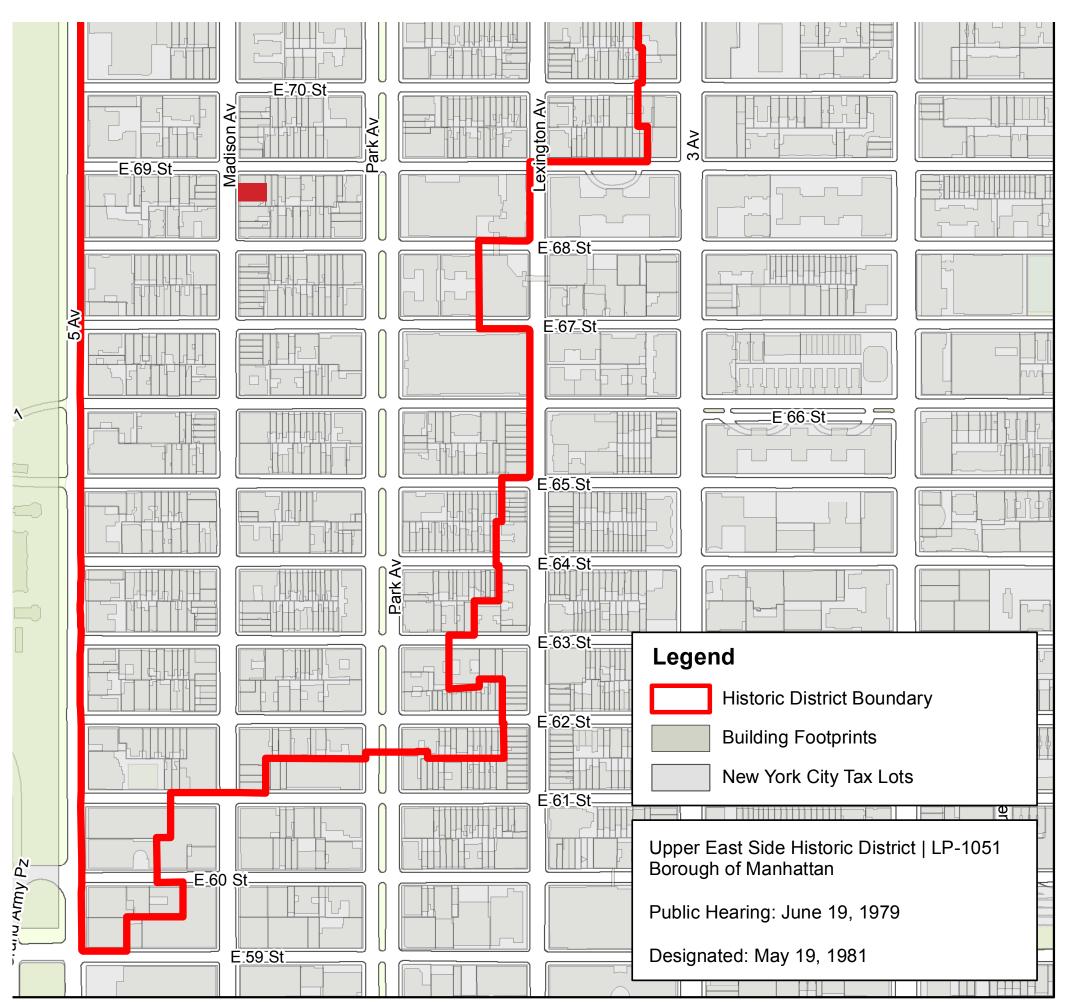


823-825 MADISON AVENUE, 2024



BLOCK PLAN



New York City Landmarks Preservation Commission, LCR Date: 3.28.2019

HISTORIC DISTRICT LOCATION

kennethpark

Architecture
Urban Planning
Store Design

Store Design
Mixed-Use
Retail Development

Store Design

Mixed-Use
New York, NY10017

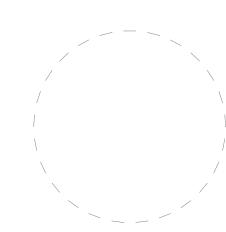
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NEW YORK



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NO.	DATE	REVISIONS





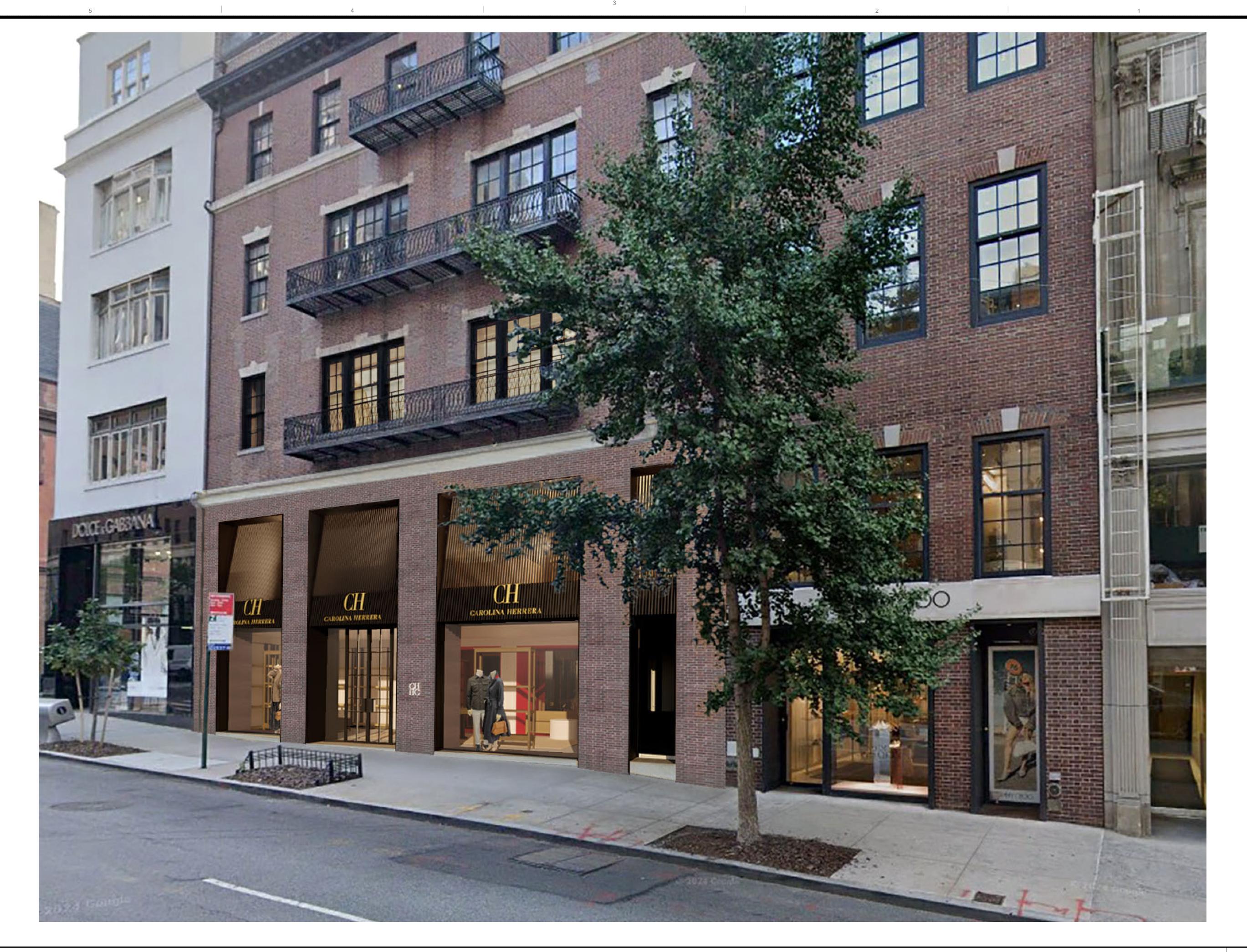
823 Madison Avenue

REA: 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.	



