

February 27, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 13, LPC-24-06416

**828-850 Madison Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 827 9697 0950

Passcode: 116544

By Phone: 1 646-558-8656 US (New
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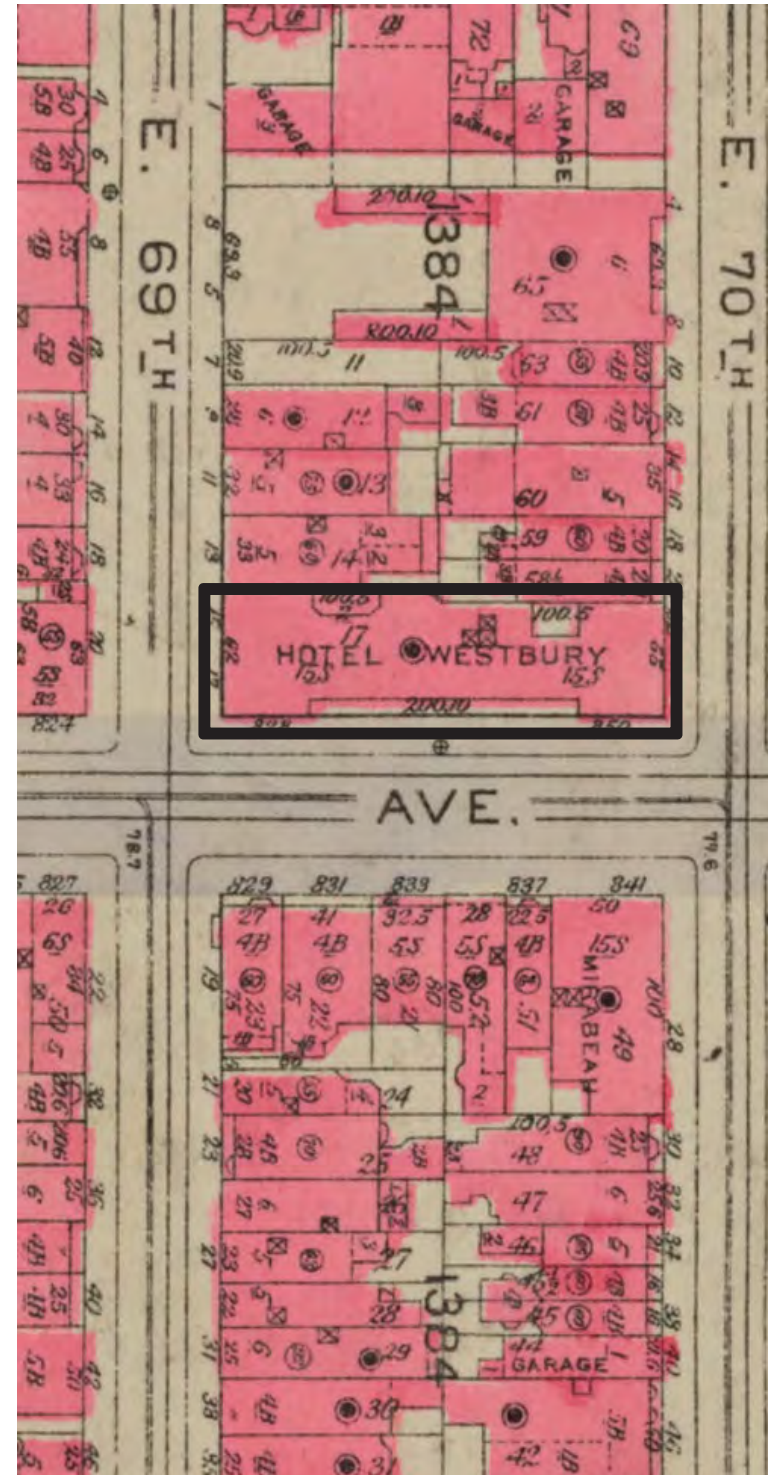
Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.

designrepublic

828 Madison Avenue
NYC Landmarks Preservation
Commission Public Hearing
February 27, 2024



828 Madison Avenue



1930 Bromley map

DISTRICT MASTER PLAN FOR
STOREFRONTS ON MADISON AVENUE IN
THE UPPER EAST SIDE HISTORIC DISTRICT

1. INTRODUCTION: A Summary of the District Master Plan for Storefronts on Madison Avenue in the Upper East Side Historic District.

Madison Avenue winds its way through three New York City Historic Districts: The Upper East Side Historic District, the Metropolitan Museum Historic District, and the Carnegie Hill (and Extension) Historic District. Within these historic districts the avenue features a number of distinct building types, including converted rowhouses, apartment buildings, hotels and commercial structures, as well as churches, banks and mansions. Existing in varying ratios at different points along the avenue, these building types, together with their blend of contemporary and historic storefront design, create a consistent and special character that generally defines Madison Avenue in these three historic districts.

Among the many architectural changes that began to occur in the early twentieth century was the conversion of single-family rowhouses on Madison Avenue to accommodate shops or offices. This typically occurred by removing the rowhouse stoop and constructing a two-story (sometimes one- or three- story) addition. This type of "converted" rowhouse is found throughout Madison Avenue, with higher concentrations of these building in the southern part of the avenue in the Upper East Side Historic District. Along some stretches of Madison Avenue these converted rowhouses create a relatively unbroken streetscape of two-story storefront architecture. While these commercial additions express a rhythm and scale that characterize the streetscape, these additions never related to the upper floors of the rowhouses in terms of their design, scale or materials.

Small apartment buildings, typically seven-story structures, became popular residential options for New Yorkers at the turn of the century and are found all along the avenue. After World War I, larger apartment buildings and apartment hotels, taller than seven stories, became popular. These large buildings usually are situated at corner lots and typically take up one-half or more of the block. Most of them feature a one-story masonry base that contains multiple small storefronts separated by vertical piers between the storefront bays. The ground floor commercial base is usually separated from the residential upper floors by a change in material and/or a terminating architectural feature such as a cornice or signband.

The avenue has long been a premier shopping street, both for residents and visitors. This retail activity is reflected in the contemporary architecture of the storefronts along the avenue. Most of the shops have a transparency derived from their large areas of glass which contrasts with the rich masonry facades of the rowhouses and apartment buildings which rise above them. The variety and transparency of the storefronts, and their contrast with the solid and stylistically detailed upper floor facades of the rowhouses and apartment houses help make Madison Avenue one of the most vibrant streets in the city.

Altogether, the converted rowhouses and the commercial bases of the later apartment, hotel and infill buildings, create a one- to two-story band of retail activity that is a strong component of the character of the avenue. Sometimes the streetscape is characterized by two-story band of converted rowhouses; other times the character is defined by a band of commercial architecture of varying heights due to a more diverse mixture of building types.

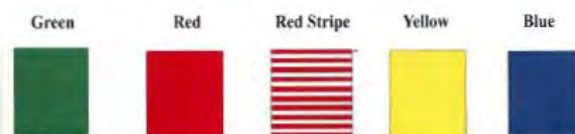
The proposed District Master Plan for Storefronts on Madison Avenue in the Upper East Side

1

NYC LPC Madison Avenue Storefront Master Plan, 2001

Madison Avenue Storefront Master Plan Drawings

Color Code Key:



Historic District ("Master Plan") recognizes that the storefronts lining Madison Avenue in the Upper East Side Historic District undergo frequent change. The objective of the Master Plan is to provide owners, architects and store tenants with general design criteria that will allow quick review of storefront alterations while protecting the architecturally and historically significant features of the buildings. The Master Plan will cover buildings on Madison Avenue within the Upper East Side Historic District, with the exception of certain special building types such as banks, churches, mansions. Additionally, at corner buildings the Master Plan will cover the commercial portions of a building facing onto both Madison Avenue and a side street.

The Master Plan uses a color coded format to categorize existing storefronts into five groups based on their remaining significant architectural features, and on the uniformity of the storefronts in the bases of buildings with more than one storefront: Green, Yellow, Red (which has two subcategories) and Blue. The Master Plan will authorize staff to issue permits for new storefronts and alterations to existing storefronts if the proposed work meets the criteria associated with the building's color category.

It is important to note that the Master Plan primarily concerns changes to storefront infill. Proposed alterations to the enframing (the lintels, cornice, parapet, and piers that define the storefront opening) usually fall outside the scope of the Master Plan because the enframing is usually historic material. This is reflected graphically by the fact that most piers are not color coded. However, with respect to proposed alterations to some or all of the piers on commercial extensions on rowhouses that are currently clad in modern materials (and which are coded GREEN), modifications may be permitted as follows: (a) if historic piers remain underneath the modern cladding these piers must be uncovered and restored; (b) if historic piers do not exist underneath the cladding but exist elsewhere around the storefront opening, the new piers must replicate the historic design; and (c) if no historic piers remain anywhere around the storefront opening the existing piers may be modified provided that the entire multistory enframing, the piers and lintel, are modified together and designed and treated as a single architectural component. In large apartment buildings, GREEN coded piers may be reclad but cannot be removed or modified except as set forth below.

(a) Summary of Categories and Scope of Staff-Approved Work

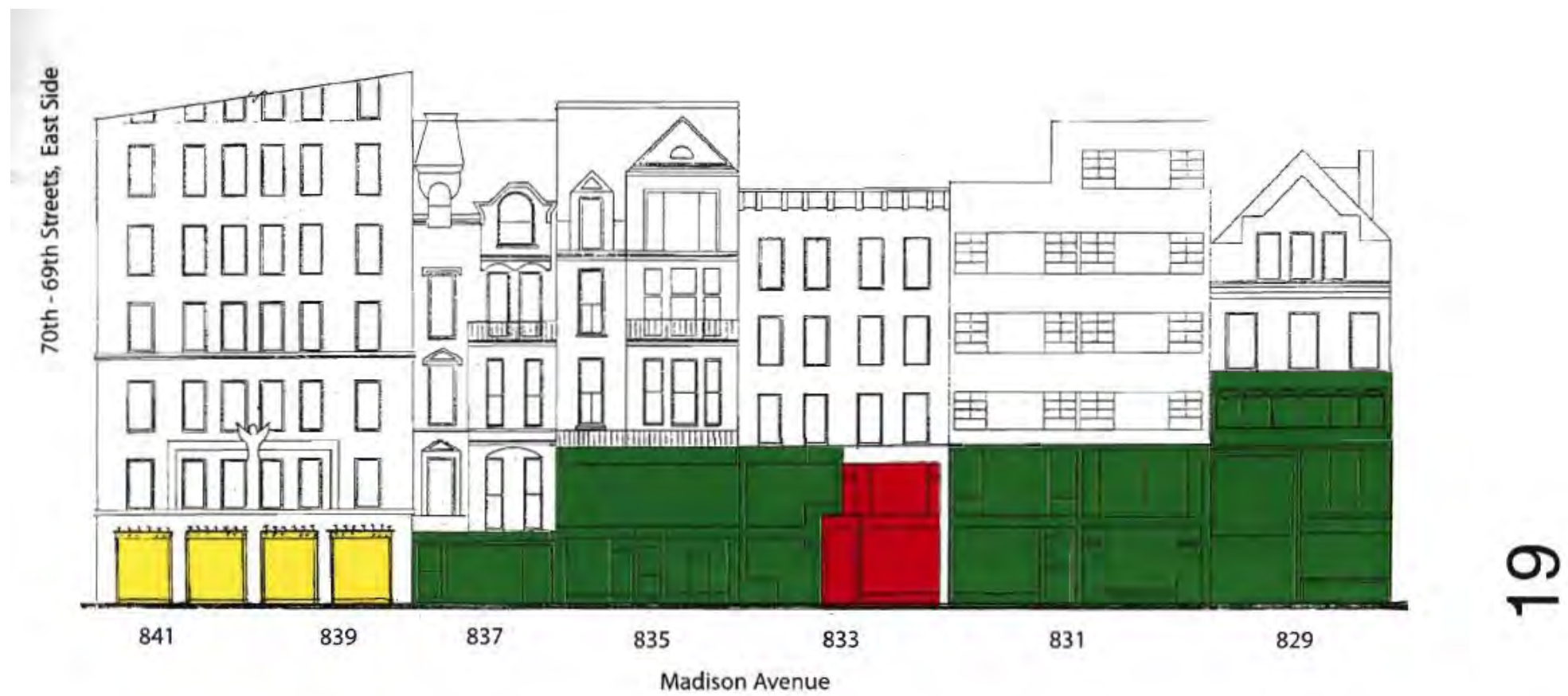
The following is a brief description of storefront categories and permitted alterations. It must be emphasized that the coding is based on a visual analysis of the existing storefront fabric, and that coding of storefronts as green, and in some cases yellow, represents a presumption that no historic fabric exists. Historic fabric may be concealed or obscured by modern fabric and, therefore, each application will be carefully reviewed and investigative probes may be required to determine the existence of historic fabric. If original or historic fabric is uncovered during the probes or new storefront construction, work must cease and the Commission should be notified immediately. The Commission reserves the right to amend or revoke the permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application and in the Master Plan, and to re-categorize the storefront based on the new information.

GREEN - Storefronts in buildings that the Upper East Side Historic District Designation Report describes as having no style, with the exception of 717-719 Madison Avenue which shall be treated as a RED storefront, and 884-888 Madison Avenue which shall be treated as a YELLOW storefront; and storefronts in converted brownstones or buildings planned for shops on lower floor(s) that have no significant architectural features remaining or that are not uniform in appearance.

