

April 29, 2025  
Public Meeting

The current proposal is:

**Preservation Department – Item 4, 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:** 161 993 3268

**Passcode:** 194934

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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INTRODUCTION

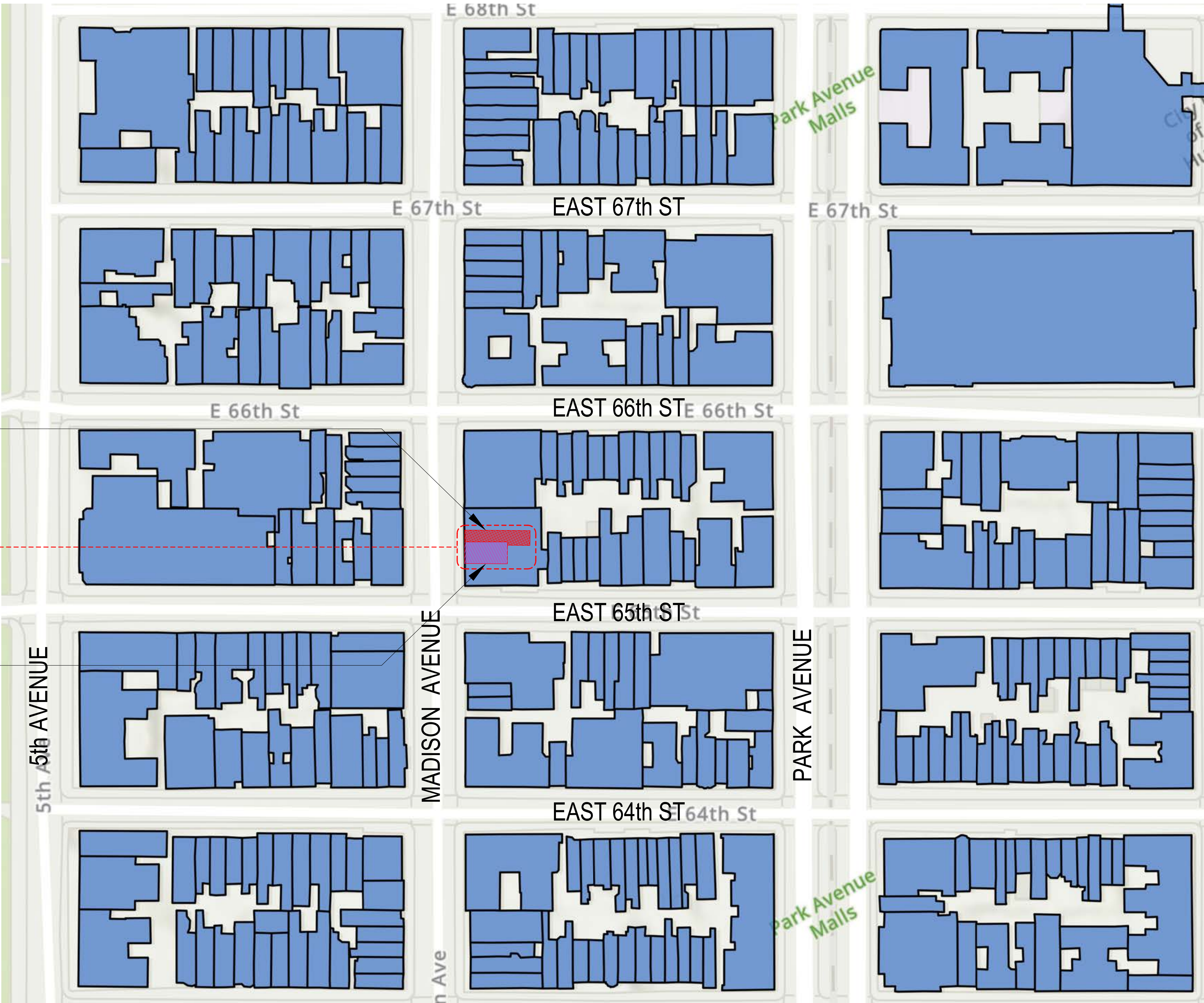
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1



2





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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ADJACENT SITE CONTEXT

SHEET NO.

