



IN THE MATTER OF an application submitted by 509 Madison Avenue LLC pursuant to Sections 197-c and 201 of the New York City Charter for the grant of a special permit pursuant to Section 74-152 of the Zoning Resolution to allow a transient hotel (Use Group V) on portions of the ground floor and cellar, and on the 2nd floor through 30th floor of an existing commercial building proposed for as-of-right alterations, on property located at 509 Madison Avenue (Block 1288, Lot 51), in a C5-3 District, within the Special Midtown District, Borough of Manhattan, Community District 5.

This application (C 260065 ZSM) for a special permit pursuant to Section 74-152 of the Zoning Resolution (ZR) was filed by 509 Madison Avenue LLC on August 21, 2025, to facilitate hotel use at 509 Madison Avenue in Midtown, Borough of Manhattan, Community District 5.

BACKGROUND

509 Madison Ave LLC is requesting a special permit pursuant to section 74-152 of the ZR to facilitate an office-to-hotel conversion in an existing 21-story office building located in Midtown Manhattan, Community District 5.

The project area is a single corner zoning lot (Block 1288, Lot 51) with a total lot area of approximately 6,861.8 square feet, bounded by East 53rd Street and Madison Avenue within a C5-3 district of the Special Midtown District of Manhattan. The C5-3 district, in which the development site is located, is a high-density commercial district that allows a base maximum floor area ratio (FAR) of 15.0 for non-residential or mixed buildings. The Special Midtown District allows the base FAR to be increased to 18.0 through special district, district-wide, and as-of-right incentives.

The development site is improved with an approximately 139,230 square foot, 21-story commercial building constructed in the late 1920s. The building contains retail use on the ground floor and office uses on the upper floors, occupies the full lot area, and is built to the street line

along both Madison Avenue and East 53rd Street, with multiple setbacks above the 14th floor. The building has not been substantially renovated since its original construction. The ground floor and cellar levels contain an entrance to the 5th Avenue/53rd Street subway station, serving the E and M train lines. The building's service entrance is located on East 53rd Street, east of the subway entrance.

The surrounding area is located within the central portion of the Midtown Manhattan central business district and is predominantly developed with low- to high-rise commercial office buildings containing ground floor retail uses. The area also contains a variety of historic cultural institutions, hotels, mixed-use buildings, and transit facilities. Prominent commercial buildings in the immediate vicinity include 55 East 52nd Street, immediately to the east of the development site; 510 Madison Avenue to the west across Madison Avenue; and 512 Madison Avenue to the northwest. Several older commercial buildings constructed under pre-1961 zoning regulations with tiered setbacks are also located nearby, including 503 Madison Avenue to the south and 515 Madison Avenue to the north. At the ground floor, many buildings along Madison Avenue contain retail uses, with loading and service functions generally accommodated on side streets. Existing transient hotels in the surrounding area include the Omni Berkshire Place, Hotel Elysee, St. Regis Hotel, Concorde Hotel, and Lotte New York Palace.

Open spaces in the surrounding area include landscaped medians along Park Avenue and several privately-owned public spaces, including Paley Park, 40 East 52nd Street, an enclosed through-block arcade at Park Avenue Plaza, and a covered pedestrian space at 550 Madison Avenue.

The surrounding area is well served by public transportation. The 5th Avenue/53rd Street subway station, which provides service to the E and M train lines, has an entrance located on the East 53rd Street frontage of the development site. Additional subway service is provided by the 47th–50th Streets–Rockefeller Center station serving the B, D, F, and M train lines, and the 51st Street station serving the 6 train line. Numerous bus routes serve Madison Avenue and nearby streets. Grand Central Terminal, which provides access to the 4, 5, and 6 train lines, Metro-North commuter rail, and the Long Island Railroad, is also located within walking distance of the development site.

The surrounding area contains numerous individual landmarks, including St. Patrick's Cathedral, the Seagram Building, Lever House, the Look Building, and the St. Regis Hotel, among others. The surrounding area is located within the Special Midtown District and is predominantly zoned for high-density commercial use.

