

800 FIFTH AVENUE

COMMUNITY BOARD 8 - LANDMARKS COMMITTEE

November 17, 2025

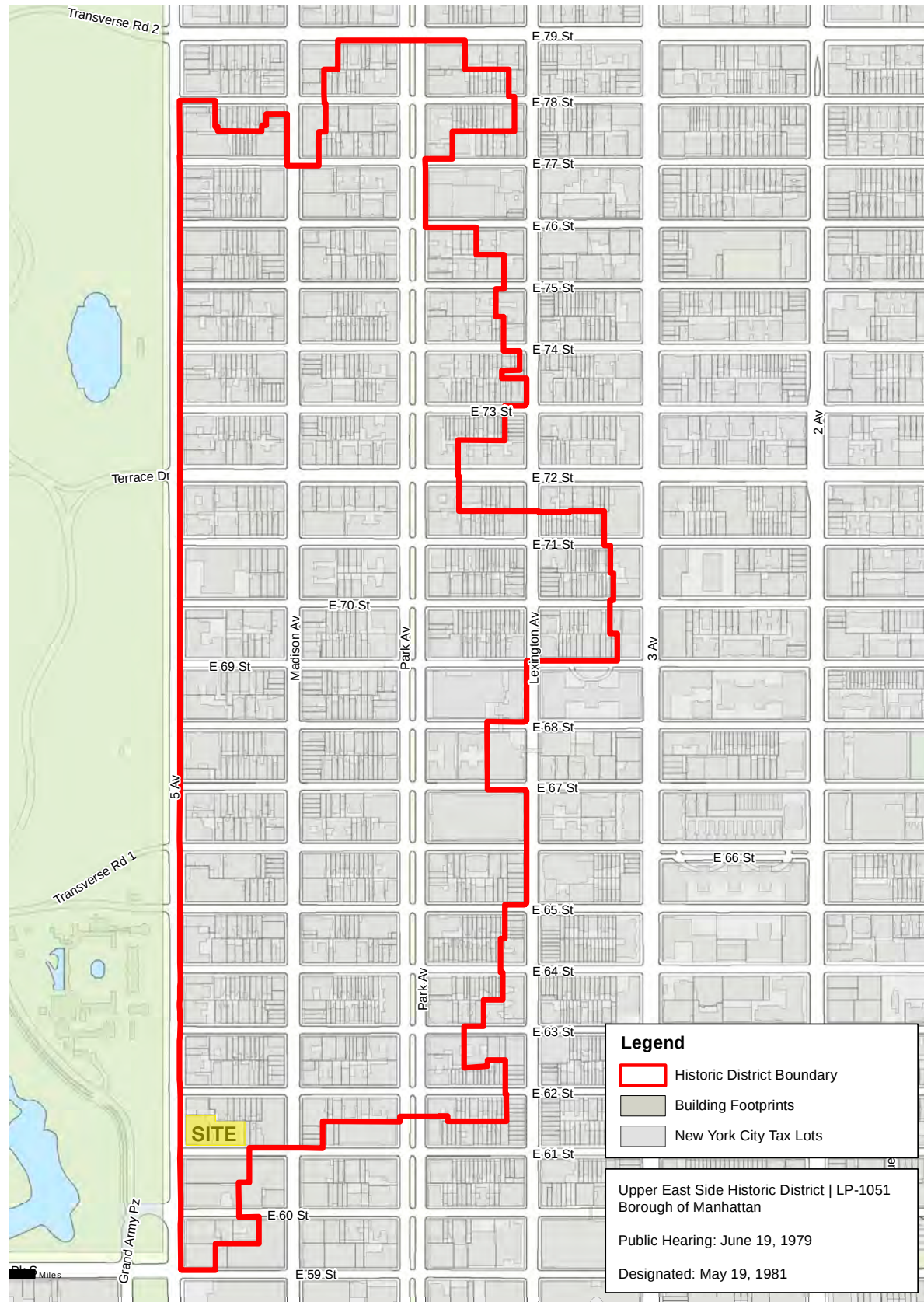
Agenda

1. Project Team
2. Introduction & Existing Conditions
3. Historic Context & Development History
4. Zoning
5. Site Precedents and Appropriateness
6. Project Proposal

Project Team

1. Naftali Group
2. Robert A.M. Stern Architects
3. SLCE Architects LLP
4. Hollander Design
5. Higgins Quasebarth & Partners, LLC
6. Fried, Frank, Harris, Shriver & Jacobson LLP

INTRODUCTION & EXISTING CONDITIONS



INTRODUCTION



VIEW LOOKING SOUTHEAST
EXISTING



VIEW LOOKING SOUTHEAST
PROPOSED



View of building looking southeast.



View of building looking northeast.

EXISTING CONDITIONS



View of the building base on Fifth Avenue.



View of the building base on East 61st Street.

EXISTING CONDITIONS



View of the east elevation looking west on East 61st Street.



View of landscaped area looking northeast.

EXISTING CONDITIONS

HISTORIC CONTEXT & DEVELOPMENT HISTORY



1895 view of Fifth Avenue looking north from East 65th Street.



1916 aerial view of Fifth Avenue north of 59th Street showing the construction of 820 Fifth Avenue. (MCNY)

HISTORIC CONTEXT



1933 view of Fifth Avenue. (Samuel Gottscho)

HISTORIC CONTEXT



Metropolitan Club, 790 Fifth Avenue
(Mckim, Mead & White, 1894)
 The Hotel Pierre, 795 Fifth Avenue
(Schulze & Weaver, 1930)



2 East 64th Street
(NC Mellen, 1896)
 825 Fifth Avenue
(JER Carpenter, 1926)

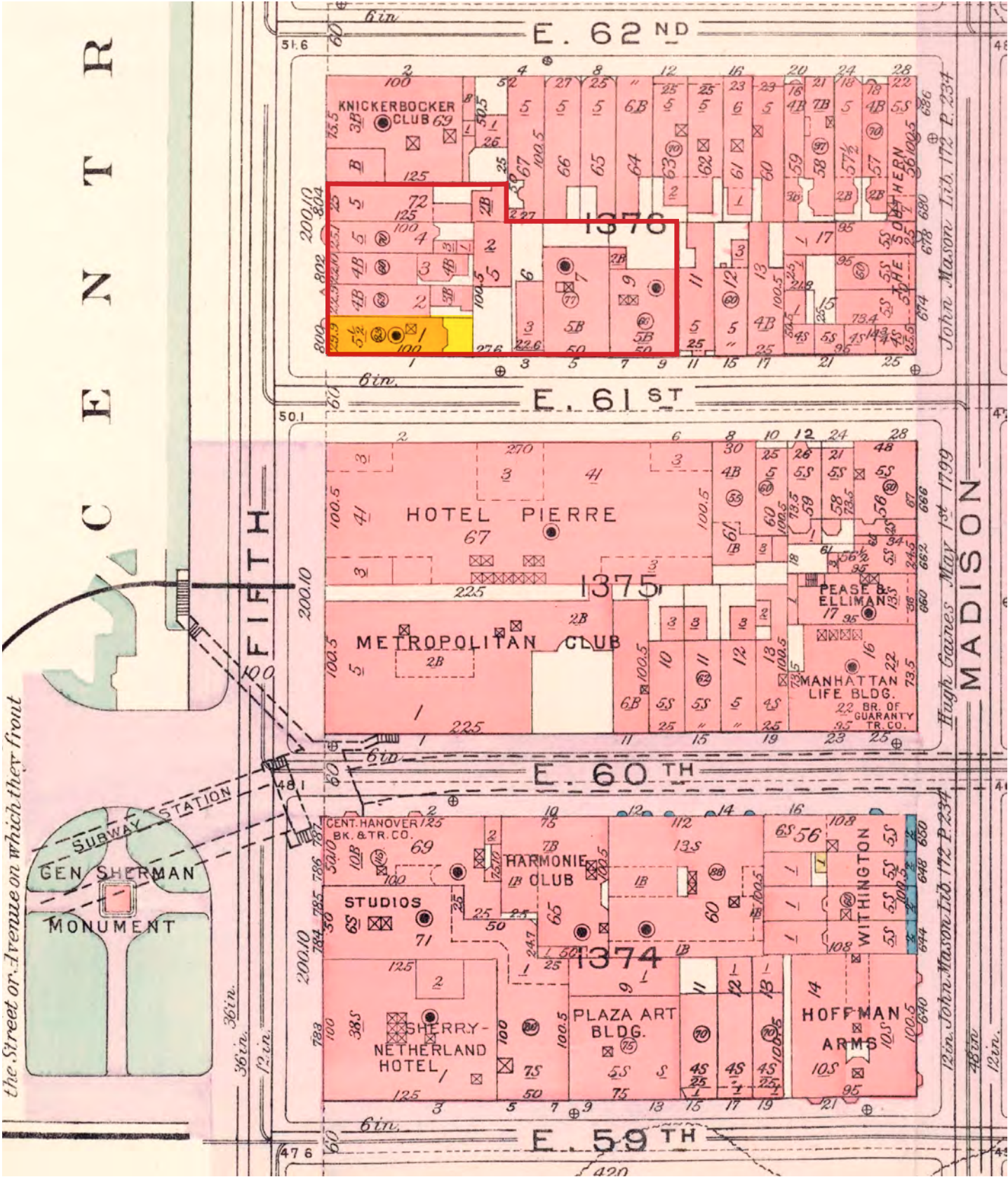


Edward & Mary Stillman Harkness House, 1 East 75th Street
(Hale & Rogers, 1907)
 944 Fifth Avenue
(Nathan Korn, 1926)

HISTORIC CONTEXT



Ca. 1922 view of 800 Fifth Avenue. (New York Times)



1930 Bromley map. (NYPL)

DEVELOPMENT HISTORY



1932 view of Fifth Avenue from Central Park. (MCNY)

DEVELOPMENT HISTORY



1950 view of The Pierre. (Getty)



1931 detail of the base of The Pierre. (Architecture)

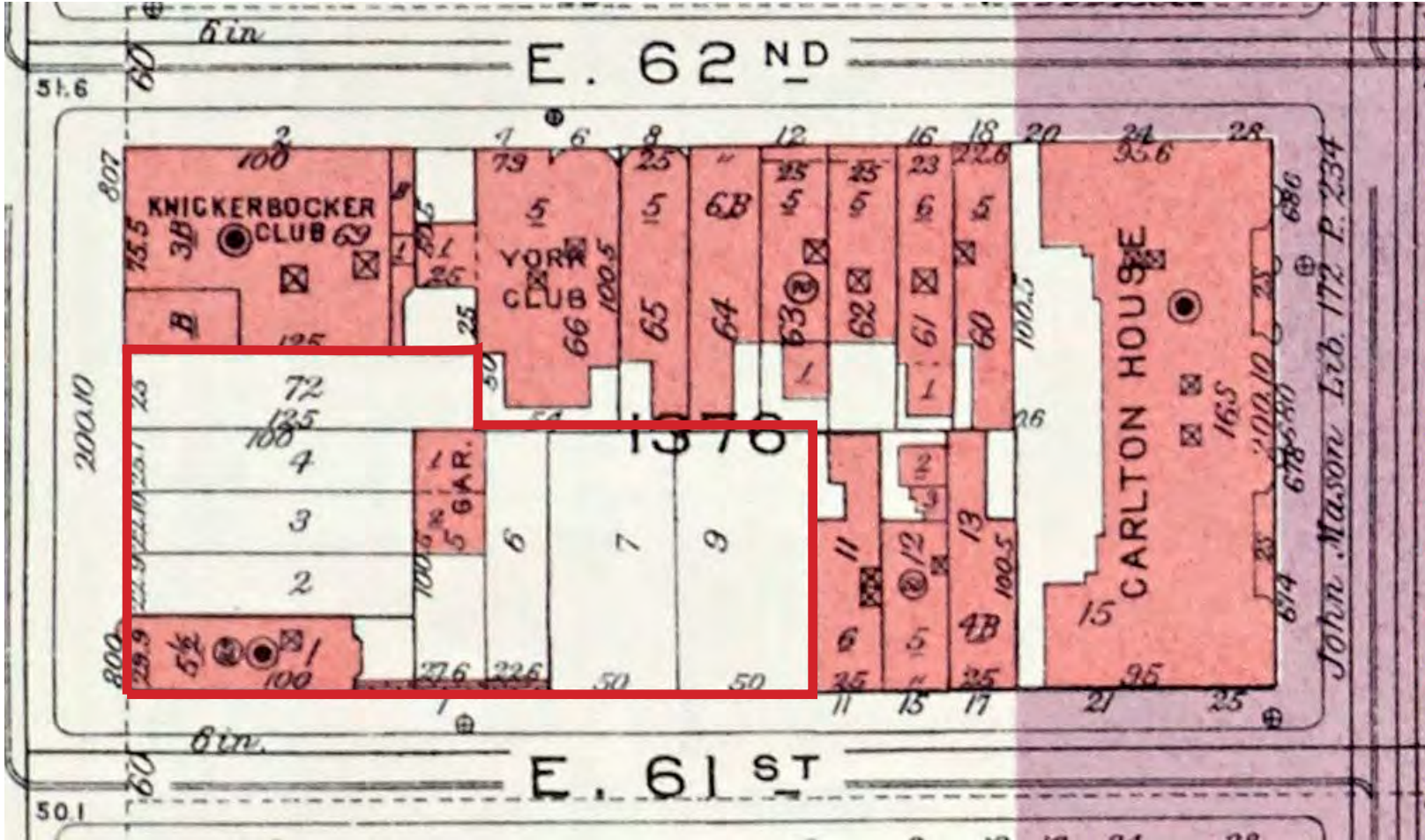


1927 view of the Sherry-Netherland (Schultze & Weaver and Buchman & Kahn, 1927) and the Savoy-Plaza Hotel, (Mckim, Mead, & White, 1927, Demolished)

DEVELOPMENT HISTORY



1977 view of 800 Fifth Avenue. (New York Times)

