



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION

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PERMIT CERTIFICATE OF APPROPRIATENESS

ISSUE DATE: 06/24/2004	EXPIRATION DATE: 06/24/2008	DOCKET #: 04-7696	COFA #: COFA 04-8012
ADDRESS 471-475 AMSTERDAM AVENUE HISTORIC DISTRICT UPPER WEST SIDE-CPW		BOROUGH: MANHATTAN	BLOCK/LOT: 1213/62

Display This Permit While Work Is In Progress

ISSUED TO:

John Sofia, Jr.
471-5 Amsterdam Avenue Realty Corp.
475 Amsterdam Avenue
New York, NY 10024

Pursuant to Section 25-307 of the Administrative Code of the City of New York, the Landmarks Preservation Commission, at the Public Meeting of April 13, 2004, following the Public Hearing of the same date, voted to approve certain work at the subject premises as put forward in your application completed on March 17, 2004. This approval will expire on April 13, 2010.

The proposed work, as approved, consists of the installation of three painted wall signs, one each on the north, south and west secondary elevations. The signs at the north and south elevations will be 33' long and 30' wide; the sign at the west elevation will be 20' long and 15' 6" wide. Each sign will have a black and white border and graphics consisting of white text ("Sofia Storage Center (212) 873-3600"), on a dark green background. The proposal was shown in an historic photograph, photo-montages and paint color samples prepared by MSD Visuals, submitted as components of the application and presented at the Public Hearing and Public Meeting.

In reviewing this proposal, the Commission noted that the Upper West Side/Central Park West Historic District Designation report states that 471-475 Amsterdam Avenue is an eleven story, brick and terra-cotta, Utilitarian style warehouse with neo-Renaissance elements designed by George S. Kingsley and built in 1923; and that the building's style, scale, materials and details are among the features which cause this building to contribute to the special architectural and historic character of the historic district. The Commission further noted that historic photographs show that painted signs historically existed on the north and east elevations.

With regard to this proposal, the Commission found that there is historic precedent for the presence of painted wall signs on this building; that the placement of the proposed painted wall signs on the plain brick secondary facades would not obscure or cause damage to any significant architectural features of the building; and that the design proposed for the signs, consisting of text and painted borders, is consistent with the historic signage on this building. Based on these findings, the Commission determined the work to be appropriate to the building and

to the historic district and voted to approve it. The work, therefore, is approved.

However, the Commission made its determination subject to the stipulations that the proposal be revised in consultation with the staff to reduce the contrast of the colors and the amount of text; and that two sets of final, stamped and sealed drawings be submitted to the Commission for review and approval.

Subsequently, on May 11, 2004, the Landmarks Preservation Commission received final photo montages prepared by Karen Torrone. Accordingly, the staff of the Commission reviewed the submitted materials and found that the changes required by the Commission have been incorporated into the design for the signage and that the proposal approved by the Commission has been maintained. Based on this and the above findings, the photo montages have been marked approved by the Landmarks Preservation Commission with a perforated seal and Certificate of Appropriateness 04-8012 is being issued.

This permit is issued on the basis of the building and site conditions described in the application and disclosed during the review process. By accepting this permit, the applicant agrees to notify the Commission if the actual building or site conditions vary or if original or historic building fabric is discovered. The Commission reserves the right to amend or revoke this permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application or disclosed during the review process.

All approved drawings are marked approved by the Commission with a perforated seal indicating the date of approval. The work is limited to what is contained in the perforated documents. Other work or amendments to this filing must be reviewed and approved separately. The applicant is hereby put on notice that performing or maintaining any work not explicitly authorized by this permit may make the applicant liable for criminal and/or civil penalties, including imprisonment and fines. This letter constitutes the permit; a copy must be prominently displayed at the site while work is in progress. Please direct inquiries to James Dillon.

Robert B. Tierney
Chair

**PLEASE NOTE: PERFORATED DRAWINGS AND A COPY OF THIS PERMIT HAVE BEEN SENT TO:
Karen Torrone, Rapid Permits Inc.**

cc: Karen Torrone; Sarah Carroll, Deputy Director of Preservation