

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Historic and Current Photos

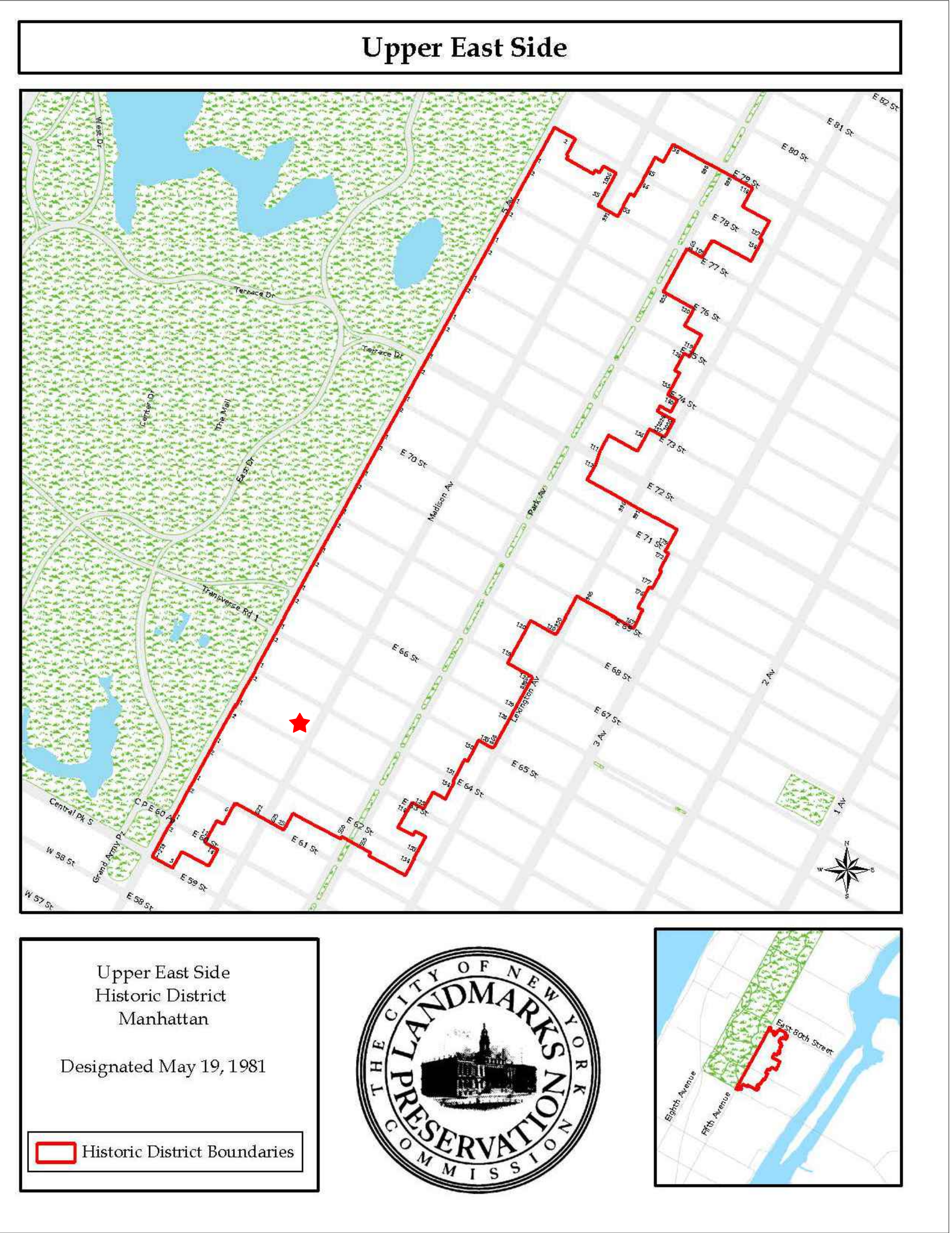


1 HISTORIC PHOTO OF THE EAST (PRIMARY) FACADE
SOURCE: NYC MUNICIPAL ARCHIVES - 1940 TAX LOT PHOTOS



2 CURRENT PHOTO OF THE EAST (PRIMARY) FACADE

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Upper East Side Historic District & Sanborn Map



1 UPPER EAST SIDE HISTORIC DISTRICT
N.T.S.



2 SANBORN MAP
N.T.S.

PROJECT INFORMATION

LOT LOCATION : 714 MADISON AVENUE, NEW YORK, NY
BOROUGH : MANHATTAN
BLOCK : 1378
LOT : 15
ZONING MAP : 8c
ZONING DISTRICT : C5-1
INDIVIDUAL LANDMARK : NO
HISTORIC DISTRICT : UPPER EAST SIDE

