



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!  
Certificate of Appropriateness Committee  
Before the Landmarks Preservation Commission  
313 Columbus Avenue  
September 13, 2016**

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 legalize signage at 313 Columbus Avenue, a Romanesque Revival/Queen Anne style flats building designed by C. P. H. Gilbert and built in 1899-1901 which is part of the Upper West Side/Central Park West Historic District.

The LANDMARK WEST! Certificate of Appropriateness Committee is generally against legalizations because they short-circuit the process and often reward applicants who do not follow the rules in the first place.

In the case of Corks on Columbus, we understand that they were mis-informed by their landlord and did not intend any malice by changing their signage without a permit. We also know that signs are not the true means of enticement in this retail environment, but rather, the window displays themselves are.

In our Committee's view, the lettering size and font are acceptable but our committee questions whether the Shredded Wheat "corks" would have been approved had this gone before the full commission.

Our suggestion would be to approve the sign as is with the stipulation that the Wheatabix graphics not be lit.

Thank you for your time.