

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

For HCERS use only

received FEB 29 1980

date entered MAY 6 1980

1. Name Building at 45 East 66th Street

historic 45 East 66th Street Building

and/or common

2. Location

street & number 45 East 66th Street not for publication

city, town New York vicinity of congressional district 18th

state New York code 036 county New York code 061

3. Classification

Category	Ownership	Status	Present Use
☐ district	☐ public	☒ occupied	☐ agriculture
☒ building(s)	☒ private	☐ unoccupied	☒ commercial
☐ structure	☐ both	☐ work in progress	☐ educational
☐ site	Public Acquisition	Accessible	☐ entertainment
☐ object	☐ in process	☒ yes: restricted	☐ government
	☐ being considered	☐ yes: unrestricted	☐ industrial
		☐ no	☐ military
			☐ museum
			☐ park
			☒ private residence
			☐ religious
			☐ scientific
			☐ transportation
			☐ other:

4. Owner of Property

name 777 Madison, Inc., c/o Bing & Bing, Inc.

street & number 41 West 54th Street

city, town New York vicinity of state New York 10019

5. Location of Legal Description

courthouse, registry of deeds, etc. New York County Register's Office

street & number 31 Chambers Street

city, town New York state New York

6. Representation in Existing Surveys

LP-0963
title Landmarks Preservation Commission has this property been determined eligible? ☐ yes ☒ no

date November 15, 1977 ☐ federal ☐ state ☐ county ☒ local

depository for survey records Landmarks Preservation Commission, 305 Broadway

city, town New York state New York

7. Description

Condition

☒ excellent
☐ good
☐ fair

☐ deteriorated
☐ ruins
☐ unexposed

Check one

☐ unaltered
☒ altered

Check one

☒ original site
☐ moved date _____

Describe the present and original (if known) physical appearance

The striking ten-story high apartment building at the northeast corner of Madison Avenue and 66th Street rises above the surrounding town houses and, with its distinctive corner tower and ornate red brick and light-colored terra-cotta facade, is reminiscent of the French Renaissance style. The contrast between the red brick of the facade and the intricate light-colored terra-cotta features animates this building and creates a rich effect. The wealth of Gothic detail gives it an almost medieval quality and is characteristic of the early phase of the French Renaissance, which often used Gothic ornament.¹

The apartment house is composed of two facades--one facing Madison Avenue and the other 66th Street--which are connected by the full-height corner tower. Each of these facades is divided vertically into three large bays of varying widths. At the far end of each facade, the widest of the bays--five windows wide--projects slightly and is flanked by engaged spiral columns. Along Madison Avenue, the other two bays are four windows wide, similar to the "hinge" corner tower, while the two at the 66th Street facade are only three windows wide. The building is now entered on 66th Street and the original entrance, set in the corner tower, has been remodeled. The first floor of the apartment house has been converted to commercial use and is separated from the upper stories by a wide, paneled band course which recurs above the second story windows. The twelve-over-twelve sash windows of the second story, with the exception of the eight-over-eight of the third story, are similar to those above and, in the extensive use of mullions, recall the windows of Tudor architecture. The second and third story windows share common round-shouldered enframements and drip moldings which have corbeled ends.

At the fourth story, a richly detailed stone balcony of scrollwork, flanking vertical panels elegantly crowns the three lower stories and extends around both facades, following the graceful curve of the corner tower. The upper stories are more elaborately embellished with Gothic ornament. Each of the tall window bays is flanked by narrow, pointed ribs. At either side of these bays, the walls are enlivened by light-colored terra-cotta keyed to the brickwork, creating the effect of quoins. The spandrel panels between the twelve-over-twelve windows of the fourth through the sixth stories are ornamented with a series of arched motifs. Handsomely crowning the sixth story of each of the bays is a decorative canopy, characteristic of the Gothic style. Executed in terra-cotta, the canopy is composed of delicate ogee arches with crockets, finials and tracery, and creates a rich, sculptural effect above these windows. At each facade between the canopies, a larger trefoil arch in terra-cotta is set against the brick wall between the two smaller bays and is capped by an elaborate finial.

At the four upper stories, the narrow pointed ribs continue at either side of the bays and terminate, above the tenth floor windows, in finials. Triple arches on corbels are set in the spandrel panels between the windows. Impressively crowning each of the tenth-story windows is a large traceried ogee arch with ornate finials. The delicate rhythm created by these terra-cotta features lends a distinctively picturesque quality to this building. Comparatively simple in design, the roof cornice is carried on a series of diminutive corbeled arches, surmounted by a band of vertical grooves. Originally a high parapet was set above the cornice.

