

# **Primary-Record Response to DOB's May 18, 2026 Statement on the Ameritania Sign**

**Property:** 230 West 54th Street, Manhattan. Identified in DOB's records as 1701 Broadway, BIN 1024839, Block 1025, Lot 44. The exhibits in this document reflect DOB's address designation.

**Prepared by:** Jacob van Winkle, Treasurer, West 50s Neighborhood Association (501(c)(3))

## **Point 1: "The sign was installed with a permit."**

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This is not in dispute and is not responsive to the campaign's concerns. The original 2017 installation permit for Job 122707400 has never been the issue. The issue is the expired annual operating permit, addressed in Point 4.

## **Point 2: "There are no obvious problems with the plans filed for the job application."**

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The campaign retrieved the plans on May 19, 2026 via DOB NOW Records Request REC-0314785 from the Manhattan Borough Records Room. Three problems are visible on the face of the approved plans.

### **(a) The plans cite the wrong illumination statute.**

Sheet T-100.00 Project Zoning Information section is headed "32-64 SURFACE AREA AND ILLUMINATED PROVISIONS" but the compliance line beneath it states "ILLUMINATION PROVISIONS COMPLIES WITH Z.R. 32-644." §32-644 is the 1973 statute. §32-64 is the 2001 statute Assembly Member Linda Rosenthal's June 11, 2019 letter to Commissioner La Rocca identified as controlling for residential illumination. The plans' compliance reasoning is anchored to the statute Rosenthal corrected.

### **(b) The plans address the wrong building.**

Sheet T-100.00 states verbatim: "THE SIGN WILL NOT REFLECT INTO RESIDENCES, LOFT DWELLINGS OR ARTIST LIVING/WORKING QUARTERS. BUILDING IS A TRANSIENT HOTEL & NOT CONSIDERED A RESIDENCE, LOFT DWELLING, OR ARTIST LIVING/WORKING QUARTERS." The representation treats the host hotel as the relevant residence for the analysis. Under §32-64 the protected residences are the neighboring buildings on West 54th, West 55th, and West 56th Streets, not the host structure.

### **(c) The permit was approved for DIRECT illumination only.**

The Plan Work Form 1 dated March 15, 2017 (PW1 scan code ESHS0238532), Section 23A, designates the illumination type as DIRECT. DOB approved the application as filed.

DOB's "no obvious problems" representation cannot be sustained against the face of the plans themselves.

## PROJECT ZONING INFORMATION:

LOCATION: 1701 BROADWAY AKA 230 WEST 54TH STREET  
COMMUNITY BOARD: 105  
BOROUGH: MANHATTAN 10019  
FIRE INDEX: 1 (AS PER TABLE 3-1)  
MAP#: 8c  
USE GROUP: 5  
ZONING DISTRICT: C6-7 MIDTOWN  
OCCUPANCY GROUP: R-1  
BLOCK: 1025  
LOT: 44  
LOT AREA: 9,150 SF

### 32-64 SURFACE AREA AND ILLUMINATED PROVISIONS

SURFACE AREA COMPLIES WITH Z.R. 32-644

ILLUMINATION PROVISIONS COMPLIES WITH Z.R. 32-644. THE SIGN WILL NOT REFLECT INTO RESIDENCES, LOFT DWELLINGS OR ARTIST LIVING/WORKING QUARTERS.

BUILDING IS A TRANSIENT HOTEL & NOT CONSIDERED A RESIDENCE, LOFT DWELLING, OR ARTIST LIVING/WORKING QUARTERS

### 32-644 ILLUMINATED SIGNS

C6-7 - NO RESTRICTION TO SIZE  
PROPOSED SIZE OF SIGN = 50'-4" x 15'-9" = 793 SF

### 32-651 PERMITTED PROJECTION IN C6-7

SIGN NO TO PROJECT MORE THAN 8'-0" BEYOND A STREET LINE.  
PROPOSED PROJECTION BEYOND PROPERTY LINE = 7'-9"

### 32-655 HEIGHT OF SIGNS IN ALL OTHER COMMERCIAL DISTRICTS

C6-7 - NO RESTRICTION ON HEIGHT.

