



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD FOUR

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

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JEFFREY LEFRANCOIS
Chair

JESSE R. BODINE
District Manager

June 16, 2023

Lily Fan
Chair
New York State Liquor Authority
80 S. Swan Street, Suite 900
Albany, New York 12210

Re: Susi Villa TPlayground, Inc.
d/b/a pending
134 Ninth Avenue (18/19 Streets)
Serial# 1343253

Dear Chair Fan:

Manhattan Community Board 4 (MCB4) recommends **denial**¹ of the application of Susi Villa TPlayground, Inc. for an On Premises full Liquor/Wine/Beer and Cider License. Given the serious concerns about the method of operation of this establishment and the intense alcohol saturation on the blocks where the applicant intends to open, the granting of the On Premises license sought in this application would not serve, and would be contrary to, the public interest.

The proposed establishment falls within the 500-foot rule as there are seven active On Premises licenses within 500 feet of this address. An additional 15 On Premises licenses are within 501 – 750 feet (per the SLA LAMP site.). Thus, these blocks are already heavily populated with licensed premises. Although the space at 134 Ninth Avenue had previously been licensed, the elimination in the area of one On Premises 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 MCB4's Business Licenses and Permits (BLP) Committee and nearby residents is the fact that the applicant for this self-described neighborhood and safe space was, and apparently still is, associated with a club in Hell's Kitchen called Fairytale Lounge, 500

¹ Due to NYSLA deadline for comment this letter is being sent immediately and will be ratified at the next regularly scheduled Full Board meeting on Wednesday, July 26th.

West 48th Street, NY NY, license no. 1248424. Instagram posts from both @susivillany and @fairytailnyc (see attached) promote Susi Villa Trans parties at Fairytale on Tuesdays through Saturdays. Fairytale has been a problematic establishment with respect to multiple issues including compliance with their license terms and stipulations, reported behavior issues on the premises, and consistent community complaints. In connection with the present application, community members have submitted to MCB4 on-line reviews of Susi Villa events at Fairytale referring to lap dances and opportunities for other encounters. (See attached.)

MCB4 recognizes that Fairytale is a separate venue, but the events there operate under the current applicant's corporate name. Also, until recently, the planned d/b/a of the premises at issue here was also "Susi Villa." The applicant does not dispute her involvement in the Susi Villa events at Fairytale, but states that she disapproves of the nature of the events there, has no control of the operations there and whether they are operating within the terms of the Fairytale liquor license, and is seeking to open the present venue to distance herself from the Fairytale operations and open a Trans-friendly safe space.

Although that goal is laudable, the applicant's conduct in recent years raises questions about whether the method of operation at the proposed premises would differ from that at Fairytale. The applicant first presented this application to the BLP Committee on July 13, 2021. At that time, the committee and numerous local residents made clear that a major obstacle was the concern that the Susi Villa operations at Fairytale would be carried over to the new location – which led to a recommendation of denial from MCB4 (see attached letter to the SLA dated August 13, 2021). Despite hearing these concerns almost two years ago, the applicant has apparently continued the Susi Villa parties at Fairytale to the present, showing no intention to distance the applicant from the method of operation there. In fact, the applicant stated that she would continue to use her current mailing list to promote this proposed new location, indicating that its clientele could remain the same with similar expectations as to the nature of the establishment.

At minimum, MCB4 urges the SLA to carefully investigate the connection between Fairytale and the proposed application and ensure that no one with an ownership interest or a managerial role at Fairytale is involved in the new operation, as well as clarifying the exact nature of the current applicant's relationship with Fairytale.

At the June 13, 2023 meeting of BLP Committee at which this application was most recently considered, over 15 community members spoke in opposition to this application and over 100 community members submitted written opposition – citing the above concerns, the already high concentration of licenses along this stretch of Ninth Avenue, and the continuing noise and congestion that is generated by existing On Premises licenses adjoining these overwhelmingly residential blocks. Petitions both in support and in opposition to this application were submitted. Three community members spoke in support of the application, stressing the need for a Trans-friendly safe space in the neighborhood.

It also appears that, despite the two-year period since the applicant's initial appearance before the BLP Committee, the applicant performed no meaningful community outreach other than some emailing and gathering petition signatures. For example, the president of the Fulton Houses

Tenants Association, a NYCHA project with hundreds of apartments located just across the street from this location, stated that no one had contacted them regarding this venue.

At the BLP meeting, the applicant offered multiple stipulations seeking to address the BLP Committee's and the community's concerns. The committee is appreciative of those efforts and worked in good faith during a lengthy meeting, reaching apparent agreement with the applicant on multiple aspects of the applicant's method of operation. The parties were unable to reach agreement on closing times, however. Given that fact and in the face of the extensive opposition and concerns from nearby residents, the committee ultimately concluded that they lacked assurance about the nature and suitability of the proposed venue's method of operation and its effect on this licensed-saturated residential area.

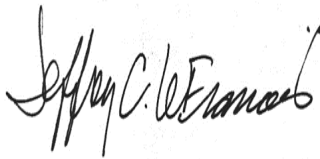
For all the reasons above, MCB4 urges denial of the present application.

