

November 26, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 11, LPC-25-03381

823 Madison Avenue – Upper East Side Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 709 3216

Passcode: 445660

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.



823-825 MADISON AVENUE, 2024

3

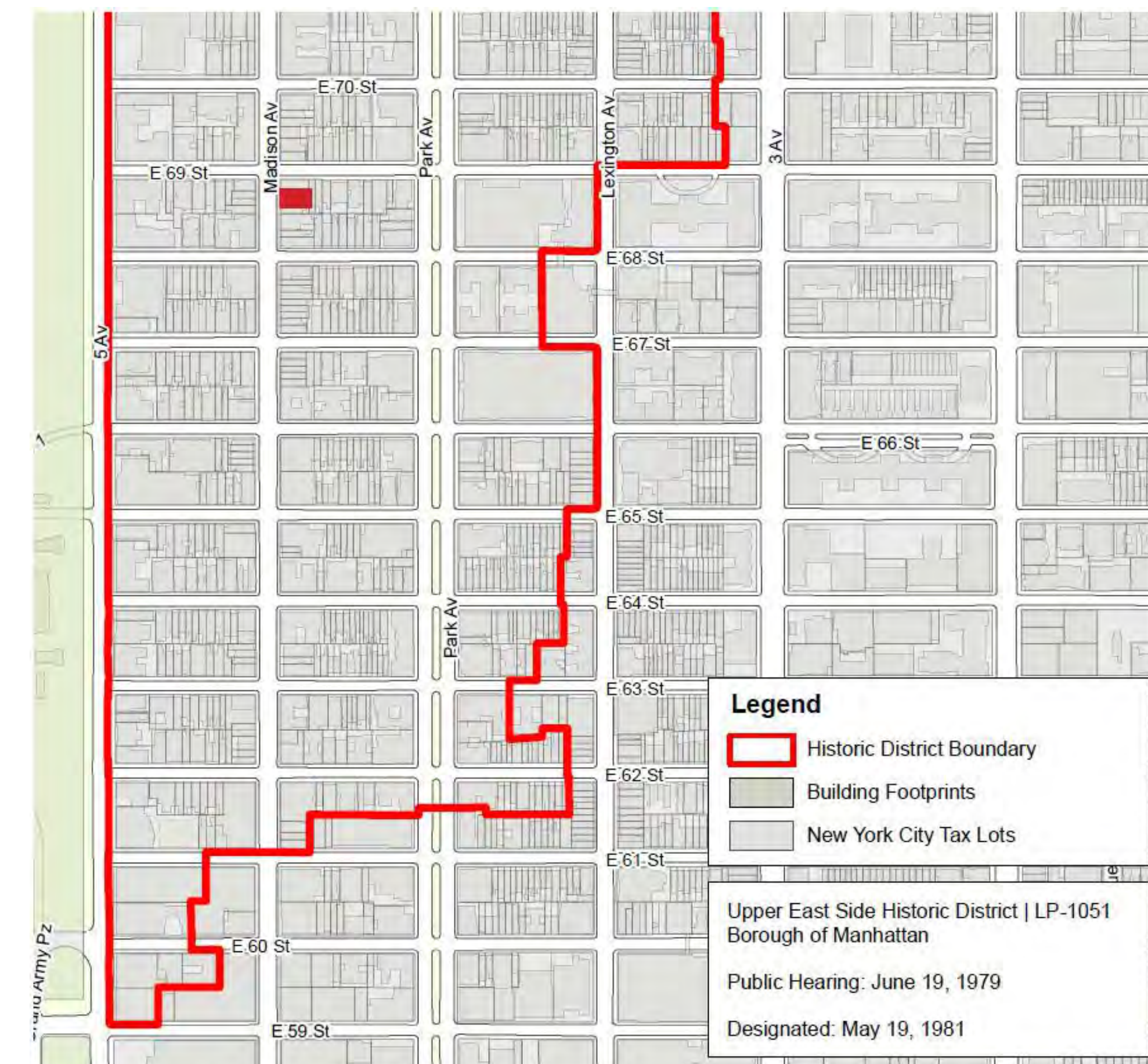
NTS



BLOCK PLAN

1

NTS



Legend

- Historic District Boundary
- Building Footprints
- New York City Tax Lots

Upper East Side Historic District | LP-1051
Borough of Manhattan

Public Hearing: June 19, 1979

Designated: May 19, 1981

New York City Landmarks Preservation Commission, LCR Date: 3.28.2019

HISTORIC DISTRICT LOCATION

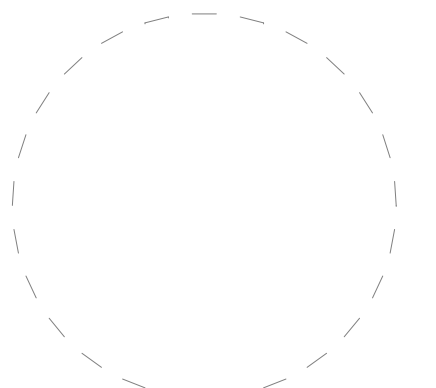
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NTS

MEP CONSULTANT:

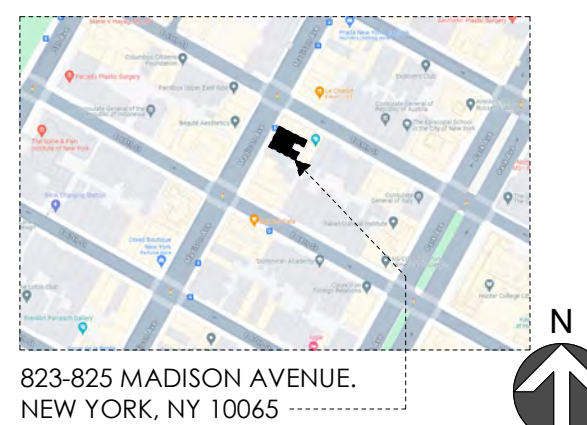
ARCHITECT: KENNETH PARK, AIA
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ARCHITECTURAL REG. #: 14459
REGISTRATION EXPIRES: 01/31/2024



11/19/2024 6:12:22 PM

NO.	DATE	REVISIONS



823-825 MADISON AVENUE,
NEW YORK, NY 10065



823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:

INTRODUCTION

PROJECT NO. CQ4

SCALE: 12" = 1'-0"

DATE: 09/25/24

DRAWN BY: JS

REVIEWED BY: Checker

SHEET NO.

1



EXISTING STOREFRONT ELEVATION RENDERING

1

NTS



PROPOSED STOREFRONT ELEVATION RENDERING

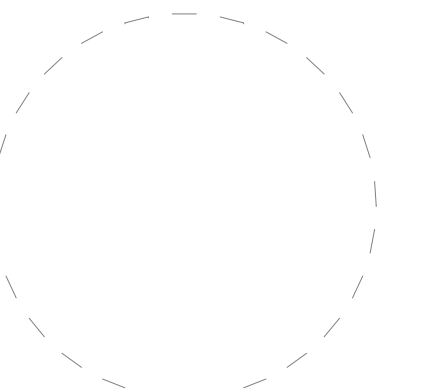
2

NTS

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823-825 MADISON AVENUE, NEW YORK, NY 10065



823 Madison Avenue

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LOWER LEVEL: 2530SF

SHEET TITLE:
PROPOSED STOREFRONT
RENDERINGS

PROJECT NO. CQ4
SCALE: 12" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
REVIEWED BY: Checker
SHEET NO.



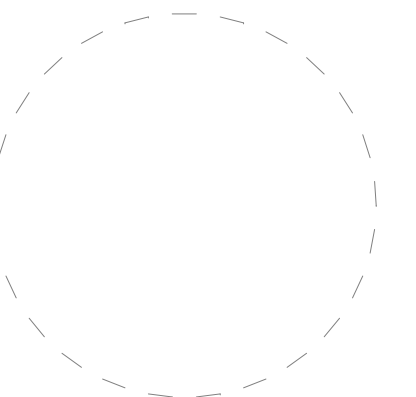
kennethpark

Architecture | Urban Planning | 360 Lexington Avenue
 Store Design | Mixed-Use | New York, NY 10017
 Retail Development | www.kennethpark.com

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823 Madison Avenue

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SHEET TITLE:
PROPOSED RENDERED VIEW

PROJECT NO. CQ4
 SCALE:
 DATE: 01/01/2015
 DRAWN BY: Autor
 REVIEWED BY: Verificador
 SHEET NO.

PROPOSED RENDERED VIEW 1

NTS



1944 (IRVING UNDERHILL)

3

NTS



1981 (LPC DESIGNATION PHOTO)

2

NTS



1986 (NYC) MUNICIPAL ARCHIVES)

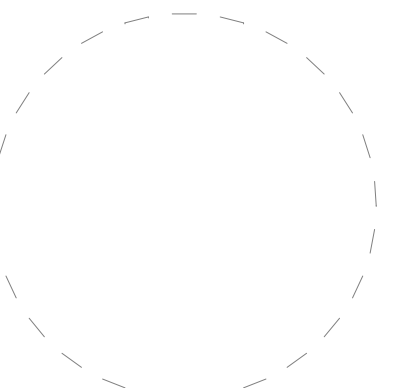
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823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
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 LOWER LEVEL: 2530SF

SHEET TITLE:
HISTORICAL DOCUMENTATION

PROJECT NO. CQ4
 SCALE:
 DATE: 09/25/24
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2008 (GOOGLE) ALTERATIONS APPROVED 2007 SAWICKI TARELLA ARCHITECTS

1

NTS



2024 (GOOGLE) ALTERATIONS APPROVED 2013 PAGE COWLEY ARCHITECTS

2

NTS

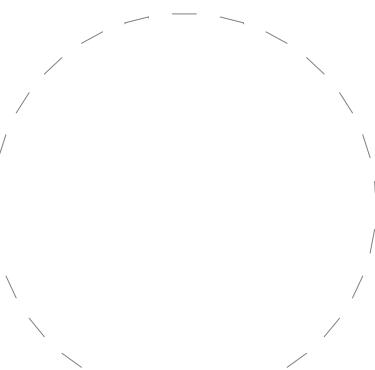
kennethpark

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 360 Lexington Avenue
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 www.kennethpark.com

MEP CONSULTANT:

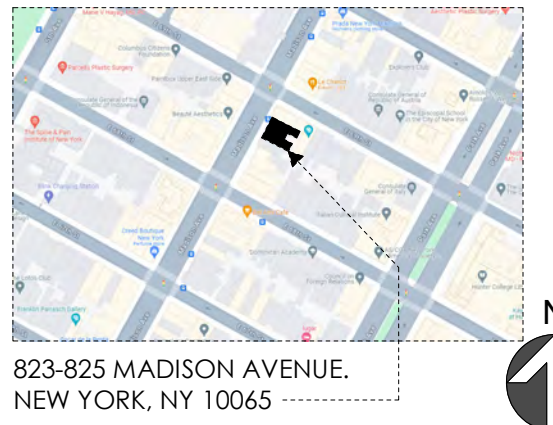
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SHEET TITLE:
APPROVED ALTERATION HISTORY

PROJECT NO. CQ4
 SCALE:
 DATE: 09/25/24
 DRAWN BY: Author
 REVIEWED BY: Checker
 SHEET NO.

5



821 MADISON AVENUE 1880-1881, ALT. 1922 LAMB & WHEELER NEO-FEDERAL

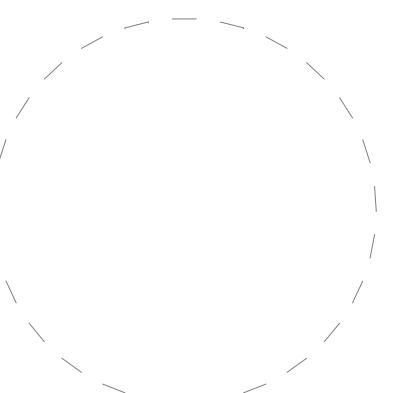


748 MADISON AVENUE 1917, ALT. 1938, 2009 ROUSE & GOLDSTONE/ PAGE COWLEY ARCHITECTS (ALT) NEO-GEORGIAN

MEP CONSULTANT:

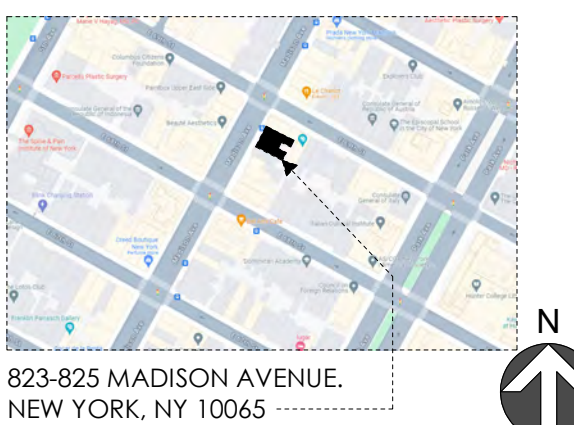
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823-825 MADISON AVENUE
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823 Madison Avenue

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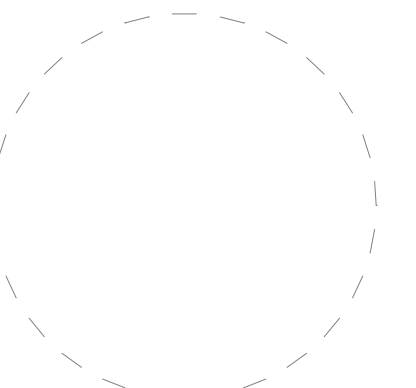
SHEET TITLE:
DISTRICT CONTEXT -
HISTORIC STYLE

PROJECT NO. CQ4
SCALE: 12" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
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10/2/2024 10:53:07 AM

NO.	DATE	REVISIONS



823-825 MADISON AVENUE,
NEW YORK, NY 10065



823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:
DISTRICT CONTEXT -
LPC APPROVALS

PROJECT NO. CQ4
SCALE: 12" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
REVIEWED BY: Checker
SHEET NO.



690 MADISON AVENUE
RDAI
APPROVED 2010



702 MADISON AVENUE
PAGE AYRES COWLEY ARCHITECTS
APPROVED 2014



829 MADISON AVENUE - APPROVED RENDERING
BEYER BLINDER BELLE
APPROVED 2023

5

4

3

2

1

kennethpark

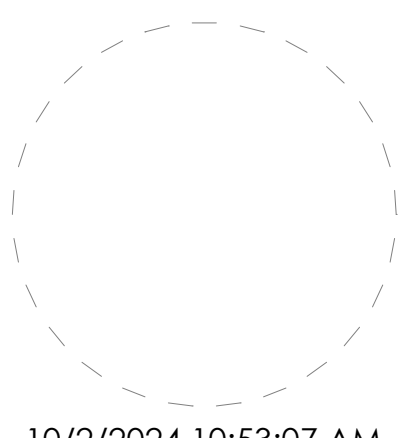
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Urban Planning |
Store Design |
Mixed-Use |
Retail Development |

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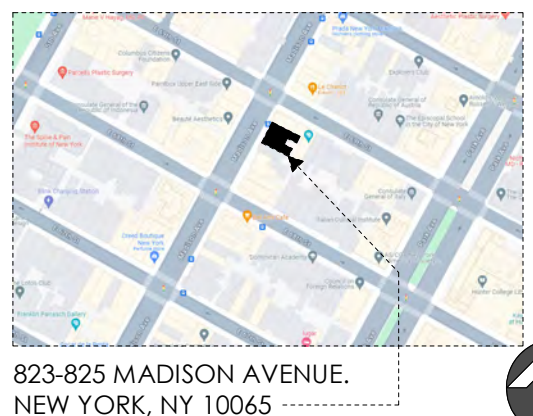
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NO.	DATE	REVISIONS



823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
 SECOND LEVEL: 4075SF
 STREET LEVEL: 3960SF
 LOWER LEVEL: 2530SF

SHEET TITLE:
**CAROLINA HERRERA
ON MADISON AVENUE**

PROJECT NO. CQ4
SCALE: 12" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
REVIEWED BY: Checker
SHEET NO.

8



954 MADISON AVENUE



802 MADISON AVENUE (GOOGLE, 2023)

D

C

B

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3

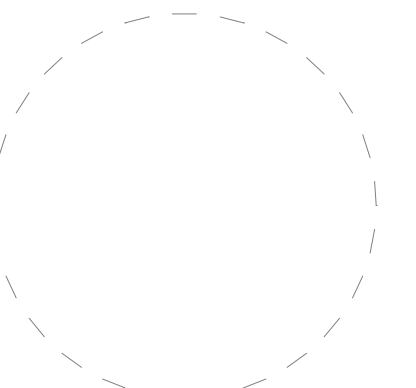
2

1

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823-825 MADISON AVENUE,
 NEW YORK, NY 10065



823 Madison Avenue

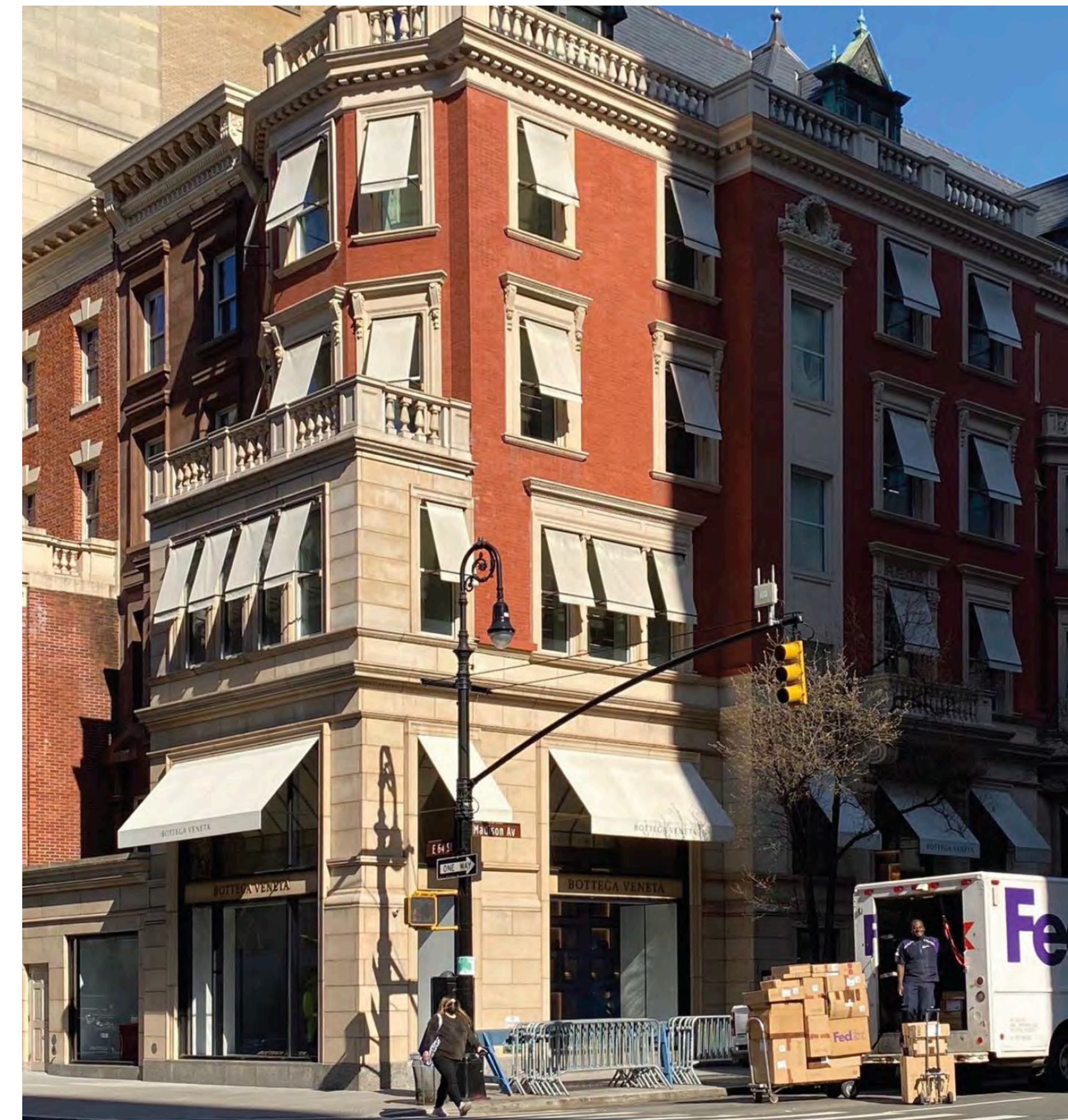
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 SECOND LEVEL: 4075SF
 STREET LEVEL: 3960SF
 LOWER LEVEL: 2530SF

SHEET TITLE:
**AWNINGS & METAL-
 WORK ON MADISON**

PROJECT NO. CQ4
 SCALE: 1/2" = 1'-0"
 DATE: 09/25/24
 DRAWN BY: Author
 REVIEWED BY: Checker
 SHEET NO.