### 32-662 ADDITIONAL REGULATIONS FOR ADVERTISING SIGNS

PROPOSED SIGN IS NOT WITHIN 200 FEET OF AN ARTERIAL HIGHWAY OR PARK.

## SPECIAL INSPECTIONS

## PROGRESS INSPECTIONS

1 FINAL

## ENERGY INSPECTIONS

## NOTES

- 1 NO CHANGE OF USE, EGRESS BULK OR OCCUPANCY UNDER THIS APPLICATION
- 2 STRUCTURAL APPLICATION TO BE FILED UNDER SEPARATE DOB APP.
- 3 STUB APPLICATION TO BE FILED UNDER SEPARATE DOB APP.
- 4 SHED & SCAFFOLD TO BE FILED UNDER SEPARATE DOB APP.
- 5 ELECTRICAL WORK TO BE FILED UNDER DOB APP #Z159339

## DRAWING LIST

T-001.00 SIGN SHEET

## SCOPE OF WORK

PROPOSED ILLUMINATED ADVERTISEMENT SIGN ON BUILDING FACADE

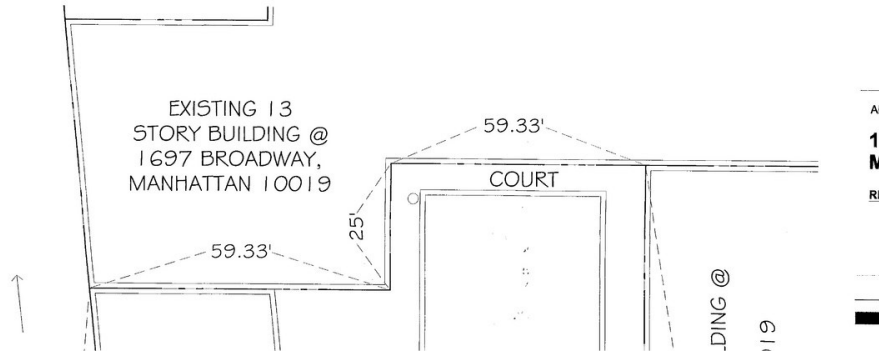


Exhibit A: Sheet T-100.00 Project Zoning Information section, Job 122707400, stamped Acceptable for Permit March 22, 2017, retrieved May 19, 2026 via DOB NOW Records Request REC-0314785.

### Point 3: "OAC registration for New Tradition is not expired."

Three things from DOB's own records contradict this framing.

#### (a) DOB classified the January 2025 renewal as a Late Renewal of a 13-month operating lapse

New Tradition's prior OAC #1111 expired December 7, 2023. It was not renewed until January 8, 2025. DOB's own BIS receipt classifies the transaction verbatim as "OAC REGISTRATION FEE LATE RENEWAL."

1/8/25, 10:54 AM Rocket TE Web Edition

NEW YORK CITY  
DEPARTMENT OF BUILDINGS  
\*\*\* R E C E I P T \*\*\*

BISP0608  
BISM0608

=====

TOTAL PAYMENT RECEIVED: \$\*\*\*\*\*1,500.00 DATE: 01/08/2025 TIME: 10:53 AM

OAC FEE FOR: NEW TRADITION OUTDOOR LLC  
OAC CLIENT NUMBER: OAC1111

INVOICE TYPE OF TRANSACTION FEE PAY TYPE  
62428447 OAC REGISTRATION FEE LATE RENEWAL 1,500.00 6593 CHK

=====

RECEIVED FROM: CENTRAL ACCOUNTING OPER ID: CLR STATION: 08  
05111 000600 00200 GL

=====

about:blank 1/1

Exhibit B: BIS receipt classifying renewal as "OAC REGISTRATION FEE LATE RENEWAL," January 8, 2025

## (b) DOB's own renewal letter limits the defense

The renewal letter contains the clauses "This registration is not transferable" and "Issuance of this registration number shall not be deemed to constitute permission or authorization to maintain a sign which is otherwise illegal pursuant to any provision of law, nor shall such issuance of this registration number constitute a defense in an action or proceeding with respect to such unlawful sign." Signed by Daniel Lin, Esq., Director, Sign Enforcement Unit.



