

January 14, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-25-05644

**694-696 Madison Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 438 4285

Passcode: 075152

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

888-475-4499 (Toll free)

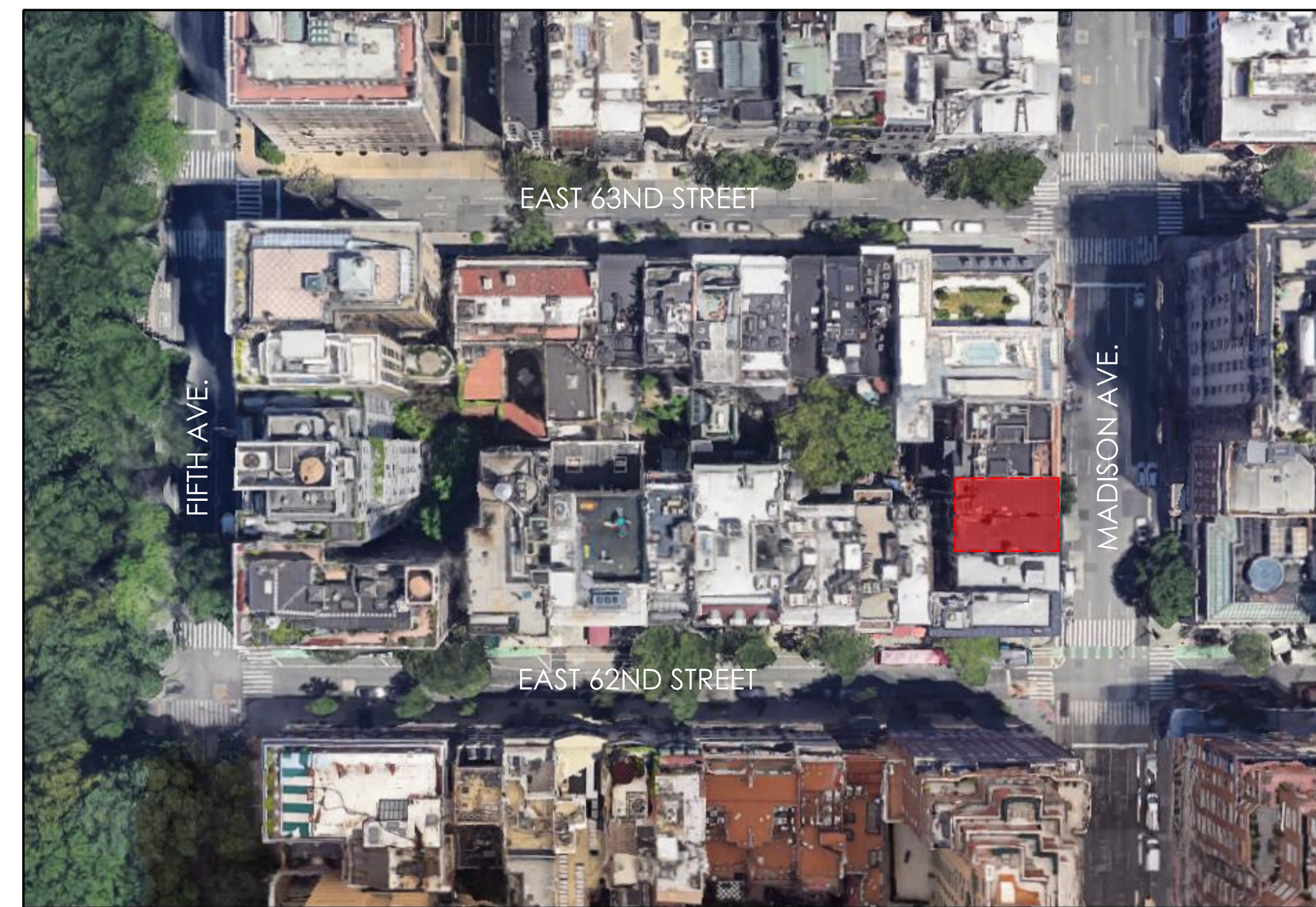
Note: If you want to testify virtually on an item, join the Zoom webinar at the agenda's "Be Here by" time (about an hour in advance). When the Chair indicates it's time to testify, "raise your hand" via the Zoom app if you want to speak (*9 on the phone). Those who signed up in advance will be called first.



694-696 MADISON AVENUE, 2024

3

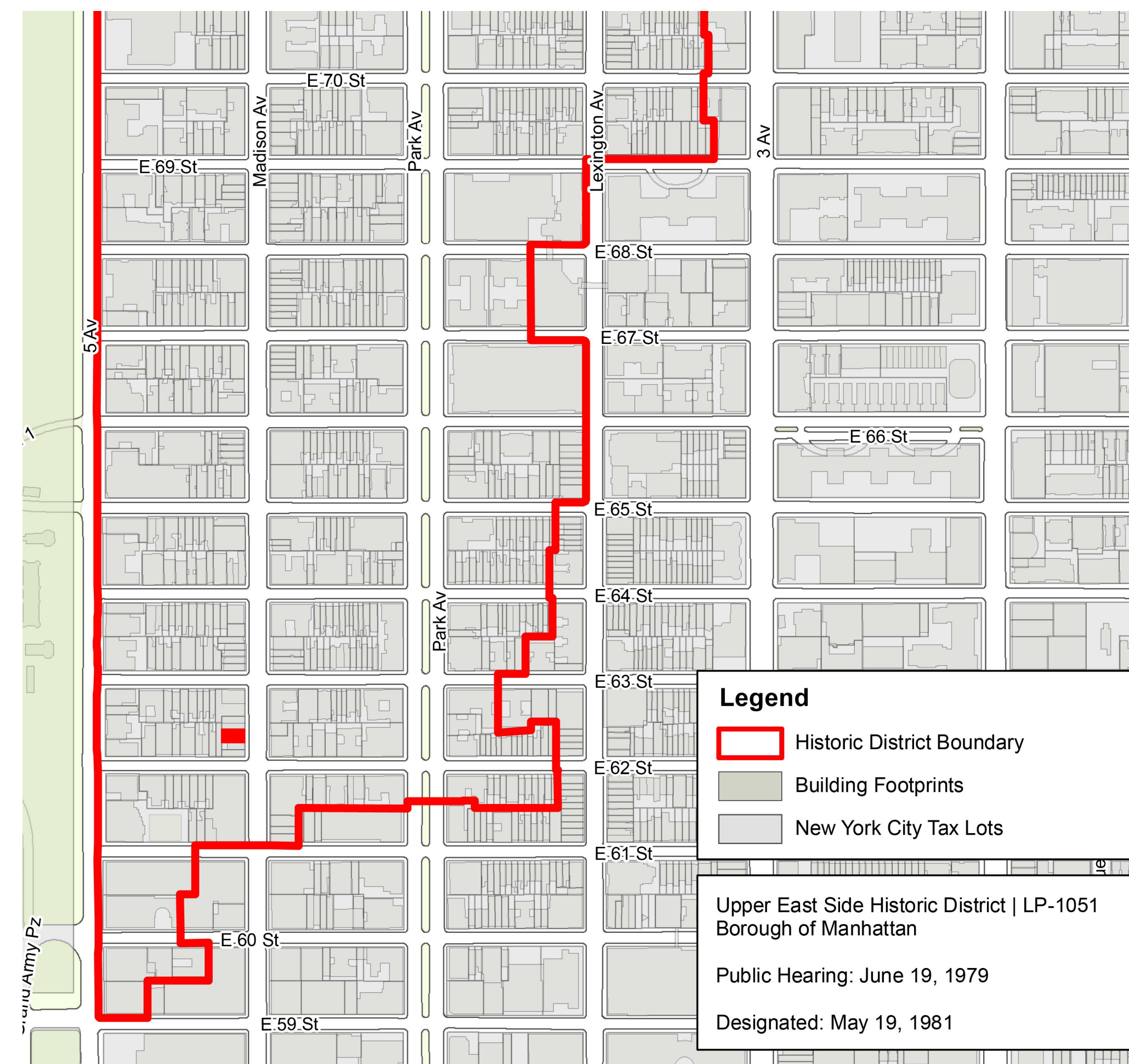
NTS



BLOCK PLAN

2

NTS



New York City Landmarks Preservation Commission, LCR Date: 3.28.2019

HISTORIC DISTRICT LOCATION

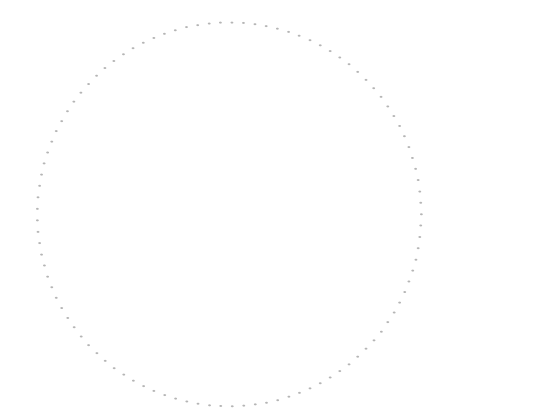
1

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01.08.25	LPC FILING
12.12.24	LPC FILING
△ DATE	REVISIONS



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694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:

INTRODUCTION

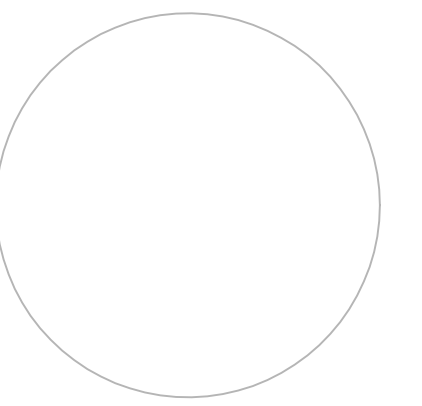
PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

T-000.00

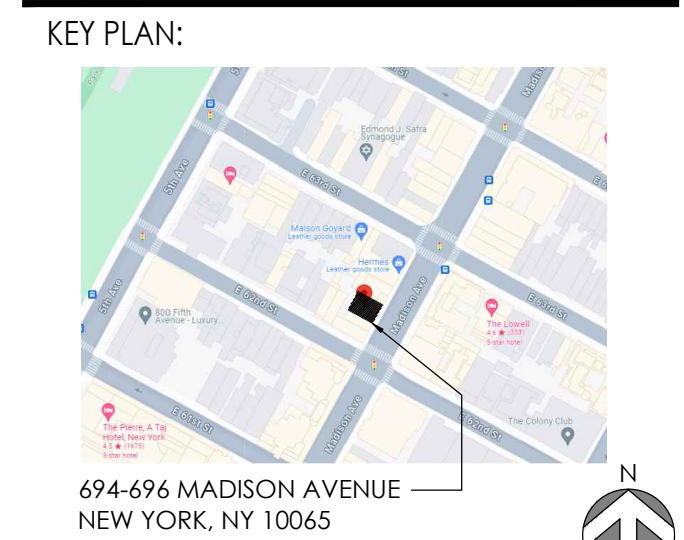
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12.23.24	LPC FILING



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694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:

**PROPOSED
 ELEVATIONS**

PROJECT NO. 23-4702

SCALE: AS NOTED

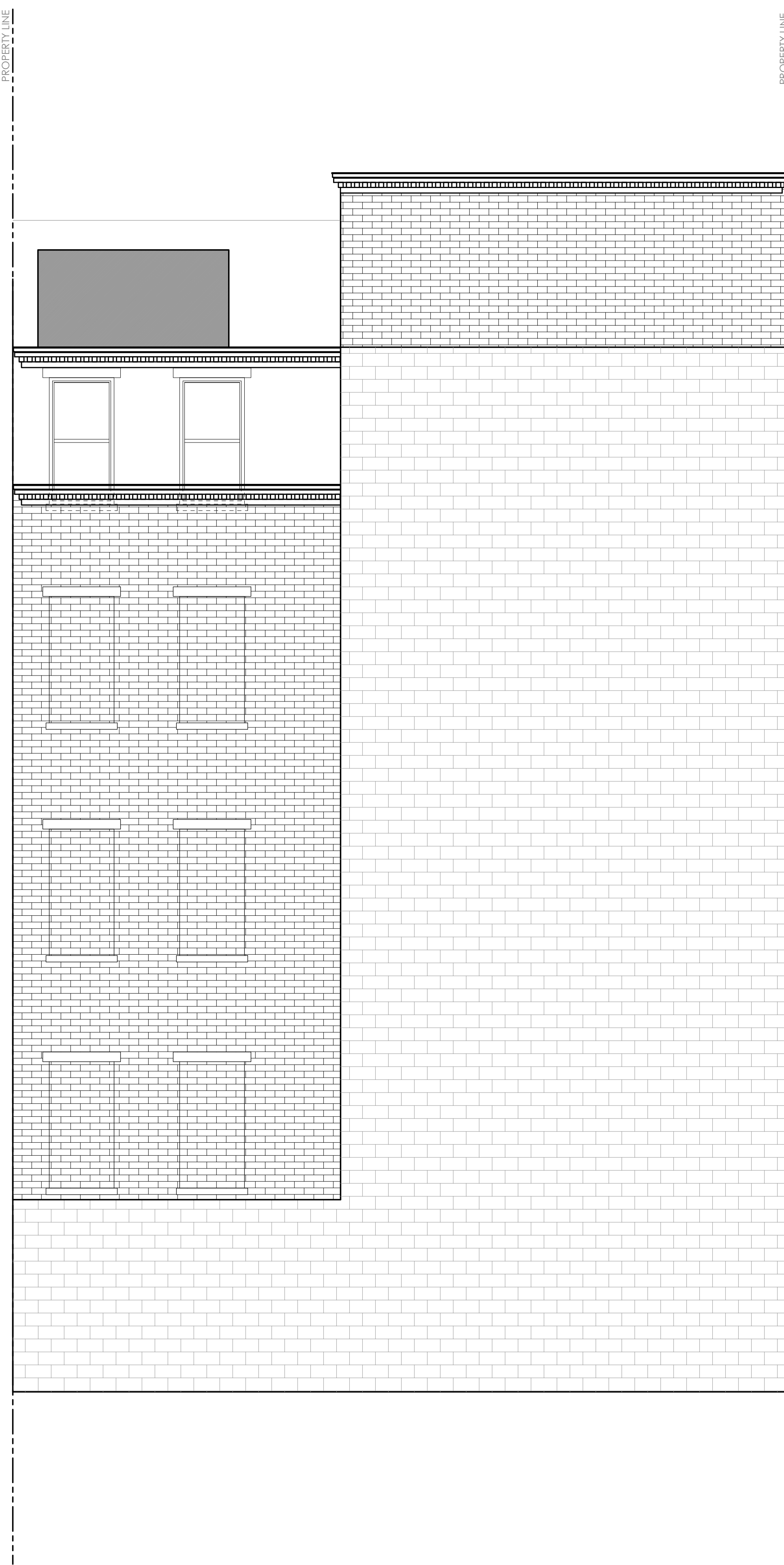
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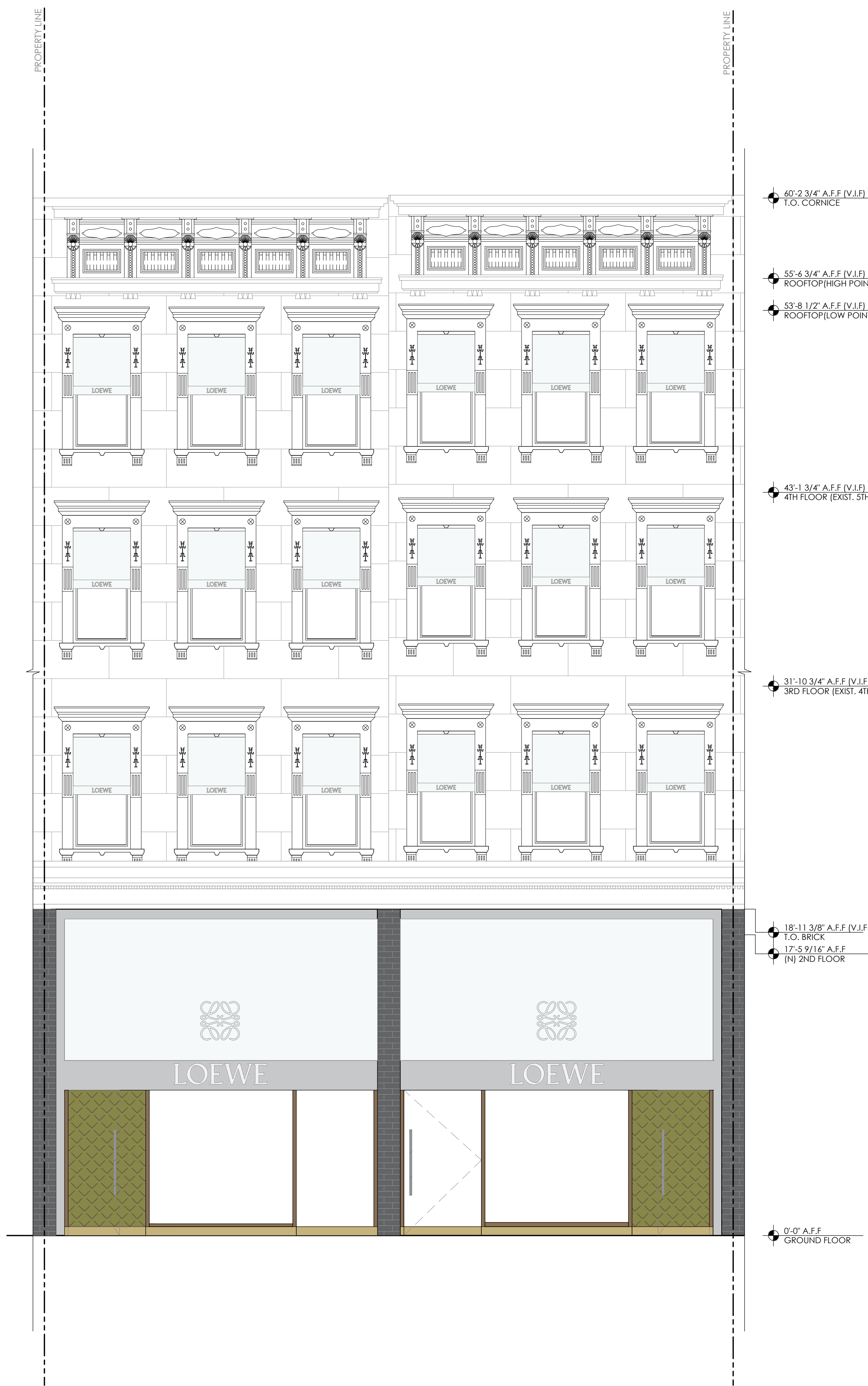
A-001.00



PROPOSED REAR ELEVATION

2

1/4" = 1'-0"



PROPOSED STOREFRONT ELEVATION

1

1/4" = 1'-0"

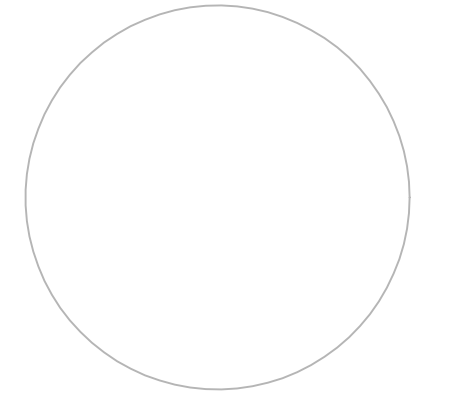
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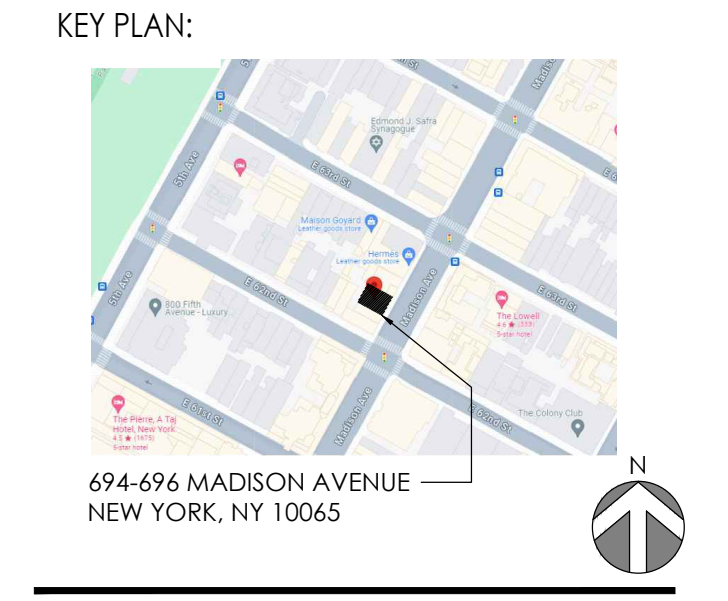
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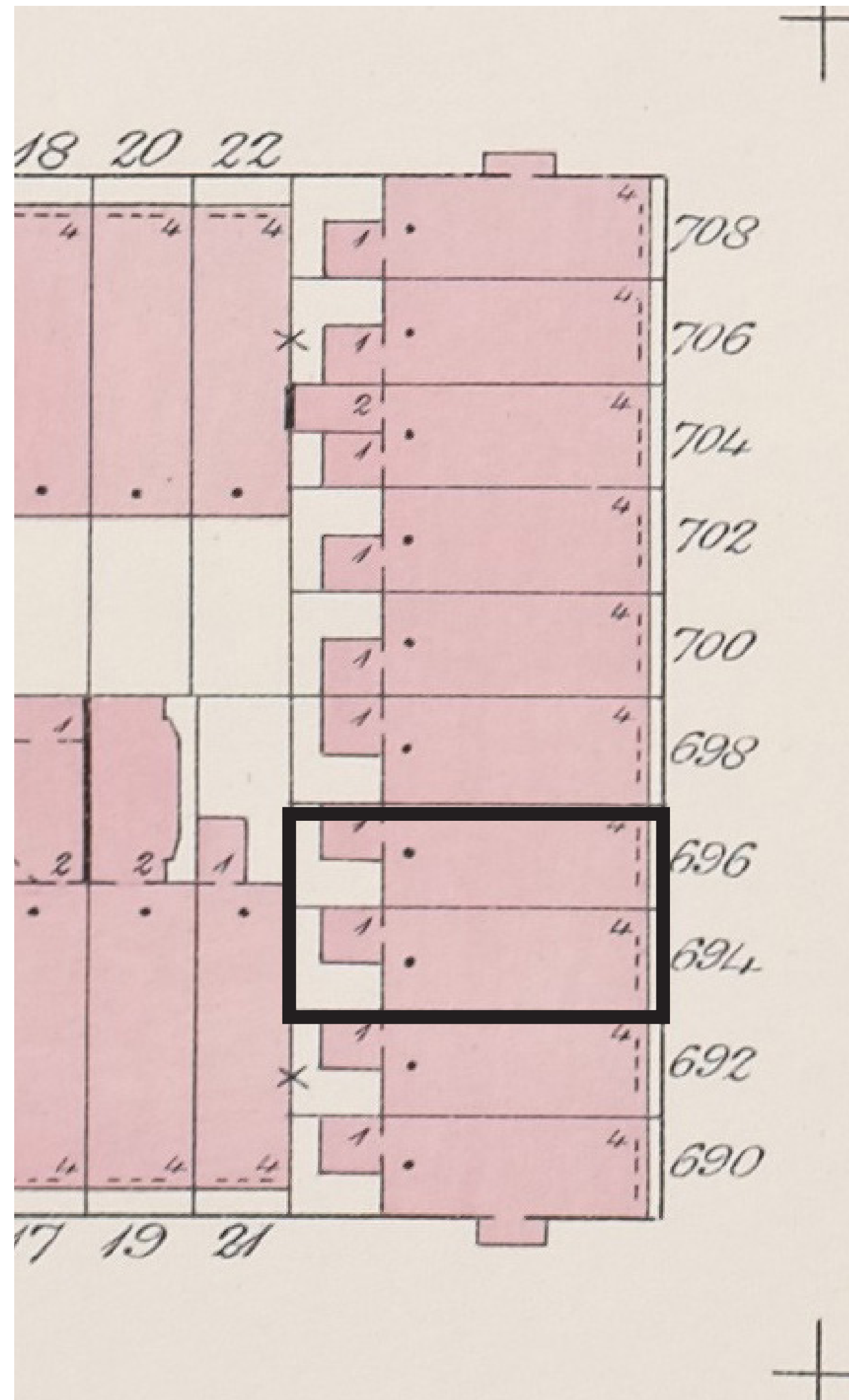
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NEW YORK, NY 10065

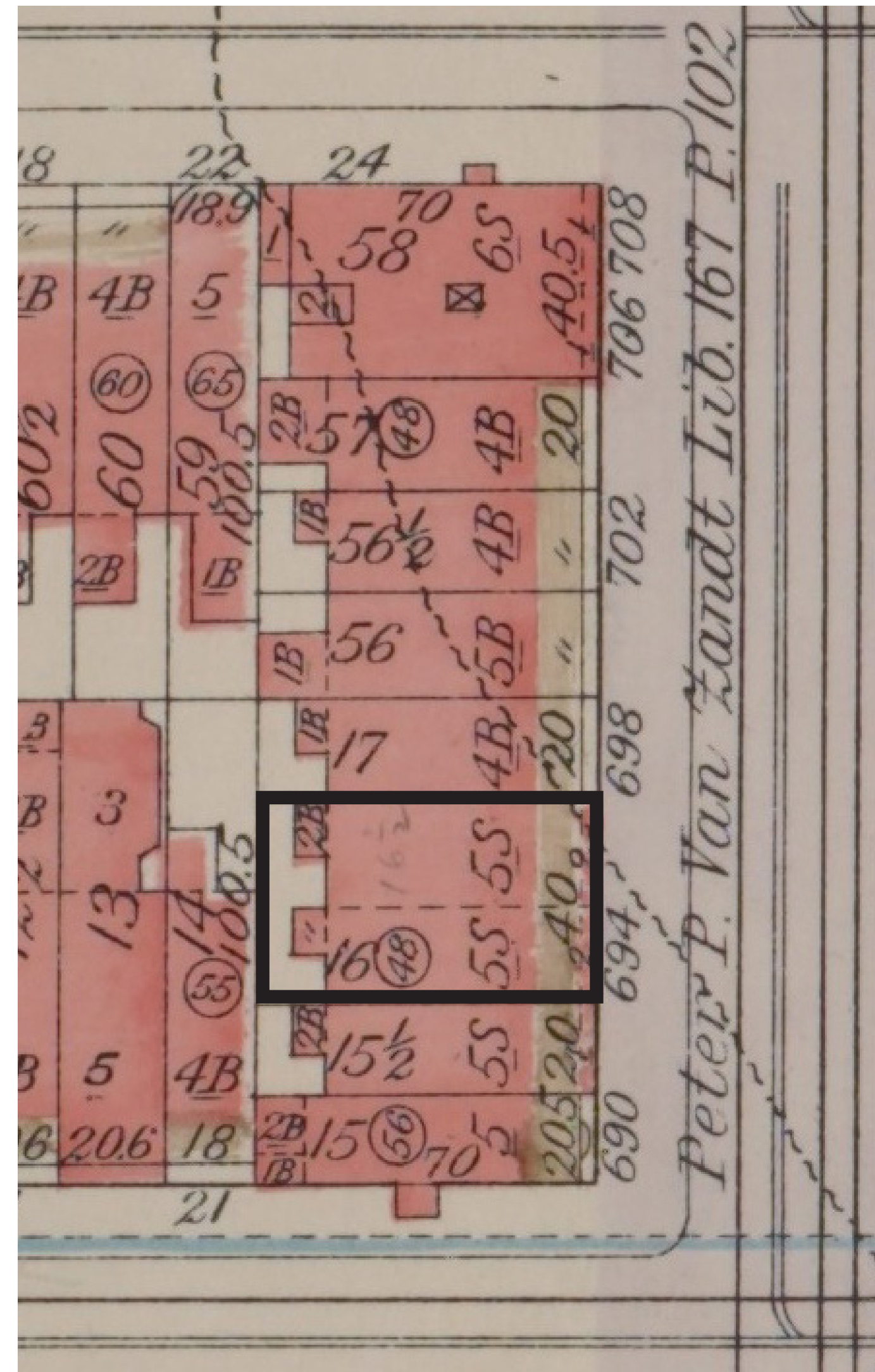
SHEET TITLE:
MAPS OF ORIGINAL ROW

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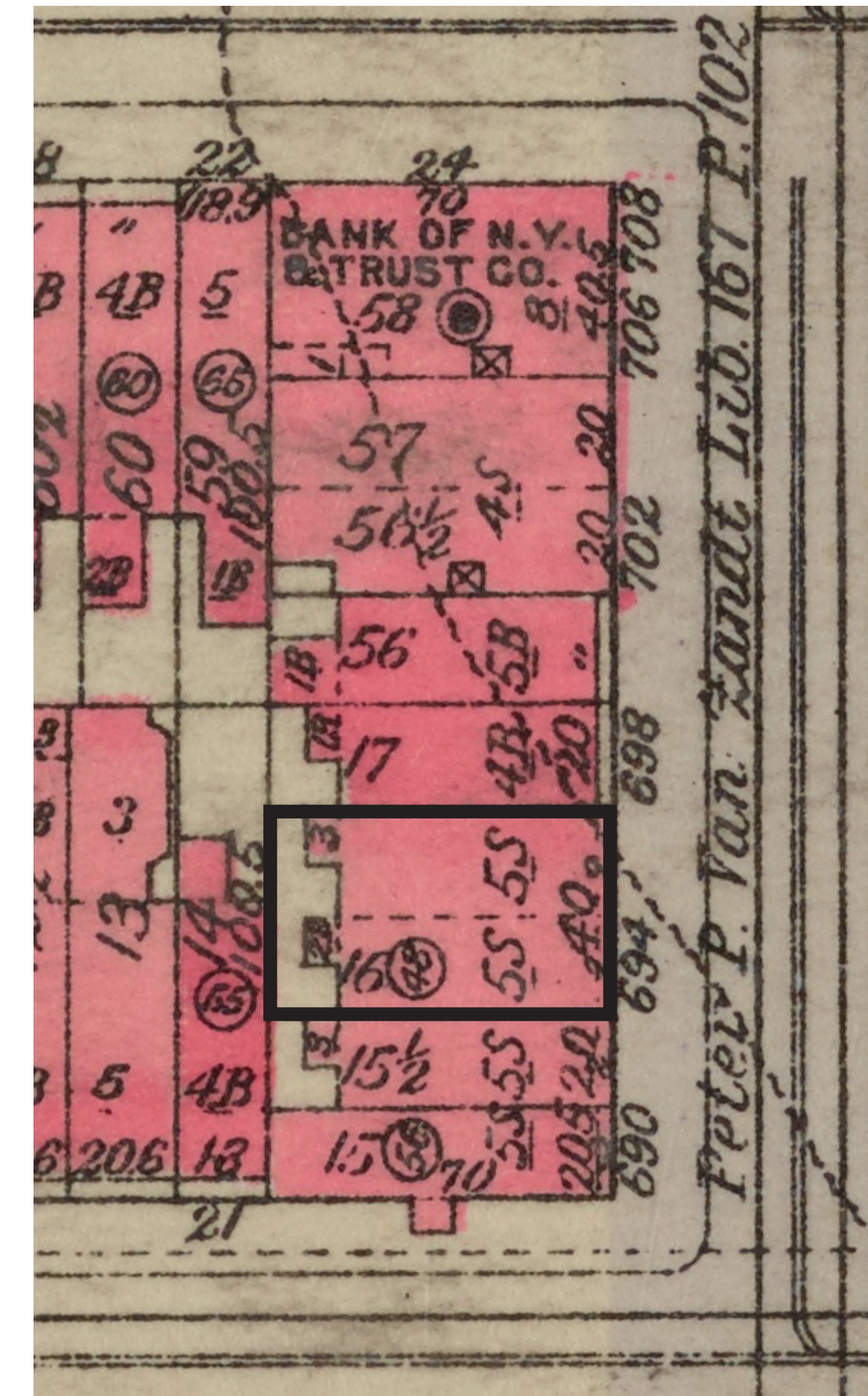
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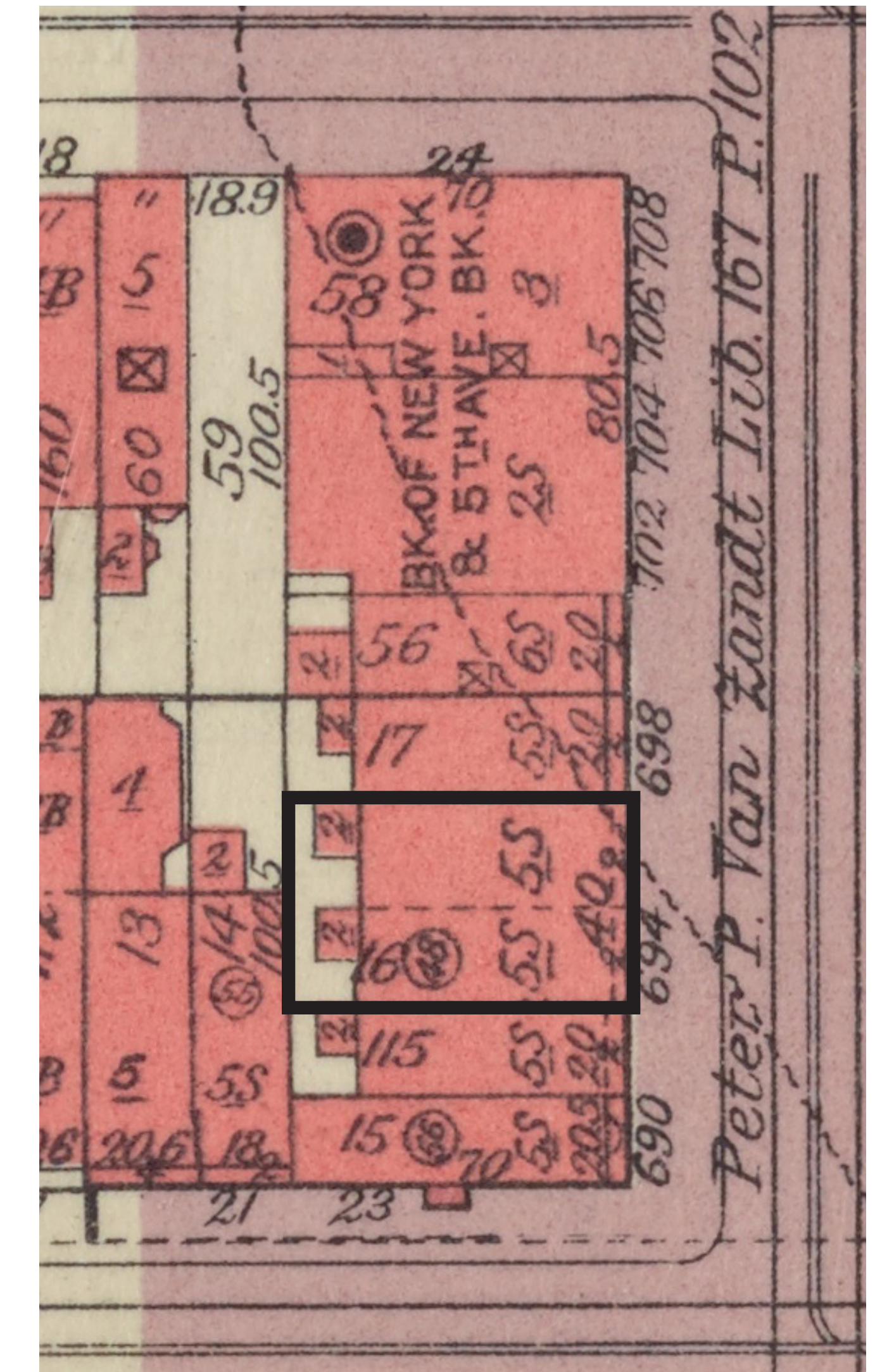
1892 Sanborn Map



