



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

<b>ISSUE DATE:</b> 03/18/2002	<b>EXPIRATION DATE:</b> 11/27/2007	<b>DOCKET #:</b> 02-2261	<b>COFA #:</b> COFA 02-4598
<b>ADDRESS</b> 951-969 8TH AVENUE		<b>BOROUGH:</b> MANHATTAN	<b>BLOCK/LOT:</b> 1047/36
<b>INDIVIDUAL LANDMARK</b> HEARST MAGAZINE BUILDING			

**Display This Permit While Work Is In Progress**

ISSUED TO:

**Ronald J Doerfler**  
**Senior VP & CFO**  
**Hearst Corporation**  
**959 Fifth Avenue**  
**New York, NY 10019**

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of November 27, 2001, following the Public Hearing of the same date, voted to grant a Certificate of Appropriateness to construct an addition, and at the Public Meeting of January 29, 2002, following the Public Hearing and Public Meeting of November 27, 2001, voted to grant a Certificate of Appropriateness to replace the storefronts and to alter the building entrances at the subject premises, as put forward in your application completed on November 1, 2001. This permit will expire on November 27, 2007.

The proposal, as approved, consists of restoring the cast stone facade of the building, including the removal of existing through-the-wall air conditioning units and the repair and restoration of the facade; installing new non-visible through-the-wall air conditioning units located beneath the windows behind the balconies on the third floor; removing the existing three-over-three, one-over-three, and one-over-one double-hung steel windows and replacing them with new one-over-three and one-over-one double-hung aluminum windows with a factory applied black finish; recreating the glass and metal marquee located above the building entrance on West 57th Street; removing the existing modern ground floor storefronts on all three facades of the building and installing new storefront infill consisting of dark grey granite 2' high bulkheads, articulated steel storefront framing with a painted dark finish, glass display windows, surmounted by dark finished steel horizontal grilles with applied letters for signage and light fixtures above. The storefronts will feature central recessed splayed double-leaf metal entrance doors with concealed roll-down security grilles in the soffits above. The work also includes removing the existing doors within the recessed entrance on Eighth Avenue and replacing them with two new bronze and glass revolving doors; removing the storefront infill on the southern-most reveal and altering the subway entrance at the northern-most reveal within the recessed entrance on Eighth Avenue and creating new openings; altering the historic base of the building by removing the interior floors and walls throughout the six-story building, and removing the roof and installing glass skylights to create a large lobby which will provide the entry point to the new tower; constructing a new 42-story tower within and above the building and set back from

the three primary facades, with a transition area between the historic base of the building and the new tower. The tower will be composed of black-framed clear glass panels and stainless steel in a faceted triangular diagrid pattern and massing with undulating diamond-shape corners. This work is shown in drawings and photographs, dated November 2001, and January 2002, prepared by Foster and Partners, Architects, submitted as components of the application, and presented at the Public Hearing and Public Meetings.

In reviewing this proposal, the Commission noted that 951-969 Eighth Avenue, also known as the Hearst Magazine Building, is an Art-Deco/Viennese Seccionist style office designed by Joseph Urban and George B. Post and Sons and built in 1927-1928; and that the designation report describes the building as a base for a larger tower.

With regard to this proposal, the Commission found that the building was originally designed and conceived to be larger than its current six stories; that physical evidence at the building clearly indicates provisions for its future as a base for a larger tower, including structural support for the addition of several stories, and the presence of six elevator shafts, a very high ratio of elevators to floors for a six-story building; that the composition of the existing six-story building rising in two stages, a two-story base with commercial ground floor surmounted by four additional stories of offices but without an especially strong termination, anticipates a projected tower; that construction in two stages was a familiar pattern in New York in general and to Hearst in particular; that removing the interior structure of the upper floors will not diminish the scale or articulation of the facades; that the skylight proposed for the historic base will have a solid edge to preserve the perception of the building's original volume; that the sculptural form and expressive quality of the tower's design relates well to the theatrical character of the historic six-story base of the building; that the location of the tower on the historic base, set back from the three primary facades, preserves the prominence of the historic streetwall and the significant architectural features of the base; that the massing of the tower with undulating diamond-shape "corners" preserves the prominence of the historic base's chamfered north-and southwest corners with paired sculptural allegorical figures and ornamental columnar supports; that the design of the transition area above the historic base supporting the tower's "diagrid" patterned facade, relates well to the base of the building through the use of black metal framing that both echoes the window materials of the base and links the historic base to the new tower's secondary framing; that the design of the tower's faceted, triangular diagrid creates a scale and pattern that contrasts with the base in a manner that is consistent with other historic staged/phased tower and base buildings; that the tower's dimpled and faceted stainless-steel frame with black-framed clear glass infill panels relates well to the warm cast stone and black-framed clear-glass of the historic base; that the composition, design and materials of the new ground floor storefronts, including storefront windows set within articulated steel frames with a dark finish, granite bulkheads, and signage bands, is evocative of the historic storefronts; that removing the storefront infill and modifying the subway passage within the entrance on Eighth Avenue will not detract from the character of the monumental arched entrance; that the black finish of the new storefronts will relate to the secondary framing of the new tower, establishing a visual link between the original building and the new tower; that the materials, design, and details of the new bronze and glass revolving doors at the main entrance will be in keeping with the character of the four bronze entry doors to be replaced; that repairing and restoring the damaged cast stone facade will return these areas to their original appearance; that the removal of the through-the-wall air conditioning units from the masonry facades will eliminate modern intrusions that detract from the significant architectural features of the building; that the new through-the-wall air conditioning units located beneath the third floor windows behind the balconies will not be visible from the street and therefore will have no effect on the significant architectural features of the building; and that the new three-over-three, one-over-one, and one-over-three double-hung aluminum windows with a factory applied black finish will match the historic windows in terms of configuration, details, and finish. Based on these findings, the Commission determined that the proposed work is appropriate to the building and voted to approve it. The work, therefore, is approved.

Please note that the issuance of this permit is contingent upon the receipt, review and approval of detailed existing and proposed window replacement drawings, detailed specifications for the repair and restoration of the facade, detailed drawings for the recreated marquee on West 57th Street, and two sets of signed and sealed Department of Buildings drawings for the approved work.

This permit is issued on the basis of the building and site conditions described in the application and disclosed

during the review process. By accepting this permit, the applicant agrees to notify the Commission if the actual building or site conditions vary or if original or historic building fabric is discovered. The Commission reserves the right to amend or revoke this permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application or disclosed during the review process.

All approved drawings are marked approved by the Commission with a perforated seal indicating the date of approval. The work is limited to what is contained in the perforated documents. Other work or amendments to this filing must be reviewed and approved separately. The applicant is hereby put on notice that performing or maintaining any work not explicitly authorized by this permit may make the applicant liable for criminal and/or civil penalties, including imprisonment and fines. This letter constitutes the permit; a copy must be prominently displayed at the site while work is in progress. Please direct inquiries to Jennifer Field.

Sherida E. Paulsen  
Chair

**PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:  
Lord Norman Foster, Foster and Partners**

cc: Foster and Partners, Architects/ Michael Sillerman, Esq, Kramer, Levin, Naftalis & Frankel LLP/William Higgins, Higgins & Quasebarth/Bruce Phillips, Tishman Speyer