

# Manhattan Community Board 4

(All Fields Must Be Completed)

## Liquor License/Sidewalk Cafe Stipulations Application

<b>CORPORATION NAME</b>		<b>DOING BUSINESS AS (DBA)</b>	
Gatsby Mansion New York LLC			
<b>STREET ADDRESS</b>		<b>CROSS STREETS</b>	<b>ZIP CODE</b>
431 W. 16th Street		9th and 10th Avenues	10011
<b>OWNER</b> <small>(Attach a list of all the people that will be associated/listed with the license)</small>	<b>NAME:</b> Marc Routh, Simon Genatt, Louis Hartshorn, Brian Hook	<b>ATTORNEY/REPRESENTATIVE</b>	<b>NAME:</b> Max Bookman, Esq., Pesetsky & Bookman P.C.
	<b>PHONE:</b> 917-406-8184		<b>PHONE:</b> 212-513-1988
	<b>EMAIL:</b> mrouth@broadwayasia.com; sgenatt@broadwayasia.com; louis.hartshorn@hartshornhook.com; brian.hook@hartshornhook.com.		<b>EMAIL:</b> max@pb.law
<b>MANAGER</b>	<b>NAME:</b> Marc Routh	<b>LANDLORD</b>	<b>NAME:</b> MCPJF West 16th LLC
	<b>PHONE:</b> 917-406-8184		<b>PHONE:</b> 718-417-3770
	<b>EMAIL:</b> mrouth@broadwayasia.com		<b>EMAIL:</b> phil@cactusholdings.com
<b>APPLICATION TYPE</b> ( <input checked="" type="checkbox"/> <i>Liquor License</i> <input type="checkbox"/> <i>Unenclosed Sidewalk Cafe</i> )			
<input checked="" type="radio"/> <b>New</b>	Has applicant owned or managed a similar business?	<input checked="" type="radio"/> <b>YES</b>	<input type="radio"/> <b>NO</b>
	What is/was the name and address of establishment?	54 Below, 554 W 54 St, Cellar, New York, NY	
	What were the dates applicant was involved with this former premise?	2012 - Present	
<input type="radio"/> <b>Corp</b> <b>Change/Class Change/Removal</b>	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="radio"/> <b>YES</b>	<input type="radio"/> <b>NO</b>
	<i>If alterations or operational changes are being made, please describe/list all changes.</i>		
<input type="radio"/> <b>Alteration</b>	What is the current license # and expiration date?		
	<i>Please list/describe the nature of all the changes and attach the plans:</i>		
<b>METHOD OF OPERATION</b>			
<b>TYPE OF ALCOHOL</b>	<input checked="" type="radio"/> Liquor/Wine/Beer & Cider <input type="radio"/> Beer & Cider <input type="radio"/> Wine/Beer & Cider		
<b>ESTABLISHMENT TYPE</b>	<input type="radio"/> Restaurant <input checked="" type="radio"/> Cabaret <input type="radio"/> Night Club <input 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"/> <b>YES</b>	<input checked="" type="radio"/> <b>NO</b>	After Community Board meeting
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"/> <b>YES</b>	<input type="radio"/> <b>NO</b>	
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"/> <b>YES</b>	<input checked="" type="radio"/> <b>NO</b>	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="radio"/> <b>YES</b>	<input type="radio"/> <b>NO</b>	

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

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>HOURS*</b> <i>(Indoor Only)</i>	<b>Operation</b>	5pm-1am	5:30pm-1:30am	5:30pm-1:30am	5:30pm-1:30am	5:30pm-3am	11am-3am	11am-1:30am
	<b>Kitchen</b>	-----ALL HOURS OF OPERATION-----						
	<b>Music</b>	-----ALL HOURS OF OPERATION-----						

If you plan to have music, what type(s)? (Circle all that apply)

**BACKGROUND**    
  **LIVE MUSIC**    
  **DJ**    
  **JUKE BOX**    
  **KARAOKE**

**OCCUPANCY**

	Capacity (Certificate of Occupancy)	Maximum # of Persons 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
<b>INSIDE</b>	660	660	29	146	0	3	
<b>OUTSIDE</b> <i>(Other than sidewalk café)</i>	-----						
<b>DCA APPROVED UNENCLOSED SIDEWALK CAFÉ</b>	-----						

How many floors are there? What is the capacity for each floor?     2 Floors: 387 - 2nd floor, 270 - 3rd floor.

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

Will there be dancing?      YES      NO

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

Will applicant be hosting private, promotional or corporate events?      YES      NO

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

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

Will security plan be implemented?      YES      NO

Will State certified security personnel be used?      YES      NO

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

Does applicant agree to notify MCB4 prior to making changes to its method of operation?      YES      NO

Will applicant be using delivery bicycles? If yes, how many?     YES      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     n/a

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

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

Community Notification/Relations			
<b>NOTIFICATION:</b> 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	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.		Emails sent on April 15, 2021.	
Who was your contact person at each group you met with?		See email attached.	
When did applicant post the notice that was provided?		April 22, 2021	
Where did applicant post the notice that was provided?		Conspicuously to the front of the premises.	
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	<input type="radio"/> NO 212-203-9986
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	<input type="radio"/> NO

**BUILDING DESIGN**

State the name and type of business previously located in the space.	Highline Ballroom; music venue and nightclub.		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Highline Ballroom
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	No structural changes but will have a marquee.
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Is the entrance ADA Compliant?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
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	
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant comply with the NYC noise code?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the establishment have any of the following: (circle all that apply)	<b>FRENCH DOORS</b>		<b>GARAGE DOORS</b>
	<b>WINDOWS THAT CAN BE OPENED</b>		
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	<input type="radio"/> YES	<input type="radio"/> NO	n/a
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 type="radio"/> YES	<input type="radio"/> NO	n/a
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	The production will employ a sound designer who will address the issues of potential noise disturbances.
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	<input type="radio"/> 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	<input type="radio"/> NO	
Will the establishment have a canopy extending over the sidewalk?	YES	<input checked="" type="radio"/> NO	
Where will the air conditioner be located? What type is it?	On the roof. 4 Main Units with gas heat that provide conditioned air through mounted ductwork		
When was the air conditioner installed?	Circa 2001		

