

DI DONNA

744 MADISON AVENUE  
NEW YORK, NY 10065

REXRODE CHIRIGOS ARCHITECTS

10 E. 23RD ST., 7TH FL.  
NEW YORK, NY 10010  
T E L: 212-387-7980

ISSUED TO FOR DATE  
LPC APPROVAL 04.04.2016



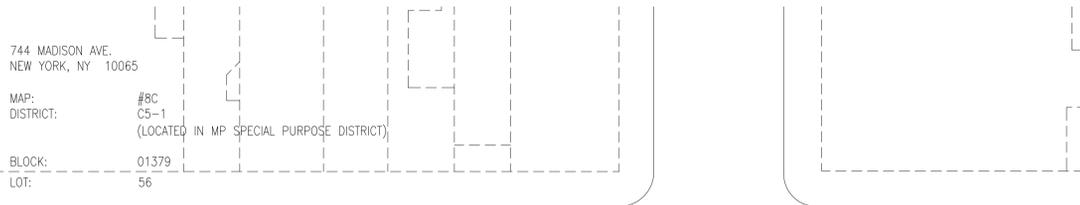
1 744-748 MADISON WEST VIEW  
NO SCALE



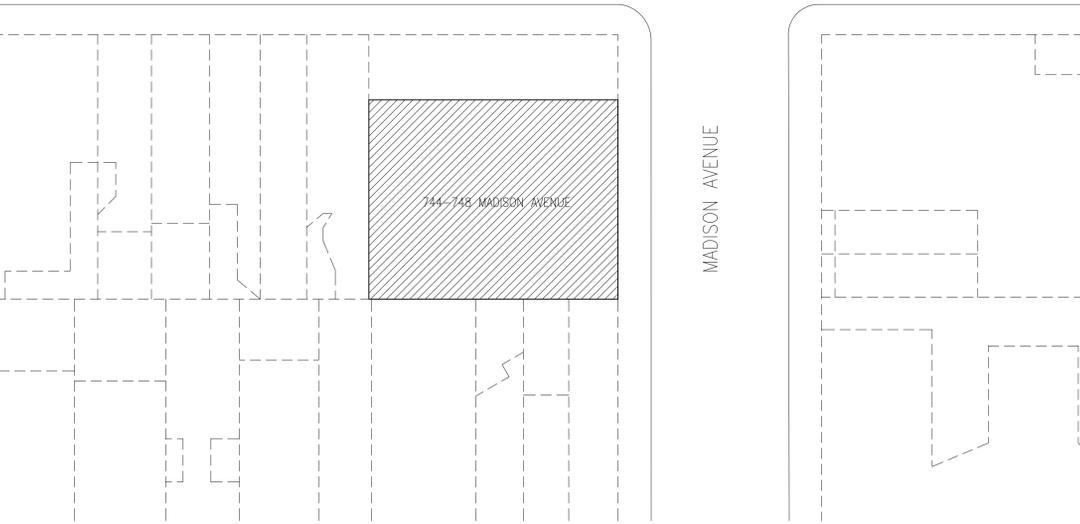
2 MADISON AVENUE 64TH TO 65TH ST. EAST ELEVATION  
NO SCALE



3 MADISON AVENUE 64TH TO 65TH ST. WEST ELEVATION  
NO SCALE



4 STORIES  
NON-LANDMARK, LOCATED IN HISTORIC DISTRICT



4 SITE PLAN  
1/32" = 1'-0"

PROJECT DESCRIPTION

THIS APPLICATION IS FOR INSTALLATION OF A FIXED AWNING AT 744 MADISON AVENUE. THE AWNING PROPOSED IS TO BE LOCATED ABOVE THE MADISON AVENUE ENTRY DOOR TO THE TENANT SPACES OF THE THIRD AND FOURTH FLOORS. THIS AREA OF THE BUILDING'S FACADE AND THE PROPOSED AWNING ARE NOT ADDRESSED BY THE 744 MADISON AVENUE STOREFRONT MASTERPLAN. THIS APPLICATION IS NOT MADE AS AN AMENDMENT TO THE 744 MADISON AVENUE STOREFRONT MASTERPLAN. ALL MASTERPLAN PROVISIONS PREVIOUSLY APPROVED ARE TO REMAIN AVAILABLE IN ADDITION TO THE ITEMS REQUESTED BY THIS APPLICATION.

