

**February 4, 2025** Public Hearing

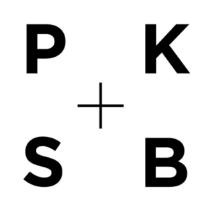
#### The current proposal is: <u>Preservation Department – Item 4, LPC-25-06002</u> 809 Madison Avenue – Upper East Side Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 160 346 6303 Passcode: 677288 By Phone: 646-558-8656 (NY) 877-853-5257 (Toll free) US 888-475-4499 (Toll free) **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.

# 809 MADISON AVENUE RETAIL STOREFRONT

BLOCK 1382 Lot 49 Manhattan (Borough 1)



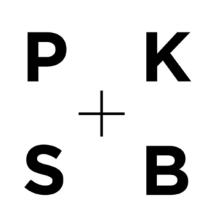


809 Madison Avenue Landmarks Preservation Commission 02/04/2025

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- SITE LOCATIO 2.
- HISTORIC BA 3.
- **EXISTING CO** 4.
- PREVIOUS AI 5.
- **AREA CONTE** 6.
- PROPOSED S 7.



# **SCOPE OF WORK**

# NEW DISPLAY WINDOW AT 68TH STREET FACADE **RETAIL SIGNAGE AT MADISON AVENUE AND 68TH STREET FACADES**

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LPC

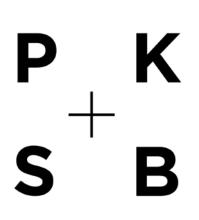
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Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 3.28.2019

#### **PROJECT SITE** MADISON AVE. & 68 ST.



#### Upper East Side Historic District | LP-1051

at Side Historic D	ISTRICT   LP-	1051			
Transverse Rd 2				E_79_St	
				E-78-St	
				E-77-St	
				E-76-St	
				E-75-St	
				E-74.St	
			E-73-St		
Terrace Dr				E_72_St	
				E-71-St	
	dison Av	E-70-St			
	E-69-St				
				E-68-St	
5 4v				E-67-St	
Transverse Rd 1				E 65 St	
				E-64 St	
		Eark Av		E-63 St	
				Leg	end Historic District Boundary
				E 62 St	Building Footprints New York City Tax Lots
				E 61-St	r East Side Historic District   LP-1051
Zand Army Provide	E-60 S			Borou	ugh of Manhattan c Hearing: June 19, 1979
		59.St		Desig	nated: May 19, 1981