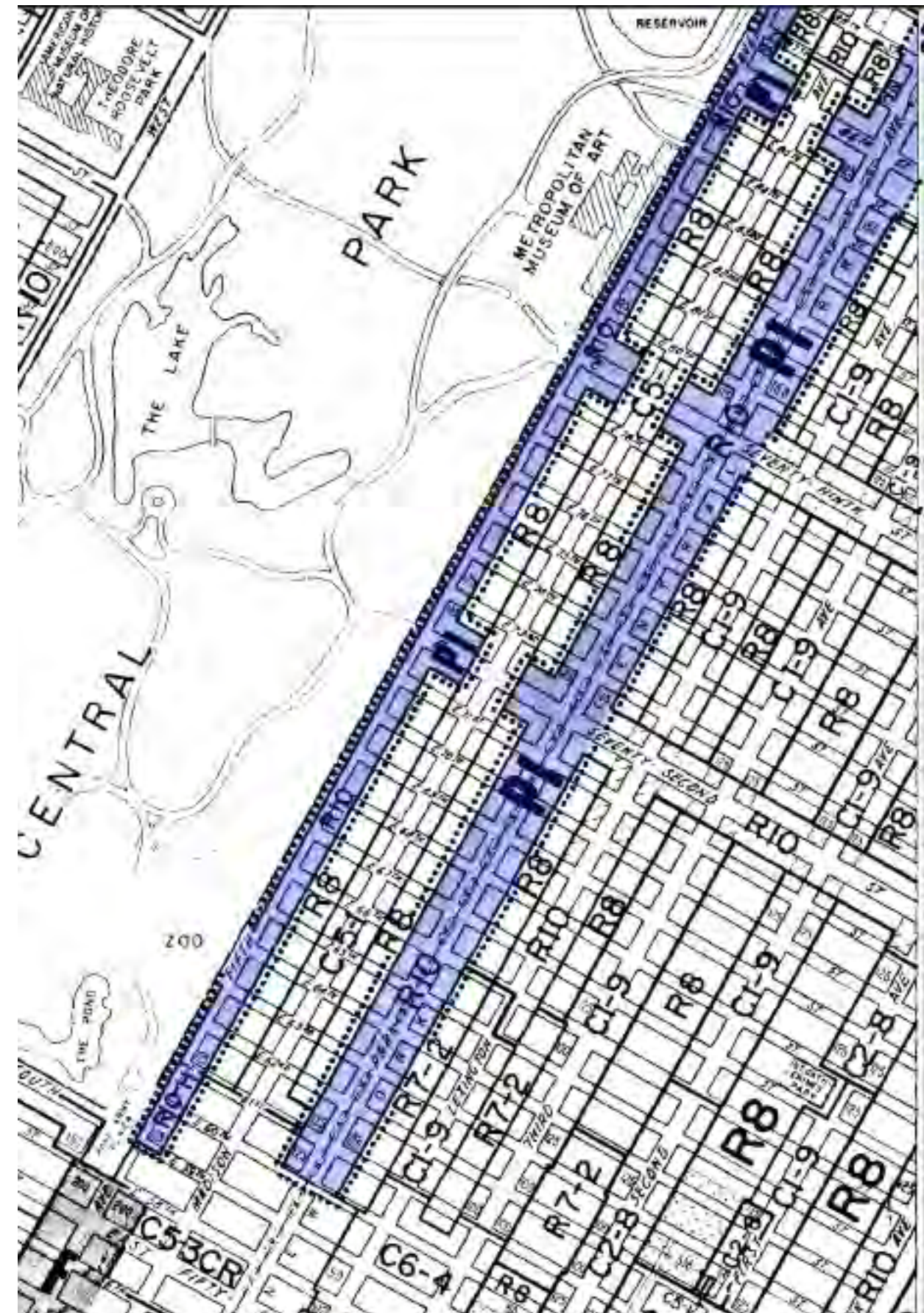


1955 Bromley map. (NYPL)

DEVELOPMENT HISTORY

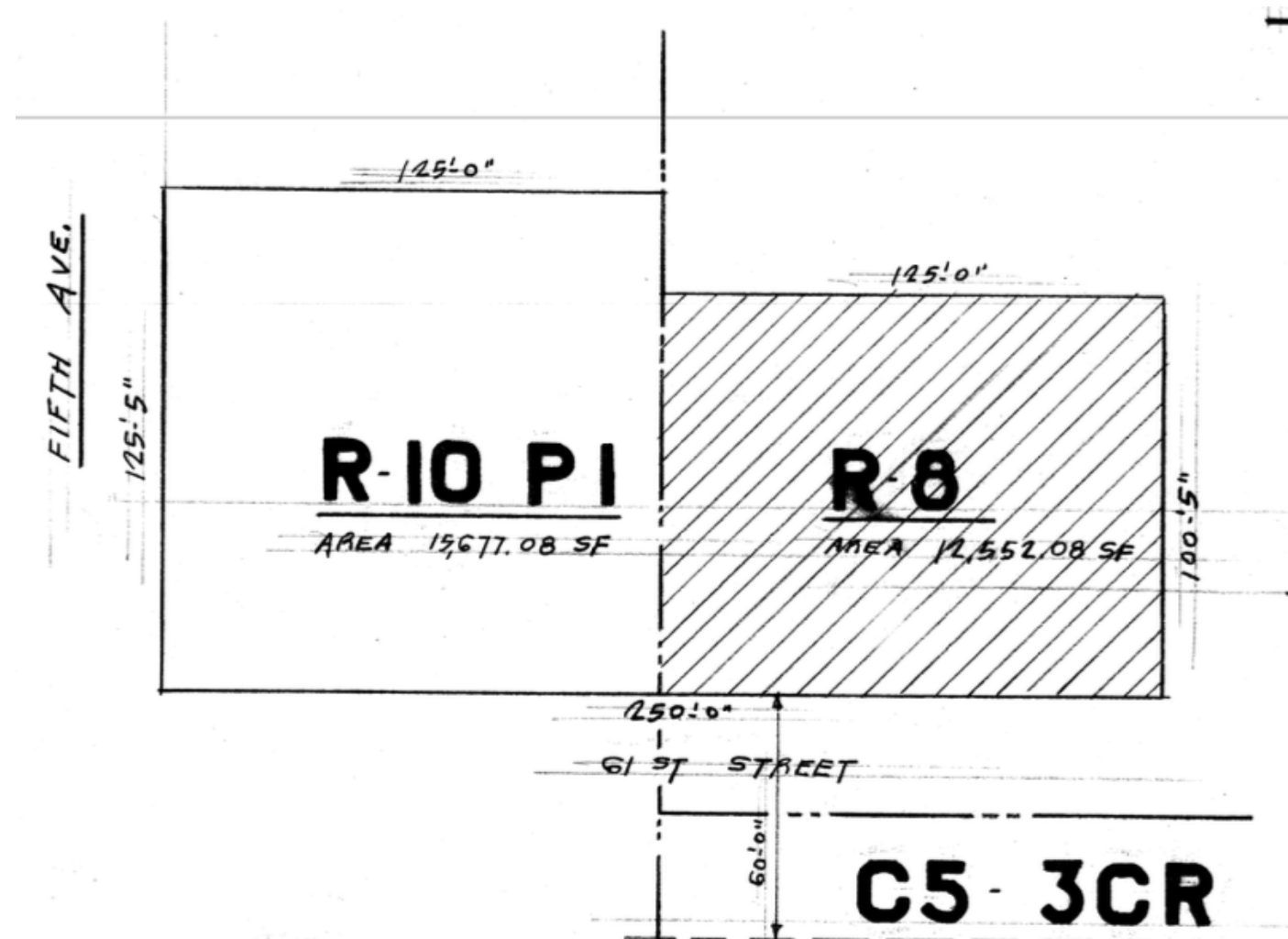


1981 designation photo of 980 Fifth Avenue (1968) and 985 Fifth Avenue (1970). (LPC)

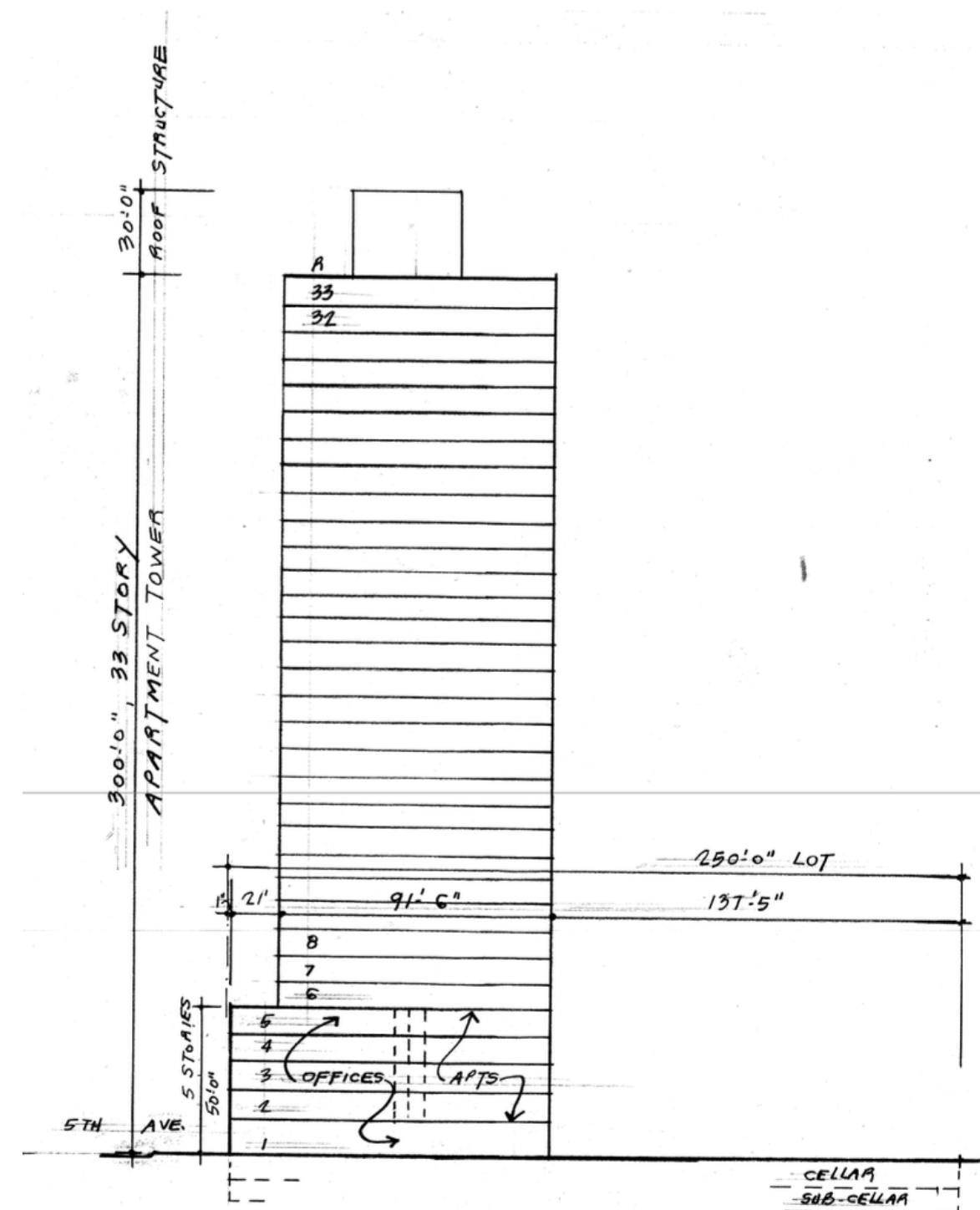


1973 zoning map showing the Special Park Improvement District. (CPC)

DEVELOPMENT HISTORY



1976 special permit diagram of proposed rezoning. (DOB)



1976 special permit zoning diagram of the East 61st Street elevation. (DOB)

DEVELOPMENT HISTORY



1979 view looking south. (Process Architecture)

ADA LOUISE HUXTABLE

“800 Fifth is a dreadful building, if so forthright a description can fit anything that combines so much **banality and hypocrisy...**”
(New York Times, 12/10/78)

“It could be said that the completed building was negotiated to death by the city and the community. The result is **a pitiful compendium of watered-down mannerisms** that are supposed to maintain the integrity of the avenue and relate to adjacent buildings, but speak more clearly of the inflation of costs and impoverishment of crafts in our own time. (See the Hotel Pierre's urn-topped, carved balustrades, and the “balustrade” of holes in the stone with metal rods that are supposed to recall it, or the all-cut-stone facade versus weak trim at the corners.) **If there is any achievement here, it is making the bland grotesque.**”
(New York Times, 2/11/79)

CRITICISM



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION
1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007
TEL: 212 669-7700 FAX: 212 669-7780



PERMIT

CERTIFICATE OF APPROPRIATENESS

ISSUE DATE: 01/29/2013	EXPIRATION DATE: 10/23/2018	DOCKET #: 13-9916	COFA #: COFA 14-0301
ADDRESS 800 FIFTH AVENUE HISTORIC DISTRICT UPPER EAST SIDE		BOROUGH: MANHATTAN	BLOCK/LOT: 1376/1

Display This Permit While Work Is In Progress

ISSUED TO:

Scott Warshaw
615 Buidling Company LLC
Rose Associates
200 Madison Avenue
New York, NY 10016

