



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

330 West 42<sup>nd</sup> Street, 26<sup>th</sup> floor New York, NY 10036  
tel: 212-736-4536 fax: 212-947-9512  
www.nyc.gov/mcb4

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COREY JOHNSON  
Chair

ROBERT J. BENFATTO, JR., ESQ.  
District Manager

**BUSINESS LICNESE & PERMITS COMMITTEE**

Item # 4

April 4, 2012

Dennis Rosen  
Chairman  
New York State Liquor Authority  
80 S. Swan Street, 9<sup>th</sup> Floor  
Albany, New York 12210

**Re: Electric Room 16 LLC., Strategic Dream Lounge LLC., Electric Hospitality Inc.  
d/b/a The Electric Room  
355 W 16<sup>th</sup> Street (8<sup>th</sup>/9<sup>th</sup>)**

Dear Chairman Rosen:

Manhattan Community Board 4 (MCB4) recommends **denial** of a new on-premise liquor license to **Electric Room 16 LLC., Strategic Dream Lounge LLC., Electric Hospitality Inc. d/b/a The Electric Room**, **unless** the following stipulations, agreed to by the applicant, is part of the method of operation for this establishment with a capacity of 69, with 9 tables and 40 seats with one stand-up bar.

A signed copy of the questionnaire, stipulations and community agreements are enclosed.

Sincerely,

Corey Johnson  
Chair

Paul Seres  
Co-Chair  
Business License & Permits  
Committee

Lisa Daglian  
Co-Chair  
Business License & Permits  
Committee

# Manhattan Community Board 4

(All Fields Must Be Completed)

## Liquor License Stipulations Application

<b>APPLICANT</b>		<b>DOING BUSINESS AS (DBA)</b>	
Electric Room 16 LLC, Strategic Dream Lounge LLC & Electric Hospitality Inc.		The Electric Room	
<b>STREET ADDRESS</b>		<b>CROSS STREETS</b>	
355 West 16 <sup>th</sup> Street		8 <sup>th</sup> & 9 <sup>th</sup> Avenue	
<b>OWNER</b>	<b>NAME:</b>	See Additional Notes Section (applicant Use)	<b>ATTORNEY</b>
	<b>PHONE:</b>	212-474-9830	
	<b>FAX:</b>	212-474-9831	
<b>MANAGER</b>	<b>NAME:</b>	See Additional Notes Section (Applicant Use)	<b>LANDLORD</b>
	<b>PHONE:</b>	212-420-9420	
	<b>FAX:</b>	212-481-3763	
		<b>NAME:</b>	Russell W. Rosen
		<b>PHONE:</b>	212-603-6321
		<b>FAX:</b>	212-956-2164
		<b>NAME:</b>	346 West 17 <sup>th</sup> Street LLC
		<b>PHONE:</b>	212-474-9874
		<b>FAX:</b>	212-474-9875

### DESCRIPTION OF BUSINESS

Establishment Type:

Bar/Tavern  
  Bed & Breakfast  
  Eating Place Beer  
  Cabaret  
 **Night Club**  
 **Hotel**  
 Restaurant

Catering Establishment  
 Club (Fraternal Organization – Members Only)

Other (Explain): \_\_\_\_\_

Method of Operation:

Restaurant  
 Dance Club  
 Sports Bar  
 Adult Entertainment  
 Wine Bar  
 Pizzeria  
 Cafe

**Other (Explain): Late Night Lounge**

License Type:

**On-Premise**  
 Wine  
 Beer  
 Wine & Beer

<b>APPLICATION TYPE</b> <i>(check one)</i>	<input checked="" type="radio"/> <b>New</b>	Has applicant owned or managed a similar business?	YES	NO
		What is/was the name of establishment?	See attached schedules	
		What is/was the address of the establishment?	See attached schedules	
		What were the dates the applicant was involved with this former premise?	See attached schedules	
	<input type="radio"/> <b>Transfer</b>	What is the prior license #?		
		What is the expiration date on the prior license?		
		Are you making any alterations or operational changes?	YES	NO
		<i>If alterations or operational changes are being made, please attach the plans to this form.</i>		
	<input type="radio"/> <b>Alteration</b>	What is the current license #?		
		What is the expiration date on the current license?		
<i>Please describe the nature of the alterations and attach the plans</i>				

