



September 4, 2026

Hope Knight, President and CEO
Empire State Development
655 Third Avenue
New York, NY 10017

RE: Proposed Amendment to the Jacob K. Javits Convention Center Expansion and Renovation Civic and Land Use Improvement Project General Project Plan

Dear President Knight:

We appreciate the opportunity to submit comments in opposition to the proposed amendment to the Jacob K. Javits Convention Center (Javits Center) General Project Plan (GPP). The amended GPP would override sections of the New York City Zoning Resolution to allow digital advertising signage in a manufacturing district and modify the maximum size, height, and proximity of such signage to a highway, park, and residential or commercial zone. These modifications would allow for installation of the following illuminated digital advertising signs on the Javits Center façade:

- Southwest corner of 34th Street and 12th Avenue: 28 feet high by 41 feet wide at 65 feet above ground level;
- Southwest corner of 38th Street and 12th Avenue: 30.5 feet high by 24.5 feet wide at 40.5 feet above ground level.

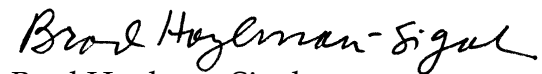
Established in 2006 and amended in 2016, The Javits Center GPP aimed to transform the Javits Center into New York City's premier convention and large event venue by facilitating the expansion and renovation of the Javits Center and encouraging development of complimentary commercial and residential uses in the surrounding area. In recent years, vacant and underutilized lots in the surrounding area, including the Marshalling Yards and Western Rail Yards immediately south of the Javits Center, are increasingly seen as opportunities for substantial residential development to alleviate the housing crisis, and a more residential mixed-use neighborhood is taking shape.

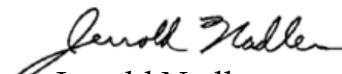
New York City zoning regulations limit the use of digital advertising signage to just two areas in Manhattan, Times Square and the Penn Central district (Madison Square Garden), which contain predominantly entertainment and commercial uses. Given the

increasingly residential mixed-use character of the area surrounding the Javits Center, we believe the existing restrictions on digital advertising signage and the existing allowances for non-illuminated accessory signage in the GPP should be maintained. The proposed digital signage at the southwest corner of 34th Street and 12th Avenue is of particular concern, as it would be directly visible from the High Line extension and future residential development.

The Javits Center is an important venue for Manhattan and New York City, and the current signage regulations in the GPP appropriately balance the need for signage to attract visitors to events at the venue while maintaining a high quality of life for Manhattanites who increasingly call this neighborhood home. We believe the introduction of digital advertising signage at the Javits Center would be inconsistent with the development goals of the surrounding area, and we appreciate your consideration of this recommendation in opposition to the proposed amendment.

Sincerely,


Brad Hoylman-Sigal
Manhattan Borough President


Jerrold Nadler
Congressmember, District 12


Tony Simone
Assemblymember, District 75