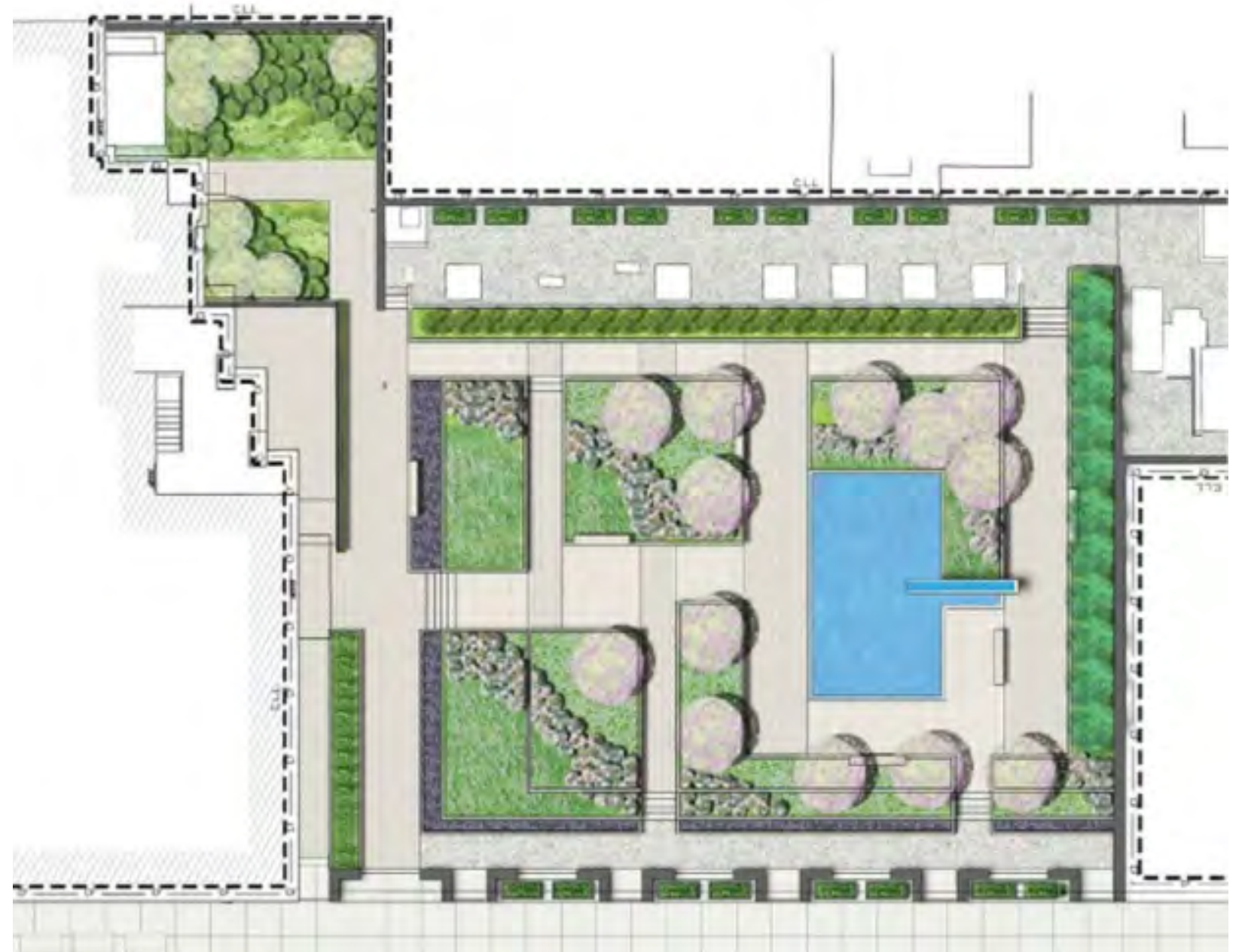
Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of October 23, 2012, following the Public Hearing and Public Meeting of the same date, voted to approve an application to alter the garden and plaza, as you were informed in Status Update Letter 13-7374 (LPC 13-6531) issued October 23, 2012. The approval will expire October 23, 2018.

The proposed work, as approved, consists of demolishing and rebuilding the garden plaza facing East 61st Street; installing new planting beds, trees, and new pre-cast pavement, curbing, and a granite pool; as shown in existing condition photographs, color renderings, and drawings labeled 1 through 18, prepared by Matt Wisniewski of MKW and Associates LLC and presented to the Commission at the Public Hearing.

In reviewing this proposal, the Commission noted 800 Fifth Avenue is a post modern style apartment building designed by Ulrich Franzen & Assoc. and built in 1978; and that 800 Fifth Avenue is not one of the buildings for which the Upper East Side was designated.

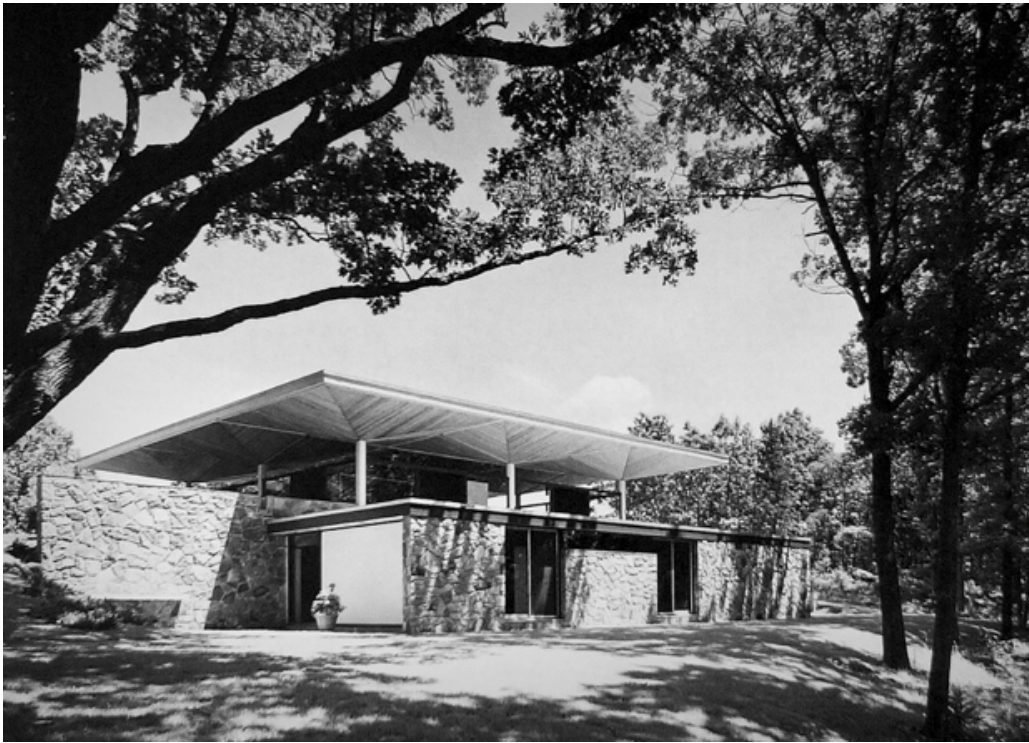
With regard to the proposal, the Commission found that the existing brick and concrete paving, benches, planters and fountain that are to be removed are modern fixtures and have no special relationship to the historic district or immediate surroundings; that the proposed pre-cast concrete pavement and curbing and granite pool relate to the types of building materials found at the apartment building and in the district; that the proposed changes will increase the amount of trees and green planting area within the plaza; and that the open plan of the plaza will be maintained, and that the improvements will enhance the streetscape and special character of the Upper East Side Historic District. Based on these findings, the Commission determined the proposed work to be appropriate to the building and the historic district, and voted to approve this application.

2013 Certification of Appropriateness for rebuilding the landscaped area. (LPC)



2013 landscaped area plan. (MKW and Associates)

LPC HISTORY



Towers House, Essex, CT (1957)



Alley Theatre, Houston, TX (1968)



Watchtower and Tract Society, Brooklyn (1969)



Philip Morris Building, 120 Park Avenue (1983)

ULRICH FRANZEN



1001 Fifth Avenue (Philip Johnson, 1979)
Metropolitan Museum HD (1977)
Under construction at time of designation



870 Park Avenue (Robert A.M. Stern, 1975)
Upper East Side HD (1981)
Style: Post-Modern



Asia Society, 725 Park Avenue (Edward Larrabee Barnes, 1979)
Upper East Side HD (1981)
Style: Post-Modern

POST-MODERNISM ON THE UPPER EAST SIDE



Existing Condition on Fifth Avenue.



Rendering of Fifth Avenue elevation.



Rendering of rear elevation.

985 FIFTH AVENUE (STUDIO SOFIELD)
APPROVED BY LPC IN 2023

LPC-APPROVED BUILDINGS ON THE UPPER EAST SIDE



Existing Condition on Madison Avenue.



View looking west on East 65th Street.



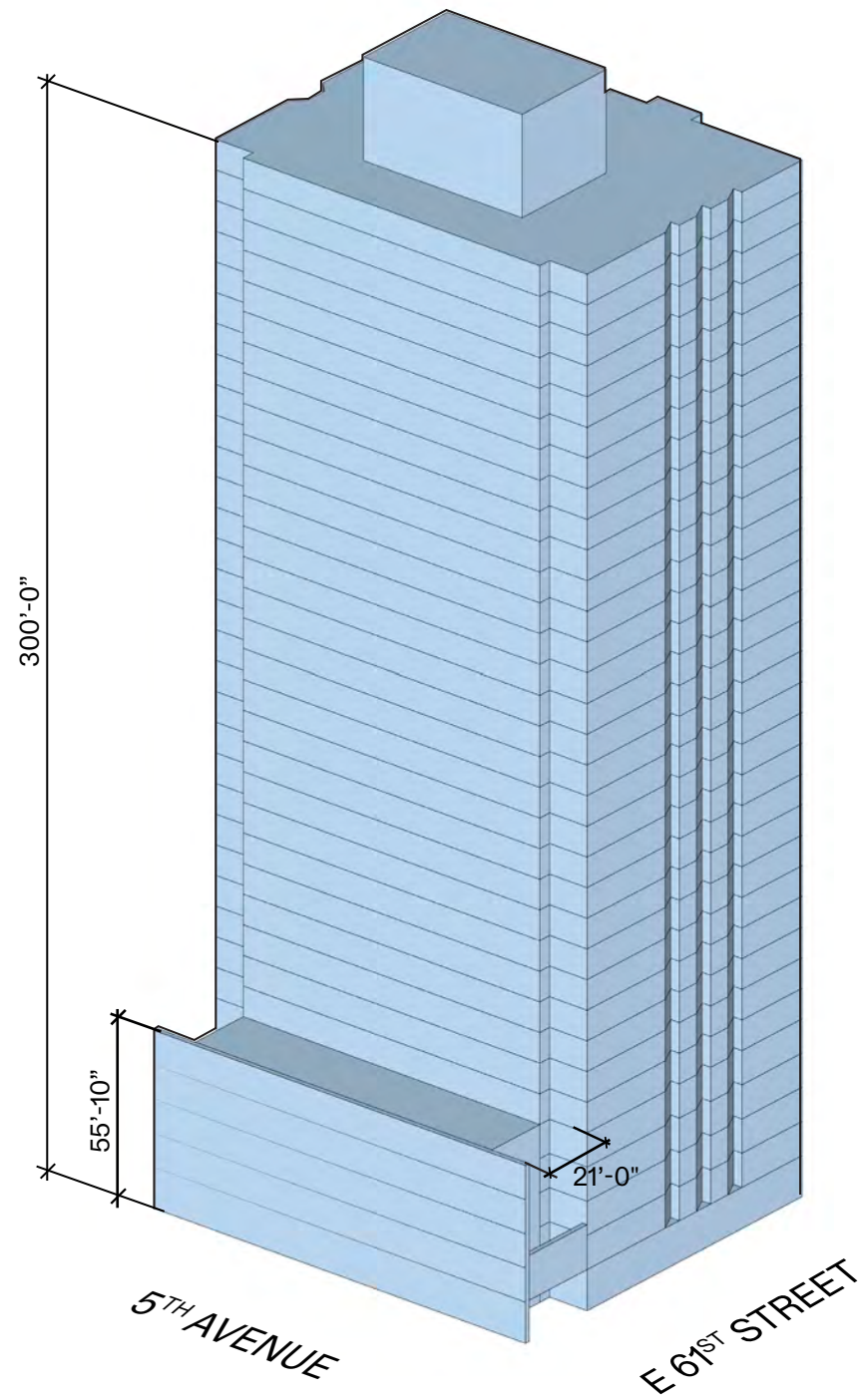
View looking north on Madison Avenue.

760 MADISON AVENUE (COOKFOX ARCHITECTS)
APPROVED BY LPC IN 2019

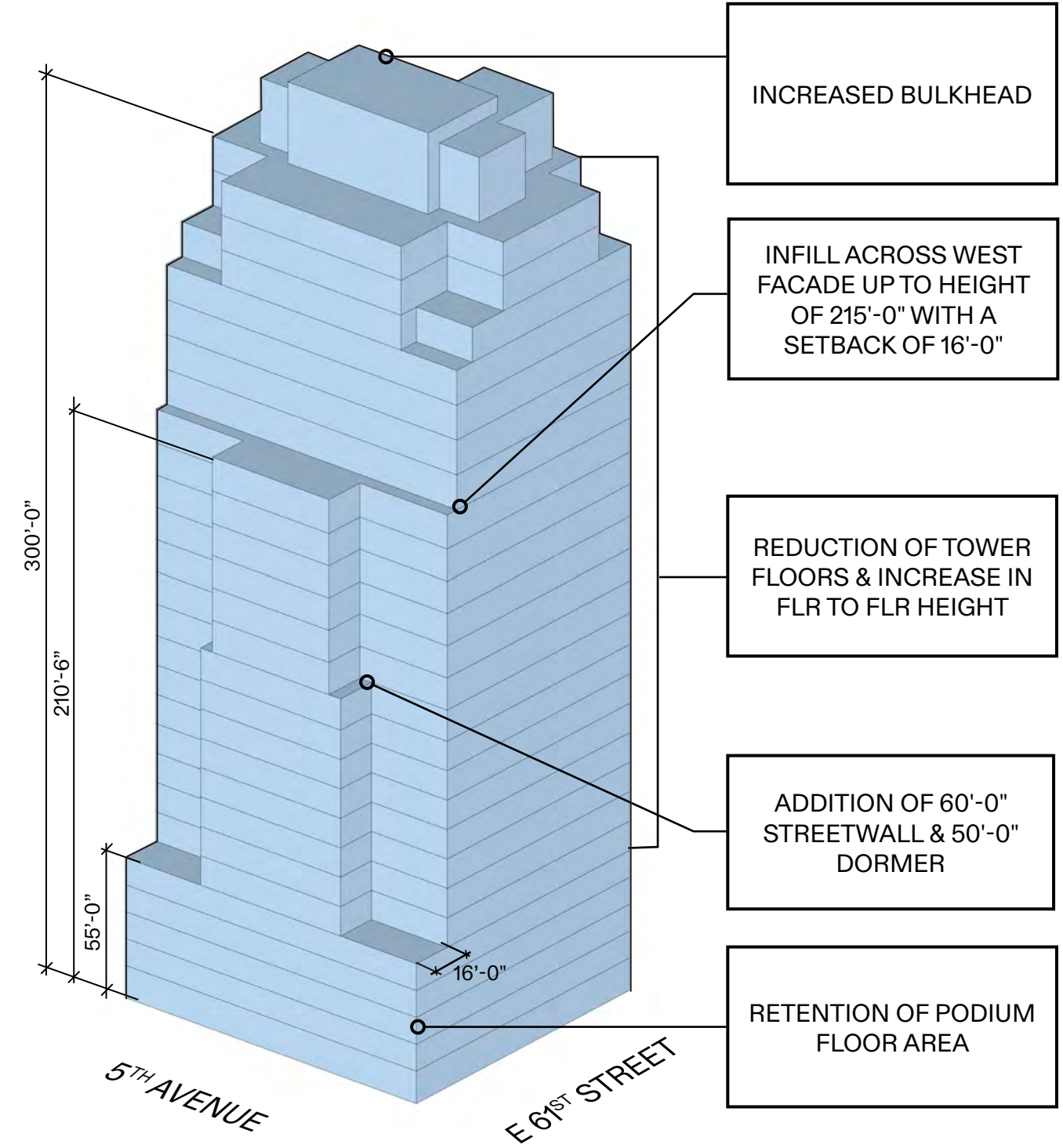
LPC-APPROVED BUILDINGS ON THE UPPER EAST SIDE