## **UPPER EAST SIDE HISTORIC DISTRICT MAP**

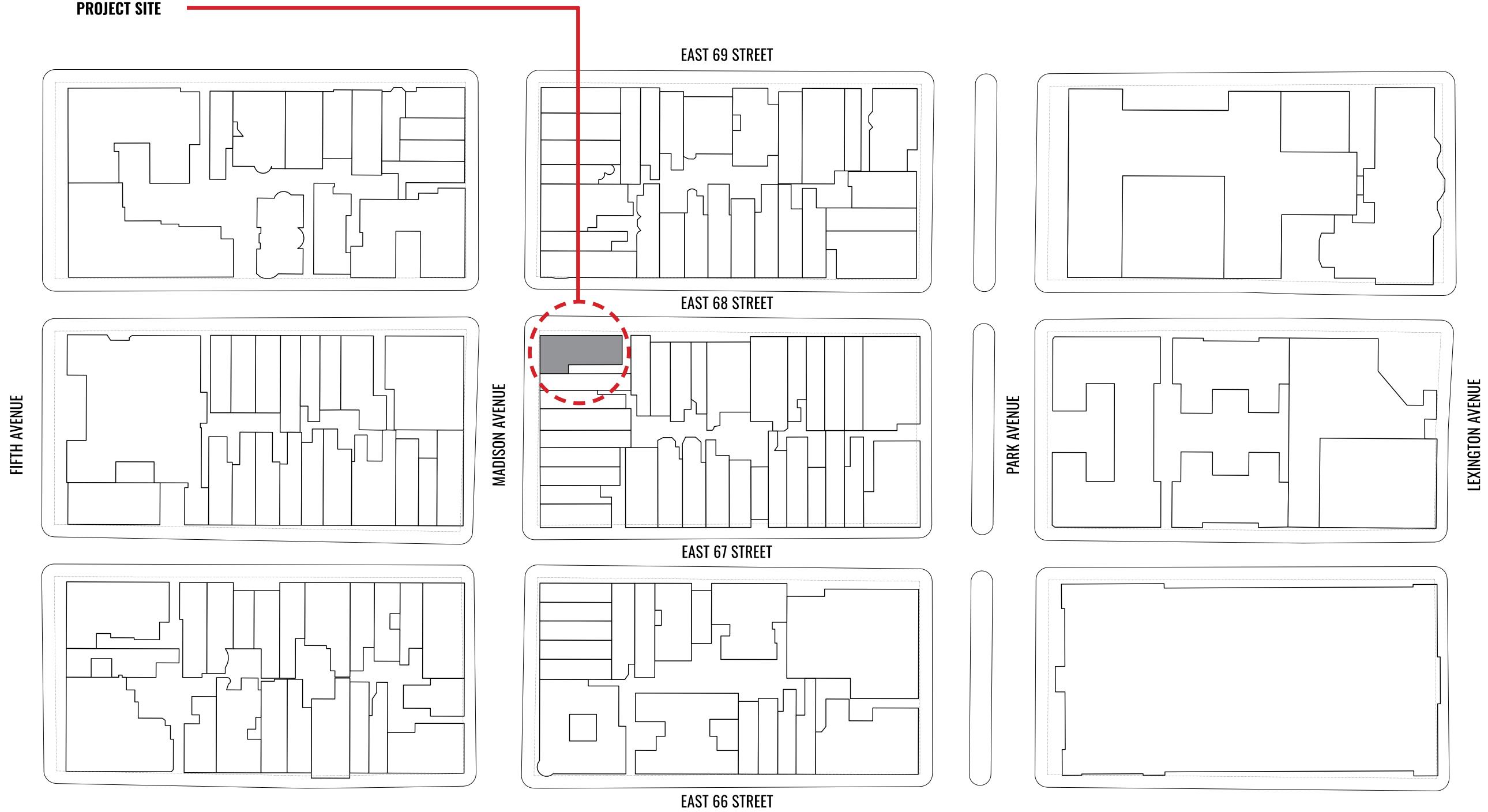


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## **SITE LOCATION**

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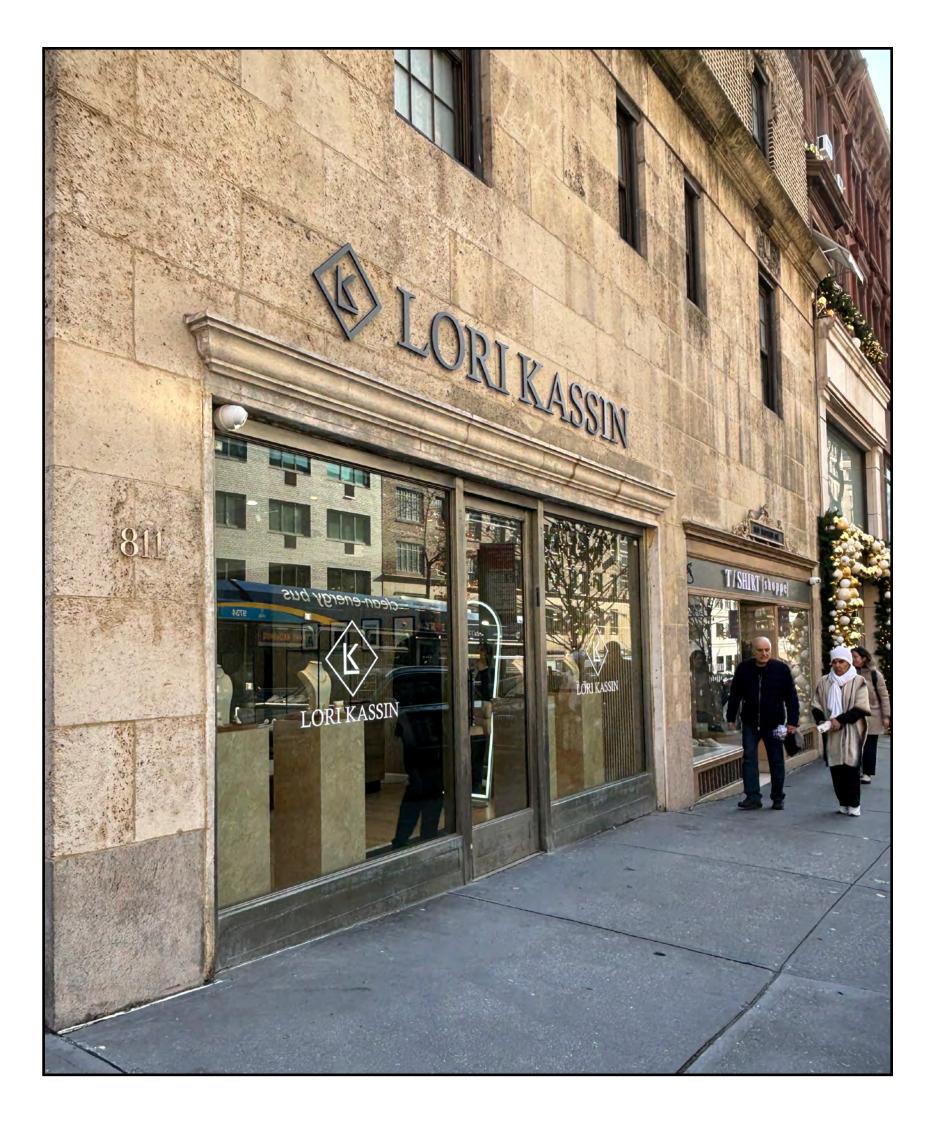


# Р \_ К + В



## HISTORIC BACKGROUND - 1940 TAX PHOTOS









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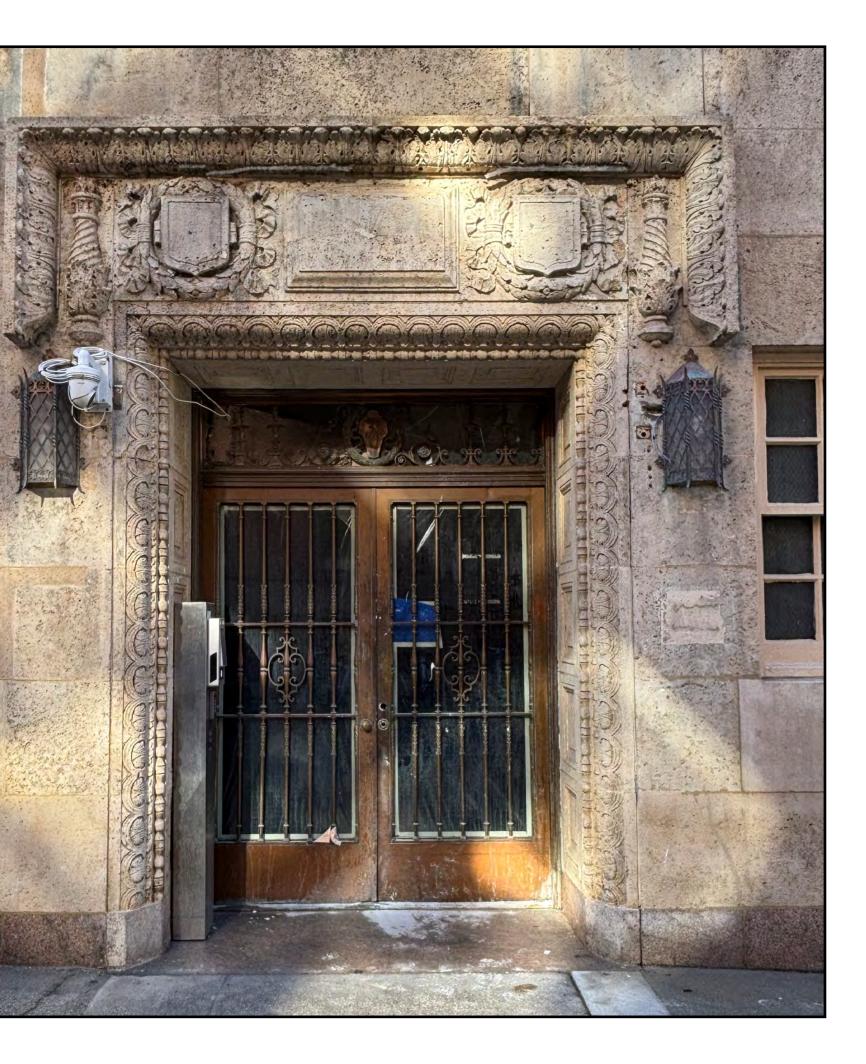
## **EXISTING CONDITIONS - MADISON AVENUE**

