



THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003
Phone (212) 533-5300
www.cb3manhattan.org - info@cb3manhattan.org

Jamie Rogers, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

Please see Attachment A

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: November 23, 2016

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: Restaurant

Corporation and trade name of current license: N/A

APPLICANT:

Premise address: 69 Clinton Street, New York, NY 10002

Cross streets: Stanton and Rivington

Name of applicant and all principals: Matthew LaRue, Eli Halali, Mitch Khan, Oren Halali, Wade Vandegrift

Trade name (DBA): TD Clinton DBA Taqueria Diana

PREMISE:

Type of building and number of floors: mixed-use; five (5) 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? 20 See Attachment B

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): R7-A with a commercial overlay C15

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 through Thursday from 11am - 1am; Friday through Sunday from 11am-3am

Number of tables? 2 Total number of seats? 16

How many stand-up bars/ bar seats are located on the premise? 1 luncheonette-style counter
(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): Please see Attachment C

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
Please see Attachment D

What are the hours kitchen will be open? Monday through Thursday from 11am - 1am; Friday through Sunday from 11am-3am

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

How many employees will there be? between 8 and 10

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: three small speakers connected to an ipod

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.")

[Please see Attachment E]
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 Attachment F]
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: Taqueria Diana

Address: 129 2nd Avenue; 601 6th Avenue and 524 9th Avenue Community Board # 3/4

Dates of operation: 7/2013 to present; 9/2015 to 10/2016; 1/2016 to 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. [Please see Attachment G]

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business Taqueria Diana located at 129 2nd Avenue

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.

[Please see Attachment H]

LOCATION:

How many licensed establishments are within 1 block? 22

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

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).

[Please see Attachment I]

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 0 DJs/ promoted events per ever, more than private parties per *[Please see Attachment J]*
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 . *[Please see Attachment K]*
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.

**ATTACHMENT A
MANHATTAN CB4 REQUIREMENTS**









FOOD MENU

Taco \$4

(Fresh Corn Tortilla, Meat/Vegetable, Salsa, Onion, Cilantro, Crema, Cotija)

Options: Pollo, Al Pastor, Carnitas, Carne Asada, Bean (v)

Add Guacamole +.75 For Carne Asada +\$1

Burrito \$10

(Flour Tortilla, Rice, Beans, Meat/ Vegetable, Monterrey Jack, Crema, Salsa)

Only Rice & Bean \$8.5

Options: Pollo, Al Pastor, Carnitas, Carne Asada

Add Guacamole +\$1.5 For Carne Asada +\$1.5

Quesadilla \$11

(Flour Tortilla, Monterrey Jack Cheese, Meat/ Vegetable, Salsa)

Cheese Only \$8

Options: Pollo, Al Pastor, Carnitas, Carne Asada, Cheese (v)

Add Guacamole +\$1.5 Add Beans +\$.5 For Carne Asada +\$1.5

Plate \$10

(Rice, Beans, Salsa, Crema, Cotija, Cilantro)

Only Rice & Bean \$8.5

Options: Pollo, Al Pastor, Carnitas, Carne Asada

Add Guacamole +\$1.5 For Carne Asada +\$1.5

Nachos \$13

(Fresh Tortilla Chips, Beans, Monterrey Jack, Guacamole, Crema, Escabeche, Salsa)

Options: Pollo, Al Pastor, Carnitas, Carne Asada, Cheese (v)

For Only Cheese -\$2 For Carne Asada +\$1.5

Sides

Chips \$1

Small Guacamole \$1.5

Large Guacamole \$ 4.5

Rice (Mexican & Brown (v) \$3

Beans (Black (v), Pinto (v), Refried) \$3

Tortillas (3) \$1.75

Escabeche \$0.25 (Pickled Jalapeño and Carrot)

Salsa \$.50 (Habanero, Morita, Verde)



DRINK MENU

Our drink menu is limited but it is carefully curated to bring authentic cocktails to our guests for a genuine Mexican dining experience.

