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/communitygroups/community_group_listings.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 29, 2016

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: N/A

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Retail Clothing and Dry Goods Store

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 130 Orchard Street

Cross streets: Orchard and Delancey

Name of applicant and all principals: 130 Orchard Restaurant LLC -- Michael Shah

Trade name (DBA): Orchard Street Social

PREMISE:

Type of building and number of floors: Mixed Use - 6 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? Pending

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: Public Work Space, Art Gallery and retail pop-up stand

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Monday through Sunday 9am to 2am

Number of tables? 49 tables 5 counters Total number of seats? 215 at tables 19 at counter 42 at bars total = 276

How many stand-up bars/ bar seats are located on the premise? 3

(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): Ground 1 & 2: U Shape ~75 feet, Cellar U Shape ~25 feet

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

International comfort food, coffee, pastries, small bites, sandwiches, salads and desserts

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? Manager

How many employees will there be? Estimated 50 employees

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

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) 4 Large screen TV and Projectors

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: 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? Weekly Series

Comedy, Book Readings, Live Music, DJ - Cover Charge will go to local charities

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) At least one designated public safety/security personnel on Tuesday to Thursday, at least 2 on Friday and Saturday

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

Do you have sound proofing installed? ☐ Yes ☒ No

If not, do you plan to install sound-proofing? ☒ Yes ☐ No

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: See attached

Address: see attached Community Board # 2, 3 & 8

Dates of operation: May 2011 to present

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 Sons of Essex (Restaurant, American Fare), Rochelles/205 Lounge (Resturant/cocktail Bar)

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 **B**ar, **R**estaurant, 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? 6

How many On-Premise (OP) liquor licenses are within 500 feet? 41

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 will close any front or rear facade doors and windows at 10:00 P.M. every night or during any amplified performances, including but not limited to DJs, live music and live nonmusical performances.
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 without first obtaining approval from CB 3.
6. ☐ I will not participate in pub crawls or have party buses come to my establishment.
7. ☐ I will not have a happy hour. ☐ I will have happy hour and it will end by _____.
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.

Licenses Held By Operator

Manhattan Community Board No. 2

Forms Quick Find: Wholesale Forms Retail Forms

NEW YORK STATE LIQUOR AUTHORITY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

Andrew M. Cuomo, Governor
Vincent G. Bradley, Chairman
Kevin Kim, Commissioner

Home
Public License Query
Wholesale

Help

Public Query - Results

License Information

Serial Number:	1268022
License Type:	ON-PREMISES LIQUOR
License Status:	License is Inactive
Credit Group:	1
Filing Date:	12/28/2012
Effective Date:	05/01/2015
Expiration Date:	04/30/2017

Premises Information

Principal's Name:	LEVINE, MATTHEW SHAH, MICHAEL
Premises Name:	61 GANS RESTAURANT LLC
Trade Name:	BFB, OPUS, THE RAVEN
Zone:	1
Address:	53 59 GANSEVOORT ST NEW YORK, NY 10014
County:	NEW YORK

You can select one of the following links to perform another search:

- Search by Name
- Search by License Number
- Search by Location
- Search by Principal
- Advance Search

Manhattan Community Board No. 4

NEW YORK STATE LIQUOR AUTHORITY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

Andrew M. Cuomo, Governor
Vincent G. Bradley, Chairman
Kevin Kim, Commissioner

Home
Public License Query
Wholesale

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Help

Public Query - Results

License Information

Serial Number:	1271410
License Type:	ON-PREMISES LIQUOR
License Status:	License is Inactive
Credit Group:	1
Filing Date:	06/07/2013
Effective Date:	
Expiration Date:	

Premises Information

Principal's Name:	SHAH, MICHAEL
Premises Name:	58 60 9TH AVE RESTAURANT LLC
Trade Name:	44 ACRES
Zone:	1
Address:	58 60 9TH AVE NEW YORK, NY 10011
County:	NEW YORK

