

The current proposal is:

Preservation Department – Item 2, LPC-22-12085

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

**Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed**



Landmarks Preservation Commission Permit Application  
714 Madison Avenue - Limited Facade Alterations  
RAND Revised October 14, 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



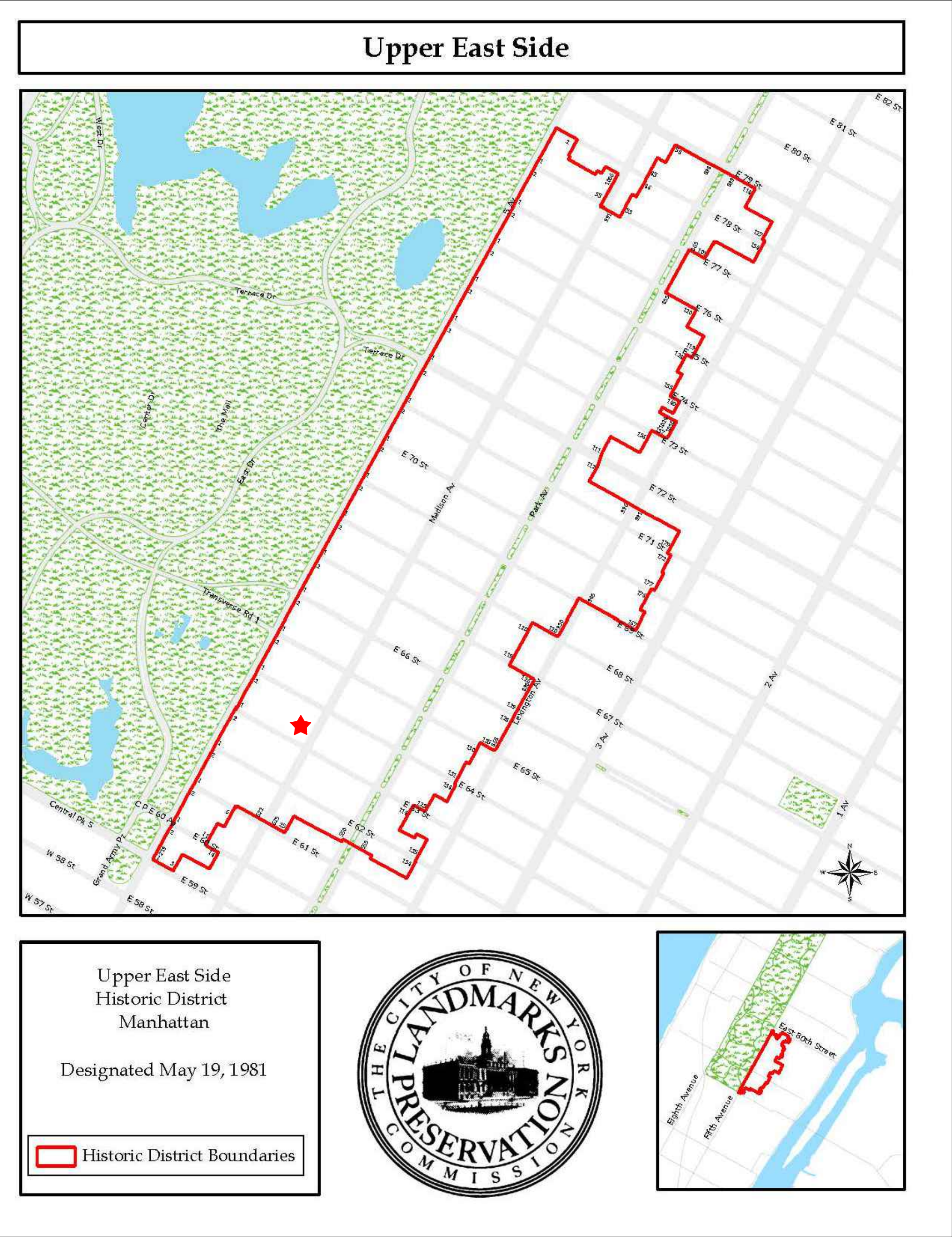
2 HISTORIC PHOTO OF THE EAST (PRIMARY) FACADE  
SOURCE: NYC MUNICIPAL ARCHIVES - 1980 TAX LOT PHOTOS



3 CURRENT PHOTO OF THE EAST (PRIMARY) FACADE



Landmarks Preservation Commission Permit Application  
714 Madison Avenue - Limited Facade Alterations  
RAND Revised October 14, 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).

