

October 11th, 2022
Public Hearing

The current proposal is:

Preservation Department – Item 10, LPC-22-12085

714 Madison Avenue – Upper East Side Historic District Extension Borough of Manhattan

To Testify Please Join Zoom

Webinar ID: 853 8078 4078

Passcode: 813151

By Phone: 1 646-558-8656 US (New York)

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

Note: If you want to testify on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised October 7, 2022 Photographic Supplement & Pertinent Property Information
Historic and Current Photos



1 HISTORIC PHOTO OF THE EAST (PRIMARY) FACADE
SOURCE: NYC MUNICIPAL ARCHIVES - 1940 TAX LOT PHOTOS

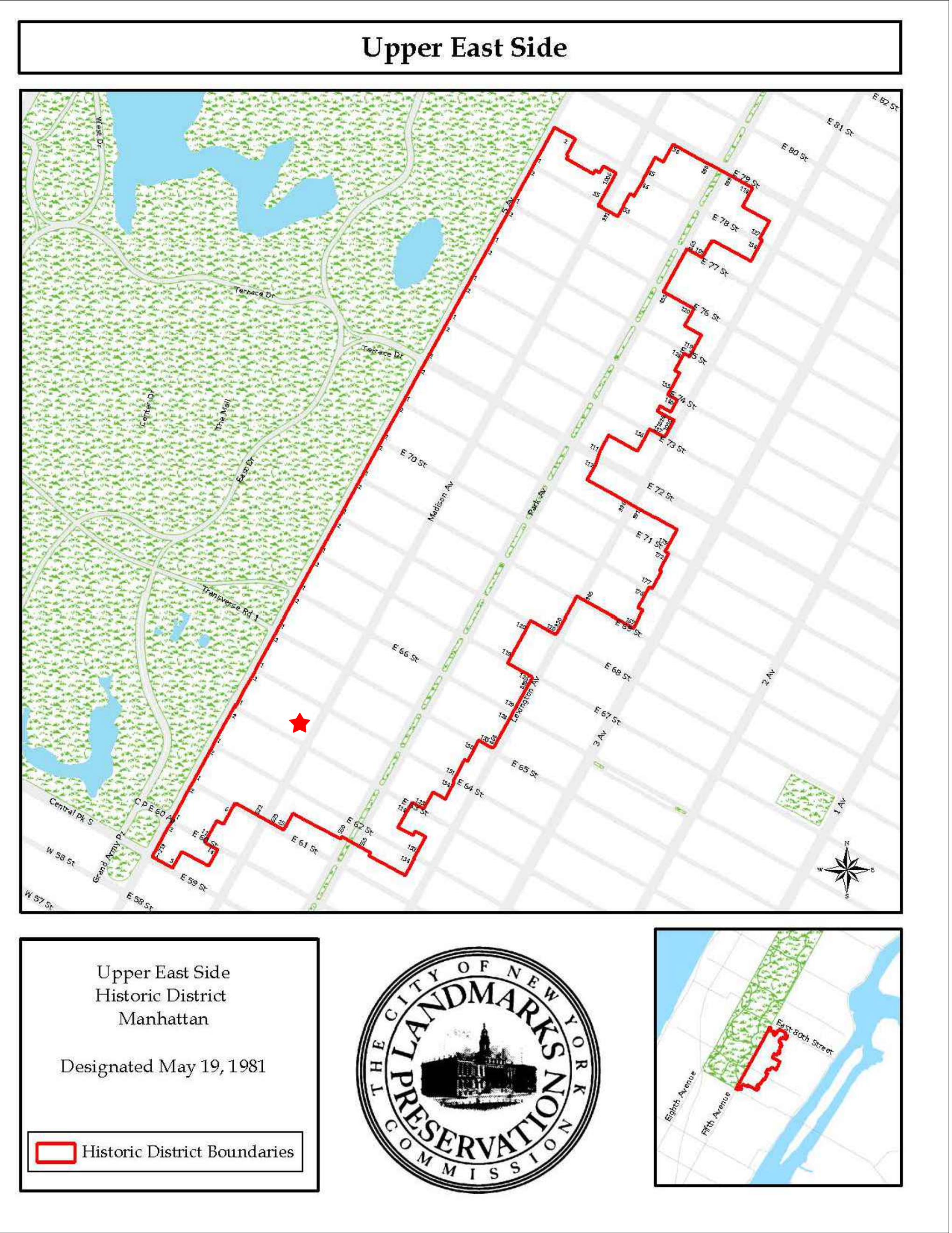


2 HISTORIC PHOTO OF THE EAST (PRIMARY) FACADE
SOURCE: NYC MUNICIPAL ARCHIVES - 1980 TAX LOT PHOTOS

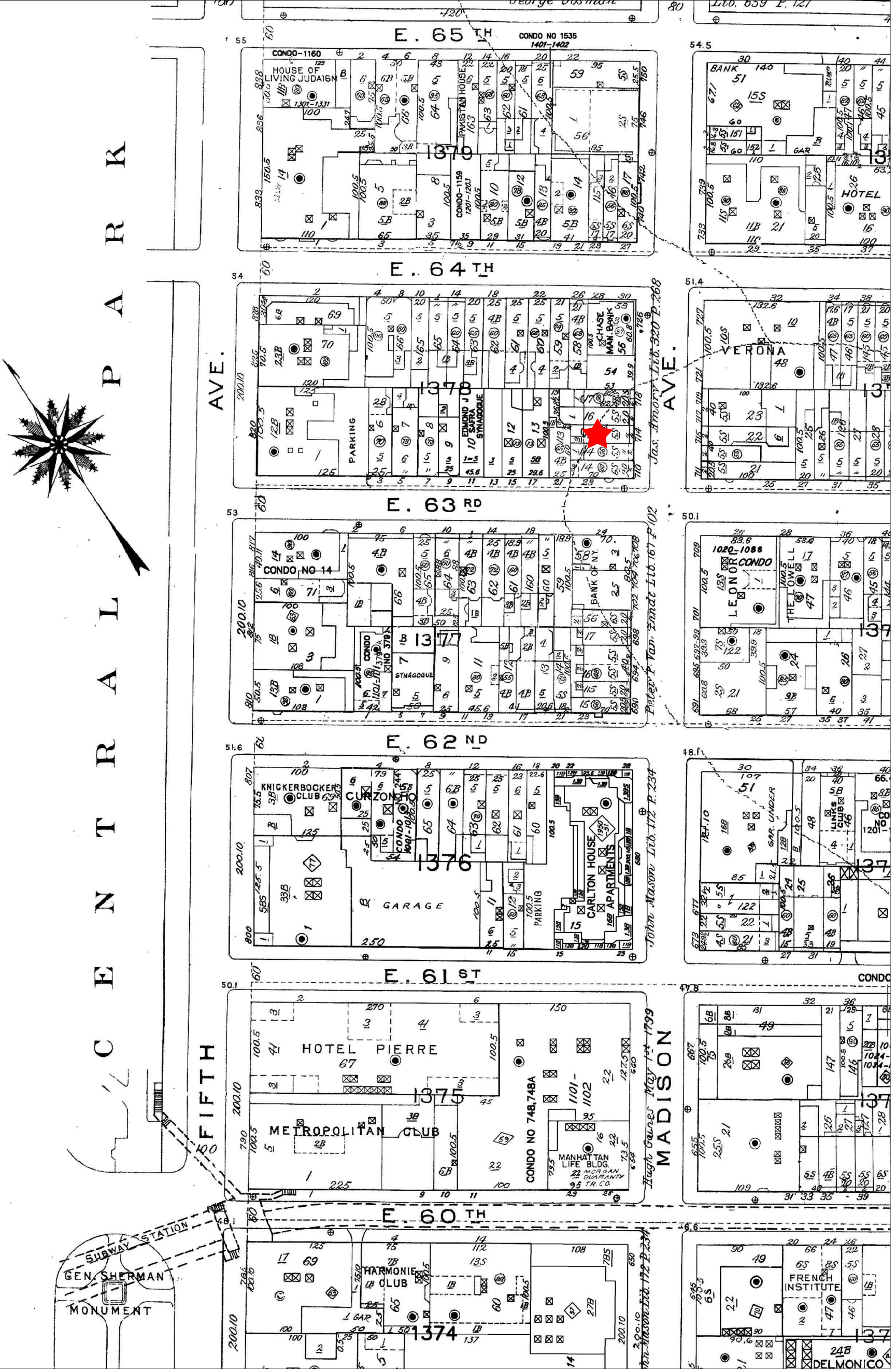


3 CURRENT PHOTO OF THE EAST (PRIMARY) FACADE

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised October 7, 2022 Photographic Supplement & Pertinent Property Information
Upper East Side Historic District & Sanborn Map



1 UPPER EAST SIDE HISTORIC DISTRICT
N.T.S.



2 SANBORN MAP
N.T.S.

PROJECT INFORMATION

LOT LOCATION : 714 MADISON AVENUE, NEW YORK, NY
BOROUGH : MANHATTAN
BLOCK : 1378
LOT : 15
ZONING MAP : 8c
ZONING DISTRICT : C5-1
INDIVIDUAL LANDMARK : NO
HISTORIC DISTRICT : UPPER EAST SIDE

