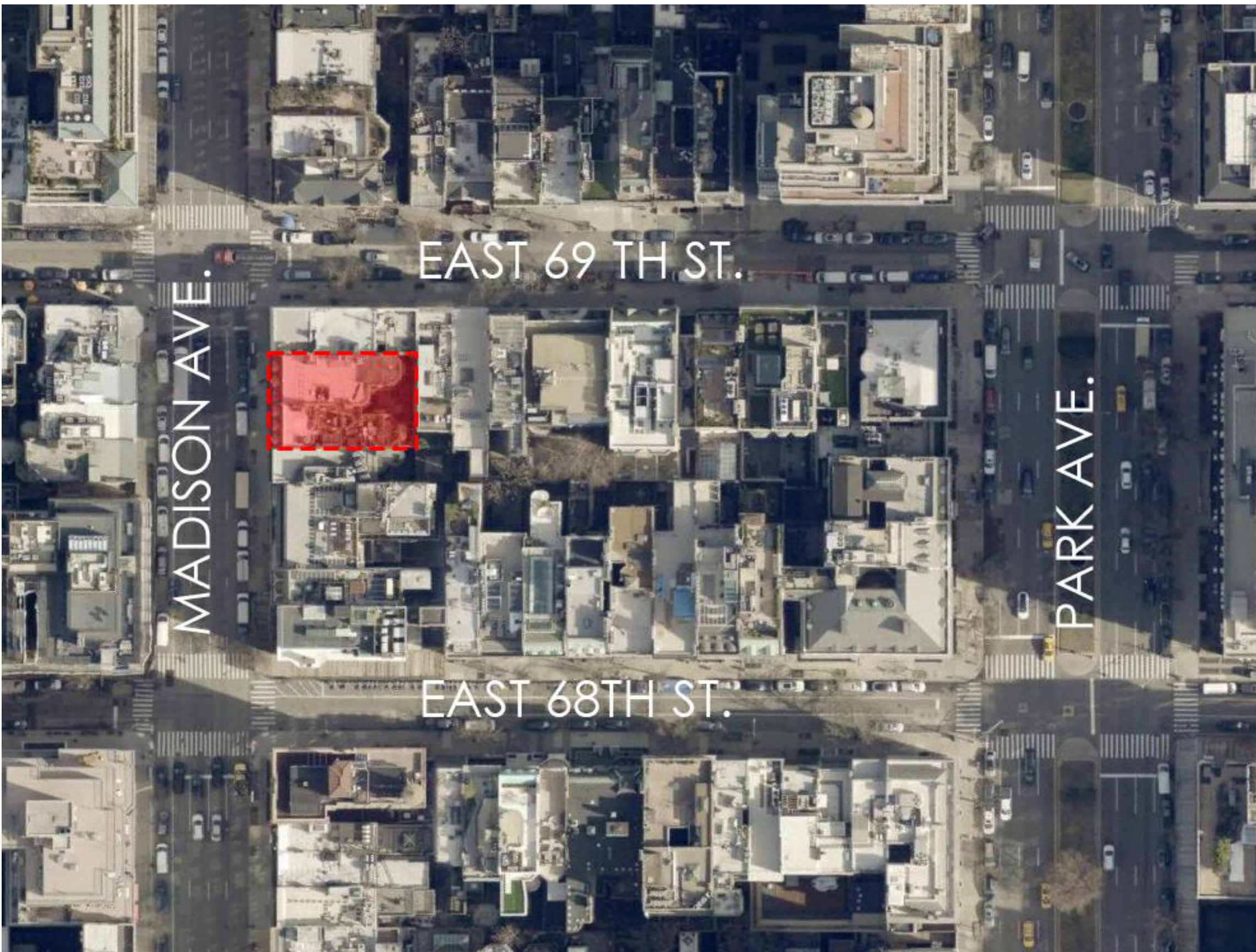




823-825 MADISON AVENUE, 2024

3

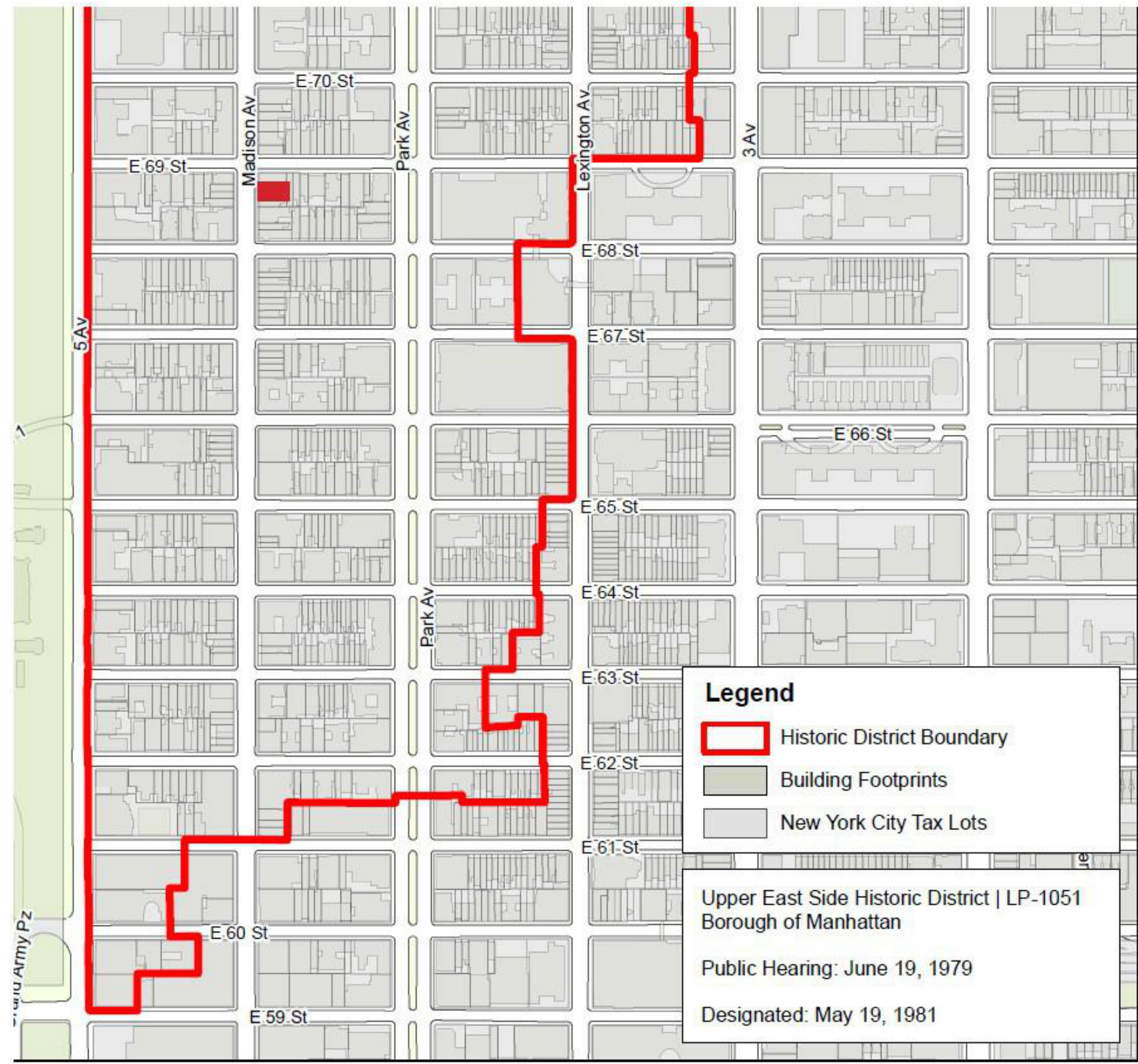
NTS



BLOCK PLAN

1

NTS



HISTORIC DISTRICT LOCATION

2

NTS

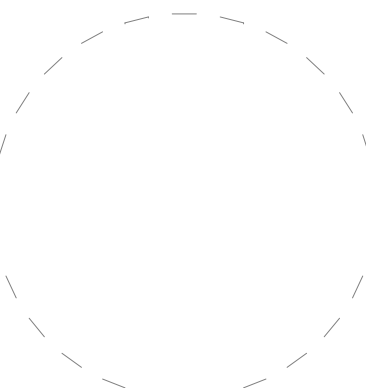
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Mixed-Use
Retail Development
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www.kennethpark.com

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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:	Author
REVIEWED BY:	Checker
SHEET NO.	

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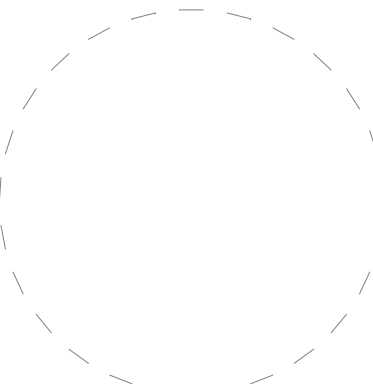
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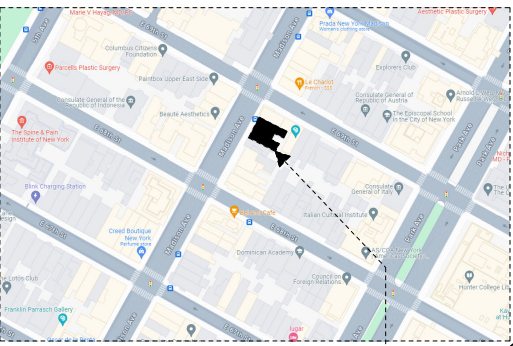
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823 Madison Avenue

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

SHEET TITLE:

PROPOSED RENDERED
VIEW

PROJECT NO. CQ4

SCALE:

DATE: 09/25/24

DRAWN BY: Author

REVIEWED BY: Checker

SHEET NO.

PROPOSED RENDERED VIEW

1

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1944 (IRVING UNDERHILL)

3

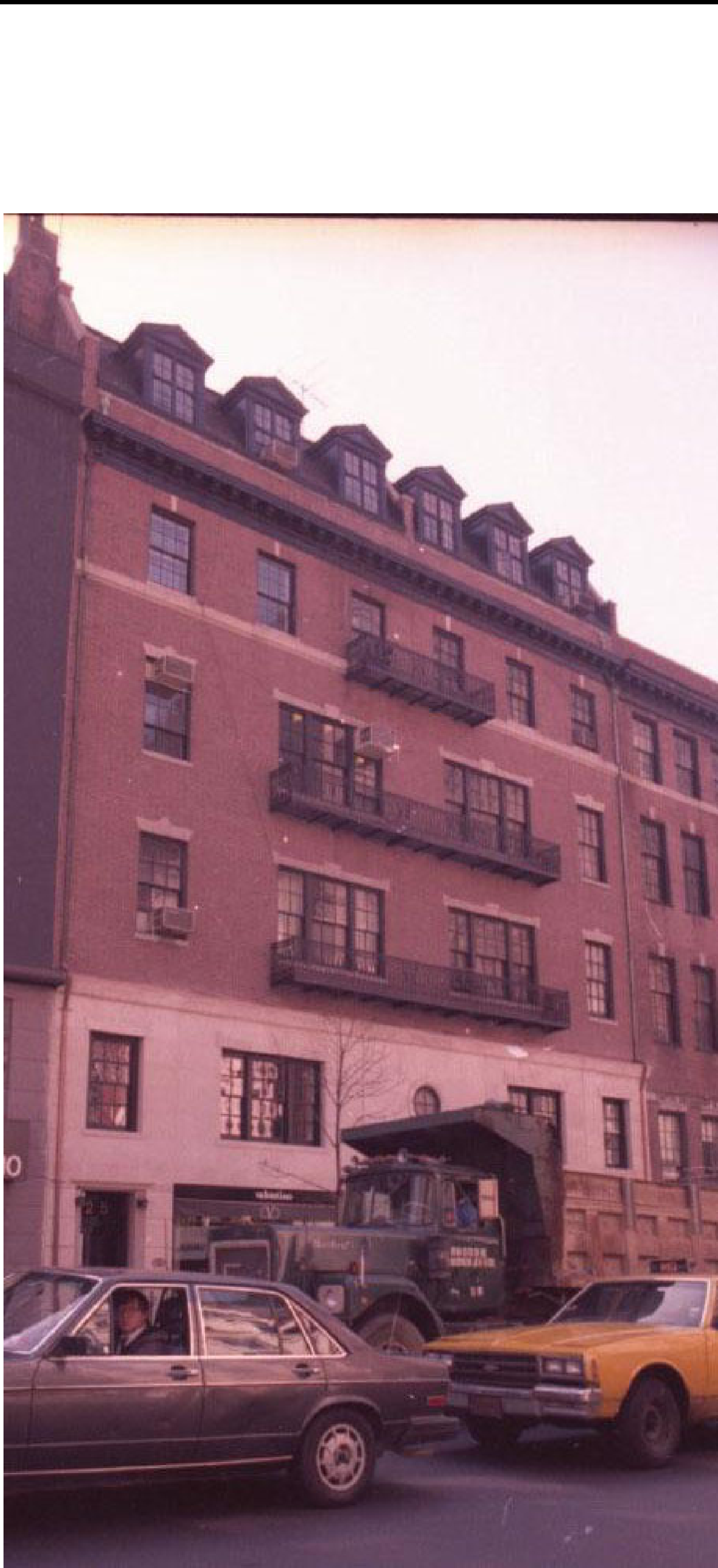
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1981 (LPC DESIGNATION PHOTO)

2

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1986 (NYC) MUNICIPAL ARCHIVES)

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NTS

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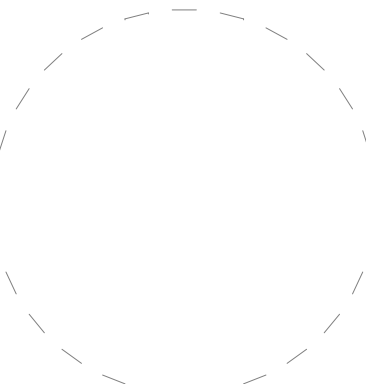
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MEP CONSULTANT:

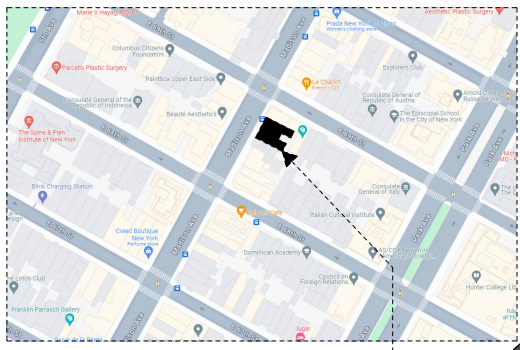
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CH

CAROLINA HERRERA

823 Madison Avenue

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

SHEET TITLE:

HISTORICAL
DOCUMENTATION

PROJECT NO. CQ4

SCALE:

DATE: 09/25/24

DRAWN BY: Author

REVIEWED BY: Checker

SHEET NO.