## OPERATIONAL ISSUES

OPERATIONAL ISSUES										
HOURS		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
	<b>Operation</b>	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.
	<b>Music</b>	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.
	<b>Kitchen</b>	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.	10 p.m. – 4 a.m.
OCCUPANCY	INDOOR				BAR			OUTSIDE		
	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Bars	Number of Seats	Number of Tables	
	69	69	9	40	0	1	0	N/A	N/A	
How many floors are there? What is the capacity for each floor? (please respond in space provided)					1-2	3-4	5 +	One floor; capacity 69 persons		
Will you be applying or intending to apply for a cabaret license? If yes, will there be dancing? (please respond in space provided)					YES	NO	N/A			
Will you be hosting private parties and promotional events?					YES	NO	N/A			
Will outside promoters be used?					YES	NO	N/A			
Will the security plan submitted be implemented?					YES	NO	N/A			
Will State certified security personnel be used?					YES	NO	N/A			
Will New York Nightlife Association recommendations and NYPD Best Practices be followed?					YES	NO	N/A			
Will the applicant be using delivery bicycles? If yes, have you applied to DOT for bicycle rack? Delivery bicycles are to be clearly marked with the name of the restaurant and staff will wear attire clearly noting name. (please respond in space provided)					YES	NO	N/A			
Will the applicant be applying for a Sidewalk Café now or in the future? (please respond in space provided)					YES	NO	N/A			
If yes to the above, are plans attached and submitted to DCA? How many tables/seats? (please respond in space provided)					YES	NO	N/A			
Will applicant provide contact information to neighbors and respond to complaints that arise?					YES	NO	N/A			
If you plan to have music, what type(s)?			BACKGROUND	LIVE MUSIC	DJ					

## BUILDING DESIGN

Doors and windows will be closed when any amplified music is played and in the event of no amplified sound, will be closed by 11 PM Friday and Saturday and 10 PM on all other days.	YES	NO	N/A	
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	N/A	

**OUTDOOR ITEMS**

Will applicant use the rooftop, rear yard or any outdoor space?	YES	<b>NO</b>	N/A
If yes to the above, the rear yard, rooftop, and any outdoor space will be closed and vacated by 11 PM on Friday & Saturday and 10 PM on all other days.	YES	NO	<b>N/A</b>
The service and consumption of alcohol in the rear yard, on the rooftop, or in any other outdoor space will be only via seated food service.	YES	NO	<b>N/A</b>
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	YES	NO	<b>N/A</b>
Applicant will do everything in their power to provide an effective sound baffling or sound controlled environment through landscaping or some type of enclosure, where possible; provided they do not violate any fire or building code regulations? This includes possibly working with landlords for soundproofing tenants apartments (such as installing soundproofing windows, acoustical tiles, etc.).	YES	NO	<b>N/A</b>
Applicant will enforce a quiet environment in the outdoor space, so as not to disturb nearby residents (e.g. there will be no amplified music, as per the law, and windows and doors to areas that play amplified music shall be closed). The applicant will make every effort possible to limit the noise emanating from diners by posting signs outside and also on menus asking for respect of the neighbor's privacy and peace. The staff will also encourage a peaceful environment amongst the outdoor diners.	YES	NO	<b>N/A</b>
Applicant will have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	<b>N/A</b>

**LOCATION & ZONING**

Primary Zoning District:	<b>R8B</b>	Overlay (If Applicable):	
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	N/A
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	<b>YES</b>	NO	N/A
Is the 500 Foot Rule or 200 Foot Rule Triggered? If yes, which? Please attach a diagram of the establishments that triggers the rule.	<b>YES</b>	NO	N/A
Is a Public Assembly permit required?	YES	<b>NO</b>	N/A
Are your plans filed with DOB?	YES	NO	<b>N/A</b>
Building Type	<input type="radio"/> Residential <input type="radio"/> Commercial <input type="radio"/> Mixed Use <input checked="" type="radio"/> <b>Other, describe: Transient Hotel</b>		
Adjacent Buildings	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> <b>Mixed Use</b> <input type="radio"/> Other, describe: _____		
<b>NOTIFICATION:</b> What organizations / community groups have you notified regarding your application?	# 1	None	
	# 2		
	# 3		