ZONING

1976 SPECIAL PERMIT

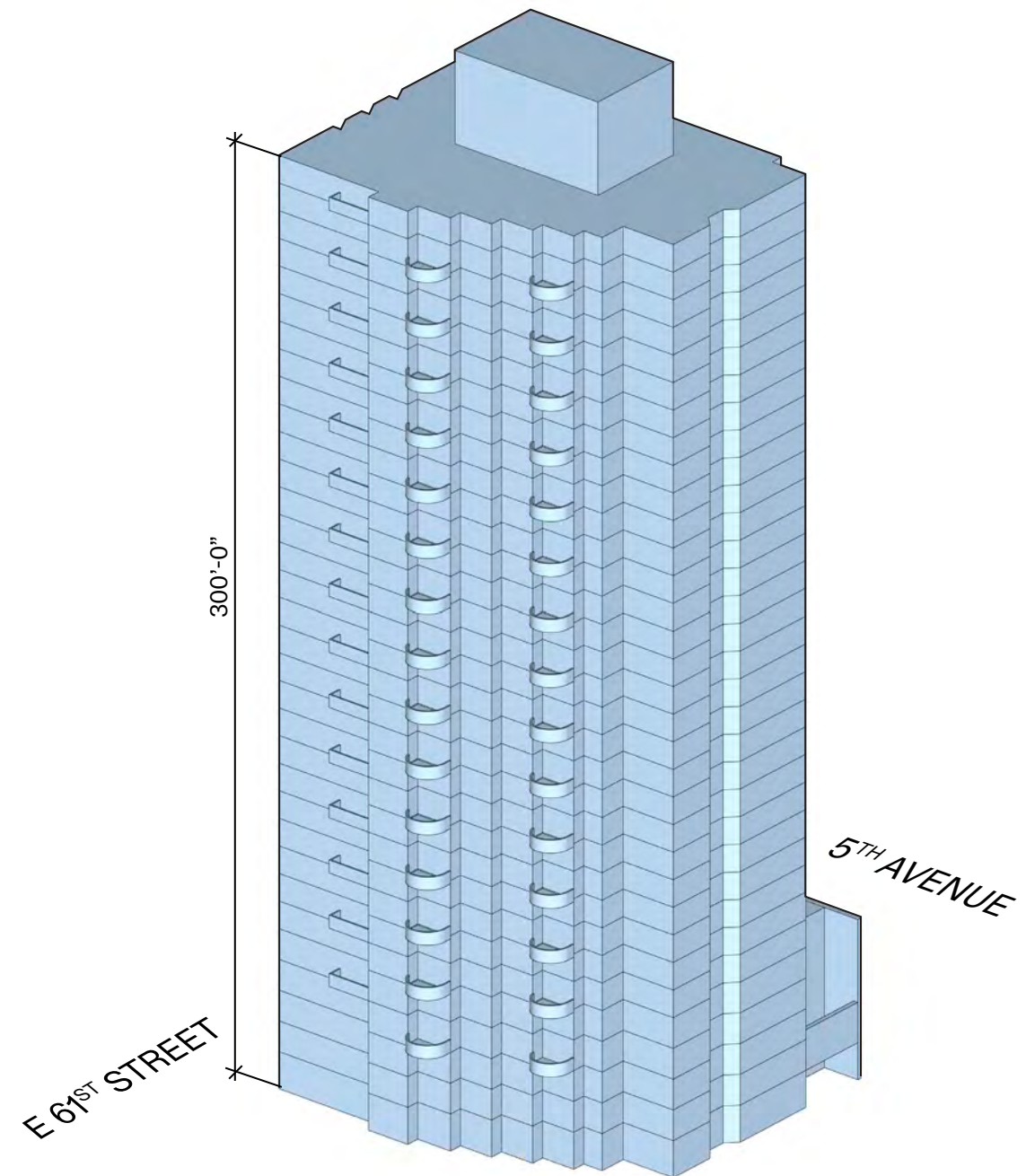


PROPOSED DESIGN

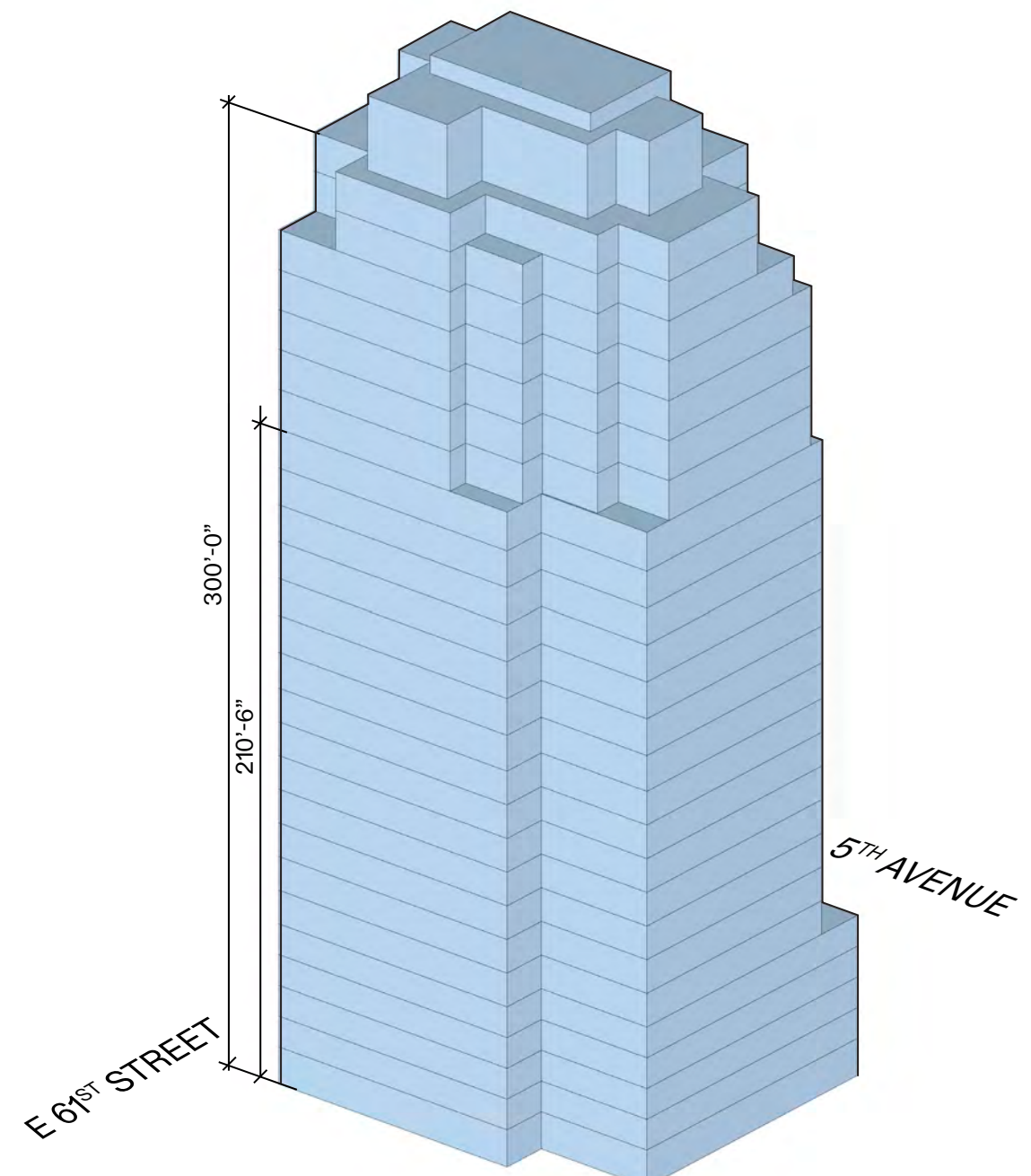


ZONING MASSING DIAGRAM
SOUTH WEST ELEVATION

1976 SPECIAL PERMIT



PROPOSED DESIGN



ZONING MASSING DIAGRAM
NORTH EAST ELEVATION

CONTEXT & APPROPRIATENESS



TRANSITION ALONG 5TH AVENUE TOWARDS MIDTOWN



ARTICULATED FACADES



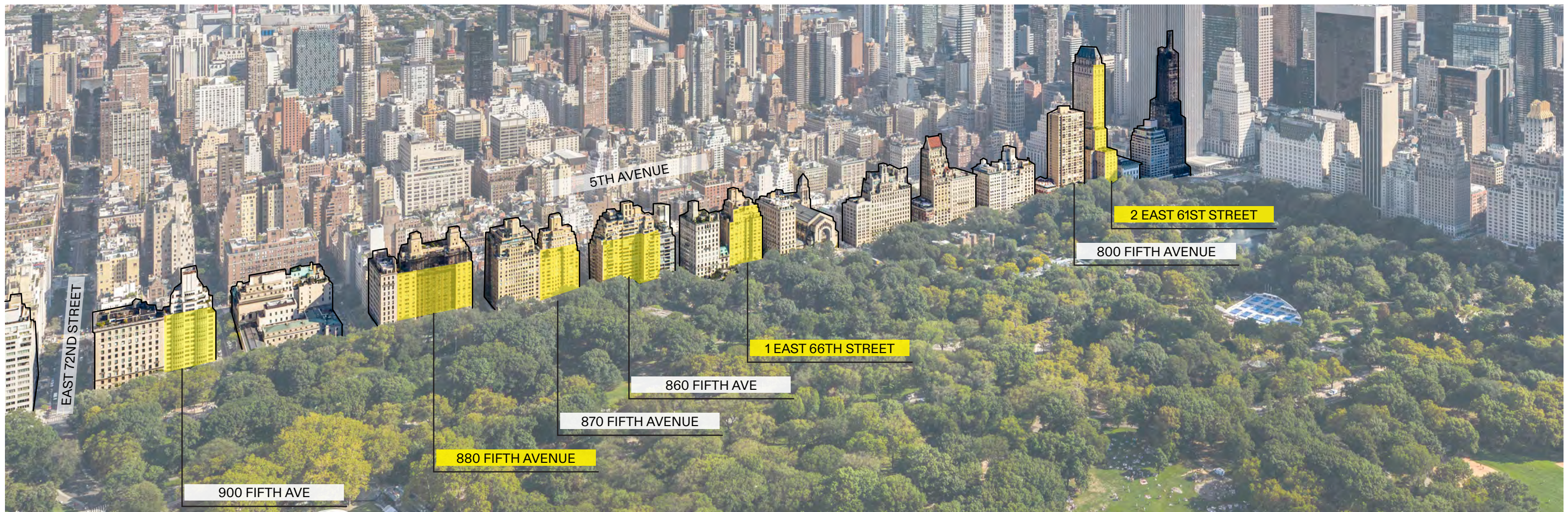
880 5th Avenue, Emery Roth, 1948



1 East 66th Street, Rosario Candela, 1948



Pierre Hotel, Schultze & Weaver, 1930



ARTICULATED FACADES



SCULPTED TOPS



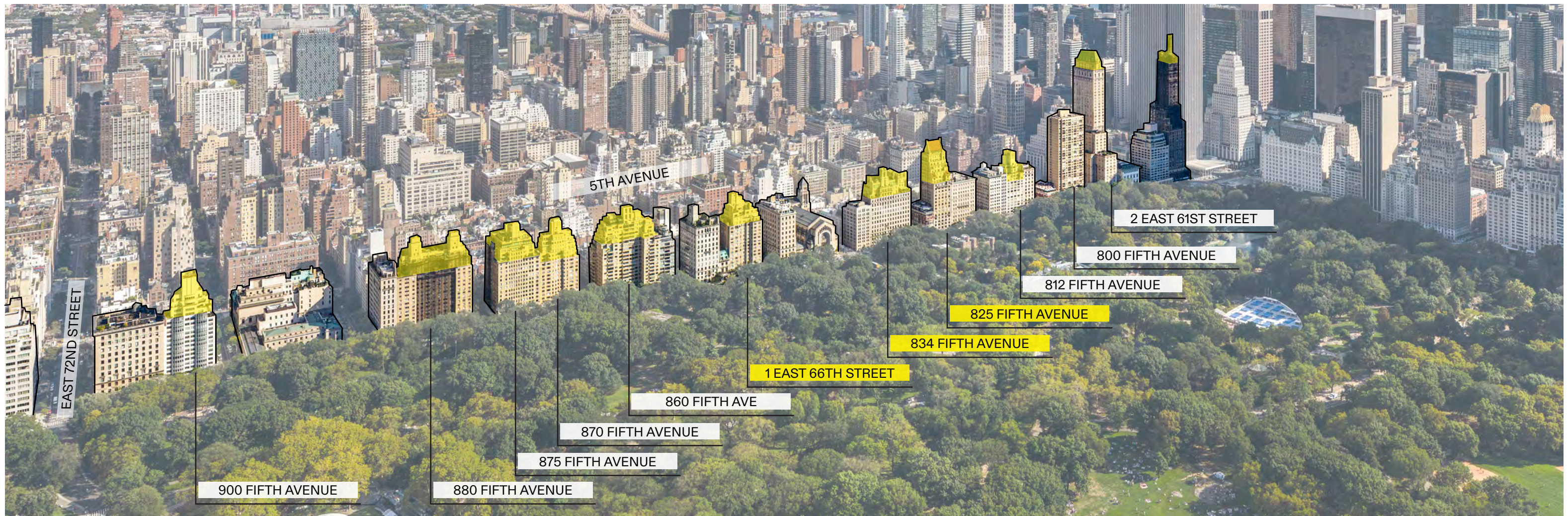
1 East 66th Street, Rosario Candela, 1948