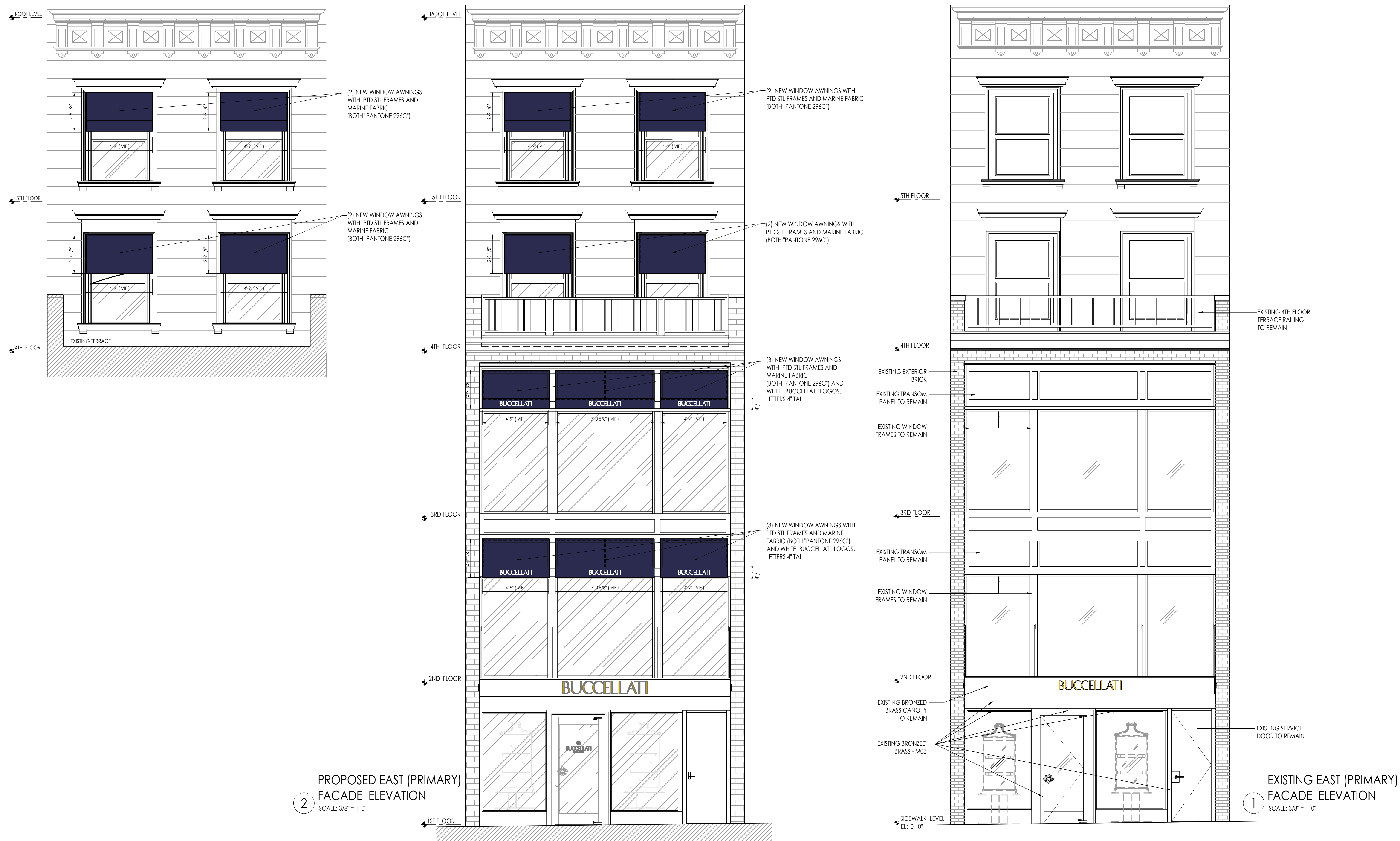
PROJECT DESCRIPTION

714 MADISON AVENUE IS A FIVE (5) STORY COMMERCIAL BUILDING LOCATED IN MANHATTAN ALONG MADISON AVENUE .
THE BUILDING WAS CONSTRUCTED CIRCA 1871.

