

**THE NEW YORK
LANDMARKS
CONSERVANCY**

February 12, 2013

STATEMENT OF THE NEW YORK LANDMARKS CONSERVANCY BEFORE THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION REGARDING THE PROPOSED DESIGNATION OF THE BIALYSTOKER HOME, 228 EAST BROADWAY, NEW YORK AS AN INDIVIDUAL LANDMARK

Good morning Chair Tierney and Commissioners. I am Andrea Goldwyn, speaking on behalf of the New York Landmarks Conservancy.

The Conservancy joins elected officials and local preservationists in supporting designation of the Bialystoker Home as an individual landmark. We believe this building merits designation for both its rich history and its distinguished architecture.

The Bialystoker Home served vital community needs for nearly 80 years as home for the aged, as a social center offering religious services, and as a gathering place for the Bialystokers, one of New York's largest Jewish immigrant groups. Funds raised from those immigrants ensured the building would be completed to serve as a residence for the elderly, in the neighborhood they called home. Along with the nearby landmarked Bialystoker synagogue, the Home is part of the immigrant experience that defines New York's cultural heritage.

It is also an attractive 1931 Art Deco tower. Decorated with Moorish-style terra cotta ornament, the Bialystoker Home is a contributing building within the Lower East Side National Register Historic District. The structure itself connects architecture to history, with symbols at the entrance representing the 12 tribes of Israel, a motif often found in synagogue decoration. The golden brick façade is intact, and there have been few alterations.

The property was recently offered for sale as a development site. We believe that there should be an opportunity to discover whether this building could serve the Lower East Side community in a new role and we urge the Commission to work quickly to designate the Bialystoker Home.

Thank you for the opportunity to present the Conservancy's views.