



THOMAS DUANE  
SENATOR, 29TH DISTRICT

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THE SENATE  
STATE OF NEW YORK  
ALBANY

PLEASE RESPOND TO:  
 322 EIGHTH AVENUE  
SUITE #1700  
NEW YORK, NEW YORK 10001  
PHONE (212) 633-8052  
FAX (212) 633-8096  
  
 ROOM 430  
STATE CAPITOL  
ALBANY, NEW YORK 12247  
PHONE (518) 455-2451  
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 E-MAIL:  
DUANE@SENATE.STATE.NY.US

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  
29<sup>th</sup> District