



SAVE 2 COLUMBUS CIRCLE FUND C/O LANDMARK WEST! 45 WEST 67 ST. NEW YORK, NY 10023 TEL 212-496-8110 FAX 212-875-0209 INFO@SAVE2COLUMBUS.ORG

HELP SAVE ONE OF AMERICA'S ELEVEN MOST ENDANGERED BUILDINGS: NYC'S OWN 2 COLUMBUS CIRCLE!

Dear Friend:

The Lollipop Building isn't licked! In fact, the effort to preserve 2 Columbus Circle is moving forward with more vigor and muscle than ever.

On May 24, the National Trust for Historic Preservation – America's leading preservation organization – catapulted 2 Columbus Circle into the national spotlight by naming it one of our country's "11 Most Endangered Buildings" of 2004. In a recent press release, National Trust president Richard Moe called preserving 2 Columbus Circle an issue of "the utmost importance." Edward Durell Stone's 1964 design, Moe continued, "is part of the fabric of American culture – a rich tapestry comprising elements from many periods and in many styles, each of which contributes to our understanding of our nation's growth and development."

This important listing only reaffirms what many New Yorkers already knew – 2 Columbus Circle is a national treasure that has been shamefully overlooked by our city's top preservation authority, the Landmarks Preservation Commission (LPC), in what *New York Times* architecture critic Herbert Muschamp called "a shocking dereliction of public duty." The LPC's failure to act – a failure so far tacitly endorsed by Mayor Michael Bloomberg – places 2 Columbus Circle in clear and present danger. The prospective buyer of this city-owned property, the Museum of Arts and Design (MAD), plans to strip and gut the building as soon as the City gives its final approval of the sale.

A call to action! MAD director Holly Hotchner has tried to characterize the campaign to save 2 Columbus Circle as the work of a "small, vocal minority." The National Trust's recognition of 2 Columbus Circle as one of the most endangered buildings in the United States – the most endangered building in New York City – proves her indisputably wrong.

However, the building's official "endangered" status also underscores the major challenges that still lie ahead. **What more will it take to get the Mayor and the LPC to schedule a public hearing to consider designating 2 Columbus Circle as an official NYC Landmark?** Polite requests have been repeatedly ignored by both LPC Chair Robert B. Tierney and Mayor Michael Bloomberg. As a result, we have resorted to more robust – certainly less polite – measures, including an Article 78 lawsuit filed last November. We lost in the first round. But, on May 21, we filed a notice of appeal, signaling that we have no intention of relenting until 2 Columbus Circle receives the landmark recognition it deserves.

We need your help to keep up the fight! Significant assistance has already arrived in the form of a \$20,000 challenge gift. We're aiming to raise another **\$30,000 for the Save 2 Columbus Circle Fund**, a goal that can only be accomplished with the help of friends like you. Any amount will help – \$10 donations from 3,000 friends would do it (and we know you're out there!), but it would ease our burden considerably to receive gifts at the **\$150 level and above**. Fill out the form below, clip it, and mail it with your check in the enclosed envelope today! We'll thank you, and so will our children, who will continue to enjoy and learn from 2 CC!

5/2004

YES, I want to help preserve New York's Most Endangered Building! Enclosed is my tax-deductible gift made payable to Landmark West! citing "Save 2 CC Fund" on the memo line. My gift will help preserve 2 Columbus Circle's:

- \$1,000 Upper Loggia
- \$ 500 Lollipop Arcade
- \$ 250 Porthole Windows
- \$ 150 White Marble Curve
- _____ (any amount will help)

Log on to the new "Save 2 CC" website (www.save2columbus.org) to pay by credit card, send a virtual postcard to Mayor Bloomberg and LPC Chair Tierney, and learn about other ways you can support our efforts. Thank you!