



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

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Alysha Lewis-Coleman, 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: January 29, 2018

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: Vacant space

Corporation and trade name of current license: n/a

APPLICANT: Lotus Grand LLC

Premise address: 324 Grand Street

Cross streets: Orchard Street & Ludlow Street

Name of applicant and all principals: Elizabeth Anne Keatinge, Albert Trummer

Trade name (DBA): The Atelier

PREMISE:

Type of building and number of floors: 7 story - residential with ground floor commercial

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? <75
Letter of No Objection to be issued

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Monday - Saturday 5PM - 2AM

Number of tables? 10 Total number of seats? 40 plus 20 bar seats

How many stand-up bars/ bar seats are located on the premise? One, with 20 bar seats

(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): 20' straight bar

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

Tapas - finger food, small bites

What are the hours kitchen will be open? 5PM - Midnight

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

How many employees will there be? 7

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

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: Mixer CDJ's Small 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.")
Not applicable due to limited occupancy of premises

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. ***The premises is located in the lower/basement level of the building with 5'-6' concrete***

Do you have sound proofing installed? Yes No

If not, do you plan to install sound-proofing? Yes No N/A

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Cocktail Art LLC d/b/a Mixers & Elixers

Address: 14 Avenue C a/k/a East 2nd Street ***(currently in process of selling the business)*** Community Board # 3

Dates of operation: Since April 2016

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. ***More than 14 years in the New York hospitality industry***

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business Mixers & Elixers - bar/lounge

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? approximately 7 (on Orchard Street)

How many On-Premise (OP) liquor licenses are within 500 feet? 12

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 operate a full-service restaurant, specifically a (type of restaurant) _____, with a kitchen open and serving food during all hours of operation OR I have less than full-service kitchen but will serve food all hours of operation.
2. I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances. ***N/A***
3. 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 _____.
4. I will play ambient recorded background music only.
5. I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
6. I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3. ***N/A***
7. I will not participate in pub crawls or have party buses come to my establishment.
8. I will not have a happy hour or drink specials with or without time restrictions OR I will have happy hour and it will end by _____.
9. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10. Residents may contact the manager/owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

MENU

Tuna Tar Tar \$18

Fried Shallots, Avocado, Citrus Soy Dressing

Caramelized Almonds \$7

Smoked Salmon Bilini \$28

Crème Fraiche Caviar

Mixed Olives \$7

CHEESE

Daily Selection of Three Baguette \$18

Vegetable Chips \$10

Sweet Potato Parsnip Kale

Snap Pea Salad\$ \$13

Plum Umeboshi, Radish, Almonds

Roasted Beets \$14

Red and Yellow Beets, Goat Cheese Pistachio Balsamic glaze

BEVERAGES

SAN PELLEGRINO SPARKLING \$3.00

Mineral Water, Orange, Blood Orange, Lemon

HOT TEA OR COFFEE \$4.00

ICED TEA \$3.00

Passion or Black

COKE, DIET COKE \$3.00

LEMONADE \$3.00

SPECIALTY COCKTAILS \$12-\$14

Definition of House Elixirs®

Elixir No.1-Elderflower essence

Elixir No. 2- Orange-Blossom essence

Elixir No.3- Wormwood essence

Elixir No.4- Madagascan Vanilla essence

Elixir No.5- House Bitters

Elixir No. 6-Gin herbal reduction

Elixir No.7-Lavender Essence from Grasse

Elixir No.8- Sicilian Blood Orange oil fragrance

Champagne

A sparkling wine produced by inducing the in-bottle secondary fermentation of the wine to effect carbonation. It is produced exclusively within the Champagne region of France, from which it takes its name

Unforgettable

Elderflower elixir No.1 infused with house champagne and topped with a Japanese cucumber foam

The Passion

Fresh passion fruit essence with orange-blossom elixir No.2 and topped with house champagne

Testa Rossa

Organic raspberries soaked in an orange and herb essence with house bitters elixir No.5 and house champagne

Campari

An alcoholic aperitif obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. Campari is a type of bitters

Gin

A neutral grain spirit redistilled after adding such botanicals as juniper, lemon and bitter orange peel. Others include anise, licorice root, cinnamon, coriander, and cassia bark

