

FRIENDS

of the UPPER EAST SIDE
HISTORIC DISTRICTS

Friends of the Upper East Side Historic Districts, founded in 1982, is an independent, not-for-profit membership organization dedicated to preserving the architectural legacy, livability, and sense of place of the Upper East Side.

SPRING 2013

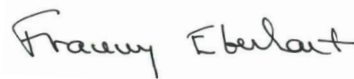
NEWS FROM FRIENDS

LETTER FROM THE PRESIDENT

All Upper Eastsiders suffered a tremendous loss when Anne Millard died this April after a brief illness. In over 20 years as President of FRIENDS she set the highest standards as a leader devoted to her community, enlisting so many of us to join in the loving and passionate care of the architectural legacy and livability of this neighborhood. We will miss her enormously, but we will carry on in her spirit, and in her honor. The pages that follow

are full of news of FRIENDS' work fulfilling the mission Anne defined of education and advocacy – for all ages! Please note especially the update on the City and Suburban First Avenue Estate, where FRIENDS is leading a fight that has meaning for all landmarks across the city.

Sincerely,



Franny Eberhart



FRIENDS of the Upper East Side Historic Districts mourns the passing of our beloved President. She will be missed for her indomitable leadership, affectionate friendship, ebullient humor and love of her neighborhood.

A tearful memorial service was held in her honor on Tuesday, May 28th at the Church of Saint Jean Baptiste.

FRIENDS RECEIVES A LUCY G. MOSES AWARD!



FRIENDS is thrilled to announce that we have been recognized with the 2013 Preservation Organization Award from the New York Landmarks Conservancy! And if that wasn't exciting enough, our very own Franny Eberhart, Preservation Committee Chair and newly-minted President, has also received an award for Preservation Leadership! Many thanks to the Conservancy for this very distinguished honor!

(from left to right) Seri Worden, former Executive Director; Franny Eberhart, President, Board of Directors; Britt Densmore, former Executive Director; Jane Cowan, former Executive Director; Lisa Kersavage, former Executive Director; Tara Kelly, Executive Director; Sarah O'Keefe, Director of Education; and Matthew Coody, Preservation Associate.

HISTORIC GARAGES ON THE UPPER EAST SIDE: DISCOVERING AN UNEXPECTED NEW YORK TREASURE



177 East 73rd Street (1906)

Constructed to serve the parking needs of families who lived on or near Fifth Avenue, this landmark-designated garage was convenient to these residences but not so close that the noise and smells associated with automobiles would reach them.

Although the history of the New York City garage is quite remarkable, it remains little-known. Yet at its inception the architectural typology was celebrated as a novel achievement that accommodated the equally astonishing invention of the automobile. Beginning in the early 1900s, the garage played an important role in employing and testing many of the latest advancements in technology, construction techniques, and building materials. Although these structures were often adorned in traditional architectural motifs, they used sophisticated reinforced and precast building systems, and can be credited with innovations in safety elevators, electrical lighting, and fireproofing. This type created a new kind of architecture that influenced industrial building design and was ultimately used as a precedent for skyscraper construction.

By 1906, there were 80 garages in New York City, catering to the 108,100 cars registered. Prior to the introduction of the more affordable



159-165 East 77th Street (1913)

The Ardsley Garage Company, a car manufacturing outfit located in Queens, constructed this garage to house new automobiles in close proximity to the showrooms of Park Avenue in Midtown.



152 East 87th Street (1929)

Although it has since lost much of its architectural detail, this garage was originally adorned in vertical white stripes, floral motifs in yellow and green glazed terra cotta, and ornamental auto tires on the top floor (a substitute for the projecting horse's head often used on stable buildings).

Model T Ford in 1908, the automobile was considered a mark of wealth, power, and leisure. Therefore, it is no surprise that the first garages in New York City were located on the Upper East Side. As wealthy residents upgraded from the horse-and-buggy to the automobile, existing stables were often converted into private garages, with living quarters for chauffeurs and me-



337-343 East 64th Street (1917)

Designed by Hunt and Hunt in the Romanesque Revival style, this garage was used for tobacco storage in the 1920s before being turned back into a garage in the 1930s.

chanics on the upper floors. The neighborhood also had some of the first commercial multi-story garages, built to house the automobiles of those slightly less affluent families who could not afford to maintain a private garage.

As automobile ownership spread to the middle class and new infrastructure like the Queensboro Bridge was constructed to support car use, the garage industry grew accordingly. Many more workers began to commute into Manhattan via this new method of transportation, and the Upper East Side often acted as a drop-off point for cars. As more public garages began to be erected in the neighborhood, the Upper East Side turned into a hub of architectural innovation and a forerunner in the evolution of the garage and auto care industry. Some noteworthy examples of the garage still exist on the Upper East Side today, imparting a visual history of the development of this type and a reminder of this distinctive period of history when the city began to design for the automobile. ♦

An excerpt from research by Hilary Grossman.

