

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

April 18, 2025

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

RE: 755 Madison Avenue (Upper East Side Historic District) – *Sugarhouse PLLC* – A no-style building designed by Anthony M. Pavia and constructed in 1959. Application is for limited demolition and general construction for the installation of a new storefront.

Dear Chair Carroll,

At the Full Board meeting of Community Board 8 Manhattan held on April 16, 2025, the Board approved the following resolution by a vote of 39 in favor, 0 opposed, 1 abstention, and 1 not voting for cause.

WHEREAS 755 Madison Avenue is a no-style apartment house located on the northeast corner of 65th Street and Madison Avenue with retail stores occupying the entirety of the Madison Avenue frontage; and

WHEREAS the applicant (“Alice and Olivia”) currently occupies a portion of that frontage and has acquired an additional bay to the north of the existing storefront; and

WHEREAS the applicant proposes a new storefront to incorporate the additional street frontage; and

WHEREAS the current storefront has a lower window head height due to the presence of a reinforced concrete beam, the presence of which the applicant proposes to minimize visually in order to regularize the window head heights across the entire collection of storefronts on Madison Avenue; and

WHEREAS the applicant proposes to create a visually continuous storefront with three large openings corresponding to the column spacing and consequently unequal; and

WHEREAS the proposed storefront windows will have curved corners at the head and be red painted aluminum with a solid panel at the ground level decorated with brass rosettes; and

WHEREAS the solid portions of the storefront will be clad with limestone in a diagonal layout with darker limestone accents; and

WHEREAS the new signage will be shadow lit letters above the new red entry doors; and

WHEREAS several Committee members expressed delight at the “playful”, “charming”, and “whimsical” façade treatment, noting that it will enliven its portion of Madison Avenue;

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

Anthony Cohn and David Helpern

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Chair

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