

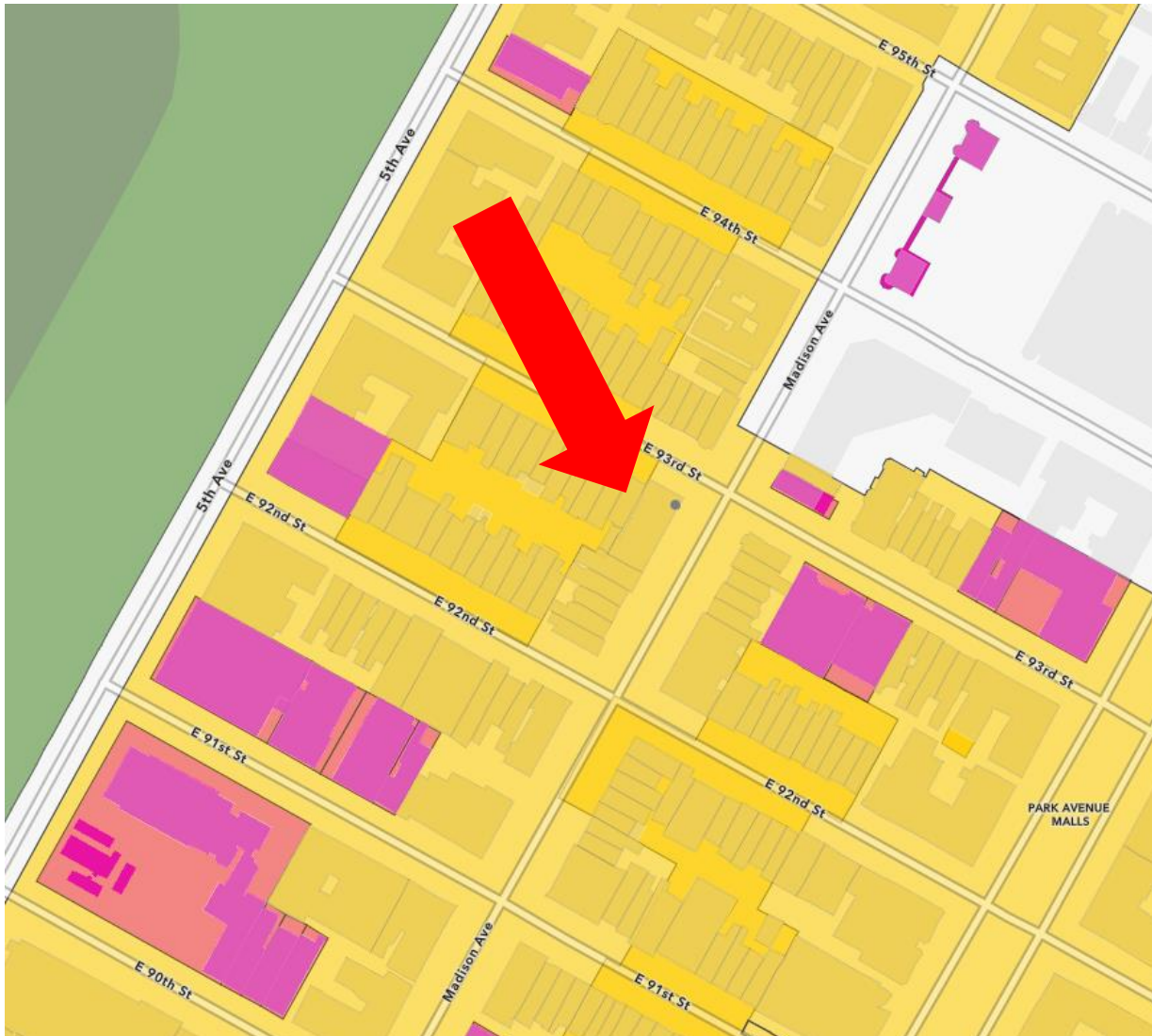
1312 Madison Avenue

Expanded Carnegie Hill Historic District

VIO-22-0110-Installation of awning, lighting, paneling, plaque, and menu box at northernmost Madison Avenue storefront ('Hiramasa') without permit(s)