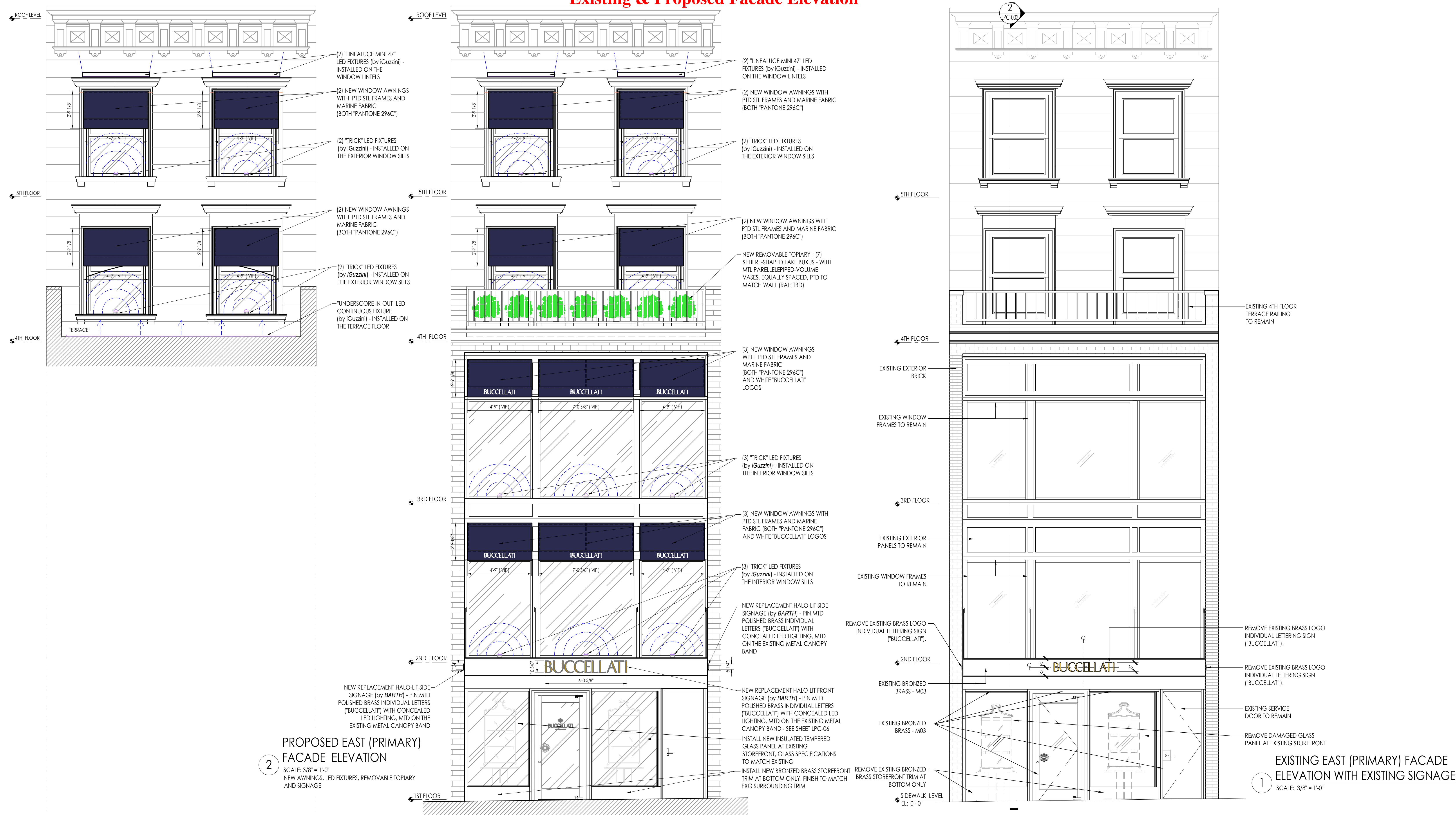
PROJECT DESCRIPTION

714 MADISON AVENUE IS A FIVE (5) STORY COMMERCIAL BUILDING LOCATED IN MANHATTAN ALONG MADISON AVENUE .
THE BUILDING WAS CONSTRUCTED CIRCA 1871.

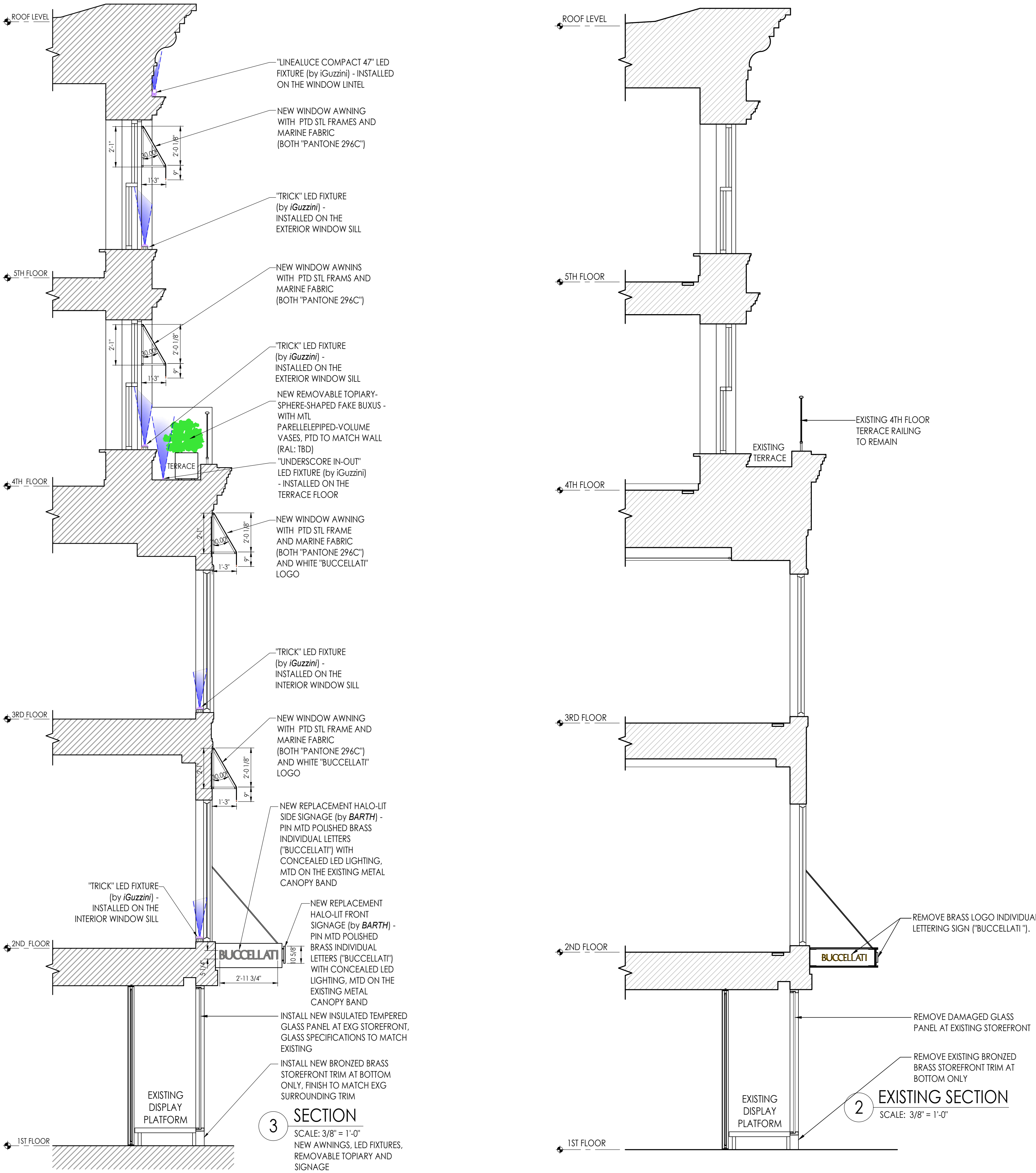
THE PROPERTY IS LOCATED WITHIN THE UPPER EAST SIDE HISTORIC DISTRICT,
AS DESIGNATED BY THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION (LPC).

- THE FACADE SCOPE OF WORKS CONSIST OF THE FOLLOWING:
1. INSTALL NEW EXTERIOR LIGHTING AT ALL THE WINDOWS AND NEW UPLIGHTING AT THE CORNICE. EXTERIOR FIXTURES WILL NOT BE VISIBLE FROM THE STREET.
 2. NEW BRASS PIN-MOUNTED LETTERING AT CANOPY, HALO-LIT.
 3. INSTALL NEW AWNINGS AT 2ND, 3RD, 4TH AND 5TH FLOOR WINDOWS, SIMILARLY TO THE ADJOINING PROPERTIES.
 4. REMOVE DAMAGED GLASS PANELS AND BOTTOM TRIMS AT EXISTING STOREFRONT AND REPLACED WITH NEW GLASS TO MATCH EXISTING GLASS SPECIFICATIONS AND FINISH TO MATCH EXISTING SURROUNDING TRIM.

