



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:

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: March 22, 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: On-Premises Liquor

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Angie Corp d/b/a Mancora

APPLICANT:

Premise address: 99 1st Avenue, New York, NY 10003

Cross streets: 6th Street and 7th Street

Name of applicant and all principals: Umm Hospitality Inc. (Andre Neyrey, Jose Phillipose and Salil Mathew)

Trade name (DBA): Ummburger

PREMISE:

Type of building and number of floors: Mixed Use Building - 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? 74
**Letter of No Objection to be obtained

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 with C2-5 Commercial Overlay

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) Sunday through Saturday, 10am through 1am

Number of tables? 16 Total number of seats? 66

How many stand-up bars/ bar seats are located on the premise? 1 bar with 6 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): U Shaped (10' long)

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
Gourmet burger bar focusing on fresh in house ground burgers paired with beer, wine & cocktails

What are the hours kitchen will be open? All hours of open operation (10am-1am Sunday - Saturday)

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

How many employees will there be? 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?) 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: iPod with simple 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) _____

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: See attached Addendum

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 _____

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? ¹¹ _____

How many On-Premise (OP) liquor licenses are within 500 feet? ²⁶ _____

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.

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

APPLICATION FOR ALCOHOLIC BEVERAGE CONTROL RETAIL LICENSE (ON PREMISES)

It is not necessary to employ any person, agency or organization to assist you in filing this application. Beware of persons claiming to be able to assist you in securing action on your application. The payment of money or other thing of value for the use of influence, or promise of influence in obtaining a license is a violation of law and offenders will be prosecuted.

1. APPLICANT

Name of Applicant :
(Sole Proprietor, Partnership, Corporation, LLC, LLP, LP, etc.)

Trade Name(DBA): (see instructions) ** must be provided if premises will be called by any name other than as listed in the "Name of Applicant" otherwise write "N/A"

Premises Street Address:

City: , **NY** Zip Code:

County: Telephone Number of Premises (include area code):

Applicant E-mail address (required):

Business Website:

Mailing Address (if different than above):

City: State: Zip Code:

2. CONTACT (if other than applicant)

Name of Contact: Attorney Representative Contact Person

Office Address:

City: State: Zip Code:

Telephone Number of Office (include area code):

E-mail address (required):

Is this application filed under the Attorney Certification Program? Yes No

3. For SEASONAL licenses only (Select license date range) to:

4. LICENSE TYPE: **CODE:** **5. Number of ADDITIONAL BARS (if any):**

5a. Months that SEASONAL add bars will operate: to:

6. TOTAL PAYMENT DUE:

7. Federal Tax ID #:

7a. Certificate of Authority to Collect NYS Sales Tax - List # If Issued: Pending

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

RIGHT TO PREMISES

1. RIGHT TO PREMISES

1a. By what right does the applicant have possession of the premises?

- Own
 Lease
 Sub-Lease
 Binding contract to acquire real property
 Written intent to Lease

Other (explain):

If leasing, the lease must run for the full term of the license period or at least be renewable to cover the full term. Month to month leases or month to month renewal terms are not acceptable. The tenant name listed on the lease must match the applicant name exactly.

1b. Do the terms of the lease or other arrangement require the applicant to provide any consideration based on a percentage of the receipts of the business? Yes No

If YES, list the section/page of the lease this information can be found

2. OTHER INTERESTED PARTIES

Does or will anyone other than the applicant/principals share on a percentage basis or in any way in the receipts, losses or deficiencies of the business to any extent whatsoever?

- Yes No

If YES, state the names and address of such persons, the nature and percent of their share and date acquired.

Name	Address	Nature of interest	Date Acquired
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

LANDLORD IDENTIFICATION INFORMATION

In order to obtain the most accurate information this form should be completed by the Landlord. This form must be completed and submitted regardless of whether the property owner is a third party landlord or the applicant.

1. Name of Landlord (as it appears on lease and deed):

2. Landlord Mailing Address:

City: State: Zip Code:

3. Telephone Number of Landlord:

4. Landlord Principals (ALL landlord principals must be disclosed below.)

Name	Address (if different than Landlord's Mailing Address above)
<input type="text"/>	<input type="text"/>
Name	Address (if different than Landlord's Mailing Address above)
<input type="text"/>	<input type="text"/>
Name	Address (if different than Landlord's Mailing Address above)
<input type="text"/>	<input type="text"/>
Name	Address (if different than Landlord's Mailing Address above)
<input type="text"/>	<input type="text"/>

5. Are any of the Landlord Principals currently or previously licensed under the ABC Laws? Yes No

Serial Number	Licensee Name
<input type="text"/>	<input type="text"/>
Serial Number	Licensee Name
<input type="text"/>	<input type="text"/>
Serial Number	Licensee Name
<input type="text"/>	<input type="text"/>

6. Are any of the Landlord Principals police officers?: Yes No

If yes, list names below:

Name
<input type="text"/>
Name
<input type="text"/>

7. List number of years real property has been owned or legally controlled by the landlord:

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<input type="radio"/> Original	<input type="radio"/> Amended	Date

500 FOOT LAW STATEMENT

**Applicants for on premises liquor licenses must complete this section
(Not required for on premises beer or wine application)**

If the location is subject to the 500 Foot Law, and no other exception applies, the license cannot be issued unless the State Liquor Authority makes an affirmative finding that it is in the public interest to issue the license.

