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: 01/23/2015

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: N/A

Previous or current use of the location: Previously a restaurant, Cafe Cambodge with an OP license for 7 years.

Corporation and trade name of current license: N/A

APPLICANT:

Premise address: 111 Avenue C, New York, NY 10009

Cross streets: East 7th Street & East 8th Street

Name of applicant and all principals: Jairo Delapaz & AlanMendez

Trade name (DBA): Same.

PREMISE:

Type of building and number of floors: Four story attached brick building.

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? 49

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):

R7A

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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Sunday-Thursday 12:00PM-12:00AM and Friday & Saturday 12:00PM-1:00AM

Number of tables? 19 Number of seats at tables? 38

How many stand-up bars/ bar seats are located on the premise? One stand up bar with 10 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): L-shaped bar 12' x 4' at the front right of the premises.

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

Latin food, please see attached menu.

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

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

How many employees will there be? 10

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? N/A

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) 2

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: _____

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.")

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. Please see 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: Pasapalos Inc D/B/A Marcha Cocina Bar

Address: 4055 Broadway Community Board # 12-NYC

Dates of operation: 08/2012-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 N/A

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 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 ____ 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 _____.
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.

Page 3: Plan to manage vehicular traffic and crowds:

One of the applicant's staff will be responsible for monitoring the outside space, to minimize the establishment's impact on their neighbors. This has not been an issue with the applicant's existing restaurant.

New York State | State Agencies | Search all of NY.gov

Forms Quick-Find: Wholesale Forms Retail Forms

NEW YORK STATE LIQUOR AUTHORITY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

Andrew M. Cuomo, Governor
Dennis Rosen, Chairman
Jeanique Greene, Commissioner
Kevin Kim, Commissioner

Home
Public License Query
Wholesale

Help

Public Query - Results

License Information

Serial Number:	1265136
License Type:	ON-PREMISES LIQUOR
License Status:	License is Active
Credit Group:	2
Filing Date:	08/06/2012
Effective Date:	11/01/2014
Expiration Date:	10/31/2016