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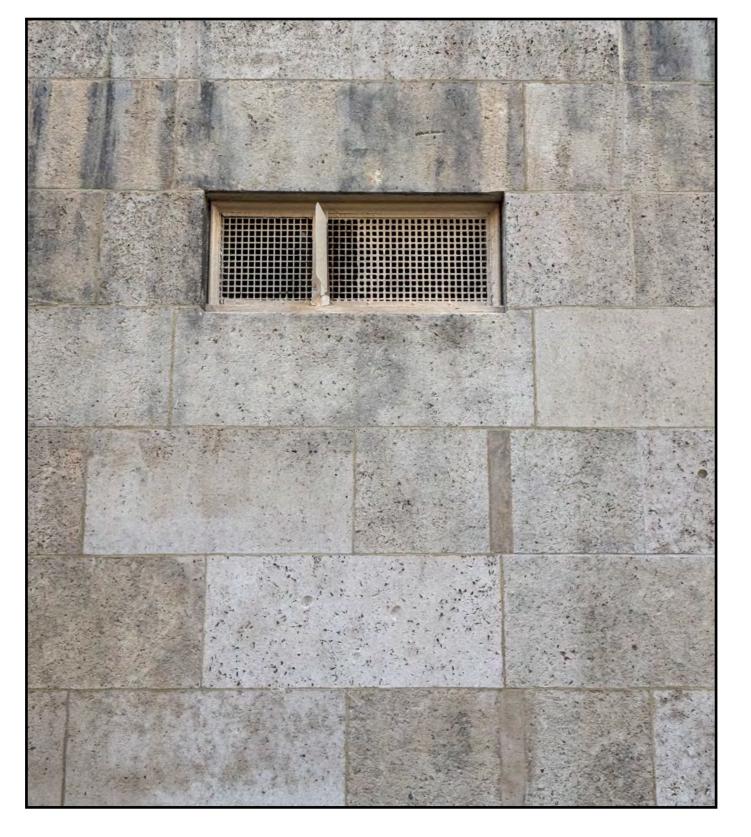


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## **EXISTING CONDITIONS - 68TH STREET**



# P K + B

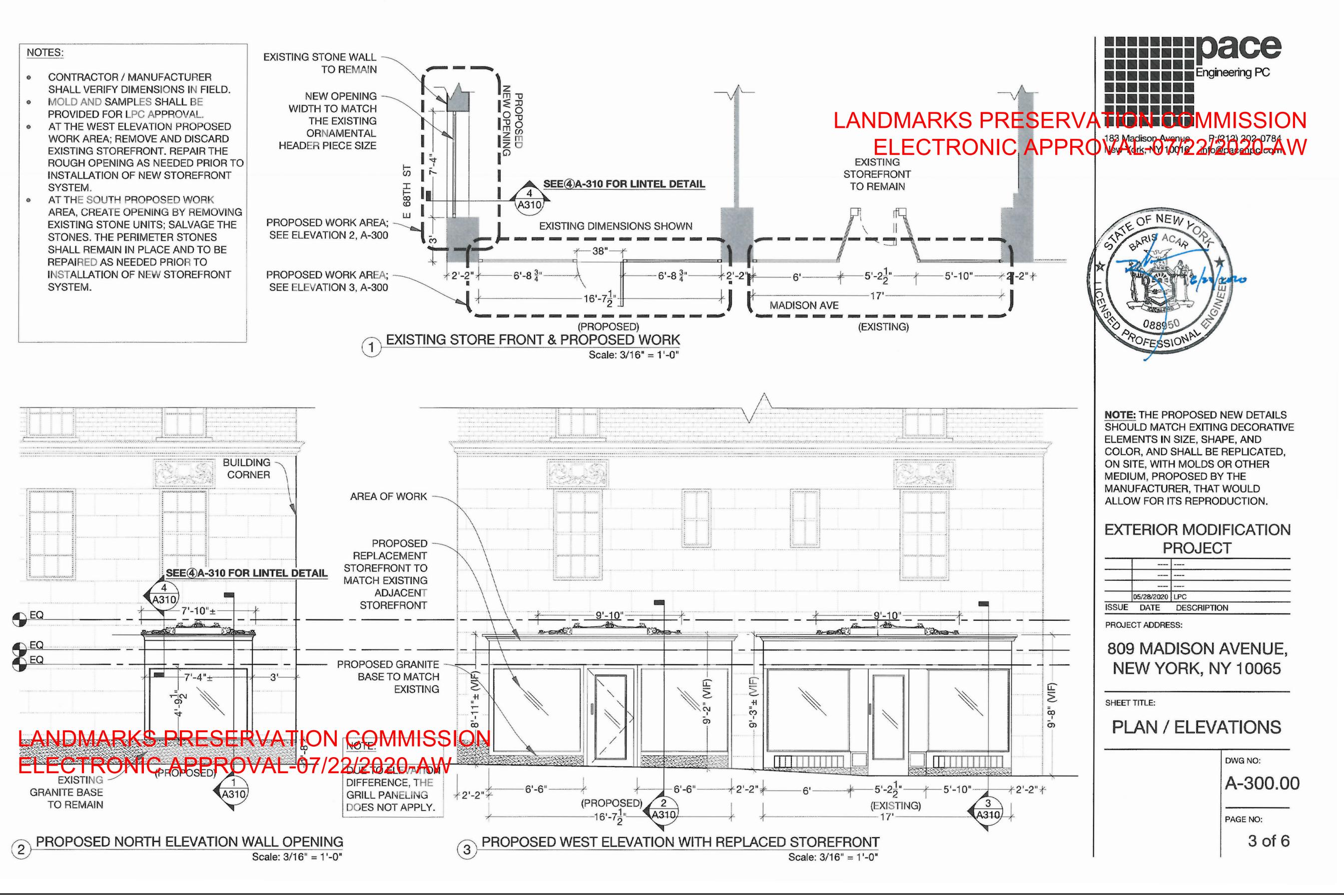
### PREVIOUS PROPOSED DESIGN – APPROVED WITH CONDITIONS AT JUNE 14, 2016 PUBLIC HEARING



