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New Yorkers to City Council: Save Our Skyline

Overwhelming majority of NYC residents oppose current 15 Penn Plaza plan; seek preservation of iconic skyline

NEW YORK, NY, August 23, 2010 – According to a new poll about the proposed 15 Penn Plaza project and its impact on the Empire State Building and New York City's iconic skyline released today, more than four out of five New Yorkers (82%) believe that 15 Penn Plaza would alter the character of the New York City skyline with 71% of those feeling that it would degrade the character of it

Nearly all New Yorkers (97%) say that the Empire State Building is the building that most defines the New York City skyline. The poll shows that by a 63% to 28% margin NYC residents believe the City Council should either reject the 15 Penn Plaza project altogether or require the developers to amend it to be shorter and have setbacks.

“These results clearly show that New Yorkers feel strongly about the Empire State Building's place on, and protecting the integrity of, the New York City skyline,” said Anthony Malkin, President of Malkin Holdings, an owner of and responsible for the daily operation of the Empire State Building. “It reinforces that this project, with its dramatic impact, has not to this point been fully understood by the public, and that as New Yorkers learn more, they do not like it as proposed. New Yorkers are speaking, and it now rests with the City Council to hear them and reject or amend the 15 Penn Plaza project.”

Key findings of the poll include:

- New Yorkers treasure the City's skyline with 95% saying the skyline makes them proud to be a New Yorker.
- More than two-thirds of New Yorkers (69%) said that it matters to them if 15 Penn Plaza detracts from the Empire State Building on the Manhattan skyline.
- Nearly two-thirds (63%) believe the City Council should reject the 15 Penn Plaza project altogether or require that the 15 Penn Plaza proposal be amended to include setbacks and decrease the building's height.
- New Yorkers say they find the New York City skyline beautiful (99%) and iconic (93%), and nearly all (97%) say the Empire State Building is the building that most defines the New York City skyline.

NEW YORKERS' OPINION ON HOW 15 PENN PLAZA'S PROXIMITY TO THE EMPIRE STATE BUILDING WOULD ALTER THE CHARACTER OF THE SKYLINE

	TOTAL RESIDENTS	MANHATTAN RESIDENTS	OUTER BOROUGH RESIDENTS	WORK IN MIDTOWN
"COMPLETELY" + "SOMEWHAT" ALTER / "NOT VERY MUCH" + "NOT AT ALL"	82/16	75/20	84/16	74/17
COMPLETELY	43	39	44	40
SOMEWHAT	39	36	40	34
NOT VERY MUCH	11	9	12	14
NOT AT ALL	5	11	4	3
DON'T KNOW	2	6	1	8

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About Penn Schoen Berland

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