(See attached sheet)

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

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RECEIVED	FEB 29 1980
DATE ENTERED	MAY 6 1980

45 East 66th
Street Building

CONTINUATION SHEET New York County ITEM NUMBER 7 PAGE 2

When the building was constructed it contained only two apartments per floor and no commercial space existed on the first floor. In 1929, a major remodeling of the ground floor was done to provide for commercial tenants attracted by the building's location on Madison Avenue. The original entrance was moved at this time to the easternmost bay of the building's 66th Street facade. Between 1948 and 1953, the original floor-plan of the building was again altered when the apartments were divided to provide four apartments per floor. Today there are thirty-four rather than twenty apartments in the building. The top floor of the building has not been altered and contains only two apartments.

¹The text of this report was taken almost in its entirety from the New York City Landmarks Preservation Commission Designation Report, 45 East 66th Street Building (LP-0963), November, 1977, by Ann Bedell.

8. Significance

Period	Areas of Significance—Check and justify below			
☐ prehistoric	☐ archeology-prehistoric	☐ community planning	☐ landscape architecture	☐ religion
☐ 1400-1499	☐ archeology-historic	☐ conservation	☐ law	☐ science
☐ 1500-1599	☐ agriculture	☐ economics	☐ literature	☐ sculpture
☐ 1600-1699	☒ architecture	☐ education	☐ military	☐ social/
☐ 1700-1799	☐ art	☐ engineering	☐ music	☐ humanitarian
☐ 1800-1899	☐ commerce	☐ exploration/settlement	☐ philosophy	☐ theater
☒ 1900-	☐ communications	☐ industry	☐ politics/government	☐ transportation
		☐ invention		☐ other (specify)

Specific dates 1906 - 1908 **Builder/Architect** Harde & Short

Statement of Significance (in one paragraph)

The 45 East 66th Street Building is an impressive reminder of the grand era of early luxury apartment houses in New York City. The building is one of the finest works of the distinguished architectural firm of Harde & Short, which designed several handsome apartment houses in the city. With its distinctive corner tower and ornate brick and light-colored terra-cotta facade, the building stands out today as among the most important of the extant apartment houses of the early 20th century.

The striking apartment house at 45 East 66th Street stands at the corner of 66th Street and Madison Avenue and is richly detailed with a profusion of Gothic ornament. The building creates a picturesque and imposing effect reminiscent of the neo-French Renaissance style which often employed Gothic detail. Executed in brick with terra-cotta trim, from the designs of the architectural firm of Harde & Short, this handsome apartment building with its distinctive corner tower was, when it was erected in 1906-08, among the earliest of luxury apartment houses to be constructed in the city.

During the first decade of the 20th century, luxurious apartment houses gradually began to replace the opulent private residences of affluent New Yorkers who, for both economic and practical reasons, came to prefer apartment style urban living. The convenience of apartment life was noted in many periodicals of the time and was praised by the architect, Lafayette A. Goldstone:

He [the apartment dweller] can be entirely isolated and experience the joy of living 100 to 200 feet in the air, above the noise and dust of the street, and if he desires to travel need only dismiss his help and latch the front door, with none of the dreaded discomfort of closing up a huge house.¹

As early as 1884, The Dakota, one of the most impressive of the early luxury apartment buildings, had been constructed on 72nd Street and Central Park West. A number of elegant apartment houses were subsequently erected along Central Park West and Broadway; however, construction of large deluxe apartment buildings along the fashionable streets of the Upper East Side did not occur until slightly later.

At the time that 45 East 66th Street was built, the surrounding neighborhood was characterized by low scale rowhouses. Only a few apartment buildings, such as Charles Platt's neo-Italian Renaissance design at 131-35 East 66th Street (1905-07), stood nearby. After the construction of 45 East 66th Street, a number of elegant

(See continuation sheet)

9. Major Bibliographical References

See continuation sheet

10. Geographical Data

UTM NOT VERIFIED

Acreage of nominated property less than one acre

ACREAGE NOT VERIFIED

Quadrangle name Central Park

Quadrangle scale 1:24000

UMT References

A 18 587090 4513300
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification

Borough of Manhattan Tax Map Block 1381, Lot 22.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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11. Form Prepared By

name/title Bradley T. Frandsen, Research Consultant Contact: Elizabeth Spencer-
for Joan R. Olshansky, National Register Coordinator 518-474-0479 Ralph

organization Landmarks Preservation Commission date February, 1980

street & number 305 Broadway telephone (212) 566-7577

city or town New York state New York

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national state X local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature [Signature]

title Director, Historic Preservation Field Services Bureau date 2/28/80

For HCERS use only

I hereby certify that this property is included in the National Register

[Signature]
Keeper of the National Register

date May 6, 1980

Attest: [Signature]

date April 18, 1980

Chief of Registration

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

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DATE ENTERED MAY 6 1980

45 East 66th
Street Building

CONTINUATION SHEET New York County ITEM NUMBER 8 PAGE 2

apartment houses were erected in this part of the Upper East Side. In 1909, the Verona was erected at 64th Street and Madison Avenue and in 1912, a large apartment house was built at 66th Street and Park Avenue. The apartment buildings of the early 20th century were designed by many of the most prestigious architects of the day and elegantly detailed in a wide variety of styles, including the neo-Gothic, neo-Renaissance and French Beaux Arts. The use of elaborate architectural ornament on the exterior of the building symbolized the grandeur and luxury of the style of living within.

The architectural firm of Harde & Short was responsible for many deluxe apartment houses throughout the city. Several of these buildings still stand today and are among the most distinguished examples of this early type of apartment design. Herbert Spencer Harde (1873-1958) studied architecture in London.² Returning to New York, Harde designed a number of tenement houses at the turn of the century. Between 1898 and 1900 he worked with both James E. Ware Associates and Ralph Townsend on tenements located on the Upper West Side. Harde was listed as the owner of two of these properties. One of the earliest references to the architect, Richard Thomas Short, concerns a 1900 housing exhibition in which Short won first prize for his model tenement design.³ The first building known to have been designed by the firm of Harde & Short was "Red House," an apartment house erected in 1903-04 at 350 West 85th Street. Lavishly ornamented with features which recur in the later work of the firm, "Red House" still stands. The Gothic window detail of this building is quite similar to that used a few years later at 45 East 66th Street.

In 1906, Charles F. Rogers, president of Parkview Real Estate Company, commissioned Harde & Short to design the apartment house at 45 East 66th Street. Completed two years later, the building originally had two apartments per floor. The extensive use of large windows, combined with the exuberant terra-cotta Gothic detail, give 45 East 66th Street an unusually handsome appearance. One of the most distinctive features of this apartment house, its corner tower, recalls Parisian apartment buildings of the time and was repeated in another of the firm's impressive works, Alwyn Court, erected in 1908-09.

(See continuation sheet)

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NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

45 East 66th
Street Building

X CONTINUATION SHEET

New York County ITEM NUMBER

8

PAGE 3

In its striking scale and prolific use of elaborate architectural detail, the 45 East 66th Street Building is an impressive reminder of the grand era of the early luxury apartment house. As one of the first elegant apartment buildings of the 20th century, it stands out today as among the most distinctive extant designs of that period and as a vital architectural element in this part of the city.

¹Lafayette A. Goldstone, "The Modern Apartment," Architecture XXXVII (May, 1918), p.142.

²Chris Gray, "45 East 66th Street, New York City" (New York: The Office for Metropolitan History, 1977), p.12.

³I.N. Phelps Stokes, The Iconography of Manhattan Island (New York: Robert H. Dodd, 1926), V, p.2038.

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45 East 66th
Street Building

CONTINUATION SHEET New York County ITEM NUMBER 9 PAGE 1

Alpern, Andrew. Apartments for the Affluent. New York: McGraw-Hill, Inc., 1975.

Goldstone, Lafayette A. "The Modern Apartment," Architecture, XXXVII (May, 1918), p.142.

