arenas in New York City and nationwide (see **Figure A-8**) and also consistent with the surrounding neighborhood (see **Figure A-7**). The Proposed Action would also allow design changes to open areas surrounding the Garden within Subarea B4 that would otherwise occur under No-Action conditions. The following sections describe how pedestrians would be affected by the Proposed Action.



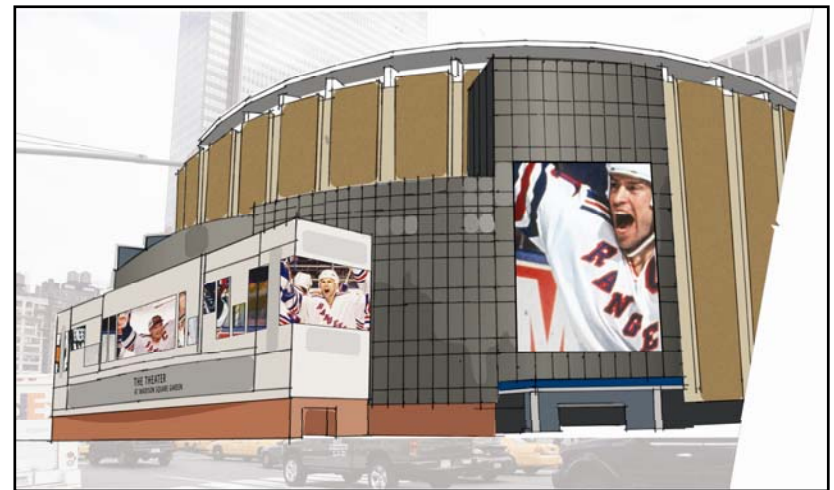
Illustrative future No-Action view along West 31st Street from Seventh Avenue toward MSG's Tower A – as-of-right signage.



Illustrative future With-Action view along West 31st Street from Seventh Avenue toward MSG's Tower A – proposed signage.



Illustrative future No-Action view along West 31st Street from Eighth Avenue toward MSG's Tower B – as-of-right signage.



Illustrative future With-Action view along West 31st Street from Eighth Avenue toward MSG's Tower B – proposed signage.

*No-Action and With-Action signage content is conceptual and for illustrative purposes only.

Proposed Signage 8th Avenue View



Existing MSG Signage



*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

Images Courtesy of TWO TWELVE

Proposed Signage Plaza View



Existing MSG Signage



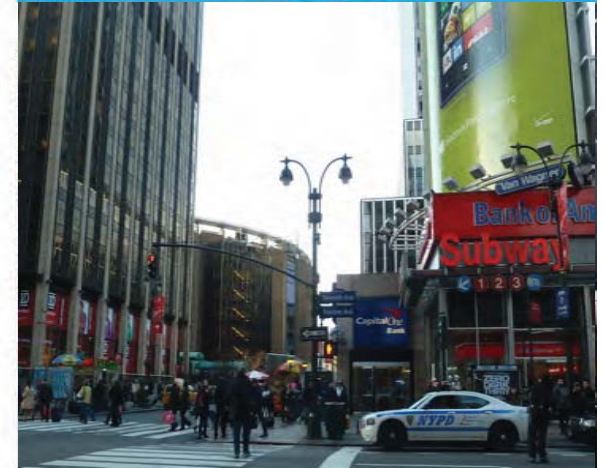
*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

Images Courtesy of TWO TWELVE

Proposed Signage 7th Avenue View



Existing MSG Signage



*Rendering is conceptual. Penn Station and Amtrak canopy and signs are not subject to the requested actions and are shown for information only.

Images Courtesy of TWO TWELVE

Signage

As discussed in Attachment A, “Project Description,” the action proposed by the Applicant would allow for larger signage with third-party advertising content and sponsor messaging.

The proposed zoning text amendment would create a special permit to modify the maximum permitted surface area and maximum height of signage within Subarea B4. By applying for this special permit, MSG would be able to install new digital signage on the four stair towers and a new digital media wall along the Eighth Avenue façade. The tower signs would be a maximum of approximately 2,904 square feet with a height of 80'. The media wall would be made up of multiple LED panels, totaling approximately 2,986 square feet along the Eighth Avenue façade and extending approximately 495 square feet on both the northern and southern media wall ends. The maximum signage height on the media wall would be approximately 53 feet above curb level.

Figure C-10 shows an illustrative comparison of the signage that would be permitted as-of-right on Towers A and B and the signage that would be permitted under the Proposed Action. As shown in the figure, the as-of-right signage is smaller and lower and would not be as visible. **Figure C-11** shows a rendering of the concept signage plan for the Eighth Avenue façade. **Figure C-12** shows a rendering of the concept signage plan for Tower B at West 31st Street and Eighth Avenue. **Figure C-13** shows a rendering of the concept signage plan for Tower D from West 33rd Street and Seventh Avenue. The signage is intended to help to identify the Garden as a dynamic sports and entertainment venue. The Applicant has proposed signage intended to enliven and enrich the public experience of the Garden in the neighborhood by creating a visual connection between the indoor activity and outside, thus expanding the excitement of the Garden onto the streetscape. The new signage would be part of an integrated signage plan, replacing the existing uncoordinated signs that do not reflect a comprehensive signage plan. The new signage would deliver dynamic content that would generally be visible from the same vantage points as the existing signage and, in the Applicant’s view, would enable the Garden to achieve a presence comparable to other urban arenas and stadiums. In addition to content showing defining moments that have occurred at the Garden and promotional content, it would allow for third-party advertising signs, including sponsor messaging, which the Applicant believes are integral to and a significant part of the business of modern sports and entertainment venues.

Additionally, non-digital pedestrian-level vitrines would be incorporated into the lower façades along West 31st Street and portions of West 33rd Street adding visual interest at the pedestrian level to walls that are currently blank.

The Proposed Action would also allow implementation of the open area improvements that would otherwise occur pursuant to CPC Chair certification under Zoning Resolution Section 37-625, without certification. The proposed text amendment to Sections 37-625 and 74-41 would instead allow CPC, in connection with the grant of a special permit under Section 74-41 within Subarea B4 of the Special Hudson Yards District, to approve design changes to portions of such open areas that are existing plazas without a certification by the Chairperson of CPC.

As described above in Attachment A, “Project Description,” new signage would be installed in the open areas under With-Action conditions. Two wayfinding signs (32 square feet each) would be installed in the open areas; one wayfinding sign would be located near each of the Eighth Avenue entrances to Penn Station. In addition, graphic cladding would be added to the two cylinder vents (approximately 678 square feet each) in the open areas located near each of the Eighth Avenue entrances to Penn Station and a graphic treatment would be added to the 668 square-foot loading zone screen (a screen of the same size would also be installed under No-Action conditions, but would not include any graphics).

Assessment

The Proposed Action would allow additional size, height in a digital signage format, including third-party and sponsorship advertising. There are several large advertising signs in the immediately surrounding area, along and close to Eighth Avenue, but as a general matter, the signage program differs from the size, height and content of existing signage in this area. However, large advertising signs are permitted in the nearby Penn Center Subdistrict of the Midtown Special District and several digital and advertising signs are located elsewhere in the study area. As compared with the Future Without the Proposed Action, the proposed signage would be in keeping with the larger signs allowed in the Penn Center Subdistrict of the Special Midtown District to the east, connecting the two midblock towers visually to the lively Midtown streetscape along Seventh Avenue. The proposed signage would be similar to but larger than the digital signage that could be installed under the No-Action condition, and would allow third-party advertising and sponsor messaging. The Applicant believes that the Eighth Avenue tower signage would activate the West 31st Street and West 33rd Street entrances to Penn Station through the delivery of varied, dynamic digital content, while the distinct design of the Eighth Avenue media wall would create interest for pedestrians where there would be a predominantly blank facade under No-Action conditions. The proposed vitrines along West 31st and West 33rd Streets would create visual interest at the pedestrian level on currently blank walls.

The Applicant intends for the dynamic digital signage to enliven and enrich the public experience of the Garden in the neighborhood and activate the streetscape around the Garden for pedestrians. The new digital signage would allow more coordinated content, consistent with a comprehensive signage plan. The new signage would engage the public from key viewing angles and would enable the Garden to achieve a presence comparable to other urban arenas and stadiums (see **Figure A-8**). As indicated above, the digital content would include memorable moments from previous MSG events, information about upcoming events at the Garden, and sponsor messaging and third-party advertising. The Applicant intends for the signage to enhance the pedestrian experience by bringing the energy and excitement out to the public. Like Times Square and the Port Authority, where similar signage is installed, this block contains a major transportation hub, with very high volumes of pedestrian traffic—due to Penn Station and the Garden itself. The digital signage, in conjunction with the open area improvements, would help to transform the area around the Garden into an inviting and interesting place.

Due to the configuration of the site, not all of the proposed signage would be visible to a pedestrian that is approaching or passing the site. As such, a pedestrian would not be overwhelmed by the proposed signage.

The Arena wayfinding signs proposed near the two Eighth Avenue entrances to Penn Station are intended to help orient pedestrians and direct them to the Arena's main entrance on Seventh Avenue. As this is a very busy pedestrian environment, the proposed wayfinding signs would help to provide clarity to pedestrians who may not be familiar with the area. Therefore, the wayfinding signs would help to improve the pedestrian environment.

As described above, graphic cladding is proposed for the two cylinder vents under With-Action conditions. The addition of graphic cladding on cylinder vents is intended by the Applicant to improve the aesthetic quality of the open areas.

Finally, the proposed loading screen would help to increase pedestrian safety on West 33rd Street in the vicinity of the MSG loading area. While a loading screen is planned under No-Action conditions,

the proposed addition of graphics under With-Action conditions is intended by the Applicant to improve the aesthetic quality of the area for pedestrians.

Visual Resources

CEQR defines a visual resource as the connection from the public realm to significant natural or built features. As there are no views of natural resources in the vicinity of the Garden, this assessment will focus on the potential for the Proposed Action to affect public views to architectural resources that are located in the vicinity of the Garden. As described in detail in Attachment D, “Cultural and Historic Resources,” there are 16 designated architectural resources in the Study Area, including: the James A. Farley Building, the New Yorker Hotel, the Hotel Pennsylvania (15 Penn Plaza), the Equitable Life Assurance Company Building, the Penn Station Service Building, the Pennsylvania Building, Nelson Tower, Governor Clinton Hotel, St. John the Baptist Roman Catholic Church and Convent, the Fairmont Building, the Fur Craft Building, the Garment Center Historic District, three loft buildings located on West 29th Street, and the R.H. Macy and Company Store.

The study area for this visual resources assessment was established by identifying the areas where pedestrians would have views of the proposed signage and architectural resources. As sight lines to the proposed signage would be limited to the streets on which the Garden has frontage, the study area includes the segments of West 31st Street, Seventh Avenue, West 33rd Street, and Eighth Avenue that are immediately adjacent to the Garden. Views of many of the visual resources—specifically the architectural resources fronting on West 29th and 30th Streets, Nelson Tower, Pennsylvania Building, the Hotel Pennsylvania, the Fairmont Building, the Fur Craft Building, R.H. Macy and Company Store, and the Garment Center Historic District (excluding the New Yorker Hotel)—are not anticipated to include the proposed signage.

The proposed signage plan would not change the built form of the Garden, nor would it significantly affect the way a pedestrian experiences the visual resources that are either located immediately adjacent to the Garden, or that may have sight lines to the proposed signage (including the James A. Farley Building to the west, the New Yorker Hotel to the northwest, the St. John the Baptist Roman Catholic Church and Convent Complex to the southeast, the Equitable Life Insurance Building to the east, the Governor Clinton Hotel to the east, and the Penn Station Service Building to the south).

