

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:

- 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: 10/24/2013

**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: Tavern / On-Premise Is location currently licensed?  Yes  No

If alteration, describe nature of alteration: Addition of kitchen/prep area, walk-in and seating expansion.

Previous or current use of the location: Bar Additional bar in back room.

Corporation and trade name of current license: Rivington Wine and Cheese Inc.

**APPLICANT:**

Premise address: 155 Rivington St.

Cross streets: Rivington between Clinton and Suffolk

Name of applicant and all principals: Jonas Pelli, Paul Seres, Aleksandra Drozd.

Trade name (DBA): Rivington F+B

**PREMISE:**

Type of building and number of floors: Commercial, 4

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 \_\_\_\_\_  
(fill in maximum NUMBER of people permitted)

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):

R7A

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)?

Tavern

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) 5:00 PM - 4:00 AM Monday - Friday.

3:00 PM - 4:00 AM Saturday - Sunday.

Number of tables? 15 Number of seats at tables? 75

How many stand-up bars/ bar seats are located on the premise? 2 / 25

(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): 20ft. Main front bar, 10ft. stand up/cocktail bar in rear.

Any food counters?  Yes  No If Yes, describe: One food window in rear to side of bar for waitress  
service. Front bar will have designated area for food  
service.

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

A diverse slider menu, appetizers/small plates and a personal pizza program.

What are the hours kitchen will be open? All hours.

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

How many employees will there be? 15 - 20

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?) \_\_\_\_\_

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: 8 small speakers to fill rooms, but keep loudness down. We will not install subwoofers, or any bass-heavy equipment. Installation done by professional technician.

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, except for charitable events or political fundraisers.

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

Will there be security personnel?  Yes  No (If Yes, how many and when) Our licensed, professional security staff will check IDs and keep the premise safe and secure. 2 - 3 on weekends, 1 - 2 on weekdays, as needed. Safety of our patrons and neighbors is a top priority.

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? We plan to install a robust sound-proofing system. In addition, we will work directly with neighbors at 157 Rivington during construction to ensure that they are not affected by volume.

**APPLICANT HISTORY:**

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

If yes, please indicate name of establishment: Apartment 13, Dinner on Ludlow / The DL, Sol, The Delancey

Address: 115 Ave C, 95 Delancey St., 609 W29th St., 168 Delancey Community Board # 3 / 4

Dates of operation: July 2013 - Present, March 2012 - Present, Sept. 2006 - 2009, 2004 - Present

**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 Apartment 13, Restaurant; Dinner on Ludlow / The DL, Restaurant/Lounge; The Delancey, Tavern/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? 5

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? 16

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.

