



OFFICE OF THE PRESIDENT
BOROUGH OF MANHATTAN
THE CITY OF NEW YORK

1 Centre Street, 19th Floor, New York, NY 10007
(212) 669-8300

431 West 125th Street, New York, NY 10027
(212) 531-1609

www.manhattanbp.nyc.gov

Brad Hoylman-Sigal, Borough President

February 23, 2026

**Recommendation on ULURP Application No. C260065ZSM -
509 Madison Special Permit
by 509 Madison Avenue LLC**

PROPOSED ACTION

509 Madison Avenue LLC (the “Applicant”) seeks approval of a special permit pursuant to Section 74-152 of the New York City Zoning Resolution (ZR) to facilitate the conversion of an existing commercial office building to a Use Group V hotel (the “Proposed Project”) located at 509 Madison Avenue (Block 1288, Lot 51), in Manhattan Community District 5 (the “Site”).

BACKGROUND

The Citywide Hotels Text Amendment was approved by the New York City Council on December 9, 2021 and established the special permit found in ZR Section 74-152. In commercial districts or mixed-use manufacturing and residential districts the City Planning Commission may permit transient hotels, motels, or tourist cabins.

The Site contains an existing 237-foot-tall commercial office building that was built in the late 1920s and is currently vacant except for ground-floor retail. The existing building has a floor area ratio (FAR) of 20.3, which is overbuilt, and does not comply with some of the height and setback regulations of the Special Midtown district. There is an entrance to the E and F subway lines located on the ground floor of the building on 53rd Street.

Proposed Project

The proposed actions would facilitate the conversion of an existing 139,230-square-foot commercial office building to a hotel with the same floor area. The Proposed Project is a 30-story, 381-foot-tall, 96-room hotel containing approximately 136,000 zoning square feet (ZSF) of hotel use and 3,000 ZSF of ground-floor retail.

While the proposed hotel use is subject to a special permit, the proposed bulk can be developed as-of-right because it would maintain the same square footage as the existing building and reduce non-compliance with the bulk regulations of the Special District.

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The existing building would be partially demolished and reconstructed beginning at the 15th floor, with setbacks at the 15th and 22nd floors. The additional floors would comply with East Midtown bulk regulations, while the existing noncompliant street wall and FAR would remain. The Applicant has begun interior demolition of the existing building.

The main entrance of the hotel would front on East 53rd Street at the corner of Madison Avenue to minimize interference between vehicle drop-offs and bus traffic on Madison Avenue. The Applicant would maintain the existing service entrance and subway station entrance on East 53rd Street, and the retail entrance would be located on Madison Avenue.

To minimize the impact of the Proposed Project on the surrounding area, concierge and valet service would be used for efficient hotel arrival and departure. Deliveries and laundry drop-off and pick-up at the service entrance would occur overnight whenever possible. The Applicant intends to add more street trees on Madison Avenue, should the subsurface conditions allow.

Area Context

The Site is located in Manhattan Community District 5 in the Midtown East neighborhood. The Site is located within the East Midtown Subdistrict of the Special Midtown District, which is primarily zoned C5-3, with C5-2.5 zoning districts mapped at the midblocks. The Site is well-served by transit by the E, F, and 6 trains and close to 20 local and express bus routes.

The surrounding area includes numerous hotels that play an important role in supporting the area's commercial office uses and the city's tourism industry.

COMMUNITY BOARD RESOLUTION

On January 8, 2026, Manhattan Community Board 5 ("CB 5") voted 42-0-1 to recommend approval of the project. CB 5 supported the Applicant's commitments to public realm improvements, upgrades to the subway entrance, retention of bicycle infrastructure, and the plan to use union labor.

BOROUGH PRESIDENT'S COMMENTS

Midtown Manhattan is a center of business and tourism in New York City, and hotels are important to the success of these industries. Prior to 2015, hotel construction was permitted as-of-right in East Midtown. In the ten years since a hotel special permit was first established in the Vanderbilt Corridor¹, then expanded across 78 blocks of East

¹ Vanderbilt Corridor text amendment (N 150127 ZRM)

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Midtown², and ultimately applied to commercial districts citywide³, just one special permit for a new hotel has been granted in East Midtown⁴. Meanwhile, we have seen tourism rebound from the pandemic - hotel occupancy rates are up, while the number of available hotel rooms has only increased slightly from 2024 to 2025⁵. I appreciate that the Proposed Project at 509 Madison Avenue will repurpose an existing building to bring nearly 100 new hotel rooms and union jobs to Midtown East.

While hotels are important for welcoming visitors to our city, they must also be responsible neighbors for the area's full-time residents and businesses. I echo Community Board 5 in encouraging the Applicant to make public realm improvements, including planting more street trees wherever possible, maintaining existing bicycle infrastructure, and working with the MTA to improve the on-site subway entrance. Doing so will ensure that the conversion of this building contributes positively to the neighborhood.

BOROUGH PRESIDENT'S RECOMMENDATION

Therefore, I recommend **approval** of ULURP Application No. C260065ZSM.



Brad Hoylman-Sigal
Manhattan Borough President

² Greater East Midtown Rezoning (N 170186A ZRM)

³ Citywide Hotels Text Amendment (N 210406 ZRY)

⁴ 175 Park Avenue (C 210413 ZSM)

⁵ [Annual State of the City's Economy and Finances 2025 - Office of the New York City Comptroller](#)