Manhattan Community Board 4 (All Fields Must Be Completed)

NYS Liquor License/DOT Dining Out Stipulations Application

CORPORATION NA	ME		DOING BUSINESS	AS (DBA)					
Verde NY L	LC		Verde NY						
STREET ADDRESS			CROSS STREETS			ZIP CODE			
85 10th, Nev	v York,	NY	On 10th, between W 1	5 Street & W	16th Street	10011			
Applicant	NAME:	Verde NY LLC		NAME:	Max Book	man, Esq	- Pesetsky & Bookman, P.C.		
(Attach a list of all individuals that will be listed/associated	PHONE:		ATTORNEY/ REPRESENTATIVE	PHONE:	212-513-19	988			
with the license)	EMAIL:	cedric@yeeels.com		EMAIL:	EMAIL: max@pb.law / carolina@pb.law				
	NAME:	To be determined		NAME:	85 Tenth	n Avenue	Associates, LLC		
MANAGER	PHONE:		LANDLORD	PHONE:	PHONE: 212-929-8510				
	EMAIL:			EMAIL:	mrastod	ler@realt	ed.com		
APPLICATIO	ON TYP	E (X New York State Liq	uor License	De	pt. of Trai	nsportati	on Dining Out)		
	Has applica	ant owned or managed a similar business?		Y	ES	NO			
⊗ New	What is/wa	is the name and address of establishment?		See List Attached					
	What were	the dates applicant was involved with this for	mer premise?						
O Corp	What is the	license # and expiration date?							
Change/Class Change/Method of	Is applican	t making any alterations or operational change	es?	YI	ES	NO			
Operation Change/Removal	If alteration	ns or operational changes are being made, plea	se describe/list all change	L.					
- Alt - d	What is the	current license # and expiration date?							
(Alteration	Please list/o	describe the nature of all the changes and attac	ch the plans:						
METHOD OF	OPER.	ATION							
TYPE OF ALCOH	OL		O Beer & 0	Cider		○ Wine/E	Beer & Cider		
		⊗ Restaurant ○ Cabaret ○	Night Club O Hote	e O 6	Bar/Tavern	O Ca	atering Establishment		
ESTABLISHMENT TYPE	Γ	Adult Entertainment	Bar O Dance Club	O Spo	orts Bar	Club (Fraterr	nal Organization – Members Only)		
Has applicant filed with the SLA? If yes, when? If no, when does applicant plan to file?			YES NO) Afte	er CB me	eeting			
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 foot radius of the establishment and the Public Interest Statement.			ot YES NO						
	ole? If yes, please attach a diagram worship within a 200 foot radius of	YES NO							
		MCB4 Policy Regarding of Alcoholic-Serving	YES NO						

List of all restaurants from Yeeels Group:

- Verde Paris 24 Avenue George V, Paris, France (2015 Present)
- Verde Beach St. Tropez 149 Road of the Epi, Ramatuelle, France (2019-Present)
- Verde Dubai Restaurant Village Four Seasons Resort Jumeirah 2, Dubai, United Arab Emirates (2019-Present)
- Verde Beach Dubai Jumeirah Beach Hotel Umm Suqeim 3, Dubai, United Arab Emirates (2022-Present)
- Mamamia Paris 5 bis Rue Vernet, Paris, France (2018-Present)
- CouCou Dubai The Palm Tower Level 52 St. Regis, Dubai, United Arab Emirates (2022-Present)

			TUESDA	Y V	WEDNESDAY	THU	RSDAY	FRIDAY	SA	TURDAY	SU	NDAY	
HOURS	Indoors	11am-1am	11am-1a	m	11am-1am	11ar	m-4am	11am-4am	1	1am-4am	11aı	n-1am	
of	Outdoors	Contraction							_				
Operation	Kitchen	11am-1am	11am-1a	m	11am-1am	11ar	m-4am	11am-4am	1	1am-4am	11aı	n-1am	
	Music indoors)	11am-1am	11am-1am		11am-1am	11ar	m-4am	11am-4am	1	1am-4am	11aı	11am-1am	
If yes, what type(s (Circle all that app			BACKGRO	DUND	LIVE MUSIC		DJ	JUKE BOX		KA	RAOKE		
				O	CCUPANCY								
	Purs Cert	oacity suant to dificate of upancy	Maximum Occupancy (Including Employees)	Number of Tables	Number of Seats		umber of e-Only Bars	Number Stand-Up		Number of at Stand-U _l			
INSIDE	21	8*	300	46	250	3950465072	N/A	1		25	0001436129144		
OUTSIDE (Rooftop/Rear Yard/Patio/Terrac /Garden; within the premises)	e									7			
DOT Dining Out: Sidewalk Cafe													
DOT Dining Ou Roadway	t:												
How frequently	will the own	er(s) be at the	establishment	?		Eve	ryday						
Will there be da	ncing?	46,755				YES	NO		ille ex-				
Will applicant h	ave bottle or	table service	for alcohol bev	erages oth	er than	YES	NO						
wine? Will applicant b	e hosting pri	vate promotic	nal or corporat	te events?		YES	NO						
Will outside pro			278		scribe.	YES	NO						
Will applicant have a security plan? If yes, please attach.					(YES)	NO							
Will security plan be implemented?					YES	NO							
Will State certif	ied security p	personnel be u	ised?			YES	NO						
Will New York	Nightlife As	sociation and	NYPD Best Pr	actices be	followed?	YES	NO						
Does applicant a operation?	agree to notif	y MCB4 prio	r to making cha	anges to its	s method of	YES	NO						
Will applicant be describe where of	e using deliv	ery bicycles?	If yes, how ma	my? Please	eliverias?	YES	NO						

^{*}The Certificate of Occupancy will be updated to reflect the proposed occupancy
Business Licenses & Permits Committee

Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly marked with the name as described by NYC Law?	YES	NO	N/A
Where will applicants' own delivery bicycles be parked when not making deliveries?	N	/A	
If applicant is using third party delivery service, where will third party delivery bicycles park?	N	/A	
Where will applicant store its garbage containers when not in use?	0	n-site	
Where will applicant lay out garbage containers and at what time?	Loading dock on 15th St between 10th Ave and Side Highway for overnight/early morning picku		

LOCATION & ZONING			
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	
Does the building have a Certificate of Occupancy ("C of O") or a Letter of No Objection?	YES	NO	
Is a Public Assembly permit required?	YES	NO	
Are your plans filed with DOB?	YES	NO	
What is the zoning designation for this location?		_	
	M1-	5	

Community Notification/Relations									
NOTIFICATION: List all block associations; tenant associations, co-op boards or condo boards of residential	# 1	Completed list supplied by CB4							
	# 2								
buildings; and community groups that applicant has notified	# 3								
regarding its application. For each, please list both the organization and individual you contacted.	# 4								
	# 5								
When did applicant post the notice that	was prov	rided?	October 17, 2024						
Where did applicant post the notice that	was pro	vided?	On the premises and surrounding area						
Please provide dates when applicant me above.	et with th	e groups listed							
Who was your contact person at each group you met with?									
Will applicant provide a cell phone number to neighbors and respond to complaints that arise? If yes, please provide.			VES NO	(208) 682-7701					
Will applicant inform the Community E and/or provide a hyperlink to applicant		3 1	yes No						

Space/Floor	Description/ Use of Space	Capacity	Hours	# of Tables	# of Seats	# of Service- Only Bars	# of Stand-Up Bars/Seats at Bar	Music
5-4 september 20-3 (30-90 september 20-3		DATE OF THE PROPERTY OF THE PR		1 3460/24404400400 80			Dat	
					(6)			