5

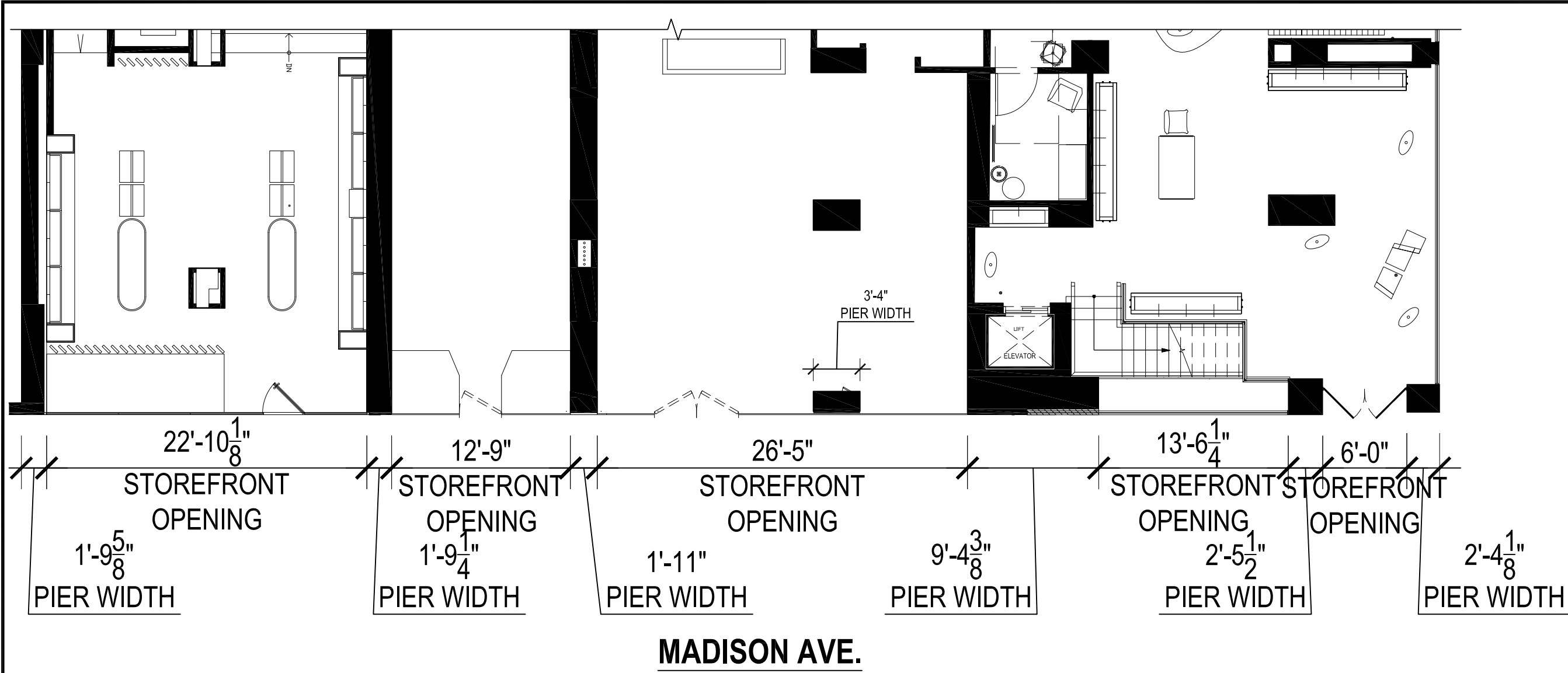




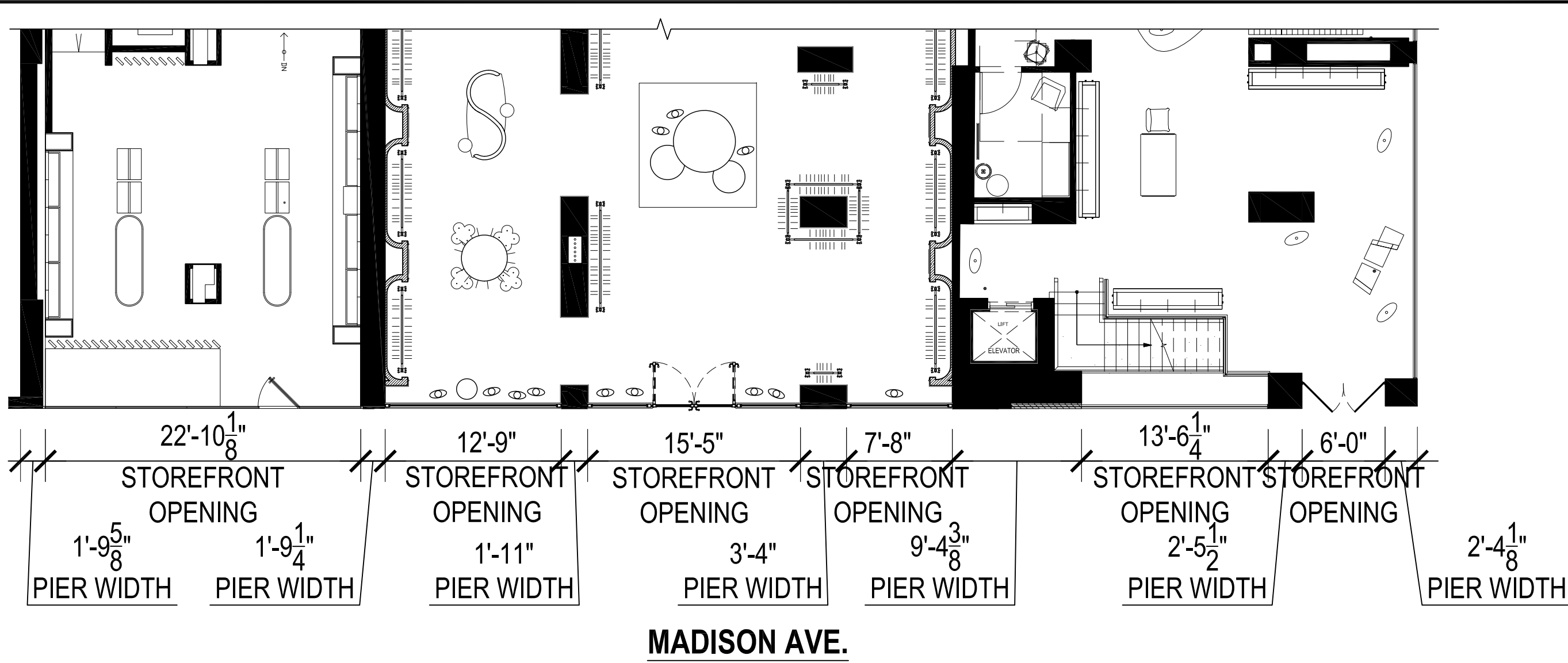




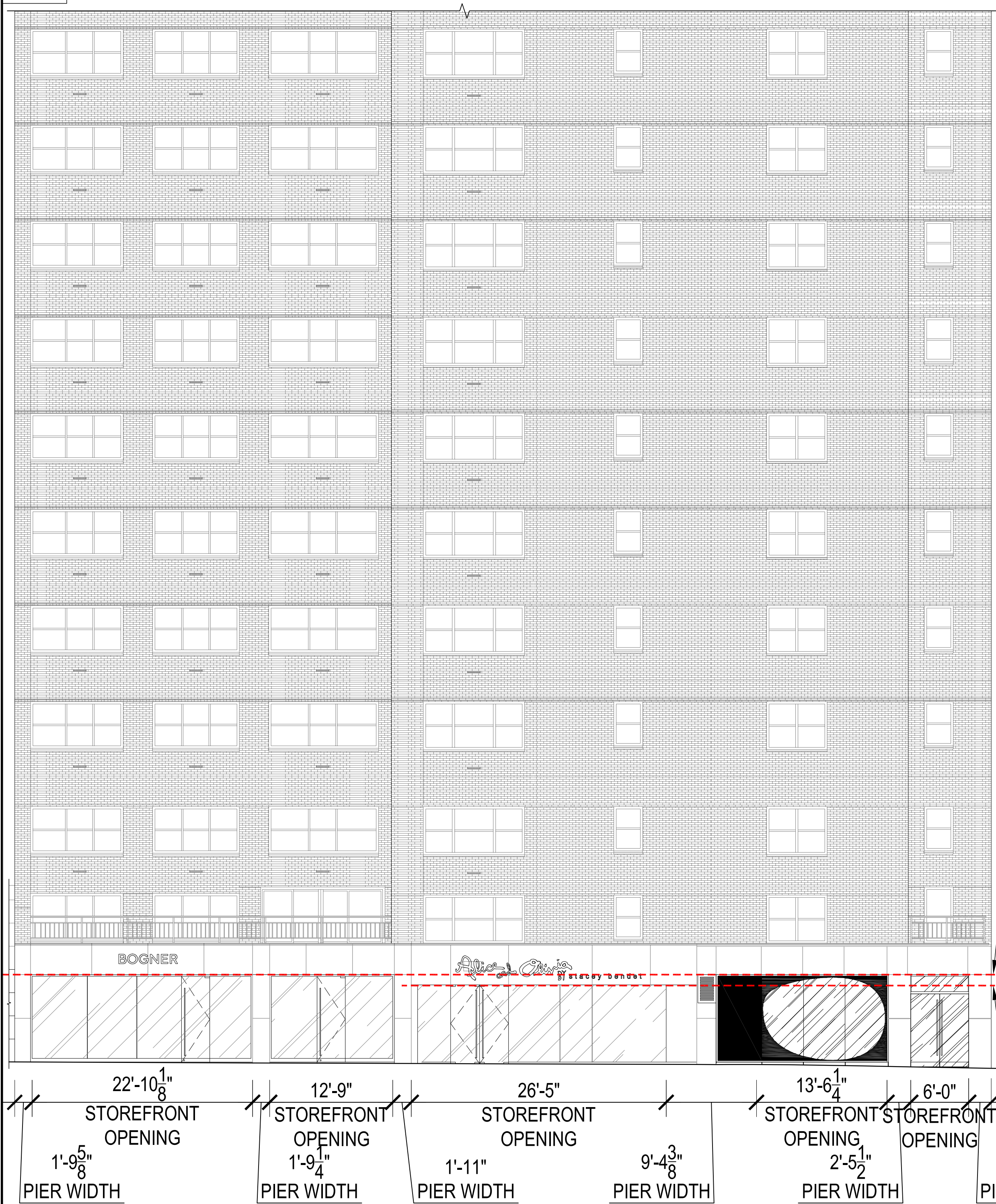




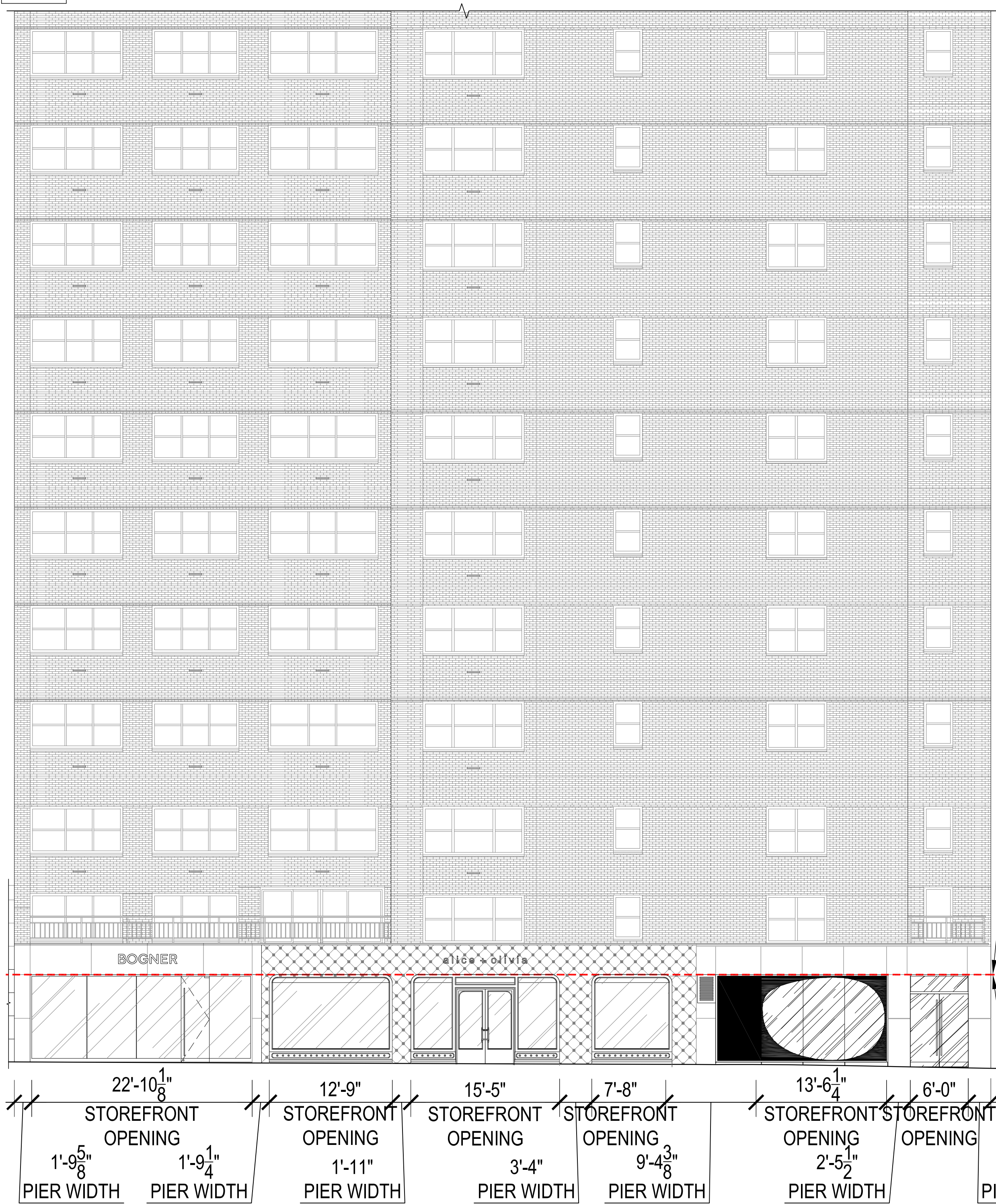
1 EXISTING 755 MADISON BUILDING & STOREFRONTS PLAN  
1/8" = 1'-0"



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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PROPOSED STOREFRONT OPENING HEIGHT

SHEET NO.

