

April 22, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 9, Read into record, LPC-25-05870

**755 Madison Avenue (aka 27-31 East 65th Street) – Upper East
Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 888 7520

Passcode: 091958

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (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.

755 MADISON AVENUE
RETAIL STOREFRONT PROPOSAL

BLOCK 1380
LOT 23
MANHATTAN

PROPOSED SCOPE OF WORK:
COMBINE RETAIL STOREFRONTS WITH ENLARGED OPENING HEIGHTS, MODIFY
STOREFRONT IN-FILL AND RE-CLAD FACADE

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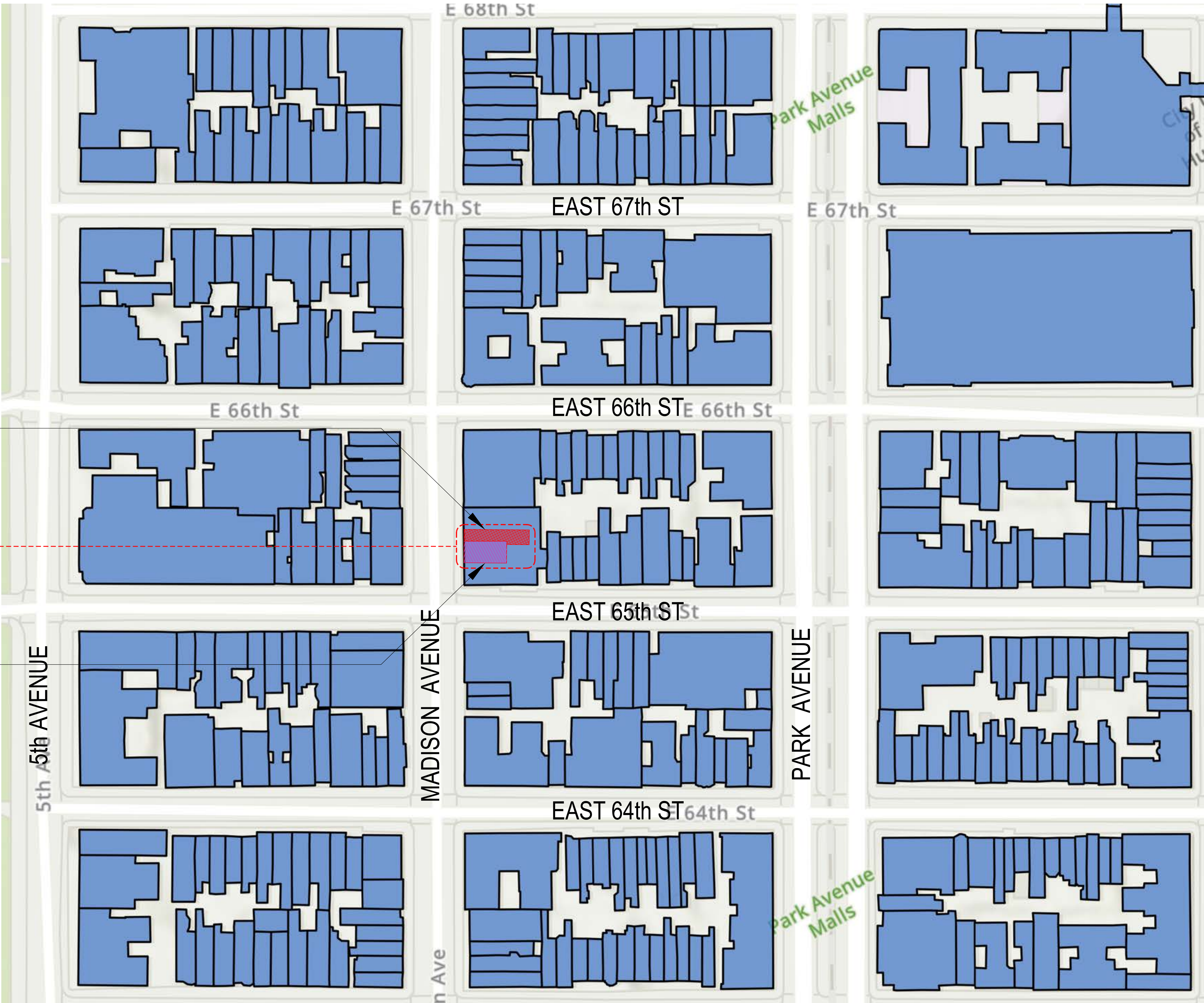
SHEET TITLE

INTRODUCTION

SHEET NO.

1

MASTER PLAN CODED KEY FOR 755 MADISON BUILDING



SITE LOCATION MAP

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SITE LOCATION MAP

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3



1940's TAX PHOTOS



LANDMARKS PRESERVATION COMMISSION
UPPER EAST SIDE HISTORIC DISTRICT PHOTO

1980's TAX PHOTO

HISTORIC PHOTOS

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HISTORIC PHOTOS

SHEET NO.

4



1 KEY PLAN
NTS

2 NOT USED
NTS



1. ADJACENT BUILDINGS -
NORTH & SOUTH

3 EXISTING VIEW OF MADISON AVE FACING EAST
NTS



2. ADJACENT BUILDING -
CORNER ACROSS SOUTH WEST



3. ADJACENT BUILDING -
ACROSS WEST



4. ADJACENT BUILDING -
CORNER ACROSS SOUTH



5. ADJACENT BUILDING -
ACROSS NORTH WEST



6. ADJACENT BUILDING -
NORTH

4 ADJACENT VIEWS
NTS

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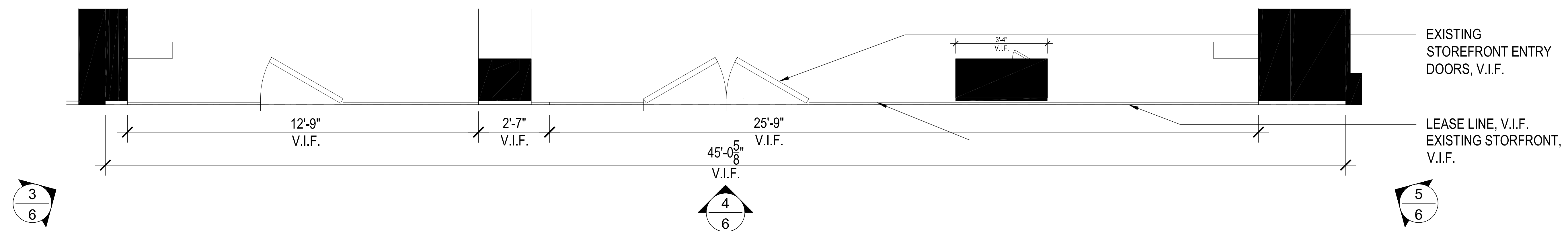
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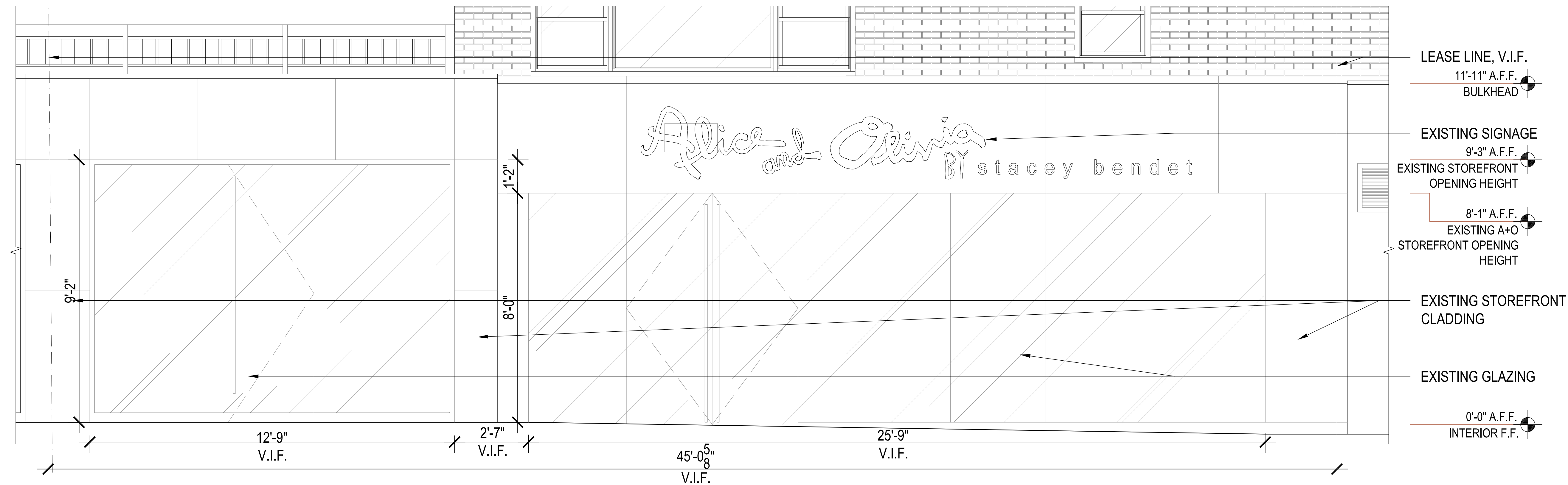
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SHEET TITLE
ADJACENT SITE CONTEXT

SHEET NO.
5



1	EXISTING A+O GROUND FLOOR STOREFRONT PLAN
	1/2"=1'-0"



2 EXISTING A+O GROUND FLOOR STOREFRONT ELEVATION



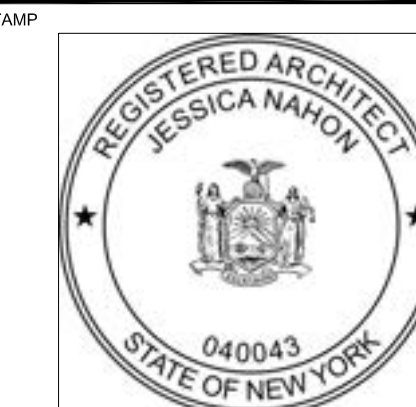
3	EXISTING A+O GROUND FLOOR STOREFRONT PHOTO
	NTS



