

Valerie S. Mason
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**The City of New York
Community Board 8 Manhattan**

December 2, 2024

Honorable Sarah Carroll, Chair
NYC Landmarks Preservation Commission
Municipal Building
One Center Street, 9th Floor
New York, New York 10007

RE: 823 & 825 Madison Avenue (Upper East Side Historic District) – *Kenneth Park Architects* – A neo-Federal building originally designed by Lamb & Wheeler and constructed in 1880, with a façade alteration designed by S. Edson Gage in 1926, and the current retail façade having been designed by Page Cowley Architects and approved by LPC in 2013. Application is for an alteration to the façade at the first and second floors and a replacement of storefront infill.

Dear Chair Carroll,

At the Full Board meeting of Community Board 8 Manhattan held on November 20, 2024, the Board approved the following resolution by a vote of 39 in favor, 1 opposed, 1 abstention, and 0 not voting for cause.

WHEREAS 823 & 825 Madison Avenue will become the new flagship store for Carolina Herrera; and

WHEREAS the retail façade of the two-story base of the building has been changed as retail tenants has changed; and

WHEREAS the base of the building has changed five times since 1985 and received Certificates of Appropriateness with each subsequent change in retail tenant; and

WHEREAS the proposed change to the base of the building from limestone to brick will relate to the Federalist design of the upper stories of the building; and

WHEREAS brick piers have typically been part of the base of the building; and

WHEREAS brick piers are typical of many storefronts in the historic district; and

WHEREAS the proposed brick piers at the base will match the brick above and will match the brick of the residential entrance; and

WHEREAS there will be spandrels to divide the glazing between the first and second floors; and

WHEREAS the limestone cornice that separates the two-story base and the floors above will remain; and

WHEREAS the storefront will be divided into three bays; and

WHEREAS the two outer bays on the first floor will have show windows, and the center bay will have entrance doors; and

WHEREAS the design of the second-floor windows is derived from awnings that are frequently seen in the historic district; and

WHEREAS the glazing for the second-floor windows will be sloped outwards from top to bottom; and

WHEREAS the windows will be covered by a representation of an awning made of metal fins that are 1 1/8" wide by 3 1/8" deep; and

WHEREAS the awning fins will be spaced 2 3/8” apart; and

WHEREAS the fin awnings will be suspended on heavy duty piano hinges that will enable the awnings to be raised for cleaning; and

WHEREAS all architectural metal will be anodized black aluminum; and

WHEREAS there will be a logo sign on the pier to the right of the entrance doors; and

WHEREAS the logo sign will be anodized black aluminum; and

WHEREAS the logo sign will be 11 5/8” high by 10 1/2” wide; and

WHEREAS the signs on the fin awnings will have two components: a logo and the full name of the store below; and

WHEREAS the logo will be 1’- 4 1/2” high and the letters for the full name of the store will be 4 3/8” high; and

WHEREAS the signs on the fin awnings will be natural brass; and

WHEREAS all the signs will be non-illuminated; and

WHEREAS the change from limestone to brick makes the base more consistent with the brick façade of the 1981 designation; and

WHEREAS the fin awnings are a unique component that add to the distinction of the Carolina Herrera façade; and

WHEREAS this design enhances the retail character of the block; and

WHEREAS this application is contextual and appropriate within the historic district;

THEREFORE, BE IT RESOLVED that this application is **APPROVED AS PRESENTED**.

Please advise us of any action taken on this matter.

Sincerely,

Valerie S. Mason

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Chair

Anthony Cohn and David Helpern

Anthony Cohn and David Helpern
Co-Chairs, Landmarks Committee

cc: Honorable Kathy Hochul, Governor of New York
Honorable Eric Adams, Mayor of the City of New York
Honorable Mark Levine, Manhattan Borough President
Honorable Jerry Nadler, 12th Congressional District Representative
Honorable Liz Krueger, NYS Senator, 28th Senatorial District
Honorable José M. Serrano, NYS Senator, 29th Senatorial District
Honorable Edward Gibbs, NYS Assembly Member 68th Assembly District
Honorable Alex Bores, NYS Assembly Member, 73rd Assembly District
Honorable Rebecca Seawright, NYS Assembly Member 76th Assembly District
Honorable Keith Powers, NYC Council Member, 4th Council District
Honorable Julie Menin, NYC Council Member, 5th Council District
Honorable Diana Ayala, NYC Council Member, 8th Council District