

January 4, 2010



Greenwich
Village
Society for
Historic
Preservation

252 East 11th Street
New York, New York 10005

(212) 475-9585
fax: (212) 475-9582
www.gvshp.org

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Hon. Robert Tierney, Chair
New York City Landmarks Preservation Commission
One Centre Street, 9th floor
New York, NY 10007
via fax to 212-669-7955

Hon. Robert LiMandri, Commissioner
New York City Department of Buildings
280 Broadway
New York, NY 10007
via fax to 212-566-5575

**Re: Illegal Billboards at 97 Greenwich Avenue,
Equinox Health Club, Manhattan**

Dear Chair Tierney and Commissioner LiMandri:

I write to follow up on communications to both of your agencies regarding the erection over the holidays of two multi-story billboards covering the building at 97 Greenwich Avenue in the Greenwich Village Historic District. While the Greenwich Village Society for Historic Preservation regularly reports illegal or unpermitted billboards and signage to both of your agencies, this case is particularly egregious, given the size and prominence of the billboards. I hope you will take swift action against these signs, a picture of which is attached.

These billboards were erected shortly after Christmas without permits from either the Department of Buildings or the Landmarks Preservation Commission. As you know, had an application been filed, it is unlikely that approvals would have been granted by either agency.

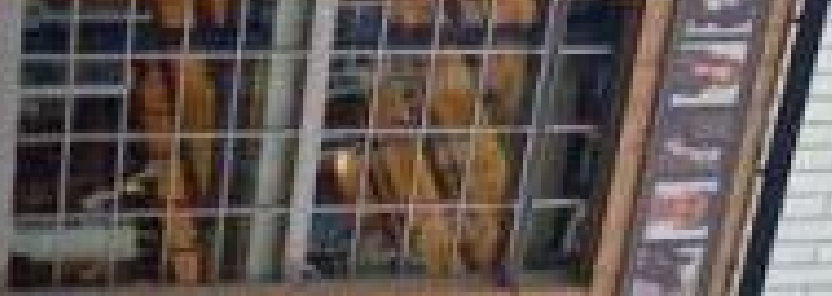
The billboards are unusually large and visually prominent given their location. This, combined with the blatant disregard for buildings and landmarks codes and requirements, warrant quick and firm enforcement action by your two agencies to help ensure that these signs are removed right away.

The signs' continued presence is grossly at odds with the character of the Greenwich Village Historic District, and brazenly flouts important regulations which help to preserve safety and quality of life. I urge your agencies to send a strong message that such clear and unambiguous violations of landmarks and buildings rules will not be tolerated.

Sincerely,

Andrew Berman
Executive Director

MY BODY, MY BIOGRAPHY.
THE REALITY SHOW
FROM THE CREATORS OF
THE SIMPSONS
AND
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