

January 28, 2025
Public Hearing

The current proposal is:

Preservation Department – Item 8, LPC-25-06122

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

To testify virtually, please join Zoom

Webinar ID: 160 421 5942

Passcode: 889149

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.

Sotheby's
945 Madison Ave

January 28, 2025

Landmarks Preservation Commission

Executive / Preservation Architect

Design Consultant

PBDW ARCHITECTS

HERZOG & DEMEURON



Corner of 75th Street & Madison Ave.- 1978

Photograph by: Ezra Stoller



Madison Ave. - circa 1970s

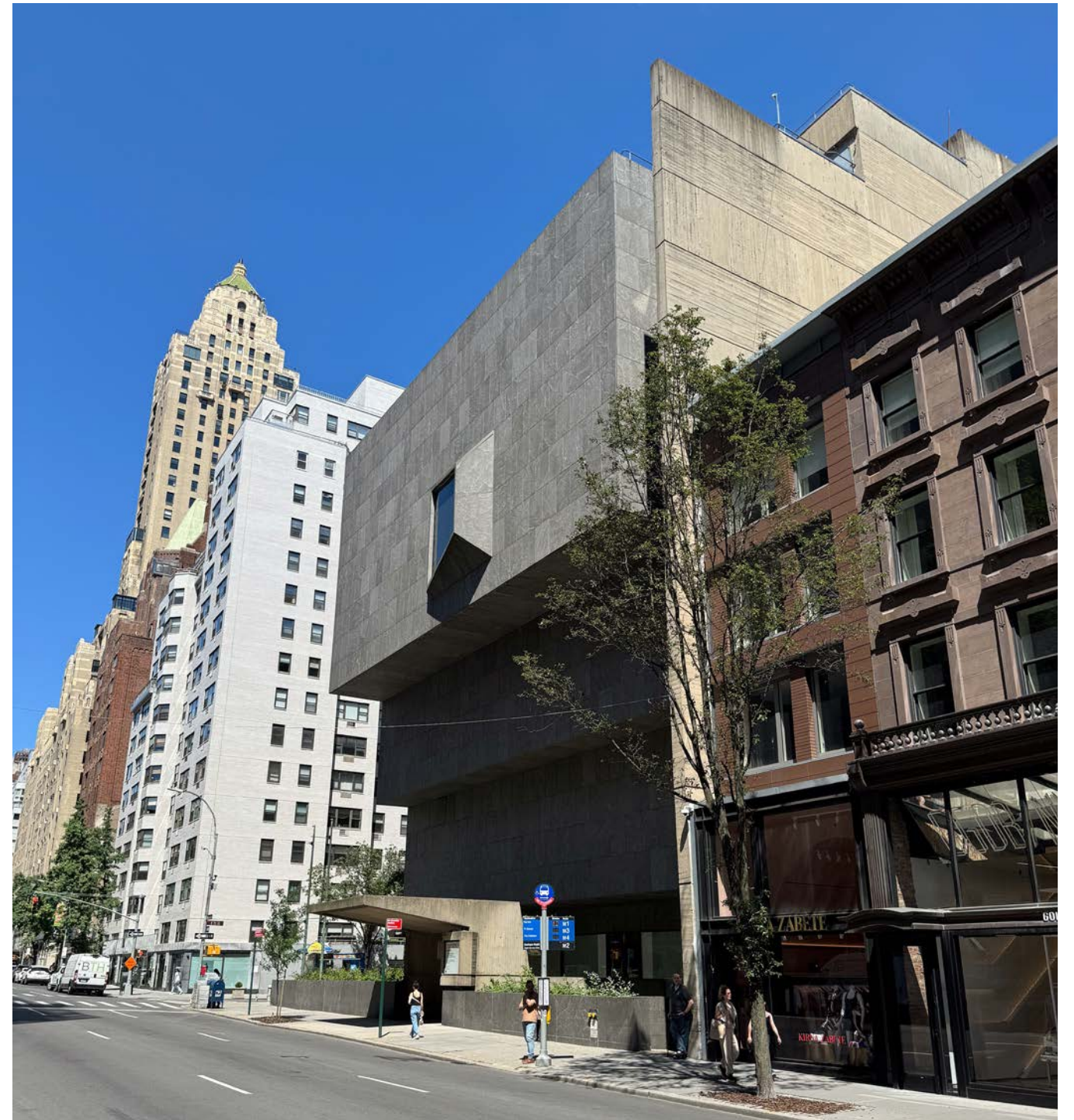
Photograph by: Whitney Museum of American Art - Marcel Breuer Digital Archive

945 Madison Avenue



Corner of 75th Street & Madison Ave. - 2024

Photograph by: PBDW Architects



Approach on Madison Ave. - 2024

Photograph by: PBDW Architects

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0. Introduction

945 Madison Avenue



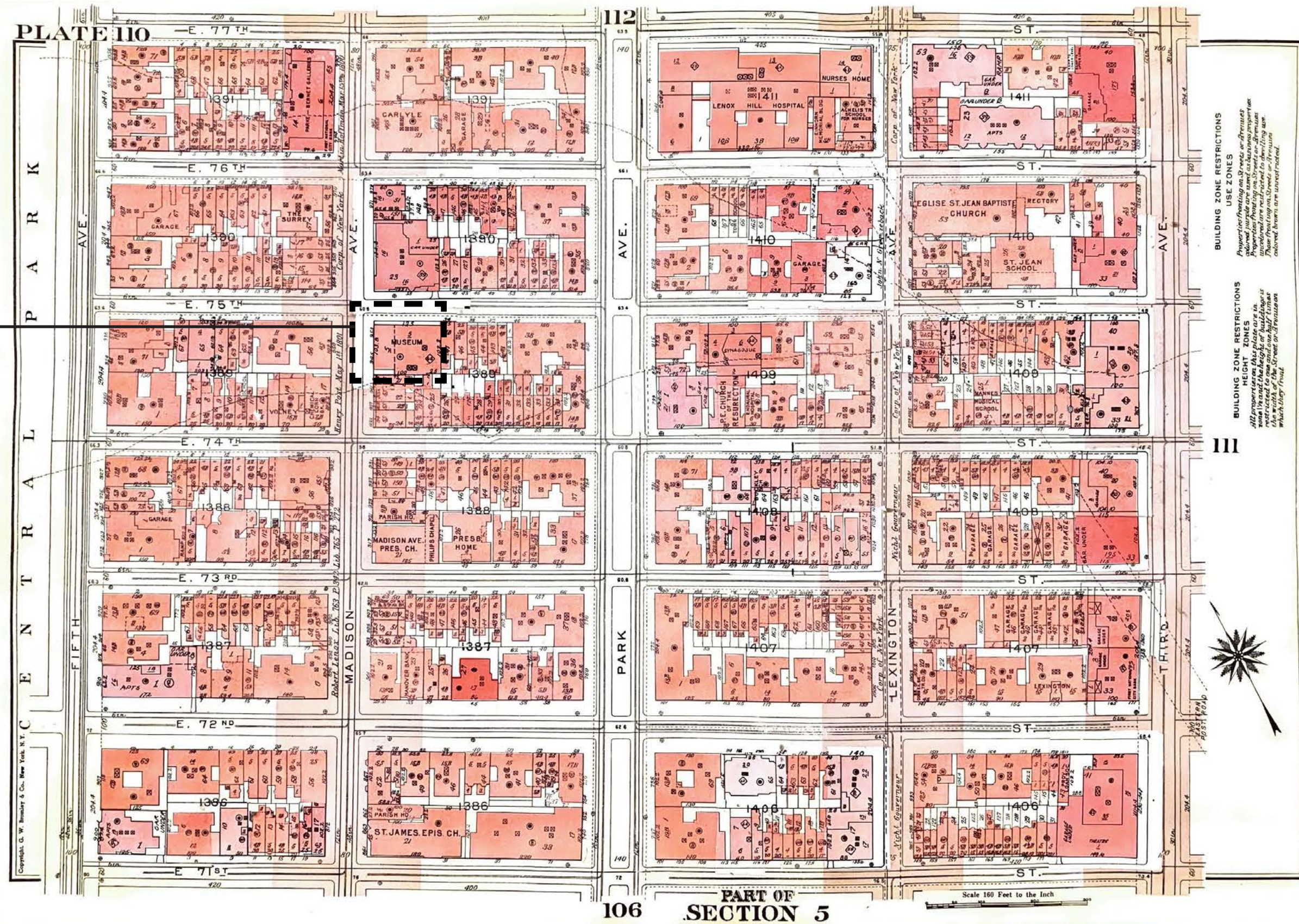
Aerial view of site



Site Plan

1967 Sanborn Map

945 MADISON AVE



BUILDING ZONE RESTRICTIONS
USE ZONES
Properties fronting on streets or avenues
Properties fronting on streets or avenues
These frontages on streets or avenues
enclosed herein are unreserved.

BUILDING ZONE RESTRICTIONS
HEIGHT ZONES
All properties on this plate are in
zone 1 1/2 and the height of buildings is
limited to one and one-half times
the width of the lot or street or avenue on
which they front.

