



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.
Notice of proposed business to block or tenant association if one exists.
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: 6/30/14

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: Restaurant Wine

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Prime & Beyond NY Inc. d/b/a Prime & Beyond

APPLICANT:

Premise address: 90 East 10th Street, New York, NY 10003

Cross streets: 10th Street b/w 3rd Ave + 4th Ave

Name of applicant and all principals: Prime & Beyond NY Inc.; Hyung Suk (Kevin) Lee

Trade name (DBA): Prime & Beyond

PREMISE:

Type of building and number of floors: Mixed residential/commercial, 4 floors

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: N/A

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? 74

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):

C6-2A, 12C

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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Monday-Thursday, 5PM-11PM; Friday-Saturday, 5PM-12AM; Sunday, 5PM-10PM

Number of tables? 25 Number of seats at tables? 50

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): 12'; straight/rectangle; on left upon entrance.

Does premise have a full kitchen? Yes No?

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

Korean food, steaks; see enclosed menu.

What are the hours kitchen will be open? All hours of operation

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

How many employees will there be? 8-10

Do you have or plan to install French doors accordion doors or windows? None.

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

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 N/A

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

Please describe your sound system: Residential 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? None.

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.")

Will there be security personnel? Yes No (If Yes, how many and when) N/A

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. Restaurant is currently in operation; no known noise issues or violations.

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: Prime & Beyond NY Inc.

Address: 90 E. 10th Street, New York, NY 10003 Community Board # 3

Dates of operation: 7/2011 - Present

current space license

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 N/A

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. N/A

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? 2

How many On-Premise (OP) liquor licenses are within 500 feet? 14

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

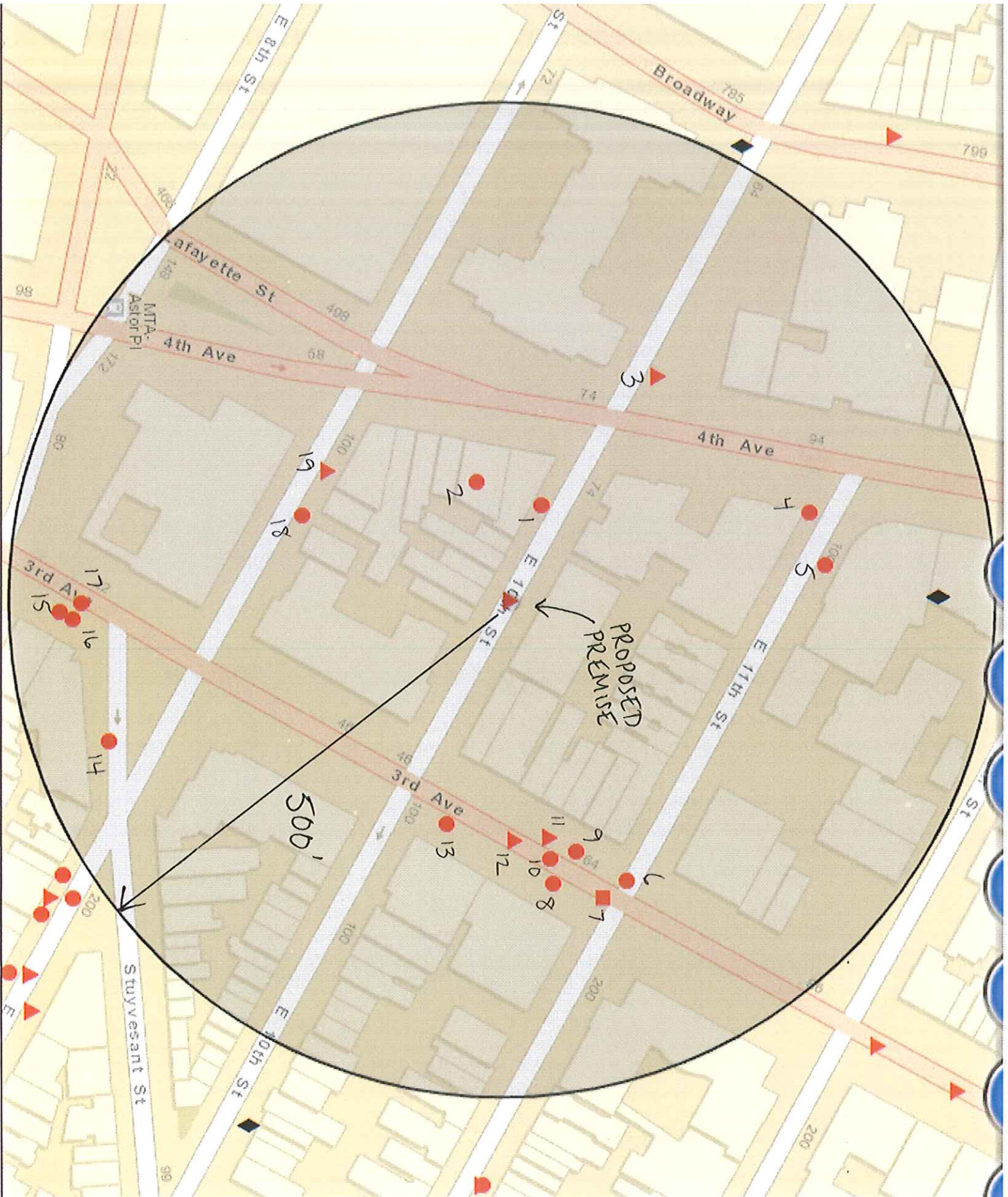
COMMUNITY OUTREACH:

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 7 PM.
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.

