

THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

Phone (212) 533-5300

www.cb3manhattan.org - mn03@cb.nyc.gov

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: 02/28/2020

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 Hotel License-Beer, Wine & Liquor

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Hotel

Corporation and trade name of current license: Noga Restaurant LLC & 119 Orchard Prop. Inc.

APPLICANT:

Premise address: 120 Allen St, New York, NY 10002

Cross streets: Rivington Street and Delancey Street

Name of applicant and all principals: Orchard Street Hospitality LLC: Morad Kalimian

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: Stand alone building - 12 floors (sub-cellar - floor 10)

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: 6th Floor Terrace

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? 156 (including hotel guest rooms)

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):
C6-2A

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: Full-service Hotel

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) The hotel is open 24 hours per day/7 days a week. Please see the Attachment 1
for the days/hours of operation for all food and beverage areas.

Number of tables? Please see Attachment 1 Total number of seats? Please see Attachment 1

How many stand-up bars/ bar seats are located on the premise? 1 bar with 4 bar stools total

(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): Please see Attachment 1

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
See menu enclosed

What are the hours kitchen will be open? 6am-2am

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

How many employees will there be? 25

Do you have or plan to install ☐ French doors ☐ accordion doors or ☒ windows? *

*All exterior operable windows will close by 10pm daily

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) 2

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: Centrally controlled audio system with zones to allow for different music to be played in different spaces.

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 outside promoted events, scheduled performances or cover fees

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

See rider enclosed: Sound baffling will be installed at the 6th floor exterior terrace. All operable windows will close by 10pm

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Hotel Henri

Address: 37 W 24th Street, New York, NY 10010 Community Board # 5

Dates of operation: 2016 to present

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume. See rider enclosed

Does any principal have other businesses in this area? ☒ Yes ☐ No If Yes, please give trade name and describe type of business The Allen Hotel:Hotel On-Premise liquor (Not yet open)

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. Enclosed

LOCATION:

How many licensed establishments are within 1 block? 3 OP on Orchard, 1 Hotel on Orchard, 1 TW & 1 RW on Orchard

How many On-Premise (OP) liquor licenses are within 500 feet? 25

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) xxxxxxx, 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 8 PM.
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.



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Supplemental Questionnaire for Hotel Applications

Consistent with our expectations for all hotel liquor license applications, please complete this form before the committee meeting.

1. Number of floors in total 12 Number of floors used for lodging 7
2. Number of public spaces 3 Indoor waiting areas for public spaces 1
3. Where deliveries will occur Allen Street
4. Where will the main entrance be located Allen Street
 - a. What other entrances or exits exist and their uses Orchard St (entrance/exit)
5. What the exterior lighting consists of or if it will change (this includes proposed lighting for the rooftop and lighting for any outdoor area) Landscape lighting at terrace, downlights at entrances directed away from residential windows.
6. For each public space, please include the following information (please provide attached sheets if there are multiple public spaces):
 - a. Method of operation (lounge, waiting area, lobby, restaurant, event space, etc.) See Attachment 1 Hours of operation See Attachment 1
Square footage See Attachment 1 Capacity See Attachment 1 Licensed See Attachment 1
 - b. Seating and what seating is comprised of (tables, chairs, couches, etc.)
See Attachment 1
 - c. Number of bars and type (service or stand up) 1 Stand Up
 - d. Bar length 8'-3" Number of stools at bars 4
 - e. Food service yes X no
 - f. Food service from central kitchen or elsewhere Yes
 - g. Hours of food service 6am-2am Proposed menu See Attachment 1
 - h. Music type (live, recorded, etc.) and level (background or entertainment)
DJ & Recorded Background(interior) / No Music (exterior)

7. If any public space is being proposed as a performance and/or dance venue, please provide the following additional information:

- a. Types of programs or shows proposed N/A
- b. Frequency of shows (when will they be scheduled) N/A
- c. Capacity of dance areas N/A
- d. Soundproofing N/A

8. If any part of the façade will open, please provide the following information:

- a. Where it is located in the building Orchard St
- b. What it overlooks Street
- c. When it is proposed to be closed 10PM

9. If there are any proposed outdoor spaces, please provide the following information:

- a. Method of operation Restaurant/Lounge
- b. Hours of operation 7am-12am
- c. Seating and what it consists of Chairs, table & Lounge Seating
- d. Whether music is proposed No Type
- e. Proximity to adjacent residential windows 10 feet
- f. Licensed? Yes

- Please submit any vehicle and pedestrian traffic study in advance of the meeting for review. Hotel applicants should meet with the local precinct regarding its traffic and other potential impacts.
- Applicant should also meet with the community to address concerns.
- Please also submit applicant work history.

Orchard Street Hospitality LLC
120 Allen Street
New York, NY 10002

Rider to Community Board 3 Liquor License Application & Supplemental Hotel Questionnaire

Proposed Method of Operation:

How the Applicant Intends to Manage Noise Inside and Outside of the Hotel:

Sound baffling will be installed at the 6th floor exterior terrace. All exterior operable exterior windows/doors will close at 10pm.

