



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)
- N/A  Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at [info@cb3manhattan.org](mailto: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:

- new liquor license
- alteration of an existing liquor license
- corporate change
- upgrade of an existing liquor license
- sale of assets

Today's Date: \_\_\_\_\_

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: On Premise liquor, beer, wine Is location currently licensed?  Yes  No

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

Previous or current use of the location: Movie Theatre

Corporation and trade name of current license: Silver Cinemas Acquisition Co DBA Sunshine Theatre

**APPLICANT:**

Premise address: 143 E Houston Street Manhattan NY 10002-1018

Cross streets: Btwn Forsyth St and Eldridge St South of E Houston; Btwn 1st Ave & 2nd Ave N of E Houston

Name of applicant and all principals: Cinema Beverages Holding Company, LLC

Officer: William Schuyler Hansen Sole Member: WSH Holdco, Inc. Sole Shareholder: William Schuyler Hansen

Trade name (DBA): Sunshine Lounge

**PREMISE:**

Type of building and number of floors: Commercial Building, 3 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 certificate of occupancy for back or side yard intended for commercial use?  Yes  No

Indoor Certificate of Occupancy Yes Outdoor Certificate of Occupancy N/A  
currently for Public Assembly only

Do you plan to apply for Public Assembly permit?  Yes  No Held by sublandlord Silver Cinemas Acquisition Co

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): C6-2A

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)?  
Restaurant

Will any other business besides food or alcohol service be conducted at premise?  Yes  No

If yes, please describe what type: Movie theatre  
Public Place of Assembly licenses held by Silver Cinemas Acquisition Co, the sublandlord.

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Monday - Sunday 10 AM - 2 AM  
No outdoor space

Number of tables? 22 Number of seats at tables? 60  
Plus Tables at all auditorium seats per floor plan

How many stand-up bars/ bar seats are located on the premise? 1 bar / 16 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): 26'-6" "U" Shaped, Second Floor

Any food counters?  Yes  No If Yes, describe: existing food and non-alcoholic beverage counter

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 attached menu

What are the hours kitchen will be open? 7 days per week 10 AM - 2 AM

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

How many employees will there be? 50 (+ -) total employees of Silver Cinemas Acquisition Co

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?) 1 TV in bar area; 10 monitors through out for closed circuit

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: Background sound system for lounge areas only

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 cover charge  
Private events only

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. staff monitors sidewalk and provides crowd control as needed

Will there be security personnel?  Yes  No (If Yes, how many and when) \_\_\_\_\_

In-House security staff

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

Do you  have or  plan to install sound-proofing? Indicated on plans

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed previously?  Yes  No Not in NY

If yes, please indicate name of establishment: See Attached list of locations serving liquor

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.** No Complaints

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 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? 9

How many licensed establishments are within 500 feet? 24

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? 21

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](mailto: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).**

## Cinema Beverages Holding Company, LLC

<b>Trade Name</b>	<b>Location</b>
Shattuck Theatre	2230 Shattuck Ave, Berkeley, CA 94704
The Landmark	10850 W Pico Blvd Ste 502, Los Angeles, CA 90064
Landmark Theatre	5415 Landmark Place, Greenwood Village, CO 80111
Mayan Lounge	110 Broadway, Denver, CO 80203
E Street Lounge	555 11th St NW, Washington, DC 20004
Midtown Art Lounge	931 Monroe Drive, Atlanta, GA 30308
Indie Lounge	8702 Keystone Crossing #201A, Indianapolis, IN 46240
Plaza Frontenac Lounge	1701 S. Lindbergh Blvd., Frontenac.MO 63131
The Tivoli Lounge	6350 Delmar Blvd., University City,MO 63130
Inwood Lounge	5458 West Lovers Lane, Ste 326 Dallas,TX 75209
Magnolia Lounge	3699 McKinney Avenue Suite 100, Dallas,TX 75204
River Oaks Lounge	2009 West Gray, Houston,TX 77019
Oriental Theatre	2230 North Farwell Avenue, Milwaukee,WI 53202
Uptown Theatre	2906 Hennepin Ave, Minneapolis, MN 55408

**LANDMARK THEATRES RESUME  
FOR  
Business Plan Requirements – Establishments with Beverage Alcohol**

Landmark Theatres is the nation's largest theatre chain dedicated to exhibiting and marketing independent films. Landmark is a recognized leader in the industry for providing consistently diverse and entertaining film product in a sophisticated, adult-oriented atmosphere to its customers.