PLATE 110

111

106 PART OF SECTION 5

Neighborhood Context

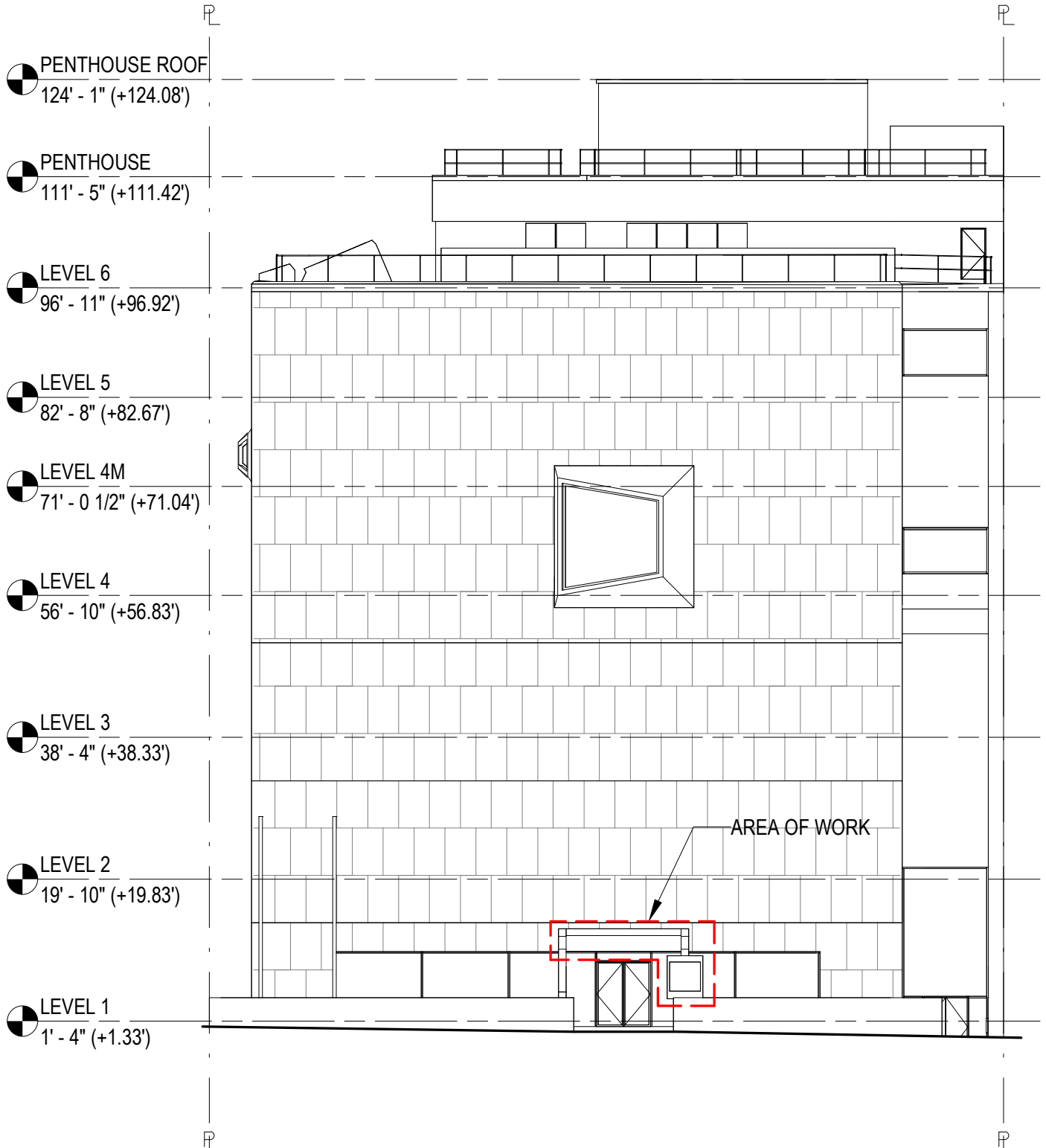


Madison Avenue Context

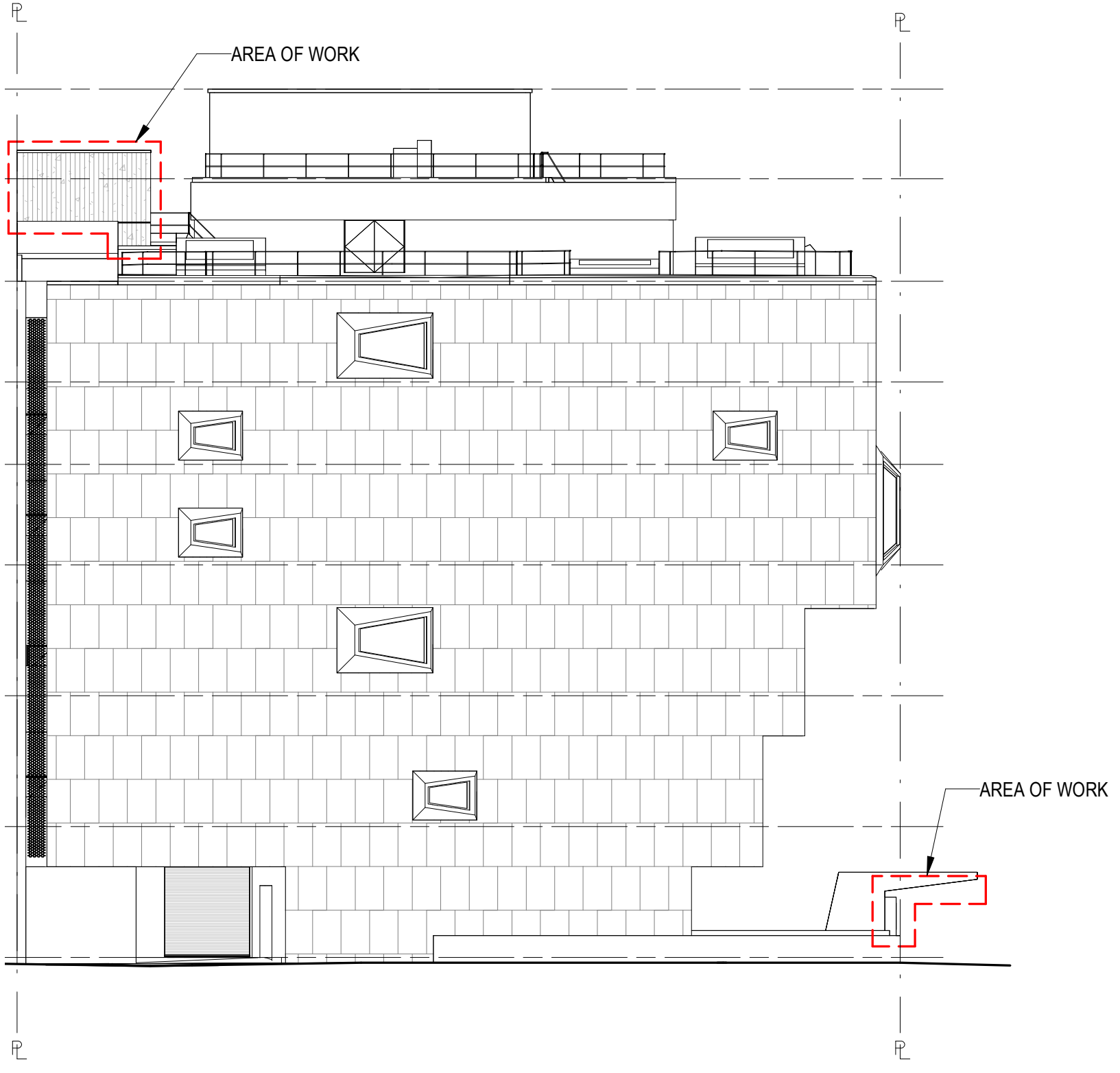


75th Street Context

Exterior Elevations



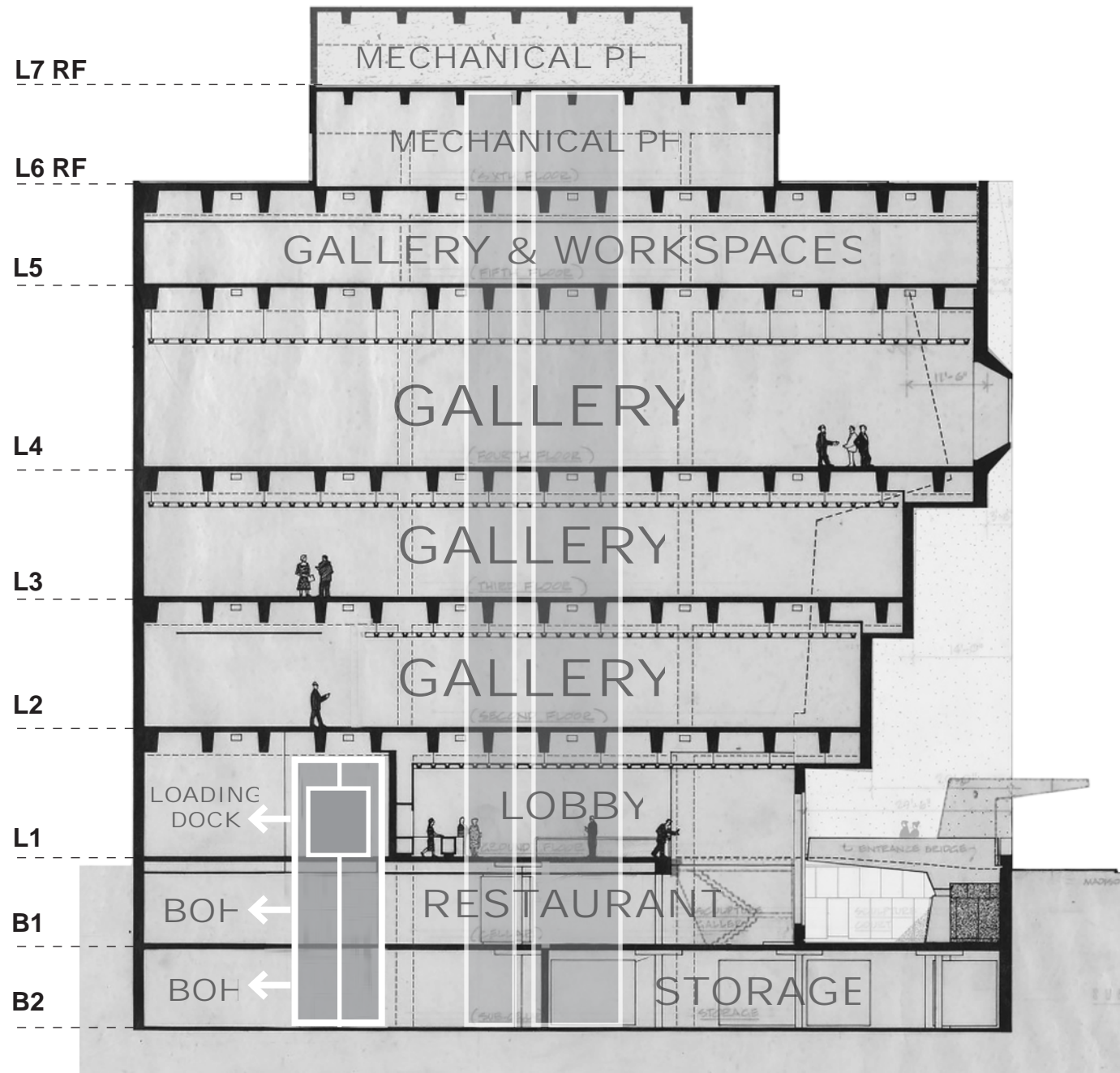
Proposed South Elevation



Proposed East Elevation

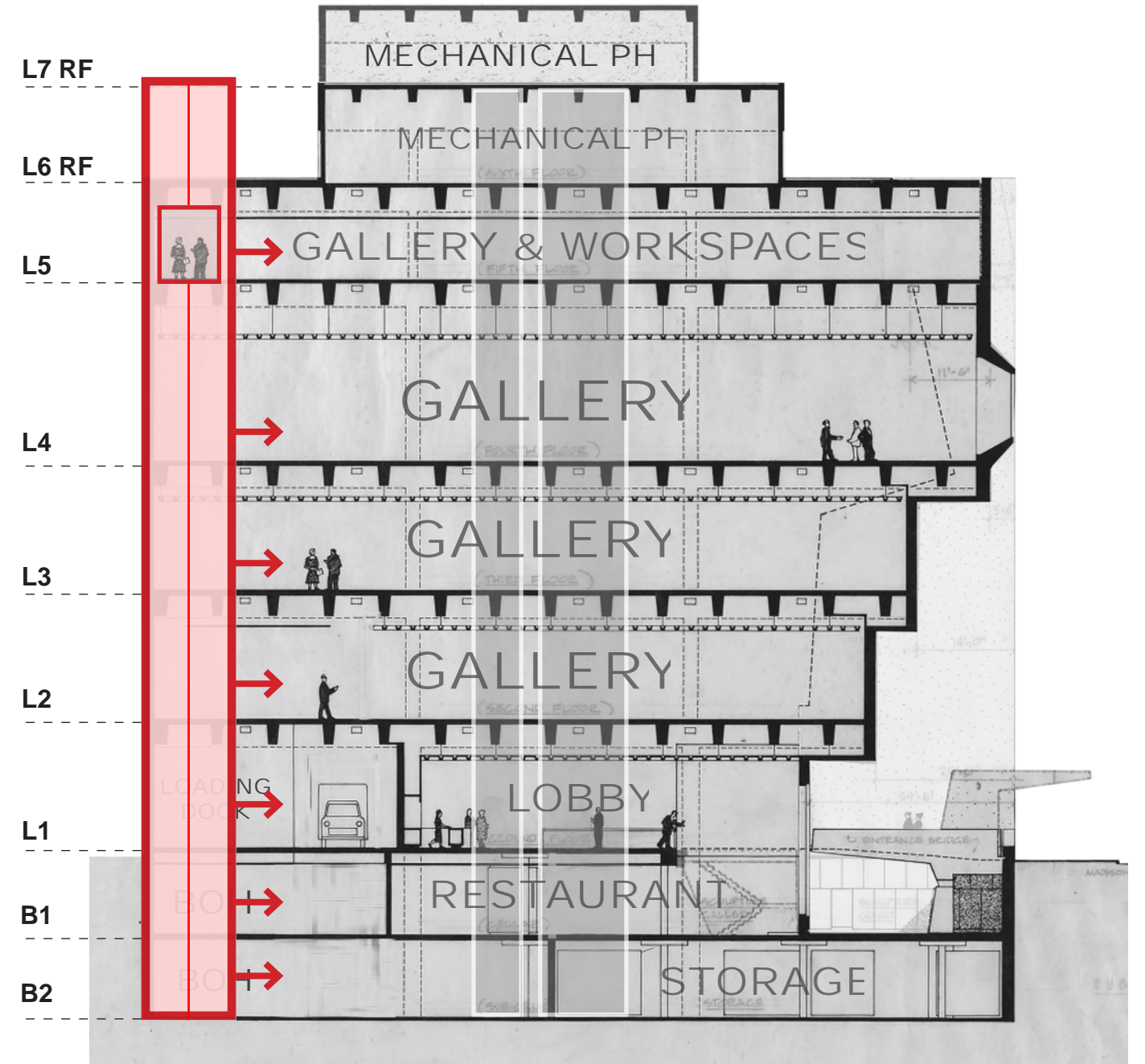
1. Elevator Bulkhead at Roof

Building Proposal



East-West Section of Existing Building

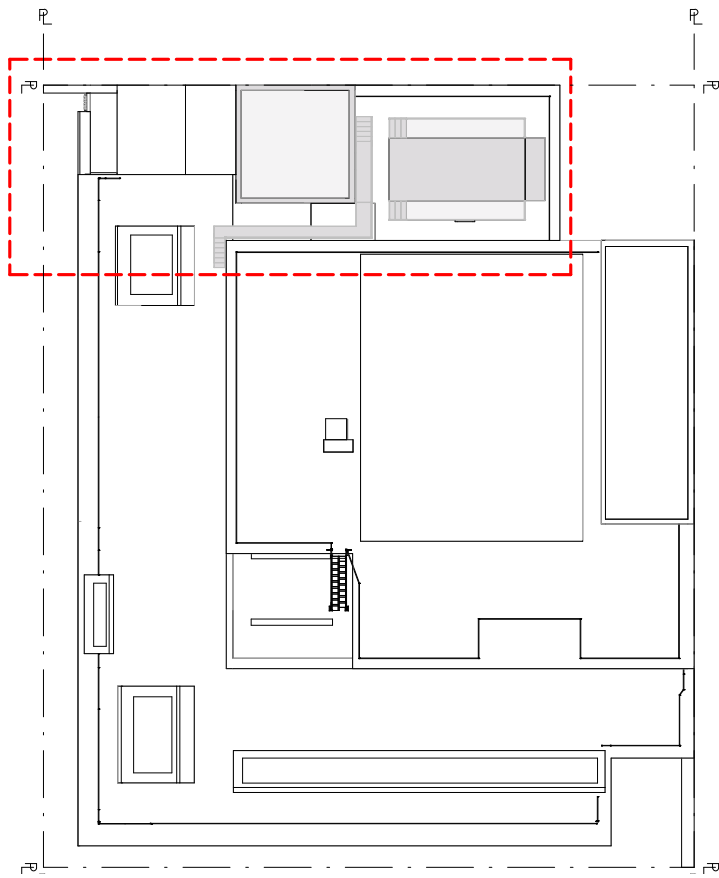
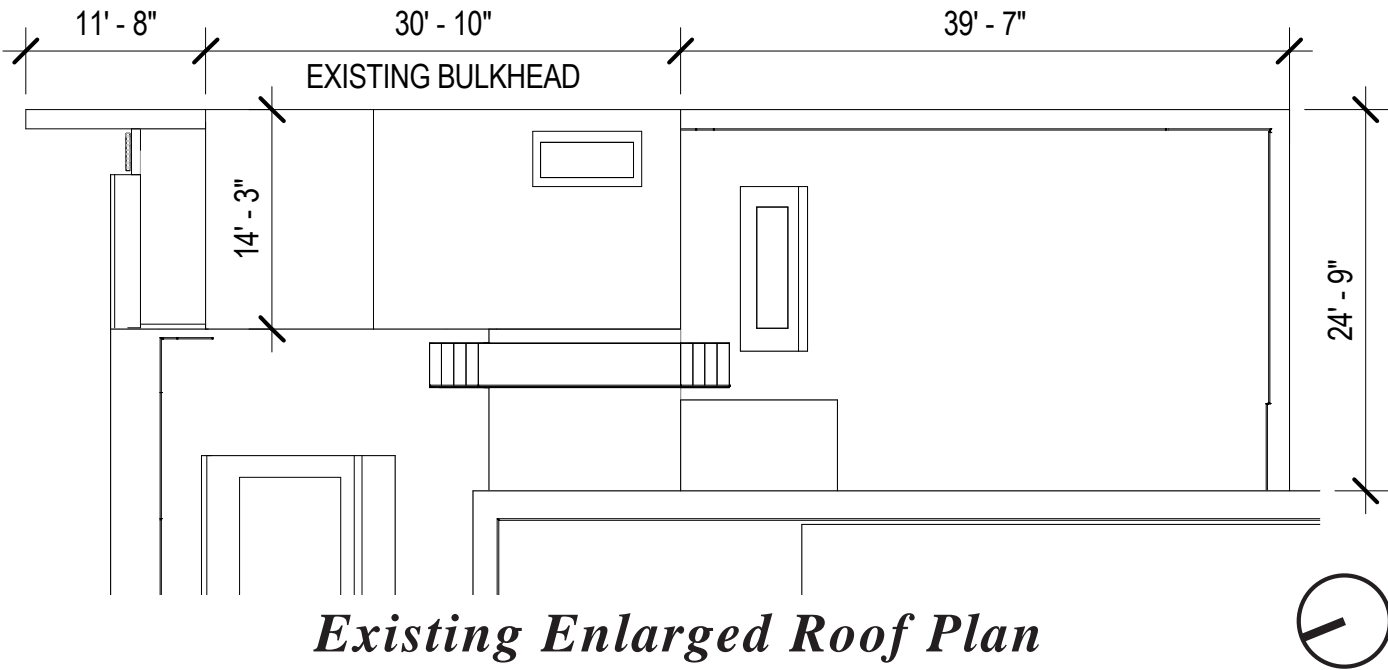
In the existing building, there are two elevators for the visitors, reaching all gallery levels. The existing freight elevator goes from the ground floor to the two cellar floors.