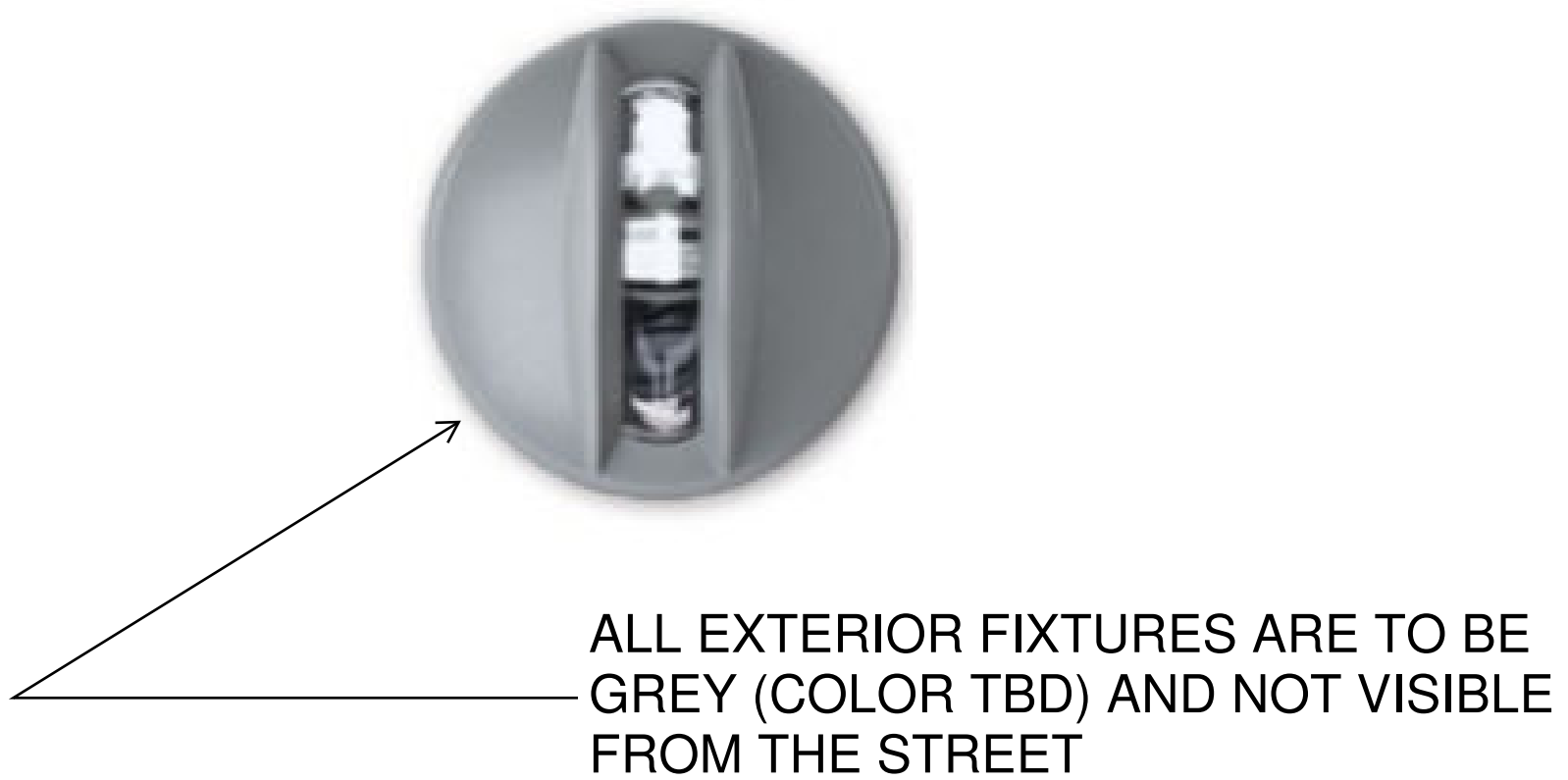
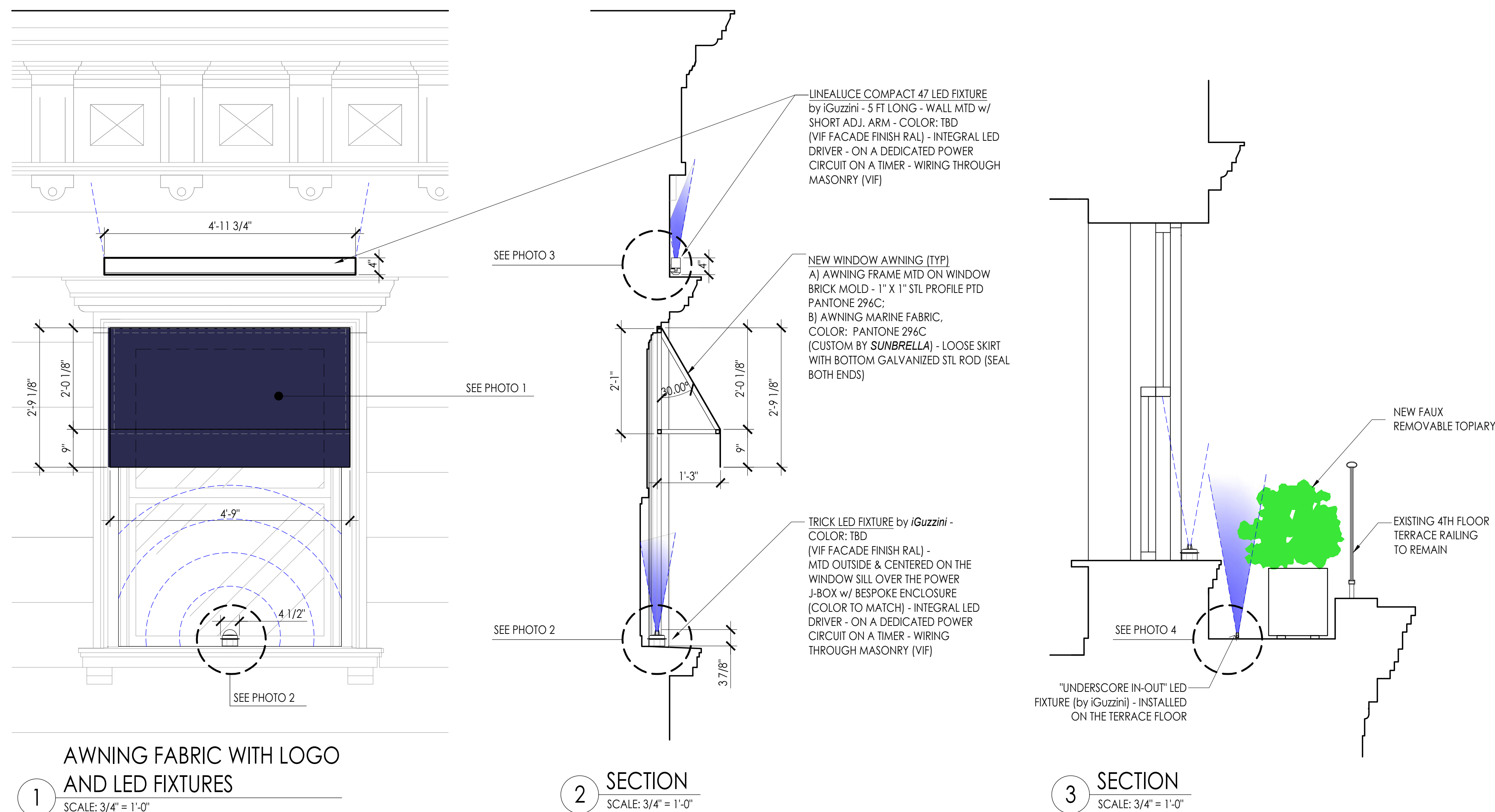
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Existing & Proposed Facade Elevation



Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Existing & Proposed Facade Section



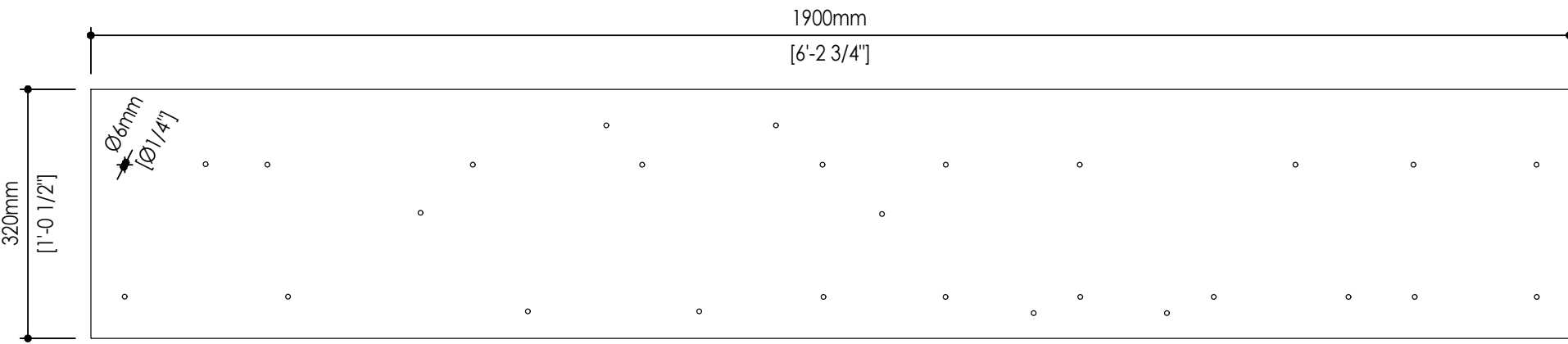
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Proposed Awning and Lighting Specifications



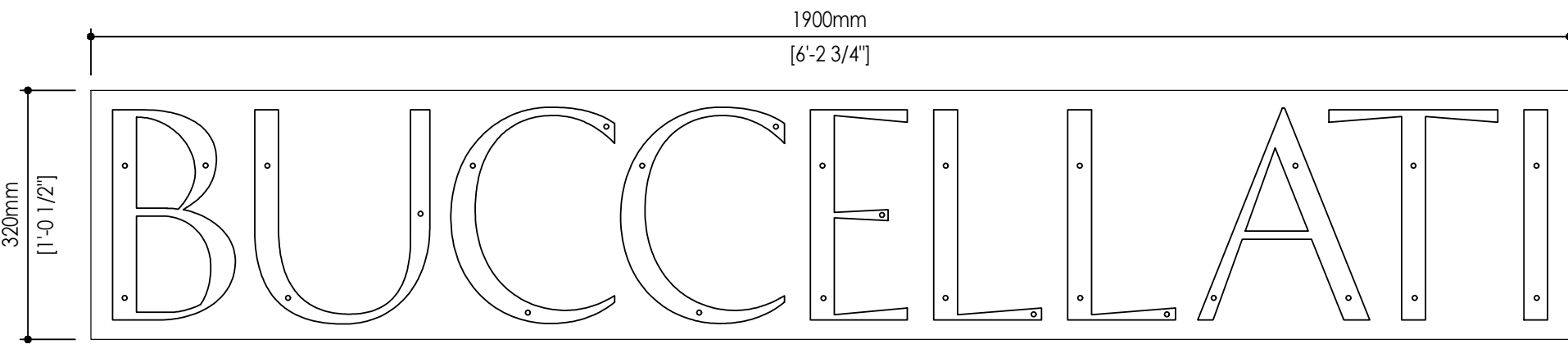
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Proposed Signage



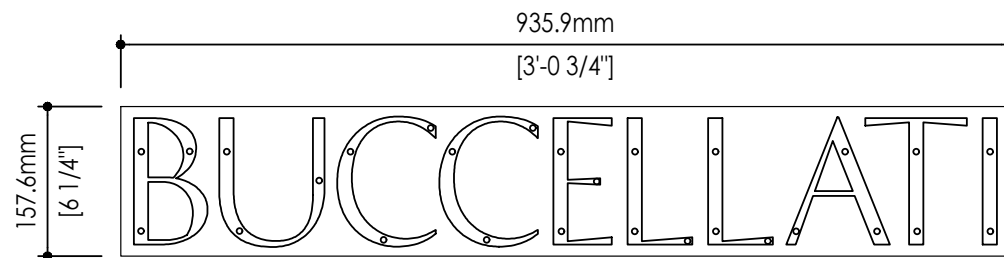
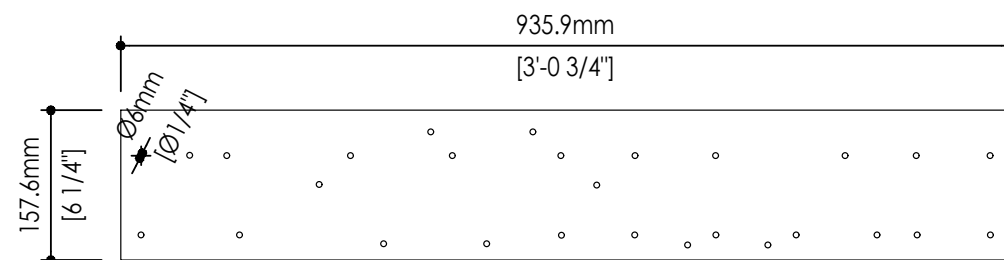
1 LOGO-FRONT VIEW
NOT TO SCALE