You can select one of the following links to perform another search:

- Search by Name
- Search by License Number
- Search by Location
- Search by Principal
- Advance Search

Manhattan Community Board No. 2

NEW YORK STATE LIQUOR AUTHORITY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

Andrew M. Cuomo, Governor
Vincent G. Bradley, Chairman
Kevin Kim, Commissioner

Home
Public License Query
Wholesale

Forms Quick Find: Wholesale Forms Retail Forms

Help

Public Query - Results

License Information

Serial Number:	1272054
License Type:	ON-PREMISES LIQUOR
License Status:	License is Inactive
Credit Group:	3
Filing Date:	07/09/2013
Effective Date:	
Expiration Date:	

Premises Information

Principal's Name:	SHAH, MICHAEL
Premises Name:	170 MERCER RESTAURANT LLC
Trade Name:	
Zone:	1
Address:	170 MERCER ST SECOND FL, UNIT 1M NEW YORK, NY 10012
County:	NEW YORK

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- Search by Name
- Search by License Number
- Search by Location
- Search by Principal
- Advance Search

RE: Management of vehicular traffic and crowds on the sidewalk

This establishment is within close proximity to public transportation options, such as subways and buses, so the applicant does not expect many people to travel to the restaurant in a car. Therefore, there will be no excess of vehicular traffic due to the operation of this establishment. Additionally, the applicant will employ a security professional all nights of the week. This person will be outside to monitor sidewalk crowds and ensure there is no loitering.

RE: Plan to mange Noise Inside and Outside the Business

The applicant will install soundproof to ensure that no sound will escape the premises. There are also no plans to serve food or drinks anywhere outside of the premises, which would create noise for neighbors. Additionally, there will be a manager and/or owner on the premises at all times, who will be able to make sure that there is no excessive noise coming from the premises.

Rivington St
Allen St
Allen St/Avenue of the Immigrants
Eldridge St
500 feet
proposed premises
Orchard St
Rivington St
Ludlow St
Essex St
Delancey St
MTA Delancey St
MTA Essex St
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41

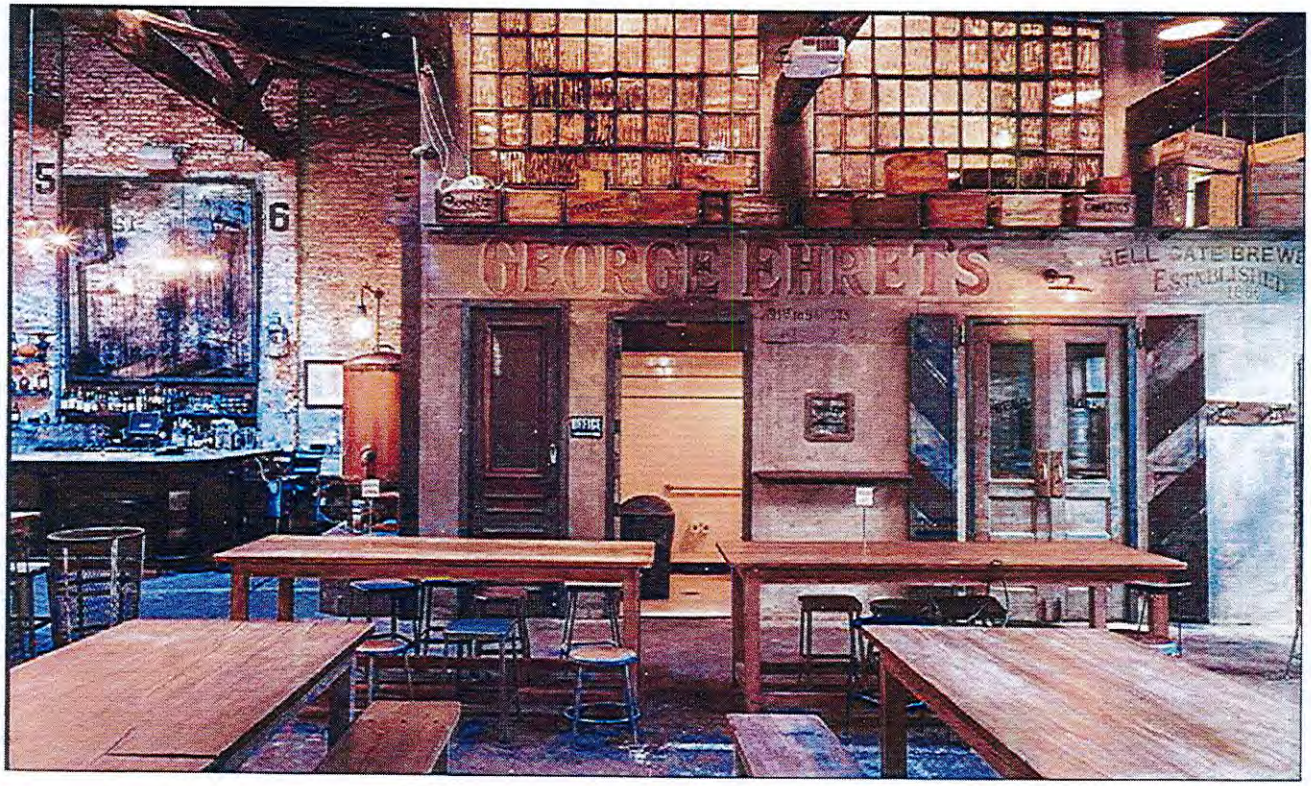
130 Orchard Street
Licenses within 500 feet