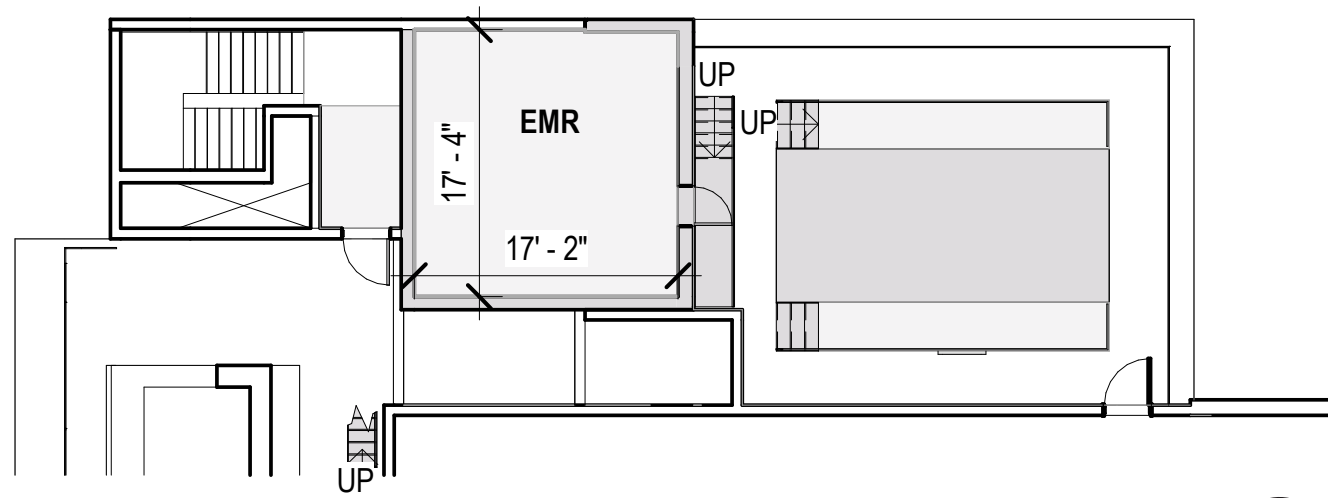
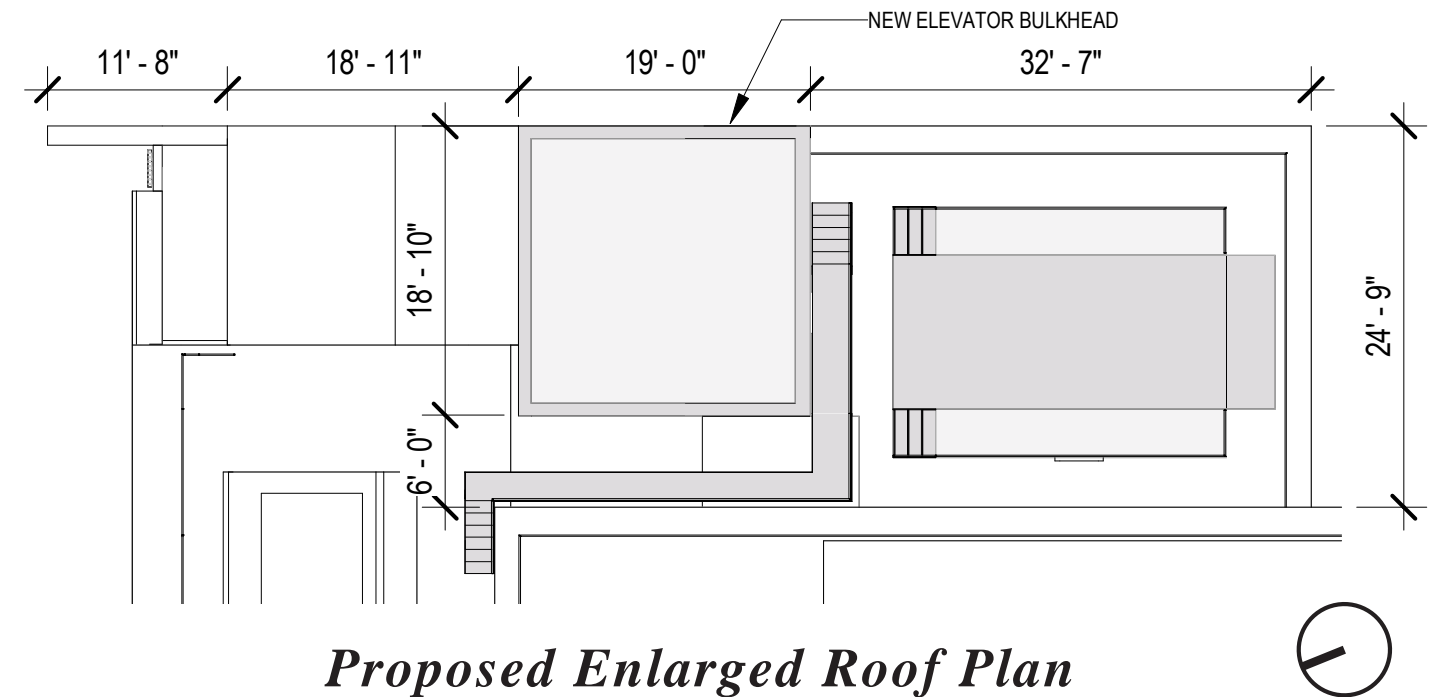
East-West Section of proposal

Compared to a typical museum where exhibitions are changed every 3-4 months, an auction house has a much faster exhibition turnover of weekly or daily rate, requiring a new freight elevator that reaches all gallery levels.

