

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License/Sidewalk Cafe Stipulations Application

CORPORATION NAME		DOING BUSINESS AS (DBA)	
Quadrum 38 F&B, LLC. & GG W38, LLC.		Arlo Midtown	
STREET ADDRESS		CROSS STREETS	ZIP CODE
351 W. 38th Street, New York, New York, New York 10018		Between 8th & 9th Avenue	10018
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME: Quadrum 38, LLC.	ATTORNEY/ REPRESENTAIVE	NAME: Donald Bernstein Bernstein Redo, P.C.
	PHONE: (646) 668-5094		PHONE: (212) 651-3100
	EMAIL: arustgi@quadrumglobal.com		EMAIL: Donald@brpclaw.com
MANAGER	NAME: GG W38, LLC.	LANDLORD	NAME: Quadrum 38 LLC.
	PHONE: (212) 755-9619		PHONE: (646) 668-5094
	EMAIL: mferrer@gerberbars.com		EMAIL: arustgi@quadrumglobal.com
APPLICATION TYPE (<input checked="" type="checkbox"/> <i>Liquor License</i> <input type="checkbox"/> <i>Unenclosed Sidewalk Cafe</i>)			
<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?	See Ownership Rider	
	What were the dates applicant was involved with this former premise?	See Ownership Rider	
<input type="radio"/> Corp Change/Class Change/Removal	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="radio"/> YES	<input type="radio"/> NO
	<i>If alterations or operational changes are being made, please describe all changes.</i>		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	<i>Please list/describe the nature of all the changes and attach the plans:</i>		
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 type="radio"/> Cabaret <input type="radio"/> Night Club <input checked="" type="radio"/> Hotel <input type="radio"/> Bar/Tavern <input type="radio"/> Catering Establishment <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	Applicant will file after CB4 appearance
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	

Applicant History

Active Licenses

Sunken Lounge, Connie & Pool Bar at JFK International Hotel
GG TWA LLC
JFK International Airport, Jamaica, New York 11430
Serials 1316378, 1316380 & 1316381
April 2019 - Present

Hotel Indigo Lower East Side and Mr. Purple
180 Orchard Owner LLC, IHG MGMT Maryland LLC & GG LES LLC
171 Ludlow Street, New York, New York 10002
Serials 1286719 – 1286721
October 2015 – Present

Viceroy New York, The Kingside, and The Roof
ARC NY 120W5701 TRS LLC & GM 57th Street LLC
120 W. 57th Street, New York, New York 10019
Serials 1272865 – 1272867
October 2013 – Present

Irvington and Taco Electrico
GG Union Square LLC
201 Park Avenue South, New York, New York 10003
Serial 1259253
April 2012 – Present

Whiskey Blue and W Atlanta Buckhead
W Atlanta Buckhead Beverage LLC and GG Buckhead, LLC
3377 Peachtree Road NE, Atlanta, Georgia 30326
Serials 0026686 & 0054614
2008 – Present

12 Stories Bar
GG DC, LLC
75 District Square, SW, Washington D.C. 20023
Pending

The Campbell
GG Campbell LLC.
17 Vanderbilt Avenue, New York, New York 10017
Serials 1295901 – 1295902 & 1399088
May 2017 – Present

Applicant also has 26 inactive licenses in New York, Illinois, California, Massachusetts, Mississippi, Colorado, Nevada, Texas, Louisiana, Florida and Georgia which were active over the past 21 years

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		*** SEE ATTACHED	RIDER ***					
	Kitchen		*** SEE ATTACHED	RIDER ***					
	Music		*** SEE ATTACHED	RIDER ***					
If you plan to have music, what type(s)? (Circle all that apply)			<input checked="" type="checkbox"/> BACKGROUND	<input checked="" type="checkbox"/> LIVE MUSIC*	<input checked="" type="checkbox"/> DJ	<input type="checkbox"/> JUKE BOX	<input type="checkbox"/> KARAOKE		
* Private Events Only OCCUPANCY									
	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate 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	1000+ (including guest rooms and meeting rooms)	1000+	59	232	0	2	12		
OUTSIDE <i>(Other than sidewalk café)</i>	138	138	18	58	0	0	0		
SIDEWALK CAFÉ									
How many floors are there? What is the capacity for each floor?					26				
How frequently will the owner(s) be at the establishment?					As needed - manager will be on-site daily				
Will there be dancing?					<input checked="" type="radio"/> YES	<input type="radio"/> NO	*Private events only		
Will applicant have bottle or table service for beverage alcohol?					<input checked="" type="radio"/> YES	<input type="radio"/> NO			
Will you be hosting private; promotional or corporate events?					<input checked="" type="radio"/> YES	<input type="radio"/> NO			
Will outside promoters be used on a regular basis? If yes please describe.					<input type="radio"/> YES	<input checked="" type="radio"/> NO			
Will you have a security plan? If, yes please attach.					<input checked="" type="radio"/> YES	<input type="radio"/> NO			
Will security plan be implemented?					<input checked="" type="radio"/> YES	<input type="radio"/> NO			
Will State certified security personnel be used?					<input checked="" type="radio"/> YES	<input type="radio"/> NO			
Will New York Nightlife Association and NYPD Best Practices be followed?					<input type="radio"/> YES	<input checked="" type="radio"/> NO	Applicant is for a hotel, not a nightclub or bar. Applicant will not have the Nightlife Assc. security guard requirement of 1:75		
Will applicant be using delivery bicycles? If yes, how many?					<input type="radio"/> YES	<input checked="" type="radio"/> 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?					<input type="radio"/> YES	<input type="radio"/> NO	N/A		
Where will delivery bicycles be stored during the day when not in use?					N/A - No delivery bicycles				

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

Community Notification/Relations		
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	# 1	[See Attached List of Outreach Activity]
	# 2	
	# 3	
	# 4	
	# 5	
Please provide dates when applicant met with the groups listed above.	[See Attached List of Outreach Activity]	
Who was your contact person at each group you met with?	[See Attached List of Outreach Activity]	
When did applicant post the notice that was provided?	12/02/2019	
Where did applicant post the notice that was provided?	38th Street Facade	
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
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.	Commercial building / offices		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	<input checked="" type="radio"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="radio"/> YES	NO	Previous building demolished - entirely new facade
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	Previous building demolished - entirely new facade
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	
Will applicant agree not to place any items or obstructions on the sidewalk, for example, sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	<input checked="" type="radio"/> YES	NO	
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)	<input checked="" type="radio"/> FRENCH DOORS	<input type="radio"/> GARAGE DOORS	<input checked="" type="radio"/> 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?	YES	<input checked="" type="radio"/> NO	Applicant would like to keep operable windows open during reasonable hours when weather permits.
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?	<input checked="" type="radio"/> YES	NO	
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?	<input checked="" type="radio"/> YES	NO	
Will the kitchen exhaust system extend to the roof?	YES	<input checked="" type="radio"/> NO	
Will the establishment have an illuminated sign?	<input checked="" type="radio"/> YES	NO	
Will the establishment have a canopy extending over the sidewalk?	<input checked="" type="radio"/> YES	NO	
Where will the air conditioner be located? What type is it?	27th Floor Bulkhead		
When was the air conditioner installed?	Air conditioning system not yet installed		

OUTDOOR ITEMS - OTHER THEN SIDEWALK CAFÉ			
Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavillion, tents, deck or gazebo? If yes, which one(s)?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Rooftop is part of hospitality suite, rear yard is extension of restaurant.
Are the floorplans for the outdoor space(s) included?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s)?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will there be no amplified music, as per the law?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	Applicant requests the ability to have background music on exterior of hospitality suite
If amplified sound is played inside the establishment, will windows and doors be closed?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	As noted above, Applicant would like the ability to open operable windows when weather permits
Will applicant agree to post signs outside asking customers to respect the neighbors'?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant agree to train staff to encourage a peaceful environment?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	

OUTDOOR ITEMS – SIDEWALK CAFÉ NOT APPLICABLE

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 closes obstruction including construction barricades?	YES	NO	

ADDITIONAL STIPULATIONS: (Office Use Only)

- Rooftop outdoor space will be closed and vacated no later than 10 p.m. Sunday - Thursday, and 11 p.m. Friday & Saturday
- Rooftop outdoor space is accessible only to patrons renting adjacent suite
- Retractable roof on rear outdoor terrace on first floor will be fully closed at all times
- All recommendations of acoustilog report dated 10/1/19 will be implemented and adhered to
- There will be no planters next to street level doors or on sidewalk
- There will be no outdoor music or speakers in front of building


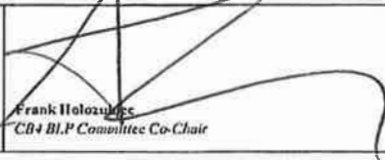
To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.

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.

<p>Manhattan Community Board 4 (MCB4) recommends: (MCB4's recommendation is based on a vote taken at its January 2, 2020 full board meeting, with <u>37</u> members voting in favor of the recommendation, <u>0</u> members opposed, <u>0</u> members abstaining and <u>0</u> present but not eligible)</p>	<p><input checked="" type="radio"/> Denial unless all stipulations agreed to by applicant/owner are part of the method of operation <input type="radio"/> Denial <input type="radio"/> Approval</p>
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CB4 REPRESENTATIVES

 Nelly Gonzalez CB4 Assistant District Manager	 Frank Holozuk CB4 BLP Committee Co-Chair	Yoni Bolser CB4 BLP Committee Co-Chair
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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>Scott Gerber PRINT NAME OF APPLICANT</p>	 SIGNATURE OF APPLICANT	<p>DATE</p>
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Anoop Rustgi
 Director



12/10/19

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Restaurant							
Hours of Operations	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am
Kitchen*	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am
Music Types	Background						
Capacity (C of O)	81 Occupants						
Max. # of Persons Anticipated	72 Persons						
Number of Tables	23 Tables						
Number of Seats	72 Seats						
Number of Service Bars	0 Bars						
Number of Stand-Up Bars	0 Bars						
Number of Seats at Stand Up Bars	0 Bars						

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Lobby Bar							
Hours of Operations	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am
Kitchen*	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am
Music Types	Background, DJ, Live						
Capacity (C of O)	149 Occupants						
Max. # of Persons Anticipated	86 Persons						
Number of Tables	20 Tables						
Number of Seats	86 Seats						
Number of Service Bars	0 Bar						
Number of Stand-Up Bars	1 Bar						
Number of Seats at Stand Up Bars	12 Seats						

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Backyard (Courtyard)							
Hours of Operations	6am-12am	6am-12am	6am-12am	6 am-12am	6am-12am	6am-12am	6am-12am
Kitchen*	6am-12am	6am-12am	6am-12am	6am-12am	6am-12am	6am-12am	6am-12am
Music Types	Background						
Capacity (C of O)	70 Occupants						
Max. # of Persons Anticipated	34 persons						
Number of Tables	8 Tables						
Number of Seats	34 Seats						
Number of Service Bars	0 Bars						
Number of Stand-Up Bars	0 Bars						
Number of Seats at Stand Up Bars	0 Seats						

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Rooftop Terrace							
Hours of Operations	6am-10pm	6am-10pm	6am-10pm	6am-10pm	6am-11pm	6am-11pm	6am-10pm
Kitchen*	6am-10pm	6am-10pm	6am-10pm	6am-10pm	6am-11pm	6am-11pm	6am-10pm
Music Types	Background						
Capacity (C of O)	74 Occupants						
Max. # of Persons Anticipated	66 persons						
Number of Tables	26 Tables						
Number of Seats	66 Seats						
Number of Service Bars	0 Bars						
Number of Stand-Up Bars	0 Bars						
Number of Seats at Stand Up Bars	0 Seats						

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Meeting Rooms							
Hours of Operations	8am-2am	8am-2am	8am-2am	8am-2am	8am-2am	8am-2am	8am-2am
Kitchen*	8am-2am	8am-2am	8am-2am	8am-2am	8am-2am	8am-2am	8am-2am
Music Types	Background						
Capacity (C of O)	87 Occupants						
Max. # of Persons Anticipated	70 Persons						
Number of Tables	15 Tables						
Number of Seats	70 Seats						
Number of Service Bars	0 Bars						
Number of Stand-Up Bars	0 Bars						
Number of Seats at Stand Up Bars	0 Seats						

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Coffee Bar							
Hours of Operations	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am
Kitchen*	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am	6am-2am
Music Types	Background						
Capacity (C of O)	38 Occupants						
Max. # of Persons Anticipated	20 Persons						
Number of Tables	1 Table						
Number of Seats	4 Seats						
Number of Service Bars	0 Bars						
Number of Stand-Up Bars	1 Bar						
Number of Seats at Stand Up Bars	0 Seats						

*There is one kitchen in the hotel that will service all of the designated areas

ARLO HOTEL

351 WEST 38TH STREET
NY NY 10018

BREAKFAST MENU

SHAKES

Green avocado, banana, moringa, spinach, honey, almond milk	10
Almond , almond butter, maca, dates, cocoa	10
Berries strawberries, blueberries, protein, banana, flax seed	10

BOWLS

Fruit Salad	12
Chia seed pudding coconut mango, banana, muesli	11
Overnight oats cinnamon, roasted apples, maple	12
Acai Bowl yogurt, banana, berries, cocoa flax seeds	14
Housemade Granola and Yogurt	13

EGGS

Cage free eggs any style bacon or sausage, breakfast potatoes & toast	18
Bacon egg & Cheese Sandwich on potato roll, BF Potatoes	17
Baked eggs spinach, stwed tomatoes & cheackpeas	18
Bennies on english muffins, ham, hollandaise	18
Forest Mushroom Omelette, asparagus, goat cheese, market greens	19

TOASTS

Avocado poached egg on seven grain	15
Smoked Salmon cream cheese, tomato, capers on All grains bagels	14
Pan con Tomate spanish ham, fried egg	14

SWEETS

Buttermilk pancakes preserves maple syrup	14
Waffles almond butter, bananas, raw cocoa	12
Croissant - Pain au chocolat	4
Gluten Free Zucchini loaf	4
Muffin	4

SIDES

2 eggs	10
bacon	10
maple sausage	10
BF Potatoes	10

HOT | ICED BEVERAGES

5

Coffee any style
Matcha latte
Herbal Teas

FRESH JUICES

xxxx The juice shop	10
All Green The Juice shop	10
Fresh OJ	6

KOMBUCHA

8

ARLO HOTEL

351 WEST 38TH STREET
NY NY 10018

LUNCH MENU

SNACKS

Olives, orange peel, fennel seed, garlic	8
Croquettes, roasted chicken, chorizo, romesco sauce	12
Charcuterie, heritage prosciutto, jackuterie salami, bread	20
Cheese Plate, Chef's selection of three, fig mostarda, almonds	20

STARTERS

Soup of the day,	10
Tuna tartare Tacos, avocado, chipotle mayo, cilantro	18
Cauliflower, raisin mash, pine nuts, crispy capers & pomegranate	15
Hummus, crudités, pickles & housemade pita	18
Burrata, squash romesco marcoma almond, fennel & herbs	18

