



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: 06/26/2017

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: Previously licensed (OP) until June 15, 2017

If alteration, describe nature of alteration: _____

Previous or current use of the location: Bar

Corporation and trade name of current license: Bon, LLC d/b/a La Baron

APPLICANT:

Premise address: 32 Mulberry Street

Cross streets: Mosco & Bayard Streets

Name of applicant and all principals: MJK Foods, LLC

Principals: Kenneth Cohen, Kazuo Yoshida, Lucas A. Cohen, Max Levai, Jake Smith

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: Residential, 5 story

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? TBD (No C/O yet)

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 10:00am - 2:00am (Sunday - Wednesday); 10:00am - 3:00am (Thursday - Saturday)

Number of tables? 40* *Cellar: 22 Ground Floor: 18 Total number of seats? 104** **Cellar: 44 seats and 6 bar stools; Ground floor: 36 seats and 6 bar stools Mezzanine: 12 seats

How many stand-up bars/ bar seats are located on the premise? 2 stand-up, 12 bar stools

(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): Ground, Rectangle, 12'11"x 5'9"; Cellar, Rectangle, 20'4"x 5'11"

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 Japanese small plates, sushi and sushi Omakase

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 or both.

How many employees will there be? Approximately 14

Do you have or plan to install French doors accordion doors or windows? No.

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: Multiple small speakers (eight in total) spread over three floors*

*The equipment will be Sonos speakers, which are primarily used in homes, but are being used here because the intention is for low-level ambient background music which will not rise to the levels emitted by commercial sound systems.

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 attached plans.

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

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

Please see attached plans.

Do you have sound proofing installed? Yes No

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

Restaurant currently has sound-proofing throughout, additional fabric sound-proofing will be added to the ceiling for additional noise reduction.

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: N/A

Address: N/A Community Board # N/A

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. See attached

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? ¹ _____

How many On-Premise (OP) liquor licenses are within 500 feet? ⁵ _____

Is premise within 200 feet of any school or place of worship? Yes No Not on the same street or avenue

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 ⁰ _____ DJs/ promoted events per _____, more than ⁴⁰ private parties per ^{year} _____
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.

347-994-0154

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment?

Vehicular Traffic

Guests Via Car Service & Taxi: Our website, voice-mail and staff will provide instructions to our guests to get dropped off on the corner of Worth & Mulberry Streets and walk the 200 feet to our door thereby minimizing traffic through Chinatown. Patrons will be instructed to “Use 189 Worth Street on your smartphone.” In addition to being respectful of our neighbors and Chinatown in general, it is good for our diners, the drivers, and the environment to maintain an uncongested environment.

Guests who drive themselves: We have reached out to the parking garage on the south side of Worth Street, across from Mulberry Street, to make arrangements for that garage to be our recommended garage. Again, we have chosen this particular garage in an attempt to direct any vehicular traffic by our diners to the most convenient and respectful approach to our restaurant.

Crowds on Sidewalk

In the event our restaurant becomes popular to the point that we have a wait for tables, we will take mobile phone numbers and guide diners to our lower level-We will then text them when their table is ready.

To avoid our customers waiting on the sidewalk while they wait to be picked up, we have installed cell phone boosters to provide good reception so they can make their transportation arrangements from inside.

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

Inside

What goes on inside our walls will set the tone and volume for our diners. People will come to our restaurant to enjoy great food, conversation, and an intimate dining experience, while enjoying the design of our facility as well as the artistic gems provided by our partner in the art world. The space has soundproofing installed throughout. Also, we have added fabric on the ceilings to eliminate the irritating “din” heard in many restaurants, which will control the interior sound to create a relaxing environment.

Outside

Our front door will be kept closed (we have no windows) and the closest speaker to the front door is approximately 30’ feet away, facing in the opposite direction. Our hope is that our efforts to manage vehicular traffic and any crowds on the sidewalk are successful in minimizing the audible

impact on our neighbors. We will also respond promptly to any contact by our neighbors about any noise associated with our restaurant.

We would encourage our neighbors to let us know of noise concerns immediately so that we can address any issues. We will provide a special telephone number and email address to neighbors to readily advise us of this issue or any issues that may arise.

Has any principal had work experience similar to the proposed business?