3



2008 (GOOGLE) ALTERATIONS APPROVED 2007 SAWICKI TARELLA ARCHITECTS



2024 (GOOGLE) ALTERATIONS APPROVED 2013 PAGE COWLEY ARCHITECTS



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

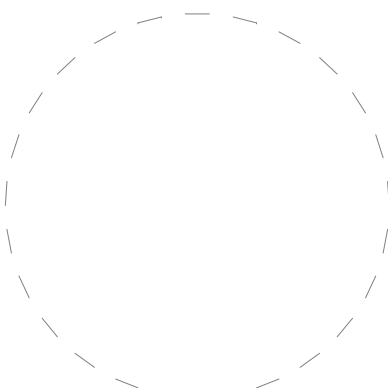


748 MADISON AVENUE 1917, ALT. 1938, 2009 ROUSE & GOLDSTONE/ PAGE COWLEY ARCHITECTS (ALT) NEO-GEORGIAN

MEP CONSULTANT:

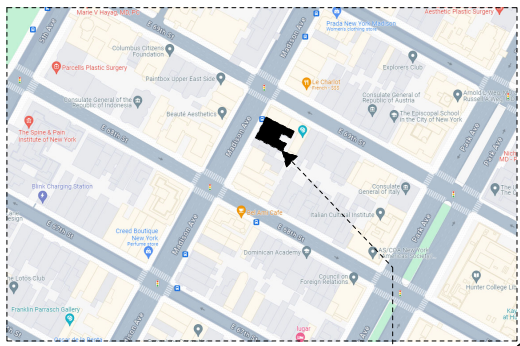
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CH

CAROLINA HERRERA

823 Madison Avenue

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

SHEET TITLE:

DISTRICT CONTEXT -
HISTORIC STYLE

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

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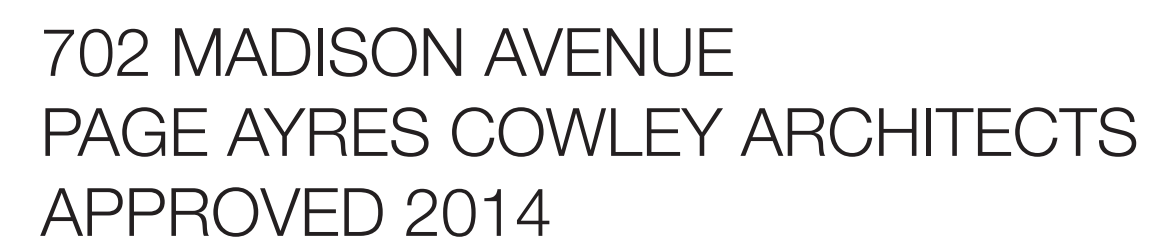


AREA:	THIRD LEVEL:	3565SF
	SECOND LEVEL:	4075SF
	STREET LEVEL:	3960SF
	LOWER LEVEL:	2530SF

DISTRICT CONTEXT -
LPC APPROVALS

SHEET NO.

6





EXISTING STOREFRONT ELEVATION RENDERING

1

NTS



PROPOSED STOREFRONT ELEVATION RENDERING

2

NTS

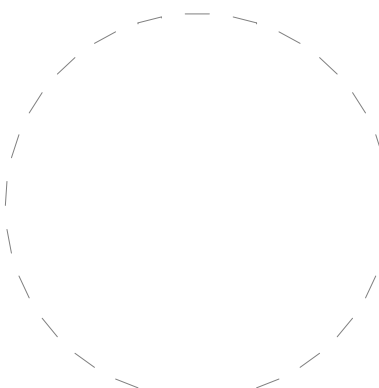
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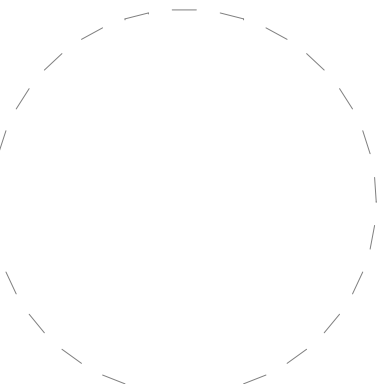
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PROPOSED STOREFRONT
RENDERINGS

PROJECT NO.	CQ4
SCALE:	12" = 1'-0"
DATE:	09/25/24
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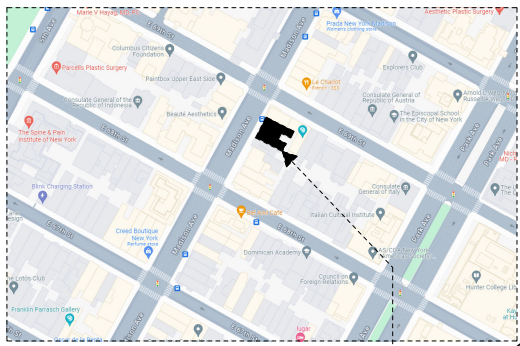
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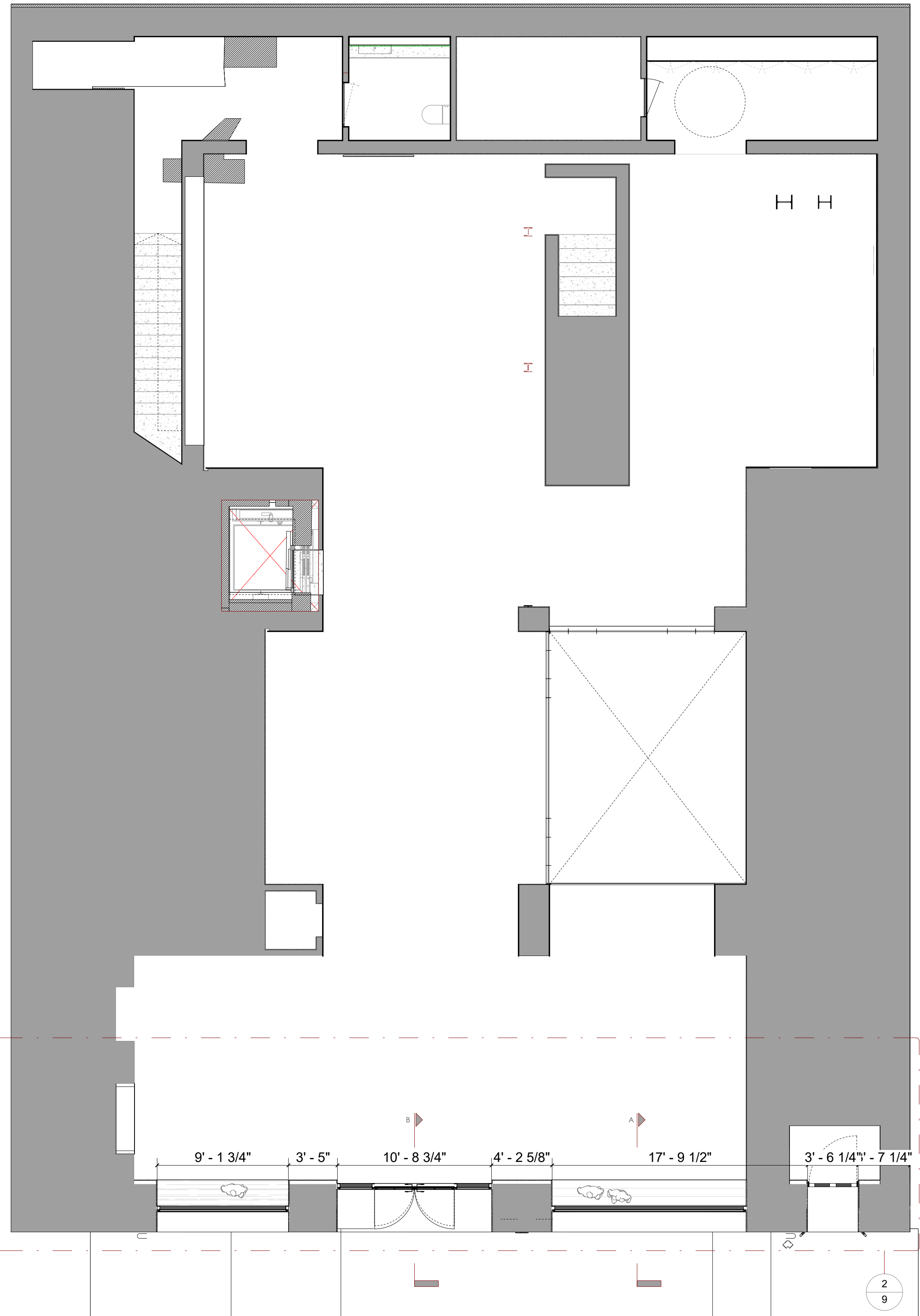
823 Madison Avenue

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

SHEET TITLE:

PROPOSED FLOOR PLANS

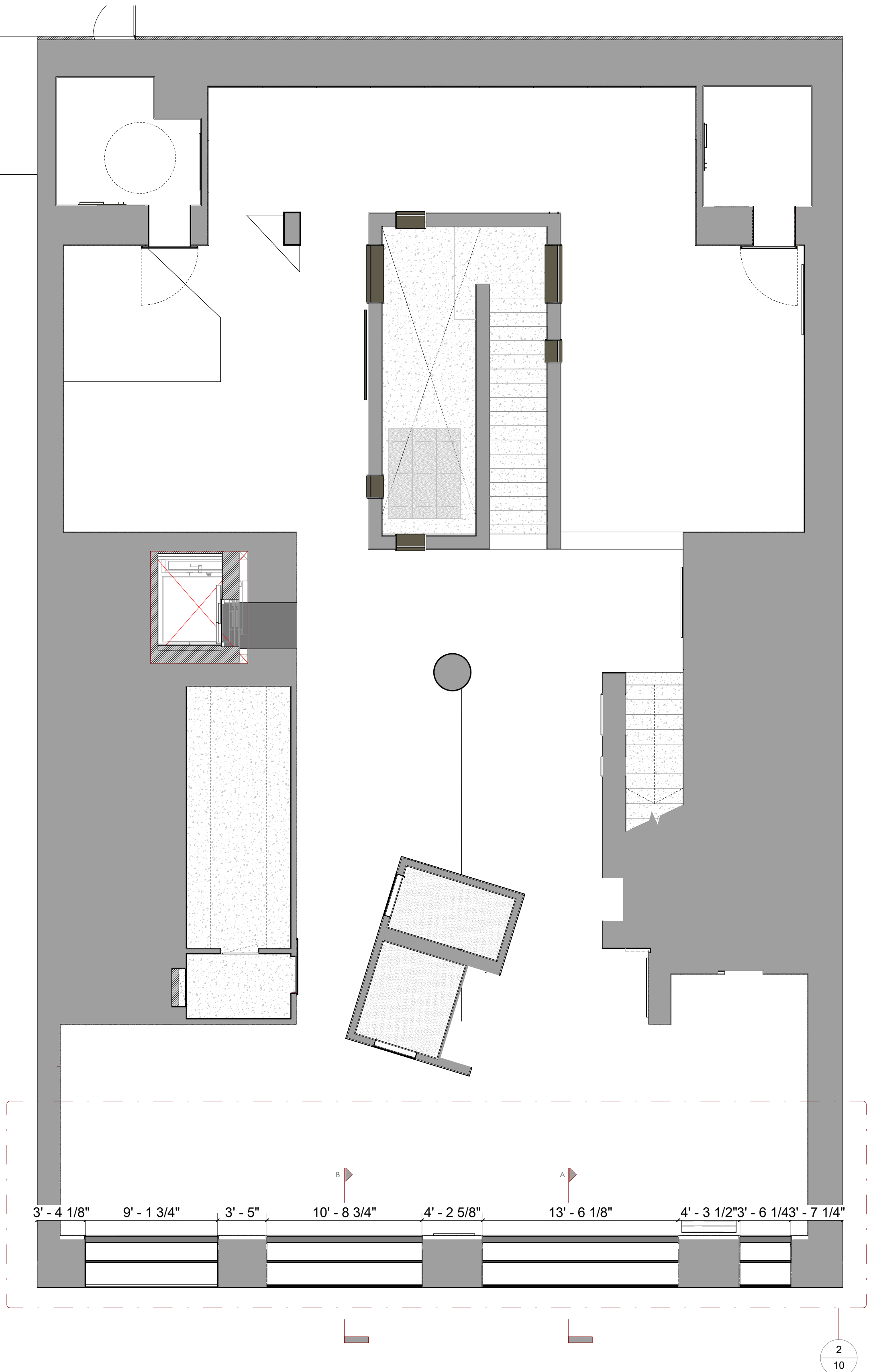
PROJECT NO.	CQ4
SCALE:	3/16" = 1'-0"
DATE:	09/25/24
DRAWN BY:	Author
REVIEWED BY:	Checker
SHEET NO.	



PROPOSED GROUND FLOOR PLAN

2

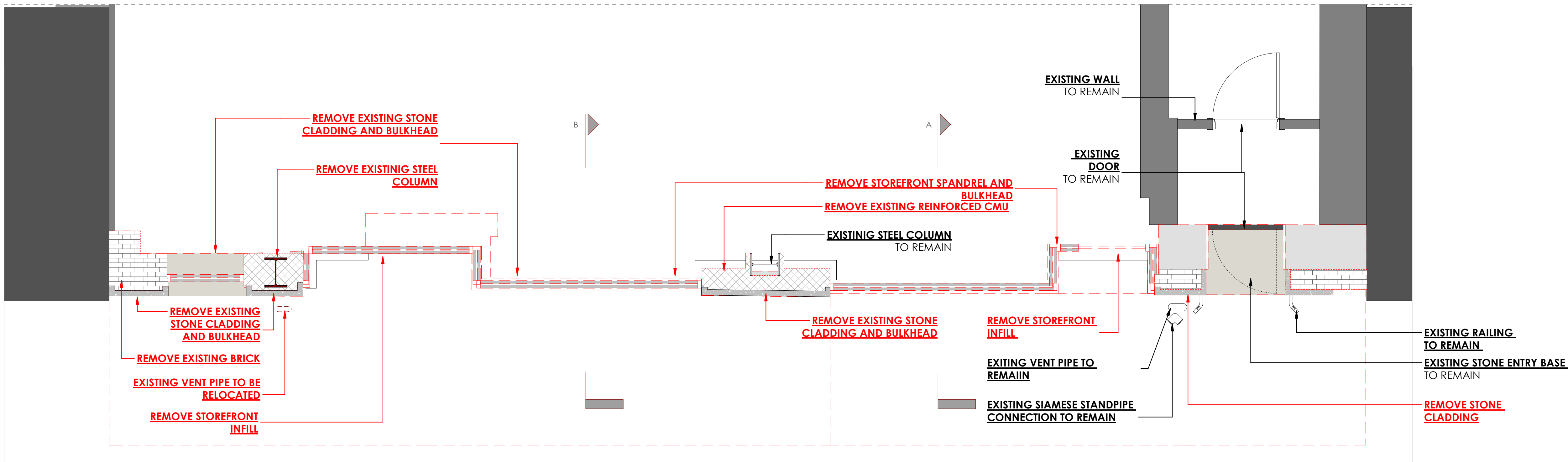
3/16" = 1'-0"



PROPOSED SECOND FLOOR PLAN

1

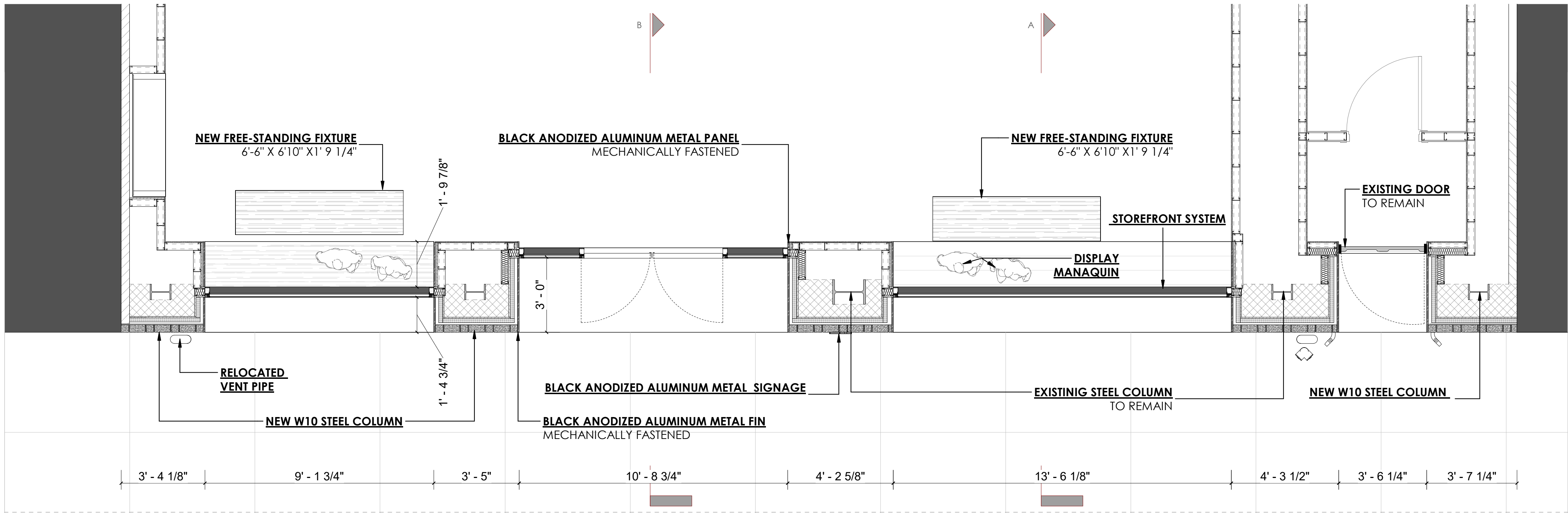
3/16" = 1'-0"