SALADS

Shave Kale, brussel sprouts, toasted pistachio, pecorino & mint	16
Caesar, rosmery croutons & aged parmesan	16
Farro, roasted beets, broccoli, chickpeas & tahini (add poached egg +2) chicken + 8 shrimp +10 salmon +10	17

BRICK OVEN PIZZAS

Margherita, tomato, mozzarella & basil	16
Sopressata, tomato, cipollini & mozzarella	17
Red Potato & leeks, fontina, parmesan, farm egg	17
Brussels, guanciale, fior de latte, preserved lemon	16

SANDWICHES & MAINS

Grilled Cheese, gruyere, mozzarella, cheedar. Add ham, egg or cup of soup +4	16
Avocado Toast, poached egg, aleppo pepper on 7 grains	18
Buttermilk Fried Chicken Sandwich, lettuce, pickles, kolrabi slaw, chips	18
Rigatoni, tomatoes, straciatella & basil	18
Pappardelle, lamb ragu, arugula & parmesan	22
Line Caught Tuna, ajo blanco, snap pea & radish salad	34
Rotisserie Chicken, roasted potato, kale, salsa verde	30
Irvington Burger crispy onion, cheddar, harissa aioli, fries	19

SIDES

Brussels sprouts, preserved lemon	10
Mushrooms, soy sherry vinaigrette	10
Hand Cut Fries, harissa aioli	10

ARLO HOTEL

351 WEST 38TH STREET
NY NY 10018

DINNER MENU

SNACKS

Olives, orange peel, fennel seed, garlic	8
Croquettes, roasted chicken, chorizo, romesco sauce	12
Charcuterie, heritage prosciutto, jackuterie salami, bread	20
Cheese Plate, Chef's selection of three, fig mostarda, almonds	20

STARTERS

East Coast Oysters, mignonette, cocktail & lemon	18/36
Tuna tartare Tacos, avocado, chipotle mayo, cilantro	18
Cauliflower, raisin mash, pine nuts, crispy capers & pomegranate	15
Hummus, crudités, pickles & housemade pita	18
Burrata, squash romesco marcoma almond, fennel & herbs	18
Crispy Artichokes, aioli, lemon	15
Meatballs, marinara, parmesan & grilled bread	15

SALADS

Shave Kale, brussel sprouts, toasted pistachio, pecorino & mint	16
Caesar, rosmmary croutons & aged parmesan	16
Farro, roasted beets, brocoli, chickpeas & tahini (add poached egg +2)	17

BRICK OVEN PIZZAS

Margherita, tomato, mozzarella & basil	16
Sopressata, tomato, cipollini & mozzarella	17
Red Potato & leeks, fontina, parmesan, farm egg	17
Brussels, guanciale, fior de latte, preserved lemon	16

MAINS

Rigatoni, tomatoes, straciatella & basil	18
Pappardelle, lamb ragu, arugula & parmesan	22
Line Caught Tuna, ajo blanco, snap pea & radish salad	34
Rotisserie Chicken, roasted potato, kale, salsa verde	30
Irvington Burger crispy onion, cheddar, harissa aioli, fries	19
SG Chicken Parmegiana, green salad	25
Naturally Raised Skirt Steak, chimichurri, padron pepper, potatoes	36

SIDES

Brussels sprouts, preserved lemon	10
Mushrooms, soy sherry vinaigrette	10
Hand Cut Fries, harissa aioli	10

ARLO HOTEL

351 WEST 38TH STREET
NY NY 10018

BRUNCH MENU

SHAKES

Green avocado, banana, moringa, spinach, honey, almond milk	10
Almond , almond butter, maca, dates, cocoa	10
Berries strawberries, blueberries, protein, banana, flax seed	10

BOWLS

Fruit Salad	12
Chia seed pudding coconut mango, banana, muesli	11
Overnight oats cinnamon, roasted apples, maple	12
Acai Bowl yogurt, banana, berries, cocoa flax seeds	14
Housemade Granola and Yogurt	13

EGGS

Cage free eggs any style bacon or sausage, breakfast potatoes & toast	18
Bacon egg & Cheese Sandwich on potato roll, BF Potatoes	17
Baked eggs spinach, stwed tomatoes & cheackpeas	18
Bennies on english muffins, ham, hollandaise	18
Forest Mushroom Omelette, asparagus, goat cheese, market greens	19

SALADS

Shave Kale, brussel sprouts, toasted pistachio, pecorino & mint	16
Caesar, rosemary croutons & aged parmesan	16
Farro, roasted beets, brocoli, chickpeas & tahini (add poached egg +2)	17

BRICK OVEN PIZZAS

Margherita, tomato, mozzarella & basil	16
Sopressata, tomato, cipollini & mozzarella	17
Red Potato & leeks, fontina, parmesan, farm egg	17
Brussels, guanciale, fior de latte, preserved lemon	16

MAINS

Avocado poached egg on seven grain	15
Smoked Salmon cream cheese, tomato, capers on All grains bagels	14
Buttermilk Fried Chicken Sandwich, lettuce, pickles, kolrabi slaw, chips	18
Ivington Burger crispy onion, cheddar, harissa aioli, fries	19

SWEETS

Buttermilk pancakes preserves maple syrup	14
Waffles almond butter, bananas, raw cocoa	12
Croissant - Pain au chocolat	4
Gluten Free Zucchini loaf	4
Muffin	4

SIDES

2 eggs	10
bacon	10
maple sausage	10
BF Potatoes	10

HOT | ICED BEVERAGES

5

Coffee any style
Matcha latte
Chai Latte
Herbal Teas

FRESH JUICES

xxxx The Juice shop	10
All Green The Juice shop	10
Fresh OJ	6

KOMBUCHA

8

ARLO HOTEL

351 West 38th Street
NY NY 10018

HUMMUS 16 (v)
crudité, pita chips

CHIPS & GUAC 20 (g/v)
blue corn tortilla chips

TUNA TARTARE 20
avocado, taro chips, sesame seeds, ponzu

FISH TACOS 18
red cabbage, pickled red onion, lime mayo

BEEF TACOS 14
black beans, manchego, tomato, lettuce, cream fraiche

QUESO BLANCO DIP 13
crumbled chorizo, diced tomato, serrano, micro cilantro

CHEESE + CHARCUTERIE BOARD 25

SLIDERS 16
potato bun, tomato, harissa aioli, lettuce with fries or salad

SMASHED AVOCADO TOAST 16 (v)
olive oil, aleppo chile on 7 grain toast

GRILLED CHEESE 13
aged gruyere, smoked mozzarella with fries or salad

MR. PURPLE BURGER 16
double patty, lettuce, tomato, american cheese

BUTTERMILK FRIED CHICKEN SLIDERS 17
bibb lettuce, kolhrabi slaw, aioli

KALE & BRUSSELS SALAD 16 (g)
toasted pistachio, pecorino, mint

CAESAR SALAD 16
romaine, kale, parmesan, croutons

COBB SALAD 17
romaine, avocado, bacon, blue cheese

add organic chicken +6
add grilled shrimp +7
add salmon +8

PROSCIUTTO FLATBREAD 18
mozzarella, parmesan, roasted garlic

MARGHERITA FLATBREAD 17
stracciatella, heirloom tomatoes, basil

SALT & PEPPER FRIES 10 (g)
aioli

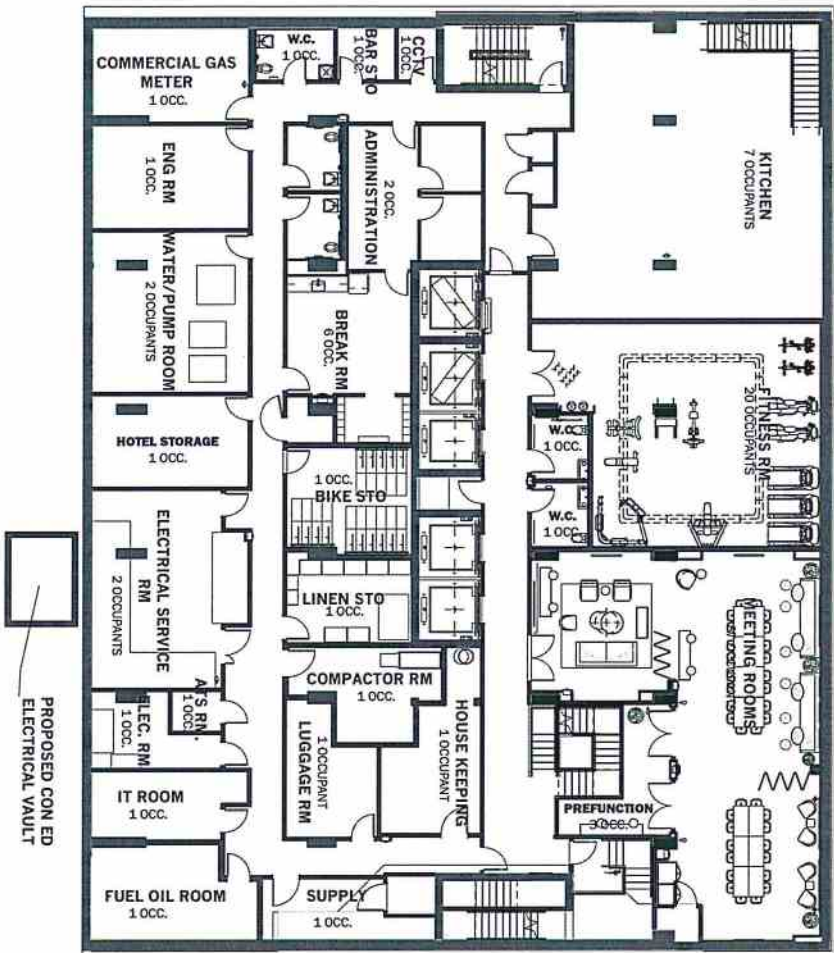
VERMONT CHEDDAR FONDUE (SERVES 2-4 GUESTS)
romenescio, prosciutto, filone crutons, pretzel bites, asian pear, endive 45

CHOCOLATE FONDUE (SERVES 2-4 GUESTS)
toasted marshmallow, strawberries,
asian pear, blackberries, graham crackers, house made dark chocolate

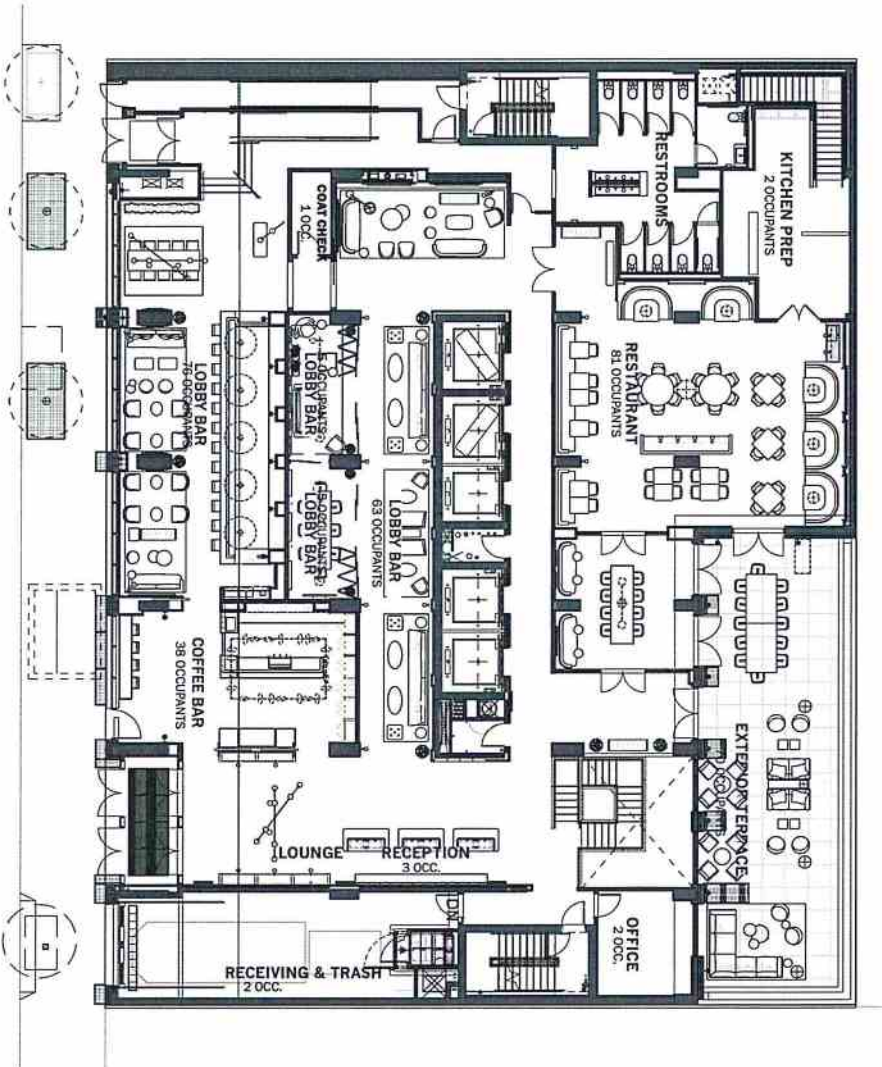
35

Vegan (v), Gluten Free (g)

