

January 7, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 6, LPC-25-03677

**1312 Madison Avenue (aka 1306-1312 Madison Avenue, 26-28
East 93rd Street) – Carnegie Hill Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 212 2377

Passcode: 049674

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

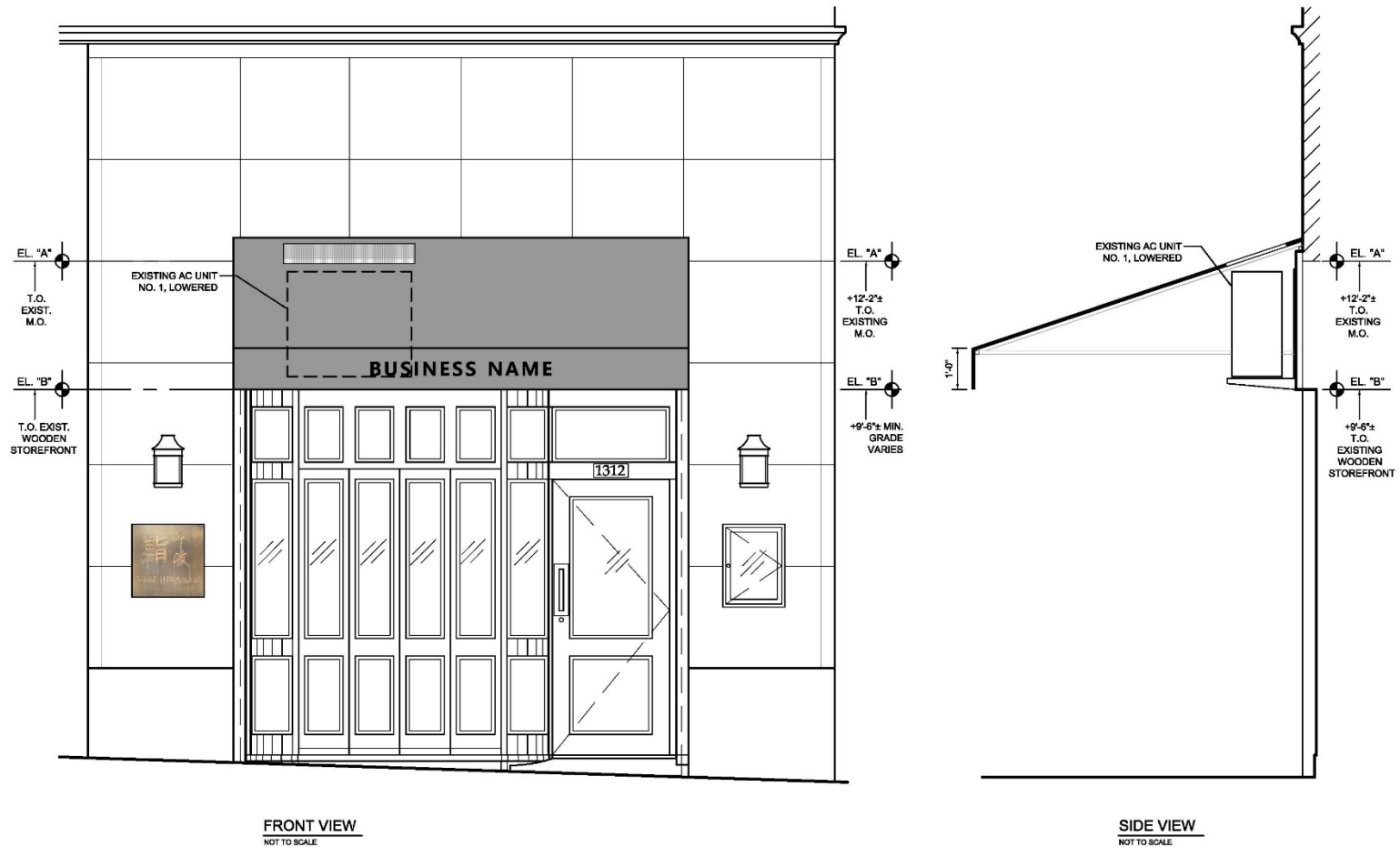
888-475-4499 (Toll free)

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.

1312 Madison Avenue

Expanded Carnegie Hill Historic District

Application for new awning and to legalize (1) existing AC unit.
VIO-22-0110-Installation of awning, (including HVAC), at northernmost
Madison Avenue storefront ('Hiramasa') without permit(s).