4	EXISTING A+O GROUND FLOOR STOREFRONT PHOTO
	NTS



5	EXISTING A+O GROUND FLOOR STOREFRONT PHOTO
	NTS



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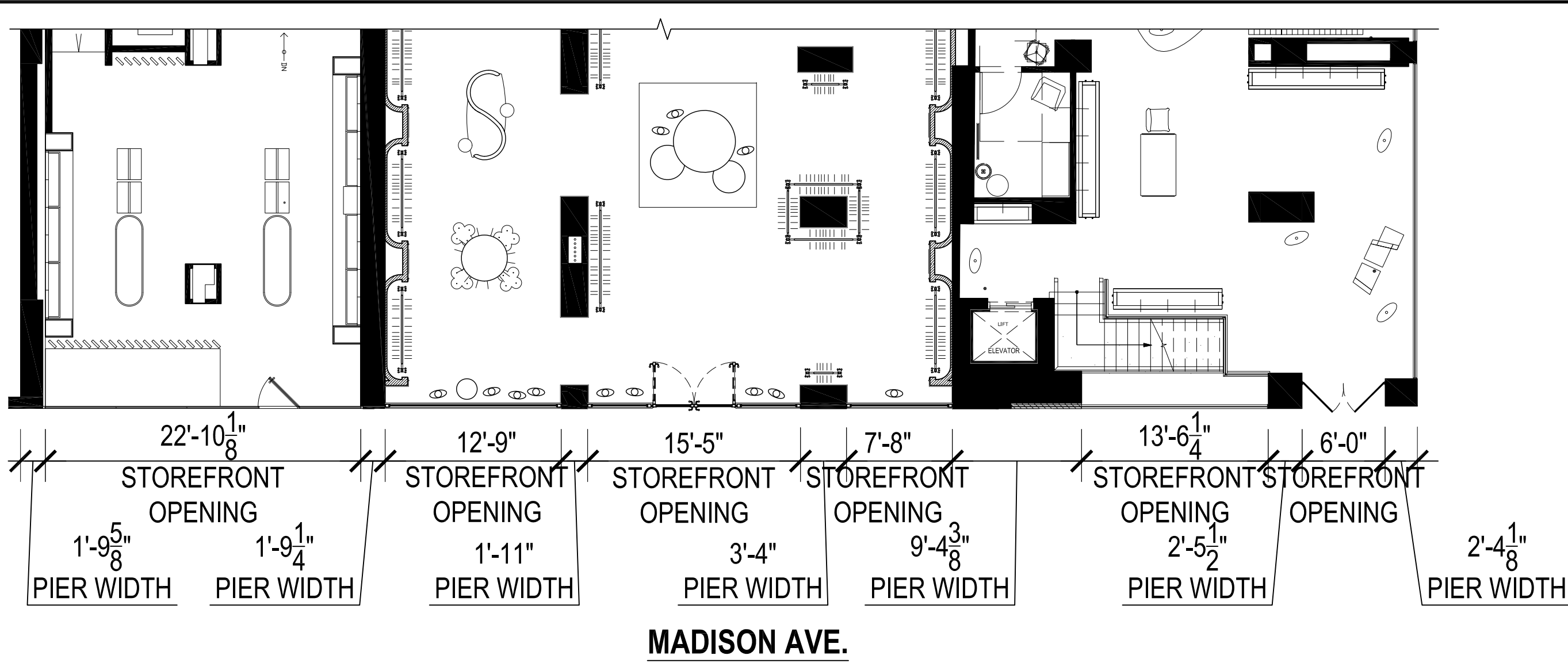
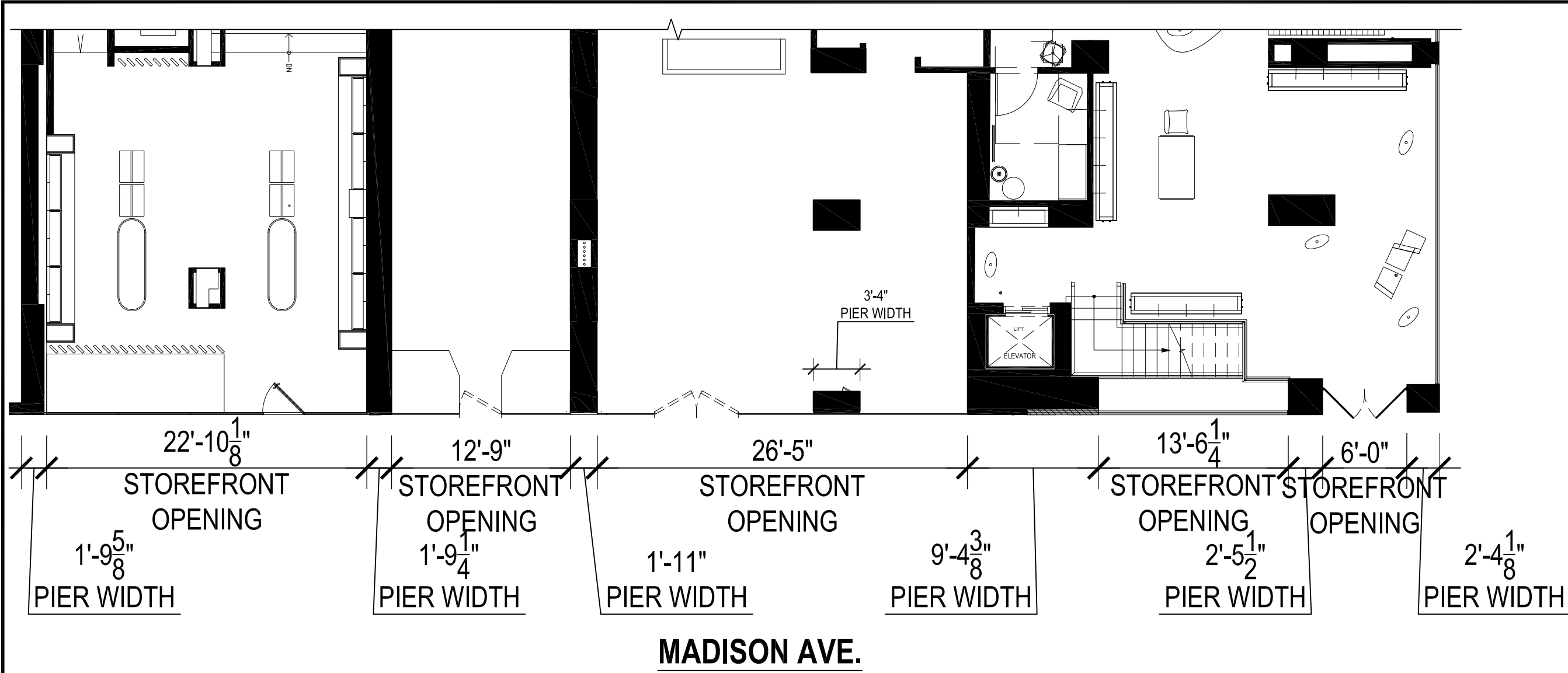
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SHEET TITLE