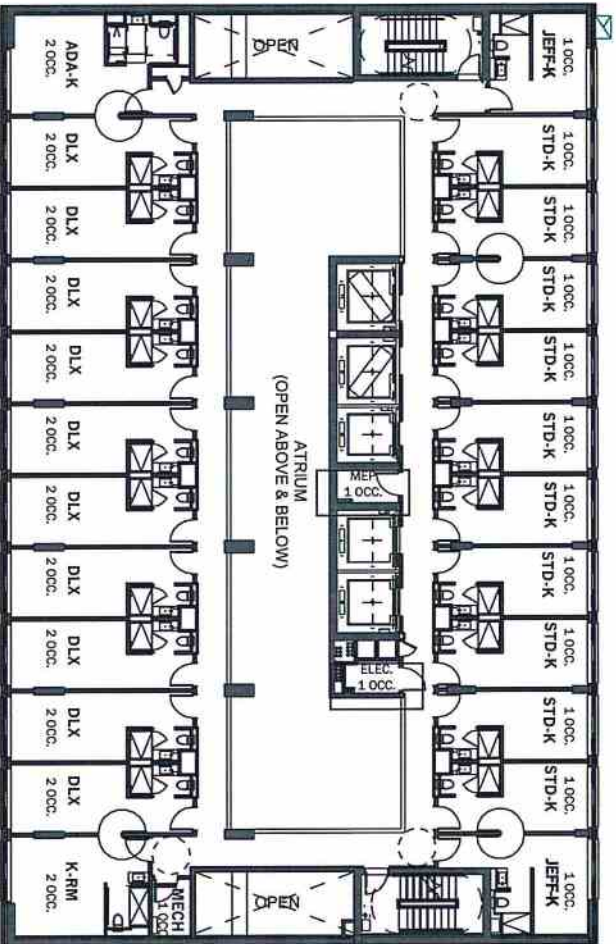
38TH ST HOTEL | CELLAR LEVEL | PLAN

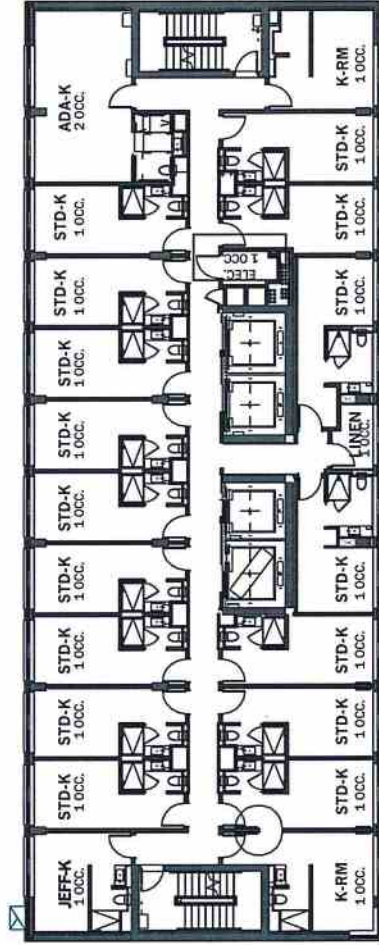


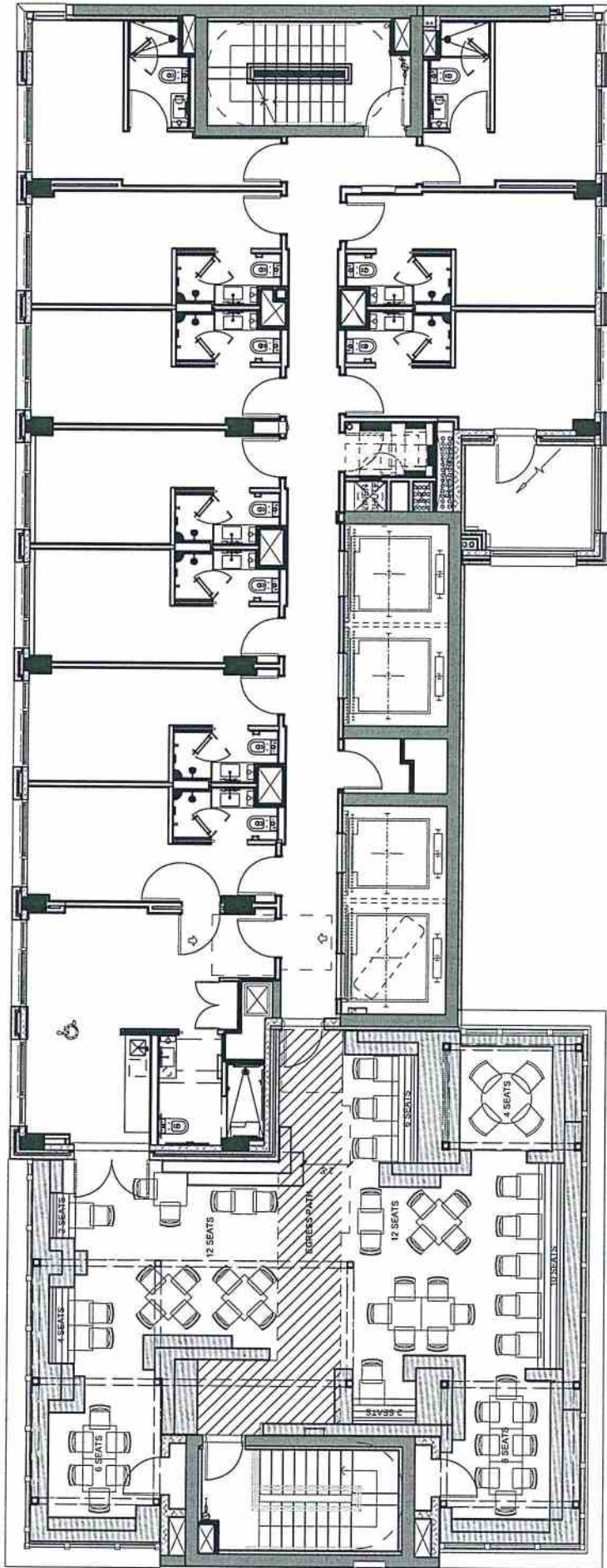
38TH ST HOTEL | GROUND LEVEL | PLAN



38TH ST HOTEL | LEVELS 4-8 | PLAN







TABLES: 26
 SEATS: 66
 OCCUPANCY PER CODE: 74

ACOUSTILOG[®]

INC.

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October 1, 2019

Mr. Robert Hendrickson
Quadrum 38 LLC
261 5th Ave, Suite 1802,
New York, NY 10016

Re: New Hotel with Rooftop and Ground Level Terraces, Arlo Midtown, 351 West 38th Street,
New York, NY 10018

Dear Mr. Hendrickson,

I have studied the existing conditions and potential noise issues at the above premises. I am providing recommendations to prevent noise disturbances to the neighbors from music and voices coming from the outdoor spaces.

SUMMARY

You are opening a hotel that will include:

A bar and restaurant located on the interior of the ground floor

An exterior terrace on the ground level at the rear that will have a Roll a Cover, total occupancy 70.

A rooftop amenity terrace on the 26th floor with seating and standing areas but no bar, total occupancy 68.

The design of the spaces and the level of ambient noise in the area will keep sound levels within Noise Code limits for the neighbors at all hours, and not time dependent. Recommendations are provided.

DBA VS ONE-THIRD OCTAVE BAND MUSIC LEVELS

One way that sound levels are often measured is by using the A-weighting decibel scale. The dB (A) decibel scale (see Noise Code Section §24-231 a1) is the most common type of sound measurement, which represents a summation of middle (midrange) and high frequencies (treble), but largely ignores low-frequency "bass" sounds. Measuring the dBA levels requires only a simple sound level meter. DBA is what the City DEP inspectors usually use, and they normally consider anything above 42 dBA to be unreasonable.

C-weighted decibels or dBC (see Noise Code Section §24-231 a3) are also a measurement of all frequencies, but this method includes the important low frequency "bass" sounds. However, dBC readings pick up so many frequencies at the same time that they usually do not distinguish between normal background noise and music beats.

One-third octave band sound level readings (see Noise Code Section §24-231 a2) can also be taken, which are measured in decibels, or dB. Sounds with frequencies below 250 Hertz are called bass or low frequencies, which sound like thumping or vibration. This range of low

frequencies is addressed in the Noise Code regulations and is the sound most likely to cause neighbor complaints. Bass and drums usually cause sounds in these frequency ranges. These sounds require a complex spectrum analyzer to measure them.

THE NOISE CODE - MUSIC

§24-231 Commercial music.

(a) *No person shall make or cause or permit to be made or caused any music originating from or in connection with the operation of any commercial establishment or enterprise when the level of sound attributable to such music, as measured inside any receiving property dwelling unit:*

(1) is in excess of 42 dB(A) as measured with a sound level meter; or

(2) is in excess of 45 dB in any one-third octave band having a center frequency between 63 hertz and 500 hertz (ANSI bands numbers 18 through 27, Inclusive), in accordance with American National Standards Institute standard S1.6-1984; or

(3) causes a 6 dBC or more increase in the total sound level above the ambient sound level as measured in decibels in the "C" weighting network provided that the ambient sound level is in excess of 62 dBC.

THE NOISE CODE - UNREASONABLE NOISE

§24-203 General definitions. When used in the New York city noise control code the following terms shall have the following meanings:

(62) Unreasonable noise means any excessive or unusually loud sound that disturbs the peace, comfort or repose of a reasonable person of normal sensitivities, injures or endangers the health or safety of a reasonable person of normal sensitivities or which causes injury to plant or animal life, or damage to property or business.

§24-218 General prohibitions.

(a) *No person shall make, continue or cause or permit to be made or continued any unreasonable noise.*

(a-1) No person shall make, continue or cause to permit to be made or continued any unreasonable noise:

(1) for any commercial purpose or during the course of conducting any commercial activity; or

(2) through the use of a device, other than a device used within the interior living space of an individual residential unit, installed within or upon a multiple dwelling or a building used in part or in whole for non-residential purposes.

(b) *Unreasonable noise shall include but shall not be limited to sound, attributable to any device, that exceeds the following prohibited noise levels:*

(1) Sound, other than impulsive sound, attributable to the source, measured at a level of 7 dB(A) or more above the ambient sound level at or after 10:00 p.m. and before 7:00 a.m., as measured at any point within a receiving property or as measured at a distance of 15 feet or more from the source on a public right-of-way.

(2) Sound, other than impulsive sound, attributable to the source, measured at a level of 10 dB(A) or more above the ambient sound level at or after 7:00 a.m. and before 10:00 p.m., as measured at any point within a receiving property or as measured at a distance of 15 feet or more from the source on a public right-of-way.

(3) Impulsive sound, attributable to the source, measured at a level of 15 dB(A) or more above the ambient sound level, as measured at any point within a receiving property or as measured at a distance of 15 feet or more from the source on a public right-of-way. Impulsive sound levels shall be measured in the A-weighting network with the sound level meter set to fast response. The ambient sound level shall be taken in the A-weighting network with the sound level meter set to slow response.

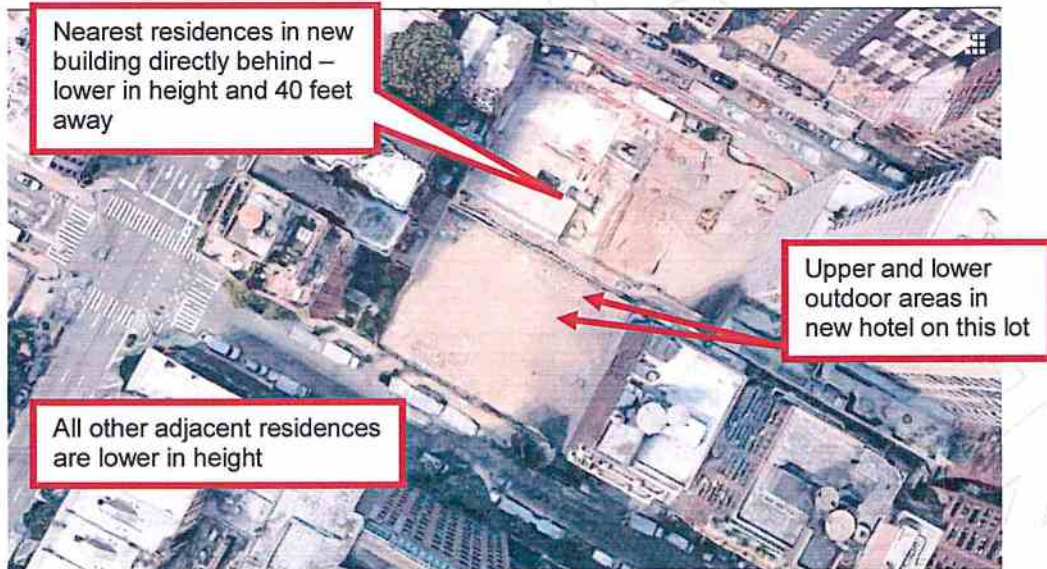
(c) Notwithstanding the provisions of subdivision b of this section, where a particular sound source or device is subject to decibel level limits and requirements specifically prescribed for such source or device elsewhere in this code, the decibel level limits set forth in this section shall not apply to such sound source or device.

(d) The decibel level limits set forth in this section shall not apply to sound attributable to construction devices and activities.

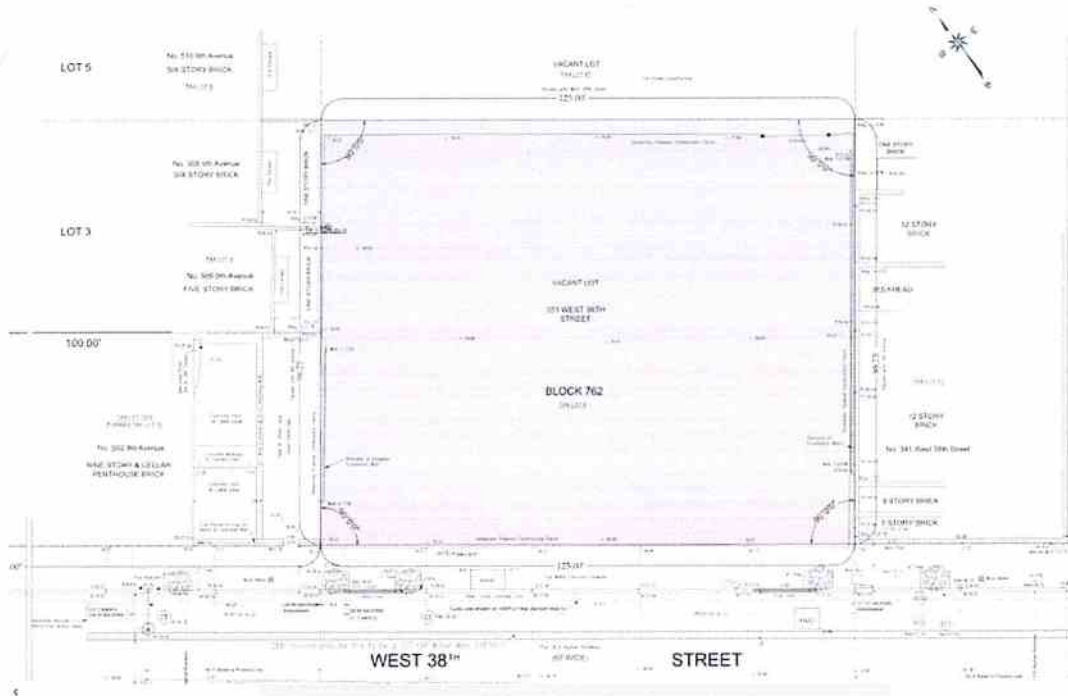
These rules apply to devices, not to people, but are used as reasonable guidelines.

AMBIENT NOISE TEST

To measure the outdoor ambient noise level, a long-term outdoor recording meter was set up to record the noise levels over a Friday through Monday period. The microphone was set up to measure all of the neighborhood ambient noise, and was located in the direction of the nearest residence, a new building 40 feet to the north. This is the most critical neighbor. The analysis and recommendations are also applicable to the other less-affected neighboring buildings. The neighborhood is labeled on the Google map below, showing the vacant lots of your hotel as well as the new building to the north before construction.

