



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: 01/23/2017

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: Hotel

If alteration, describe nature of alteration: transfer basement license to ground floor restaurant

Previous or current use of the location: Currently a Hotel w/ ground floor restaurant

Corporation and trade name of current license: Cooper AB LLC & Standard International

MGMNT LLC as Mgr d/b/a: The Standard - East Village

APPLICANT:

Premise address: 25-33 Cooper Square

Cross streets: E 5th & 6th Streets

Name of applicant and all principals: Cooper AB LLC & Standard International MGMNT LLC as Mgr

Trade name (DBA): The Standard - East Village

PREMISE:

Type of building and number of floors: Hotel - 21 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: Patio/Garden

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? 150

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):
C6-1

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: Hotel

Ground Floor Restaurant Hours of Operation
What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Sun-Wed: 7am-12am; Thurs-Sat: 7am-1am - this includes outdoor
hours of operation

Number of tables? 18 Total number of seats? 65

How many stand-up bars/ bar seats are located on the premise? 3

(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): _____

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

Light breakfast, Mediterranean inspired lunch and dinner

What are the hours kitchen will be open? 7am-4pm Sun-Sat; 5:30pm-12am Thurs-Sat

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

How many employees will there be? 30

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: Multi zone server based system; Revolution 600.

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.")

24 hour security and Bellman surround the building

Will there be security personnel? Yes No (If Yes, how many and when) _____

3 Security Guards: 24/7

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

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: The Standard Highline & The Mercer Hotel

Address: 848 Washington St., 147 Mercer St Community Board # 2

Dates of operation: The Standard Highline: 2008-Present, The Mercer Hotel: 1997-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. Andre Balazs is the owner of The Mercer Hotel

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? 0

How many On-Premise (OP) liquor licenses are within 500 feet? Approximately 15

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.

