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THE SENATE
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER:

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PARKS & RECREATION
JUDICIARY

January 10, 2014

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

Dear Mr. Spevak,

As the State Senator representing Greenwich Village, including the Greenwich Village Historic District, I am writing regarding the billboard that your company has placed on its location at 97 Greenwich Avenue. I am disturbed by reports that this billboard has been erected without seeking the appropriate permitting and violates the Landmarks Preservation Commission's regulations governing historic districts.

I am further dismayed by the fact that this is not the first time that this Equinox location has faced similar criticism. Four years ago this month, your company was forced to remove another illegal advertisement for nearly identical reasons.

I ask that Equinox make every effort to remove this billboard as quickly as possible, and in the future, I hope that the company will demonstrate a deeper level of respect for its neighbors, many of whom are patrons of your business.

I appreciate your time and consideration. Should you have any questions please do not hesitate to contact me at 212-633-8052.

Sincerely,

A handwritten signature in black ink that reads "Brad Hoylman". The signature is written in a cursive, flowing style.

Brad Hoylman
New York State Senate
27th District

cc: New York Assembly Member Deborah Glick
New York City Council Member Corey Johnson
Andrew Berman, Greenwich Village Society for Historic Preservation
Marilyn Dorato, Greenwich Village Block Association
David Gruber, Manhattan Community Board 2