**OUTDOOR ITEMS - OTHER THAN 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, pavilion, tents, deck, gazebo or open dining in the parking lane? If yes, which one(s)?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	
Are the floorplans for the outdoor space(s) included?	<input 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 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 type="radio"/> YES	<input type="radio"/> NO	
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk?	<input type="radio"/> YES	<input type="radio"/> NO	
Will there be no amplified music, as per the law?	<input type="radio"/> YES	<input type="radio"/> NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	<input type="radio"/> YES	<input type="radio"/> NO	N/A
Will applicant agree to post signs outside asking customers to respect the neighbors'?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant agree to train staff to encourage a peaceful environment?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	<input 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 type="radio"/> YES	<input type="radio"/> NO	
If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture?	<input type="radio"/> YES	<input type="radio"/> NO	
If open dining, will you comply with all NYC DOT guidelines?	<input type="radio"/> YES	<input type="radio"/> NO	
If open dining, will the installation be year-round?	<input type="radio"/> YES	<input type="radio"/> NO	

## DCA APPROVED UNENCLOSED SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant be applying for a sidewalk café now or in the future?	YES	<input checked="" type="radio"/> NO	
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	<input checked="" type="radio"/> NO	
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	<del>YES</del>	<del>NO</del>	
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	<del>YES</del>	<del>NO</del>	
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	<del>YES</del>	<del>NO</del>	
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	<del>YES</del>	<del>NO</del>	
Will applicant mark the perimeter of the café on the sidewalk?	<del>YES</del>	<del>NO</del>	
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	<del>YES</del>	<del>NO</del>	
Will the sidewalk café not provide standing space for drinking or smoking?	<del>YES</del>	<del>NO</del>	N/A
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	<del>YES</del>	<del>NO</del>	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	<del>YES</del>	<del>NO</del>	
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	<del>YES</del>	<del>NO</del>	
Will all furniture be stored inside between December 21 <sup>st</sup> and March 21 <sup>st</sup> , and any other day when it rains or snows?	<del>YES</del>	<del>NO</del>	
Will applicant use umbrellas?	<del>YES</del>	<del>NO</del>	
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 closest obstruction including construction barricades?	<del>YES</del>	<del>NO</del>	
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	<del>YES</del>	<del>NO</del>	

**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.*

**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.***



Manhattan Community Board 4 (MCB4) recommends:  
 (MCB4's recommendation is based on a vote taken at its  
June 2, 2021 full board meeting, with 44 members voting in favor  
 of the recommendation, 0 members opposed, 2 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**

<p><b>Nelly Gonzalez</b>  <i>CB4 Assistant District Manager</i></p>	<p><b>Frank Holozubiec</b>  <i>CB4 BLP Committee Co-Chair</i></p>	<p><b>Burt Lazarin</b>  <i>CB4 BLP Committee Co-Chair</i></p>
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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><b>SIGN HERE</b> </p>	<p>Marc Routh</p> <p><b>PRINT NAME OF APPLICANT</b></p>	<p><b>SIGNATURE OF APPLICANT</b></p>	<p><b>DATE</b></p>
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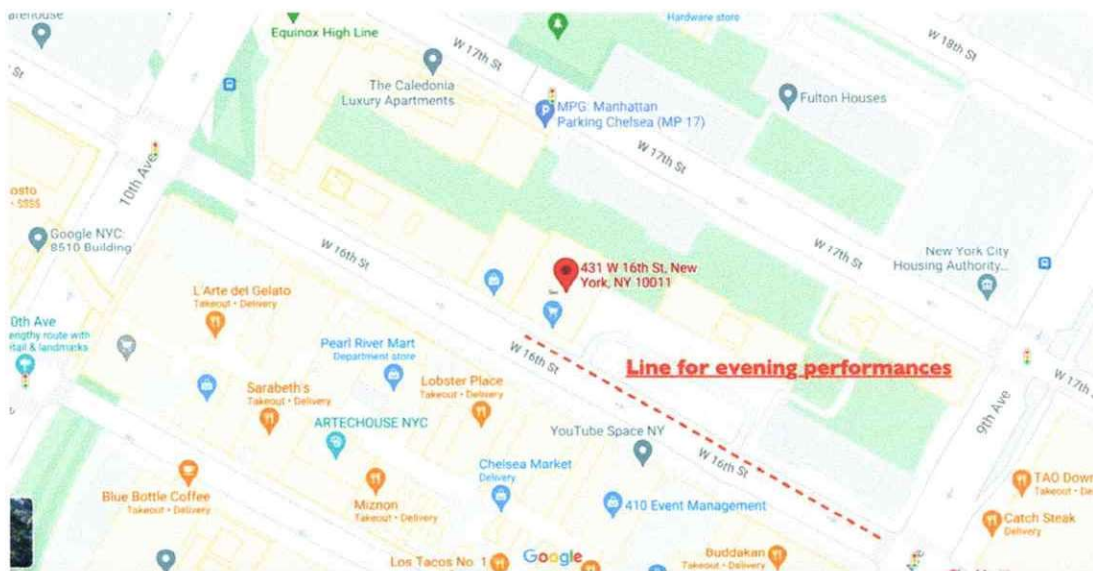
## Gatsby Mansion Initial Security Plan