Since its inception in 1974, Landmark has grown to 57 theatres in 24 markets. Landmark is known for both its award-winning historic theatres, such as the Tivoli in St. Louis, the Inwood in Dallas the Oriental in Milwaukee, and the Uptown in Minneapolis. Landmark's more contemporary theatres, include the Sunshine Cinema in New York City, the Bethesda Row Cinema in Washington, D.C., the Keystone Art Cinema in Indianapolis, The Landmark, in Los Angeles, the Harbor East in Baltimore's vibrant Inner Harbor, and The Landmark Theatre Greenwood Village in Denver's flourishing Tech Center. Landmark is excited about our plans to renovate the Uptown Cinema to bring the amenities that are in our theatres across the country.

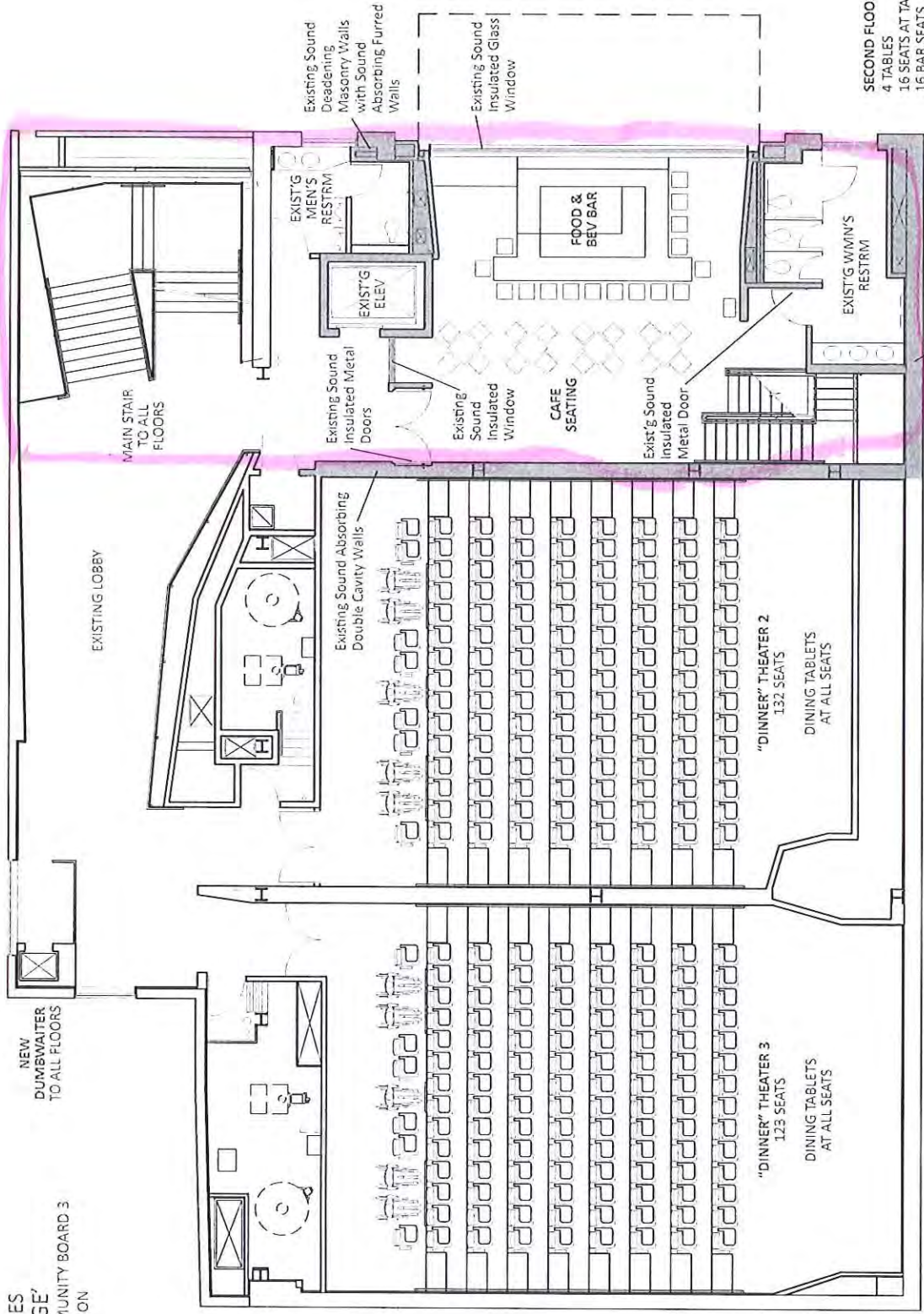
Landmark is at the forefront of exhibition, providing customers with a number of amenities including the latest in film, digital and sound technology, the widest selection of concession items, alcoholic beverage sales, in-theatre sales of DVDs, books and CDs as well as Landmark's signature brand of customer service.

