

The current proposal is:

Preservation Department – Item 3, LPC-25-05644

**694-696 Madison Avenue – Upper East Side Historic District  
Borough of Manhattan**

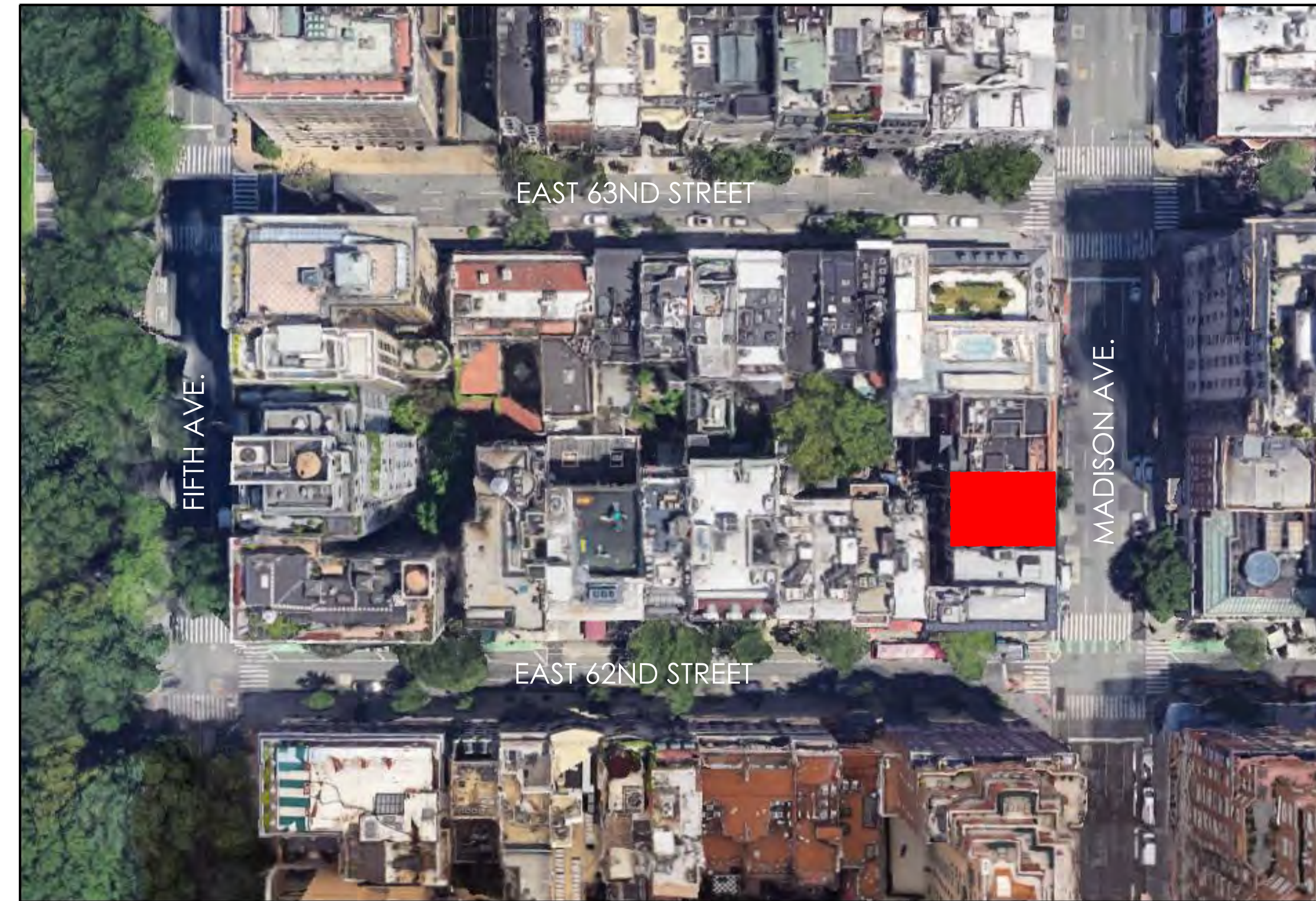
**Note: this is a Public Meeting item. No public testimony will be received today as the hearing on this item is closed.**



694-696 MADISON AVENUE, 2024

3

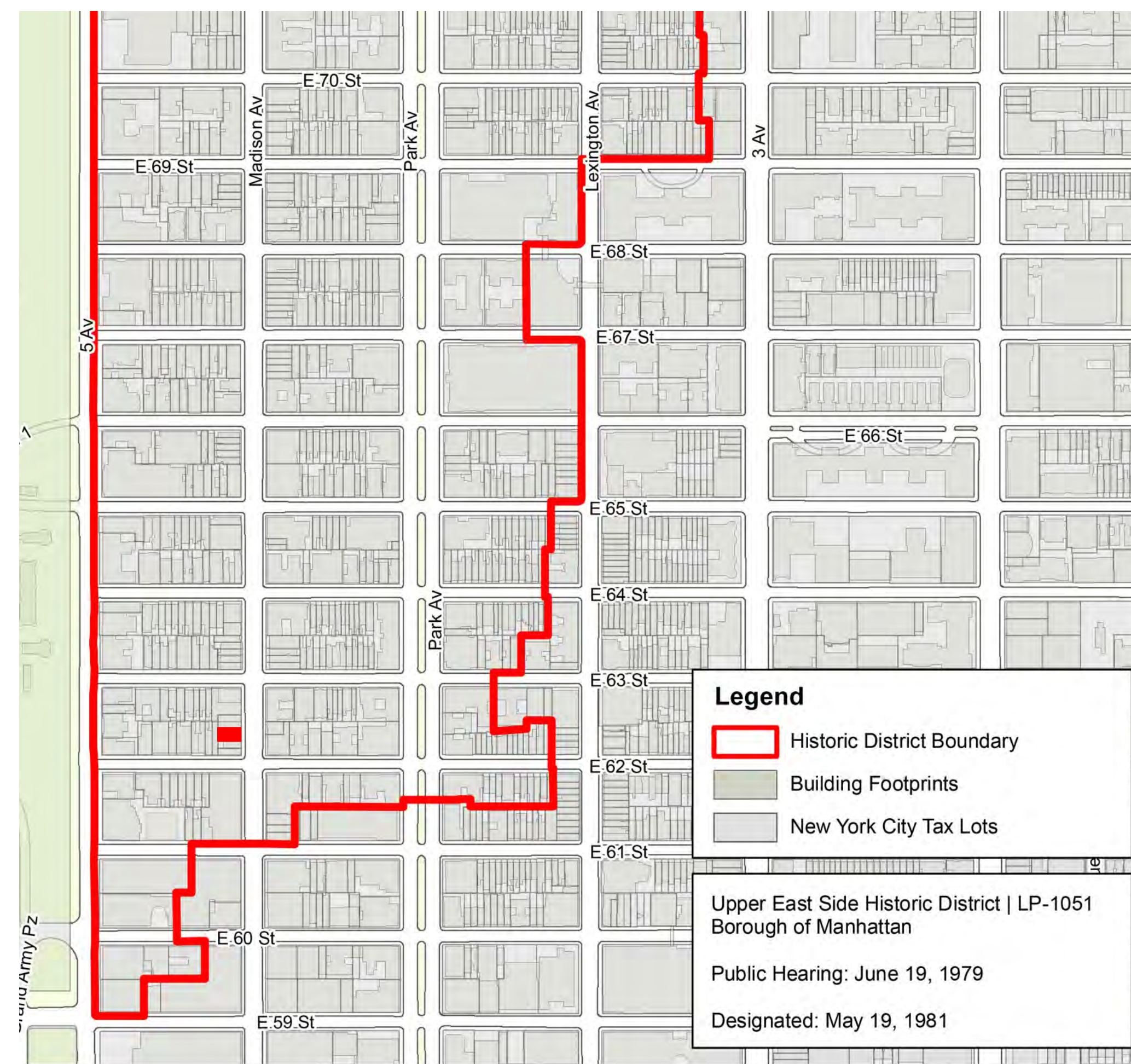
NTS



BLOCK PLAN

2

NTS



New York City Landmarks Preservation Commission, LCR Date: 3.28.2019

HISTORIC DISTRICT LOCATION

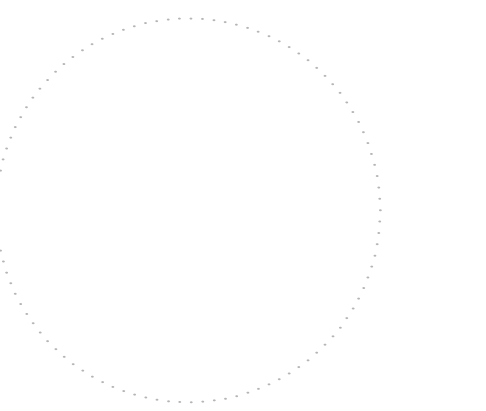
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MEP CONSULTANT:

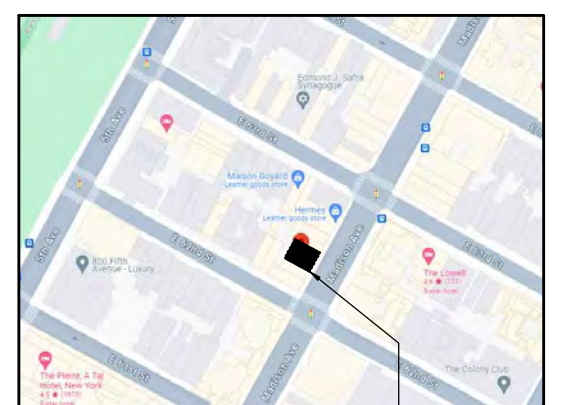
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ARCHITECTURAL REG. #: 023322  
 REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING
△	DATE REVISIONS

KEY PLAN:



694-696 MADISON AVENUE  
 NEW YORK, NY 10065

**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

INTRODUCTION

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 02/04/25

DRAWN BY: AM

REVIEWED BY: JW

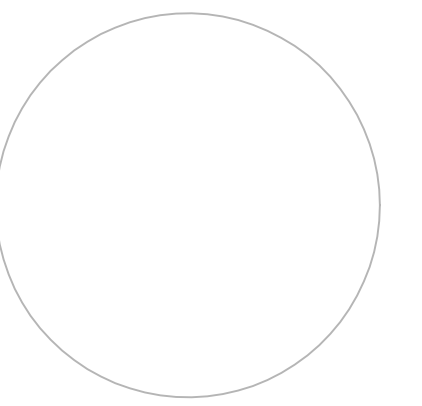
SHEET NO.

T-000.00

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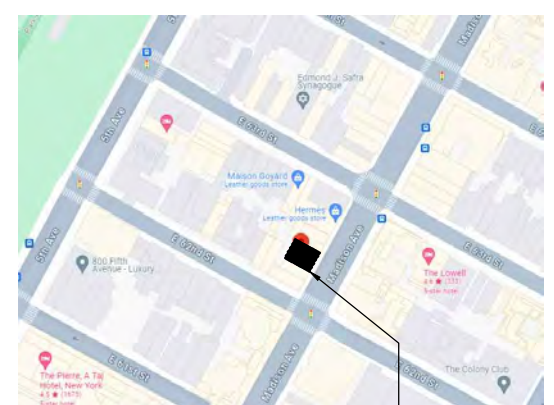
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12.23.24	LPC FILING

KEY PLAN:



694-696 MADISON AVENUE  
 NEW YORK, NY 10065

**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

**PREVIOUSLY  
 PROPOSED ELEVS.**

PROJECT NO. 23-4702

SCALE: AS NOTED

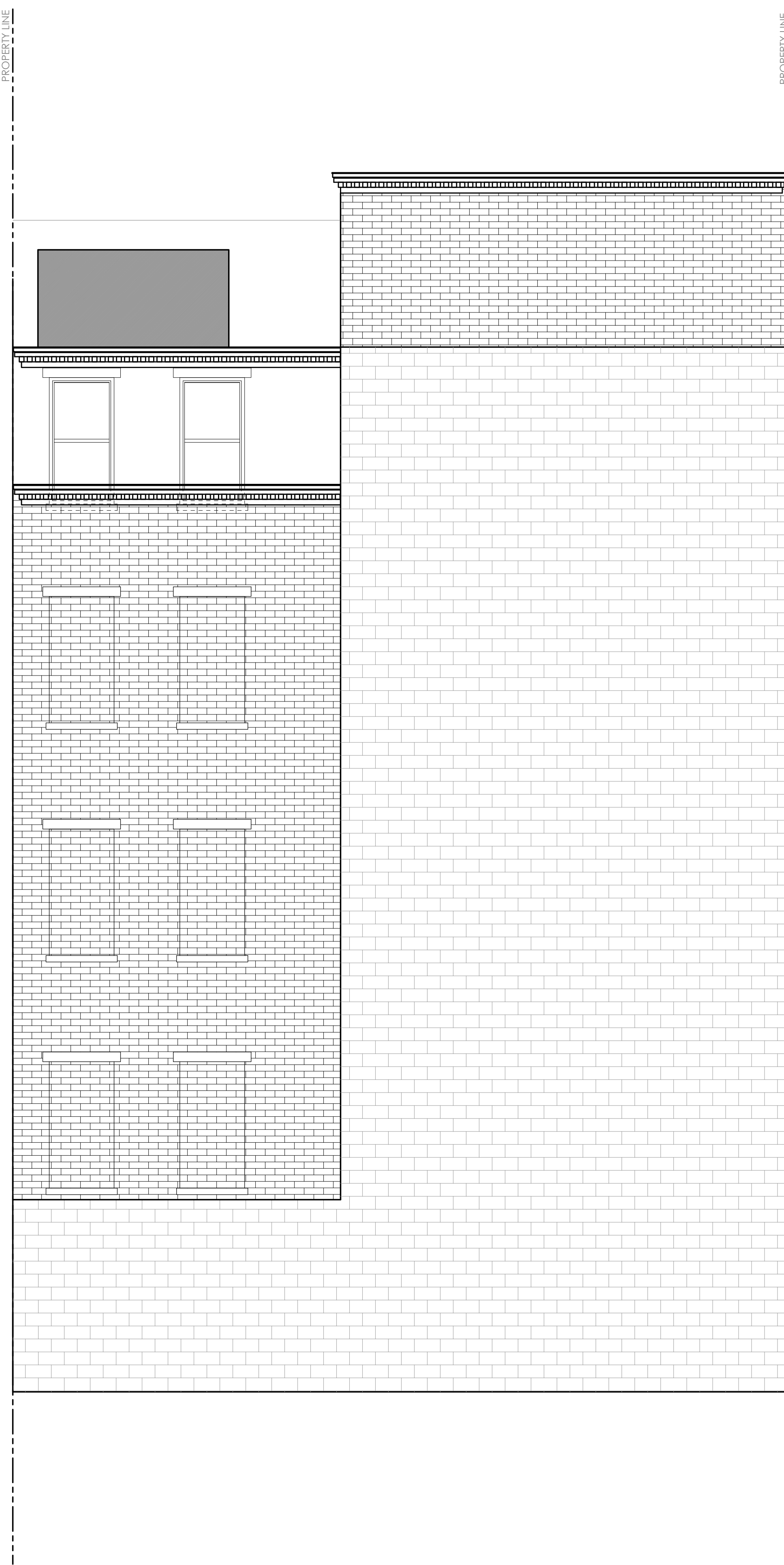
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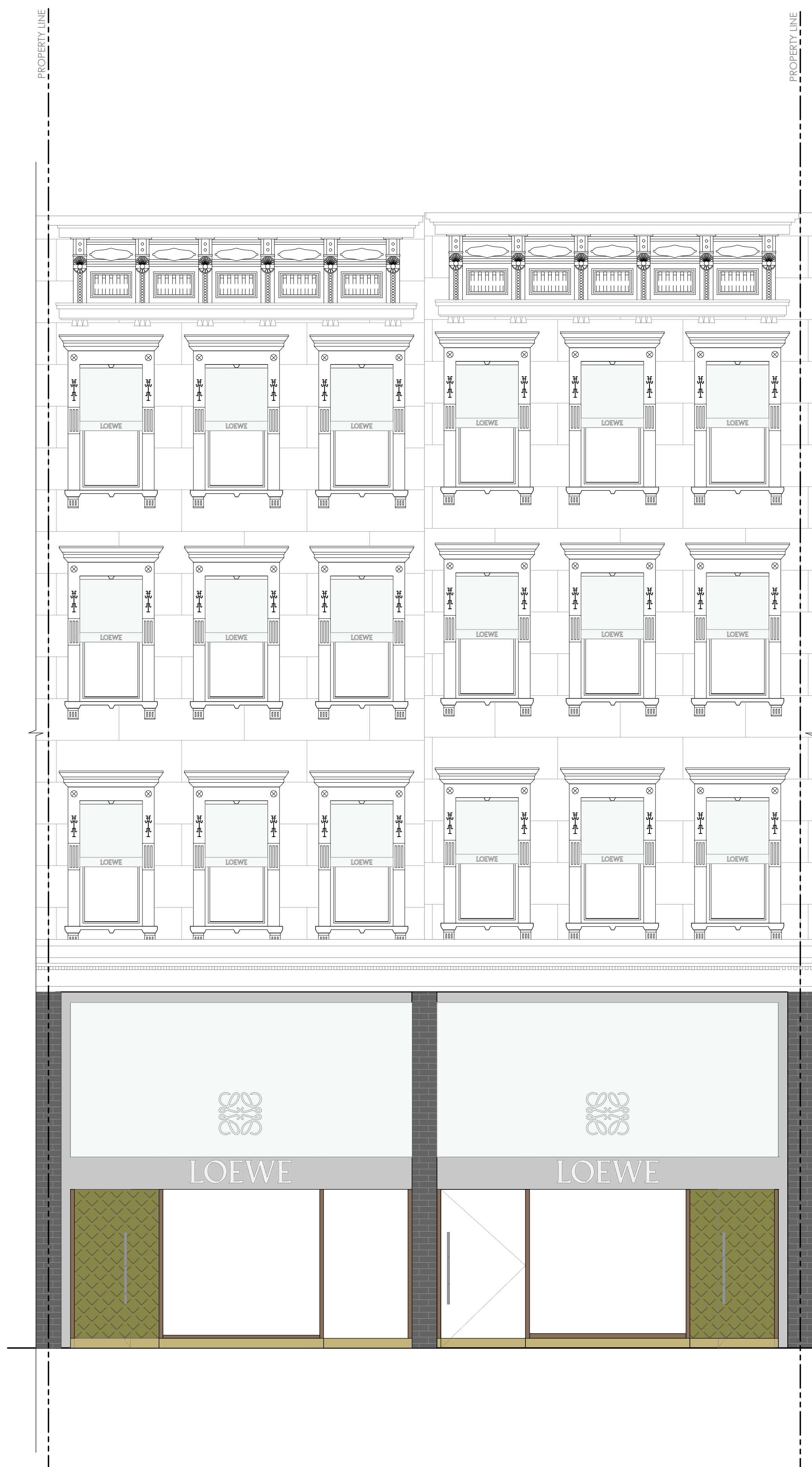
REVIEWED BY: JW

SHEET NO.

**A-001.00**



- 67'-8 1/4" A.F.F. (V.I.F.)  
T.O. [N] STAIR BULKHEAD
- 60'-2 3/4" A.F.F. (V.I.F.)  
T.O. CORNICE
- 58'-8 1/2" A.F.F. (V.I.F.)  
T.O. [N] MECHANICAL ENCLOSURE SCREEN
- 57'-10" A.F.F. (V.I.F.)  
T.O. [N] ELEVATOR BULKHEAD
- 55'-6 3/4" A.F.F. (V.I.F.)  
ROOFTOP(HIGH POINT)
- 53'-8 1/2" A.F.F. (V.I.F.)  
ROOFTOP(LOW POINT)
- 46'-7 3/4" A.F.F. (V.I.F.)  
[N] 4TH FLOOR ROOF PARAPET
- 43'-1 3/4" A.F.F. (V.I.F.)  
4TH FLOOR (EXIST. 5TH FL.)
- 31'-10 3/4" A.F.F. (V.I.F.)  
3RD FLOOR (EXIST. 4TH FL.)
- 18'-11 3/8" A.F.F. (V.I.F.)  
T.O. BRICK
- 17'-5 9/16" A.F.F.  
[N] 2ND FLOOR
- 0'-0" A.F.F.  
GROUND FLOOR



- 60'-2 3/4" A.F.F. (V.I.F.)  
T.O. CORNICE
- 55'-6 3/4" A.F.F. (V.I.F.)  
ROOFTOP(HIGH POINT)
- 53'-8 1/2" A.F.F. (V.I.F.)  
ROOFTOP(LOW POINT)
- 43'-1 3/4" A.F.F. (V.I.F.)  
4TH FLOOR (EXIST. 5TH FL.)
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- 18'-11 3/8" A.F.F. (V.I.F.)  
T.O. BRICK
- 17'-5 9/16" A.F.F.  
[N] 2ND FLOOR
- 0'-0" A.F.F.  
GROUND FLOOR

PREVIOUSLY PROPOSED REAR FACADE ELEVATION AT JANUARY 14TH PUBLIC HEARING

2

PREVIOUSLY PROPOSED STOREFRONT ELEVATION AT JANUARY 14TH PUBLIC HEARING

1

1/4" = 1'-0"

1/4" = 1'-0"

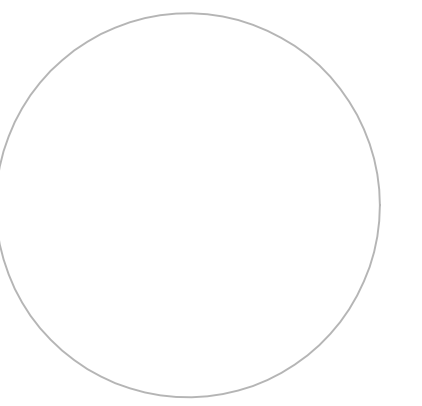
D  
C  
B  
A

5 1 4 3 1 2 1 1

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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

**PROPOSED  
 ELEVATIONS**

PROJECT NO. 23-4702

SCALE: AS NOTED

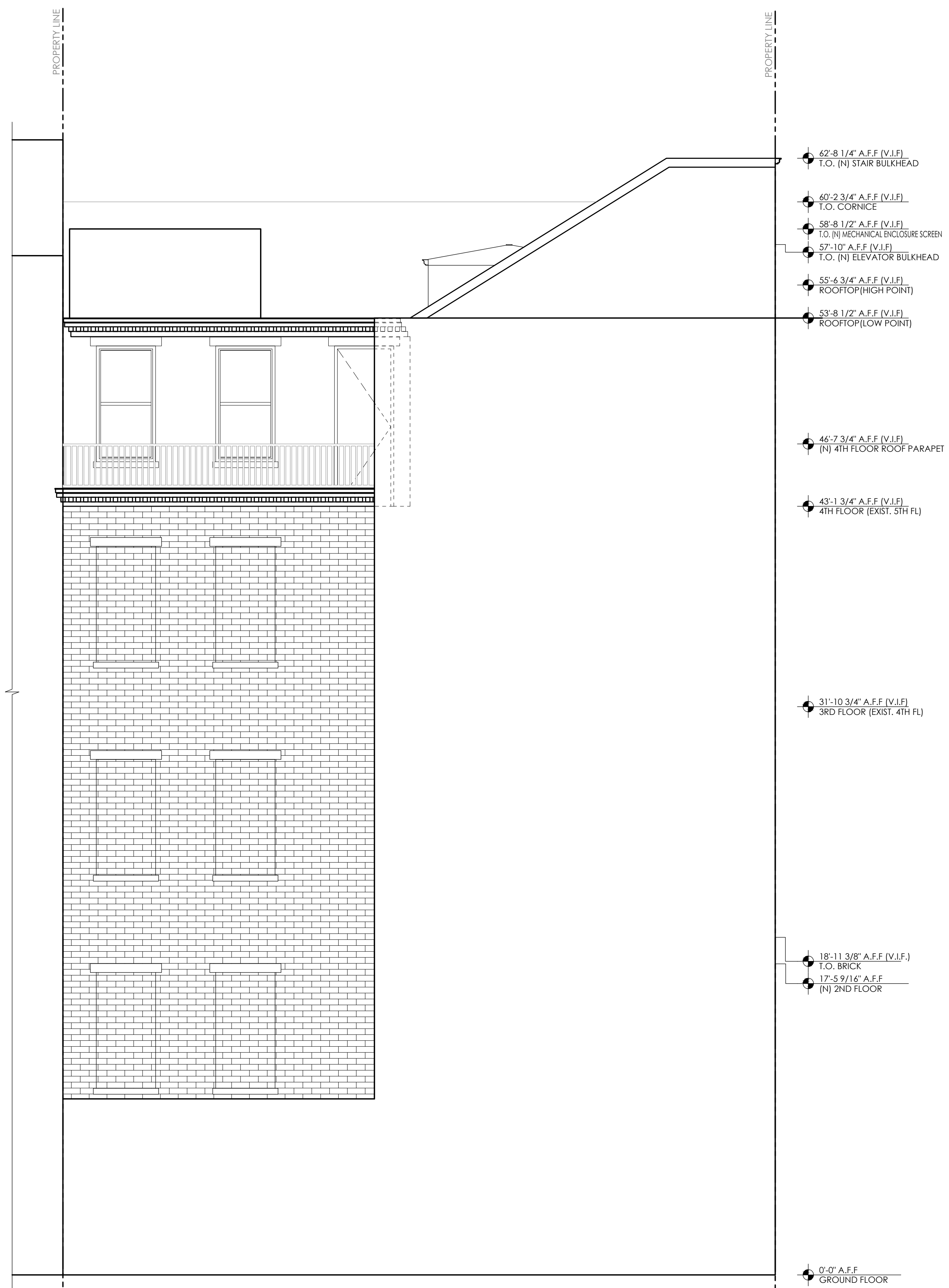
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REVIEWED BY: JW

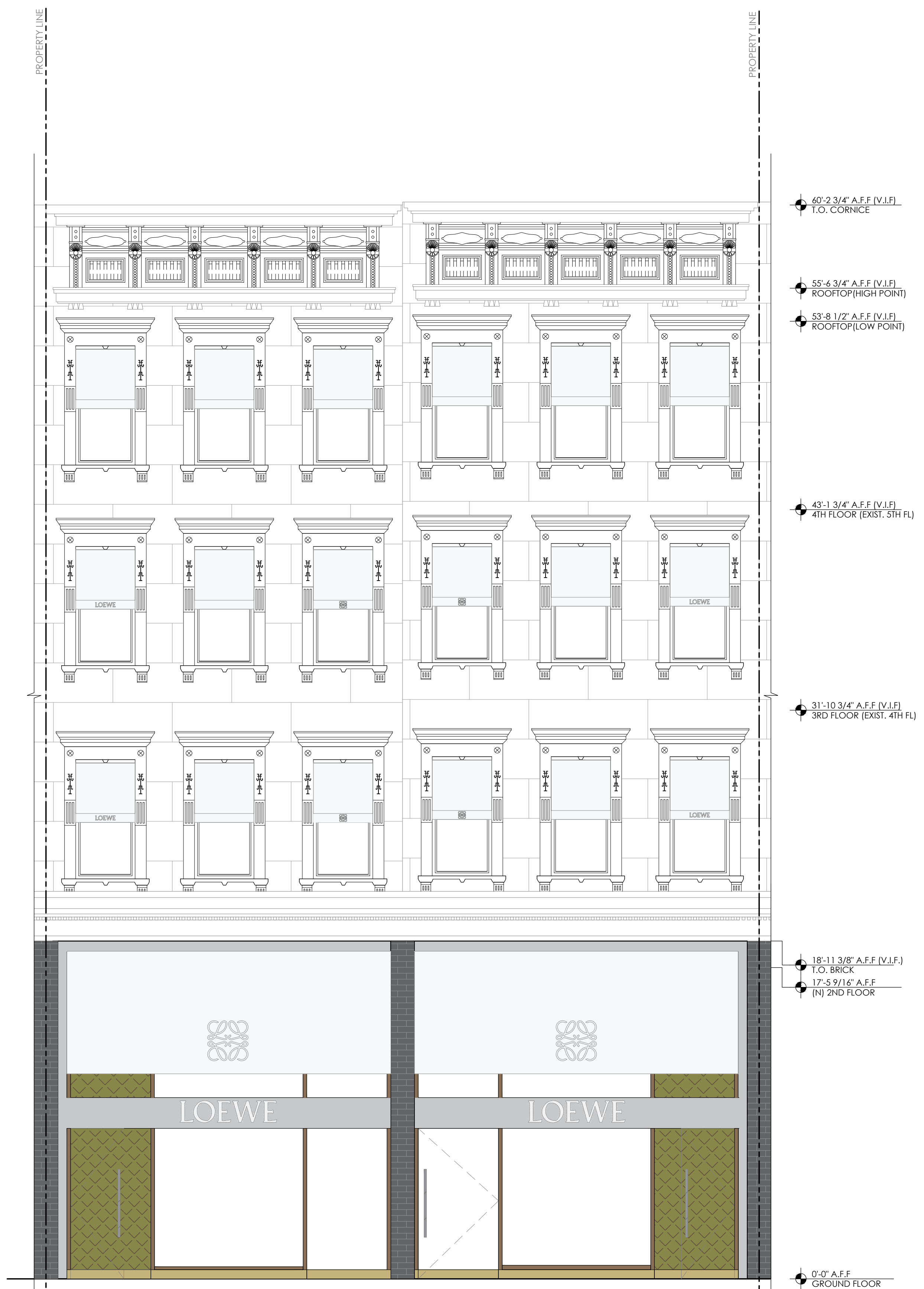
SHEET NO.

**A-002.00**



PROPOSED REAR ELEVATION 2

1/4" = 1'-0"



PROPOSED STOREFRONT ELEVATION 1

1/4" = 1'-0"

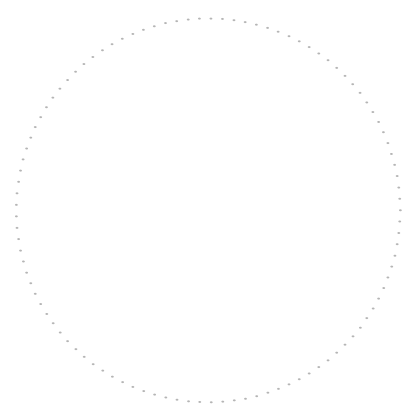
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C  
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5 1 4 3 1 2 1 1

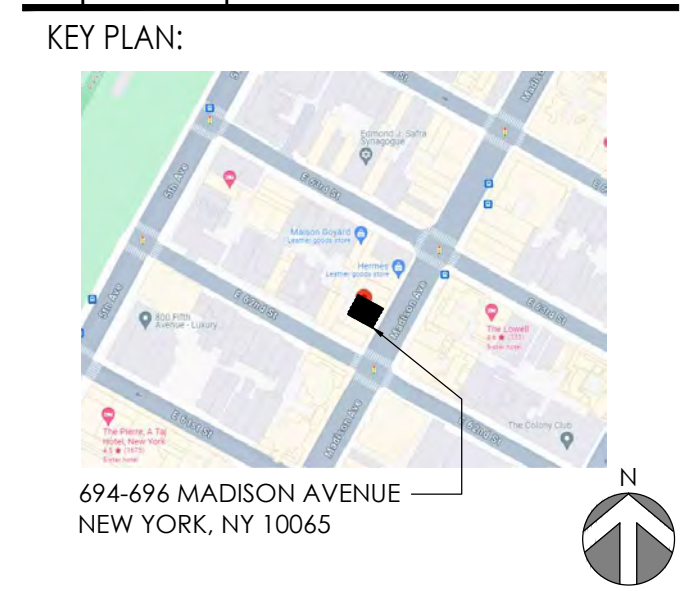
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01.08.25	LPC FILING
12.23.24	LPC FILING



**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED STOREFRONT  
 RENDERINGS W/O AWNINGS**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

**A-003.00**



(E) BROWNSTONE  
 FACADE TO BE  
 CLEANED, RESTORED  
 AND REPAINTED.

(E) WINDOWS TO BE  
 REPLACED. FRAME  
 DIMENSIONS TO  
 MATCH EXISTING.

(E) SECOND FLOOR  
 CORNICE TO  
 REMAIN.

(N) ILLUMINATE  
 SIGNS.

(N) STOREFRONT  
 INFILL BETWEEN (E)  
 BRICK PIERS.

(E) BRICK PIERS TO  
 REMAIN. BRICKS TO  
 BE CLEANED,  
 RESTORED AND  
 REPAINTED AS  
 NEEDED.



(E) BROWNSTONE  
 FACADE TO BE  
 CLEANED, RESTORED  
 AND REPAINTED.

(E) WINDOWS TO BE  
 REPLACED. FRAME  
 DIMENSIONS TO  
 MATCH EXISTING.

(E) SECOND FLOOR  
 CORNICE TO  
 REMAIN.

(N) STONE SIGNS.

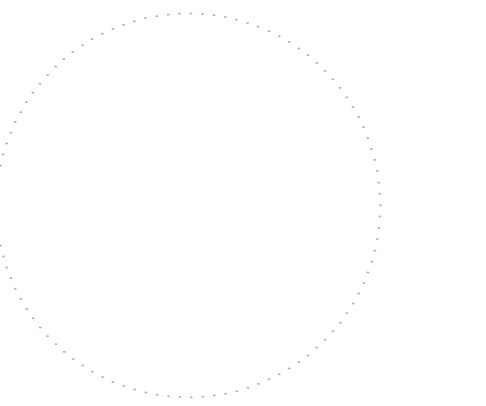
(N) STOREFRONT  
 INFILL BETWEEN (E)  
 BRICK PIERS.

(E) BRICK PIERS TO  
 REMAIN. BRICKS TO  
 BE CLEANED,  
 RESTORED AND  
 REPAINTED AS  
 NEEDED.

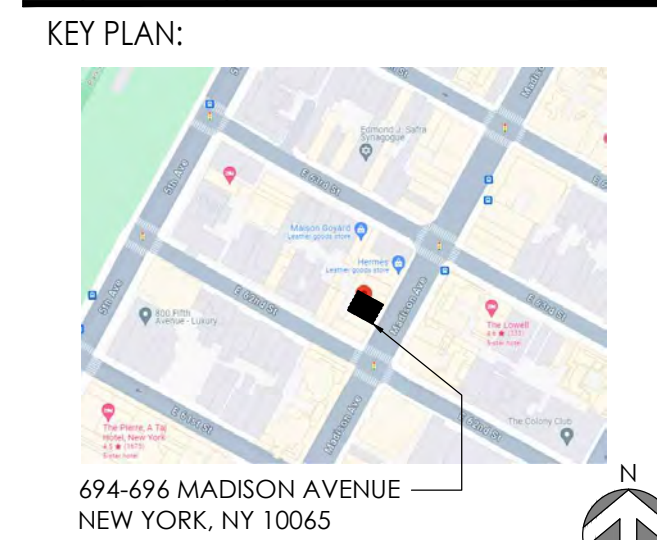
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12.23.24	LPC FILING



**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED STOREFRONT  
 RENDERINGS W/ AWNINGS**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW

SHEET NO.  
**A-004.00**



- NEW WHITE RETRACTABLE AWNINGS AT ALL UPPER WINDOWS.
- (E) BROWNSTONE FACADE TO BE CLEANED, RESTORED AND REPAINTED.
- (E) WINDOWS TO BE REPLACED. FRAME DIMENSIONS TO MATCH EXISTING.
- REPLACE (E) AWNINGS AT SECOND FLOOR WINDOWS. INSTALL (N) WHITE RETRACTABLE AWNING.
- (E) SECOND FLOOR CORNICE TO REMAIN.
- (N) STONE SIGNS.
- (N) STOREFRONT INFILL BETWEEN (E) BRICK PIERS.
- (E) BRICK PIERS TO REMAIN. BRICKS TO BE CLEANED, RESTORED AND REPAINTED AS NEEDED.

PREVIOUSLY PROPOSED STOREFRONT RENDERING AT JANUARY 14TH PUBLIC HEARING

2  
 NTS



- NEW WHITE RETRACTABLE AWNINGS AT ALL UPPER WINDOWS.
- (E) BROWNSTONE FACADE TO BE CLEANED, RESTORED AND REPAINTED.
- (E) WINDOWS TO BE REPLACED. FRAME DIMENSIONS TO MATCH EXISTING.
- REPLACE (E) AWNINGS AT SECOND FLOOR WINDOWS. INSTALL (N) WHITE RETRACTABLE AWNING.
- (E) SECOND FLOOR CORNICE TO REMAIN.
- (N) STONE SIGNS.
- (N) STOREFRONT INFILL BETWEEN (E) BRICK PIERS.
- (E) BRICK PIERS TO REMAIN. BRICKS TO BE CLEANED, RESTORED AND REPAINTED AS NEEDED.

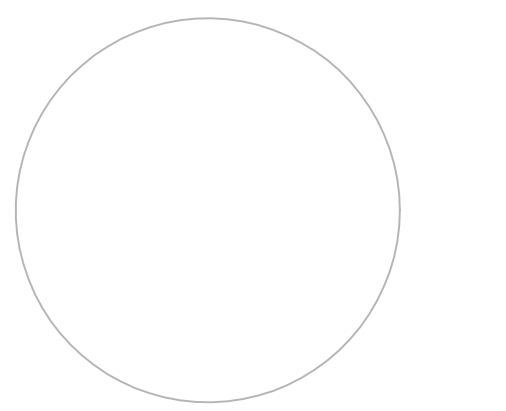
PROPOSED STOREFRONT RENDERING WITH RETRACTABLE AWNINGS

1  
 NTS

MEP CONSULTANT:

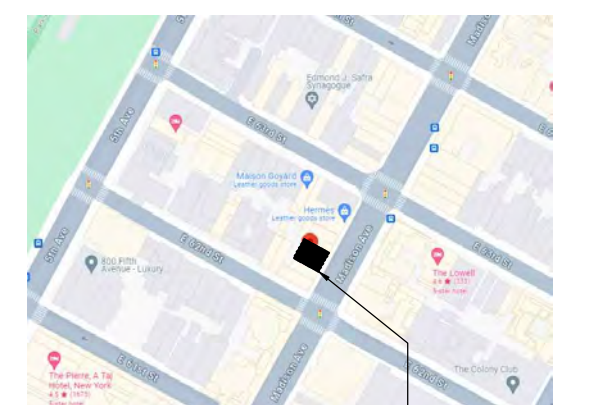
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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



**LOEWE**

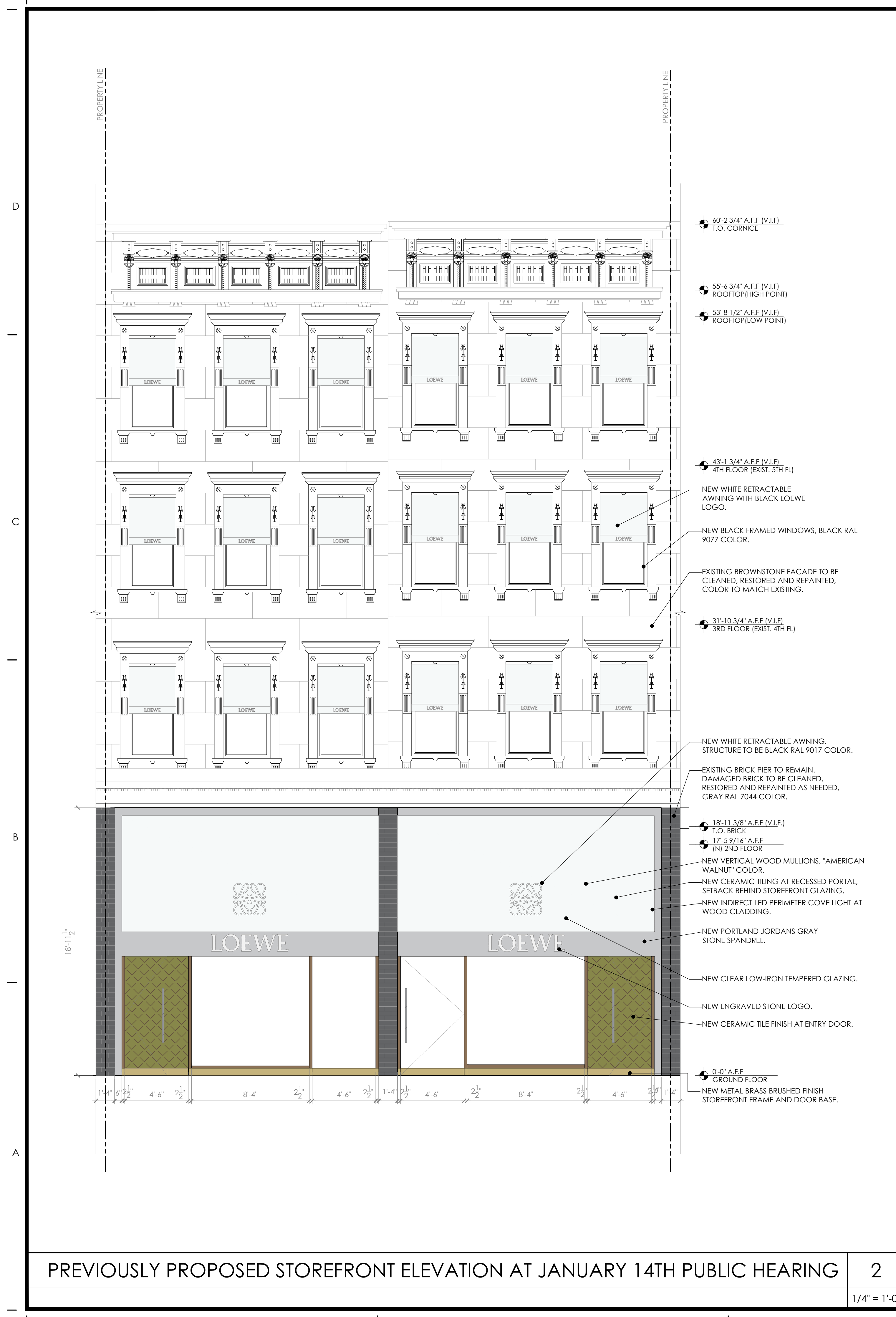
694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

**PREVIOUSLY PROPOSED  
 STOREFRONT ELEVS.**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	02/04/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

**A-005.00**



PREVIOUSLY PROPOSED STOREFRONT ELEVATION AT JANUARY 14TH PUBLIC HEARING

2

1/4" = 1'-0"



EXISTING STOREFRONT ELEVATION

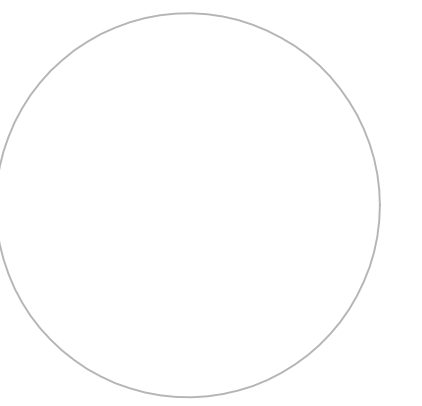
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1/4" = 1'-0"

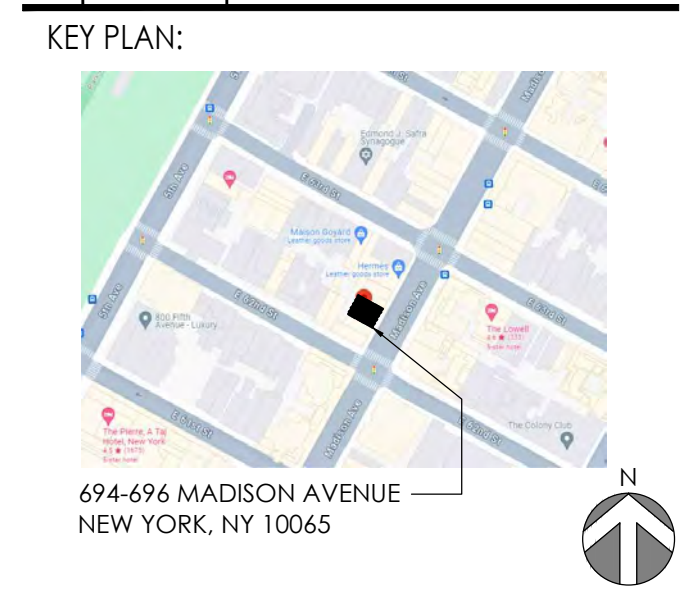
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12.23.24	LPC FILING