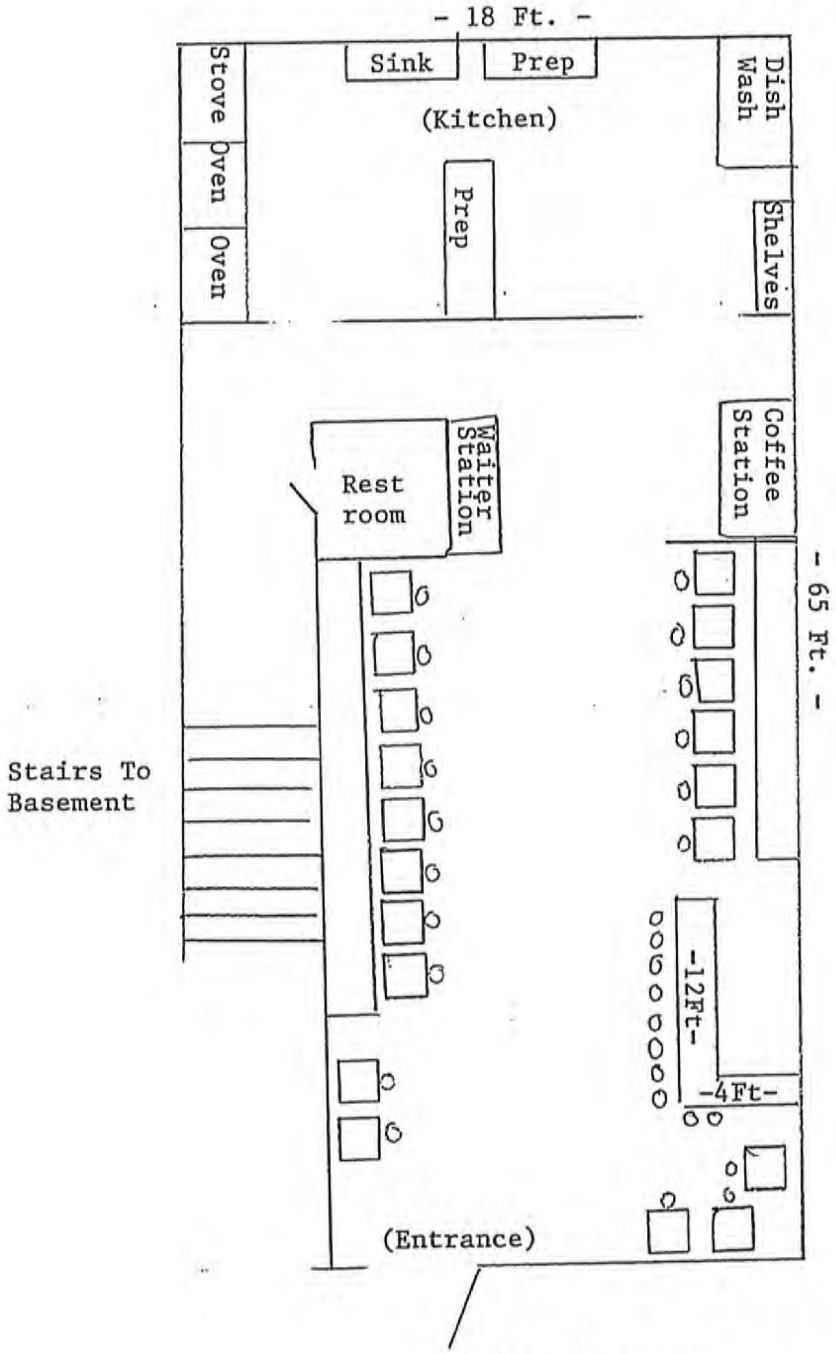
Premises Information

Principal's Name:	DELAPAZ, JAIRO D
Premises Name:	PASAPALOS INC
Trade Name:	MARCHA COCINA BAR
Zone:	1
Address:	4055 BROADWAY NEW YORK, NY 10032
County:	NEW YORK

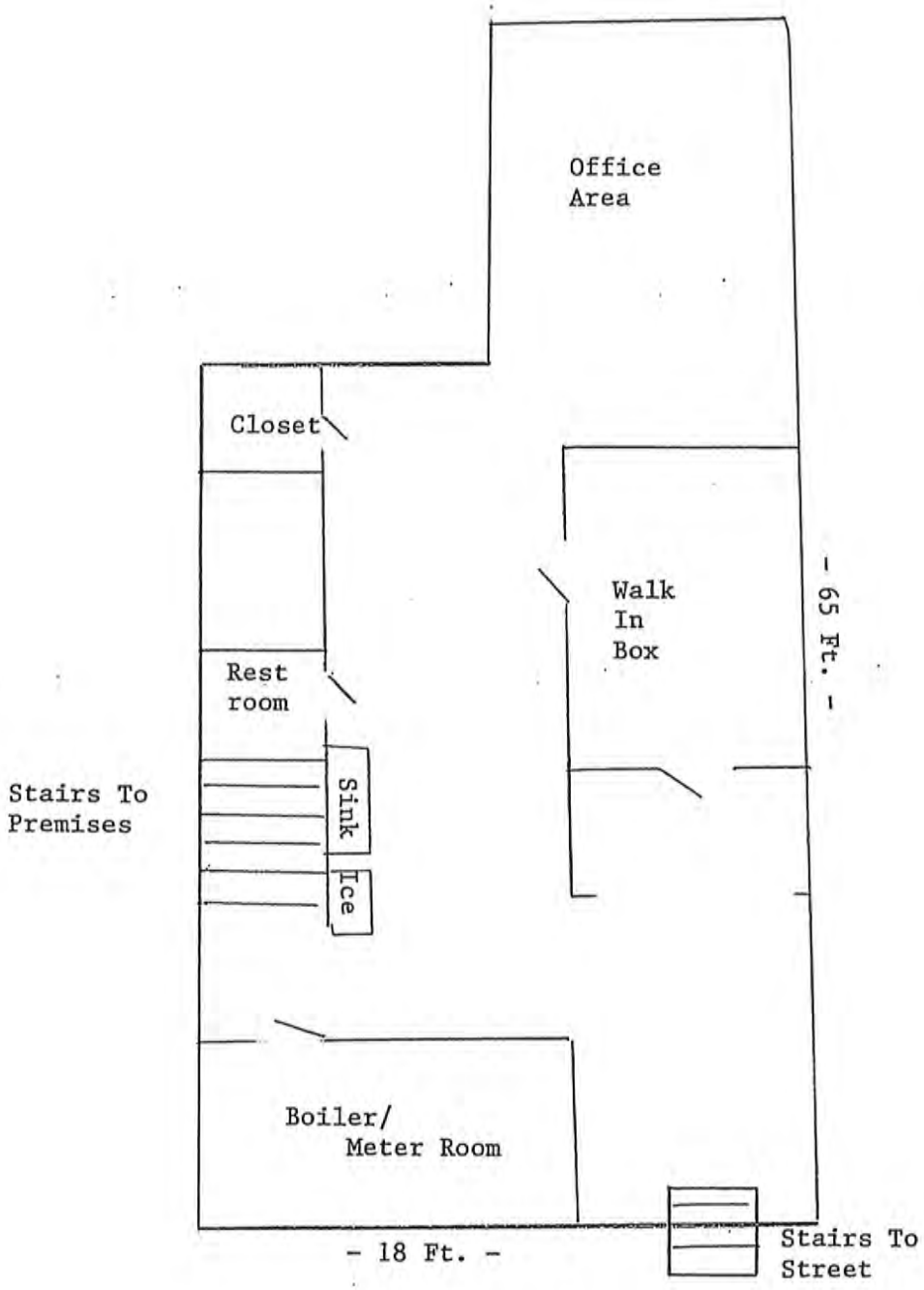
You can select one of the following links to perform another search:

- Search by Name
- Search by License Number
- Search by Location
- Search by Principal
- Advance Search

Disclaimers | Confidentiality | Privacy | Security
New York State Liquor Authority • 80 S. Swan Street • 9th Floor • Albany, New York • 12210-8002



Marcha Cocina,Inc.
111 Avenue C
New York, NY 10009
Interior Diagram



Marcha Cocina, Inc.
111 Avenue C
New York, NY 10009
Basement Diagram

Community Affairs Bureau
"Police and Community Working Together"

Hon. Alexandra Militano
Chair
State Liquor Authority & Department of Consumer Affairs Licensing
Manhattan Community Board 3
59 East 4th Street
New York, NY 10003

The 33rd Precinct Community Council is writing this letter of support to Marcha Cocina located at 111 Avenue C for an onsite liquor license. Jairo de la Paz, the proprietor, currently runs a similar establishment within the bounds of the 33rd Precinct.

Mr. De la Paz has been an outstanding member of the Washington Heights community since his opening of Marcha. He and his staff have put their heart and soul into making their dream a reality - with full cooperation of the community and with no incidents.

Small businesses are the keystones to communities. Not only by hiring people and giving them fair wages - the also, as in the case of Mr. De la Paz and Marcha, accommodating Upper Manhattan's Non-Profits with services and support. Both David Steinman the Vice President of the 33rd Precinct Community Council and I can personally confirm this as well as confirm the fact that over the past 2 years there have been no incidents at Marcha Cochina. I am also on the Public Safety Committee of Community Board 12 and have no hesitation in supporting their approval.

Thank you for your time and consideration on this matter. Please feel free to contact David Steinman, VP 33rd Precinct Community Council at 646-932-8488, with any questions concerning this letter of support.

Sincerely,

Michael Mowatt - Wynn PhD
President, 33rd Precinct Community Council
Chair, Harlem & The Heights Historical Society

Proximity Report for Location:

January 23, 2015

111 AVE C, New York, 10009

*** 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
EAST VILLAGE WINE CORP	100 AVENUE C	125 ft
BRIX NYC LLC	649 E 9TH STREET, EAST STORE	600 ft
10TH STREET & AVENUE C LIQUOR & WINE INC	159 AVENUE C	655 ft
MARTYS LIQUORS INC	133 AVENUE D	880 ft
LOCAL NEW YORK LIQUORS LLC	24 AVE C	1210 ft
DISCOVERY WINES LLC	16 AVE B	1540 ft
NIZGA CORP	58 AVENUE A	1660 ft

Churches within 500 Feet

Name	Approx. Distance

Schools within 500 Feet

Name	Address	Approx. Distance

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
115 AVENUE C LLC	115 AVENUE C	55 ft
JCB LOUNGE LLC	104 AVENUE C	70 ft
116 AVENUE C RESTAURANT LLC	116 AVENUE C	80 ft
102 AVENUE C LLC	102 AVENUE C	95 ft
PASTA BAR CAFE CORP	343 E 8TH ST	225 ft
BAB CAFE LLC	129-131 AVENUE C	235 ft
PARALLEL BAR INC	133 AVE C	295 ft
ELDRIDGE BISTRO LLC	700 E 9TH ST	445 ft
177 CHRISTIE INC	145 AVE C	455 ft
TATU LLC	151 AVENUE C, 2ND FLOOR	540 ft
LAZERINI JAZZ LLC	649 E 9TH ST	585 ft
JEFLO & CO LTD	157 AVENUE C	625 ft
BROOKLYN BAR NYC INC	158 AVENUE C	640 ft
FRENCH AVENUE B INC	103 105 AVENUE B	750 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
JAPY RESTAURANT LLC	111 AVENUE C	20 ft
LOIS BAR LLC	98 AVENUE C	180 ft
ALPHABET CITY BEER CO LLC	96 AVE C	210 ft
TATU LLC	151 AVENUE C	540 ft

Unmapped licenses within zipcode of report location

Name	Address

111 Avenue C

Legend

LEGEND

On-Premise Licenses
- On Premises Liquor
- On Premises Wine and Beer
- On Premises Beer

Off-Premise Licenses
- Off Premises Liquor
- Off Premises Wine
- Off Premises Beer

