



Manhattan Community Board No. 4
BLPC September 13, 2022 Meeting

Voss Events Inc dba Santa's Secret
500 West 36th Street – 5th Floor aka 20 Hudson Yards
New York, New York 10001

Questionnaire for A Winter Seasonal Liquor License

1. Diagrams
2. Photographs
3. Menu
4. Area Survey
5. Public Interest Statement

BERNSTEIN REDO & SAVITSKY PC
1177 Avenue of the Americas, 5th floor
New York, NY 10036
Tel. 212.651.3100
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Manhattan Community Board 4

(All Fields Must Be Completed)

| | | | |
|---|---|---|---|
| CORPORATION NAME | | DOING BUSINESS AS (DBA) | |
| Voss Events Inc | | Santa's Secret | |
| STREET ADDRESS | | CROSS STREETS | ZIP CODE |
| 500 West 33rd Street - 5th Floor aka 20 Hudson Yards | | Tenth Avenue & Hudson Boulevard | 10001 |
| OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small> | NAME: | ATTORNEY/ REPRESENTAIVE | NAME: |
| | PHONE: | | PHONE: |
| | EMAIL: | | EMAIL: |
| | Brandon Voss 917 304 3342 brandon@vossevents.com | | Donald M. Bernstein, Esq. 212 651 3100 donald@brpclaw.com |
| MANAGER | NAME: | LANDLORD | NAME: |
| | PHONE: | | PHONE: |
| | EMAIL: | | EMAIL: |
| | Vincent Cooper 848 667 6757 vincent@vossevents.com | | ERY Retail Podium LLC c/o The Related Companies LP 212 429 8520 SPlakoudas@related.com |
| APPLICATION TYPE (<input checked="" type="checkbox"/> Liquor License <input type="checkbox"/> Unenclosed Sidewalk Cafe) | | | |
| <input checked="" type="radio"/> New | Has applicant owned or managed a similar business? * | | <input checked="" type="radio"/> YES <input type="radio"/> NO |
| | What is/was the name and address of establishment? | | 1. Santa's Secret - 500 West 33rd Street 2. XL Dance Bar LLC - 512 West 42nd Street |
| | What were the dates applicant was involved with this former premise? | | 1. 12/2021 to 01/2022 2. 2012 to 2014 |
| <input type="radio"/> Corp Change/Class Change/Removal | What is the license # and expiration date? | | N/A |
| | Is applicant making any alterations or operational changes? | | <input type="radio"/> YES <input type="radio"/> NO |
| | If alterations or operational changes are being made, please describe/list all changes. | | |
| <input type="radio"/> Alteration | What is the current license # and expiration date? | | N/A |
| | Please list/describe the nature of all the changes and attach the plans: | | |
| METHOD OF OPERATION | | | |
| TYPE OF ALCOHOL | <input checked="" type="radio"/> Liquor/Wine/Beer & Cider <input type="radio"/> Beer & Cider <input type="radio"/> Wine/Beer & Cider | | |
| ESTABLISHMENT TYPE | <input type="radio"/> Restaurant <input checked="" type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input checked="" type="radio"/> Bar/Tavern <input type="radio"/> Catering Establishment With immersive holiday décor <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Club (Fraternal Organization – Members Only) | | |
| Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file? | | <input type="radio"/> YES <input checked="" type="radio"/> NO | Will file September 17, 2022 |
| Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement. | | <input checked="" type="radio"/> YES <input type="radio"/> NO | |
| Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule. | | <input type="radio"/> YES <input checked="" type="radio"/> NO | |
| Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments? | | <input checked="" type="radio"/> YES <input type="radio"/> NO | |

OPERATIONAL DETAILS (*Closing time will be when establishment is vacated of all patrons)

| HOURS* <i>(Indoor Only)</i> | | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|-----------|------------|---|---|------------|------------|------------|-----------|
| | Operation | 6pm-1130pm | 6pm-1130pm | 6pm-1130pm | 6pm-1130pm | 6pm-1130pm | 6pm-1130pm | 4pm-930pm |
| | Kitchen | 6pm-11pm | 6pm-11pm | 6pm-11pm | 6pm-11pm | 6pm-11pm | 6pm-11pm | 4pm-9pm |
| | Music | 6pm-11pm | 6pm-11pm | 6pm-11pm | 6pm-11pm | 6pm-11pm | 6pm-11pm | 4pm-9pm |
| If you plan to have music, what type(s)? (Circle all that apply) | | | <input checked="" type="radio"/> BACKGROUND | <input checked="" type="radio"/> LIVE MUSIC | DJ | JUKE BOX | KARAOKE | |

OCCUPANCY

| | Capacity (Certificate of Occupancy) | Maximum # of Persons Occupying Premises (Including Employees) | Number of Tables | Number of Seats | Number of Service Only Bars | Number of Stand-Up Bars | Number of Seats at Stand-Up Bar |
|--|---|--|---------------------|--------------------|--------------------------------|----------------------------|------------------------------------|
| INSIDE | 450 | 450 | 99 | 380 | None | Two | None |
| OUTSIDE <i>(Other than sidewalk café)</i> | N/A | | | | | | |
| DCA APPROVED UNENCLOSED SIDEWALK CAFÉ | N/A | | | | | | |

How many floors are there? What is the capacity for each floor?