1921 Bromley Map



1930 Bromley Map

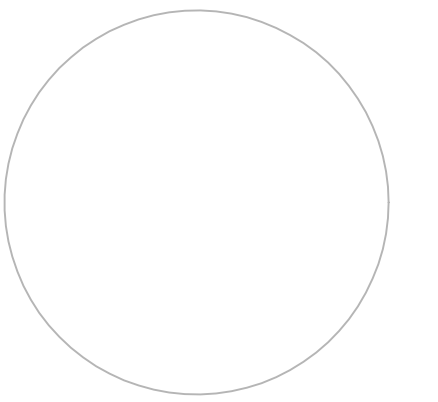


1955 Bromley Map

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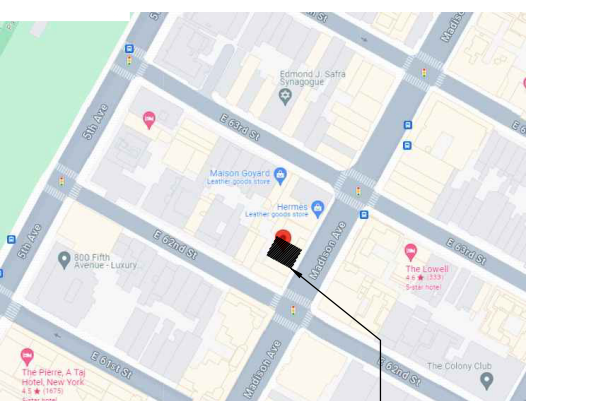
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KEY PLAN:



694-696 MADISON AVENUE
NEW YORK, NY 10065



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694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:

**EXISTING STOREFRONT
PHOTOS**

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Detail of storefront at 694 Madison Avenue



Detail of storefront at 696 Madison Avenue



Brick Pier Detail



Cornice Detail

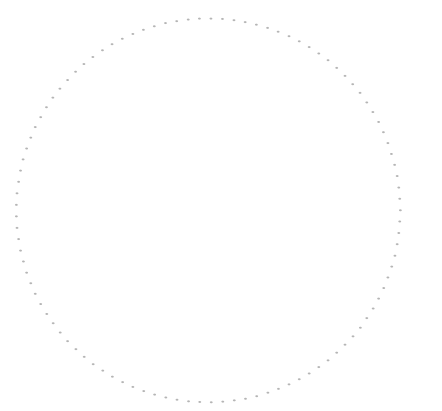


Brick Pier Detail

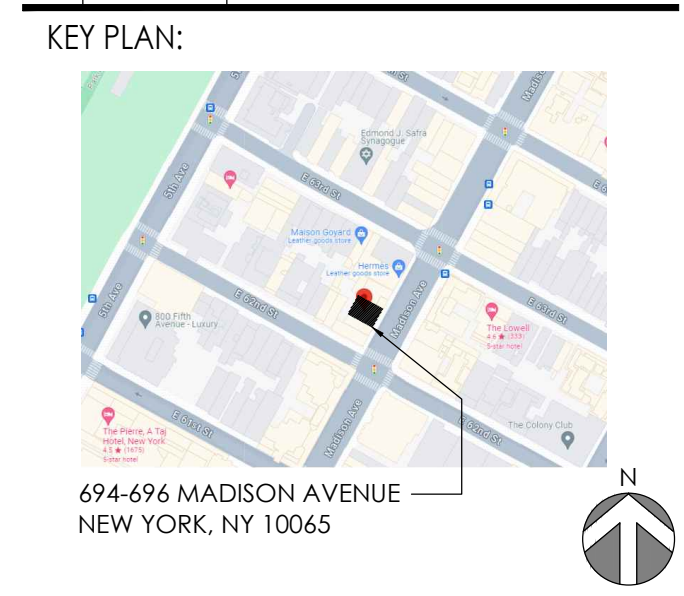
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SHEET TITLE:
**PROPOSED STOREFRONT
 RENDERINGS**

PROJECT NO. 23-4702
 SCALE: AS NOTED
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A-006.00



(E) BROWNSTONE
 FACADE TO BE
 CLEANED, RESTORED
 AND REPAINTED.

(E) WINDOWS TO BE
 REPLACED. FRAME
 DIMENSIONS TO
 MATCH EXISTING.

(E) SECOND FLOOR
 CORNICE TO
 REMAIN.

(N) 'LOEWE'
 SIGNS.

(N) STOREFRONT
 INFILL BETWEEN (E)
 BRICK PIERS.

(E) BRICK PIERS TO
 REMAIN. BRICKS TO
 BE CLEANED,
 RESTORED AND
 REPAINTED AS
 NEEDED.

(N) WHITE
 RETRACTABLE
 AWNINGS AT ALL
 UPPER WINDOWS.

(E) BROWNSTONE
 FACADE TO BE
 CLEANED, RESTORED
 AND REPAINTED.

(E) WINDOWS TO BE
 REPLACED. FRAME
 DIMENSIONS TO
 MATCH EXISTING.

REPLACE (E) AWNINGS
 AT SECOND FLOOR
 WINDOWS. INSTALL (N)
 WHITE RETRACTABLE
 AWNING.

(E) SECOND FLOOR
 CORNICE TO
 REMAIN.

(N) 'LOEWE'
 SIGNS.

(N) STOREFRONT
 INFILL BETWEEN (E)
 BRICK PIERS.

(E) BRICK PIERS TO
 REMAIN. BRICKS TO
 BE CLEANED,
 RESTORED AND
 REPAINTED AS
 NEEDED.



PROPOSED FRONT FACADE RENDERING WITHOUT RETRACTABLE AWNINGS

2

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PROPOSED RENDERED VIEW WITH RETRACTABLE AWNINGS

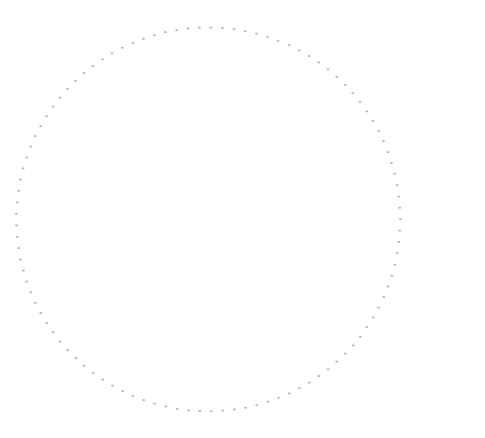
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12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE
 NEW YORK, NY 10065

LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**PROPOSED STOREFRONT
 RENDERING**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW

SHEET NO.
A-007.00



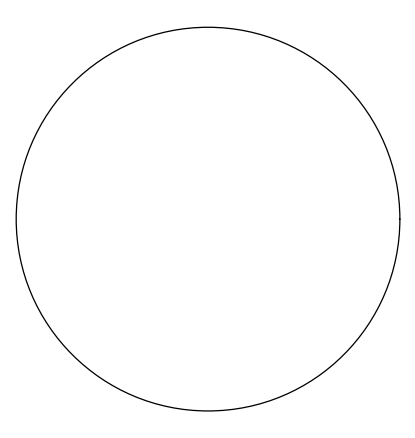
PROPOSED RENDERED VIEW WITHOUT RETRACTABLE AWNINGS

1
 NTS

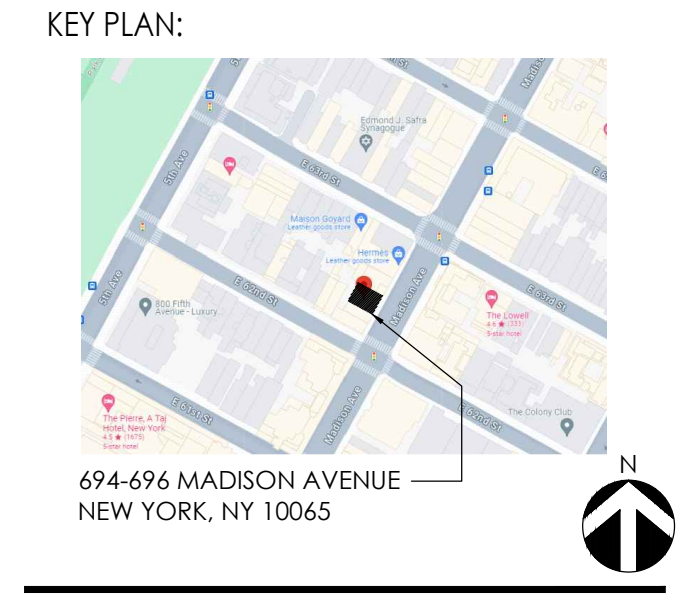
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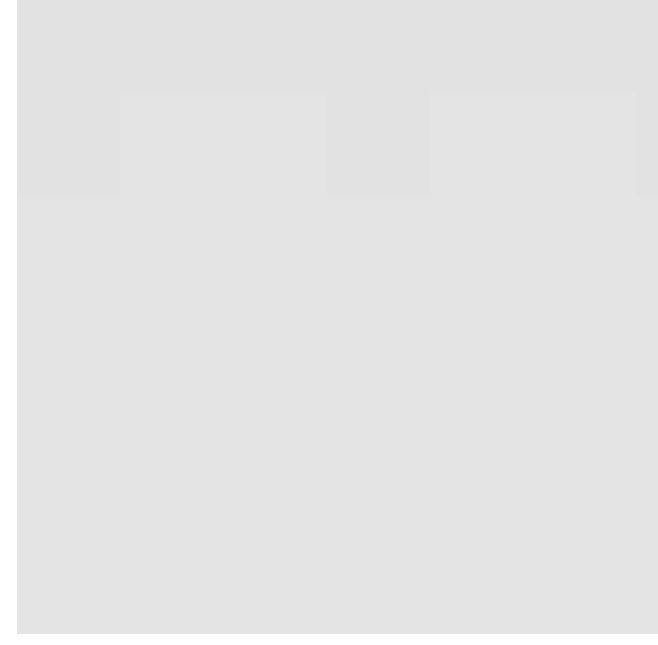
SHEET TITLE:
**PROPOSED STORE
 FRONT MATERIALS**

PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
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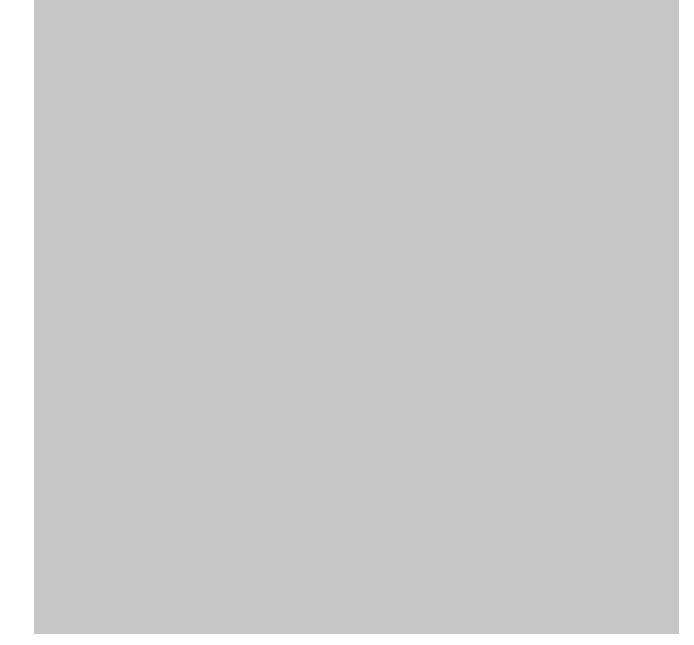
NEW WHITE SUNBRELLA FABRIC
 RETRACTABLE AWNING WITH BLACK
 'LOEWE' BRANDINSIGNIA, WITH BLACK
 ALUMINUM SUPPORT.



NEW VERTICAL WOOD MULLIONS AND
 WOOD CLADDING, ROSSATO EUROPEAN
 WALNUT "AMERICAN WALNUT" FINISH
 COLOR.



(E) BRICK PIER TO REMAIN. DAMAGED
 BRICK FROM REMOVAL OF PANELING TO BE
 CLEANED, RESTORED AND REPAINTED AS
 REQUIRED, GRAY RAL 7044 COLOR.



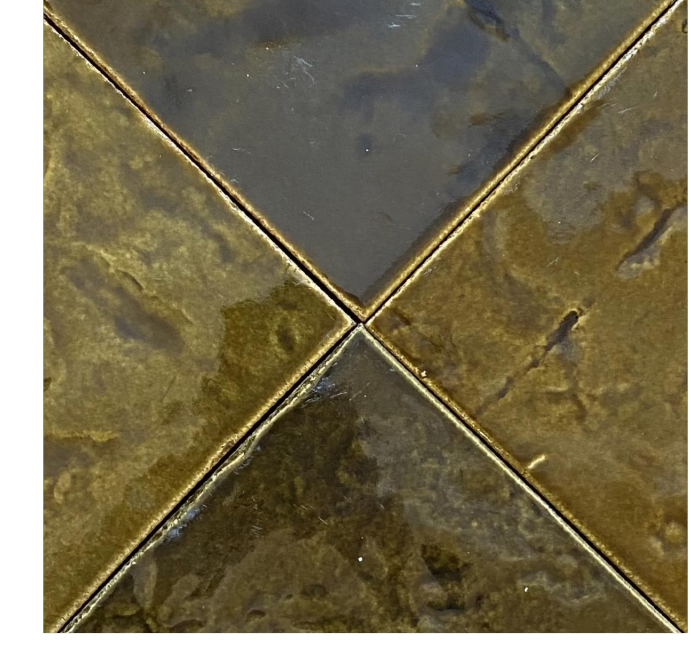
NEW BRASS STOREFRONT FRAME AND
 DOOR BASE.



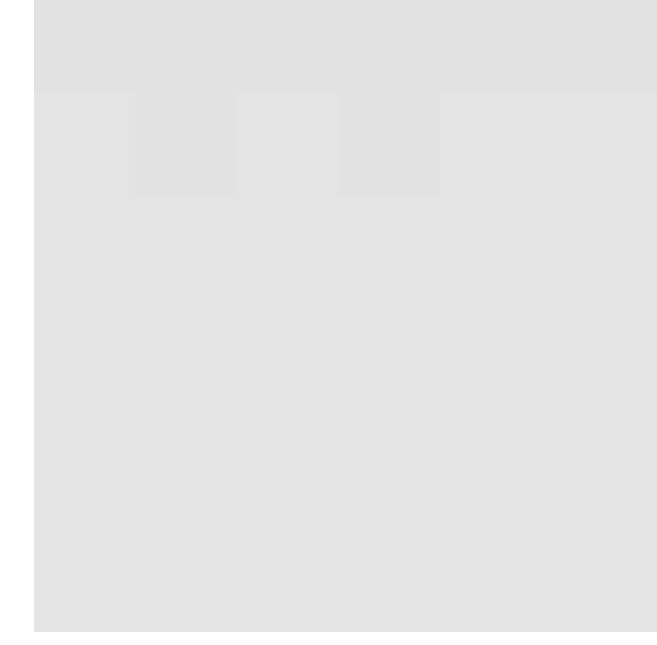
NEW GRAY PORTLAND STONE, JORDANS
 BASEBED, STONE SIGN SPANDREL.



NEW CERAMIC TILING ON EGRESS
 DOOR AND RECESSED PORTAL ABOVE.



NEW LED COVE LIGHT



MATERIAL LEGEND

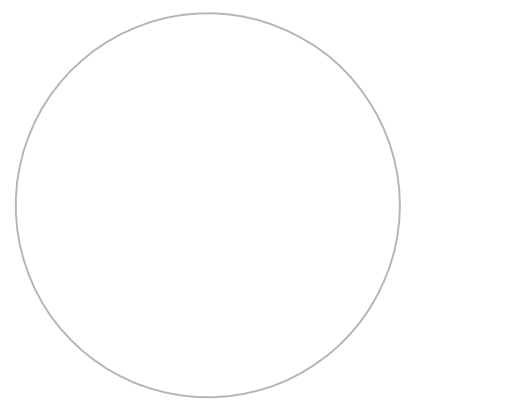
1

1/4"=1'-0"

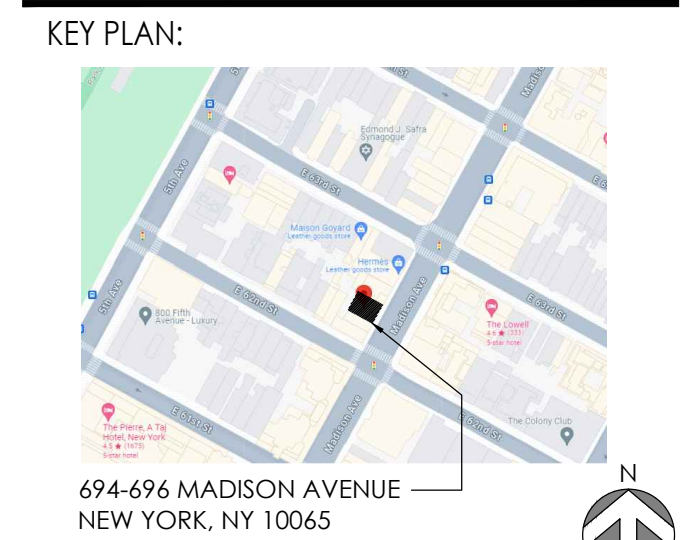
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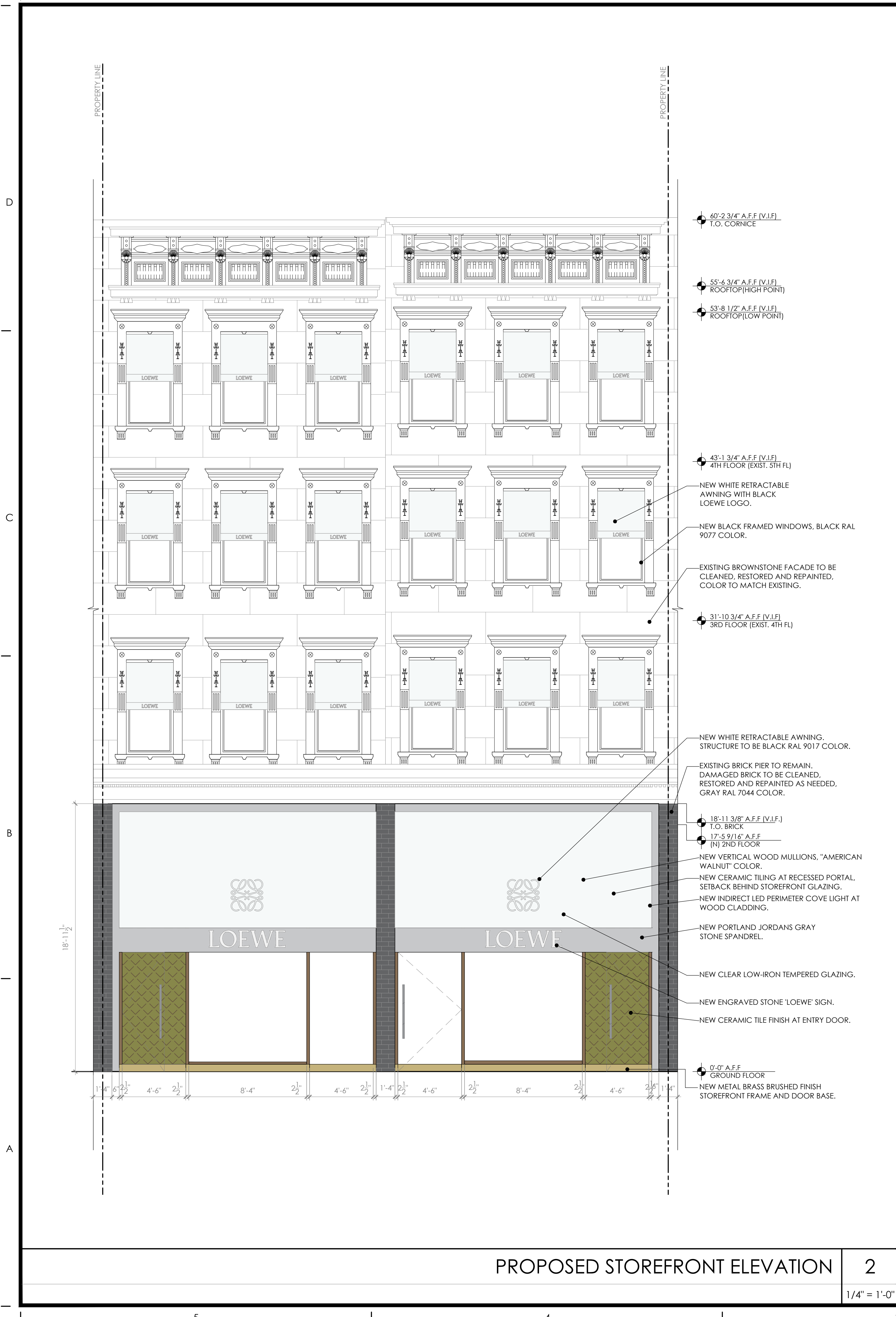
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694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:
EXISTING & PROPOSED STOREFRONT ELEVATIONS.

PROJECT NO. 23-4702
SCALE: AS NOTED
DATE: 01/08/25
DRAWN BY: AM
REVIEWED BY: JW
SHEET NO.

A-009.00



PROPOSED STOREFRONT ELEVATION

2

1/4" = 1'-0"

EXISTING STOREFRONT ELEVATION

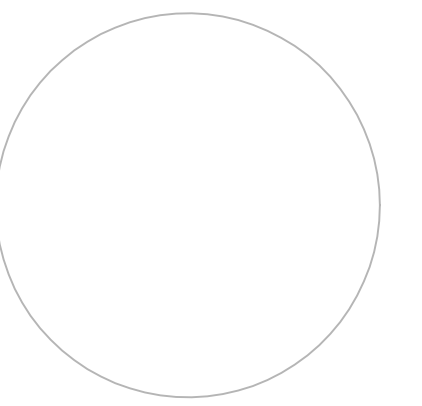
1

1/4" = 1'-0"

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12.23.24	LPC FILING

KEY PLAN:

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NEW YORK, NY 10065

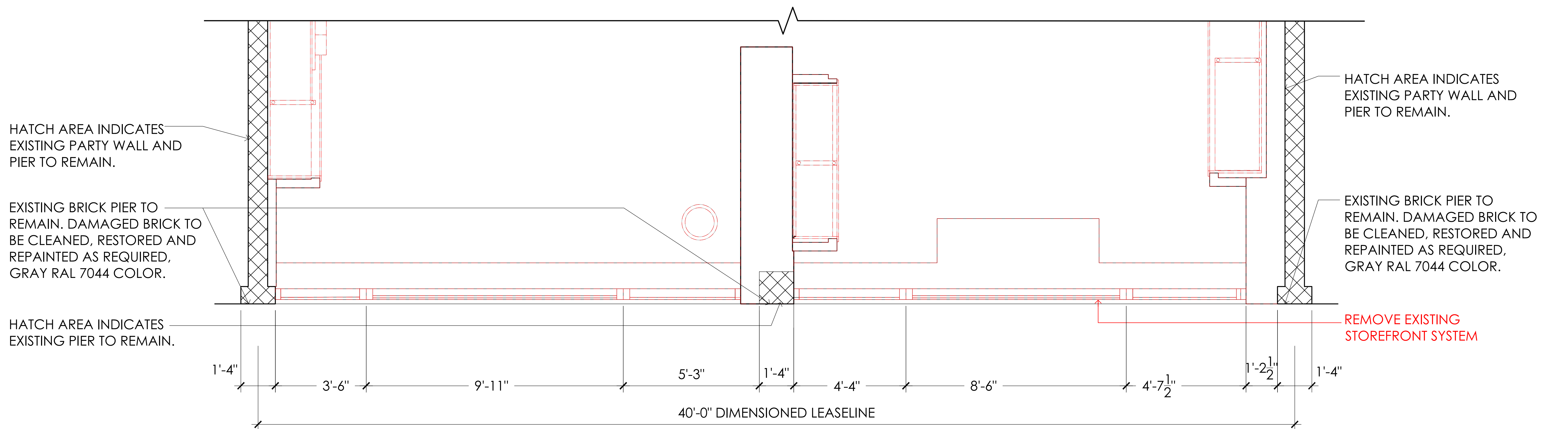
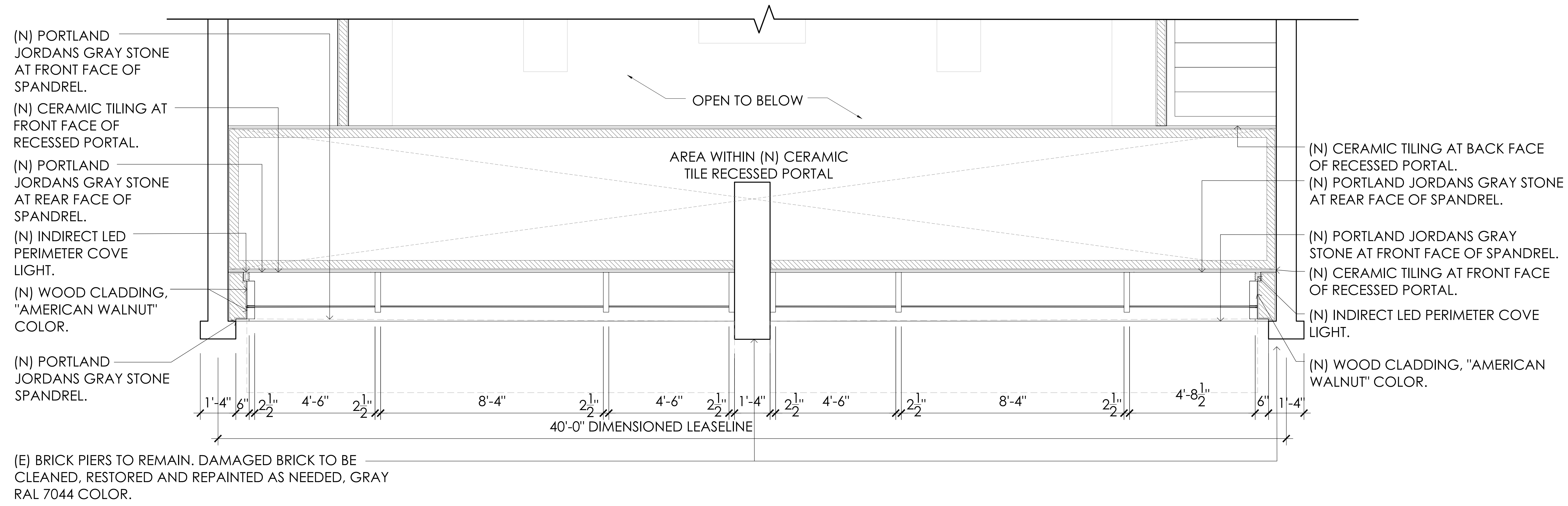
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NEW YORK, NY 10065

SHEET TITLE:
EXISTING & PROPOSED 2ND FLR FACADE PLANS

PROJECT NO.	23-4702
SCALE:	AS NOTED
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SHEET NO.	