**NG** 809 Madison Avenue Landmarks Preservation Commission 02/04/2025

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CoFA 20-00828 APPROVED FILING DRAWINGS – PERMIT EXPIRED JUNE 14, 2022

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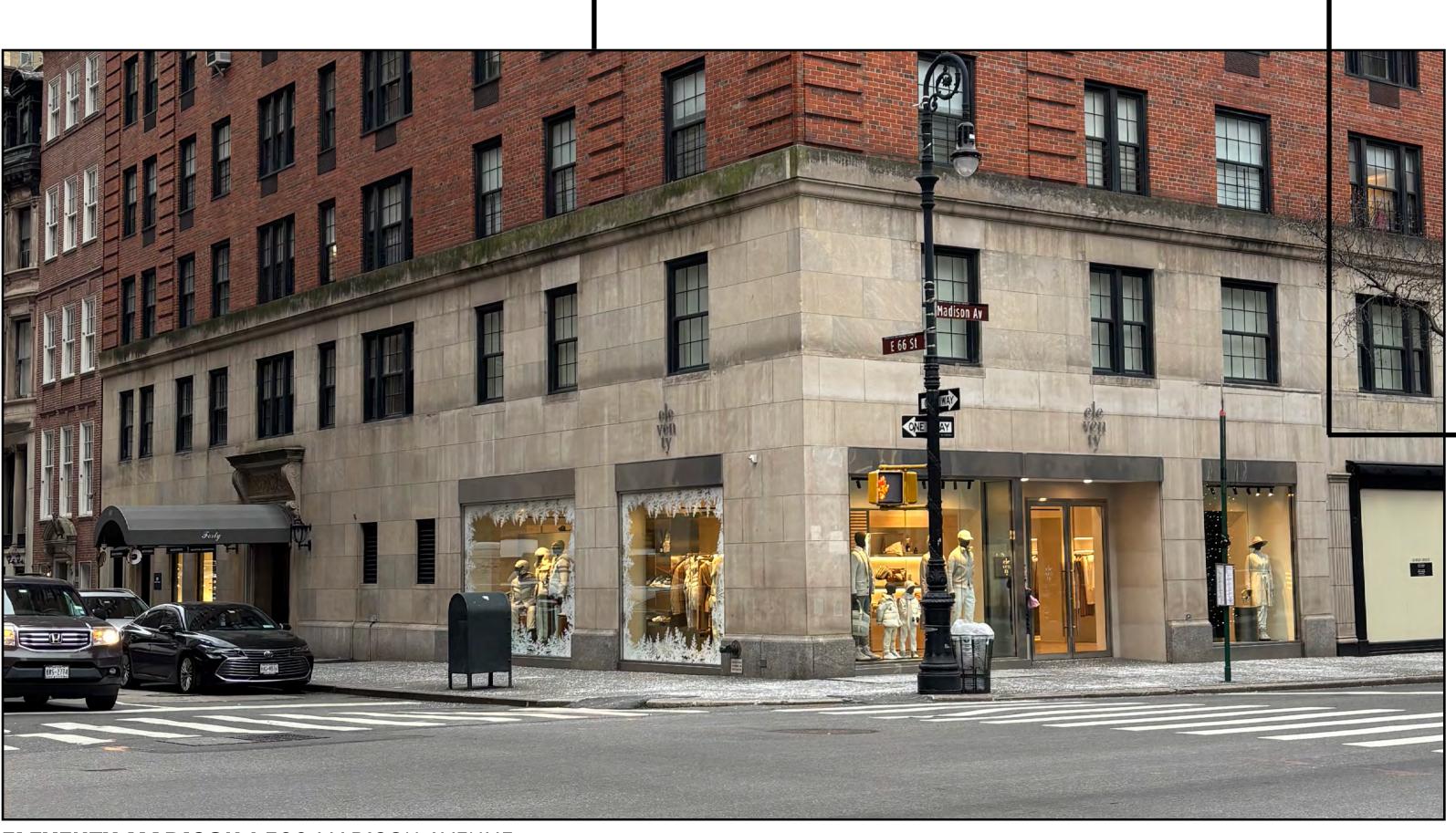
CoFA 20-00828 APPROVED FILING DRAWINGS – PERMIT EXPIRED JUNE 14, 2022