#	Premises Name	DBA	Address	License
1	Fourthgen LLC	Russ & Daughters	127 Orchard Street	OP
2	Alpha 129 Rest LLC	Lucky Jack's	127 129 Orchard Street	OP
3	131 Orchard Street Restaurant LLC	Black Tree	131 Orchard Street	OP
4	Ulli Bar Corp	Max Fish	120 Orchard Street	OP
5	A Halibut Inc	Contra	138 Orchard Street	OP
6	Antler Dispensery Inc	Antler	123 Allen Street	RW
7	Hill and Dale Restaurant Group LLC		115 Allen Street	OP
8	Mpdraw LLC	Los Feliz	109 Ludlow Street	OP
9	BG Bar Inc		113 Ludlow Street	OP
10	Little White Fried Rice LLC	Zing's Awesome Rice	122 Ludlow Street	RW
11	Soul Happy LLC	Amuse Wine Bar	121 Ludlow Street	RW
12	Eat Pisode Inc	Eat Pisdode	123 Ludlow Street	RW
13	NYLA Café LLC	Spitzer's Corner	126 Ludlow Street	OP
14	JMDR 127 Ludlow LLC	Set BBQ Bistro	127 Ludlow Street	OP
15	Frikk Inc	Goodfellas Brick Oven Pizza	144 Orchard Street/ 86 Rivington	RW
16	Coda Di Blue LLC	Sauce	78 84 Rivington Street	OP
17	Barnorth Group LLC	Grey Lady	77 Delancey Street	OP
18	93 Ludlow St Inc		95 Delancey Street	OP
19	Tenth Ward LLC	Boss Tweed's	115 Essex Street	OP
20	Swoon Corp		121 Essex Street	OP
21	El Castillo de Jagua Rest Corp		113 Rivington Street	RW
22	Sushi Hana NY Inc		111 Rivington Street	RW
23	Downtown LLC	Hotel on Rivington	107 Rivington Street	HL
24	Keltic Lounge Inc		132 Ludlow Street	OP
25	98 Rivington Restaurant LLC	Galli Restaurant	98 Rivington Street	OP
26	Alpha 94 LLC	Rouge NYC	94 Rivington Street	RW
27	Alegre Orchard LLC	Alegre	146 Orchard Street	OP
28	Miller's near & Far LLC	Near & Far	65 Rivington Street	OP
29	HH Hospitality LLC	Berkli Parc Café	61 Delancey Street	TW