Landmark provides its patrons with a unique cinema experience, enjoying food and alcohol while they watch the film. Across the country in 13 markets Landmark has added or included upscale café bars that allow the theatres to remain economically viable. Cinemas operate on a very tight profit margin and many have failed in the past decade, mostly due to changes in the structure and pricing of film distribution. To be economically viable, cinemas depend heavily on the profit from concessions. The addition of full service restaurants and bars has allowed Landmark to continue to operate and bring sophisticated, independent films to audiences in areas where theatres otherwise would have closed. This reconsideration of the movie going experience has breathed new life into this important cultural resource for communities across the country. Without the café and bar sales, the necessary economic benefits could not reasonably be achieved. Landmark's cinema operations across the country have been able to continue to operate and contribute to the economic health of the cities they are located in because of this additional amenity and rethinking of the movie going experience.



LANDMARK THEATRES  
 'SUNSHINE LOUNGE'  
 CITY OF NEW YORK COMMUNITY BOARD 3  
 LIQUOR LICENSE APPLICATION

FLOOR PLANS



SECOND FLOOR SUMMARY  
 4 TABLES  
 16 SEATS AT TABLES  
 16 BAR SEATS

SECOND FLOOR PLAN

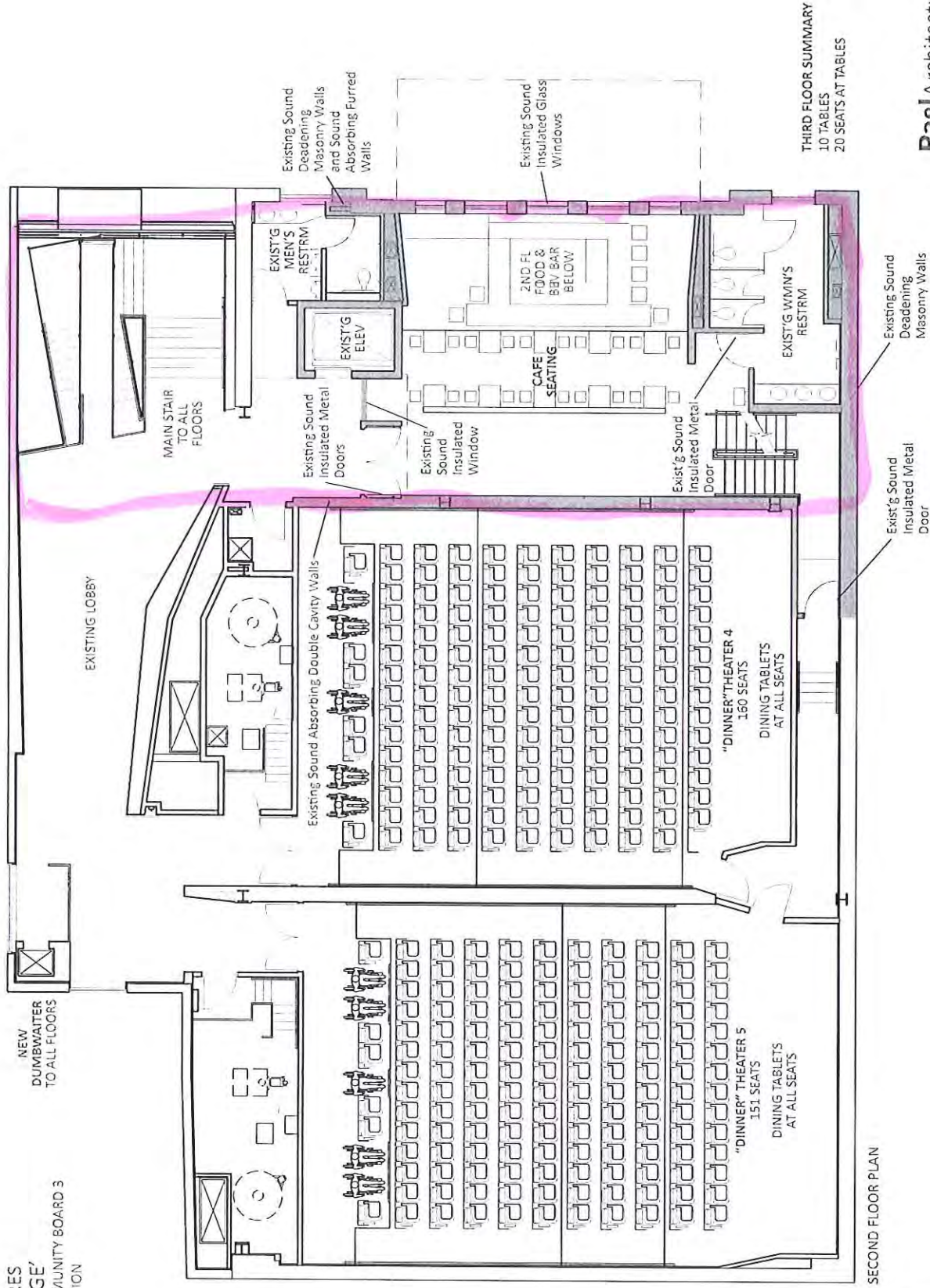


RaelArchitecture(s)