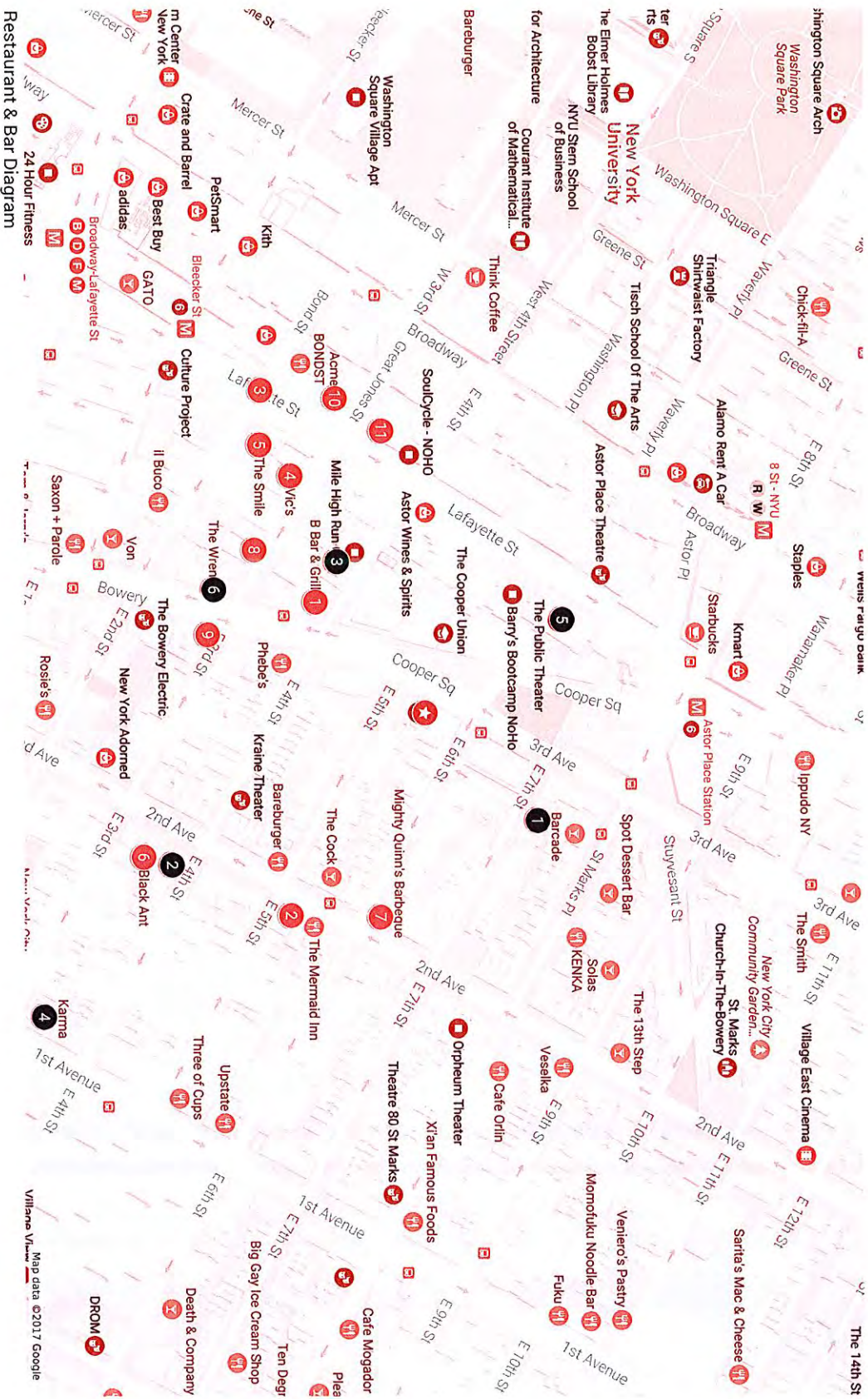
The Standard, East Village

BARS

- 1 McSorley's Old Ale House (OP) 15 E 7th Street, New York, NY 10003
- 2 Queen Vic (OP) 68 2nd Avenue, New York, New York 10003
- 3 Swift-Hibernian Lounge (OP) 34 E 4th Street, New York, NY 10003
- 4 Karma (OP) 51 1st Avenue, New York, NY 10003
- 5 Joe's Pub (OP) 425 Lafayette St, New York, NY 10003
- 6 The Wren (OP) 344 Bowery, New York, NY 10012

RESTAURANTS

- 1 B Bar & Grill (OP) 40 E 4th Street, New York, NY 10003
- 2 Frank (OP) 88 2nd Avenue, New York, New York 10003
- 3 Bond Street (OP) 6 Bond Street, New York, NY 10003
- 4 Vic's (OP) 31 Great Jones Street, New York, NY 10012
- 5 The Smile (OP) 26 Bond Street, New York, NY 10012
- 6 Black Ant (OP) 60 2nd Ave, New York, NY 10003
- 7



Mighty Quinn's Barbeque (OP)
103 2nd Avenue, New York, NY
10003

8 il Buco Alimentari & Vineria
(OP) 53 Great Jones Street,
New York, NY 10012

9 Gemma (OP) 335 Bowery, New
York, NY 10003

10 Acme (OP) 9 Great Jones
Street, New York, NY 10012

11 Lafayette Grand Café & Bakery
(OP) 380 Lafayette Street, New
York, 10003

THE STANDARD, EAST VILLAGE

★ The Standard, East Village

Narcissa

FEAST

\$95



APPETIZERS

NARCISSA'S SALAD

locusts farm greens, pears, smoked gouda, pistachios

MARKET STUFFED DELICATA SQUASH

farro, leeks, black truffles

ENTRÉES

choose two:

TACO FARM ROTISSERIE CHICKEN *12 hour brodo*

DRY AGED CRESCENT DUCK BREAST *quince compote*

SLOW BAKED KING SALMON *horseradish cream*

WHOLE ATLANTIC TURBOT *caper lemon tapenade*

SLOW ROASTED BEEF SHORT RIBS *bordelaise*

3rd Protein Choice + \$25pp

Accompaniments

SUPERGREEN SPINACH

ROASTED ROMANESCO CAULIFLOWER

DESSERT

NAPOLEON

milk chocolate cremeux, whipped malted cream, salted caramel



Narcissa

FEAST

Supplements

APPETIZERS

FLUKE CRUDO + \$17pp
shaved fennel, smoked almonds, tangerine

ROTISSERIE-CRISPED BEETS + \$17pp
bulgur salad, apples, creamed horseradish

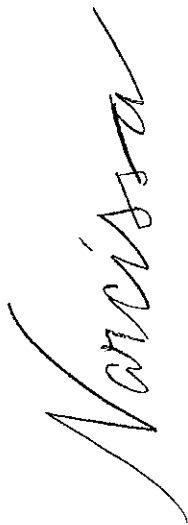
Accompaniments

CRISPY POTATOES + \$5pp
LOCUSTS FARM KALE + \$5pp

DESSERT

BREAD PUDDING + \$10pp
roasted pineapple, passionfruit caramel, whipped coconut cream

CHEESECAKE + \$10pp
sour cream, kabocha squash, black pepper meringue

A stylized, handwritten-style logo for 'Narcissa' in a dark, elegant script font.

COCKTAILS

BLOODY MARY vodka, house bloody mary mix 12
BELLINI peach nectar, peach liquor, champagne 12
FLY ME TO TULUM tequila, mezcal, pomegranate, chili 14
NOUVEAU POMME green apple, warm spices, lime, bison grass vodka 14
SECRET GARDEN gin, dill, lemon, cucumber 14
PRETTY IN PINK gin, grapefruit cordial, campari, champagne 14

JUICES & SELTZERS

ORANGE OR GRAPEFRUIT JUICE 5
GREEN JUICE kale, spinach, pineapple 8
STRAWBERRY SQUALL strawberry nectar, basil, lime seltzer 6
ORANGE-GINGER SELTZER 6

FOR THE TABLE

FRENCH TOAST BITES 7
ICED CINNAMON BUNS 10
CARROT FRIES jalapeno-tofu dip 7
POULTRY LIVER MOUSSE filone, empress plums, fried shallots 15

TO START

YOGURT & GRANOLA fresh fruit, agave 8
NARCISSA'S SALAD locusts farm greens, pears, smoked gouda, pistachios 12
BRUSSELS SPROUTS SALAD aged goat cheese, celery root, honey crisp apple 15

FARM EGGS

POACHED EGGS avocado toast, locusts farm greens 15
TOMATO BENEDICT sofrito kale, basil pesto, brioche 16
EGGS BENEDICT house made smoked ham, hollandaise 16
EGG WHITE OMELET maitake mushrooms, butternut squash, goat cheese 15
BROCCOLI & BACON FRITTATA broccoli, bacon, cheddar, scallions 17
BISCUIT & GRAVY sausage gravy, egg 13
WAFFLES salted butter, maple syrup 14
CRAB SOFT SCRAMBLE spinach, filone, chili oil 22

ENTREES

SMOKED SALMON toasted bagel, sliced tomato, cream cheese 18
GRILLED DORADE romesco sauce, shaved fennel, cured olives 27
TACO FARM HALF CHICKEN farro, red cabbage, delicata squash 30
DUCK HASH celery root, chimichurri, sunny up egg 18
GRILLED BURGER guacamole, manchego, locust greens 18
SMOKED SHIITAKE & KALE BURGER spicy onion mayo, tomato, sprouts 15
STEAK AND EGGS skirt steak, eggs, anson mills polenta 26

SIDES 7

FRUIT BOWL

AVOCADO with five-spice sea salt
BISCUIT with lavender-honey butter
POTATOES with herb vinaigrette
FRENCH FRIES
PORK SAUSAGE
BACON

TEAS

From the Locusts on Hudson, our upstate farm

Harvest Tea lemongrass, lemon verbena, ginger, linden blossom

Farmer's Tea lemon balm, milky oat, hop, rose

Other Teas: earl grey, english breakfast, imperial green
mountain berry, herbal spiced chai, chamomile, peppermint