If the SLA disagrees with our conclusions and were to approve this application for an On Premises license, MCB4 requests that the following stipulations be included in the establishment's method of operation:

- 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 or occurring under the name "Susi Villa" at prior locations. SLA will confirm that no one connected with the proposed establishment has or had any ownership or managerial role at Fairytale.
- 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 (including lip-synching). No DJ. No karaoke.
- No dancing, including no lap dancing.
- Applicant will obtain an acoustical report from a licensed acoustical engineer and implement all recommendations of the report.
- Applicant will provide nightly security to ensure a safe, quiet environment inside and outside the premises.

Thank you for your attention and cooperation with this application.

Sincerely,



Jeffery LeFrançois
Chair



Burt Lazarin
Co-Chair
Business Licenses & Permits
Committee



Frank Holozubiec
Co-Chair
Business Licenses & Permits
Committee

1:33



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35 likes

June 1



susivillany

New York, New York



1:23



FAIRYTAILNYC
Posts

Follow



fairytailnyc



20 likes

fairytailnyc New schedule and hours for our TS nights!

December 8, 2022



fairytailnyc



Applicant's marketing materials promote events lasting until 4:00AM. Venue is licensed for operating hours until 12:30AM Monday-Thursday.

Wednesday Susi Villa TS Party
by Kenneth Newman | December 31, 2018

No Comments

TSNightclubs.com Home Contact

WHEN: **May 10, 2023 @ 5:00 pm - May 11, 2023 @ 4:00 am** Calendar (Perfect=) Repeats

WHERE: **Fairytail Lounge**
500 W 48th St
New York
NY 10036

CONTACT: **Susi Villa**
 (347) 778-1262
 Email
(mailto:tsplaynyc@gmail.com)
 Event website
(http://tsnightlife.com)

Start the 2019 New Year with a party, orchestrated by Susi Villa who has consistently provided happy and enjoyable transgender entertainment. Susi Villa proudly presents the Wednesday Evening Party, at Fairytail Lounge! **The party begins at 5:00 AM, and it lasts until 4:00 AM the next morning!**

SLA Map.png

FAIRYTALES LOUNGE 2 CORP | Active

Premises Details	
Premises Name	FAIRYTALES LOUNGE 2 CORP
DBA	FAIRYTALE LOUNGE
Serial #	1248424
Category	Retail
Type	On Premises Liquor
Method of Operations	Bar/tavern Serving Beer, Cider, Wine & Liquor
Days / Hrs of Operation	CB4Stip: Sun-Thurs 11am-12:30, Fri-Sat 11-2:30
Other	Background Music Permitted
Address	500 W 48TH STREET NEW YORK, NY 10036 New York County

Screen Shot 2023-05-16 at 4.55.32 PM.png

Fairytail Lounge

3.3 ★★★★★ (47) · \$
Gay bar

Overview Reviews About

Directions Save Nearby Send to phone Share

Petite gay bar with kitschy, fairytale-inspired decor featuring karaoke nights & DJ'd dance parties.

✓ Dine-in · ✗ Takeout · ✗ Delivery

500 W 48th St, New York, NY 10036

Located in: Laundromat

⌚ Closed

Tuesday	7 PM–2 AM
Wednesday	7 PM–2 AM
Thursday	7 PM–2 AM
Friday	7 PM–4 AM
Saturday	7 PM–4 AM
Sunday	8 PM–2 AM
Monday	8 PM–2 AM

[Suggest new hours](#)

Fairytail Lounge

All Vibe By owner Street View & 360°

Larry Jones · 5 years ago

Images may be subject to copyright

Screen Shot 2023-05-16 at 4.52.09 PM.png

Susi Villa TS Bar - Transgender Parties

500 W 48th St, New York, NY

[Write a review](#)

3.6 ★★★★★ 63 reviews ⓘ

Winston Smith
3 reviews

★★★★★ 2 months ago

The quality of this place has gone down drastically. The girls have a horrible attitude and want to force you to go back to their place or get a hotel. Dances are extremely expensive (\$60 for a one minute dance!) only for the girls to dance like a dead fish. Angela is sweet when she's at the door but I haven't seen her in a while, instead she's been replaced by an extremely rude girl who made my experience worse. The good quality girls have left this place and I'm thankful I got their numbers and IGs.

Use other services online to find better tgirls or just go to a real strip clubs with hot girls and affordable lap dances. The owner of this place is smoking crack or something. You have the opportunity to be one of the best businesses in the city and you let it get so bad.

👍 10

Michael V
4 reviews · 1 photo

★★★★★ 6 months ago

Small place I can deal with (although not ideal) but it has a very harassing , intimidating type of environment.
Many T-Girls start coming and surrounding you and grabbing you, and almost demanding for you to go to their place for pay to play or to buy them a drink

That's why this place had only 4 men attending on Wednesday night.

Whoever the owner of this place is , you have to teach your T-Girls not to act in pushing , intimidating type of manner!



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<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