Camperotti

Barbados ruby red grapefruits mixed with a Campari and a sugar cane emulsion

House Negroni

Campari soaked in house selected vermouth and house bitters elixir No.5

Gin & Tonic from the Market

A herbal explosion of house selected botanicals and herbs mixed with gin

The Day Spa

Fennel, cucumber and a gin herbal elixir no.6 mixed with Bombay Sapphire gin and house tonic

Yuzuphoria

Organic raspberries and fresh Japanese yuzu soaked in a lavender infused gin with agave syrup

Vodka

A distilled beverage consisting mostly of water and ethanol purified by distillation from a fermented substance, such as grain, usually rye or wheat, potatoes or sugar beet molasses

Black Sky

Fresh muddled Oregon blackberries soaked in Grand Marnier with a Bison Grass infused
Vodka

Veritas

New York State grapes mixed with elderflower elixir No.1, unfermented grape juice and
house vodka

Rum

*A distilled spirit made from sugarcane by-products such as molasses and sugarcane juice
by a process of fermentation and distillation*

Hemingway Special

Rum infused with Israeli mint, wormwood essence and fresh pressed sugar cane

Yellow Cab

Fresh pineapple infused with house rum and a Madagascan vanilla essence

Whiskey

*A broad category of alcoholic beverages that are distilled from fermented grain mash
such as barley, rye, wheat, and maize*

Smoking Jacket*

Single malt scotch infused with fresh all spice and agave honey

Mata Hari*

Rye Whiskey with wormwood elixir No.3, Indian herbal bitters and fresh lime

Tequila

An agave-based spirit made primarily in the area surrounding the city of Tequila

Monte Zuma

Japanese cucumbers, Israeli Mint and Lebanese pomegranate juice mixed with a reposado tequila

The Aztec

Fresh pressed lemons and maraschino liquor infused with Israeli mint and mixed with Aperol and tequila

Del Spirito

Homemade herbal reduction, Bénédictine , mescal, tequila and aromatic rhubarb bitters

**Reserve spirits subject to higher market price.*

MEAT MARKET

- ELORIDGE STREET -

INFO UNAVAILABLE
FURNITURE
SPACE FOR RENT
SPACE FOR RENT
INTERIOR DECORATING
CLOSED
CAFE - (NO ALCOHOL)
PHARMACY
RETAIL STORE
HAIR SALON
ICE CREAM

WILLIAMSBURG PIZZA RESTAURANT WINE LIC
FABRICS
STAINLESS STEEL SUPPLIES
ICE CREAM & FROZEN YOGURT
COMPUTER SYSTEMS
HEALTH & BEANS AUS
WHOLESALE - RETAIL
PASSPORTS
NEW SPAINING BOY RESTAURANT
EATING PLACE BEALU
FOOD CORP.
BAK & FOOT RUGS
ART & MUSIC SCHOOL
TRAINING CORP.
BUILDING EQUIPMENT
EXERCISE EQUIPMENT
HOME CENTER STORE
ELEC. EQUIPMENT

ANEA SURVEY
 DIAGRAM # 1
 324 GRAND STREET
 NEW YORK, N.Y.
 DECEMBER 18, 2017
 - NOT TO SCALE -

572'

- ALLEN STREET -

THE ALLEN HOTEL
INFO UNAVAILABLE
DIRTY CANDY - VEGAN RESTAURANT
86 ALLEN STREET
FULL LIQ. LIC. # 1275668
PLATES - CHINA - DISHES
OUTDOOR AREA
RESIDENTIAL ENTRANCE
BANK

STICKY RICE - CAFE
85-87 ORCHARD STREET
FULL LIQ. LIC. # 1250820
AN CHOI - CAFE
85 ORCHARD STREET
FULL LIQ. LIC. # 1256341
GALLERY
COFFEE & TEA
CAFE KATISA
79 ORCHARD STREET
FULL LIQ. LIC. # 1189713
CLOTHING
SPACE FOR RENT
LINGENAE
FABRICS
SPACE FOR LEASE

COMMERCIAL BUILDING
PARKING YARD
RPM BAR
266 BROOME ST
FULL LIQ. LIC. # 1271863
DAY CLEANERS
POPCORN - SNACKS
RETAIL STORE
KNITWEAR - CLOTHING
MUSEUM - GALLERY
NAME UNAVAILABLE

