



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

**CB3 Liquor License Application Questionnaire: Corporate Change**

Date: 12/16/15

Premise address: 39 Essex St., New York NY 10002

Corporate Name: Old Man Hustle LLC

What is the percentage of the corporate change? 70%

Name of partner leaving the corporation? Michael Jarmuz and Paige Danoff.

Name of partner joining the corporation? No new partners. Jesse Danoff (originally 30% ownership) bought  
out the aforementioned two partners.

What will be position of new partner regarding day-to-day operations? Manager.

What other licensed businesses has the partner been associated with? The Law Offices of Jesse Danoff  
(Legal Services)

Will the business name be maintained? Yes.



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## 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](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 /Change in Method of Operation

Check if either of these apply:

- sale of assets     
  upgrade (change of class) of an existing liquor license

**Today's Date:** 12/16/15

**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: On Premises.

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

Previous or current use of the location: \_\_\_\_\_

Corporation and trade name of current license: Old Man Hustle LLC

**APPLICANT:**

Premise address: 39 Essex St.

Cross streets: Essex and Grand

Name of applicant and all principals: Old Man Hustle LLC - Jesse Danoff, Member

Trade name (DBA): Old Man Hustle

**PREMISE:**

Type of building and number of floors: 5 story apartment & retail

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? 74

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): C6-2

**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) Every day - 4 pm to 4 am.

Number of tables? 1 Total number of seats? 13

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): Angled, 20 feet.

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

Small plate menu, appetizers

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

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

How many employees will there be? 2

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

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: 2 small surround sound 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.")

Will there be security personnel?  Yes  No (If Yes, how many and when) We will employ one licensed security guard on weekends night who will work from 9 pm to close.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.  
We are in constant communication with our neighbors to make sure they are not affected. We play music at a level that is low enough for people to talk. If the noise levels become an issue, we will install more soundproofing.

Do you have sound proofing installed?  Yes  No

If not, do you plan to install sound-proofing?  Yes  No

#### **APPLICANT HISTORY:**

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

If yes, please indicate name of establishment: \_\_\_\_\_

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.**

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 The Law Offices of Jesse Danoff, Legal Services

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; Delancey Wine and Spirits

How many On-Premise (OP) liquor licenses are within 500 feet? 2

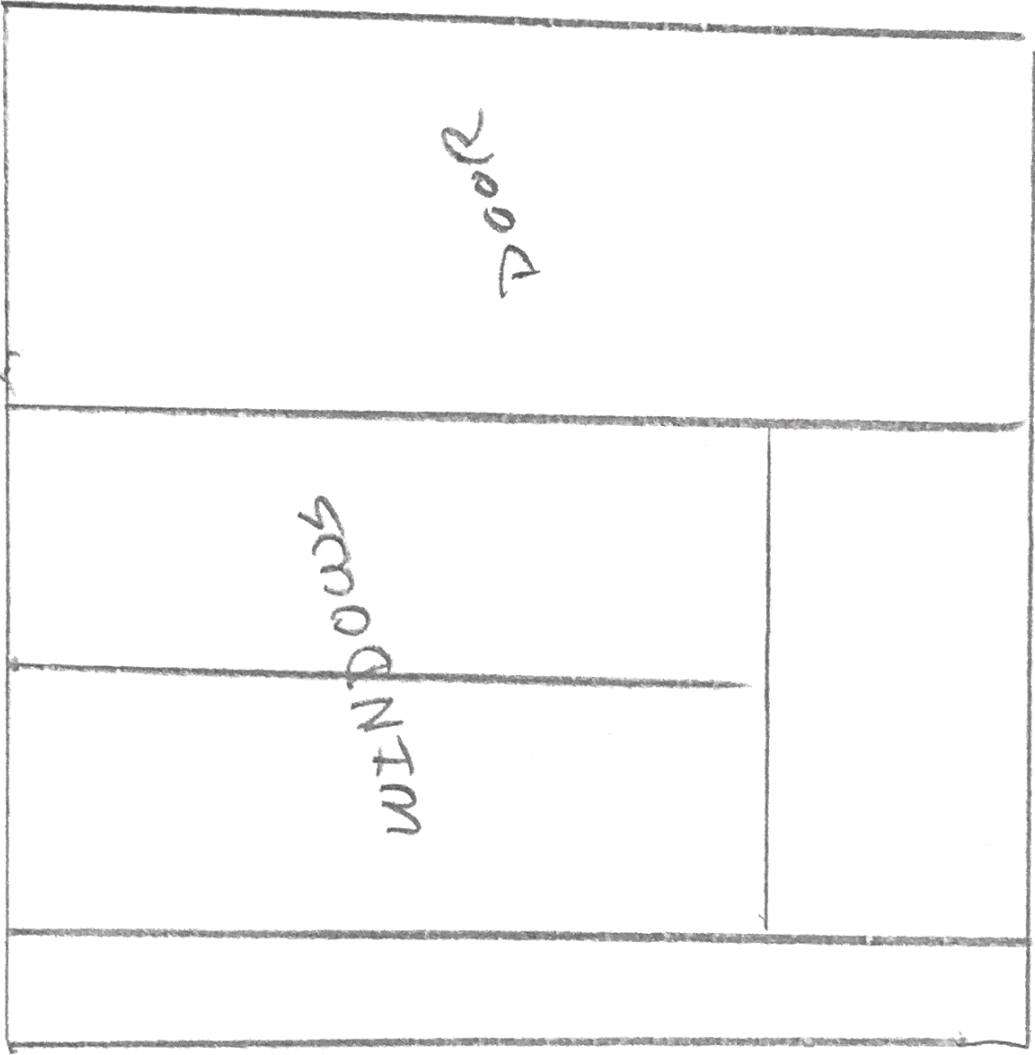
Is premise within 200 feet of any school or place of worship?  Yes  No