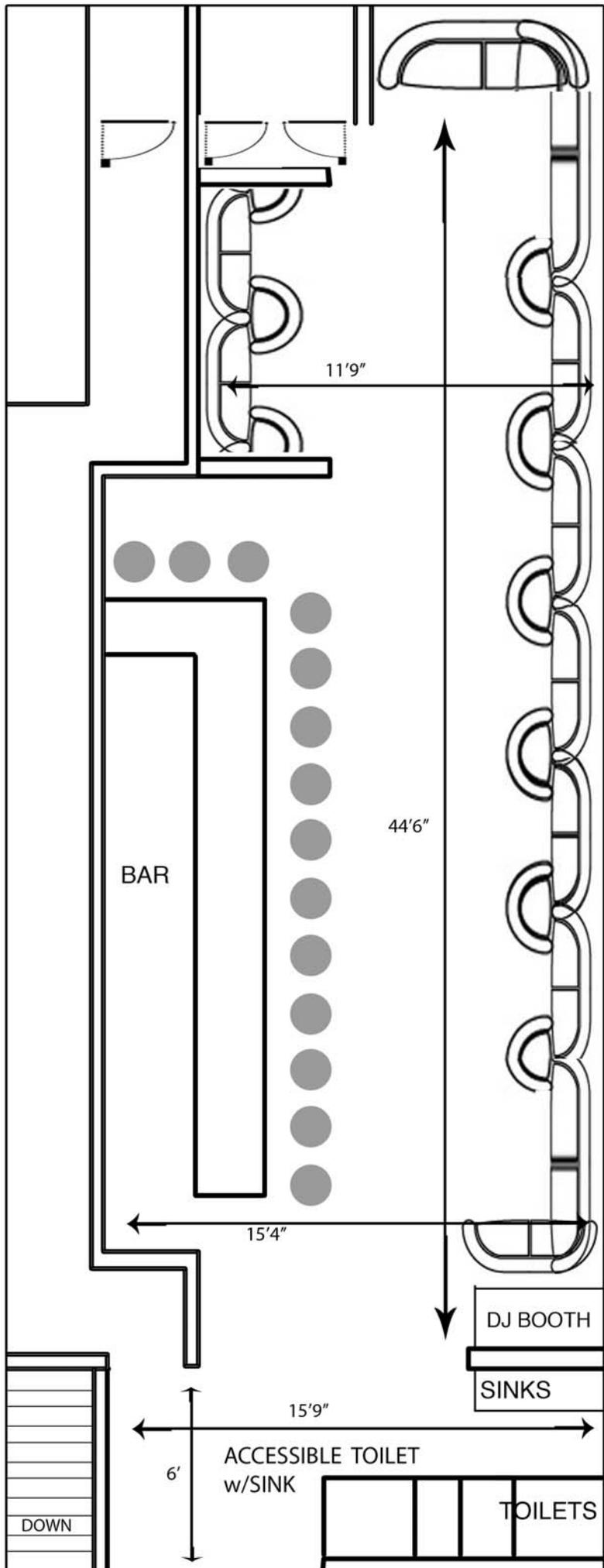
**Please use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page.** (Attach additional sheets of paper as necessary).