Roof Plans

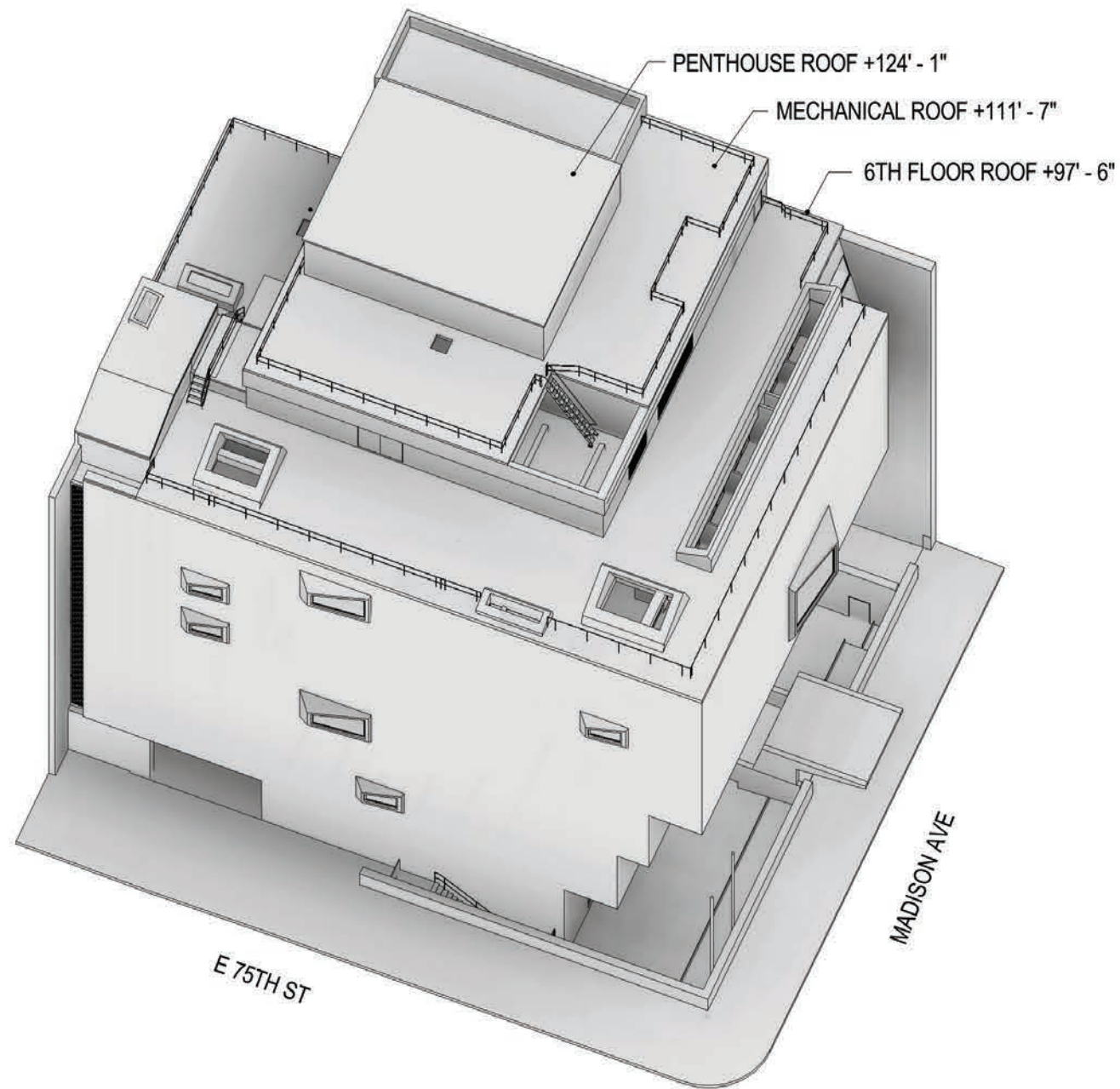


Proposed Roof Key Plan

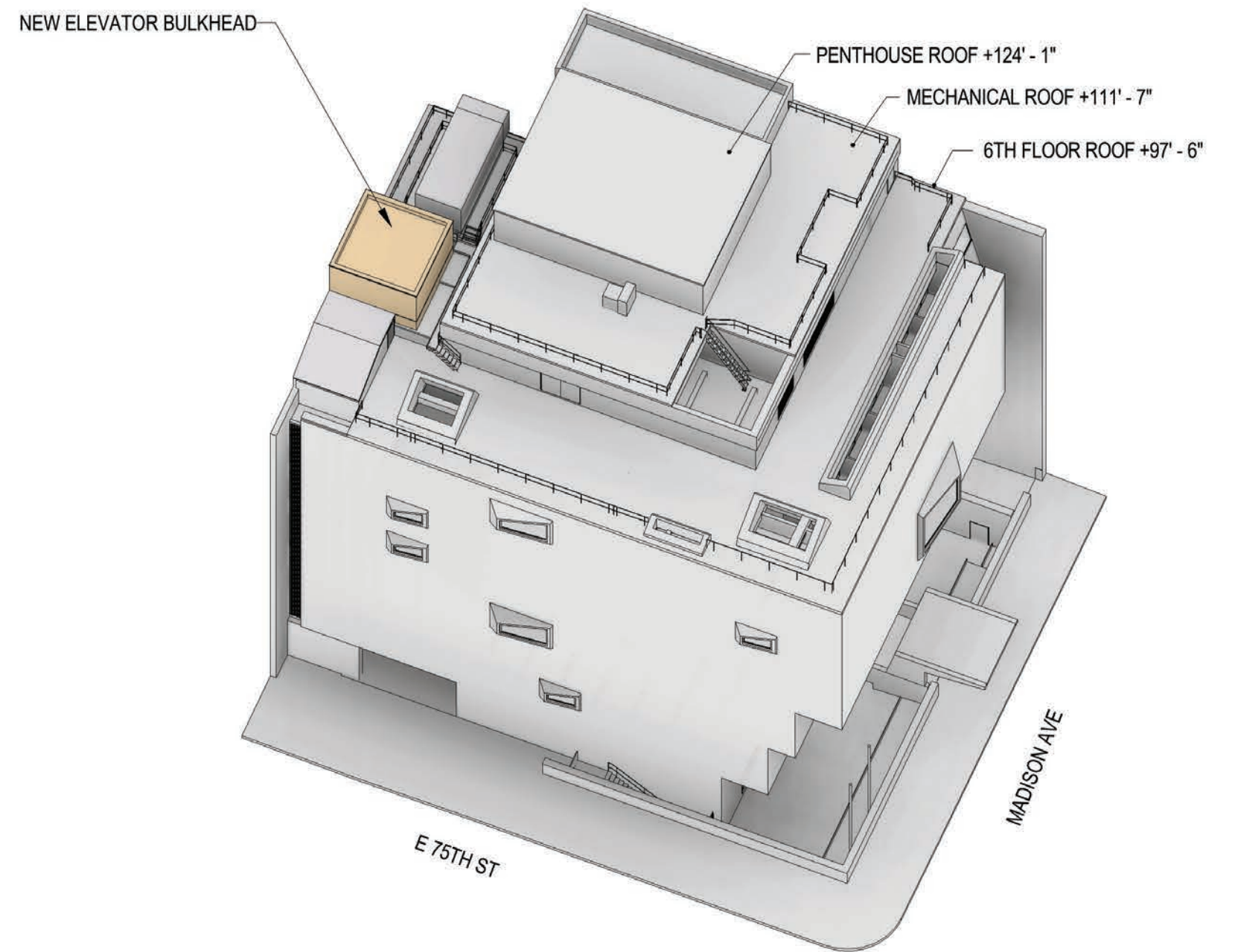


Proposed Level 6 Plan

Roof Axon Diagrams

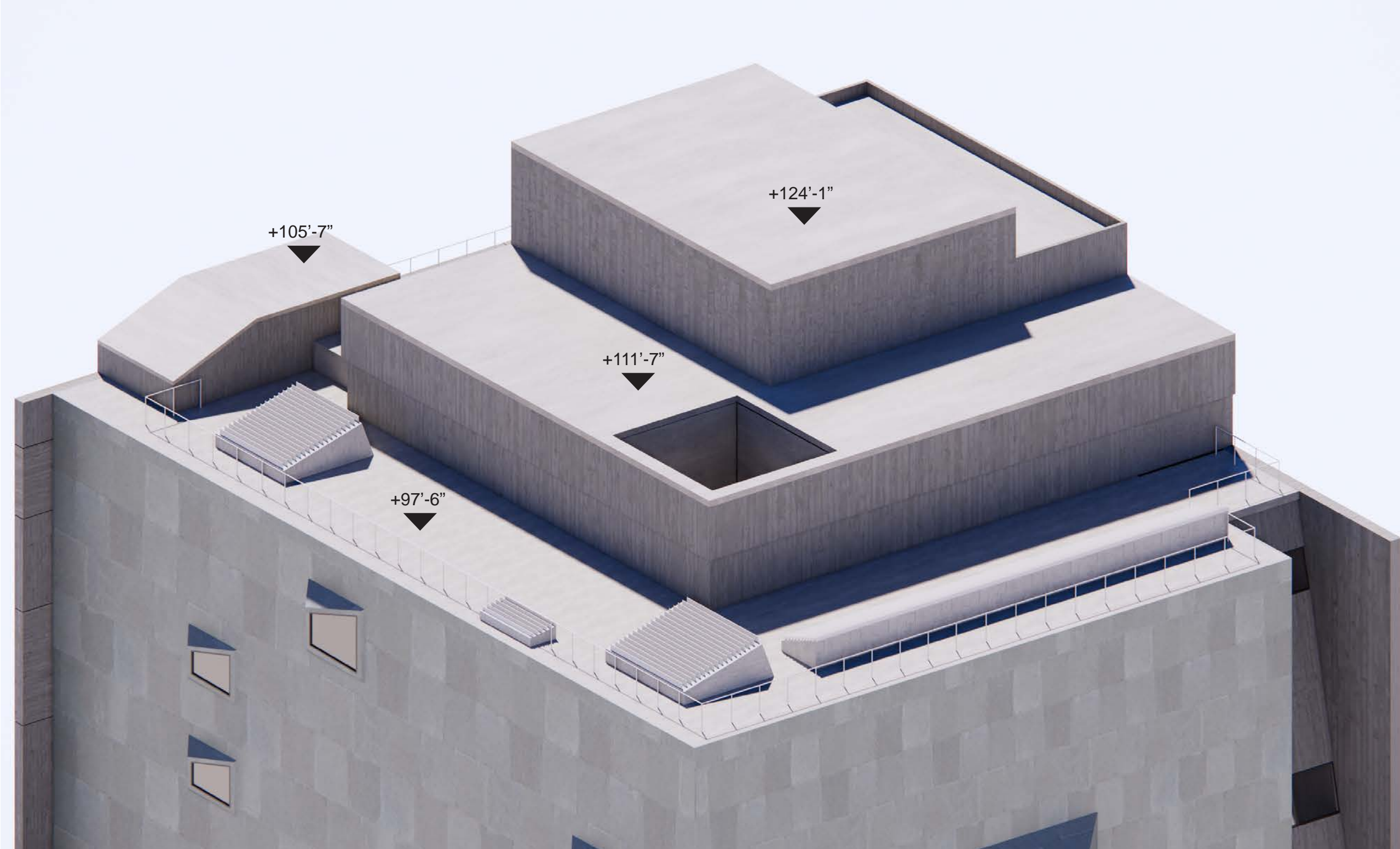


Existing Roof Axonometric Diagram

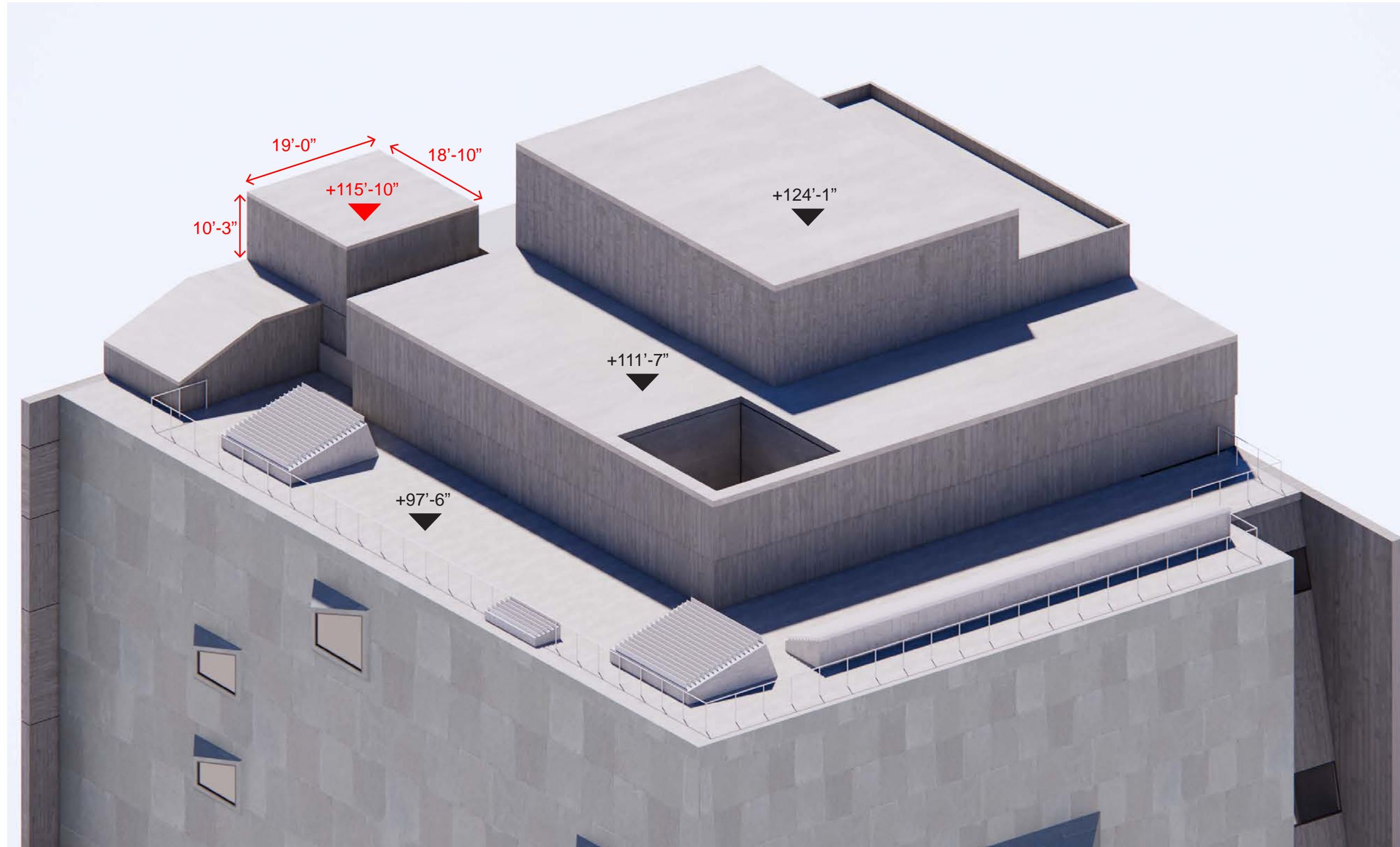


Proposed Roof Axonometric Diagram

Rendering of Existing L6 Mechanical Roof



Rendering of Proposed L6 Mechanical Roof



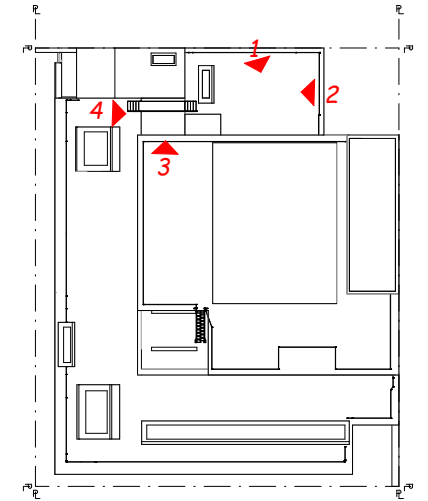
Existing Conditions: L6 Roof



1: Mechanical bulkhead elevation (facing west)
 Photograph by: Herzog & DeMeuron



2: Stair bulkhead (facing north)
 Photograph by: Herzog & DeMeuron



Key Plan 



4: Stair bulkhead + bridged connection to mechanical penthouse (facing south)
 Photograph by: Herzog & DeMeuron



3: Stair bulkhead (facing east)
 Photograph by: Herzog & DeMeuron

Elevator Bulkhead Visibility - Madison Avenue



View from Madison Ave and 76th St. (facing south)
Photograph by: PBDW Architects



View from Madison Ave between 75th St. and 76th St. (facing south)
Photograph by: PBDW Architects



View from Madison Ave between 75th St. and 76th St. (facing south)
Photograph by: LPC



View from Madison Ave and 75th St. (facing southeast)
Photograph by: PBDW Architects



View from Madison Ave and 74th St. (facing north)
Photograph by: PBDW Architects



View from Madison Ave and 73rd St. (facing north)
Photograph by: PBDW Architects

Elevator Bulkhead Visibility - 75th St.



View from 75th St. between Madison Ave. and 5th Ave. (facing SE)
Photograph by: PBDW Architects



View from 75th St. and Madison Ave (facing SE)
Photograph by: PBDW Architects



View from 75th St. between Madison Ave and Park Ave (facing south)
Photograph by: PBDW Architects



View from 75th St. between Madison Ave and Park Ave (facing SW)
Photograph by: PBDW Architects

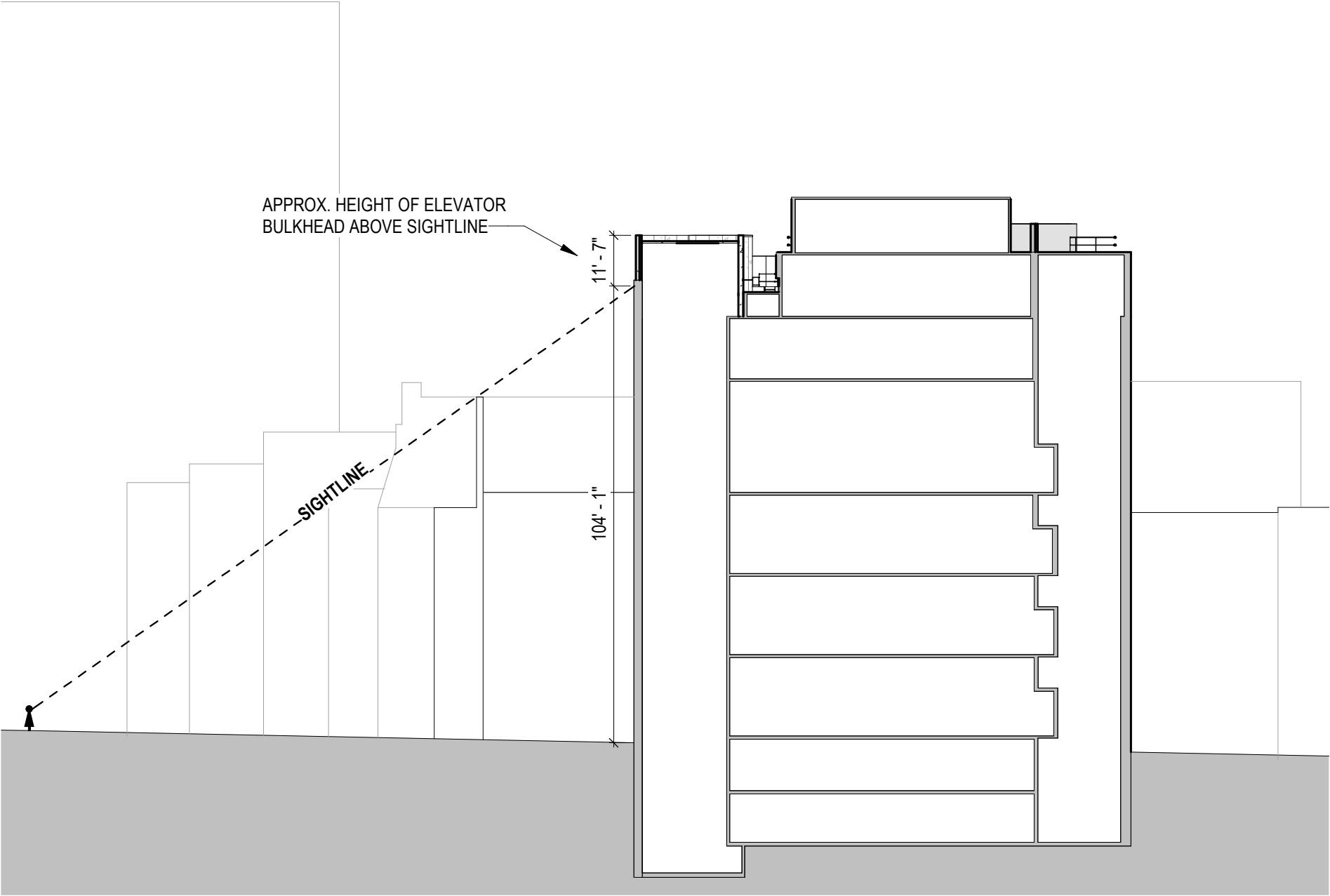
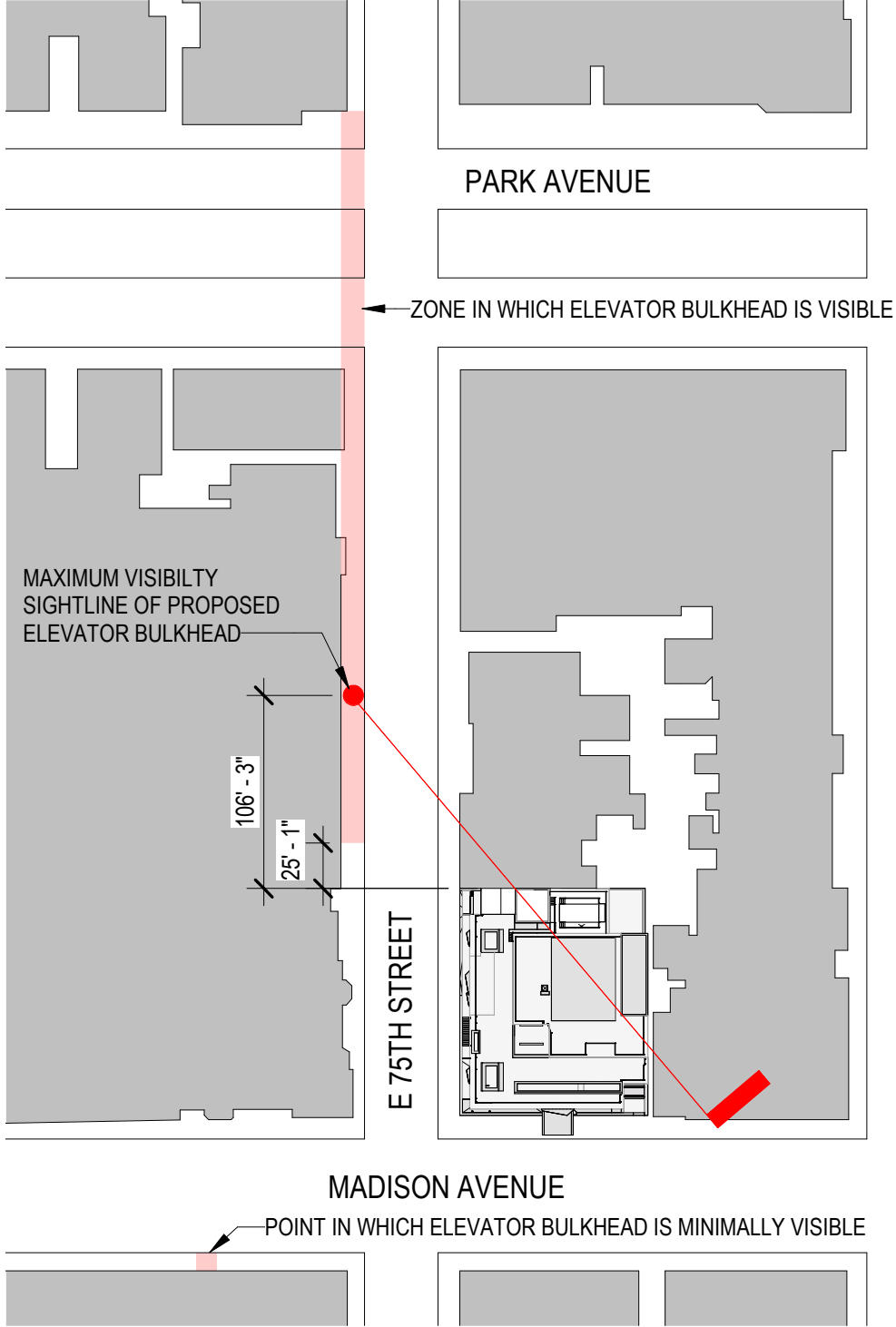


View from 75th St. between Madison Ave and Park Ave (facing SW)
Photograph by: PBDW Architects



View from 75th St. and Park Ave corner (facing SW)
Photograph by: PBDW Architects

Elevator Bulkhead Maximum Visibility



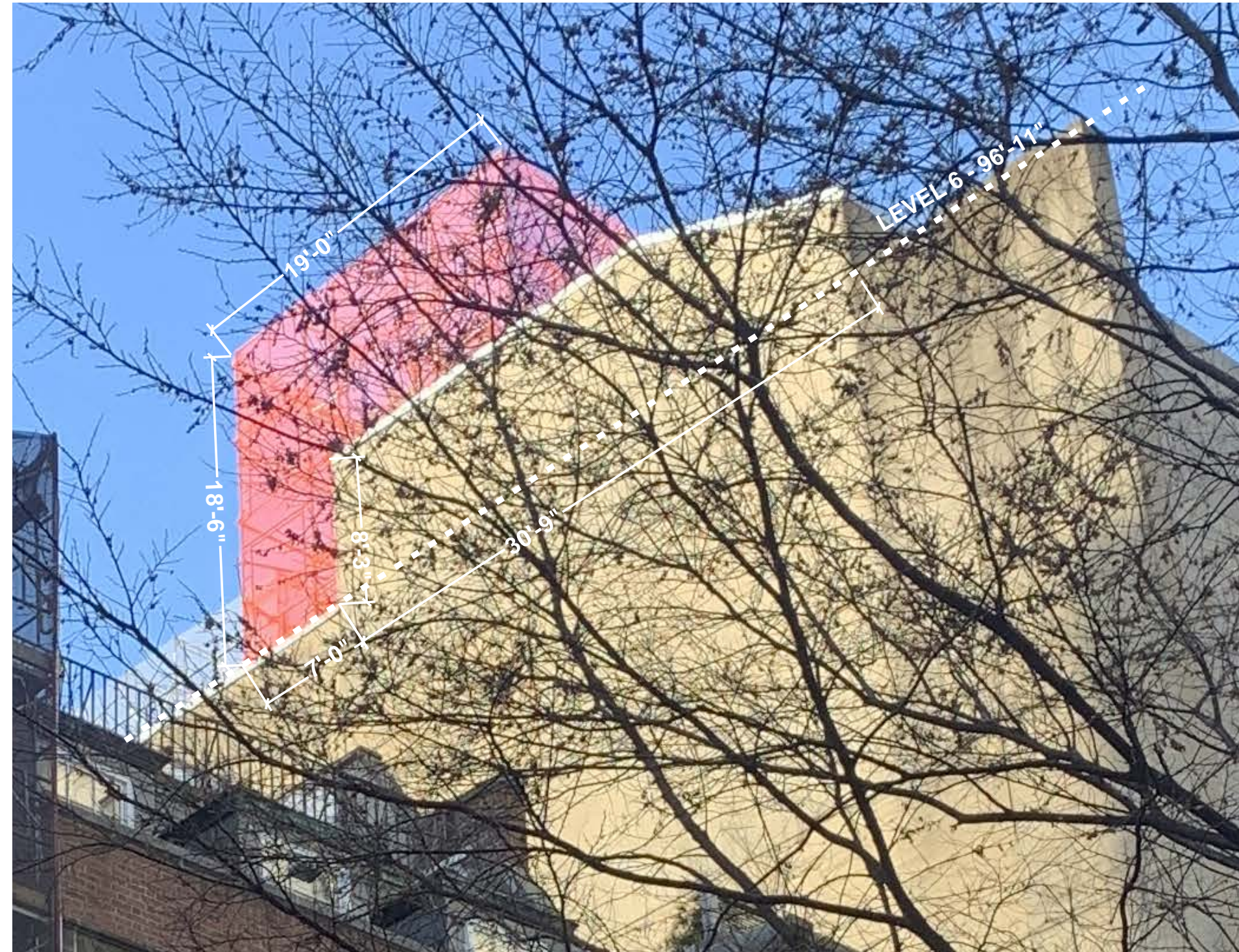
Sightline at north side of 75th street looking southwest