2



Existing conditions along Madison Avenue



Master Plan along Madison Avenue



Existing conditions along Madison Avenue



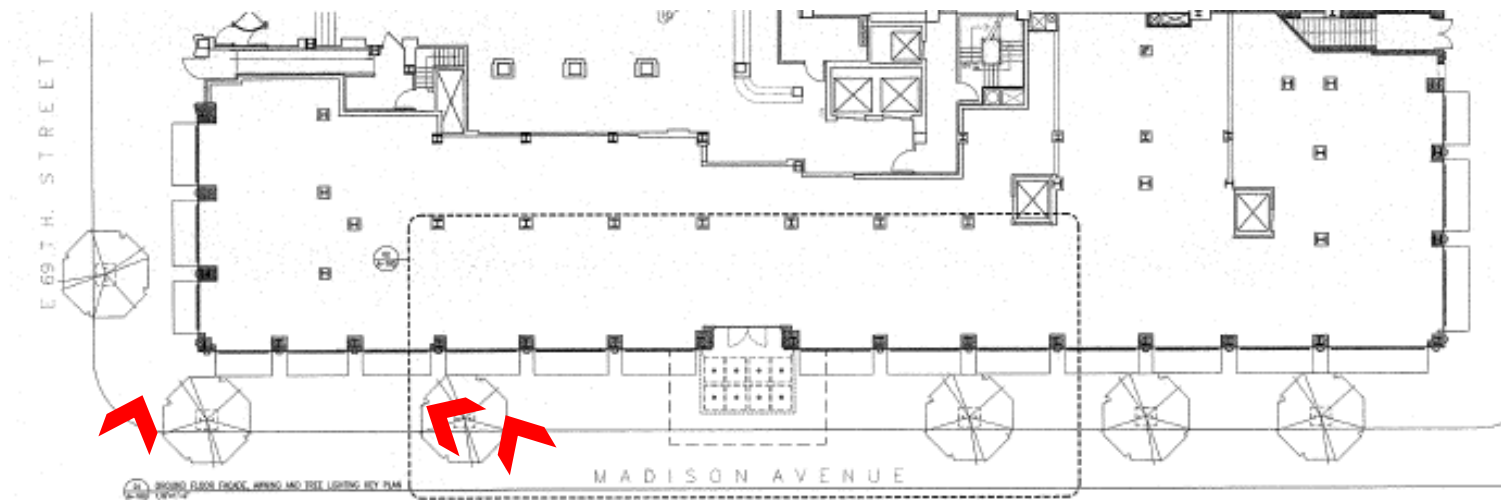
Storefront detail along 69th Street



Storefront detail along Madison Avenue



Storefront entry detail





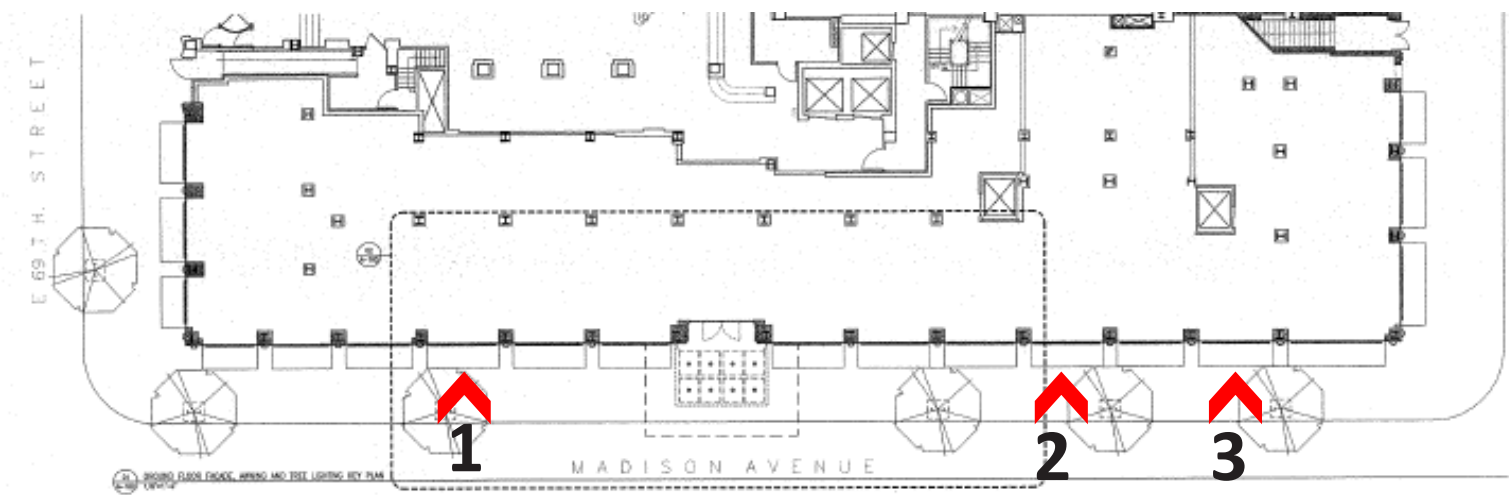
Storefront detail-1

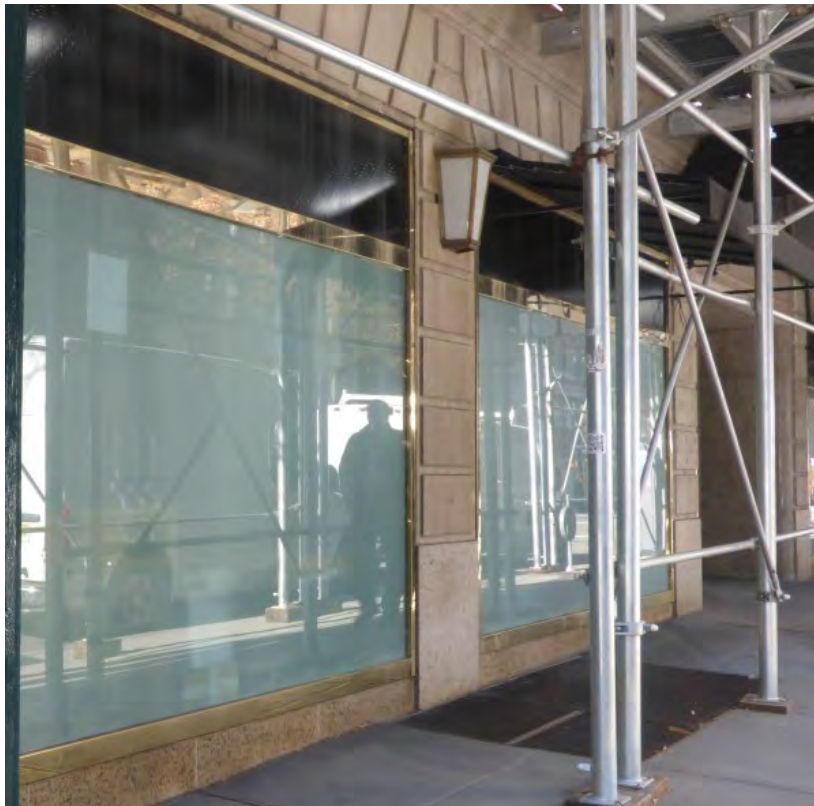


Storefront detail-2 along Madison Avenue

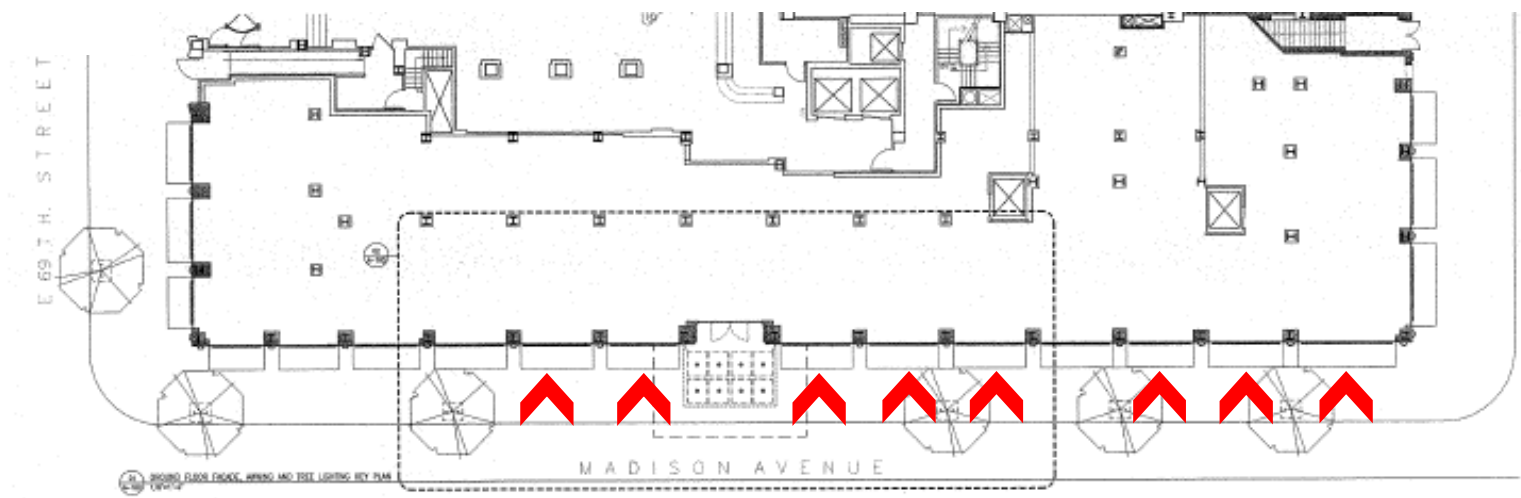


Storefront detail-3 along Madison Avenue





Storefront detail along Madison Avenue

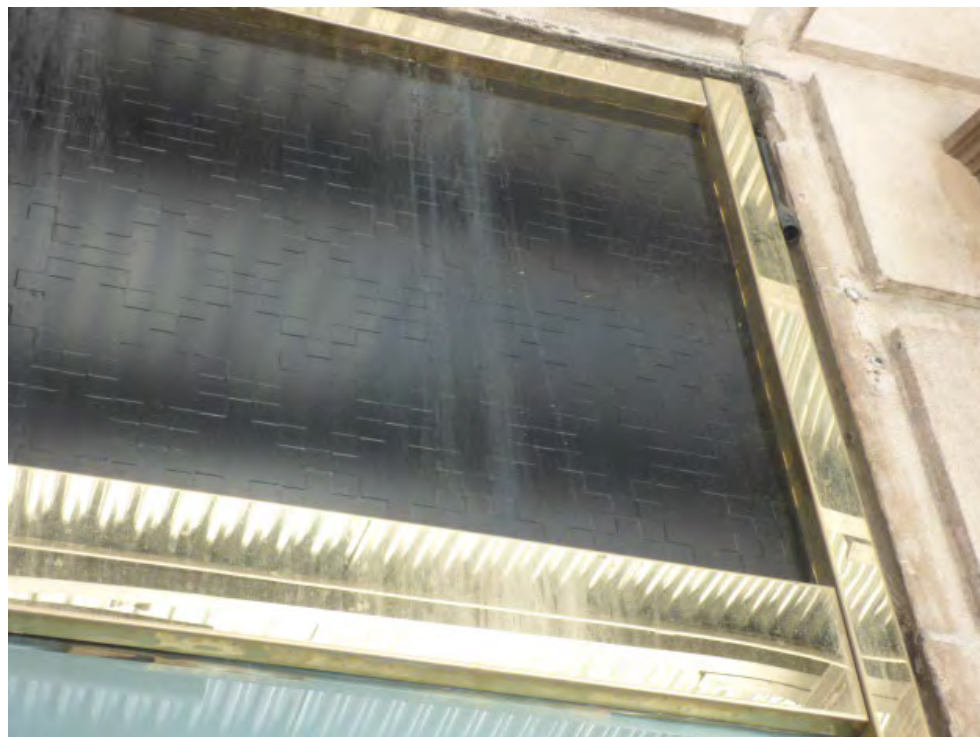




Awning detail



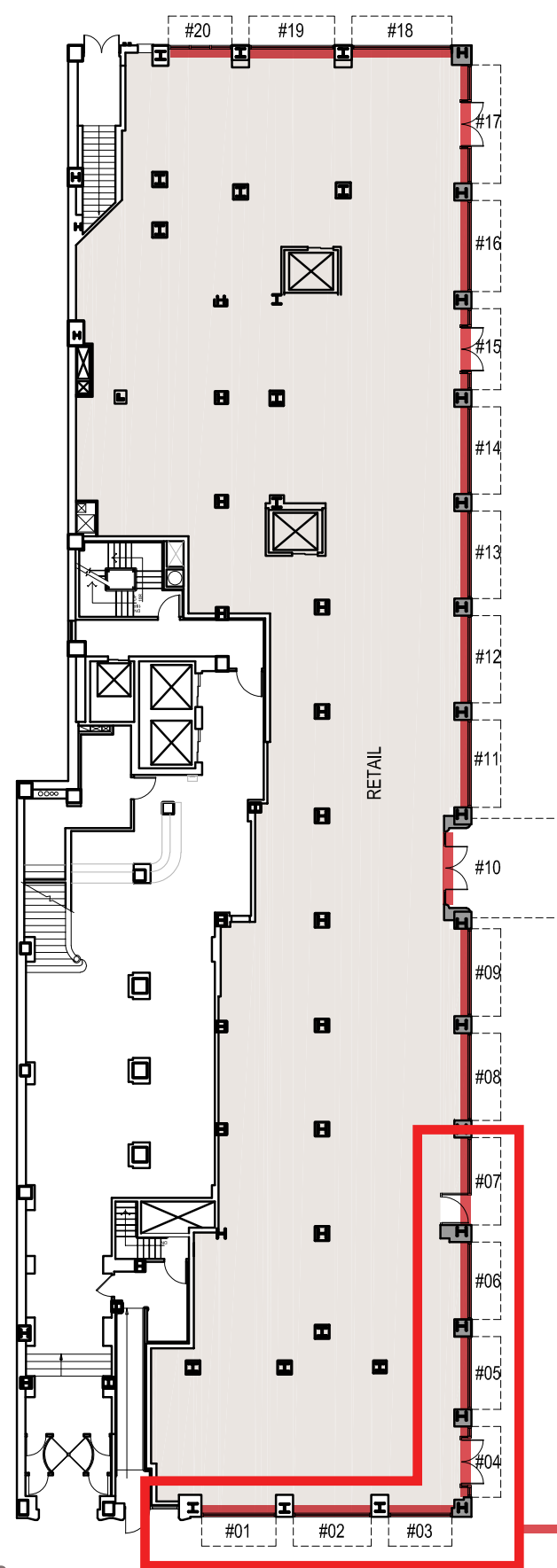
Lighting detail



Storefront detail



Pier condition



MADISON AVENUE

RETAIL

AREA OF WORK



#01



#02



#03



#04



#05



#06



#07



#08



#09



#10



#11



#12



#13



#14



#15



#16



#17



#18



#19



#20

STOREFRONT MASTERPLAN | EXISTING STOREFRONT

828 - 850 Madison Avenue

March 13, 2018

BEYER
BLINDER
BELLE

NOTE: BUILDING DIMENSIONS AND AREAS ARE APPROXIMATE AND SUBJECT TO VERIFICATION.

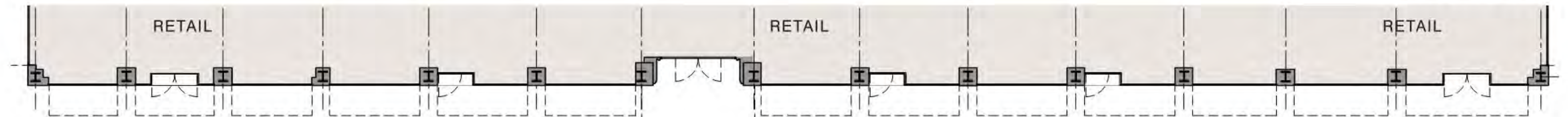
2018 LPC-APPROVED STOREFRONT MASTERPLAN



EXISTING



PROPOSED



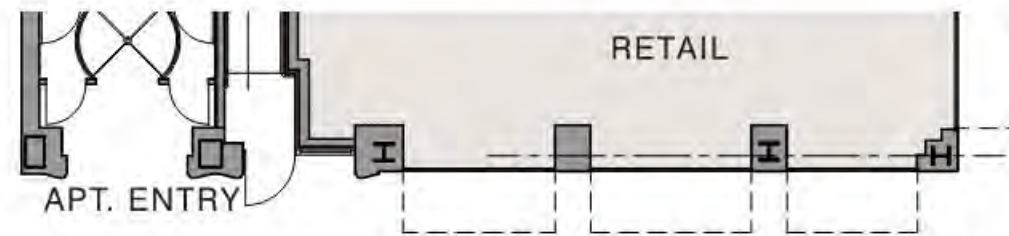
MADISON AVENUE STOREFRONT | EXISTING / PROPOSED

828 - 850 Madison Avenue

BEYER
BLINDER
BELLE

NOTE: BUILDING DIMENSIONS AND AREAS ARE APPROXIMATE AND SUBJECT TO VERIFICATION.

2018 LPC-APPROVED STOREFRONT MASTERPLAN



69TH STREET STOREFRONT | EXISTING / PROPOSED

828 - 850 Madison Avenue

BEYER
BLINDER
BELLE

NOTE: BUILDING DIMENSIONS AND AREAS ARE APPROXIMATE AND SUBJECT TO VERIFICATION.

2018 LPC-APPROVED STOREFRONT MASTERPLAN

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828-850 Madison Retail, LLC
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RMB 828/850 Madison Avenue Tenant LLC
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New York, NY

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B-Scale

DOB NOW: #M00838495-11

Issue	Revision

MAXIME'S
EATING & DRINKING ESTABLISHMENT
828 MADISON AVENUE
NEW YORK, NY 10021

Drawing Title	PROPOSED EXTERIOR ELEVATIONS & SCHEDULES
Drawing No.	A-201.00
Page No.	03 OF 14
Original Issue Date	06/16/2023
Drawn By:	IT
Scales:	AS NOTED



3 PARTIAL ELEVATION-SOUTH FACADE
SCALE: 1/8" = 1'-0"



2 PARTIAL ELEVATION-NORTH FACADE
SCALE: 1/8" = 1'-0"



1 PARTIAL ELEVATION-EAST FACADE
SCALE: 1/8" = 1'-0"

STOREFRONT SCHEDULE					
#	DESCRIPTION	HEIGHT (VIF)	WIDTH (VIF)	LITE	NOTES
ST-01	EXTG. TO BE RESTORED	+/-9'-0"	11'-11"	N/A EXTG. TO REMAIN	BR TO MATCH EXTG.
ST-02	EXTG. TO BE RESTORED	+/-9'-0"	11'-11"	N/A EXTG. TO REMAIN	BR TO MATCH EXTG.
ST-03	NEW STOREFRONT INFILL	+/-8'-5"	+/-10'-4"	INSULATED GLASS	BR TO MATCH EXTG.
ST-04	EXTG. TO BE RESTORED	+/-9'-0"	+/-11'-11"	N/A EXTG. TO REMAIN	BR TO MATCH EXTG.
ST-05	EXTG. TO BE RESTORED	+/-9'-0"	+/-11'-11"	N/A EXTG. TO REMAIN	BR TO MATCH EXTG.
ST-06	EXTG. TO BE RESTORED	+/-9'-0"	+/-11'-11"	N/A EXTG. TO REMAIN	BR TO MATCH EXTG.
ST-07	EXTG. TO BE RESTORED	+/-9'-3"	+/-11'-11"	N/A EXTG. TO REMAIN	BR TO MATCH EXTG.
ST-08	NEW STOREFRONT INFILL	+/-9'-3"	+/-11'-1"	INSULATED GLASS	BR TO MATCH EXTG.
ST-09	EXTG. STOREFRONT	+/-9'-5"	+/-12'-5"	N/A EXTG. TO REMAIN	EXTG. BR
ST-10	NEW STOREFRONT TO REPLACE EXTG. IN PLACE	+/-9'-5"	+/-10'-2"	INSULATED GLASS	BR TO MATCH EXTG.
ST-11	EXTG. STOREFRONT - NO WORK	+/-9'-5"	+/-13'-8"	N/A EXTG. TO REMAIN	EXTG. BR
ST-12	EXTG. STOREFRONT - NO WORK	+/-9'-5"	+/-11'-8"	N/A EXTG. TO REMAIN	EXTG. BR
ST-13	EXTG. STOREFRONT - NO WORK	+/-9'-5"	+/-8'-8"	N/A EXTG. TO REMAIN	EXTG. BR

GENERAL STOREFRONT NOTES:
1. ALL NEW STOREFRONT FRAMES AND DOORS TO BE INSTALLED WITHIN EXISTING MASONRY OPENINGS WITH BRONZE FINISH TO MATCH EXISTING STOREFRONT FRAMES. BRONZE FINISHES TO BE PROVIDED FOR NEW STOREFRONT TO CONFIRM MATCH WITH EXISTING ASSEMBLIES-TO-REMAIN.
2. MASONRY OPENING DIMENSIONS TO BE V.I.F. TO DETERMINE FINAL FRAME DIMENSIONS OF PROPOSED STOREFRONT AND ENTRY SYSTEMS.

ABBREVIATIONS:
BR BRONZE

DOOR SCHEDULE															
#	LOCATION FROM	LOCATION TO	WIDTH	HEIGHT	THICKNESS	LEAF WIDTH	LABEL	ACTION	ELEVATION KEY	METAL	METAL/GLASS	FINISH	FRAME	HINGE	CLOSER
D-1	MADISON AVE.	LOBBY	6'-0"	7'-0"	1 3/4"	3'-0"	-	D. SWING		X	BR	X	BR	X	AB
D-2	MADISON AVE.	LOUNGE	6'-0"	7'-4"	1 3/4"	3'-0"	-	D. SWING		X	BR	X	BR	X	AB
D-3	E70TH ST.	STAIR D	3'-0"	7'-6"	1 3/4"	-	-	S. SWING	X	P		X	P	X	SB

LATCH / LOCK / FUNCTION			
ENT	ENTRANCE LOCKSET		
PR	PRIVACY LOCK		
PS	PASSAGE LATCH		
EX	EXIT LOCKSET		
ST	STOREROOM LOCK		
PH	PANIC HARDWARE		
CL	CLASSROOM LOCK		
MC	MAGNETIC CATCH		
DL	DEAD LATCH		
DU	DUMMY KNOB		
CB	COMBINATION LOCK/EXIT LATCH		
PL	PUSH LATCH		

FINISH NOTES:			
ABBREV.	US #	BHMA	
BR	---	---	BRONZE
P	400	---	PRIMED FOR PAINT FINISH
PC	---	---	POWDERCOATED
PB	US3	632	POLISHED BRASS
DB	US4	606	DULL BRASS
AB	US5	609	ANTIQUE BRASS
SB	US10	612 / 639	SATIN BRONZE
DB	US10B	613 / 640	DARK BRONZE
PC	US26	625 / 651	POLISHED CHROME
32	US29	629	POLISHED ST. STEEL
32D	US22D	630	SOLID ST. STEEL BRUSHED FIN.
26D	US26D	652	SATIN/DULL CHROME PLATE STL.
PV	---	---	PAINT GRADE VENEER
STV	---	---	STAIN GRADE VENEER

SADDLE TYPES:			
ABBREV.	SIZE	FINISH	DESCRIPTION/MODEL
ST	6 1/2" W	STONE	FULL ENTRY STOREFRONT LENGTH (ADA)
S2	3" W X 1 1/2" H	BRONZE	177 SADDLE PEAKMO 75/3R OR EQUAL (ADA)
S3	5" W X 1 1/2" H	D. BRONZE	ALUM. SADDLE PEAKMO 171D OR EQUAL (ADA)

MISC. NUMBERED NOTES			
1.	EGRESS/MOTION SENSOR BY SECURITY VENDOR		
2.	TOP MORTISE ELECTRO MAGNETIC LOCK BY SCHLAGE MODEL GF 1800 OR EQUAL. (1) PER DOOR LEAF		

2023 LPC-APPROVED
STOREFRONT MODIFICATIONS



HISTORIC BRONZE COLOR REFERENCE
AS OF RIGHT PER
828 - 850 MADISON AVENUE BUILDING MASTER PLAN



IMAGE 5 - JULY 2022 - TYPICAL STOREFRONT DISPLAY FOR REFERENCE



IMAGE 4 - JULY 2022
GRANITE BULKHEAD/CURB RETURNS TO BE REMOVED



IMAGE 3 - JULY 2022 - EXISTING MADISON STREET STOREFRONT

LEGEND

- NOT IN SCOPE, NO CHANGE
- EXISTING TO REMAIN
- EXISTING TO BE REMOVED

GENERAL SCOPE OF WORK NOTES

- NO WORK TO EXISTING STREETFRONT ALONG MADISON STREET FACADE. ALL STONE WORK IS LIMITED TO STOREFRONT INFILL, SEE A-200 SERIES.
- ALL METAL STOREFRONT INFILL TO BE EQUAL BRONZE COLOR & FINISH. EXISTING 70TH STREET DISPLAY WINDOWS TO BE USED AS COLOR & FINISH REFERENCE TO MATCH HISTORIC WINDOWS.
- CONTRACTOR TO PROTECT & SAVE ANY REMOVED LIMESTONE OR GRANITE WORK WHERE FEASIBLE.
- ALL DIMENSIONS TO BE VERIFIED IN FIELD.
- ALL CONSTRUCTION METHODS SHALL COMPLY WITH THE NYC BUILDING CODE, "SAFEGUARDS DURING CONSTRUCTION DEMOLITION".

