

December 2, 2025
Public Meeting

The current proposal is:

Preservation Department – Item 1, LPC-26-02908

**710 Madison Avenue (aka 23 East 63rd Street), 712 Madison
Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 161 812 1468

Passcode: 845296

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.

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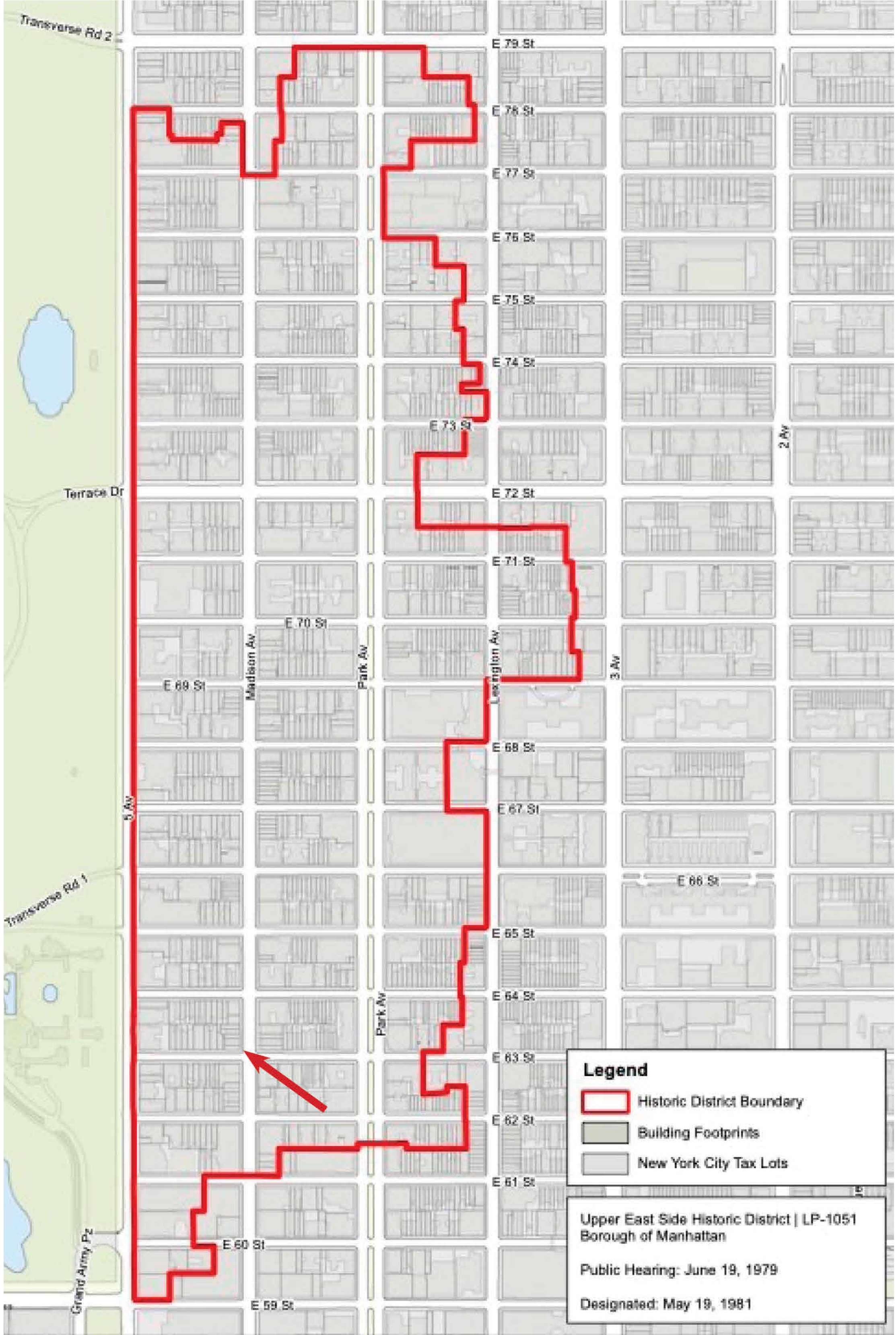
710-712 MADISON AVENUE

NEW YORK, NY 10022





710-712 Madison Avenue, designed by Gage Inslee and built in 1871.



Map of the Upper East Side Historic District, designated 1981.

OVERVIEW

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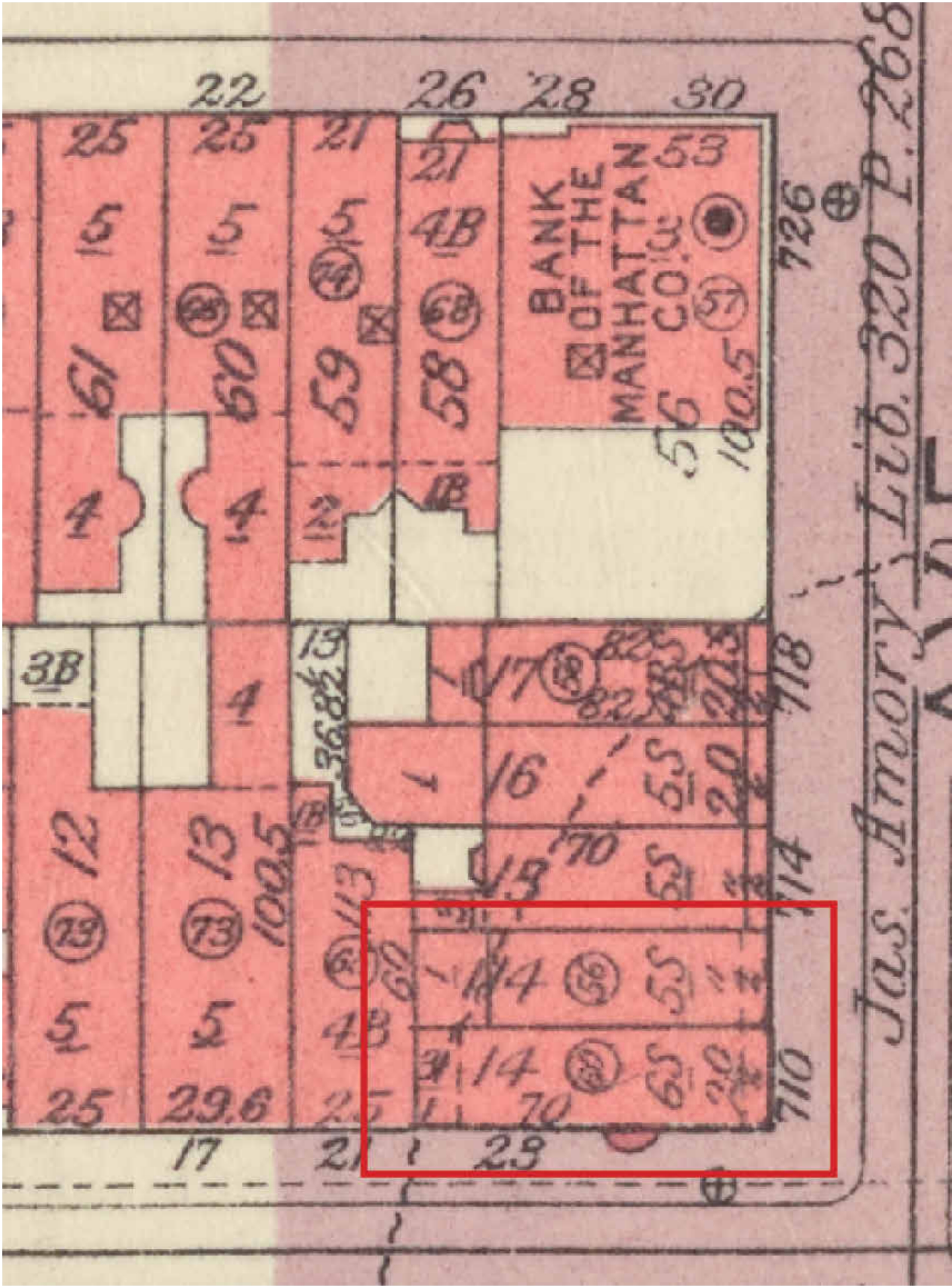
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DATE: DECEMBER 2, 2025

DRAWING NO: L-002.00



Overall view of 710 and 712 Madison Avenue two-story storefronts.



Bromley map, 1955. (NYPL)

OVERVIEW

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View of blockfront, looking northwest.



View of blockfront, looking southwest.

EXISTING CONDITIONS - CONTEXT



Existing



Proposed

MADISON AVE ELEVATION IMAGE COMPARISON

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View of storefront at 710 Madison Ave., approved 2008



Storefront detail.

EXISTING CONDITIONS - 710 MADISON



View of East 63rd Street elevation.



View to partially visible rear of 710 Madison Ave. Rear of 712 is not visible.

EXISTING CONDITIONS - 710 MADISON



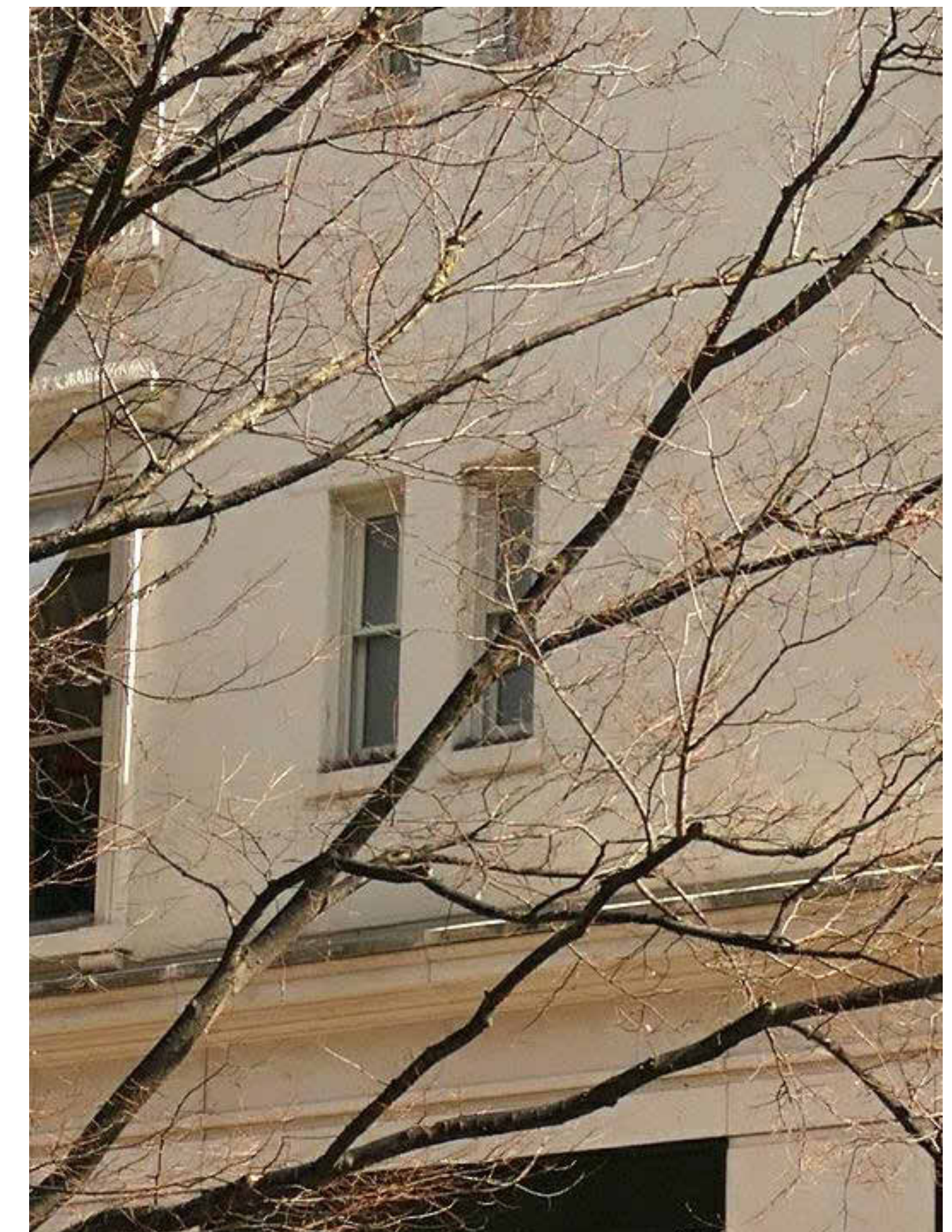
A - Windows to receive interior-applied translucent film



B - Non-historic window openings to be infilled



Existing Key Elevation 63rd St.



C - Windows to receive interior-applied translucent film

WINDOW MODIFICATIONS E. 63RD ST

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Detail of East 63rd Street storefronts.

EXISTING CONDITIONS - 710 MADISON

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View of storefront at 712 Madison Ave, approved by LPC in 2009.



Detail of storefront cornices.

EXISTING CONDITIONS - 712 MADISON

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Ca. 1981 view of 710 & 712 Madison Ave. (LPC)



2006 view of 712 Madison Ave, storefront approved in 1999. (Property Shark)



Existing storefronts approved by LPC in 2008 (710 Madison) and 2009 (712 Madison)

HISTORIC PHOTOGRAPHS

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DRAWING NO: L-011.00

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.



MADISON AVENUE STOREFRONT MASTER PLAN

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927 Madison Avenue



799-801 Madison Avenue



945-947 Madison Avenue



791 Madison Avenue

HISTORIC VARIETY IN MADISON AVENUE'S STOREFRONTS

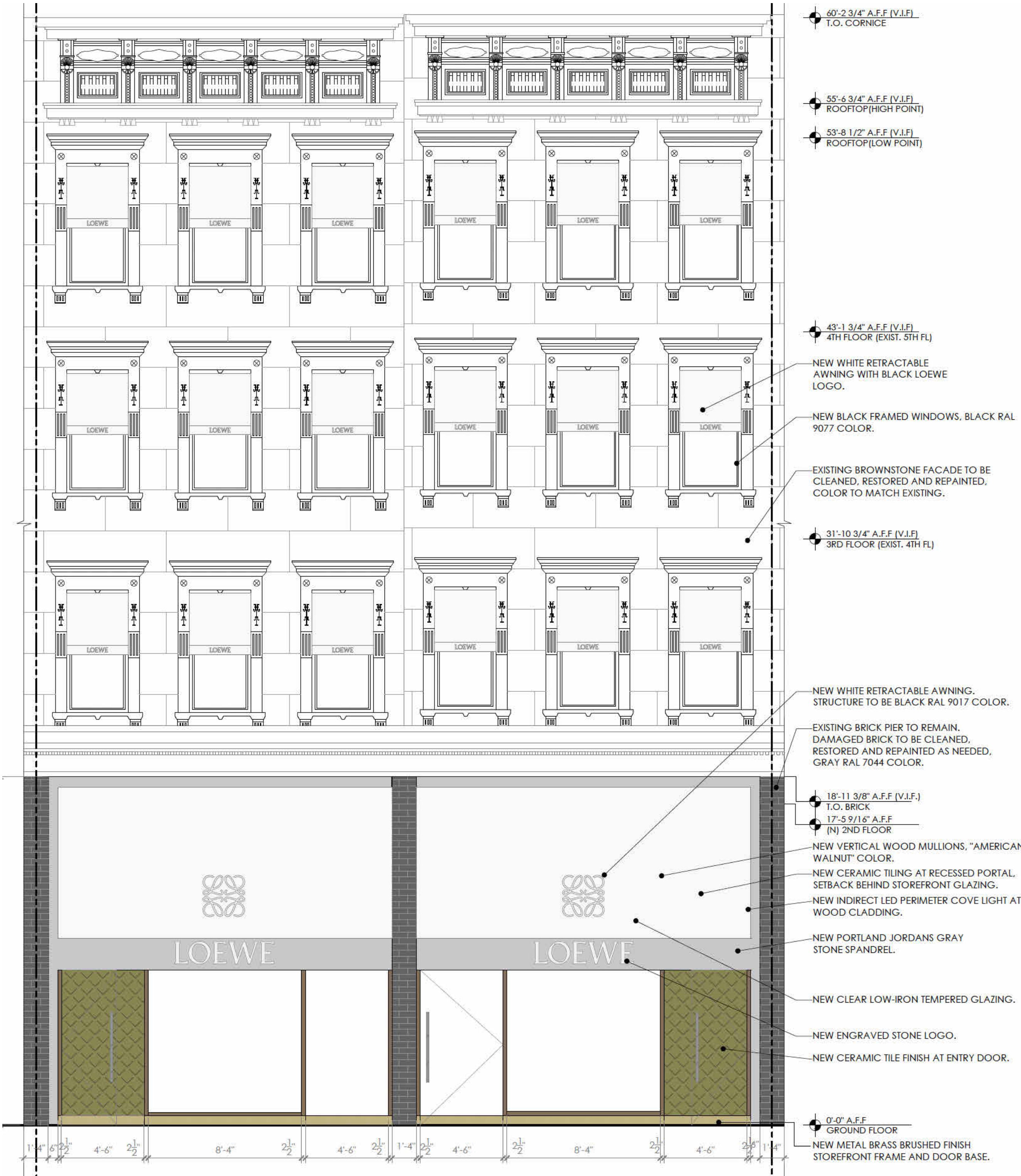


677 and 679 Madison Avenue in 1950.



933 and 935 Madison Avenue in 1940.

HISTORIC COMBINED STOREFRONTS WITHIN ROWS



694-696 Madison Avenue, approved at Public Hearing 2025

APPROVED MADISON AVENUE STOREFRONTS



829 Madison Ave., approved at Public Hearing 2023



690 Madison Ave., approved at Public Hearing 2009

APPROVED MADISON AVENUE STOREFRONTS

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770 Madison Avenue



818 Madison Avenue

APPROVED MADISON AVENUE STOREFRONTS

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Existing



Proposed

CORNER VIEW COMPARISON

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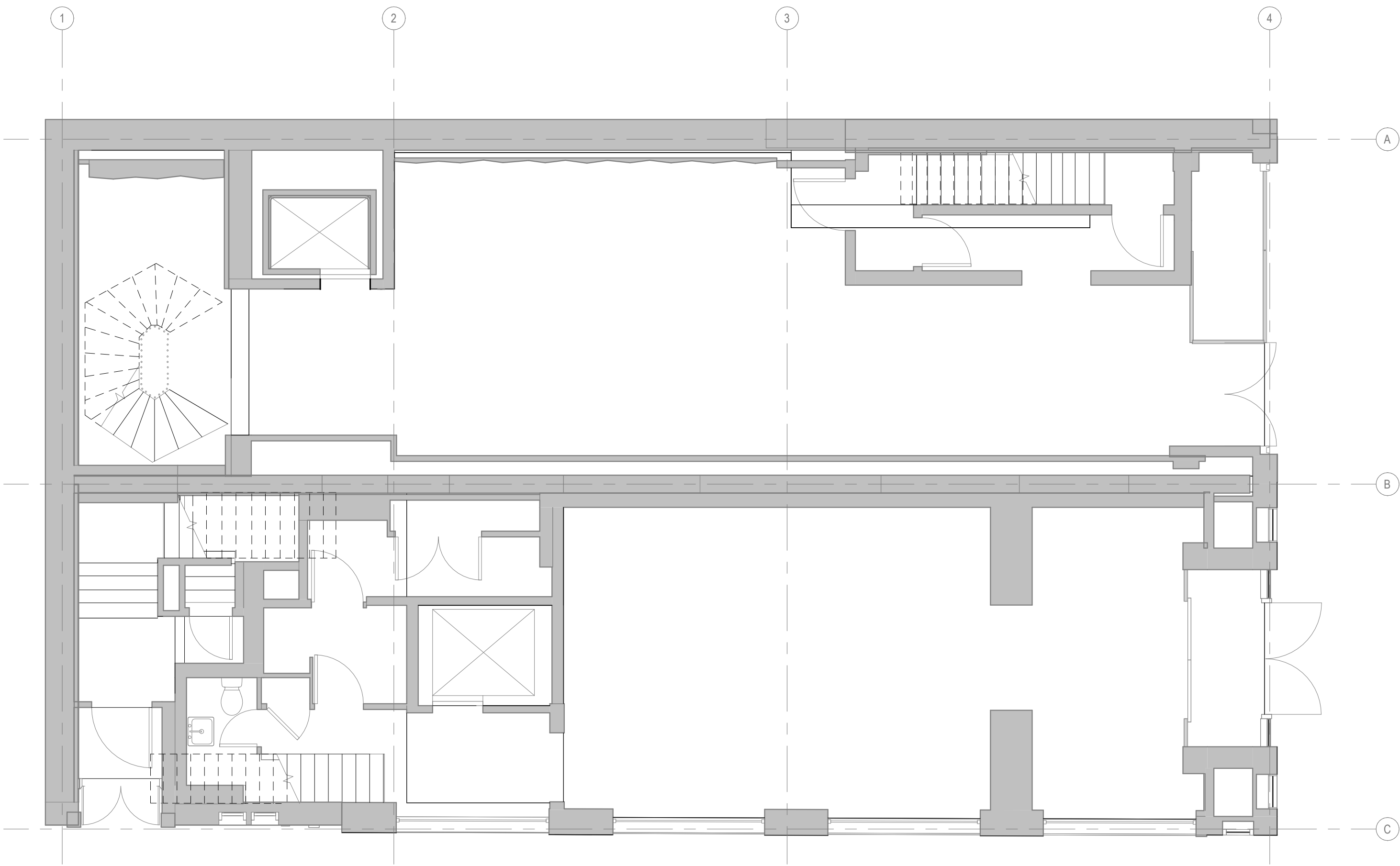
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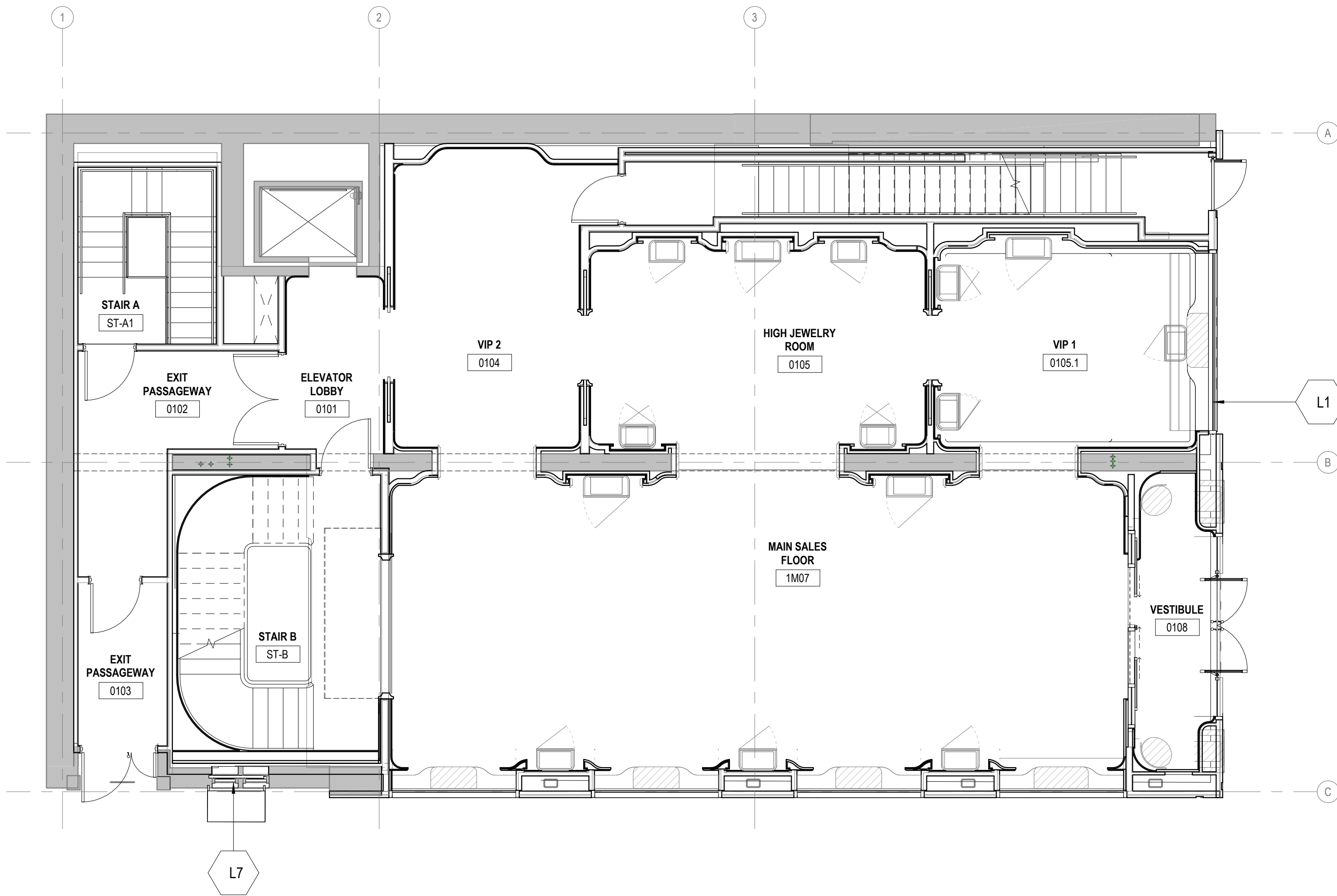
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NO.	NOTE
L1	NEW STOREFRONT CLADDING AND INFILL AT RETAIL LEVELS L1-L2
L7	OBSCURING INTERIOR-APPLIED GREYSCALE WINDOW FILM- 710 MADISON