Existing awning conditions



1306-1312 Madison Avenue (aka 26-28 East 93rd Street) | Hotel Ashton

Construction Date: 1897

Architect / Builder: George W. Spitzer

Owner / Developer: Charles H. Kivlen

Major Alteration(s): None

Alteration Architect(s): None

Style(s): Renaissance Revival

Material(s): Cast Stone, Brick

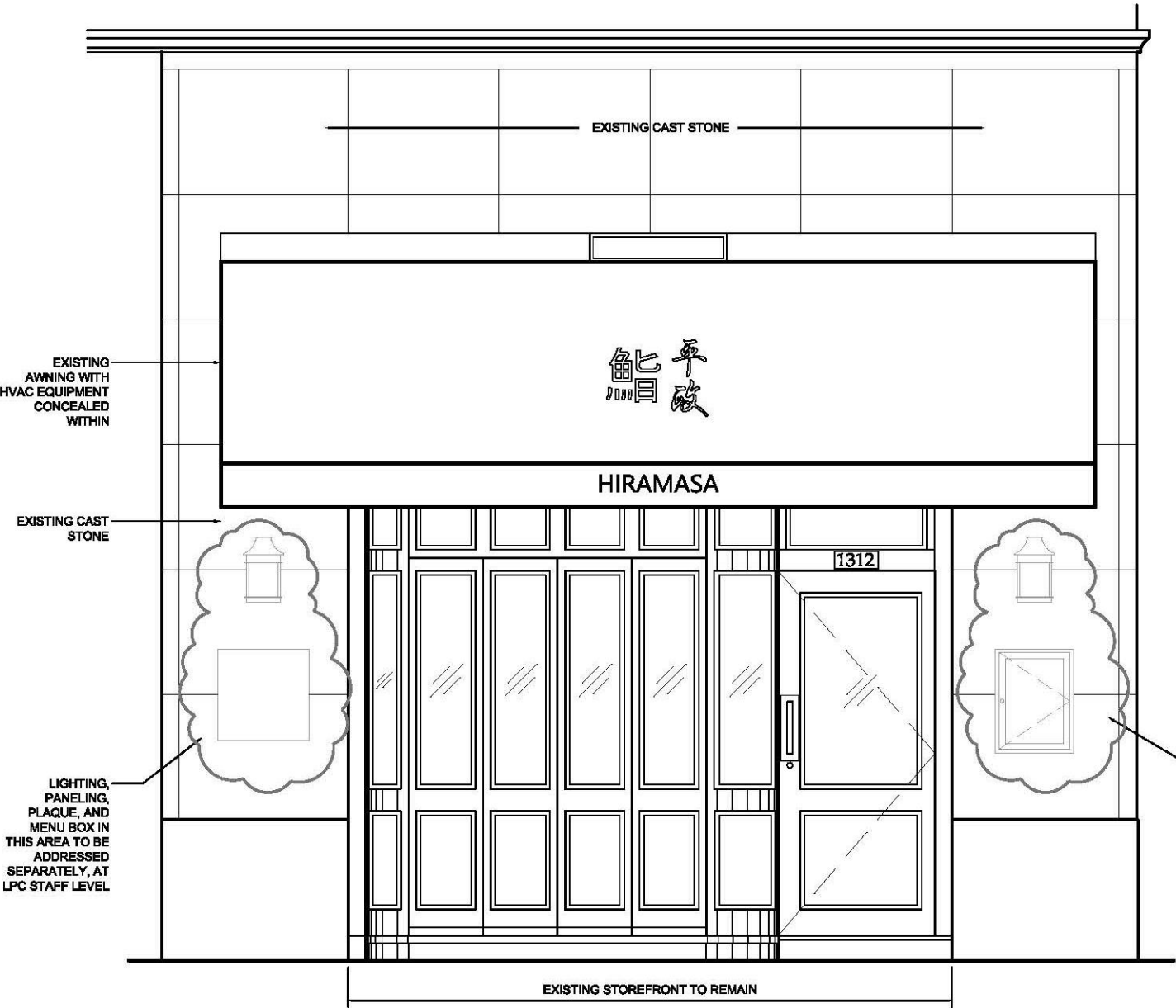
Building Type: Apartment Hotel

Original Use: Commercial, hotel

Tax Block: 1504 **Tax Lot:** 56

Building Identification Number

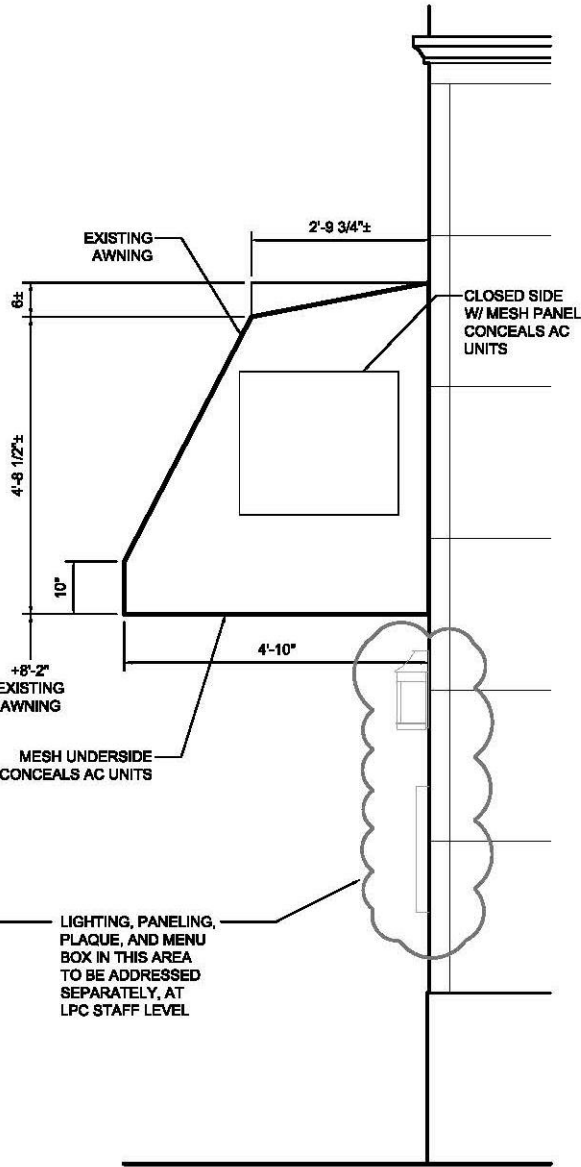
(BIN): 1078500



2

EXISTING STOREFRONT ELEVATION

NOT TO SCALE



1

EXISTING AWNING SIDE VIEW

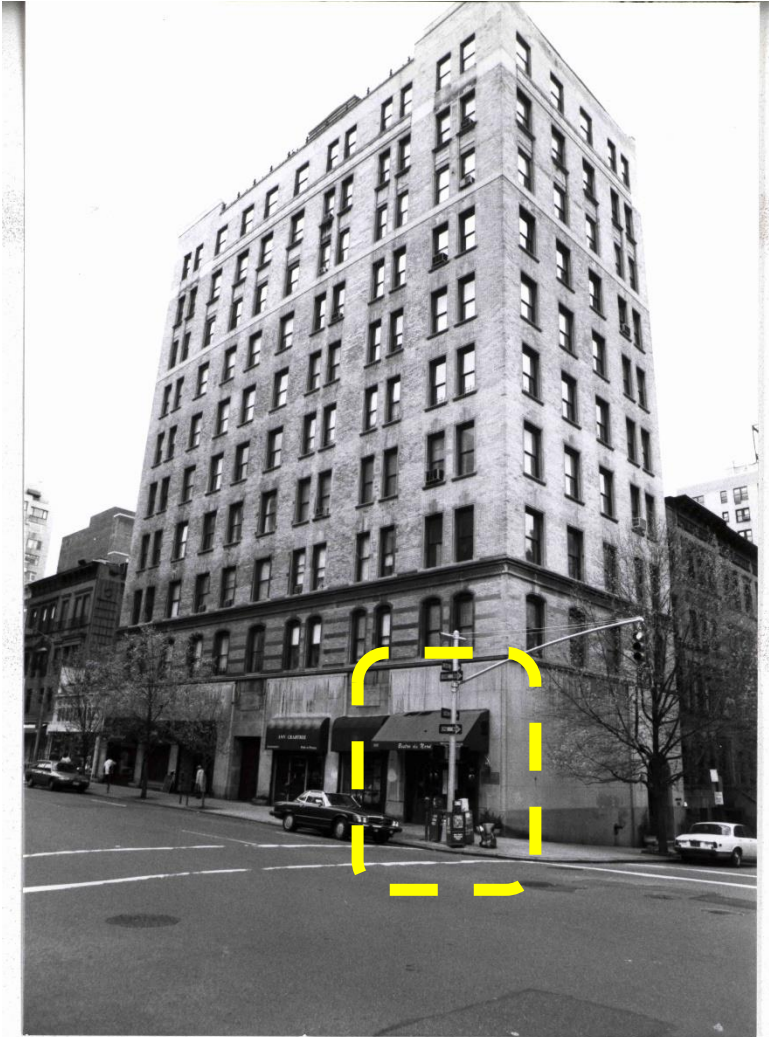
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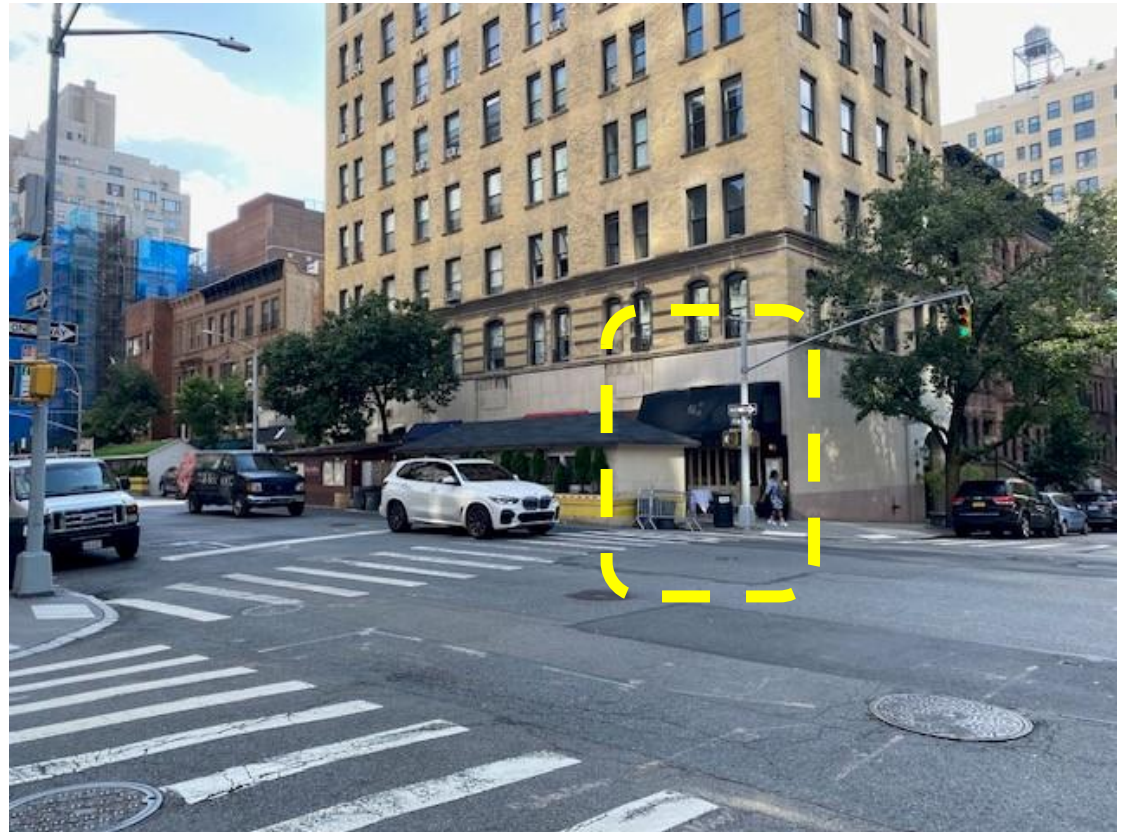
Designation photo c. 1992-93 – 1310 and 1312 Madison Ave.