THE WORK PROPOSED IN THIS APPLICATION MAKES USE OF THE MASTERPLAN TO GUIDE THE MATERIALS AND COLORS PROPOSED. IT IS INTENDED THAT THE PROPOSED AWNING COORDINATE WITH THE AWNINGS AND SIGNAGE PREVIOUSLY APPROVED FOR 744 MADISON AVENUE.

AWNING

THE FIXED AWNING SHALL CONSIST OF GALVANIZED STEEL TUBING FORMED TO CREATE A "HALF-DOME" FRAME COVERED WITH FABRIC PERMITTED BY THE MASTERPLAN. THE AWNING SHALL COVER THE TRANSOM PORTION OF THE ENTRY DOOR BUT SHALL NOT CONCEAL FROM VIEW THE TRANSOM FROM BELOW.

THE AWNING SHALL BE FASTENED IN PLACE BY SCREWS ANCHORING THE GALVANIZED FRAME TO THE MORTAR JOINTS OF THE BRICK MASONRY.

THE AWNING FABRIC SHALL BE SUNBRELLA SILVER #4651 AS CURRENTLY INSTALLED ON THE FIRST AND SECOND FLOOR STOREFRONT AWNINGS.

LETTERING ON THE AWNING FABRIC WILL BE PAINT APPLIED DARK GRAY OR BLACK, SIMILAR TO WHAT IS CURRENTLY INSTALLED ON THE FIRST AND SECOND FLOOR STOREFRONT AWNINGS.

5 NOTES  
NO SCALE

REV. DATE SUBMISSION

TITLE SHEET, SITE  
PLAN AND  
GENERAL NOTES

SCALE: AS NOTED

DATE:  
DRAWN:

LPC-01



WEST SIDE OF MADISON AVENUE, NORTH FROM 64TH TO 65TH STREET.  
PHOTOGRAPHY BY GEORGE F. ARATA  
1927



750 MADISON AVE. SW 65TH ST.  
PHOTOGRAPHY BY IRVING UNDERHILL  
1946



UPPER EAST SIDE HISTORIC DISTRICT

MAPS.NYC.GOV



HELEN MOLLER SCHOOL, 65TH STREET AND MADISON AVENUE  
1935

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REV.	DATE	SUBMISSION
HISTORIC PHOTOS 744-748 MADISON AVENUE		

SCALE: AS NOTED

DATE:  
DRAWN:

LPC-02

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NEW YORK, NY 10065

REXRODE CHIRIGOS ARCHITECTS

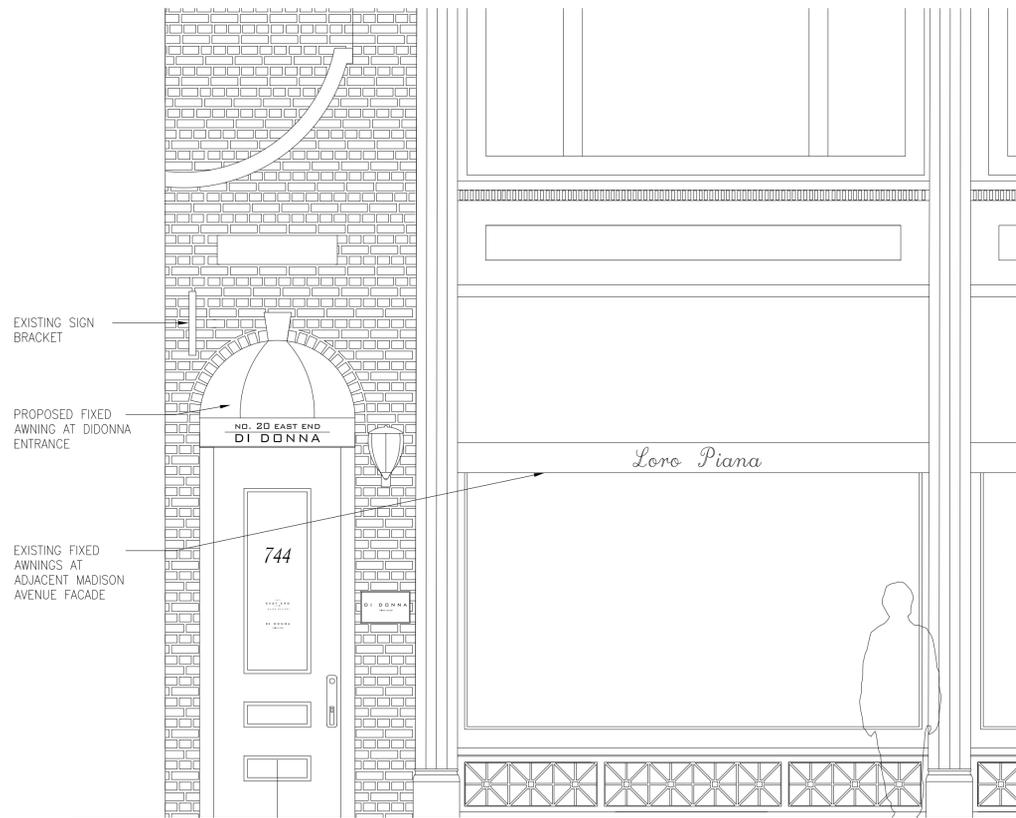
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744 ENTRANCE: LOCATION OF PROPOSED AWNING AND SIGNAGE

