November 9, 2026

Brandon Fried and Hank Fried
Impulsive Group
132 W 47th St
New York, New York 10036

Sebastian Knight
Ameritania Hotel
230 West 54th Street
New York, NY 10019

Dear Mr. Brandon Fried, Mr. Hank Fried, and Mr. Sebastian Knight,

We write as the elected officials representing the neighborhood surrounding the Ameritania Hotel regarding the ongoing impact of the hotel's illuminated LED advertising sign on nearby residents. We recognize that the hotel has been in communication with the New York City Department of Buildings (DOB) about the sign. However, despite years of complaints and DOB involvement, the sign continues to cause significant disruption to the surrounding residential community.

We would like to review the history of DOB's involvement and explain why we believe further action by the hotel is necessary.

In October 2017, DOB issued three Class 1 violations concerning the approximately 793-square-foot LED advertising sign, each directing that the illegal sign be removed. In May 2024, DOB's Special Enforcement Team audited the sign's permits and identified technical deficiencies requiring revisions to the approved plans. The audit also found that the sign projected or reflected light onto neighboring residences, contrary to Section 32-64 of the Zoning Resolution. DOB subsequently issued Intents to Revoke the permits.

Following further DOB review requested by Council Member Brewer in a May 2026 letter, DOB determined that there was no basis for revoking the permits and that the illuminated sign does not exceed standards. Revised plans identifying the sign as a flashing advertising sign permitted in the C6-7 commercial zoning district were submitted, and a Post Approval Amendment was approved on August 6, 2026.

During the audit process, DOB also informed the property owner and advertising company of the community's concerns about light entering neighboring residential buildings. DOB subsequently stated that it had investigated these concerns and determined that the sign did not exceed applicable standards. According to DOB, the advertising company voluntarily reduced the sign's brightness during evening hours to mitigate its impact on nearby residences.

In a follow up letter dated September 11, 2026, Brewer pointed out that DOB's written finding that the sign doesn't 'exceed standards' is lacking in identifiable standards, measurement data, and inspection information. Unfortunately, the measures taken to date are not sufficient to address the concerns of the neighborhood or the elected officials who represent it. Although DOB's current position on the sign supports regulatory compliance, which may change in the future as it has in the past, the underlying problem remains unresolved.

Approximately 180 apartments have a direct view of the sign. Residents have documented bright, flashing, and constantly changing advertising that illuminates living rooms and bedrooms well into the night, even through closed shades. This has been a persistent quality-of-life problem for years. A voluntary reduction in brightness, without evidence that it has adequately addressed these conditions, is not a satisfactory resolution.

We recognize that the Ameritania operates in one of New York City's most vibrant commercial corridors, and we value the businesses, theaters, and visitors that contribute to the neighborhood. However, commercial activity and residential quality of life must coexist.

We therefore ask the Ameritania Hotel to work directly with our offices and the West 50s Neighborhood Association to develop and implement a solution that satisfactorily addresses the neighborhood's concerns. We are not prescribing a particular technical solution at this stage, but any proposed changes must meaningfully eliminate the disturbance experienced by residents, rather than merely satisfy DOB's current requirements.

We would welcome a meeting with hotel management, representatives of the advertising company, the Department of Buildings and neighborhood residents to discuss possible solutions and establish a reasonable timeline for implementing them.

We hope the hotel will approach this as an opportunity to be a good neighbor and resolve a longstanding problem constructively. We look forward to your response.

Sincerely,



Carl Wilson
NYC Council Member, District 3



Gale A. Brewer
NYC Council Member, District 6



Virginia Maloney
NYC Council Member, District 4



Brad Hoylman-Sigal
Manhattan Borough President



Liz Krueger
NYS Senator, District 28



Tony Simone
NYS Assembly Member, District 75

cc: Community Board 5;
West 50s Neighborhood Association;
NYC Department of Buildings