



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.
- 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)

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: 09 / 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: OP

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Hookah BAR

Corporation and trade name of current license: J & J INTERNATIONAL NEW YORK INC.

**APPLICANT:**  
 Premise address: 51 1st Avenue New York, NY 10003

Cross streets: 3RD ST & 4TH ST

Name of applicant and all principals: Leroy Garcia

Trade name (DBA): KARMA



**PREMISE:**

Type of building and number of floors: Multifamily - 5 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: \_\_\_\_\_

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? 151

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): R7A

**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:  HOOKAH

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) M-F 3PM - 4AM S-S 1PM - 4AM

Number of tables? 10 Total number of seats? 26

How many stand-up bars/ bar seats are located on the premise? 1 Stand up Bar & 1 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): L Shape, 15ft, Left Side of Space

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

Appetizers, Small Bites, Finger Food

What are the hours kitchen will be open? 3PM - 12AM

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

How many employees will there be? 3-6

Do you have or plan to install  French doors  accordion doors or  windows? NO



Will there be TVs/monitors?  Yes  No (If Yes, how many?) ~~2~~ 4

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: Small Sonos in ceiling Speakers Low Freq BASED

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.")

Will there be security personnel?  Yes  No (If Yes, how many and when) We will provide Security personnel IF needed → 1-3

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: KARMA

Address: 51 1ST AVENUE NEW YORK, NY Community Board # 3

Dates of operation: 4R 2000 TO 2020

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 Security Company & Restaurant 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? 19  
How many On-Premise (OP) liquor licenses are within 500 feet? 2 ~~X~~  
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.*

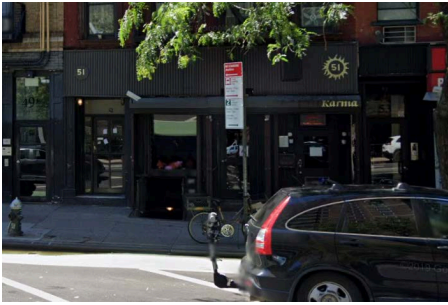
- I will operate a full-service restaurant, specifically a (type of restaurant) \_\_\_\_\_, with a kitchen open and serving food during all hours of operation OR  I have less than full-service kitchen but will serve food all hours of operation.
- I will close any front or rear façade doors and windows 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.
- 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 \_\_\_\_\_.
- I will play ambient recorded background music only.
- 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.
- I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
- I will not participate in pub crawls or have party buses come to my establishment.
- 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 5 PM
- I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
- 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.

Leroy Garcia

(917) 251-4583



Photographs of the inside and outside of the premise





- **INSIDE & OUTSIDE NOISE CONTROL**

We will control noise inside and remind guest and customers to be respectful of neighbors. A full time manager and all staff will be mindful and reminded of this at all times. There is currently a dropped ceiling with no soundproofing, we install appropriate soundproofing and instillation. Audio will be limited to background conversational volumes by low and mid level speakers. Strategically placed so sound will not leave the premise.

- **OUTSIDE CROWDING & VEHICLE TRAFFIC**

This establishment intends to be a neighborhood restaurant and expect most of its customers will be coming within walking distance. We understand this is an issue, and to ensure that this does not become more of an issue. All employees will be instructed to monitor the sidewalk and curb area to disperse groups of people and help to keep the sidewalk clear. In addition, we are in looking into providing crossing guards within the local area of congestion.

- **SOUND**

Our sound system will consist of small-distributed speakers. Strategically located through the premises to maintain low-level audio. We will add Soundproofing to maintain the same low-level audio throughout the venue where it is needed.

- **TRAFFIC**

Taxi's will not be allowed to form lines, but will be allowed to pick up passengers to help expedite customers departure.

- **SIDE WALK CLEANING**

We will provide nightly exterior sweeping of our premise and neighboring sidewalks.



