



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

Phone: (212) 533-5300 - Fax: (212) 533-3659

www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, 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 your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- ☐ Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at info@cb3manhattan.org for help to find block associations.
- ☐ 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:

- | | |
|---|--|
| <input type="checkbox"/> new liquor license | <input type="checkbox"/> upgrade of an existing liquor license |
| <input type="checkbox"/> alteration of an existing liquor license | <input type="checkbox"/> sale of assets |
| <input type="checkbox"/> corporate change | |

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.

Type of license: Beer / Wine & Liquor Is location currently licensed? ☒ Yes ☐ No

If alteration, describe nature of alteration: _____

Previous or current use of the location: BAR

Corporation and trade name of current license: Butterfly Butterfly Inc.

APPLICANT:

Name of applicant and all principals: Prince 28 LLC

Trade name (DBA): URGE

Premise address and cross streets: 14 Avenue B (2nd Street & Avenue B)

PREMISE:

Type of building and number of floors: Commercial / Residential

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 certificate
of occupancy for back or side yard intended for commercial use? ☒ Yes ☐ No
Indoor Certificate of Occupancy 74 Outdoor Certificate of Occupancy 0

Do you plan to apply for Public Assembly permit? ☐ Yes ☒ No
Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give
specific zoning designation, such as R8 or C2): _____

Is this premise wheel chair accessible? ☒ Yes ☐ No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?
BAR

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) Monday 4pm-4am, Tuesday 4pm-4am, Wednesday 4pm-4am,
Thursday 4pm-4am, Friday 4pm-4am, Saturday 4pm-4am, Sunday 4pm-4am

Number of tables? 0 Number of seats at tables? 0

How many stand-up bars/ bar seats are located on the premise? 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): _____

Any food counters? ☐ Yes ☒ No If Yes, describe: _____

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

What are the hours kitchen will be open? No Kitchen

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

How many employees will there be? 5

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

Will you agree to close any doors and windows at 10:00 P.M. every night? ☒ Yes ☐ No

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) 6

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: CD player, Amplifier, Speakers

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. Security Outside Premise

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) Everyday
2 Security personnel

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. Soundproofing & Security personnel.

Do you ☐ have or ☒ plan to install sound-proofing?

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: URGE BAR

Address: 31-33 Second Avenue Community Board # 3

Dates of operation: Sunday-Sunday 4pm-4am

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 URGE BAR

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? 3

How many licensed establishments are within 500 feet? 5

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? ☒ Yes ☐ No

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

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

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information.

Please 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).

ATTENTION RESIDENTS & NEIGHBORS

URGE BAR

Company/DBA Name and Contact Number for Questions

PLANS TO OPEN A

BAR

(Please Indicate) Bar/Restaurant/Club/Grocery/Liquor Store/Wholesaler,
Please indicate if there will be a Sidewalk Café or Backyard Garden ☒

AT THE FOLLOWING LOCATION

14 Avenue B

Street Number and Street Name

THIS ESTABLISHMENT IS SEEKING A LICENSE TO SERVE

Beer / Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

THERE WILL BE AN OPPORTUNITY FOR PUBLIC COMMENT ON

MONDAY, AUGUST 20, 2012 AT 6:30PM

JASA/GREEN RESIDENCE AT 200 EAST 5TH STREET

Date/Time/Location

212-777-0774

Applicant Contact Information

**AT COMMUNITY BOARD #3's
SLA & DCA LICENSING COMMITTEE MEETING**

CB#3, MANHATTAN - 59 EAST 4TH STREET - NEW YORK, NY 10003 - [PHONE] 212-533-5300
[EMAIL] INFO@CB3MANHATTAN.ORG - [WEBSITE] WWW.CB3MANHATTAN.ORG

The following undersigned residents of the area support the issuance of an on-premises

Beer/Wine & Liquor

license to the following applicant/establishment:

(Please indicate type of license)

Prince 28 LLC URGE BAR

Address of premises

14 Avenue B

This business will be a





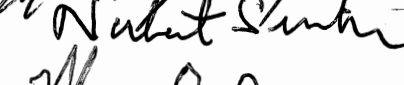

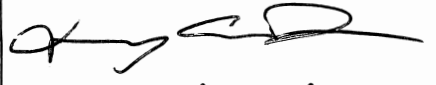




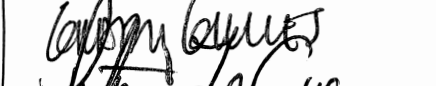




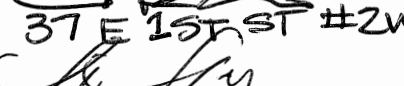

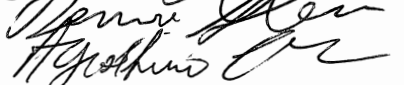
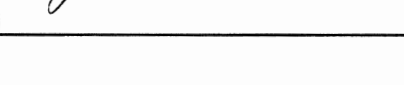