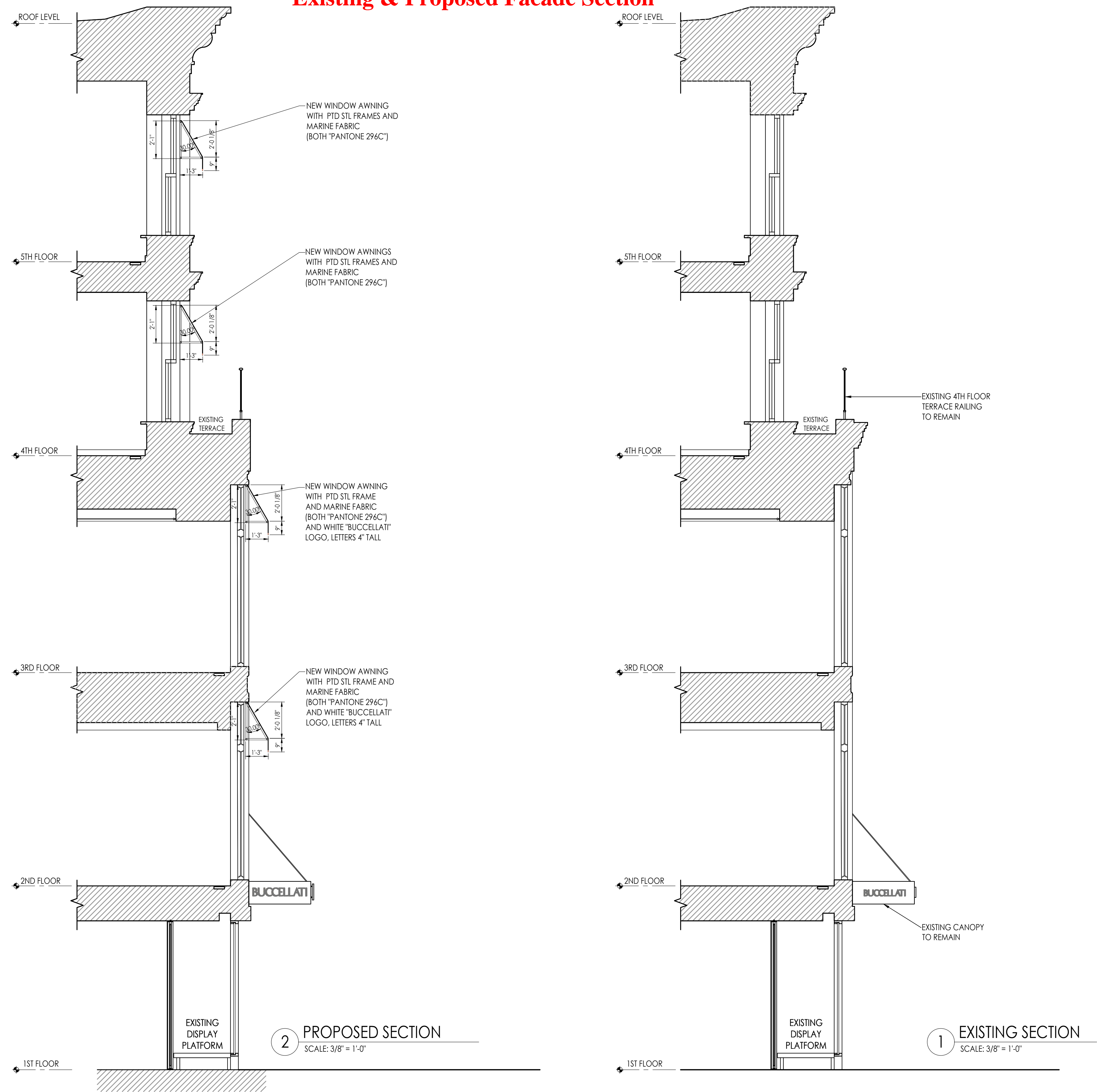
THE FACADE SCOPE OF WORKS CONSIST OF THE FOLLOWING:  
1. INSTALL NEW AWNINGS AT 2ND, 3RD, 4TH AND 5TH FLOOR WINDOWS, SIMILARLY TO THE ADJOINING PROPERTIES. ADD WHITE LOGO AT AWNING SKIRTS AT 2ND AND 3RD FLOOR WINDOWS.



