



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](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: 12/27/17

**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: N/A

Previous or current use of the location: TAQUITORIA

Corporation and trade name of current license: ROLLED TACO LLC

**APPLICANT:**

Premise address: 168 LUDLOW STREET, NEW YORK, NY 10002

Cross streets: BTWN STANTON STREET & E HOUSTON STREET

Name of applicant and all principals: HIEB CORP. HILARIO GARCIA & EVELYN GARCIA

Trade name (DBA): LA MARGARITA

**PREMISE:**

Type of building and number of floors: MIXED USE, 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: N/A

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? 30

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):

C4-4A

**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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) SUN-MON 10AM-12AM , TUES-WED 10AM-3AM , THU-SAT 10AM-4AM

Number of tables? 6 Total number of seats? 16

How many stand-up bars/ bar seats are located on the premise? 0

(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): N/A

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

ITALIAN CUISINE

What are the hours kitchen will be open? SUN-MON: 10AM-12AM, TUES-WED: 10AM-3AM, THU-SAT: 10AM-4AM

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

How many employees will there be? FIVE (5)

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 N/A

What will be the music volume?  Background (quiet)  Entertainment level

Please describe your sound system: SMALL SPEAKER STEREO

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.")

**Customers can wait inside premise and there is public parking in the area.**

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. **Doors will remain closed at all times and we will monitor the front of the establishment in order to avoid patrons from standing in front of premise.**

Do you have sound proofing installed?  Yes  No

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

**APPLICANT HISTORY:**

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

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

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business LA MARGARITA. PIZZERIA. 151 LUDLOW STREET, NEW YORK, NY 10002

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?       \_\_\_\_\_

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

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

**COMMUNITY OUTREACH:**

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

***We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.***

1.  I will operate a full-service restaurant, specifically a (type of restaurant) \_\_\_\_\_, with a kitchen open and serving food during all hours of operation OR  I have less than full-service kitchen but will serve food all hours of operation.
2.  I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances.
3.  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 \_\_\_\_\_.
4.  I will play ambient recorded background music only.
5.  I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
6.  I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7.  I will not participate in pub crawls or have party buses come to my establishment.
8.  I will not have a happy hour or drink specials with or without time restrictions OR  I will have happy hour and it will end by \_\_\_\_\_.
9.  I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10.  Residents may contact the manager/owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

# HIEB PROXIMITY MAP

## Legend

**LEGEND**

**On-Premise Licenses**

- On Premises Liquor
- ▲ On Premises Wine and Beer
- On Premises Beer

**Off-Premise Licenses**

- Off Premises Liquor
- ▲ Off Premises Wine
- Off Premises Beer

**Wholesale Licenses**

- Wholesale

**Pending Licenses**

- Pending

**All Licenses**

- On Premises Liquor
- ▲ On Premises Wine and Beer
- On Premises Beer
- Off Premises Liquor
- ▲ Off Premises Wine
- Off Premises Beer
- Wholesale
- Pending

**Churches**

- ◆ Churches

**Schools**

- ▲ Schools

**Zones**

- Zones

**Community\_Boards**

- Community\_Boards

**Police\_Precincts**

- Police\_Precincts

**Counties**

- Counties



Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.

# Proximity Report for Location:

December 28, 2017

168 Ludlow 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
FLYNN MCCLURE INC	100 STANTON ST	260 ft
SALGIRAH CORP	141 ESSEX ST	425 ft
EAST HOUSTON STREET WINE & LIQUOR INC	250 E HOUSTON ST	625 ft
TURTLE DOVE LLC	28 30 CLINTON ST	955 ft
JCCSM INC	45 1ST AVE	1140 ft
DISCOVERY WINES LLC	16 AVE B	1140 ft
EAST VILLAGE WINE & LIQUORS INC	80-82 CLINTON ST	1165 ft