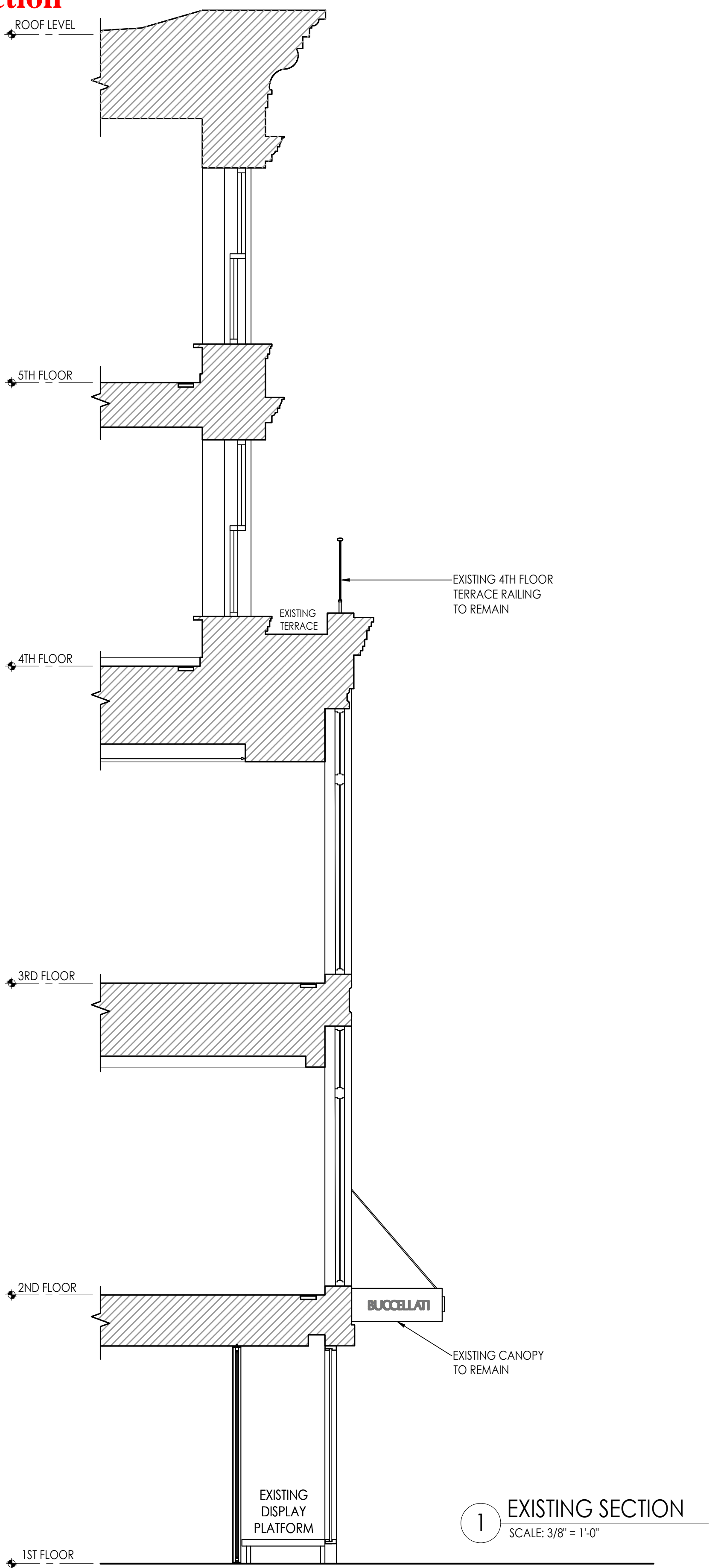
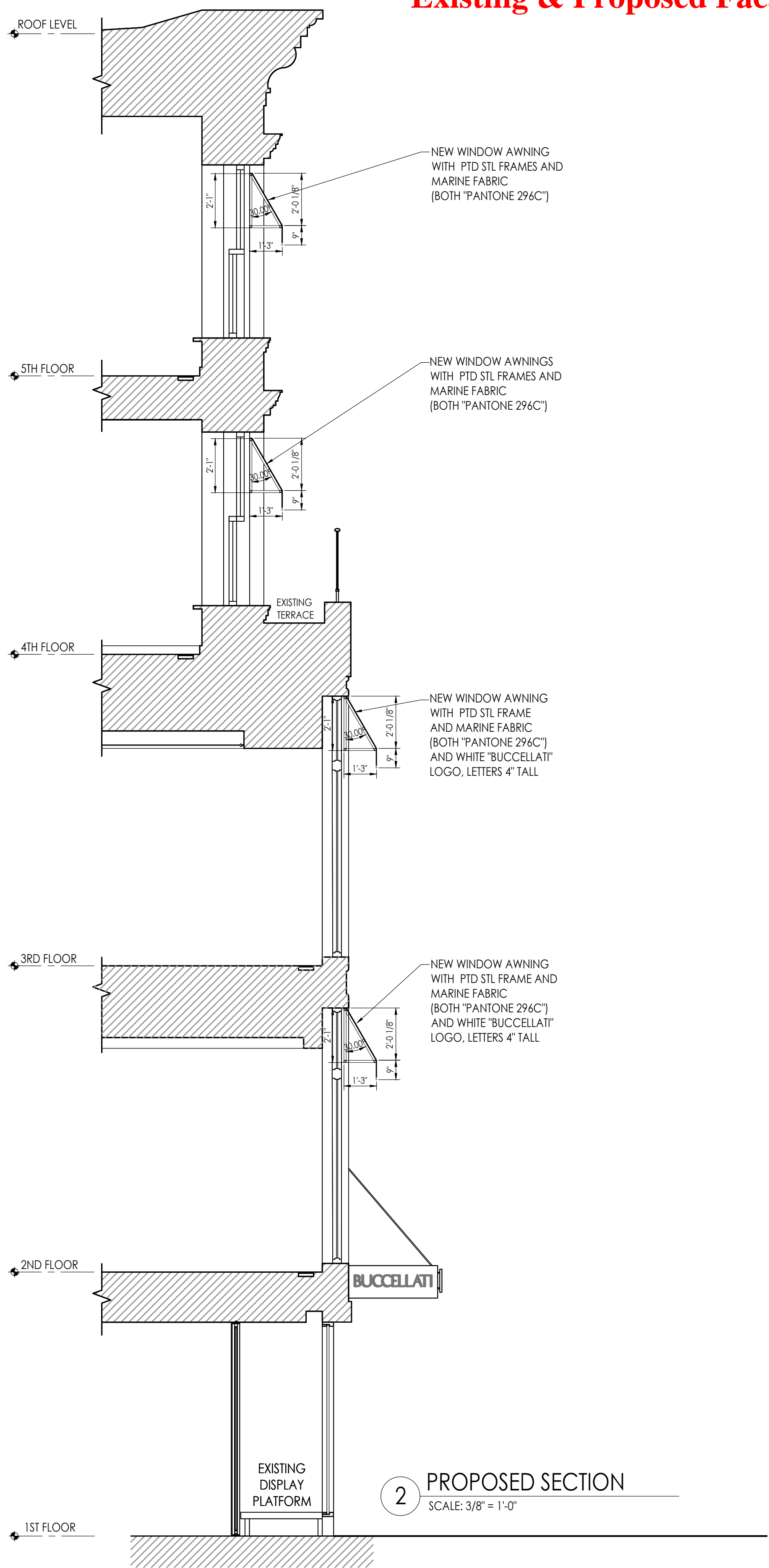
THE PROPERTY IS LOCATED WITHIN THE UPPER EAST SIDE HISTORIC DISTRICT,
AS DESIGNATED BY THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION (LPC).