829 MADISON AVENUE



740 MADISON AVENUE



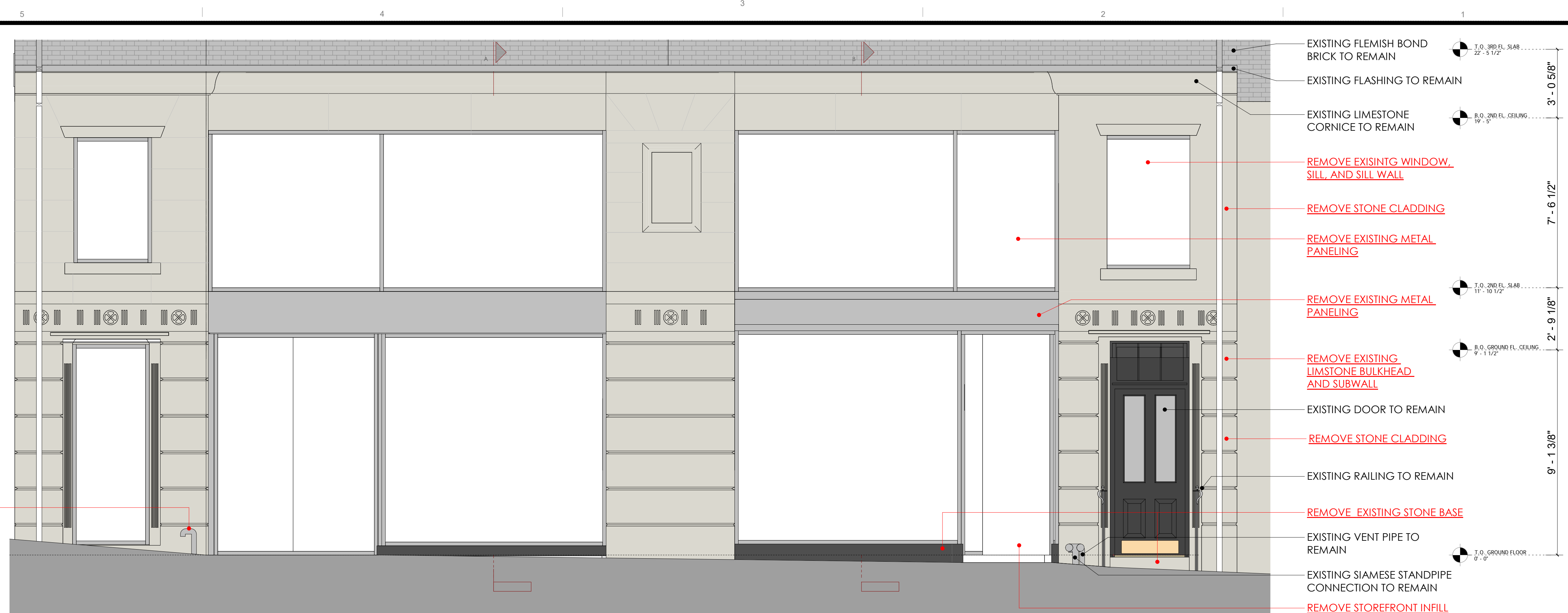
1165 MADISON AVENUE



760 MADISON AVENUE



710 MADISON AVENUE



- EXISTING FLEMISH BOND BRICK TO REMAIN
- EXISTING FLASHING TO REMAIN
- EXISTING LIMESTONE CORNICHE TO REMAIN
- REMOVE EXISTING WINDOW, SILL, AND SILL WALL
- REMOVE STONE CLADDING
- REMOVE EXISTING METAL PANELING
- REMOVE EXISTING LIMESTONE BULKHEAD AND SUBWALL
- EXISTING DOOR TO REMAIN
- REMOVE EXISTING STONE CLADDING
- EXISTING RAILING TO REMAIN
- REMOVE EXISTING STONE BASE
- EXISTING VENT PIPE TO REMAIN
- EXISTING SIAMESE STANDPIPE CONNECTION TO REMAIN
- REMOVE STOREFRONT INFILL

MEP CONSULTANT:

ARCHITECT: KENNETH PARK, AIA
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NO.	DATE	REVISIONS

STOREFRONT DEMO ELEVATION AT MADISON AVE. 1
 1/4" = 1'-0"



- S01 EXISTING LIMESTONE CORNICHE TO REMAIN
- B01 GLEN-GERY CUSHWA 51-DDX MODULAR, TO MATCH EXISTING UPPER FLOORS. FLEMISH BOND PATTERN
- M01 PROPOSED BLACK ANODIZED ALUMINUM STOREFRONT SYSTEM W/ 1" INSULATED GLAZING
- M01 PROPOSED BLACK ANODIZED ALUMINUM METAL PANEL
- M02 PROPOSED STOREFRONT NATURAL BRASS SIGNAGE, NONILLUMINATED
- M01 PROPOSED STOREFRONT ANODIZED ALUMINUM SIGNAGE
- M01 PROPOSED STOREFRONT SYSTEM (RAL 9005)
- S02 PROPOSED LIMESTONE BASE TO MATCH EXISTING



AREA: THIRD LEVEL: 3565SF
 SECOND LEVEL: 4075SF
 STREET LEVEL: 3960SF
 LOWER LEVEL: 2530SF

SHEET TITLE:
DEMO & PROPOSED STOREFRONT ELEVATIONS

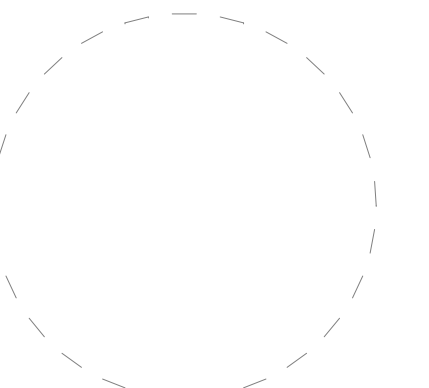
PROJECT NO. CQ4
 SCALE: 3/8" = 1'-0"
 DATE: 09/25/24
 DRAWN BY: Author
 REVIEWED BY: Checker
 SHEET NO.

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

MEP CONSULTANT:

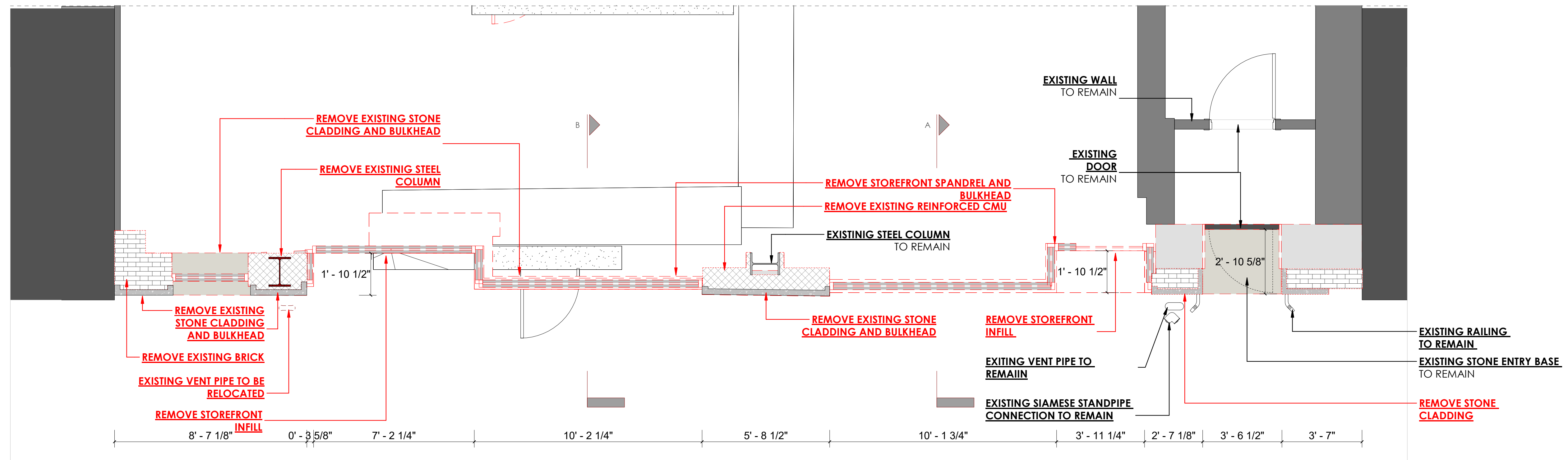
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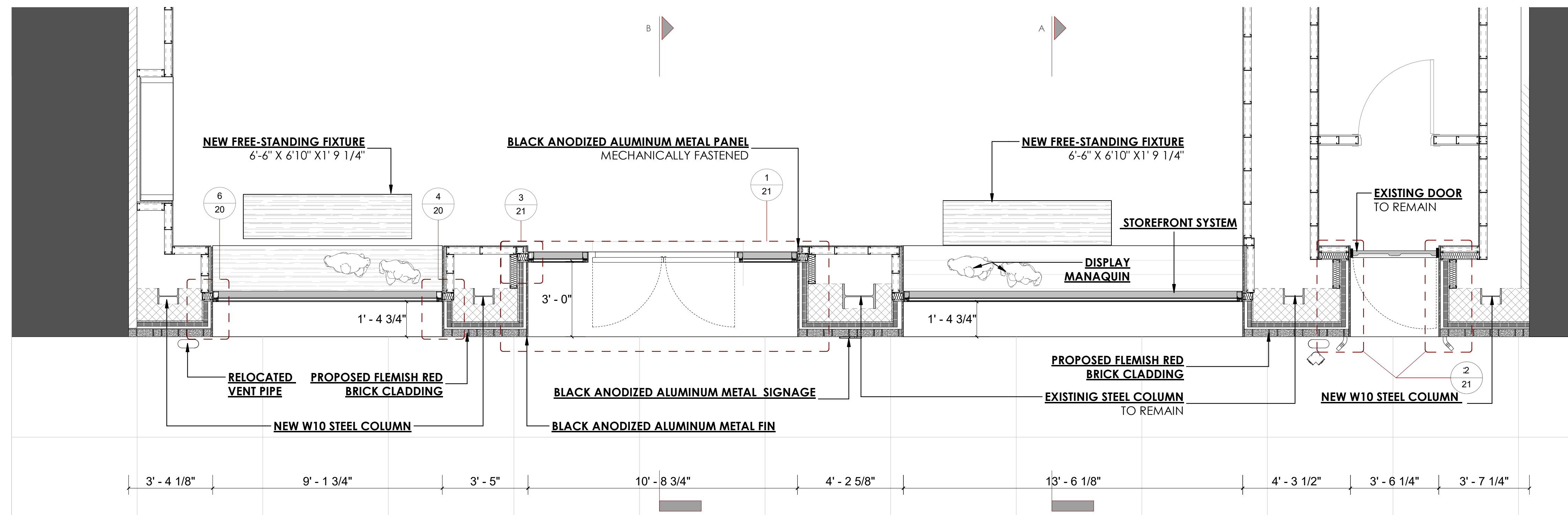
NO.	DATE	REVISIONS



FIRST FLOOR STOREFRONT DEMO PLAN

1

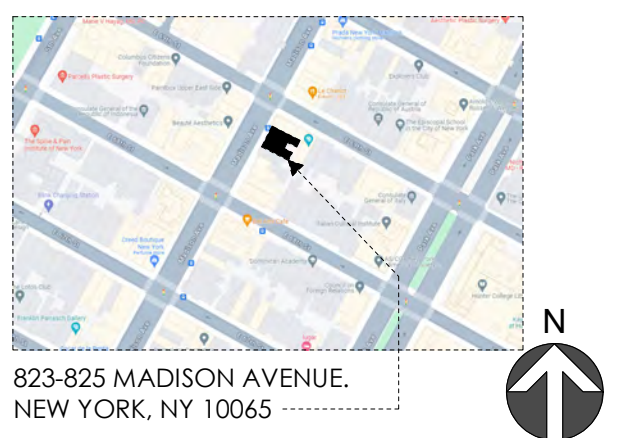
3/8" = 1'-0"



FIRST FLOOR STOREFRONT PROPOSED PLAN

2

3/8" = 1'-0"



823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
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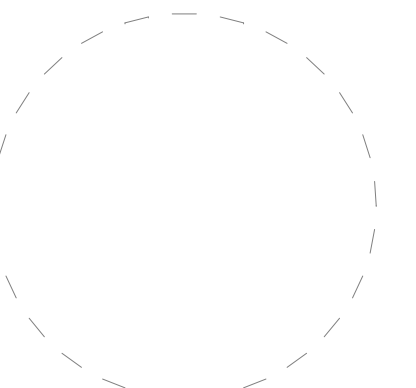
SHEET TITLE:
GROUND FLOOR DEMO & PROPOSED STOREFRONT

PROJECT NO. CQ4
SCALE: 3/8" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
REVIEWED BY: Checker
SHEET NO.

MEP CONSULTANT:

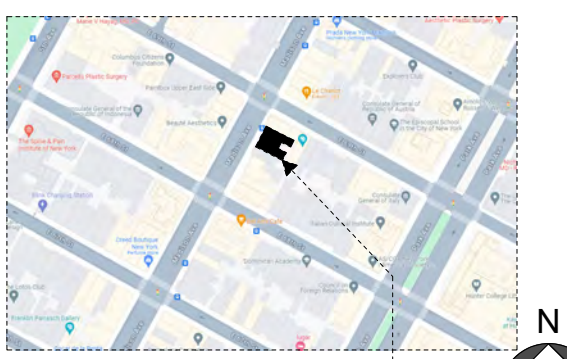
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NEW YORK, NY 10065

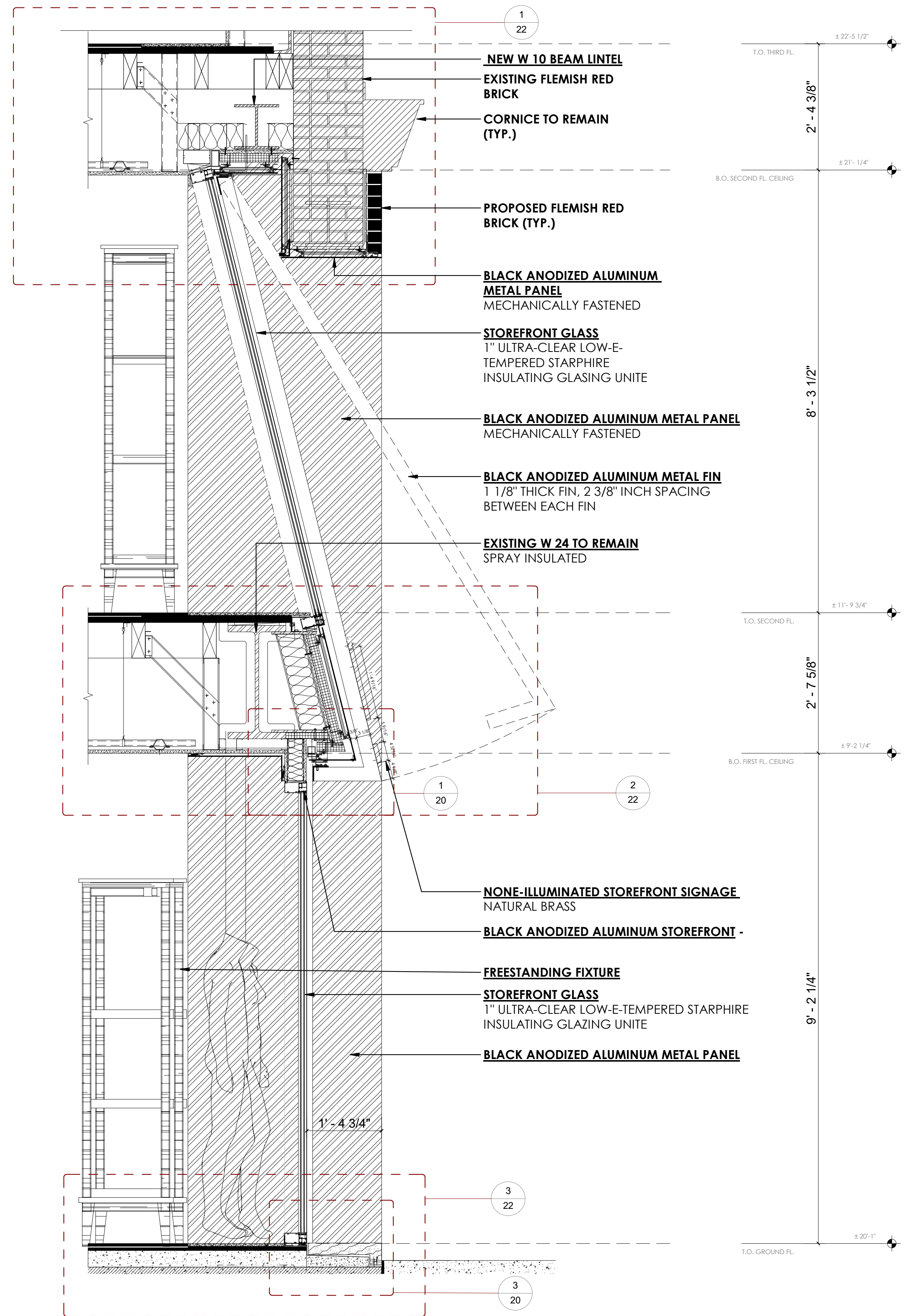


823 Madison Avenue

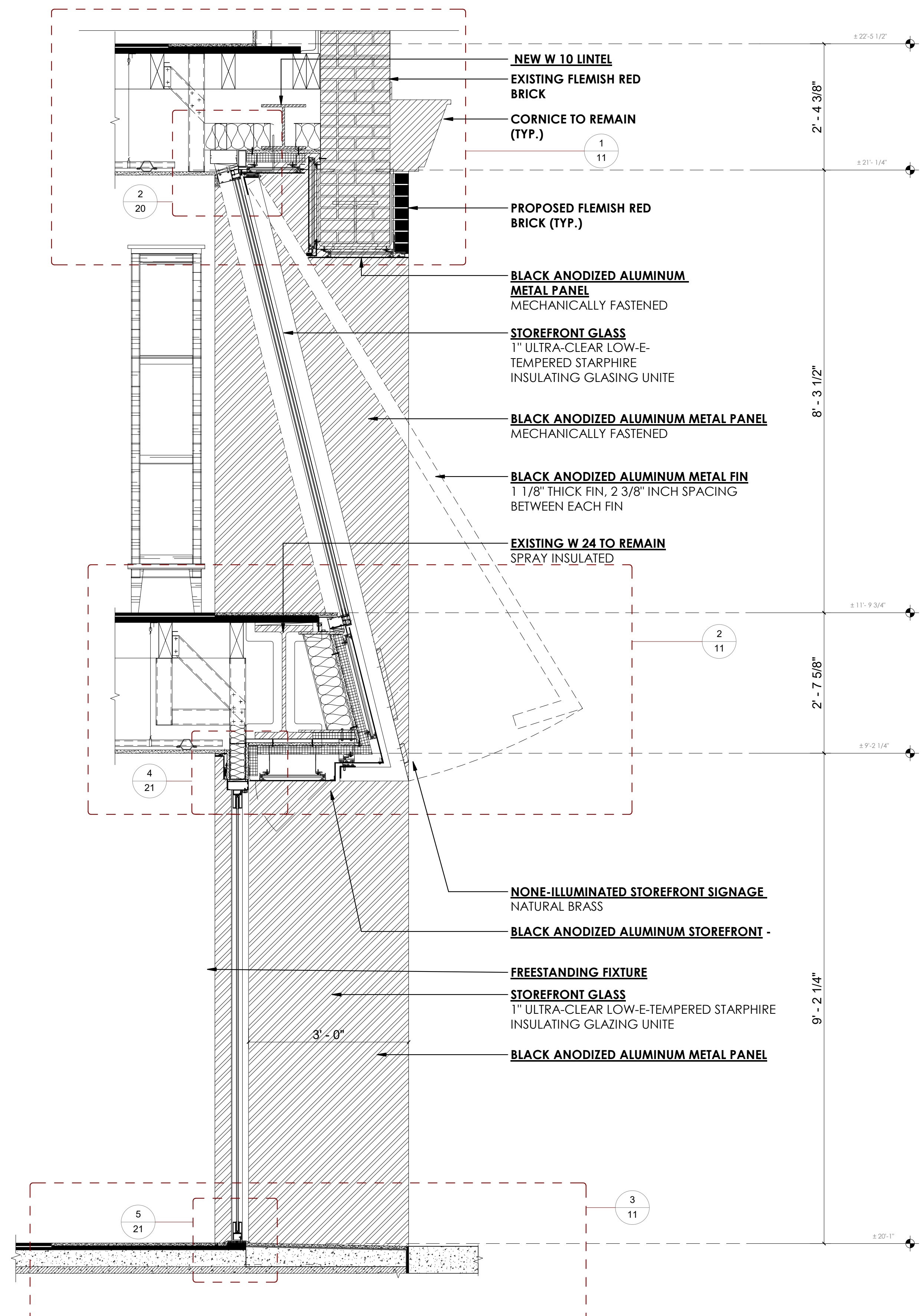
AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:
STOREFRONT SECTIONS

PROJECT NO. CQ4
SCALE: 3/8" = 1'-0"
DATE: 01/01/2015
DRAWN BY: Autor
REVIEWED BY: Verificador
SHEET NO.



