

Bridgeview Hotel LLC Roof-Top
(The Crown)
50 Bowery New York, NY 10013

Manhattan Community Board 3
Meeting: December 9, 2019



THE CITY OF NEW YORK
 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 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: 11.22.2019

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: HOTEL LIQUOR

If alteration, describe nature of alteration: ADDING REC. MUSIC TO OUTDOOR SPACE & DJ/LIVE TO INDOOR SPACE

Previous or current use of the location: BAR/RESTAURANT

Corporation and trade name of current license: *PLEASE SEE BELOW

**BRIDGEVIEW HOTEL LLC, & JOIE DE VIVRE HOSPITALITY LLC, GG BOWERY LLC

APPLICANT:

Premise address: 50 BOWERY NEW YORK, NY 10013

Cross streets: CANAL

Name of applicant and all principals: ALEX CHU, SCOTT GERBER, IRENE CHU, ALEXANDER CHU AND JONATHAN CHU

Trade name (DBA): THE CROWN

PREMISE:

Type of building and number of floors: COMMERCIAL, 22

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: YES, ROOF, PLEASE SEE 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? APP ON FILE

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): C6-R2

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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 7 DAYS/WEEK 7AM-4AM FOR INDOOR SPACE
7AM-2AM FOR OUTDOOR SPACE

Number of tables? 31 Total number of seats? 75

How many stand-up bars/ bar seats are located on the premise? 1 BAR, 10 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): 12' LENGTH STAND UP 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 PLEASE SEE MENU ATTACHED

What are the hours kitchen will be open? 12PM-2AM

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

How many employees will there be? 35 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?) _____

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 LIVE, DJ RECORDED FOR INDOOR. RECORDED ONLY FOR OUTDOOR

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

Please describe your sound system: ACOUSTICALLY LIMITED SOUND SYSTEM

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? YES, ABOUT 2 TIMES PER WEEK.

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) STAFF AT STREET LEVEL, AND WITHIN.

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: PLEASE SEE SCOTT GERBERS LIST ATTACHED

Address: PLEASE SEE ATTACHED Community Board # _____

Dates of operation: PLEASE SEE ATTACHED

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. SCOTT GERBER, SEE ATTACHED

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business MRRDIGO LLC, IHG MGMT MARYLAND LLC & GG LES LLC DBA MR.PURPLE

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? 8 (3 PENDING)

How many On-Premise (OP) liquor licenses are within 500 feet? 15 (4 PENDING)

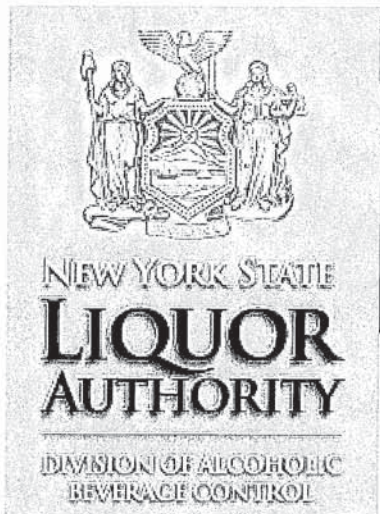
Is premise within 200 feet of any school or place of worship? Yes No

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 _____.
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.



Andrew M. Cuomo, Governor
 Vincent G. Bradley, Chairman
 Greeley T. Ford, Commissioner

Home
 Public License Query
 Wholesale



Forms Quick-Find: Wholesale Forms Retail Forms

Help

Public Query - Results

Found 13 matches for: ""GERBER, SCOTT"" in Principal Name
 Displaying records 1 - 13.

Premises Name	Address	License Class	License Type	Expiration Date	License Status
MIDNIGHT SKY LLC	235 WEST 46TH STREET BROADWAY & 8TH AVENUE NEW YORK, NY 10036	252	OP	01/31/2004	License is Inactive
OLIVES NY LLC 50 UNION SQ HOSPITALITY LLC	201 PARK AVENUE SOUTH NEW YORK, NY 10003	252	OP	10/31/2008	Expired
MIDNIGHT MOONDANCE LLC	120 E 39TH STREET PARK & 3RD AVENUES NEW YORK, NY 10016	252	OP	04/30/2006	License is Inactive
S R G RESTAURANT GROUP LLC	100 CENTRAL PARK SOUTH STORES 9 & 10 NEW YORK, NY 10019	252	OP	06/30/2017	License is Inactive
HST LESSEE WNY LLC&W OPERATING CO LLC&GERBER GRP	541 LEXINGTON AVE EAST 49TH & E 50TH STREETS NEW YORK, NY 10022	242	HL	06/30/2018	Expired
GG UNION SQUARE LLC	201 PARK AVE S NEW YORK, NY 10003	252	OP	03/31/2020	License is Active
MARTIN SCOTT WINES LTD	1981 MARCUS AVENUE SUITE E-117 LAKE SUCCESS, NY 11042	203	LL	09/30/2016	License is Inactive
ARC NY 120W5701 TRS LLC & GM 57TH ST LLC	120 W 57TH ST NEW YORK, NY 10019	242	HL	09/30/2019	License is Inactive
MRRDIGO LLC, IHG MGMT MARYLAND LLC & GG LES LLC	171 LUDLOW ST A/K/A 180 ORCHARD ST NEW YORK, NY 10002	242	HL	09/30/2021	License is Active
GG CAMPBELL LLC	15 VANDERBILT AVE GRAND CENTRAL TERMINAL # R-05 NEW YORK, NY 10017	252	OP	04/30/2021	License is Active
HIGHGATE HOTELS LP & GERBER GROUP BLUE NY LLC	541 LEXINGTON AVE NEW YORK, NY 10022	242	HL	07/31/2020	License is Active
AREP III BR OPERATOR NYC LLC & GM 57TH ST LLC	120 W 57TH ST NEW YORK, NY 10019	242	HL	08/31/2021	License is Active
FLIGHT CENTER HOTEL LLC & MCR PROPERTY MANAGEMENT	JFK INTERNATIONAL AIRPORT	242	HL	04/30/2021	License is Active