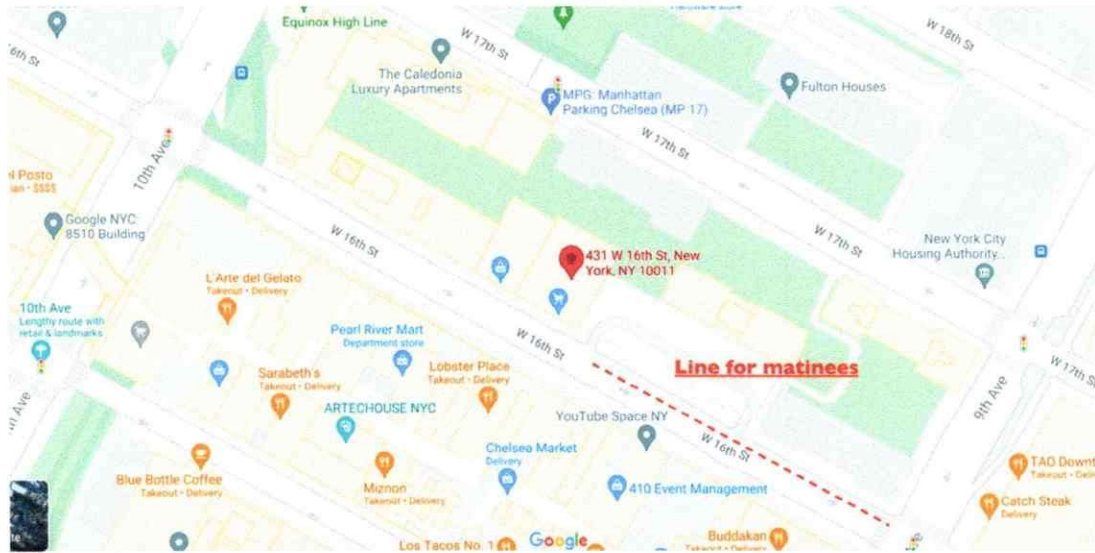
We intend to engage Mike Zimet Protective Services to handle our security. Mr. Zimet and his team handle major events and personal security, including the Tony Awards and Broadway opening nights, and they also have a close relationship with the 10th precinct and the Mayor's office.

Their duties would be threefold: access control, crowd control and crowd management.

Taxi/rideshare drop off and pickup will occur in front of the building.

Patrons will queue to the right of the entrance, towards 9<sup>th</sup> Avenue. For performances during the day or whenever Western Beef is open, the line will begin to the right of Western Beef so as not to disturb their customer flow. See below:





We intend to have two security agents present each time the building is open for our production. This will enable one to be inside managing any potential problem, while still having one agent at the entry perimeter at all times.

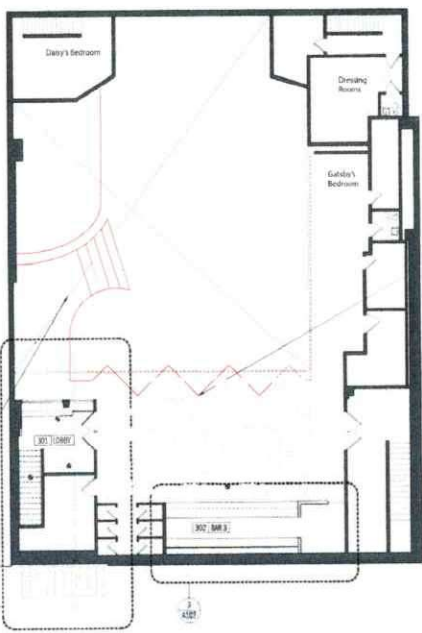
Mr. Zimet is fully licensed by NY state and insured for \$5,000,000. We feel confident that this executive protection firm will enable us to have a safe, controlled and organized front of house environment for our patrons and the community at large.



**Licenses within 500 Feet**

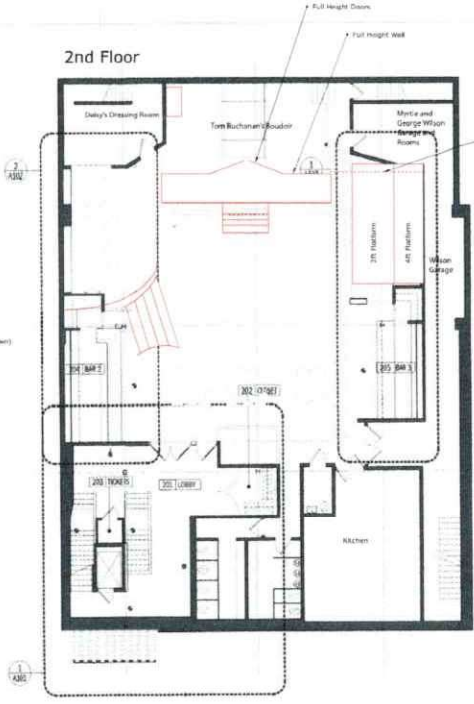
- CHELSEA MARKET EVENTS INC
- MARISCOS CHELSEA LLC
- GRAND CREW NYC LLC
- CHELSEA MUSIC HALL LLC
- NG CHELSEA, LLC
- CHELSEA RETAIL PARTNERS LLC, BLACKBARN CHELSEA LLC
- URBAN DAIRY LLC
- DUANGJAI CORP
- DI MARTINO AIR NY LLC
- ATH NY CM LLC
- WEST 17TH STREET ITALIAN RESTAURANT LLC
- MKT GROUP LLC
- BUDDAKAN NY LP
- 88 NINTH AVENUE HOSPITALITY LLC

**3rd Floor**

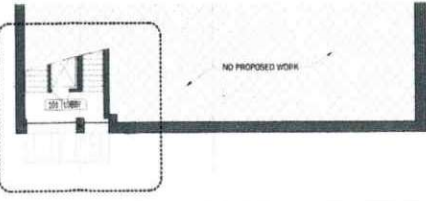


1 3RD FLOOR PLAN  
SCALE: 1/8" = 1'-0"

**2nd Floor**



2 2ND FLOOR PLAN  
SCALE: 1/8" = 1'-0"



3 1ST FLOOR PLAN  
SCALE: 1/8" = 1'-0"

**GENERAL NOTES**

1 THE GENERAL CONTRACTOR SHALL VERIFY ALL DIMENSIONAL ELEVATIONS AND CONDITIONS AT THE SITE TO CONFIRM THE WORK IS REALIZABLE WITH THE DESIGN INTENT DESCRIBED BY THE DRAWINGS.

2 THE GENERAL CONTRACTOR SHALL REMOVE ALL RUBBISH AND WASTE MATERIALS ON A DAILY BASIS. THE GENERAL CONTRACTOR SHALL EXERCISE STRICT CONTROL OVER JOB SITE CLEANING TO PREVENT ANY BUILD-UP OF DIRT OR OTHER DEBRIS.