STOREFRONT SECTION B 2
3/8" = 1'-0"

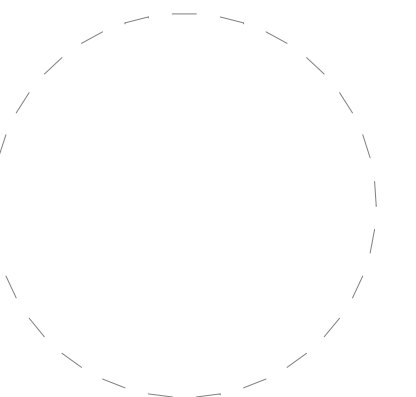


STOREFRONT SECTION A 1
3/8" = 1'-0"

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823-825 MADISON AVENUE
 NEW YORK, NY 10065



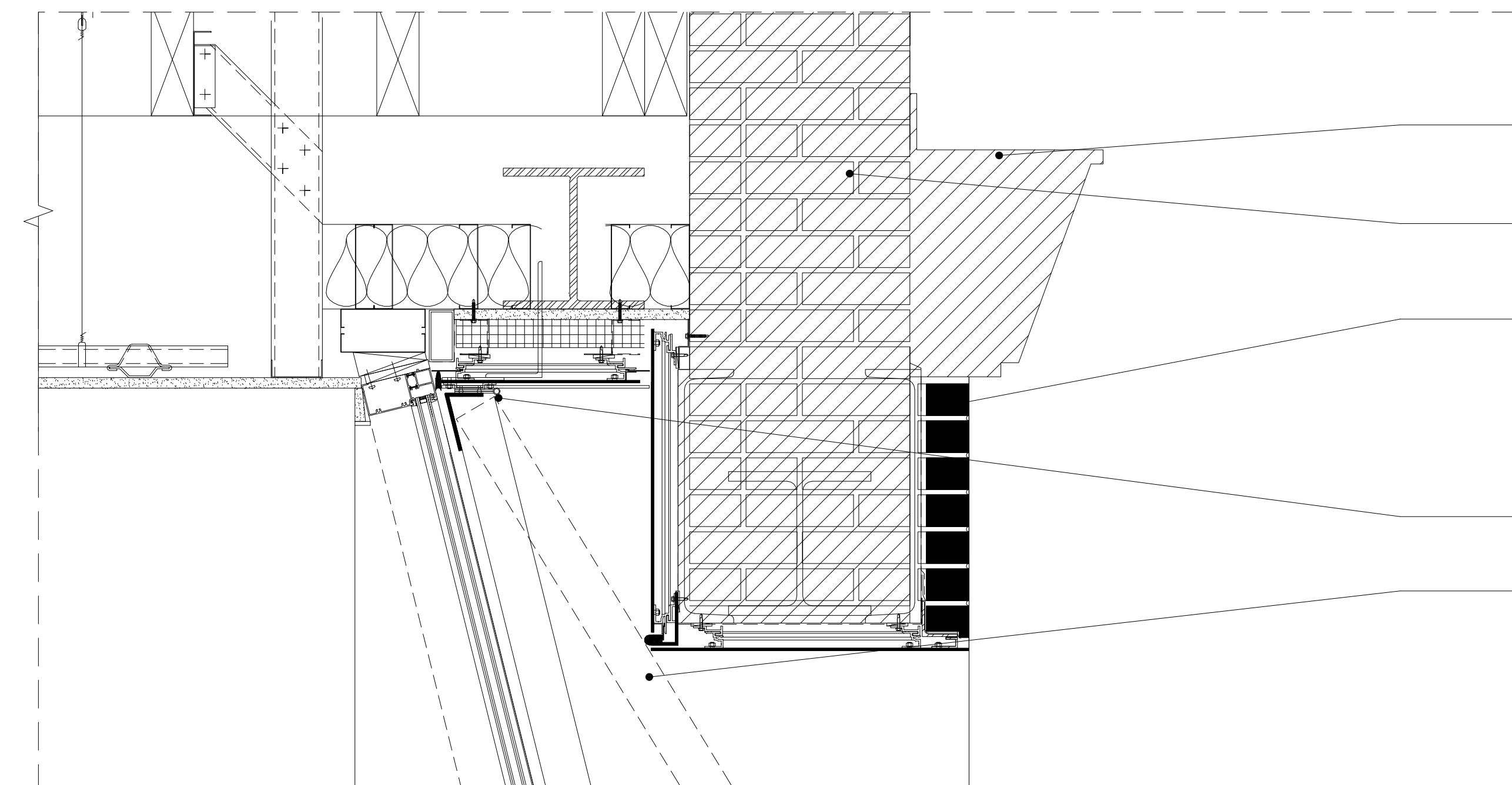
823 Madison Avenue

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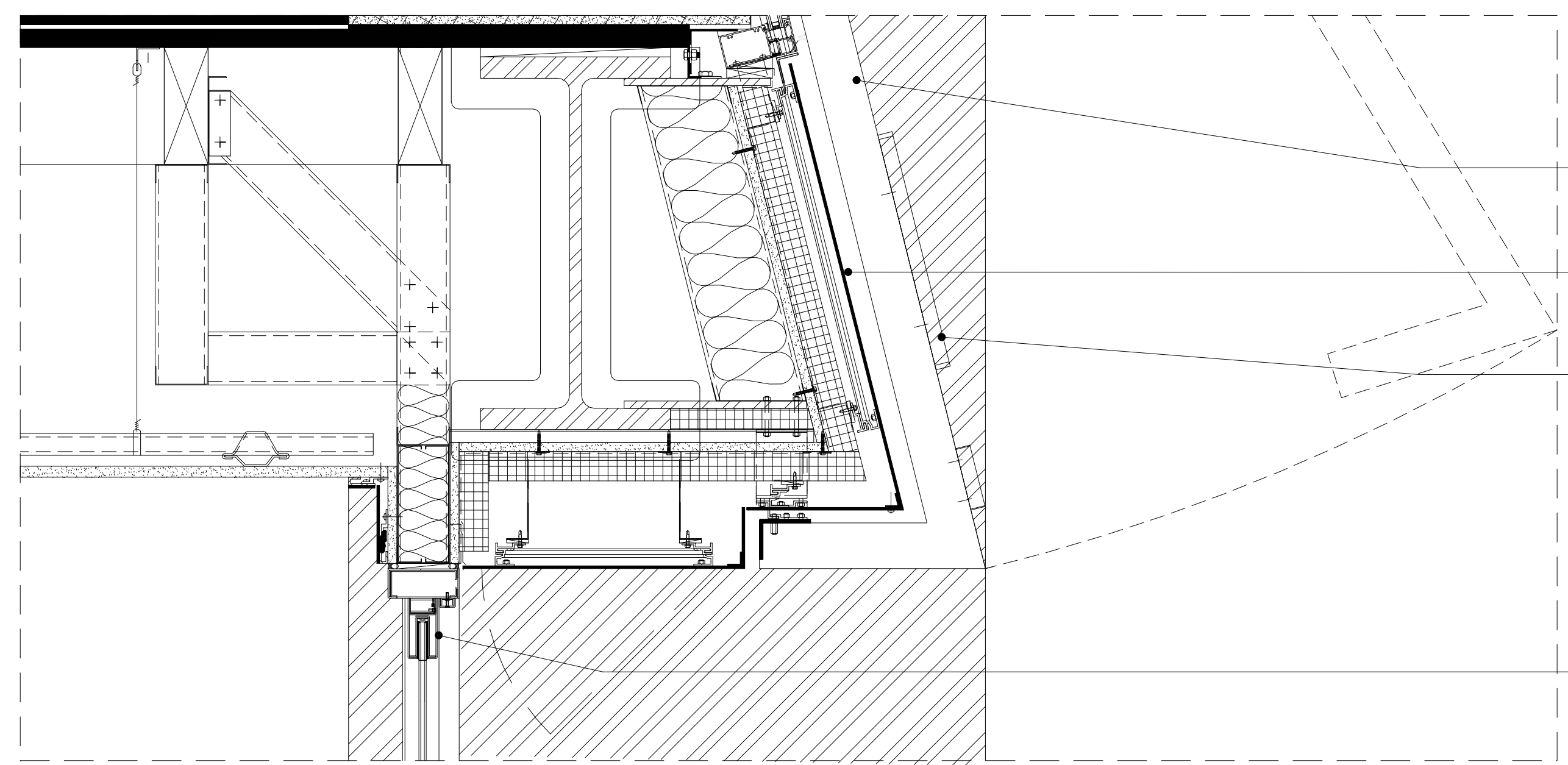
AXON VIEWS & ENLARGE SECTIONAL DETAILS

PROJECT NO. CQ4
 SCALE: As indicated
 DATE: 01/01/2015
 DRAWN BY: Autor
 REVIEWED BY: Verificador
 SHEET NO.



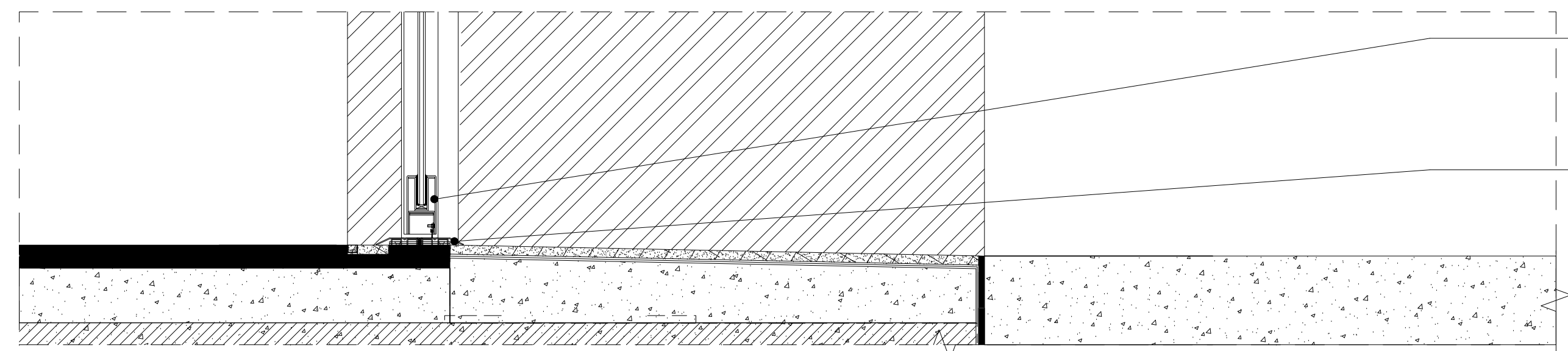
- (E) CORNICE TO REMAIN (TYP.)
- (E) BRICK TO REMAIN (TYP. U.O.N.)
- (N) PROPOSED FLEMISH RED BRICK (TYP.)
- ± 20'-1" B.O. SECOND FL. CEILING
- (N) HEAVY DUTY CONTINUOUS PIANO HINGE
- (N) 3 1/8" BLACK ANODIZED ALUMINUM FIN AWNING STOPPER
- ± 18'-6" T.O. STOREFRONT OPENING

ENLARGED SECTIONAL DETAILS 1
 1 1/2" = 1'-0"



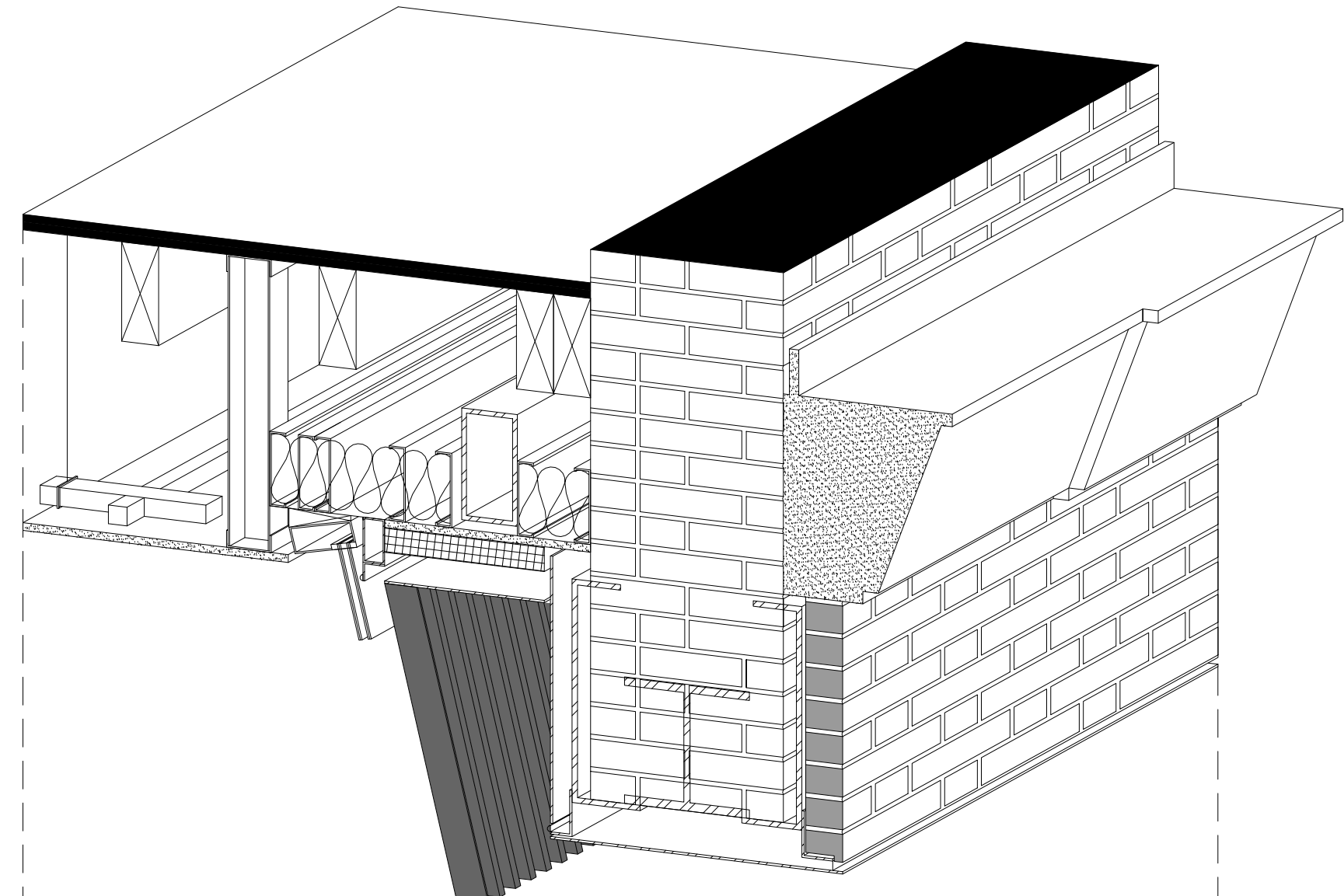
- ± 11'-10" T.O. SECOND FL. FIN.
- (N) 3 1/8" BLACK ANODIZED ALUMINUM FIN AWNING STOPPER
- (N) BLACK ANODIZED ALUMINUM PANEL (RAL9005)
- (N) NON-ILLUMINATED NATURAL BRASS STOREFRONT SIGNAGE (TYP.)
- ± 9'-2" B.O. FIRST FL. CEILING
- ± 8'-8" T.O. STOREFRONT GLAZING
- (N) BLACK ANODIZED ALUMINUM STOREFRONT TOP RAIL AND FRAME

ENLARGED SECTIONAL DETAILS 2
 1 1/2" = 1'-0"

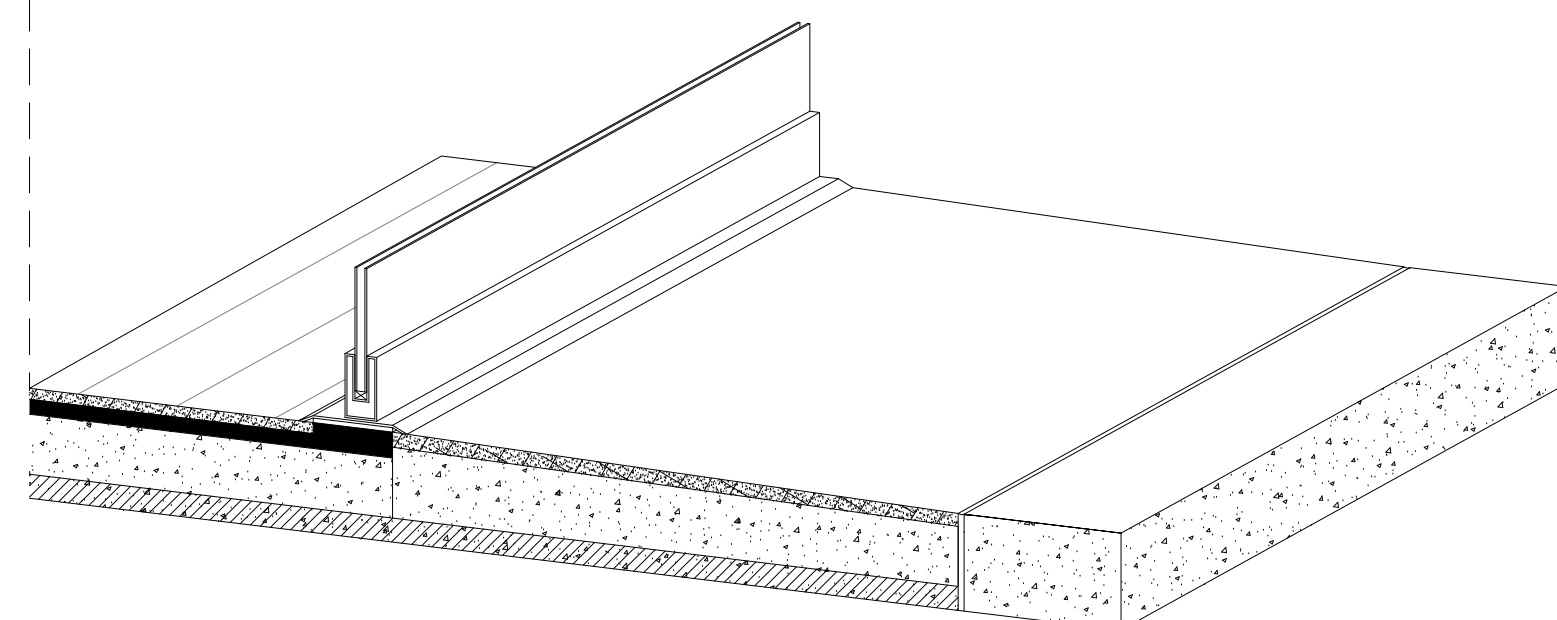
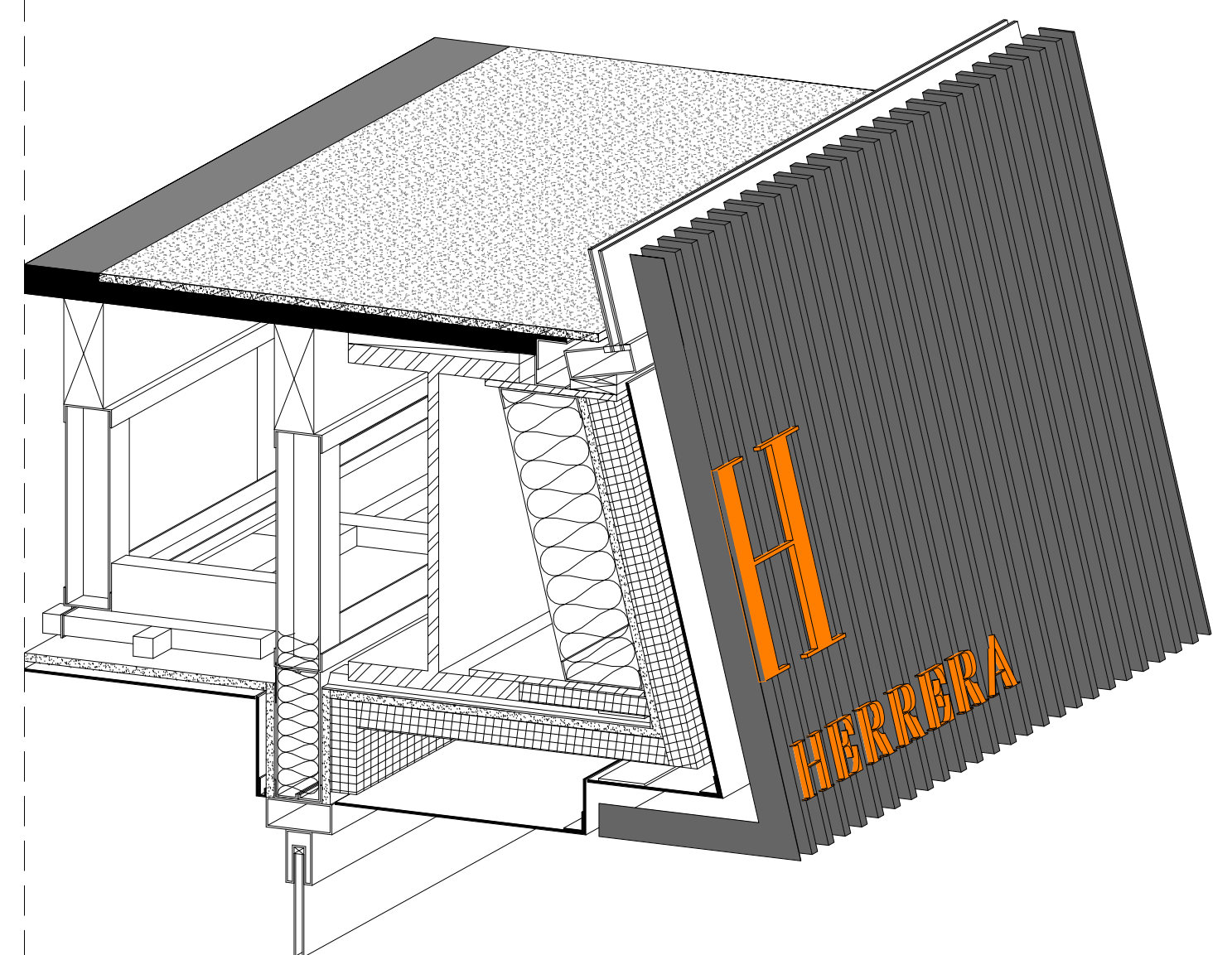


- (N) BLACK ANODIZED ALUMINUM STOREFRONT BOTTOM RAIL
- (N) BLACK ANNOIDIZE ALUM. DOOR SADDLE
- ± 0'-0" T.O. FIRST FL. FIN.