1 WEST ELEVATION 744-748 MADISON  
SCALE: 1/8" = 1'-0"



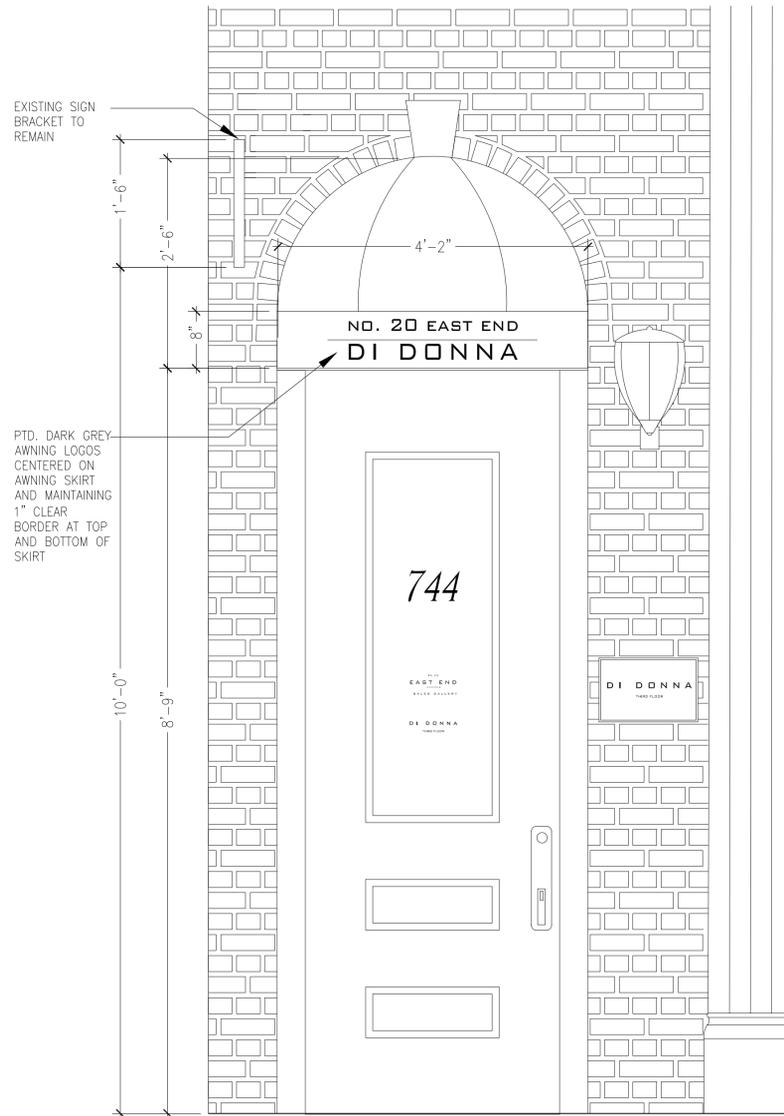
EXISTING SIGN BRACKET

PROPOSED FIXED AWNING AT DIDONNA ENTRANCE

EXISTING FIXED AWNINGS AT ADJACENT MADISON AVENUE FACADE

*Loro Piana*

2 WEST ENLARGED ELEVATION  
SCALE: 1/2" = 1'-0"



EXISTING SIGN BRACKET TO REMAIN

PTD. DARK GREY AWNING LOGOS CENTERED ON AWNING SKIRT AND MAINTAINING 1" CLEAR BORDER AT TOP AND BOTTOM OF SKIRT

1'-6"

