



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
315 Central Park West
January 11, 2022**

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 315 Central Park West, a Neo-Renaissance style apartment building designed by Schwartz & Gross and built in 1911-12 from within the Upper West Side/Central Park West Historic District. The application is to install banner signs.

The LANDMARK WEST! Certificate of Appropriateness Committee appreciates the need for children to visually identify with their school and understands why signage is of interest to the applicant. We wonder if kindergardners who can't yet read the bronze plaques to either side of the entrance will suddenly be able to summon fledgling phonix skills to read these signs which are even further away. However, given that, this is the side elevation, not on Central Park West, and recalling the recent debate over a flagpole on Spring Street at the last hearing, our committee is inclined to accept the comparatively diminutive 2-foot projecting signs. A hybrid between the institutional flagpole and the retail blade sign these "Flades" are located to mount visually within masonry bands of the existing structure.

Our Committee does request clarification on the mounting. Elevations and renderings shown on pages 2 and 5 respectively show square attachments. Yet, the mounting details on sheet 4 show a rotated mount for diamonds.

The LANDMARK WEST! Certificate of Appropriateness Committee prefers the former but recommends approval of this application.