restaurant

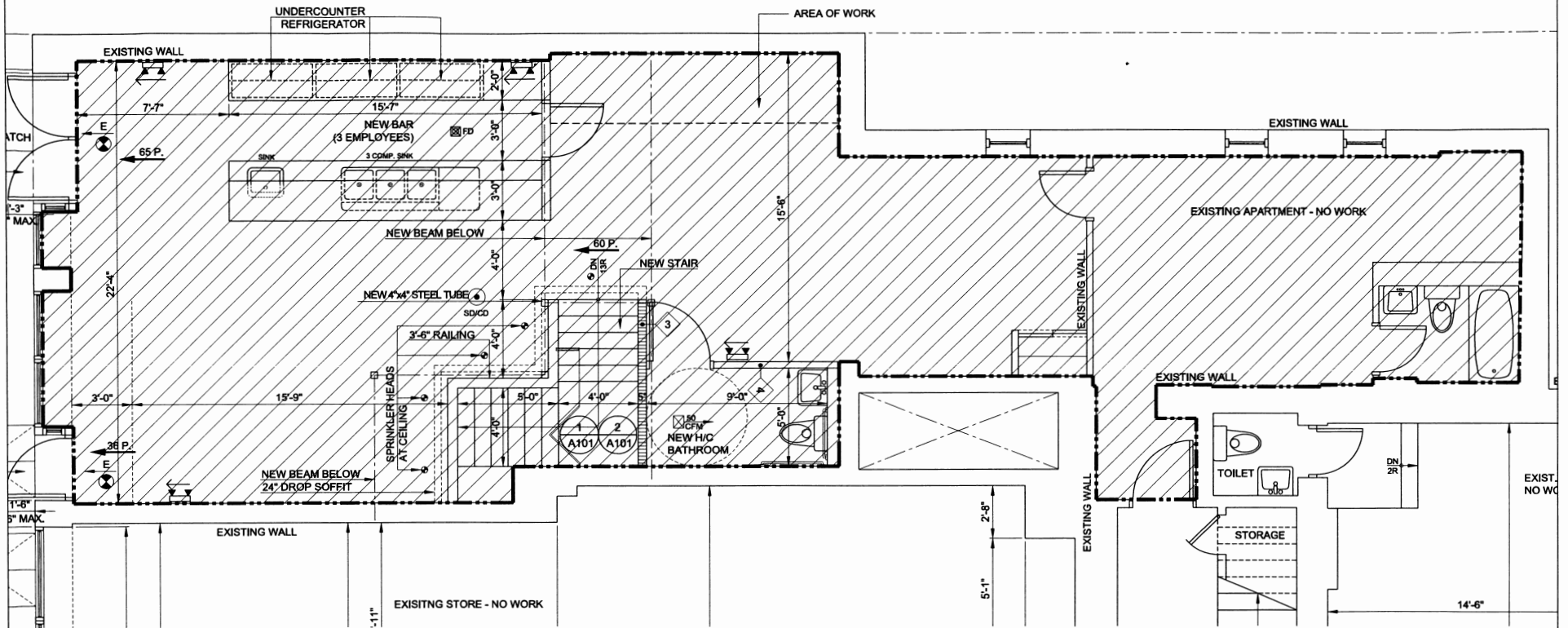
(circle one) other

The hours of operation will be

Sunday - Sunday 4pm - 4am

PLEASE NOTE: signatures should be from residents of building, adjoining buildings, and within 2-block area.
Any other information:

Name	Signature	Address
GARY NASH		191 Elizabeth Ave
Mark Bernard		299 E. 8th St 10009
Norbert Sinski		319 Ave Capt 28
Mike Brennan		170 AVE B; 25
		552 La Guardia Pl, NY
Jasver Burton		26 Old St. Apt. 4310
Robert Bauer		2 Hold St Apt 4310
Andrew Bowers		NY NY 10038
		301 Elizabeth St
		510 E 18th St. 10012
MICHAEL BRANNIGAN		39 E 1st St 10003
		(NY Capt H-15)
		NYC
CLAYTON ECCARD		121 Essex 10002
Whitney VANBRIN		31 Second Ave NY NY 10003
Dennis Glenn		31 Second Ave NY NY
		



FIRST FLOOR PLAN
SCALE: 1/2" = 1'-0"

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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