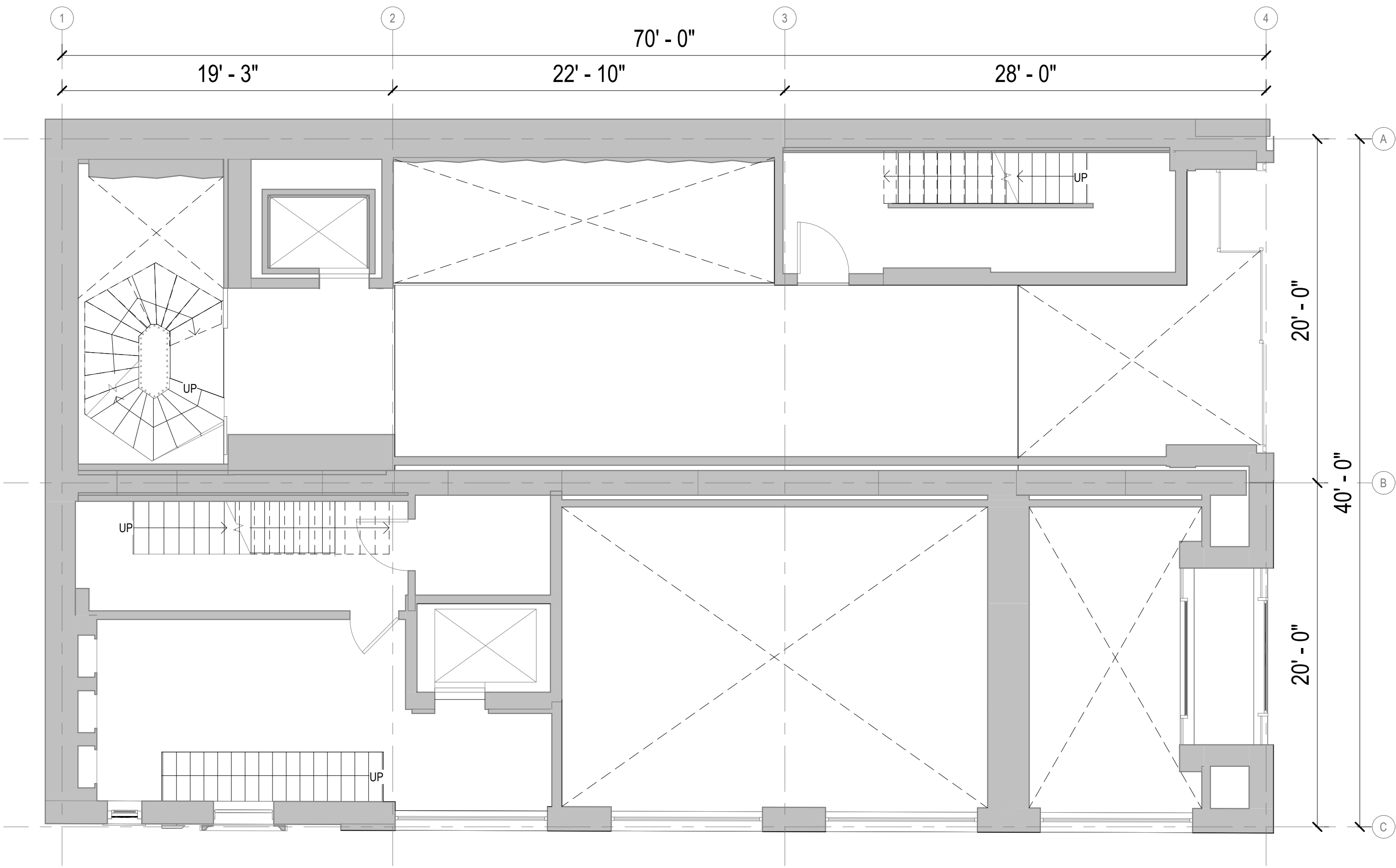
EXISTING FIRST FLOOR



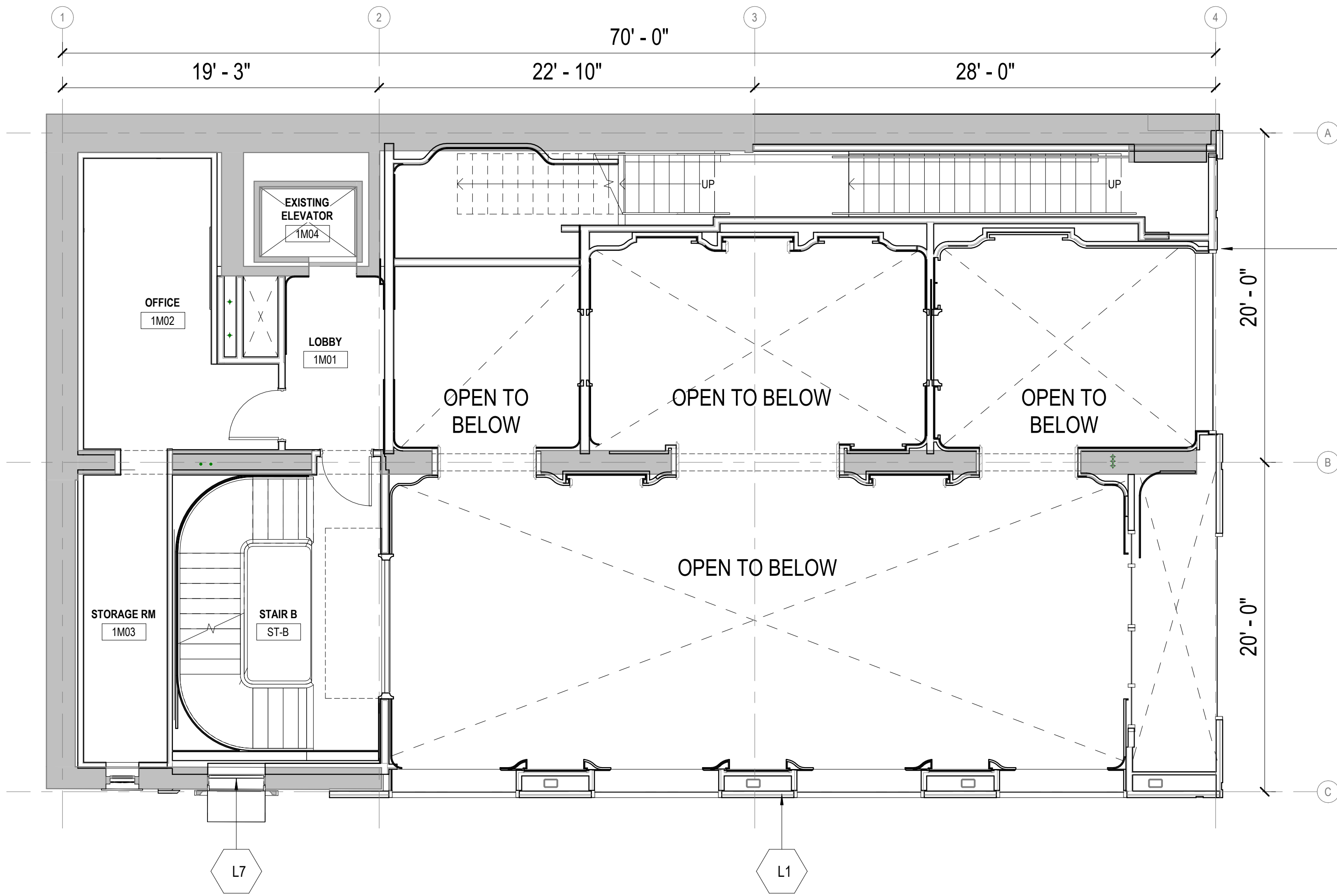
PROPOSED FIRST FLOOR

FIRST FLOOR

NO.	NOTE
L1	NEW STOREFRONT CLADDING AND INFILL AT RETAIL LEVELS L1-L2
L7	OBSCURING INTERIOR-APPLIED GREYSCALE WINDOW FILM- 710 MADISON



EXISTING 1M MEZZANINE FLOOR



PROPOSED 1M MEZZANINE FLOOR

FLOOR 1M MEZZANINE



1 EXISTING ELEVATION - MADISON AVE
1/4" = 1'-0"



2 PROPOSED ELEVATION - MADISON AVE
1/4" = 1'-0"

NO.	NOTE
L1	NEW STOREFRONT CLADDING AND INFILL AT RETAIL LEVELS L1-L2
L3	ALL EXISTING WINDOWS TO BE REPLACED WITH STEEL WINDOWS TO MATCH EXISTING CONFIGURATION, OPERATION, AND PROFILES.

MADISON AVE ELEVATION COMPARISON

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710 & 712 MADISON AVENUE, FROM MADISON AVE



PROPOSED RENDERING OF MADISON AVE ELEVATION

MADISON AVE ELEVATION IMAGE COMPARISON



NEW STONE CORNICE TO
MATCH 710

TRAVERTINE STONE CLADDING

STONE REVEAL IN TRAVERTINE

CLEAR, FIXED GLAZING

SIGNAGE IN METAL

SHOWCASE BEHIND FACADE GLAZING
WITH INTEGRATED LIGHTING

METAL MESH OPERABLE CURTAINS
WITHIN COVE

STONE CONSOLE BEHIND GLAZING.

CROSS CUT TRAVERTINE BASE

MASONRY, RAL 075 93 05,
VANILLA WHITE

STAINLESS STEEL,
PVD FINISH
"CHAMPAGNE
GOLD"

VEIN CUT HONED TRAVERTINE
SAMPLE

CROSS CUT HONED
TRAVERTINE SAMPLE



2 STONE MOTIF AT WINDOW TRIM
6" = 1'-0"

MADISON AVENUE ELEVATION MATERIALITY

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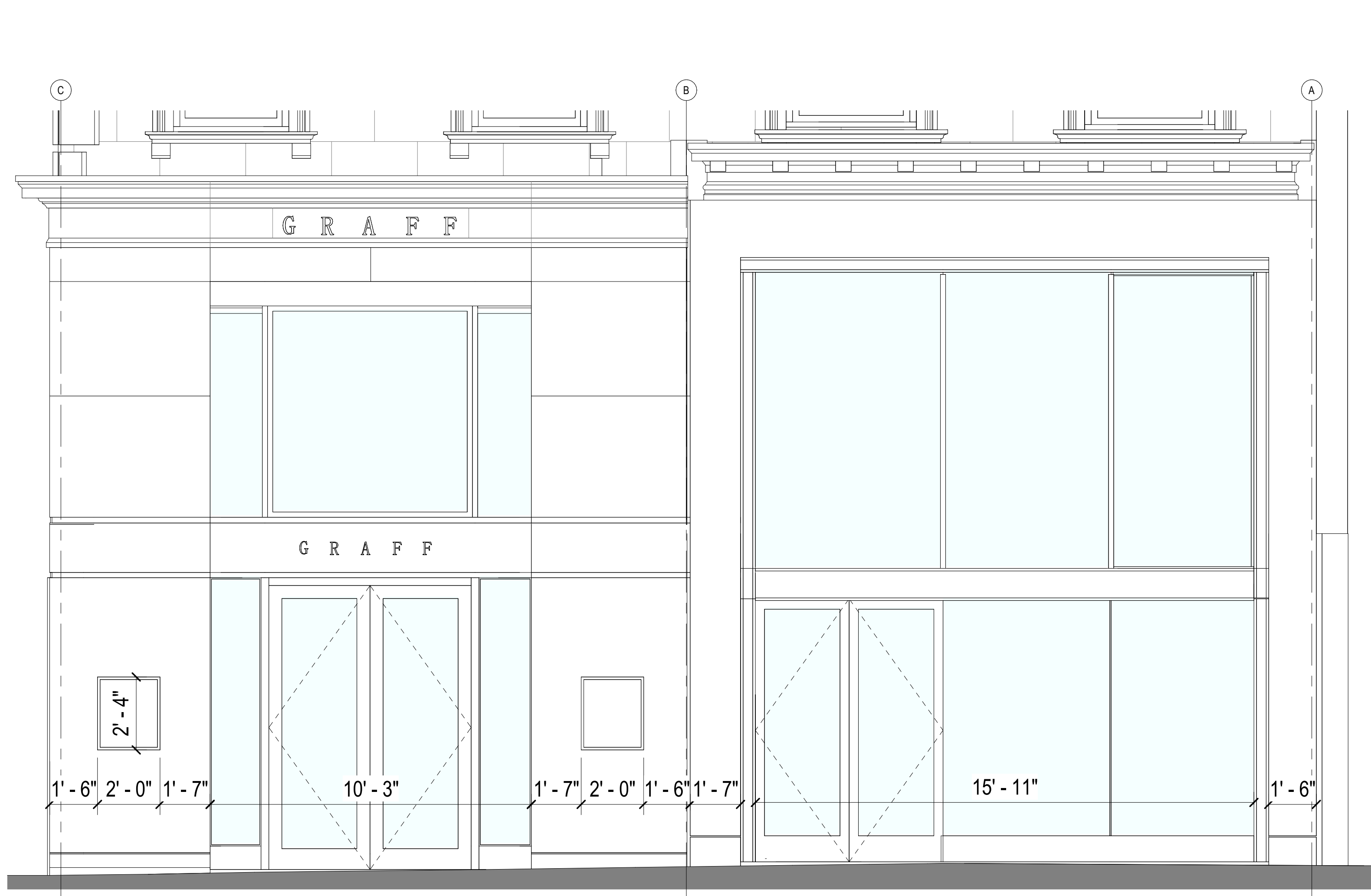
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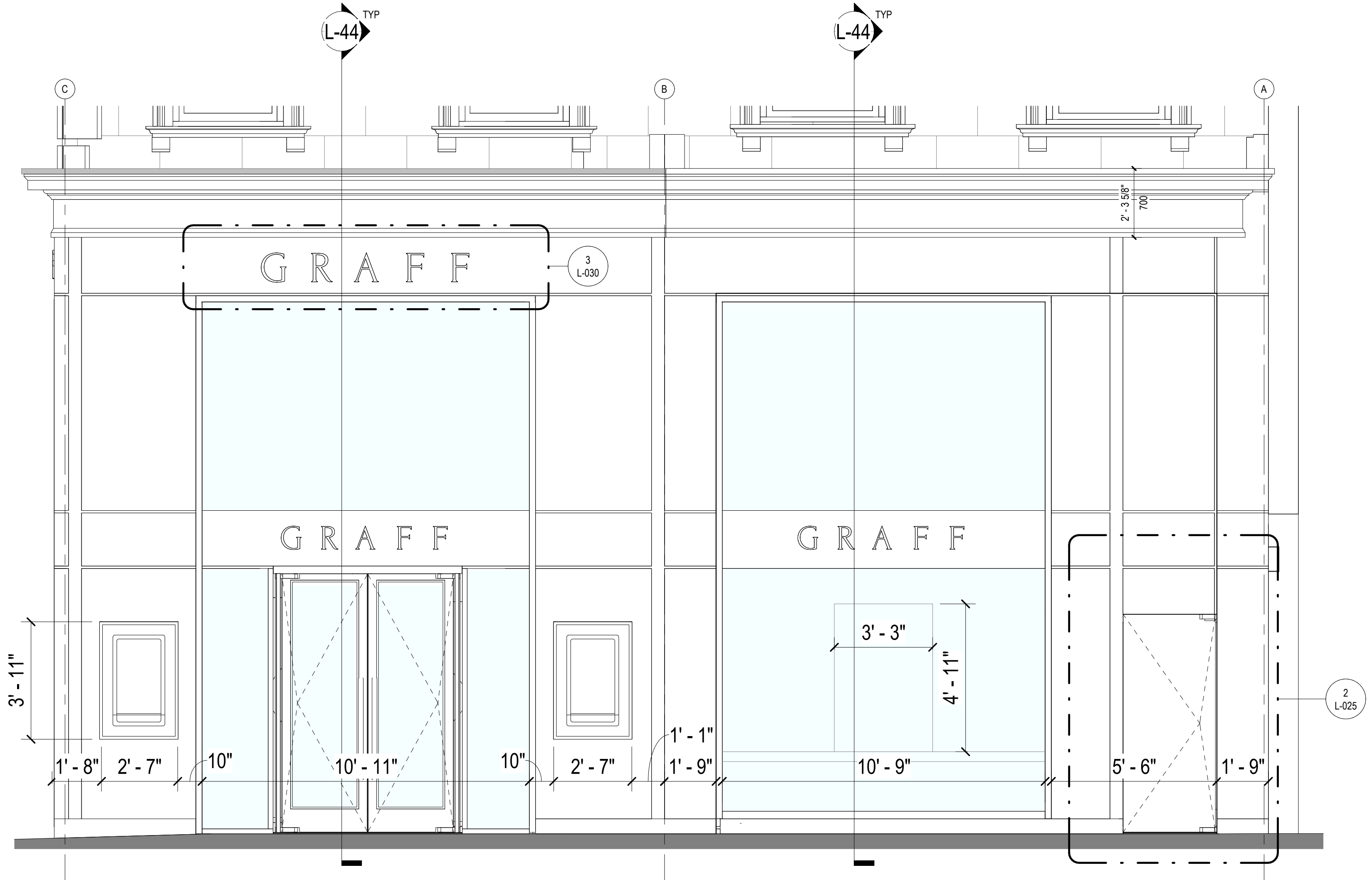
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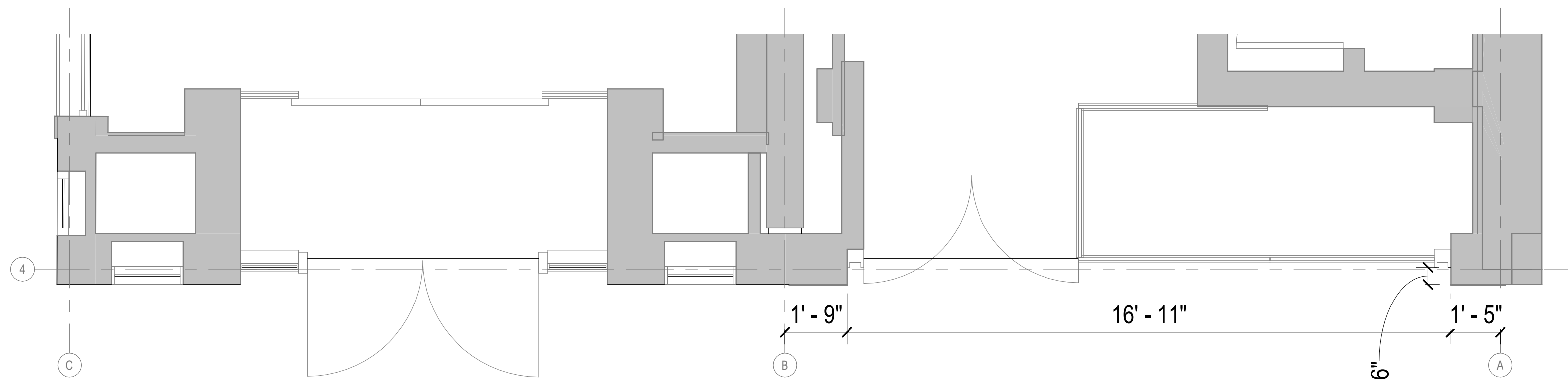
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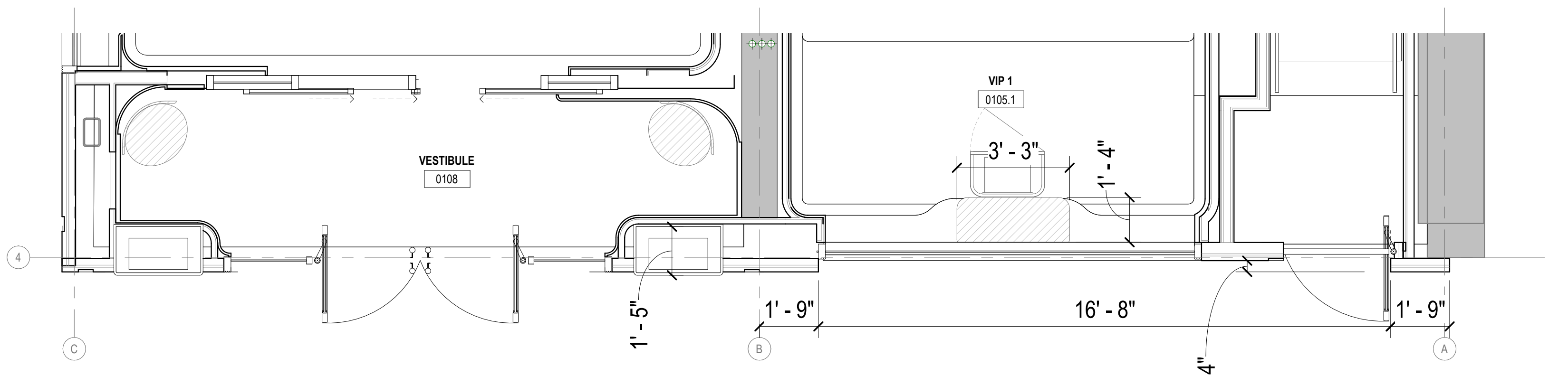
2 EXISTING ENLARGED ELEVATION AT MADISON AVE
3/8" = 1'-0"



