



**NOTICE OF CERTIFICATION**  
Pursuant to the Uniform Land Use Review Procedure

Application #: **C 170452 ZSM**

Project Name: **19 East 72nd Street**

CEQR Number: **17DCP192M**

Borough(s): **Manhattan**

Community District Number(s): **08**

*Please use the above application number on all correspondence concerning this application*

*Docket Description:*

**IN THE MATTER OF** an application submitted by 19 East 72nd Street Corporation pursuant to Sections 197-c and 201 of the New York City Charter for the grant of a special permit pursuant to Section 74-711 of the Zoning Resolution to modify the use regulations of Section 22-10 to allow a retail use (Use Group 6 uses) on portions of the ground floor, and the sign regulations of Section 22-30 to allow accessory commercial signs for an existing 17-story building on property located at 19 East 72nd Street (Block 1387, Lot 14), in R10 and C5-1 Districts, partially within the Special Madison Avenue Preservation District and the Special Park Improvement District, within the Upper East Side Historic District, Borough of Manhattan, Community District 8.

Plans for this proposal are on file with the City Planning Commission and may be seen at 120 Broadway, 31<sup>st</sup> Floor, New York, N.Y. 10271.

**RECEIVED**  
**JUN 28 2017**  
**BY COMMUNITY BOARD 8**

Related Applications:				
Applicant(s): 19 East 72nd Street Corporation 19 East 72nd Street New York, New York 10021		Applicant's Representative: Judith M. Gallent, Esq. Bryan Cave LLP 1290 Avenue of the Americas New York, New York 10104-3300		
Contact: Address questions about this application to the following DCP office: DEPARTMENT OF CITY PLANNING Manhattan Office Address: 120 Broadway, 30th Floor New York, NY 10271 Phone: 212-720-3480 Fax: 212-720-3488				
Public Review Timeline:  On <b>June 21, 2017</b> the above listed application was certified as complete by the Department of City Planning. The period for community board review begins on <b>June 28, 2017</b> and must be completed by <b>August 28, 2017</b>				



# Land Use Review Application

Department of City Planning

120 Broadway, 31<sup>st</sup> Floor, New York, NY 10271

170452 ZSM

City Planning will assign and stamp reference numbers here

### 1. APPLICANT AND APPLICANT'S REPRESENTATIVES

APPLICATION NUMBER

APPLICATION NUMBER

**19 East 72<sup>nd</sup> Street Corporation<sup>↓</sup>**

APPLICANT (COMPANY/AGENCY OR OTHER ORGANIZATION) \*

**19 East 72<sup>nd</sup> Street<sup>↓</sup>**

STREET ADDRESS

**New York<sup>↓</sup> NY<sup>↓</sup> 10021<sup>↓</sup>**

CITY STATE ZIP

**212-288-5690<sup>↓</sup>**

AREA CODE TELEPHONE # FAX#

APPLICATION NUMBER

**Judith M. Gallent, Esq.<sup>↓</sup>**

APPLICANT'S PRIMARY REPRESENTATIVE

**Bryan Cave LLP<sup>↓</sup>**

REPRESENTATIVE'S COMPANY/AGENCY OR OTHER ORGANIZATION

**1290 Avenue of the Americas<sup>↓</sup>**

STREET ADDRESS

**New York<sup>↓</sup> NY<sup>↓</sup> 10104-3300**

CITY STATE ZIP

**212-541-2389<sup>↓</sup> 212-541-1389<sup>↓</sup>**

AREA CODE TELEPHONE # FAX#

\* List additional applicants below:

↓

CO-APPLICANT (COMPANY/AGENCY OR OTHER ORGANIZATION)

CO-APPLICANT (COMPANY/AGENCY OR OTHER ORGANIZATION)

ADDITIONAL APPLICANT REPRESENTATIVE:

↓

NAME AND PROFESSIONAL AFFILIATION (ATTORNEY/ARCHITECT/ENGINEER ETC.) TELEPHONE # FAX #

### 2. SITE DATA

(If the site contains more than one property complete the "LR Item 2. Site Data Attachment Sheet.")

**19 East 72<sup>nd</sup> Street<sup>↓</sup>** **19 East 72<sup>nd</sup> Street<sup>↓</sup>**

STREET ADDRESS PROJECT NAME (IF ANY)

**Northwest corner of Madison Avenue and East 72<sup>nd</sup> Street<sup>↓</sup>**

DESCRIPTION OF PROPERTY BY BOUNDING STREETS OR CROSS STREETS

**C5-1 (MP) & R10 (PI)<sup>↓</sup>** **8c<sup>↓</sup>**

EXISTING ZONING DISTRICT (INCLUDING SPECIAL ZONING DISTRICT DESIGNATION, IF ANY) ZONING SECTIONAL MAP NO(S).

**Block 1387, Lot 14<sup>↓</sup>** **Manhattan<sup>↓</sup>** **8<sup>↓</sup>**

TAX BLOCK AND LOT NUMBER BOROUGH COMM. DIST.

↓

URBAN RENEWAL AREA, HISTORIC DISTRICT OR OTHER DESIGNATED AREA (IF ANY)

IS SITE A NEW YORK CITY OR OTHER LANDMARK? NO  YES  IF YES, IDENTIFY **Upper East Side Historic District**

### 3. DESCRIPTION OF PROPOSAL

(If the entire project description does not fit in this space, enter "see attached description" below and submit description on a separate sheet, identified as "LR item 3. Description of Proposal")

**See attached description identified as LR item 3, Description of Proposal**

### 4. ACTIONS REQUESTED AND FEES

(Check appropriate action(s) and attach supplemental form)

\* No supplemental form required

CHANGE IN CITY MAP.....MM \$      ↓

ZONING MAP AMENDMENT.....ZM \$      ↓

ZONING TEXT AMENDMENT.....ZR \$      ↓

ZONING SPECIAL PERMIT.....ZS \$ 2,040<sup>↓</sup>

ZONING AUTHORIZATION.....ZA \$      ↓

ZONING CERTIFICATION.....ZC \$      ↓

PUBLIC FACILITY, SEL./ACQ.....PF \$      ↓

DISPOSITION OF REAL PROP.....PP \$      ↓

URBAN DEVELOP=MENT ACTION.....HA \$      ↓

URBAN RENEWAL PROJECT.....\* \$      ↓

HOUSING PLAN & PROJECT.....\* \$      ↓

FRANCHISE.....\* \$      ↓

REVOCABLE CONSENT.....\* \$      ↓

CONCESSION.....\* \$      ↓

LANDFILL.....\* \$      ↓

OTHER (Describe) \$      ↓

MODIFICATION      ↓ \$     

FOLLOW-UP      ↓ \$     

RENEWAL      ↓ \$     

OTHER **PAID** Type II<sup>↓</sup> \$ 110<sup>↓</sup>

SPECIFY

**TOTAL FEE (For all actions) \$ 2150<sup>↓</sup>**

Make Check or Money Order payable to Department of City Planning. If fee exemption is claimed check box below and explain

↓

Has pre-application meeting been held?  NO  YES

If yes **Manhattan / Stephen Johnson<sup>↓</sup>** **June 6, 2016<sup>↓</sup>**

DCP Office/Representative Date of meeting

CITY PLANNING 2017 JUN -8 AM 9:22

PAID

5. ENVIRONMENTAL REVIEW

CITY ENVIRONMENTAL QUALITY REVIEW (CEQR) (Discuss with CEQR lead agency before completing) LEAD AGENCY Department of City Planning<sup>1</sup> CEQR NUMBER 17DCP192M

TYPE OF CEQR ACTION:

[X] TYPE II Type II category: 617.4(b)(9) & 617.5(c)(7)<sup>1</sup> Date determination was made: June 28, 2016<sup>1</sup>

[ ] TYPE I Has EAS been filed? Yes [ ] No [ ]

[ ] UNLISTED If yes, Date EAS filed:   <sup>1</sup>

Has CEQR determination been made? Yes [ ] No [ ]

If yes, what was determination? Negative Declaration [ ] CND [ ] Positive Declaration [ ] Date determination made: (Attach Copy)

If Positive Declaration, has PDEIS been filed?   <sup>1</sup>

Has Notice of Completion (NOC) for DEIS been issued?   <sup>1</sup> If yes, attach copy.

If PDEIS has not been filed, has final scope been issued?   <sup>1</sup> If yes, date issued:   

6. COASTAL ZONE MANAGEMENT

IS SITE IN STATE DESIGNATED COASTAL ZONE MANAGEMENT (CZM)? AREA? No [X] Yes [ ]

7. RELATED ACTIONS BY CITY PLANNING

LIST ALL CURRENT OR PRIOR CITY PLANNING COMMISSION ACTIONS RELATED TO SITE:

Table with columns: APPLICATION NO., DESCRIPTION/ DISPOSITION/STATUS, CAL. NO., DATE. Includes a stamp: 2017 JUN 28 AM 9:22 DEPT OF CITY PLANNING

8. RELATED ACTIONS BY OTHER AGENCIES

LIST ALL OTHER CURRENT OR PRIOR CITY, STATE OR FEDERAL ACTIONS RELATED TO APPLICATION:

Table with columns: REFERENCE NO., DESCRIPTION/ DISPOSITION/STATUS, CAL. NO., DATE. Includes entries for Certificate of Appropriateness, Approved by LPC.

9. FUTURE ACTIONS REQUIRED

LIST ALL FUTURE CITY, STATE OR FEDERAL ACTIONS REQUIRED TO IMPLEMENT THE PROPOSED ACTION:

10. APPLICANT (Attach authorizing resolution(s), if applicable)

Cary A. Koplin, President<sup>1</sup>  
NAME AND TITLE OF APPLICANT OR AUTHORIZED REPRESENTATIVE

[Signature] 6/2/17  
SIGNATURE OF APPLICANT DATE

19 East 72<sup>nd</sup> Street Corporation<sup>1</sup>  
APPLICANT'S COMPANY/AGENCY OR OTHER ORGANIZATION (IF ANY)

11. CO-APPLICANTS (Attach authorizing resolution(s), if applicable)

NAME AND TITLE OF CO-APPLICANT OR AUTHORIZED REPRESENTATIVE SIGNATURE OF CO-APPLICANT DATE

CO-APPLICANT'S COMPANY/AGENCY OR OTHER ORGANIZATION

STREET ADDRESS CITY STATE ZIP TEL.NO. FAX

NAME AND TITLE OF CO-APPLICANT OR AUTHORIZED REPRESENTATIVE SIGNATURE OF CO-APPLICANT DATE

CO-APPLICANT'S COMPANY/AGENCY OR OTHER ORGANIZATION

STREET ADDRESS CITY STATE ZIP TEL.NO. FAX

ADMINISTRATIVE CODE

ANY PERSON WHO SHALL KNOWINGLY MAKE A FALSE REPRESENTATION OR WHO SHALL KNOWINGLY FALSIFY OR CAUSE TO BE FALSIFIED ANY FORM, MAP, REPORT OR OTHER DOCUMENT SUBMITTED IN CONNECTION WITH THIS APPLICATION SHALL BE GUILTY OF AN OFFENSE PUNISHABLE BY FINE OR IMPRISONMENT OR BOTH, PURSUANT TO SECTION 10-164 OF THE CITY OF NEW YORK ADMINISTRATIVE CODE.

NOTICE

THIS APPLICATION WILL BE DEEMED PRELIMINARY UNTIL IT IS CERTIFIED AS COMPLETE BY THE DEPARTMENT OF CITY PLANNING OR THE CITY PLANNING COMMISSION. ADDITIONAL INFORMATION MAY BE REQUESTED OF THE APPLICANT BY THE DEPARTMENT OF CITY PLANNING.

170452 ZSM

# Special Permit/Authorization/Certification. . . ZS/ZA/ZC

APPLICATION NO.

170452 ZSM

APPLICATION NO.

APPLICATION NO.

(If more than five actions are being requested, enter "see attached" below, and list ALL PROPOSED ACTIONS in the same format as below on a separate sheet titled "Proposed Zoning Special Permits/ Authorization/ Certifications.")

**Action(s) requested pursuant to ZR**  
 (Check one box for each proposed action)

Special Permit (ZS)	Authorization (ZA)	Certification (ZC)	PURSUANT TO: ZONING RESOLUTION SECTION NUMBER	ZONING RESOLUTION SECTION TITLE	TO MODIFY: SECTION NO. (If applicable)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	74-711	Landmark preservation in all districts	22-10 & 22-30
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			

HAS A DRAFT RESTRICTIVE DECLARATION BEEN INCLUDED WITH THIS APPLICATION? YES  NO

WILL ALL PARTIES IN INTEREST TO THE PROPERTY AGREE TO A RESTRICTIVE DECLARATION IF REQUIRED? YES  NO

**Property ownership/ interest**

CHECK APPLICABLE BOX(ES) (If more than one box is checked in the left column, please explain below).