**COMMUNITY OUTREACH:**

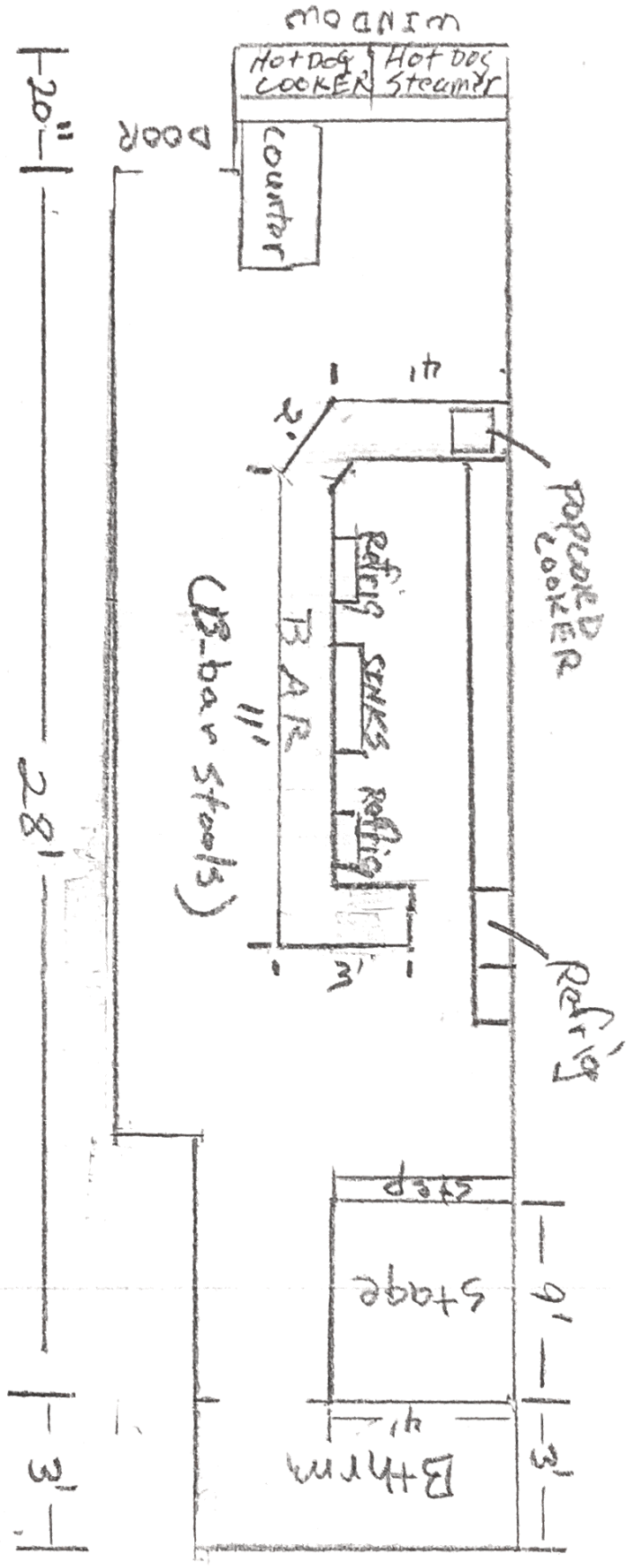
Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which 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 will close any front or rear facade doors and windows at 10:00 P.M. every night or during any amplified performances, including but not limited to DJs, live music and live nonmusical performances.
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 without first obtaining approval from CB 3.
6.  I will not participate in pub crawls or have party buses come to my establishment.
7.  I will not have a happy hour.  I will have happy hour and it will end by 7 pm.
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.