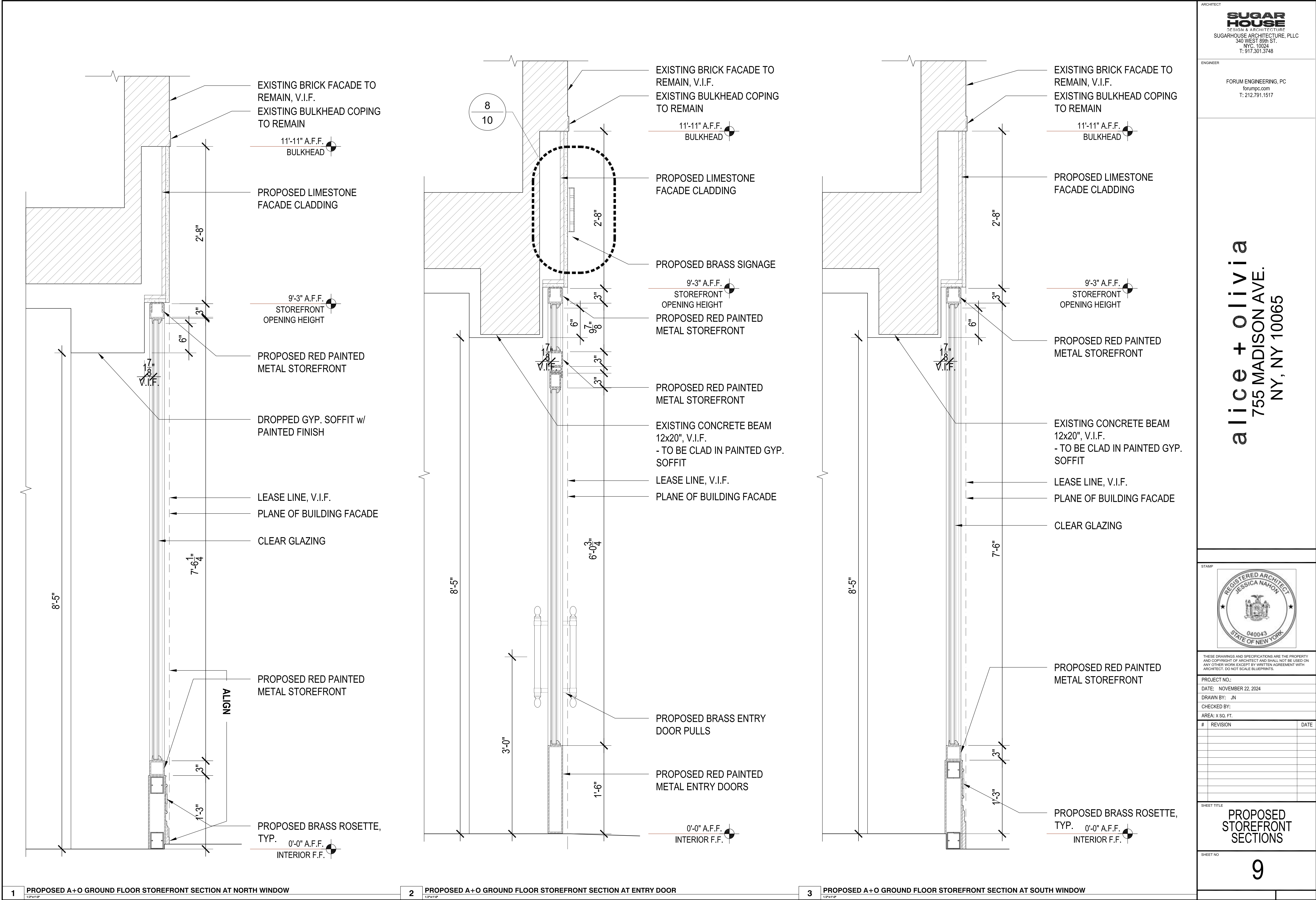
8

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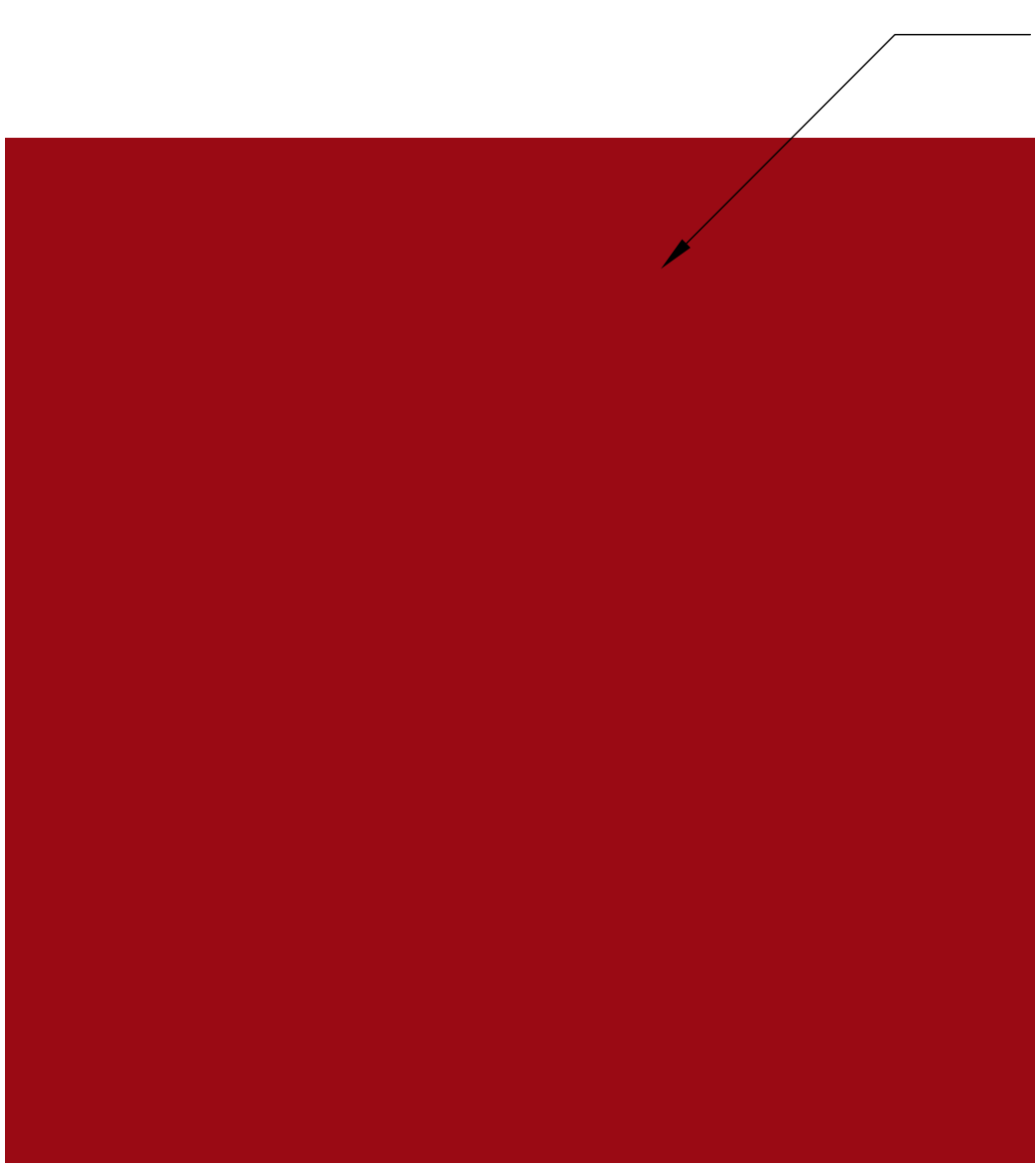
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**PROPOSED STOREFRONT SECTIONS**

SHEET NO.

