



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION  
 1 CENTRE STREET 9TH FLOOR NORTH NEW YORK NY 10007  
 TEL: 212 669-7700 FAX: 212 669-7780



# PERMIT

## CERTIFICATE OF APPROPRIATENESS

<b>ISSUE DATE:</b> 11/02/2005	<b>EXPIRATION DATE:</b> 09/13/2011	<b>DOCKET #:</b> 06-2693	<b>COFA #:</b> COFA 06-3494
<b>ADDRESS</b> 475 AMSTERDAM AVENUE		<b>BOROUGH:</b> MANHATTAN	<b>BLOCK/LOT:</b> 1213/62
<b>HISTORIC DISTRICT</b> UPPER WEST SIDE-CPW			

**Display This Permit While Work Is In Progress**

ISSUED TO:

**John Sofia, Jr.**  
**471-475 Amsterdam Avenue Realty Corp.**  
**Sofi Brothers Inc.**  
**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 September 13, 2005, following the Public Hearing of the same date, voted to grant a Certificate of Appropriateness for the proposed work at the subject premises as put forward in your application completed on August 15, 2005. This approval will expire on September 13, 2011.

The proposed work, as approved, consists of the installation of a 20' high and 15' wide painted wall sign on the eastern secondary elevation, with 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. The Commission finally noted that Certificate of Appropriateness 04-8012 (LPC 04-7696) was issued on June 24, 2004, for the installation of three painted wall signs at the subject premises, one each at the southern, norther and western 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 sign on the plain brick secondary facade is reversible and will not obscure or cause damage to any significant architectural features of the building;

that the scale of the proposed sign recalls that of the original signage and is consistent with the approved signage on the other facades; that the design proposed for the sign, consisting of text and painted borders, is consistent with the historic signage on this building; that the proposed sign will be seen in the context of other commercial buildings on this side street; and that while this sign is one of several other painted signs on this building, it will not be seen in conjunction with these other signs, and the cumulative amount of signage will not overwhelm or diminish the historic character of the 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 stipulation that two sets of final, stamped and sealed drawings be submitted to the Commission for review and approval.

Subsequently, on October 12, 2005, 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 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 06-3494 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, Director of Preservation; William Neeley, Deputy Director of Preservation