

19 EAST 72ND STREET CORPORATION

July 14, 2017

Honorable James G. Clynes, Chair
Distinguished Members of the Board
Manhattan Community Board 8
505 Park Avenue #602
New York, NY 10022

Dear Chair Clynes and Members of the Board,

I am attaching the presentation for the 19 East 72nd Street ULURP application, which will be heard at the Full Board meeting on Wednesday evening, July 19.

19 East 72nd Street (northwest corner of 72nd Street and Madison Avenue) is a 1937, 17-story, co-op apartment house, designed by Rosario Candela and Mott B. Schmidt. The building is well known in the Upper East Side Historic District for its Art Deco-inspired, restrained architectural ribbon detailing and its two exposed façades, south-facing and east-facing, completely clad in limestone. Few buildings have full limestone façades.

The building sits on a split zoning lot: the eastern portion in C1-5/Special Madison Avenue Preservation District and the western portion in R10/Special Park Improvement District. The Madison Avenue portion of the ground floor has a small boutique, Frédéric Malle, perfumery.

The building is seeking permission to have retail in the ground floor space on East 72nd Street. At present, the ground floor space (2,314 square feet) consists of a vacant former doctor's office and the Super's apartment, which is noisy and lacks privacy. The Super and the building would like to relocate the Super's apartment and use the ground floor space for retail. This space spans the commercial and residential zoning districts, hence the need for the 74-711 special permit to allow commercial use and accessory commercial signage in the residential district. The 74-711 special permit is available by action of the City Planning Commission in historic districts.

As you may recall, a year ago the CB8 Landmarks Committee voted unanimously against the Landmarks Preservation Commission Certificate of Appropriateness application, followed by a unanimous vote against the application by the Full Board. The Committee had concerns about proposed awnings, signage proposed to be affixed to the limestone, obscuring the architectural detailing, and the possibility of pedestrian and vehicular traffic, which is a land use consideration.

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In response to the concerns of the Community Board, we have revised the application, eliminating the awnings and changing the requested signage to decal lettering on every other window and the door. In addition, we commissioned a traffic study from Philip Habib & Associates. The findings show the low impact of retail usage on pedestrian and vehicular traffic. Mr. Habib will present the study methodology and the findings at the Full Board.

The Landmarks Preservation Commission unanimously approved the Certificate of Appropriateness and issued to the New York City Planning Commission the requisite report finding a preservation purpose, enabling the application to proceed through the ULURP process. The application was certified on Monday, June 19.

As-of-right uses of the space include a medical office, which our building believes would not be a low impact use, given the changed nature of the medical profession in New York City. The majority of medical practices are now group practices with diagnostic equipment, and many patients. As-of-right medical offices can also be physical therapy or urgent care facilities, which generate traffic. We believe that an appropriate retail use would be more compatible with the neighborhood than most medical facilities. Taking your concerns into consideration, our application has a restriction that would not allow eating and drinking establishments.

The 19 East 72nd Street team and I look forward to presenting to the Board on Wednesday evening.

Sincerely,

Handwritten signature of Cary A. Koplin in cursive, followed by a stylized monogram.