Wholesale Licenses

Pending Licenses

All Licenses
- On Premises Liquor
- On Premises Wine and Beer
- On Premises Beer
- Off Premises Liquor
- Off Premises Wine
- Off Premises Beer
- Wholesale
- Pending

Churches

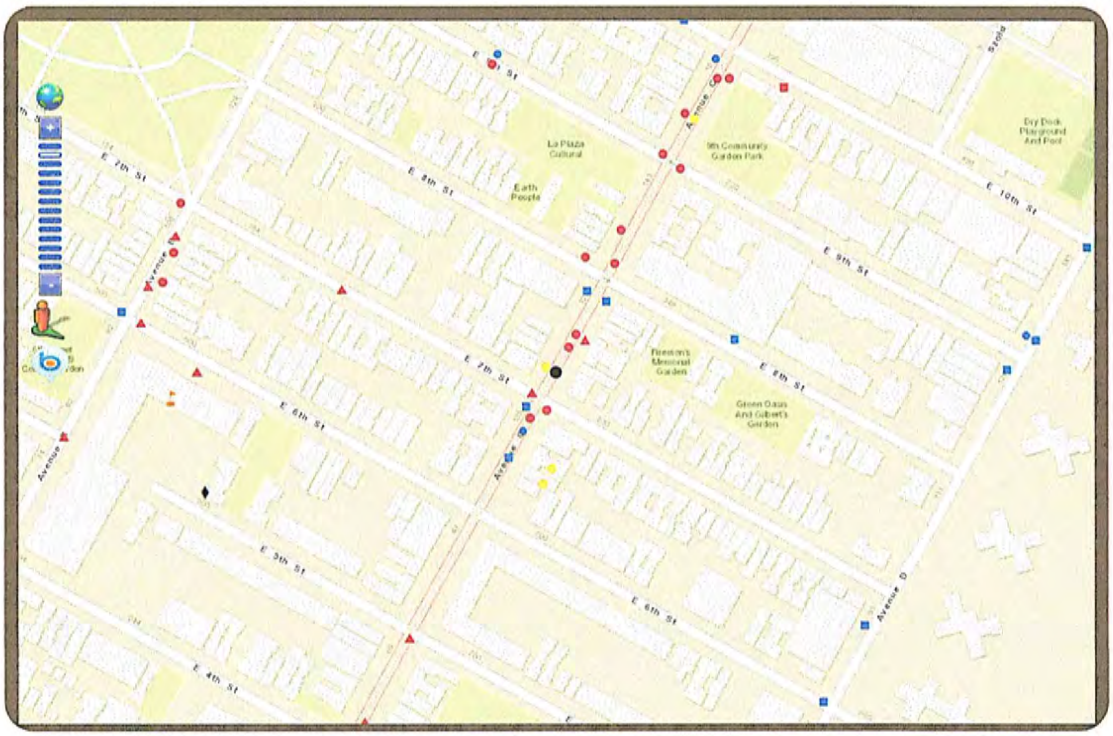
Schools

Zones

Community_Boards

Police_Precincts

Counties



Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.

