

The Schwarzman Animal Medical Center

BSA Cal. No. 2023-71-BZ

Request for Signage Variance

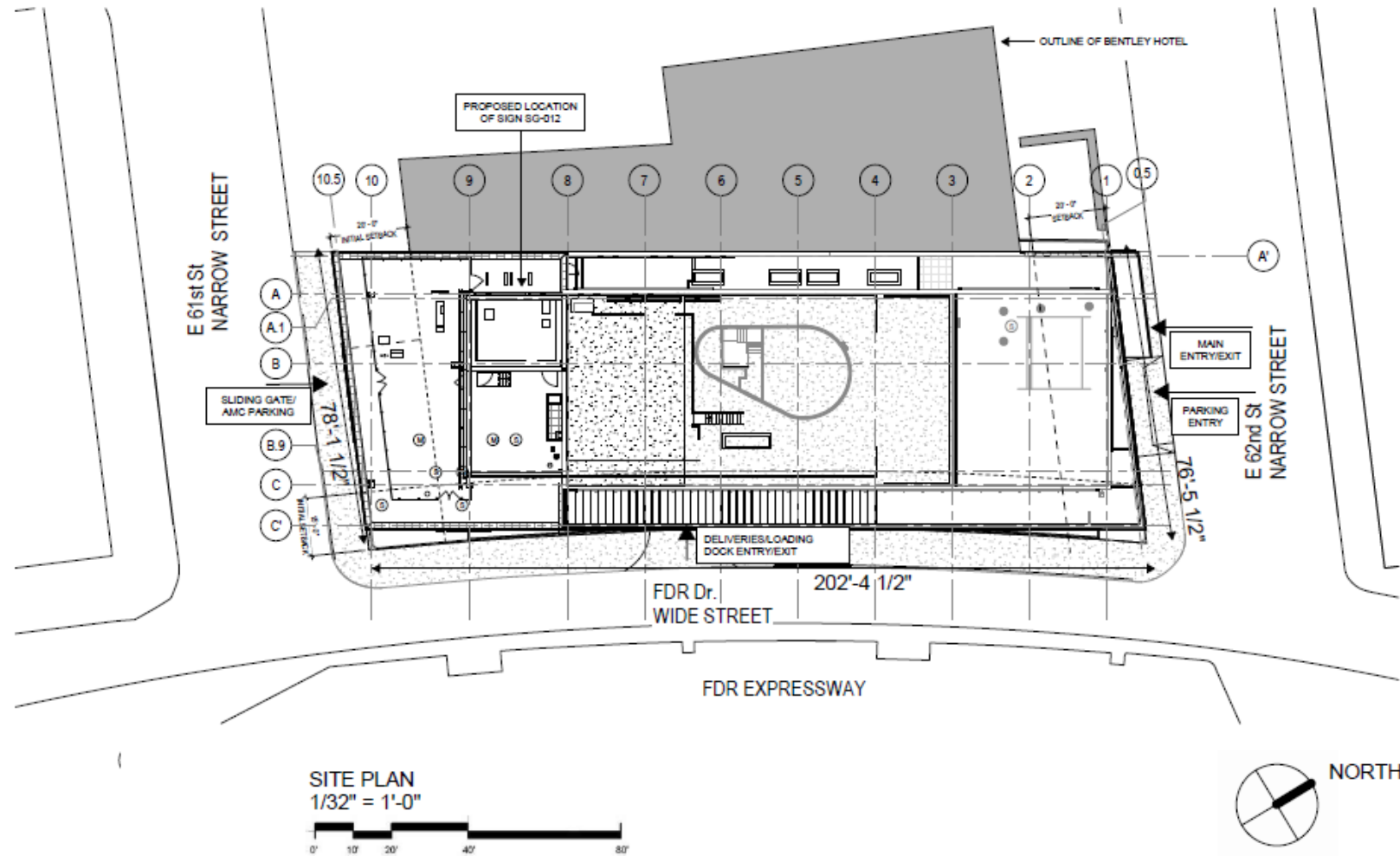


About SAMC

SAMC's Program

- 24/7/365 veterinary care
- World's largest non-profit animal hospital
- 130 veterinarians
- 20 specialties and services
- Leading center for veterinary research and education with 40 residents and 235 externs each year
- Serves clients from New York City and beyond, with 50% of clients traveling from outside of Manhattan
- Provides care for service animals
- Undergoing comprehensive, as-of-right renovation