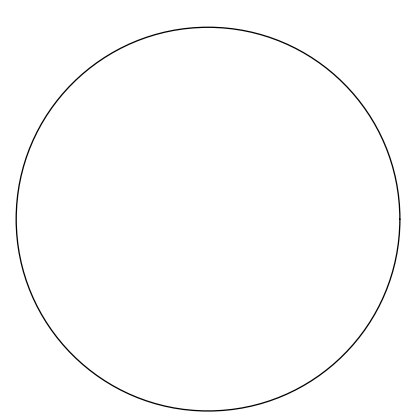
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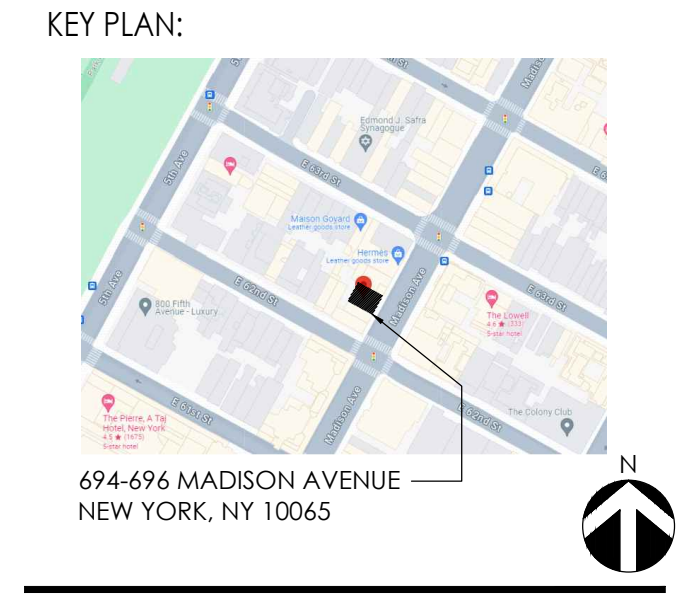
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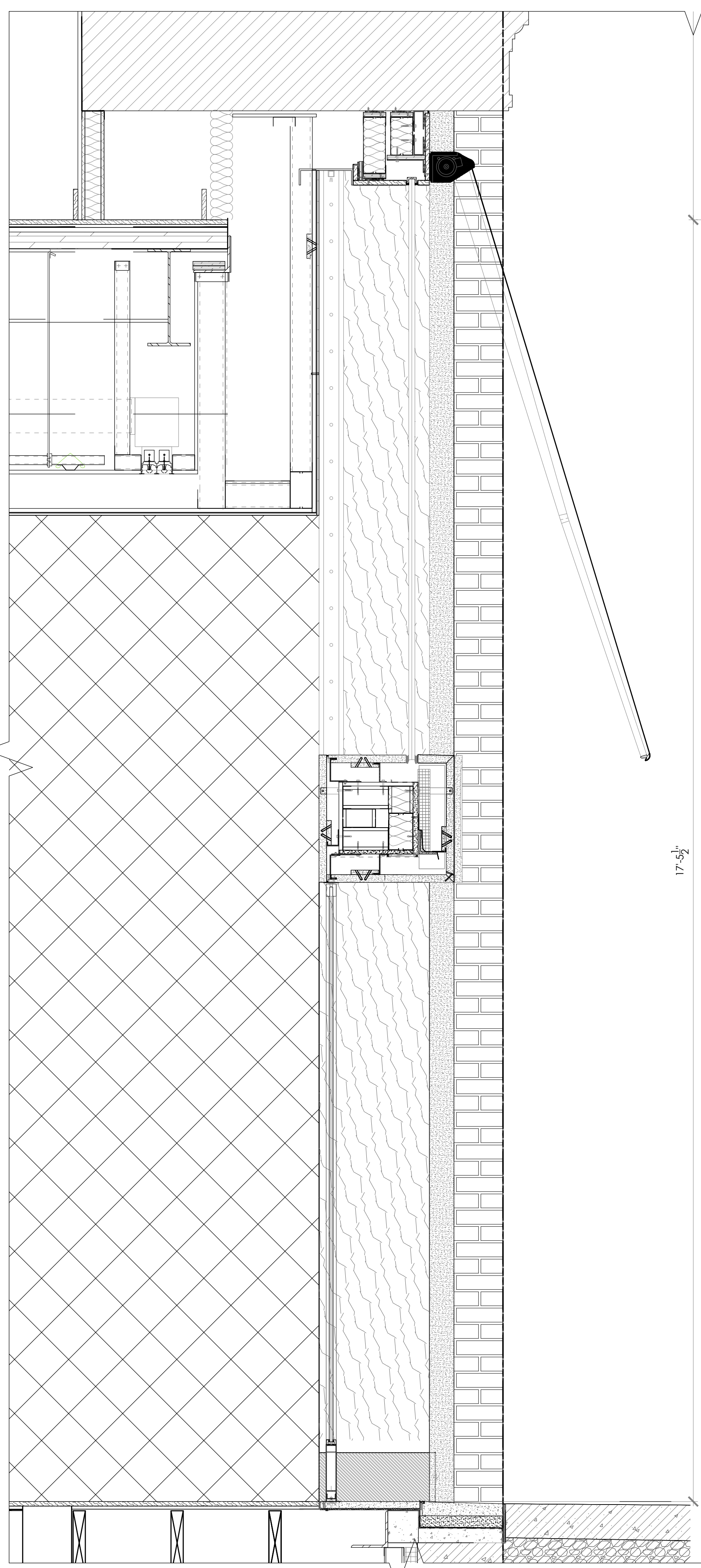
694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:

**PROPOSED
 STOREFRONT SECTIONS**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-012.00

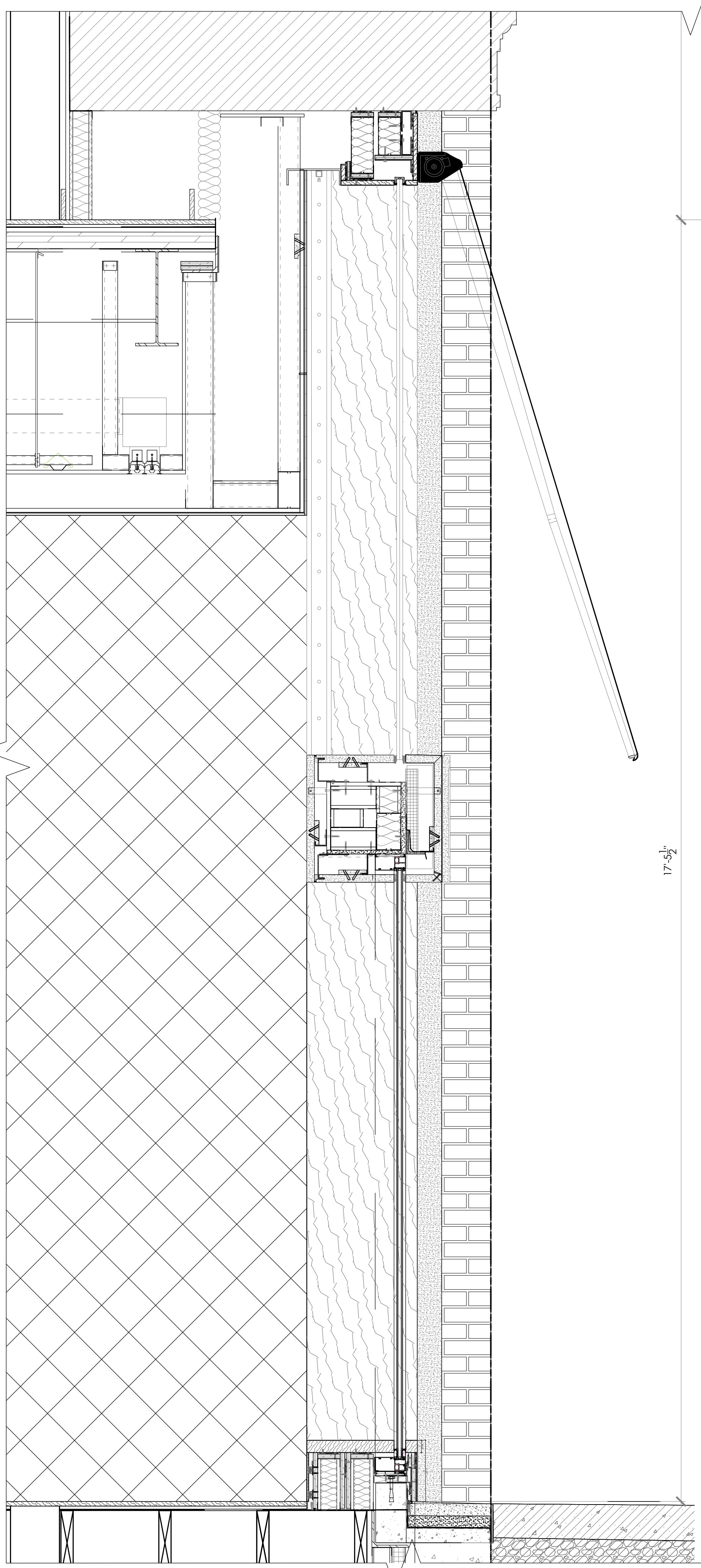


17'-5 9/16" A.F.F.
 (N) 2ND FLOOR

0'-0" A.F.F.
 FINISHED FLOOR

SECTION @ PROPOSED STOREFRONT DOOR 2

1/2"=1'-0"



17'-5 9/16" A.F.F.
 (N) 2ND FLOOR

0'-0" A.F.F.
 FINISHED FLOOR

SECTION @ PROPOSED STOREFRONT WINDOW 1

1/2"=1'-0"

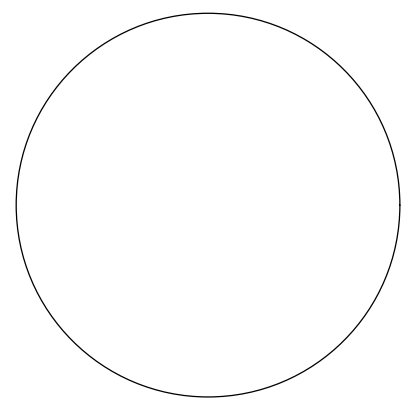
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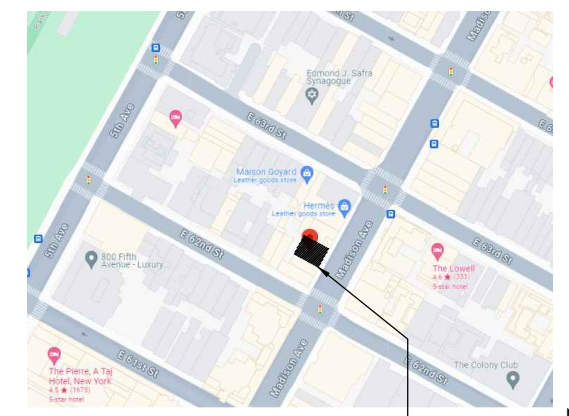
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 NEW YORK, NY 10065

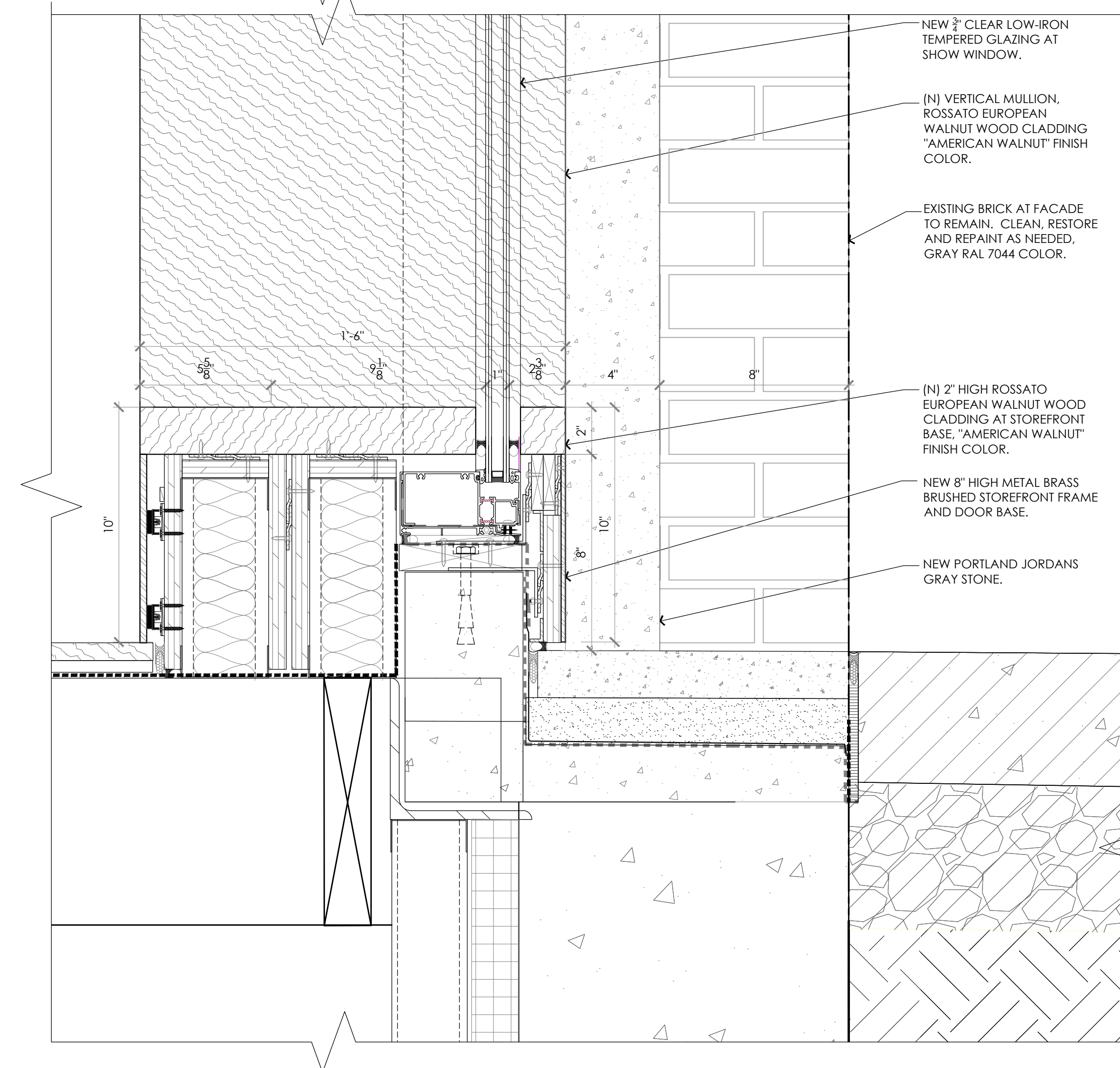
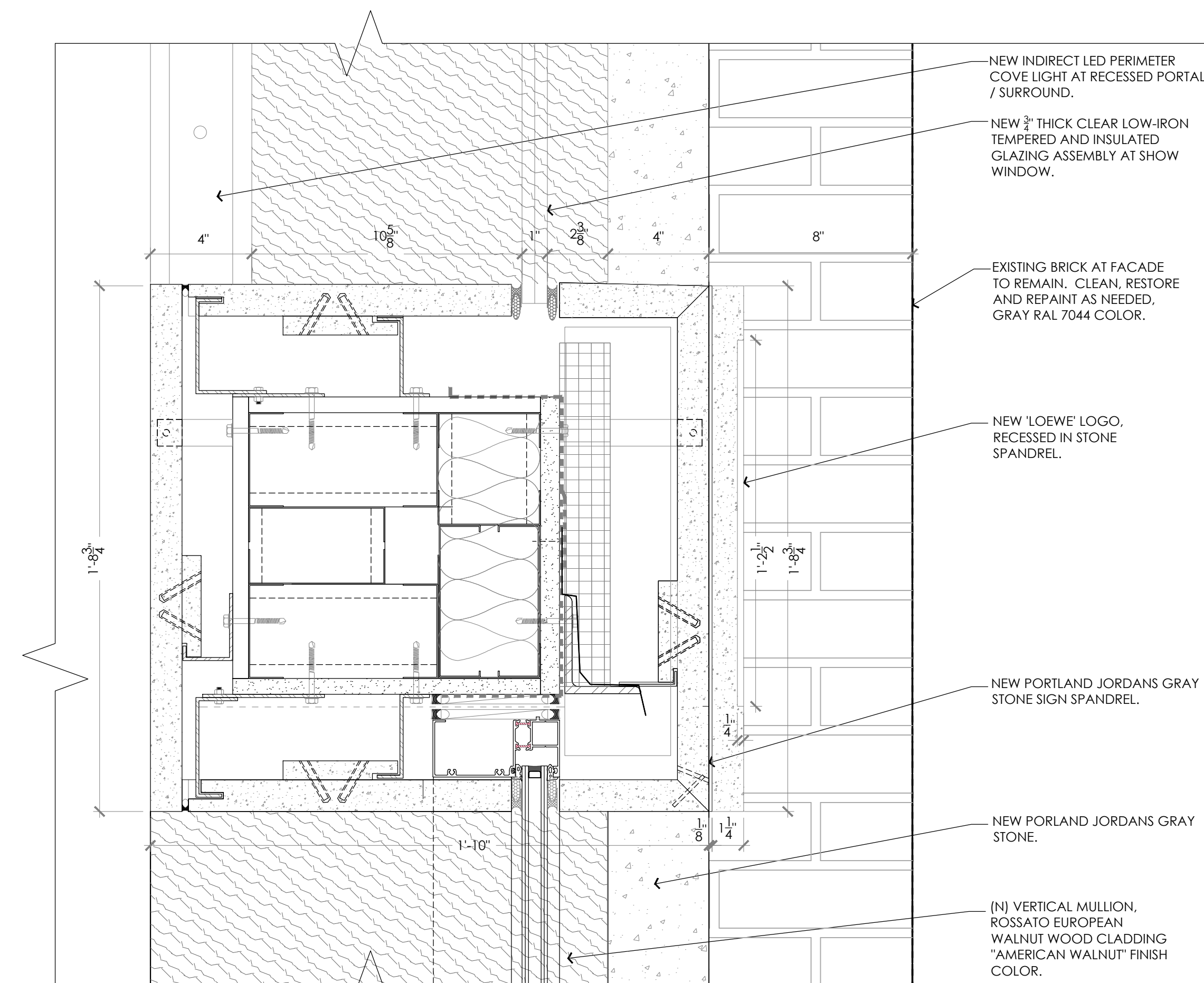
LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
PROPOSED STOREFRONT SECTIONAL DETAILS

PROJECT NO.	23-4702
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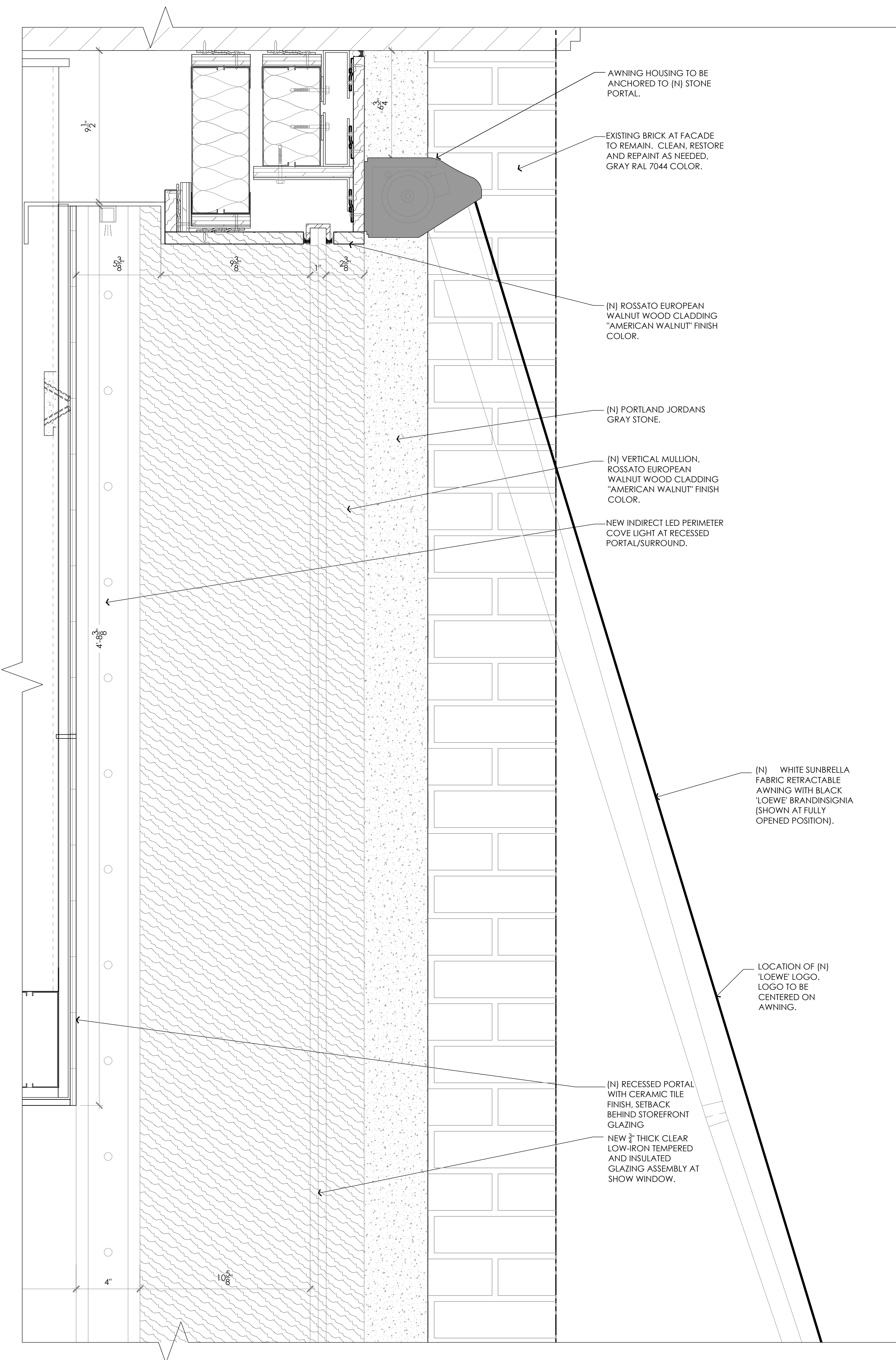
A-013.00



SECTION @ PROPOSED STOREFRONT WINDOW AND BASE

1

3"=1'-0"



SECTION @ PROPOSED STOREFRONT HEADER

2

3"=1'-0"

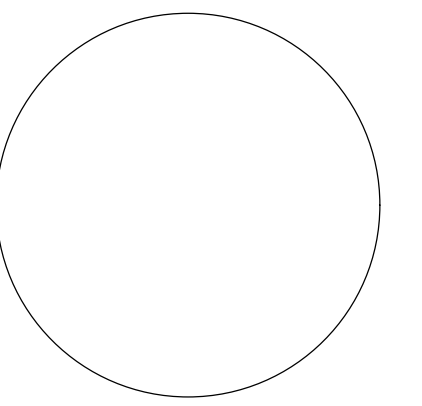
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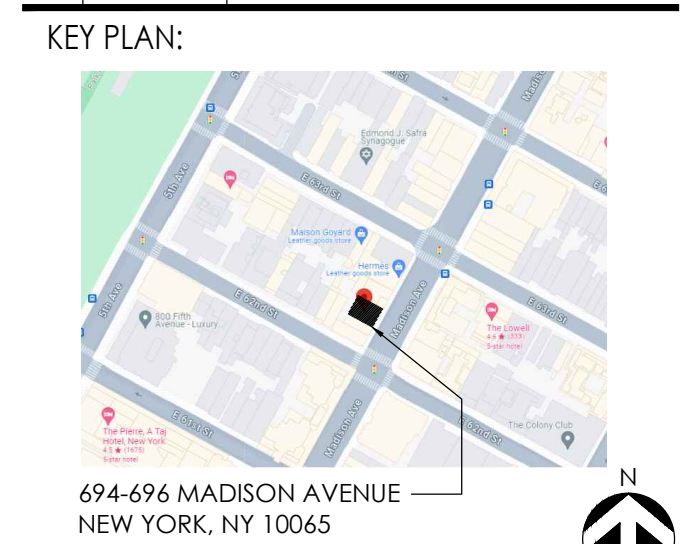
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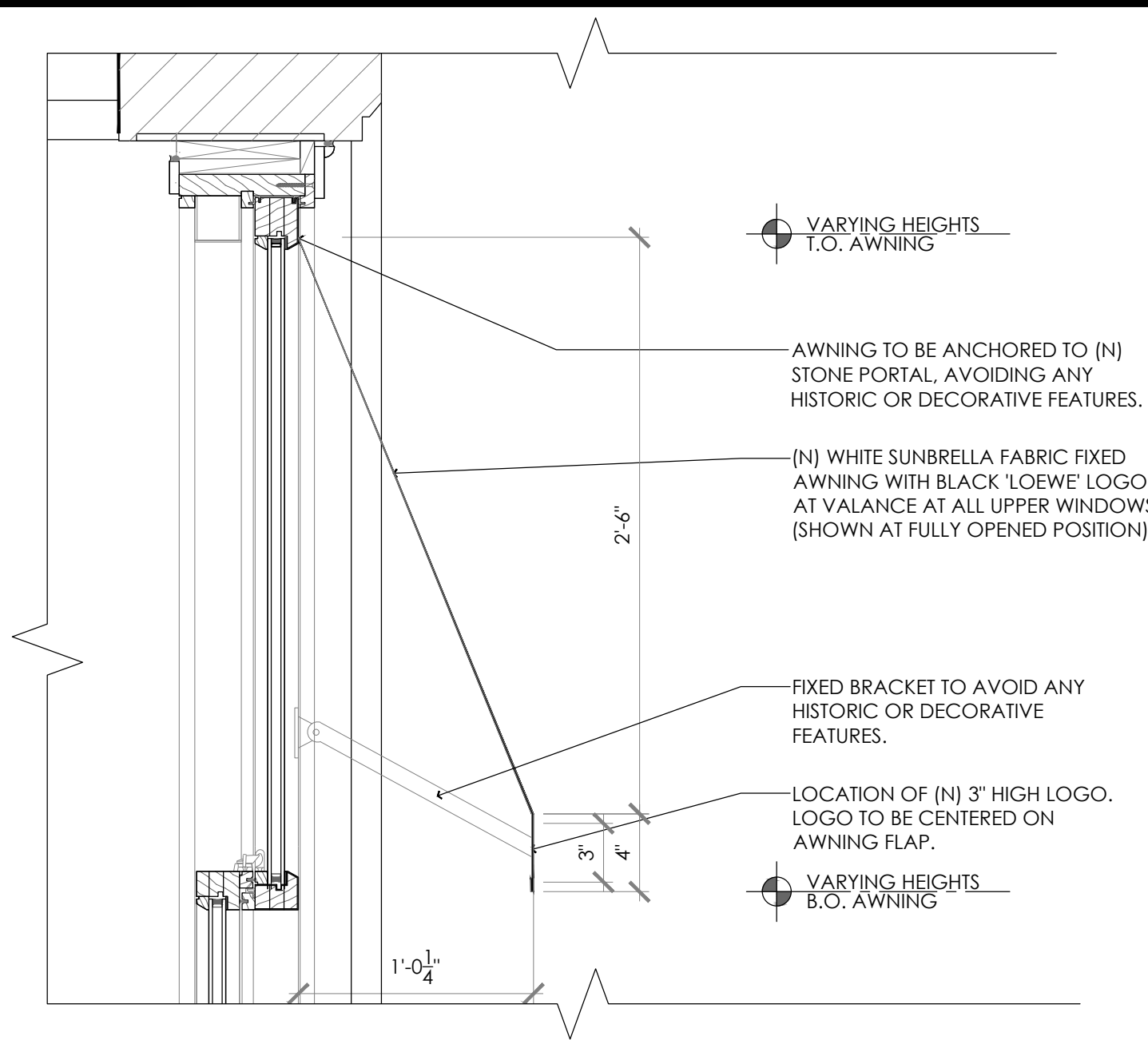
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SHEET TITLE:
**SIGNAGE & AWNING
 DETAILS**

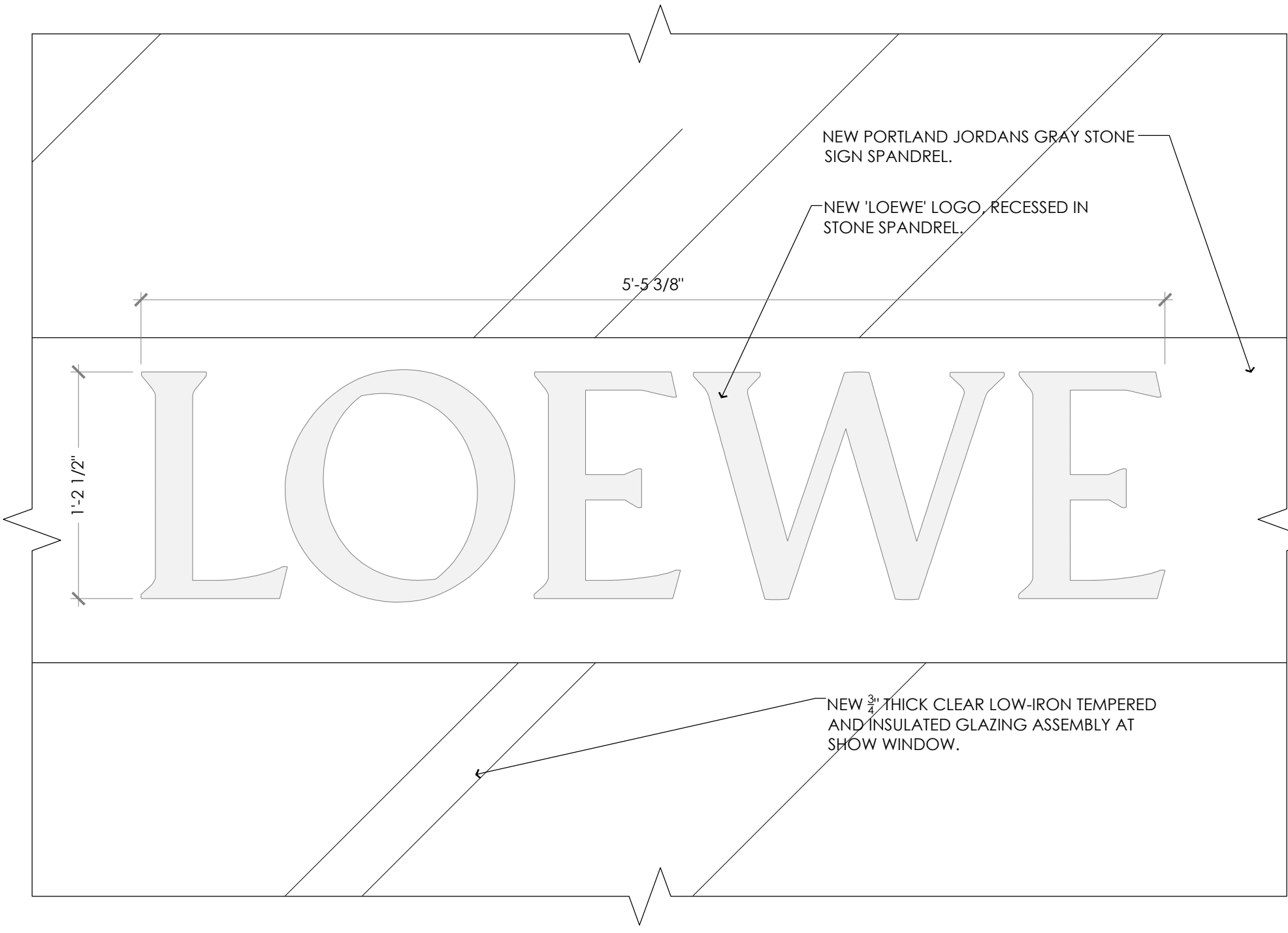
PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
 DRAWN BY: AM
 REVIEWED BY: JW
 SHEET NO.