The provisions of Section 64, 64-a, 64-b 64-c and 64-d of the ABC Law require the Authority to consult with the municipality or community board prior to granting a license for **ANY ON PREMISES LIQUOR ESTABLISHMENTS** where such premises is located within a 500 foot radius of three or more on-premises liquor establishments and the population of the municipality is 20,000 or more. The Authority is further required to conduct a public hearing, upon notice to the applicant and the municipality or the community board.

The Proposed Premises: Check the appropriate box below:

- IS NOT WITHIN A 500 FOOT RADIUS OF THREE OR MORE ESTABLISHMENTS HOLDING ON PREMISES LIQUOR LICENSES.
- IS WITHIN A 500 FOOT RADIUS OF THREE OR MORE ESTABLISHMENTS SELLING LIQUOR FOR ON PREMISES CONSUMPTION. (IF SO, YOU MUST COMPLETE THE WRITTEN STATEMENT BELOW AND SUBMIT THE NAMES AND ADDRESSES OF THE ESTABLISHMENTS WITHIN THE 500' RADIUS, *UNLESS THE PREMISES HAS BEEN CONTINUOUSLY LICENSED ON OR PRIOR TO NOVEMBER 1, 1993.*)
- NOT APPLICABLE - PREMISES HAS BEEN CONTINUOUSLY LICENSED ON OR PRIOR TO NOVEMBER 1, 1993
- NOT APPLICABLE - POPULATION OF CITY, TOWN OR VILLAGE IS UNDER 20,000
- NOT APPLICABLE - BEER, WINE and CIDER ONLY

IMPORTANT:

**YOU MUST PROVIDE THE NAMES OF ALL ON PREMISES LIQUOR ESTABLISHMENTS
LOCATED WITHIN A 500 FOOT RADIUS OF THE PROPOSED PREMISES**

**For assistance use the "GIS Maps - LAMP" (Liquor Authority Mapping Project)
system, which is available on our website.**

If premises is within a 500 foot radius of three or more establishments holding on premises liquor licenses and has not been continuously licensed since November 1, 1993 and the population is over 20,000 you must, **ATTACH A WRITTEN STATEMENT EXPLAINING IN DETAIL WHY YOU BELIEVE ISSUANCE OF THE LICENSE WOULD BE IN THE PUBLIC INTEREST.**

FAILURE TO SUBMIT THIS INFORMATION MAY RESULT IN DISAPPROVAL OF THE LICENSE APPLICATION.

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date

**STATEMENT OF AREA PLAN
200 Foot Law**

THIS QUESTION MUST BE ANSWERED BY ALL APPLICANTS REGARDLESS OF LICENSE TYPE

<ol style="list-style-type: none"> 1. List the name, address and distance from the premises to ANY SCHOOL, CHURCH, or PLACE OF WORSHIP WITHIN 300 FEET 2. Is the premises within 200 feet of ANY SCHOOL, CHURCH or PLACE OF WORSHIP? <input type="radio"/> Yes (Exclusive use as a church or place of worship will be determined by this agency) (Please respond "YES" if ANY school, church or place of worship is within 200 feet) <input checked="" type="radio"/> No 3. Submit a BLOCK PLOT DIAGRAM (aerial view of the building, with nearby businesses/residences labeled) showing the location of any school, church or place of worship (8½" x 11")
--

Indicate the distance in feet from the entrance of the proposed premises to the closest entrance of any school, church or place of worship.

Attach additional sheets if necessary.

ATTACH A STATEMENT INDICATING HOW THESE MEASUREMENTS WERE TAKEN

1. Name of church/school:	
Address:	
Distance:	
2. Name of church/school:	
Address:	
Distance:	
3. Name of church/school:	
Address:	
Distance:	

For assistance use the "GIS Maps - LAMP" (Liquor Authority Mapping Project) system, which is available on our website.

If applying for a full liquor license (beer, wine and liquor) and the premises is within 200 feet of a school, church or place of worship, the application may be denied.

If any discrepancy in the measurements is brought to the attention of the Authority during the examination of the application, it may be necessary for the applicant to supply a certified survey showing the actual measurement from the premises to the closest school, church or place of worship.

ESTABLISHMENT QUESTIONNAIRE

In this section you must describe the premises to be licensed. Answer ALL questions completely. Please do not answer "see attached" to any question. Any incomplete answer may delay or prevent the processing of the application.

Helpful Hint: Drawing your diagram and reviewing your photographs may assist you in completing this section. See sample diagrams at the end of this application.

1. Zoning

1a. State what the area is zoned for:
(i.e.. Residential, Business, Mixed)

1b. If applying for an on premises license does the premises have a **VALID CERTIFICATE OF OCCUPANCY** and **ALL** appropriate permits? Yes No Pending

2. Premises

2a. Describe the type of building in which the premises will be located.

2b. Is or has the building/proposed premises been known by any other address? Yes No

If "yes" please specify and give details:

If the address was changed due to a 911 update or other government action, please include documentation for the change.

2c. Is there currently an active license or has there ever been a license to traffic in alcoholic beverages at this location?
 Currently Licensed Previously Licensed Never Licensed Do Not Know

Name of Licensee: License Serial Number:

2d. Are there any disciplinary actions pending against the applicant, current licensee, or prior licensee?
 Yes No Do not know

Any pending disciplinary action may delay a determination on this application or result in the disapproval.