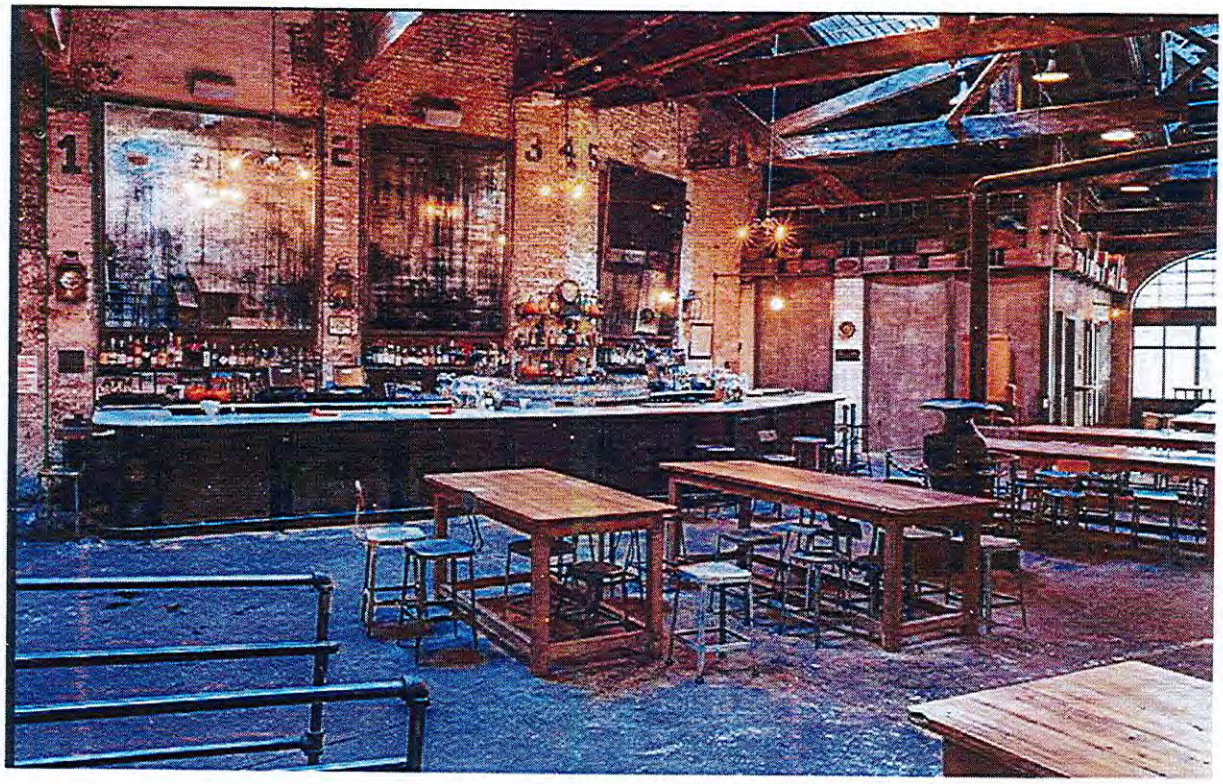
130 Orchard Street
Licenses within 500 feet

30	Shinon Inc	Cocoron	61 Delancey Street Store 4	RW
31	Legit Café Inc	Round K	99 Allen Street	TW
32	Johnann Gpro LLC	Excuse My French	96 Orchard Street	OP
33	Amber Avalon Corp, The		92 Ludlow Street	OP
34	120 Essex Market LLC	Essex	120 Essex Street	OP
35	Camille Productions LLC		110 Rivington Street	OP
36	NYCJB S LLC	Fat Baby	112 Rivington Street	OP
37	Brackluinn Rest Inc		137 Ludlow Street	OP
38	Pub 138 Inc	Local 138	138 Ludlow Street	OP
39	812 Broadway Inc	Karaoke Boho	152 Orchard Street	RW
40	Iberia Discover Georgia Inc	Compass	154 Orchard Street	RW
41	MFM Brand LLC	Copper and oak; Copper & Oak	157 Allen Street	OP