**ADDITIONAL INFORMATION: (Applicant Use)**

- Owners: Chatwal Family II LLC (Pardaman Chatwal, Vikram Chatwal and Vivek Chatwal)
- Managers: Ninth Avenue Hospitality LLC (Noah Tepperberg, Jason Strauss, Marc Parker and Richard Wolf) and Electric Hospitality Inc. (Nur Khan)
- This venue is currently owned and operated by affiliates under the Hotel Liquor licenses in the names of Avenue Restaurant LLC., Northquay Properties LLC (both owned by Chatwal Family II LLC.), Strategic Dream Restaurant LLC (owned by Ninth Avenue Hospitality LLC). Electric Hospitality Inc., is also on the hotel license. Avenues also owns the venues known as Marble Lane, The Gallery and The Beach at Dream Downtown. Strategic Dream Restaurant LLC manages all three venues, Electric Hospitality Inc., has no relation to these venues.
- The purpose of applying for a separate OP License is to allow the venue to have its own template both with the SLA and credit card companies showing the trade name "Electric Room". The current template for the hotel license shows only the trade names "Marble Lane" and "The Beach at Dream Downtown". This change is being done to satisfy the NYPD and to avoid charge-backs from credit card companies where a cardholder denies he or she was ever a patron of either Marble Lane or The Beach at Dream Downtown.
- There will be no change in the operation of the facility

**ADDITIONAL NOTES: (Office Use Only)**

**ADDITIONAL STIPULATIONS: (Office Use Only)**

- **This application is for a corporate change only**

Licenses in which Pardaman Chatwal (principal of Electric Room 16, LLC) currently has an interest.

<u>Name/Address</u>	<u>License #</u>	<u>Date Acq'd</u>	<u>Interest</u>
1, 130 West 44 <sup>th</sup> Hotel Associates LLC t/a The Chatwal Hotel 130 West 44 <sup>th</sup> Street New York, New York	1 NEW HL 1214038/37	9/10	51 %
2. 44 Restaurant LLC t/a The Lambs Club 130 West 44 <sup>th</sup> Street New York, New York	1 NEW HL 1214038/37	9/10	51 %
3. Northquay Properties LLC t/a Dream Downtown Hotel 355 West 16 <sup>th</sup> Street New York, New York	1 NEW HL 1250744/45/46	5/11	51 %
4. Avenue Restaurant LLC t/a Marble Lane, The Beach at Dream Downtown and The Electric Room 355 West 16 <sup>th</sup> Street New York, New York	1 NEW HL 1250744/45/46	5/11	51 %
5. Las Ramblas Restaurant LLC t/a Romero New York 355 West 16 <sup>th</sup> Street New York, New York	1 NEW OP 1250718	8/11	51 %

Licenses in which Vikram Chatwal (principal of Electric Room 16, LLC ) currently has an interest:

<u>Name/Address</u>	<u>License #</u>	<u>Date Acq'd</u>	<u>Interest</u>
1. Regency Restaurant LLC 234 West 48 <sup>th</sup> Street New York, New York	1 HL 1089	9/10/98	Chatwal 1% Ascot 98%
2. 30 W. 52 Restaurant LLC 30 West 52 <sup>nd</sup> Street New York, New York	1 NEW OP 8034	3/1/01	Chatwal 1% Ascot 98%
3. Broadway Regency Restaurant LLC 210 West 55 <sup>th</sup> Street New York, New York	1 NEW OP 1126813/14	8/26/02	Chatwal 1% Ascot 98%
4. Broadway 55 <sup>th</sup> Lounge LLC 210 West 55 <sup>th</sup> Street New York, New York	1 NEW OP 1154069	8/31/04	Chatwal 1% Ascot 99%
	NEW HL 1157832	12/05	
5 790 Lounge LLC t/a Lounge XVI 790 Eighth Avenue New York, New York	1 NEW OP 1196002	4/08	Chatwal 1% Ascot 99%
6, 130 West 44 <sup>th</sup> Hotel Associates LLC t/a The Chatwal Hotel 130 West 44 <sup>th</sup> Street New York, New York	1 NEW HL 1214038/37	9/10	24 1/2 %
7. 44 Restaurant LLC t/a The Lambs Club 130 West 44 <sup>th</sup> Street New York, New York	1 NEW HL 1214038/37	9/10	24 1/2 %
8. Northquay Properties LLC t/a Dream Downtown Hotel 355 West 16 <sup>th</sup> Street New York, New York	1 NEW HL 1250744/45/46	5/11	24 1/2 %
9. Avenue Restaurant LLC t/a Marble Lane, The Beach	1 NEW HL 1250744/45/46	5/11	24 1/2 %



at Dream Downtown and The  
Electric Room  
355 West 16<sup>th</sup> Street  
New York, New York

10. Las Ramblas Restaurant LLC t/a Romero New York 355 West 16 <sup>th</sup> Street New York, New York	1 NEW OP 1250718	8/11	24 ½ %
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Other licenses not current.

