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**The City of New York  
Community Board 8 Manhattan**

December 27, 2024

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

**RE: 694 & 696 Madison Avenue (Upper East Side Historic District)** – *Kenneth Park* – A Neo-Grec building designed by J.H. Valentine and constructed in 1878-1879. Application is for rear yard additions and structural changes, storefront infill replacement, new signage along Madison Avenue, new awnings at the storefront and upper floor windows, and a façade restoration.

Dear Chair Carroll,

At the Full Board meeting of Community Board 8 Manhattan held on December 18, 2024, the Board approved the following resolution by a vote of 37 in favor, 2 opposed, 0 abstentions, and 0 not voting for cause.

**WHEREAS** 694 & 696 Madison Avenue were built as part of a row of brownstone buildings in 1878-1879; and

**WHEREAS** the two-story storefronts were added in 1912, and the buildings were combined; and

**WHEREAS** each building was 20' wide and the combined buildings are 40' wide; and

**WHEREAS** the storefronts were changed over time; and

**WHEREAS** a new storefront will be built to replace the existing storefront; and

**WHEREAS** damage to the existing cornice and brick masonry will be repaired; and

**WHEREAS** the existing party wall will be removed; and

**WHEREAS** the removal of the party wall will not be apparent in that a brick pier will be retained in the new storefront design; and

**WHEREAS** the storefronts have had tripartite designs; and

**WHEREAS** the new storefront will have two partite components the width of each of the two original buildings; and

**WHEREAS** the two major materials in the new storefronts will be clear glazing and green tile; and

**WHEREAS** the tile appears to slide in and out of the glazing; and

**WHEREAS** each component on the ground floor will have a projected full height show window in the center, a recessed tile door to the upper floors between the show window and the outer wall, and a glass door to the store between the center pier and the show window; and

**WHEREAS** each component on the second floor will have glazing in line with the show window or doors below and green tile set behind the glazing; and

**WHEREAS** each component will have a gray stone portal and a gray stone spandrel; and

**WHEREAS** the logo sign will be applied to the spandrel with internally lit white letters; and

**WHEREAS** each component has walnut fins that function as mullions; and

**WHEREAS** each component has a brass frame and door base; and

**WHEREAS** the brick piers will be painted gray; and

**WHEREAS** each component will have a white retractable awning that will extend at the bottom a maximum of 1'-1 1/4"; and

**WHEREAS** each window on the upper floors will have a white retractable awning that will also project minimally from the window; and

**WHEREAS** there will be signs on the bottoms of the awnings; and

**WHEREAS** the letters on the sign on the spandrel will be 14" high and the letters on the window awnings will be 3" high; and

**WHEREAS** new LED linear recessed cove lighting will be set into the walnut portal/surround; and

**WHEREAS** there is a one-story extension built to the rear property line on the 696 portion of the building; and

**WHEREAS** this extension will be extended vertically through the fourth floor to approximate the height of the adjacent building; and

**WHEREAS** blind windows with lintels and sills to match existing windows will be set into the new masonry wall on the third and fourth floors; and

**WHEREAS** a new enclosure will be built to the rear property line on the 694 portion of the building to accommodate an elevator and a new egress stair; and

**WHEREAS** all visible areas of the new extensions will be red brick masonry; and

**WHEREAS** all mechanical equipment will be hidden on the roof; and

**WHEREAS** the two-story storefront is a contemporary version of the tripartite arrangements of prior storefronts; and

**WHEREAS** the design of the new storefront is appropriate for Madison Avenue retail; and

**WHEREAS** the upper stories on Madison Avenue will remain unchanged except for the addition of the awnings; and

**WHEREAS** this project is appropriate and contextual 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, 8<sup>th</sup> Council District