With the Proposed Action, the new signage at the Garden would be most notable to pedestrians from Eighth Avenue, as the avenue is wider than other surrounding streets and the media wall would be larger in size than the compliant signage that would be located on the Garden’s Eighth Avenue facade. In regard to the James A. Farley Building specifically, while pedestrian views to the resource would change somewhat with the proposed signage, the proposed signage would not alter the resource’s prominence on Eighth Avenue, nor obstruct any pedestrian views of the resource. There are only limited locations in which the proposed signage and the James A. Farley Building’s Eighth Avenue façade could be seen together: from the intersections of Eighth Avenue and West 31st and 33rd Streets, directly adjacent to the project site, and from West 31st Street near Seventh Avenue. The latter location would provide only more distant, oblique views of this resource, with the proposed signage in the foreground. None of the qualities that make this resource significant would be altered in the future with the proposed signage. The building would continue to be visible by pedestrians on all four sides, and its scale and design would not be diminished by the proposed signage.

The Garden has had signage since it opened in 1968, and thus signage at the Garden has historically contributed to the setting of the James A. Farley Building. Further, the setting of the James A. Farley Building already includes large-scale signage (including advertising signage) on sites other than the project site, including a large sign to the west of Farley on West 33rd Street between Eighth and Ninth

Avenues and another large sign on the side of a building located on Eighth Avenue north of West 34th Street.

The proposed signage would not obstruct view corridors to the James A. Farley Building. It would not introduce substantial alterations to the streetscape of the area by noticeably changing the scale of the Garden. While the context of those limited views of the James A. Farley Building that include the proposed signage would change, this change would not be considered to be significantly adverse.

The proposed sign on escalator Tower C and the proposed media wall would be somewhat visible to pedestrians with views of the New Yorker Hotel approaching from the north along Eighth Avenue; however, these views—like the views from Seventh Avenue—already include large-scale signage, including advertising signage.

While the proposed signs on Towers A and D, respectively, would be somewhat visible to pedestrians along West 31st and 33rd Streets near Seventh Avenue, it is anticipated that within those views, the signage would be visually consistent with the illuminated, large-scale signage with advertising content developed along this portion of the avenue, including on the Equitable Life Assurance Company Building. The portion of the St. John the Baptist Roman Catholic Church and Convent complex that fronts onto West 31st Street would be in close proximity to the signage on escalator Tower A, and the signage would somewhat alter the context within which the pedestrian views this resource along West 31st Street in comparison to the smaller No-Action signage; however, the West 31st Street portion of the church complex is not its primary façade, and the proposed signage would not obstruct pedestrian views of this architectural resource, as the proposed signage would not extend out from the Garden's façade to a greater extent than the No-Action signage.

Pedestrians located on West 31st Street to the east of Seventh Avenue would have partial views of the Equitable Life Assurance Company Building or the Governor Clinton Hotel in the foreground with partial views of the proposed signage in the distance. Due to the distance from the proposed signage, however, the pedestrian experience would not be altered significantly. Further, this area of Seventh Avenue includes a variety of signage, including signage that is on the Equitable Life Assurance Company Building.

The Penn Station Service Building, located on the south side of West 31st Street between Towers A and B, would be visible to pedestrians approaching the site from Seventh Avenue on the east or from Eighth Avenue on the west that also have views of the proposed signage. However, as West 31st Street is a narrow street, pedestrian views to both the escalator towers and the Penn Station Service Building are limited. As compared to the No-Action signage on Towers A and B, the proposed signage program would result in signage that is larger and taller than zoning-compliant signage. While no pedestrian views to the Penn Station Service Building would be blocked, the context within which the visual resource is seen by a pedestrian would change. This change would be noticeable but not adverse as the details of the visual resource would not be obscured by the Proposed Action.

Overall, due to the configuration of the Garden and the distance of the adjacent visual resources from the areas where signage would be installed, pedestrian views of the architectural resources and the proposed signage would primarily be available from a distance. Pedestrians that walk immediately adjacent to the visual resources would either have views of the architectural resource, or the proposed signage, not both. At locations where a pedestrian would have a view of both the visual resource and the proposed digital signage, on Eighth Avenue for example, the pedestrian views to the visual resources would not be obstructed, but the context in which the visual resources are viewed by a pedestrian would change. However, given the limited views to visual resources that would include the proposed signage improvements, and the presence of pre-existing large-scale and illuminated signage

in the study area, the Proposed Action would not be anticipated to have a significant adverse contextual effect on the visual resources in the study area.

The proposed signage would not change the visual prominence of any visual resource in the study area. The Proposed Action would not eliminate or screen pedestrian views of any visual resource; nor would the proposed project introduce an incompatible visual element to a resource's setting that would diminish the qualities of an visual resource that make it significant. As such no significant adverse impacts are anticipated as a result of the Proposed Action.

Further, the Proposed Action would not result in new signage on any adjacent site as the proposed signage special permit would be tied to the Arena use. New signage would only be permitted through a special permit application and would not be permitted as of right.

F. CONCLUSION

The proposed project would not significantly change or adversely affect any of the urban design or visual resource components defined in the *CEQR Technical Manual*. The content of the proposed signage is in keeping with the site's midtown location. The proposed project would also not result in changes in building bulk, use, and type; building arrangement; block form and street pattern; street hierarchy; natural features; or visual resources. Therefore, the proposed project would not result in any significant adverse impacts on urban design or visual resources and further assessment is not warranted.

Attachment D

Historic and Cultural Resources

Madison Square Garden Zoning Text Amendment EAS
ATTACHMENT D: HISTORIC AND CULTURAL RESOURCES

A. INTRODUCTION

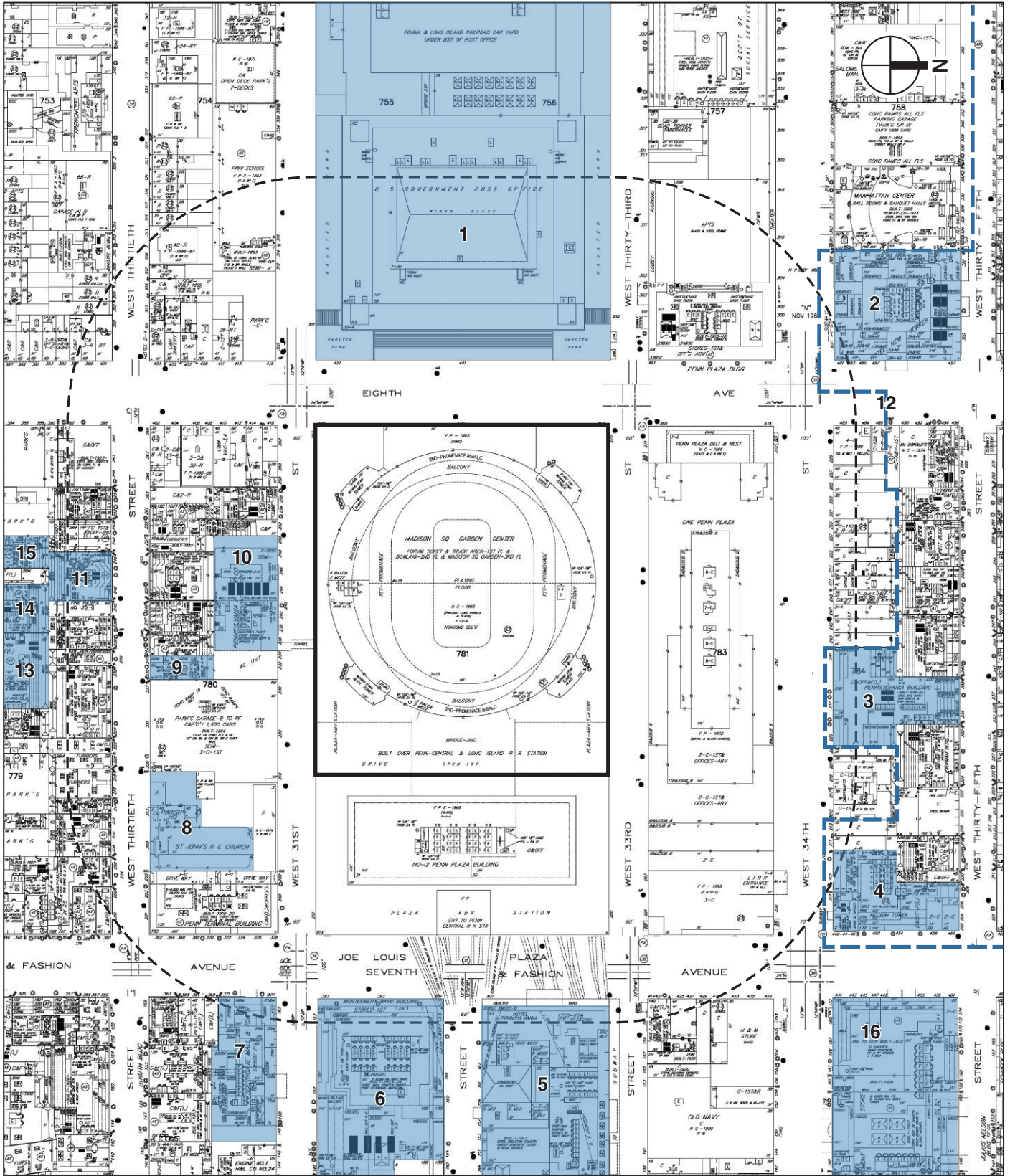
This section considers the potential of the Proposed Action to affect architectural and archaeological resources on the project site and in the surrounding area. The Proposed Action would result in the modification of existing signage controls for the Madison Square Garden site to facilitate the installation of new signage on the Garden's four escalator towers, on the Eighth Avenue façade, and on pedestrian-level vitrines along West 31st and 33rd Street, as well as near the Eighth Avenue entrances to Penn Station.

To evaluate potential effects due to on-site construction activities, and also to account for visual or contextual impacts, the study area for architectural resources is defined as extending 400 feet from the area affected by the proposed zoning text amendment (see **Figure D-1**). As defined in the New York City Department of Building's (DOB) *Technical Policy and Procedure Notice (TPPN) #10/88*, adjacent construction is defined as any construction activity that would occur within 90 feet of an architectural resource.¹ Consistent with the guidance of the *CEQR Technical Manual*, designated architectural resources that were analyzed include: New York City Landmarks (NYCL), Interior Landmarks, Scenic Landmarks, New York City Historic Districts (NYCHD); resources calendared for consideration as one of the above by LPC; resources listed on or formally determined eligible for inclusion on the State and National Registers of Historic Places (S/NR), or contained within a district listed on or formally determined eligible for listing on the Registers; resources recommended by the New York State Board for listing on the Registers; and National Historic Landmarks (NHL). Additionally, a survey was conducted to identify any previously undesignated properties in the study area that appear to be potentially eligible for NYCL designation or S/NR listing.

Consistent with the guidance of the *CEQR Technical Manual*, in order to determine whether the Proposed Action could potentially affect architectural resources, this attachment considers whether the Proposed Action would result in a physical change to any resource, a physical change to the setting of any resource (such as context or visual prominence), and, if so, whether the change is likely to alter or eliminate the significant characteristics of the resource that make it important. More specifically, as set forth in the *CEQR Technical Manual*, potential impacts to architectural resources may include the following:

- Physical destruction, demolition, damage, alteration, or neglect of all or part of an historic property;
- Changes to an architectural resource that cause it to become a different visual entity;
- Isolation of the property from, or alteration of, its setting or visual relationships with the streetscape, including changes to the resource's visual prominence;
- Introduction of incompatible visual, audible, or atmospheric elements to a resource's setting;

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.