A-014.00



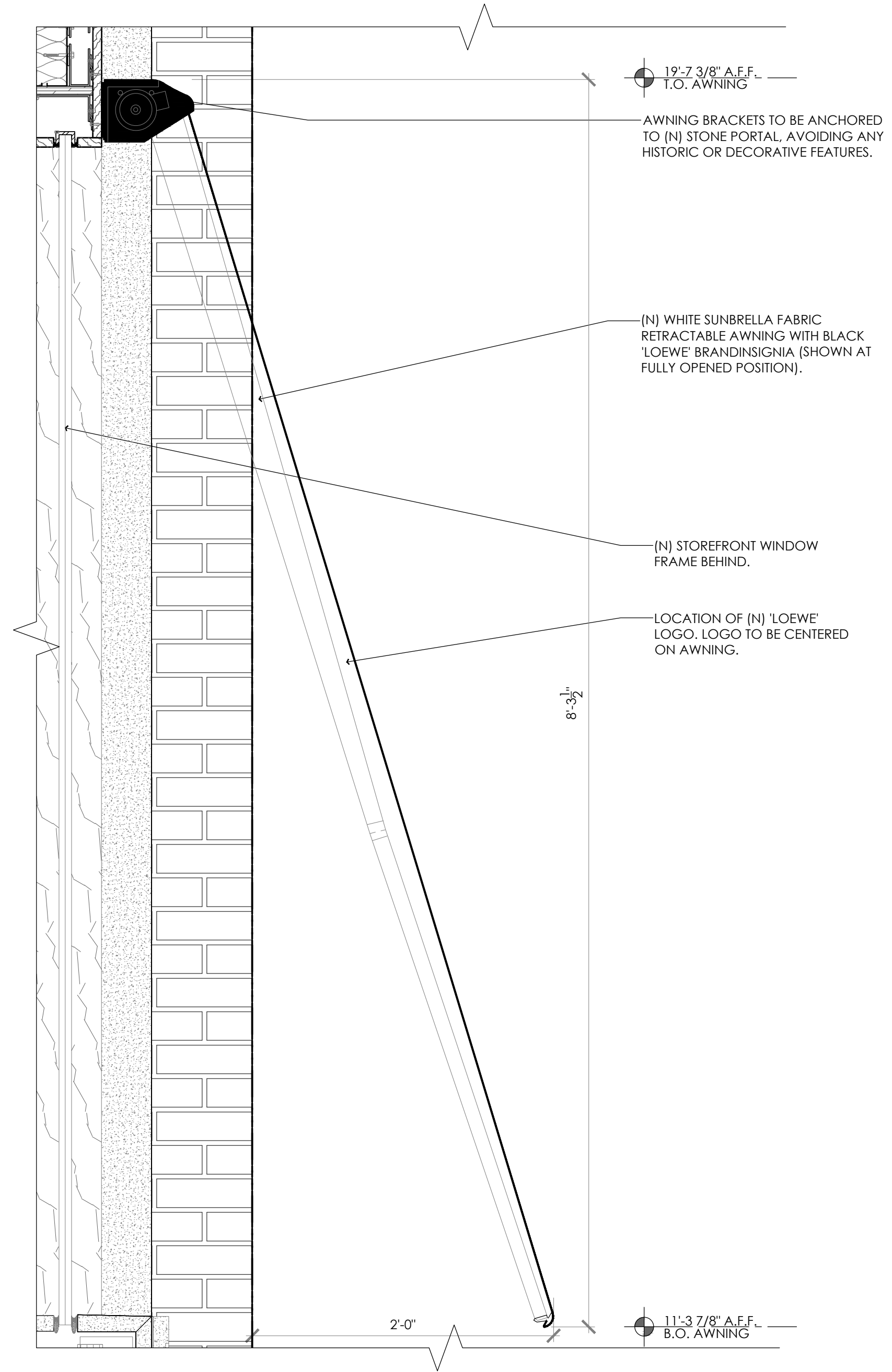
UPPER WINDOW AWNING DETAIL 4

1 1/2"=1'-0"



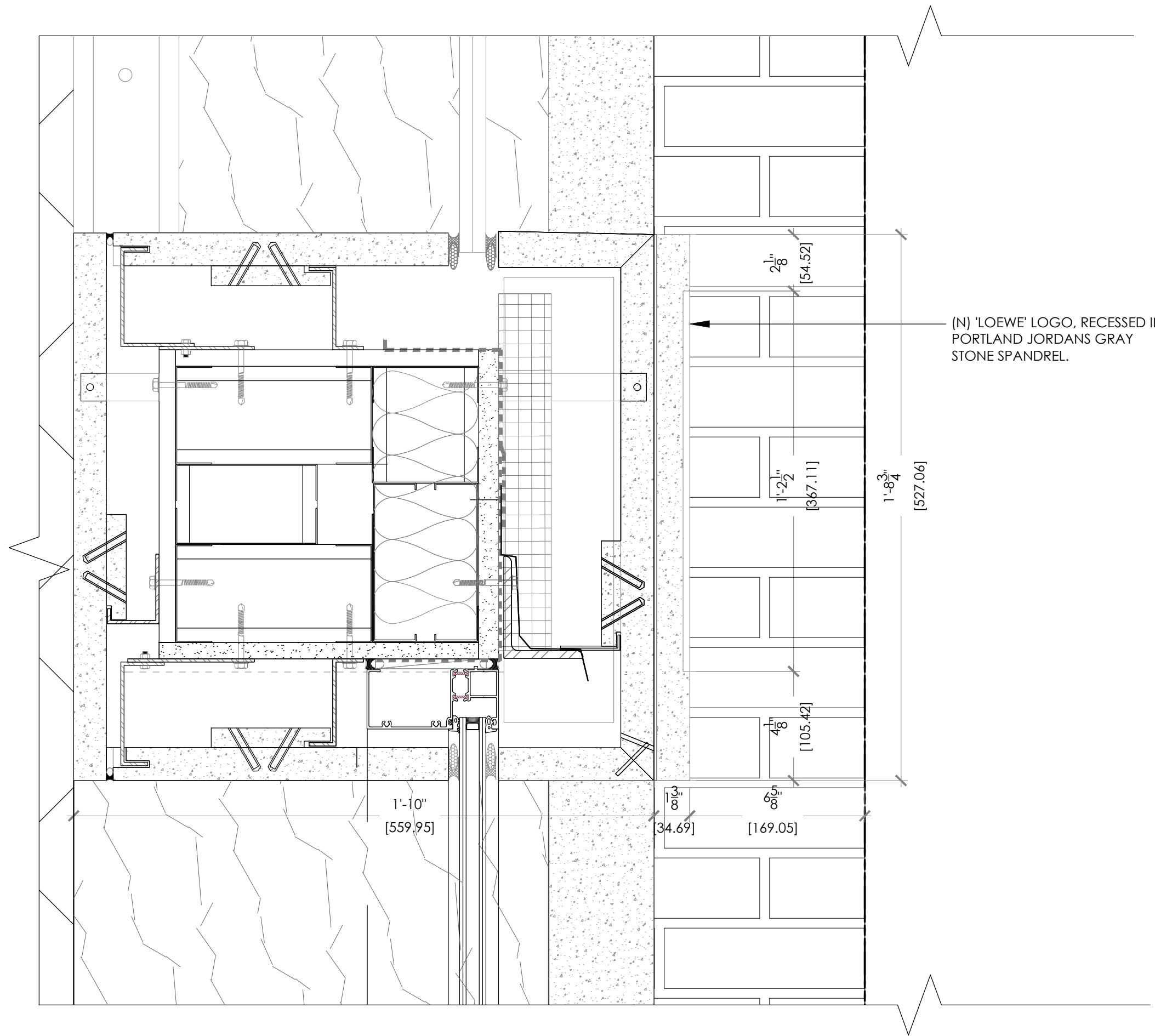
SIGNAGE ELEVATION 2

1 1/2"=1'-0"



STOREFRONT AWNING DETAIL 3

1 1/2"=1'-0"



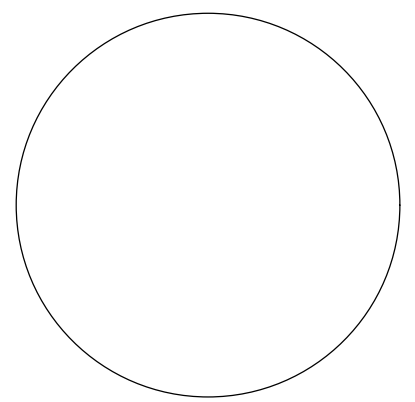
SIGNAGE SECTION 1

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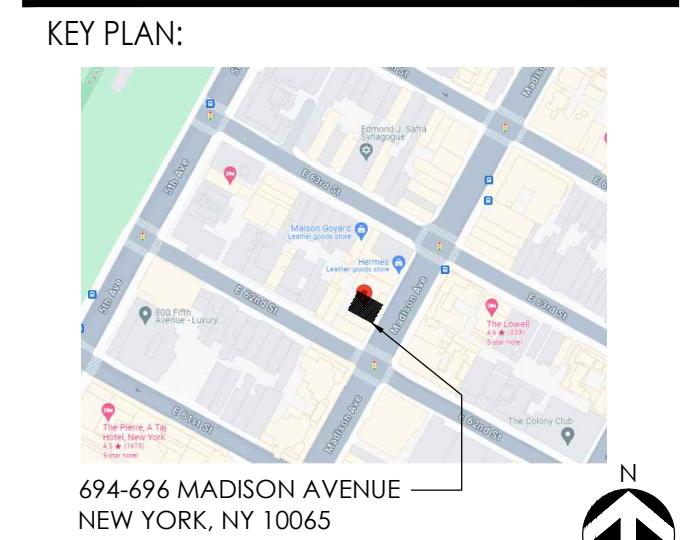
MEP CONSULTANT: _____

ARCHITECT: KENNETH PARK, AIA
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ARCHITECTURAL REG. #: 023322
 REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
01.08.25	LPC FILING
12.23.24	LPC FILING



LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:

**ENLARGED STORE
 FRONT PLAN DETAILS**

PROJECT NO. 23-4702

SCALE: AS NOTED

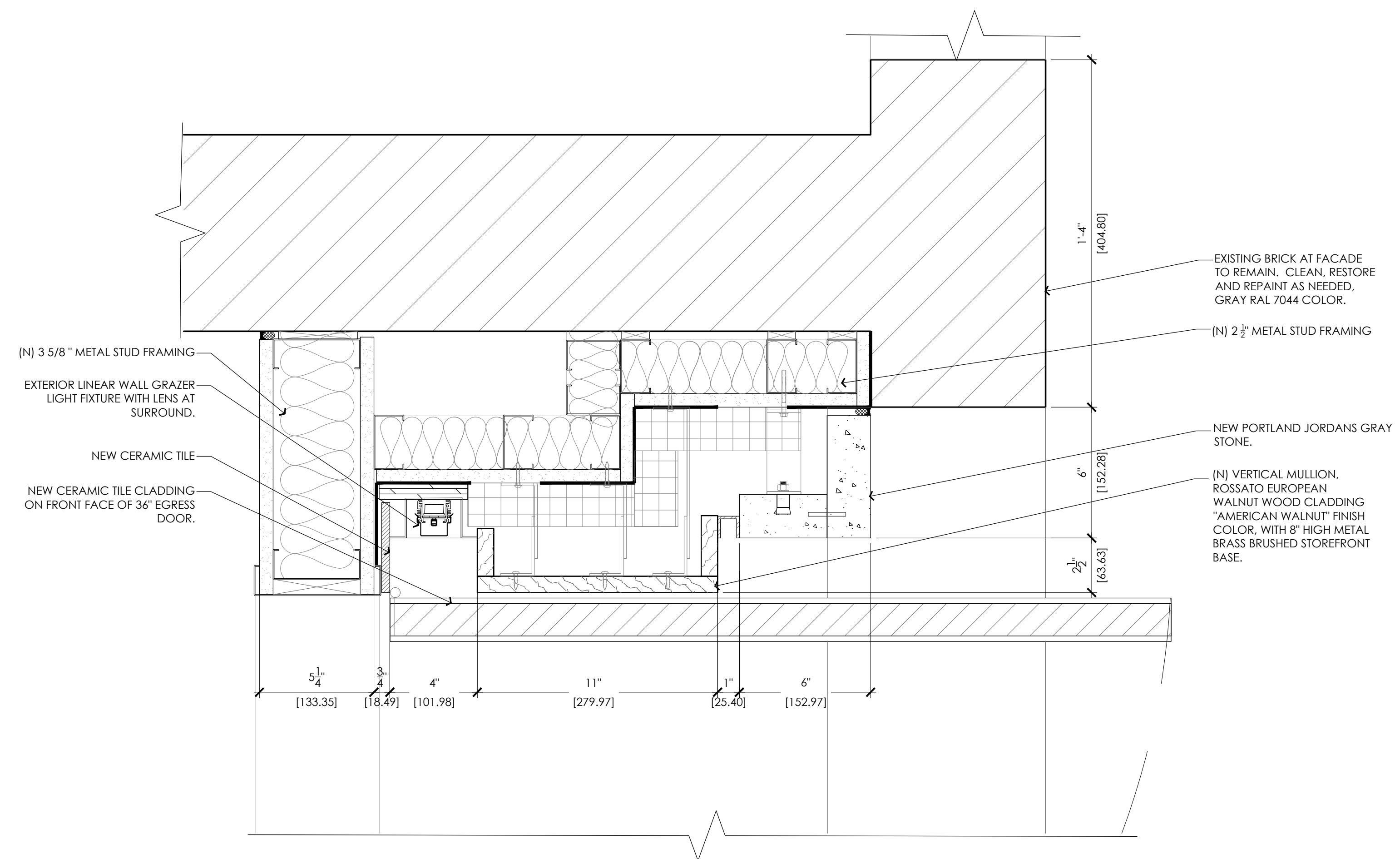
DATE: 01/08/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

A-015.00



NOT USED

2

NA

COVE LIGHT DETAIL

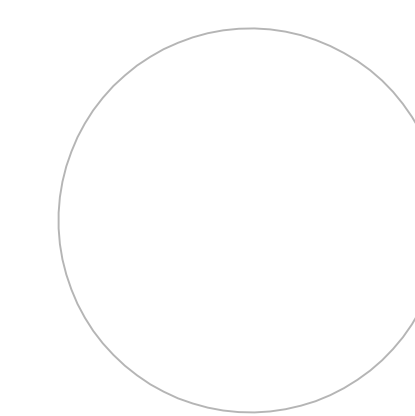
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3"=1'-0"

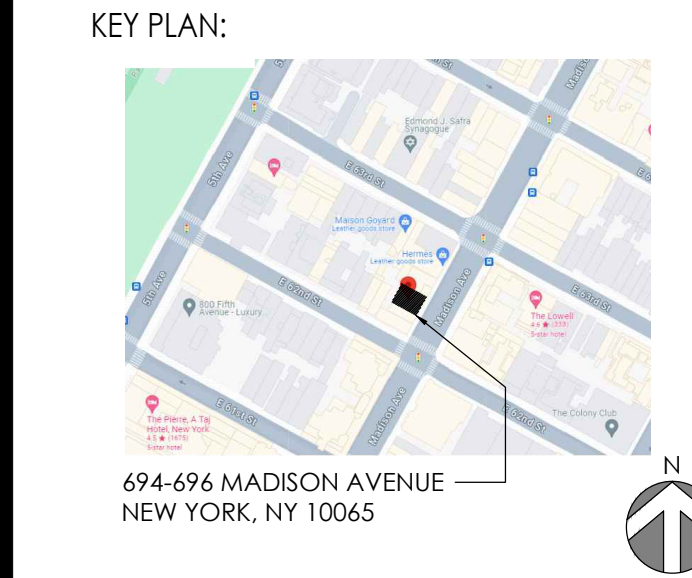
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01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS



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694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:
**EXISTING STOREFRONT
PHOTO**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-017.00



Madison Avenue

ARCHITECTURE VIEW
ADA LOUISE HUXTABLE

A Plan to Preserve the Upper East Side

Fears are expressed that landmark controls will cause expensive interference with essential commercial activity, particularly in storefront remodeling. To meet this critical concern, the legislation has been designed to speed or eliminate reviews wherever possible. Two-thirds of Madison Avenue's 307 shopfronts in the district area can be remodeled "as of right," or without approvals. Those with some protected features will require minimal review; only three buildings are listed for detailed review. Procedures have been revised for speed and efficiency.

New York Times, August 2, 1981

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.

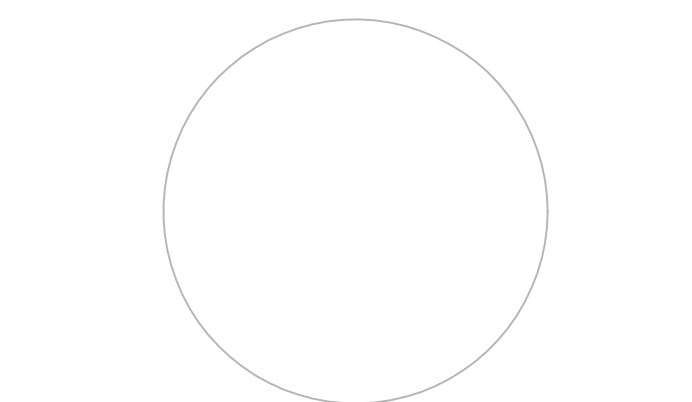
Among the many architectural changes that began to occur in the early twentieth century was the conversion of single-family rowhouses on Madison Avenue to accommodate shops or offices. This typically occurred by removing the rowhouse stoop and constructing a two-story (sometimes one- or three-story) addition. This type of "converted" rowhouse is found throughout Madison Avenue, with higher concentrations of these buildings 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.



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REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
01.08.25	LPC FILING
12.23.24	LPC FILING



LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:
MADISON AVENUE
MASTERPLAN
HISTORY

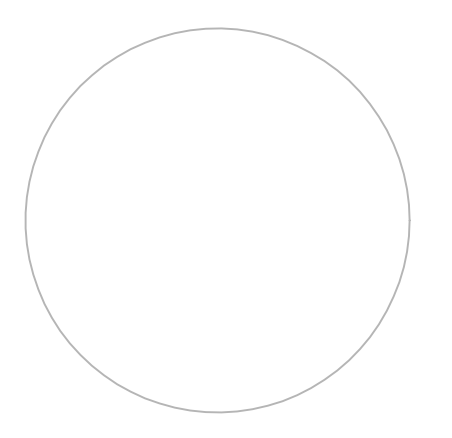
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SCALE: AS NOTED
DATE: 01/08/25
DRAWN BY:
REVIEWED BY:
SHEET NO.

A-018.00

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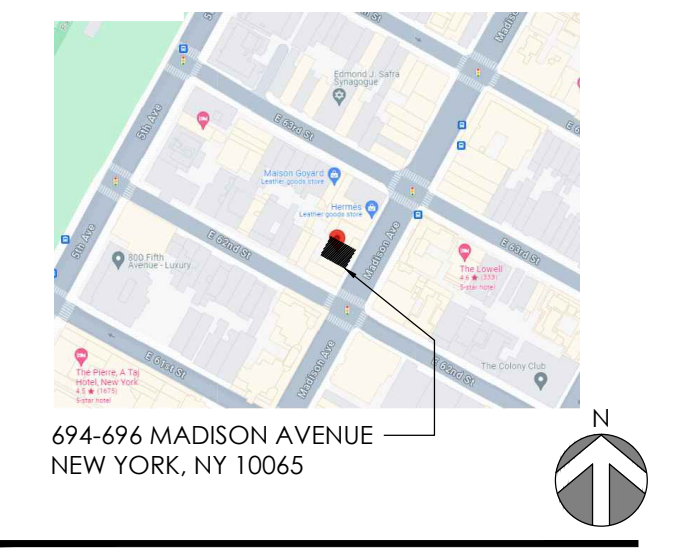
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ARCHITECTURAL REG. #: 023322
REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:
**STOREFRONT
TRANSPARENCY**

PROJECT NO. 23-4702
SCALE: AS NOTED
DATE: 01/08/25
DRAWN BY: _____
REVIEWED BY: _____
SHEET NO.

A-019.00



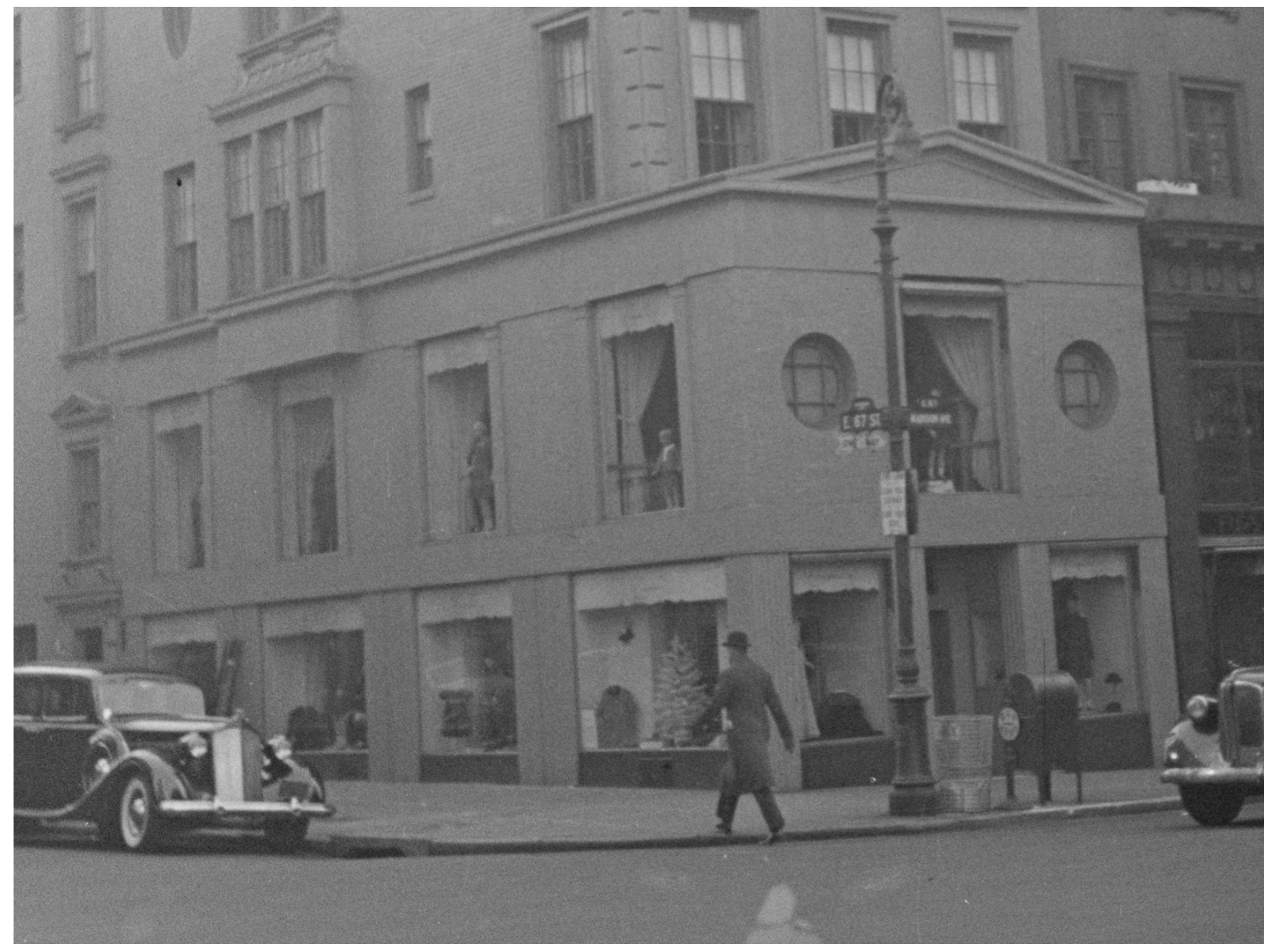
691-95 Madison Avenue



710 Madison Avenue



945-47 Madison Avenue



791 Madison Avenue

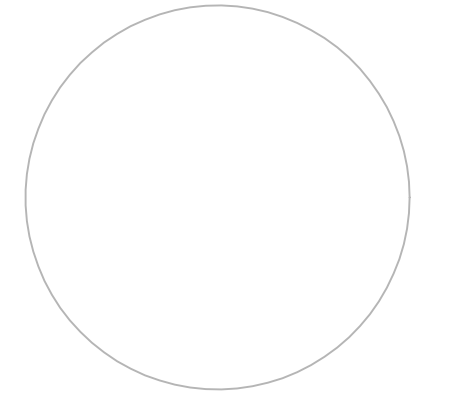


799-801 Madison Avenue

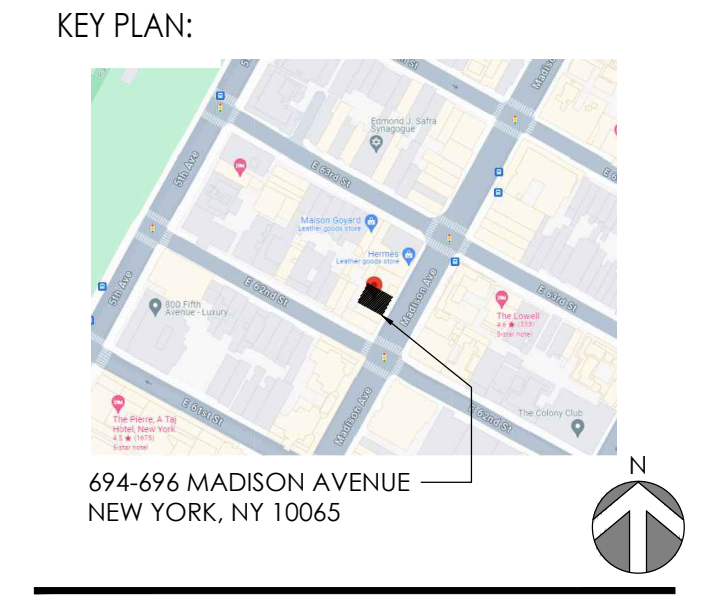
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ARCHITECT: KENNETH PARK, AIA
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ARCHITECTURAL REG. #: 023322
REGISTRATION EXPIRES: 12/31/2024



01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS



LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE: **COMBINED
STOREFRONTS ALONG
MADISON AVENUE**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-020.00



677 Madison Avenue



933 Madison Avenue



677 Madison Avenue Interior

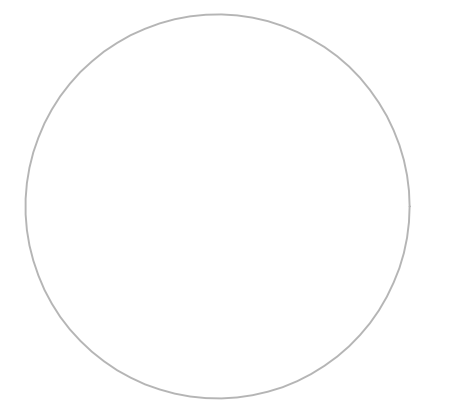


933 Madison Avenue Interior

MEP CONSULTANT:

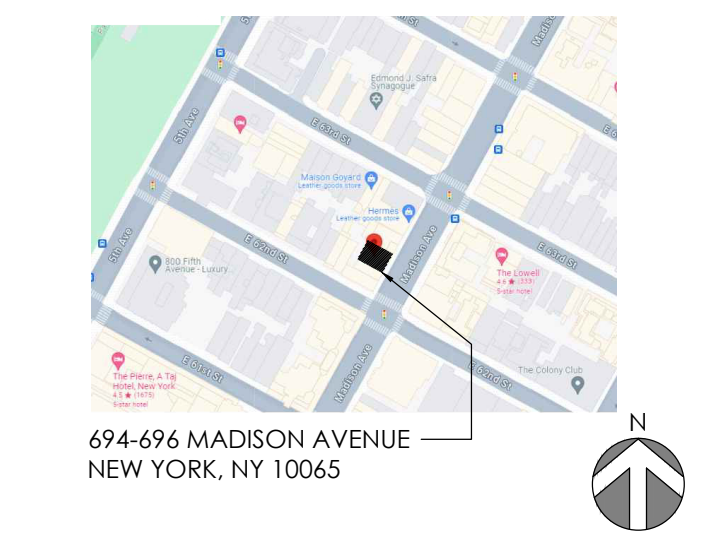
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ARCHITECTURAL REG. #: 023322
REGISTRATION EXPIRES: 12/31/2024



DATE	REVISIONS
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:
LPC APPROVED
DOUBLE-HEIGHT
STOREFRONTS

PROJECT NO. 23-4702
SCALE: AS NOTED
DATE: 01/08/25
DRAWN BY: AM
REVIEWED BY: JW
SHEET NO.