MARGARITA \$8

Tequila Blanco, Lime, Agave

MICHELADA \$8

Beer, Tomato, Escabeche, Lime, Morita, Salt, Pepper, Horseradish, Worcestershire

DIANA'S PALOMA \$9

Tequila Blanco, Lime, Grapefruit Jarritos, Campari, Agave

NYCA \$10

Vida Mezcal, Rye Whiskey, Honey, Lime, Bitters

OAXACAN OLD FASHIONED \$14

Single Estate Mezcal, Siete Leguas Reposado Tequila, Agave, Bitters

BLOODY DIANA 11

Vida Mezcal, Tomato, Escabeche, Lime, Morita, Salt, Pepper, Horseradish, Worcestershir

BEER

Modelo Especial Draft \$5

Pacifico Bottle \$5

Negra Modelo Bottle \$5

Victoria Bottle \$5

Dos Equis Amber \$5

Tecate Can \$3

WINE \$7

Red, White, Rose, Sparkling

Water

Soda

Meeting request with LES Dwellers

Peter Krokondelas

Sent: Tuesday, November 22, 2016 8:28 AM

To: diemlesdwellers@gmail.com

Cc: Samantha Jones

Dear Diem,

My name is Peter Krokondelas and I represent TD Clinton dba Taqueria Diana – located at 69 Clinton Street between Stanton and Rivington. It was recommended by Community Board 3 that, as a liquor license applicant, we try to engage local organizations to make them aware of our application that will be before Community Board 3's SLA Committee on Monday, December 5 at 6:30pm.

The applicant Matthew LaRue is seeking to license a sixteen-seat establishment (2 tables and a luncheonette style counter) that seats 12 people at any one time. There are currently three Taqueria Dianas – one in Board 3 and two in Board 4. Matt has run these locations without incident and has a carefully crafted a drink menu that aligns with the menu offerings that complement his pairings.

I would welcome the opportunity to bring in Matthew LaRue, the owner of these restaurants to meet with you next week, if possible.

If you have any questions, please do not hesitate to contact me at 212-285-1800 x. 27 or via email.

Thanks,
Pete

Meeting request with Friends of the Lower East Side

Peter Krokondelas

Sent: Tuesday, November 22, 2016 8:30 AM

To: friendsoftheles@gmail.com

Cc: Samantha Jones

To Whom It May Concern,

My name is Peter Krokondelas and I represent TD Clinton dba Taqueria Diana – located at 69 Clinton Street between Stanton and Rivington. It was recommended by Community Board 3 that, as a liquor license applicant, we try to engage local organizations to make them aware of our application that will be before Community Board 3's SLA Committee on Monday, December 5 at 6:30pm.

The applicant Matthew LaRue is seeking to license a sixteen-seat establishment (2 tables and a luncheonette style counter) that seats 12 people at any one time. There are currently three Taqueria Dianas – one in Board 3 and two in Board 4. Matt has run these locations without incident and has a carefully crafted a drink menu that aligns with the menu offerings that complement his pairings.

I would welcome the opportunity to bring in Matthew LaRue, the owner of these restaurants to meet with you next week, if possible.

If you have any questions, please do not hesitate to contact me at 212-285-1800 x. 27 or via email.

Thanks,
Pete



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD No. 4

330 West 42nd Street, 26th floor New York, NY 10036
tel: 212-736-4536 fax: 212-947-9512
www.nyc.gov/mcb4

DELORES RUBIN
Chair

JESSE BODINE
District Manager

November 23, 2016

Peter Krokondelas
Vice President
Kasirer Consulting
321 Broadway
New York, NY 10007

Re: 542 Taco LLC
d/b/a Taqueria Diana
524 9th Avenue (39/40)
Serial #: 1292055

Dear Mr. Krokondelas:

At your request, I have examined the files of Manhattan Community Board No. 4 as they pertain to the operation of **542 Taco LLC d/b/a Taqueria Diana**, located at 524 9th Avenue. Taqueria Diana has been operating an On-Premise liquor license in this location since March 2016.

To date and for only having a liquor license for a short time we have no complaints on file.

Please let me know if you would like any further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'N. Gonzalez'.

Nelly Gonzalez
Assistant District Manager



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DELORES RUBIN
Chair

JESSE BODINE
District Manager

November 23, 2016

Peter Krokondelas
Vice President
Kasirer Consulting
321 Broadway
New York, NY 10007

Re: **TD 601 LLC**
d/b/a Taqueria Diana
601 6th Avenue (17/18)

Dear Mr. Krokondelas:

At your request, I have examined the files of Manhattan Community Board No. 4 as they pertain to the operation of **TD 601 LLC d/b/a Taqueria Diana**, located at 601 6th Avenue. Taqueria Diana first came before the board August 2015 for approval for a restaurant wine & beer license and was approved with stipulations. To date we do not see that a liquor license was issued by the NYS Liquor Authority and are unaware as to how long the business was/is open.