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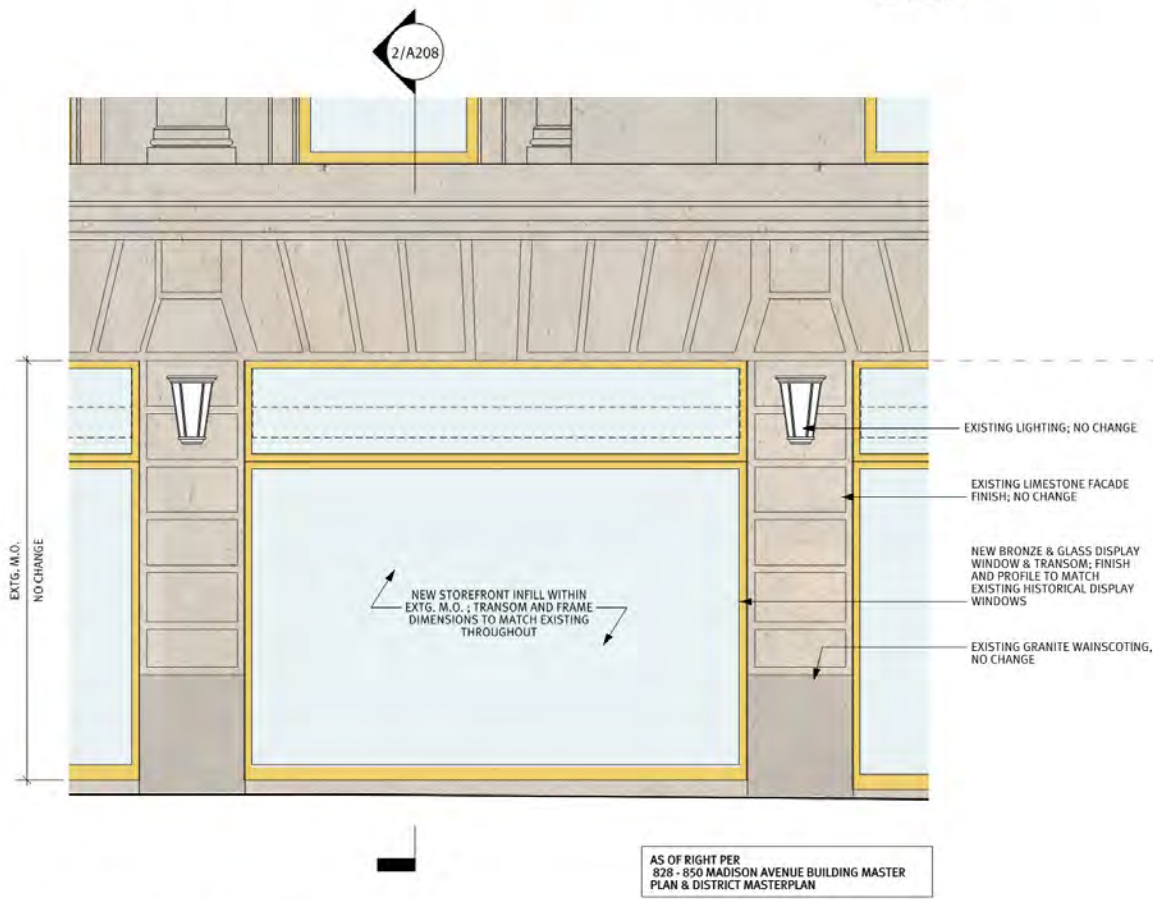
New York, NY

Lilker Associates Consulting Engineers, PC
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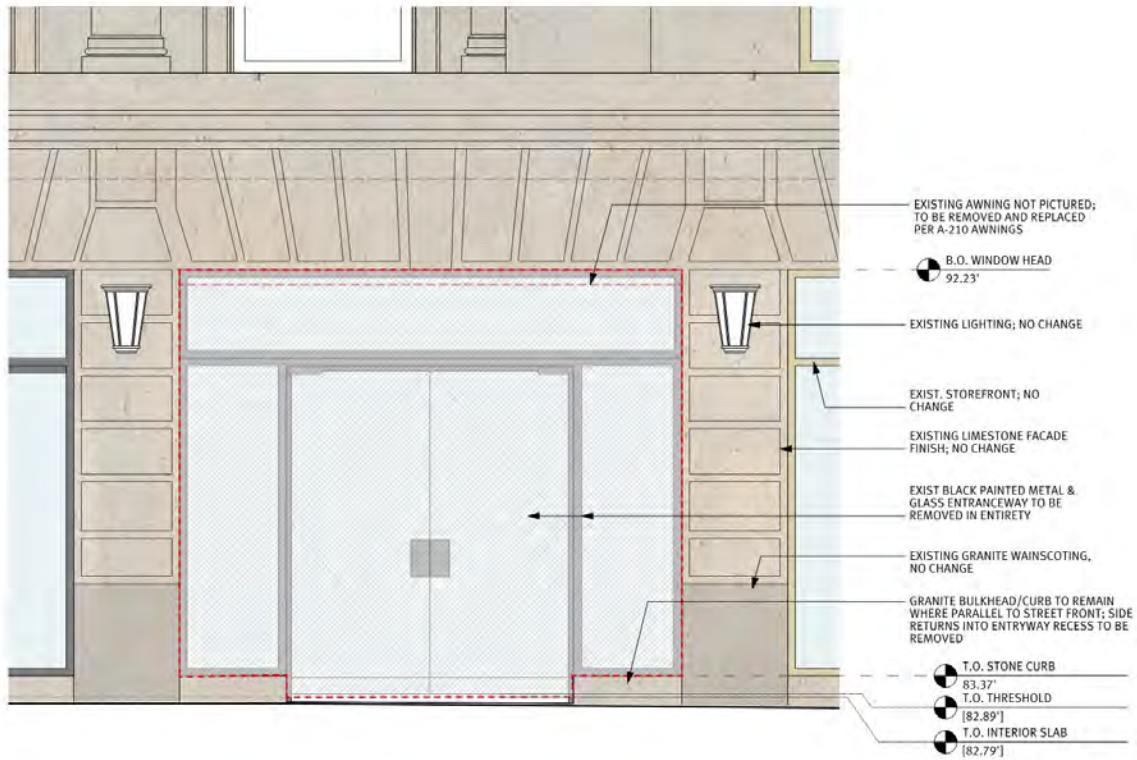
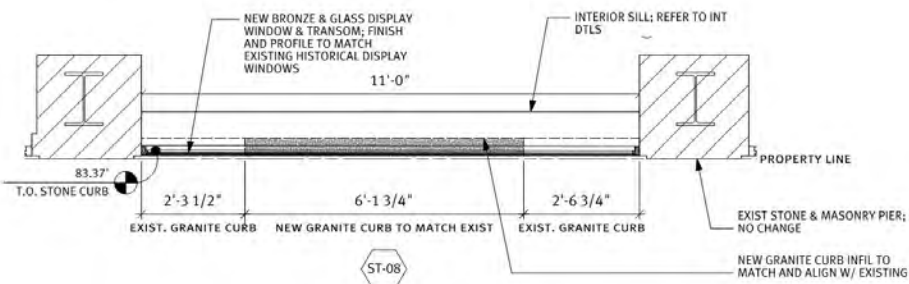
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Structural Engineer

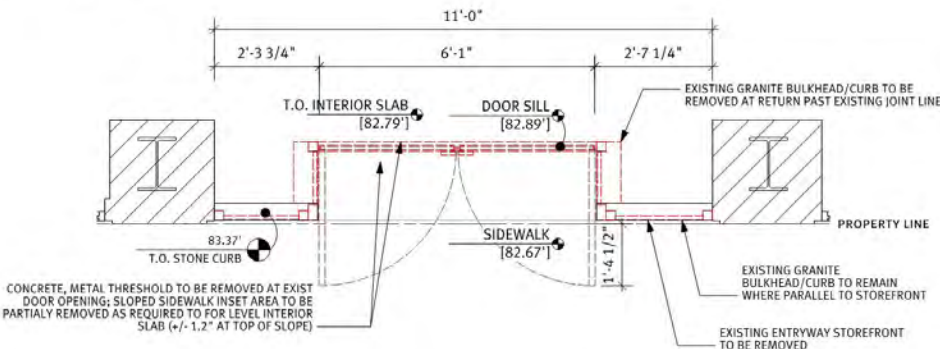
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4 PROPOSED WINDOW
SCALE: 1/2" = 1'-0"



3 EXISTING ENTRY
SCALE: 1/2" = 1'-0"



1 EXISTING ENTRY PLAN
SCALE: 1/2" = 1'-0"



B-Scan

DOB NOW: #M00838495-11

Issue	Revision

MAXIME'S
EATING & DRINKING ESTABLISHMENT
828 MADISON AVENUE
NEW YORK, NY 10021

Drawing Title
STOREFRONT ENLARGED ELEVATION

Drawing No.

A-205.00

Page No. 07 OF 14

Original Issue Date 06/16/2023

Drawn by: AV

Scale: AS NOTED

2023 LPC-APPROVED STOREFRONT MODIFICATIONS

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DOB NOW: #M00838495-11

Issue	Revision

MAXIME'S
EATING & DRINKING ESTABLISHMENT
828 MADISON AVENUE
NEW YORK, NY 10021

Drawing Title
**STOREFRONT ENLARGED
ELEVATION**

Drawing No.

A-206.00

Page No. 08 OF 14

Original Issue Date 06/16/2023

Drawn by: AV

Scale: AS NOTED



HISTORIC BRONZE COLOR REFERENCE
AS OF RIGHT PER
828 - 850 MADISON AVENUE BUILDING MASTER PLAN



IMAGE 6- JULY, 2022 - EXISTING MADISON STREET STOREFRONT

LEGEND

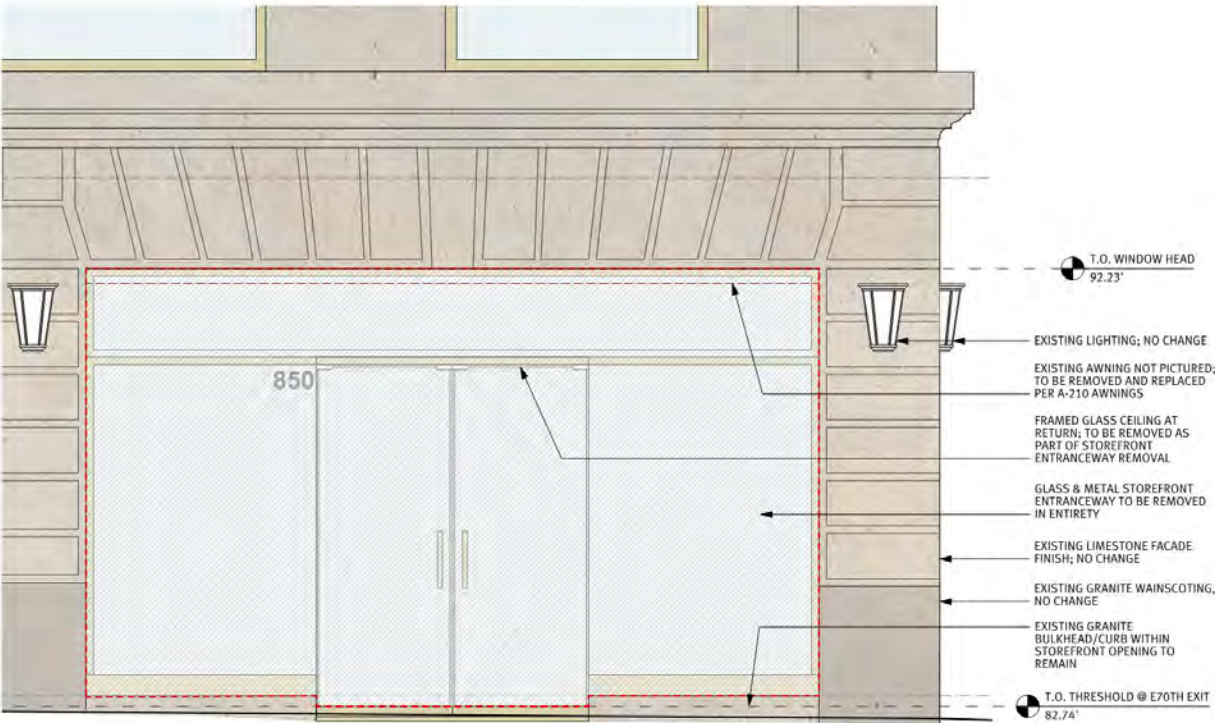
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GENERAL SCOPE OF WORK NOTES

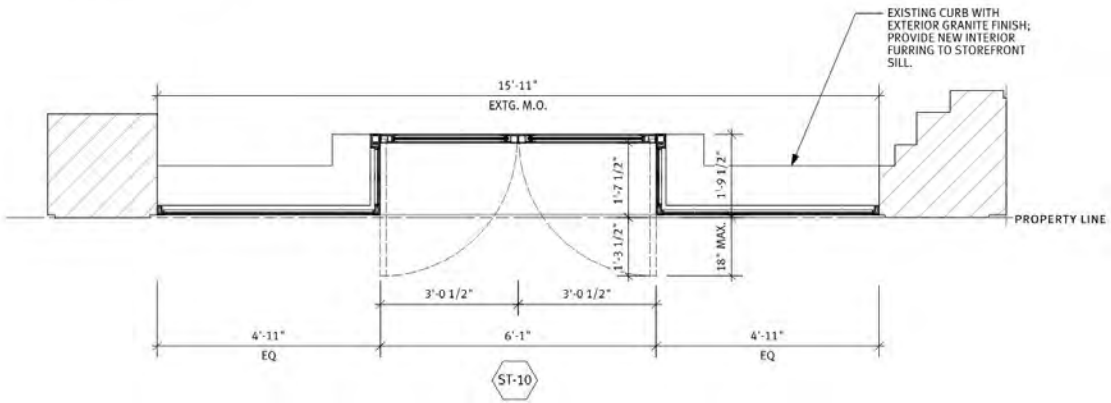
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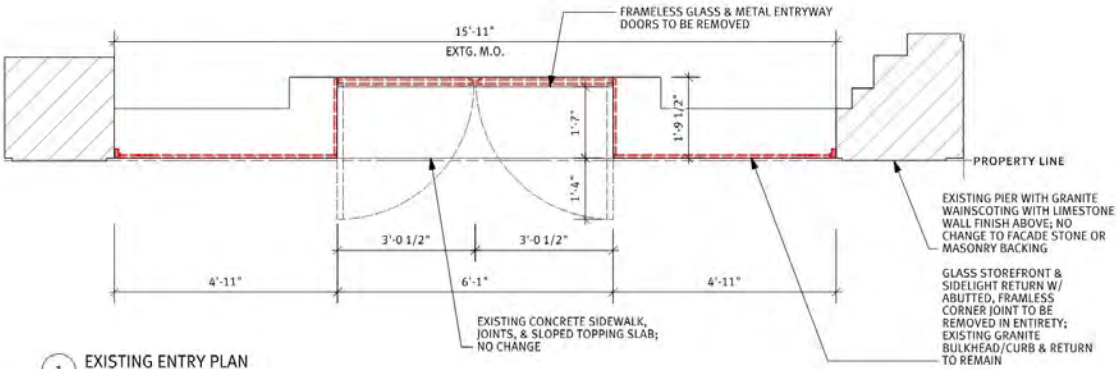
4 PROPOSED ELEVATION N.E. ENTRY
SCALE: 1/2" = 1'-0"



2 EXISTING ELEVATION N.E. ENTRY
SCALE: 1/2" = 1'-0"



PROPOSED ENTRY PLAN



1 EXISTING ENTRY PLAN
SCALE: 1/2" = 1'-0"

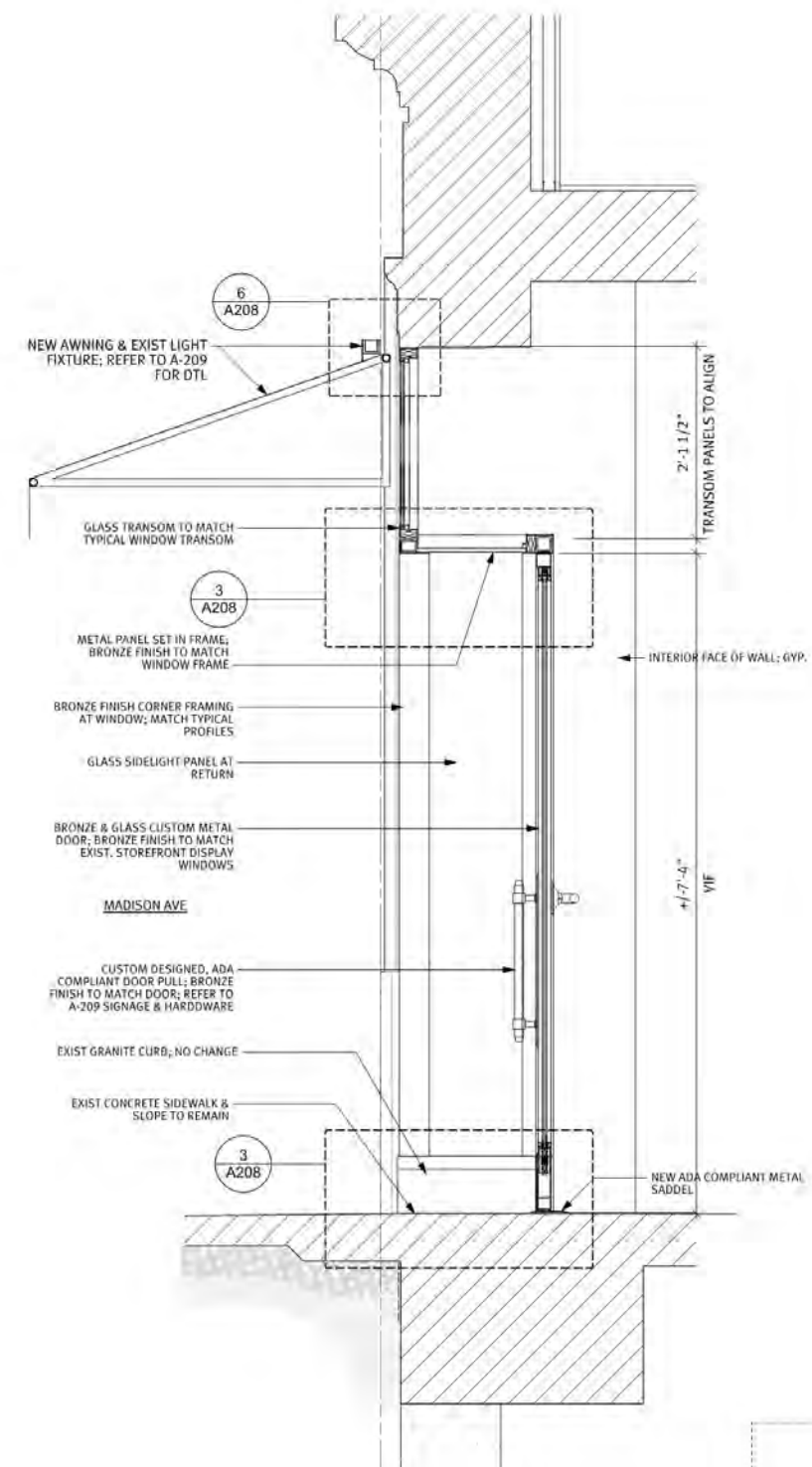
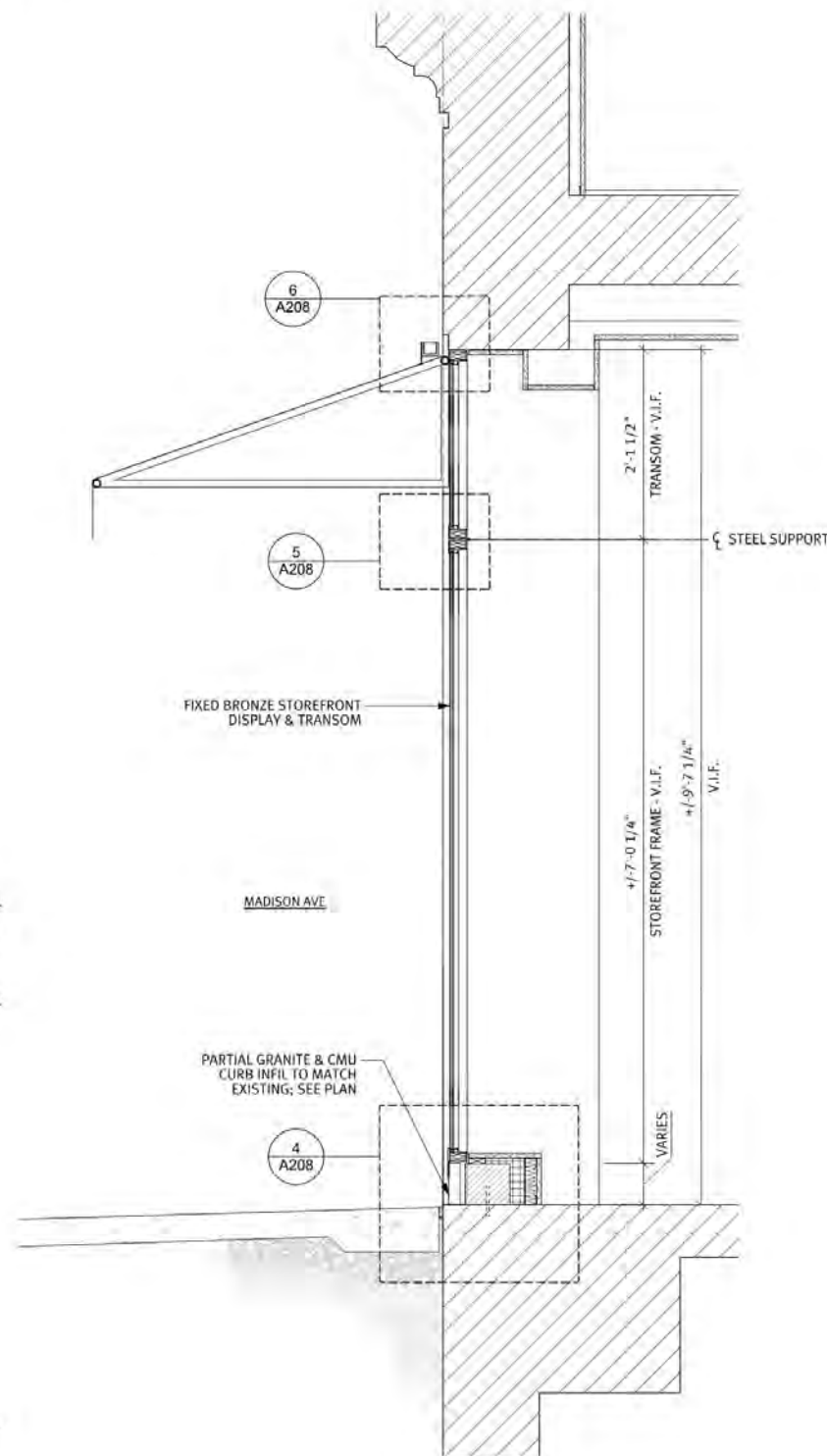
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Issue	Revision
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Scale: AS NOTED