APPLICANT:

- IS OWNER OF SUBJECT PROPERTY
- IS LESSEE OF SUBJECT PROPERTY
- HAS CONTRACT TO LEASE/BUY SUBJECT PROPERTY
- IS OTHER (explain real property interest below)

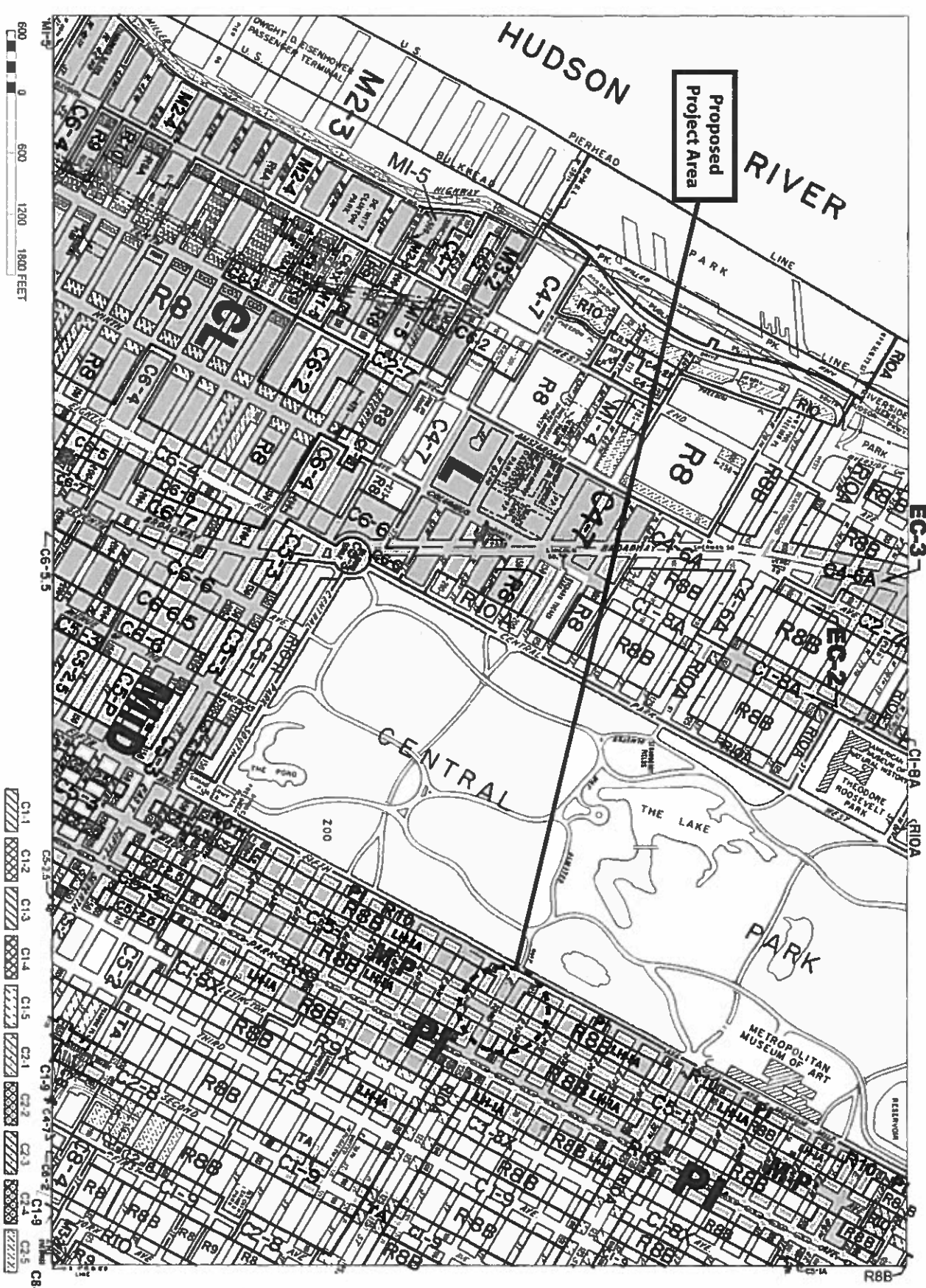
APPLICANT:

- IS A CITY AGENCY
- IS A STATE OR FEDERAL AGENCY

**Discussion of findings**

**STATEMENT IN SUPPORT OF REQUIRED ZONING RESOLUTION FINDINGS/DECLARATION OF COMPLIANCE**

(This is the same discussion/statement as in Attachment #11. If it fits below, it may be put here instead of in a separate attachment. If Attachment #11 has been completed, you may leave this area blank).



- C1-1
- C1-2
- C1-3
- C1-4
- C1-5
- C2-1
- C2-2
- C2-3
- C2-4
- C2-5
- C3-1
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- C9-6
- C9-7
- C9-8
- C9-9

NOTE: Where no elements for zoning district boundaries appear on the zoning map, such elements are determined in Article VI, Chapter 6 of the Zoning Ordinance.

## ZONING MAP

THE NEW YORK CITY PLANNING COMMISSION

**Major Zoning Classifications:**

R  
C  
M

**Effective Date(s) of Rezoning**

X

**Special Requirements:**

X

**MAP KEY**

5d	6b
8a	8c
8b	8d
8c	9a
8d	9b

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8C

NOTE: Zoning information is shown on this map as subject to change. For the most accurate zoning information for the most up-to-date zoning section of the Department of City Planning website, please visit [www.dcp.cuny.gov](http://www.dcp.cuny.gov) or contact the Zoning Information Unit at (212) 312-1331.

**19 East 72<sup>nd</sup> Street Corporation  
19 East 72<sup>nd</sup> Street  
New York, NY 10021**

June 1, 2017

Hon. Marisa Lago  
Chair  
New York City Planning Commission  
120 Broadway  
New York, NY 10271

Re: 19 East 72<sup>nd</sup> Street  
Application No. \_\_\_\_\_  
Manhattan Block 1387, Lot 14

Dear Chair Lago:

I am the President of 19 East 72<sup>nd</sup> Street Corporation, which is the fee owner of Lot 14 on Manhattan Block 1387 with an address of 19 East 72<sup>nd</sup> Street (the "Site"). I hereby authorize Bryan Cave LLP to file the above-referenced special permit application pursuant to Zoning Resolution Section 74-711 ("Landmark preservation in all districts") to modify use regulations at the Site in connection with a maintenance and preservation plan as approved by the Landmarks Preservation Commission.

Sincerely,

By:   
Name: Cary Koplin  
Title: President

**LR Item 3. Description of Proposal**  
**19 East 72<sup>nd</sup> Street, Manhattan**  
**Block 1387, Lot 14**

**1. Introduction**

19 East 72<sup>nd</sup> Street Corporation (the “Applicant”) seeks a special permit pursuant to Zoning Resolution (“ZR”) §74-711 to modify ZR §§22-10 and 22-30 to allow Use Group 6 retail use and accessory signage in a residentially-zoned 1,836 square foot portion of the ground floor (the “Development Site”) of the building located on the northwest corner of East 72<sup>nd</sup> Street and Madison Avenue (Block 1387, Lot 14 with an address at 19 East 72<sup>nd</sup> Street, Manhattan) (the “Project Area”), which is divided by a zoning district boundary line. A C5-1 district within the Special Madison Avenue Preservation District (“MP”) is mapped to a depth of 100 feet from Madison Avenue, while the remainder of the Project Area is located in an R10 district within the Special Park Improvement District (“PI”) in which Use Group 6 is not otherwise permitted. Both the Development Site and the Project Area are located within the Upper East Side Historic District.

**2. Background**

Based on publicly available information, there are no planned, pending or recently approved land use actions by either CPC or the Landmarks Preservation Commission (“LPC”) that would affect the Project Area or the area within a 600 foot radius beyond the Project Area (“the Surrounding Area”).

**3. Description of the Surrounding Area**

The Project Area is located at the intersection of East 72<sup>nd</sup> Street and Madison Avenue in Manhattan Community District 8. The Surrounding Area was largely developed in the late 19th century following the construction of Central Park, which is located less than 400 feet to the west of the Project Area. In particular, the area along Fifth Avenue attracted the City's wealthiest industrialists who built residences near the park. The buildings adjacent to the Project Area along the north side of East 72<sup>nd</sup> are two landmarked buildings: the Oliver Gould Jennings Residence

and the Henry T. Sloane Residence, located at 7 and 9 East 72<sup>nd</sup> Street, respectively. Across the street at the southeast corner of the intersection of Madison Avenue and East 72<sup>nd</sup> Street is the landmarked Gertrude Rhinelanders Waldo House. While some of the remaining townhouses nearby have remained single-family residences, several have been replaced with multi-family apartments buildings. The remainder of the Surrounding Area contains a similar mix of historic single-family or multi-family townhouses in midblock areas and along the narrow streets, with larger apartment buildings with non-residential use on the ground floor located along the wide street frontages. The apartment buildings (from 12 to 20 stories), including the Project Area, were largely developed later in the 20th century when apartment living became more popular among wealthy New Yorkers.

In addition to residential uses, the Surrounding Area contains a number of commercial uses, particularly along Madison Avenue. High-end fashion stores and boutiques are particularly prominent in the area and are located on the lower floors of apartment buildings. A few stores are located in repurposed historic mansions, including the Gertrude Rhinelanders Waldo House located at 867 Madison Avenue which, along with a recently built French Beaux Arts-style building across the street at 888 Madison Avenue, contain the flagship stores of the Ralph Lauren fashion line. The Surrounding Area also contains St. James' Church, located at East 71st Street and Madison Avenue, a Gothic Revival-style house of worship originally built in the 1880s, which is located next to the Waldo House.

East 72<sup>nd</sup> Street is a 100 foot-wide major crosstown street that supports four moving traffic lanes and two parking lanes. East 72<sup>nd</sup> Street is also one of the main entrances to Central Park, leading into Terrace Drive, one of four Central Park transverse roads that remain open to pedestrian and, at certain times, vehicular traffic. Due to the heavy visitor traffic it receives, the East 72<sup>nd</sup> Street entrance to Central Park is also one of only three locations in all of Central Park that has an Information Kiosk, which is staffed seasonally to provide visitors directions, maps and information.



East 72<sup>nd</sup> Street is characterized by multiple dwelling buildings with scattered ground floor non-residential uses such as large medical offices that occupy significant portions of the ground floors of 905 and 910 Fifth Avenue (a plastic surgeon and dermatologist's office, respectively). Across Madison Avenue to the east along East 72<sup>nd</sup> Street, a three-story bank building is located approximately 56 feet from the Madison Avenue intersection. Fifth Avenue, also 100 feet wide, is primarily developed with multiple dwellings and acclaimed museums.<sup>1</sup>

The Surrounding Area is well-served by public transportation. The M72 bus runs crosstown along 72<sup>nd</sup> Street in front of the Project Area, with stops at the northeast corner of East 72<sup>nd</sup> Street at Madison Avenue, the southeast corner of East 72<sup>nd</sup> Street at Madison Avenue, and at the southwest corner of East 72<sup>nd</sup> Street on Fifth Avenue. The M1, M2, M3 and M4 buses run uptown along Madison Avenue and downtown along Fifth Avenue. The closest subway stations to the Project Area are both outside the Surrounding Area as the No. 6 line makes stops along Lexington Avenue at East 68<sup>th</sup> and East 77<sup>th</sup> streets.

With respect to publically accessible open space, a prominent entrance (Terrace Drive) to Central Park is located on the west side of East 72<sup>nd</sup> Street and Fifth Avenue. Central Park is the only public park in the Surrounding Area. While no hospitals are located in the Surrounding Area, Lenox Hill Hospital, at East 77<sup>th</sup> Street between Park and Lexington avenues, is the closest hospital to the Project Site.

There are two houses of worship in the Surrounding Area. Madison Avenue Presbyterian Church is located at 917 Madison Avenue on the northeast corner of Madison Avenue and East 73<sup>rd</sup> Street in a Gothic Revival building. St. James' Church is located at 865 Madison on the northeast corner of Madison Avenue and East 71<sup>st</sup> Street. Originally built in 1885 as a Romanesque style building, this house of worship was substantially altered in 1924 and changed to a neo-Gothic building.

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<sup>1</sup> The west side of Fifth Avenue is entirely occupied by Central Park with the exception of Terrace Drive which allows two-way vehicular traffic from East 72<sup>nd</sup> Street through the park to Central Park West and south to East 59<sup>th</sup> Street and Seventh Avenue after it splits into West Drive.

The Henry Clay Frick House, located at 1 East 70<sup>th</sup> Street (on the northeast corner of Fifth Avenue and East 70<sup>th</sup> Street) contains both the Frick Collection museum and the Frick Art Reference Library. Completed in 1914 in the Louis XVI style, this three-story, former Gilded Age mansion, is now an internationally recognized art institution.

The Project Area is split by a zoning district boundary line between a C5-1 district within the Special Madison Avenue Preservation district that is mapped along the Madison Avenue frontage to a depth of 100 feet along East 72<sup>nd</sup> Street and an R10 district within the Special Park Improvement District (PI) that begins 100 feet west of Madison Avenue. C5 is a central commercial district with continuous retail frontage intended for offices and retail establishments that serve the entire metropolitan region. In general, C5-1 districts encourage mixed buildings with ground floor retail in lieu of commercial office use as commercial floor-area-ratio (“FAR”) is limited to 4.0 (whereas other C5 districts permit commercial FAR’s ranging from 10 to 15). As the C5-1 is also an R10 equivalent (with a base maximum residential FAR of 10), large apartment houses with retail or art gallery space on the lower level(s) is prevalent. R10 is a high density general residential zoning district that permits residential and community facility uses.