**SHEET NOTES**

1 NOTE

**PLAN LEGEND**

- EXISTING WALL
- EXISTING DOOR TO REMAIN
- NEW FULL HEIGHT GYPSUM BOARD PARTITION
- NEW DOOR
- EXIT SIGN
- PRIMARY PATH OF TRAVEL
- SECONDARY PATH OF TRAVEL
- 3/4" DIMENSION
- 1200' OFFICE ROOM NO. | ROOM NAME
- PROJECT NORTH

**DXA studio**

ALL SERVICES, SPECIFICATIONS, PLANS, EQUIP. ARRANGEMENTS AND DETAILS REPRESENTED OR REFERRED TO ARE THE PROPERTY OF DXA STUDIO. WHETHER THE PROJECT FOR WHICH THEY ARE PREPARED IS COMPLETED AND PROVIDED AS SET OR IN THE COURSE OF CONSTRUCTION WITH THIS PROJECT AND NOT BE REPRODUCED OR COPIED TO BE USED BY ANY PERSON, FIRM OR CORPORATION FOR ANY USE OR PURPOSE WITHOUT THE WRITTEN PERMISSION AND SIGNATURE OF DXA STUDIO.

**CLIENT**

Highline Ballroom  
Greenwich Village Entertainment Group LLC  
131 West 3rd Street  
New York, NY 10012  
T 212 475 0049

**PROJECT TEAM**

**STRUCTURAL ENGINEER**  
HPL Engineering P.C.  
31 Rosewood Road  
Edison, NJ 08817  
T 732 863 8848  
F 732 863 1547

**EXPIEDIER**  
JAM Consultants, Inc.  
124 West 23rd Street, 8th Floor  
New York, NY 10001  
T 212 244 4427  
F 212 244 4437

**ISSUE DATES**


**PROJECT NAME**

431 W16TH STREET  
HIGHLINE BALLROOM

**DRAWING NAME**

**PROPOSED FLOOR PLANS**

SEAL & SIGNATURE	DATE	07.09.2012
	PROJ. NUM.	12.09
	DWG. NUM.	

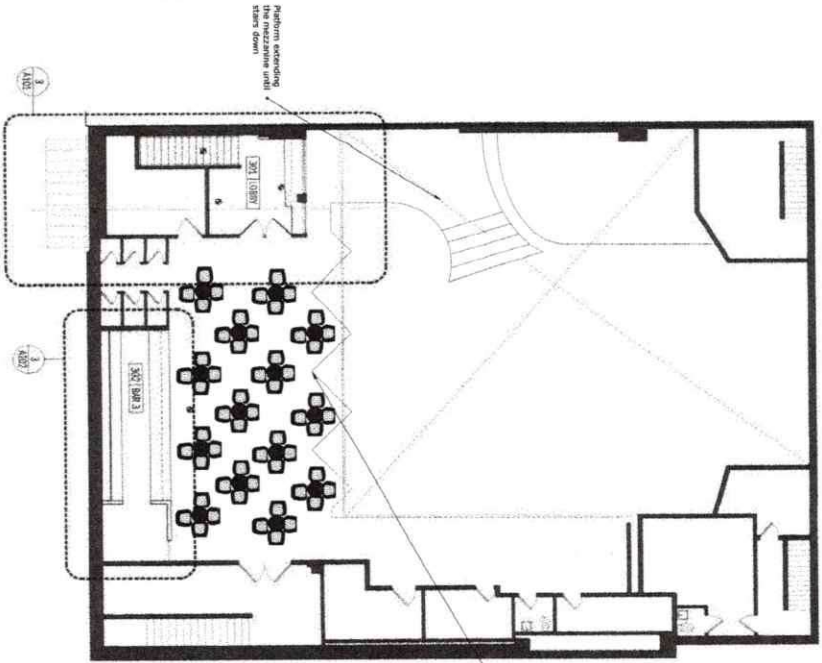
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NYC D.O.B. BSCAN