One floor with capacity for 450

How frequently will the owner(s) be at the establishment?

Several times per week.

Will there be dancing?

YES

NO

Only employee dancing for the cabaret.

Will applicant have bottle or table service for beverage alcohol?

YES

NO

Will applicant be hosting private; promotional or corporate events?

YES

NO

Will outside promoters be used on a regular basis? If yes please describe.

YES

NO

Will applicant have a security plan? If, yes please attach.

YES

NO

Will security plan be implemented?

YES

NO

Will State certified security personnel be used?

YES

NO

Will New York Nightlife Association and NYPD Best Practices be followed?

YES

NO

Does applicant agree to notify MCB4 prior to making changes to its method of operation?

YES

NO

Will applicant be using delivery bicycles? If yes, how many?

YES

NO

Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly noting name as described by NYC Law?

YES

NO

N/A

Where will delivery bicycles be stored during the day when not in use?

N/A

LOCATION & ZONING

| | | | |
|---|--------------------------------------|----|---------------------|
| Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards? | <input checked="" type="radio"/> YES | NO | Hudson Yards |
| Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection? | <input checked="" type="radio"/> YES | NO | |
| Is a Public Assembly permit required? | <input checked="" type="radio"/> YES | NO | |
| Are your plans filed with DOB? | YES | NO | N/A |

Community Notification/Relations

| | | | |
|--|-----|---|----|
| <p>NOTIFICATION: List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each please list both the organization and individual you contacted</p> | # 1 | See attached email and with list of community based organizations. | |
| | # 2 | | |
| | # 3 | | |
| | # 4 | | |
| | # 5 | | |
| Please provide dates when applicant met with the groups listed above. | | N/A | |
| Who was your contact person at each group you met with? | | N/A | |
| When did applicant post the notice that was provided? | | 08/31/2022 | |
| Where did applicant post the notice that was provided? | | Premises, ground floor and lamp posts. | |
| Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided. | | <input checked="" type="radio"/> YES | NO |
| | | 917 304 3342 | |
| Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage? | | <input checked="" type="radio"/> YES | NO |

| BUILDING DESIGN | | | |
|---|---|-------------------------------------|--|
| State the name and type of business previously located in the space. | Empty space used for events for tenants | | |
| Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business. | <input checked="" type="radio"/> YES | NO | Voss Events Inc dba Santa's Secret received one-day liquor permits for the space last year. |
| Do you plan any changes to the existing façade? If yes, please describe. | <input checked="" type="radio"/> YES | NO | Signage |
| Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo? | <input checked="" type="radio"/> YES | NO | |
| Is the entrance ADA Compliant? | <input checked="" type="radio"/> YES | NO | |
| Do you plan any changes to the existing façade? If yes, please describe. | <input checked="" type="radio"/> YES | NO | Signage |
| Will applicant have a vestibule within the establishment? | YES | <input checked="" type="radio"/> NO | |
| Will applicant use a storm enclosure? | YES | <input checked="" type="radio"/> NO | |
| Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law? | YES | NO | N/A - on the 5th floor |
| Will applicant comply with the NYC noise code? | <input checked="" type="radio"/> YES | NO | |
| Will the establishment have any of the following: (circle all that apply) | FRENCH DOORS | GARAGE DOORS | WINDOWS THAT CAN BE OPENED |
| Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment? | <input checked="" type="radio"/> YES | NO | |
| Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment? | <input checked="" type="radio"/> YES | NO | |
| Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings? | YES | <input checked="" type="radio"/> NO | Commercial space |
| Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment? | YES | NO | N/A |
| Will the kitchen exhaust system extend to the roof? | YES | NO | N/A - food prep area only |
| Will the establishment have an illuminated sign? | YES | <input checked="" type="radio"/> NO | N/A |
| Will the establishment have a canopy extending over the sidewalk? | YES | NO | N/A |
| Where will the air conditioner be located? What type is it? | 5th floor in venue - Modern heating an cooling split system. | | |
| When was the air conditioner installed? | 2019 | | |

| OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ | | | |
|---|-----|----|--|
| Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy? | YES | NO | |
| Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo or open dining in the parking lane? If yes, which one(s)? | YES | NO | |
| Are the floorplans for the outdoor space(s) included? | YES | NO | |
| Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days? | YES | NO | |
| Will the service and consumption of alcohol in any outdoor space only be via seated food service? | YES | NO | |
| Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk? | YES | NO | |
| Will there be no amplified music, as per the law? | YES | NO | |
| If amplified sound is played inside the establishment, will windows and doors be closed? | YES | NO | |
| Will applicant agree to post signs outside asking customers to respect the neighbors'? | YES | NO | |
| Will applicant agree to train staff to encourage a peaceful environment? | YES | NO | |
| Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments) | YES | NO | |
| Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors? | YES | NO | |
| If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture? | YES | NO | |
| If open dining, will you comply with all NYC DOT guidelines? | YES | NO | |
| If open dining, will the installation be year-round? | YES | NO | |

DCA APPROVED UNENCLOSED SIDEWALK CAFÉ

| | | | |
|---|-----|----|--|
| Has the applicant/owner(s) read MCB4 Sidewalk Café Policy? | YES | NO | |
| Will applicant be applying for a sidewalk café now or in the future? | YES | NO | |
| Is applicant in this application seeking to include a sidewalk café in its liquor license? | YES | NO | |
| If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans. | YES | NO | |
| Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days? | YES | NO | |
| Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service? | YES | NO | |
| Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe? | YES | NO | |
| Will applicant mark the perimeter of the café on the sidewalk? | YES | NO | |
| Will the service and consumption of alcohol in the sidewalk café only be via seated food service? | YES | NO | |
| Will the sidewalk café not provide standing space for drinking or smoking? | YES | NO | |
| Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department? | YES | NO | |
| Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors? | YES | NO | |
| Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours? | YES | NO | |
| Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains or snows? | YES | NO | |
| Will applicant use umbrellas? | YES | NO | |
| If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8 foot clear path of sidewalk between the perimeter of the café and the closest obstruction including construction barricades? | YES | NO | |
| If open dining is in the parking lane, will applicant agree to remove its sidewalk café? | YES | NO | |

ADDITIONAL STIPULATIONS: (Office Use Only)

To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.

ADDITIONAL STIPULATIONS: (Office Use Only), *Continued*

To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.

Manhattan Community Board 4 (MCB4) recommends:
 (MCB4's recommendation is based on a vote taken at its
 October 6, 2022 full board meeting, with 37 members voting in favor
 of the recommendation, 0 members opposed, 0 members
 abstaining and 0 present but not eligible)


Denial unless all stipulations agreed to by applicant/owner are part of the method of
 operation
 Denial Approval

CB4 REPRESENTATIVES

| | | |
|---|---|---|
|  Nelly Gonzalez CB4 Assistant District Manager |  Frank Holozubiec CB4 BLP Committee Co-Chair |  Burt Lazarin CB4 BLP Committee Co-Chair |
|---|---|---|

APPLICANT AGREEMENT WITH THE COMMUNITY

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 and applicant. These stipulations supersede any oral statements or representations in connection with this application.

| | | | |
|---------------------------|---|--|--|
| <p>SIGN HERE →</p> | <p>Brandon Voss PRINT NAME OF APPLICANT</p> |  SIGNATURE OF APPLICANT | <p>08/29/2022 DATE</p> |
|---------------------------|---|--|--|

Security Plan

The applicant will employ four security guards. Staff and security guards will check IDs of guests and will refuse to serve anyone who cannot produce ID or produces inadequate ID. The staff will refuse to serve anyone who is intoxicated; and if necessary, the intoxicated individual will be asked to leave. If the guest refuses to leave voluntarily they will be escorted out of the premises. If a person attempts to take an alcoholic beverage outside the premises they will be stopped by the staff and be asked to move back into the designated area of the premises. The licensee is dedicated to the supervision and training of all staff in alcohol awareness.

From: Jules Vigh

Sent: Wednesday, August 31, 2022 12:28 PM

To: Jules Vigh <Jules@brpclaw.com>

Cc: 'Gonzalez, Nelly (CB)' <negonzalez@cb.nyc.gov>; Donald Bernstein <Donald@brpclaw.com>; 'Brandon Voss' <brandon@vossevents.com>

Subject: 500 West 33rd Street aka 20 Hudson Yards

Good afternoon:

We are contacting your organization to let you know that Voss Events Inc dba Santa's Secret will be applying for a seasonal winter liquor license at 500 West 33rd Street aka 20 Hudson Yards between Tenth Avenue and Hudson Boulevard.

Santa's Secret is a Christmas themed cabaret-variety show that features immersive holiday décor including giant snow globes and decorations. Santa's Secret operated at the same space last year on one-day liquor permits issued by the NY State Liquor Authority in December and January. Since the event was successful – Voss Events Inc now wants to expand Santa's Secret to include the month of November and additional days in December and is therefore applying for a seasonal license.