**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:

**PROPOSED STOREFRONT ELEVATIONS**

PROJECT NO. 23-4702

SCALE: AS NOTED

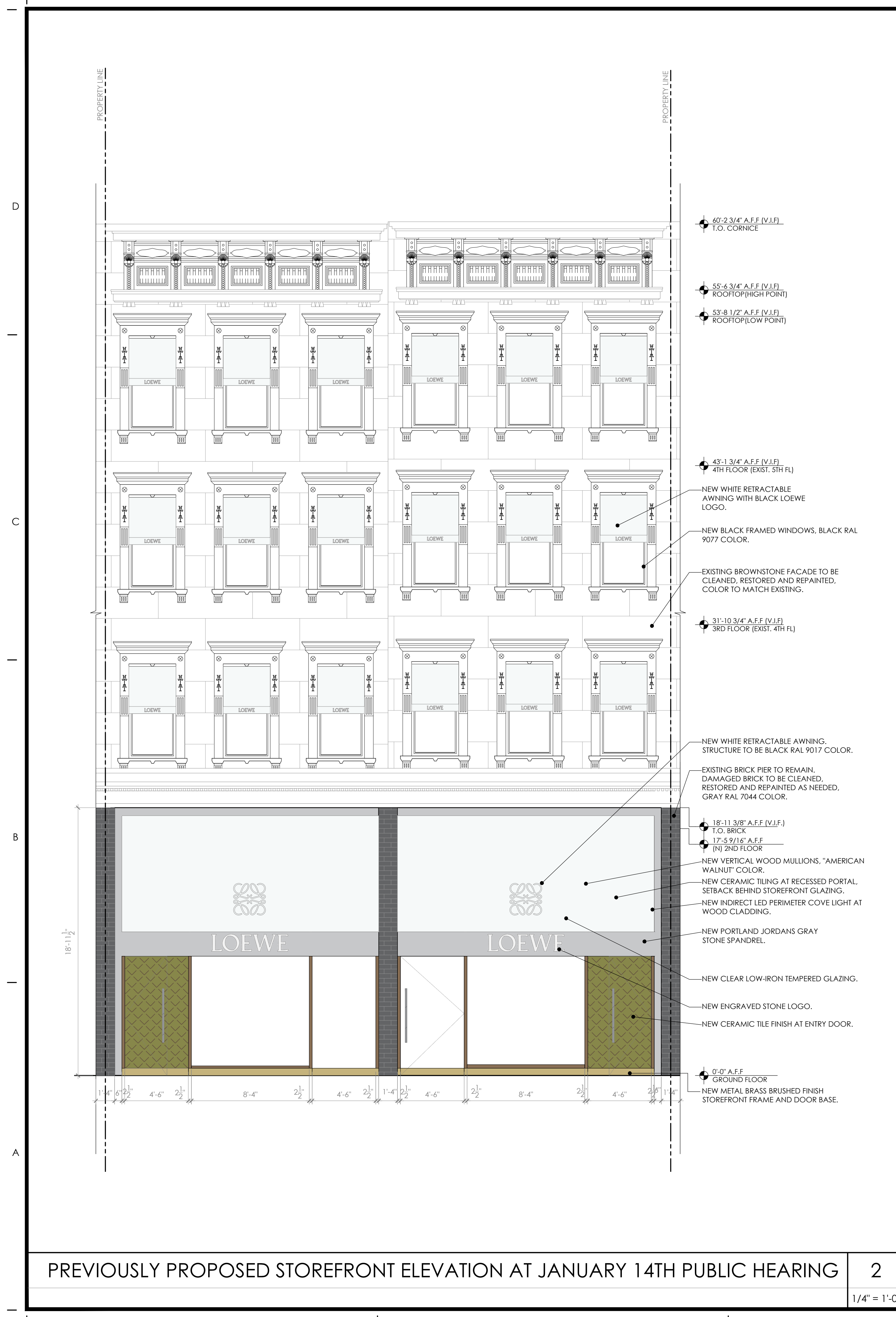
DATE: 02/04/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

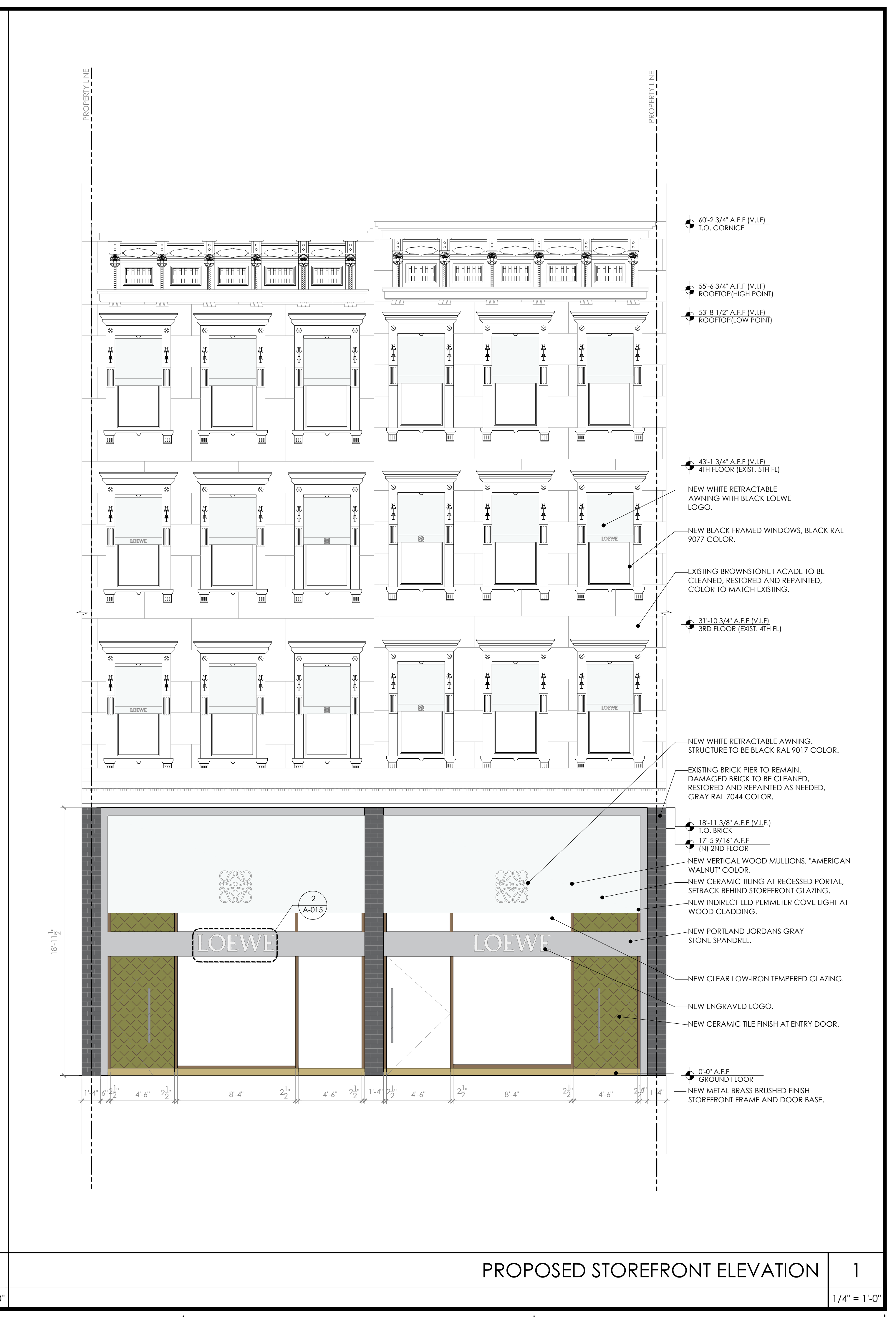
**A-006.00**



PREVIOUSLY PROPOSED STOREFRONT ELEVATION AT JANUARY 14TH PUBLIC HEARING

2

1/4" = 1'-0"



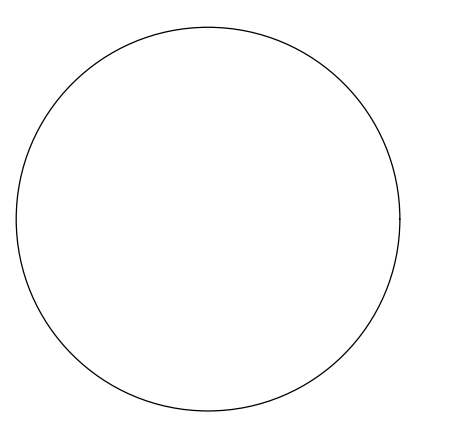
PROPOSED STOREFRONT ELEVATION

1

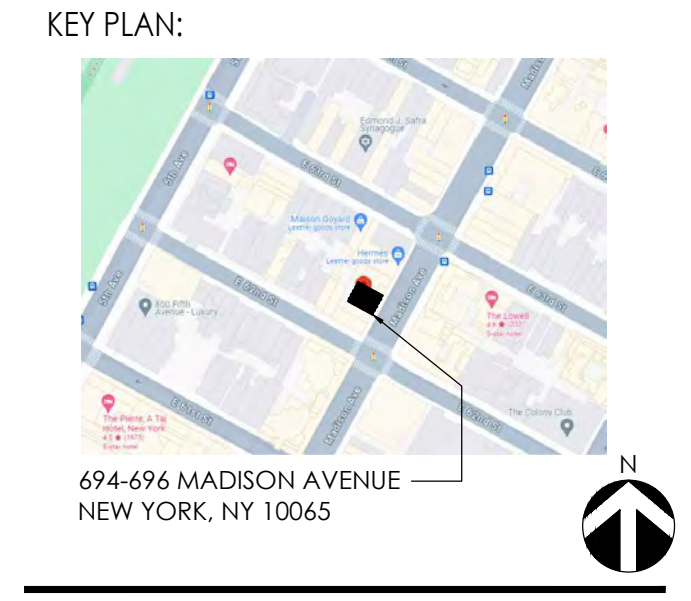
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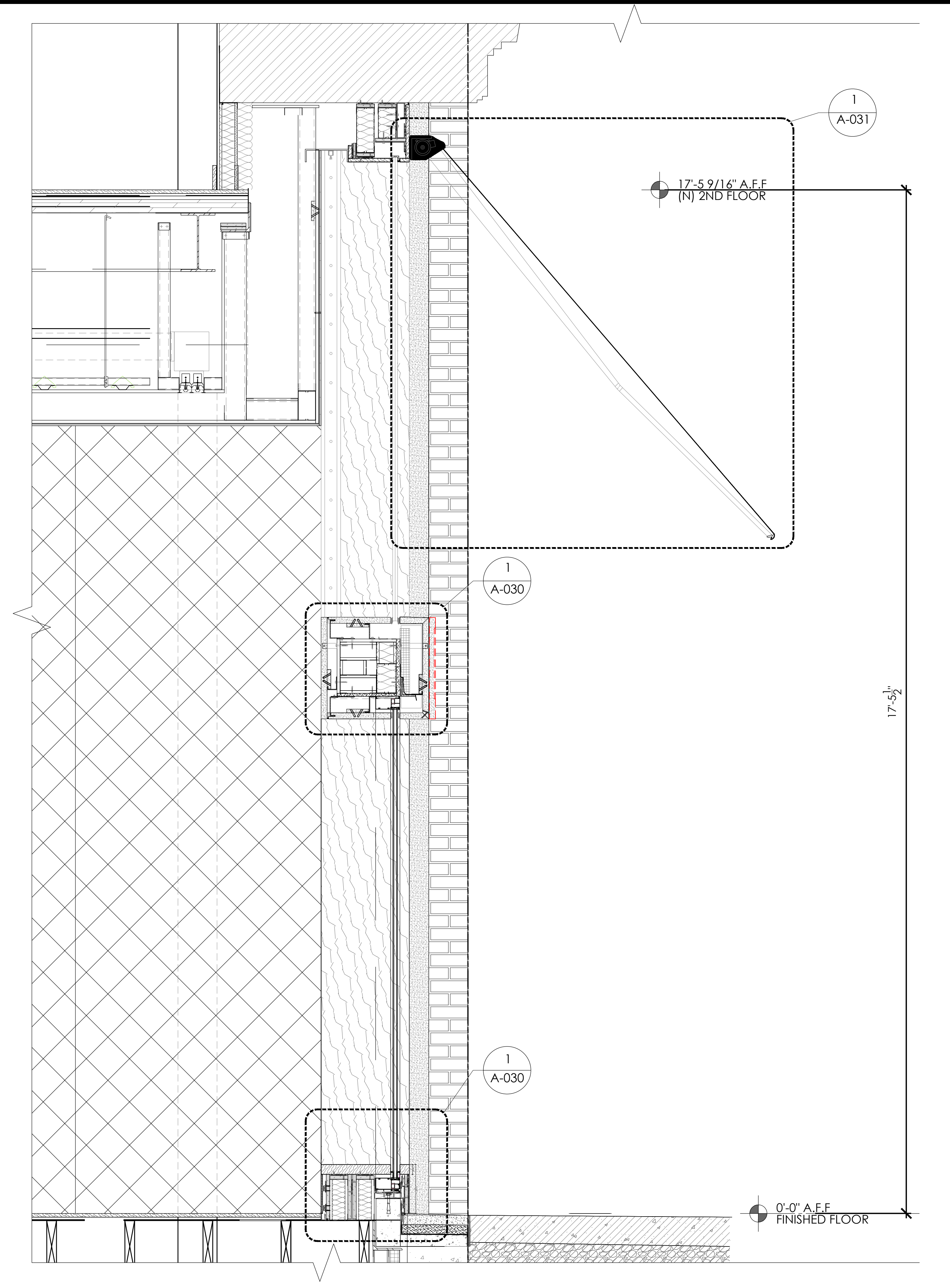


**LOEWE**  
 694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED  
 STOREFRONT SECTIONS**

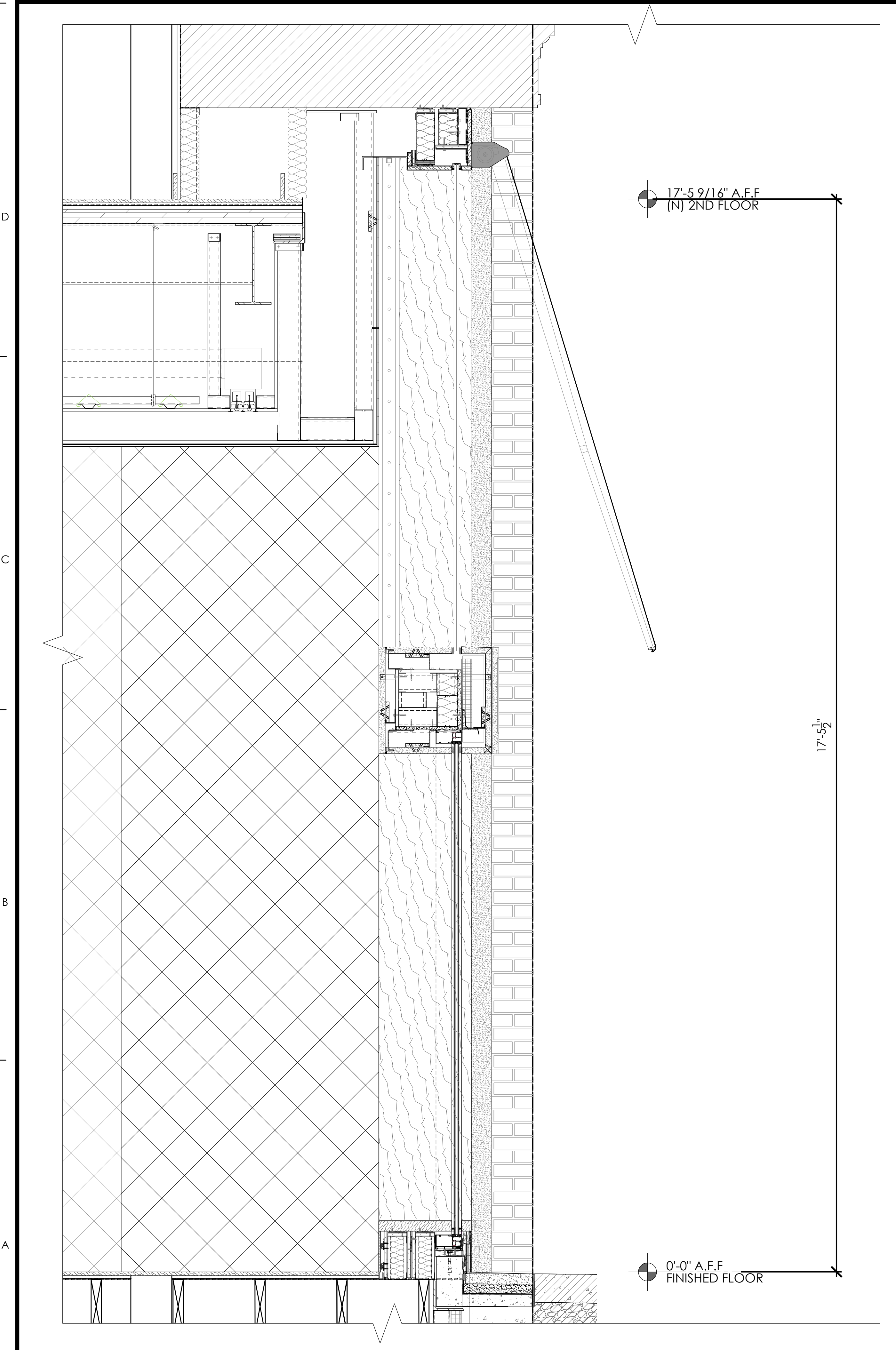
PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

**A-007.00**



PROPOSED SECTION @ STOREFRONT WINDOW 1

1/2"=1'-0"



PREVIOUSLY PROPOSED SECTION AT JANUARY 14TH PUBLIC HEARING 2

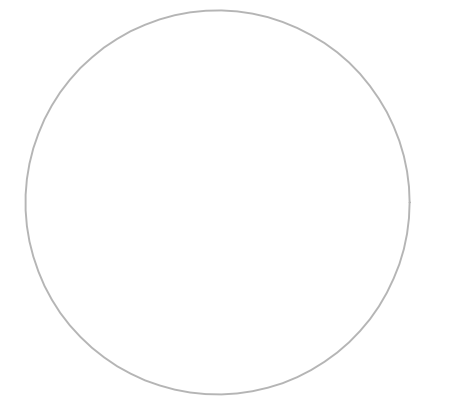
1/2"=1'-0"



MEP CONSULTANT: \_\_\_\_\_

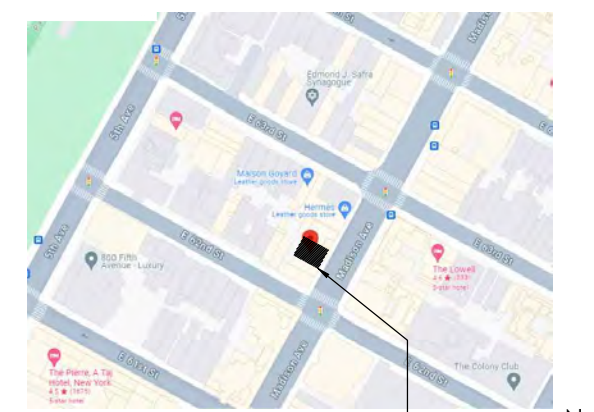
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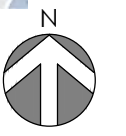



△ DATE REVISIONS

KEY PLAN:



694-696 MADISON AVENUE  
NEW YORK, NY 10065



**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

AREA: FOURTH FLOOR: 2926SF  
THIRD FLOOR: 2926SF  
SECOND FLOOR: 2926SF  
GROUND FLOOR: 3036SF  
CELLAR: 2905SF

SHEET TITLE:

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 11/27/24

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.



Casa Omotesando Loewe store- Exterior

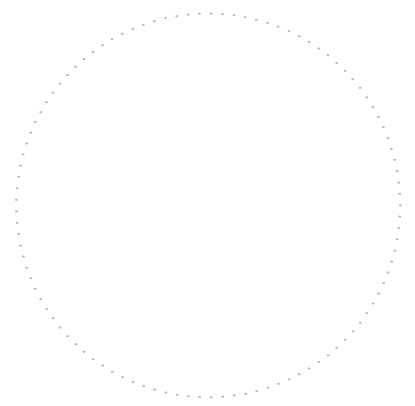


Rodio Drive Loewe store- Exterior

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KEY PLAN:



**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

PREV. PROPOSED  
 REAR BLOCK MODEL

PROJECT NO. 23-4702

SCALE: AS NOTED

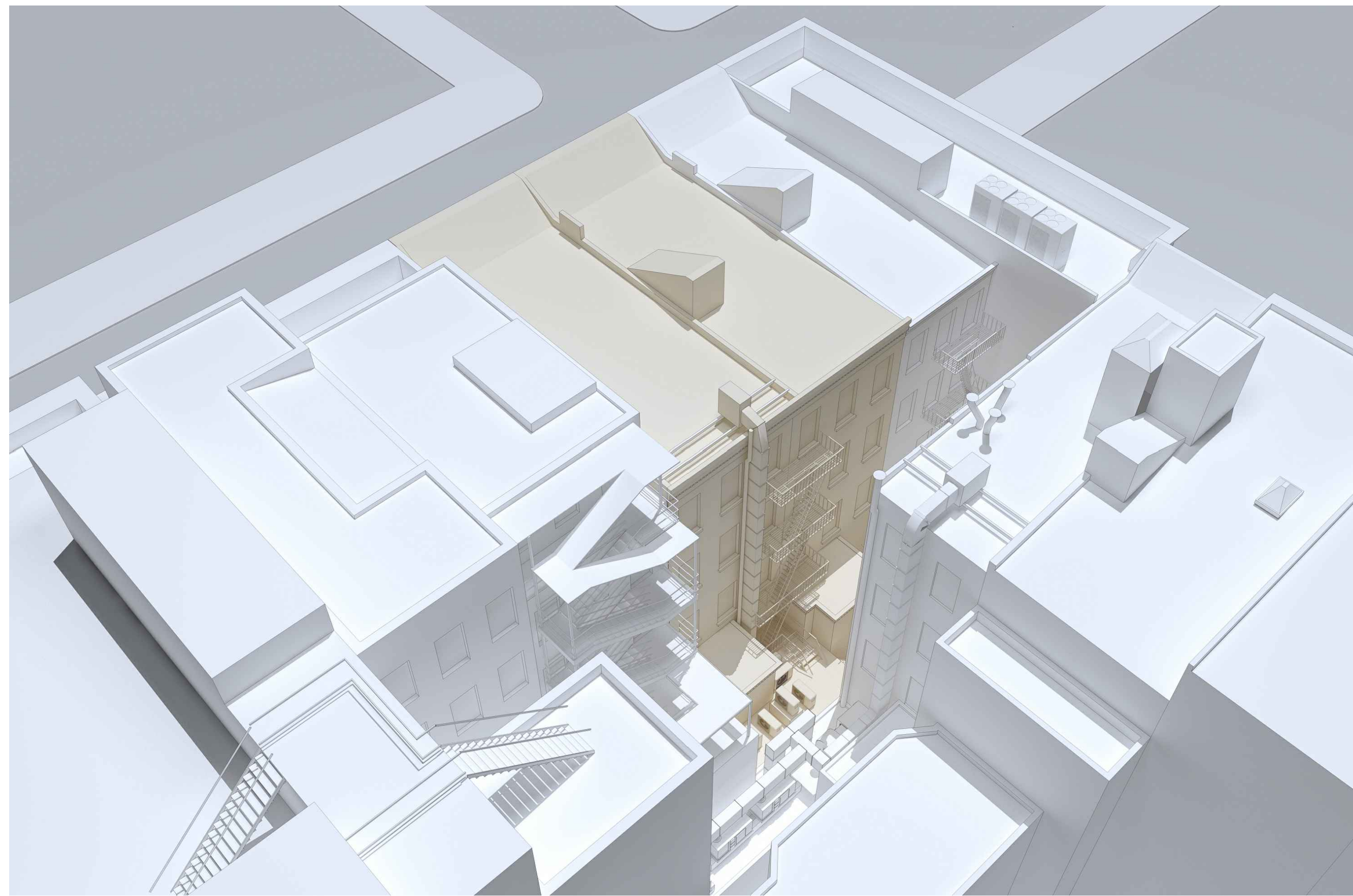
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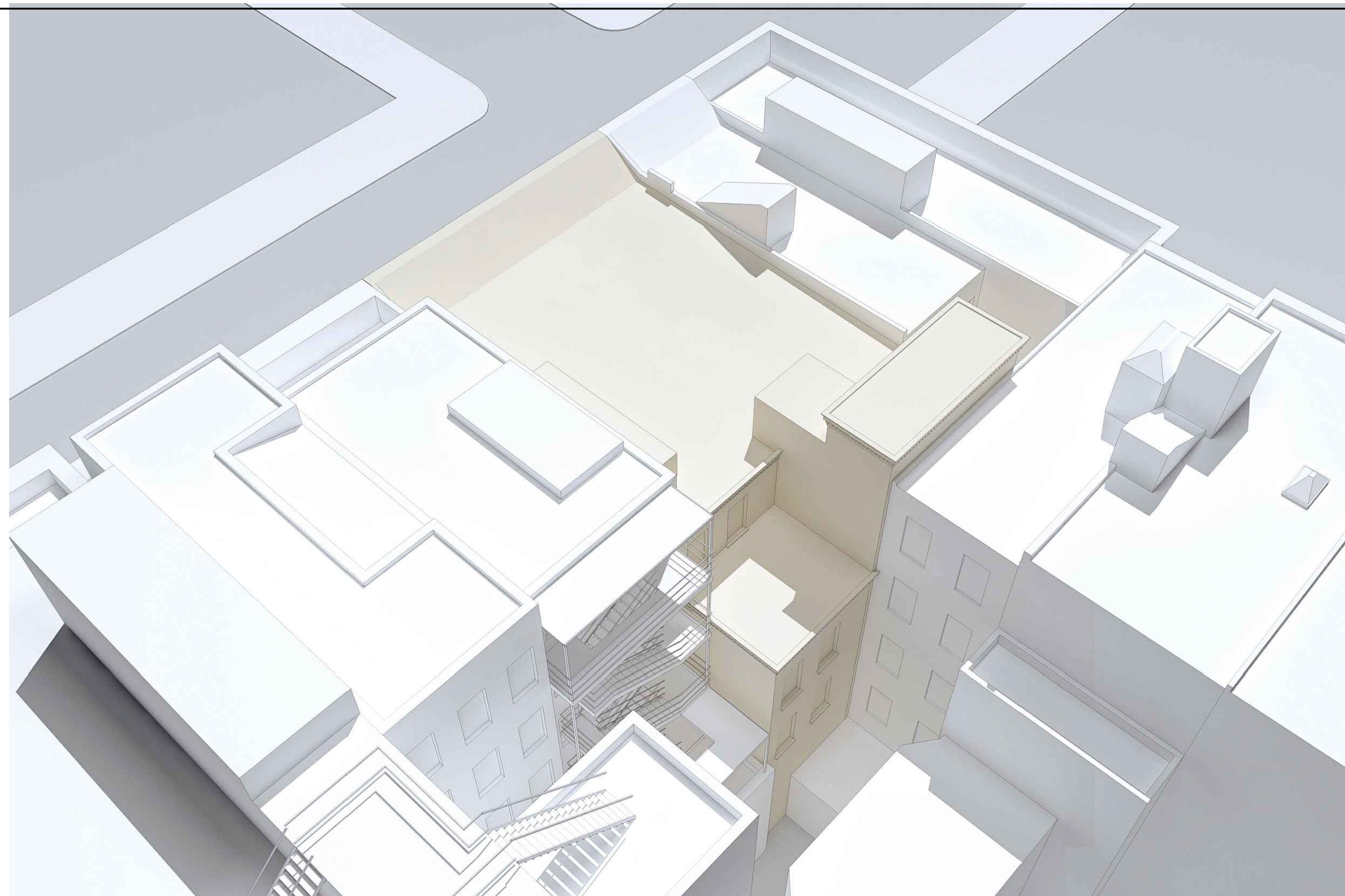
**A-008.00**



EXISTING REAR BLOCK MODEL - AERIAL VIEW

2

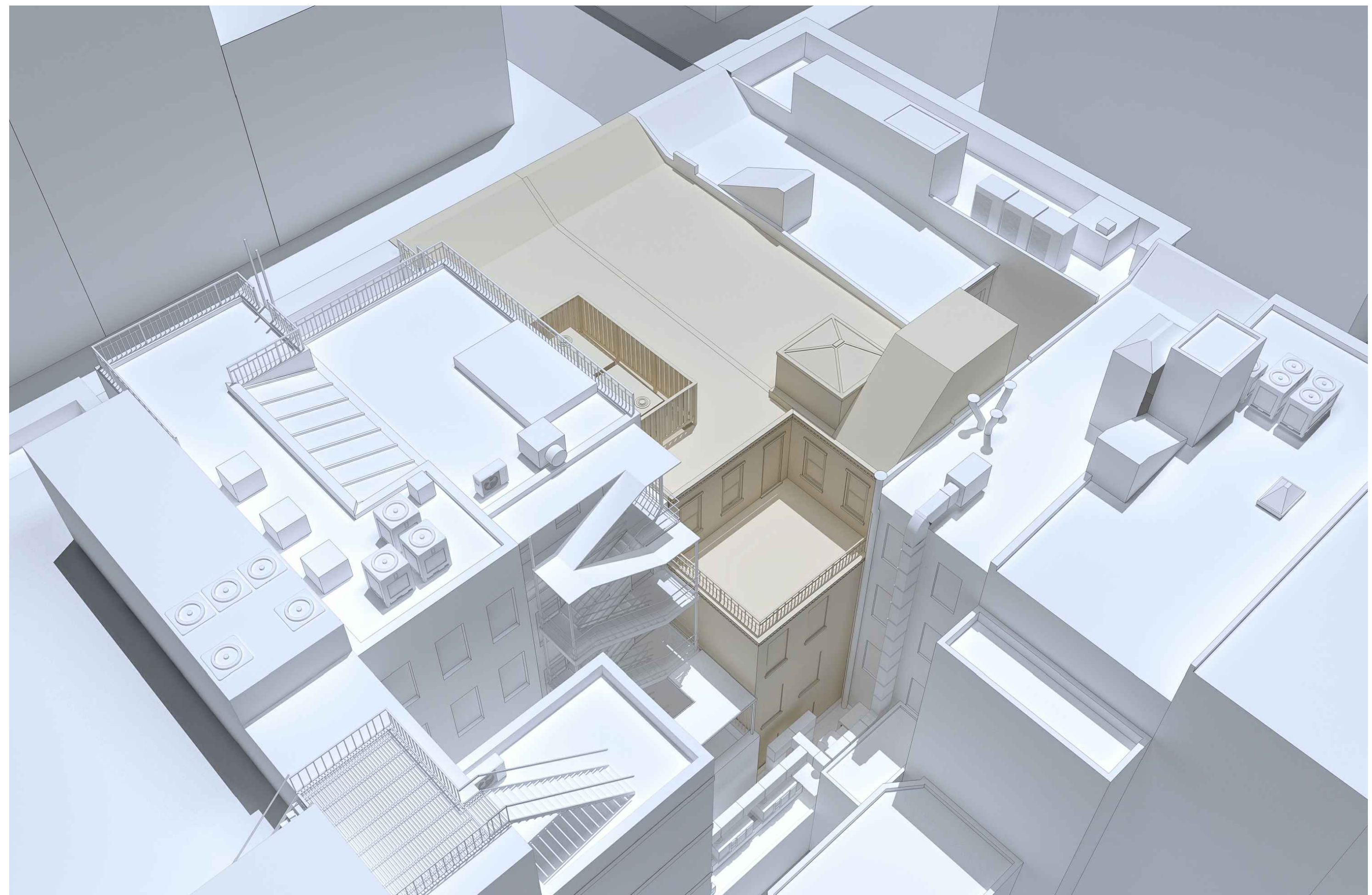
NTS



PREVIOUSLY PROPOSED REAR BLOCK MODEL - AERIAL VIEW

1

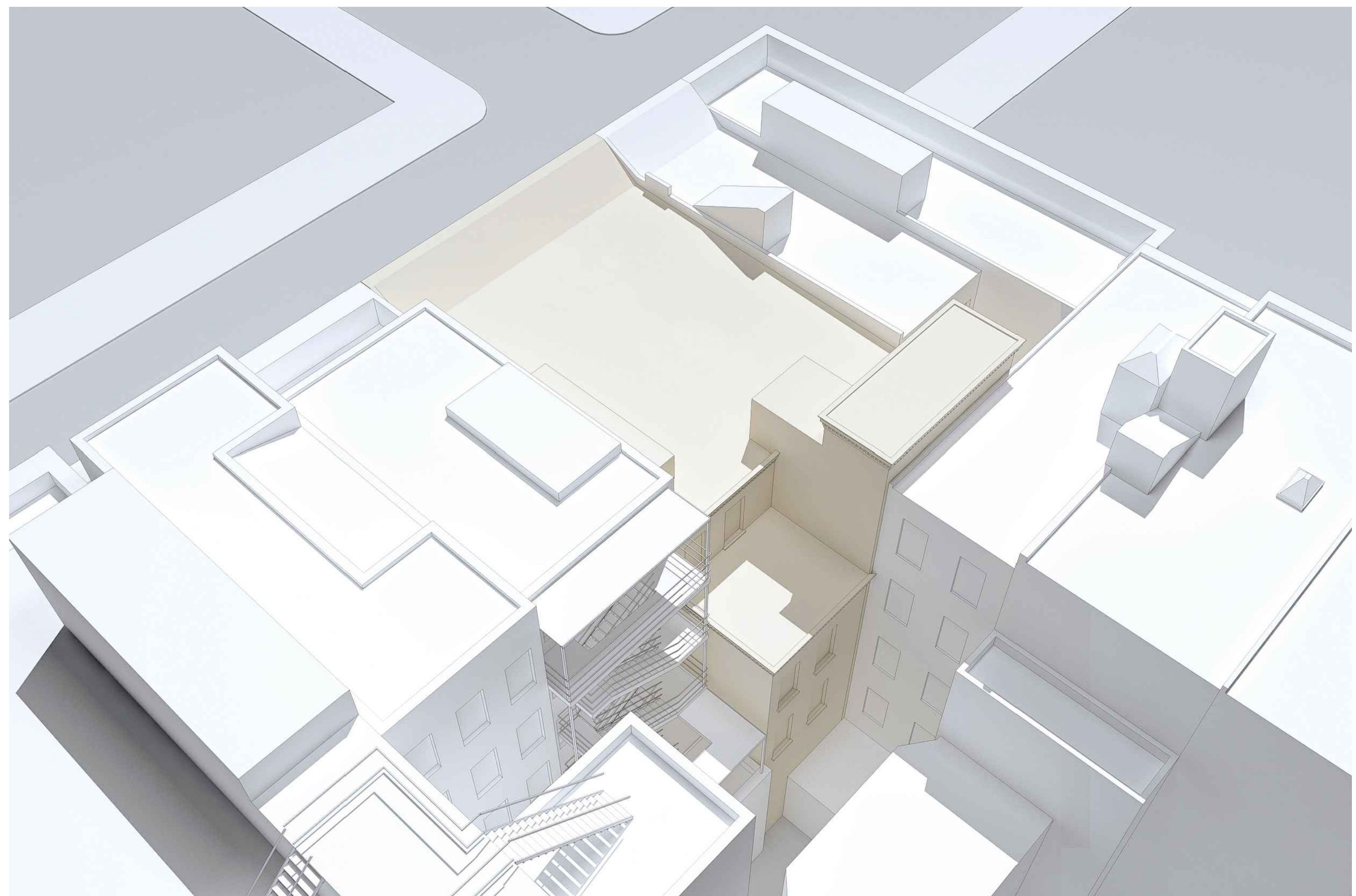
NTS



PROPOSED REAR BLOCK MODEL - AERIAL VIEW

2

NTS



PREVIOUSLY PROPOSED REAR BLOCK MODEL - AERIAL VIEW

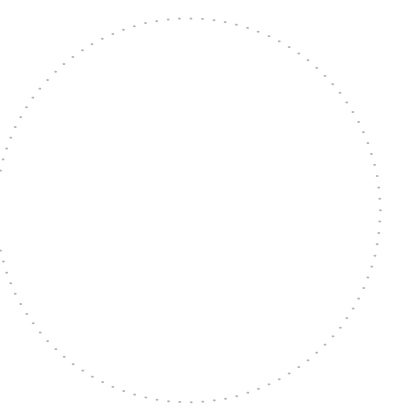
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NTS

MEP CONSULTANT:

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ARCHITECTURAL REG. #: 023322  
 REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

PROPOSED REAR  
 BLOCK MODEL

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 02/04/25

DRAWN BY: AM

REVIEWED BY: JW

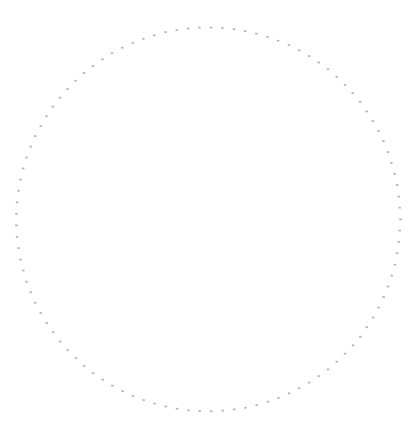
SHEET NO.

**A-009.00**

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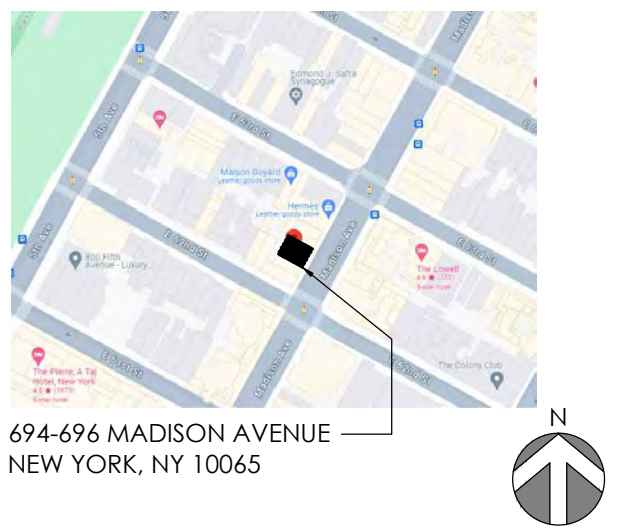
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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

## EXISTING REAR YARD PHOTOS

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 02/04/25

DRAWN BY: AM

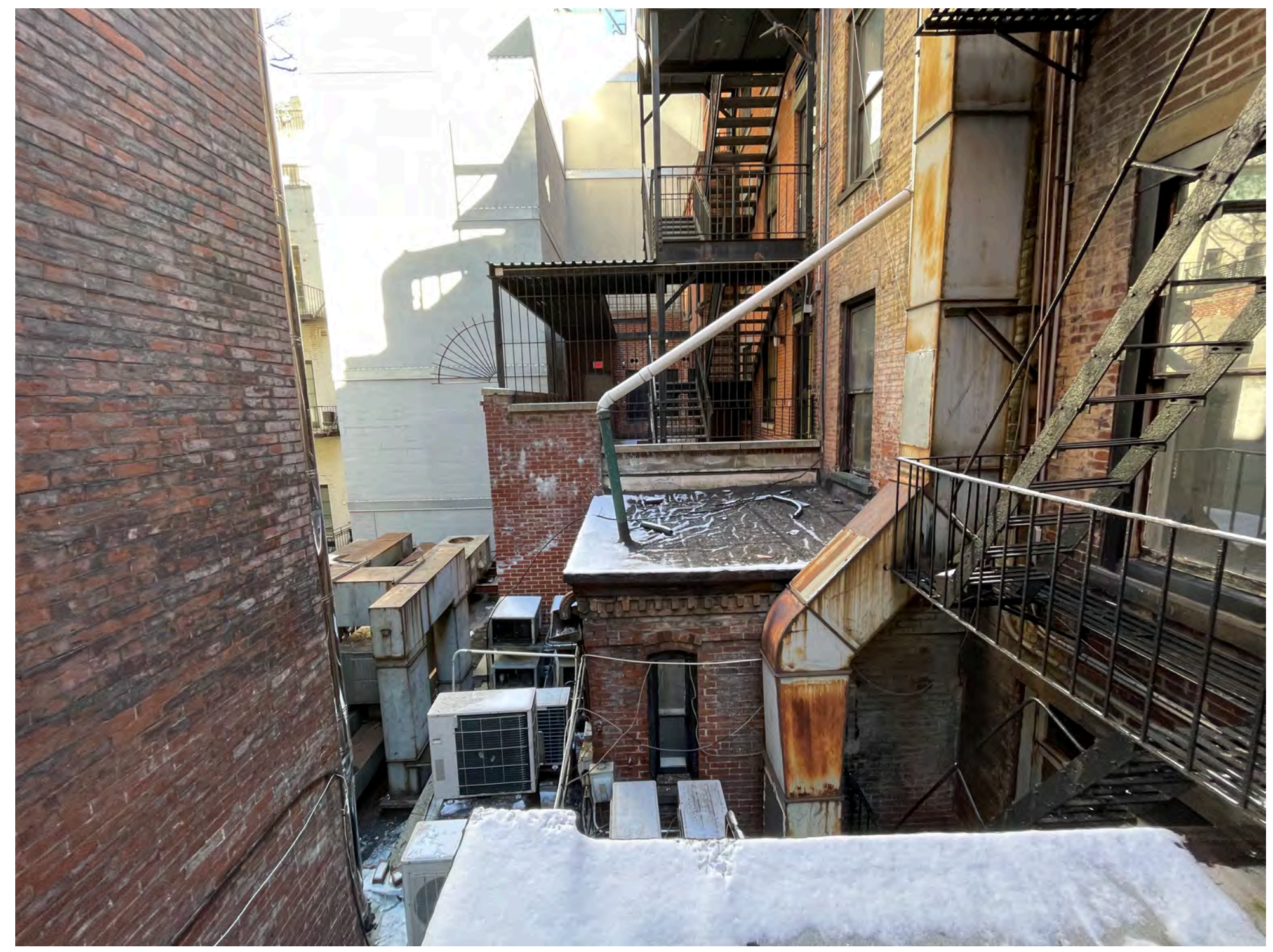
REVIEWED BY: JW

SHEET NO.

# A-012.00



View of the rear yard (694 Madison Avenue)



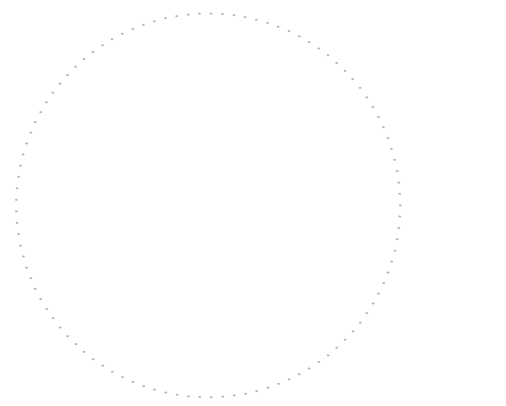
D  
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5 | 1 | 4 | 3 | 1 | 2 | 1 | 1

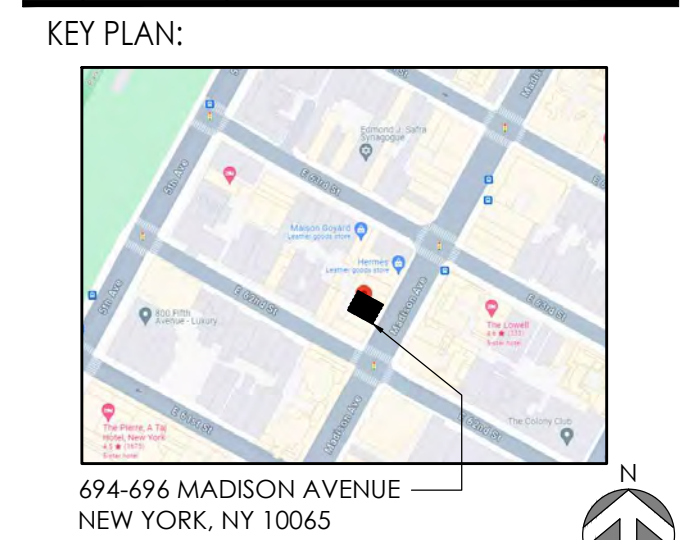
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DATE	REVISIONS
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01.08.25	LPC FILING
12.23.24	LPC FILING



**LOEWE**

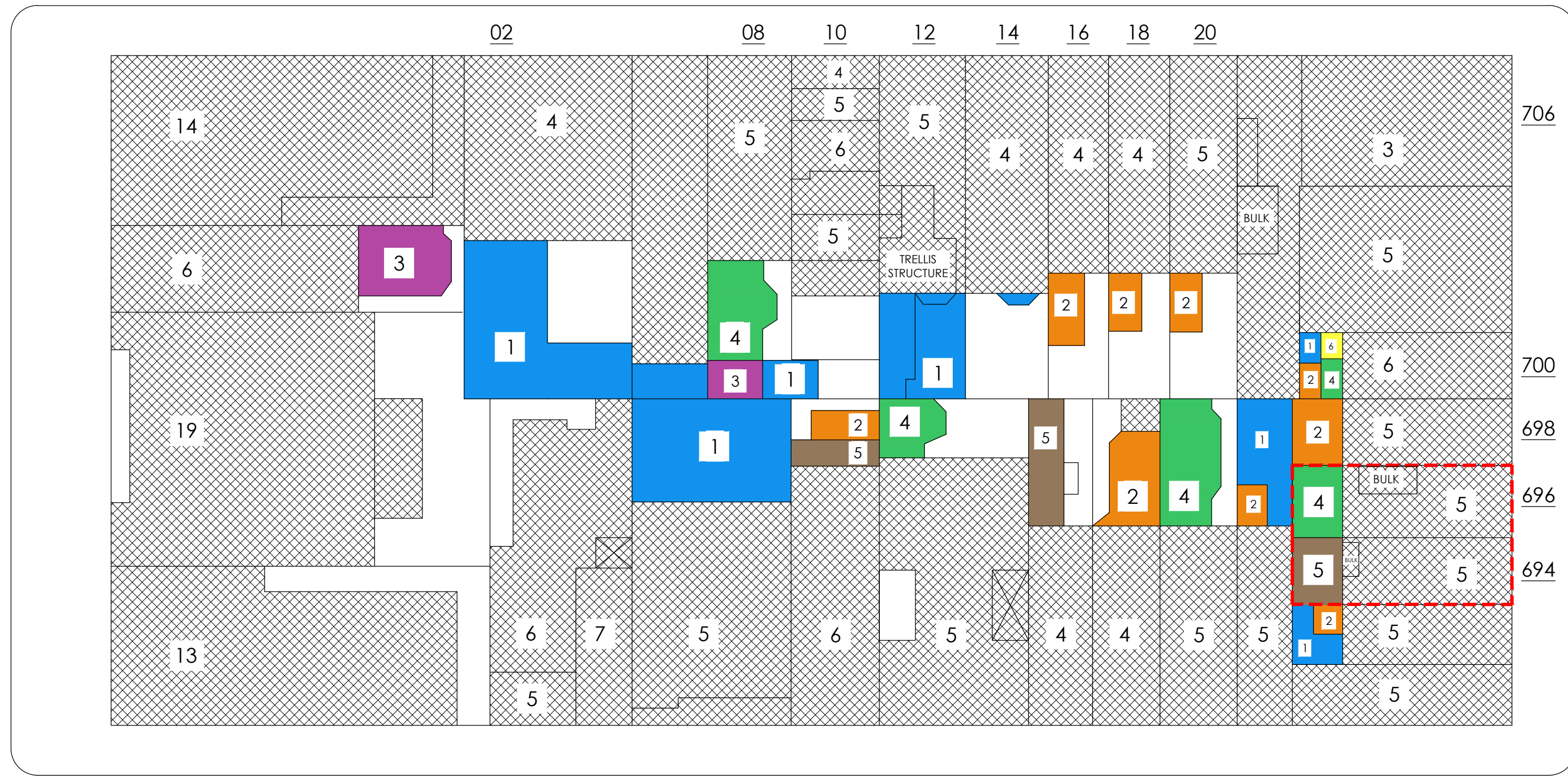
694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:  
**BLOCK PLAN AND EXISTING REAR YARD**

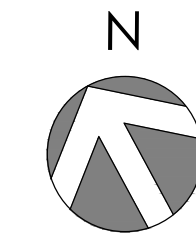
PROJECT NO. 23-4702  
SCALE: AS NOTED  
DATE: 02/04/25  
DRAWN BY: AM  
REVIEWED BY: JW  
SHEET NO.

