



THE NEW YORK CITY LANDMARKS PRESERVATION COMMISSION

1 CENTRE STREET, 9TH FLOOR NORTH, NEW YORK, NY 10007

TEL: (212) 669-7951 FAX: (212) 669-7960

WARNING LETTER

Docket No. **WL10-0630**

Date: January 5, 2010

To: Edmond Schwartz, Almi Greenwich
Assoc.
c/o Lincoln Equities Group, Inc.
595 Madison Avenue, 39th Floor
New York, NY, 10022

From: Robert B. Tierney, Chair

Re: **97-101 Greenwich Avenue
Manhattan, 615/29**

The Landmarks Law, N.Y. Administrative Code §§ 25-305 and 25-310, requires that the Landmarks Preservation Commission ("Commission") approve all work and issue a permit prior to any person working on a landmarked site or within a landmarked historic district. The law also requires that the property be maintained in compliance with the law. Staff of the Commission believes that the above referenced property is in violation of the Landmarks Law, with respect to the following condition(s):

Installation of billboards ("My Body-My Biography.") on Greenwich Avenue and West 12th Street facades without permit(s).

If you apply or have already applied to the Commission within 20 working days of the date of this letter to cure the violation, the Commission will hold off serving a Notice of Violation for the above condition(s). However, if you do not apply to the Commission within 20 working days and obtain a permit and promptly cure the violation, the Commission may serve a Notice of Violation. Service of a Notice of Violation may make you liable for a civil penalty as high as \$5,000, depending on the violation. See N.Y. Administrative Code §§ 25-317.1.b(2). Service of a second Notice of Violation for this same condition may make you liable for a civil penalty as high as \$250 per day, depending on the violation. In addition, the Landmarks Law authorizes criminal penalties for violations. See N.Y. Administrative Code § 25-317.

I urge you to avoid these penalties by taking advantage of this grace period. Please contact **the Compliance Officer at (212) 669-7951** if you have any questions.

This is the only warning letter you will receive before a Notice of Violation is served.

Send all new applications to "New Applications-Preservation Department."

NOTE: All work at or on this premises must stop immediately!