Key Plan 

Elevator Bulkhead Maximum Visibility



Maximum Visibility of Elevator Bulkhead from 75th Street



Enlarged Maximum Visibility of Elevator Bulkhead from 75th Street

Existing East Party Wall and Bulkhead



East party wall view from Park Ave (facing west)
Photograph by: PBDW Architects



East party wall and bulkhead from 75th St. (facing west)
Photograph by: PBDW Architects



East party wall from 75th - enlarged (facing west)
Photograph by: PBDW Architects



East party wall from 75th St (facing west)
Photograph by: PBDW Architects

Existing South Party Wall



South party wall termination (facing north)
Photograph by: PBDW Architects



South party wall (facing north)
Photograph by: PBDW Architects

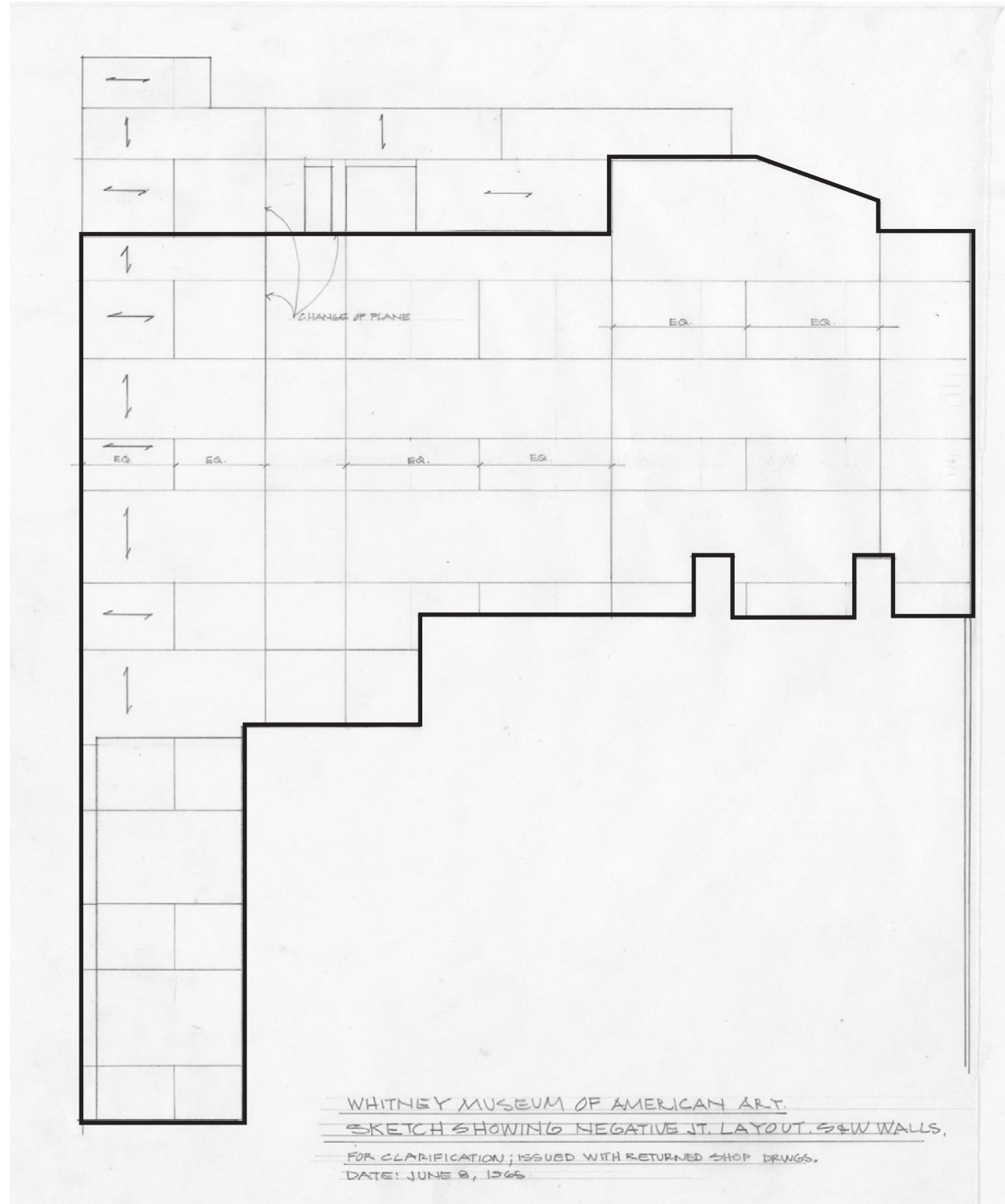


South party wall enlarged (facing north)
Photograph by: PBDW Architects



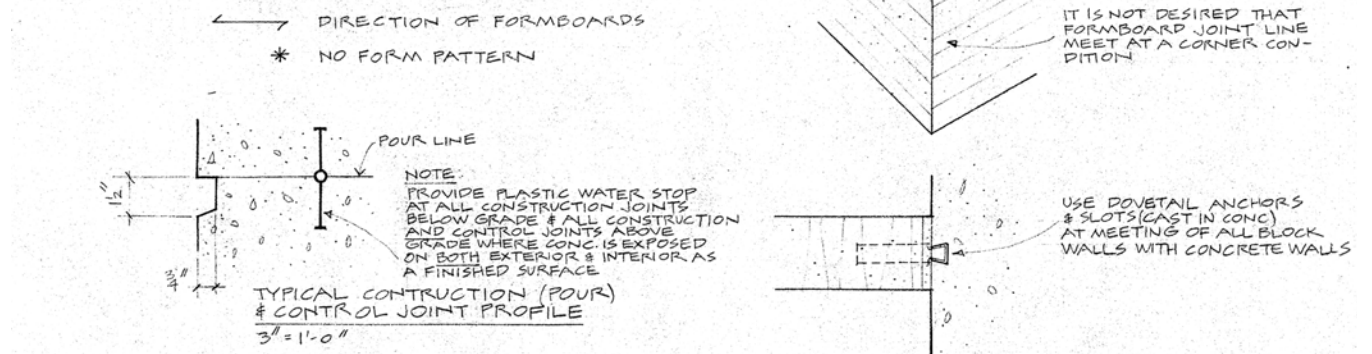
South party wall from Madison Ave (facing northeast)
Photograph by: PBDW Architects

Existing East Party Wall - Elevator Bulkhead

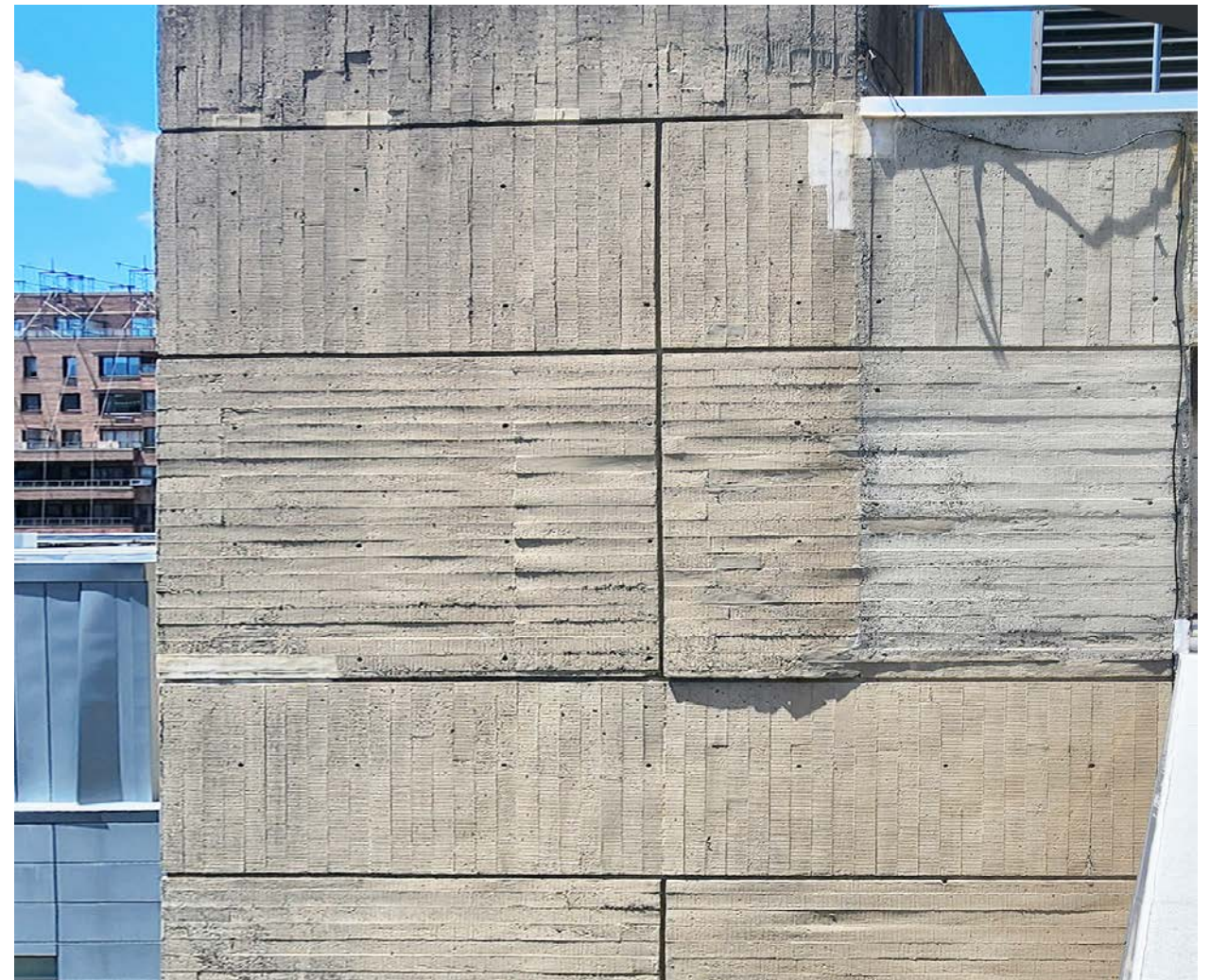


Archival Sketch Elevation of Existing East Party Wall

TYPICAL CONCRETE NOTES & DETAILS



Archival Boardform Concrete Details



Photograph of Existing Party Wall Boardform Concrete

Photograph by: Herzog & DeMeuron

Proposed Party Wall with New Elevator Bulkhead

Rendering of existing stair bulkhead



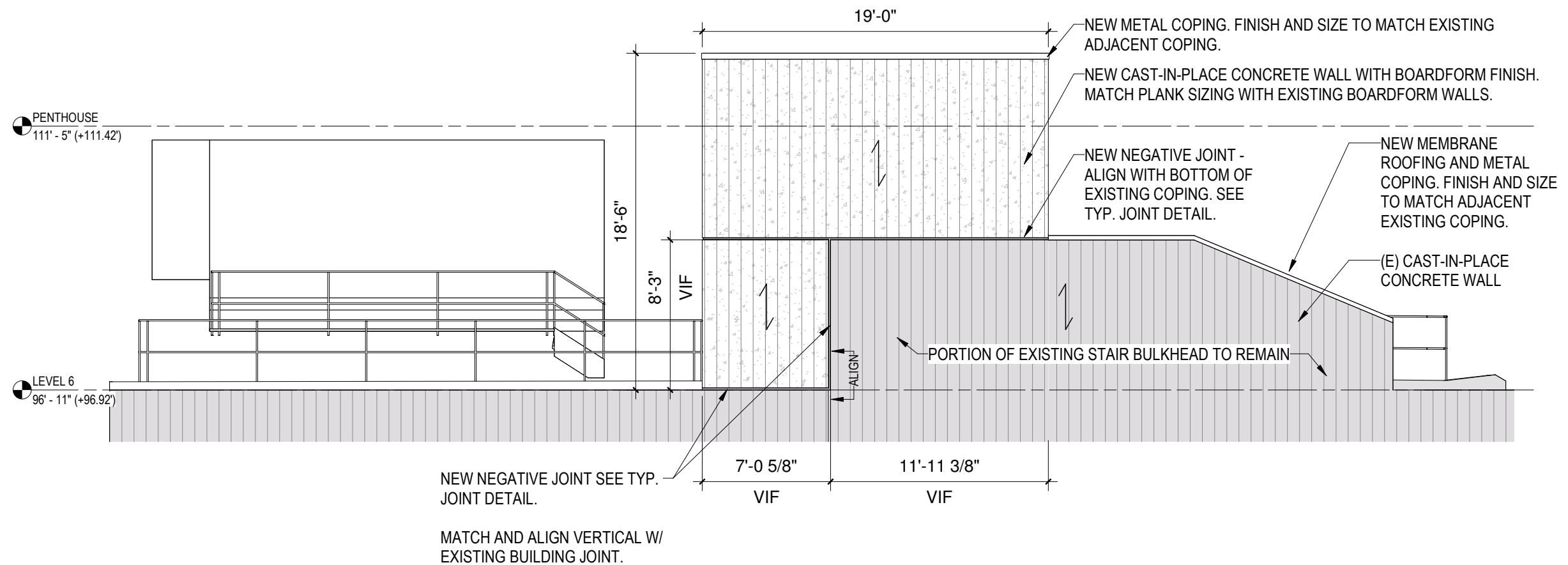
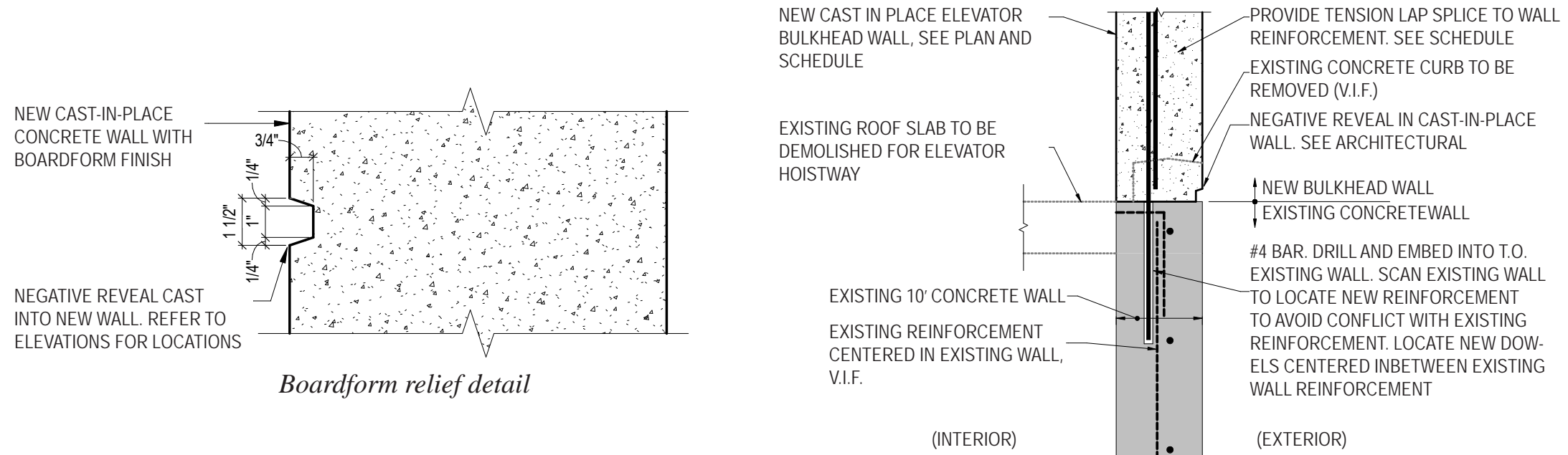
Existing board-formed concrete at the party wall to remain