0	ACCOUNT OF REAL PROPERTY.	PROSECULAR DESCRIPTION OF THE PROPERTY OF THE		
State the name and type of business previously located in the space.	L Ate	lier NYC	LLC and Invest Hospitalit	y LLC. Serial No. 1304884
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO	See above	
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO		
Has the applicant/owner(s) read MCB4 ADA Guidelines Memo?	YES	NO		
Is the entrance ADA Compliant?	YES	NO		
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO		
Will applicant have a vestibule within the establishment?	YES	NO		
Will applicant use a storm enclosure?	YES	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?	YES	NO		
Will applicant comply with the NYC noise code?	YES	NO		
Will the establishment have any of the following: (circle all that apply)	FREN	CH DOOR	S GARAGE DOORS	WINDOWS THAT CAN BE OPENED
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	N/A, no window	/S
Will applicant close all windows, French doors, garage doors by 11 p.m. Friday and Saturday and 10 p.m. on all other days even if no music or amplified sound is played inside the establishment?	YES	NO	N/A, no windov	ws
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	NO		
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	YES	NO		
Will the kitchen exhaust system extend to the roof?	YES	NO		
Will the establishment have an illuminated sign?	YES	NO		
Will the establishment have a pole-supporting canopy extending over the sidewalk?	YES	NO		
Where will the air conditioner be located? What type is it?	M	echanica	al Room / Chilled Wate	r Air Handling Units
When was the air conditioner installed?	200	08		

OUTDOOR PRIVATE PROPERTY – ROOFTOP, REAR	YARI	D, TERRACE N/A	
Has the applicant/owner(s) read MCB4 Rear Yard Rooftop Policy?	YES	NO	
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo? If yes, which one(s)?	YES	NO	
Are the floorplans for the outdoor space(s) included?	YES	NO	
Will applicant close and vacate the outdoor space(s) by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	
Will applicant prohibit patrons from drinking in any outdoor space(s)?	YES	NO	
Will there be no amplified music, as per the law?	YES	NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	
Will applicant agree to post signs outside asking customers to respect the neighbors?	YES	NO	
Will applicant agree to train staff to encourage a peaceful environment?	YES	NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants; apartments)	YES	NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	

DEPARTMENT OF TRANSPORATION DINING OUT: SI	DEWA	ALK	IN/A
Has the applicant read MCB4 Sidewalk Café Policy?	YES	NO	
Will applicant be applying for sidewalk seating now or in the future?	YES	NO	No current plans
If you answered no to the question above, jump to the next page			
Did applicant submit an application and dimension site plan at scale to NYC Dept. of Transportation? Please attach a copy of application and plans.	YES	NO	
Will applicant close and vacate the sidewalk and roadway seating by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will applicant respect trees and tree pits and insure the health of the tree?	YES	NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	
Will applicant prohibit patrons from drinking in any outdoor space(s) or adjacent sidewalk?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Will there be no amplified music, as per the law?	YES	NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	
Will there be a staff person responsible to ensure no loitering, noise or crowds outside?	YES	NO	
Will applicant agree not to use propane heaters?	YES	NO	
Will applicant agree to abide by all applicable fire codes, including not blocking fire escapes?	YES	NO	
Will the outdoor dining deposit its garbage in a container on the parking lane?	YES	NO	
Will the café have a 3 foot-wide serving aisle running the entire length of the sidewalk seating?	YES	NO	
Will the sidewalk seating have a platform?	YES	NO	
oes applicant agree to keep the sidewalk clear of all items or obstructions, such s sandwich boards, sidewalk signs, freestanding menus and plants, as per the tw?	YES	NO	
Vill there be a lighting plan that allows safe usage of the outdoor space without isrupting neighbors?	YES	NO	
Will the sidewalk seating block subway grate, utility hardware or Siamese water connection?	YES	NO	
f construction or construction protection has reduced the sidewalk width, will pplicant always maintain an 8-foot clear path of sidewalk between the erimeter of the café and the closes obstruction including construction arricades?			

DEPARTMENT OF TRANSPORATION DINING OUT: RO	OADV	VAY	N/A
Did applicant submit an application and dimension site plan at scale to NYC Dept. of Transportation? Please attach a copy of application and plans.	YES	NO	
f you answered no to the question above, jump to the next page			
Will the roadway structure extend on top of the curb or pedestrian refuge? By now much?	YES	NO	
Will the roadway structure have an ADA compliant ramp (not in the bike lane)?	YES	NO	
Will the roadway structure extend in the striped zone along the bike lane? By how much?	YES	NO	
Will the electric wires be brought over at the roof level?	YES	NO	
Will applicant dismantle and dispose of a shed that is no longer in use, along with its furniture?	YES	NO	
Will there be no music or amplifies sound in any outdoor seating, as per law?	YES	NO	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will applicant close and vacate the sidewalk and roadway seating by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will the Outdoor Dining Sidewalk & Roadway provide no standing space for drinking or smoking?	YES	NO	
Will the service and consumption of alcohol in the Outdoor Dining Sidewalk/Roadway only be via seated food service?	YES	NO	
Vill applicant prohibit patrons from drinking in any outdoor space(s) or adjacent dewalk?	YES	NO	
amplified sound is played inside the establishment, will windows and doors be osed?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
ooes applicant agree to keep the sidewalk clear of all items or obstructions, such s sandwich boards, sidewalk signs, freestanding menus and plants, as per the aw?	YES	NO	
Will applicant respect trees and tree pits and insure the health of the tree?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Will there be a staff person responsible to ensure no loitering, noise or crowds outside?	YES	NO	
Will applicant agree not to use propane heaters?	YES	NO	
Will the outdoor dining deposit its garbage in a container on the parking lane?	YES	NO	

ADDITIONAL STIPULATIONS: (Office Use Only)	
To the extent any additional stipulation on pages 9 and 10 of this application conflic pages 1 – 11 of this application, the stipulations on pages 9 and 10 control.	ts with any response on
pages 1 - 11 of this application, the supulations on pages 9 and 10 control.	

ADDITIONAL STIPULATIONS: (Office Use Only), Continued	
To the extent any additional stipulation on pages 9 and 10 of this application conflicts with any response on	
pages 1 – 11 of this application, the stipulations on pages 9 and 10 control.	

Manhattan Community Board 4 (MCB4) recommends:

(MCB4's recommendation is based on a vote taken at its

December 4, 2024 full board meeting, with 42 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	

O Denial O Approval

MCB4 REPRESENTATIVES

Nelly Gonzalez

MCB4 Assistant District Manager

Frank Holozubiec
MCB4 BLP Committee Co-Chair

Burt Lazarin
MCB4 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 representatives and applicant. These stipulations supersede any oral statements, representations, or prior iterations in connection with this application.

