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

July 17, 2020

Honorable Sarah Carroll, Chair
NYC Landmarks Preservation Commission
Municipal Building
One Center Street, 9th Floor
New York, New York 10007

RE: 706 - 708 Madison Avenue (SW corner of Madison Avenue and 63rd Street), 702 - 704 Madison Avenue (adjacent to 706 - 708 Madison Avenue), 22 East 63rd Street (around the corner from 706 - 708 Madison Avenue) - Upper East Side Historic District - [Three interconnected structures.] 706 - 708 Madison Avenue is a neo-Federal style bank building designed by Frank Easton and constructed in 1922. 702 - 704 Madison Avenue and 22 East 63rd Street designed by Page Ayers Crowley and constructed 2014-2016. Cas Stachelberg, Higgins and Quasebarth; *Space Smith Architects*.

THIS APPLICATION IS DIVIDED INTO TWO PARTS. PART A for all work proposed by the applicant at the three interconnected buildings now to be the flagship store for Hermès of Paris **EXCEPT FOR** the covering over of the original signage, was approved. **PART B** for the Bank of New York sign above the existing entry to “the bank building” (706 - 708 Madison Avenue), was disapproved.

Dear Chair Carroll,

At the Full Board meeting of Community Board 8 Manhattan held on July 15, 2020, the board unanimously **APPROVED** Part A of the following resolution by a vote of 40 in favor, 0 opposed, 0 abstentions, and 1 not voting for cause.

PART A

WHEREAS 706 - 708 Madison Avenue is a distinctive neo-Federal style bank building designed by Philadelphia architect Frank Easton Newman and constructed in 1921;
WHEREAS 702 - 704 Madison Avenue is a 5-story infill building designed by Page Ayres Crowley to replace a previously existing 2-story neo-Federal building designed by Mersin Shradly and built in 1940;
WHEREAS 22 East 63rd Street was formerly an empty lot with a brick wall at the sidewalk that now contains a 5-story building also designed by Page Ayers Crowley and constructed 2014 – 2016;
WHEREAS both 702 - 704 Madison Avenue and 22 East 63rd Street are contemporary in style;
WHEREAS the now existing buildings at 702 - 704 Madison Avenue and at 22 East 63rd Street were part of a Certificate of Appropriateness approved by the Landmarks Preservation Commission in 2014 and constructed 2014 - 2016 [*Note that Community Board 8 voted to disapprove the two new buildings — presented as one new building to be connected to the preserved and restored bank building at the corner — in October 2013*];
WHEREAS the 3 buildings which were interconnected as part of the Certificate of Appropriateness application in 2013 have now been purchased by Hermès of Paris to serve as a new flagship location;

WHEREAS the applicant proposes at 706 Madison Avenue: a) replacing the wood main entry door with a glass door, b) installing new a new signage plaque over the main entry, c) replacing the first-floor wood windows with steel windows, d) installing awnings at the second-floor windows, and e) constructing a new statue (the Hermès signature cavalier of a rearing horse carrying flags) and railings at the roof, behind the historic balustrade;

WHEREAS the applicant proposes at the 4-story 702 - 704 Madison Avenue storefront infill and at the 5-story 22 East 63rd Street infill: a) replacing storefront infill, b) installing storefront signage, c) constructing a skylight and mechanicals at the roof;

WHEREAS the applicant proposes, at the main entry door at 706 Madison Avenue, to change the existing wood door with a glass paneled door with a brass kick plate that will allow for views into the store; the door will lead into an interior vestibule;

WHEREAS the applicant proposes to replace the existing wood windows [for security at the ground level] at the base of the restored bank building with steel framed windows with the exact same profile and on the same plane as the existing wood windows; wood windows will be retained on the floors above the ground floor;

WHEREAS the applicant proposes at the 2nd floor at 706 Madison Avenue, fabric non-retractable awnings with loose skirts;

WHEREAS the applicant proposes, at the roof of 706 Madison Avenue, to install a cavalier statue identical to the cavalier statue at the roof of the existing Hermès store at 62nd Street and Madison Avenue; the cavalier will be positioned at the corner facing NE;

WHEREAS the cavalier will stand on its own base, inboard and above the existing balustrade;

WHEREAS the applicant proposes, at the roof, to remove the existing glass railing and install a taller simple iron railing inboard from the balustrade;

