

American Rivers
Clean Water Action
Earthjustice
Environment America
Friends of the Earth
League of Conservation Voters
National Audubon Society
National Parks Conservation Association
Natural Resources Defense Council
The Trust for Public Land
The Wilderness Society

April 21, 2014

Mr. Bon-Joon Koo
Vice Chairman & CEO
LG Electronics
Seoul, Republic of Korea

Dear Vice-Chairman Koo:

As U.S. environmental leaders writing on behalf of our millions of members, we are deeply concerned by the threat posed by LG Electronics to the Palisades, a celebrated national landmark and interstate park along the Hudson River north of the George Washington Bridge. As currently designed, your new headquarters building would tower high above the adjacent Park, permanently harming precious open space and unspoiled scenic vistas treasured by millions. Such an ill-conceived incursion on the natural landscape would undo a century of conservation success begun by Theodore Roosevelt.

As the Director of the National Park Service observed in his recent letter urging you to reconsider your design, “The current development proposal for the 143-foot tall office tower adjacent to the Palisades National Landmark threatens the nationally significant, historic scenic integrity of the Palisades in a major way. If built, the tower will introduce a massive incompatible feature that will be visible for miles.”

In fact, there is no need for LG to build four times higher than the long-time limit respected by all other companies to protect the Palisades. As your own architect has stated, the same office space (and jobs) could be provided by building horizontally rather than vertically on your 27-acre lot, keeping the visible structure below the tree line. The decision,

he stated, to build high rather than wide was “to take advantage of the beauty of the site, the views.” In other words, as noted by four former governors of New Jersey, LG would take for its own private benefit what belongs to the public.

Instead, we ask you to fulfill your often-stated standard of corporate responsibility to the greater community and respect a celebrated American natural and historic landmark and the broad public interest in its preservation. As stated by the four governors, “The building can be redesigned. The Palisades and the Hudson River cannot.” We call on LG to redesign and lower the structure below the tree line in order to protect the Palisades.

Sincerely,

Robert Irvin, President
American Rivers

Robert Wendelgass, President and CEO
Clean Water Action

Trip Van Noppen, President
Earthjustice

Margie Alt, Executive Director
Environment America

Erich Pica, President
Friends of the Earth

Gene Karpinski, President
League of Conservation Voters

David Yarnold, President and CEO
National Audubon Society

Clark Bunting, President and CEO
National Parks Conservation Association

Frances Beinecke, President
Natural Resources Defense Council

William Rogers, President and CEO
The Trust for Public Land

Jamie Williams, President
The Wilderness Society

cc: Mr. William Cho, President, LG Electronics USA