FIRST FLOOR STOREFRONT DEMO PLAN

1

3/8" = 1'-0"



FIRST FLOOR STOREFRONT PROPOSED PLAN

2

3/8" = 1'-0"

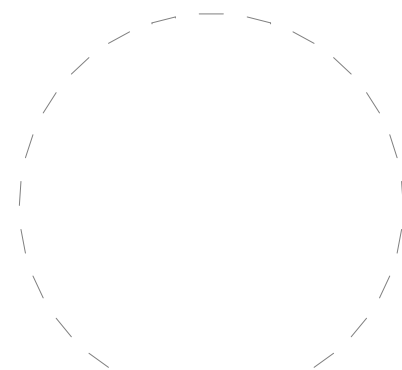
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MEP CONSULTANT:

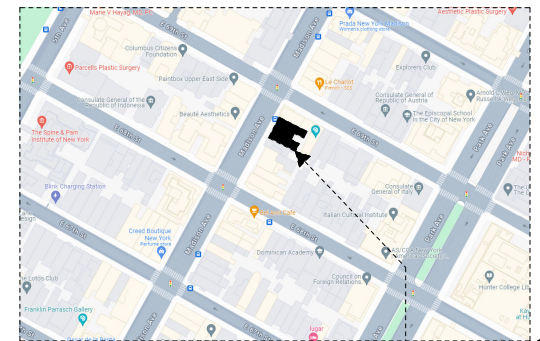
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823 Madison Avenue

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STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

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

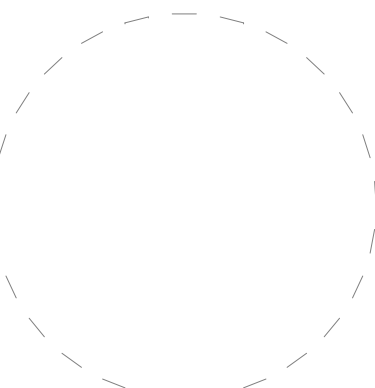
SHEET NO.

9

MEP CONSULTANT:

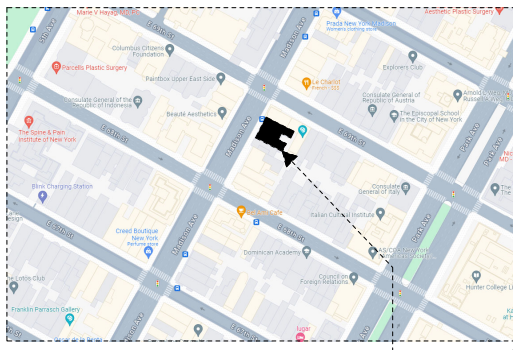
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823 Madison Avenue

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

SHEET TITLE:

**SECOND FLOOR DEMO &
PROPOSED STOREFRONT**

PROJECT NO. CQ4

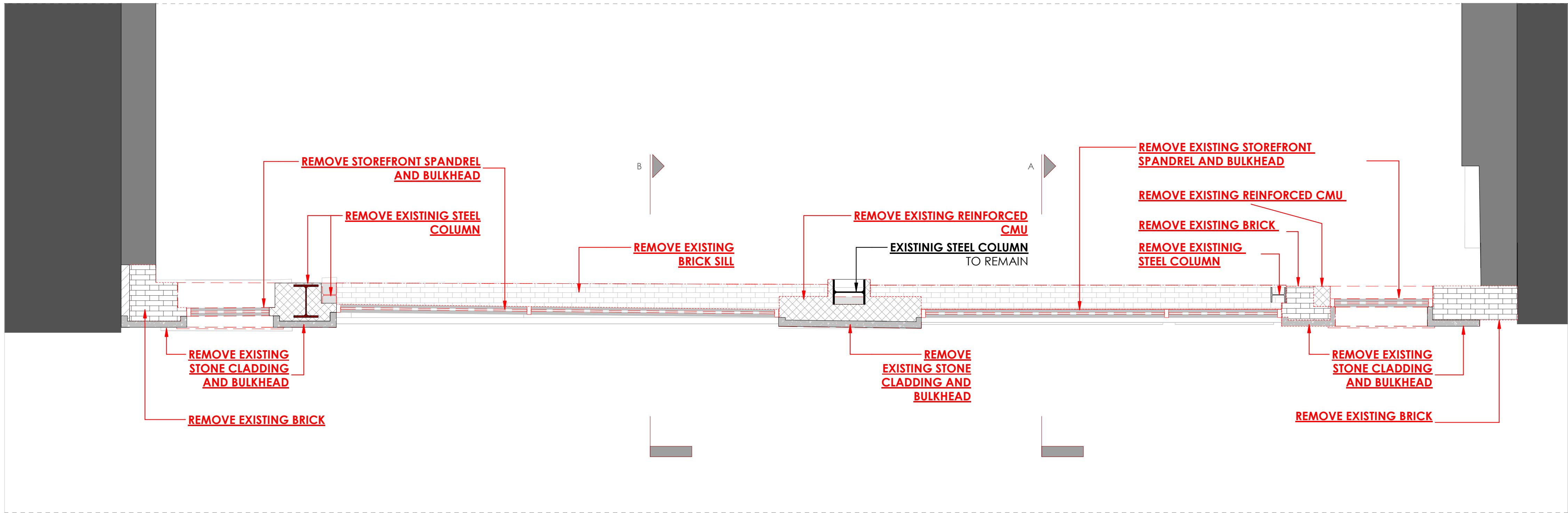
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DATE: 09/25/24

DRAWN BY: Author

REVIEWED BY: Checker

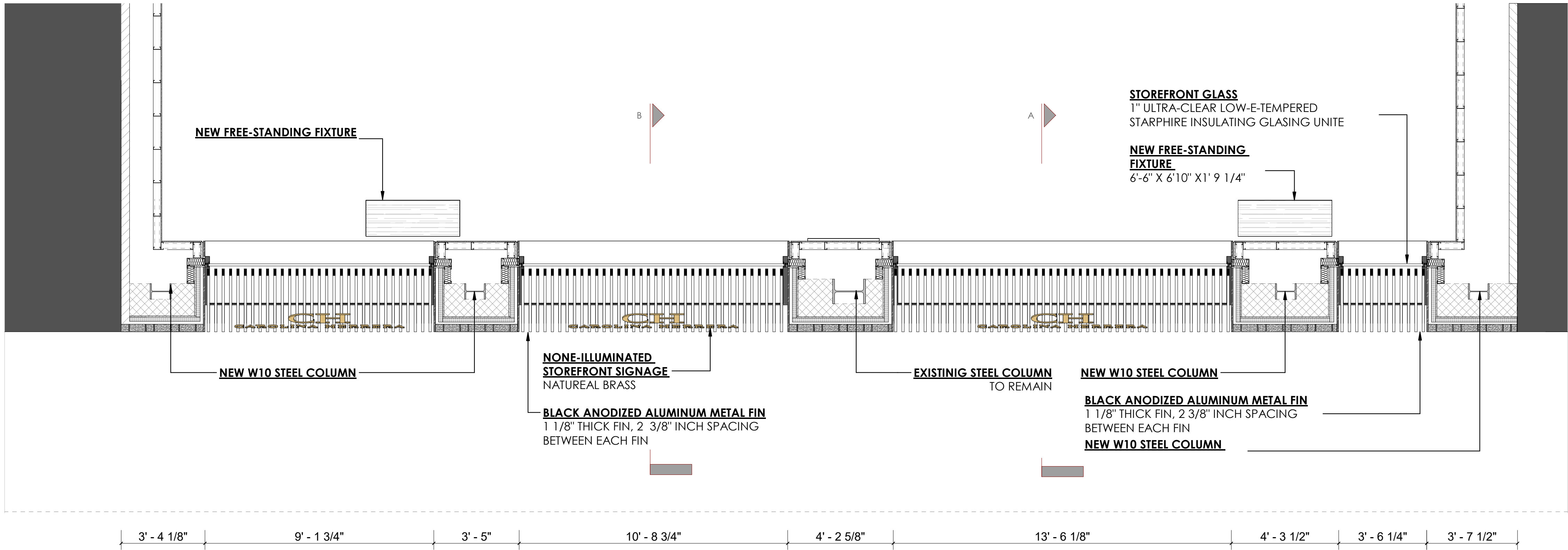
SHEET NO.



SECOND FLOOR STOREFRONT DEMO PLAN

1

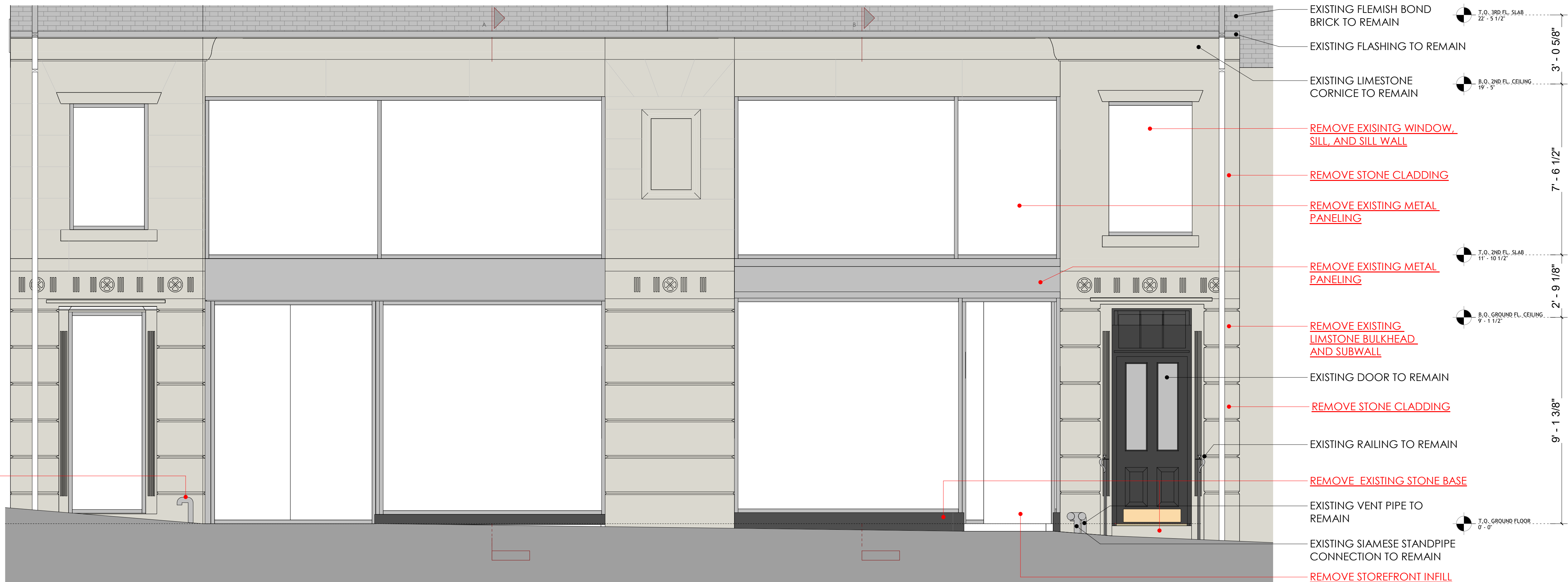
3/8" = 1'-0"



SECOND FLOOR STOREFRONT PROPOSED PLAN

2

3/8" = 1'-0"



STOREFRONT DEMO ELEVATION AT MADISON AVE.

1

1/4" = 1'-0"



PROPOSED STOREFRONT ELEVATION AT MADISON AVE.

2

1/4" = 1'-0"

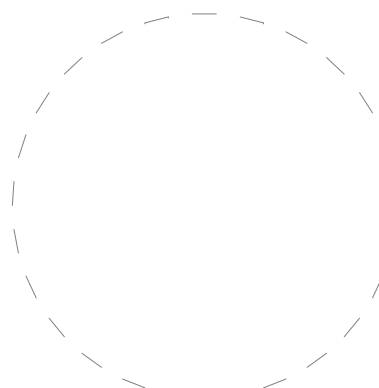
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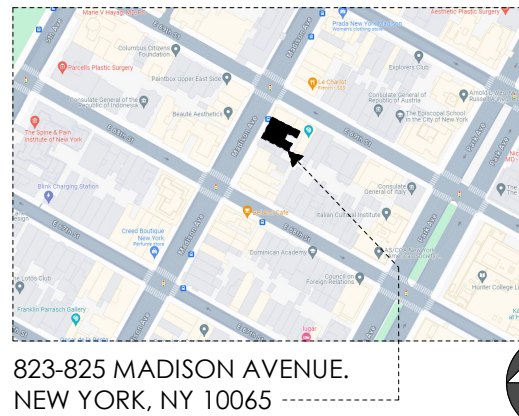
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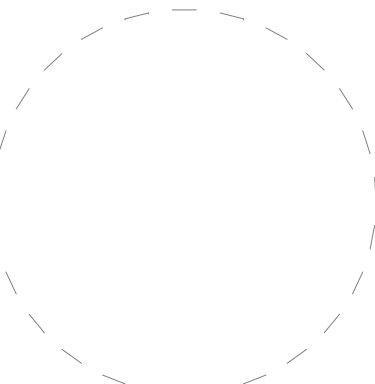
**DEMO & PROPOSED
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PROJECT NO.	CQ4
SCALE:	3/8" = 1'-0"
DATE:	09/25/24
DRAWN BY:	Author
REVIEWED BY:	Checker
SHEET NO.	

