



Statement of David L. Reich, Chairman of the West 102nd & 103rd Streets Block Association, at the June 27, 2006 hearing of the NYC Landmarks Preservation Commission concerning the Horn and Hardart building at 2710-2714 Broadway, Manhattan.

Chairman Tierney, members of the Commission:

I am David Reich, the chairman of the West 102nd & 103rd Streets Block Association. Our 2000 households reside within a few blocks of the old Horn & Hardart building on Broadway at West 104th St. Our neighborhood is experiencing increased development, which is destroying our architectural heritage, leaving mostly smooth surfaces that rise far beyond the distance a person might walk or a human voice might carry.

Variety of detail and human scale are critical aspects of the Upper West Side as seen in the character of the residents, the economic diversity and the architecture as well. A Horn and Hardart restaurant was for me, as a small boy, a great symbol of modernity and a great example of democracy. The colored terracotta of this building's facade exemplifies the idea that even the small things are important. Preservation of artistic detail and human scale in our neighborhood is of great consequence to the members of our Block Association. Please designate this former Horn & Hardart building as a landmark worth preserving.

Thank you.