The Special Madison Avenue Preservation District extends along Madison Avenue from East 61<sup>st</sup> Street to East 96<sup>th</sup> Street. The MP District was created in 1973 to preserve and reinforce the unique retail and residential character of Madison Avenue and the Surrounding Area from East 61<sup>st</sup> to East 96<sup>th</sup> Streets. Retail continuity is ensured for the famed specialty shops by mandating that the ground floor of buildings on Madison Avenue must be occupied by selected uses. With respect to use regulations, the MP’s “Special Use Regulations” contain a group of commercial establishments selected to promote and strengthen the character of the neighborhood. Such uses are required on the ground floor of buildings with Madison Avenue frontage.<sup>2</sup> The R10 (PI) district permits only Use Groups 1 and 2 (residential) and Use Groups 3 and 4 (community facility).<sup>3</sup>

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<sup>2</sup> See ZR §§99-03 and 99-031. The uses specified in Table A and B in ZR §99-031 are uses that satisfy the ground floor retail requirement of ZR §99-03 in a C5-1(MP) district.

<sup>3</sup> Use Groups 1, 2, 3 and 4.

With respect to FAR, while the C5-1 (MP) district is an R10 equivalent and the remainder of the Project Area is zoned R10 (PI), both the Madison Avenue Special Preservation District and Park Improvement District preclude the use of any floor area bonus that would otherwise be applicable. Thus both districts limit residential and total FAR to 10.0. As noted above, the C5-1 (MP) limits commercial FAR to 4.0. Commercial use is not permitted-as-of-right in the R10 (PI) district. Both special purpose districts modify the underlying height regulations to limit the maximum height of all buildings to 19 stories or 210 feet, whichever is less.<sup>4</sup>

There is an R8B district within a Limited Height District (LH-1A) mapped to the north and south of the Project Area on the midblocks between Fifth and Madison Avenues and Madison and Park Avenues. R8B is a contextual residential district that permits a maximum FAR of 4.0 for residential (UG 1 and 2) and community facility (UG 3 and 4) uses.<sup>5</sup> The LH-1A District is superimposed on portions of the Upper East Side Historic District and limits the maximum building height to 60 feet, notwithstanding the underlying district regulations.<sup>6</sup> An R10A district with a C1-5 commercial overlay (not within any special district) is mapped along East 72<sup>nd</sup> Street east of Park Avenue to a depth of 125 feet. R10A districts permit residential and community facility uses at a maximum FAR of 10 and limit building heights to 210 feet on a wide street and 185 feet on a narrow street.<sup>7</sup> C1-5 districts are mapped along streets that serve local retail needs and permit commercial uses at 2 FAR.

Both the Project Area and the Surrounding Area are located within the Upper East Side Historic District, established by the New York City Landmarks Preservation Commission (“LPC”) in 1981, which is composed largely of the mansions, townhouses, apartment houses, private carriage houses and garages, and institutional buildings erected by or for New York City’s wealthiest citizens in the first decades of the 20<sup>th</sup> century. The Upper East Side Historic District is listed on the State/National Registers of Historic Places.

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<sup>4</sup> ZR §99-054 allows a height of 210’ provided that the gross area of each story located above 170’ does not exceed 80 percent of the gross area of the story directly below it.

<sup>5</sup> Within Community District 8, R8B districts permit a maximum community facility FAR of 5.1. *See* ZR §24-10.

<sup>6</sup> *See* ZR §23-691.

<sup>7</sup> The increased heights permitted when a “qualifying ground floor” is provided, are not applicable within the “Manhattan Core.”

#### 4. Description of the Project Area

The Project Area is coterminous with Lot 14 on Manhattan Block 1387, which is a single zoning lot located at the northwest corner of East 72<sup>nd</sup> Street and Madison Avenue within Manhattan Community District 8 and the Upper East Side Historic District.

The Project Area is developed with a 17-story mixed building containing approximately 106,836 zsf located at 19 East 72<sup>nd</sup> Street (the “Building”). The Building, which was designed by Rosario Candela and Mott Schmidt and completed in 1937, occupies the entire street frontage of Lot 14 (140 feet along the north side of East 72<sup>nd</sup> Street and 104.42 feet along the west side of Madison Avenue). The Building’s initial streetwall is substantially located on the streetline up to a height of approximately 136 feet and 14 stories. Above multiple setbacks that occur at the 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> stories, the building’s total height is approximately 178 feet, notwithstanding permitted obstructions.

The Building contains a total of 36 dwelling units. With the exception of the Building superintendent’s apartment located on the ground floor fronting on East 72<sup>nd</sup> Street, all other dwelling units are located above the first story. The remainder of the ground floor is occupied by a residential lobby on East 72<sup>nd</sup> Street, an art gallery that fronts on both Madison Avenue and East 72<sup>nd</sup> Street with its entrance on Madison Avenue, a perfume store located on Madison Avenue, and a former doctor’s office that has been vacant for three years fronting on East 72<sup>nd</sup> Street.<sup>8</sup>

The Project Area is divided by a zoning district boundary line and is thus subject to the provisions of Article VII, Chapter 7. A C5-1 (MP) district is mapped along the Madison Avenue frontage to a depth of 100 feet along East 72<sup>nd</sup> Street. The remaining 40 feet of East 72<sup>nd</sup> Street frontage is located within an R10 district within the Special Park Improvement District (PI) that begins 100 feet west of Madison Avenue. Commercial use is permitted along the entire Madison

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<sup>8</sup> While the current Certificate of Occupancy lists the doctor’s offices as Use Group MP, a non-conforming use in the R10 (MP) lot portion, the use may also be listed in Use Group 4 as an ambulatory diagnostic and treatment health care facility and is a conforming use.

Avenue frontage (Use Group MP)<sup>9</sup> and along East 72<sup>nd</sup> Street for 100 feet from Madison Avenue (uses permitted in a C5 district).<sup>10</sup> For buildings that contain at least 100 feet of street frontage on Madison Avenue, ZR §99-03 requires that at least 75 percent of the Madison Avenue frontage contain MP uses. Within the portion of the Project Area that is mapped as R10 (PI) (the Development Site), commercial use is not permitted and thus is the subject of this Application.

With respect to existing ground floor uses, the Building contains (i) a Use Group (“UG”) 6 commercial art gallery, which occupies approximately 60 feet of frontage on both Madison Avenue and East 72<sup>nd</sup> Street with its entrance on Madison Avenue; (ii) a perfume store in UG MP which, with exception of the service entry, occupies the remainder of the Madison Avenue frontage (approximately 35 feet); (iii) a residential lobby, located on East 72<sup>nd</sup> Street and begins approximately 60 feet from the corner; (iv) a former doctor’s office containing approximately 41.25 feet of frontage on East 72<sup>nd</sup> Street (23 feet is located in the C5-1 (MP) district and 18.25 feet is located in the R10 (PI) district); and (v) the superintendent’s apartment, to the west of the doctor’s office, occupies approximately 21.75 feet of frontage, all of which is located in the R10 (PI) district.

With respect to on-street parking regulations along the Project Area’s East 72<sup>nd</sup> Street frontage, alternate-side parking regulations apply for 57 feet from the intersection of Madison Avenue. Further to the east, parking is not permitted anytime for a distance of 94 feet to 57 feet from Madison Avenue. Beyond 94 feet from Madison Avenue, alternate-side parking regulations resume. Along the Madison Avenue frontage, two-hour metered parking is permitted with the exception of street sweeping times, which occur during the morning hours.

Adjacent to the Project Area to the west at 15 East 72<sup>nd</sup> Street (Lot 11) is a single-family residence owned by the Kingdom of Morocco.<sup>11</sup> Further west of the Project Area are the Oliver

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<sup>9</sup> See ZR §99-031.

<sup>10</sup> Pursuant to ZR §32-10, Use Groups 1 through 6 and Use Groups 9 through 11 are permitted as-of-right in the C5-1 (MP) district portion that does not front on Madison Avenue.

<sup>11</sup> Per Department of Finance records; there is no Certificate of Occupancy for 15 East 72<sup>nd</sup> Street on the Department of Buildings *Building Information System*.

Gould Jennings House and Henry T. Sloan House at 7 and 9 East 72<sup>nd</sup> Street, respectively. Constructed as single-family mansions, these individually designated landmark four-story Beaux Arts buildings were purchased by the Lycée Français de New York in 1964 and used as a school serving approximately 300 elementary school children until 2003, when the Lycée sold them to the emir of Qatar. Although the two buildings have been converted into a single 45,000 sf private residence, it is designed for functions or parties and not as a permanent residence,<sup>12</sup> and the Certificate of Occupancy lists the lawful occupancy as a school. On the northeast corner of Fifth Avenue and East 72<sup>nd</sup> Street is 910 Fifth Avenue, a 16-story apartment building with a medical office occupying the entirety of the ground floor with the exception of the residential lobby.

On the south side of 72<sup>nd</sup> Street, across from the Project Area, is a recently constructed five-story retail building in a Beaux Arts style<sup>13</sup> (Ralph Lauren) located at 888 Madison Avenue at the intersection of Madison Avenue and East 72<sup>nd</sup> Street, with retail entrances on both Madison Avenue and East 72<sup>nd</sup> Street. Lots further west are primarily improved with five-story, one- and two-family residences, which include the Pope's New York City residence owned by the Holy See, located at 20 East 72<sup>nd</sup> Street.

##### **5. Description of Proposed Development Site**

The proposed Development Site consists of a 1,836 sf portion of the Building's ground floor located in the R10 (PI) portion of the Project Area where commercial retail use is not permitted along the 40 feet of street frontage beginning at a distance of 100 feet from the intersection of East 72<sup>nd</sup> Street and Madison Avenue. *See Existing Ground Floor Plan, Drawing 07, prepared by PBDW Architects, dated 12/14/16.* The Development Site currently consists of the superintendent's apartment with 21.75 feet of frontage and a portion of a now-vacant doctor's office with 18.25 feet of frontage. While the remaining portion of the doctor's office contains 23 feet of frontage (including three street-facing windows) in the C5-1 (MP) district, the only entrance to this space from the street is located in the R10 (PI) district in which retail use is not permitted as-of-right.

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<sup>12</sup> "Renovated Mega Mansion Ready to Rule the Upper East Side", *Curbed NY*, July 21, 2010 at p.25. and "Stirrings of a Throwback Kind," *New York Times*, March 13, 2011 at p RE6

<sup>13</sup> "A Grand Gesture," *Architectural Digest*, February, 2011.

## 6. Description of the Proposed Development

The Applicant proposes to convert the 1,836 sf Development Site in the R10 (PI) district and 478 sf of floor area located adjacent to the east in the C5-1(MP) district to a single UG 6 retail space containing 2,314 sf. Only the Development Site portion of the proposed retail space requires the requested use modification. While retail use is permitted in the adjacent 478 sf located in the C5-1 (MP) district, there is no door to access that space within the C5-1 (MP) district. The only access to this commercially zoned space, which has been vacant for three years, is the existing door located in the R10 (PI) zone. Without the proposed use modification, the only means of providing access to this area for commercial use would be to cut a door through the original limestone façade in the C5-1 (MP) portion of the building necessitating the removal of historic fabric, which would be possible only if LPC were to find the proposal appropriate, or accessing the space through the residential lobby. The proposed use modification is a less intrusive alternative that would obviate the need for any exterior demolition and would facilitate a more efficient use of the 23 foot-wide, 478 sf area in the C5-1 (MP) district. Additionally, as the Proposed Development contemplates the conversion of the 20 foot-wide superintendent's apartment to the west, it will eliminate a street-facing dwelling unit that is not well-suited to residential use as it is approximately 14 inches below grade<sup>14</sup> on a heavily-trafficked wide street, making it very noisy and lacking in privacy.<sup>15</sup> Moreover, the proposed use modification, which will facilitate a larger retail store (2314 sf rather than 478 sf), will improve the store's commercial viability. Through the Application, the Applicant seeks to preserve the historically significant features of the Building and bring it into sound first-class condition using the rental income it would receive from the Proposed Development.

In conjunction with the proposed commercial use, a minimal amount of non-illuminated, accessory signage is proposed. As a point of comparison, a C1 district is the most restrictive commercial district with respect to maximum surface area, limiting signage to 150 sf for each

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<sup>14</sup> Due to the change in grade, the superintendent's apartment and the former doctor's office are located in a basement within the meaning of ZR 12-10, which defines a basement as "a #story# (or portion of a #story#) partly below #curb level#, with at least one-half of its height (measured from floor to ceiling) above #curb level#."