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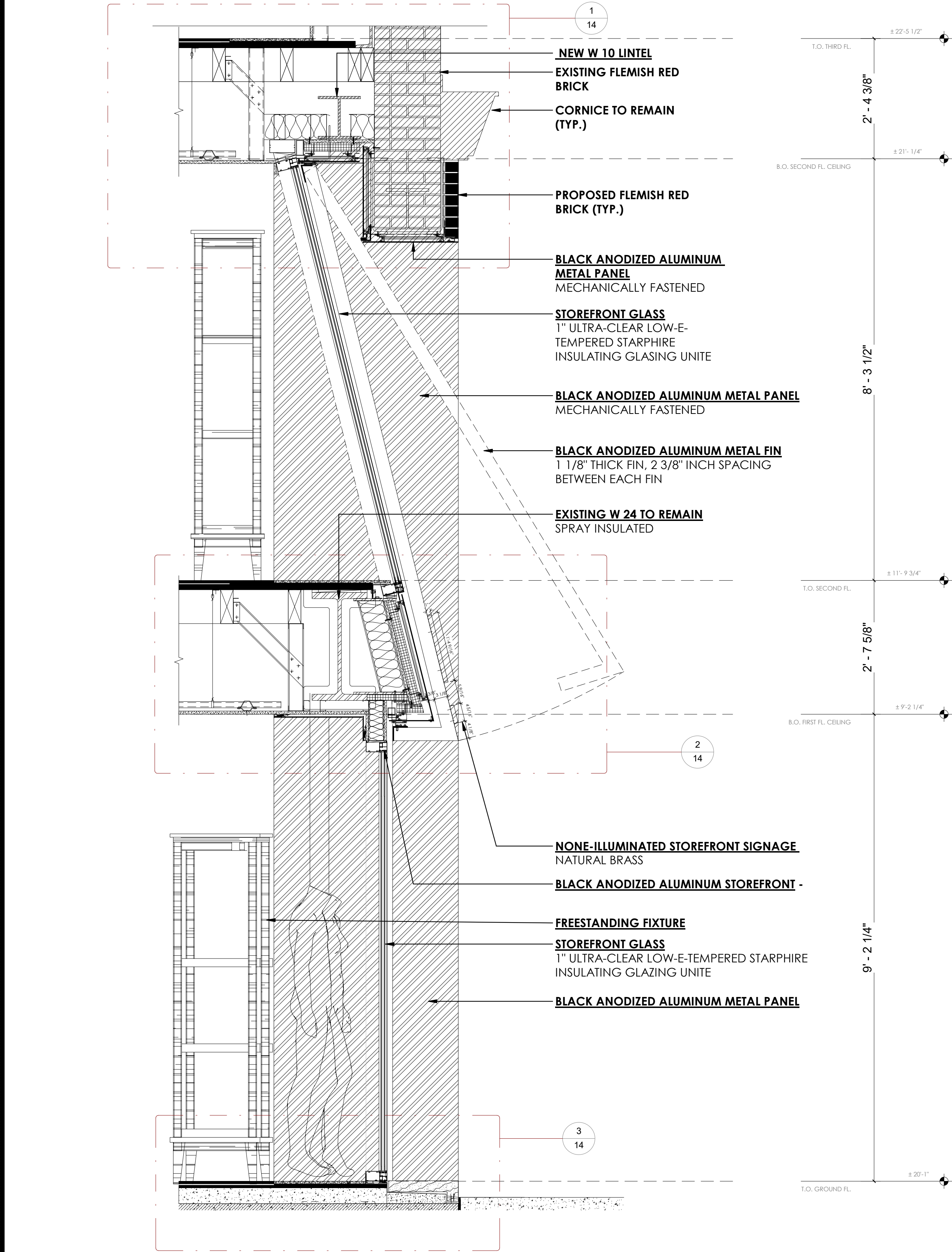


823 Madison Avenue

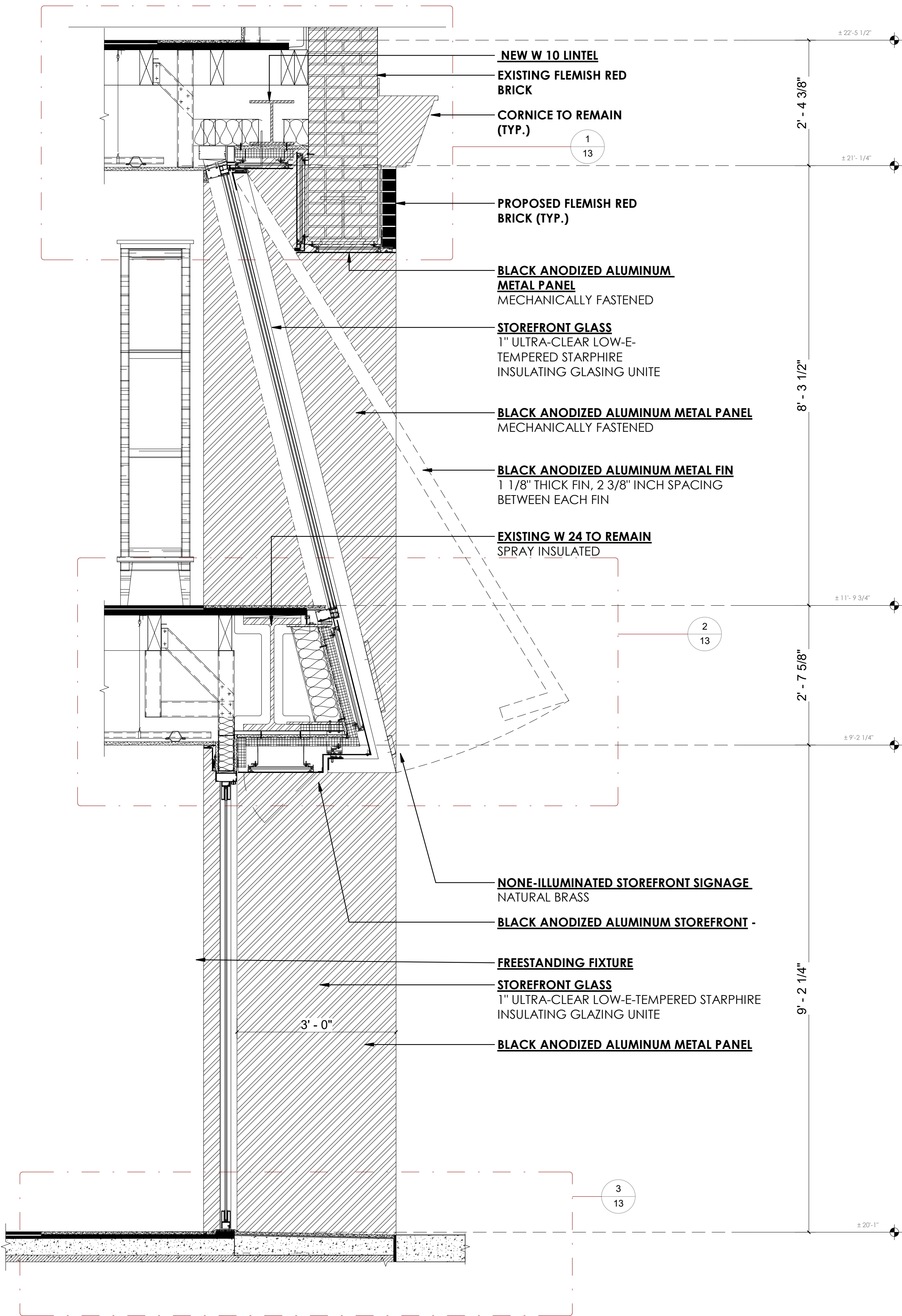
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SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:
STOREFRONT SECTIONS

PROJECT NO. CQ4
SCALE: 3/4" = 1'-0"
DATE: 01/01/2015
DRAWN BY: Autor
REVIEWED BY: Verificador
SHEET NO.



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



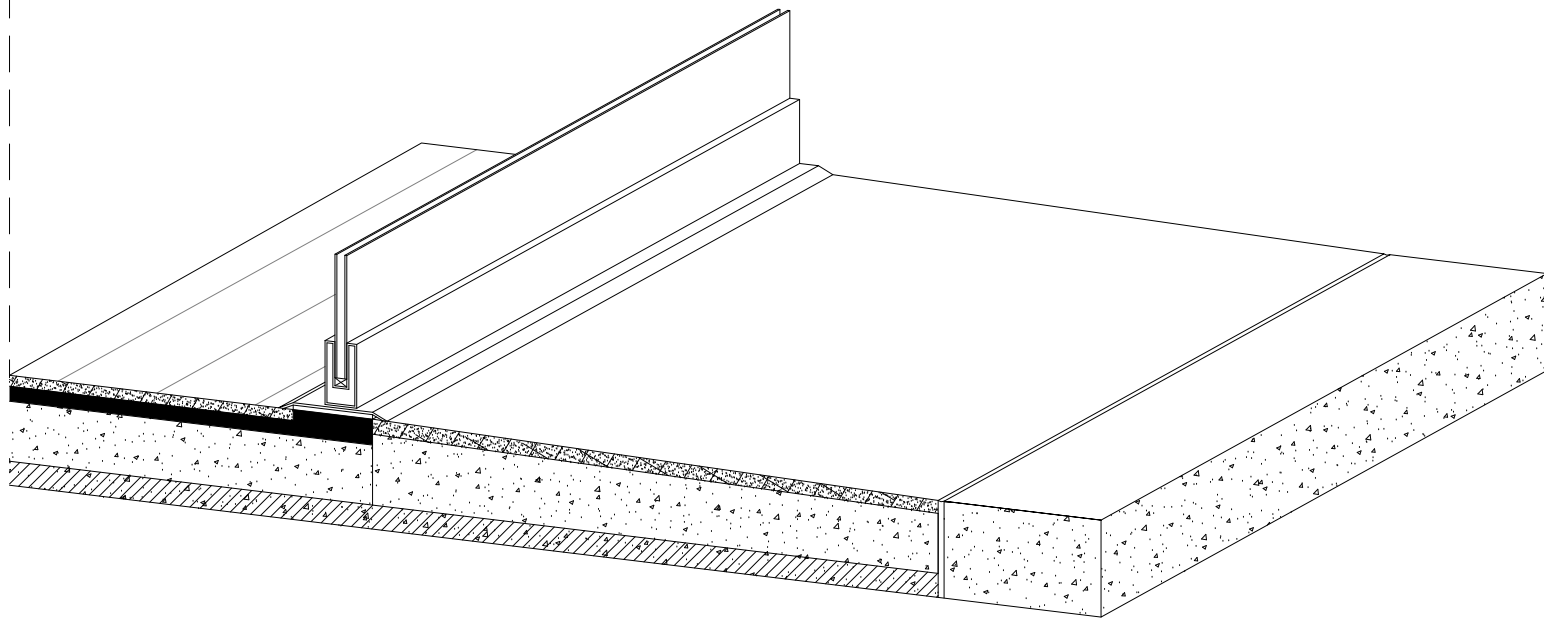
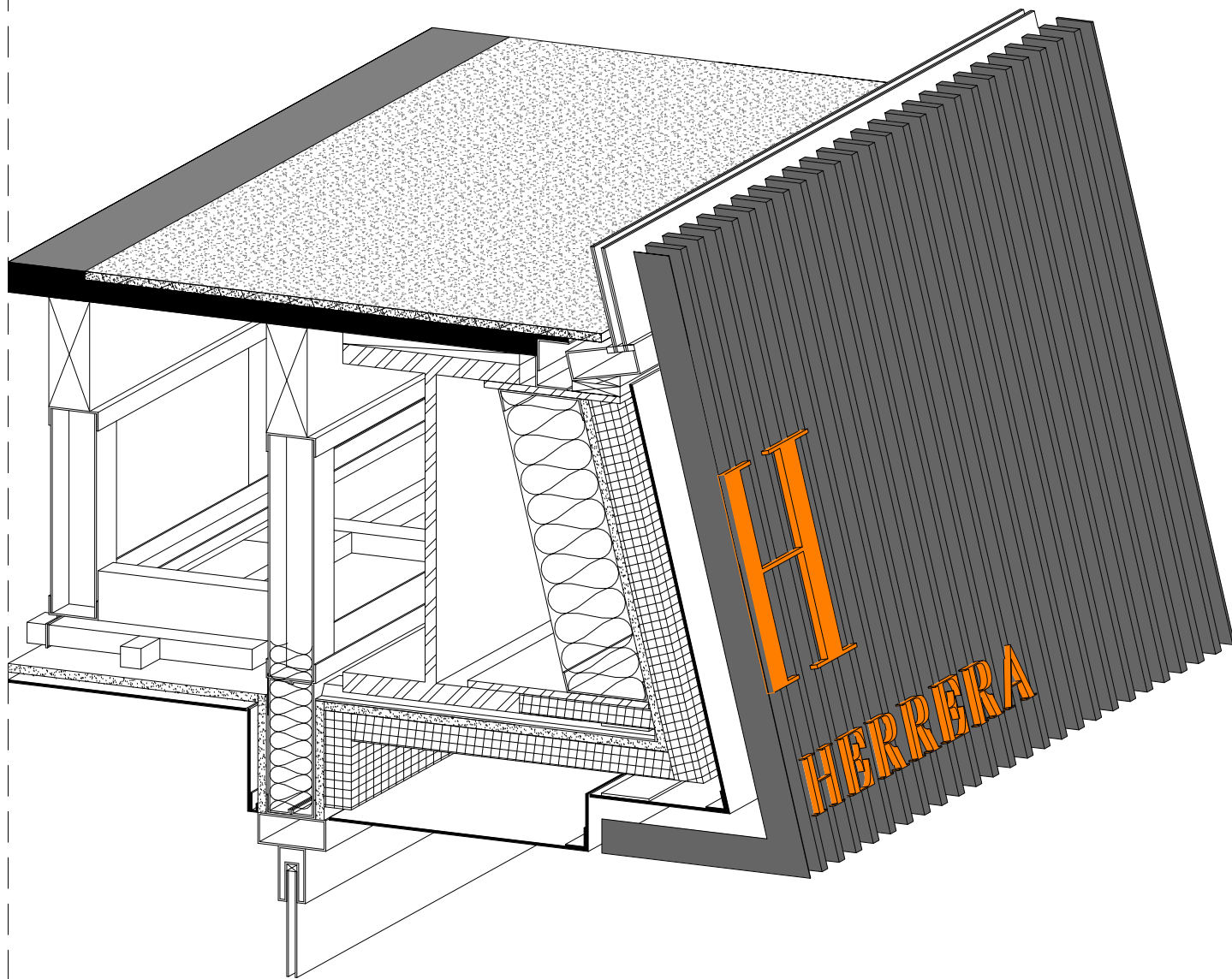
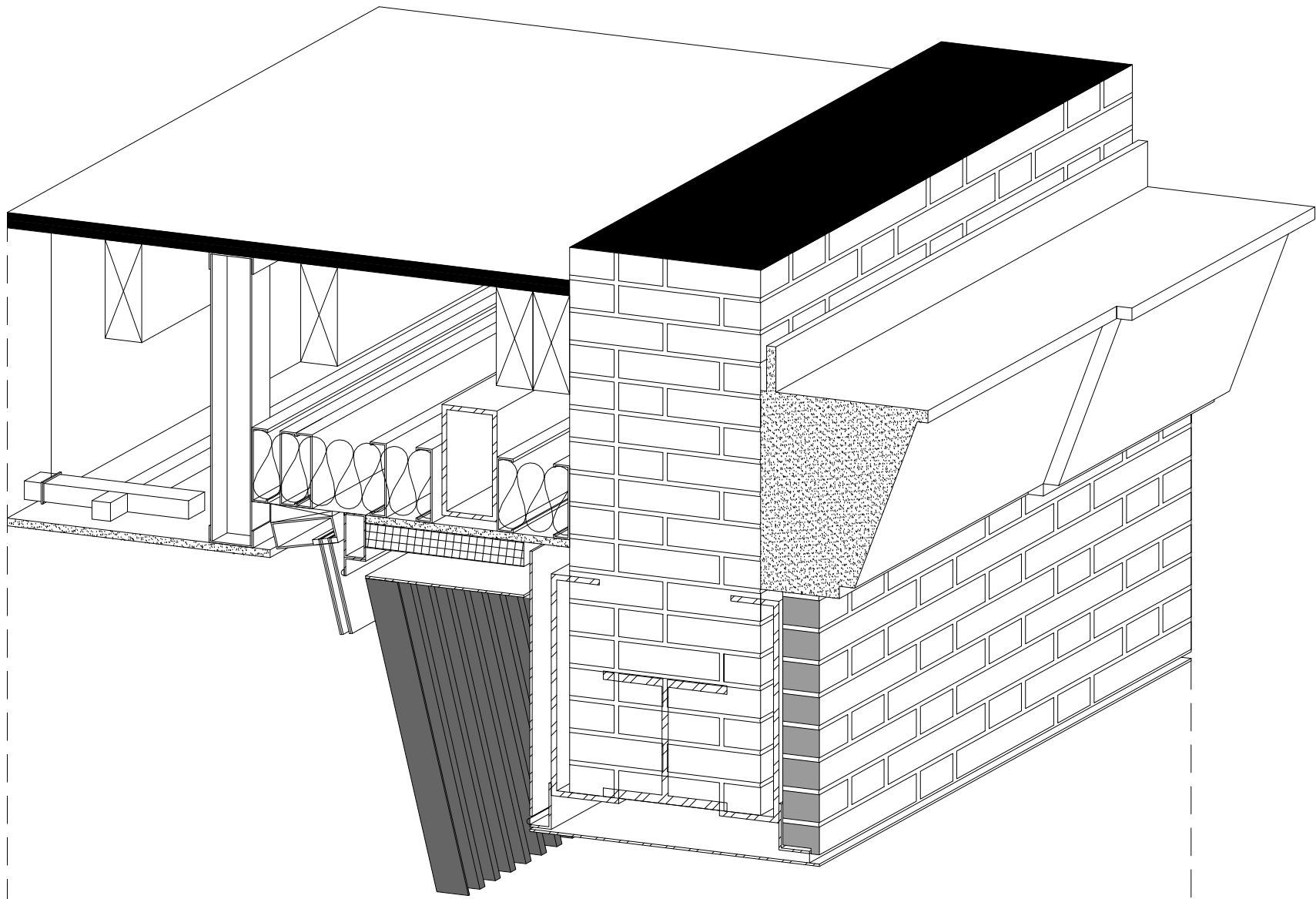
STOREFRONT SECTION A 1
3/8" = 1'-0"