## Churches within 500 Feet

Name	Approx. Distance
Saint Nicholas Roman Catholic Church	500 ft

## Schools within 500 Feet

Name	Address	Approx. Distance
PS 20 ANNA SILVER SCHOOL	166 ESSEX ST	305 ft

## On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
JERSEY BOYS LLC	173 LUDLOW ST	65 ft
TWO ALMONTES CORP	108 STANTON ST	70 ft
161 LUDLOW FOOD LLC	161 LUDLOW ST	90 ft
158 LUDLOW REST LLC	158 LUDLOW STREET	105 ft
SWEET CHICK LES LLC	178 LUDLOW ST	130 ft
180 ORCHARD OWNER LLC, IHG MGMT MARYLAND LLC & GG	171 LUDLOW ST	135 ft
SAKAMAI LLC	157 LUDLOW ST	135 ft
OSTERIA GRANO LLC	175 LUDLOW ST	175 ft
STANTON SURF CLUB LLC	99 STANTON ST	190 ft
LUDLOW HOTEL OPERATING LLC & LUDLOW HOTEL FOOD	180 184 LUDLOW ST	195 ft
OWLINGS INC	152 LUDLOW STREET	200 ft
95 STANTON STREET REST INC	95 STANTON ST	205 ft
BARRAZA FOODS INC	198B ORCHARD STREET	230 ft
ORCHID STREET ENTERPRISES LLC	174 ORCHARD STREET	240 ft

Name	Address	Approx. Distance
168 ORCHARD ST PARTNERS	168 170 ORCHARD ST	250 ft
GEORGIAS EASTSIDE BBQ INC	192 ORCHARD ST	270 ft
ORCHARD STREET RESTAURANT LLC	187 ORCHARD STREET	270 ft
A CASA FOODS LLC	173 ORCHARD ST	280 ft
WASSAIL LLC	162 ORCHARD ST	295 ft
SOUTH CENTRAL RESTAURANT LLC	151 ESSEX ST	300 ft
THE MEATBALL SHOP	84 STANTON ST	310 ft
GHVILLE INC	167 ORCHARD ST 2ND & 3RD FL	310 ft
JETHOU LLC	167 ORCHARD ST	330 ft
KATZ DELICATESSEN OF HOUSTON STREET INC	205 E HOUSTON ST	340 ft
EPSTEINS BAR LLC	82 STANTON ST	365 ft
S W MONTE INC	217 E HOUSTON ST	375 ft
ESX GROUP INC	225 E HOUSTON ST	385 ft
GUAPO BODEGA LLC	146 ESSEX STREET	385 ft
FOUNDATION LOUNGE CORP	137 ESSEX ST	410 ft
PUB 138 INC	138 LUDLOW STREET	430 ft
BRACKLUINN REST INC	137 LUDLOW STREET	440 ft
ALLEN OPERATING COMPANY LLC & ORCHARD ST REST LLC	190 ALLEN STREET	440 ft
KENROCK ENTERPRISES LLC	192 ALLEN ST	480 ft
ROCKWOOD MUSIC CORP	194 ALLEN ST STORE B5, B6	500 ft
SERAFINA LUDLOW CORP	98 RIVINGTON ST	515 ft
KELTIC LOUNGE INC	132 LUDLOW ST	525 ft
DOWNTOWN DINING LLC	5 AVENUE A	525 ft
ROCKWOOD ENTERTAINMENT INC	196 ALLEN ST B4	530 ft
CRAWFORD FLICK INC	7 AVENUE A	530 ft
133 ESSEX RESTAURANT LLC	133 ESSEX ST	535 ft
CAMILLE PRODUCTIONS LLC	110 RIVINGTON STREET	535 ft
NYCJB S LLC	112 RIVINGTON STREET	545 ft
DOWNTOWN LLC THE	107 RIVINGTON ST	545 ft
JJD GROUP LLC	9 AVE A	550 ft
ALEGRE ORCHARD LLC	146 ORCHARD ST	555 ft
DISH 165 INC	165 ALLEN STREET	555 ft
ADARP INC	244 E HOUSTON ST	560 ft
LA PALA LLC	184 198 ALLEN ST	560 ft
PENNSYLVANIA JAYCOX INC	118 RIVINGTON STREET	570 ft
STEPS LLC	163 ALLEN STREET	570 ft
MUNDO NEW YORK INC	205 ALLEN ST AKA 159 E HOUSTON	575 ft
EHD RESTAURANT II LLC	120 RIVINGTON ST	585 ft
JMDR 127 LUDLOW LLC	127 LUDLOW ST	590 ft
A & P RESTAURANT CORP	245 E HOUSTON ST	590 ft
REBEL ALLEN LLC	163 ALLEN ST	590 ft
MFM BRANDY LLC	157 ALLEN ST	605 ft
122-124 RIVINGTON CORP	122-124 RIVINGTON ST.	610 ft
SAUCE MANAGEMENT LLC	78 84 RIVINGTON ST	615 ft
NYLA CAFE LLC	126 LUDLOW ST	615 ft
DIDDLER DOYLE CORP	12 AVENUE A	620 ft