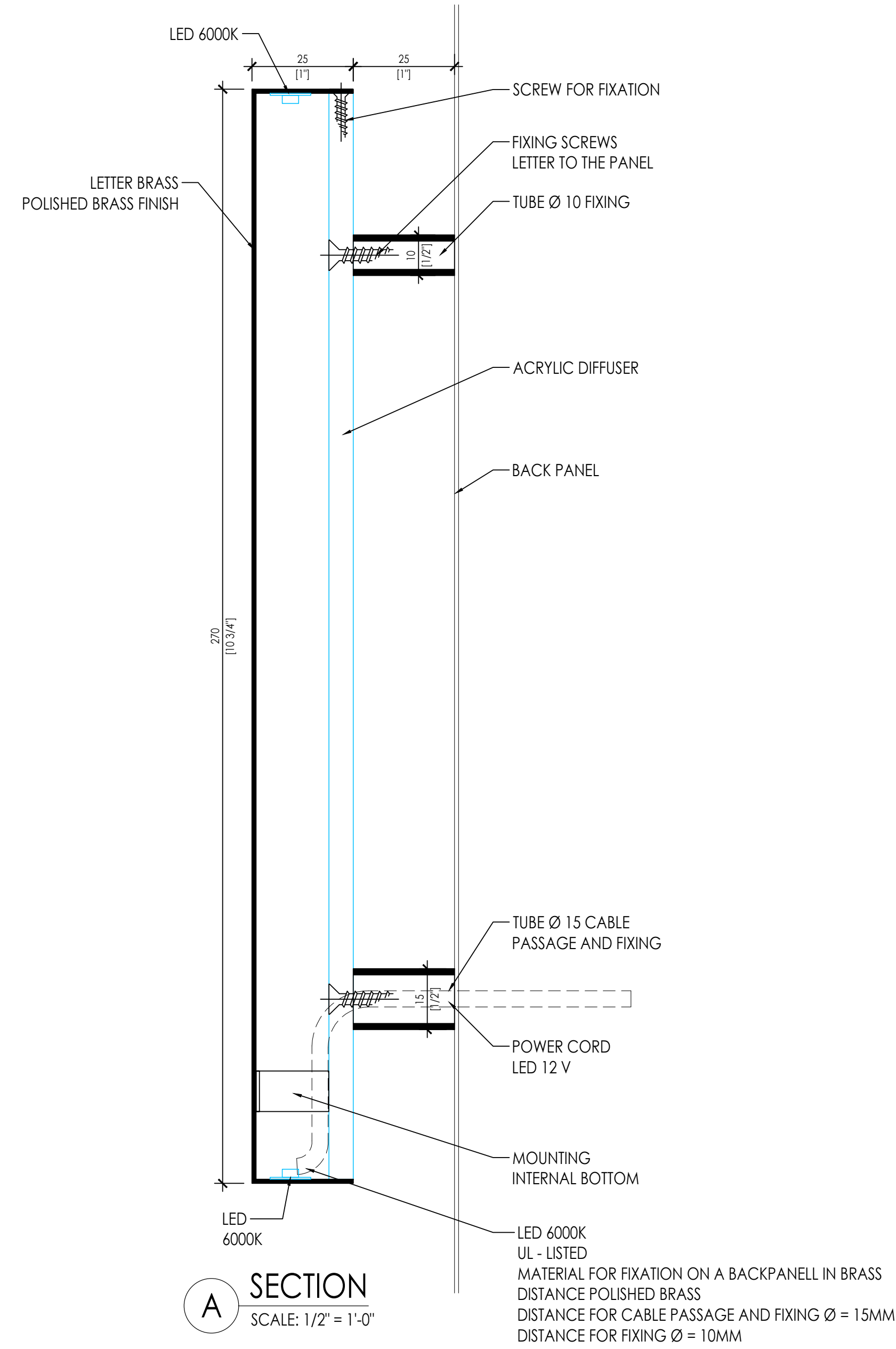
2 LOGO FRONT - TEMPLATE FIXATION HOLES
NOT TO SCALE



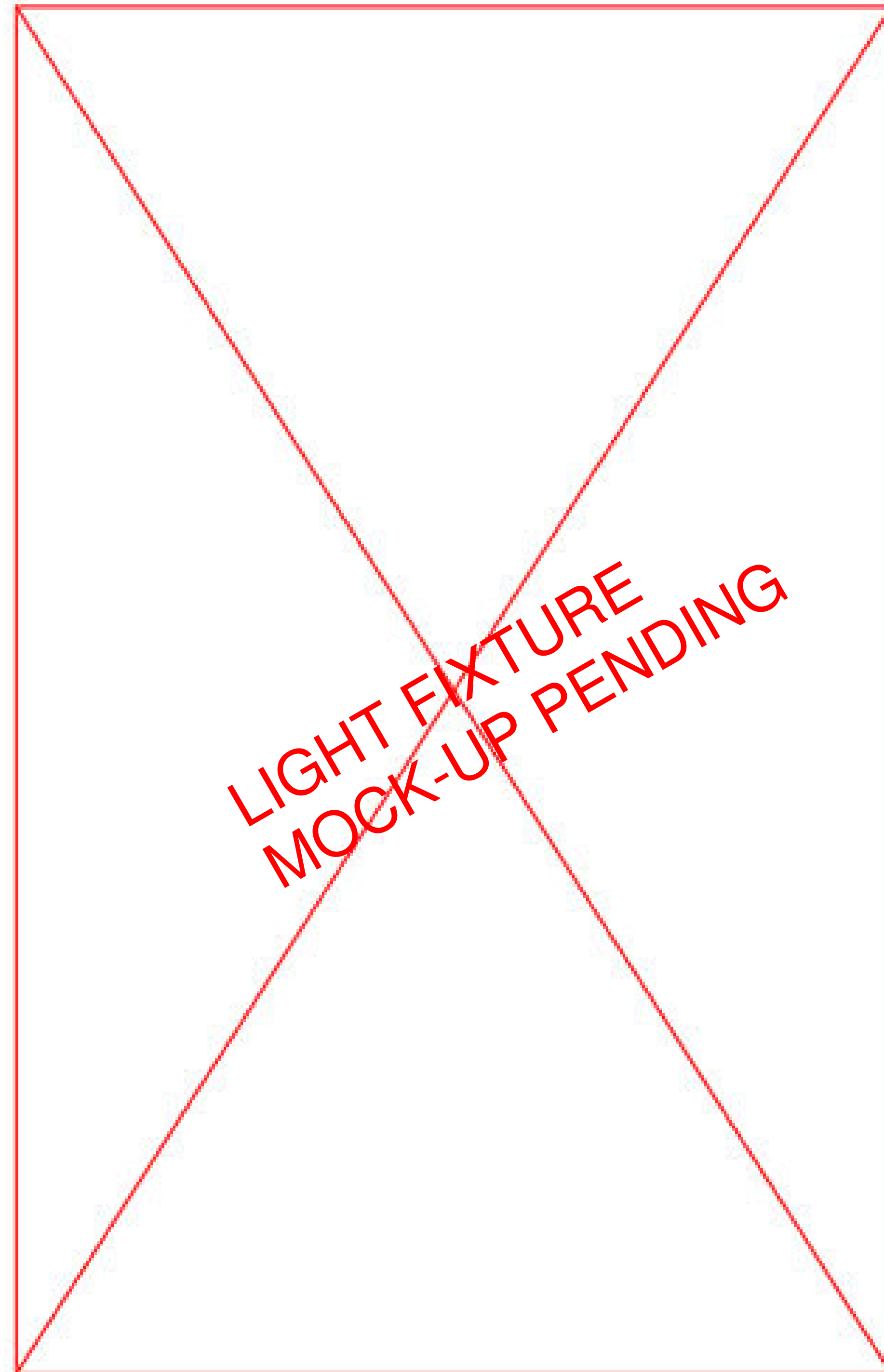
3 LOGO-SIDE VIEW (2 COUNTS)
NOT TO SCALE