2e. If the proposed premises has not been licensed, what was the prior use?

2f. Is any other floor or area of the building currently licensed? Yes No

Name of Licensee: License Serial Number:

3. Premises (Interior):

3a. List the total number of floors of the business establishment to be licensed, including the basement:

3b. List the floor(s) where the proposed premises will be located(i.e. basement, ground floor, 2nd & 3rd floor, etc.)

3c. Where is the alcohol stored?

3d. Is there interior access to any other floor(s) or area(s) that will not be part of the premises to be licensed? If yes, show the means of access on the interior diagram(s). Yes No

3e. Are the premises to be licensed divided in any way, by a public or private passageway, etc., over which the applicant does not have exclusive possession and control? Example: hallways, stairwells, common areas, etc. Yes No

If YES, describe:

3f. How many public restrooms? If less than two(2) public restrooms you must request a waiver of the two(2) restroom rule in writing. Show restrooms on diagram.

3g. List the maximum occupancy of the premises:

3h. Number of tables? 3i. Number of seats at tables? 3j. Number of seats at bar or counter?

4. BARS:

4a. How many customer bars are located on the premises? (*where patrons may order, purchase, or receive alcoholic beverages.*)

4b. How many service bars*? (*A service bar is for wait staff use exclusively.*)

4c. Describe each bar in the fields below:

Bar 1	Bar 2	Bar 3
Bar Type <input type="text" value="Customer Bar"/>	Bar Type <input type="text"/>	Bar Type <input type="text"/>
Length <input type="text" value="10' Long"/>	Length <input type="text"/>	Length <input type="text"/>
Shape <input type="text" value="Semi-Circle"/>	Shape <input type="text"/>	Shape <input type="text"/>
Bar 4	Bar 5	Bar 6
Bar Type <input type="text"/>	Bar Type <input type="text"/>	Bar Type <input type="text"/>
Length <input type="text"/>	Length <input type="text"/>	Length <input type="text"/>
Shape <input type="text"/>	Shape <input type="text"/>	Shape <input type="text"/>

Attach additional sheets if there are more than 6 bars.

continued on next page

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<input type="radio"/> Original	<input type="radio"/> Amended	Date

5. KITCHEN

5a. Does premises have a full kitchen? Yes No

If NO, does premises have a food preparation area? Yes No

Show Kitchen or Food Preparation Area on the Interior Diagram.

NOTE: FOOD MUST BE AVAILABLE FOR SALE DURING ALL HOURS OF OPERATION; SUBMIT A MENU

5b. Is a chef/cook employed at the premises? Yes No

If YES, list hours of day chef/cook will devote to the premises:

6. HOTEL or BED & BREAKFAST

6a. How many floors?

6b. How many guest rooms?

6c. For Hotels Only: Is there a public restaurant on the Hotel Premises? Yes No

7. OUTDOOR AREAS

7a. Are there any outside areas used for the sale or consumption of alcoholic beverages? Yes No

7b. Check all types that apply:
(There must be direct access from the interior of the premises to any outdoor area(s) that you wish to license.
Show access on diagram.)

- Sidewalk Cafe Deck Patio Porch Gazebo
- Rooftop Yard Balcony Pavilion Tent

Other (describe):

7c. Is the outdoor area(s) divided by any public or private passageway or area that the applicant does not have exclusive control? If Yes, how is it divided?

Yes No

7d. How is the outdoor area(s) contained? Check all that apply and show enclosure on diagram.

- Fencing Wall Shrubbery Roping Stanchions

Other (describe):

7e. Is a permit required by locality for outside area(s)? Yes No

If yes, submit a copy of the permit.

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<input type="radio"/> Original	<input type="radio"/> Amended	Date

METHOD OF OPERATION

This form satisfies Section 110 of the ABC Law requiring that a statement be submitted indicating the type of establishment operated at the premises.

The information provided in this section will be the method of operation you are approved for and will be binding. Should you wish to deviate from this method of operation in any way, you must first apply for and receive permission from the Authority.

1a. Select the type(s) of alcohol you intend to serve at the premises:

- Beer & Cider
- Wine, Beer & Cider
- Liquor, Wine, Beer & Cider

1b. Type of Establishment:

2. Will any other business be conducted at the premises? If "yes" provide details below or on a separate sheet: Yes No

2a. If the premises is *not* a catering establishment, will the premises periodically close to host private events? Yes No

2b. If "yes" how frequently?

3. Will premises have music? Yes No

3a. If "yes" check all that apply: RECORDED DJ JUKE BOX KARAOKE

LIVE MUSIC (Give details: i.e. rock bands, acoustic, jazz, etc.):

3b. Will the premises use the services of an Event Promoter?: Yes No

4. Will the premises permit dancing? Yes No

4a. If "yes", does your municipality require a "cabaret" or other permit granting permission for dancing? Yes* No

* If a permit is required, submit a copy of the permit. A copy must be submitted prior to issuance of the license.

4b. If dancing is permitted, who will be permitted to dance? Patrons Employees for entertainment Both

4c. If YES, will there be exotic dancing including, but not limited to, topless entertainment, pole dancing and/or lap dancing? Yes No

5. Will there be topless entertainment? Yes No

6. Will the business employ a manager? Yes No

6a. If "no" will principal(s) manage? Yes No

7. How many employees? (Excluding principals and security personnel.)

7a. If answer is zero employees ("0"), then provide an explanation below:

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<input type="radio"/> Original	<input type="radio"/> Amended	Date

8. NYS Law requires businesses to carry workers' compensation and disability insurance.

If applied for and pending, please indicate.

8a. Workers' Compensation Carrier Name and Policy Number:

8b. Disability Insurance Carrier Name and Policy Number:

If you are exempt from Workers' Compensation and/or Disability Benefits Insurance coverage, submit an approved Certificate of Attestation of Exemption from NYS Workers' Compensation and/or Disability Benefits Insurance Coverage from the NYS Workers' Compensation Board. The application is available on their website: <http://www.wcb.ny.gov> or you may contact them by phone at: (877) 632-4996.

9. Will there be security personnel be used at the premises? Yes No 9a. If YES, how many?

9b. If "yes" provide your **Proprietary Security Guard Employer Unique Identification Number** assigned to the business by the NYS Department of State Division of Licensing Services or the name of the security company through which the security personnel will be hired.

The Licensee is responsible for assuring that security personnel you hire is registered in accordance with NYS Security Guard Registration Guidelines. Please contact the NYS Department of State to obtain information.

10. Provide a detailed plan of supervision for the premises to be licensed. Clearly describe how you will maintain control and order over the licensed premises. How you will monitor alcohol sales; prevent sales to minors and sales to intoxicated persons. How will you handle unruly patrons, altercations, etc., to prevent the premises from becoming disorderly? Include additional sheets if necessary.

The Applicant is operating a fast casual restaurant in the style of a gourmet burger bar, with early closing hours (no later than 1am on any given night), and it is not anticipated that security issues will arise. Notwithstanding, the owners, or a trained shift supervisor, will be on-premises during all hours of operation. All employees will be TIPS trained, and ask for proper identification prior to serving alcohol to patrons. Visibly intoxicated patrons will be denied service of alcohol.

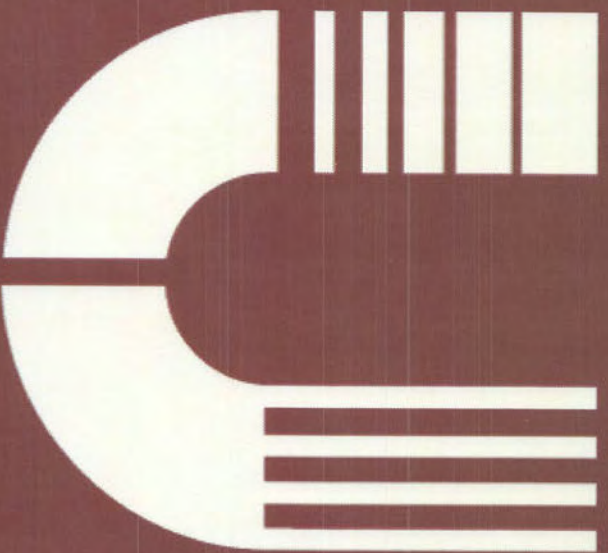
11. Are all responses provided in this application consistent with the information provided to the municipality or Community Board within the Standardized Notice Form for Providing 30-Day Advanced Notice ?

Yes No

11a. If "no" explain.

ALCOHOLIC BEVERAGES MAY ONLY BE CONSUMED, SOLD OR GIVEN AWAY DURING THE HOURS APPROVED BY THE COUNTY WHERE THE PREMISES IS LOCATED UNLESS FURTHER RESTRICTED BY THE AUTHORITY

A list of county closing hours is available at the following link: <http://www.sla.ny.gov/provisions-for-county-closing-hours>



ummburger

CONCEPT
STATEMENT

PROJECT SUMMARY

GENERAL INFO

Dining Area
66 Seats

Bar Area
6 Seats

Hours of operation:
Monday – Sunday : 10am – 1am

PROJECTED

May 15 2017
East Village



CONCEPT HIGHLIGHTS

THE RESTAURANT

Ummburger will offer an incredible dining experience serving gourmet burgers and cocktails by keeping it to the basics: Quality ingredients, local sourcing, friendly service. Ummburger is committed to creating a bond with the community. At Ummburger, we will create an environment that fosters integrity and honesty which has a three principle approach: Be committed to consistent excellence and hospitality, treat our guests, employees and vendors with the utmost respect, & stay focused on fresh and innovative ideas and continuously bring them to the table.

