

MANHATTAN COMMUNITY BOARD 3 59 East 4th Street - New York, NY 10003 Phone (212) 533-5300 www.cb3manhattan.org - info@cb3manhattan.org

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
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

Check which you are applying for:

• • •			
🛛 new liquor license	C	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: October 30, 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: ______

If alteration, describe nature of alteration:

Previous or current use of the location: Bar & Restaurant (previous use)

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 50 Avenue B/228 E. 4th Street, New York, NY 10009

Cross streets: E. 3rd & 4th Streets and Aves. A & B.

Name of applicant and all principals: ARM 50 Inc. Principals: Shamell Edgerton,

Ronald Spaights and Anthony Hall

Trade name (DBA): <u>n/a</u>

PREMISE:

Type of building and number of floors: Mixed Use, 6 stories

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: ______

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) <u>3pm-2am on weekdays and 10am and 2am on the weekends</u>.

Number of tables? 20 Total number of seats? 100

How many stand-up bars/ bar seats are located on the premise? $\frac{2}{2}$

(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): <u>12 ft rectangular upstairs and 10ft rectangular in bsmt</u>

Does it have a food preparation area? □ Yes ⊠ No (If any, show on diagram)

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

Will a manager or principal always be on site? \blacksquare Yes \square No If yes, which? Sharmell Edgerton How many employees will there be? <u>10-15</u>

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: 6-8inch speakers on grd level for ambient & 10-12inch in bsmt

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? <u>Yes</u> There will be monthly performances, such as music, art, poetry

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? \square Yes \square No (If Yes, how many and when) 3 when bsmt is open between the hours of 8-2am on weekdays.

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? **D** Yes **X** No

If yes, please indicate name of establishment: _____

Address:	Community Board #
Dates of operation:	-

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 **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? <u>9</u> How many On-Premise (OP) liquor licenses are within 500 feet? <u>13</u> 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.

- I will operate a full-service restaurant, specifically a (type of restaurant) Pizza and <u>American Fare</u>, with a kitchen open and serving food during all hours of operation <u>OR</u> □ 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 <u>OR</u> I will have happy hour and it will end by <u>8pm</u>____.
- 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.

Proximity Report for Location:

50 Avenue B, New York, NY, 10009

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
DISCOVERY WINES LLC	16 AVE B	480 ft
NIZGA CORP	58 AVENUE A	680 ft
EAST HOUSTON STREET WINE & LIQUOR INC	250 E HOUSTON ST	865 ft
LOCAL NEW YORK LIQUORS LLC	24 AVE C	875 ft
EAST VILLAGE WINE CORP	100 AVENUE C	1070 ft
TURTLE DOVE LLC	28 30 CLINTON ST	1120 ft
JCCSM INC	45 1ST AVE	1420 ft

Churches within 500 Feet

Name	Approx. Distance
Trinity Lower East Side Parish and Shelter	470 ft

Schools within 500 Feet

	Name	Address	Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
SUNRISE SHADOW LLC	50 AVENUE B	35 ft
235 EAST 4TH INC	235 - 237 E 4TH ST	80 ft
STACKLEATHER LLC	42 AVENUE B	110 ft
GOSLING INC	234 E 4TH ST	125 ft
FONDA AVENUE B LLC	40 AVENUE B	170 ft
ROOT & BONE LLC	200 E 3RD ST	210 ft
MAMA BAR LLC	34 AVENUE B	240 ft
217 BAR CORP	217 E 3RD ST	275 ft
BECAF LLC	29 AVENUE B A/K/A 33 AVE 3	290 ft
GALMAC LLC	28-30 AVENUE B	325 ft
25 B GROUP REST AVE LLC	25 AVENUE B	365 ft
GREAT CABIN LLC, THE	205 E 4TH ST	410 ft
A O CAFE AND RESTAURANT LLC	17 AVENUE B	480 ft
DESMO 916 CORP	545 E 5TH ST AKA 76 AVE B	485 ft
THUNDERBOLT CORP	531 E 5TH STREET	565 ft
GENCO IMPORTING INC	99 AVENUE B	655 ft
511 E 5TH STREET LLC	511 E 5TH ST	675 ft

Name	Address	Approx. Distance
CORMAR INCORPORATED	507 E 5TH ST	710 ft
FRENCH AVENUE B INC	103 105 AVENUE B	710 ft
RAGUBOY CORP	156 EAST 2ND STREET	745 ft
ROLO REST LLC	32 AVENUE A	750 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
EAST COAST FISH MARKET INC	45 AVENUE B	90 ft
GPEV LLC	511 E 5TH ST	605 ft

Unmapped licenses within zipcode of report location

Name	Address
ALV SUPERMARKET LLC	119 AVENUE D
J&B MEAT MARKET INC	42 AVENUE C
GERMAT OF NY INC	192 E 2ND ST

Before & After

SLIDERS:

- Impossible patty w/LTO, "cheese", and special sauce \$12
- Sirloin Beef patties w/caramelized onions, Rosemary Aioli, and Gouda cheese \$14
- Shredded BBQ Chicken, Provolone cheese, Lettuce & Tomato, Special Sauce \$13
- Salmon Filet w/Chipotle Mayo, Spinach Leaves & Tomato, Toasted Buns \$15
- Shrimp Po' Boy Sliders, L & T, Curry Mayo \$15

WINGS:

- Buffalo Wings \$12
- Asian Sticky Wings \$12
- BBQ Wings \$12
- Golden Fried Wings \$12
- Vegan Buffalo Wings (cauliflower) w/ Vegan aioli \$12

FISH & CHIPS:

- Fried Whiting bedded over Spring Salad Mix \$15
- Served in Fried Green Plantains
- Create a sauce pairing...

CHICKEN & WAFFLES:

- Fried Breaded Chicken Cutlet \$17
- Topped w/Maple Mustard and Lettuce & Tomato
- Covered w/Waffles (Served Sandwich Style)

SHRIMP & GRITS:

- Sautéed Shrimp w/Cajun Garlic & Butter Sauce \$19
- Sazon Grits w/Sautéed Pico de Gallo

PIZZA:

- Margherita Pizza or Margherizza \$8
- Pesto & Avocado Pizza (Vegan) \$11
- Roasted Cauliflower Buffalo Pizza (Vegan) \$10
- Pepperoni Pizza \$9
- Classic Cheese Pizza \$7
- Breakfast Pizza \$10

SIDES:

- Pomme Frites w/Pomme Frites Dressings (Ketchup, Mayo, Dijon Mustard) \$7
- Quinoa Salad- w/Spinach Leaves, Cherry Tomato, Red Onions, Cilantro, Spiced Sunflower seeds, Olive Oil, Sea Salt, Pepper, and Lemon Dressing (add chicken \$6, shrimp \$8, salmon \$8) \$12
- Mac N Cheese \$8

KEY FOR FOR MENU ITEMS:

- All items A La Carte
- 3 sliders per order, 3 inch buns (Martin's Potato rolls), 2 oz. patties
- Wings orders are 8 pieces (drum & flats)
- 3 pieces of fish per Fish & Chips order, 1 Whole green Plantain
- 2 pieces of waffle (to form a sandwich), 2 sandwich halves
- Three 4 ounce cups for the shrimp & grits orders, 5-6 pieces of small shrimp per cup
- Personal Pan (8-inch pie) Serves 1-2

Before & After

WHISKEY:

- Manhattan Rye Whiskey, sweet vermouth, two dashes of Angostura, ice, garnished with brandied cherries.
- Whiskey Sour Bourbon, lemon juice, teaspoon of sugar.
- Mint Julep Muddled mint, simple syrup, and Bourbon.
- Old Fashioned 1 sugar cube melted w/ 3 dashes of Angostura bitters, and a little soda, crushed, stirred with a large ice cube, 2 oz. of Rye
- Josh Collins 2oz Bourbon, 1oz lemon juice, 1 teaspoon, simple syrup, ice.
- Sazerac Rye 2.5oz, sugar cube, 2 dashes of Peychaud's bitters, 1 dash Angostura bitters, Absinthe, garnish w/lemon peel.

VODKA:

- Moscow Mule Vodka, Lime, ginger, and soda, copper mugs.
- Expresso Martini Vodka, freshly brewed expresso, coffee liqueur, and ice.
- Bloody Mary Ketel One Vodka, fresh tomato juice, spice mix, fresh lime juice, and celery.
- Vodka Martini Vodka, Vermouth, and olives.
- Cosmopolitan Vodka, triple sec, cranberry juice, lime juice.

RUM:

- Mojito Bacardi and Havana club Rum, mint, soda water, fresh lime juice, and sugar.
- Daiquiri lime juice, white rum, sugar syrup, shaken.
- Rum Punch Rum, lime, mint, pineapple, cinnamon, pomegranate.
- Mai Tai White Rum, fresh lime juice, orange curacao, dark rum, and orgeat syrup.
- Darn 'n' Stormy Goslings Rum, ginger beer, and lime. (Dry Ice)

GIN:

- Dry Martini Gin, vermouth, and green olives.
- Tom Collins Gin, sugar, and lemon juice, and tonic water.
- Negroni 1/3 Gin, 1/3 Campari, 1/3 sweet vermouth.
- Floradora Gin, lime, raspberry, and ginger ale.
- French 75 London Dry Gin, Lemon Juice, sugar, champagne.

BRANDY:

• Sidecar – Brandy, Triple Sec, and Lemon.

TEQUILA:

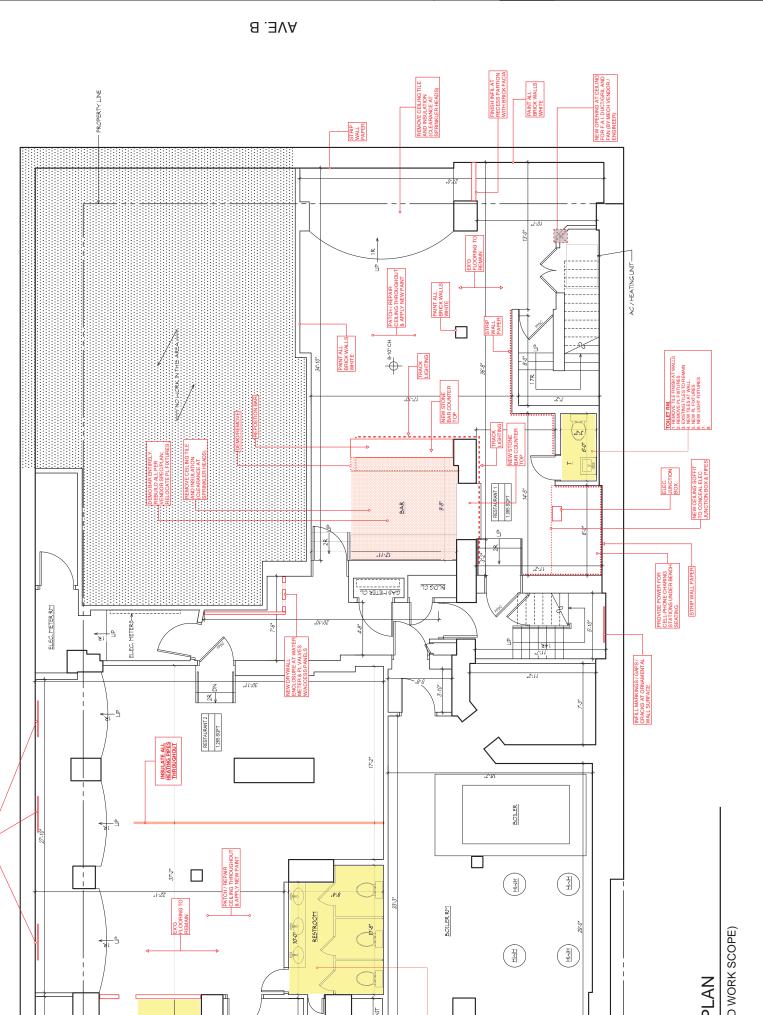
- Margarita Tequila, fresh lime juice, and agave syrup.
- Tequila Sunrise Tequila, orange juice, and grenadine.
- Paloma Tequila, lime, and grapefruit soda.
- Brave Bull Tequila, Kahlua, shake, strain, garnish w/lemon twist.
- Blue Magic Tequila, Blue curacao, and pineapple juice, garnish w/cherry and pineapple. (Dry Ice)

SCOTCH:

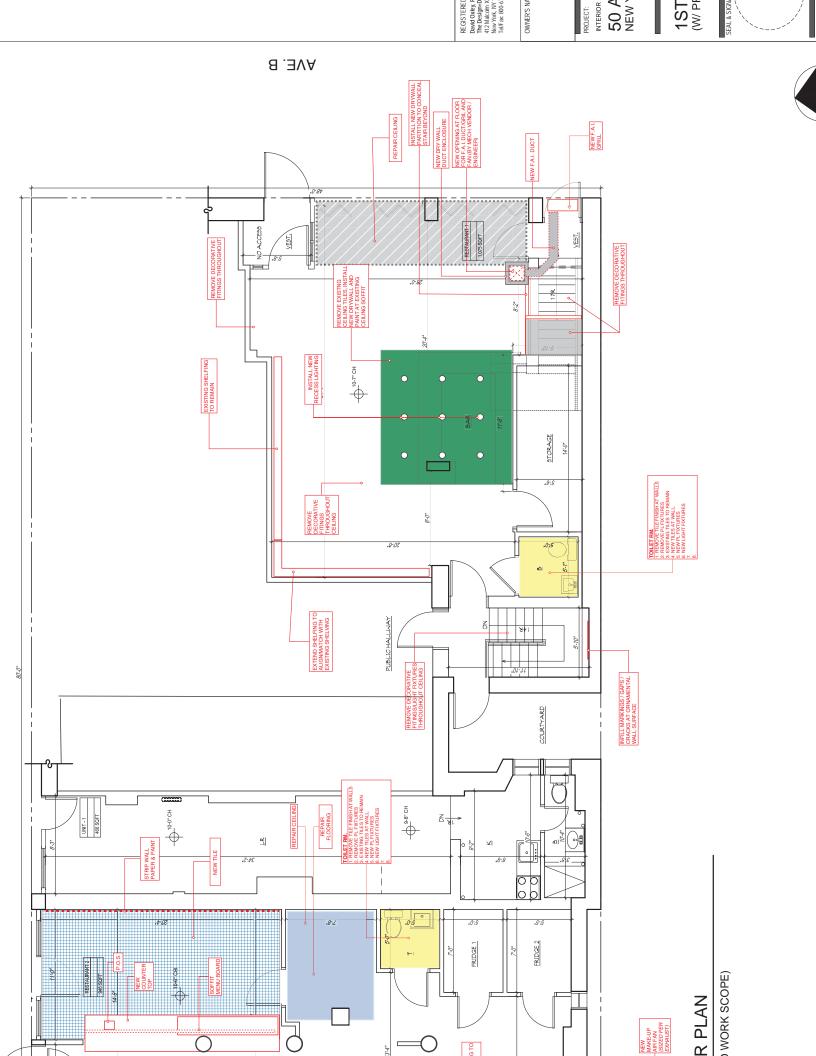
- Rusty Nail Scotch (Glenlivet, single malt) and Drambuie.
- Godfather Scotch (Dewar's White Label), and amaretto.
- Gold Mine Famous Grouse Scotch, Galliano, sherry, lime juice, and lemonade.

CHAMPAGNE:

- Moet Melon on the Rocks 4oz Moet Ice Imperial, 0.5oz fresh lime juice, 0.75oz Vulcan tequila blanco, 1oz fresh watermelon juice, 6 mint leaves, 3 large ice cubes.
- Mello Madness 2oz OJ, 1oz pineapple juice, 2tbs grenadine, brut champagne.
- Air Mail 2oz golden rum, 0.5oz lime juice, 1tbs honey, 5oz brut champagne.
- Grand Royal ¾ parts Grand Marnier, 4 parts champagne.
- Foggy Nights 1.5oz Absinthe, 4oz brut champagne, (Dry Ice).
- The Volcano ¾ raspberry liqueur, ¾ oz. blue curacao, champagne. (Dry Ice)
- Melon Mimosa 2oz Midori, 4oz Champagne, 1tsp lemon juice, 1tsp simple syrup.

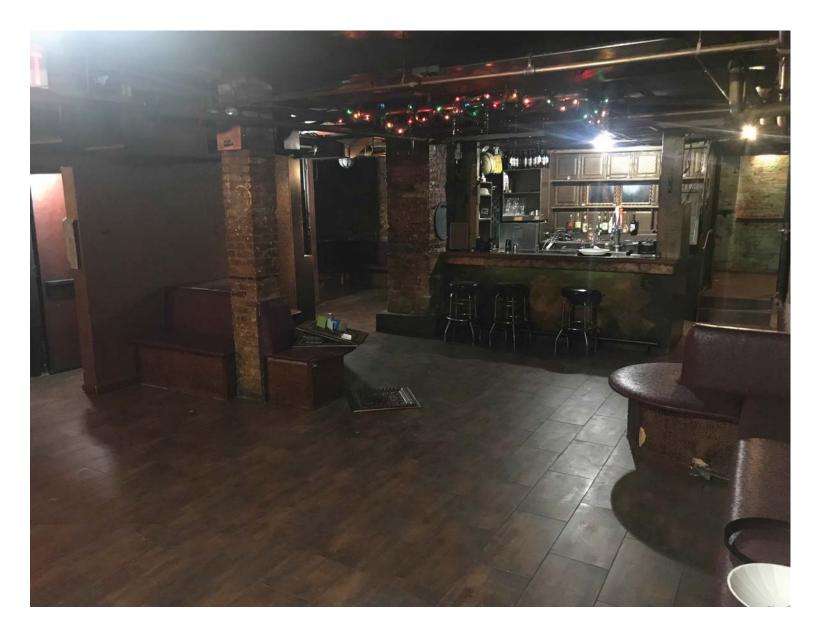


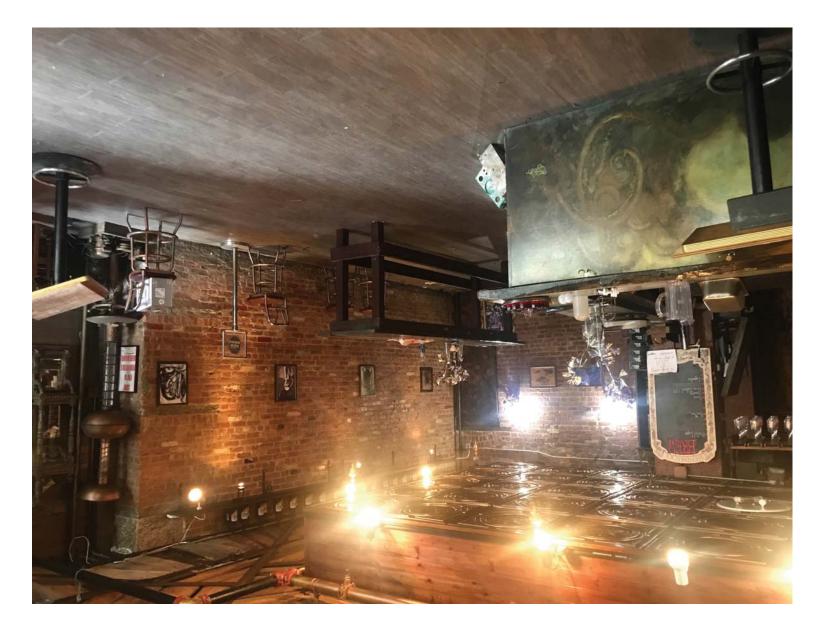
REGISTEREE David Oxley, F The Design+D 412 Matcolm X New York, NY TellFax: 800-6 OWNERS NP PROJECT: INTERIOR NEW / SEAL & SIGN











ADDRESS: 50 Avenue B, New York, NY 10009.

EXECUTIVE SUMMARY:

Once opened, the lounge will have an exceptional management team to guide its success. The lounge's three owners, Mell Edgerton, Ron Spaights and Anthony Hall, have over 25 years of business management experience between them.

THE GOALS:

It's not the lights, it's not the liquor and it's not the sound. It's the people!

And it's the FUN! Successful bar lounges are based on an accurate understanding of the core customers. The mission of the lounge is to create an environment that satisfies the changing tastes and expectations of our core customers; i.e. young professional men and women. If the women come, the men will follow. In order to achieve this goal, we must constantly improve our response to the customers' entertainment needs.

THE OBJECTIVE:

Ideally, we would like to utilize the space to operate a bar/lounge establishment. Our establishment will be a Bar lounge that will serve tapas and cocktails to our prospective guests. We will open the whole premises for business to the public fully fixtured, stocked and staffed and will continuously occupy and utilize the entire premises in the active conduct of its business in a reputable manner on such days and during such hours of business. Business will be conducted on the premises in such manner as to comply with all statutes, bylaws, rules and regulations of any federal, provincial, municipal or other competent authority and will not do anything on or in the premises in contravention of any of them.

KEYS TO SUCCESS:

- Provide exceptional service that leaves an impression with our core customers.
- Consistent entertainment atmosphere and product quality.
- The company will focus on design and International themes that have mass appeal to professional men and women.
- In order to reach and maintain a unique image of quality, the lounge will provide attentive and friendly service.

COMPANY OWNERSHIP:

As a forceful leader in Brand Marketing, Shamell has crafted an astounding career as the missing link in showing how a company can connect with a target market without seeming inauthentic and staying true to their core values. Mell's client list includes Brand Management & Consulting for The Grammy Academy, Hard Candy Fitness, Nike, Adidas, Crunch, Burberry, Louis Vuitton, VIBE Magazine, Brooklyn NETS, Barclay Center, AT&T, T-Mobile, Verizon, Ernst & Young, Ignite Restaurant Group, BR Guest Hospitality, The One Group (Bagatelle, STK), 40/40 Club, Hotel Gansevoort, VIP Room NYC, Karma

Lounge & Bar, AM Southampton, Shane's Brooklyn, and a lengthy roster of artists that include Sean "Puff Daddy" Combs, Missy Elliot, Pharrell Williams, Busta Rhymes, Estelle, John Legend, Alicia Keys, Madonna, Eric Benet and many more. Mell Edgerton attended college for Marketing & Music from the prestigious New York University. He successfully managed several major marketing campaigns over the past 10 years. He has held senior marketing positions with Violator Management, Clear Channel, BlackBerry and Barclays before venturing into the nightlife realm with Anthony and Ron.

Ron Spaights is a highly decorated Finance & Accounting Executive working with high profile clients such as but not limited to, Chemical Bank, Richard Spears Kibbe & Orbe, Sumitomo Bank, NY Water Taxi, United Synagogue of Conservative Judaism, Berkeley Carroll School & Xavier High School to name a few. Not only does he work with the high profile clients in a corporate capacity, they also utilize his private accounting services for their business and personal needs too! Ron is highly respected and demanded and has worked at several of NYC's biggest financial institutions. Currently Ron is the CEO at Projectnet LLC, operating out of the Wall Street location.

Anthony puts the PERFORM in PERFORMance! He is results driven and specializes in Customer Engagement. Prior to ending his two-decade tenor at Verizon overseeing operations, he led the culture of building top notch management teams that successfully carried out the brands core values and principles. Having chosen customer service as a career, Anthony understood how vital that was to a company's recurring business. When engaging, Anthony provided more than a conventional solution to customers. He aimed to provide them with an interactive experience in a manner not less than exceptional. Since leaving Verizon, Anthony has made multiple investments expanding his business portfolio. Some of which include property investments nationally and internationally, Bar & restaurant investments, digital currency etc.

PRODUCTS AND SERVICES:

The lounge represents a unique opportunity creating a good energy, art-theme venue that will cater to young professional adults. The new venue will specialize in unique themes and will offer beer, wine and an array of liquors and mixed drinks. In addition, the venue will sell nonalcoholic beverages such as soft drinks, juices and bottled water. Our food menu will consist of mostly appetizers and small entrees. The hours of operation will be 3:00 P.M. to 2:00 A.M. daily. The establishment will draw primarily from the resident population in LES while attracting guests and visitors from outside the area as well.

PROPOSAL CONCLUSION:

The company's management is confident that The Company will be successful and an asset to the local community.

Thank you in advance and I look forward to speaking with you soon!

Best,

Shamell Edgerton

Ron Spaights

Anthony Hall

Petition to Support Proposed Liquor License

Date:	ento
The following undersigned residents of the area support the issuance of the following liquor license (indic	Late
En and the second part of the se	
the type of license such as full-liquor or beer-wine) Full Liquor	
ARM 50 INC	
to the following applicant/establishment (company and/or trade name) ARM 50 INC	
Address of premises: 50 AVENUE B 1338 4th Ateunt NEW YORK, NY 10009	
Address of premises: JO AVENUE D 1000 1 AVELUA HER COP 1	
This business will be a: (circle) (Bar) (Restaurant) Other:	
The hours of operation will be:	
3pm - 2n dhily	
and within 2-block ar	

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area

Other information regarding the license:

Address and Apt # (required) Signature Name 252 East 4th St. Apt 4A Sereena Marcano arean 930 East 4th & AD+132 Stephanie Gramar 25ZEastyth St. Apt 4A Alecia Light 240 East 4th Jus 12 WOX2S 240 East 4th t-haled a 258 EGHSY B Selenesal Sing leton 65 columbia St APt 46 Christian Cruz 206 Fast 4th St 3D Toseph Delalauz 176 Pitt St 16E Marie Dan rello 240 E4# St 3C Andrew Scheer 240 E 4th St 30 Tali Seleev Tell 06 530 HSLAL ML lenotthe : Haven plaza WIC,MY # 251 10009 Monique 207 595+ 300 \$ flex Maldonado AP. #

Petition to Support Proposed Liquor License

Date:	and the second	and the second
	ents of the area support the issuance o nor or beer-wine) Full liquo	f the following liquor license (indicate
- ype of neense such us full hy		
to the following applicant/establi	shment (company and/or trade name	ARM 50 INC
Address of premises: 50 A	KENVE B 378 EAST 4th	St New York, NY 10009
This business will be a: (circle)	(Bar) Restaurant Other:	1
The hours of operation will be:		
	pm - 2x daily	
PLEASE NOTE: Signatures should	be from <u>residents</u> of building, adjoinin	ng buildings, and within 2-block area.
Other information regarding the	license:	
Name	Signature	Address and Apt # (required)
Christopher Rulley	mal	30 Avenue D 14B
MBLAIR	12gg	105 E 3RA STREET
IBRATH MBAATTA	CA	211 EASI 314D STREET, MU 1
Will Taylor	1 the	211 EAST 3 RD STREET, MET 516 East 5th St. Apt Z
		516 East 5th St Apt2
Mihir Gulati	Atte	S', APIZ
Melanie Scholtz	Marth	
Alex Georgalas	14 6	224 ave B, Apt 3 540 AmB. Apt 12a
Ward Bonnetond	Ann 1	540 AmB. Apt 12a
	and the second s	531 E 6th St Apt F4
Paul Km	m	171 E. 2nd St. 5
ANDRE M.	lon	233 E 4th St
Amina T.	Suller	
PATIE OFHNOON	Gaute	40 AVE SSE
	1 mg	201 EATH ST
NICOLE Hakakian	10	46 Ave B.
EBH Flores	that	227 East 3rd Street
	VA	
Kelly Lopez	17-10	246 E. 444 Street