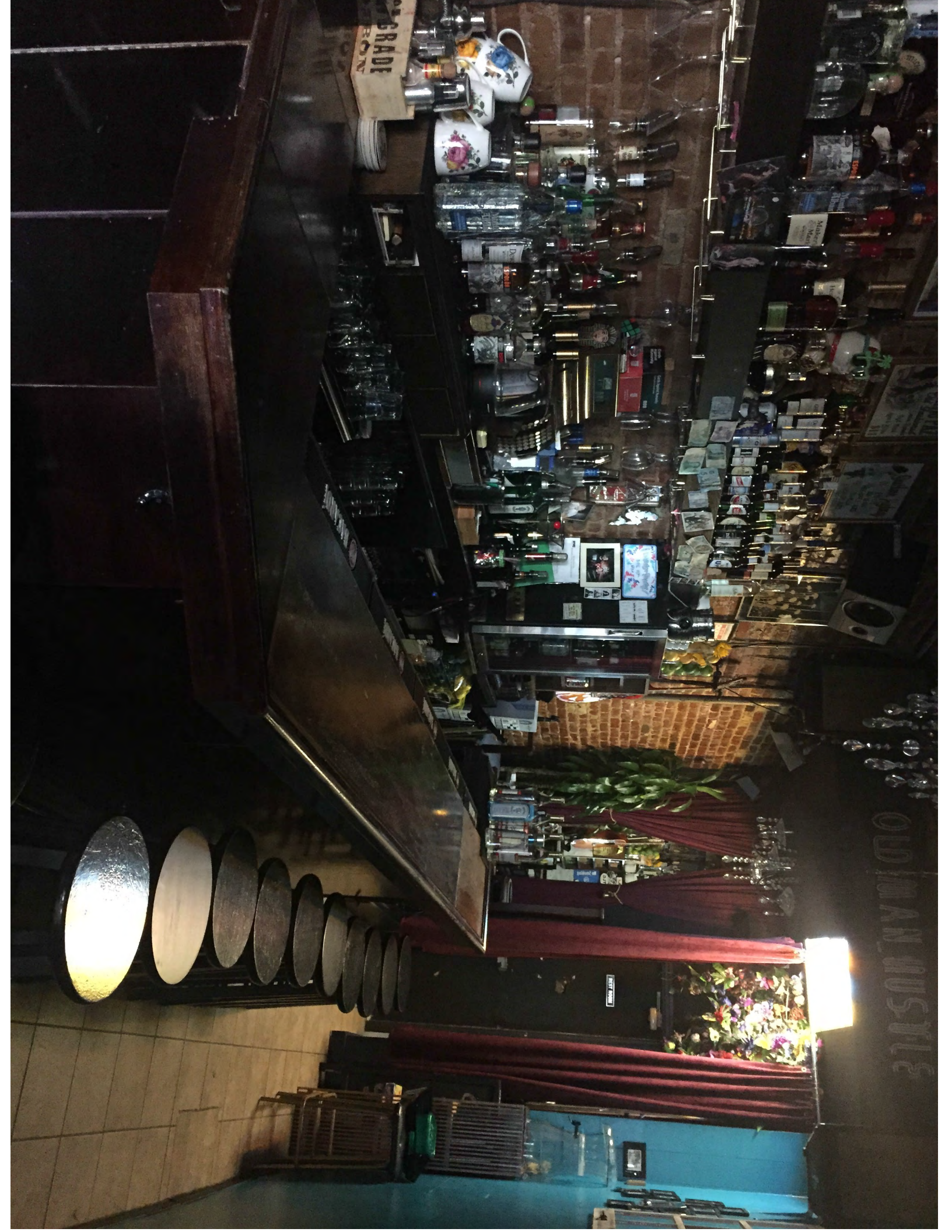


9'



