

Alida Camp
Chair

Will Brightbill
District Manager



505 Park Avenue
Suite 620
New York, N.Y. 10022
(212) 758-4340
(212) 758-4616 (Fax)
www.cb8m.com Website
info@cb8m.com - E-Mail

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

May 18, 2018

Hon. Meenakshi Srinivasan, Chair
NYC Landmarks Preservation Commission
Municipal Building
One Center Street, 9th Floor
New York, NY, 10007

RE: 954 Madison Avenue (NE corner of Madison Avenue and 75th Street) [Carolina Herrera retail shop] — Upper East Side Historic District

Dear Chair Srinivasan:

At the Full Board meeting of Manhattan Community Board 8 on Wednesday, March 16, 2018 Community Board 8 the board heard the following resolution. 954 Madison Avenue (NE corner of Madison Avenue and 75th Street) [Carolina Herrera retail shop] — Upper East Side Historic District. *Jonathan Taylor, Higgins & Quasebarth, and Michel Franck, architect, presenting.* Application is for facade renovation and window renovation.

THIS APPLICATION IS DIVIDED INTO TWO PARTS: PART A – APPLICATION AS PRESENTED EXCEPT FOR THE LETTERING ON THE PROPOSED AWNINGS FOR THE WINDOWS; PART B – LETTERING PROPOSED FOR THE GROUND FLOOR WINDOWS ONLY

PART A: APPLICATION AS PRESENTED EXCEPT FOR THE LETTERING ON THE PROPOSED AWNINGS FOR THE WINDOWS

WHEREAS 954 Madison Avenue is a neo-classical style 3-story building designed by George F. Pelham and constructed in 1925; and,

WHEREAS the applicant proposes, at the Madison Avenue elevation, to replace the non-historic windows on the 2nd and 3rd floors and the non-historic storefront infill (which includes the existing store entrance) with new steel divided light casement windows and a new divided light entry door. The existing mullions will remain; and,

WHEREAS the new entry door will be centered below the window above [There will be a slight reconfiguration of the front entry on Madison; a central pier will be introduced that will align with the existing piers on the second and third floors] the storefront infill surrounding the new door will match the existing terra cotta finish. (The existing door presents as a glass plate.); and,

WHEREAS the applicant proposes to remove the non-historic flagpoles located between the 2nd and 3rd floors along Madison Avenue and to remove some existing attachments for outdoor lighting above the first floor; the original terra cotta finish will be restored at these locations; and,

WHEREAS the applicant proposes, on 75th Street, to replace the non-historic service door, the non-historic storefront infill (which includes 7 existing plate glass shop windows) at the ground level and the non-historic windows on the 2nd and 3rd floors; and,

WHEREAS the applicant proposes new steel divided light casement windows on all three floors, including the service door; and,

WHEREAS the applicant proposes to create a new 75th Street entry that will replace the middle window of the existing 7 windows along 75th Street; the door design will match the window design; and,
WHEREAS the two plate glass windows to the right of the service door are shorter than other window openings; the sills on these two windows will be lowered so that they match in height the other windows. [There are now 7 window openings and a service door along 75th Street. The middle two windows will be removed and, in their place, a new entry door with two side windows will be installed. This new configuration will be aligned with the windows above it on the second floor.]; and,
WHEREAS the store infill between the windows will match the existing terra cotta finish; and,
WHEREAS the applicant proposes fixed awnings for the windows on all three floors and for two entry doors and the service door (on 75th Street). The awnings will be white with a red strip framing the white color at either end; and,
WHEREAS the awnings will be attached to the window frames so that the terra cotta will not be disturbed; and,
WHEREAS the applicant proposes removable wood black painted planters in front of all the windows at the ground floor; the planters will come to the height of the sill and will vary in length from 3' to 5' and are approximately 2' wide; and,
WHEREAS the applicant proposes two smaller planters on either side of the entry door.
WHEREAS the applicant proposes to place "Carolina Herrera" on the skirts of the two entry door awnings. [See Part B, below]; and,
WHEREAS the historic window millions will remain on all windows; the original terra cotta finish will be repaired for the entire building; and,
WHEREAS there will be 6" tall pin-mounted brass signage with the name "Carolina Herrera" only above the Madison Avenue entrance and above the new 75th Street entrance; and,
WHEREAS the proposed changes to 954 Madison Avenue are appropriate within the historic district and give this prominent corner building a much more homogeneous and consistent "look";

THEREFORE BE IT RESOLVED THAT PART A of this application is **APPROVED**.

This recommendation was passed by a unanimous vote of 39 in favor, 0 opposed, 0 abstentions and 0 not voting for cause.

PART B: PROPOSED LETTERING ON AWNINGS FOR THE STOREFRONT WINDOWS AT THE GROUND LEVEL AT MADISON AVENUE AND AT 74th STREET

WHEREAS the applicant has proposed awnings for the Madison Avenue elevation and for the 74th Street elevation. The awnings would be on all the windows on all three floors and over the two entry doors and the service door; and,
WHEREAS the applicant has proposed that lettering be placed on the skirts of the awnings for the ground floor windows along both streets; and,
WHEREAS the lettering would advertise the name of the retail establishment, "Carolina Herrera"; and,
WHEREAS the applicant is also proposing the same lettering on the skirts of the awnings for the two entrances to the store (the reconfigured entrance on Madison Avenue and the new entrance on 74th Street); and,
WHEREAS the lettering on the skirts of the awnings over the entry doors help to define these entrances and are appropriate within the historic district; and,
WHEREAS the lettering on the skirts of the window awnings at the ground floor present as "busy", detract from the overall elegance that the application presents and are out of context within the historic district;

THEREFORE BE IT RESOLVED THAT PART B of this application is **DISAPPROVED**.

This recommendation was passed by a vote of 36 in favor, 3 opposed, 0 abstentions and 0 not voting for cause.

Please advise this office of any action taken regarding this matter.

Sincerely,

*Alida Camp*²⁷
Alida Camp
Chair

David Helpen + Jane Parshall
David Helpern and Jane Parshall
Co-Chairs, Landmarks Committee

cc: Honorable Bill de Blasio, Mayor of the City of New York
Honorable Carolyn Maloney, 14th Congressional District Representative
Honorable Liz Krueger, NYS Senator, 26th Senatorial District
Honorable Dan Quart, NYS Assembly Member, 73rd Assembly District
Honorable Rebecca Seawright, NYS Assembly Member 76th Assembly District
Honorable Ben Kallos, NYC Council Member, 5th Council District
Honorable Keith Powers, NYC Council Member, 4th Council District