Applicant History:

Principal Work Experience:

Morad Kalimian, the principal of the applicant, is a partner in several hotels with food and beverage facilities in the New York Metropolitan area. Currently, Mr. Kalimian is a partner in the Garden City Hotel (269 keys) that has a fine dining steakhouse, full banquet facilities and a cocktail lounge with an outdoor patio. Mr. Kalimian also is a partner in the Hotel Henri (100 keys) located in Chelsea in Manhattan. That hotel has a full-service restaurant with an outdoor patio, as well as a rooftop bar with both indoor and outdoor areas. Mr. Kalimian is also developing a hotel on the same block located as 139 Orchard Street (98 keys) that will have a full-service restaurant, lobby lounge and a rooftop bar.

Attachment 1 to Community Board 3 Liquor License Application & Supplemental Hotel Questionnaire

Cellar Restaurant

Location and type	Cellar Restaurant
Interior /Exterior	Interior
Hours of Operation	Monday to Sunday 6am-2am
Seating	24 tables, 58 seats
Number of bars, type, length, bar stools	1 Stand-up bar (8'-3"), 4 bar stools,
Square Footage/ Capacity	923 sq. ft.; 90
Licensed	Yes
Food Service	Yes
Proposed Menu	Chinese/Latino
Music type and level	Recorded background, DJ

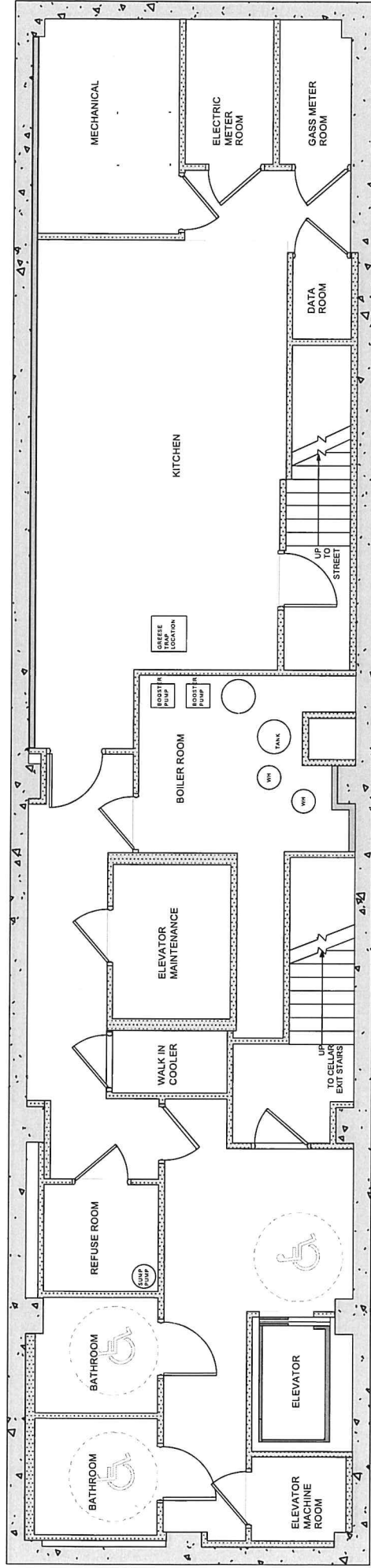
First Floor Lobby

Location	1 st floor Lobby
Interior/ Exterior	Interior
Hours of Operation	7 days per week/ 24 hours per day
Seating	0
Number of bars, type, length, bar stools	0
Square Footage/ Capacity	770 sq. ft.; 6
Licensed	Yes
Food Service	No
Proposed Menu	No
Music type and level	Recorded background

Sixth Floor Terrace

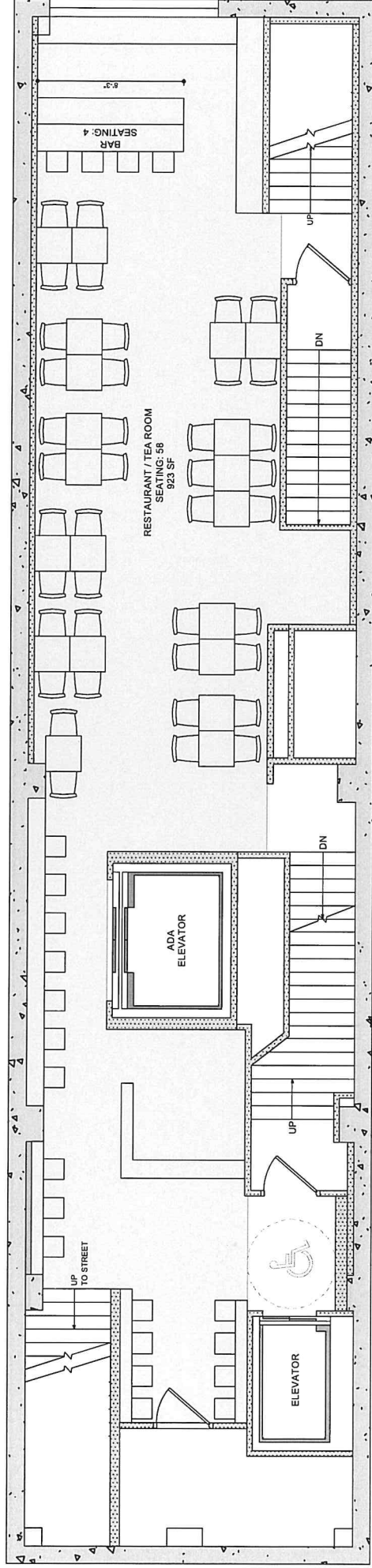
Location	6 th floor Terrace
Interior/Exterior	Exterior
Hours of Operation	Monday to Sunday 7am-12am
Seating	12 tables, 46 seats
Number of bars, bar stools, type, and length	0
Square Footage/ Capacity	842 sq. ft.; 70
Licensed	Yes
Food Service	Yes
Proposed Menu	Chinese/Latino
Music type and level	None