**9**

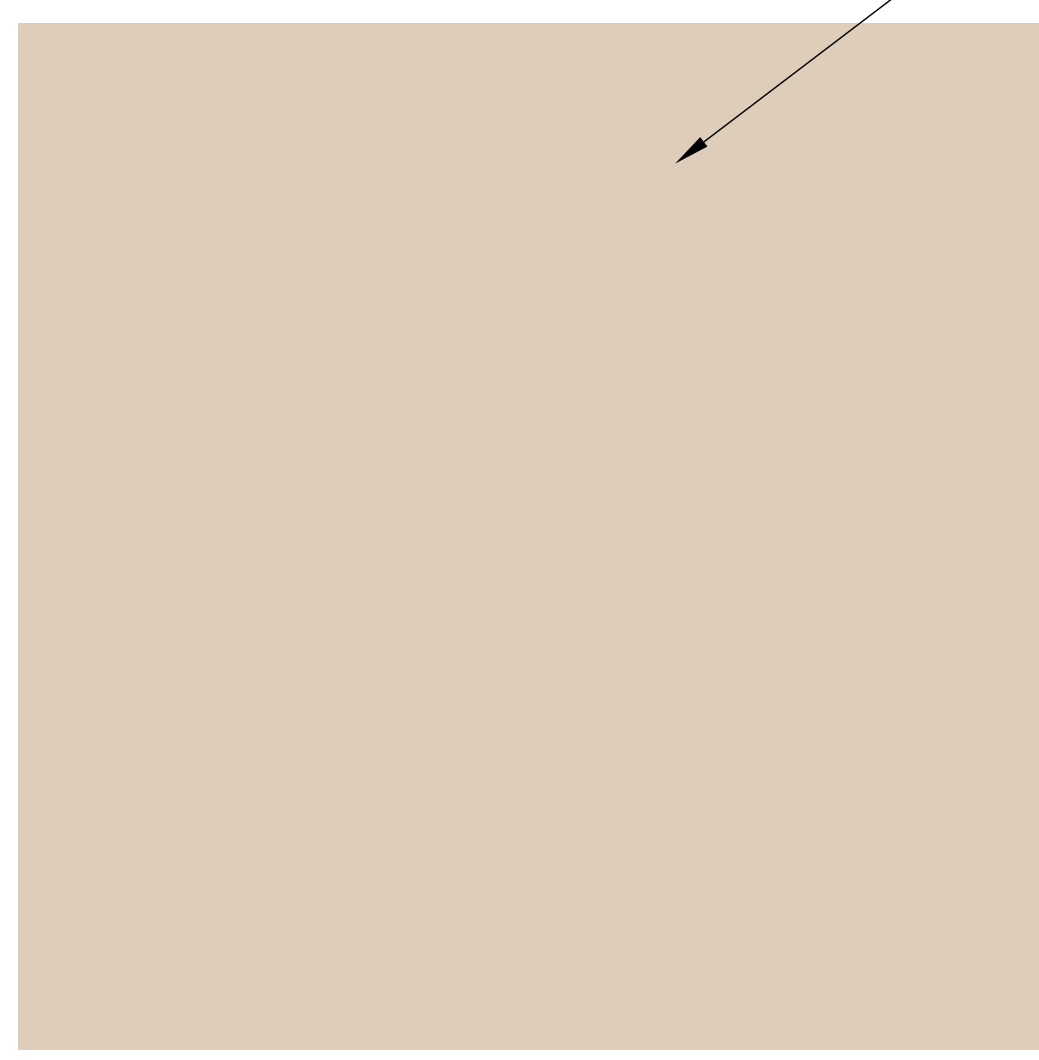




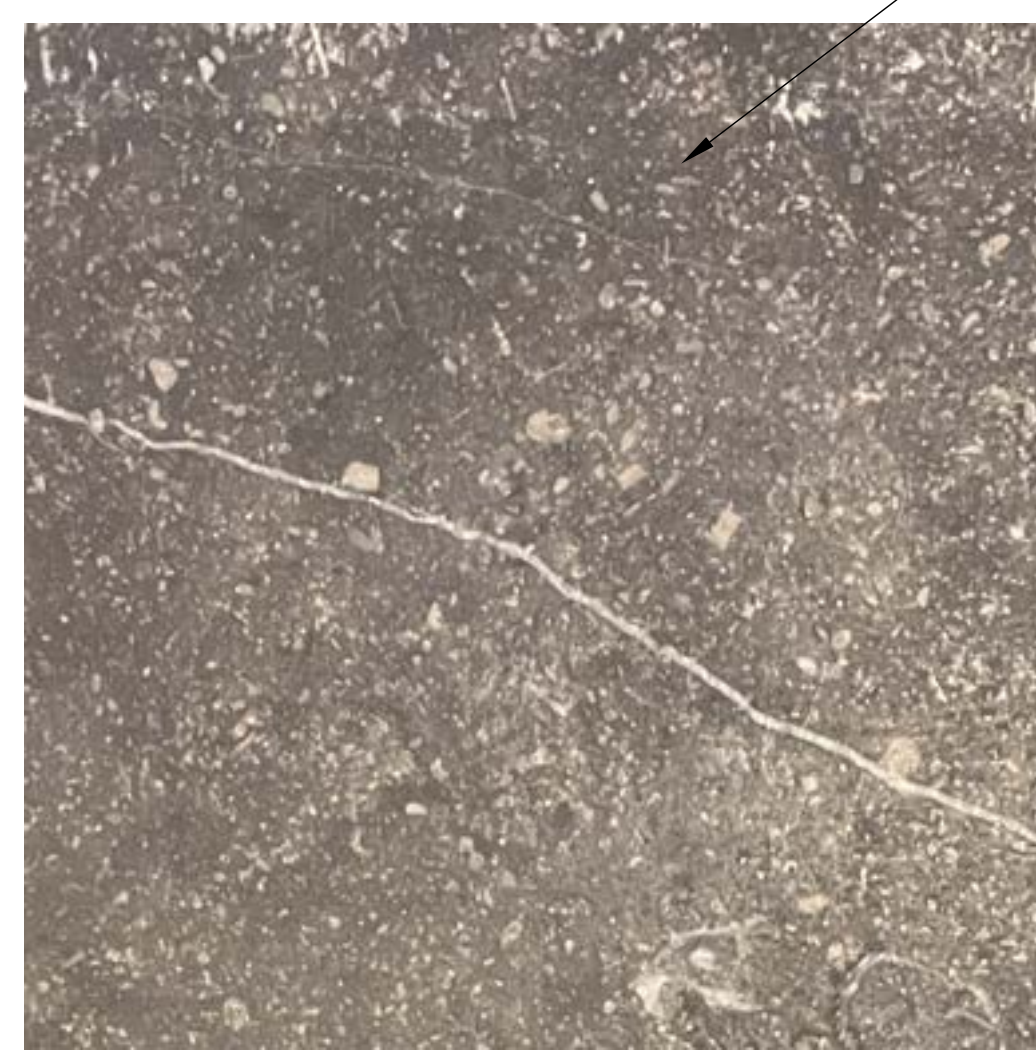
POWDER COAT  
PAINT COLOR  
TO MATCH  
BENJAMIN  
MOORE  
'HERITAGE  
RED' HC-181