## **SECURITY**

**We will maintain a minimum of two host security personnel per 75 people, on weekends we will add additional personnel as needed. In addition, two daily managers will be overseeing and coordinating all efforts both inside and outside of premises. We will have surveillance cameras for both the interior and the exterior of the premises. Including POV along Rivington Street in both directions.**

## **PRINCIPAL MEMBERS**

- Leroy Garcia - Owner & Operator - Owner and operating partner for Alegra LLC (Butcher Bar & Parish New York). Consulted numerous venue owners and operators on how to better operate and implement strategies for success.**
- J&J International New York Inc. - Owner & Operating Partner  
Owned & operated Karma for over 20 yrs. Which held and maintained an OP Liquor License throughout its years at the location.**
- Micheal Bulgar – Safety and Security Advisor - Retired New York Police Department Officer with over 25 years of experience.**
- Danny Shallet – Global Director of Store Development at Starbucks Corporation With over 15 years of experience in business development.**



## **APPETIZERS**

**Soup Du jour - \$5.50 French onion sour - \$4.50**  
**Lentil soup - \$5.00 Tomato tarragon soup - \$3.75**  
**Guacamole - \$9.00 French Fries - \$6.00**  
**Baby Arugula salad - \$10.99**  
**Endive salad - \$8.00 Caesar salad - \$9.50**  
**Brussels sprouts - \$5.00 Kale Chips - \$8.50**

## **FINGER FOODS**

**Patties - \$7.00 Cheese Sticks - \$6.00**  
**Tacos - \$11.00 Quesadilla - \$12.00**  
**Nachos - \$11.00 Grilled Quessadilla - \$12.00**  
**Hot Wings - \$8.00 Three Cheese Platter - \$12.99**

## **DESSERT**

**Creme Brulee - \$9.00 Espresso Cake - \$9.50**  
**Fruit Bowl - \$8.00 LES Cheese Cake - \$8.75**  
**Apple Pie - \$7.50 Sorbet Ice Cream - \$4.00**  
**Brownie Bites - \$3.50 Mini Waffle Sunday- \$7.00**  
**Micro Sunday - \$3.00**  
**Chocolate Chip Butter Pecan Pie - \$8.00**





### **Mezcal Mule**

- 2oz Mezcal
- 1/2 oz ea. lemon, lime, simple, triple
- Top ginger beer



### **Boulevardier**

- 1.25oz Bourbon
- 1oz campari
- 1oz sweet vermouth
- 1-2 dashes bitters
- Orange peel (flame optional)



### **Michelada**

- 1oz bloody mary. Mix
- 1 1/2 Lime juice
- 2tsp hot sauce (optional)
- 1tsp Worcestershire (optional)
- Top w/light style beer



### **Brandy Crusta**

- 20z cognac
- 1oz grand mariner
- 1/2oz maraschino, simple, lemon, amaretto





### **Devil May Care**

- 2oz Vodka
- 1/2oz Triple, Simple, Strawberry Puree
- 1tsp Chile flakes
- Garnish Strawberry “hurns”



### **Purple Rainmaker**

- 2oz Tequila
- 1oz Lemon, Lime, simple, triple
- 1/2 hibiscus syrup



### **Italian Margarita**

- 2oz tequila
- 1/2 lemon, lime, simple, triple
- 1oz aperol



### **Birthday cake shot**

- Equal parts
- Vanilla vodka
- Pineapple
- Lime



### **Paloma**

- 2oz Tequila
- 1oz lemon, lime, grapefruit, simple, triple
- Salt rim



### **Negroni**

- Equal parts - gin, campari, sweet
- vermouth
- Garnish Orange Peel



### **Hurricane**

- 1oz light rum, dark rum
- .75oz lime, passion fruit
- Top sprite





### **Sazerac**

- 2oz rye
- 1oz absinthe
- 2-3 dashes bitters
- 1 sugar cube (oz .75oz simple)



### **Primm's cup**

- 2oz pimm's
- 1oz mint syrup
- Muddle. Lemon, lime, orange cherry
- Top ginger ale