EXISTING
STOREFRONT
DRAWINGS & PHOTOS

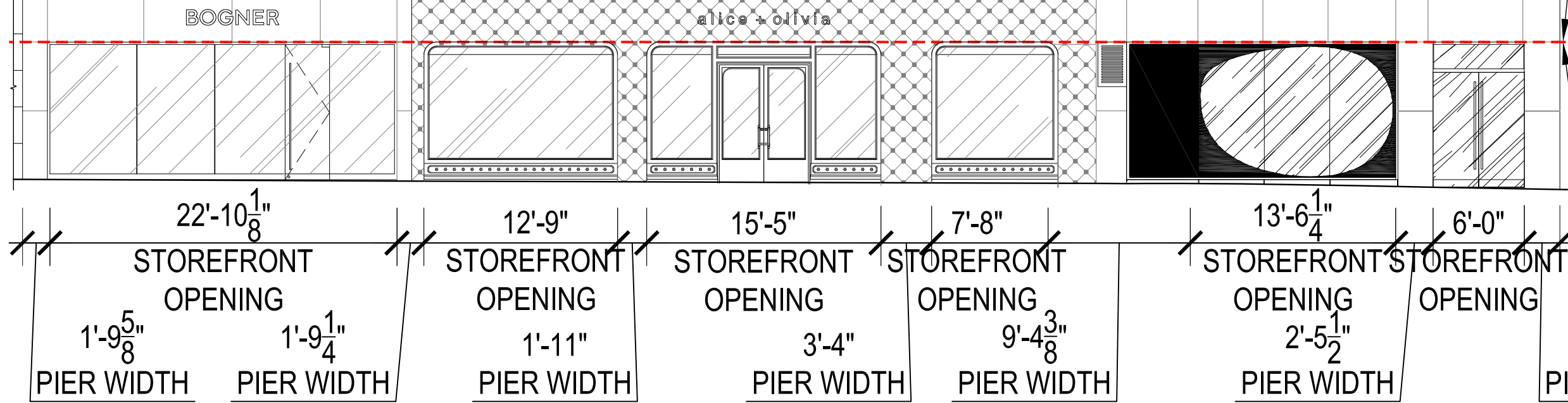
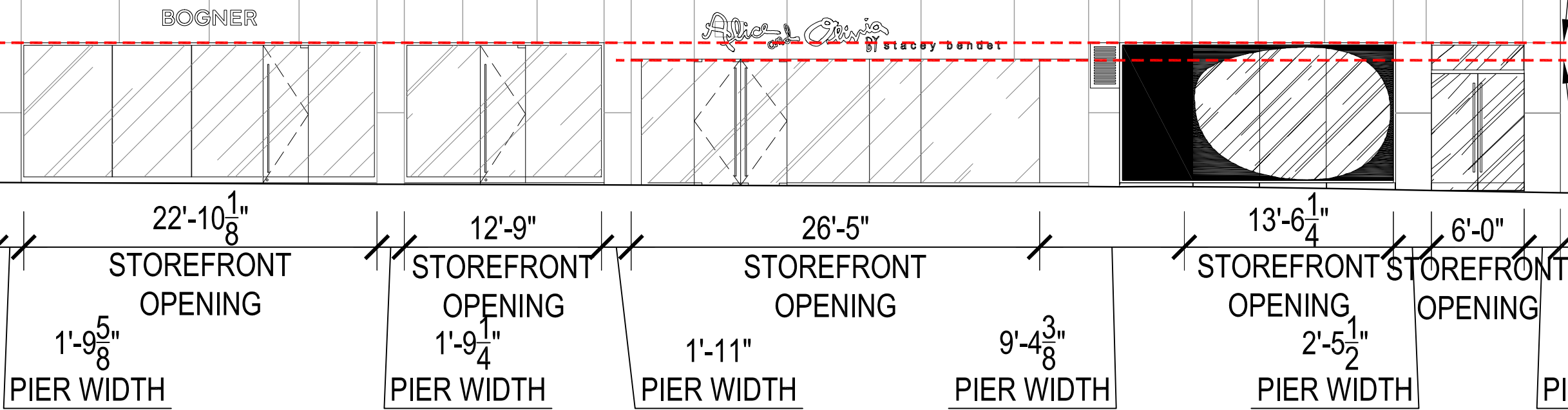
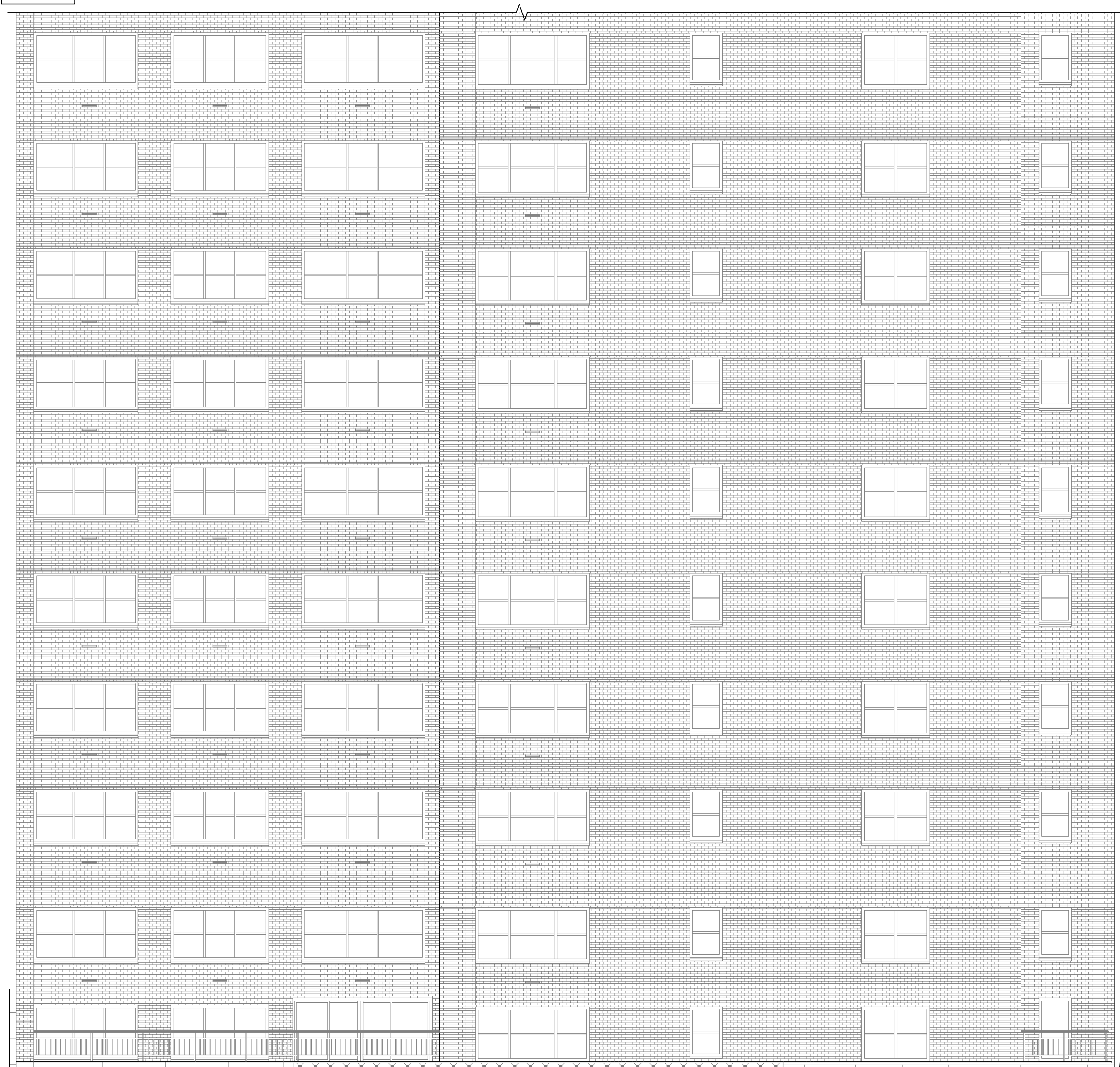
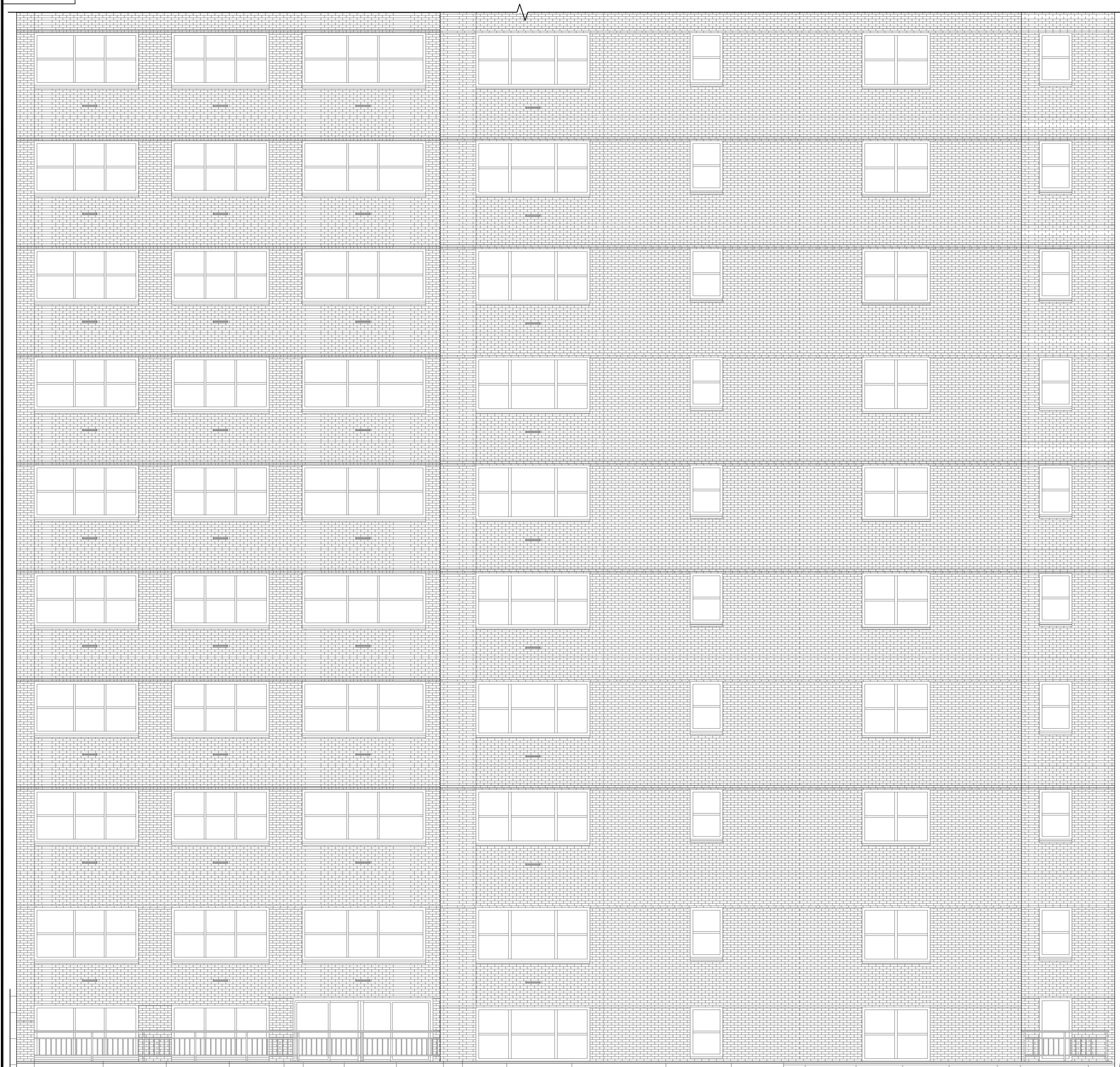
SHEET NO