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EXTERIOR MODIFICATION   PROJECT   Image: Image				
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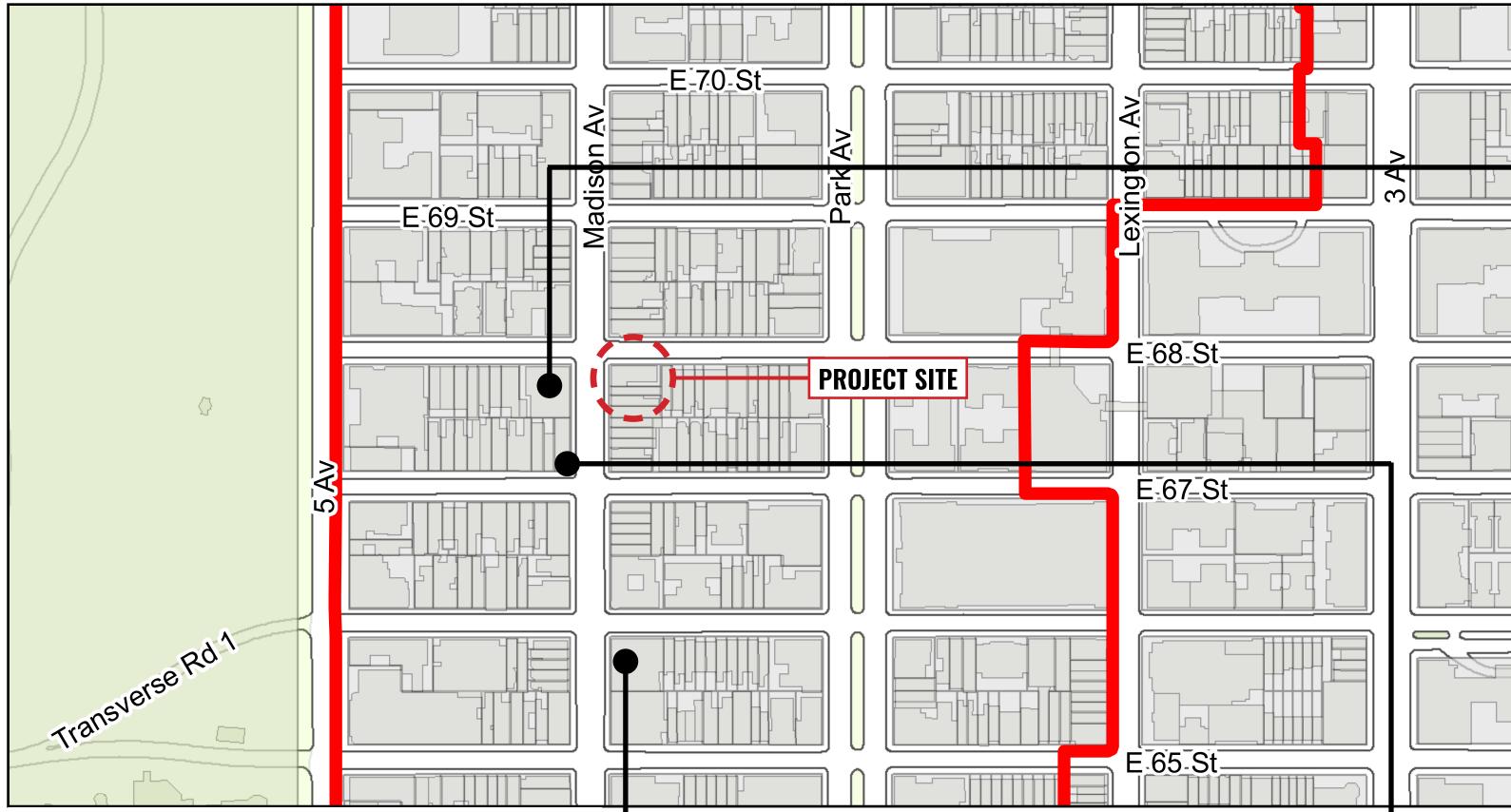
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#### Ρ Κ S Β