SIGN HERE

Verde NY LLC

PRINT NAME OF APPLICANT

SIGNATURE OF APPLICANT

11/05/2024 Date



Alex from Verde <verdenyc85tenth@gmail.com>

Request to meet re liquor license: 85 10th Ave (Verde NYC)

Alex from Verde <verdenyc85tenth@gmail.com>

Thu, Oct 17, 2024 at 1:54 PM

To: cedric@yeeels.com, "alex@yeeels.com" <alex@yeeels.com>

Bcc: carolina@pb.law, max@pb.law, jerica.lam@compass.com, michael.yadgard@compass.com, ccba.prez@gmail.com. ccba.veep@gmail.com, steve@w15ba.com, info@w15ba.com, kimon@w15ba.com, Paul Groncki <pgroncki@gmail.com>, mattbrob@aol.com, antonellacipollone2000@yahoo.it, bvh.drf@gmail.com, michael_glassman@hotmail.com, judyklein999@gmail.com, wborock@hotmail.com, ccba1001920@gmail.com, mwalshny@gmail.com, robert.simon2267@gmail.com, beacon195@aol.com, germanygerald@aol.com, m@melissa-stern.com, west25thstreetproject@gmail.com, susanb1011@aol.com, maybin.jennifer239@gmail.com, Tina@nakedeyeproductions.com, savvyflix@gmail.com, pamela@angel.net, pjcooke@me.com, dianne2ns@gmail.com, 200west22streetba@gmail.com, thuypham.200w23w24BA@gmail.com, info@2324chelsea.com, glowe@wohlfarth.com, palmermarshall@yahoo.com, davidsloss@gmail.com, cott@habitatmag.com, albertrtaylor@mac.com, eleanor@quiltedcorner.com, 300wba@gmail.com, phyllis.waisman@gmail.com, mig91360@yahoo.com, david@dlesser.com, sandraljacobus@gmail.com, w400ba@gmail.com, kjacobnyc@gmail.com, amyklein724@gmail.com, andyhumm@aol.com, Lttanews@gmail.com, tenants@ltta.info, fdenthunter@gmail.com, dwatersh@gmail.com, neil@neilselkirk.com, hoffmandonj@hotmail.com, wade2084@gmail.com, dwbeard421@me.com, bkd8@cornell.edu, dnehila@gmail.com, westchelseaba@gmail.com, jeanemuniz@gmail.com, bkeany@pennsouth.coop, education@pennsouth.coop, donna@donnalangman.com, jeremy.carmel@gmail.com. john.mudd@usa.net, andrew@gvshp.org, brianscottweber@gmail.com, chelseaw200ba@gmail.com, Chelsea Neighbors Block Association <chelseawest300ba@gmail.com>

Greetings,

My name is Alex, and I am an owner of Verde, and copied is my operating partner, Cedric. We are applying for a liquor license at 85 10th Ave. Our restaurant, Verde, is a dining experience serving Mediterranean cuisine. Verde is a proven concept operating in Dubai, Paris and St. Tropez. We are established restaurant operators and have other brands throughout the world. Now, we are looking forward to launching the Verde brand in NYC. Our method of operation includes:

- Hours of operation will be Sunday Wednesday 11 am 1 am, Thursday Saturday 11 am 4 am.
- · Music will include recorded background music during the day and live disc jockey in the evening.

We will be attending next month's meeting (November 12th) of Manhattan Community Board 4 to present the application and answer questions. Should you have any questions or wish to speak before then, we would be happy to meet virtually.

In addition, given your closeness and longstanding connection to the neighborhood, if there are any other individuals or groups who you believe would be interested in speaking with us before the Community Board meeting, we would welcome their names and contact information.

We look forward to getting to know you and becoming a part of the neighborhood!

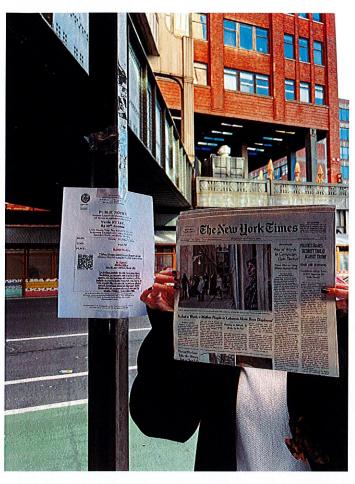
Best, Alex and Cedric





















Proposed Renderings for the space





Security Plan

Security and restaurant staff are trained to check IDs of all guests who order alcohol. Any guest who is under 21 or unable to provide adequate ID will not be served.

Staff will have the right to refuse to serve anyone at their own discretion; this may include anyone who is visibly intoxicated or displaying intoxicated behavior.

Security will be on the premises to help restaurant staff should there be any inappropriate behavior by guests. If necessary, security may ask that individual to leave or be escorted off the premises.

A ratio of 1:75 security staff to guests will be observed. A security supervisor will be on site at all times. Digital video cameras will be in operation at all times.

Security and staff will not allow any alcoholic beverages to be consumed outside of the premises and will ask guests to discard their drinks when leaving the premises. In addition, security and staff are trained to make sure no lines are formed outside the restaurant and that guests do not linger outside.

Guests are encouraged to make dining reservations to manage traffic control and flow into the restaurant.

All security staff will be dressed in suit and tie.

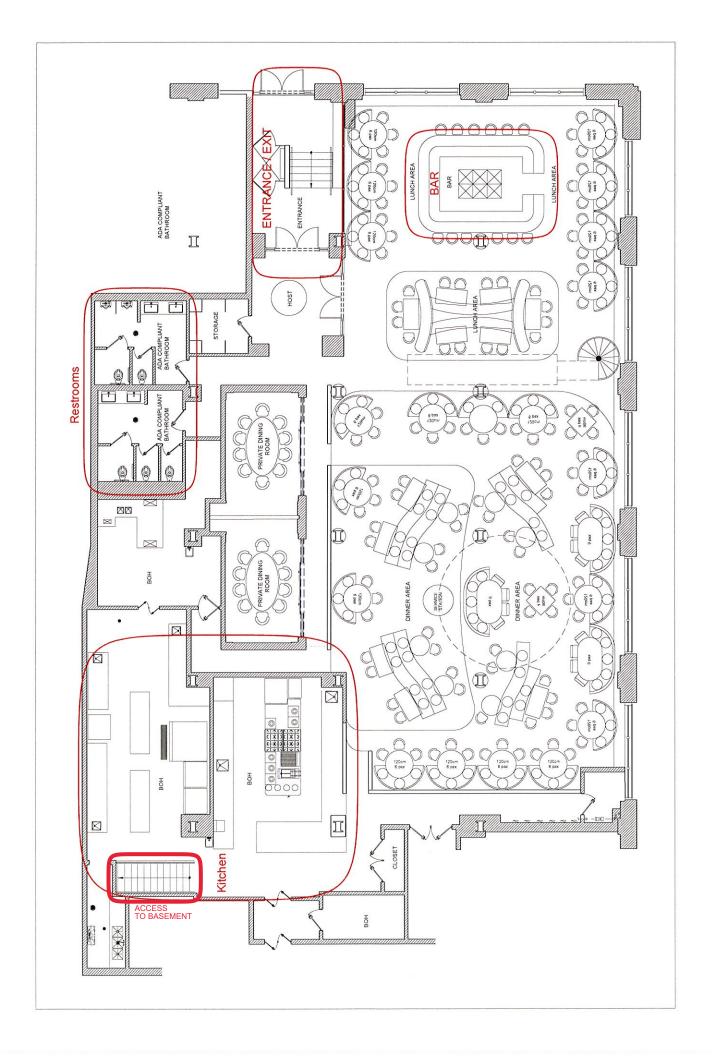
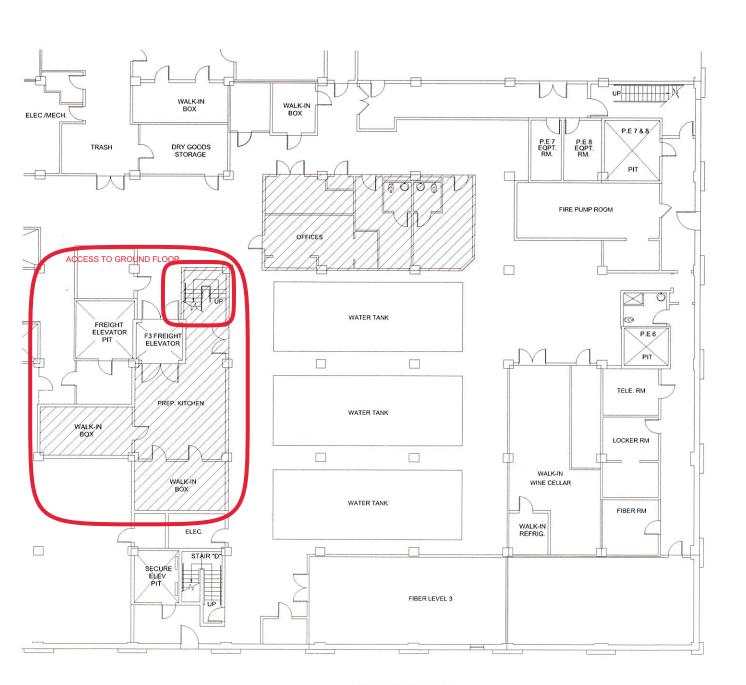


