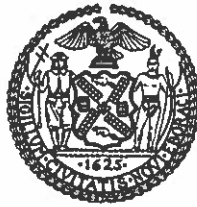


James G. Clynes  
Chairman

Latha Thompson  
District Manager



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

September 18, 2017

Hon. Meenakshi Srinivasan, Chair  
NYC Landmarks Preservation Commission  
Municipal Building  
One Centre Street, 9<sup>th</sup> Floor  
New York, NY 10007

**Re: 828-850 Madison Avenue aka 15-17 East 69<sup>th</sup> Street (Fifth and Madison Avenues)-Upper East Side Historic District**

Dear Chair Srinivasan:

At the Full Board meeting of Manhattan Community Board 8 on Wednesday, September 13, 2017, the Board adopted the following resolution. **828-850 Madison Avenue aka 15-17 East 69<sup>th</sup> Street (Fifth and Madison Avenues)-Upper East Side Historic District-Maxwell Pau and Richard Metsky, Architects-A neo-Renaissance style building designed by George Fred Pelham and constructed in 1925-26. Application for a storefront modification and master plan**

**WHEREAS** 828-850 Madison Avenue occupies the full block from East 69<sup>th</sup> Street to East 70<sup>th</sup> Street;

**WHEREAS** the building's Madison Avenue façade has a tripartite arrangement with a three-story base, middle, and top;

**WHEREAS** the building's façade is symmetrical along Madison Avenue with towers at the corners that extend top to bottom and frame the center portion of the building;

**WHEREAS** the middle portion of the building is proportionately three times the width of each of the towers;

**WHEREAS** the three-story base is clad in limestone and the middle and top are clad in brick;

**WHEREAS** there is a limestone band at the top of the first floor and at the top of the third floor that ties the center portion of the building and the towers together;

**WHEREAS** the building's entry for the residents is on East 69<sup>th</sup> Street;

**WHEREAS** the first story is made up of storefronts that wrap around the corners;

**WHEREAS** the first and second floors are retail;

**WHEREAS** the second-floor windows between the towers have carved stone, arched surrounds;

**WHEREAS** the second and third floors between the towers have fluted ornamental pilasters;

**WHEREAS** the towers have fewer windows set in limestone with flatter detailing;

**WHEREAS** there are precedents for two story high storefronts on Madison Avenue;

**WHEREAS** it is proposed to create two story high glass storefronts in the two towers;

**WHEREAS** the limestone piers at the outside corners and at the corners that frame the two story high storefronts will be widened to create heavier frames for the tower storefronts;

**WHEREAS** the base of the enlarged tower piers will be granite to match the existing and limestone above to match the existing;

**WHEREAS** each tower storefront will be subdivided with two narrow masonry piers to create three vertical bays with double height glazing;

**WHEREAS** the storefront windows will be framed in bronze;

**WHEREAS** the master plan for the storefronts in the middle portion of the building will also be all glass with bronze frames;

**WHEREAS** the master plan for the storefronts in the middle portion of the building allow three options for doors so that there will be an orderly visual appearance as the storefronts are changed;

**WHEREAS** all storefront will have black granite bases;

**WHEREAS** the double height storefronts in the towers will not have awnings but the new storefronts in the center portion of the building will have new, black fabric awnings to replace and match the existing awnings;

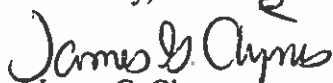
**WHEREAS** there will be signage bands and specified locations on the glass for additional signage, with all signs being back-applied to the glass;

**WHEREAS** the double height storefronts in the towers eliminate the horizontal band at the top of the first floor and change the character of the first two floors of the towers;

**THEREFORE** be it resolved that this application is disapproved.

*This recommendation was passed by a vote of 23 in favor 17 opposed 0 abstentions*

Sincerely,



James G. Clynes  
Chairman



David Helpem and Jane Parshall  
Co-Chairs, Landmarks Committee

cc: Hon. Bill de Blasio, Mayor of the City of New York  
Hon. Gale Brewer, Manhattan Borough President  
Hon. Liz Krueger, NYS Senator, 26<sup>th</sup> Senatorial District  
Hon. Dan Quart, NYS Assembly Member, 73<sup>rd</sup> Assembly District  
Hon. Rebecca Seawright, NYS Assembly Member, 76<sup>th</sup> Assembly District  
Hon. Daniel Garodnick, NYC Council Member, 4<sup>th</sup> Council District  
Hon. Ben Kallos, NYC Council Member, 5<sup>th</sup> Council District