The proposed development is an office-to-hotel conversion in the existing, largely vacant office building located at 509 Madison Avenue. The proposed development will include as-of-right alterations to the form of the building including recladding of the lower 14 floors and partial demolition of the building beginning at the 15th floor to provide setbacks of 18 feet from East 53rd Street and 17 feet from Madison Avenue, and with reconstruction of demolished area in accordance with applicable zoning regulations. The altered building would rise to a total height of approximately 381 feet, or 30 stories, with setbacks at floors 15 and 22. This conversion would occur within all levels of the building and utilize the existing approximately 139,230 square feet (20.3 FAR) of floor area, comprising approximately 137,195.9 square feet of hotel use and 2,033.9 square feet of retail use. The hotel would contain approximately 100 rooms, as well as lobby and amenity spaces. Each of the hotel rooms would have one or more windows facing Madison Avenue or East 53rd Street. The hotel's main entrance would be located on the southeast corner of East 53rd Street and Madison Avenue. The hotel would provide concierge and bellhop services to assist arriving and departing guests with bags, helping to streamline hotel check-in and guiding guest traffic to and from the lobby. Curbside valet service would also be provided for guests arriving by car; private cars would be parked in one or more nearby garages. Deliveries for the hotel and retail space, refuse pick-up, and hotel laundry drop-off and pick-up through the existing service entrance will be scheduled for overnight hours to the extent possible, to minimize conflict with vehicular or pedestrian traffic including hotel guests and subway users. No parking or curb cuts are proposed.

In order to facilitate the proposed project, the applicant is proposing a special permit pursuant to Section 74-152 of the transient hotels provisions of the ZR. To meet the necessary findings, the

proposed development must address any potential conflicts between the proposed use and adjacent uses, such as the location of the proposed access to building entrances; not cause undue vehicular or pedestrian congestion or impede loading operations; and not impair the future use or development of the surrounding area.

ENVIRONMENTAL REVIEW

This application (C 260065 ZSM) was reviewed pursuant to the New York State Environmental Quality Review Act (SEQRA) and the SEQRA regulations set forth in Volume 6 of the New York Code of Rules and Regulations, Section 617.00 *et seq.* and the New York City Environmental Quality Review (CEQR) Rules of Procedure of 1991 and Executive Order No. 91 of 1977. The designated CEQR number is: 26DCP030M. The lead is the City Planning Commission (CPC).

After a study of the potential environmental impact of the proposed actions, a Negative Declaration was issued on December 12, 2025.

UNIFORM LAND USE REVIEW

This application (C 260065 ZSM) was certified as complete by the Department of City Planning on December 15, 2025, and duly referred to Manhattan Community Board 5 and the Manhattan Borough President in accordance with Title 62 of the Rules of the City of New York, Section 2-02(b).

Community Board Review

Manhattan Community Board 5 held a public hearing on this application (C 260065 ZSM) on January 8, 2026, and on that day, by a vote of 42 in favor, none opposed, and one abstaining, adopted a resolution recommending approval of the application with no conditions.

Borough President Review

This application (C 260065 ZSM) was considered by the Manhattan Borough President, who, on February 23, 2026, issued a recommendation to approve the application, echoing the comments voiced by Community Board 5 which encouraged the applicant to plant trees, maintain the existing bike infrastructure, and work with the MTA where at all possible to improve the on-site subway entrance.

City Planning Commission Public Hearing

On March 2, 2026 (Calendar No. 9), the CPC scheduled March 4, 2026, for a public hearing on this application (C 260065 ZSM). The hearing was duly held on both March 4, 2026 (Calendar No. 17) and March 18, 2026 (Calendar No. 11) There was one speaker in support and none in opposition.

The applicant's representative described the project and the actions requested. He noted that the existing office building has been vacant for multiple years on the upper floors and largely demolished in the interior per the applicant formerly pursuing an office renovation. However, following market testing, it was determined that the location is better suited for a hotel than an office building given the size of the floor plate.

