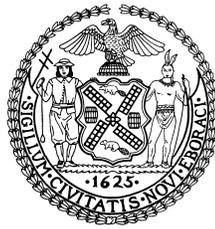


Jacqueline Ludorf
Chair

Latha Thompson
District Manager



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The City of New York Manhattan Community Board 8

April 26, 2010

Hon. Robert B. Tierney, Chair
NYC Landmarks Preservation Commission
Municipal Building
One Centre Street, 9th Floor
New York, NY 10007

Re: 1048 Fifth Avenue (SE corner 86th Street)–Metropolitan Museum Historic District

Dear Chair Tierney:

At the Land Use/Full Board meeting on Wednesday, April 21, 2010, the board adopted the following resolution regarding 1048 Fifth Avenue (SE corner 86th Street) – *Mr. Matthew Conrad, Architect and Mr. Mark Demairo, Neue Gallery* – Application is to install a banner.

- (a) **WHEREAS** 1048 Fifth Avenue is a French Classic style mansion designed by Carrere & Hastings and constructed in 1912-14.
- (b) **WHEREAS** 1048 Fifth Avenue is now the Neue Gallery.
- (c) **WHEREAS** the application is to install a banner on 5th Avenue at the corner of the building.
- (d) **WHEREAS** the banner would be 6' wide by 12' high and supported by a black aluminum post with two support braces and would be at a 90 degree angle to the façade.
- (e) **WHEREAS** the banner would be attached to the brickwork, not the decorative limestone.
- (f) **WHEREAS** the purpose of the banner would be to advertise shows and events at the museum.
- (g) **WHEREAS** while there are precedents for banners at other museums and other institutions, the unique design of the Carrere and Hastings mansion does not easily accommodate a banner.

THEREFORE BE IT RESOLVED that this application be disapproved as presented.

This resolution was approved by a vote of 35 in favor, 0 opposed and 3 abstentions

Sincerely,

Jacqueline Ludorf
Chair

Jane Parshall and David Liston
Co-Chairs, Landmarks Committee

cc: Hon. Michael Bloomberg, Mayor of the City of New York
Hon. Scott M. Stringer, Manhattan Borough President
Hon. Liz Krueger, NYS Senate Member
Hon. Jonathan Bing, NYS Assembly Member
Hon. Micah Kellner, NYS Assembly Member
Hon. Daniel Garodnick, NYC Council Member
Hon. Jessica Lappin, NYC Council Member
Matthew Conrad, Architect