120 ALLEN ST.



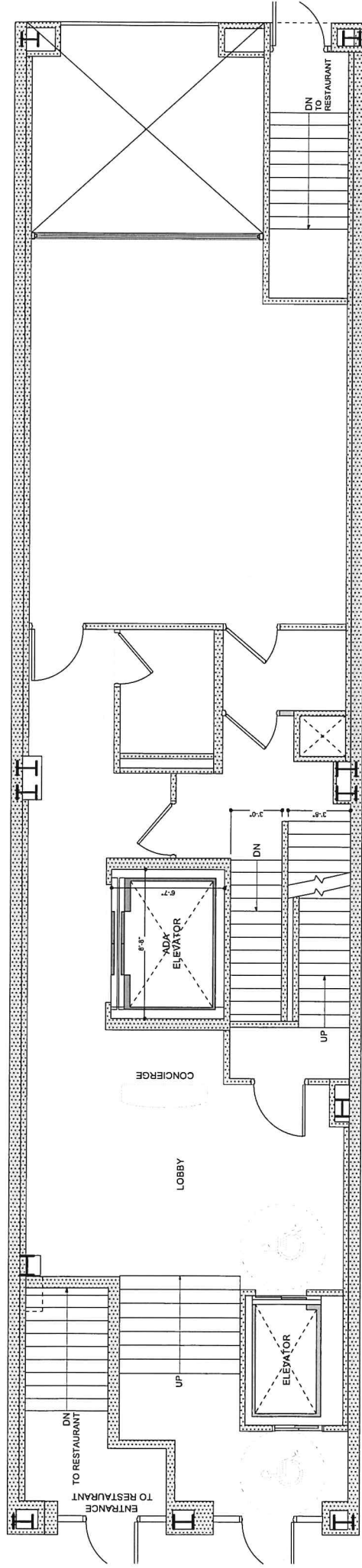
SUB CELLAR 1

120 ALLEN ST.



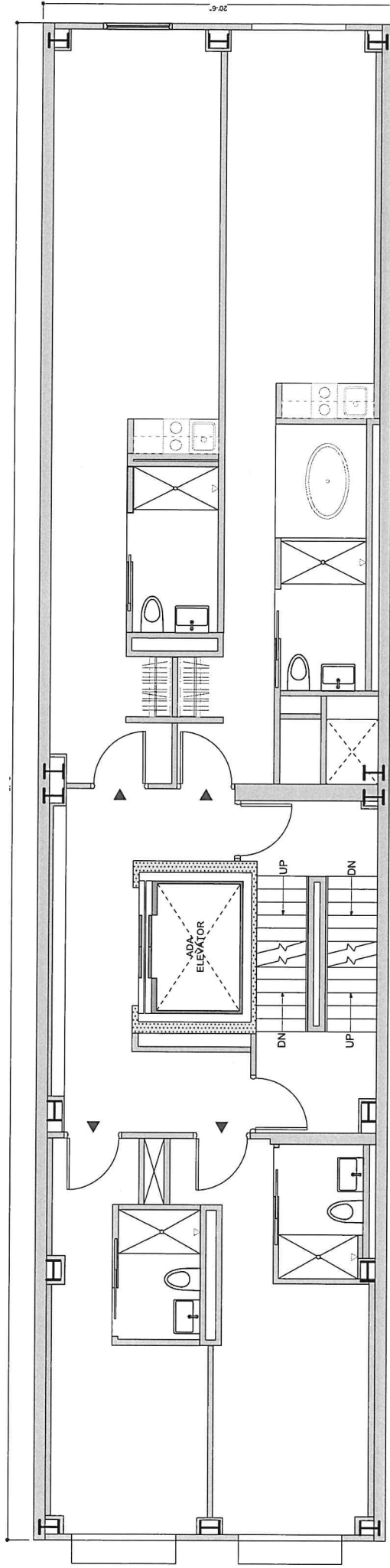
CELLAR

120 ALLEN ST.



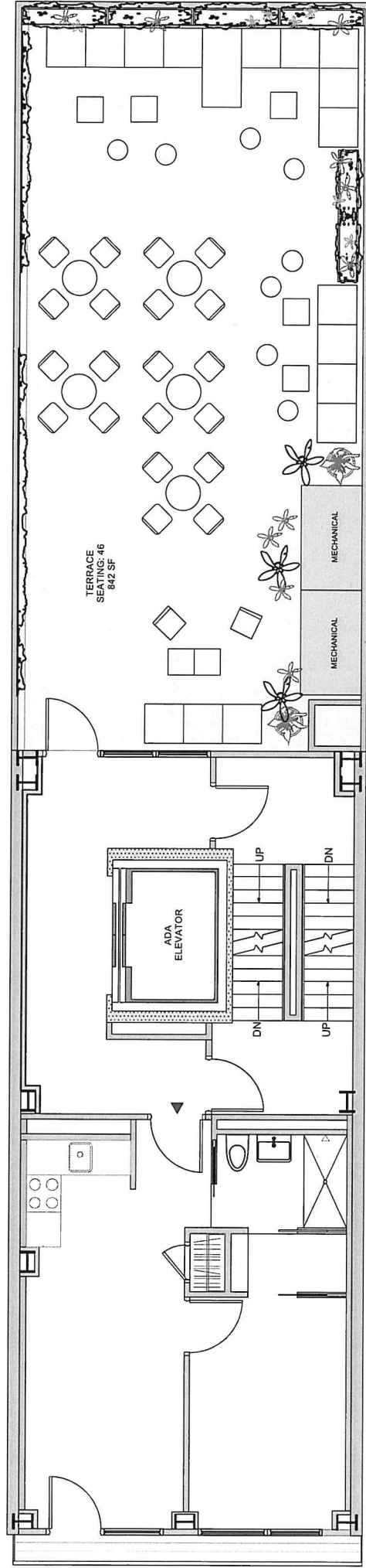
1st FLOOR

120 ALLEN ST.



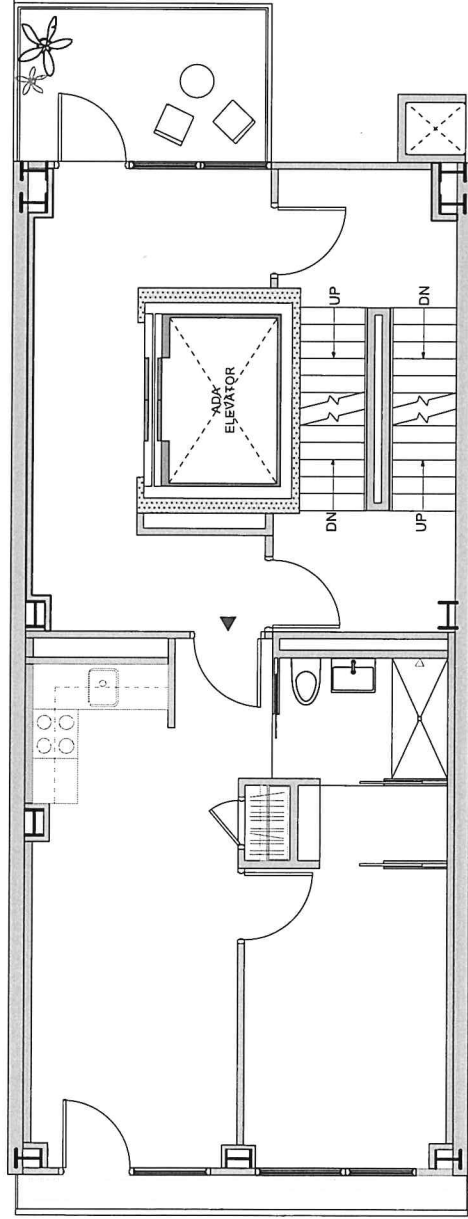
2nd - 5th FLOORS

120 ALLEN ST.



6th FLOOR