WHEREAS the applicant proposes, at the base of the 702 - 704 Madison building, to replace the storefront infill [the existing storefront windows] with painted metal storefront windows with a charcoal brass finish; there will be decal signage on the entry doors [the Hermès logo];

WHEREAS the applicant proposes awnings at the 2nd floor with the Hermès logo on the loose balances or flaps;

WHEREAS the applicant proposes to install new mechanical equipment at the roof at 702 -704 Madison Avenue to fit within an updated roof plan including new HVAC equipment, new skylights and new duct work;

WHEREAS an updated roof plan is required since the building code/New York City Fire Department regulations require a 6' clearance around mechanical equipment;

WHEREAS the updated roof plan will include a series of air handlers combined into a single enclosed unit and placed as far to the south on the roof as possible; smaller units to service the cellar of the building and flues that are not visible from the public way; there is an existing catwalk at the roof that will be retained;

WHEREAS at the roof at 702 - 704 Madison Avenue a new skylight will be installed that will extend 3' above the roof; the new skylight will not be visible from the public way;

WHEREAS the front edge of the large unit of combined air handlers is minimally visible on the NE corner of 63rd Street and Madison Avenue and is minimally visible looking SW along Madison Avenue;

WHEREAS however, as one looks south from 64th Street and Madison Avenue, the horizontal side of the packaged unit is very visible — at approximately 8' above the roofline; [The unit will be painted gray so that it presents as fading into the roofscape of the surrounding buildings.]

WHEREAS the applicant proposes, at the ground level of the 22 East 63rd Street infilled building, to replace the wooden egress door with a solid metal door which will now serve as the entrance to a small security office behind an enclosed display vitrine;

WHEREAS the applicant proposes to remove the existing flagpole at 706 - 708 Madison Avenue (“the bank building”);

THEREFORE BE IT RESOLVED THAT PART A of this application, all work at the three interconnected buildings **EXCEPT FOR** the covering over of The Bank of New York sign, is **APPROVED** as presented.

At the Full Board meeting of Community Board 8 Manhattan held on July 15, 2020, the board **DISAPPROVED PART B** of the following resolution by a vote of 33 in favor, 5 opposed, 2 abstentions, and 1 not voting for cause.

PART B

WHEREAS the applicant proposes to place a new marble panel with the name of the applicant, Hermès, in front of the existing Bank of New York sign which is incised in a marble slab above the front entrance;

WHEREAS The Bank of New York was founded by Alexander Hamilton in 1784;

WHEREAS Alexander Hamilton, the first secretary of the United States Treasury, founded the bank to help stabilize the financial situation in America after the Revolutionary War; Alexander Hamilton is considered to be the father of the American banking system;

WHEREAS the applicant proposes awnings at 14 second floor windows both along the two buildings on Madison Avenue and on 63rd Street; the awnings will extend out 3’2” [8 windows along Madison Avenue and 6 windows along 63rd Street at “the bank building”]; 22 East 63rd Street will not have awnings;

WHEREAS the skirts of the 14 awnings will have the “Hermès” logo printed on them;

WHEREAS “Hermès” lettering will be placed on each of the brass frames of the replaced storefront infill windows at 602 - 604 Madison Avenue;

WHEREAS the “Hermès” logo will be placed on the two glass entry doors of “the bank building”;

WHEREAS the signature “Hermès” cavalier statue will be placed on the roof of “the bank building”; the cavalier will be highly visible;

WHEREAS the existing Bank of New York sign above “the bank building” refers to a time and a place in the history of our great city that should not be forgotten;

WHEREAS the applicant proposes almost an excess of signage; the new flagship store for Hermès will be easily recognizable;

WHEREAS the retention of the sign will not detract in any way from the visibility of the three interconnected buildings as they now present as the premier location for Hermès in North America;

WHEREAS the covering over of the marble plaque above “the bank building’s” Madison Avenue entry cannot be allowed;

THEREFORE BE IT RESOLVED THAT PART B of this application, the covering over the existing Bank of New York signage, be **DISAPPROVED** as presented.

Please advise us of any action taken on this matter.

Sincerely,

Alida Camp

Alida Camp
Chair

David Helpern and 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, 12th Congressional District Representative
Honorable Gale Brewer, Manhattan Borough President
Honorable Liz Krueger, NYS Senator, 28th 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