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



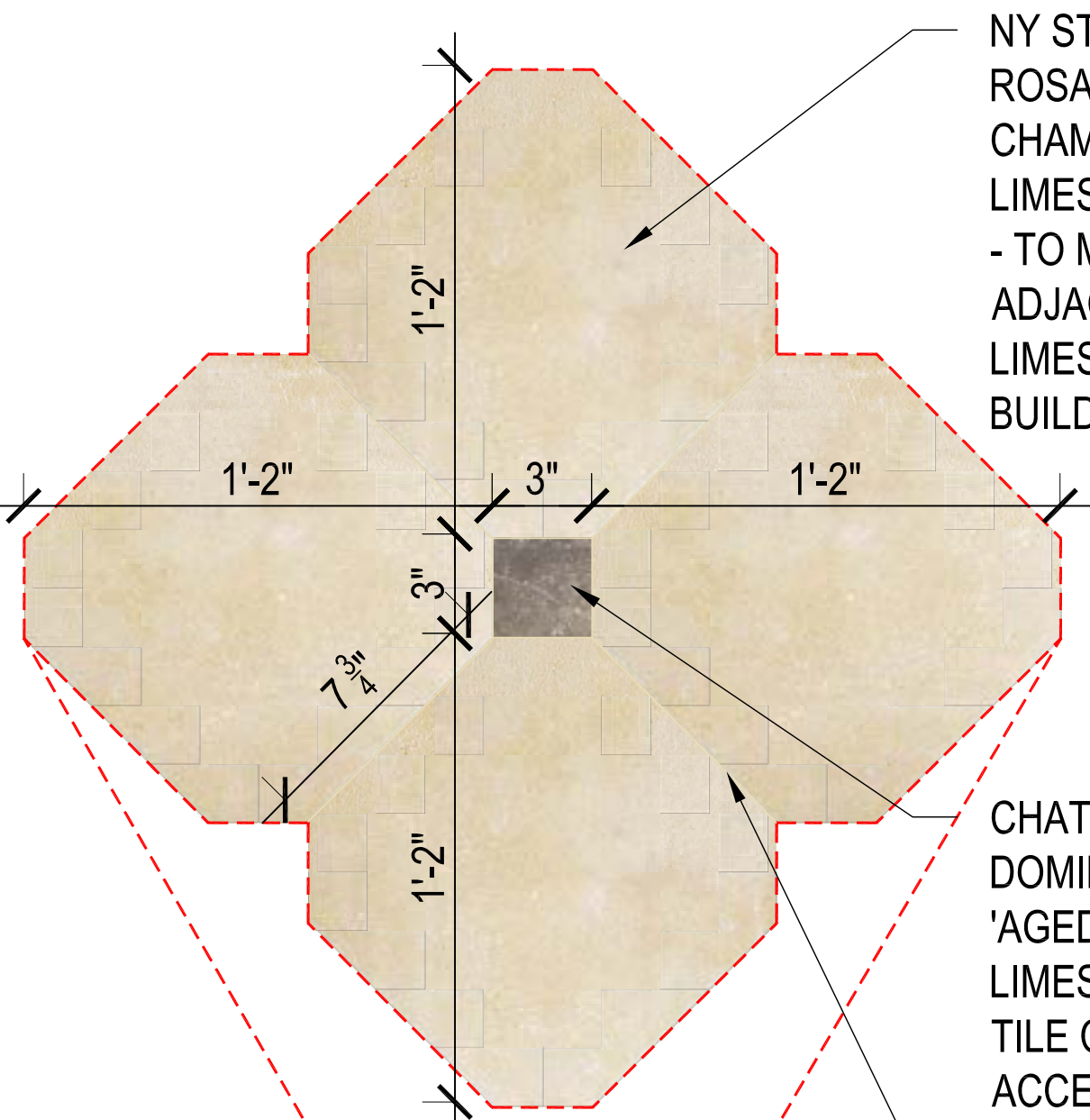
CHATEAU  
DOMINGUE  
'AGED'  
LIMESTONE  
TILE CLADDING  
ACCENT

**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

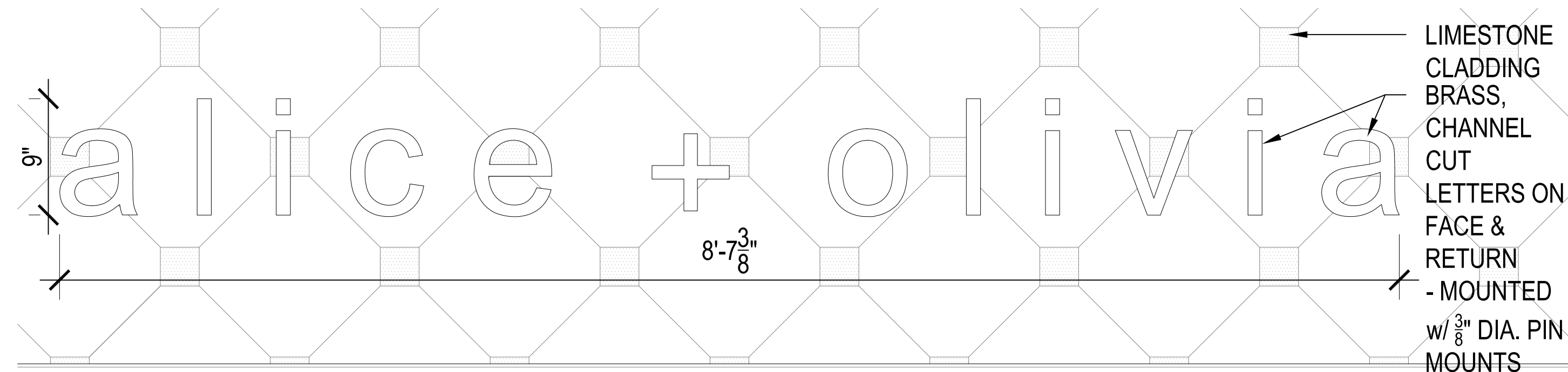


NY STONE  
ROSAL  
CHAMBORD  
LIMESTONE  
- TO MATCH  
ADJACENT  
LIMESTONE AT  
BUILDING BASE

CHATEAU  
DOMINGUE  
'AGED'  
LIMESTONE  
TILE CLADDING  
ACCENT

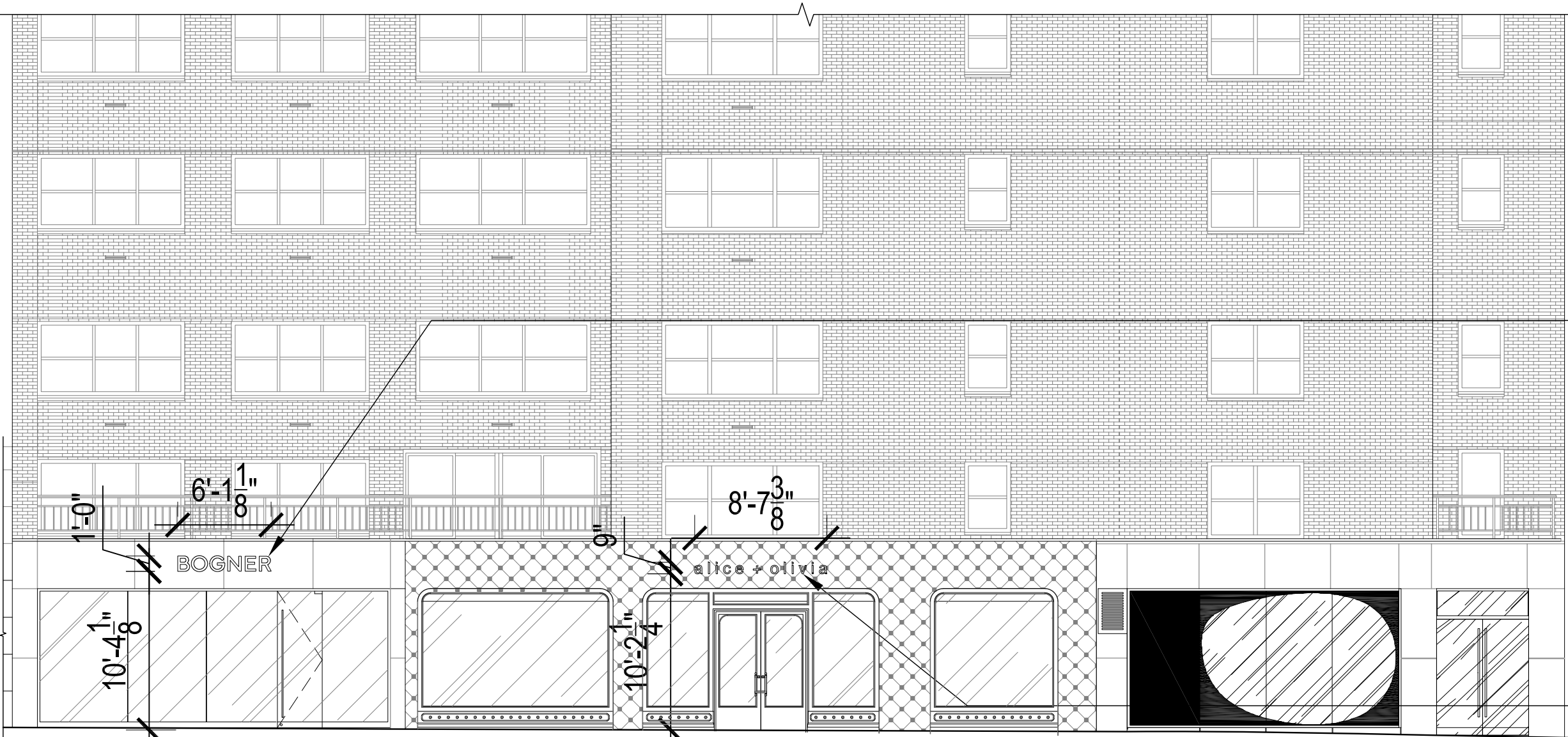
MAPEI #49 LIGHT  
ALMOND GROUT  
-  $\frac{1}{8}$ " MAX. GROUT  
JOINT SPACING  
- TO MATCH  
ADJACENT  
GROUT COLOR  
AND GROUT  
JOINT SPACING

LIMESTONE  
TILE  
CLADDING  
PATTERN

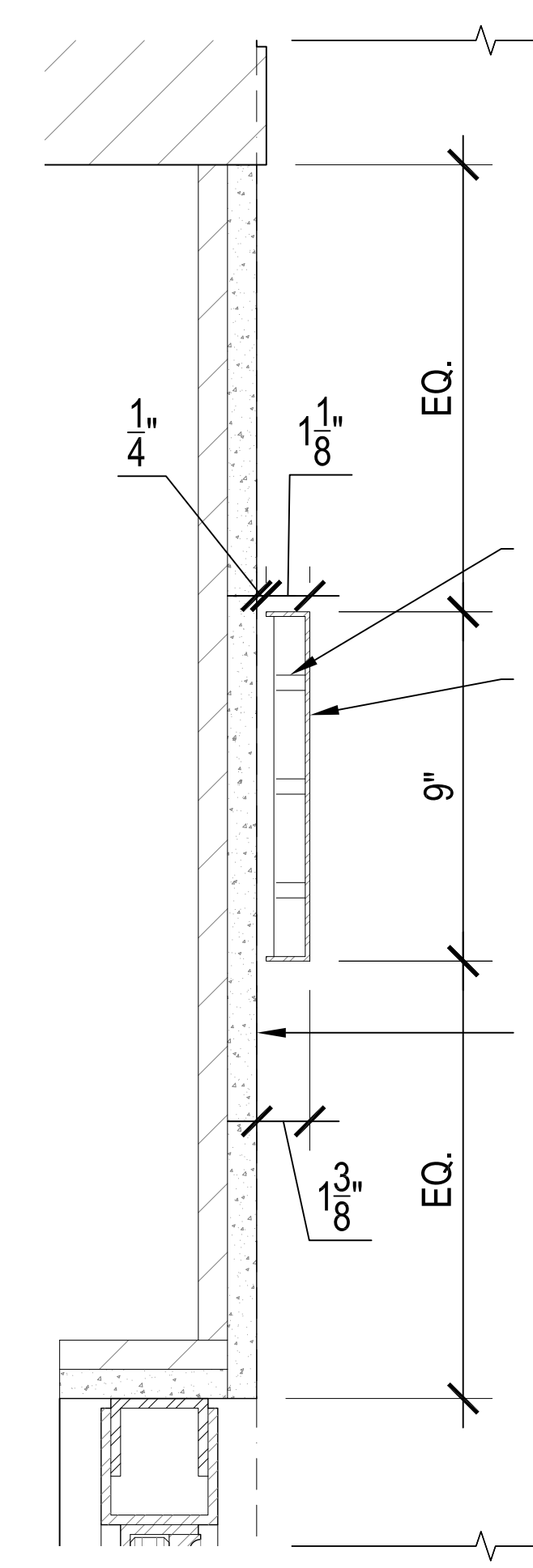


LIMESTONE  
CLADDING  
BRASS,  
CHANNEL  
CUT  
LETTERS ON  
FACE &  
RETURN  
- MOUNTED  
w/  $\frac{3}{8}$ " DIA. PIN  
MOUNTS