THE FACADE SCOPE OF WORKS CONSIST OF THE FOLLOWING:
1. INSTALL NEW AWNINGS AT 2ND, 3RD, 4TH AND 5TH FLOOR WINDOWS, SIMILARLY TO THE ADJOINING PROPERTIES. ADD WHITE LOGO AT AWNING SKIRTS AT 2ND AND 3RD FLOOR WINDOWS.

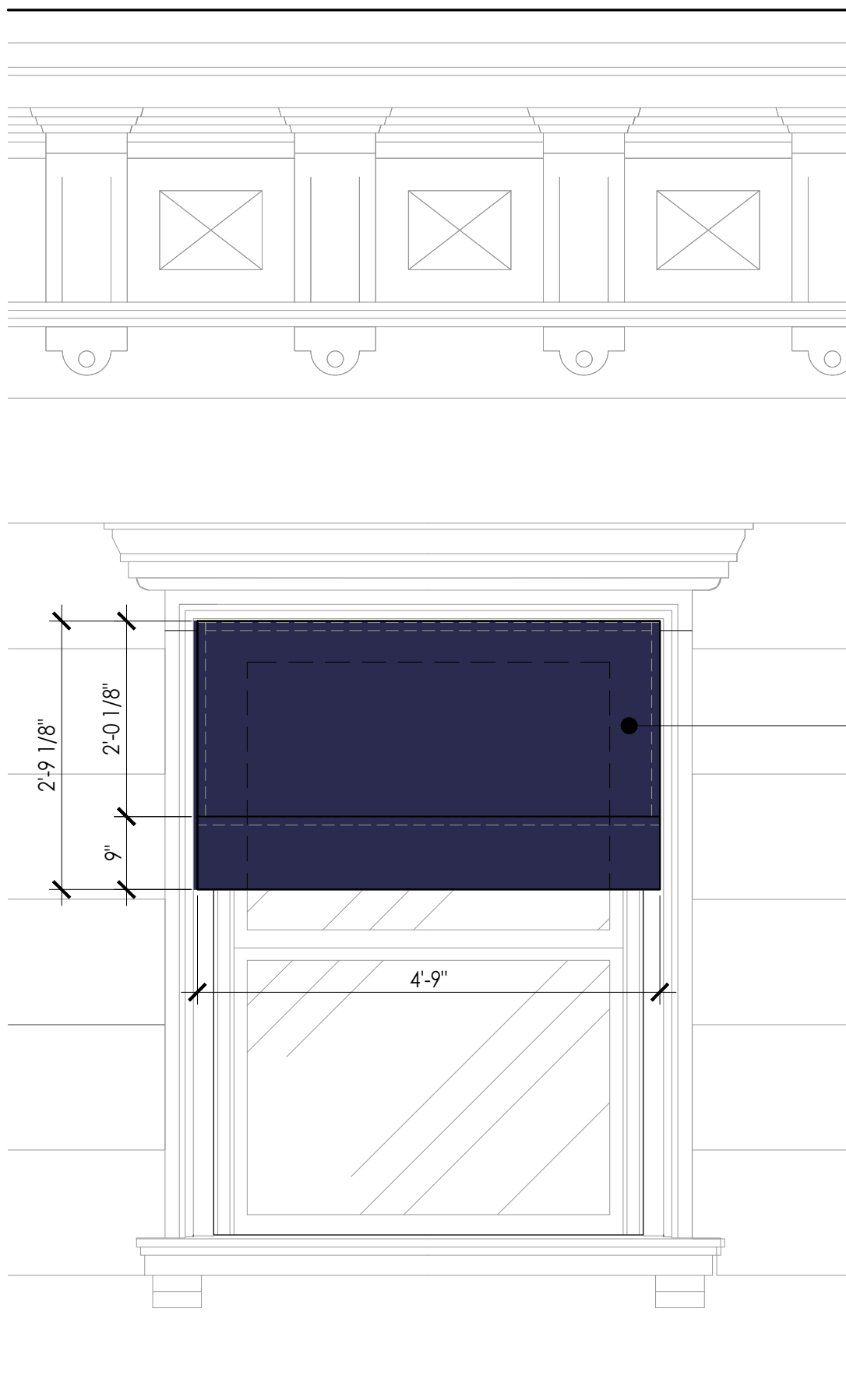
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised October 7, 2022 Photographic Supplement & Pertinent Property Information
Existing & Proposed Facade Elevation