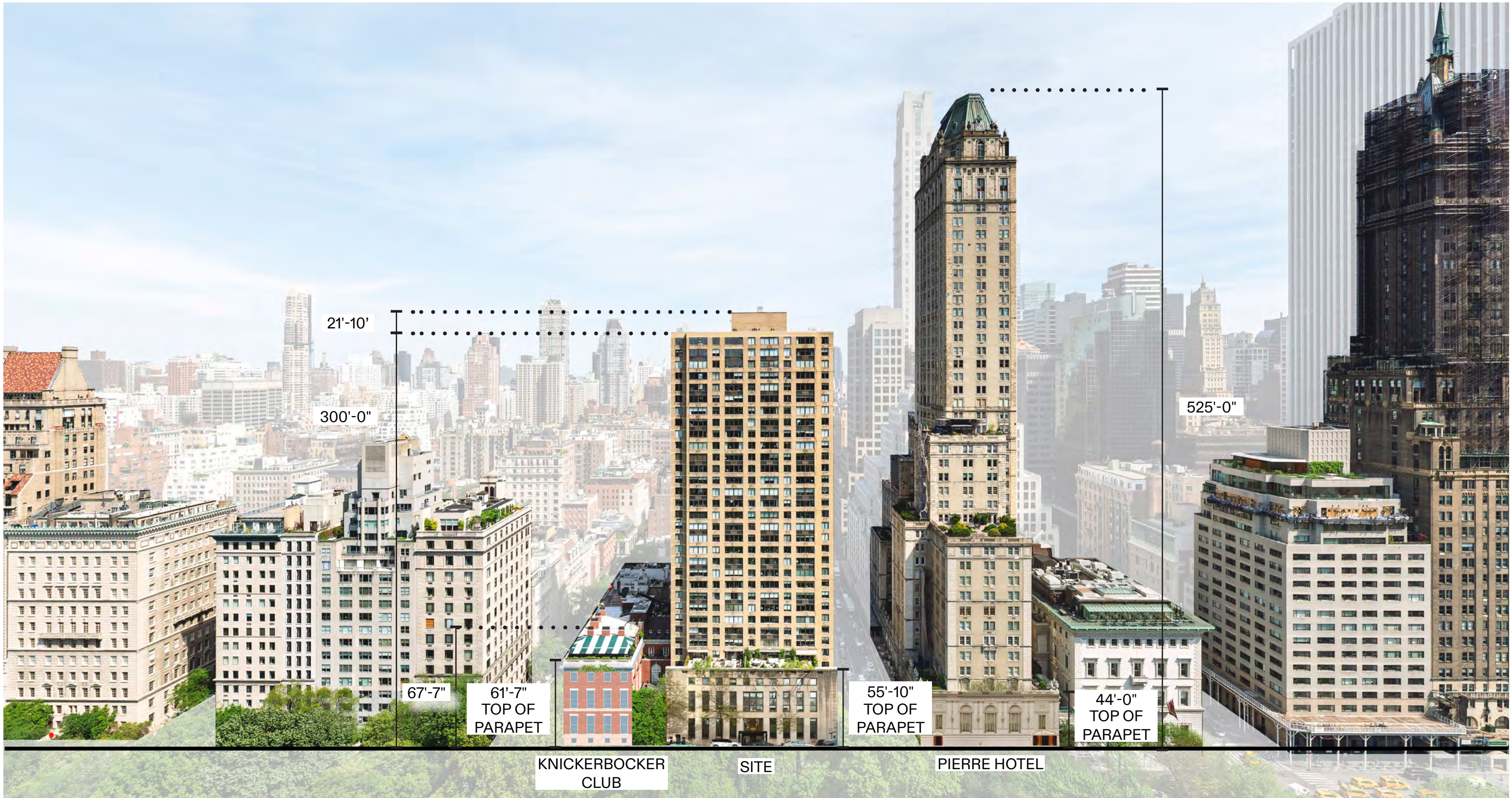
834 Fifth Avenue, Rosario Candela, 1931



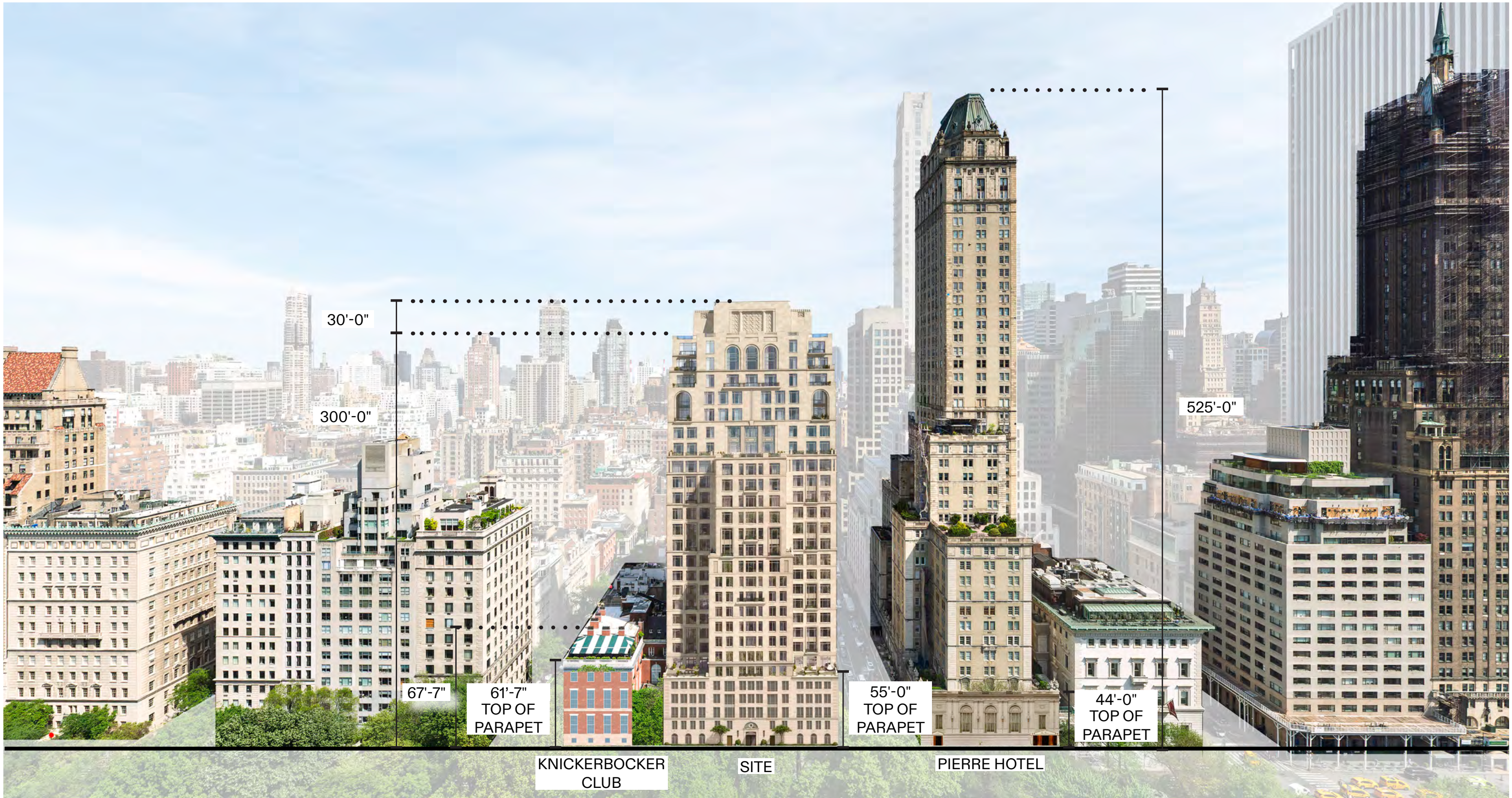
825 Fifth Avenue, JER Carpenter, 1926



SCULPTED TOPS



SITE ADJACENCIES

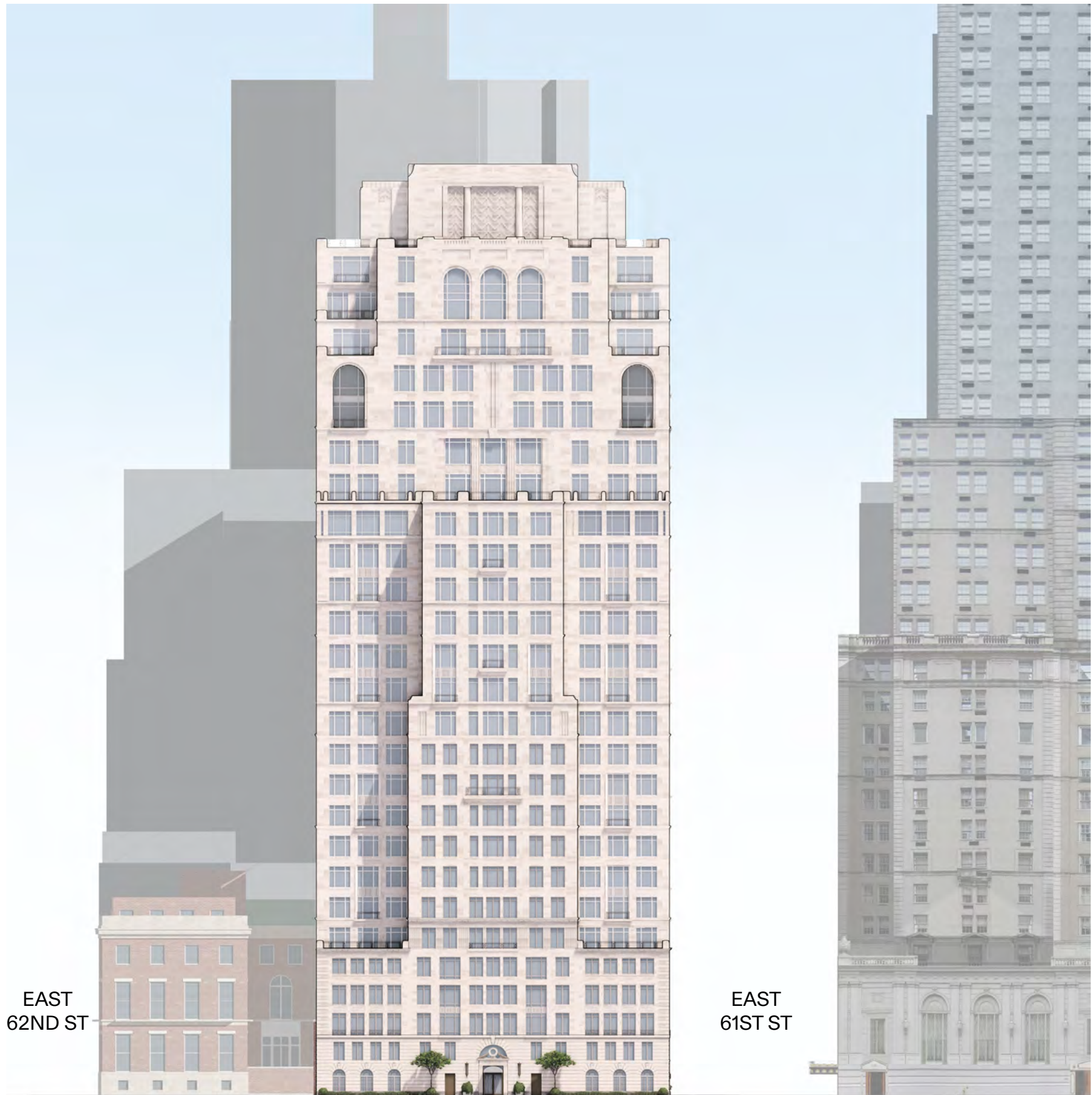


SITE ADJACENCIES - PROPOSAL

DESIGN PROPOSAL



SITE PLAN
PROPOSED



EAST
62ND ST

EAST
61ST ST

KNICKERBOCKER CLUB

THE PIERRE

5TH AVE

PROPOSED ELEVATIONS

WEST

0 8 16 32

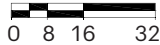


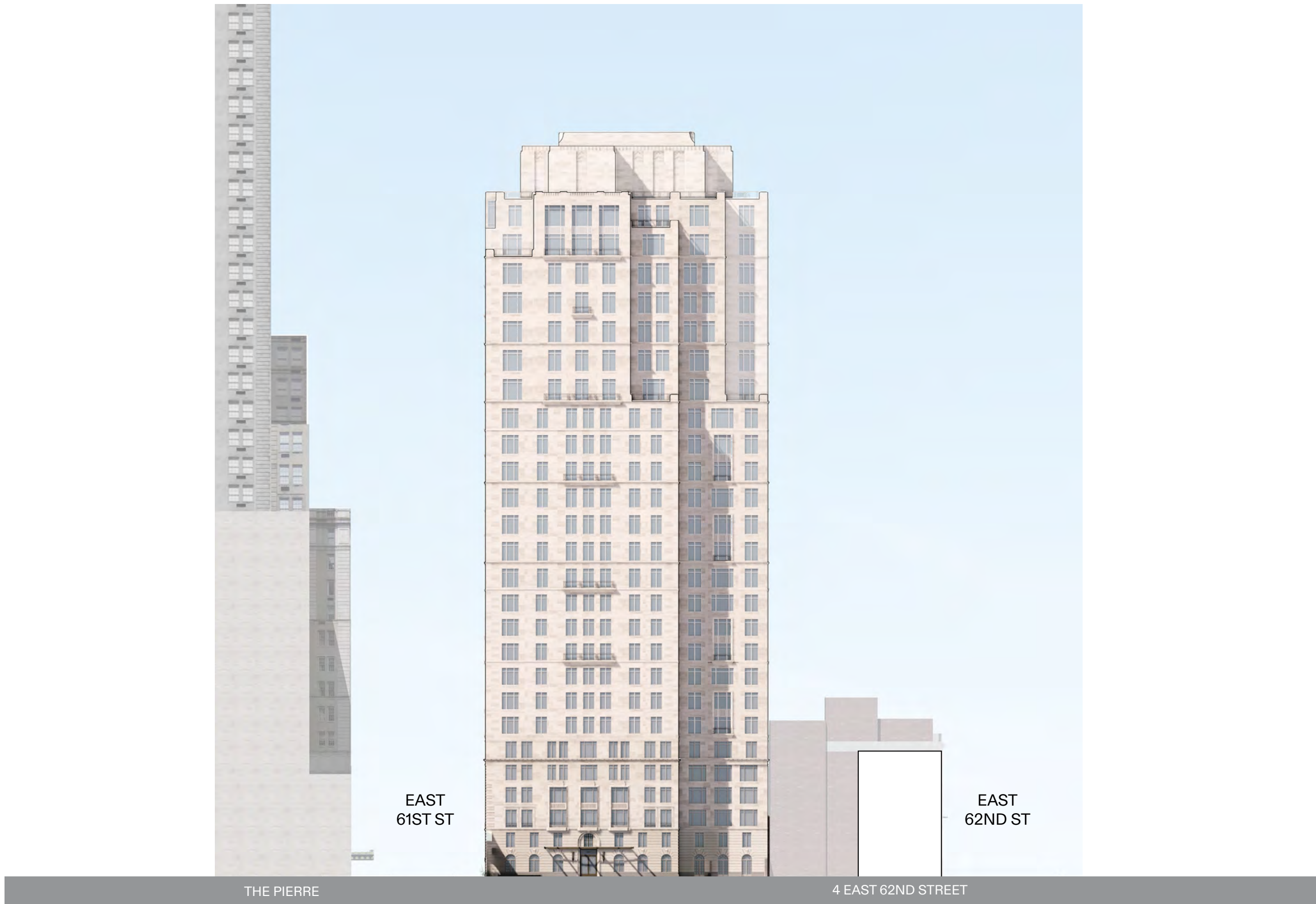
5TH AVE