Exhibit "A"
Premises
Page 1 of 2
Lower Level



15TH STREET





GEOTECHNICAL

CONSTRUCTION MANAGEMENT

Fairfield, NJ Fairfield, NJ 07004

Manhattan, NY 104 West 29th Street 10th Floor New York, NY 10001



NYS SLA Transportation Analysis

85 Tenth Avenue Manhattan Community District 4



PREPARED FOR:

VERDE NY LLC. d/b/a VERDE C/O Peyrot & Associates PC 62 William Street, 8th Floor New York, NY 10005

GZA GeoEnvironmental, Inc.

55 Lane Road, Suite 407 | Fairfield, NJ 07004 (212) 594-8140 31 Offices Nationwide www.gza.com Copyright© 2018 GZA GeoEnvironmental, Inc.

November 7, 2024



GZA has reviewed the traffic and parking generation associated with a proposed restaurant seeking a State Liquor Authority (SLA) license 85 Tenth Avenue, a building which occupies the entire block bounded by 10^{th} Avenue, 11^{th} Avenue, W. 15^{th} Street and W. 16^{th} Street, in the Chelsea neighborhood of Manhattan Community District 4. The proposed venue would occupy an approximately 8,014-sf ground corner unit at the intersection of 10^{th} Avenue and W. 15^{th} Street (see **Figure 3**).

Based on our understanding of the venues' operations and patronage, and the area's transportation context, we believe that it can function at this location without adversely affecting traffic or parking conditions in the area. Additionally, we provide steps the operator may explore to ensure that any potential effects on traffic are minimized.

Venue

The proposed restaurant (VERDE) would occupy a space that was previously utilized by similar licensed food and beverage venues. Additionally, it should be noted that adjacent units in the contain other licensed uses, namely the existing Mel's Pizza as well as a ground floor Restaurant that is planned to open in November 2024, replacing a restaurant in the same space that recently closed (former Al Coro). Mel's Pizza Restaurant and the proposed ground floor Restaurant are licensed under the same existing liquor license. Additionally, Community Board 4 recently approved a liquor license application for a private membership club located within the building at the corner of Tenth Avenue and West 16th Street.

The existing and proposed licensed spaces are within 85 Tenth Avenue, an 11-story building that was constructed approximately in 1913 as part of the Nabisco bakery complex, and now contains upper-floor offices, as well as the above-noted restaurant spaces on the ground floor. The building occupies the full block between 10th Avenue, 11th Avenue, W. 15th Street and W. 16th Street. Pedestrian entrances to the building are located on all four frontages; the entrance to the proposed venue that is subject to this application is located on 10th Avenue, north of W. 15th Street. This entrance is also ADA accessible. The building is served by off-street loading berths located on W. 15th Street immediately east of 11th Avenue.

Kitchen and back-of-house spaces for the proposed restaurant will be primarily located on the ground floor with an additional prep area located on the ground floor (see **Figure 5**).

Area Context

The West Chelsea neighborhood in which the venue is to operate features an eclectic mix of commercial, residential, park and cultural land uses. This highly walkable neighborhood, shown in **Figure 1 and 2**, features an active commercial streetscape offering high-quality restaurants, boutique retail and commercial and professional office uses. Major attractions in the area include the High Line and Chelsea Market.

The presence of licensed eating and drinking establishments at 85 Tenth Avenue would be consistent with previous occupancy and would not introduce a new unique traffic-generating element to the project site, or the area.

10th Avenue at the project site is a one-way uptown avenue with four to five lanes of moving traffic, and curbside loading. The curb lane in front of the project site is signed No Standing Any Time. The eastern curb lane opposite the project site is signed No Parking 10AM-10PM Except Sunday, and No Standing



7AM-10AM Except Sunday. W. 16th Street is a one-way eastbound street with one moving lane and an onstreet shared bike lane. Curb lanes on W. 16th Street adjacent to the project site are signed No Standing except authorized Federal Law Enforcement vehicles. W. 15th Street is a one-way westbound with Curb lanes on W. 15th Street adjacent to the project site are signed No Parking Monday-Friday 8AM-6PM. The eastern curb lane of 11th Avenue at the project site is No Standing Any Time, with bus stops for NYC Transit (M12) and tour buses.

Sidewalks surrounding the project site are wide, adequate for the large numbers of workers and visitors in the area. Sidewalks on 10th Avenue and on 11th Avenue at the project site are approximately 15 feet wide, and sidewalks on W. 15th Street and W. 16th Street are approximately 12 feet in width.

The IND A, C, and E trains and the BMT L train stop at 8th Avenue and 14th Street, two blocks east of the project site (see **Figure 4**). Multiple bus lines operate in the area. The crosstown M14 bus operates on 14th Street one block south of the site. The M11 and M12 buses operate, respectively, uptown on 10th Avenue and downtown on 11th Avenue. There are several off-street parking facilities with available parking capacity within a five-minute walk, as detailed in **Table 1** and locations shown in **Figure 4**. The five identified garages have a total combined capacity of 466 spaces.

As also shown in **Figure 4**, there are several CitiBike stations within a short walking distance of 85 Tenth Avenue. CitiBike is an increasing popular mode choice for trips to and from the far west side of Manhattan.