GERBER GROUP



SCOTT GERBER

Principal & Chief Executive Officer

Scott Gerber is the Principal and Chief Executive Officer of hospitality industry leader, Gerber Group. Setting out to provide an innovative nightlife experience, Gerber Group opened their first property, The Whiskey at the Paramount Hotel, in 1991. Soon after, Scott took the lead in forging a partnership with Starwood Hotels & Resorts to develop the W Hotel brand. The partnership is widely credited for changing the landscape of the nightlife industry by creating unique, innovative venues that have re-defined the 'hotel bar.'

Today, Gerber Group, is the owner-operator of 15 innovative cocktail bars and restaurants in New York, Washington D.C., Atlanta and Santiago, Chile. Gerber Group continues to re-define the hospitality industry with innovative dining concepts and bars featuring renowned beverage programs accompanied by exceptional culinary talents.

Scott is widely viewed as a leading entrepreneur in the hospitality industry, appearing on shows such as CNBC's "Squawk On The Street," Fox Business Network's "America's Nightly Scoreboard," MSNBC's "Your Business," Food Network's "Food Fortunes", and most recently CBS' "Undercover Boss". Scott has also been quoted in the *Wall Street Journal*, *USA Today*, *Forbes*, *Market Watch*, *Crain's New York Business*, *Bloomberg Businessweek*, *Hotel Business*, *Nightclub & Bar*, and *Bar Business Magazine*, among others.

Scott – who holds a B.S. in Finance and Real Estate from the University of Arizona – was previously a Principal at a commercial real-estate firm and represented notable clients such as Giorgio Armani, Hermes, and Dolce & Gabbana.

HELBRAUN || LEVEY

RE: MANAGEMENT OF NOISE INSIDE AND OUTSIDE:

The applicant will control noise inside and remind customers to be respectful of neighbors, with a fulltime manager and staff that will be managing the premises at all times.

Music will be limited to low level, ambient background music. Low level speakers will be installed where noise will not be leaving the premise. As a reminder, this location has been open and currently operating To the best of our knowledge there have been no complaints regarding noise pollution.

RE: MANAGEMENT OF VEHICULAR TRAFFIC/CROWDING:

To ensure that crowding does not become an issue, security staff will be instructed to monitor the sidewalk and curb area to dispel groupings of people and keep the sidewalk clear. This establishment is currently open and operating. The operators have proven effective at maintaining order outside the establishment thus far, and we have no reason to believe their excellent management of vehicular and crowd control would cease.

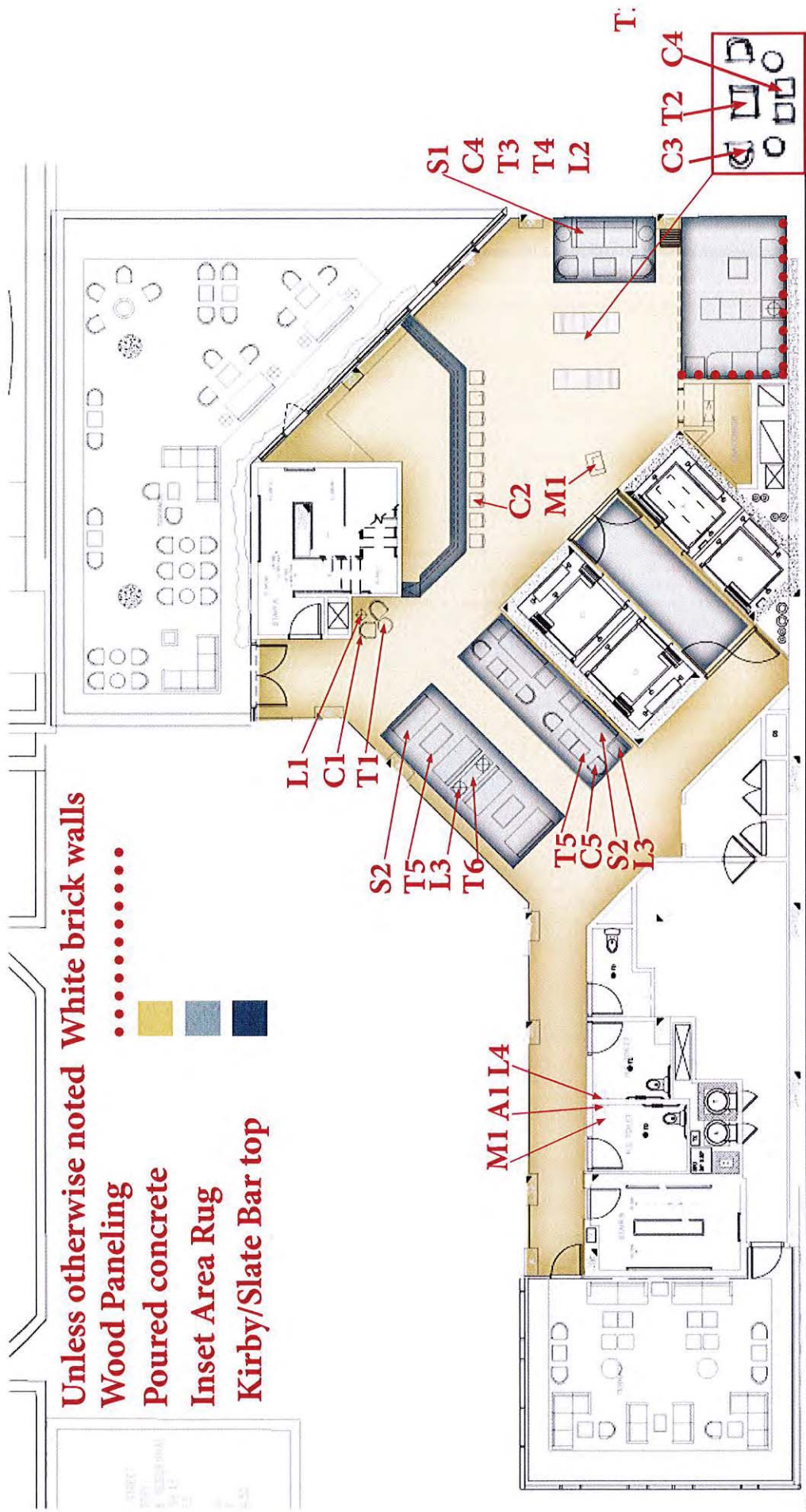
Unless otherwise noted White brick walls

Wood Paneling

Poured concrete

Inset Area Rug

Kirby/Slate Bar top



Standing drink tables are not ADA compliant, revert to original layout



LIGHT FARE

EDAMAME 8
salt & lime

HOUSEMADE POTATO CHIPS 10
ranch

WARM PRETZEL 8
brown mustard

HUMMUS 16
seasonal crudite, grilled pita bread
CHIPS & GUAC 18
blue corn tortilla chips

CHEESE & CHARCUTERIE PLATE 25
accompaniment, fig jam, crackers

PAN FRIED CHICKEN DUMPLING 12
soy & sesame dipping sauce

CHIPOTLE CHICKEN EMPANADAS 12
onion & chipotle sauce

PORTOBELLO MUSHROOM EMPANADAS 12
spinach & mushroom

PORK BUNS 12
pickled cucumber, hoisin, sriracha

MEATBALL SLIDERS 16
aged parmesan, tomato sauce, cheddar

TUNA TARTARE TACOS 20
avocado, chipotle mayo, cilantro

GRILLED CHEESE 16
gruyere, smoked mozzarella, cheddar

MACARONS 10

Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs
may increase your risk of foodborne illness.



GERBER GROUP



COCKTAILS 17

DIRTY MARTINI
absolut elyx vodka, olive juice

GG MANHATTAN
woodford rye, carpano antica vermouth,
angostura bitters

GRAND SPRITZ
grey goose vodka, st. germain, lime juice,
la marca prosecco, soda water

CASAMIGOS MARGARITA
casimigos blanco tequila, cointreau,
lime juice, agave

MOSCOW MULE
absolut vodka, lime juice, q ginger beer

NEGRONI
bombay sapphire gin, campari, dolin rouge vermouth

OLD FASHIONED
old forrester bourbon, demerara syrup,
angostura bitters, regans' orange bitters