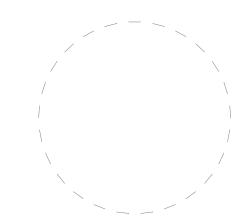
Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

Architecture
Urban Planning
360 Lexington Avenue
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www.kennethpark.com

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NO.	DATE	REVISIONS





823 Madison Avenue

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.	

1944 (IRVING UNDERHILL)



1981 (LPC DESIGNATION PHOTO)



1986 (NYC MUNICIPAL ARCHIVES)

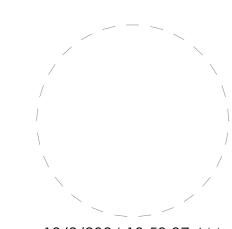
Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

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Urban Planning
360 Lexington Avenue
New York, NY10017
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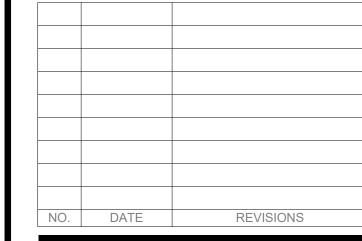
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823 Madison Avenue

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

SHEET TITLE:

HISTORIC DOCUMENTATION

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



2008 (GOOGLE)
ALTERATIONS APPROVED 2007
SAWICKI TARELLA ARCHITECTS



2024 (GOOGLE)
ALTERATIONS APPROVED 2013
PAGE COWLEY ARCHITECTS

Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

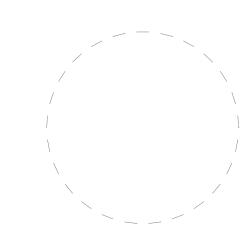
Architecture

Urban Planning
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NO.	DATE	REVISIONS





823 Madison Avenue

REA:	THIRD LEVEL:	3565
	SECOND LEVEL:	4075
	STREET LEVEL:	3960
	LOWER LEVEL:	2530

SHEET TITLE:

APPROVED ALTERATION HISTORY

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



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

Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

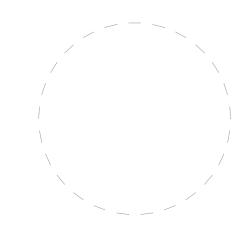
Architecture

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NO.	DATE	REVISIONS





823 Madison Avenue

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
DRAWN BY:	Author
REVIEWED BY:	Checker
SHEET NO.	



690 MADISON AVENUE RDAI APPROVED 2010



702 MADISON AVENUE
PAGE AYRES COWLEY ARCHITECTS
APPROVED 2014



829 MADISON AVENUE - APPROVED RENDERING BEYER BLINDER BELLE APPROVED 2023

Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

Architecture

Urban Planning

360 Lexington Avenue
New York, NY10017
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MEP CONSULTANT:

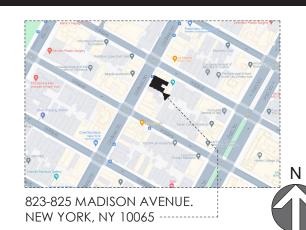
ARCHITECT: KENNETH PARK, AIA
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NO.	DATE	REVISIONS





823 Madison Avenue

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

SHEET TITLE:

DISTRICT CONTEXT -LPC APPROVALS

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



EXISTING STOREFRONT ELEVATION RENDERING

NTS



PROPOSED STOREFRONT ELEVATION RENDERING

kennethpark

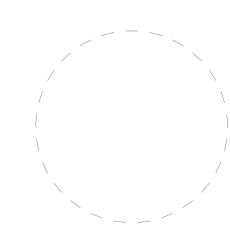
Architecture
Urban Planning
Store Design
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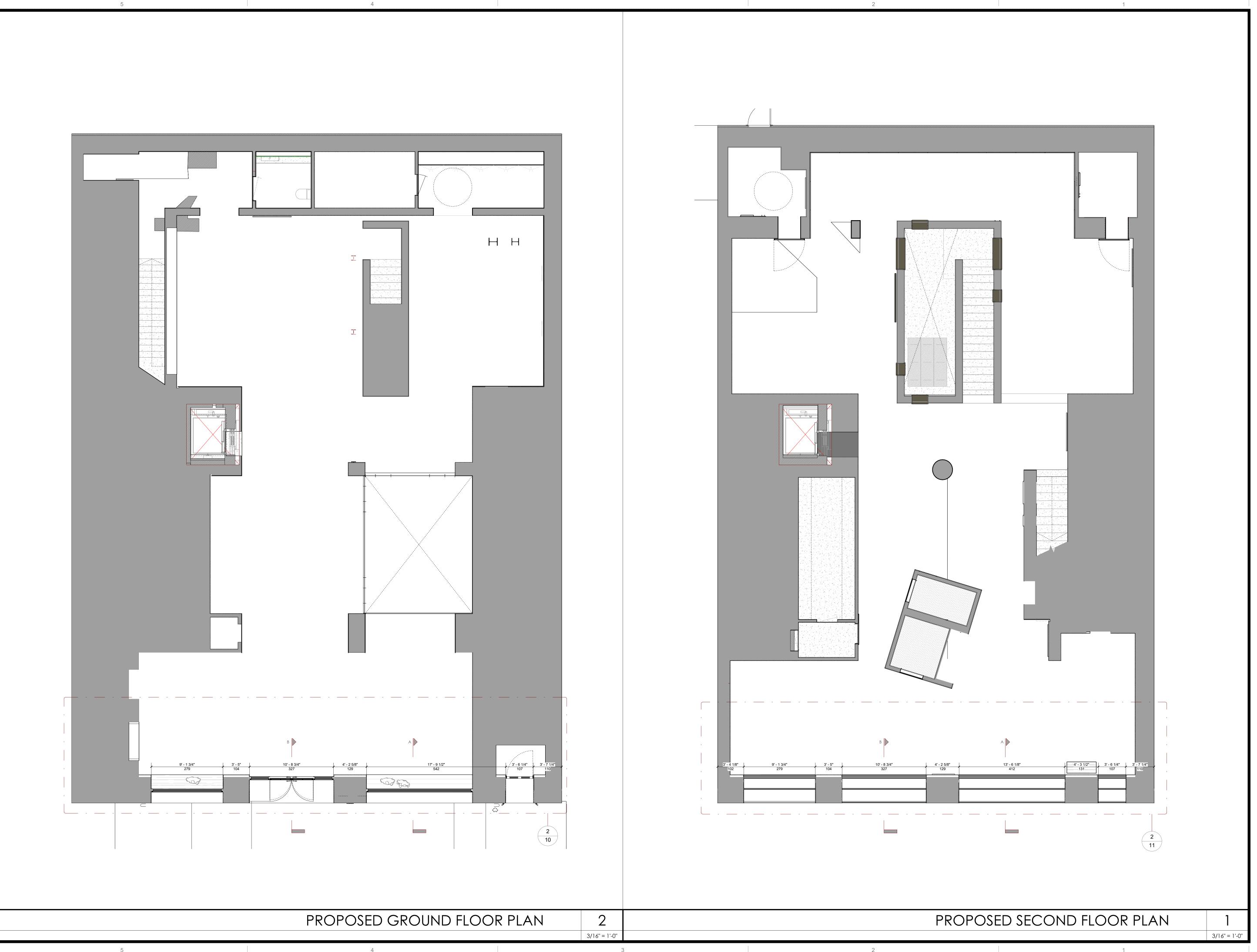
823 Madison Avenue

A:	THIRD LEVEL:	3565SI
	SECOND LEVEL:	4075SI
	STREET LEVEL:	3960SI
	LOWER LEVEL:	2530SI

SHEET TITLE:

PROPOSED STOREFRONT RENDERINGS

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



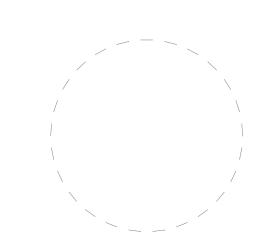
Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

Architecture
Urban Planning
Store Design
Mixed-Use
New York, NY10017
www.kennethpark.com