**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



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

LIMESTONE  
FACADE

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

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

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

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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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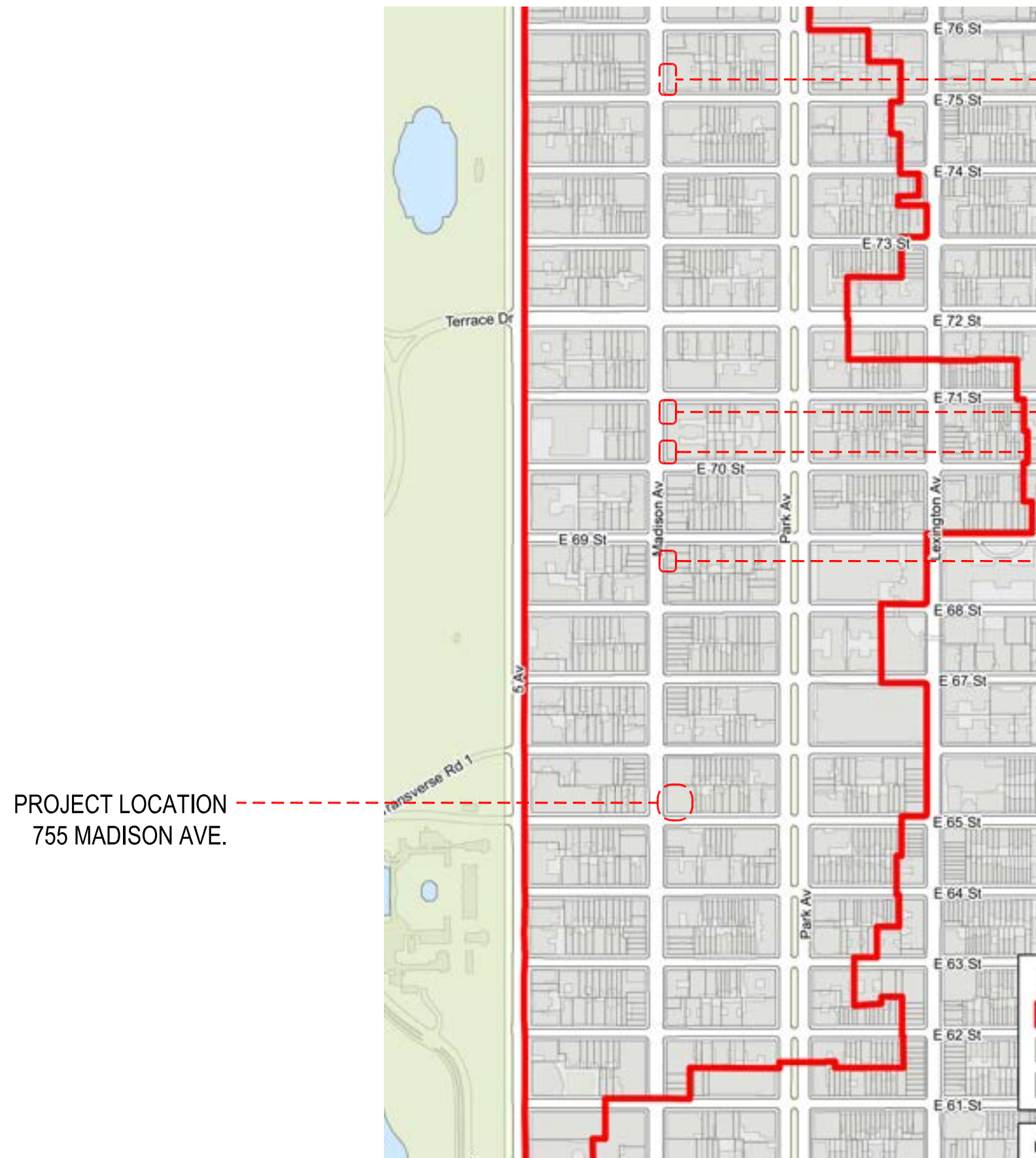
SHEET TITLE

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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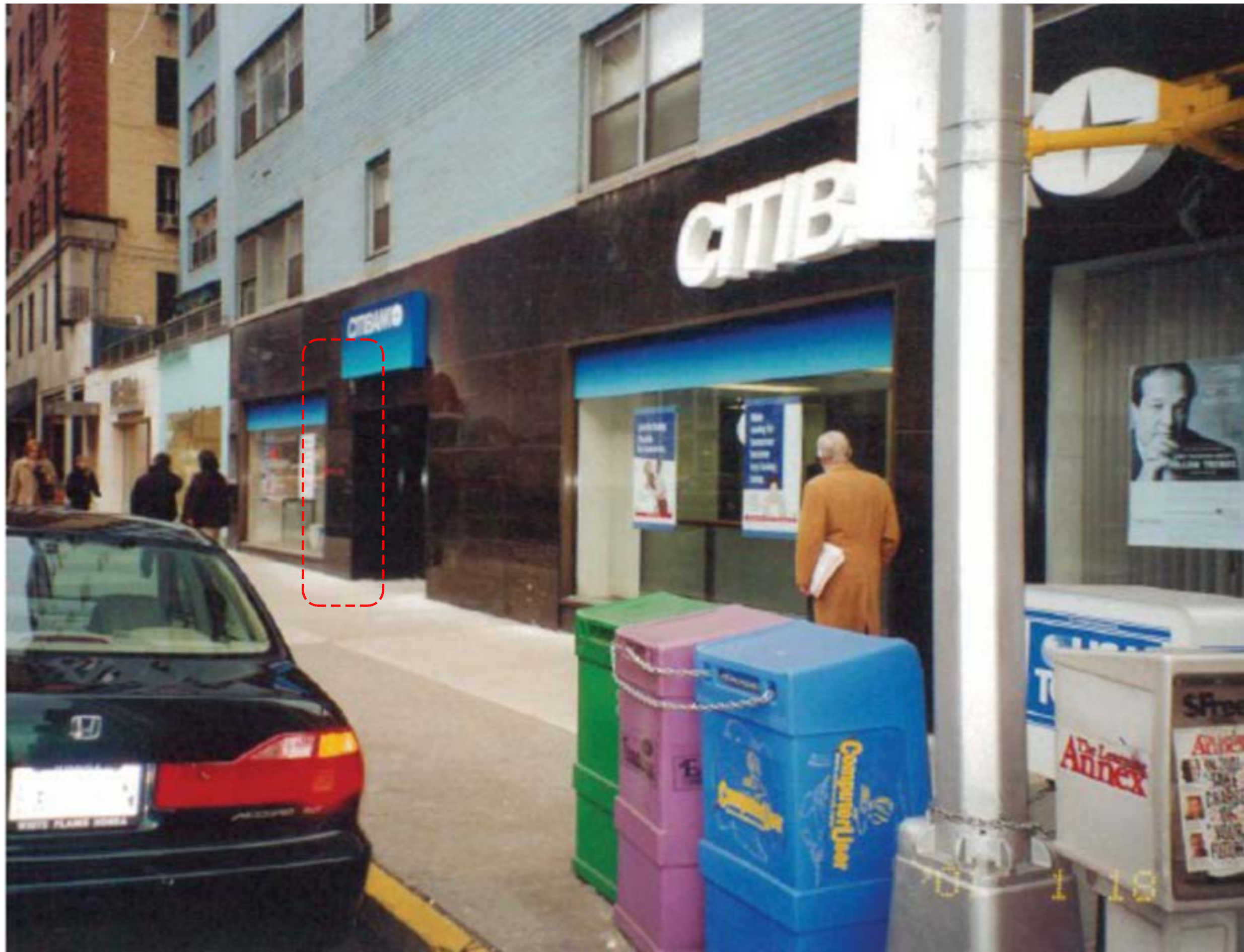
SHEET TITLE  
**AREA CONTEXT/  
STOREFRONT  
PRECEDENTS**