ENLARGED SECTIONAL DETAILS 3
 1 1/2" = 1'-0"



AXON SECTION 4
 1" = 1'-0"



D
C
B
A

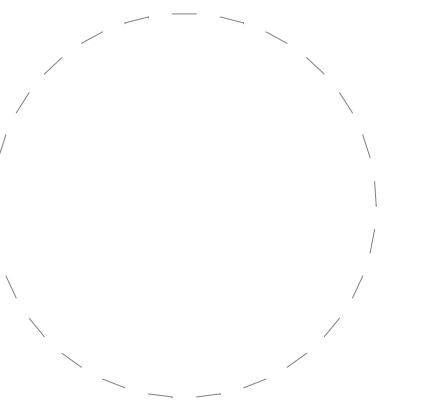
5 4 3 2 1

5 4 3 2 1

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823-825 MADISON AVENUE
 NEW YORK, NY 10065

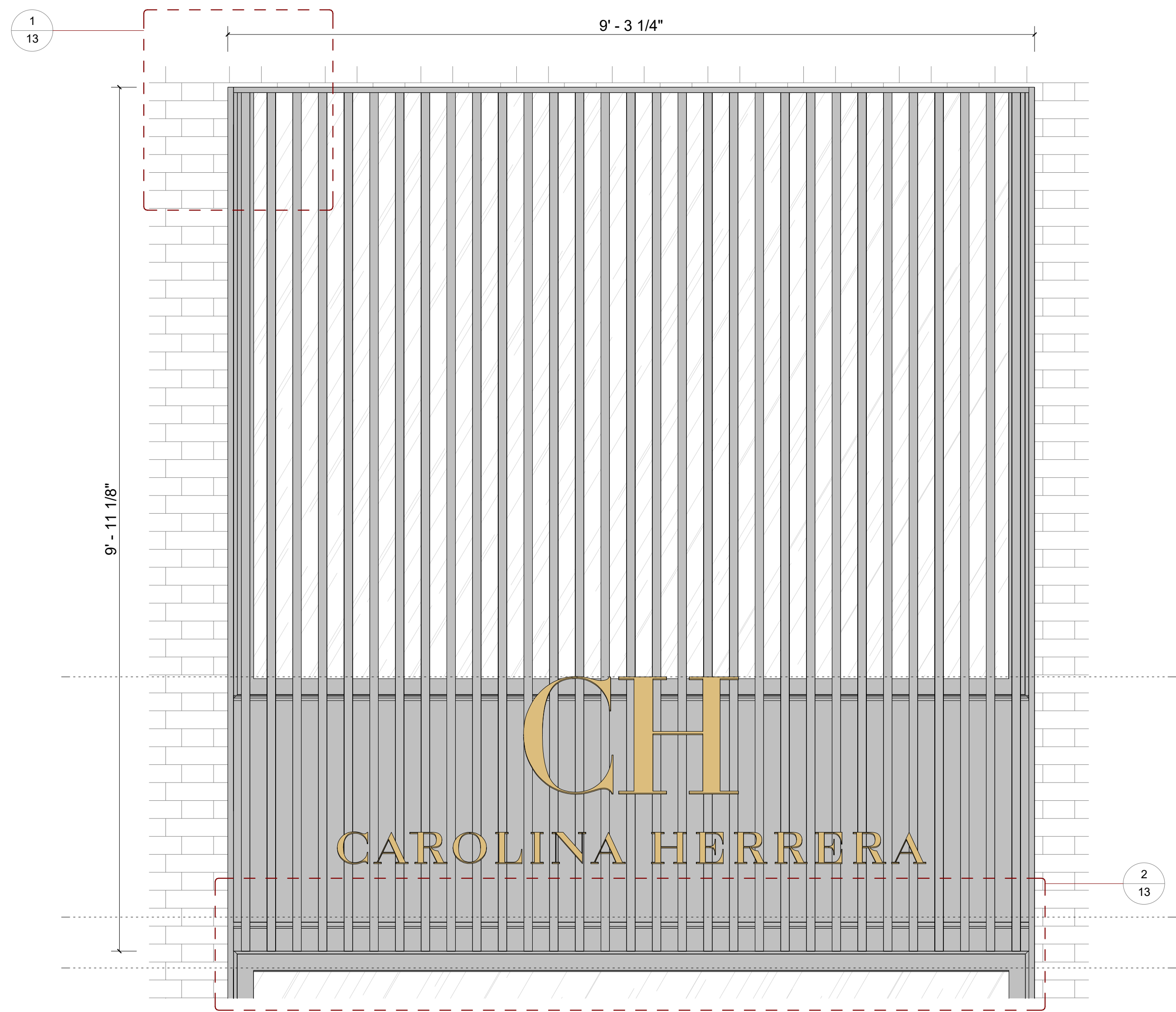


823 Madison Avenue

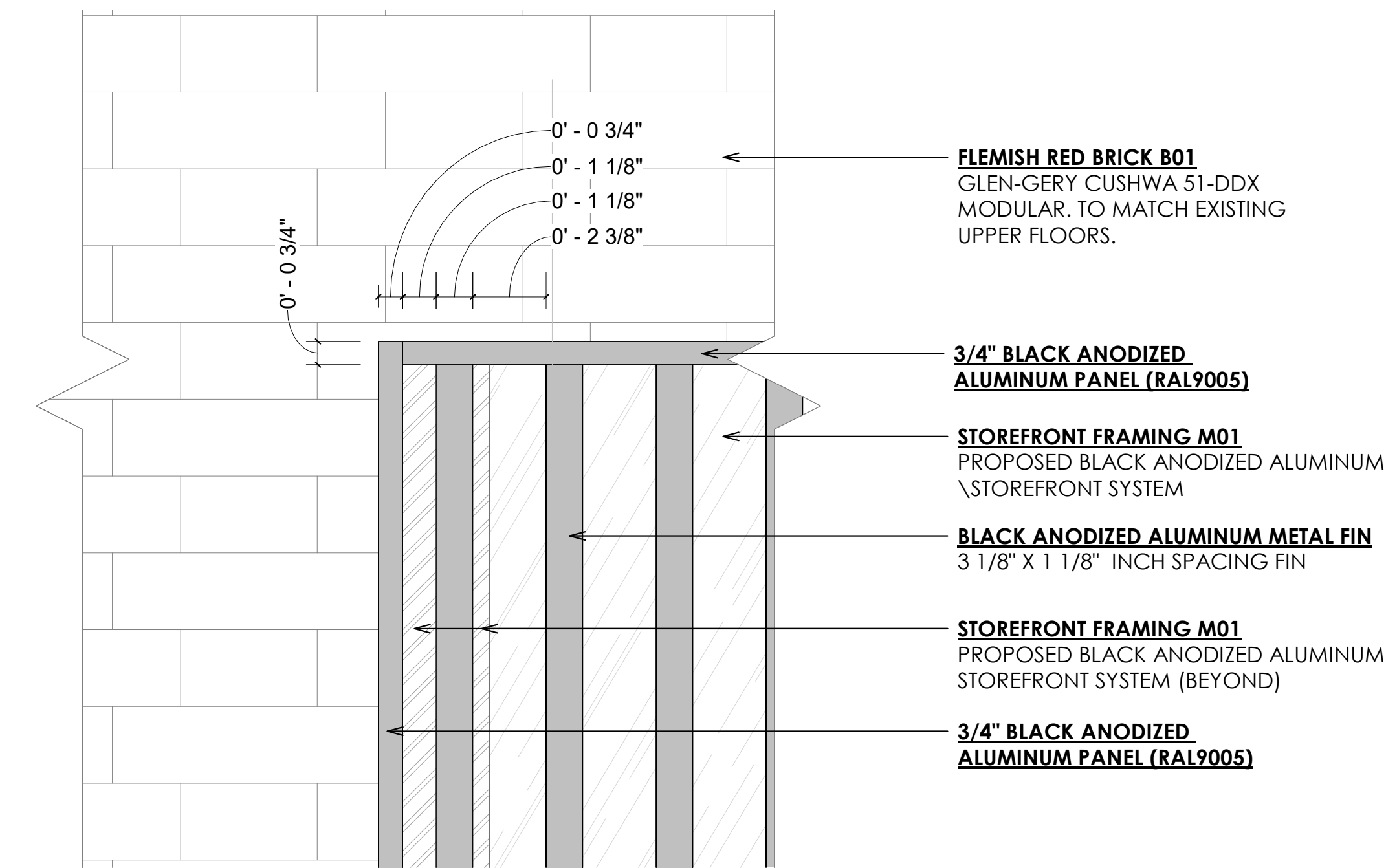
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 SECOND LEVEL: 4075SF
 STREET LEVEL: 3960SF
 LOWER LEVEL: 2530SF

SHEET TITLE:
**SECTIONAL AWNING
 DETAILS**

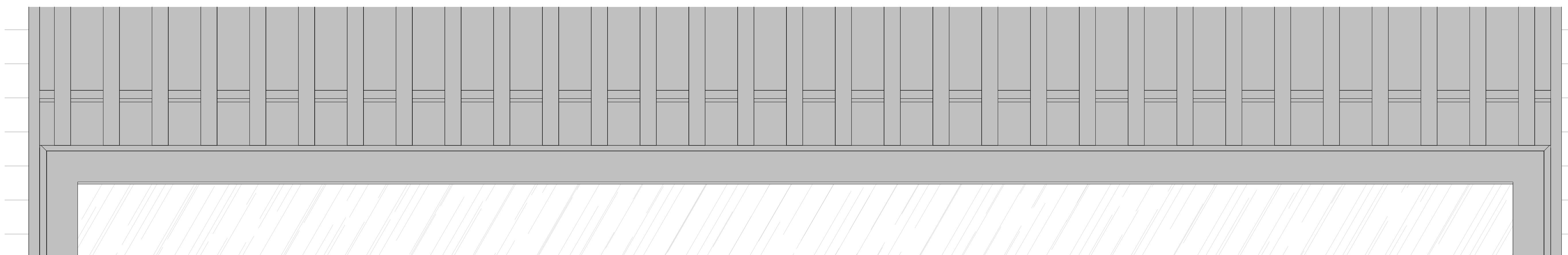
PROJECT NO. CQ4
 SCALE: As indicated
 DATE: 01/01/2015
 DRAWN BY: Autor
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 SHEET NO.



ENLARGED SECTIONAL DETAILS 3
 1 1/2" = 1'-0"



ENLARGED SECTIONAL DETAILS 1
 1 1/2" = 1'-0"

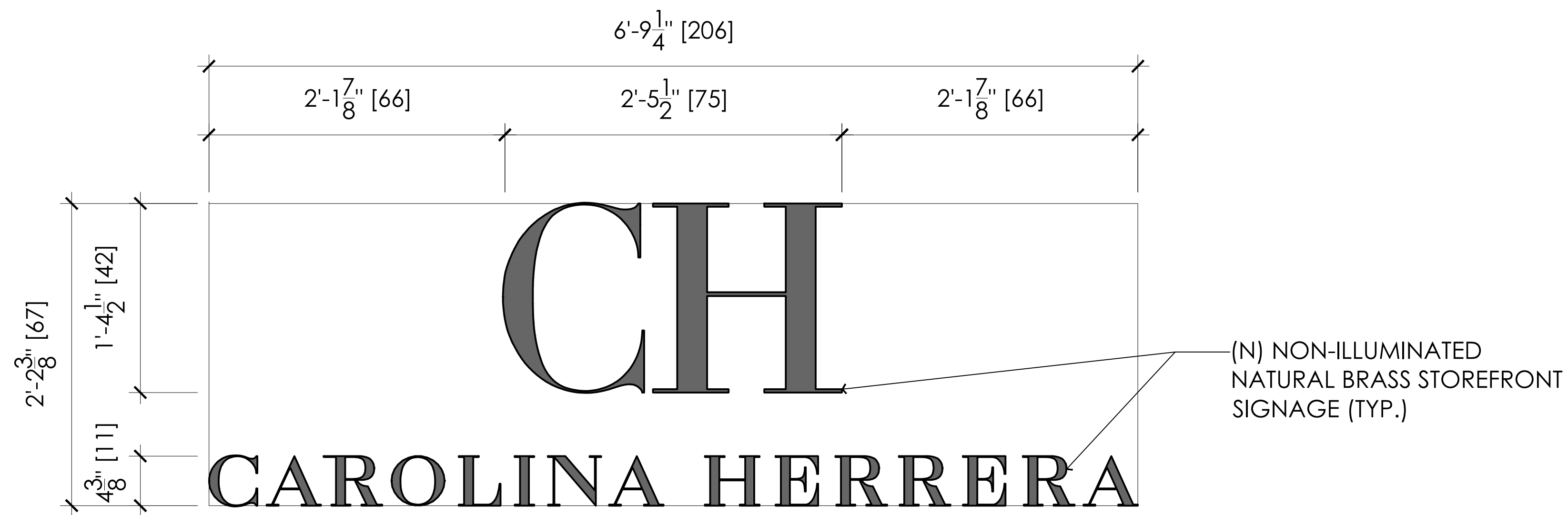
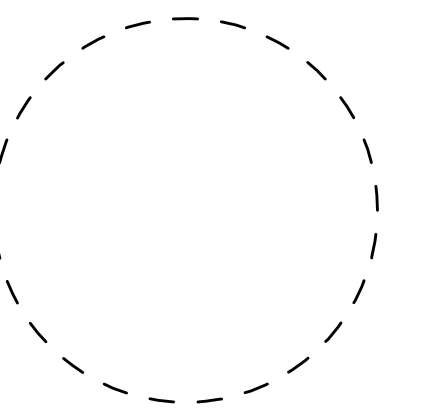


ENLARGED SECTIONAL DETAILS 2
 1 1/2" = 1'-0"

MEP CONSULTANT:

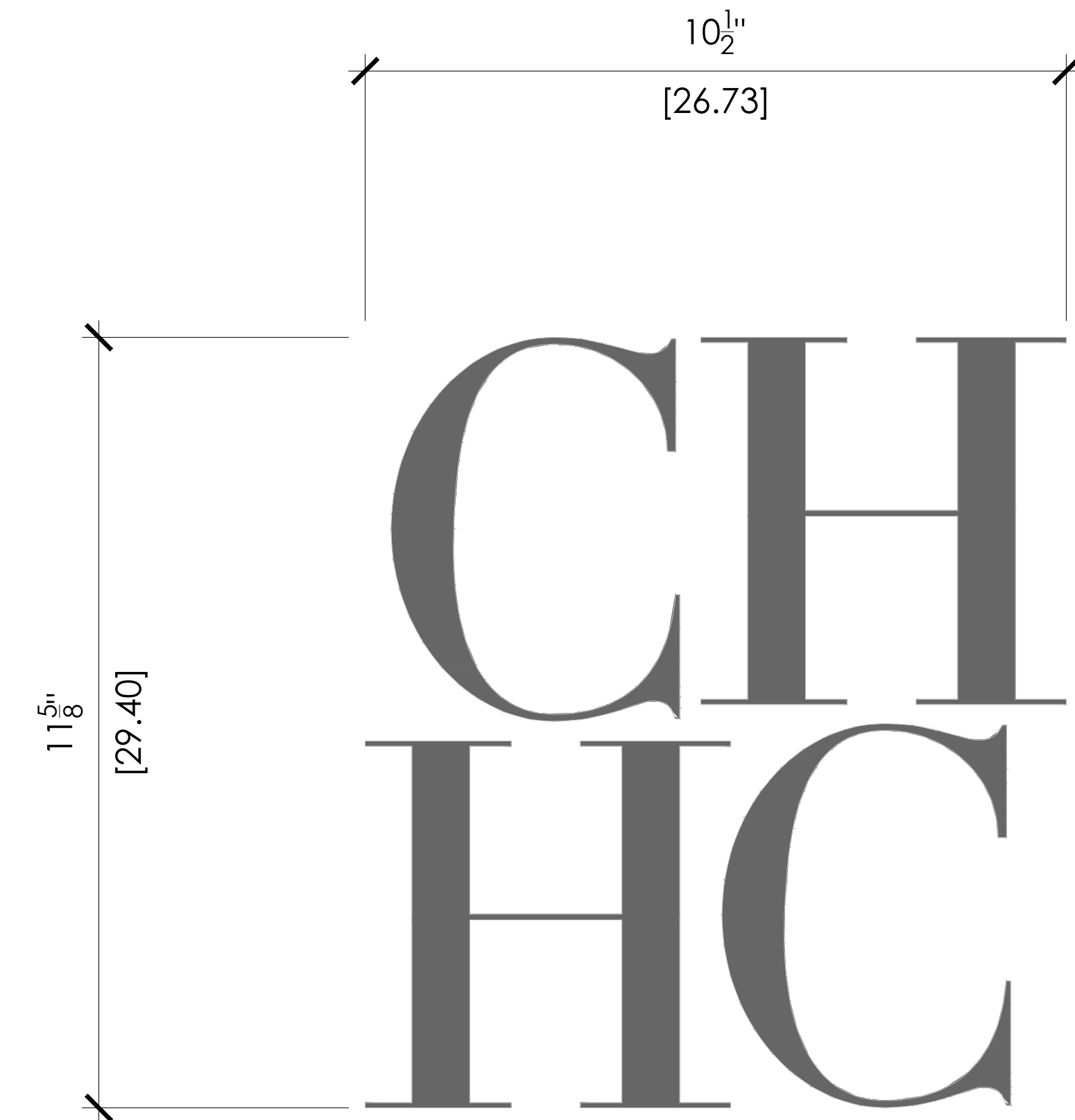
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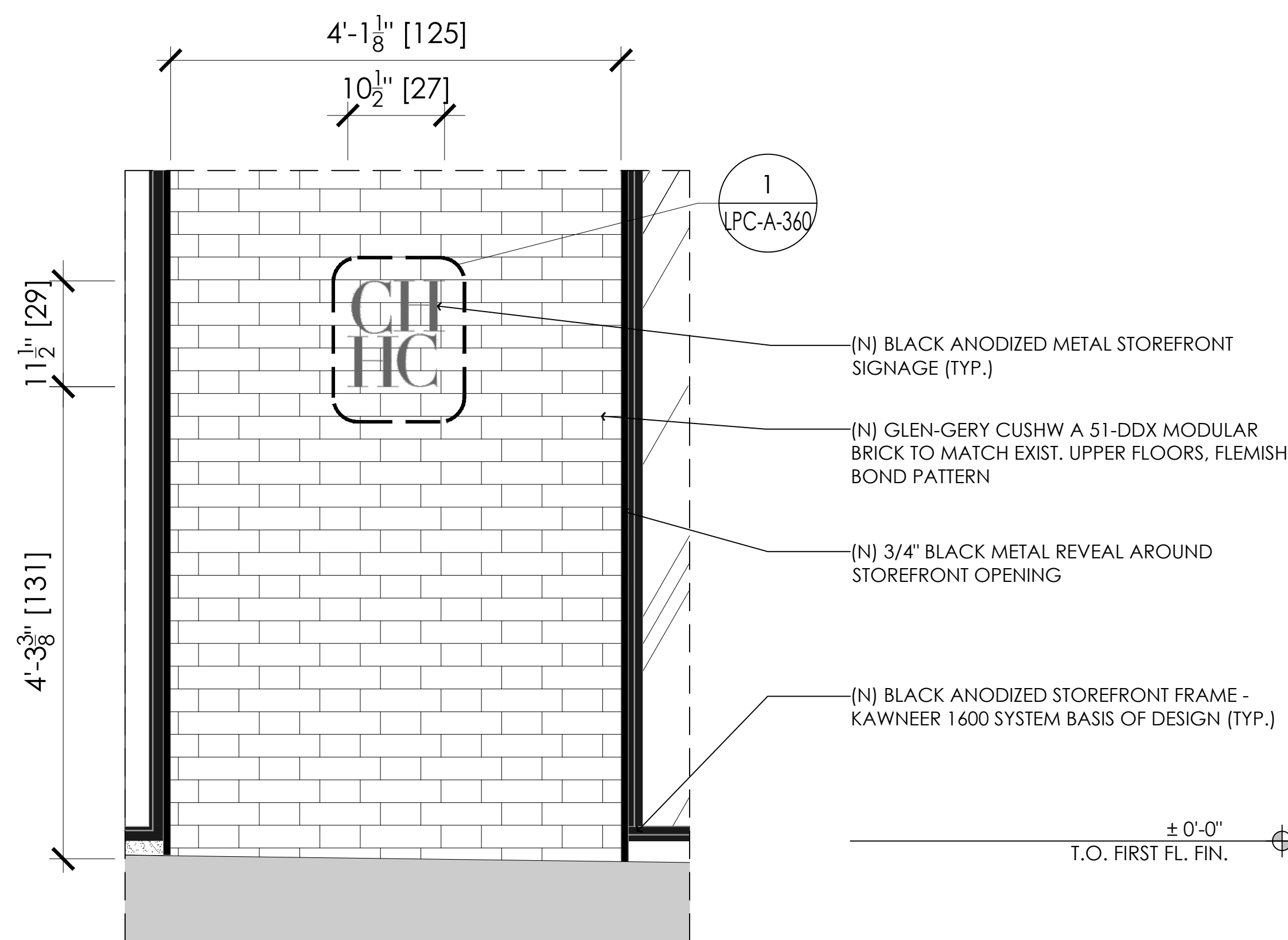
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1 1/2" = 1'-0"



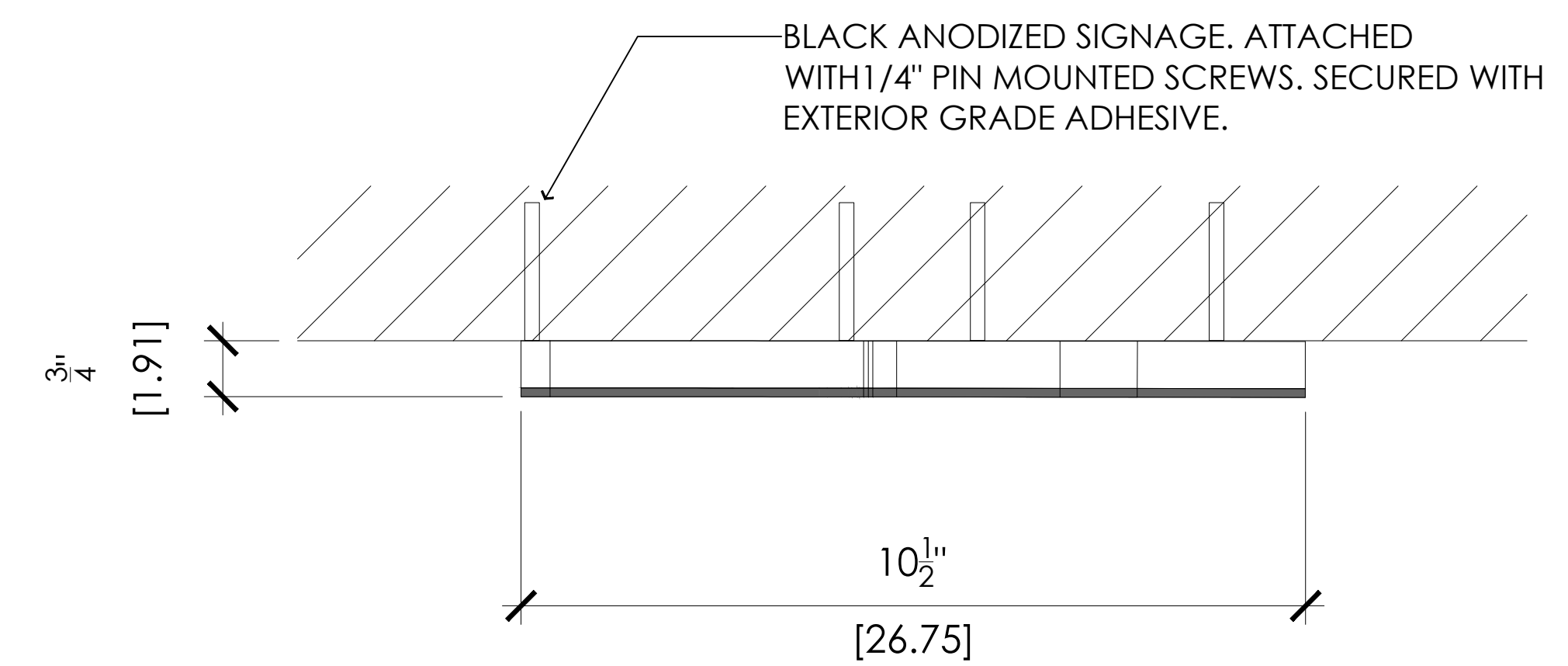
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3" = 1'-0"



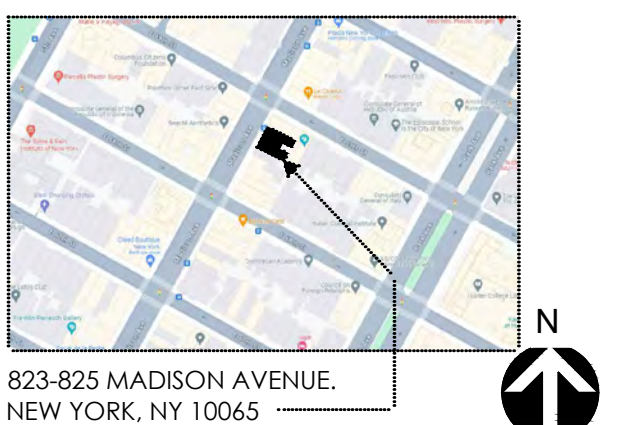
ENLARGED BRICK PIER SIGNAGE ELEVATION 4

1" = 1'-0"



ENLARGED BRICK PIER SIGNAGE PLAN 2

3" = 1'-0"



AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:

ENLARGED
STOREFRONT DETAILS

PROJECT NO.