- Project Site Boundary
- Study Area Boundary (400-Foot Perimeter)
- Garment Center Historic District
- 1 Architectural Resources

Historic and Cultural Resources
Reference Map
Figure D-1

- Replication of aspects of the resource so as to create a false historical appearance;
- Elimination or screening of publicly-accessible views of the resource;
- Construction-related impacts, such as falling objects, vibration, dewatering, flooding, subsidence, or collapse; and
- Introduction of significant new shadows, or significant lengthening of the duration of existing shadows, over an historic landscape or on an historic structure (if the features that make the resource significant depend on sunlight) to the extent that the architectural details that distinguish that resource as significant are obscured.

The study area for archaeological resources is defined as the area where subsurface disturbance would occur. No subsurface disturbance is anticipated to result from the zoning text amendment, as the signs that could result would be installed directly onto the existing Madison Square Garden structure. Therefore, this attachment focuses on standing structures only.

B. EXISTING CONDITIONS

Project Site

The project site currently accommodates Madison Square Garden (Block 781, Lot 9001) or, as it is commonly called, the “Garden,” a large sports and entertainment complex (see **Figure A-4** for existing site plan). The Garden was opened in 1968 and is situated above rail platforms for Penn Station. The building is approximately 10 stories tall.

Currently, there are a number of existing signs for the Garden located on the project site. There is a 1,536-square-foot illuminated sign for the Garden, in the shape of a marquee, located on the Eighth Avenue façade. This sign extends to a height of approximately 55 feet 11 inches above curb level. There are also two 250-square-foot signs, oriented perpendicular to Eighth Avenue and facing West 31st and 33rd Streets, respectively. Last, there are two 700-square-foot signs facing Eighth Avenue, located adjacent to the Garden’s Eighth Avenue elevator towers. The content of these signs varies, with both accessory content and third-party advertising and sponsor messages. These signs exceed the maximum surface area set forth in the Zoning Resolution. The marquee sign additionally exceeds the maximum permitted height. The project site also has a sign for the Theater located on the Eighth Avenue façade, with a surface area of 415 square feet, and signs for Nick & Stef’s Restaurant, located on the West 33rd Street façade, with a total surface area of 62 square feet. These signs comply with the applicable regulations of the Zoning Resolution. The Garden structure is surrounded by at-grade, pedestrian-accessible open areas that front on Eighth Avenue and West 31st and 33rd Streets. These paved areas currently contain some lighting and signage but no other amenities. Bollards have recently been installed around the Eighth Avenue frontage of the project block as part of a perimeter protection plan. There is also a mid-block driveway between West 31st and 33rd Streets, which is open to pedestrians and monitored loading operations.

There are no known or potential architectural resources located on the project site.

Study Area

There are 16 designated architectural resources located within and at the boundary of the study area. These resources are described below, listed in **Table D-1** and mapped on **Figure D-1**. No potential architectural resources were identified within the study area.

Table D-1
Designated Architectural Resources in Study Area

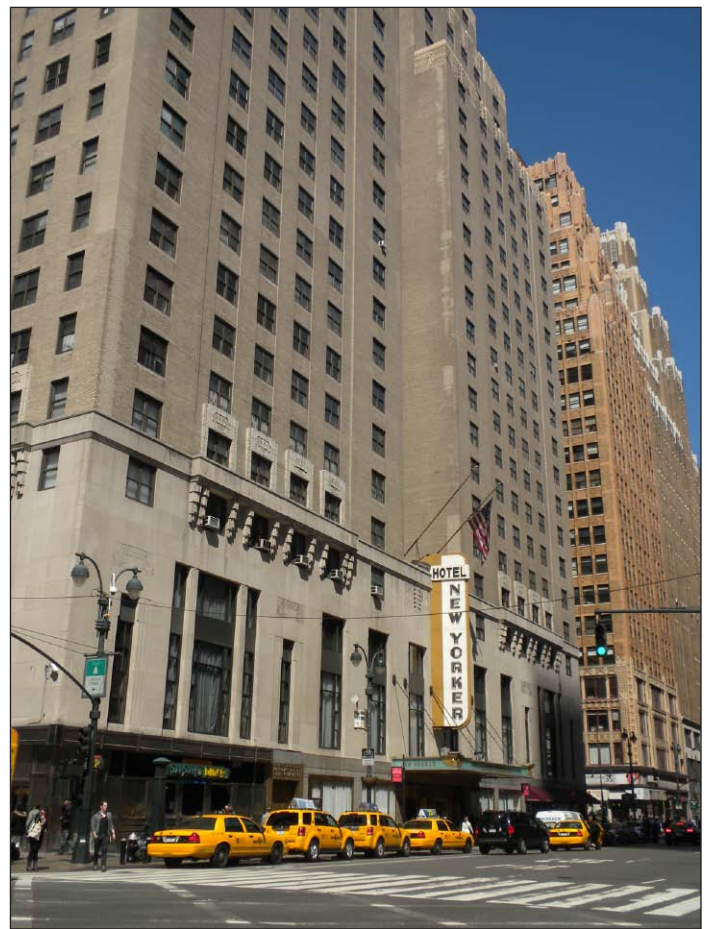
Ref. No.	Name	Address	NYCL	NYCL-eligible	NHL	S/NR	S/NR-eligible
1	U.S. General Post Office	Block bounded by Eighth and Ninth Avenues, and West 31st and 33rd Streets	X			X	
2	New Yorker Hotel	481-497 Eighth Avenue		X			X
3	Pennsylvania Building	225 West 34th Street					X
4	Nelson Tower	446-456 Seventh Avenue		X			X
5	Hotel Pennsylvania	401 Seventh Avenue					X
6	Equitable Life Assurance Company Building	383-399 Seventh Avenue		X			X
7	Governor Clinton Hotel	371-377 Seventh Avenue		X			X
8	St. John the Baptist RC Church and Convent	207-215 West 30th Street		X			X
9	Fairmont Building	239-241 West 30th Street					X
10	Penn Station Service Building	236-248 West 31st Street		X			X
11	Fur Craft Building	242-246 West 30th Street					X
12	Garment Center Historic District					X	
<i>At Boundary of Study Area</i>							
13	Loft Building	231-239 West 29th Street					X
14	Loft Building	241-245 West 29th Street					X
15	Loft Building	249-251 West 29th Street					X
16	R.H. Macy and Company Store	Block bounded by Seventh Avenue, Broadway, and West 33rd and 34th Streets		X	X	X	
Notes: NYCL = New York City Landmark; NYCL-eligible = determined eligible for NYCL designation by the New York City Landmarks Preservation Commission; NHL = National Historic Landmark; S/NR = New York State and National Registers of Historic Places; S/NR-eligible = determined eligible for listing on the Registers.							

The **U.S. General Post Office** (S/NR, NYCL), now the James A. Farley Building, occupies a superblock between Eighth and Ninth Avenues and West 31st and 33rd Streets. It was constructed between 1910 and 1913, and enlarged in 1934 to extend to Ninth Avenue. As noted in the building’s National Register nomination form, the firm of McKim, Mead & White designed this monumental granite building as a companion piece—geographically and stylistically—to the former Penn Station, which was located directly across Eighth Avenue. The four-story, Classical Roman building is freestanding, and McKim, Mead & White designed it to be seen from all sides. The LPC designation report notes that it is one of only a few buildings in New York City with this attribute. The building’s form is that of a monumental Corinthian temple with a peristyle set on a high podium (see View 1 of **Figure D-2**). Each façade is articulated with a central colonnade framed by heavy corner pavilions. An entablature that encircles the building below an attic story further unifies the design. The Eighth Avenue façade (the primary façade) is a portico reached by a wide flight of stairs. The portico consists of 20 53-foot-tall Corinthian columns supporting an entablature with a frieze; the LPC designation report also notes that the scale and monumentality inherent in this colonnade is unparalleled among Classic buildings in New York. The corner pavilions have half-domed niches on the piano nobile level and inscriptions on the attic story. On the other three facades, the colonnades are formed by alternating Corinthian pilasters and window bays, and the corner pavilions have arched windows that mimic the niches on the Eighth Avenue façade.

The LPC designation report concludes that the U.S. General Post Office is an outstanding example of the Roman Classic style; that it is notable for its monumental scale, impressive



U.S. General Post Office 1



New Yorker Hotel 2

Historic Resources
in Study Area
Figure D-2



Pennsylvania Building 3



Nelson Tower 4



Hotel Pennsylvania 5



Equitable Life Assurance Company Building 6



Governor Clinton Hotel 7



St. John the Baptist RC Church and Convent 8



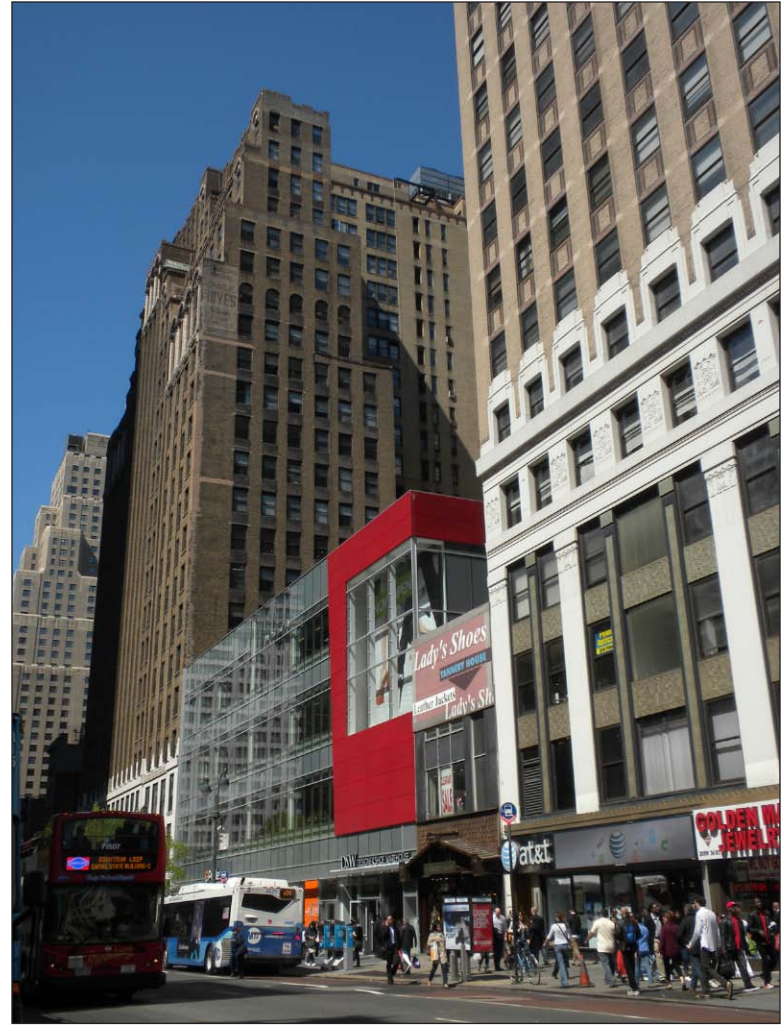
Fairmont Building 9



Penn Station Service Building 10



Fur Craft Building 11



Garment Center Historic District 12



Loft Building at 231-239 West 29th Street 13



Loft Building at 241-245 West 29th Street 14



Loft Building at 249-251 West 29th Street 15



R.H. Macy and Company Store 16

colonnade, attic and outside steps; that all of its four elevations can be seen; and that it has contributed significantly to the appreciation of notable Classic architecture in the United States.