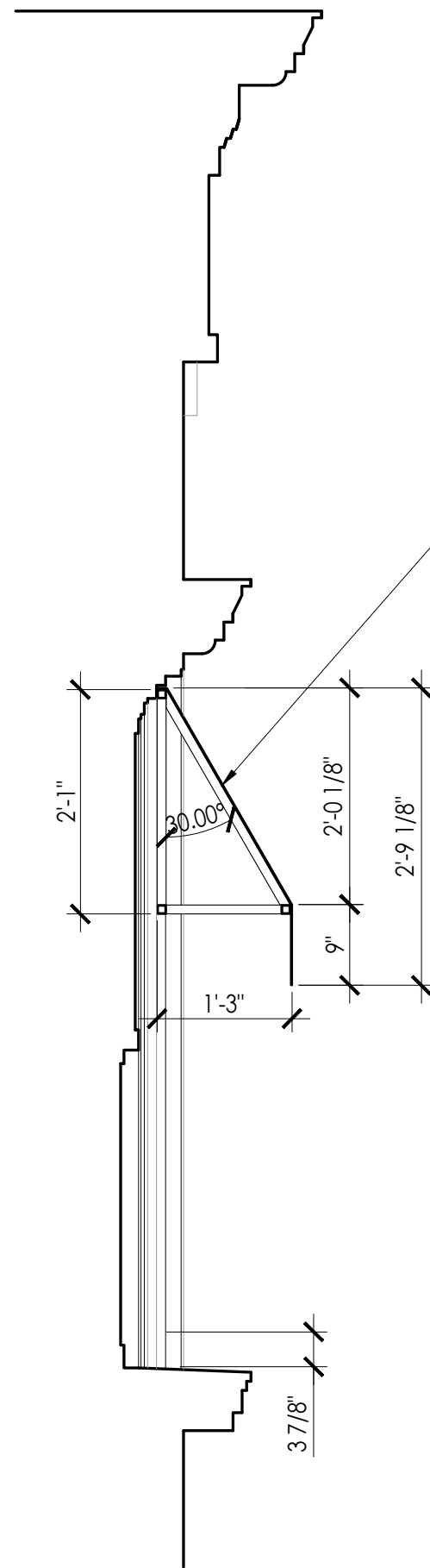
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised October 7, 2022 Photographic Supplement & Pertinent Property Information
Existing & Proposed Facade Section



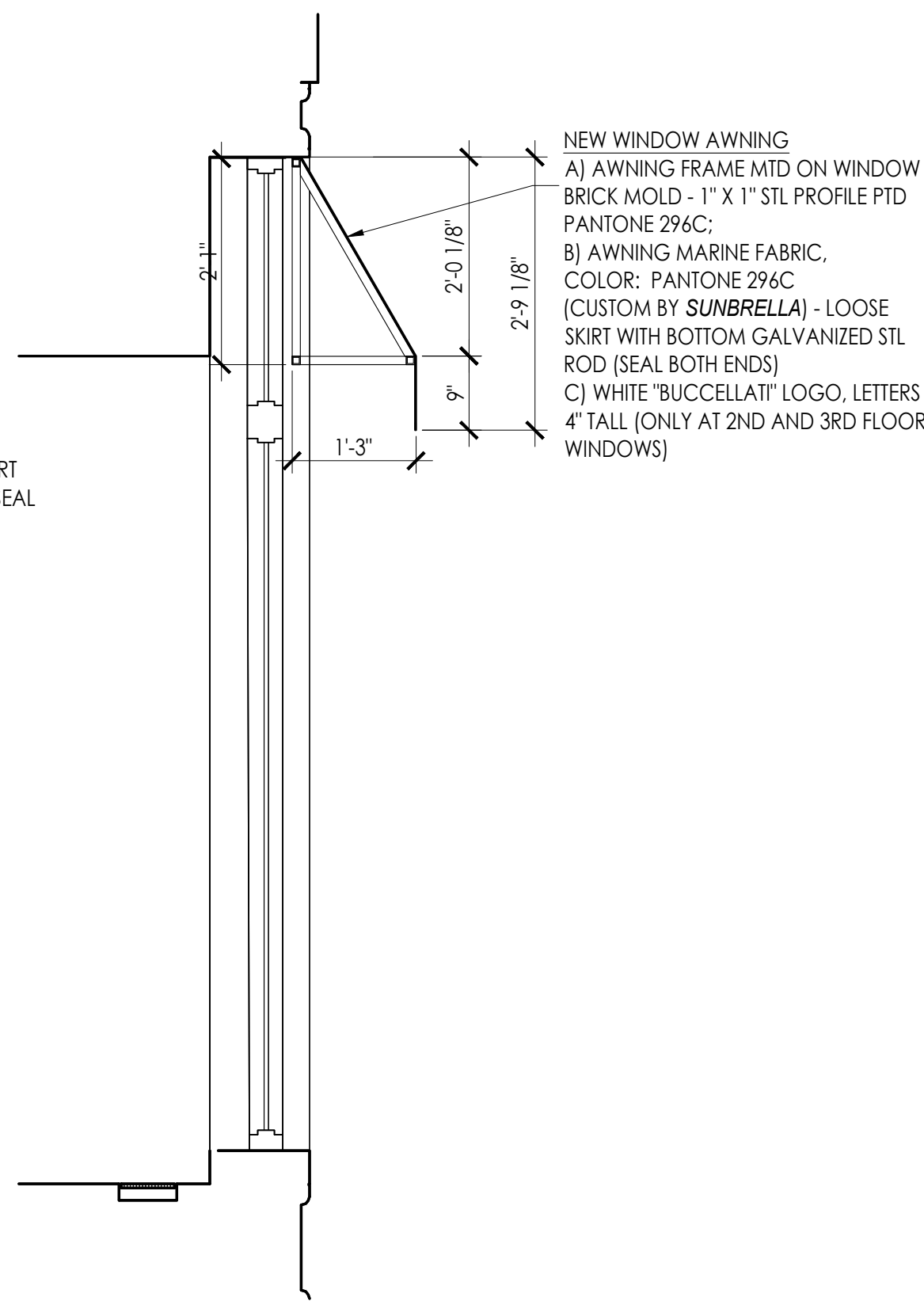
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised October 7, 2022 Photographic Supplement & Pertinent Property Information
Proposed Awning and Logo Specifications