SCALE:

DATE:

DRAWN BY:

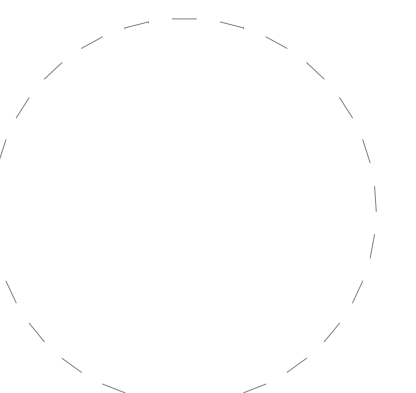
REVIEWED BY:

SHEET NO.

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REGISTRATION EXPIRES: 01/31/2024



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NEW YORK, NY 10065

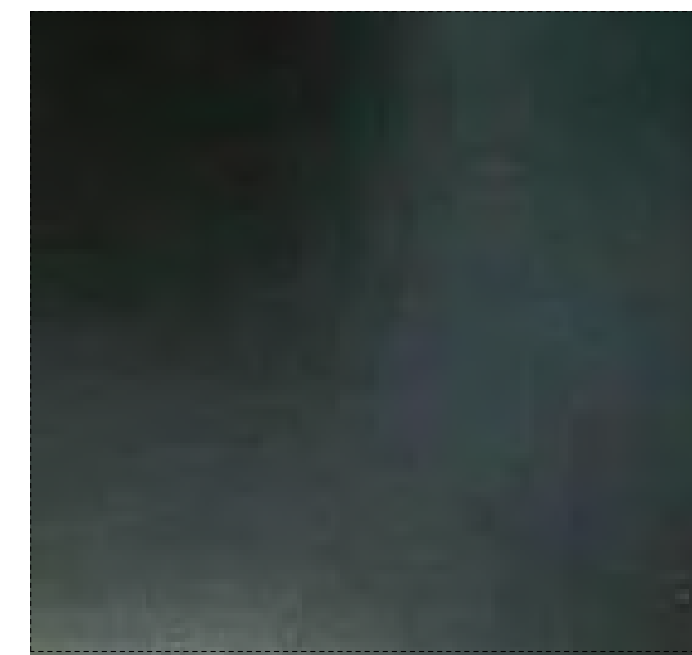


823 Madison Avenue

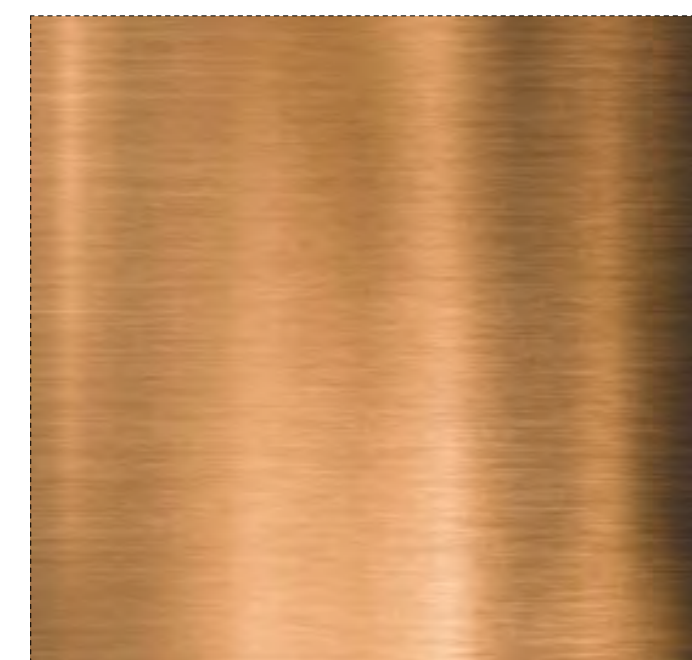
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SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:
PROPOSED STOREFRONT MATERIALS

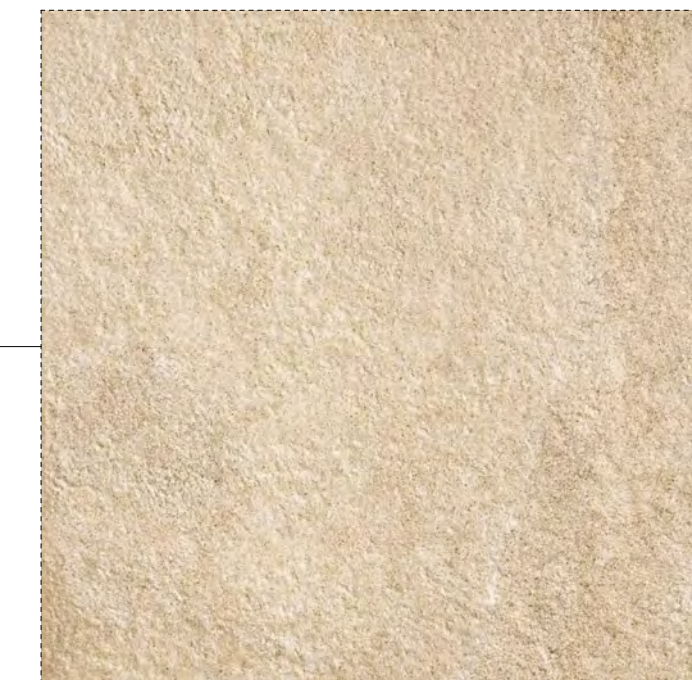
PROJECT NO. CQ4
SCALE: 1/4" = 1'-0"
DATE: 01/01/2015
DRAWN BY: Autor
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SHEET NO.



M01
ANODIZED ALUMINUM (RAL 9005)



M02
NATURAL BRASS
STOREFRONT SIGNAGE



S01-LIMESTONE
EXISTING CORNICE



B01- RED BRICK
GLEN-GERY CUSHWA 51-DDX
MODULAR. TO MATCH EXISTING
UPPER FLOORS. FLEMISH BOND
PATTERN



S02-LIMESTONE BASE
TO MATCH LIMESTONE AT
EXISTING CORNICE



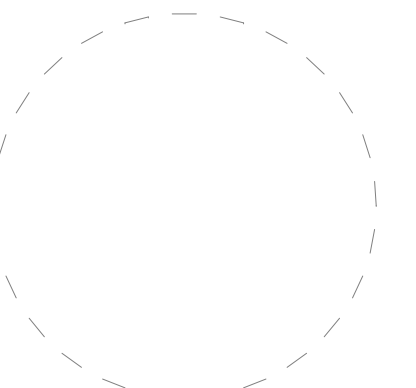
kennethpark

Architecture | 360 Lexington Avenue
 Urban Planning | New York, NY 10017
 Store Design | www.kennethpark.com
 Mixed-Use |
 Retail Development |

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823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
 SECOND LEVEL: 4075SF
 STREET LEVEL: 3960SF
 LOWER LEVEL: 2530SF

SHEET TITLE:
**PROPOSED RENDERED
 VIEW**

PROJECT NO. CQ4
 SCALE:
 DATE: 09/25/24
 DRAWN BY: Author
 REVIEWED BY: Checker
 SHEET NO.

PROPOSED RENDERED VIEW

1
 NTS

17

November 26, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 11, LPC-25-03381

823 Madison Avenue – Upper East Side Historic District Borough of Manhattan

To testify virtually, please join Zoom

Webinar ID: 161 709 3216

Passcode: 445660

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (Toll free)

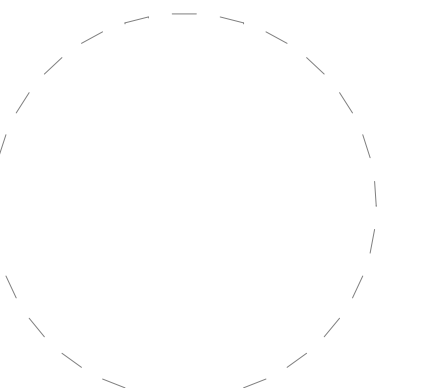
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APPENDIX

MEP CONSULTANT:

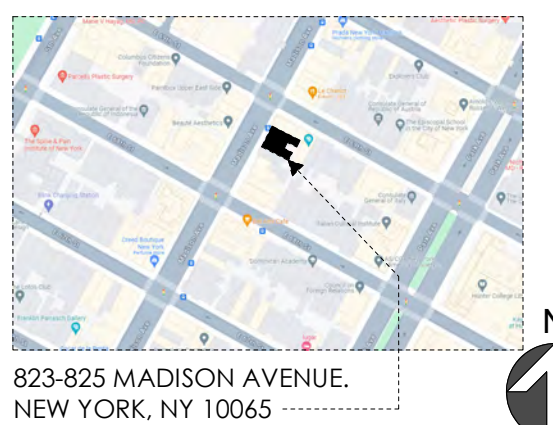
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ARCHITECTURAL REG. #: 14459
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11/19/2024 6:13:11 PM

1	Fecha	Revisión
NO.	DATE	REVISIONS



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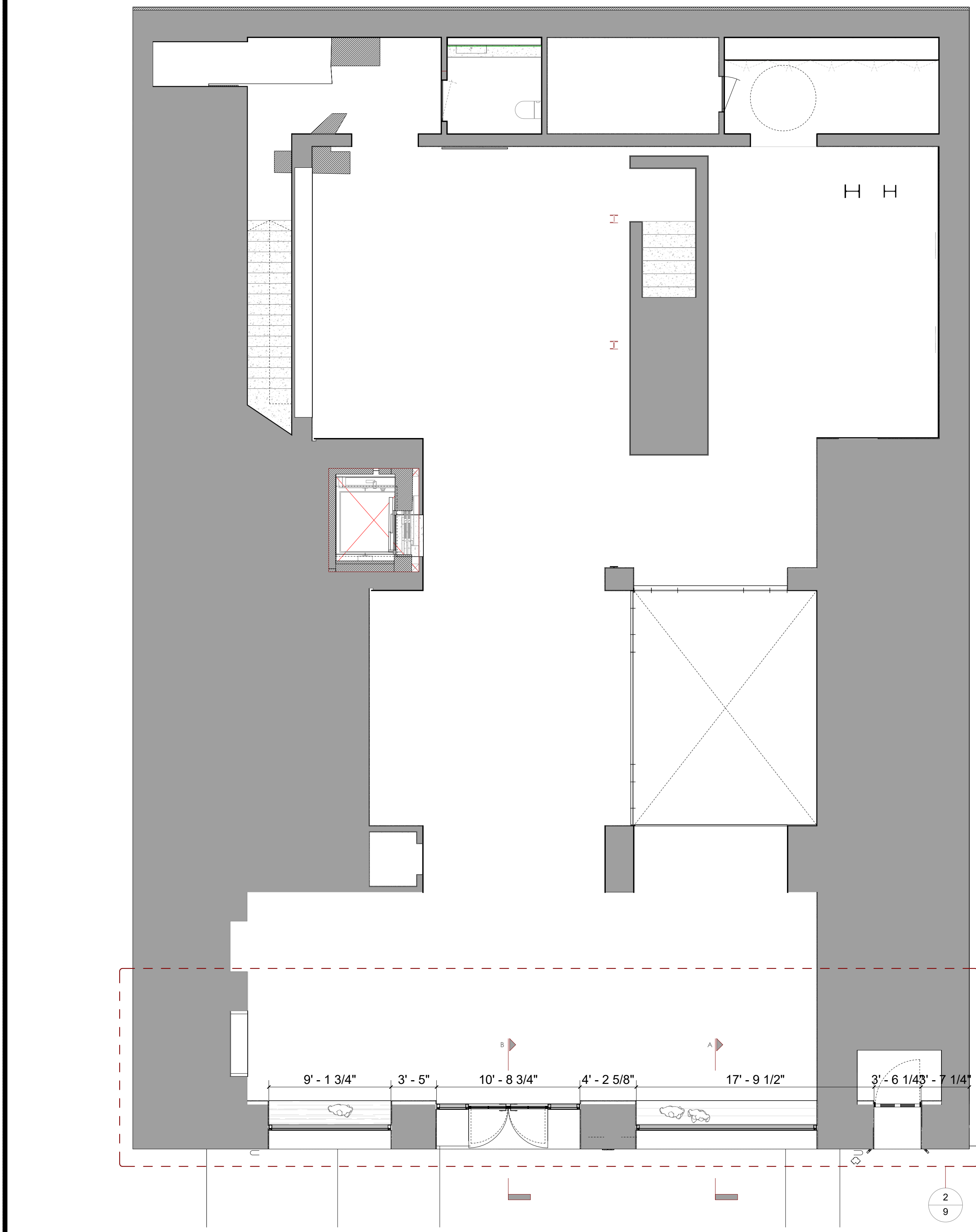


823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:
PROPOSED FLOOR PLANS

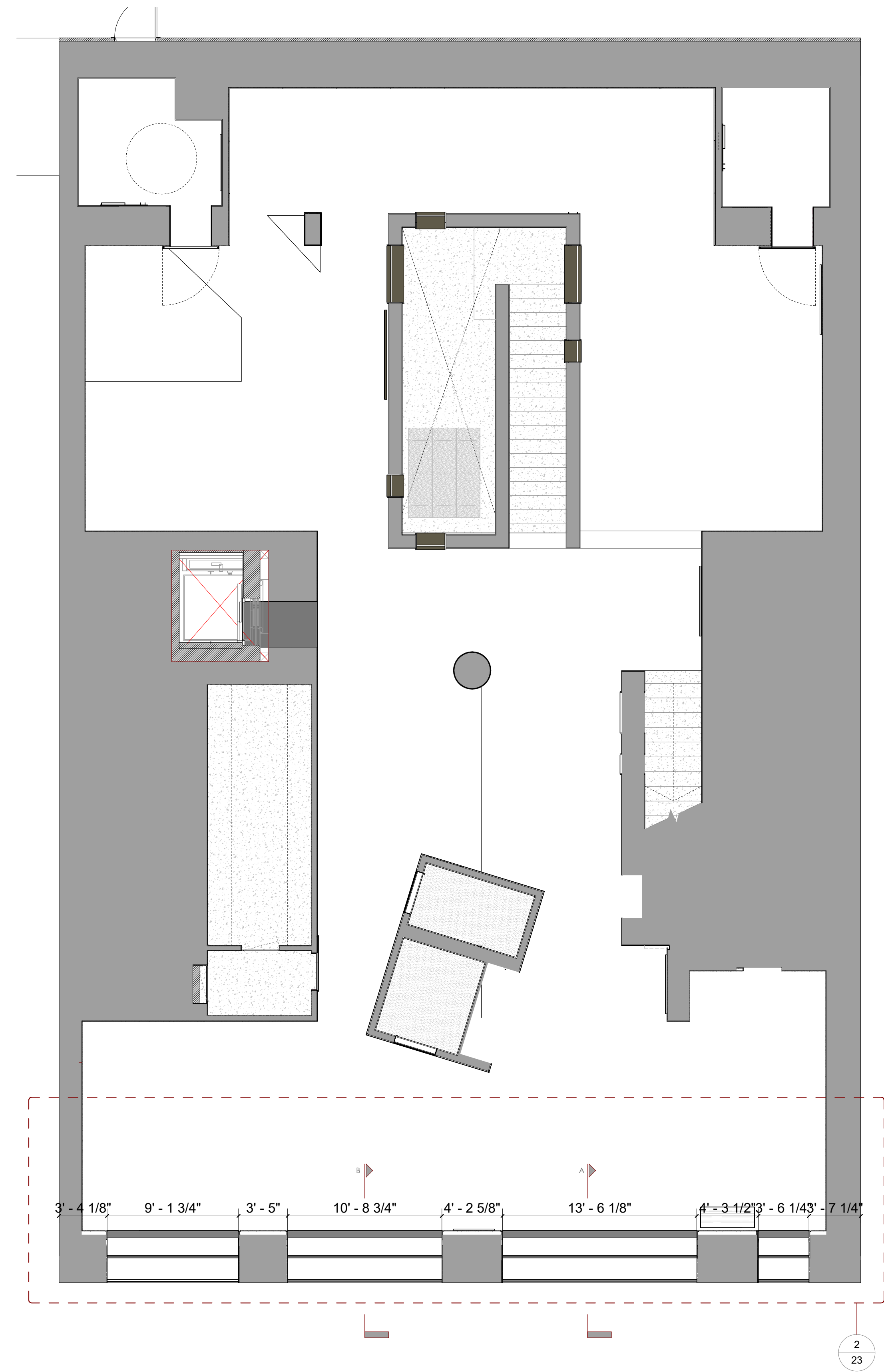
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SCALE: 3/16" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
REVIEWED BY: Checker
SHEET NO.



PROPOSED GROUND FLOOR PLAN

2

3/16" = 1'-0"



PROPOSED SECOND FLOOR PLAN

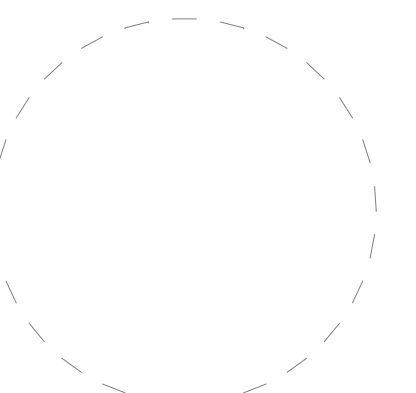
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3/16" = 1'-0"

MEP CONSULTANT:

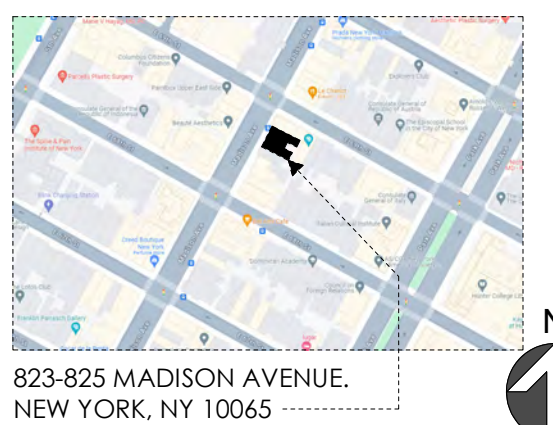
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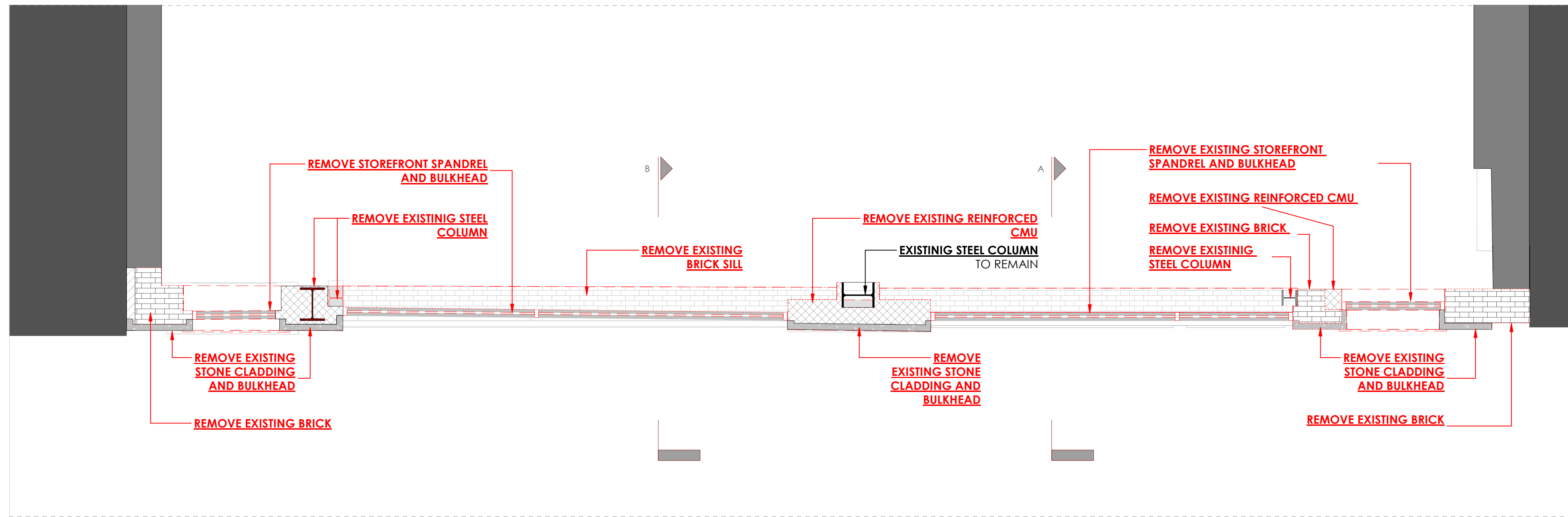
NO.	Fecha	Revisión
NO.	DATE	REVISIONS



AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:
SECOND FLOOR DEMO & PROPOSED STOREFRONT

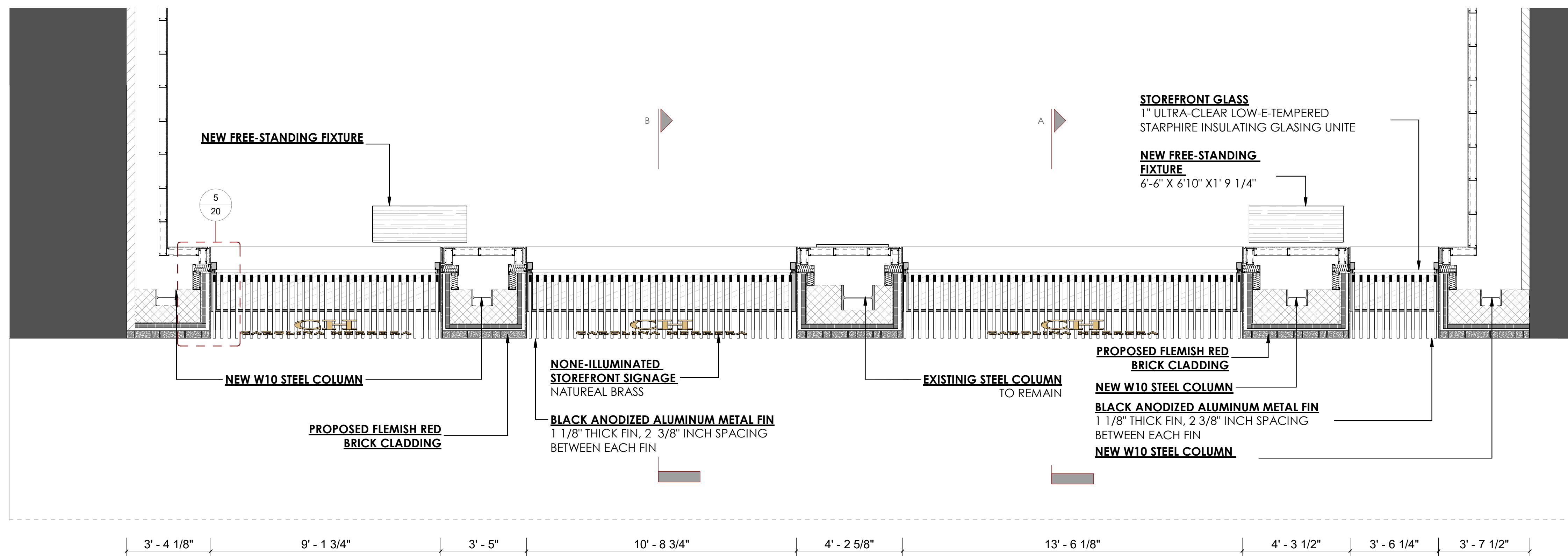
PROJECT NO. CQ4
SCALE: 3/8" = 1'-0"
DATE: 09/25/24
DRAWN BY: Author
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SHEET NO.