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NO.	DATE	REVISIONS





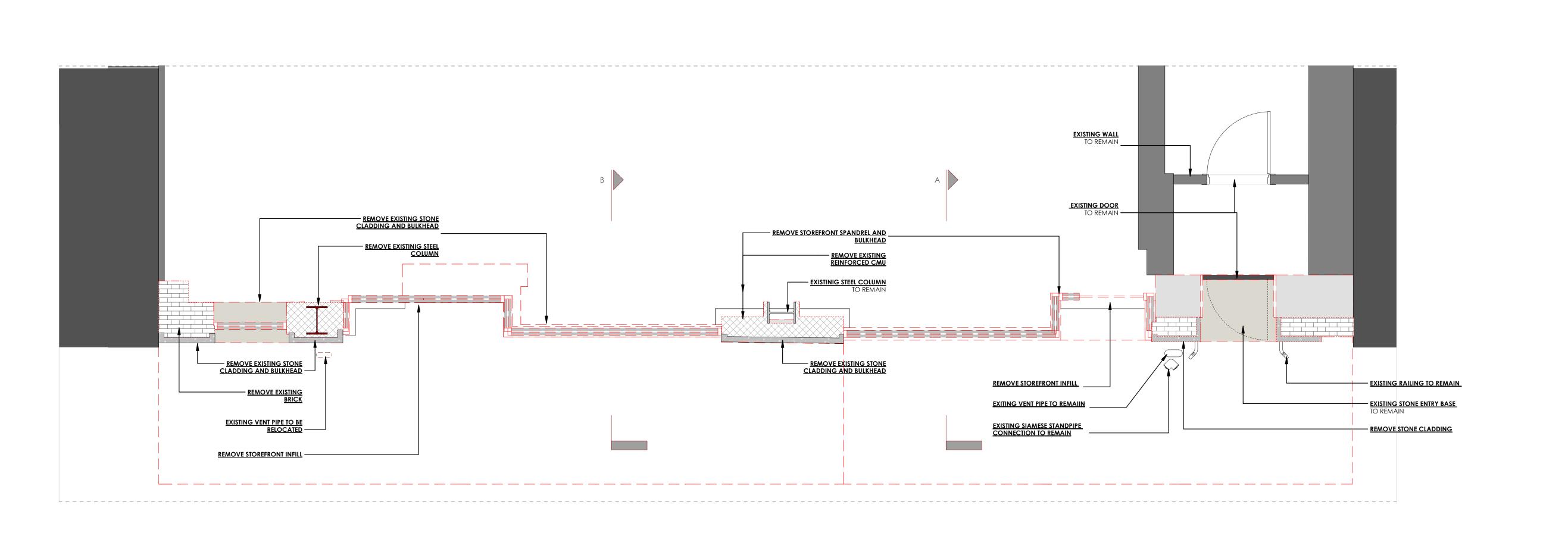
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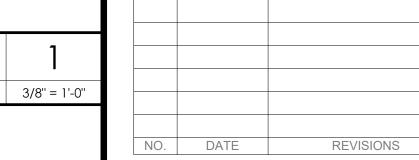
PROPOSED FLOOR PLANS

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





Urban Planning

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MEP CONSULTANT:

Store Design
Mixed-Use
Retail Development

Store Design
360 Lexington Avenue
New York, NY10017
www.kennethpark.com



823 Madison Avenue

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

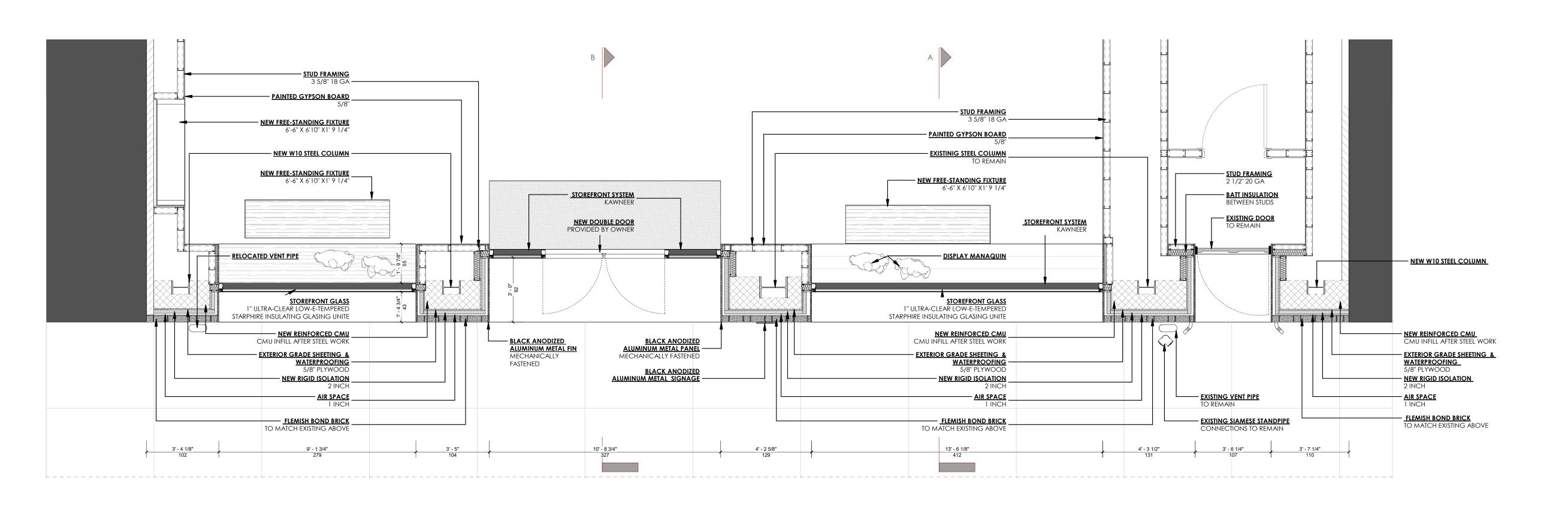
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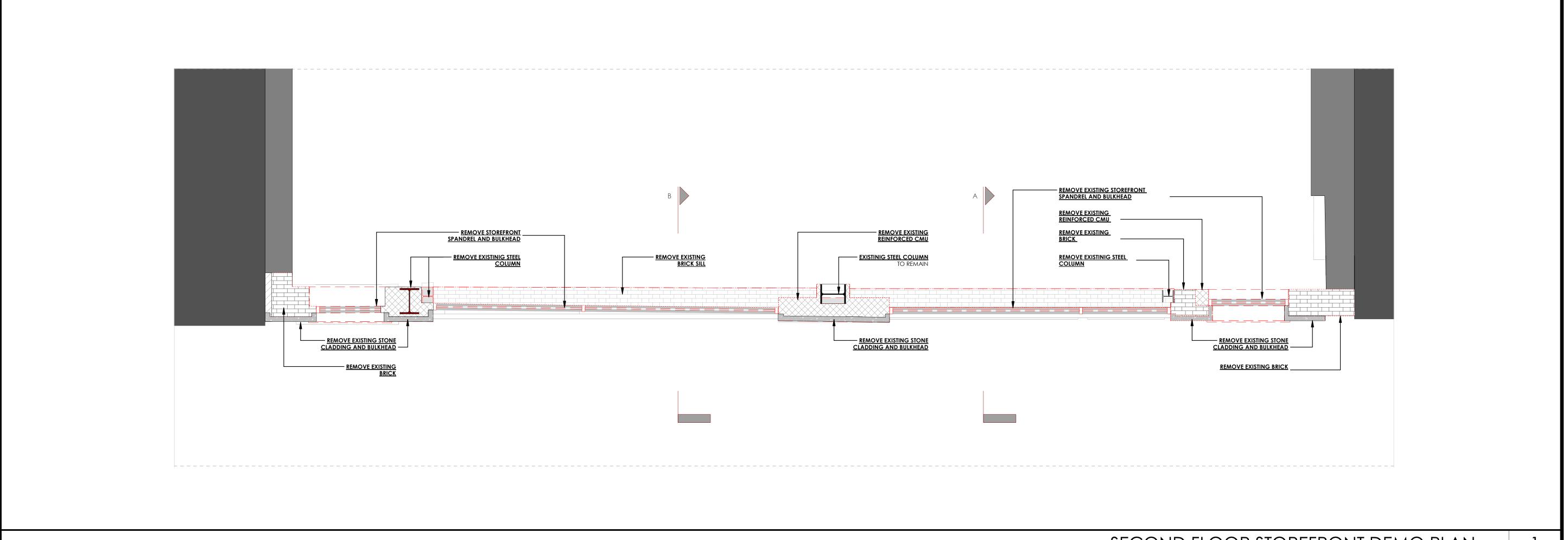
GROUND FLOOR DEMO & PROPOSED STOREFRONT