At the time of the completion of the Eighth Avenue building in 1913, the immediate surroundings consisted of the rail yard for Penn Station to the west and Penn Station to the east. Demolition of Penn Station in 1964 and its replacement by the Garden and Two Penn Plaza, as well as subsequent commercial development and the addition of large signage in the study area, significantly altered the James A. Farley Building's physical context.

The **New Yorker Hotel** (S/NR-eligible, NYCL-eligible) at 481-497 Eighth Avenue was constructed in 1928-1930 to designs by Sugarman & Berger. The bold massing of the 43-story, brick and stone building is the most significant feature of its design. Corner towers rise in a series of deep setbacks to the central tower, which has a form accented by deep light courts on each of its facades (see View 2 of **Figure D-2**). On the north and south facades, there are two light courts that create a central pavilion flanked by the corner towers; on the Eighth Avenue façade, there is only one central light court. Most of the brick wall surface, above the stone base, is simply articulated with vertical bands of windows. Art Deco ornamentation is found in carved stone blocks at the parapet of each setback, in panels above the fourth-floor windows, and on the base. From 1975 until recently, the building housed the national headquarters of the Holy Spirit Association for the Unification of World Christianity (Unification Church). It now once again functions as a hotel.

In 1924-1925, Julius Tishman & Sons, Inc. built the 22-story **Pennsylvania Building** (S/NR-eligible) at 225 West 34th Street for both large and small businesses. Located near Penn Station and in the center of the garment district and Eighth Avenue banking corridor, it originally housed many insurance firms, garment businesses, trade organizations, real estate firms, and, on the ground floor, banks. Schwartz & Gross designed the building in a Byzantine style. The three-story stone base has a large arched entrance framed with marble columns, two floors of showroom windows, elaborately carved stone panels and a frieze, and a cornice line of stepped pinnacle forms (see View 3 of **Figure D-3**). A slightly projecting central bay rises almost the entire height of the building. At the 16th floor, the building is massed with a series of shallow setbacks and corner pavilions. The building corners at the 15th and 16th floors are designed as loggias composed of stone pilasters set on corbelled lintels that support projecting Moorish foliated arches. A similar loggia adorns the top of the central bay that ends at the 18th and 19th floors. Additional Moorish foliated arches are located above the windows on the corner pavilions of the setback floors. Cornices of corbelled arches decorate the parapets of the upper setbacks. Adjacent to the east and west of the building are two four-story buildings with heights that ensure light to the east- and west-facing windows of the Pennsylvania Building. The east and west facades are undecorated, with the exception of spandrel bands and vertical bands of darker brick. The ground-floor storefronts appear to have been altered.

Located two blocks north of the project site, the 45-story **Nelson Tower** (S/NR-eligible, NYCL-eligible) at 446-456 Seventh Avenue originally housed showroom and office space for businesses in the garment trade. Designed by H. Craig Severance, it was the tallest building in the Garment District when it was completed in 1931. Although the facades are ornamented with Art Moderne detail, the most distinctive architectural feature of the building is its massing. Above the tall base, the building rises, on all facades, in a series of bold setbacks to a tall, slender central tower (see View 4 of **Figure D-3**). The use of cut-out corners and pavilions heightens the building's vertical emphasis. Colored spandrel panels, brick piers, and bold parapets provide interest and texture to the facades.

The **Hotel Pennsylvania** (S/NR-eligible) at 401 Seventh Avenue is a 22-story building with Classical Revival-style details (see View 5 of **Figure D-4**). Designed by the firm of McKim, Mead & White, it opened in 1919 to cater primarily to travelers using the original Penn Station. It was also designed aesthetically and urbanistically to complement the station and the General Post Office. The Pennsylvania Railroad company had decided to build the hotel partially out of concern that they would lose passengers to the New York Central Railroad, which was building the Commodore Hotel for a similar clientele near Grand Central Terminal. The Pennsylvania Hotel was also designed to meet the newly emerging need for businessmen's hotels. Such hotels needed, for example, function rooms for large conventions of professional societies and business organizations. Although the commercial zone around Penn Station developed much more slowly than the area around Grand Central Terminal, in large part because the Pennsylvania Railroad was not as active in development as was the New York Central Railroad, the Hotel Pennsylvania aimed to cater to the nearby printing district, the emerging retail district centered around West 34th Street, the proximate Times Square and the nascent Garment District. The large, brick and stone hotel has a rusticated base with an Ionic entrance portico and a loggia of Ionic pilasters at the building's capital. The building's exterior and interior have undergone a number of alterations. Four of the six Ionic portico columns have been cut off at mid-height to accommodate a new marquee and an expanded entryway. Windows on the first three floors have been closed, punched out, or replaced to accommodate different commercial establishments. Windows at other stories have been replaced, and a number of signs have also been installed on the exterior. A penthouse has been added at the roof level, which breaks the copper cornice line and adds approximately half a floor in height. The lobby has been partially altered.

Starrett & Van Vleck designed the former **Equitable Life Assurance Company Building** (S/NR-eligible, NYCL-eligible) at 383-399 Seventh Avenue. Designed in a roughly Renaissance Revival style, it was built in 1922-1923. This solid, massive 26-story structure originally housed the company's headquarters, relocated from their property at 120 Broadway in the Financial District. The new site was less expensive than land downtown and was located across the street from Penn Station and the new Hotel Pennsylvania. Massed with a 15-story solid base and a series of three setbacks that create penthouse floors, the building's form is more monumental and simply rectilinear than many of the surrounding garment lofts and office towers (see View 6 of **Figure D-4**). Clad in stone, the first three floors have showroom windows, panels carved with foliate designs, cartouches, and a balustrade cornice. In the center of the Seventh Avenue façade, there is a stone entrance arch with decorative spandrels and a cornice. The main mass of the brick building is simply articulated with piers and a proliferation of office windows. A stone cornice with corner lanterns caps the 15-story portion. Above the first setback, the penthouse has large, arched double windows and a corbelled arched cornice. At the corners of the topmost penthouse are large lantern forms. On the ground floor, some of the storefront spandrel panels have been replaced.

Located at 371-377 Seventh Avenue, the former **Governor Clinton Hotel** (S/NR-eligible, NYCL-eligible) is a 25-story, brick and stone building with hybrid Italianate and Romanesque details (see View 7 of **Figure D-5**). Designed by Murgatroyd and Ogden in association with George B. Post and built in 1929, the building was the first hotel built in the vicinity of Penn Station since the construction 10 years earlier of the Hotel Pennsylvania (discussed above). Set on a 3-story stone base, the asymmetrically massed building rises flush on the avenue for most of its height. On the West 31st Street façade, there are deep light courts set above the base. Above the 19th floor, the building is massed with a series of setbacks that create several penthouse levels flanked by corner pavilions. The Italianate/Romanesque decorative details

include large, round-arched windows with ogee-arched archivolt on the second floor and the setback stories; patterns of protruding brick headers on the shaft; arched corbelled brick corniced located at the base and at each setback; and squarish brick canopies with diaper patterning set above the corner windows on the third floor.

Napoleon LeBrun designed the **St. John the Baptist Roman Catholic Church and Convent** (S/NR-eligible, NYCL-eligible) at 207-215 West 30th Street. Built in 1872, with the spire completed in 1890 by William Schickel, the sandstone church is Gothic in style. Set back from the street and raised above it on a base, the nave is marked by a central tower with a Gothic-arch porch (see View 8 of **Figure D-5**). Recessed side aisles flank the tower. The tower is embellished with Gothic elements that include a spire, windows with trefoil tracery, a rose window, double-lancet windows with colonnette enframements, a round-arched blind arcade, double-lancet louvered belfry openings, gablets with rose windows, and columned pinnacles. The aisles are designed with Gothic-arched entrances and windows, quatrefoil tracery at the parapets, and buttresses at the outer ends. The convent is adjacent to the west. Although the ground floor has been altered by extending it out to the lot line with a modern brick addition, the convent retains much of its integrity. Also Gothic in style, the convent is a four-story brick-and-bluestone building. The second floor contains Gothic-arched windows and an entrance with stone trim. A slight projection in the wall surface creates a pavilion that marks the entrance and is crowned with a gable. The window openings on the second floor have stained glass lights in quatrefoil tracery. A small rose window is set in the entrance arch, which rests on stone colonnettes. The upper floor window openings are Tudor-arched and also have stained glass transoms. The slate roof contains two dormer windows with Gothic tracery. The original rectory to the rear of the church on West 31st Street was replaced in 1975.

In 1923, J.M. Heatherton erected the six-story Classical Revival building (S/NR-eligible) at 239-241 West 30th Street (now known as the **Fairmont Building**) as a memorial to his father, who founded the Plumber's Trade Journal. By 1927, the brick-and-stone building housed businesses involved in the fur trade. The façade is divided into three bays. The base is marked with a large, central showroom window with a flattened segmental arch and metal tracery, and by two entrances with bracketed pediments (see View 9 of **Figure D-6**). Recessed panels with foliate carvings are set above the pediments. Above the base, the central bay consists of four stacked loggias. Composed of four half-columns supporting entablatures with windows set in the intercolumniation, each loggia has a different order, a unique frieze, and a unique treatment of the plinth supporting the columns. Above the second floor, the side bay windows, as well as the sixth floor central bay windows, have stone voussoirs. Archivolt with label stops and keystones crown the side bay windows on the second floor. The roof parapet is stone with a balustrade.

Located at 236-238 West 31st Street, the **Penn Station Service Building** (S/NR-eligible, NYCL-eligible) was built in 1908, two years before the completion of the former Penn Station, which was located directly to the north across West 31st Street. McKim, Mead & White designed the structure to supply electricity to the engines going in and out of the station and compressed air for braking and signaling mechanisms. It also generated heat and light for the station. The five-story building is a simple Classical structure clad in the same granite of which the station had been constructed (see View 10 of **Figure D-6**). The façade is divided into a large three-story section set on a plinth and capped with a projecting stone cornice, and an attic story with windows. Across the main portion of the façade, double-height Doric pilasters alternate with windows secured with iron grills. The attic story is surmounted by a stone cornice that is smaller and less elaborately molded than the one above the base. At the time of its construction, the building's immediate surroundings consisted of adjacent low-rise residential buildings,

churches, and Penn Station under construction. Demolition of Penn Station in 1965 and its replacement with Madison Square Garden and the 30-story Two Penn Plaza office building dramatically altered this resource's historic context.

The **Fur Craft Building** (S/NR-eligible) at 242-246 West 30th Street was designed by Henry I. Oser and built in 1925–1926 to house businesses in the fur industry. At the same time, the owners erected a two-story building with stores to the west as a means to protect the loft building's access to sunlight. Since reclad, the addition was also designed by Oser. The 14-story brick-and-stone Fur Craft Building has Classical design elements and is massed on its upper floors in a series of setbacks with a central angled pavilion (see View 11 of **Figure D-7**). A Corinthian temple front ornaments the pavilion above the first setback and a cupola with Palladian windows crowns the central pavilion. The rusticated stone base contains a central, double-height arched entrance opening with a large transom. Corinthian pilasters support pedestals upon which are large fox sculptures. The entrance infill is metal with decorative spandrel panels, a clock, urn reliefs on the jambs, and anthemia. A cartouche and swags are set in the parapet of the entrance. The storefronts on either side of the entrance appear to have been altered, but stone cartouches and the cornice above the base remain.

