



NEW YORK STATE SENATOR

Thomas K. Duane

Letter from Senator Thomas K. Duane to Equinox Holdings RE: Multistory Signage at 97 Greenwich Avenue

Thomas K. Duane

January 5, 2010

ISSUE:

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Attached and below please find a letter sent today by New York State Senator Thomas K. Duane to Harvey Spevak, CEO of Equinox Holdings, calling for the removal of multistory signage at Equinox Fitness at 97 Greenwich Avenue, which constitutes an egregious violation of the spirit and character of the Greenwich Village Historic District.

January 5, 2010

Harvey Spevak
Chief Executive Officer
Equinox
895 Broadway
New York, NY 10003

Dear Mr. Spevak:

As an elected official representing Greenwich Village, I am outraged that Equinox has erected multistory signage which covers much of the Equinox facility located at 97 Greenwich Avenue, within the Greenwich Village Historic District. I appeal to you as the Chief Executive Officer of Equinox to remove this contextually inappropriate and unsightly advertising, which has seriously compromised the character of our neighborhood.

My office (along with several community organizations and residents) has contacted both the NYC Department of Buildings (DOB) and the NYC Landmarks Preservation Commission (LPC) regarding the legality of these commercial building wrappers. Regardless of DOB or LPC's findings, I appeal to you and am hopeful that in the interests of neighborhood preservation and with respect for your commercial and residential neighbors, you will choose to remove this ill-conceived building facade.

I look forward to your swift response.

Sincerely,

Thomas K. Duane
New York State Senate
29th District