### **Slide away**

- 1.25oz amaretto
- 1.25oz apple brandy
- 1oz lemon
- Top club soda



## **Orange Margarita**

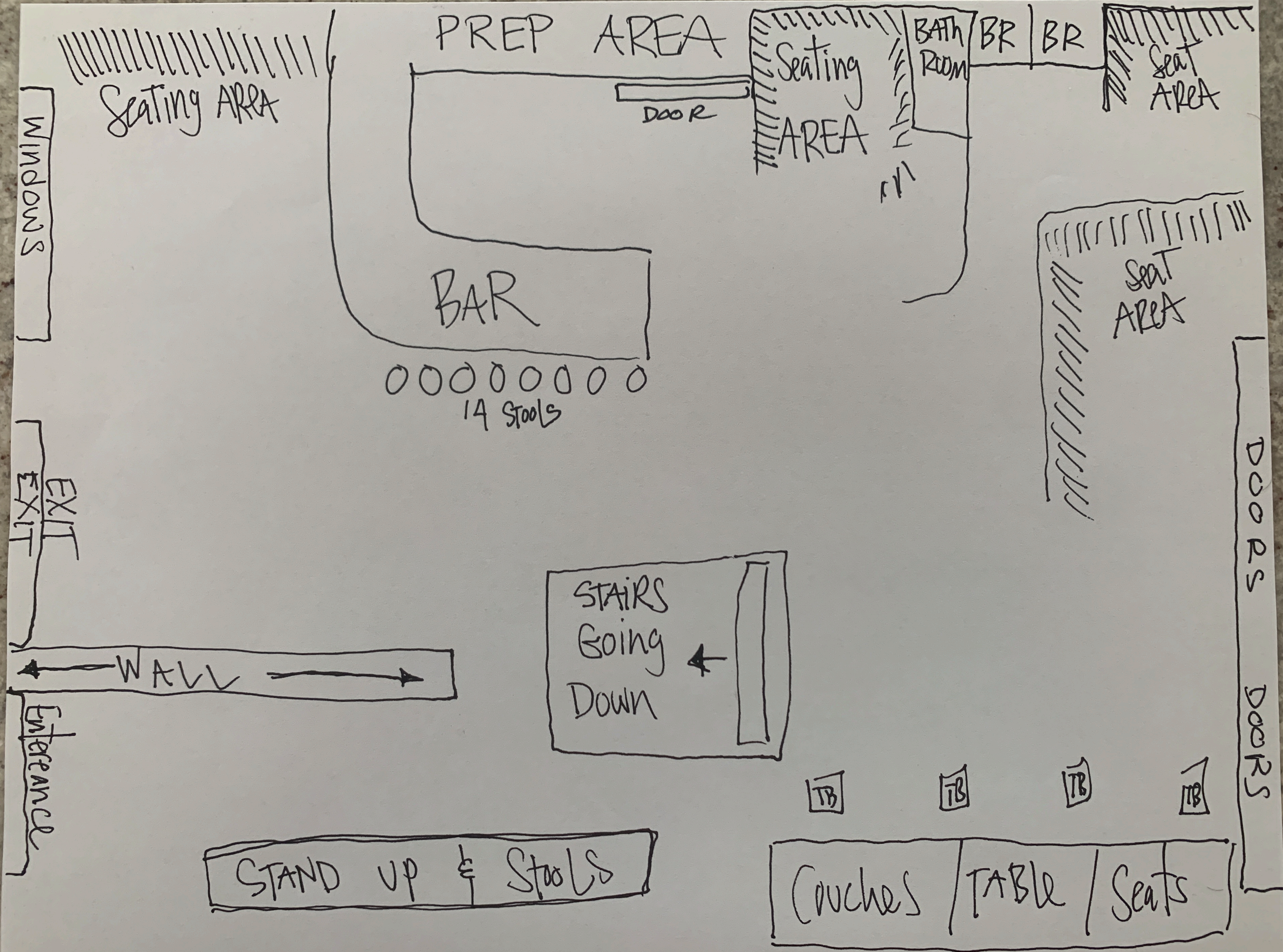
- 1 part tequila
- ½ part lime juice
- 4 parts orange juice
- Ice cubes
- Garnish: lime & orange slice