DESSERTS & DRINKS

DIGESTIFS 12

Lucano Amaro

Cynar Amaro

Fernet Branca Amaro

Branca Menta Amaro

Nonino Quintessentia Amaro

Montenegro Amaro

Varnelli L'Erborista Amaro



Narcissa

APPETIZERS

- NARCISSA'S SALAD *locusts farm greens, pears, smoked gouda, pistachios* 15
DELICATA SQUASH *red endive, bay leaf creme fraiche, grapes* 15
BRUSSELS SPROUTS SALAD *aged goat cheese, celery root, honey crisp apple* 15
AHI TUNA TARTARE *meyer lemon, sesame seeds, shiso crème fraîche* 18
CHILLED LOBSTER VICHYSOISE *leeks, potato chips, trout roe* 26
POULTRY LIVER MOUSSE *filone, empress plums, fried shallots* 15
ROTISSERIE-CRISPED BEETS *bulgur salad, apples, creamed horseradish* 17
SPINACH TORTELLINI *champagne buerre blanc, salsify, caviar* 28
WHOLE WHEAT TAGLIATELLE *poached farm egg, bonito butter, nori* 16
GRILLED PORK BELLY *butternut squash, chestnut polenta, black truffles* 28
GRILLED OCTOPUS *puttanesca, romano beans, basil* 20

MAINS

- CARROTS WELLINGTON *bluefoot mushrooms, sunchokes, gremolata* 25
ROASTED CAULIFLOWER *french curry broth, lentils, toasted almonds* 25
OLIVE OIL POACHED HALIBUT *littleneck clams, chorizo, piquillo peppers* 38
GRILLED DORADE *romesco sauce, shaved fennel, cured olives* 34
HERB FRIED DOVER SOLE *mustard potatoes, persian cucumbers, malt vinegar* 38
LACQUERED DUCK BREAST *pearl onions, pumpkin seed puree, quince* 39
BRAISED LAMB SHOULDER *rutabaga, merguez & chard soubric, pickled pears* 34
GRILLED BEEF TENDERLOIN *parsnips, king trumpets, bone marrow bread pudding* 45
24OZ BONE-IN RIBEYE *shishito peppers, sea salt potatoes* 58

WINTER BROCHETTES

- KING SALMON *cured lemon yogurt, trumpet mushrooms, kohlrabi, pine nuts* 32
MAINE LOBSTER, SCALLOPS & BABY SQUID *smoked tomatillos, saffron rouille* 36
TACO FARM HALF CHICKEN *farro, red cabbage, delicata squash* 32

SIDES

- | | |
|-----------------------|-----------------------|
| CARROT FRIES 11 | CHARRED BROCCOLI 8 |
| LOCUSTS FARM KALE 9 | HERITAGE PORK RIBS 14 |
| SUPERGREEN SPINACH 10 | CRISPY POTATOES 9 |

Executive Chef John Fraser

Chef de Cuisine Cruz Goler





ATTENTION RESIDENTS & NEIGHBORS

Cooper AB LLC & Standard International MOMENT LLC as Mgr
DBA: The Standard - East Village

Plans to **open** [redacted] for our multiple properties in the East Village neighborhood. This includes [redacted] at the following location:
25-33 Cooper Square

There will be an opportunity for public comment on Monday, February 6, 2017 at 6:30pm
Thomas Barwick Community Room
10 Spanish Street (corner of Bway)

FOR MORE INFORMATION
PLEASE CONTACT:
S.A.A.S. COMMUNITY SERVICES
10 Spanish Street, New York, NY 10013
www.10spanishstreet.com

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Plans to **open** [redacted] for our multiple properties in the East Village neighborhood. This includes [redacted] at the following location:
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NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Cooper AB LLC & Standard International MOMENT LLC as Mgr
DBA: The Standard - East Village

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The New York Times

Transit Rides the Street
Aspartrofrom Leverage
[Redacted text]

Marchers Map Out New Steps
As a Drive to Close Philadelphia's Gateway...
[Redacted text]

Proposed Center for Health, Act
Good Health, Good Health Policies

Monday, February 6, 2017 at 6:30pm
Thelma Burdick Community Room
10 Stanton Street (corner of Bowery)

9088 (13min) 90888 (10:00am)

info@cb3manhattan.org • www.cb3manhattan.org

Monday, February 6, 2017 at 6:30pm
Thelma Burdick Community Room
10 Stanton Street (corner of Bowery)

At COMMUNITY BOARD 3

SLA & DCA Licensing
Committee Meeting

En la JUNTA
de Licencias

info@cb3manhattan.org • www.cb3manhattan.org

The New York Times

Late Edition
This country's high school students are widely expected to be performing well on the SAT. But a new report says that's not always true.