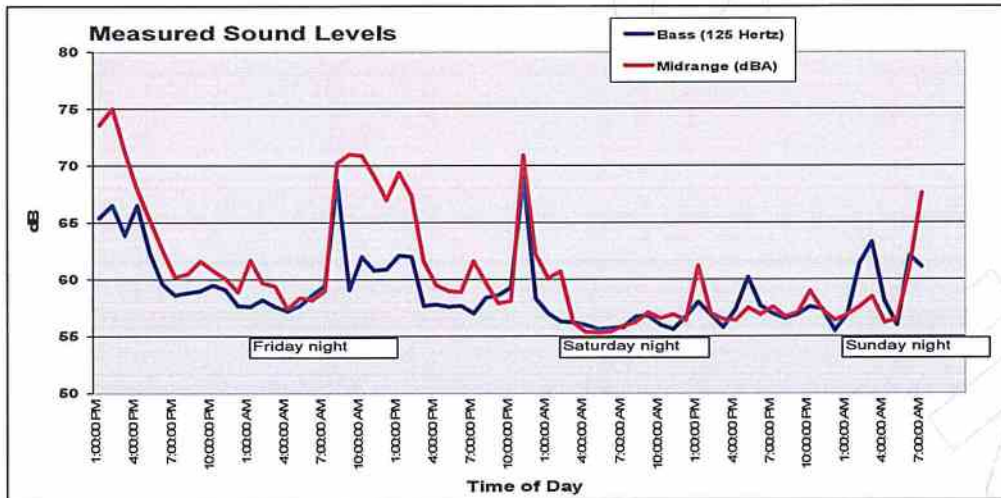


The site plan diagram below shows the heights of the adjacent neighboring buildings. These are all considerably lower than your hotel.



AMBIENT NOISE ANALYSIS

The minimum outdoor "bass" and midrange sound levels throughout the period occurred after 4:00 AM on Saturday night: 56 decibels at 125 Hertz and 55 dBA. The noise is primarily from traffic in the area.



ROOFTOP AMENITY ANALYSIS

The noise level was analyzed for the rooftop.

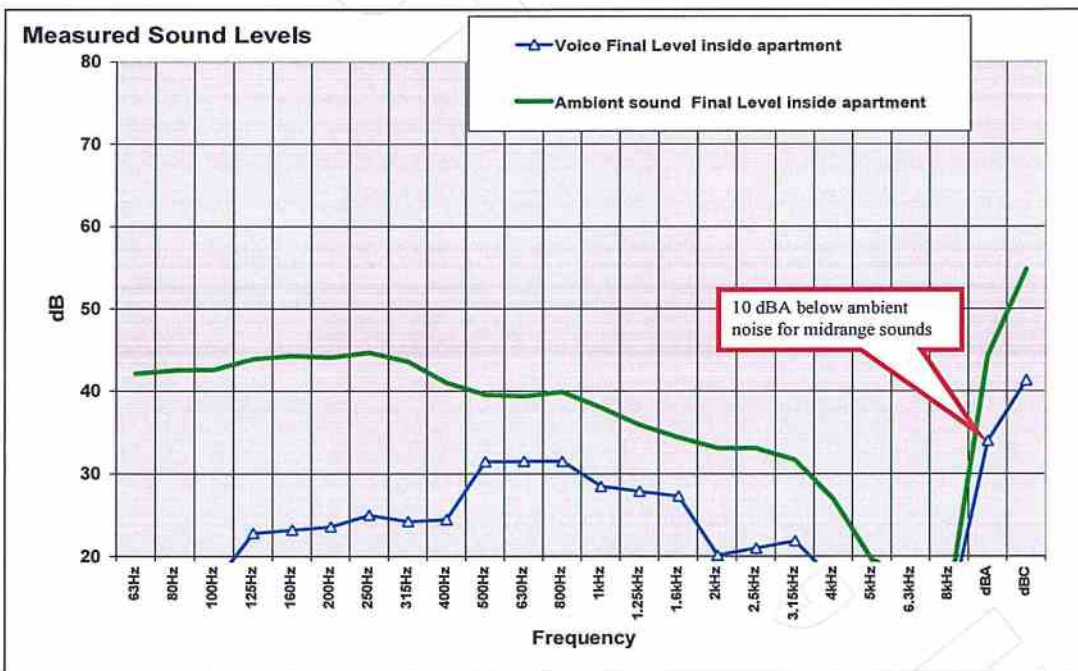
The noise level typically drops approximately 11 dBA (midrange) after entering an open window. The typical voice level of the projected maximum number of people, after traveling to the nearest windows, would be 35 dBA inside the windows, while the ambient background noise inside the windows would be 45 dBA. The voice sound received by all of the other nearby buildings will be even lower.

In order to meet Code requirements (for "reasonable devices"), the voice sound must not exceed the ambient by 7 or 10 decibels (night/day). Since the voice sound will be *below* the level of ambient noise, it will not exceed the ambient noise by 7 or 10 decibels. Voices from the rooftop would be Code-compliant.

In order to prevent people from leaning over the parapet and shouting down at the neighboring windows, a parapet barrier is discussed in the recommendations.

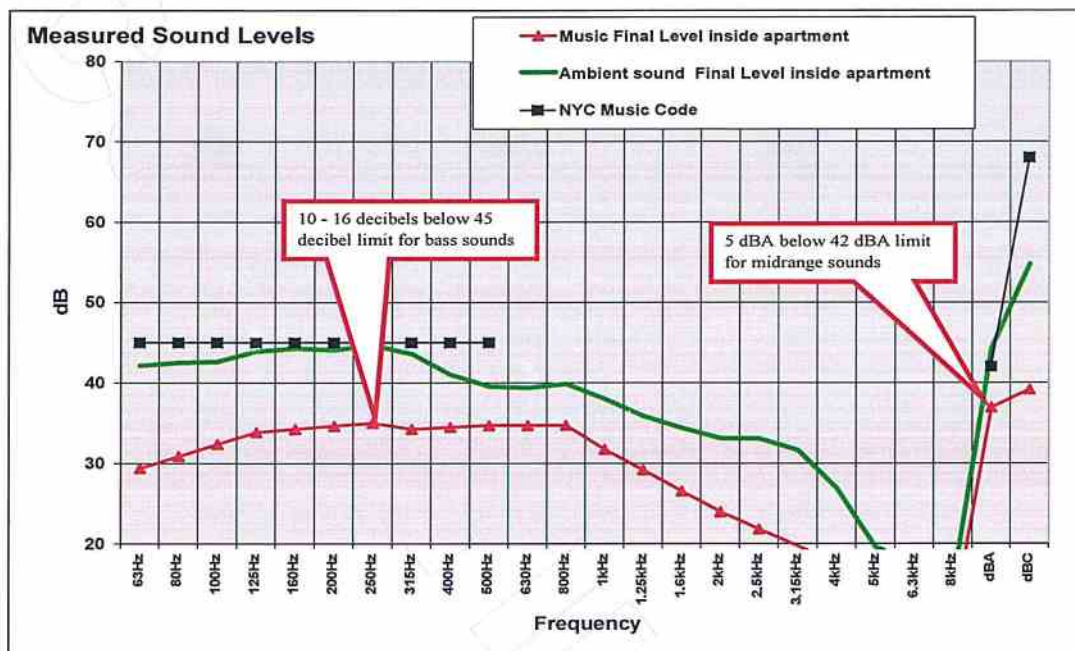
All of the other nearby building windows have a lower height than the rooftop and will not be line-of-sight to the people on the rooftop. This causes a "shadow" effect.

See the graph below.



The music will meet Code requirements because it will be at least 10 decibels below the Noise Code decibel limits. This is based on the attenuation provided by the parapet and distance. The sound system will have to be electronically limited as described in the recommendations.

See the graph below.



GROUND LEVEL EXTERIOR TERRACE ANALYSIS

The noise level was analyzed for the back terrace at the rear. This terrace will have a Roll-a-Cover enclosure. I have tested these enclosures and they provide good soundproofing for voices and background music, but not for loud or bassy music. When closed, it will provide approximately 15 dBA of soundproofing for both voices and midrange sound. When open, it will continue to reduce sound by approximately 5 dBA. This will be addressed in the recommendations.

ROOFTOP AMENITY RECOMMENDATIONS

1. Install a parapet barrier around the edge of the roof to prevent people from leaning over the parapet and shouting down at the neighboring windows.
 - a. This must be made from a solid material with a surface density of at least 1 pound per square foot, with a total height off the roof of at least 5 feet. Examples are ¼" safety glass or ½" concrete board.
 - b. The barrier must not be interrupted with gaps wider than ½".
2. At least 8 small speakers should be used as a distributed system.
 - a. I have included a wiring diagram so that one amplifier can power all 8 speakers

- instead of using multiple power amplifiers.
- b. Mount the speakers lower than the perimeter barrier so that they do not act as projectors to the neighboring properties.
 - c. Data for one suitable model of speaker is attached. The woofers should be no greater than 6.5 inches in diameter.
 - d. Do not use subwoofers.
 - e. The system should be set up in stereo. Stereo sounds louder to people without actually increasing the sound level.
3. The sound system will incorporate an equalizer. The equalizer will then feed into a limiter. Both functions can be accomplished with a DBX DriveRack PA2. Data attached. Installed in the system right before the amplifier and electronically locked with a combination, it will prevent the sound system from exceeding a pre-determined sound level, set by the sound installer. If the sound system is turned up too high, the limiter will activate and guarantee that the actual sound never exceeds the desired maximum.
- a. Using the graphic equalizer section, attenuate (lower) all frequencies 125 Hertz and below. Do this by setting a high-pass filter on both stereo channels to a cutoff frequency of 125 Hertz and a slope of 24 dB/octave.
 - b. Using the unit's output level control, set the maximum sound level from the small speakers to 86 dBC and 80 dBA measured 3 feet from any speaker. The sound installer can do this with a simple Radio Shack sound level meter (these are still available used). Set the meter to read "C", and "Slow". This will be a good starting point from which to operate the sound system.
 - c. To ensure the accuracy of the meter, you can bring it my office to be calibrated.
 - d. The DBX unit could be set in conjunction with tests made of noise levels in the neighboring buildings.
 - e. Set the Stereo Output Limiters to COUPLE both channels together, which makes the Channel 1 controls affect both channels. The rest of the instructions are thus for the left channel only.
 - f. Set the limiter's Ratio control to infinity, the Peak Stop to off, the Attack and Release time to midway and Auto, Over-Easy to off, and the Threshold control so as to normally limit only 3 decibels during typical music playing. If the music tries to get louder for any reason, the sound will stay at the same volume.
 - g. The amplifier must be set to maximum level during this process so it cannot be turned up further at a later time.

GROUND LEVEL EXTERIOR TERRACE RECOMMENDATIONS

4. The back terrace will have a Roll-a-Cover enclosure.
5. The north and east walls should have absorptive treatment.
 - a. I recommend 1" thick Sound Silencer panels from Acoustical Surfaces. These can be hidden behind a trellis or plantings, but must not be blocked with any solid material such as solid wood sheets or closed fencing.
 - b. The panels should cover at least 75% of the area of the walls, beginning 3 feet above the floor.

- c. The walls will have plantings and vines. This will visually cover the absorbing panels which is acceptable.
6. A sound system can be used for background music in the back terrace.
- a. Use at least 4 small speakers.
 - b. Do not use subwoofers.
 - c. Use a limiter/processor set to cut off the low frequencies, as described above.
 - d. The sound system level should be set to a maximum level of 76 dBC and 72 dBA measured 3 feet from any speaker. This will be satisfactory for when the Roll-a-Cover enclosure is closed.
 - e. When the Roll-a-Cover enclosure is open, the sound system level must be reduced by 10 decibels (66 dBC and 62 dBA).

GROUND FLOOR BAR AND RESTAURANT RECOMMENDATIONS

7. The indoor bar and restaurant sound system should have a limiter/processor as described above.
- a. The sound system should be set for a maximum level of 98 dBC and 95 dBA.
 - b. No low frequency cutoff is required.
 - c. Speakers should not be located with 6 feet of the outside doors. These closest speakers should also not directly face toward those doors.

If I can be of further assistance, please call.

It is strongly recommended that all complicated construction projects get regular inspection visits at critical times, to make sure the system performs properly. This is an optional service which I can provide. All Acoustilog, Inc.-designed information supplied is for the original client and may not be copied in any way for different projects by any architect, consultant, engineer or other party. Copyright Acoustilog, Inc. © 2019. All rights reserved. No reproduction of any type permitted without written permission of Acoustilog, Inc.

Yours Truly,

Alan Fierstein



President
acoustilog1@verizon.net

All readings re: .0002 microbar. Readings taken with Bruel & Kjaer 2250/2260/2270 Analyzer, Bruel & Kjaer 4135, 4145, 4165, 4189 or 4190 Microphone, Acoustilog 232A Reverberation Timer. Calibrated to Bruel & Kjaer 4220 Sound Source or Quest CA-15A.



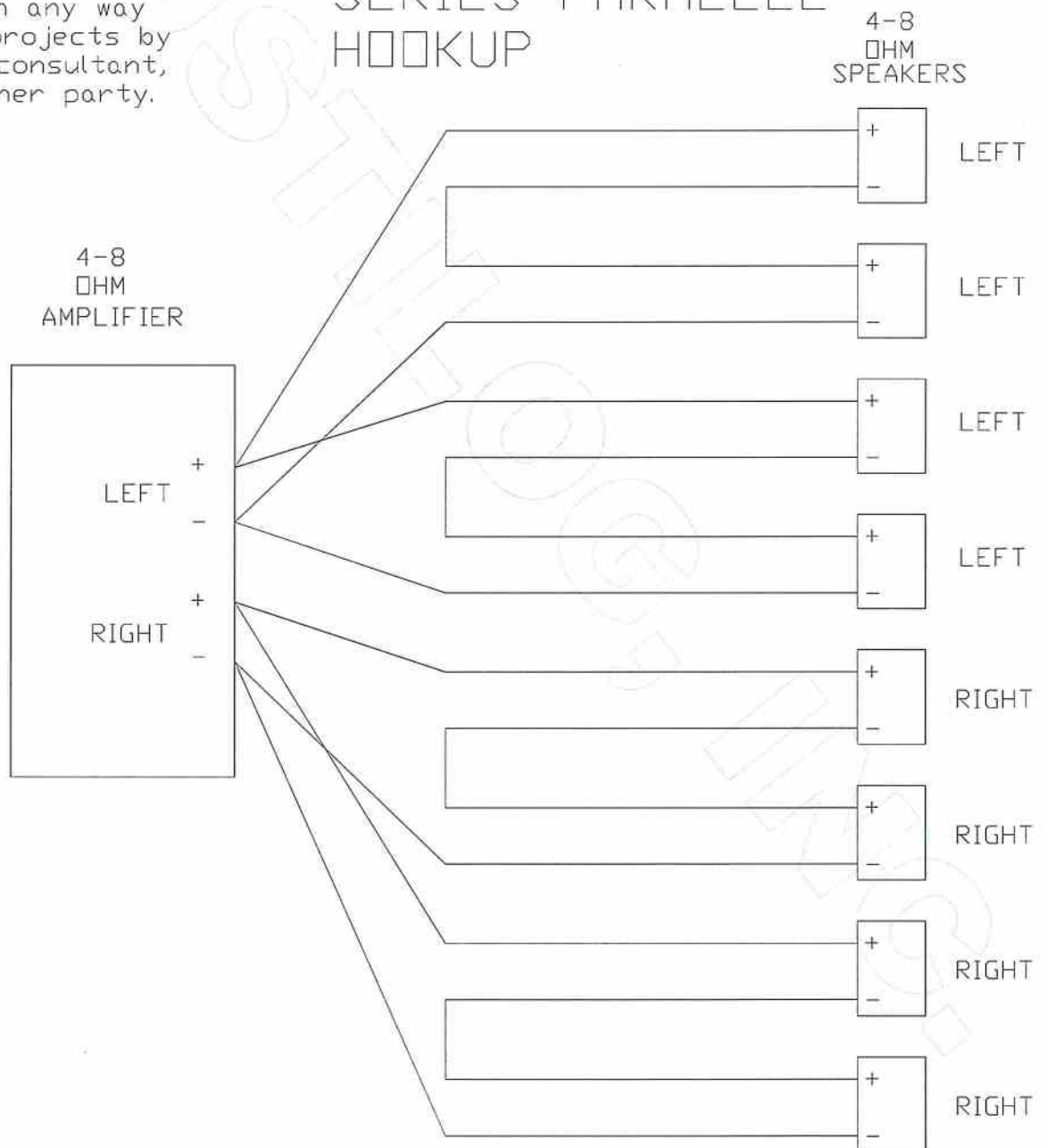
This is the nearest residence to the north which is the most critical neighbor.