A-021.00



690 Madison Ave.
(LPC approved 2009)



713 Madison Ave.
(LPC approved 2009)



787 Madison Ave.
(LPC approved 2012)



791 Madison Ave.
(LPC approved 2014)

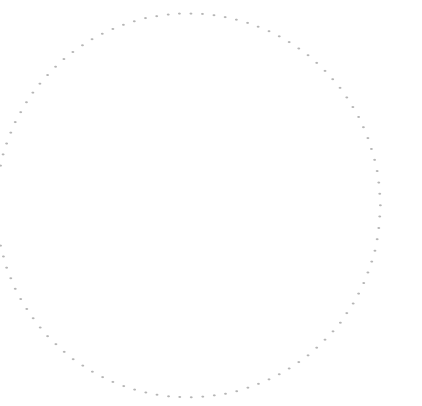


741 Madison Ave.

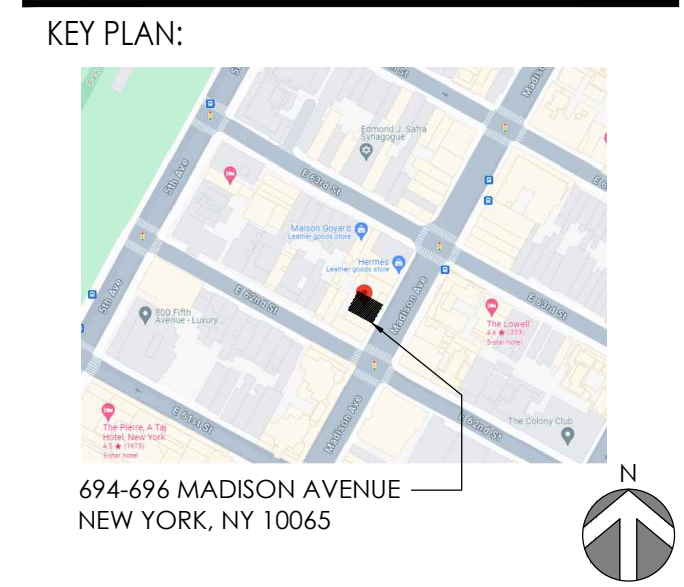
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△	DATE	REVISIONS
	01.08.25	LPC FILING
	12.23.24	LPC FILING



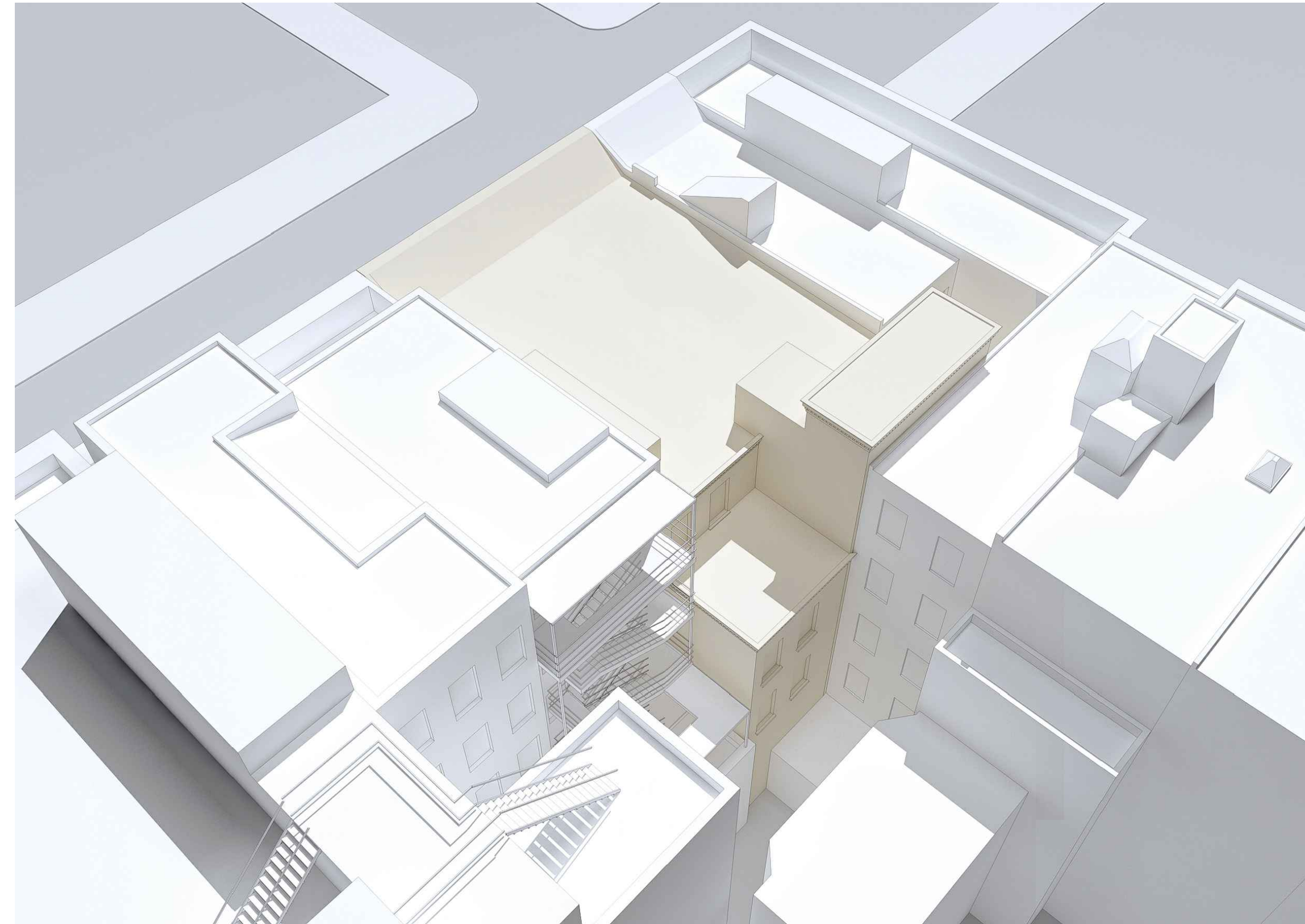
LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**EXISTING AND
 PROPOSED REAR BLOCK**

PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
 DRAWN BY: AM
 REVIEWED BY: JW
 SHEET NO.

A-022.00



PROPOSED REAR BLOCK MODEL - FACING SOUTH

2

NTS



EXISTING REAR BLOCK MODEL - FACING SOUTH

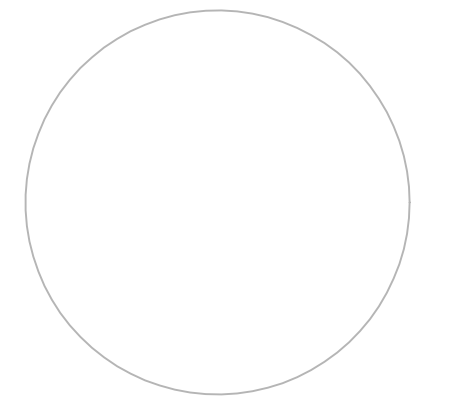
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NTS

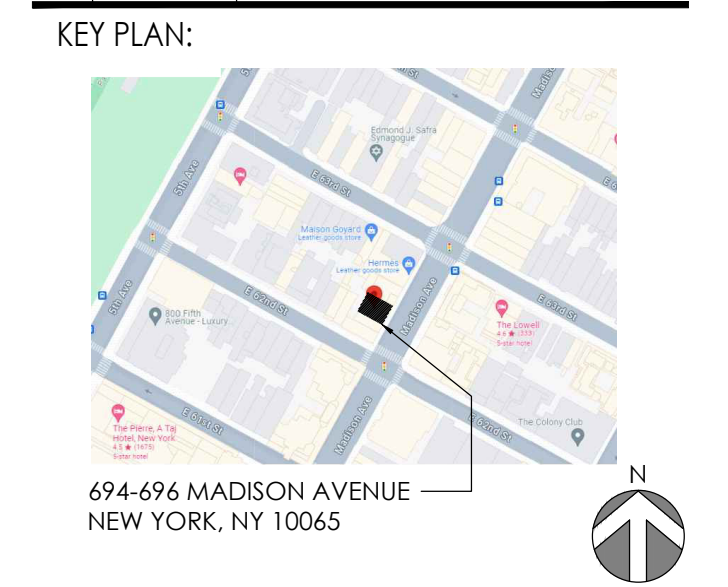
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ARCHITECTURAL REG. #: 023322
REGISTRATION EXPIRES: 12/31/2024



01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS



LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:
**EXISTING REAR YARD
PHOTOS**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-023.00



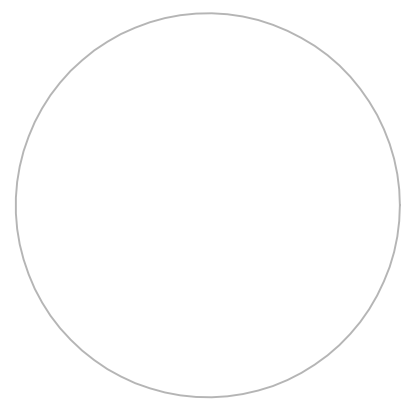
View of the rear yard (694 Madison Avenue)



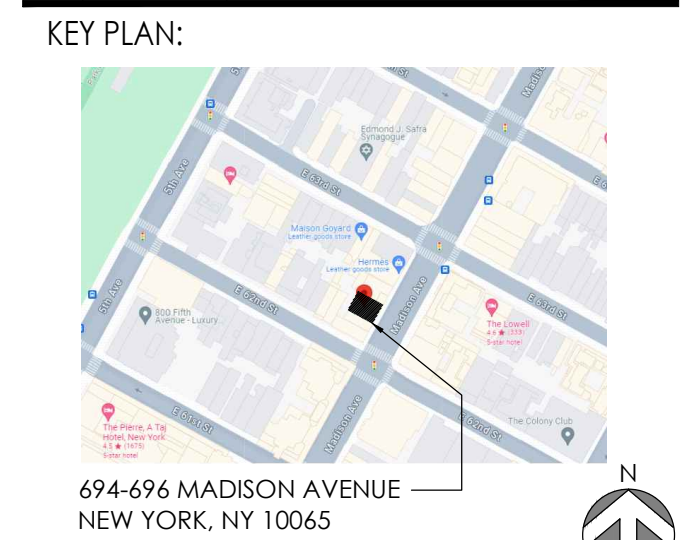
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ARCHITECTURAL REG. #: 023322
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DATE	REVISIONS
01.08.25	LPC FILING
12.23.24	LPC FILING



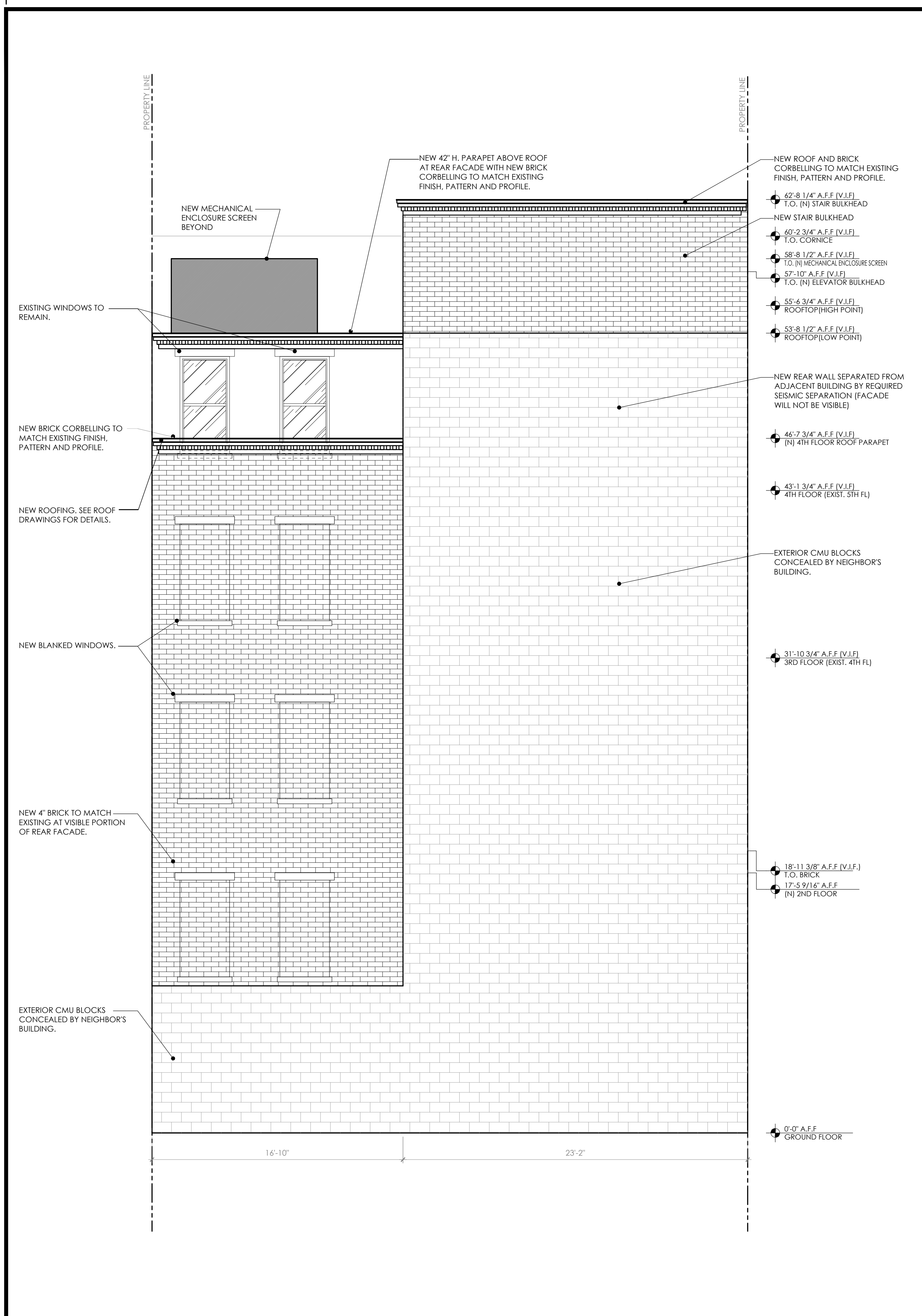
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694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**EXISTING & PROPOSED
 REAR FACADE ELVs.**

PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
 DRAWN BY: AM
 REVIEWED BY: JW
 SHEET NO.

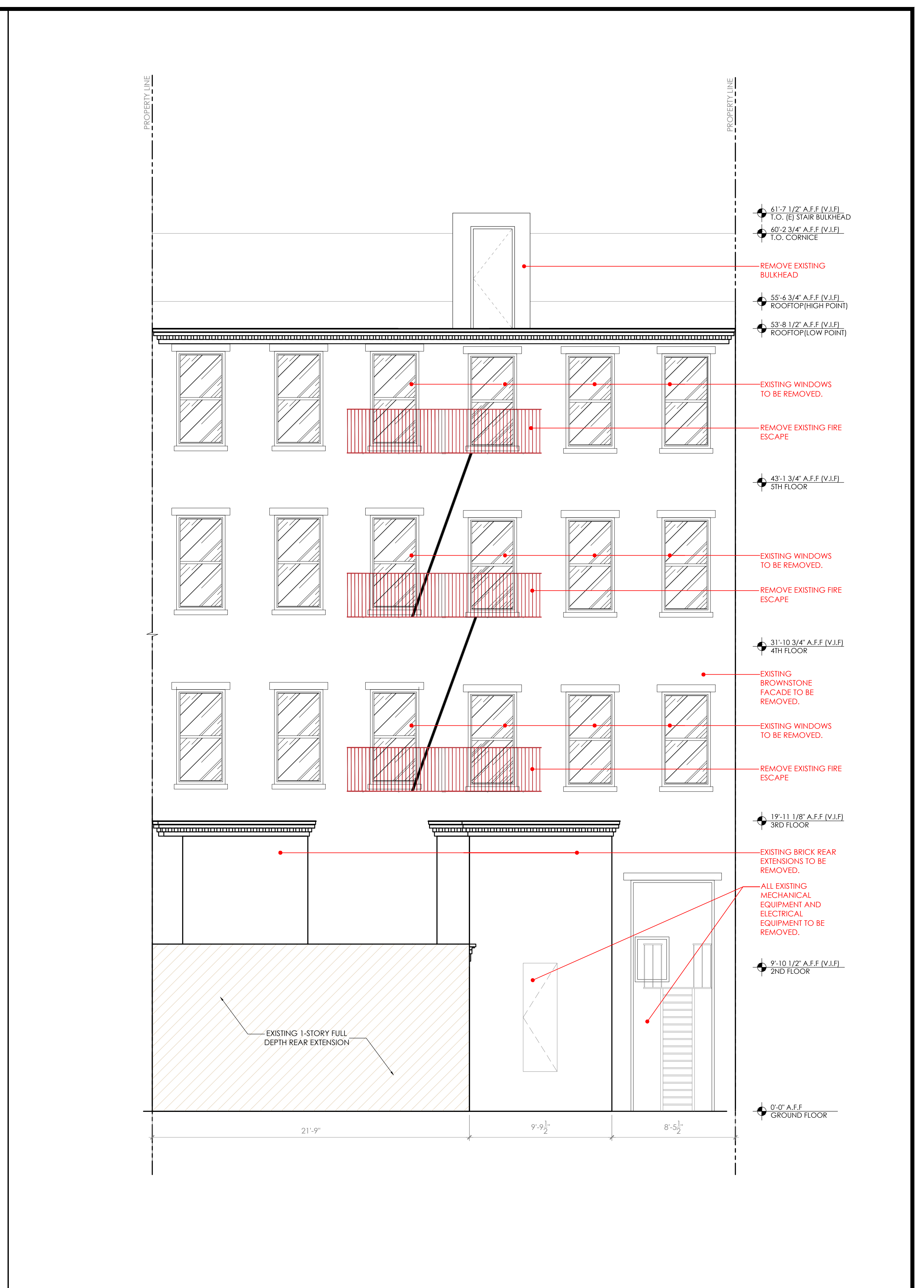
A-025.00



PROPOSED REAR FACADE ELEVATION

2

1/4" = 1'-0"



EXISTING REAR FACADE ELEVATION

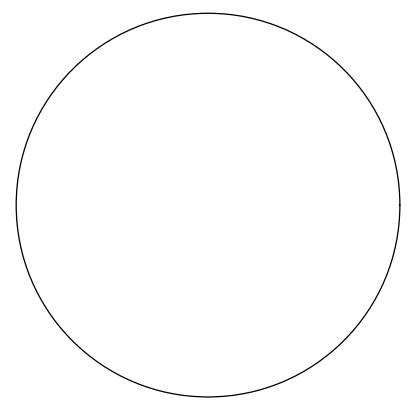
1

1/4" = 1'-0"

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DATE	REVISIONS
01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:

694-696 MADISON AVENUE
 NEW YORK, NY 10065

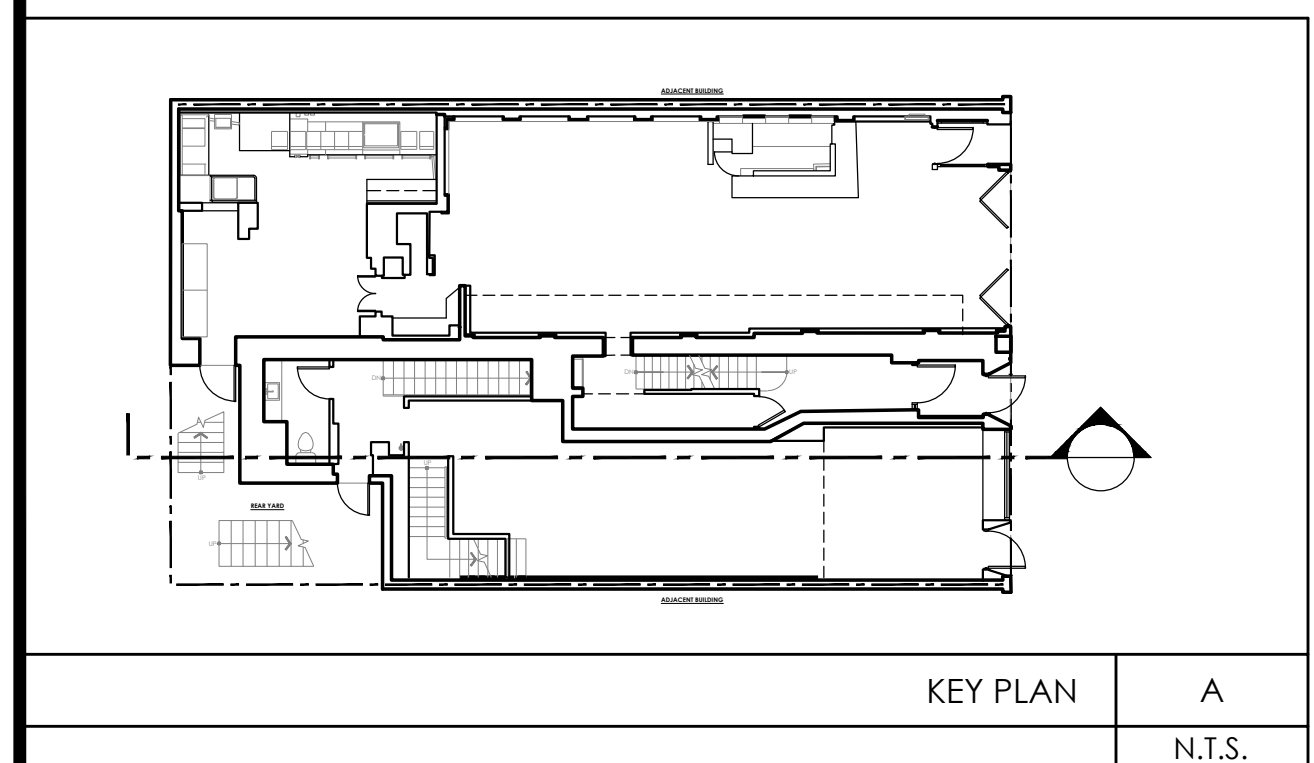
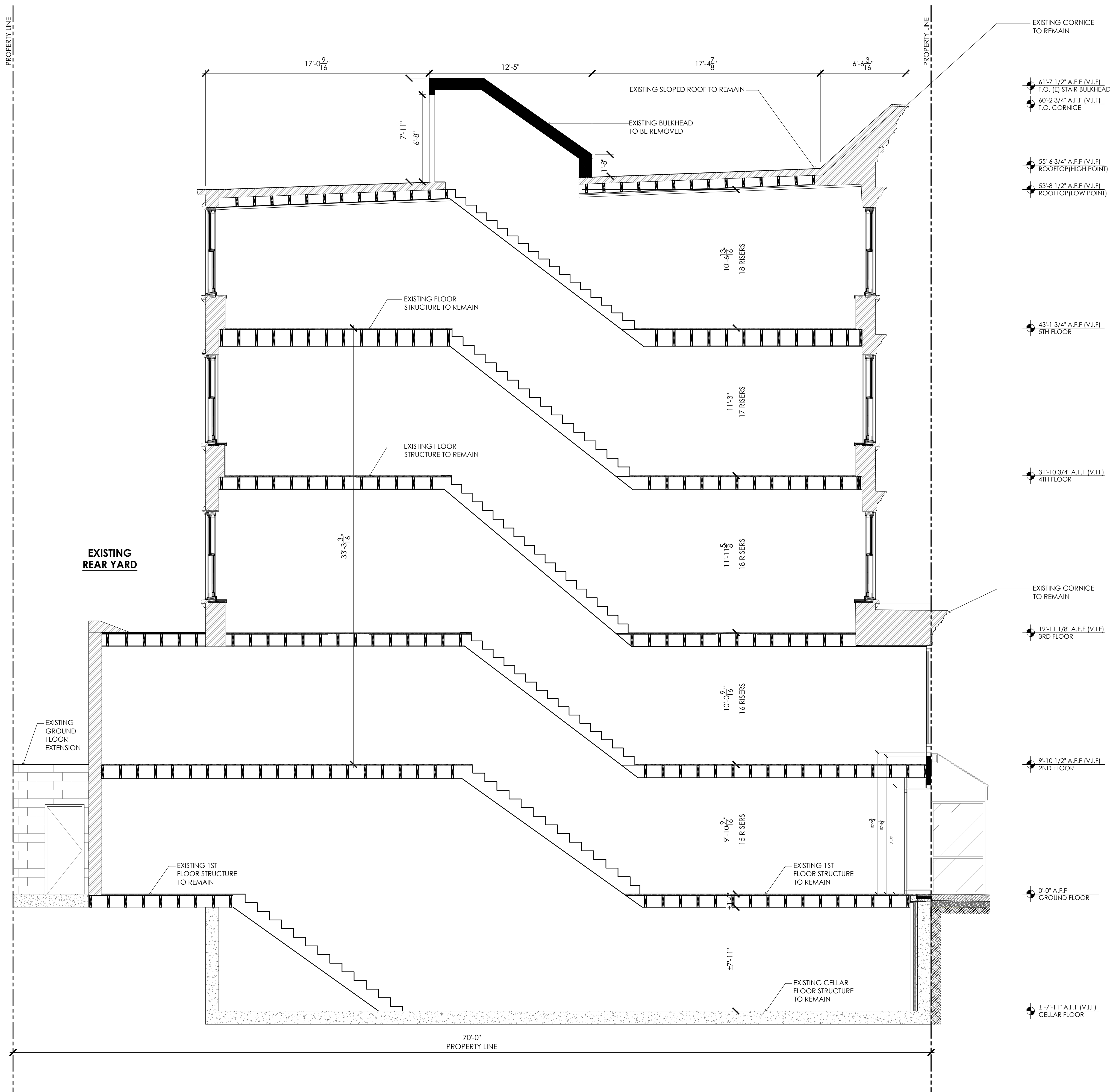
LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
EXISTING BUILDING SECTION

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-026.00



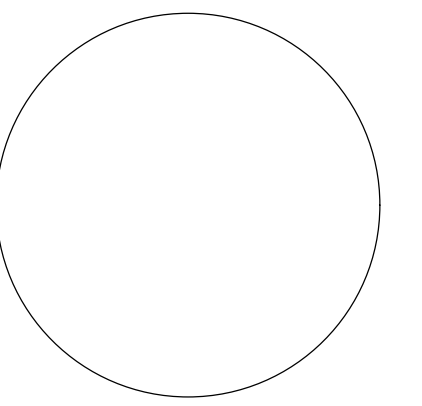
KEY PLAN	A
	N.T.S.

EXISTING BUILDING SECTION 1
 1/4"=1'-0"

MEP CONSULTANT:

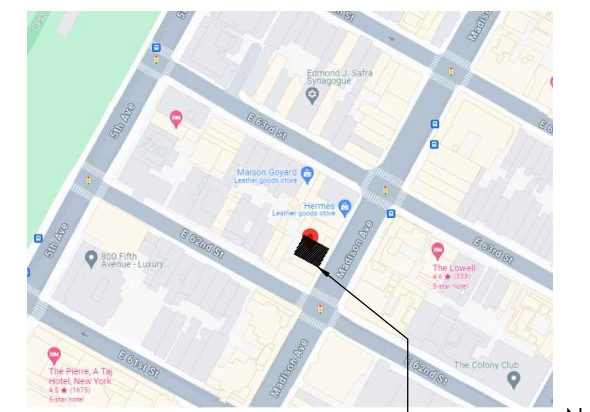
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12.23.24	LPC FILING

KEY PLAN:



694-696 MADISON AVENUE
 NEW YORK, NY 10065

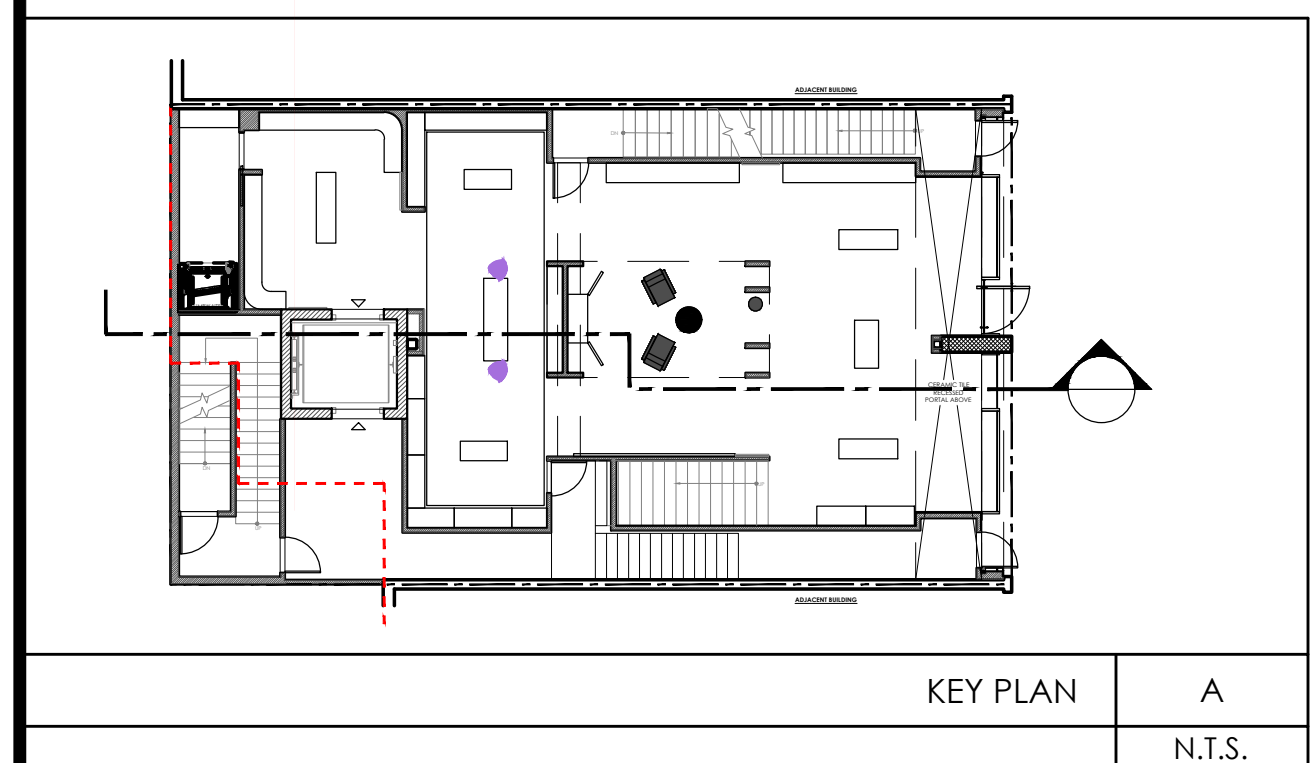
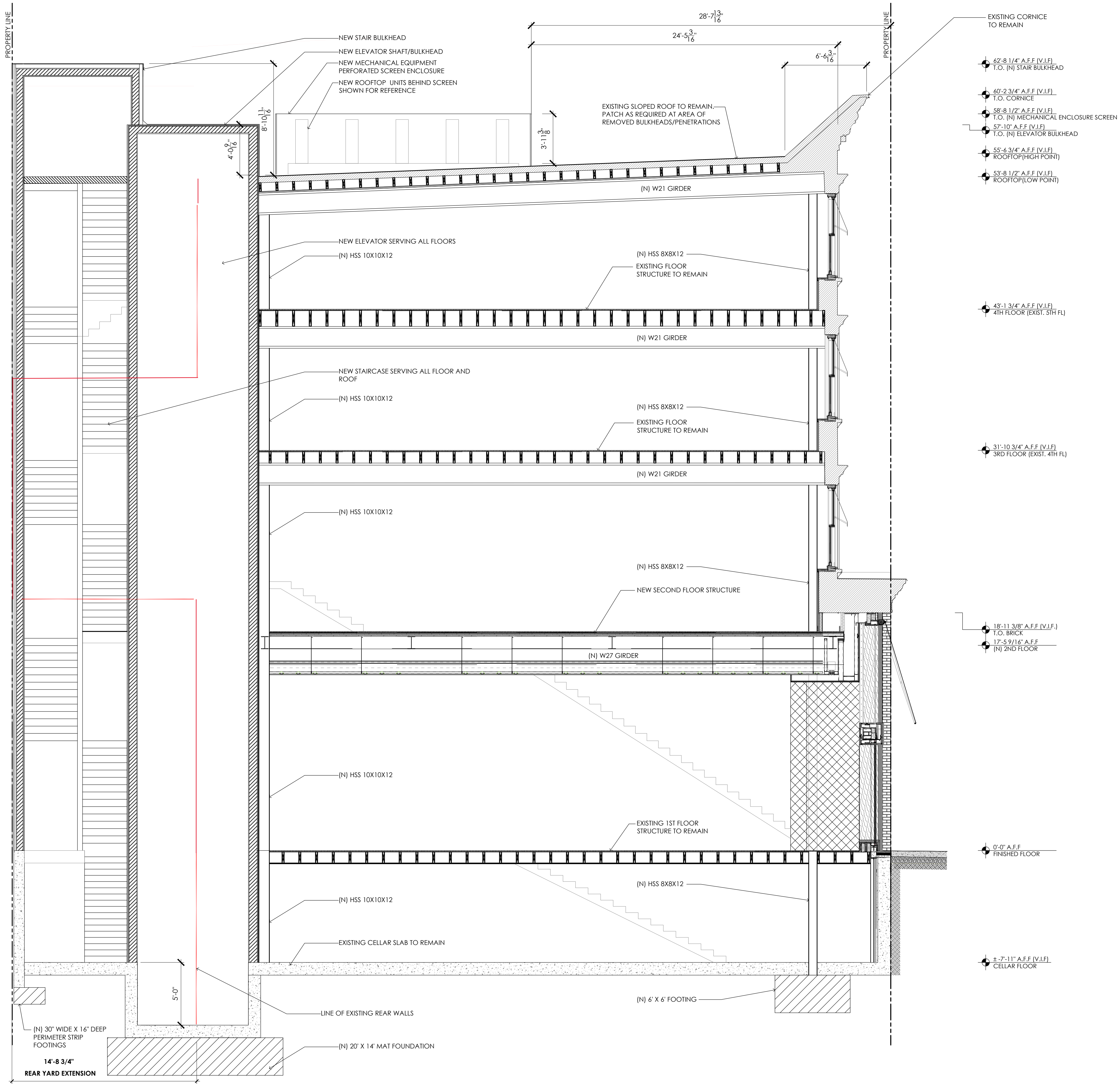
LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE: PROPOSED BUILDING SECTION

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-027.00



KEY PLAN A
 N.T.S.