2'-6"

8"

4'-2"

NO. 20 EAST END  
DI DONNA

10'-0"

8'-9"

744

EAST END  
GALLERY  
DI DONNA

DI DONNA

DI DONNA

3 PROPOSED FIXED AWNING  
SCALE: 1" = 1'-0"

REV.	DATE	SUBMISSION
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PROPOSED FIXED AWNING

SCALE: AS NOTED

DATE:  
DRAWN:

LPC-03

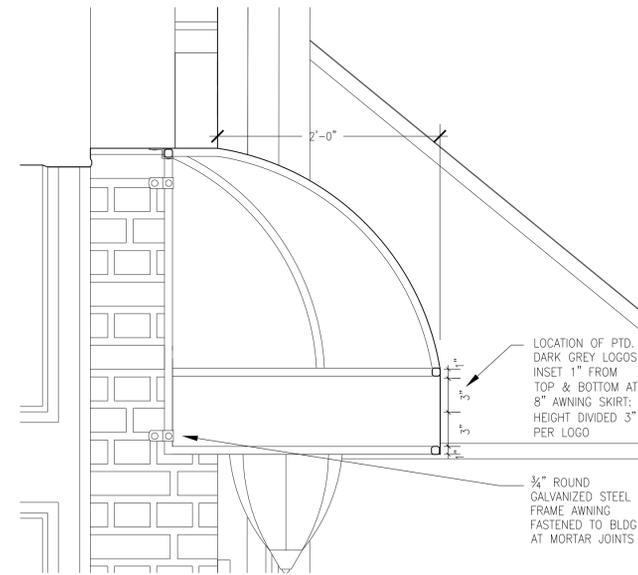
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NEW YORK, NY 10065

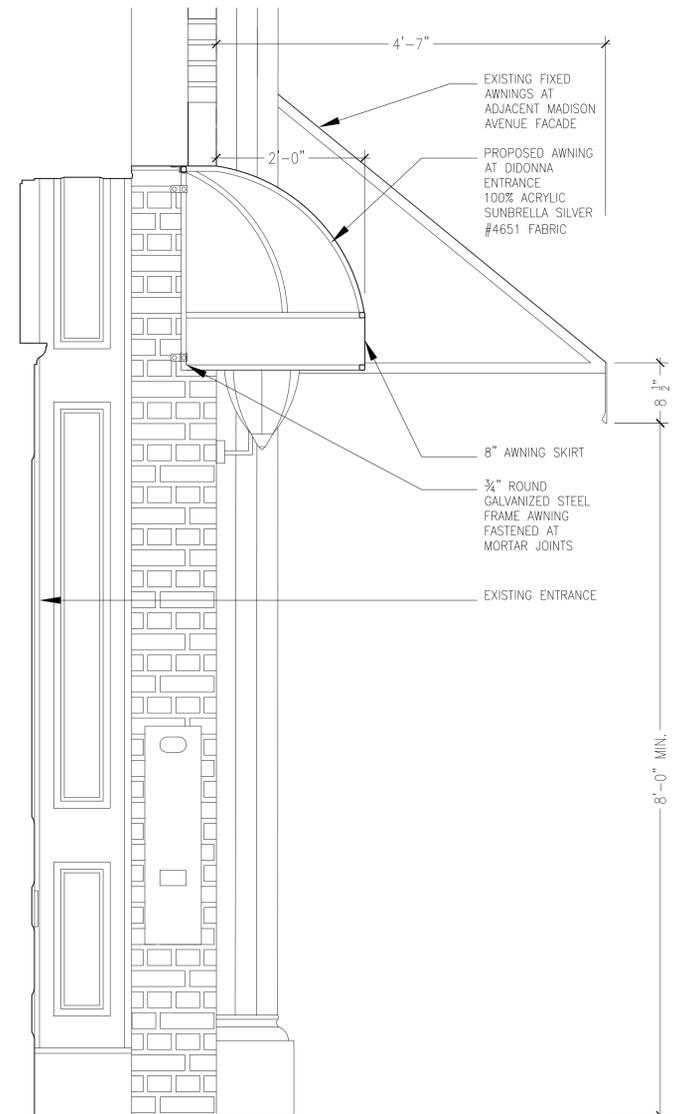
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2 AWNING AND SIGNAGE DETAIL  
SCALE: 1/4" = 1'-0"