**Landmarks Preservation Commission Permit Application**  
**714 Madison Avenue - Limited Facade Alterations**  
**RAND Revised October 14, 2022 Photographic Supplement & Pertinent Property Information**  
**Existing & Proposed Facade Elevation**

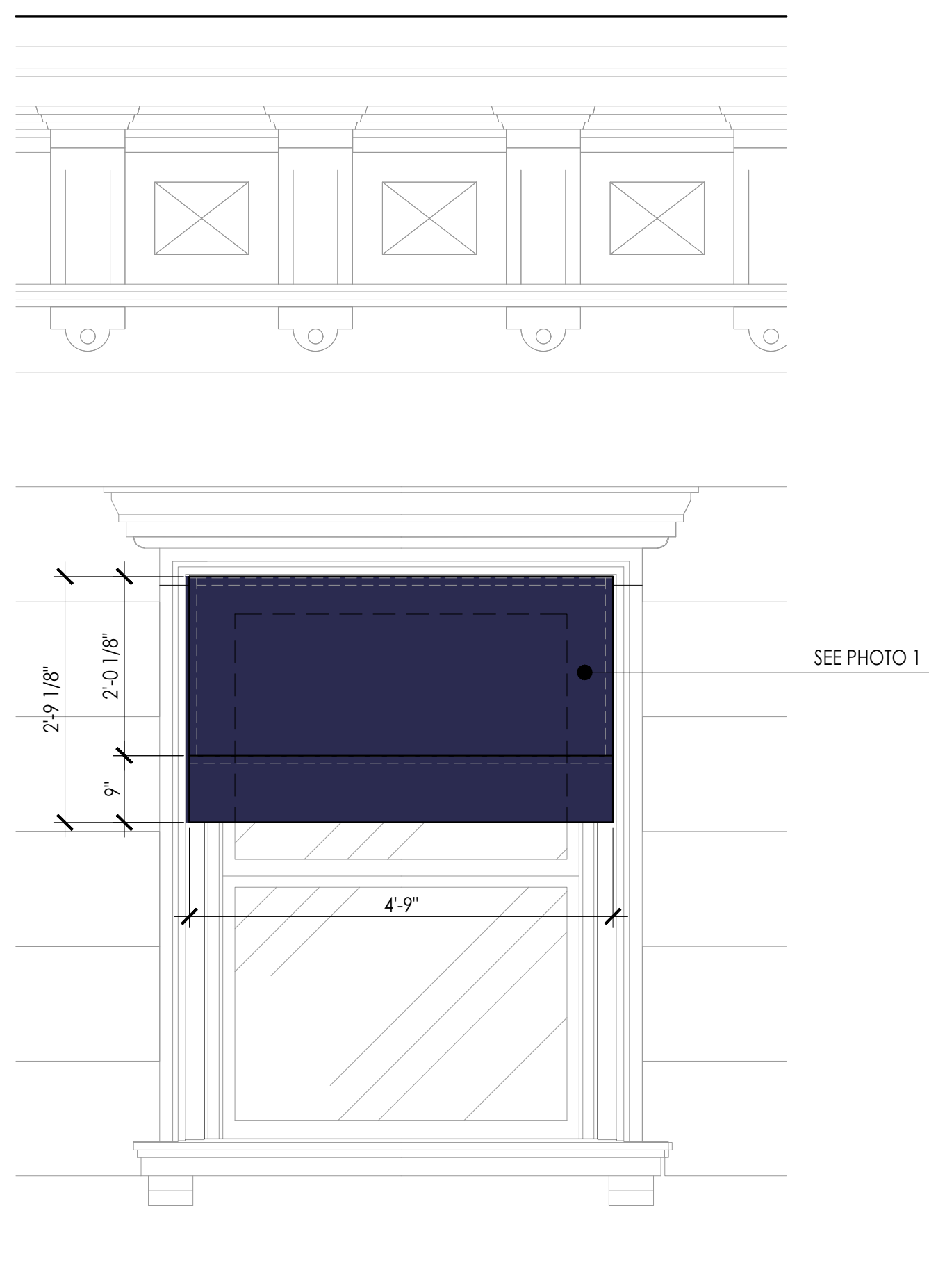


Landmarks Preservation Commission Permit Application  
714 Madison Avenue - Limited Facade Alterations  
RAND Revised October 14, 2022 Photographic Supplement & Pertinent Property Information  
**Existing & Proposed Facade Section**