Please let me know if you would like any further information.

Sincerely,

A handwritten signature in cursive script, appearing to read "N. Gonzalez".

Nelly Gonzalez
Assistant District Manager

**ATTACHMENT B
CERTIFICATE OF OCCUPANCY**



DEPARTMENT OF BUILDINGS ALT# 1006/86
CERTIFICATE OF OCCUPANCY

BOROUGH MANHATTAN

DATE OCT 20 1987 NO.

This certificate supersedes C.O. No. ZONING DISTRICT U1-51n. R7-2
 THIS CERTIFIES that the new—altered—existing—building—premises located at

Block 7 Lot 70
~~53 Clinton Street~~ CONFORMS SUBSTANTIALLY TO THE APPROVED PLANS AND SPECIFICATIONS AND TO THE REQUIREMENTS OF ALL APPLICABLE LAWS, RULES, AND REGULATIONS FOR THE USES AND OCCUPANCIES SPECIFIED HEREIN.

PERMISSIBLE USE AND OCCUPANCY

STORY	LIVE LOAD LBS. PER SQ. FT.	MAXIMUM NO. OF PERSONS PERMITTED	ZONING DWELLING OR ROOMING UNITS	BUILDING CODE HABITABLE ROOMS	ZONING USE GROUP	BUILDING CODE OCCUPANCY GROUP	DESCRIPTION OF USE
Cellar	On or						Storage & Keller
1st Floor	100	20			5		2 Stores
2nd Floor	40		4	4	2		4 Apartments
3rd Floor	40		4	4	2		4 Apartments
4th Floor	40		4	4	2		4 Apartments
5th Floor	40		4	4	2		4 Apartments
			MULTIPLE DWELLING OLD CODE				

OPEN SPACE USES _____
(SPECIFY—PARKING SPACES, LOADING BERTHS, OTHER USES, NONE)

NO CHANGES OF USE OR OCCUPANCY SHALL BE MADE UNLESS
 A NEW AMENDED CERTIFICATE OF OCCUPANCY IS OBTAINED
 THIS CERTIFICATE OF OCCUPANCY IS ISSUED SUBJECT TO FURTHER LIMITATIONS, CONDITIONS
 AND SPECIFICATIONS NOTED ON THE REVERSE SIDE.

George Carson

 BOROUGH SUPERINTENDENT

Charles M. ...

 COMMISSIONER

ORIGINAL OFFICE COPY—DEPARTMENT OF BUILDINGS COPY

THAT THE ZONING LOT ON WHICH THE PREMISES IS LOCATED IS BOUNDED AS FOLLOWS:

BEGINNING at a point on the distant **50' 1"** **West** **North** side of **Clinton Street** feet from the corner formed by the intersection of and **Rivington Street**..... feet; thence **Clinton Street**..... feet; thence **West 50'**..... feet; thence **North 30'**..... feet; thence **East 50'**..... feet; thence **South 30'**..... feet; to the point or place of beginning.

MAP or ALT. No. **1005/55** DATE OF COMPLETION **9/4/87** CONSTRUCTION CLASSIFICATION **CL 3, R.F.P.**
 BUILDING OCCUPANCY GROUP CLASSIFICATION **Multiple Dwelling** HEIGHT **3** STORIES, **55'0"** FEET

THE FOLLOWING FIRE DETECTION AND EXTINGUISHING SYSTEMS ARE REQUIRED AND WERE INSTALLED IN COMPLIANCE WITH APPLICABLE LAWS.