The **Garment Center Historic District** (S/NR-listed) is roughly bounded by Sixth Avenue on the east, Ninth Avenue on the west, West 35th Street on the south, and West 41st Street on the north (see View 12 of **Figure D-7**). There are approximately 250 buildings in the district, the majority of which are commercial loft buildings housing manufacturing facilities and showrooms. The district is distinctive for its remarkably uniform streetscapes of commercial loft buildings with standard setback heights and profiles. The district's period of significant spans over 40 years, from 1916 to 1957, though the majority of its buildings date from the 1920s and 1930s. The district is significant in the areas of commercial and social history, architecture, and community planning and development.

George and Edward Blum designed the **231-239 West 29th Street** loft building (S/NR-eligible) for the fur trades. Built in 1925, the 15-story brick-and-stone structure is largely devoid of applied ornamentation. Instead, the design focuses on the setback massing and the ziggurat-like tower on the east side of the building (see View 13 of **Figure D-8**). Although the façade is divided into window bays flanked by brick piers, the bays contain only one column of narrow windows, unlike many other loft buildings in the area that have several window columns within each bay. The brick piers, wide in comparison to the window bays, break up the façade into a tight grid while emphasizing verticality, enhanced by pointed caps crowning the piers at the setbacks. The setbacks are also marked by spandrel panels with lancet-like forms. The stone base contains asymmetrical groupings of showroom and office windows. A simple cornice surmounts the base. This resource is part of a group of three loft buildings that create a partial streetscape that reflects the area's past as the city's fur district.

The 17-story loft building (S/NR-eligible) for the fur trades at **241-245 West 29th Street** was designed in 1927 by J. Eckman in an austere utilitarian manner, with only minor applied ornamentation (see View 14 of **Figure D-8**). Above the seventh floor, the brick building rises in a series of setbacks with angled corner pavilions. Some Art Deco scrollwork and pinnacle forms are placed at the setback parapets. The façade is divided into three bays of strip windows. Cornice molding and recessed panels on the piers provide some texture to the three-story stone base. Portions of the ground floor storefronts appear to have been altered with new infill and windows. This resource was immediately surrounded by other loft buildings and low-rise

factories and residential structures at the time of its construction. It is adjacent to and west of 231-239 West 29th Street.

The 15-story loft building (S/NR-eligible) at **249-251 West 29th Street** was constructed in 1925 for the fur industry. Designed by Henry I. Oser in conjunction with Schwartz & Gross, this brick loft building with Art Deco stylized-Gothic details is narrower than many loft buildings in the area (see View 15 of **Figure D-9**). Above the seventh floor, it rises in a series of setbacks with a central tower form. Stone pinnacles mark each setback at the building corners and at the edges of the central tower. Decorative brick spandrels are placed at the parapets of the setbacks and below all the windows. The base is clad in stone, contains large showroom windows, and is ornamented with square carved insets. Adjacent to the east is a two-story addition built in 1927 to project the loft building's access to sunlight. Similar to the loft buildings described above, this resource was immediately surrounded by other loft buildings and low-rise factories and residential structures at the time of its construction. It is adjacent to the west of 249-251 West 29th Street.

The **R.H. Macy and Company Store** (NHL, S/NR, NYCL-eligible) is located on the full block bounded by Broadway, Seventh Avenue, and West 34th and 35th Streets (excluding two small buildings on the northwest and southeast corners of the block). Rowland H. Macy founded the store in 1858. It moved to its current location in 1902, becoming the first large store north of 23rd Street. Today, Macy's remains the largest department store in the world. It was constructed in five phases. The Broadway building, designed by DeLemos & Cordes, was constructed in 1901-1902. An additional story was added to this section in 1910. Successive additions were made to the west on the remainder of the block in 1922-1924, 1928, and 1931, all designed by Robert D. Kohn (see View 15 of **Figure D-9**). The 1902/1910 section occupies the entire Broadway frontage and approximately 60 percent of the West 34th Street frontage between Broadway and Seventh Avenue. Architecturally, it is the most elaborate and ornamental portion of the complex, with details generally inspired by English Palladian design, especially the four-story pilasters on the Broadway façade, the pedimented windows at the corners, the arcaded top story, and the crowning balustrade. Other details in this section include the delicately modeled ornament of the store windows, canopy, clock, and caryatid sculptures on West 34th Street. Besides its greater level of detail, the original section is the most significant in the development of the department store type. The later sections on the western portion of the block are simpler in design and respond to the setback requirements of the zoning law. Stylistically, these sections are typical of the stripped classicism sometimes found in commercial and department store architecture of the period. The components of the complex share a grayish-colored concrete and stone base, with red brick, gray brick and stone above. Stone cornices mark the transitions of the wall materials. An electronic LED sign marks the Seventh Avenue and West 34th Street corner, while large billboards adorn the Broadway and West 34th Street corner. The West 35th Street façade is the building's rear façade, with loading docks along the street and venting louvers in many of the windows.

C. FUTURE WITHOUT THE PROPOSED ACTION

Absent the Proposed Action, it is assumed that the signage attached to the Madison Square Garden structure would be brought into compliance with existing zoning regulations. The compliant signage would be accessory; it could include LED signage, but would be smaller in total area than the existing signage, and would not rise more than 40 feet above ground level (see **Figure A-7**). Because of the smaller size and lower height, the applicant believes it would be

much less effective in terms of drawing attention to the Garden. It also would not allow for third-party advertising or sponsor messaging.

Absent the Proposed Action, the Applicant will modify the open areas surrounding the Garden by undertaking the following improvements (see **Figures A-12** through **A-16** for the various open area improvements that are being provided at the Garden, including: new lighting, paving, seating, area wayfinding signage, and non-graphic screening at the loading area). The open space improvements in the future without the Proposed Action would be regulated in accordance with the plaza regulations.

There are only limited locations in which views of the architectural resources in the study area would include the compliant signage and open space improvements. Indeed, given their small scale, the open space improvements are anticipated to be minimally, if at all visible in views of the New Yorker Hotel on Eighth Avenue, and views of the Governor Clinton Hotel and the Hotel Pennsylvania along West 31st and 33rd Streets near Seventh Avenue. The portion of the St. John the Baptist RC Church and Convent complex that fronts onto West 31st Street would be in close proximity to the open space improvements, but would represent a very modest change to the setting of this resource.

In regard to the James A. Farley Building specifically, while the views to the resource would change somewhat with the compliant signage and open space improvements, including the building/compression ring illumination, these changes would not alter the resource's prominence on Eighth Avenue, nor obstruct any views of the resource. Since it opened in 1968, the Garden has had signage on its facades, and thus signage at the Garden has historically contributed to the setting of the James A. Farley Building. The Garden's contribution to the setting of this resource through signage would be maintained (though at a smaller scale) with the compliant signage, which could be dynamic. There are limited locations in which the compliant signage and open area improvements and the James A. Farley Building's Eighth Avenue façade could be seen together: from the intersections of Eighth Avenue and West 31st and 33rd Streets, directly adjacent to the project site, and from West 31st Street near Seventh Avenue. The open area improvements are anticipated to be minimally visible within these views.

The building illumination would not change the built form of the Garden. Historically, there has been lighting on the compression ring, although the lighting on the compression ring was discontinued in 1998 and the façade recesses have not been lit since work on the transformation of the Garden began in 2011.

Using the *CEQR Technical Manual* impact criteria noted above, the compliant signage and open area improvements would not result in any physical changes to architectural resources; nor would they result in the replication of aspects of any architectural resources so as to cause a false historical appearance, or the introduction of significant new shadows or significant lengthening of the duration of existing shadows over historic landscapes or structures. The compliant signage and open area improvements also would not be anticipated to have any direct, physical impacts on architectural resources, as construction required for the installation of the compliant signage and open area improvements would occur more than 90 feet away from any architectural resources. Furthermore, the compliant signage and open area improvements would not be anticipated to have any indirect, contextual impacts on architectural resources, as they would not result in the isolation of any architectural resource from its setting, would not eliminate or screen publicly-accessible views of any resource, and would not introduce an incompatible visual, audible, or atmospheric element that would diminish the qualities of any resource that make it significant.

Study Area

No development projects are expected to occur in the study area by 2014. Construction of Phase I of the future Moynihan Station—a transit extension of Penn Station, within the James A. Farley Building—will start in 2012 and will be completed in 2016. Phase I will include entrances and plazas on the West 31st and 33rd Streets and Eighth Avenue façades of the James A. Farley Building. The proposed 15 Penn Plaza project, which would develop a two million zoning square foot (zsf) commercial office building on the site of the Hotel Pennsylvania, has undergone CEQR review and obtained City approvals. The project is not currently under construction; however, it is possible that construction could begin by 2014.

In the future without the Proposed Action, the condition of other architectural resources within the study area could change. Architectural resources that are listed on the National Register or that have been found eligible for listing are given a measure of protection from the effects of federally sponsored or assisted projects under Section 106 of the National 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. Properties listed on the State Register are similarly protected against impacts resulting from state-sponsored or state-assisted projects under the State Historic Preservation Act. Private property owners using private funds can, however, alter or demolish their properties without such a review process. Privately-owned sites that are NYCLs or within New York City Historic Districts are protected under the New York City Landmarks Law, which requires LPC review and approval before any alteration or demolition can occur.

D. PROBABLE IMPACTS OF THE PROPOSED ACTION

Project Site

The Proposed Action would allow 20 mm LED display panels to be installed on the Garden's four escalator towers. The LED signs would extend approximately 80 feet above curb level and would have surface areas of no more than 3,000 square feet per sign. In addition, a 20 mm LED media wall, approximately 19 feet tall and 230 feet wide (for a total area of approximately 5,300 square feet, including the two 495 square-foot end panels, each approximately 19 feet by 27 feet), would be installed on the Garden's façade on Eighth Avenue. The media wall would consist of a series of panels interspersed with masonry. The panels could be programmed separately or in concert. In addition, pedestrian-level vitrines, which would not be digital, would be incorporated into the lower facades of the Garden along West 31st and 33rd Streets, on areas that are currently blank walls and doors. There would also be two wayfinding signs, one located near each of the Eighth Avenue entrances to Penn Station. The signs would be freestanding pylons, approximately eight feet tall and two feet wide with identification for the Garden and contain eye-level text directing the reader to the Arena's main entrance on Seventh Avenue. Finally, graphic cladding would be added to the two cylinder vents (approximately 678 square feet each) in the open areas located near each of the Eighth Avenue entrances to Penn Station, and a graphic treatment would be added to the 668 square-foot loading zone screen. (This screen also would be installed under No- Action conditions, but would not include any graphics.) These signs and the graphics on the loading screen would not be included in No-Action scenario since they would be treated as signs and not as open area improvements and would exceed the permitted surface area.

The intent of the project is to consolidate the Garden's signage and make it more focused and coordinated. The signage would be concentrated at key viewing locations, and the dynamic content is intended to give greater vitality to the surrounding streets. It is anticipated that the new signs would show images from defining moments in the Garden's history, in addition to promoting current and future events, and thus would provide some visual connection to the Garden's indoor activity on the public faces of the building. The digital signage also would include third-party advertising and sponsor messaging, which the Applicant believes is integral to and a significant part of the business of modern sports and entertainment venues. The non-digital vitrines would include defining moments content, as well as promote current and upcoming events. The signage would be calibrated so as not to cast inappropriate amounts of illumination on surrounding buildings.

There are no known or potential architectural resources located on the project site. Therefore, the proposed changes in signage at the Garden would not affect any on-site architectural resources.