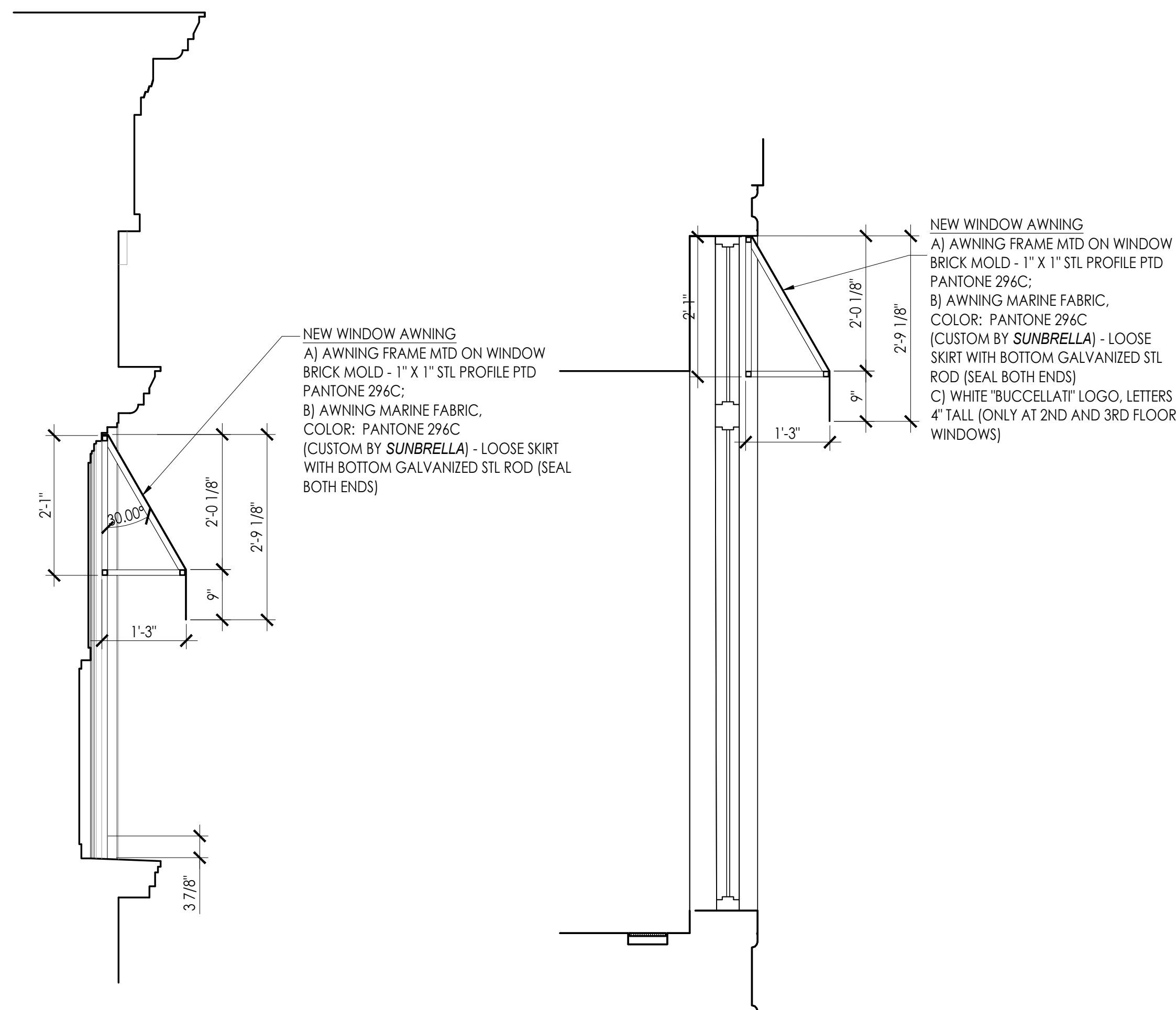




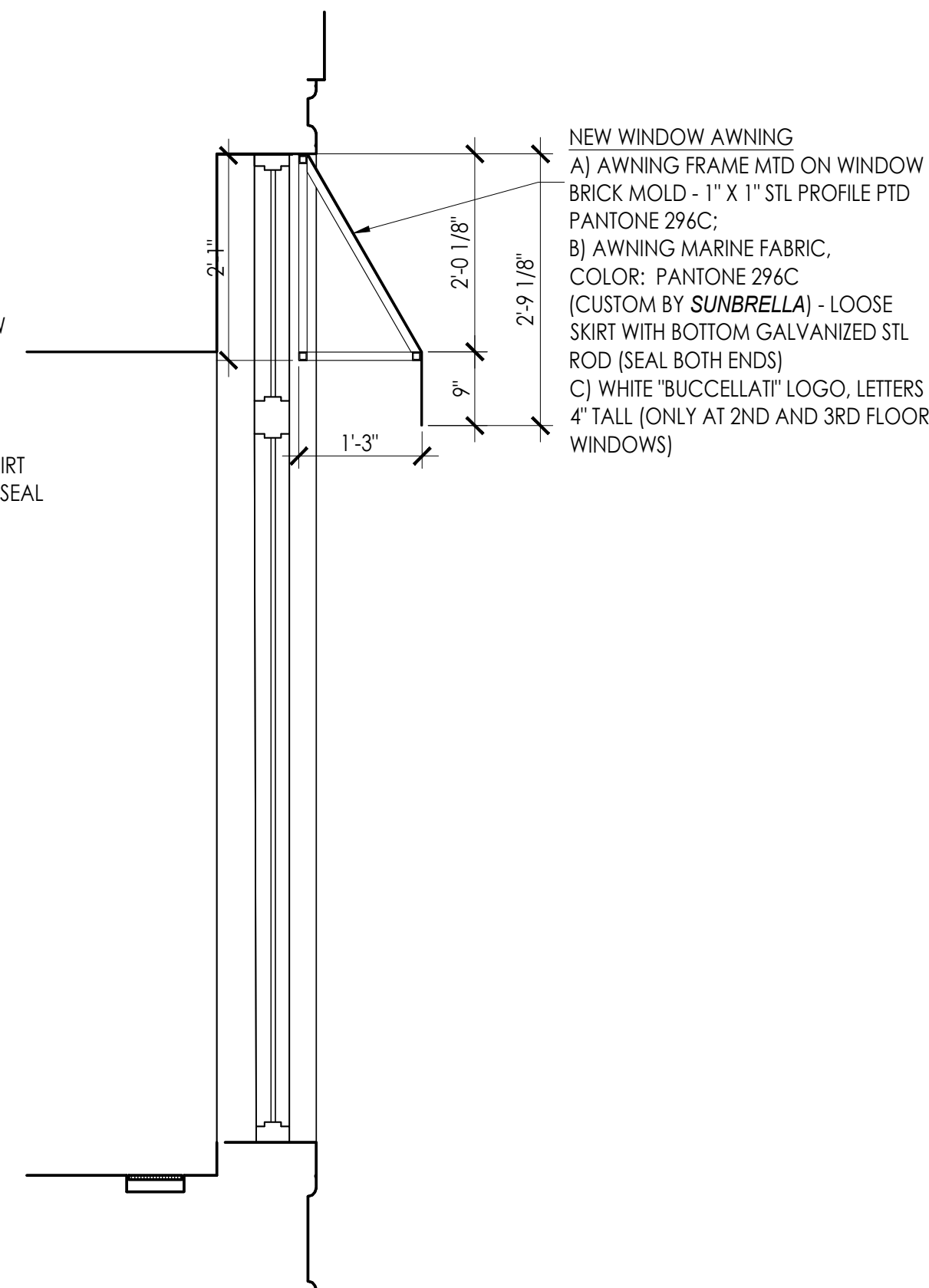
Landmarks Preservation Commission Permit Application  
714 Madison Avenue - Limited Facade Alterations  
RAND Revised October 14, 2022 Photographic Supplement & Pertinent Property Information  
**Proposed Awning and Logo Specifications**



