

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
Regarding 471 - 475 Amsterdam Avenue
April 13, 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.

This utilitarian building has obvious places 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 commercial buildings have a historical precedent and can add character to a neighborhood.