<u>Name/Address</u>	<u>License #</u>	<u>Date filed</u>	<u>Disposition</u>
1. 210 Sports Café Corp. 208 West 70 <sup>th</sup> Street New York, New York	OP6808	Corp. change 1995	License surrendered
2. Crown Restaurant LLC 234 West 48 <sup>th</sup> Street New York, New York	OP98280903	3/2/98	Cond. Approval; abandoned
3. Sceptor Café Inc. 1750 Broadway New York, New York	RW 34380	3/2/02	License surrendered
4. 210 W 55 <sup>th</sup> LLC 210 West 55 <sup>th</sup> Street New York, New York	061 NEW OP 11549661	8/31/04	Cond. Approval abandoned
5. 790 Lounge LLC 790 Eight Avenue New York, New York	NEW OP 1161530/31	2/8/05	Cond. Approval abandoned
6. Broadway 55 <sup>th</sup> Lounge LLC t/a Amalia Restaurant 204 West 55 <sup>th</sup> Street New York, New York	11281447	2/07	Lease assigned

Licenses in which Vikram Chatwal (principal of Electric Room 16, LLC) currently has an interest:

<u>Name/Address</u>	<u>License #</u>	<u>Date Acq'd</u>	<u>Interest</u>
1. Regency Restaurant LLC 234 West 48 <sup>th</sup> Street New York, New York	1 HL 1089	9/10/98	Chatwal 1% Ascot 98%
2. 30 W. 52 Restaurant LLC 30 West 52 <sup>nd</sup> Street New York, New York	1 NEW OP 8034	3/1/01	Chatwal 1% Ascot 98%
3. Broadway Regency Restaurant LLC 210 West 55 <sup>th</sup> Street New York, New York	1 NEW OP 1126813/14	8/26/02	Chatwal 1% Ascot 98%
4. Broadway 55 <sup>th</sup> Lounge LLC 210 West 55 <sup>th</sup> Street New York, New York	1 NEW OP 1154069	8/31/04	Chatwal 1% Ascot 99%
	NEW HL 1157832	12/05	
5 790 Lounge LLC t/a Lounge XVI 790 Eighth Avenue New York, New York	1 NEW OP 1196002	4/08	Chatwal 1% Ascot 99%
6, 130 West 44 <sup>th</sup> Hotel Associates LLC t/a The Chatwal Hotel 130 West 44 <sup>th</sup> Street New York, New York	1 NEW HL 1214038/37	9/10	24 1/2 %
7. 44 Restaurant LLC t/a The Lambs Club 130 West 44 <sup>th</sup> Street New York, New York	1 NEW HL 1214038/37	9/10	24 1/2 %
8. Northquay Properties LLC t/a Dream Downtown Hotel 355 West 16 <sup>th</sup> Street New York, New York	1 NEW HL 1250744/45/46	5/11	24 1/2 %
9. Avenue Restaurant LLC t/a Marble Lane, The Beach at Dream Downtown and The	1 NEW HL 1250744/45/46	5/11	24 1/2 %

t/a Marble Lane, The Beach  
at Dream Downtown and The  
Electric Room  
355 West 16<sup>th</sup> Street  
New York, New York

1250744/45/46

10. Las Ramblas Restaurant LLC  
t/a Romero New York  
355 West 16<sup>th</sup> Street  
New York, New York

1 NEW OP  
1250718

8/11

24 ½ %

Other licenses not current.

<u>Name/Address</u>	<u>License #</u>	<u>Date filed</u>	<u>Disposition</u>
1. Sceptor Café Inc. 1750 Broadway New York, New York	RW 34380	3/2/02	License surrendered
2. 210 W 55 <sup>th</sup> LLC 210 West 55 <sup>th</sup> Street New York, New York	061 NEW OP 11549661	8/31/04	Cond. Approval abandoned
3. 790 Lounge LLC 790 Eight Avenue New York, New York	NEW OP 1161530/31	2/8/05	Cond. Approval abandoned.
4. Broadway 55 <sup>th</sup> Lounge LLC t/a Amalia Restaurant 204 West 55 <sup>th</sup> Street New York, New York	11281447	2/07	Lease assigned