Cary A. Koplin, President
19 East 72nd Street Corporation

cc: Latha Thompson, District Manager

Attachment



74-711 SPECIAL PERMIT PRESENTATION TO
MANHATTAN COMMUNITY BOARD 8

19 EAST 72ND STREET

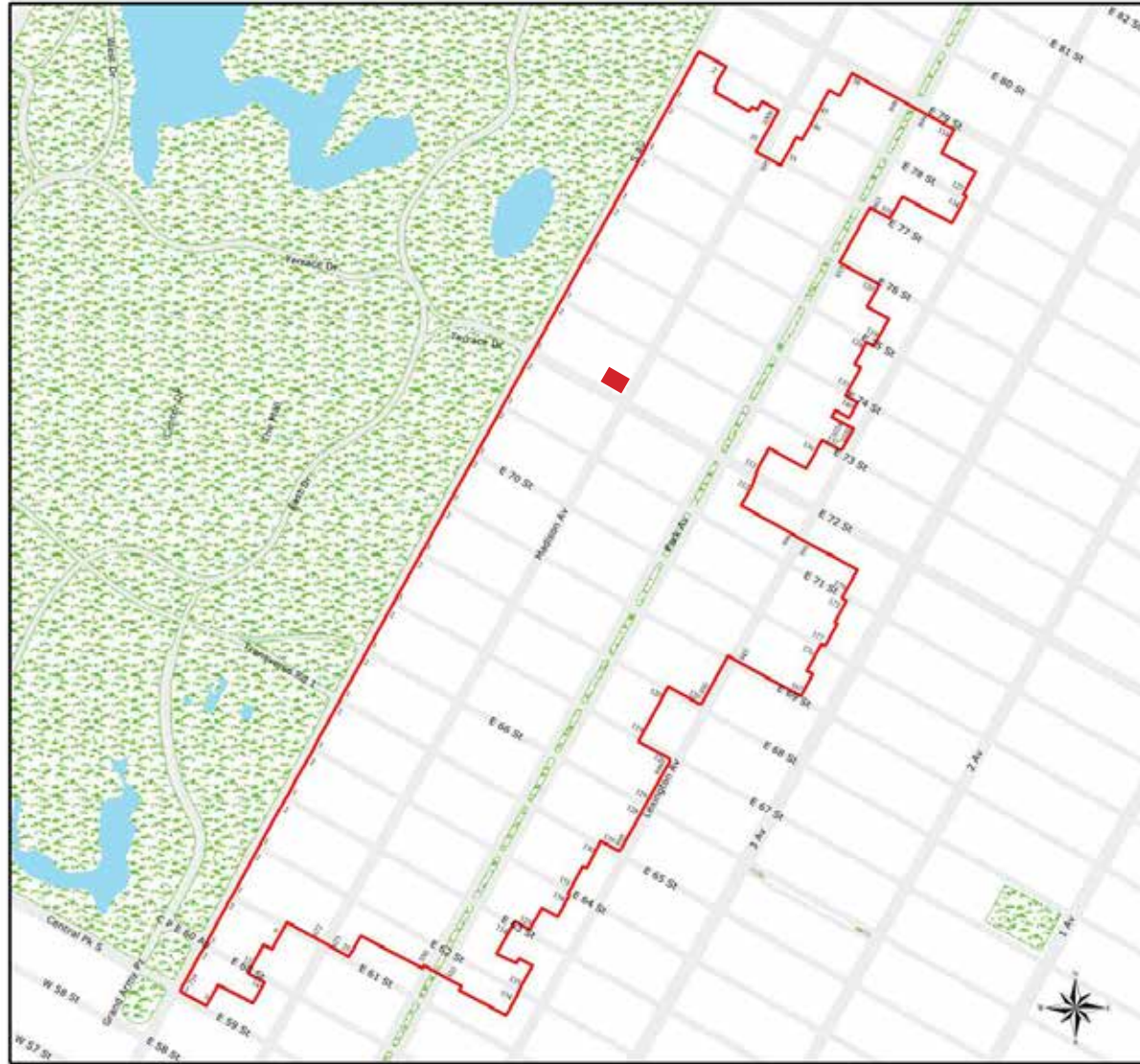
JULY 19, 2017



CIRCA 1938
MADISON AVENUE AND 72ND STREET