LANDMARK THEATRES  
 'SUNSHINE LOUNGE'  
 CITY OF NEW YORK COMMUNITY BOARD 3  
 LIQUOR LICENSE APPLICATION

FLOOR PLANS



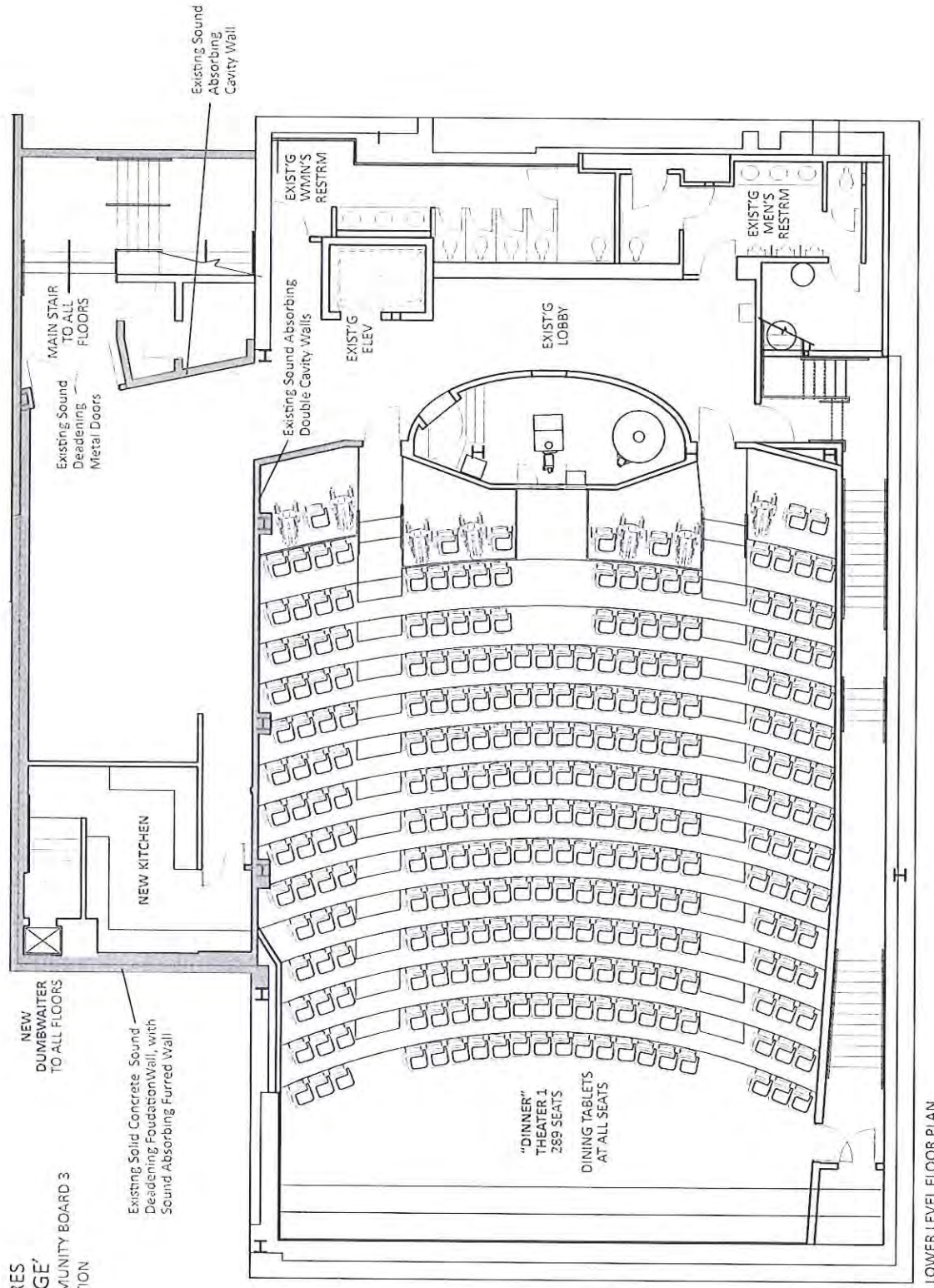
SECOND FLOOR PLAN



RaelArchitecture(s)

LANDMARK THEATRES  
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FLOOR PLANS



