

Valerie S. Mason
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**The City of New York
Community Board 8 Manhattan**

February 23, 2024

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

RE: 828 Madison Avenue (Upper East Side Historic District) – *Design Republic* – A Neo-Renaissance style building designed by George F. Pelham and constructed in 1925-26. Application is to install storefront infill and signage at the building's southern seven storefront bays along East 69th Street and Madison Avenue.

Dear Chair Carroll,

At the Full Board meeting of Community Board 8 Manhattan held on February 21, 2024, the Board unanimously approved the following resolution by a vote of 35 in favor, 0 opposed, 0 abstentions, and 0 not voting for cause.

WHEREAS the applicant proposed to install storefronts and signage in the building's southern end -- three bays on East 69th Street and four bays on Madison Avenue;

WHEREAS the Landmarks Preservation Commission (LPC) had approved a storefront master plan for the building in 2018;

WHEREAS the master plan included a granite base, two-inch bronze storefront window frames; and canvas awnings;

WHEREAS the LPC approved storefronts and signage for the thirteen bays to the north of the bays under consideration in the subject application;

WHEREAS neither the approved storefronts nor the applicant's proposed storefronts conform with the master plan;

WHEREAS the approved storefronts have a granite base, bronze frames with four-inch-deep bottom mullions, and canvas awnings;

WHEREAS the approved storefronts do not comply with the master plan in the four-inch-deep bronze frames at the bottoms of the storefront windows;

WHEREAS the proposed storefronts have a granite base, two-inch bronze frames with eleven-inch-deep top mullions to provide surfaces for signs;

WHEREAS the northernmost proposed storefront has a two-inch deep top mullion and a wide vertical mullion on the northern side;

WHEREAS the storefront frames will be a medium statutory bronze to match the master plan requirement;

WHEREAS the proposed storefronts do not comply with the master plan in the eleven-inch-deep top mullions, wide side mullion, granite that is lighter in color, and the lack of awnings;

WHEREAS the proposed entrance doors are either side of the southeast corner pier;

WHEREAS the proposed service door is at the western end of the western bay of the southern end of the building;

WHEREAS signs will have six-inch-high blackened bronze letters on the medium statutory bronze mullions;

WHEREAS the blackened bronze signs will be on the upper mullion in the center bay on East 69th Street and on the upper mullions in the two center bays on Madison Avenue;

WHEREAS there will be a vertical, blackened bronze sign at the top of the wide mullion in the northernmost bay on Madison Avenue;

WHEREAS there will be etched signs in the two glass entrance doors;

WHEREAS there will be blackened bronze signs on the two faces of the corner pier and on the piers either side of the corner storefronts;

WHEREAS the existing sconces will be removed;

WHEREAS the proposed storefronts have elegant detailing, they are not as consistent with the master plan as the proposed storefronts in the remaining thirteen bays;

WHEREAS the bays of the building could accommodate some differences, the proposed changes from the master plan go beyond theme and variations by eliminating the awnings and sconces and changing the proportions of the windows;

WHEREAS the proposed changes from the master plan eliminate the positive repetition of architectural elements in common;

WHEREAS the proposed application to install storefronts that differ from the master plan is not appropriate and contextual within the historic district;

THEREFORE BE IT RESOLVED THAT this application is **DISAPPROVED** as presented.

Please advise us of any action taken on this matter.

Sincerely,

Valerie S. Mason

Valerie S. Mason
Chair

David Helpern and Jane Parshall

David Helpern and Jane Parshall
Co-Chairs, Landmarks Committee

cc: Honorable Kathy Hochul, Governor of New York
Honorable Eric Adams, Mayor of the City of New York
Honorable Mark Levine, Manhattan Borough President
Honorable Jerry Nadler, 12th Congressional District Representative
Honorable Liz Krueger, NYS Senator, 28th Senatorial District
Honorable José M. Serrano, NYS Senator, 29th Senatorial District
Honorable Edward Gibbs, NYS Assembly Member 68th Assembly District
Honorable Alex Bores, NYS Assembly Member, 73rd Assembly District
Honorable Rebecca Seawright, NYS Assembly Member 76th Assembly District

Honorable Keith Powers, NYC Council Member, 4th Council District
Honorable Julie Menin, NYC Council Member, 5th Council District
Honorable Diana Ayala, NYC Council Member, 8th Council District