



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003
Phone: (212) 533-5300 - Fax: (212) 533-3659
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:
http://www.nyc.gov/html/mancb3/html/sla/community_groups.shtml
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license alteration of an existing liquor license corporate change

Check if either of these apply:

- sale of assets upgrade (change of class) of an existing liquor license

Today's Date: April 22, 2014

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Is location currently licensed? Yes No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Full Service Restaurant

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 94 Rivington Street, New York, NY 10002

Cross streets: Orchard and Ludlow

Name of applicant and all principals: Alpha 94 LLC, Sophien Bennaceur

Trade name (DBA): Rouge NYC

PREMISE:

Type of building and number of floors: Mutli-family

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages?
(includes roof & yard) Yes No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any
back or side yard use? Yes No What is maximum NUMBER of people permitted? 25

Do you plan to apply for Public Assembly permit? Yes No

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> -
please give specific zoning designation, such as R8 or C2):
C4-4A

PROPOSED METHOD OF OPERATION:

Will any other business besides food or alcohol service be conducted at premise? Yes No

If yes, please describe what type: Restaurant

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Sunday 8am-10pm, Mon-Wed 8am-11pm, Thu-Sat 8am-midnight

Number of tables? 3 Number of seats at tables? 14

How many stand-up bars/ bar seats are located on the premise? 1

(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order,
pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): 14' x 3' located at rear of premises

Does premise have a full kitchen? Yes No? FULL KITCHEN

Does it have a food preparation area? Yes No (If any, show on diagram)

Is food available for sale? Yes No If yes, describe type of food and submit a menu
breakfast, lunch and dinner -- see menu

What are the hours kitchen will be open? All hours To within 30 minutes of closing

Will a manager or principal always be on site? Yes No If yes, which? _____

How many employees will there be? approx 10

Do you have or plan to install French doors accordion doors or windows?

Will there be TVs/monitors? Yes No (If Yes, how many?) _____

Will premise have music? Yes No

If Yes, what type of music? Live musician DJ Juke box Tapes/CDs/iPod

If other type, please describe _____

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: basic sound system 4 speakers.

Will you host any promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")

We will have staff to keep sidewalk clear--any patrons waiting for seats will give cell# and be contacted to be seated
Will there be security personnel? Yes No (If Yes, how many and when) _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Noise inside will be managed by low volume music and soundproofing, outside by closed doors/windows
Do you have or plan to install sound-proofing?

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? Yes No

If yes, please indicate name of establishment: La Maison

Address: 22 Washington Avenue, Miami Beach FL Community Board # _____

Dates of operation: Current

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business _____

Has any principal had SLA reports or action within the past 3 years? Yes No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate **Bar, Restaurant**, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? One (1)

How many On-Premise (OP) liquor licenses are within 500 feet? 17

Is premise within 200 feet of any school or place of worship? Yes No

COMMUNITY OUTREACH:

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.

1. I agree to close any doors and windows at 10:00 P.M. every night?
2. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than ____ DJs/ promoted events per ____, more than ____ private parties per ____
3. I will play ambient recorded background music only.
4. I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5. I will not seek a change in class to a full on-premise liquor license. Or my business plan is to seek an upgrade at a later date.
6. I will not participate in pub crawls or have party buses come to my establishment.
7. I will not have a happy hour. Or Happy hour will end by 8pm.
8. I will not have wait lines outside. There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9. Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Rouge NYC

Menu

BREAKFAST

café
café américain
the mariage frères
chocolat chaud

orange presee
pamplemousse presse

CONTINENTAL

the/café/choc
orange/pamplemousse
viennoiserie/demie baguette
beurre et confiture

METROPOLITAN

the/café/choc
orange/pamplemousse
viennoiserie/ficelle
beurre et confiture
oeufs au plat/brouillé/bacon ou saumon fumé

OEUFS

brouillés
au plat
a la coque
sup bacon
sup saumon fumé

VIENNOISERIE

pain au chocolat
croissant
demi baguette beurre et confiture

MENU

L'oeuf dans tous ses états

(brouillé, au plat ou a la coque, avec ou sans bacon/saumon)

salade cafe Marly

(haricots verts fins, champignons de paris emincés, lamelle de san Daniele)

La nicoise façon "Rouge nyc"

(tomates, haricots verts, oignons rouges, thon rouge frais, olives noires provençales, oeufs, céleri, anchois en filet)

carpaccio de boeuf facon Harry's bar

(fines tranches de boeuf cru, pignons de pin et rucola, avec ou sans copeaux de parmesans et mayonnaise harry's bar)

La quiche de ma grand mere

(fond de pate sablée, creme fraiche, lardons et fromage de gruyere le tout gratiné, sur un lit de mâche assaisonnée)