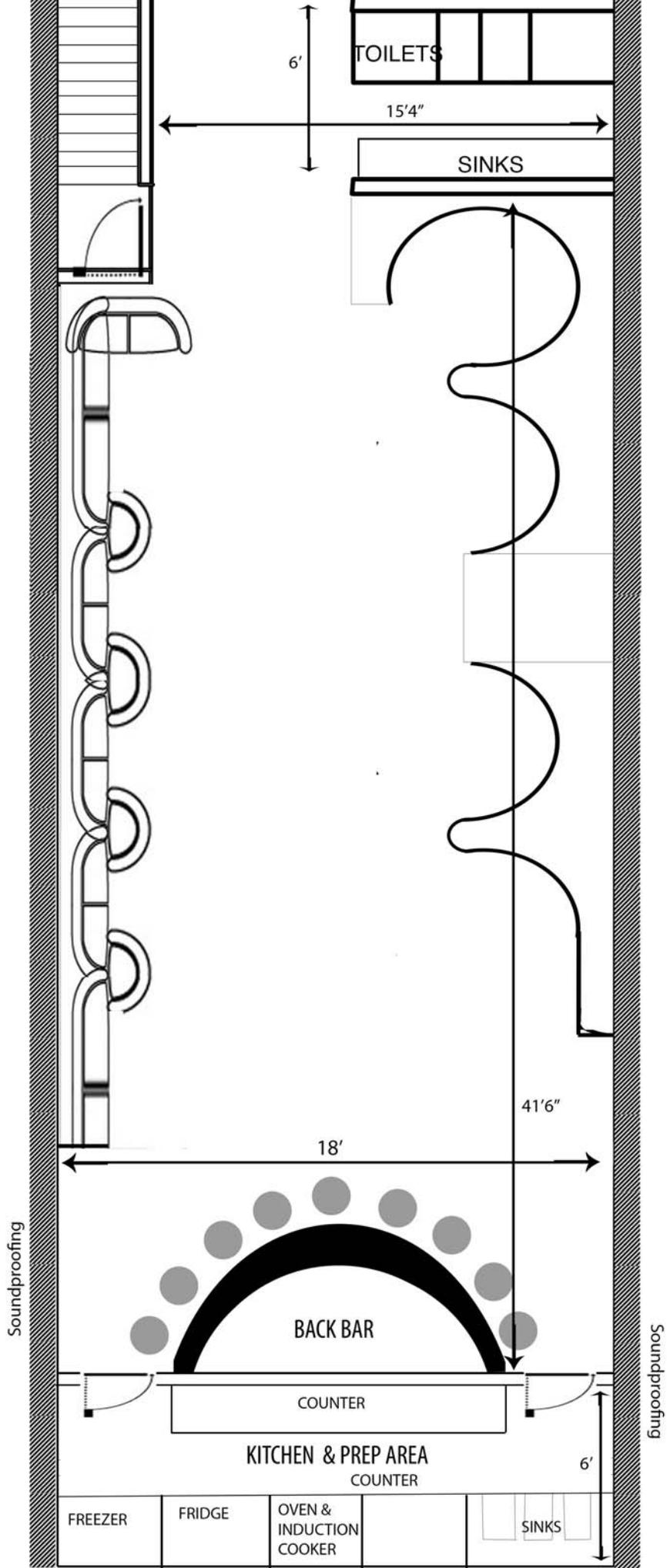


## Active OP Licences within 500 ft:

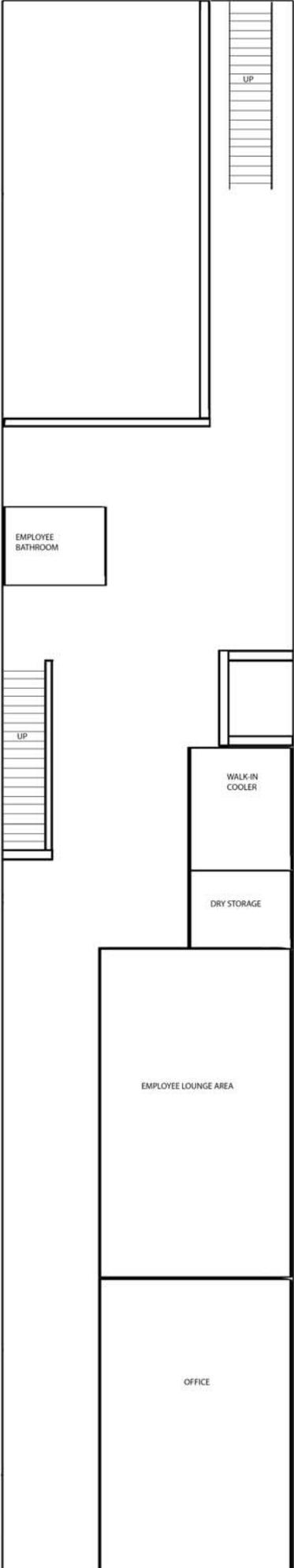
- |                                   |   |
|-----------------------------------|---|
| 1. Schiller's (131 Rivington)     | 9. Alias (76 Clinton) (Closed)          |
| 2. Holiday Inn (148 Delancey)     | 10. Red Velvet (174 Rivington) (Closed) |
| 3. Antibes Bistro (112 Suffolk)   | 11. Ichiban (71 Clinton)                |
| 4. Retro Bar/Grill (150 Delancey) | 12. Pig & Khao (68 Clinton)             |
| 5. Delancey Lounge (168 Delancey) | 13. Barramundi (67 Clinton)             |
| 6. 151 Bar (151 Rivington)        | 14. Kuper Smith (49 Clinton)            |
| 7. Donnybrook (39 Clinton)        | 15. WD50 (50 Clinton)                   |
| 8. Calixico (153 Rivington)       | 16. Mahou Inc. (60 Clinton) (Closed)    |

Ground Floor -- Front Room





Ground Floor -- Back Room



BASEMENT

**Petition to Support Proposed Liquor License**

Date: \_\_\_\_\_

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) Full Liquor

to the following applicant/establishment (company and/or trade name) Rivington F+B

Address of premises: 155 Rivington St.

This business will be a: (circle) **Bar** **Restaurant** **Other:** Tavern / On-Premise

The hours of operation will be:  
5:00 PM - 4:00 AM Weekdays, 3:00 PM - 4:00 AM Weekends.

**PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.**

**Other information regarding the license:**

| Name | Signature | Address |
|------|-----------|---------|
|      |           |         |

# Jonas Pelli

## Managing Partner, Rivington F+B

Jonas Pelli moved to New York City in 2004 to attend NYU. He graduated Summa Cum Laude in 2008 with a double major in Journalism and Sociology. During his time at NYU, Jonas interned at a half-dozen major magazines including The Source, The Journal and Dazed and Confused (in London during a study-abroad program).

Jonas' journalistic work focused heavily on the Arts and Lifestyle. During his time with Dazed and Confused, Jonas was tasked with scouting up-and-coming venues for review by the magazine. Editor Tim Noakes thought Jonas' stateside take on the burgeoning East London nightlife scene would provide fresh material for the publication. It was during this stint as a reporter that Jonas' interest in the nightlife industry began to flourish.

Upon returning to New York and graduating from NYU, Jonas was offered a job at Men's Vogue, where he worked until the magazine folded in the fall of 2008. The fate of Men's Vogue was shared by hundreds of other publications nation-wide; hiring froze across the industry as magazines struggled to stay alive during the economic meltdown.

Having lived in the Lower East Side for several years, Jonas had developed strong bonds with the neighborhood and reached out to a local menswear shop, BBlessing, for employment. Within a year, Jonas was promoted from salesman to manager; after a major shake-up when one of the owners left, Jonas and business partner Nicholas Kratochvil took over creative control of the shop. Under their guidance, BBlessing remained a premier destination for high-fashion in the Lower East Side until investors decided to sell the shop to fund another project.

Having befriended the staff of St. Jerome's (155 Rivington) years prior, Jonas was offered a bartending job in October 2009 when long-time bartender Brian Newman left to pursue his music career. He also began DJing at neighboring 151 Bar.

Within three months, Jonas was promoted to General Manager after Luc Carl, having run the bar for four years, decided to join his girlfriend on her world-wide music tour. Jonas' managerial skills he learned from running BBlessing were easily translated into the nightlife industry. Bar profits quickly escalated as Jonas honed his skills as both a bartender and GM. He was able to program one of the most successful Sunday night parties in NYC with host Kelle Calco - Paper Magazine nominated the weekly party for their 2011 Nightlife Awards.

After successfully running St. Jerome's for three years, Jonas left the bar in early 2013 to pursue a career in nightlife at a larger venue. He had befriended Georgie Saville, a Partner and Owner at the Delancey Lounge, Dinner on Ludlow and The DL, while running St. Jerome's. Georgie recommended him for a job managing The DL, and Jonas was quickly hired. In keeping with his work history, Jonas was promoted to Assistant General Manager within his first two months at the job.

Over the following several months, Jonas worked closely with Director of Operations Paul Seres. Jonas' dedication to St. Jerome's and his patrons never wavered; when he learned the bar was up for sale, he developed a business plan and made a proposal to Seres and his partners. Jonas hopes to reinvigorate the bar by introducing a robust food program, renovating the aging building and providing a haven for creative Lower East Siders of all kinds.

Jonas currently lives on Clinton and Rivington St., where he has resided since 2008.

# Omri Shellef

## Creative Director, Rivington F+B

Omri, born and raised in New York got his start in music when he started to work for Sony Music at the age of 17 leading the national lifestyle marketing team which focused on promoting the labels' alternative acts (ranging from rock to jazz to classical music). He graduated from Baruch College with majors in Political Science and Philosophy with focus on theory, the classics, and aesthetics. It was during this time that he got his start in nightlife through organizing events and music programming.

His notoriety as DJ and music programmer is a result of Omri's willingness and determination to go against the grain. He is known for bridging the gap between 80 years of music. The New York Post featured an article about his ability to intermix genres that are usually reserved for period movie soundtracks and foreign films. His knowledge and love of music has made him a recognized figure when bars, clubs, art galleries, design companies and charitable organizations seek out someone to curate an environment that is outside of the box.