11 EAST 61ST STREET

EAST 61ST ST

PROPOSED ELEVATIONS
SOUTH





PROPOSED ELEVATIONS
EAST



KNICKBOCKER CLUB

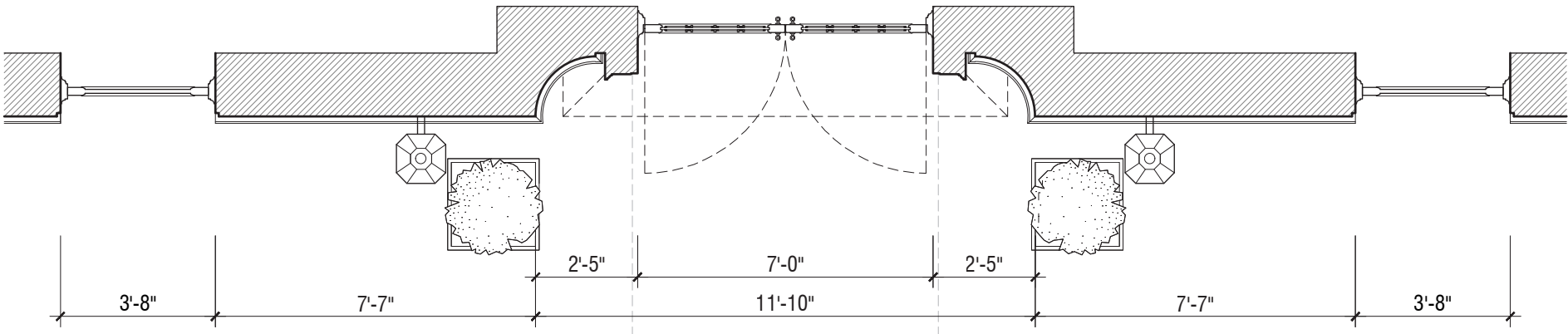
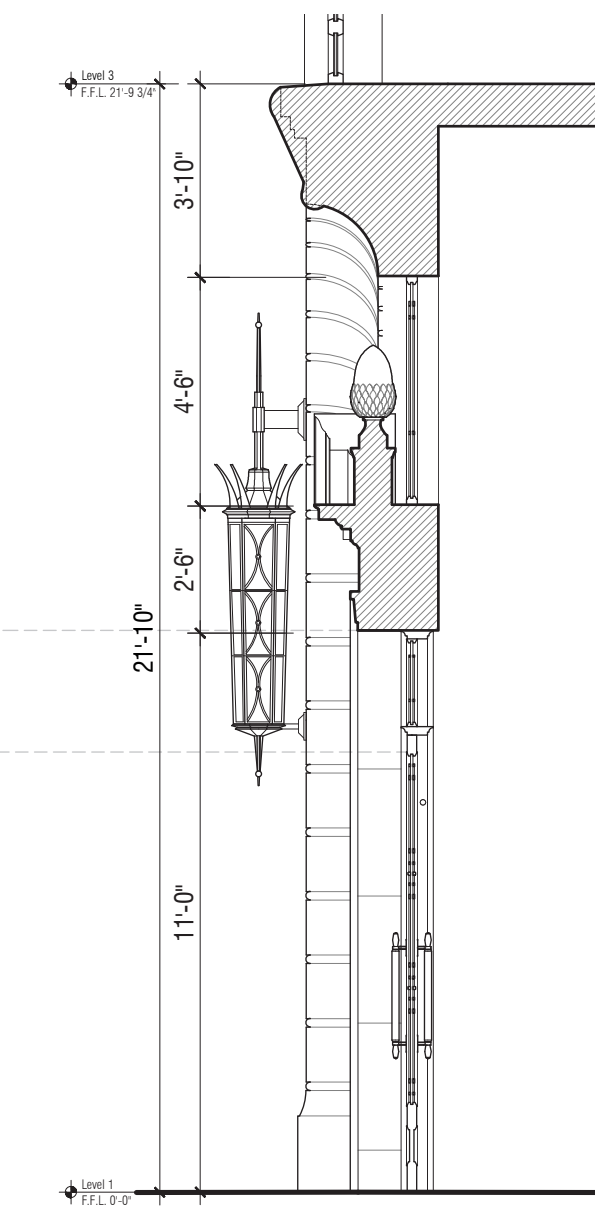
EAST 62ND ST

PROPOSED ELEVATIONS
NORTH

0 8 16 32



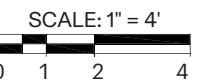
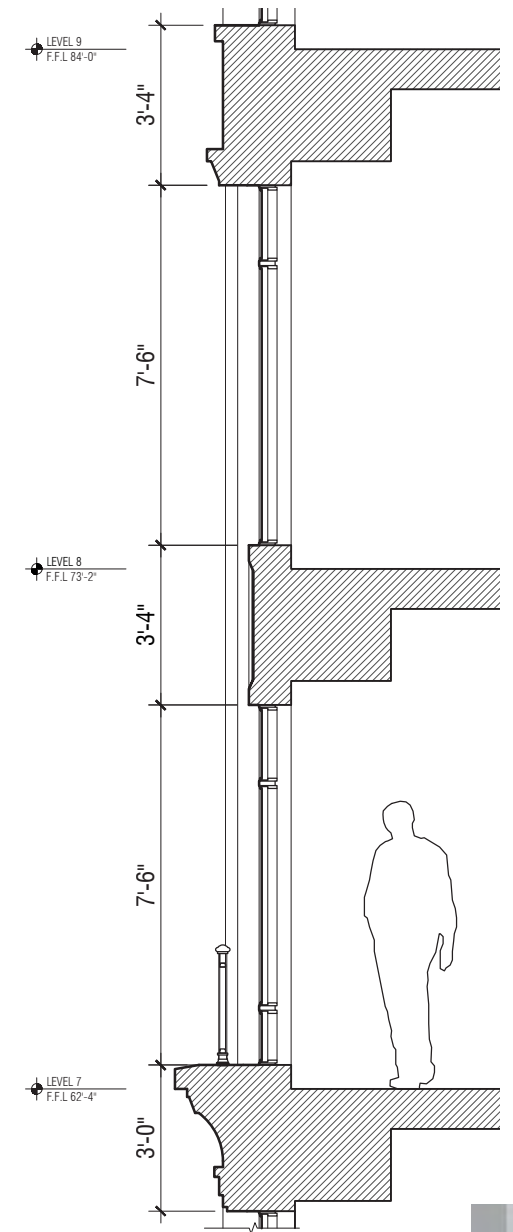
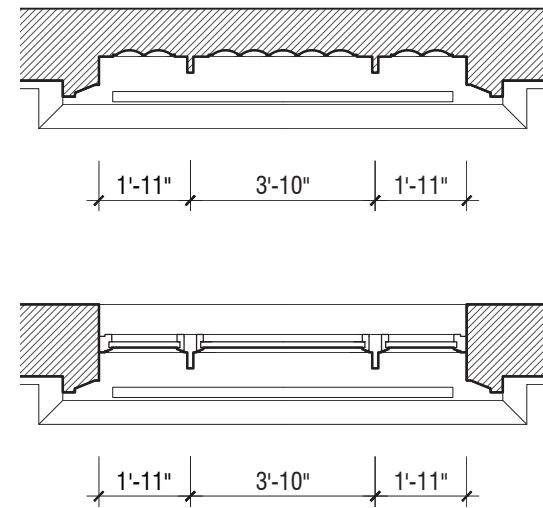
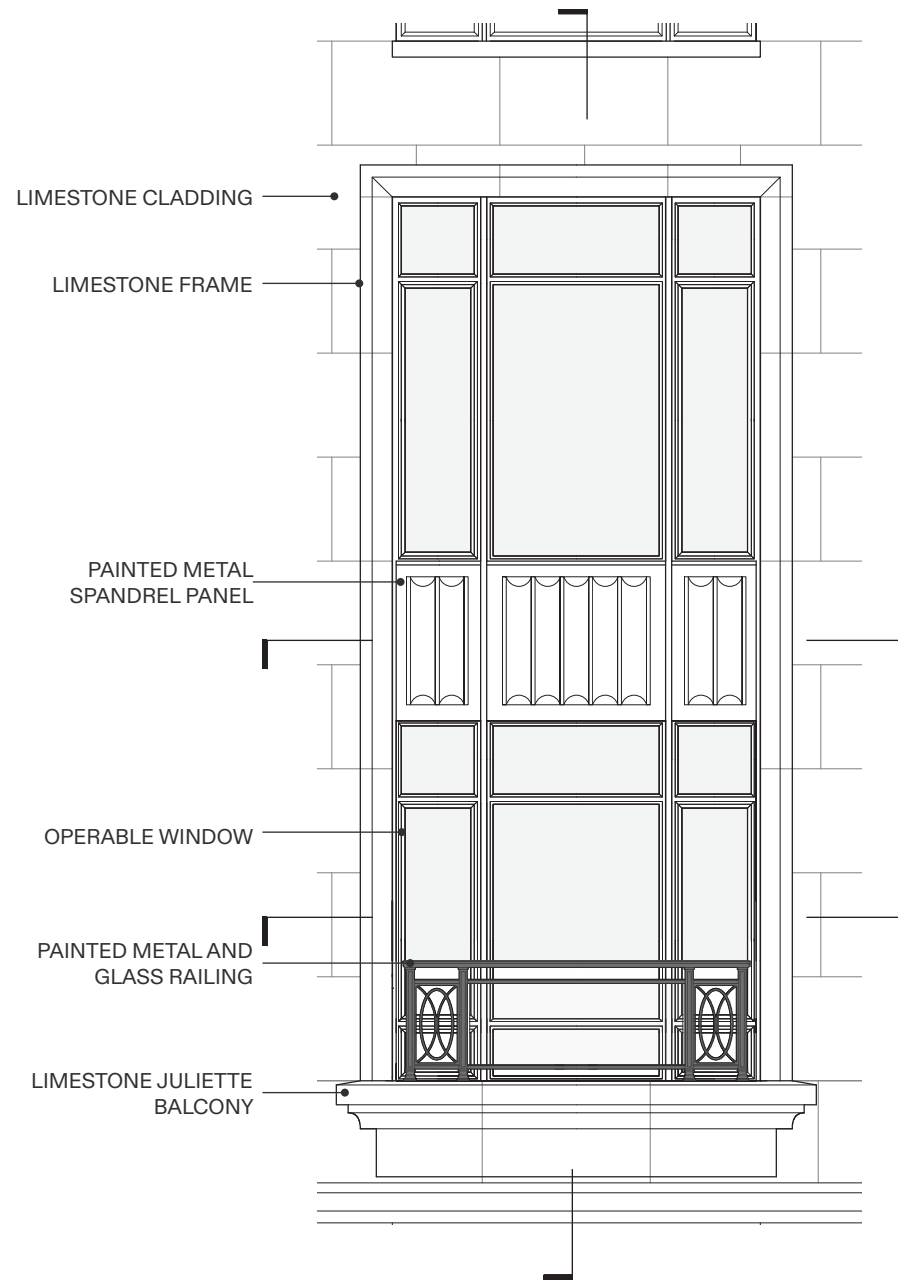
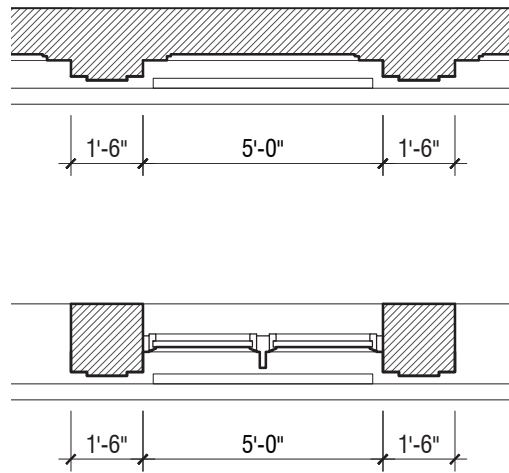
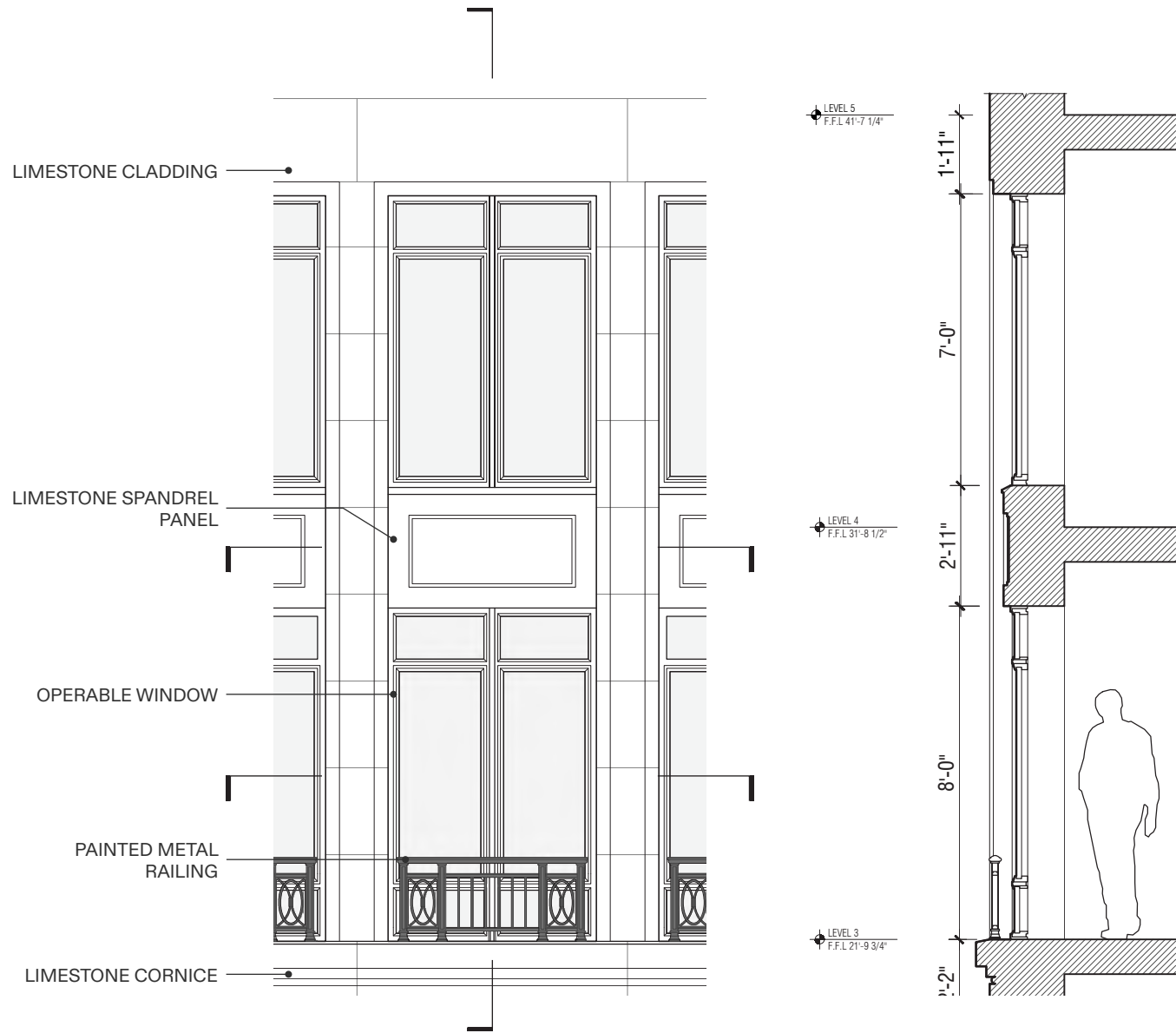
GRANITE WATERTABLE