PROPOSED BUILDING SECTION

1

1/4"=1'-0"

D
C
B
A

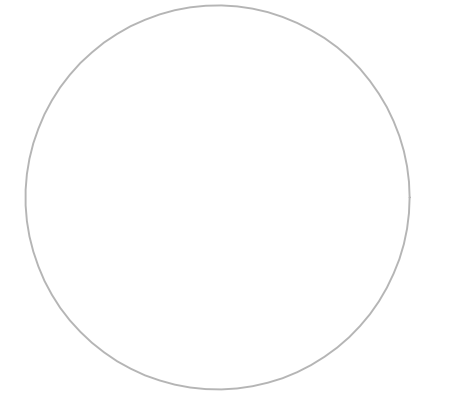
5 1 4 1 3 1 2 1 1

LPC Approved Rear-yard Additions along Madison Avenue

MEP CONSULTANT:

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ARCHITECTURAL REG. #: 023322
REGISTRATION EXPIRES: 12/31/2024



01.08.25	LPC FILING
12.23.24	LPC FILING
△ DATE	REVISIONS

KEY PLAN:

694-696 MADISON AVENUE
NEW YORK, NY 10065

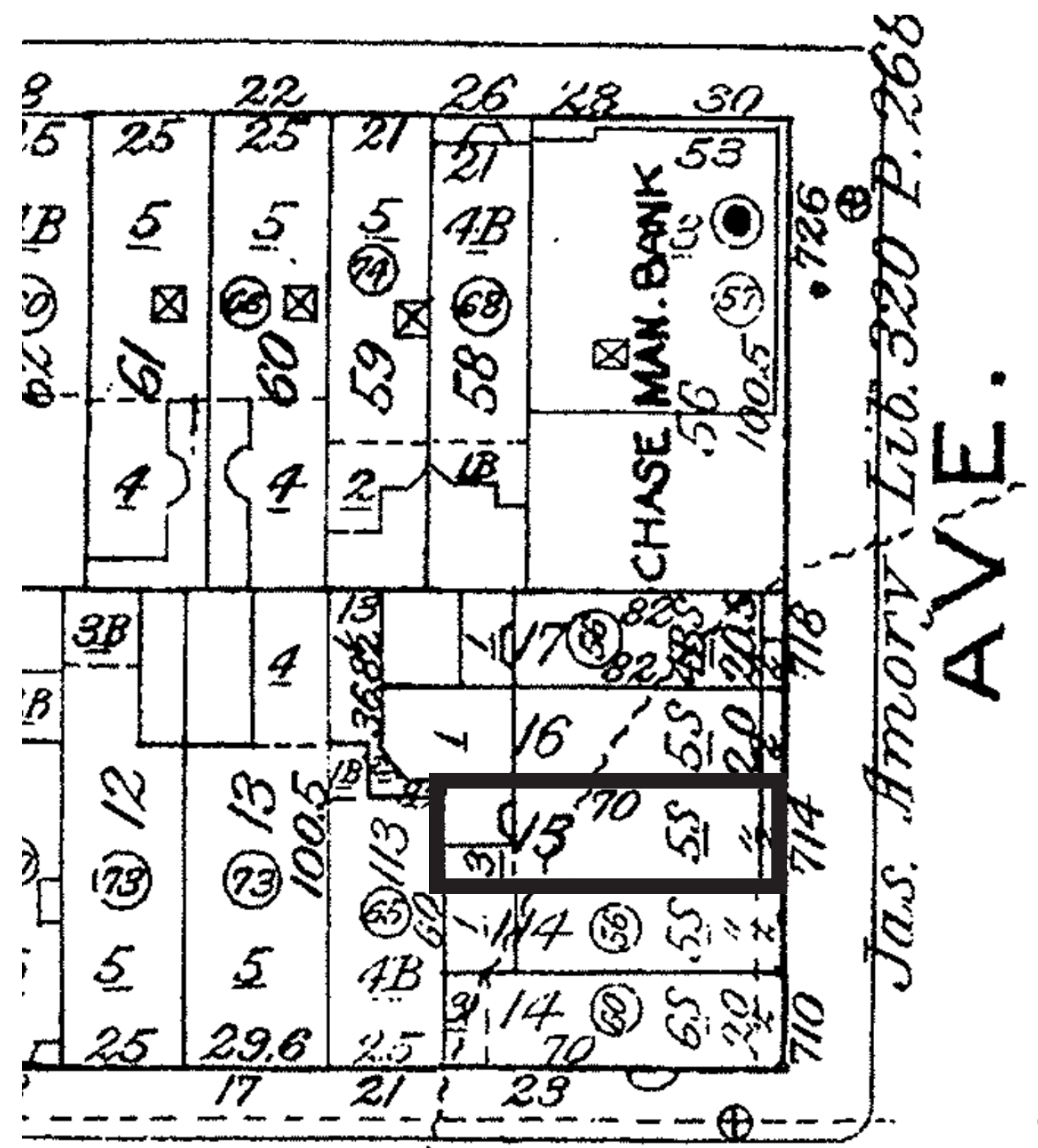
LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

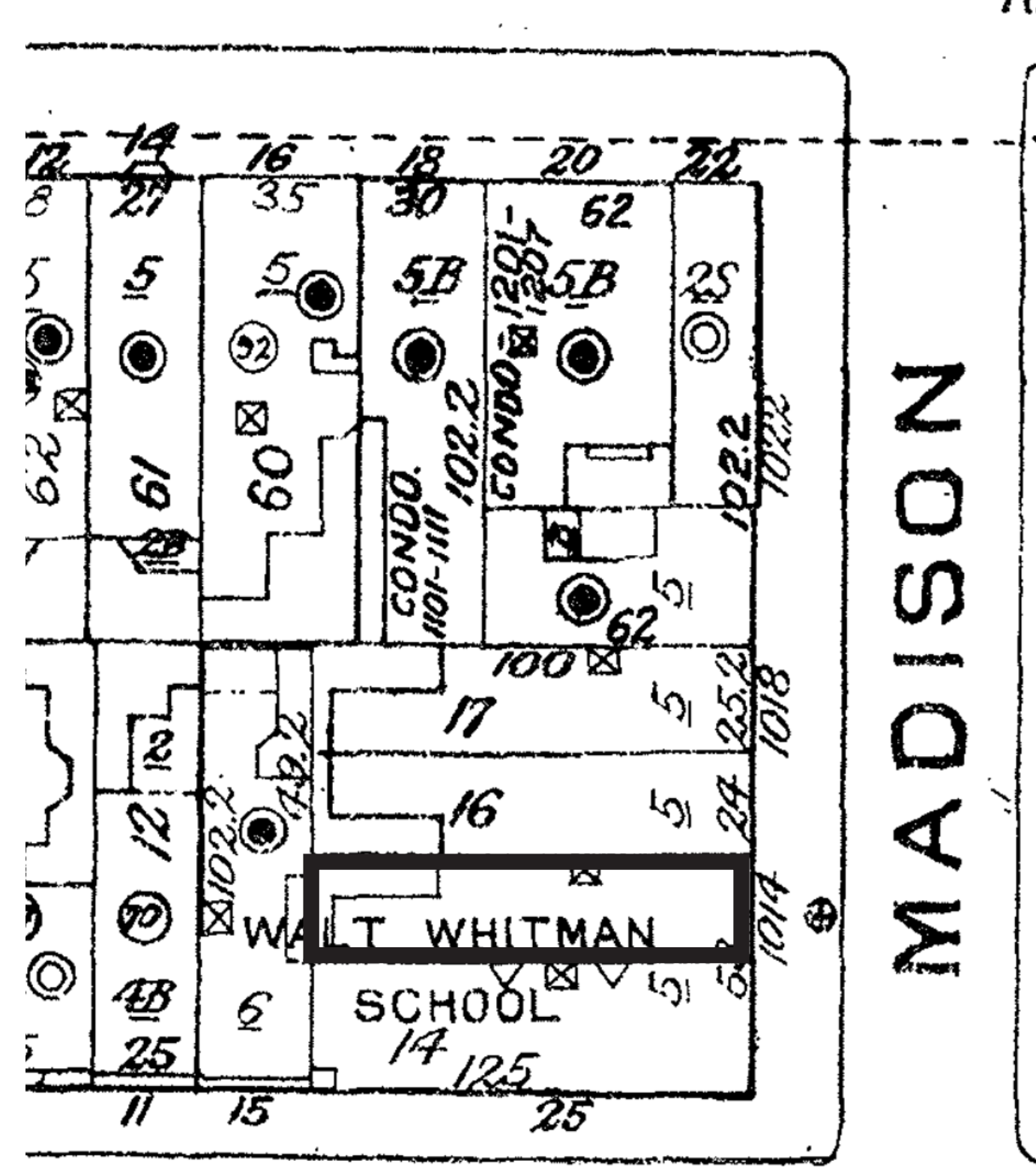
SHEET TITLE:
**LPC APPROVED REAR
YARD ADDITIONS**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

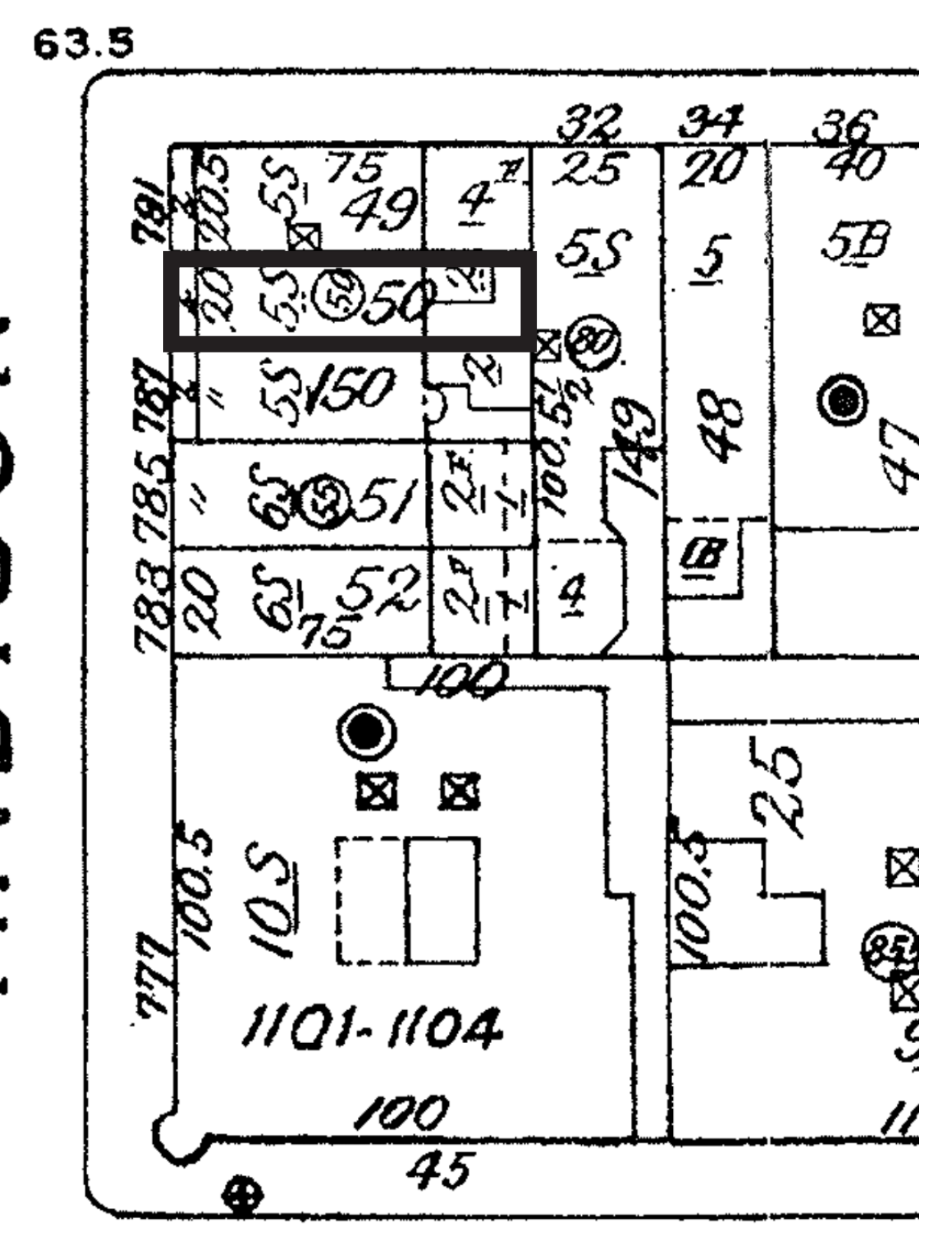
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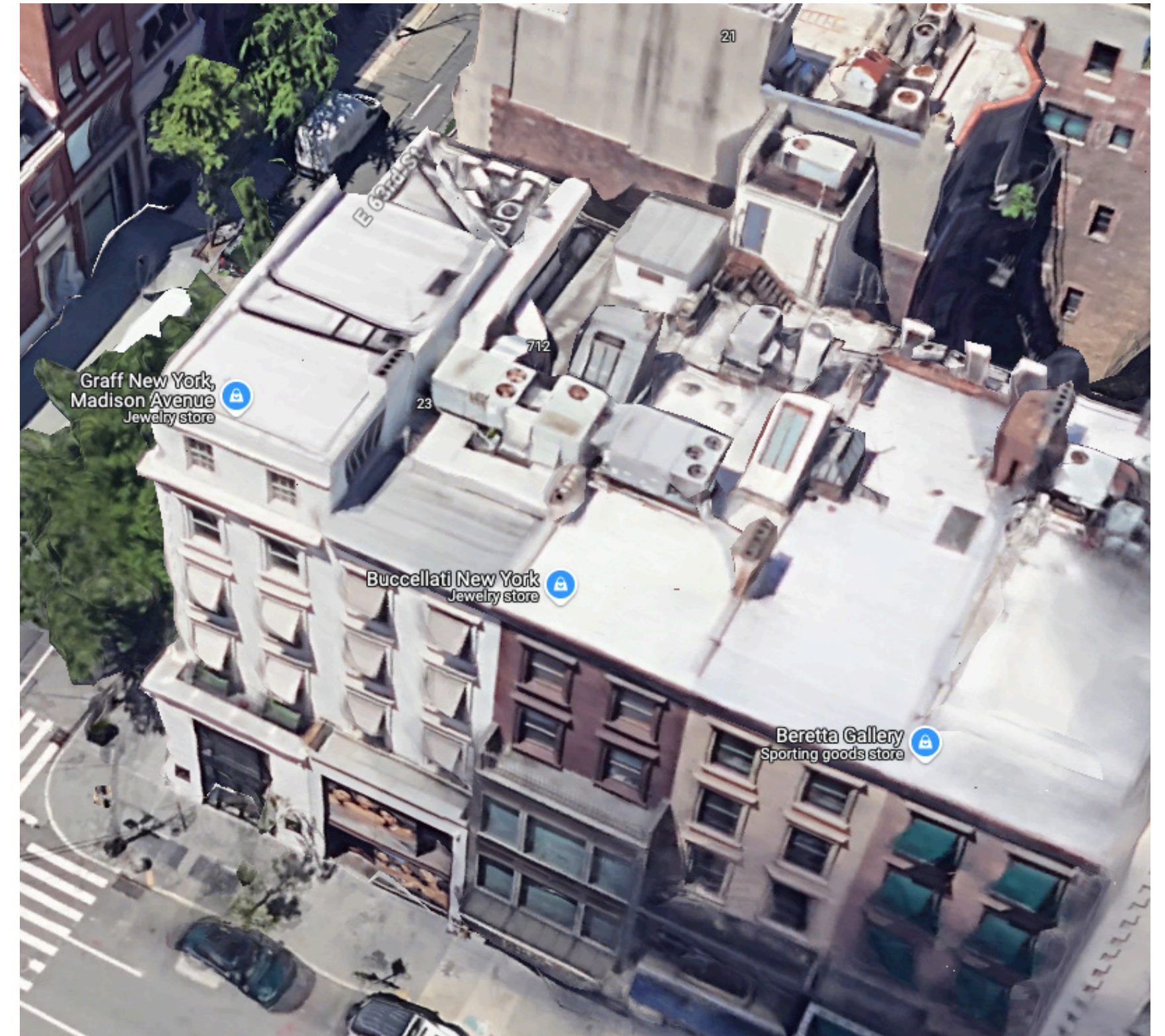
1985 Sanborn map



1985 Sanborn map



1985 Sanborn map



714 Madison Avenue- Approved in 2000



1014 Madison Avenue- Approved in 2008



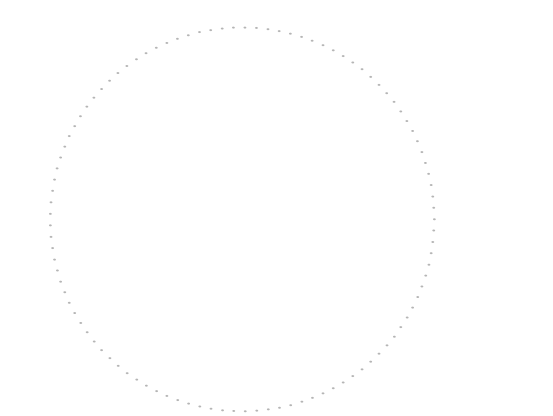
789 Madison Avenue- Approved in 2000



MEP CONSULTANT:

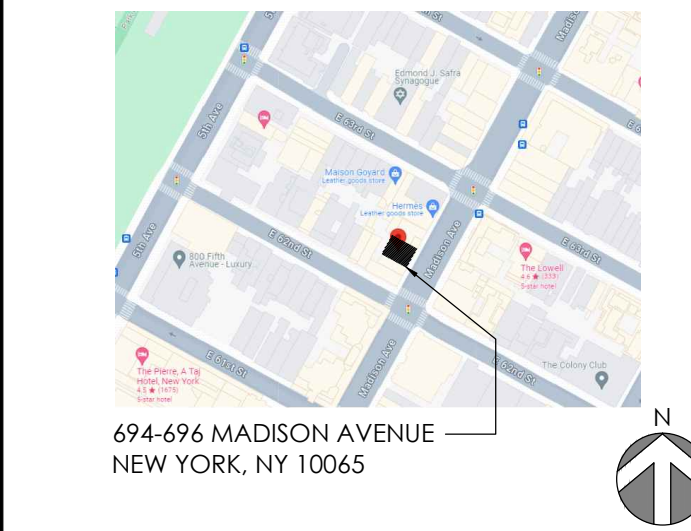
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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



LOEWE

694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**PROPOSED STOREFRONT
 RENDERING**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-029.00

PROPOSED FRONT FACADE RENDERING WITHOUT RETRACTABLE AWNING

1
 NTS

D
 C
 B
 A

5 1 4 1 3 1 2 1 1

January 14, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-25-05644

**694-696 Madison Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 438 4285

Passcode: 075152

By Phone: 646-558-8656 (NY)

877-853-5257 (Toll free) US

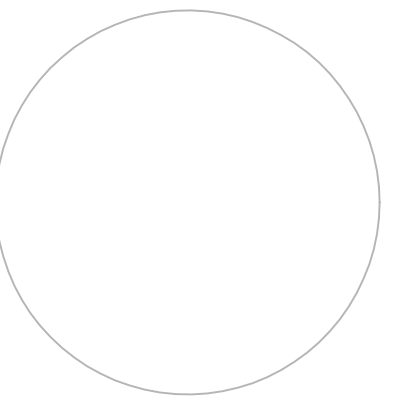
888-475-4499 (Toll free)

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.

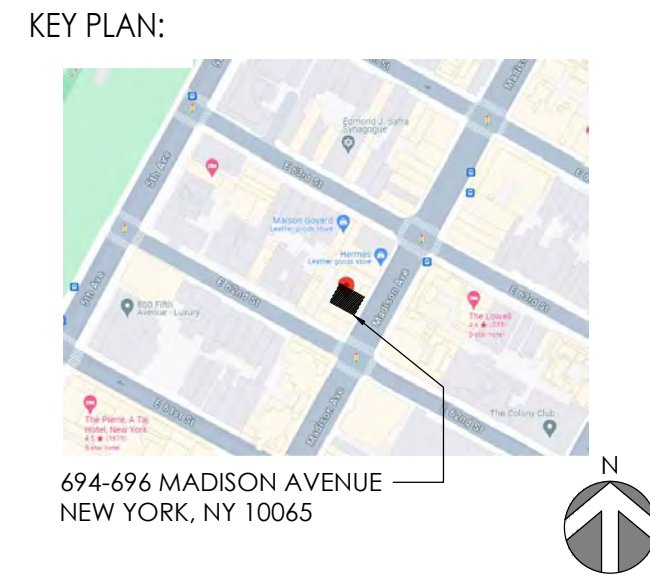
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	12.23.24	LPC FILING



LOEWE

694-696 MADISON AVENUE
NEW YORK, NY 10065

SHEET TITLE:

APPENDIX

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 11/27/24

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

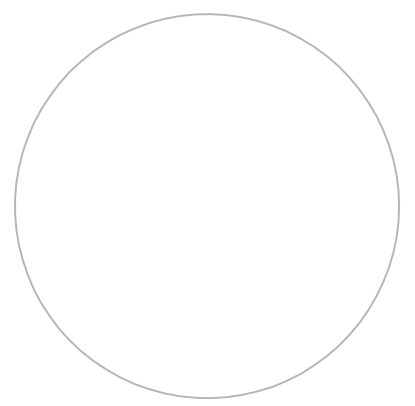
A-030.00

Appendix

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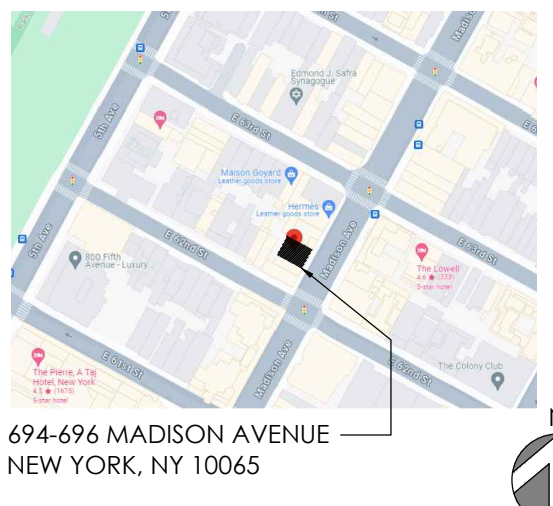
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KEY PLAN:



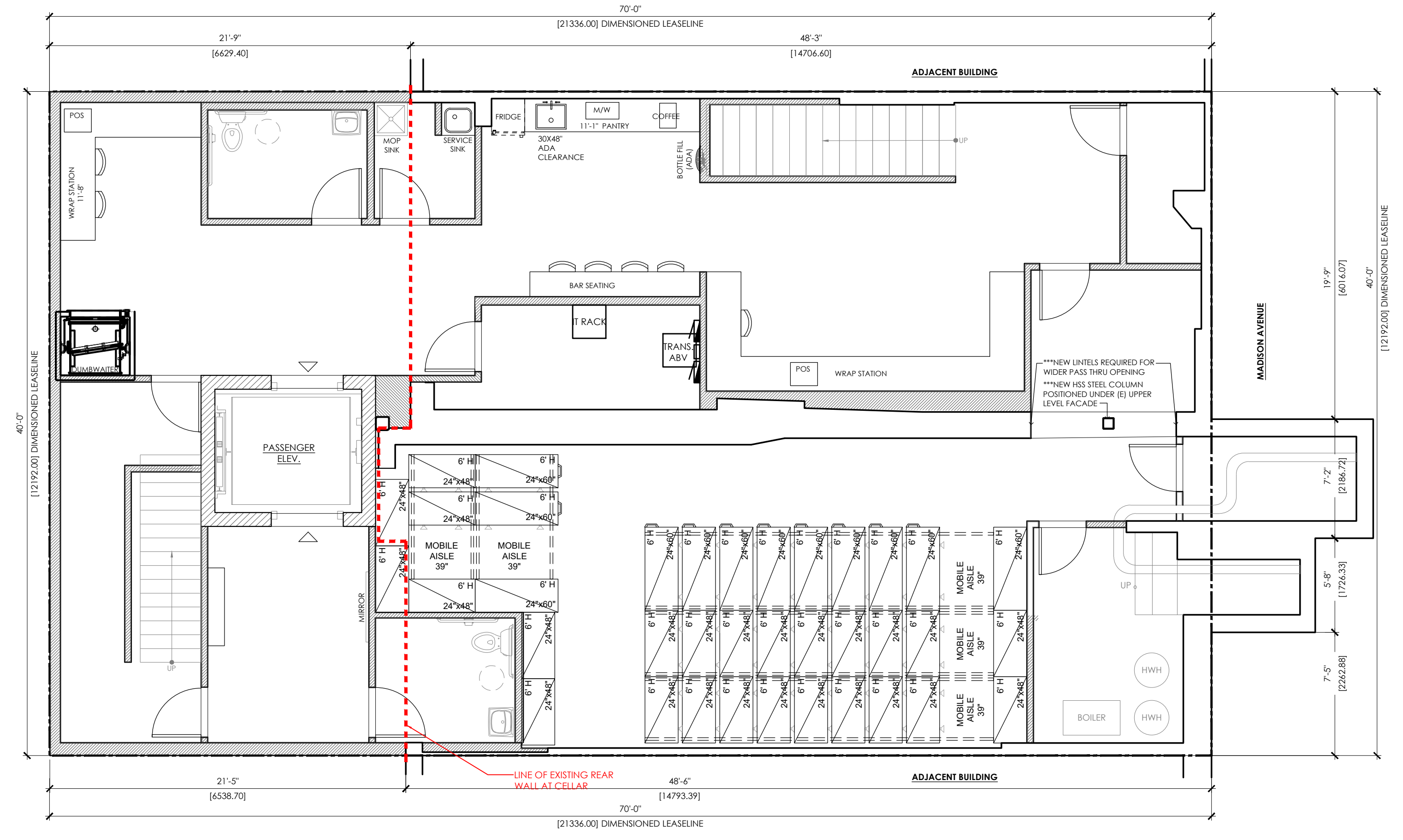
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SHEET TITLE:
**EXISTING & PROPOSED
 CELLAR PLANS**

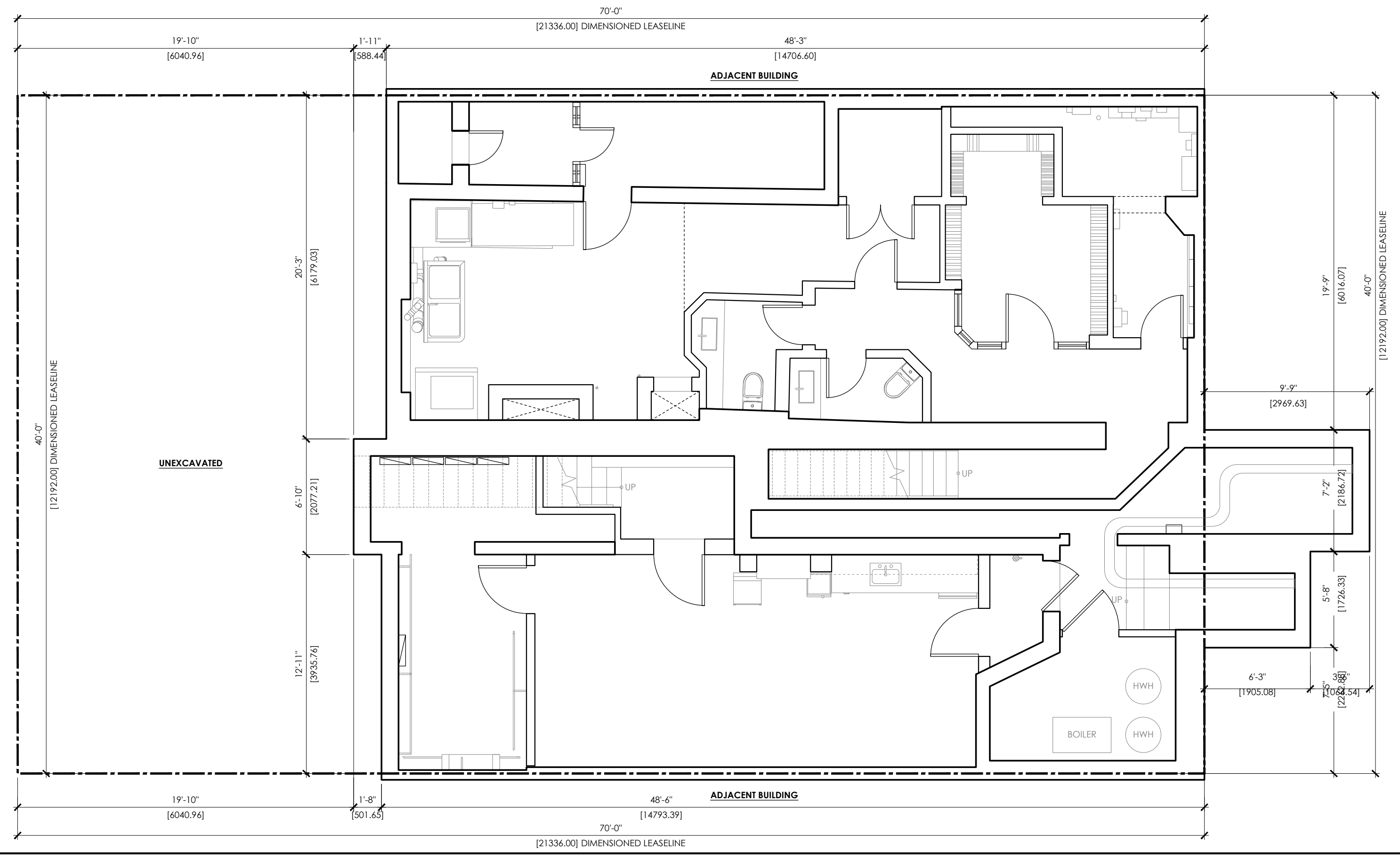
PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
 DRAWN BY: AM
 REVIEWED BY: JW
 SHEET NO.