1 PROPOSED ENLARGED ELEVATION AT MADISON AVE
3/8" = 1'-0"



6 EXISTING ENLARGED PLAN -MADISON AVE
3/8" = 1'-0"



11 PROPOSED ENLARGED PLAN -MADISON AVE
3/8" = 1'-0"

ENLARGED ELEVATIONS - MADISON AVE

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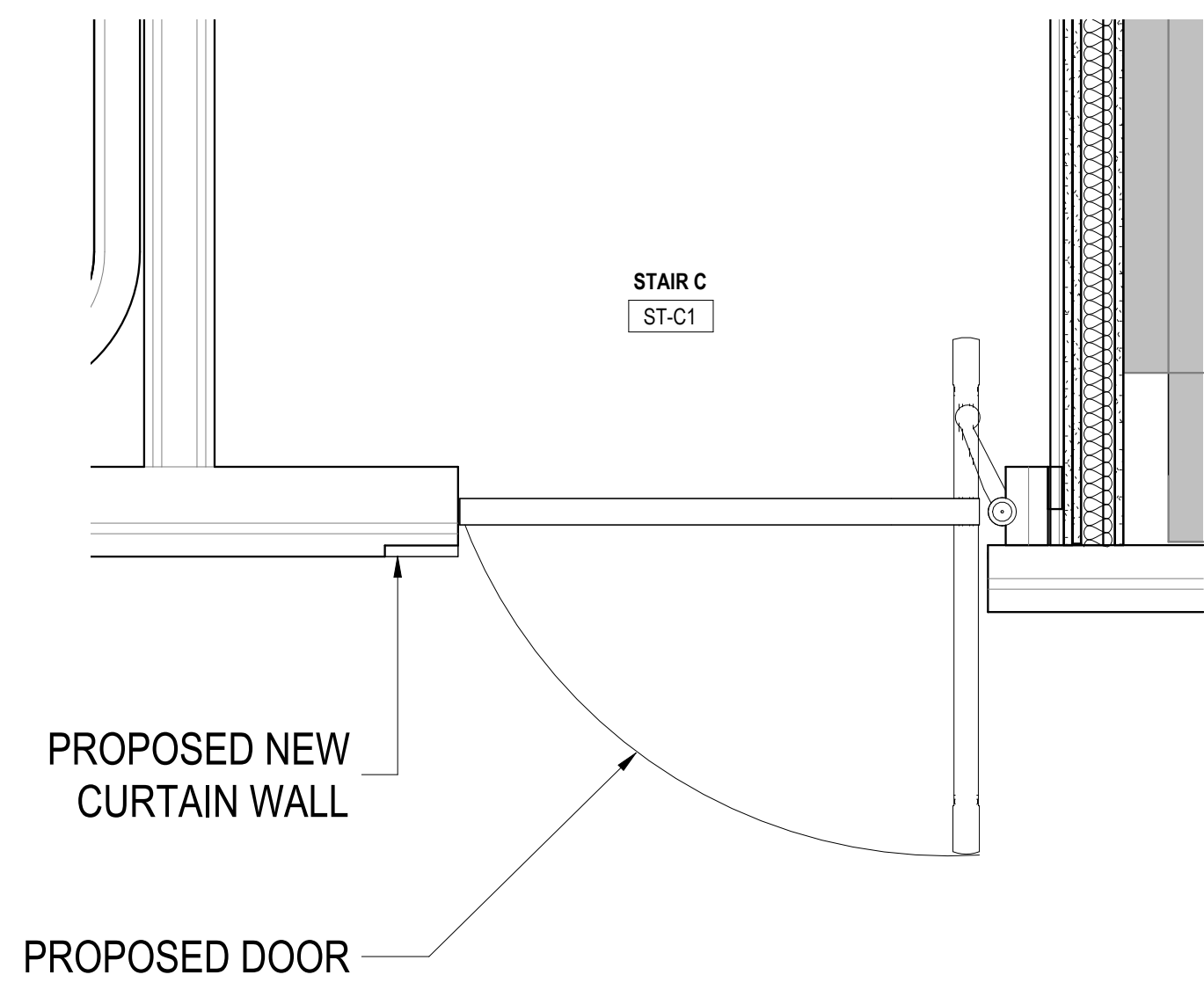
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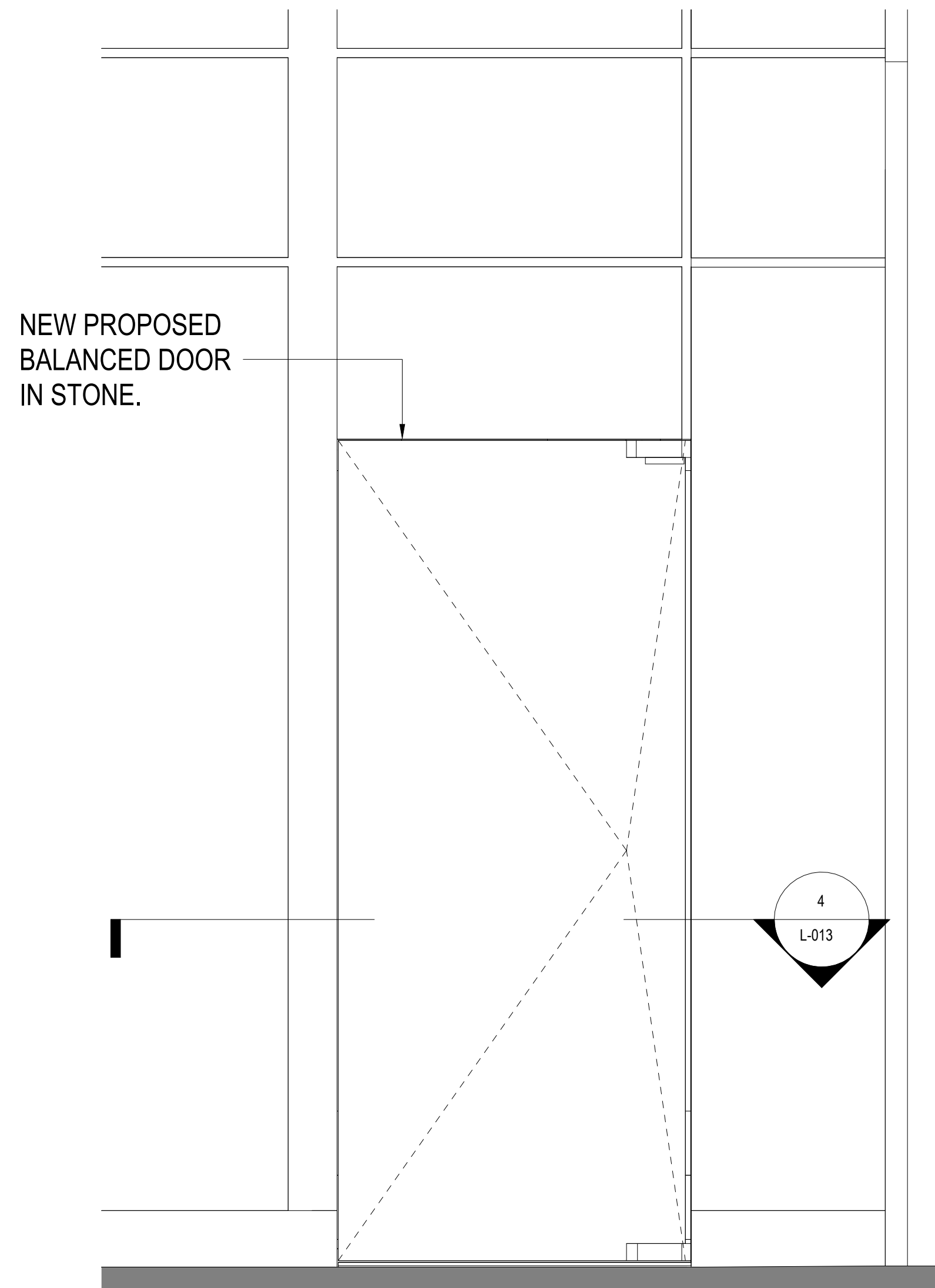
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1 STONE BALANCED DOOR DETAIL
1" = 1'-0"



2 STONE BALANCED DOOR ELEVATION
1" = 1'-0"

ENLARGED ELEVATIONS - EXIT DOOR

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NO.	NOTE
L1	NEW STOREFRONT CLADDING AND INFILL AT RETAIL LEVELS L1-L2
L2	NON-HISTORICAL WINDOW OPENINGS TO BE INFILLED AT 710 MADISON.
L3	ALL EXISTING WINDOWS TO BE REPLACED WITH STEEL WINDOWS TO MATCH EXISTING CONFIGURATION, OPERATION, AND PROFILES.
L7	OBSCURING INTERIOR-APPLIED GREYSCALE WINDOW FILM- 710 MADISON



EAST 63RD ST. ELEVATION COMPARISON

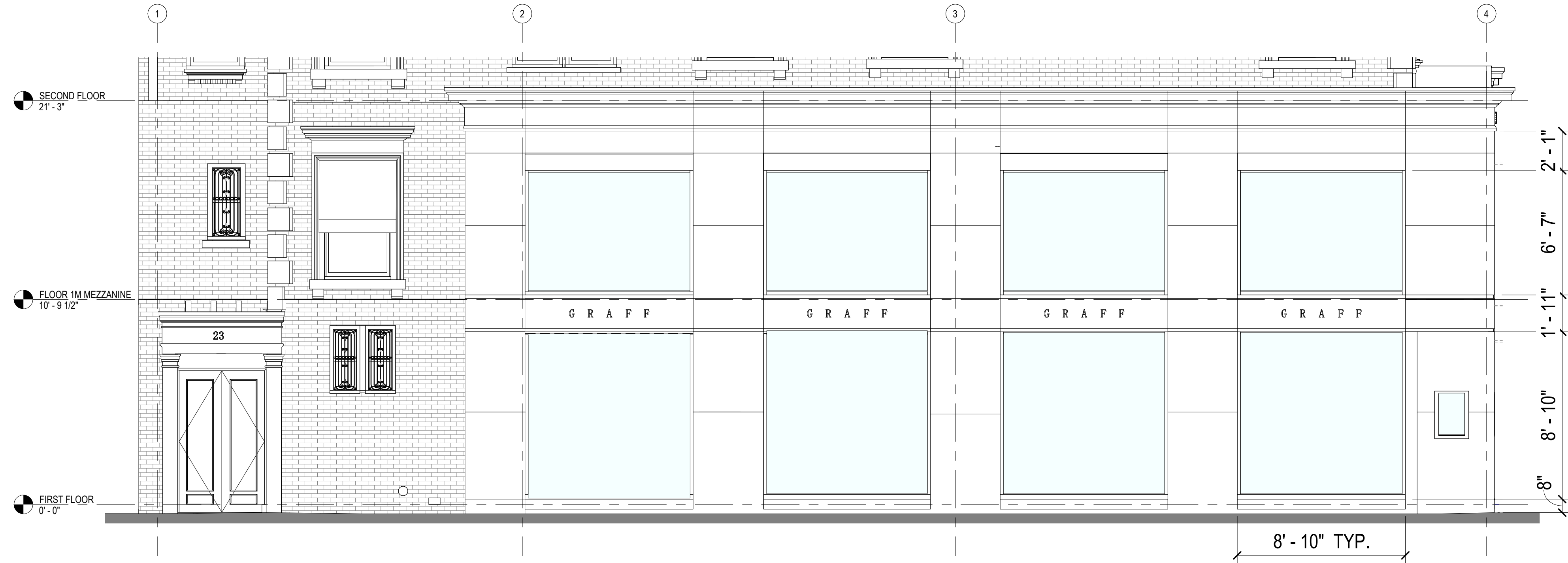


710 MADISON AVENUE, FROM E. 63RD ST

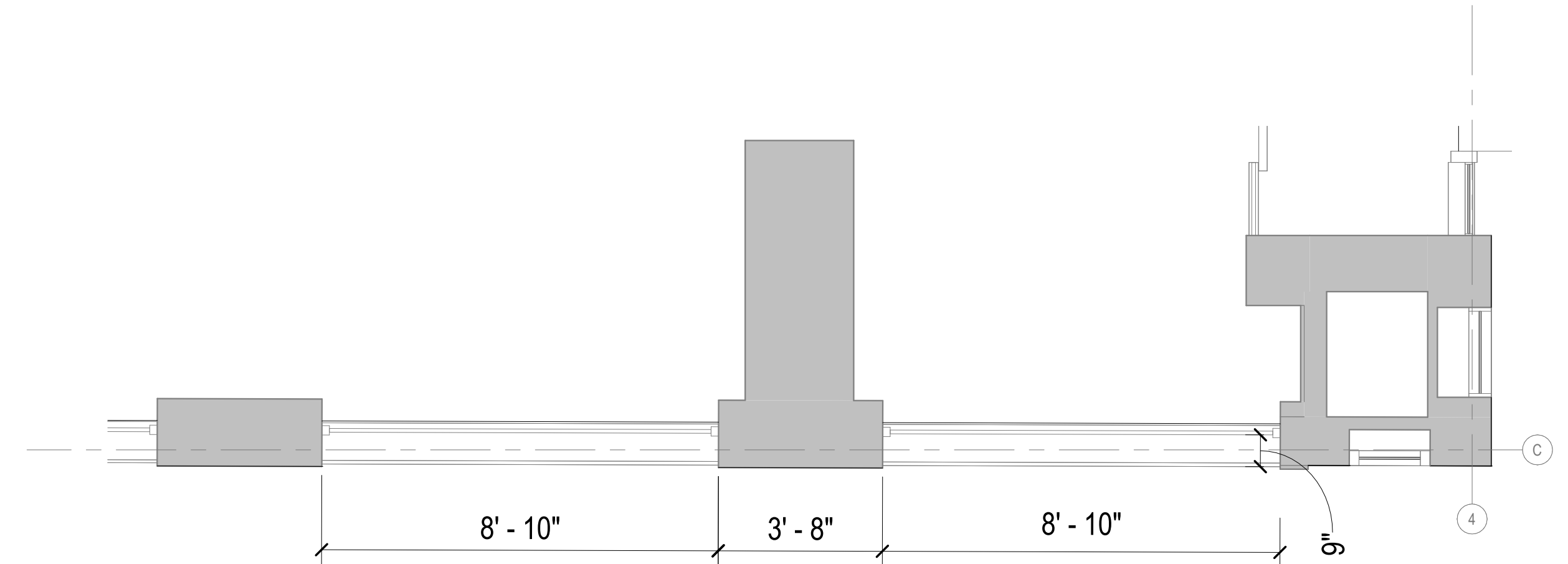


PROPOSED RENDERING OF E 63RD ST ELEVATION

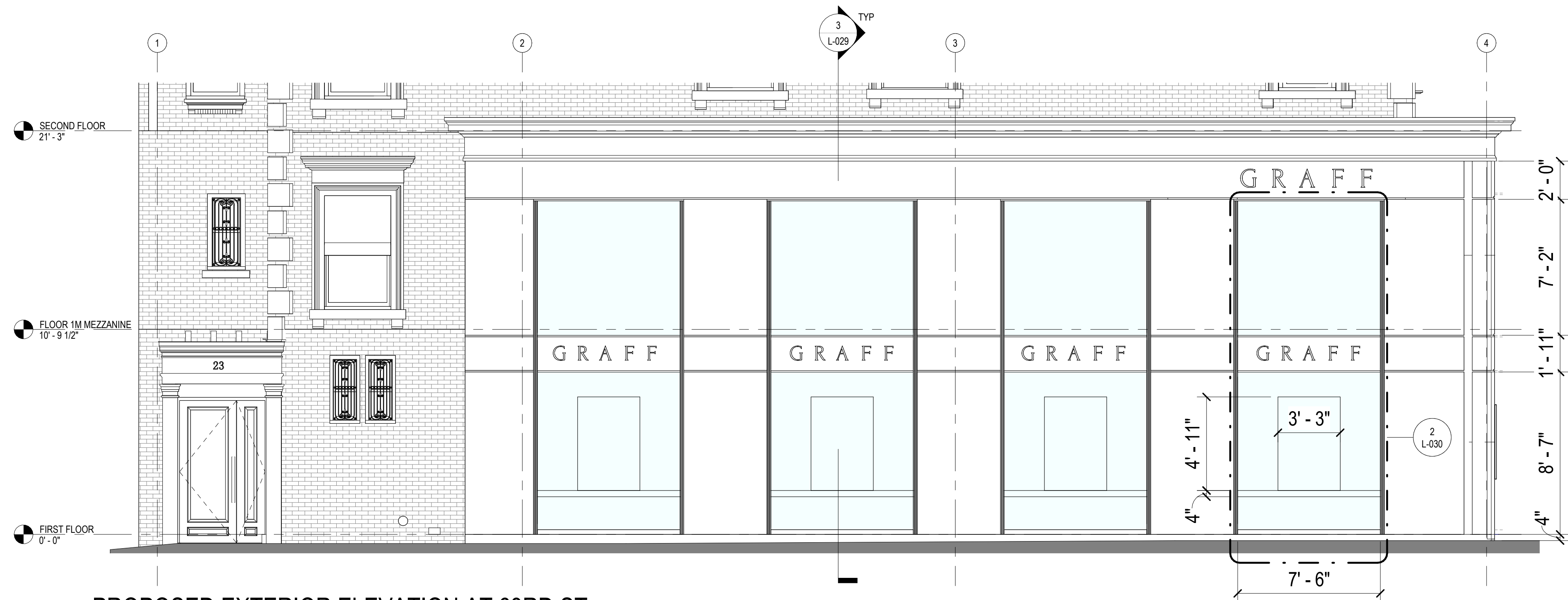
EAST 63RD ST. ELEVATION IMAGE COMPARISON



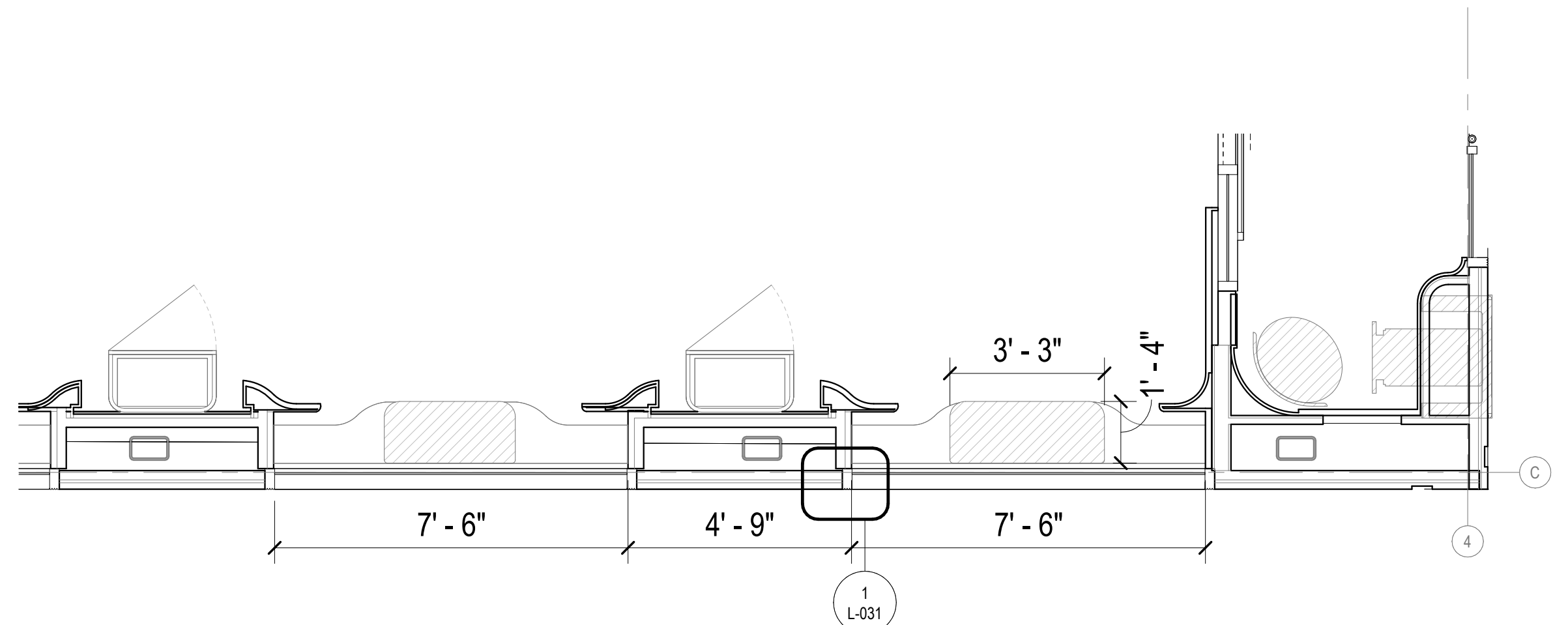
1 EXISTING EXTERIOR ELEVATION -63RD
1/4" = 1'-0"