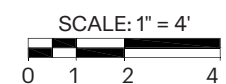
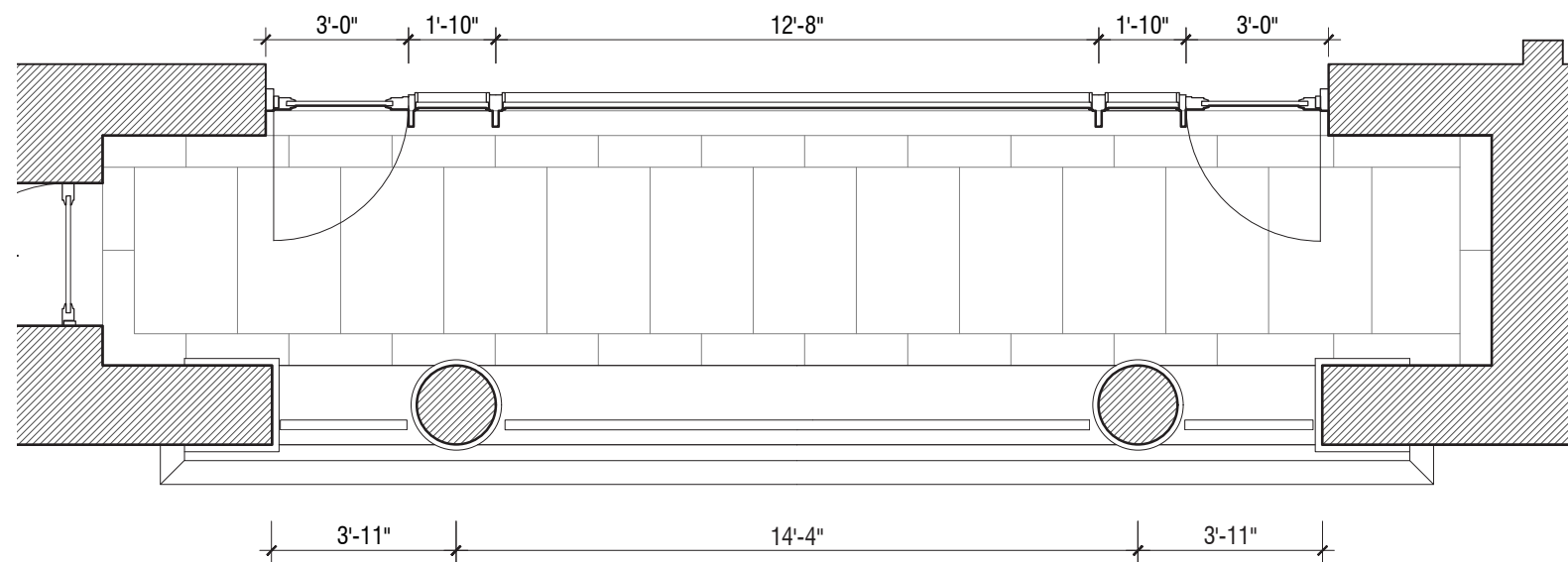
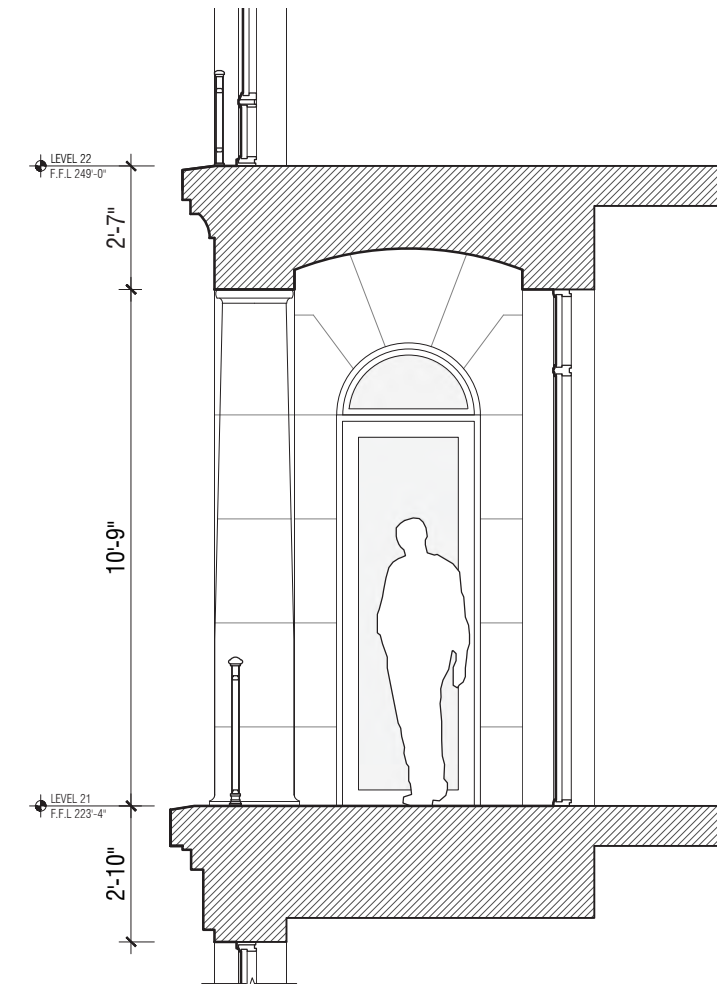
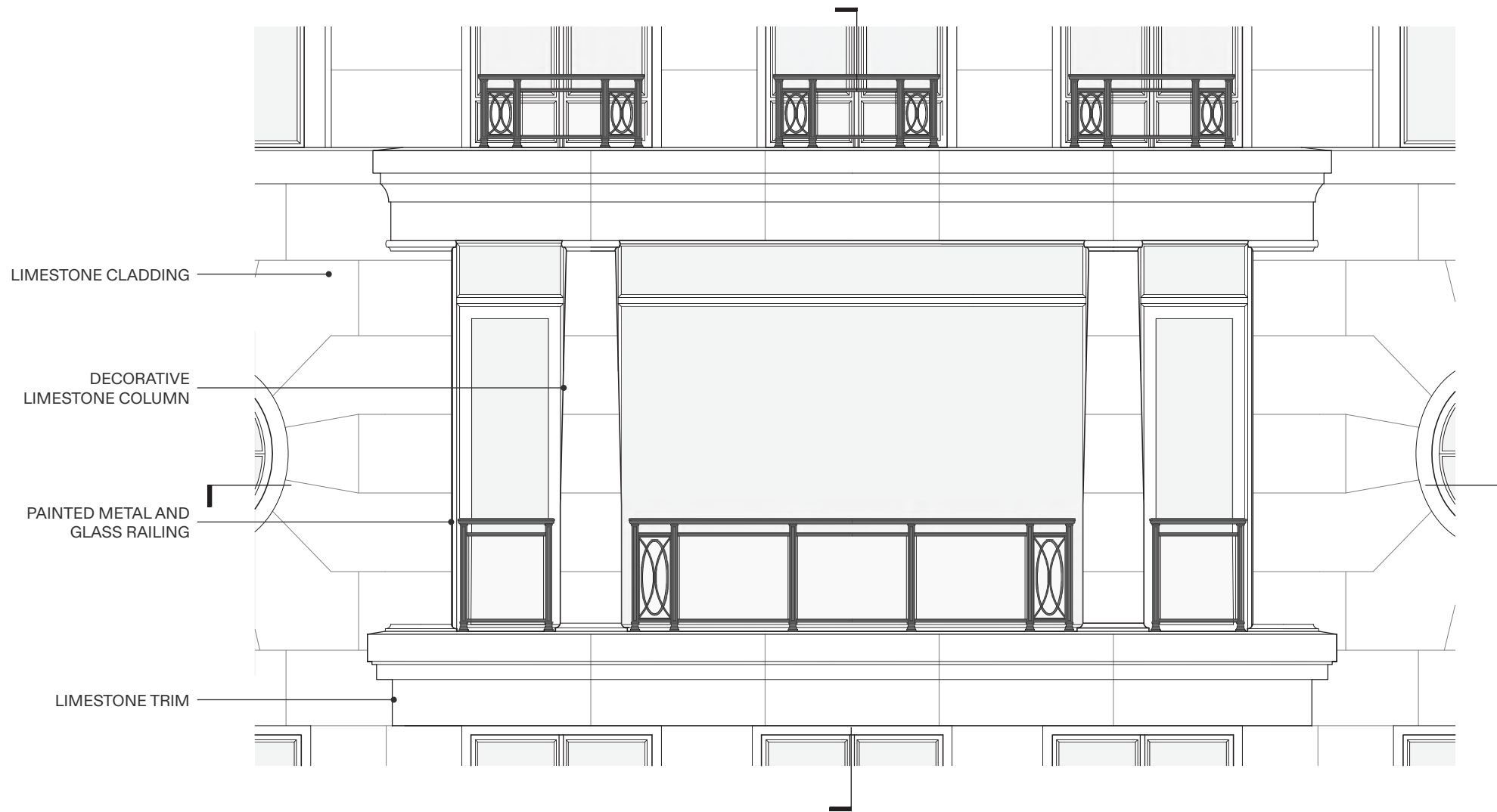
DETAIL DRAWING
FRONT DOOR