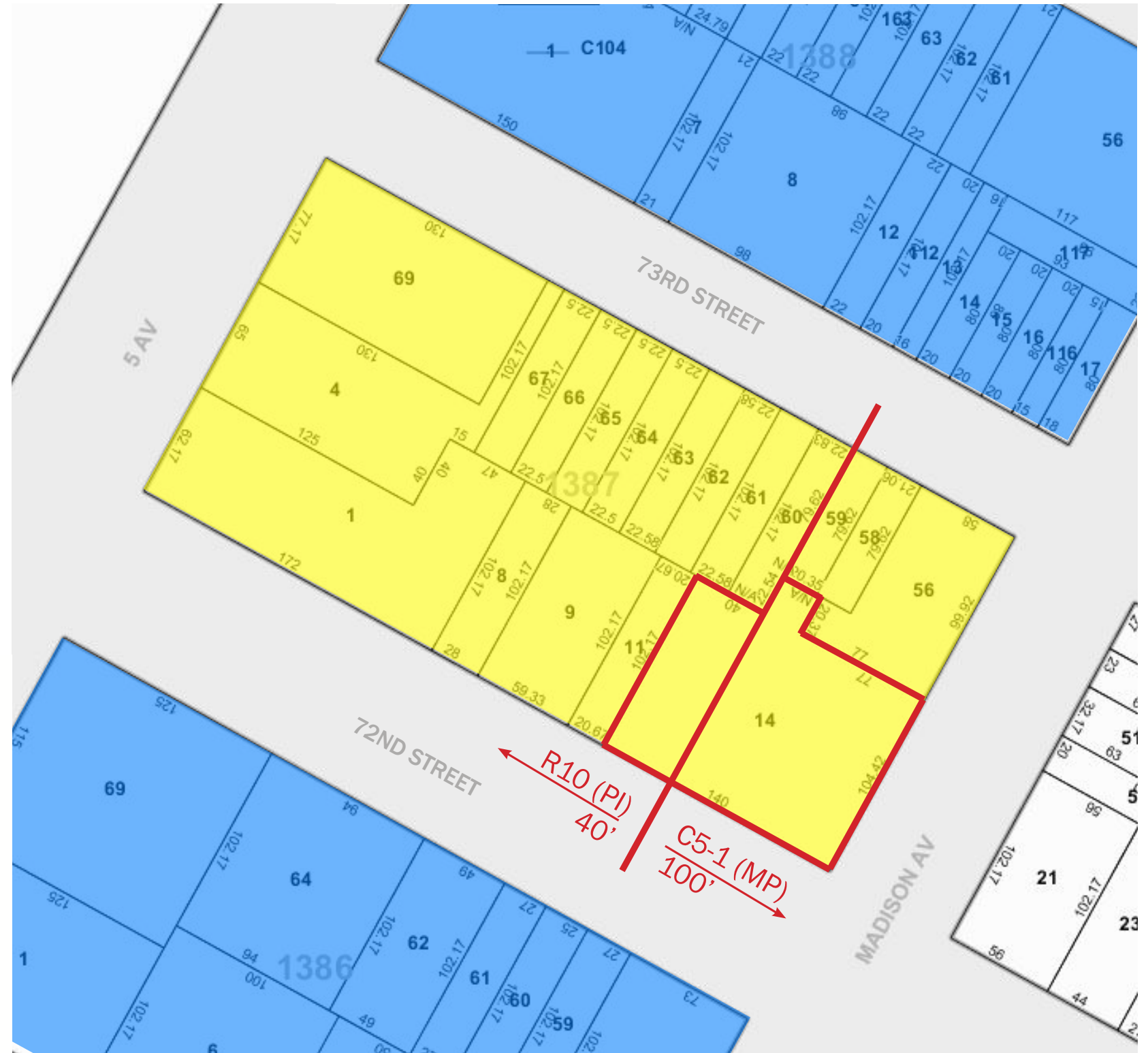


CURRENT

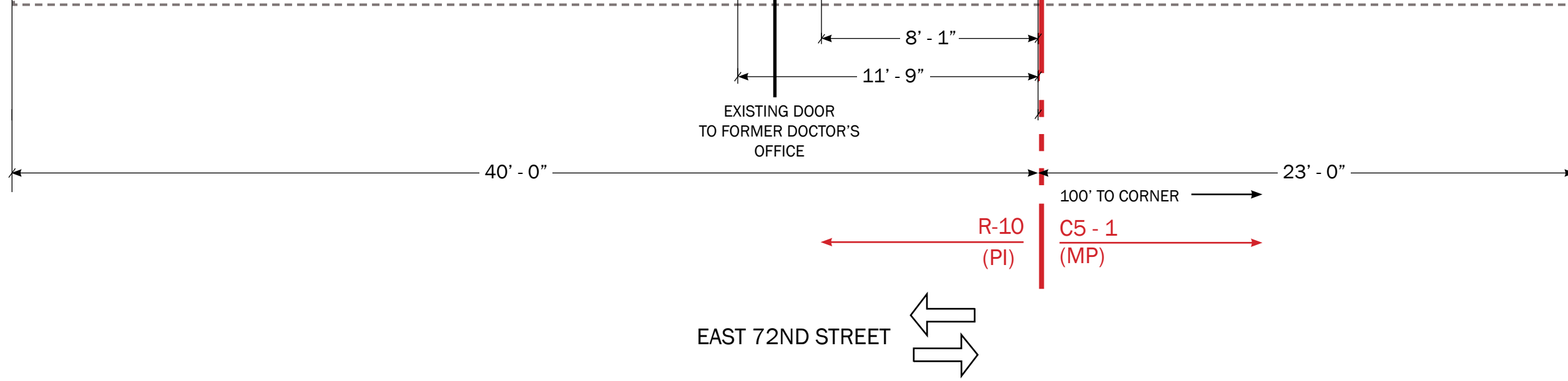
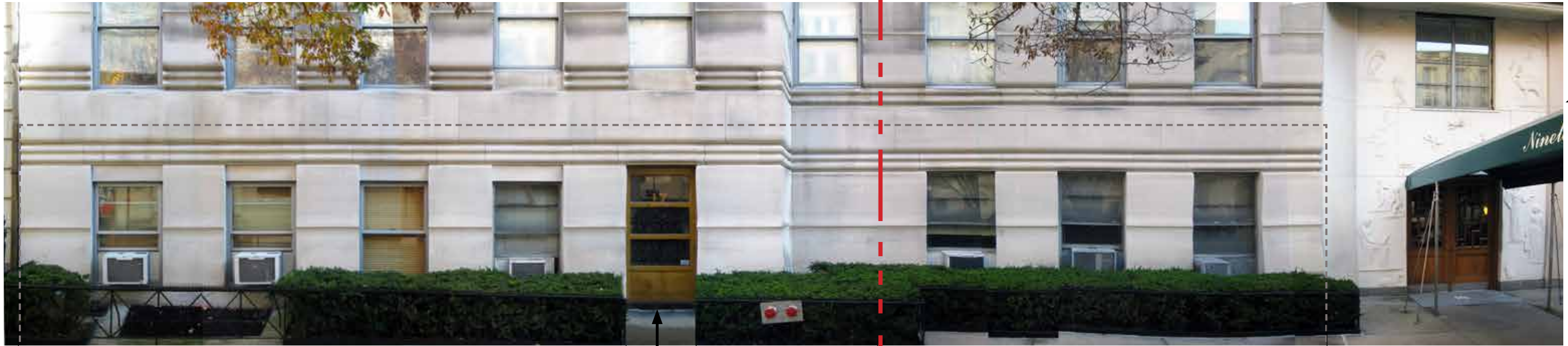