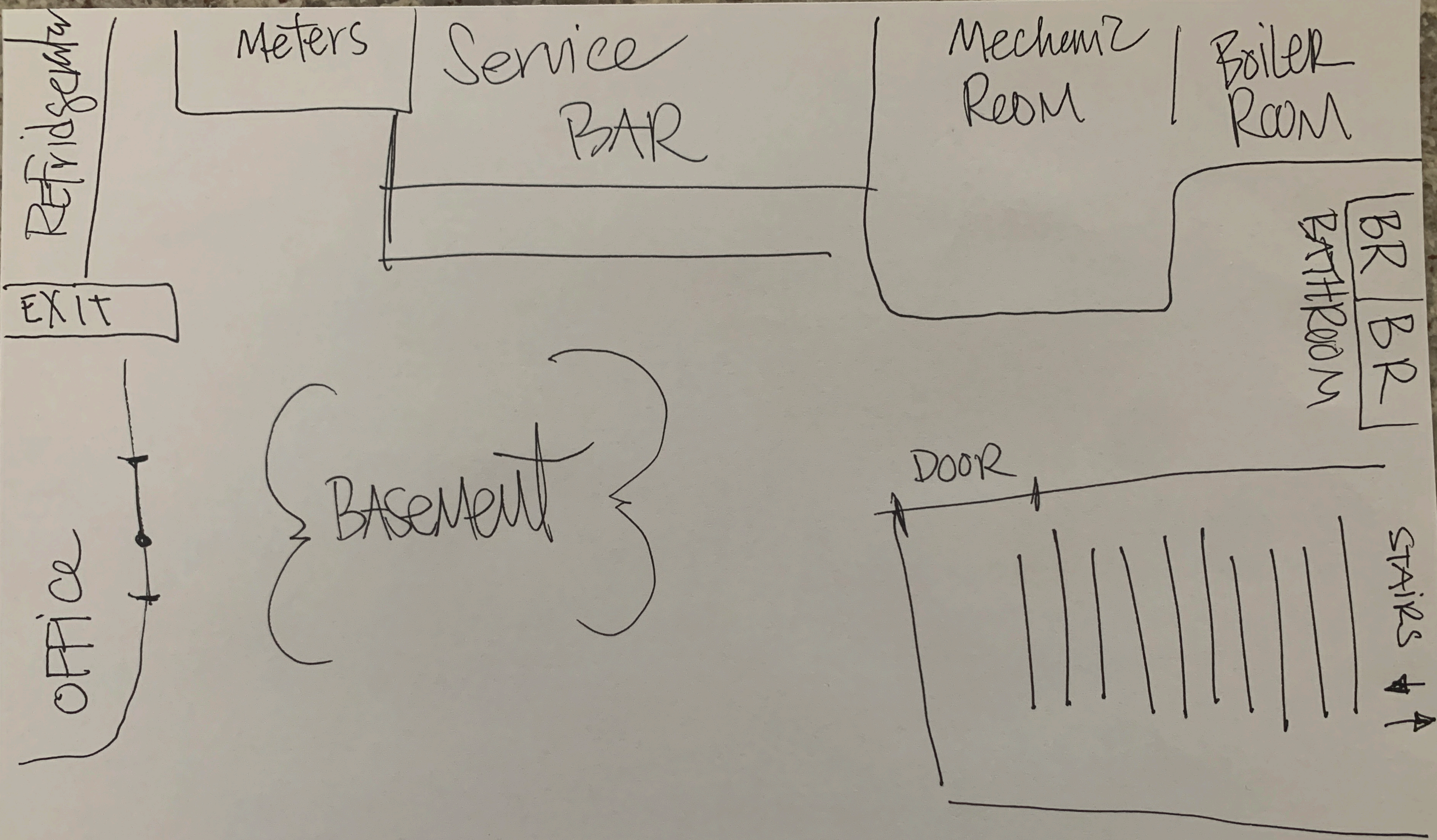
## **Forest**

- 2oz vodka
- 1oz ea triple, simple, oj, lemon
- Muddled cherry, orange
- shake & strain over ice, top w/sprite
- 1 part Senior Genuine Orange Curaçao Liqueur









Seating AREA

Seating AREA