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

10

3/8" = 1'-0"







SECOND FLOOR STOREFRONT PROPOSED PLAN

NO. DATE

Activity Function (A)

Constitution of Constitution (A)

Constitution of C

REVISIONS

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Architecture Urban Planning

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MEP CONSULTANT:

Store Design
Mixed-Use
Retail Development

Store Design
360 Lexington Avenue
New York, NY10017
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823 Madison Avenue

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

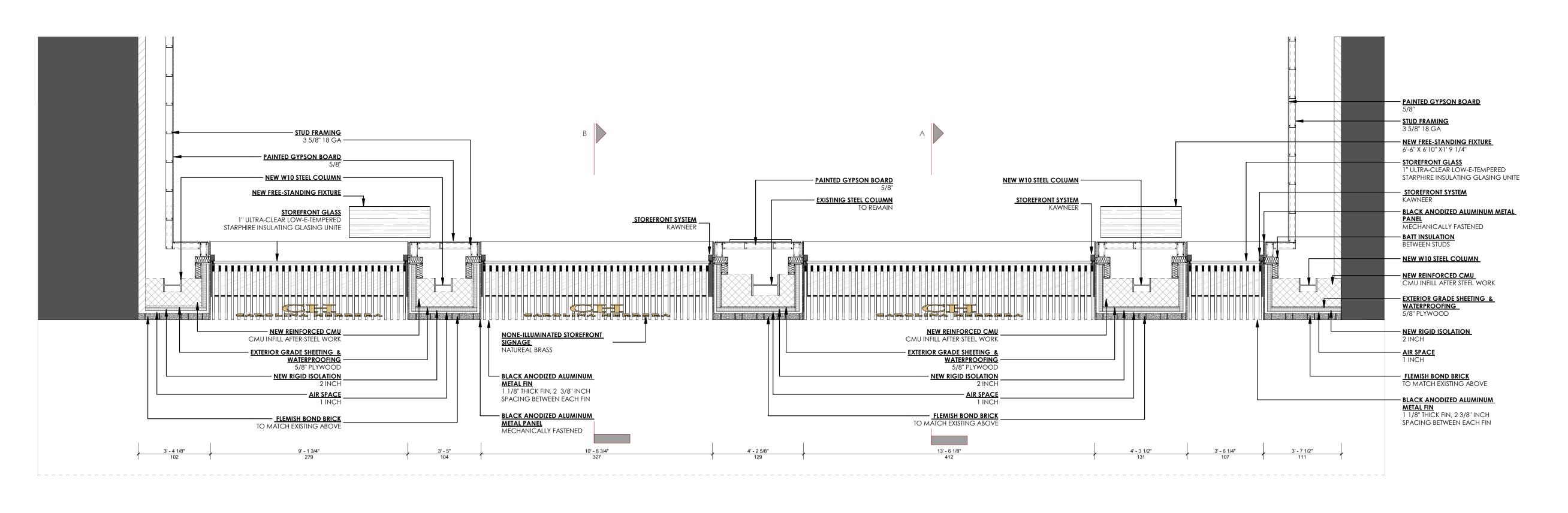
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SECOND FLOOR DEMO & PROPOSED STOREFRONT

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

10

3/8" = 1'-0"





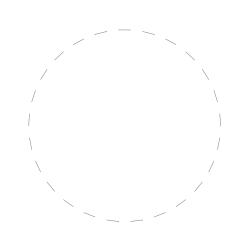
Architecture Urban Planning Store Design
Mixed-Use
Retail Development

Store Design
360 Lexington Avenue
New York, NY10017
www.kennethpark.com

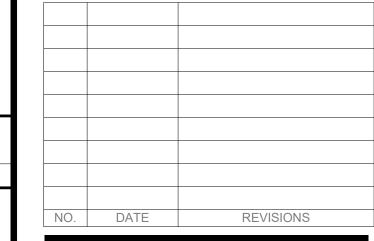
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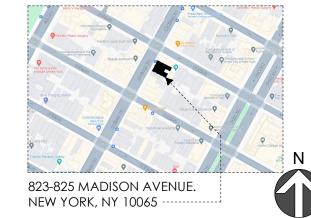
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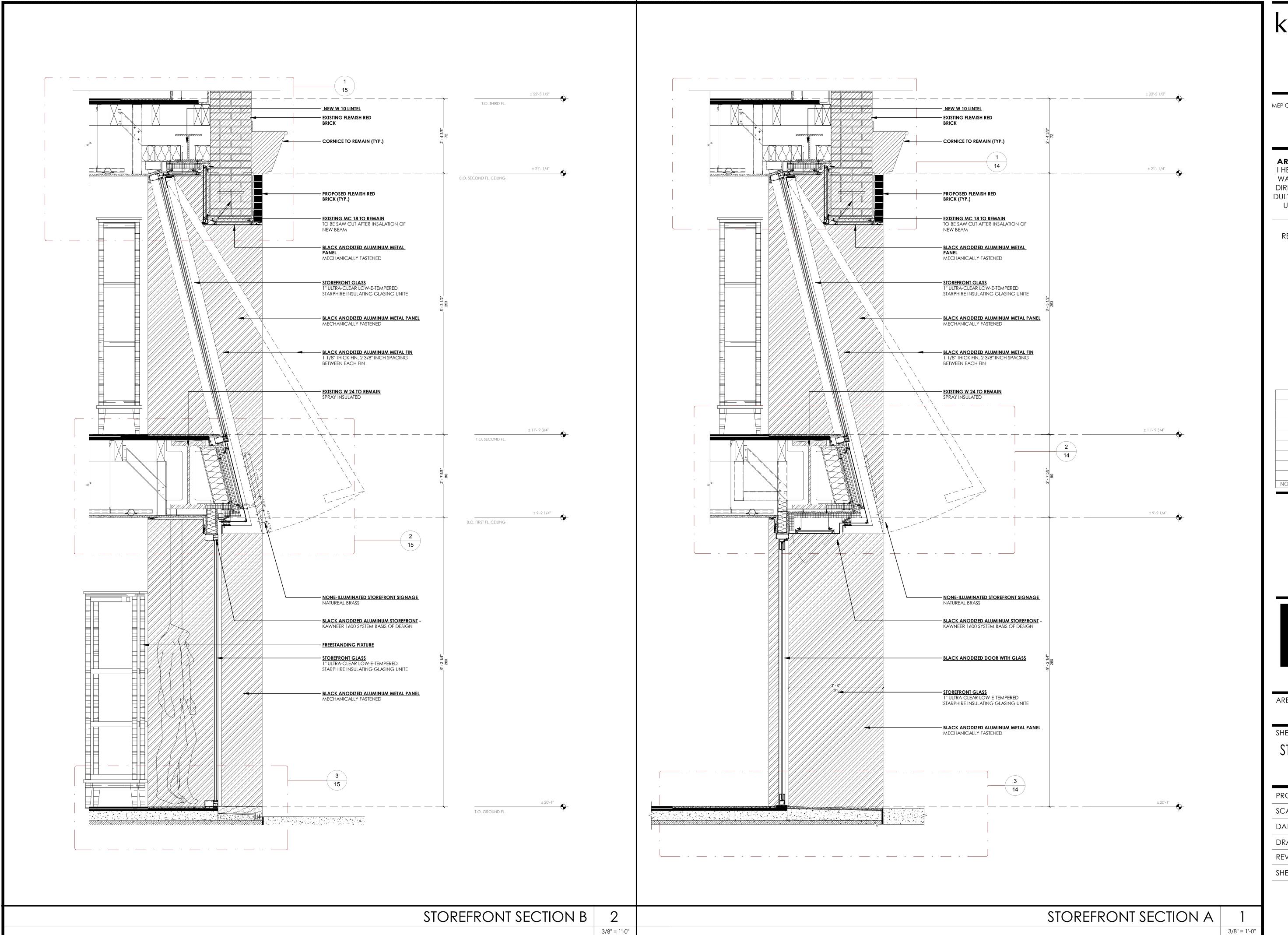
823 Madison Avenue

