



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!  
Certificate of Appropriateness Committee  
Before the Landmarks Preservation Commission  
150 Riverside Drive  
April 4, 2017**

LANDMARK WEST! is a not-for-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 a marquee and signage at 277 West End Avenue, a Neo-Renaissance style apartment building designed by Maurice Deutsch and built in 1926-28, which is part of the Riverside - West End Historic District.

The LANDMARK WEST! Certificate of Appropriateness Committee appreciates the applicant's effort to return an original building feature to this historic façade. We believe the signage, materials and detailing of the marquee to be appropriate with the landmark and hope this can be an opportunity to remove a non-original louver, which appears in conflict with this handsome addition.

This building originated as *The Kateri Residence*. Its name changed to *The Riverside* reflects a business in residence. While we believe the corner signage could be appropriate in aspects of material, location and scale, we would support it if it served as street marker for its intersection-- Riverside Drive and 73<sup>rd</sup> Streets respectively. We cringe at the prospect of additional, redundant signage to signal a business entity along this historic drive.

Our committee fully supports the marquee. We simultaneously find that the corner is being used as branding, not wayfinding and is inappropriate.

Thank you for your time.