#### ELEVENTY MADISON | 769 MADISON AVENUE



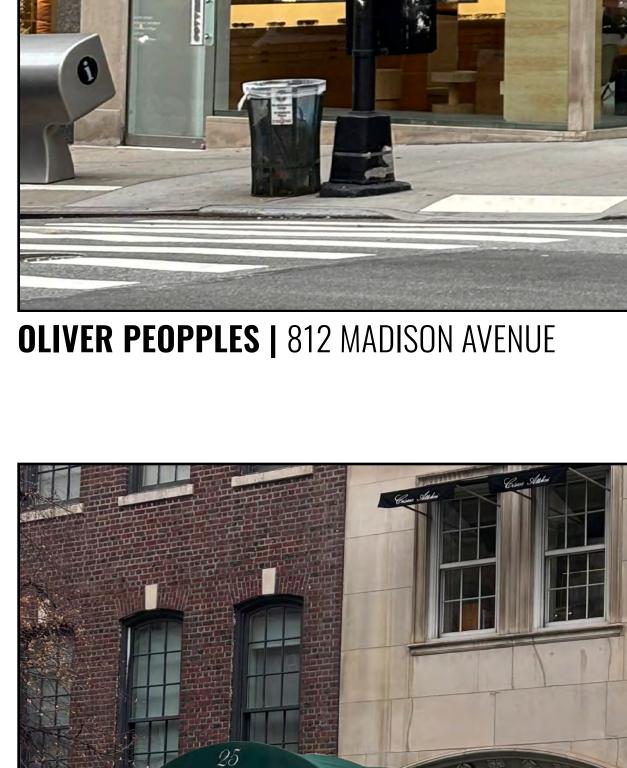
MAP



# **AREA CONTEXT / PRECEDENTS**



**CREED BOUTIQUE NEW YORK |** 749 MADISON AVENUE



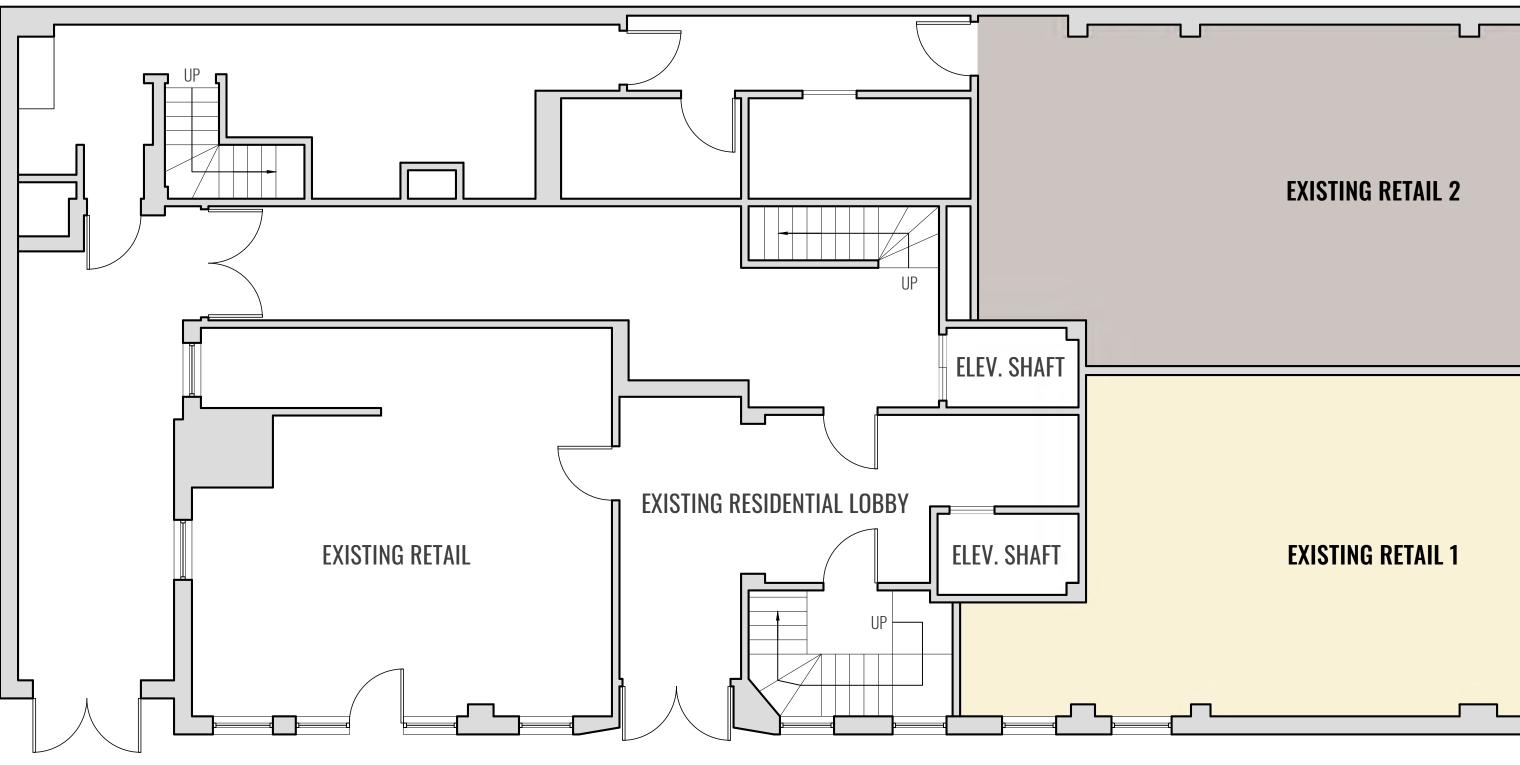


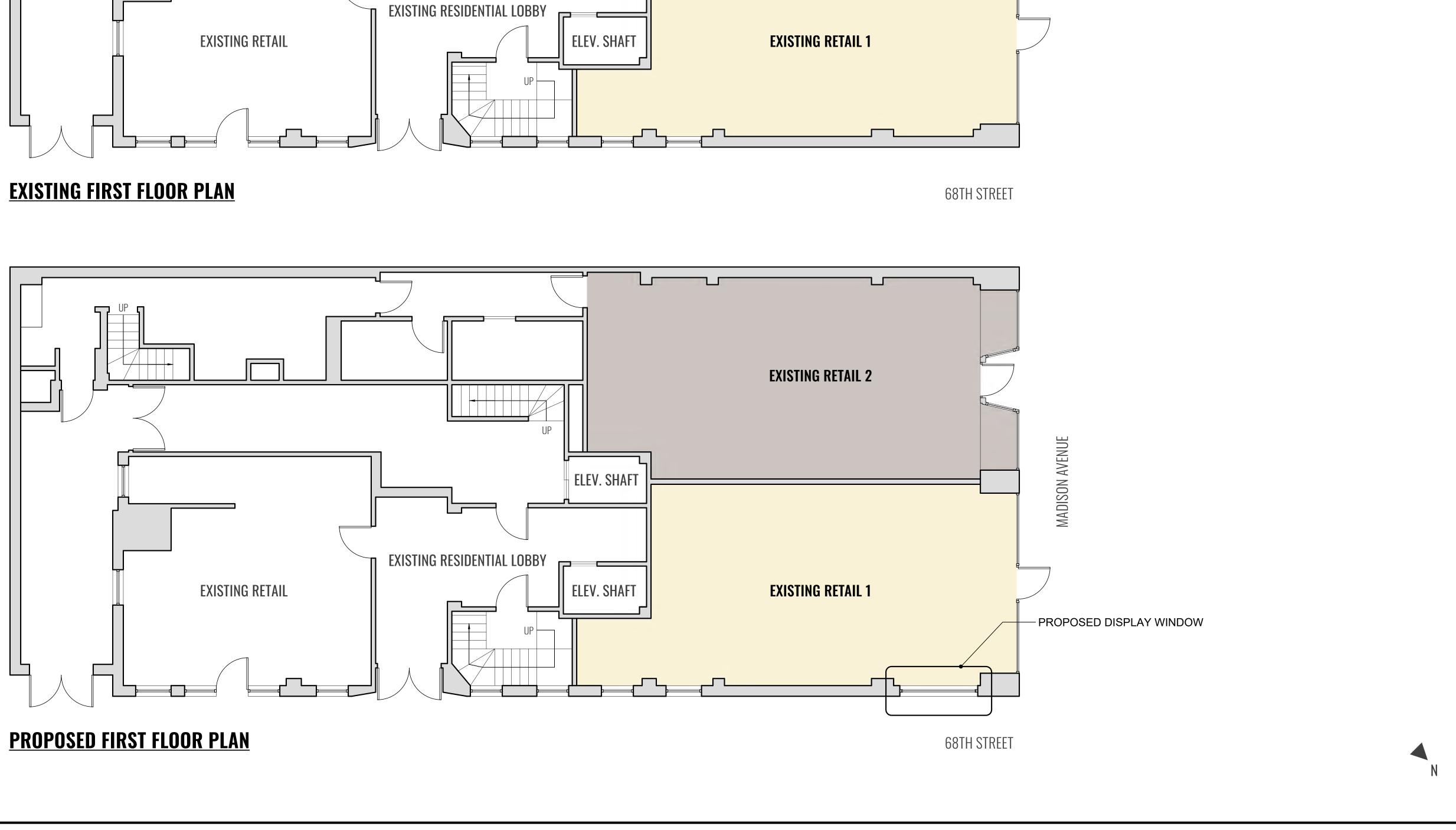
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# Р К + В

# **PROPOSED STOREFRONT**

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MADISON AVENUE



Р \_ К + В

## **68TH STREET ELEVATION - EXISTING**

MADISON AVENUE



P K + B

### **68TH STREET ELEVATION - PROPOSED**

MADISON AVENUE



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## **PROPOSED STOREFRONT ELEVATIONS**