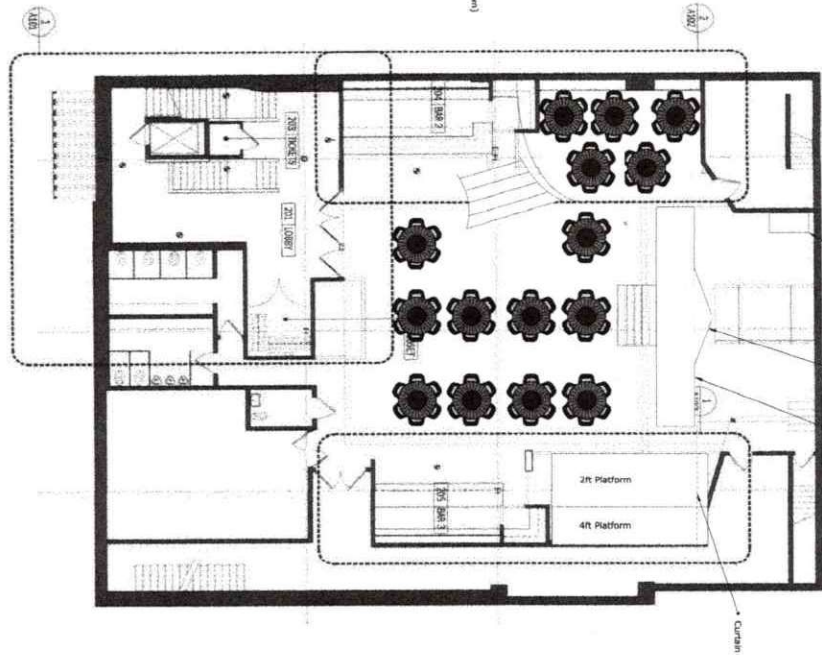
**NOT FOR CONSTRUCTION**

### 3rd Floor

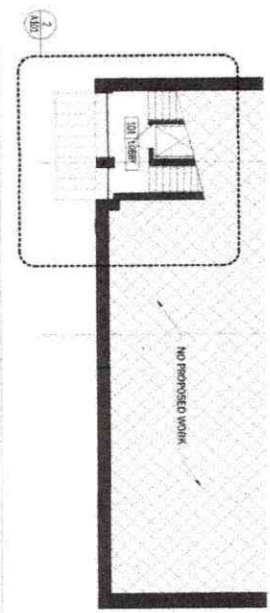


1 MEZZANINE FLOOR PLAN  
SCALE: 1/8" = 1'-0"

### 2nd Floor



2 SECOND FLOOR PLAN  
SCALE: 1/8" = 1'-0"



1 PROJECT ROOM PLAN  
SCALE: 1/8" = 1'-0"

**GENERAL NOTES**

- 1 THE GENERAL CONTRACTOR SHALL VERIFY ALL DIMENSIONS, ELEVATIONS, AND CONDITIONS AT THE SITE TO CONTROL THE WORK IS BUILDABLE WITH THE DESIGN INTENT DESCRIBED BY THE DRAWINGS.
- 2 THE GENERAL CONTRACTOR SHALL REMOVE ALL RUBBER AND WASTE MATERIALS ON DAILY BASIS. THE GENERAL CONTRACTOR SHALL EXPERTISE TO REMOVE ALL RUBBER AND WASTE MATERIALS TO PREVENT ANY BUILD-UP OF DIRT, CLUSTERS OR DEBRIS.

**SHEET NOTES**

- 1 NOTE

**PLAN LEGEND**

- EXISTING WALL
- EXISTING DOOR TO REMAIN
- NEW FULL HEIGHT OPTION BOARD PARTITION
- NEW DOOR
- EXIT SIGN
- TRIMMARY FINISH OF TRAVEL
- SECONDARY PATH OF TRAVEL
- 3/8" = 1'-0" DIMENSION
- 13/32" = 1'-0" DIMENSION

**PROJECT NORTH**

ROOM NO. 1 ROOM NAME



**CLIENT**

Highline Ballroom  
 131 West 3rd Street  
 New York, NY 10012  
 1 212 415 0049

**PROJECT TEAM**

**STRUCTURAL ENGINEER**  
 JAM CONSULTANTS, INC.  
 311 Broadway  
 Edison, NJ 08817  
 1 732 501 8848  
 F 732 662 1147

**EXPERIENCER**  
 JAM CONSULTANTS, INC.  
 104 West 29th Street, 9th floor  
 New York, NY 10012  
 F 212 244 4487

**ISSUE DATES**

NO.	DATE	DESCRIPTION
1	07/10/12	ISSUED FOR PERMIT

**PROPOSED FLOOR PLANS**

PROJECT NAME  
 431 W 16TH STREET  
 HIGHLINE BALLROOM

DRAWING NAME  
 100 - 3A

DATE  
 07/09/2012

SCALE  
 1/8" = 1'-0"

**NOT FOR CONSTRUCTION**

DATE  
 07/09/2012

PRICE  
 \$100,000

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THE  
GREAT  
GATSBY

## Menu

### Appetizer

Half Dozen Island Creek Oysters <i>Mignonette</i>	\$24
Jumbo Shrimp Cocktail <i>Cocktail Sauce, Mustard Remoulade</i>	\$18
Caviar Blini <i>Angeler Reserve Caviar &amp; Banana Pancakes</i>	\$88/oz

### Salads

Mixed Green Salad <i>Roasted Shallot-Sherry Vinaigrette</i>	\$13
Baby Kale Caesar Salad <i>Creamy Garlic Dressing, Shaved Parmesan Croutons</i>	\$15
Burrata and Beet Salad <i>Watermelon Radish, Snap Peas, Endive, Frisée, Saba Vinaigrette</i>	\$16

### Salad Add Ons

Chicken	\$11
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# THE GREAT GATSBY

Salmon	\$18
8 oz. Strip Steak	\$34
<b><u>Entrees</u></b>	
Roast All-Natural Half Chicken au Jus <i>Spaetzle, Sugar Snap Peas, Leeks</i>	\$24
Pan Roasted Faroe Island Salmon <i>Mussels, Fava Beans, Snap Peas, Spring Onion, Parsley and Garlic Broth</i>	\$30
All-Natural Aged Prime NY Strip Steak <i>Mixed Greens or French Fries Add Garlic Butter, Roquefort or Au Poivre 2</i>	\$39
Penne Pomodoro <i>Fresh Tomatoes, Garlic, Basil, Evoo</i>	\$18
<b><u>Sides</u></b>	
Sautéed Spinach <i>Garlic</i>	\$8
Grilled Asparagus	\$8
French Fries	\$8



# THE GREAT GATSBY

Greetings, neighbors:

My name is Marc Routh, and along with my partners Simone Genatt, Louis Hartshorn, and Brian Hook, we are excited to tell you about The Gatsby Mansion, an immersive theatre and events space in the old High Line Ballroom at 431 West 16<sup>th</sup> Street.

The Gatsby Mansion will house theatre, cabaret, live music and immersive art forms as well as corporate events and a food and beverage operation. Immersive entertainment is one of the fastest growing forms of entertainment globally, featuring explorable real-world sets, interactive performances and audiences who have the ability to affect the outcome of the story.

*Immersive Great Gatsby* is the UK's longest running immersive theatrical production, having run in London for over 5 years. As well as presentations around the UK, the production has played in Brussels, Dublin and Seoul. It tells the story of F Scott Fitzgerald's classic novel, with the audience playing the part of the guests at Gatsby's party. They can befriend Gatsby, Daisy, Tom, Jordan and the other characters, and follow them through the novel's intricate story. With seven distinct locations with the set, audiences can immerse themselves in the world of this great novel like never before.

*Immersive Great Gatsby* is produced by Hartshorn - Hook Productions, Immersive Everywhere and Broadway International Group.

Broadway International Group, which Simone and I are principals of, is a theatrical production, management, licensing and distribution company, combining work originating on Broadway and London's West End with productions traveling throughout the world. Our productions have won over 50 Tony Awards as well as many international awards from London to Toronto to Australia to Asia, with productions including *Hairspray*, *The Producers*, and *An American in Paris*. Marc Routh is one of the owners of 54 Below, now in its 7<sup>th</sup> year as the premiere supper club/performance venue in the Broadway district.