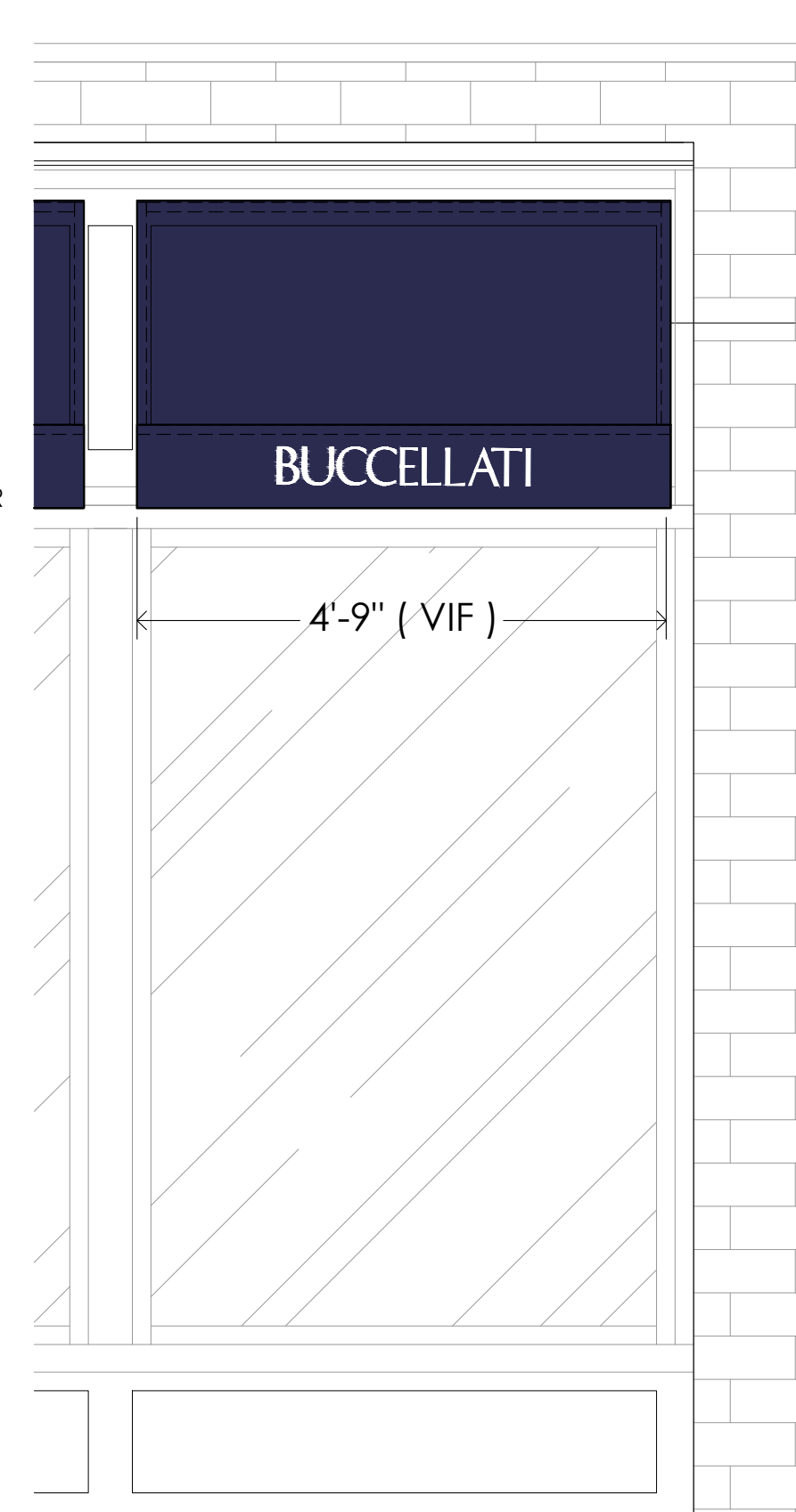
1 AWNING FABRIC (NO LOGO)
SCALE: 3/4" = 1'-0"



