



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 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
- 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: _____

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: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Office space

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 98 Avenue C

Cross streets: East 6th & East 7th Streets

Name of applicant and all principals: Phoebie Connell, Nora O'Malley, and David Hitchner

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: Mixed Use; 6 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? _____

See attached D.o.B. C.O. search

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):

Zoning: R7A Commercial Overlay: C2-5

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Monday - Sunday; 4pm - 12am

Number of tables? 5 Number of seats at tables? 2

How many stand-up bars/ bar seats are located on the premise? 10-12
(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): 1, L-Shaped bar (22' x 7')

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

Limited bar menu requiring little prep + no heat (menu attached)

What are the hours kitchen will be open? 4pm - 12pm

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

How many employees will there be? 3

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

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: 1 receiver, 4 speakers

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? Yes;

Monthly wine/food pairing classes

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.")

Attached

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. Attached

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: Alphabet City Beer Co.; Alphabet City
Address: 96 Avenue C; 100 Avenue C Community Board # 3 Wine Co.

Dates of operation: May 2012 - current; Nov. 2007 - current

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. Attached

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business. Alphabet City wine co. (Wineshop) + ABC Beer Co

Has any principal had SLA reports or action within the past 3 years? Yes No If Yes, attach list (Beer shop, Bar) 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 On-Premise (OP) liquor licenses are within 500 feet? 7

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 agree to close any doors and windows at 10:00 P.M. every night?
2. 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 1 private parties per month
3. I will play ambient recorded background music only.
4. I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5. I will not seek a change in class to a full on-premise liquor license. Or my business plan is to seek an upgrade at a later date.
6. I will not participate in pub crawls or have party buses come to my establishment.
7. I will not have a happy hour. Or Happy hour will end by _____.
8. I will not have wait lines outside. There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9. Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Extent of Food Service and Proposed Menu for 98 Avenue C

"Wine Bar" will operate under a TAVERN WINE/BEER license and will be serving limited food. All food items will be stored in refrigerators or sealed containers during and between service. The goal of the menu is to reflect and compliment the wine selection. We will not have any ovens, grills, or other appliances requiring ventilation.

Proposed 'Wine Bar' Menu

OLIVES and NUTS

castelvetranos and marconas

(both come in tubs, castelvetranos require refrigeration, marconas do not, both can be totally sealed)

GIARDINIERA

seasonal pickled vegetables

(sourced from BK brine, tubs refrigerated)

SEASONAL SPREADS

spring pea and ricotta, roasted pepper (other options: hummus)

(prepped at ABC Beer Co using their food processor--1-2 times a week, produce from green market, no fresh food distributor/large deliveries, nothing that can't be made with a food processor, minimal waste)

ANTIPASTI

roasted tomatoes, chorizo, fresh mozzarella, white beans

(all except white beans (canned) sourced from beer store, long shelf life, minimal waste)

BOCCORONES

white anchovies

(canned)

'NDUJA AND PARMESAN

cured meat spread

('nduja and parm require refrigeration, but both have long (4-6 week) shelf lives, aka, not much waste)

*Most of these menu items will be served with focaccia, sourced from Pain D'avignon via ABC Beer.

**Wine list will be entirely taps=no bottle waste (no flies, less trash, etc)

***Any food (minimal) leftovers will be stored in sealed plastic containers overnight and during service.

Principal Managing Members for 98 Avenue C

David Hitchner is owner of Alphabet City Wine Co. at 100 Ave C and Alphabet City Beer Co. at 96 Ave C. As a neighborhood resident of eight years, he's well aware of the sense of community in the East Village and the responsibilities of area business owners.

Nora O'Malley has worked in various parts of the wine industry since 2009, and as manager at Alphabet City Wine Co. since September 2013. She is a certified Sommelier who is passionate about taking the pretension out of the wine buying process. Having worked at both Alphabet City Wine Co. and Alphabet City Beer Co. for the past year, she has become well-acquainted with the community and local residents, and is eager to build a new business in the East Village.

