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THE SENATE
STATE OF NEW YORK
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JUDICIARY

January 31, 2014

Hon. Robert Tierney, Chair
New York City Landmarks Preservation Commission
One Centre Street, 9th Floor
New York, NY 10007

Dear ~~Chair~~ Tierney: *Bob*

I am writing regarding the billboard that the Equinox health club has erected on the façade of its 97 Greenwich Avenue location, situated within the Greenwich Village Historic District. As you know, this advertisement is in violation of the Landmark Preservation Commission's (LPC) regulations governing historic districts, and I thank the Commission for its January 7 decision that the sign must be removed. This incident is particularly egregious in light of the fact that this very same Equinox location committed the same violation in 2010, almost exactly four years ago.

Unfortunately, as of today, the billboard remains in place, and I urge LPC to take strong action to discourage this kind of behavior in the future. This sort of illegal action diminishes the character which LPC's historic designation aims to preserve. The continued presence of this billboard sets a bad example for other entities within the historic district. I ask that LPC levy the maximum fine possible on Equinox for its illegal signage, per N.Y. Administrative Code § 25-317.

Thank you for your consideration of my comments and LPC's commitment to preserving our city's heritage. Should you have any questions or to follow up, please contact me at 212-633-8052.

Sincerely,

A handwritten signature in blue ink that reads "Brad Hoylman".

Brad Hoylman
New York State Senator
27th District

cc: Greenwich Village Society for Historic Preservation