James S. Oddo  
Commissioner

Daniel Lin, Esq.  
Director  
[danlin@buildings.nyc.gov](mailto:danlin@buildings.nyc.gov)

Sign Enforcement Unit  
280 Broadway ~ 5<sup>th</sup> Fl  
New York, NY 10007  
[Signinfo@buildings.nyc.gov](mailto:Signinfo@buildings.nyc.gov)  
Tel: (212) 393-2622

### Notice of Active Registration

January 8, 2025

Mr. Bret Richheimer  
New Tradition Outdoor LLC  
200 Park Avenue South, 2<sup>nd</sup> Fl.  
New York, New York 10003

**Re: OAC Renewal Registration: OAC #1111**  
**Registration Effective Date: January 8, 2025**  
**Registration Expiration Date: January 8, 2027**

Dear Mr. Richheimer,

Your application for renewal registration along with your check for \$2,625 was received on December 8, 2024. Your application has been approved. Please use your OAC Registration Number on all future correspondence.

The terms and conditions of your registration are as follows:

- Your registration number is valid for two years from the effective date. It must be renewed biennially. Your registration renewal must be filed no sooner than ninety (90) days or later than sixty (60) days prior to the expiration of the current term of registration.
- You must notify the Department within thirty (30) days of any material changes to your application as submitted. There is a charge of \$25.00 per material change.
- Issuance of this registration number shall not be deemed to constitute permission or authorization to maintain a sign which is otherwise illegal pursuant to any provision of law, nor shall such issuance of this registration number constitute a defense in an action or proceeding with respect to such unlawful sign.
- This registration is not transferable.

Please direct all inquiries to the Sign Enforcement Unit at the contact information above.

Sincerely,

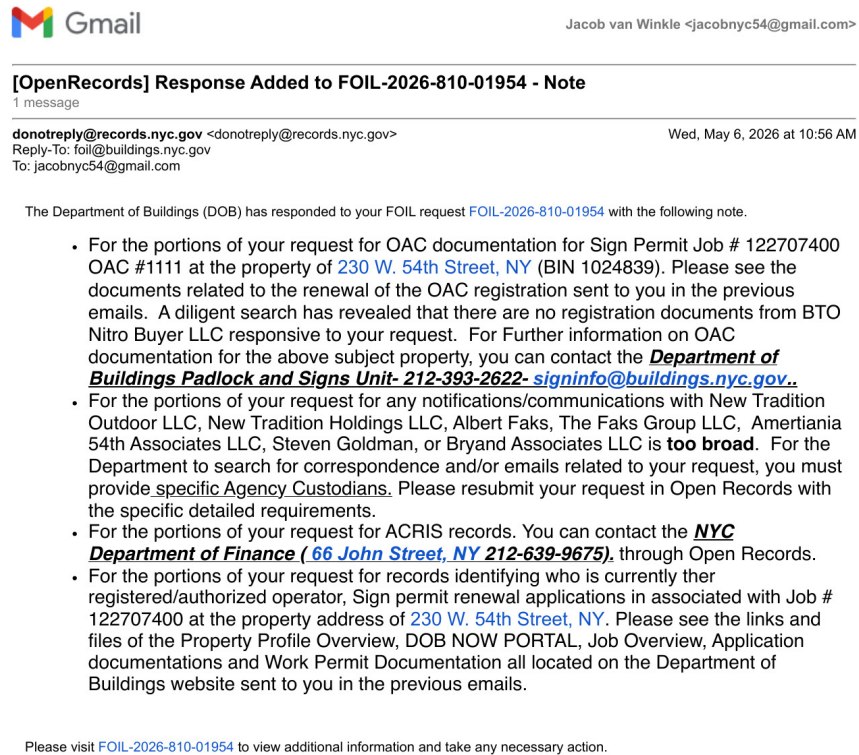
Daniel Lin, Esq.  
Sign Enforcement Unit

build safe | live safe

*Exhibit C: OAC #1111 Notice of Active Registration, January 8, 2025*

**(c) BTO Nitro Buyer LLC became the recorded transferee of this parcel in 2023 and has never registered with DOB**

BTO Nitro Buyer LLC (a Blackstone Tactical Opportunities subsidiary) became the recorded transferee of Block 1025, Lot 44 on June 8, 2023, via the transaction recorded at CRFN 2024000230113, as part of an approximately thirty-parcel transfer totaling \$3,664,558.60. DOB confirmed in writing on May 6, 2026, verbatim, that no BTO Nitro registration documents exist.