Most recently, Omri's ability to produce family-friendly soundtrack has led him to program music for the new Long Island City Flea Market & International Food Bazaar while his knowledge of classical music involved him with Yellow Lounge (an organization that works to bring Classical Music to the population that would otherwise be left unexposed). More than a DJ, Omri takes the position of creative director where ever he works, standing behind the idea that music is timeless and universal and deserves the equal opportunity to be heard regardless of age and popularity -- it is about positivity and bridging the gaps and offering knowledge to those eager to grow.

Omri's knowledge of nightlife operations comes from 10 years in the industry, working at dozens of New York's venues of all shapes and sizes for long periods of time. He has been employed at Beauty Bar for 8 years, Blind Barber for 3. He has also worked with the Grand Hotels (organizing the jazz brunch for 3 years), Black and White for 4 years. Delancey Lounge, and The DL among many other places (never for less than a year),

It is Omri's personal mission that drives him - a mission to reintroduce the past, the forgotten, and the ignored elements to a nightlife, community and city that is becoming increasingly homogenized.

# RIVINGTON F+B

## COCKTAILS

\$12

### THE DRAPER

BULLEIT RYE, LEMON BITTERS  
& DASH OF SIMPLE SYRUP

### MIDNIGHT RAMBLER

FERNET BRANCA & ESPRESSO  
TOPPED WITH GUNIESS

### KENTUCKY GROVE

BULLEIT BOURBON, LUXARDO,  
ANGOSTURA & ORANGE BITTERS

### THE WAKE UP

HORNITOS REPOSADO, FRESH LIME,  
RUBHARB BITTERS & SODA

### POND HOPPER

JAMESON'S & GINGER  
TOPPED WITH STRONGBOW CIDER

### LOISAIDA SPICE

ESPALON BLANCO, PINEAPPLE,  
MUDDLED JALEPEN0 & FRESH LIME

### SPITFIRE

FIREBALL WHISKEY, FRESH MINT  
& CHERRY LEMONADE

### DOWN SOUTH

TITO'S, FRESH MINT,  
MUDDLED BLACKBERRY & SODA

# RIVINGTON F&B

## STARTERS AND SMALL PLATES - \$4

### GRILLED CHEESE:

AMERICAN, CHEDDAR ON BUTTERY,  
CRISPY SLICED BREAD - ADD BACON FOR \$1

### GARLIC BREAD:

ITALIAN BREAD, FRESHLY GROUND  
GARLIC, HERB BUTTER

### BRUSCHETTA:

DICED FRESH TOMATO, BASIL & OLIVE OIL

### ASPARAGUS SALAD:

CHILLED WITH GARLIC  
GINGER DRESSING

---

## SLIDERS - \$8

(TWO PER ORDER)

### THE CLASSIC:

GROUND BEEF, CHEDDAR CHEESE  
ADD BACON FOR \$1

### THE PHILLY:

SLICED STEAK, AMERICAN CHEESE  
ROASTED ONIONS & PEPPERS

### BUFFALO CHICKEN:

GRILLED CHICKEN, MOZZARELA,  
SPICY BUFFALO SAUCE  
& BLUE CHEESE

### LES BLT:

BACON, LETTUCE, TOMATO  
SRIRACHA AOLI

### PORTOBELLO:

GRILLED PORTOBELLO, GOAT CHEESE  
OVEN ROASTED TOMATO

### BAHN MINI:

PORK BELLY, PICKLED CARROTS,  
CILANTRO & JALEPENDOS

---

## PERSONAL PIZZAS - \$11

### ADD SOME TOPPINGS:

#### \$2 EACH:

PEPPERONI  
GRILLED CHICKEN  
PORTOBELLO MUSHROOMS  
SLICED STEAK  
BACON

#### \$1 EACH:

ONIONS  
ROASTED PEPPERS  
ROASTED TOMATOS  
FRESH MOZZARELLA  
BUFFALO BLUE CHEESE

## KITCHEN OPEN ALL NIGHT!