<sup>15</sup> In the event this application is granted, the Superintendent's apartment would be relocated within the Building.

street frontage. The proposed signage in the R10 (PI) district, consisting of non-illuminated copy on four windows, one door and one post sign, will measure 7.29 sf.<sup>16</sup>

Deliveries to the proposed retail space would occur through the existing door to the Development Site on East 72<sup>nd</sup> Street (which has an address of 17 East 72<sup>nd</sup> Street) during non-peak shopping hours.<sup>17</sup>

### **7. Action(s) Necessary to Facilitate the Project**

The Proposed Development would contain retail uses in Use Group 6 (and associated accessory signage) in both the C5-1 (MP) district in which such use is permitted and in the R10 (PI) district in which such use is not permitted. Therefore, a special permit pursuant to ZR Section 74-711 is necessary to modify the applicable use regulations set forth in ZR §§22-10 and 22-30. Pursuant to Section 74-711, CPC may allow by special permit, among other things, modifications of use regulations for zoning lots with existing buildings within Historic Districts, provided that certain required conditions are met and certain findings are made. The requested waivers would affect an 1,836 sf portion of the ground floor of the Building located in the R10 portion of the Project Area, beginning 23 feet west of the Building entrance and extending to the Project Area's western lot line. The only other governmental actions required are a Certificate of Appropriateness and Certificate of No Effect from the New York City Landmarks Commission ("LPC") authorizing the work necessary for the Proposed Development, as well as a report from the LPC that satisfies the condition set forth in ZR 74-711(a)(1). These items are included in this Application.

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<sup>16</sup> An additional 3.75 sf of non-illuminated signage will be added on an as-of-right basis for the portion of the proposed retail establishment in the C5-1(MP) lot portion.

<sup>17</sup> While the building's service entrance is located on Madison Avenue, delivering goods to the proposed retail establishment through this entrance would result in a circuitous and possibly disruptive path to the East 72<sup>nd</sup> Street retail space. The corridor from the service entrance only provides access to the proposed retail space through the residential lobby or the garden in the rear yard. Due to furniture, sculptures and extensive landscaping, neither path is suitable for deliveries.



## 8. Conclusion

The requested special permit pursuant to ZR §74-711 to modify ZR §§22-10 and 22-30 to allow Use Group 6 retail and accessory signage within an 1,836 square foot portion of the ground floor, which is located in an R10 (PI) district in which UG 6 is not permitted, would facilitate the development of a 2,314 sf retail store on the ground floor of the building. As explained in the Attachment 11b (Discussion of Findings), the proposed use modification will obviate the need to cut a door through the building's original limestone façade to provide access to the ground floor space located west of the lobby door, which is located in the C5-1 (MP) district in which such use is permitted. Retail is an appropriate use of the Development Site given its location (i) partially below grade, (ii) on a wide and busy street, (iii) split by a district boundary line, and (iv) directly adjacent to commercial use within a commercial district in the same building. As LPC has determined, the proposed use modification will result in the restorative work and ongoing maintenance that will result in the preservation of the Building. For the reasons set forth in the Discussion of Findings, the proposed use modification will not adversely impact conforming uses in the Building or in the surrounding area.

ATTACHMENT 11(a)

Special Permit Pursuant to Section 74-711  
Applicant's Discussion of Conditions

74-711

**Landmark Preservation in all districts**

In all districts, for #zoning lots# containing a landmark designated by the Landmarks Preservation Commission, or for #zoning lots# with existing #buildings# located within Historic Districts designated by the Landmarks Preservation Commission, the City Planning Commission may permit modification of the #use# and #bulk# regulations, except #floor area ratio# regulations, provided that:

(a) The following conditions are met:

(1) any application pursuant to this Section shall include a report from the Landmarks Preservation Commission stating that a program has been established for continuing maintenance that will result in the preservation of the subject #building# or #buildings#, and that such #use# or #bulk# modifications, or restorative work required under the continuing maintenance program, contributes to a preservation purpose;

This application includes a report from the Landmarks Preservation Commission ("LPC"), dated January 18, 2017, stating that a program has been established for continuing maintenance that will result in the preservation of the building located at 19 East 72<sup>nd</sup> Street (Manhattan Block 1387, Lot 14), and further that the proposed restorative work required will bring the building up to a sound, first class condition and aid in its long term preservation, together satisfying the required preservation purpose. A copy of the LPC report is attached as Exhibit A hereto. The continuing maintenance program is set forth in a Restrictive Declaration that has been prepared in accordance with LPC's guidelines and specifications.

(2) any application pursuant to this Section shall include a Certificate of Appropriateness, other permit, or report from the Landmarks Preservation Commission stating that such #bulk# modifications relate harmoniously to the subject landmark #building# or #buildings# in the Historic District, as applicable; and

A Certificate of Appropriateness for the proposed work, dated January 18, 2017, is attached as Exhibit B hereto. No bulk modifications are being requested as part of this application.

**(3) the maximum number of #dwelling units# shall be as set forth in Section 15-111 (Number of permitted dwelling units).**

This condition is not applicable because no change to the number of dwelling units in the building is being proposed as part of this application.

## EXHIBIT A



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION  
11 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007  
TEL: 212 669-7700 FAX: 212 669-7780



January 18, 2017

ISSUED TO:

Carl Weisbrod, Chair  
Department of City Planning  
120 Broadway  
31st Floor  
New York, NY 10271

Re: LPC-183631  
MOU 19-5996  
17-19 EAST 72ND STREET  
HISTORIC DISTRICT  
UPPER EAST SIDE  
Borough of Manhattan  
Block/Lot: 1387 / 14

At the Public Meeting of July 26, 2016, following the Public Meeting and Public Hearing of the same date, the Landmarks Preservation Commission ("LPC") voted to issue a report to the City Planning Commission ("CPC") in support of an application for the issuance of a Special Permit, pursuant to Section 74-711 of the Zoning Resolution to permit the Modification of Use and Bulk at the building located at 17-19 East 72nd Street, Block 1387, Lot 14, as put forward in your application completed on May 26, 2016. The Designated Building is a Modern/Neo-Classical style apartment building designed by Rosario Candela and built in 1936-37; and the building's style, scale, materials, and details are among the features that contribute to the special architectural and historic character of the Upper East Side Historic District.

In voting to issue the report, the LPC found that the applicant has agreed to undertake work to restore the Designated Building and bring it up to a sound, first class condition; that the applicant has agreed to establish and maintain a program for continuing maintenance to ensure that the Designated Building is maintained in a sound, first-class condition; and that a Restrictive Declaration ("Declaration") will be filed against the property which will bind the applicants and all heirs, successors and assigns to maintain the continuing maintenance program in perpetuity.

Specifically, at the Public Meeting of July 26, 2016, following the Public Hearing of the same date, the Commission approved a proposal to replace seven (7) one-over-one double-hung metal windows at the west side of the south (East 72nd Street) facade with single-light fixed metal windows; install vinyl signage to the glazing at an existing historic wood and glass door and at four of the proposed windows; and install a 3'-7" high black painted metal post sign at the adjoining yard.

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The applicant also agreed to perform restorative work throughout the building, as described in Certificate of No Effect 19-5997 (LPC 18-3825), issued January 18, 2017, including selectively repairing masonry using a patching compound; repointing masonry with a lime rich mortar; resetting displaced limestone cladding and securing it to back-up masonry using pins; and replacing damaged bricks at the parapets, rear facades, and chimneys in-kind, as well as selectively replacing deteriorated steel lintels in-kind at the north (rear) and west (side) facades; replacing a cracked limestone sill at the first floor of the west side of the north facade in-kind; selectively rebuilding brick parapet walls, adjacent to terraces, at all facades, and repairing flashing temporarily exposed by the removal of the bricks; replacing a section of a deteriorated reinforced concrete beam at a chimney at the west facade in-kind; cleaning soiled coping stones at the south (East 72nd Street) and east (side) facades from the 14th floor to the roof using a low pressure water rinse and applying a clear silicate water repellent to the cleaned coping stones; selectively repairing deteriorated pitch pockets and sealant at the main roof and setback roofs with new flashing and sealant; repairing historic black painted metal railings at the main roof and parapets by resealing them and replacing damaged sections in-kind; resurfacing and repainting deteriorated stucco at a ground floor interior courtyard wall in-kind; replacing the roofing membrane and concrete paving at the roof of the boiler room in-kind; selectively repairing deteriorated through-wall louvers at the 12th through 15th floors of the south, west, and north facades; and exterior alterations at the east (Madison Avenue) facade service entrance, including removing a security camera; repainting a white painted metal fence to match the existing color; removing barbed wire from the top of the fence; and relocating a heating sensor and associated conduit from the north (rear) facade to a west (rear courtyard) facade. Additionally, as described in Miscellaneous/Amendment 19-5993 (LPC 19-5674), issued on January 18, 2017, to amend Certificate of Appropriateness 04-6908 (LPC 03-5794), issued on May 7, 2004, approving a proposal for the establishment of a Master Plan for through-wall louvers, the applicant has agreed to reduce the number of locations in which new air conditioning cuts at stonework may be allowed to be installed with an Authorization to Proceed, improve the design details of the proposed louvers, and set a standard opening size.

In reaching a decision to grant a Certificate of Appropriateness, the Commission reviewed the proposed work and found that the installation of the signage will not alter, eliminate or conceal any significant architectural features; that the presence of a sign post and a limited amount of lettering at the glass will be in keeping with the types of signage for secondary uses found at apartment buildings of this style and age for entrances for secondary uses; that the simple design, metal materials and combination of the unpainted bronze and white painted metal finishes of the sign and post will be harmonious with the materials and finish palette of the building; that the cumulative effect of the sign post and lettering will be well scaled to their location and will not overwhelm the building; that the replacement windows will match the historic windows in terms of material and finish and will closely replicate the historic windows in terms of profiles and details; that the configuration of the fixed single pane windows will match the existing configuration at the windows for the commercial tenant at the Madison Avenue facade; and that the absence of meeting rails at these ground floor windows will be a limited change which will not detract from the historic configuration of the windows at the upper floors. Based on these findings, the Commission determined the work to be appropriate to the building and the historic district and voted to approve the application.

In reaching a decision to issue a favorable report to the CPC, the LPC found that the restorative work approved pursuant to LPC 18-3825 will restore missing architectural details and return the building closer to its historic appearance; that the exterior facade work will reinforce the architectural and historic character of the building and the historic district; that the restorative work will bring the building up to sound first class condition and aid in its long term preservation; that the implementation of a cyclical maintenance plan will ensure the continued maintenance of the building in a sound, first-class condition; and that the owners of the designated building have committed themselves to establishing a cyclical maintenance plan that will be

legally enforceable by the Landmarks Preservation Commission under the provisions of a Restrictive Declaration, which will bind all heirs, successors and assigns, and which will be recorded at the New York County Registrar's Office.

The Declaration requires the Declarant to hire a qualified preservation professional, whose credentials are to be approved by LPC, to undertake comprehensive inspections every five years of the Designated Building's exterior and such portions of the interior which, if not properly maintained, would cause the Designated Building to deteriorate. The Declarant is required to perform all work identified in the resulting professional reports as being necessary to maintain the Designated Building in sound, first-class condition within stated time periods.

The staff of the Commission is available to assist you with these matters. Please direct inquiries to Julianno Chianese.



Meenakshi Srinivasan  
Chair

cc: B. Artus, Deputy Director/LPC; John Weiss, Deputy Counsel/LPC; Toni L. Hanson, Asst. Secretary/19 East 72nd Street Corporation; Judith M. Gallent, Esq./Bryan Cave LLP

**EXHIBIT B**





THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION  
 1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007  
 TEL: 212 669-7700 FAX: 212 669-7780



# PERMIT

## CERTIFICATE OF APPROPRIATENESS

<b>ISSUE DATE:</b> 01/18/17	<b>EXPIRATION DATE:</b> 7/26/2022	<b>DOCKET #:</b> 183595	<b>COFA #:</b> COFA 19-5998
<b>ADDRESS:</b> 17-19 EAST 72ND STREET HISTORIC DISTRICT UPPER EAST SIDE		<b>BOROUGH:</b> MANHATTAN	<b>BLOCK LOT:</b> 387 / 14

**ISSUED TO:**

**Toni L. Hanson, Asst. Sec.**  
 19 East 72nd Street Corporation  
 c/o Brown Harris  
 New York, NY 10065

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of July 26, 2016, following the Public Hearing of the same date, voted to grant a Certificate of Appropriateness for the proposed work at the subject premises, as put forth in your application completed on May 26, 2016.

The proposal as approved, consists of replacing seven (7) one-over-one double-hung silver painted metal windows at the west side of the ground floor of the south (East 72nd Street) facade with single-light fixed silver painted metal windows; installing vinyl signage to the glazing at an existing historic wood and glass door and to four of the proposed windows; and installing a 3'-7" high black painted metal post sign within the adjoining yard, as shown in a digital presentation, titled "19 East 72nd Street, South Facade, Ground Floor Retail," dated July 26, 2016, and prepared by PBDW Architects, including 17 slides, consisting of photographs, drawings, and photomontages, all presented as components of the application and presented at the Public Hearing and Public Meeting.