6



1 EXISTING 755 MADISON BUILDING & STOREFRONTS PLAN
1/8" = 1'-0"

2 PROPOSED 755 MADISON BUILDING & STOREFRONTS PLAN
1/8" = 1'-0"



3 EXISTING 755 MADISON BUILDING & STOREFRONTS ELEVATION
1/8" = 1'-0"

4 PROPOSED 755 MADISON BUILDING & STOREFRONTS ELEVATION
1/8" = 1'-0"

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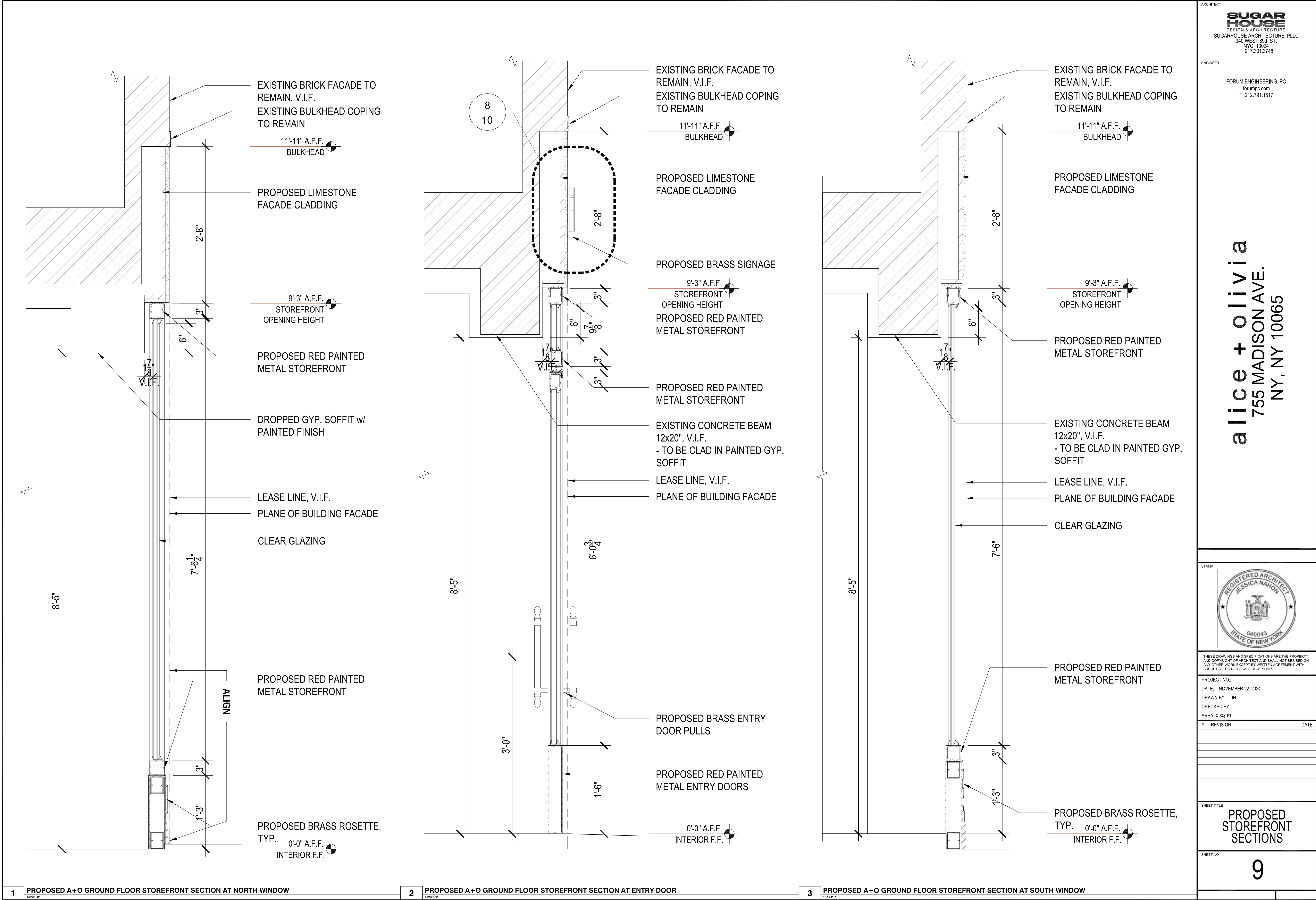
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SHEET TITLE
PROPOSED STOREFRONT OPENING HEIGHT

SHEET NO.
8



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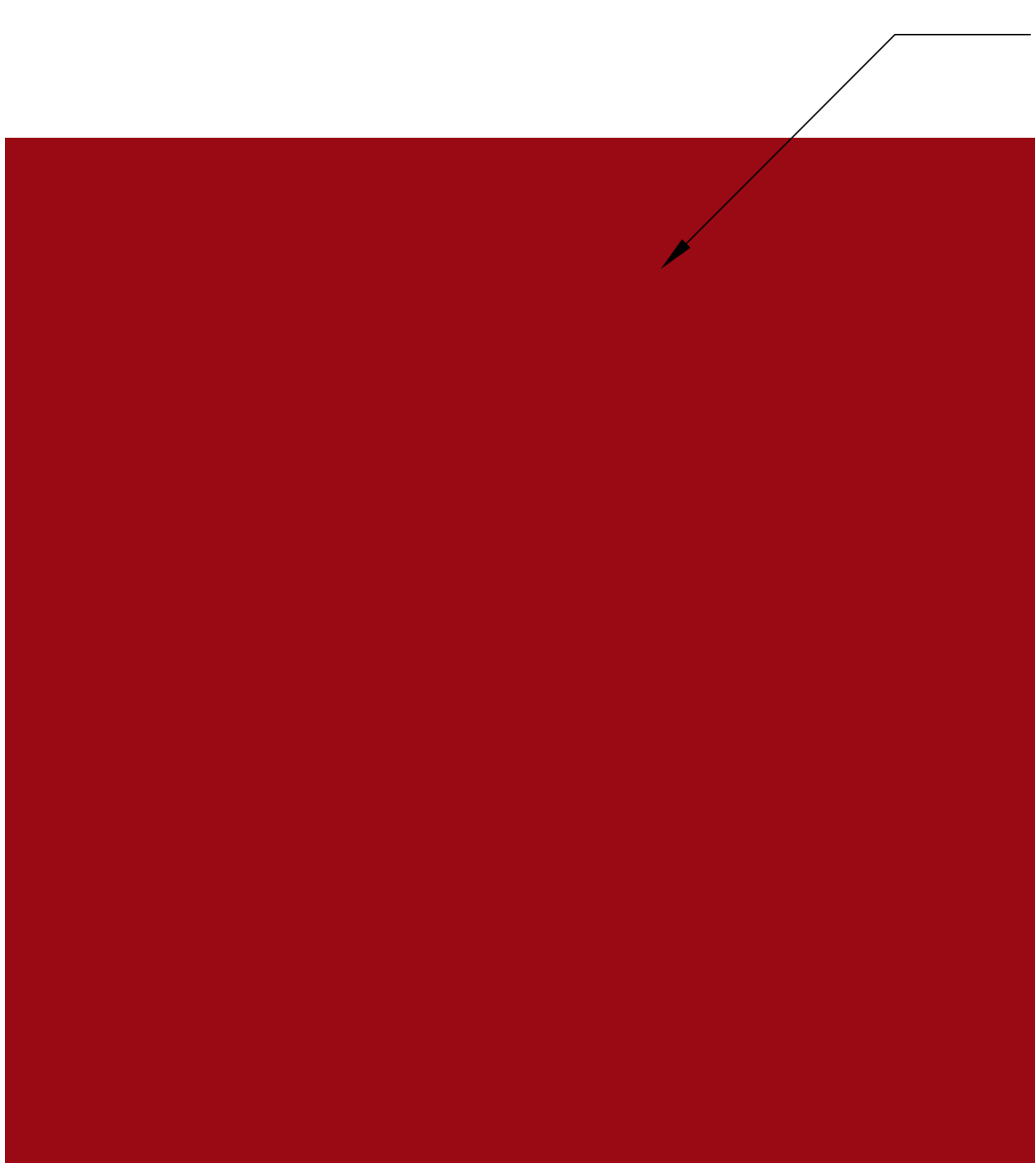
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PROPOSED STOREFRONT SECTIONS

SHEET NO.