Young FRIENDS



Yorkville Immigration students at Schaller & Weber (1654 Second Avenue).

A few weeks ago, the aisles of Schaller and Weber (1654 Second Avenue) were filled with 3rd graders admiring German sweets, examining food labels for German writing, and enjoying a complimentary sample of bologna. This visit is a favorite stop on the Yorkville Immigration walking tour, in which we take students into the heart of the old neighborhood to view places where immigrants lived, worked, ate, and worshipped in the early 1900s.

As our education programs continue to flourish, we are pleased to add a new component

to our Yorkville Immigration program. Thanks to a generous grant from The Vilcek Foundation, we are in the process of designing an activity booklet that will reinforce the program's concepts and architectural vocabulary. The booklet takes students on a detailed journey through Ellis Island, invites them to create their own improved tenement floor plan, and provides questions to complete a family history interview. It also features a large map of historic German, Hungarian, and Czech Yorkville. We can't wait to share these booklets with our students in the fall! ♦

SECOND HARDSHIP HEARING SCHEDULED FOR JUNE!



Fifteen months after the first hearing at the Landmarks Preservation Commission (LPC) in January 2012, the CITY & SUBURBAN HOMES FIRST AVENUE ESTATE hardship application is back! The owners continue to claim that they cannot make a profit on this property, and are still seeking to demolish two landmark buildings. They have submitted voluminous additional material that will be examined at a second

hearing that has just been scheduled for June 11th. (FRIENDS is already studying this material, which you can download from our web site: <http://www.friends-ues.org/advocacy/first-avenue-estate>).

The substance of the owner's position is technical and complicated, requiring FRIENDS to become fluent in such esoterica as MCI and

IAI pass-throughs, Vacancy Lease Increases, Preferential Rents, RPIEs, Cost vs. Income Approach, etc. To ensure that we make the most thorough and accurate rebuttal possible, we have again retained HR&A Advisors along with James Lima Planning + Development, both specialists in real estate analysis and the City's many affordable housing regulations. Against this deep-pocketed and determined landlord, we need the most experienced and sophisticated analysis possible.

We urgently need your support again for this round, after which we expect the LPC will make a decision. Please consider making a donation toward this important effort to save the First Avenue Estate, and the future of every New York City landmark. ♦

CELEBRATING LEXINGTON AVENUE



Newly installed Historic District street sign on Lexington Avenue.

In celebration of the Upper East Side Historic District Extension, many of our dedicated members made a contribution toward twenty “terra cotta”-colored historic district street signs to replace the conventional green street signs at ten locations along Lexington Avenue. The next time you amble down the avenue, look up—because the Department of Transportation has finally installed our

signs demarcating the new boundaries!

On Wednesday, May 22nd an official unveiling ceremony was hosted by FRIENDS, including remarks from Council Member Daniel Garodnick; Hon. Robert Tierney, Chair of the Landmarks Preservation Commission; and Christina Davis, Chair of the Landmarks Preservation Foundation with refreshments generously provided by Swift's.

SAVE THE DATE! Monday, September 30, 2013



*Raymond W. Kelly
Police Commissioner, City of New York*

Join FRIENDS for an exciting evening as we proudly honor Police Commissioner **Raymond W. Kelly** at our Tenth Annual Ambassador to the Upper East Side Award Dinner on Monday, September 30th.

Raymond W. Kelly was appointed police commissioner of the City of New York by Mayor Michael R. Bloomberg in January 2002, making Commissioner Kelly the first person to hold the post for a second, separate tenure. He also served as police commissioner under Mayor David Dinkins from 1992 to 1994.

In 2002, under Commissioner Kelly's leadership, the NYPD became the first municipal police department in the country to develop its own counterterrorism bureau and global intelligence program. Commissioner Kelly also established a Real Time Crime Center, a state-of-the-art facility that uses data mining to search millions of computer records and put investigative leads into the hands of detectives in the field.

Commissioner Kelly was formerly senior managing director of global corporate security at Bear Stearns. Before that, he served as commissioner of the U.S. Customs Service, where he managed the agency's 20,000 employees and \$20 billion in annual revenue. For his accomplishments at Customs, Commissioner Kelly was awarded the Alexander Hamilton Medal for Exceptional Service.

From 1996 to 1998, Commissioner Kelly was Under Secretary for Enforcement at the U.S. Treasury Department. There he supervised the department's enforcement bureaus, including the U.S. Customs Service; the U.S. Secret Service; the Bureau of Alcohol, Tobacco and Firearms; and the Federal Law Enforcement Training Center.