Table 1: Parking within Five Minute Walking Distance

Map ID	Name	Address	Distance	Capacity	Hours
1	S+P Plus (M) 28 10th Avenue	480 West 13th Street	3-minute walk	20	24 Hours
2	MPG Pier 57 Parking LLC	29 11th Ave	3-minute walk	74	6am to Midnight
3	MPG Manhattan Parking Chelsea	450 W. 17th Street	2-minute walk	206	24 Hours
4	MPG MP West 18 LLC	515 W 18th St	3-minute walk	86	6am to Midnight
5	Edison NY Parking LLC	161 10th Ave	4-minute walk	80	24 Hours



Photo 1: View of Site, looking northwest along 10th Avenue and W. 15th Street



Photo 2: View of Site, looking southwest along 10th Avenue





Figure 1: Site Location - Context

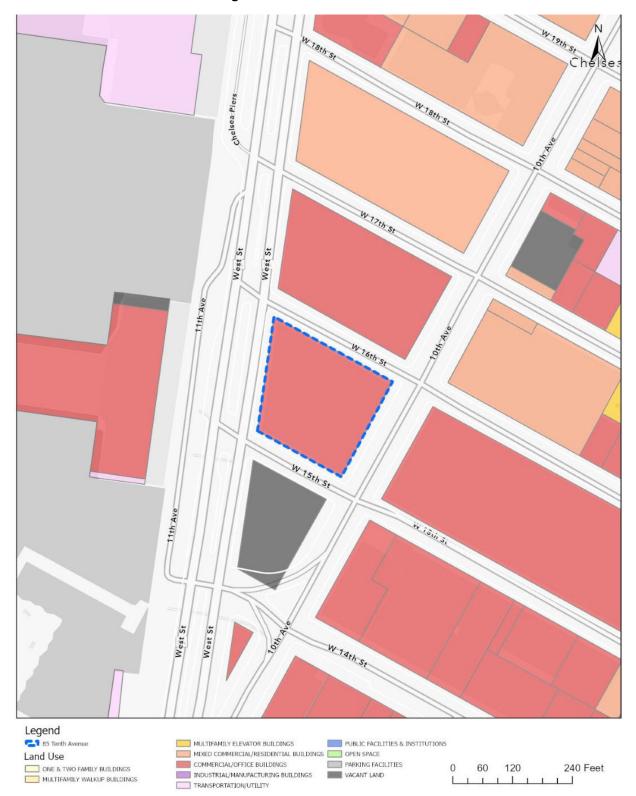




Figure 2: Site Location - Immediate Frontage









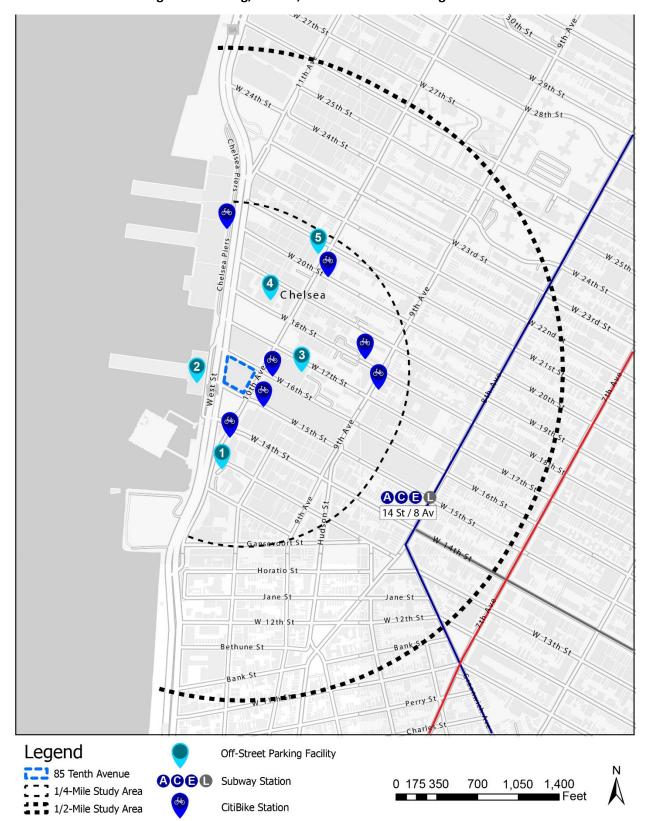


Figure 3: Proposed Venue within the 85 Tenth Avenue Building Footprint

W. 16TH STREET 1-TH AVENUE 10TH AVENUE W. 15TH STREET 102"-9"



Figure 4: Parking, Transit, CitiBike within Walking Distance





Venue Programming & Activities

The proposed venue is expected to have a maximum capacity of 275 patrons (250 table seats and 25 bar stools) with the following hours of operation:

Sunday to Wednesday: 11 AM - 1 AM
 Thursday to Saturday: 11 AM - 4 AM

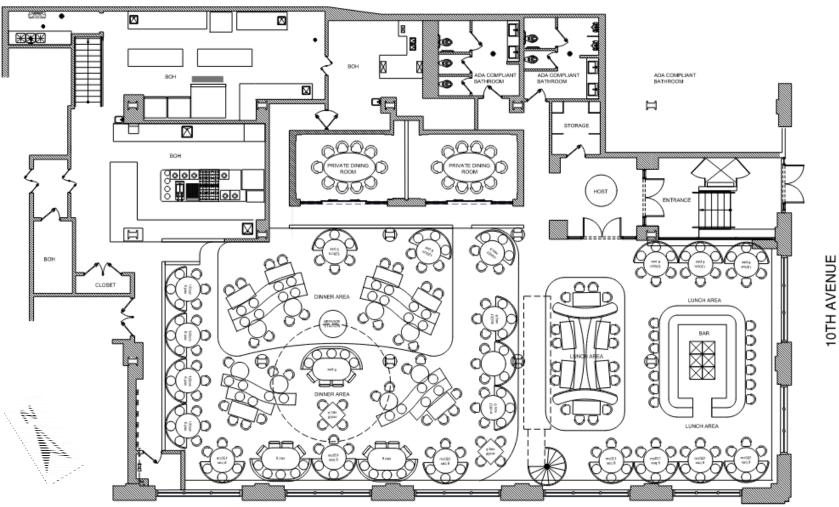
In addition to the restaurant spaces dedicated to patron seating, there are liquor storage and restrooms on the ground floor. The ground floor layout is shown in **Figure 5**.

Delivery & Service Operations

Deliveries and refuse pick-up would primarily occur at the at existing service bays. Deliveries and refuse pick-up would be coordinated to minimize interference with existing traffic operations and with consideration of peak hours for neighboring and site activities. Some smaller deliveries may occur curbside along 10th Avenue and W. 15th Street near the main entrance to the proposed restaurant. To the greatest degree possible, deliveries and trash removal services will be scheduled in coordination with neighboring commercial tenants and staff will be provided to facilitate efficient and fast unloading of deliveries and trash removal.



Figure 5: Restaurant Ground Floor Layout



W. 15TH STREET



Venue Travel Demand Characteristics & Forecasted Trip Generation

To evaluate the traffic generation characteristics of the proposed venue, a travel demand model was developed based on the proposed restaurant using CEQR Technical Manual and Institute of Traffic Engineering (ITE) Manual Trip Generation. The model provides numerical estimates of patrons by mode, i.e., private auto, drop-off via cab/car service, and walk trips from another nearby location or via subway. The purpose of this analysis is to identify the approximate total number of pedestrian and vehicular arrivals to the venue during peak AM, Midday PM, and weekend peak hours that correspond to breakfast, brunch, lunch, and dinner services at the venue. The assumptions used and resulting person trips are identified in **Table 2**, while trip ends by mode are presented in **Table 3**. The model works by applying an overall trip generation rate based on the operating capacity of the venue and then determines the number of trips by peak arrival hour and mode. It should be noted that the modal splits were estimated based on area travel characteristics and represent an average on a typical day, although modal splits may differ between the different peak hours. For example, the pedestrian / bike mode share is expected to be higher during the day and early evening hours than for late night patrons who are expected to use more taxi / for hire car services.

It should be noted that the overall methodology is conservative in estimating generated trips based on total patrons instead of total gross square footage. Furthermore, the model conservatively does not account for pass-by trips, representing patrons who are already traveling to or through the immediate study area enroute to or from a different trip generator.