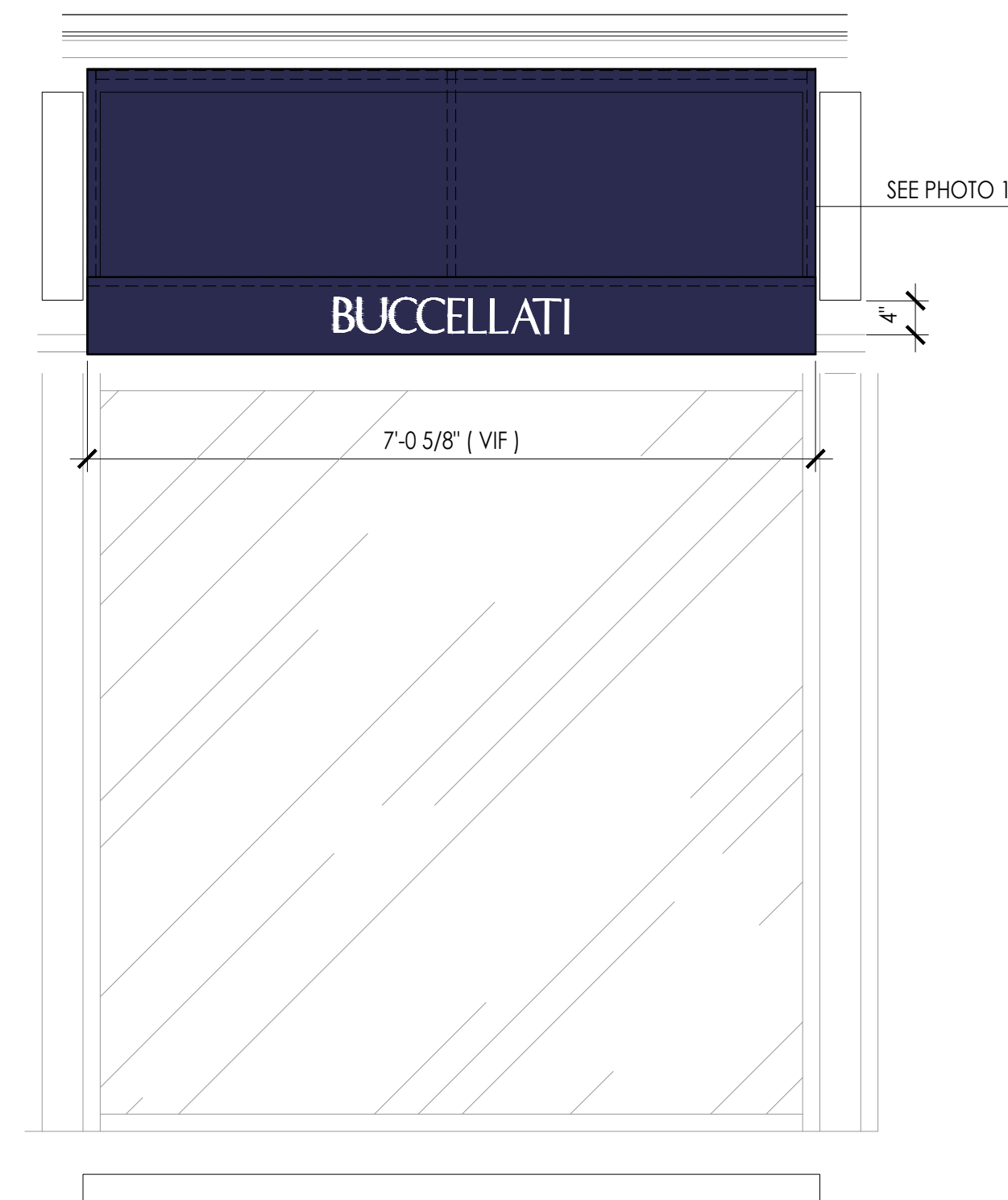
1 AWNING FABRIC (NO LOGO)  
SCALE: 3/4" = 1'-0"