"Pan bagna" la salade nicoise dans un sandwich

(pain rond, tomates, oignons, oeufs durs, anchois, thon cuit, celeri, olives, vinaigrette a l huile d olive)

Filet de Boeuf en baguette

(demie baguette a la française, mayonnaise façon rouge nyc, filet de boeuf emincé et son jus, poivre)

Assiette de saumon fumé

(saumon fumé tranché fin simplement citronné et accompagné de crème fraiche, toast brioché)

Foie gras de canard poellé

(tranche de pains grillé, lit de pommes caramélisées et tranche de foie gras poêlée, gros sel de guerande)

Assiette de fromages affinés

(brie de meaux, parmesan reggiano, petit chèvre chabichou, confiture de figues et pain grillé)

Charcuterie

(bresaola, san danielle, mortadelle et saucisson, beurre et baguette, et cornichons biensur)

Tarte aux pommes caramélisées

(pate sablée, pommes caramélisées au four, glaçage au sucre)

Sorbet de chez Barbarac

(citron, mandarine, poire)

Macaron géant
(meringue en macaron a la fraise au chocolat ou a la pistache)

POUR VOUS ACCOMPAGNER (en tapas)

petites sèches
olives tièdes
saucisson
stick de mozzarella
rilette de thon

GARDE MANGER

sel/poivre/huiles d olives/beurre/beurre salé/huile tournesol/sucre/sucre glace/sel de
guerande/confiture fraise et figues/cornichons/olives noires denoyautées aux herbes

Brioche/baguette/petit pain de campagne/pain rond/croissant/pain au choc/panure de pain

oeufs/lait/creme fraiche/mozzarella/meule de parmesan/brie de meaux/chabichou/gruyere
rapé/creme fraiche

saucisson/bresaola/demi san danièle/lard en tranche

filet de thon/saumon fumé/ anchois/petites seches

champignons de paris/tomates coeur de boeuf/haricots verts fins/rucola/mache/echalottes
rouge/celeri/pommes golden/citron

1/2 filet de boeuf/carpaccio de boeuf pre tranché

sorbets

Proximity Report for Location:

April 22, 2014

94 RIVINGTON ST, New York, 10002

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
SALGIRAH CORP	141 ESSEX ST	365 ft
FLYNN MCCLURE INC	100 STANTON ST	475 ft
JADE FOUNTAIN LIQUOR CORP	123 DELANCEY STREET	720 ft
KK & HZ LLC	101 ALLEN ST	780 ft
EAST HOUSTON STREET WINE & LIQUOR INC	250 E HOUSTON ST	1115 ft
TURTLE DOVE LLC	28 30 CLINTON ST	1175 ft
OCEAN WINE & SPIRIT INC	297 GRAND ST	1325 ft

Churches within 500 Feet

Name	Approx. Distance
Congregation Shaarai Shomoyim	350 ft

Schools within 500 Feet

Name	Address	Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
INOVATIVE RESTAURANTS LLC	133 LUDLOW STREET AKA 98 RIVIN	75 ft
KELTIC LOUNGE INC	132 LUDLOW ST	100 ft
NYLA CAFE LLC	126 LUDLOW ST	110 ft
BRACKLUINN REST INC	137 LUDLOW STREET	120 ft
PUB 138 INC	138 LUDLOW STREET	150 ft
CODA DI BUE LLC	78 84 RIVINGTON ST	155 ft
DOWNTOWN LLC THE	107 RIVINGTON ST	160 ft
A HALIBUT INC	138 ORCHARD ST	175 ft
ORCHARD FOODS INC	152 ORCHARD STREET	195 ft
CAMILLE PRODUCTIONS LLC	110 RIVINGTON STREET	230 ft
MCFNY LLC	154 ORCHARD ST	230 ft
NYCJB S LLC	112 RIVINGTON STREET	255 ft
131 ORCHARD STREET RESTAURANT LLC	131 ORCHARD ST	265 ft
BG BAR INC	113 LUDLOW ST	275 ft
133 ESSEX RESTAURANT LLC	133 ESSEX ST	305 ft
137 ESSEX ST RESTAURANT INC	137 ESSEX STREET	320 ft
PENNSYLVANIA JAYCOX INC	118 RIVINGTON STREET	325 ft