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

SHEET TITLE:

DEMO & PROPOSED STOREFRONT ELEVATIONS

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



Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

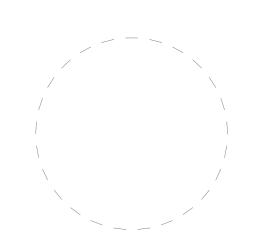
Architecture

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New York, NY10017
www.kennethpark.com

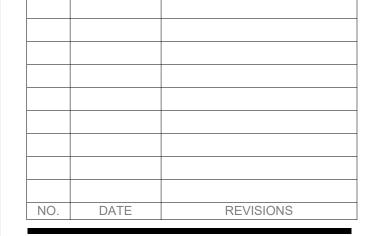
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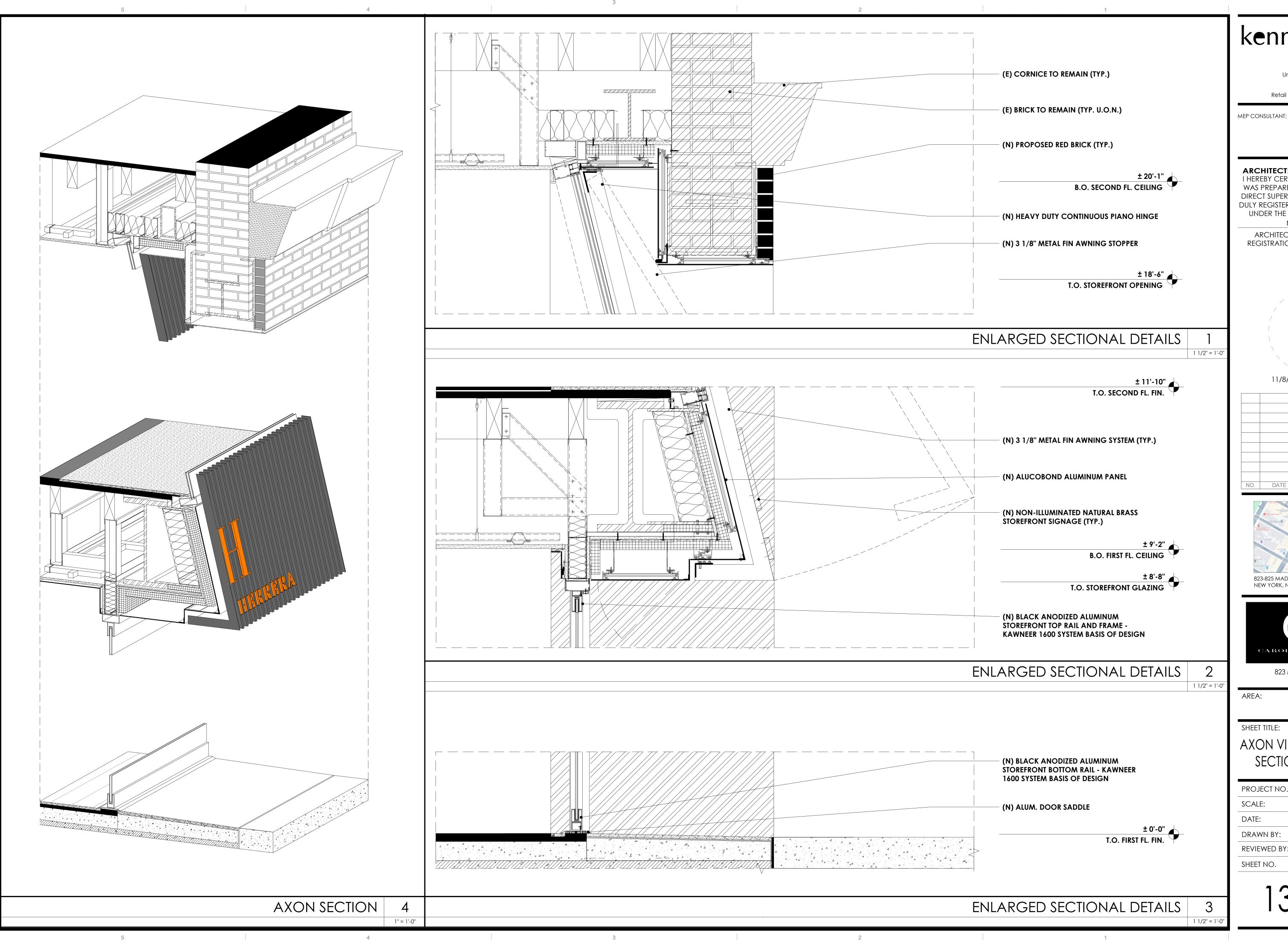
823 Madison Avenue

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	SECOND LEVEL.	40/00
	STREET LEVEL:	39609
	I OWER I EVEL:	25309

SHEET TITLE:

STOREFRONT SECTIONS

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



Architecture Urban Planning Store Design

Mixed-Use

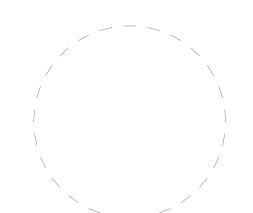
Retail Development

Store Design

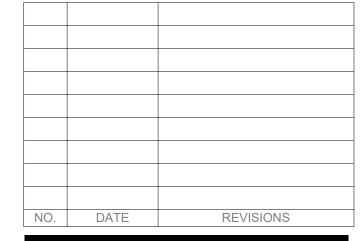
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NEW YORK ARCHITECTURAL REG. #: 14459 REGISTRATION EXPIRES: 01/31/2024



