



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

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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:
- 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: 24 September 2014

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: _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 16-20 Jefferson Street

Cross streets: (aka 173-177 Henry Street)

Name of applicant and all principals: Office Ho Jonot, LLC (Stefan Jonot and Catherine Ho)

Trade name (DBA): restaurant name TBD

PREMISE:

Type of building and number of floors: mixed use, 8 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: _____

We plan to apply for a Sidewalk Cafe or Small Sidewalk Cafe license; have not yet completed process.

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? 45

Do you plan to apply for Public Assembly permit? Yes No

What is the zoning designation (check zoning using map: [http://www.ci.milwaukee.wi.us/development/development/development.htm](#) -
please give specific zoning designation, such as R8 or C2):

R7-2 with commercial overlay C1-5

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) Sun.–Thurs. 7:30 am to 2 am. Fri.–Sat, 7:30 am to 3 am.
(Open breakfast, lunch, and dinner)

Number of tables? 10 Number of seats at tables? 2 to 4

How many stand-up bars/ bar seats are located on the premise? 1
(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): U-shaped, length 8 feet; 10 bar seats

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
French, with focus on locally sourced and organic products. Goal: good food at affordable price.

What are the hours kitchen will be open? 9 am to midnight

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

How many employees will there be? 6

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

Will there be TVs/monitors? Yes No (If Yes, how many?) (not in use at all times)

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: MP3 player with amplifier/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? 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.")
On-site mgr/staff will control patrons by directing them inside. Signs will advise respect for neighbors.

Will there be security personnel? Yes No (If Yes, how many and when) On weekends, in the event of crowds, staff/mgr will be positioned at entry to monitor crowd and noise.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.
Mindful staff; signs advising respect for neighbors; soundproofing; windows closed at 10 pm.
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: ZVAH, Inc. (dba Les Enfants Terribles)

Address: 37 Canal Street (@Ludlow) Community Board # 3

Dates of operation: 2004 to 2012 (Stefan Jonot sold his share in the company in 2012)

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 _____

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? 1 (Cafe Petisco)

How many On-Premise (OP) liquor licenses are within 500 feet? 2 active (Cafe Petisco and Bar 169)

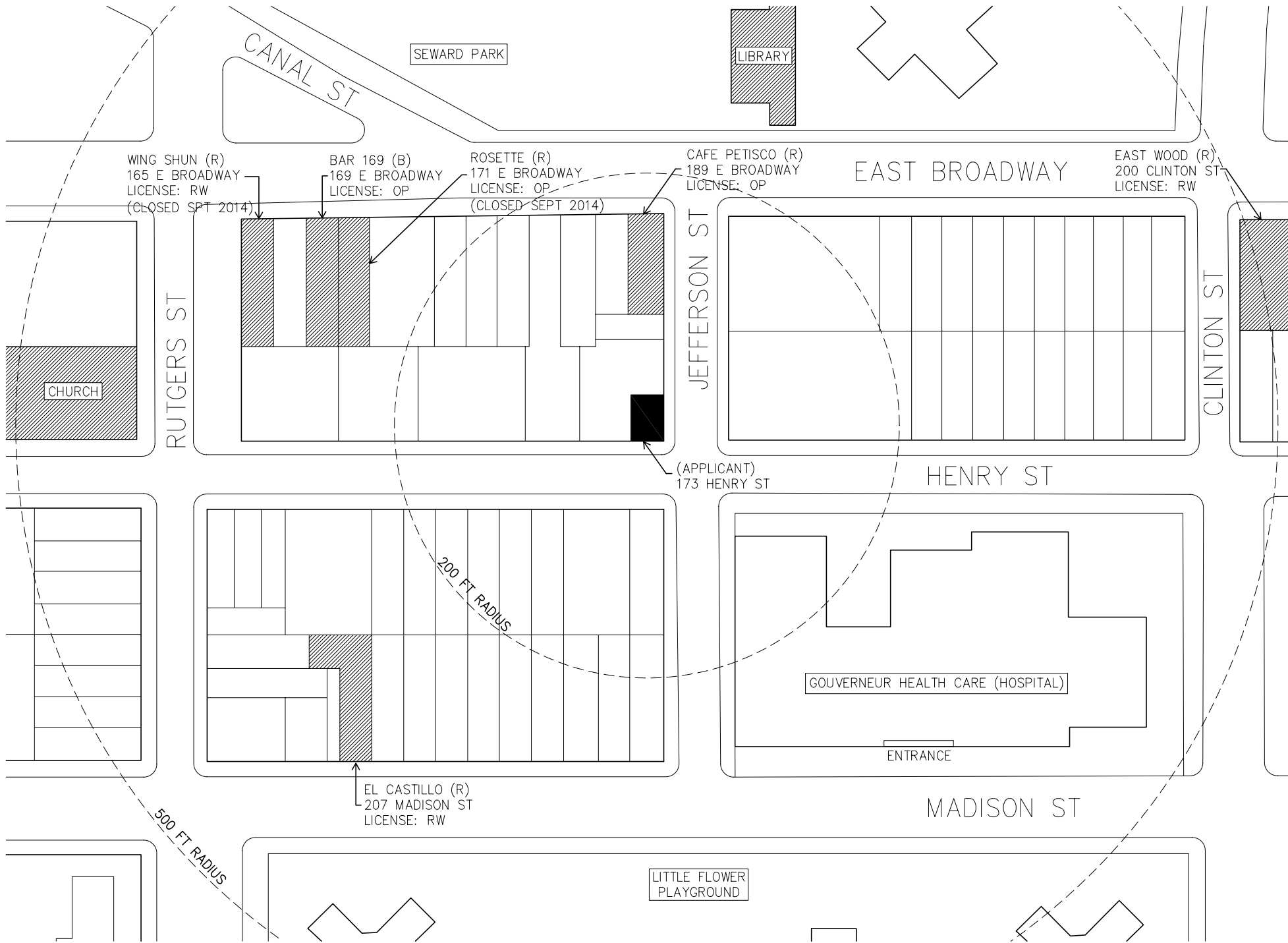
Is premise within 200 feet of any school or place of worship? Yes No