Hartshorn – Hook, led by Louis Hartshorn and Brian Hook, are the UK's leading immersive venue managers, currently managing 7 venues in London. Amongst their portfolio is Immersive|LDN, the world's leading immersive theatre facility, with over 50,000 sq ft of performance space located in Mayfair. They also manage the Arts Theatre in the West End (home of *Six the Musical*, also about to open on Broadway). As producers, they have been nominated for 4 Olivier Awards (winning 1) and a Grammy Award. Hartshorn - Hook also run bars and restaurant operations in London and in 2021 their new restaurant The Farrier ([thefarriercamden.com](http://thefarriercamden.com)) will open in Camden Market, one of London's most iconic destinations.

The Gatsby Mansion will feature three different ticketed events:

The centerpiece is *Immersive Great Gatsby*. With a running time of two and half hours including intermission, it will be performed 8 times a week, with performances at 8pm Tuesday through Friday, 6pm and 9pm on Saturday and 3 and 7pm on Sunday.

Earlier in the evening (or for brunch on the weekend) will be *The F. Scott and Zelda Fitzgerald Dinner*, a ticketed event which includes a full dinner. The evening is hosted by two actors portraying the famous author and his wife and the audience interacts with the couple as they dine. The dinner will have staggered reservations and will be for an audience of up to 150 people per seating. Doors will open two hours prior to the Immersive Great Gatsby performances.

Following the main performance is *Gatsby After Hours*, a third ticketed event which will feature an atmosphere in the style of a 1920's jazz lounge, with performers including jazz-age singers. This performance will begin 45 minutes following Immersive Great Gatsby, ending by 1:30am on weekday nights and 3am on Friday and Saturday nights.

The space will have a comprehensive food and beverage offering. The menu will be seasonal and change to reflect the content of the performances. The Head Chef of Immersive|LDN, Adam Filipek is an immersive entertainment specialist chef, running large scale complex immersive dining experiences for industry leaders Flavourology and Gingerline. In London, he wowed audiences with a menu that includes dishes inspired by *The Great Gatsby* including an amuse-bouche made of buttermilk fried chicken with champagne hollandaise and caviar 'From St Louis to West Egg' and an entree of bourbon cured salmon with celeriac puree and remoulade 'Bootleg Bourbon (with vegan alternatives). We will provide details about the New York menu during our presentation to the community board.

The cocktail menu is designed by bartender Emil Viklund, creator of the Pandaiquiri and author of the espresso martini menu at The Lucky Club Mayfair. Other drinks will include premium beers, wines and spirits, with an emphasis on European products.

Monday evenings are the planned non-performance day for Immersive Great Gatsby, and on those days we hope to host benefits, weddings, bar mitzvahs and other special events with a finish time no later than 1am.

On behalf on my partners Simone Genatt, Louis Hartshorn, and Brian Hook, we welcome any questions or requests for additional details or information. We would also be happy to virtually meet with anyone to brief them further on the project. Please contact me at [mrouth@broadwayasia.com](mailto:mrouth@broadwayasia.com) or call me at 212-203-9986 extension 101. We look forward to joining the neighborhood.

Sincerely,



Marc Routh



Janelle Alexander &lt;janelle@pb.law&gt;

## Re: Gatsby Mansion Community Outreach

Marc Routh <mrouth@broadwayasia.com>

Tue, Apr 27, 2021 at 4:57 PM

To: "m melissa-stern.com" <m@melissa-stern.com>

Cc: "negonzalez@cb.nyc.gov" <negonzalez@cb.nyc.gov>, "n15mstr@mac.com" <n15mstr@mac.com>, "steve@w15ba.com" <steve@w15ba.com>, "jasper@gc.cuny.edu" <jasper@gc.cuny.edu>, "paul@groncki.com" <paul@groncki.com>, "willrogers@gmail.com" <willrogers@gmail.com>, "acevedoandassociates@gmail.com" <acevedoandassociates@gmail.com>, "craig.slutzkin@outlook.com" <craig.slutzkin@outlook.com>, "jakmail@earthlink.net" <jakmail@earthlink.net>, "clkupper@aol.com" <clkupper@aol.com>, Sally Greenspan <sallygmg@gmail.com>, "beacon195@aol.com" <beacon195@aol.com>, "germanygerald@aol.com" <germanygerald@aol.com>, Pamela Wolff <pamela@angel.net>, "dfranco243@earthlink.net" <dfranco243@earthlink.net>, "fcmgt@me.com" <fcmgt@me.com>, "merle.levine@gmail.com" <merle.levine@gmail.com>, "cott@nyc.rr.com" <cott@nyc.rr.com>, "alberttaylor@gmail.com" <alberttaylor@gmail.com>, "lesley@lyrichord.com" <lesley@lyrichord.com>, "300wba@gmail.com" <300wba@gmail.com>, "phyllisswaisman@gmail.com" <phyllisswaisman@gmail.com>, "zazelloven@yahoo.com" <zazelloven@yahoo.com>, "mis@nyc.rr.com" <mis@nyc.rr.com>, "emce33@aol.com" <emce33@aol.com>, "w400ba@gmail.com" <w400ba@gmail.com>, "west25thstreetproject@gmail.com" <west25thstreetproject@gmail.com>, "susanb1011@aol.com" <susanb1011@aol.com>, "shulman@speakeasy.net" <shulman@speakeasy.net>, "fdenhunter@gmail.com" <fdenhunter@gmail.com>, "dwatersh@gmail.com" <dwatersh@gmail.com>, William Borock <wborock@hotmail.com>, "bkeany@pennsouth.coop" <bkeany@pennsouth.coop>, "education@pennsouth.coop" <education@pennsouth.coop>, "andyhummm@aol.com" <andyhummm@aol.com>, "tenants@lta.info" <tenants@lta.info>, "donna@donnalangman.com" <donna@donnalangman.com>

Bcc: janelle@pb.law

Dear Melissa,

*Thanks for your letter. Please see my answers in italics below in reference to your questions.*

It sounds like you are working on a similar model of the Sleep No More production on 27th St., correct?