To measure the outdoor ambient noise level, a long-term outdoor recording meter was set up to record the outdoor noise levels over a Friday through Monday period. This microphone was set up on the 20th floor deck.

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Installed Sound

#100 Series : AE / AE Compact : AW & AWG All Weather : CBT Series : Commercial Series Speakers : Control 1 Pro : Control 200 : Control 2P : Control 300 : Control 40 : Control 5 : Control 60 Series : Control Contractor : Control Contractor 90 Series Subdual : Control CRV : Custom Shop : CWT Series : Marquee Dance Club : P10000 Series : PD700 : VERTEC : VLA : VPP : VSL

Control 25
 Compact Indoor
 Outdoor Background
 Foreground Loudspeaker



- Brochure
- Spec Sheet
- Owner's Manual

The Control 25 is perhaps the most versatile of JBL Professional's Control Contractor Series indoor/outdoor loudspeakers.

Features :

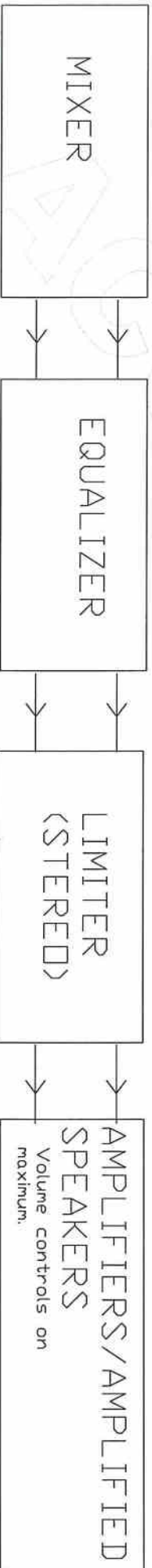
- Components: 5.25 in Polypropylene coated woofer, .75 in Titanium coated horn loaded tweeter.
- Built-in InvisBall® mounting hardware*.
- Weather resistant enclosure and transducers.
- Readily paintable.
- 90° x 90° high frequency horn.
- Overload Protection Circuitry.
- Sensitivity: 88 dB SPL, 1W, 1m
- *Patents pending worldwide.

Specifications :

- Frequency Range : 80 Hz to 16 kHz (-10 dB)
- Power Capacity : 150 W Continuous Program Power
75 W Continuous Pink Noise
- Sensitivity : 88 dB SPL, 1 W, 1m
- Directivity Factor (D) : 5.3 dB
- Directivity Index (DI) : 7.2 dB
- Nominal Impedance : 8 ohms
- Crossover Frequency : 3.0kHz
- Frequency LF Driver : 135mm (5.25 in) Polypropylene cone w/ WeatherEdge
- HF Driver : 19mm (.75 in) Titanium coated polycarbonate
- Enclosure Material : HIPS (High Impact Polystyrene)
- Overload Protection : Full-Range power limiting to protect network and transducers
- Termination : Spring terminals, accepts banana plug
- Environmental : Conforms to MIL Spec 810 for humidity, salt spray, temperature & UV. EC S29 IP-34 splashproof rating
- Dimensions (H x W x D) : 236 x 168 x 149 mm (9.3 x 7.4 x 5.8 in)
- Net Weight (net) : 2.3 kg (5 lb)
- Shipping Weight (net) : 5 kg (11 lb)
- Included Accessories : Invisball Assembly
- Optional Accessories : MTC-25V: For vertical columnar orientation of up to 3 loudspeakers extension of the woofer surround that MTC-25Z2R: For horizontal splaying of two speakers. Three brackets away up to six loudspeakers in a 360° array. MTC-28Z5CM: Ceiling-mount adapter. MTC-25SSG: Stainless Steel Grille for harsh environments. Available in silver, black (SB) or white (WH) MTC-25MMG: WeatherMax™ Stainless Steel Grille protects against driving precipitation. Available in black or white (WH) MTC-PC2: Input panel cover protects input terminals in outdoor environments.



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NOTE - LIMITER AND EQUALIZER FUNCTIONS CAN BE COMBINED IN ONE PROCESSOR



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The DriveRack PA2 provides all the processing you need between your mixer and amplifiers to optimize and protect your loudspeakers. With the latest advancements in dbx's proprietary AutoEQ™ and AFS™ algorithms, a new input delay module for delaying the FOH system to the backline, Ethernet control via an Android®, iOS®, Mac®, or Windows® device, and updated Wizards, the DriveRack PA2 continues the DriveRack legacy of great-sounding, powerful, and affordable loudspeaker management processors, for a whole new generation.



control via all 4 major OSes

AUTOEQ™

New, improved AutoEQ algorithm ensures an extremely accurate, fast, and non-intrusive automatic EQ experience.

With the RTA Mic "listening" to your room, the new, updated DriveRack PA2 AutoEQ algorithm sets speaker levels and room EQ automatically in a matter of seconds. This means room adjustments can now be made very quickly, without subjecting the audience to annoying, lengthy broadcasts of pink noise.

ENHANCED AFS™ FEEDBACK ELIMINATION

Enhanced AFS™ algorithm for faster, more precise feedback elimination, without adversely affecting your system's tone.

Nothing turns audiences away like annoying and potentially painful audio feedback. Fortunately, dbx engineers have revisited their already-stellar Advanced Feedback Suppression algorithm and made it work even better. The DriveRack PA2 listens for and anticipates feedback and adjusts speaker output automatically before it even has a chance, while never altering your sound.

UPDATED WIZARD SETUP FUNCTIONS

Updated Wizards make initial set up easy, while ensuring speaker tunings and other settings are up-to-date.

Wizard functions on the DriveRack PA2 guide you through easy, step-by-step processes to help you get the most from your loudspeaker system. Helps you easily configure level balancing, AutoEQ, Advanced Feedback Suppression, and provides access to built-in and constantly updating speaker tunings from most major speaker manufacturers.

AVAILABLE INPUT PROCESSING

- › dbx Compression
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- › 8-Band Parametric EQ (adjusted when using the AutoEQ)
- › Subharmonic Synthesis

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- › Crossover (supports full range, 2-way, and 3-way systems)
- › 8-Band Parametric EQs (used for speaker tunings)
- › dbx Limiting
- › Driver Alignment Delays

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Complete Loudspeaker Management System

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OVERVIEW

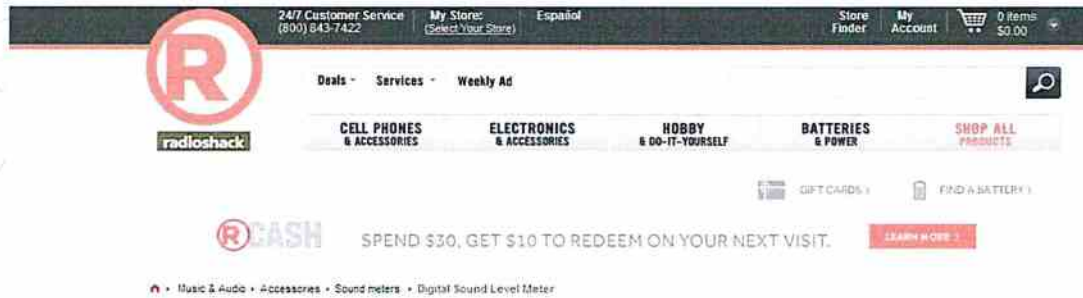
- › 100+ EQs
- › 100+ Presets
- › 4-WAY CROSSOVERS (2-2-2-2)
- › 8-BAND EQs
- › PRESET SPEAKER TUNINGS
- › 100+ Presets
- › 100+ Presets

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- › Streamlined AutoEQ™
- › All New AFS™ (Advanced Feedback Suppression)
- › Mobile Control (Android®, iOS®, Mac®, Windows®)
- › dbx Compression
- › Graphic EQ
- › 8-Band Parametric EQ (adjusted when using the AutoEQ) Input
- › Subharmonic Synthesis
- › Crossover (supports full range, 2-way, and 3-way systems)
- › 8-Band Parametric EQs (used for speaker tunings) Output
- › dbx Limiting
- › Driver Alignment Delays





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accessories manual

Digital Sound Level Meter

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Product Summary

Fine-tune your audio.

Fine-tune your PA or stereo systems audio response to match the acoustic environment with this Digital Sound Level Meter. It comes with a carrying case for travel and features an easy-to-read display.

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- Easy-to-read display, sound range 30-130db, digit LCD display
- You can fine-tune your PA or stereo systems audio response to match the acoustic environment

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By phone: 1-800-843-7422

Manufacturer Warranty

- Parts: 12 month
- Labor: 12 month



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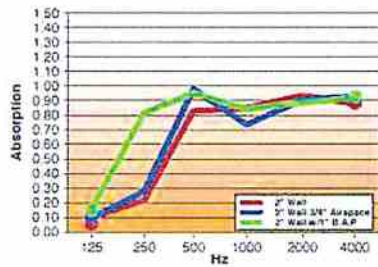
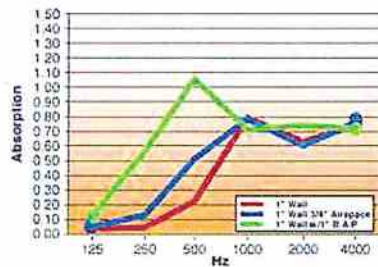
Product testing and information			
	Testimonials		Acoustical Test
	MSDS		Flammability
	Installation		Product Photo's
			Misc. Data

MATERIAL: Semi Rigid Porous Expanded Polypropylene Acoustical Bead Foam (P.E.P.P.).
PATTERN: Non Abrasive, Slightly Textured, Porous
FEATURES: Lightweight, Impact Resistant, Moisture, Bacteria & Fungi Resistant, Tackable Surface
APPLICATIONS: Gymnasiums, Auditoriums, Classrooms, Swimming Pools, Ice Arenas, Clean Rooms, Food Processing Plants, Food Prep Areas, Cafeterias & Restaurants, Manufacturing Plants, Car Washes, Rooftop and Machine Enclosures, Gun Ranges, Dog Kennels, Locker Rooms.
THICKNESS: 1" & 2"
SIZES: Nominal 2' x 2', 2' x 4'; Custom Sizes Available
COLORS: White, Charcoal
FLAMMABILITY: ASTM E84, Class A. 1": Flame Spread: 3, Smoke Developed: 84. 2": Flame Spread: 5, Smoke Developed: 113
INSTALLATION: ASI S.T.O.P. Noise Acoustical Adhesive, Mechanical Fasteners

***Note to all installers**
 Sound Silencer™ PEPP is a thermal molded product and although tough to see one side of the panel will have injection and mold release marks these are circular marks that range in size and indent depth. These marks denote the back side of the panel so panels should be installed with these marks facing the wall or ceiling for best possible aesthetical outcome.

Sound Silencer™ - Sound Absorption / Noise Reduction							
Mount	125Hz	250Hz	500Hz	1KHz	2KHz	4KHz	NRC
1" Wall Amtg	0.05	0.06	0.21	0.80	0.65	0.75	0.45
1" Wall w/ 3/4" Airspace	0.06	0.13	0.51	0.79	0.62	0.79	0.50
1" Wall w/ 1" B.A.C.	0.11	0.58	1.07	0.71	0.74	0.72	0.80
2" Wall Amtg	0.07	0.21	0.81	0.85	0.93	0.88	0.70
2" Wall w/ 3/4" Airspace	0.10	0.29	0.99	0.74	0.90	0.93	0.75
2" Wall w/ 1" B.A.P.	0.17	0.81	0.97	0.85	0.89	0.92	0.90
1" Ceiling E400	0.46	0.59	0.42	0.49	0.76	0.86	0.55
2" Ceiling E400	0.51	0.52	0.52	0.77	0.89	0.98	0.70
1" Wall C423 12" spacing	0.04	0.07	0.20	0.83	0.81	1.00	0.50
2" Wall C423 12" spacing	0.09	0.21	0.82	1.11	1.11	1.12	0.80

Sound Silencer™ - Sound Transmission Loss (STC)							
	125Hz	250Hz	500Hz	1KHz	2.5KHz	5KHz	STC
1"	6	5	7	8	10	15	9
2"	9	8	10	10	17	22	13
1" - w/5/8" Gypsum both sides	27	27	29	31	32	45	32



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ASTM C423 – Sound Absorption 8 Panels – 1" PEPP Arranged in 2 x 4 Fashion with 12" spacing between all panels

ASTM C423 – Sound Absorption 8 Panels – 2" PEPP Arranged in 2 x 4 Fashion with 12" spacing between all panels



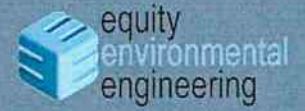
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351 WEST 38TH STREET

Prepared for:
Quadrum Global



9.27.2019

500 International Drive, Suite 150

Mount Olive NJ, 07828

973.527.7451

Equityenvironmental.com

Equity Environmental Engineering has reviewed the traffic and parking issues associated with the proposed 351 West 38th Street hotel development in the Garment District neighborhood of Manhattan Community District Four. Based on our understanding of the Hotel venue's operational and land use and transportation context, we believe that it can operate at this location without adversely affecting traffic, parking or community character. This evaluation is based on study of the site area and the existing fabric and activity of the neighborhood. In addition this report evaluates the individual function of each proposed licensed space as well as a cumulative analysis of patron mode access based on similar uses in the area and hotels with multiple food and beverage options (F&B) options and private event planning in one facility. Additionally, we identify steps the operator may explore to ensure that any potential effects on traffic are minimized.