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 ___ private parties per ___
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 7 pm (M-F only).
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.



Proximity Report for Location:

September 29, 2014

16 JEFFERSON ST, New York, 10002

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
MADISON LIQUOR INC	195 MADISON ST	585 ft
YEE FUNG CORP	135 DIVISION ST	755 ft
DELANCEY WINE INC	41 ESSEX ST	940 ft
SEWARD PARK LIQUORS INC	393 GRAND STREET	945 ft
OCEAN WINE & SPIRIT INC	297 GRAND ST	1695 ft
LOON CHUN INCORPORATED	45 PITT STREET	1730 ft
KK & HZ LLC	101 ALLEN ST	1930 ft

Churches within 500 Feet

Name	Approx. Distance
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Schools within 500 Feet

Name	Address	Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
DISHFUL INC	189 E BROADWAY	175 ft
JOCKEY HOLLOW LLC	171 E BROADWAY	335 ft
CAFE 169 INC	169 E BROADWAY	370 ft
ESSEX CAFE GROUP LLC	21 ESSEX ST	680 ft
OTFOTEOC LTD	21 ESSEX ST	700 ft
35 CANAL CAFE LLC	35 CANAL STREET	715 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
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Unmapped licenses within zipcode of report location

Name	Address
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Proposed Menu
Restaurant (Name TBD) at 16-20 Jefferson Street
(aka 173-177 Henry Street)

Submitted by Office Ho Jonot, LLC, to Community Board 3 with Liquor License Application Questionnaire (September 2014)

RESTAURANT CONCEPT: Contemporary French bistro, based on seasonal, locally sourced and organic products; affordably priced.

BREAKFAST

- Assorted organic pastries (croissants, pain au raisin, pain au chocolat, etc), baked fresh daily from the Bakehouse (West Village, bakehousenyc.com)
- Bagels and bialys, baked fresh daily from Kossar's Bialys (kossarsbialys.com), served with choice of cream cheese, salmon, bacon, ham, cheese, and eggs
- Baked eggs (organic), served in individual pans, with choice of cheese (Roquefort, Swiss, Cantal, Emmental, Comte, Gruyère, chevre) and prosciutto, Parisian ham, spinach, kale, or cherry tomatoes
- Farmer's Croque Monsieur (Bakehouse brioche, country ham, Emmental cheese; option to add tomato)

LUNCH

Savory Crepes (made with *sarasin* flour, buckwheat) —

- Crêpe Complète (French ham, gruyère cheese, egg, béchamel; option to add tomato, spinach)
- Americaine (ground beef, Swiss cheese, tomato)
- Popeye (spinach, mushrooms, béchamel)
- Italienne (prosciutto, mozzarella, tomato)

Sweet Crepes (made with whole flour)—

- Banana, melted chocolate, topped with vanilla ice cream and toasted almonds
- Peanut butter and jelly
- Suzette (lemon juice, sugar, toasted almonds, flambé with cognac)

DINNER

Appetizers

- Classic *escargots* (6 or 12) with butter, parsley, garlic
- Salmon tartare
- Assiette de la mer (seafood platter, on ice)
- Assiette de charcuterie et fromage (changing selection)
- Soupe du Jour
- Legume crumble (seasonal vegetables)
- Beef carpaccio with frisée salad