Prior conditions c. September 2012 (top) and August 2018 (bottom) – Google StreetView – didn't appear to have a permit for this work either



Designation photo c. 1992-93 – full building



Current conditions – June 2023

Seeking to legalize existing awning as-is and approve replacement of building-mounted HVAC units



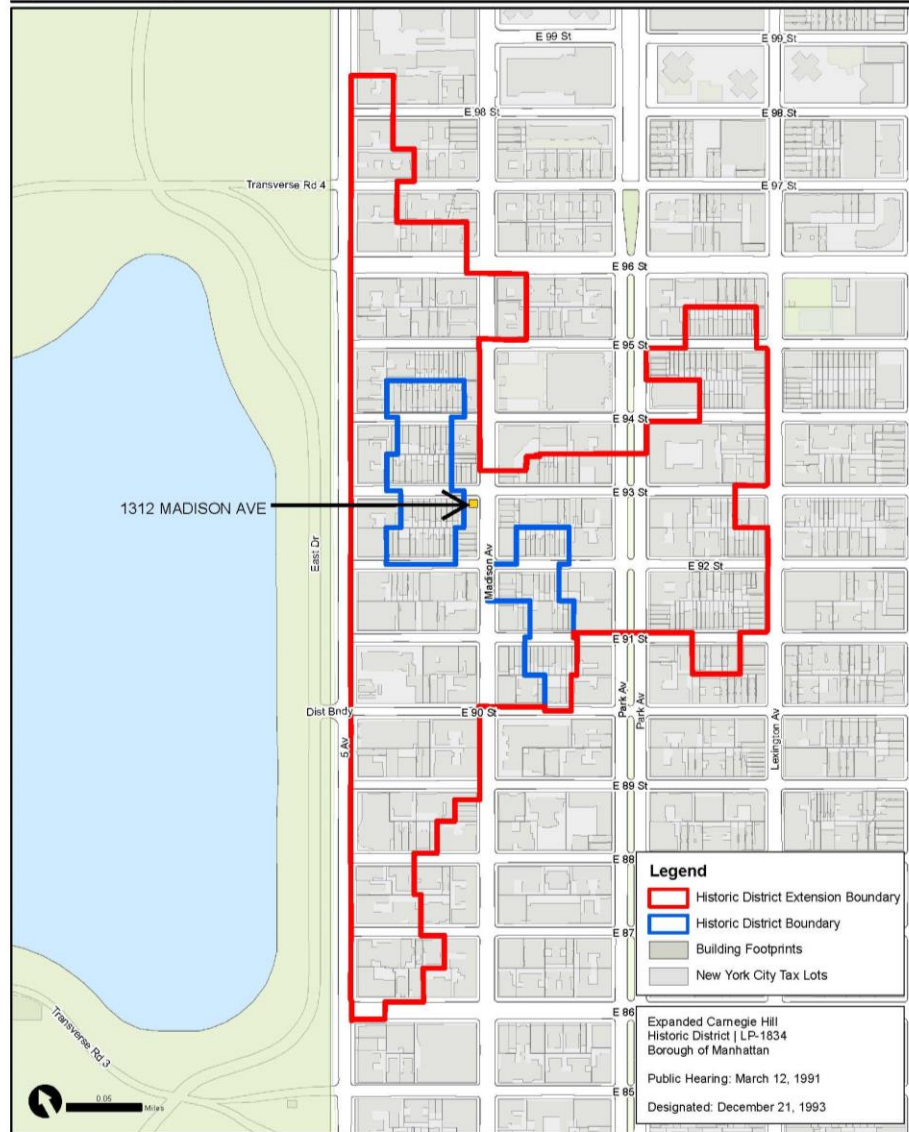
1306 – 1308 Madison Ave



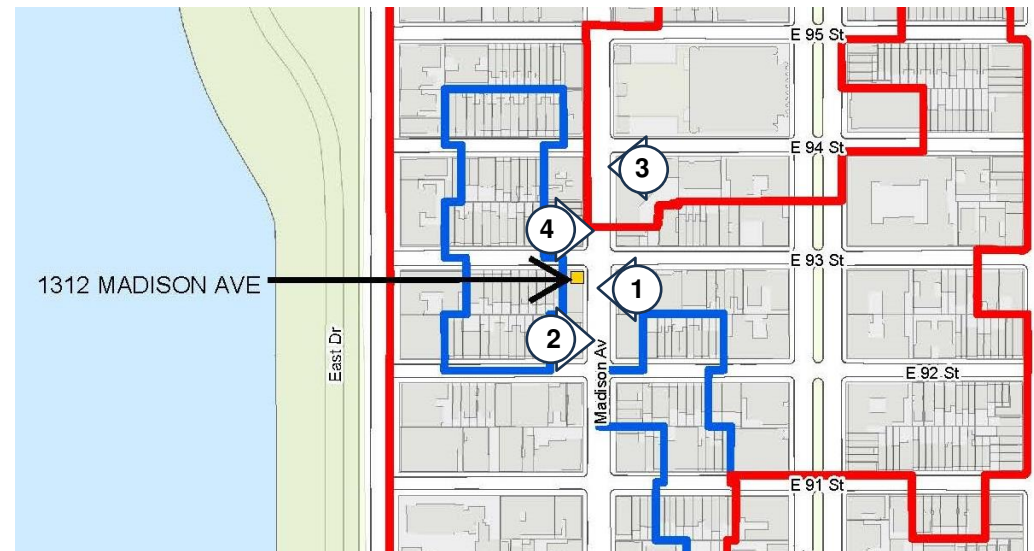
1308-1312 Madison Ave (note: Mirabelle awning is also in violation)

Expanded Carnegie Hill Historic District | LP-1834

NYC Landmarks Preservation Commission