The Hotel and Gaming Trades Council, AFL-CIO submitted written testimony in support of the application. The Council expressed support for the project citing its potential to create quality union jobs that offer career growth and economic stability for New York City's labor force. The Council also noted the project's potential to boost tourism in Midtown and generate positive economic effects for local businesses. The Council further cited the applicant's track record, referencing their development and operation of The Lowell, an existing union hotel, as evidence of their ability to deliver a high-quality, union hotel at 509 Madison Avenue.

There were no other speakers and the hearing was closed.

CONSIDERATION

The Commission believes that this application for a zoning special permit (C 260065 ZSM) to develop a transient hotel is appropriate.

The Commission recognizes that converting underutilized office space to other uses can spur much-needed economic activity in Manhattan's central business district. 509 Madison Avenue's location at the intersection of Madison Avenue and East 53rd Street, within a well-established corridor of transient hotels, institutional uses, and high-end retail, makes it well-suited for hotel use. The adaptive reuse of a largely vacant building that has not been substantially renovated since its original construction in the late 1920s, represents a responsible approach to development that returns an underutilized building to productive use. The Commission believes that the applicant has demonstrated that the proposed hotel will not conflict with adjacent uses, inhibit vehicular and pedestrian movement, cause undue congestion, or impair the future use or development of the surrounding area. Therefore, the Commission believes that the proposed use at this location is appropriate.

The Commission commends the applicant for detailing the significant sustainable design measures that the proposed hotel would include, such as high-efficiency heating and cooling equipment, energy recovery systems, facade treatments to reduce thermal bridging and high-efficiency, motion sensing lighting systems.

FINDINGS

The City Planning Commission hereby makes the following findings pursuant to Section 74-152 of the Zoning Resolution:

- a) the site plan incorporates elements that address any potential conflicts between the proposed use and adjacent uses, such as the location of the proposed access to the

building and to service areas for refuse and laundry, and the building's orientation and landscaping;

- b) such use will not cause undue vehicular or pedestrian congestion on local streets or unduly inhibit vehicular or pedestrian movement or loading operations; and
- c) such use will not impair the future use or development of the surrounding area.

RESOLUTION

RESOLVED, that having considered the Environmental Assessment Statement, for which a Negative Declaration was issued on December 12, 2025, with respect to this application (CEQR No. 26DCP030M), the City Planning Commission finds that the action described herein will have no significant impact on the environment; and be it further

RESOLVED, by the City Planning Commission, pursuant to Sections 197–c and 200 of the New York City Charter, that based on the environmental determination and the consideration and findings described in this report, the application (C 260065 ZSM) submitted by 509 Madison Avenue LLC, pursuant to Sections 197–c and 201 of the New York City Charter for the grant of a special permit pursuant to Section 74-152 of the Zoning Resolution to allow a transient hotel of an existing commercial building, on a property located at 509 Madison Avenue (Block 1288, Lot 51), in a C5-3 District, within the Special Midtown District, Borough of Manhattan, Community District 5, is approved, subject to the following terms and conditions:

1. The property that is the subject of this application (C 260065 ZSM) shall be developed in size and arrangement substantially in accordance with the dimensions, specifications and zoning computations indicated on the following plans, prepared by Rafael Vinoly Architects, filed with this application and incorporated in this resolution:

Drawing No.	Title	Date Revised
Z-1	COVER PAGE	11/13/2025

Z-2	ZONING LOT SITE PLAN + ANALYSIS	11/13/2025
Z-3	PROPOSED CELLAR WAIVER PLAN	11/13/2025
Z-4	PROPOSED GROUND WAIVER PLAN	11/13/2025
Z-5	PROPOSED LEVEL 2 WAIVER PLAN	11/13/2025
Z-6	PROPOSED LEVEL 3 TO LEVEL 14 WAIVER PLAN	11/13/2025
Z-7	PROPOSED LEVEL 15 WAIVER PLAN	11/13/2025
Z-8	PROPOSED LEVEL 16 TO LEVEL 21 WAIVER PLAN	11/13/2025
Z-9	PROPOSED LEVEL 22 WAIVER PLAN	11/13/2025
Z-10	PROPOSED LEVEL 23 TO LEVEL 28 WAIVER PLAN	11/13/2025
Z-11	PROPOSED LEVEL 29 WAIVER PLAN	11/13/2025
Z-12	PROPOSED WAIVER SECTION	11/13/2025

