

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License/Sidewalk Cafe Stipulations Application

CORPORATION NAME		DOING BUSINESS AS (DBA)	
PGH LLC		TBD	
STREET ADDRESS		CROSS STREETS	ZIP CODE
436 West 15th Street		9th and 10th	10011
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME: Brian Gefter	ATTORNEY/ REPRESENTATIVE	NAME: Frank Palillo
	PHONE: 9174146106		PHONE: 2122271640
	EMAIL: Brian@hifimarketinggroup.com		EMAIL: fupalillo@gmail.com
MANAGER	NAME: Brian Gefter	LANDLORD	NAME: Rockpoint Group
	PHONE: 9174146106		PHONE: 617-437-8400
	EMAIL:		EMAIL: info@rockpointgroup.com
APPLICATION TYPE (Check One)			
<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	What is/was the name and address of establishment?	God Save the King, LLC 18 9th Ave NYC	
	What were the dates applicant was involved with this former premise?	2009-2017	
<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="checkbox"/> YES	<input type="checkbox"/> NO
	If alterations or operational changes are being made, please describe/list all changes.		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	Please list/describe the nature of all the changes and attach the plans:		
METHOD OF OPERATION			
TYPE OF ALCOHOL	<input checked="" type="checkbox"/> Liquor/Wine/Beer & Cider <input type="checkbox"/> Beer & Cider <input type="checkbox"/> Wine/Beer & Cider		
ESTABLISHMENT TYPE	<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cabaret <input type="checkbox"/> Night Club <input type="checkbox"/> Hotel <input checked="" type="checkbox"/> Bar/Tavern <input type="checkbox"/> Catering Establishment <input type="checkbox"/> Adult Entertainment <input type="checkbox"/> Wine Bar <input type="checkbox"/> Dance Club <input type="checkbox"/> Sports Bar <input type="checkbox"/> Club (Fraternal Organization – Members Only)		
Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file?	YES	<input checked="" type="checkbox"/> NO	July 2018
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.	YES	<input checked="" type="checkbox"/> X	NO
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.	YES	<input checked="" type="checkbox"/> X	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	YES	<input checked="" type="checkbox"/> X	NO

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

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

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	350	350	54	188	0	2	16
OUTSIDE (Other than sidewalk café)			21	86			
SIDEWALK CAFÉ							

How many floors are there? What is the capacity for each floor? First - 140; Second - 156'

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

Will you be applying or intending to apply for a cabaret license with DCA? If yes, will there be dancing? YES NO no

Will applicant have bottle or table service for beverage alcohol? YES NO yes

Will you be hosting private; promotional or corporate events? YES NO yes

Will outside promoters be used on a regular basis? If yes please describe. YES NO no

Will you have a security plan? If, yes please attach. YES NO yes

Will security plan be implemented? YES NO yes

Will State certified security personnel be used? YES NO yes

Will New York Nightlife Association and NYPD Best Practices be followed? YES NO yes

Will applicant be using delivery bicycles? If yes, how many? YES NO no

Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly noting name as described by NYC Law? YES NO na

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

LOCATION & ZONING			
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	no
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	YES	NO	yes
Is a Public Assembly permit required?	YES	NO	yes
Are your plans filed with DOB?	YES	NO	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	<i>All as directed by Ms. Pretente</i>	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	TBD		
Who was your contact person at each group you met with?			
When did applicant post the notice that was provided?			
Where did applicant post the notice that was provided?			
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	YES	NO	yes
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	YES	NO	yes

BUILDING DESIGN			
State the name and type of business previously located in the space.	Club- Art Gallery - Passerby		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO	yes, Passerby
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO	No
Will applicant have a vestibule within the establishment?	YES	NO	no
Will applicant use a storm enclosure?	YES	NO	no
Will applicant not place any items or obstructions on the sidewalk, for example, sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	YES	NO	yes
Will applicant comply with the NYC noise code?	YES	NO	yes
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS		GARAGE DOORS
			WINDOWS THAT CAN BE OPENED X
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	yes
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?	YES	NO	yes
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	NO	yes
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	YES	NO	yes
Will the kitchen exhaust system extend to the roof?	YES	NO	yes
Will the establishment have an illuminated sign?	YES	NO	yes
Will the establishment have a canopy extending over the sidewalk?	YES	NO	no
Where will the air conditioner be located? What type is it?	roof		
When was the air conditioner installed?	building construction		

OUTDOOR ITEMS - OTHER THEN SIDEWALK CAFÉ

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

OUTDOOR ITEMS – SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	NO	yes
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	not now, maybe future
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	no
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	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 café?	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)

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.

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Manhattan Community Board 4 (MCB4) recommends:
(MCB4's recommendation is based on a vote taken at its
7/25/18 full board meeting, with 29 members voting in favor
of the recommendation, 0 members opposed, 0 members
abstaining and 0 present but not eligible)

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

CB4 REPRESENTATIVES


Nelly Gonzalez
CB4 Assistant District Manager


Frank Holczblie
CB4 BLP Committee Co-Chair


Yehi Bokser
CB4 BLP Committee Co-Chair

APPLICANT AGREEMENT WITH THE COMMUNITY

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

SIGN HERE →

Brien Gafter x

PRINT NAME OF APPLICANT


SIGNATURE OF APPLICANT

6-26-18

DATE

7/10/18

GARAGE
 GARAGE
 BUILDING ENTRANCE
 DEL POSTO
 85 10th AVENUE
 FULL LIQUOR LICENSE # 1158217
 2 CATERING ESTABLISHMENT LIQUOR LICENSES IN BUILDING:
 # 1293794 FLOOR 4
 # 1293795 FLOOR 11
 85 10th AVENUE - BUILDING ENTRANCE
 LATIMER - NYC. LIQUOR # 1304884

SELF STORAGE BUILDING

- MONI MOTO - OP # 1160630
- THE GREEN TABLE - OP # 1130458
- LOBSTER PLACE - OP # 1277087
- DIZENGOFF - OP # 1291839
- THE TIPPLER - OP # 1248780
- BUDDAKAN. N.Y. - OP # 1160625
- GIOVANNI RANA - OP # 1258636
- BLACKBAND - OP # 1306036
- MIZNON - OP # 1305569
- LOS MARIASCOS - OP # 1293690
- LE SONG - OP # 1300494
- CREAMLINE - OP # 1298415

CHelsea MARKET - LIQUOR LICENSES INSIDE:

- BAR SUZETTE - TAVERN WINE LICENSE
 - BERLIN CURRYWURST - TAVERN WINE LICENSE
 - FILAGA PIZZERIA - RESTAURANT WINE LICENSE
 - CHALAIT - CHELSEA - TAVERN WINE LICENSE
- CATERING ESTABLISHMENT LIQUOR LICENSES:
- # 1293663 - FLOOR # 2
 - # 1293661 - FLOOR # 8
 - # 1293992 - FLOORS 4, 5, 6
- QUE PENDING LIQUOR LICENSE:
 * CHELSEA MUSIC HALL: PENDING # 1308094

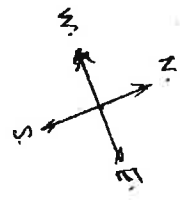
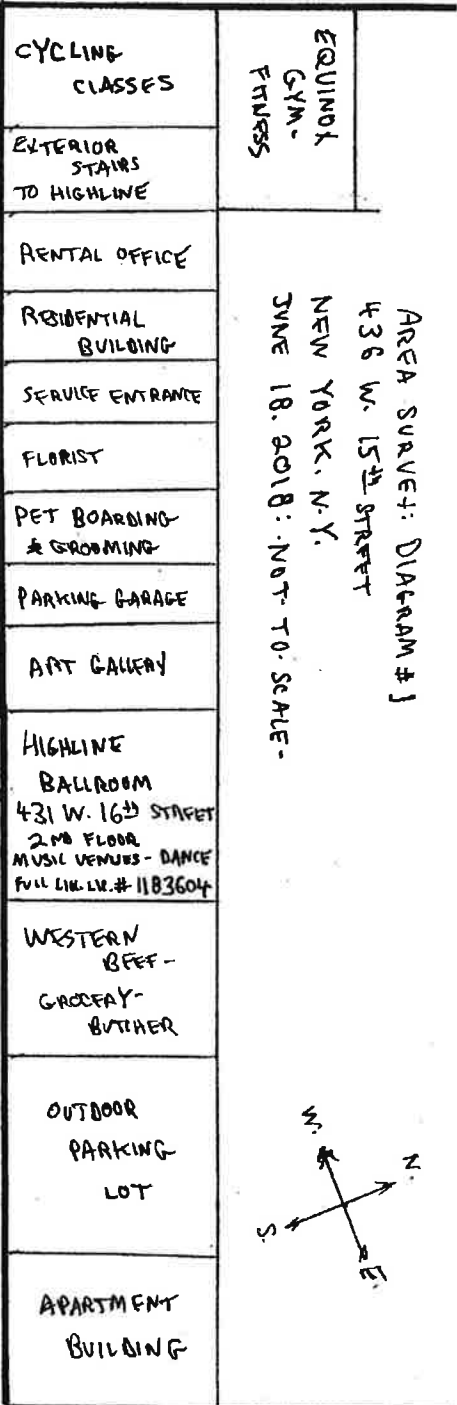
APPLICANT

W. 15th STREET

W. 16th STREET

9th AVENUE

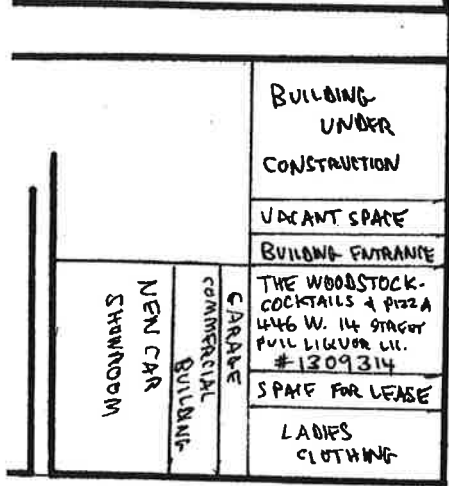
COFFEE BAR



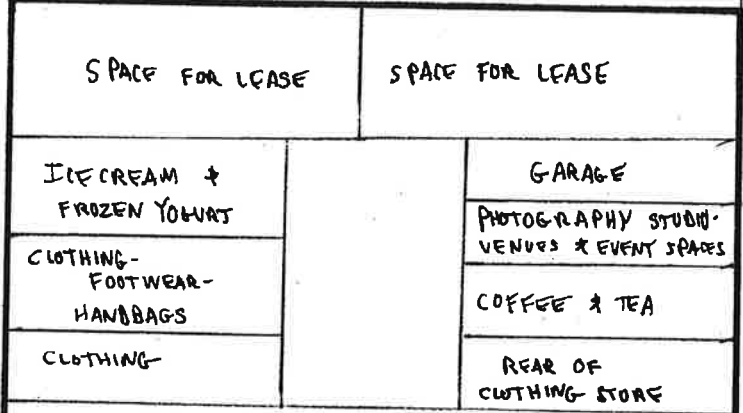
AREA SURVEY: DIAGRAM # 1
 436 W. 15th STREET
 NEW YORK, N.Y.
 JUNE 18, 2018: NOT TO SCALE