D

C

B

A



AXON SECTION

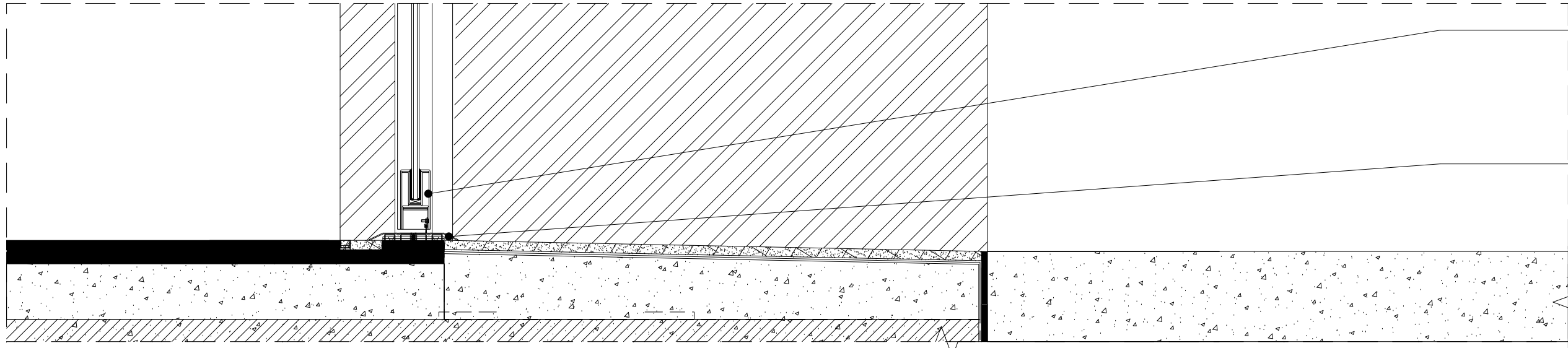
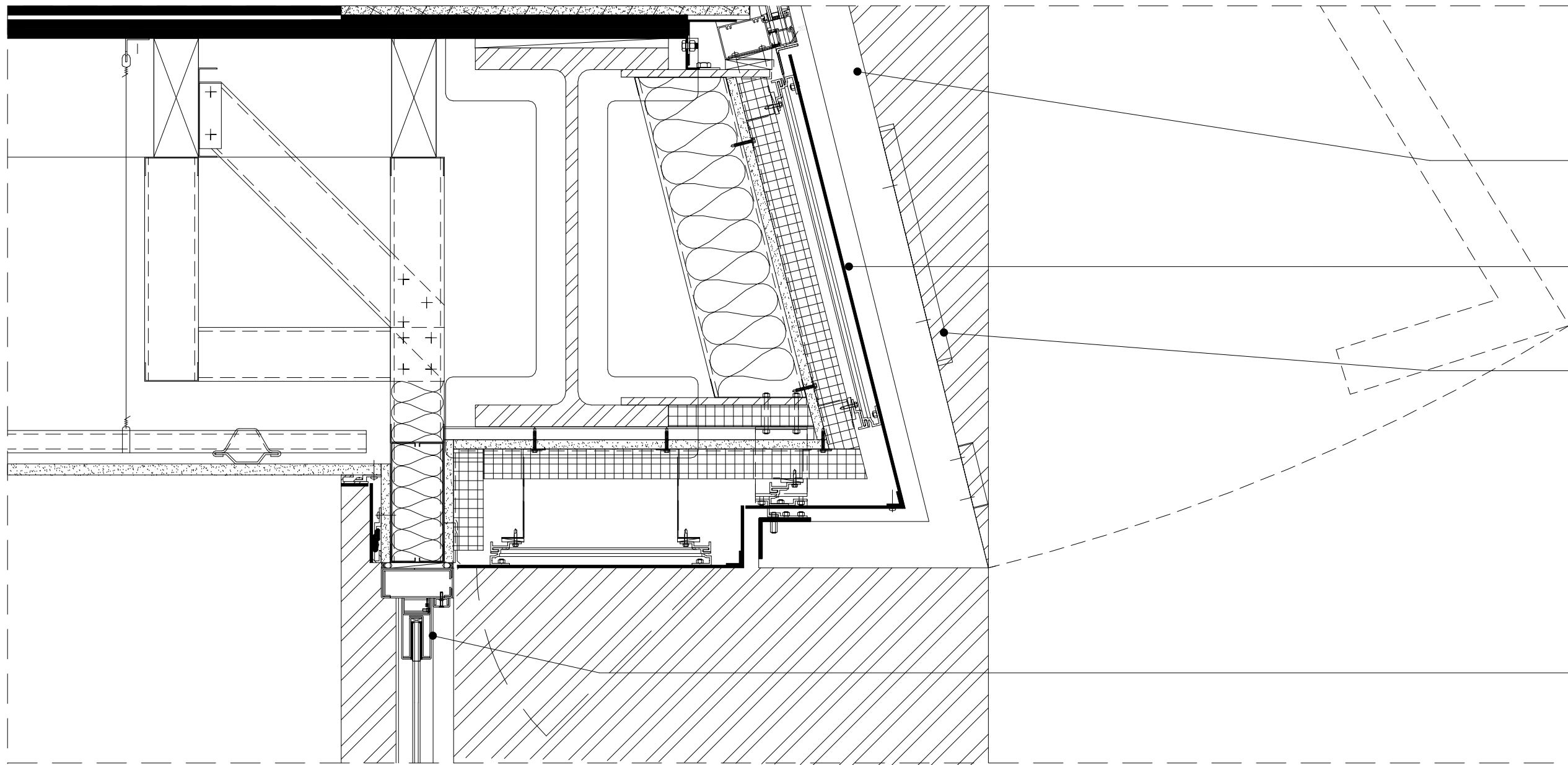
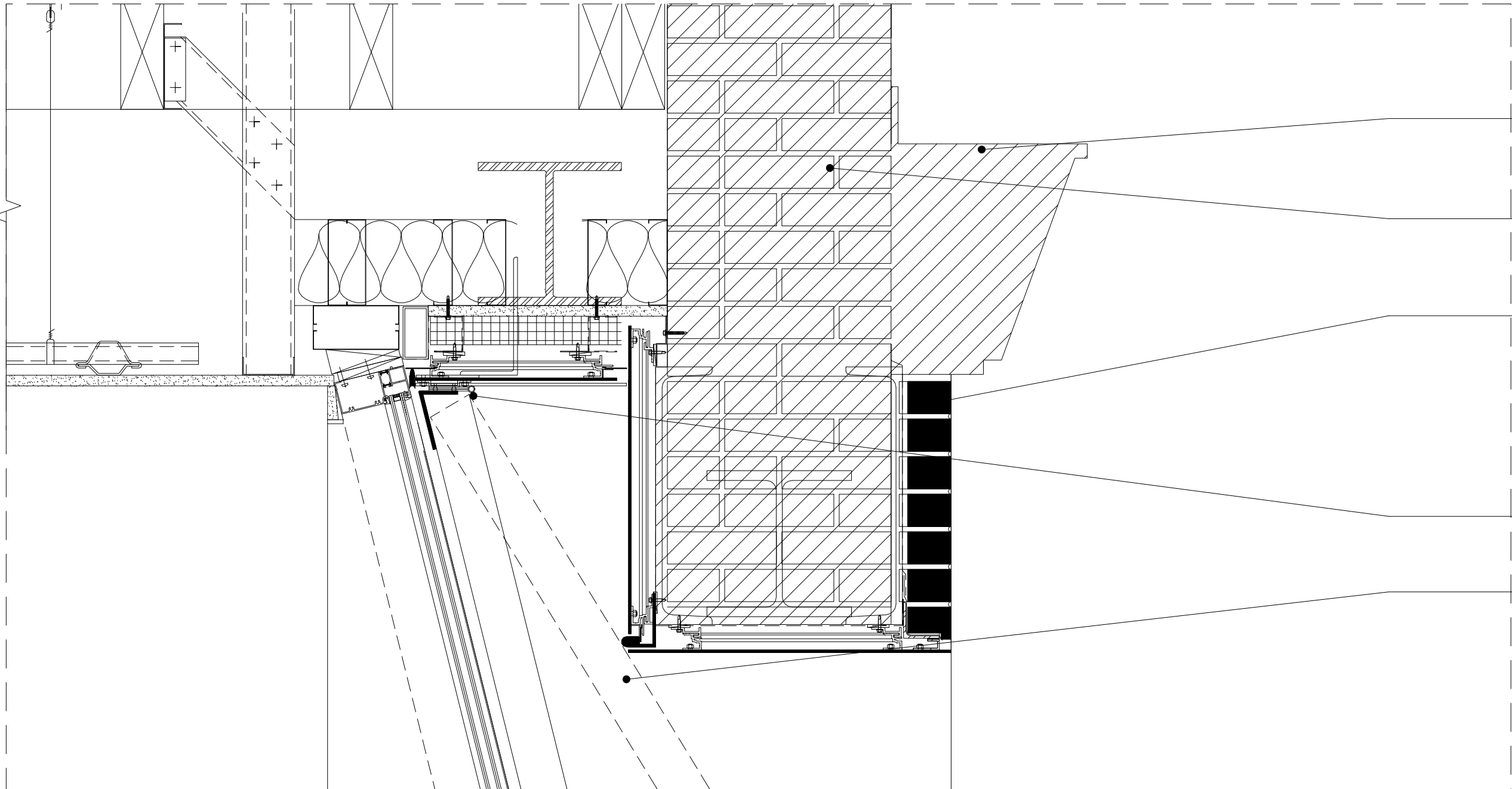
4

1" = 1'-0"

3

2

1



(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"

(N) 3 1/8" BLACK ANODIZED ALUMINUM FIN AWNING STOPPER

(N) BLACK ANODIZED ALUMINUM PANEL (RAL9005)

(N) NON-ILLUMINATED NATURAL BRASS STOREFRONT SIGNAGE (TYP.)

± 11'-10" T.O. SECOND FL. FIN.

± 9'-2" B.O. FIRST FL. CEILING

± 8'-8" T.O. STOREFRONT GLAZING

(N) BLACK ANNODIZED ALUMINUM STOREFRONT TOP RAIL AND FRAME

ENLARGED SECTIONAL DETAILS

2

1 1/2" = 1'-0"

(N) BLACK ANODIZED ALUMINUM STOREFRONT BOTTOM RAIL

(N) BLACK ANNODIZE ALUM. DOOR SADDLE

± 0'-0" T.O. FIRST FL. FIN.

ENLARGED SECTIONAL DETAILS

3

1 1/2" = 1'-0"

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CH

CAROLINA HERRERA

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.