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

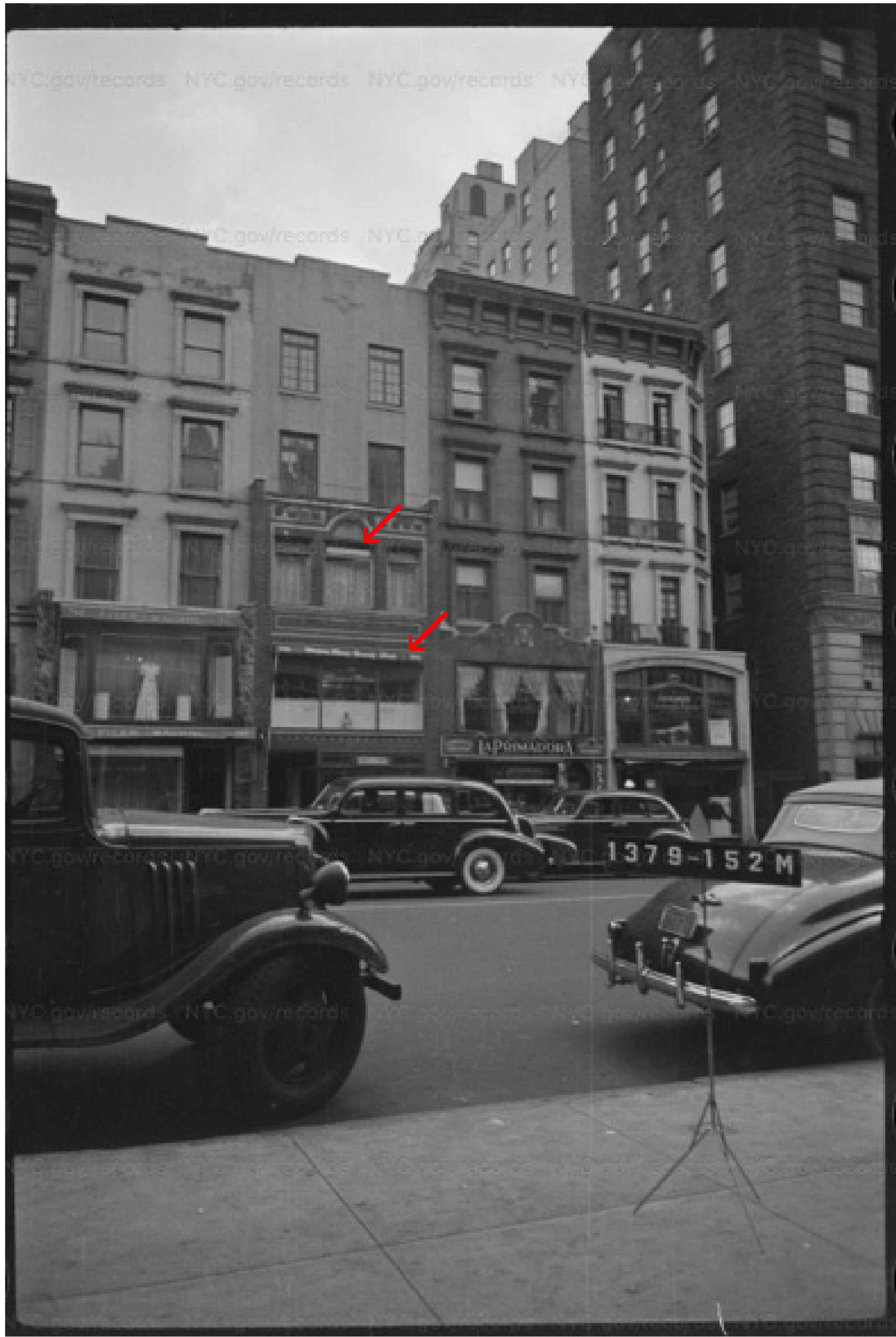
5



Landmarks Preservation Commission Permit Application  
714 Madison Avenue - Limited Facade Alterations  
RAND Revised October 14, 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 2, LPC-22-12085

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

**Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed**