



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](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: 03.07.1  
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**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: RW (beer and wine)

If alteration, describe nature of alteration: n/a

Previous or current use of the location: restaurant with full on-premises liquor license

Corporation and trade name of current license: n/a

**APPLICANT:**

Premise address: 131 Orchard St

Cross streets: Rivington St, Delancey St

Name of applicant and all principals: Good Thanks Cafe LLC, Timothy Cottle, William Rees

Trade name (DBA): Good Thanks

**PREMISE:**

Type of building and number of floors: Residential apartment building 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: \_\_\_\_\_

**\* Sidewalk cafe to be applied for at a later date (after appearing before CB3).**

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): Mixed Residential and Commercial Buildings; 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). **8 am to 2 am seven days per week**

Number of tables? 9 Total number of seats? 22 (32 w/ bar seats)

How many stand-up bars/ bar seats are located on the premise? **1 Bar 10 Stools**

(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): **One L shaped bar 10 Feet Long 3.5 Feet deep**

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 **Healthy, light and fresh style food menu.**

What are the hours kitchen will be open? 8am - 10pm

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

How many employees will there be? 20 employees, 8 working at a time FOH and BOH

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: **2 speakers in corners of front part of main room. 1 speaker towards back for total of three. Sonos system to be used.**

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

We expect our heaviest pedestrian traffic on weekend days for brunch customers. To combat congestion we use a waitlist application that takes guests names and numbers, these waitlisted guests are then able to roam freely and not line up or crowd around the entrance or adjacent shops. This system will be carried out during any busy period on any day or time and from experience creates a congestion free sidewalk very well, that will allow regular foot traffic to flow naturally. Vehicular traffic we expect may be taxis or ride share vehicles dropping off guests to the venue, managers will be trained in be able to ask guests to swiftly exist the vehicle and allow the taxi or ride share car to move on quickly. On our most busy days, weekend brunch, there will be a full time Host regulating any problematic traffic both pedestrian and vehicular amongst performing their host duties.

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) \_\_\_\_\_

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

Sound proofing cork sideboard is being installed down the entire left hand side of the venue wall up to 40 inches high. This is a design feature for our space that will work very effectively as a natural sound proofing mechanism. Furthermore our intention is for music is to create mood and comfort and music will not be above background or ambient in nature.

**APPLICANT HISTORY:**

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

If yes, please indicate name of establishment: \_\_\_\_\_

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

**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? 6

How many On-Premise (OP) liquor licenses are within 500 feet? 32

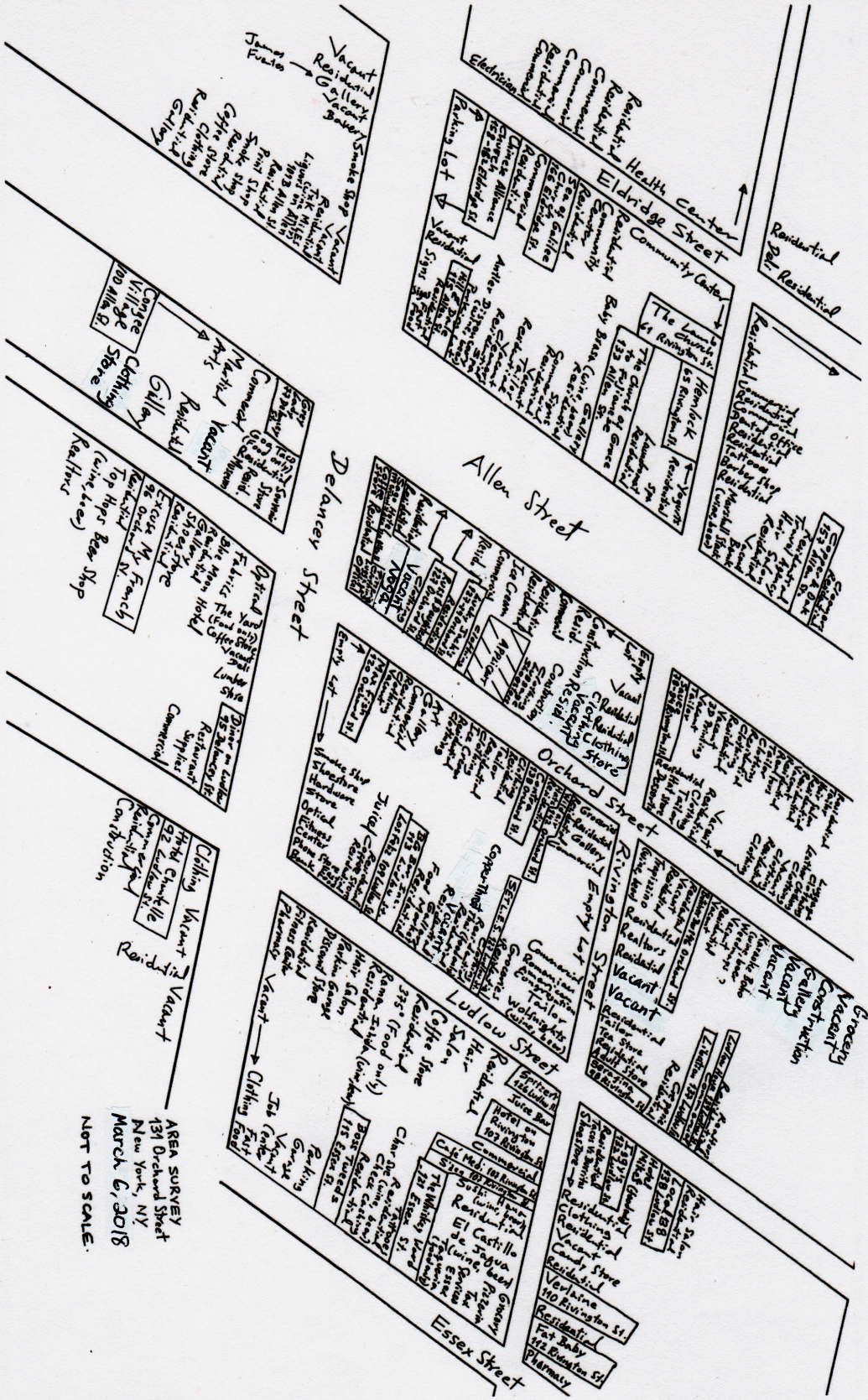
Is premise within 200 feet of any school or place of worship?  Yes  No