- ORCHARD STREET -

GALLERY
SPACE FOR RENT
RESIDENTIAL ENTRANCE
BUILDING ENTRANCE
APPLICANT
RESIDENTIAL ENTRANCE
SPACE FOR RENT
CONSTRUCTION SITE
SANDWICHES

CASA MEZCAL
FULL LIQ. LIC. # 1222226
86 ORCHARD STREET
GALLERY
SPA
DELI - SANDWICHES
FOR RENT
OPTICAL
NORMANSCAY - (CLOSED)
74 ORCHARD ST APT
FULL LIQ. LIC. # 1272699
SEWERY
CLOTHING
VEHICLE STORE
GALLERY
CLOTHING
UNDER CONSTRUCTION

THE TEN BELLS - CAFE
RESTAURANT WINE LIC.
CLOSED
INFO UNAVAILABLE
GIFTS - HOME DECOR
RETAIL STORE
GOURMET DELI

EXCUSE MY FRENCH
96 ORCHARD STREET
FULL LIQ. LIC. # 1284900
TOP HOPS BEER SHOP
TAVERN WINE LICENSE
SALES OFFICE
CLOTHING - SHOES
RESIDENTIAL ENTRANCE
CLOTHING
RETAIL STORE
SPACE FOR LEASE
RESTAURANT
SPACE FOR RENT
GALLERY
KOTTU HOUSE - RESTAURANT WINE LIC
BAKERY
SALON
FARMHOUSE RESTAURANT
81 LUDLOW - AKA 246 BROOME ST
FULL LIQ. LIC. # 1232970

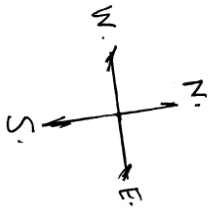
- LUDLOW STREET -

ESSEX STREET ACADEMY
 AKA
 NEW DESIGN HIGH SCHOOL
 AKA
 SEWARD PARK HIGH SCHOOL -
 - 350 GRAND STREET -

UNDER CONSTRUCTION

- ESSEX STREET -

NEW YORK CITY
 HOUSING AUTHORITY -
 SEWARD PARK
 EXTENSION COMMUNITY CENTER
 55 ESSEX STREET



- NORFOLK STREET -

591'

①

LOCATIONS WITH FULL-ON-PREMISES
LIQUOR LICENSES LOCATED WITHIN 500 FEET
OF 324 GRAND STREET NEW YORK, N.Y.

① OLD MAN HUSTLE - BAR: # 1276825
39 ESSEX STREET
441 FEET FROM APPLICANT

② CAFE KATJA: # 1189713
79 ORCHARD STREET
198 FEET FROM APPLICANT

③ AN CHOI - CAFE: # 1256341
85 ORCHARD STREET
255 FEET FROM APPLICANT

④ STICKY RICE: # 1250820
85-87 ORCHARD STREET
279 FEET FROM APPLICANT

⑤ CASA MEZCAL: # 1222226
86 ORCHARD STREET
279 FEET FROM APPLICANT

⑥ DUDLEYS - # 1151213
85 ORCHARD STREET
312 FEET FROM APPLICANT

(2)

(7)

RPM BAR: # 1271863
266 BROOME STREET
409 FEET FROM APPLICANT

(8)

DIRT CANDY-VEGAN RESTAURANT: # 1275668
86 ALLEN STREET
275 FEET FROM APPLICANT

(9)

EXCUSE MY FRENCH: # 1289900
96 ORCHARD STREET
465 FEET FROM APPLICANT

(10)

BARRIO CHINO: # 1136284
253 BROOME STREET
302 FEET FROM APPLICANT

(11)

FARMHOUSE RESTAURANT: # 1232970
81 LUDLOW STREET AKA 246 BROOME STREET
366 FEET FROM APPLICANT

(12)

NORMAN'S CAY:
74 ORCHARD STREET
(CLOSED) STILL HAS ACTIVE
LIQUOR LICENSE # 1272699
155 FEET FROM APPLICANT

AARON MAPP

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LOWER LEVEL