**A-013.00**

EAST 63ND STREET



MADISON AVE.



BLOCK 1377 (PROPOSED)

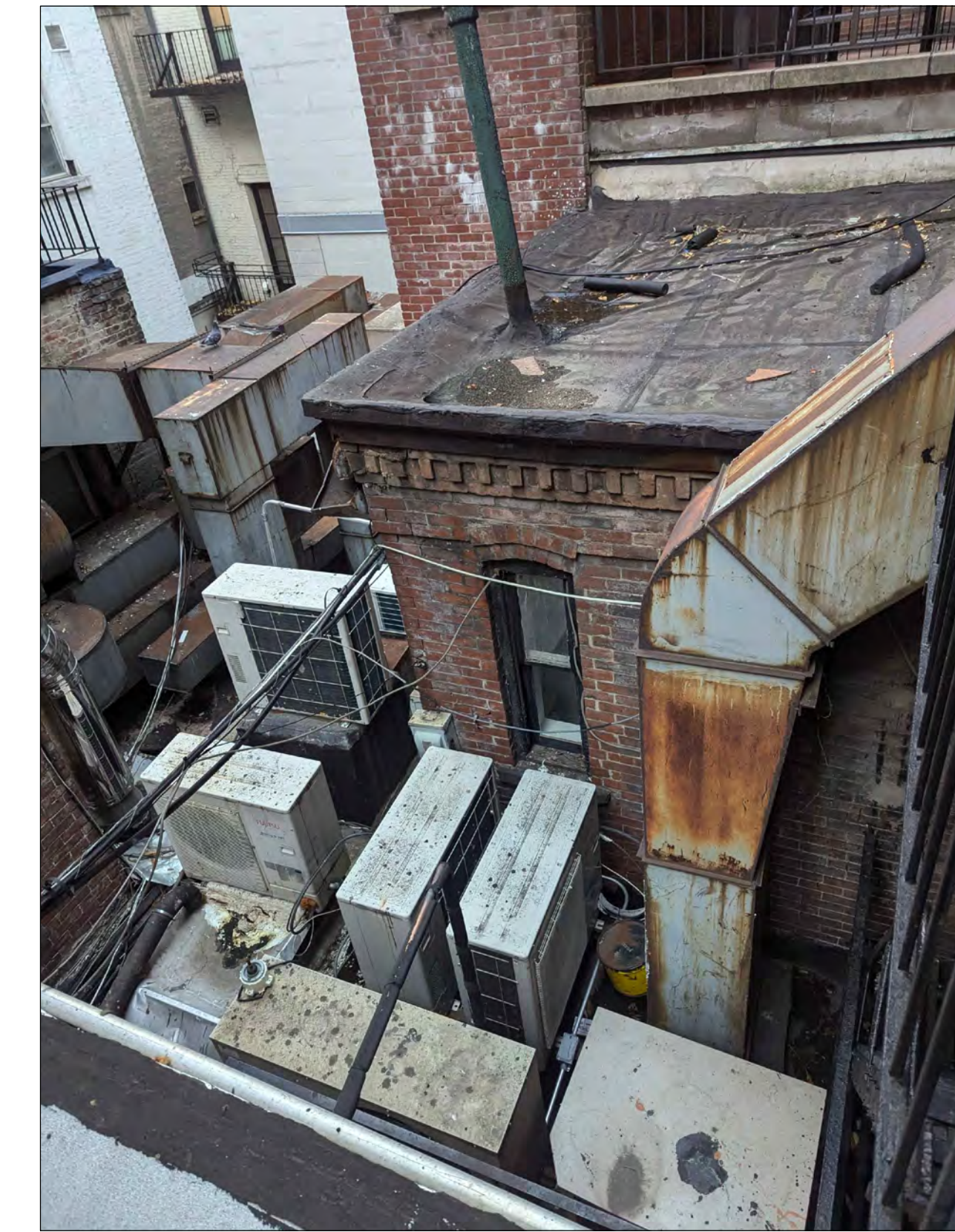
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NTS

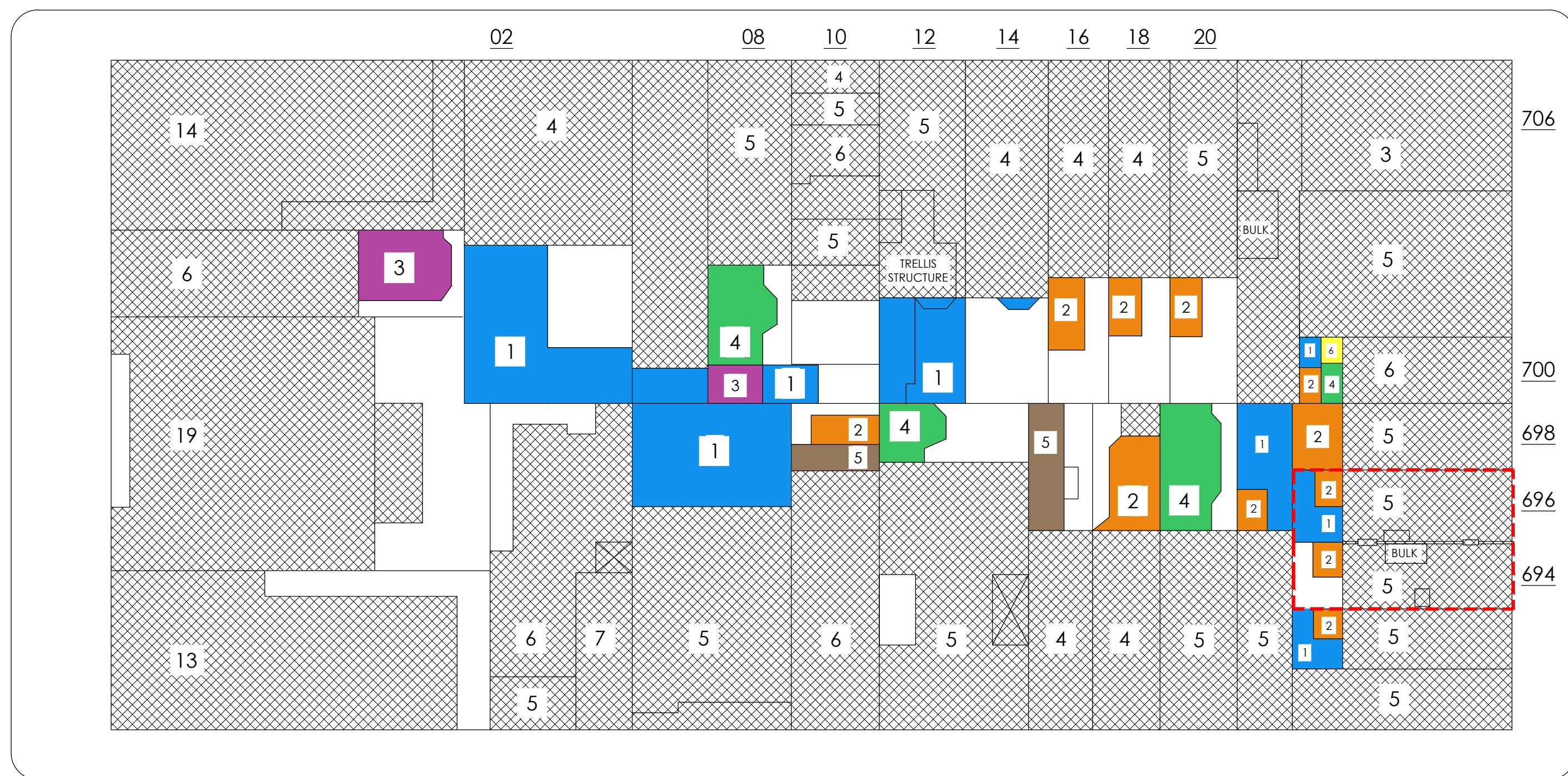
PHOTOS OF EXISTING REAR YARD

2

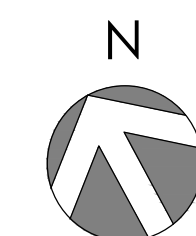
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EAST 63ND STREET



MADISON AVE.



BLOCK 1377 (EXISTING)

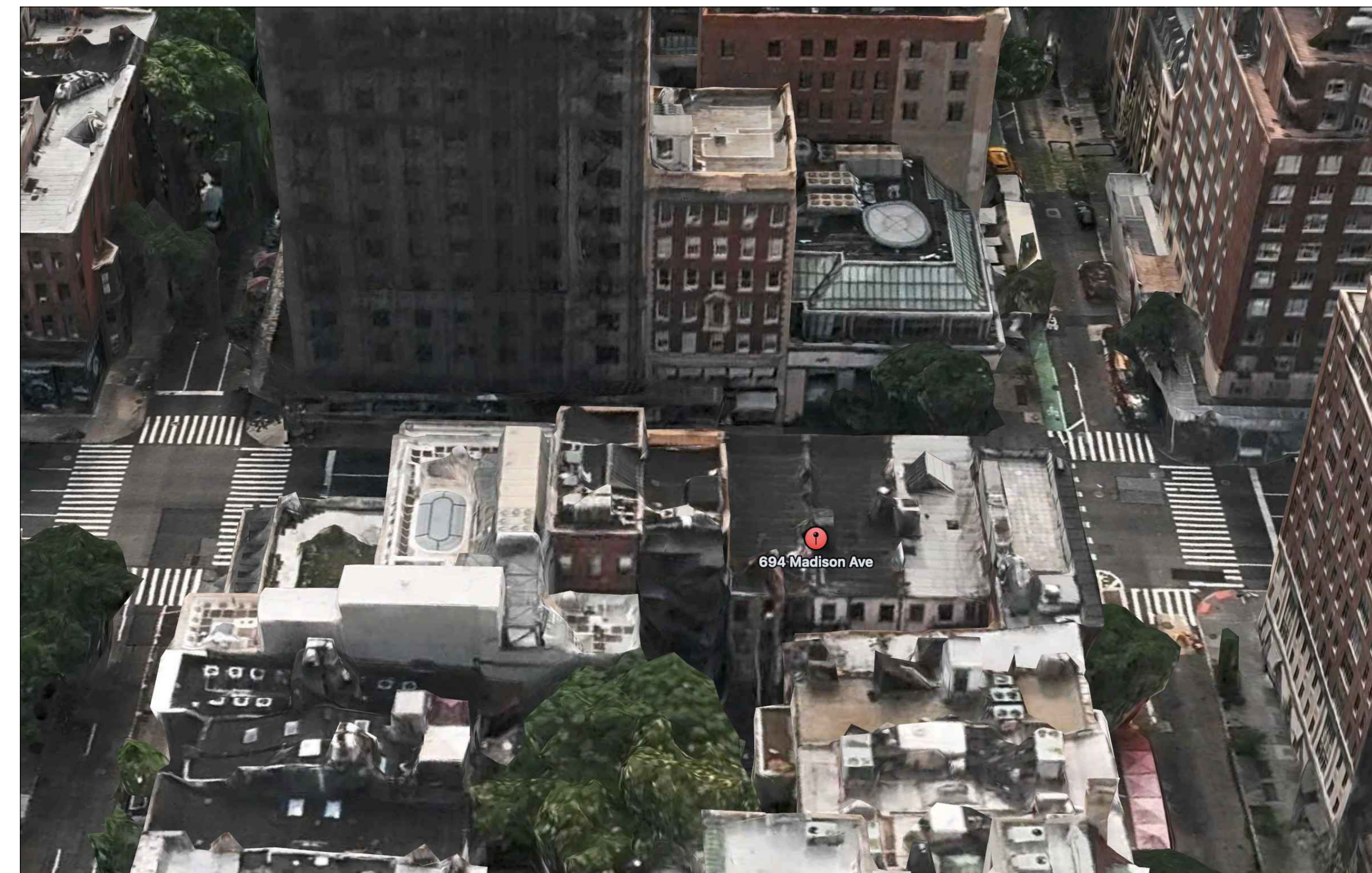
3

NTS

AERIAL VIEW OF REAR YARD

1

NTS



LEGEND

1-STORY REAR EXTENSION    2-STORY REAR EXTENSION    3-STORY REAR EXTENSION    4-STORY REAR EXTENSION    5-STORY REAR EXTENSION    6-STORY REAR EXTENSION

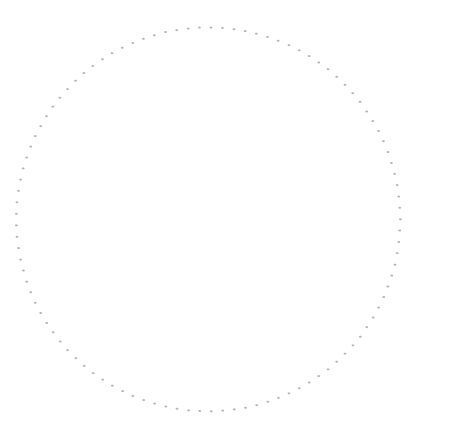
EAST 62ND STREET



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 REGISTRATION EXPIRES: 12/31/2024



△	DATE	REVISIONS
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	01.08.25	LPC FILING
	12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED  
 REAR BLOCK**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

**A-010.00**

PROPOSED REAR BLOCK MODEL - REAR YARD VIEW

1  
 NTS

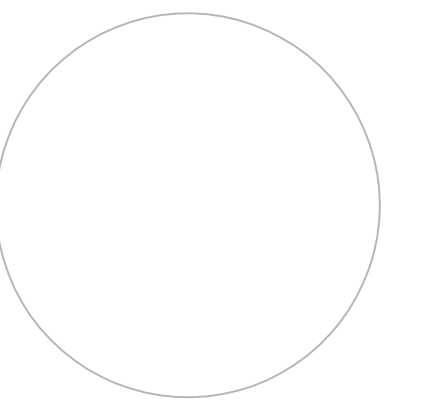
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5 1 4 1 3 1 2 1 1

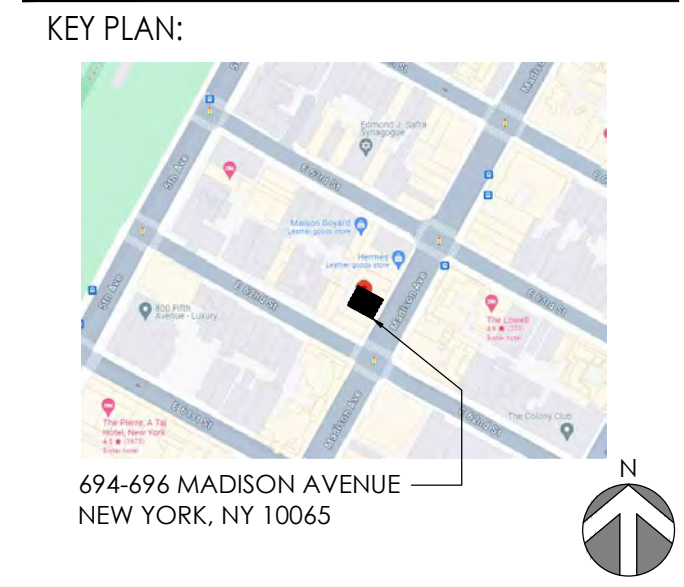
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12.23.24	LPC FILING



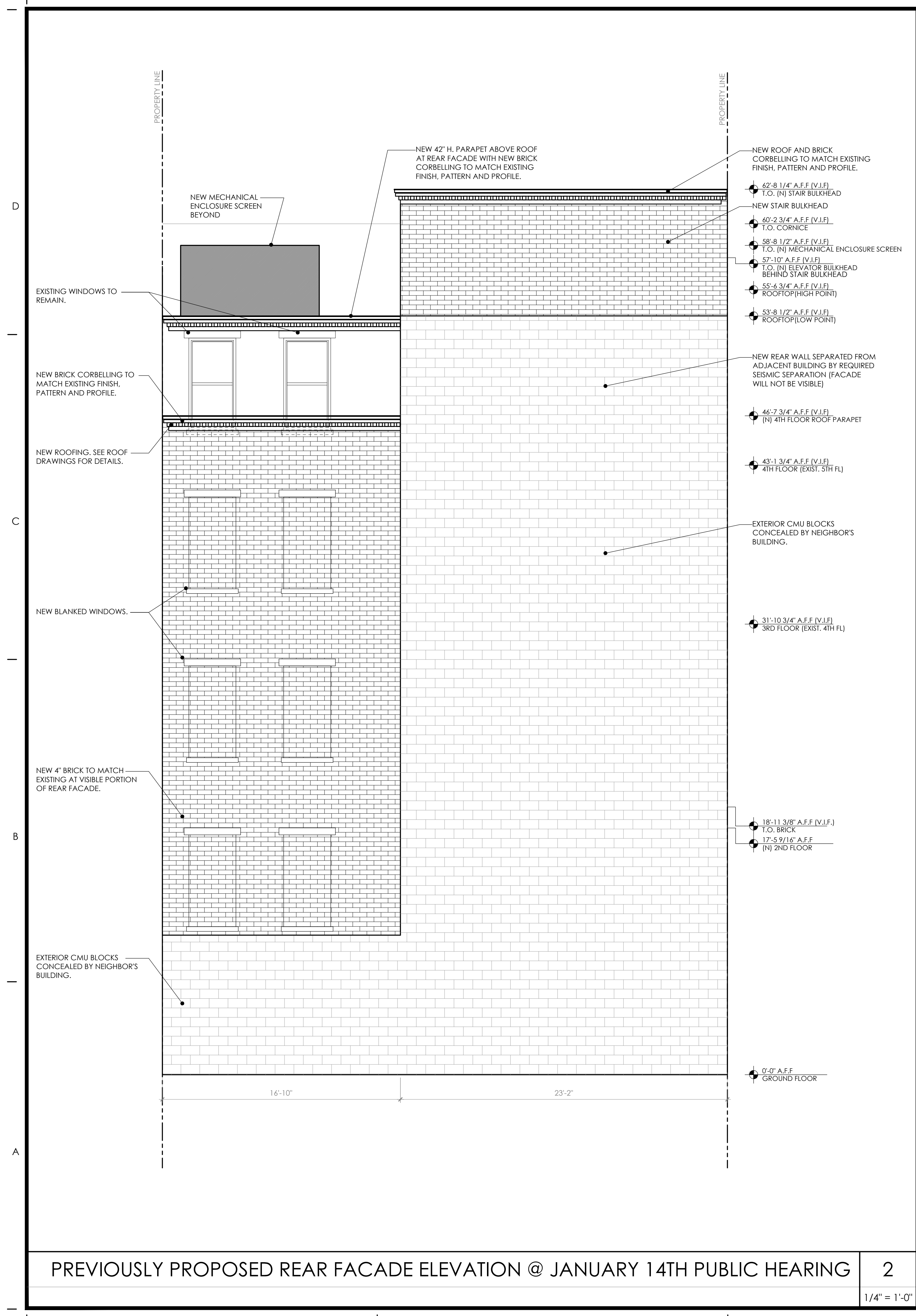
# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED REAR  
 FACADE ELEVATIONS**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

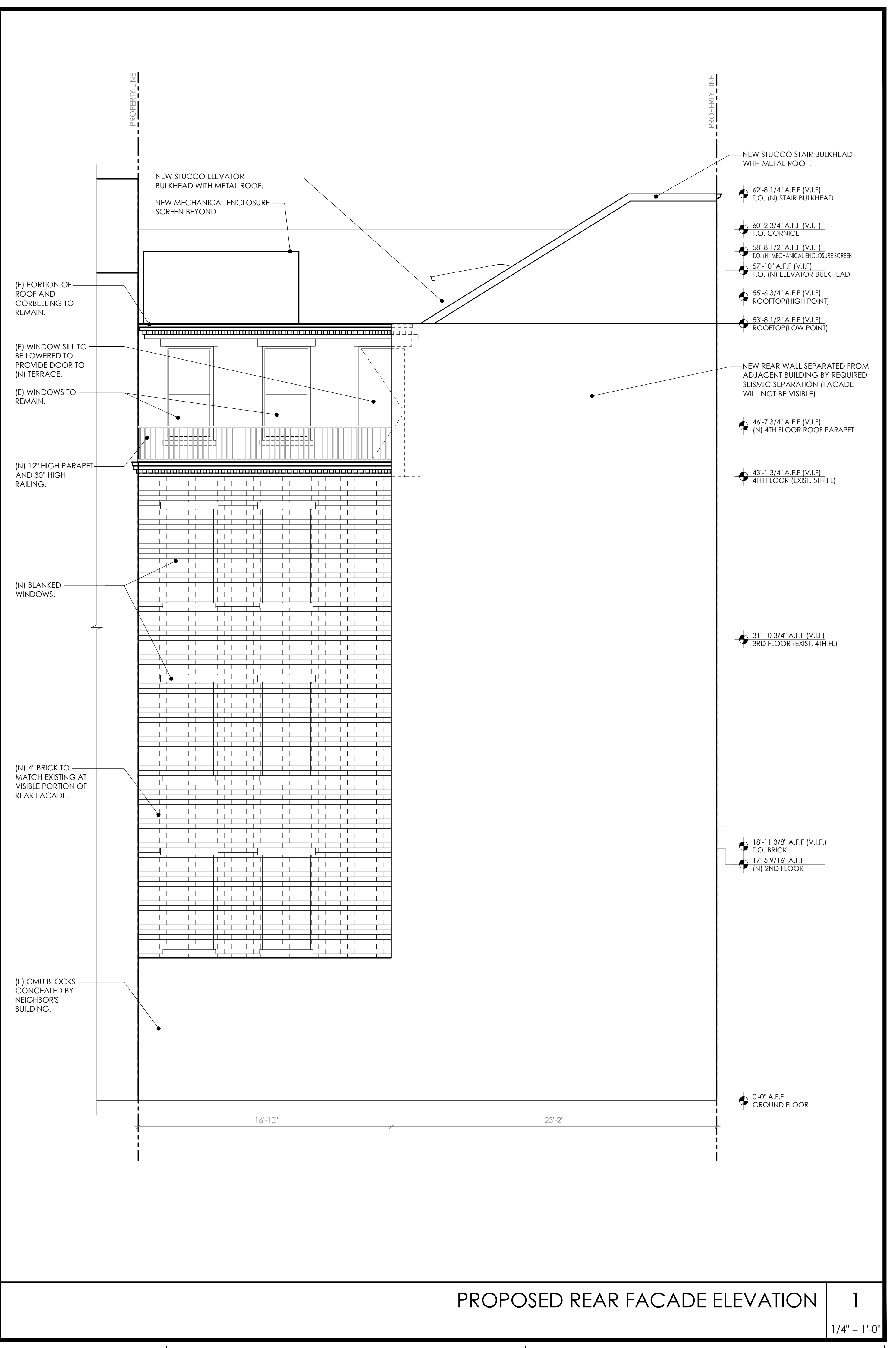
# A-011.00



PREVIOUSLY PROPOSED REAR FACADE ELEVATION @ JANUARY 14TH PUBLIC HEARING

2

1/4" = 1'-0"

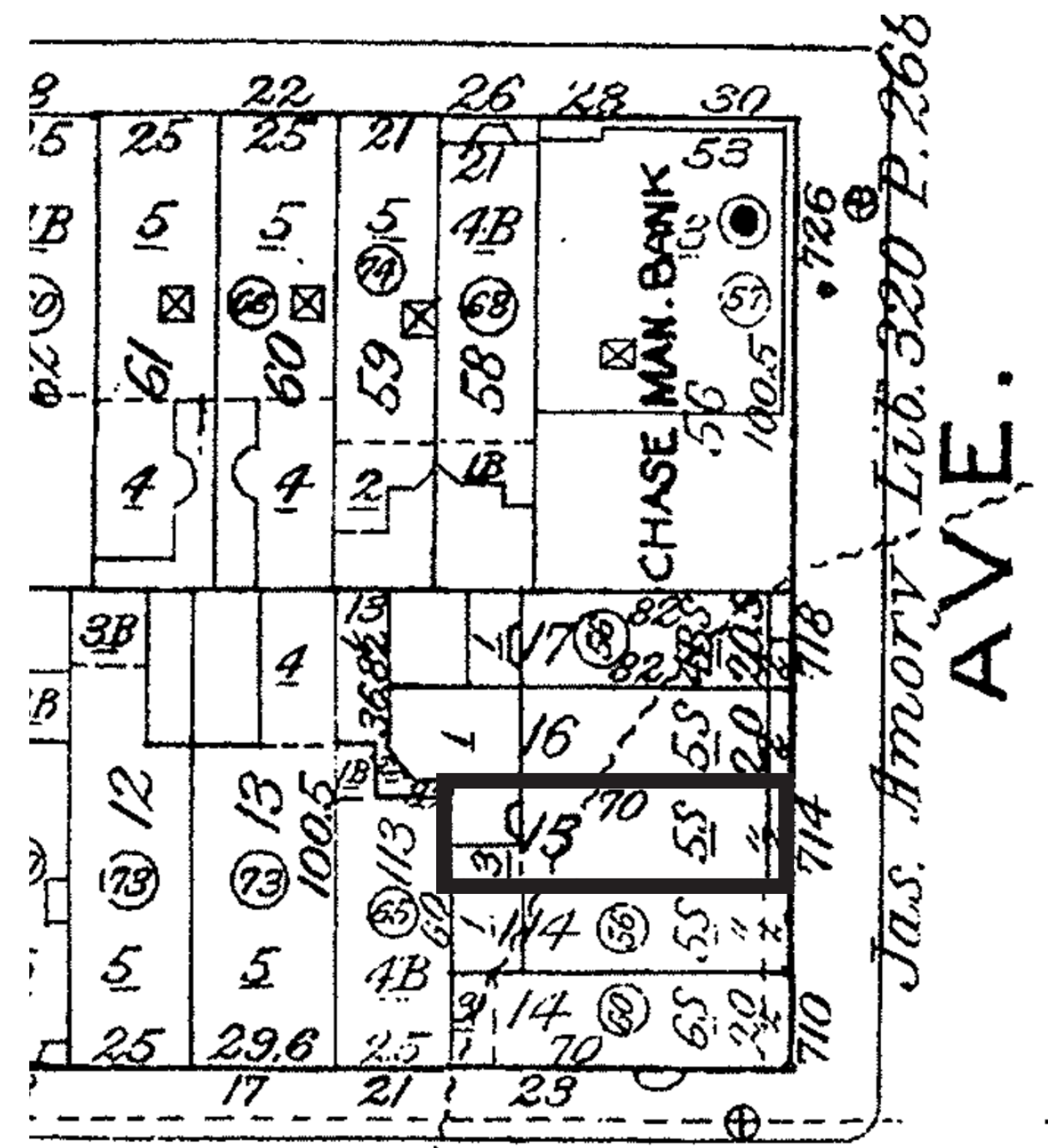


PROPOSED REAR FACADE ELEVATION

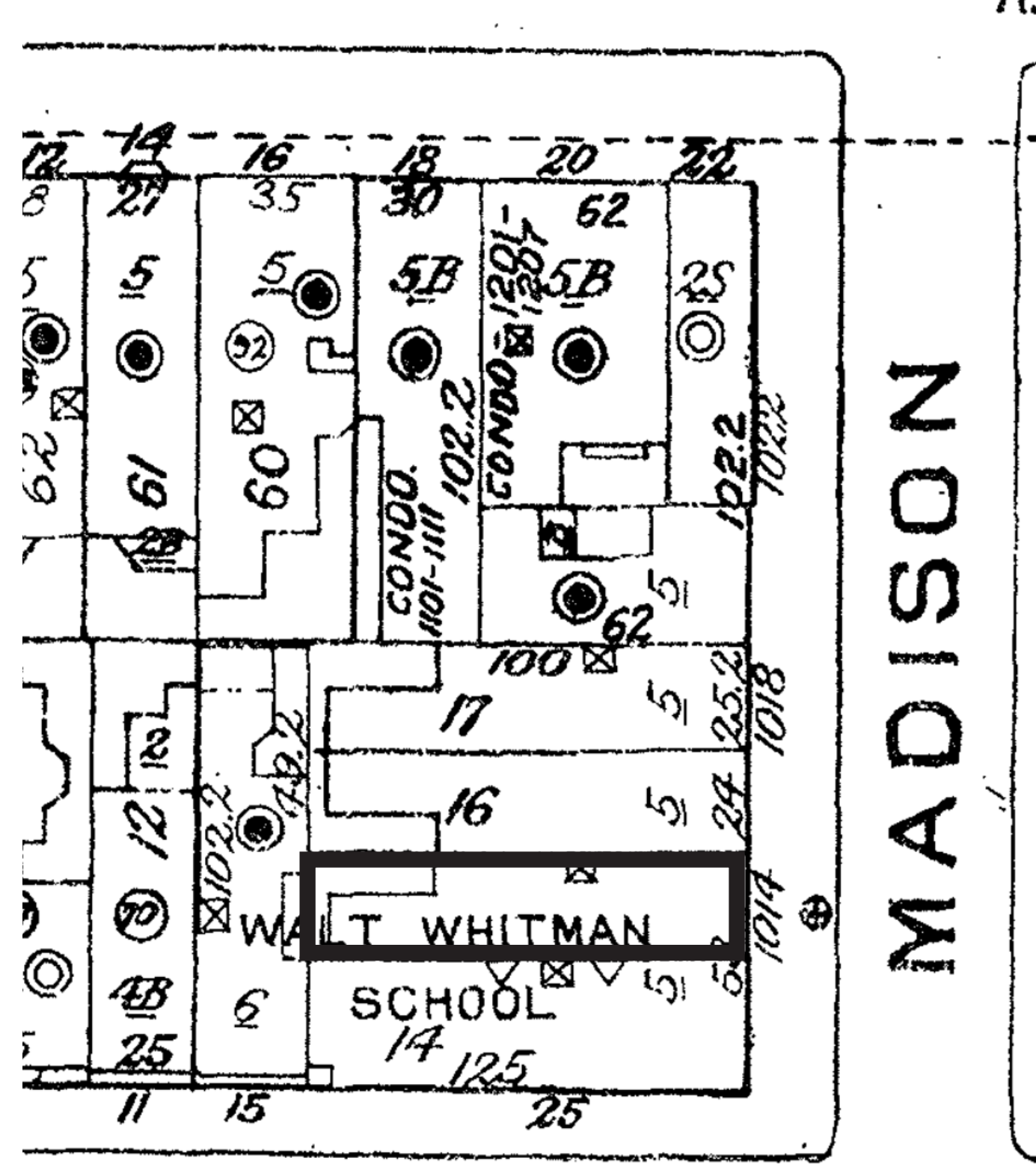
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1/4" = 1'-0"

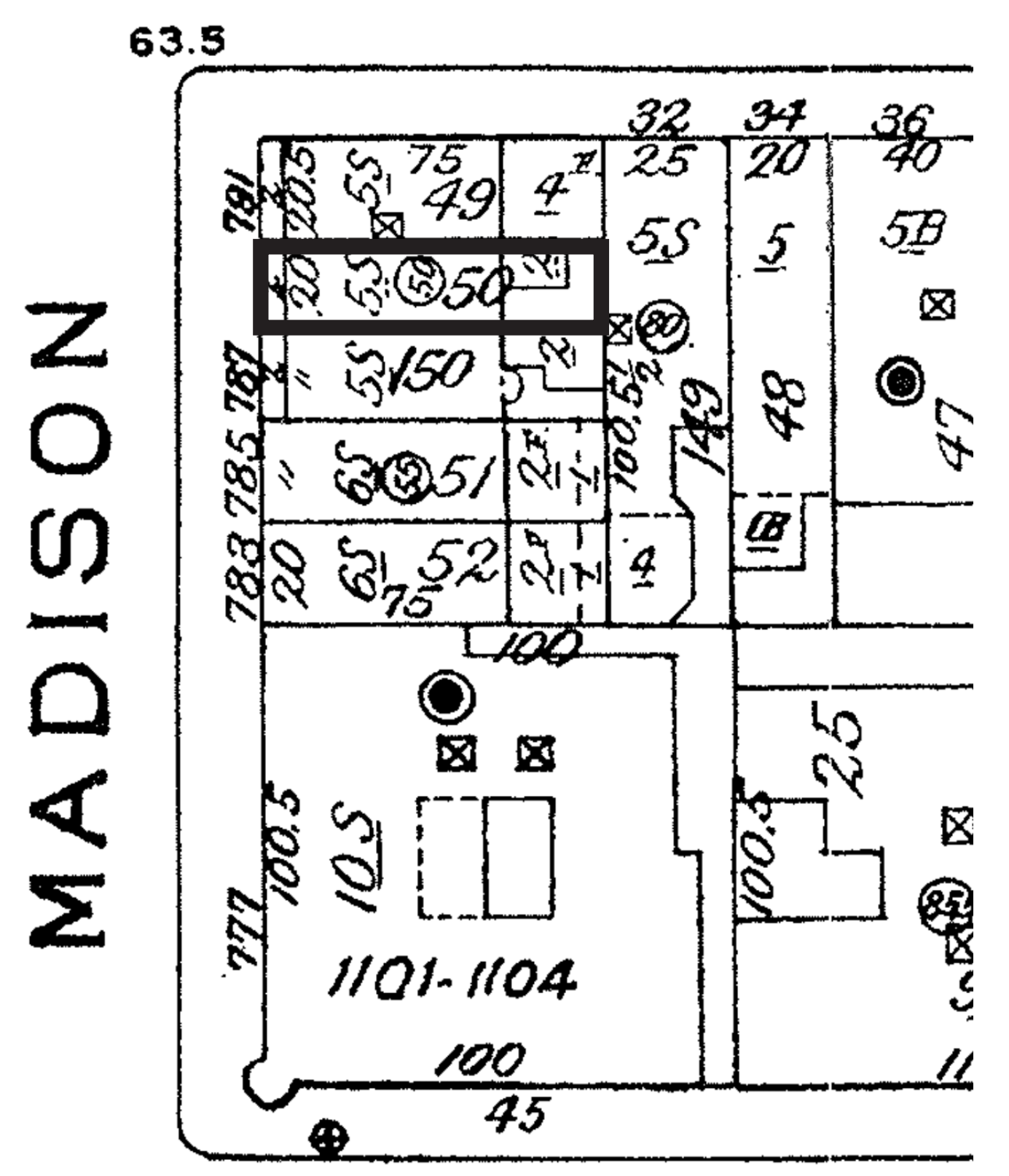
# LPC Approved Rear-yard Additions along Madison Avenue



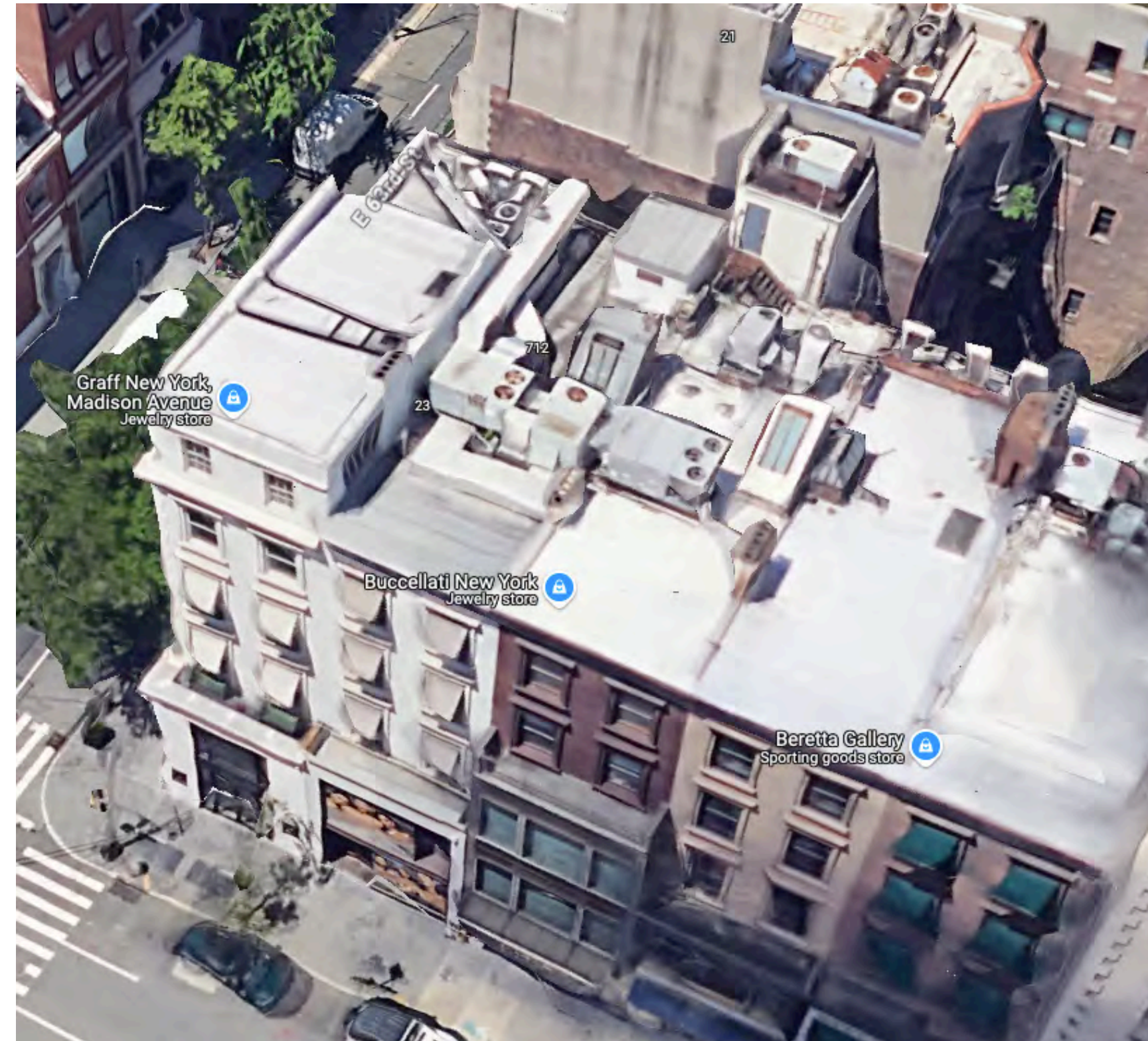
1985 Sanborn map



1985 Sanborn map



1985 Sanborn map



714 Madison Avenue- Approved in 2000



1014 Madison Avenue- Approved in 2008

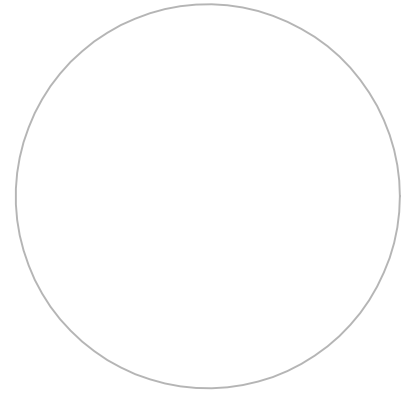


789 Madison Avenue- Approved in 2000

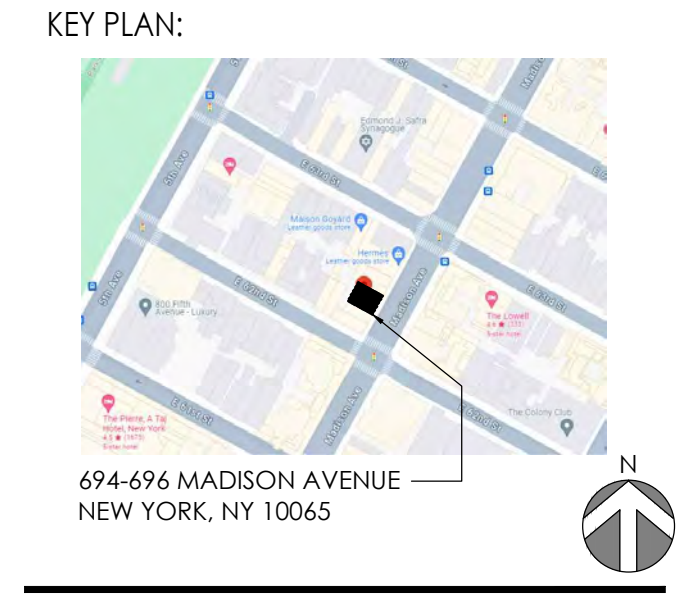
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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING



## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

### SHEET TITLE: LPC APPROVED REAR YARD ADDITIONS

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	02/04/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

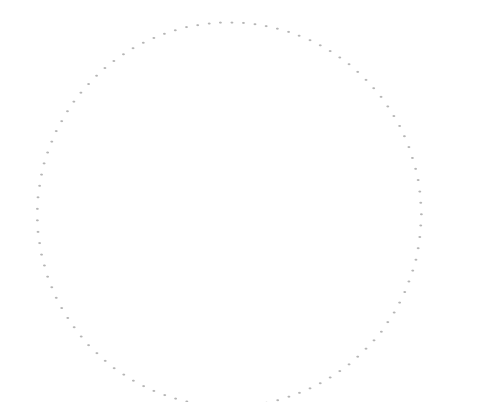
# A-014.00



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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



694-696 MADISON AVENUE  
 NEW YORK, NY 10065

**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED STOREFRONT  
 RENDERING**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

**A-015.00**

PROPOSED STOREFRONT FACADE RENDERING WITH RETRACTABLE AWNINGS

1  
 NTS

The current proposal is:

Preservation Department – Item 3, LPC-25-05644

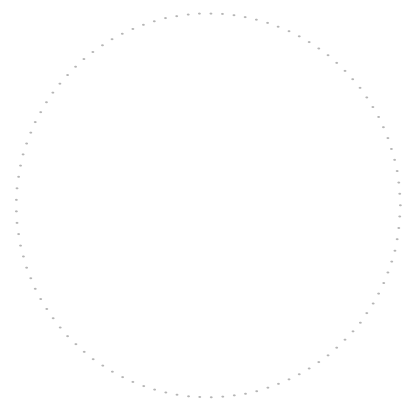
**694-696 Madison Avenue – Upper East Side Historic District  
Borough of Manhattan**

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

MEP CONSULTANT:

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REGISTRATION EXPIRES: 12/31/2024



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	01.08.25	LPC FILING
	12.23.24	LPC FILING

KEY PLAN:



694-696 MADISON AVENUE  
NEW YORK, NY 10065

**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:

APPENDIX

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 02/04/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