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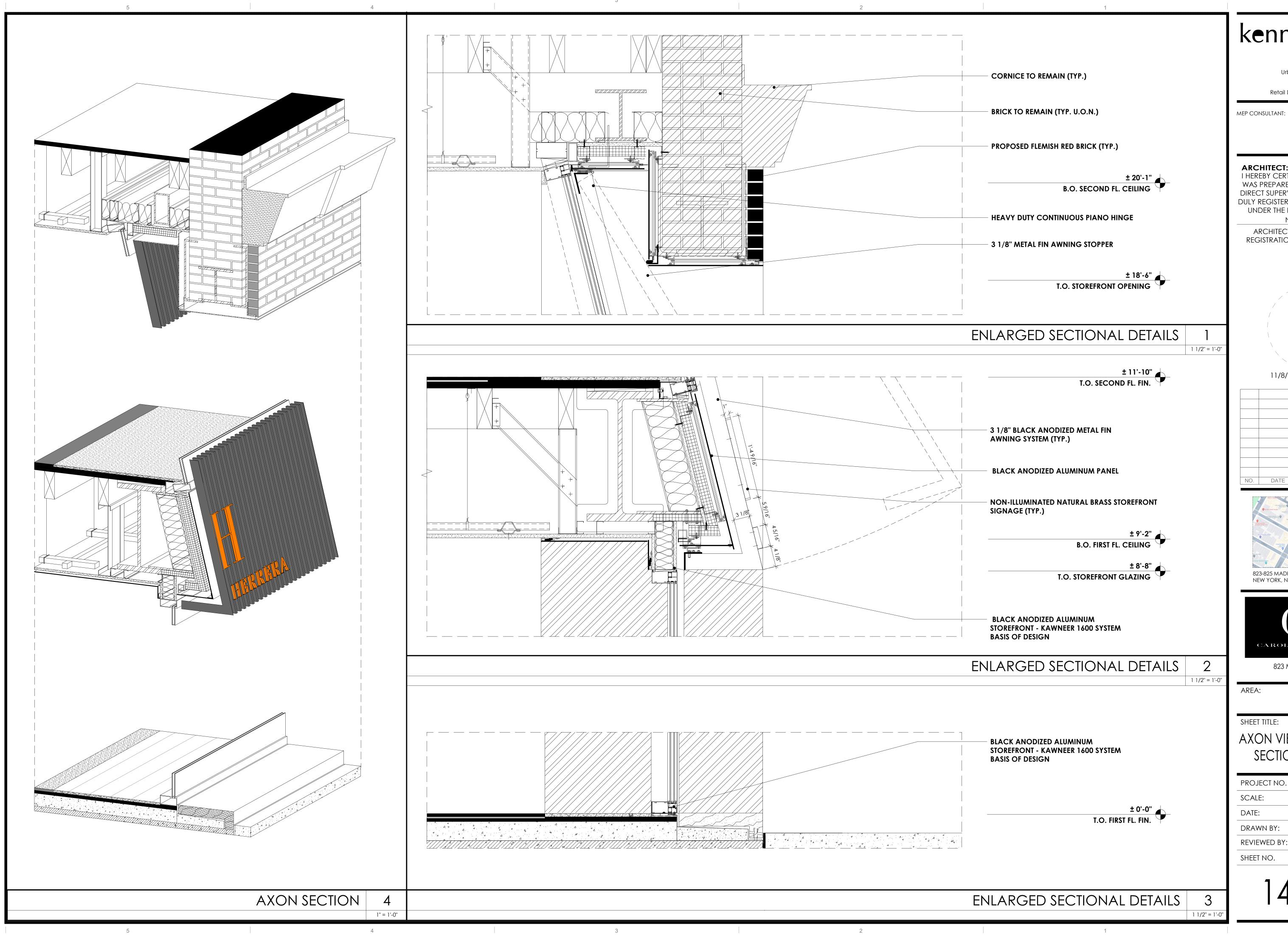
823 Madison Avenue

AREA:	THIRD LEVEL:	3565S
	SECOND LEVEL:	
	STREET LEVEL:	3960S
	LOWER LEVEL:	2530S

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.	

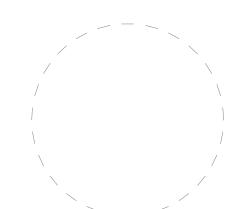


Architecture Urban Planning Store Design
Mixed-Use
Retail Development

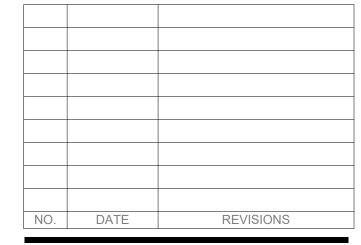
Store Design
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ARCHITECTURAL REG. #: 14459 REGISTRATION EXPIRES: 01/31/2024



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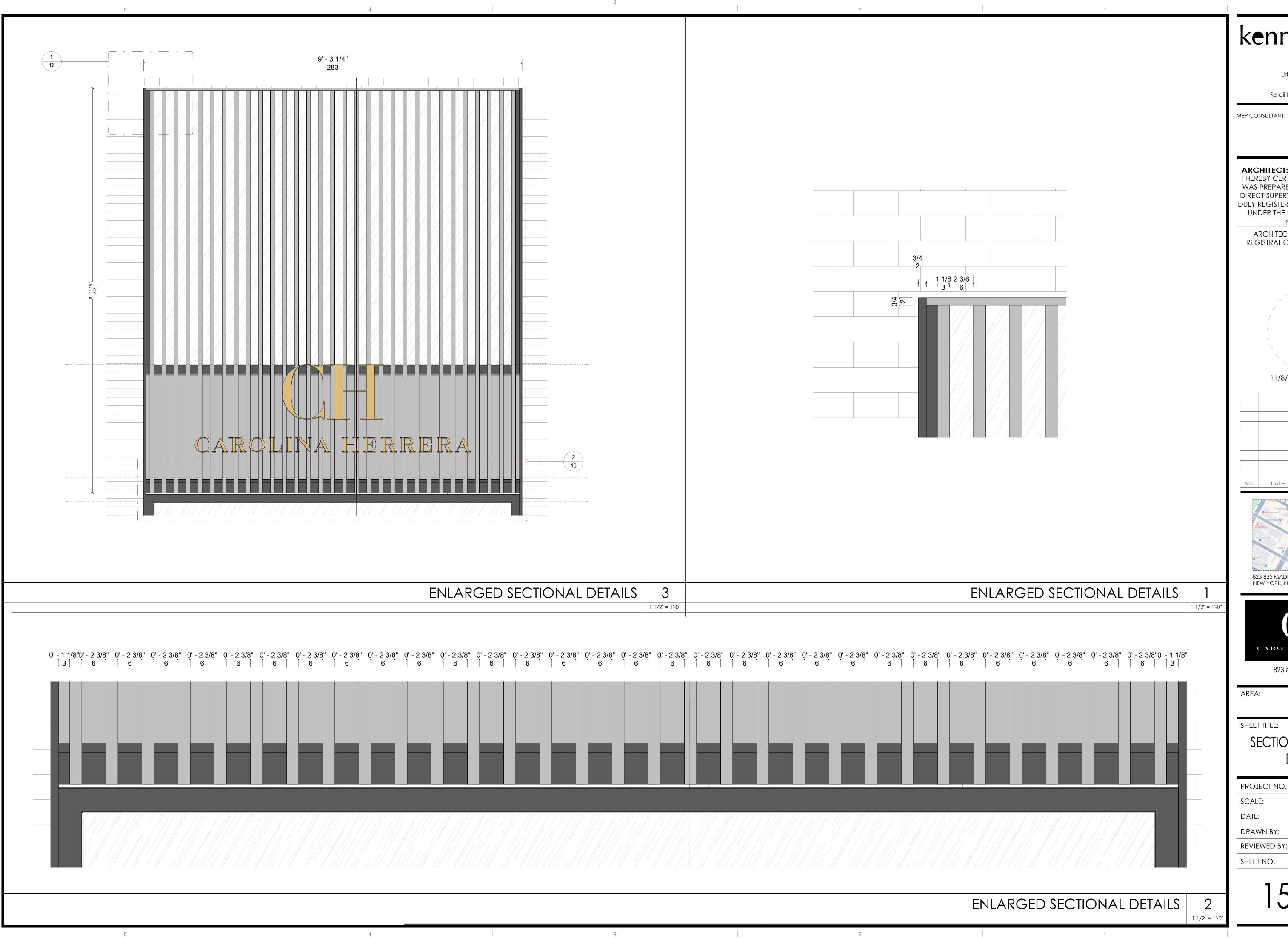


823 Madison Avenue

REA:	THIRD LEVEL:	3565S
	SECOND LEVEL:	4075S
	STREET LEVEL:	3960S
	LOWER LEVEL:	2530S

AXON VIEWS & ENLARGE SECTIONAL DETAILS

PROJECT NO.	CQ4
SCALE:	As indicated
DATE:	01/01/2015
DRAWN BY:	Autor
REVIEWED BY:	Verificador
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Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