FRONT VIEW
NOT TO SCALE

SIDE VIEW
NOT TO SCALE

PROPOSED NEW AWNING

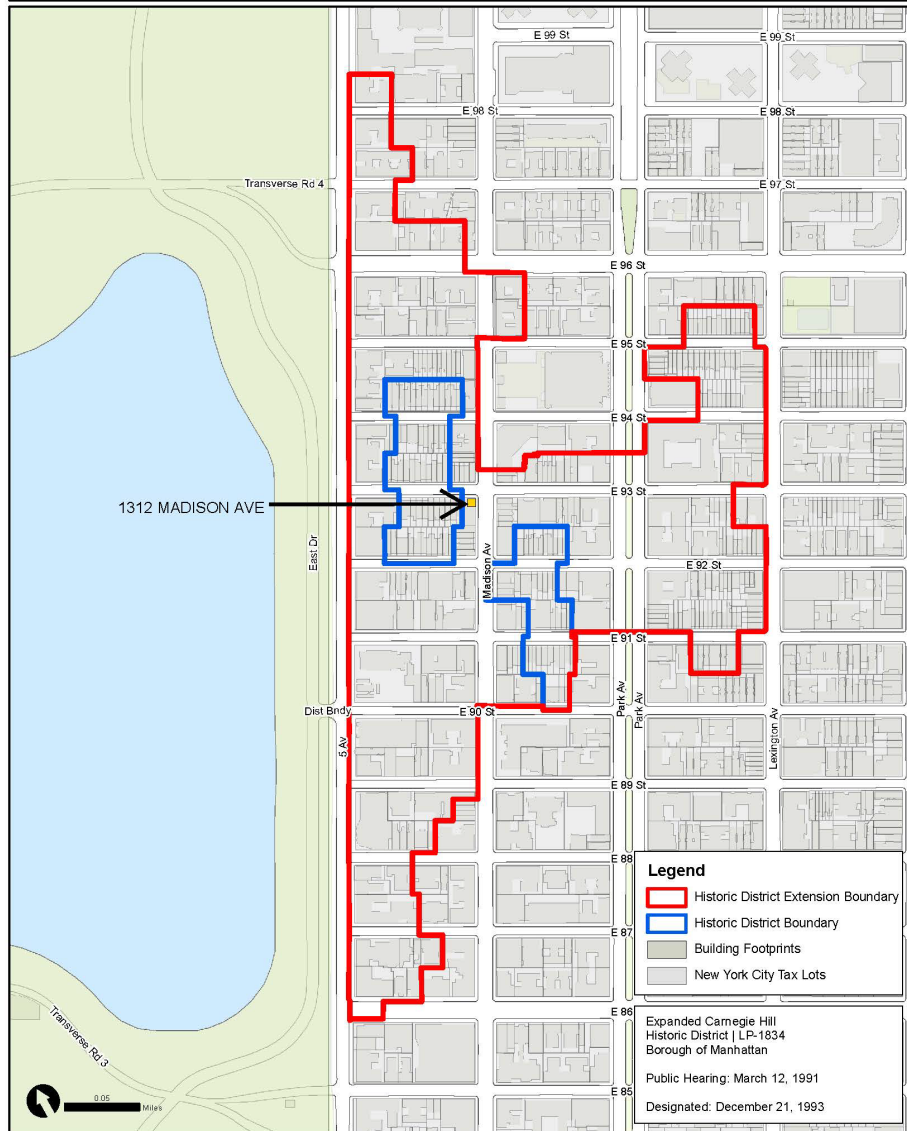
EXISTING AC UNIT NO. 1
TO BE LOWERED

EXISTING AC UNIT NO. 2
TO BE REMOVED



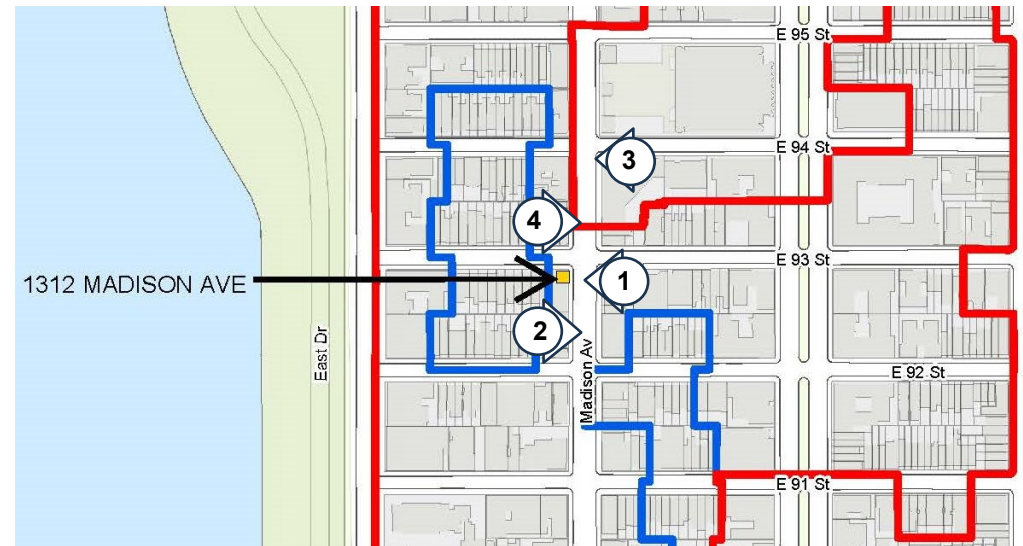
Existing awning conditions, front and side views.

Expanded Carnegie Hill Historic District | LP-1834

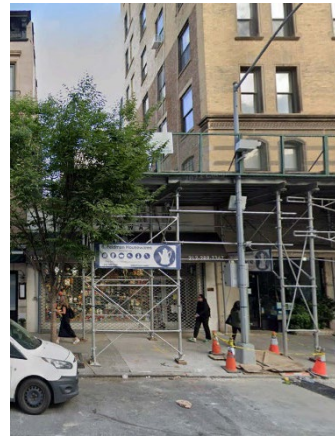


Graphic Source: Map PLUTO, Edition 18v1, Author: New York City Landmarks Preservation Commission, LCR Date: 1.29.2019

Location within Expanded Carnegie Hill Historic District.



Key map of photo locations shown on following page.



1312 MADISON AVE.

1 West side of Madison Avenue between East 92nd Street and East 93rd Street



2 East side of Madison Avenue between East 92nd Street and East 93rd Street



3 *West side of Madison Avenue between East 93rd Street and East 94th Street*



4 *East side of Madison Avenue between East 93rd Street and East 94th Street*



Designation photo c. 1992-93, 1306 - 1312 Madison Ave.