*Exhibit D: DOB's written admission that BTO Nitro has no OAC registration*

HELP

(Click help for additional instructions)  
Selecting a help option will open new window

## Detailed Document Information

Current Search Criteria:

City Register File Number: 2024000230113

|                |                                      |                   |                     |                  |     |
|----------------|--------------------------------------|-------------------|---------------------|------------------|-----|
| DOCUMENT ID:   | 2024090300511001                     | CRFN:             | 2024000230113       | COLLATERAL:      | N/A |
| # of PAGES:    | 4                                    | REEL-PAGE:        | N/A-N/A             | EXPIRATION DATE: | N/A |
| DOC. TYPE:     | NYC REAL<br>PROPERTY<br>TRANSFER TAX | FILE NUMBER:      | N/A                 | ASSESSMENT DATE: | N/A |
| DOC. DATE:     | 6/8/2023                             | RECORDED / FILED: | 9/4/2024 5:02:40 PM | SLID #:          | N/A |
| DOC. AMOUNT:   | \$3,664,558.60                       | BOROUGH:          | MANHATTAN           | MAP SEQUENCE #:  | N/A |
| % TRANSFERRED: | 100%                                 | RPTT #:           | N/A                 |                  |     |
| MESSAGE:       | N/A                                  |                   |                     |                  |     |

| PARTY 1                                  |                       |           |          |       |       |         |
|------------------------------------------|-----------------------|-----------|----------|-------|-------|---------|
| NAME                                     | ADDRESS 1             | ADDRESS 2 | CITY     | STATE | ZIP   | COUNTRY |
| MEMBERS OF NEW<br>TRADITION HOLDINGS LLC | 588 BROADWAY, STE 905 |           | NEW YORK | NY    | 10012 | US      |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |
| PARTY 2                                  |                       |           |          |       |       |         |
| NAME                                     | ADDRESS 1             | ADDRESS 2 | CITY     | STATE | ZIP   | COUNTRY |
| BTO NITRO BUYER LLC                      | 345 PARK AVENUE       |           | NEW YORK | NY    | 10154 | US      |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |
| PARTY 3/Other                            |                       |           |          |       |       |         |
| NAME                                     | ADDRESS 1             | ADDRESS 2 | CITY     | STATE | ZIP   | COUNTRY |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |
|                                          |                       |           |          |       |       |         |