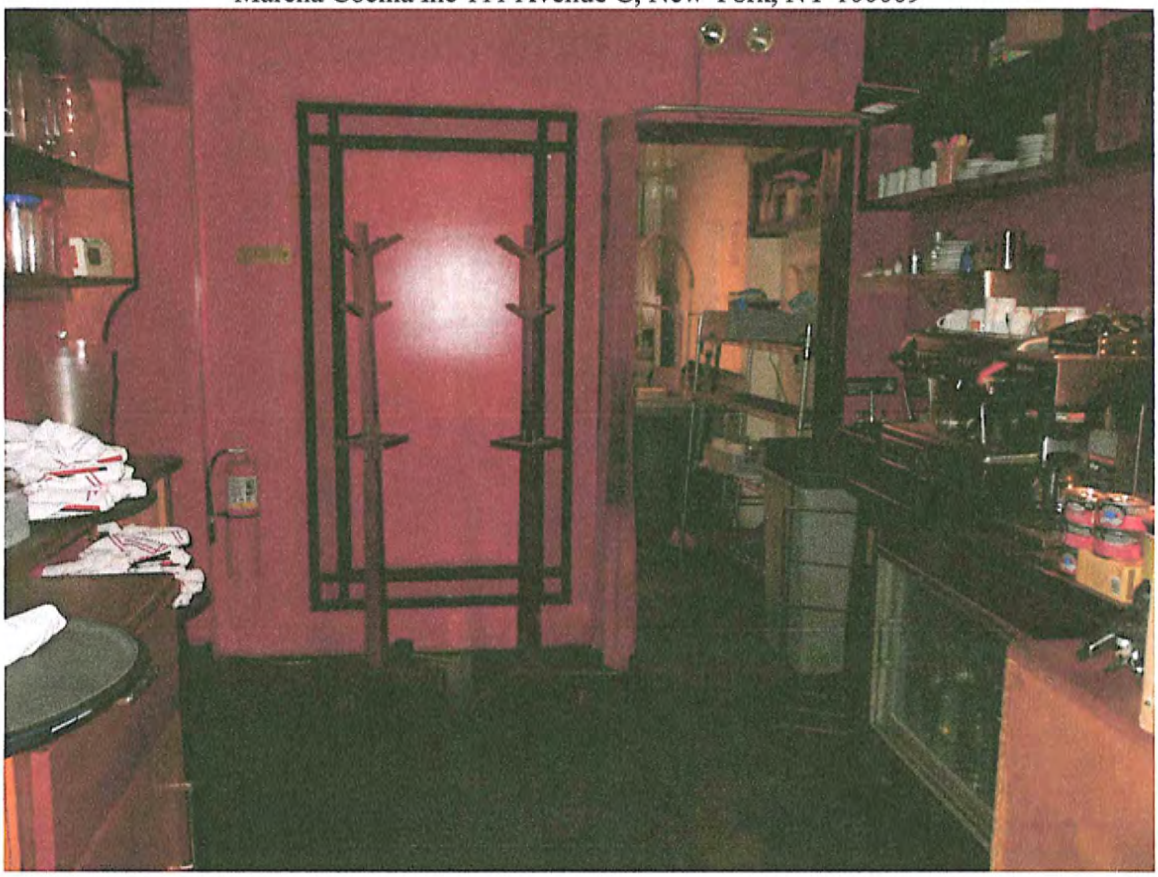
January 23, 2015

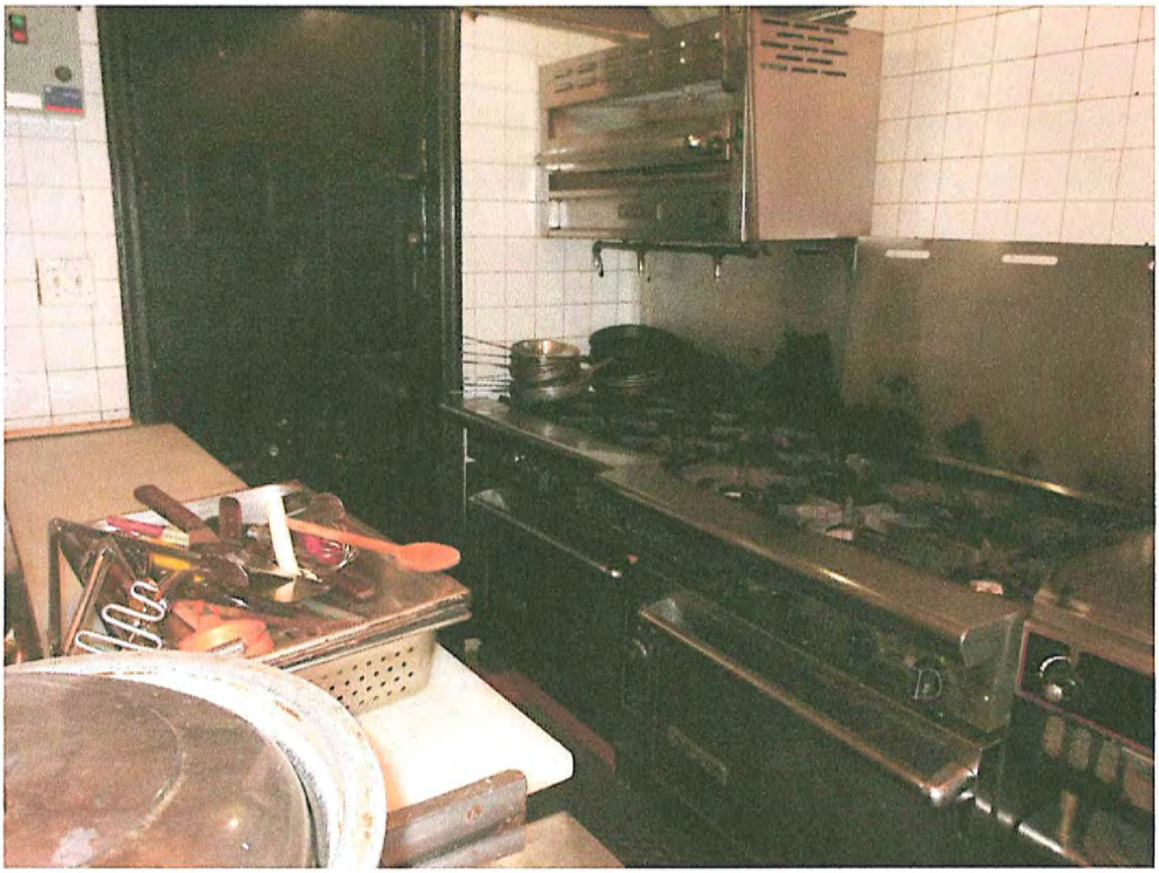
Marcha Cocina Inc 111 Avenue C, New York, NY 100009