As shown below in **Table 2**, the proposed venue is anticipated to generate approximately 894, 836, and 558 person trips on a typical Weekday, Saturday, and Sunday, respectively. Based on ITE Trip Generation Manual temporal distribution rates, this would result in a total of 98, 109, and 61 peak hour person trips during the Weekday Midday/PM, Saturday, and Sunday peak periods, respectively.

As shown in **Table 3**, the highest number of peak hour auto (private vehicle) trips is estimated to be 5 trips (in and out combined and assuming an average of two patrons per vehicle). On-street parking in the area is limited and the limited number patrons traveling to the restaurant by private vehicle are expected to primarily park in area parking garages. As shown above in **Table 1** above, area garages within a short walking distance have a total combined capacity of 466 spaces. As such, the parking demand generated by the proposed project is expected to be readily accommodated by area off-street parking garages.

After "balancing" the taxi / car service (Uber, Lyft, etc.) trips, which accounts for the fact that most taxi / car service trips represent two trip-ends and considers a standard Manhattan Central Business District taxi overlap rate of 50 percent (inbound full taxis are assumed to be available for outbound demand), the highest combined peak hour taxi / car service trips are estimated to be 30 trip ends (representing 15 incoming and outgoing taxi / car service trips, assuming an average of two patrons per vehicle). Taxi / car service drop-offs and pick-ups are expected to be dispersed along the 10th Avenue and 15th Street frontages or near the site, depending on available curb side space at any particular moment.





Table 2: Travel Demand Assumptions & Estimated Person Trips

Daily and Peak Hour Person Trips

Size (patrons):	275					
	Trips per patron per day	Daily Person Trips				
Weekday	3.25	894				
Saturday	3.04	836				
Sunday	2.03	558				
	Temporal Distribution	Peak Hour Person Trips				
Weekday MD	11%	98				
Weekday PM	11%	98				
Saturday Peak Hour	13%	109				
Sunday Peak Hour	11%	61				

Modal Split and Directional Distribution

Modal Split and Directional Distribution							
Modal Split:							
Auto	10	%					
Taxi / Ride Hailing	35	%					
Subway / Bus	35%						
Walk	20%						
Directional Distribution:	In	Out					
Weekday MD	59%	41%					
Weekday PM	59%	41%					
Saturday Peak Hour	59%	41%					
Sunday Peak Hour	63%	37%					

Table 3: Estimated Peak Hour Trips by Mode

	Weekday MD Peak Hour			Veekda Peak H	-		Saturo Peak H	-		Sund Peak H		
	In	Out	Total	In	Out	Total	In	Out	Total	In	Out	Total
Auto	3	2	5	3	2	5	3	2	5	2	1	3
Taxi / Car Service (Balanced)	14	14	28	14	14	28	15	15	30	9	9	18
Subway / Bus	20	14	34	20	14	34	23	16	39	13	8	21
Walk	12	8	20	12	8	20	13	9	22	8	5	13

Notes:

Vehicle Occupancy Rate: 2.0 Taxi overlap rate: 50%



The highest number of combined pedestrian trips (including walk trips and patrons walking to and from area subway stations and bus stops) is estimated to be 61 trips (in and out combined). The majority of pedestrian trips is expected to be concentrated along the 10th Avenue frontage enroute to the proposed restaurant's entrance.

Per the City's environmental review standards (as documented in the CEQR Technical Manual), any increase in peak hour pedestrian trips under 200 trips is generally considered a minor order of magnitude that is not expected to significantly congest sidewalks, corners, or crosswalks or significantly worsen existing congestion.

Proposed Venue Traffic and Pedestrians Operations Assessment

The proposed restaurant is not expected to generate significantly more trips or introduce operations that are new to the area or that would significantly affect the vehicular or pedestrian network.

While there is no dedicated curb-side space for taxi drop-offs and pick-ups, taxis may stop in No-Standing curb-side areas along the 10th Avenue and W. 15th Street frontages for the time it takes a passenger to enter the vehicle from the curb or exit the vehicle and get onto the sidewalk. Given general reservation intervals of 15 minutes, it is expected that no more than approximately 4 cabs would be expected to arrive during any 15-minute period or approximately one vehicle every five minutes. As noted above, most patrons arriving in private vehicles are expected to go directly to one of the area off-street parking garages within walking distance and would not occupy any curbside space surrounding the site.

Conclusion & Recommendations

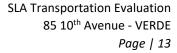
The pedestrian network in the project site's vicinity generally provides ample sidewalk space since pedestrian operations and safety have long been a focus in this area of Manhattan. As such, we believe that the proposed restaurant in conjunction with the other food and beverage establishments can function at this location without adversely affecting pedestrian conditions in the area. Transportation related conflicts with patrons traveling to and from other food and beverage venues within 85 Tenth Avenue are not anticipated.

While this area in Manhattan in proximity to important highway, and tunnel connectors can certainly experience periodic congestion, particularly during the AM and PM commuter rush hours, vehicular trips generated by the proposed venue are expected to peak after the commuter peak periods. As discussed above, the estimated vehicle trips resulting from patrons who would travel to the restaurant via private vehicle and taxi / car service are relatively low and expected to be well dispersed enroute to and from area parking garages and drop-offs and pick-ups along the project site's three out of four frontages.

Restaurant staff would, as an operational standard, provide active management of vehicles dropping off to the greatest extent possible to minimize conflicts with existing parked cars and travel lane movements. It is likely that the learned experience of patrons and management would inform their arrival and departure methods to minimize traffic related issues.

The following measures are recommended:

 During peak hours, staff will be deployed to provide active management of drop-off and pick-up traffic to assure that conflicts with existing parked cars and travel lane movements are minimized.





- Door personnel will monitor the curb-side space along the frontage and provide active management of drop-off and pick-up operations as needed to assure that conflicts with existing parked cars and travel lane movements are minimized.
- Door personnel is aware of the location of taxi ranks, bus stops, subway stations and advises patrons accordingly.

With these measures in place, we believe that the proposed restaurant can function in conjunction with the other food and beverage venues at 85 Tenth Avenue without adversely affecting vehicular traffic and parking conditions in the area.

Respectfully submitted,

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CONSTRUCTION MANAGEMENT

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NYS SLA Acoustic Analysis

85 Tenth Avenue Manhattan Community District 4



PREPARED FOR:

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November 5, 2024



1. OVERVIEW

GZA GeoEnvironmental (GZA) performed an acoustic investigation to evaluate the potential impact of noise generated by a proposed restaurant seeking a State Liquor Authority (SLA) license at 85 Tenth Avenue, at the intersection of Tenth Avenue and West 15th Street in the Chelsea neighborhood of Manhattan Community District 4. The Project Site is shown in **Figure 1** below. The evaluated space includes the 8,014 SF ground floor space at the corner of the building at the intersection of Tenth Avenue and West 15th Street (see **Figure 3**). To evaluate the potential collective impact of music and patron generated noise on adjacent sensitive residential receptors, GZA has performed the following work:

- 1. Monitored existing noise levels outdoors on Tenth Avenue and West 16th Street¹ to establish baseline conditions;
- 2. Estimated the sound levels of the interior spaces and compared them to the approximate attenuation values of the existing facades;
- 3. Estimated the sound levels of potential outdoor queuing² and used distance calculations and the existing ambient sound levels to determine the increase in sound levels at the exterior nearby sensitive uses;
- 4. Compared results to NYC Noise Code.

