

DRAFT

1
2
3
4 **Business License and Permits Committee – South** **Item #: 20**

5
6 November , 2010

7
8 Mr. Dennis Rosen, Chairman
9 New York State Liquor Authority

10
11 **Re: NY 27 Entertainment Group LLC d/b/a Pink Elephant**
12 *530 West 28th Street (10th/11th)*

13
14 Dear Chairman Rosen:

15
16 Manhattan Community Board 4 (MCB4) recommends denial of the
17 application of NY 27 Entertainment Group LLC d/b/a Pink Elephant for a
18 new cabaret liquor license, unless the following stipulations, agreed to by the
19 applicant, are part of the method of operation for this establishment:

- 20
- 21 • Hours of operation for the larger of the two spaces in the venue with
22 its entrance on West 27th Street will be from no earlier than 10 p.m. to
23 no later than 4 a.m. Friday and Saturday. Other days will be reserved
24 for private events which will not commence no earlier than 6 p.m.
 - 25 • Hours of operation for the smaller of the two spaces in the venue with
26 its entrance on West 28th Street will be from no earlier than 10 p.m. to
27 no later than 4 a.m. Wednesday through Sunday. Monday and
28 Tuesday will be reserved for private events which will not commence
29 no earlier than 6 p.m.
 - 30 • The establishment will have a capacity of no more than 1,950 people
31 in the larger space and no more than 360 people in the smaller space.
32 In the two spaces together there will be no more than 110 tables
33 seating 500 people. There will be no more than three service only bars
34 and three stand-up bars with no seating.
 - 35 • The applicant will have live music and a DJ and will retain the
36 services of a certified sound engineer to assure that any sound

1 generated will be effectively baffled and as well as can be contained
2 within the space.

- 3 • The applicant will assume responsibility on nights of operation to
4 fully clean the entire north side of W. 27th Street and the north side of
5 W. 28th Street immediately opposite to its entrances and exits.
- 6 • There will be no outside promoters.
- 7 • The applicant will implement the security plan submitted to MCB 4
8 which among other items states that there will be on duty one security
9 person for each 50 patrons including a minimum of four stationed
10 outside near the entrance. The applicant will only use state certified
11 security personnel.
- 12 • Overall, the applicant agrees to follow the Best Practices Guidelines
13 as outlined by the New York Nightlife Association, which was
14 developed in cooperation with the New York City Police Department.

15 A signed copy of the stipulations is enclosed. This is application for a new
16 club located in a four story commercial building on the south side of West
17 28th Street to the west of the Highline in an area zoned M1-5 although some
18 parcels have been rezoned as C-6. Among other uses permitted in this
19 designation is entertainment. The club and lounge will operate in the shell of
20 two previously existing venues that have ceased business operations.

21
22 Sincerely,

23
24

John Weis
Chair
Manhattan Community
Board 4

Paul Seres
Co-Chair
Business License &
Permits Committee -
South

Burt Lazarin
Co-Chair
Business License &
Permits Committee - South

25

26