



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
2309 Broadway, aka 2309-2315 Broadway; 250-260 West 84th Street
October 23, 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 2309 Broadway, aka 2309-2315 Broadway; 250-260 West 84th Street, an Art Deco style commercial building designed by Sugarmann & Berger and built 1930-1930. The application is to replace storefront infill.

The LANDMARK WEST! Certificate of Appropriateness Committee recognizes the importance of our small businesses and their role in creating the special character of the Upper West Side. The balance of adapting the previous tenants sign and replacing the non-original storefront infill with a metal option befitting of this partly metallic façade is encouraging. The Broadway Fashion Building spent several years on the LANDMARK WEST! wish list based on the integrity of its metal, glass and glazed terra cotta façade. The replacement infill is understated and subtle, maintaining the ethos the New York Times proclaimed at its debut in the 1930's: that the "facades will be 90 per cent [sic] glass, with white stainless metal." Further, it is an improvement over the existing condition.

The LANDMARK WEST! Certificate of Appropriateness Committee believes this proposal compliments the landmark, and we recommend approval of this application.