Phoebe Connell has a Masters in Food Studies from NYU and has worked in the New York food and beverage industry for more than three years. She currently splits her time between her positions as Director of Education at the Bedford Cheese Shop in Gramercy and as Food Manager at ABC Beer Co., where she has worked since the business opened in 2012. Her appreciation for the Alphabet City community has been a crucial aspect of her decision to pursue her business goals on Avenue C.

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.")

- The space is small and will have a very limited capacity, so we will not be open to large crowds. ----We will require guests to have a seat in order to be served (i.e. no crowding at the bar).
- Our staff plans to monitor and disperse of any crowds gathering on the sidewalk
- There will not be a line or any sort of "red rope" on the sidewalk
- There is free street parking throughout the East Village.
- We anticipate most of our patrons to be locals, who will be walking to the establishment

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

- We plan to install sound-proofing
- We do not plan to have live or loud music for any reason
- The space is very small with limited seating capacity, so general noise pollution will always be kept to a minimum
- We will not have a kitchen, so business noise will be just the refrigerator compressors, AC, and dishwasher, which will be operating predominantly during service hours.
- We will close all doors and windows by 10pm
- We will put signs up requesting patrons to respect the neighbors as they leave.
- We will ask patrons who smoke to please be respectful of neighbors.

'WINE BAR' BIZ SCHEMATIC

| |
|---------------------|
| SUMMIT BAR (OP-B) |
| BABEL HOOKAH (OP-B) |
| LUMÉ CAFE (OP-R) |

| |
|------------------------------|
| LOWER EAST SIDE CREDIT UNION |
| POLICE STATION |

EAST 8th ST.

| |
|------------------------|
| ASSOCIATED SUPERMARKET |
| VACANT LOT |
| LE JARDIN (OP-R) |
| RESIDENTIAL |
| CAFE CAMBOGE (OP-R) |
| ZUM SCHNEIDER (B/W-R) |

| |
|----------------------------|
| LAUNDRY SERVICE |
| YANKEE DELI |
| CHP HARDWARE |
| RESIDENTIAL |
| KAFANA (B/W-R) |
| 3 rd MAN (OP-B) |
| RESIDENTIAL |
| RESIDENTIAL |

EAST 7th ST.

| |
|---------------------|
| E+S WHOLESOME FOODS |
| ALEX SHOE REPAIR |
| FINANCIAL SERVICES |
| VACANT |
| CELL PHONE DOCTOR |
| ALPHABET DELI |

AVENUE C



| |
|-----------------------------|
| ALPHABET LOUNGE (OP-B) |
| EDI + THE WOLF (OP-R) |
| ALPHABET CITY WINE CO |
| ★ WINE BAR |
| ALPHABET CITY BEER CO (B-R) |
| BOB WHITE (B/W-R) |
| VACANT LOT |

AVENUE D

EAST 6th ST.

| |
|-----------------------|
| RCN POWER STATION |
| SANTOS VARIETY STORE |
| BEAUTY NAILS |
| RECYCLE - A - BICYCLE |
| HAA GLASS |
| VACANT |


| |
|---------------------|
| Residential Housing |
|---------------------|

EAST 5th ST.

| |
|-------------------|
| LAUNDROMAT |
| Jehovan's witness |
| AVE C DENTAL |

| |
|----------------------------|
| 5C PERFORMANCE SPACE (B/W) |
| 5 th ST. DELI |
| CASA ADELA |



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NYC Department of Buildings
C of O PDF Listing for Property

Premises: 98 AVENUE C MANHATTAN

BIN: 1004468 Block: 376 Lot: 5

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THERE ARE NO CERTIFICATES OF OCCUPANCY ON FILE FOR THIS ADDRESS

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If you have any questions please review these [Frequently Asked Questions](#), the [Glossary](#), or call the 311 Citizen Service Center by dialing 311 or (212) NEW YORK outside of New York City.