

**Testimony of LANDMARK WEST!  
Certificate of Appropriateness Committee  
Before the Landmarks Preservation Commission  
13-25 West 72<sup>nd</sup> Street  
May 19, 2009**

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 replace windows in this modern style apartment building, designed by Horace Ginsbern & Associates and built in 1961-63.

The architecture of 13-25 West 72<sup>nd</sup> Street may not be characteristic of the Upper West Side, but the strong fenestration pattern it presents to both 72<sup>nd</sup> and 73<sup>rd</sup> Streets is doubtless worthy of protection. Built in 1961, 13-25 West 72<sup>nd</sup> Street, commonly referred to as 15 West 72<sup>nd</sup> Street and known as the Mayfair Towers, appears to have amazingly lasted almost 50 years without being compromised by piecemeal window replacements or alterations. Adopting a master plan governing the future replacement of windows would ensure that the building's cohesive façade is maintained. Approving the replacement proposed today would be a step in the opposite direction.

Individually, the proposed replacement for a window on the 37<sup>th</sup> floor may seem innocuous. But the precedent that it would set for others in the building—inspiring them to amend their individual apartment's fenestration—is dangerous. Standardization and repetition are clear themes in the design of No. 15. Window replacements not governed by a master plan risk the creation of a patchwork façade. Approving today's proposal would open the door to such a fate.

The Mayfair Towers should consider itself a lucky exception to the rule. Many other large-scale apartment buildings on the Upper West Side which lack windows master plans have not be left unscathed. The misfortunate Art Deco gem the Ardsley, at 320 Central Park West, has become a hodge-podge of replacement windows. Likewise, 336 Central Park West—no master plan to its credit—has been hit. You can stop this trend by denying this application.