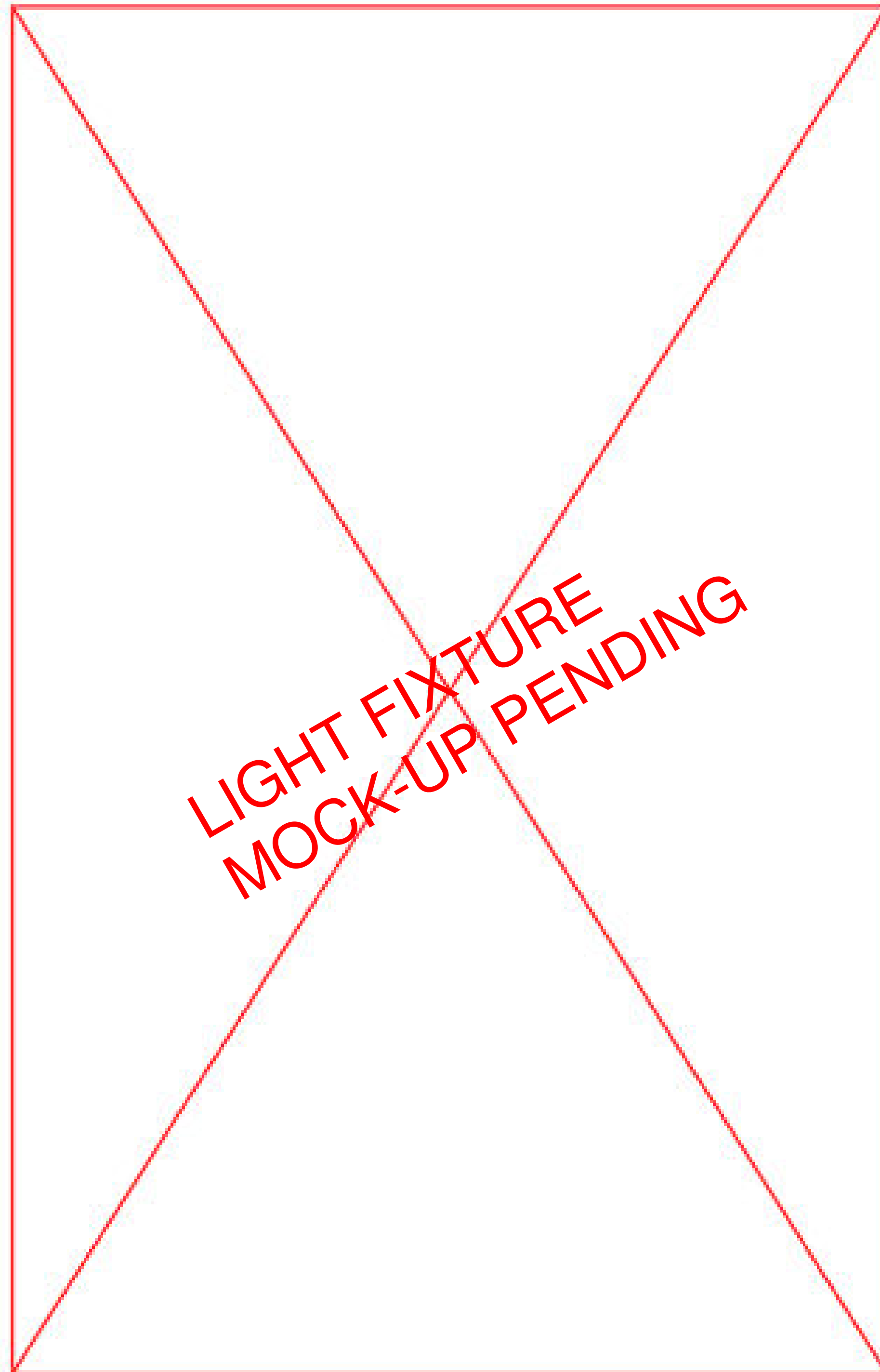
4 LOGO SIDE VIEW - TEMPLATE FIXATION HOLES (2 COUNTS)
NOT TO SCALE



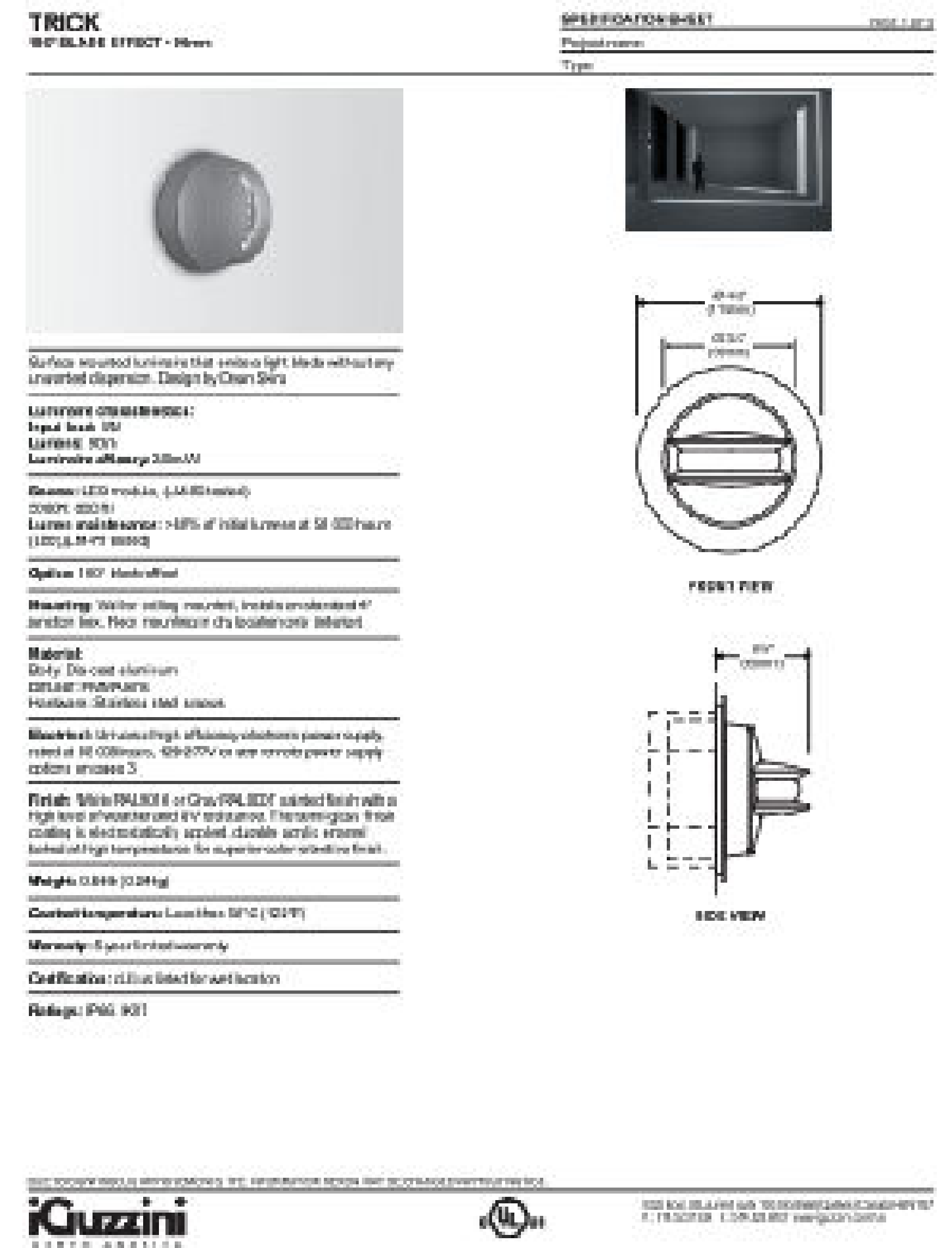
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Mock-Up Photos & LED Fixture Specification