**Licensees in which Noah Tepperberg (principal of Electric Room 16, LLC) currently has an interest:**

<u>Name/Address</u>	<u>License #</u>	<u>Date Acq'd</u>	<u>Interest</u>
10 <sup>th</sup> Avenue Hospitality Group LLC d/b/a Marquee	1139450 1139451 1139452	12/03	29.25%
Chelsea Hospitality Partners LLC d/b/a Avenue	1221455 1221456	7/09	26.015%
West 17 <sup>th</sup> Street Italian Restaurant LLC d/b/a Artichoke Basille's Pizza & Bar	1257499	11/10	22.50%
Artichoke Macdougall LLC d/b/a Artichoke	1251476	7/11	23.25%
Madison Entertainment LLC d/b/a Lavo	774733	8/10	13.5015%

**Licensees in which Jason Strauss (principal of Electric Room 16, LLC) currently has an interest:**

<u>Name/Address</u>	<u>License #</u>	<u>Date Acq'd</u>	<u>Interest</u>
10 <sup>th</sup> Avenue Hospitality Group LLC d/b/a Marquee	1139450 1139451 1139452	12/03	29.25%
Chelsea Hospitality Partners LLC d/b/a Avenue	1221455 1221456	7/09	26.015%
West 17 <sup>th</sup> Street Italian Restaurant LLC d/b/a Artichoke Basille's Pizza & Bar	1257499	11/10	22.50%
Artichoke Macdougall LLC d/b/a Artichoke	1251476	7/11	23.25%
Madison Entertainment LLC d/b/a Lavo	774733	8/10	13.5015%

**RIDER TO MARC PACKER PERSONAL QUESTIONNAIRE**

Asia Five Eight LLC  
42-44 East 58<sup>th</sup> Street  
New York, New York 10022

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Serial#: 1106922

1999

Owner

1999 - Date

48<sup>th</sup> Restaurant Associates LLC  
145 East 48<sup>th</sup> Street  
New York, New York  
Owner

1999 - Date

57<sup>th</sup> Restaurant Associates LLC  
60 West 57<sup>th</sup> Street  
New York, New York  
Restaurant

1996-1999

Diamond Jim's Steakhouse  
229-233 Park Avenue  
New York, New York  
Restaurant

1993- Date

Motorcycle Equities  
1370 6<sup>th</sup> Avenue  
New York, New York  
Restaurant

1985 - 1996

229 Park Rest Inc.  
229 Park Avenue South  
New York, New York  
Restaurant

BROADWAY RESTAURANT ASSOCIATES LLC  
1515 BROADWAY  
NEW YORK, NY 10036  
1159031  
2004

## LIQUOR LICENSE HISTORY FOR RICHARD WOLF

### **57<sup>th</sup> Street Restaurant Associates LLC**

*Rue 57*

60 W. 57<sup>th</sup> Street

New York, NY 10019

(212) 307-5656

Title: Member  
Serial #: 1026500  
Date: 1999 – Active

### **48<sup>th</sup> Street Restaurant Associates LLC**

*Avra Estiatorio*

141 E. 48<sup>th</sup> Street

New York, NY 10017

(212) 759-8550

Title: Member  
Serial #: 1026090  
Date: 2000 – Active

### **Asia Five Eight, LLC**

*TAO New York*

42-44 E. 58<sup>th</sup> Street

New York, NY 10022

(212) 888-2288

Title: Managing Member  
Serial #: OP1106922252 (main) / OP1114285901 (mezz)  
Date: 2000 – Active

### **Territory 99**

*The Stanton Social*

99 Stanton Street

New York, NY 10002

(212) 995-0099

Title: Managing Member  
Serial #: 1103862  
Date: 2005 – Active

**Madison Entertainment LLC**

*Lavo Restaurant & Nightclub*

39 E. 58<sup>th</sup> Street

New York, NY 10022

(212) 750-5588

Title: Managing Member  
Serial #: 1240609 (Restaurant) / 1240611 (Nightclub)  
Date: 2010 – Active

**Guapo Bodega, LLC**

*Beauty & Essex*

146 Essex Street

New York, NY 10002

(212) 614-0146

Title: Managing Member  
Serial #: 1246348  
Date: 2010 – Active

**Diamond Jim's Steakhouse**

*Angelo & Maxie's*

229-233 Park Avenue South

New York, NY 10003

(212) 220-9200

Title: Managing Member  
Serial #: Business Sold  
Date: 1996 to 1999 – Not Active