Study Area

Direct Impacts

Using the *CEQR Technical Manual* direct impact criteria noted above, the Proposed Action would not result in any physical changes to any of the architectural resources identified above; nor would it result in the replication of aspects of any of the resources so as to cause a false historical appearance, or the introduction of significant new shadows or significant lengthening of the duration of existing shadows over historic landscapes or structures. With respect to potential construction-related impacts, any construction activities required for the installation of the proposed signage would occur more than 90 feet away from any of the architectural resources identified above. Therefore, the Proposed Action would not be anticipated to have any direct, physical impacts on architectural resources.

Indirect Impacts

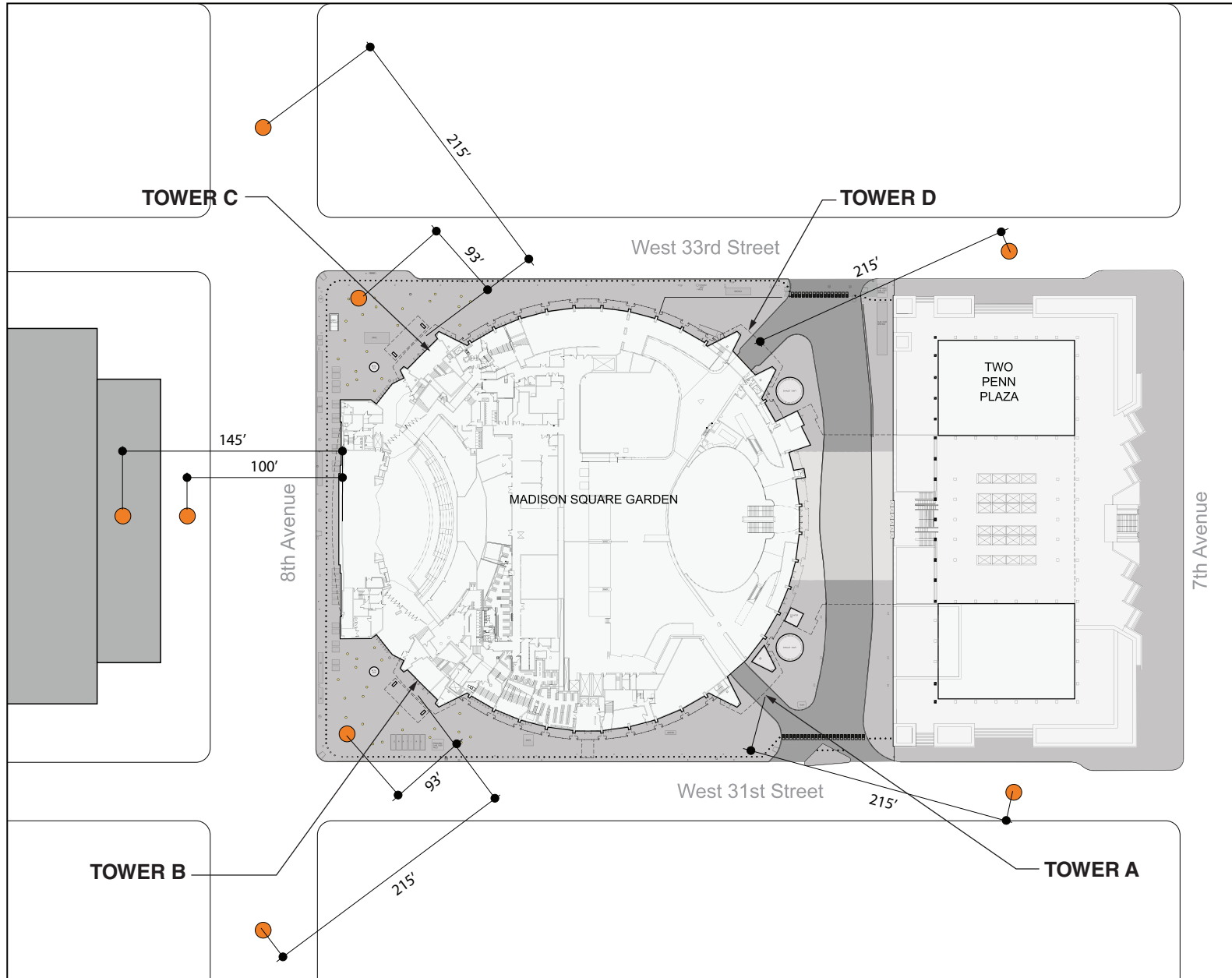
The *CEQR Technical Manual* criteria for indirect, contextual impacts are as follows:

- Isolation of a property from, or alteration of, its setting or visual relationships with the streetscape, including changes to the resource's visual prominence;
- Introduction of incompatible visual, audible, or atmospheric elements to a resource's setting; and
- Elimination or screening of publicly-accessible views of the resource.

Each of these criteria is discussed in more detail below, with respect to the architectural resources in the study area. Because of its prominence on Eighth Avenue opposite the project site, the potential for contextual impacts to the James A. Farley Building is discussed separately below.

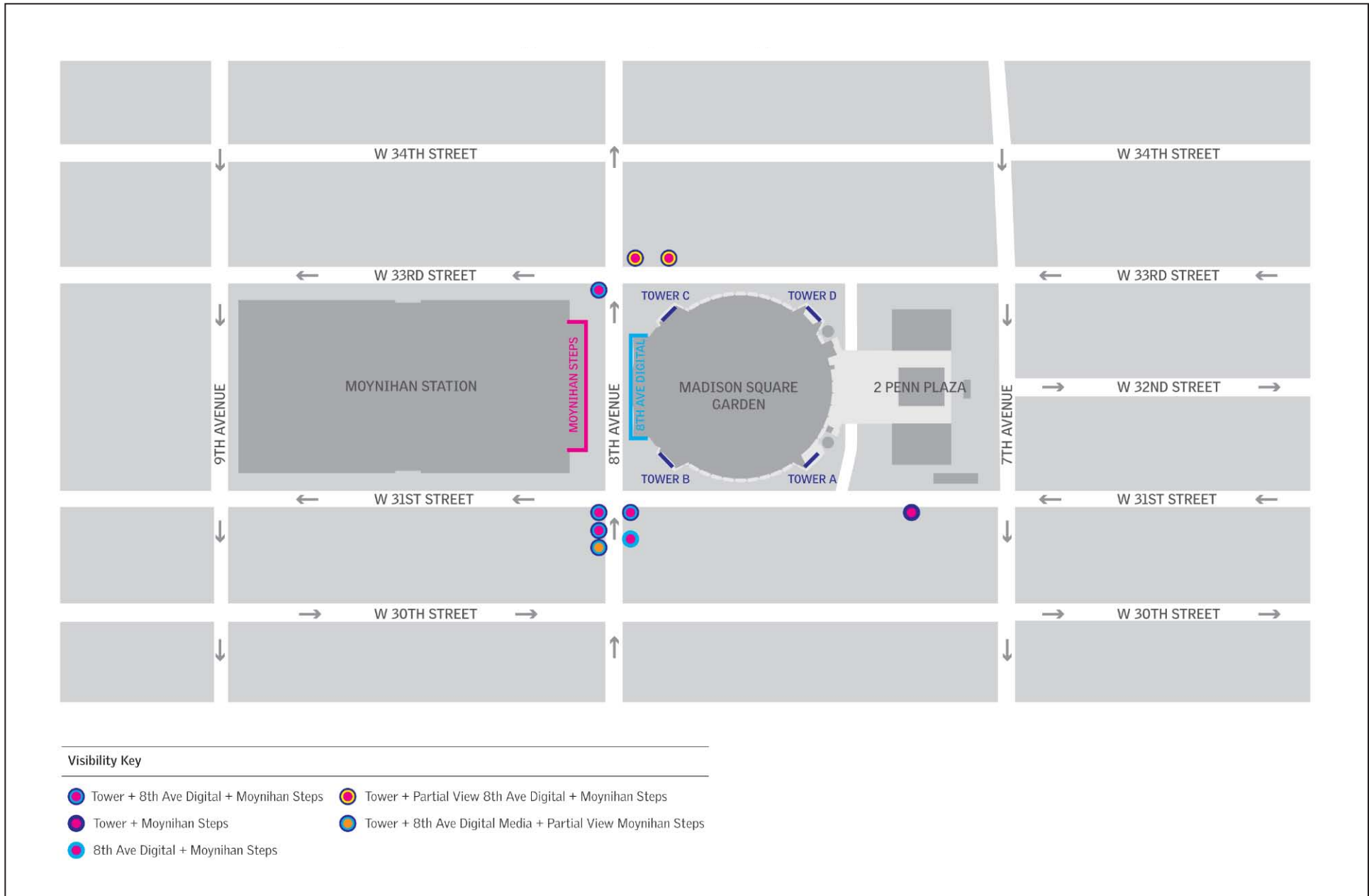
Resources Other Than James A Farley Building

Figures D-10 and **D-11** illustrate typical viewing distances for the proposed signage. With the Proposed Action, the change in signage at the Garden would be most notable from Eighth Avenue, as the avenue is wider than other surrounding streets and the media wall is larger in size than would be the compliant signage located midblock on the Garden's Eighth Avenue facade. As indicated in **Figure D-11**, however, views of the proposed signage are generally limited by surrounding buildings. In particular, One Penn Plaza would block most views to the proposed signs from north of West 33rd Street, and the Two Penn Plaza tower would block most views of



Viewing Distances to Proposed Signage

Figure D-10



Visibility Key

- Tower + 8th Ave Digital + Moynihan Steps
- Tower + Partial View 8th Ave Digital + Moynihan Steps
- Tower + Moynihan Steps
- Tower + 8th Ave Digital Media + Partial View Moynihan Steps
- 8th Ave Digital + Moynihan Steps

Combined Views to Proposed Signage and Farley Building

the signs on the Garden's escalator Towers A and D from Seventh Avenue. Views of most of the architectural resources in the study area—specifically the architectural resources fronting on West 29th and 30th Streets, Nelson Tower, Pennsylvania Building, R.H. Macy and Company Store, and the Garment Center Historic District (excluding the New Yorker Hotel)—are not anticipated to include the proposed signage. While the signs on Towers A and D, respectively, would be somewhat visible in views of the Governor Clinton Hotel and the Hotel Pennsylvania (if this building has not yet been demolished for the approved 15 Penn Plaza project) along West 31st and 33rd Streets near Seventh Avenue, it is anticipated that within those views, the signage would be visually consistent with the illuminated, large-scale signage with advertising content developed along this portion of the avenue, including on the Equitable Life Assurance Company Building. The proposed media wall and sign on escalator Tower C would be somewhat visible in views of the New Yorker Hotel along Eighth Avenue; however, these views—like the views from Seventh Avenue—already include large-scale and illuminated signage, including advertising signage (see Attachment C, “Urban Design and Visual Resources”). The portion of the St. John the Baptist RC Church and Convent complex that fronts onto West 31st Street would be in close proximity to the signage on escalator Tower A, and the signage would somewhat alter the context of views of this resource along West 31st Street in comparison to the No Action signage; however, the West 31st Street portion of the complex is not its primary façade, and the proposed signage would not obstruct views of this architectural resource, as the proposed signage would not extend out from the Garden's façade to a greater extent than the No Action signage.

In a letter dated November 28, 2012, LPC states that the size and scale of the proposed media wall would somewhat alter the setting and context of the Garment Center Historic District and Penn Station Service Building (see **Appendix B**). As described above, the only views to the Garment Center Historic District that are anticipated to include the proposed signage are views to the New Yorker Hotel along Eighth Avenue. Views along West 31st Street and nearby portions of Eighth Avenue to the Penn Station Service Building are anticipated to include the proposed media wall and sign on escalator Tower A. LPC concludes that the alteration to the setting and context of these resources would not be significantly adverse, as the proposed media wall would be flush with the existing Garden structure, does not project into the street, and does not have any moving structural elements other than the LED screen.