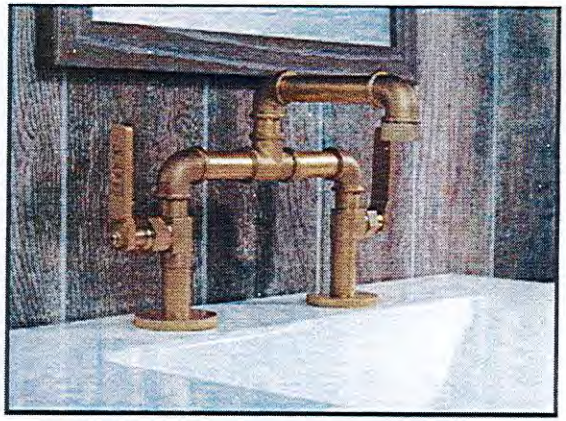
Interior Style – Entrance and Design
Communual Bathroom Stalls



Bar And Interior Design

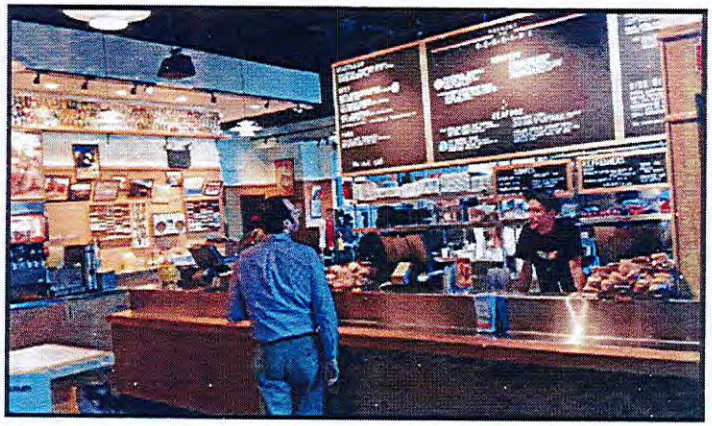


Sample Industrial Feel Fixtures



Open Kitchen Inspiration
Casual Food Court Style Open Kitchen

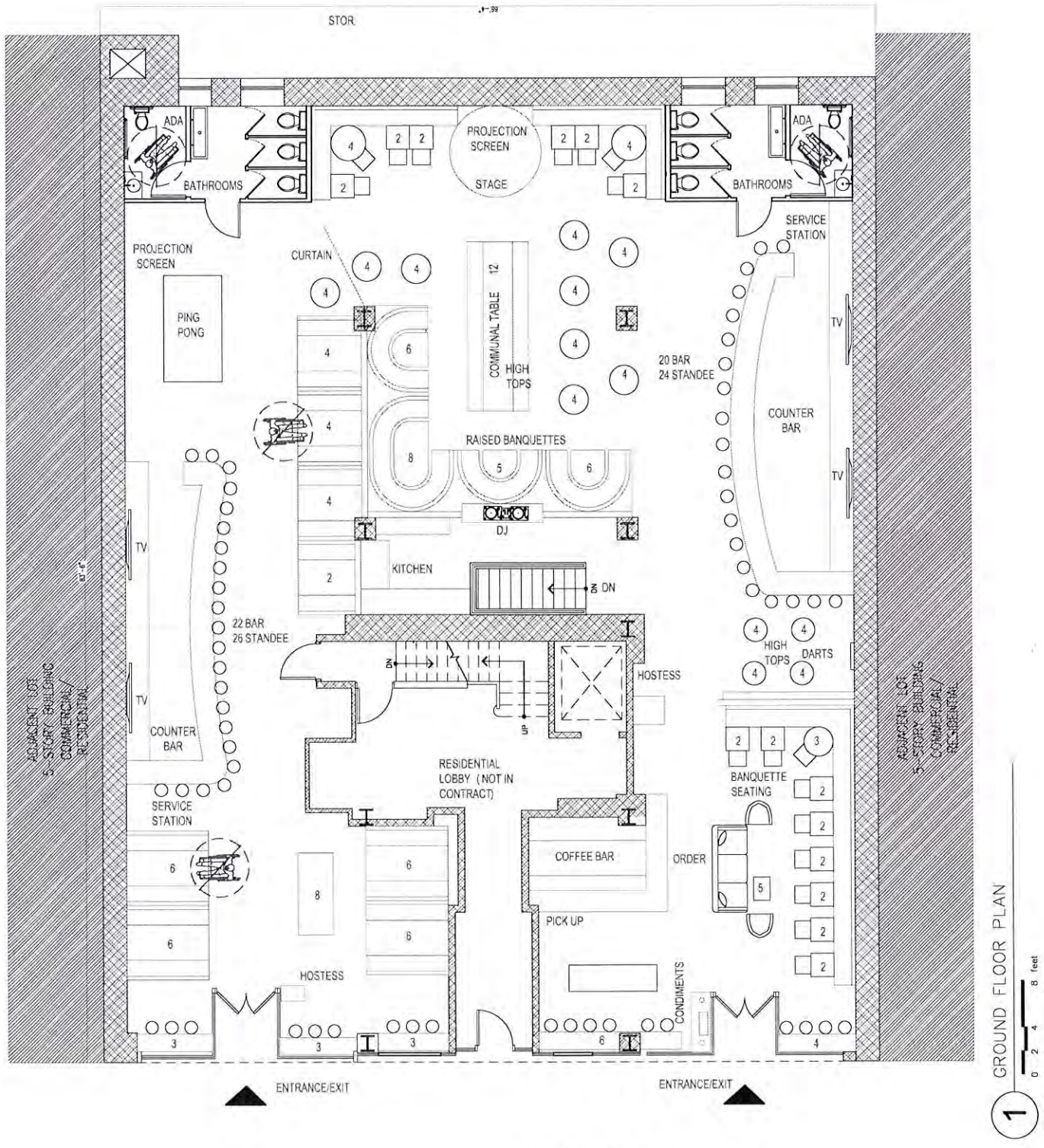
Walk up and Order Food – Grab and Go



Ground Floor, South portion front entrance
- Remove wall and paneling