5 EXISTING ENLARGED PLAN - TYP. STOREFRONT 63RD ST
3/8" = 1'-0"



2 PROPOSED EXTERIOR ELEVATION AT 63RD ST.
1/4" = 1'-0"



3 PROPOSED ENLARGED PLAN - TYP. STOREFRONT 63RD ST
3/8" = 1'-0"

ENLARGED ELEVATIONS - 63RD ST

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DRAWING NO: L-028.00

LOGO / FRONT: POLISHED
CHAMPAGNE GOLD STAINLESS
& SIDE: TRAVERTINE

TEXTURED CARVED TRAVERTINE
MOLDING HIGHLIGHTED WITH
CHAMPAGNE GOLD METAL TRIM

TRAVERTINE
WINDOW SECURITY GLASS
RECESSED FRAME

PELMET / TRAVERTINE
OPEN VEIN
LOGO / FRONT: CHAMPAGNE
GOLD METAL
& SIDE TRAVERTINE

WINDOW SECURITY GLASS
RECESSED FRAME

FACADE SHOWCASE

POLISHED CHAMPAGNE GOLD PVD
COATED STAINLESS STEEL

TRAVERTINE
CONSOLE

FIRST FLOOR

PAVEMENT LINE

SKIRTING IN CROSS
CUT TRAVERTINE

PROPOSED SECTION THROUGH 63RD ST FACADE

LOGO / FRONT: POLISHED CHAMPAGNE
GOLD STAINLESS &
SIDE: TRAVERTINE

TEXTURED CARVED TRAVERTINE
MOLDING HIGHLIGHTED WITH
CHAMPAGNE GOLD METAL TRIM

OPERABLE GOLD MESH CURTAIN

TRAVERTINE
OPEN VEIN

POLISHED CHAMPAGNE GOLD PVD
COATED STAINLESS STEEL

WINDOW SECURITY GLASS
RECESSED FRAME

PELMET: TRAVERTINE OPEN VEIN
LOGO / FRONT: POLISHED CHAMPAGNE
GOLD STAINLESS & SIDE: TRAVERTINE

VESTIBULE CEILING
DESIGN: TBC

ENTRY DOOR

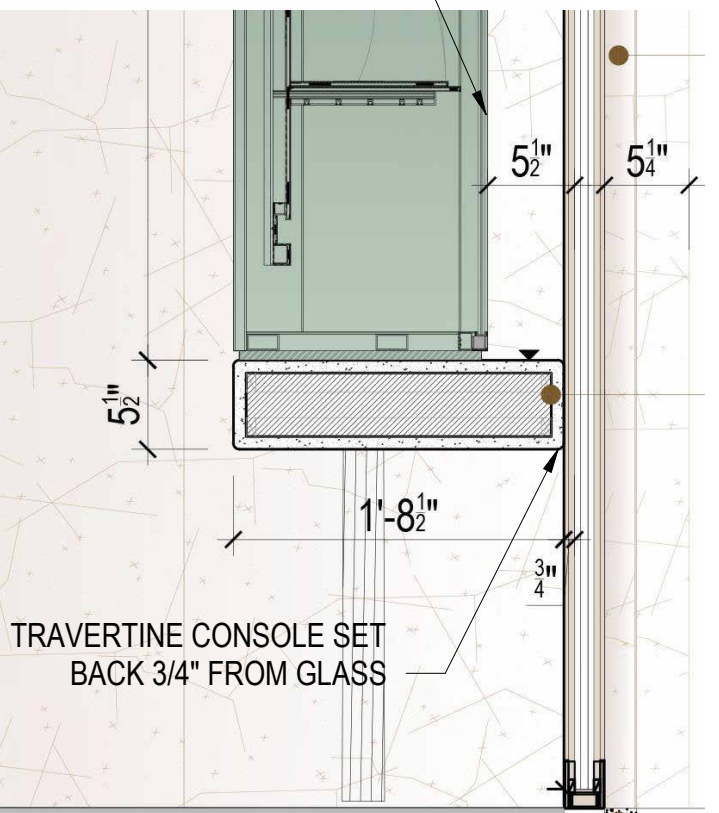
DOOR HANDLE

FIRST FLOOR

PAVEMENT LINE

PROPOSED SECTION THROUGH 710 MADISON AVE

VITRINE SET BACK
5 1/2" FROM GLASS



4 VITRINE SET BACK
1" = 1'-0"

TRAVERTINE

OPERABLE GOLD MESH CURTAIN

TRIM: POLISHED CHAMPAGNE GOLD
PVD COATED STAINLESS STEEL

SECURITY GLASS
RECESSED WINDOW FRAME
TRAVERTINE

PELMET / TRAVERTINE
OPEN VEIN
LOGO / FRONT: POLISHED
CHAMPAGNE GOLD STAINLESS &
SIDE: TRAVERTINE

FACADE SHOWCASE

TRIM: POLISHED CHAMPAGNE GOLD
PVD COATED STAINLESS STEEL

WINDOW
SECURITY GLASS
TRAVERTINE

HANGING TRAVERTINE
TABLE

FIRST FLOOR

PAVEMENT LINE

SKIRTING IN CROSS CUT
TRAVERTINE

PROPOSED SECTION THROUGH 712 MADISON

ENLARGED FACADE SECTIONS & DETAILS

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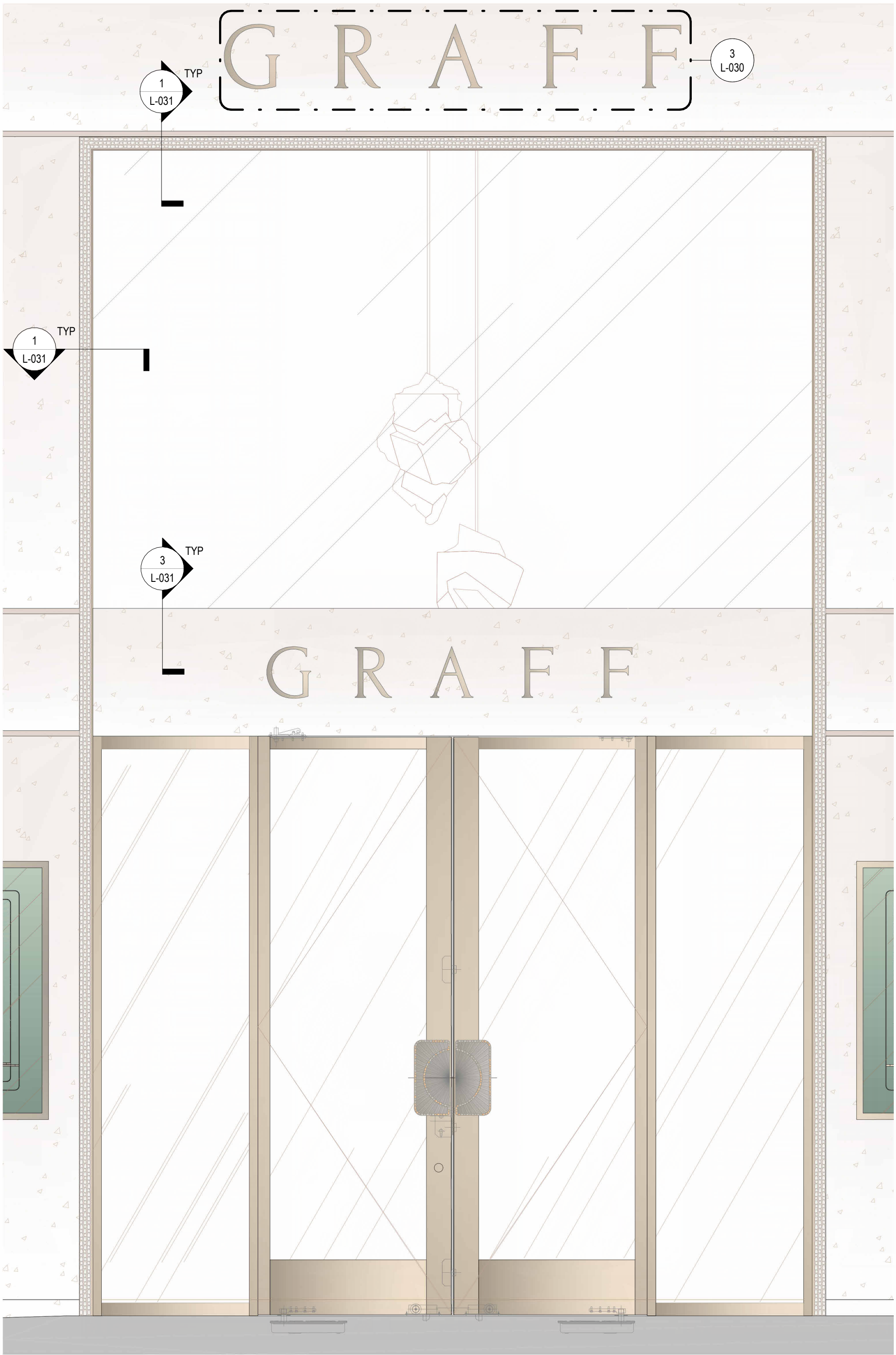
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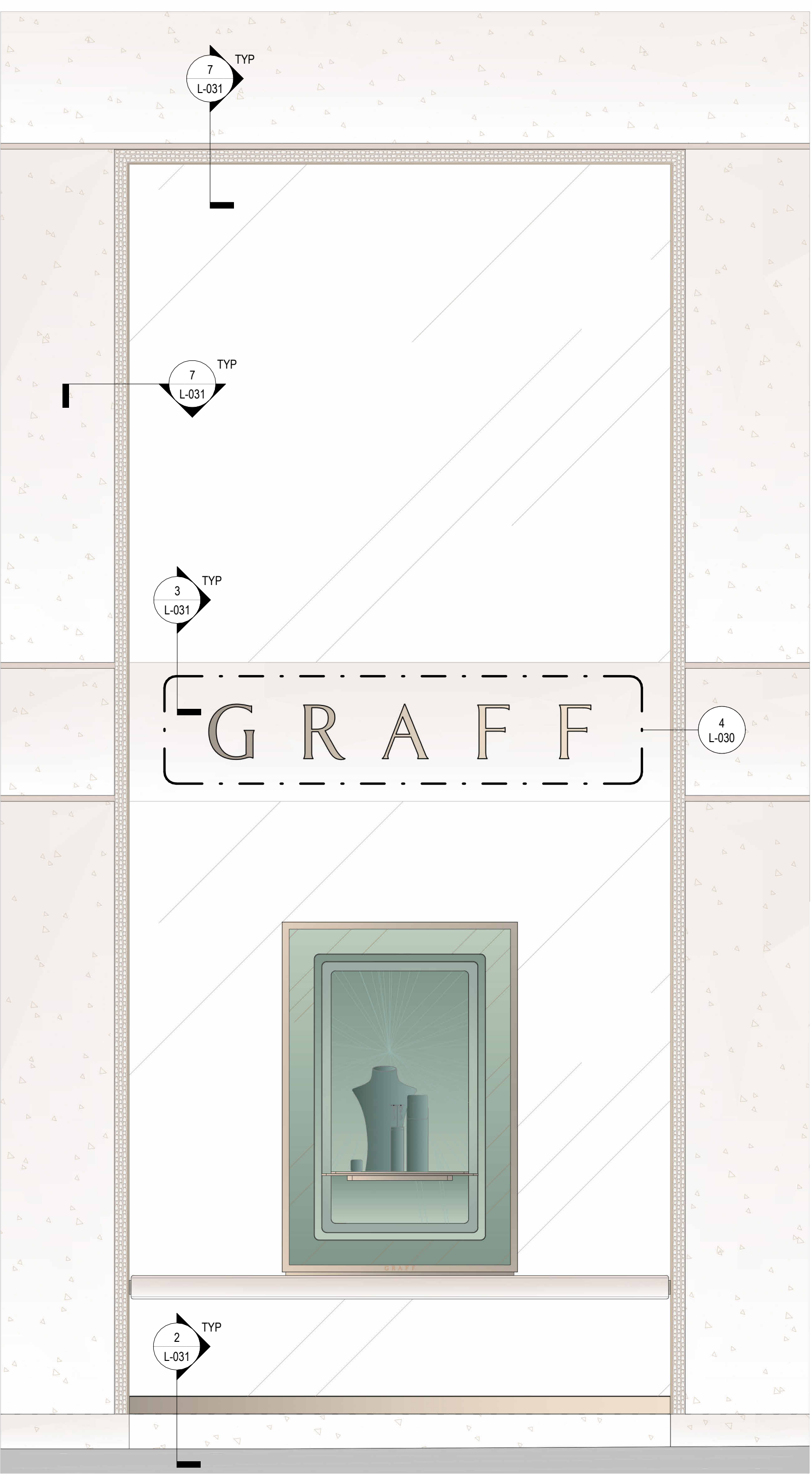
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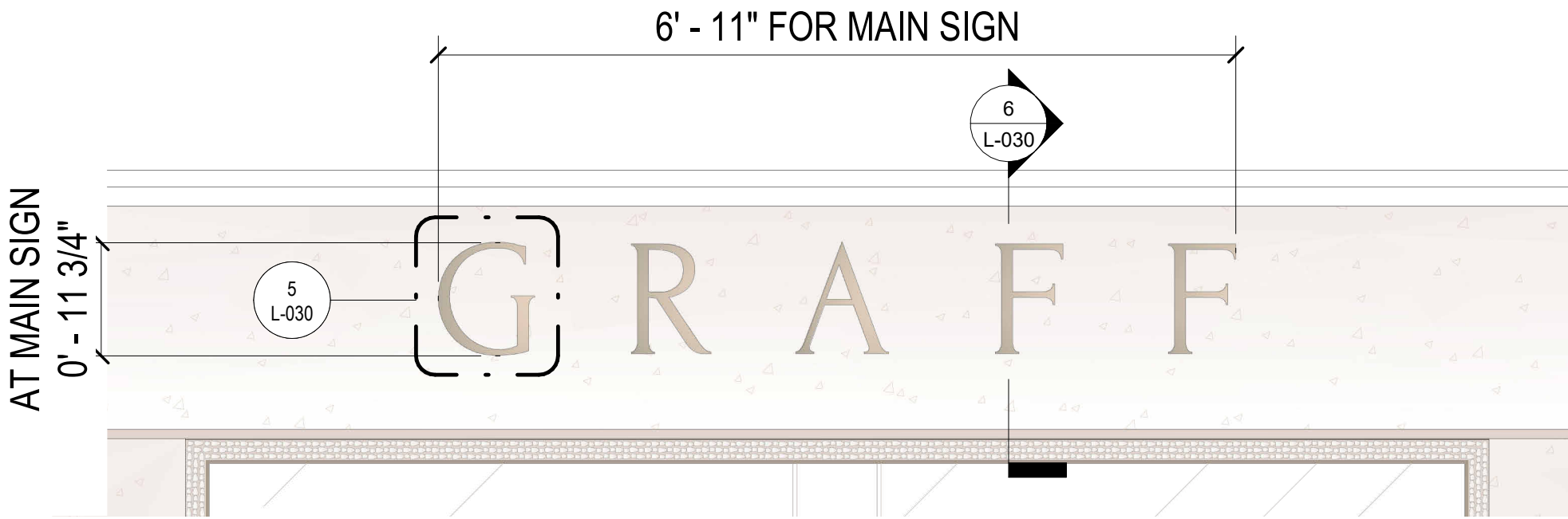
DRAWING NO: L-029.00



1. STOREFRONT ENTRY OF 710 MADISON



2. TYPICAL STOREFRONT ON 63RD SIDE



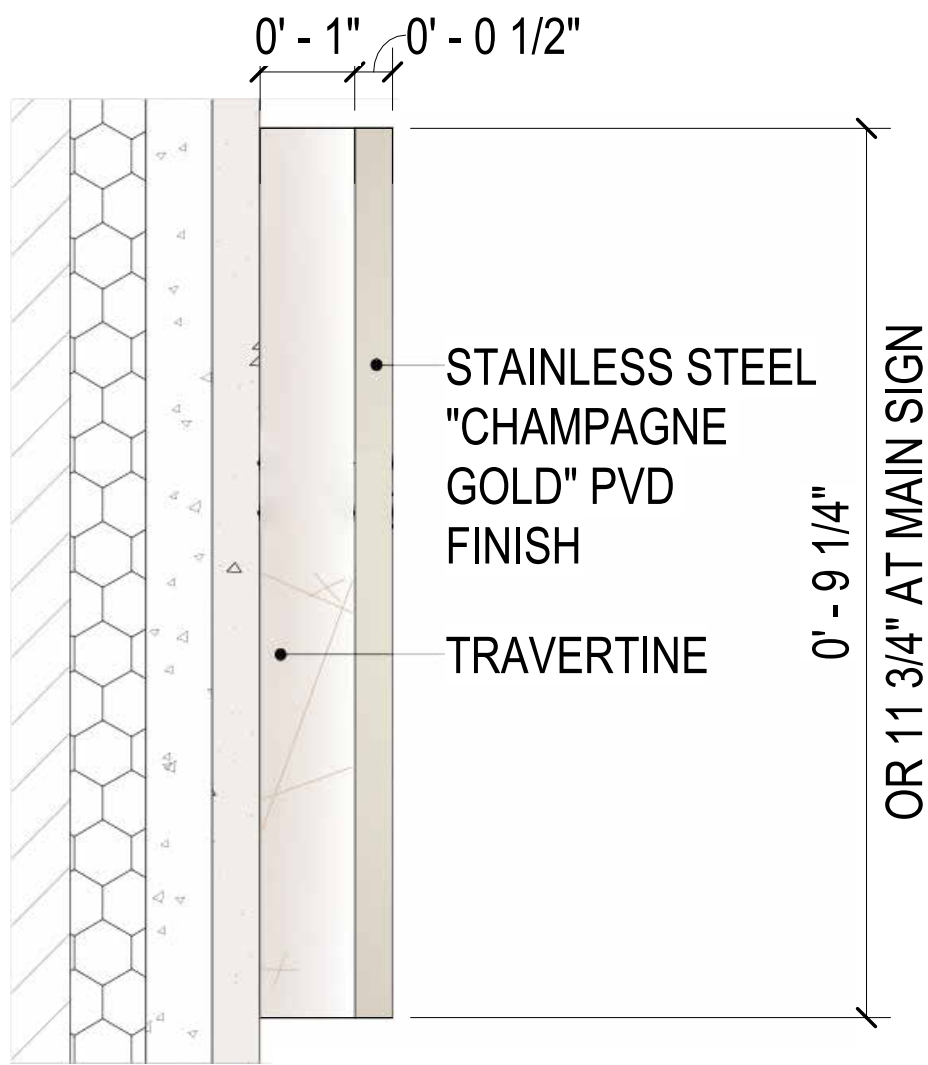
3 ENLARGED SIGNAGE VIEW
3/4" = 1'-0"