2023 LPC-APPROVED STOREFRONT MODIFICATIONS

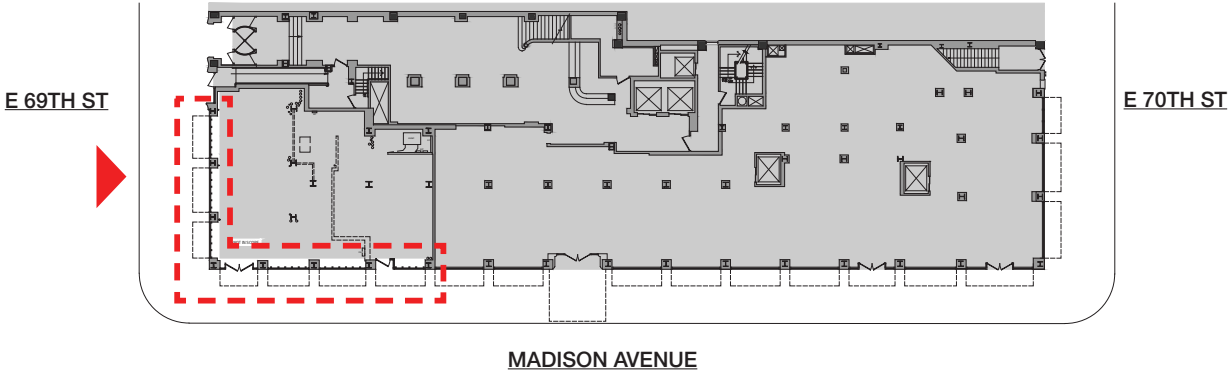


828 Madison Avenue, 1940 (Tax Photo)

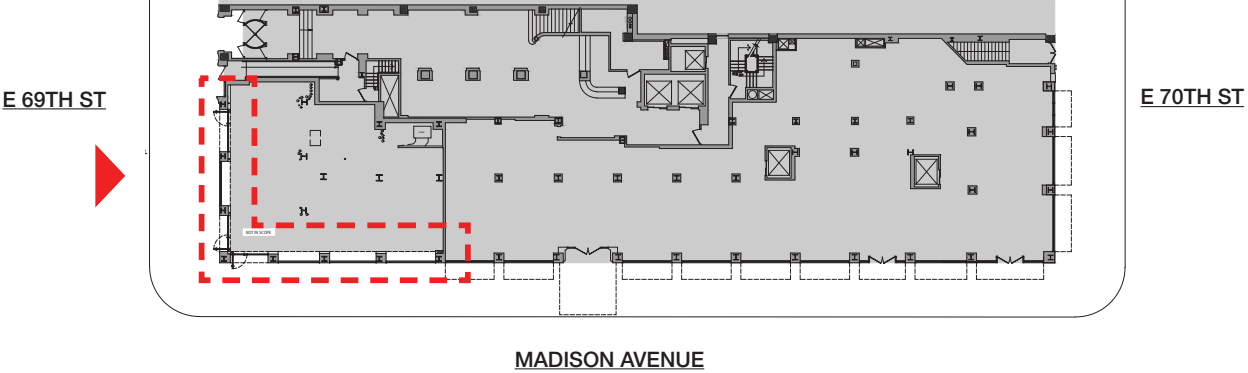
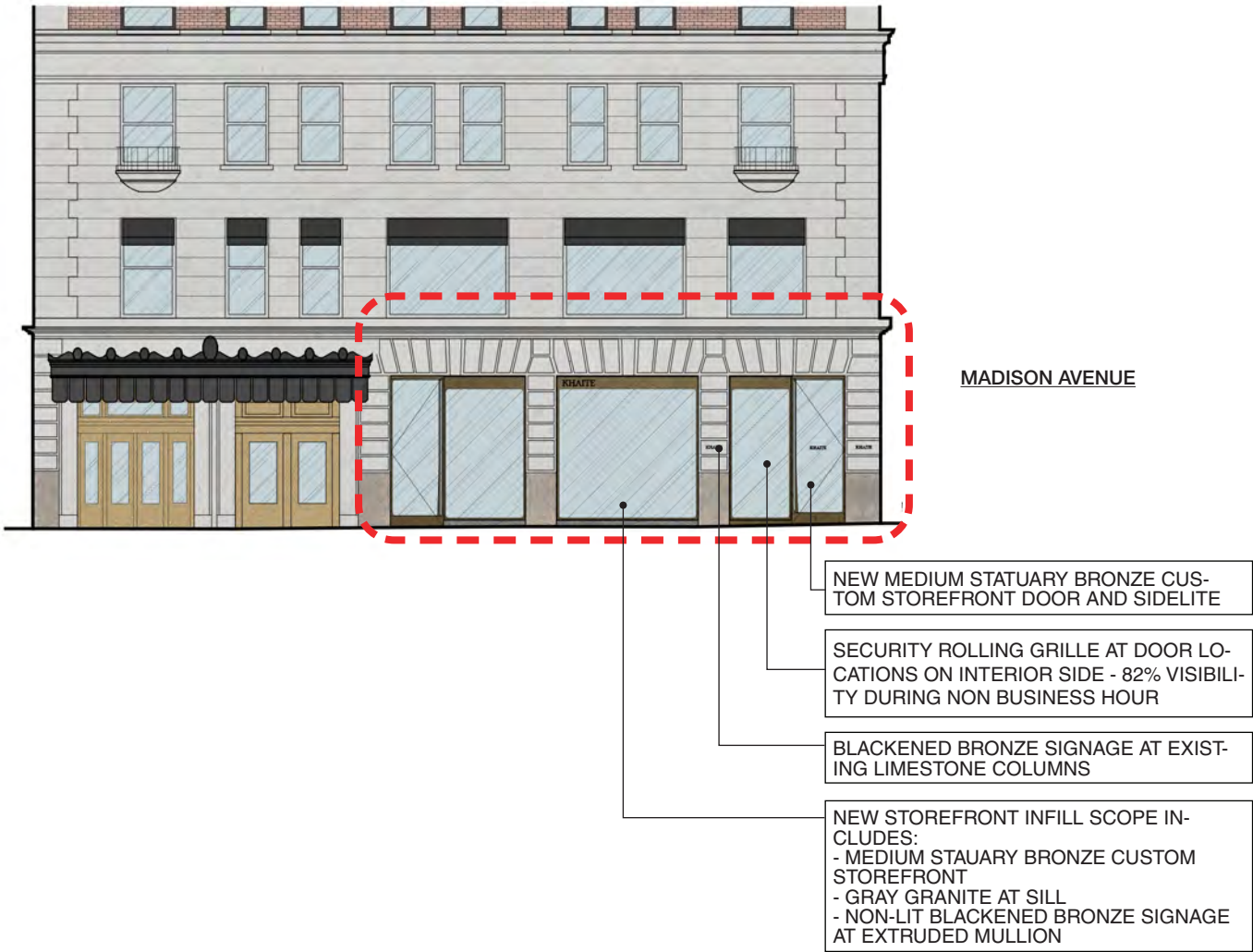


Madison Avenue, 1940 (Tax Photo)

Existing East 69th Elevation



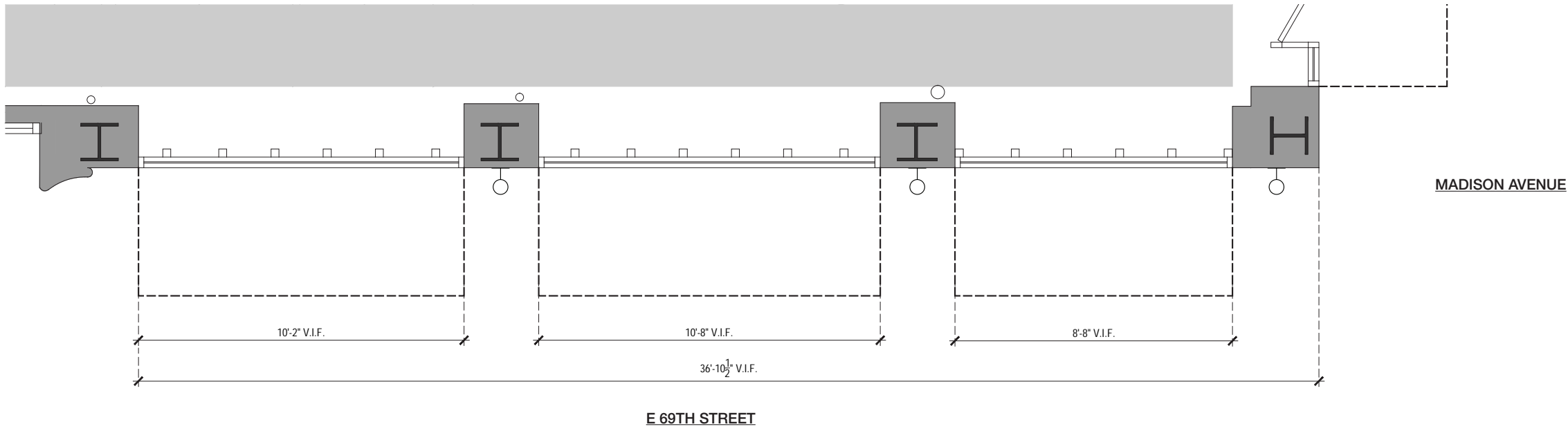
Proposed East 69th Elevation



Existing East 69th Elevation



Existing East 69th Plan



Proposed East 69th Plan

INSULATED GLAZING

GRAY GRANITE AT SILL

NON-LIT BLACK-ENED BRONZE SIGNAGE APPLIED TO EXTRUDED MULLION, SEE DETAIL

MEDIUM STATUARY BRONZE STOREFRONT INFILL

MEDIUM STATUARY BRONZE STOREFRONT DOOR AND SIDELITE

SECURITY ROLLING GRILLE AT DOOR LOCATIONS ON INTERIOR SIDE - 82% VISIBILITY DURING NON BUSINESS HOUR

SIGNAGE ETCHED INTO GLASS

BLACKENED BRONZE SIGNAGE AT EXISTING LIMESTONE COLUMNS

MADISON AVENUE

Architectural elevation drawing of a storefront for 69TH STREET. The drawing shows a series of windows and doors with security rolling grilles. Key features and dimensions include:

- Dimensions:**
 - Vertical clearances: 3'-10", 10'-2" V.I.F., 10'-8" V.I.F., 8'-8" V.I.F., and 36'-10 1/2" V.I.F.
 - Horizontal clearances: 3'-10" and 8'-8".
- Callouts and Notes:**
 - NOT IN SCOPE
 - BLACKENED BRONZE SINGAGE EMBEDDED INTO NEW CONCRETE FLOORING
 - MADISON AVENUE
 - SECURITY ROLLING GRILLE KEYSWITCH IN CONCEALED KARP BOX. FINISH TO MATCH LIMESTONE
 - SECURITY ROLLING GRILLE AT DOOR LOCATIONS ON INTERIOR SIDE - 82% VISIBILITY DURING NON BUSINESS HOUR
 - SECURITY ROLLING GRILLE AT DOOR LOCATIONS ON INTERIOR SIDE - 82% VISIBILITY DURING NON BUSINESS HOUR
 - BLACKENED BRONZE SINGAGE EMBEDDED INTO NEW CONCRETE FLOORING
 - SECURITY ROLLING GRILLE KEY-SWITCH IN CONCEALED KARP BOX. FINISH TO MATCH LIMESTONE
- Labels:**
 - 69TH STREET

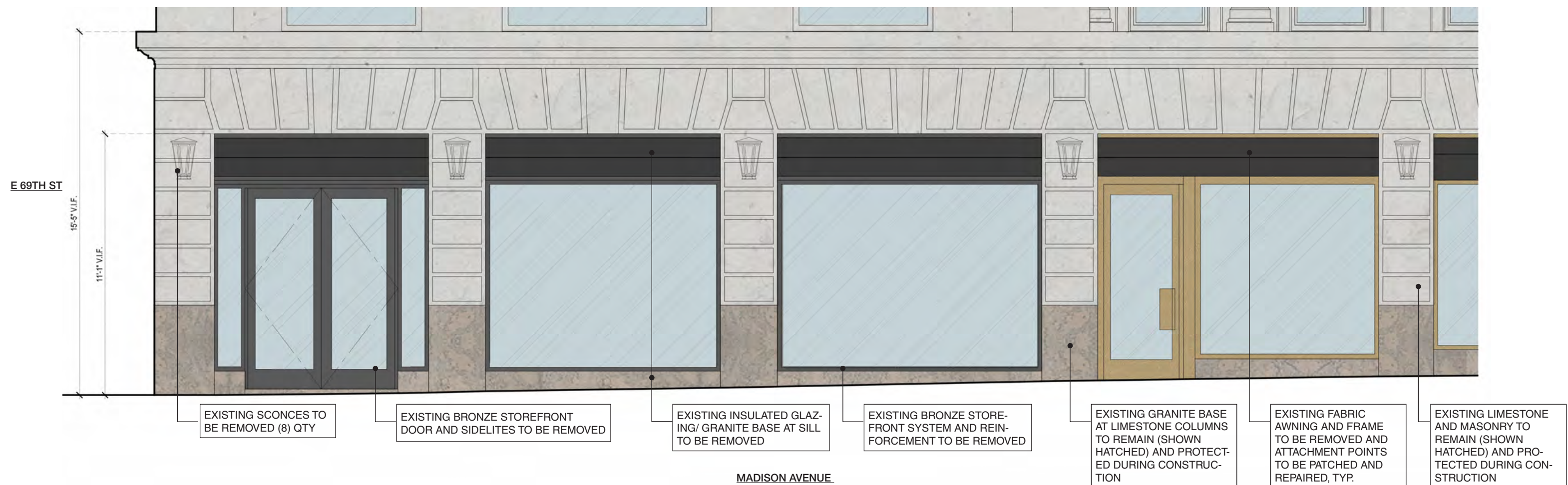
Existing Madison Avenue Elevation



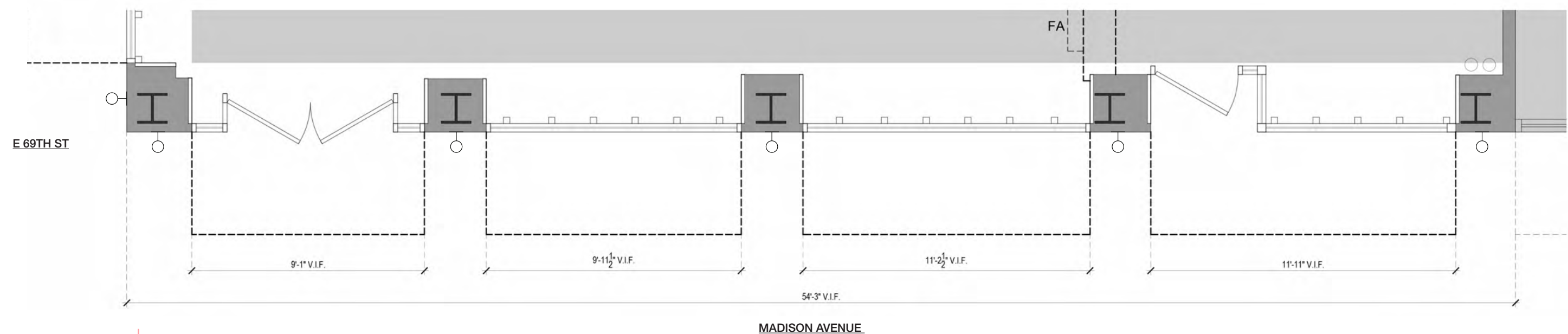
Proposed Madison Avenue Elevation



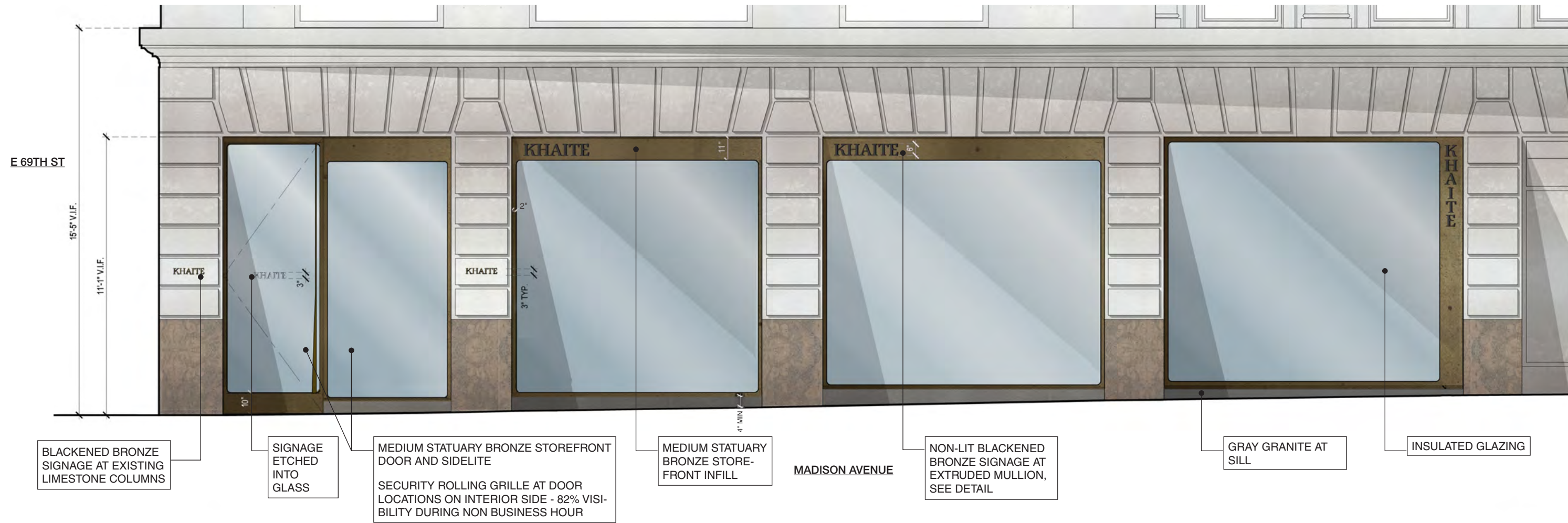
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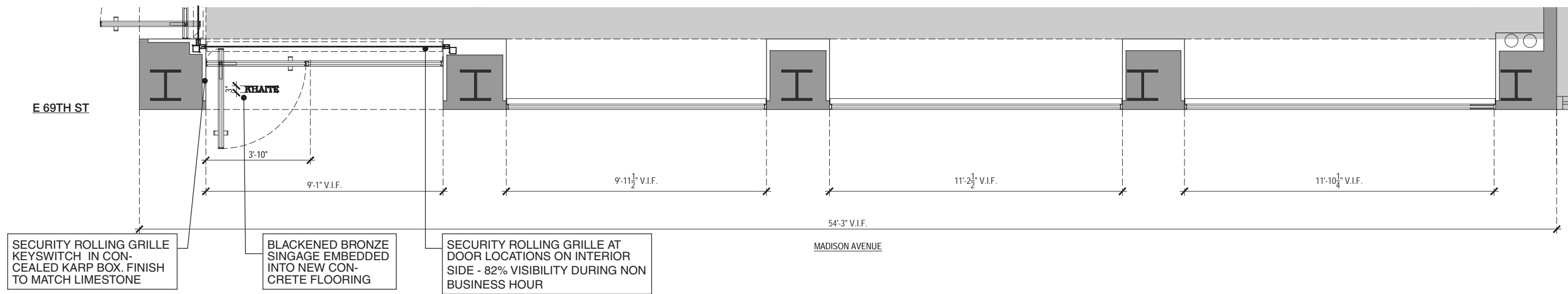
Existing Madison Avenue Plan