In reviewing this proposal, the Commission noted that the Upper East Side Historic District Designation Report describes 19 East 72nd Street as a Modern/Neo-Classical style apartment building, designed by Rosario Bonella and built in 1936-37; and that the style, scale, materials, and details of the building are among the features that contribute to the special architectural and historic character of the Upper East Side Historic District.

NO DESIGN APPROVAL ONLY: No work may proceed until the final filing drawings are approved, and performed by Landmarks Preservation Commission staff

With regard to this proposal, the Commission found that the installation of the signage will not alter, eliminate or conceal any significant architectural features; that the presence of a sign post and a limited amount of lettering at the glass will be in keeping with the types of signage for secondary uses found at apartment buildings of this style and age for entrances for secondary uses; that the simple design, metal materials and combination of the unpainted bronze and white painted metal finishes of the sign and post will be harmonious with the materials and finish palette of the building; that the cumulative effect of the sign post and lettering will be well scaled to their location and will not overwhelm the building; that the replacement windows will match the historic windows in terms of material and finish and will closely replicate the historic windows in terms of profiles and details; that the configuration of the fixed single pane windows will match the existing configuration at the windows for the commercial tenant at the Madison Avenue façade; and that the absence of meeting rails at these ground floor windows will be a limited change which will not detract from the historic configuration of the windows at the upper floors. Based on these findings, the Commission determined the work to be appropriate to the building and the historic district and voted to approve the application.

Subsequently, on November 29, 2016, the Commission received additional drawings, integrating the work approved by this permit with other work, approved by Certificate of No Effect (CNE) 19-5997 (LPC 18-3825) and Miscellaneous/Amendment (MISC) 19-5996 (LPC 19-5674), all issued on January 18, 2017.

Please note that this permit is issued contingent upon the Commission's review and approval of two or more sets of the signed and sealed Department of Buildings filing drawings and an illustration of the proposed signage.

Please also note that this Certificate of Appropriateness is being issued in conjunction with CNE 19-5997, for restorative work, MISC 19-5996, for modifications to the Master Plan, as well as Modification of Use 19-5996 (LPC 18-3631), supporting an application to the City Planning Commission, requesting a Special Permit, pursuant to Section 74-711 of the Zoning Resolution to permit a commercial use in an area zoned for residential use.

This permit is issued on the basis of the building and site conditions described in the application and disclosed during the review process. By accepting this permit, the applicant agrees to notify the Commission if the actual building or site conditions vary or if original or historic building fabric is discovered. The Commission reserves the right to amend or revoke this permit upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application or disclosed during the review process.

All approved drawings are marked approved by the Commission with a perforated seal indicating the date of the approval. The work is limited to what is contained in the perforated document. Other work or amendments to this filing must be reviewed and approved separately. The applicant is hereby put on notice that performing or maintaining any work not explicitly authorized by this permit may make the applicant liable for criminal and/or civil penalties, including imprisonment and fine. This letter constitutes the permit; a copy must be prominently displayed at the site while work is in progress. Please direct inquiries to Julianne Chinese.

Meenakshi Srinivasan  
Chair

**PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:**

Judith M. Gallent, Esq., Bryan Cave LLP

cc: B. Artus, Deputy Director/LPC

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Issued: 01/18/17

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**ATTACHMENT 11b**

**19 East 72<sup>nd</sup> Street  
(Block 1387, Lot 14)**

**DISCUSSION OF FINDINGS  
FOR SECTION 74-711 SPECIAL PERMIT**

**74-711**

**Landmark preservation in all districts**

**In all districts, for #zoning lots# containing a landmark designated by the Landmarks Preservation Commission, or for #zoning lots# with existing #buildings# located within Historic Districts designated by the Landmarks Preservation Commission, the City Planning Commission may permit modification of the #use# and #bulk# regulations, except #floor area ratio# regulations, provided that:**

**(b) In order to grant a special permit, the City Planning Commission shall find that:**

- (1) such #bulk# modifications shall have minimal adverse effects on the structures or #open space# in the vicinity in terms of scale, location and access to light and air;**

This finding is inapplicable because no bulk modifications are being requested as part of this application.

- (2) such #use# modifications shall have minimal adverse effects on the conforming #uses# within the #building# and in the surrounding area.**

The requested special permit pursuant to Zoning Resolution Section 74-711 would affect Manhattan Block 1387, Lot 14, a single zoning lot located in Community District 8 and within the Upper East Side Historic District (the "Project Area"). Specifically, the proposed use modification would facilitate the conversion of an 1,836 sf portion of the ground floor (the "Development Site") of the existing mixed building located at 19 East 72<sup>nd</sup> Street (the "Building"), which is located in an R10 district within the Special Park Improvement District ("PI"), to Use Group 6 retail use with associated signage (the "Proposed Development"). The Development Site would be used in conjunction with an adjacent 478 sf portion of the ground floor, which is located in a C5-1 district within the Special Madison Avenue Preservation

District (“MP”) in which retail use is permitted as-of-right. As demonstrated below, the proposed use modification will have minimal adverse effects on the conforming residential and retail uses in the building and in the surrounding area.

With respect to the conforming ground floor retail and upper story residential uses within the building, the Proposed Development will not impede access to the Building by residents or customers of the other retail uses on the ground floor. The proposed retail space would be accessed via the existing dedicated door located on East 72<sup>nd</sup> Street, which has an address of 17 East 72<sup>nd</sup> Street and is located approximately 33.65 feet west of the residential entrance to the Building. The entrances to the two existing retail establishments on the ground floor of the Building are located on Madison Avenue. Accordingly, there would be no conflicts between residents or existing retail customers and customers of the Proposed Development.

As described in detail below, East 72<sup>nd</sup> Street is a wide and busy thoroughfare containing four moving lanes and two parking lanes and is the route of the M72 crosstown bus. The addition of 1,836 sf of retail use in the R10 (PI) district portion of the Project Area will not have a significant impact on ambient noise. Any noise associated with the Proposed Development will not have an adverse effect on the residential units located above the store because the store windows would be fixed and fabricated with double-pane insulating glass.

Moreover, Building residents would not be adversely affected by the proposed retail signage associated with the Proposed Development for several reasons. First, residents will not be disturbed by light emanating from the retail signage as there would be no illuminated signage associated with the Proposed Development. Second, the size and nature of the proposed signage is strictly circumscribed by the Certificate of Appropriateness (“C of A”) issued by the Landmarks Preservation Commission (“LPC”) so as to be appropriate in the Historic District and not visually overwhelming. Specifically, the C of A limits signage in the R10 district portion of the lot to painted decal lettering on two of the four store windows and the door, as well as a freestanding post sign at the proposed retail entrance. The size of the LPC-approved decal lettering on each of the two store windows located in the R10 district on which such lettering is permitted is limited to an area measuring 10” x 2’3” inches (with a surface area per window of

1.87 sf and a total surface area of 3.75 sf on the two store windows located in the R10 district).<sup>1</sup> The LPC-approved lettering on the door in the R10 district is limited to 1' x 2.5' (with a total surface area is 2.5 sf). The size of the LPC-approved post sign is limited to 10" x 1'3" (with a surface area of 1.04 sf).<sup>2</sup> Accordingly, the total surface area of all signs associated with the proposed retail store that would be located in the R10 district would be limited to 9.29 sf (with a total of 11.04 sf of signage including the portion of the proposed retail store located in the C5-1 district), well below the 400 sf of non-illuminated signage that would be permitted on the building's East 72<sup>nd</sup> Street façade by the commercial district sign regulations set forth in ZR 32-642 (Non-illuminated signs) if they were applicable to the R10 district.

Nor will the addition of the 1,836 square feet of retail space facilitated by the requested use modification have an adverse effect on the surrounding area. The Development Site is located within an R10 district within the Special Park Improvement District and adjacent to a C5-1 district within the Special Madison Avenue Preservation District. R10 districts are the City's highest density residential districts mapped on major avenues and crosstown streets. The Special Madison Avenue Preservation District was established to preserve and reinforce the unique retail and residential character of Madison Avenue and the surrounding area from East 61<sup>st</sup> to East 96<sup>th</sup> Street. The Project Area is located in a busy, mixed-use area. East 72<sup>nd</sup> Street is a 100 foot wide major crosstown street that supports four moving traffic lanes and two parking lanes. The M72 crosstown bus, which has stops at the northeast corner of East 72<sup>nd</sup> Street at Madison Avenue, the southeast corner of East 72<sup>nd</sup> Street at Madison Avenue, and at the southwest corner of East 72<sup>nd</sup> Street on Fifth Avenue, runs in front of the Project Area. East 72<sup>nd</sup> Street is also one of the main entrances to Central Park, leading into Terrace Drive, one of four Central Park transverse roads that remain open to pedestrian and, at certain times, vehicular traffic. Due to the heavy visitor traffic it receives, the East 72<sup>nd</sup> Street entrance to Central Park is also one of only three locations in all of Central Park that has an Information Kiosk which is staffed seasonally to provide visitors directions, maps and information. Directly across East 72<sup>nd</sup> Street from the entrance of the Project Area is the north side of Ralph Lauren's Women and Home Mansion (888 Madison Avenue), which has an entrance and large plate glass show windows on East 72<sup>nd</sup> Street

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<sup>1</sup> The C of A similarly limits signage in the C5-1 portion of the lot to decal lettering with a surface area of 1.875 sf each on two of the three proposed retail windows.

<sup>2</sup> The sign would stand 3'7" high.

that give the east end of the block a distinct retail character. While many of the retail uses along East 72<sup>nd</sup> Street are within 100 feet of Madison Avenue and are located within the C5-1 (MP) district, several establishments have entrances on East 72<sup>nd</sup> Street only, including the JPMorgan Chase Bank (35 East 72<sup>nd</sup> Street), Roundabout Couture (31 East 72<sup>nd</sup> Street), and the Nicholas Brawer Gallery (28 East 72<sup>nd</sup> Street). Given the small scope of the proposed use modification and the character of the surrounding area, in which a mix of residential and non-residential uses co-exist in close proximity, the proposed use modification action will have minimal adverse effects on the conforming uses in the area.

Although the specific retail tenant for the Development Site is not known at this time, it is expected to be a high-end boutique use similar to the existing high-end retail uses characteristic of the surrounding area. Philip Habib & Associates (“PHA”) conducted a transportation study dated December 13, 2016 (the “Study”), a copy of which is attached as Exhibit A, in order to forecast pedestrian and vehicle trips associated with the proposed retail use. As indicated in the Study, the mapped sidewalk width along the north side of East 72<sup>nd</sup> Street in front of the Project Area is 22’ 6”, with a functional width that varies between 17’-2” and 19’-8” due to planters along the front of the Project Area. The Study revealed that in the weekday midday (12:30 to 1:30 PM), weekday PM (5 PM to 6 PM), and Saturday midday (12:15 PM to 1:15 PM) peak hours, existing pedestrian volumes along the sidewalk adjoining the Project Area were 323, 449 and 374, respectively. Based on pedestrian traffic counts at existing high-end retail stores within the immediate vicinity of the Project Area, PHA forecasted that the proposed retail use would generate a net increment (as compared to as-of-right conditions, which was assumed to be a doctor’s office in the R10 district and a 478 sf retail store in the C5-1 district) of 11, 15, and 26 pedestrian trips, and -4, -4 and 0 vehicle trips, in the midday, PM and Saturday midday peak hours, respectively. As a result, in the highest weekday peak period (5 PM to 6 PM), the pedestrian volume on the north side of East 72<sup>nd</sup> Street would increase from the existing 449 persons per hour to 473 persons per hour. On Saturday, the existing 374 persons per hour would increase to 412 persons per hour during the midday peak hour. These very low pedestrian traffic volumes can be absorbed by the wide sidewalks in the vicinity of the Project Area, which would remain free-flow. Thus, the pedestrian traffic associated with the proposed retail store would result in no noticeable change to existing conditions. As the vehicle demand forecasted for the proposed retail use would be negligible, the PHA Study concludes that there would be fewer

vehicle trips to the Development Site with the proposed retail store than with an as-of-right doctor's office. Accordingly, the proposed retail use, which is projected to be a very low pedestrian and vehicular traffic generator, will not negatively impact the conforming residential, community facility and commercial uses in the surrounding area.

As described in detail above, the LPC-approved non-illuminated proposed retail signage is limited in size to 9.29 sf of total surface area in the R10 district (and a total of 11.04 sf of surface area including the signage permitted in the C5-1 district). LPC concluded that the limited surface area and nature of the proposed signage "will be in keeping with the types of signage for secondary uses . . . [and] the cumulative effect of the sign post and lettering will be well scaled to their location and will not overwhelm the building. . . ." Accordingly, the proposed signage will not negatively impact the conforming residential, community facility and commercial uses in the surrounding.

The addition of the proposed retail use, with its small size, discrete LPC-approved non-illuminated signage, and low pedestrian and vehicular traffic generation will have a minimal effect on the character and feel of the area, which is not a quiet street, but rather a busy major thoroughfare providing direct access to Central Park, adjacent to a busy shopping district with existing retail use in close proximity to the proposed retail space on both the north and south sides of East 72<sup>nd</sup> Street.