2 SECTION
SCALE: 3/4" = 1'-0"



3 SECTION
SCALE: 3/4" = 1'-0"



4 AWNING FABRIC WITH LOGO
SCALE: 3/4" = 1'-0"



PANTONE®
PMS 296 C
051C2C

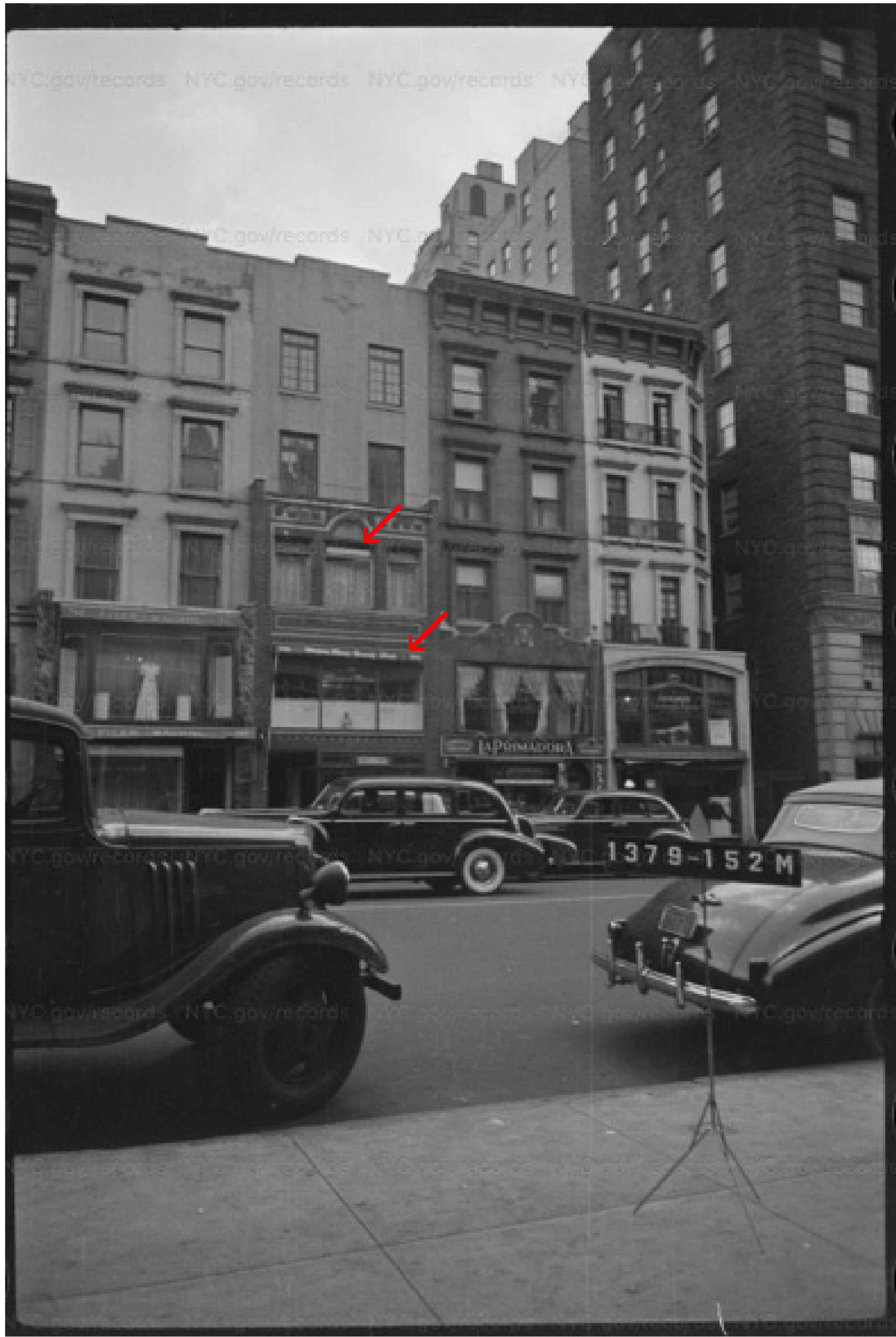
PHOTO 1
COLOR MATERIAL FOR
FABRIC WINDOW AWNING

5

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised October 7, 2022 Photographic Supplement & Pertinent Property Information
Precedent Photos - Letter on Awning Skirts Above Storefront



2 LETTERING ON AWNING SKIRTS ABOVE STOREFRONTS
764 MADISON AVENUE, NEW YORK, NY



1 LETTERING ON AWNING SKIRTS AT 2ND AND 3RD FLOOR EXTENDED STOREFRONT
745 MADISON AVENUE, NEW YORK, NY (DEMOLISHED)

The current proposal is:

Preservation Department – Item 10, LPC-22-12085

714 Madison Avenue – Upper East Side Historic District Extension Borough of Manhattan

To Testify Please Join Zoom

Webinar ID: 853 8078 4078

Passcode: 813151

By Phone: 1 646-558-8656 US (New York)

877-853-5257 (Toll free) US

888 475 4499 (Toll free)

Note: If you want to testify on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.