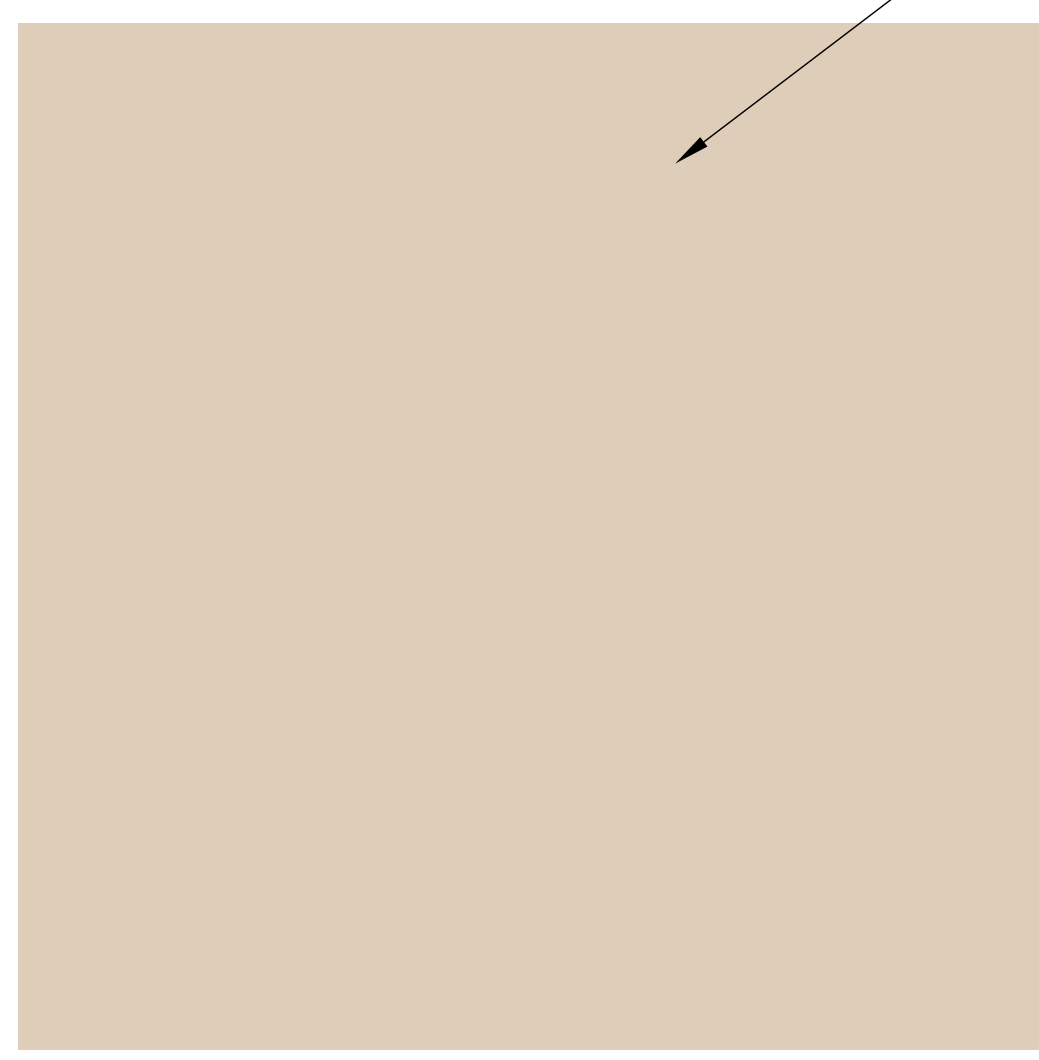
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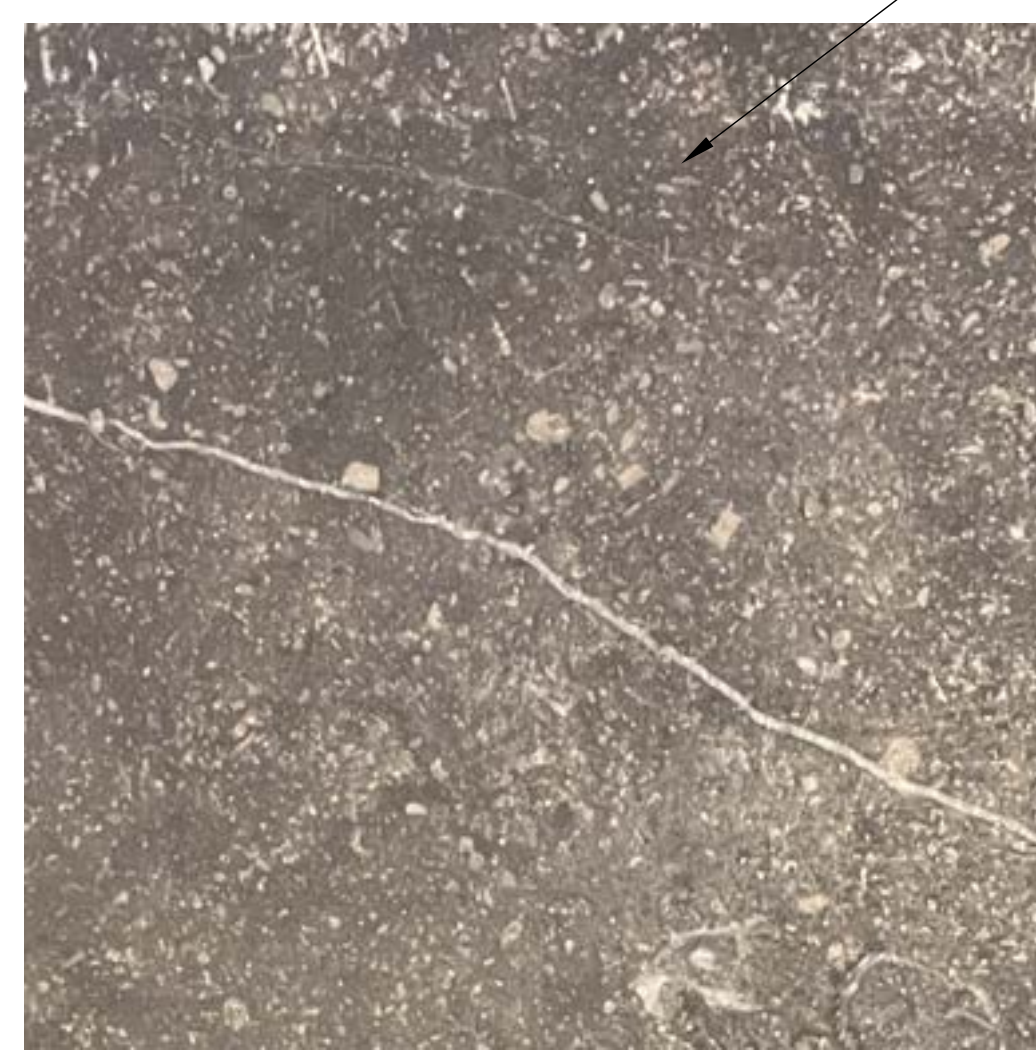
POWDER COAT
PAINT COLOR
TO MATCH
BENJAMIN
MOORE
'HERITAGE
RED' HC-181



NY STONE
ROSAL
CHAMBORD
LIMESTONE
- TO MATCH
ADJACENT
LIMESTONE AT
BUILDING BASE



MAPEI
#49 LIGHT
ALMOND
GROUT
- $\frac{1}{8}$ " MAX.
GROUT JOINT
SPACING
- TO MATCH
ADJACENT
GROUT COLOR
AND GROUT
JOINT SPACING