A-031.00



PROPOSED CELLAR PLAN 2

3/16" = 1'-0"



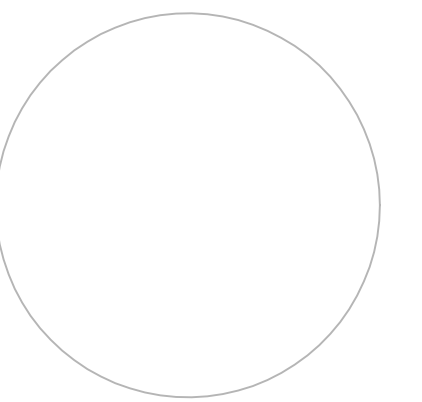
EXISTING CELLAR PLAN 1

3/16" = 1'-0"

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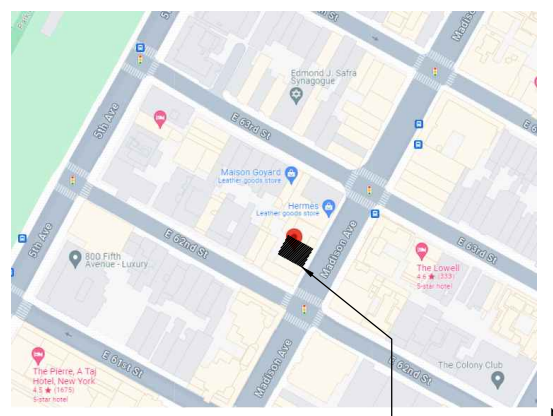
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01.08.25	LPC FILING
12.23.24	LPC FILING

KEY PLAN:



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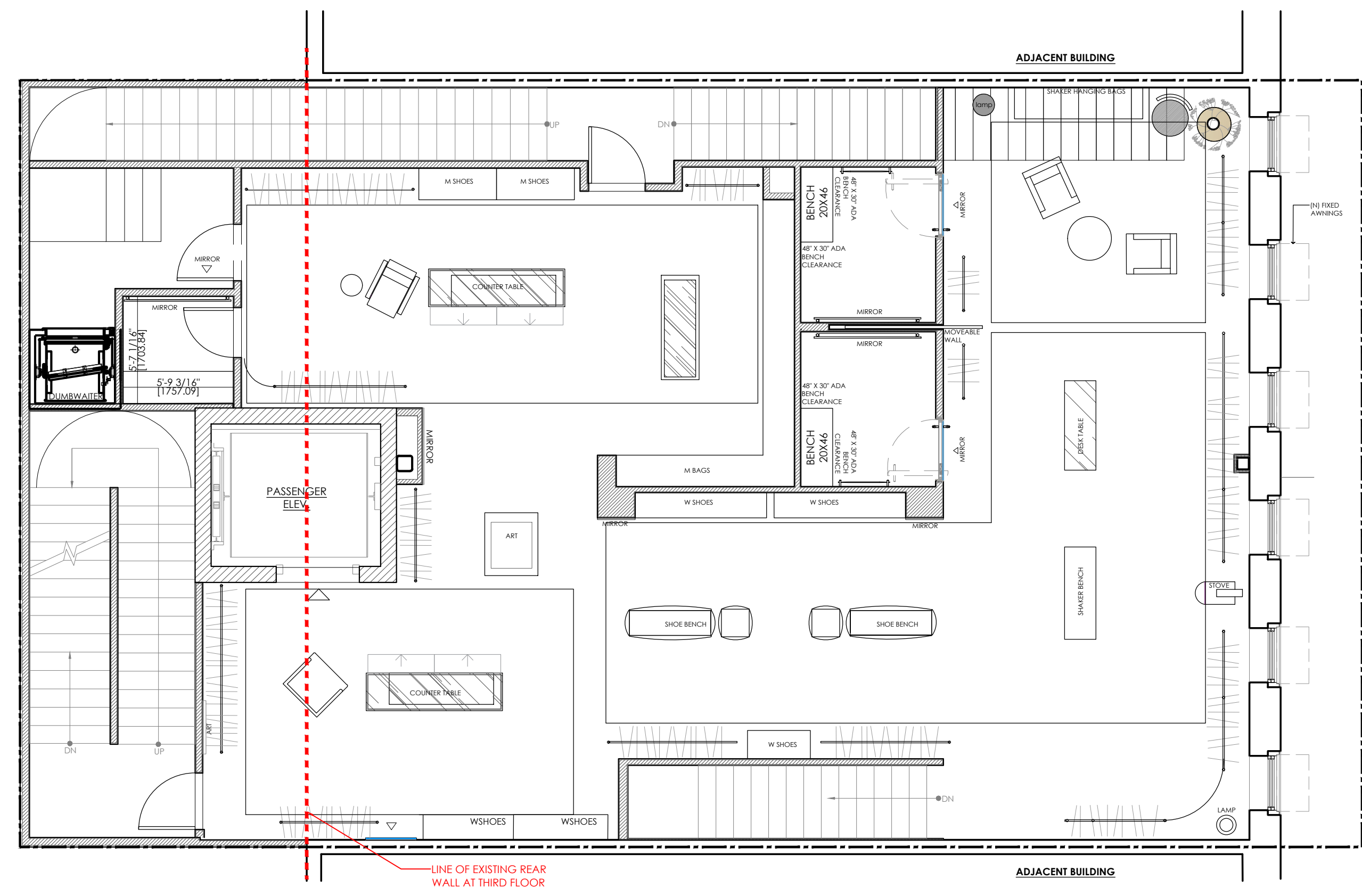
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694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**EXISTING & PROPOSED
 3RD FLOOR PLANS**

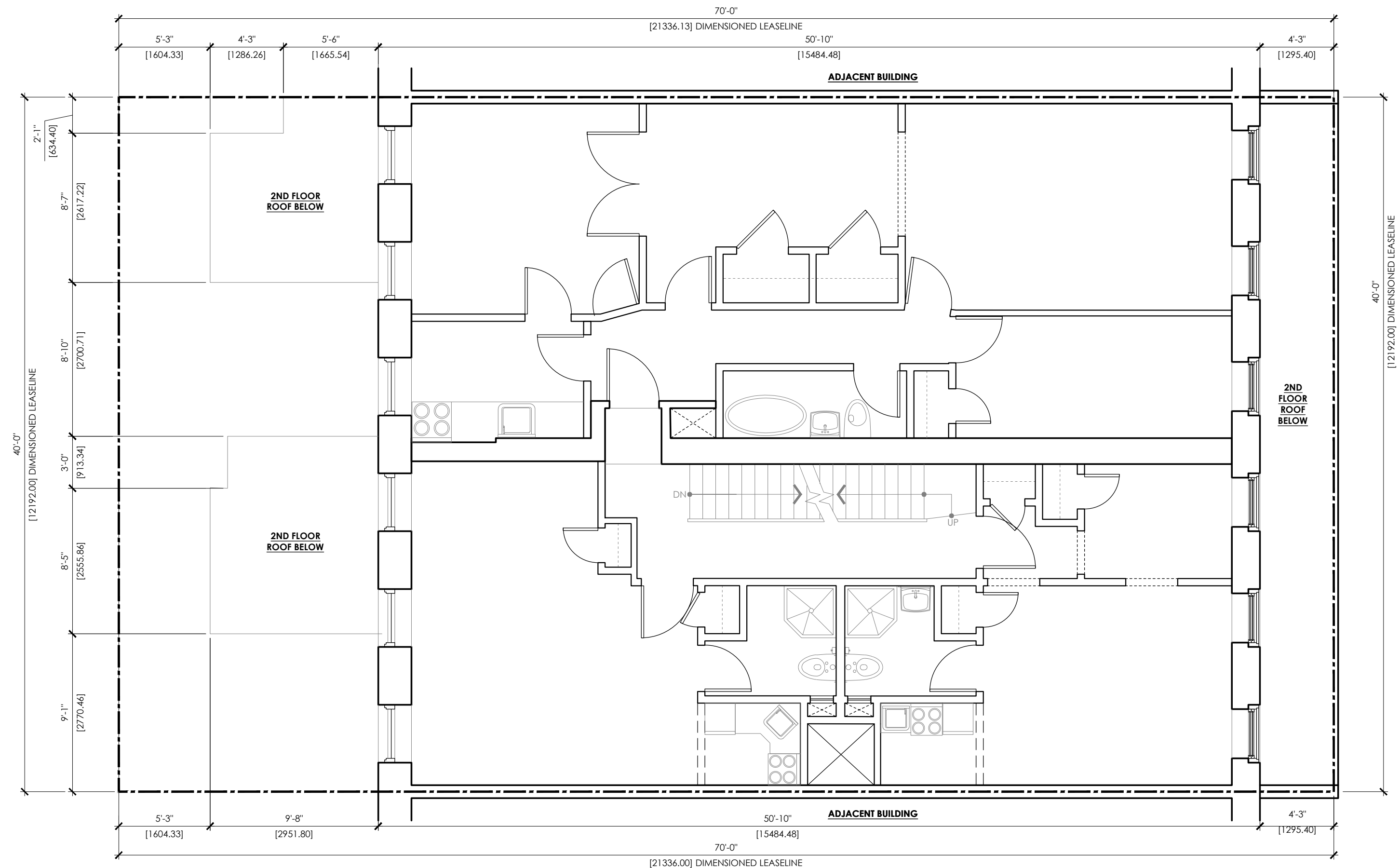
PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-032.00



PROPOSED THIRD FLOOR PLAN 2

3/16" = 1'-0"



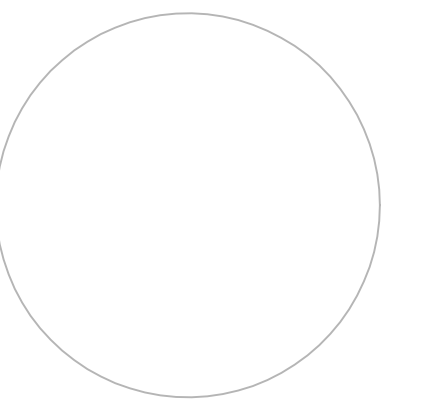
EXISTING THIRD FLOOR PLAN 1

3/16" = 1'-0"

MEP CONSULTANT:

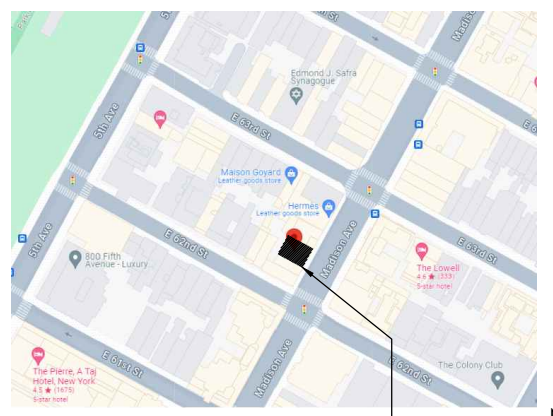
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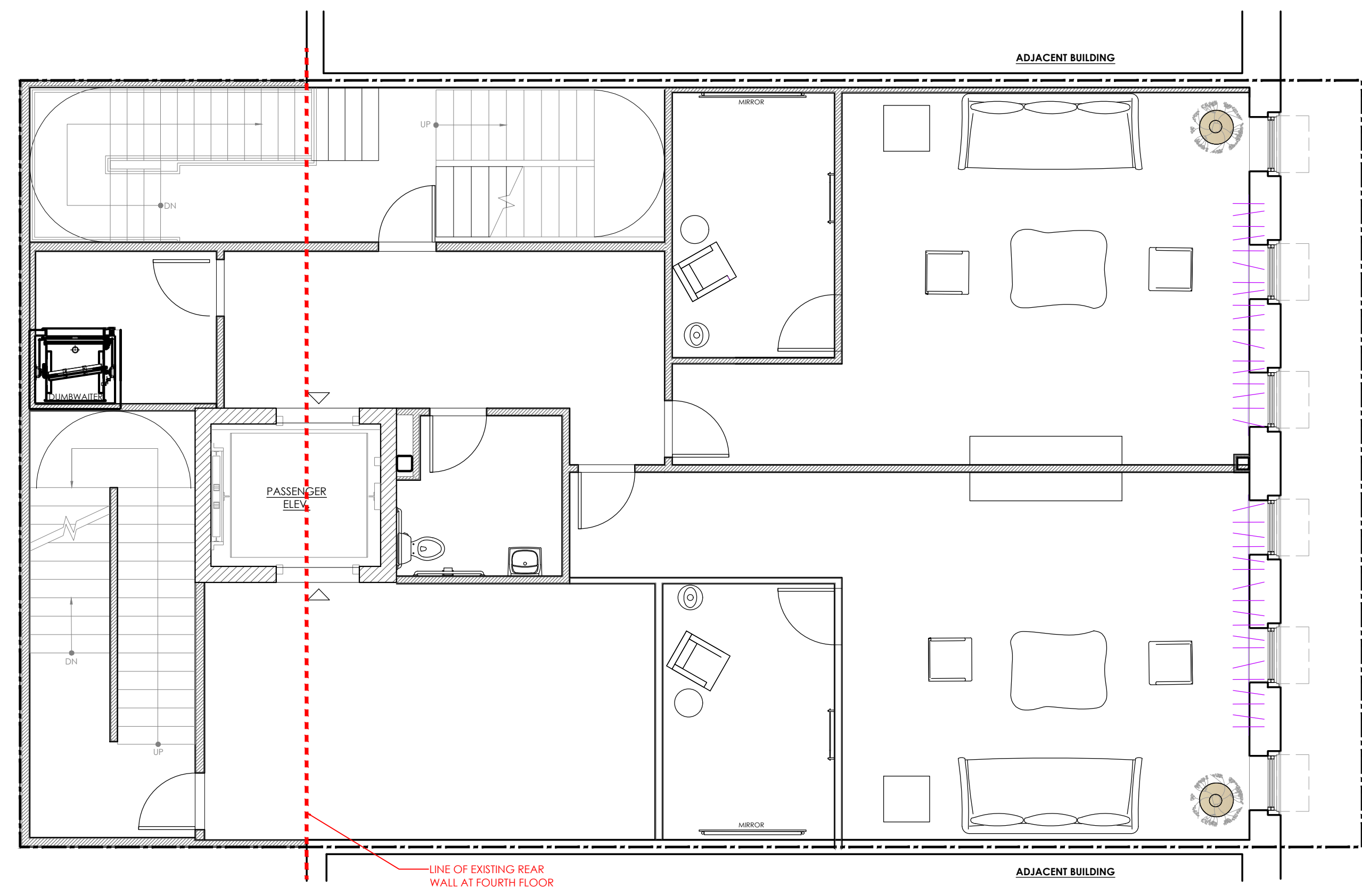
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SHEET TITLE:
**EXISTING & PROPOSED
 4TH FLOOR PLANS**

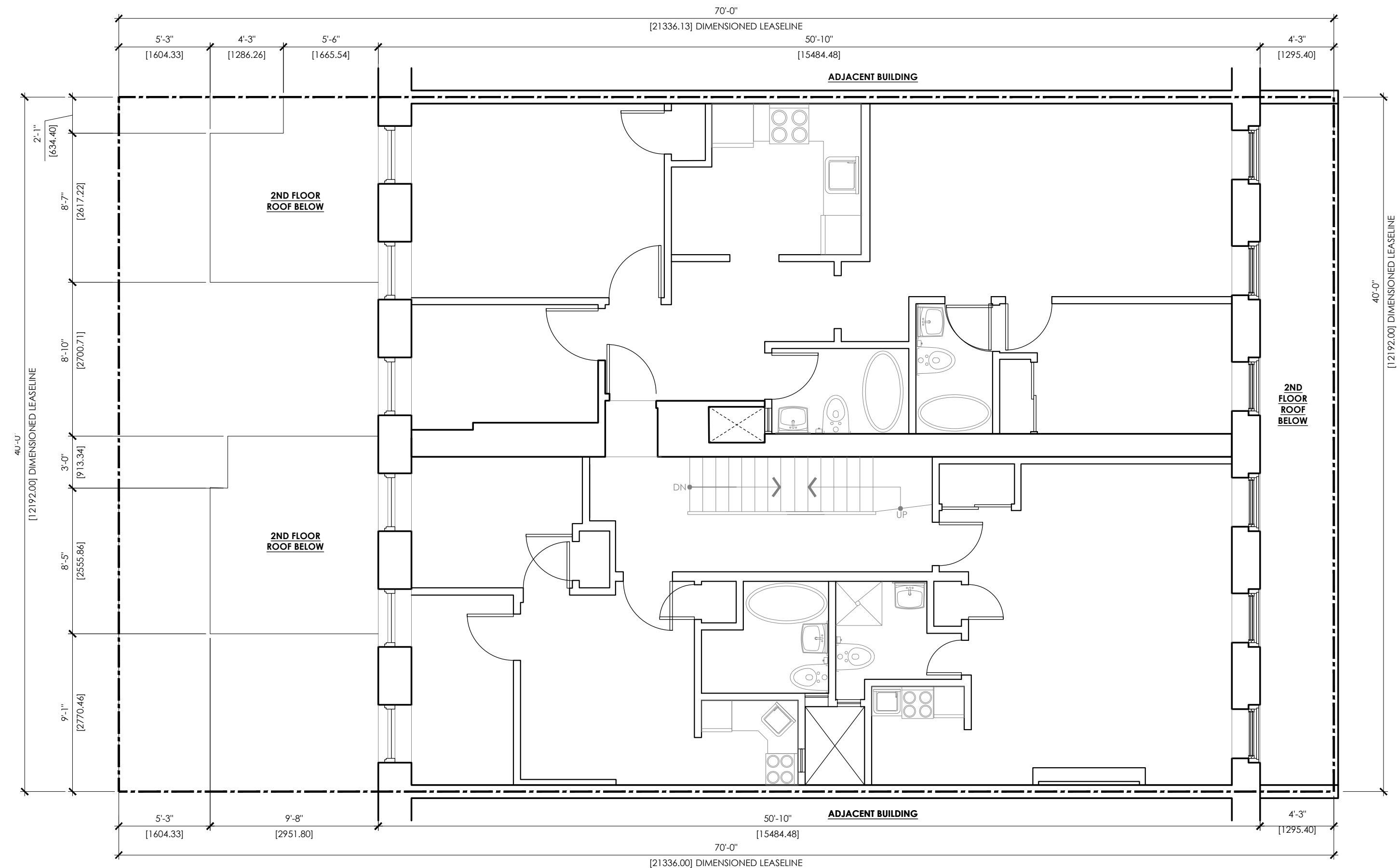
PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
DRAWN BY:	AM
REVIEWED BY:	JW
SHEET NO.	

A-033.00



PROPOSED FOURTH FLOOR PLAN 2

3/16" = 1'-0"



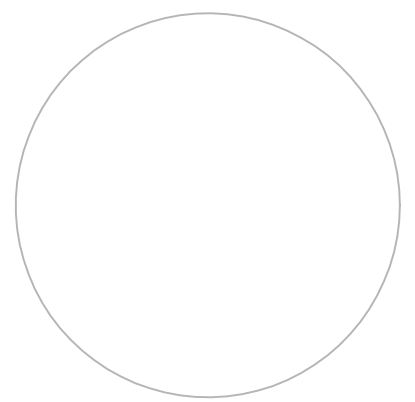
EXISTING FOURTH FLOOR PLAN 1

3/16" = 1'-0"

MEP CONSULTANT:

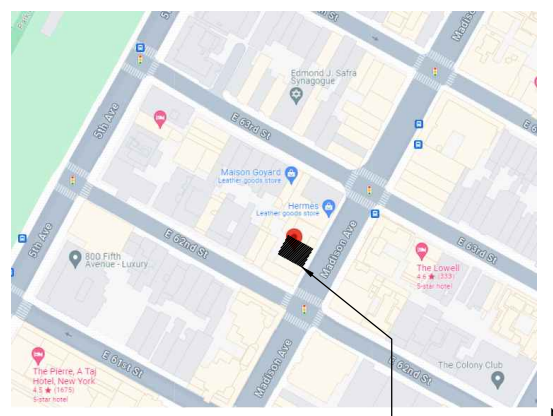
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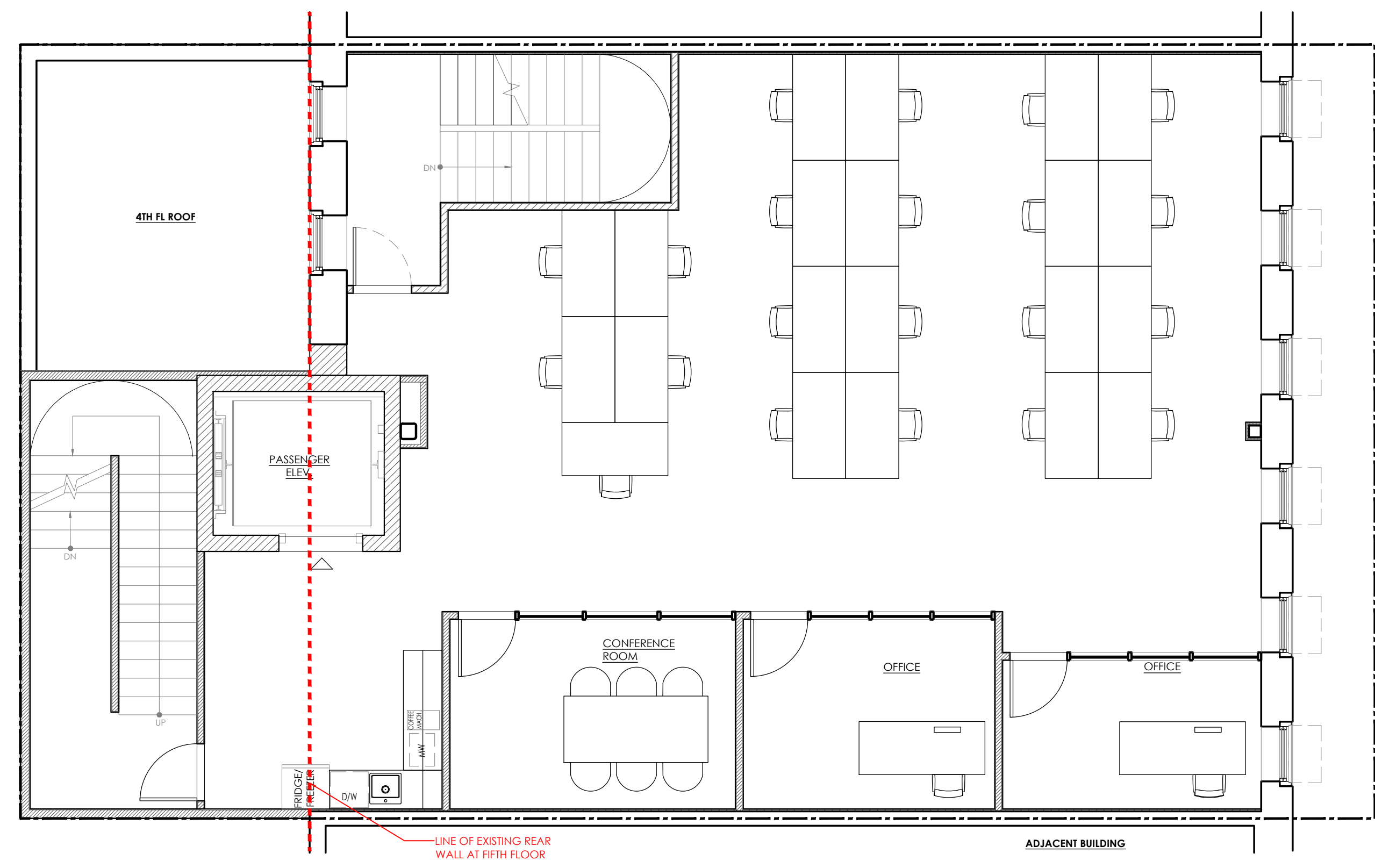
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694-696 MADISON AVENUE
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SHEET TITLE:
**EXISTING & PROPOSED
 5TH FLOOR PLANS**

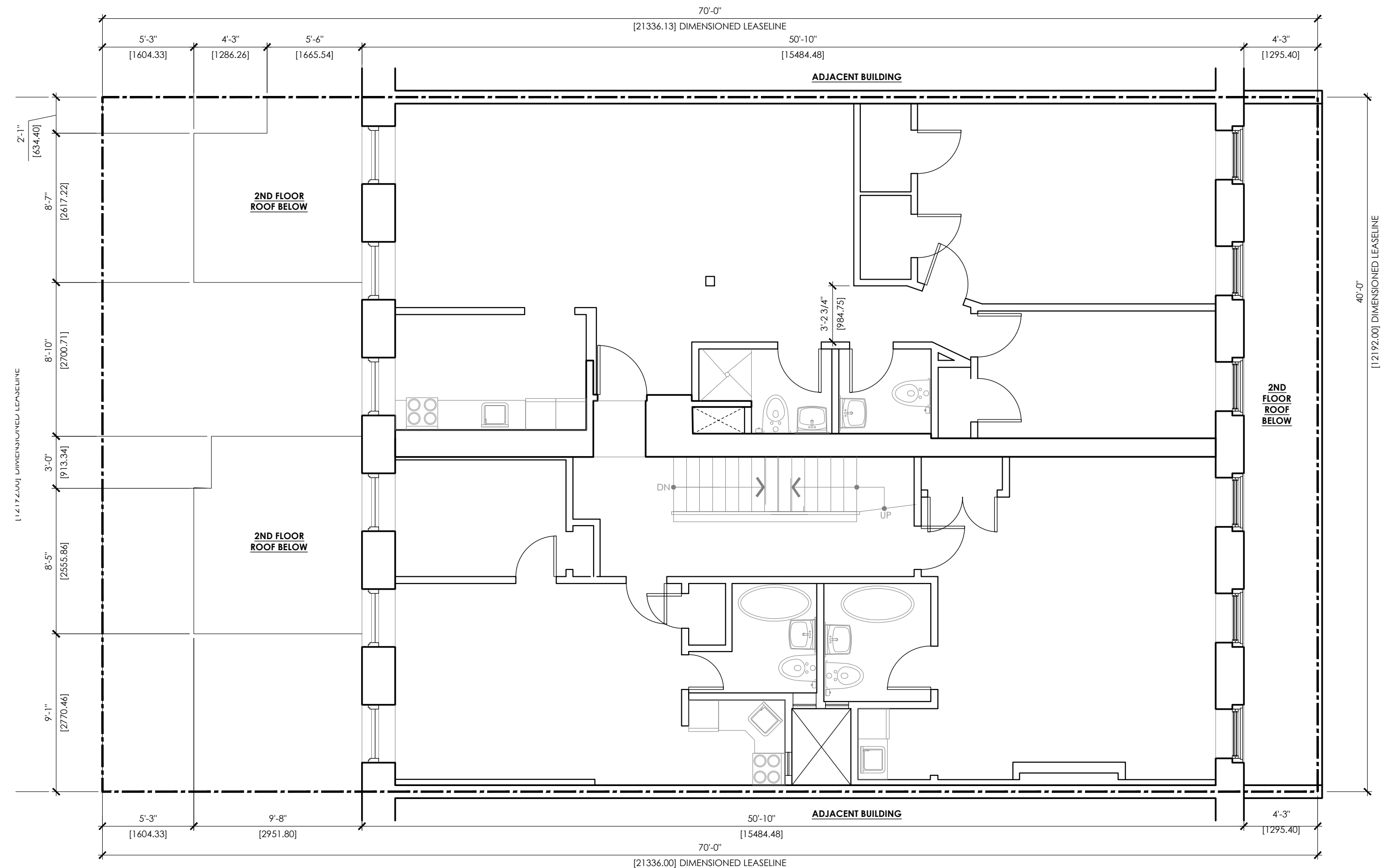
PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
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A-034.00



PROPOSED FIFTH FLOOR PLAN 2

3/16" = 1'-0"



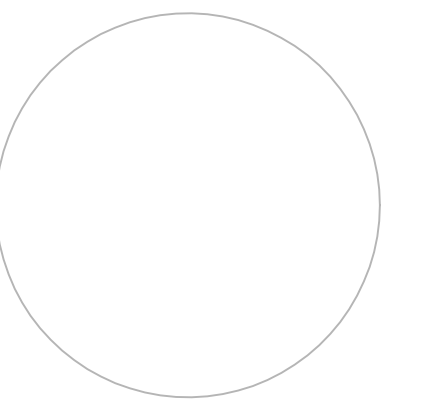
EXISTING FIFTH FLOOR PLAN 1

3/16" = 1'-0"

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KEY PLAN:



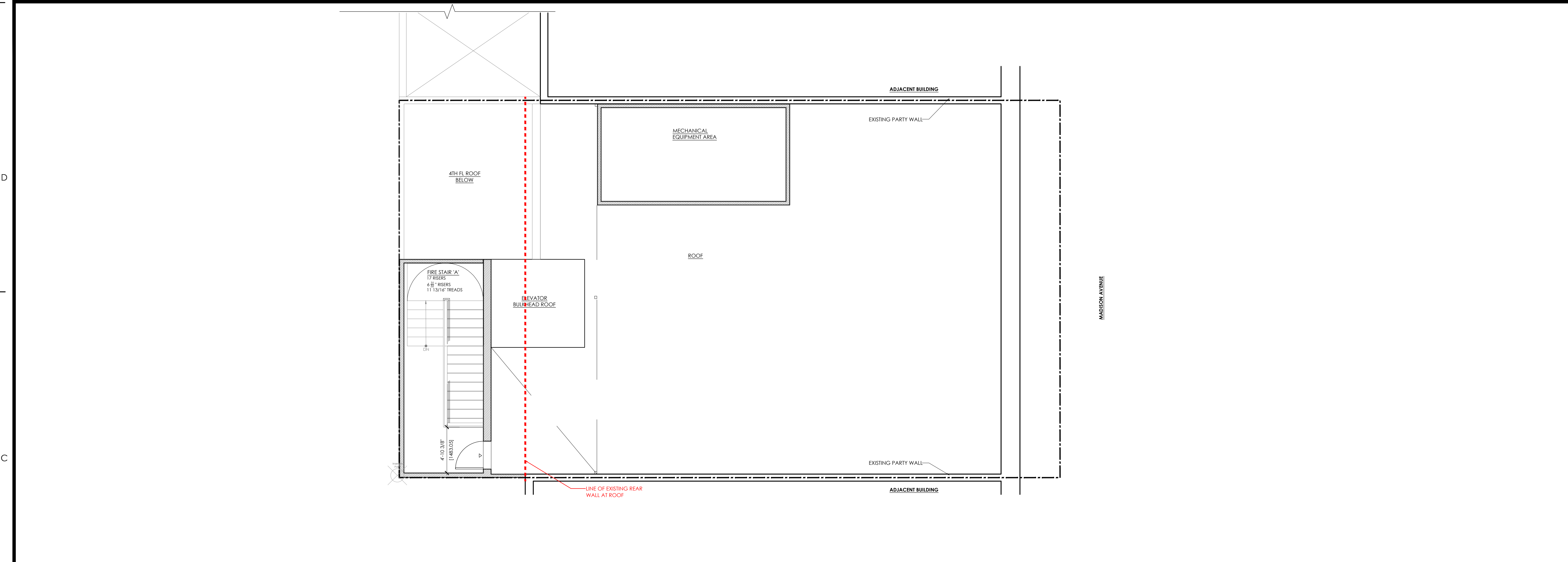
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694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**EXISTING & PROPOSED
 ROOF PLANS**

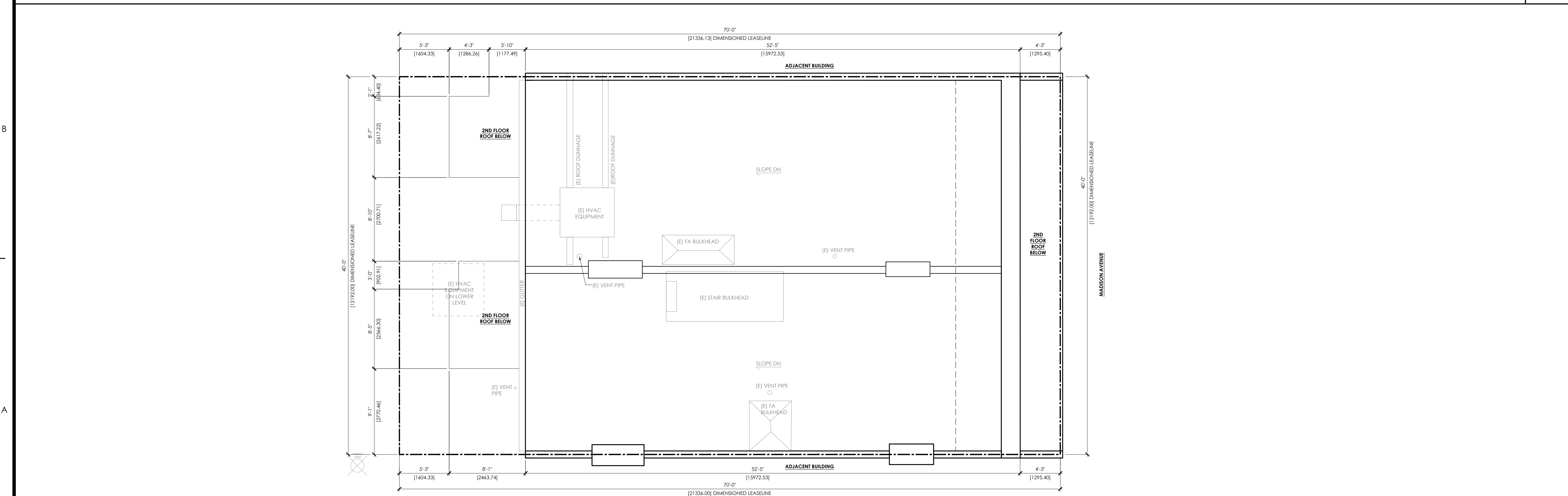
PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
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 REVIEWED BY: JW
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A-035.00