Venue

351 West 38th Street is planned as a 489-key hotel featuring a variety of accessory food and beverage, meeting space settings seeking State Liquor Authority License. Venues are accessible via the main hotel entrance at the eastern end of the site's West 38th Street frontage, as well as a restaurant entrance located at the western end, as shown in **Figure 3**. As described in detail below, the facility would feature a ground-floor restaurant, ground floor and atrium level bar spaces, as well as outdoor spaces in a rear courtyard, a roof terrace. Additionally, there would be licensed private event spaces. The proposed hotel and commercial uses, and the building's size and bulk, are permitted by the site's C6-4M (Garment Center) zoning regulations.

EXISTING CONDITIONS

Area Context

The Garment Center neighborhood in which the Hotel is to operate features a mix of residential and commercial spaces with a variety of office, hotel, retail, service and eating/drinking establishments. The built form includes walk-up residential buildings with ground floor retail on 9th Avenue, and bulky loft buildings in midblock locations, most of which are in commercial use. New development includes a residential building at the northeast corner of 9th Avenue and West 38th Street immediately to the west of the site, as well as new hotel construction on West 39th Street immediately to the north. The site is zoned C6-4M, a zone intended to permit high density commercial uses benefitting from a central location. The proposed hotel is a permitted use within this zoning district. The site is located at 351 West 38th Street approximately 100 feet east of 9th Avenue. The site has 125 feet of frontage on the north side of West 38th Street. This highly walkable neighborhood, location shown in **Figure 2**, features a vibrant commercial streetscape with wide sidewalks, particularly on 9th Avenue and is centrally located in close proximity to the 8th Avenue IND subway line, local bus lines on 9th Avenue and 8th Avenue, Port Authority Bus Terminal, and Penn Station. The area is served by bike lanes and bike share stations, and on-street and off-street parking. The area is active during Monday to Friday business hours, and also has an active 24-hour residential and local-retail presence.

Streets, Sidewalks and Traffic

The project site is located on the north side of West 38th Street 100 feet east of 9th Avenue, on a block bounded by 39th Street to the north, 38th Street to the south, 8th Avenue to the east and 9th Avenue to the west. West 38th Street is a one-way eastbound. It has a single moving lane for traffic, and curbside parking/loading. 9th Avenue is a one-way downtown avenue with a protected bike lane on its east side

three moving lanes, and curbside parking/loading on both sides. One block downtown from the site, below 37th Street, the two right lanes of 9th Avenue form an entrance ramp to the Lincoln Tunnel. Sidewalk widths in the project vicinity are typical of this section of Manhattan. The sidewalk on West 38th Street is 10-feet wide, and on 9th Avenue 12-feet wide. Site design includes a 14' wide curb cut at the site's eastern end serving a loading dock. A hotel loading zone in front of the site would allow for drop-off and pick-up activities to occur out of the flow of moving traffic.

A review of average annual daily traffic (AADT) recorded by NYS Department of Transportation was evaluated for major road segments abutting the project site. The latest available data identified an AADT of 7,551 cars on West 38th Street, with heaviest volumes during the 7 to 8 am hour (482 vehicles) and 8 to 9 pm hour (450 vehicles). 9th Avenue serves as an access route to the Lincoln Tunnel, and carries an AADT of 31,017. Peak hours on 9th Avenue are 9 to 10 AM (1785 vehicles, 7 to 8 pm (1699 vehicles, and 10 to 11 pm (1770 vehicles). As noted previously, streetscape improvements to create a protected bike lane on 9th Avenue has created an environment more conducive to non-motorized travel despite the area's heavy tunnel-related traffic.

Parking

West 38th Street directly in front of the main hotel entry is a metered commercial vehicle-only parking from 6 am to 7 pm Monday to Friday. Overnight street cleaning regulations are in effect from 2 am to 6 am Monday, Wednesday and Friday. 9th Avenue allows metered commercial parking from 7 am to 11 pm every day except Sunday. The hotel will seek a hotel loading zone on West 38th Street. There are several off-street parking facilities in the vicinity, as detailed in the following table and shown in **Figure 2**.

Table 1: Off-Street Parking within Vicinity of Project Site

Number-keyed to map	Corporation Name	Address	Parking Spaces
1	West Side 42 Parking LLC	350 W 42nd Street	200
2	39th and Eighth Parking LLC	310 W 39th Street	171
3	West 39th Street LLC	330 W 39th Street	52
4	West 38th Street LLC	320 W 38th Street	410
6	Ajax Operating Corp	350 W 37th Street	83
7	Access 37 Parking	404 W 37th Street	166
8	Edison NY Parking LLC	451 9th Avenue	32

Based on discussions with the operators of these facilities, these facilities are busiest during daytime business hours and there is ample capacity available during the hotel venues' peak hours of operation

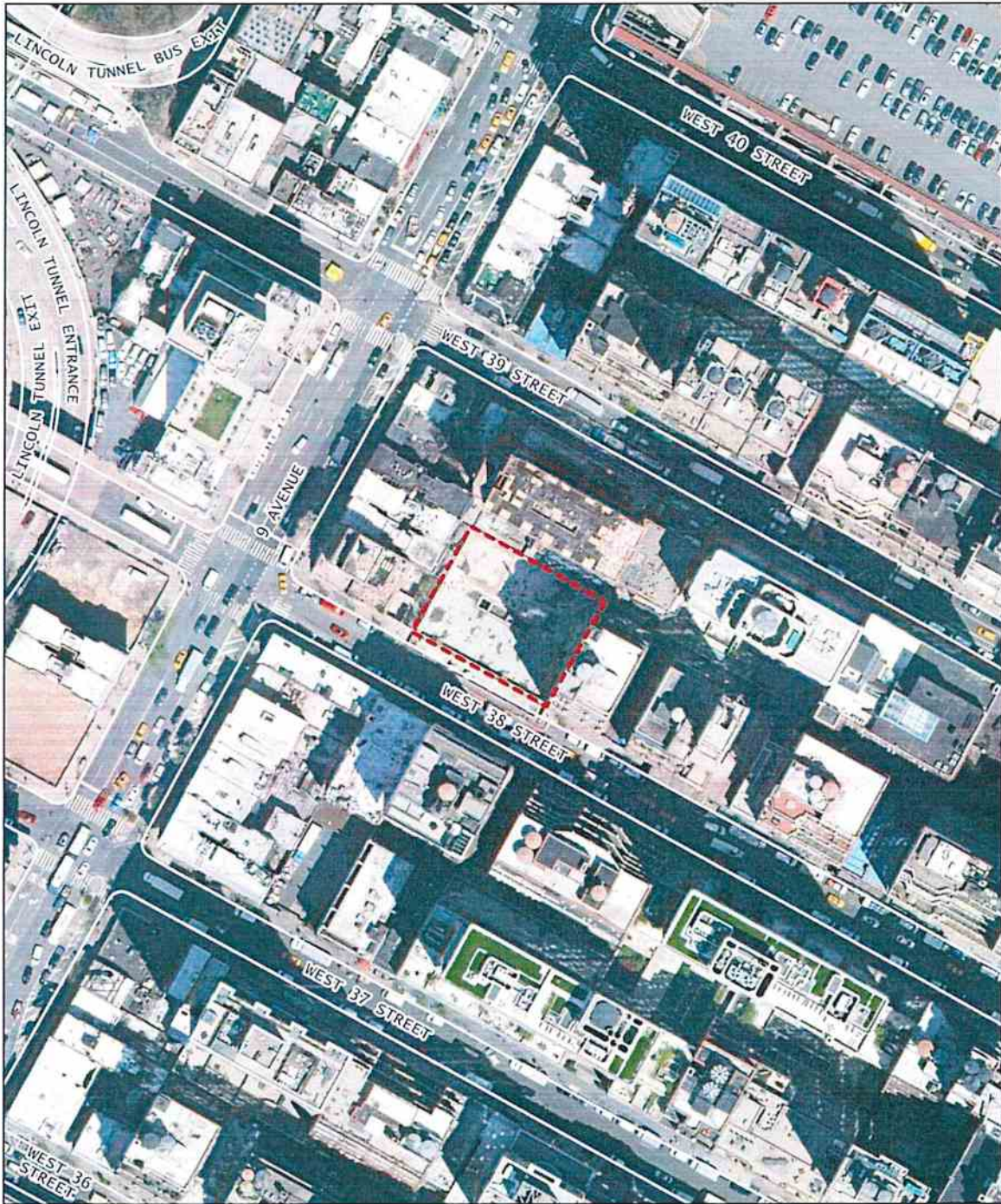
Transit

The 42nd Street station of the 8th Avenue A, C, and E trains is accessible one block east and two blocks north at the corner of 8th Avenue and West 40th Street. Local and express buses operate uptown on 8th Avenue and downtown on 9th Avenue. The Port Authority Bus Terminal north of 40th Street between 8th and 9th Avenues provides commuter and long-distance bus service, and Penn Station is located five blocks to the south, at 33rd Street and 8th Avenue.

Bicycle Share and Bike Lanes

A Citibike station is located at 8th Avenue and 38th Street one block east of the site. There are protected bikeways on 9th Avenue (downtown) and 8th Avenue (uptown).

Figure 1: Project Access Map

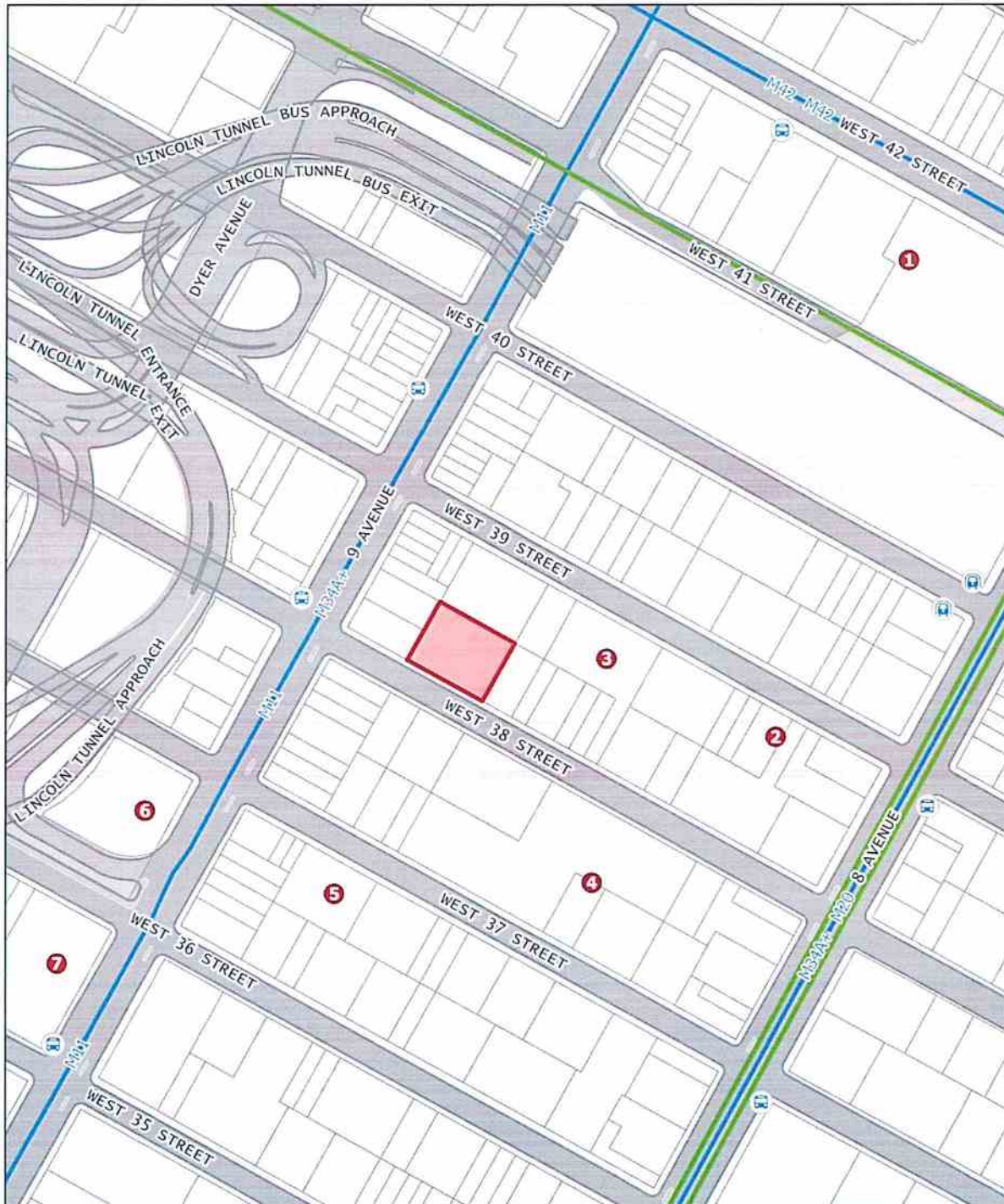


Legend
[Red dashed line] 351 W 38th Street

0 40 80 160 240 US Feet



Figure 2: Transit & Parking Assets Map



Legend

- 351 W 38th Street
- Bus Routes
- Bus Stops
- Subway Routes
- Subway Entrances
- Off-Street Parking Locations