Marcha Cocina Inc 111 Avenue C, New York, NY 100009

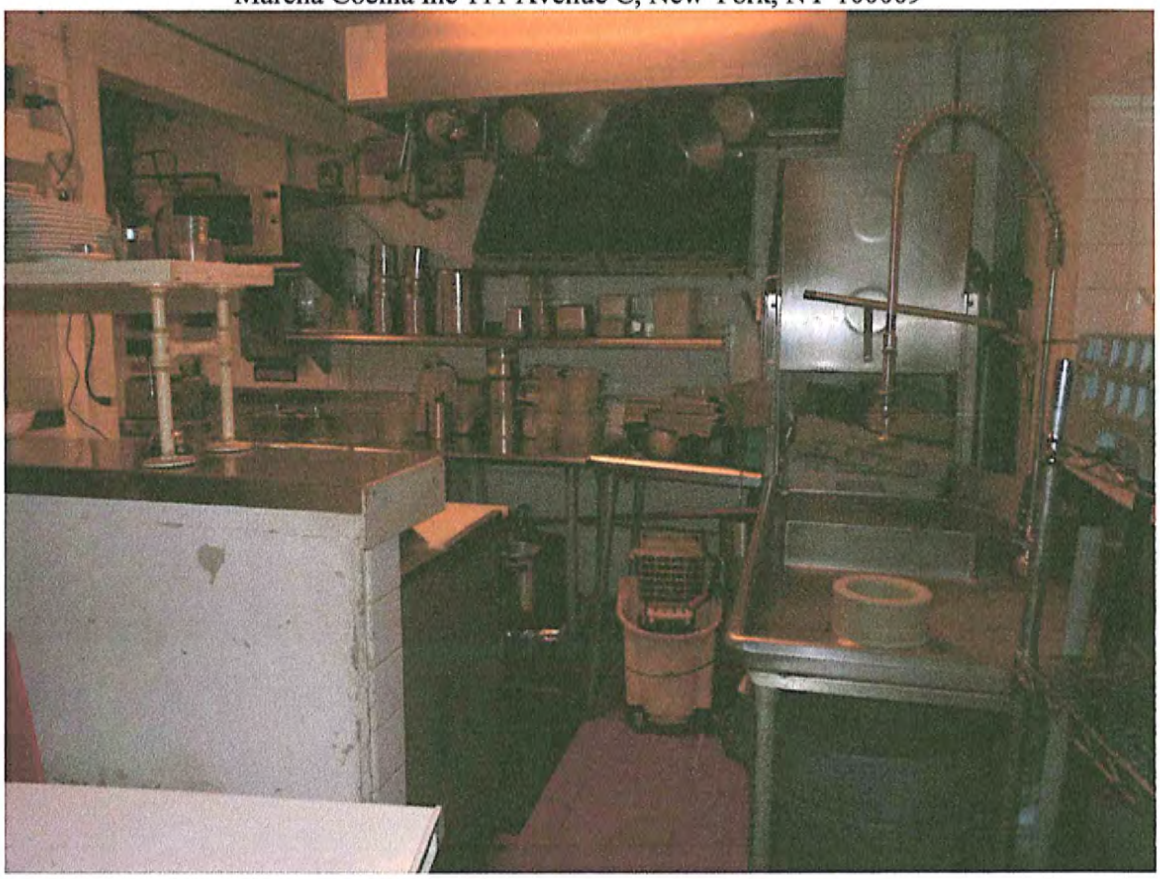
Marcha Cocina Inc 111 Avenue C, New York, NY 100009

