



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
2012 Broadway
March 13, 2018**

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 2012 Broadway, a Beaux-Arts-style apartment building designed by Mulliken and Moeller and built in 1904-1905, and altered in the early 20th century with commercial ground floor. The application is to alter the base and install storefront infill.

The L W! C of A Committee believe this proposal has the chance to be so much more. Our Committee is glad to see the return of windows to the currently clogged façade on 69th Street, and we acknowledge that this design is an improvement over the current storefronts of Broadway. However, we see such higher potential for this site—so many ways to better its relationship to this landmark.

Our committee advocates the limestone be continued down to the ground level, so this storefront appears a natural element of the landmark that houses it, rather than a wrapper stuck to its surface. The proposal for the storefront's façade is an inappropriate fit for the site on every level: the coursing here does not echo that of the landmark above it, its size is out of proportion, and the material proposed is essentially *bathroom tile*—a far cry from the rusticated stone intended to ground this Beaux-Art beauty. If these surfaces were reimagined in limestone that reflected the coursing above, the storefront would fall into much greater harmony with its surroundings.

Additionally, we suggest several changes to the chamfer. Why not make this space cohesive with the 69th Street façade? Let the chamfer be a chamfer—do not hamper it with the continuation of the signboard from the Broadway elevation. We cannot understand the vertical line of concrete bordering the lefthand corner of the chamfer—this cuts off the storefront even more sharply from the landmark at large. If the chamfer could be clad in a clean continuation of limestone along with like the Broadway elevation, it would become once again a part of the landmark.

We see in this proposal such a great opportunity, for the first time in a generation, to restore the grandeur and elegance of this landmark, bringing its storefronts into dialog with the landmark they occupy. We hope T-Mobile will see this as a chance to set an example for the surrounding storefronts, showing them that commercial success and architectural excellence can go hand and hand. As it stands, however, this bathroom-tiled, concrete-bordered, pasted-on design honors none of the grandeur of the landmark it occupies. It might be appropriate in a suburban strip mall, but it has no place in the base of an architectural treasure on what is arguably the greatest road in New York or any city. For this reason, the LANDMARK WEST! Certificate of Appropriateness Committee urges the applicants to reexamine their proposal.