OPENINGS FOR AC UNIT(S) BELOW

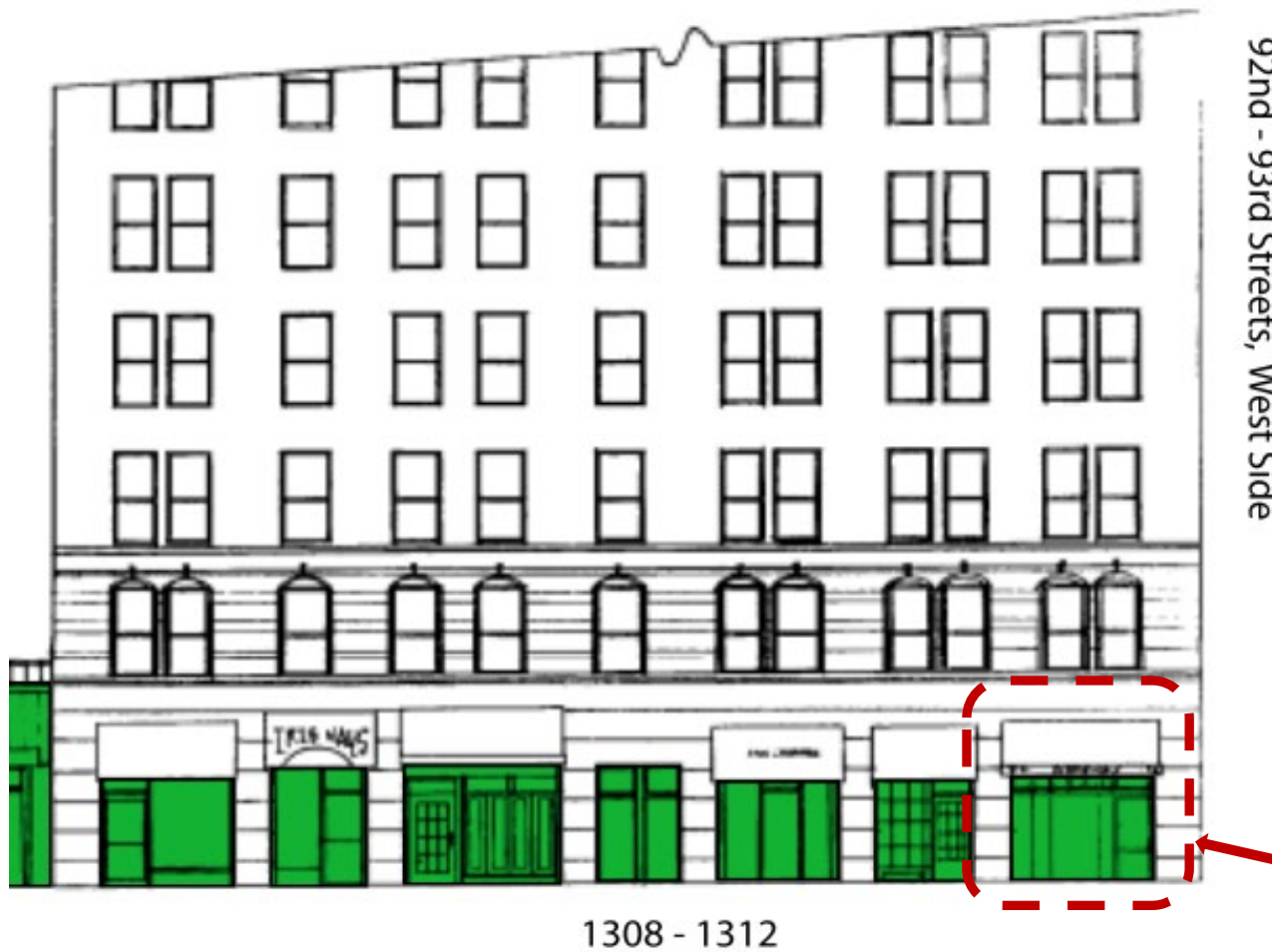


Designation photo detail c. 1992-93, 1310 and 1312 Madison Ave.

1306-1312 Madison Avenue (aka 26-28 East 93rd Street) | Hotel Ashton

- Construction Date:** 1897
- Architect / Builder:** George W. Spitzer
- Owner / Developer:** Charles H. Kivlen
- Major Alteration(s):** None
- Alteration Architect(s):** None
- Style(s):** Renaissance Revival
- Material(s):** Cast Stone, Brick
- Building Type:** Apartment Hotel
- Original Use:** Commercial, hotel
- Tax Block:** 1504 **Tax Lot:** 56
- Building Identification Number (BIN):** 1078500

1312 MADISON AVE



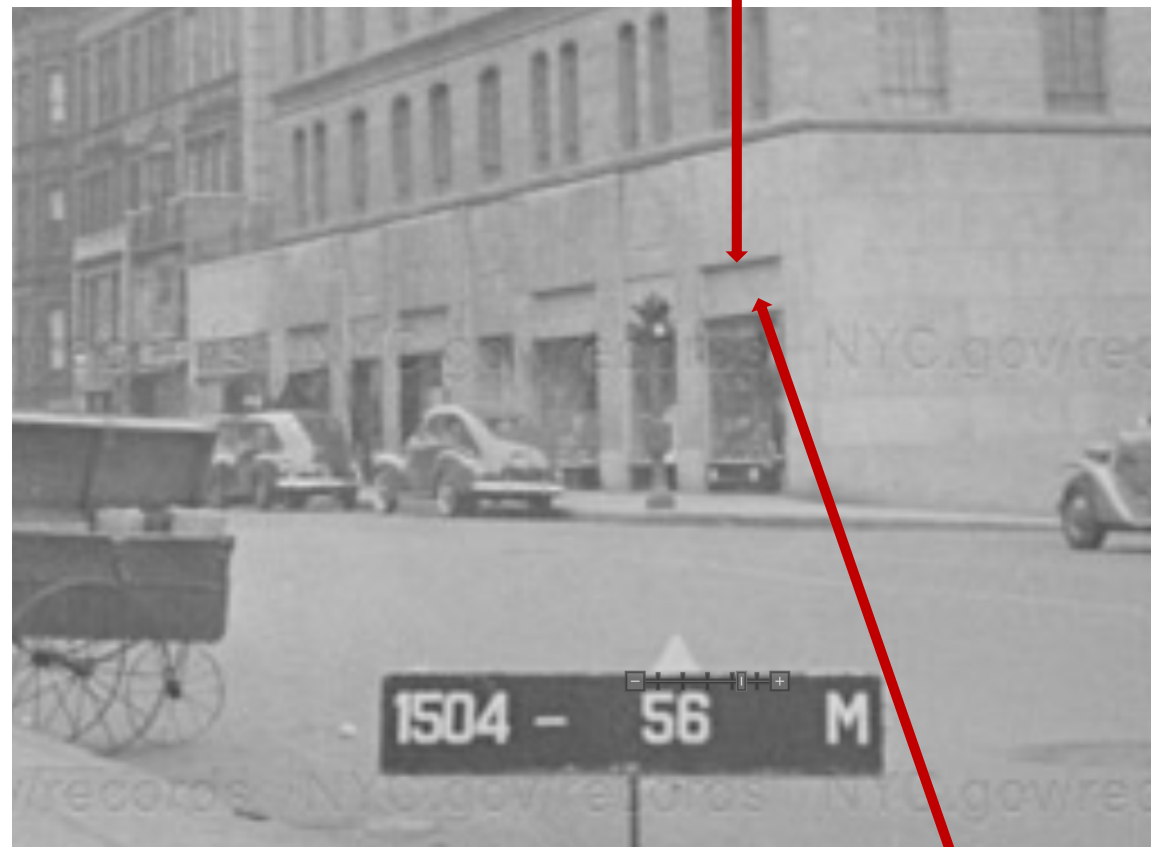
Awning rules:

- Can be fixed or retractable
- Flexible skirt, 12" max
- Attached at storefront opening lintel or transom bar
- Edges aligned with storefront opening
- Open underside and sides of fixed sloped awnings
- May include graphics on skirt and sloped portions

Building falls under the Madison Avenue Master Plan in terms of treatment of storefronts, signage, and awnings – green coding presumes no historic fabric present.



1940s tax photograph



Zoom in of 1940s tax photograph

T.O. EXISTING
MASONRY OPENING

NO STONE IS EXISTING IN
THIS SIGNAGE PANEL AREA

NO YARD AT THIS AREA. NO SPACE FOR AC EQUIPMENT

ROOF BELONGS TO RESIDENTIAL PORTION OF BUILDING WITH 9 FLOORS OF RESIDENTIAL BETWEEN COMMERCIAL AND RESIDENTIAL. NO AC EQUIPMENT CAN BE PLACED ON ROOF.