	YES	NO		YES	NO
STANDPIPE SYSTEM			AUTOMATIC SPRINKLER SYSTEM		
YARD HYDRANT SYSTEM					
STANDPIPE FIRE TELEPHONE AND SIGNALLING SYSTEM					
SMOKE DETECTOR					
FIRE ALARM AND SIGNAL SYSTEM					

- STORM DRAINAGE DISCHARGES INTO:
- A) STORM SEWER B) COMBINED SEWER C) PRIVATE SEWAGE DISPOSAL SYSTEM
- SANITARY DRAINAGE DISCHARGES INTO:
- A) SANITARY SEWER B) COMBINED SEWER C) PRIVATE SEWAGE DISPOSAL SYSTEM

LIMITATIONS OR RESTRICTIONS:

BOARD OF STANDARDS AND APPEALS CAL. NO. _____
 CITY PLANNING COMMISSION CAL. NO. _____
 OTHERS:

**ATTACHMENT C
DESCRIPTION OF BAR**

Describe all bars (length, shape and location):

There is no bar, but rather one traditional luncheonette style counter that is 18'3" long by 2'6" wide and can accommodate up to 12 diners at any one given time.

**ATTACHMENT D
ABOUT TAQUERIA DIANA
FOOD & DRINK MENUS**



About Taqueria Diana

Thrillist's 21 Best Nachos in America

<https://www.thrillist.com/eat/nation/best-nachos-in-america-thrillist-nation>

Created for authentic Mexican food lovers, we present to you Taqueria Diana: a California inspired Mexican restaurant in NYC. Established in July 2013, Taqueria Diana became an instant institution of the East Village food scene. Our second restaurant located at year which is catching on in Hell's Kitchen.

Dishing out street food classics like tacos, burritos, quesadillas, and our nationally-ranked nachos – our neighbors have flocked to TD. We are equally excited about our next venture into New York's famed Lower East Side.

TD will be a small 12-seat luncheonette counter-style neighborhood restaurant that will strive to contribute to the fabric of one of New York's most famous neighborhoods and our neighbors who live there. While our drink menu is limited – it is carefully curated to bring authentic Mexican cocktails to our guests.

We pride ourselves on the quality of our food and pay closest attention to detail in preparing all things fresh daily. We source our corn masa from our friends at Tortilleria Nixtamal. We press and cook the tortillas fresh for every taco, making each one just as important and cared for as the next. Our chips are fried in masses, making sure we create the best nacho plate you've ever had.

Our salsas are made by our hard working and caring staff, who take extra care in making sure your "salsa bar" is well stocked. In addition to the classics, we offer roast chicken and a hearty salad on the menu to ensure there's a little something for everyone at reasonable price points.

Everyone at Taqueria Diana is dedicated to not just giving you the best food, but a cheerful and respectful service that will keep you and your family and friends coming back.

Taqueria Diana, will be located at 69 Clinton Street between Rivington and Stanton and we expect to be opened in early 2017.



FOOD MENU

Taco \$4

(Fresh Corn Tortilla, Meat/Vegetable, Salsa, Onion, Cilantro, Crema, Cotija)

Options: Pollo, Al Pastor, Carnitas, Carne Asada, Bean (v)

Add Guacamole +.75 For Carne Asada +\$1

Burrito \$10

(Flour Tortilla, Rice, Beans, Meat/ Vegetable, Monterrey Jack, Crema, Salsa)

Only Rice & Bean \$8.5

Options: Pollo, Al Pastor, Carnitas, Carne Asada

Add Guacamole +\$1.5 For Carne Asada +\$1.5

Quesadilla \$11

(Flour Tortilla, Monterrey Jack Cheese, Meat/ Vegetable, Salsa)

Cheese Only \$8

Options: Pollo, Al Pastor, Carnitas, Carne Asada, Cheese (v)

Add Guacamole +\$1.5 Add Beans +\$.5 For Carne Asada +\$1.5

Plate \$10

(Rice, Beans, Salsa, Crema, Cotija, Cilantro)

Only Rice & Bean \$8.5

Options: Pollo, Al Pastor, Carnitas, Carne Asada

Add Guacamole +\$1.5 For Carne Asada +\$1.5

Nachos \$13

(Fresh Tortilla Chips, Beans, Monterrey Jack, Guacamole, Crema, Escabeche, Salsa)

Options: Pollo, Al Pastor, Carnitas, Carne Asada, Cheese (v)

For Only Cheese -\$2 For Carne Asada +\$1.5

Sides

Chips \$1

Small Guacamole \$1.5

Large Guacamole \$ 4.5

Rice (Mexican & Brown (v) \$3

Beans (Black (v), Pinto (v), Refried) \$3

Tortillas (3) \$1.75

Escabeche \$0.25 (Pickled Jalapeño and Carrot)

Salsa \$.50 (Habanero, Morita, Verde)



DRINK MENU

Our drink menu is limited but it is carefully curated to bring authentic cocktails to our guests for a genuine Mexican dining experience.