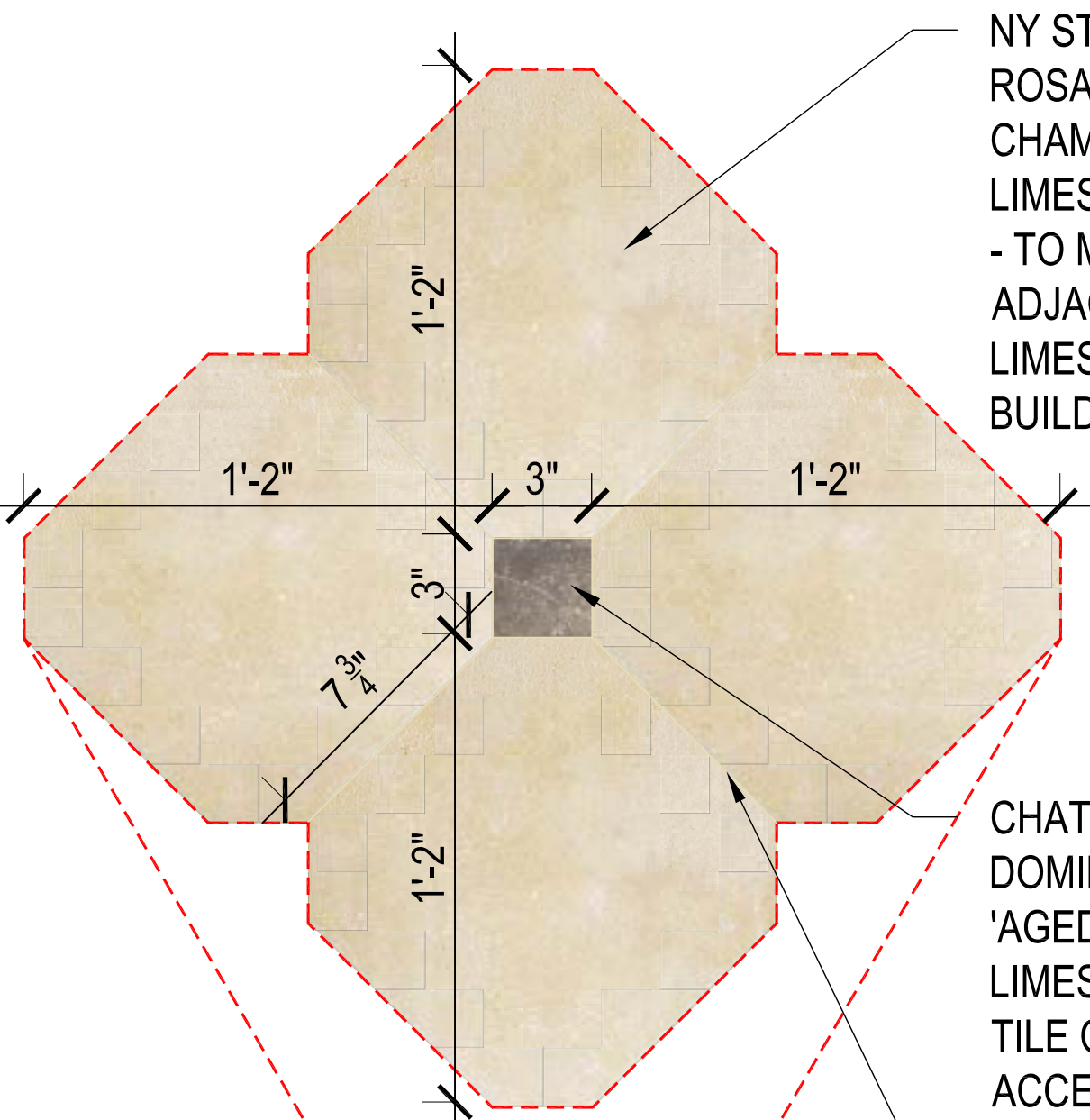
CHATEAU
DOMINGUE
'AGED'
LIMESTONE
TILE CLADDING
ACCENT

1 PROPOSED A+O GROUND FLOOR METAL STOREFRONT PAINT COLOR
NTS

2 PROPOSED A+O GROUND FLOOR STOREFRONT LIMESTONE BASE
NTS

3 PROPOSED A+O GROUND FLOOR STOREFRONT TILE GROUT
NTS

4 PROPOSED A+O GROUND FLOOR STOREFRONT 'AGED' LIMESTONE
NTS



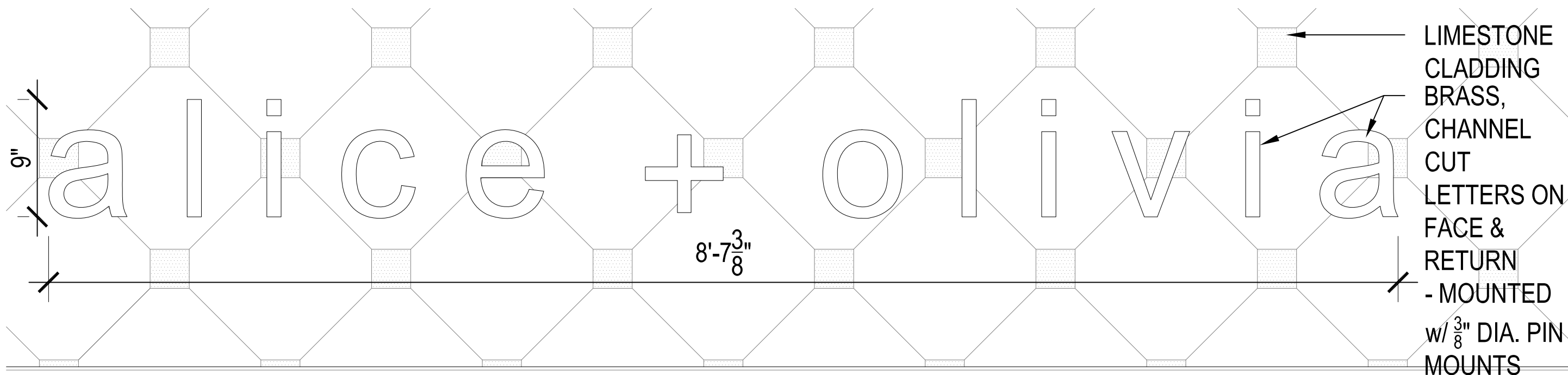
NY STONE
ROSAL
CHAMBORD
LIMESTONE
- TO MATCH
ADJACENT
LIMESTONE AT
BUILDING BASE

CHATEAU
DOMINGUE
'AGED'
LIMESTONE
TILE CLADDING
ACCENT

MAPEI #49 LIGHT
ALMOND GROUT
- $\frac{1}{8}$ " MAX. GROUT
JOINT SPACING
- TO MATCH
ADJACENT
GROUT COLOR
AND GROUT
JOINT SPACING

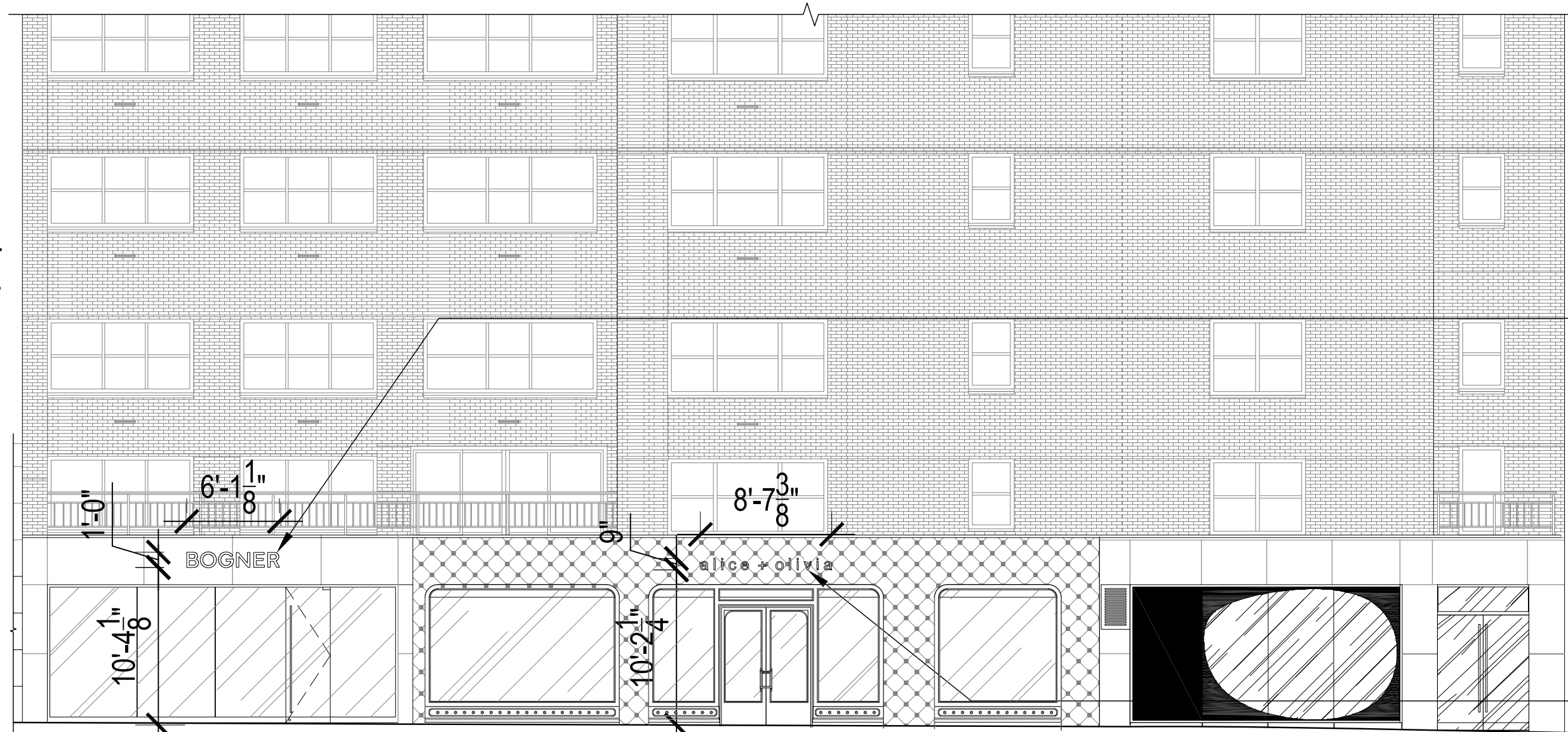
LIMESTONE
TILE
CLADDING
PATTERN

5 PROPOSED A+O GROUND FLOOR STOREFRONT LIMESTONE CLADDING
1 1/2"=1'-0"



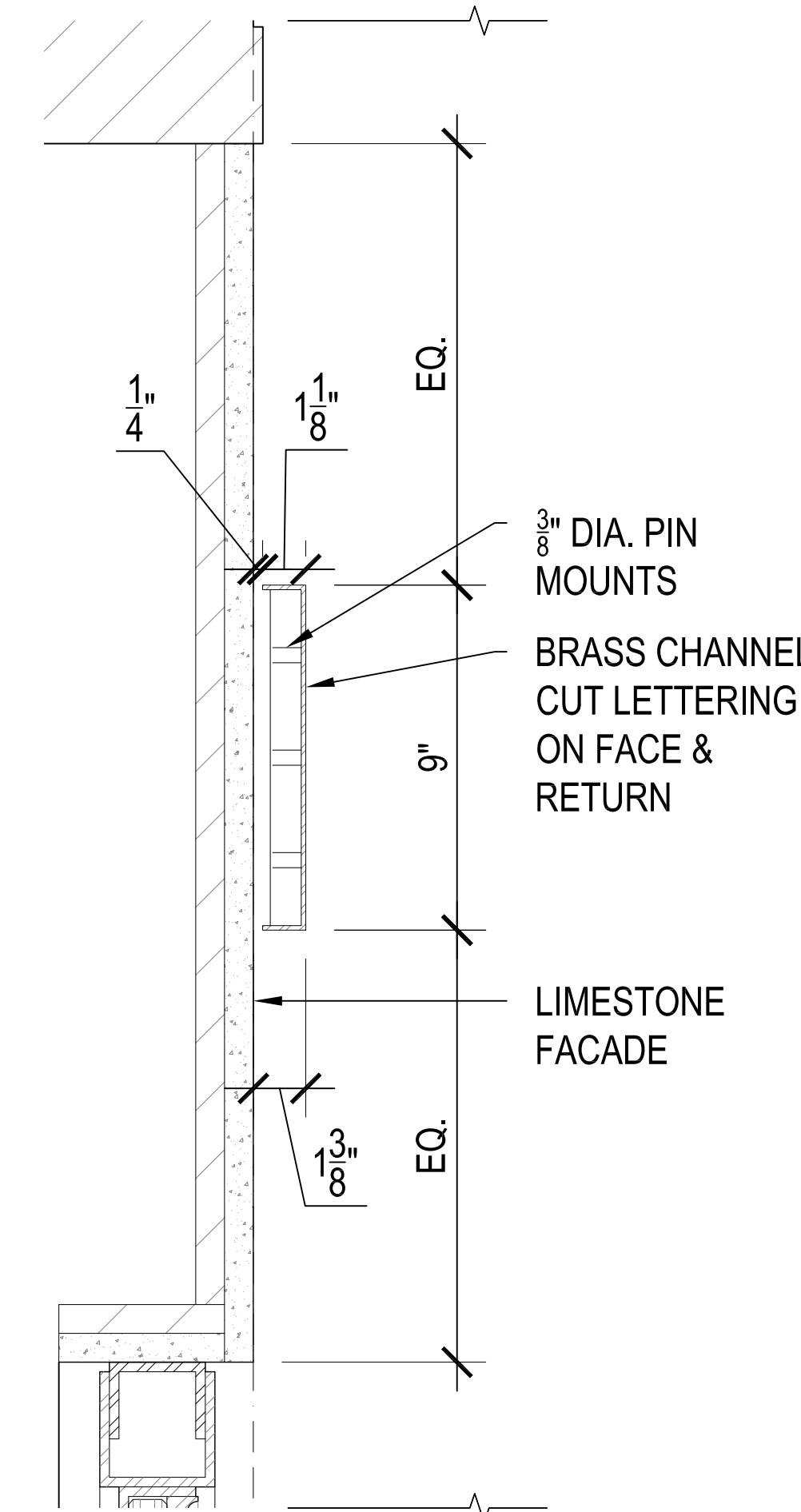
LIMESTONE
CLADDING
BRASS,
CHANNEL
CUT
LETTERS ON
FACE &
RETURN
- MOUNTED
w/ $\frac{3}{8}$ " DIA. PIN
MOUNTS