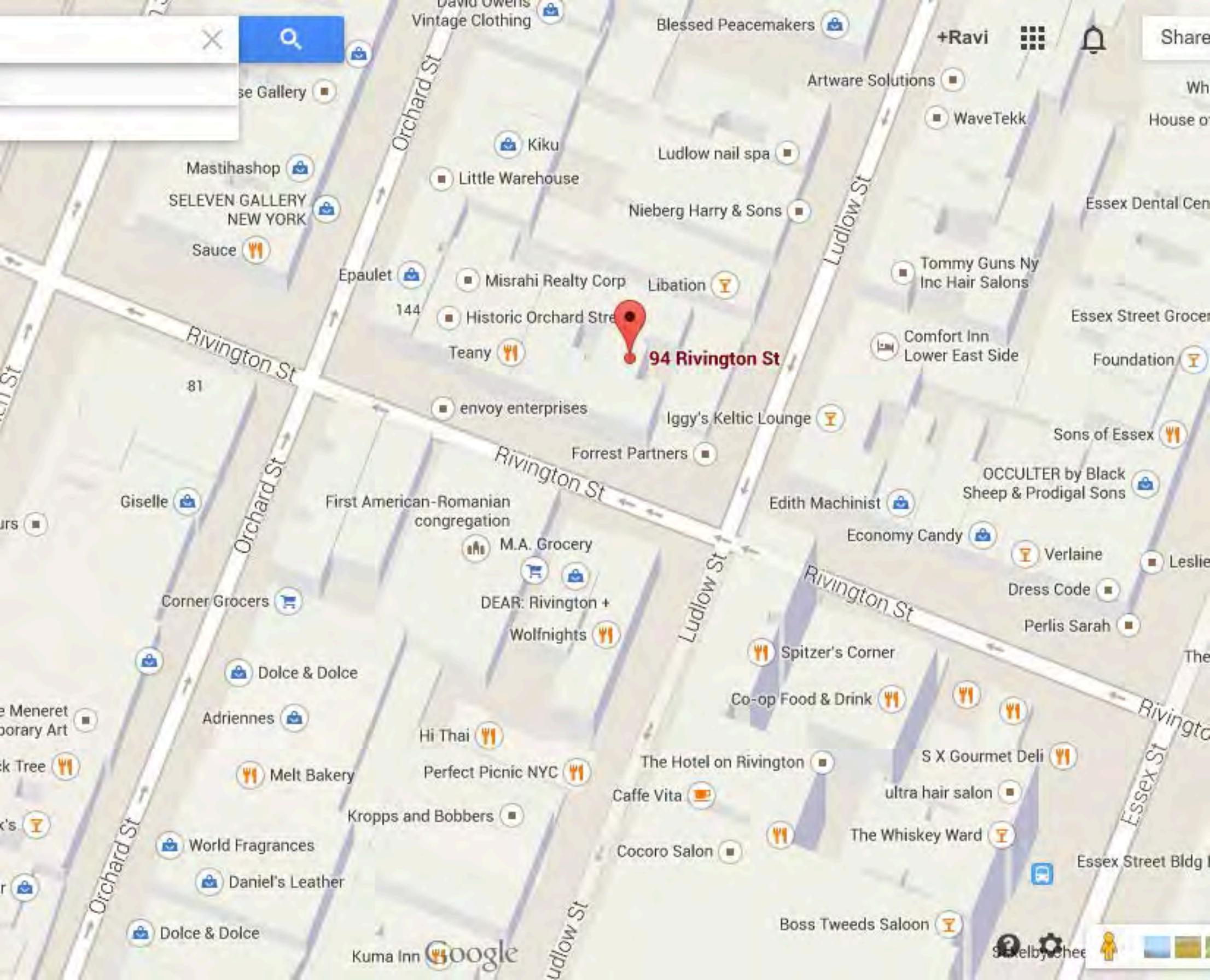
Name	Address	Approx. Distance
SWOON CORP	121 ESSEX ST	330 ft
ALPHA 129 REST LLC	127 129 ORCHARD STREET	335 ft
MPDRAW LLC	109 LUDLOW STREET	335 ft
162 ORCHARD CORP	162 ORCHARD ST	340 ft
OWLINGS INC	152 LUDLOW STREET	355 ft
BRANNONS SANDWICH SHOP LLC	119 ESSEX ST	365 ft
EHD RESTAURANT II LLC	120 RIVINGTON ST	370 ft
120 ESSEX MARKET LLC	120 ESSEX STREET	375 ft
RIVINGTON CAFE CORP	123 RIVINGTON STREET	385 ft
TENTH WARD LLC	115 ESSEX ST	385 ft
GHVILLE INC	167 ORCHARD ST	410 ft
GHVILLE INC	167 ORCHARD ST 2ND & 3RD FL	410 ft
PROJECT 6 LLC	167 ORCHARD ST 1ST FLOOR	410 ft
SAKAMAI LLC	157 LUDLOW ST	415 ft
122-124 RIVINGTON CORP	122-124 RIVINGTON ST.	415 ft
GUAPO BODEGA LLC	146 ESSEX STREET	415 ft
MILLER'S NEAR & FAR LLC	65 RIVINGTON ST	425 ft
TERRITORY 99 INC	99 STANTON STREET	430 ft
95 STANTON STREET REST INC	95 STANTON ST	435 ft
120 ORCHARD LLC	120 ORCHARD STREET	440 ft
158 LUDLOW REST LLC	158 LUDLOW STREET	450 ft
STEPS LLC	163 ALLEN STREET	455 ft
168 ORCHARD ST PARTNERS	168 170 ORCHARD ST	455 ft
LOCO 111 INC	105 STANTON ST	460 ft
161 LUDLOW FOOD LLC	161 LUDLOW ST	465 ft
DISH 165 INC	165 ALLEN STREET	470 ft
HAT RESTAURANT LLC	108 STANTON STREET	485 ft
ORCHID STREET ENTERPRISES LLC	174 ORCHARD STREET	490 ft
A CASA FOODS LLC	173 ORCHARD ST	495 ft
UBER CAFFE LLC	116 STANTON ST	505 ft
STANTON RESTAURANT CORP	82 STANTON STREET	520 ft
GREY ASSOCIATES LLC	165 167 LUDLOW STREET	535 ft
ORCHARD STREET RESTAURANT LLC	187 ORCHARD STREET	540 ft
FOOD ON ORCHARD LLC	191 ORCHARD ST	555 ft
93 LUDLOW ST INC	95 DELANCEY ST	560 ft
HILL AND DALE RESTAURANT GROUP LLC	115 ALLEN ST	560 ft
PRAGUE LLC	131 RIVINGTON ST	565 ft
BARNORTH GROUP LLC	77 DELANCEY ST	570 ft
BARRAZA FOODS INC	198B ORCHARD STREET	570 ft
200 PROOF LLC	200 A ORCHARD STREET	575 ft
JERSEY BOYS LLC	173 LUDLOW ST	605 ft
AMBER AVALON CORP, THE	92 LUDLOW STREET	650 ft
ULLI RESTAURANT CORP	178 LUDLOW STREET	675 ft
106 NORFOLK STREET LLC	106 NORFOLK ST - NORTH STORE	685 ft
106 NORFOLK RESTAURANT, INC.	106 NORFOLK ST - SOUTH STORE	685 ft
SARO CORP	102 NORFOLK ST	720 ft
CDT LUDLOW INC	87 LUDLOW ST	750 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
SOHO-LUDLOW INC	139 LUDLOW ST	155 ft
ALEGRE ORCHARD LLC	146 ORCHARD ST	155 ft
FOURTHGEN LLC	127 ORCHARD ST	325 ft
STANTON SURF CLUB LLC	99 STANTON ST	385 ft
MFM BRANDY LLC	157 ALLEN ST	400 ft
BRIDGE & TUNNEL LLC	66 68 RIVINGTON ST	400 ft
SOUTH CENTRAL RESTAURANT LLC	151 ESSEX ST	465 ft
WHYNOT ORCHARD LLC	175 ORCHARD ST	495 ft
THE MEATBALL SHOP	84 STANTON ST	515 ft
LES DEVELOPMENT LLC	103 ESSEX STREET	525 ft
177 LUDLOW FRANCHISE LLC	177 LUDLOW ST	650 ft
SWEET CHICK LES LLC	178 LUDLOW ST	670 ft
ROTANA SMOKE SHOP CORP	188 ORCHARD ST	690 ft
LUDLOW HOTEL OPERATING LLC & LUDLOW HOTEL FOOD	180 184 LUDLOW ST	740 ft