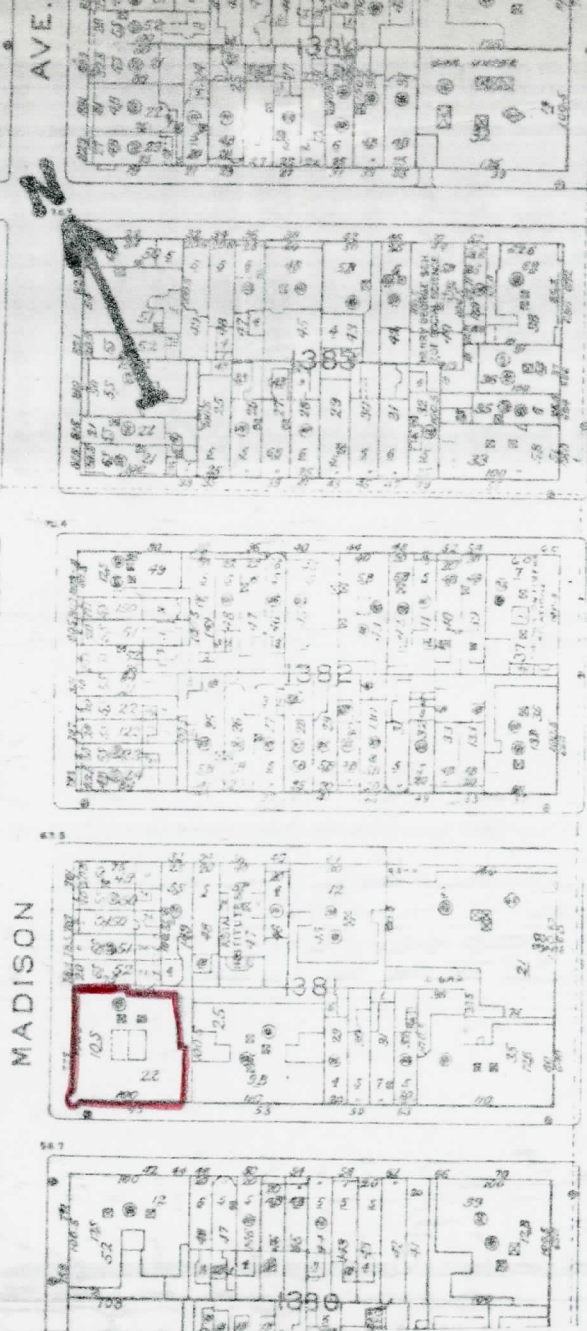
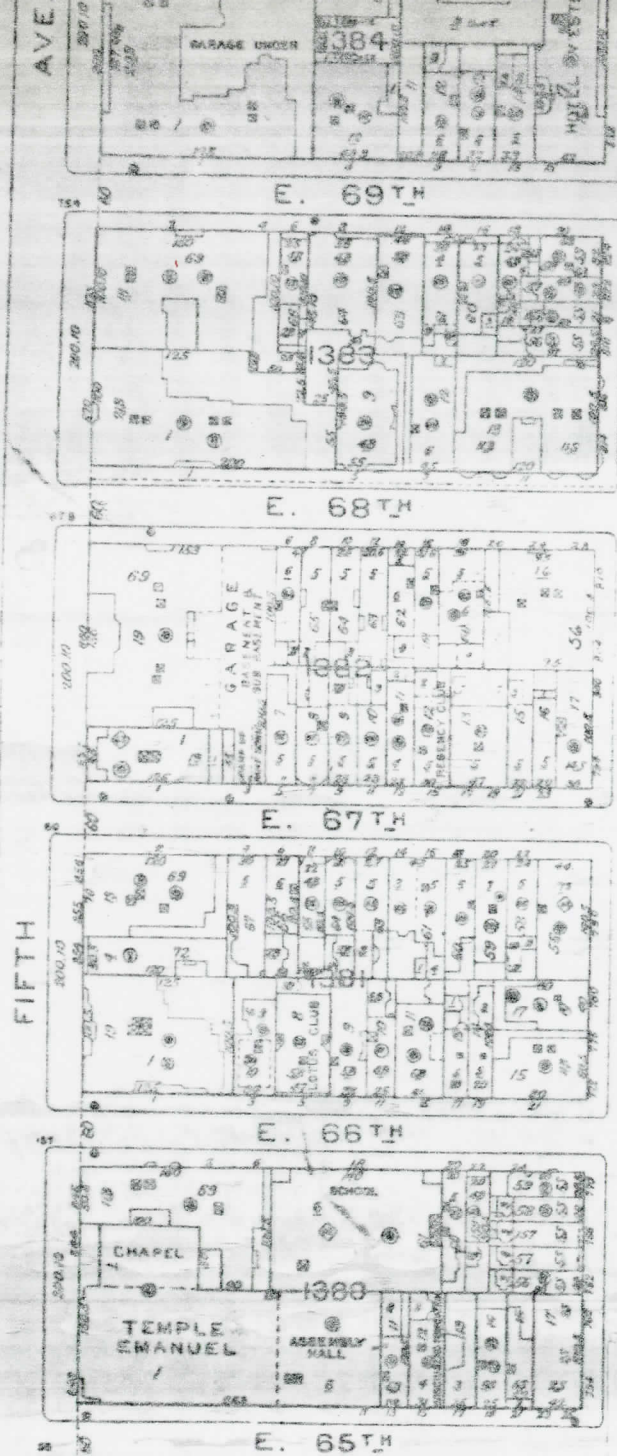
Gray, Chris. "45 East 66th Street, New York City." Unpublished manuscript. New York: The Office for Metropolitan History, 1977.