4 ENLARGED SECONDARY SIGNAGE
3/4" = 1'-0"



5 SIGNAGE LETTERING DETAIL
6" = 1'-0"



6 SIGNAGE SECTION
6" = 1'-0"

SIGNAGE DETAILS

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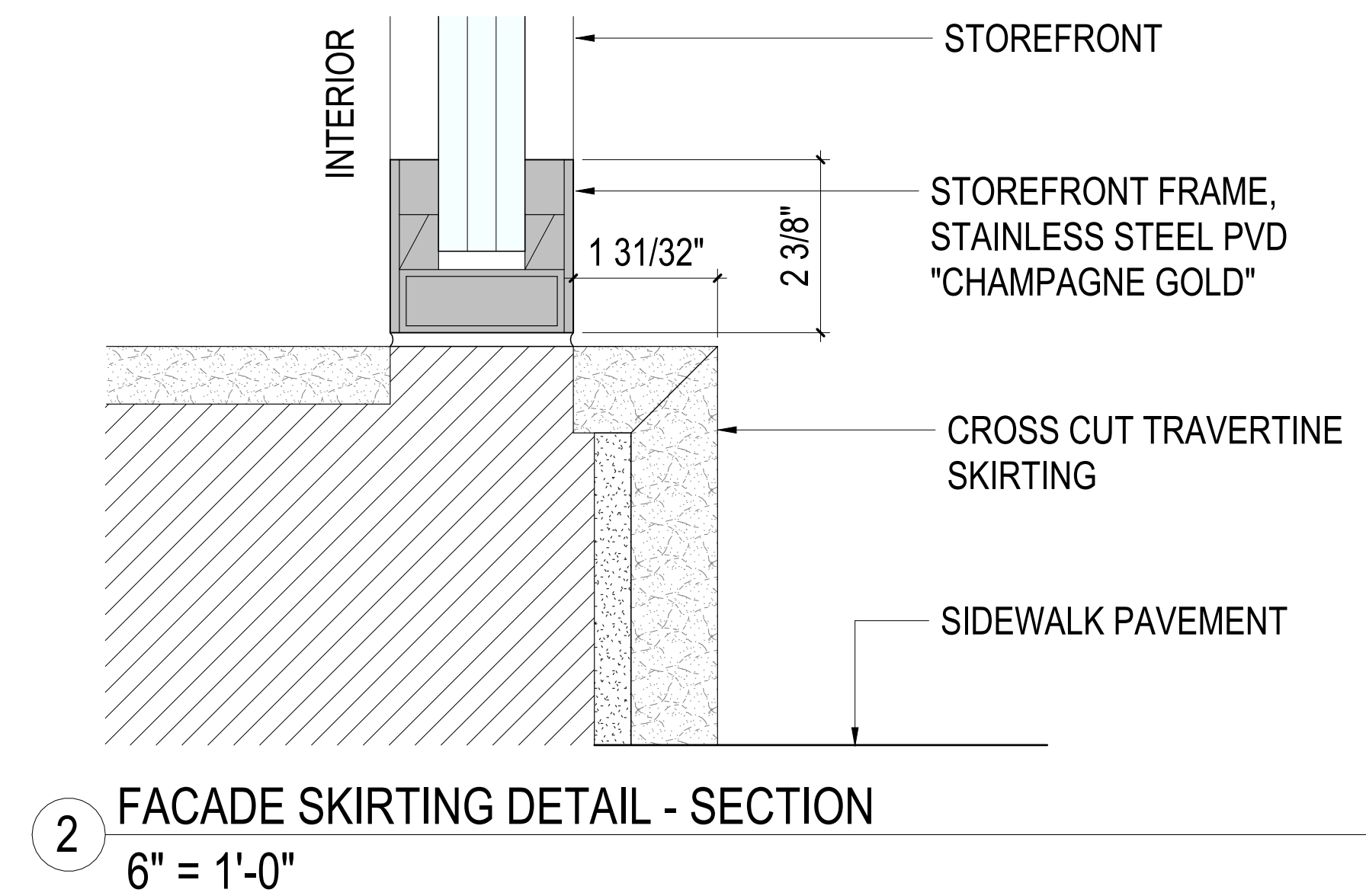
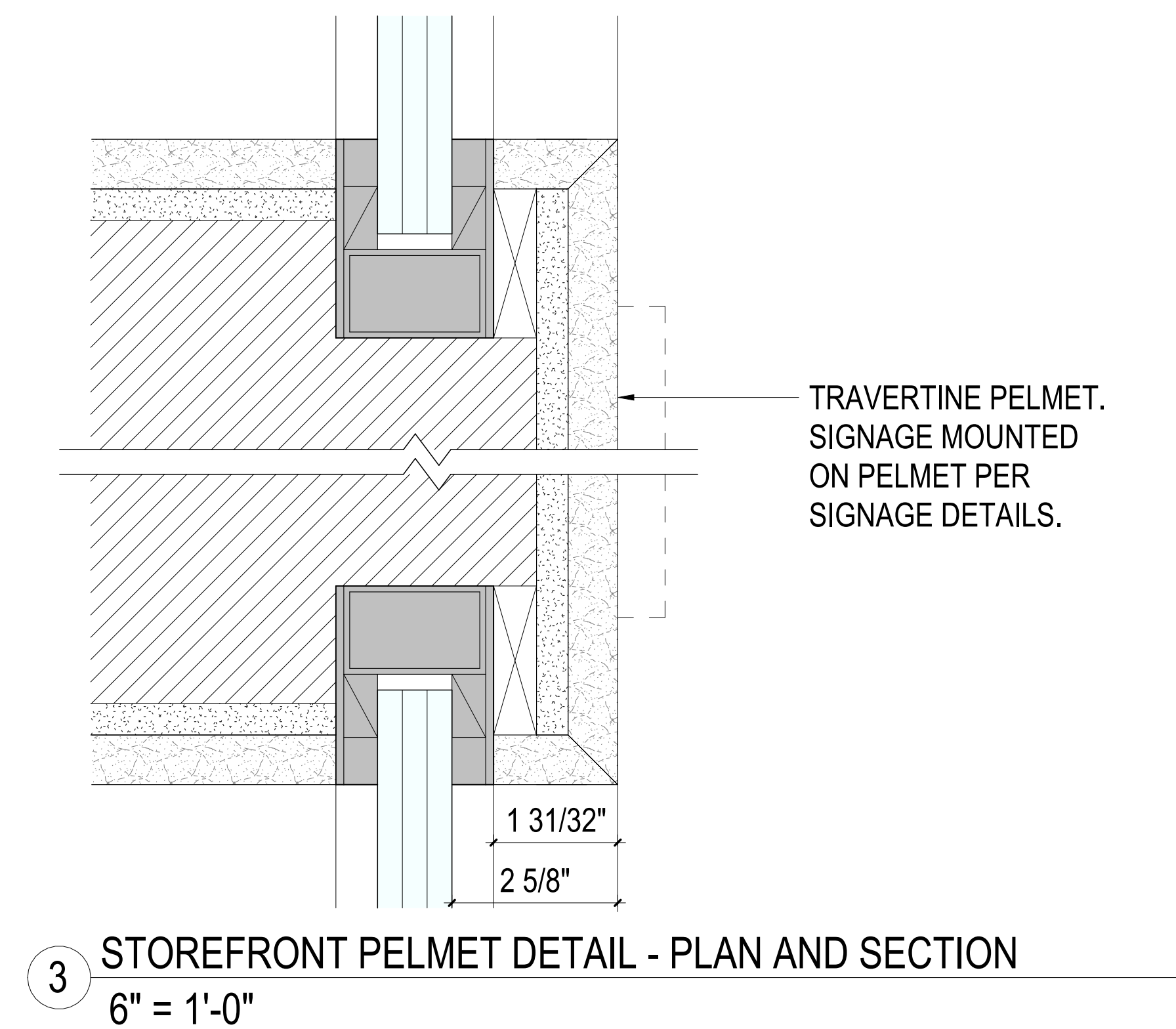
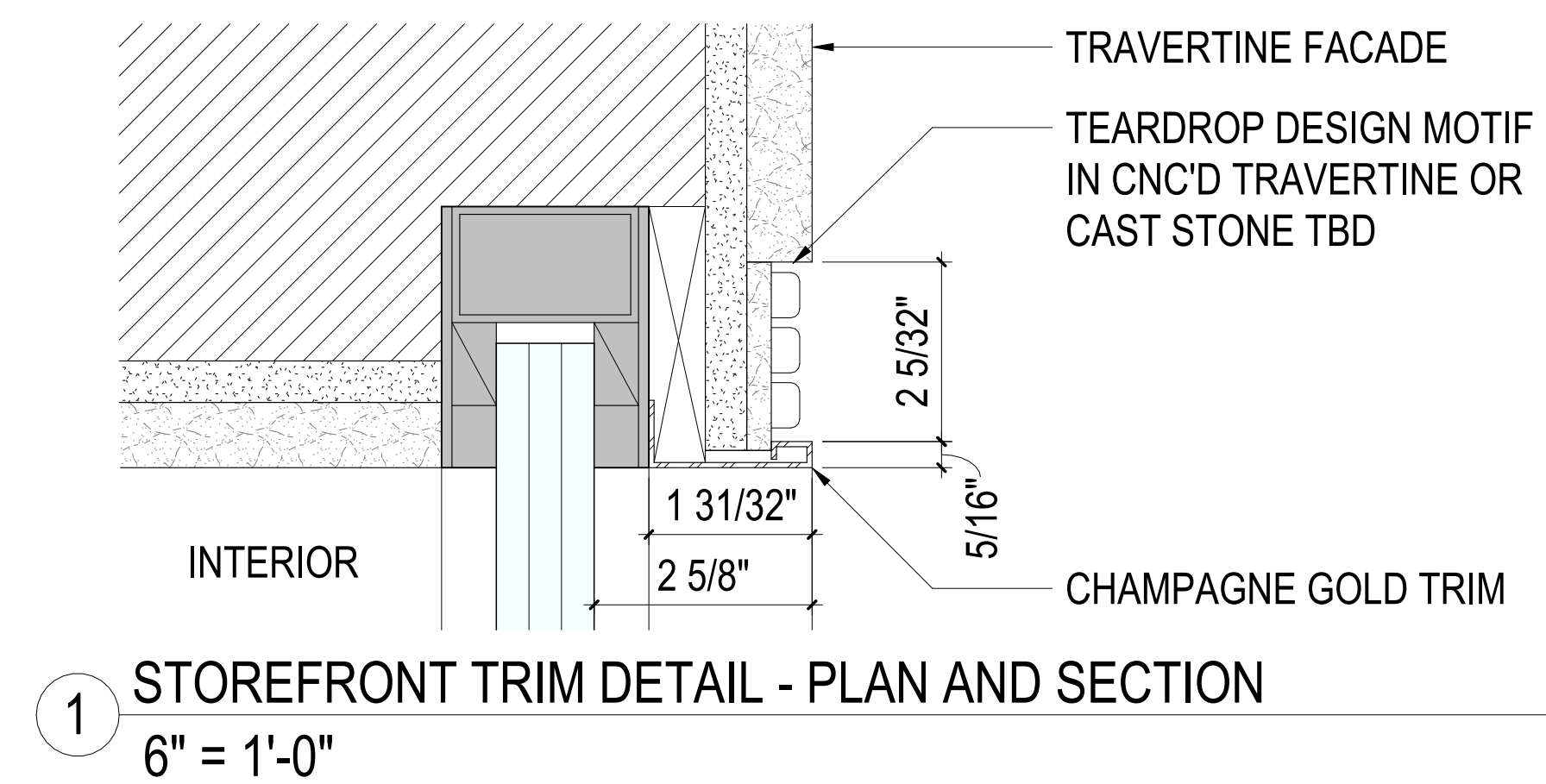
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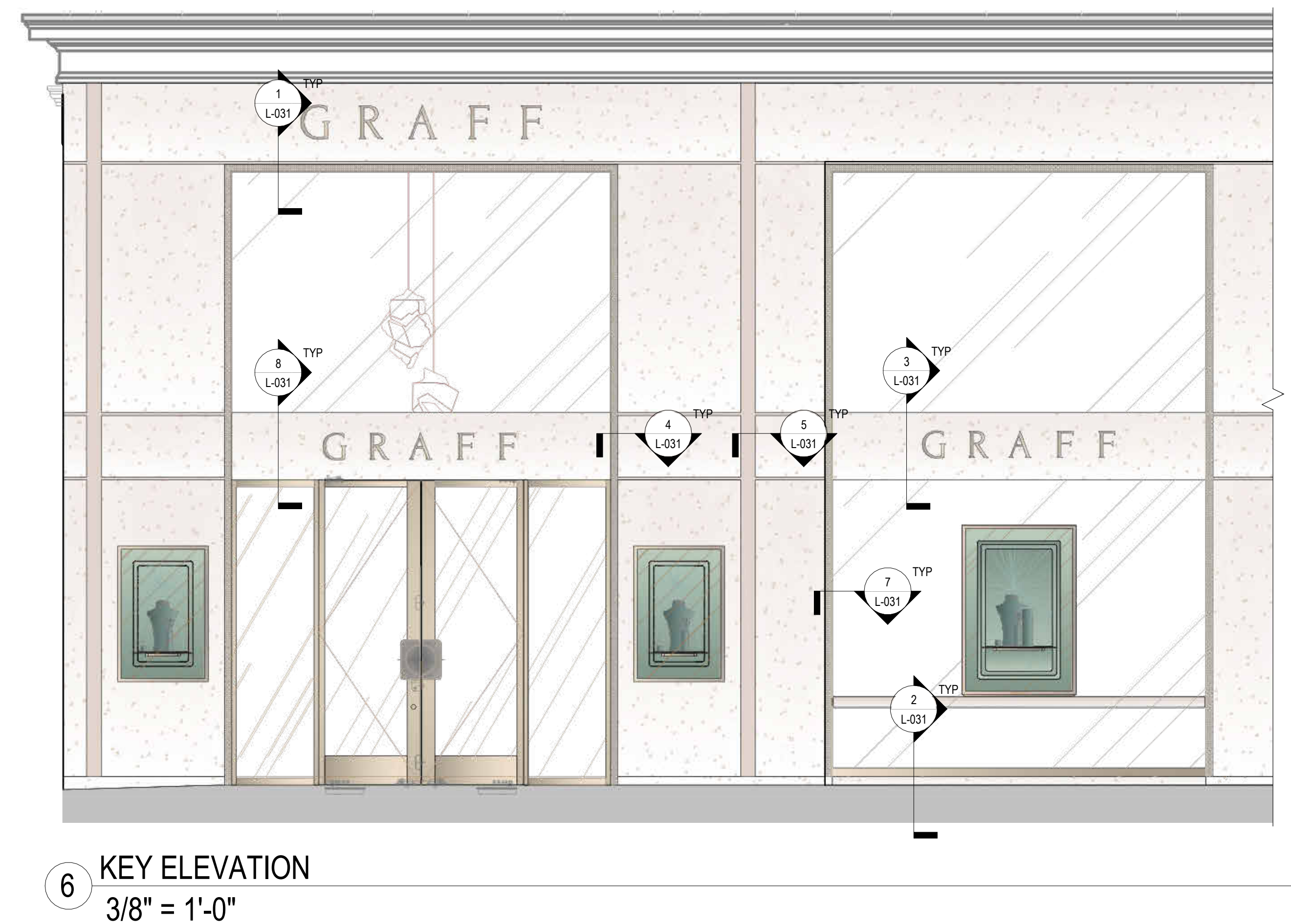
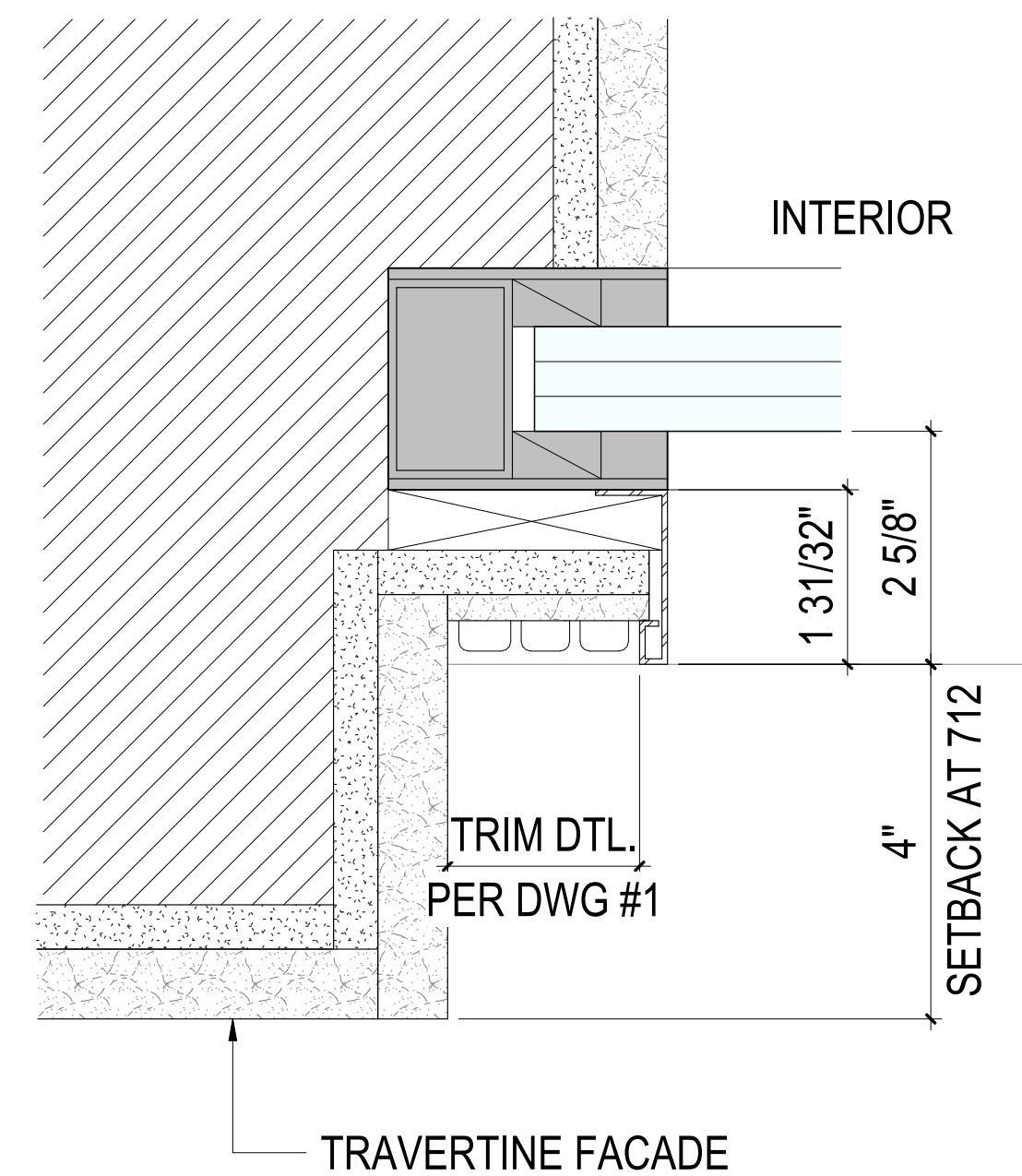
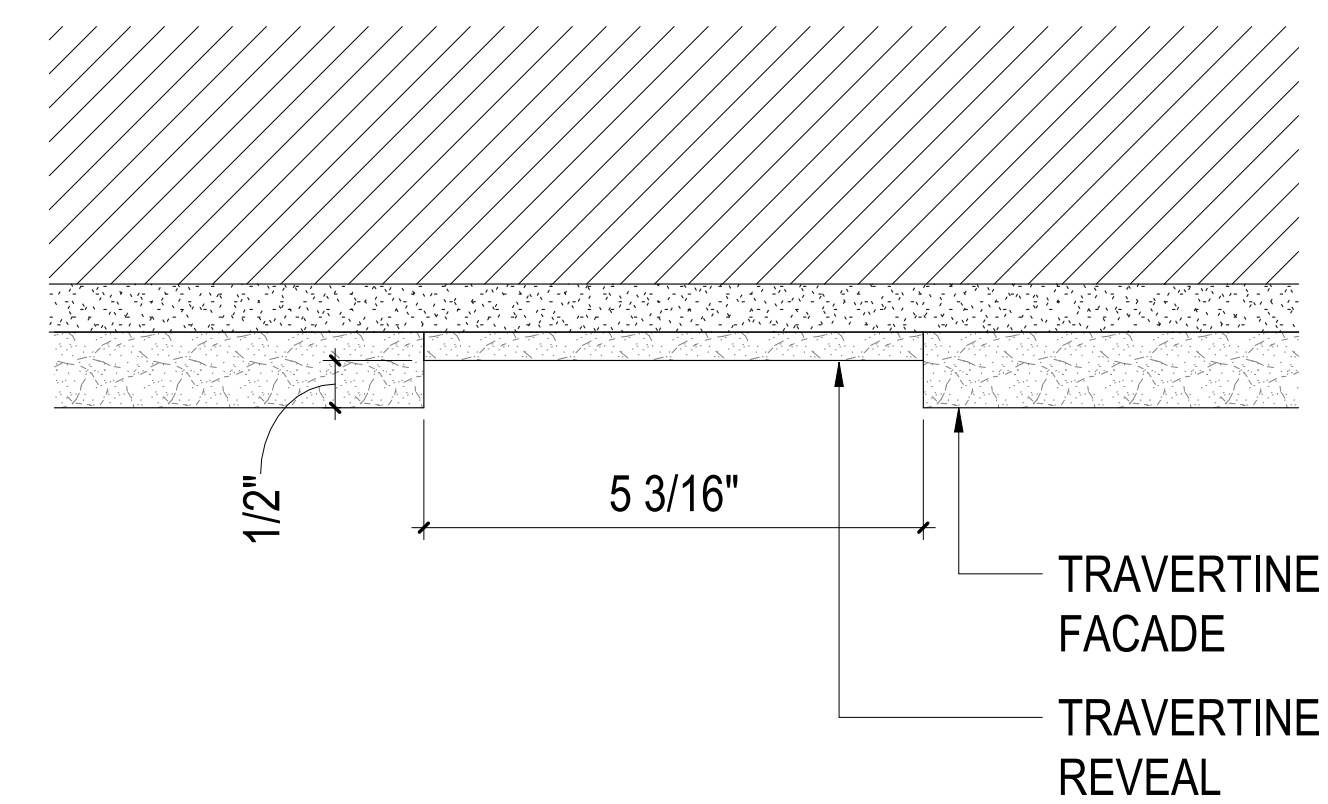
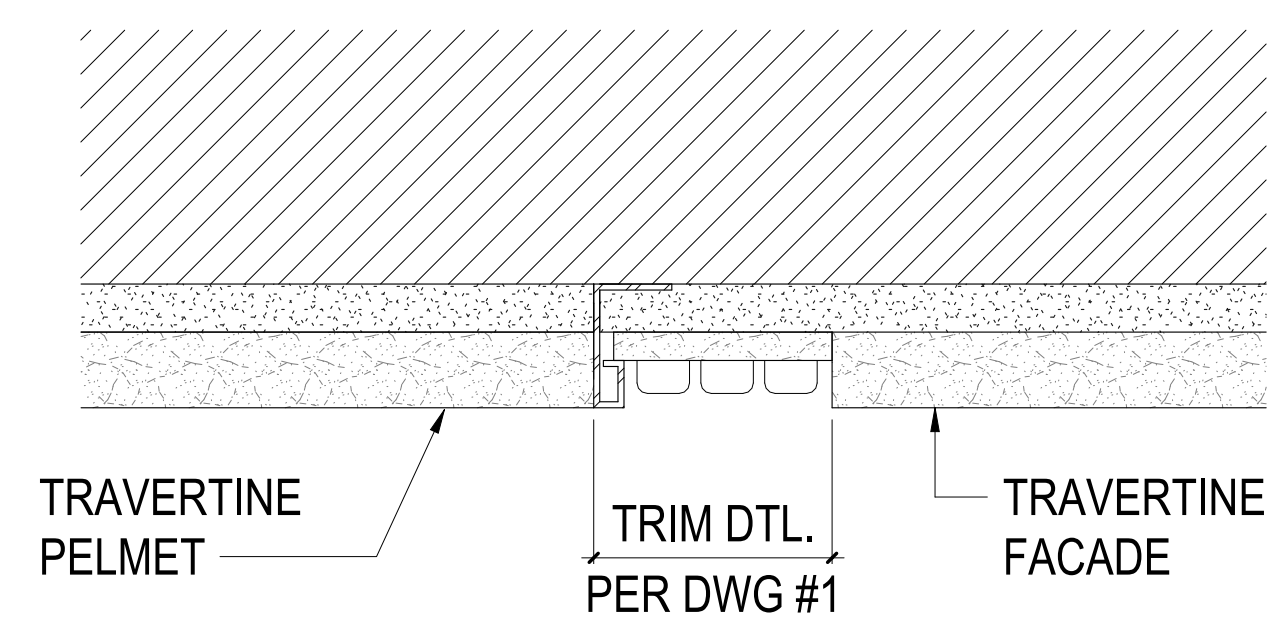
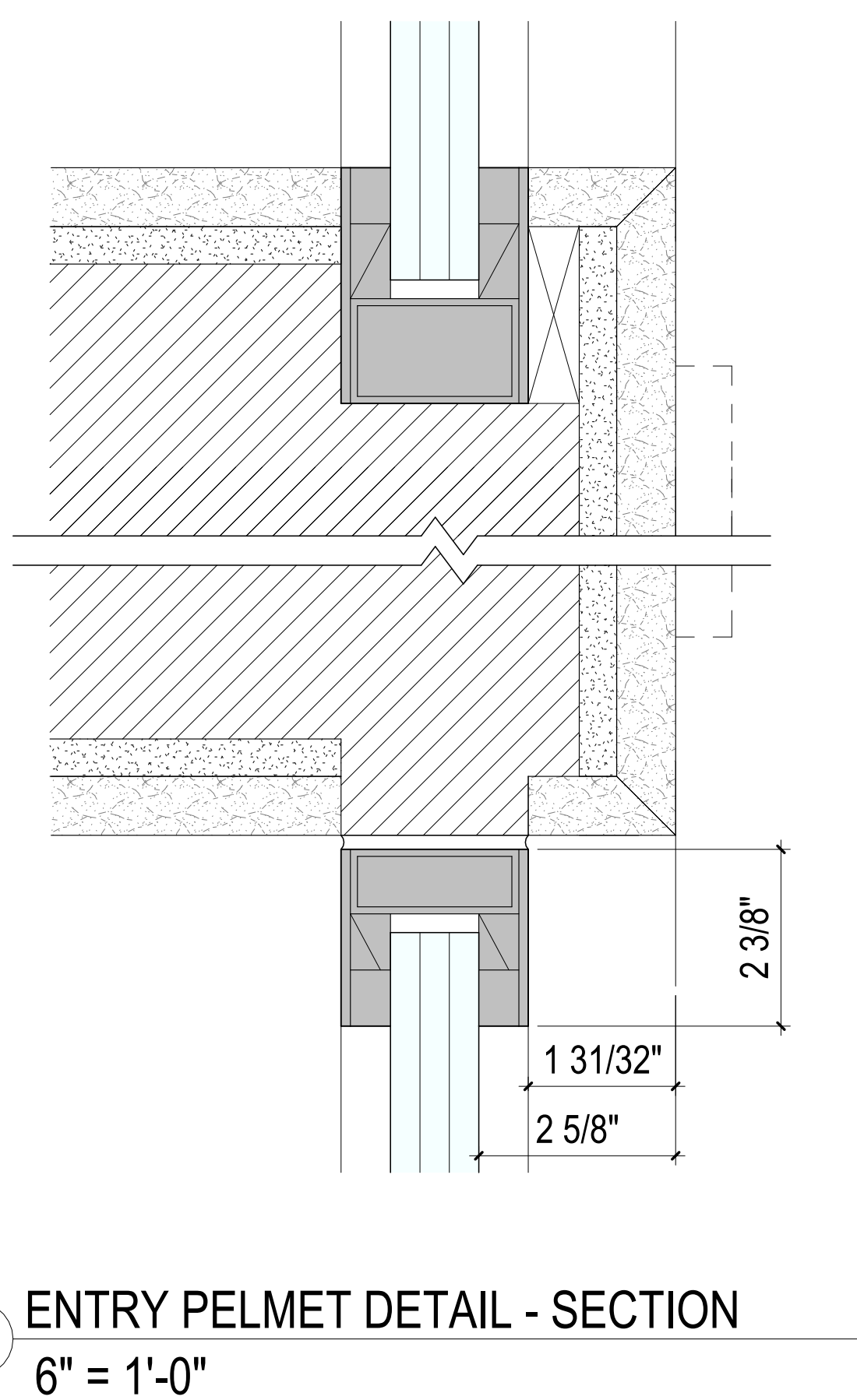
STOREFRONT DETAILS

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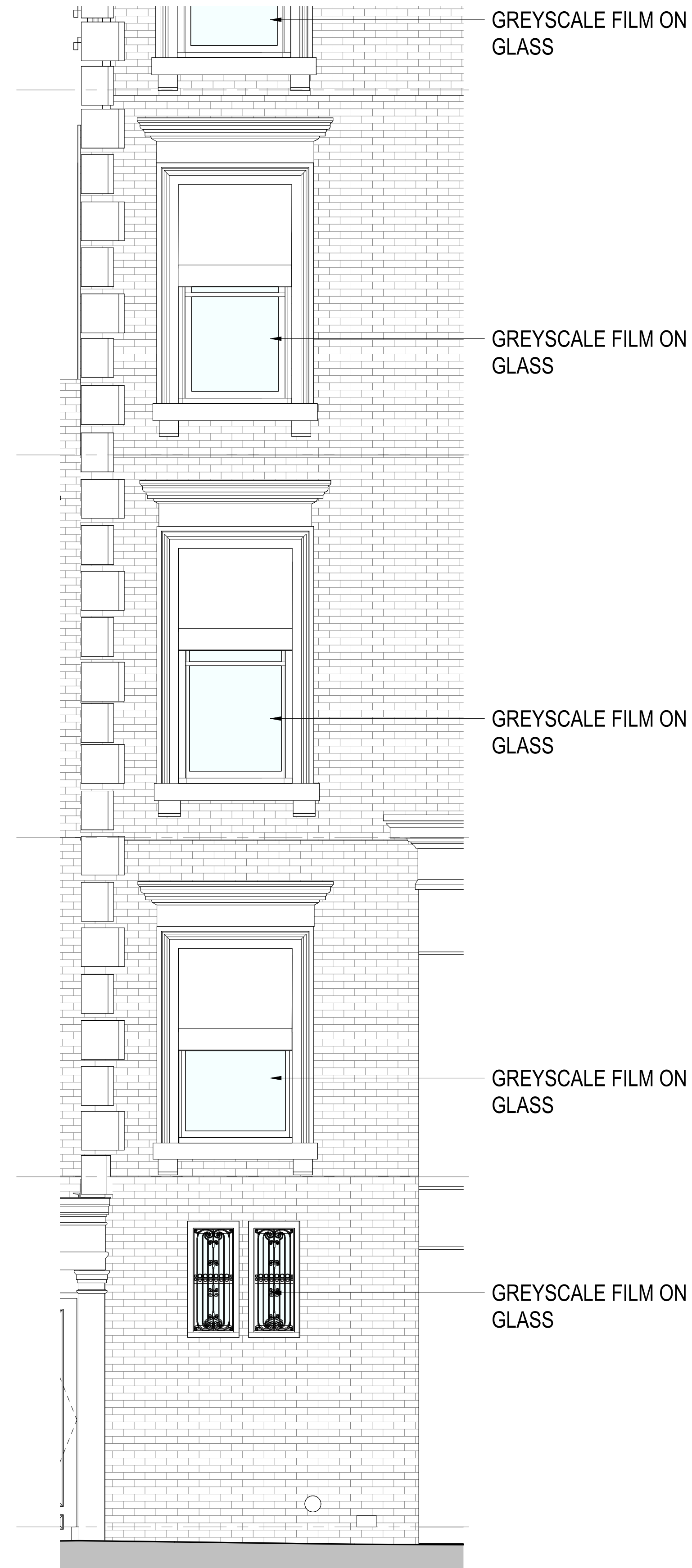


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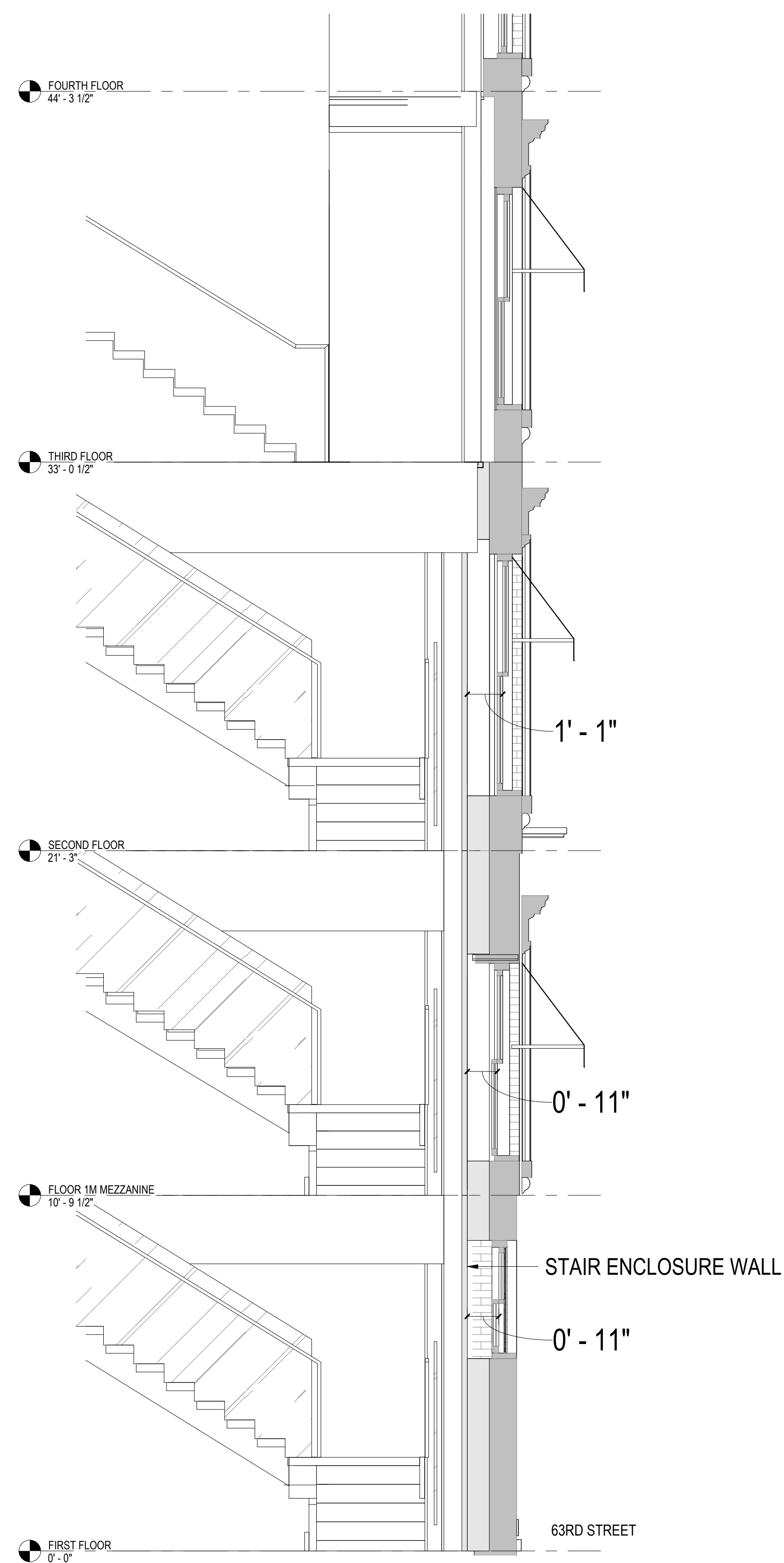
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DRAWING NO: L-031.00