There are two Christmas themed cabaret-variety shows each day that run from 6pm to 11pm Monday to Saturday and 4pm to 9pm Sunday.

The space is on the 5th floor of 20 Hudson Yards and there are no residential units below or above the space which has occupancy for 450 with estimated seating for 380. There will be recorded music and live music consisting of a band for the cabaret performances. There will be two customer bars with no bar stools. There are no outdoor spaces.

The menu will feature Asian-American plates and sushi from Wild Inc restaurant – also located in Hudson Yards. There will also be a dessert menu.

Brandon Voss is the president of Voss Events Inc which has been operating as a very successful international production company since 2009. The company headquarters is located in Manhattan. Voss Events Inc has hosted thousands of theatrical shows and events worldwide. They work closely with Hudson Yards, and have hosted many private and public events at various

locations within the development such as the Backyard and Vessel, The Edge Observatory, The Shops and Queensyard restaurant. Other Manhattan venues include HK Hall, Sony Hall and Radio City. Please visit our website for additional information on our company: <https://vossevents.com>

Please contact our counsel at donald@brpclaw.com and jules@brpclaw.com if you would like additional information on our liquor license application.

The application will be heard at the Community Board on September 13, 2022.

We look forward to speaking with you.

Very truly yours,

Jules Vigh
Paralegal

Jules Vigh|Paralegal
BERNSTEIN REDO & SAVITSKY PC
1177 Avenue of the Americas, 5th floor
New York, NY 10036
Tel. 212.651.3100 \ Cell Phone 646 358 0653
jules@brpclaw.com \ www.brpclaw.com

West 30's Block Associations/Tenant Associations/Community Groups

| Block/Tenant Association & Community Groups | First name | Last name | E-MAIL | PHONE |
|--|-------------------|------------------|---|--|
| HKNA (incl. Dog Run) | Kathleen | Treat | kathleentreat123@gmail.com | |
| West 36th Street | Frank | Strock | mcgee79@aol.com | |
| CHDC (incl. Bob's & bird parks) | Joe | Restuccia | info@clintonhousing.org; jrestuccia2@clintonhousing.org | |
| CHDC (incl. Bob's & bird parks) | Ryan | Marcano | rmarcano@clintonhousing.org | |
| Hudson Yards Hell's Kitchen Alliance | Bob | Benfatto | rjbenfatto@hyhkalliance.org | |
| Hudson Yards Hell's Kitchen Alliance | Patty | Gouris | pgouris@hyhkalliance.org | |
| Hotel Americano | | | (212) 216-0000 | |
| Highline537 | Scott | Hupe | 212-838-3700 | |
| Donna Langman Costumes | Donna | Langman | donna@donnalangman.com | |
| CHEKPEDS | Christine | Berthet | cberthet@me.com | |
| Hell's Kitchen Block Association (W 33rd/34th/35th Streets (8th to 12th Avenues) | Julia | Campanelli | HellsKBA@gmail.com | Last Wednesday of the month, except August or November |
| W36th Block Association (8/9) | Brian | Weber | brianscottweber@gmail.com | |
| W36th Block Association (8/9) | Cressida | Connelly | cressidac@gmail.com | |
| | | | | |
| | | | | |