| PARCELS                 |       |     |             |                                      |          |            |                        |                              |      |         |
|-------------------------|-------|-----|-------------|--------------------------------------|----------|------------|------------------------|------------------------------|------|---------|
| BOROUGH                 | BLOCK | LOT | PARTIAL     | PROPERTY<br>TYPE                     | EASEMENT | AIR RIGHTS | SUBTERRANEAN<br>RIGHTS | PROPERTY<br>ADDRESS          | UNIT | REMARKS |
| BRONX                   | 2575  | 50  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 307<br>SOUTHERN<br>BOULEVARD |      |         |
| BROOKLYN /<br>KINGS     | 2279  | 30  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 12 BERRY<br>STREET           |      |         |
| BROOKLYN /<br>KINGS     | 2642  | 1   | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 16 NORMAN<br>AVENUE          |      |         |
| MANHATTAN /<br>NEW YORK | 694   | 47  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 534 WEST<br>23RD STREET      |      |         |
| MANHATTAN /<br>NEW YORK | 580   | 22  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 151 VARICK<br>STREET         |      |         |
| MANHATTAN /<br>NEW YORK | 579   | 30  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 131 VARICK<br>STREET         |      |         |
| MANHATTAN /<br>NEW YORK | 233   | 26  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 148<br>LAFAYETTE<br>STREET   |      |         |
| MANHATTAN /<br>NEW YORK | 510   | 33  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 281<br>LAFAYETTE<br>STREET   |      |         |
| MANHATTAN /<br>NEW YORK | 476   | 62  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 40<br>THOMPSON<br>STREET     |      |         |
| MANHATTAN /<br>NEW YORK | 197   | 21  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 248 CANAL<br>STREET          |      |         |
| MANHATTAN /<br>NEW YORK | 1951  | 22  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 280 ST<br>NICHOLAS<br>AVENUE |      |         |
| BROOKLYN /<br>KINGS     | 3010  | 24  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 147 THAMES<br>STREET         |      |         |
| BROOKLYN /<br>KINGS     | 2390  | 1   | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 267 KENT<br>AVENUE           |      |         |
| BROOKLYN /<br>KINGS     | 448   | 10  | PARTIAL LOT | 1-3 FAMILY<br>WITH STORE /<br>OFFICE | N        | N          | N                      | 271 3 AVENUE                 |      |         |
| BROOKLYN /<br>KINGS     | 483   | 1   | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 381<br>HAMILTON<br>AVENUE    |      |         |
| MANHATTAN /<br>NEW YORK | 788   | 1   | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 570 8 AVENUE                 |      |         |
| MANHATTAN /<br>NEW YORK | 1025  | 44  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 1701<br>BROADWAY             |      |         |
| MANHATTAN /<br>NEW YORK | 995   | 1   | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 1475<br>BROADWAY             |      |         |
| MANHATTAN /<br>NEW YORK | 594   | 32  | PARTIAL LOT | COMMERCIAL<br>REAL ESTATE            | N        | N          | N                      | 511<br>GREENWICH<br>STREET   |      |         |
| MANHATTAN /<br>NEW YORK | 1435  | 30  | PARTIAL LOT | APARTMENT<br>BUILDING                | N        | N          | N                      | 1111 1<br>AVENUE             |      |         |

Exhibit E: ACRIS NYC Real Property Transfer Tax document, doc date June 8, 2023, recorded September 4, 2024. Approximately thirty parcels including Block 1025, Lot 44 (1701 Broadway), \$3,664,558.60 total.

**Point 4: "Annual illuminated sign charges are being added to property tax bills and are being paid. Illuminated sign permits are not expired."**

DOB's own BIS database contradicts the second half of this statement. The BIS Illuminated Sign Query for this property shows Annual Permit Number 15726, Permit Code MAILRETURN, Expires 06/30/2022, Last Permit Issued 07/01/2021. MAILRETURN is DOB's internal code for a renewal bill that was returned undeliverable. A line item on a tax bill is not the same as a current annual sign permit.



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NYC Department of Buildings  
Illuminated Sign Query

Premises: 1701 BROADWAY MANHATTANBIN: 1024839Block: 1025Lot: 44

BIS Job Number: 122707400

Address: 1701 BROADWAY

Sign Wording: CHANGEABLE COPY

Illumination: DIRECT

Square Footage: 793

Last Billed On: 03/06/2025

Billing Code: MARCH

Permit Code: MAILRETURN

Comment:

Owner Data:

Last Name: GOLDMAN

Business: AMERITANIA HOTEL

Added On: 07/18/2018

Zip: 10019

Amount Due: \$594.75

Last Bill Amount: \$594.75

Last Permit Issued: 07/01/2021

Annual Permit Number: 15726

First Name: STEVEN

Last Modified: 08/23/2021

BBL Seq No: 0013

BIN No: 1024839

Expires: 06/30/2022

[Billing History](#)

If you have any questions please review these [Frequently Asked Questions](#), the [Glossary](#), or call the 311 Citizen Service Center by dialing 311 or (212) NEW YORK outside of New York City.

