



**Greenwich
Village
Society for
Historic
Preservation**

252 East 11th Street
New York, New York 10005

(212) 475-9585
fax: (212) 475-9582
www.gvshp.org

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Vicki Weiner
Anthony C. Wood

February 8, 2007

Richard Born
Regent Spe LLC
c/o Wellington Hotel
871 7TH AVE
NEW YORK, NY 10019-3923

Dear Mr. Born:

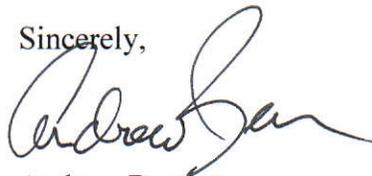
I write on behalf of the Greenwich Village Society for Historic Preservation (GVSHP). GVSHP is the largest membership organization in Greenwich Village, and works hard to protect the special character of Greenwich Village, NoHo, the East Village, and the Meatpacking District. In 2003 we successfully advocated for designation of the Gansevoort Market Historic District, covering much of the Meatpacking District, and have worked in many ways to ensure that the Meatpacking District maintains the unique sense of place that has made it a destination for so many.

That is why we are so disturbed by the two gigantic freestanding billboards you have begun to erect on the southeastern corner of your property. Reaching a total height of over 75 feet and a total square footage of over 1870 feet, these two advertising billboards will loom over the Meatpacking District and the adjacent, largely residential Greenwich Village neighborhood, and would be grossly out of character for the area. Already the frames for the signs have given this distinctive, historic neighborhood the look of an off-ramp for the New Jersey Turnpike, which ultimately serves neither this neighborhood nor your hotel very well. Particularly as these billboards serve no function that is in any way germane to the operation of your hotel, it would seem extremely disappointing and unnecessarily damaging to inflict this sort of visual pollution upon this neighborhood.

I therefore strongly urge you to reconsider the decision to install these two advertising billboards. In a densely-woven neighborhood such as this, residents and businesses must be mindful of their neighbors and the impact that their actions have upon them. There has certainly been friction between the Hotel Gansevoort and its neighbors over the years, some of which has been resolved. However, I believe that installation of these enormous billboards would not only irreparably damage the Hotel Gansevoort's reputation in the neighborhood, but irreparably damage the neighborhood itself with this totally inappropriate visual intrusion.

We all – residents and businesses like the Hotel alike – benefit from the uniquely appealing and distinctive character of our neighborhood. Making it over to look like a stop along an interstate freeway will ultimately be a tremendous disservice to you, your neighbors, and all New Yorkers who care about the quality of their neighborhoods. I hope you will be willing to reconsider this decision.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew Berman". The signature is fluid and cursive, with a large initial "A" and "B".

Andrew Berman
Executive Director

Cc: City Council Speaker Christine Quinn
Manhattan Borough President Scott Stringer
State Senator Thomas K. Duane
Assemblymember Deborah Glick
Municipal Art Society
Meatpacking District Initiative
Michael Achenbaum
Elon Kenchington



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Anthony C. Wood

February 8, 2007

Michael Achenbaum, Vice-President,
Elon Kenchington, CEO
Gansevoort Hotel, LLC

via mail to:

90 Williams Street, Suite 501
New York, NY 10038
100 Ring Road West
Garden City, NY 11530

hand delivered to:

18 9th Avenue
New York, NY 10014

Dear Mr. Achenbaum and Mr. Kenchington:

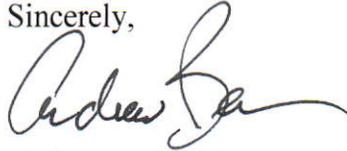
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