



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
250 West 77th Street
February 16, 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 alter the ground floor and install a canopy at 250 West 77th Street, the Hotel Belleclaire. This individual landmark, built in 1901-03, was designed by Emory Roth in the Art Nouveau/Secessionist Style.

The LANDMARK WEST! Certificate of Appropriateness Committee is pleased to see the Applicant's plans to properly honor the prized landmark for which it is the watchful steward. Recognizing the value of the Hotel Belleclaire's original design, this research and design team is proposing to gift the City with something that was previously deemed unthinkable- the restoration of the rich limestone base with rusticated texture. Once again, the Hotel Belleclaire will find itself grounded after decades of seemingly floating above the street due to its savagely eroded base.

Bucking the trend of "more glass and less soul," this proposal proves that masonry is not only a classy option, but a financially viable one in what are sure to be new bespoke retail spaces, joining longtime neighborhood stalwarts like the Westside Market.

The depth of research and specificity of the proposal show this building is in good hands- from the cornice precedents to the profile, alignment, and arcs of the curved window mullions.

Yes, the canopy will shift, but the canopy will return! In form, and from materials to font, this will surely be a welcomed hallmark of the neighborhood.

Our Committee eagerly awaits the results and future phases of this restoration work at the Hotel Belleclaire so that neighbors can once again enjoy the dome and spire of the tower and look up to see the cornice statuary in profile against the sky.

The LANDMARK WEST! Certificate of Appropriateness Committee supports this proposal and asks the LPC to approve its Certificate of Appropriateness.

Thank you for your time.