Kazuo Yoshida. Born in 1969 in Nagasaki Japan, Yoshida was recently called the “Albert Durer of sushi” by eponymous food critic Peter Wells. Since 1992, Kazuo has worked at several of New York’s top Japanese restaurants. With more than 15 years of New York restaurant experience, Yoshida is a known entity to the New York food world. This will be the chef’s first and much-anticipated foray into creating his own restaurant. Yoshida will serve the 12 seat omakase bar, and oversee a second sushi chef at the sushi bar and our isakaya chef in the ground floor kitchen, both of whom worked with Kazuo at his prior location.

Articles about Yoshida

<http://www.miaminewtimes.com/restaurants/myumi-in-wynwood-an-omakase-slinging-food-truck-with-the-freshest-catch-in-town-7627953>

<https://www.nytimes.com/interactive/2017/03/21/dining/best-sushi-nyc.html?mcubz=2>

ATTENTION RESIDENTS & NEIGHBORS

MJK Foods, LLC - QUESTIONS?: 347-994-0154

Company/DBA Name and Contact Number for Questions

Plans to open a

Restaurant

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

32 Mulberry Street, New York, New York 10013

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, July 17, 2017 at 6:30pm

Public Hotel

215 Chrystie Street (btwn Houston & Stanton Sts)

Date/Time/Location

Lucas Cohen (347)994-0154

Applicant Contact Information

At COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

info@cb3manhattan.org - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS
第 3 社區居民 請注意

MJK Foods, LLC - QUESTIONS?: 347-994-0154

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)

Restaurant

(請選擇/please choose) 酒吧(Bar)/餐館 (Restaurant)
戶外咖啡 (Sidewalk Café) or 或者
後院花園咖啡(Backyard Use)

32 Mulberry Street, New York, New York 10013

Address/生意地址

seeking a license to serve(以上的店主想要請以下相關酒牌照)

Beer/Wine & Liquor

(請選擇/please choose) 啤酒和酒牌照(Beer & Wine) or/或者
啤酒牌照 (Beer) or/或者
酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議.

(CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday, July 17, 2017 at 6:30pm

Public Hotel

215 Chrystie Street (btwn Houston & Stanton Sts)

時間 (Time) 和地點 (Location)

info@cb3manhattan.org - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS

第 3 社區居民 請注意

MJK Foods, LLC (MJK食品有限責任公司- QUESTIONS? (?(如有問題)) :
347-994-0154

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)

Restaurant (餐館)

(請選擇/please choose) 酒吧(Bar)/餐館 (Restaurant)
戶外咖啡 (Sidewalk Café) or 或者
後院花園咖啡(Backyard Use)

32 Mulberry Street, New York, New York 10013 (32 茂比利街, 紐約市, 紐約州 10013)

Address/生意地址

seeking a license to serve(以上的店主想要請以下相關酒牌照)

Beer/Wine & Liquor (啤酒/紅酒和烈酒)

(請選擇/please choose) 啤酒和酒牌照(Beer & Wine) or/或者
啤酒牌照 (Beer) or/或者
酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議。

(CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday, July 17, 2017 at 6:30pm

星期一, 七月17號, 2017年, 晚上6點30分

Public Hotel (Public 酒店)

215 Chrystie Street (btwn Houston & Stanton Sts)

215 Chrysite 街 (與Houston街和Stanton街交界處)

時間 (Time) 和地點 (Location)

info@cb3manhattan.org - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

MJK Foods, LLC - QUESTIONS?: 347-994-0154

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Restaurant

(Please choose) Bar/Restaurant
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante
un café de acera o un patio de atrás

32 Mulberry Street, New York, New York 10019

address

dirección

Seeking a license to serve

**En búsqueda de una
licencia para servir:**

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

**Public meeting
for comments**

**Reunión público
para comentarios**

Monday, July 17, 2017 at 6:30pm

Public Hotel

215 Chrystie Street (btwn Houston & Stanton Sts)

At COMMUNITY BOARD 3

SLA & DCA Licensing

Committee Meeting

En la JUNTA COMUNITARIA 3

**La reunión del Comité
de Licencias del SLA y del DCA**

info@cb3manhattan.org - www.cb3manhattan.org

Petition to Support Proposed Liquor License

Date: 6/23/2017

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) Beer/Wine & Liquor

to the following applicant/establishment (company and/or trade name) MJK Foods, LLC

Address of premises: 32 Mulberry Street, New York, New York 10013

This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:

Sunday > Wednesday 10am until 2am, Thursday, Friday & Saturday 10am until 3am

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address and Apt # (required)

32 Mulberry Street, NY NY 10013

Menu

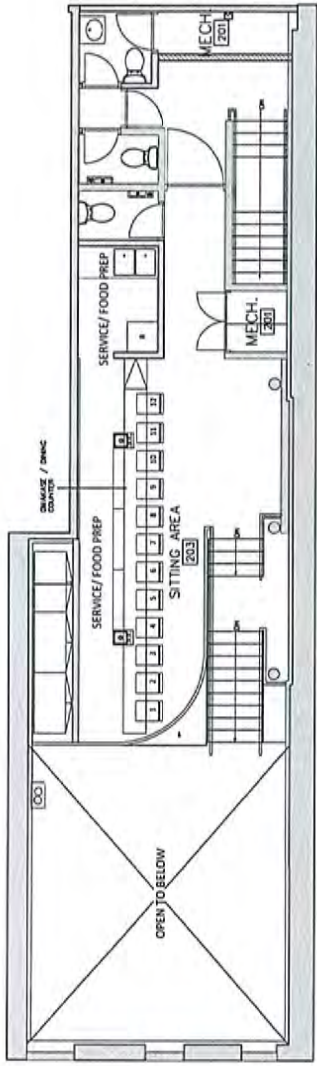
Omakase \$85
Omakase \$120

Edamame
Pickle Salad
Green Salad
Oshitashi with Tofu
Shishito Pepper
Miso Soup
Fried Tofu
Uni with Tofu
Japanese Omelette

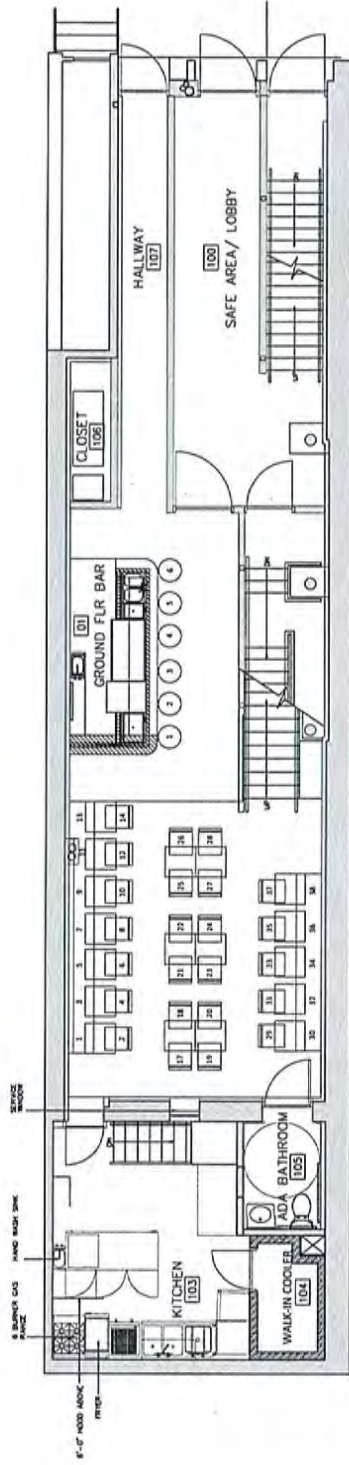
Sunomono (Seasonal Seafood in Vinegar)

Fluke Soumen
Grilled Salmon
Yellowtail with Daikon
Crispy Jumbo Shrimp
Shrimp Dumpling
Grilled Spicy Cod Roe
Seafood Okonomiyaki