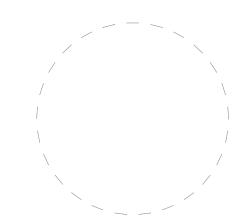
Architecture

Urban Planning

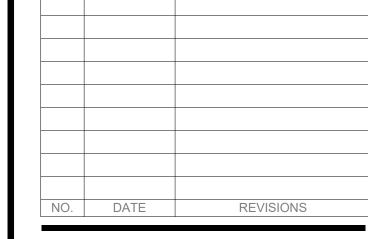
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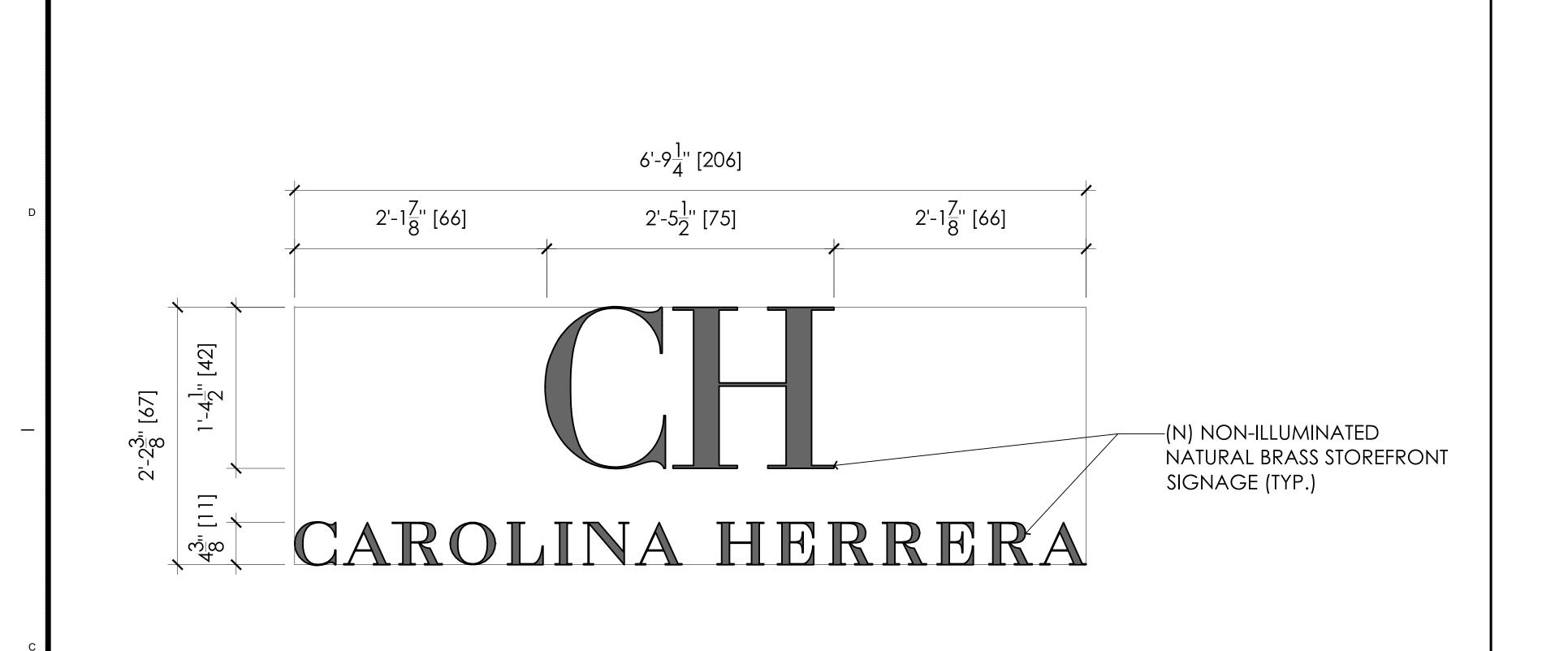
823 Madison Avenue

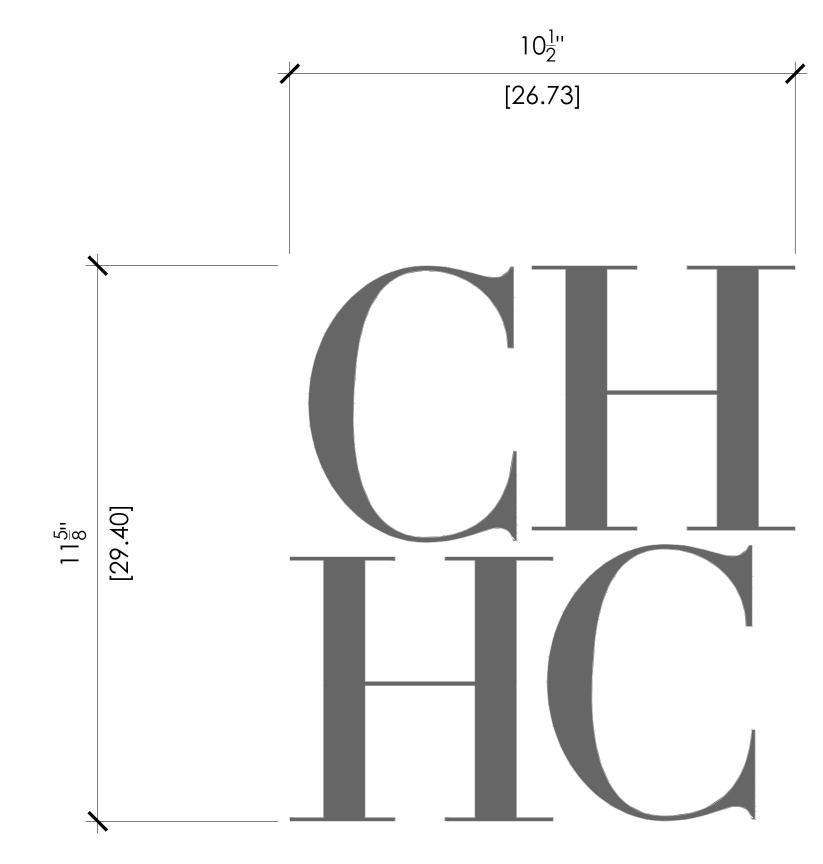
THIRD LEVEL: 3565SF SECOND LEVEL: 4075SF STREET LEVEL: 3960SF LOWER LEVEL: 2530SF

SHEET TITLE:

SECTIONAL AWNING DETAILS

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





ENLARGED BRICK PIER SIGNAGE ELEVATION

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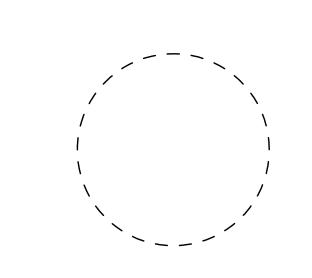
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Retail Development

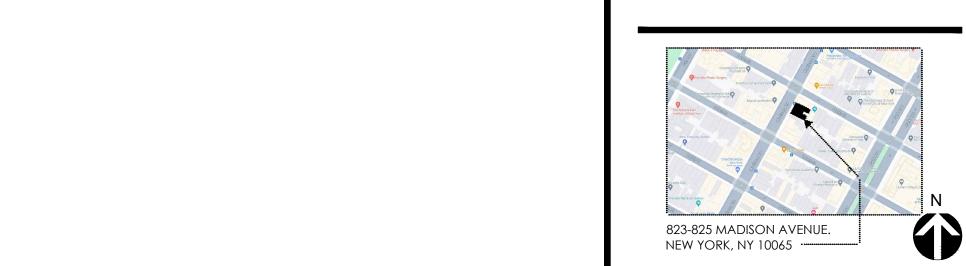
860 Lexington Avenue
New York, NY10017
www.kennethpark.com

MEP CONSULTANT:

ARCHITECT: KENNETH PARK, AIA WAS PREPARED BY ME OR UNDER MY DULY REGISTERED/LICENSED ARCHITECT UNDER THE LAWS OF THE STATE OF **NEW YORK**

