



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003
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Jamie Rogers, 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: June 15, 2017

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: on premises liquor

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: SADA TWO LLC d/b/a Empellon

APPLICANT:

Premise address: 105 First Ave

Cross streets: Blk E. 6th & E 7th Sts

Name of applicant and all principals: First Hospitality LLC

Matt Pillieri, William Wyatt, Chase White

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: 5 floor brick

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? 74
LNO

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):
R7A C2-5

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) MON-THURS 4pm-2am; Friday 4pm-3am; Sat 11AM-3AM
SUNDAY 11AM-2AM

Number of tables? 14 Total number of seats? 44

How many stand-up bars/ bar seats are located on the premise? 1/10
(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): 16'6" L shaped Front Left

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
Contemporary American

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? either or both

How many employees will there be? 16-18 (local hires preferred)

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

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 Computer streamed music

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

Please describe your sound system: Computer powered ceiling mounted
no subwoofers

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.")

one employee will be designated to clear pedestrian traffic and *discourage vehicular traffic from lingering (see attached)*
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. New ; effective soundproofing; music kept to a minimum conversational level, good neighbor sign and sitting patrons

Do you have sound proofing installed? Yes No *encouraged to do so quickly (see attached)*
If not, do you plan to install sound-proofing? Yes No
Very old soundproofing will be removed, some retained and most updated
APPLICANT HISTORY: to provide effective sound encapsulation (see attached)

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

If yes, please indicate name of establishment: JJD Group LLC / BB Williamsburg LLC
Address: 9 Ave A NYC / 524 Lorimer St Community Board # 3 / 1 (BK)
Dates of operation: 2008 - present / 2013 - present

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments. CBI does not provide

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

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? SEE ATTACHED

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

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.

Re: 105 First Avenue

1. Good Night Sonny - 134 1st Avenue - (433')
 2. V Bar St. Marks - 132 1st Avenue - (361')
 3. The Grafton - 128 1st Avenue - (316')
 4. Intentional Bar - 120 1/2 1st Avenue - (228')
 5. Coal Yard - 102 1st Avenue - (119')
 6. Ghandi - 345 East 6th Street - (110')
 7. Mancora - 97 1st Avenue - (165')
 8. Ugly Kitchen - 103 1st Avenue - (22')
 9. Upstate - 95 1st Avenue - (187')
 10. Maharlika - 111 1st Avenue - (73')
 11. Tile Bar - 115 1st Avenue - (157')
 12. Caravan of Dreams - 405 East 6th Street - (202')
 13. Blue & Gold 79 - 79 East 7th Street - (205')
 14. Big Bar - 73 East 7th Street - (284')
 15. William Binnacle - 80 Saint Marks Place - (354')
 16. La Padapa - 77 Saint Marks Place - (428')
 17. Three of Cups - 83 1st Avenue - (339')
 18. The Eddy - 342 East 6th Street - (158')
 19. Huertas 107 - 107 1st Avenue - (20')
 20. Oiji - 119 1st Avenue - (206')
 21. Ravagh Persian Grill - 125 1st Avenue - (262')
 22. Taqueria St. Marks - 79 St. Marks Place - (420')
 23. Holiday Cocktail Lounge - 75 St. Marks Place - (461')
- Schools & Churches
1. George Jackson Academy - 104 Saint Marks Place - (473')
 2. St. Stanislaus Church - 409 East 7th Street - (352')
 3. Church of Saint Cyril - 62 Saint Marks Place - (446')
 4. Six Street Community Synagogue - 325 East 6th Street - (292')

Food Store
Maharika 111 1st Ave.
Newsstand
Sanya (wine, beer)
Food Store
Huertas 107 107 1st Ave.
APPLICANT
Ugly Kitchen 103 1st Ave.
Beauty Salon
Vacant

BLOCK PLOT
105 First Avenue
New York, NY
June 23, 2017

First Avenue

NOT TO SCALE

East 7th Street
Hardware Store
Residential
Vacant
Residential
Dojo (wine, beer)
Residential
Fast Food
Residential
Fast Food
Cool Yard 102 1st Ave.
Residential
Fast Food
East 6th Street

Patron Control

We are a refined but casual concept. We anticipate a steady flow of patrons for both food and beverage but not a large influx at one time. There will be a sit down bar for anyone waiting for a table, as well as for dining.

Although we will not be taking reservations, we will have a seating hostess that will also be implementing a “**NoWait**” text message waitlist system. This will be if there is a wait longer than 15 minutes to avoid lines, loitering or side walk congestion.

Noise Control

Music will be amplified by small restaurant speakers with no subwoofers and will be kept at a minimal background and conversational level. The ceiling of the venue will have installed diffuser panels to reduce noise generated by conversations. In order to manage outdoor noise we will discourage patrons from lingering outside with a text message waitlist system and a dedicated employee to ask guests to not congregate on the sidewalk. We will also have conspicuously posted “Respect our neighbors” signs.

Traffic Control

This is a local restaurant located directly on First Avenue. We anticipate the majority of patrons to come from the neighborhood and therefore not generate many taxi drop offs or pickups. We will however have a dedicated employee to ensure that there is no avoidable congestion.