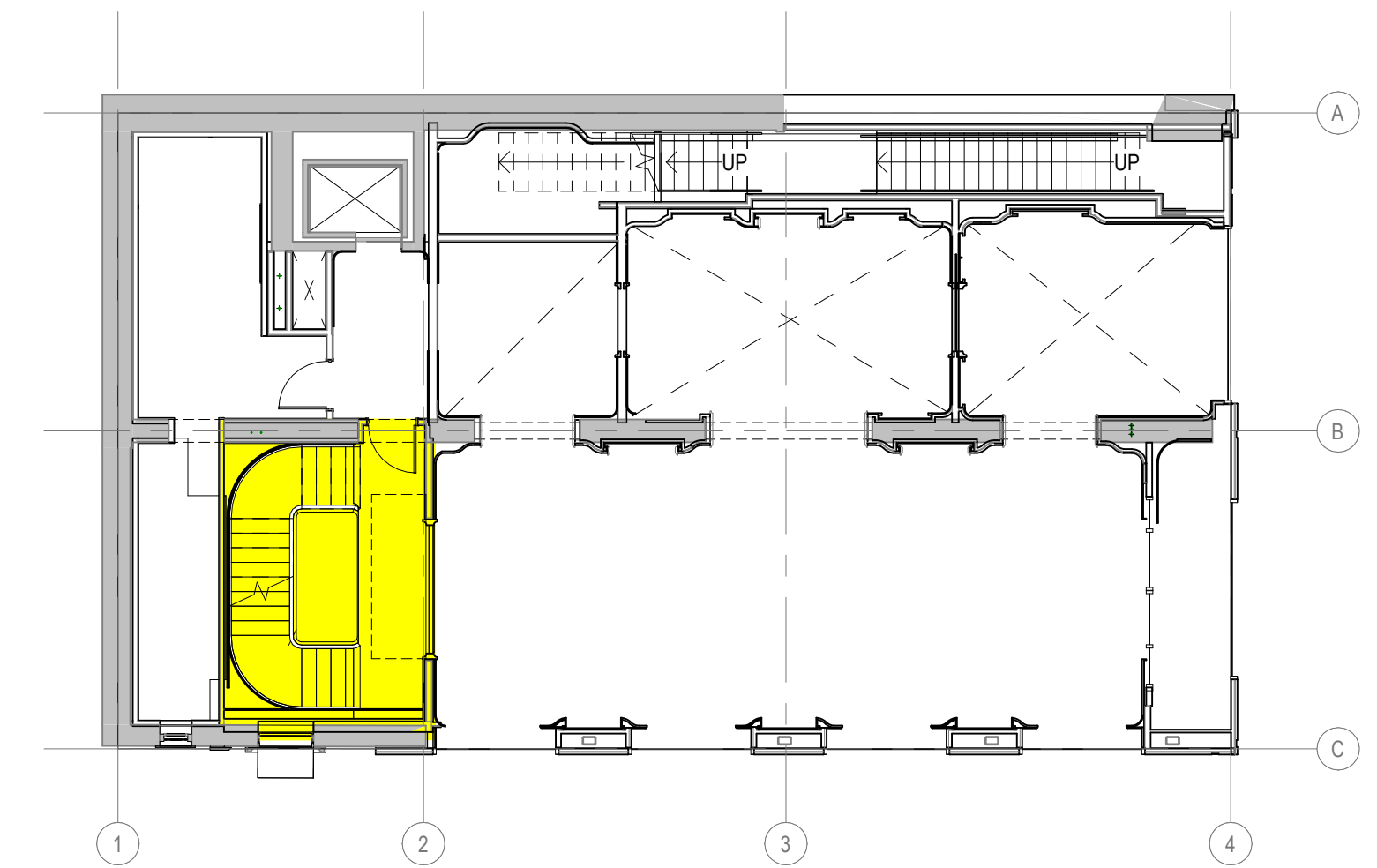
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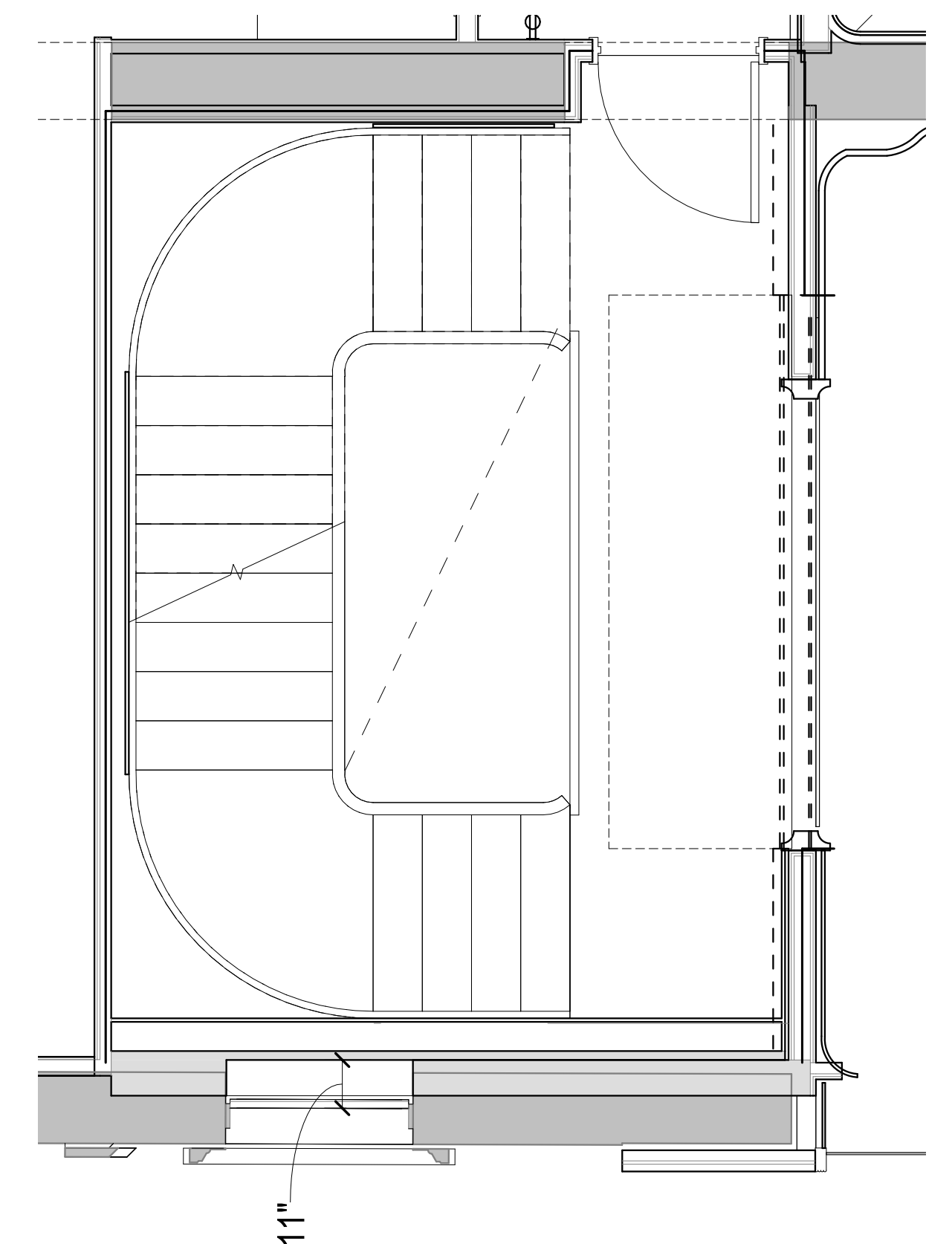
5 ELEVATION WINDOWS STAIR B
3/8" = 1'-0"



6 STAIR B SECTION - NORTH-SOUTH EE
3/8" = 1'-0"



Key Plan



2 ENLARGED PLAN - STAIR B TYP. LEVEL 1-2
3/8" = 1'-0"

STAIR B SETBACK

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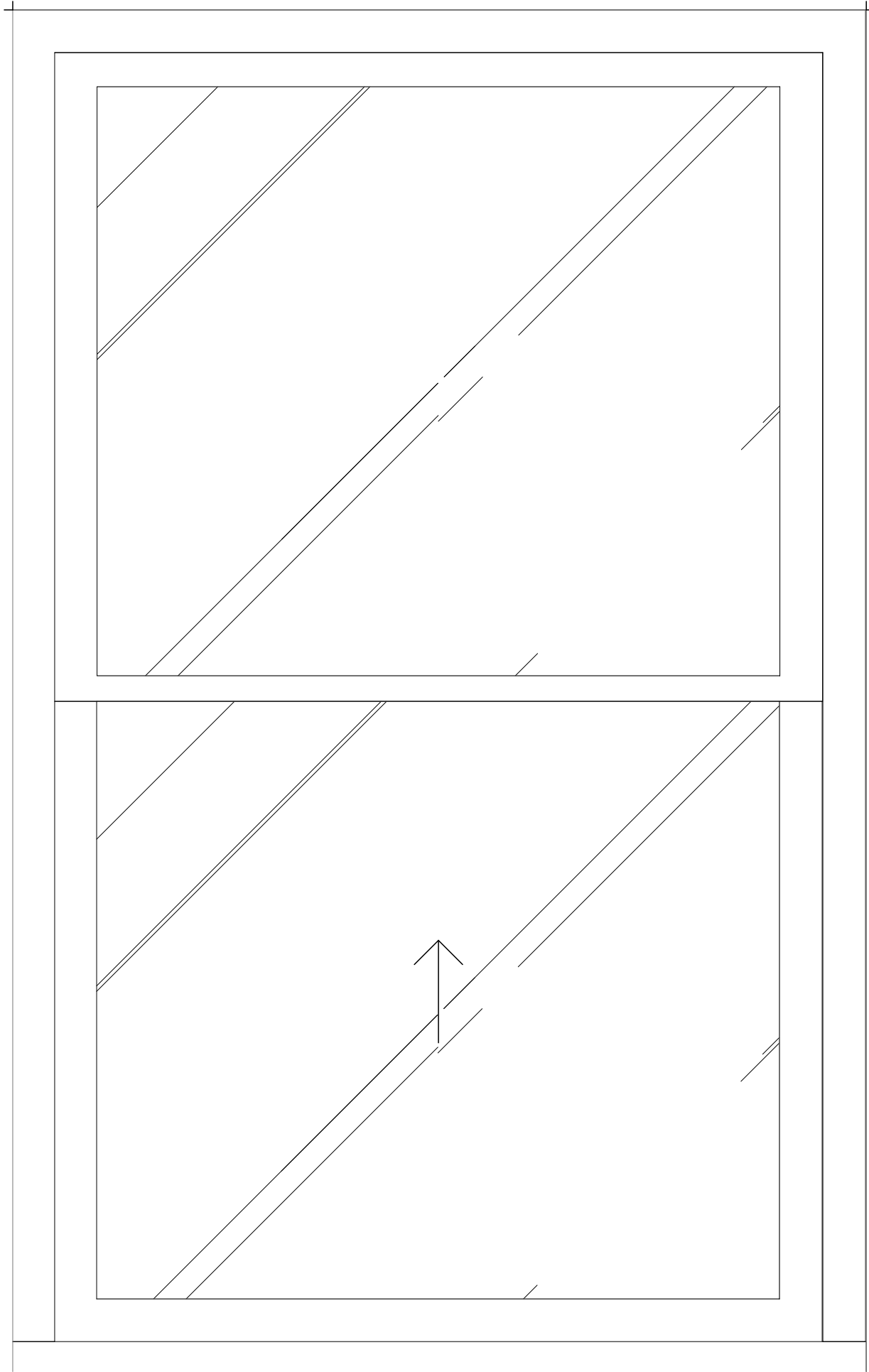
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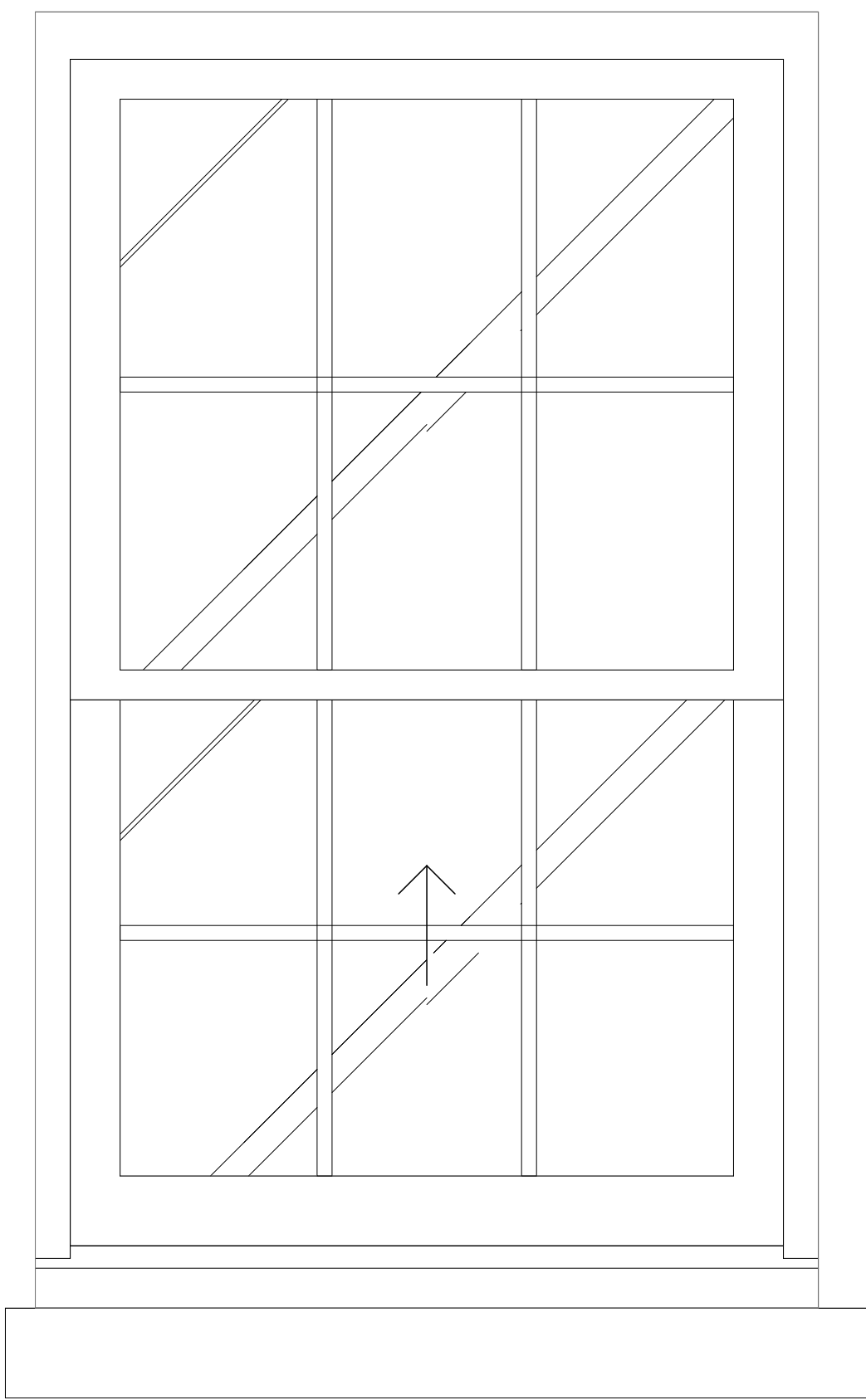
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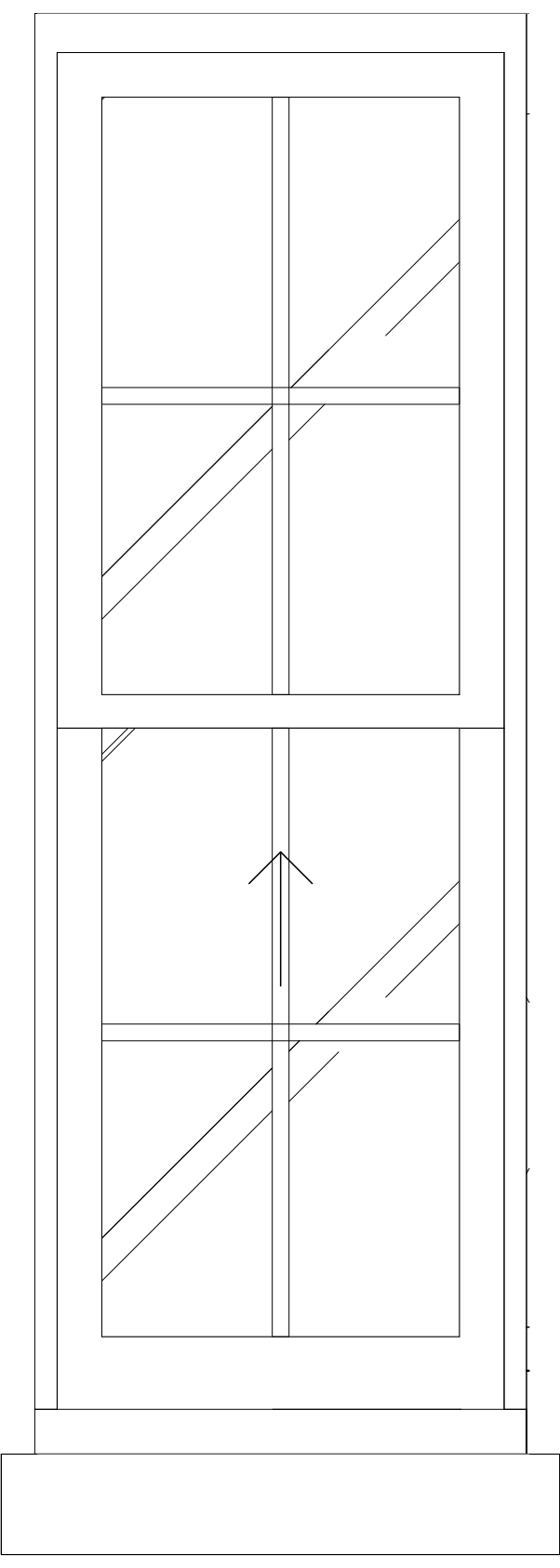
DRAWING NO: L-032.00



ONE-OVER-ONE SINGLE HUNG WINDOW,
MULTIPLE LOCATIONS



SIX-OVER-SIX SINGLE HUNG WINDOW,
710 MADISON AVE. PENTHOUSE



FOUR-OVER-FOUR SINGLE HUNG WINDOW,
710 MADISON AVE. PENTHOUSE



KEY ELEVATION: 63RD ST

KEY ELEVATION: MADISON AVE

PROPOSED WINDOW TYPES

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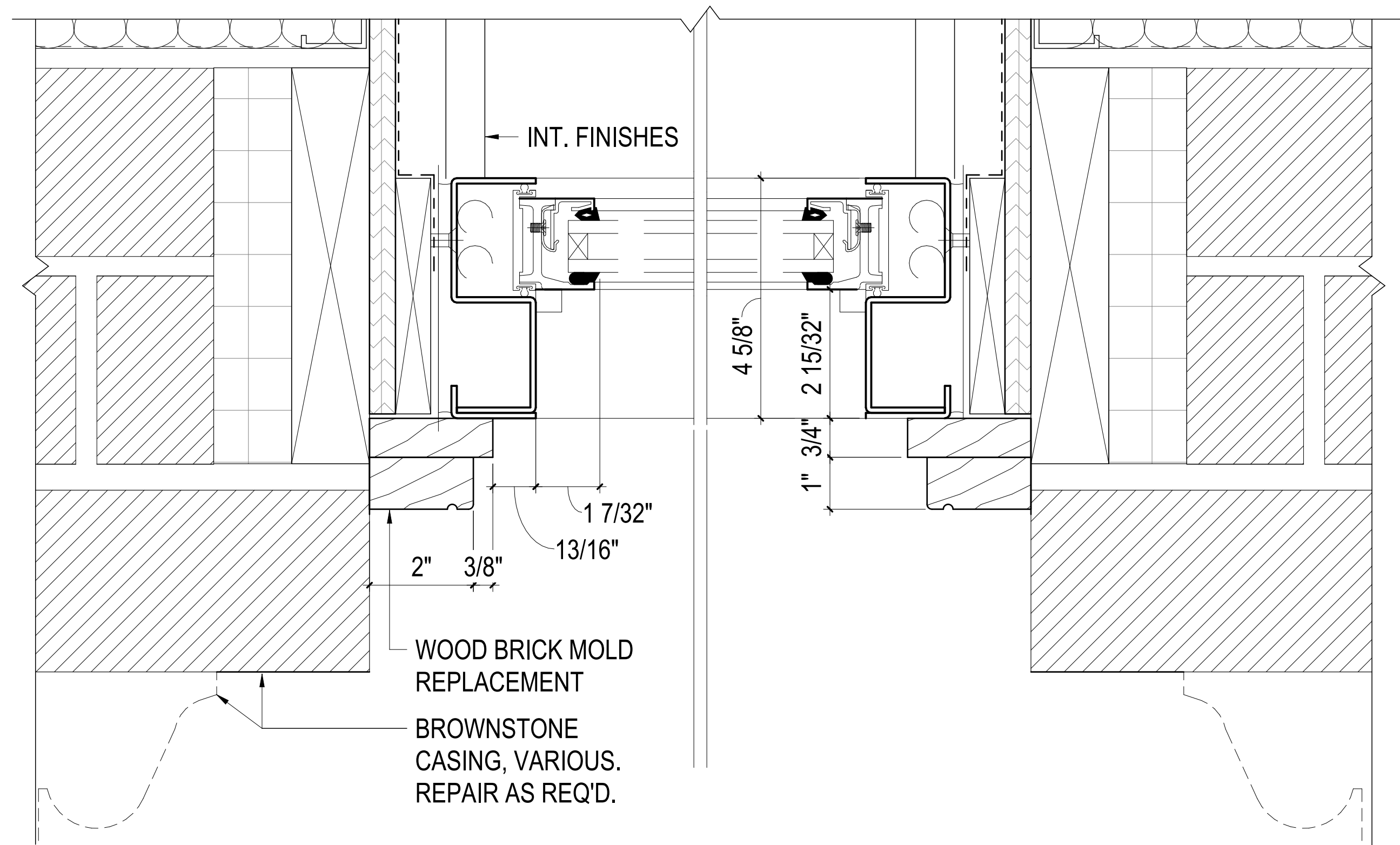
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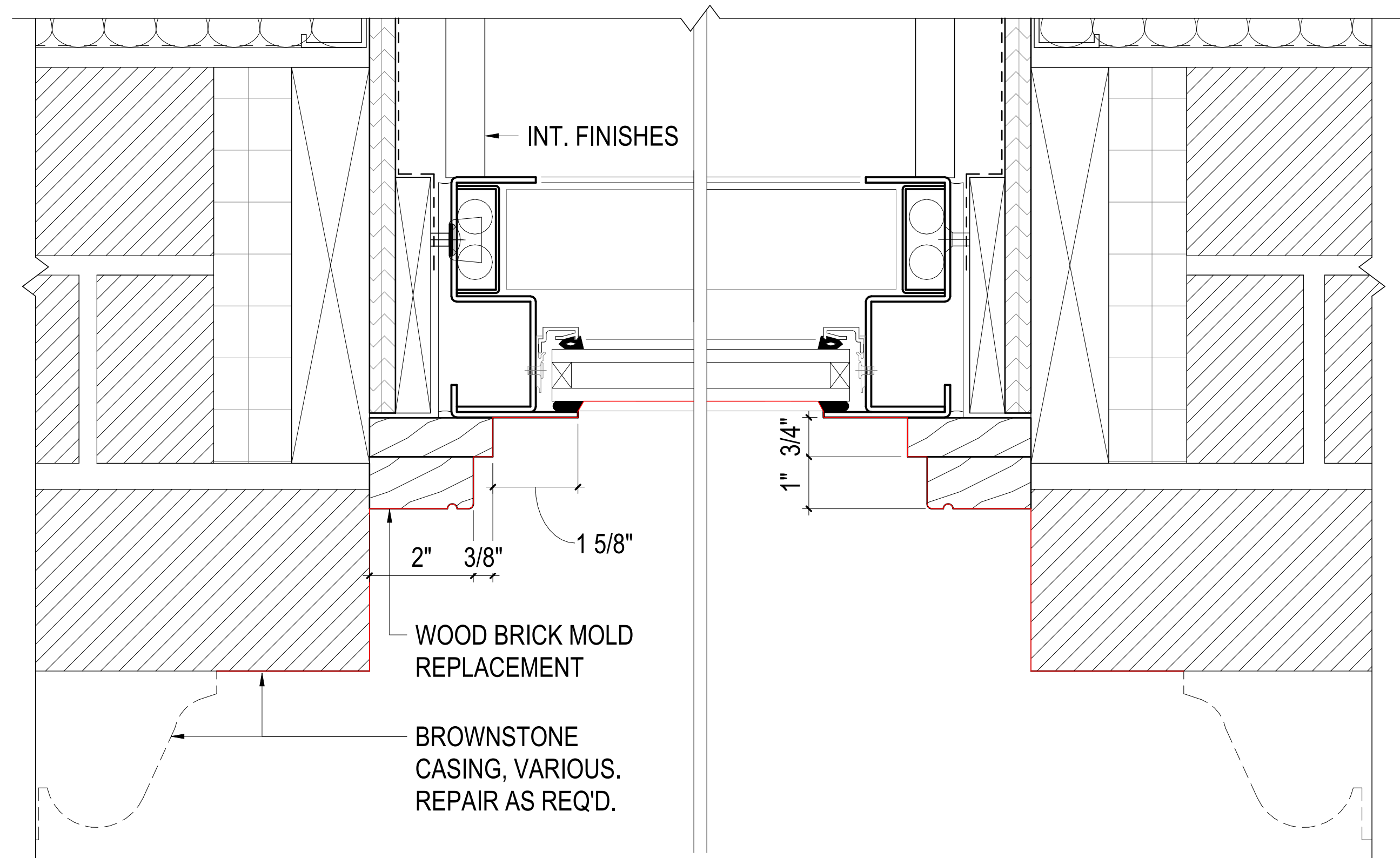
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DATE: DECEMBER 2, 2025

