



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
780 West End Avenue
October 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 780 West End Avenue, an Arts & Crafts style apartment building designed by George & Edward Blum and built in 1912-14 from within the Riverside – West End Historic District Extension II. The application is to establish a Master Plan governing the future installation of windows.

Often, the LANDMARK WEST! Certificate of Appropriateness Committee is asking for applicants to prepare a Windows Masterplan; here the applicant has invested great effort in organization and planning for its stewardship to do so, and we thank them.

This Master Plan will again standardize the four primary window sizes of this landmark allowing the building to read more clearly without visual distractions from variant, often split window types and sizes in what are twelve floors of consistent bays. This effort will be most greatly noticeable in the B and C series. The width of these windows however does read as wide. Returning the vertical muntins would further accentuate the nine vertical columns of windows on each the West 98th Street and West End Avenue facades.

This is a one-time opportunity to get these windows right, or codify them to never again meet the architect's intent. The LANDMARK WEST! Certificate of Appropriateness Committee recommends approval with modifications to incorporate the muntins of the Blum design.