**Exhibit A**

**PHA Transportation Study**





**Philip Habib & Associates**

Engineers and Planners • 102 Madison Avenue • New York, NY 10016 • 212 929 5656 • 212 929 5605 (fax)

## TECHNICAL MEMORANDUM

To: Judy Gallent, Bryan Cave

From: Christina Michaelian, Philip Habib & Associates

Re: 19 East 72<sup>nd</sup> Street Transportation Study

Date: December 13, 2016

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### **Introduction**

The proposed action is the request for a use modification by special permit pursuant to Zoning Resolution Section 74-711 to permit retail use in a portion of the ground floor of the building located at 19 East 72nd Street (Block 1387, Lot 14) (the "project site"). The project site is located on the northwest corner of Madison Avenue and East 72nd Street (with approximately 104' of frontage on Madison Avenue and 140' feet of frontage on East 72nd Street) within the Upper East Side Historic District and Manhattan Community District 8. The project site is split by a zoning district boundary line between a C5-1 (MP) district, which is mapped along Madison Avenue to depth of 100' and an R10 (PI) district, which is mapped over the westernmost 40' of the project site along East 72nd Street.

The project site is developed with a 17-story mixed-use building with ground floor retail space to the east of the building entry and a vacant space that was formerly occupied by a doctor's office, as well as the super's apartment, to the west of the residential entrance along East 72<sup>nd</sup> Street. There is an existing 900 gsf high-end perfume store currently located in the existing building, along the Madison Avenue frontage. There is also a 2,500 gsf art gallery (by appointment only) located on the ground floor of the existing building at the northwest corner of Madison Avenue and East 72<sup>nd</sup> Street. The proposed action would facilitate the conversion to retail use of the space to the west of the residential entrance, along East 72<sup>nd</sup> Street, a portion of which is located within the R10 district in which commercial use is not permitted. Approximately 478 gsf of the proposed retail store is located within the existing C5-1 (MP) district and 1,836 gsf is located in the existing R10 (PI) district. The total proposed retail area would be approximately 2,314 gsf. While the specific retail tenant is not known at this time, it would most likely be a high-end retail use similar to the existing

high-end retail uses in the immediate area of the project site.

To forecast the pedestrian and vehicle demand of the proposed high-end retail use, a transportation study was conducted and is provided in detail in the following sections.

**Existing Conditions and Data Collection**

The project site is located in the Upper East Side neighborhood of Manhattan on a block bounded by Madison Avenue to the east, East 73<sup>rd</sup> Street to the north, Fifth Avenue to the west, and East 72<sup>nd</sup> Street to the south (see Figure 1). The project site is located on the northwest corner of Madison Avenue and East 72<sup>nd</sup> Street with frontage on both East 72<sup>nd</sup> Street and Madison Avenue. Madison Avenue has an 80 foot mapped width within the vicinity of the project site and accommodates one-way northbound traffic flow. The sidewalk width along the west side of Madison Avenue in front of the project site is 13 feet. East 72<sup>nd</sup> Street has a 100 foot mapped width and accommodates two-way eastbound and westbound traffic flow. The mapped sidewalk width along the north side of East 72<sup>nd</sup> Street in front of the project site is 22'-6", however, the actual functional width varies between 17'-2" and 19'-8" feet due to the existing plantings along the front of the building (see Figure 2).

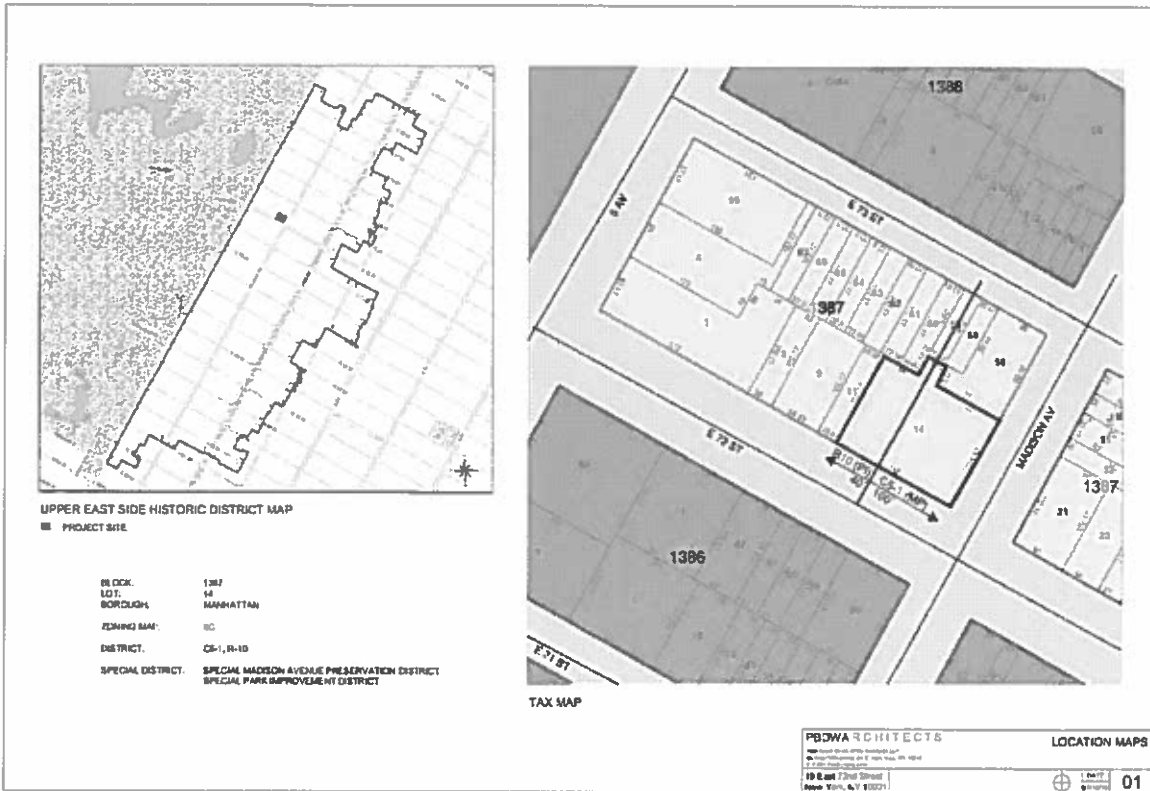
Pedestrian volume data was collected on Tuesday October 27, 2016 and on Saturday October 29, 2016 along the south side of East 72<sup>nd</sup> Street between Madison and Fifth Avenues during the midday (12:30PM-1:30PM), PM (5PM-6PM), and Saturday midday (12:15PM-1:15PM) peak periods. Security camera footage from 19 East 72<sup>nd</sup> Street was also utilized to determine the pedestrian volumes along the north side of East 72<sup>nd</sup> Street between Madison and Fifth Avenues (from Wednesday October 15, 2016 and Saturday October 8, 2016) for the same peak periods described above.

Table 1 below shows the existing pedestrians volumes along these frontages for the peak hours.

**Table 1: Existing Pedestrian Volumes**

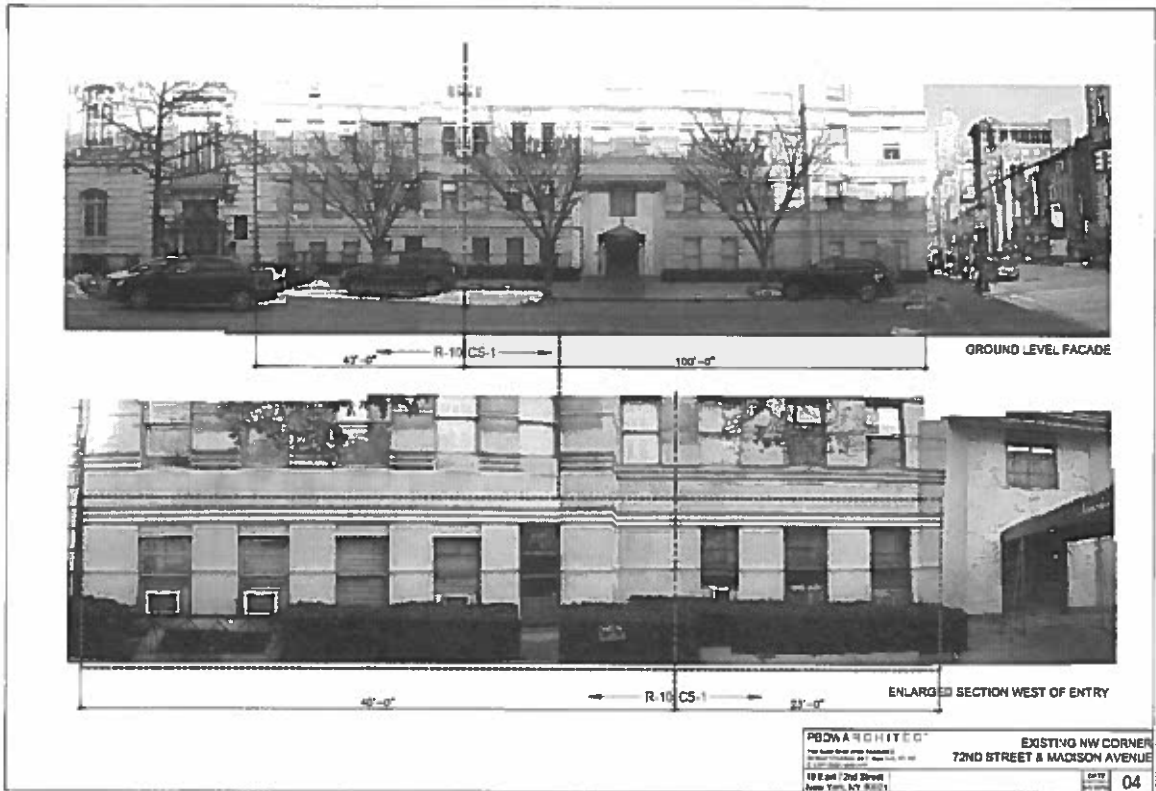
Time	Sidewalk	
	EB/WB North Side E. 72nd St.	EB/WB South Side E. 72nd St.
<b>12:30PM-1:30PM</b>	323	193
<b>5PM-6PM</b>	449	240
<b>Saturday 12:15PM-1:15PM</b>	374	344

To assist in forecasting the future new pedestrian and vehicle demand of the proposed project, a count of existing pedestrian ins/outs and vehicle drop-off/pick-up was conducted on Thursday, November 17, 2016 and Saturday, November 19, 2016 at two existing high-end retail stores within the immediate vicinity of the project site: Roundabout Couture; a 800 gsf high-end consignment store, located along the north side of East 72<sup>nd</sup> Street between Madison and Park Avenues (31 East 72<sup>nd</sup> Street), and Nicholas Brawer Gallery; a 1,000 gsf high-end antique store located on the south side of East 72<sup>nd</sup> Street between Madison and Park Avenues (28 East 72<sup>nd</sup> Street). As shown in



19 East 72nd Street

Figure 1: Project Location



19 East 72nd Street

Figure 2: Frontage Along East 72nd Street

Tables 2 and 3 below, both retail stores generate relatively low pedestrian and vehicle hourly demand.

**Table 2: Existing Pedestrian and Vehicle Demand at Roundabout Couture**

	Pedestrian In	Pedestrian Out	Pedestrian Total	Vehicle In	Vehicle Out	Vehicle Total
MD	6	5	11	1	1	2
PM	8	8	16	0	0	0
SAT MD	12	12	24	0	0	0

**Table 3: Existing Pedestrian and Vehicle Demand at Nicholas Braver Gallery**

	Pedestrian In	Pedestrian Out	Pedestrian Total	Vehicle In	Vehicle Out	Vehicle Total
MD	2	2	4	0	0	0
PM	0	0	0	0	0	0
SAT MD	3	0	3	0	0	0

As shown in Table 2, the Roundabout Couture store generated a total of 11, 16, and 24 pedestrian trips in the midday, PM, and Saturday midday peak hours, respectively. This store generated a total of 2 vehicle trips during the midday peak hour only.

As shown in Table 3, the existing Nicholas Braver Gallery generated a total of 4, 0, and 3 pedestrian trips and no vehicle trips in the midday, PM, and Saturday midday peak hours, respectively.

**Travel Demand Forecast**

*The Future without the Proposed Action (No-Action Condition)*

In the future without the proposed action, the 478 gsf area of the project site currently located in the C5-1 commercial district could be developed as a high-end retail store and the remaining area in the R10 residential district (1,836 gsf) could be developed with a permitted medical office use. As shown in Table 4 below, the combined number of pedestrian trips generated by a retail store and medical office in this No-Action condition would be 9, 9, and 12 in the midday, PM, and Saturday midday peak hours, respectively. The total number of vehicle trips would be 6, 4, and 0 in midday, PM, and Saturday midday peak hours, respectively.