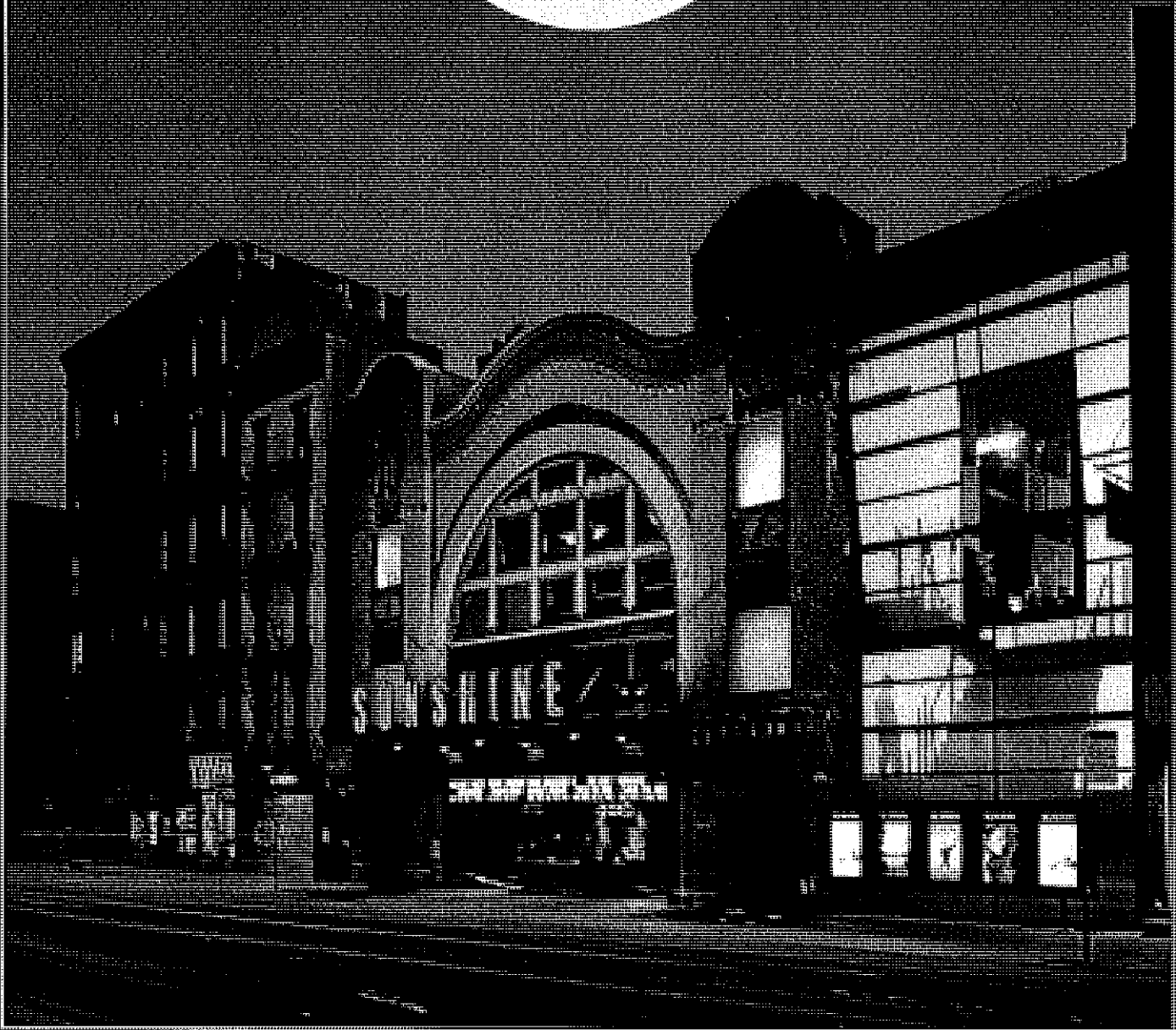
LOWER LEVEL FLOOR PLAN



# SUNSHINE

LOUNGE

MENU



# SUNSHINE

LOUNGE



## SUNSHINE STARTERS

BURRATA CHEESE, ROASTED MUSHROOMS, SMOKED SALT

KICK ASS GUACAMOLE

Pomegranate, Tri Color Chips

PETROSSIAN SEVRUGA CAVIAR

Traditional Garni

NY ARTISAN CHEESE PLATE

Marcona Almond-Grape-Herb Salad

CHARCUTERIE PLATE

Assortment of Cured Meat and Salumi

CRAB CAKE

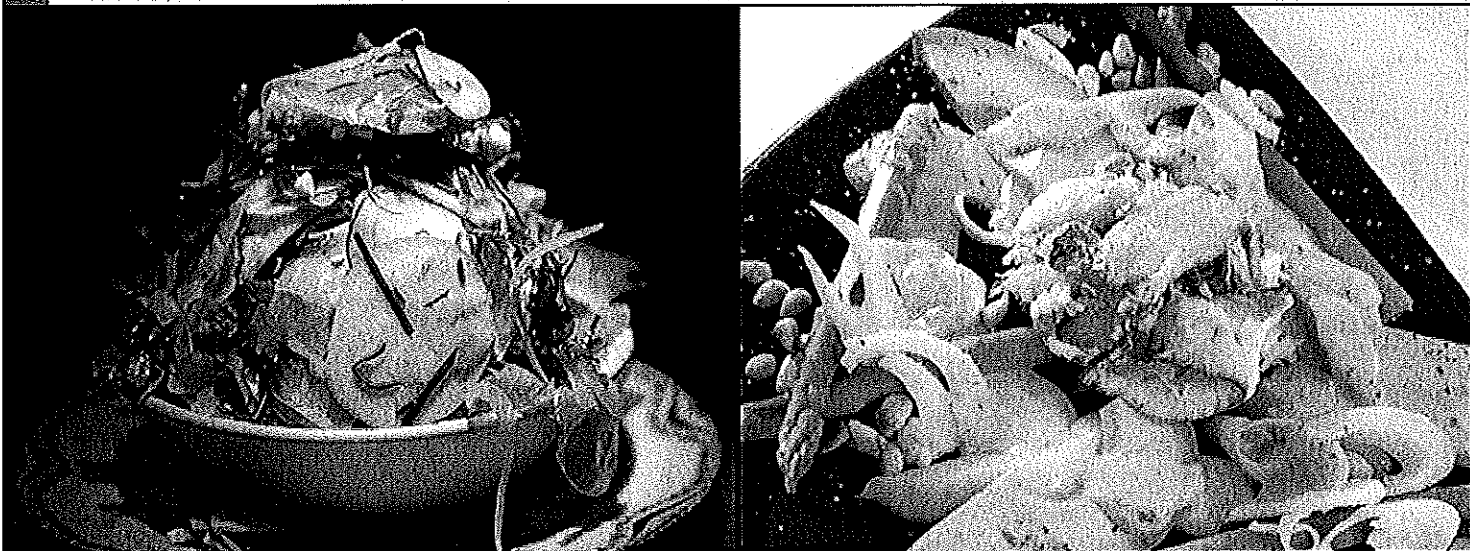
Lemon Pepper Aioli, Frisse Salad

HUDSON VALLEY BACON WRAPPED STUFFED APRICOTS,  
SPICY SAUSAGE, LABNE

—— Product availability may vary and is subject to change ——

# SUNSHINE

LOUNGE



## SUNSHINE SALADS

### RAW VEGETABLE SALAD

Carrot, Red Cabbage, Rutabaga, Celery Root, Golden Beets, Cucumber, Fennel,  
Radish, Chives, Chervil, Green Apple, Blue Cheese, Sunflower Seeds

### CRAB SALAD

Crabmeat, Mango, Avocado, Grilled Asparagus, Hearts of Palm

### FRISÉE

Arugula, Avocado, Grapefruit, Fennel, Red Onion, Radish, Pistachios,  
Laura Chenel Goat Cheese, Lemon-Shallot Vinaigrette

—— Product availability may vary and is subject to change ——

# SUNSHINE

LOUNGE



## SUNSHINE SANDWICHES

All sandwiches served with slaw

### RUSS AND DAUGHTERS SMOKED WHITEFISH SCHMEER

Toasted Bialy

### MIKESA TEXAS SMOKED HOT LINK

### ITALIAN

Parma Prosciutto, Grilled Eggplant, Fresh Mozzarella, Roma Tomato, Basil Oil, Ciabatta