AREA SURVEY:
 DIAGRAM # 2
 436 W. 15th STREET
 NEW YORK, N.Y.
 JUNE 18, 2018:
 - NOT-TO-SCALE -

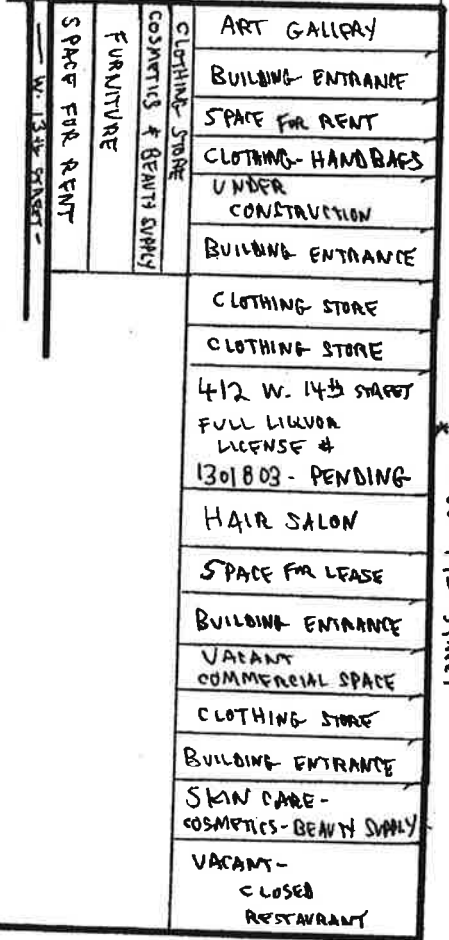
14th STREET
 PARK-



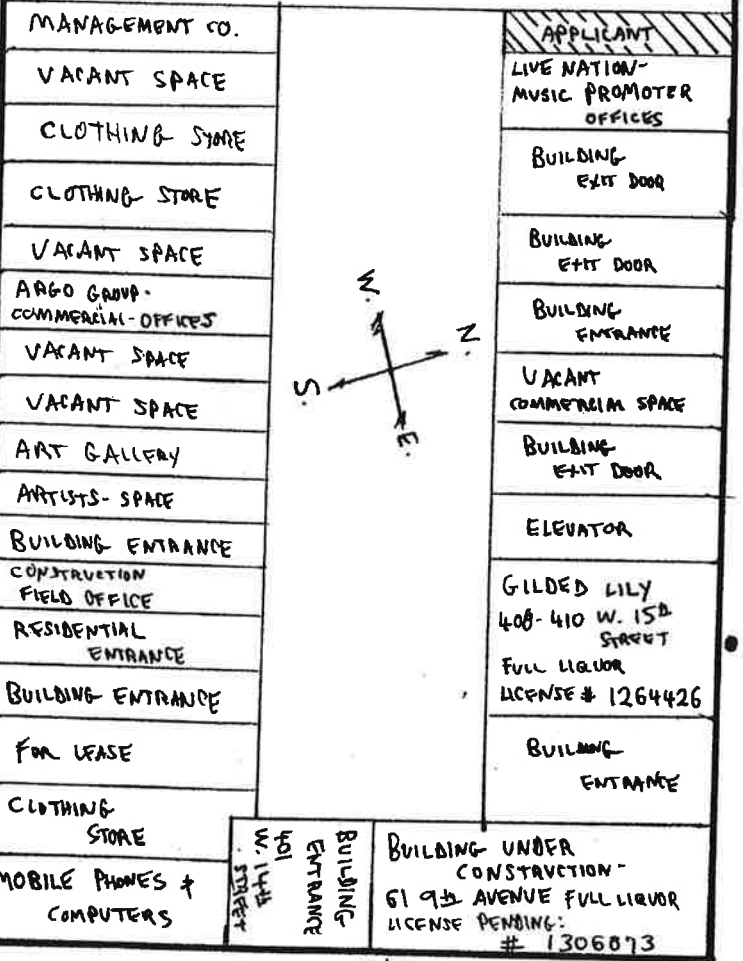
10th AVENUE



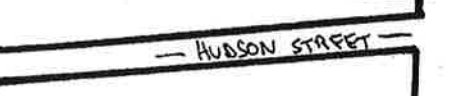
WASHINGTON STREET



HIGHLINE STAGE- VENUES & EVENT SPACES



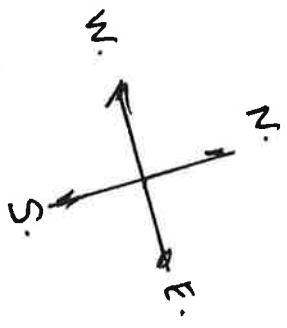
9th AVENUE



9th AVENUE



10th AVENUE



WEST 16th STREET

CHELSEA MARKET - SEE DIAGRAM #1 FOR LIST OF LIQUOR LICENSES IN MARKET

WEST 15th STREET

9th AVENUE

SPACE FOR LEASE

GARAGE

PHOTOGRAPHY STUDIO-
VENUES & EVENT SPACES

COFFEE & TEA

REAR OF CLOTHING STORE

HIGHLINE STAGES- VENUES
& EVENT SPACES

APPLICANT

LIVE NATION-
MUSIC PROMOTER
OFFICES

BUILDING EXIT DOOR

BUILDING EXIT DOOR

BUILDING ENTRANCE

VACANT
COMMERCIAL SPACE

BUILDING EXIT DOOR

ELEVATOR

GILDED LILY
408-410 W 15th
STREET

FULL LIQUOR
LICENSE # 1264426

BUILDING ENTRANCE

BUILDING UNDER
CONSTRUCTION -
61 9th AVENUE
FULL LIQUOR LICENSE
PENNING # 1306873

BLOCK PLOT DIAGRAM: DIAGRAM # 3

436 W. 15th STREET

NEW YORK, N.Y. JUNE 18, 2018:

- NOT TO SCALE -

*

(1)

LOCATIONS WITH FULL ON PREMISES
LIQUOR LICENSES LOCATED WITHIN 500 FEET
OF 436 W. 15th STREET NEW YORK, N. Y.

- (1) GILDED LILY: # 1264426
408-410 W. 15th STREET
258 FEET FROM APPLICANT
- (2) THE WOODSTOCK - COCKTAILS & PIZZA: # 1309314
446 W. 14th STREET
329 FEET FROM APPLICANT
- (3) L'ATELIER - N.Y.C.: # 1304884
85 10th AVENUE
440 FEET FROM APPLICANT
- (4) DEL POSTO: # 1158217
85 10th AVENUE
490 FEET FROM APPLICANT
- (5) HIGHLINE BALLROOM: # 1103604
431 W. 16th STREET - 2ND FLOOR
322 FEET FROM APPLICANT
- (6) 85 10th AVENUE - FLOOR #4
CATERING ESTABLISHMENT LIQUOR LIC. # 1293794
450 FEET FROM APPLICANT

(7)

85 10th AVENUE - FLOOR # 11
CATERING ESTABLISHMENT LIQUOR LIC. # 1293795
450 FEET FROM APPLICANT

FULL LIQUOR LICENSES LOCATED IN
CHELSEA MARKET - 10th AVENUE ENTRANCE
TO MARKET IS 373 FEET FROM APPLICANT

(8)

MORIMOTO : # 1160630

(9)

THE GREEN TABLE: # 1130458

(10)

LOBSTER PLACE: # 1277007

(11)

DIZENGOFF: # 1291839

(12)

THE TIPPLER: # 1248780

(13)

BUDDAKAN - N.Y.: # 1160625

(14)

GIOVANNI RANA: # 1258636

(15)

BLACKBARN: # 1306036

(16)

MIZNON: # 1305569

(17)

LOS MARISCOS: # 1293690

(18)

LE SONG: # 1300494

(19)

CREAMLINE: # 1298415

(20)

CATERING ESTABLISHMENT LIQUOR LICENSES:
1293663 - FLOOR # 2

(21)

1293661 - FLOOR # 8

(22)

1293992 - FLOORS 4, 5, 6

ONE PENDING LIQUOR LICENSE:

CHELSEA MUSIC HALL: PENDING # 1308094

③

PENDING LIQUOR LICENSE # 1301803

412 W. 14th STREET

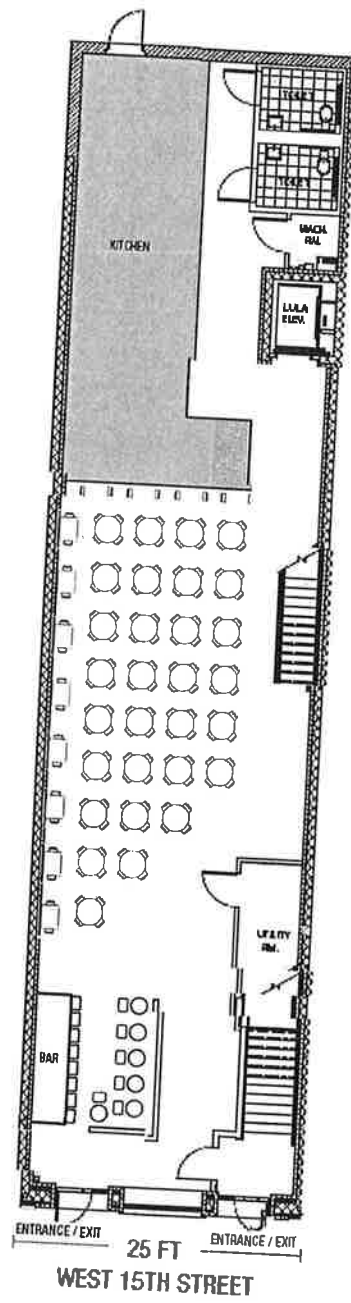
408 FEET FROM APPLICANT

PENDING LIQUOR LICENSE # 1306073

61 9th AVENUE

448 FEET FROM APPLICANT

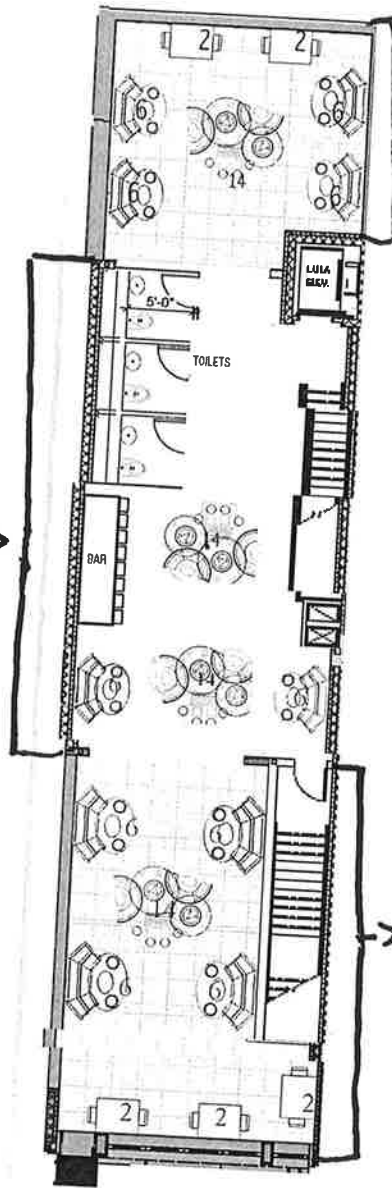
GROUND FLOOR



44 Tables
148 seats
8 Barstools

SECOND FLOOR

interior
10 Tables
40 Seats
8 Barstools



exterior
10 Tables
42 Seats

exterior
11 Tables
44 Seats

436 West 15th Street

SALADS

BLACK GARLIC CAESAR PARMESAN, WHITE ANCHOVY, CHILI CRUMBS	19
ARUGULA STUFFED AVOCADO CHARRED RED ONIONS, HEIRLOOM TOMATO, JICAMA, ORANGE SUPREMES, PECORINO VINAIGRETTE	16
HEIRLOOM PANZANELLA BURRATA, HEIRLOOM TOMATOES, MICRO BASIL, HERB CROUTONS, BASIL VINAIGRETTE	16
MEDITERRANEAN COUCOUS ISRAELI COUSCOUS, BABY ARUGULA, ROASTED BEETS, FETA, ORANGE SEGMENTS, CITRUS VINAIGRETTE	18
GOAT CHEESE SALAD ROASTED BEETS, CASHEW NUTS, ONIONS, ENDIVE AND RADICCHIO ON A BED OF ARUGULA, DRIZZLED WITH BALSAMIC VINAIGRETTE	18
DUCK SALAD PAN-SEARED DUCK BREAST ON BABY SPINACH, WITH BLACKBERRIES, RED ONION AND GOAT CHEESE IN BALSAMIC VINAIGRETTE. CRISPY SHALLOTS	22

CLASSICS

FOGO FEIJOADA TRADITIONAL BLACK BEAN STEW WITH SAUSAGE SERVED OVER WHITE RICE	30
CAMARÃO PAULISTA SHRIMP SÃO PAULO STYLE, SAUTÉED IN GARLIC BUTTER WITH ONIONS SERVED WITH PASSION FRUIT SAUCE	32
VACA ATOLADA A COUNTRY BRAZILIAN DISH OF BONELESS BEEF SHORT RIBS STEW WITH YUCA, IN A RICH SAUCE, SERVED WITH GARLIC RICE AND BREADED BANANA	30
MOQUECA À BAIANA SEAFOOD STEW OF MAHI MAHI, SHRIMP AND CALAMARI IN A COCONUT AND PALM OIL BROTH SERVED IN A CLAY POT, GARLIC RICE, DENDÊ FAROFA	35

BOBÓDE CAMARÃO A CLASSIC DISH FROM BAHIA. SHRIMP IN A PURÉE OF MANIOC WITH COCONUT MILK, PALM OIL, ONION, PEPPER, FRESH HERBS AND CILANTRO RICE	30
PATO NO TUCUPI BROILED DUCK IN TRADITIONAL BROTH OF GARLIC, JAMBU HERB AND MANIOC ROOTS	30
PROTEIN SERVED WITH CHOICE OF SIDE	
PICANHA OUR SIGNATURE STEAK LIGHTLY SEASONED WITH ROCK SALT AND SLICED THIN	40
LINGUIÇA PORK SAUSAGE	34
FRANGO TENDER CHICKEN BREASTS IN SAVORY BACON	34
CORDEIRO SUCCULENT LAMB CHOPS	36
BEEF ANCHO RIB EYE GRILLED OVER DIRECT HEAT	38
MANGO CHILEAN SEA BASS BRAZILIAN TAKE ON A SOUTH AMERICAN CLASSIC	36

SIDES

FAROFA YUCA FLOUR SAUTÉED WITH BACON, SAUSAGE AND LIGHT SEASONINGS	10
HEARTS OF PALM DIP STEAMED SPINACH AND BRAZILIAN HEARTS OF PALM SERVED WITH CRISPY TOASTS	10
PARMESAN POLENTA FRIES GRATED PARMESAN MALAGUETA AIOLI	10
GARLIC MASHED POTATOES	10

COXINHA BRAZILIAN CROQUETTE FILLED WITH CHICKEN AND CATUPIRY CHEESE	
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DESSERTS

PAPAYA CREAM FRESH PAPAYA IS BLENDED WITH VANILLA ICE CREAM AND TOPPED WITH A BLACK CURRANT LIQUEUR	16
CHOCOLATE TRES LECHES RICH CAKE SOAKED IN THREE TYPES OF MILK THEN TOPPED WITH CHOCOLATE MOUSSE AND SALTED CARAMEL, DULCE DE LEITE	16
BRAZILIAN-STYLE FLAN	16
CRÈME BRÛLÉE	16

PÃO DE QUEIJO

10

CHEESY BREAD ROLLS

MADE WITH SWEET AND SOUR

YUCA FLOUR AND PARMESAN CHEESE

ACOUSTILOG[®] INC.

19 Mercer Street, NY, NY 10013 (212) 925-1365 Fax: (212) 966-4216 www.acoustilog.com

July 6, 2018

Mr. Michael Satsky
51 Downing Street
New York, NY 10014

Re: New Restaurant and Bar, Music and Voice Noise, 436 West 15th Street, New York, NY 10014

Dear Mr. Satsky,

SUMMARY

You are constructing a new restaurant and bar that will include two outdoor second-floor terraces. The design of the terraces and the long distance to nearby residences will keep sound levels within Noise Code limits for both music and voices. Recommendations are provided in this report.

DBA VS ONE-THIRD OCTAVE BAND MUSIC LEVELS

One way that the sound levels were measured was 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 an overall measurement of all frequencies, but with a strong tendency to ignore the low-frequency "bass" sounds. The A-weighted decibels require only a simple sound level meter to measure them. The dBA scale is what the City DEP inspectors use, and they normally consider anything above 42 dBA to be unreasonable.

The C-weighted decibels or dBC (see Noise Code Section §24-231 a3) are also an overall measurement of all frequencies, but this measurement 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) were also taken, which are measured in decibels, or dB. Sounds with frequencies below 200 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.

(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.

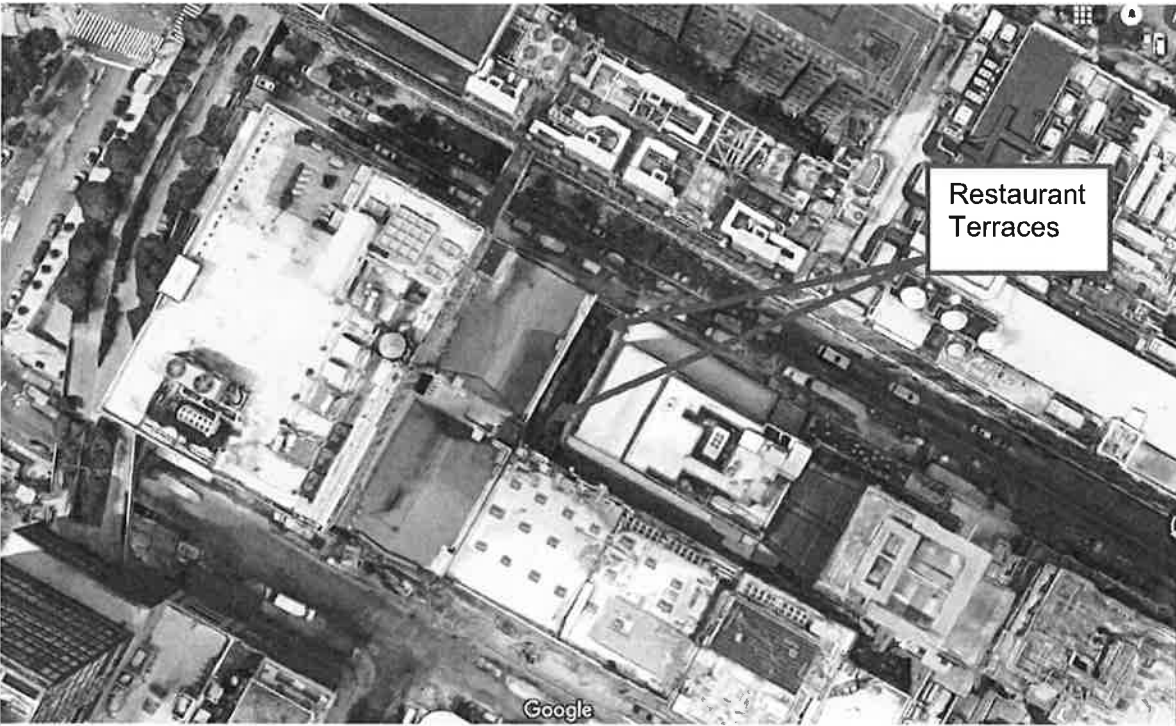
(2) Sound, other than impulsive sound, attributable to the source, measured at a level of 10 dB(A) or more above the ambient sound level at or after 7:00 a.m. and before 10:00 p.m., as measured at any point within a receiving property or as measured at a distance of 15 feet or more from the source on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