Location within Expanded Carnegie Hill Historic District



Key map of photo locations shown on following page.



1 West side of Madison Avenue between 92nd Street and 93rd Street



Location of 1312 Madison Avenue

"Covid" dining kiosk occludes view of awning in this photo.



2 East side of Madison Avenue between 92nd Street and 93rd Street





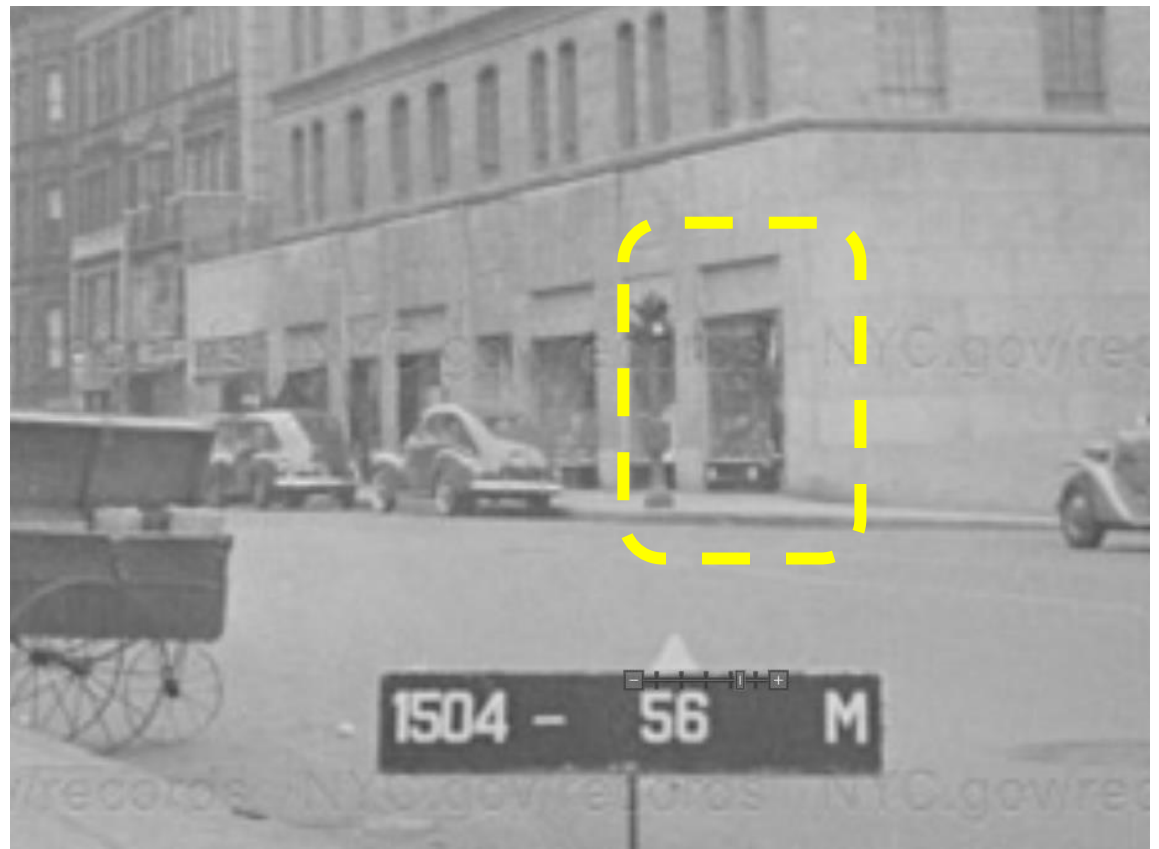
3 West side of Madison Avenue between 93rd Street and 94th Street



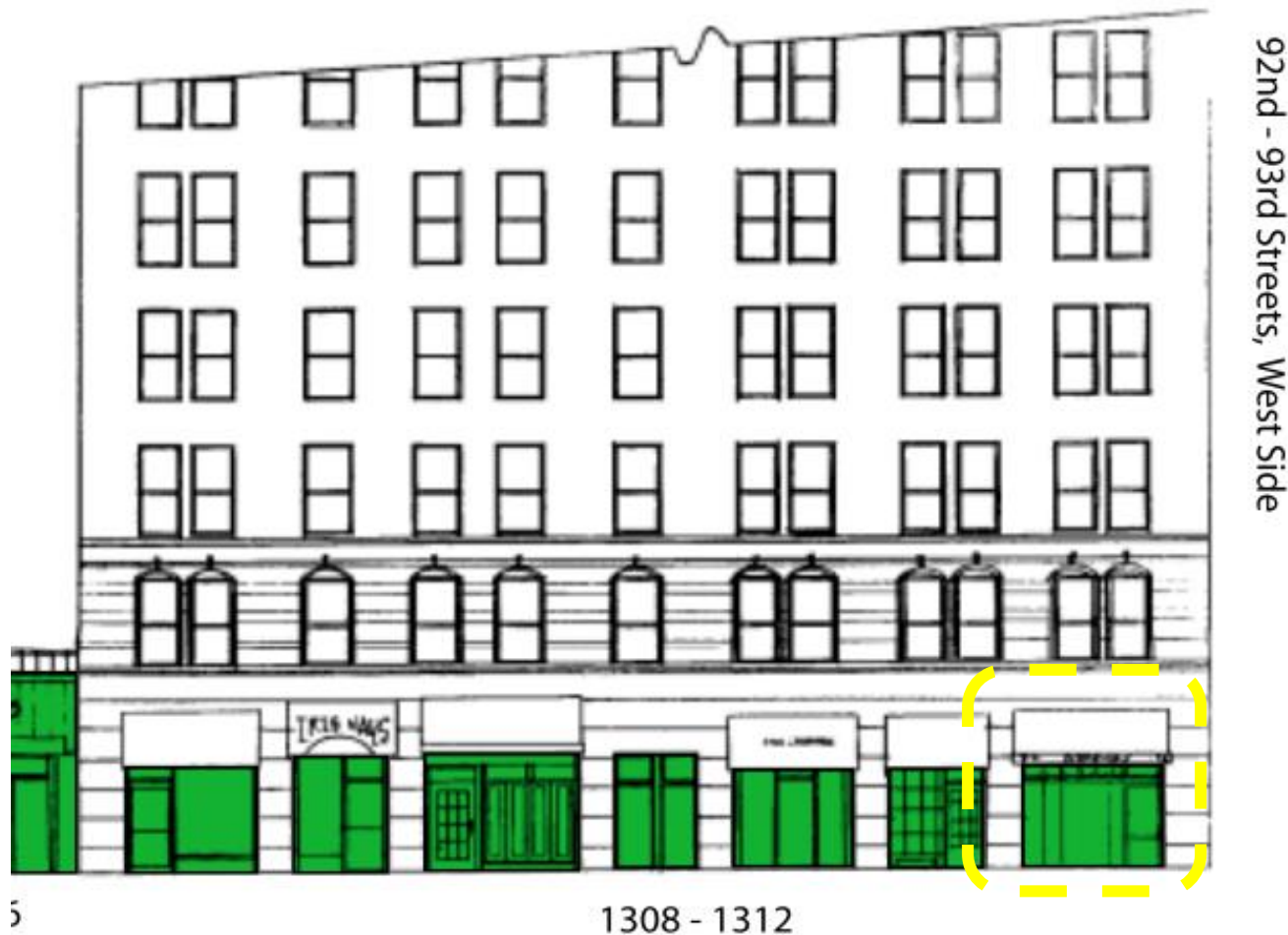
4 East side of Madison Avenue between 93rd Street and 94th Street