1 NORTH FACING SECTION - PROPOSED FIXED AWNING  
SCALE: 1" = 1'-0"



3 PROPOSED FIXED AWNING  
NO SCALE

REV.	DATE	SUBMISSION
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PROPOSED FIXED  
AWNING

SCALE: AS NOTED

DATE:  
DRAWN:

LPC-04

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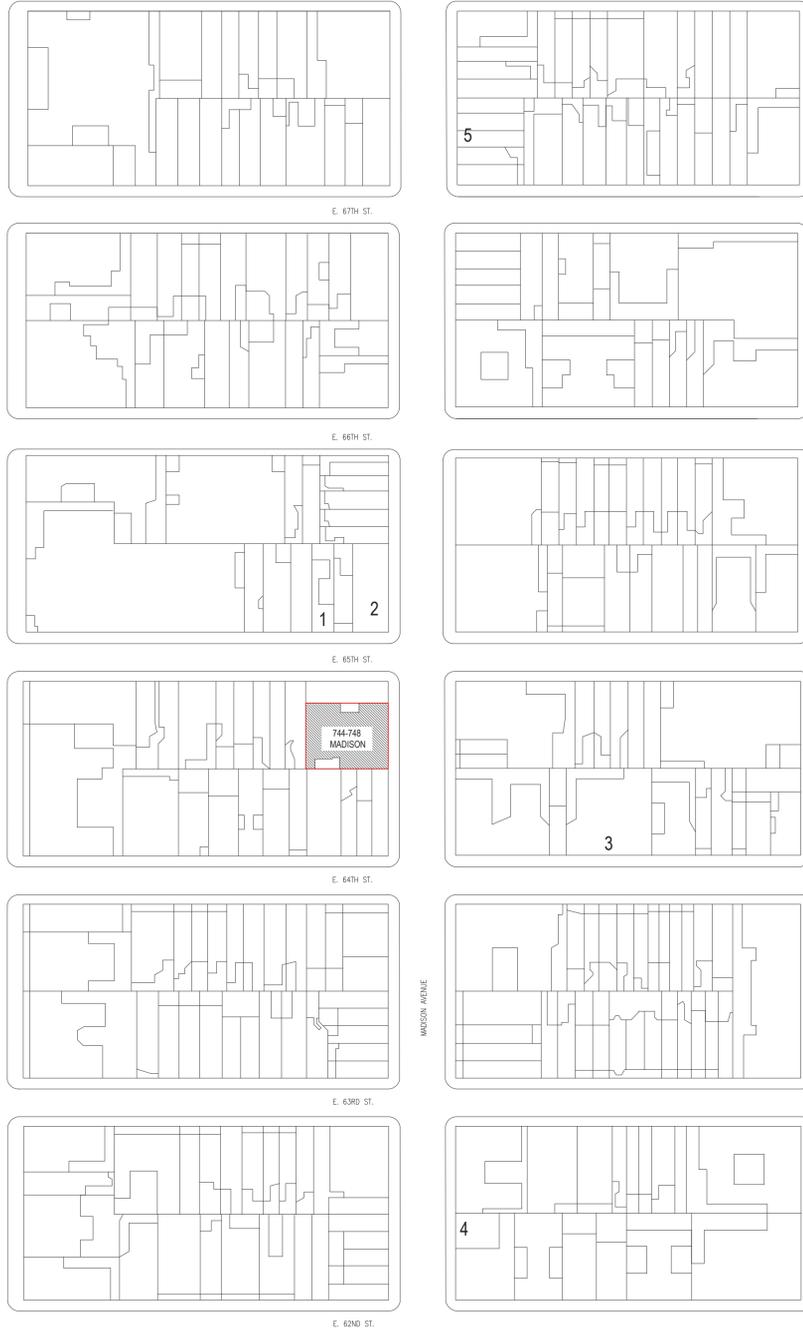
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EXAMPLES OF AWNINGS ALONG MADISON AVENUE WITHIN THE UPPER EAST SIDE HISTORIC DISTRICT



1. OVANDO 19 E. 65TH STREET



2. FD 21 E. 65TH STREET



3. ARABELLE 37 E. 64TH STREET



4. JAEGER-LE COULTRE 701 MADISON AVE



5. TORY BURCH 797 MADISON AVE

NO SCALE

REV. DATE SUBMISSION

UPPER EAST SIDE  
AWNINGS

SCALE: AS NOTED

DATE:  
DRAWN:

LPC-05

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