

Jacqueline Ludorf
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The City of New York Manhattan Community Board 8

February 18, 2011

Hon. Robert B. Tierney, Chair
NYC Landmarks Preservation Commission
Municipal Building
One Centre Street, 9th Floor
New York, NY 10007

Re: 1083 Fifth Avenue (mid-block between 89th and 90th Streets) – Expanded Carnegie Hill Historic District) National Academy of Design

Dear Chair Tierney:

At the Full Board meeting on Wednesday, February 16, 2011, the board adopted the following resolutions regarding 1083 Fifth Avenue (mid-block between 89th and 90th Streets) – Expanded Carnegie Hill Historic District) National Academy of Design. *Mr. Brian Rady and Pentagram, architects*. Application is to add banners on the Fifth Avenue façade.

WHEREAS 1083 Fifth Avenue is a Beaux-Arts style house designed by Turner & Kilian and constructed in 1901-02.

WHEREAS 1083 Fifth Avenue was remodeled and enlarged by Ogden Codman, Jr. in 1913.

WHEREAS the applicant proposes to remove two existing flagpoles and replace them with two double sided vertical banners.

WHEREAS the two vertical banners would be placed 17' up from the ground, measure 18.8" high x 18" deep and sit approximately 10-12" off the front façade surface.

WHEREAS the banners would be made of "sunbrella" material with stitched letters and would extend from the bottom of the 2nd story to half-way up the 3rd story of the building.

WHEREAS reinforcing cables would be used to hold the tops and bottoms of the banners as well as reinforce the banners from side to side.

WHEREAS the banners would be white with black lettering and a red logo at the bottom.

WHEREAS 1083 Fifth Avenue was remodeled in 1913 by Ogden Codman, Jr., one of the most important residential architects of the early 20th century.

WHEREAS the banners substantially interrupt the architecture of the façade of the building; the front elevation has a bow-front and rises from a rusticated limestone base and has a second story balustrade.

WHEREAS a building of this stature requires that a higher standard be applied to any alteration of or disruption to the front elevation.

WHEREAS the white color to be used in the banners is too stark.

THEREFORE BE IT RESOLVED that this application is disapproved as presented.

This resolution was approved by a vote of 24 in favor, 8 opposed and 8 abstentions

Sincerely,

Jacqueline Ludorf
Chair

Jane Parshall and David Liston
Co-Chairs, Landmarks Committee

cc: Hon. Michael Bloomberg, Mayor of the City of New York
Hon. Scott M. Stringer, Manhattan Borough President
Hon. Liz Krueger, NYS Senate Member
Hon. Jonathan Bing, NYS Assembly Member
Hon. Micah Kellner, NYS Assembly Member
Hon. Daniel Garodnick, NYC Council Member
Hon. Jessica Lappin, NYC Council Member
Ms. Laura R. Messier, Bade Stageberg Cox