STORMY MULE
brugal anejo, lime juice, Q ginger beer

BEER

CANS
CORONA / LIGHT · HOUSE LAGER · MONTAUK IPA
8

DRAFT
NARRAGANSETT LAGER · GERBER GROUP IPA
8

ROSÉ

HAMPTON WATER
cote du Rhône
16 / 75

CROTEAUX ROSE
north fork long island
15 / 70

SPARKLING WINE

MIONETTO PROSECCO
15 / 60

VEUVE CLICQUOT
25 / 150

WHITE

CHATEAU STE. MICHELLE
chardonnay, washington
16 / 88

FORSTREITER
gruner,austria
14 / 77

SFUSO
pinot grigio, italy
14 / 88

RED

WINE OF THE DAY
14

ALTOS TERRAZO
malbec, argentina
14 / 56

HERMINA
rioja, spain
15 / 60

BOEN
pinot noir, oregon
16 / 88

TEQUILA

CASAMIGOS
blanco 400 · repo 450 · anejo 500

DON JULIO
blanco 450 · anejo 550 · 1942 950

PATRON
blanco 450 · repo 500 · anejo 550

VODKA

TITO'S
375

GREY GOOSE
450

ABSOLUT ELYX
450

WHISKEY

BULLEIT BOURBON / BULLEIT RYE
450

JAMESON / JACK DANIELS
400

JOHNNIE WALKER
black 450 · blue 950

WOODFORD RESERVE
450

GIN

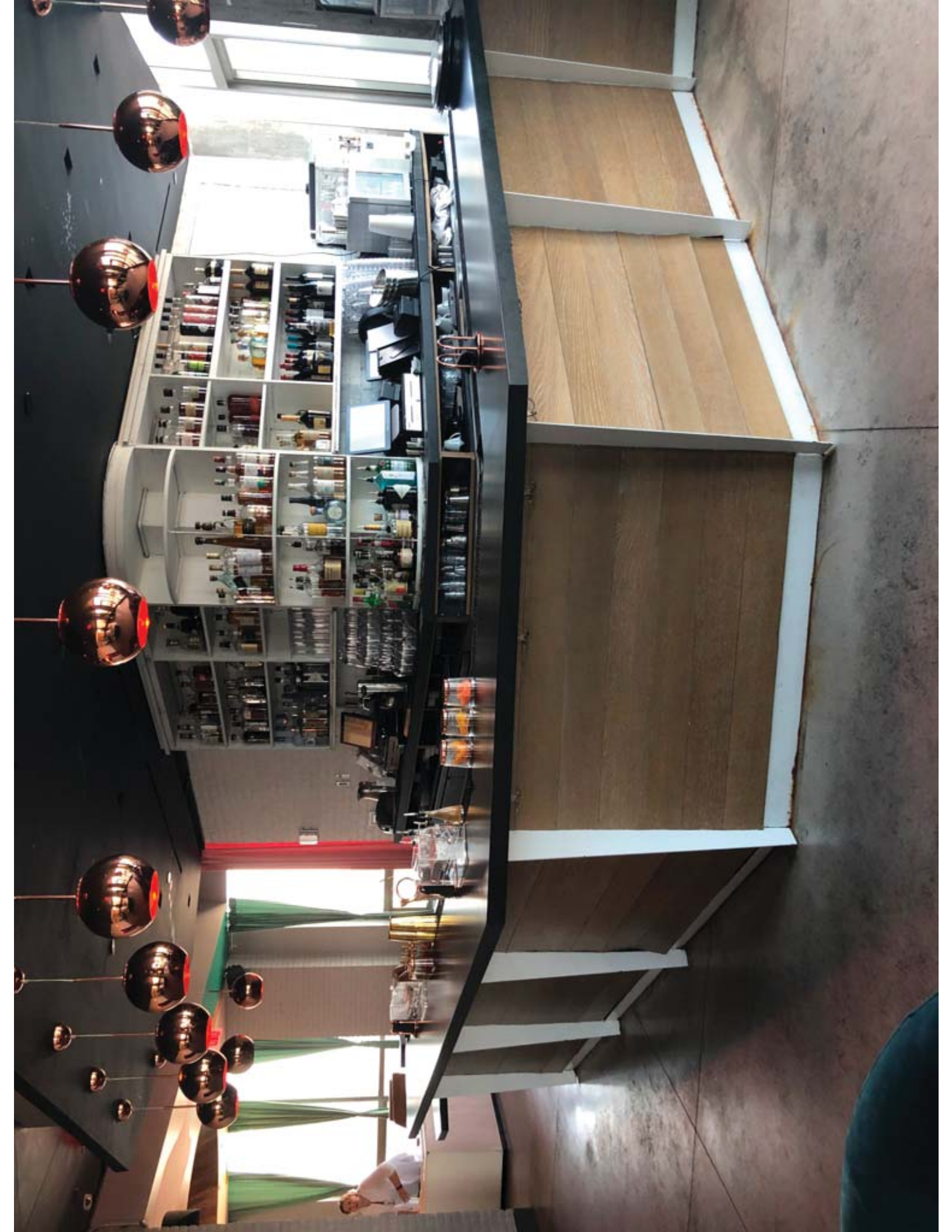