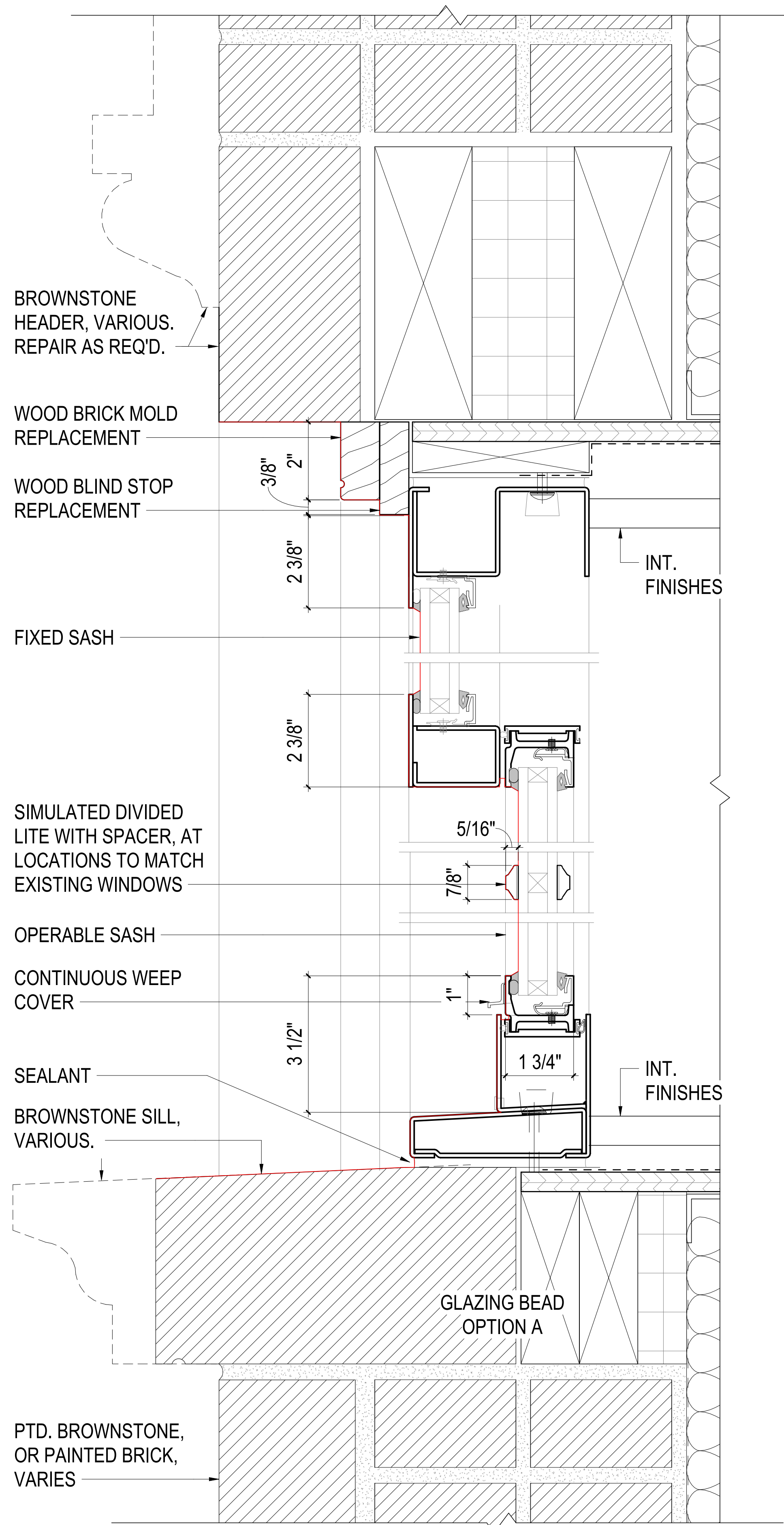
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PROPOSED WINDOW PLAN - OPERABLE SASH



PROPOSED WINDOW PLAN - FIXED SASH



PROPOSED WINDOW SECTION



EXISTING CONDITIONS PHOTOGRAPH SHOWING BRICKMOLD

WINDOW DETAILS

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THANK YOU

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December 2, 2025
Public Meeting

The current proposal is:

Preservation Department – Item 1, LPC-26-02908

**710 Madison Avenue (aka 23 East 63rd Street), 712 Madison
Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 161 812 1468

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APPENDIX

APPENDIX

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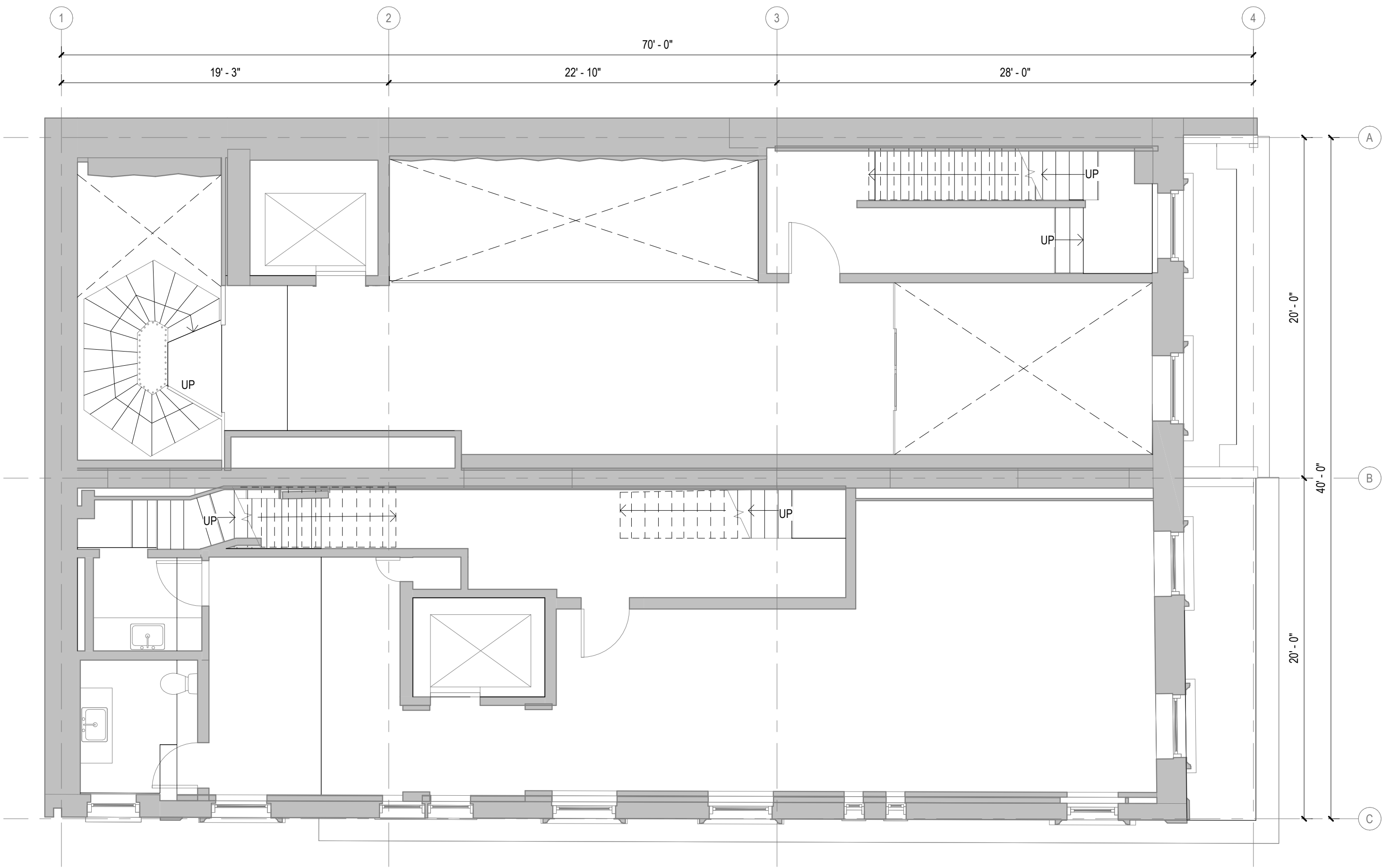
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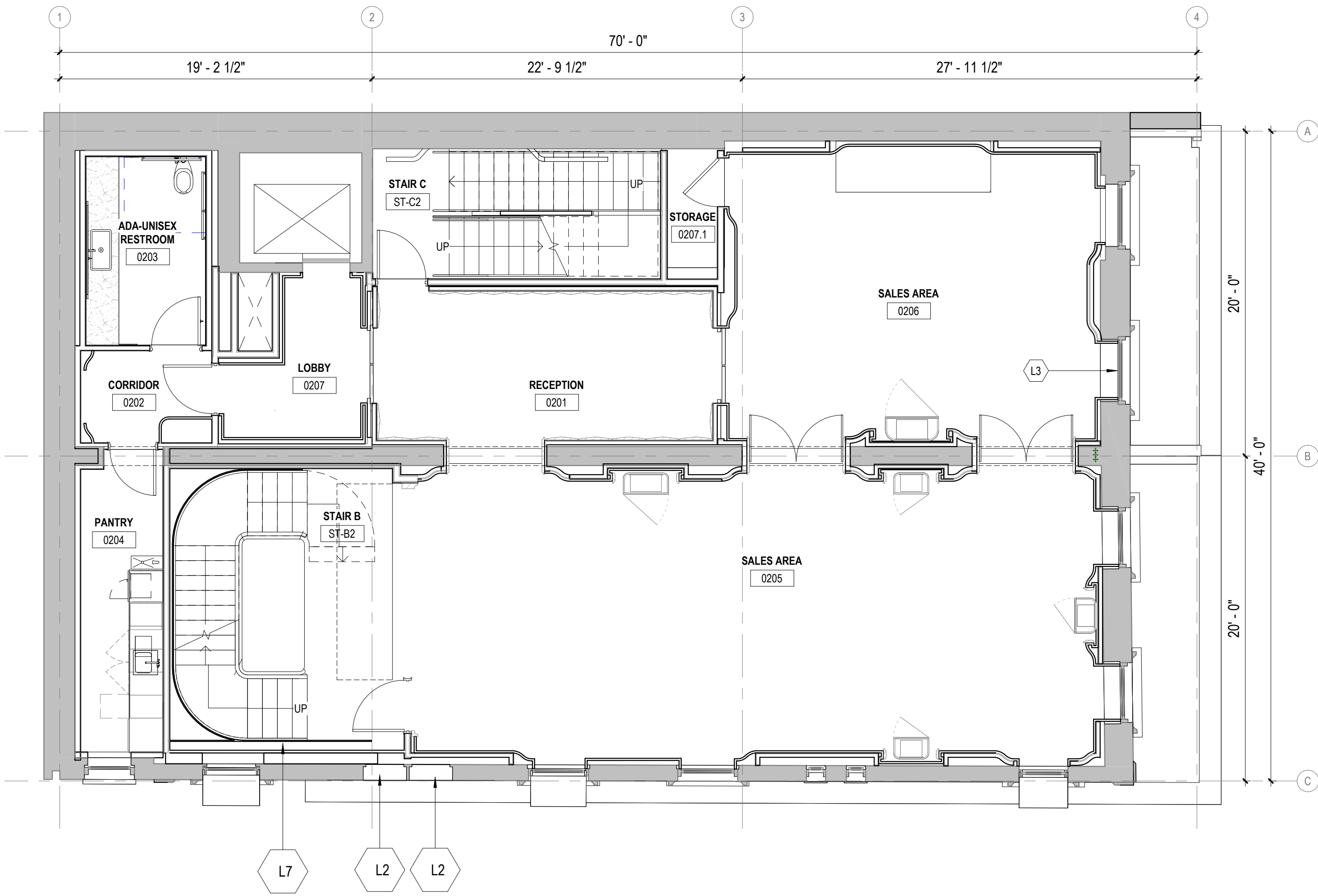
DATE: DECEMBER 2, 2025

DRAWING NO: L-036.00

NO.	NOTE
L2	NON-HISTORICAL WINDOW OPENINGS TO BE INFILLED AT 710 MADISON.
L3	ALL EXISTING WINDOWS TO BE REPLACED WITH STEEL WINDOWS TO MATCH EXISTING CONFIGURATION, OPERATION, AND PROFILES.
L7	OBSCURING INTERIOR-APPLIED GREYSCALE WINDOW FILM- 710 MADISON



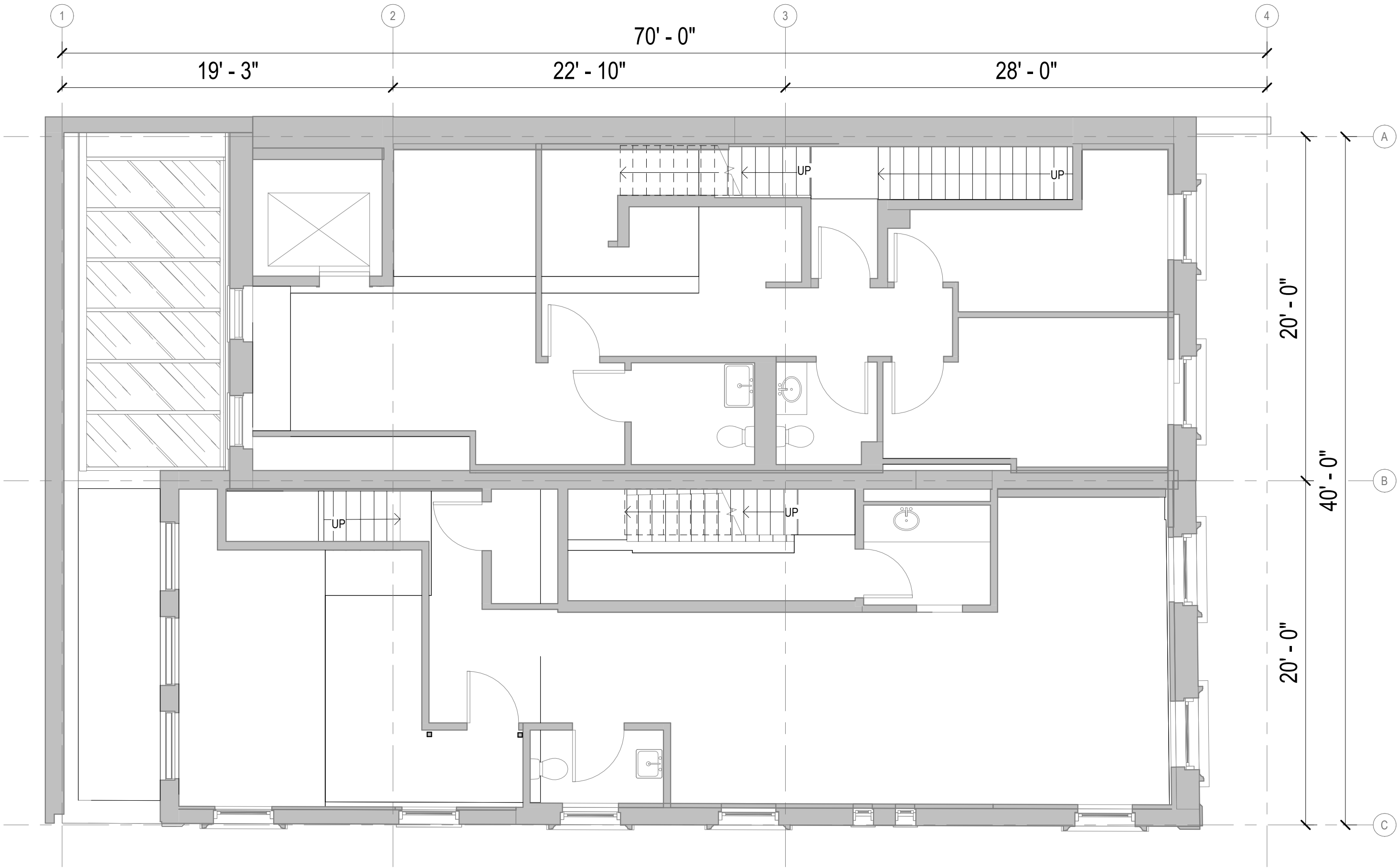
EXISTING SECOND FLOOR



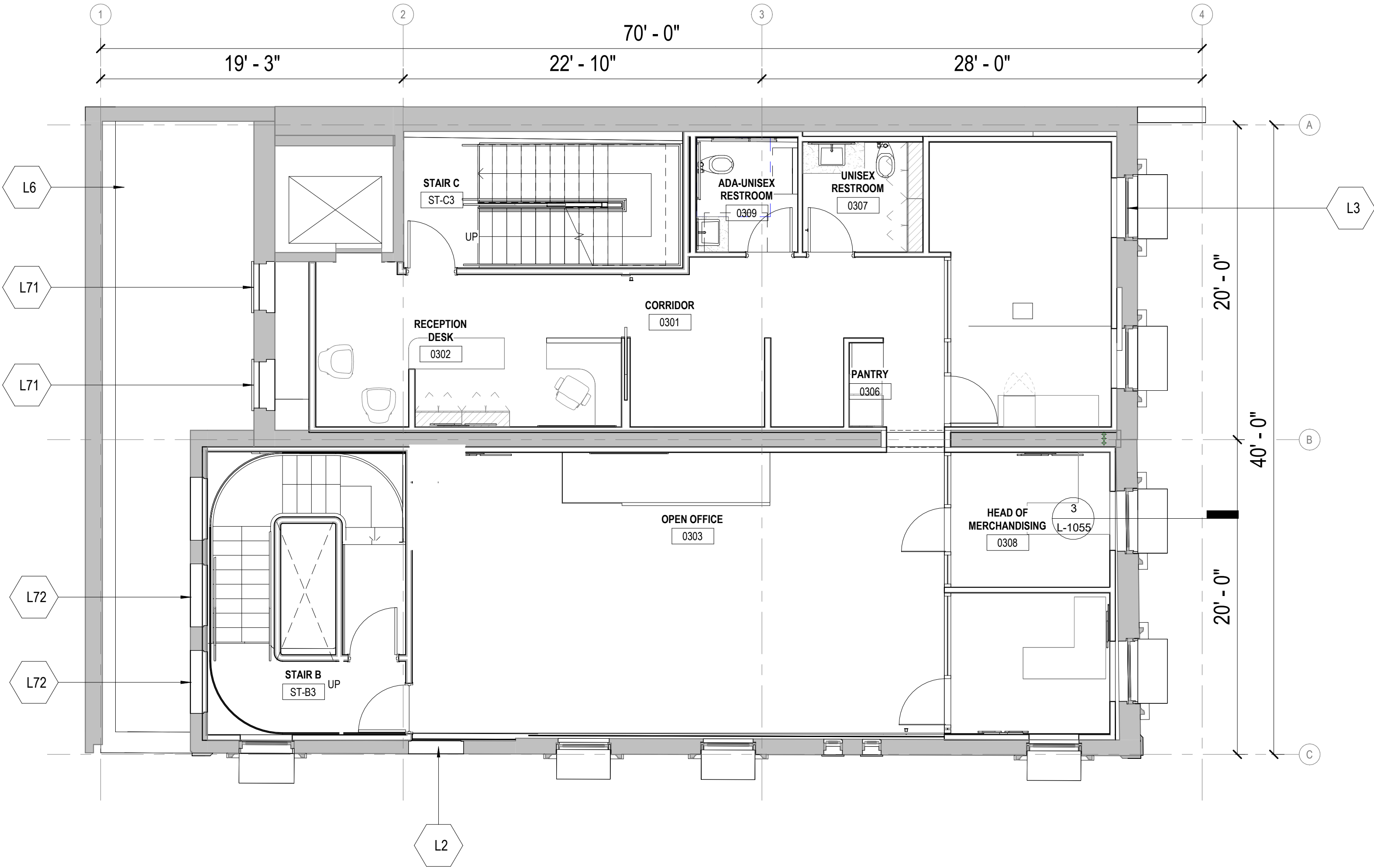
PROPOSED SECOND FLOOR

SECOND FLOOR

NO.	NOTE
L2	NON-HISTORICAL WINDOW OPENINGS TO BE INFILLED AT 710 MADISON.
L3	ALL EXISTING WINDOWS TO BE REPLACED WITH STEEL WINDOWS TO MATCH EXISTING CONFIGURATION, OPERATION, AND PROFILES.
L6	REMOVE SKYLIGHT AND INSTALL NEW ROOF- 712 MADISON
L71	BRICK RECESSED INFILL AT NON-VISIBLE WINDOWS. MAINTAIN HISTORIC SILLS AND HEADERS, IF PRESENT.
L72	REMOVE EXISTING LOUVERS AND INFILL WITH BRICK- 710 MADISON



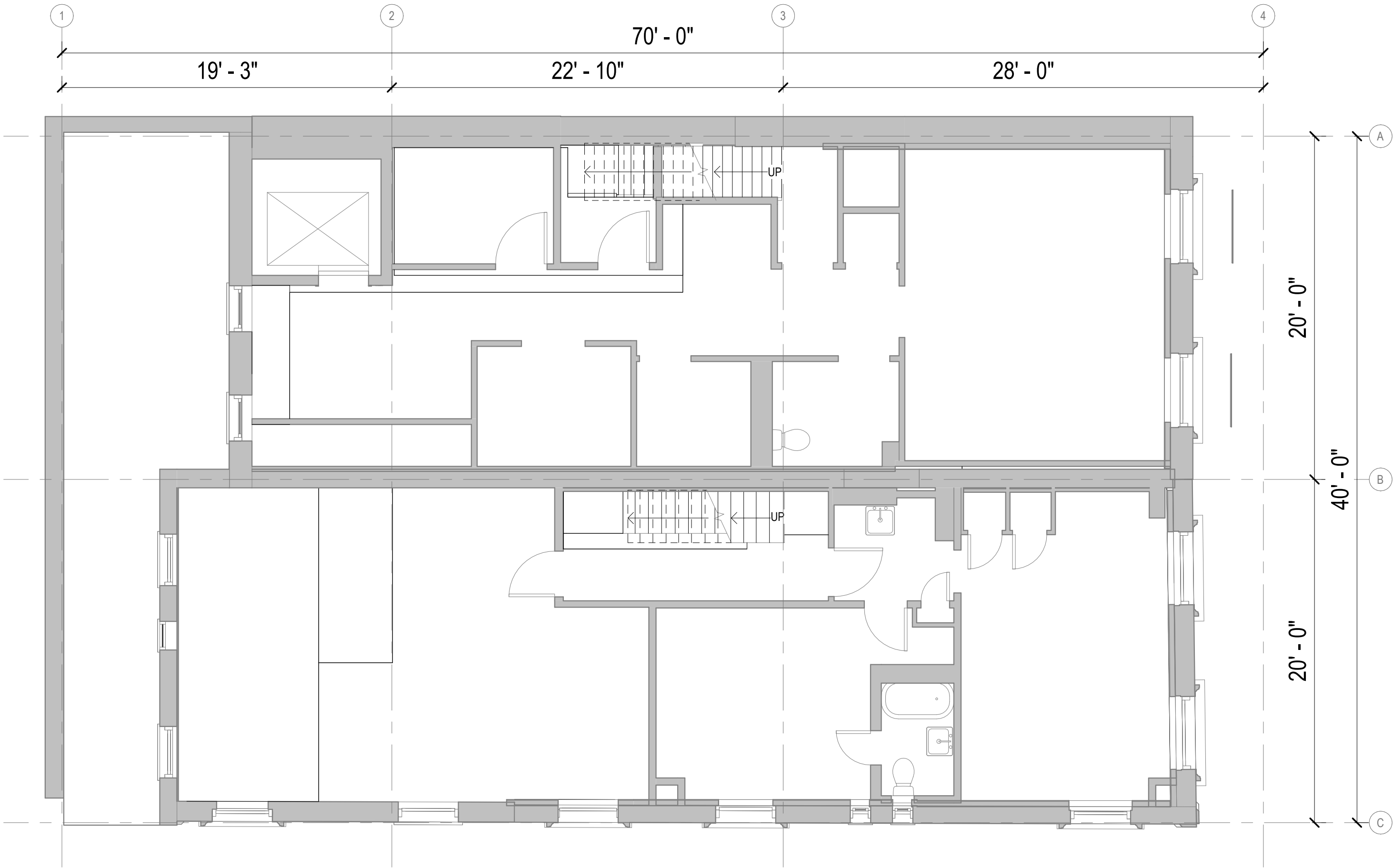
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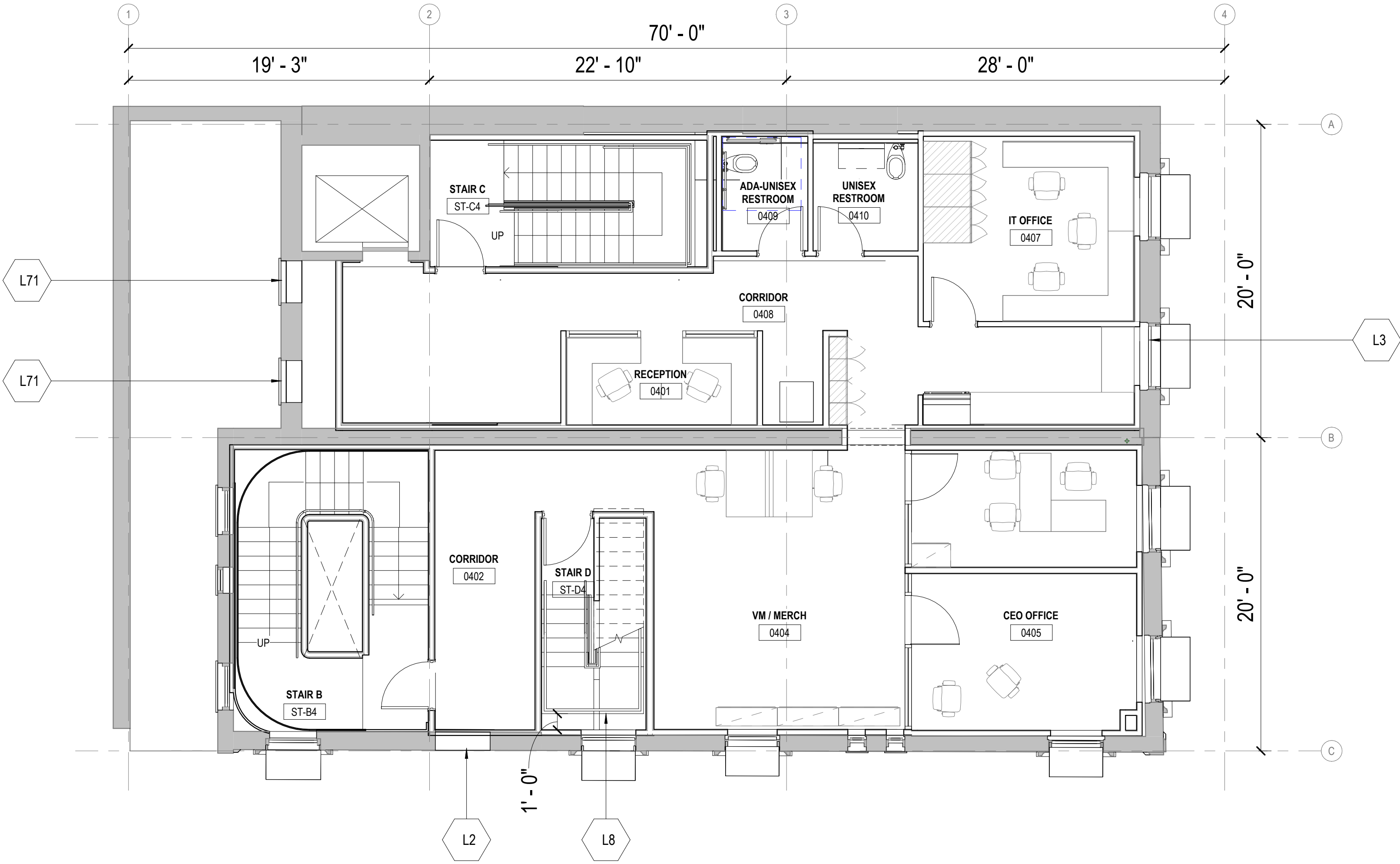
PROPOSED THIRD FLOOR

