



NEW YORK STATE SENATOR

Brad Hoylman-Sigal

Seeking Removal of Illegal Equinox Advertisement in Landmark District

BRAD HOYLMAN January 31, 2014

I was disturbed to learn that the Equinox gym on Greenwich Avenue in the Village erected a large billboard on the façade of its building which violates the Landmarks Preservation Commission's regulations governing historic districts. This violation is especially disturbing because this very same Equinox location was forced to remove a similar illegal advertisement four years ago for nearly identical reasons. On January 10, I sent a letter to Equinox CEO Harvey Spevak requesting that the billboard be removed as soon as possible, and asking that the company take more care in respecting its neighbors in the future. On Friday, January 31, I spoke to Mr. Spevak, who said the sign would be coming down the next week. In the meantime, I wrote to the NYC Landmarks Preservation Commission asking that it levy the maximum fine possible to Equinox for its illegal signage. Please see my letters below.