BOMBAY SAPPHIRE / TANQUERAY
375

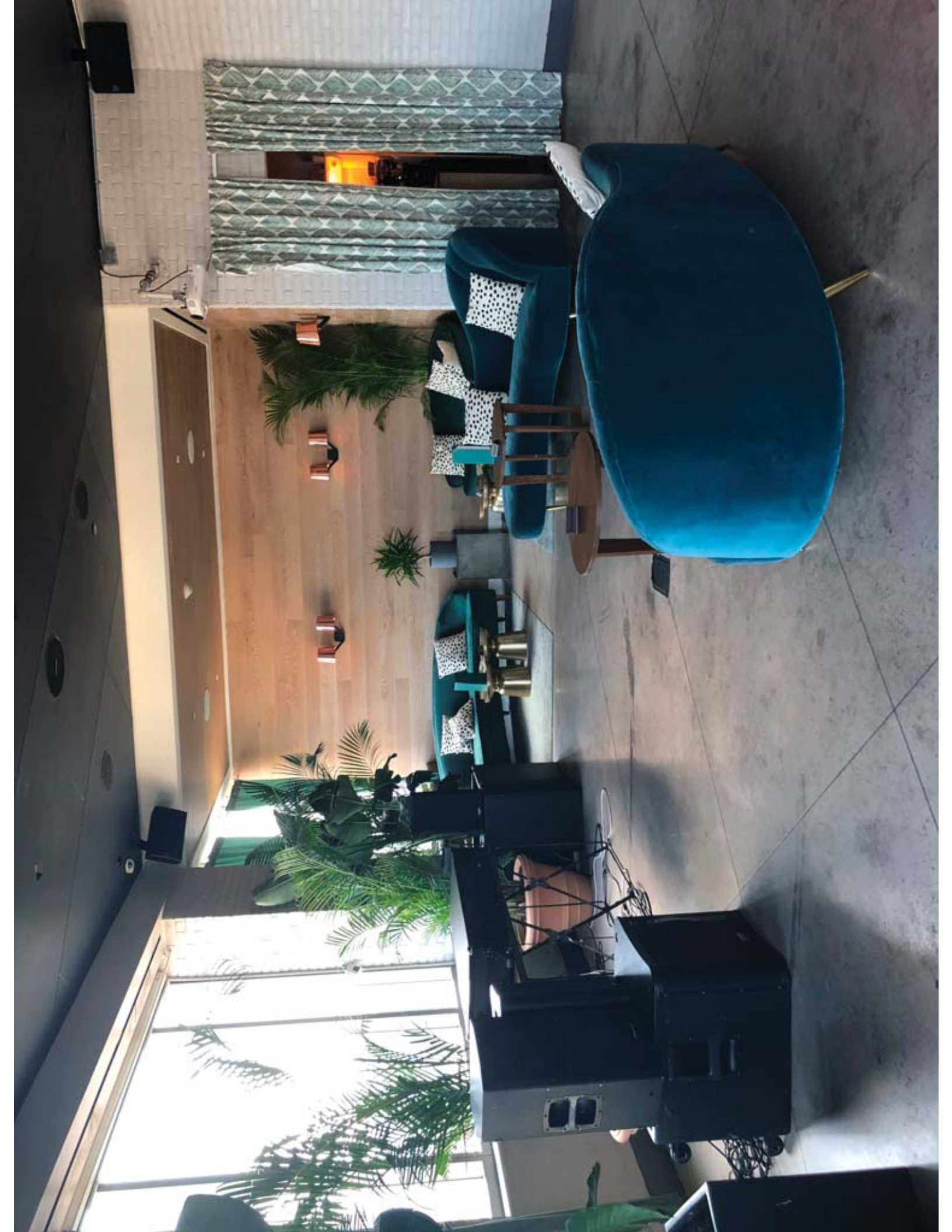
HENDRICK'S
400

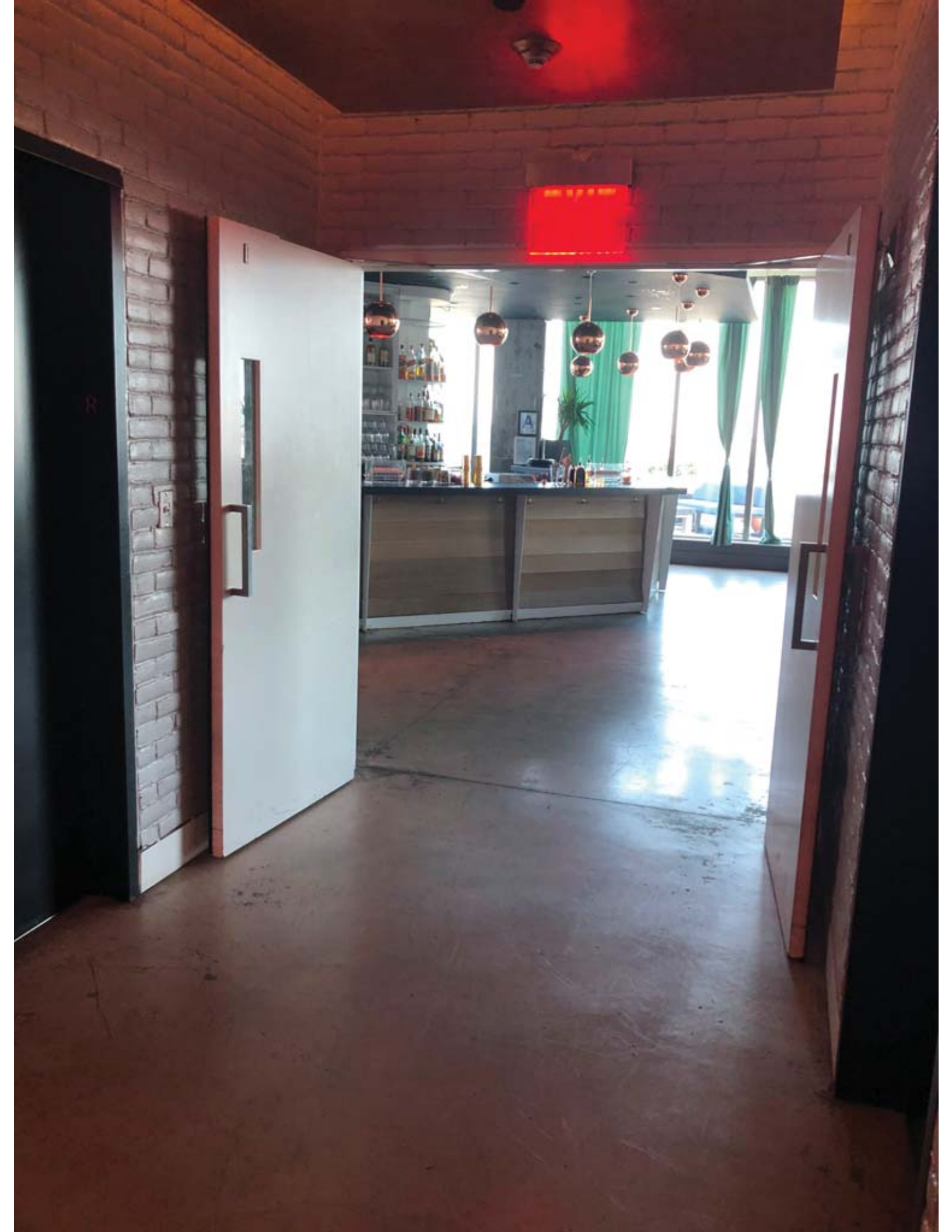
SCOTCH

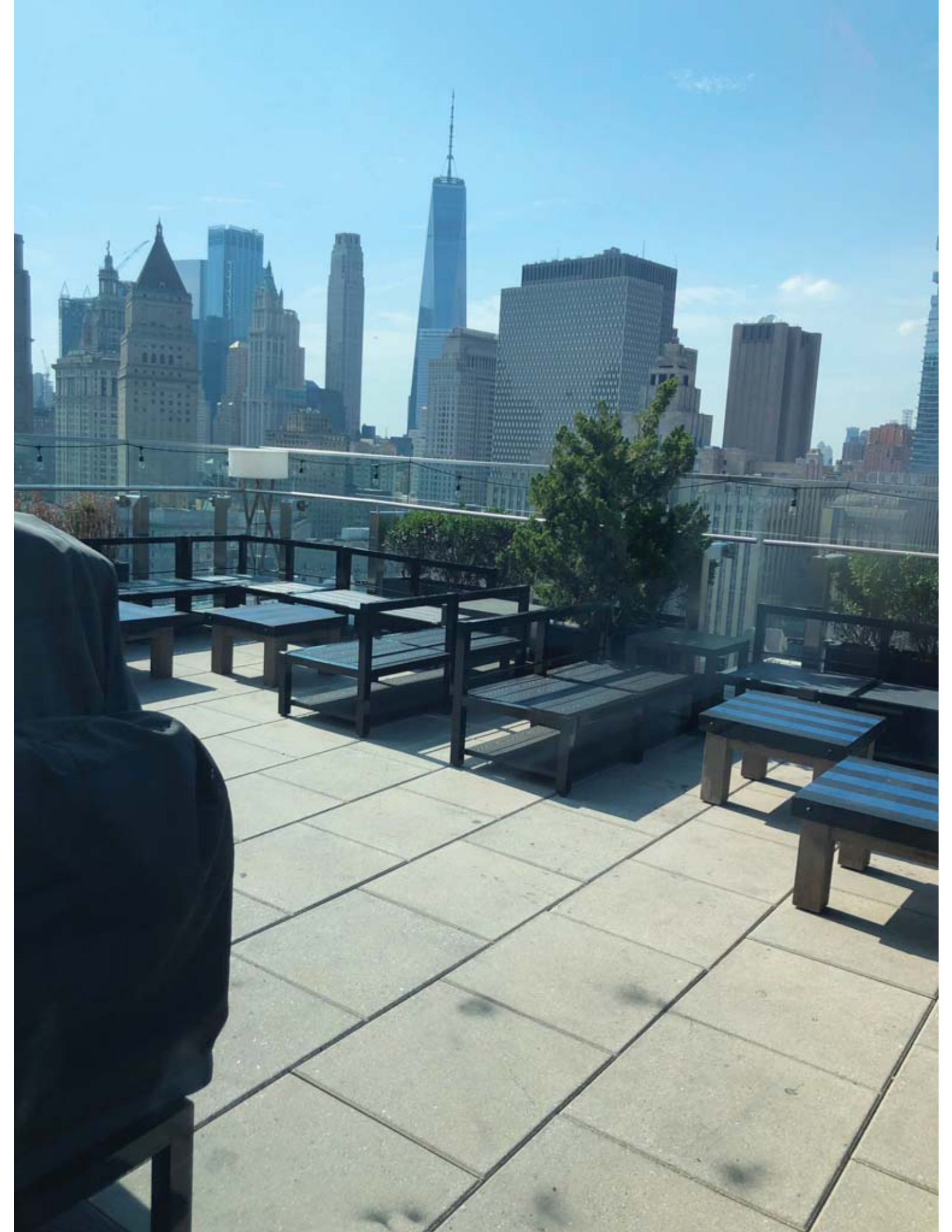
MACALLAN 12 YEAR
500

MACALLAN 18 YEAR
1,000

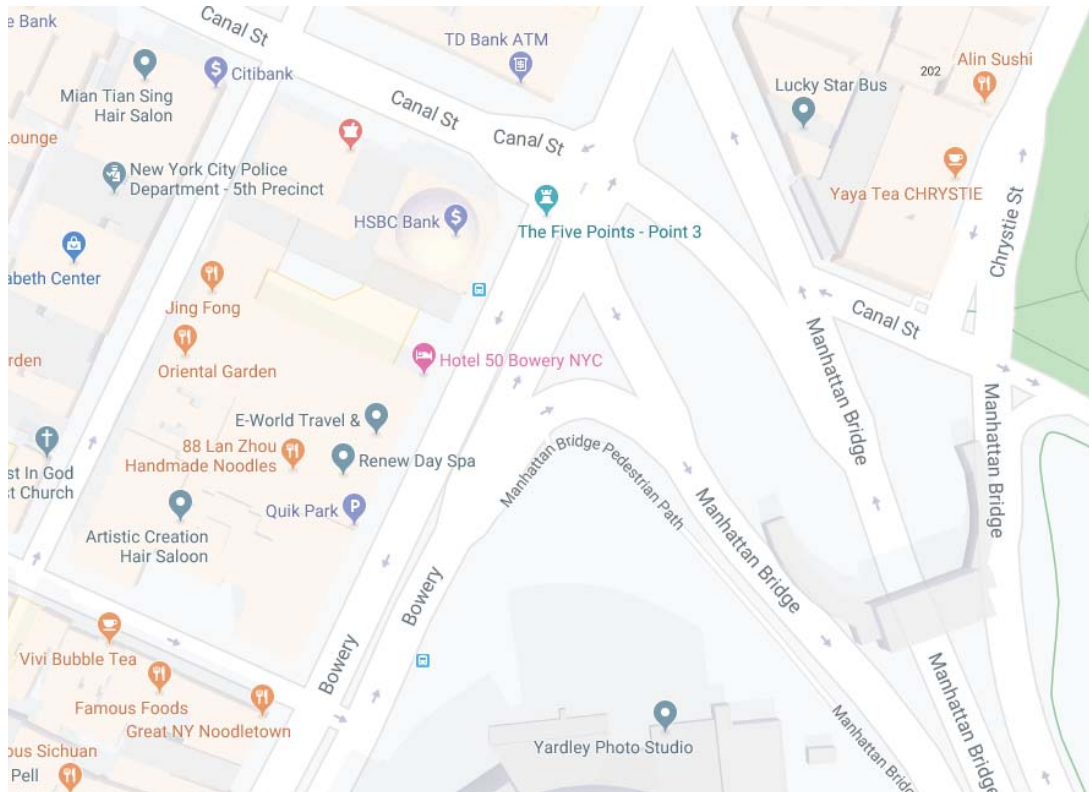
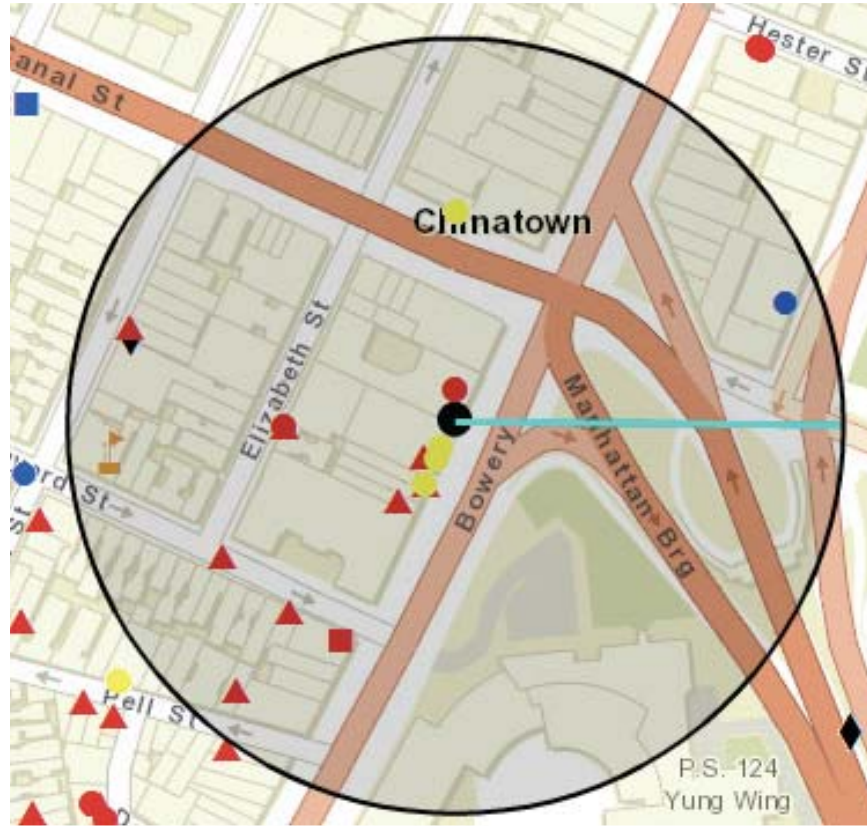