2. Such development shall conform to all applicable provisions of the Zoning Resolution, except for the modifications specifically granted in this resolution and shown on the plans listed above which have been filed with this application. All zoning computations are subject to verification and approval by the New York City Department of Buildings.
3. Such development shall conform to all applicable laws and regulations relating to its construction, operation and maintenance.
4. In the event the property that is the subject of the application is developed as, sold as, or converted to condominium units, a homeowners' association, or cooperative ownership, a copy of this report and resolution and any subsequent modifications shall be provided to the Attorney General of the State of New York at the time of application for any such condominium, homeowners' or cooperative offering plan and, if the Attorney General so directs, shall be incorporated in full in any offering documents relating to the property.
5. All leases, subleases, or other agreements for use or occupancy of space at the subject property shall give actual notice of this special permit to the lessee, sublessee or occupant.

6. Upon the failure of any party having any right, title or interest in the property that is the subject of this application, or the failure of any heir, successor, assign, or legal representative of such party, to observe any of the covenants, restrictions, agreements, terms or conditions of this resolution whose provisions shall constitute conditions of the special permit hereby granted, the City Planning Commission may, without the consent of any other party, revoke any portion of or all of said special permit. Such power of revocation shall be in addition to and not limited to any other powers of the City Planning Commission, or of any other agency of government, or any private person or entity. Any such failure as stated above, or any alteration in the development that is the subject of this application that departs from any of the conditions listed above, is grounds for the City Planning Commission or the City Council, as applicable, to disapprove any application for modification, cancellation or amendment of the special permit hereby granted.
7. Neither the City of New York nor its employees or agents shall have any liability for money damages by reason of the city's or such employee's or agent's failure to act in accordance with the provisions of this special permit.

The above resolution (C 260065 ZSM), duly adopted by the City Planning Commission on April 1, 2026 (Calendar No. 9), is filed with the Office of the Speaker, City Council, and the Borough President, in accordance with the requirements of Section 197-d of the New York City Charter.

SIDEYA SHERMAN, *Chair*

KENNETH J. KNUCKLES, Esq., *Vice Chairman*

ALFRED C. CERULLO III, Esq.,

ANTHONY W. CROWELL, Esq.,

RASMIA KIRMANI FRYE, DAVID GOLD, Esq., LEAH GOODRIDGE, Esq.,

RAJU MANN, ORLANDO MARÍN, JUAN CAMILO OSORIO, Ph.D.,

RAJ RAMPERSHAD, *Commissioners*



COMMUNITY/BOROUGH BOARD RECOMMENDATION

Project Name: 509 Madison Special Permit			
Applicant:	Nicholas Williams	Applicant's Primary Contact:	Nicholas Williams
Application #	260065ZSM	Borough:	
CEQR Number:	26DCP030M	Validated Community Districts:	M05

Docket Description:

IN THE MATTER OF an application submitted by 509 Madison Avenue LLC pursuant to Sections 197-c and 201 of the New York city Charter for the grant of a special permit pursuant to Section 74-152 of the Zoning Resolution to allow a transient hotel (Use Group V) on portions of the ground floor and cellar, and on the 2nd floor through 30th floor of an existing commercial building proposed for as-of-right alterations, on property located at 509 Madison Avenue (Block 1288, Lot 51), in a C5-3 District, within the Special Midtown District, Borough of Manhattan, Community District 5. Plans for this proposal are on file with the City Planning Commission and may be seen on the Zoning Application Portal at <https://zap.planning.nyc.gov/projects/2025M0261> or at the Department of City Planning, 120 Broadway, 31st Floor, New York, N.Y. 10271- 0001.