Therefore, given the limited number of views to architectural resources that would include the proposed signage, the presence of pre-existing large-scale and illuminated signage in the study area, and the other factors identified by LPC, the Proposed Action would not be anticipated to have a significant adverse contextual effect on the architectural resource in the study area. Using the *CEQR Technical Manual* criteria for indirect, contextual impacts, the proposed signage would not result in the isolation of any architectural resource in the study area from its setting or its visual relationship with the streetscape. The proposed signage would not change the visual prominence of any architectural resource in the study area. The Proposed Action would not eliminate or screen publicly-accessible views of any architectural resource; nor would the proposed project introduce an incompatible visual, audible, or atmospheric element to a resource's setting that would diminish the qualities of an architectural resource that make it significant. As described above, the proposed signage would somewhat alter the context of views to several architectural resources, but this change would not be considered to be significantly adverse.

James A Farley Building

In regard to the James A. Farley Building specifically, while the views to the resource would change somewhat with the proposed signage, the proposed signage would not alter the resource's prominence on Eighth Avenue, nor obstruct any views of the resource. As illustrated in **Figure D-11**, there are only limited locations in which the proposed signage and the James A. Farley Building's Eighth Avenue façade could be seen together: from the intersections of Eighth Avenue and West 31st and 33rd Streets, directly adjacent to the project site, and from West 31st Street near Seventh Avenue. The latter location would provide only more distant, oblique views of this resource, with the proposed signage in the foreground. While the context of those limited views of the James A. Farley Building that include the proposed signage would change, this change would not be considered to be significantly adverse, as described in more detail below.

As described above, the proposed signage would not change the built form of the Garden. Since it opened in 1968, the Garden has had signage, and thus signage at the Garden has historically contributed to the setting of the James A. Farley Building. The Garden's contribution to the setting of this resource through signage would be maintained (though at a smaller scale) in the future with the compliant signage, which could be dynamic. In comparison to the No-Action condition, the proposed signage would be larger and more noticeable and would include third-party advertising and sponsorship content. However, the setting of the James A. Farley Building already includes large-scale and illuminated signage (including advertising signage) on sites other than the project site, including on the former Equitable Life Assurance Company Building, the large LCD display board in front of Two Penn Plaza, and the projection television display board at the R.H. Macy and Company Store. Furthermore, the historic context of the James A. Farley Building has already been significantly altered by the demolition of Penn Station, its replacement by the Garden and Two Penn Plaza, the subsequent development of other nearby commercial buildings, and the addition of large signage in the study area. With these changes, the James A. Farley Building is now an unusually large, institutional structure within a predominantly commercial and industrial area.

As described above, the James A. Farley Building is significant as a building that can be seen from all four sides; for its monumental scale, colonnade, attic, and outside steps; as an outstanding example of the Roman Classic style, once a companion piece to Penn Station; and for its contribution to the appreciation of Classic architecture in the United States. None of these qualities of significance would be altered in the future with the proposed signage. The building would continue to be visible on all four sides, and its scale and design would not be diminished by the proposed signage.

Therefore, in comparison to the compliant signage and open area improvements that would be developed in the No-Action condition, the proposed signage would not isolate the James A. Farley Building from its setting, or alter its visual prominence. It would not eliminate or screen publicly-accessible views of the James A. Farley Building.

The Proposed Action would allow additional size, height in a digital signage format, including third-party and sponsorship advertising. There are several large advertising signs in the immediately surrounding area, along and close to Eighth Avenue, but as a general matter, the signage program differs from the size, height and content of existing signage in this area. Large advertising signs are permitted in the nearby Penn Center Subdistrict of the Midtown Special District and several digital and advertising signs are located elsewhere in the study area.

In its letter dated November 28, 2012, LPC states that the size and scale of the proposed media wall would somewhat alter the setting and context of the James A. Farley Building, by

introducing a substantially larger and more visually stimulating element to the existing setting. LPC concludes that this alteration would not be significantly adverse, as the proposed media wall would be flush with the existing Garden structure, does not project into the street, and does not have any moving structural elements other than the LED screen. Therefore, the Proposed Action would not introduce an incompatible visual, audible, or atmospheric element to the setting of the James A. Farley Building that would diminish the qualities of the resource that make it significant (see additional discussion in Attachment C, “Urban Design and Visual Resources”).

In summary, the Proposed Action would not be anticipated to have any significant adverse effects on historic and cultural resources. *

Appendix A

Proposed Zoning Text

PROPOSED TEXT AMENDMENT

Matter in underline is new, to be added.

Matter in ~~strikeout~~ is to be deleted.

Matter with # # is defined in Section 12-10.

* * * indicates where unchanged text appears in the Zoning Resolution.

**ARTICLE III
COMMERCIAL DISTRICT REGULATIONS**

* * *

**Chapter 7
Urban Design Regulations**

* * *

**37-625
Design changes**

Except as otherwise provided in Section 74-41, dDesign changes to existing #plazas#, #residential plazas# or #urban plazas# may be made only upon certification by the Chairperson of the City Planning Commission that such changes would result in a #plaza#, #residential plaza# or #urban plaza# that is in greater accordance with the standards set forth in Section 37-70 (PUBLIC PLAZAS), inclusive. The provisions of Section 37-78 (Compliance), other than paragraph (e) (Special regulations for an urban plaza in the Special Lower Manhattan District), shall be made applicable to such #plaza#, #residential plaza# or #urban plaza#.

* * *

**ARTICLE VII
ADMINISTRATION**

* * *

**Chapter 4
Special Permits by the City Planning Commission**

* * *

74-41

Arenas, Auditoriums, Stadiums or Trade Expositions

In C4, C6, C7 or C8 Districts or any #Manufacturing District#, the City Planning Commission may permit arenas, auditoriums or stadiums with a capacity in excess of 2,500 seats, or trade expositions with a rated capacity in excess of 2,500 persons, provided that the following findings are made:

* * *

The City Planning Commission may prescribe appropriate conditions and safeguards to minimize adverse effects on the character of the surrounding area, including limitations on #signs#, ~~or~~ requirements for soundproofing of arenas or auditoriums, shielding of floodlights, screening of open #uses# or surfacing all access roads or driveways. The Commission may also prescribe requirements for pedestrian-accessible open areas surrounding the arena, auditorium, or stadium, including #accessory# directional or building identification #signs# located therein. In addition, within Pennsylvania Station Subarea B4 of the Special Hudson Yards District, design changes to existing #plazas# located within such pedestrian-accessible open areas may be made without a certification by the Chairperson of the Commission pursuant to Section 37-625, and the design standards of Sections 37-70, inclusive, shall not apply to such #plazas#.

* * *

**ARTICLE IX
SPECIAL PURPOSE DISTRICTS**

* * *

**Chapter 3
Special Hudson Yards District**

* * *

**93-17
Modification of Sign Regulations**

(a) Subdistricts A, B, C, D, and E

Within Subdistricts A, B, C, D, and E, the underlying #sign# regulations shall apply, except that #flashing signs# shall not be allowed within 100 feet of Hudson Boulevard, its northerly prolongation to West 39th Street and its southerly prolongation to West 33rd Street. Furthermore, #flashing signs# shall not be allowed on any portion of a #building# fronting upon the outdoor plaza required in the Eastern Rail Yard Subarea A1, pursuant to Section 93-71. Within the Pennsylvania Station Subarea B4, the provisions of Section 93-171 (Special permit for signs within the Pennsylvania Station Subarea) shall apply.

* * *

93-171

Special permit for signs within the Pennsylvania Station Subarea

For an arena permitted pursuant to Section 74-41 within Pennsylvania Station Subarea B4, the City Planning Commission may, by special permit, modify the applicable provisions of Sections 32-63 (Permitted Advertising Signs) to allow advertising #signs#; 32-64 (Surface Area and Illumination Provisions) to allow increased #surface area# along specified #streets#; and 32-65 (Permitted Projection or Height of Signs), provided such #signs# comply with the conditions of paragraph (a) and the findings of paragraph (b) of this Section, as follows:

(a) Conditions

- (1) No #sign# shall extend to a height greater than 85 feet above #curb level#;
- (2) All #signs# located below a height of 12 feet above #curb level# shall be limited in location and aggregate #surface area# to 550 square feet on the West 31st Street frontage of Subarea B4, 250 square feet on the West 33rd Street frontage of Subarea B4, and 850 square feet on the Eighth Avenue frontage of Subarea B4;
- (3) All #signs# located above a height of 12 feet above #curb level# shall be limited in location and aggregate #surface area# to 5,500 square feet within the #through lot# fronting on Eighth Avenue, 3,000 square feet within each #corner lot# fronting on Eighth Avenue, 3,000 square feet within the #through lot# portion of the West 31st Street frontage of Subarea B4 and 3,000 square feet within the #through lot# portion of the West 33rd Street frontage of Subarea B4.

(b) The Commission shall find that the location and placement of such #signs# is appropriate in the relationship to #buildings# and #uses# on the #zoning lot# and to adjacent open areas, and that the installation of #advertising signs# would be compatible with the character of the arena site, including its use as an entryway to Pennsylvania Station, and of the surrounding area.

For purposes of calculating the height of any #sign# permitted pursuant to this section, #curb level# shall be defined as 30.755 feet above Manhattan datum.

The Commission may prescribe additional conditions and safeguards to minimize adverse effects on the character of the surrounding area, including limitations on the number, size and location of arena #signs# permitted pursuant to the district regulations.

* * *

END

Appendix B

LPC Letter

ENVIRONMENTAL REVIEW

Project number: DEPARTMENT OF CITY PLANNING / PRE-CEQR-M
Project: MADISON SQ GARDEN ZONING TEXT AMENDMENT
Address: 4 PENN PLAZA, **BBL:** 1007810001
Date Received: 9/20/2012

No architectural significance

No archaeological significance

in radius Designated New York City Landmark or Within Designated Historic District

in radius Listed on National Register of Historic Places

in radius Appears to be eligible for National Register Listing and/or New York City Landmark Designation

May be archaeologically significant; requesting additional materials

Comments:

The LPC is in receipt of the EAS dated 7/19/12. Comments are as follows.

LPC finds that the proposed "media wall" appears to constitute an incompatible visual indirect impact to the setting and context of the LPC and S/NR listed James A. Farley Building and also to the S/NR listed Garment Center Historic District, and the LPC and S/NR eligible Penn Station Service Building, both within the study area.

The size and scale of the proposed "media wall" would somewhat alter the context and setting of the listed property by introducing a substantially larger and much more visually stimulating element to the existing setting. However, since the proposed "media wall" would be flush with the existing structure, does not project into the street, does not have any moving structural elements other than the LED screen, and does not emit any smoke or vapor, the impact does not appear be significantly adverse.

Gina Santucci

11/28/2012

SIGNATURE
Gina Santucci, Environmental Review Coordinator

DATE

File Name: 28094_FSO_GS_09202012.doc

Appendix C

Technical Memorandum

Madison Square Garden Technical Memorandum

CEQR No. 13DCP053M

ULURP Nos. N 130137ZRM, N 130138ZCM, 130139ZSM, 130140ZSM

May 20, 2013

A. INTRODUCTION

Madison Square Garden (the “Garden”) is the subject of applications currently under consideration by the City Planning Commission (CPC) and analyzed in an Environmental Assessment Statement (EAS) completed on December 12, 2012. CPC has proposed modifications to the proposed signage program for the Garden and proposed open area improvements on the Garden site. This Technical Memorandum analyzes whether the CPC’s proposed modifications would result in any significant adverse environmental impacts.