ARCHITECTURAL REG. #: 14459 REGISTRATION EXPIRES: 01/31/2024







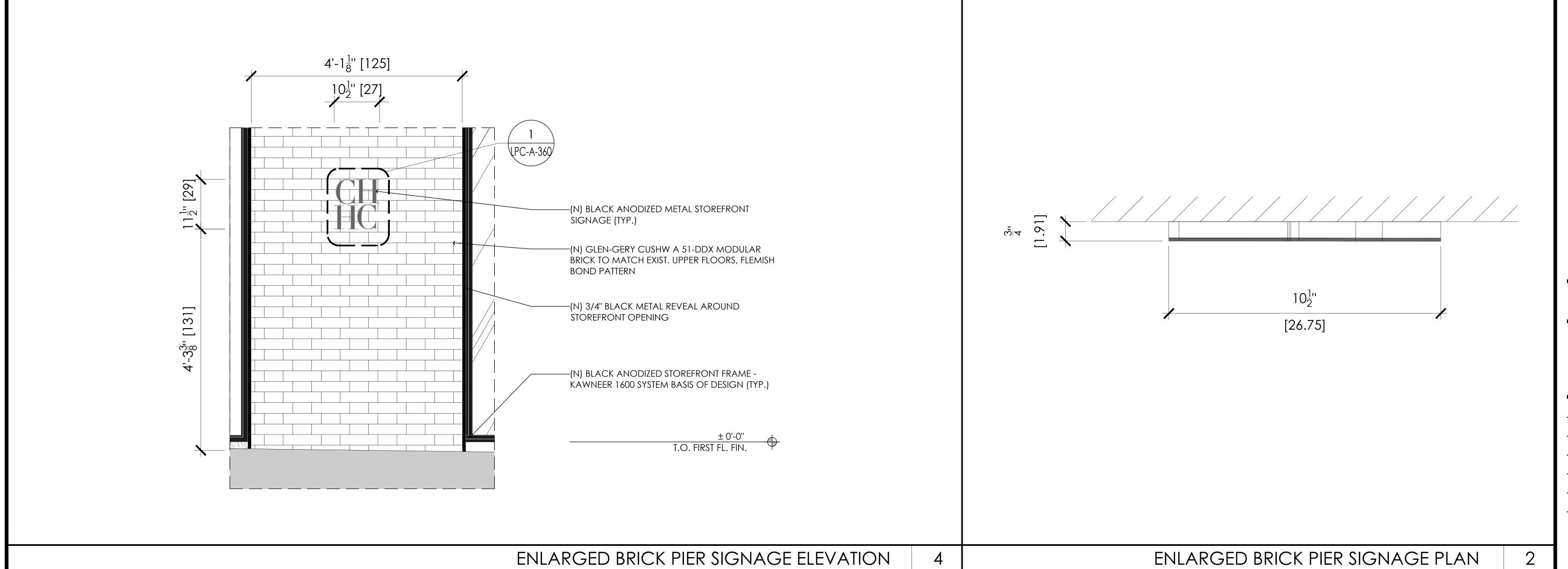
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ENLARGED STOREFRONT DETAILS

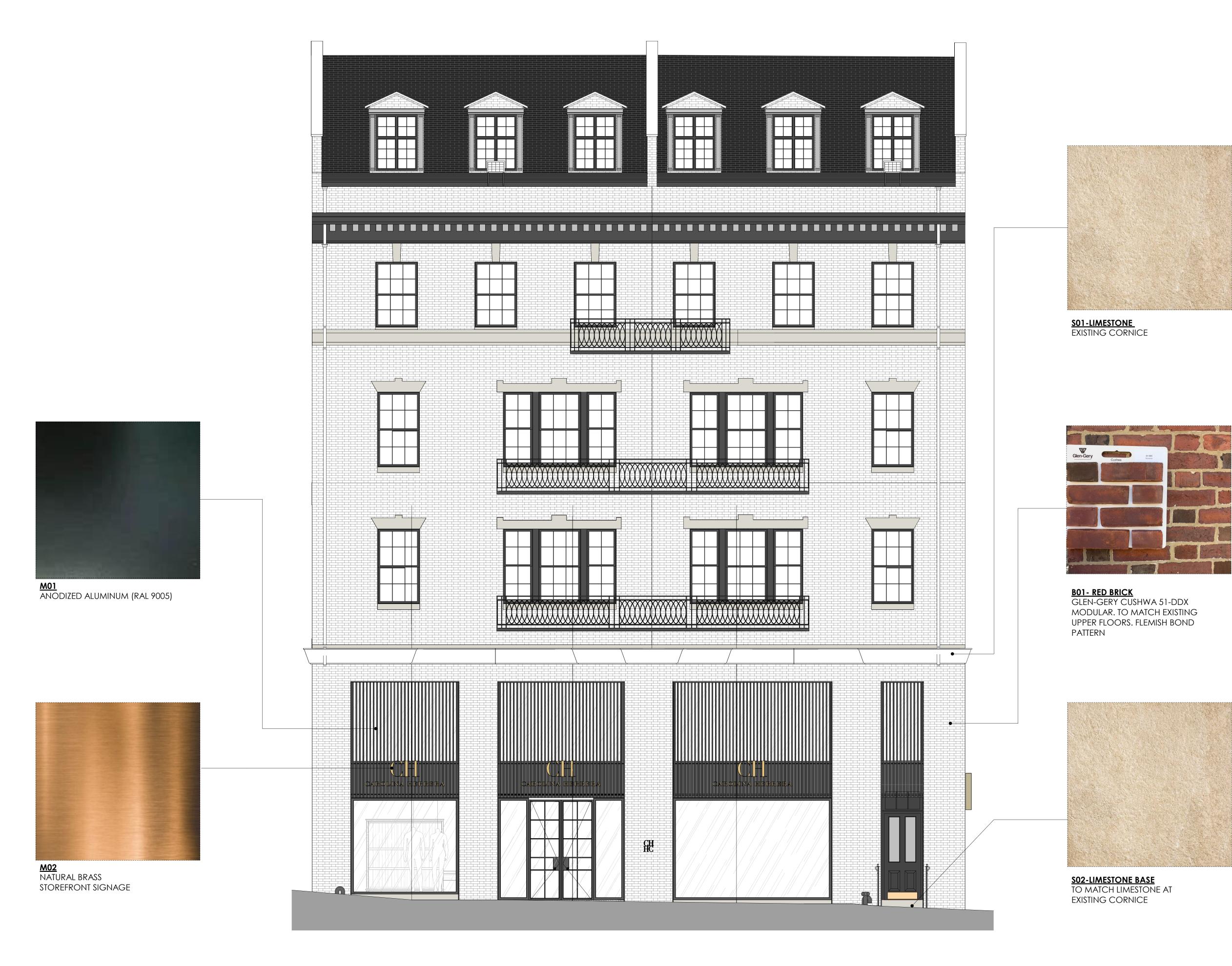
PROJECT NO. SCALE: DATE: DRAWN BY: **REVIEWED BY:** SHEET NO.

3'' = 1'-0''



1" = 1'-0"

ENLARGED STOREFRONT SIGNAGE ELEVATION



Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

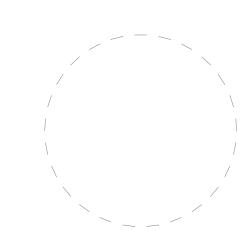
Architecture

360 Lexington Avenue
New York, NY10017
www.kennethpark.com

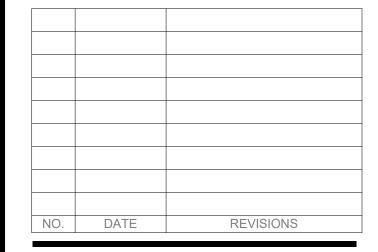
MEP CONSULTANT:

ARCHITECT: KENNETH PARK, AIA
I HEREBY CERTIFY THAT THIS DRAWING
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NEW YORK

ARCHITECTURAL REG. #: 14459 REGISTRATION EXPIRES: 01/31/2024



11/8/2024 5:21:30 PM







823 Madison Avenue

A: 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.	



Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

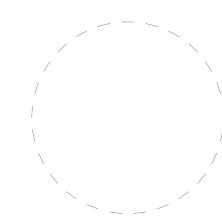
Architecture
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ARCHITECTURAL REG. #: 14459 REGISTRATION EXPIRES: 01/31/2024

NEW YORK



11/8/2024 5:21:32 PM

NO.	DATE	REVISIONS





823 Madison Avenue

REA:	THIRD LEVEL:	3545
\L/\.		
	SECOND LEVEL:	40/5
	STREET LEVEL:	3040
	LOWER LEVEL:	2530

SHEET TITLE:

PROPOSED RENDERED VIEW

PROJECT NO.	CQ4
SCALE:	
DATE:	01/01/201
DRAWN BY:	Autor
REVIEWED BY:	Verificador
SHEET NO.	