Unmapped licenses within zipcode of report location

Name	Address
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Search bar with a magnifying glass icon and a close 'X' button.

Share

94 Rivington St

SELEVEN GALLERY NEW YORK

Mastihashop

Sauce

Little Warehouse

Kiku

Ludlow nail spa

Nieberg Harry & Sons

WaveTekk

Artware Solutions

+Ravi

Epaulet

Misrahi Realty Corp

Libation

144

Historic Orchard Str

Teany

Tommy Guns Ny Inc Hair Salons

Comfort Inn Lower East Side

Essex Dental Cen

Essex Street Grocer

Foundation

envoy enterprises

Iggy's Keltic Lounge

Forrest Partners

Sons of Essex

First American-Romanian congregation

Edith Machinist

OCCULTER by Black Sheep & Prodigal Sons

Giselle

M.A. Grocery

Economy Candy

Verlaine

Corner Grocers

DEAR: Rivington +

Wolfnights

Dress Code

Perlis Sarah

Dolce & Dolce

Spitzer's Corner

Co-op Food & Drink

S X Gourmet Deli

Adriennes

Hi Thai

Melt Bakery

Perfect Picnic NYC

The Hotel on Rivington

ultra hair salon

Kropps and Bobbers

Caffe Vita

Cocoro Salon

The Whiskey Ward

World Fragrances

Daniel's Leather

Dolce & Dolce

Boss Tweeds Saloon

Kuma Inn Google

Settings and user profile icons