120 ALLEN ST.



7th - 8th FLOORS

SLA PHOTOS

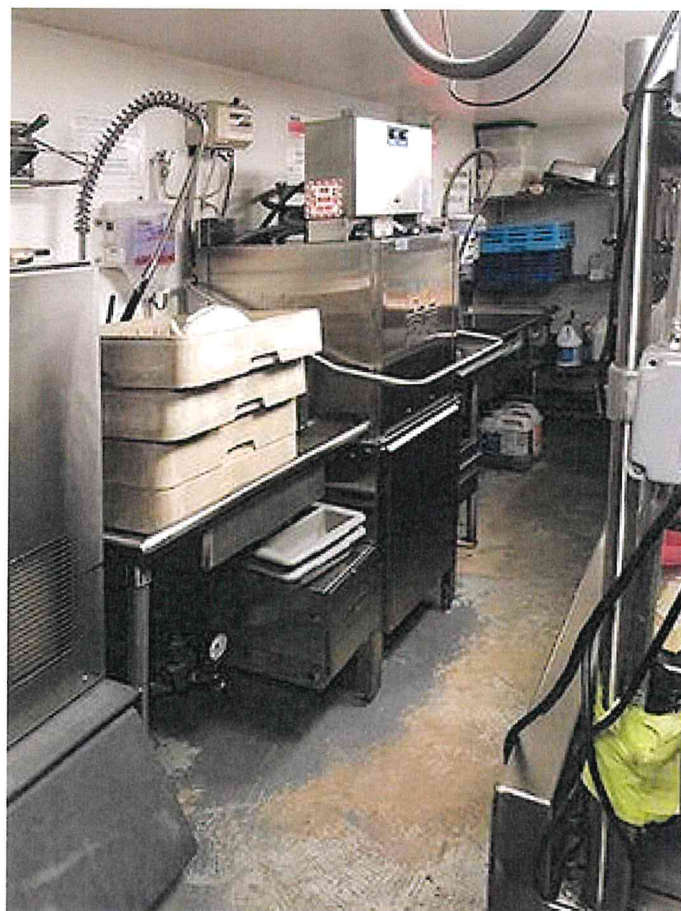
Allen St. Main Hotel Entrance



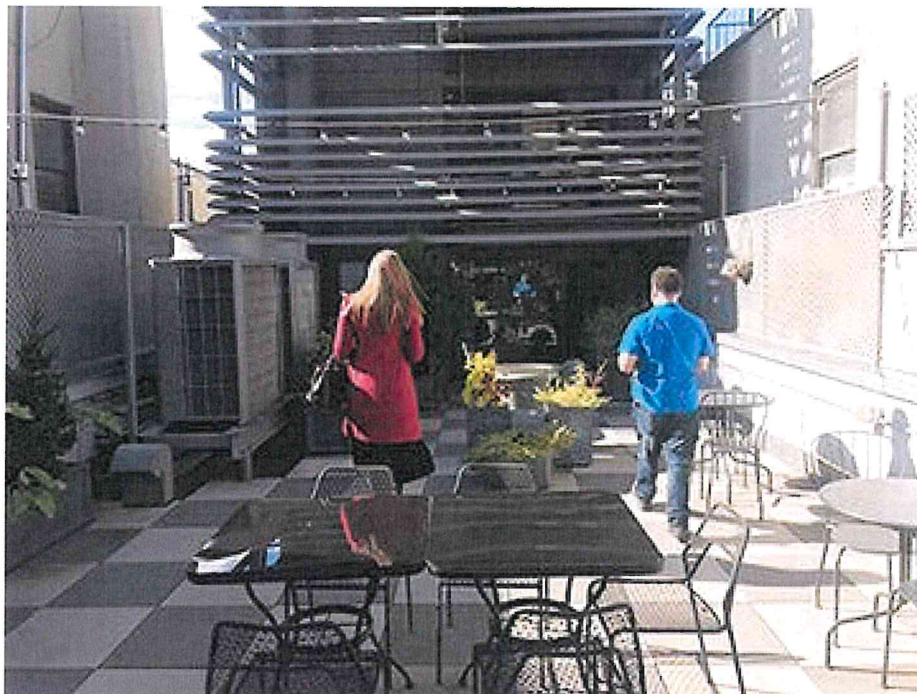
Cellar Floor Restaurant



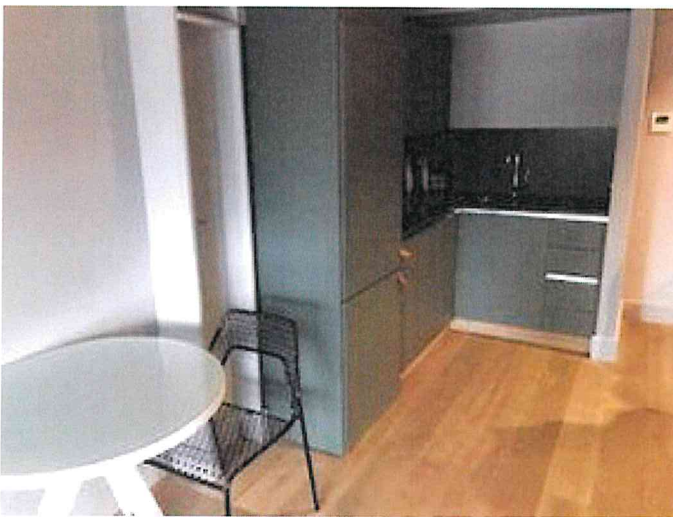
Sub-cellar Floor Kitchen

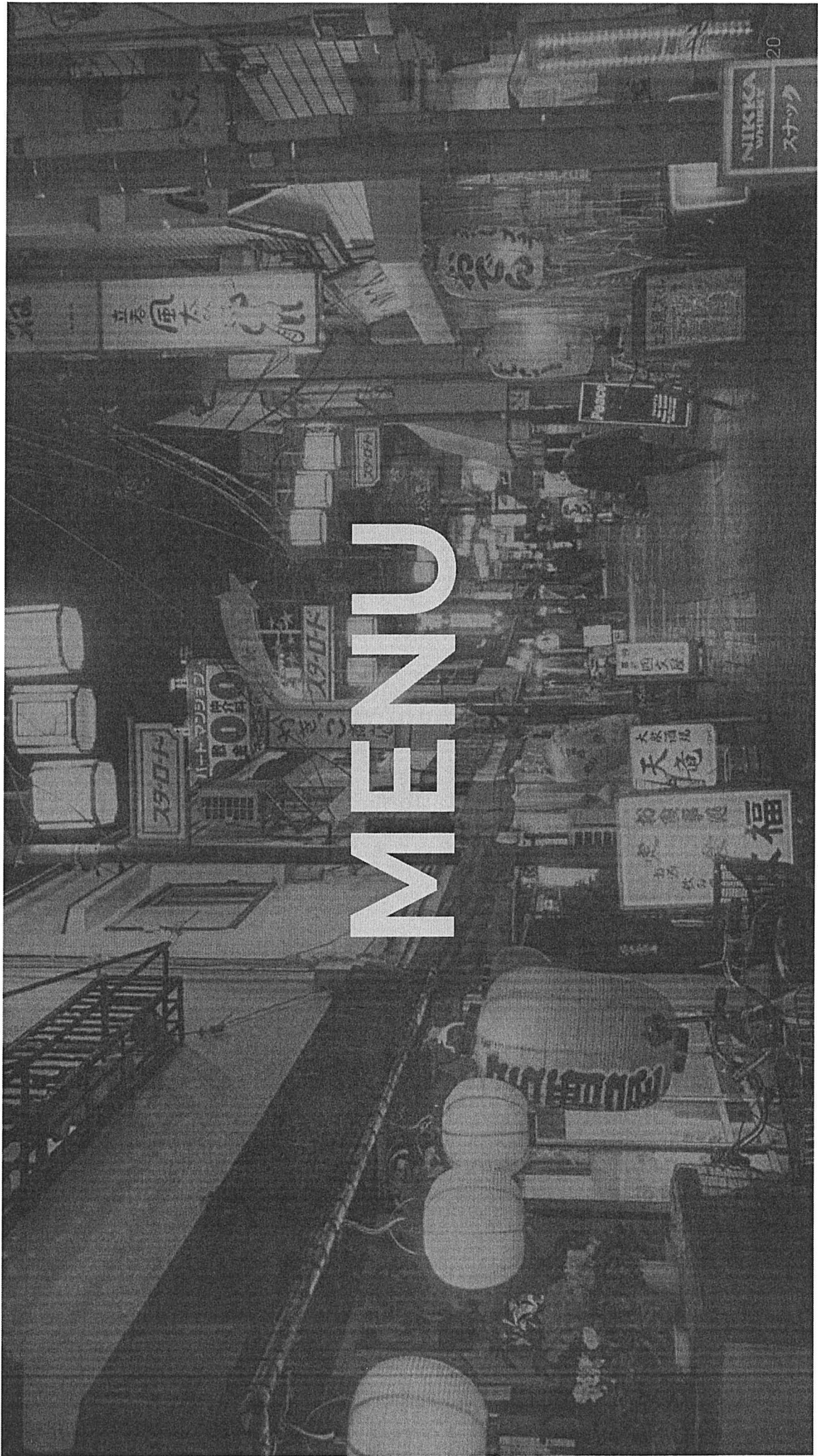


6th Floor Terrace