Entrées

- Seasonal Shepherd's Pie (fillings change on the season; examples: ground beef, roast duck, roast lamb, topped with purée of potato, sweet potato, cauliflower, parsnips, etc.)
- Daily Roast (alternating: lamb, chicken, beef, etc), served with baked potatoes or *gratin*, assorted mixed roasted vegetables
- Steak tartare (hand-chopped raw beef prepared table-side), with *gratin* of the day and mixed green salad
- Vegetarian couscous (mixed vegetable stew served over different varieties of couscous)
- Magret de Canard (duck breast medallions) served with roasted fingerling and other mixed varieties of petite potatoes, carrots, and other seasonal vegetables
- Fish of the day, with roasted seasonal vegetables

Desserts

- Sweet crepes
- Chocolate mousse
- Crème brûlée
- Tarte tatin (apple or pear) with vanilla ice cream (not yet sourced; local producer)
- Crumble with mix of season fruits, topped with ice cream (not yet sourced; local producer)

BEVERAGES (served all day)

- Fresh-squeezed juice (citron pressé, watermelon, etc; seasonal)
- Açaí smoothies
- Espresso drinks (hot and cold); free-trade organic coffee from CounterCulture
- Mariage Frère tea (hot and cold)

COCKTAILS

In addition to classic cocktails, we will offer a changing selection of house cocktails that takes advantage of fresh seasonal ingredients and local producers of spirits.

For more information, please contact:

Office Ho Jonot, LLC
387 Grand Street, K1905
New York, NY 10002

STEFAN JONOT

387 Grand Street, K1905

New York, NY 10002

(646) 320-5769

stefanjonot@gmail.com

Independent Restaurant Consultant

New York, 2011–present

Consultant to various restaurants, offering expertise in concept development, implementation, and organizational efficiency. Clients include Skal, 37 Canal Street, New York (skalnyc.com) and Macaron Café, 161 West 36th Street, New York (macaroncafe.com).

Key skills:

- Business Development
- Hospitality and Culinary Management
- Restaurant and Kitchen Design
- Safety, Sanitation, and Quality Controls

Partner and Cofounder, Office Ho Jonot

New York, 2011–present

Office Ho Jonot is a cultural consultancy and event production company specializing in editorial and curatorial projects related to architecture, design, landscape, planning, and public space. We have experience in producing exhibitions, events, documentary films, public programs, and competitions. Previous projects include producing the exhibition *Spontaneous Interventions: Design Actions for the Common Good*, for the U.S. Pavilion at the Venice Biennale (2012) and Chicago Cultural Center (2013). The office is also the organizer of the Wheelwright Prize, an annual \$100,000 traveling fellowship awarded by Harvard GSD.

Key skills:

- Project Development
- Project Management
- Client Relations
- Field Production
- Team Supervision
- Photo and Video Production

Founder and Owner, Les Enfants Terribles

New York, 2002–2012

Conceptualized, designed, built, and managed a successful café-restaurant-bar located on the Lower East Side. In addition to overseeing the build-out, I supervised the restaurant's day-to-day operation, including hiring and managing the staff, approving menus, organizing events, and devising marketing and promotional strategies. The restaurant received positive coverage in *The New Yorker*, *New York Times*, *New York magazine*, *Black Book*, *Elle*, plus a range of international culture and fashion magazines. I sold the restaurant in 2012.

Key skills:

- Business Development and Implementation
- Hospitality and Culinary Management
- Front and Back-of-House Operations
- Budgeting and Cost Controls
- Menu development
- Team Hiring, Training and Supervision
- Safety, Sanitation, Legal, and Quality Controls
- Restaurant and Kitchen Design
- Profit and Growth Strategies
- Strategic Marketing and Sales
- Payroll/Profit and Loss Management
- Turnaround Management
- Vendor/Inventory Management

**Founder and Owner, Les Enfants de Paris
Paris, 2009–2012**

Conceptualized, designed, built, and managed a successful café-restaurant-bar located in the 11th Arrondissement of Paris. I was a key player in the location scouting, lease and financing negotiations, design and build-out of the restaurant, and establishment of its operational structure and management. My partners in Paris oversaw operations on a day-to-day business, until the restaurant was sold in 2012.

Key skills:

- Business Development and Implementation
- Hospitality and Culinary Management
- Budgeting and Cost Controls
- Menu development
- Team Hiring and Training
- Restaurant and Kitchen Design
- Profit and Growth Strategies
- Strategic Marketing and Sales

**Documentary filmmaker, Point du Jour
Paris, 1996–2001**

Contracted as a director working for Paris-based film production company Point du Jour. My area of expertise was documentaries on music-related subjects. Below is a select list of titles that were completed and broadcast:

Director credits:

- *Les Enfants de Berklee* (1998)
- *La Leçon de Scat* (1999)
- *Julien Lourau: Africa Tour* (1999)
- *Arpeggione* (2000)
- *Premier de Cordée* (2001)
- contributions to TV music series *Zlika Musique du Monde* (1998–2000)

ADDITIONAL SKILLS

- Fluent in French and English; conversant in Portuguese and Spanish
- Sound and video technician