#### <u>68TH STREET</u>

PROPOSED DISPLAY WINDOW CENTERED ALONG THE WINDOWS ABOVE

VINYL APPLIED SIGNAGE – LESS THAN 20% OF THE GLAZED SURFACE

<u>MADISON AVENUE</u>





-PROPOSED DISPLAY WINDOW ALIGNED WITH THE HISTORIC STOREFRONT ON MADISON AVENUE





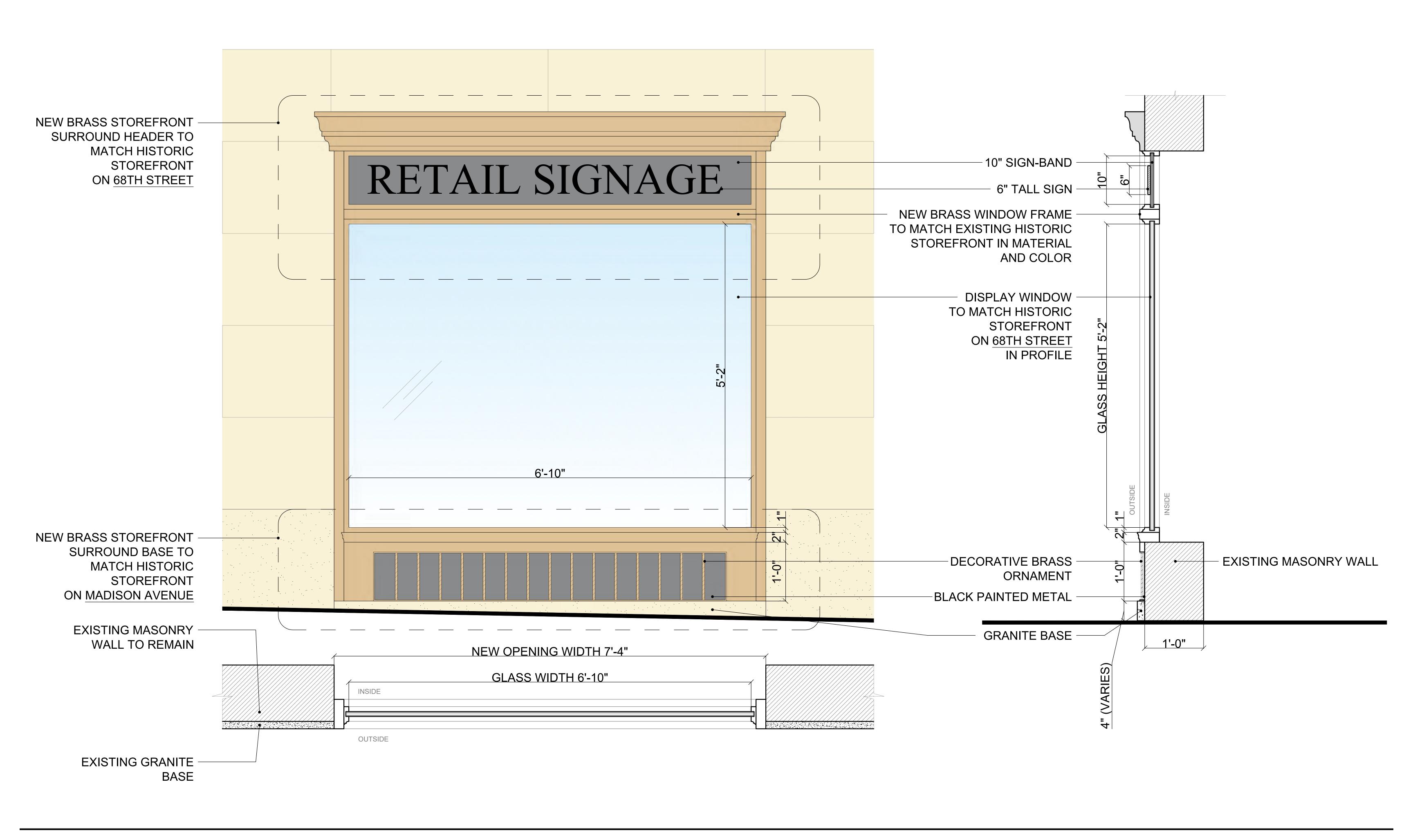
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#### **3D REPRESENTATION - EXISITIG**



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### **3D REPRESENTATION - PROPOSED**



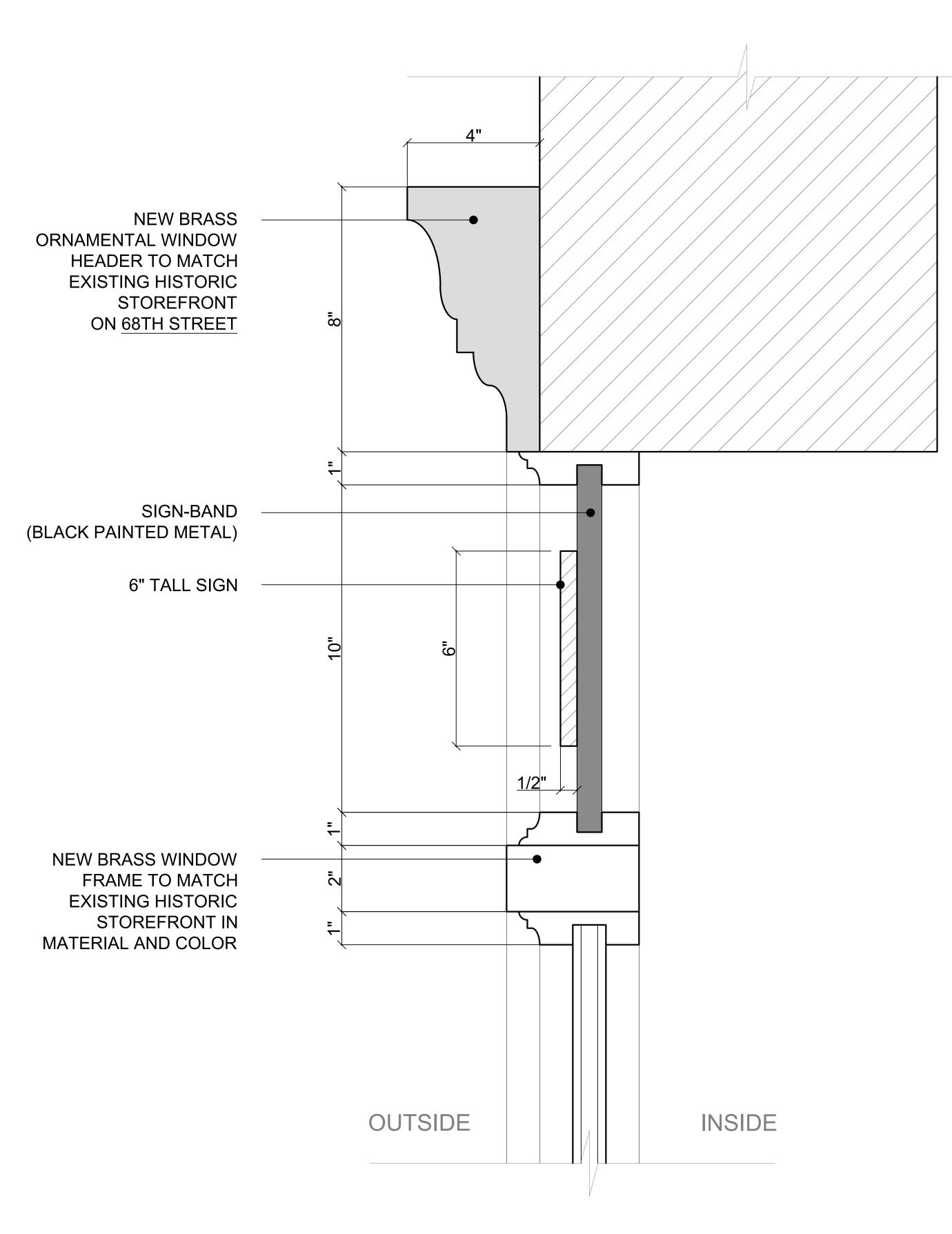
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# DETAILS