*Immersive Great Gasby is similar to Sleep No More in that it is a theatrical presentation. However, Immersive Great Gatsby is a linear play that takes place in multiple locations at the Gatsby Mansion, whereas Sleep No More is a "choose-your-own adventure" style performance.*

Differences seem to be that their live music programming has been more occasional and they are not acting as a event rental venue. You propose to do both on a more regular schedule, yes?

*We plan on renting out the facility on Mondays, which is our non-performance day for the Immersive Great Gatsby. Our market for rentals is benefits and celebrations for non-profit organizations with a catered dinner. Gatsby will be performed 8 times a week, so there will not be the opportunity to do additional rentals. The F. Scott and Zelda Fitzgerald Dinner and Gatsby After Hours are specific ticketed events produced by our production company. The venue is not rented out to third parties during these events.*

Could you please let us know what you propose for security, particularly on the nights that you will essentially be operating a club until 3 am.

You state that you intend to have a 45 min. set with "jazz age" music'. At the same time you state that the venue will be for lease for all sorts of other activities- presumably all playing different types of music and attracting a diverse clientele. Not every rental will be playing "jazz age" music, correct? And perhaps over time this space becomes more of a club than dinner/theater venue. I would bet that you and your partners have considered this.

*We intend to engage Mike Zimet Protective Services to handle our security. Their duties would be threefold: access control, crowd control and crowd management. Mr. Zimet and his team handle major events and personal security, including the Tony Awards and Broadway opening nights. They also have a close relationship with the 10<sup>th</sup> precinct and the Mayor's office. We intend to have two security agents present each time the building is open for our production. This will enable one to be inside managing any potential problem, while still having one agent at the entry perimeter at all times. Mr. Zimet is fully licensed by NY state and insured for \$5,000,000. We feel confident that this executive protection firm will enable us to have a safe, controlled and organized front of house environment for our patrons and the community at large.*

*In terms of style of music, our plan is to have a high-end experience with jazz age-themed performances. We are theatrical producers with a long track record of producing quality Broadway and West End shows, and I currently own and operate 54 Below, which has a well-earned reputation for quality performances, music, and food.*

This community has had decades long problems with club venues, some run responsibly and others not. We have crime and vandalism stemming from poorly policed venues and outdoor partying. It has been a strain on local police and residents We are concerned.

*We have a track record of producing high-quality events on Broadway and Off-Broadway over the last 35 years. As above, we will have qualified and experienced security personnel on our team, and we have no outdoor space with this venue. Its location is on top of the Western Beef supermarket next to a non-residential office building on the left and separated by a large open space between the residential building behind it and an open space on the right.*

*I am happy to share with you video, photographs, and detailed plans. Please let me know if you have any further questions.*

Best,  
Marc

On Thu, Apr 15, 2021 at 1:29 PM m melissa-stern.com <m@melissa-stern.com> wrote:

Dear Marc-

Thank you for reaching out.

You have only cc'd Nelly Gonzalez on the email I received. I am adding in more members of the community who may have questions and concerns.

It sounds like you are working on a similar model of the Sleep No More production on 27th St., correct? Differences seem to be that their live music programming has been more occasional and they are not acting as a event rental venue. You propose to do both on a more regular schedule, yes?

Could you please let us know what you propose for security, particularly on the nights that you will essentially be operating a club until 3 am.

You state that you intend to have a 45 min. set with "jazz age" music'. At the same time you state that the venue will be for lease for all sorts of other activities- presumably all playing different types of music and attracting a diverse clientele. Not every rental will be playing "jazz age" music, correct? And perhaps over time this space becomes more of a club than dinner/theater venue. I would bet that you and your partners have considered this.

This community has had decades long problems with club venues, some run responsibly and others not. We have crime and vandalism stemming from poorly policed venues and outdoor partying. It has been a strain on local police and residents We are concerned.

I think that it would be really helpful if you could go into deeper detail about your security plans and vision for the space moving forward.

Thank you very much.  
Melissa Stern

On Apr 15, 2021, at 12:16 PM, Marc Routh <mrouth@broadwayasia.com> wrote:

Dear Melissa,

Please see attached.

Best,

--

Marc Routh  
Marc Routh Productions, Inc. Broadway Asia International, LLC  
257 West 52nd Street, 2nd Floor  
New York, NY 10019  
Phone: 212-203-9986 Mobile 917-406-8184  
Fax: 917-551-6575

4/28/2021

Pesetsky and Bookman Mail - Re: Gatsby Mansion Community Outreach

--

Marc Routh  
Marc Routh Productions, Inc. Broadway Asia International, LLC  
257 West 52nd Street, 2nd Floor  
New York, NY 10019  
Phone: 212-203-9986 Mobile 917-406-8184  
Fax: 917-551-6575

## Subject: Questions Re Gatsby Mansion

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**Diane Nichols** <beacon195@aol.com>  
to mrouth

Thu, Apr 15, 10:20

**You are viewing an attached message.** Pesetsky and Bookman Mail can't verify the authenticity of attached messages.

Dear Marc,

Thank you for your email.

I have the same concerns that Melissa Stern has outlined, see below. Our community needs to have assurances this space will not become a club. We look forward to receiving many additional details.

Thank you.

E. Diane Nichols

Dear Marc-

Thank you for reaching out.

You have only cc'd Nelly Gonzalez on the email I received. I am adding in more members of the community who may have questions and concerns.

It sounds like you are working on a similar model of the Sleep No More production on 27th St., correct?

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I think that it would be really helpful if you could go into deeper detail about your security plans and vision for the space moving forward.

Thank you very much.

# Subject: Re: Gatsby Mansion Community Outreach



**Marc Routh** <mrouth@broadwayasia.com>  
to andyhummm

Thu, Apr 15, 2:44

You are viewing an attached message. Pesetsky and Bookman Mail can't verify the authenticity of attached messages.