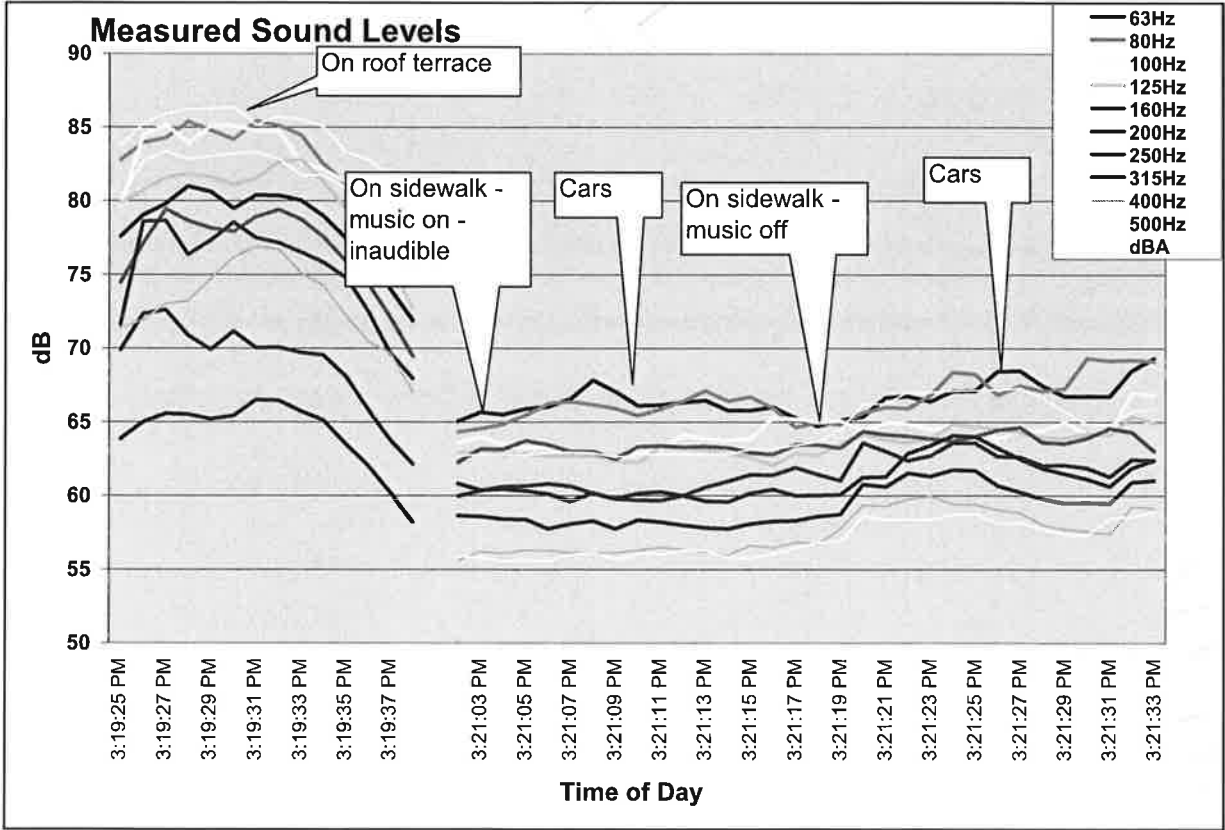
TEST

To measure the noise that leaves the terrace, music was played in the center of the rooftop as a worst-case scenario, using a loudspeaker pointing north toward the street. Sound level measurements were done on the terrace as well as on the sidewalk directly in front of the building.

The rooftop is surrounded by commercial-use buildings on all sides. See the Google map below.



There was virtually inaudible sound on the sidewalk directly in front of the building from music. This is because the glass effectively blocks the noise even when there is no traffic on the street. See the chart below.



INSPECTION

On the second floor, there are north and south terraces and a center enclosed room. The terrace is in a "well" created by the surrounding tall commercial buildings.

There are 1-inch thick Thermopane windows approximately 15 feet high on the northern (street) end of the rooftop along with a closed door leading to a fire escape. In the back there is a large amount of commercial air conditioning equipment on adjacent properties which creates high ambient noise levels.

ANALYSIS

Sounds from the terrace will be attenuated after traveling to the nearest open window and will drop further after entering through the window. In addition to the drop due to distance, it will be attenuated by the high surrounding walls.

The shortest distance to a residential building is over 400 feet, and that would be from the north terrace to a 16th Street building that is not within line-of-sight due to the tall commercial buildings surrounding the rooftop.

All sound from the terrace, both music and voices, after bending over the surrounding tall buildings, traveling more than 400 feet, and then entering a fully open window in the nearest residence, will be completely inaudible below the background ambient noise, just as it is on the sidewalk in front of the building.

In order to be Code-compliant, the voice sound must not *exceed* the ambient by 7 or 10 decibels (night/day). Since the voice sound will actually be *below* the level of ambient noise, it will meet Code requirements. See the graph below.

The music will meet Code requirements because the music will be below the 45 decibel limit and the 42 dBA limit and also because the music will be below the ambient noise level, just like the voices. The sound system will need to be electronically limited as described in the recommendations.

RECOMMENDATIONS

1. For each terrace, at least 4 small speakers should be used as a distributed system. I have included a wiring diagram so that one amplifier can power all 8 speakers instead of using multiple power amplifiers.
 - a. Data for one suitable model of small outdoor speaker is attached.
 - b. Do not use subwoofers.
 - c. The system should be set up in stereo. Stereo sounds louder to people without actually increasing the sound level.
2. 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. 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. The amplifiers must be set to maximum level during this process so they cannot be turned up further at a later time.
 - b. 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 12 dB/octave.

- c. 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.
 - d. Using the unit's output level control, set the maximum sound level from the small terrace speakers to 89 dBC and 84 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.
 - e. To ensure the accuracy of the meter, you can bring it my office to be calibrated.
3. Optional - Install sound-absorbing panels on the terrace walls where practical, to prevent reverberant sound build-up. This is to primarily to benefit your customers because there is noise from the mechanical equipment and reverberation can "muddy" the sound of voices and music. One suitable choice is the 1" thick Sound Silencer panel from Acoustical Surfaces. These can be hidden behind a trellis or plantings, but must not be blocked with any solid material such as wood or closed fencing.

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. © 2018. 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 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.



A test sound system was set to a level of 104 dBC as measured in the center of the rooftop.



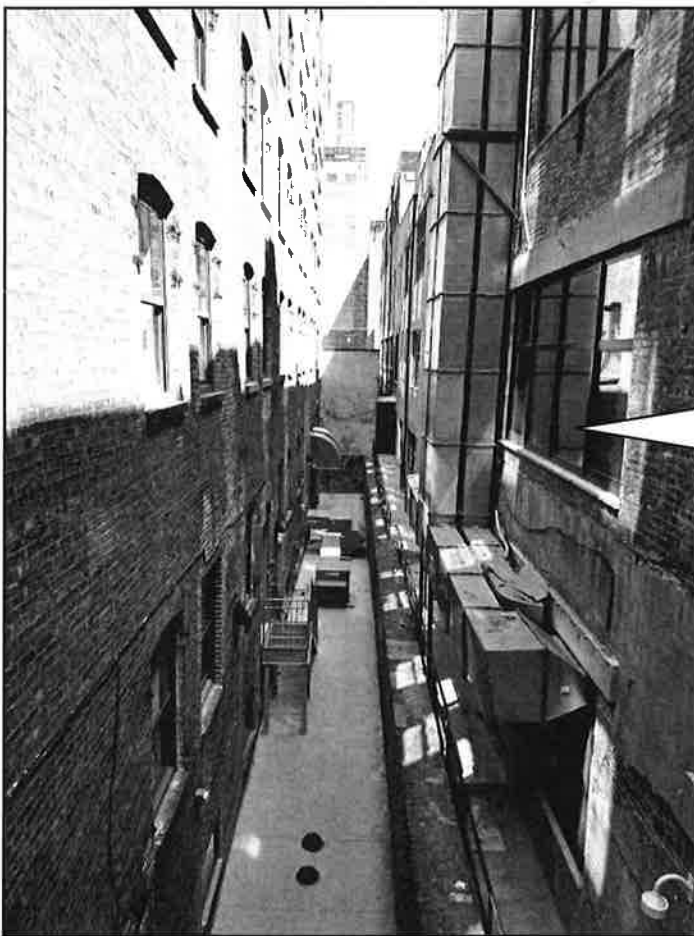
Sound level measurements were done on the terrace as well as on the sidewalk directly in front of the building.



The windows blocking sound to the street are Thermopane-type.



The nearest residential building is over 400 feet away, and that would be from the south terrace to a 16th Street building that is not within line of sight due to the tall commercial buildings surrounding the rooftop.

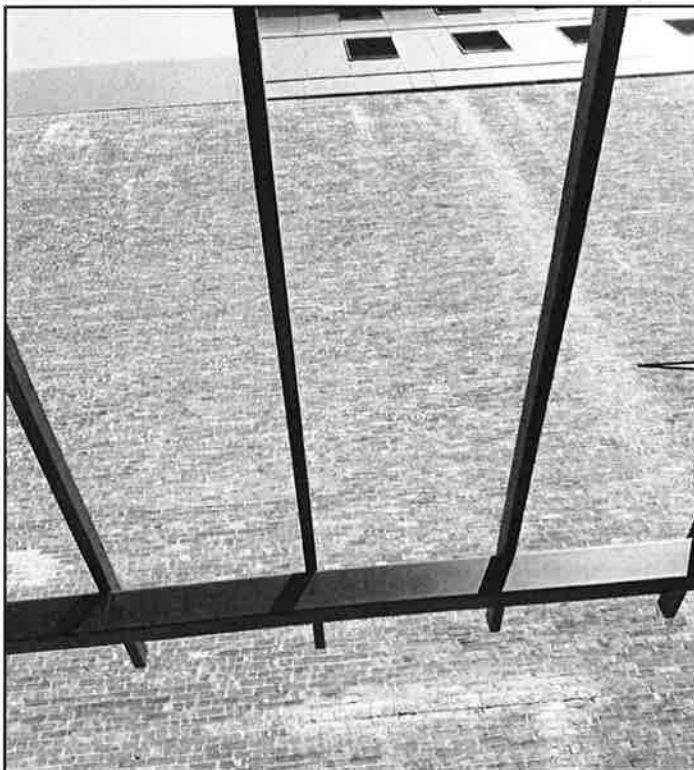


In the back there is a large amount of commercial air conditioning equipment on adjacent properties which creates high ambient noise levels.



Tall building to the west

The terrace is surrounded by taller buildings all sides.



Tall building to the east



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Installed Sound

8100 Series / AE / AE Compact / RV & RVIC All Weather / CBT Series / Commercial Series Speakers / Control 1 Pro / Control 200 / Control 20 / Control 300 / Control 40 / Control 5 / Control 8 / Control 40 Series / Control Contractor / Control Contractor 50 Series Sub/alt / Control CRV / Custom Shop / CWT Series / Mariposa Dance Club / PD5000 Series / PD700 / VERTEC / VLA / VP / VRX

Control 25

Compact Indoor
Outdoor Background
Foreground Loudspeaker



Brochure: The Control 25 is perhaps the most versatile of JBL Professional's Control Contractor Series
 SpeSheet: Indoor/outdoor loudspeakers.
 Owner's Manual: Indoor/outdoor loudspeakers.

Features :

- Components: 5.25 in Polypropylene coated woofer, .75 in Titanium coated horn loaded tweeter.
- Built-in InvisiBall® 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 (Q) : 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 529 IP-X4 splashproof rating
- Dimensions (H x W x D) : 236 x 188 x 149 mm (9.3 x 7.4 x 5.8 in)
- Net Weight (ea) : 2.3 kg (5 lb)
- Shipping Weight (ea) : 5 kg (11 lb)
- Included Accessories : InvisiBall Assembly
- Optional Accessories : MTC-25V: For vertical columnar orientation of up to 3 loudspeakers extension of the woofer surround that MTC-25Z3H: For horizontal splaying of two speakers. Three brackets array 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 (-BK) or white (-WH) MTC-25WVG: 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.