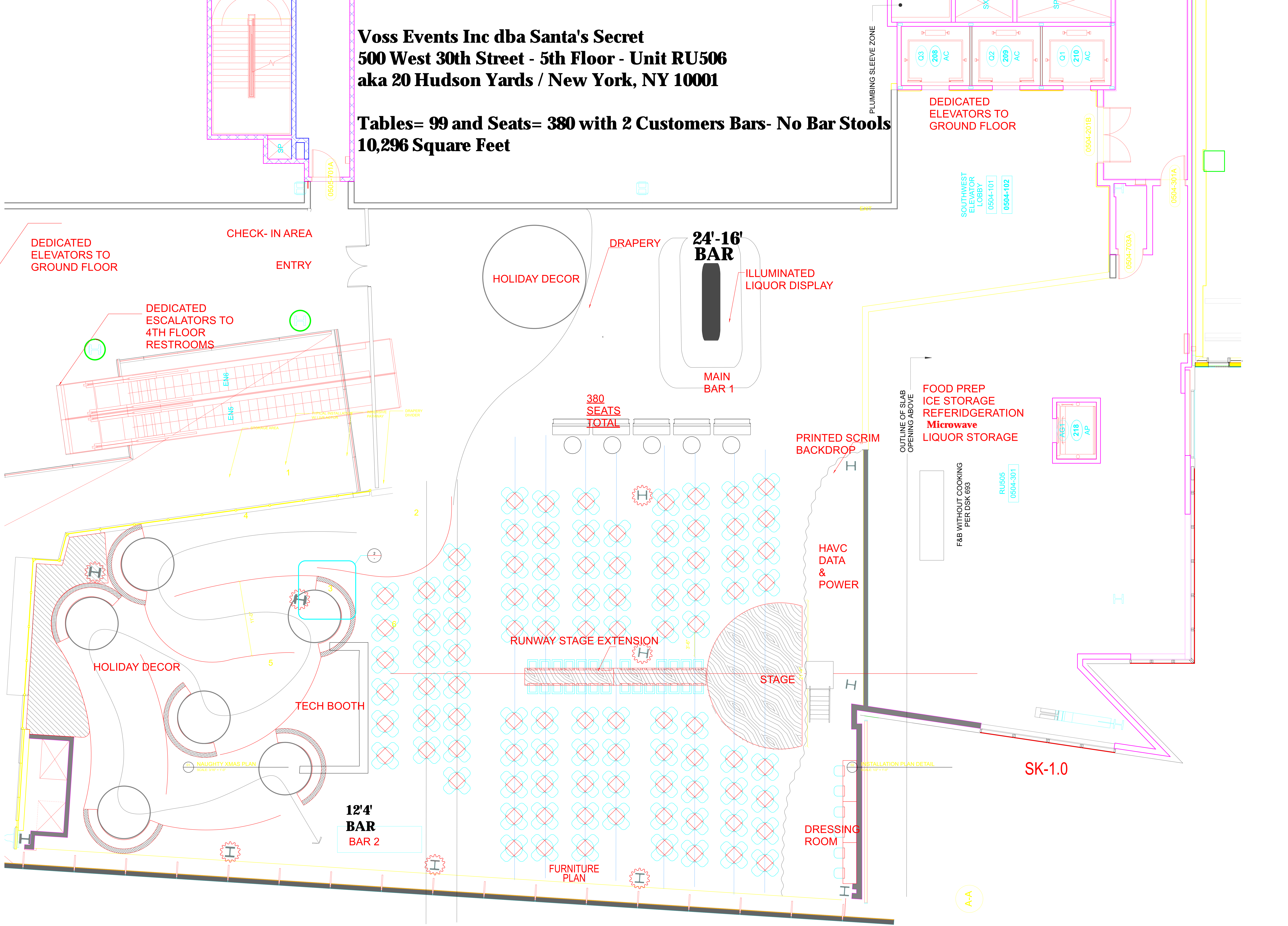
When sending an email please bcc everyone on the list

SANTA'S SECRET

Diagrams

Voss Events Inc dba Santa's Secret
500 West 30th Street - 5th Floor - Unit RU506
aka 20 Hudson Yards / New York, NY 10001

Tables= 99 and Seats= 380 with 2 Customers Bars- No Bar Stools
10,296 Square Feet