\$2.50

NEW YORK, MONDAY, JANUARY 23, 2017



NEWS ANALYSIS Trump's Rocky Start Jeopardizes Leverage

President Resorts to Campaign Tactics
Even as Some Advisers Urge Discipline

"All the News
That's Fit to Print"
VOS-CLAVY No. 37,486

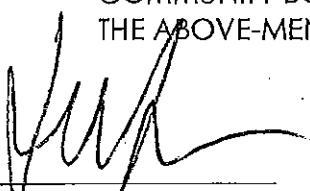
EAST 5TH STREET BLOCK ASSOCIATION

STIPULATION AGREEMENT BETWEEN THE STANDARD EAST VILLAGE HOTEL AND THE EAST 5TH STREET BLOCK ASSOCIATION.

IN THE MATTER OF THE STANDARD EAST VILLAGE'S PROPOSED ALTERATION TO TRANSFER LIQUOR LICENSE FROM BASEMENT TO GROUND-FLOOR NORTHERNMOST BAR/RESTAURANT, 25 COOPER SQUARE, NEW YORK, NY 10003.

WE HEREBY AGREE THAT:

- 1. WE ARE THE OFFICERS OF THE STANDARD EAST VILLAGE HOTEL AND MAKE THIS AFFIDAVIT AT THE REQUEST OF THE 5TH STREET BLOCK ASSOCIATION.
- 2. THE STANDARD EAST VILLAGE HOTEL WILL NOT SEEK OR REQUEST ANY ALTERATIONS TO THE OPERATION LOCATED IN ITS OUTDOOR SPACE ABUTTING FIFTH STREET KNOWN AS THE GARDEN FOR A PERIOD OF NO LESS THAN 4 YEARS COMMENCING ON THE DATE OF APPROVAL OF THE ABOVE-MENTIONED TRANSFER.
- 3. THE STANDARD EAST VILLAGE WILL PRESENT THIS AGREEMENT TO THE COMMUNITY BOARD SLA COMMITTEE AND ASK THAT IT BE ATTACHED TO THE ABOVE-MENTIONED LICENSE TRANSFER.

 1/13/17
HOWARD SCHAFFER / DATE
FOR THE STANDARD EAST VILLAGE HOTEL

 1/13/17
STUART ZAMSKY / DATE
FOR THE 5TH STREET BLOCK ASSOCIATION

Subject: FW: Recommendation Email

Date: Monday, January 23, 2017 at 4:47:46 PM Eastern Standard Time

From: Howard Schaffer

To: Elyse Mamiye

Howard Schaffer
Vice President, Exceptional Talent

Standard International Management
23 East 4th Street 5th Floor
NYC 10003
Direct Landline 212-965-4306
Mobile 917-686-5376

StandardHotels.com

From: Adriana Marianella
Sent: Friday, May 04, 2012 11:39 AM
To: Adriana Marianella
Subject: FW: Recommendation Email

-----Original Message-----

From: lee@cb2manhattan.org [mailto:lee@cb2manhattan.org]
Sent: Friday, September 09, 2011 3:13 PM
To: Howard Schaffer
Subject: Recommendation Email

Hi Howard,

I'm writing this email in reference to Andre Balaz Properties per your request.

The above mentioned property group currently own and operate 2 hotels in our district under the trades names, The Standard Hotel and Mercer Hotel. Both establishments have been a positive addition to our community.

The Standard Hotel specifically has adhered to all stipulations for their licensed establishments/service areas related to hours of operation, music, traffic plans and security. More importantly, they have always reached out to neighboring residents prior to ANY proposed method changes or new license applications.

Our SLA Licensing Committee regularly references The Standard Hotel as a good standing operator to other hotel groups who are looking to integrate themselves into our community. Feel free to call me with any questions. Thank you.

Regards,

Ray

:: Ray Lee

:: Co-Chair: SLA Licensing Committee
:: Community Board 2, Manhattan
:: 3 Washington Square Village
:: New York, NY 10012

THE STANDARD, EAST VILLAGE

NARCISSA PROPOSED FLOOR PLAN