**A-016.00**

Appendix

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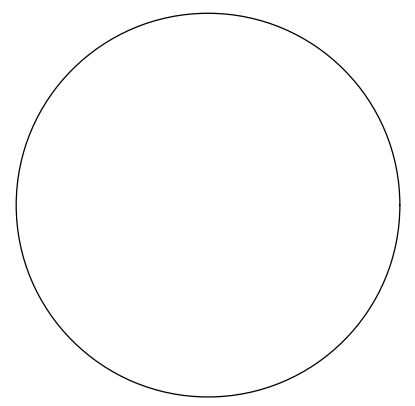
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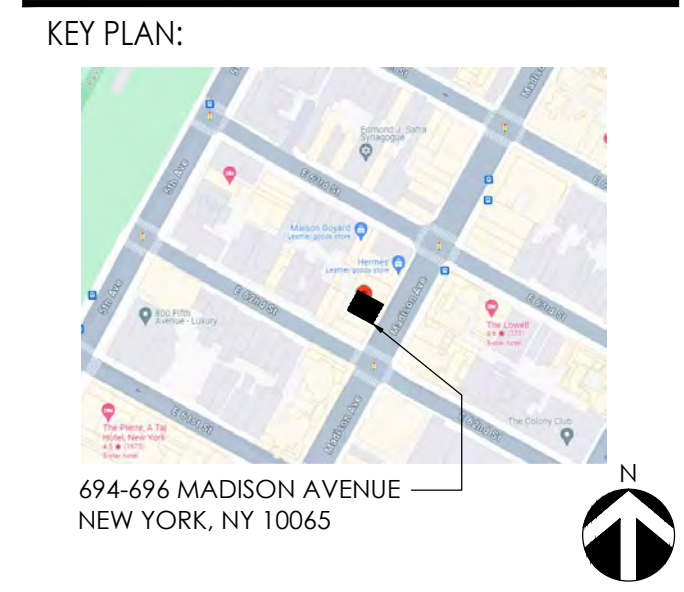
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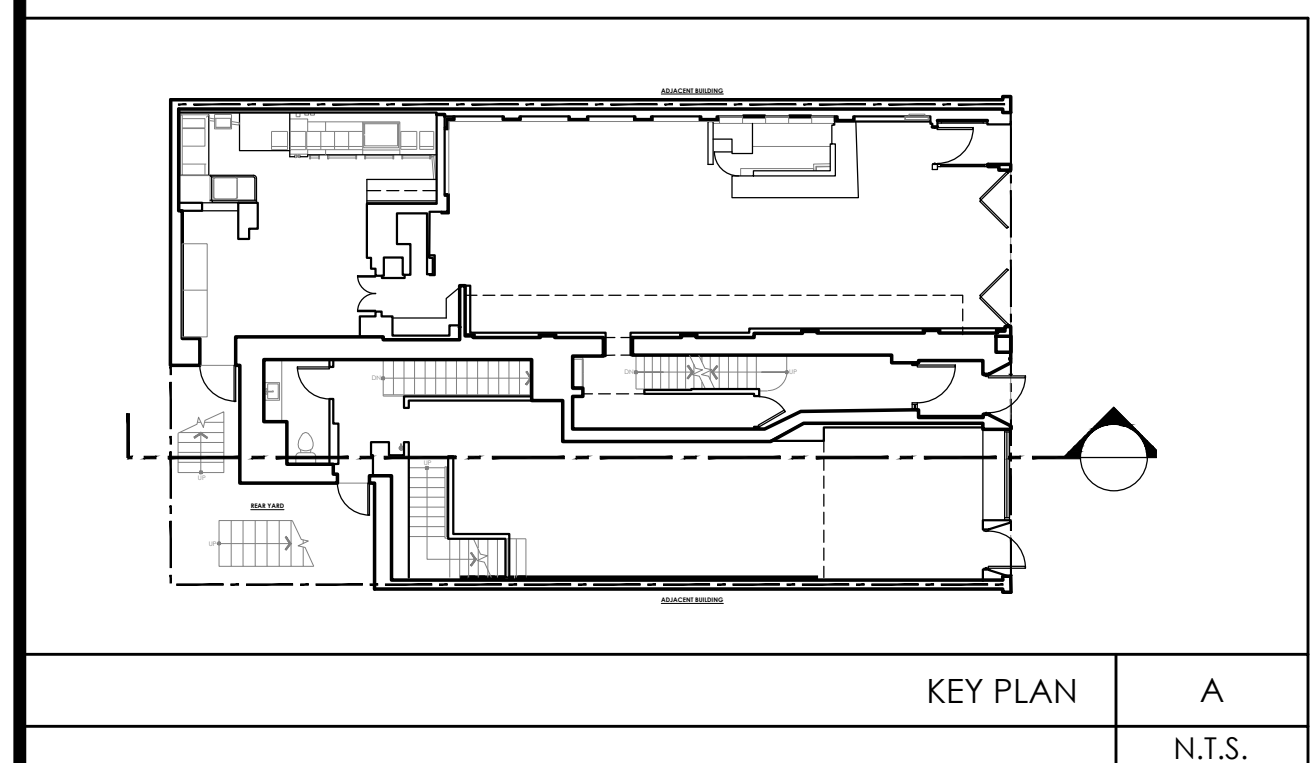
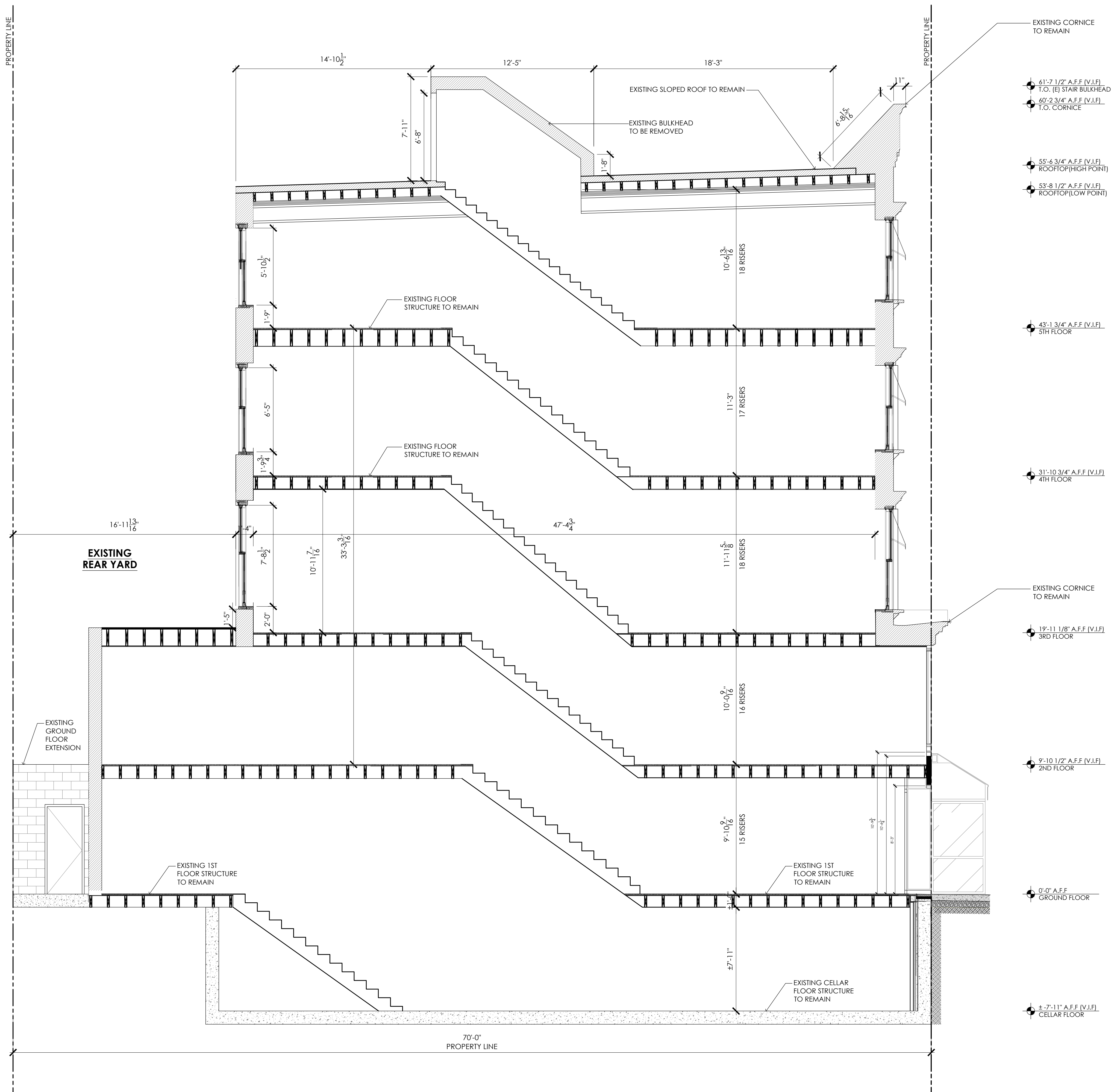
## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**EXISTING BUILDING SECTION**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/22/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

# A-017.00



### EXISTING WEST-EAST BUILDING SECTION

1

1/4"=1'-0"

5

1

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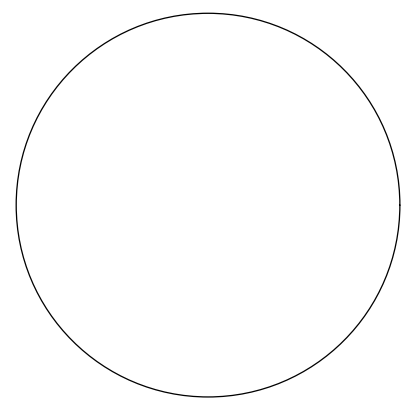
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1

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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

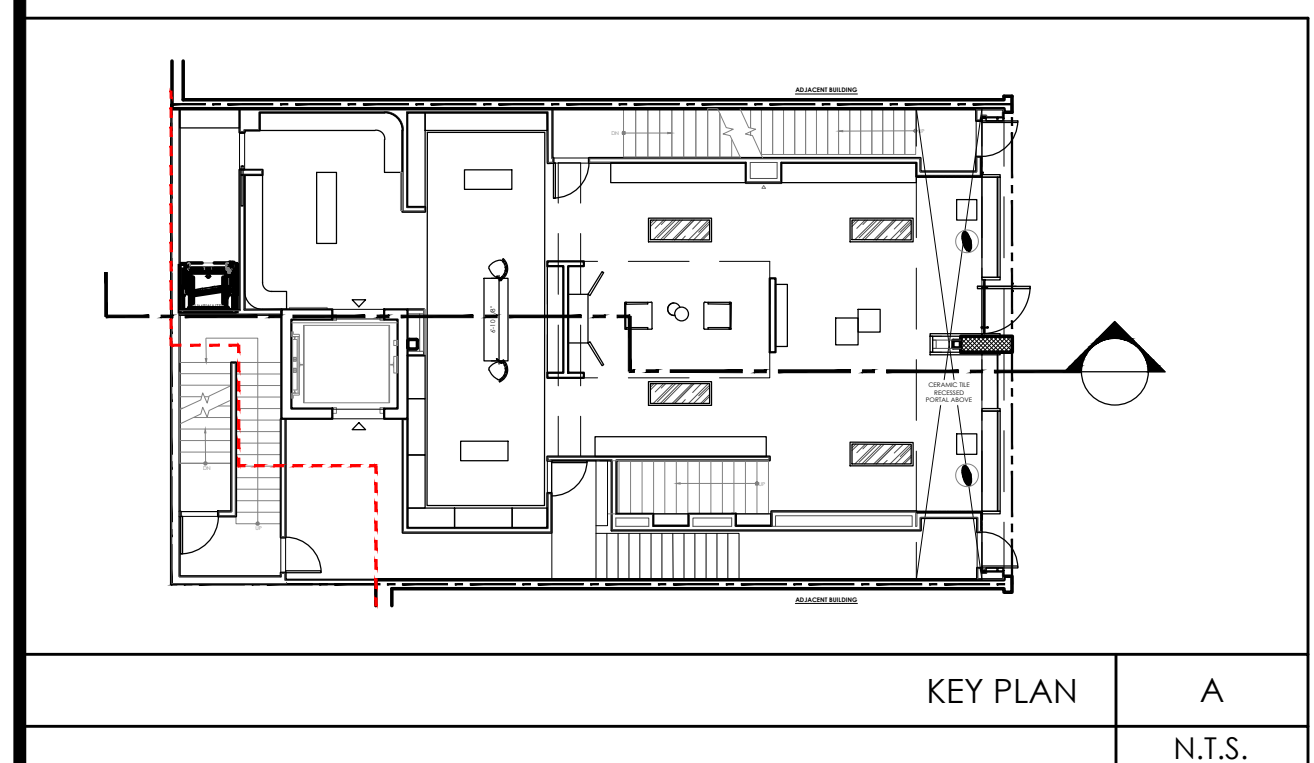
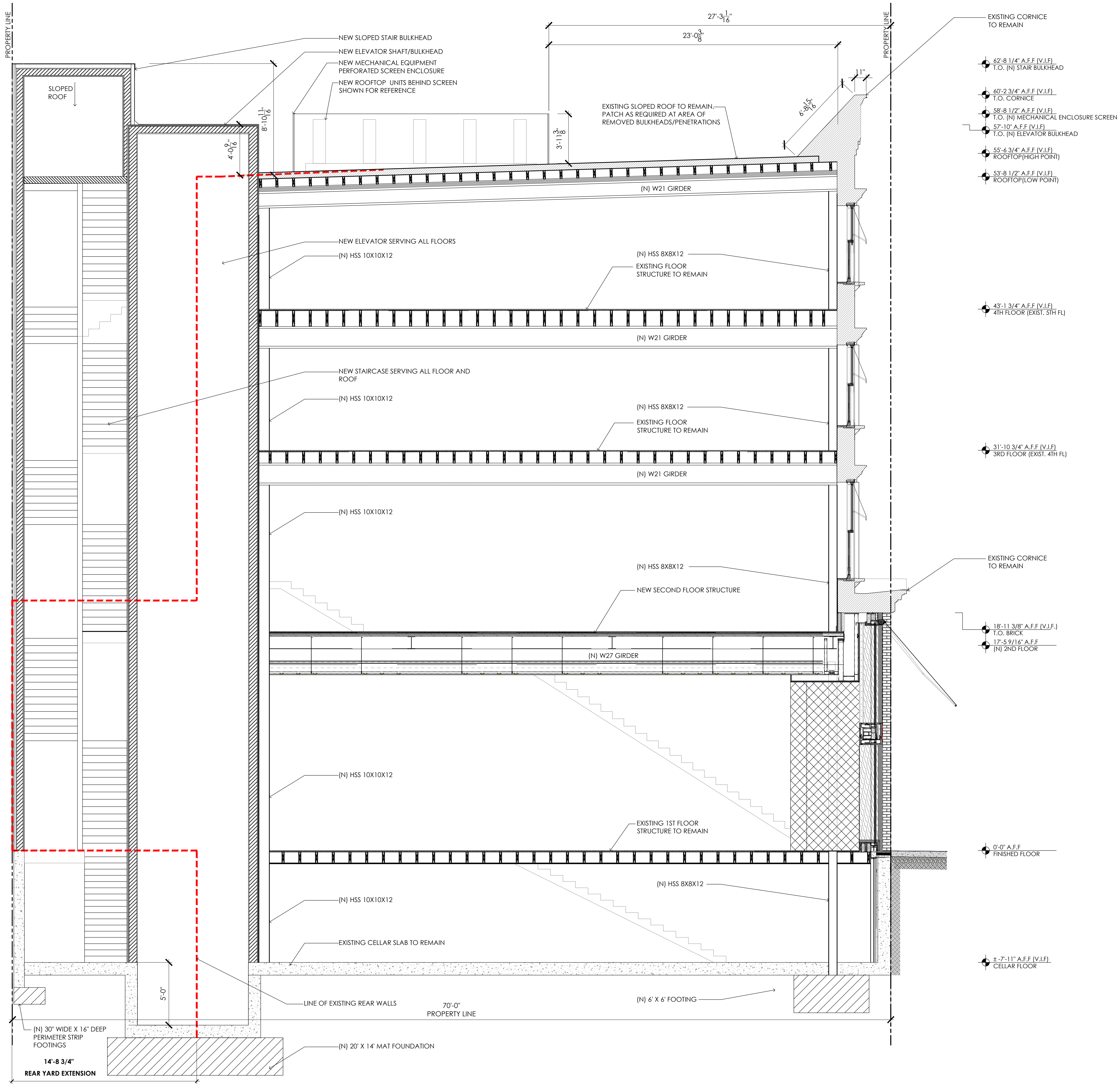
## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED BUILDING SECTION**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/22/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

# A-018.00



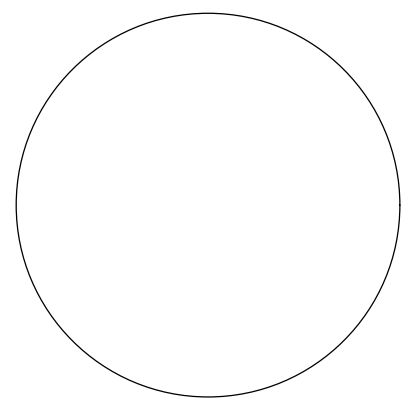
KEY PLAN	A
	N.T.S.

PROPOSED WEST-EAST BUILDING SECTION 1  
 1/4"=1'-0"

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ARCHITECTURAL REG. #: 023322  
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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



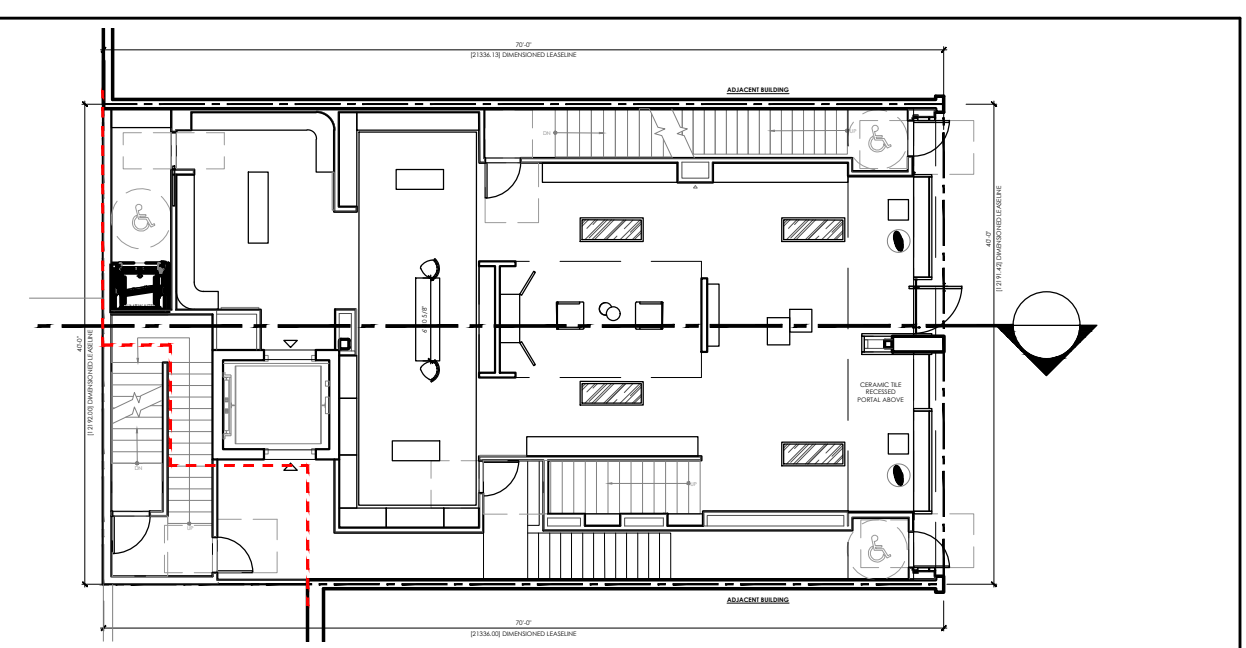
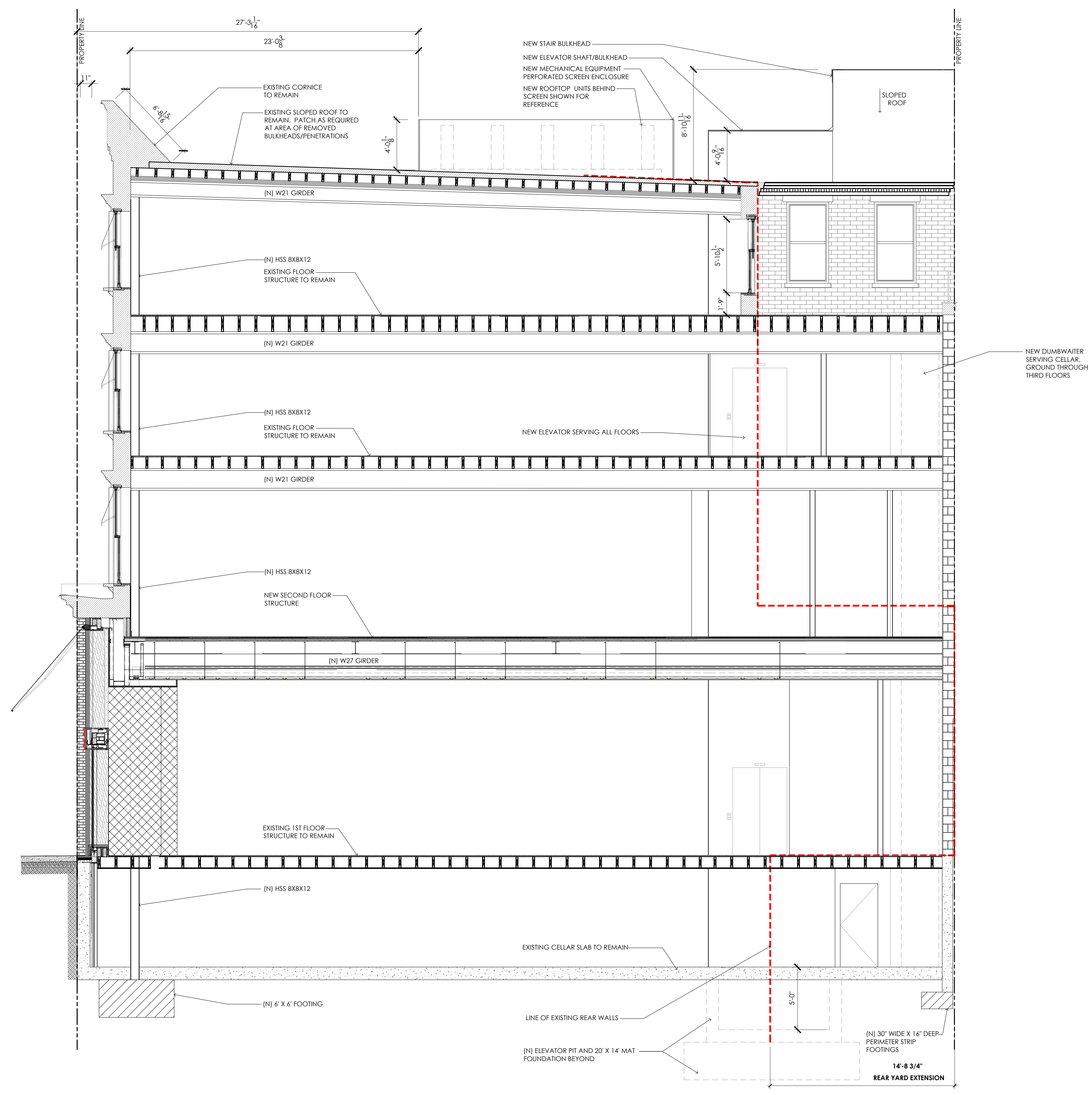
## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED BUILDING SECTION**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/22/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

# A-019.00



KEY PLAN A  
 N.T.S.

PROPOSED EAST-WEST BUILDING SECTION

1

1/4"=1'-0"

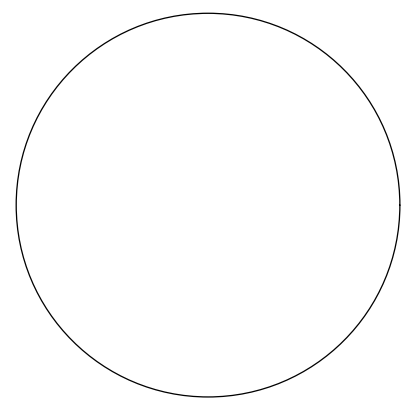
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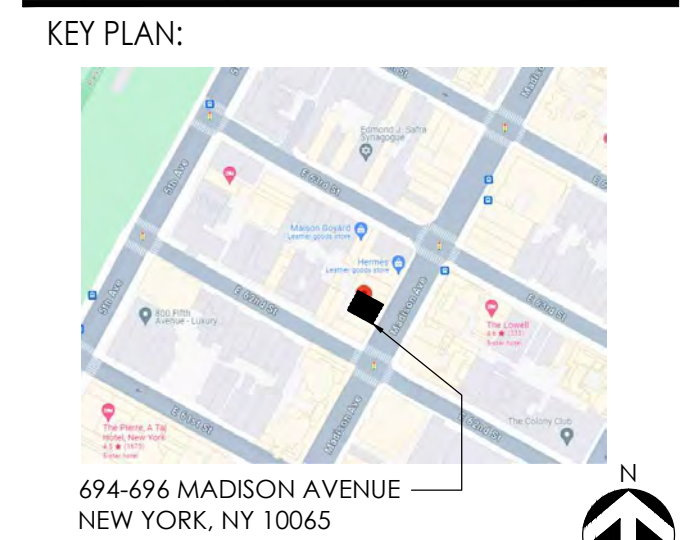
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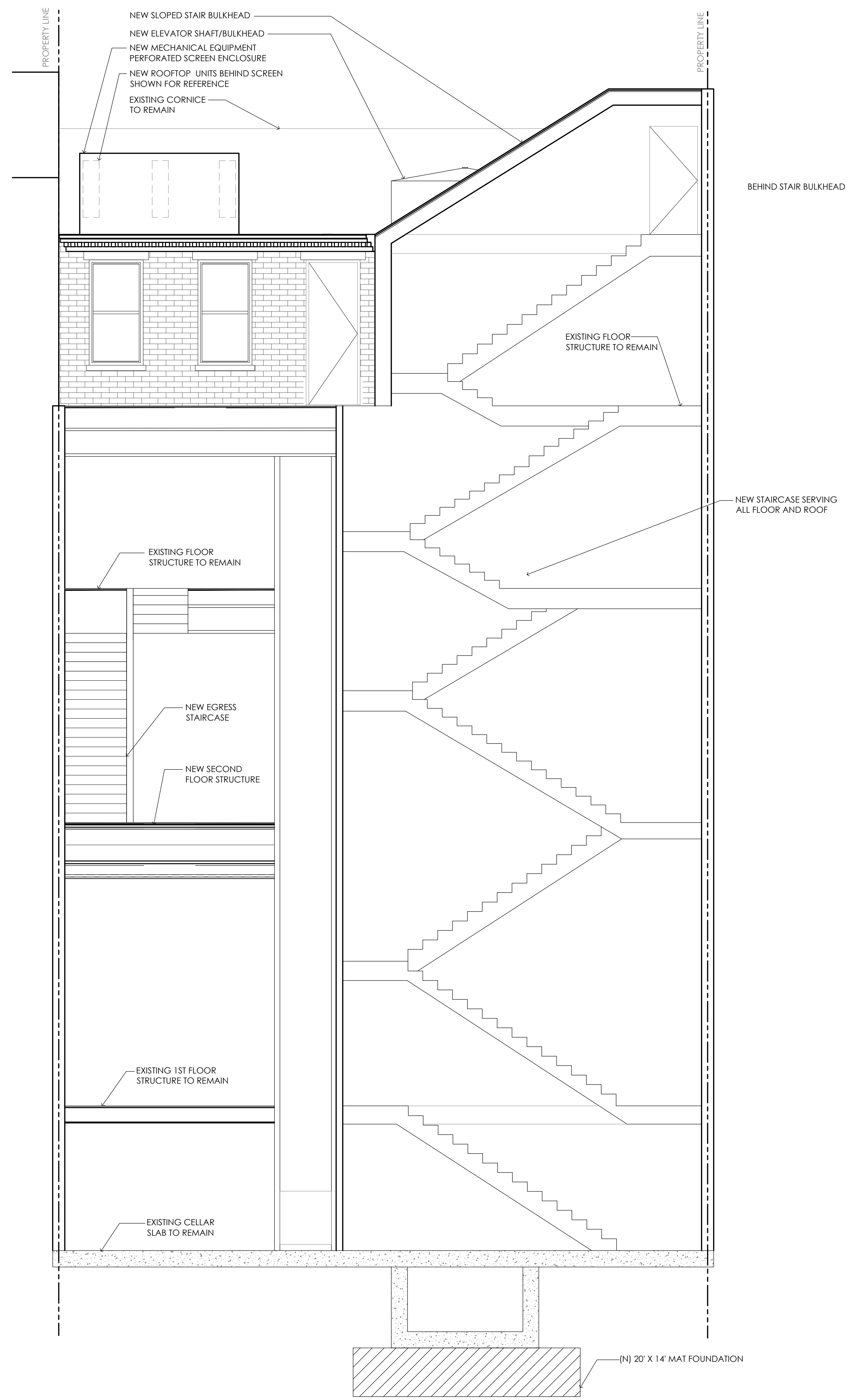
**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

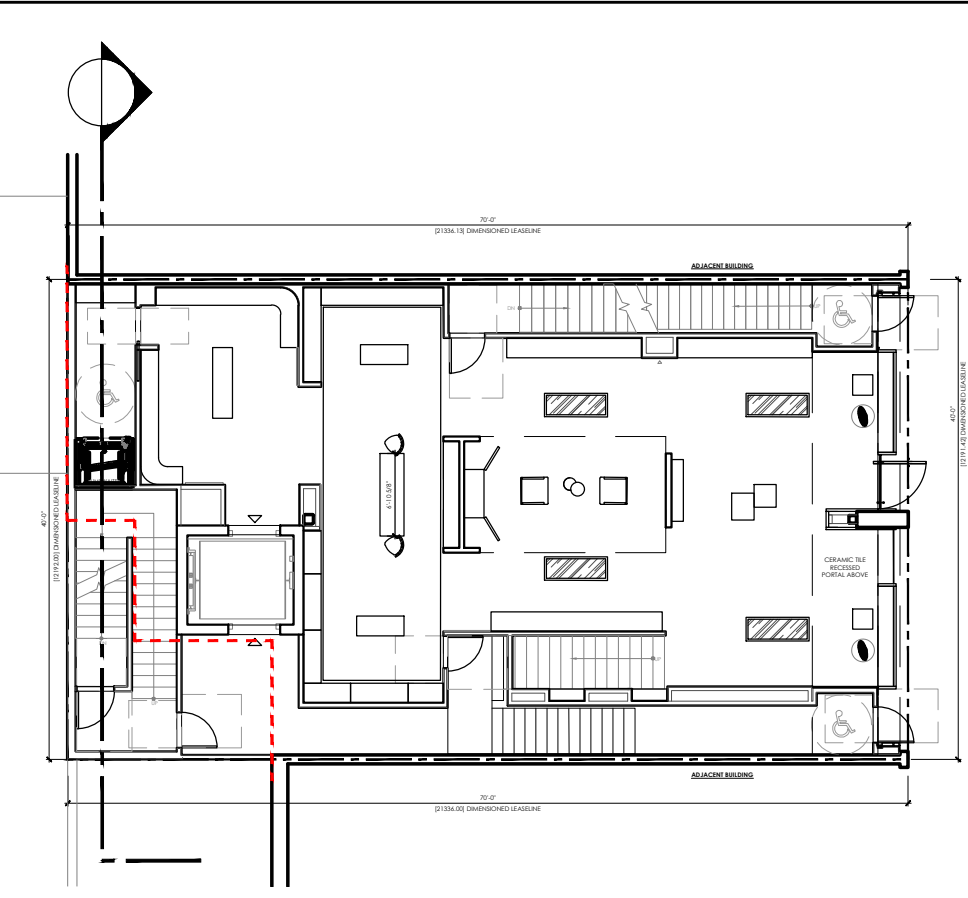
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**PROPOSED BUILDING SECTION**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 01/22/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

**A-020.00**



D  
C  
B  
A



KEY PLAN A  
 N.T.S.

PROPOSED NORTH-SOUTH BUILDING SECTION

1

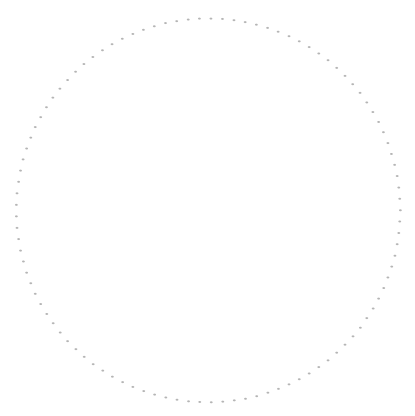
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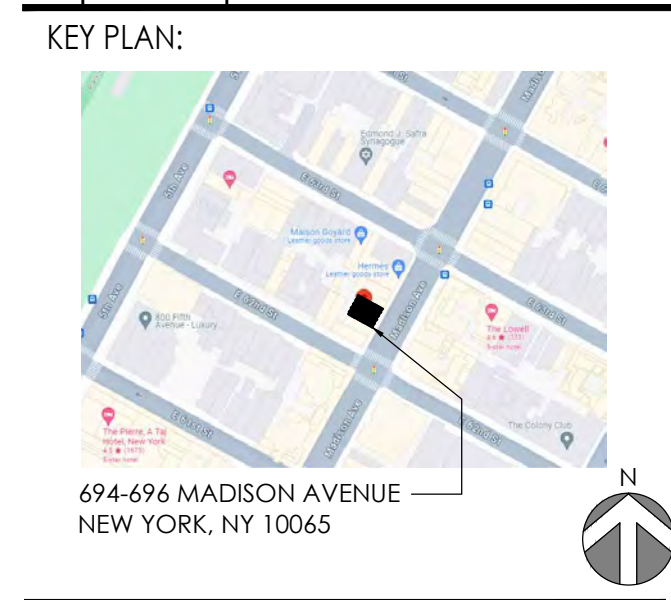
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01.08.25	LPC FILING
12.23.24	LPC FILING
△	DATE
	REVISIONS



# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**HISTORIC  
 PHOTOS**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW

SHEET NO.  
**A-021.00**



1940 Tax Photo - 696 Madison Avenue (NYCMA)



1981 LPC 694 Madison Avenue

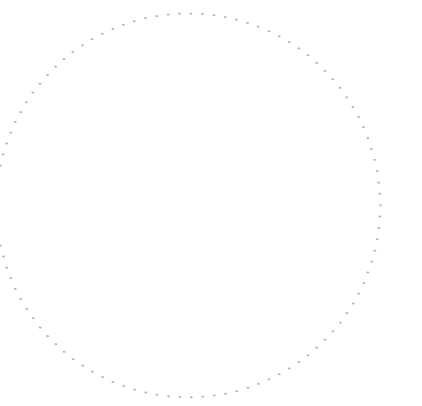


1981 LPC 696 Madison Avenue

MEP CONSULTANT:

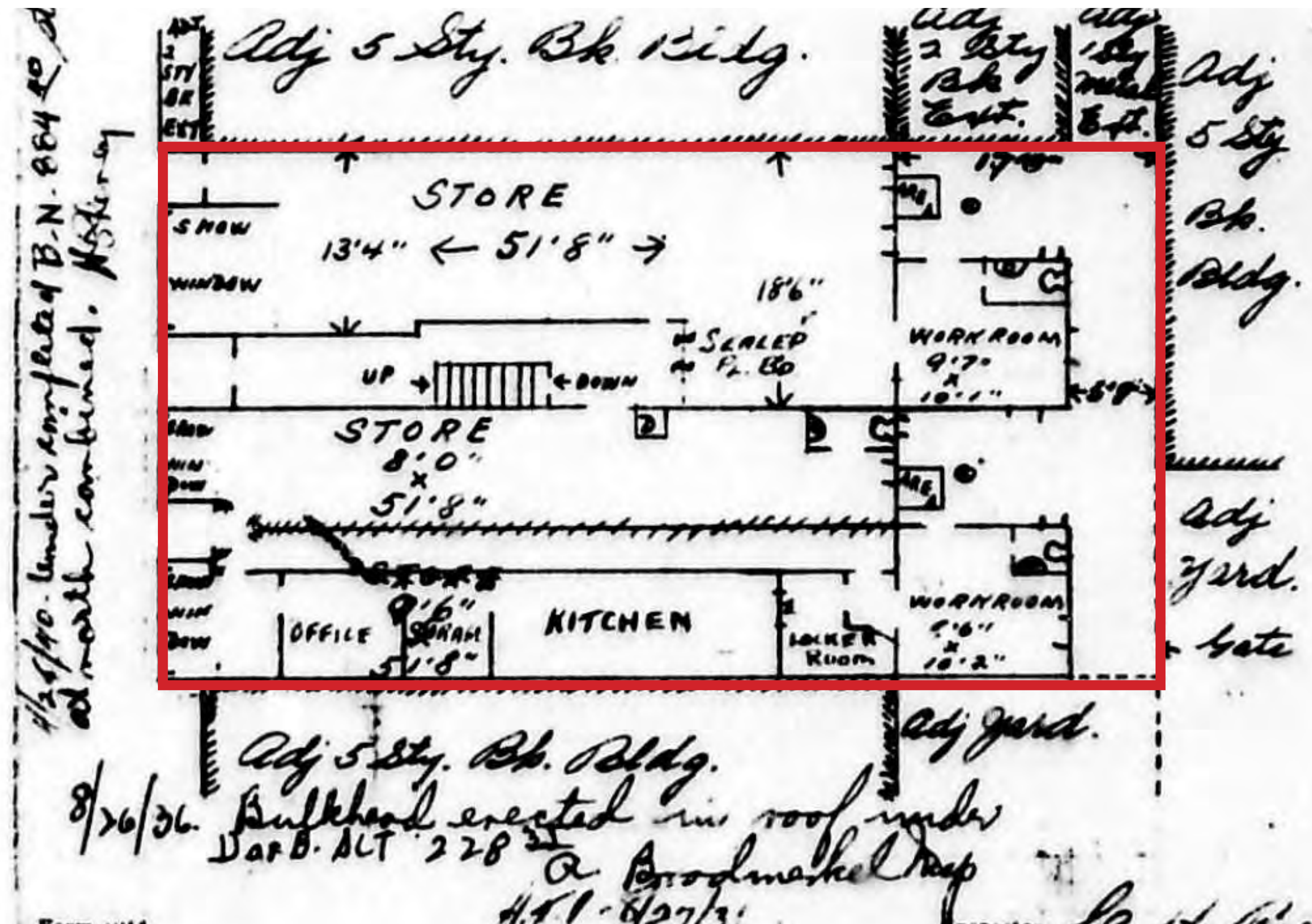
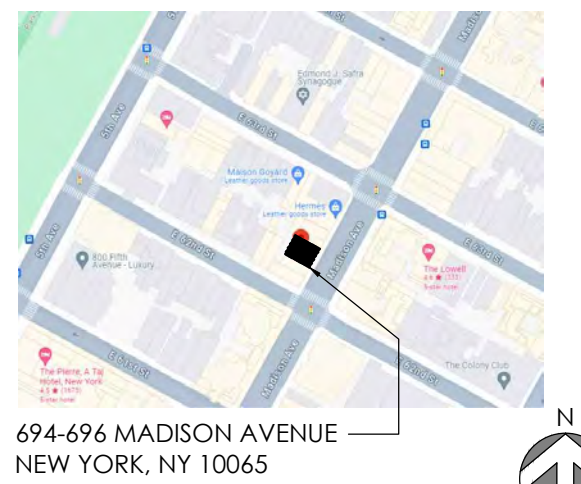
ARCHITECT: KENNETH PARK, AIA  
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REGISTRATION EXPIRES: 12/31/2024

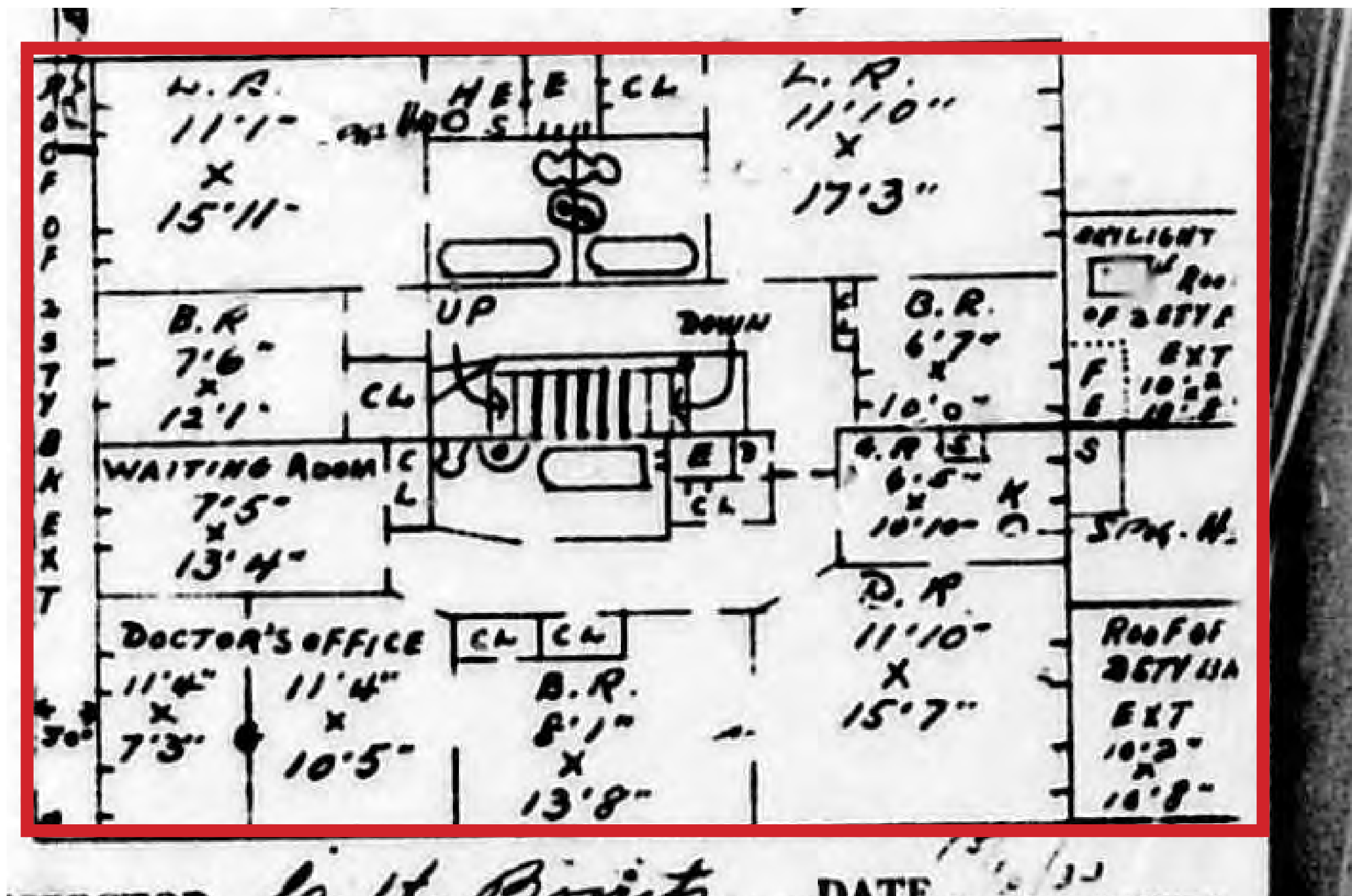


△	DATE	REVISIONS
	02.04.25	LPC FILING
	01.08.25	LPC FILING
	12.23.24	LPC FILING

KEY PLAN:



1933 DOB Icard First Floor



1933 DOB Icard Third Floor

LOEWE

694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:

I-CARD PLAN OF  
BUILDING

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 02/04/25

DRAWN BY: AM

REVIEWED BY: JW

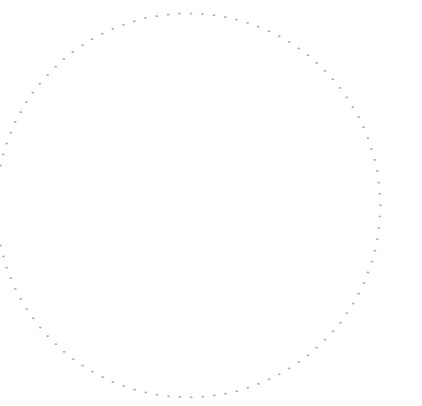
SHEET NO.