1940s tax photograph



Zoom in of 1940s tax photograph



Awning rules:

- Can be fixed or retractable
- Flexible skirt, 12" max
- Attached at storefront opening lintel or transom bar
- Edges aligned with storefront opening
- Open underside and sides of fixed sloped awnings
- May include graphics on skirt and sloped portions

*Building falls under the Madison Avenue Master Plan in terms of treatment of storefronts, signage, and awnings
 – green coding presumes no historic fabric present*



Frame extends beyond the storefront infill/opening and was elongated further from the prior condition.



Profile got more boxy to enclose new HVAC units. Also added a fixed skirt, side panels, and mesh at underside

Replaced building-mounted HVAC units and new fixed awning with fixed skirt, closed sides, and enclosure at the underside to conceal HVACs

NOTE: seeking to address all other installations at staff level



Details showing existing HVAC units with and without mesh enclosure at the underside of the awning. Also installed a small boxed area at top of awning to allow air intake/exhaust. The small vent is nearly invisible from the sidewalk.





*Pre-work conditions c. June 2019
– Google StreetView*



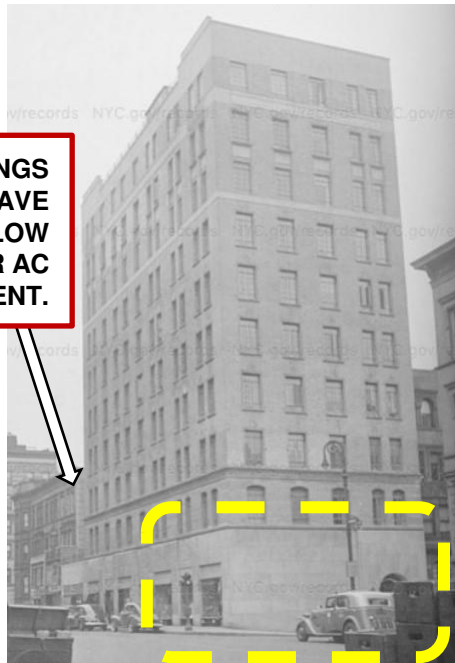
Post-work conditions c. June 2023



Looking towards front



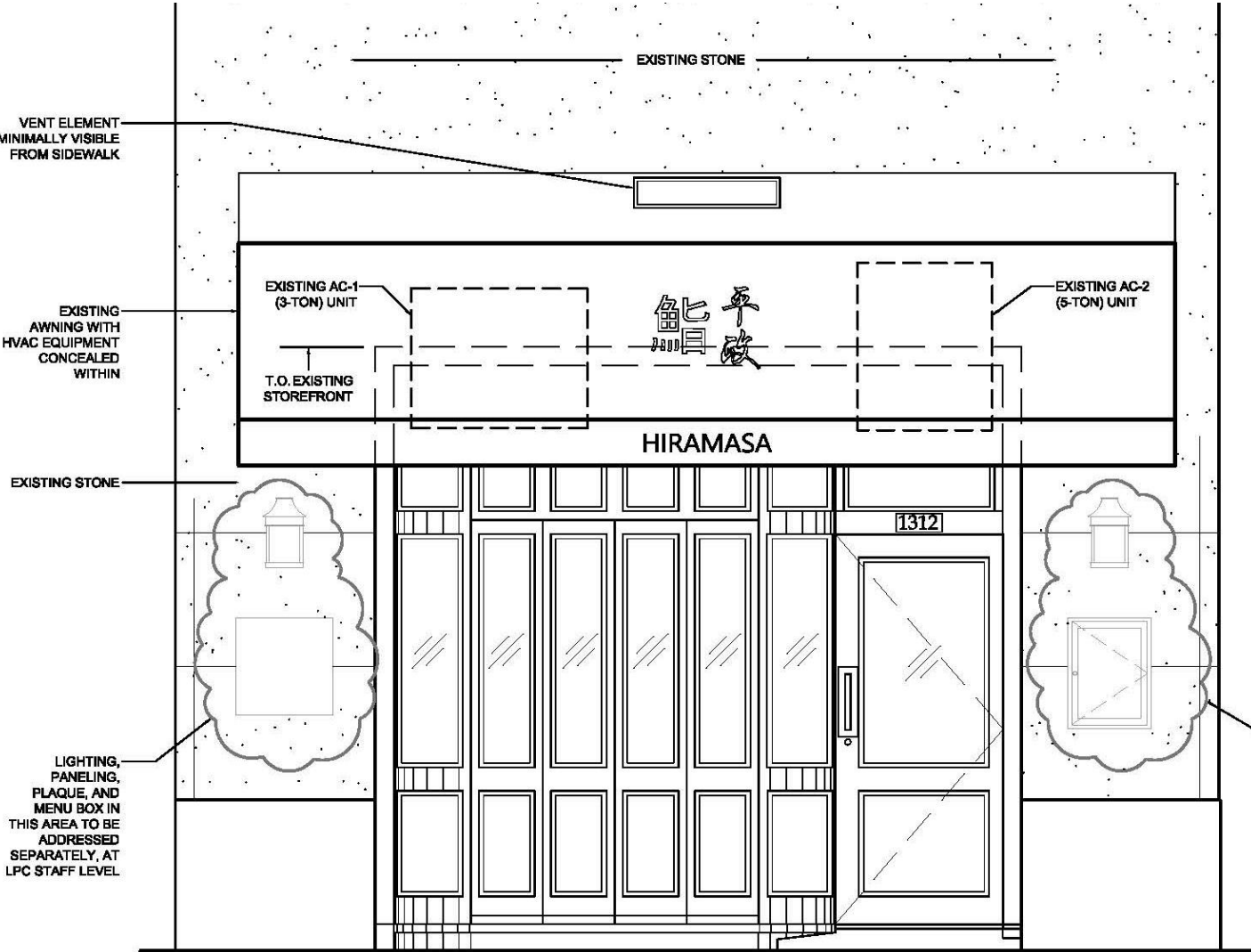
Looking towards back



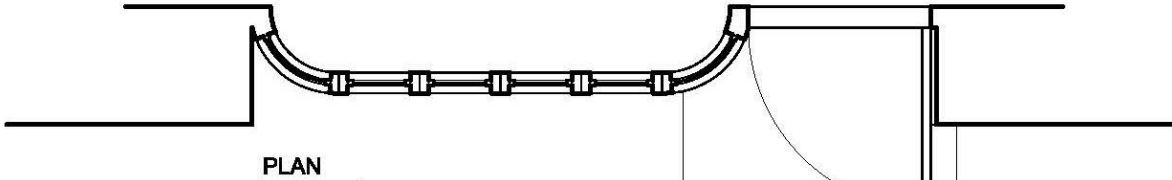
1940s tax photograph showing original stone, without openings for possible louvers on either Madison Avenue or East 93rd Street.

- 1) The building at 1312 Madison Avenue was constructed in an era that predates air conditioning. The stone exterior has no space allotted for louvers or other means of venting, to provide outlets for interior air conditioning condenser units. Therefore, air conditioning condensers must be either outdoors, or significant modifications made to the façade to accommodate interior applications.
- 2) Hiramasa, the restaurant with the awning in question is on a corner. There is no side yard, rear yard, or setback adjacent for locating mechanical equipment. Therefore, the condensers are wall mounted above the storefront. All other buildings on this block of Madison Avenue have rear yards or low roofs that can accommodate outdoor condensers.
- 3) The restaurant, Hiramasa, is on the 1st floor of a 10- story plus penthouse residential apartment building. There is no option to run AC piping through the residential apartments to the roof.
- 4) A typical restaurant of this size requires 8 to 12 tons of air conditioning, per our consulting mechanical engineers. Restaurants require more cooling than other stores because of kitchen heat, number of people, and number of meals served. Some very small establishments use removable window units in the transoms. However, this restaurant, Hiramasa, would require about (8) window units, which is not possible to fit in the storefront and would not allow for interior air distribution for the depth of this space.

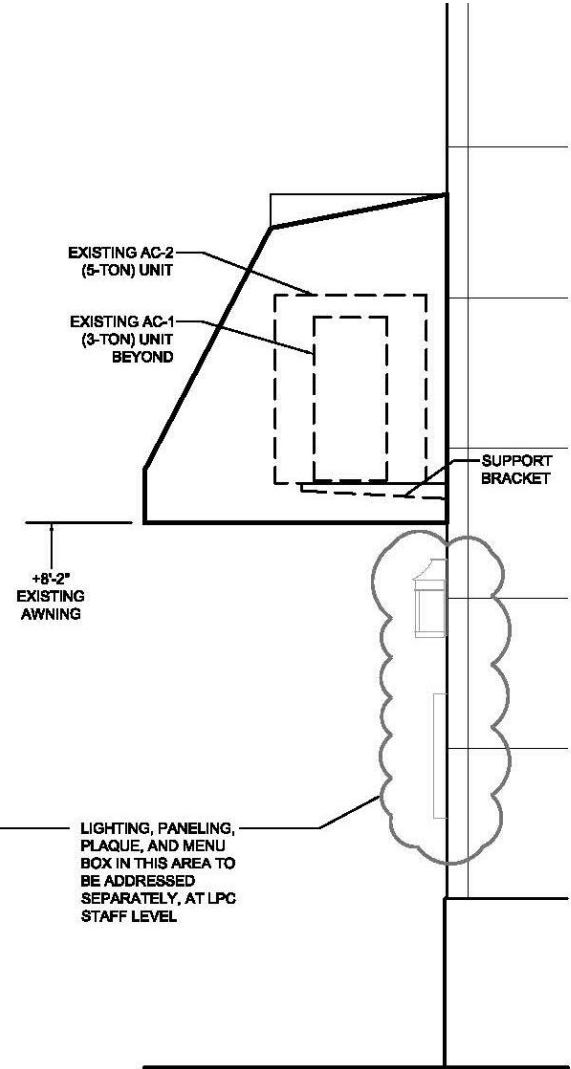
