



Murray Hill

NEIGHBORHOOD ASSOCIATION

February 6, 2023

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Dear PARK AVENUE Board President/Managing Agent, 34th - 39th Streets

RE: PROFESSIONAL/COMMERCIAL SIGNAGE IN MURRAY HILL

The Murray Hill Neighborhood Association (MHNA) expresses our grave concern at the proliferation of 24-Hour neon signs appearing in and around residential buildings, creating a Times Square/Coney Island effect on our residential historic neighborhood, especially on Park Avenue. Specifically, these bright flashing signs and large and oversized advertisements are invasive, obtrusive and offensive to residents, visitors, patients and the public. These signs have appeared in spaces occupied by professional/commercial tenants in the following buildings: 30 Park Avenue, 35 Park Avenue, 41 Park Avenue and 36 East 38th Street. These neon signs and advertisements in the midst of our residential historic neighborhood are extremely damaging to the image of the neighborhood, and this obtrusive assault cannot be tolerated if we are to preserve its historical significance and residential character. The proliferation of these signs shows a blatant disregard of our residential neighborhood and will discourage prospective residents looking for a non-commercial neighborhood, and could even negatively affect property values.

The mission of the MHNA includes: "working to ensure that our neighborhood retains its historical character and environment, free from garish commercial signage or other decoration that is not in keeping with its cultural heritage and residential ambiance as a unique residential enclave in midtown Manhattan."

Historic Murray Hill includes 14 NYC designated landmarks, 2 historic districts, and 239 buildings listed on the National Register of Historic Places (NRHP), nestled in Midtown Manhattan. Murray Hill attracts many visitors eager to learn about the historical events that occurred here when it was settled by the Murray family in the mid-1700's. Without the careful vigilance of our community and the MHNA, it is only a matter of time before further such encroachment will occur and threaten the unique residential character of our community.

We are asking that you inform your professional/commercial tenants to remove all neon signage or other offensive advertisements and replace them with professionally appropriate graphics, non-illuminated designs in keeping with their related professional requirements and in keeping with the character of the neighborhood.

Thank you for your cooperation,

Diane Bartow: President, MHNA, info@murrayhillnyc.org

Susan Demmet: Vice President, Preservation & Design - MHNA, slidemmet@gmail.com

Matt Roberts: Vice President, Quality of Life- MHNA, mattroberts@mindspring.com

Enclosure: Historic Murray Hill Brochure

The Murray Hill Neighborhood Association
Murray Hill Committee Inc.

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