**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.
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.
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 7pm.
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.



RE: 131 ORCHARD STREET - Full On Premise Licenses

1. Verlaine - 110 Rivington Street - (467')
2. Fat Baby - 112 Rivington Street - (487') - CLOSED
3. Local 158 - 138 Ludlow Street - (452')
4. Iggy's - 132 Ludlow Street - (398')
5. Libation - 137 Ludlow Street - (405')
6. Serafina - 98 Rivington Street - (333')
7. Ludlow House - 139 Ludlow Street - (432')
8. Copper & Oak - 157 Allen Street - (468')
9. Butcher Bar - 146 Orchard Street - (341')
10. Sauce - 79-84 Rivington Street - (285')
11. Café Medi - 107 Rivington Street - (396')
12. Spitzer's - 126 Ludlow Street - (335') - CLOSED
13. Hotel on Rivington - 107 Rivington Street - (415')
14. The Whiskey Ward - 121 Essex Street - (467')
15. Contra - 138 Orchard Street - (100')
16. S'zen - 107 Rivington Street 2<sup>nd</sup> Floor - (415')
17. Los Feliz - 109 Ludlow Street - (223')
18. Hemlock - 65 Rivington Street - (338')
19. SET L.E.S. - 127 Ludlow Street - (264')
20. Lucky Jack's - 127-129 Orchard Street - (27')
21. Russ & Daughter Cafe - 127 Orchard Street - (46')
22. Boss Tweeds - 115 Essex Street - (453')
23. BG Bar - 113 Ludlow Street - (221')
24. Max Fish - 120 Orchard Street - (114')
25. Noga / Sajo Hotel - 119 Orchard St. AKA 120 Allen St. - (132')
26. Hill & Dale - 115 Allen Street - (272')
27. Grey Lady - 77 Delancey Street - (389')
28. Congee Village - 100 Allen Street - (436')
29. Excuse My French - 96 Orchard Street - (474')
30. Diner on Ludlow - 95 Delancey Street - (385')
31. Hotel Chantelle - 92 Ludlow Street - (483')
32. Wildair - 142 Orchard Street - (163')

CHURCHES & SCHOOLS

1. The Lamb's Church - 61 Rivington Street - (381')
2. The Church of Grace to Fujianese - 133 Allen Street - (243')
3. Sea of Galilee Church - 166 Eldridge Street - (409')
4. Chinese Alliance Church - 158-162 Eldridge Street - (384')