- 5) Currently, there are limited options commercially available for exterior condensers. There are (2) existing exterior AC units. AC-1 is the most compact type of unit available for this application. It is considered a small “suitcase” unit and is a side discharge type. However, this small size unit provides only 3 tons of cooling, and a total of 8 to 12 tons is required as noted above. AC-2 is a “traditional” air conditioning condenser and is rated for 5 tons of cooling. $AC-1 + AC-2 = 8$ tons of cooling, the minimum requirement for cooling this restaurant. The existing 5-ton unit replaced a smaller unit that was inadequate for the restaurant’s cooling load. There are even more limited options for interior condensers that could connect to the existing interior air distribution part of the system.
- 6) Three alternate schemes were explored.
 - Alternate No. 1 (See slide #19)
Existing AC-2, while somewhat chunky, is short enough to be concealed under an awning. An alternate 5-ton unit was researched, with the hopes of configuring the awning more compactly. However, a 5-ton “suitcase” unit is much taller, requires significant clearances, and would make the awning configuration worse, not better.
 - Alternate No. 2 (See slide #20)
This scheme assumes three 3-ton “suitcase” units. Required clearances allow the units to be concealed under an awning, but offers no significant improvement to the length or shape of the awning. However, this alternate requires significant interior work to remove and replace existing air handling equipment and ductwork since this scheme proposes 3 condensers instead of 2.
 - Alternate No. 3 (See slide #21)
This scheme attempts to accommodate an interior condenser, and to provide louver space at the exterior. The required louver size, which must accommodate exhaust, supply, and fresh air, with clearances between, does not fit in the existing transom space and intrudes on the stone above. If an awning were to be installed, the required clearances in front and to the side of the louver results in a bulky shape, similar to the existing awning, and exceeds the length of the existing storefront, at least one side. The interior condenser is a huge unit that has to be mounted low in the space to connect directly to the louver. This scheme would trigger structural work at the stone façade. Also, the interior unit is too low for it to be concealed in a dropped ceiling. Headroom below is less than 8’ without an enclosure. The unit would disturb the existing sushi bar considerably, not only with the unit, but with added low ductwork.
- 7) We considered a solution in which the sides and the bottom of the existing awning remain open, as per the District Master Plan for Storefronts on Madison Avenue, however, in order to adequately conceal the HVAC equipment, an awning with mesh panels at the sides and bottom looks less disruptive to the streetscape than open. The current awning is extended at the sides to allow for required air flow at the AC units while still being visually enclosed. The existing, enclosed awning is already as compact in shape and width as possible in order to discreetly cover the equipment.