Old Man Hostel











# OLD MAN HUSTLE

## COCKTAILS

### Sade's Slow Jam 12

ketel one, sloe gin, so-co, lavender bitters,  
orange juice & vanilla

### Nice Kilt! 11

dewars, fresh lemon juice, simple syrup  
stirred and topped with seltzer  
with blackberry garnish

### You're Fired!....Margarita 10

espolon blanco, jalapeño honey syrup,  
fresh lime juice, cointreau, hot sauce

### The Blackberry Gibb 10

stoli, fresh lemon juice, simple syrup  
stirred and topped with seltzer

### Southern Highway 12

so-co, jim beam, pineapple juice,  
vanilla & fresh lemon

### Love, Andie Walsh 10

bacardi, fresh lime juice, grenadine,  
a dash of bitters served in martini glass

### Beekeeper 10

tanqueray, basil, honey syrup,  
fresh lemon juice topped with bubbles

### The Octavio Paz Old Fashioned 12

muddled agave, bitters, espolon reposado,  
legal mezcal joven & orange zest

### Jared's Delightful Bloody Mary 10

ritos, lemon, tomato juice, hot sauce, fresh

## BEER

### Lagunitas Little Sumpin' 7

7.5% - btl - colo

### Not Your Father's Root Beer 7

5.9% - btl - ill

### Lefthand Milk Stout Nitro 7

6.0% - btl - colo

### Harpoon UFO White 6

5.3% - can - mass

### Stella Artois 6

5.0% - btl - belgium

### Harpoon IPA 6

4.8% - can - mass

### Amstel Light 6

5.9% - btl - netherlands

### Crabbies Ginger Beer 7

4.8% - btl - uk

### Lagunitas IPA 6

4.8% - btl - uk

### Corona 6

4.8% - btl - mexico

### Sixpoint Crisp 6

5.4% - can - bk

### Yuengling Lager 5

4.4% - btl - nepa

### Dale's Pale Ale 6

6.5% - btl - colo

### Blue Moon 7

5.4% - btl - colo

### Magners Cider 7

4.5% - btl - ireland

### Red Stripe 6

4.7% - btl - jamaica

## HAPPY HOUR

### Mon-Sat Open-7pm

\$1 shot with beer purchase

\$1 off beer

\$2 off specialty cocktails

\$5 mixed well

### Sunday

\$6 cocktail special & \$1 well shot with beer purchase

**MON-WED \$5**

**HIGH LIFE & SHOT ALL DAY**

## FOOD

Served all hours.

**Cheese Plate 7**

**Salami & Cheese Plate 7**

**Popcorn 3**

**Grand St.**

|            |             |                  |                               |
|------------|-------------|------------------|-------------------------------|
| Law Office | <b>Park</b> | <b>Essex St.</b> | Grocery                       |
|            |             |                  | Photo                         |
|            |             |                  | Chinese Restaurant            |
|            |             |                  | Clothing                      |
|            |             |                  | Car Service                   |
|            |             |                  | Food Store                    |
|            |             |                  | Safe Horizons                 |
|            |             |                  | Tile Store                    |
|            |             |                  | Old Man Hustle – 39 Essex St. |
|            |             |                  | Spa                           |
|            |             |                  | Cigar and Vape Shop           |
|            |             |                  | Wine Store                    |
|            |             |                  | Vacant                        |
|            |             |                  | Antiques                      |
|            |             |                  | Doctor                        |
|            |             |                  | Vacant                        |
|            |             |                  | Pickle Shop                   |
|            | Pizza Place |                  |                               |
|            | Vacant      |                  |                               |

**Hester St.**