1 TRICK LED FIXTURE FROM EXTERIOR



2 TRICK LED FIXTURE FROM EXTERIOR



3 TRICK LED FIXTURE SPECIFICATION

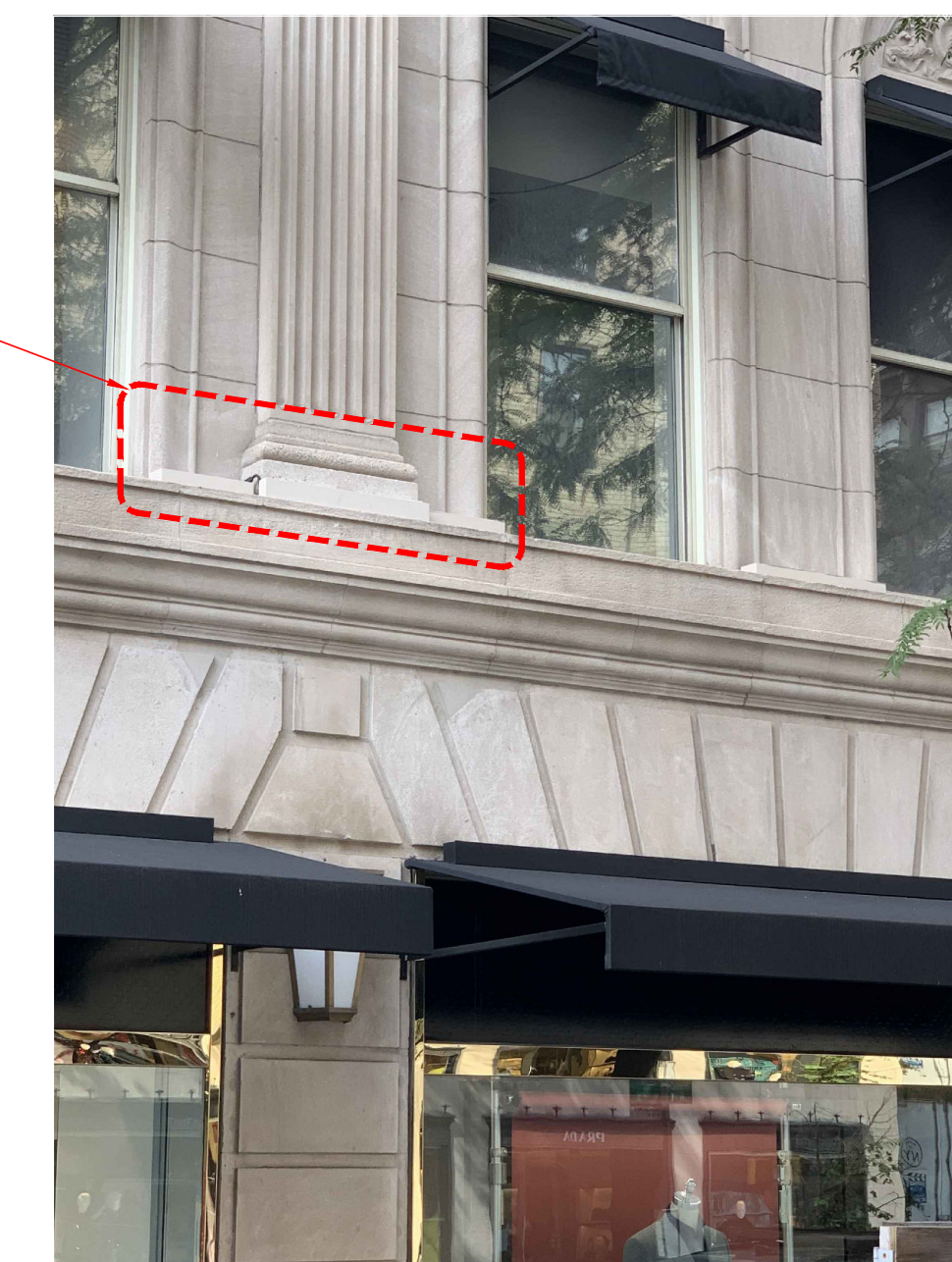
Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Precedent Photos - Exterior Light Above Commercial Storefront