Please use the above application number on all correspondence concerning this application

RECOMMENDATION: Favorable			
# In Favor: 42	# Against: 0	# Abstaining: 1	Total members appointed to the board: 47
Date of Vote: 1/8/2026 12:00 AM		Vote Location: Xavier High School	

Please attach any further explanation of the recommendation on additional sheets as necessary

Date of Public Hearing:	
Was a quorum present? No	<i>A public hearing requires a quorum of 20% of the appointed members of the board but in no event fewer than seven such members</i>
Public Hearing Location:	

CONSIDERATION:

Recommendation submitted by	MN CB5	Date: 1/22/2026 1:29 PM
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Manhattan Community Board Five

Bradley Sherburne, Chair

450 Seventh Avenue, Suite 2109
New York, NY 10123-2199
212.465.0907 f-212.465.1628

Marisa Maack, District Manager

January 9, 2026

Dan Garodnick
Director
Department of City Planning, 31st Floor
120 Broadway
New York, NY 10271

Re: 509 Madison Avenue LLC Special Permit pursuant to ZR §74-152 509 Madison Avenue (BLOCK 1288, LOT 51), MCD5

Dear Director Garodnick,

At the regularly scheduled monthly Community Board Five meeting on Thursday, January 8, 2026, the following resolution passed with a vote of 42 in favor; 0 opposed; and 1 abstaining;

WHEREAS, 509 Madison Avenue LLC (the “Applicant”) seeks a special permit pursuant to ZR §74-152 to permit Use Group V transient hotel use at 509 Madison Avenue (Block 1288, Lot 51) (the “Development Site”), located in a C5-3 zoning district within the East Midtown Subdistrict of the Special Midtown District, Manhattan Community District 5; and

WHEREAS, Existing approximately 139,230-square-foot, 21-story building, constructed in the late 1920s, contains offices above ground-floor retail and has an existing FAR of approximately 20.3, exceeding the base FAR of 15.0 due to pre-1961 construction; and

WHEREAS, Applicant proposes to convert and partially reconstruct the building into a 96-room transient hotel with ground-floor retail along Madison Avenue (the “Proposed Development”), with no increase in zoning floor area, and an increase in height to approximately 30 stories with setbacks at the 15th and 22nd floors while maintaining the existing street wall along Madison Avenue and East 53rd Street; and

WHEREAS, The Development Site is located at Madison Avenue and East 53rd Street in a dense, transit-rich Midtown commercial area characterized by office, retail, institutional, and hotel uses, and the Proposed Development would add needed hotel capacity in this context; and

WHEREAS, The Applicant has stated that the hotel entrance will be located on East 53rd Street near Madison Avenue, separate from the E/M subway entrance, retail entrances, service areas, and the Madison Avenue bus lane, to minimize pedestrian conflicts; and

WHEREAS, The Applicant has represented that the hotel will include 15th-floor amenity space, potentially including dining and fitness facilities, with a wrap-around outdoor terrace that will not host large events or amplified music; and

WHEREAS, The Applicant has represented that the existing East 53rd Street service entrance will be retained for deliveries, refuse, and laundry operations, with such activities scheduled during overnight hours where practicable, and that no on-site parking or curb cuts are proposed, valet service will utilize off-site garages, and concierge and bellhop services will be provided to reduce sidewalk dwell time; and

WHEREAS, Applicant has committed to public-realm improvements including upgrading finishes at the existing East 53rd Street subway entrance, exploring the 509 Madison Ave, Hotel Special Permit NAG revised Reso Draft 12-18-2025 feasibility of installing street trees along Madison Avenue subject to agency approvals, and retaining the existing CitiBike station on the north side of East 53rd Street; and

WHEREAS, the Applicant has stated that construction is anticipated to last approximately 24 months beginning in early 2026; and

WHEREAS, the Applicant has received a letter of support from the Hotel Trades Council reflecting a commitment to unionized hotel labor; and