ELEVATION
NOT TO SCALE

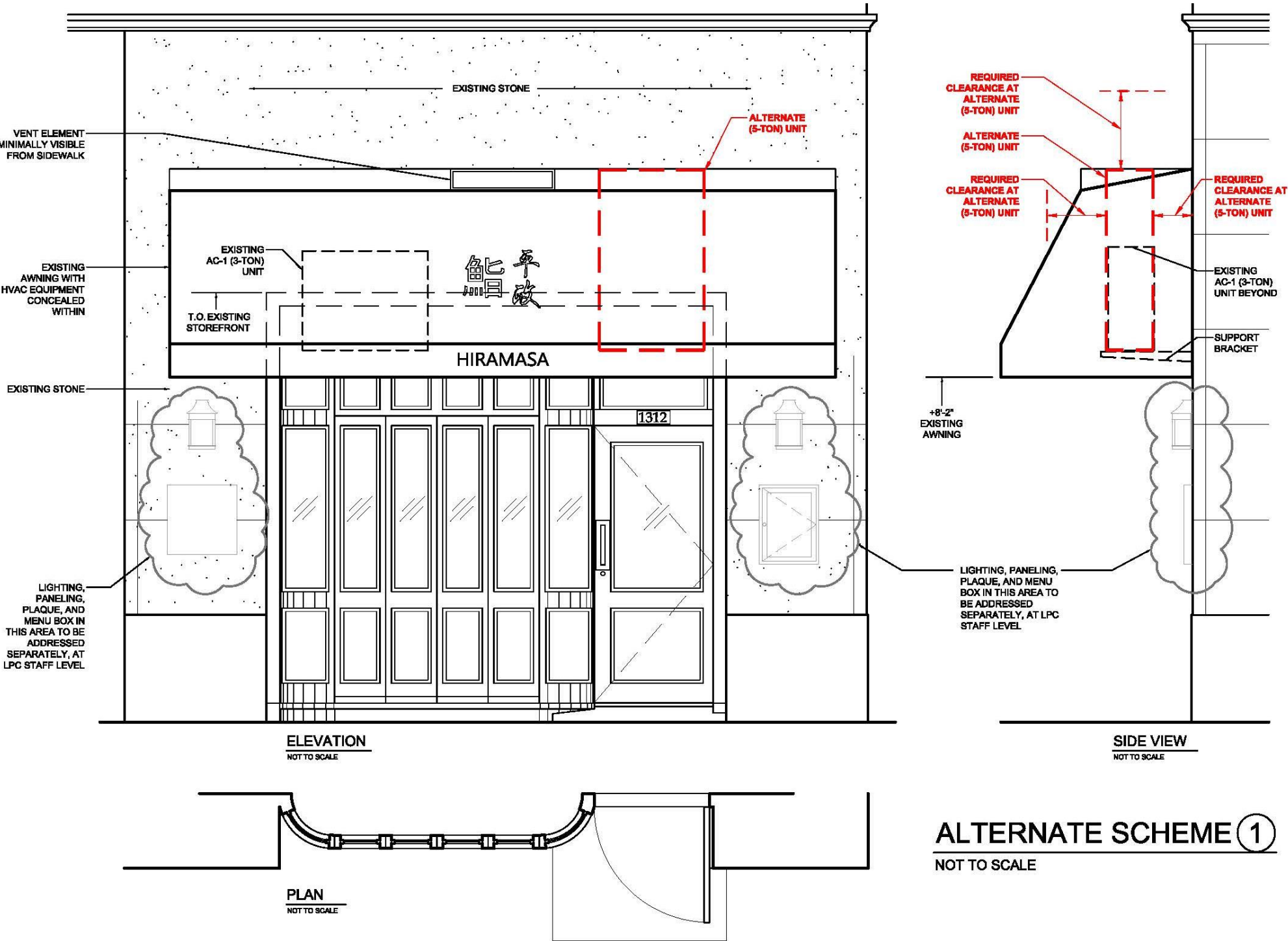


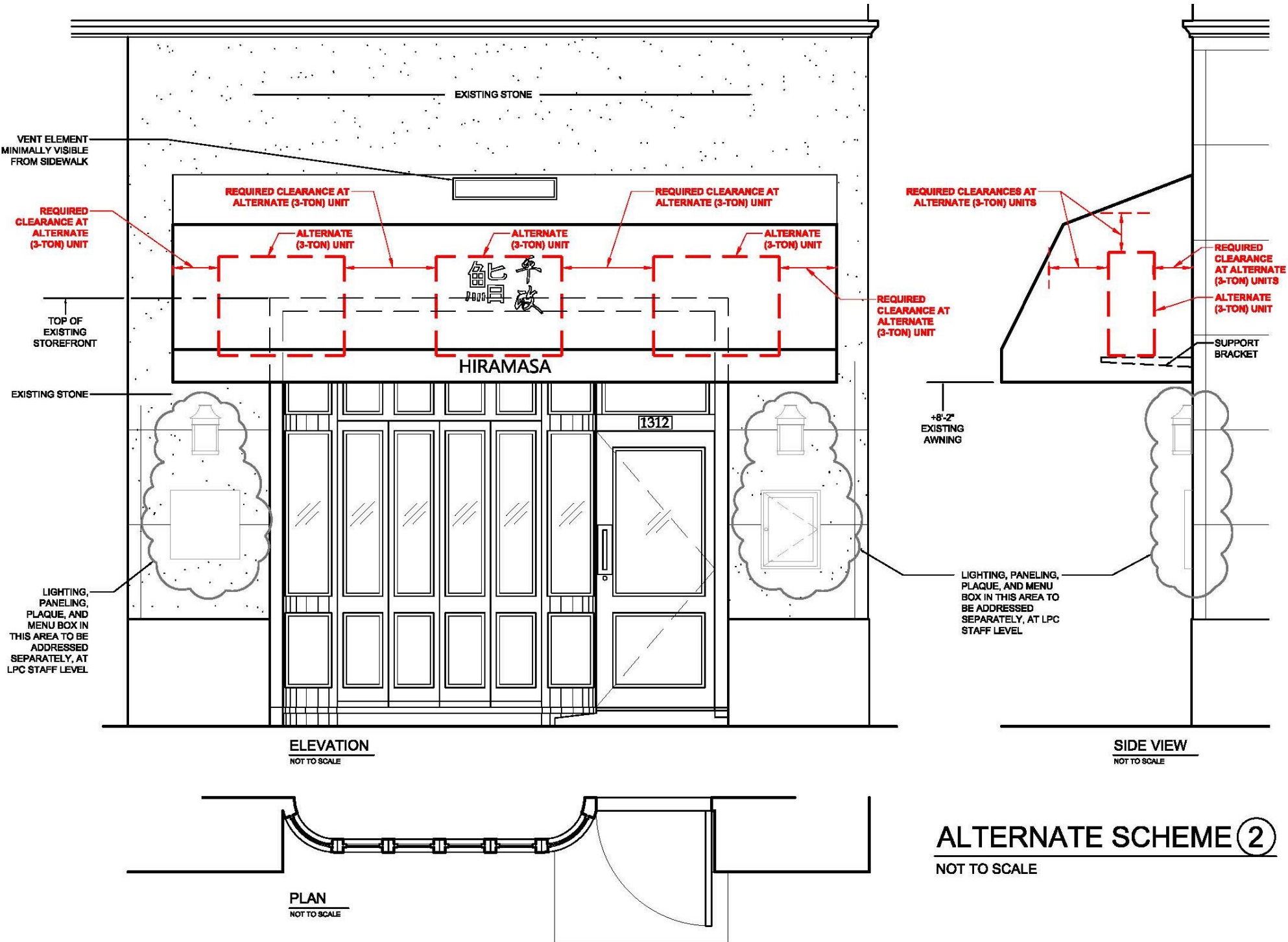
PLAN



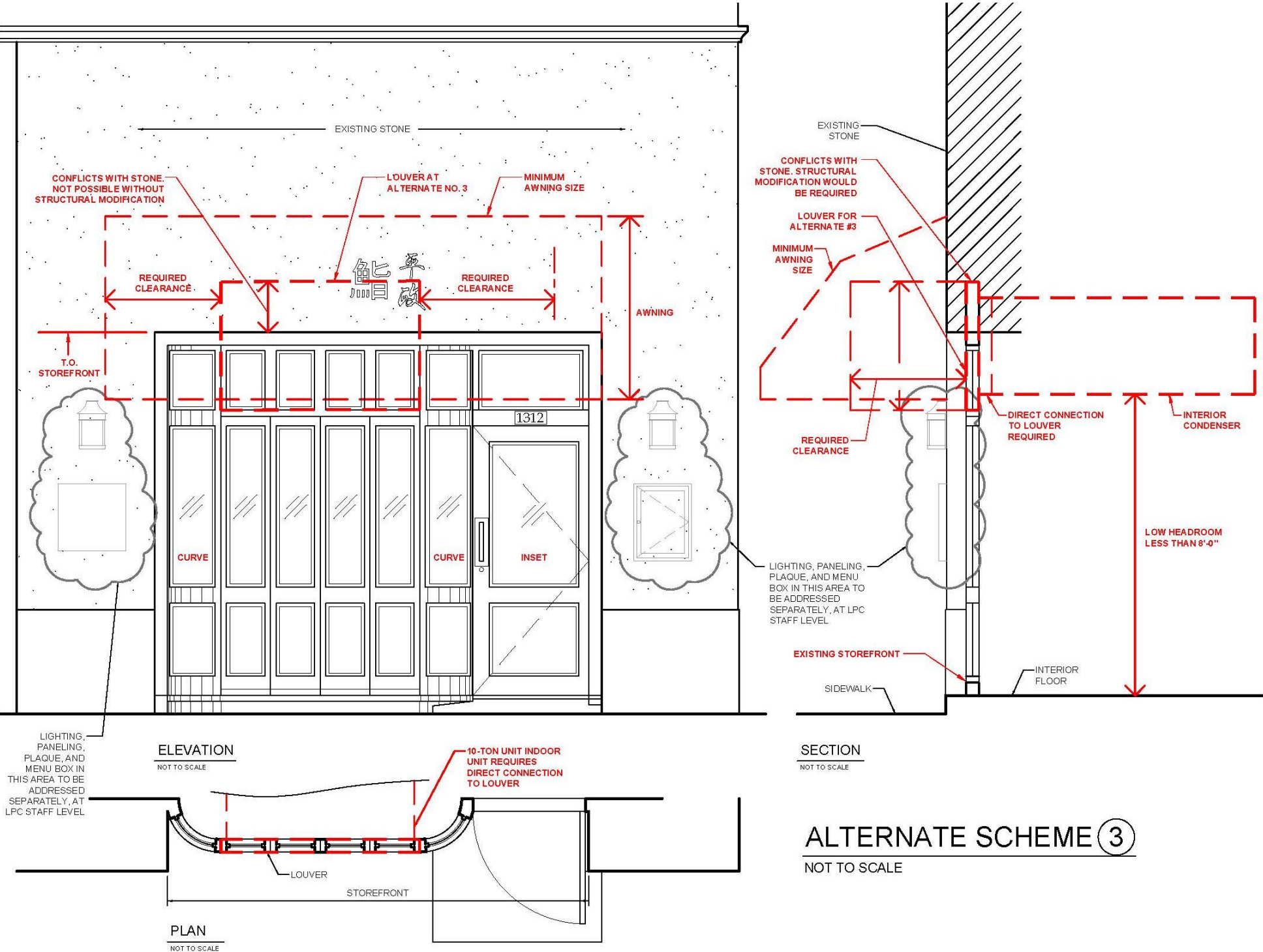
SIDE VIEW
NOT TO SCALE

EXISTING SCHEME
NOT TO SCALE





ALTERNATE SCHEME (2)
NOT TO SCALE





Previous awning, with open sides and bottom, as well as opening for HVAC exhaust.



Existing awning, with closed sides and bottom, minimizing visibility of HVAC exhaust.



Awning at 1300 Madison Avenue has enclosed underside, with framed sides and skirt.



Awning at 1304 Madison Avenue has enclosed underside, with framed sides and skirt. The length of awning extends beyond the storefront opening.



Awning at 1320 Madison Avenue has framed sides and skirt. The length of awning extends beyond storefront opening.



Awning at 1350 Madison Avenue has enclosed underside, with framed sides and skirt. The length of awning extends beyond storefront opening.



Awning at 1369 Madison Avenue has enclosed underside, with framed sides and skirt.



In conclusion, the current awning, while not strictly in compliance with the guidelines in the District Master Plan for Madison Avenue, is neatly constructed with appropriate fabric, color, graphics, and lettering, and succeeds in concealing the existing AC units. The existing AC units are of the necessary capacity for providing adequate cooling to the restaurant. The width of the awning, while exceeding the original opening, provides the minimum distance to adequately conceal the equipment, while still allowing for proper ventilation. Alternative schemes do not solve the awkward condition. Any future revision would trigger significant renovation work at the interior and a complete replacement of the storefront. To do this work now would be a huge financial burden for this small business. Given the constraints of the site, we believe that this awning is a reasonable solution to a challenging situation and is not a jarring element in the blend of styles and scales that characterize this stretch of Madison Avenue. We respectfully request that the existing installation be approved as currently configured.