DEDICATED ELEVATORS TO GROUND FLOOR

CHECK- IN AREA

ENTRY

DEDICATED ESCALATORS TO 4TH FLOOR RESTROOMS

HOLIDAY DECOR

DRAPERY

24'-16' BAR

ILLUMINATED LIQUOR DISPLAY

MAIN BAR 1

380 SEATS TOTAL

PRINTED SCRIM BACKDROP

HAVC DATA & POWER

FOOD PREP
ICE STORAGE
REFRIDGERATION
Microwave
LIQUOR STORAGE

F&B WITHOUT COOKING PER DSK 693

HOLIDAY DECOR

TECH BOOTH

RUNWAY STAGE EXTENSION

STAGE

12'-4' BAR
BAR 2

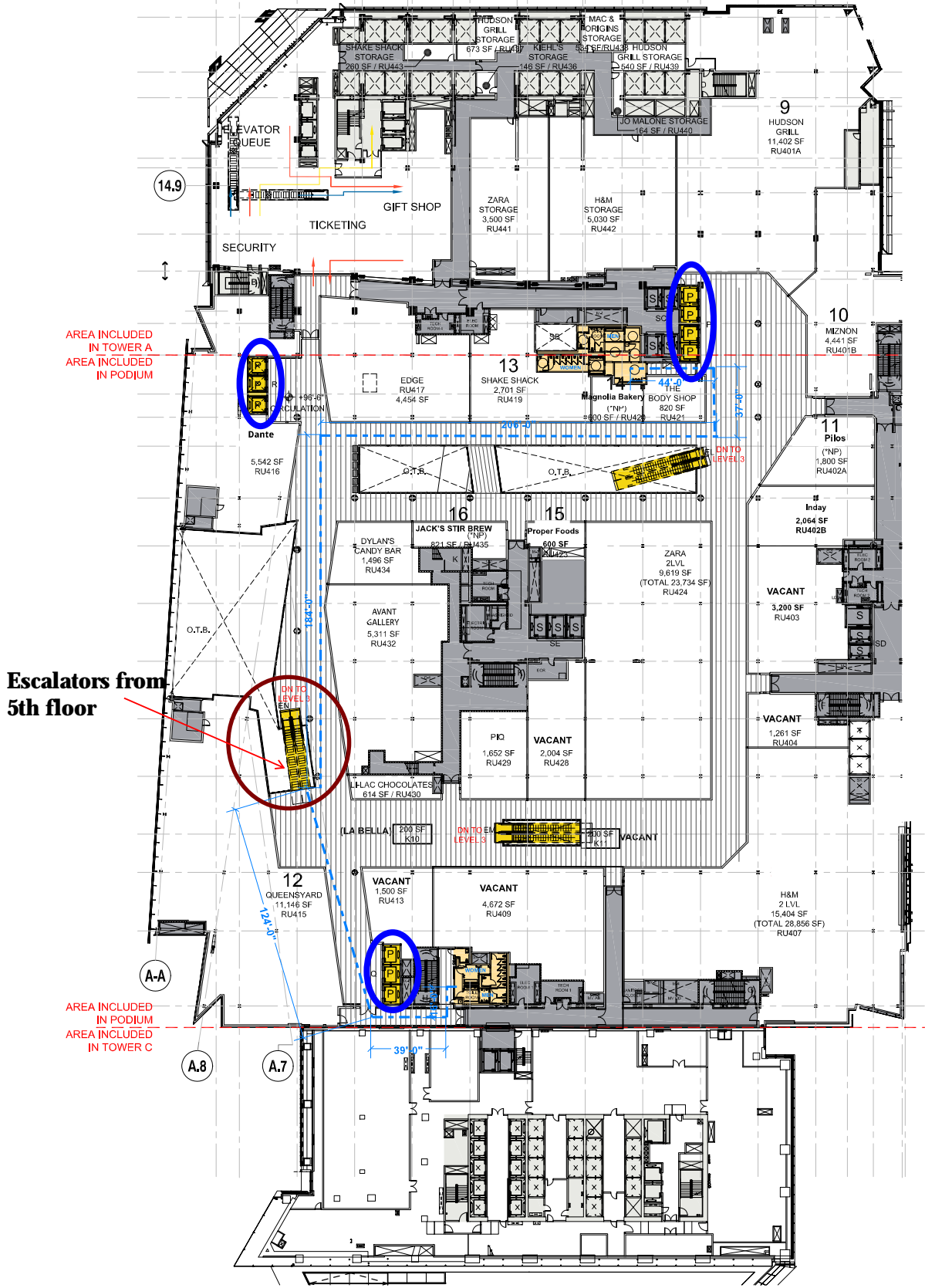
FURNITURE PLAN

DRESSING ROOM

SK-1.0

A-A

Diagram of 4th floor showing escalator from 5th floor and restrooms circled in blue



AREA INCLUDED
IN TOWER A
AREA INCLUDED
IN PODIUM

Escalators from
5th floor

AREA INCLUDED
IN PODIUM
AREA INCLUDED
IN TOWER C

SANTA'S SECRET

Photographs

Voss Events Inc
dba Santa's Secret
500 West 33rd Street - 506
aka 20 Hudson Yards
New York, New York 10001



Voss Events Inc
dba Santa's Secret
500 West 33rd Street - 506
aka 20 Hudson Yards
New York, New York 10001



Voss Events Inc
dba Santa's Secret
500 West 33rd Street - 506
aka 20 Hudson Yards
New York, New York 10001



Voss Events Inc
dba Santa's Secret
500 West 33rd Street - 506
aka 20 Hudson Yards
New York, New York 10001



SANTA'S SECRET

Menu

Santa's Secret / Proposed Menu

Steamed Edamame

Heirloom Tomato Salad

Hearts of Romaine Salad

Maine Scallop Crudo

Seared Yellowfin Tuna

Smoked Hamachi Pastrami

Hand Cut Sushi Rolls (Tuna, Yellowtail, Salmon or Snow Crab)