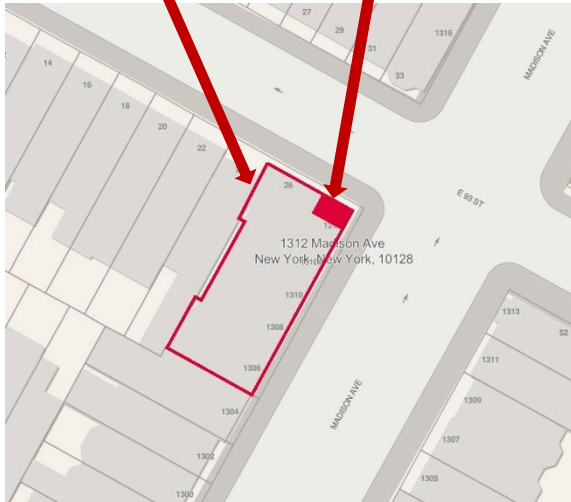
OTHER BUILDINGS ON BLOCK HAVE YARDS AND LOW ROOFS FOR AC EQUIPMENT.



Aerial view showing no accessible yard area at 1312 Madison Ave.

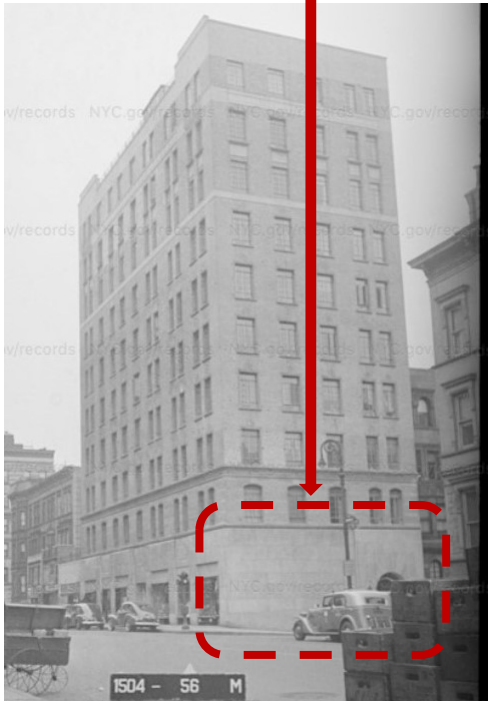
NO YARD

LOCATION OF COMMERCIAL UNIT AT STREET LEVEL UNIT

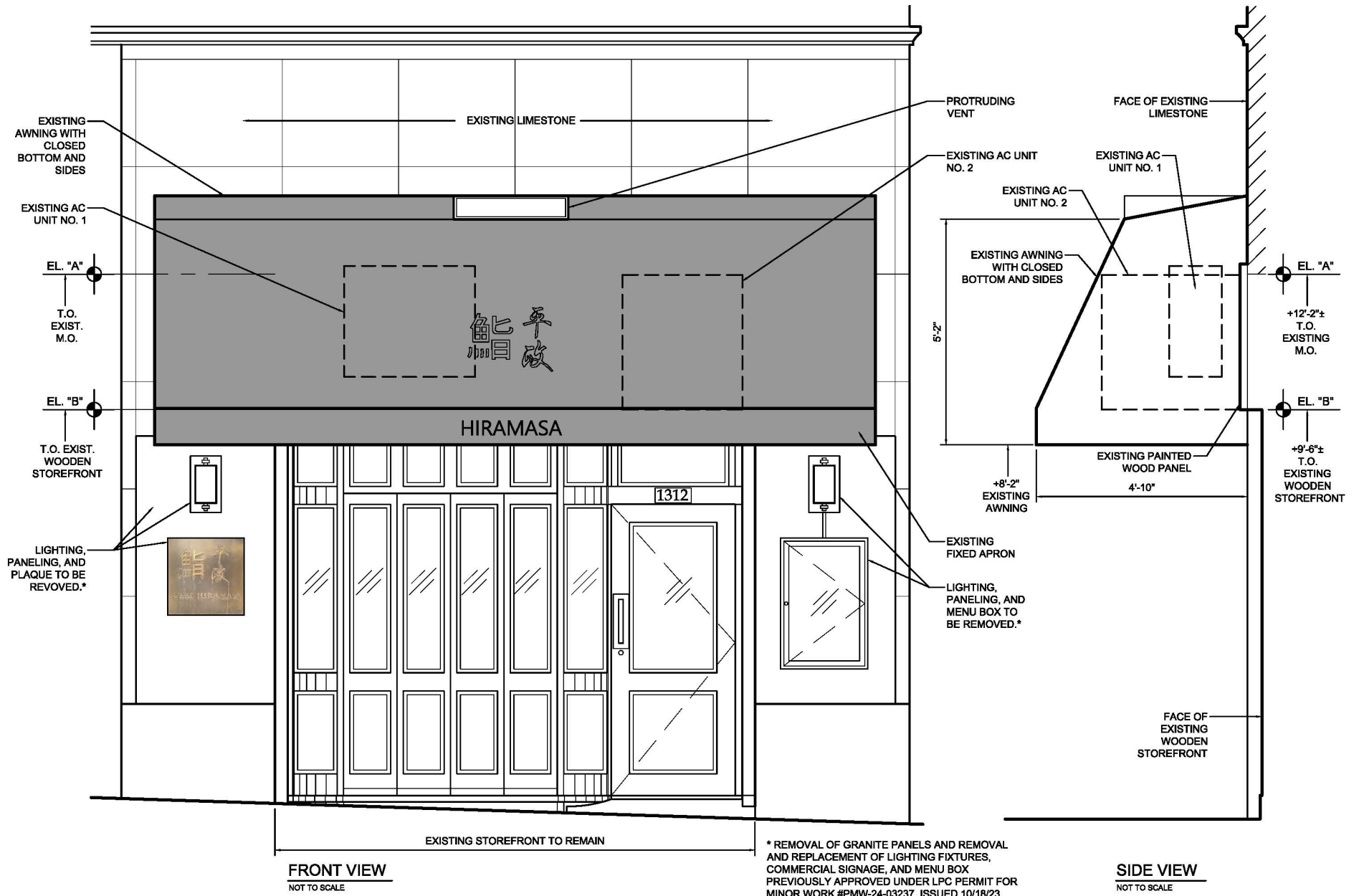


Plan showing no accessible yard area at 1312 Madison Ave.