SAMC – Site Plan

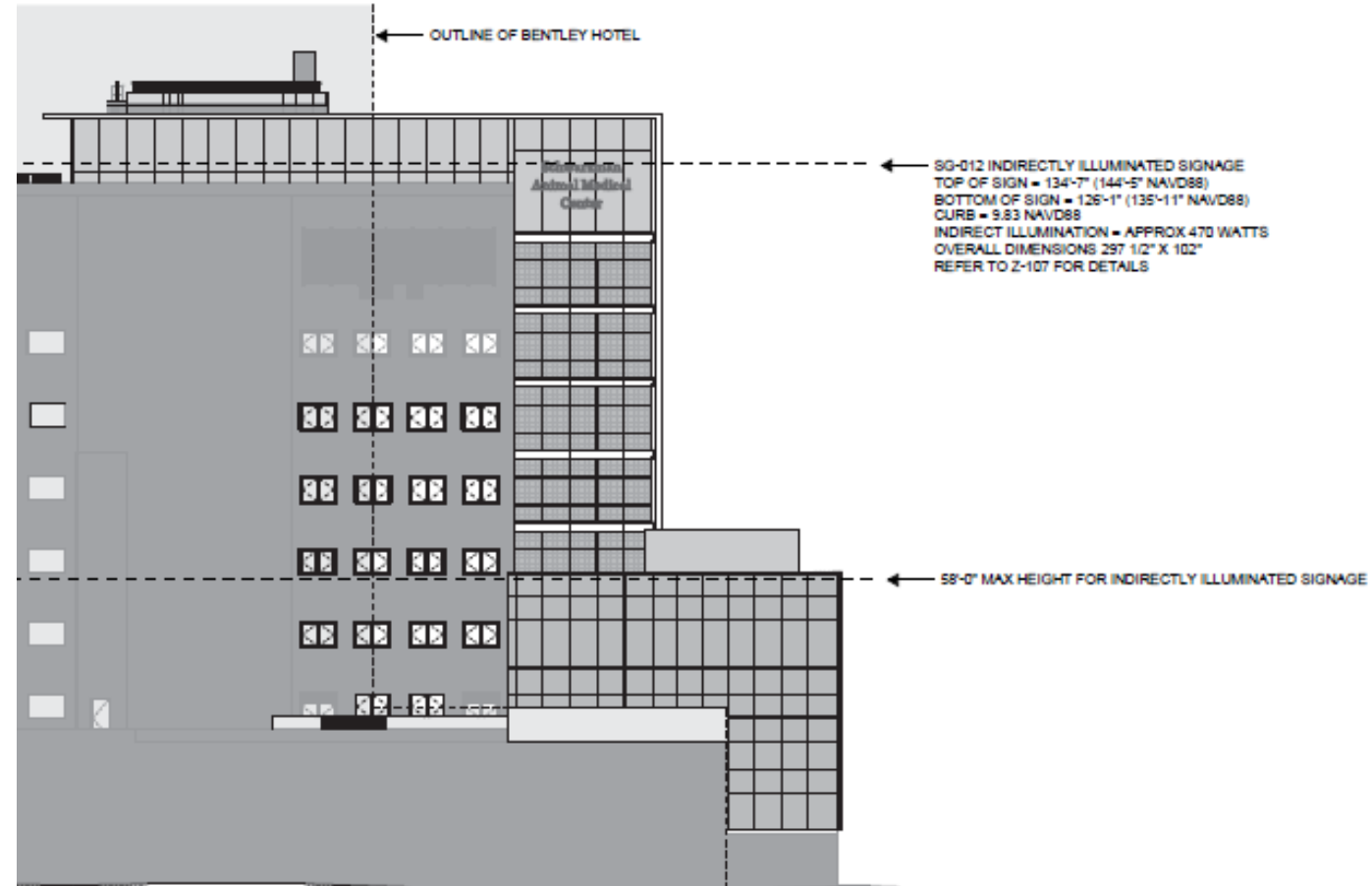


SAMC – Surrounding Streets

