



Greenwich
Village
Society for
Historic
Preservation

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January 29, 2014

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

Stephen M. Ross, Chairman and Founder
The Related Companies
60 Columbus Circle, Floor 19
New York, NY 10023

Re: Illegal Equinox sign at 97 Greenwich Avenue, Manhattan

Dear Mr. Spevak and Mr. Ross,

I write to urge the immediate removal of the illegal, multi-story sign at the Equinox Fitness Building at 97 Greenwich Avenue. As was the case with another illegal Equinox sign installed here four years ago, required permits from the Department of Buildings and the Landmarks Preservation Commission were not obtained prior to installation. This sign was installed over a month ago and remains in place despite the Landmarks Preservation Commission ordering its removal in early January.

The building is located within the Greenwich Village Historic District. Consciously and repeatedly ignoring zoning and landmark regulations put in place to protect neighborhood character and its residents shows a disrespect for the rules by which we must all follow. You are undoubtedly aware of the vocal condemnation this sign has received from neighbors, including many Equinox members. The fact that Equinox has chosen to ignore the rules again four years after they did so the first time shows a disappointing lack of respect for the neighborhood in which the gym operates.

The reputation of your company in the eyes of your neighbors, and all New Yorkers, is negatively affected when everyone else must follow the rules, but you do not.

It is in your company's interest, as well as that of our neighborhood, for you to remove this sign. I urge you to do so as soon as possible.

Sincerely,

Andrew Berman
Executive Director