

HOTEL GANSEVOORT

18 Ninth Avenue New York City NY 10014 / 212-206-6700 p 212-255-5858 f / hotelgansevoort.com

February 9th, 2007

Mr. Andrew Berman
Greenwich Village Society for Historic Preservation
232 East 11th Street
New York, NY 10003

Dear Andrew,

I appreciate your concern for the neighborhood and your taking the time to write me. While we understand the issues that you have raised, we have no choice but to decline your request for us to remove the signage. We have signed a binding contract with Sign In Properties LLC and they have invested tremendous sums and energy into its construction. The sign was legally permitted and built as per those permits. The district is a M1-5 allowing for this type of signage. The location chosen was on the Hudson side of the property, minimizing its effect on the aesthetics of the land-marked district of which we are specifically carved out. In addition, there are numerous other signs in the neighborhood. We do not feel that in any way those detract from the neighborhood, and see no reason that ours will. Ours is primarily intended for fashion signage, and all advertisements require the hotel's approval. Please be aware that over the last few years there have been numerous un-permitted signs within the neighborhood. I believe that if you perceive that there is excessive signage within the neighborhood that you pursue the city enforcing the codes concerning those signs.

I would be very disappointed if the sign causes a reinvigoration of the undue scrutiny that has previously been placed on the hotel. We have been and continue to be a good neighbor, and have helped to bring tremendous financial stability to the business community within the district.

Please feel free to contact me at (917) 532-6612 if you believe future dialogue on this or other concerns is warranted.

Yours truly,



Michael Achenbaum
President, Gansevoort Hotel Group

Cc: City Council Speaker Christine Quinn
Manhattan Borough President Scott Stringer
State Senator Thomas K. Duane
Assembly member Deborah Glick
Municipal Art Society
Meatpacking District Initiative
Richard Born