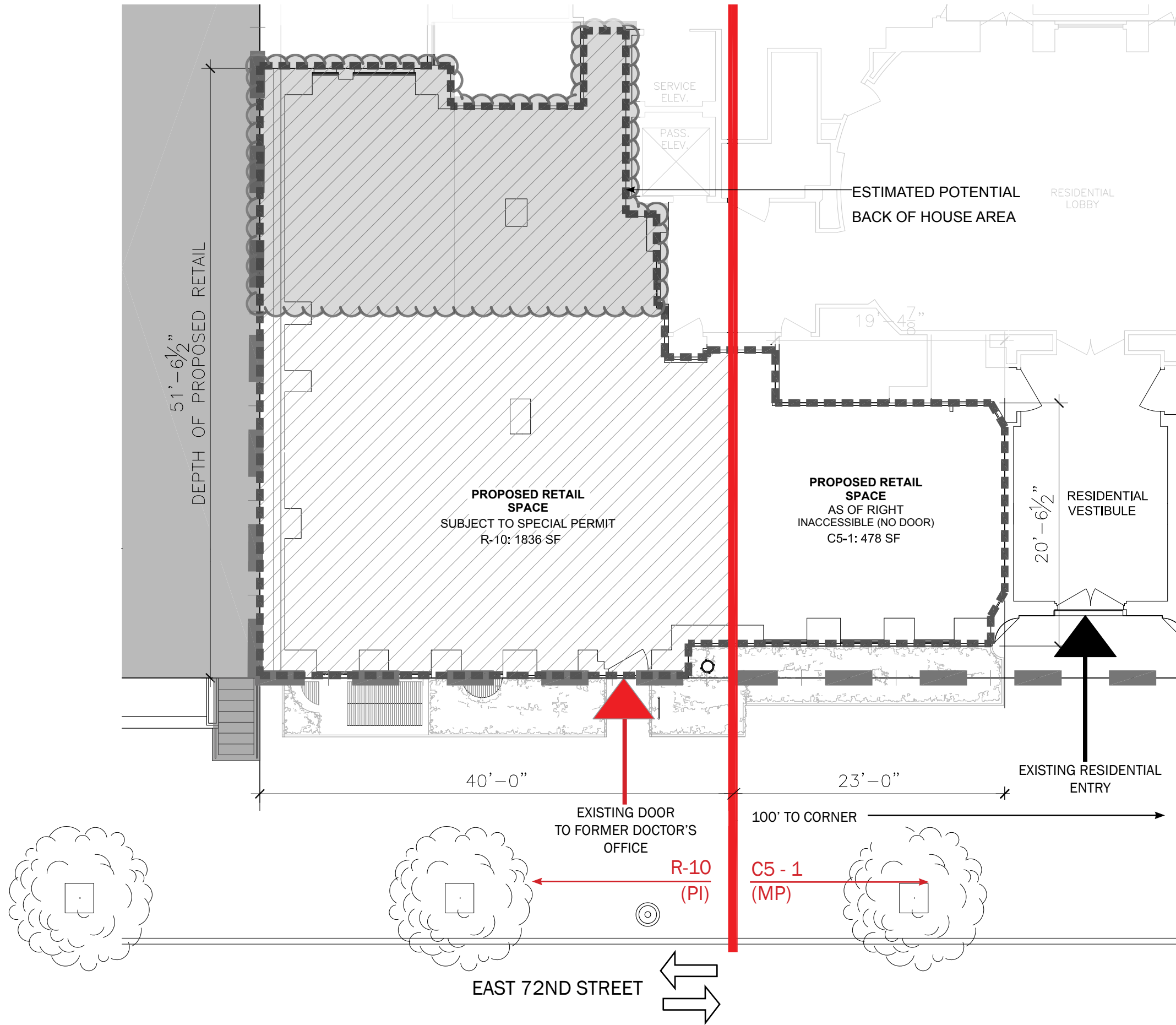
UPPER EAST SIDE HISTORIC DISTRICT MAP

■ PROJECT SITE

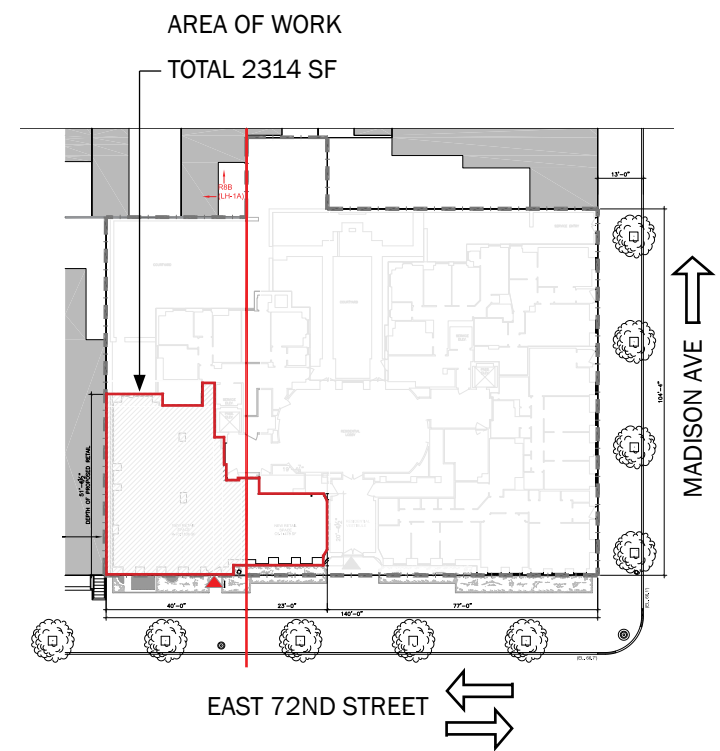


TAX MAP





MADISON AVE ↑



KEY PLAN



CIRCA 1938
MADISON AVENUE AND 72ND STREET



CURRENT



SOUTHWEST CORNER - RALPH LAUREN



SOUTHEAST CORNER - RHINELANDER MANSION