Name	Address	Approx. Distance
RIVINGTON CAFE CORP	123 RIVINGTON STREET	630 ft
DOUBLE DOWN NYC LLC	14 AVENUE A	650 ft
A HALIBUT INC	138 ORCHARD ST	675 ft
CANAS RESTAURANT INC	23 AVENUE A	685 ft
12 FIRST AVE RESTAURANT CORP	76 E 1ST ST	695 ft
SWAUTO LTD	25 AVENUE A	705 ft
SWOON CORP	121 ESSEX ST	710 ft
ALLYN LLC	16 1ST AVE	715 ft
247 LUV NYC LLC	247 ELDRIDGE ST	715 ft
3B RESTAURANT CORP	217 ELDRIDGE ST	725 ft
JACOB & KELLY INC	235 ELDRIDGE ST	730 ft
PRAGUE LLC	131 RIVINGTON ST	730 ft
159 HUNTINGTON HOLDINGS INC	159 E HOUSTON ST	730 ft
GOLDEN C HOSPITALITY INC	13 1ST AVE	735 ft
REQUISITE BOOTIE INC	14 1ST AVENUE	735 ft
SAFF INC	249 ELDRIDGE STREET	735 ft
PMMR LLC	188 SUFFOLK ST	740 ft
120 ESSEX MARKET LLC	120 ESSEX STREET	745 ft
CALLE CATORCE LLC	157 E HOUSTON ST	745 ft

### **Pending Licenses within 750 Feet**

Name	Address	Approx. Distance
LOCO 111 INC	105 STANTON ST	90 ft
HEATHER JOSEPHINE JANSEN	164 ORCHARD ST	305 ft
200 ALLEN RESTAURANT LLC	200 ALLEN ST	465 ft
HARVEST OF THE SEA LLC	92A RIVINGTON ST	535 ft
TAI THAI THAILAND HOME COOKING INC	78 E 1ST ST	660 ft
ABASTO LES LLC	152 STANTON ST	670 ft
BRIDGE & TUNNEL LLC	66 68 RIVINGTON ST	720 ft

### **Unmapped licenses within zipcode of report location**

Name	Address

# **ATTENTION RESIDENTS & NEIGHBORS**

**HIEB CORP. D/B/A LA MARGARITA (917)-531-9567**

**Company/DBA Name and Contact Number for Questions**

**Plans to open a  
TAVERN (PIZZERIA)**

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

**at the following location  
168 LUDLOW STREET, NEW YORK, NY 10002**

**Building Number and Street Name (Address)**

**This establishment is seeking a license to serve  
BEER & WINE**

**Beer & Wine or Beer/Wine & Liquor**

**There will be an opportunity for public comment on**

**Monday, January 8 at 6:30pm  
Public Hotel, 17th Floor  
215 Chrystie Street (btwn Houston & Stanton Sts)**

**Date/Time/Location**

**EVELYN GARCIA 917-945-0683**

**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

HIEB CORP. D/B/A LA MARGARITA (917)-531-9567

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)

## TAVERN (PIZZERIA)

(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)

168 LUDLOW STREET, NEW YORK, NY 10002

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

(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, January 8 at 6:30pm**

**Public Hotel, 17th Floor**

**215 Chrystie Street (btwn Houston & Stanton Sts)**

時間 (Time) 和地點 (Location)

[info@cb3manhattan.org](mailto:info@cb3manhattan.org) - [www.cb3manhattan.org](http://www.cb3manhattan.org)

# NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

HIEB CORP. D/B/A LA MARGARITA (917)-531-9567

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

**TAVERN (PIZZERIA)**

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

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

168 LUDLOW STREET, NEW YORK, NY 10002

address

dirección

Seeking a license to serve

En búsqueda de una  
licencia para servir:

**BEER & WINE**

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting  
for comments

Reunión público  
para comentarios

Monday, January 8 at 6:30pm

Public Hotel, 17th Floor

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](mailto:info@cb3manhattan.org) - [www.cb3manhattan.org](http://www.cb3manhattan.org)

**Petition to Support Proposed Liquor License**

Date: 12/22/2017

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

to the following applicant/establishment (company and/or trade name) \_\_\_\_\_  
HIEB CORP. D/B/A LA MARGARITA

Address of premises: 168 LUDLOW STREET, NEW YORK, NY 10002

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

The hours of operation will be:  
SUN-MON 10AM-12AM , TUES-WED 10AM-3AM , THU-SAT 10AM-AM

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)