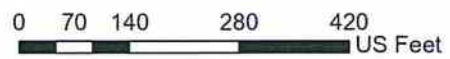


Photo 1: View of Site on W 38th St – Looking East



Photo 2: View of Site on W 38th St – Looking West



Photo 3: View of Site from 9th Avenue



Photo 4: Birdseye View of Site Context



Figure 3: Ground Floor

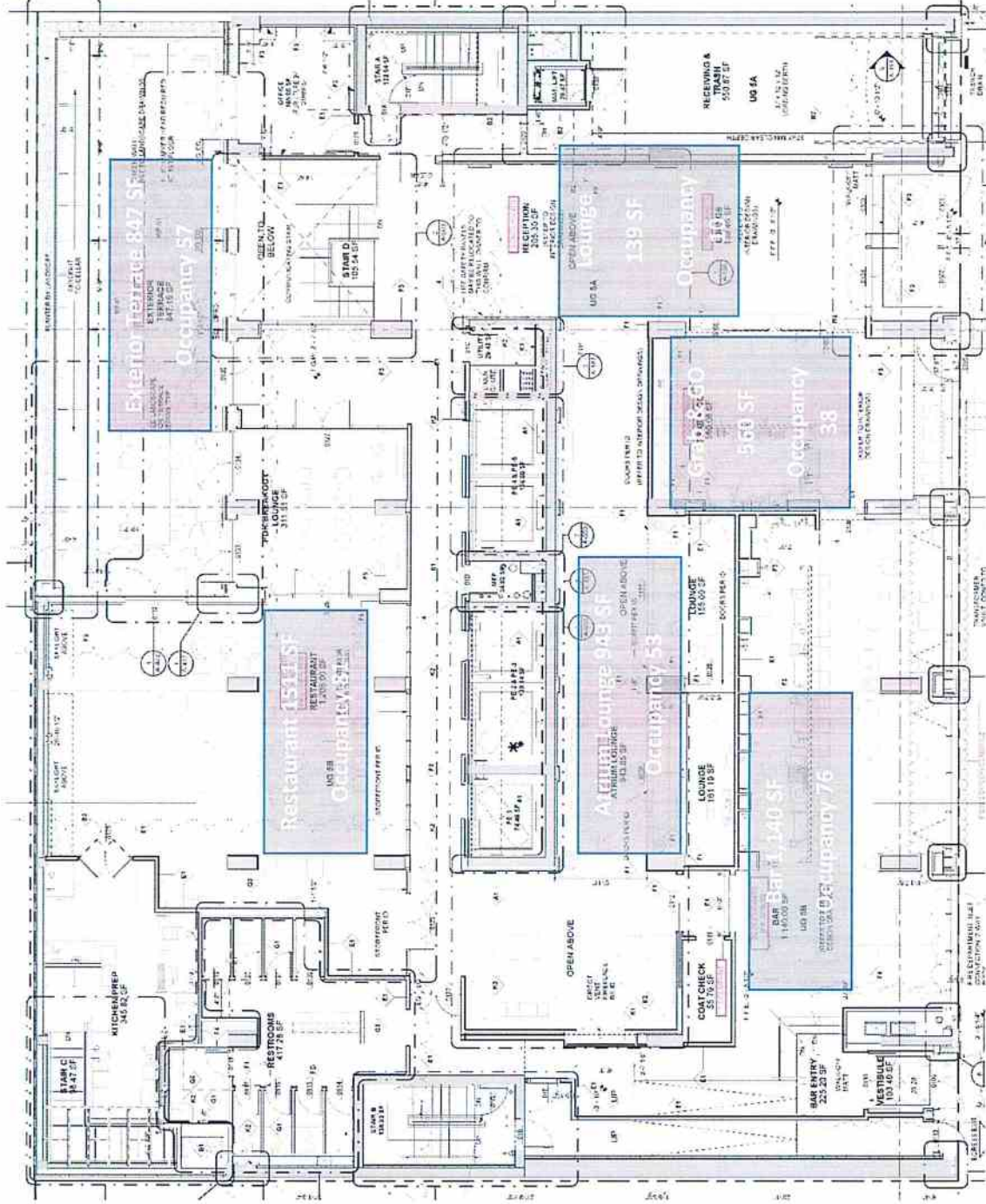


Figure 4: Cellar

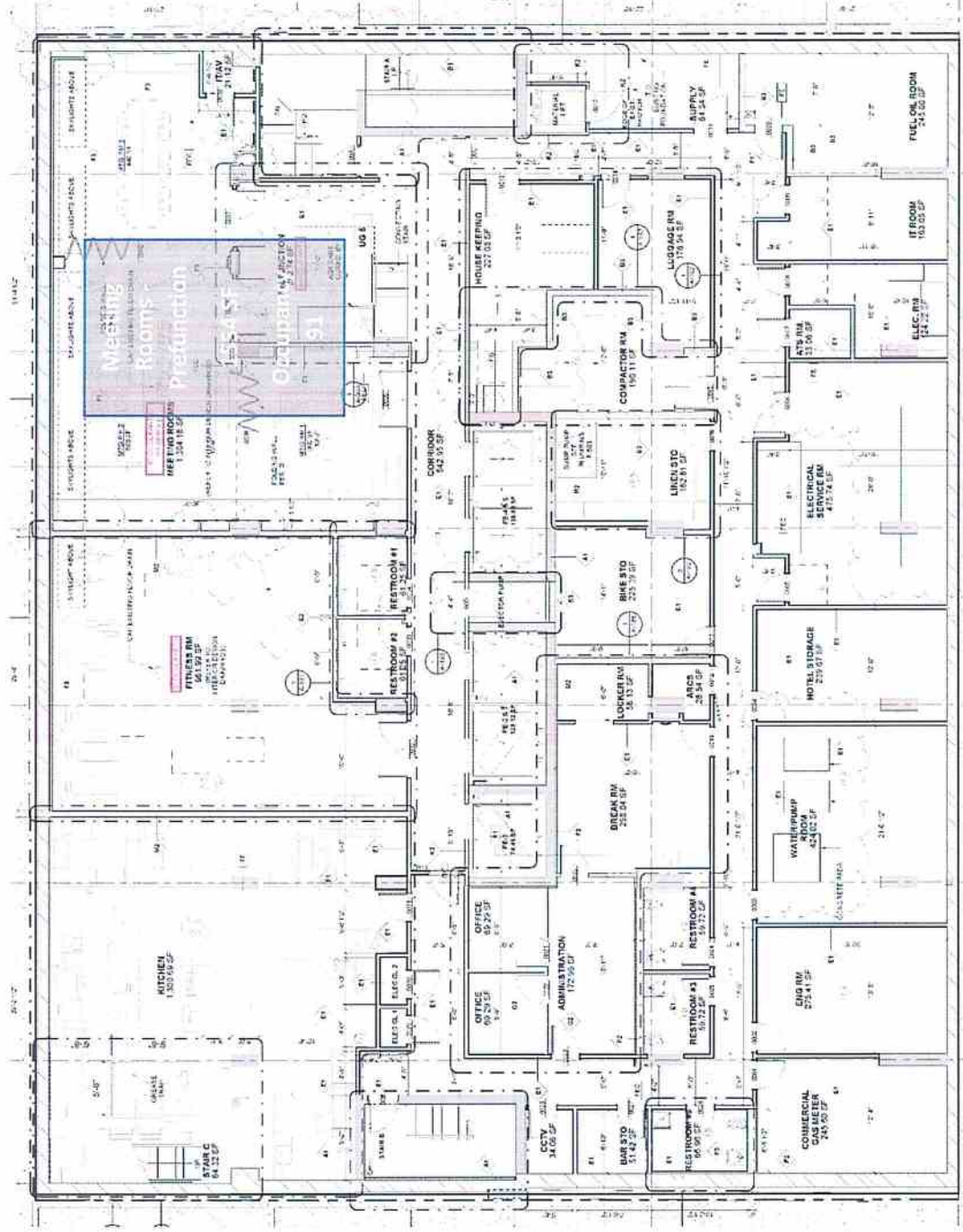
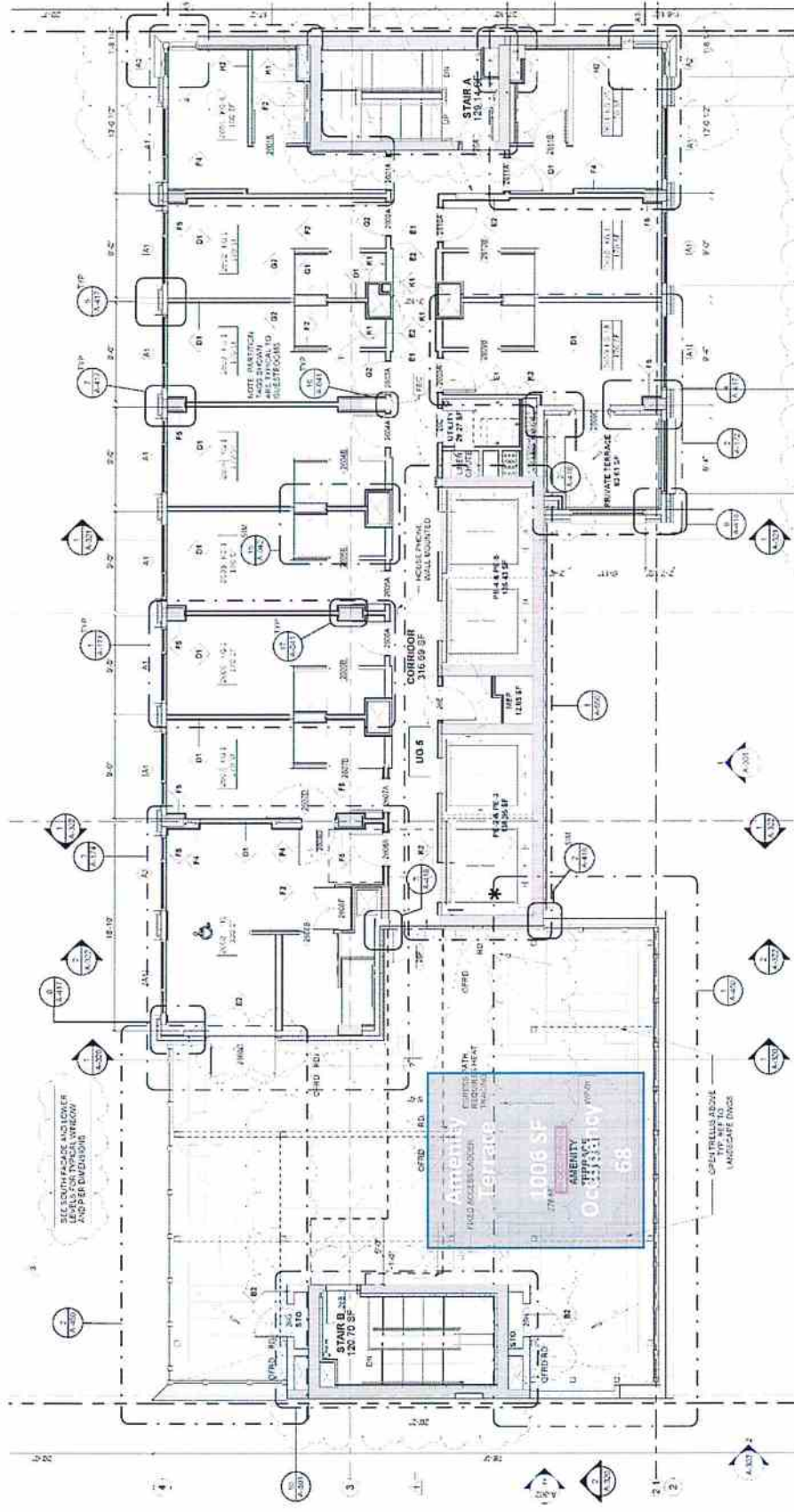


Figure 5: Rooftop



Venue Traffic and Access Analysis

The primary access to the hotel is via West 38th Street near the eastern end of the site's frontage. An additional restaurant entrance is located at the western end of the site, approximately 85 feet from the hotel entrance.

While the hotel's licensed spaces can legally accommodate a total of 449 people at one time in all locations, operational considerations would limit the actual practical occupancy to not more than half this amount, approximately 225 to 250 people. For example, certain spaces work in conjunction, so that when one is occupied, the other is not – for example attendees at events in the cellar meeting rooms may spend time in the bar areas before or after their events. The rooftop and courtyard terraces would operate seasonally, with earlier close times than the interior spaces. Additionally, because of the small size of the licensed spaces, none would constitute a significant stand-alone destination; many of the uses would have a significant number of internal trips by hotel guests and patrons of other spaces within the facility that would not require access from the outside, or would be largely patronized by local residents or workers who are already in the area.

The assessment below evaluates each venue program individually under a "worst case" or maximum practical utilization and turnover condition in order to evaluate the "potential possible impact" on traffic operations in the area under the prime impact operating period from 6PM-4AM. These results were then cumulatively considered so that the entire traffic generation of the hotel is considered in a context of peak access from overlapping events in order to assist in scenario planning for the most demanding of traffic and access during the most sensitive of hours to the community. The worst-case conditions would only occur no more than 4-5 times a year or slightly more than 1% of operating days during a year – for example during the year-end holiday season when many corporate events are scheduled. Normal weekday traffic generation would run between 40% of the forecast provided below and an average Friday or Saturday would generate up to approximately 70% of the peak traffic generation identified below. Each proposed venue has unique intended patronage characteristics which result in different forecasted modes of arrival and different arrival and departure patterns. Characteristics of each space within the hotel were based on observations of similar area establishments and detailed operations plans of the hotel operators. These observed and factored data were utilized to build arrival and departure models for each of the proposed licensed spaces and each arrival and departure model was then broken down into travel mode to identify the number of private cars, cabs/car service, and pedestrian trips associated with each venue at the project site. Finally, peak hour arrival and departure accumulations by mode were determined – to serve as a basis of assessment for potential traffic impact and identify operational measures for optimal functioning within the context of the neighborhood.

The assessment below assumes **private car and cab/car service occupancy to be 2.2 patrons** per vehicle, since patronage is expected to be largely by couples and groups. Each space has a differing assumption on percentage of hotel vs external guests (identified in model worksheet for each space -provided below). A linked trip adjustment is provided for each space, for example visitors who may dine and then visit one of the hotel's outdoor areas, or stop for a drink at the bar after attending an event in the cellar meeting space. Finally, net cab/car service for each space is provided as a measure of those cabs used for drop-off that would be used for pick-up without generating a new vehicular arrival (also identified in model worksheet for each space -provided below). Private car trips are counted as pedestrian arrivals at the door as the models below assume that these vehicles would seek private parking accommodations elsewhere in the area. There is no on-site parking proposed.

Cellar Meeting Rooms

The cellar meeting rooms are a flexible space that can be configured as one or up to three separate spaces, along with a pre-function space. Attendees of events in the cellar meeting rooms space would typically use the main hotel entry on West 38th Street. Peak occupancy at a typical event is expected to be up to 70 guests. It is expected that approximately 70% of patrons would use the main hotel entrance on West 38th Street, and the remainder via the restaurant entrance, to the west. Operations could occur at this location from 8AM to 2AM, however regular use of this space would occur between 6PM to 2AM. Peak occupancy of up to 70 would occur at 12-1AM as shown in Table 3. Because this space hosts special events, it is expected that most guests would arrive within an hour of the

commencement time of the event, and would leave over the two hours prior to closing – i.e. peak arrivals between 8 and 9 pm, and departures between 11 pm and 1 am. It is assumed that 50% of guests at the cellar meeting room space would be hotel guests and would not generate new traffic.

Assessment

The cellar meeting room space would generate 35% of its patrons from cab/car-service which would drop-off at the hotel's loading zone. 10% would take private auto and park at a local public parking facility, and 55% would walk or use transit and walk to site. For the peak arrival and departure periods and net of internal trips by hotel guests, this would equal 11 arrival/departures at the hotel loading zone. An additional 45 pedestrian arrival/departures would occur, split between the two entrances

Ground Floor Hotel Bar/Lounge, Atrium Lounge and Courtyard/Grab and Go

Patrons arriving at the Hotel Bar would use the main hotel entrance on West 38th Street or the restaurant entrance. Operating period would be from 6 AM to 4 AM, with 2 am closure for the Atrium Lounge and midnight for the courtyard. Prime operational period would occur between 6 PM to 12 PM. Peak Operating Period in terms of entry and egress would occur at 9-10 PM.

Assessment

Anticipated peak occupancy of the ground floor bar is 41, and occupancy of the terrace is an additional 34 during clement weather. The atrium lounge's expected peak occupancy is 45. It is expected that approximately 50% of patronage of these spaces would be by hotel guests, and therefore would not result in new traffic in the area. The Grab-and-Go service would be for hotel guests and would not generate additional traffic. The bar spaces would generate 50% of its patrons from cab/car-service which would drop off at the hotel loading zone, 10% would take private auto, and 40% would walk or arrive from transit and walk to site. For the peak period, this would equal 27 vehicular departures and arrivals during the 9-10 PM period. Walk trips from nearby parking, transit, or walk-only during the peak hour would be approximately 33.