13

5

4

3

2

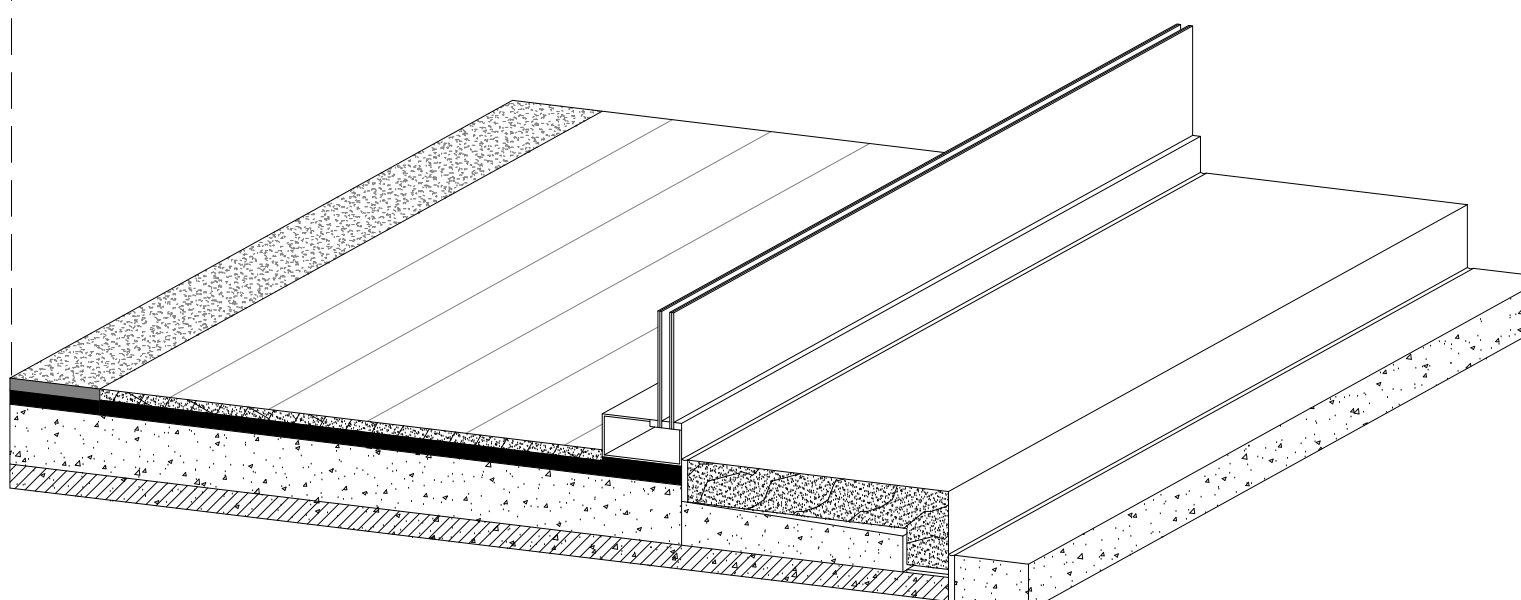
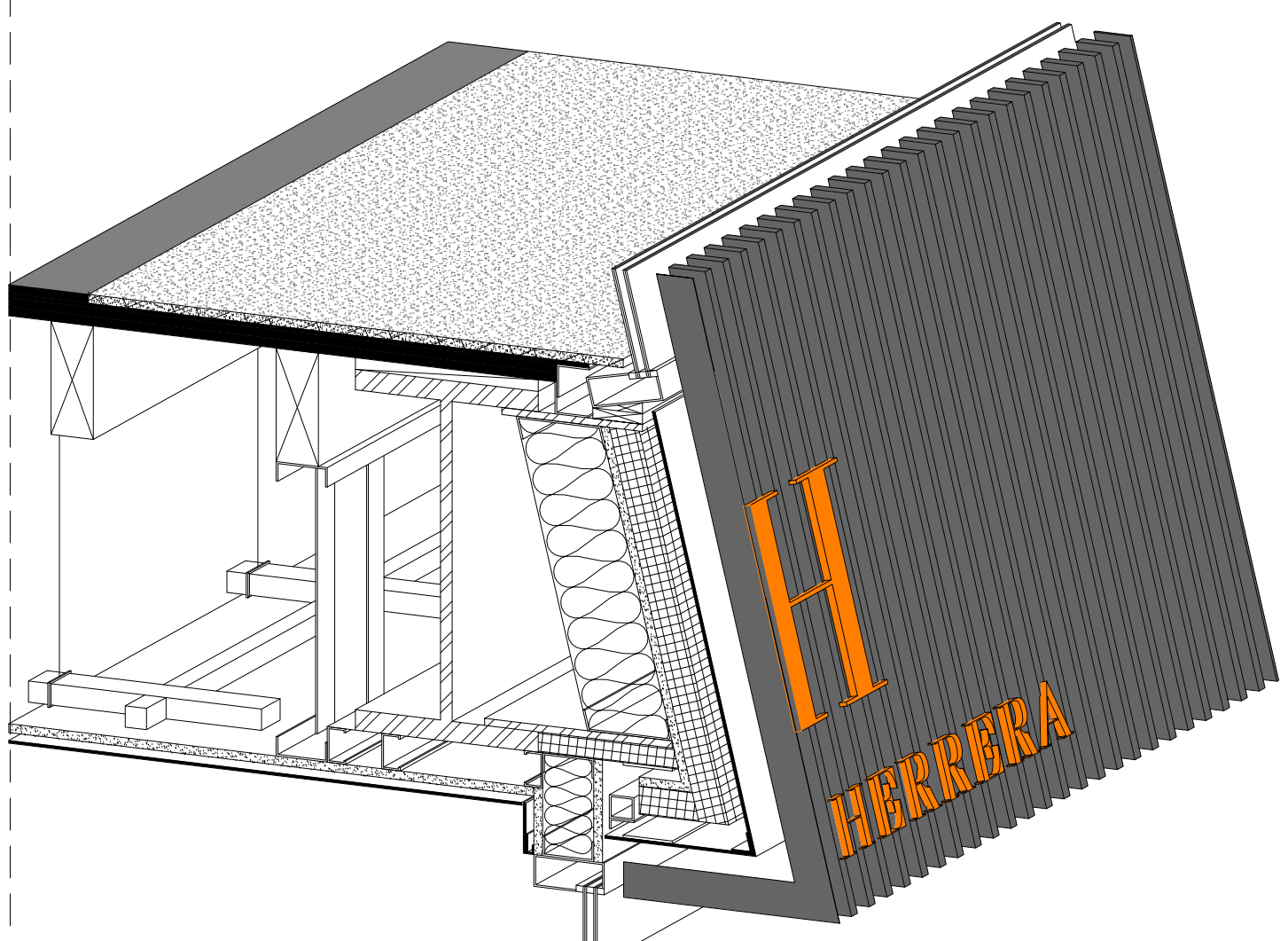
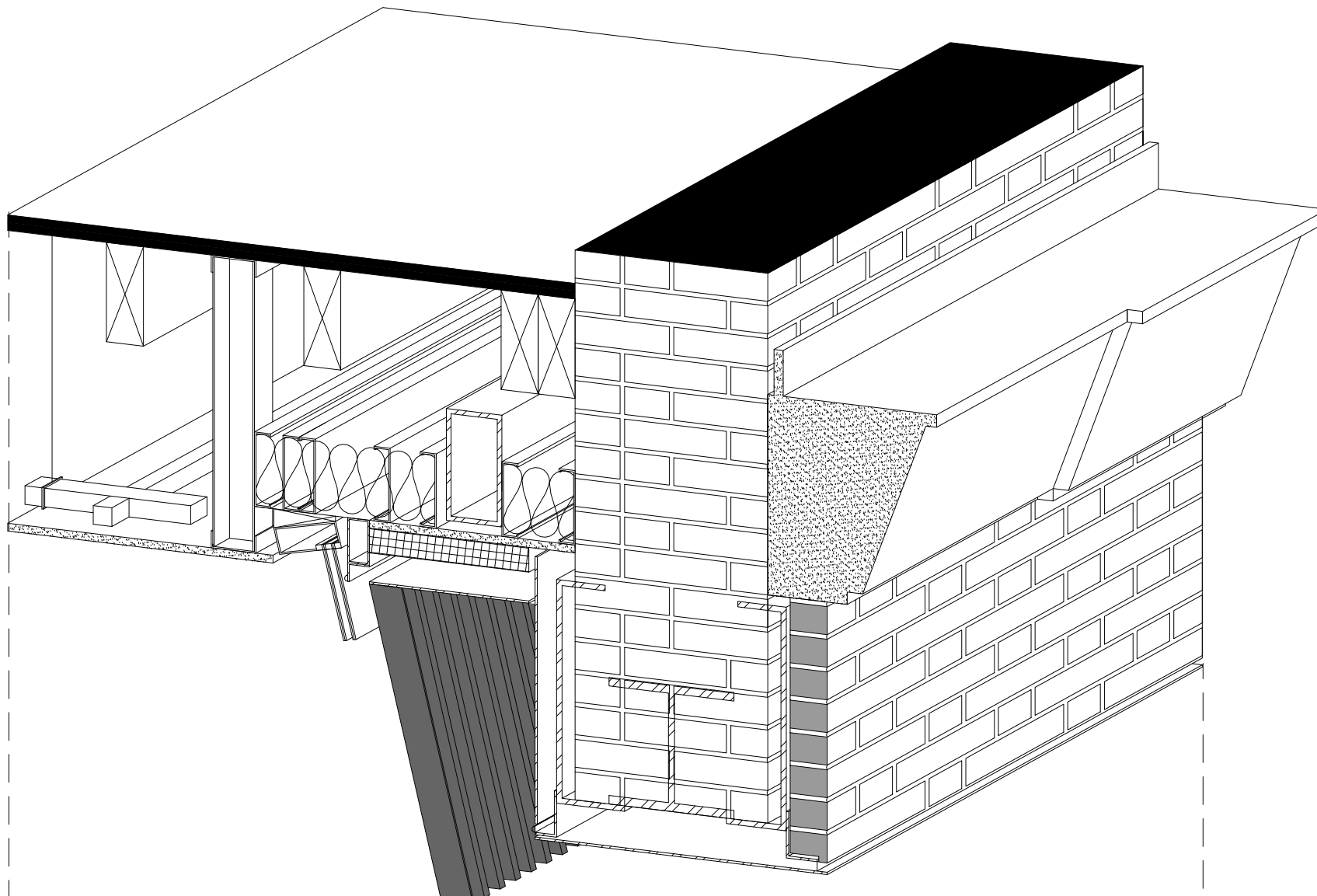
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D

C

B

A



AXON SECTION

4

1" = 1'-0"

5

4

3

2

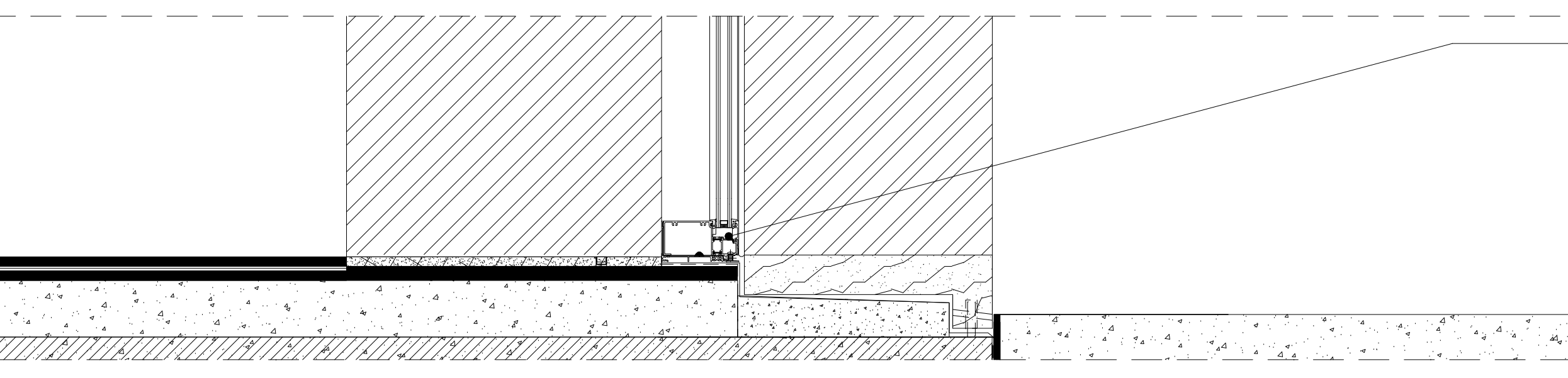
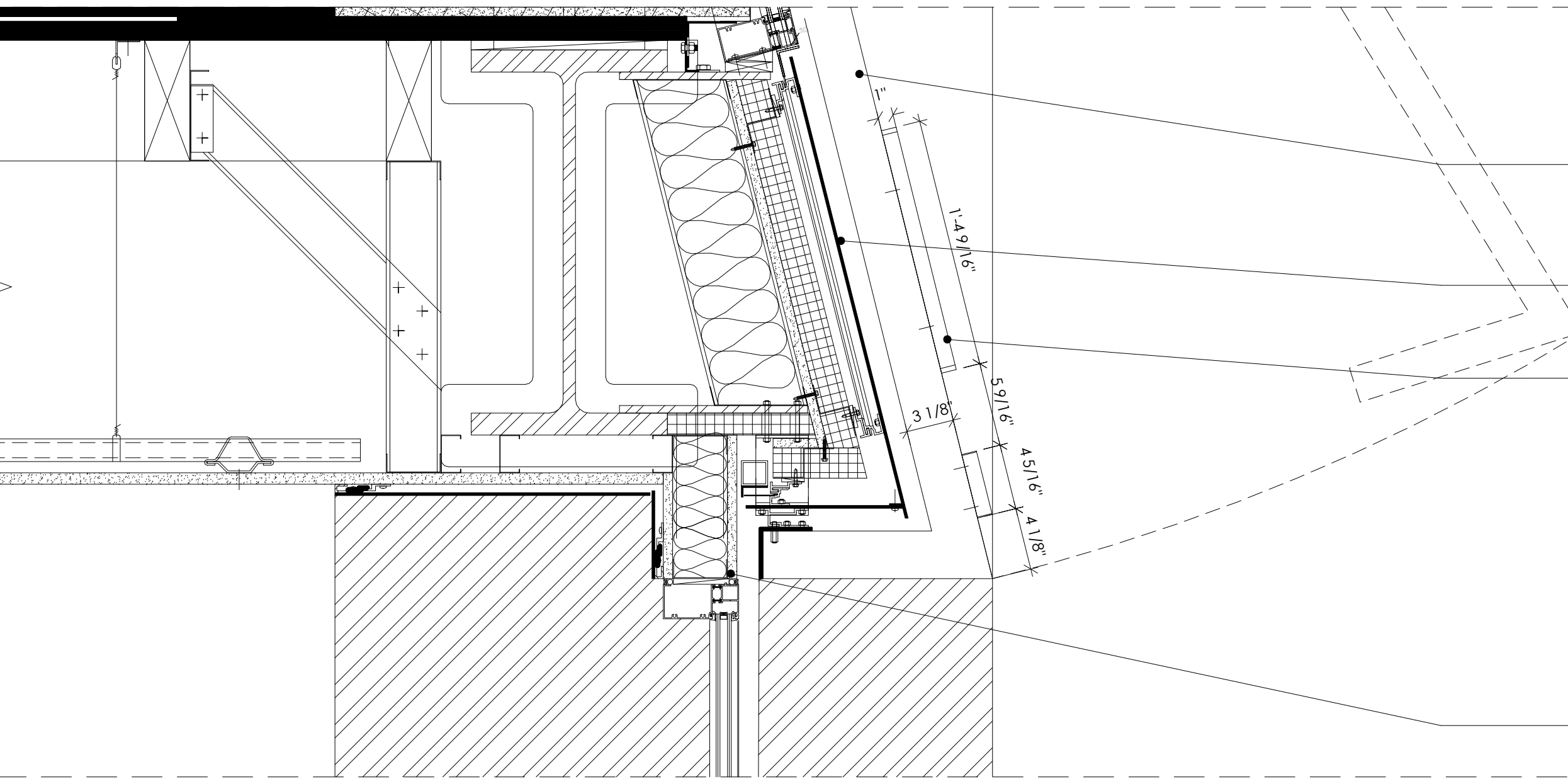
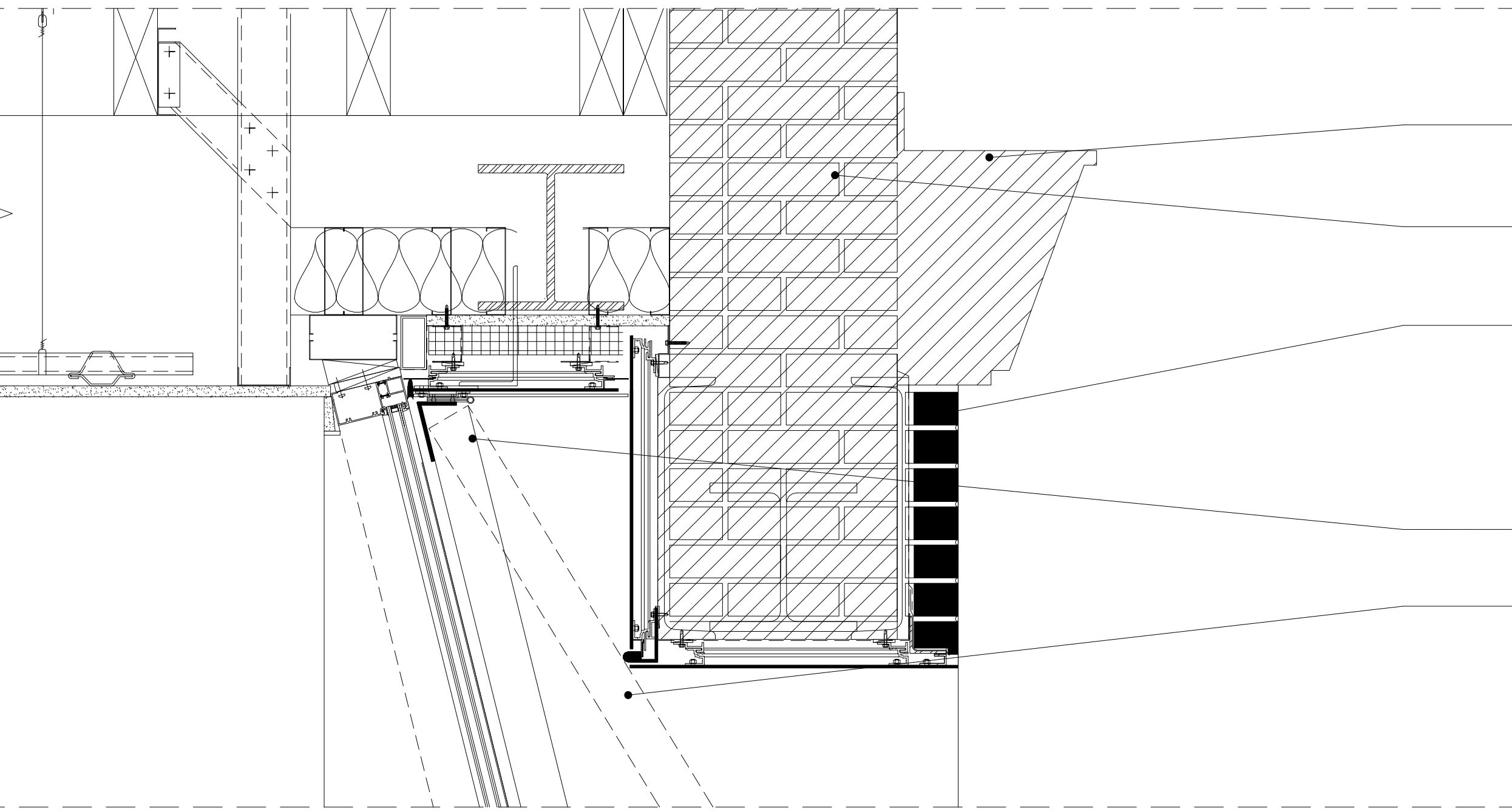
1

D

C

B

A



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

± 18'-6" T.O. STOREFRONT OPENING

± 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

BLACK ANODIZED ALUMINUM STOREFRONT

± 0'-0" T.O. FIRST FL. FIN.