A-022.00

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ARCHITECTURAL REG. #: 023322  
 REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

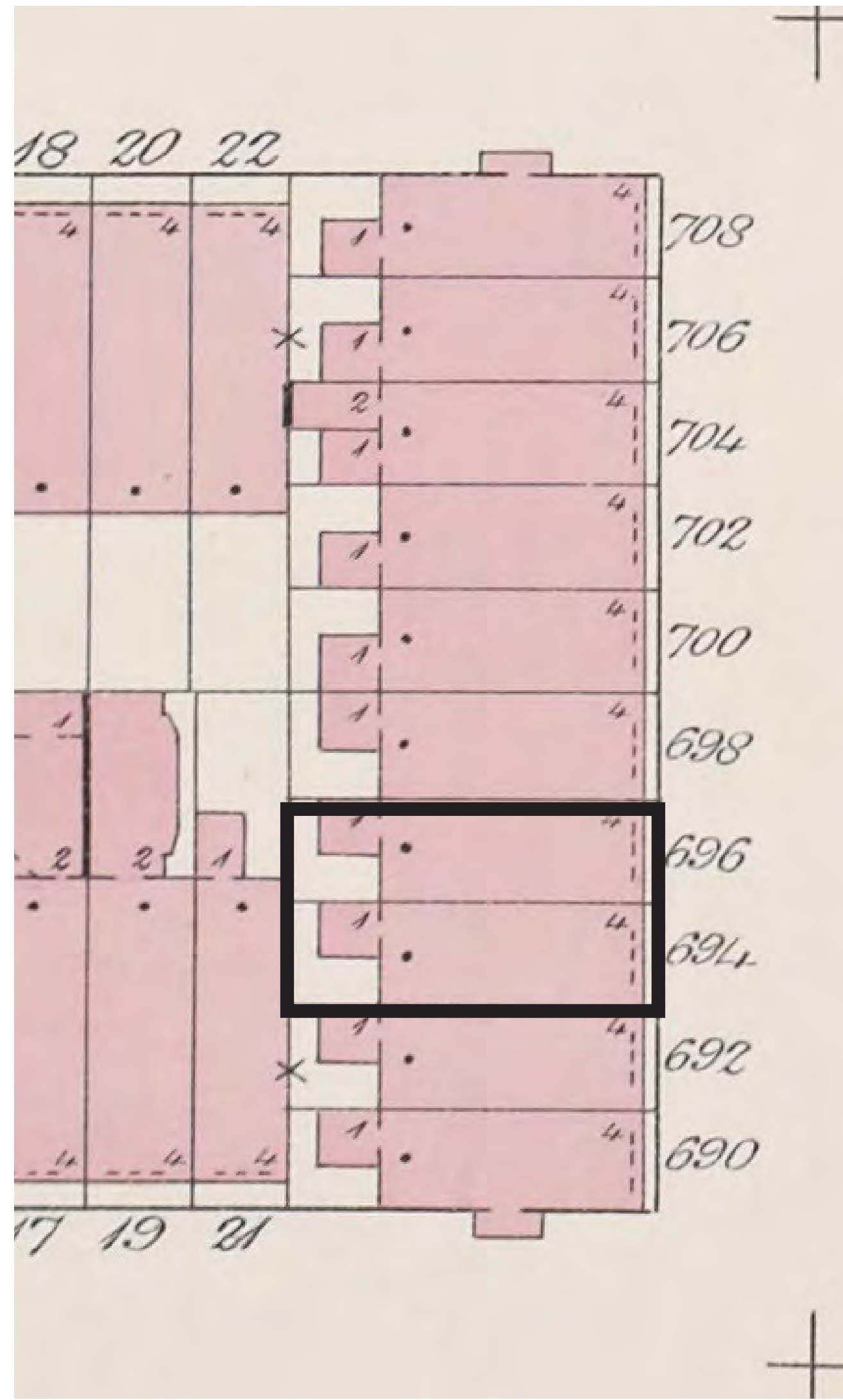
# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

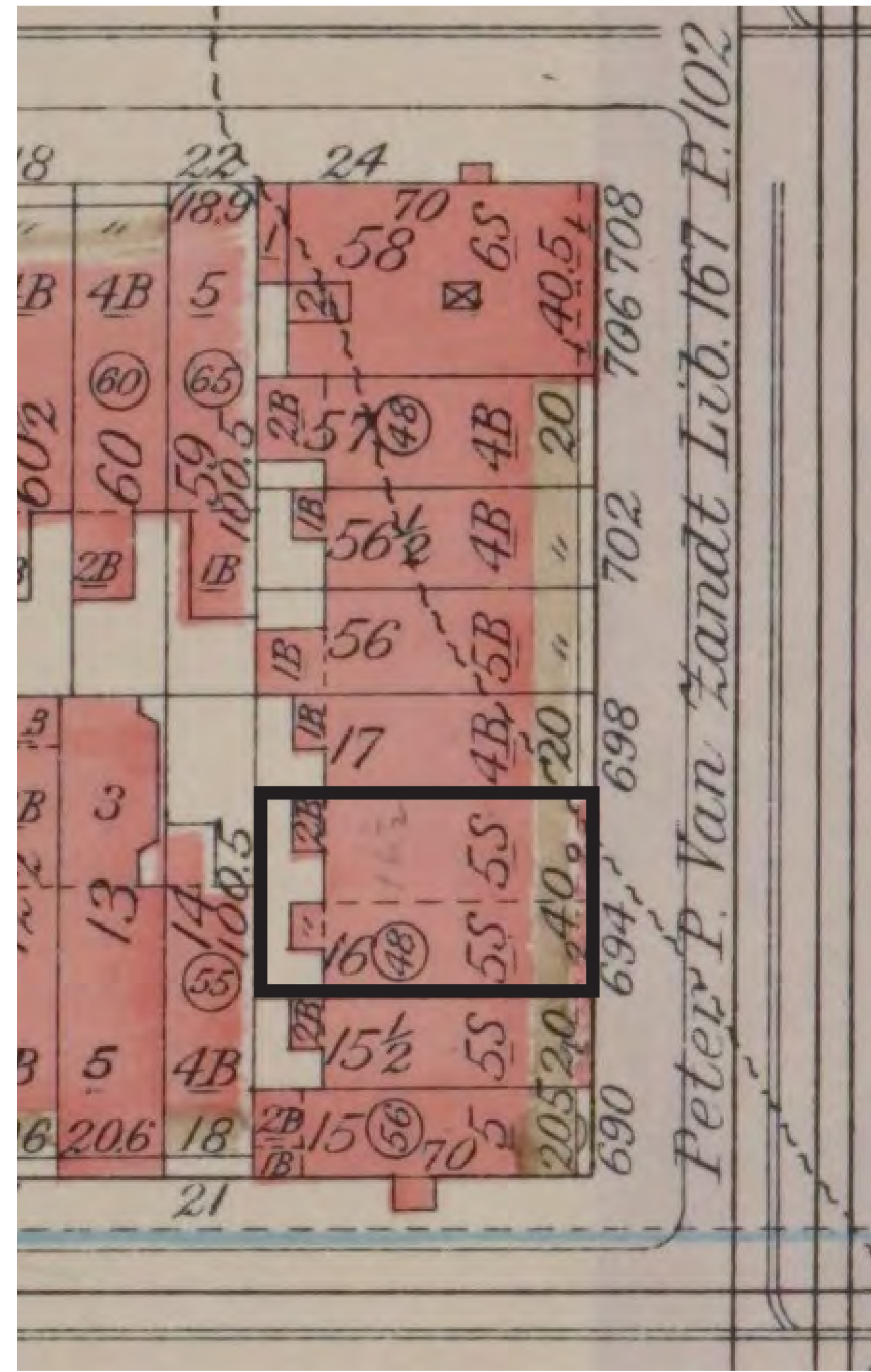
SHEET TITLE:  
**MAPS OF ORIGINAL  
 ROW**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

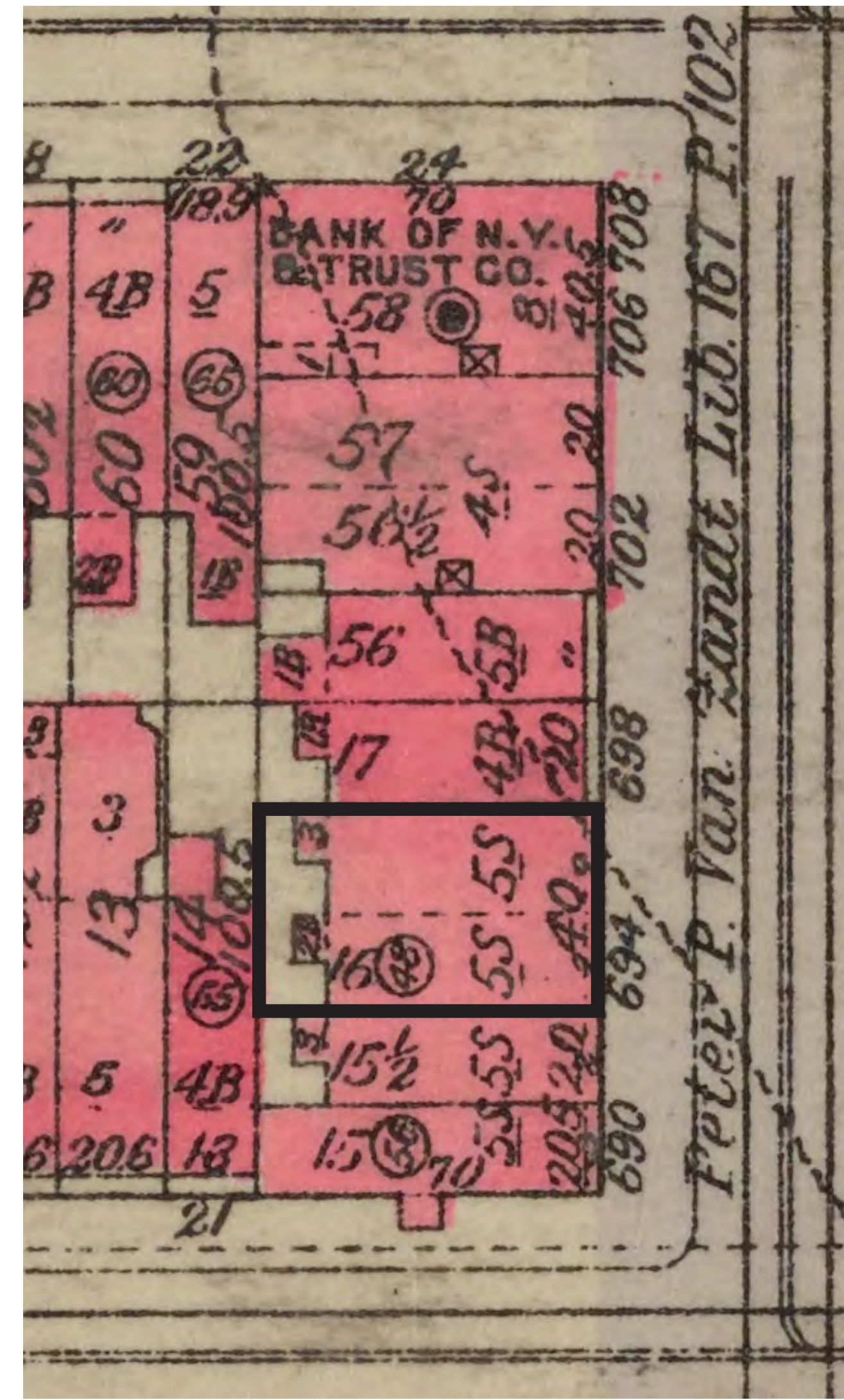
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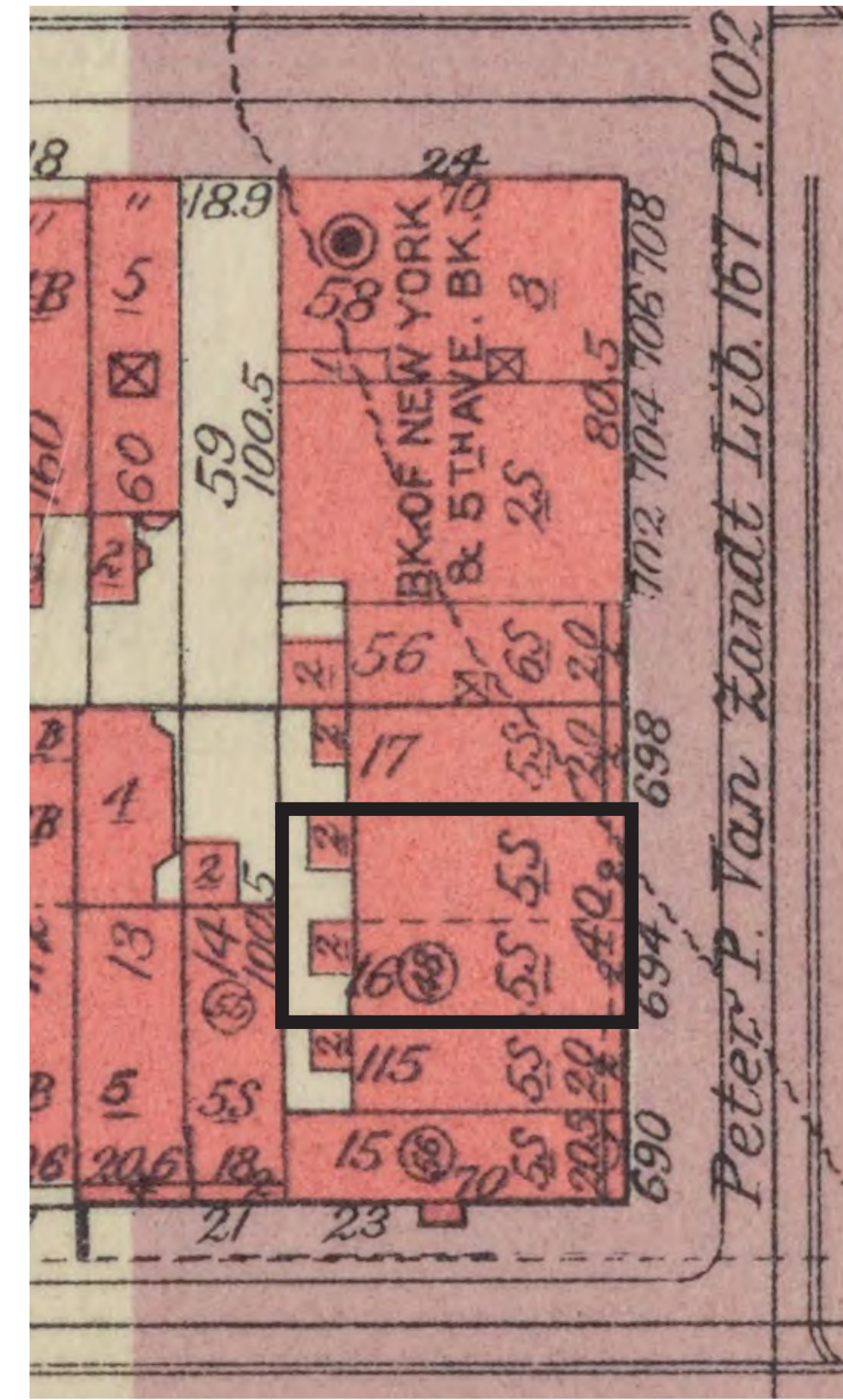
1892 Sanborn Map



1921 Bromley Map



1930 Bromley Map

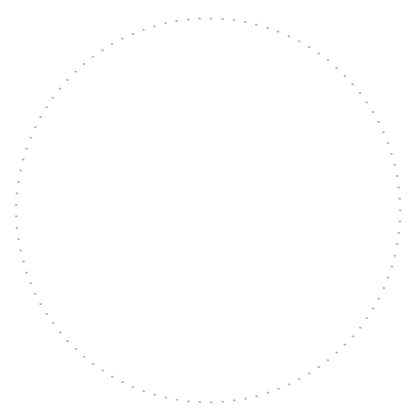


1955 Bromley Map

MEP CONSULTANT:

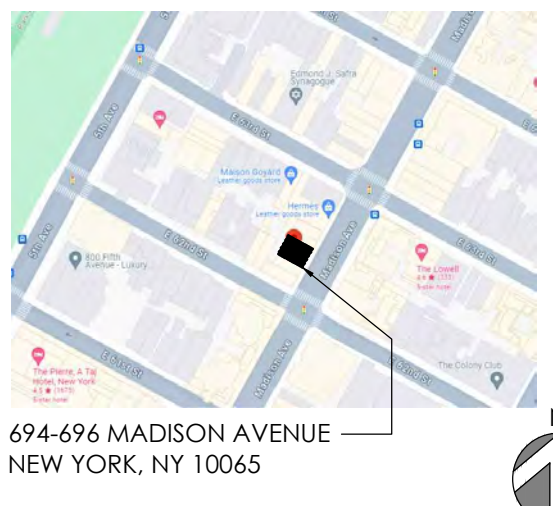
**ARCHITECT: KENNETH PARK, AIA**  
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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



Detail of storefront at 694 Madison Avenue



Detail of storefront at 696 Madison Avenue



Brick Pier Detail



Cornice Detail



Brick Pier Detail

**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**EXISTING STOREFRONT  
 PHOTOS**

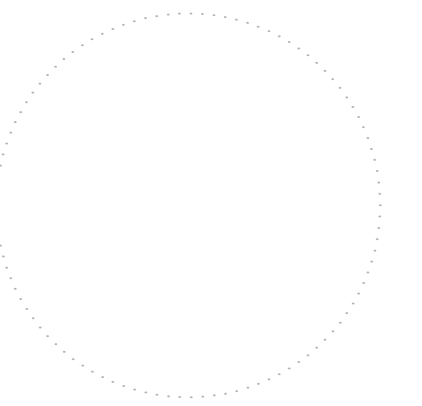
PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	02/04/25
DRAWN BY:	AM
REVIEWED BY:	JW

SHEET NO.  
**A-024.00**

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ARCHITECTURAL REG. #: 023322  
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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED STOREFRONT  
 RENDERING**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	02/04/25
DRAWN BY:	AM
REVIEWED BY:	JW

SHEET NO.

# A-025.00



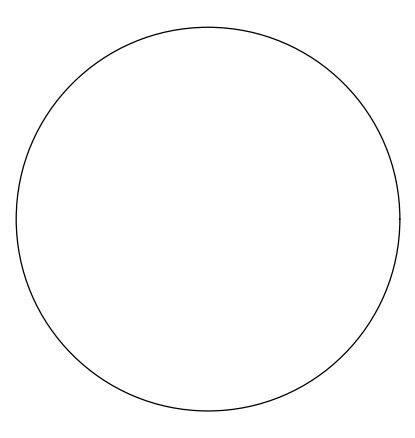
PROPOSED STOREFRONT RENDERING WITH RETRACTABLE AWNINGS

1  
 NTS

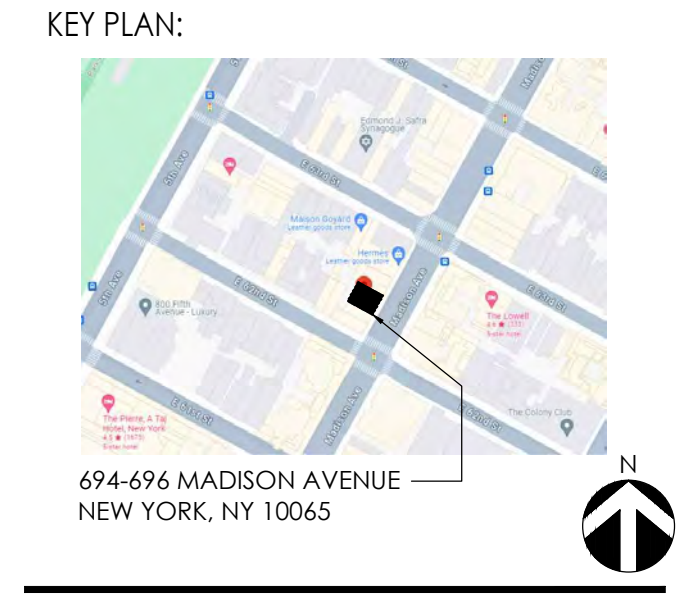
MEP CONSULTANT:

**ARCHITECT: KENNETH PARK, AIA**  
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ARCHITECTURAL REG. #: 023322  
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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING



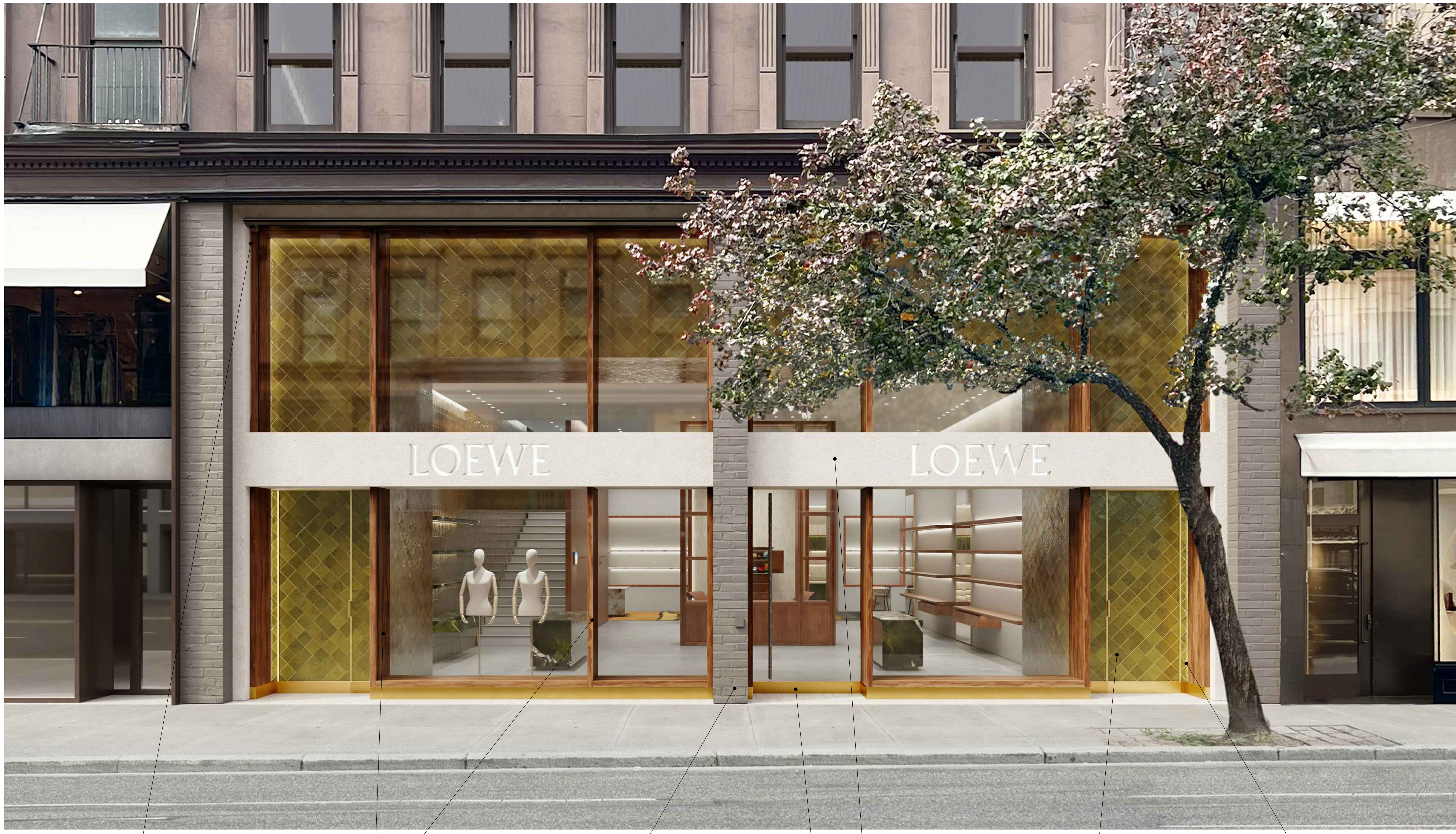
# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

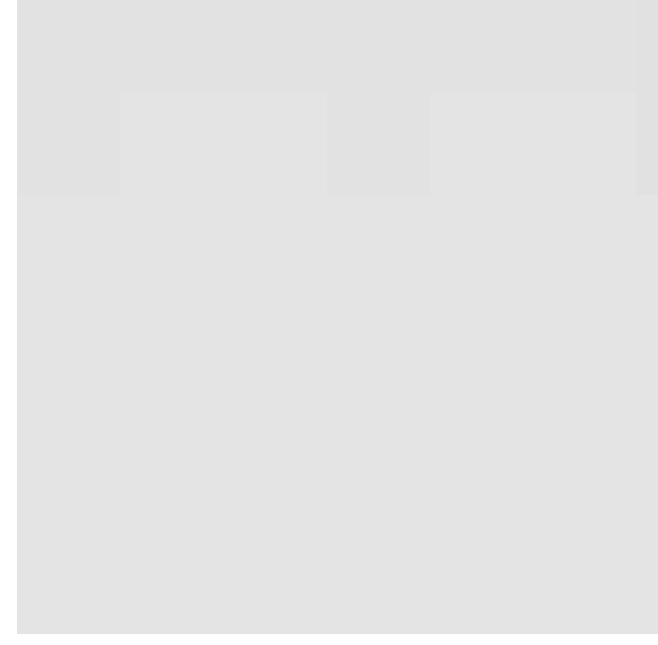
SHEET TITLE:  
**PROPOSED STORE  
 FRONT MATERIALS**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

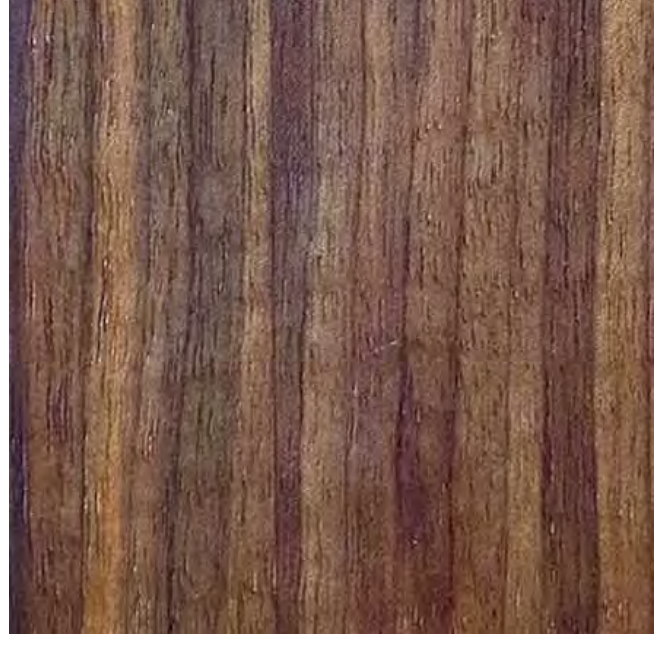
**A-026.00**



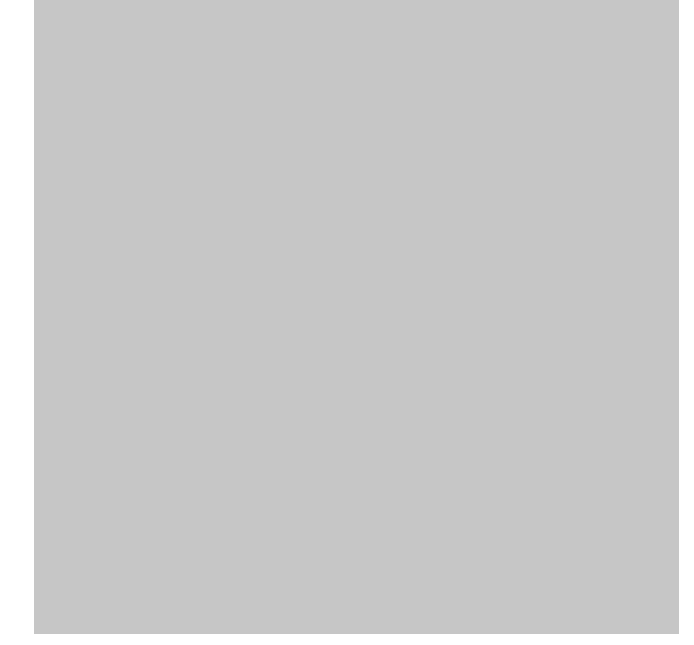
NEW WHITE SUNBRELLA FABRIC  
 RETRACTABLE AWNING WITH BLACK  
 'LOEWE' BRANDINSIGNIA, WITH BLACK  
 ALUMINUM SUPPORT.



NEW VERTICAL WOOD MULLIONS AND  
 WOOD CLADDING, ROSSATO EUROPEAN  
 WALNUT "AMERICAN WALNUT" FINISH  
 COLOR.



(E) BRICK PIER TO REMAIN. DAMAGED  
 BRICK FROM REMOVAL OF PANELING TO BE  
 CLEANED, RESTORED AND REPAINTED AS  
 REQUIRED, GRAY RAL 7044 COLOR.



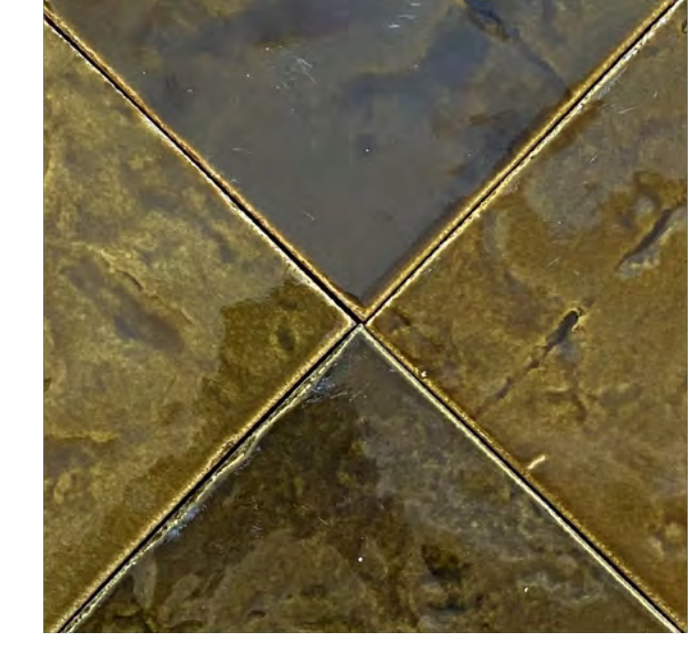
NEW BRASS STOREFRONT FRAME AND  
 DOOR BASE.



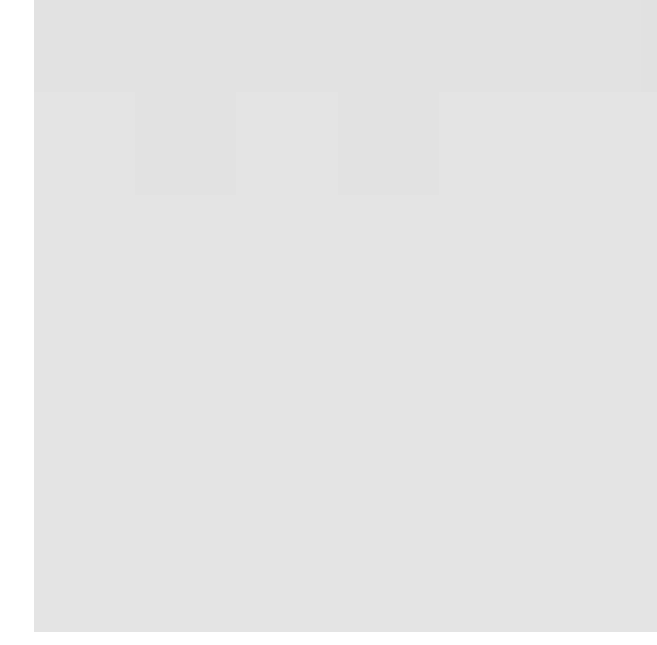
NEW GRAY PORTLAND STONE, JORDANS  
 BASEBED, STONE SIGN SPANDREL.



NEW CERAMIC TILING ON EGRESS  
 DOOR AND RECESSED PORTAL ABOVE.



NEW LED PERIMETER LIGHT COVE.



MATERIAL LEGEND

1

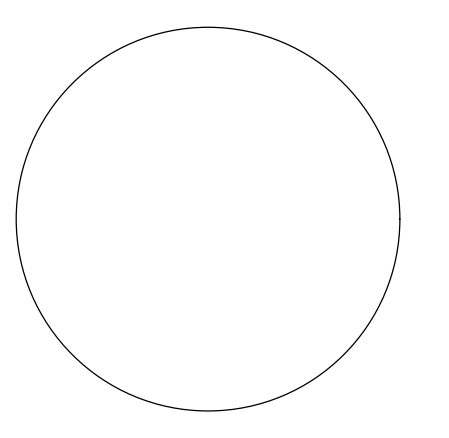
1/4"=1'-0"

5 | 1 | 4 | 1 | 3 | 1 | 2 | 1 | 1

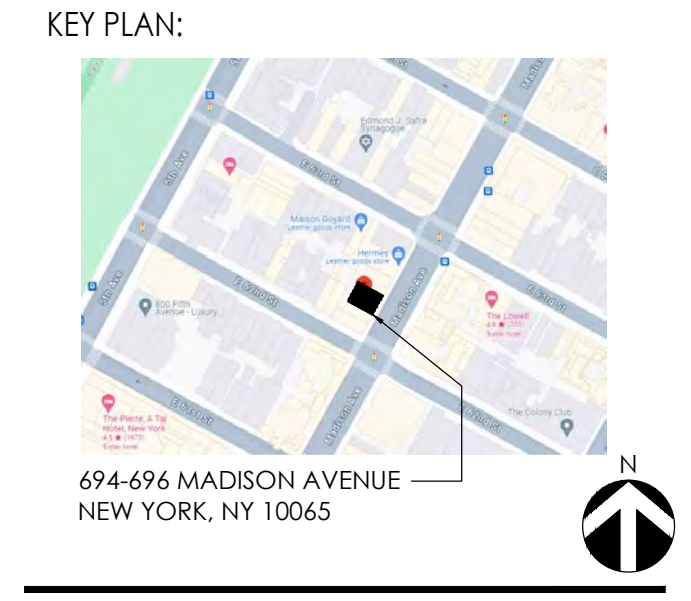
MEP CONSULTANT:

**ARCHITECT: KENNETH PARK, AIA**  
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ARCHITECTURAL REG. #: 023322  
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DATE	REVISIONS
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01.08.25	LPC FILING
12.23.24	LPC FILING



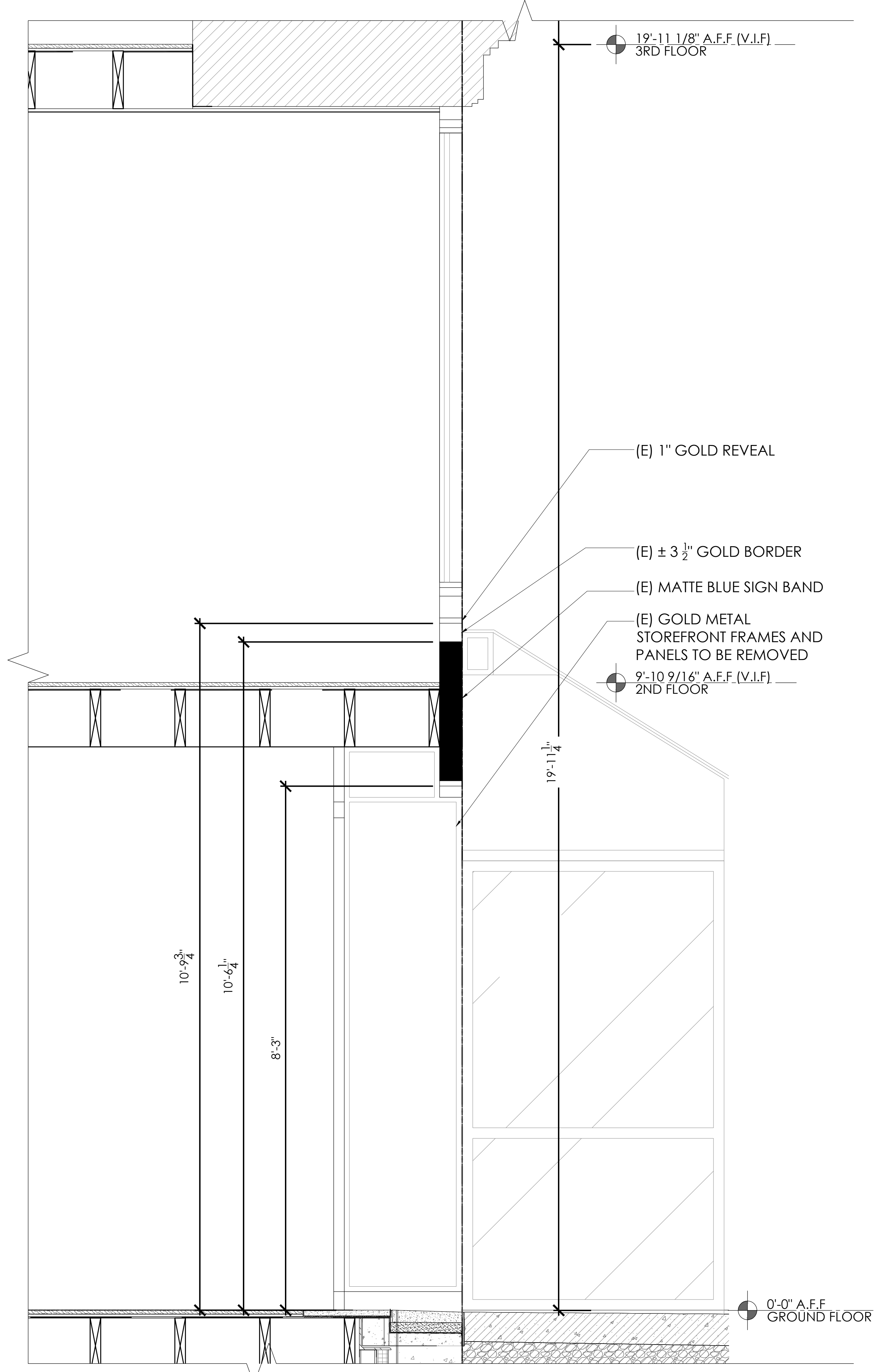
**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**EXISTING STOREFRONT SECTIONS**

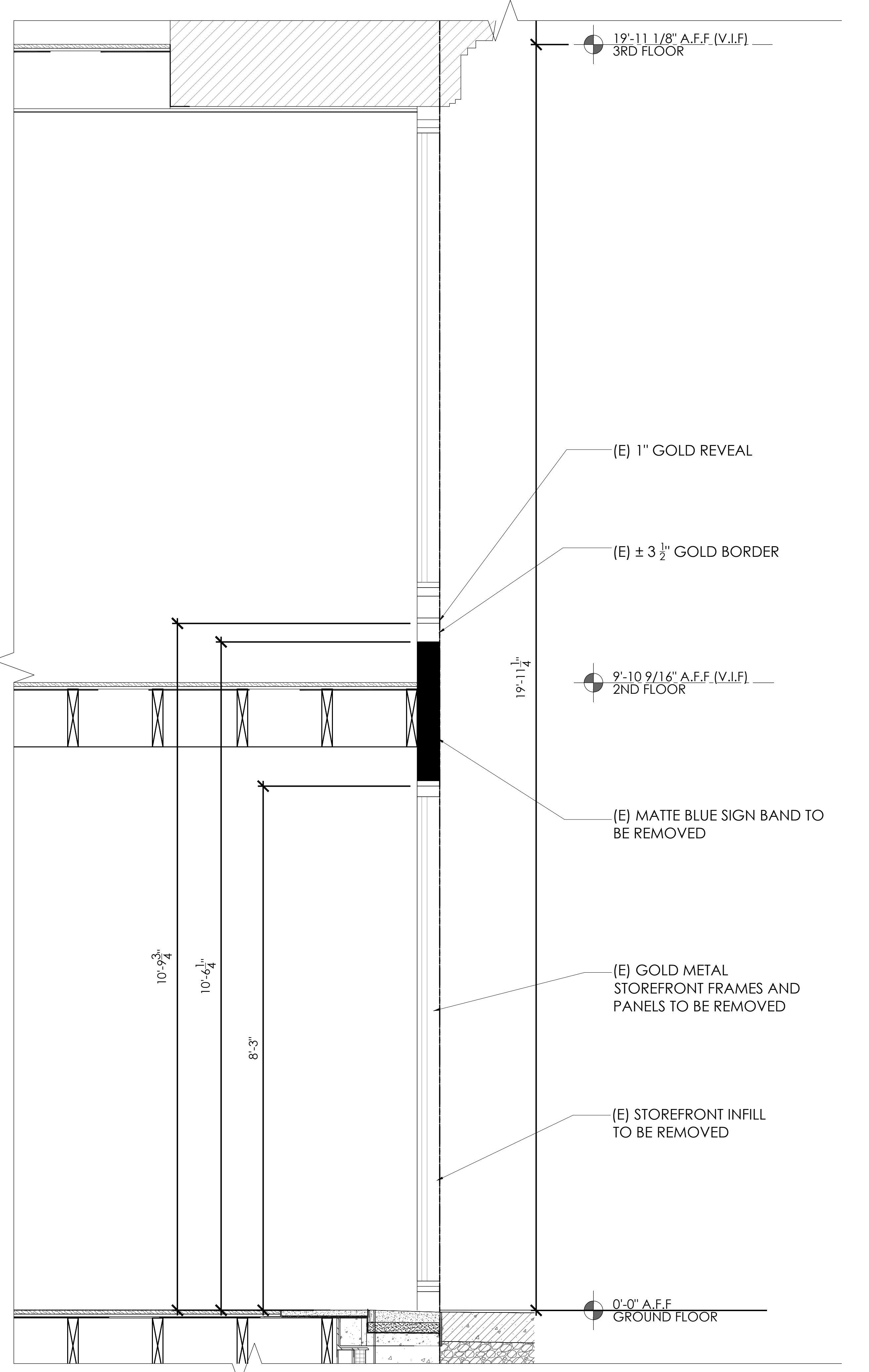
PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/22/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

**A-027.00**



SECTION @ EXISTING STOREFRONT DOOR 2

1"=1'-0"



SECTION @ EXISTING STOREFRONT WINDOW 1

1"=1'-0"

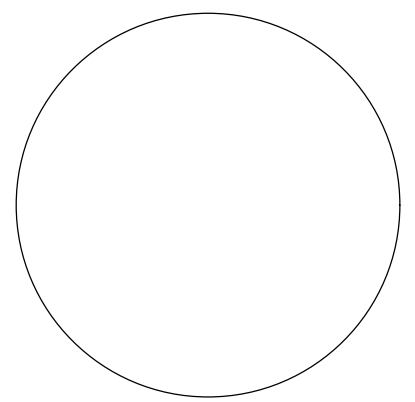
D  
C  
B  
A

5 1 4 1 3 1 2 1 1

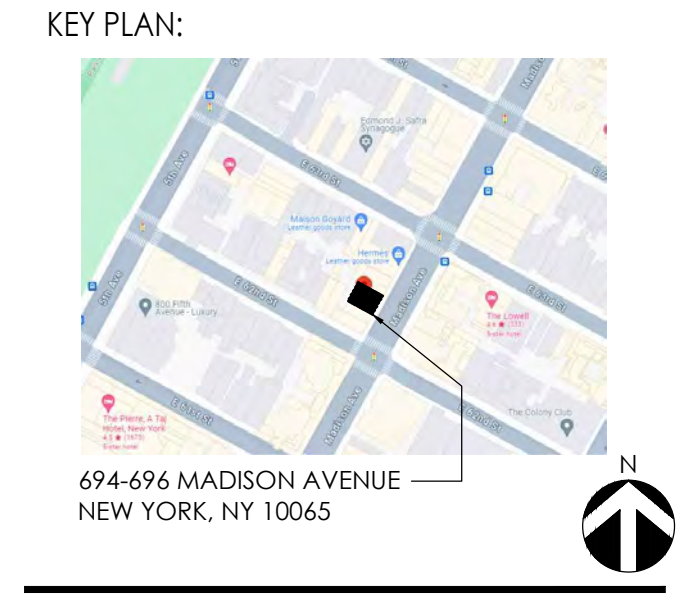
MEP CONSULTANT:

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REGISTRATION EXPIRES: 12/31/2024



02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS



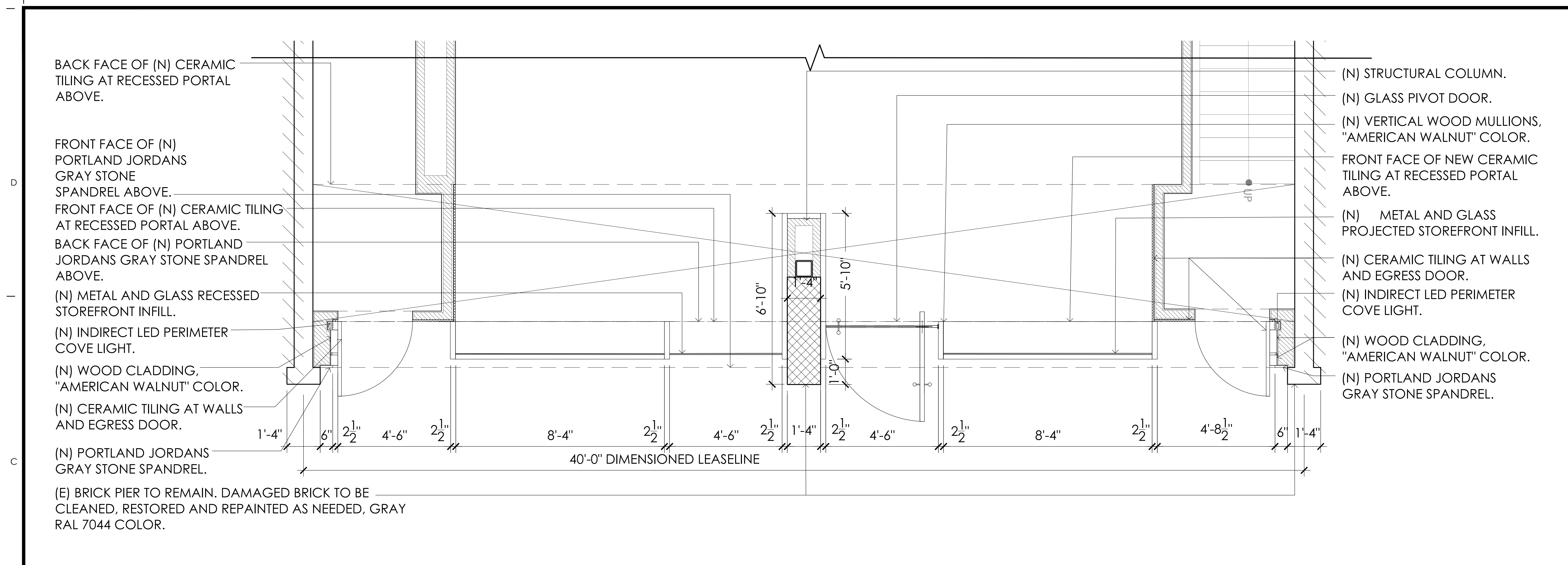
**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