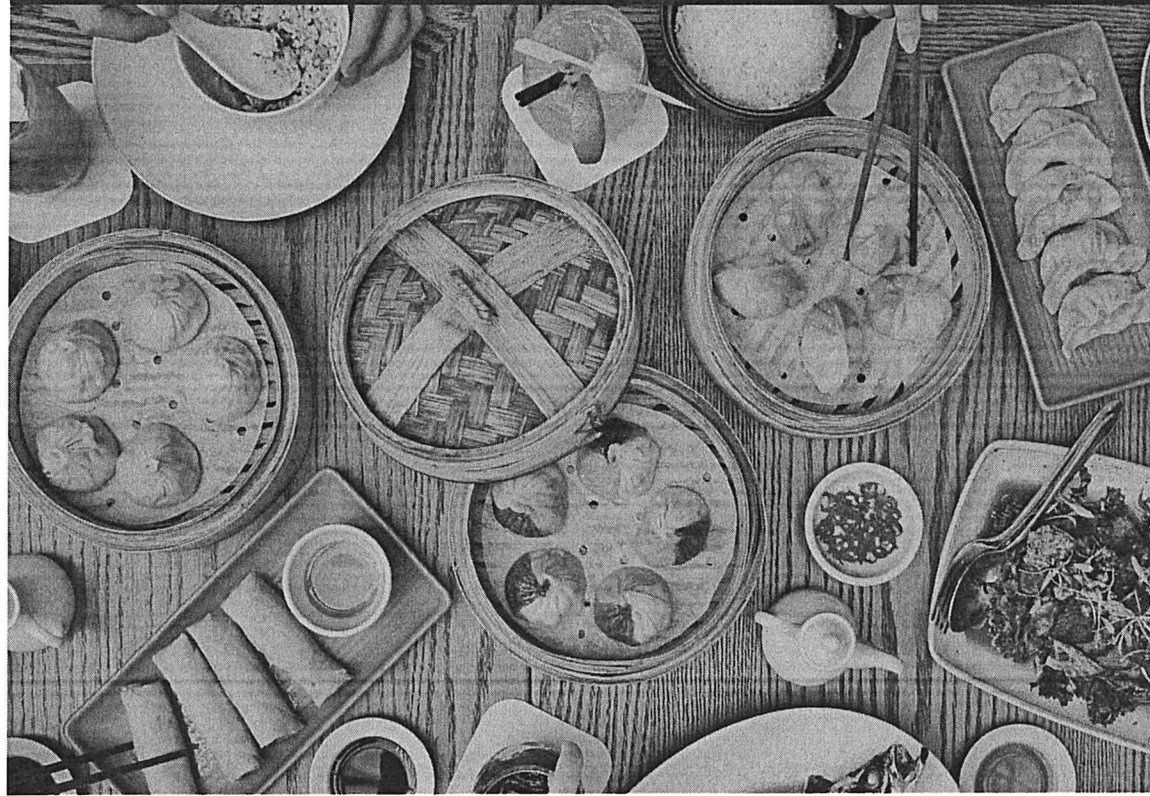


Typical Room





MENU



JUANTONS

DUMPLINGS

Handmade gluten-free; pan-fried or steamed
Make any combination

Pork Baby Bok Choy, Shallots

Chicken Cilantro, Unnan pepper, Corn

Vegetable Shiitake Mushrooms, Carrot, Peas, Chives

Reuben Cabbage, Sriracha - Lime Mayo

