



NEW YORK STATE SENATOR

Thomas K. Duane

## Letter to Derek Lee, Manhattan Borough Commissioner, Regarding Equinox Gym

THOMAS K. DUANE January 14, 2010

**January 15, 2010**

Derek Lee, R.A.  
Manhattan Borough Commissioner  
New York City Department of Buildings  
280 Broadway  
New York, NY 10007

Dear Borough Commissioner Lee:

I would like to thank the New York City Department of Buildings (DOB) for swiftly responding to illegal, multistory signage which covers much of the Equinox facility located at 97 Greenwich Avenue in Manhattan and for issuing 13 code and zoning violations. While I appreciate this very important first step, unfortunately, the advertisements remain in place.

As an elected official representing Greenwich Village, I am dismayed that Equinox has erected this contextually inappropriate and unsightly advertising, which has seriously compromised the character of the Greenwich Village Historic District in which it is located. It

is most unfortunate that Equinox management has thus far ignored the violations issued by DOB as well as a warning letter for installation of billboards without a permit from the NYC Landmarks Preservation Commission. I urge DOB to pursue these violations to the fullest extent of the law so that the signage is removed and all fines are paid in full.

I greatly appreciate your vigilance in pursuing this and other illegal signage, and I thank you for your continued willingness to investigate this matter.

Sincerely,

Thomas K. Duane  
New York State Senate  
29th District