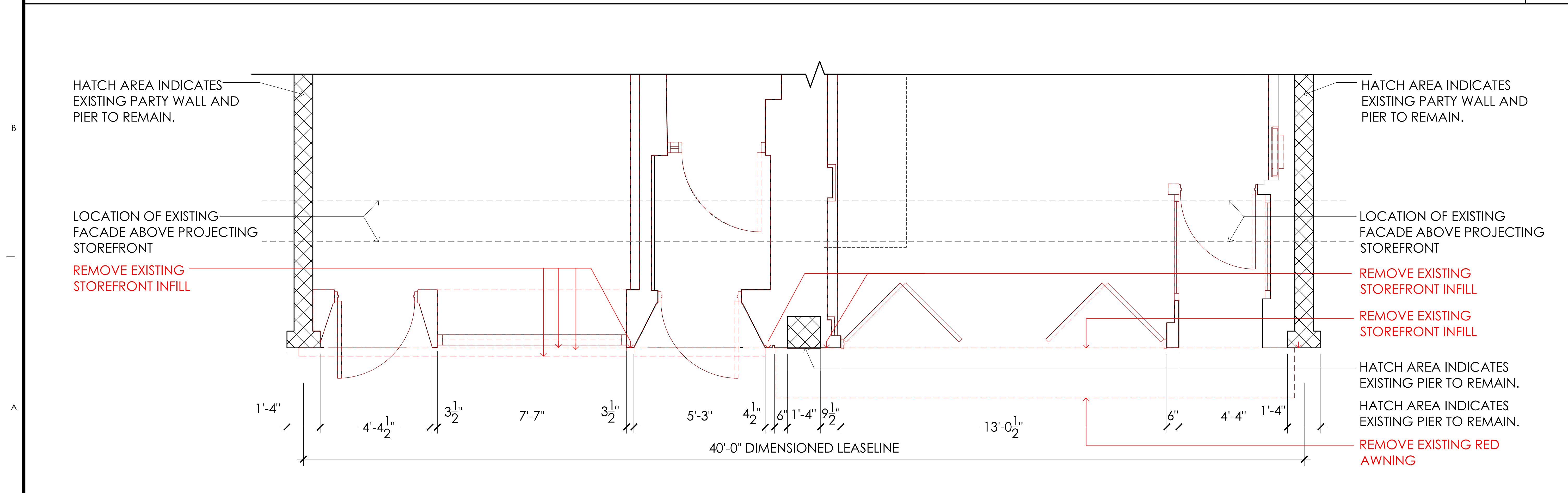
SHEET TITLE:  
**EXISTING & PROPOSED STOREFRONT PLANS**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/22/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

**A-028.00**



PROPOSED STOREFRONT PLAN 2  
NTS

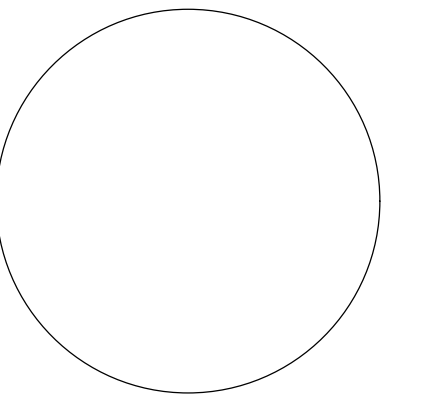


EXISTING STOREFRONT PLAN 1  
NTS

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ARCHITECTURAL REG. #: 023322  
REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
NEW YORK, NY 10065

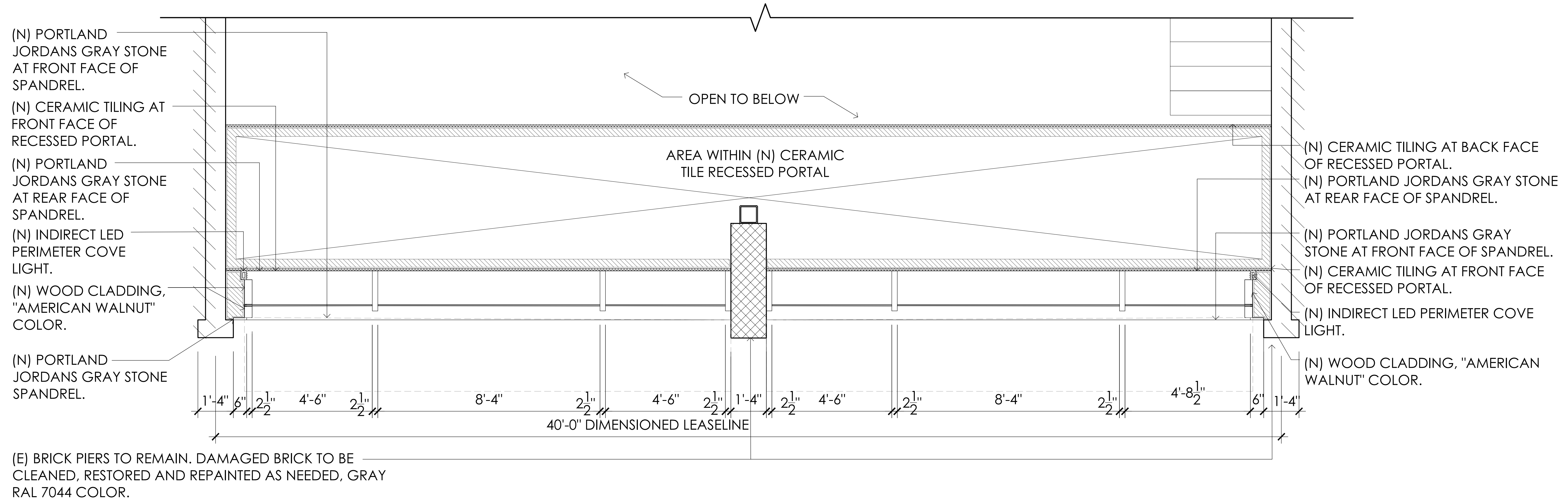
**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

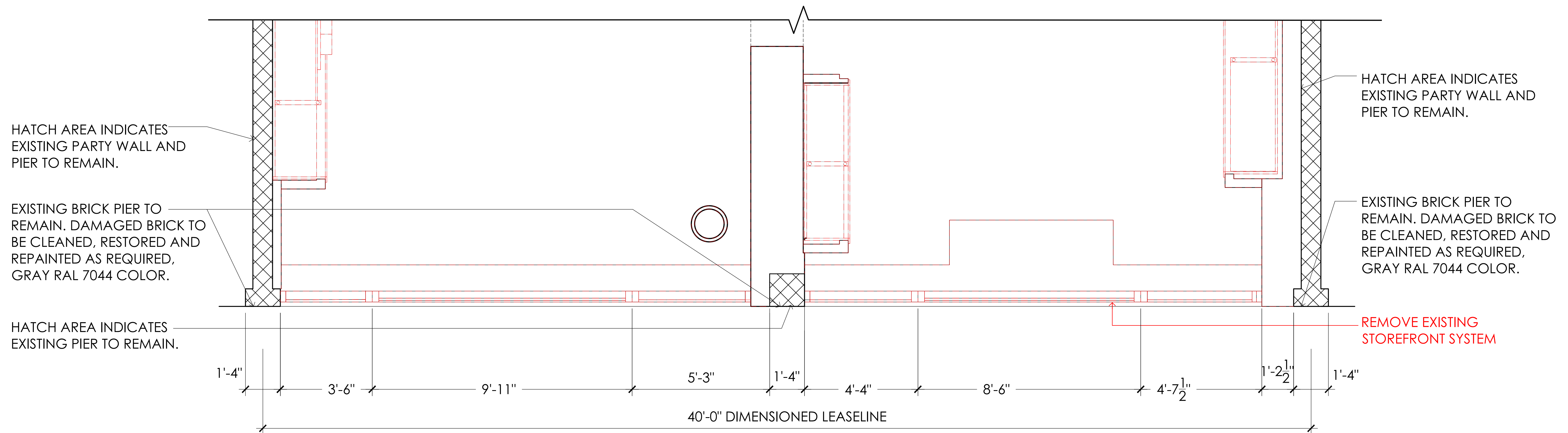
SHEET TITLE:  
**EXISTING & PROPOSED 2ND FLR FACADE PLANS**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/22/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

**A-029.00**



PROPOSED SECOND FLOOR FACADE PLAN 2  
NTS

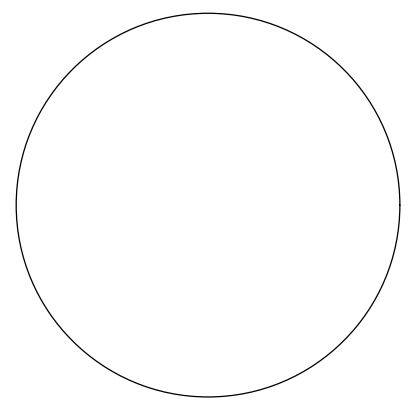


EXISTING SECOND FLOOR FACADE PLAN 1  
NTS

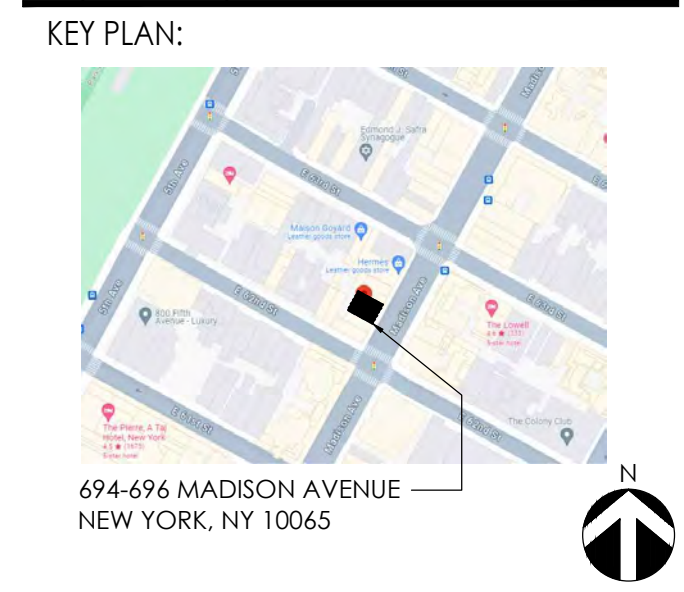
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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING



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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED STOREFRONT SECTIONAL DETAILS**

PROJECT NO. 23-4702

SCALE: AS NOTED

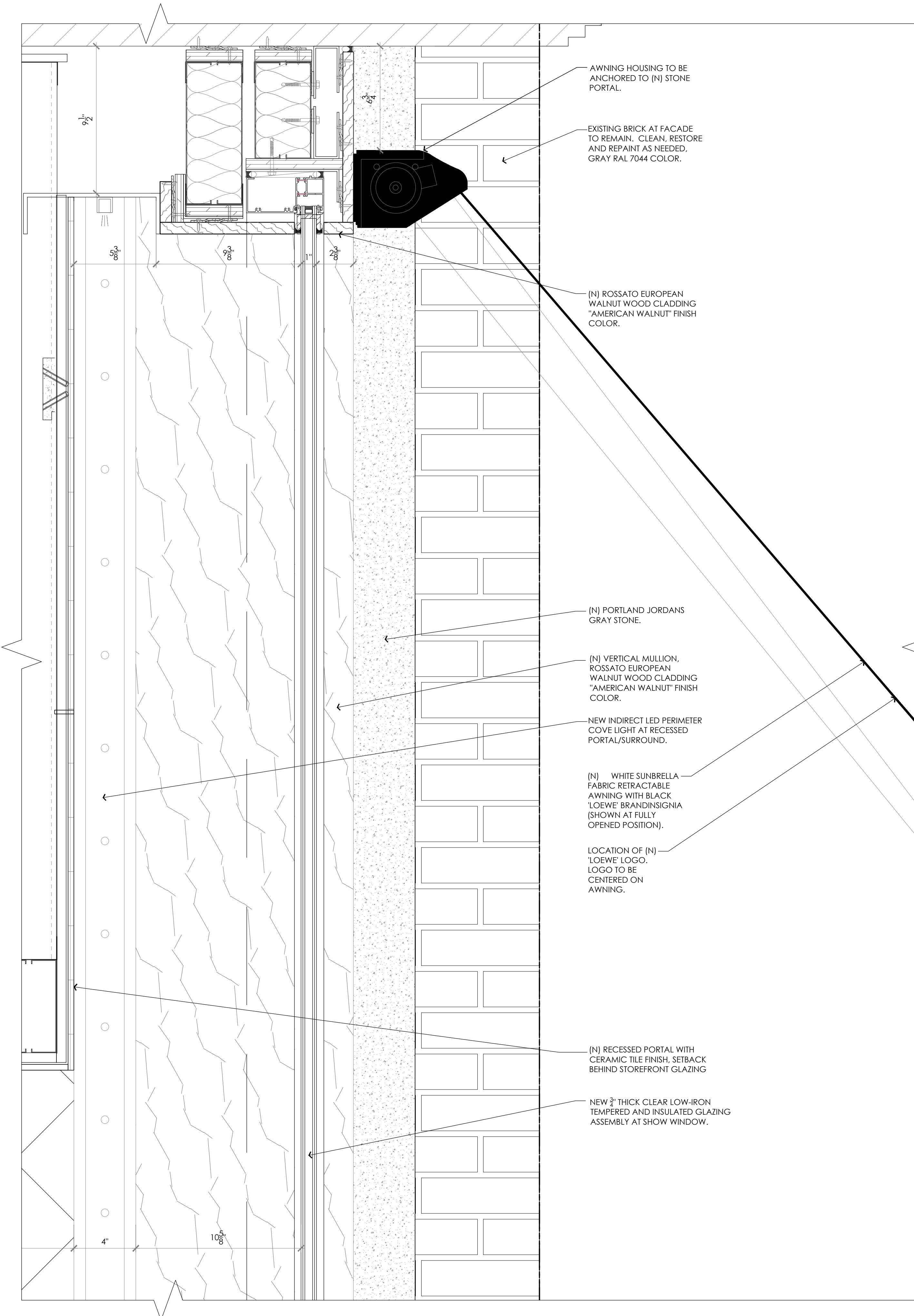
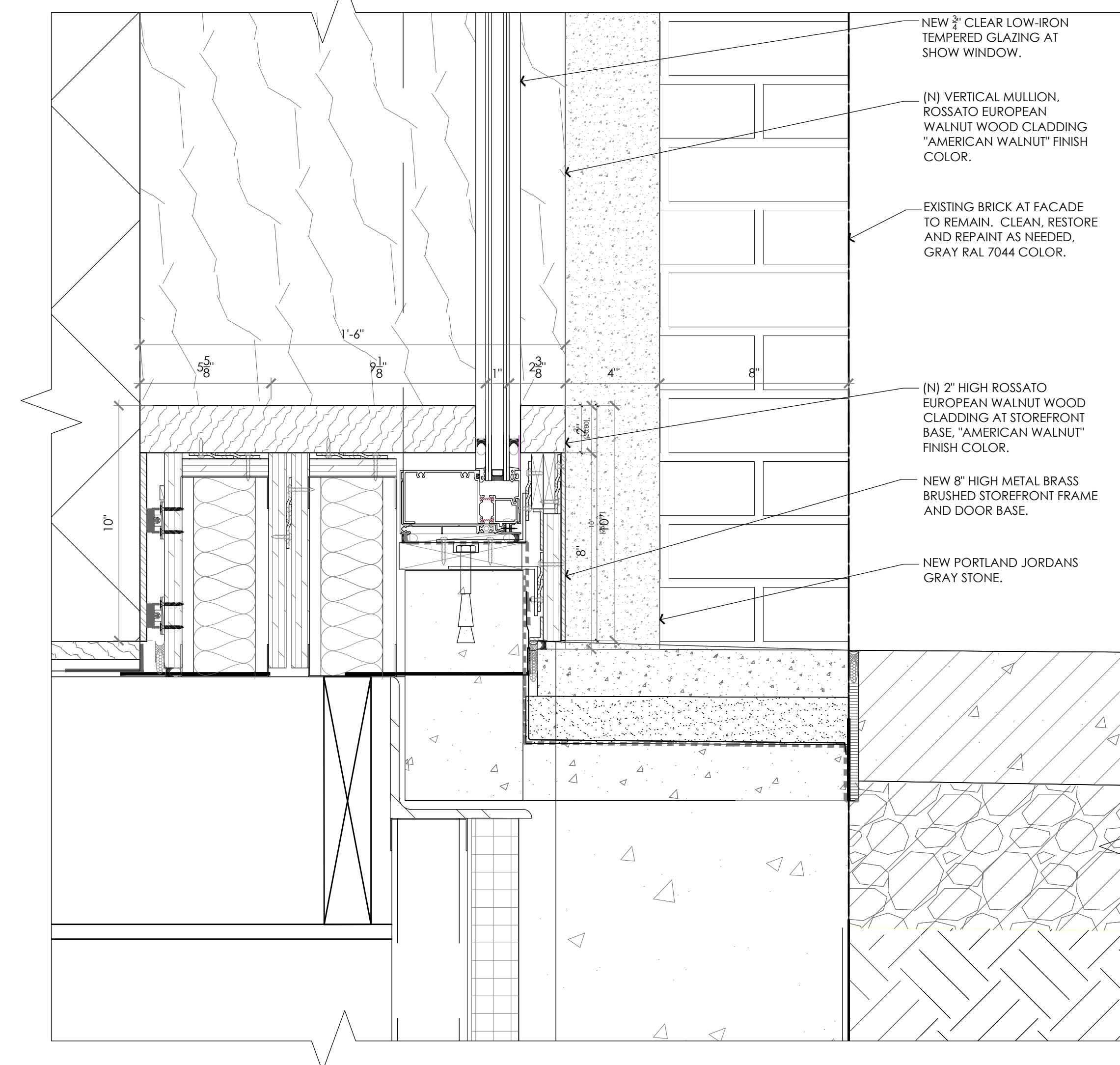
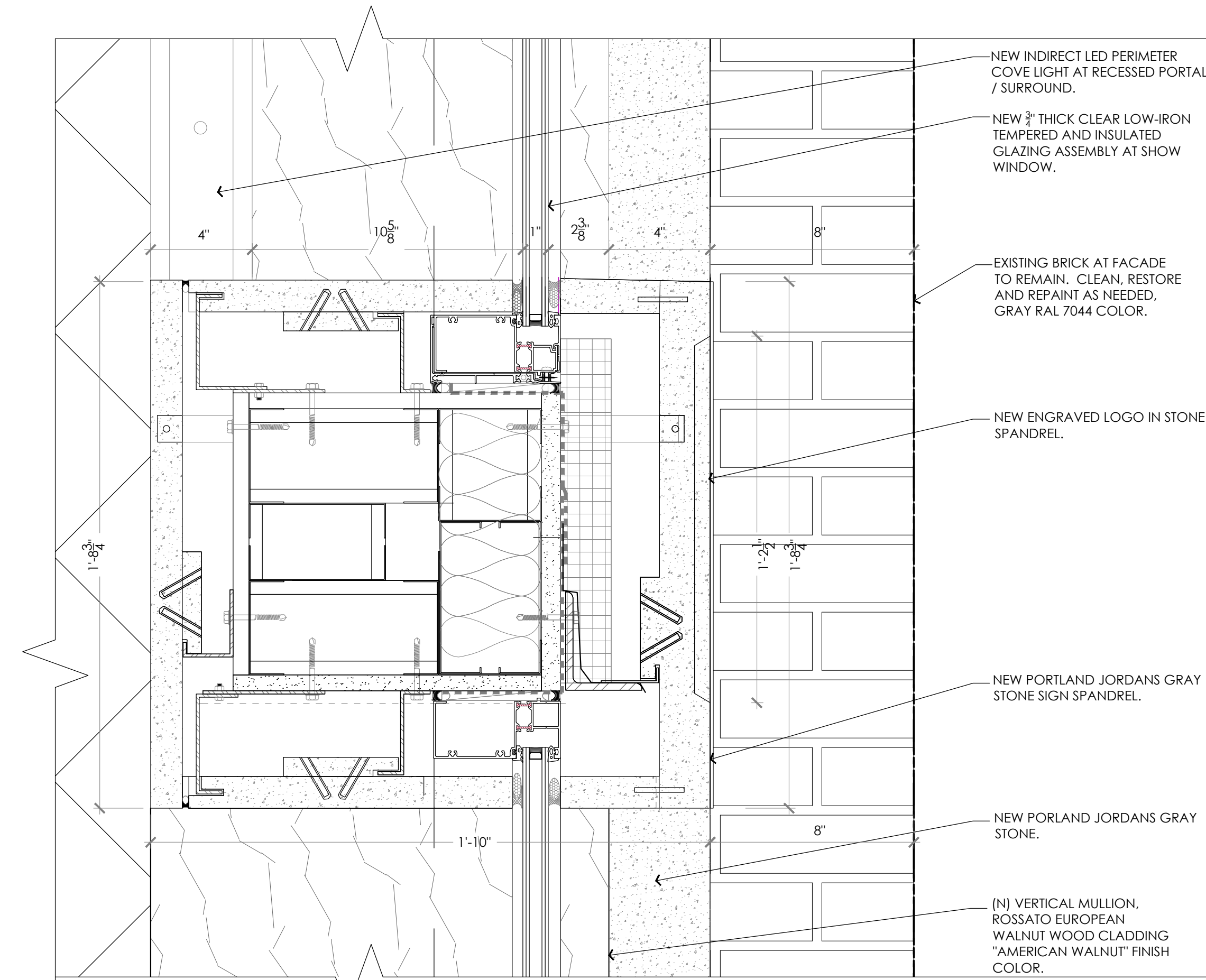
DATE: 01/22/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

**A-030.00**



SECTION @ PROPOSED STOREFRONT HEADER

2

3"=1'-0"

SECTION @ PROPOSED STOREFRONT WINDOW AND BASE

1

3"=1'-0"

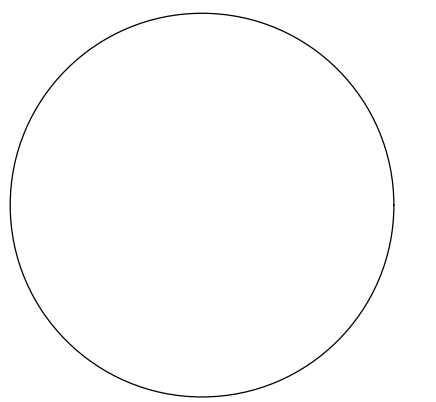
D  
I  
C  
I  
B  
I  
A

5 1 4 1 3 1 2 1 1

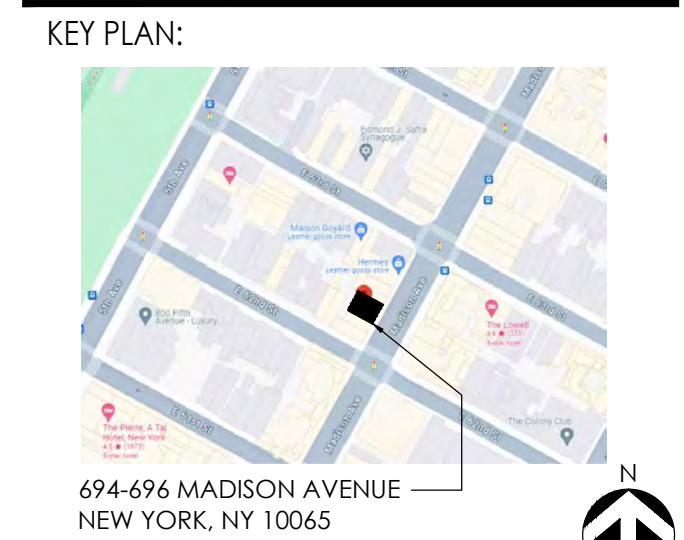
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01.08.25	LPC FILING
12.23.24	LPC FILING



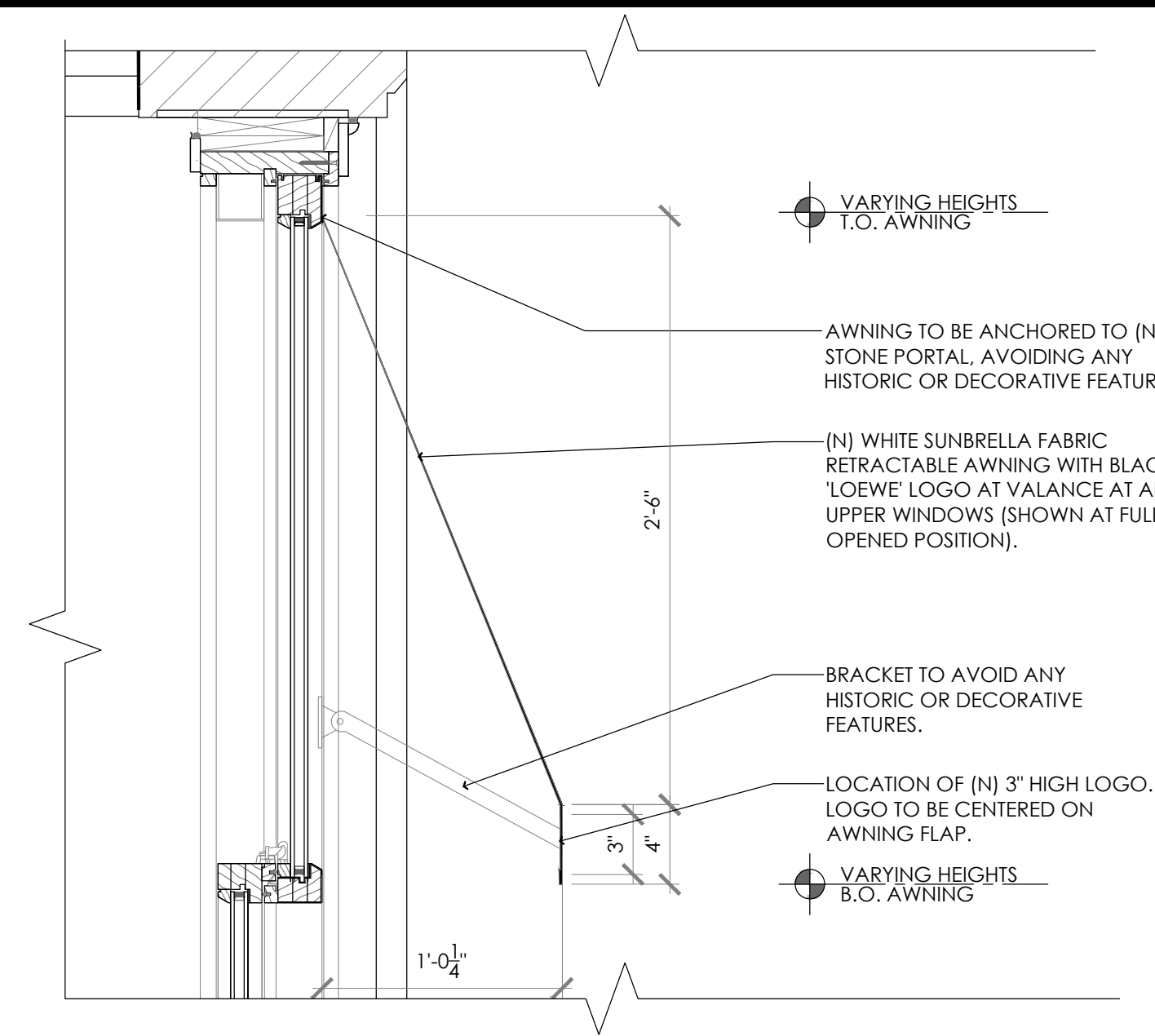
## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**SIGNAGE & AWNING  
 DETAILS**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 01/22/25  
 DRAWN BY: AM  
 REVIEWED BY: JW  
 SHEET NO.

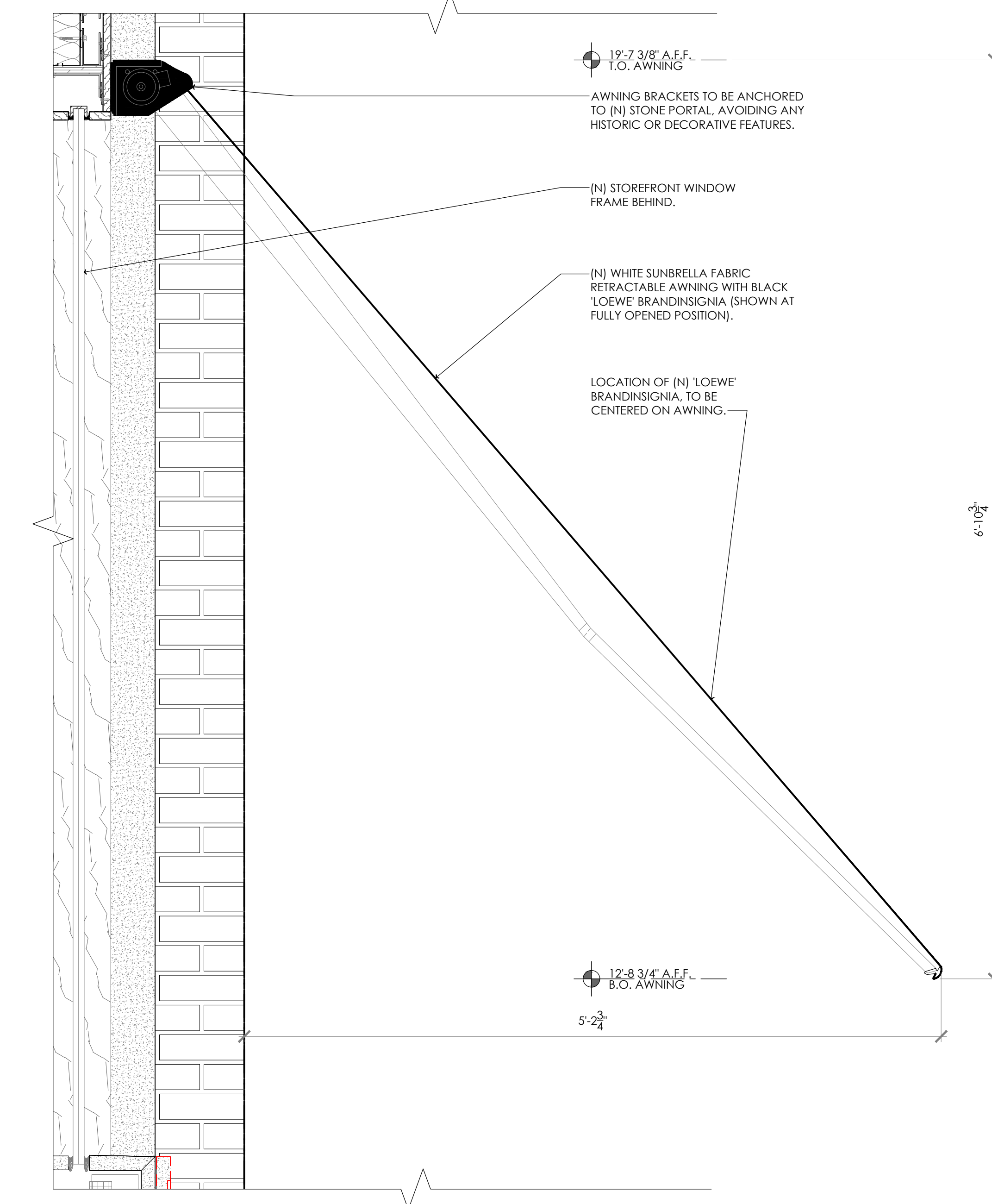
# A-031.00



UPPER WINDOW AWNING DETAIL

2

1 1/2"=1'-0"



STOREFRONT AWNING DETAIL

1

1 1/2"=1'-0"

NOT USED

3

N/A

D

C

B

A

5

1

4

1

3

1

2

1

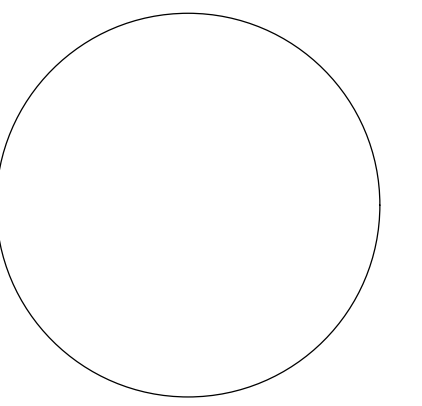
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1

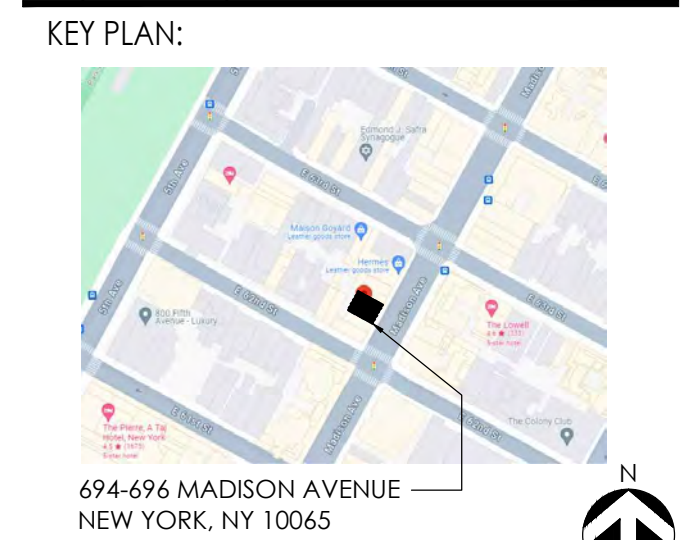
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ARCHITECTURAL REG. #: 023322  
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DATE	REVISIONS
01.22.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING



## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:

**ENLARGED STORE  
 FRONT PLAN DETAILS**

PROJECT NO. 23-4702

SCALE: AS NOTED

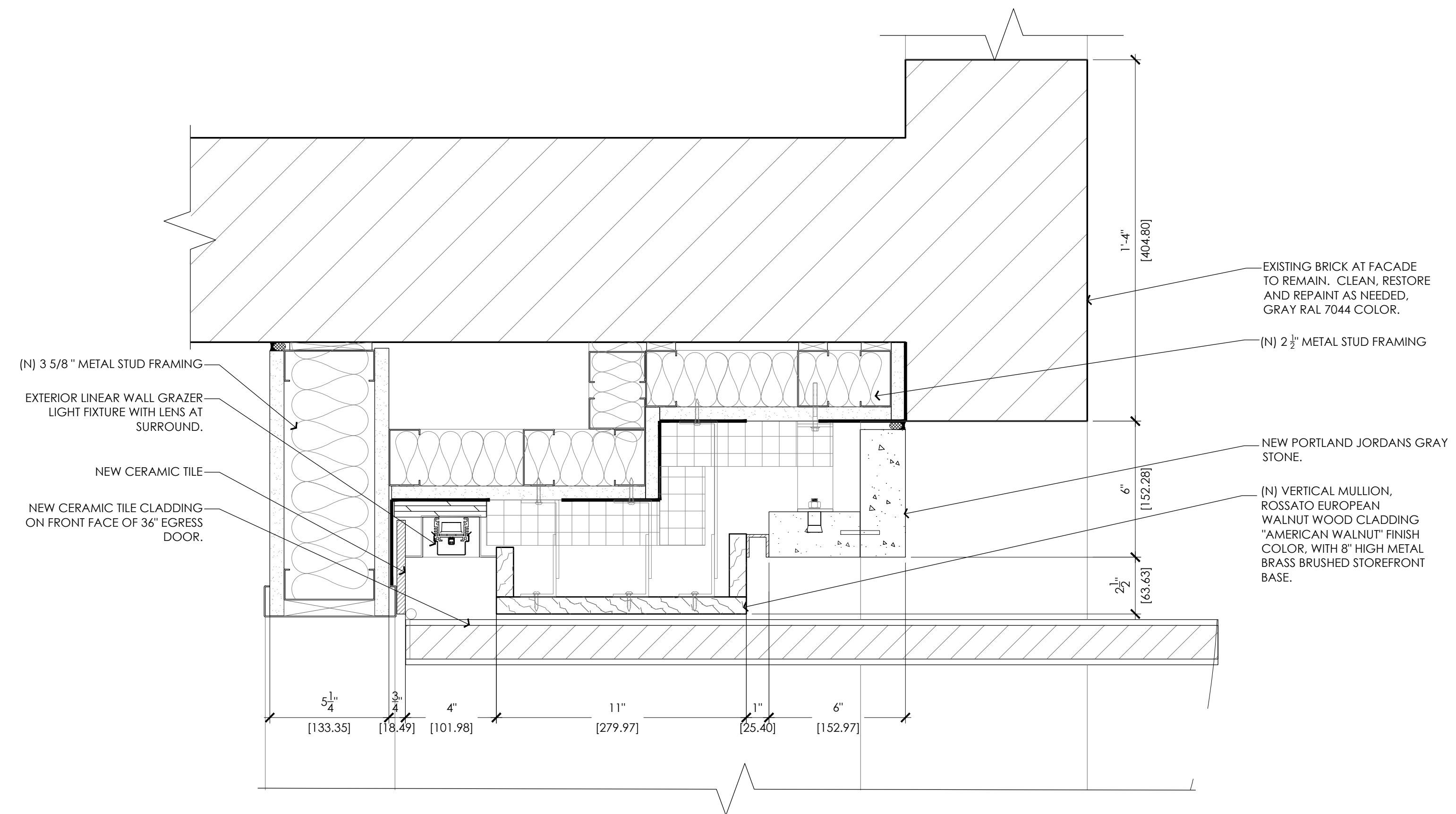
DATE: 01/22/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

# A-050.00



NOT USED 2  
 NA

COVE LIGHT DETAIL 1  
 3"=1'-0"

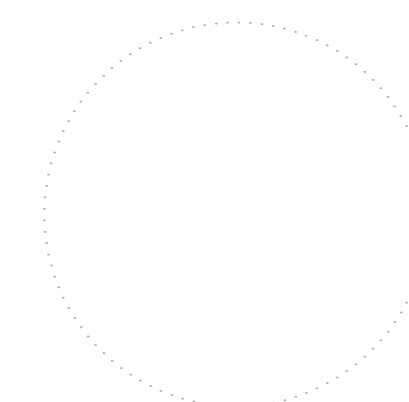


Madison Avenue

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DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



694-696 MADISON AVENUE  
 NEW YORK, NY 10065

# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**EXISTING STOREFRONT  
 PHOTO**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW

SHEET NO.

# A-032.00

MEP CONSULTANT:

**ARCHITECTURE VIEW**  
 ADA LOUISE HUXTABLE

# A Plan to Preserve the Upper East Side

Fears are expressed that landmark controls will cause expensive interference with essential commercial activity, particularly in storefront remodeling. To meet this critical concern, the legislation has been designed to speed or eliminate reviews wherever possible. Two-thirds of Madison Avenue's 307 shopfronts in the district area can be remodeled "as of right," or without approvals. Those with some protected features will require minimal review; only three buildings are listed for detailed review. Procedures have been revised for speed and efficiency.

*New York Times, August 2, 1981*

## 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.

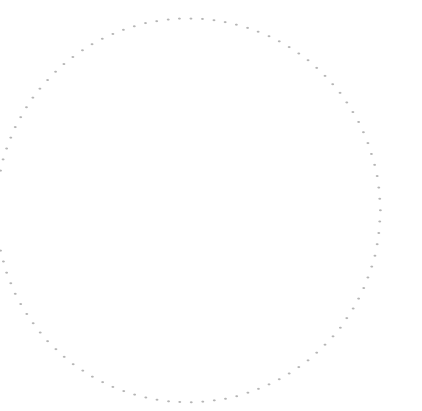
Among the many architectural changes that began to occur in the early twentieth century was the conversion of single-family rowhouses on Madison Avenue to accommodate shops or offices. This typically occurred by removing the rowhouse stoop and constructing a two-story (sometimes one- or three-story) 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.

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.