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





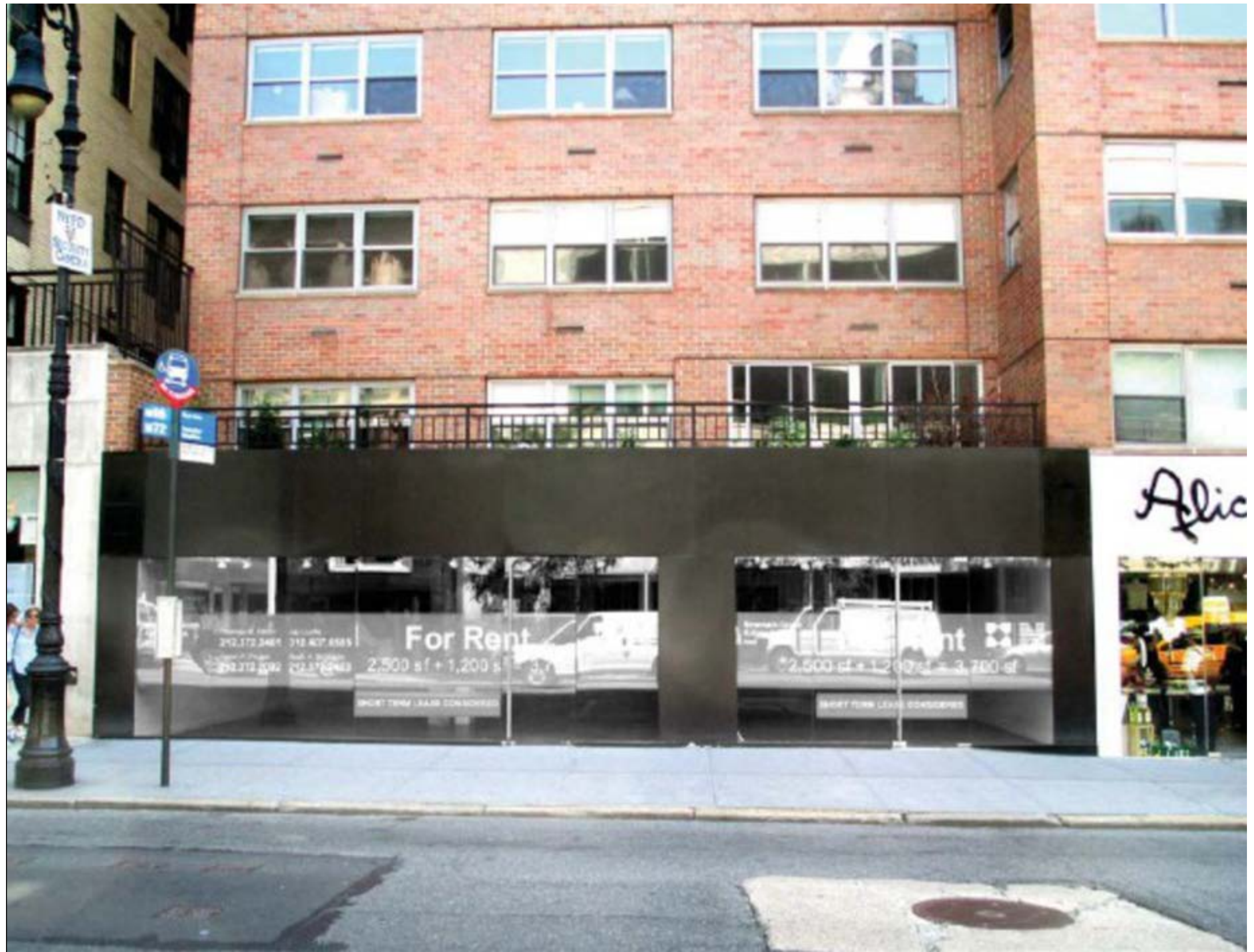
753 MADISON AVE FACADE @ 2017



755 & 753 MADISON AVE FACADE @ 2015



755 MADISON AVE FACADE @ 2015



755 MADISON AVE FACADE @ 2015

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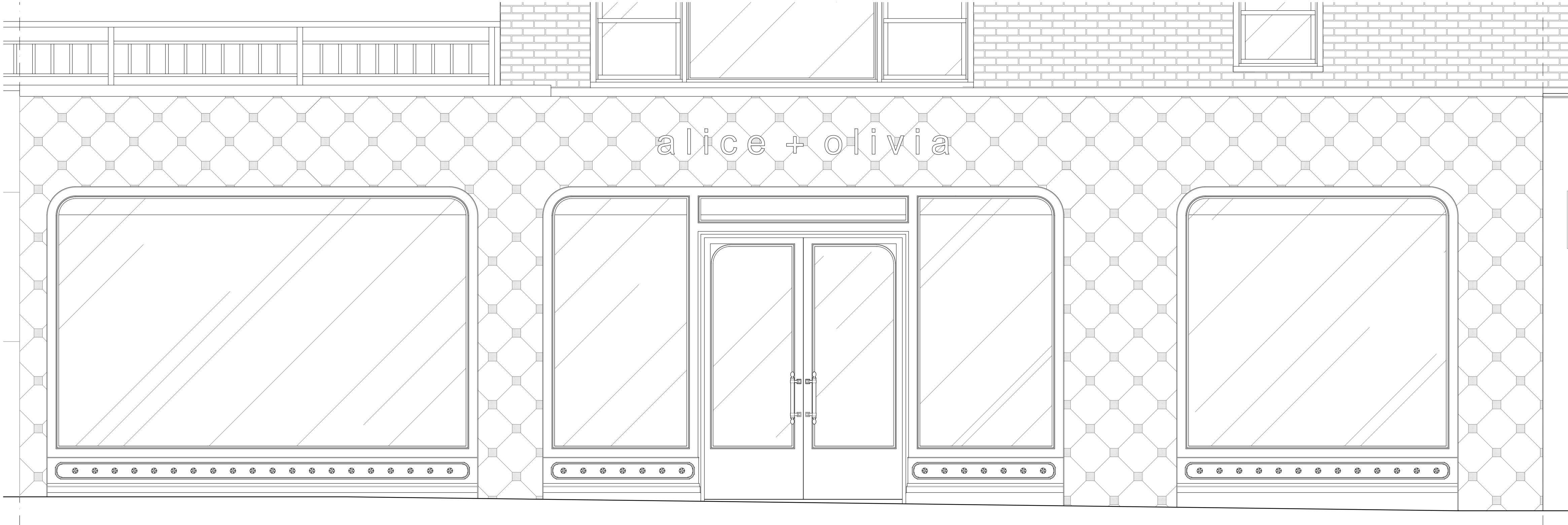
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HISTORICAL PRECEDENTS & CONTEXT

SHEET NO.

14





1 PROPOSED STOREFRONT ELEVATION  
NTS

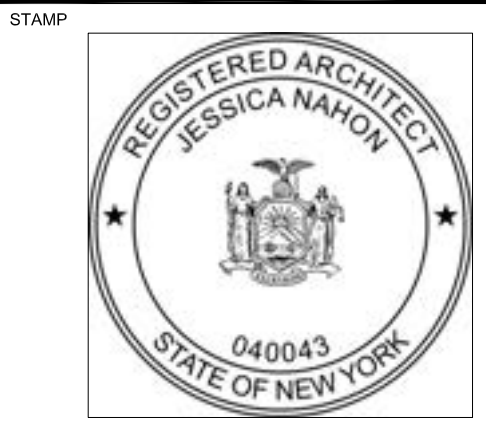


2 PROPOSED STOREFRONT RENDERING  
NTS

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**PROPOSED  
STOREFRONT  
SUMMARY**

SHEET NO.  
**15**



April 29, 2025  
Public Meeting

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LOT 23  
MANHATTAN

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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APPEDNIX:  
STOREFRONT  
CLADDING ALT.

SHEET NO.

A1





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PROJECT NO.:  
DATE: NOVEMBER 22, 2024  
DRAWN BY: JN  
CHECKED BY:  
AREA: X SQ. FT.

#	REVISION	DATE

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.



April 29, 2025  
Public Meeting

The current proposal is:

**Preservation Department – Item 4, 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:** 161 993 3268

**Passcode:** 194934

By Phone: 646-828-7666 (NY)

833-435-1820 (Toll-free)

833-568-8864 (Toll-free)

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