



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

424 W 33rd Street, Suite 580 New York, NY 10001

tel: 212-736-4536

<https://cbmanhattan.cityofnewyork.us/cb4/>

LOWELL D. KERN

Chair

JESSE R. BODINE

District Manager

August 13, 2021

Vincent G. Bradley

Chairman

New York State Liquor Authority

80 S. Swan Street, Suite 900

Albany, New York 12210

Re: Susi Villa TPlayground Corp.

d/b/a Susi Villa

134 Ninth Avenue (18th/19th Streets)

Dear Chairman Bradley:

Manhattan Community Board 4 (MCB4) recommends by a vote of 35 in favor, 0 opposed, 0 abstaining, and 0 present not eligible, **denial** of the Susi Villa TPlayground Corporation's application for an On Premise full Liquor/Wine/Beer and Cider License. Given the intense alcohol saturation of the block where the applicant intends to open and serious concerns about the operation of this establishment, the granting of the On Premise license sought in this application would not serve, and would be contrary to, the public interest.

At the July 13, 2021 meeting of MCB4's Business Licenses and Permits Committee at which this application was considered, multiple community members spoke and/or made written submissions in opposition to this application. They cited the already high concentration of licenses along Ninth Avenue, the continuing noise and congestion that is generated by existing On Premise licenses adjoining these overwhelmingly residential blocks, and their fear that this location was taking on the regional recreational aspects of the Meat Packing District to its south. No one (other than the applicant) spoke or made written submissions in support of this application

The proposed establishment falls within the 500 foot rule as there are seven active On Premise licenses within 500 feet of this address. An additional 18 On Premise licenses are within 500 – 750 feet. Clearly, these blocks are already heavily populated with licensed premises. Though the space at 134 Ninth Avenue had previously been licensed, the elimination in the area of one On Premise license would reduce the serious risk of increased

noise and disturbance from patrons, vehicular traffic, and pedestrian circulation. It might even lessen any existing disruptions to residents who live nearby.

Particularly troubling to many members of the BLP is the fact that one of the operators of this self-described “comfortable neighborhood lounge” was previously associated with a club in Hell’s Kitchen that supported what can be described at best as a raucous atmosphere. This was its hallmark and attraction. The name of the promotions this person produced at this club is the same name chosen to identify the proposed Ninth Avenue establishment. When questioned about this, the individual assumed innocence. The moniker, the committee was told, was chosen solely because it’s her corporate name. Although MCB4 recognizes that the Hell’s Kitchen club and this proposed Chelsea “lounge” are separate establishments, it is hard to believe that the identical name is not accidental and was chosen deliberately to attract those who might be looking for a similar experience in Chelsea.

MCB4 accordingly urges denial of the present application.

If the SLA disagrees with our conclusions and were to approve this application for an On Premise license, MCB4 would want the following stipulations, agreed to by the applicant, included in the establishment’s methods of operation:

- Sunday through Wednesday closing at midnight; Thursday through Saturday closing at 1 am.
- Background music and juke box only. No live music or live performances, no DJ, no karaoke.
- No dancing.
- Proposed establishment will not be named or d/b/a “Susi Villa” nor will it hold or support events of the nature of those promoted under the name “Susi Villa” at prior locations.
- Applicant will obtain an acoustical report from a licensed acoustical engineer and implement all recommendations of the report.

Thank you for your attention and cooperation with this application.

Sincerely,



Lowell D. Kern
Chair



Burt Lazarin
Co-Chair
Business Licenses & Permits
Committee



Frank Holozubiec
Co-Chair
Business Licenses & Permits
Committee