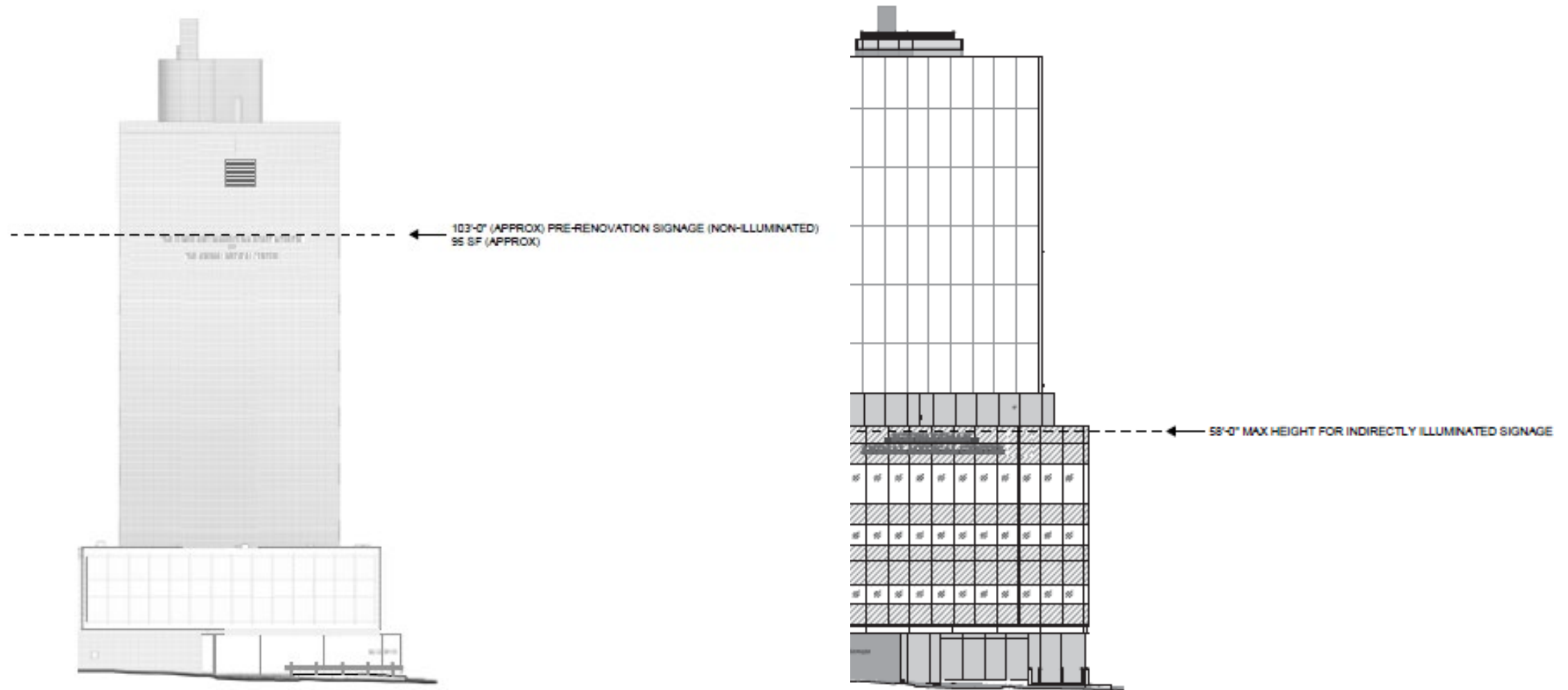


The Request