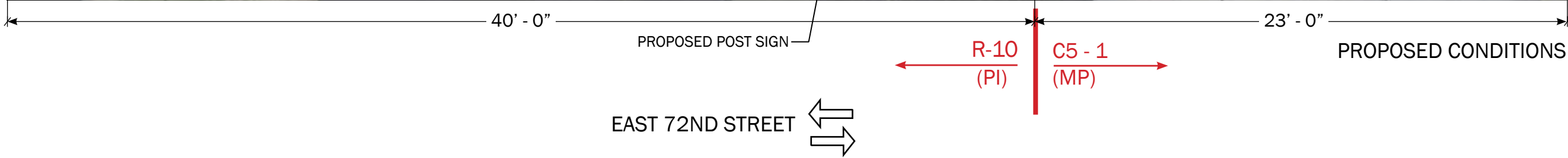
SOUTHWEST CORNER - DISTANT VIEW

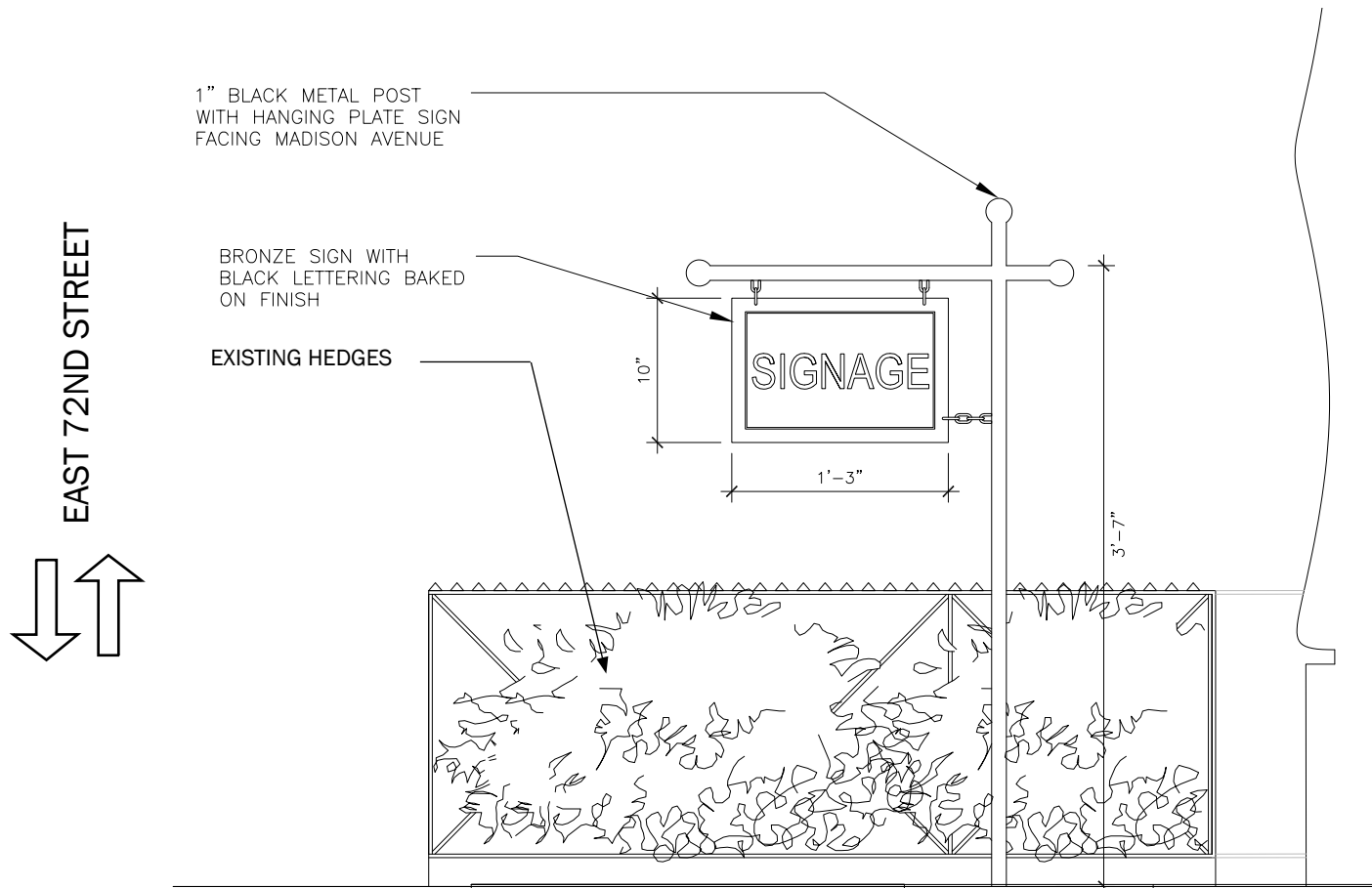


NORTHEAST CORNER



EXISTING CONDITIONS

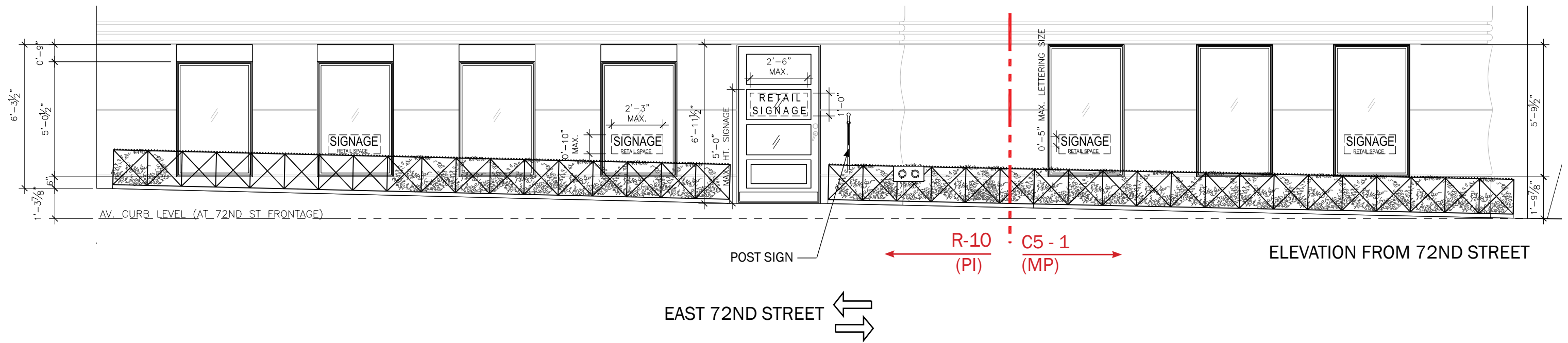




EAST 72ND STREET

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POST SIGN ELEVATION FROM MADISON AVENUE





EXISTING WINDOW



PROPOSED WINDOW

EAST 72ND STREET 





MASTER PLAN



PROPOSED PLAN



EXISTING & MASTER PLAN GRILLES



PROPOSED GRILLES



72ND STREET FROM FIFTH AVE LOOKING EAST



72ND STREET FROM MADISON AVE LOOKING WEST
(CREDIT: GOOGLE STREET VIEW)