SECOND FLOOR STOREFRONT DEMO PLAN

1

3/8" = 1'-0"



SECOND FLOOR STOREFRONT PROPOSED PLAN

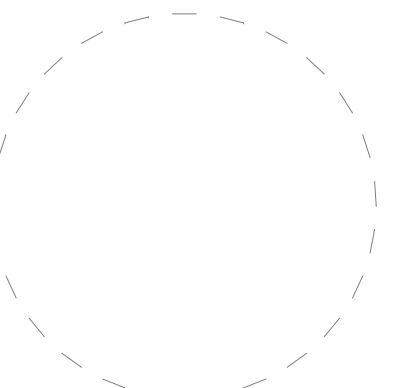
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3/8" = 1'-0"

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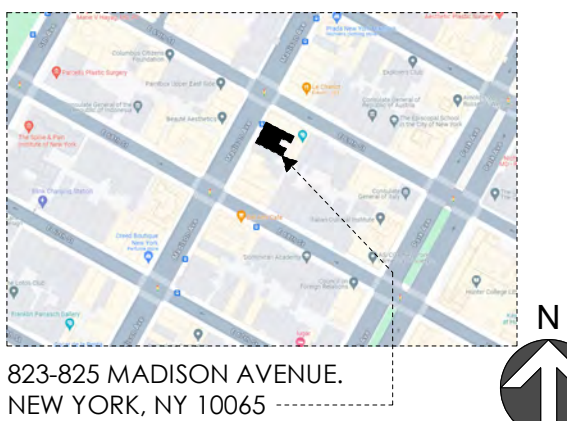
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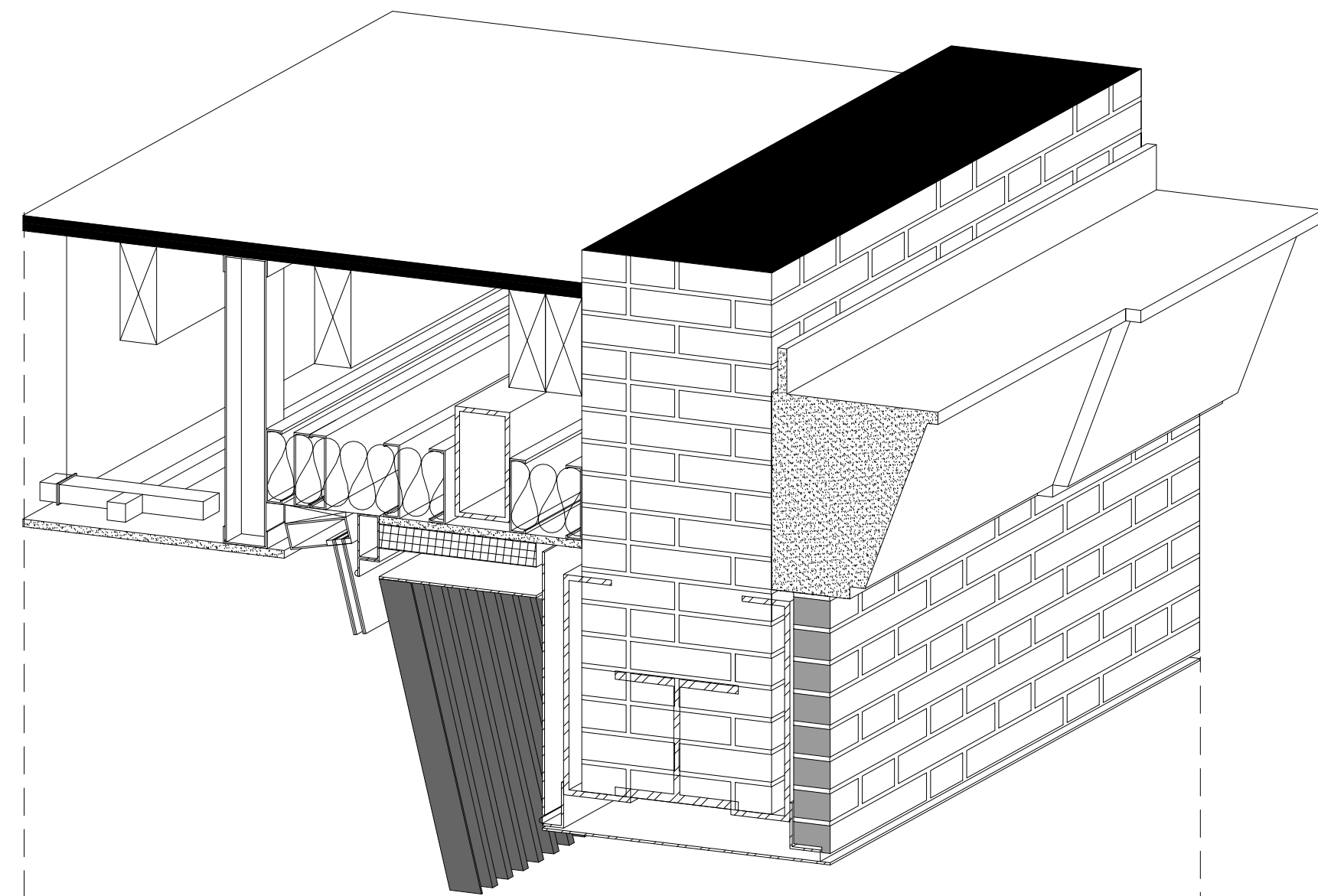


823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

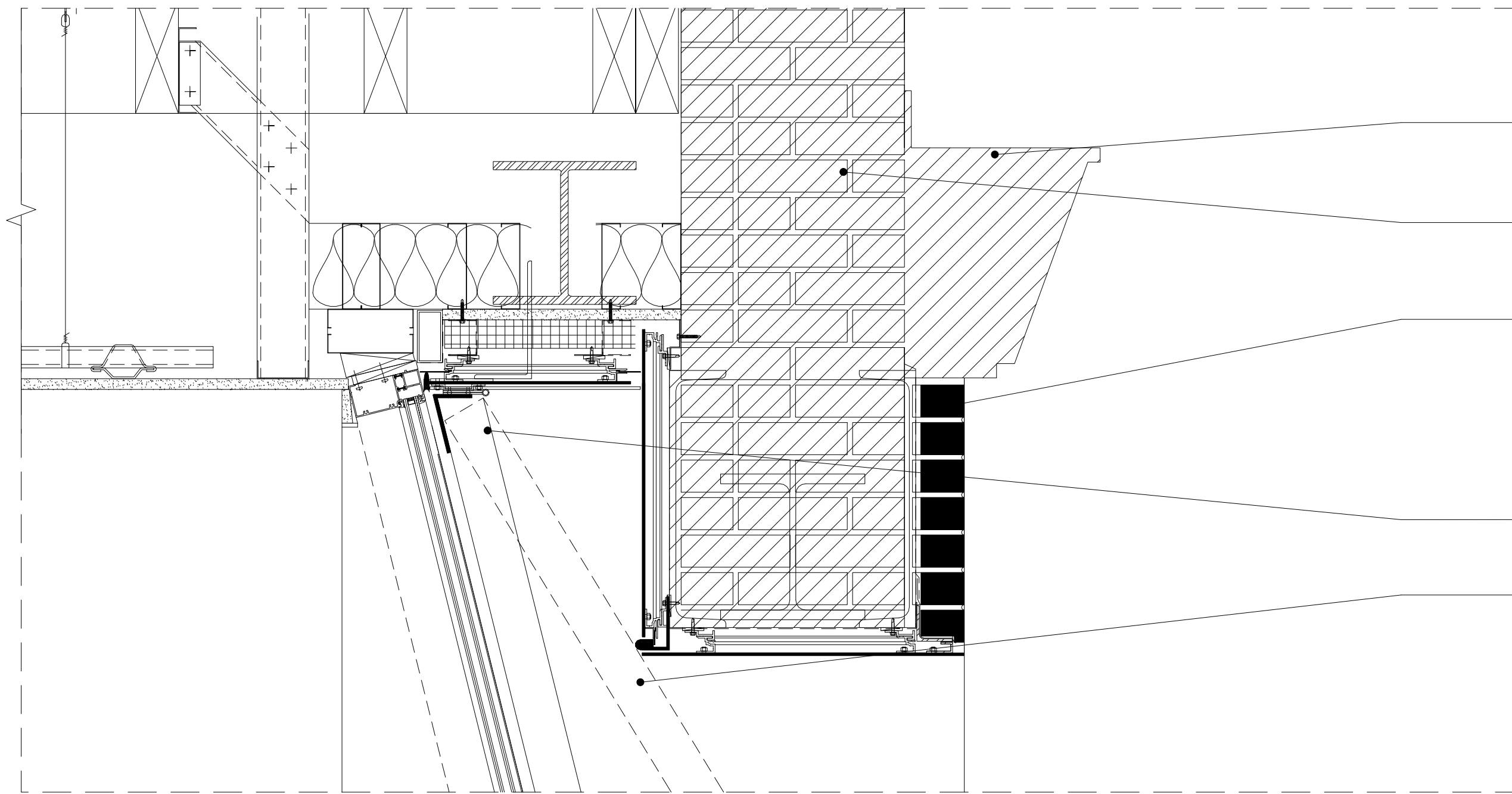
SHEET TITLE:
**AXON VIEWS & ENLARGE
SECTIONAL DETAILS**

PROJECT NO. CQ4
SCALE: As indicated
DATE: 01/01/2015
DRAWN BY: Autor
REVIEWED BY: Verificador
SHEET NO.



AXON SECTION 4

1" = 1'-0"



CORNICE TO REMAIN (TYP.)

BRICK TO REMAIN (TYP. U.O.N.)

PROPOSED FLEMISH RED BRICK (TYP.)

± 20'-1"
B.O. SECOND FL. CEILING

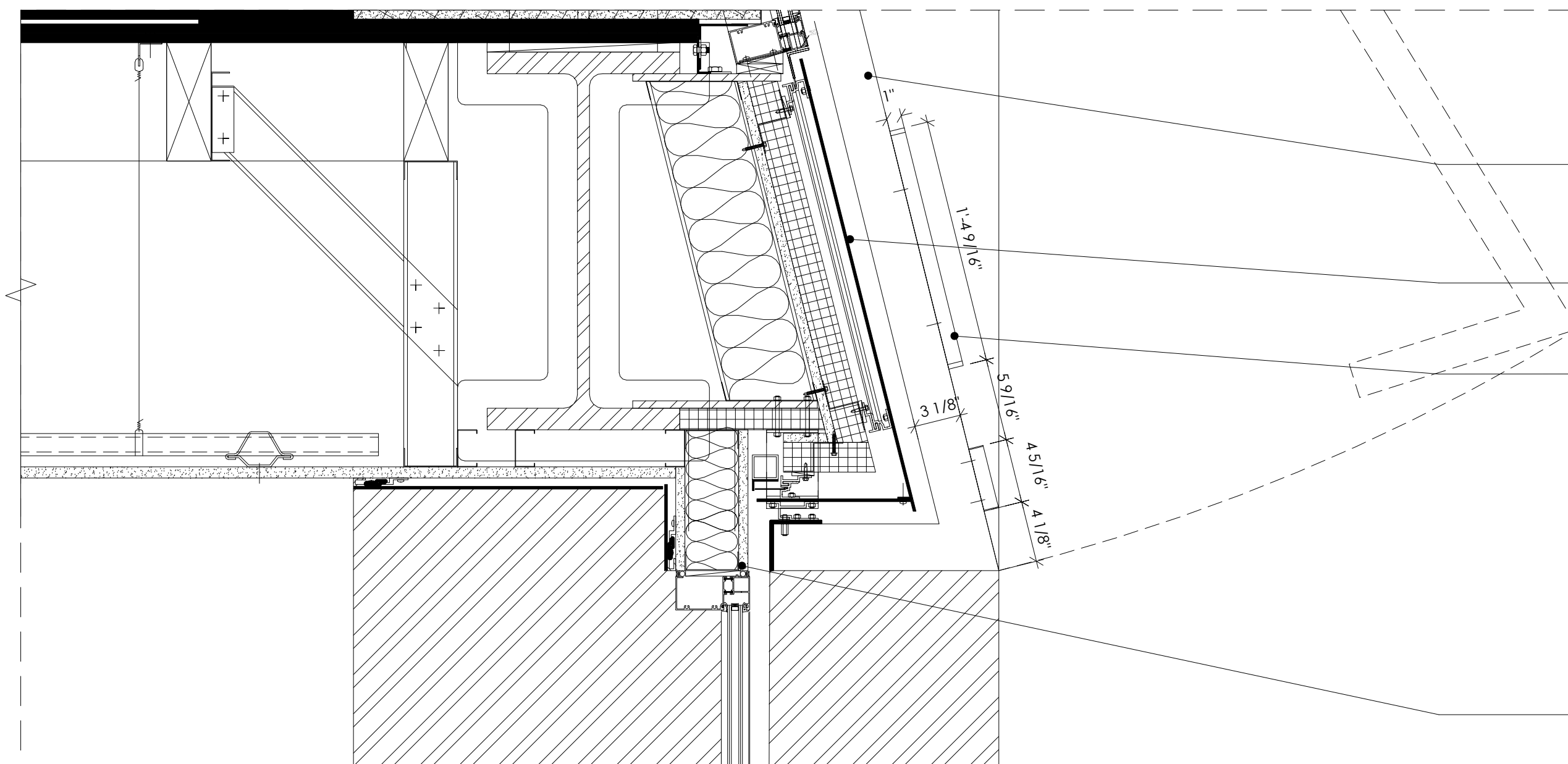
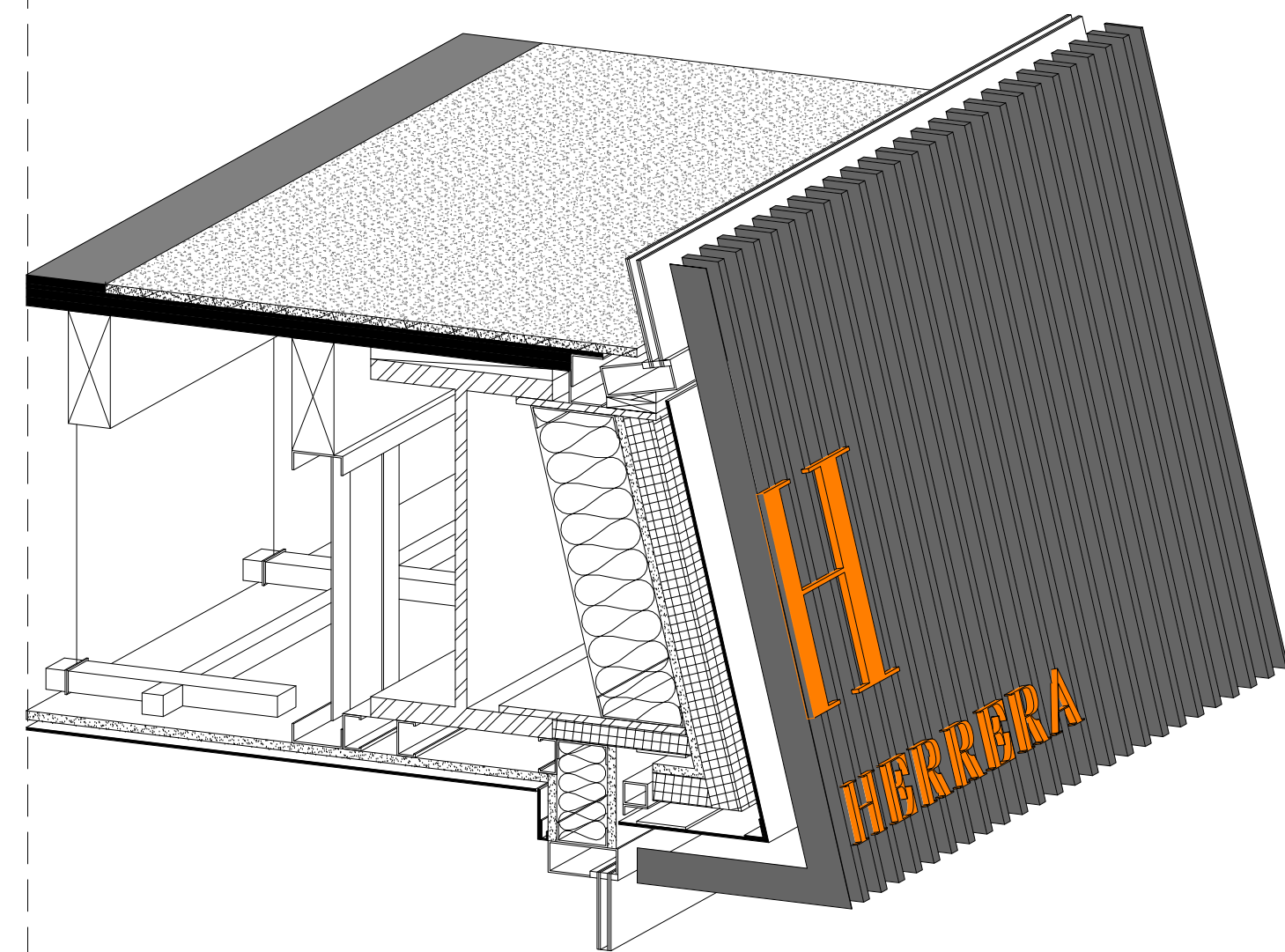
HEAVY DUTY CONTINUOUS PIANO HINGE

3 1/8" METAL FIN AWNING STOPPER

± 18'-6"
T.O. STOREFRONT OPENING

ENLARGED SECTIONAL DETAILS 1

1 1/2" = 1'-0"



± 11'-10"
T.O. SECOND FL. FIN.

3 1/8" BLACK ANODIZED METAL FIN
AWNING SYSTEM (TYP.)

BLACK ANODIZED ALUMINUM PANEL

NON-ILLUMINATED NATURAL BRASS STOREFRONT
SIGNAGE (TYP.)