Proposed Madison Avenue Elevation



Proposed Madison Avenue Plan



PROPOSED STOREFRONT AND EXISTING CONDITIONS



PROPOSED STOREFRONT AND 2018 LPC-APPROVED STOREFRONT MASTERPLAN



PROPOSED STOREFRONT AND 2023 LPC-APPROVED STOREFRONT ALTERATIONS



PROPOSED STOREFRONT AND EXISTING CONDITIONS WITHOUT AWNINGS



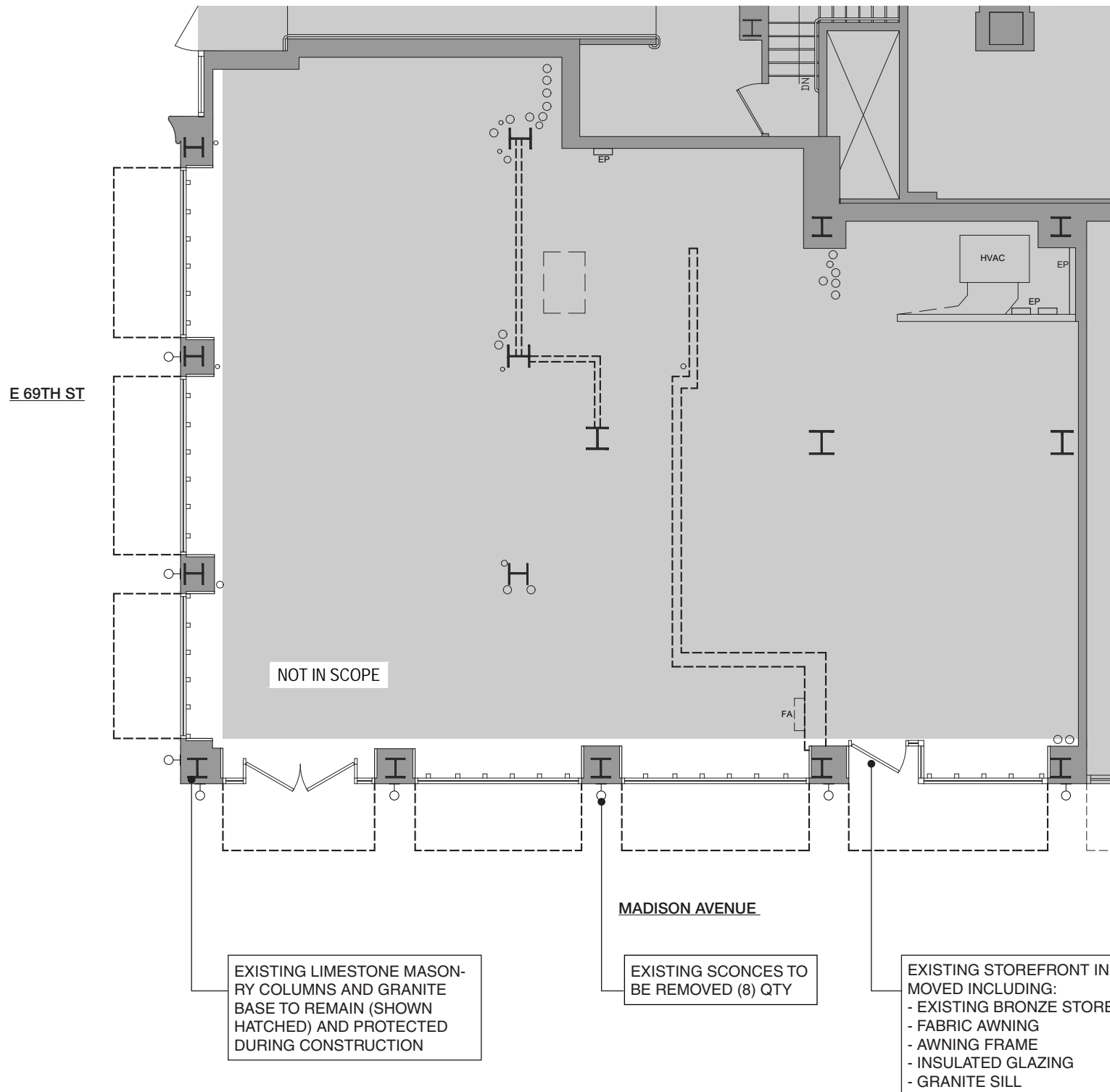
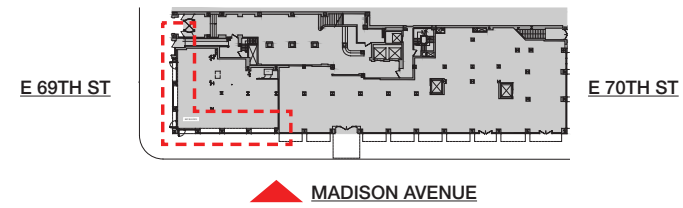
PROPOSED STOREFRONT AND 2018 LPC-APPROVED STOREFRONT MASTERPLAN WITHOUT AWNINGS



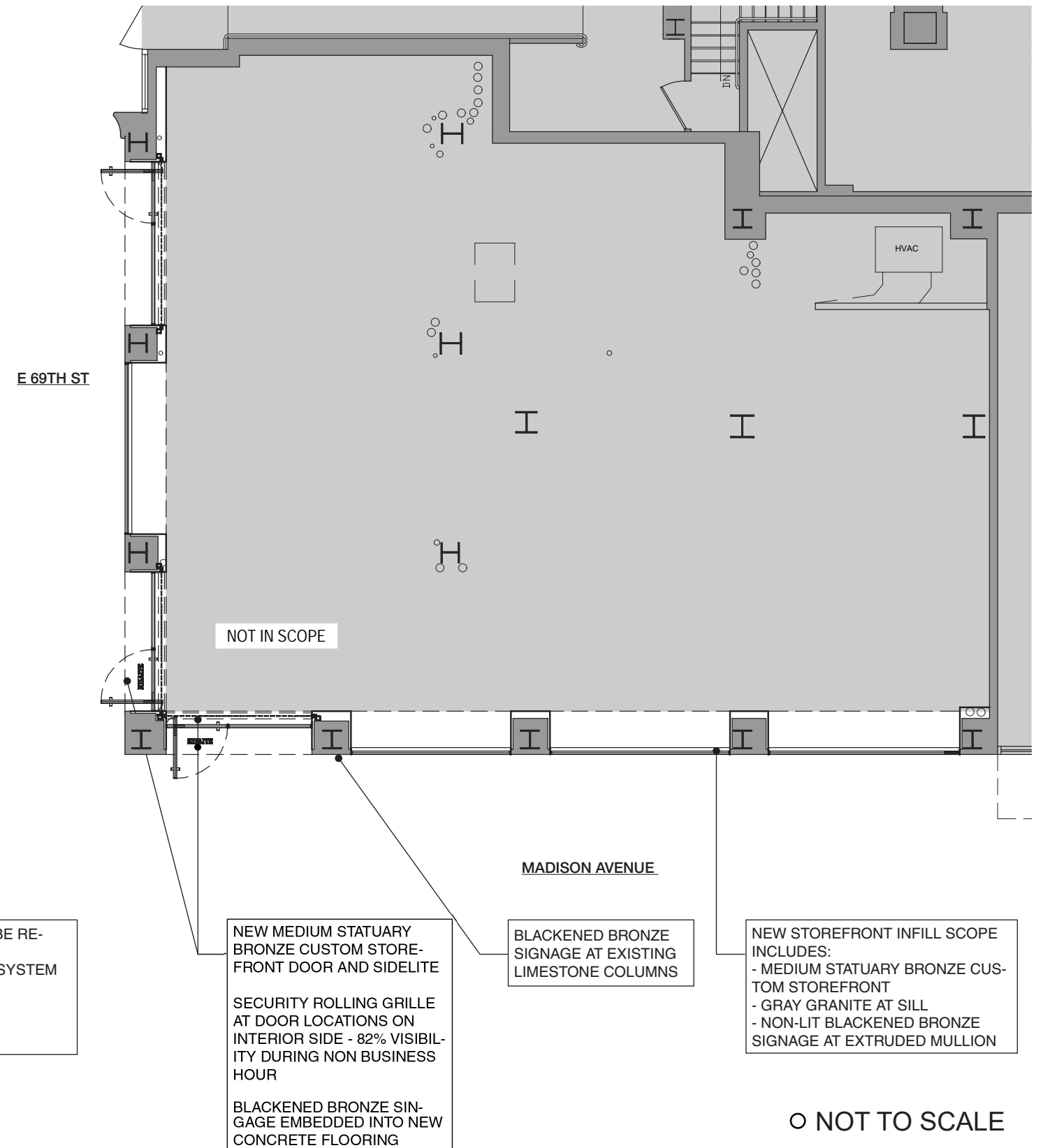
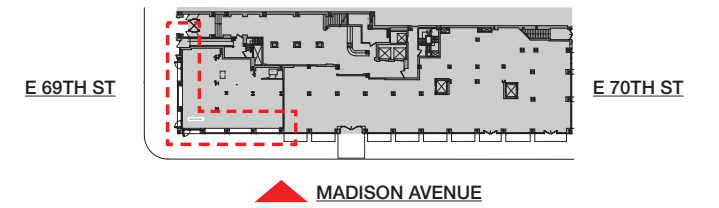
PROPOSED STOREFRONT AND 2023 LPC-APPROVED STOREFRONT ALTERATIONS WITHOUT AWNINGS



Existing First Floor Plan

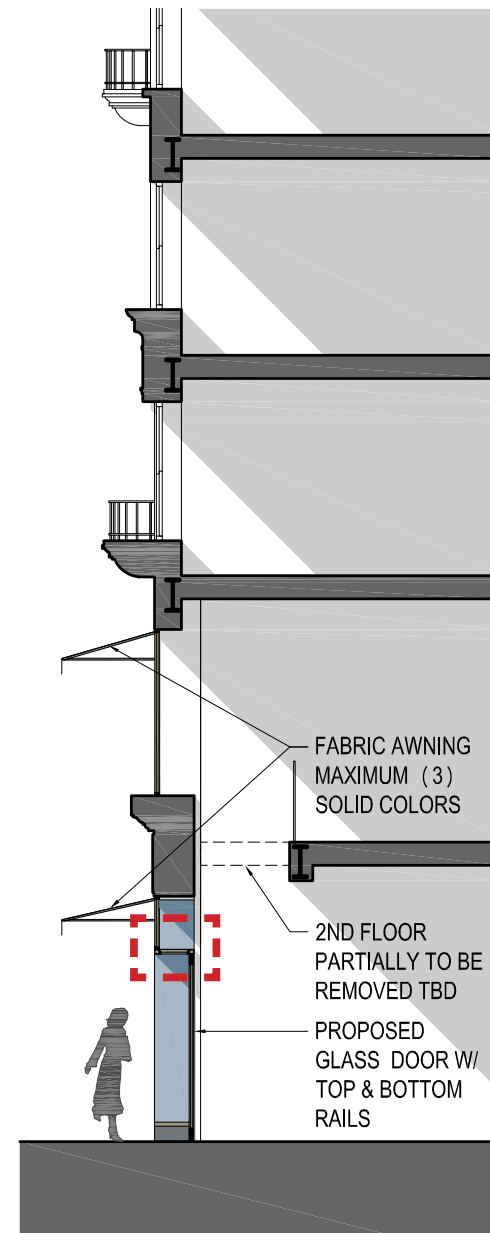
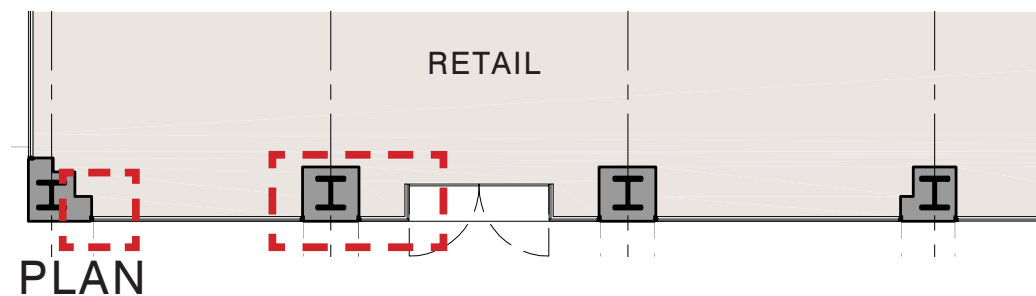


Proposed First Floor Plan

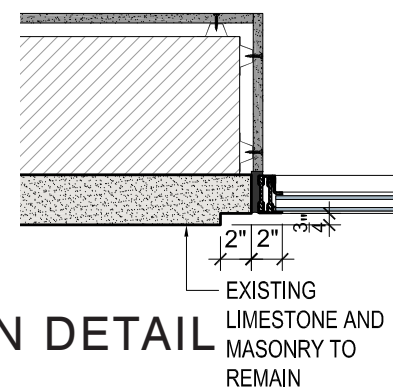




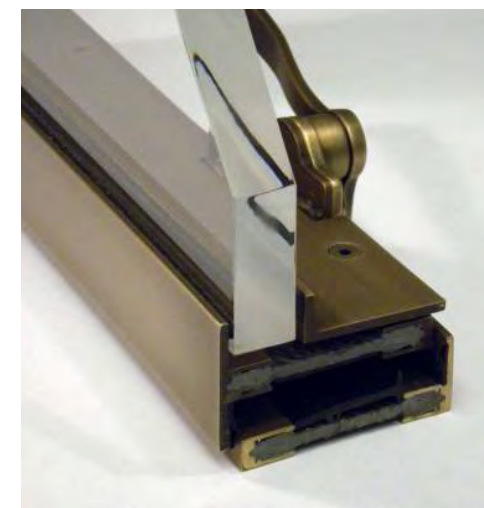
ELEVATION



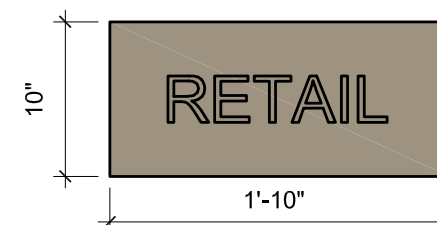
WALL SECTION



PLAN DETAIL

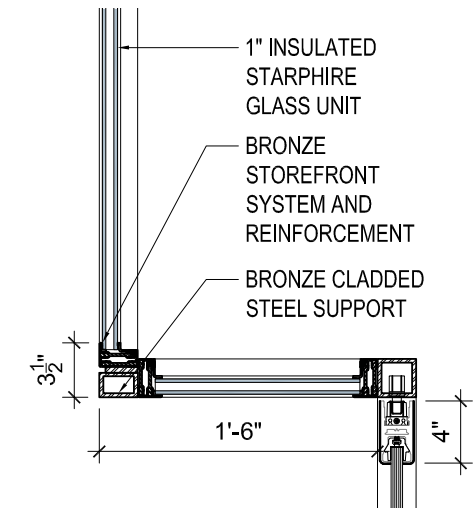


STOREFRONT

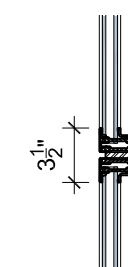


MAXIMUM 10"x22" BRONZE PLAQUE OR BRONZE LETTERS PIN MOUNTED ON CENTER OF DESIGNATED LIMESTONE QUOINS, ONE PER STORE

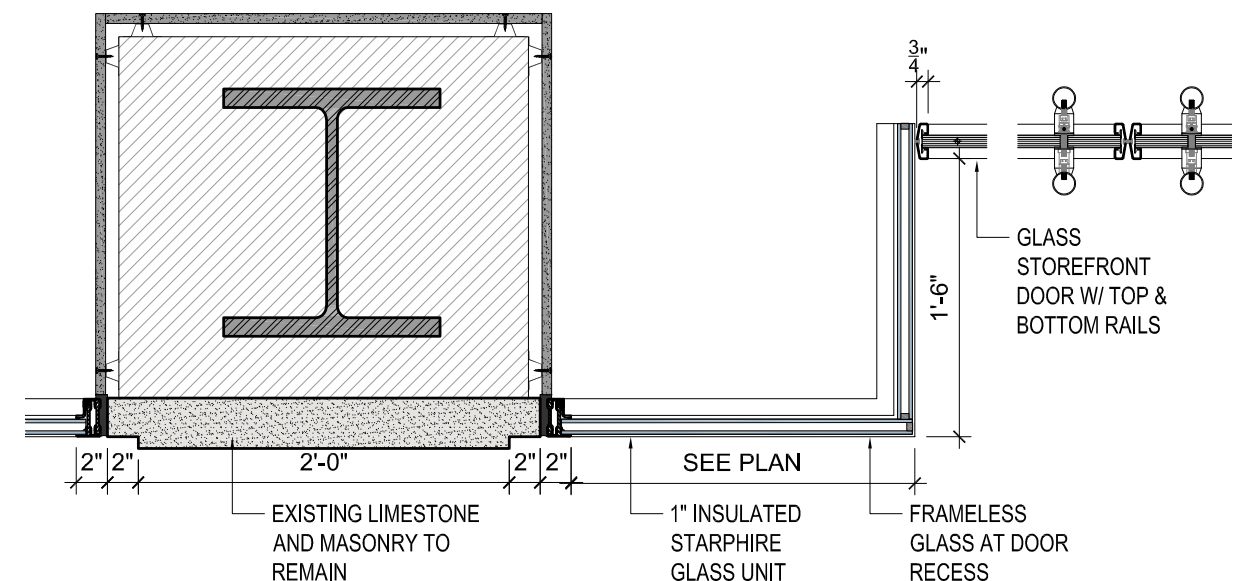
PLAQUE DIMENSION



DOOR RECESS



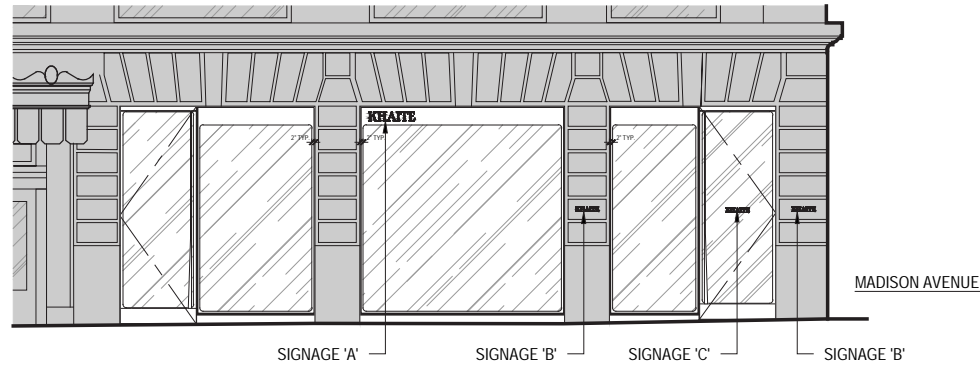
FIXED MULLION



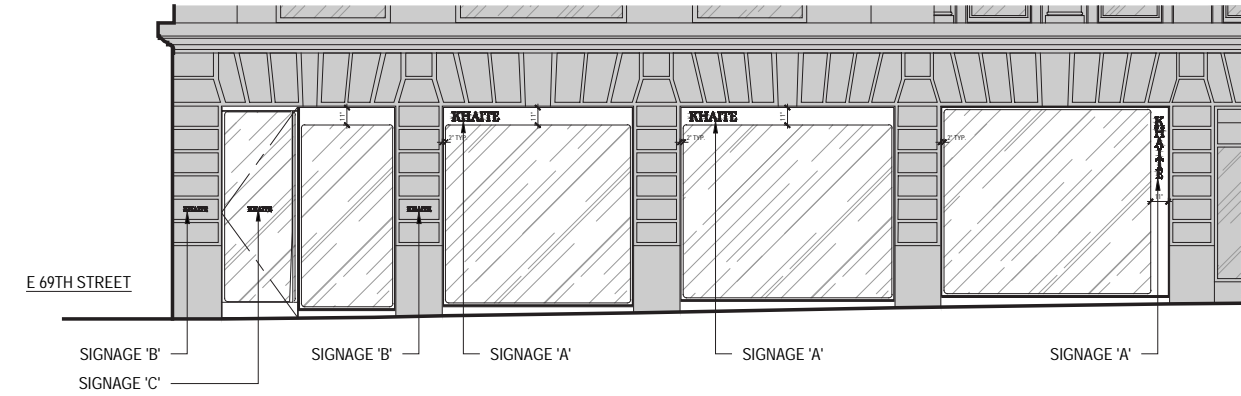
STOREFRONT DETAILS | PROPOSED SOUTH TOWER