Landmarks Preservation Commission. 45 East 66th Street Building (LP-0963), by Ann Bedell. New York: City of New York, 1977.

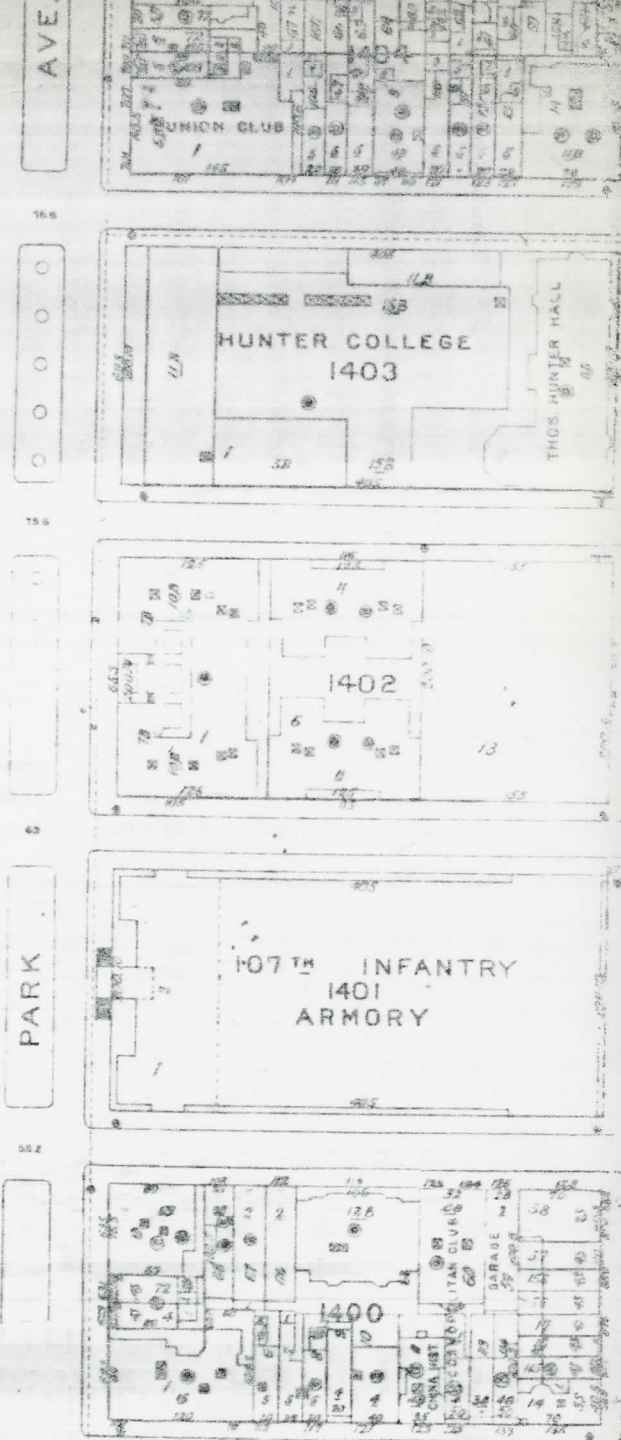
Stokes, I.N. Phelps. The Iconography of Manhattan Island. New York: Robert H. Dodd, 1926.

FEB 29 1980

C E N T R A L P A R K AVE.



45 EAST 66th STREET BUILDING
 New York County: New York
 Manhattan Land Book, Plat 106
 New York: Sanborn Map Company, 1977.



MAY 6 1980

FEB 2 1980



Property

Building at 45 East 66th Street

State

NY - New York

Working Number

2-29-80 661

80002674

TECHNICAL

Photos 4Maps 2

CONTROL

HISTORIAN

Fine example of early luxury apt. use. in N.Y.C. One of several built during the early period of the use of this concept. Architecturally distinctive as an example of ornate turn of the century, large scale urban structure, highly ornamented with gothic motifs.