500 FOOT MAP (PER SLA LAMP REPORT):



Proximity Report for Location:

November 25, 2019

50 Bowery, New York, NY, 10013

* 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
WORLD WINE GROUP INC	49 CHRYSTIE ST	455 ft
MARKS WINE & SPIRITS LTD	53 MOTT STREET	555 ft
CHIN KONG INC	17 23 EAST BROADWAY	890 ft
R & S 49 LIQUOR CORP	92 ELIZABETH ST	975 ft
OCEAN WINE & SPIRIT INC	273 GRAND ST	1235 ft
CAFE MERENDA LLC	83 HENRY ST	1280 ft
SA VINO ITALIANO INC.	200 GRAND ST	1280 ft

Churches within 500 Feet

Name	Approx. Distance
Eastern States Buddhist Temple	430 ft

Schools within 500 Feet

Name	Address	Approx. Distance
CASCADE CTR FOR LEARNING & TEC	62 MOTT ST	440 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
BRIDGEVIEW HOTEL LLC,DJD 50 BOWERY LLC&JOIE DE VIV	50 BOWERY	40 ft
JING FONG RESTAURANT INC	14 20 ELIZABETH STREET	220 ft
CITYVIEW CHINATOWN LLC	93 BOWERY	620 ft
WYNDHAM HOTEL MGMNT INC & 93 BOWERY HOLDINGS LLC	93 BOWERY	620 ft
15 DIVISION ST RESTAURANT CORP	15 DIVISION ST	665 ft
HTCT LLC	11 13 DOYERS STREET	675 ft
8 TUXEDOS INC	5 DOYERS ST	675 ft
TRUMMER BAR LLC	9 DOYERS STREET	680 ft
TEA BISTRO INC	45 MOTT ST	690 ft
88 KTV INC	97 BOWERY STREET	700 ft
SUN YUE TUNG CORP	55 DIVISION ST	740 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
CANAL ARCADE LLC	48A BOWERY ST	40 ft
EAST MOON CORP	46 BOWERY	55 ft
BOWERY GYOKAI LLC	44 BOWERY	90 ft
DL&Y LLC	159 CANAL ST	270 ft
YING MA CORP	20 PELL ST	545 ft
BAYARD SUSHI INC	83 BAYARD ST	655 ft
ARPING RESTAURANT 45 INC	45 DIVISION ST	700 ft

Unmapped licenses within zipcode of report location

Name	Address
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NOTICE POSTING: 11/22/19