*Exhibit F: BIS field shows Expires 06/30/2022 and Permit Code MAILRETURN*

## Point 5: "No false certification for the three ECB violations. A different sign was removed."

The three 2017 ECB violations 35295204K, 35295205M, and 35295206Y ordered "Remove illegal sign" and describe a 793 sq ft window-covering Daily Mail TV sign operated by an outdoor advertising company at this BIN. That description matches the sign operating at this property today. The only other sign record at this property (BIS Sequence 0011, "HOTEL BRYANT," 245 sq ft hotel branding) does not match. The substantive content of the Certificates of Correction accepted by DOB on June 5, 2019 has never been produced. The campaign has filed FOIL-2026-810-02752 to obtain that cert text. Pending production, DOB's "a different sign was removed" characterization is not supported by any record DOB has produced. The three BIS ECB case files follow as Exhibits G, H, and I.

### ECB 35295204K

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NYC Department of Buildings  
OATH/ECB Violation Details

[Click here for more information about Severity, Violation and Hearing Statuses](#)

Premises: 1701 BROADWAY MANHATTAN  
BIN: 1024839 Block: 1025 Lot: 44

Filed At: 1701 BROADWAY , MANHATTAN , NY 10019  
Community Board: 105

**OATH/ECB Violation Summary**  
OATH/ECB Violation Number: 35295204K  
[View Image of Summons/Notice at OATH](#)  
Severity: CLASS - 1  
Penalty Balance Due: \$0.00

**VIOLATION RESOLVED**  
Certification Status: CERTIFICATE ACCEPTED  
Hearing Status: IN VIOLATION

**Respondent Information**  
Name: BRYANT ASSOCIATES  
Mailing Address: 224 WEST 49 STREET , NEW YORK , NY 10019

**Violation Details**  
Violation Date: 10/14/2017  
Served Date: 02/01/2018  
Violation Type: SIGNS  
Inspection Unit: SPECIAL OPERATIONS

| Infraction Codes | Section of Law | Standard Description                                     |
|------------------|----------------|----------------------------------------------------------|
| 162              | 28-502.6       | MISC SIGN VIOL'N BY OUTDOOR AD CO OF TIT.27;TIT.28;OR BC |
| 160              | 28-105.1       | OUTDOOR AD CO SIGN ON DISPLAY STRUCTURE WITHOUT A PERMIT |

Specific Violation Condition(s) and Remedy:  
OUTDOOR ADVERTISING COMPANY.SIGN ON DISPLAY W/O PERMIT.(DAILY MAIL TV)REM:REMOVE ILLEGAL SIGN  
Issuing Inspector ID: 2727  
Issued as Aggravated Level: NO

DOB Violation Number:  
101417SGSPOBA12

**Dept. of Buildings Compliance History and Events**  
Certification Status: CERTIFICATE ACCEPTED  
Certification Submission Date: 06/05/2019  
Compliance On: 06/05/2019  
Certification Disapproval Date: 08/02/2018  
A Certificate of Correction must be submitted to the Administrative Enforcement Unit (AEU) for all violations. A violation that is not dismissed by OATH/ECB will continue to remain ACTIVE or "open" on DOB records until acceptable proof is submitted to the AEU, even if you have paid the penalty imposed by OATH/ECB.

**OATH/ECB Hearing Information**  
Scheduled Hearing Date/Time: 06/07/2018 8:30  
Hearing Status: IN VIOLATION

**OATH/ECB Penalty Information**  
Penalty Imposed: \$5,000.00  
Adjustments: \$20.96  
Penalty Balance Due: \$0.00  
Amount Paid: \$5,020.96  
Court Docket Date: 09/30/2018

If you have any questions please review these [Frequently Asked Questions](#), the [Glossary](#), or call the 311 Citizen Service Center by dialing 311 or (212) NEW YORK outside of New York City.

