

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
306 Columbus Avenue
May 3, 2011**

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 a bracket sign at 306 Columbus Avenue, a Renaissance/Romanesque Revival style flats building designed by Gilbert A. Schellenger and built in 1891-92.

The understated simplicity of the proposed Housing Works bracket sign is proof positive that it does not take oversized, exuberantly designed, illuminated signage to draw in customers. The bracket sign, slightly downsized from the existing sign, will continue to subtly announce Housing Work's presence on this stretch of Columbus Avenue. In our early communications with the applicant, it was relayed that they intend to reuse the same entry points of the existing bracket sign for the replacement. In so doing, they will be sure not to unnecessarily damage areas of the store's existing paneling.

Our Committee supports this proposal.