(SCALE 1 1/2" = 1'-00")

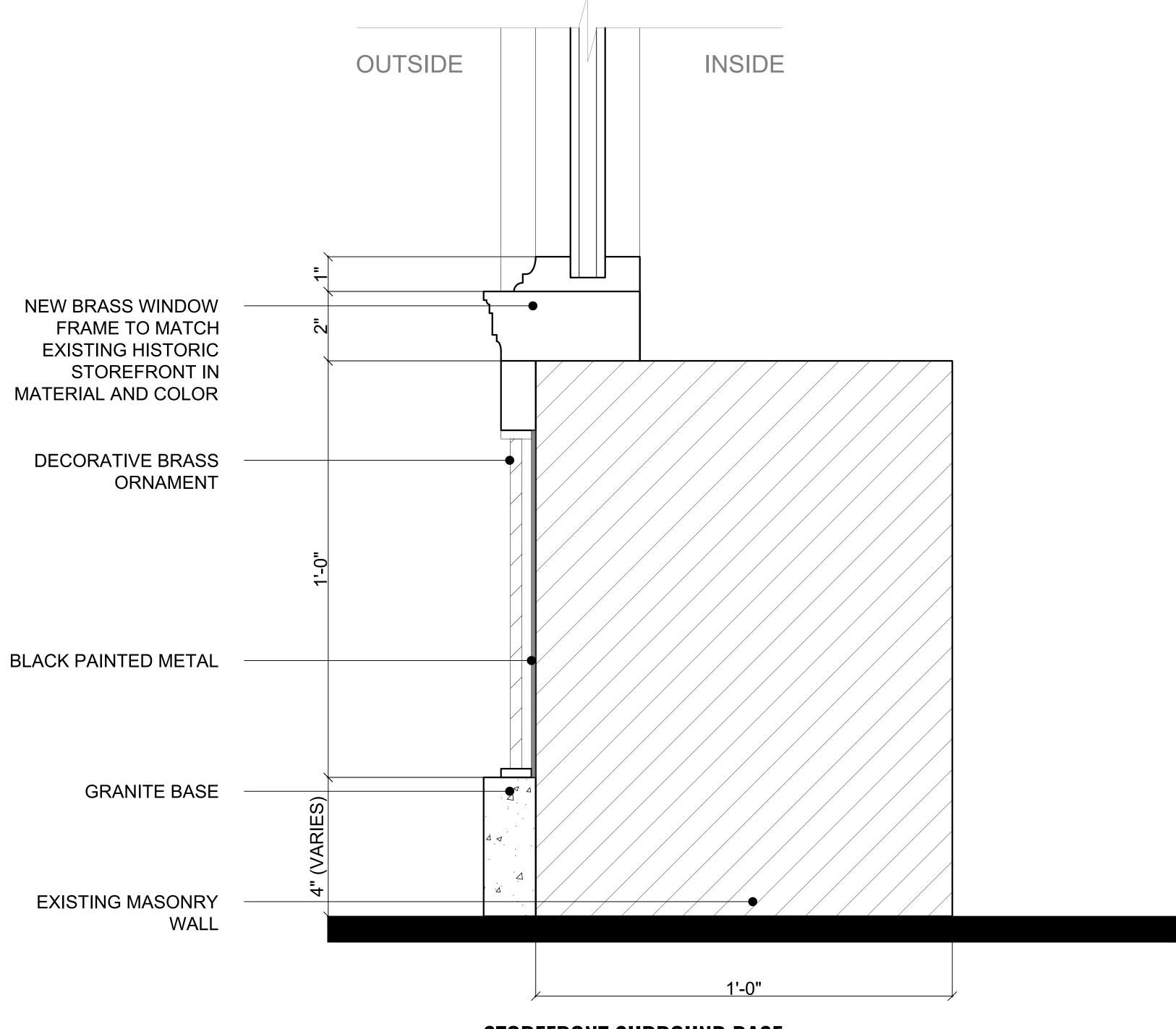
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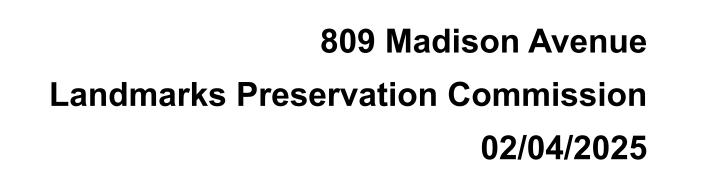
#### **STOREFRONT SURROUND HEADER**



# **ENLARGED DETAILS**

(SCALE 6" = 1'-00")





LPC 20

#### **STOREFRONT SURROUND BASE**



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