ENLARGED SECTIONAL DETAILS

1

1 1/2" = 1'-0"

ENLARGED SECTIONAL DETAILS

2

1 1/2" = 1'-0"

ENLARGED SECTIONAL DETAILS

3

1 1/2" = 1'-0"

kennethpark

Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

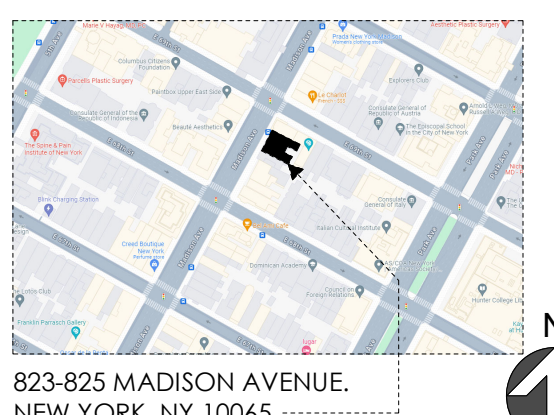
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New York, NY 10017
www.kennethpark.com

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REGISTRATION EXPIRES: 01/31/2024

11/13/2024 5:27:00 PM

NO.	DATE	REVISIONS



823-825 MADISON AVENUE,
NEW YORK, NY 10065

CH
CAROLINA HERRERA

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

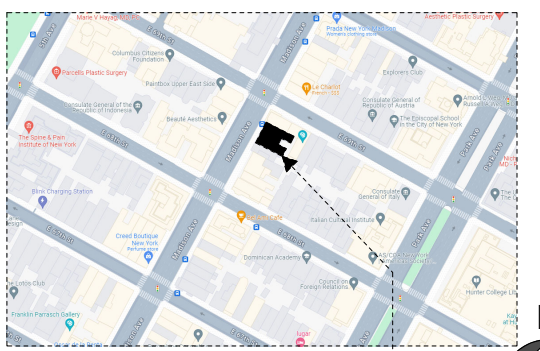
REVIEWED BY:

Verificador

SHEET NO.

14

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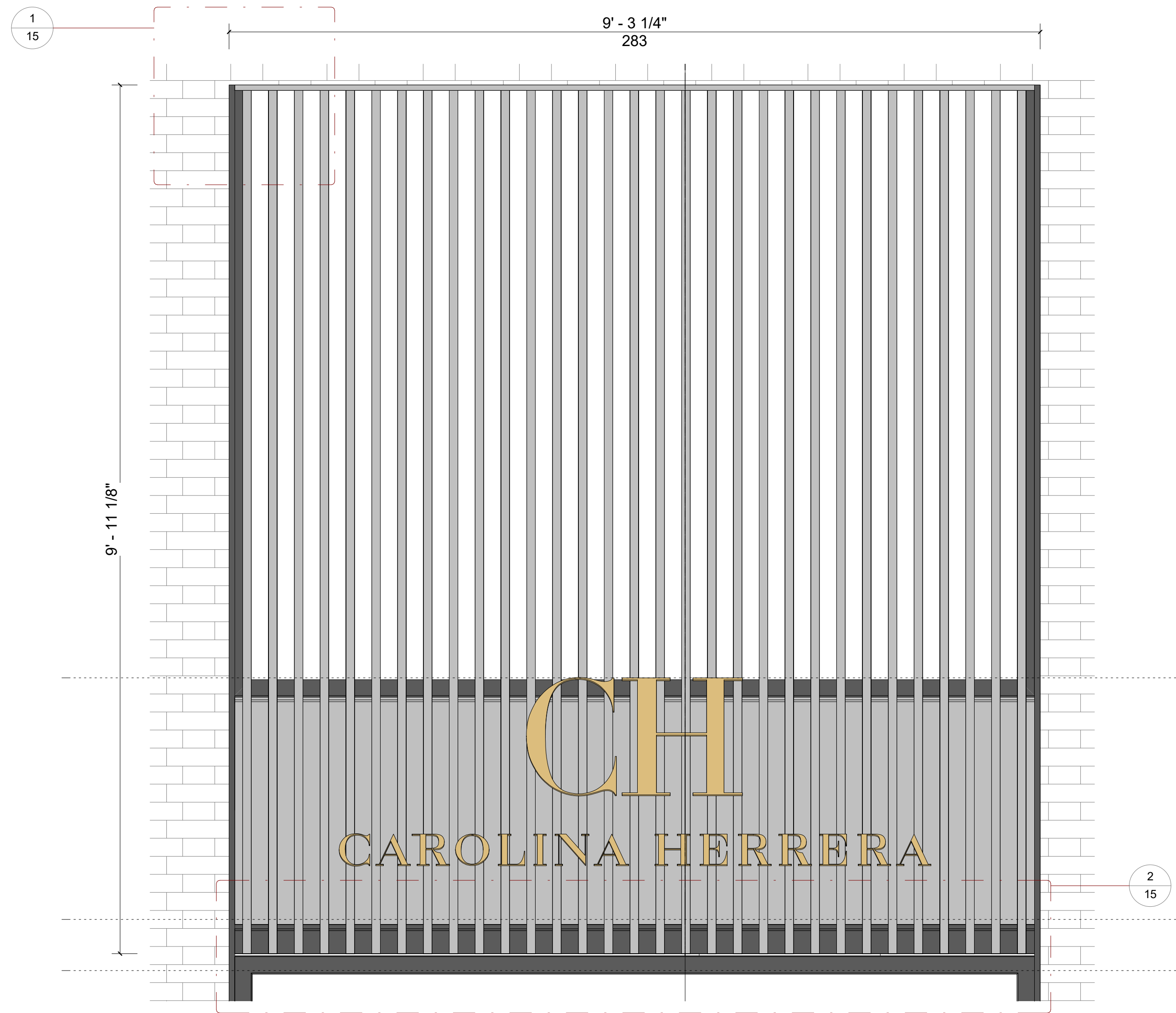
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AREA: THIRD LEVEL: 3565SF
 SECOND LEVEL: 4075SF
 STREET LEVEL: 3960SF
 LOWER LEVEL: 2530SF

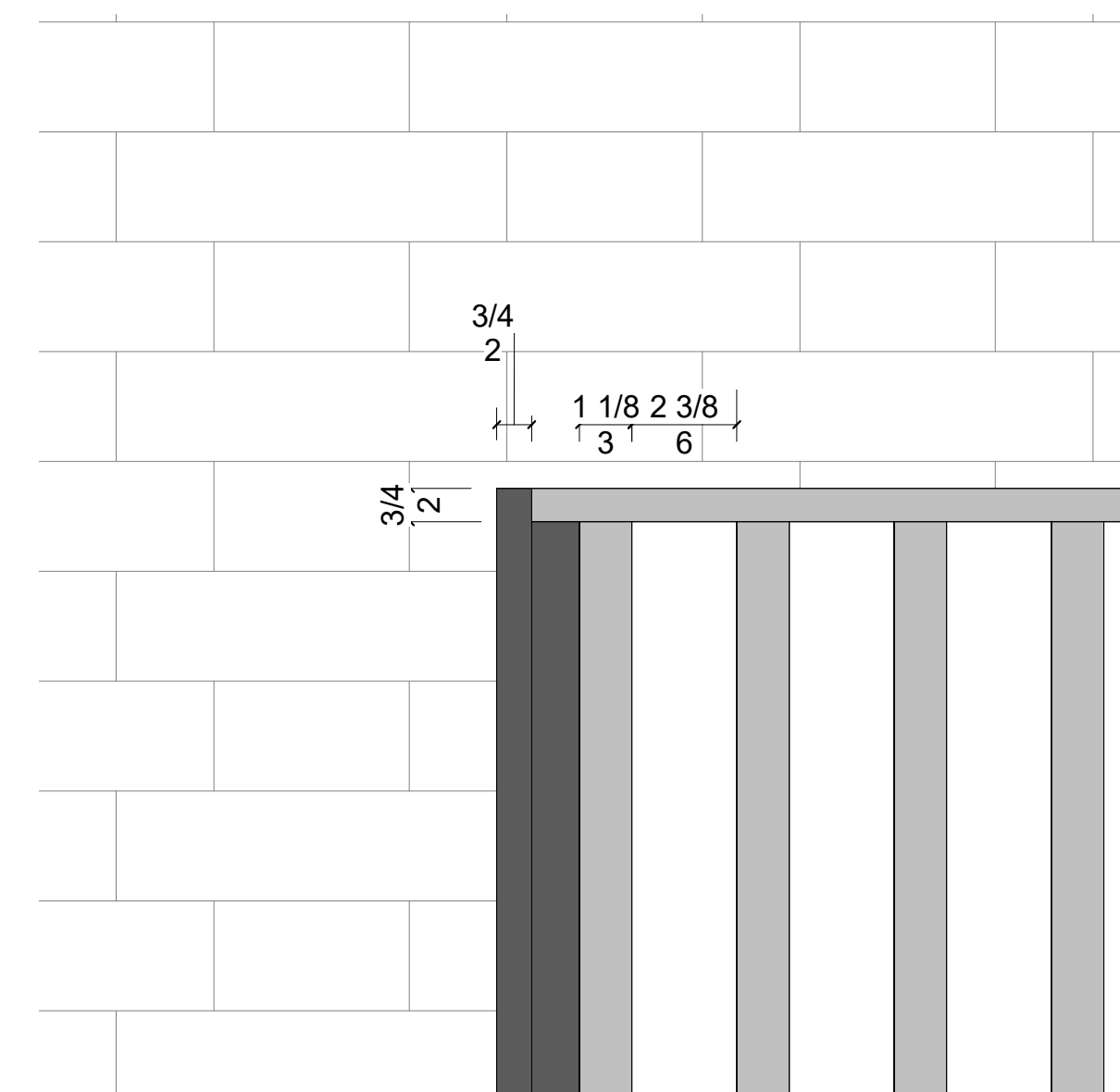
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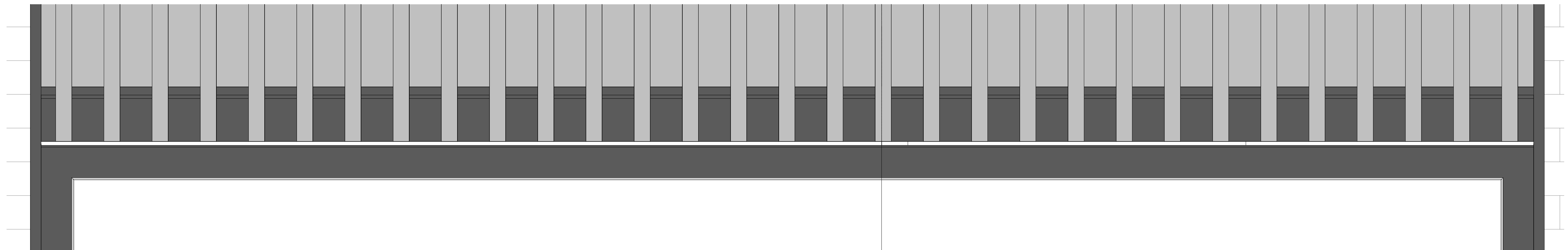
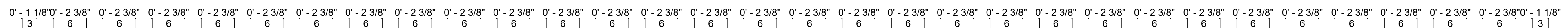
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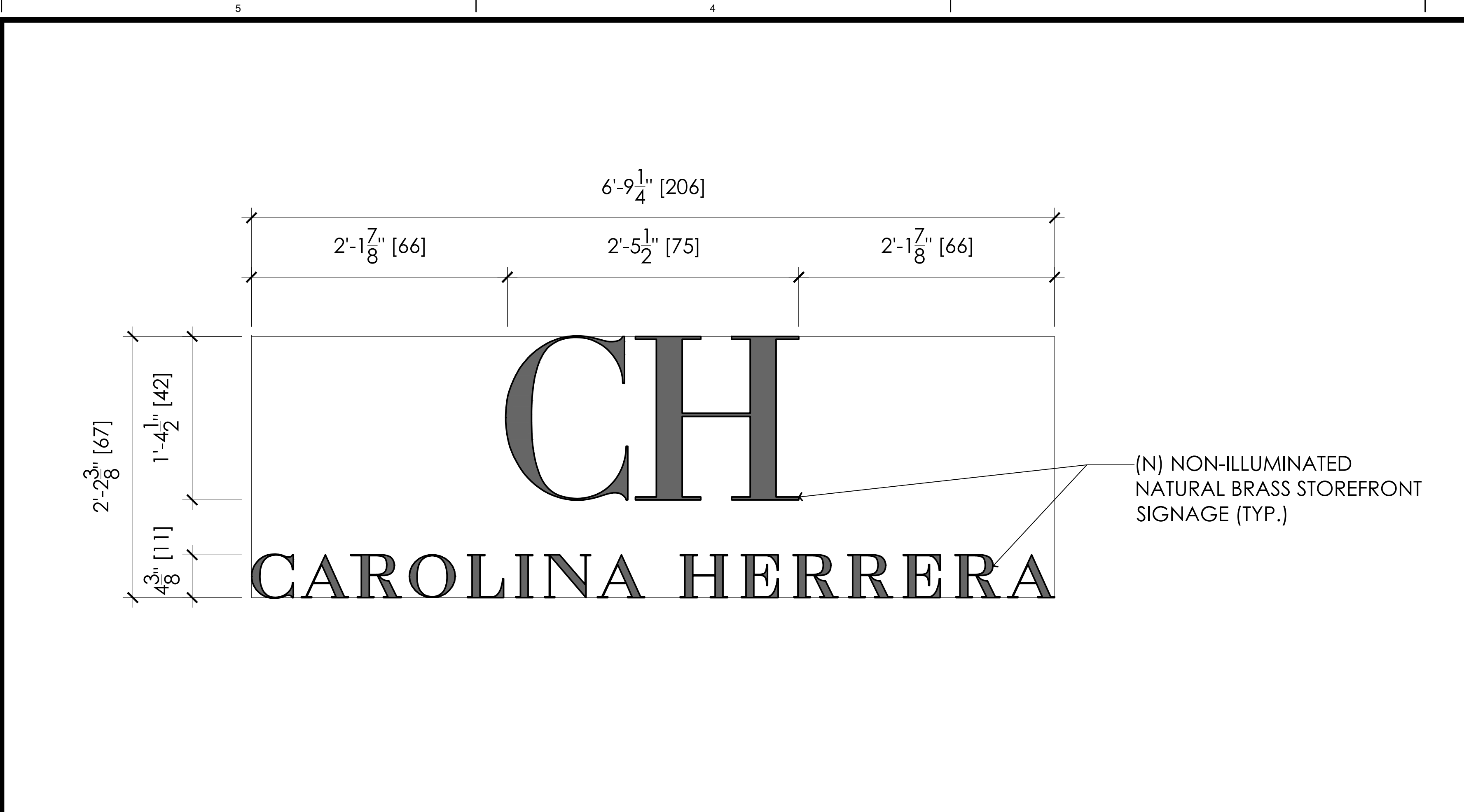
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1 1/2" = 1'-0"