ATMOSPHERE

Ummburger will emphasize an inviting and casual/upscale environment making guests feel comfortable. The menu will center around fresh and flavorful ingredients while incorporating a farm-to-table philosophy connecting people to the sensation of a new twist on unique food and hospitality. The bar program will offer a variation of old school handcrafted cocktails with a modern twist.



ummburger

STARTUMM OFF

BUTTERMILK RINGS

Deep fried onion rings marinated in seasoned buttermilk

BELGIAN FRIES

Fresh cut potatoes refried in rendered duck fat

LOADED TRUFFLE FRIES

Belgian fries topped w/ caramelized onions, parmesan cheese, chopped bacon, truffle oil, secret sauce, fried egg and chives

SWEET POTATO FRIES

Fresh cut sweet potatoes fried to perfection

HOT HONEY SWEET POTATO FRIES

Sweet potato fries w/ chopped bacon, blue cheese crumbles, hot honey, fried egg and chives

SALADS

UMMBURGER SALAD

Butter lettuce, tomatoes, bacon and burger w/ caramelized onions and secret sauce dressing

DUCK BURGER SALAD

Butter lettuce, tomatoes, candied walnuts, cranberries, blue cheese and duck burger w/ hot honey truffle vinaigrette

THE PLANTATION SALAD

Butter lettuce, tomatoes, candied walnuts, bacon, bread & butter pickles, buttermilk panko breaded fried chicken burger w/ hot honey vinaigrette



ummburger

BURGERS

UMMBURGER

8 oz. beef burger w/ American cheese, caramelized onions and secret sauce

TRUFFLE BURGER

8 oz. beef burger w/ parmesan cheese, shiitake mushrooms, caramelized onions and garlic truffle aioli

BACON BOSS

8 oz. beef burger w/ American cheese, caramelized onions, secret sauce and 6 slices of bacon

RED WHITE & BLUE

8 oz. beef burger with Sriracha sauce, blue cheese dressing, blue cheese crumbles and 3 slices of bacon

HELL BURGER

8 oz. beef burger w/ pepper jack cheese, jalapeño peppers, fried red chilli peppers, Ghost pepper flakes and secret sauce

FRENCH BURGER

8 oz. duck burger with blue cheese, truffle oil, hot honey, caramelized onions, 3 slices of bacon and secret sauce

GOOD SHEPHERD

8 oz. lamb burger w/ caramelized onions, goat cheese and red wine ketchup

GOOD MORNING VIETNAUMM

8 oz. duck burger, aged cheddar cheese, 3 slices of bacon, pickled carrot & daikon radish, cilantro, fried egg and secret sauce

SOUTHERN UMMFORT

8 oz. buttermilk panko breaded fried chicken burger w/ parmesan cheese, 3 slices of bacon, bread & butter pickles, garlic truffle aioli and hot honey

GARDEN OF EDEN

Single vegetable burger w/ pepper jack cheese, jalapeño peppers, pickled carrots & daikon radish, lettuce, tomatoes and secret sauce



ummburger

3 SUMM BURGER LINE

CLASSIC SLIDERS

Three 4 oz. pressed beef burgers w/ American cheese, caramelized onions and secret sauce

SPICY SLIDERS

Three 4 oz. pressed beef burger w/ pepper jack cheese, jalapeño peppers, Ghost pepper flakes and secret sauce

LATIN SLIDERS

Three 4 oz. pressed beef burgers w/ pepper jack cheese, pickled red onions, cilantro and sazón aioli

ASTORIA SLIDERS

Two 4 oz. pressed lamb burger and one pressed beef burger w/ pickled red onions, goat cheese and garlic truffle yogurt sauce

NYC SLIDERS

Three 4 oz. beef burgers w/ parmesan cheese, 3 slices of bacon and secret sauce

LONG ISLAND SLIDERS

Two 4 oz. pressed beef burgers and one 4 oz. pressed duck burger w/ Swiss cheese, caramelized onions, 3 slices of bacon and secret sauce

TEXAS SLIDERS

Three 4 oz. pressed beef burgers w/ aged cheddar cheese, caramelized onions, jalapeño peppers and BBQ sauce

HAMPTON SLIDERS

Two 4 oz. pressed duck burgers and one 4 oz. pound beef burger w/ parmesan cheese, truffle aioli, caramelized onions, 3 slices of bacon and secret sauce

HOLLYWOOD SLIDERS

Two 4 oz. pressed beef burger and one 4 oz. pressed duck burger w/ American and cheddar cheese, pickled red onions, 3 slices of bacon, fried egg and secret sauce



Umburger

FINISHUMM SWEET

FUNNEL CAKE

Deep fried cake batter w/ powdered sugar and chocolate or caramel dipping sauce

FC A LA MODE

Deep fried cake batter w/ powdered sugar topped w/ 2 scoops of ice cream

DEEP FRIED OREOS

5 Oreos in batter and then deep fried w/ powdered sugar

DFO A LA MODE

5 Oreos in batter and then deep fried w/ powdered sugar topped with 2 scoops of ice cream

WHAT THE FUDGE?

A huge sundae platter w/ 3 funnel cakes, 10 fried Oreos, 10 scoops of ice cream, whipped cream, hot fudge, caramel, crushed Oreos and cherries