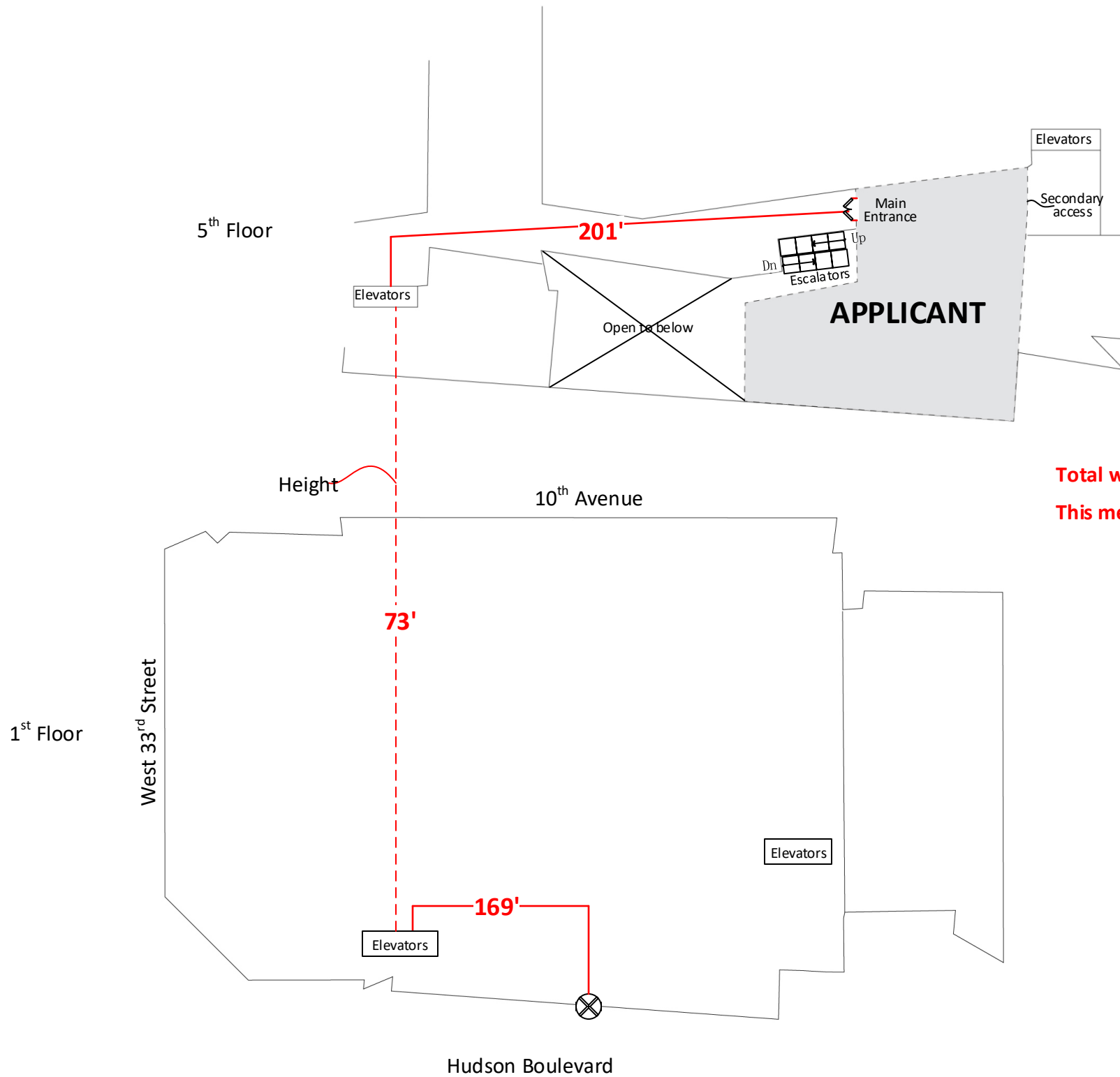
Sashimi (4 pc) (Tuna, Yellowtail, Salmon, Snapper, or King Crab)

Assorted Cookies

Chocolate Torte

SANTA'S SECRET

Area Survey



Total walking path measurement = 169'+73'+201' = 443'
This measurement tells us that all OP licenses are inside the building

INTERIOR MEASUREMENTS
 500 West 33rd Street AKA 30 Hudson Yards
 New York, NY
 August 31, 2022

NOT TO SCALE

10th Avenue

West 33rd Street

Miznon Fl.
(Naked Tomato)
20 Hudson Yards

Ana Bar
& Eatery
20 Hudson Yards
2nd Fl.

Kamasu
20 Hudson Yards
2nd Floor

Shake Shack
4th Fl.
(Wine, beer)

Hudson Yards
Grill 4th Fl.
20 Hudson Yards

Milos
30
Hudson Yards
5th Fl

Queensyard
500 W. 33rd St.
4th Fl.

Peak
30
Hudson Yards
5th Fl.

Elevators

Wild Ink
500 W. 33rd St
5th Fl.