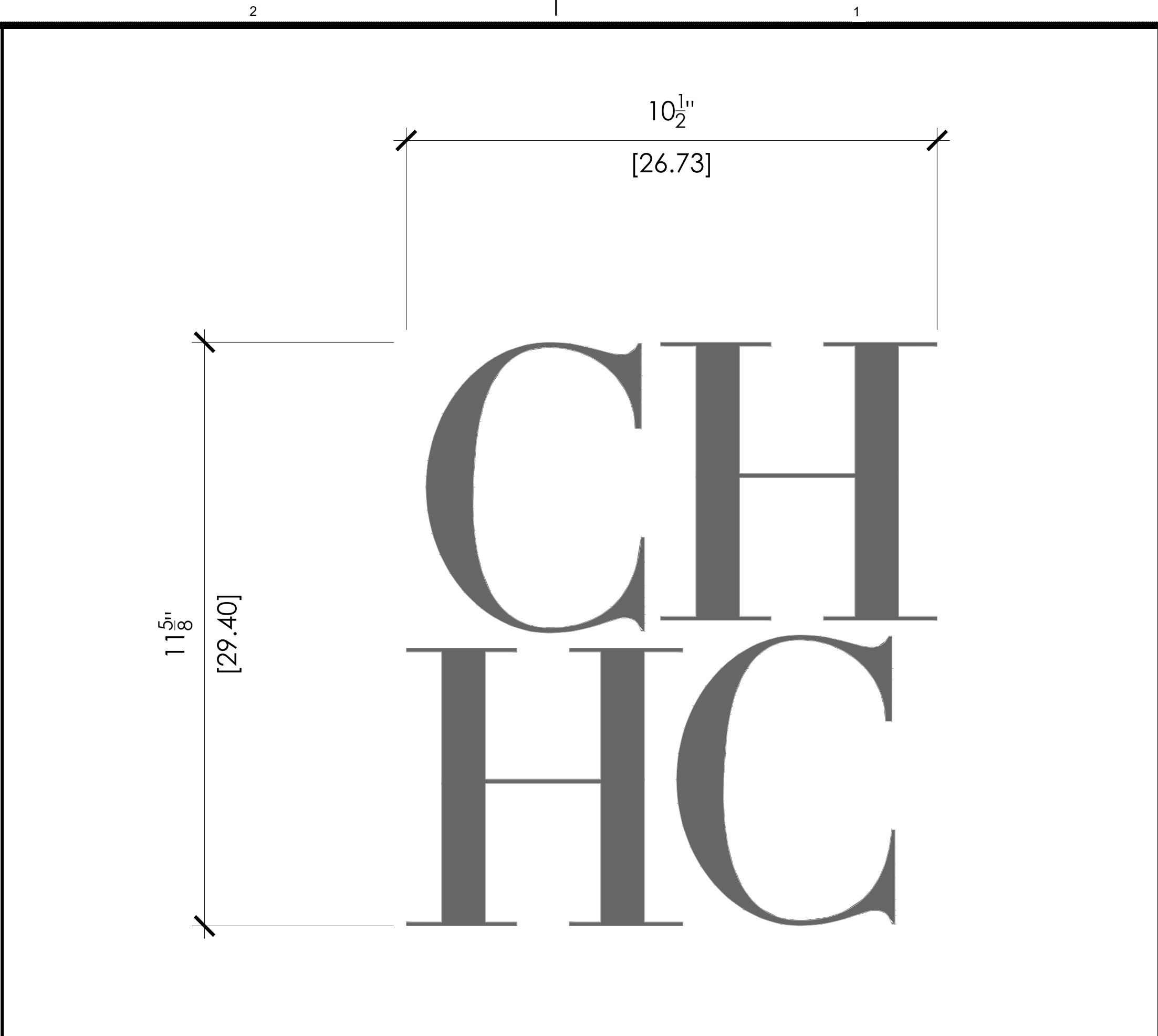


 $1\ 1/2'' = 1'-0''$ 
$$1\ 1/2'' = 1'-0''$$



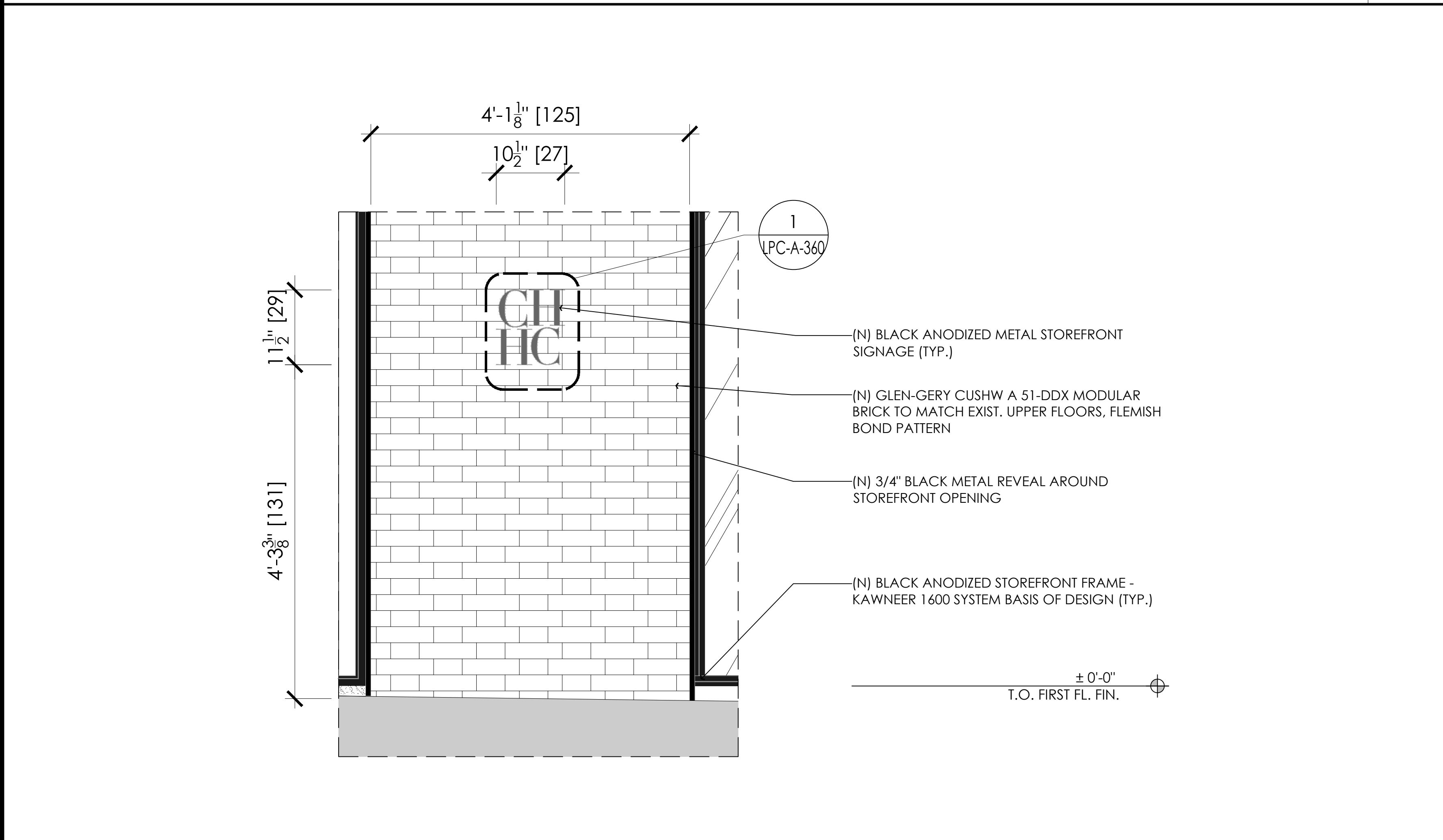
ENLARGED STOREFRONT SIGNAGE ELEVATION

3



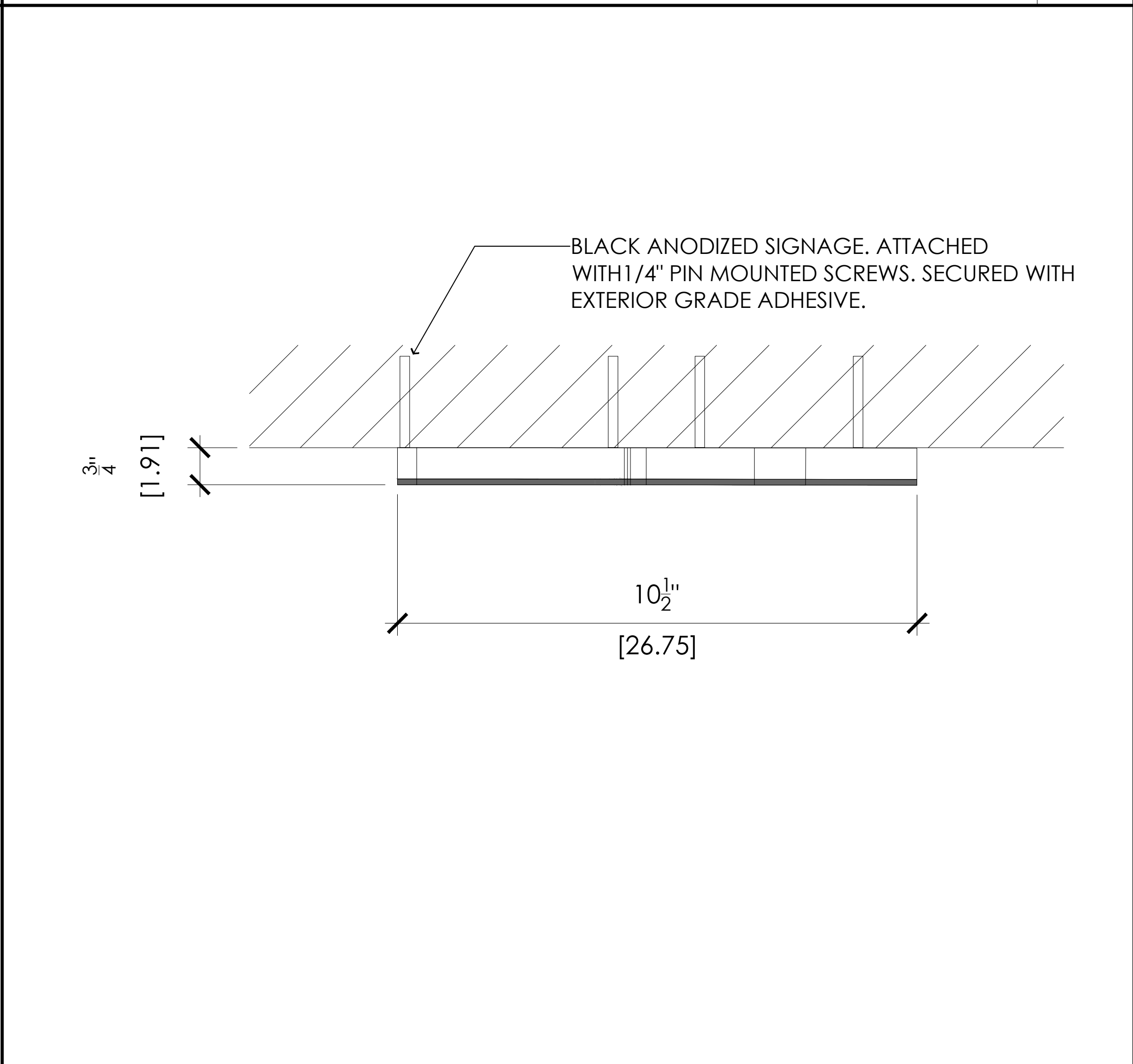
ENLARGED BRICK PIER SIGNAGE ELEVATION

1



ENLARGED BRICK PIER SIGNAGE ELEVATION

4



ENLARGED BRICK PIER SIGNAGE PLAN

2

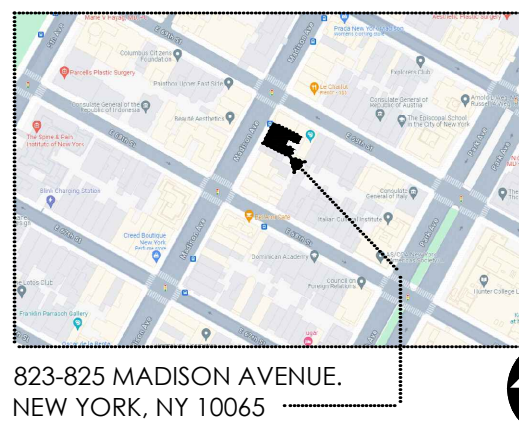
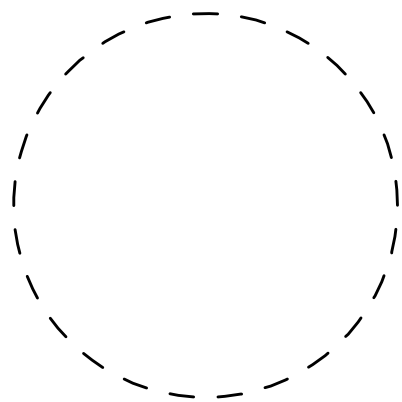
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AREA: THIRD LEVEL: 3565SF
SECOND LEVEL: 4075SF
STREET LEVEL: 3960SF
LOWER LEVEL: 2530SF

SHEET TITLE:

ENLARGED
STOREFRONT DETAILS

PROJECT NO.

SCALE:

DATE:

DRAWN BY:

REVIEWED BY:

SHEET NO.

16

5 4 3 2 1

D

C

B

A



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

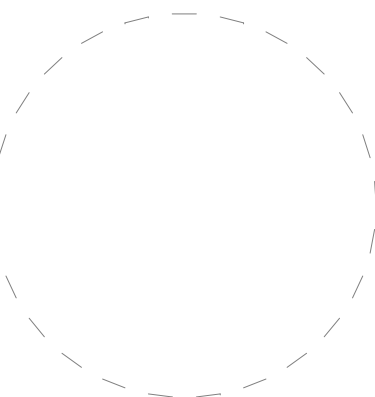
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MEP CONSULTANT:

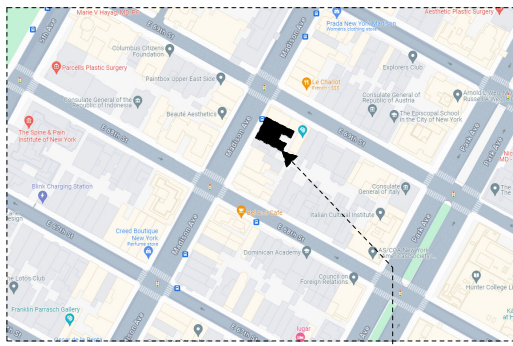
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NO.	DATE	REVISIONS



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:

**PROPOSED STOREFRONT
MATERIALS**

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

MATERIAL LEGEND

1

1/4" = 1'-0"

17

5 4 3 2 1

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[illegible]

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

PROPOSED RENDERED
VIEW

SHEET NO. _____

PROPOSED RENDERED VIEW

1

NTS

APPENDIX

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

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

A photograph of four black, rectangular blocks standing upright on a light-colored floor, casting long shadows. The background is a large window with a view of a blue sky and clouds.

A photograph showing four dark, rectangular blocks of varying heights standing in a row on a light-colored, textured surface. The blocks are positioned in front of a large, textured glass wall that reflects the sky and surrounding environment. The lighting creates soft shadows on the ground.

The image shows the exterior of a Carolina Herrera store. The building is made of red brick. The ground floor features three large display windows. Each window has a black frame and a sign that reads "CH CAROLINA HERRERA" in gold lettering. The windows display mannequins wearing winter coats. Above the windows, there are two balconies with black metal railings. The upper floors of the building have several windows, some with black frames and others with white frames. The sidewalk in front of the store is made of concrete, and there are two small planters with brown mulch. The street in front of the store is paved with asphalt.

RENDERED VIEW OF FULL INSTALATION FROM FRONT