Rendering of proposed elevator bulkhead



Addition of elevator bulkhead with board-formed concrete to match existing as much as possible.
Formwork orientation to be vertical - same as all typical rooftop walls
Introduce horizontal control joint aligned with top of existing stair bulkhead wall

Elevation of East Party Wall With Proposed Elevator Bulkhead



2. Entrance Lighting & Signage



Marcel Breuer Pre-construction Proposal of Entry Bridge

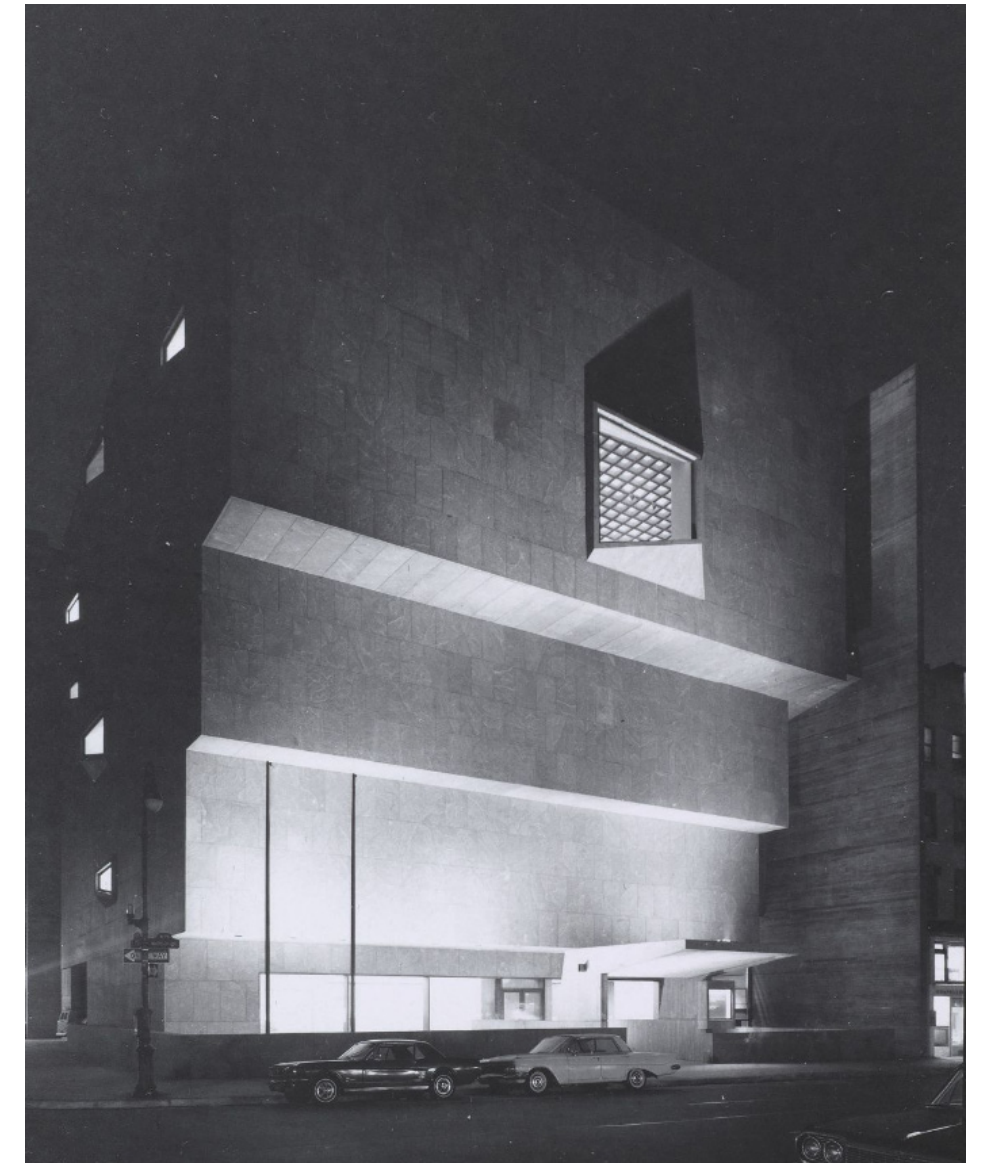
Marcel Breuer Papers, Syracuse University Library



Marcel Breuer rendering / sketch drawing of sunken sculpture garden, showing the entrance bridge



Jackie Kennedy inspecting construction and Marcel Breuer rendering / sketch drawing of entrance bridge from street



Historic photo of entrance bridge at night

Photograph by: Ezra Stoller

Entrance Lighting & Signage

View of Existing Entrance Condition



Photomontage of Proposed Entrance Condition

Polished floating metal panel within the concrete recess,
reflective finish to gently catch the surrounding light & color



Source: AIA New York 'The Met Breuer Restoration' May 16, 2018
<https://www.aiany.org/architecture/featured-projects/view/the-met-breuer-restoration/>
Photograph by: Beyer Blinder Belle

Entrance Canopy & Lighting

View of Existing Entrance Condition



Photomontage of Proposed Entrance Condition



Metal notes in Breuer Building

Breuer Building Lobby Details



Bronze stair handrail



Bronze plaque



Bronze inserted access panel



Bronze trim around doors



Bronze door frame at entry

Concrete Recesses & Inserts within Breuer Building

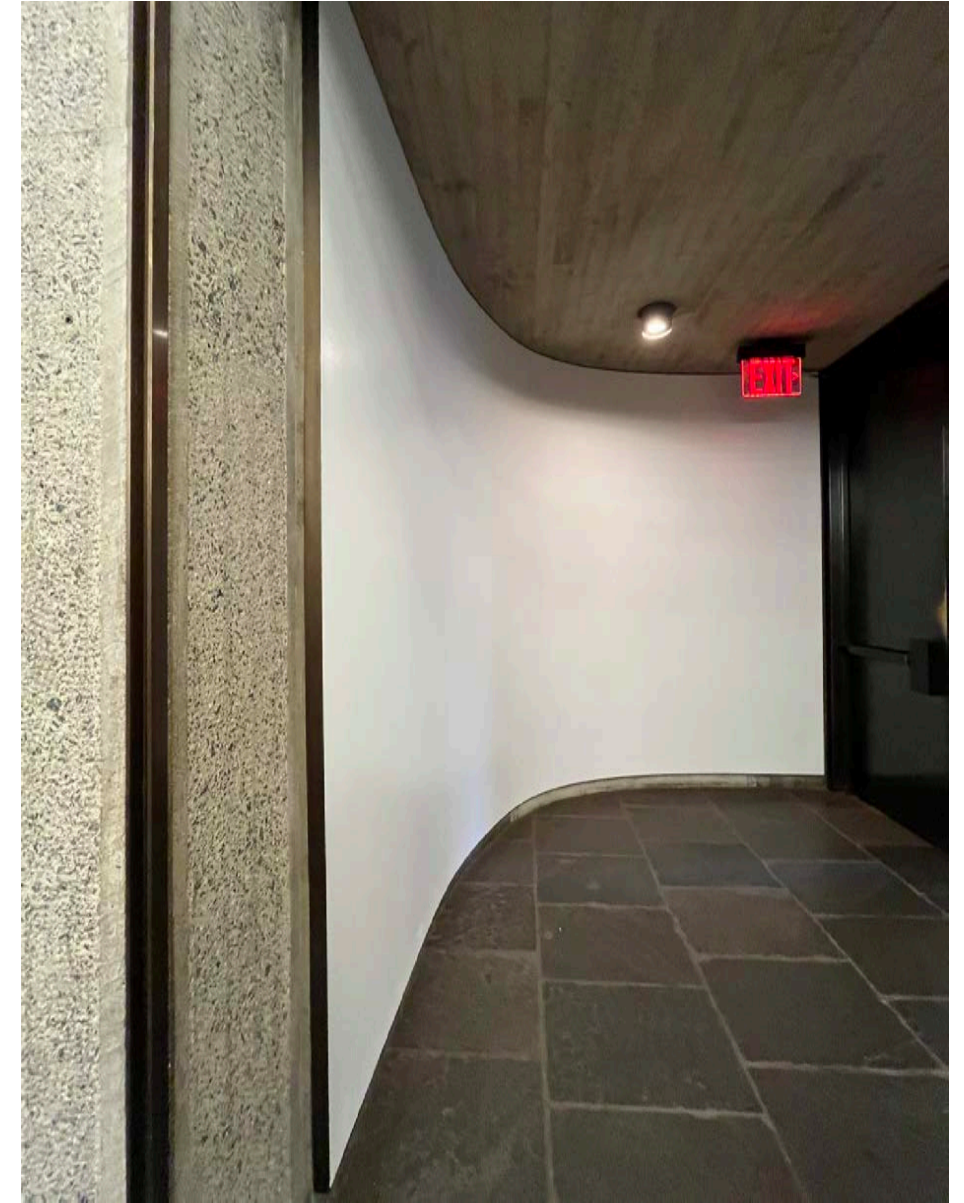
Using the recessed concrete area to insert objects for specific use