PROPOSED ROOF PLAN 2

3/16" = 1'-0"



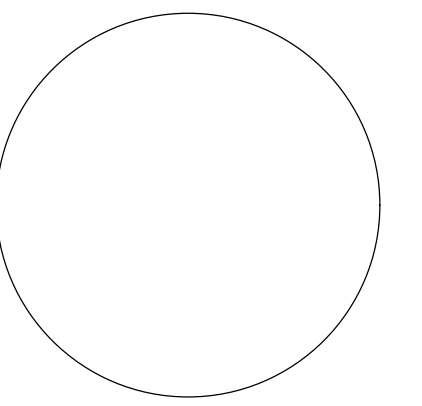
EXISTING ROOF PLAN 1

3/16" = 1'-0"

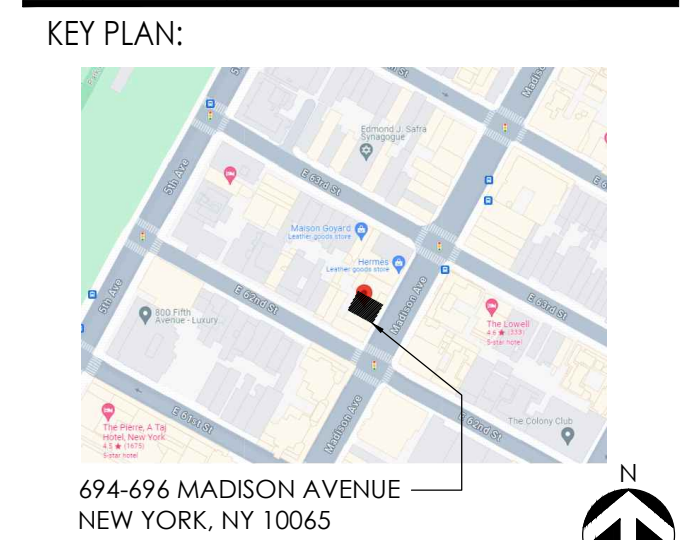
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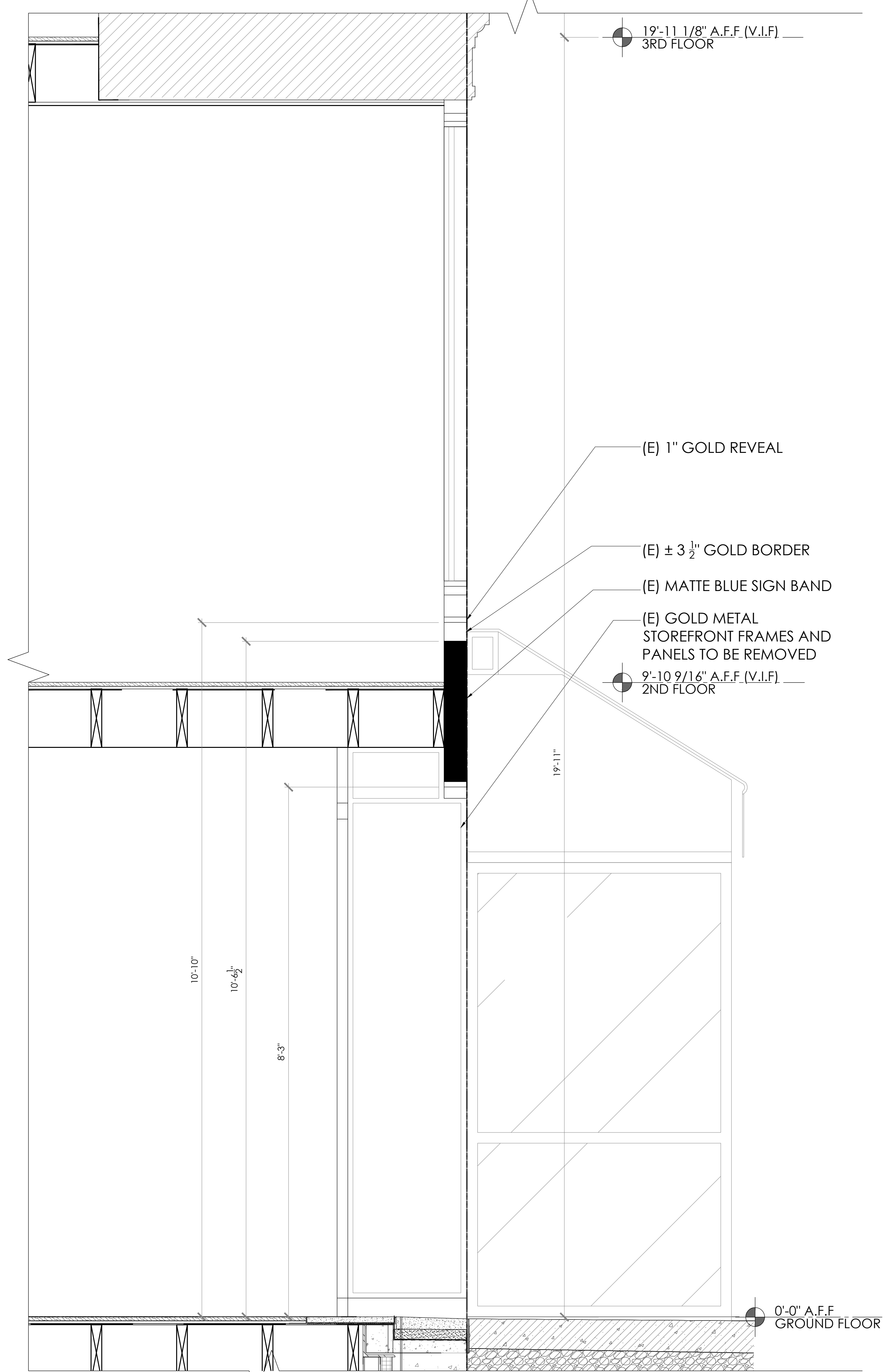
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694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**EXISTING STOREFRONT
 SECTIONS**

PROJECT NO. 23-4702
 SCALE: AS NOTED
 DATE: 01/08/25
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 REVIEWED BY: JW
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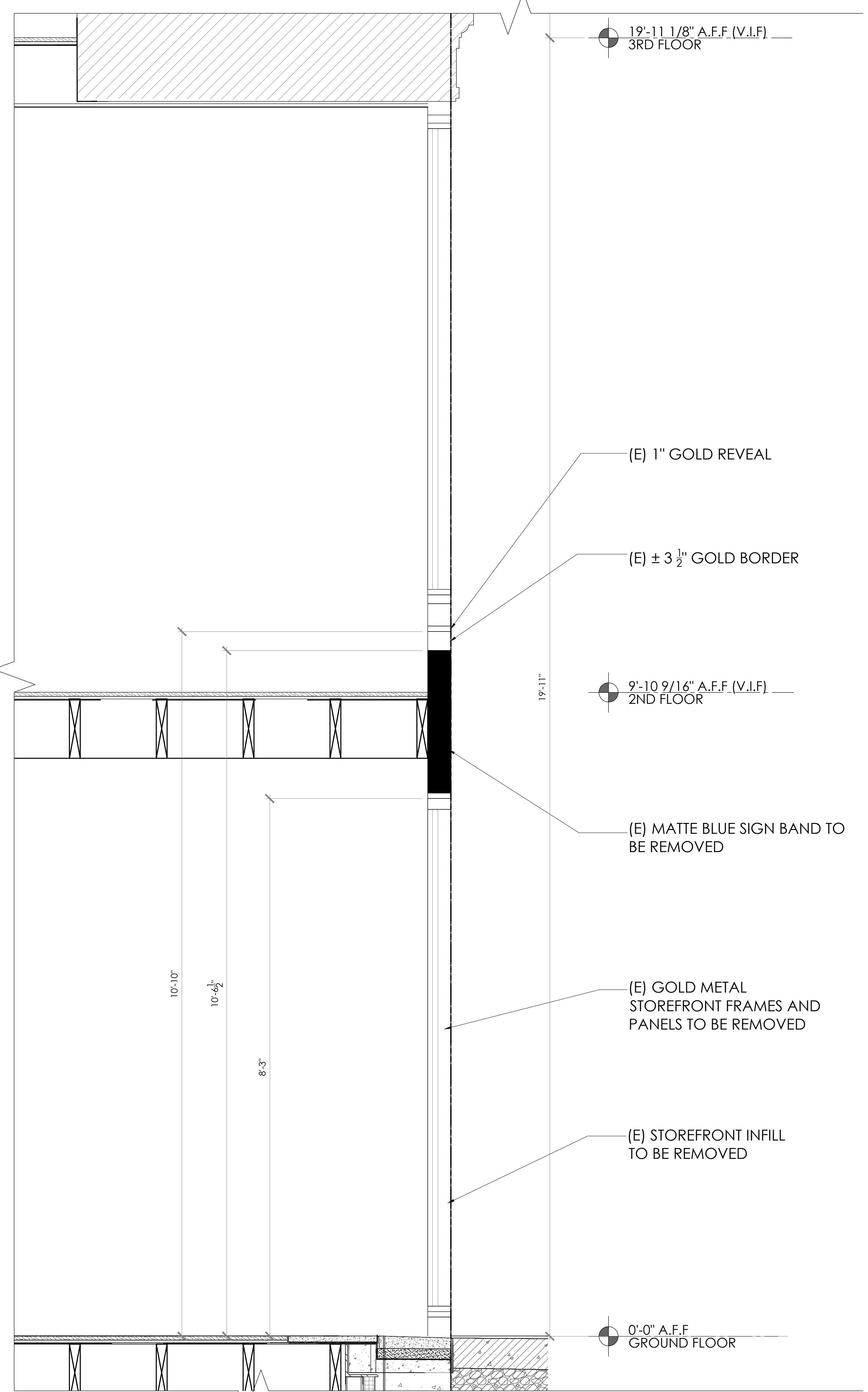
A-036.00



SECTION @ EXISTING STOREFRONT DOOR

2

1"=1'-0"



SECTION @ EXISTING STOREFRONT WINDOW

1

1"=1'-0"

5

1

4

1

3

1

2

1

1

1



View of the roof looking east.



View of the roof looking north.

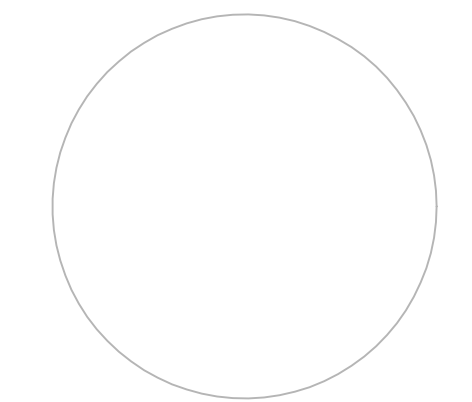


View of the roof looking northwest towards 696 Madison roof.

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△ DATE	REVISIONS

KEY PLAN:

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SHEET TITLE:
**EXISTING ROOF
PHOTOS**

PROJECT NO.	23-4702
SCALE:	AS NOTED
DATE:	01/08/25
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A-037.00



CONDITION @ 789 MADISON AVE. 3
NTS



CONDITION @ 710-714 MADISON AVE. 3
NTS



CONDITION @ 740 MADISON AVE. 3
NTS

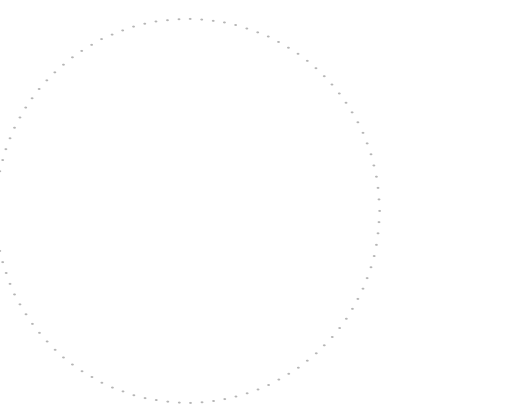


CONDITION @ 718 MADISON AVE. 1
NTS

MEP CONSULTANT:

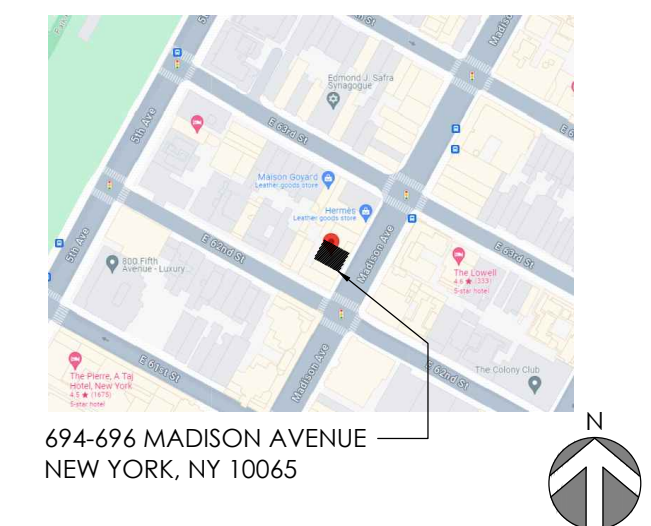
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NEW YORK, NY 10065

SHEET TITLE:
**AWNING
PRECEDENTS**

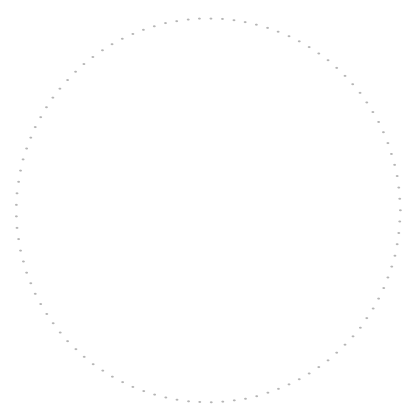
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KEY PLAN:



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 NEW YORK, NY 10065

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694-696 MADISON AVENUE
 NEW YORK, NY 10065

SHEET TITLE:
**PROPOSED STOREFRONT
 RENDERING**

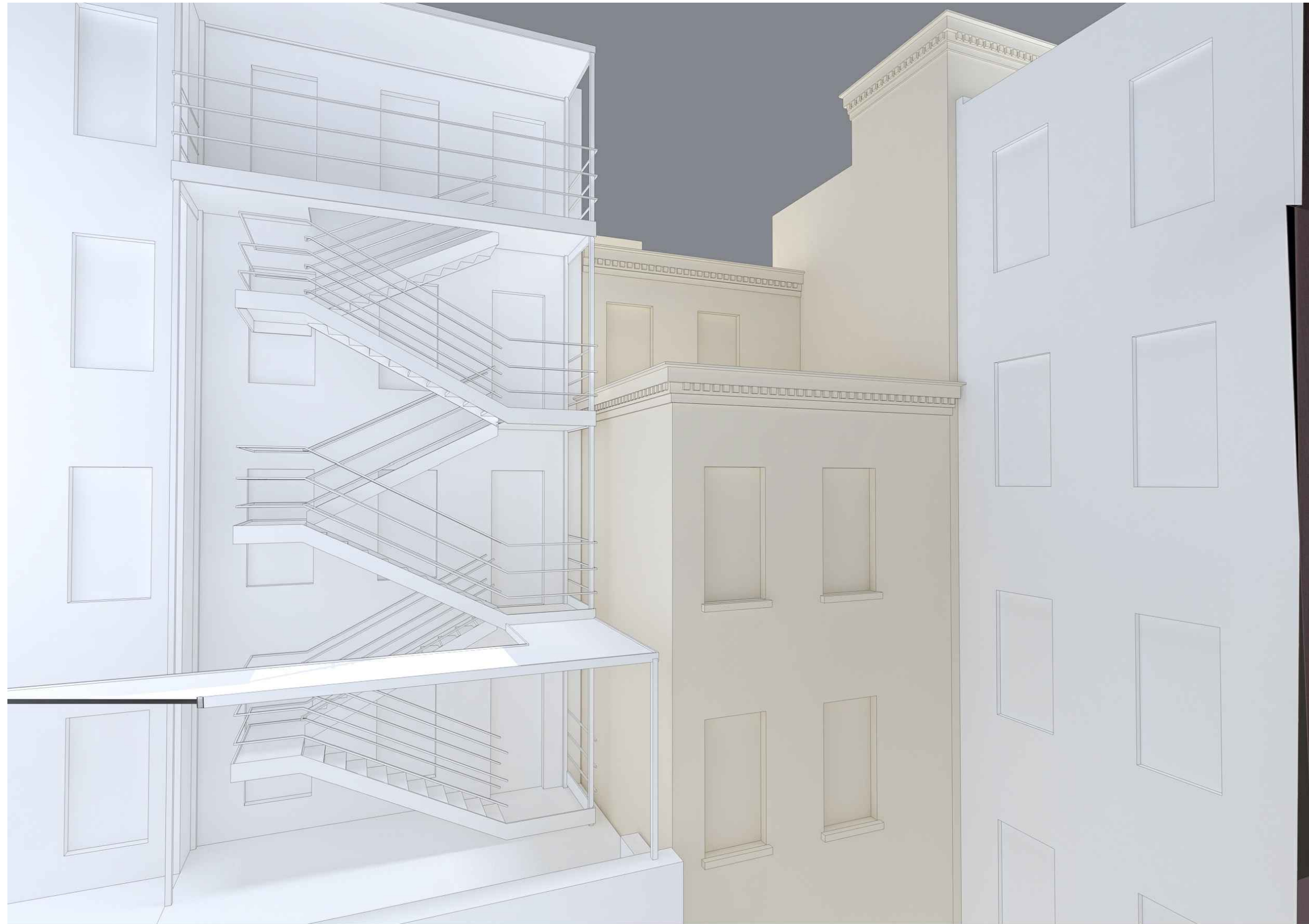
PROJECT NO. 23-4702
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A-039.00



PROPOSED RENDERED VIEW WITH RETRACTABLE AWNINGS

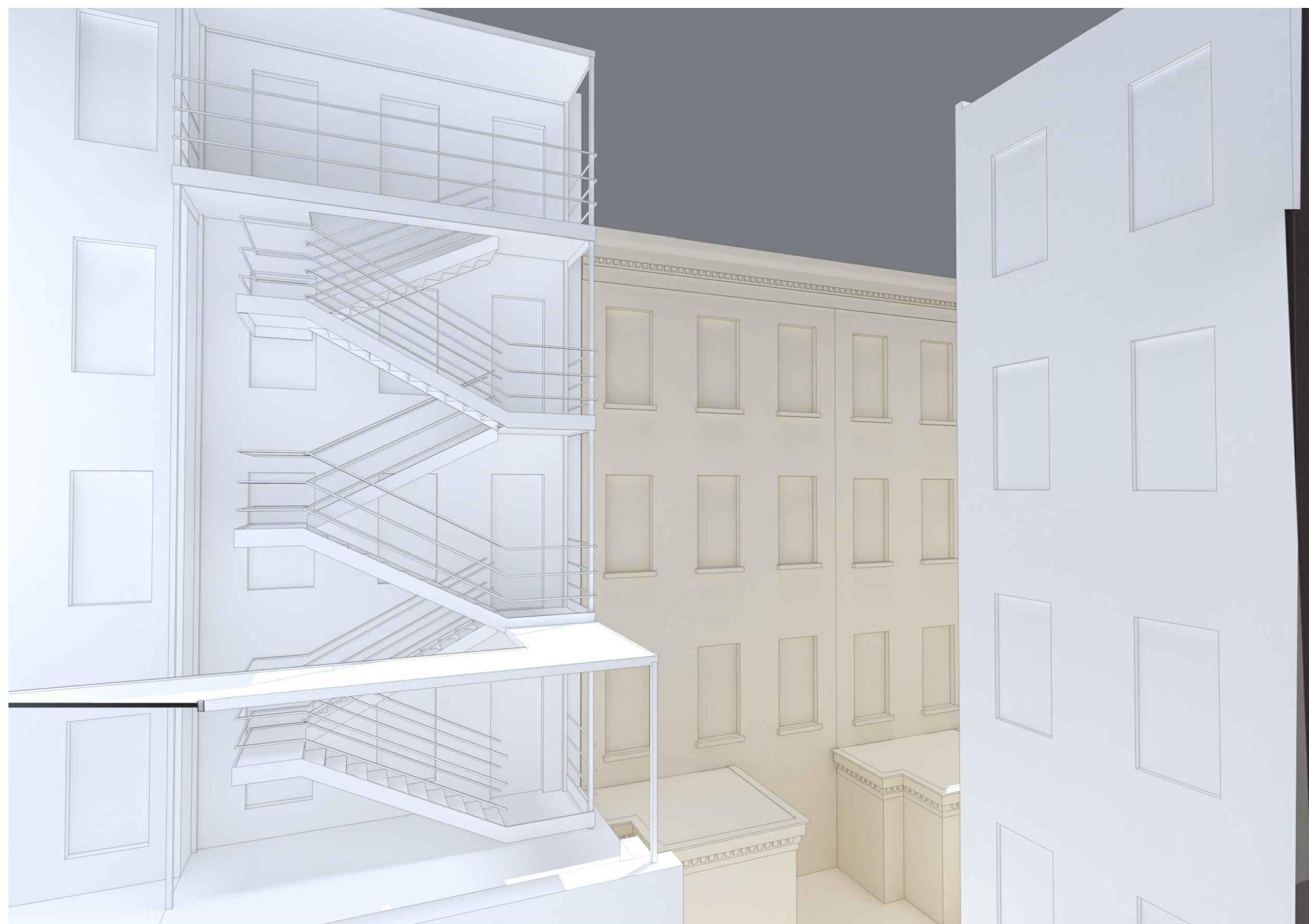
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 NTS



PROPOSED REAR BLOCK MODEL - REAR ELEVATION

2

NTS



EXISTING REAR BLOCK MODEL - REAR ELEVATION

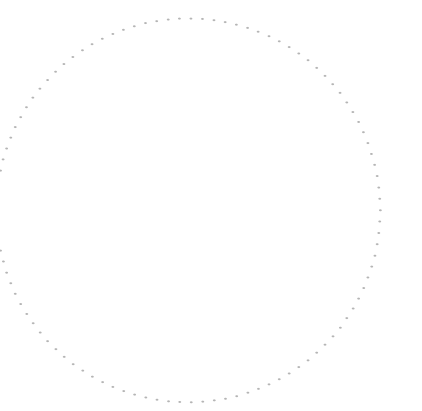
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NTS

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KEY PLAN:



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SHEET TITLE:

EXISTING AND
 PROPOSED REAR BLOCK

PROJECT NO. 23-4702

SCALE: AS NOTED

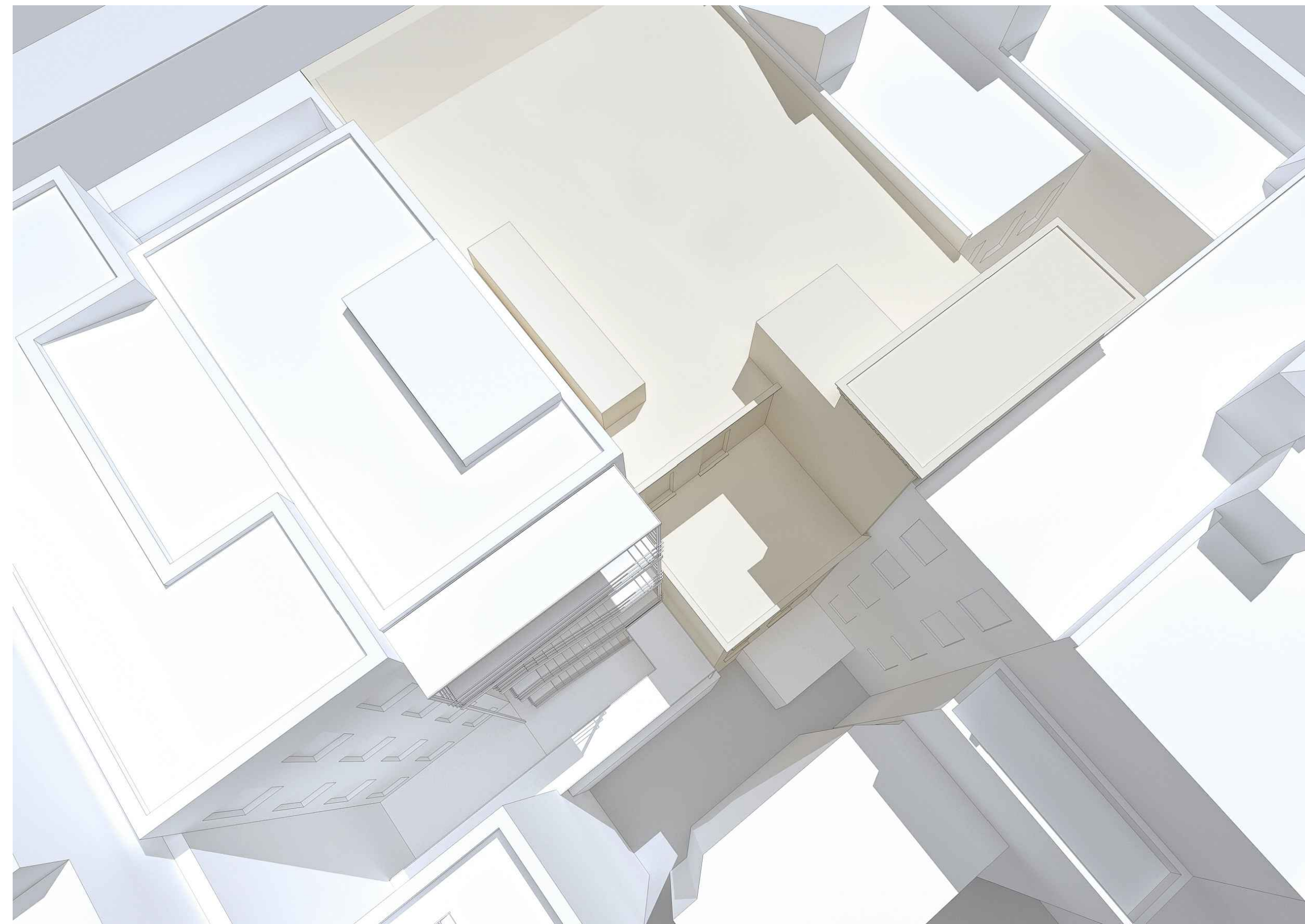
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DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

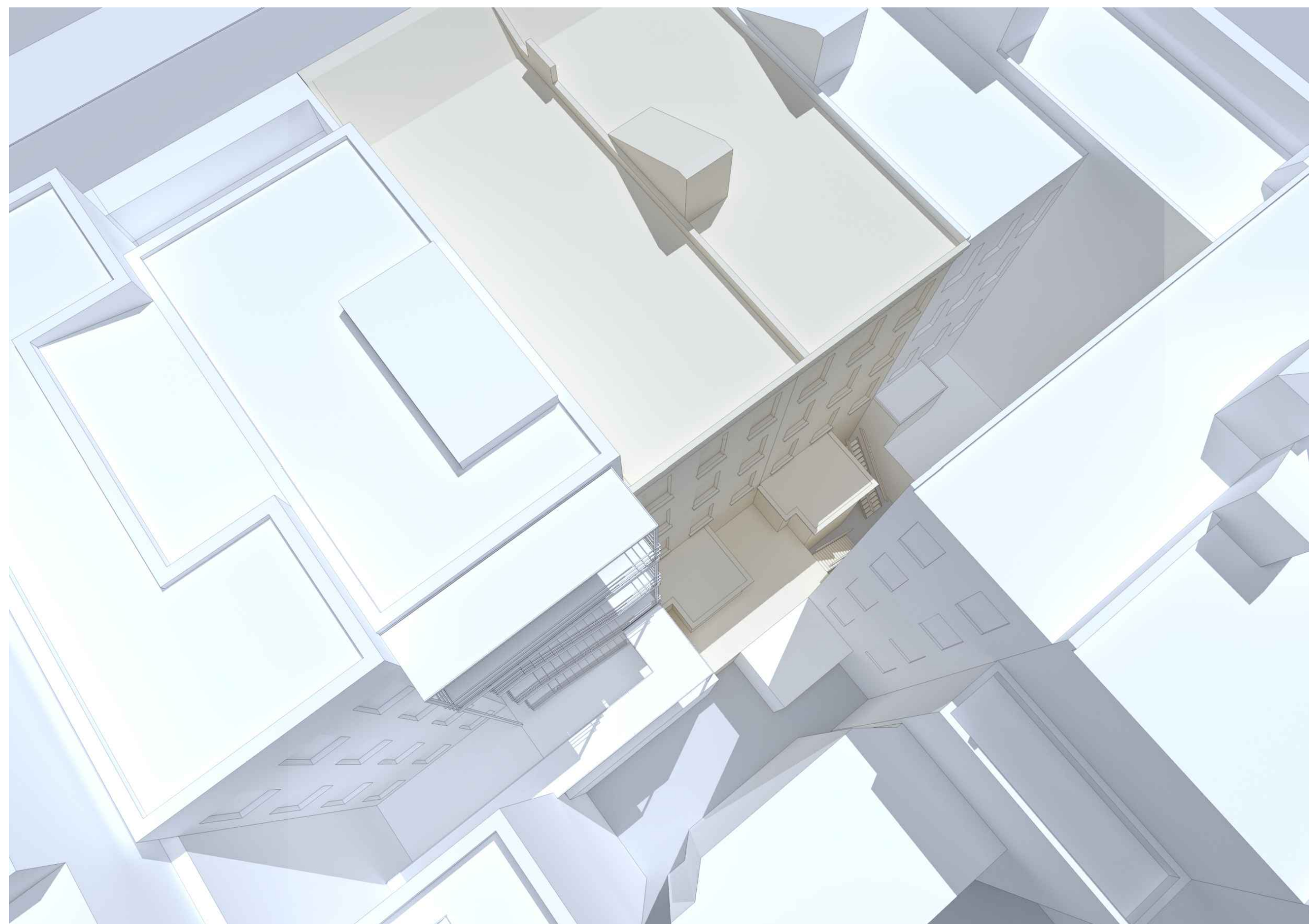
A-040.00



PROPOSED REAR BLOCK MODEL - AERIAL VIEW

2

NTS



EXISTING REAR BLOCK MODEL - AERIAL VIEW

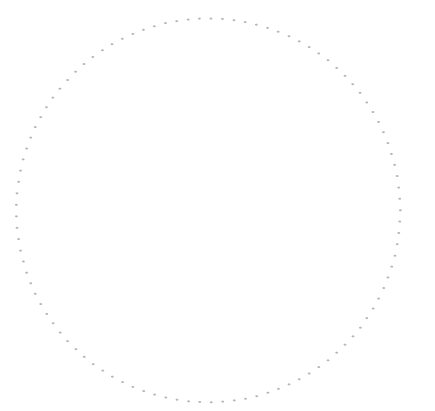
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KEY PLAN:



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SHEET TITLE:

EXISTING AND
 PROPOSED REAR BLOCK

PROJECT NO. 23-4702

SCALE: AS NOTED

DATE: 01/08/25

DRAWN BY: AM

REVIEWED BY: JW

SHEET NO.

A-041.00

January 14, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 7, LPC-25-05644

**694-696 Madison Avenue – Upper East Side Historic District
Borough of Manhattan**

To testify virtually, please join Zoom

Webinar ID: 160 438 4285

Passcode: 075152

By Phone: 646-558-8656 (NY)

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