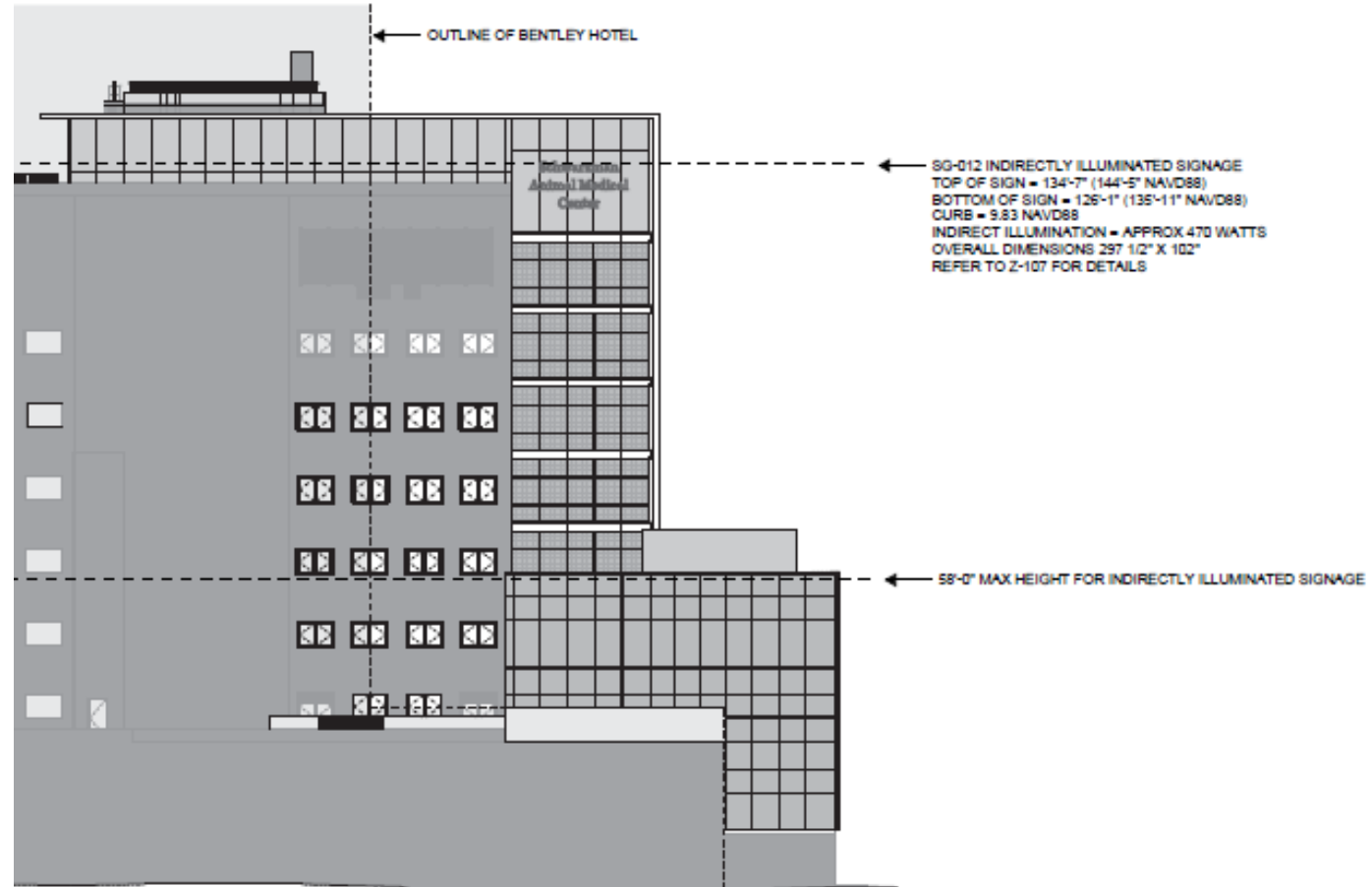
Variance – ZR Section 32-654 (Height – Westerly Façade)