RE: 131 ORCHARD STREET - RESTAURANT WINE LICENSES

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1. Marshall Stack - 66 Rivington Street - 354'
2. Baby Brasa - 129 Allen Street - 232'
3. Antler Dispensary - 123 Allen Street - 245'
4. Boho Karaoke - 152 Orchard Street - 434'
5. Trapizzino - 144 Orchard Street - 267'
6. Top Hops Beer Shop - 94 Orchard Street - 488'
7. Wolfnights - 99 Rivington Street - 305'
8. Ramen Ishida - 122 Ludlow Street - 295'
9. Char Sue - 119 Essex Street - 465'

# Resume for Will Rees

## Personal details:

Name: William Rees  
Address: 9 Lennox St, Mosman  
mobile: 0405 089 995  
Email: willrees\_88@hotmail.com  
D.O.B: 28/09/88

## Professional experience:

Having worked in bars and restaurant venues for the last 10 years, Will has a true understanding of the consumer trends and demands in food and drink markets. Will joined the New York City based Two Hands hospitality group in 2015 and was integral in launching their second location in TriBeCa where he is still a stakeholder. Assisting with the build out and opening will was then employed as the 60 seat full bar and restaurant's General Manager. Prior to this achievement will managed and assisted in opening a successful chain of Italian restaurants in Sydney from 2012-2015.

### Two Hands NYC:

From June 2014 - Feb 2018 I have been onboard at Two Hands café and then Bar and Restaurant when in opened in early 2016. There I Was General Manager and ran the cocktail, beer and wine program, which insisted of order all alcohol products, tasting and selecting products and keeping quality of program up during its implementation. I forged many professional relationships with suppliers and importers and other industry representatives and feel I have a confident grasp on all things Liquor and alcohol in the NYC hospitality industry. I trained new staff and regularly held seminars for wine education, order of service and alcohol safety and correct procedures.



### Restaurant: Café Gitane (new York) - Server

Starting in July 2011 I lived and worked in New York. I worked full time as a server at a very well known French Moroccan Restaurant/café in the West village. The experience I gained from working in such an inspiring and cultured city was unforgettable and really let me grasp the food and beverage service industry in the city that started it all.

### Pizza Olla Restaurant – Manager/Supervisor

I worked here close to full time for over a year. Pizza Olla is a very busy restaurant in vibrant and young area. Worked as the head floor server and eventually moved to restaurant manager.

### Restaurant/bar: Époque (Belgian beer café) - server

Époque is busy, vibrant, fast-paced restaurant and whilst working there, I learnt much more about the restaurant industry and food and beverage service.

### Restaurant service: the Watermark - server

Starting in 2007 for 2 years I worked at the Sydney restaurant, 'The Watermark', during my time there I adopted the skill of waiting on tables, taking orders and some bar skills. The Watermark is a hi-volume semi fine dining restaurant that specializes in food quality and service.

### Qualifications

- Responsible Service of Alcohol (RSA) 2006
- Site School training: Certificate of bar course
- Site School training: Certificate in events waiting course

University:

Finished a bachelor of business double major in marketing ad finance at the University of Sydney Technology (UTS) graduated 2013.

References:

- CAFÉ GITANE, supervising Manager, Emma Henderson – (949) 529 7337
- THE WATERMARK, directing manager, Karen Watkins –+61 0421 075 292
- EPOQUE, manager, Kate Brenner +61 0407 167 678
- PIZZA OLLA, owner, Charmaine Tellidis –+61(02) 9776 6552

# TIMOTHY LINDSAY COTTLE

339 East 9<sup>th</sup> St, Apartment 2A NY, NY 10003

[Tim@goodthanksnyc.com](mailto:Tim@goodthanksnyc.com)

917 292 1714

## **Skills Summary**

Experienced Retail Leasing Executive and Hospitality Manager

## **Education**

***Bachelor of Property Economics, University of Technology Sydney***

## **Experience**

Tim has negotiated over 300 retail Leases. Furthermore, Tim has a strong passion and focus on retail cycles, metrics and understanding retail businesses inside out.

### ***Stockland Shopping Centres Australia***

*Leasing Executive / 2010 - 2012*

### **Westfield Shopping Centres Australia (Scentre Group)**

*Leasing Executive / 2012 – 2014*

### **DEXUS Shopping Centres Australia (Scentre Group)**

*Leasing Executive / 2012 – 2015*

### **The Botany View Hotel Newtown**

*Manager / 2016 – 2017*

### **The Botany View Hotel Newtown**

References, To be provided upon request.