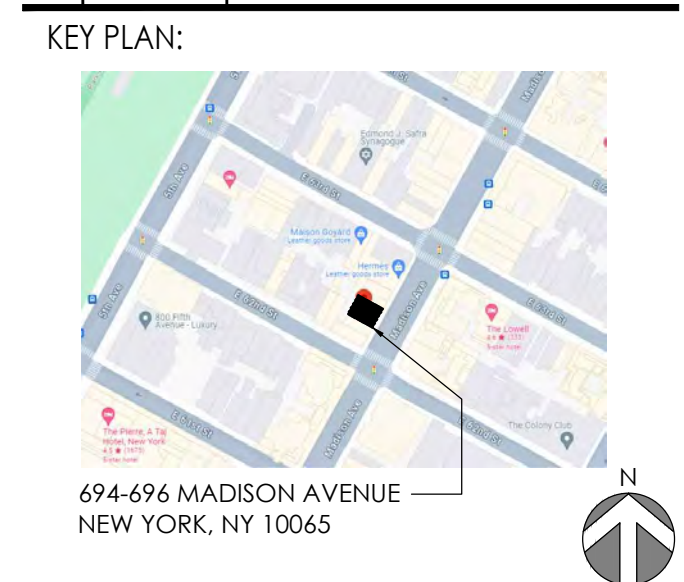


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01.08.25	LPC FILING
12.23.24	LPC FILING



## LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**MADISON AVENUE  
 MASTERPLAN HISTORY**

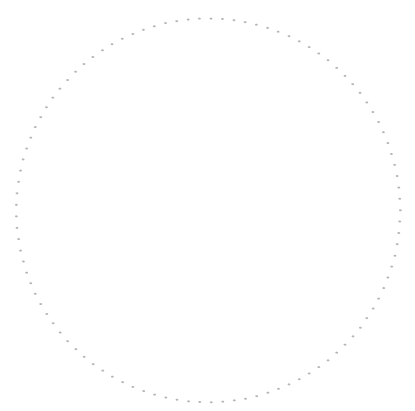
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 SCALE: AS NOTED  
 DATE: 02/04/25  
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SHEET NO.  
**A-033.00**

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KEY PLAN:



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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**STOREFRONT  
 TRANSPARENCY**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
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# A-034.00



691-95 Madison Avenue



710 Madison Avenue



945-47 Madison Avenue



791 Madison Avenue

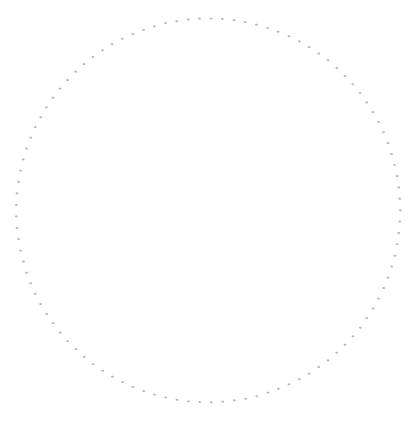


799-801 Madison Avenue

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12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

**LOEWE**  
 694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**COMBINED STOREFRONTS  
 ALONG MADISON AVENUE**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
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 REVIEWED BY: JW  
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**A-035.00**



677 Madison Avenue



933 Madison Avenue



677 Madison Avenue Interior



933 Madison Avenue Interior

# LPC Approved storefronts along Madison Avenue



690 Madison Ave.  
(LPC approved 2009)



713 Madison Ave.  
(LPC approved 2009)



787 Madison Ave.  
(LPC approved 2012)



791 Madison Ave.  
(LPC approved 2014)

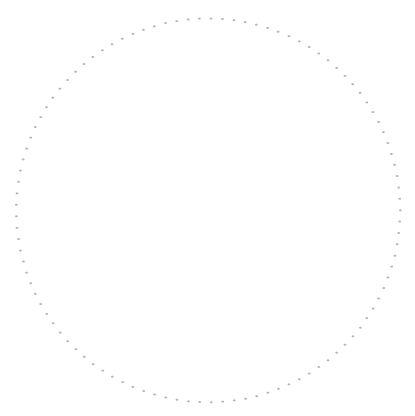


741 Madison Ave.

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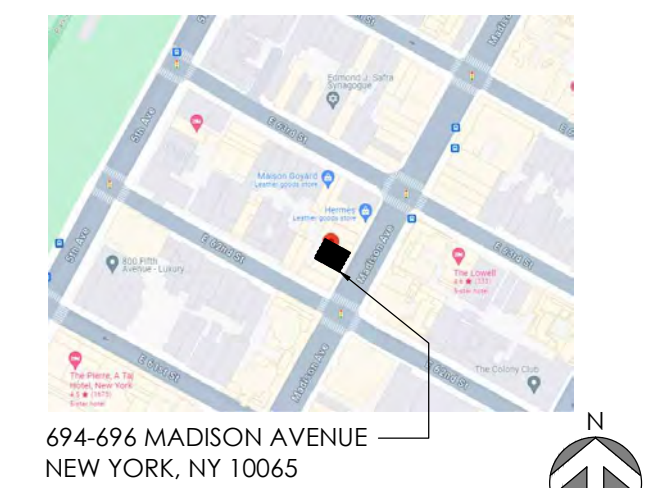
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12.23.24	LPC FILING
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	REVISIONS

KEY PLAN:



694-696 MADISON AVENUE  
NEW YORK, NY 10065

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694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:  
**LPC APPROVED  
STOREFRONTS**

PROJECT NO. 23-4702  
SCALE: AS NOTED  
DATE: 02/04/25  
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REVIEWED BY: JW

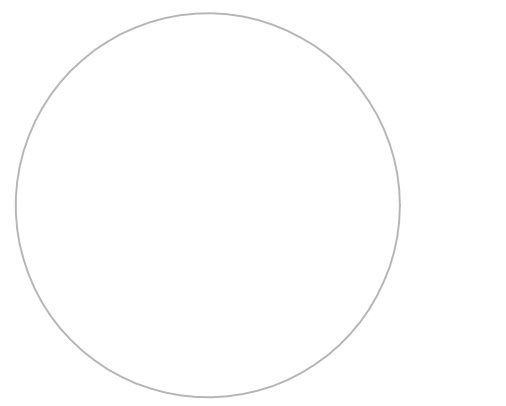
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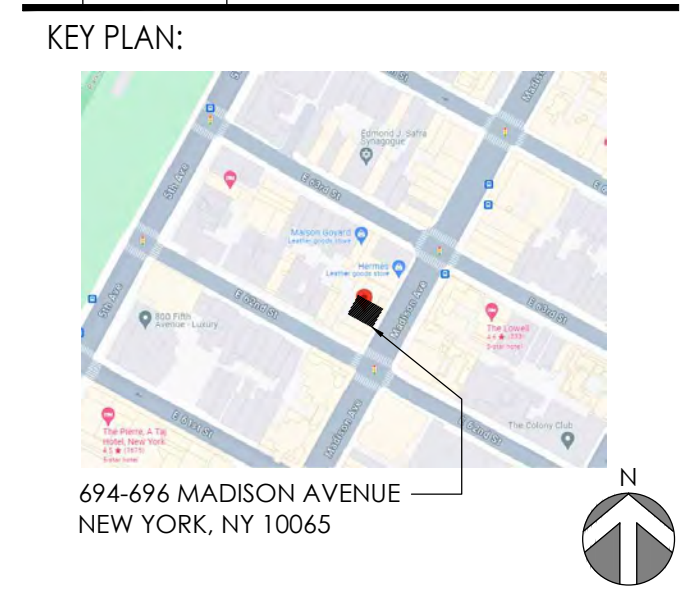
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01.08.25	LPC FILING
12.23.24	LPC FILING
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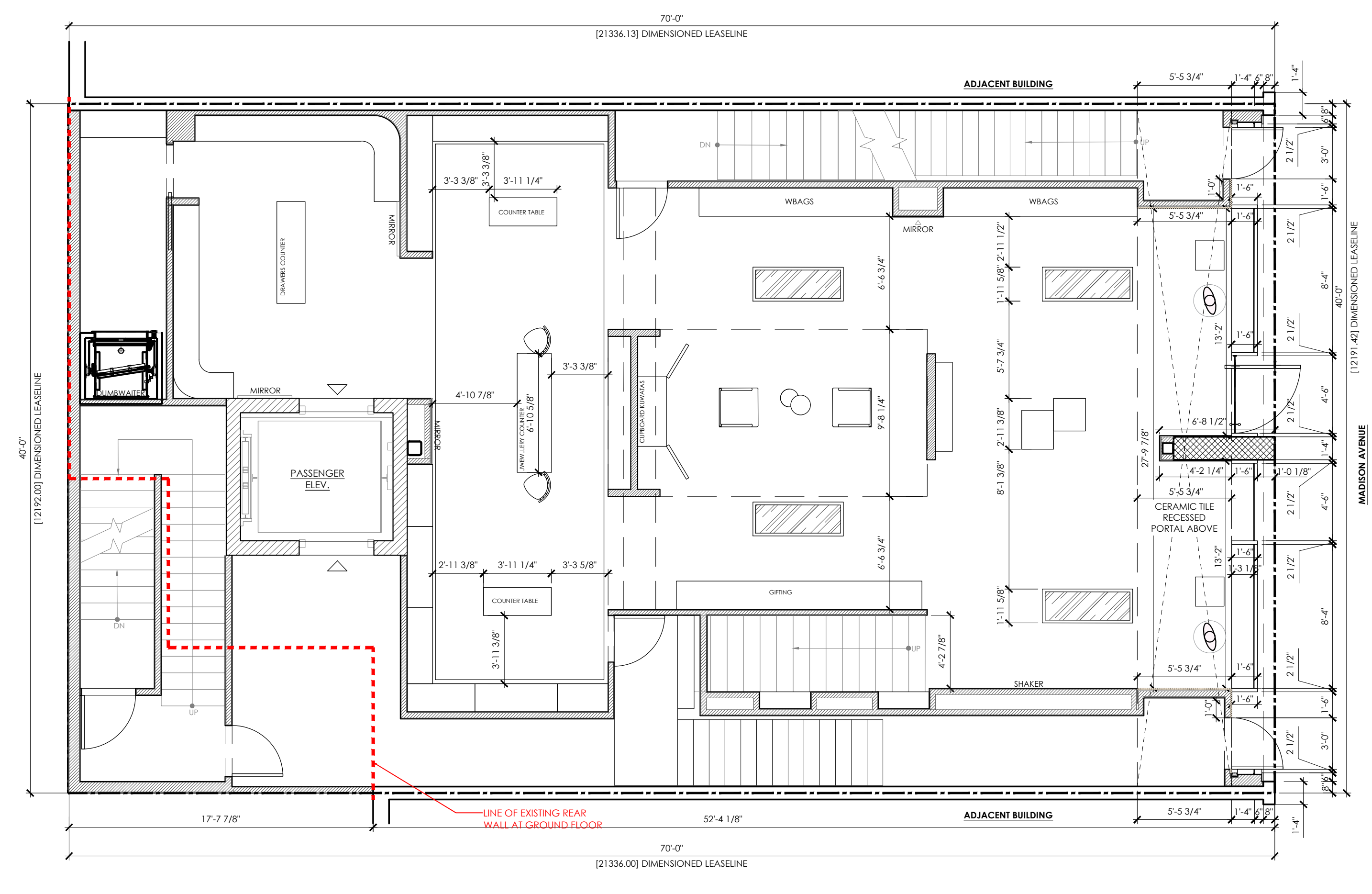
**LOEWE**

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**EXIST. & PREV. PROPOSED  
 1ST & 2ND FL PLANS**

PROJECT NO. 23-4702  
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 DATE: 02/04/25  
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**A-037.00**

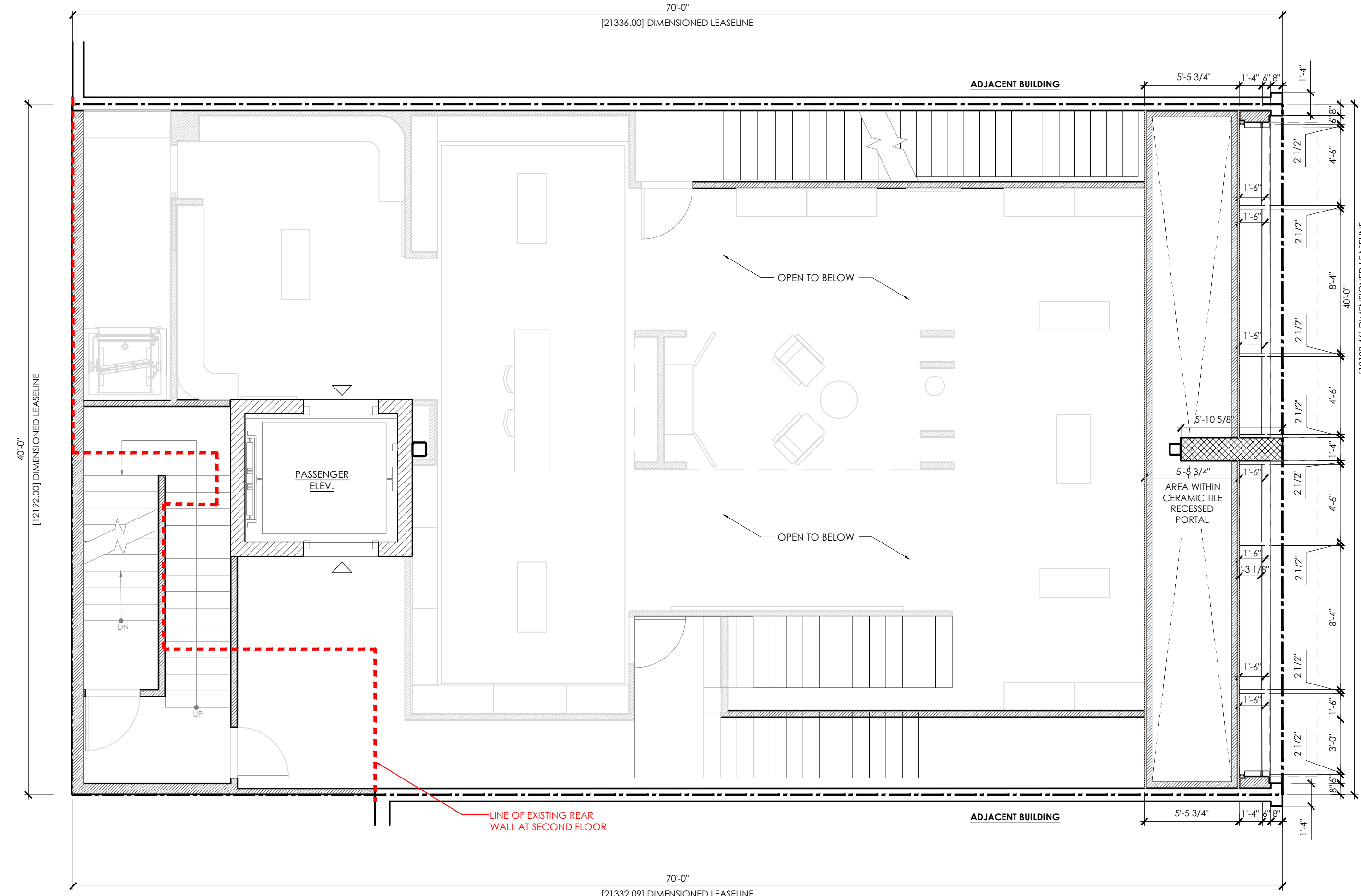


PREVIOUSLY PROPOSED GROUND FLOOR PLAN

2

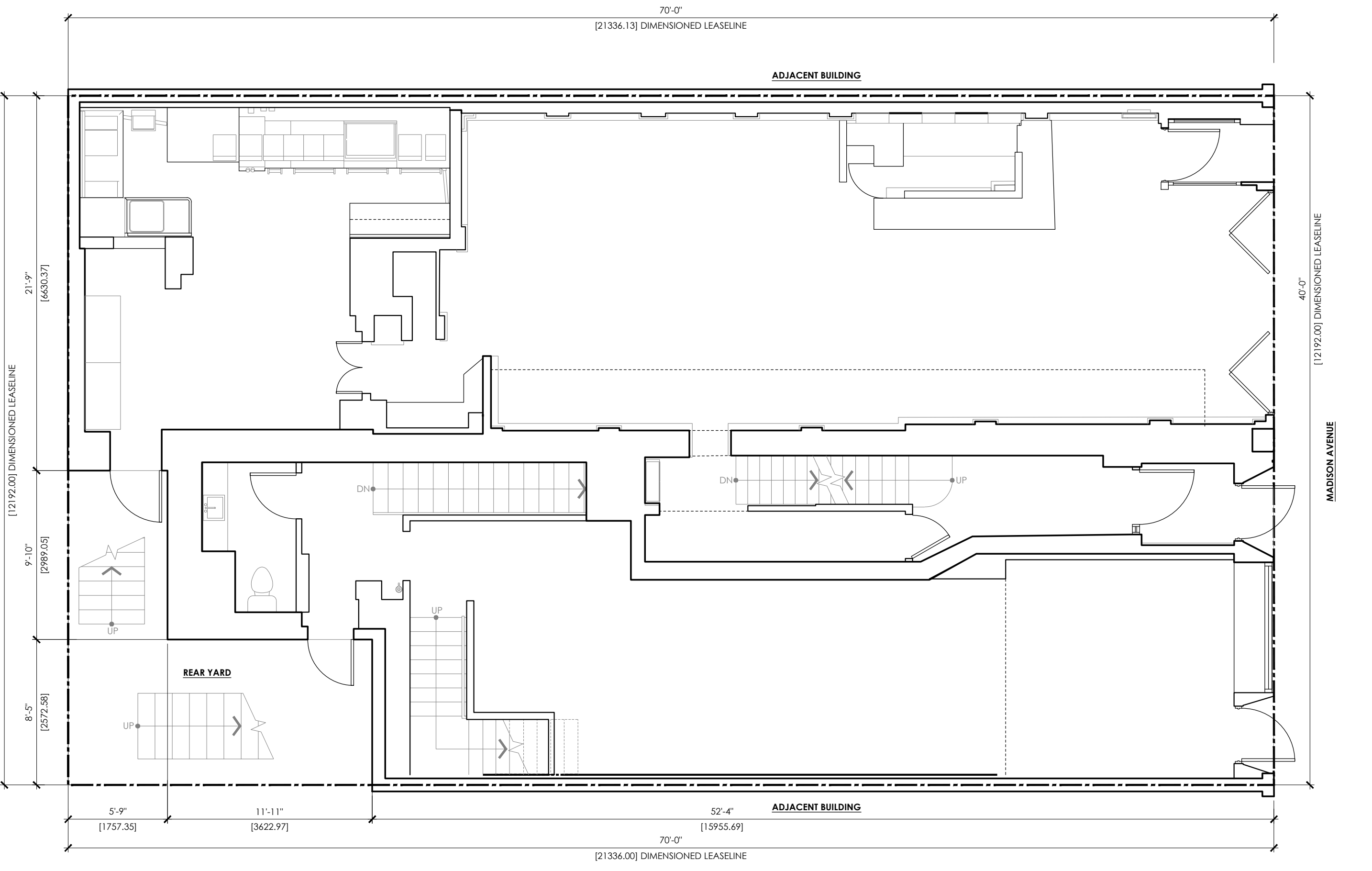
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3/16" = 1'-0"



PREVIOUSLY PROPOSED SECOND FLOOR PLAN

3/16" = 1'-0"

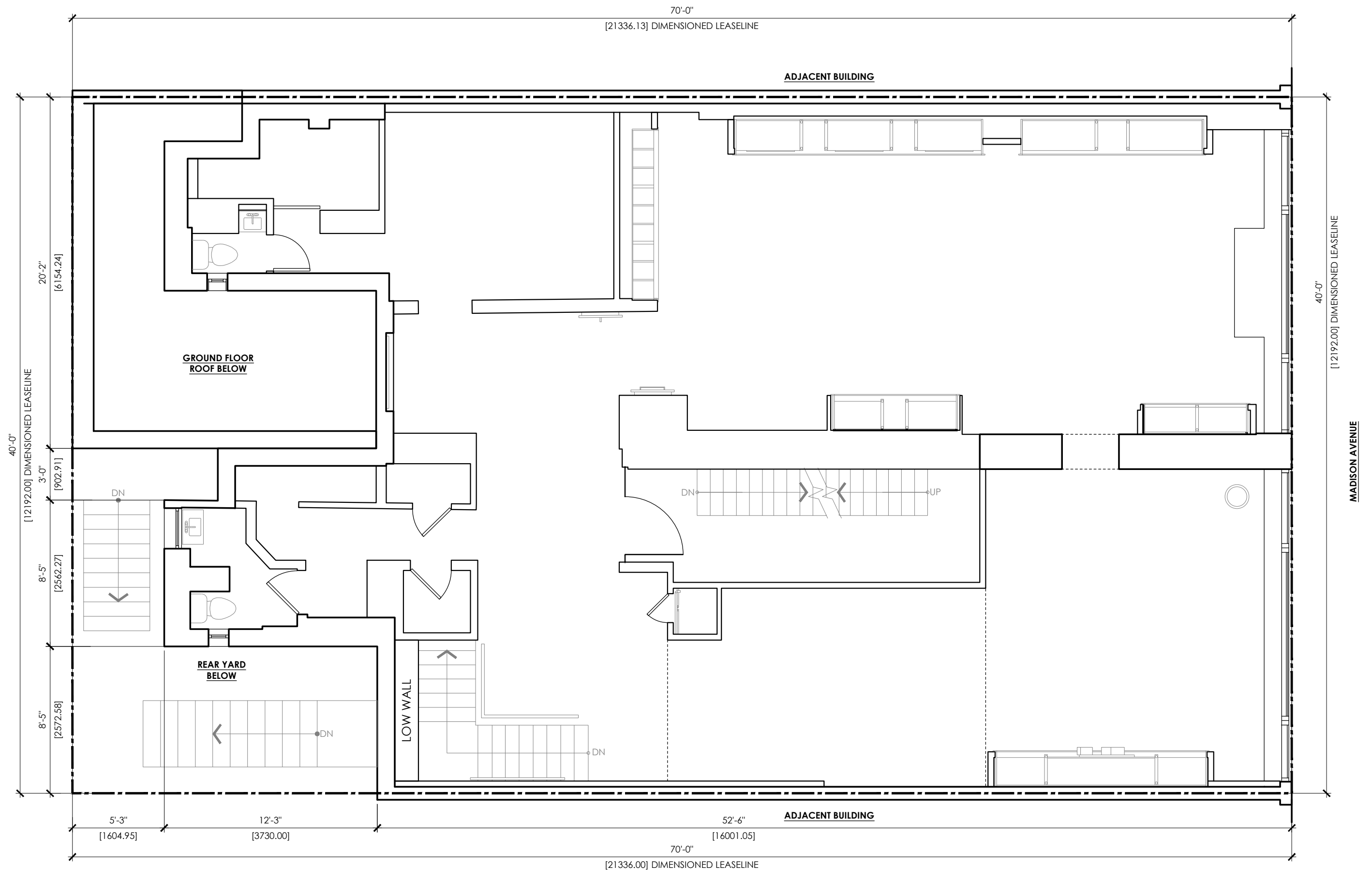


EXISTING GROUND FLOOR PLAN

1

3

3/16" = 1'-0"



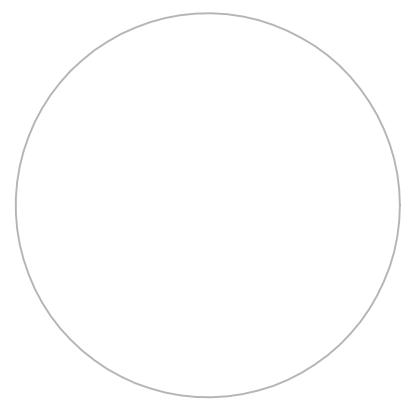
EXISTING SECOND FLOOR PLAN

3/16" = 1'-0"

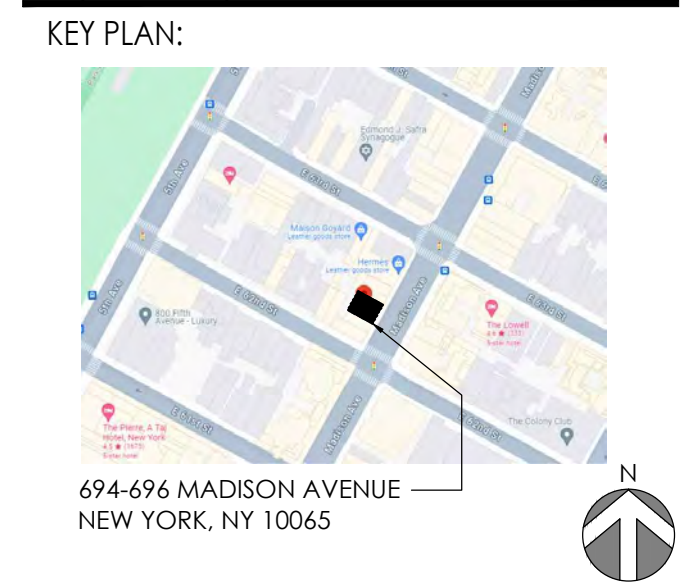
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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED  
 1ST & 2ND FL PLANS**

PROJECT NO. 23-4702

SCALE: AS NOTED

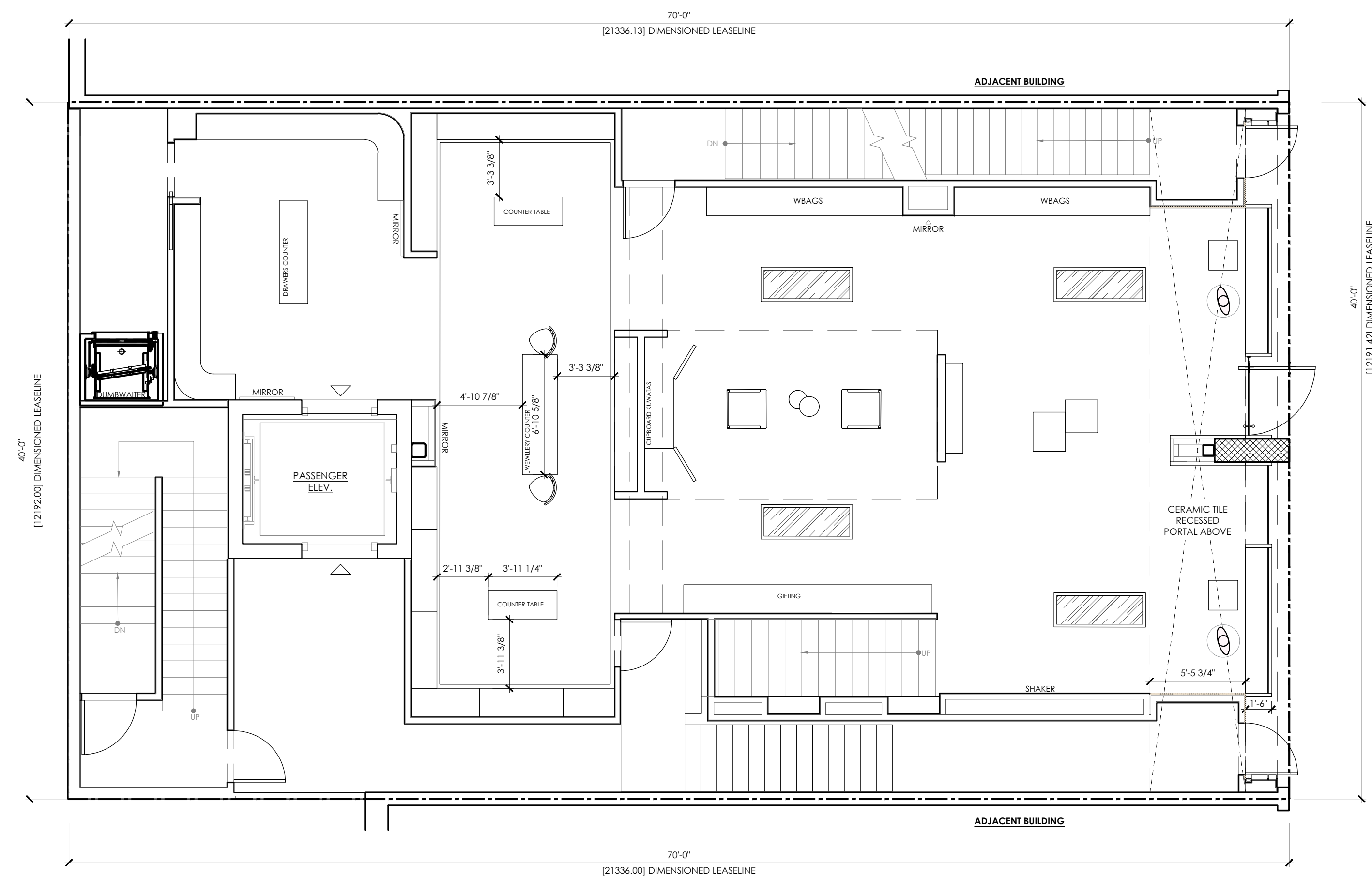
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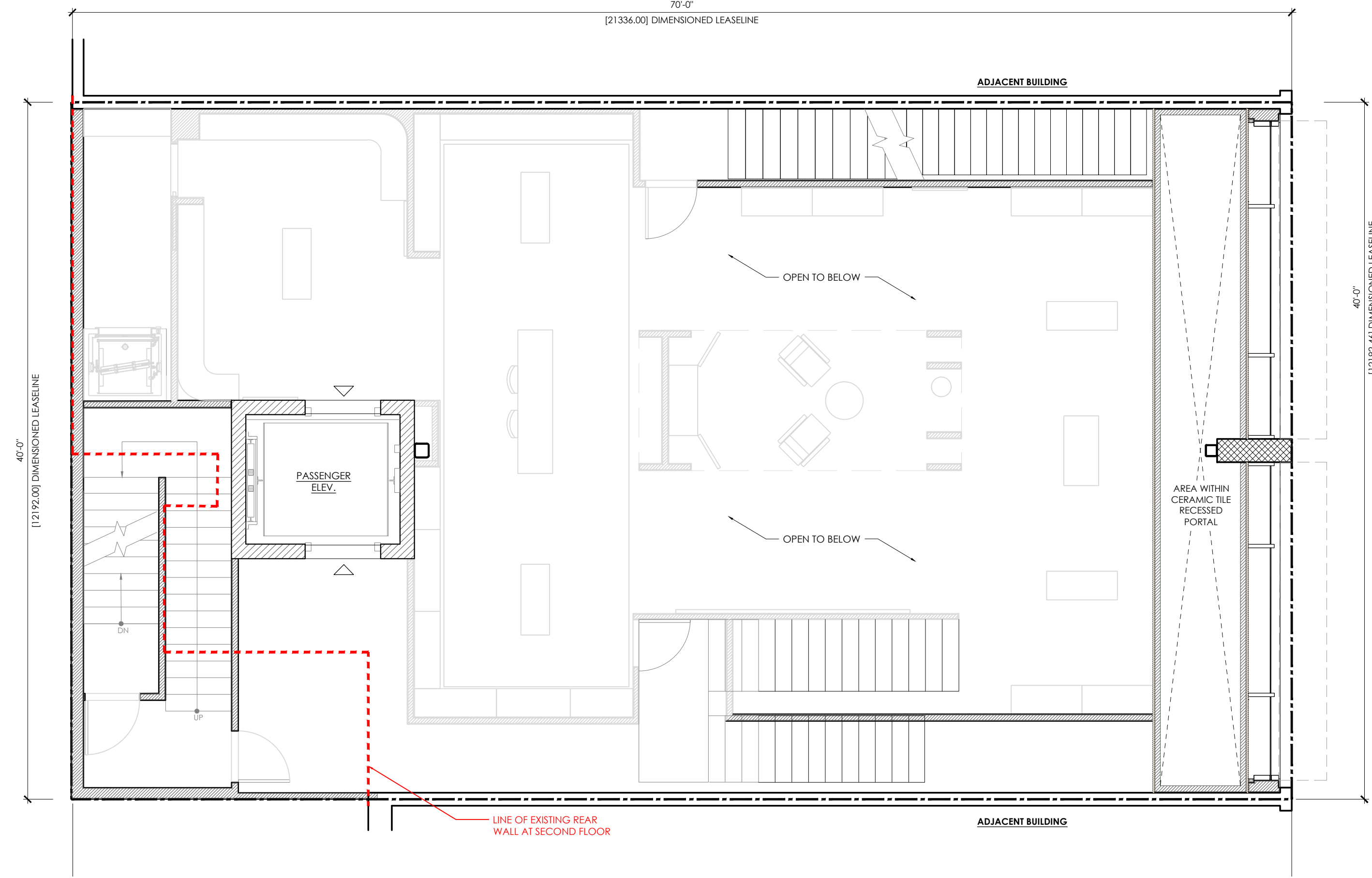
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**A-038.00**



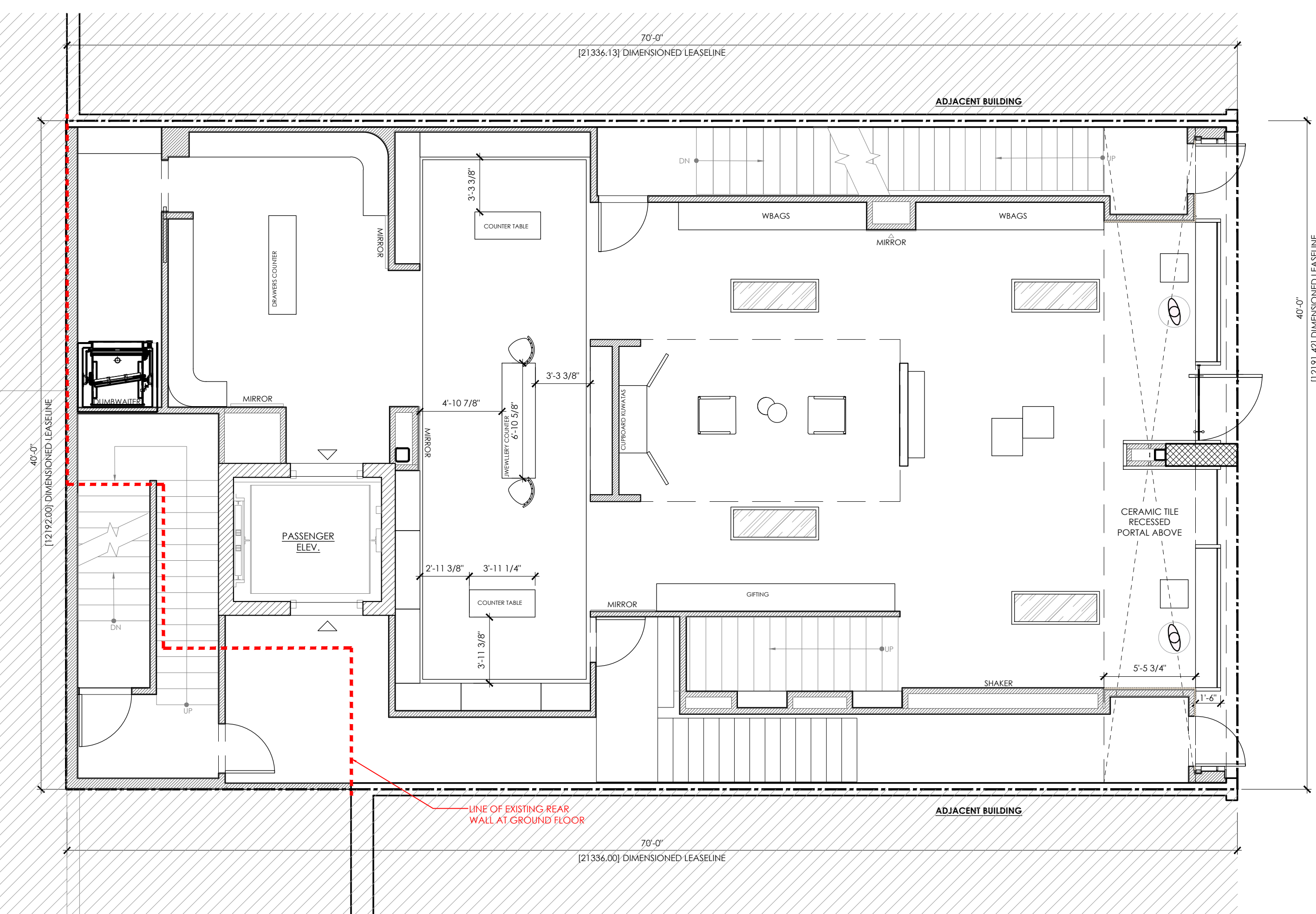
PREVIOUSLY PROPOSED GROUND FLOOR PLAN 2

3/16" = 1'-0"



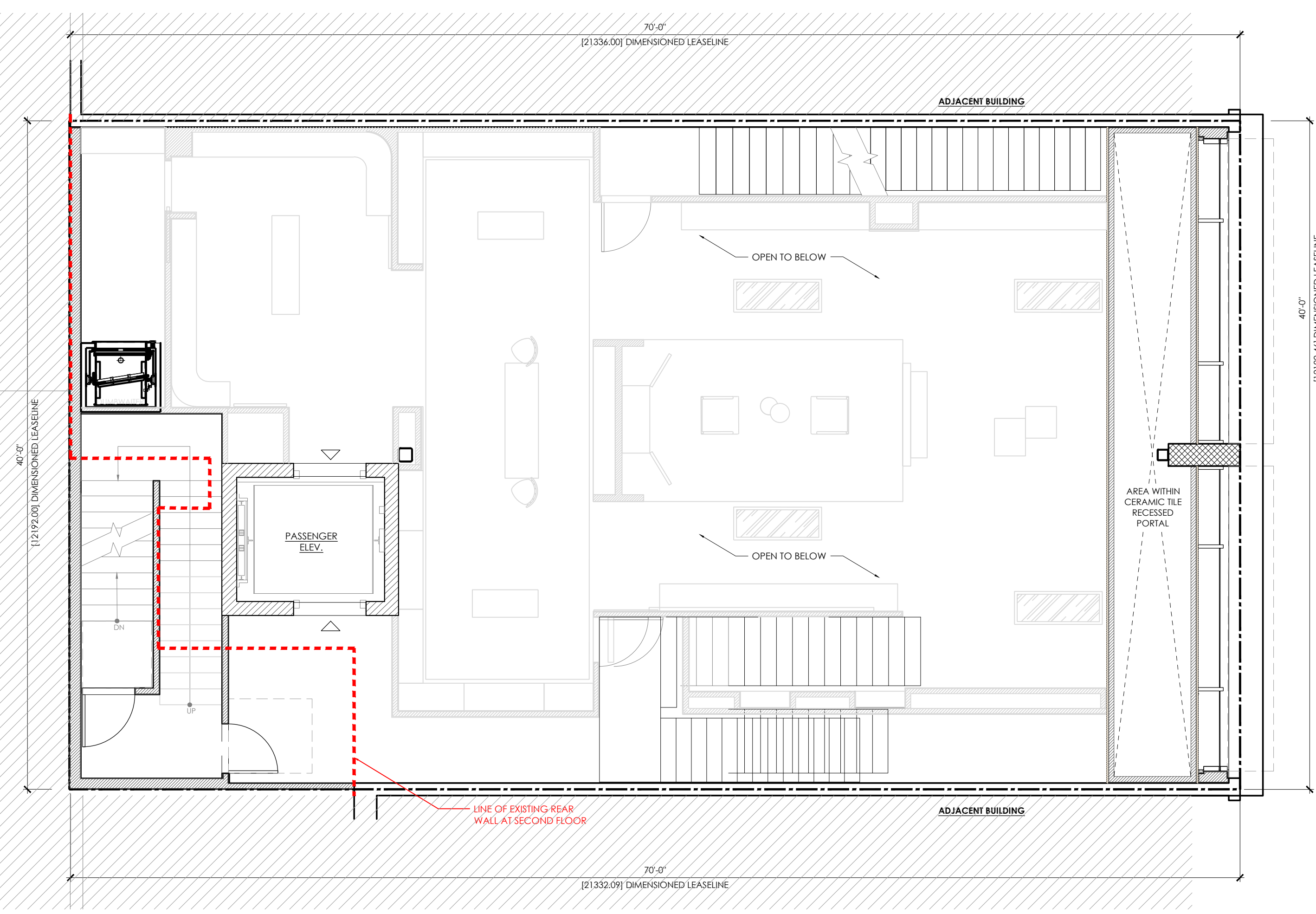
PREVIOUSLY PROPOSED SECOND FLOOR PLAN 4

3/16" = 1'-0"



PROPOSED GROUND FLOOR PLAN 1

3/16" = 1'-0"



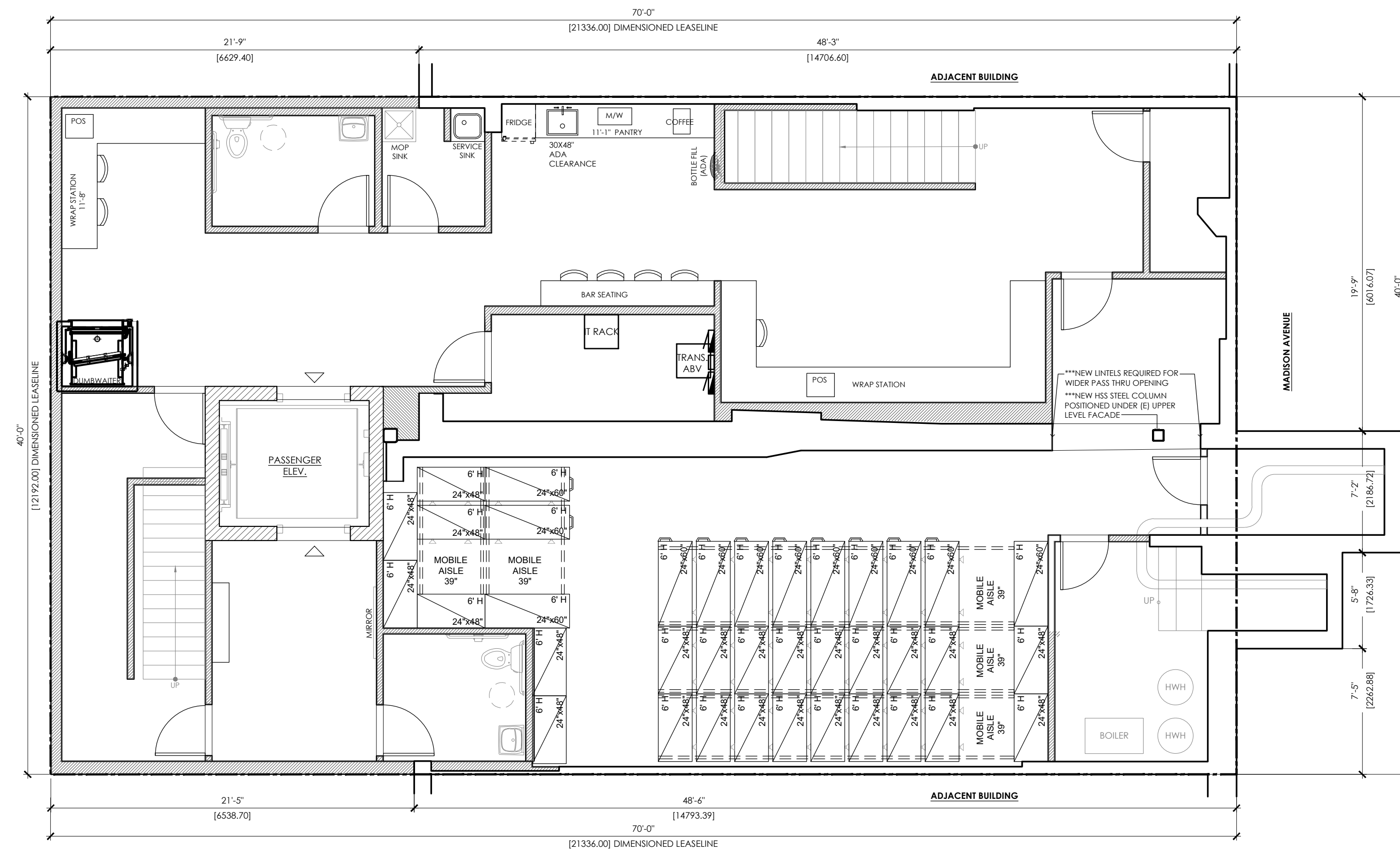
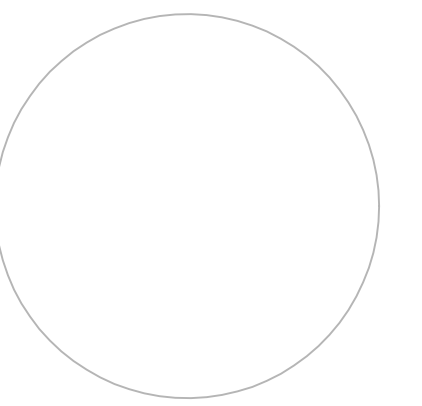
PROPOSED SECOND FLOOR PLAN 3

3/16" = 1'-0"

MEP CONSULTANT:

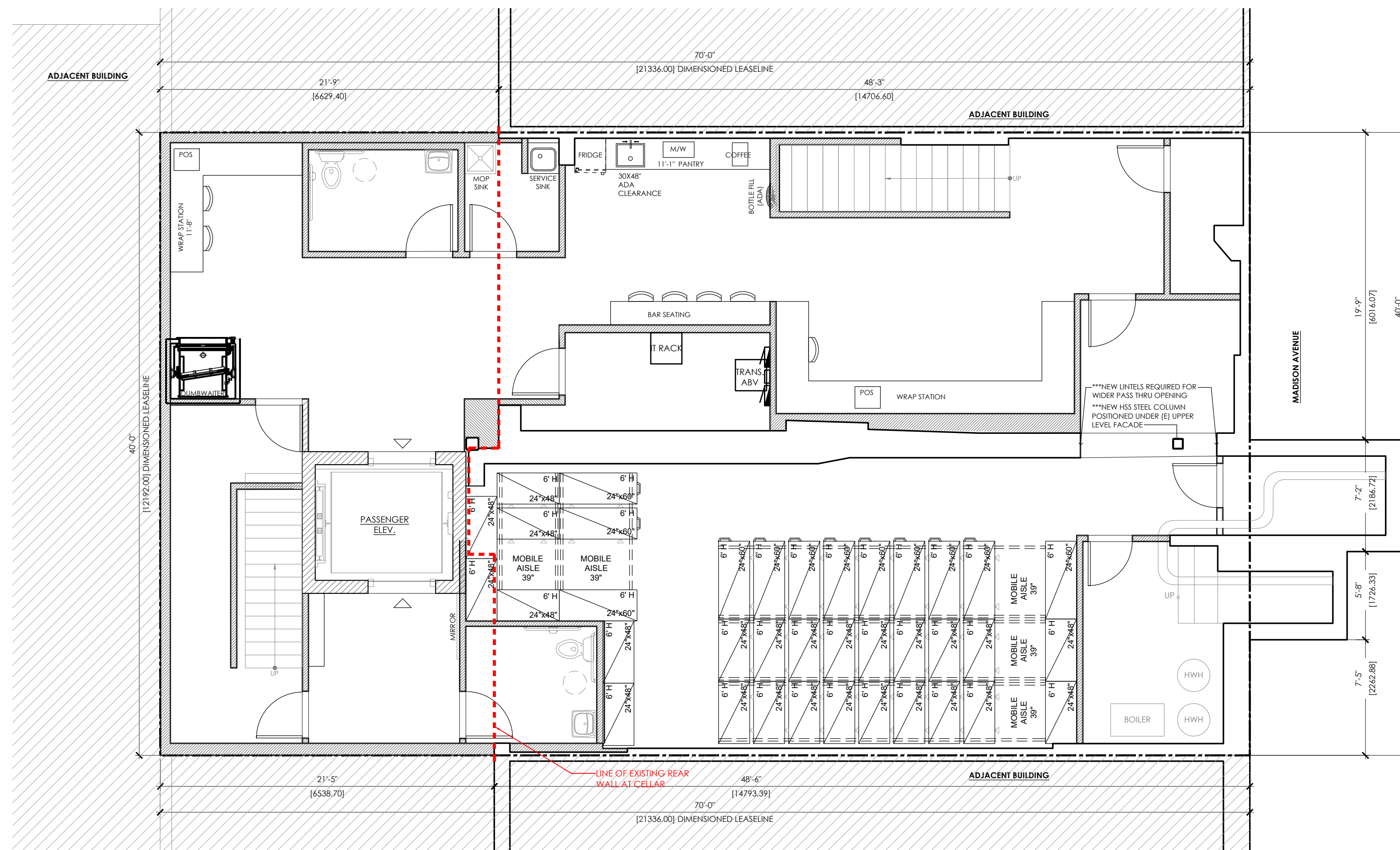
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PREVIOUSLY PROPOSED CELLAR PLAN 2

3/16" = 1'-0"



PROPOSED CELLAR PLAN 1

3/16" = 1'-0"

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12.23.24	LPC FILING

KEY PLAN:



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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED CELLAR PLANS**

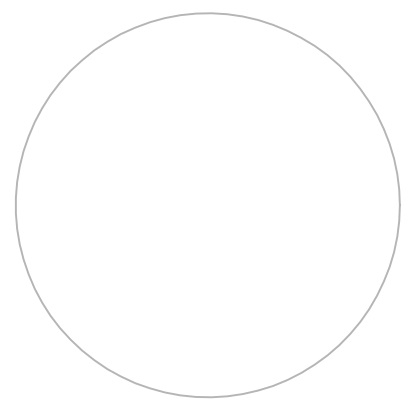
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SCALE:	AS NOTED
DATE:	02/04/25
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12.23.24	LPC FILING

KEY PLAN:



694-696 MADISON AVENUE  
 NEW YORK, NY 10065

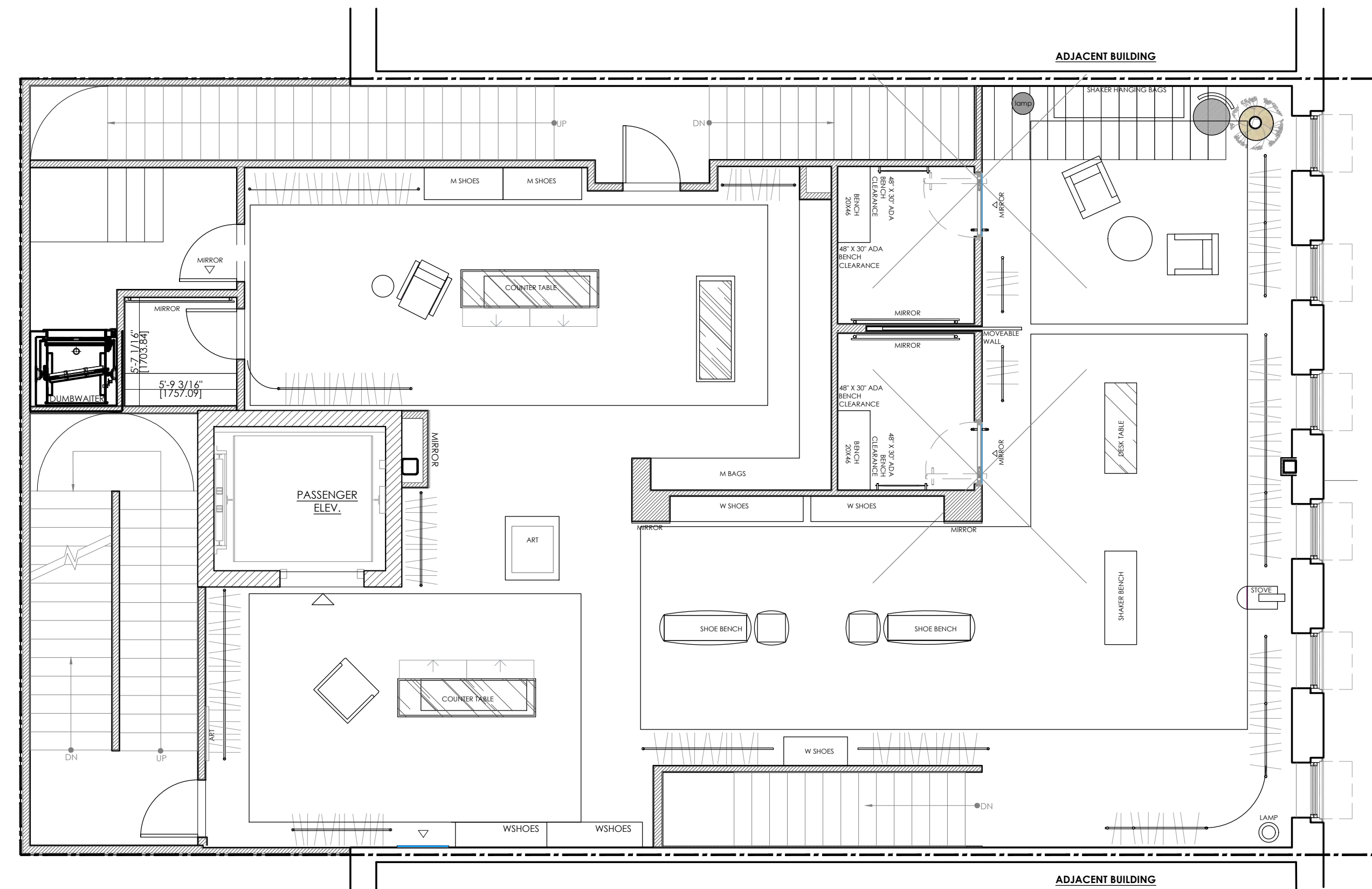
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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED  
 3RD FLOOR PLANS**

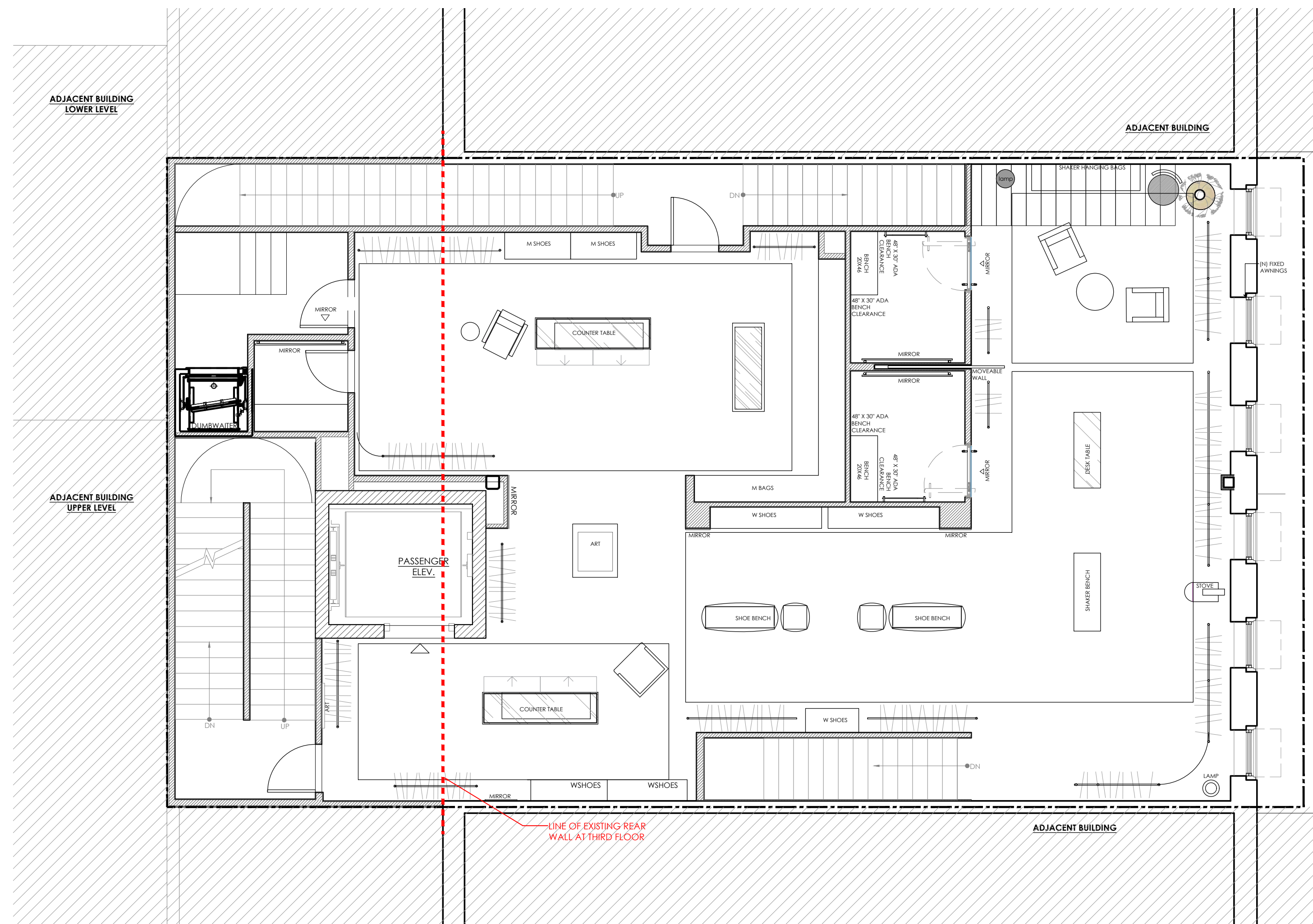
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 SCALE: AS NOTED  
 DATE: 02/04/25  
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**A-040.00**



PREVIOUSLY PROPOSED THIRD FLOOR PLAN 2

3/16" = 1'-0"



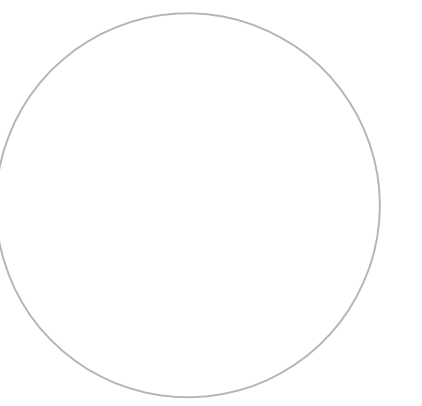
PROPOSED THIRD FLOOR PLAN 1

3/16" = 1'-0"

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KEY PLAN:



694-696 MADISON AVENUE  
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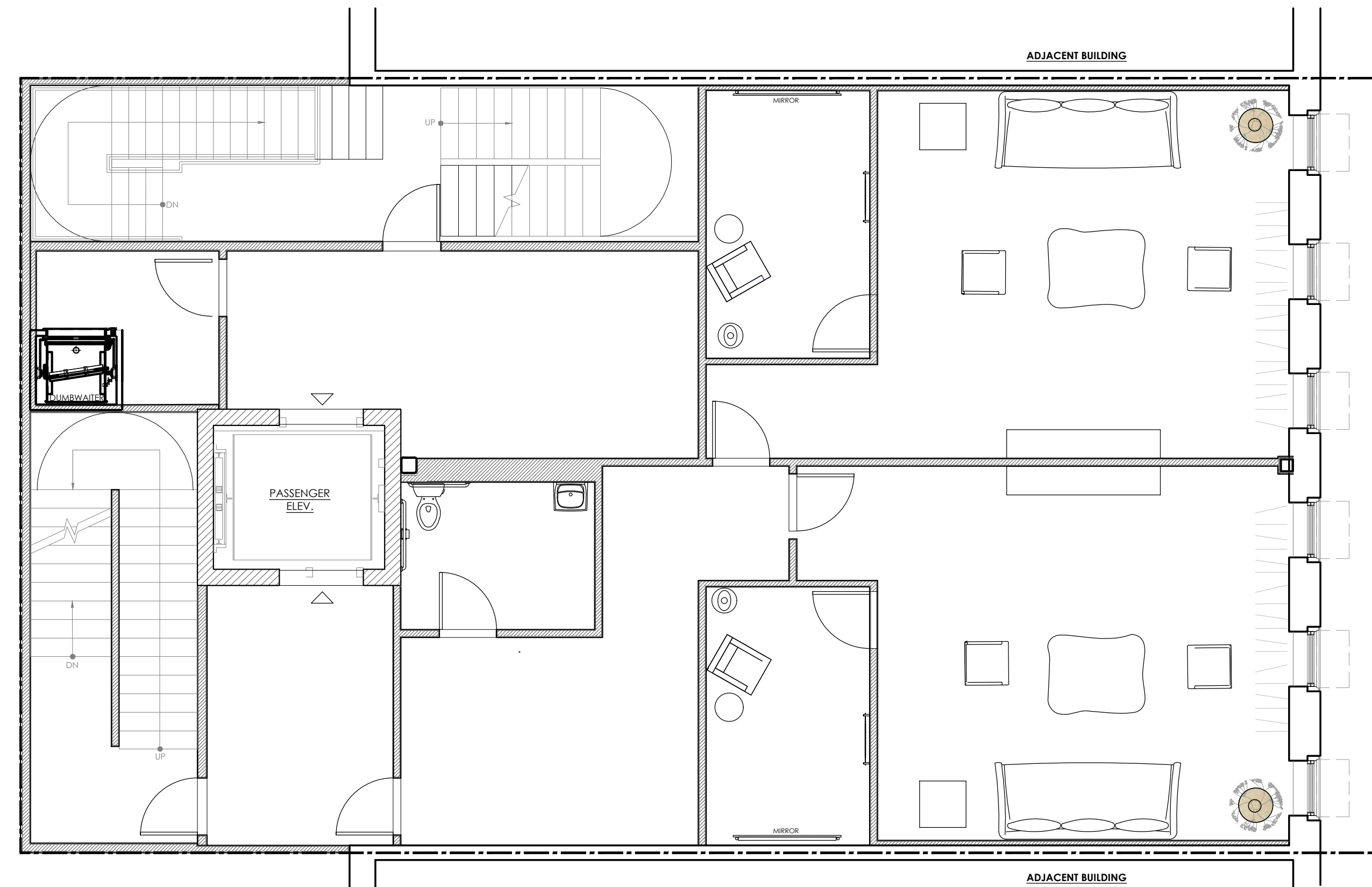
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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED  
 4TH FLOOR PLANS**

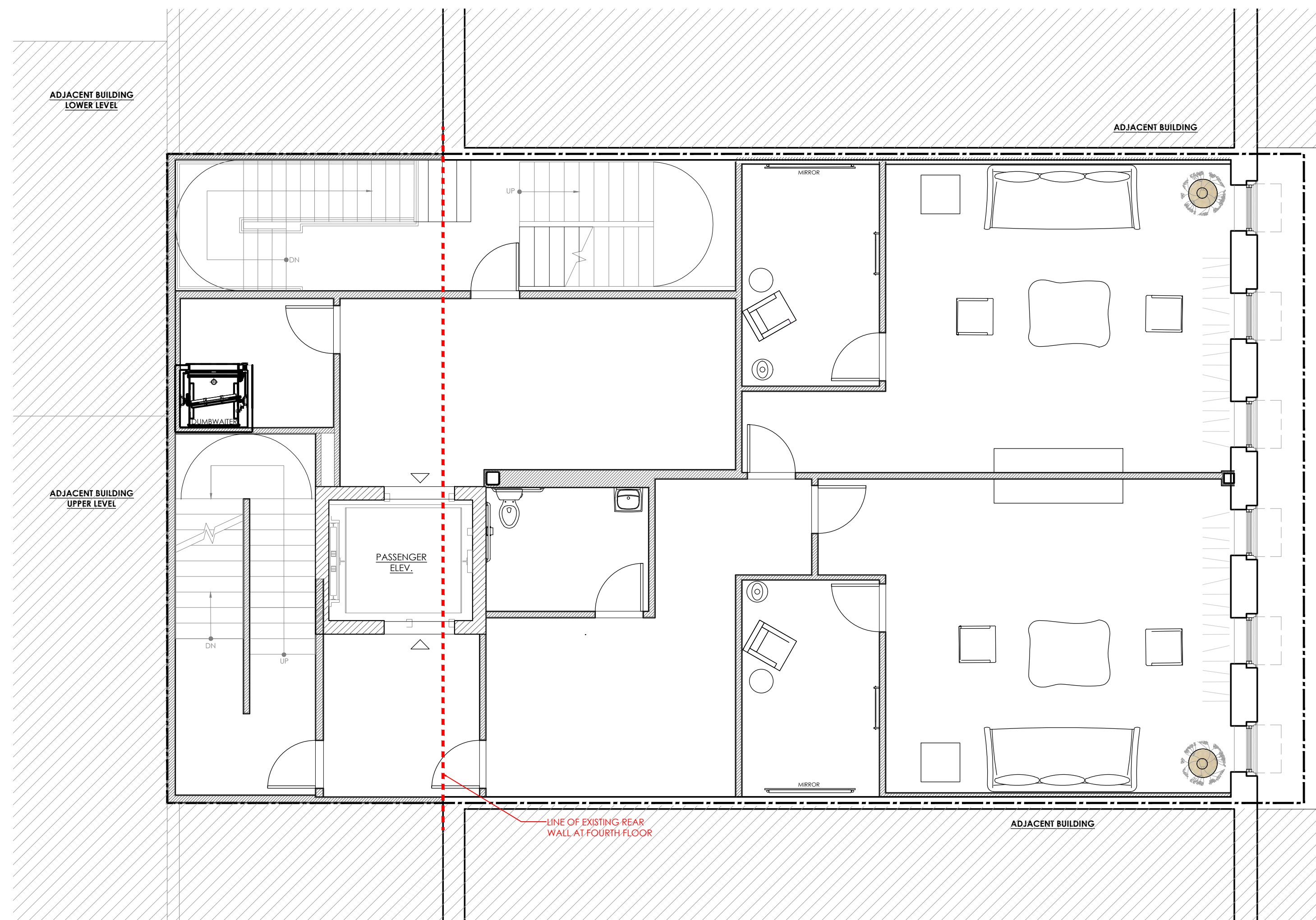
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PREVIOUSLY PROPOSED FOURTH FLOOR PLAN 2

3/16" = 1'-0"



PROPOSED FOURTH FLOOR PLAN 1

3/16" = 1'-0"

5

1

4

1

3

1

2

1

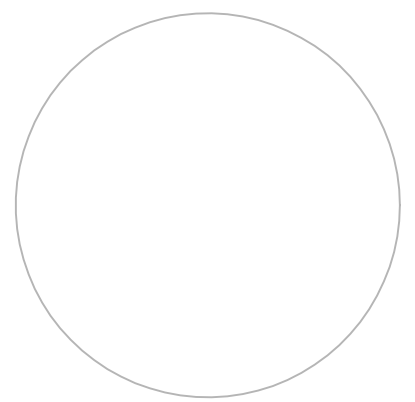
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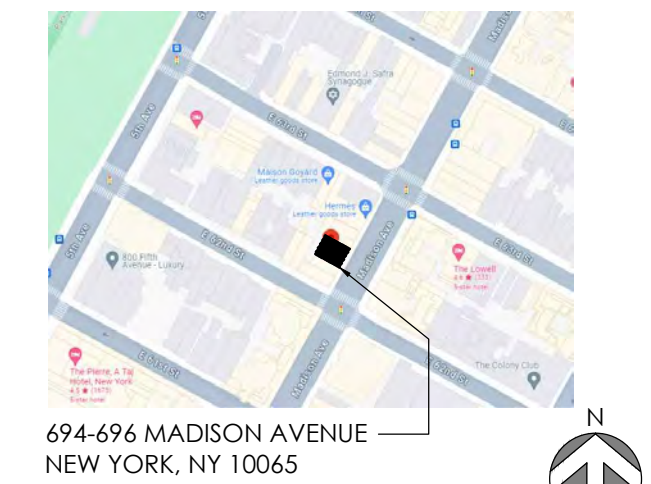
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KEY PLAN:



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694-696 MADISON AVENUE  
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SHEET TITLE:

**PROPOSED  
 5TH FLOOR PLANS**

PROJECT NO. 23-4702

SCALE: AS NOTED

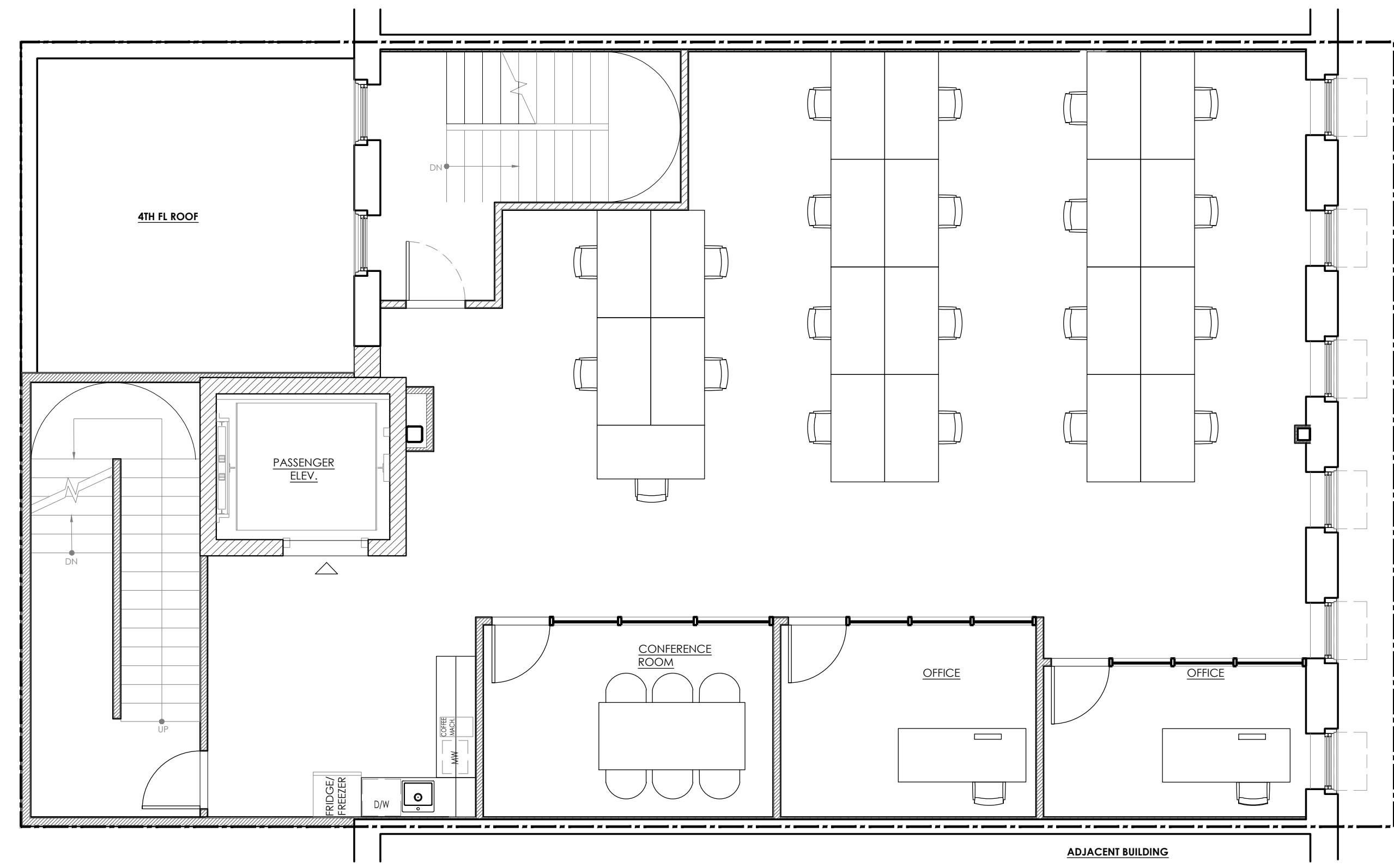
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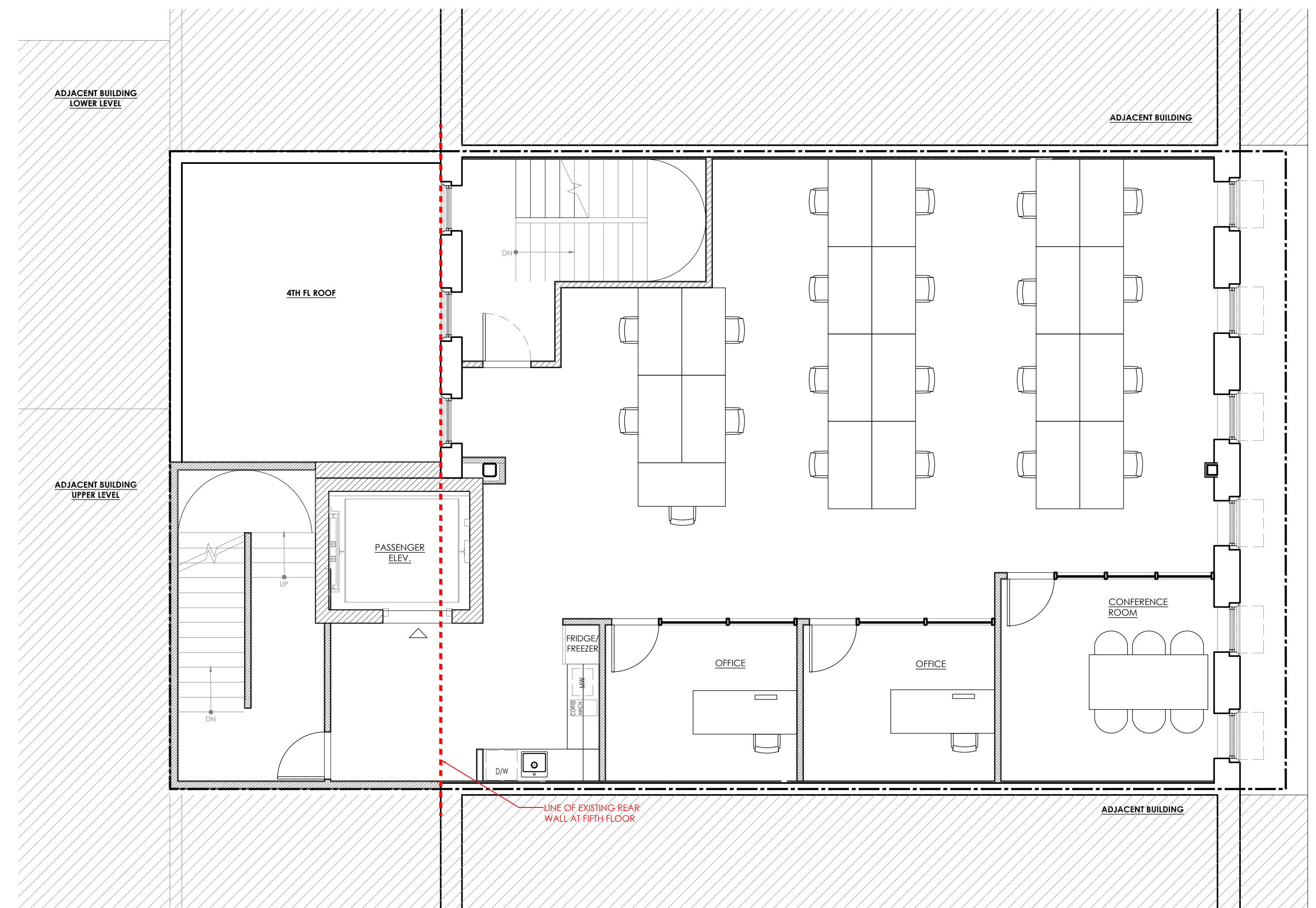
SHEET NO.

**A-042.00**



PREVIOUSLY PROPOSED FIFTH FLOOR PLAN 2

3/16" = 1'-0"



PROPOSED FIFTH FLOOR PLAN 1

3/16" = 1'-0"

D

C

B

A

5

1

4

1

3

1

2

1

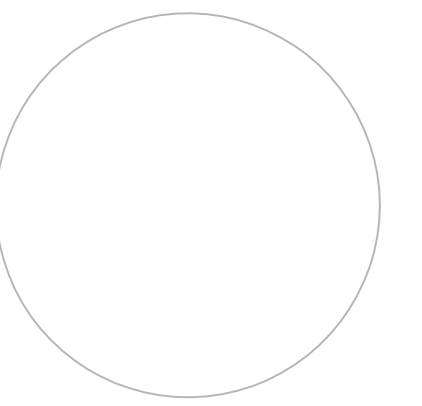
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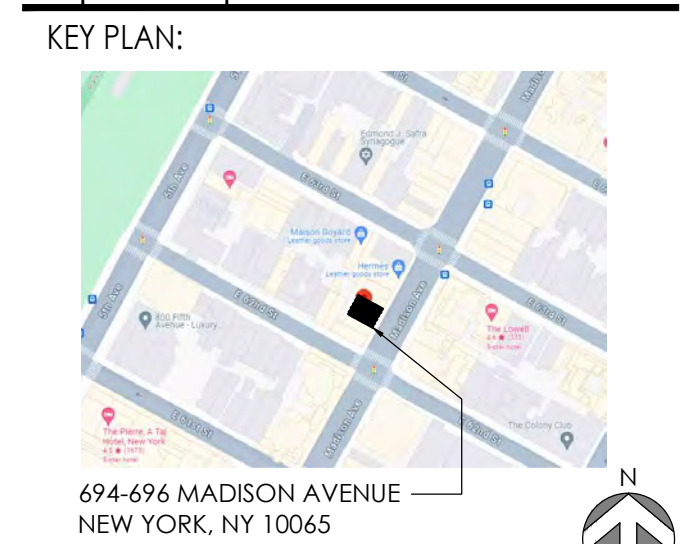
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12.23.24	LPC FILING



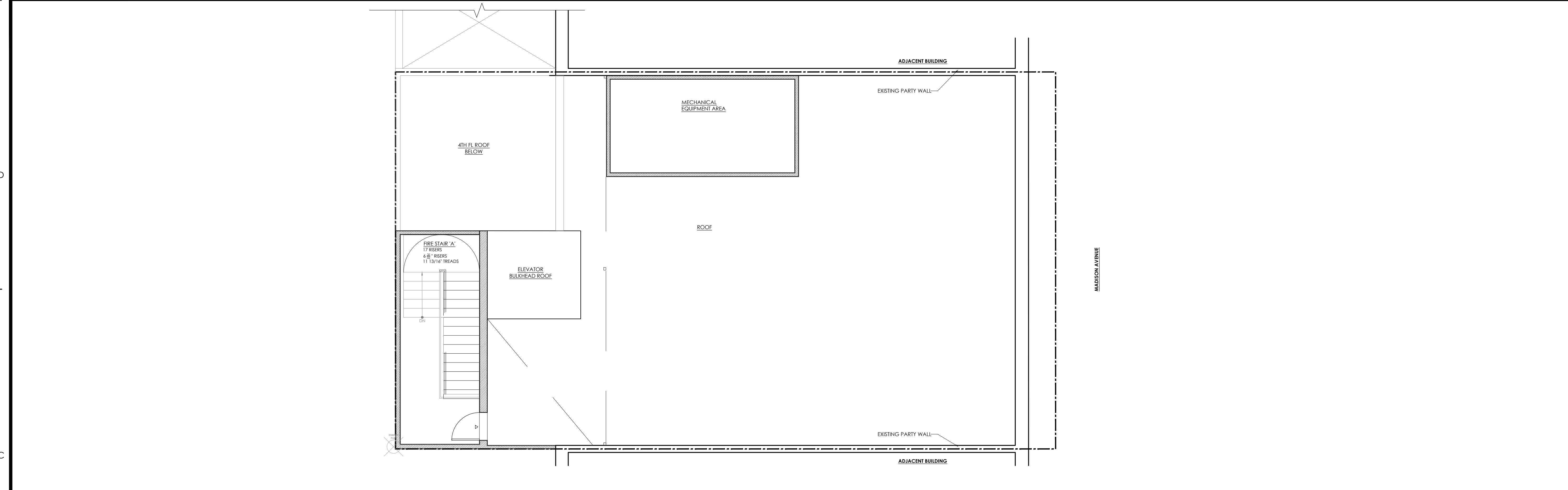
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694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED  
 ROOF PLANS**

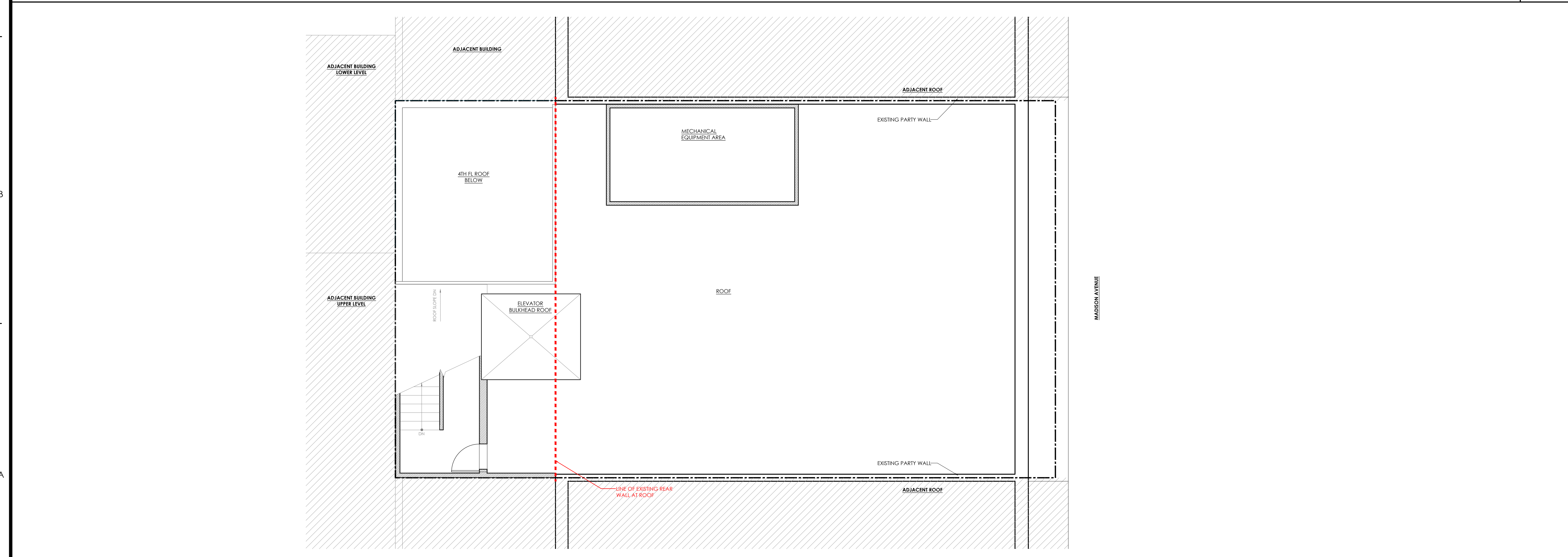
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PREVIOUSLY PROPOSED ROOF PLAN 2

3/16" = 1'-0"



PROPOSED ROOF PLAN 1

3/16" = 1'-0"



CONDITION @ 789 MADISON AVE. 3  
NTS



CONDITION @ 710-714 MADISON AVE. 3  
NTS



CONDITION @ 740 MADISON AVE. 3  
NTS

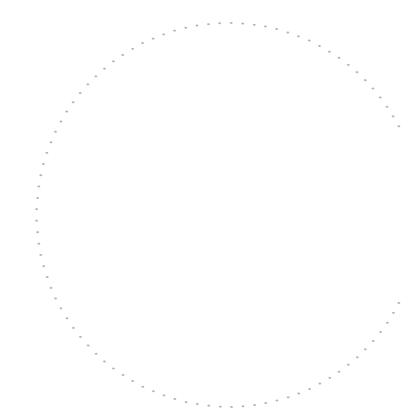


CONDITION @ 718 MADISON AVE. 1  
NTS

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KEY PLAN:



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NEW YORK, NY 10065

SHEET TITLE:

## AWNING PRECEDENTS

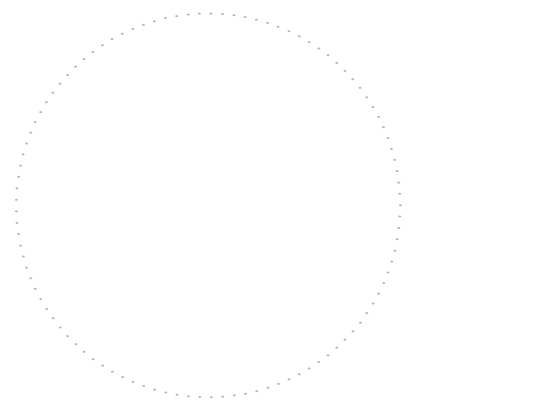
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△	DATE	REVISIONS
	02.04.25	LPC FILING
	01.08.25	LPC FILING
	12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**DOUBLE HEIGHT STORE  
 FRONT FACADE PRECEDENT**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	02/04/25
DRAWN BY:	AM
REVIEWED BY:	JW

SHEET NO.  
**A-046.00**



CONDITION @ 741 MADISON AVE. 4  
 NTS



CONDITION @ 710 MADISON AVE. 2  
 NTS



CONDITIONS @ 740 MADISON AVE. 3  
 NTS



CONDITION @ 700 MADISON AVE. 1  
 NTS

D

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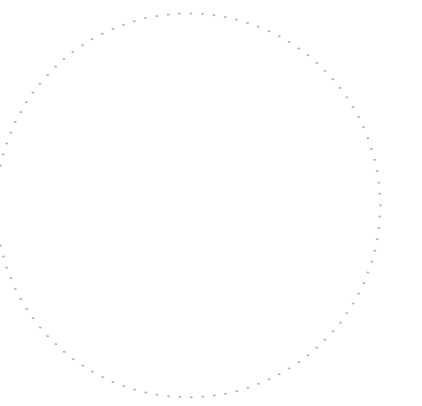
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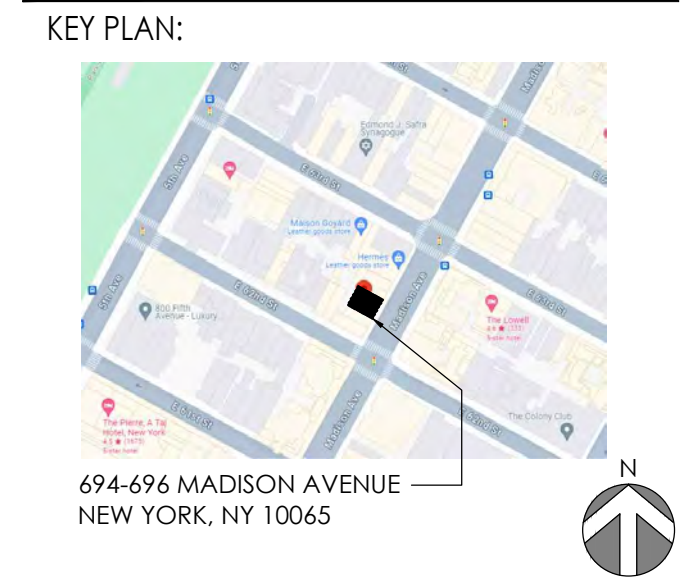
MEP CONSULTANT:

**ARCHITECT: KENNETH PARK, AIA**  
 I HEREBY CERTIFY THAT THIS DRAWING  
 WAS PREPARED BY ME OR UNDER MY  
 DIRECT SUPERVISION AND THAT I AM A  
 DULY REGISTERED/LICENSED ARCHITECT  
 UNDER THE LAWS OF THE  
 NEW YORK

ARCHITECTURAL REG. #: 023322  
 REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
02.04.25	LPC FILING
01.08.25	LPC FILING
12.23.24	LPC FILING



# LOEWE

694-696 MADISON AVENUE  
 NEW YORK, NY 10065

SHEET TITLE:  
**PROPOSED STOREFRONT  
 RENDERING**

PROJECT NO. 23-4702  
 SCALE: AS NOTED  
 DATE: 02/04/25  
 DRAWN BY: AM  
 REVIEWED BY: JW

SHEET NO.  
**A-047.00**



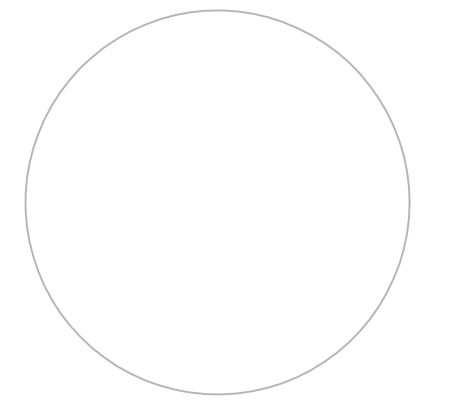
PROPOSED RENDERED VIEW WITHOUT RETRACTABLE AWNINGS

1  
 NTS

MEP CONSULTANT: \_\_\_\_\_

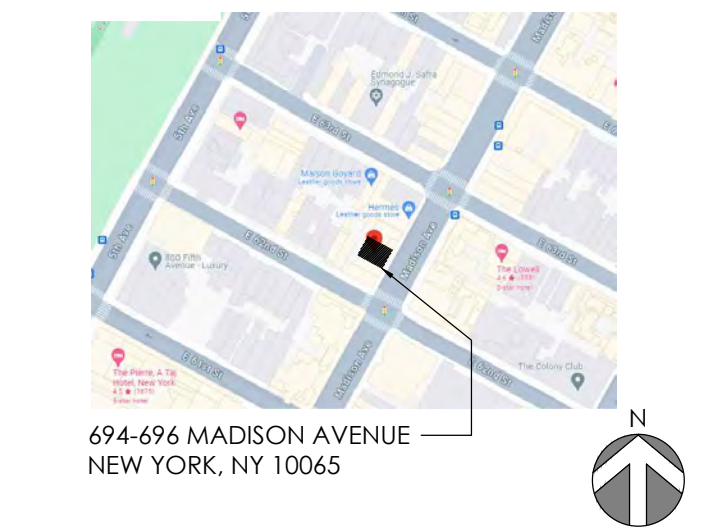
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ARCHITECTURAL REG. #: 023322  
REGISTRATION EXPIRES: 12/31/2024




01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS

KEY PLAN:



**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:

**EXISTING REAR YARD  
PHOTOS**

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 01/08/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

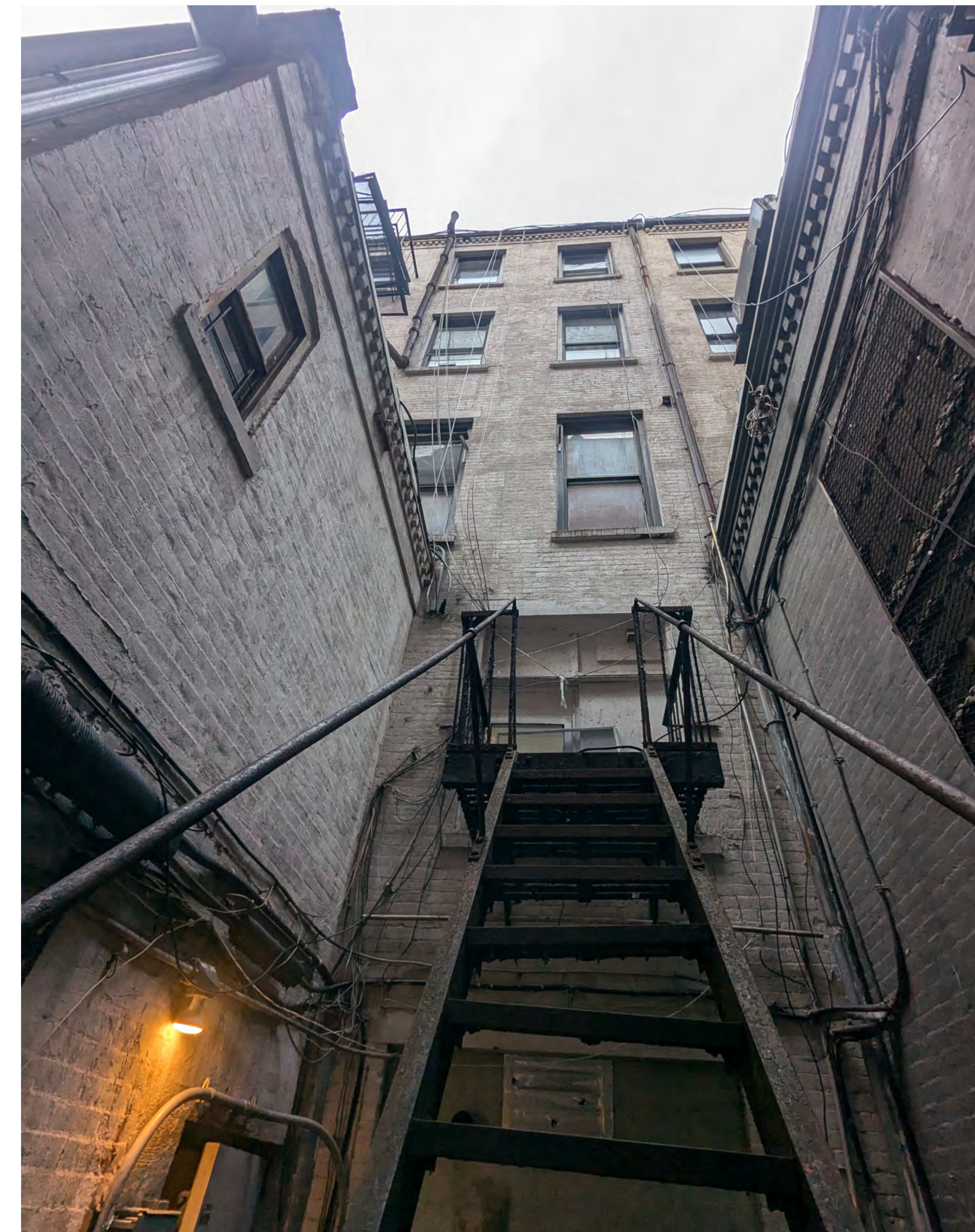
**A-048.00**



View looking north from the rear yard (towards 696-698 Madison Avenue)



View of the rear yard (694 Madison Avenue)



View of the rear yard (694 Madison Avenue)



View of the roof looking east.



View of the roof looking north.

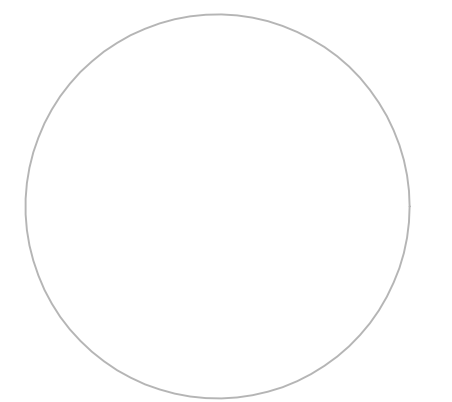


View of the roof looking northwest towards 696 Madison roof.

MEP CONSULTANT:

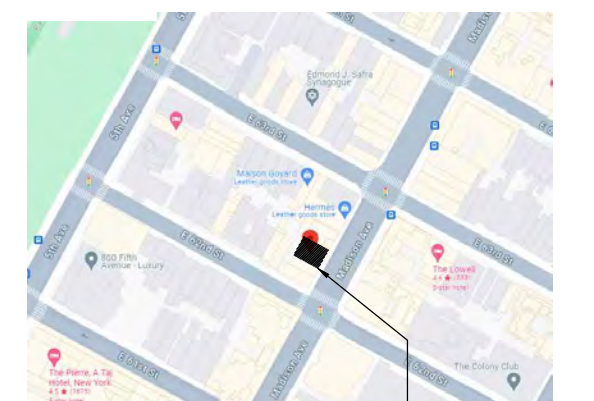
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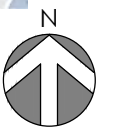



01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS

KEY PLAN:



694-696 MADISON AVENUE  
NEW YORK, NY 10065



**LOEWE**

694-696 MADISON AVENUE  
NEW YORK, NY 10065

SHEET TITLE:

**EXISTING ROOF  
PHOTOS**

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 01/08/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

**A-053.00**

The current proposal is:

Preservation Department – Item 3, LPC-25-05644

**694-696 Madison Avenue – Upper East Side Historic District  
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.**