Dear Andy,

Of course. Here is the contents of the letter:

Greetings, neighbors:

My name is Marc Routh, and along with my partners Simone Genatt, Louis Hartshorn, and Brian Hook, we are excited to tell you about The Gatsby Mansion, an immersive theatre and events space in the old High Line Ballroom at 43 West 16<sup>th</sup> Street.

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# Subject: Re: Gatsby Mansion Community Outreach

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**Steve Starosta** <info@w15ba.com>  
to Marc Routh, negonzalez

Thu, Apr 15, 1

You are viewing an attached message. Pesetsky and Bookman Mail can't verify the authenticity of attached messages.

Hi Marc.

Thanks for your email. Highline Ballroom is the perfect venue for this, I would think. Amazing to me how much attention Scott and Zelda still get.

Wishing you the best with your project.

Best regards,  
Steve Starosta

> On Apr 15, 2021, at 12:02 PM, Marc Routh <[mrouth@broadwayasia.com](mailto:mrouth@broadwayasia.com)> wrote:

>

> Dear Steve,

>

> Please see attached.

>

> Best,

> --

> Marc Routh

> Marc Routh Productions, Inc. Broadway Asia International, LLC

> 257 West 52nd Street, 2nd Floor

> New York, NY 10019

> Phone: 212-203-9986 Mobile 917-406-8184

> Fax: 917-551-6575

> <Gatsby Mansion Community Outreach Letter.pdf>





CITY OF NEW YORK  
MANHATTAN COMMUNITY BOARD No. 4  
P.O. Box 2622, New York, NY 10108  
tel. 212-738-4638  
<https://manhattan.citynewyork.gov>



LOWELL D. KERN  
Chair  
JESSE B. DAVINE  
District Manager

## PUBLIC NOTICE

Business Licenses and Permits Committee  
will discuss an application submitted by

### Gatsby Mansion New York LLC, 431 W 16<sup>th</sup> Street

A New Liquor, Wine, Beer & Cider Application for a  
Cabaret Establishment (musical or other  
entertainment and 600 or more patrons capacity)  
with Recorded Music, Live Music (Live Piano),  
Immersive Theatre Performance

**DATE:** Tuesday, May 11, 2021  
**TIME:** 6:30 PM  
**PLACE:** [Video/Phone Conference Registration:](https://zoom.us/j/6583435)  
<https://zoom.us/j/6583435>

We invite you to attend this meeting and learn more about the application for  
Alternate. You may email questions by 2 p.m. on May 7, 2021, to  
more information, please email [Assistant District Manager](mailto:AssistantDistrictManager@citynewyork.gov) or  
[responzeller@citynewyork.gov](mailto:responzeller@citynewyork.gov)

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**NEW YORK POST** Page Six **\$2.00**

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# THE OSCARS

Hollywood's big night is bizarre

PAGES 6, 7, 8 & 9



CITY OF NEW YORK  
**MANHATTAN COMMUNITY BOARD No. 4**  
 P.O. Box 2622 New York, NY 10108  
 Tel: 212-736-4536  
<https://c4.manhattan.cityofnewyork.us/c4/>

**PUBLIC NOTICE**  
 Business Licenses and Permits Committee  
 will discuss an application submitted by

**Gatsby Mansion New York LLC.**  
**431 W 16th Street**

A New Liquor, Wine, Beer & Cider Application for a Cabaret Establishment (musical or other entertainment and 600 or more patrons capacity) with Recorded Music, Live Music (Live Piano), Immersive Theatre Performance

Tuesday, May 11, 2021  
 6:30 PM  
**Video/Phone Conference Registration:**  
[https://zoom.us/join?pwd=6665X3Y5\\_6HVC2bBstV3A](https://zoom.us/join?pwd=6665X3Y5_6HVC2bBstV3A)

We invite you to attend this meeting and learn more about this application. Alternatively, you may email your comments to the Assistant District Manager Nelly Gonzalez, [nelsonzalle@c4b.nyc.gov](mailto:nelsonzalle@c4b.nyc.gov).

Posted according to the Administrative Code of the City of New York, section 10-119. Please do not remove until after the above meeting date.

**Page Six**

**NEW YORK POST**

MONDAY, APRIL 26, 2021 / **Sumo 66** / **Member: P.117** / **LATE CITY FINAL** / [nypost.com](http://nypost.com) / **\$2.00**

**THE OSCARS**  
 Hollywood's big night is bizarre  
 PAGES 6, 7, 8 & 9

**KEEP**

"You have rightly Labor leaders are demanded that Mayor de Blasio... on... the..."

**KEEP**

CITY OF NEW YORK  
MANHATTAN COMMUNITY BOARD No. 4  
110 W. 42nd St.  
New York, NY 10119  
P.O. Box 2822  
New York, NY 10119  
Tel: 212-796-4539  
Fax: 212-796-4539  
<http://www.manchb4.com>

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**Gatsby Mansion New York  
LLC.**

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A New Liquor, Wine, Beer & Cider Application for a  
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with Recorded Music, Live Music (Live Piano),  
Immersive Theatre Performance

Tuesday, May 11, 2021  
6:30 PM  
**Registration:**  
[Video/Phone Conference Registration:](https://zoom.us/j/685335685)  
<https://zoom.us/j/685335685>  
**685335685** **GHVCabBstLYA**

We invite you to attend this meeting and learn more about the application for  
the above establishment. Your comments by 2:00 PM on Monday, May 7, 2021.  
Alternatively, you may email your comments to: [CommunityManager.NY@dcnr.gov](mailto:CommunityManager.NY@dcnr.gov)  
For more information, please email [CommunityManager.NY@dcnr.gov](mailto:CommunityManager.NY@dcnr.gov).

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LOWELL D. KERN  
Chair  
JESSICA MARINE  
District Manager

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**THE OSCARS**  
Hollywood's big night is bizarre  
PAGES 6, 7, 8 & 9

Labor leaders are demanding that more police presence at the ceremony to protect the ways to protect workers who have been targeted by unions who wrote during the city going during the pandemic.

**SEE PAGE 5**

**KEEP WORKING**

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New York, NY 10119  
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For more information, please email [CommunityManager.NY@dcnr.gov](mailto:CommunityManager.NY@dcnr.gov).

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