



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
143 West 69th Street
January 19, 2010**

LANDMARK WEST! is a not-for-profit community organization committed to the preservation of the architectural heritage of the Upper West Side.

The Certificate of Appropriateness Committee wishes to comment on the application to install signage at 143 West 69th Street, a Renaissance Revival style apartment building, designed by James Edward Ware and built in 1895.

LANDMARK WEST! first met with one of the two business tenants at 143 West 69th Street to brainstorm solutions to their particular signage problem. The challenge: how does one design signage which successfully draws the attention of potential customers without compromising the integrity of the building? Happily, it seems that today's proposal is on just the right track towards answering this query. With one or two modifications, we believe that design harmony will be achieved.

Wall-mounted signage

Regarding the metal sign plates proposed for the principal façade, our Committee finds the location and materials appropriate. However, the signage seems tightly fitted by the dimensions set by the window sill and brackets. An alternate idea which would address this concern and move the design towards greater integration of signage with the overall building façade is individual letters mounted on a bar. The building would then become the field upon which these letters are read.

Signage on projecting wall

Locating signage on the walls projecting from the façade of 143 West 69th Street is a smart solution to addressing visibility of these basement-level stores when approaching the building from the East or the West. Again, our Committee felt that a simple modification—lowering the proposed location of the signage an inch or two, so that the metal bars peak above the sign plate—would result in greater design integration.

We hope the Commission will consider these recommendations and urge the applicant to implement them in their design.