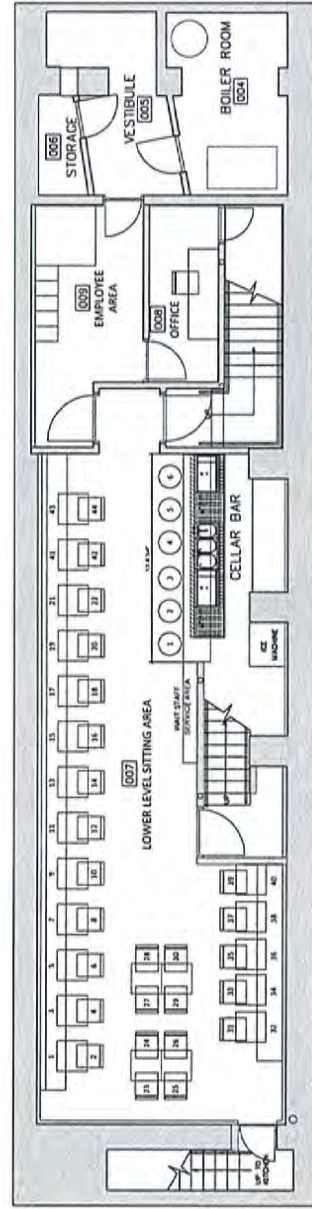
Japanese Fried Chicken
Chicken with Sesame Sauce
Light Seared Beef Tataki
Deep Fried Pork with Panko
Ochazuke
Seafood Rice Ball