### ULTIMATE AVOCADO SANDWICH

Tomato, Red Onion, Aged Cheddar, Salsa, Radish Sprouts, 9 Grain Bread

### HONEY-STONE GROUND MUSTERD CHICKEN SALAD SANDWICH

Roasted Free Range Amish Chicken Breast, Pecan Brittle, Croissant

— Product availability may vary and is subject to change —

# SUNSHINE

LOUNGE



## LARGE PLATES

### PENNE VODKA

Pancetta, Peas, Roasted Fig

### ARCADIAN PASTURES FREE RANGE GRILLED CHICKEN BREAST

Sautéed Kale, Lemon Confit, Roasted Butternut Squash, Shaved Parmesan

### DUCK QUESADILLA

Goat Cheese, Pumpkin Seeds, Queso Fresco, Chipotle Aioli

### ENGELBERT FARMS 10 OZ ORGANIC HAMBURGER

Brioche Bun

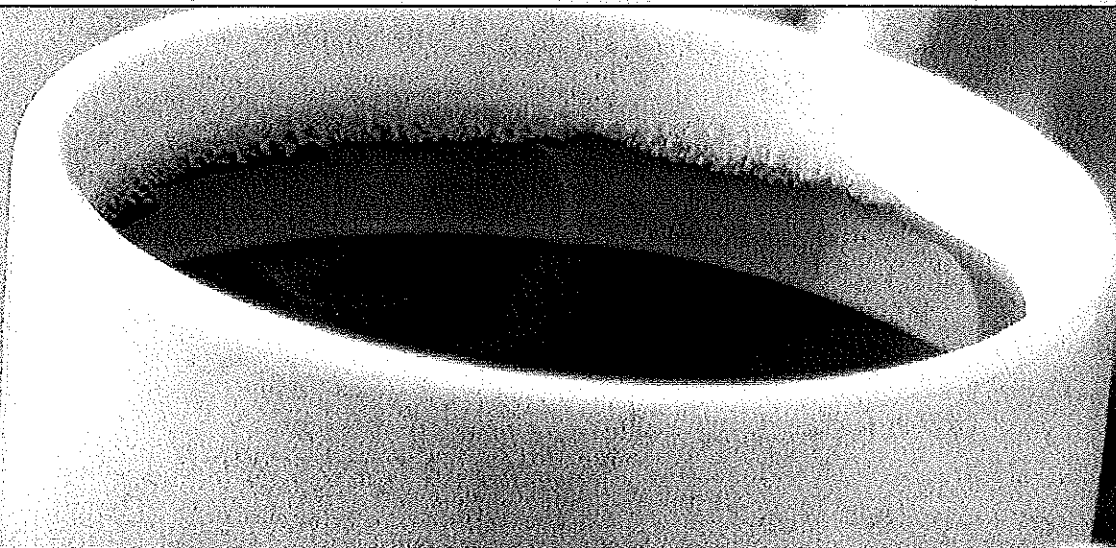
### YAKISOBA

Stir Fried Soba Noodles, Asian Vegetables, Bacon, Tomago, Red Pickled Ginger

— Product availability may vary and is subject to change —

# SUNSHINE

LOUNGE



## NON-ALCOHOLIC BEVERAGES

### FOUNTAIN DRINKS

Coke • Diet Coke • Coke Zero • Sprite • Ginger Ale • Cherry Coke • Root Beer

### DASANI BOTTLED WATER

### HONEST TEA

Zero Cal Lemonade • Half & Half • Lemon Black Tea • Cranberry Lemonade  
Honey Green Tea • Peach White Tea • Not Too Sweet Tea • Raspberry Tea  
Pomegranate Blue Ade • Orange Mango Ade • Superfruit Punch

### ZICO COCONUT WATER

### STEVE'S FROZEN CHILLERS

Mango • Blue Raspberry

### COFFEE DRINKS

Regular or Decaf

Latte • Cappuccino • Espresso • Mocha • Americano

*Add Soy or 2% Milk*

### PEET'S TEA

Earl Grey with Bergamot • English Breakfast • Sencha • Jasmine Fancy • Masala Chai • Darjeeling Choice  
Rooibos • Chamomile • Peppermint • Lemon Rose • Hibiscus C • Xiao Blend

— Product availability may vary and is subject to change —



# SUNSHINE

LOUNGE