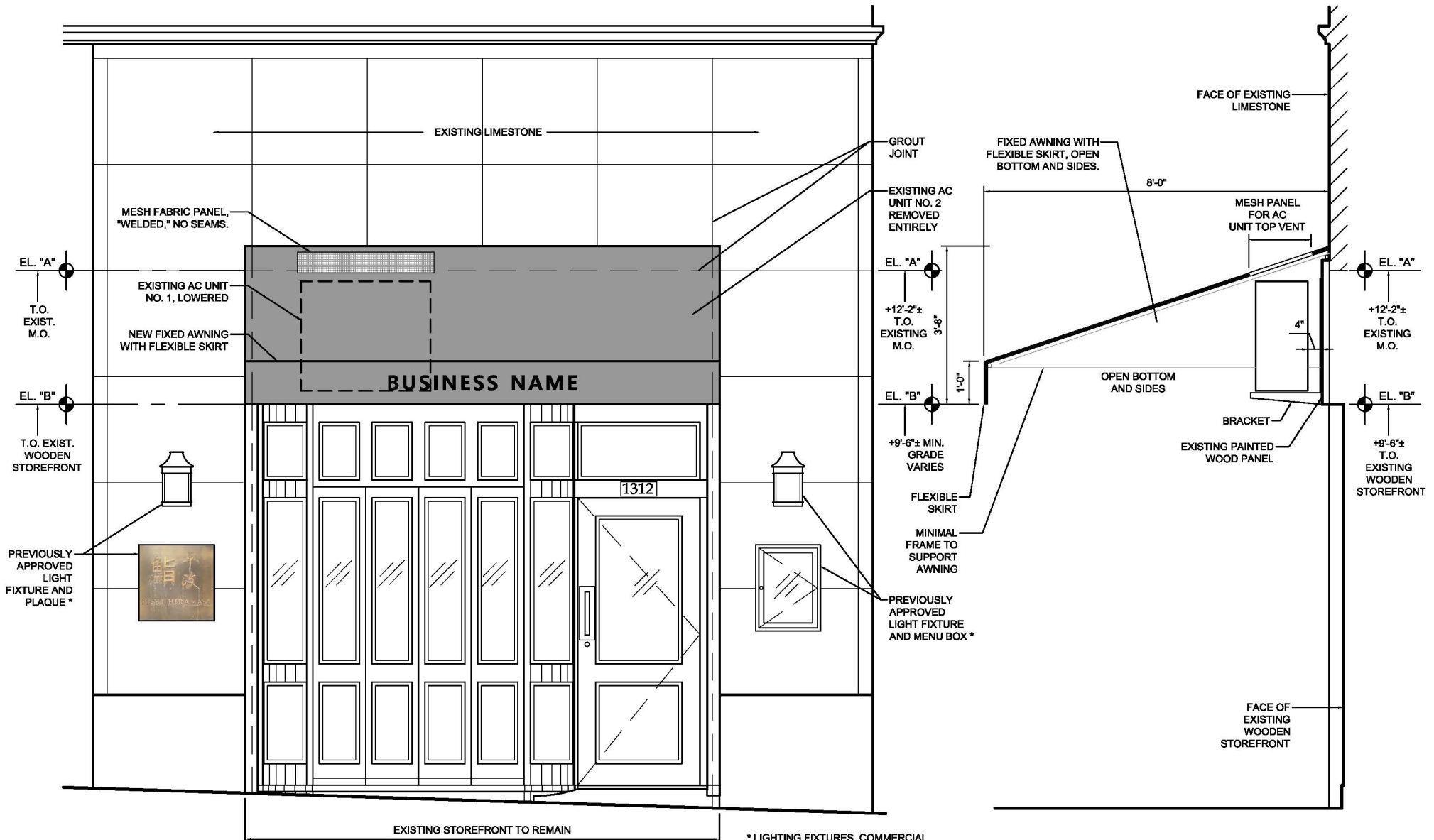
SOLID STONE WALL ON EAST 93RD STREET DOES NOT BELONG TO COMMERCIAL SPACE, AND NEW MASONRY OPENINGS ARE PRECLUDED.



1940's tax photograph showing original stone, without openings on East 93rd Street




EXISTING CONDITIONS



* LIGHTING FIXTURES, COMMERCIAL SIGNAGE, AND MENU BOX PREVIOUSLY APPROVED UNDER LPC PERMIT FOR MINOR WORK #PMW-24-03237, ISSUED 10/18/23.

PROPOSED NEW AWNING



Standard / Recreational Mesh

FABRIC FEATURES

DURABILITY/CLEANABILITY
Functional and durable, Phifertex fabrics offer excellent performance while withstanding spills, splatters and the hustle and bustle of high traffic areas. These fabrics are easy to maintain - easily cleaned with soap and water or 50/50 bleach to water solution.

WARRANTY
Phifer offers a 3-year limited warranty for Phifertex Outdoor Fabrics. This warranty covers the fabric becoming non-functional due to loss of dimensional stability from exposure to conditions including sunlight, mildew, rot and normal atmospheric conditions. The warranty does not cover damage to the fabric from any source nor does it cover gradual fading or discoloration from atmospheric pollution or other defects. This warranty remains in effect for 3 years from the date of purchase. Phifer will provide new fabric, free of charge, to replace the non-functioning fabric. This warranty does not cover the cost of labor or other consequential or incidental expenses.


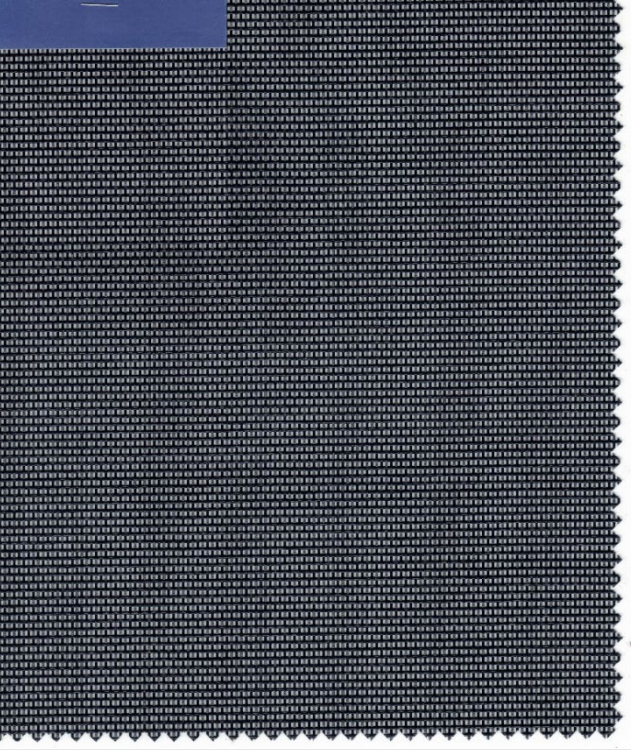
GREENGUARD
GREENGUARD Certification ensures products have met some of the world's most rigorous and comprehensive standards for low emissions of volatile organic compounds (VOCs) into indoor air. Phifer was the first manufacturer in the outdoor fabric industry to achieve GREENGUARD certification. Certification is completely voluntary and ensures that the highest industry standards are being applied to maintain indoor air quality for the health and safety of building occupants.