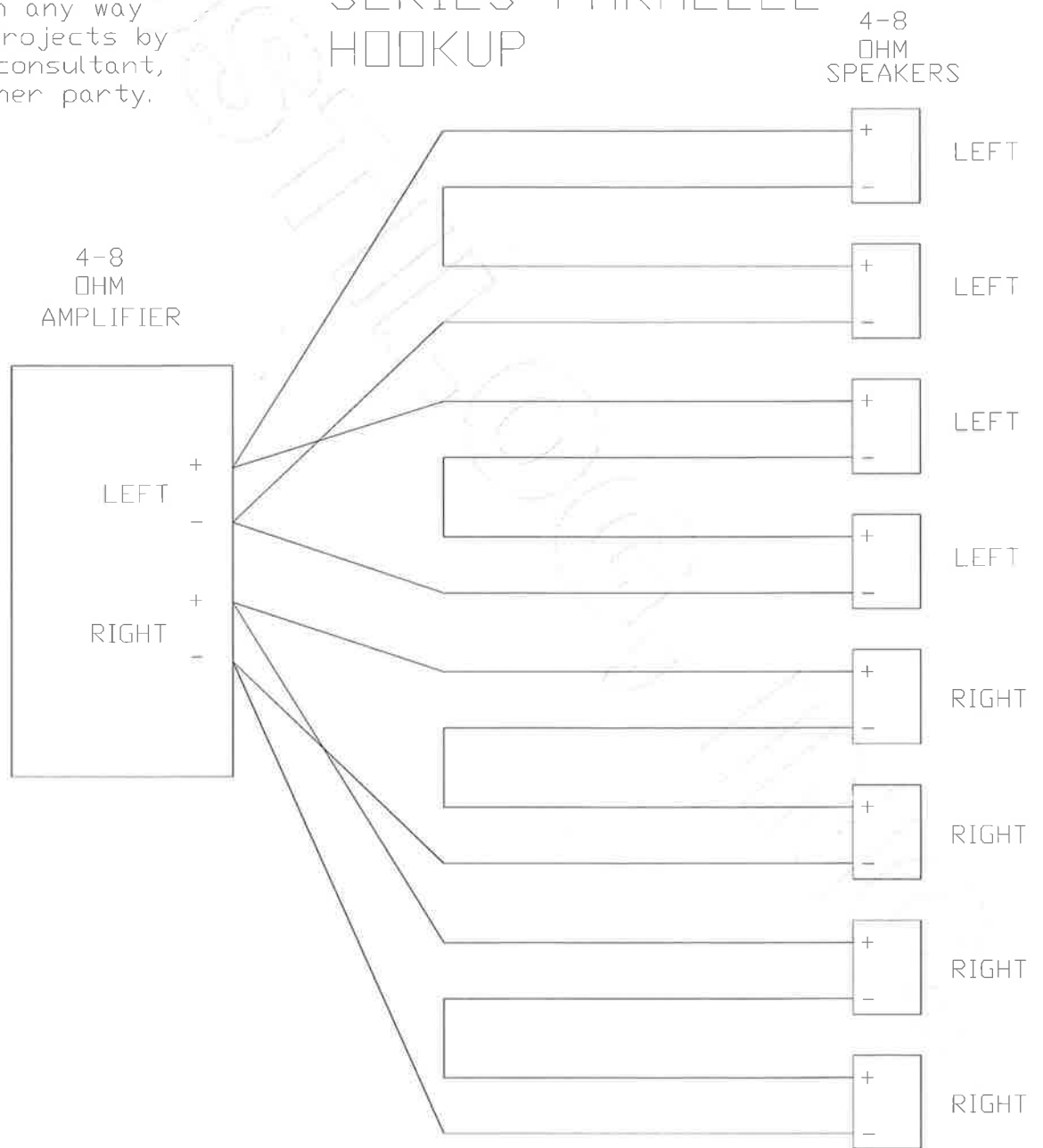


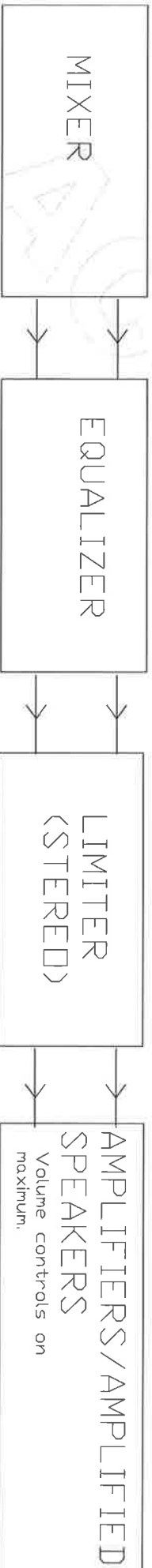
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ACOUSTILOG SERIES-PARALLEL HOOKUP





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



Large Images

ALL YOU NEED TO GET THE MOST FROM YOUR PA. NOW WITH COMPLETE CONTROL FROM YOUR MOBILE DEVICE.

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 app for all 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
- > AFS™ (Advanced Feedback Suppression)
- > Graphic EQ
- > 8-Band Parametric EQ (adjusted when using the AutoEQ)
- > Subharmonic Synthesis

AVAILABLE OUTPUT PROCESSING

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

DriveRack PA2

Complete Loudspeaker Management System

MSRP ~~\$624.99~~
\$399.95
 SAVE \$224.99!

Buy It Now

OVERVIEW

dbx DriveRack PA2
 16-Channel PA Processor
 16-Channel PA Processor with AutoEQ™
 16-Channel PA Processor with AFS™
 16-Channel PA Processor with AFS™ and AutoEQ™
 16-Channel PA Processor with AFS™, AutoEQ™, and Input Delay™
 16-Channel PA Processor with AFS™, AutoEQ™, Input Delay™, and Subharmonic Synthesis™



Features

- > All New Setup Wizard
- > 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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Price: \$49.99

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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.

- Carrying case protects the meter when traveling
- 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

Pricing and availability: Please note that all prices are subject to change without prior notice. Prices advertised on this site are for online orders only. Prices on some items may differ from those advertised in RadioShack stores. All merchandise may not be available at all stores, and all stores may not participate in all sales promotions. We recommend you contact the store to confirm product availability and price.

Shipping

Usually ships in 1 - 2 business days

In store: [Check availability](#)

By phone: 1-800-843-7422

Manufacturer Warranty

- Parts: 12 month
- Labor: 12 month



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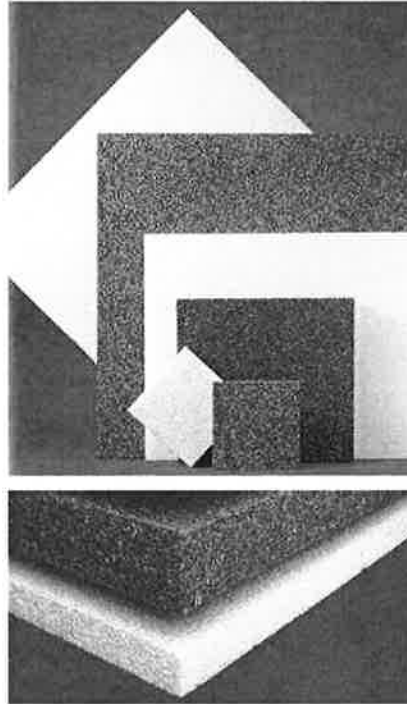
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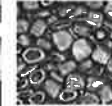


SOUND SILENCER™

Porous Expanded Polypropylene (P.E.P.P.) Acoustical Wall and Ceiling Tile Panels

- Class A Fire Retardant
- No Fiberglass-Non-Fibrous
- Moisture Resistant Indoor
- Non-fibrous
- Impact Resistant
- Water resistant
- Non-abrasive surface
- Indoor/Outdoor
- Both STC and NRC ratings
- Tackable surface
- Bacteria and fungi resistant
- Lightweight
- Superior Soundproofing Qualities

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Charcoal - Actual Size

White - Actual Size

click on icon to download product Spec sheet.



Product testing and information

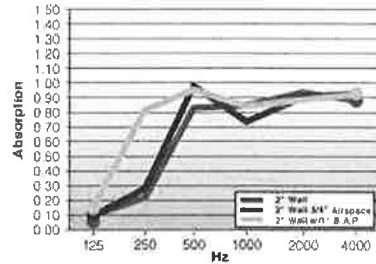
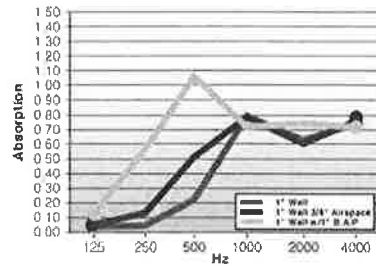
Testimonials	Acoustical Test	MSDS	Flammability
Installation	Product Photo's	Misc. Data	

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



Click PDF icon to download printer friendly file format of product specs.

