



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
313 Columbus Ave.
October 27, 2015**

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 313 Columbus Avenue, aka The Hartford, a Flats building designed by Frederick T. Camp in the Romanesque Revival Style with Queen Anne elements and built in 1889-90. The application is to install a new storefront and signage.

The Committee finds the proposed application appropriate.

We are pleased that another retailer is finding success on the Upper West Side and has chosen to not only stay, but expand their operations. The Applicant—The Shade Store—had previously applied for, and received permission to organize its storefront with a transom-ed bay system that recalls old storefronts and modulated their street wall. Their current plans for expansion, which will absorb a neighboring defunct storefront, proposes maintaining a similar three bay system which also calls for aligned datums. Since this façade will still read separately thanks to a masonry separation in the storefront, it will not appear to be a single “big box” and will maintain the smaller shop character common along Columbus Avenue.

Aside from materials, the signage, while growing, is also appropriate in this instance. Perhaps too big for its original location, the enlarged font is acceptable for the new, overall wider storefront and yet it does not overpower. The materials, color, and sans serif font are more passive than the former Pinkberry signage that was next door, and the back-lighting is an elegant subdued approach for shadowed lighting. The Committee feels these conscientious choices are appropriate.