



Date:	7/24/2018
LPC Docket #:	LPC-19-26364
LPC Action:	Approved with modifications
Action required by other agencies:	DOB
Permit Type:	CERTIFICATE OF APPROPRIATENESS

**Address:** 188 Madison Avenue - B. Altman & Company Department Store Building

**Borough:** Manhattan

**Block:** 864      **Lot:** 7502

**Historic District:** Individual Landmark

**Description:** An Italian Renaissance Palazzo style department store building designed by Trowbridge and Livingston and built in 1905-13, with later additions extended through the entire block to Madison Avenue. Application is to install a marquee and banner signs, and replace infill.

### COMMISSION FINDINGS

The Commission NOTED that the B. Altman & Company Department Store Building, an Individual Landmark, is an Italian Renaissance Palazzo style department store building designed by Trowbridge and Livingston and built in 1905-13, with later additions extended through the entire block to Madison Avenue.

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Commission APPROVED WITH MODIFICATIONS, finding:

- that the proposed installation of modern infill at a single bay of this large building, which historically featured relatively typical infill, set within punched masonry openings, surrounded by more prominent masonry elements, will not detract from the significant or prominent unifying features of the building design;
- that the proposed infill will be simply designed and feature a predominance of glazing and a dark colored perimeter framing, thereby helping the infill to recall the presence of the historic windows and to harmonize with the infill at the neighboring bays;
- that the presence of interior partitions at one display window, creating a vitrine, will be consistent in character with displays historically found in department stores of this age and size;
- that the placement, size and type of signage installations, including a marquee and banners, will recall the types of installations historically found at and near primary entrances of this building, which included awnings, marquees and flagpoles;
- that the marquee's limited and light toned color palette and simplicity of the detailing and the voids, created by the use of the extruded letters, will help the prominent and modern aspects of its design, including the modern materials, size and projection of the letters, and illumination to remain subordinate to the significant features of the building;
- that the stretch banners will be installed at the masonry mortar joints, obscuring only a limited portion of the building's stonework, be easily reversible and will not conceal any significant architectural features of the building;
- that the stretch banners will be vertically oriented, uniform in size, and installed below the entablature at the two story base and will not project more than 46", thereby helping them to remain subordinate to and harmonious with the building design;
- and that the presence of a banner over the windows, grille and masonry spandrel at one arched bay, which has interior partitions near the glass, for limited periods of time, will not significantly reduce the amount of transparency at the building base or permanently conceal any significant architectural features.

However, in voting to grant this approval, the Commission required:

- that the overall amount of signage be reduced by eliminating one or two of the banners;
- and that the arched banner be eliminated.

#### VOTE:

Present: Adi Shamir-Baron, Frederick Bland, Diana Chapin, Wellington Chen, Michael Devonshire, Michael Goldblum, John Gustafsson, Anne HolFord Smith

8-0-0

In Favor = A.Shamir-Baron, F.Bland, D.Chapin, W.Chen, M.Devonshire, M.Goldblum, J.Gustafsson, A.HolFord Smith



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Oppose =  
Abstain =  
Recuse =

Please note that these "Commission Findings" are a summary of the findings related to the application. This is NOT a permit or approval to commence any work. No work may occur until the Commission has issued a Certificate of Appropriateness, which requires review and approval of Department of Buildings filing drawings and/or other construction drawings related to the approved work. In addition, no work may occur until the work has been reviewed and approved by other City agencies, such as the Department of Buildings, as required by law