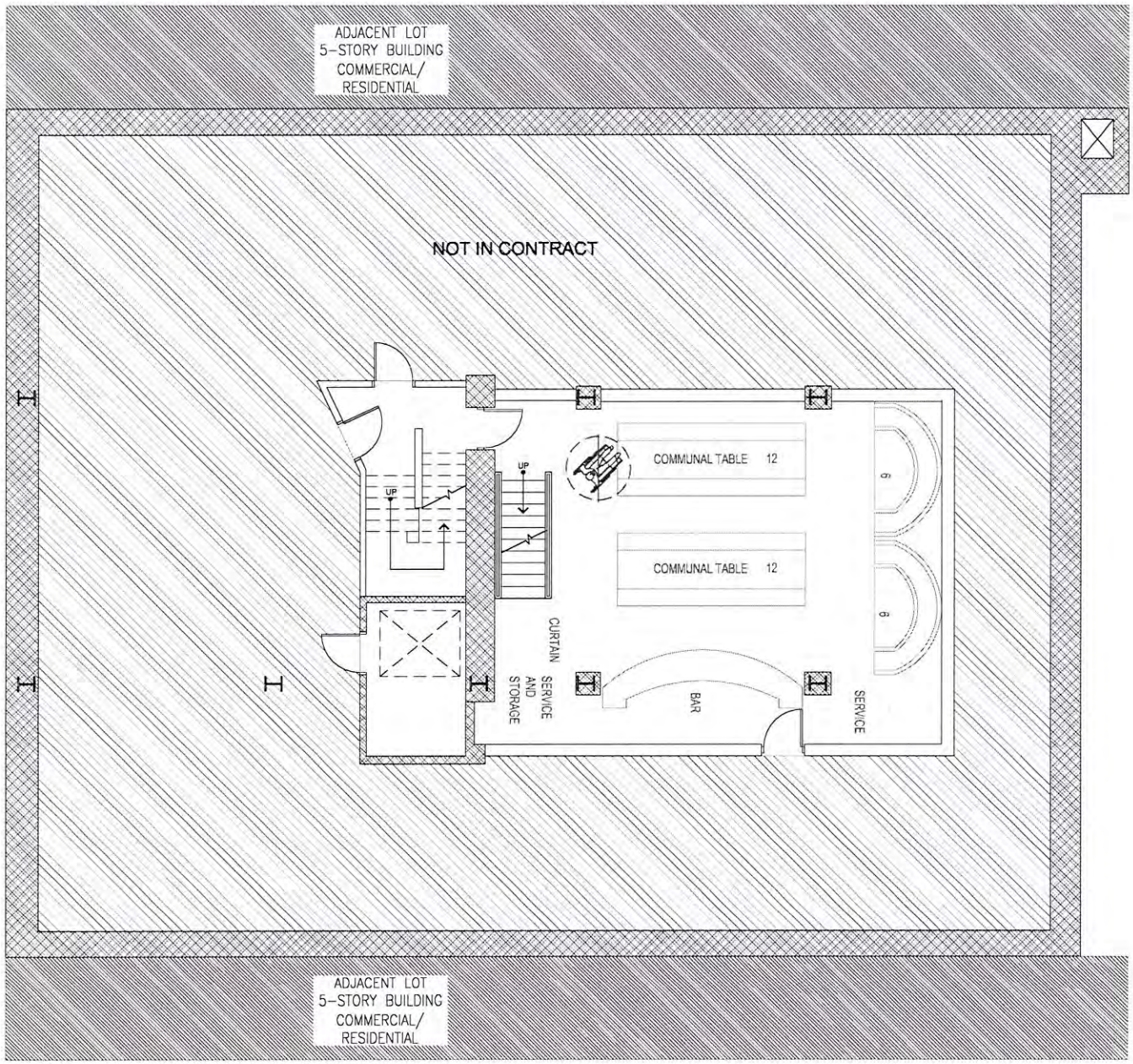
ORCHARD STREET SOCIAL

130 ORCHARD STREET



1 GROUND FLOOR PLAN

0 2 4 8 feet



1 CELLAR FLOOR PLAN

0 2 4 8 feet

ORCHARD STREET SOCIAL

EGGS

Quiche of the Day — 9.95

Eggs Benedict — 18
– +6 Smoked Salmon

Eggs Any Style — 14
– +$3 Bacon, Sausage, Canadian Ham

Steak and Eggs — 23.95

Corned Beef Hash & Eggs — 19

AVOCADO YOUR WAY

The ACM — 9.50
Avocado, Cucumber, Mozzarella with Arugula & Aoli on Multigran Toast

Guacamole & Chips — 9.95

Avocado and Toast — 12.95
Avocado on Multigran Toast with Red Chilli flakes and side of mixed greens

Cucumber, Tomato, Avocado Salad — 14.95

ENTRÉES SALADS

Classic Cobb Salad — 18
Mixed Greens, Tomatoe, Roasted Corn, Cucumber, Chicken, Gorgonzola Cheese

Shaved Brussel Sprout Salad — 16.95
Brussel Sprouts, Red Onion, Hazel Nuts with Lemon Vinagarette Dressing