6 PROPOSED A+O GROUND FLOOR STOREFRONT LIMESTONE CLADDING
1 1/2"=1'-0"



EXISTING
ADJACENT
RETAIL SIGNAGE
11'-11" A.F.F.
BULKHEAD
9'-3" A.F.F.
S.F. OPENING
HEIGHT
8'-1" A.F.F.
TOP OF GLAZING
PROPOSED ALICE
+ OLIVIA BRASS
SIGNAGE

7 755 MADISON BUILDING & STOREFRONTS SIGNAGE ELEVATION
1/8"=1'-0"



$\frac{3}{8}$ " DIA. PIN
MOUNTS
BRASS CHANNEL
CUT LETTERING
ON FACE &
RETURN

LIMESTONE
FACADE

8 PROPOSED A+O GROUND FLOOR STOREFRONT SIGNAGE DETAIL
3"=1'-0"

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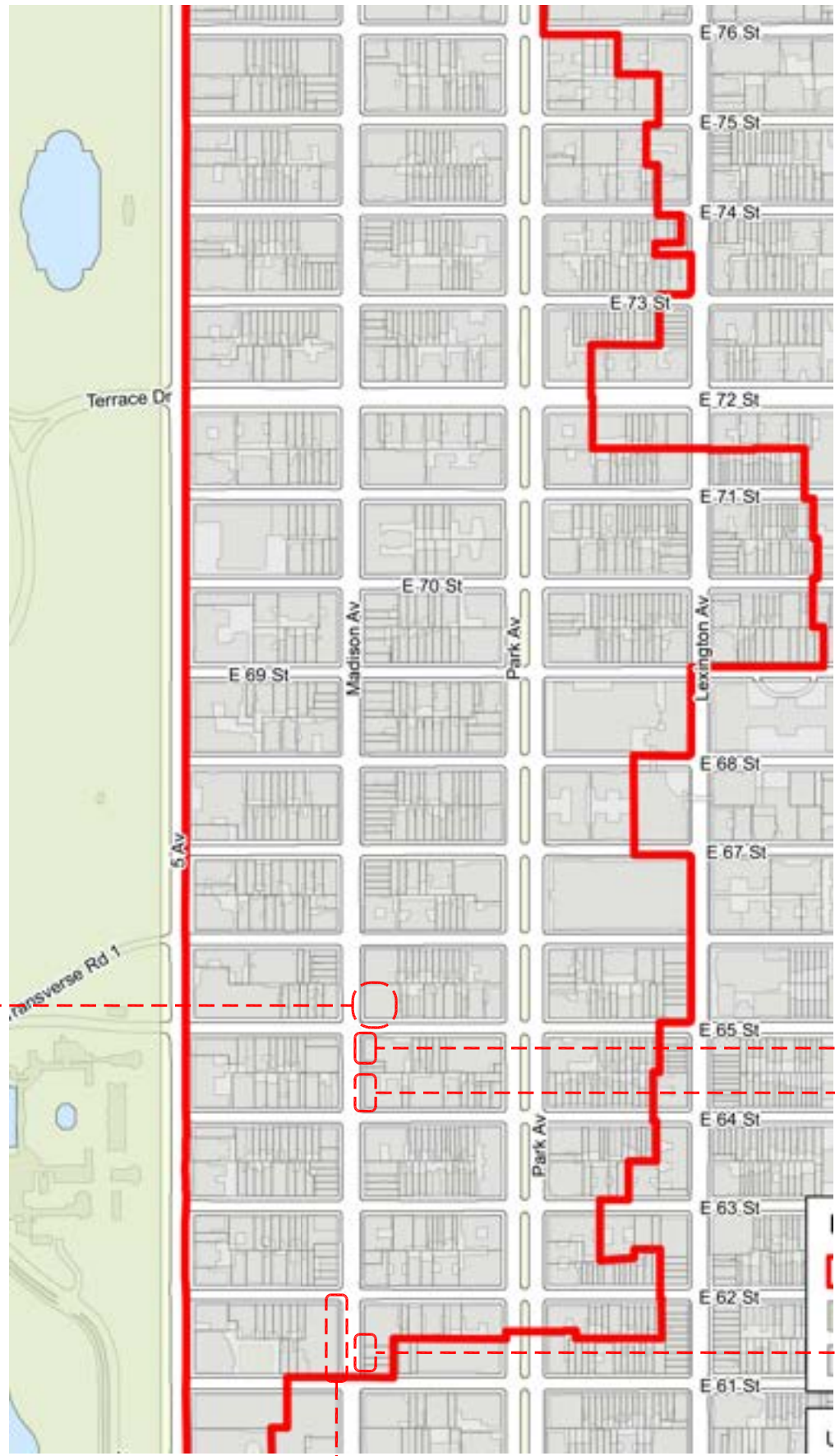
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SHEET TITLE

PROPOSED
STOREFRONT
MATERIALS & DETAILS

SHEET NO.

10



PROJECT LOCATION
755 MADISON AVE.



VERSACE 747 MADISON AVE.



CHANEL 737 MADISON AVE.



ISABEL MARANT 677 MADISON AVE.



TOM FORD 672 MADISON AVE. MISSONI 680 MADISON AVE. ASPREY 678 MADISON AVE. MORGENTHAL FREDERICKS 680 MADISON AVE. OSCAR DE LA RENTA 686 MADISON AVE. BRIONI 688 MADISON AVE.

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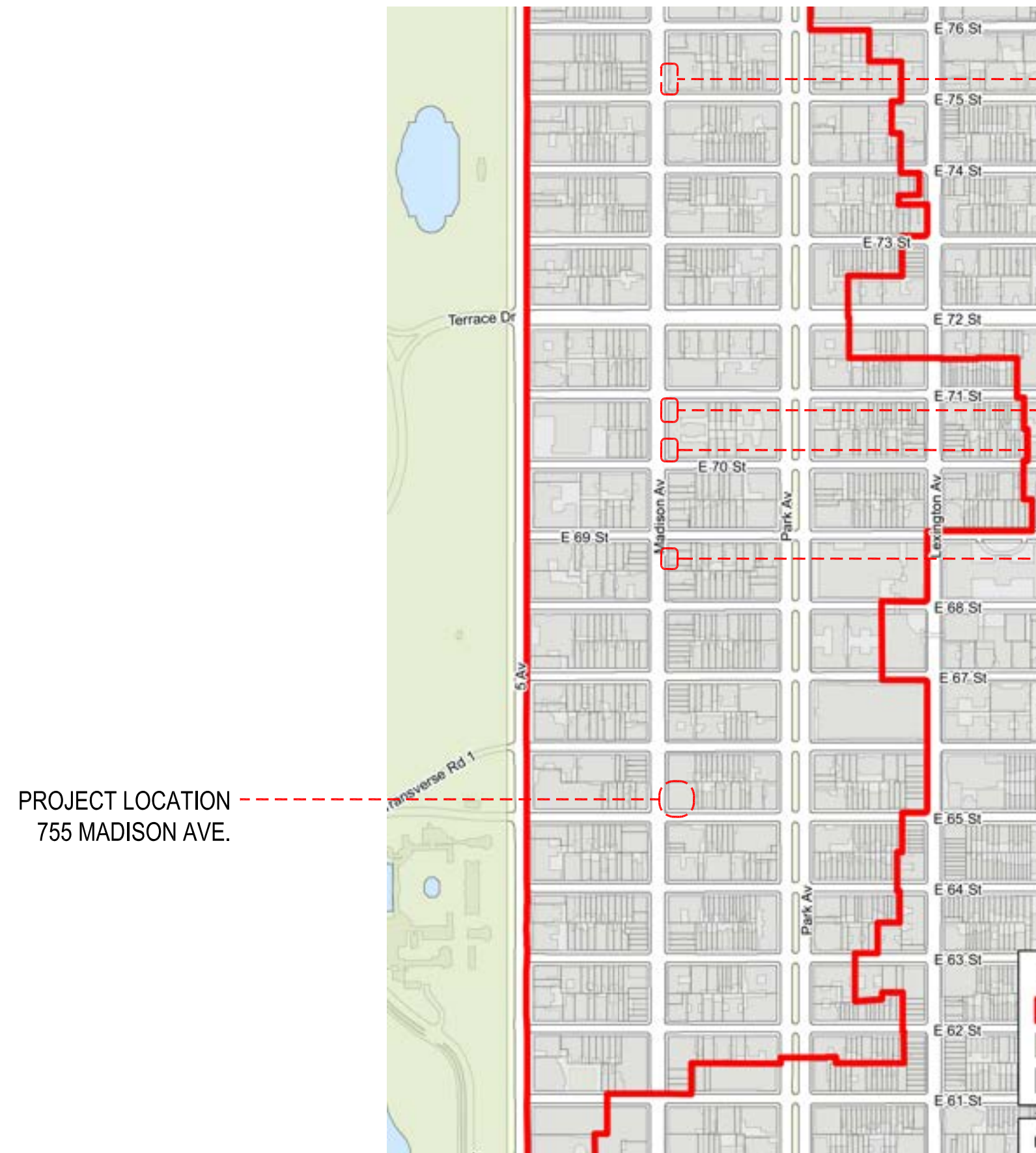
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AREA CONTEXT/
STOREFRONT
PRECEDENTS

SHEET NO.