WHEREAS, Manhattan Community Board 5 has reviewed the application and considered the findings required under ZR §74-152, including whether the proposed use (a) incorporates site-planning measures to address potential conflicts, (b) avoids undue pedestrian or vehicular congestion, and (c) does not impair the future use or development of the surrounding area; therefore, be it

RESOLVED, Manhattan Community Board 5 approves the application by 509 Madison Avenue LLC for a special permit pursuant to ZR §74-152 to permit Use Group V hotel use at 509 Madison Avenue, Manhattan; and be it

FURTHER RESOLVED, MCB5 finds the Proposed Development appropriate and compatible with the East Midtown context and finds that, as represented, it satisfies the findings required under ZR §74-152; and be it

FURTHER RESOLVED, that CB5 commends the Applicant for commitments to public-realm improvements, transit entrance upgrades, retention of bicycle infrastructure, and the use of unionized labor.

Sincerely,

A handwritten signature in black ink, appearing to read "Bradley Sherburne". The signature is fluid and cursive, with the first name "Bradley" written in a larger, more prominent script than the last name "Sherburne".

Bradley Sherburne
Chair, CB5

A handwritten signature in black ink, appearing to read "Nancy Aber Goshow". The signature is fluid and cursive, with the first name "Nancy" written in a larger, more prominent script than the last name "Aber Goshow".

Nancy Aber Goshow
Chair, CB5 Land Use, Housing and Zoning Committee



BOROUGH PRESIDENT RECOMMENDATION

Project Name: 509 Madison Special Permit	
Applicant: Nicholas Williams	Applicant's Administrator: Nicholas Williams
Application # 260065ZSM	Borough: Manhattan
CEQR Number: 26DCP030M	Validated Community Districts: M05

Docket Description:

IN THE MATTER OF an application submitted by 509 Madison Avenue LLC pursuant to Sections 197-c and 201 of the New York city Charter for the grant of a special permit pursuant to Section 74-152 of the Zoning Resolution to allow a transient hotel (Use Group V) on portions of the ground floor and cellar, and on the 2nd floor through 30th floor of an existing commercial building proposed for as-of-right alterations, on property located at 509 Madison Avenue (Block 1288, Lot 51), in a C5-3 District, within the Special Midtown District, Borough of Manhattan, Community District 5. Plans for this proposal are on file with the City Planning Commission and may be seen on the Zoning Application Portal at <https://zap.planning.nyc.gov/projects/2025M0261> or at the Department of City Planning, 120 Broadway, 31st Floor, New York, N.Y. 10271- 0001.

Please use the above application number on all correspondence concerning this application

RECOMMENDATION: Favorable

Please attach any further explanation of the recommendation on additional sheets as necessary

CONSIDERATION: See attached.

Recommendation submitted by	MN BP	Date: 2/23/2026 4:57 PM
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OFFICE OF THE PRESIDENT
BOROUGH OF MANHATTAN
THE CITY OF NEW YORK

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Brad Hoylman-Sigal, Borough President

February 23, 2026

**Recommendation on ULURP Application No. C260065ZSM -
509 Madison Special Permit
by 509 Madison Avenue LLC**

PROPOSED ACTION

509 Madison Avenue LLC (the “Applicant”) seeks approval of a special permit pursuant to Section 74-152 of the New York City Zoning Resolution (ZR) to facilitate the conversion of an existing commercial office building to a Use Group V hotel (the “Proposed Project”) located at 509 Madison Avenue (Block 1288, Lot 51), in Manhattan Community District 5 (the “Site”).

BACKGROUND

The Citywide Hotels Text Amendment was approved by the New York City Council on December 9, 2021 and established the special permit found in ZR Section 74-152. In commercial districts or mixed-use manufacturing and residential districts the City Planning Commission may permit transient hotels, motels, or tourist cabins.

The Site contains an existing 237-foot-tall commercial office building that was built in the late 1920s and is currently vacant except for ground-floor retail. The existing building has a floor area ratio (FAR) of 20.3, which is overbuilt, and does not comply with some of the height and setback regulations of the Special Midtown district. There is an entrance to the E and F subway lines located on the ground floor of the building on 53rd Street.

