



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

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JOHN WEIS
Chair

ROBERT J. BENFATTO, JR., ESQ.
District Manager

December 9, 2010

Mr. Dennis Rosen, Chairman
New York State Liquor Authority
317 Lenox Ave.
New York, NY 10027

Re: NY 27 Entertainment Group LLC d/b/a Pink Elephant
530 West 28th Street (10th/11th)

Dear Chairman Rosen:

Manhattan Community Board 4 voted to recommend **denial** of NY 27 Entertainment Group LLC d/b/a Pink Elephant for a new cabaret liquor license.

This is an application for a new nightclub and lounge located in a four-story building on the south side of West 28th Street to the west of the Highline. The nightclub and lounge will operate in a space that had previously been licensed as a nightclub and lounge for approximately 10 years, but is presently unoccupied.

The Board is significantly concerned about the changing dynamic of the area: what was once a nightclub area is becoming more and more a residential area. There are two developments being built at this moment and a major development project by Avalon Bay will be underway in April 2011. In fact, there has been strong opposition to the application from property owners who are presently building or will be building residential buildings soon. The Board wants to avoid a situation, which has occurred repeatedly in the past, where residents move into the district and end up coming in conflict with large entertainment venues that are better off operating in areas with less of a soon to be residential population.

In addition, there was some concern expressed by small business owners (on the block) who have suffered from the NYPD closing the street on weekend nights and galleries (on the block) concerned over the secondary effects of nightclubs. The Board is very sympathetic to long term small business owners in the area whose livelihood suffers because they cannot get to and from their businesses. In addition, given the size of the venue, almost 2000 people, and the surrounding area (there will be a 500-foot hearing) the Board does not believe any stipulation could help mitigate the secondary effects of such an establishment as proposed by the applicant.

We recommend denial.

Sincerely,

[signed 12-9-10]

John Weis

Chair

Manhattan Community

Board 4

[signed 12-9-10]

Paul Seres

Co-Chair

Business License &

Permits Committee -

South

[signed 12-9-10]

Burt Lazarin

Co-Chair

Business License &

Permits Committee - South