Edamame Shallot, Sauternes Broth

Shrimp Garlic, Cilantro, Lime, Avocado

Steamed Soup Carrots, Cabbage, Mushroom, scallion
ham, sherry, ginger

EXTRAS

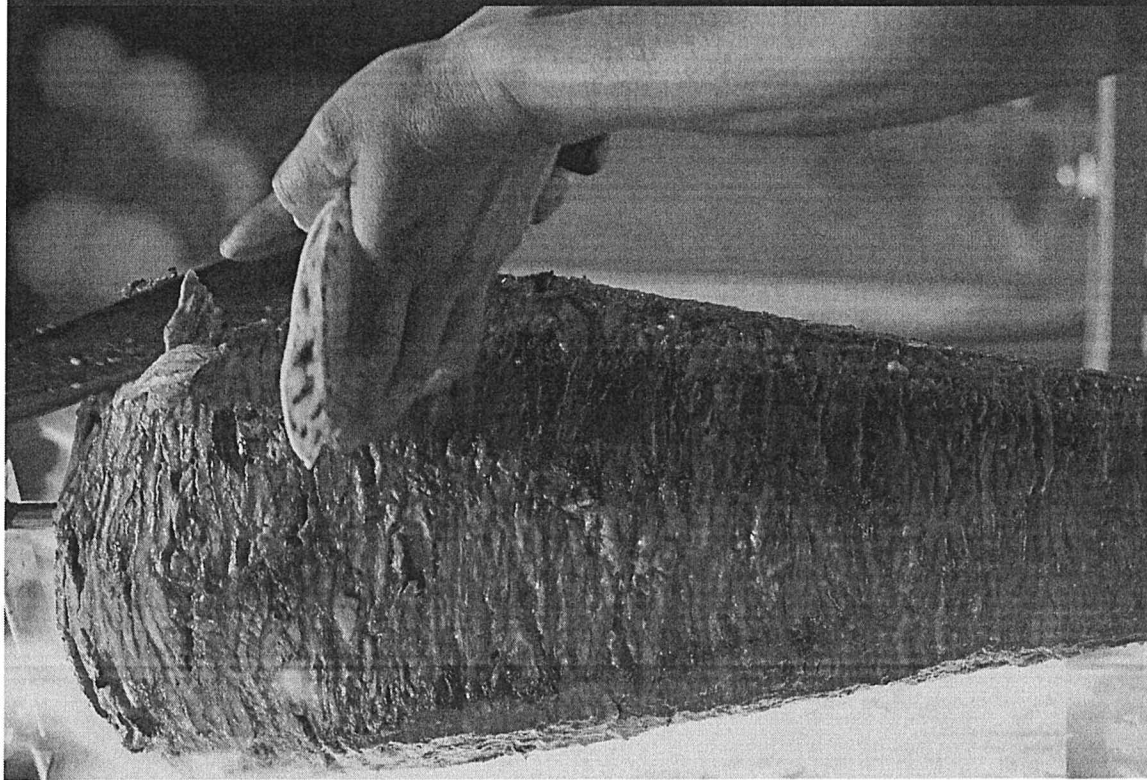
Scallion Pancakes
Maduros or Tostones
Shrimp & Pork Chun Juan
Fried Chicken Wings
Peking Duck Tamales
Garlic String Beans
Black Beans
Cilantro Rice
Carrot-Ginger Mixed Greens

FOR LATER

Apple Dumplings
Baked McIntosh, brown sugar sauce,
vanilla ice cream

Youtiao
Chocolate matcha sauce

Tangerine Mochi
Fresh tangerine, daifuku rice cake



JUANTONS

TACOS

Homemade crispy or soft, corn or flour tortilla
All gluten free.