MARGARITA \$8

Tequila Blanco, Lime, Agave

MICHELADA \$8

Beer, Tomato, Escabeche, Lime, Morita, Salt, Pepper, Horseradish, Worcestershire

DIANA'S PALOMA \$9

Tequila Blanco, Lime, Grapefruit Jarritos, Campari, Agave

NYCA \$10

Vida Mezcal, Rye Whiskey, Honey, Lime, Bitters

OAXACAN OLD FASHIONED \$14

Single Estate Mezcal, Siete Leguas Reposado Tequila, Agave, Bitters

BLOODY DIANA 11

Vida Mezcal, Tomato, Escabeche, Lime, Morita, Salt, Pepper, Horseradish, Worcestershir

BEER

Modelo Especial Draft \$5

Pacifico Bottle \$5

Negra Modelo Bottle \$5

Victoria Bottle \$5

Dos Equis Amber \$5

Tecate Can \$3

WINE \$7

Red, White, Rose, Sparkling

Water

Soda

**ATTACHMENT E
VEHICULAR TRAFFIC &
CROWDS MANAGEMENT**

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.”)

While we have been steadily expanding from our modest beginnings at our small 2nd Avenue location, Taqueria Diana is not a destination location and as such, does not generate vehicular traffic from our customer base.

However, there is the rare occasion when the small size of our restaurants result in a line. If such a condition occurs, we seek to limit and reduce this impact immediately through the following methods:

- Speed up the efficiencies within our kitchen
- Assign an additional staff member to the lines to expedite order taking and to ensure the street remains a clean location for our neighbors.

**ATTACHMENT F
NOISE MANAGEMENT**

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

Taqueria Diana is not a nightclub or a bar or even a destination location. As a good neighbor, we understand the critical need to mitigate the sounds our operations create with respect to our neighbors and our customers.

Given that we are located in a mixed-use location, we will employ several methods to mitigate sound for our neighbors and our customers.

This will include:

- Installation of sound baffling insulation at the ceiling level within the restaurant
- Music level will be played at background level only
- All windows will be closed by 10pm nightly
- We will place a sign visible to patrons as they are leaving, reminding our customers to be conscientious of our neighbors

**ATTACHMENT G
EXPERIENCE MATTERS**



Matthew La Rue
Chef/Owner, Taqueria Diana

After one semester at Boston University, Matthew moved back to California to pursue film at Cal State-Northridge. However, during this time in the San Fernando Valley is La Rue began to find his true passion in the food and hospitality industry.

After working in fast-food and then casual dining restaurants in various positions, La Rue transferred to San Francisco State University where he obtained a Bachelor of Science in Hospitality Management- Restaurant/ Catering Management with a Minor in Business Administration.

After graduating, La Rue enrolled in an accelerated culinary arts program at the Culinary Institute of America-Greystone located in the Napa Valley. When not in class, at the CIA, he spent his time volunteering at local food events and worked as a cook at Michael Chiarello's famed Bottega Ristorante.

Upon graduating from CIA-Greystone, Matthew moved back to San Francisco to the heart of the mission to re-enter the restaurant world. La Rue gained experience working in some of the world's top restaurants including Aquerello, Quince, Contigo, Flour & Water and Delfina Restaurant.

In January 2013 La Rue moved to New York where he took a job at The Meatball Shop and within weeks was promoted to management. However, La Rue's passion always centered around authentic Mexican cuisine. Shortly after arriving in New York, La Rue opened his first restaurant Taqueria Diana in the East Village to critical acclaim and his signature nacho dish is ranked one of the best in America.

Today, La Rue has two Taqueria Dianas (the original East Village location and Hell's Kitchen) in New York and is in process of opening his third on the Lower East Side.