MICROBAN®
Phifertex fabrics are the only outdoor furniture fabrics in the world to include Microban protection. Microban antimicrobial protection works continuously to inhibit the growth of bacteria, mold and mildew that can cause stains, odors and product deterioration.

- Microban antimicrobial protection is infused into Phifertex fabrics for lasting protection that won't wash off or wear away for the lifetime of the product.
- Phifertex fabrics infused with Microban antimicrobial technology are ideal for any commercial or residential environment where microbes are a concern, including healthcare, hospitality, home, office, schools and institutions.

FLAME RETARDANCE

- National Fire Protection Association, NFPA No. 101, "Life Safety Code", Class "A" rating. (Tested in accordance to ASTM E84, Surface Burning Characteristics of Building Material.) 1 x 11 (ASTM E84-10), 20x20 (ASTM E84-10), 3x1x10 (ASTM E84-10), Plus (ASTM E84-15b).
- International Building Code (IBC), Section 903.1.1, Class "A" rating (tested in accordance to ASTM E84).
- Upholstered Furniture Action Council Fabric Classification Test Method 1990 (UFACI) - Class "1" Rating.
- Federal Motor Vehicle Safety Standards, Section 571.302, Standard Number 302 (FMVSS 302), Flammability of Interior Materials.
- California Technical Bulletin 117-2013, Section 1, Cover Fabric Test.

GREENGUARD

MICROBAN®


FLAME RETARDANT

SAFE USE


PHIFER INCORPORATED
phifer.com

MADE IN THE USA

Phifer is a registered trademark of PHIFER INCORPORATED. GREENGUARD is a registered trademark of Intertek Group, Inc. Microban is a registered trademark of Microban Technologies, Inc. © 2015 Phifer, Inc. All Rights Reserved. The Life Cycle is a trademark of Phifer, Inc. Standard / Recreational Mesh 302759-101



MESH INSERT WHERE SHOWN


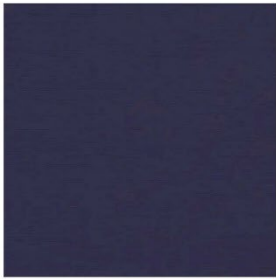


Home / Browse Fabrics / Awnings and Shade / Captain Navy

Captain Navy

Sunbrella Plus
SKU: 8846-0000

Available in these colors

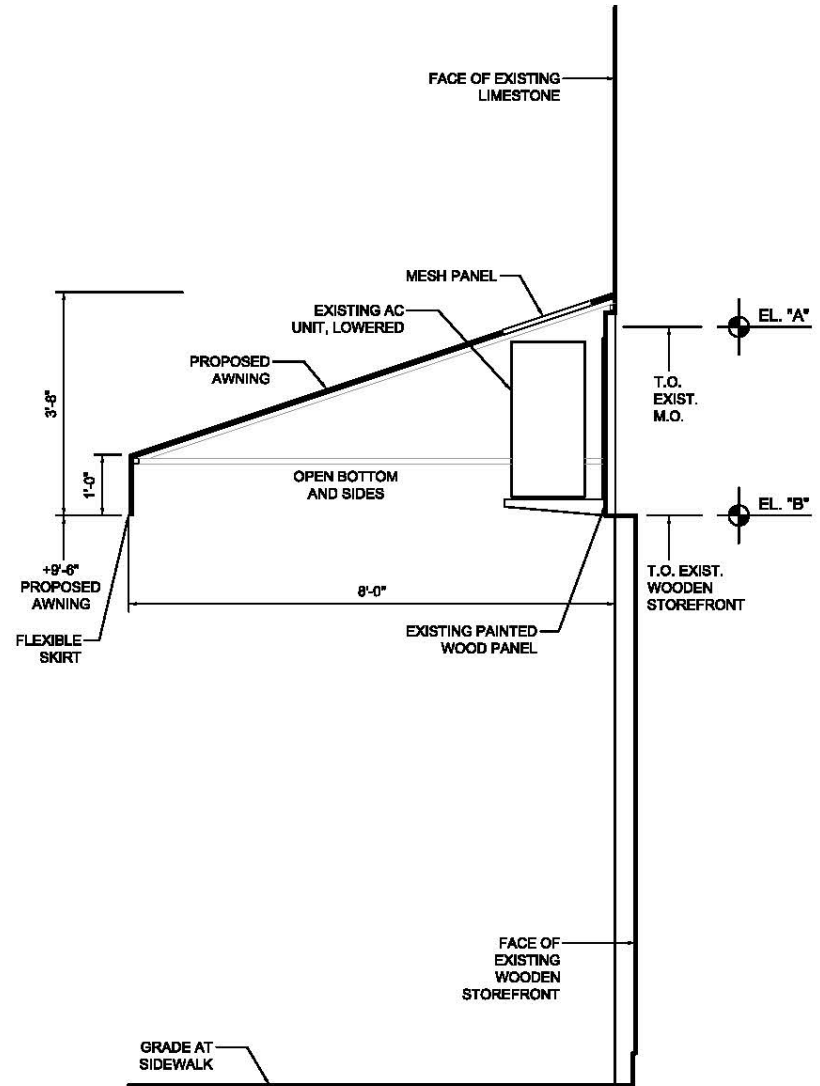
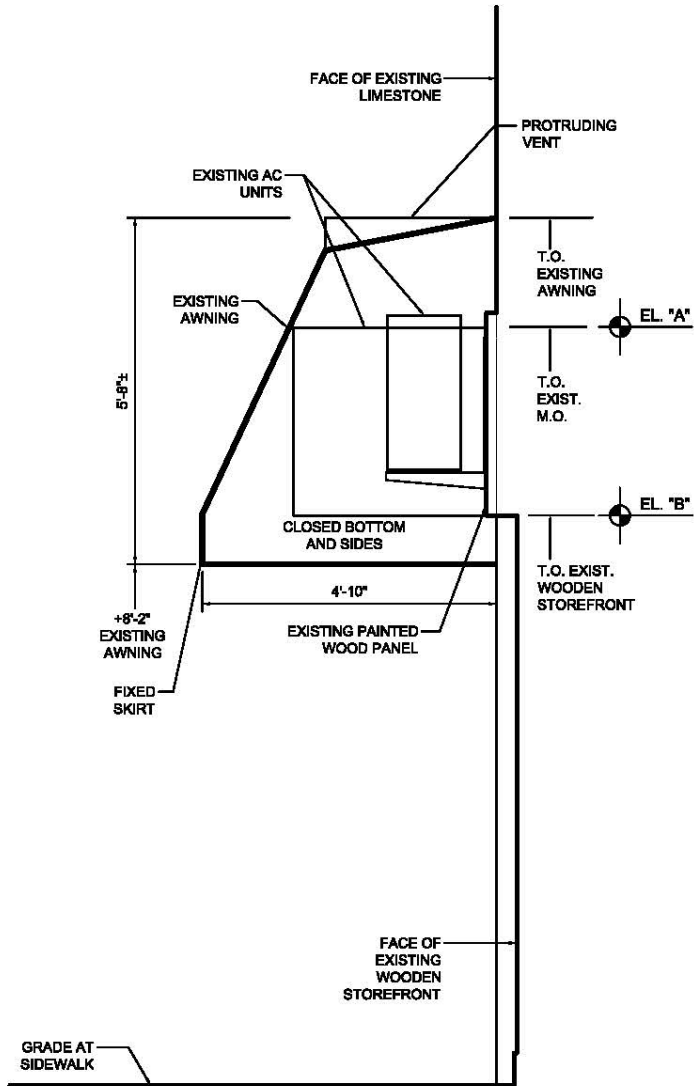
Technical Information