11



PROJECT LOCATION
755 MADISON AVE.



GIANVITO ROSSI
961 MADISON AVE.

ALTUZARRA
959 MADISON AVE.

ALEXANDRE BIRMAN
957 MADISON AVE.

MORGANE LE FAY
955 MADISON AVE.



LANVIN
855 MADISON AVE.

LAFAYETTE 148
853 MADISON AVE.



823 MADISON AVE.



ZADIG & VOLTAIRE
845 MADISON AVE.

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AREA CONTEXT/
STOREFRONT
PRECEDENTS

SHEET NO.

12



755 MADISON AVE FACADE @ 1999



755 & 753 MADISON AVE FACADE @ 2001



755 MADISON AVE FACADE @ 2005



753 MADISON AVE FACADE @ 2017

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HISTORICAL
PRECEDENTS &
CONTEXT

SHEET NO.

13



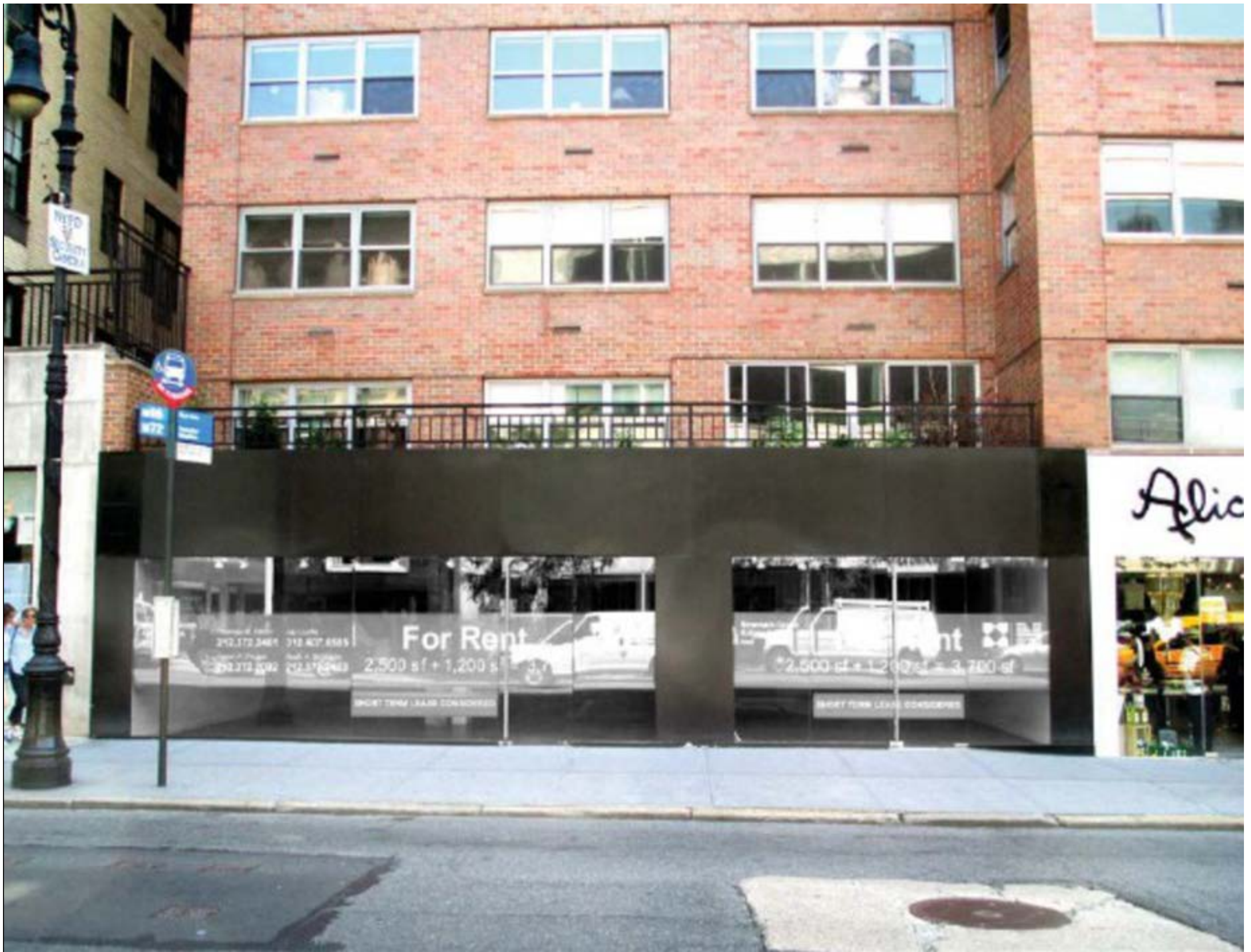
753 MADISON AVE FACADE @ 2017



755 & 753 MADISON AVE FACADE @ 2015



755 MADISON AVE FACADE @ 2015



755 MADISON AVE FACADE @ 2015

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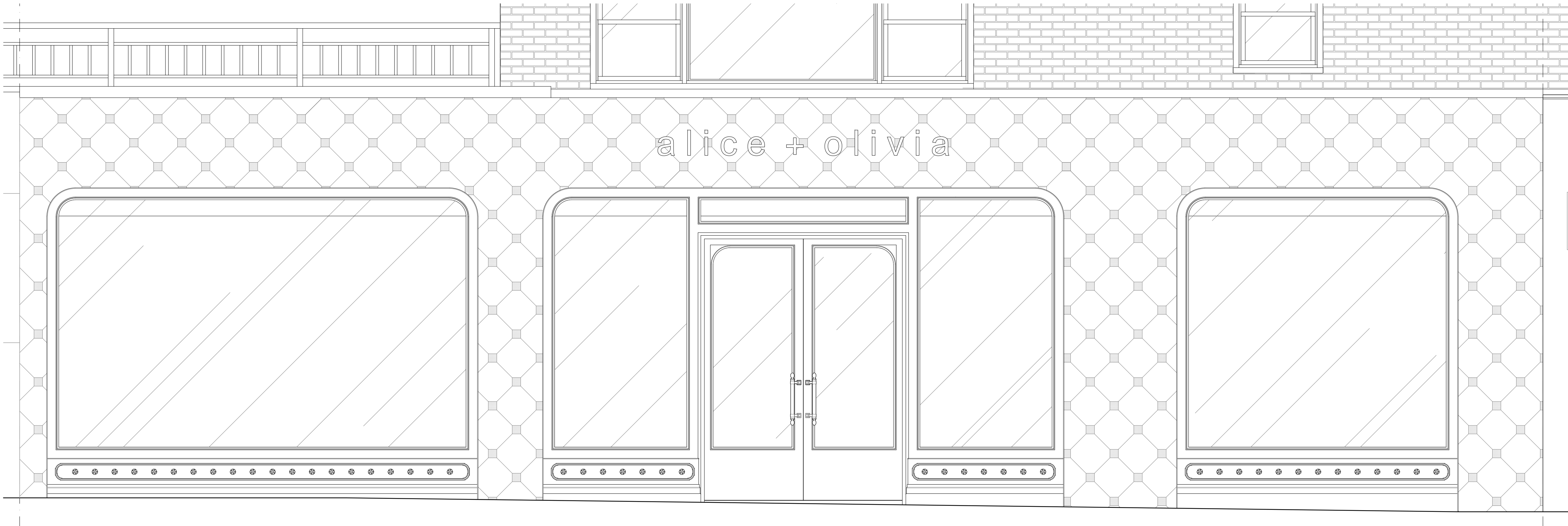
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HISTORICAL PRECEDENTS & CONTEXT

SHEET NO.

14



1 PROPOSED STOREFRONT ELEVATION
NTS



2 PROPOSED STOREFRONT RENDERING
NTS

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**PROPOSED
STOREFRONT
SUMMARY**

SHEET NO.
15

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APPENDIX: STOREFRONT CLADDING SCHEME ALTERNATE

- THE FOLLOWING RENDERING SHOWS A SIMILAR CLADDING SCHEME TO THE ORIGINAL PROPOSAL BUT HAS BEEN SIMPLIFIED: THE 'AGED' LIMESTONE ACCENT TILE HAS BEEN OMITTED AND ONLY (1) LIMESTONE MATERIAL IS USED TO CREATE THE MOSAIC PATTERN

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PROJECT NO.:

DATE: NOVEMBER 22, 2024

DRAWN BY: JN

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AREA: X SQ. FT.

#	REVISION	DATE

SHEET TITLE

APPEDNIX:
STOREFRONT
CLADDING ALT.

SHEET NO.

A1



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SHEET TITLE
**APPENDIX:
STOREFRONT
CLADDING ALT.**

SHEET NO.
A2

April 22, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 9, Read into record, LPC-25-05870

**755 Madison Avenue (aka 27-31 East 65th Street) – Upper East
Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 888 7520

Passcode: 091958

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (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.