**ATTACHMENT H
PROXIMITY REPORT**

Proximity Report for Location:

November 21, 2016

69 Clinton St, New York, NY, 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
EAST VILLAGE WINE & LIQUORS INC	80-82 CLINTON ST	185 ft
TURTLE DOVE LLC	28 30 CLINTON ST	425 ft
SALGIRAH CORP	141 ESSEX ST	720 ft
EAST HOUSTON STREET WINE & LIQUOR INC	250 E HOUSTON ST	990 ft
DISCOVERY WINES LLC	16 AVE B	1065 ft
LOON CHUN INCORPORATED	45 PITT STREET	1125 ft
FLYNN MCCLURE INC	100 STANTON ST	1230 ft

Churches within 500 Feet

Name	Approx. Distance
------	------------------

Schools within 500 Feet

Name	Address	Approx. Distance
LOWER EAST SIDE PREP SCHOOL	145 STANTON ST 4TH FL	350 ft
CHANCELLOR'S MODEL SCHOOL PROJ	145 STANTON ST	350 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
68 CLINTON RESTAURANT ASSOCIATES LLC	68 CLINTON ST	25 ft
ICHIBAN 71 CLINTON INC	71 CLINTON ST	30 ft
BLACK ROSE HOSPITALITY GROUP LLC	67 CLINTON ST	30 ft
J SALT LLC	63 CLINTON ST	70 ft
GREY CRESCENT LLC	76 CLINTON ST	110 ft
CHINA BULL NOODLE SHOP LLC THE	79 CLINTON ST	110 ft
76 CLINTON RESTAURANT LTD	76 CLINTON ST	115 ft
RIVINGTON F & B LLC	155 RIVINGTON ST	140 ft
174 RIVINGTON STREET CORP	174 RIVINGTON ST	190 ft
AZASU INC	49 CLINTON ST	210 ft
151 SG PROPS LLC	151 RIVINGTON ST	215 ft
EHD RESTAURANT CORP	112 SUFFOLK ST	290 ft
BETA CLINTON CORP	37 39 CLINTON STREET	330 ft
AVIR LLC	29 CLINTON ST AKA168STANTON ST	425 ft
VALOURIA INC	29 CLINTON STREET	425 ft
PRAGUE LLC	131 RIVINGTON ST	485 ft