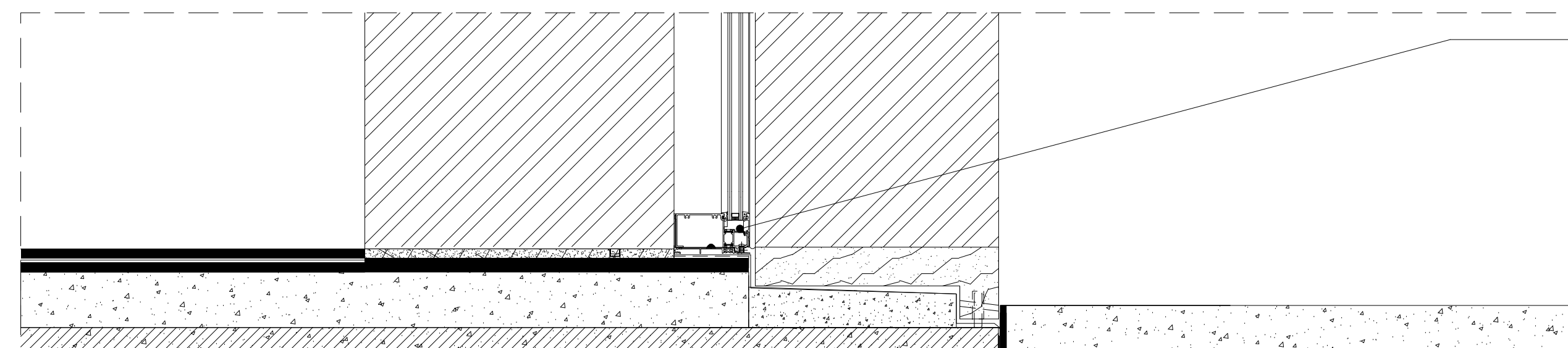
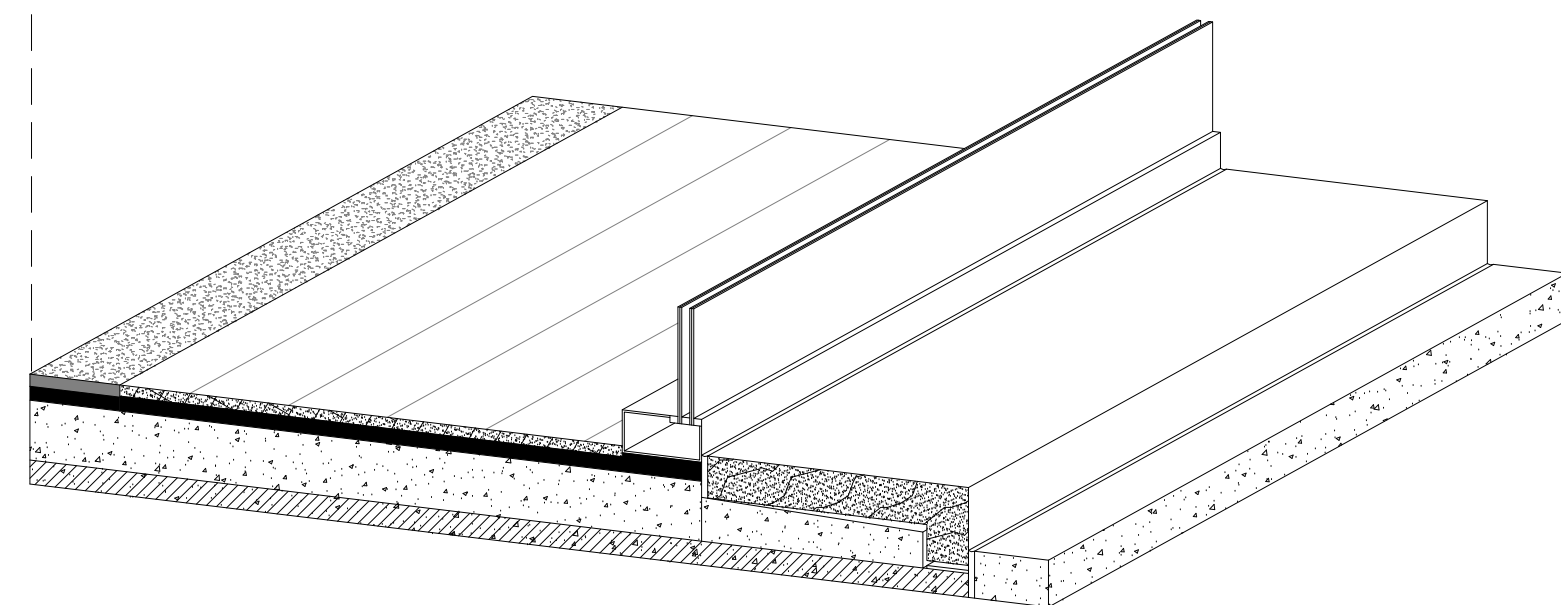
± 9'-2"
B.O. FIRST FL. CEILING

± 8'-8"
T.O. STOREFRONT GLAZING

BLACK ANODIZED ALUMINUM
STOREFRONT

ENLARGED SECTIONAL DETAILS 2

1 1/2" = 1'-0"



BLACK ANODIZED ALUMINUM
STOREFRONT

± 0'-0"
T.O. FIRST FL. FIN.

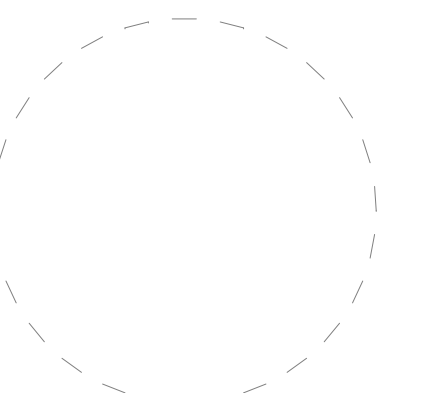
ENLARGED SECTIONAL DETAILS 3

1 1/2" = 1'-0"

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823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:

FIN MOCK-UP

PROJECT NO. CQ4

SCALE:

DATE: 09/25/24

DRAWN BY: Author

REVIEWED BY: Checker

SHEET NO.



VIEW OF THE FIN COMPOSITION FROM FRONT



VIEW OF THE FIN COMPOSITION FROM SIDE ANGLE



RENDERED VIEW OF FULL INSTALATION FROM FRONT

3

NTS

2

NTS

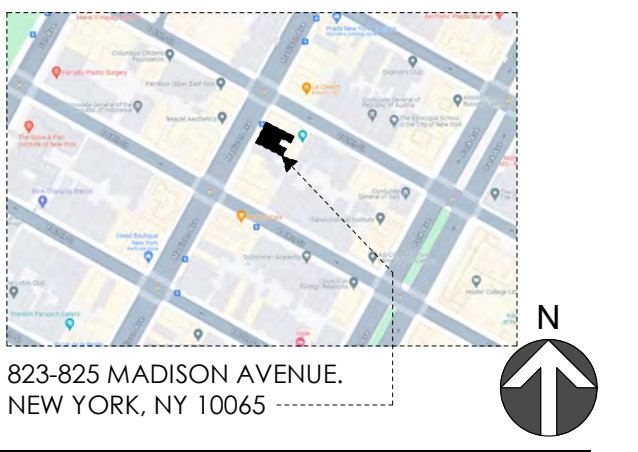
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NTS

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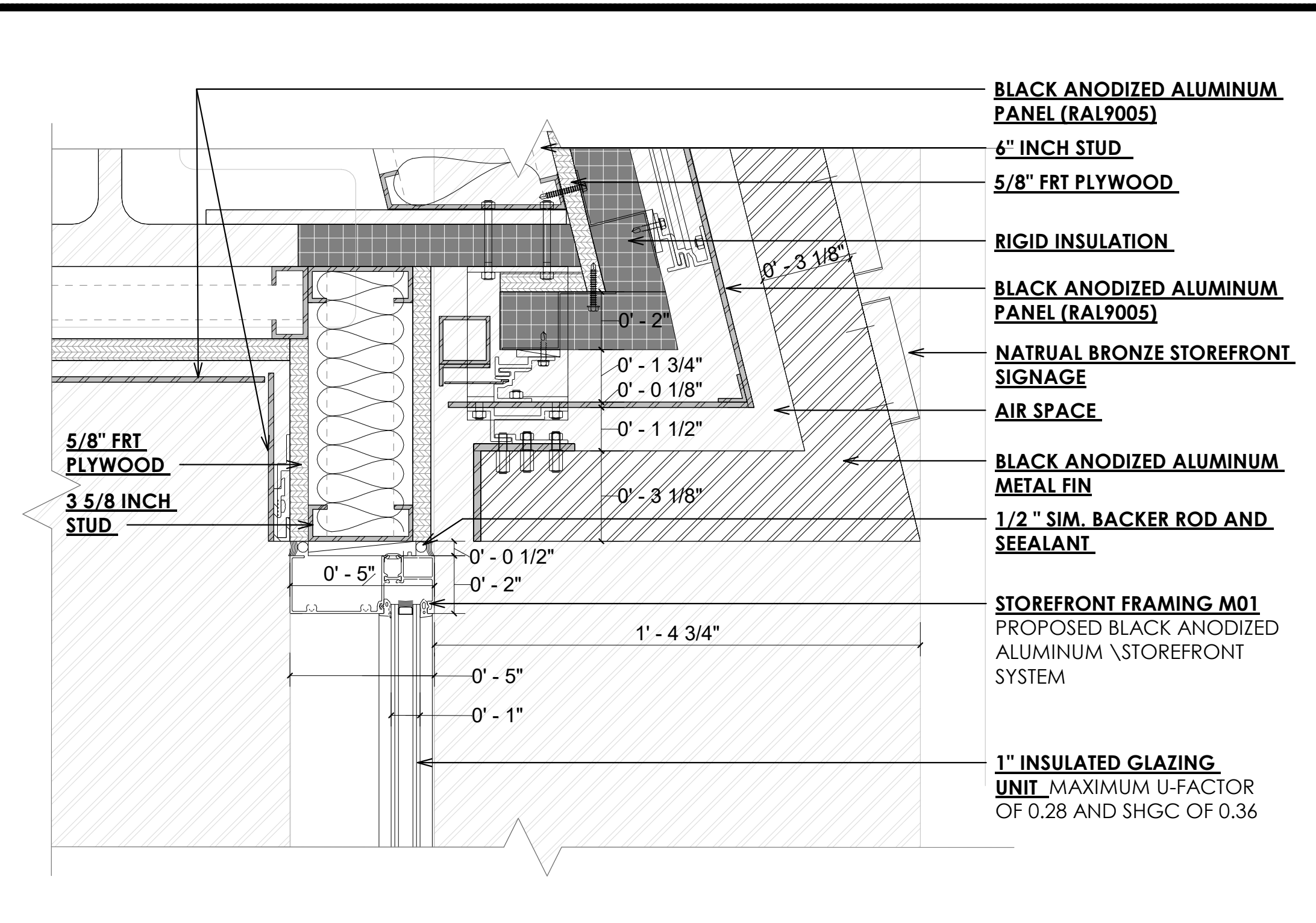
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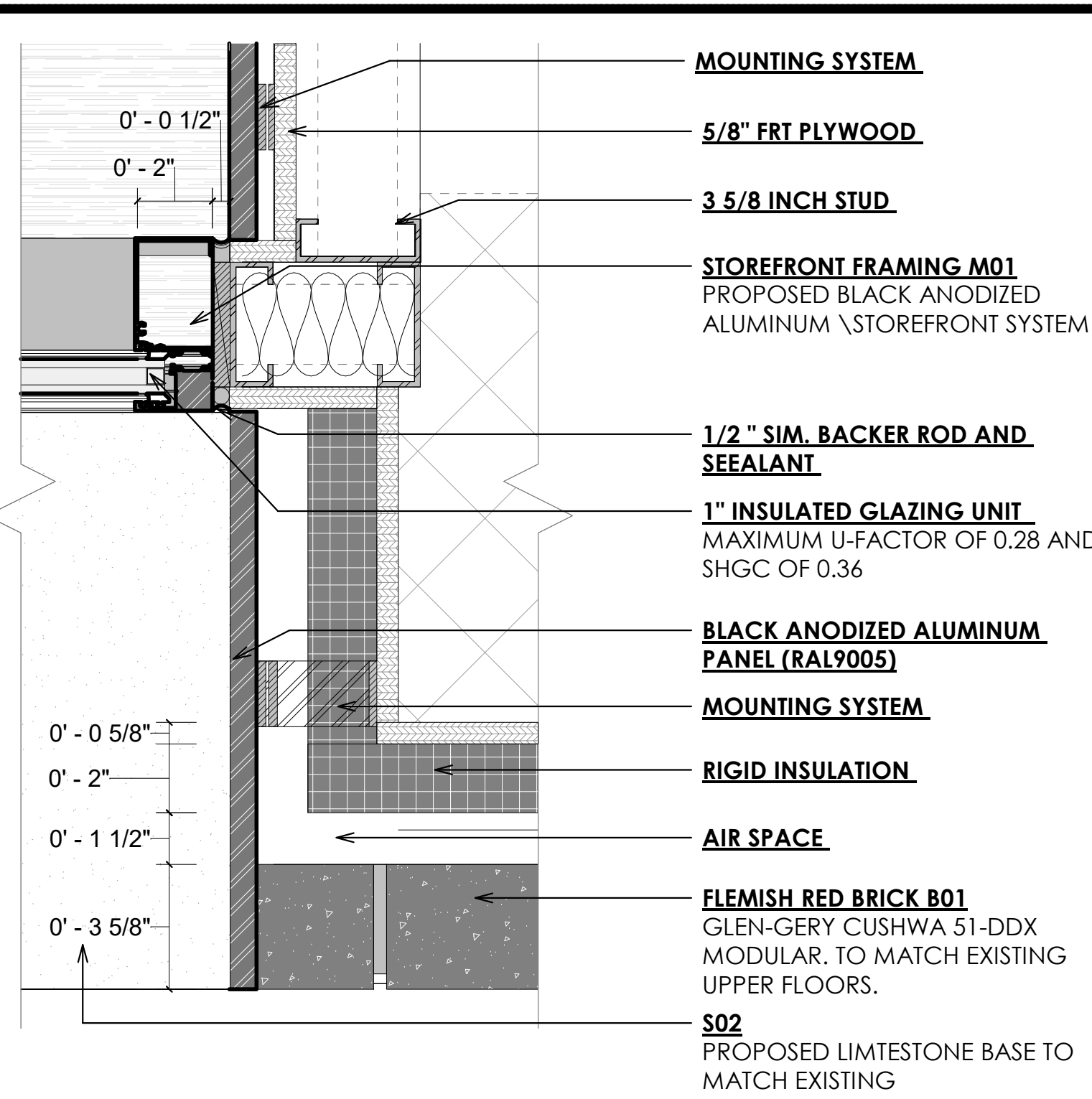
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SHEET TITLE: STOREFRONT ENLARGED DETAILS

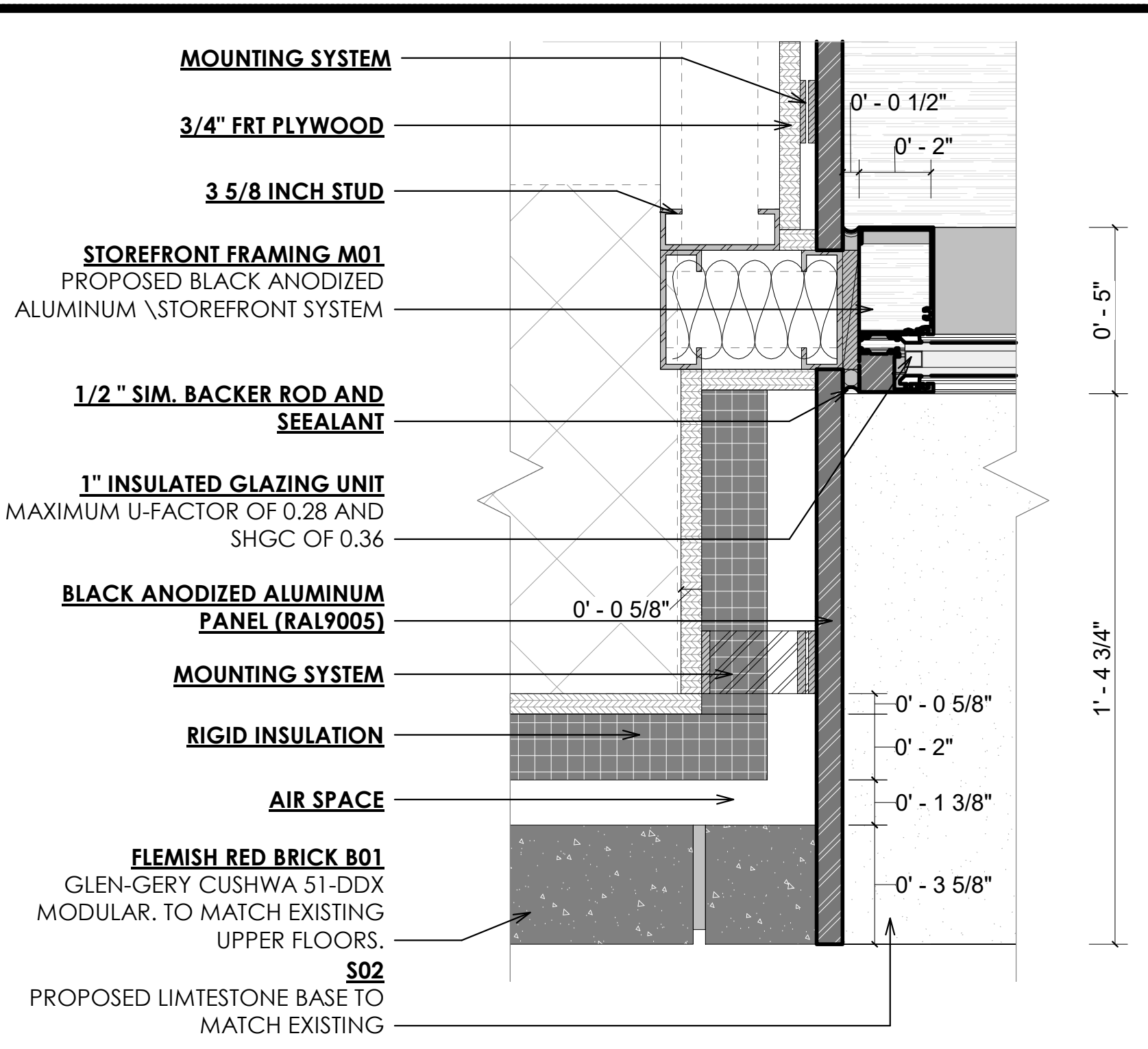
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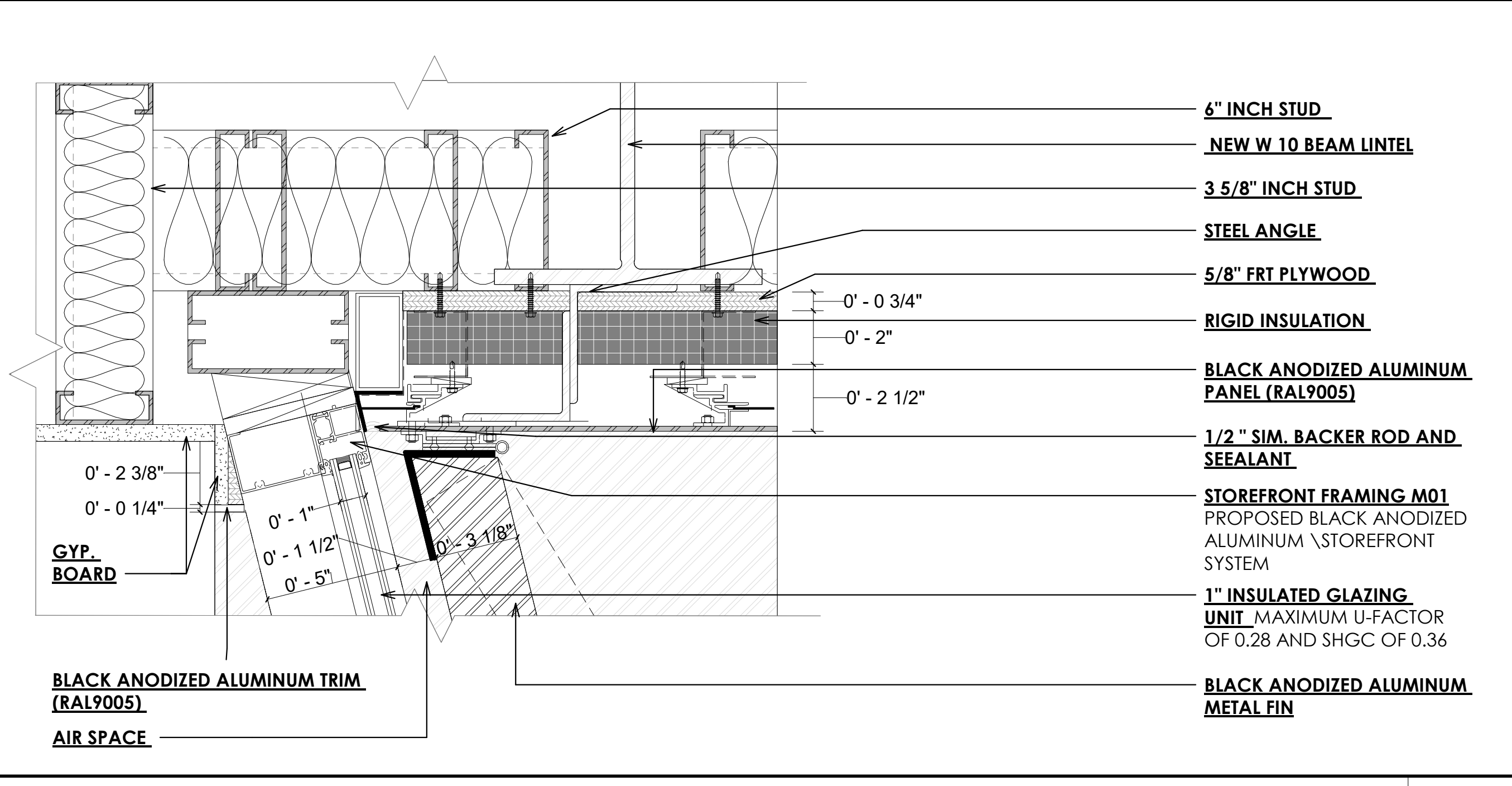
SECTION DETAIL @ GROUND FLOOR STOREFRONT HEAD 1