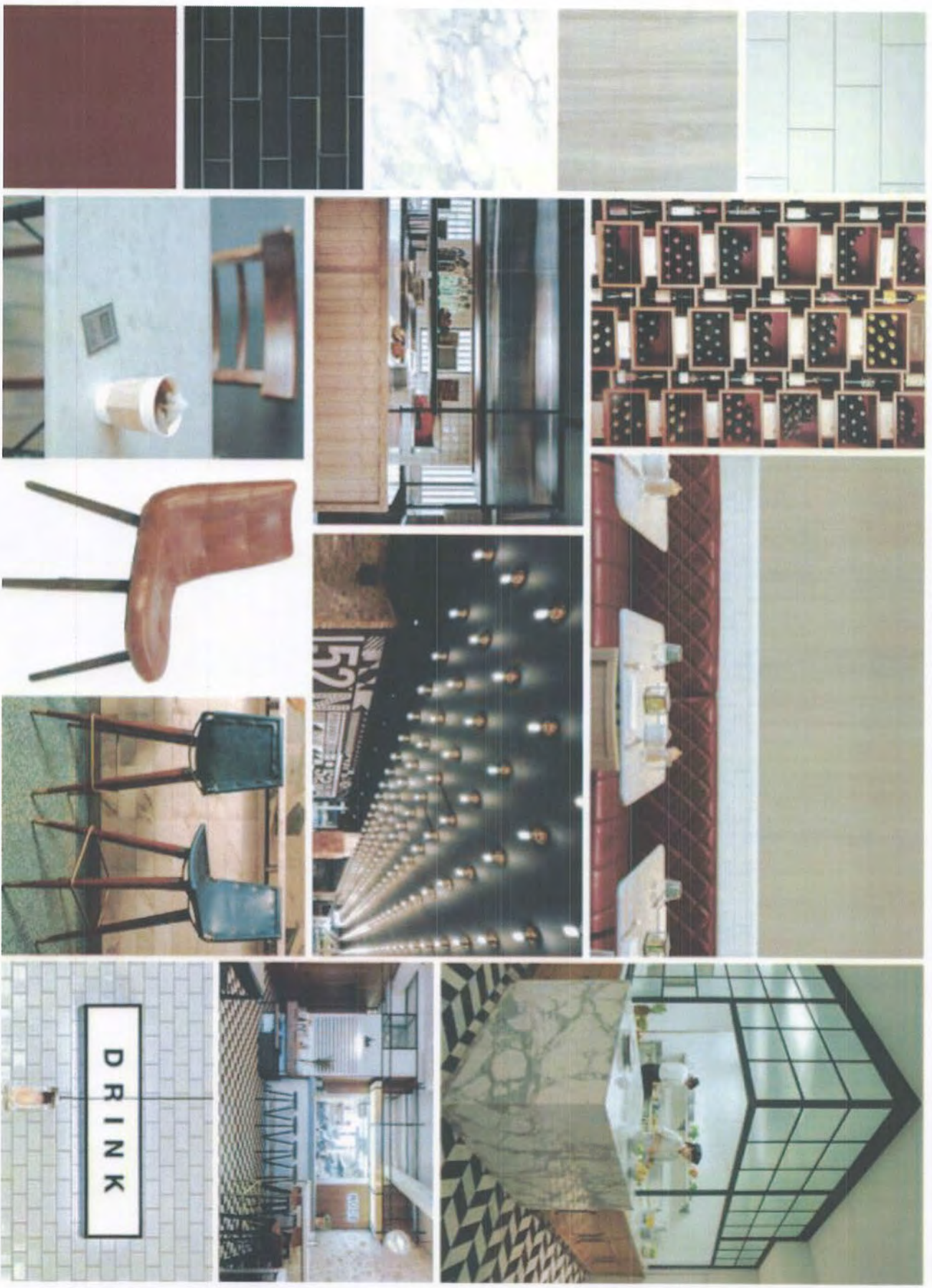
SHAKEUMM

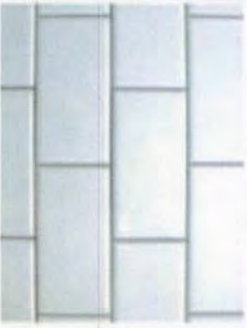
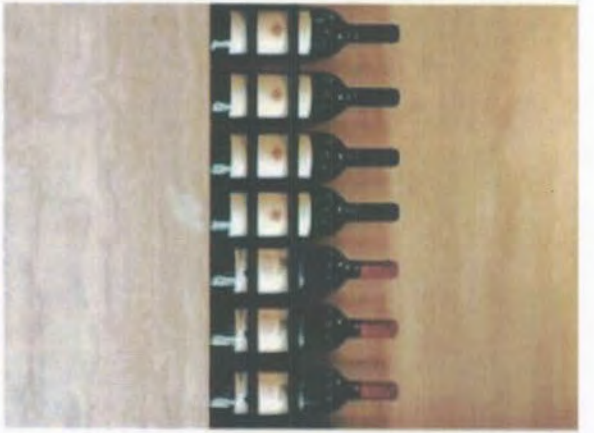
Fresh homemade ice cream and milk blended to perfection

CHOCOLATE | VANILLA | STRAWBERRY



Concept Inspiration & Mood Board





Color

Red

The primary red was chosen for 2 reasons. First, the long history of the color red and it's association with the burger restaurant. Second, being a primary color, it helps in support of the idea of "basic fundamentals" which the greater brand motif is based on.



Black & White

We wanted a strong base color that would be easily reproducible and support the clean, contemporary nature of the brand. Black acts as the perfect base color for the brand and keeps the brand from becoming overly playful.



Cream

Lastly, we implemented cream as a background color. We did this to help the brand add warmth and not become too sterile. Adding this subtle color creates a more human feel and ensures the brand doesn't feel too "fast food."