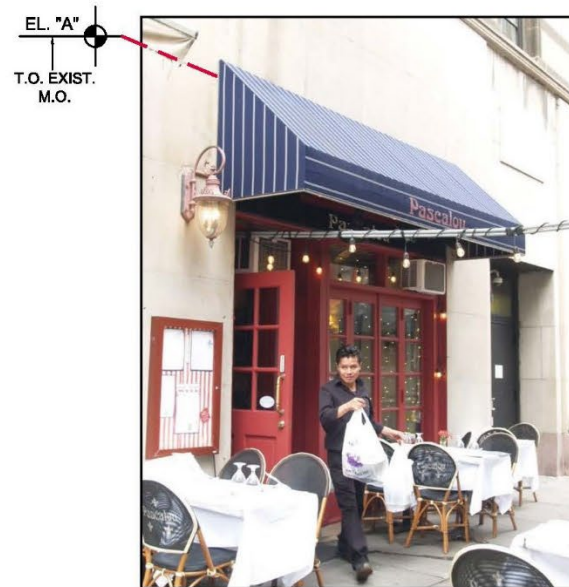
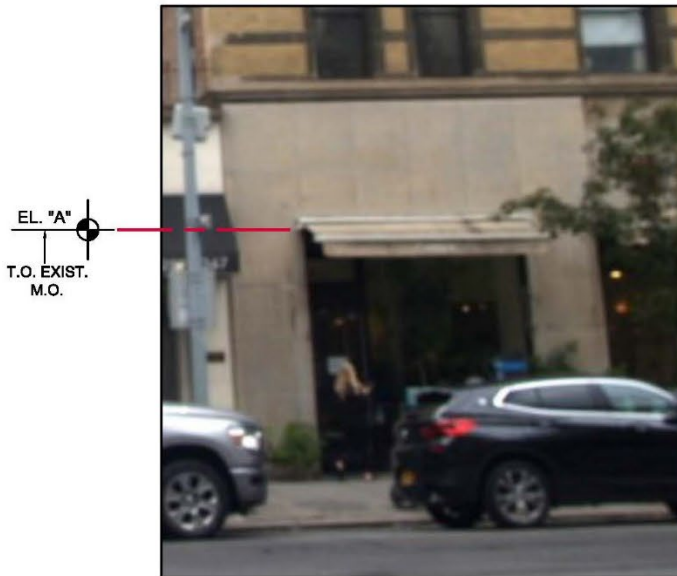
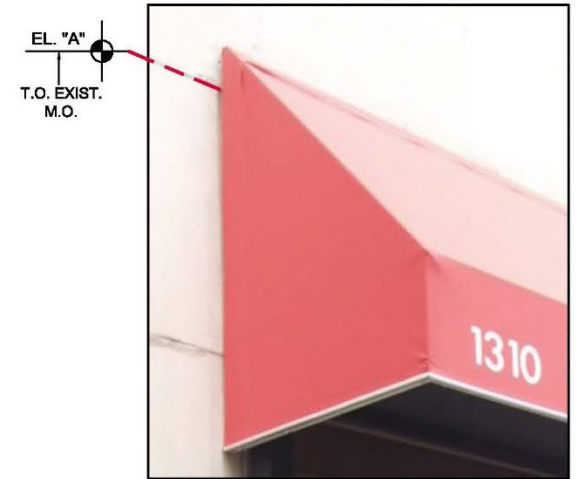
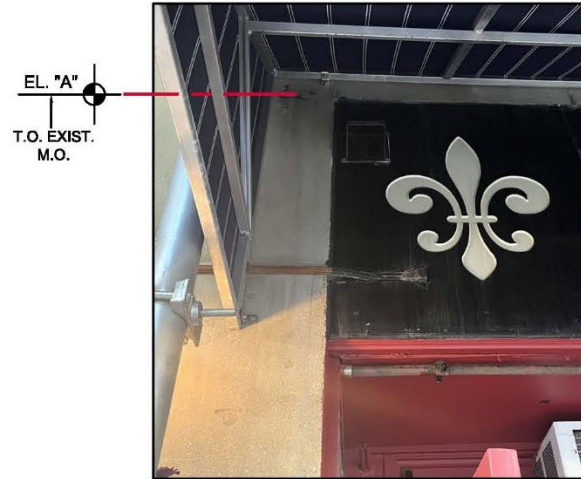
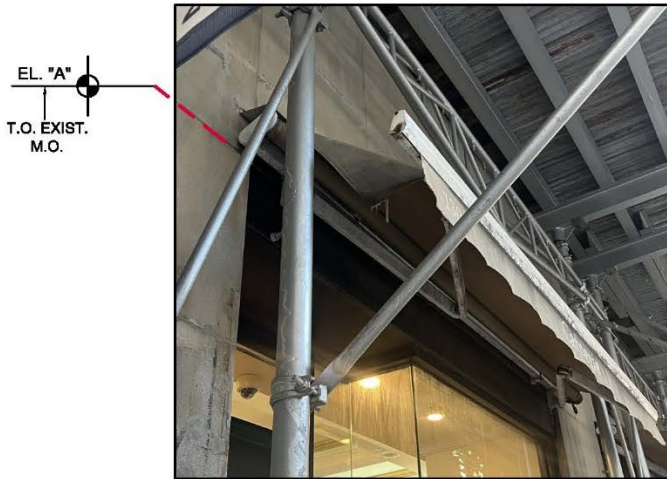
| APPLICATION | FABRIC CONTENT | CONSTRUCTION |
|------------------------|----------------------------------|--|
| Shade Structures | 100% Sunbrella Acrylic | Woven |
| FINISH | BACKCOATING | WIDTH |
| Water Repellent | Urethane-Based | 60 in. (152.4 cm) |
| WEATHER PROTECTION | WEIGHT OZ. SQ. YD. | WEIGHT OZ. SQ. YD. |
| Highly Water Repellent | 15.16 | 9.77 |
| ROLL SIZE YD | SEWEDGE | RECYCLABLE |
| 60 | Left / Right | Yes, through the Recycle My Sunbrella program. |
| COLLECTION | CA PROP 65 | |
| Sunbrella Plus | No CA Prop 65 label is required. | |

