



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

**Testimony of LANDMARK WEST!
Certificate of Appropriateness Committee
Before the Landmarks Preservation Commission
199 Columbus Avenue, aka 76 West 69th Street, 191-199 Columbus Avenue
May 9, 2023**

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 199 Columbus Avenue, aka 76 West 69th Street, 191-199 Columbus Avenue, a Renaissance/Romanesque Revival-style flats building designed by Gilbert A. Schellenger and built in 1892-93 from within the Upper West Side/Central Park West Historic District. The application is to enclose display windows and install signage.

At first blush, this application looks very simple but the details from soffits to signage to doors and frames must be closely reviewed.

The LANDMARK WEST! Certificate of Appropriateness Committee believes that fully enclosing two windows on the busy intersection of Columbus Avenue and 69th Street would have a negative effect not only on the retail business but the liveliness of our streets. Currently, there are only two stores with street-fronting display dioramas along Columbus Avenue, and both are legacy businesses that pre-date the 1990 designation. Our Committee feels that an active display is always better than a dead window. We ask the Commission to consider whether boarding up a window from the inside is truly necessary. The window on 69th Street could still bear the requested logo and offer depth rather than a plywood wall. As a rule of thumb, it is a benefit to the community to have no blocked windows.

Secondly, this location already features a two-post banner. No precedent is offered from within the Upper West Side/Central Park West Historic District for the proposed blade sign.

The LANDMARK WEST! Certificate of Appropriateness Committee recommends limiting the fully blocked windows to one and working with the existing banner apparatus rather than further drilling into the historic masonry.

Thank you.