828 - 850 Madison Avenue

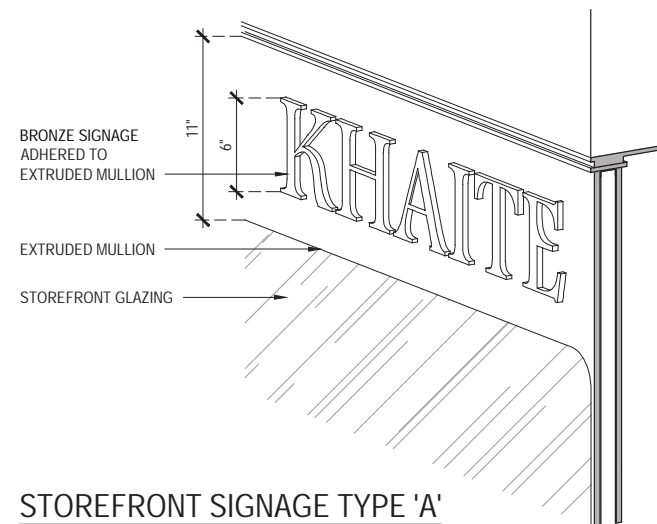
March 13, 2018



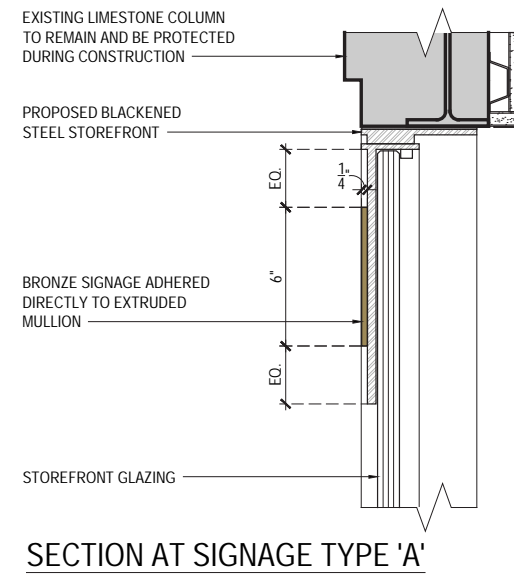
E 69TH STREET STOREFRONT ELEVATION



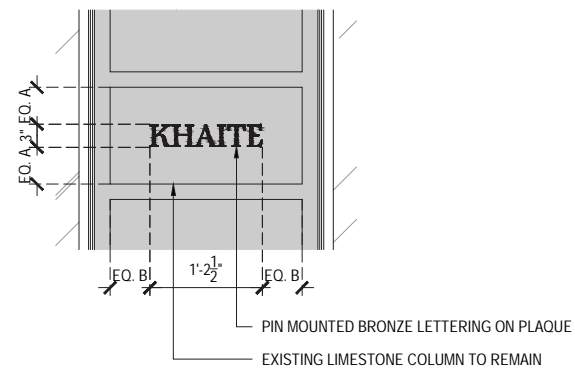
MADISON AVENUE STOREFRONT ELEVATION



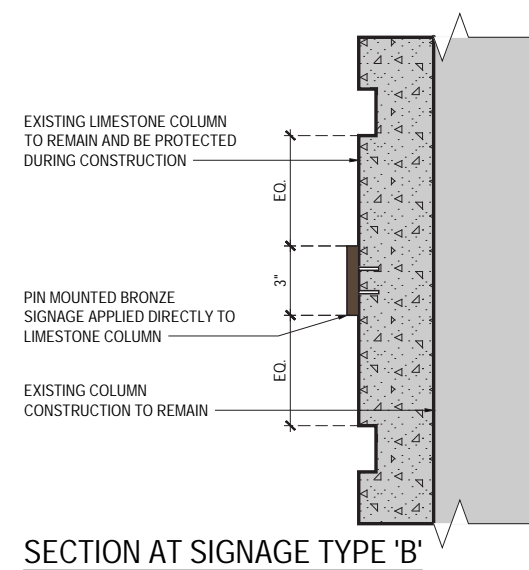
STOREFRONT SIGNAGE TYPE 'A'



SECTION AT SIGNAGE TYPE 'A'



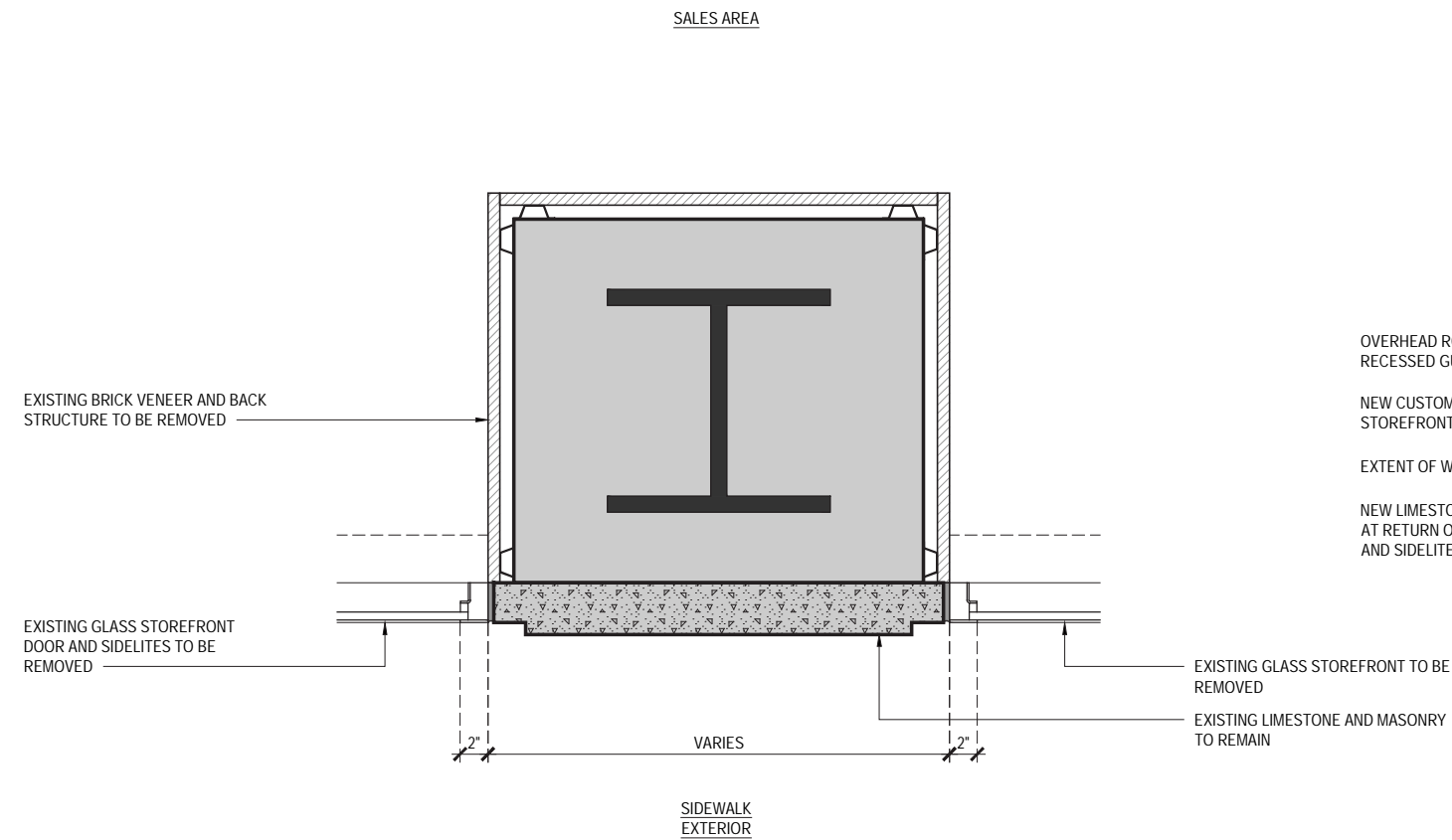
STOREFRONT SIGNAGE TYPE 'B'



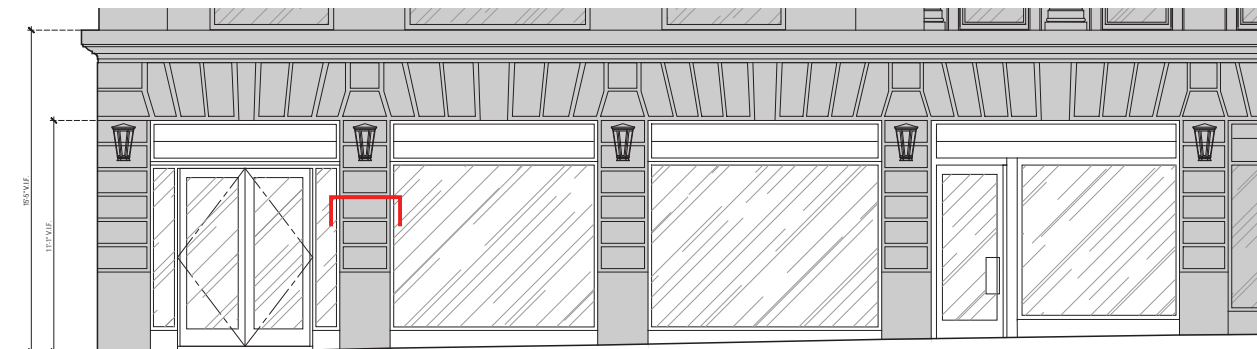
SECTION AT SIGNAGE TYPE 'B'



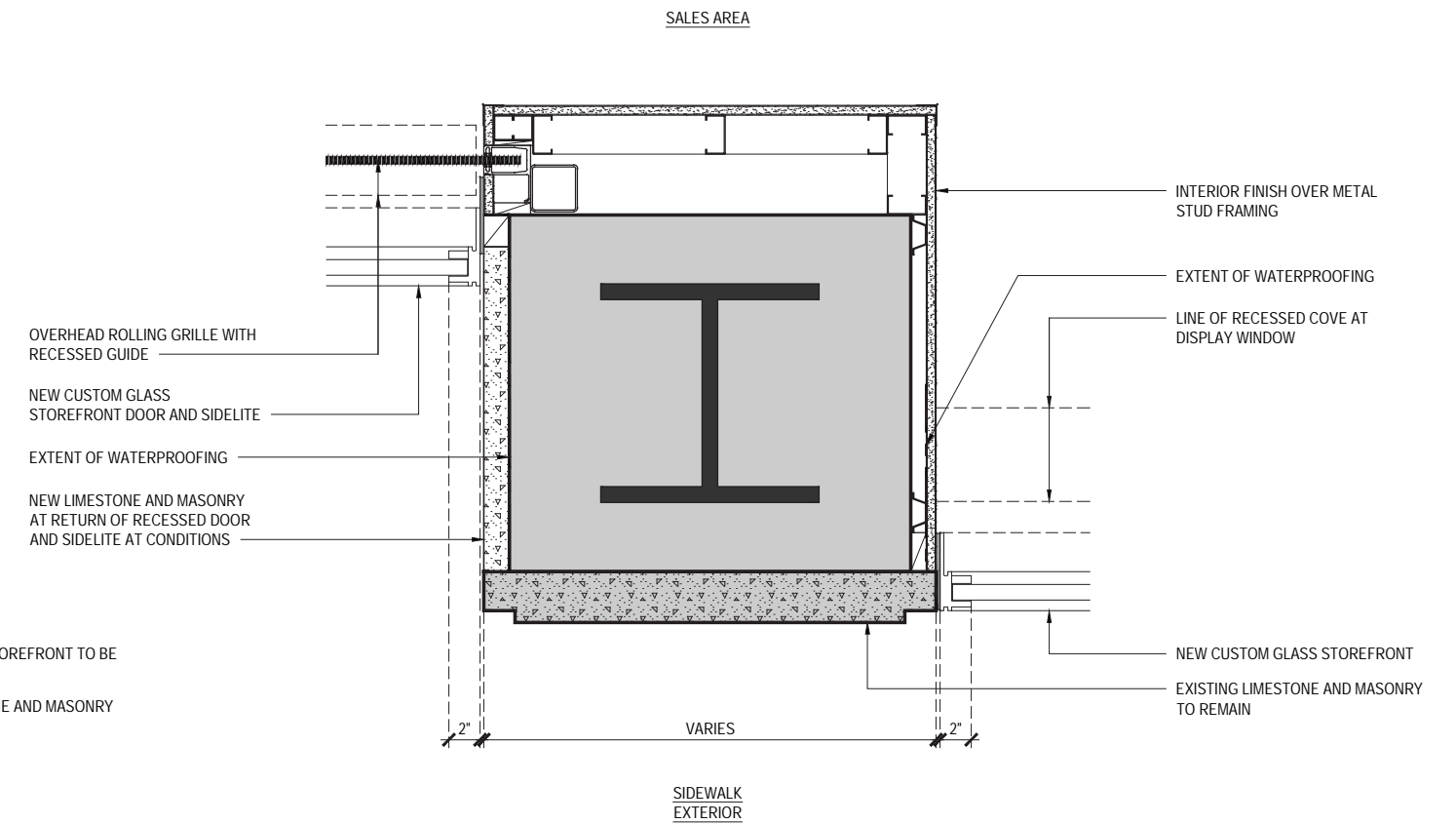
SIGNAGE TYPE 'C'
SIGNAGE 3"H ETCHED INTO GLAZING