In addition, Commissioner Kelly served on the executive committee and was elected vice president for the Americas of Interpol, the international police organization, from 1996 to 2000. He served previously as director of the International Police Monitors in Haiti, a U.S.-led force responsible for ending human rights abuses and establishing an interim police force there. For this service, Commissioner Kelly was awarded the Exceptionally Meritorious Service Commendation by the president of the United States.

A 43-year veteran of the NYPD, Commissioner Kelly served in 25 different commands in the department before being named Police Commissioner.

A combat veteran of the Vietnam War, Commissioner Kelly retired as a colonel from the Marine Corps Reserves after 30 years of service. He holds a BBA from Manhattan College, a JD from St. John's University School of Law, an LLM from New York University Graduate School of Law, and an MPA from the Kennedy School of Government at Harvard University. In addition to numerous honorary degrees, Commissioner Kelly was awarded the French government's Légion d'Honneur decoration in 2006. ♦

THIRTIETH ANNUAL AWARDS

FRIENDS held its Thirtieth Annual Meeting and Awards Ceremony on April 2, 2013 at the Park Avenue Armory. Each year FRIENDS recognizes fine restoration, renovation, and advocacy work on the Upper East Side, both in and out of the historic districts. Hermes Mallea, a board member at FRIENDS, gave a dynamic presentation of this year's awards. After the ceremony, honorees and guests adjourned to the adjacent corridor for a spirited reception.

- **Technology Award** – New York City Municipal Archives Online Gallery presented by Michael Miscione
- **Restoration Award** – Hunter College: Thomas Hunter Hall presented by Hon. Robert Tierney
- **Hats Off Award** – Walter B. Melvin Architects: 998 Fifth Avenue presented by Mosette Broderick
- **Transformation Award** – FXFOWLE/Rudin Management Company: 215 East 68th Street presented by Suzanne Stephens
- **Distinctive Achievement Award** – Franklin D. Roosevelt Four Freedoms Park presented by Carter Wiseman
- **Visionary Award** – CIVITAS: Reimagining the Waterfront presented by Kent Barwick



The Thirtieth Annual Meeting and Awards Ceremony was held in the landmark-designated Veterans Room at the Park Avenue Armory.



2013 Transformation Award Recipients Eric Rudin of Rudin Management Company and Bruce Fowle of FXFOWLE with Presenter Suzanne Stephens, Deputy Editor of Architectural Record.

EAST MIDTOWN REPORT

The proposed rezoning of 78 blocks in neighboring East Midtown has implications for all of us. The Historic Districts Council, the Municipal Art Society, the New York Landmarks Conservancy, and the New York City Landmarks Preservation Commission have collectively identified 56 historic buildings worthy of protection within this vital business district. FRIENDS intends to support our city-wide partners in achieving landmark designation for many of these structures, while also advocating for improved transportation, infrastructure, and the overall livability of the very heart of our city. *Your membership contribution has an influence beyond our neighborhood borders.* ♦



After the ceremony, attendees gathered for a reception to toast the award recipients.

OUR MISSION

Founded in 1982, FRIENDS of the Upper East Side Historic Districts is an independent, not-for-profit membership organization dedicated to preserving the architectural legacy, livability, and sense of place of the Upper East Side by monitoring and protecting its six historic districts and 128 landmarks. FRIENDS reviews and actively responds to all Landmarks Preservation Commission and other city government actions affecting the Upper East Side. FRIENDS educates the public about the benefits of historic preservation and appropriate urban planning, responds to residents' concerns about landmark laws and encourages compliance with those laws. FRIENDS also has played, and continues to play, an important role in maintaining and improving zoning laws governing the area's avenues and residential side streets. Through effective advocacy and successful educational programs, FRIENDS acts as a steward safeguarding the future of all Upper East Side historic districts and the designated and contributing buildings that make those districts special.

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Tara Kelly, *Executive Director*

IN GRATITUDE

FRIENDS of the Upper East Side Historic Districts wishes to acknowledge the generous support of: The Gilbert & Ildiko Butler Conservation Fund, the J.M. Kaplan Fund, the Vilcek Foundation, the New York City Department of Cultural Affairs, Council Member Daniel Garodnick and Council Member Jessica Lappin through the Department of Cultural Affairs.

INFORMING OUR FRIENDS

FRIENDS continues to be a good neighbor. Via an e-mail list, we inform the community about important preservation issues on the Upper East Side, as well as items under review at the LPC. Members can subscribe by visiting our website at www.friends-ues.org or joining us on Facebook!

FRIENDS of the Upper East Side Historic Districts
966 Lexington Avenue, #3E New York, NY 10021
t. 212-535-2526 f. 212-535-2155
www.friends-ues.org



966 Lexington Avenue, #3E | New York, NY 10021

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