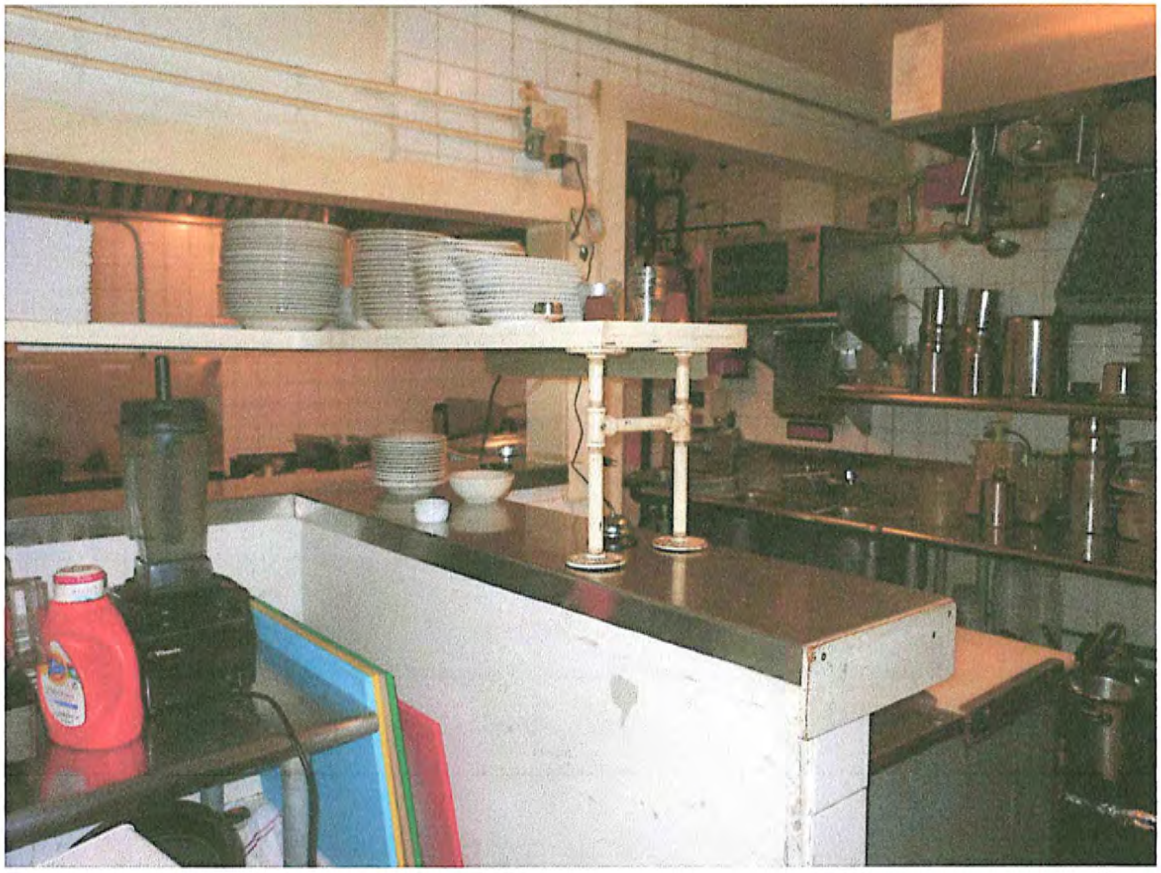
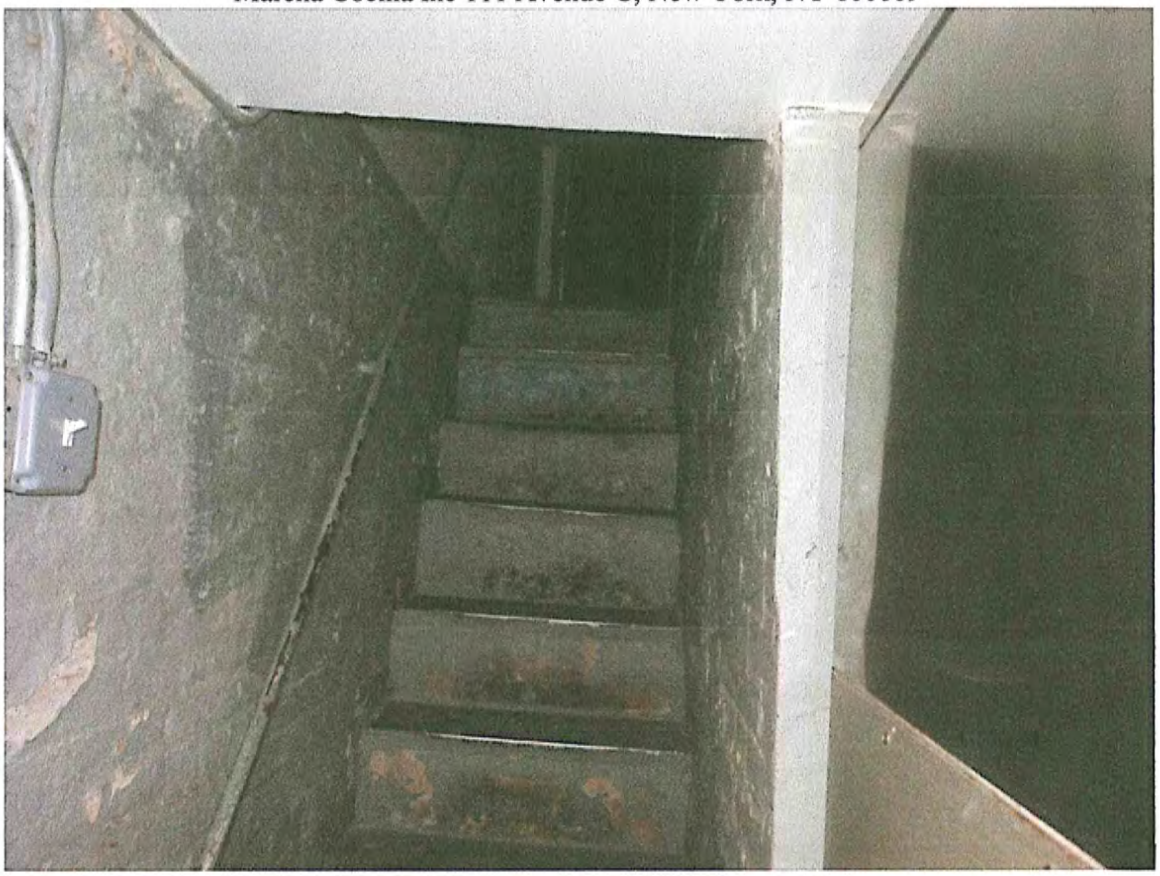
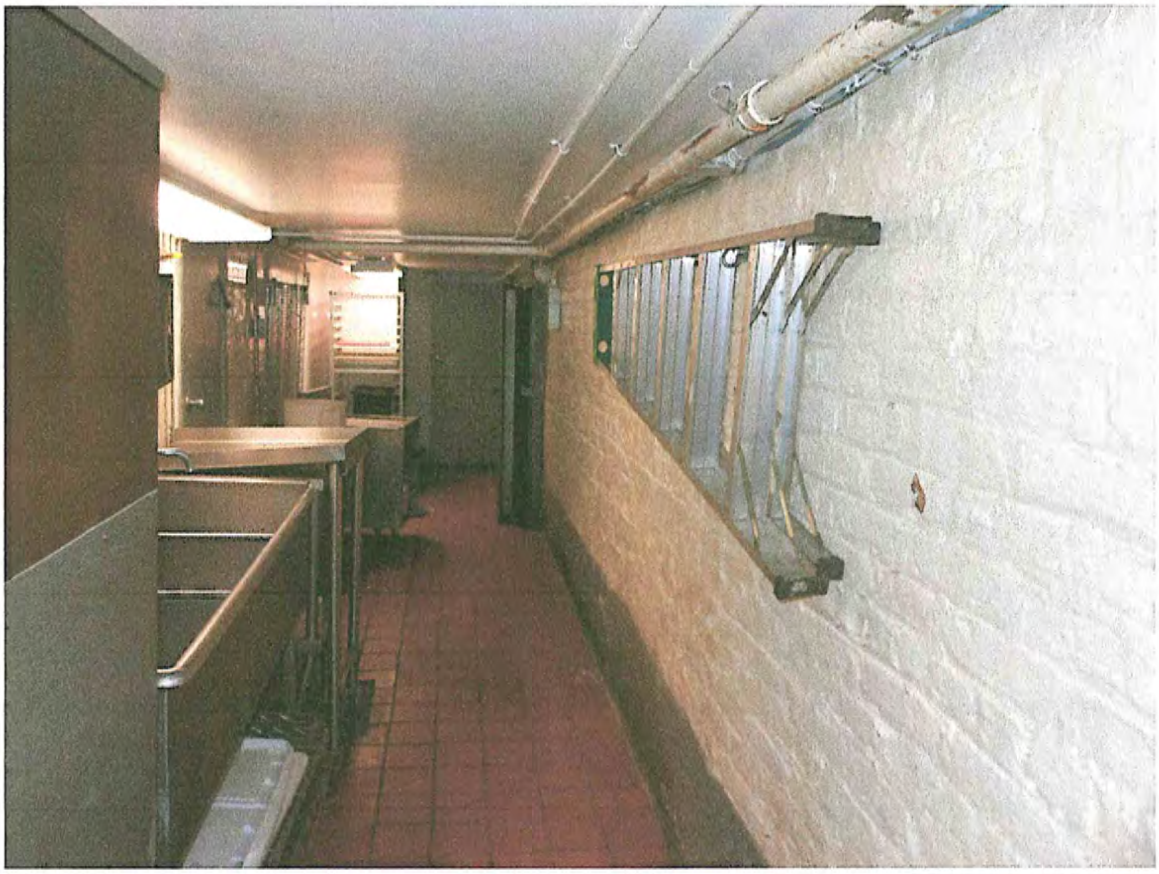
Marcha Cocina Inc 111 Avenue C, New York, NY 100009





Marcha Cocina Inc 111 Avenue C, New York, NY 100009





Marcha Cocina Inc 111 Avenue C, New York, NY 100009