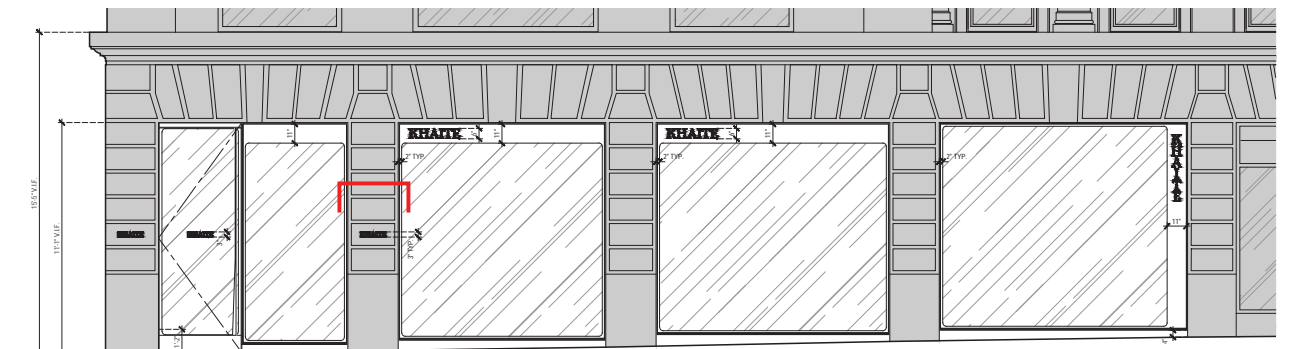
APPROVED MASTER PLAN STOREFRONT DETAIL



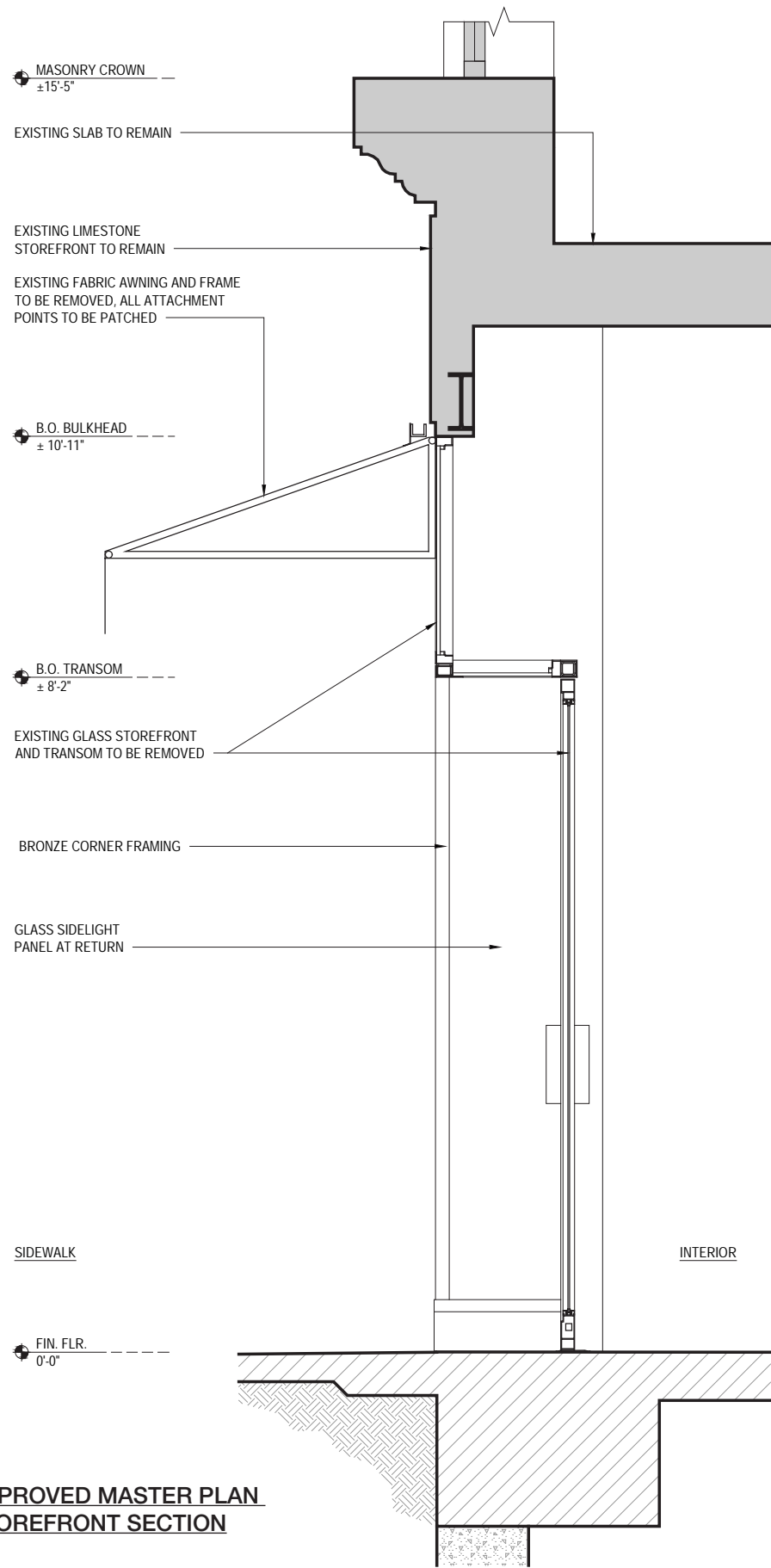
APPROVED MASTER PLAN ELEVATION



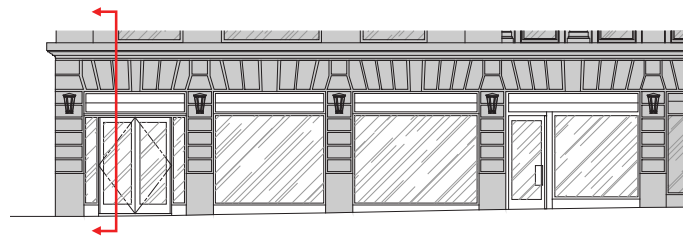
PROPOSED STOREFRONT DETAIL



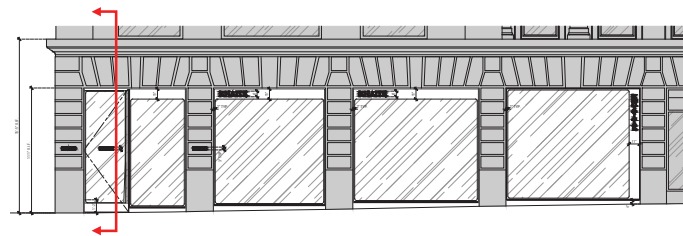
PROPOSED ELEVATION



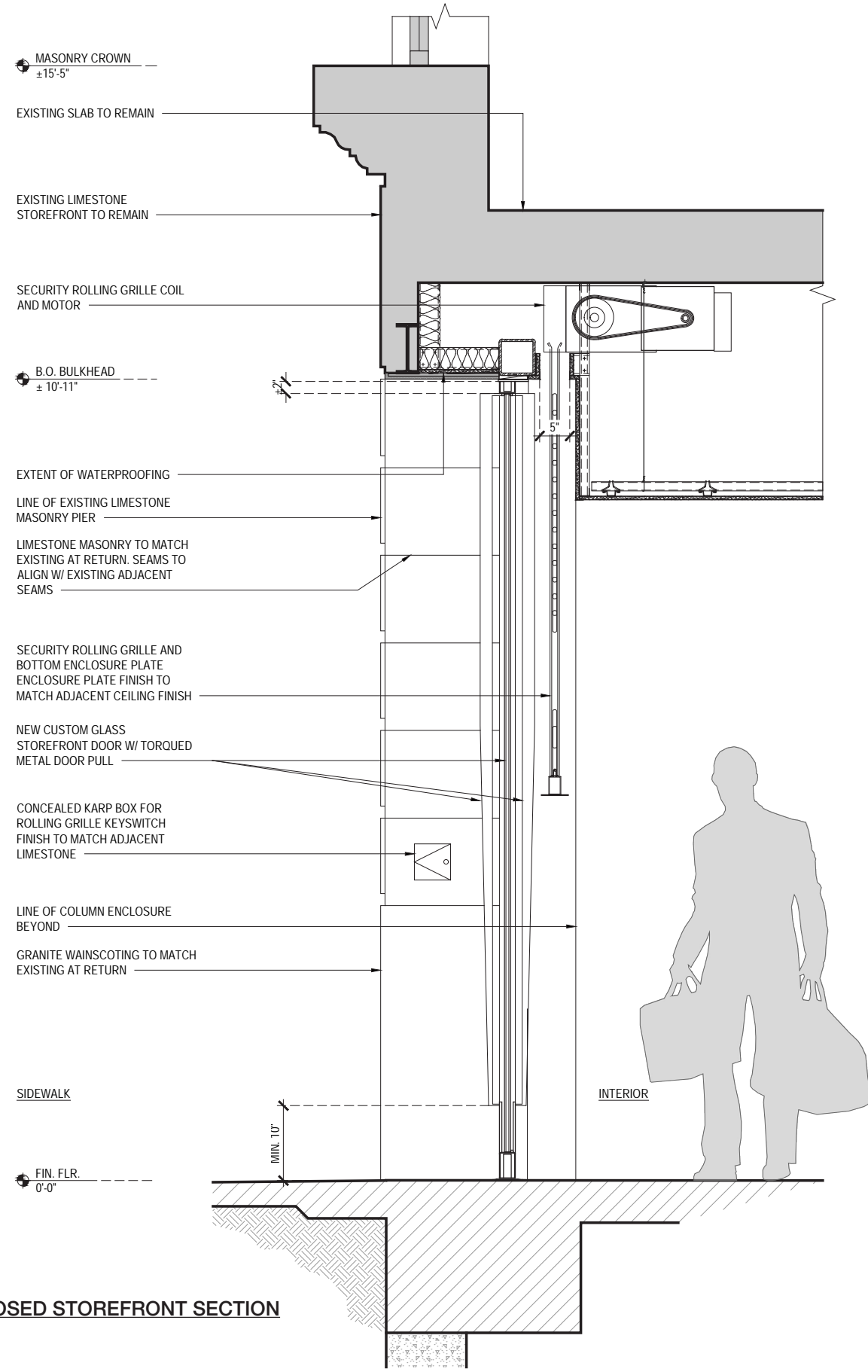
APPROVED MASTER PLAN
STOREFRONT SECTION



EXISTING ELEVATION

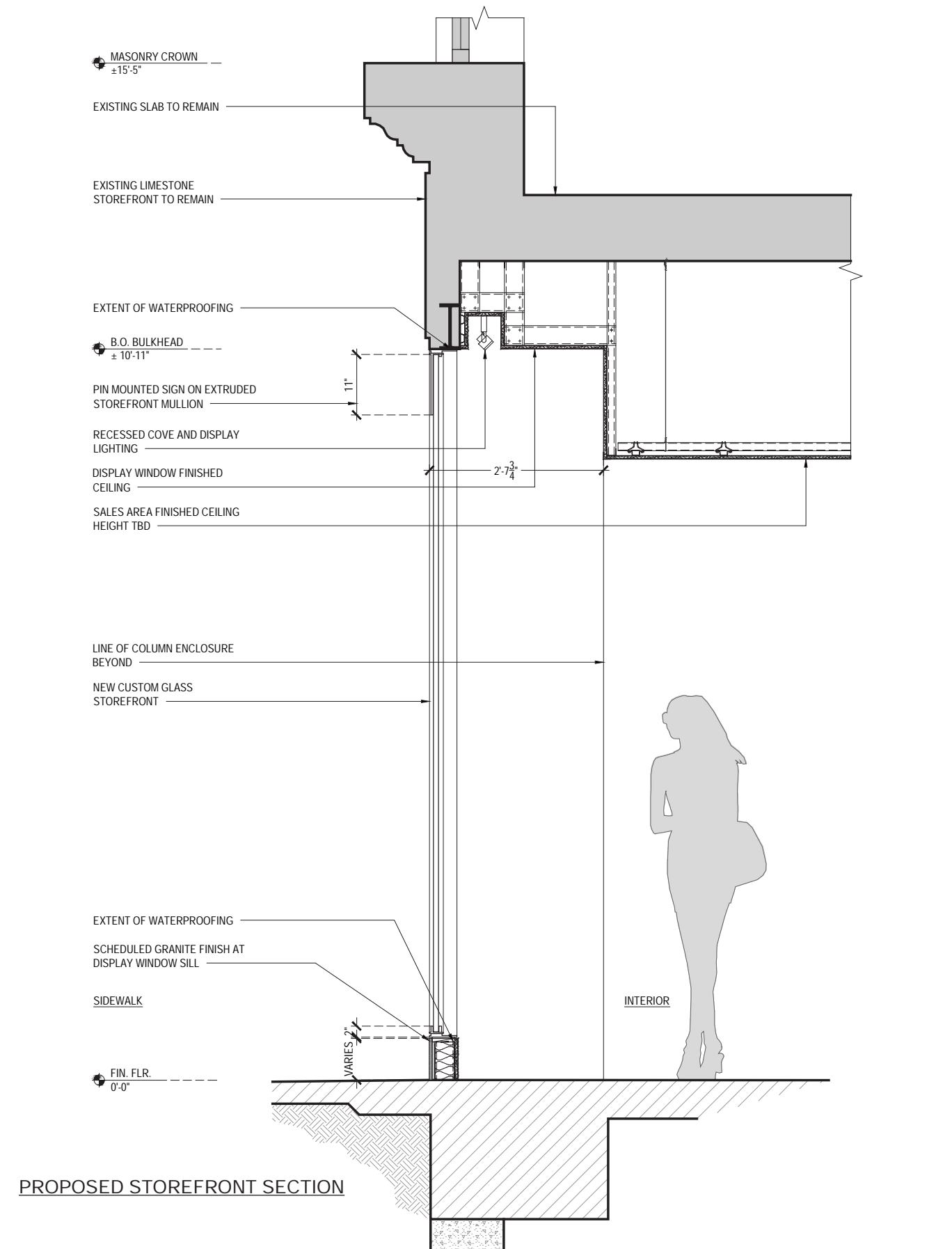
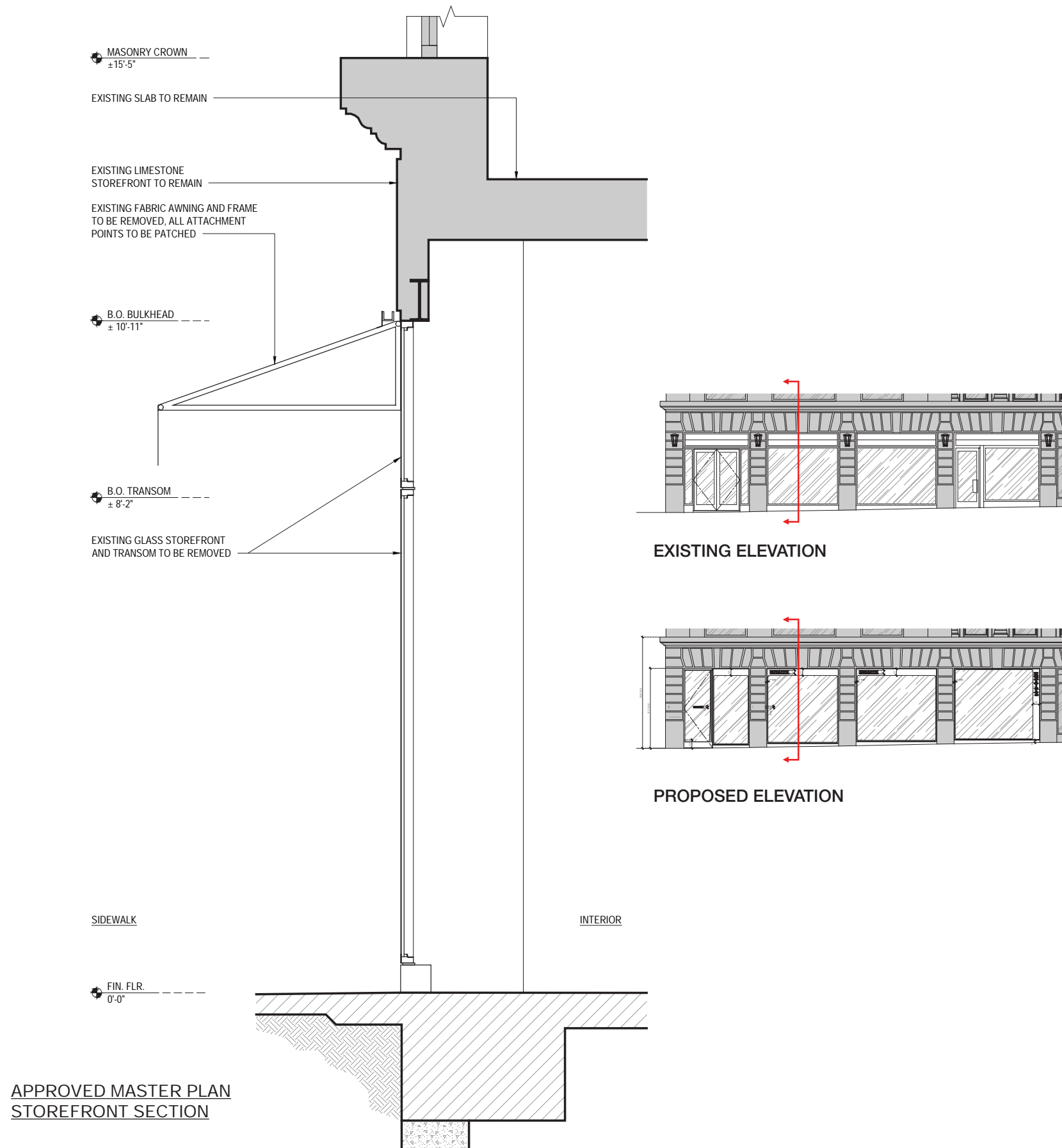


PROPOSED ELEVATION



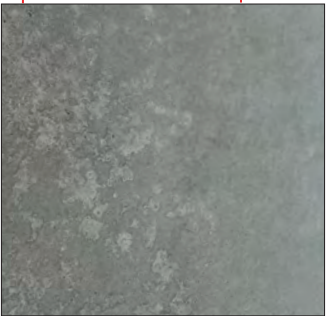
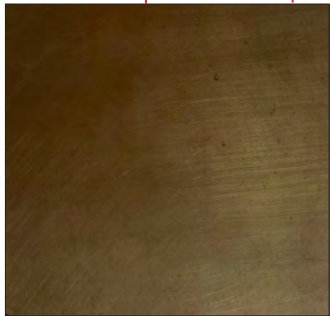
PROPOSED STOREFRONT SECTION

○ NOT TO SCALE



Proposed East 69th Elevation

Proposed Madson Avenue Elevation



MEDIUM STATUARY
BRONZE

GRAY GRANITE

BLACKENED
BRONZE LETTER

ETCHED GLASS

WINDOW DETAIL



February 27, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 13, LPC-24-06416

**828-850 Madison Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 827 9697 0950

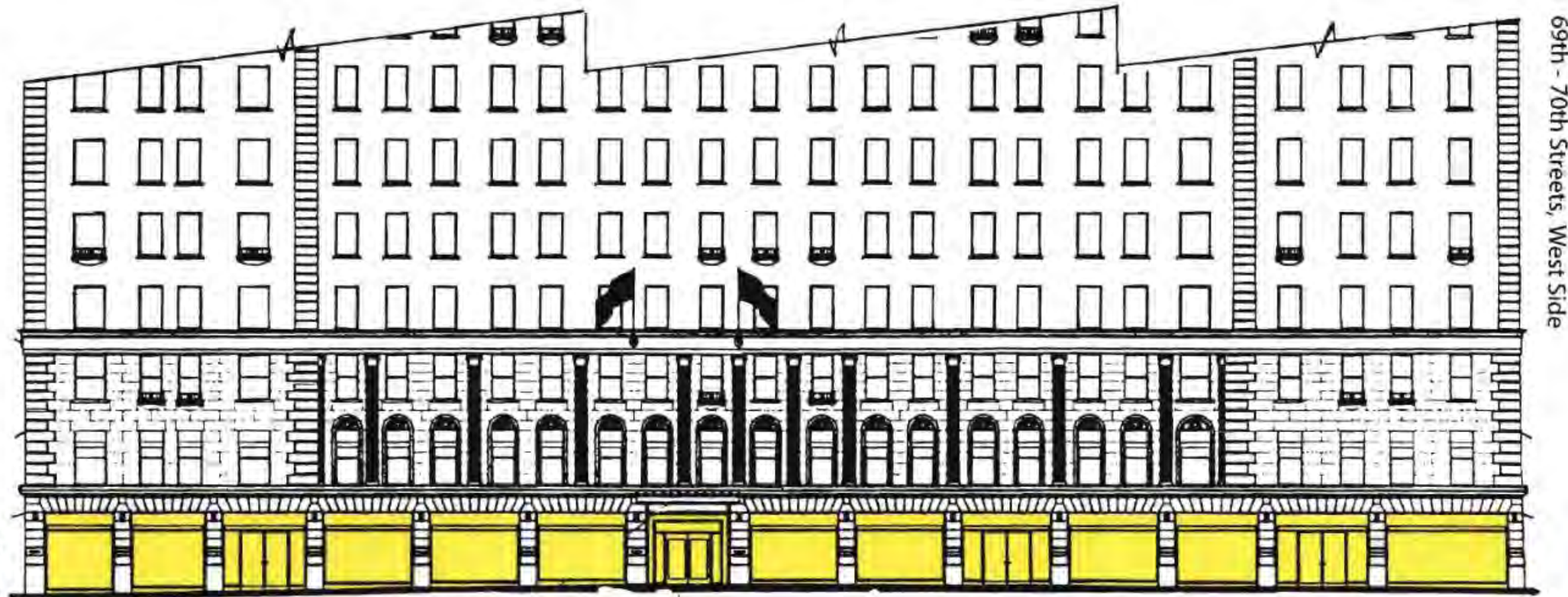
Passcode: 116544

By Phone: 1 646-558-8656 US (New
York) 877-853-5257 (Toll free) US
888 475 4499 (Toll free)

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APPENDIX





828 - 850
Madison Avenue

69th - 70th Streets, West Side



East 69th Street



East 70th Street

overall visual appearance; and (c) if historic piers do not exist anywhere on the extension, the piers may be modified provided that the enframing on the entire commercial extension, the piers and lintel, are modified together and treated and designed as a single architectural component. With respect to work approved pursuant to subdivision (b) and (c) above, modern storefront cladding on a commercial extension shall not materially change the height or width of the storefront extension.

- (b) **CATEGORY - YELLOW:** Buildings, other than rowhouses, with commercial bases that currently feature multiple, uniform storefront bays on the first and/or second floor. These storefronts are generally recent installations and the new design is not necessarily based on any historic prototype; however, uniformity of design is historically appropriate because these buildings were designed to have a consistent storefront treatment.

(1) **MAINTAINING UNIFORM APPEARANCE**

Modifications to individual storefronts which would disrupt the established uniformity, including uniformity in storefront design and details and awning and signage type, style, location and installation, are not permitted under the Master Plan. Changes to tenant names, awning color, and the location and number of windows and doors within the openings are permitted, if the new features match the existing features in terms of details, design, materials and finish.

(2) **ALTERATIONS TO ALL STOREFRONTS IN UNIFORM MANNER.**

The applicant should follow the design criteria found in Section 3(a): Category GREEN subsections (1) - (4). This includes storefront location, articulation and transparency. Notwithstanding the above, if the building has at least one historic storefront all storefronts on the same floor as a historic storefront must retain the historic storefront design, including details, finish and color. The following buildings have at least one historic storefront: 680, 845-59 and 975-989 Madison Avenue.

For the installation of new storefront components in a uniform manner, the applicant should follow the design criteria found below in Section 4, "General Requirements for Storefront Components."

