

Russell Squire
Chair

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

February 18, 2021

Hon. Sarah Carroll, Chair
NYC Landmarks Preservation Commission
Municipal Building
1 Centre Street, 9th Floor
New York, NY 10007

900 Madison Avenue (Upper East Side Historic District) –Cynthia Eng, Architect – A neo-Grec style thirteen story apartment building with some classical detail, designed by Sylvan Bien and erected in 1939. Application is for ground floor partial limestone cladding at corner retail tenant with new signage plaques and recessed halo lit signage at corner.

Dear Chair Carroll,

At the Full Board meeting of Community Board 8 Manhattan held on February 17, 2021, the board unanimously approved the following resolution by a vote of 41 in favor, 0 opposed, 0 abstentions, and 0 not voting for cause.

WHEREAS 900 Madison Avenue is a red brick apartment house with punched in windows and little embellishment;
WHEREAS the lower level has display windows on both Madison Avenue and East 73rd Street;
WHEREAS the exterior material on the first floor is stucco;
WHEREAS the applicant proposed to cover the stucco with limestone with projections of different dimensions at base, upper portion of first floor façade, and piers;
WHEREAS the applicant proposed to cover the existing vertical mullions and interior piers at about the same widths as the interior piers;
WHEREAS the limestone at the upper façade and about halfway down the corner will step out beyond the typical projection of the limestone cladding to create what appears to be an over-sized corner of a three-dimensional frame, a play on “Frame,” the name of the store;
WHEREAS the typical limestone will have a honed finish and the corner frame will have a hammered finish;
WHEREAS each face of the corner frame will have a sign incised into the limestone;
WHEREAS the incised signs will have sufficient depth to enable a halo lighting effect to be created using warm white LED lamps;
WHEREAS the stainless-steel frame of the two glass entry doors will be refurbished;
WHEREAS there is a primary door and a narrower secondary door;
WHEREAS the doors are centered between the piers;
WHEREAS the larger door will be the operating door and the narrower door will typically remain in the closed position -- the active leaf and the inactive leaf;
WHEREAS the doors will receive a new stainless-steel plate with operating hardware for the larger door;
WHEREAS there will be a rectangular stainless-steel plaque on each of the piers framing the display windows either side of the entry doors;
WHEREAS the stainless-steel plate and stainless-steel plaques will have a brushed finish;
WHEREAS the plates for the Siamese connections will be changed from bronze to stainless steel;
WHEREAS security cameras will be relocated and made less visible by having a color similar to the limestone;
WHEREAS the stucco entrance for the apartment house will be retained;

WHEREAS there are precedents on Madison Avenue for contemporary storefronts to be juxtaposed against older landmark buildings;
WHEREAS limestone is a traditional material for the base of apartment houses, often in combination with red brick, as in the case of 900 Madison Avenue;
WHEREAS the limestone is a more beautiful and durable material than the stucco that is being covered;
WHEREAS the penetrations anchoring the limestone into the façade of the building are of minimal depth and repairable should the storefront design be changed in the future;
WHEREAS the proposed limestone storefront marries traditional materials with a contemporary flair appropriate to the retail use;
WHEREAS the proposed storefront is contextual within the historic district;

THEREFORE, BE IT RESOLVED, that this application is **approved** as presented.

Please advise us of any action taken on this matter.

Sincerely,

Russell Squire

Russell Squire
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 José M. Serrano, NYS Senator, 29th Senatorial District
Honorable Dan Quart, NYS Assembly Member, 73rd Assembly District
Honorable Rebecca Seawright, NYS Assembly Member 76th Assembly District
Honorable Robert J. Rodriguez, NYS Assembly Member 68th Assembly District
Honorable Ben Kallos, NYC Council Member, 5th Council District
Honorable Keith Powers, NYC Council Member, 4th Council District