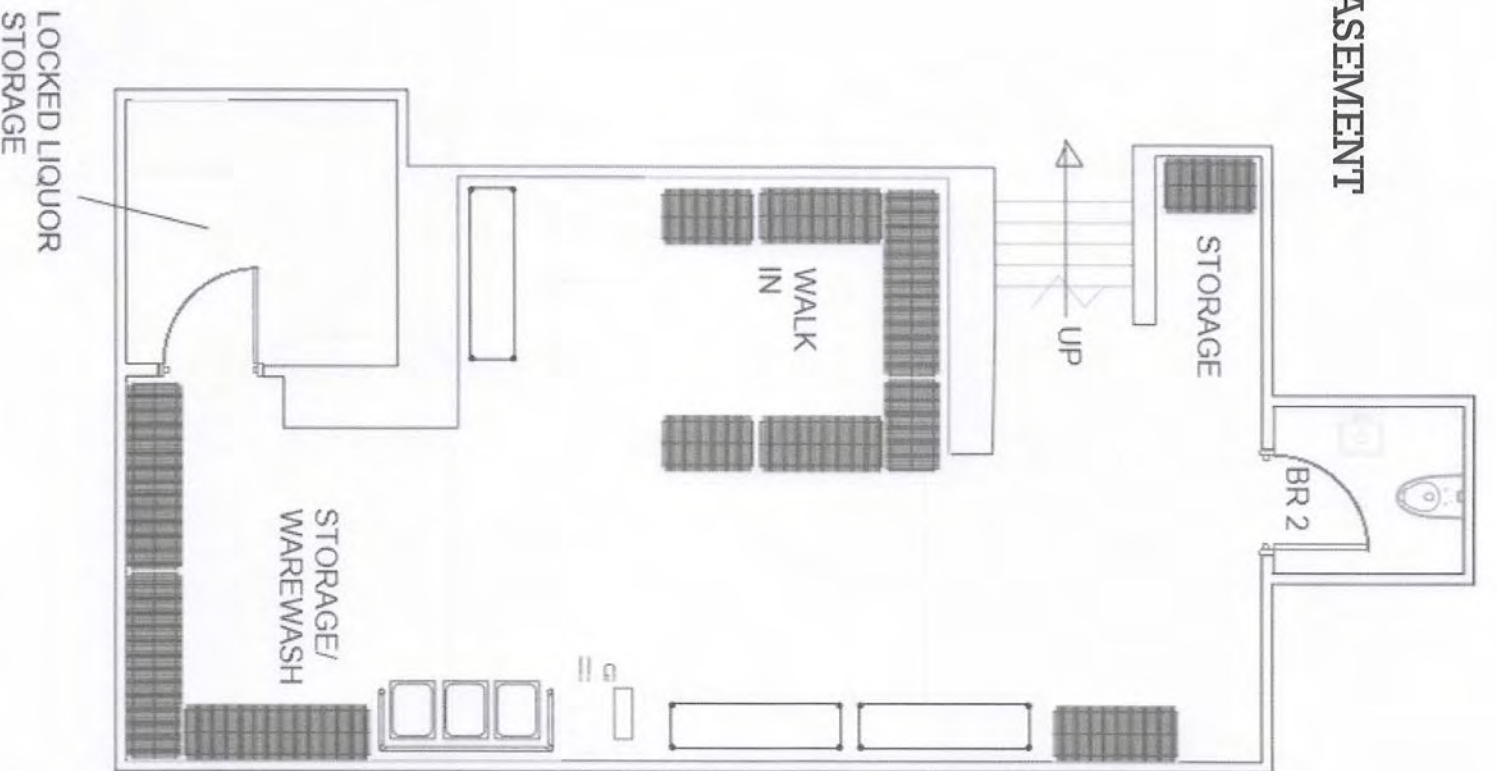
RESTAURANT FLOOR PLAN: LEVEL 1



Eating and Drinking
Establishment

Dining: 66 Seats
Bar: 6 Seats

RESTAURANT FLOOR PLAN: BASEMENT



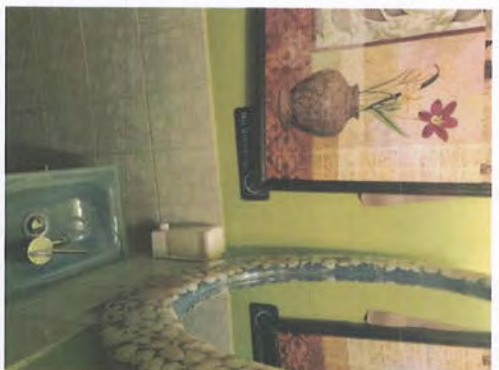
INTERIOR VIEWS



KITCHEN VIEWS



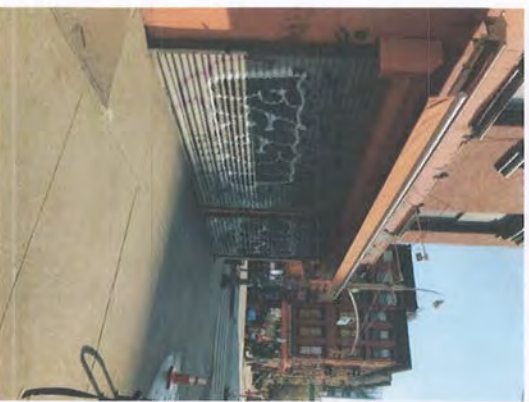
BR 1



BR 2



EXTERIOR VIEWS



Proximity Report for Location:

March 21, 2017

99 1 Ave, New York, NY, 10003

* 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
FUNG SING INC	138 1ST AVENUE	510 ft
S & P LIQUOR & WINE CORP	89 2ND AVE	755 ft
JCCSM INC	45 1ST AVE	815 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	840 ft
WINESHOP LLC	438 A E 9TH ST	935 ft
NIZGA CORP	58 AVENUE A	955 ft
MRN LIQUOR INC	16 SAINT MARKS PL	1155 ft

Churches within 500 Feet

Name	Approx. Distance
Community Synagogue Max D Raishkin Center	355 ft
Saint Mark's Evangelical Lutheran Church	355 ft

Schools within 500 Feet

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

Name	Address	Approx. Distance
FTCCM LLC	103 1ST AVE	55 ft
ANGIE CORP	99 1ST AVENUE	60 ft
SADA TWO LLC	105 1ST AVE	80 ft
JUSTIFIED LLC	102 1ST AVENUE	85 ft
MOLINERO LLC	107 1ST AVE	95 ft
MARRY THE KETCHUP INC	95 1ST AVE	105 ft
HOUSE OF HEALTH HEALING AND HAPPINESS INC, THE	405 E 6TH ST	120 ft
INSIANG LLC	111 1ST AVE	135 ft
W C O U RADIO INC	115 1ST AVENUE	210 ft
81 EAST 7TH PASTRY SHOP CORP	81 EAST 7TH STREET	235 ft
BLUE & GOLD BAR INC	79 E 7TH STREET	250 ft
GETURDUN EZ LLC	120 1/2 1ST AVENUE	255 ft
YORI NYC CORP	119 1ST AVE	275 ft
FELLOW TRAVELERS LTD	83 1ST AVENUE	295 ft
TOMKIN SQUARE KIDS INC	73 75 E 7TH STREET	295 ft

Name	Address	Approx. Distance
EDWIN & NEAL'S LLC	345 E 6TH ST	350 ft
FIGARO VILLAGGIO INC	344 E 6TH ST	350 ft
CHERRY TAVERN INC	441 E 6TH STREET	360 ft
PARMYS KABOB AND GRILL INC	125 127 1ST AVE	360 ft
EAST 6TH STREET RESTAURANT GROUP LLC	342 E 6TH ST	365 ft
C & V 77 ENTERPRISES LLC	1475 77 1ST AVENUE	365 ft
1465 CDM INCORPORATED	126 1ST AVENUE	375 ft
ST MARKS ENTERPRISES INC	132 1ST AVENUE	425 ft
SCHEIB S PLACE INC	80 ST MARKS PLACE	435 ft
LITTLE REBEL INC	134 1ST AVE	455 ft
75 ST MARKS PLACE LLC	75 ST MARKS PL	465 ft
BARMAR LLC	77 ST MARKS PLACE	480 ft
KINGFISH GROUP LLC	308 E 6TH ST STORE #2	505 ft
LITTLE HANDS PLAYCAFE INC	433 E 6TH ST	510 ft
TAQUERIA SAINT MARKS PLACE INC	79 SAINT MARKS PL	520 ft
CULLEN RESTAURANT INC	118 ST MARKS PLACE	520 ft
CRIF DOGS ENTERPRISES INC	113 ST MARKS PLACE	535 ft
CHEAPSHOTS INC	140 1ST AVENUE	545 ft
BUA NEW YORK LLC	122 SAINT MARKS PLACE	550 ft
FENIX REST INC	1061 63 1ST AVENUE	555 ft
NEW STATFORD RESTAURANT INC	121 ST MARKS PLACE	560 ft
SADA THREE LLC	132 ST MARKS PL	565 ft
BRICKLANE CURRY HOUSE INC	306 308 E 6TH ST	610 ft
M & R MEDITERRANEAN CORP	304 E 6TH STREET	640 ft
88 2ND AVE FOOD CORP	88 2ND AVE	655 ft
LOCAL 92 INC	92 2ND AVE NORTH STORE	660 ft
HAVELI RESTAURANT INC	100 2ND AVENUE	675 ft
POINT JUDITH LLC	96 2ND AVENUE	690 ft
TDDG INC	126 ST MARKS PL	690 ft
MSD ENTERPRISES INC	118 2ND AVENUE	700 ft
DAK 92 SECOND AVE CORP	92 2ND AVENUE	705 ft
48 E SEVENTH STREET ASSOCIATES INC	48 E 7TH STREET	725 ft
KITCHEN TABLE INC	88B 2ND AVE	730 ft
J & J INTERNATIONAL NEW YORK INC	51 1ST AVENUE	735 ft
IMMIGRANT WINE BAR LLC, THE	341 E 9TH ST	745 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
MOLINERO LLC	107 1ST AVE	95 ft
RIVKA INC	101 ST MARKS PLACE	505 ft
FUN HAT LLC	308 E 6TH ST	510 ft
MONOMONO INC	116 E 4TH ST	625 ft
143 RESTAURANT CORP	143 1ST AVENUE	650 ft
TKRC 5 LLC	128 2ND AVE	740 ft
SONS OF BROOKLYN LLC	424 E 9TH ST	745 ft