Proposed Project

The proposed actions would facilitate the conversion of an existing 139,230-square-foot commercial office building to a hotel with the same floor area. The Proposed Project is a 30-story, 381-foot-tall, 96-room hotel containing approximately 136,000 zoning square feet (ZSF) of hotel use and 3,000 ZSF of ground-floor retail.

While the proposed hotel use is subject to a special permit, the proposed bulk can be developed as-of-right because it would maintain the same square footage as the existing building and reduce non-compliance with the bulk regulations of the Special District.

The existing building would be partially demolished and reconstructed beginning at the 15th floor, with setbacks at the 15th and 22nd floors. The additional floors would comply with East Midtown bulk regulations, while the existing noncompliant street wall and FAR would remain. The Applicant has begun interior demolition of the existing building.

The main entrance of the hotel would front on East 53rd Street at the corner of Madison Avenue to minimize interference between vehicle drop-offs and bus traffic on Madison Avenue. The Applicant would maintain the existing service entrance and subway station entrance on East 53rd Street, and the retail entrance would be located on Madison Avenue.

To minimize the impact of the Proposed Project on the surrounding area, concierge and valet service would be used for efficient hotel arrival and departure. Deliveries and laundry drop-off and pick-up at the service entrance would occur overnight whenever possible. The Applicant intends to add more street trees on Madison Avenue, should the subsurface conditions allow.

Area Context

The Site is located in Manhattan Community District 5 in the Midtown East neighborhood. The Site is located within the East Midtown Subdistrict of the Special Midtown District, which is primarily zoned C5-3, with C5-2.5 zoning districts mapped at the midblocks. The Site is well-served by transit by the E, F, and 6 trains and close to 20 local and express bus routes.

The surrounding area includes numerous hotels that play an important role in supporting the area's commercial office uses and the city's tourism industry.

COMMUNITY BOARD RESOLUTION

On January 8, 2026, Manhattan Community Board 5 ("CB 5") voted 42-0-1 to recommend approval of the project. CB 5 supported the Applicant's commitments to public realm improvements, upgrades to the subway entrance, retention of bicycle infrastructure, and the plan to use union labor.

BOROUGH PRESIDENT'S COMMENTS

Midtown Manhattan is a center of business and tourism in New York City, and hotels are important to the success of these industries. Prior to 2015, hotel construction was permitted as-of-right in East Midtown. In the ten years since a hotel special permit was first established in the Vanderbilt Corridor¹, then expanded across 78 blocks of East

¹ Vanderbilt Corridor text amendment (N 150127 ZRM)

Midtown², and ultimately applied to commercial districts citywide³, just one special permit for a new hotel has been granted in East Midtown⁴. Meanwhile, we have seen tourism rebound from the pandemic – hotel occupancy rates are up, while the number of available hotel rooms has only increased slightly from 2024 to 2025⁵. I appreciate that the Proposed Project at 509 Madison Avenue will repurpose an existing building to bring nearly 100 new hotel rooms and union jobs to Midtown East.

While hotels are important for welcoming visitors to our city, they must also be responsible neighbors for the area’s full-time residents and businesses. I echo Community Board 5 in encouraging the Applicant to make public realm improvements, including planting more street trees wherever possible, maintaining existing bicycle infrastructure, and working with the MTA to improve the on-site subway entrance. Doing so will ensure that the conversion of this building contributes positively to the neighborhood.

BOROUGH PRESIDENT’S RECOMMENDATION

Therefore, I recommend **approval** of ULURP Application No. C260065ZSM.



Brad Hoylman-Sigal
Manhattan Borough President

² Greater East Midtown Rezoning (N 170186A ZRM)

³ Citywide Hotels Text Amendment (N 210406 ZRY)

⁴ 175 Park Avenue (C 210413 ZSM)

⁵ [Annual State of the City’s Economy and Finances 2025 - Office of the New York City Comptroller](#)