Mediterranean Chopped Salad — 16.95
Mixed Greens, Cucumber, Tomatoe, Green Peppers, Red Onion, Olives, and Feta Cheese

BUILD YOUR BURGER

All Beef 6oz Burger — 9.95
– +2 Egg, Cheese; +3 Bacon, Ham, Caramelized Onions; +4 Avocado

SAUSAGE

German Bratwurst and Kraut — 10.95

Italian Sweet or Hot Sausage — 9.95

All Beef Hot Dog — 6.95

CHICKEN

White Meat Tenders — 12.95

Fried Chicken Basket — 18.95
4 pieces of free range, antibotic free, locally grown chicken

The Ultimate Chicken Cutlet Sandwich — 10.95
Breaded Chicken Thigh, Lettuce, Tomatoe, Pickles, Aoli on Potato Bun
– +2 White Meat, Bacon, Cheese

5 Wings — 12.95

OVERSIZED SANDWICHES

Amazing BLT "Bacon, Lettuce, Tomato" — 14.95

Corned Beef — 17.95

Pastrami — 16.95

Turkey Club — 15.95

SIDES

Fries, Tater Tots, or Waffle Fries — 6.95
– $3 loaded with Cheese, Sour Cream, and Bacon Bites

Orchard Street Social
Daily Chalk Board Specials

Tomahawk Steak for 2
Whole Suckling Pig
Whole Fish for 2
Soup Dumpling Night
Dim Sum Weekends
Family Style Pasta Night
Chicken Parm Night

Orchard Street Social
Sound System

North Dining and Game Room – Ground Floor
Ambient Music
Sonos Sound System
Pandora DMX Music Player
5-7 Overhead Speakers
JukeBox

South Main Dining Room – Ground Floor
DJ Booth
Sonos Sound System
Pandora DMX Music Player
6 -8 Overhead Speakers

South Coffee Bar – Ground Floor
Ambient Music
Sonos Sound System
Pandora DMX Music Player
2-3 Overhead Speakers

South Living Room – Cellar
DJ Booth
Sonos Sound System
Pandora DMX Music Player
6 -8 Overhead Speakers

Orchard Street Social
The Story

The Team:
TLG are Operators of Sons of Essex, Rochelle's/205 Lounge on the Lower East Side and Petaluma Restaurant on the Upper East Side.

The Concept:
Orchard Street Social – Work. Eat. Drink.

Collaboration of local artists, pop up food and retail concepts, workspace, event space and neighborhood restaurant and bar.

Orchard Street Social is a fusion of workspace, retail, entertainment and dining for the consumer who wants the most experiential experience on the Lower East Side and New York.

Weekly Comedy, Live Music, Art Shows and Book Readings.

Dining on small sharing plates, oversized sandwiches, organic salads, and pastries & sweets.

Open 7 Days a week starting at 9am on certain days, serving grab and go cofee, tea, juice, prepared salads and sandwiches; full dinner service, late night bites and weekend brunch.

Hours of Operation
Mon 9am to 2am
Tues 9am to 2am
Wed 9am to 2am
Thurs 9am to 2am
Fri 9am to 2am
Sat 9am to 2am
Sun 9am to 2am

This will be combined spaces of 5,000 sq ft ground and about 2,000 sq ft cellar. New Vented Kitchen will be installed.

Orchard Street Social
Proposed Weekly Programming

Monday
Standup Comedy Night
Book Readings
Art Gallery Panel
$1 Wings
$10 Burger and Beer Specials

Tuesday
Live Music
Craft Cocktail Night
$10 Pastrami & Rye Night

Wednesday
Lip Synch and Karoke Nights
50% of All Bottles of Wine
$10 Fried Chicken Family Night

Thursday
Local Butcher Shop Specials

Friday
Fish Monger Specials

Saturday and Sunday
Brunch Specials