03 MEZZANINE FLOOR PLAN
SCALE: NTS



02 GROUND FLOOR PLAN
SCALE: NTS



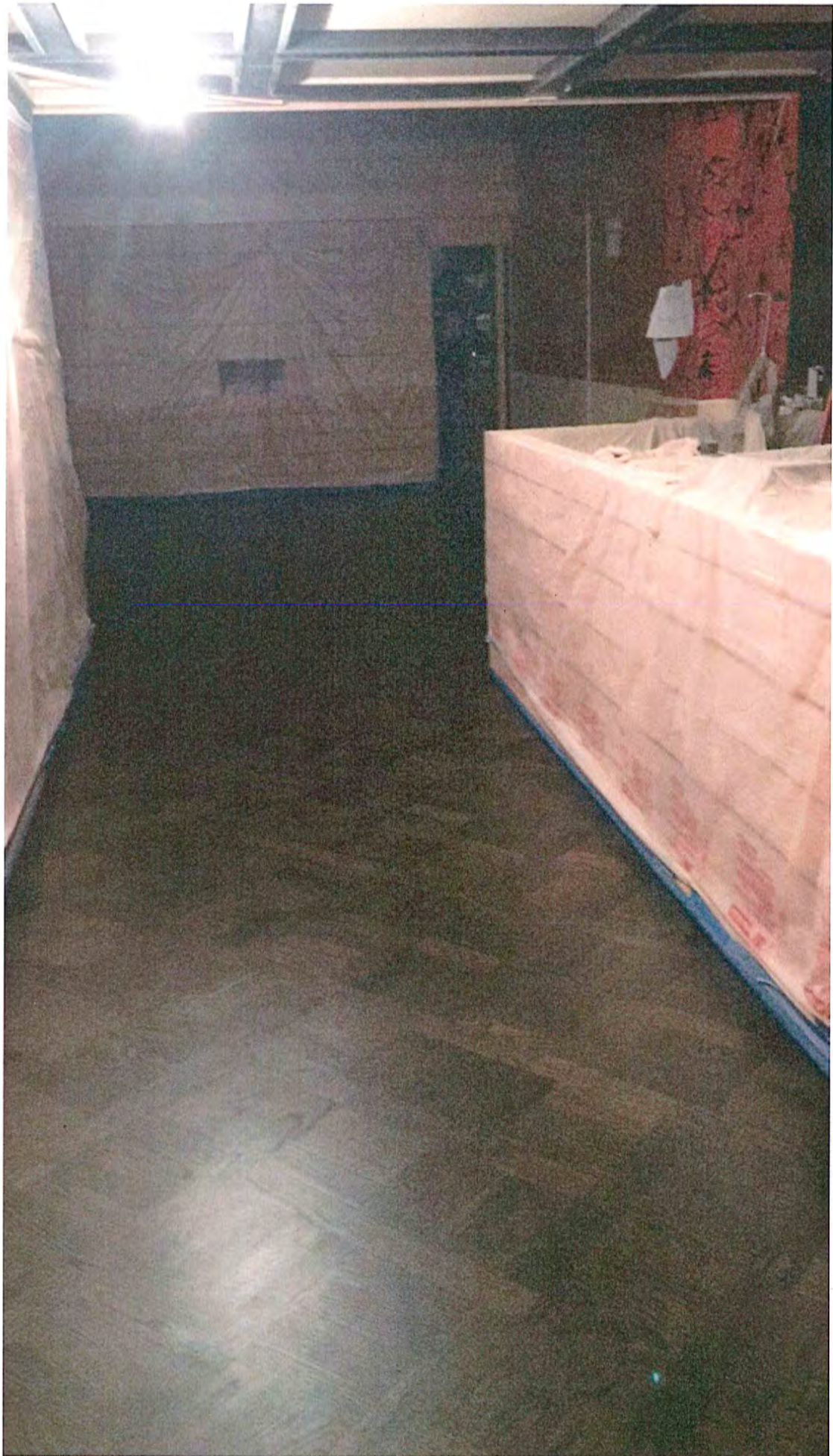
01 LOWER LEVEL PLAN
SCALE: NTS

32 MULBERRY STREET
MJK FOODS, LLC

05.22.2017
NTS
A-01



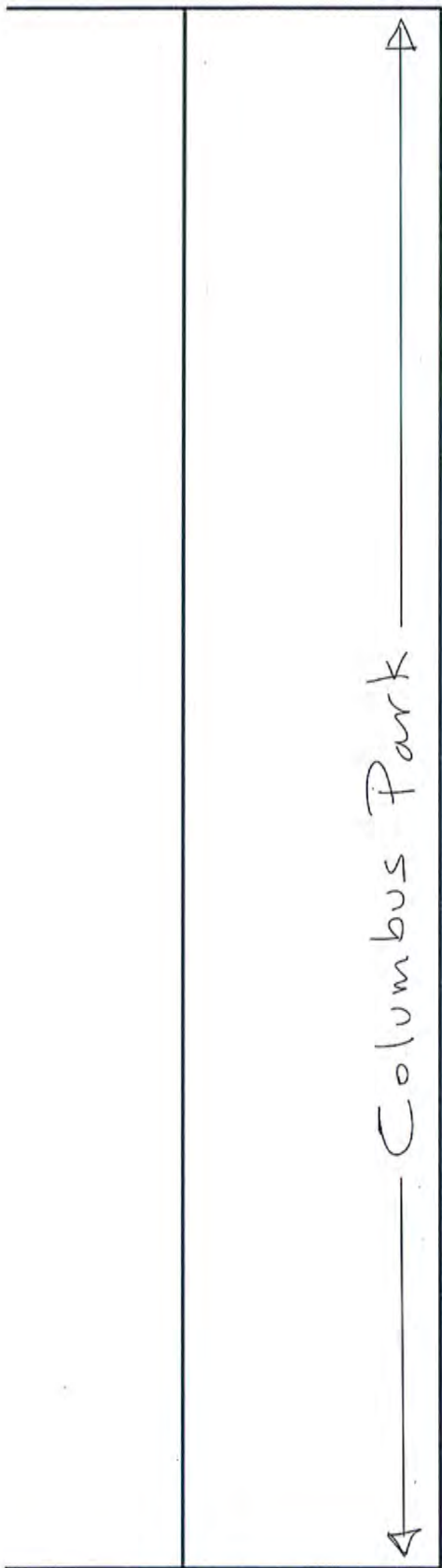








BLOCK PLOT
 32 Mulberry Street
 New York, NY
 August 15, 2016
 NOT TO SCALE



Bayard Street

Shangai Cuisine 89-91 Bayard St.
Residential
Parking Garage
Fast Food
Residential
Vacant
Commercial
Residential
Residential
Vacant
Vacant
Hotel
Florist
Residential
Fast Food
Cleaners
Residential
Mama (Food only)
Funeral Supplies
Residential
Fast Food
Residential
Asia Roma 40 Mulberry St.
Funeral Home
APPLICANT
Residential
Sam's Deli

Mosco Street

Funeral Home
Residential
Florist
Residential
Funeral Home
True Light Lutheran Church 195 Worth Street

Worth Street

Re: 32 Mulberry Street

1. Pulqueria - 11-13 Doyers Street - (388')
2. Apothéke - 9 Doyers Street - (399')
3. Asia Roma - 40 Mulberry Street - (78')
4. Shanghai Cuisine - 89-91 Bayard Street - (450')
5. Cha Cha Tang - 45 Mott Street - (312')

Schools & Churches

1. The First Chinese Baptist Church - 21 Pell Street - (382')
2. True Light Lutheran Church - 195 Worth Street - (207')
3. Transfiguration Roman Catholic Church - 29 Mott Street - (178')
4. Transfiguration Roman Catholic School - 29 Mott Street - (179')