

January 4, 2010



Greenwich  
Village  
Society for  
Historic  
Preservation

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Hon. Robert Tierney, Chair  
New York City Landmarks Preservation Commission  
One Centre Street, 9<sup>th</sup> floor  
New York, NY 10007  
via fax to 212-669-7955

Hon. Robert LiMandri, Commissioner  
New York City Department of Buildings  
280 Broadway  
New York, NY 10007  
via fax to 212-566-5575

**Re: Illegal Billboards at 97 Greenwich Avenue,  
Equinox Health Club, Manhattan**

Dear Chair Tierney and Commissioner LiMandri:

I write to follow up on communications to both of your agencies regarding the erection over the holidays of two multi-story billboards covering the building at 97 Greenwich Avenue in the Greenwich Village Historic District. While the Greenwich Village Society for Historic Preservation regularly reports illegal or unpermitted billboards and signage to both of your agencies, this case is particularly egregious, given the size and prominence of the billboards. I hope you will take swift action against these signs, a picture of which is attached.

These billboards were erected shortly after Christmas without permits from either the Department of Buildings or the Landmarks Preservation Commission. As you know, had an application been filed, it is unlikely that approvals would have been granted by either agency.

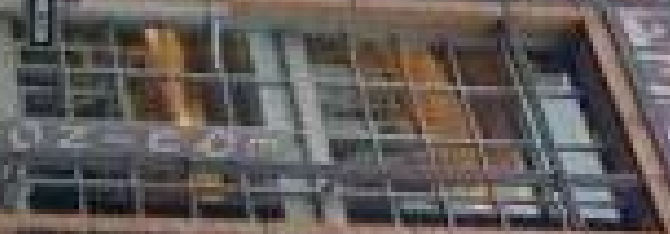
The billboards are unusually large and visually prominent given their location. This, combined with the blatant disregard for buildings and landmarks codes and requirements, warrant quick and firm enforcement action by your two agencies to help ensure that these signs are removed right away.

The signs' continued presence is grossly at odds with the character of the Greenwich Village Historic District, and brazenly flouts important regulations which help to preserve safety and quality of life. I urge your agencies to send a strong message that such clear and unambiguous violations of landmarks and buildings rules will not be tolerated.

Sincerely,

Andrew Berman  
Executive Director

MY BODY, MY BIOGRAPHY.  
THE REALITY SHOW  
FROM THE CREATORS OF  
THE SIMPSONS  
AND  
THE MENTALIST



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