Ground Floor Restaurant

Patrons arriving at the Hotel Restaurant on the ground floor would use either the main hotel entrance or the restaurant entrance. Operating period would be from 6 AM to 4 AM. Peak Operating Period would occur at 7-8PM.

Assessment

The restaurant would have 30% of its guest generated from internal hotel trips. It would generate 30% of its patrons from cab/car-service which would drop off at the hotel loading zone. 10% would take private auto and use neighborhood parking resources and 60% would walk or arrive from transit and walk to site. Peak occupancy of up to 72 would occur during the 7 to 8 pm period. If it is assumed that tables turn over very two hours, there would be up to 36 arrivals or departures during the peak hour. Of these 36, approximately 12 would be by hotel guests, leaving 24 peak hour trips. Based on the travel modes described above, this would equal 4 vehicular drop offs/pick ups. Peak Hour walking trips from nearby parking facilities, transit, or walk-only would be approximately 35.

Roof Terrace

The 26th Floor Rooftop Bar would have a peak occupancy of 60. Operating period would be from 6 AM to midnight, with prime operational period occurring between 6 PM to 12 midnight. Peak Operating Period in terms of entry and egress would occur at 9-10 PM. It is expected that approximately 25% of Roof Terrace patronage would be by hotel guests, and would not constitute new traffic.

Roof Terrace Assessment

This space is expected to have 35% of patrons arrive via cab/car-service which would drop-off and pick-up in the hotel loading zone. The remainder would walk from area parking facilities, transit, or walk-only. For the peak arrival period from 8-9PM, this would equal seven drop-offs, along with 29 walking trips.

Hotel Cumulative Arrivals and Departures by Mode

To assess all spaces proposed for licensure, the peak access/egress activity period considering accumulated arrivals and departures from all access points for each space on a peak Friday or Saturday between 7 pm and 1 AM. As noted previously, the individual access model of each space evaluated considers a maximum occupancy/maximum space turnover to provide a conservative worst-case operational scenario. The purpose of this form of analysis is to provide an operational stress test, to consider and evaluate a condition that would create maximum traffic generation and require optimal facility management to minimize potential impacts on the neighborhood. Each of the spaces has unique arrival and departure peaks associated with the nature of the clientele served. For example, the hotel dining room has a relatively early peak of 7 to 8 pm, while the bar areas would have an expected peak activity between 9 and 11 pm. Where the above sections demonstrated how each individual space uniquely generated patron traffic by mode and hour of arrival, the purpose of this section is to understand how all the individual proposed licensed spaces accumulate traffic collectively over peak evening hours of operation from 6PM to 4AM and to identify those peak periods when the building is most active in terms of access and egress. Cumulatively, the primary mode of arrival will be walk trips. Cab/ car service drop-offs and pickups account for approximately 35% of all patron arrivals and departures (this assumes approximately 2.2 person per auto). The overall peak traffic hour, from 9 to 10 PM, may see up to 34 hourly cab or car service trips.

TRAFFIC AND VENUE ACCESS MANAGEMENT RECOMMENDATIONS

The above analysis has evaluated the neighborhood context and the hotel food and beverage venues seeking licensure. This section proposes recommendations based on these evaluations, which when considered individually and collectively may help both improve the existing operations of neighborhood pedestrian and vehicular traffic while integrating the proposed hotel venues into the residential and commercial fabric.

Hotel Traffic and Access Management Recommendations

This section identifies facility access management and curbside control recommendations that can assist in minimizing traffic impacts to neighbors while enhancing efficient operation and interface with adjacent land uses. It should be noted that the findings of this report are only an estimate or forecast of how the hotel might perform and that the most important recommendation is for both individual venues and overall building management to communicate and adapt to real world operational situations. The overriding goal of this study is to provide a method of evaluating patron arrivals and departures that can guide staffing and security approaches under the varying conditions of future operations. The recommendations below include management and staff protocols, fixed signage, street and curbside access controls, technology-based wayfinding/access guidance, and the notion of continuous operational evaluation and improvement.

1. **Curb Access, Coordination and Signage Controls**
 - a. Coordinate with DOT to provide Hotel Loading and Unloading Zone running on the hotel's West 38th Street frontage to ensure availability of curbside space for drop-offs and pick-ups.
2. **Active Access Management**
 - a. Staffed managed entry and egress at Hotel and Restaurant entry locations during weekends and any event nights.
 - b. Active curbside monitoring at peak arrival and departure periods from 8-10 PM and from 12 PM -2 AM Friday and Saturdays.
 - c. To prevent vehicular queuing, idling and to quickly transition patron arrivals and departures to keep street clear and traffic moving, staff should be deployed to manage pedestrian and traffic movements at the curbside during peak arrival and departure periods.
3. **Access Technology and Social Media**
 - a. Hotel and fixed venue access should include active social media and active proximity messaging to provide details on arrival and departure options, including directions for access for drivers and patrons. Messaging protocol should provide information to patrons on where to hail Ride Share or TLC cabs, and provide links to private parking lots, directions and schedules for public transit access.

- b. Signage should be placed at key locations in the interior of the building indicating that hailing ride services should occur on 9th Avenue to prevent car services from arriving on West 38th Street.
- c. In order to maximize the site's locational advantages and ensure that patron traffic flows smoothly, the venue operators should make efforts to provide patrons with timely information on parking, traffic conditions including construction, and phone numbers for local cab/limo companies. This information can be provided on the facility's Web site, either directly or via links to transportation providers' Web sites, via e-mail or social media (Twitter, Facebook, etc.) Additionally, facility management could notify taxi fleet operators of their event schedule, so drivers will know when they could expect to pick up fares exiting the facility.

4. Post Operation Traffic/Access Assessment

- a. Evaluate arrivals and departures after 6 months of operation and adapt access management approaches based on findings. The above recommended curbside and access area management strategies should be adjusted based on these findings and neighbors' input, and event level access plans developed based on experience.

CONCLUSION

The hotel's location in a pedestrian-friendly, transit-rich section of midtown allows for multiple modes of access. It is further noted that although a number of individual venues are planned for the hotel, none of these venues is particularly large, and most venues are intimate and unlikely to constitute a major destination. Given the size of each venue, the separation of access, and the ability to individually manage each venue as is warranted, the potential combined impact on the neighborhood is greatly reduced. Finally when introducing the access management recommendations above, calling for a combination of staffed monitoring and control of entry and curbside access at critical points in coordination with fixed curbside signage and drop-off controls and the latest technological approaches to interactive venue access information via social media and messaging technology, it is this study's conclusion that the hotel can successfully operate in and positively contribute to the neighborhood without adversely impacting traffic operations in the area. The key to assuring this conclusion is to continually and thoughtfully evaluate the operations at the hotel and adapt strategies that minimize adverse impacts while striving to enhance neighborhood character and vitality.

SECURITY PLAN
Arlo Midtown
351 West 38th Street

The Arlo Midtown, located at 351 West 38th Street, brings together two of the City's leading hospitality experts, Arlo Hotels and Gerber Group in one location to provide a unique dining and special event experience for guests. As such, ensuring the safety of our guests, patrons and the local community remains critical for all of our operations.

Goals:

To create a safe and secure environment within the Arlo Midtown, located at 351 West 38th Street for all guests, patrons and the immediate neighborhood.

To provide a level of control and safety for all arriving and departing guests of the Arlo Midtown.

To mitigate any noise or inappropriate conduct directed at the immediate neighbors and leaseholds by patrons upon entry or departure from the Arlo Midtown.

To diffuse all situations as they occur. Arlo Security Staff will provide a strong presence by blending integrity and professionalism with advanced techniques of physical security, protection and detection. Current practices of the industry will be augmented with law enforcement strategies and tactics.

Introduction:

A strategy of deterrence will be adopted as to minimize the impact of additional traffic to the community while ensuring the benevolent effects of revenue and business. A policy of zero tolerance will be enacted against narcotics and other contraband. Proactive measures will be utilized (as training is available and techniques are safe). A policy of full disclosure/full cooperation will be in effect towards law enforcement personnel and other city officials. Additionally, full cooperation and coordination with neighboring businesses will act as a force multiplier of security for the community, businesses, patrons and employees.

Responsibilities:

All Security shall maintain order within the Venue and its immediate surroundings and prevent any activity, which would interfere with the quiet enjoyment of their property by nearby residents.

All staff will be knowledgeable to all security positions and the requirements each different position entails.

All security and door personnel must have received and reviewed the Gerber Group Door & Security Manual, as well as the other Gerber GROUP training manuals and handbook. Among the key responsibilities outlined in these guidelines include but not limited to:

- Check IDs accordingly.
- When working the door, open/close the door as guests come/go. Always welcome them/wish them a good night.

- Know your occupancy numbers.
- Be polite and helpful to guests with questions or concerns. If you cannot help a guest, call for a manager.
- Do not leave your assigned post without informing a manager.
- If you experience anything out of the ordinary, no matter how small, report it to a manager.
- Incident reports MUST be filed the night of the situation.
- All security guards are licensed by New York State.

The number one priority of the security team is to ensure the safety of guests, patrons and the immediate community.

Proximity Report for Location:

November 27, 2019

351 W 38 St, New York, NY, 10018

Churches within 500 Feet

Name	Approx. Distance
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Schools within 500 Feet

Name	Address	Approx. Distance
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On-Premise Licenses within 500 Feet

Name	Address	Approx. Distance
PROJECT X VENTURES LTD	339 W 38TH ST	140 ft
BACI DA ROMA LLC	331 W 38TH STREET	140 ft
MIX 2 CORP	506 9TH AVE	170 ft
WALKINSTOWN INC	508 9TH AVE	180 ft
PORKYS SALVATION CORP	496 9TH AVE	200 ft
MANGANARO'S HERO BOY LLC	492 9TH AVE	235 ft
STHK LLC	522 9TH AVE	245 ft
IL PUNTO RISTORANTE LLC	507 509 9TH AVE	265 ft
511 9TH COMERCIAL LLC	511 9TH AVE	280 ft
OTANI INC	359 W 39TH ST	290 ft
TAMBURI TRATTORIA LTD	352 W 39TH STREET	300 ft
542 TACO LLC	524 9TH AVE	305 ft
523 9TH AVENUE INC	523 9TH AVE	375 ft
NITTI GROUP INC, THE	523 9TH AVE	375 ft
AIYARA THAI INC	480 9TH AVE	380 ft
HOLLAND COCKTAIL LOUNGE INC	532 9TH AVENUE	380 ft
SNRP WEST 37 LLC & BALLINTEER CORP	326 330 W 37TH ST	410 ft
CAA 536 9TH AVENUE CORP	536 9TH AVE NORTH STORE	420 ft
BALLINTEER CORP	326 W 37TH ST	435 ft
Blue Ruin Inc	538 9TH AVENUE	440 ft
324 37TH STREET LLC	320-324 WEST 37TH ST	495 ft
MORELAND INC	356 W 40TH STREET	495 ft
NYHK WEST 40TH LLC / 346 WEST 40TH RESTAURANT LLC	346 354 W 40TH ST	500 ft

PUBLIC INTEREST STATEMENT – 500’ RULE STATEMENT

Re: Quadrum 38 F&B LLC & GG W38 LLC.
351 W. 38th Street, New York, New York 10018

This firm represents Quadrum 38 F&B, LLC and GG W38 LLC (the “**Applicant**”) in connection with its application for a hotel liquor license.

The Applicant plans to open a 26-floor hotel at 351 W. 38th Street in Midtown Manhattan. The hotel will have approximately 489 guest rooms and occupancy over 1000. Hotel rooms will be on the upper floors of the hotel, with a restaurant and bar on the ground floor, meeting rooms in the cellar, and a hospitality suite on the top floor. The application for the Hotel Liquor License will cover alcohol service in the entire hotel, including the above-referenced food and beverage outlets. The interior of the hotel will have 232 seats at 59 tables, with two stand-up bars on the ground floor level, and 12 bar stools at the stand-up bars. There are two exterior spaces – a backyard on the ground floor connected to the restaurant and a hospitality suite terrace on the top floor – with a total of 58 seats at 18 tables. The Applicant’s hotel will use primarily recorded background music but will have the ability to use live and DJ music on occasion, similar to most other hotels in Manhattan.

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 approximately 23 establishments located within a 500-foot radius of the Applicant that hold full liquor licenses. The licensed premises currently within 500 feet are a mix of restaurants, catering facilities, bars, and hotels. Of the licensed establishments, none are similar to the proposed operation of the Applicant’s hotel in that the majority of nearby licenses are for stand-alone bars and restaurants. Concerning the Hotel Liquor Licenses that exist in the area, the Applicant’s proposed method of operation will provide for more guest rooms, meeting spaces and hospitality spaces than that offered by the currently operating Hotel Liquor Licenses in the area. The most notable difference between Applicant’s hotel and the existing licenses in the area, however, is its food and beverage operator and program; Applicant’s food and beverage operator, the Gerber Group, has more than two decades of experience in the industry and is one of the most well-regarded hospitality operators in the United States.

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

The proposed premises will obtain an updated Temporary Certificate of Occupancy or Certificate of Occupancy from the New York City Department of Buildings which allows for

eating /drinking use of the space. The Applicant will apply for any and all necessary licenses, permits and certifications including, but not limited to, Workers Compensation and Disability Insurance, Certificate of Authority to Collect Sales Taxes, Certificate of Assumed Name and Department of Health and Mental Hygiene permit.

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

Applicant's hotel is located on 38th Street in a very busy area of Midtown Manhattan. It is anticipated that the majority of patrons will access the hotel and the restaurants by foot, public transportation or taxi. The Applicant has commissioned a traffic study to ensure that the neighborhood is not impacted by operations at the hotel. According to the traffic study, if Applicant follows recommendations made based on the proposed method of operation and existing traffic, issuance of a Hotel Liquor License will not negatively impact traffic patterns in and around the premises.

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

The Applicant is applying for a Hotel Liquor License for a hotel with mostly interior hospitality space. Applicant has designed its hotel programming to comport with the majority of recommendations and guidelines of the Community Board for outdoor space, including that Applicant will close the outdoor portions of its space by 10:00pm during the week, and 11:00pm on weekends. Applicant further commissioned an acoustic report which demonstrates that, if followed, its application is unlikely to generate significant noise in the community.

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

There are no known violations or any history of criminal activity at the premises.

(f) Other considerations

Issuance of the instant on-premises Hotel Liquor License will promote the public interest in that it will be a positive contribution to the economy by way of the jobs created, wages paid, income, sales and other taxes collected, state and local license revenues, and maintenance of the local real estate tax base. It will provide guest rooms for tourists to the city as well as a place for locals to spend a night having a good meal in their neighborhood.