

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
Regarding 407 Amsterdam Avenue
January 27, 2004**

LANDMARK WEST! is a non-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 storefront infill, signage, and lighting installed without LPC permits.

The Committee is pleased to see an applicant starting over and fixing an illegal storefront rather than trying to legalize the work done without permits. The proposed design, while an improvement over the current storefront, does not go far enough in remedying the inappropriate infill of this storefront.

The proposed plan still has a large sign band which is out of scale with the building and with the rest of the block. The committee proposes that the awning be attached at the bottom of the storefront cornice rather than at the bottom of the sign band as it is on 201 West 79th Street, the storefront design that the applicant has put forth as a precedent for this redesign. Raising the awning would also eliminate the redundancy of having both the name of the business on the sign and on the skirt of the awning.

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
Regarding 471 - 475 Amsterdam Avenue
January 27, 2004**

LANDMARK WEST! is a non-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 painted wall signs on secondary facades.

There are clear places on this utilitarian building for painted signs and (considering that the proposed signs are simple in design and advertise only the services provided by this building,) the Committee approves of this application. Painted signs on flat expanses of buildings have a historical precedent and, if done correctly, can add character to a neighborhood.