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

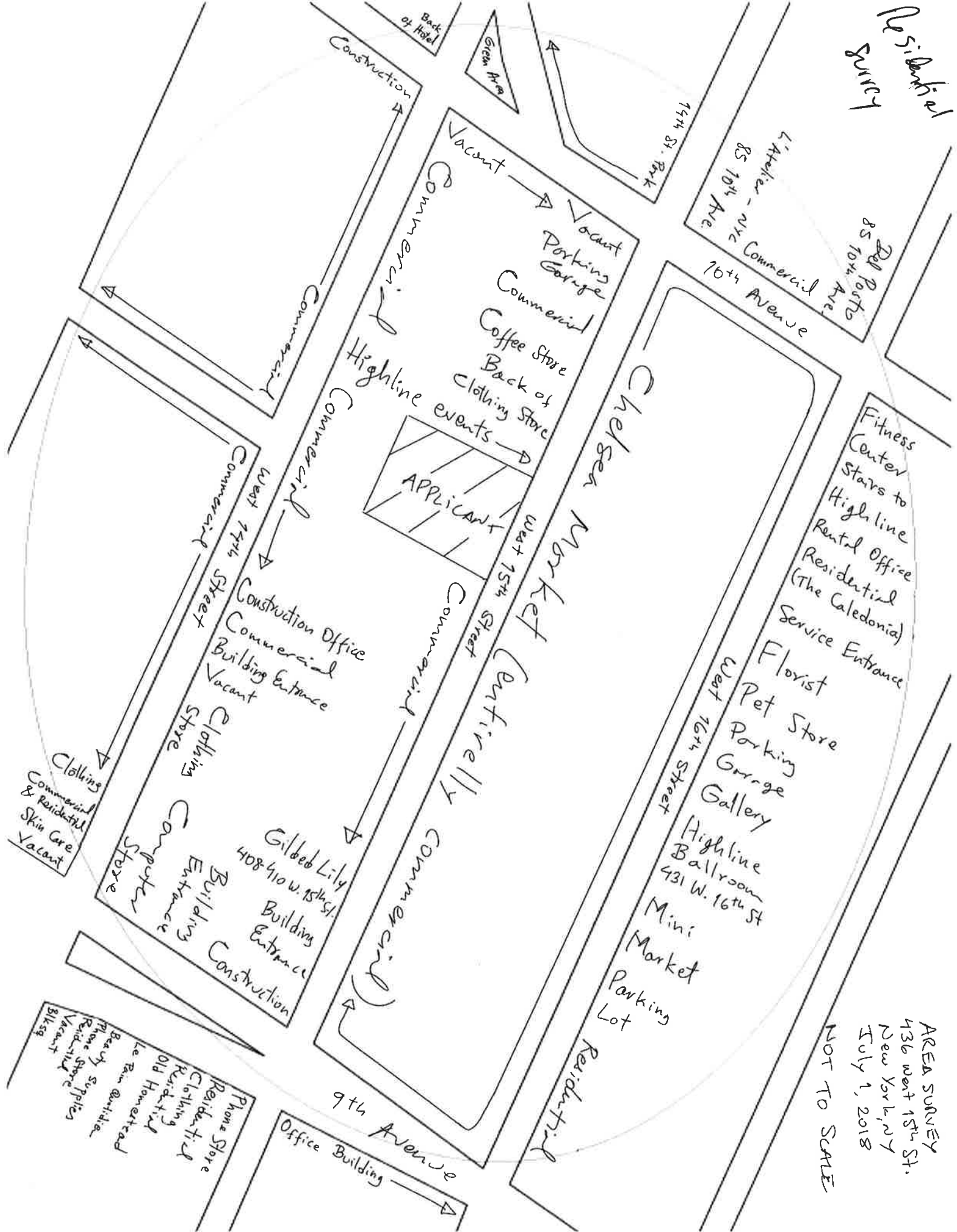
ASTM C423 – Sound Absorption 8 Panels – 2" PEPP Arranged in 2 x 4 Fashion with 12" spacing between all panels



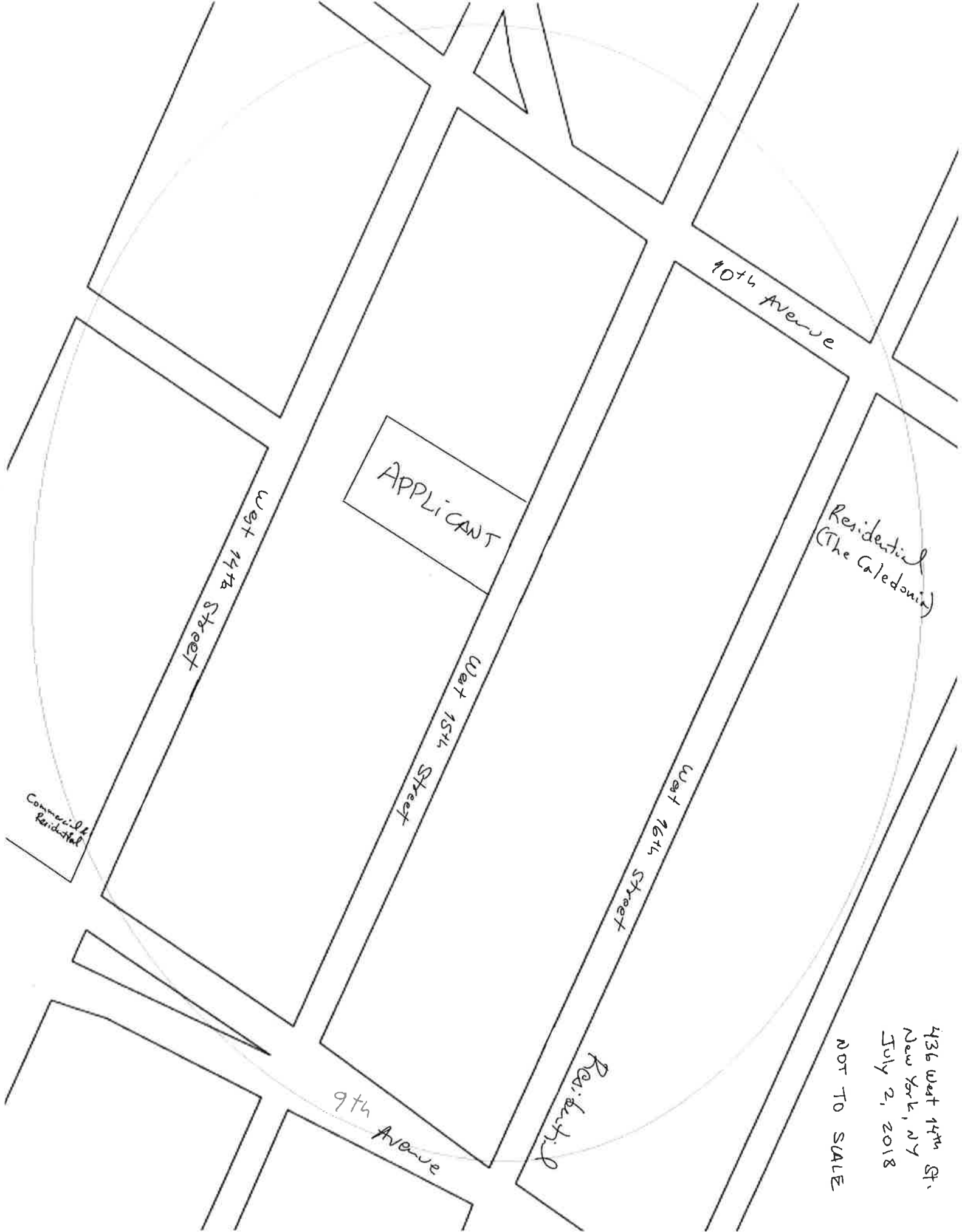
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Residential Survey



AREA SURVEY
 436 West 15th St.
 New York, NY
 July 1, 2018
 NOT TO SCALE



Commercial Residential

West 14th Street

APPLICANT

West 15th Street

West 16th Street

10th Avenue

Residential
(The Caledonia)

Residential

9th Avenue

NOT TO SCALE

436 West 14th St.
New York, NY
July 2, 2018

SECURITY SURVEY

The venue located at 436 W 15th Street is on the south side of 15th Street mid way between 9th and 10th Avenues. Chelsea Market is across the Street from the venue. Street parking is legal on the South side of the block, 15th Street between 9th and 10th Avenues, after 6:00pm Monday through Friday and Friday after 6:00pm to Monday 8:00am. The parking garage is located on 15th Street, Northeast corner of 9th Avenue. The hospital in the vicinity is Mount Sinai Downtown, located at 325 W 15th Street New York, New York 10011. The subway is located at 14th Street Station, entry is on 15th Street and 8th Avenue, Northwest corner. The management team of Blacktie Protection Services has a good relationship with the N.Y.P.D. and F.N.D.Y. They conducted a security survey and implemented a 7 member security team that will secure the premises of the venue. The security plan is subject to change depending on security needs.

Below is a list of posts and post duties:

Ground Floor

Post 1 - Main Door #1- Assist host in greeting guests and maintain/control lines.

Post 2 - Main Door #2- Assist host in greeting guests and maintain/control lines. (If using both doors).

Post 3 - Restroom/kitchen/office- Control access to kitchen and office and secure restrooms.

Post 4 - Main stairwell (ground floor)- Secure stairwell to ensure safety of guests.

Second Floor

Post 5 - Main stairwell (second floor)- Secure stairwell ensure safety of guests.

Post 6 - Secure restrooms.

Post 7 - Secure bar area

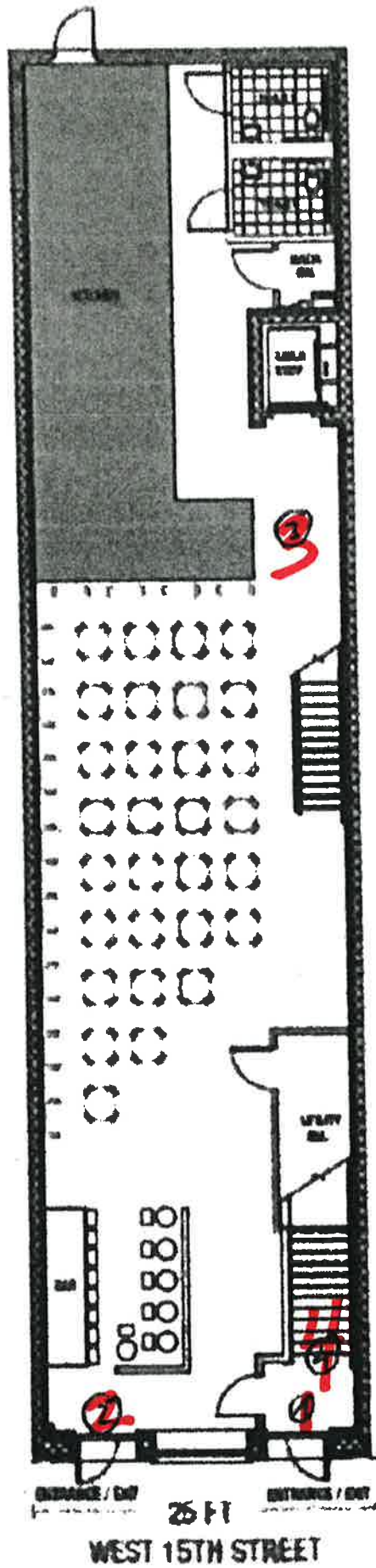
Post 8 - Secure Northeast emergency exit. In an emergency escort guests out the emergency door.