Site Context

The project site of proposed restaurant at 85 Tenth Avenue context is in the Chelsea neighborhood, directly across Tenth Avenue from the bustling and historic Chelsea Market and less than a block away from the High Line. The entrance to the restaurant is along Tenth Avenue. Tenth Avenue is a one-way three lane street with curbside parking and a bike lane. West 15th Street is a one-way street between Eleventh Avenue and Tenth Avenue and contains a bike line and curbside parking on both side of the street (**Figure 2** below shows this land use context). The proposed restaurant (VERDE) would occupy a space that was previously utilized by similar licensed food and beverage venues. Additionally, it should be noted that adjacent units in the contain other licensed uses, namely the existing Mel's Pizza as well as a ground floor Restaurant that is planned to open in November 2024, replacing a restaurant in the same space that recently closed (former Al Coro). Mel's Pizza Restaurant and the proposed ground floor Restaurant are licensed under the same existing liquor license. Additionally, Community Board 4 recently approved a liquor license application for a private membership club located within the building at the corner of Tenth Avenue and West 16th Street.

¹ Noise levels were recently monitored at these locations for another liquor license application within the 85 Tenth Avenue building. Although these locations are not directly outside of the proposed venue that is subject to this report, they are in close proximity and therefore representative existing exterior noise levels at 85 Tenth Avenue. As such, no new noise data were collected for this report.

² Please note that exterior queuing for restaurant patrons is unlikely as entrance is expected to be primarily reservation based. However, for conservative purposes of, a potential sound impact assessment was performed considering exterior queuing.



Given this context and nature of abutting land uses, the proposed restaurant, is in a context subject to high ambient noise levels, with adjacent land uses that are not considered sensitive to noise in the manner that residential uses are considered and therefore the proposed use, including potential outdoor patron queuing is shown in the following analysis to have a benign effect on adjacent uses as it relates to sound generation. Additionally, there are no residential receptors directly adjacent to the proposed restaurant. The nearest residential building is on the north side of W. 16th Street between 10th and 9th Avenue, approximately 300 to 500 feet from the proposed restaurant.

2. NYC NOISE CODE

The local noise code is set forth in Title 24, Chapter 2 of the New York City Administrative Code.

3.1 § 24-218 General Prohibitions

Section §24-218 addresses unreasonable noise that is not covered by another section of the code. The following sound levels are prohibited by this section:

- Non-impulsive sound measured at 7 dB(A) or more above the ambient sound level at the receiver between the hours of 10:00 P.M. and 7:00 A.M.
- Non-impulsive sound measured at 10 dB(A) or more above the ambient sound level at the receiver between the hours of 7:00 A.M. and 10:00 P.M.
- Impulsive sound measured at 15 dB(A) or more above the above the ambient sound level at the receiver.

2.3 § 24-231 Commercial Music

Section §24-231 addresses music originating from commercial establishments, when measured inside dwelling units. The following limits are provided in this section:

- 42 dB(A) overall sound level.
- 45 dB(A) sound level in any one-third octave band from 65 hertz to 500 hertz.
- 6 dB(C) increase over ambient level, provided that ambient is in excess of 62 dB(C).