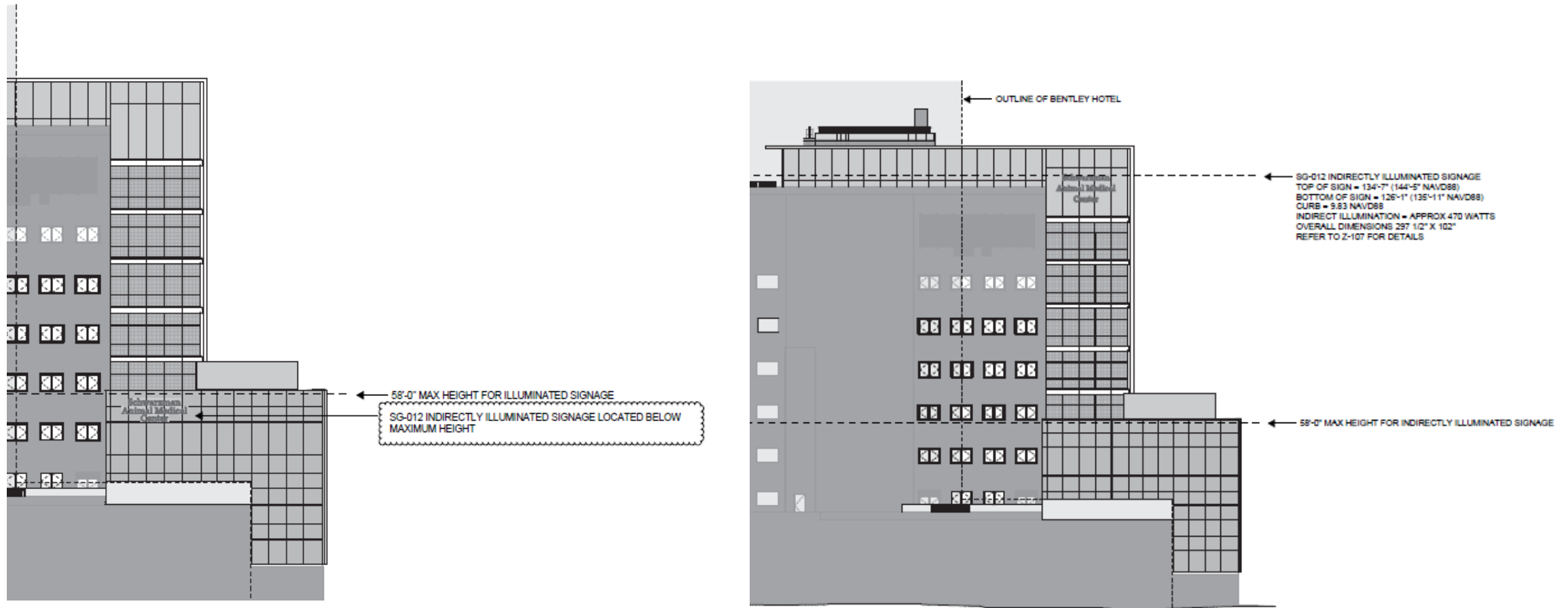
Change to Southerly Façade



Variance – ZR Section 32-654 (Height)



Variance – As-of-Rights vs. Proposed



Variance – As-of-Rights vs. Proposed

As of Right Signage
York Avenue facing northeast



Proposed Signage
York Avenue facing northeast



Variance – As-of-Rights vs. Proposed

As of Right Signage
East 61st Street facing east



Proposed Signage
East 61st Street facing east



Variance Findings

The ZR 72-21(a) Finding

- Unique physical conditions
 - Multiple street frontages
 - Surrounding buildings, trees, and transit infrastructure block sign
 - Elevation changes traveling west to east and south to north
- Programmatic Needs
 - Locating the building during an emergency
 - Locating the building 24/7/365

The ZR 72-21(b) Finding – Reasonable Return

- Not required because SAMC is a not-for-profit educational organization

The ZR 72-21(c) Finding – Neighborhood Character

- Signage permitted as-of-right in C8 zoning districts
- Would not impact park, which is closed at night
- Would not impact surrounding buildings
 - Indirectly illuminated at 450 watts total (9-24 watts per letter)
 - MSK (Across York Ave.) is not occupied at night; height of Sign wouldn't impact MSK operations during the day. More visible to MSK if lower.
 - Residential buildings to the north would not see sign as Bentley Hotel blocks it

The ZR 72-21(d) Finding – No Self Created Hardship

- Not the result of SAMC, but rather the unique conditions and programmatic needs discussed in the (a) finding

The ZR 72-21(e) Finding – Minimum for Relief

- High enough to be visible above trees and transportation infrastructure
- At a lower height, Sign would be obstructed and have greater impact to community.
- At a lower height, Sign would impact SAMC windows.

Questions?

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