



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
720 West End Avenue
October 16, 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 720 West End Avenue, a Renaissance Revival style apartment hotel designed by Emery Roth and built in 1926-27. The application is to construct rear yard and rooftop additions and bulkheads, modify and create masonry openings, excavate a portion of the rear yard, and construct a new building on a portion of the rear yard, and construct a new building on a portion of the lot.

The LANDMARK WEST! Certificate of Appropriateness Committee wishes to commend the applicant for their thorough research and sensitivity to this Emery Roth landmark. The restorative work, coupled with the return of multi-light over single pane windows outweigh the nominal façade changes for masonry opening widening and the rooftop addition. The latter of which, set back, and scaled with a conservative profile respects not only the landmark it tops but the context of the district within which it resides. This extension, is however visible from multiple vantage points east and from the main nearby transit hub. We would hope that the volume might be mitigated from this angle.

In regards to the lateral expansion, our Committee considered the novelty of a never-built, non-park lot on the island of Manhattan, but largely felt that the addition complemented the original with restraint. It not only mediates between the subject landmark and its neighbor at 255 West 95th street but also relates to the block with a rusticated base, body and crown.

The LANDMARK WEST! Certificate of Appropriateness Committee recommends approval of this application.