Light fixture insert at stairs



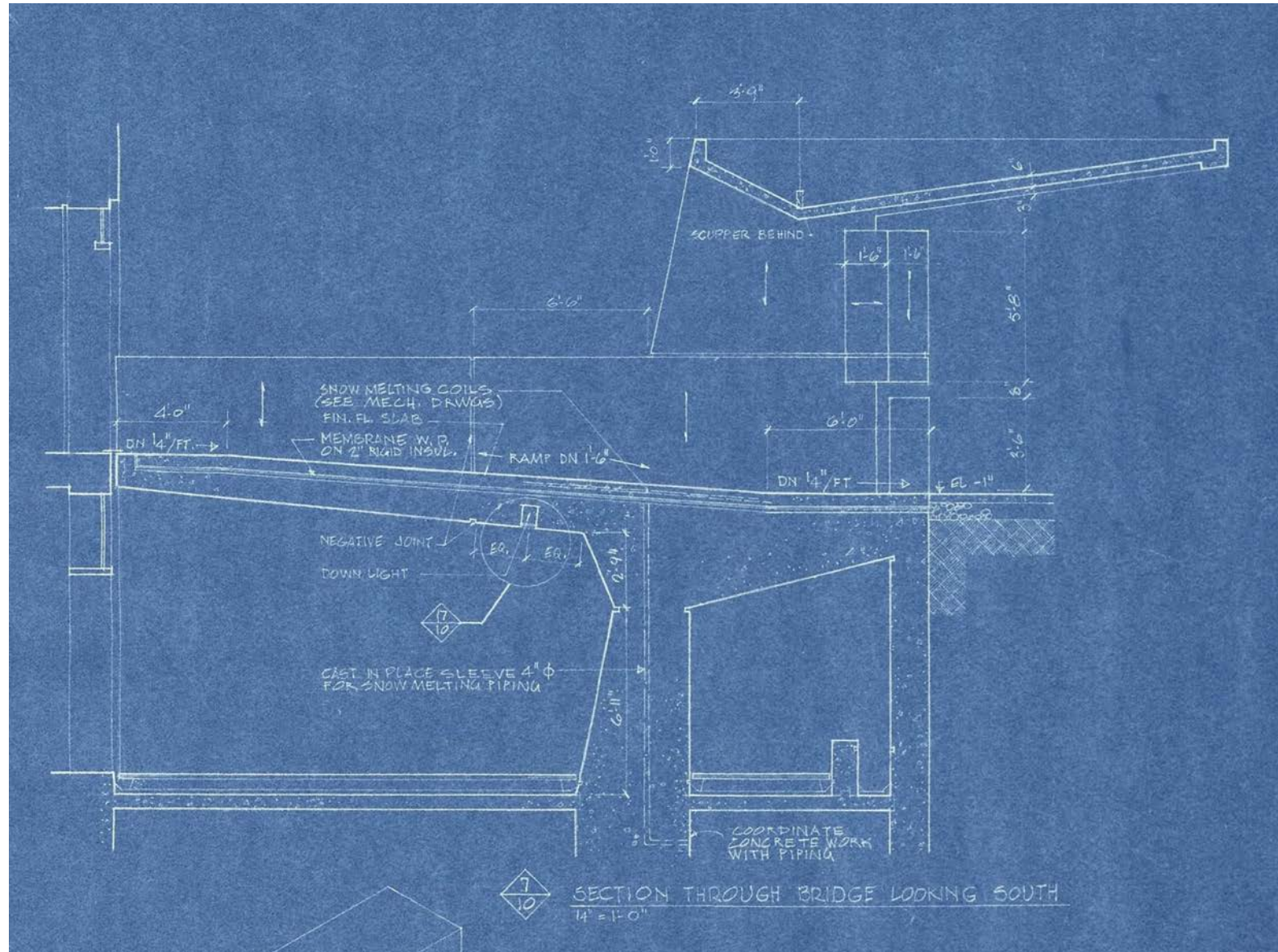
Clock insert at lobby



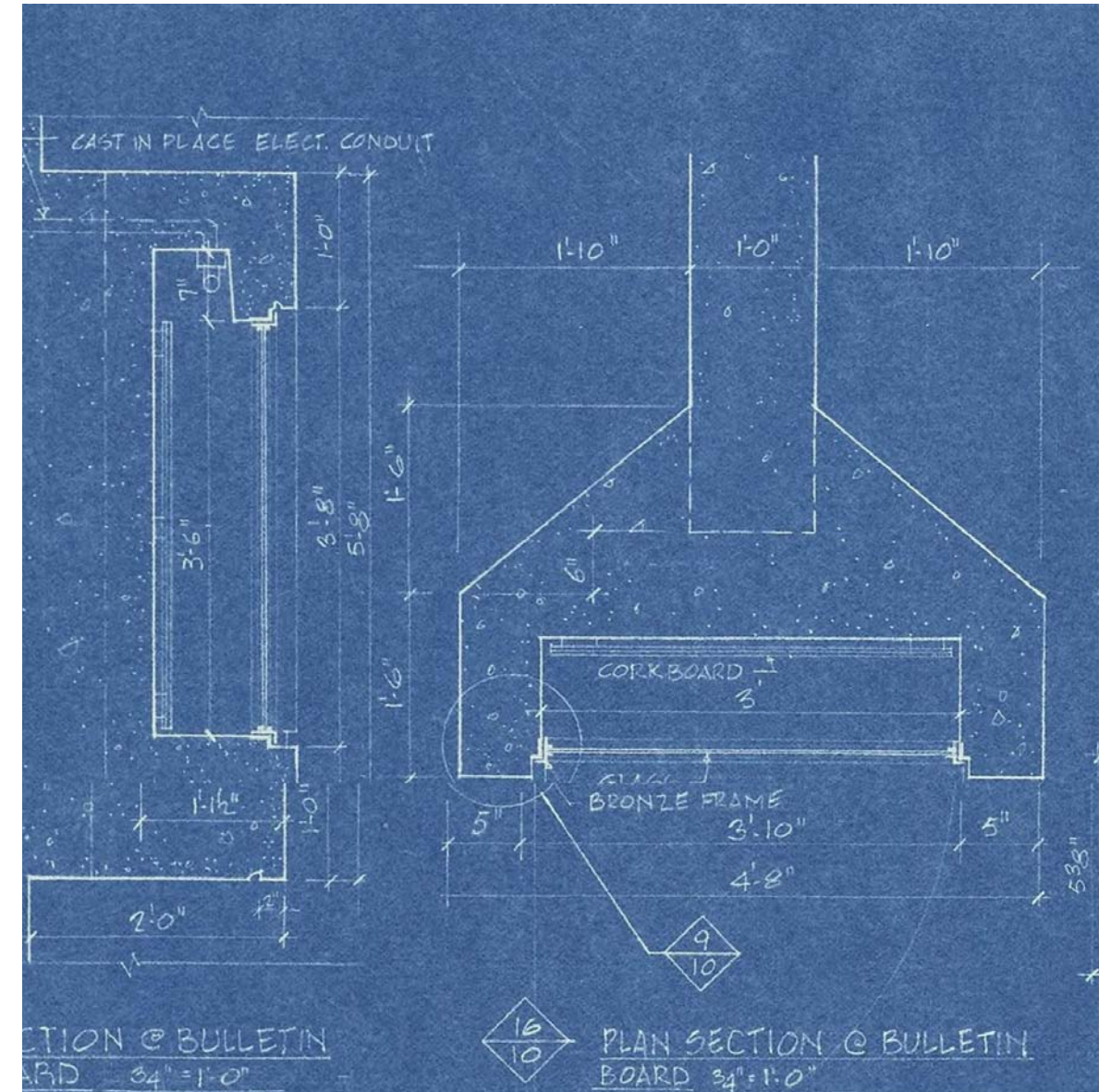
White art wall insert at stair entry

Entry Canopy

Breuer Construction Set 1964

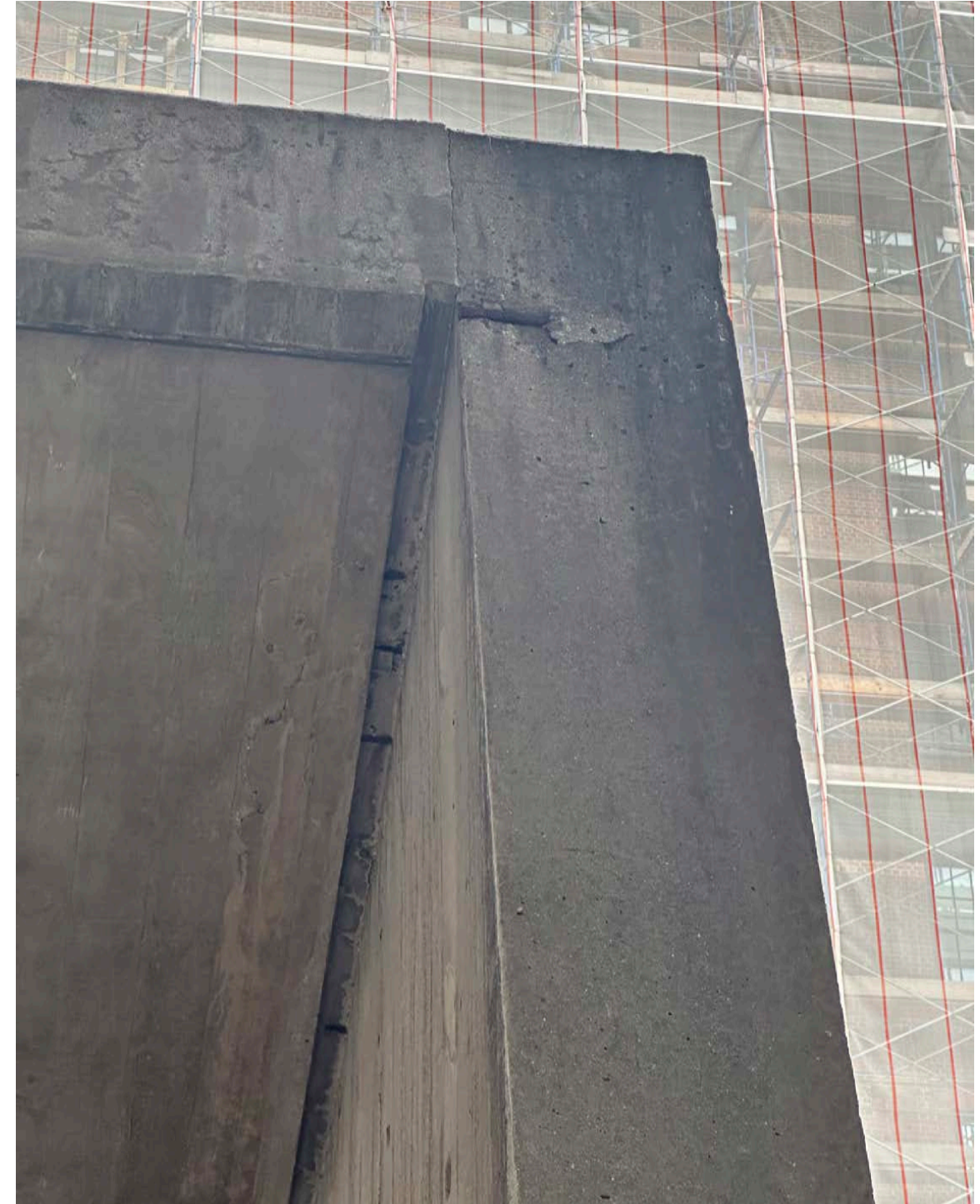


East-West section through entry canopy & bridge



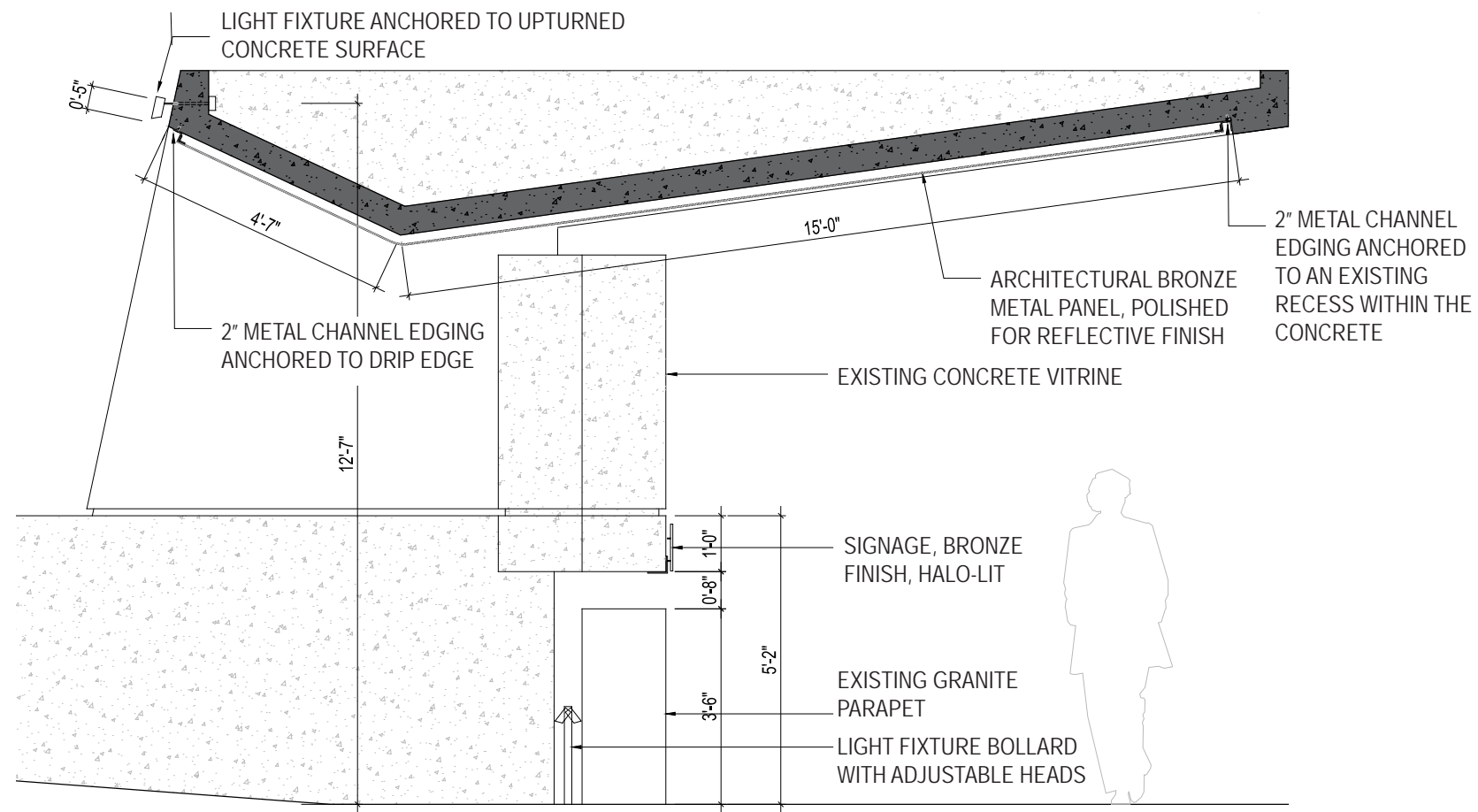
Entry vitrine section & plan

Entry Canopy

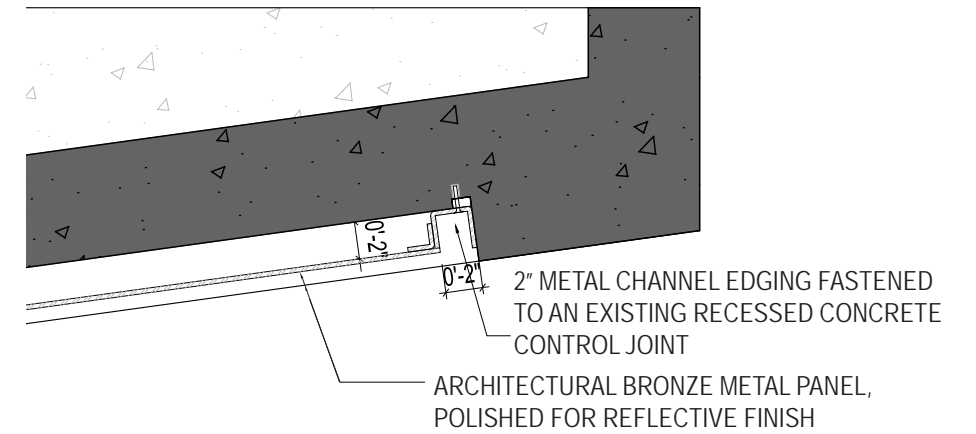


Photos of existing entry canopy: recessed concrete control joints

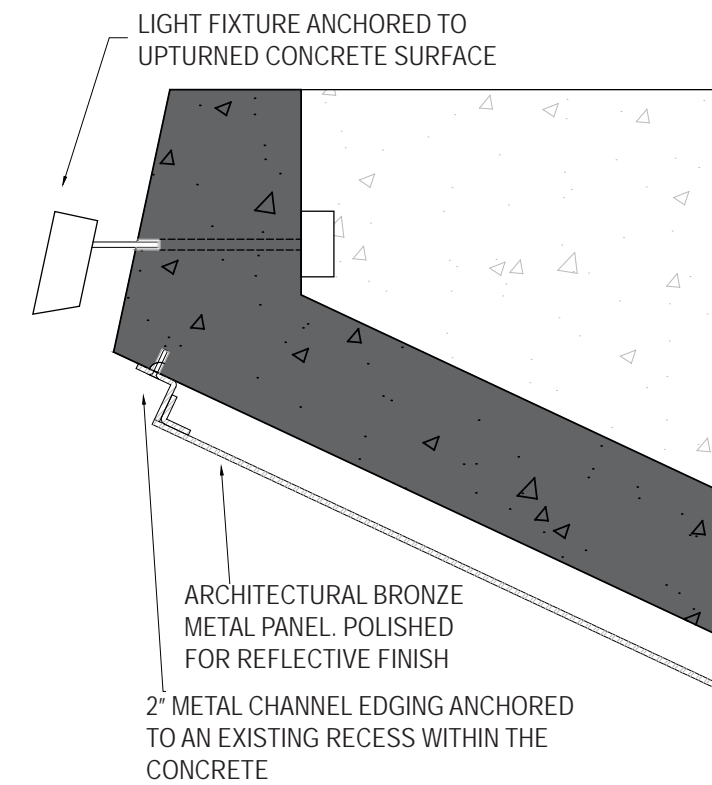
Entry Canopy



Section of proposed entry canopy



Detail section: West edge of proposed entry canopy



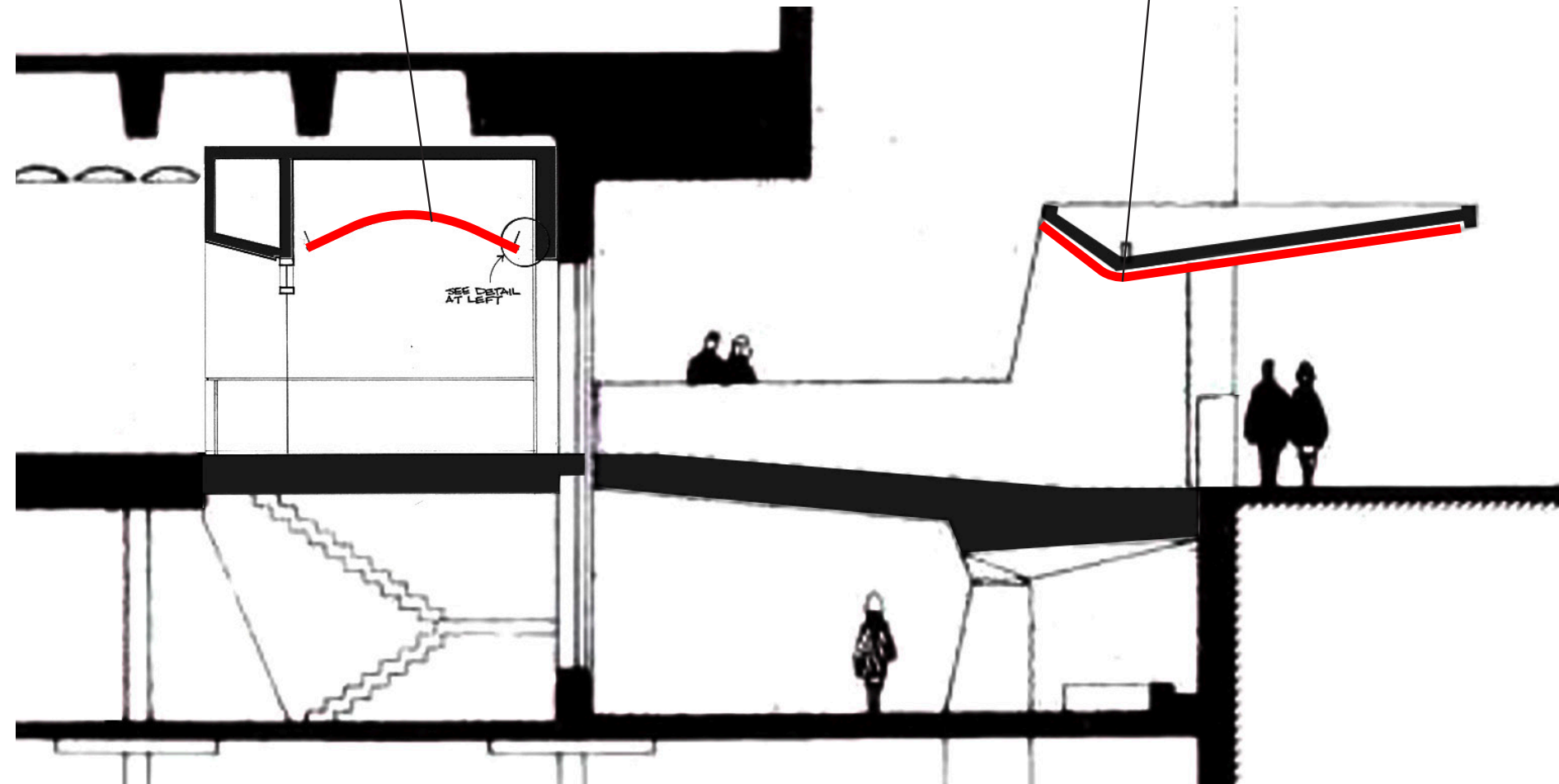
Detail section: East edge of proposed entry canopy