*Exhibit G: BIS ECB case file for 35295204K. Premises 1701 Broadway. "OUTDOOR ADVERTISING COMPANY. SIGN ON DISPLAY W/O PERMIT. (DAILY MAIL TV) REM: REMOVE ILLEGAL SIGN."*



ECB 35295205M



NYC Department of Buildings  
OATH/ECB Violation Details

[Click here for more information about Severity, Violation and Hearing Statuses](#)

Premises: 1701 BROADWAY MANHATTAN  
BIN: 1024839 Block: 1025 Lot: 44

Filed At: 1701 BROADWAY , MANHATTAN , NY 10019  
Community Board: 105

OATH/ECB Violation Summary  
OATH/ECB Violation Number: 35295205M  
[View Image of Summons/Notice at OATH](#)  
Severity: CLASS - 1  
Penalty Balance Due: \$0.00

VIOLATION RESOLVED  
Certification Status: CERTIFICATE ACCEPTED  
Hearing Status: IN VIOLATION

Respondent Information  
Name: BRYANT ASSOCIATES  
Mailing Address: 224 WEST 49 STREET , NEW YORK , NY 10019

Violation Details  
Violation Date: 10/14/2017  
Served Date: 02/01/2018  
Violation Type: SIGNS  
Inspection Unit: SPECIAL OPERATIONS

| Infraction Codes | Section of Law | Standard Description                                     |
|------------------|----------------|----------------------------------------------------------|
| 162              | 28-502.6       | MISC SIGN VIOL'N BY OUTDOOR AD CO OF TIT.27;TIT.28;OR BC |

Specific Violation Condition(s) and Remedy:  
OUTDOOR ADVERTISING COMPANY SIGN COVERING OVER WINDOWS,NOT BLOCKED BYWALL STRUCTURE OR PROJECTING SIGN STRUCTURE(DAILY MAIL TY)REM:REMOVE ILLEGAL SIGN.

Issuing Inspector ID: 2727  
Issued as Aggravated Level: NO

DOB Violation Number:  
101417SGSPOBA11

Dept. of Buildings Compliance History and Events  
Certification Status: CERTIFICATE ACCEPTED  
Certification Submission Date: 06/05/2019  
Compliance On: 06/05/2019  
Certification Disapproval Date: 08/02/2018

A Certificate of Correction must be submitted to the Administrative Enforcement Unit (AEU) for all violations. A violation that is not dismissed by OATH/ECB will continue to remain ACTIVE or "open" on DOB records until acceptable proof is submitted to the AEU, even if you have paid the penalty imposed by OATH/ECB.

OATH/ECB Hearing Information  
Scheduled Hearing Date/Time: 06/07/2018 8:30  
Hearing Status: IN VIOLATION

OATH/ECB Penalty Information  
Penalty Imposed: \$5,000.00  
Adjustments: \$20.96  
Penalty Balance Due: \$0.00  
Amount Paid: \$5,020.96  
Court Docket Date: 09/30/2018

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Exhibit H: BIS ECB case file for 35295205M. Premises 1701 Broadway. "OUTDOOR ADVERTISING COMPANY SIGN COVERING OVER WINDOWS, NOT BLOCKED BY WALL STRUCTURE OR PROJECTING SIGN STRUCTURE (DAILY MAIL TV) REM: REMOVE ILLEGAL SIGN."

ECB 35295206Y



NYC Department of Buildings  
OATH/ECB Violation Details

[Click here for more information about Severity, Violation and Hearing Statuses](#)

Premises: 1701 BROADWAY MANHATTAN  
BIN: 1024839 Block: 1025 Lot: 44

Filed At: 1701 BROADWAY , MANHATTAN , NY 10019  
Community Board: 105

OATH/ECB Violation Summary  
OATH/ECB Violation Number: 35295206Y  
[View Image of Summons/Notice at OATH](#)  
Severity: CLASS - 1  
Penalty Balance Due: \$0.00

VIOLATION RESOLVED  
Certification Status: CERTIFICATE ACCEPTED  
Hearing Status: IN VIOLATION

Respondent Information  
Name: BRYANT ASSOCIATES  
Mailing Address: 224 WEST 49 STREET , NEW YORK , NY 10019

Violation Details  
Violation Date: 10/14/2017  
Served Date: 02/01/2018  
Violation Type: SIGNS  
Inspection Unit: SPECIAL OPERATIONS

| Infraction Codes | Section of Law | Standard Description                                     |
|------------------|----------------|----------------------------------------------------------|
| 162              | 28-502.6       | MISC SIGN VIOL'N BY OUTDOOR AD CO OF TIT.27;TIT.28;OR BC |