(c) **CATEGORY-RED**

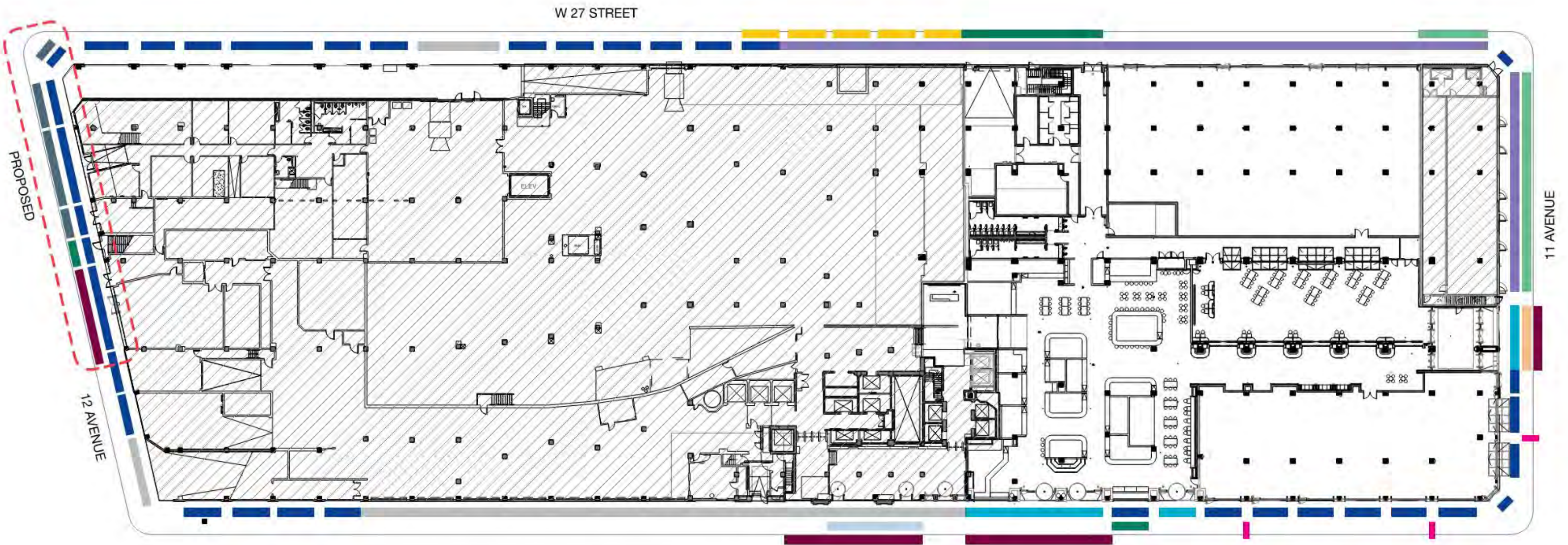
(1) **SUB-CATEGORY I (RED):** Historic storefronts. For purposes of this Master Plan, historic features at 872-878 Madison Avenue have been coded RED and must be retained.

(i) **RETENTION OF HISTORIC STOREFRONT COMPONENTS**

Historic fabric and new fabric which replicates the historic fabric must be retained and restored. If original or historic components cannot be reasonably

SCOPE OF WORK

PROPOSED PLAN



APPROVED STOREFRONT MASTERPLAN

- TYPE A STOREFRONT
- EXISTING TO REMAIN
- TYPE B STOREFRONT
- MARKET ENTRY

APPROVED TEMPORARY CONDITIONS

- METAL PANEL
- LOUVER TREATMENT
- INTERIM NEW WINDOW

APPROVED CONDITIONS

- METAL PANEL
- NEW FLOOR INLAY
- MAIN BUILDING ENTRY

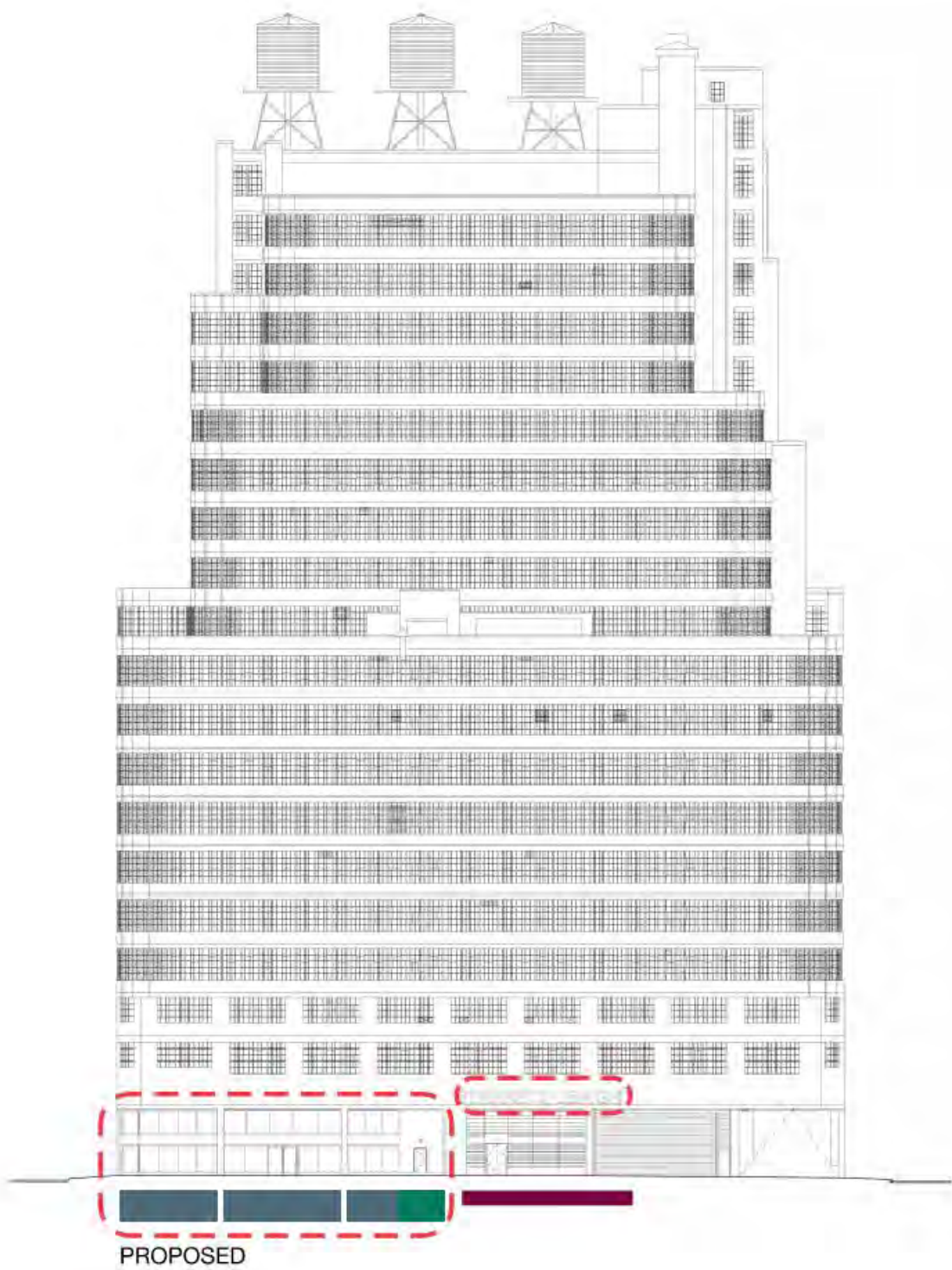
BLADE SIGNS

PROPOSED CONDITIONS

- TYPE A STOREFRONT - VARIATION
- BRICK
- MARQUEE / SIGNAGE

SCOPE OF WORK

PROPOSED WEST ELEVATION - 12TH AVENUE



APPROVED STOREFRONT MASTERPLAN

- TYPE A STOREFRONT
- EXISTING TO REMAIN
- TYPE B STOREFRONT
- MARKET ENTRY

PROPOSED CONDITIONS

- TYPE A STOREFRONT - VARIATION
- MARQUEE / SIGNAGE
- BRICK

SCOPE OF WORK

PROPOSED WEST ELEVATION - 12TH AVENUE



TYPE A

APPROVED MASTER PLAN ELEVATION



PROPOSED ELEVATION

APPROVED STOREFRONT MASTERPLAN

- TYPE A STOREFRONT
- EXISTING TO REMAIN
- TYPE B STOREFRONT
- MARKET ENTRY

TYPE A - VARIATION

PROPOSED CONDITIONS

- TYPE A STOREFRONT - VARIATION
- BRICK
- MARQUEE / SIGNAGE

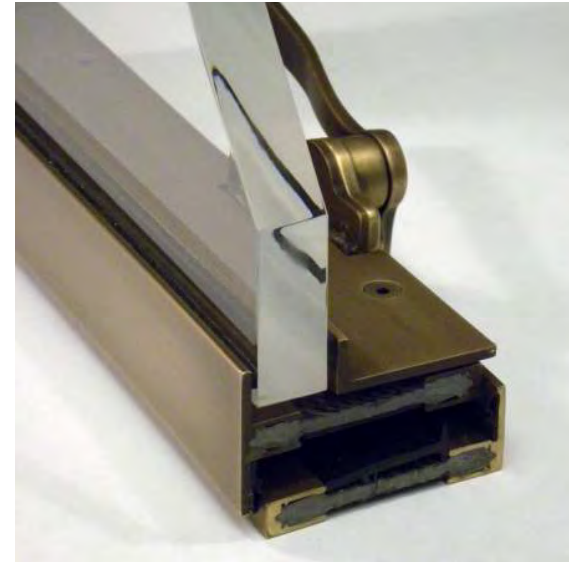
- NEW BRICK TO MATCH
- MARQUEE SIGNAGE
- EXISTING TO REMAIN



EXISTING STOREFRONT



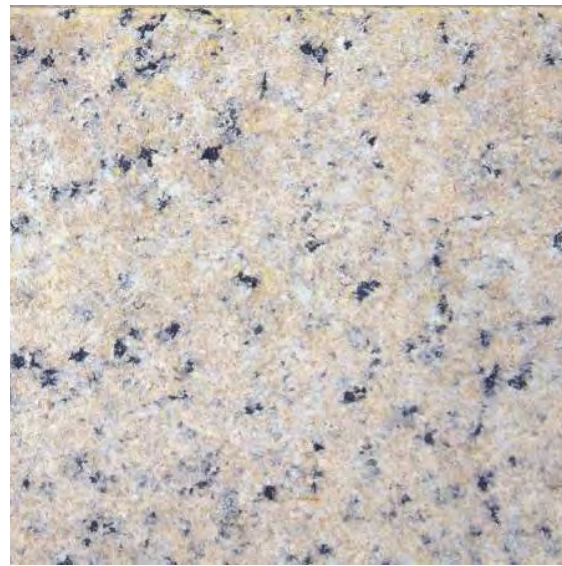
- LIMESTONE TO MATCH EXISTING



- BRONZE STOREFRONT



FABRIC AWNING MAXIMUM (3)
SOLID COLORS



- GRANITE BASE AT LIMESTONE
COLUMNS TO MATCH EXISTING



- BLACK GRANITE BASE AT
STOREFRONT



EXISTING STOREFRONT AT
SOUTH CORNER



#01



#02



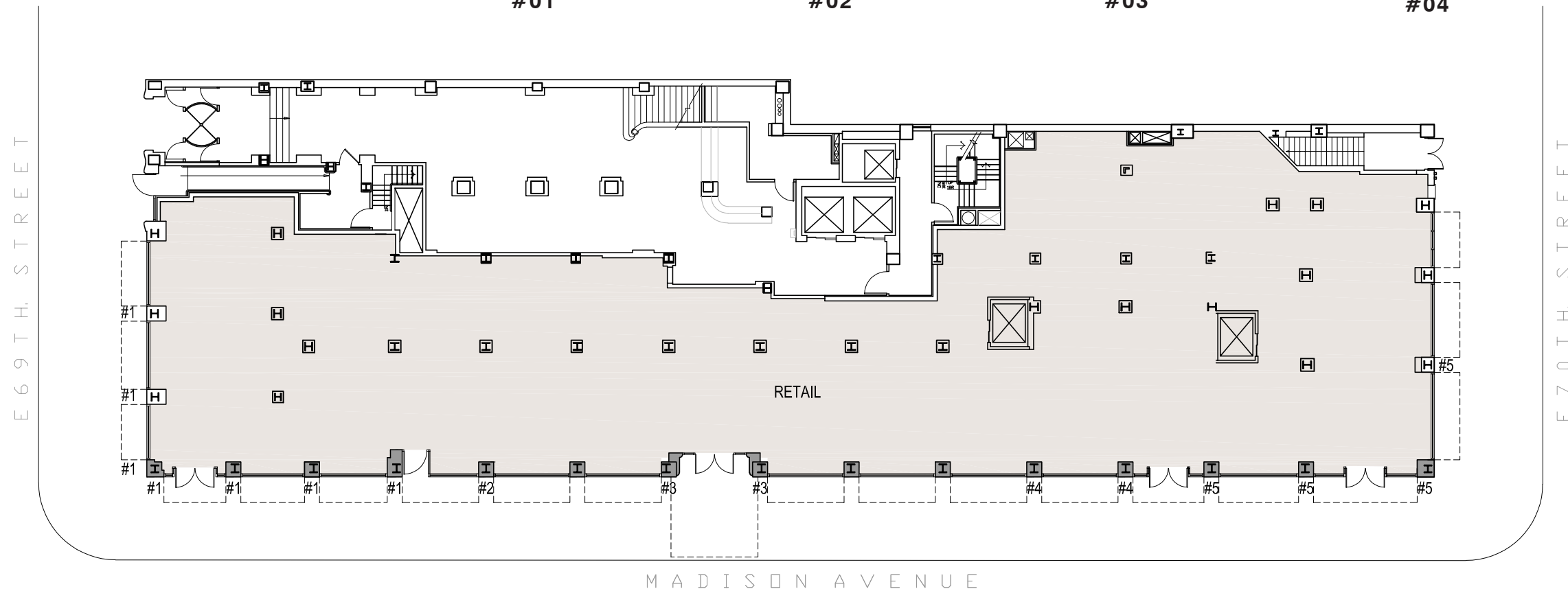
#03



#04



#05



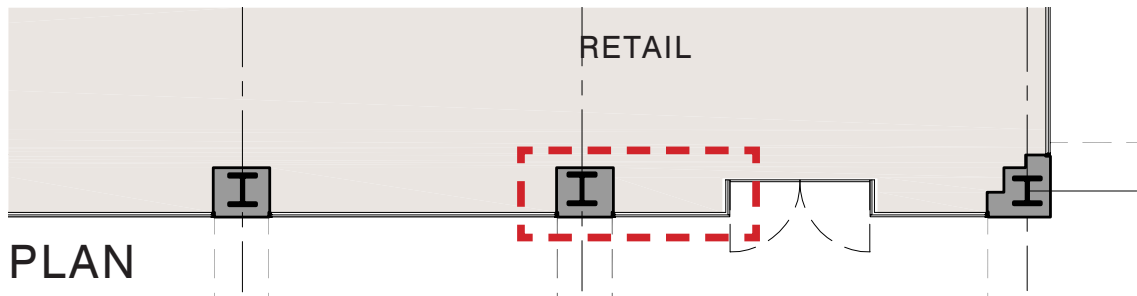
STOREFRONT MASTERPLAN | EXISTING PLAQUES

828 - 850 Madison Avenue

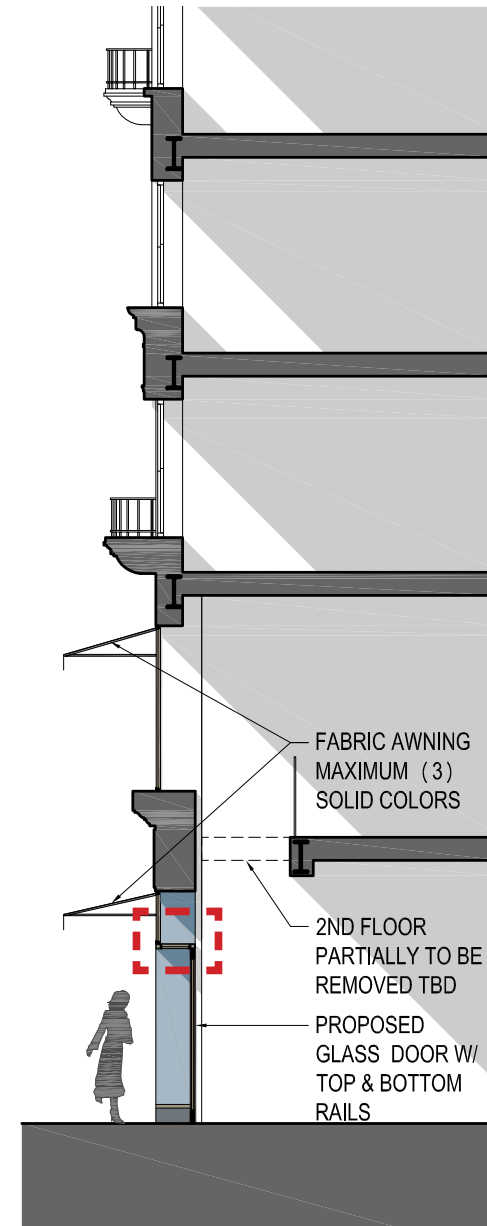
March 13, 2018



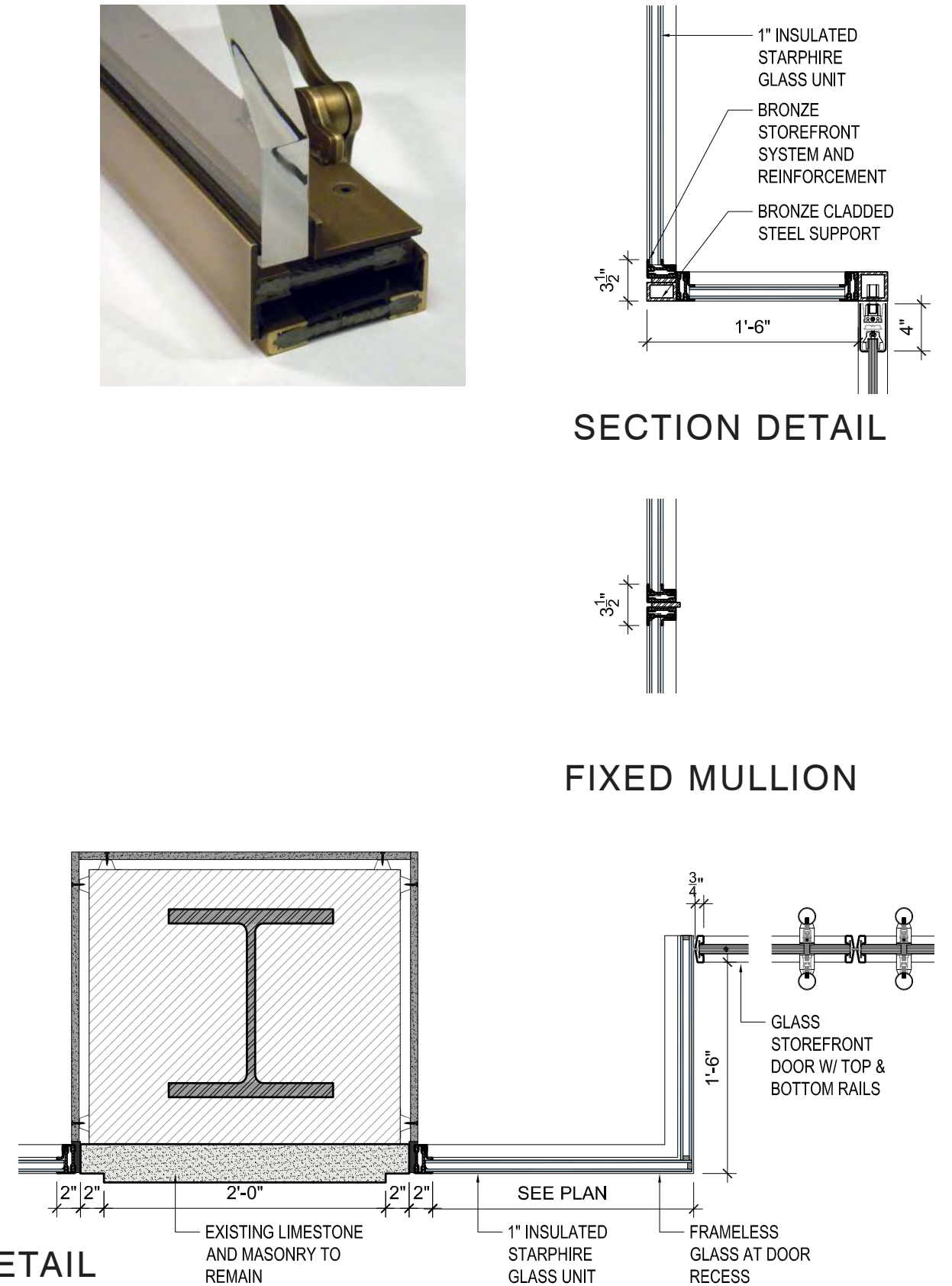
ELEVATION



PLAN



WALL SECTION



PLAN DETAIL

STOREFRONT DETAILS | PROPOSED NORTH TOWER

February 27, 2024
Public Hearing

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