N/A



Broadway

Lafayette St

4th Ave

4th Ave

E 10th St

E 11th St

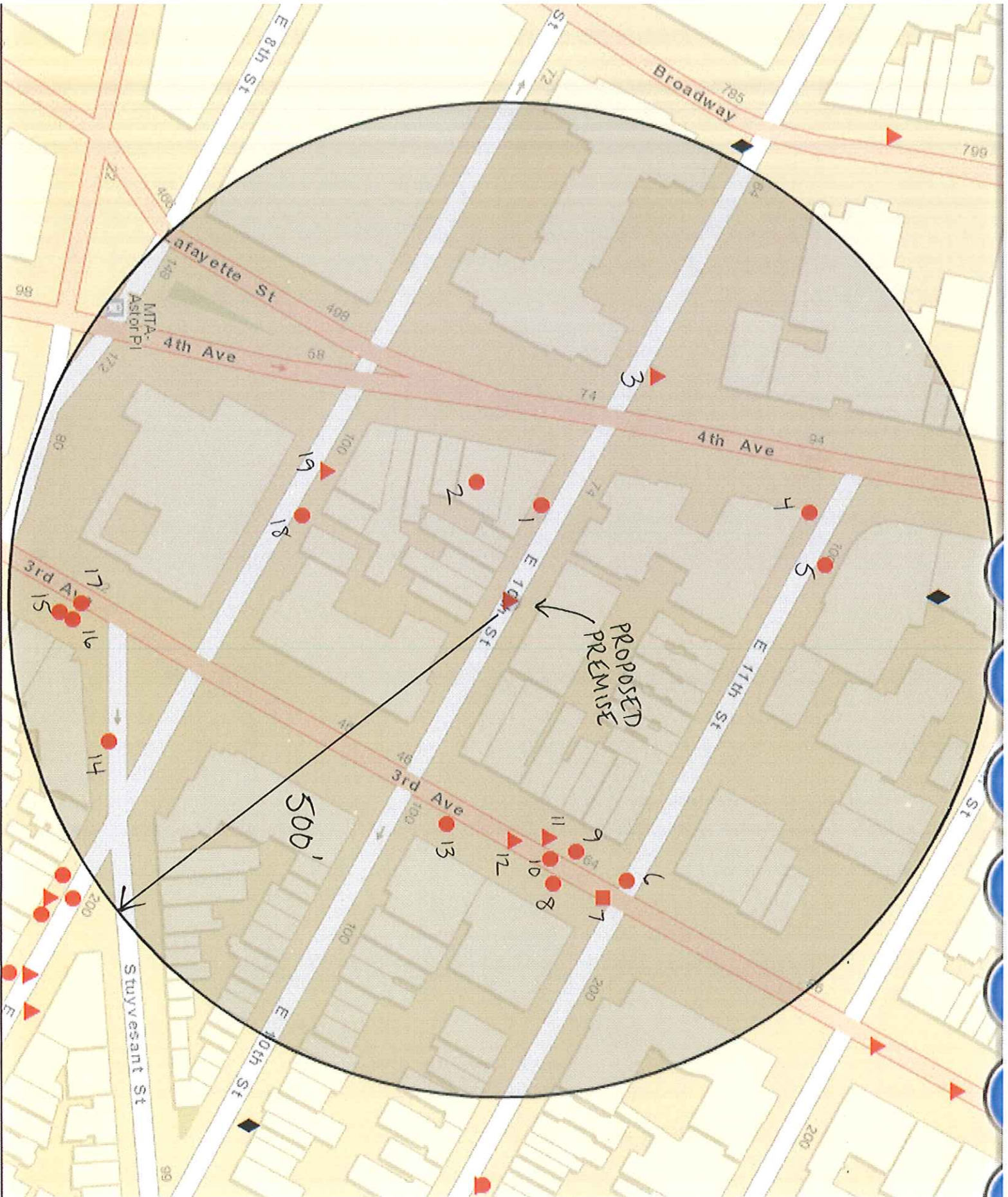
3rd Ave

Stuyvesant St

PROPOSED
PREMISE

500'

MTA
Astor Pl



RE: NEARBY LICENSES:

#	NAME	ADDRESS	LICENSE TYPE
1	732 Bella Inc. d/b/a Black & White	86 East 10 th Street	OP
2	Ippudo NY LLC	65 Fourth Avenue	OP
3	Spice Thai Hot & Cool LLC	77 East 10 th Street	RW
4	Corner Billiards Cop d/b/a Amsterdam Billiards & Bar	110 East 11 th Street	OP
5	Webster Hall Entertainment Corp.	119 East 11 th Street	OP
6	Third Avenue Restaurant Corp d/b/a Village Pour House	64 Third Avenue	OP
7	M2M Mart Corp	200 East 11 th Street	EB
8	82 nd Street Café Inc. d/b/a Dylan Murphy's	1453 57 Third Avenue	OP
9	Honey Jar Inc. d/b/a Apiary	60 Third Avenue	OP
10	3 rd Avenue Hospitality LLC d/b/a The Smith	55 Third Avenue	OP
11	Thai Bodhi Tree Inc.	58 Third Avenue	RW
12	Kotobuki Manhattan Inc.	54 Third Avenue	RW
13	1337 Third Avenue LLC d/b/a Atlantic Grill	1337 39 41 Third Avenue	OP
14	Sharaku Inc.	14-16 Stuyvesant Street	OP
15	Third Ave & St Marks Inc. d/b/a Continental	25 Third Avenue	OP
16	NY Restaurant Supplies Inc d/b/a Angel's Share & Village Yokocho	29 Third Avenue	OP
17	NY Restaurant Supplies Inc d/b/a Panya	29 Third Avenue (2 nd Floor)	OP
18	Jim Giles Corp d/b/a The Central Bar	109 East 9 th Street	OP
19	Yuba Group LLC	105 East 9 th Street	RW