5 CLOSE-UP PHOTO - FACADE LIGHTING ABOVE COMMERCIAL STOREFRONTS
962 MADISON AVENUE, NEW YORK, NY



4 CLOSE-UP PHOTO
828 - 850 MADISON AVENUE, NEW YORK, NY



3 CLOSE-UP PHOTO
828 - 850 MADISON AVENUE, NEW YORK, NY



2 EXTERIOR LIGHT ABOVE COMMERCIAL STOREFRONT
828 - 850 MADISON AVENUE, NEW YORK, NY



1 EXTERIOR LIGHT ABOVE COMMERCIAL STOREFRONT
828 - 850 MADISON AVENUE, NEW YORK, NY

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Precedent Photos - Halo Lit Signage



① HALO LIT SIGNAGE
716 MADISON AVENUE, NEW YORK, NY



② HALO LIT SIGNAGE
716 MADISON AVENUE, NEW YORK, NY



③ HALO LIT SIGNAGE
898 MADISON AVENUE, NEW YORK, NY



④ HALO LIT SIGNAGE
735 MADISON AVENUE, NEW YORK, NY



⑤ HALO LIT SIGNAGE - CLOSE-UP
735 MADISON AVENUE, NEW YORK, NY

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Precedent Photos - Letter on Awning Skirts Above Storefront



① **LETTERING ON AWNING SKIRTS ABOVE STOREFRONTS**
764 MADISON AVENUE, NEW YORK, NY

Landmarks Preservation Commission Permit Application
714 Madison Avenue - Limited Facade Alterations
RAND Revised September 16, 2022 Photographic Supplement & Pertinent Property Information
Precedent Photos - Illuminated Signage



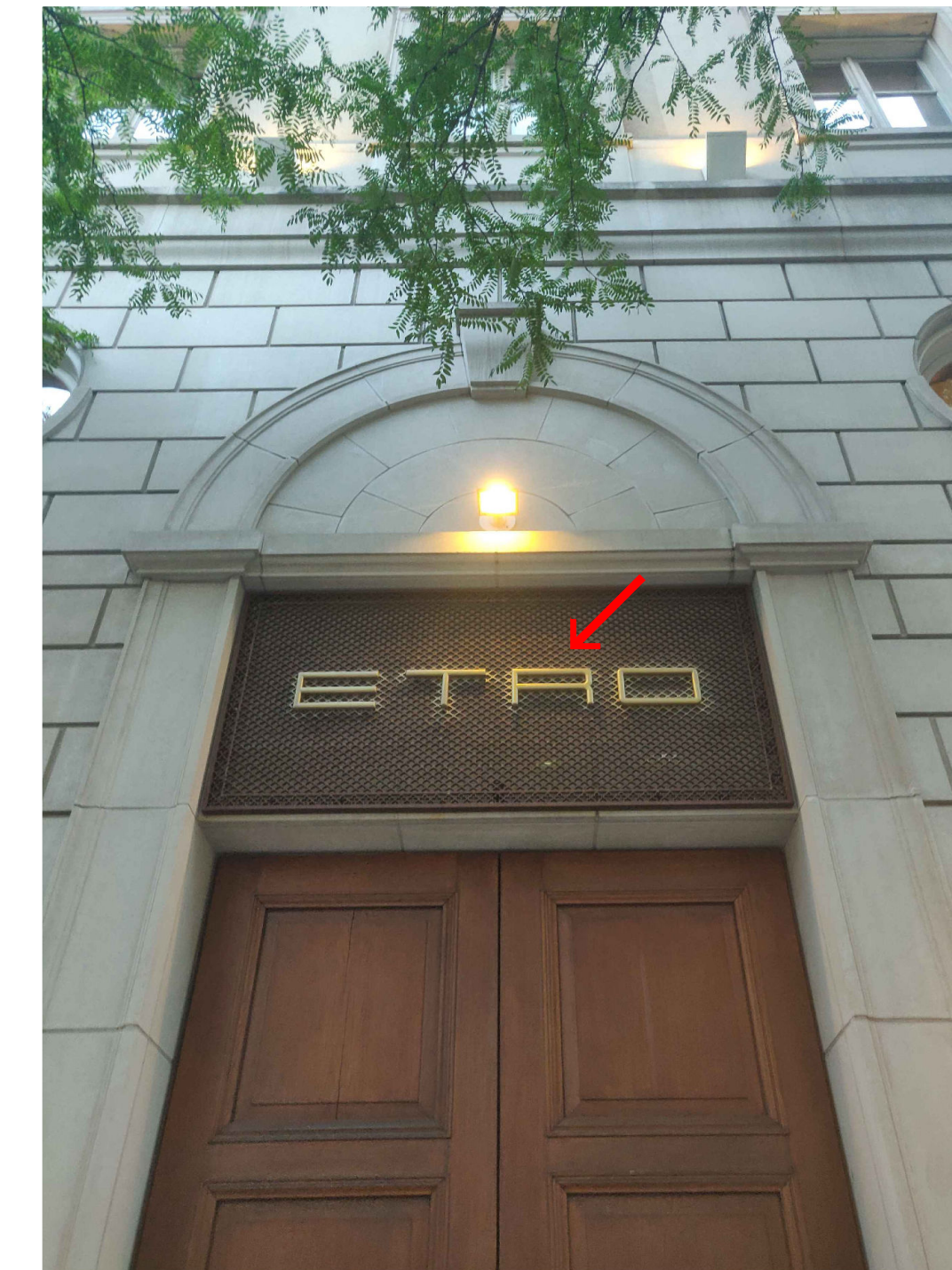
① ILLUMINATED SIGNAGE
710 MADISON AVENUE, NEW YORK, NY



② ILLUMINATED SIGNAGE
741 MADISON AVENUE, NEW YORK, NY



③ ILLUMINATED SIGNAGE
821 MADISON AVENUE, NEW YORK, NY



④ ILLUMINATED SIGNAGE
720 MADISON AVENUE, NEW YORK, NY



⑤ ILLUMINATED SIGNAGE
900 MADISON AVENUE, NEW YORK, NY



⑥ ILLUMINATED SIGNAGE
935 MADISON AVENUE, NEW YORK, NY



⑦ ILLUMINATED SIGNAGE
941 MADISON AVENUE, NEW YORK, NY



⑧ ILLUMINATED SIGNAGE
962 MADISON AVENUE, NEW YORK, NY