*The Future with the Proposed Action (With-Action Condition)*

As discussed above, the proposed action would facilitate the development of a 2,314 gsf high-end retail store at the project site. Based on the average trips per square foot derived from the data collected, as detailed above, a travel demand forecast was prepared for the proposed high-end retail use. As shown below in Table 4, compared to the No-Action condition, the proposed retail use would generate a net increment of 11, 15, and 26 total pedestrian trips in the midday, PM, and Saturday midday peak hours, respectively. The proposed retail use would generate a net increment

of -4, -4, and 0 vehicle trips in the midday, PM, and Saturday midday peak hours, respectively.

**Table 4: Travel Demand Forecast for Proposed High-End Retail Store**

	No-Action Condition						With-Action Condition		Increment	
	High-End Retail 478 sf		Medical Office 1,836 sf		Total		High-End Retail 2,314 sf		Total	
	Pedestrian In/Out	Vehicle In/Out	Pedestrian In/Out	Vehicle In/Out	Pedestrian In/Out	Vehicle In/Out	Pedestrian In/Out	Vehicle In/Out	Pedestrian In/Out	Vehicle In/Out
MD (12:30PM- 1:30PM)	4	0	5	6	9	6	20	2	11	-4
PM (5PM-6PM)	4	0	5	4	9	4	24	0	15	-4
SAT MD (12:15PM- 1:15PM)	8	0	4	0	12	0	38	0	26	0

In the highest weekday PM period, Table 4 shows that the sidewalk pedestrian volume on the north side of East 72<sup>nd</sup> Street would increase from its existing 449 persons/hour to 473 persons/hour. On Saturday, the existing 374 persons/hour would increase to 412 persons/hour. These very low pedestrian volumes would continue to be free-flow and no noticeable change would occur. As also noted in Table 4, the overall future vehicle demand would be negligible and, compared to the No-Action condition, there would be fewer vehicles with the proposed project.



NYC Digital Tax Map

Effective Date : 12-09-2008 11:34:22  
End Date : Current  
Manhattan Block: 1387

- Legend
- Streets
  - Miscellaneous Text
  - Possession Hooks
  - Boundary Lines
  - Lot Face Possession Hooks
  - Regular
  - Underwater
  - Tax Lot Polygon
  - Condo Number
  - Tax Block Polygon
  - Zoning Lot / Project Area









# Area Map

19 East 72nd Street- Manhattan Block 1387, Lot 14













## Project Information

-  600-Foot Radius
-  Project Area
-  Street Direction
-  Street Width
-  Development Site
-  Building Footprints

## Zoning Districts

-  Zoning District Boundaries
-  Use Group
-  Upper East Side Historic District
-  Ground Floor Retail
-  Special Purpose Districts
-  Number of Floors
- 1386 Tax Block Number

## Land Use

-  One & Two Family Buildings
-  Multi-Family Walkup Buildings
-  Multi-Family Elevator Buildings
-  Mixed Commercial/Residential Buildings
-  Commercial/Office Buildings
-  Industrial/Manufacturing
-  Transportation/Utility
-  Public Facilities & Institutions
-  Open Space
-  Parking Facilities
-  Vacant Land
-  All Other or No Data







01 VIEW NORTHWEST CORNER OF 72ND ST & MADISON AVE  
03/21/2016

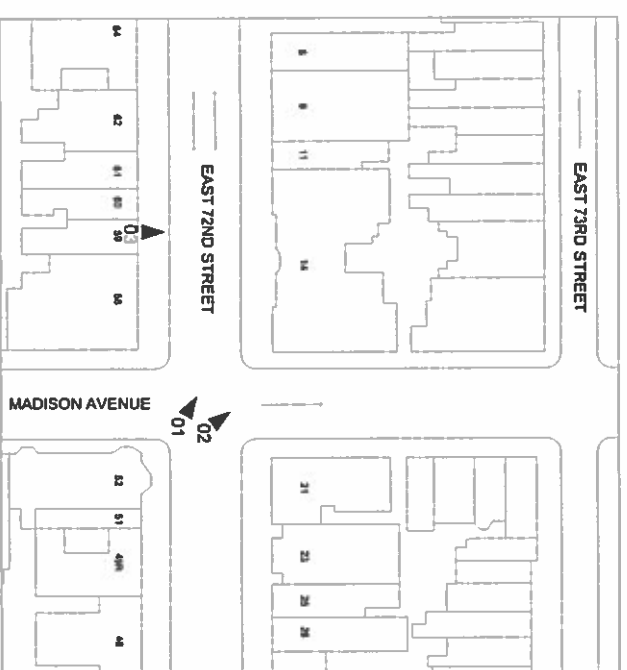


02 VIEW NORTHWEST ALONG MADISON AVE  
08/06/2016



03 VIEW OF NORTH SIDE OF 72ND STREET  
FRONTAGE AT 19 EAST 72ND ST  
03/21/2016

KEY PLAN



**PBDW ARCHITECTS**

Paul Brand Dorelli White Architects LLP  
49 West 37th Street, 4th Fl., New York, NY 10018  
212.691.2440 | pbdw.com

**PROJECT AREA PHOTOS**

19 East 72nd Street  
New York, NY 10021 Block 1387, Lot 14

DATE	REV
05/04/17	P01



04 VIEW OF NORTHWEST CORNER OF 72ND ST & MADISON AVE  
08/16/2016



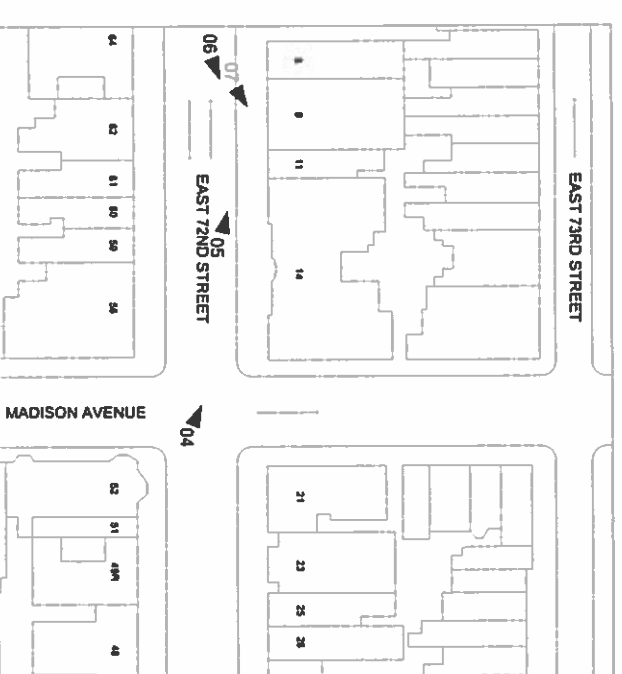
05 VIEW OF NORTH SIDE OF 72ND ST LOOKING WEST  
08/16/2016



06 VIEW OF NORTH SIDE OF 72ND ST LOOKING EAST  
08/16/2016



07 VIEW OF NORTH SIDE OF 72ND STREET LOOKING EAST  
08/16/2016



KEY PLAN



08 WEST VIEW FROM 72ND ST & MADISON AVE  
08/16/2016



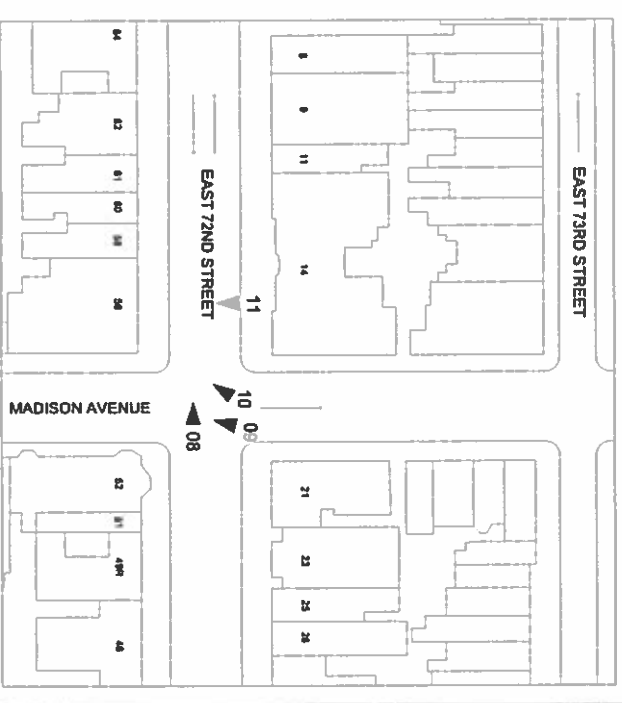
09 VIEW OF SOUTHWEST CORNER 72ND ST & MADISON AVE  
08/16/2016



10 VIEW OF SOUTHWEST CORNER 72ND ST & MADISON AVE  
08/16/2016



11 VIEW OF SOUTH SIDE OF 72ND STREET AT MADISON AVE  
01/30/2016



KEY PLAN



16 VIEW OF NORTHEAST CORNER 72ND ST & MADISON AVE  
08/16/2016



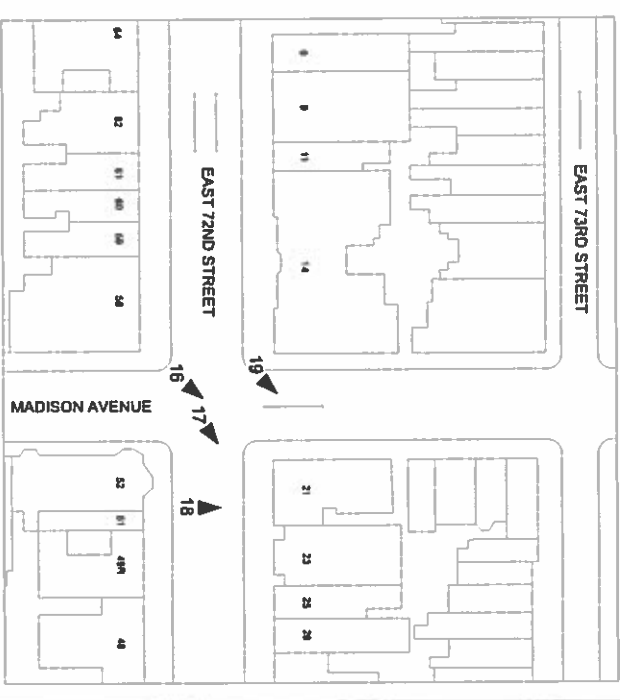
17 VIEW OF NORTHEAST CORNER 72ND ST & MADISON AVE  
06/11/2016



18 VIEW OF NORTH SIDE OF 72ND ST AT MADISON AVE  
06/11/2016



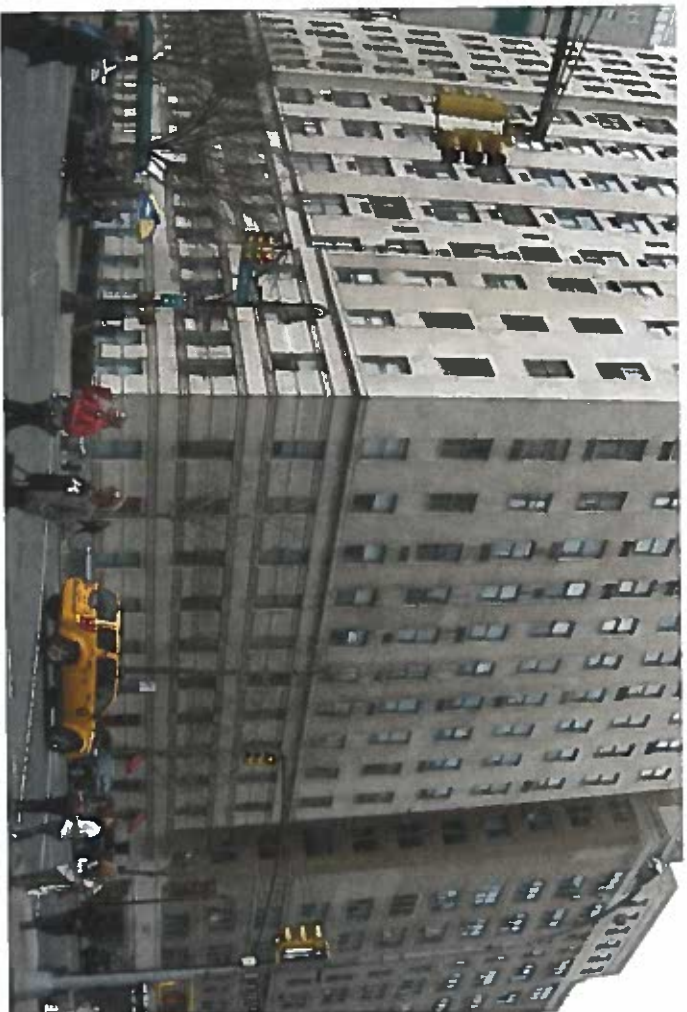
19 VIEW OF EAST SIDE OF MADISON AVENUE & 72ND STREET  
08/16/2016