Entry Canopy

EXISTING VESTIBULE ENTRY: FLOATING WHITE PANEL



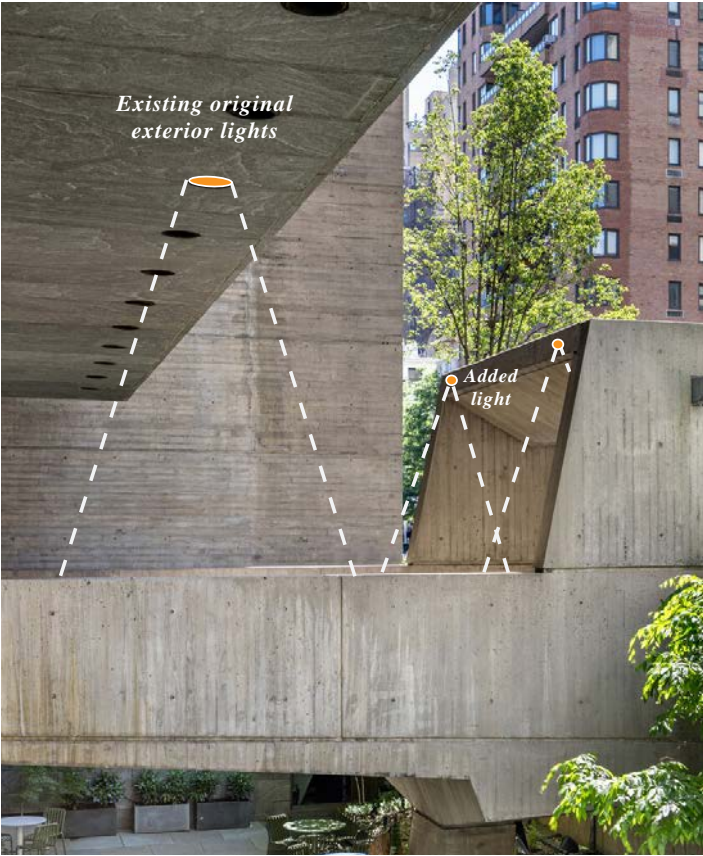
PROPOSED CANOPY ENTRY: FLOATING METAL PANEL



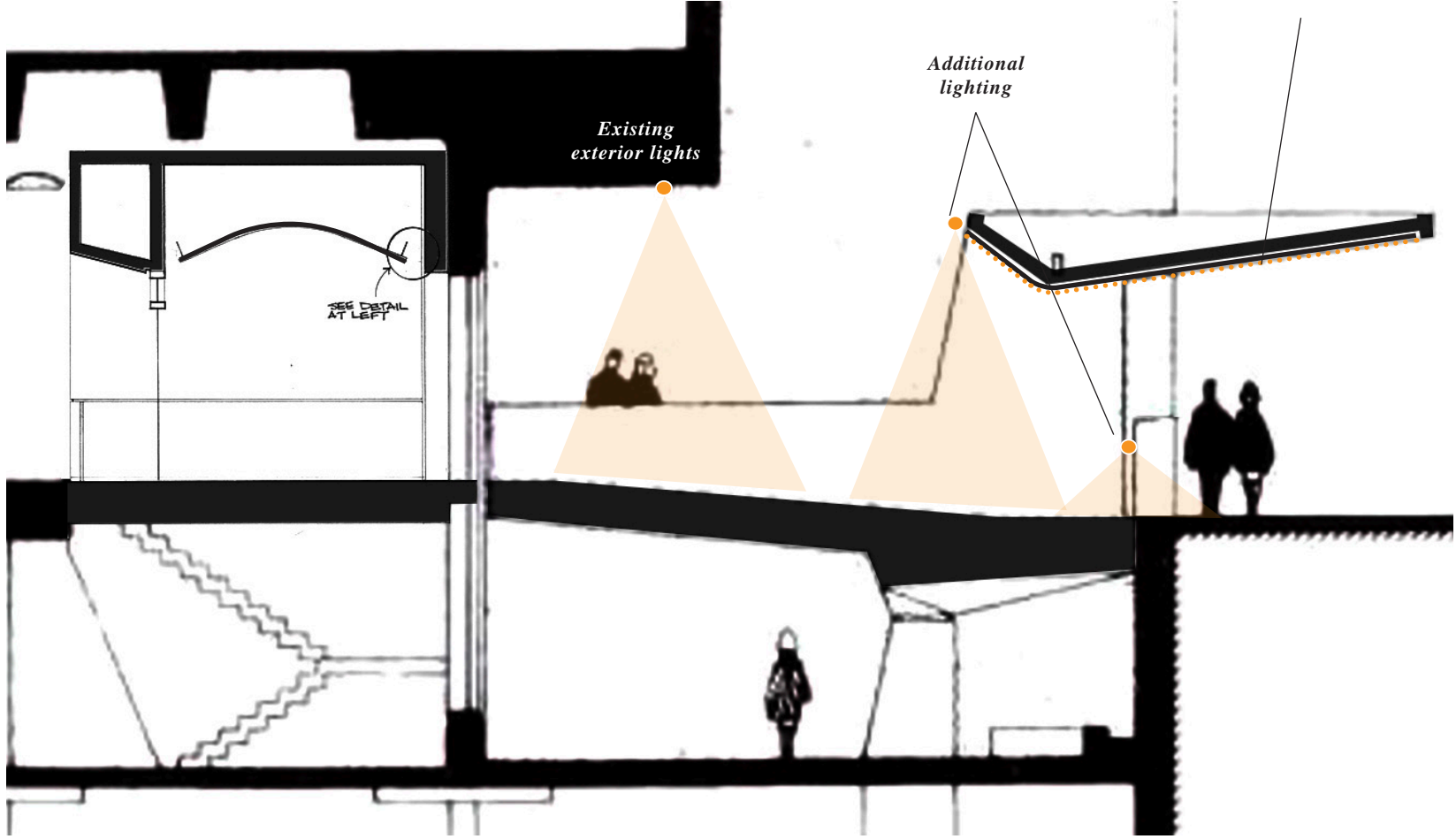
Archival section through entry canopy & entry vestibule

Entry Lighting

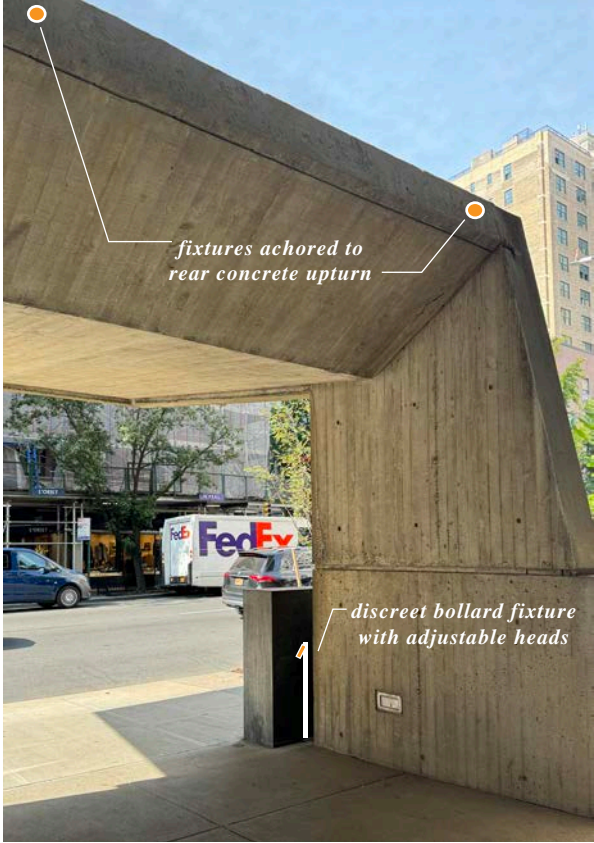
Evenly lighting the entry bridge and canopy area



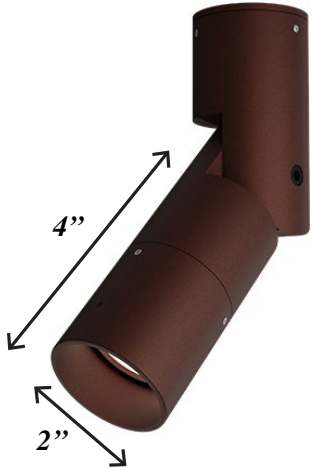
Reuse existing exterior lighting at building facade to light the bridge area & integrate new lighting to light under the canopy, not visible from the street



Section through entry canopy & entry vestibule



Small fixtures with anti-glare cover, not visible from street



Vitrine & Signage



Photo of Existing Vitrine

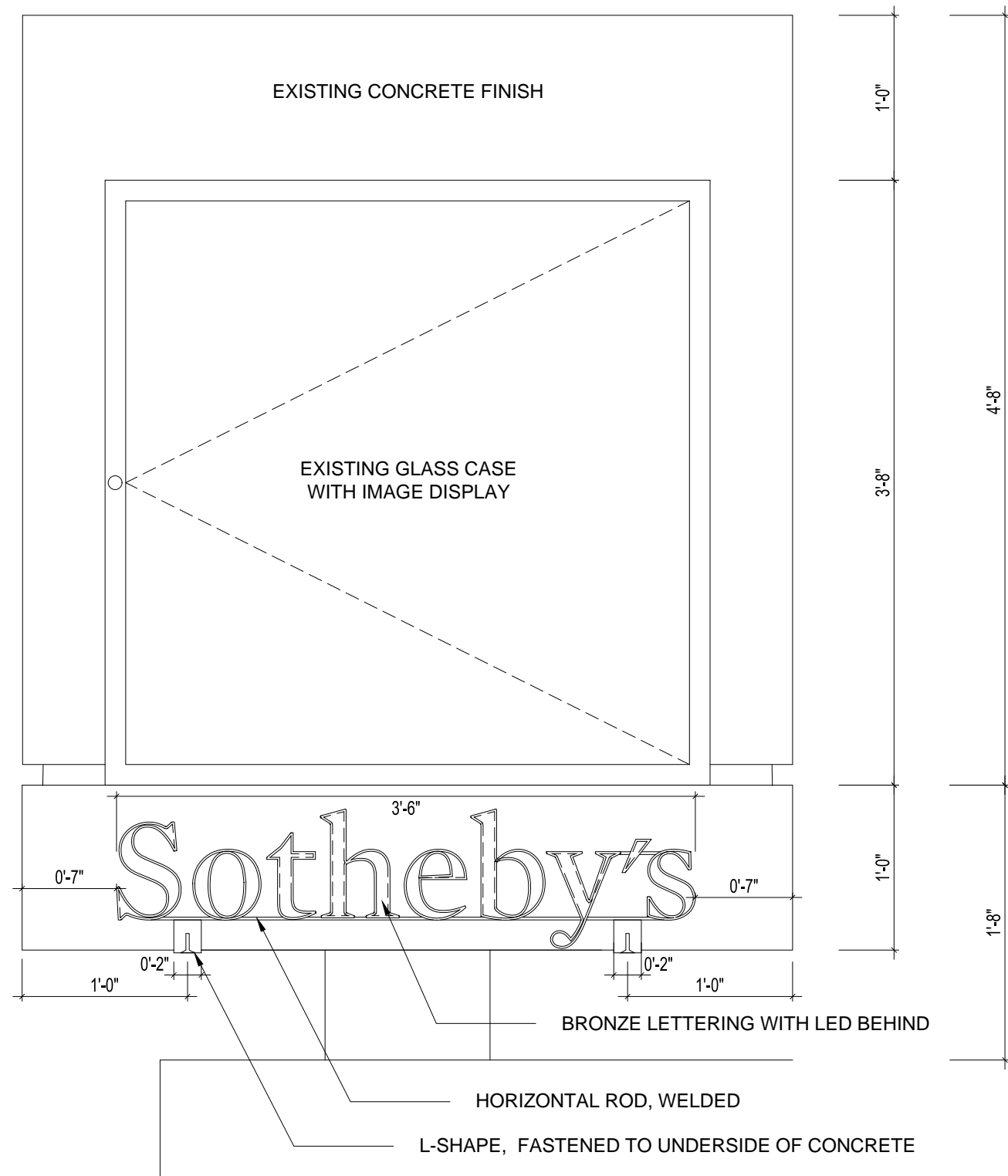


Rendering of Daytime Vitrine with still image & Proposed Lettering

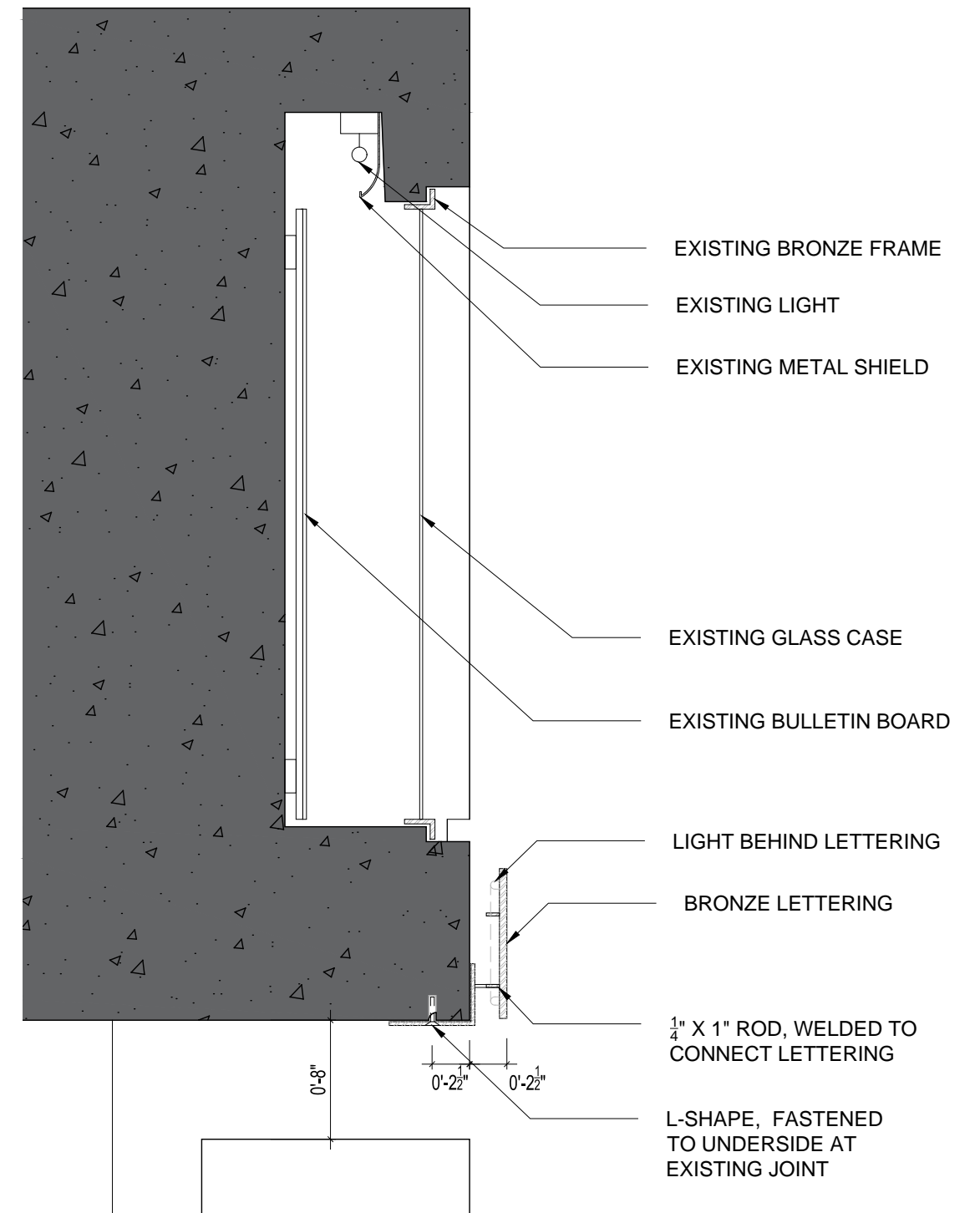


Rendering of Vitrine with lit still image & Halo Lit Lettering

Vitrine & Signage



Elevation of Proposed Vitrine & Signage



Section of Proposed Vitrine & Signage

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