Below is a list of training all employees have as per the SLA:

- Sale to a minor (under 21 years old) (It is important to note that the Members of the New State Liquor Authority have directed that ANY sale to a person under 16 can most likely result in revocation of a liquor license)
- Sale to an intoxicated person.
- Allowing patrons to consume alcoholic beverages during prohibited hours of consumption.
- The employment of minor as a hostess, waitress, waiter or any other capacity where the duties of such person is required to see, dispense or handle alcoholic beverages. Bus persons and dishwashers who handle containers which have held alcoholic beverages must be at least 16 years old.
- Disorderly premises which include gambling in the establishment, lewd and indecent conduct, assaults, narcotics, and prostitution.
- Live music and/or dancing without a valid Cabaret Permit (in NYC)
- Service outside without a valid Sidewalk Cafe Permit (In NYC)

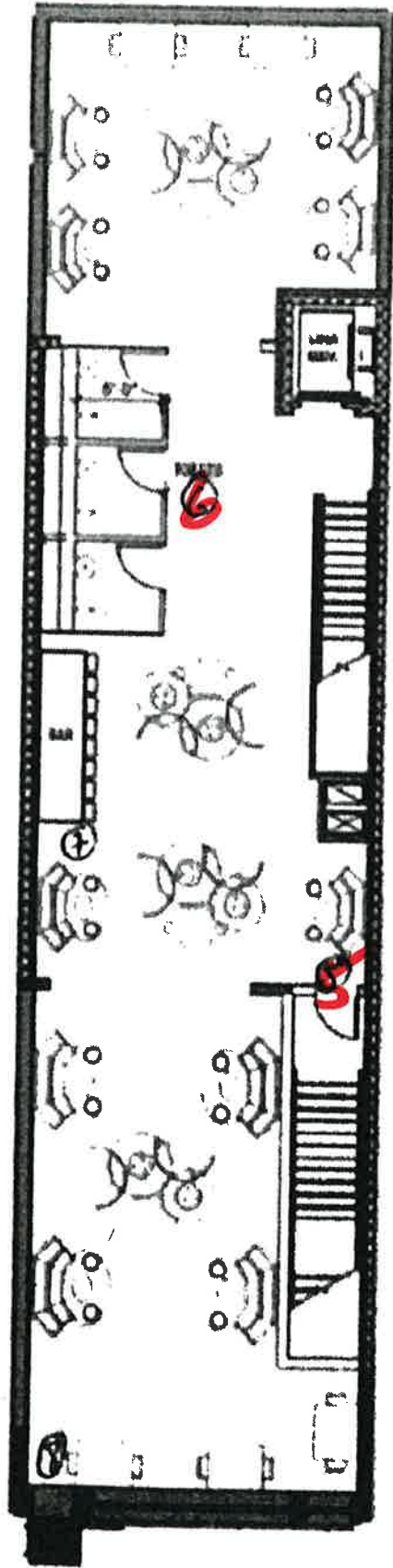
Please see pictures attached

GROUND FLOOR



WEST 15TH STREET

SECOND FLOOR

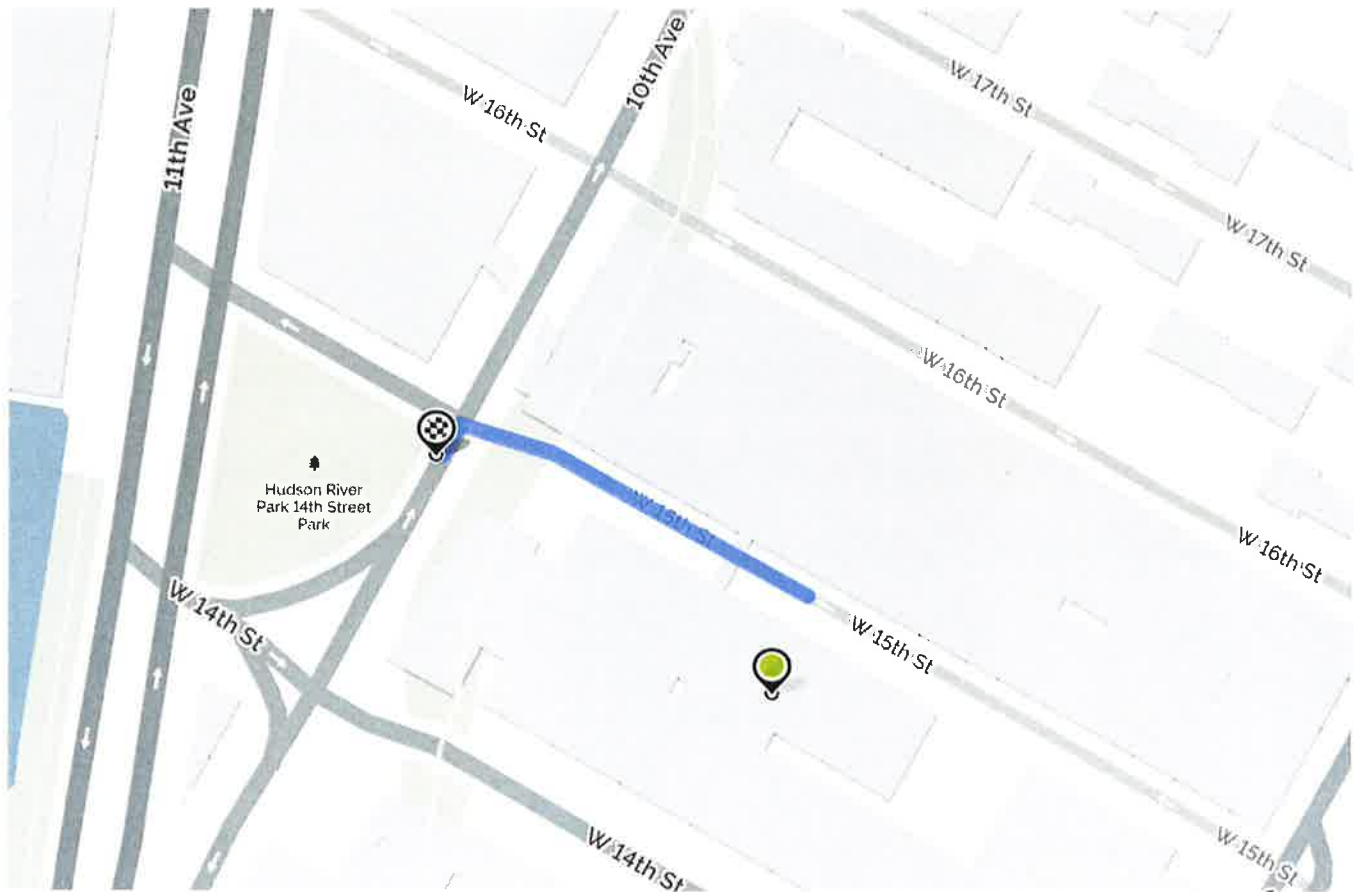


Exit Procedure

(9:00PM until all restaurant employees have left)

Signs will be posted in strategic locations within the restaurant instructing all guests to arrange for transportation to provide pick up at "76 10th Avenue".

We will have our agents located at the exits to escort the guests to 76 Tenth Avenue. Additionally we will have a waiting area inside for guests to comfortably stay while they await our escort security agent.











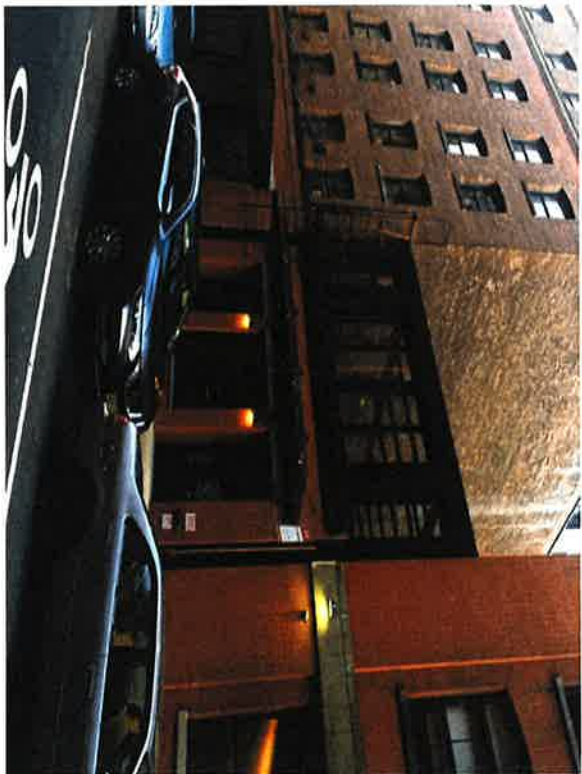










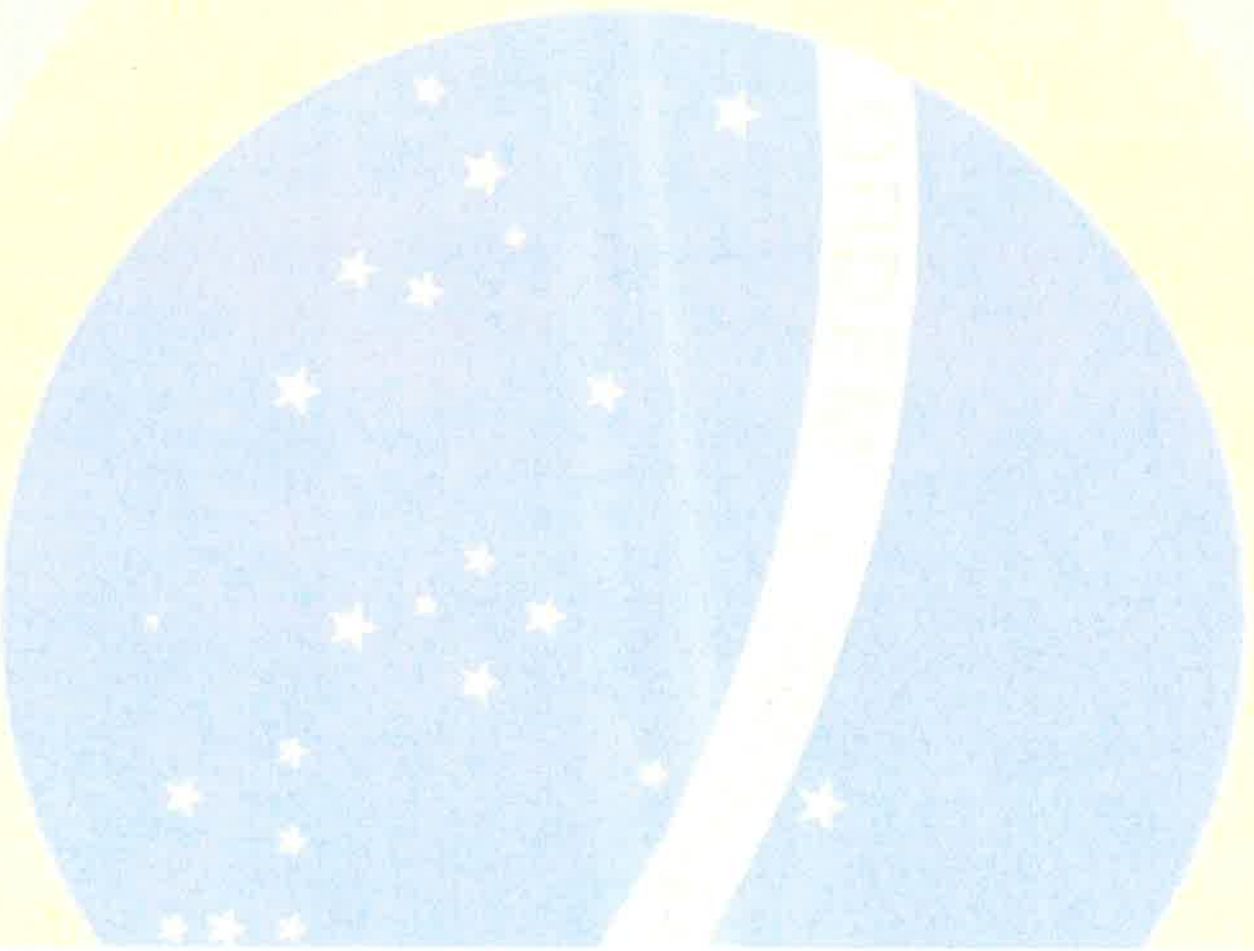




Traditional Churrascaria

Still part of the herd

- ★ All you can eat restaurant where meat is cooked churrasco style, also known as Portuguese barbecue
- ★ As a South American rotisserie, a churrascaria owes its origins to the fireside roasts of the gaúchos or cattle herders of southern Brazil centuries ago.
- ★ The presentation of a churrascaria is an immersive experience centered on passadores (meat waiters) serving prime cuts of beef, pork, lamb, chicken, fish, and sausage carved table side from rotisserie skewers by butcher knives.
- ★ Each diner is provided a colored card and part of the charm is that guests can continue to order meat as they pass by, indicating with a red or green sign on each place setting
- ★ Traditionally there is a self service antipasti /salad bar buffet featuring all the Brazilian favorites.