KEY PLAN



20 NORTHWEST VIEW OF WEST SIDE OF MADISON AVE  
07/10/2016



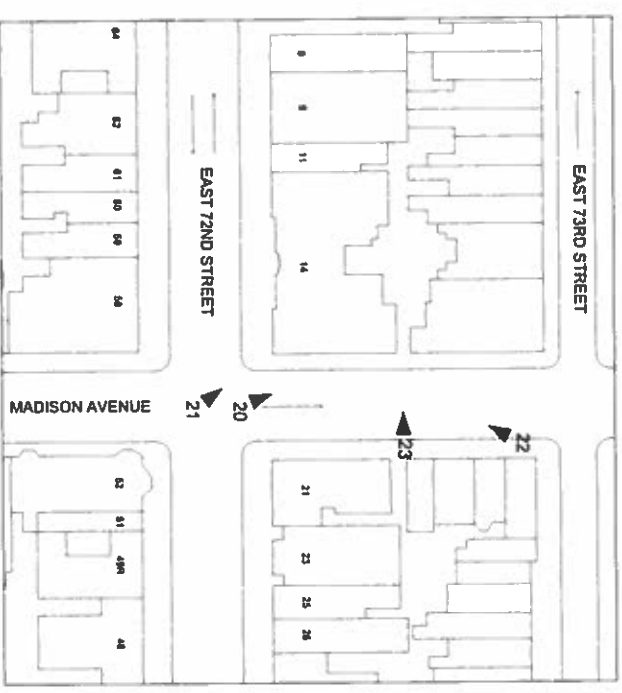
21 VIEW OF NORTHWEST CORNER 72ND ST & MADISON AVE  
03/10/2016



22 SOUTHWEST VIEW OF WEST SIDE OF MADISON AVE  
08/16/2016



23 WEST VIEW OF WEST SIDE OF MADISON AVE  
08/16/2016



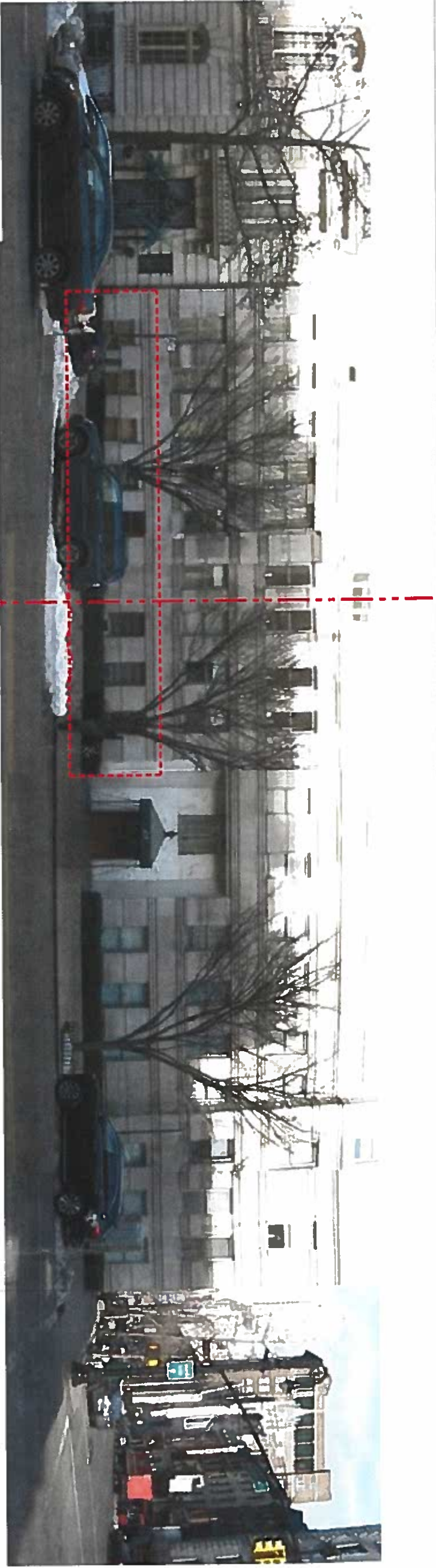
KEY PLAN

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19 East 72nd Street  
 New York, NY 10021 Block 1987, Lot 14

PROJECT AREA PHOTOS

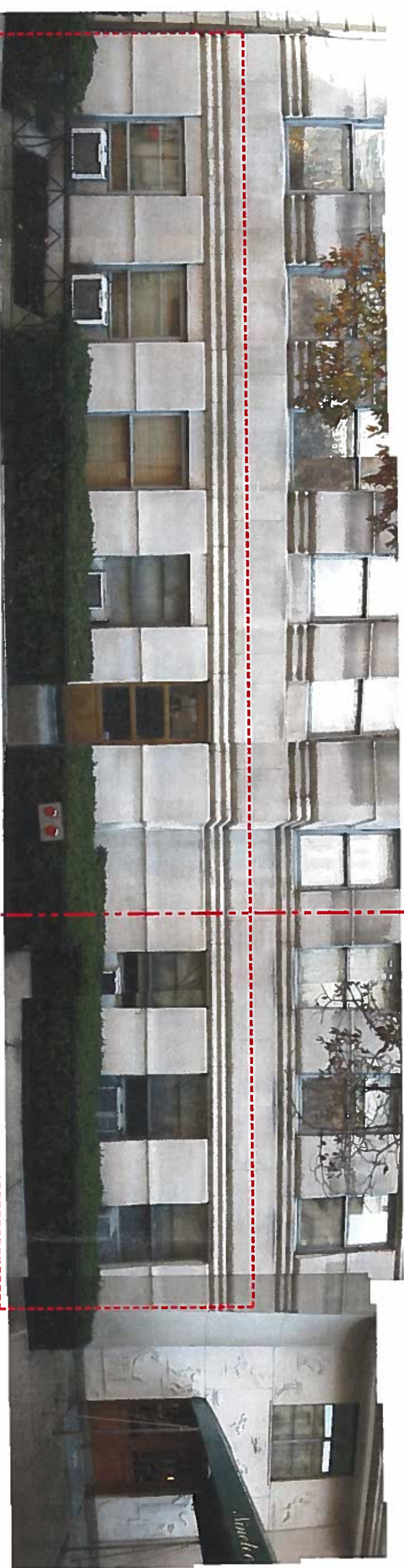
DATE	REV
05/04/17	P06



40'-0" R-10 (P1) | C5-1 (MP)

100'-0"

GROUND LEVEL FACADE



40'-0"

R-10 (P1) | C5-1 (MP)

23'-0"

ENLARGED SECTION WEST OF ENTRY

LEGEND

	PROPOSED RETAIL FRONTAGE
	ZONING DISTRICT BOUNDARY

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**EXISTING NW CORNER**  
**72ND STREET & MADISON AVENUE**

19 East 72nd Street  
 New York, NY 10021 Block 1387, Lot 14

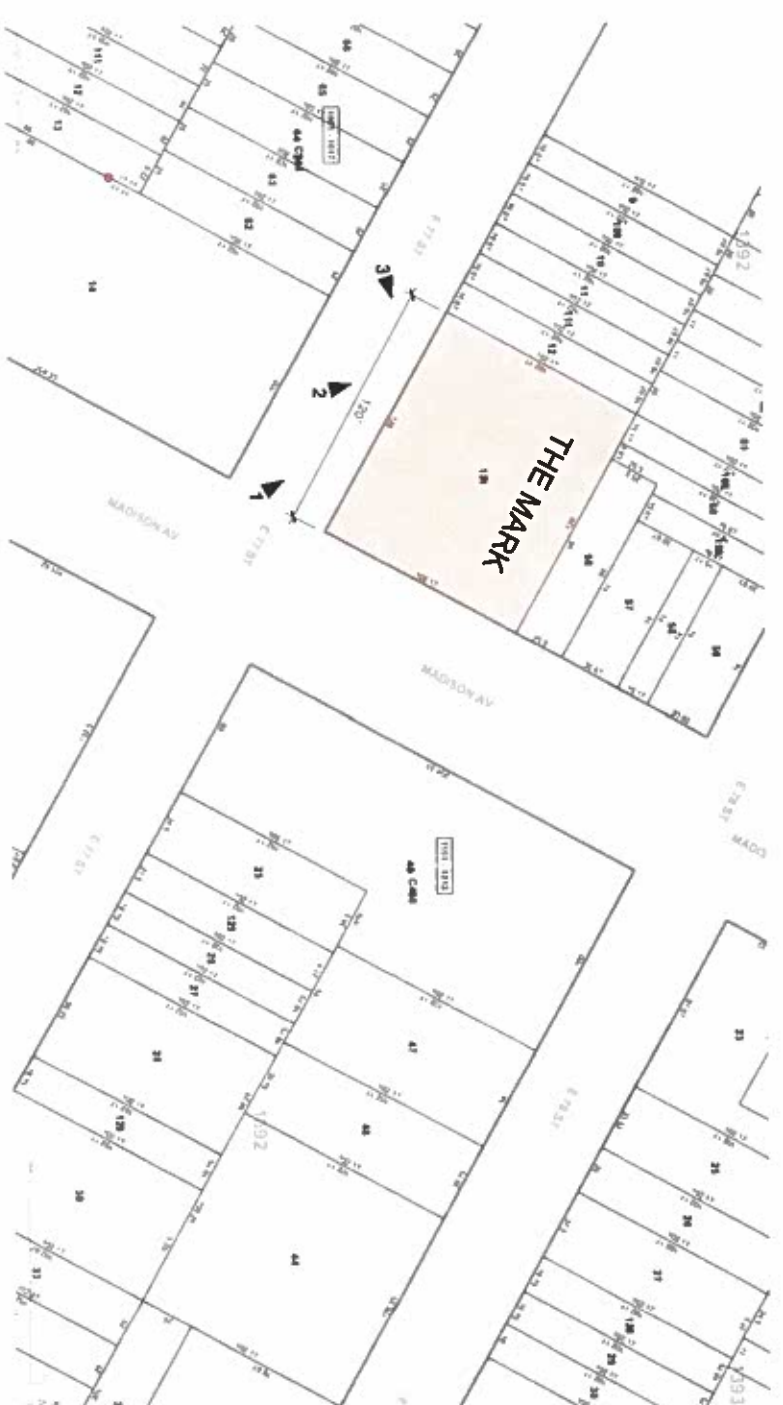
DATE	REV.	
05/04/17		<b>P07</b>



1 77TH STREET NORTHWEST CORNER



2 COMMERCIAL USE BEYOND 100' FROM CORNER



TAX MAP



3 AWNING AT CAFE

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**25 EAST 77TH STREET**  
 PRECEDENT - COMMERCIAL USE BEYOND 100'

19 East 72nd Street  
 New York, NY 10021 Block 1387, Lot 14

DATE	REV	
05/04/17		<b>P09</b>



29-31 EAST 72ND ST  
01 - 07/10/2016



29 EAST 72ND ST  
02 - 07/18/2016



NORTHEAST CORNER 72ND ST  
03 - 07/18/2016



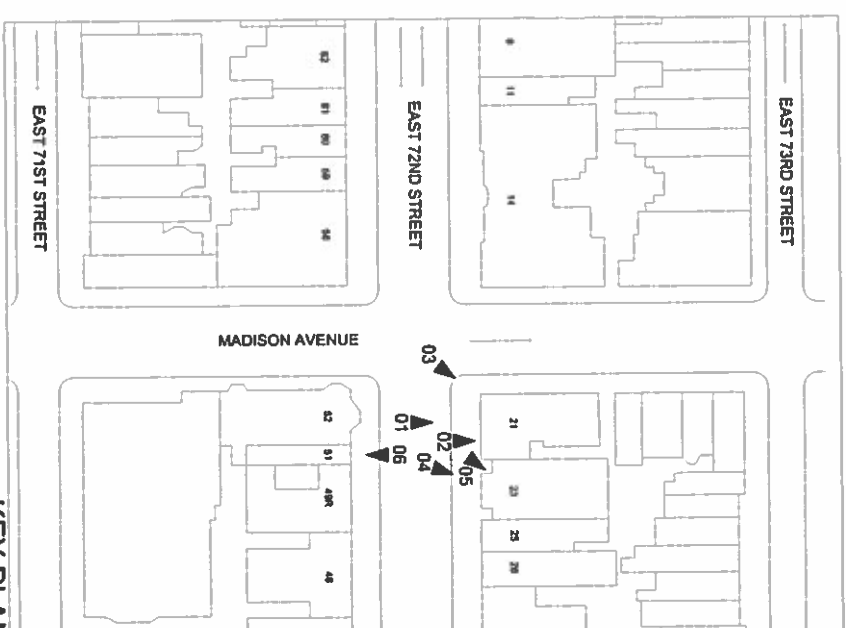
CHASE BANK 35 EAST 72ND STREET  
04 - 06/12/2016



CHASE BANK 35 EAST 72ND STREET  
05 - 06/12/2016



28 EAST 72ND ST  
06 - 07/18/2016



KEY PLAN

**PBDW ARCHITECTS**  
 Paul David Dorell White Architects LLP  
 49 West 37th Street, 4th Fl, New York, NY 10018  
 212.693.2440 | pbdw.com

**RETAIL CHARACTER EAST 72ND STREET OFF MADISON AVENUE**

19 East 72nd Street  
 New York, NY 10021 Block 1387, Lot 14

DATE	REV	
05/04/17		P10