THIRD FLOOR

NO.	NOTE
L2	NON-HISTORICAL WINDOW OPENINGS TO BE INFILLED AT 710 MADISON.
L3	ALL EXISTING WINDOWS TO BE REPLACED WITH STEEL WINDOWS TO MATCH EXISTING CONFIGURATION, OPERATION, AND PROFILES.
L8	STAIR LANDING AND GUARDRAIL SET BACK FROM WINDOW
L71	BRICK RECESSED INFILL AT NON-VISIBLE WINDOWS. MAINTAIN HISTORIC SILLS AND HEADERS, IF PRESENT.



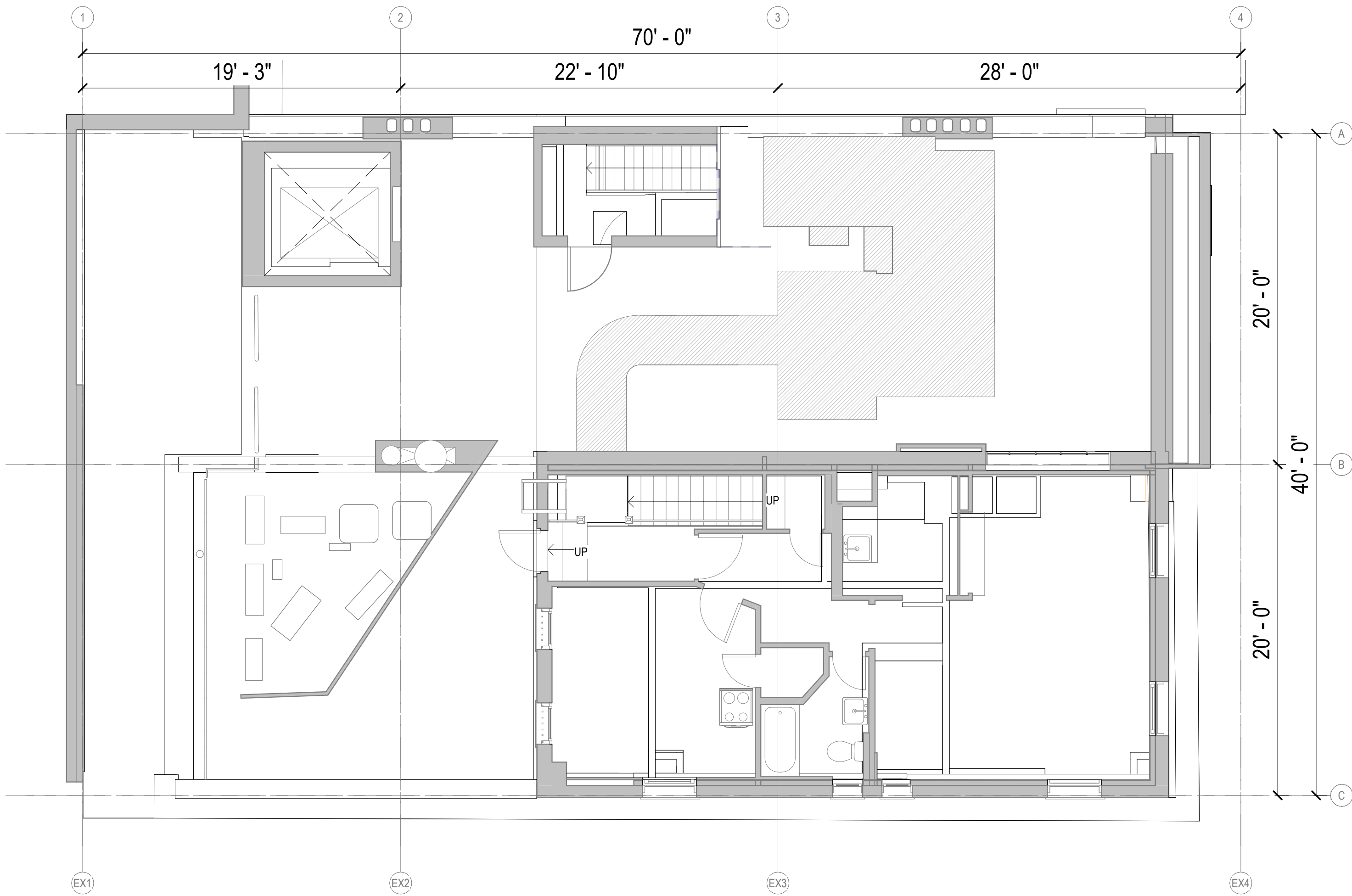
EXISTING FOURTH FLOOR



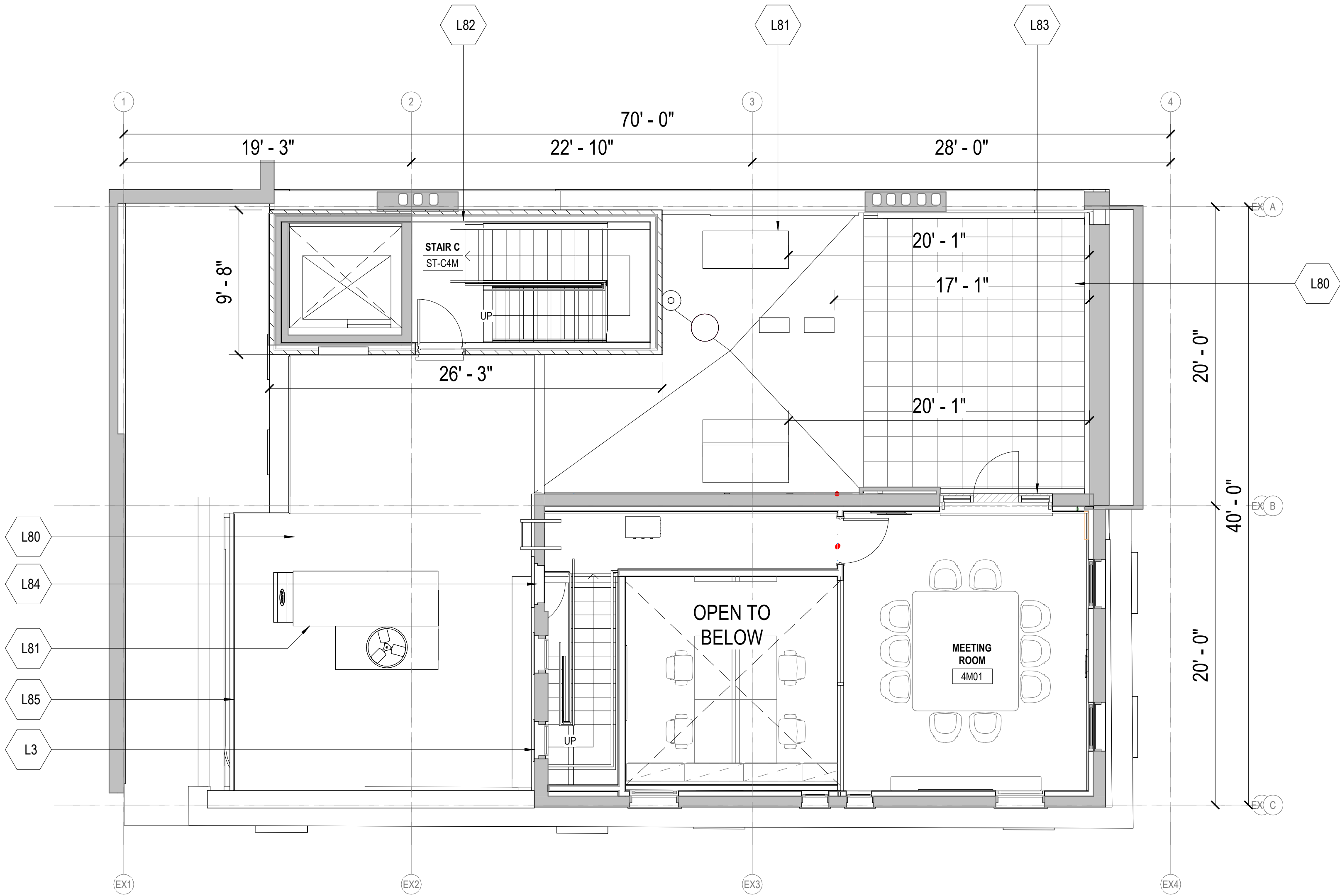
PROPOSED FOURTH FLOOR

FOURTH FLOOR

NO.	NOTE
L3	ALL EXISTING WINDOWS TO BE REPLACED WITH STEEL WINDOWS TO MATCH EXISTING CONFIGURATION, OPERATION, AND PROFILES.
L80	NEW ROOF STRUCTURE- 710/712 MADISON
L81	NEW ROOFTOP MECHANICAL UNITS & CURB- 710/712 MADISON
L82	NEW STAIR ENCLOSURE AT ROOF 712 MADISON
L83	NEW DOORS AT ROOF WITHIN EXISTING WINDOW OPENING-710 MADISON
L84	BRICK INFILL AT NON-VISIBLE DOOR- 710 MADISON
L85	RAILING REPLACEMENT AT ROOFTOP-710/1712 MADISON



EXISTING 4M MEZZANINE FLOOR



PROPOSED 4M MEZZANINE FLOOR

FLOOR 4M MEZZANINE

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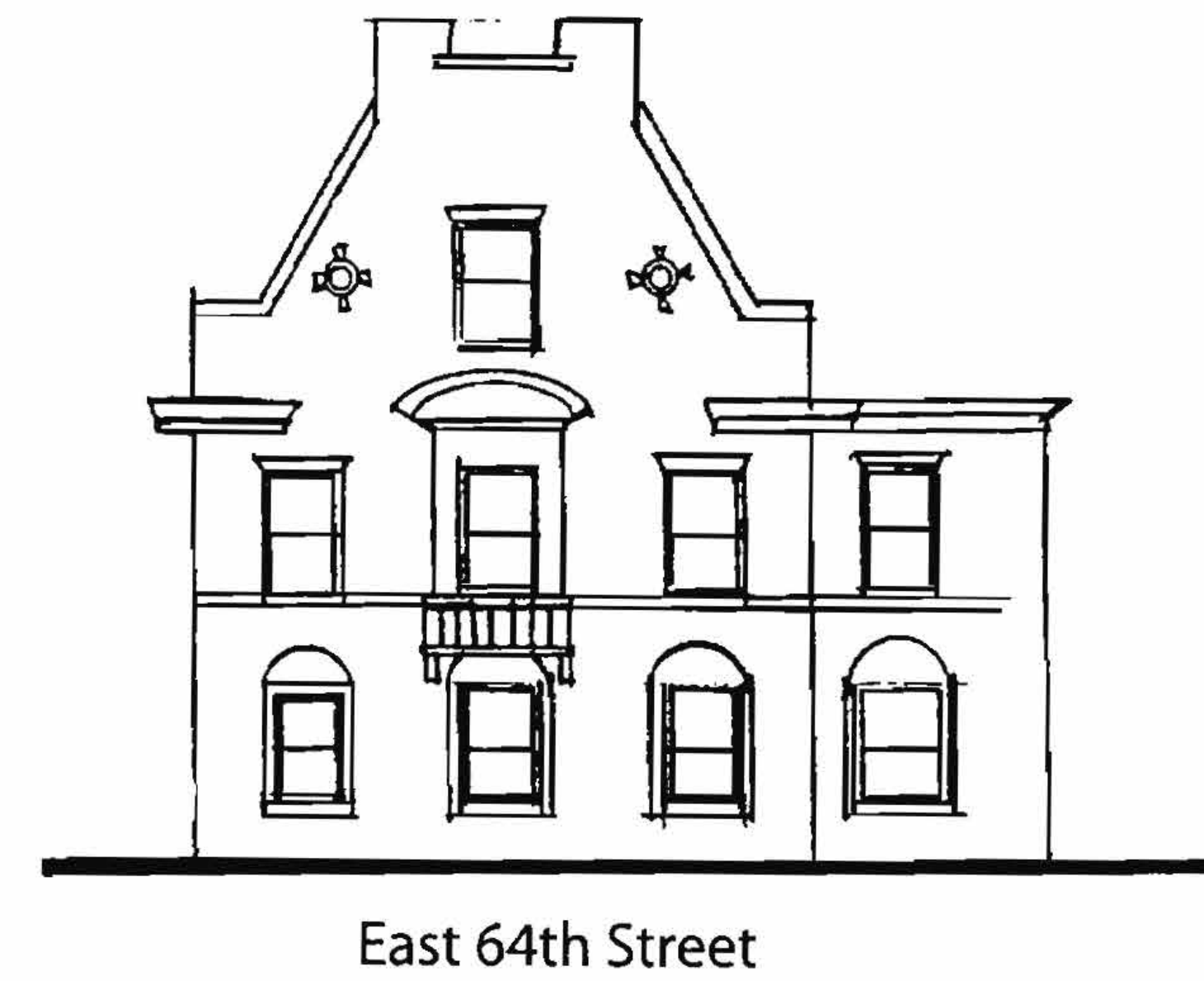
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LPC MADISON AVENUE STOREFRONT MASTER PLAN

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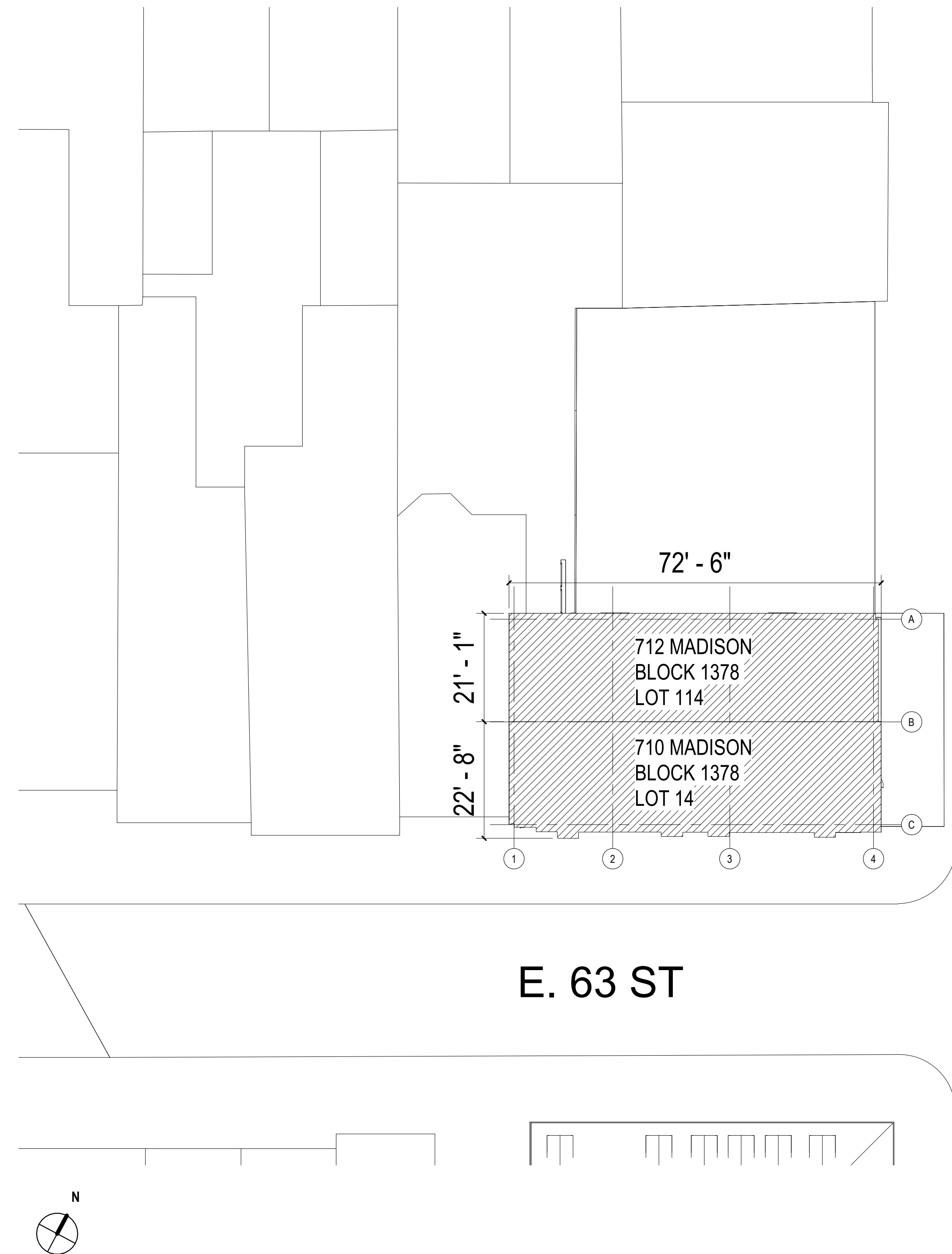
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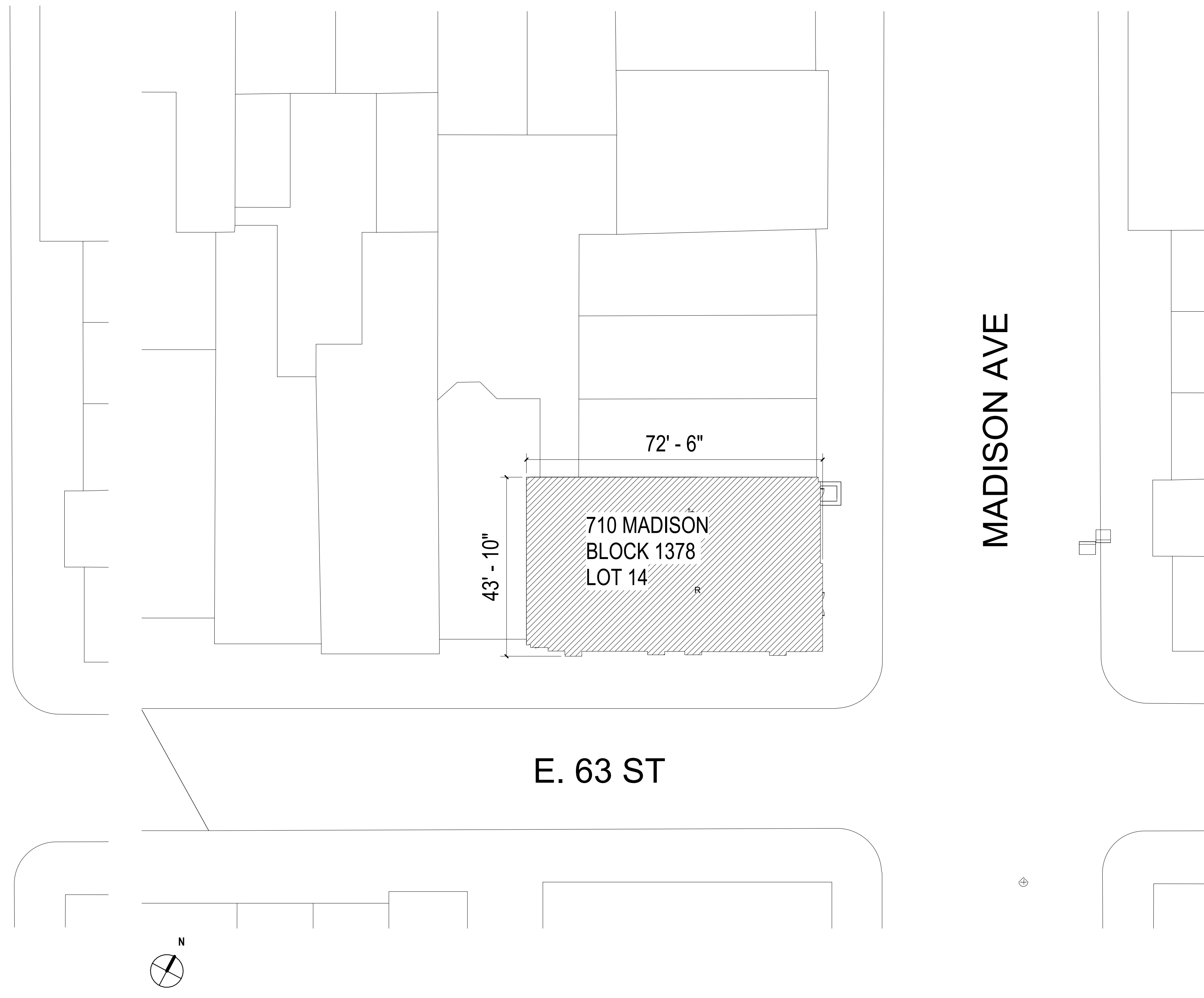
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1 LOT MERGER SITE PLAN, EXISTING
1/16" = 1'-0"

MADISON AVE



2 LOT MERGER SITE PLAN, PROPOSED
1/16" = 1'-0"

SITE PLAN- PROPOSED LOT MERGER

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1953 view of 710 Madison Ave. (NYPL)



1953 detail view of 710 Madison Ave. (NYPL)

HISTORIC PHOTOGRAPHS



Ca. 1981 view of 710 & 712 Madison Ave. (LPC)



Ca. 1981 detail view of 710 & 712 Madison Ave. (LPC)

HISTORIC PHOTOGRAPHS

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DRAWING NO: L-044.00



755 Madison Avenue, approved at Public Hearing 2025

APPROVED MADISON AVENUE STOREFRONTS

December 2, 2025
Public Meeting

The current proposal is:

Preservation Department – Item 1, LPC-26-02908

**710 Madison Avenue (aka 23 East 63rd Street), 712 Madison
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