Figure 1 – Project Site

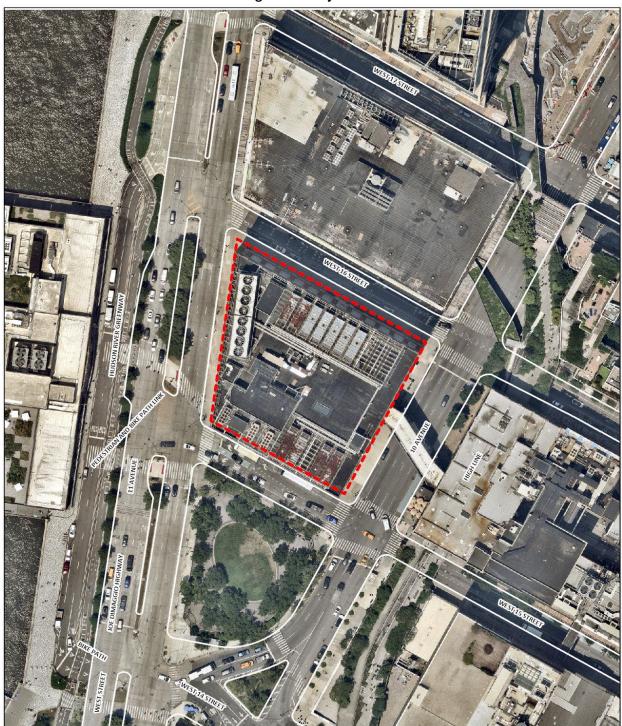










Figure 2 – Land Use

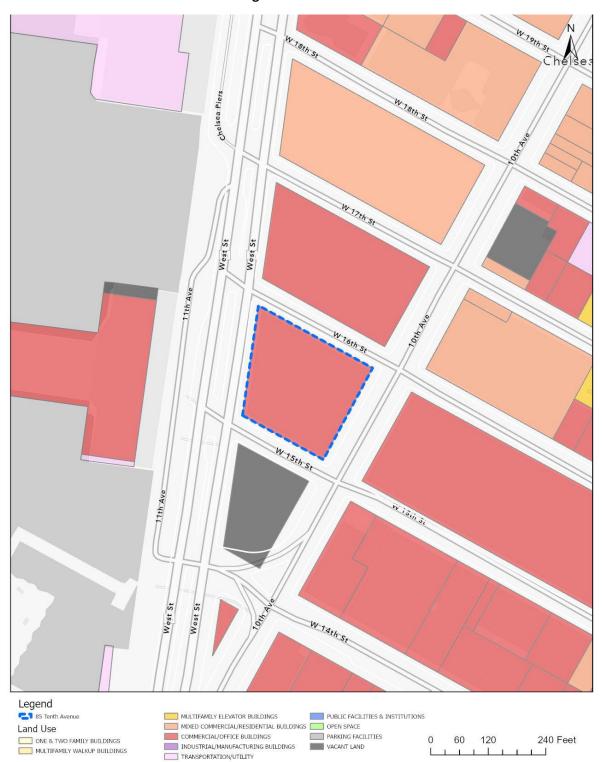




Figure 3: Proposed Venue within the 85 Tenth Avenue Building Footprint

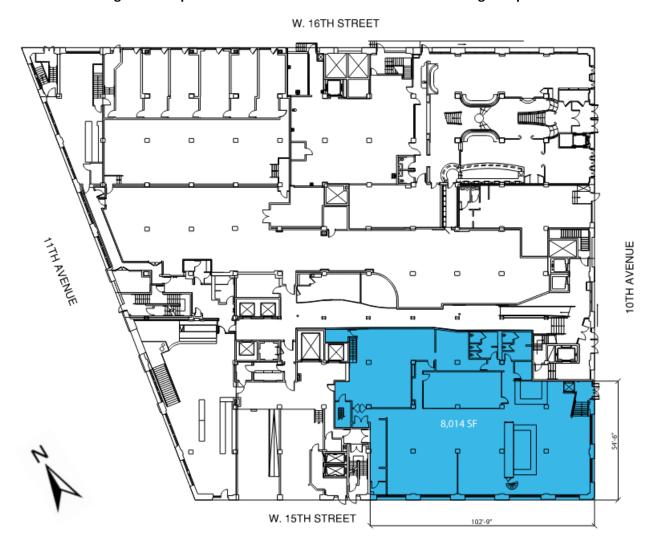




Photo 1: Noise Meter on Tenth Avenue

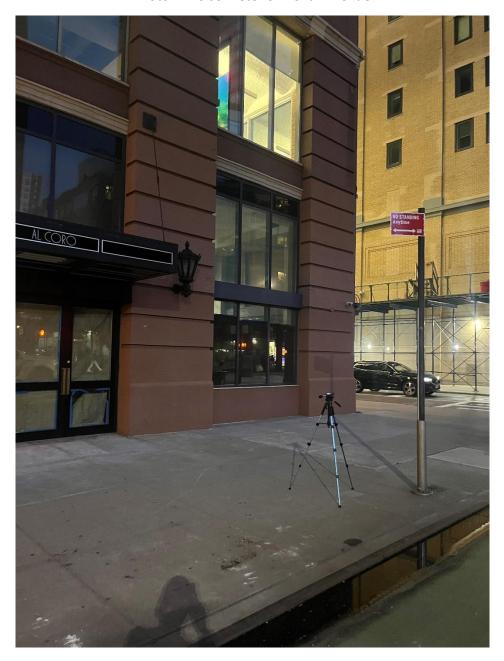
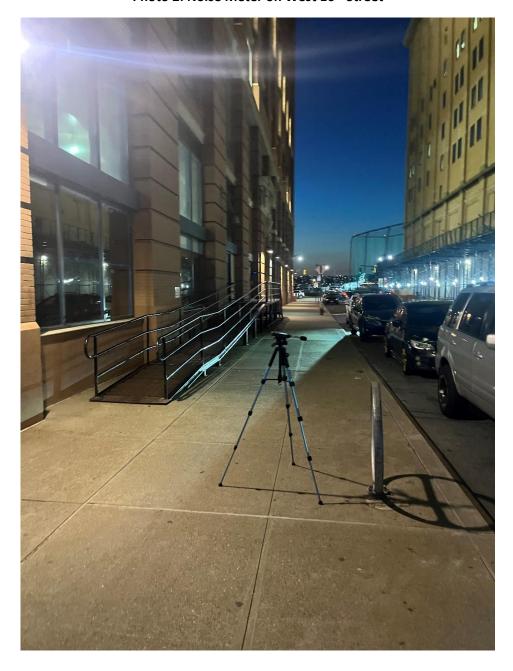




Photo 2: Noise Meter on West 16th Street





3. ACOUSTICAL INVESTIGATION

The proposed licensed spaces are to be located on the ground floor facing Tenth Street and West 15th Street (see **Figure 3**). As the ground floor space has two street facing frontages, an investigation of the sound generated inside the space during operating hours is performed. As stated above, there may be queuing of patrons on the sidewalk.

4.1 Ambient Sound Measurements

To establish existing baseline ambient sound levels, measurements were performed outside on the sidewalk along Tenth Avenue (Noise Monitoring Location 1) and along West 16th Steet (Noise Monitoring Location 2). As noted above, these readings were collected as part another, recent liquor license application for private membership club application at 85 Tenth Avenue. While the Tenth Avenue reading directly applies, the data collected on West 16th Street is assumed to be similar to the sound levels on West 15th Street. The noise monitoring locations are shown as **Figure 4** below.

Table 1 below shows the results of the noise monitoring.

Table 1 – Ambient Noise Monitoring Results

Monday, September 5, 2024							
Location	1	2					
Time	7:40 pm – 8:00 pm	8:01 pm – 8:21 pm					
L _{max}	88.6	80.0					
L ₁₀	71.5	69.5					
L_{eq}	69.1	68.1					
L ₅₀	66.0	67.5					
L ₉₀	63.0	66.0					
L _{min}	60.9	63.6					

These noise readings were collected during the evening hours, to represent the lowest ambient noise conditions during the proposed hours of operation. It is expected that the sound levels will increase above the recorded nighttime levels by approximately 10 dB(A) during daytime hours.



Figure 4 – Ambient Noise Monitoring Locations







4.2 Measurement Equipment

Measurements of the airborne sound pressure levels were performed using a Type 1 Casella CEL-633 sound level meter with wind screen. The monitor was placed on a tripod at a height of approximately four feet above the ground, away from any other noise-reflective surfaces. The monitor was calibrated prior to and following the monitoring session.

4.3 Restaurant Evaluation Results

In the proposed ground floor restaurant, there will be background or DJ music being played. The hours of operation of the indoor spaces are specified in **Table 2** below.

Table 2 – Interior Hours of Operation

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
VERDE	11:00 am –	11:00 am –	11:00 am –	11:00 am	11:00 am –	11:00 am –	11:00 am –
	1:00 am	1:00 am	1:00 am	– 4:00 am	4:00 am	4:00 am	1:00 am

Based on the proposed use of the spaces, a sound level of between 90 to 95 dB(A) can be expected in the interior spaces due to patron generated noise, background music, DJ music. The space was constructed for a previous similar use. The existing commercial grade windows in combination with a masonry façade, can be expected to provide a minimum of 30 dB(A) of attenuation. This would result in a maximum sound level of approximately 65 dB(A) generated from the restaurant directly outside the windows/walls.

Although entrance to the restaurant will be primarily reservation based, there is a chance there may be an outdoor patron queue, which would be managed by a security staff member. It is expected that this queue will not exceed 20 people. The average person speaks at a normal conversation level of 60 dB(A). For conservative purposes, a level of 75 dB(A) was used for the analysis.

Calculations were performed based on the sound level of the potential queue, the sound level of the indoor space, the ambient sound levels, and reference distances. The predicted sound levels are shown in **Tables 3 and 4** below.



Table 3: Expected Outdoor Sound Levels due to Patron Queuing and Indoor Noise Generation –

Location 1

Distance from Potential Outdoor Queuing	Outdoor Noise Level dB(A)	Increase Over Ambient dB(A)
20'	72.26	3.16
50′	69.79	0.69
100′	69.28	0.18

The increase over ambient sound level expected at varying distances from the potential outdoor queuing on Tenth Avenue are as well below the requirements set forth in New York City Administrative Code. Therefore, there is no expected noise impacts related to the potential outdoor patron queuing.

Table 4: Expected Outdoor Sound Levels due to Patron Queuing and Indoor Noise Generation –

Location 2

Distance from Potential Outdoor Queuing	Outdoor Noise Level dB(A)	Increase Over Ambient dB(A)
20'	71.80	3.70
50′	68.95	0.85
100′	68.33	0.23

The increase over ambient sound level expected at varying distances from the potential outdoor queuing on West 15th Street are as well below the requirements set forth in New York City Administrative Code. Therefore, there is no expected noise impacts related to the potential outdoor patron queuing.

4.4 Conclusion

The results of the acoustical monitoring and simulation of potential noise generation associated with the proposed restaurant indicated that even under worst case noise generation assumptions, the ground floor restaurant and assessment of potential outdoor patron queuing (20 persons) would not result in exceedances of the New York City Noise Code at varying distances from the Project Site. The evaluation of potential noise impact was developed on a worst-case basis to assess potential impact i.e., the combination of the lowest outdoor ambient noise monitored and the consideration of continuous noise levels that are well above comparable establishments.

The proposed restaurant is expected to result in no exceedances of the noise levels set in the New York City Administrative Code.

If you have any questions, please do not hesitate to contact me at gene.bove@gza.com or (973-534-4090).

Very truly yours,

GZA GEOENVIRONMENTAL, INC.

Gene Bove Project Manager

Kevin Williams

Vice President / Associate Principal