Pollo Asado Mojo Grilled Chicken

Carnitas Five-Spice Braised Pork

Bistec Palomilla Skirt Steak, Sweet Onions

Baja Seared Soy Marinated Tuna

Cali-Power Caramelized Roasted Cauliflower

Impossible Plant Based Beef

Select a protein, salsa, cheese, sour cream
and romaine lettuce. Juantons slaw, beans,
peppers, corn

LARGE OR SMALL

Our meats are pasture-raised from nearby farms and
spit-roasted.

Juanton Soup Shiitake Mushroom Broth, Water Spinach

Sesame Guacamole Onion, Sesame seeds, Cilantro

Avocado Fried Rice Scallion, Egg, Tomato, Cabbage

Asian Stir Fry Broccoli, Cashews, Carrots, Peppers

Chofan Thick Noodles - Choice of Protein

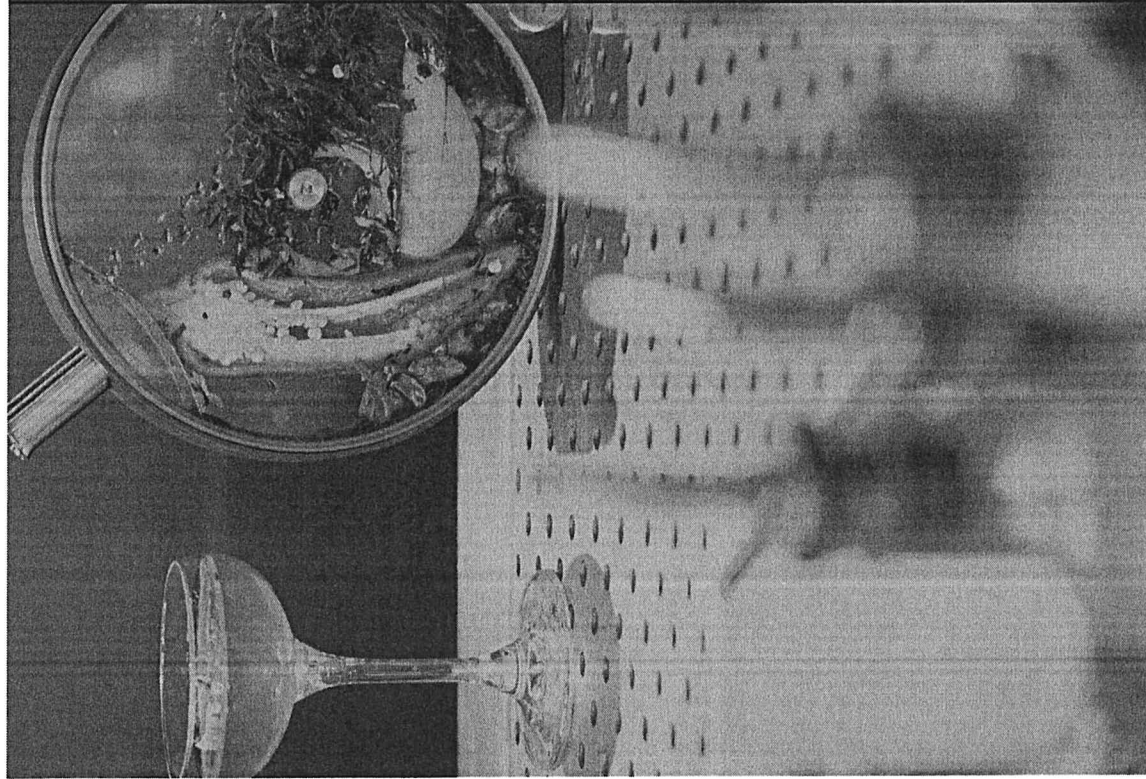
Peruvian Arroz Chifa Fried Rice, Scallion, Egg

Tortilla Soup Cilantro Chicken

Lomo Saltado Rice Bowl Roast Pork

Pepper Steak Burrito Lime, Cilantro, Plant Based Beef

Seasonal Ceviche Market Fish



COLD-PRESSED JUICE BLENDS Coconut / Lemon / Honey / Cayenne
Mango / Carrot / Apple / Lemon / Ginger

Served in glass bottles, no plastic

FRESH BREWED ICED TEA Honeydew Hibiscus
(Teas from Colombia, China, Japan) Peach
Chia Mango

Served in glass bottles, no plastic

FROZEN Cucumber Cilantro Cadillac Margarita
Fruit Punch Cabernet Froze

Lush, silky and big

BEER ON TAP Montauk Summer Ale
Just Juan Pilsner
Hitachino Saison Du

WINE ON TAP Sancerre (California) - Just Juan 2019
Pette Syrah (California) - Just Juan 2019
Rose (California) - Just Juan 2019

Our draft lines help save on storage square footage, reduce the cost of waste removal by 25% and minimizes the business's carbon footprint

COCKTAILS ON TAP GREEN DRAGON - Gin, Matcha, Mint, Lime, Agave
LOS GUANABANAS - Dark Rum, Guava, Banana, Honey, Lemon
SINGAPORE SLING - Whiskey, Aperol, Lemon, Ginger, Pomegranate Green Tea

Handcrafted cocktails served over cold draft or pebble ice in sensational vessels designed to transport you away from the chaos outside our doors

JUAN TONS