SOLID FABRIC (TYPICAL)



FRAME TYPE (WITH SIMILAR UNFRAMED SKIRT)



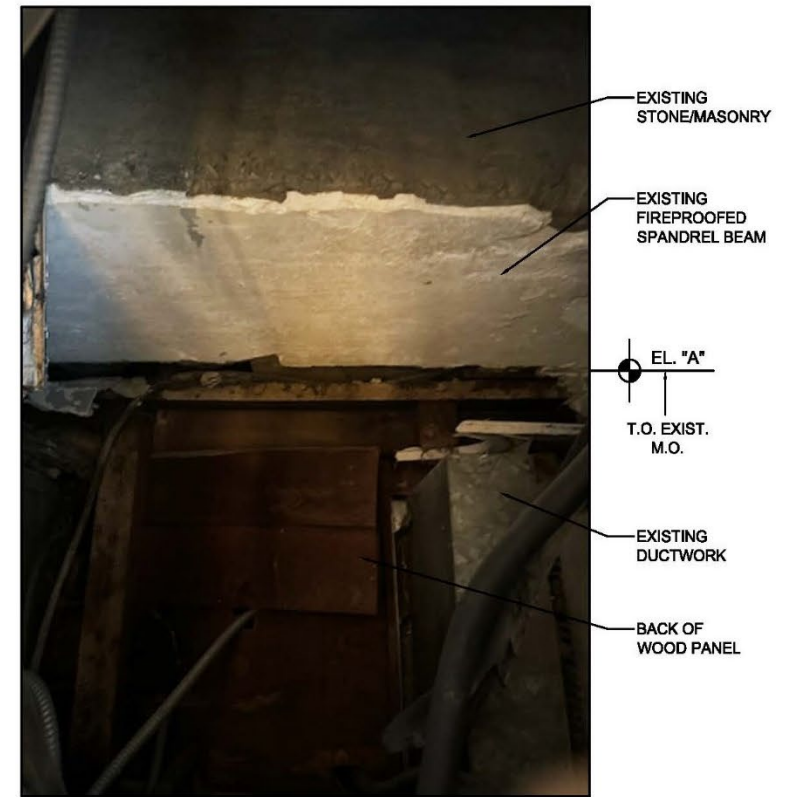


1306 – 1310 Madison Avenue

Top of proposed awning to align with the building's other awnings, at or near top of existing masonry opening.



View looking towards storefront. Fully finished interior to remain.



Existing beam and wood panel view inside soffit.

- 1) The building is mixed use with residential apartments above and residential lobby adjacent to the commercial space.
- 2) This commercial space is landlocked with no access to a yard or roof for HVAC placement.
- 3) The East 93rd Street façade is solid limestone masonry. The commercial space does not own the exterior wall and is precluded from making new masonry openings. Historically there were no openings in the wall.
- 4) AC unit(s) existed at time of designation with an awning that concealed the AC, but accommodated it with various openings.
- 5) Direct replacement of one exterior AC condenser may have been made post-designation.
- 6) A second, bulkier condenser likely was added, post-designation, later and is proposed to be removed, entirely as part of this application.
- 7) No additional central AC units are planned. In the event that additional cooling is needed, a removable “window unit” will be installed in the transom above the door.
- 8) No interior work is planned.
- 9) The AC unit proposed to remain is mounted to a painted wood infill panel. The installation is not destroying historic materials, and the unit is removable without destroying historic materials.
- 10) Because of changes in NYC’s energy code, interior-only central units have become significantly larger and are being phased out in favor of heat pump units. Heat pump units require an exterior unit of same size and shape as existing condenser AC unit 1 that will remain.
- 11) Per the Energy Code upgrades in NYC, the previously ubiquitous “pancake units” used for storefront air conditioning for decades are now being phased out. The only available equipment has increased in size exponentially and exceeds available space.

ENERGY CODE UPDATES CONTINUING IN NYC

Heat pumps are a key part of New York City’s plan to reduce carbon emissions from commercial buildings and they are required in some cases:

- **Local Law 97**

This law, enacted in 2019, requires buildings over 25,000 square feet to reduce emissions by 40% by 2030 and achieve net-zero emissions by 2050. Heat pumps are a key part of meeting these requirements because they provide energy efficient electric heat as well as cooling, thereby allowing for the removal of fossil fuel boilers, furnaces, and HVAC unit heating coils.

1306 – 1312 Madison Avenue is over 40,000 square feet in gross area (greater than 25,000 square feet) and therefore will need to comply with Local Law 97. It is unlikely that buildings in LPC designated areas will be exempt.



EXISTING CONDITIONS



PROPOSED NEW AWNING

In conclusion, the proposed new awning adheres closely to LPC standards and is significantly reduced in bulk from what exists while still allowing the remaining AC unit to be concealed. In view of the challenging landlocked location of this commercial space, and the inflection point that NYC is experiencing regarding energy code, we respectfully request that this proposed solution, of replacing the awning and legalizing one AC unit, be approved by the LPC.

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