The analysis, as discussed in detail below, concludes that the proposed modifications would not result in any significant adverse environmental impacts not already identified in the EAS for the proposed project.

B. BACKGROUND

The applicant, MSG Holdings, L.P., is seeking a number of CPC discretionary approvals to facilitate the continued use and operation of the arena, including a special permit pursuant to Section 74-41 to allow the continued operation of the arena; a text amendment to the Zoning Resolution to create a new Section 93-171, which would allow, by CPC special permit, modifications to sign regulations applicable to arena uses in Subarea B4 of the Special Hudson Yards District (and which, as originally proposed, would have allowed CPC to expand permitted sign content); a special permit pursuant to such text amendment to allow proposed new signage for the Garden; and an amendment to the Zoning Resolution to allow CPC to approve, in connection with an arena special permit and without certification by the CPC Chair, design changes to existing pedestrian-accessible open areas on the Garden site. The signs, as originally proposed, included dynamic images such as moving video images. The signs also were proposed to include advertising and sponsor messages. The special permit pursuant to Section 74-41 is not subject to CEQR pursuant to CEQR’s grandfathering provisions. The proposed Garden signs and the design changes to the existing open areas on the Garden site were analyzed in the EAS. On December 14, 2012, CPC issued a Negative Declaration stating that the project would not have any significant adverse impacts on the environment.

C. DESCRIPTION OF THE PROPOSED MODIFICATIONS

The modifications proposed by CPC to the text amendment to Section 93-17 (Modifications of Sign Regulations) and to the special permit under the new Section 93-17 related to signage would reduce the surface area and heights of most of the digital signs (including by eliminating certain signs completely), increase the projection of the sign on Eighth Avenue, restrict (but not eliminate) dynamic signage, and no longer expand (and impose certain limitations on) permitted

sign content. The modifications to the surface area and heights of the digital signs are reflected in Table 1 (Original Signage Proposal) and Table 2 (Modified Signage Proposal). Additionally, under the modifications, the proposed signage would not have advertising, including sponsor messages. Moreover, under the modifications, the Tower Signs on 8th and 7th, as well as the new marquee sign on the Eighth Avenue frontage, will have static images. For the Tower Signs, the image will be static for 90 seconds before transitioning to another image. For the marquee sign, the image will be static for 15 seconds before transitioning to another image. The proposed text amendment to Section 93-171 as being considered by the CPC, to allow only accessory sign content, is attached as an Appendix.

**Table 1
Original Signage Proposal**

Zoning Lot Frontage	Signage	Mounting Height (top)	Dimensions (w x h)	Square Footage (sq. ft.)	Total (sq. ft.)
W. 33rd Street	Tower D LED Panel	80'-0" *	44'-0" x 66'-0"	2,904	3,086 *
	Vitrines	6'-9"	2'-3" x 4'-6" (each)	182	
W. 33rd St. at Eighth Ave. (Corner)	Tower C LED Panel	80'-0" *	44'-0" x 66'-0"	2,904	2,904 *
Eighth Avenue	Media Display End Panel (north facing)	52'-2" *	26'-6" x 18'-8"	495	5,283 *
	Media Display	52'-2" *	230'-0" x 18'-8" (overall)	4,293 (overall) 2,986 (LED area)	
	Media Display End Panel (south facing)	52'-2" *	26'-6" x 18'-8"	495	
W. 31st St. at Eighth Ave. (Corner)	Tower B LED Panel	80'-0" *	44'-0" x 66'-0"	2,904	2,904 *
W. 31st Street	Tower A LED Panel	80'-0" *	44'-0" x 66'-0"	2,904	3,391 *
	Vitrines	6'-9"	2'-3" x 4'-6" (each)	487	
TOTAL					17,568

* Requires special permit pursuant to Section 93-171.

**Table 2
Modified Signage Proposal**

Zoning Lot Frontage	Signage	Mounting Height (top)	Dimensions (w x h)	Square Footage (sq. ft.)	Total (sq. ft.)
W. 33rd Street	Tower D LED Panel	76'-0" *	44'-0" x 44'-0"	1,936	2,118 *
	Vitrines	6'-9"	2'-3" x 4'-6" (each)	182	
W. 33rd St. at Eighth Ave. (Corner)	Tower C LED Panel	76'-0" *	44'-0" x 44'-0"	1,936	1,936 *
Eighth Avenue	Media Display Trapezoid	53'-0" *	37'-0" x 20'-9" (1) 18'-6" x 20'-9" (2)	1,536	1,536 *
W. 31st St. at Eighth Ave. (Corner)	Tower B LED Panel	76'-0" *	44'-0" x 44'-0"	1,936	1,936 *
W. 31st Street	Tower A LED Panel	76'-0" *	44'-0" x 44'-0"	1,936	2,423 *
	Vitrines	6'-9"	2'-3" x 4'-6" (each)	487	
TOTAL					9,949

* Requires special permit pursuant to Section 93-171.

The modified Eighth Avenue Media Display would be smaller than originally proposed and would not include end panels, but would project across the property line. A projection of more than 18 inches beyond the property line may require approval from the NYC Department of Transportation. The modified Eighth Avenue Media Display may project more than 18 inches, but would not project further than the Garden's existing Eighth Avenue marquee.

The modifications that CPC is proposing to the open area improvements include the elimination of proposed etched Madison Square Garden and team logos at the Eighth Avenue plazas; minor shifts in location and reduction in height of portions of the proposed loading screen at the midblock of West 33rd Street to increase the visibility of the adjacent existing ADA elevator to Penn Station; minor refinements to the design of proposed pedestrian wayfinding signage to improve identification of Penn Station; and the addition of new pedestrian wayfinding signage in the private driveway.

D. POTENTIAL ENVIRONMENTAL EFFECTS OF THE PROPOSED MODIFICATIONS

With the modifications proposed by CPC, the signage would have less surface area, be mostly lower in height, and would protrude from the façade on Eighth Avenue. CPC also has proposed modifications that would restrict (but not eliminate) certain types of dynamic signage that are not moving video images; these modifications are not expected to result in any environmental impacts in any of the technical areas analyzed in the EAS. The open areas as modified would remain largely as originally proposed, with minor design refinements. As described below, in all of the technical areas analyzed in the EAS—specifically, Land Use, Zoning and Public Policy, Urban Design and Visual Resources, and Historic and Cultural Resources—the project with the proposed modifications would continue to have no significant adverse impacts on the environment.

LAND USE, ZONING & PUBLIC POLICY

The project with the proposed modifications would not alter, accelerate, or eliminate existing land use trends in the study area identified in the EAS. Further, the modifications would continue to apply only to the existing arena use in Subarea B4 of the Special Hudson Yards District, and therefore would not affect the zoning regulations governing any other sites in the study area or result in structures that conflict with the existing and anticipated built form within the Special District. As with the originally proposed project described in the EAS, the project with the proposed modifications does not require an assessment of any applicable public policies.

URBAN DESIGN AND VISUAL RESOURCES

The proposed signs with modifications would continue to provide enhanced, coordinated displays, consistent with a comprehensive signage plan. The proposed signage would have less surface area and be mostly lower in height than the originally proposed signage, but the digital signage would continue to enliven and enrich the public experience of Madison Square Garden in the neighborhood and activate the adjacent streetscapes for pedestrians. The proposed open area improvements with modifications would continue to introduce new streetscape elements on the Arena site, thus improving the aesthetic quality of the area for pedestrians, and provide improved wayfinding and informational signage for Madison Square Garden and Penn Station. Therefore, the project with modifications would not adversely affect the urban design of the surrounding area.

The project with the proposed modifications would not change the visual prominence of any visual resource in the study area, would not eliminate or screen pedestrian views of any visual resource, and would not introduce an incompatible visual element to the Garden's setting that would diminish the qualities of a visual resource that make it significant. Although the signs with modifications would result in signage that would protrude from the Garden's façade on Eighth Avenue, the signage on this avenue would be smaller than originally proposed and would not protrude any further than and would be approximately the same height as the Garden's existing marquee. As such, no significant adverse impacts to visual resources are anticipated as a result of the proposed actions.

HISTORIC AND CULTURAL RESOURCES

The project with the proposed modifications would not have any significant adverse effects on historic and cultural resources. As noted above, the proposed modifications would result in signage that is smaller and mostly lower than originally proposed, and small refinements to the design of the open areas. Signage on Eighth Avenue would be reduced in surface area from the signage originally proposed and would be approximately the same height as the originally proposed signage and the existing Eighth Avenue marquee. Although the signage with modifications would protrude from the Garden's façade on Eighth Avenue, it would protrude no further than the existing Eighth Avenue marquee. Accordingly, the proposed modifications would not result in any increased effects on the setting and context of the James A. Farley Building.

E. CONCLUSION

The proposed modifications would not have the potential for any significant adverse impacts on the environment.

**APPENDIX
PROPOSED TEXT AMENDMENT**

**ARTICLE IX
SPECIAL PURPOSE DISTRICTS**

* * *

**Chapter 3
Special Hudson Yards District**

* * *

**93-17
Modification of Sign Regulations**

- (a) Subdistricts A, B, C, D, and E

Within Subdistricts A, B, C, D, and E, the underlying #sign# regulations shall apply, except that #flashing signs# shall not be allowed within 100 feet of Hudson Boulevard, its northerly prolongation to West 39th Street and its southerly prolongation to West 33rd Street. Furthermore, #flashing signs# shall not be allowed on any portion of a #building# fronting upon the outdoor plaza required in the Eastern Rail Yard Subarea A1, pursuant to Section 93-71. Within the Pennsylvania Station Subarea B4, the provisions of Section 93-171 (Special permit for signs within the Pennsylvania Station Subarea) shall apply.

* * *

**93-171
Special permit for signs within the Pennsylvania Station Subarea**

For an arena permitted pursuant to Section 74-41 within Pennsylvania Station Subarea B4, the City Planning Commission may, by special permit, modify the applicable provisions of Sections 32-64 (Surface Area and Illumination Provisions) to allow increased #surface area# along specified #streets#; and 32-65 (Permitted Projection or Height of Signs), provided such #signs# comply with the conditions of paragraph (a) and the findings of paragraph (b) of this Section, as follows;

- (a) Conditions

- (1) No #sign# shall extend to a height greater than 85 feet above #curb level#;
- (2) All #signs# located below a height of 12 feet above #curb level# shall be limited in location and aggregate #surface area# to 550 square feet on the West 31st Street

frontage of Subarea B4, 250 square feet on the West 33rd Street frontage of Subarea B4, and 850 square feet on the Eighth Avenue frontage of Subarea B4;

- (3) All #signs# located above a height of 12 feet above #curb level# shall be limited in location and aggregate #surface area# to 5,500 square feet within the #through lot# fronting on Eighth Avenue, 3,000 square feet within each #corner lot# fronting on Eighth Avenue, 3,000 square feet within the #through lot# portion of the West 31st Street frontage of Subarea B4 and 3,000 square feet within the #through lot# portion of the West 33rd Street frontage of Subarea B4.
- (b) The Commission shall find that the location and placement of such #signs# is appropriate in the relationship to #buildings# and #uses# on the #zoning lot# and to adjacent open areas, and would be compatible with the character of the arena site, including its use as an entryway to Pennsylvania Station, and of the surrounding area.

For purposes of calculating the height of any #sign# permitted pursuant to this section, #curb level# shall be defined as 30.755 feet above Manhattan datum.

The Commission may prescribe additional conditions and safeguards to minimize adverse effects on the character of the surrounding area, including limitations on the number, size and location of arena #signs# permitted pursuant to the district regulations.

* * *

END