Where is the beef?

Here's the rub



Food / Kitchen

Superior food quality

American Cuisine accents

Appetizer bar brought to the table through use of tableside dim sum carts Open, well designed and conceptual Churrascaria Kitchen Showmanship built into kitchen design



Design

Approachable boutique modern design

Intimate atmosphere

Interactive Red and Green indicators incorporated into the design



Downtown NYC

Downtown Location

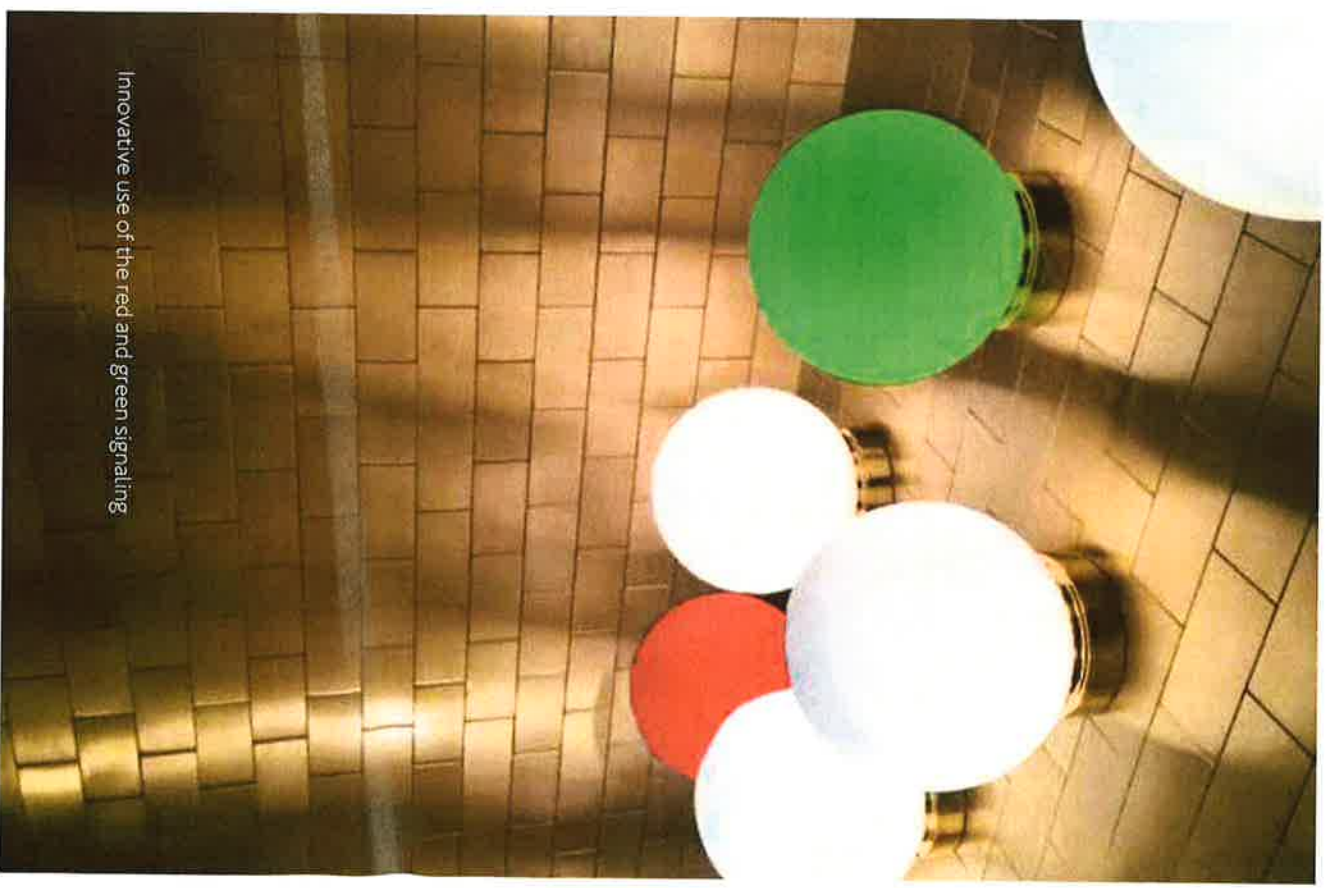
Artistic, creative and outspoken staff

Appealing from gen x to millennial

Targeting Local New Yorkers who want an experience

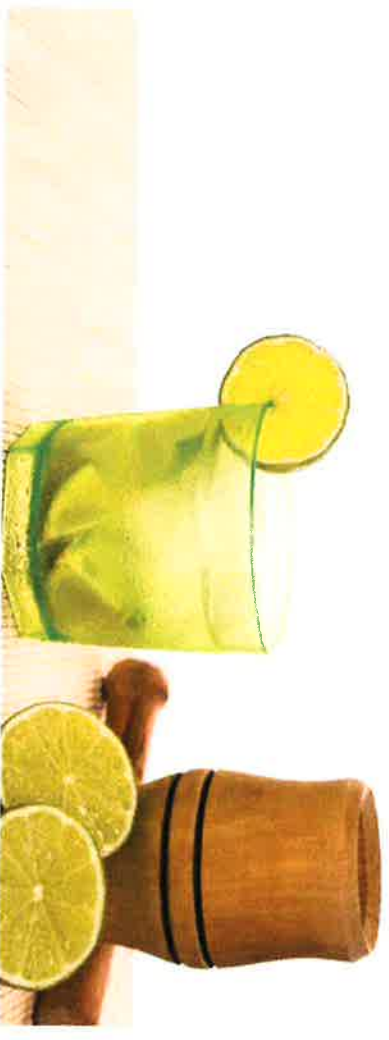
Skewer to Plate

Attracts the Churascaria aficionado, locals, tourists, and all South Americans.



Innovative use of the red and green signaling

One Cuisine
3 Concepts
One Experience



Café & Restaurant Our culture and why it's distinctly ours

- ★ Our cuisine will be original to a New Yorkers palate while still maintaining the authentic cooking style and essence of a traditional Brazilian barbecue.
- ★ We believe in a international society universally connected by food, art, music, fashion, and style and our cuisine, design and dialogue will show just that.
- ★ Rather than hiding the theatrical aspect of the churrasco, we will display it as a design feature, placing it front and center as part of the interactive experience through use of an open kitchen and well designed kitchen layout.
- ★ Our server staff will be required to carry the Brazilian culture and language. Through existing roots in the Brazilian community we will carry the brand through all levels of our staff.
- ★ We will keep the volume at an energetic dining level sound playing old school hip hop classics and Latin Boogaloo.





Espetinhos and Tapiocas Grab and Go

★ Espetinhos (skewers) and Tapiocas (brazilian arepas) are widely popular within Brazilian street and bar food.

★ We are creating a storefront takeout stand utilizing the same ingredients as our Churrascaria.

★ Our high volume take out spot is a genuine representation derived from the roots of this cuisine.

★ Design will take a not from the Brazilian Favela with bright colors and a connection to simple design and execution.

OFFERINGS:

- Skewers
- Healthy Tapiocas
- Sweet Tapiocas
- Limited Sides
- Brazilian Bottled Sodas



Caipirinha & Chupito bar

The door is always open

- ★ A hip meeting place for a casual cocktail, while having the widest selection of specialty shots and Caipirinhas
- ★ This realization of the brand will be a pure reverence to the art of South American spirits
- ★ The Caipirinha is Brazil's national cocktail, made with cachaca (sugarcane hard liquor), sugar and lime.
- ★ Cachaca is Brazil's liquor. The cocktail is made by muddling fruit and the sugar, then adding liquor.
- ★ A Caipirinha can be almost any fruit flavor.
- ★ A Chupito is a small glass of liquor otherwise know as a shot.

OFFERINGS:
Full Bar
Specialty Chupitos
Caipirinas



Market Analysis

The others

- ★ The New York City landscape is severely undersaturated with a high demand for this cuisine.
- ★ There are only two churrascarrias in New York City, none south of 49th Street.
- ★ There is a distinct void in the market for something different.



300 seats

Prime Midtown Location on 49th street between 8th and 9th avenues

Revenues in excess of 1.5 million annually

Minimal design and concept development



FOGO DE CHÃO
BRAZILIAN STEAKHOUSE

600 seats

Prime Midtown Location on 53rd street between 5th and 6th avenues

Revenues in excess of 20 million annually

Minimal design and concept development

Operating Partners



Michael Satsky

Brand and Concept Operator
Brand Developer
Adopted Brazilian
Music and Culture Programmer
Design Whisperer
Social Network Provider
Operating Partner at The Plymouth Hotel
Miami Beach and Provocateur
Proud Husband of a Proud Brazilian



Brian Gelter

Front of House Commander and Chief
Operational Specialist
Marketing Strategist
Financial Social Network Provider
Brand Developer
Brazilian Specialist

Chef: The meat & potatoes

We have identified an exceptional Brazilian rising star within the culinary community. Our chef was born, raised, and began their training in Brazil, before going on to work at some of the most respecting restaurants in the world. Our chef will be a noteworthy component of the brand and integral to carrying forward the culinary culture and story.



The unspoken network Behind the curtain

First and foremost the brand is built on food and concept.

This brand communication will not be overshadowed by the people involved, but there already is an extensive network of Brazilian personalities that will have various forms of involvement in the brand.

They will apply themselves to the culture at their own discretion, however an extended organic social network will be present and an appropriate brand extension.