Elevators

APPLICANT

Hudson Boulevard

AREA SURVEY
500 33rd Street
AKA 30 Hudson Yards
New York, NY
August 31, 2022
NOT TO SCALE

Re: 500 West 33rd St. AKA 30 Hudson Yards

1. Wild Ink - 500 West 33rd Street 5th Fl. - (179')
2. Milos - 30 Hudson Yards 5th Fl. - (212')
3. Peak - 30 Hudson Yards 5th Fl. - (266')
4. Queensyard - 500 West 33rd Street 4th Fl. - (226')
5. Hudson Yards Grill - 20 Hudson Yards 4th Fl. - (491')
6. Miznon (Naked Tomato) - 20 Hudson Yards 4th Fl. - (476')
7. Ana Bar & Eatery - 20 Hudson Yards 2nd Fl. - (369')
8. Kamasu - 20 Hudson Yards - 2nd Fl - (287')

Schools & Churches

No schools and churches within 500' area.



Public Interest Statement

PUBLIC INTEREST STATEMENT / 500' RULE STATEMENT

Voss Events Inc
dba Santa's Secret
500 West 33rd Street – Unit RU506
aka 20 Hudson Yards
New York, New York 10001

The subject premises will be a Christmas themed cabaret-variety show that features immersive holiday décor including giant snow globes and decorations. Santa's Secret operated at the same space last year on one-day liquor permits issued by the NY State Liquor Authority in December and January. Since the event was successful – Voss Events Inc now wants to expand Santa's Secret to include the month of November and additional days in December and is therefore applying for a winter seasonal liquor license.

The subject premises will be located on the 5th Floor of 500 West 33rd Street aka 20 Hudson Yards between Tenth Avenue and Hudson Boulevard. The space has 10,296 square feet with 99 tables and 380 seats with occupancy for 450. There are two customer bars with no bar stools. One bar is 24' x 16' and the other bar is 12' x 4'. The menu will feature Asian-American plates and sushi from Wild Inc restaurant – also located in Hudson Yards. There will also be a dessert menu.

There are two shows each day that run from 6pm to 11pm Monday to Saturday and 4pm to 9pm Sunday. There will be recorded music and live music consisting of a band for the cabaret performances. There are no outdoor spaces and no residential units below or above the premises.

Brandon Voss is the president of Voss Events Inc which has been operating as a very successful international production company since 2009. The company headquarters is located in Manhattan. Voss Events Inc has hosted thousands of theatrical shows and events worldwide. They work closely with Hudson Yards, and have hosted many private and public events at various locations within the development such as the Backyard and Vessel, The Edge Observatory, The Shops and Queensyard restaurant. Other Manhattan venues include HK Hall, Sony Hall and Radio City. Please visit our website for additional information on our company: <https://vossevents.com>

The following sub-sections of section 64 of the ABC Law specifically address the statutory requirements for the public convenience and advantage when there are three or more establishments with full liquor licenses within 500 feet of the applicant:

(a) The number, classes and character of licenses in proximity to the location and in particular municipality or subdivision thereof.

There are eight locations that hold full liquor licenses within 500 feet of the applicant: Five are restaurants, two are tavern style eateries and one is a lounge. Wild Ink is an Asian restaurant that is 179' from the applicant and Kamasu is another Asian restaurant that is 287' from the applicant. Queensyard is an upscale British restaurant that is 226' from the applicant.

Mizon is a venue that serves Israeli style street food that is 476' from the applicant and Ana Bar and Eatery is a self-service style establishment that is 369' from the applicant. Park is a fancy bar lounge that is 266' from the applicant.

Santa's Secret will be the only Christmas themed cabaret-variety show that features immersive holiday décor including giant snow globes and decorations. Santa's Secret was a success last year and will should prove to be successful this coming year.

(b) Evidence that all necessary licenses and permits have been obtained from the state and all other governing bodies

The applicant will apply for all necessary licenses, permits and certifications for the business to open and operate.

(c) Effect of the grant of the license on vehicular traffic and parking in proximity to the location

Since the space is also used for events throughout the year and as there are other liquor licenses at Hudson Yards approval of the application and issuance of a winter seasonal liquor license will not negatively impact traffic patterns in and around the premises. The venue is also is accessible by New York City taxis, buses and private cars. There is a parking garage on West 36th Street and a parking lot on Tenth Avenue.

(d) The existing noise level at the location and any increase in noise levels that would be generated by the proposed premises

The space was used last year for the cabaret-variety shows and is located in a commercial building. The speakers have a decibel level ranging from 80-92 that is typical of an upbeat jazz room

(e) The history of liquor violations and reported criminal activity at the proposed premises

Upon information and belief; and to the best of our knowledge there are no current SLA violations for this space. To the best of our knowledge there is no known history of criminal activity at the premises.

In addition to the matters stated above, issuance of the instant license will also promote the public interest in that it will be a positive contribution to the economy also by way of the jobs maintained, continued wages paid, income, sales and other taxes collected, state and local license revenues, and maintenance of the local real estate tax base.

Accordingly, we believe approval of this application and issuance of an on-premises liquor license will promote the public interest and convenience. We therefore request that the Community Board approve the application.