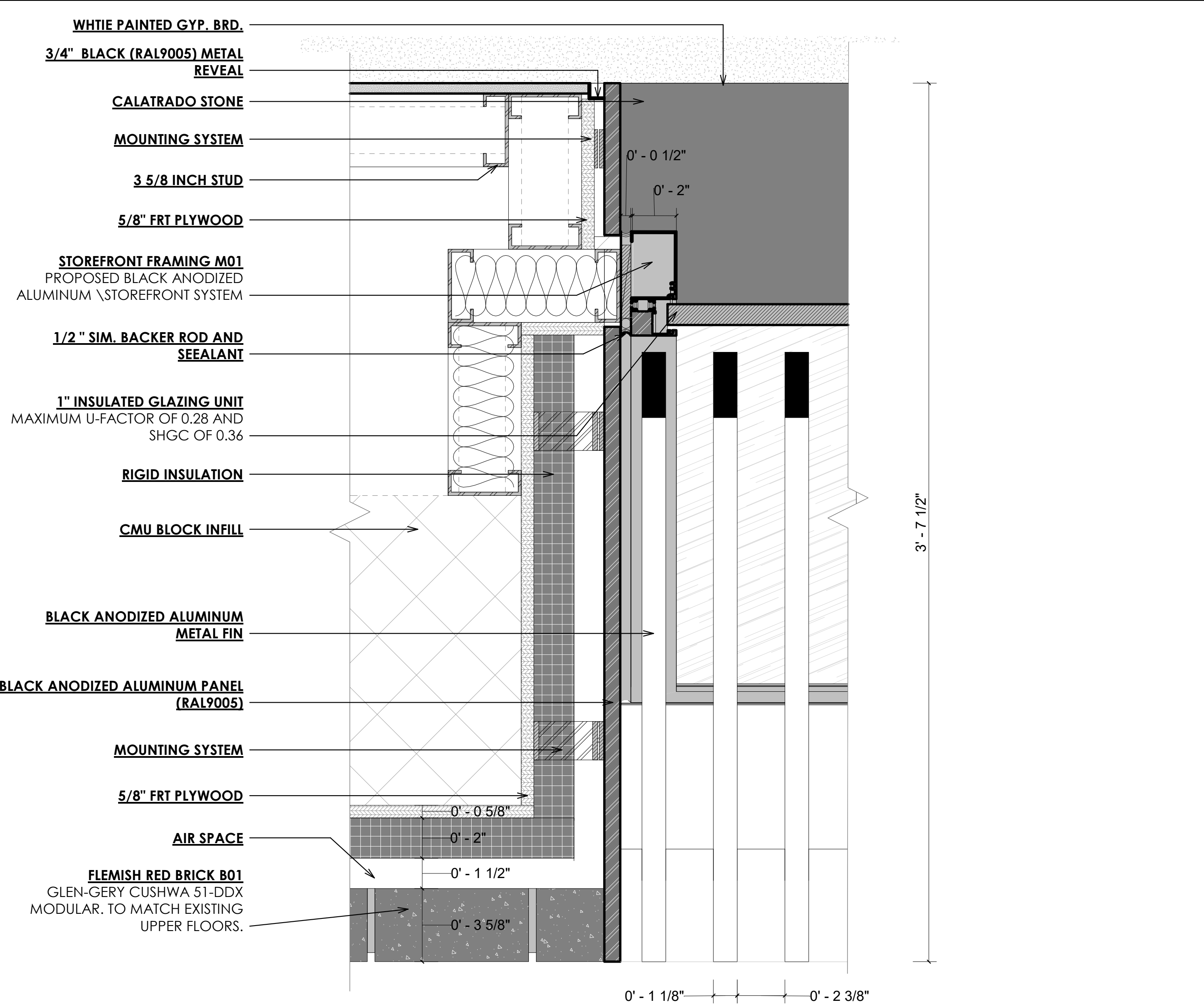
PLAN DETAIL @ GROUND STORE- FRT. RIGHT JAMB 4



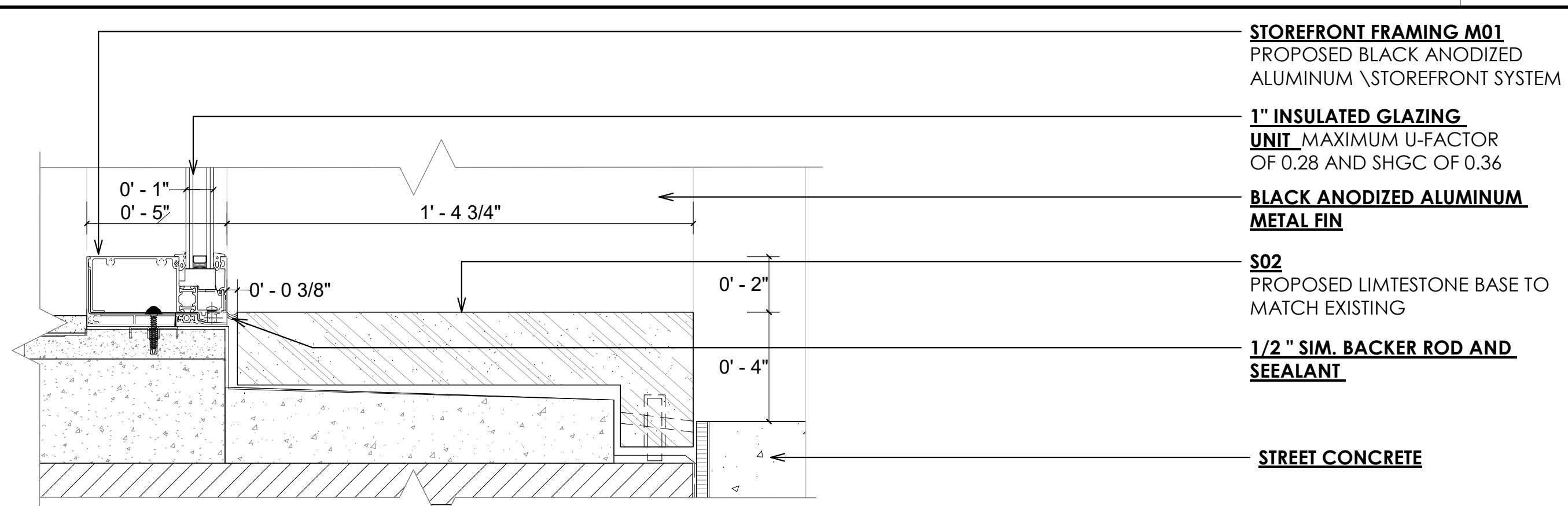
PLAN DETAIL @ GROUND STORE-FRT. LEFT JAMB 6



SECTION DETAIL @ SECOND FLOOR STOREFRONT HEAD 2



PLAN DETAIL @ SECOND FLOOR STOREFRONT JAMB 5

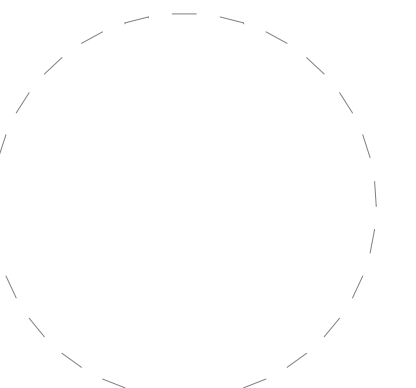


SECTION DETAIL @ GROUND FLOOR STOREFRONT HEAD 3

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823-825 MADISON AVENUE,
NEW YORK, NY 10065



823 Madison Avenue

AREA: THIRD LEVEL: 3565SF
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STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:

STOREFRONT DOOR DETAILS

PROJECT NO. CQ4

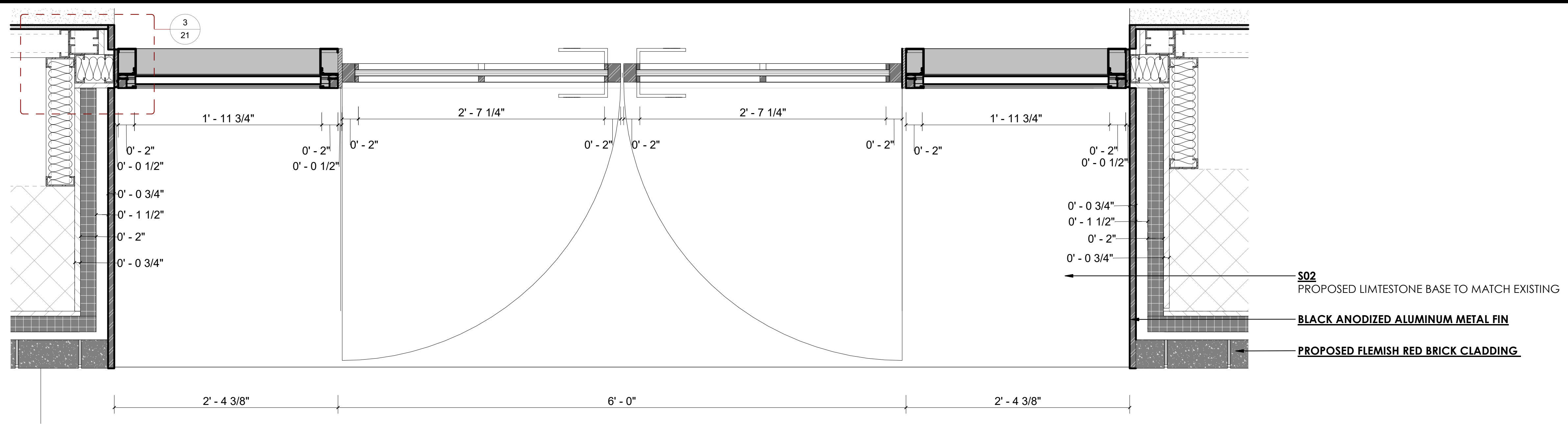
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DATE: 01/01/2015

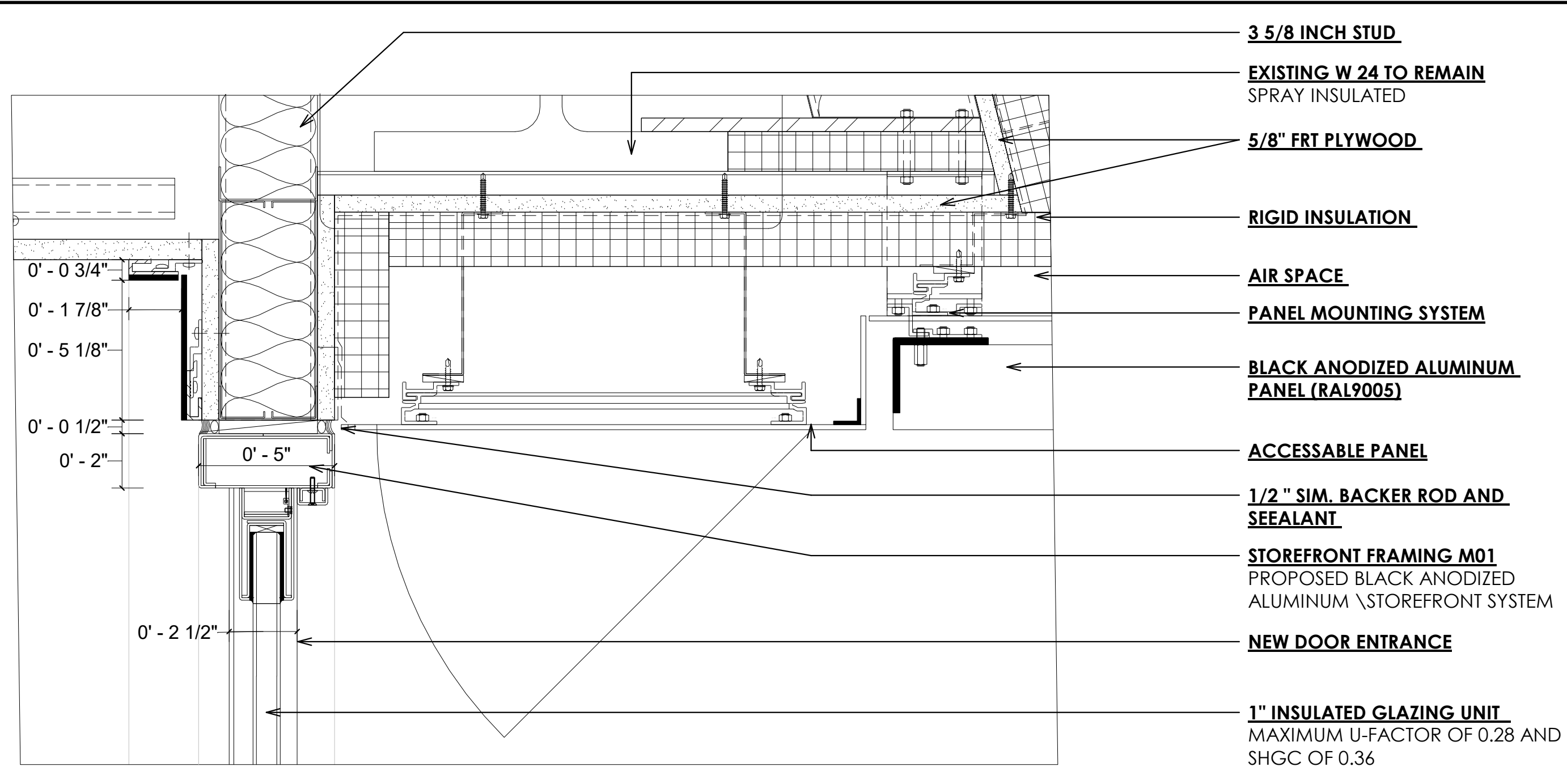
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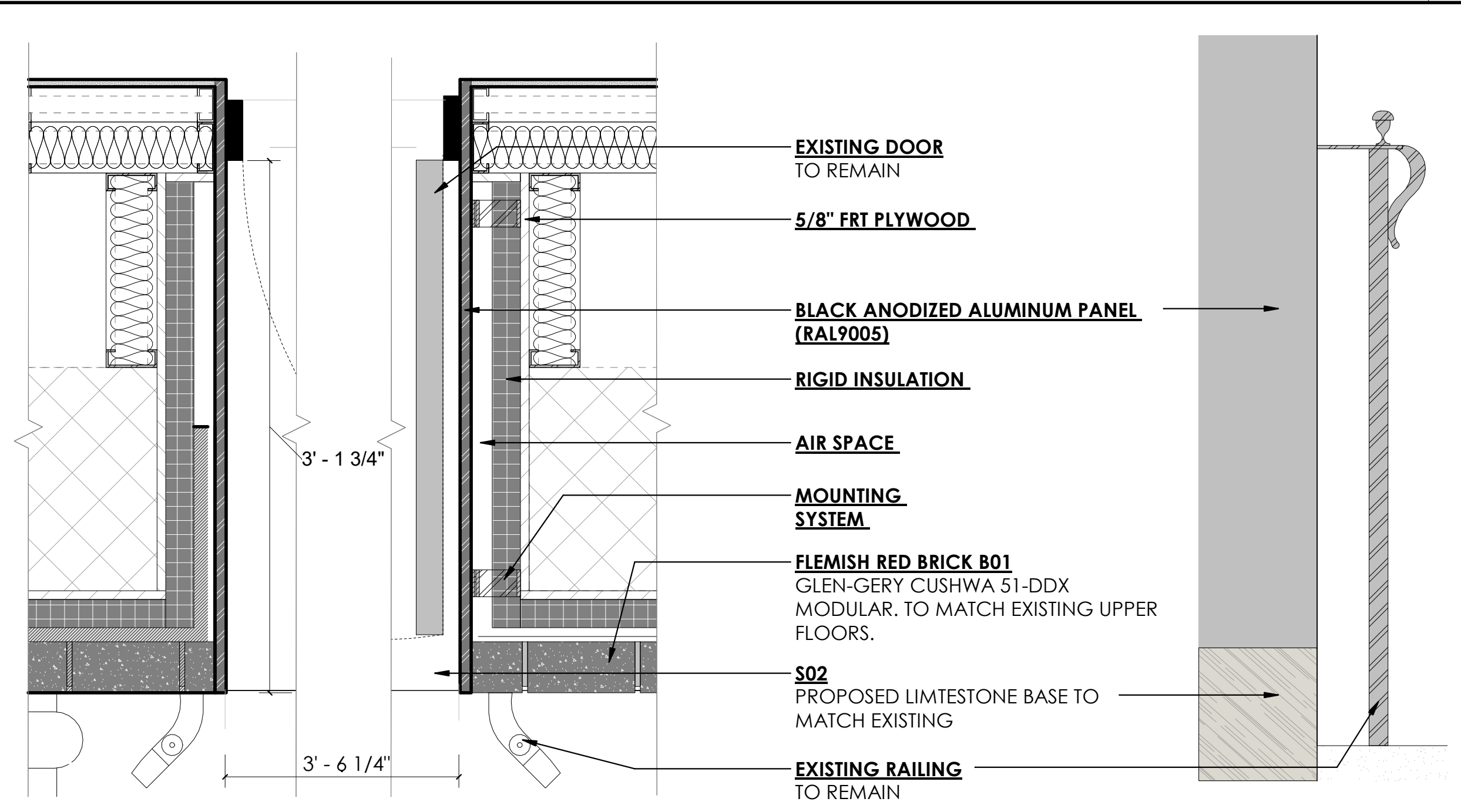
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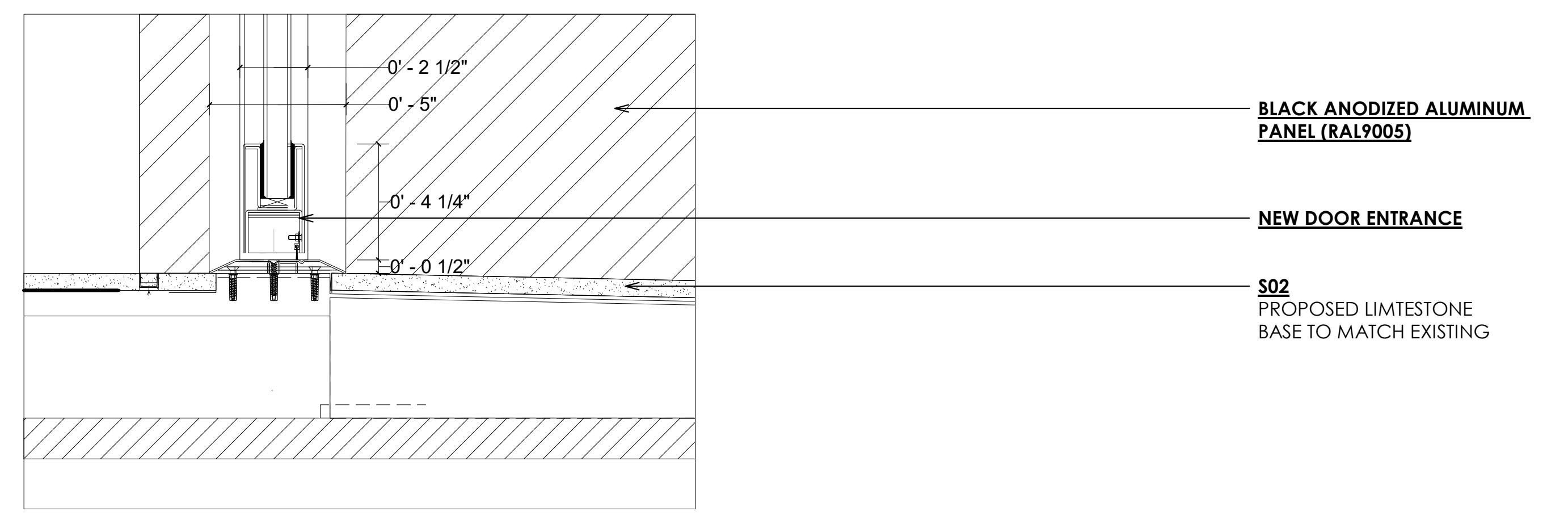
PLAN DETAIL @ STOREFRONT DOOR ENTRY DETAIL 1
1 1/2" = 1'-0"



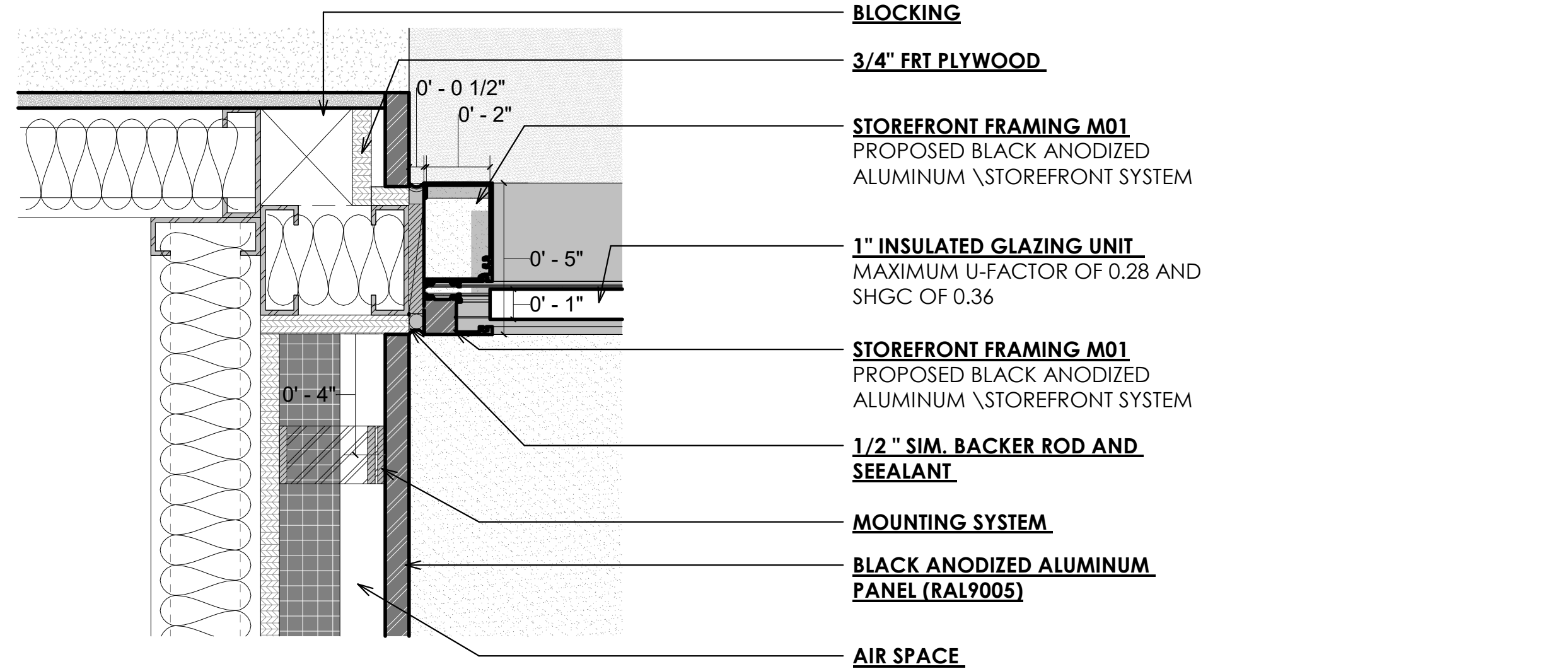
SECTION DETAIL @ STOREFRONT DOOR HEAD 4
3" = 1'-0"



PLAN DETAIL @ APARTMENT ENTRY DETAIL 2
1 1/2" = 1'-0"



SECTION DETAIL @ STOREFRONT DOOR SILL 5
3" = 1'-0"



PLAN DETAIL @ ENTRY STOREFRONT JAMB 3
3/8" = 1'-0"

November 26, 2024
Public Hearing

The current proposal is:

Preservation Department – Item 11, LPC-25-03381

823 Madison Avenue – Upper East Side Historic District Borough of Manhattan

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