ARCHITECTURAL HISTORIAN

Accept
L. Oake
4/18/80

ARCHEOLOGIST

OTHER

HAER

Inventory _____

Review _____

REVIEW UNIT CHIEF

Accept
L. Oake
4/18/80

BRANCH CHIEF

KEEPER

National Register Write-up

Federal Register Entry

2.3.81

Send-back

Re-submit

Entered

MAY 6 1980



#1 Bldg. At 45 East 66th St.
45 East 66th Street Building
New York County: New York

MAY 6 1980

Photo by: Stephen L. Senigo, 1979
Neg. at: New York City Landmarks
Preservation Commission

View from southwest

FEB 29 1980

1/4



#2 ~~Bldg. at 45 East 66th St~~

45 East 66th Street Building ~~at~~

New York County: New York

MAY

6 1980

Photo by:

Stephen L. Senigo, 1979

Neg. at:

New York City Landmarks

Preservation Commission

Detail of top of corner tower

7/4

FEB 29 1980



#3 Bldg. At 45 East 66th St.

45 East 66th Street Building
New York County: New York

MAY

6 1980

Photo by: Stephen L. Senigo, 1979
Neg. at: New York City Landmarks
Preservation Commission

Detail of windows

3/4

FEB 29 1980



#4 Bldg. at 45 East 66th St.

45 East 66th Street Building

New York County: New York

MAY

6 1980

Photo by:

Stephen L. Senigo, 1979

Neg. at:

New York City Landmarks
Preservation Commission

Elevator lobby

4/4

FEB 29 1980

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY



CENTRAL PARK QUADRANGLE
NEW YORK - NEW JERSEY
7.5 MINUTE SERIES (TOPOGRAPHIC)
SW/4 HARLEM 15' QUADRANGLE



45 EAST 66th STREET BUILDING
New York, New York
UTM Reference:
18/587090/4513300
Central Park Quad

Mapped, edited, and published by the Geological Survey
Revised in cooperation with New York
Department of Transportation
Control by USGS, USC&GS, and New Jersey Geodetic Survey
Planimetry by photogrammetric methods and from USC&GS Charts T-4567,
T-5089, T-5264, T-5278, T-5448, T-5449, T-5451, T-5452, T-5453, T-5458,
and T-5778. Topography by photogrammetric methods from aerial photographs
taken 1954 and planimetric surveys 1956.
Revised from aerial photographs taken 1966. Field checked 1966
Selected hydrographic data compiled from USC&GS Charts 226, 274, 745,
746, and 747 (1966). This information is not intended for navigational purposes
Polyconic projection. 1927 North American datum
10,000-foot grids based on New York coordinate system, Long Island zone,
and New Jersey coordinate system
1000-meter Universal Transverse Mercator grid ticks, zone 18, shown in blue
Red tint indicates areas in which only landmark buildings are shown

UTM GRID AND 1973 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET

SCALE 1:24,000

CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS MEAN LOW WATER
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
THE AVERAGE RANGE OF TIDE IS APPROXIMATELY 2 FEET
4 FEET IN THE HUDSON RIVER AND 5.7 FEET IN THE EAST RIVER

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION

Heavy-duty — Light-duty
Medium-duty — Unimproved dirt
Interstate Route — U.S. Route — State Route

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QUADRANGLE LOCATION

CENTRAL PARK, N.Y. - N.J.
SW/4 HARLEM 15' QUADRANGLE
N4045-W7352.5/7.5

1966
PHOTOREVISED 1979
AMS 6265 IV SW—SERIES V821

MAY 6 1980

ENTRIES IN THE NATIONAL REGISTER

STATE NEW YORK

Date Entered MAY 6 1980

<u>Name</u>	<u>Location</u>
Federal Reserve Bank of New York	New York New York County
Seguine House	Staten Island Richmond County
St. Augustine's Chapel	New York New York County
Building at 45 East 66th Street	New York New York County
Scribner Building	New York New York County
American Fine Arts Society	New York New York County
Waldo, Gertrude Rhinelanders, Mansion	New York New York County
Church of Notre Dame and Rectory	New York New York County
New York Public Library, 115th Street Branch	New York New York County

Also Notified

Honorable Daniel P. Moynihan
Honorable Jacob K. Javits
Honorable John M. Murphy
Honorable S. William Green
Honorable Charles B. Rangel

State Historic Preservation Officer
Mr. Orin Lehman
Commissioner
Parks and Recreation
Agency Building #1
Empire State Plaza
Albany, New York 12238

NR

Byers/bjr 5/13/80

For further information, please call the National Register at (202)343-6401.