SCALE: 1" = 4'
0 1 2 4

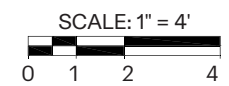
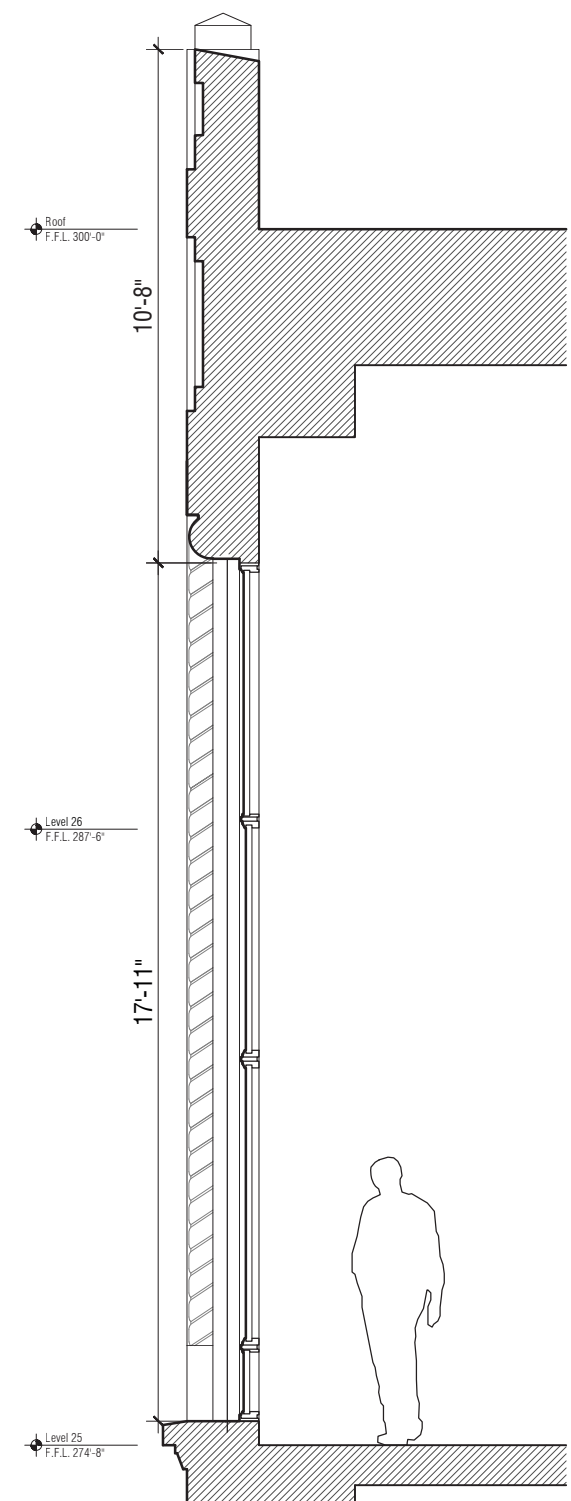
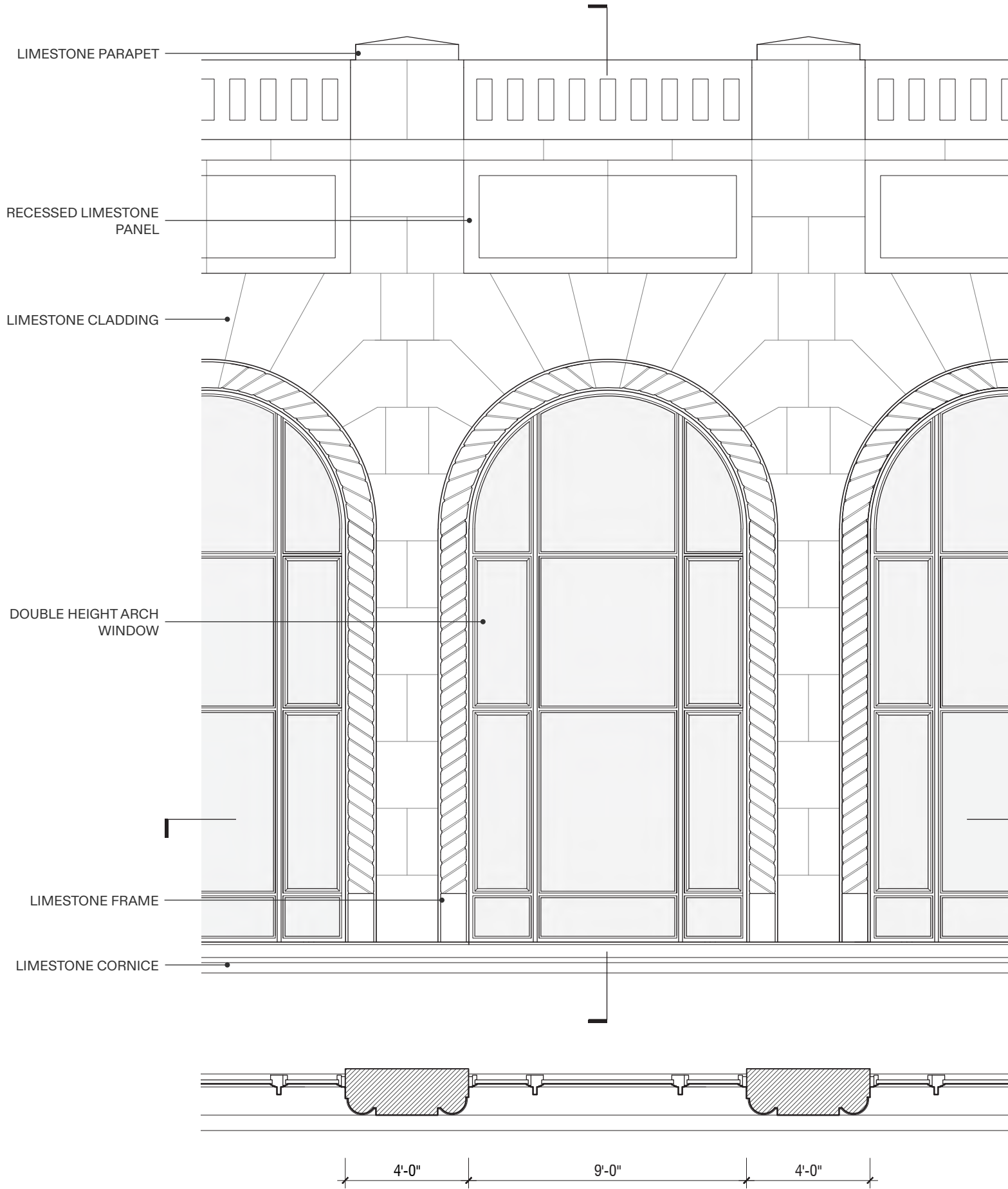


DETAIL DRAWING
TYPICAL DOUBLE HEIGHT WINDOW

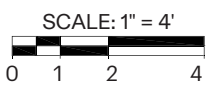
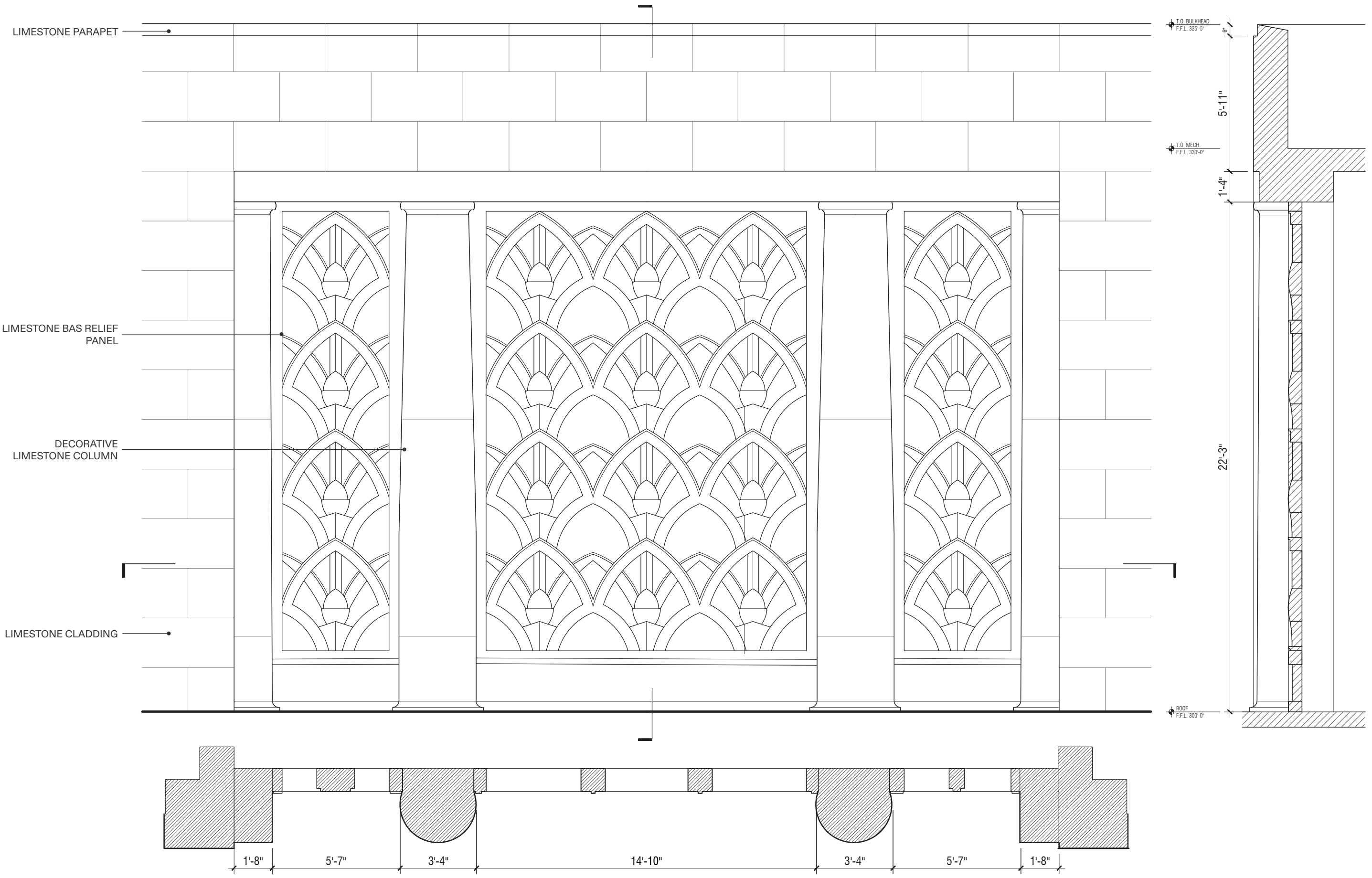


DETAIL DRAWING

RECESSED LOGGIA



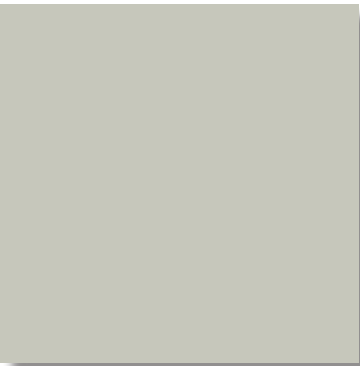
DETAIL DRAWING
TYPICAL ARCH WINDOW & PARAPET



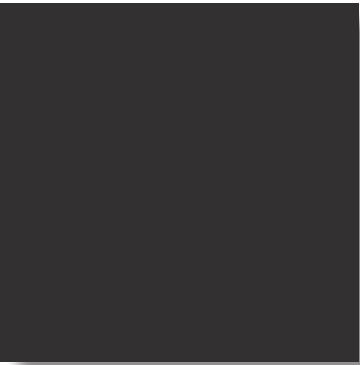
DETAIL DRAWING
BULKHEAD



LIMESTONE CLADDING



PAINTED WINDOW FRAMES & METAL SPANDREL PANELS



PAINTED BLACK RAILING



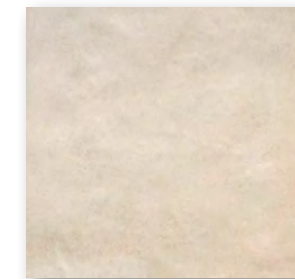
GREY GRANITE WATER TABLE

EXTERIOR MATERIAL PALETTE



EAST 61ST STREET

LANDSCAPED AREA PLAN *PROPOSED*



LIMESTONE CLADDING



PAINTED METAL LATTICE
SCREEN



GREY GRANITE CURB



GRANITE COBBLESTONE
PAVERS



GRANITE PAVERS



VIEWS



VIEW FROM 59TH ST & 5TH AVENUE
EXISTING



VIEW FROM 59TH ST & 5TH AVENUE
PROPOSED



VIEW FROM CENTRAL PARK
EXISTING



VIEW FROM CENTRAL PARK
PROPOSED



VIEW FROM 5TH AVENUE LOOKING NORTH
EXISTING



VIEW FROM 5TH AVENUE LOOKING NORTH
PROPOSED



VIEW FROM 5TH AVENUE LOOKING NORTHEAST
EXISTING



VIEW FROM 5TH AVENUE LOOKING NORTHEAST
PROPOSED



VIEW FROM EAST 61ST STREET LOOKING EAST
EXISTING



VIEW FROM EAST 61ST STREET LOOKING EAST
PROPOSED



VIEW FROM EAST 61ST STREET LOOKING WEST
EXISTING



VIEW FROM EAST 61ST STREET LOOKING WEST
PROPOSED



VIEW FROM MADISON AVENUE LOOKING SOUTHWEST
EXISTING



VIEW FROM MADISON AVENUE LOOKING SOUTHWEST
PROPOSED



VIEW LOOKING SOUTHEAST
EXISTING



VIEW LOOKING SOUTHEAST
PROPOSED