## **BEER**

Amstel Light  
Blue Moon  
Budweiser  
Corona  
Chimay Blue Reserve  
Delirium Tremens  
Guinness  
Heineken  
La Fin de Monde  
Magner's Cider  
Michelob Ultra  
Pacifico  
Sam Adams  
Shiner Bock  
Stella

## **WINE**

### **BUBBLY**

Gloria Ferrer Blanc de Blanc  
Cotes du Provence Rose  
Piper-Heidsieck Brut  
Torre Oria Cava

### **WHITES**

Kenwood Yulupa Chardonnay (House)  
Hanna Sauvignon Blanc  
Esterlina Riesling  
Justin Chardonnay  
Cline Viognier  
Vallagarina Pinot Grigio

### **REDS**

Kenwood Yulupa Cabernet (House)  
Coppola Voltre Sante Pinot Noir  
Row 11 Pinot Noir  
Cline Zinfandel  
Coppola Director's Cut Zinfandel  
Moillard Cotes du Rhone  
Forefront Cabernet

— Product availability may vary and is subject to change —

# SUNSHINE

## LOUNGE



### **COCKTAILS**

#### **BOURBON FLUSH**

Bulleit Rye Bourbon, Tuaca, fresh lime and lemon juices, simple syrup

#### **TROPICAL BLUE**

Absolut Citron, Blue Curacao, Midori, lemon-lime soda

#### **CARIBBEAN DREAM**

Myer's Dark, Bacardi Silver, Captain Morgan Spiced Rum, tropical fruit juices, 151 float

#### **ULTIMATE CHOCOTINI**

Stoli Vanil, Godiva White, Bailey's Irish Cream, Frangelico

#### **HAPPY JUNIPER**

Hendrick's Gin, Cointreau, simple syrup, grapefruit juice

#### **CLASSIC TEA**

Smirnoff Vodka, Tanqueray Gin, Bacardi Silver Rum, Sauza Silver Tequila, Triple sec, Sweet and Sour, Cola

#### **CRUSHED VELVET**

Ciroc Peach, Cointreau, fresh lemon juice, simple syrup, Chambord float

#### **BLOOD ORANGE COSMO**

Ciroc Red Berry, Cointreau, fresh blood orange juice, fresh lime juice, splash of cranberry

— Product availability may vary and is subject to change —