Specific Violation Condition(s) and Remedy:  
PROPERTY OWNER ACTING AS OUTDOOR ADVERTISING COMPANY.FAILURE TO OBTAIN REGISTRATION # WHILE ENGAGING IN THE OUTDOOR ADVERTISING BUSINESS(DAILY MAIL TV)REM.REMOVE ILLEGAL SIGN  
Issuing Inspector ID: 2727  
Issued as Aggravated Level: NO

DOB Violation Number:  
101417SGSPOBA13

Dept. of Buildings Compliance History and Events  
Certification Status: CERTIFICATE ACCEPTED  
Certification Submission Date: 06/05/2019  
Compliance On: 06/05/2019  
Certification Disapproval Date: 08/02/2018  
A Certificate of Correction must be submitted to the Administrative Enforcement Unit (AEU) for all violations. A violation that is not dismissed by OATH/ECB will continue to remain ACTIVE or "open" on DOB records until acceptable proof is submitted to the AEU, even if you have paid the penalty imposed by OATH/ECB.

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Amount Paid: \$5,020.96  
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Exhibit I: BIS ECB case file for 35295206Y. Premises 1701 Broadway. "PROPERTY OWNER ACTING AS OUTDOOR ADVERTISING COMPANY. FAILURE TO OBTAIN REGISTRATION # WHILE ENGAGING IN THE OUTDOOR ADVERTISING BUSINESS (DAILY MAIL TV) REM: REMOVE ILLEGAL SIGN."

## Closing

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Where DOB has produced its records (Points 2, 3, and 4), those records contradict DOB's own May 18 characterizations. Where DOB has not produced records (Point 5, the Certificates of Correction text), the campaign has filed a specific request to obtain them. This is consistent with DOB's documented internal handling of Assembly Member Rosenthal's 2019 wrong-statute correction, in which DOB drafted a written response and decided, in writing, to handle the matter by phone call rather than send it, shown in Exhibit J.

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**Deborah Glikin (Buildings)**

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**From:** Ophelia Phipps (Buildings) <OPhipps@buildings.nyc.gov>  
**Sent:** Monday, May 8, 2023 1:43 PM  
**To:** Guillermo Patino (Buildings)  
**Subject:** FW: Illuminated Sign Letter  
**Attachments:** AM Rosenthal 230 West 54th Street Illuminated Sign 08.02.19.doc

G,

[Please see attached.](#)

**From:** Patrick Wehle (Buildings) <PWehle@buildings.nyc.gov>  
**Sent:** Wednesday, November 6, 2019 4:15 PM  
**To:** Melanie La Rocca (Buildings) <MLaRocca@buildings.nyc.gov>; Gus (Constadino) Sirakis (Buildings) <CSirakis@buildings.nyc.gov>  
**Cc:** Ophelia Phipps (Buildings) <OPhipps@buildings.nyc.gov>  
**Subject:** FW: Illuminated Sign Letter

 We decided on a phone call in lieu of the attached draft response to her letter.

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**From:** Ophelia Phipps (Buildings)  
**Sent:** Monday, November 04, 2019 12:31 PM  
**To:** Patrick Wehle (Buildings)  
**Subject:** FW: Illuminated Sign Letter

Patrick,

Please see AM Rosenthal's inquiry below.

Regards,

Ophelia Phipps  
Senior Liaison, Manhattan  
Office of Community Engagement & Programming  
Department of Buildings  
City of New York  
280 Broadway, 3<sup>rd</sup> floor  
New York, NY 10007  
Phone: 212.393.2926  
Email: [ophipps@buildings.nyc.gov](mailto:ophipps@buildings.nyc.gov)



build safe | live safe

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*Exhibit J: DOB internal email chain, produced via FOIL-2026-810-01904 appeal granted May 15, 2026*

All exhibits are PDFs in the campaign's possession and available on request.

**Contact:** Jacob van Winkle, [jacobnyc54@gmail.com](mailto:jacobnyc54@gmail.com), (212) 518-3162