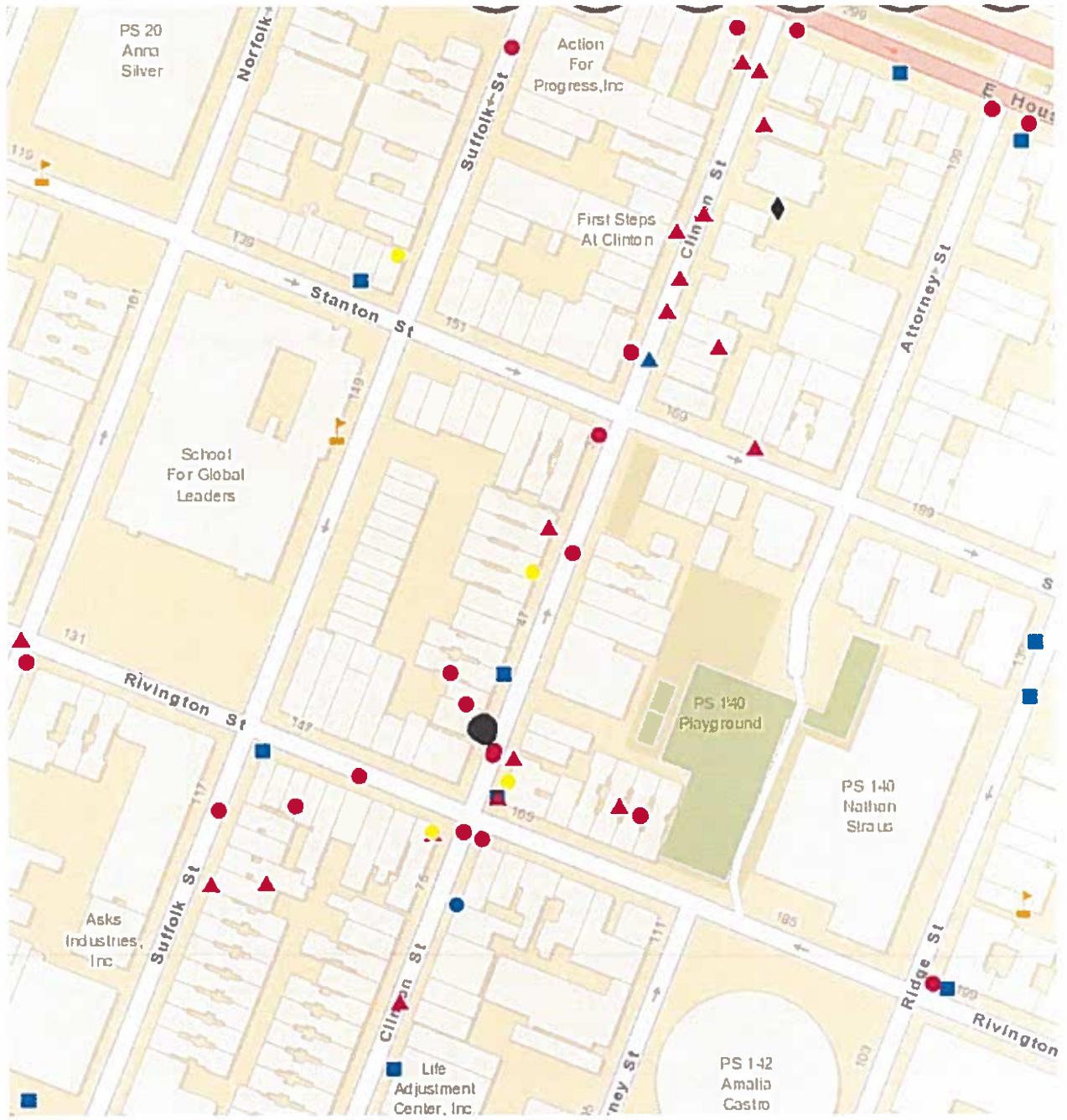
Name	Address	Approx. Distance
ADR RESTAURANT INC	168 DELANCEY STREET	550 ft
MOSCOW 57 LLC	168 1/2 DELANCEY ST	570 ft
HI DELANCEY RESTAURANT LLC	148-150 DELANCEY ST	600 ft
SC DELANCEY LLC	148 DELANCEY ST	600 ft
122-124 RIVINGTON CORP	122-124 RIVINGTON ST.	625 ft
106 NORFOLK STREET LLC	106 NORFOLK ST - NORTH STORE	645 ft
106 NORFOLK RESTAURANT, INC.	106 NORFOLK ST - SOUTH STORE	645 ft
RIVINGTON CAFE CORP	123 RIVINGTON STREET	665 ft
EHD RESTAURANT II LLC	120 RIVINGTON ST	670 ft
GUAPO BODEGA LLC	146 ESSEX STREET	710 ft
PENNSYLVANIA JAYCOX INC	118 RIVINGTON STREET	715 ft
PMMR LLC	188 SUFFOLK ST	715 ft
133 ESSEX RESTAURANT LLC	133 ESSEX ST	735 ft
120 ESSEX MARKET LLC	120 ESSEX STREET	740 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
BLP MEAT MARKET CORP	72 CLINTON ST	65 ft
79 CLINTON RESTAURANT GROUP LLC	79 CLINTON ST	120 ft
47 CLINTON ASSOCIATES LLC	47 CLINTON ST	170 ft
ABASTO LES LLC	152 STANTON ST	505 ft
LA CONTENTA INC	102 NORFOLK ST	570 ft

Unmapped licenses within zipcode of report location

Name	Address
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**ATTACHMENT I
COMMUNITY OUTREACH**

**ATTACHMENT J
SPECIAL EVENTS**

More than _____ private parties per _____

Taqueria Diana @ Clinton Street, is an extremely small restaurant. Our certificate of occupancy allows for a maximum of 20 people, which includes staff. While a special event business is not something we specifically market – from time to time our other locations have been approached to do small special events which require us to shut down the restaurant.

It is our experience that these opportunities have a lessened the impact on the immediate community and while we don't know how many events may occur within a given year, we would like the flexibility to maintain this opportunity.

Given our desire to become a neighborhood restaurant, we think there may be a number of small companies, non-profits and other Lower East Siders who may at some point consider us as a special event location.

However, hosting a special event won't impact any of the stipulations re: time, music, etc.

**ATTACHMENT K
HAPPY HOUR**

I will not have a happy hour or happy hour will end by 8pm.

Happy Hour at our Taqueria Diana locations is represented by offering a small discount to our customers. Currently at our Hells' Kitchen Taqueria Diana location, discounts of \$1 are provided for beer, wine and drinks. What we've discovered over time is that this modest discount is used largely by our loyal customer base rather than drawing additional clientele to the restaurant.