

HELBRAUN || LEVEY

VILLA CEMITA  
50 AVENUE A  
NEW YORK, NY 10009

MANHATTAN COMMUNITY BOARD THREE



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](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: 7/31/2018

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: RESTAURANT WINE (SERIAL 1286446)

If alteration, describe nature of alteration: BAR RELOCATION / CHANGE IN WINDOWS

Previous or current use of the location: (THIS WILL REMAIN THE SAME)

Corporation and trade name of current license: VILLA CEMITA INC (SERIAL 1286446)

**APPLICANT:**

Premise address: 50 AVENUE A

Cross streets: EAST 3 STREET, EAST 4 STREET

Name of applicant and all principals: CUATZO, PEDRO  
ACO, ALEJANDRA

Trade name (DBA): VILLA CEMITA INC

**PREMISE:**

Type of building and number of floors: Mixed Residential and Commercial Buildings - 6 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  
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? <74

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):  
Zoning: R7A Commercial Overlay; C2-5

**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  
N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) TUES-THURS 5P TO 11P. FRI-SAT 11A TO 12A. SUN 11A-10P.

Number of tables? 29 Total number of seats? 62

How many stand-up bars/ bar seats are located on the premise? 1 BAR WITH 11 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): L-SHAPED, 11 SEATS (FRONT LEFT SIDE)

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  
AUTHENTIC PUEBLO MEXICAN CUISINE

What are the hours kitchen will be open? AT ALL HOURS

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

How many employees will there be? 5-10 EMPLOYEES

Do you have or plan to install  French doors  accordion doors or  windows?

Will there be TVs/monitors?  Yes  No (If Yes, how many?) THREE

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 SPEAKERS MOUNTED THROUGHOUT PREMISE (EXISTING)

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? N/A

N/A

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) N/A

NOT NEEDED FOR THIS ESTABLISHMENT (OPERATIONS WILL REMAIN AS EXISTING)

see attached

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

NO CHANGE

**APPLICANT HISTORY:**

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

If yes, please indicate name of establishment: VILLA CEMITA

Address: (APPLICATION HEREIN)

Community Board # 3

Dates of operation: Effective Date: 06/17/2015

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.

N/A

Does any principal have other businesses in this area?  Yes  No. If Yes, please give trade name and describe type of business (SEE ABOVE)

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.

Previously discussed

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? see attached

How many On-Premise (OP) liquor licenses are within 500 feet? see attached

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 close any front or rear facade doors and windows at 10:00 P.M. every night or during any amplified performances, including but not limited to DJs, live music and live nonmusical performances.
2.  I will not have  DJs,  live music,  promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than 1     DJs/ promoted events per     week,  more than 1     private parties per     week.
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 without first obtaining approval from CB 3.
6.  I will not participate in pub crawls or have party buses come to my establishment.
7.  I will not have a happy hour.  I will have happy hour and it will end by 8pm.
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.

# Proximity Report for Location:

July 31, 2018

50 Avenue A, New York, NY, 10009

\* 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.

## Churches within 500 Feet

Name	Approx. Distance
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## Schools within 500 Feet

Name	Address	Approx. Distance
PS 63 WILLIAM MCKINLEY SCHOOL	121 E THIRD ST	400 ft

## On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
MINA LENA INC	37 AVENUE A	275 ft
ROLO REST LLC	32 AVENUE A	280 ft
205 EAST 4TH STREET LLC	205 E 4TH ST	305 ft
511 E 5TH STREET LLC	511 E 5TH ST	355 ft
CORMAR INCORPORATED	507 E 5TH ST	370 ft
THUNDERBOLT CORP	531 E 5TH STREET	425 ft
RAGUBOY CORP	156 EAST 2ND STREET	425 ft
SWAUTO LTD	25 AVENUE A	475 ft
DESMO 916 CORP	545 E 5TH ST AKA 76 AVE B	480 ft
CANAS RESTAURANT INC	23 AVENUE A	490 ft
AVE A KARAOKE CORP	81 AVENUE A	495 ft

# villa

## 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

- 

#### Pending Licenses

- ⊕

#### 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

- ✠

#### Schools

- ⌄

#### Zones

- 

#### Community\_Boards

- 

#### Police\_Precincts

- 

#### Counties

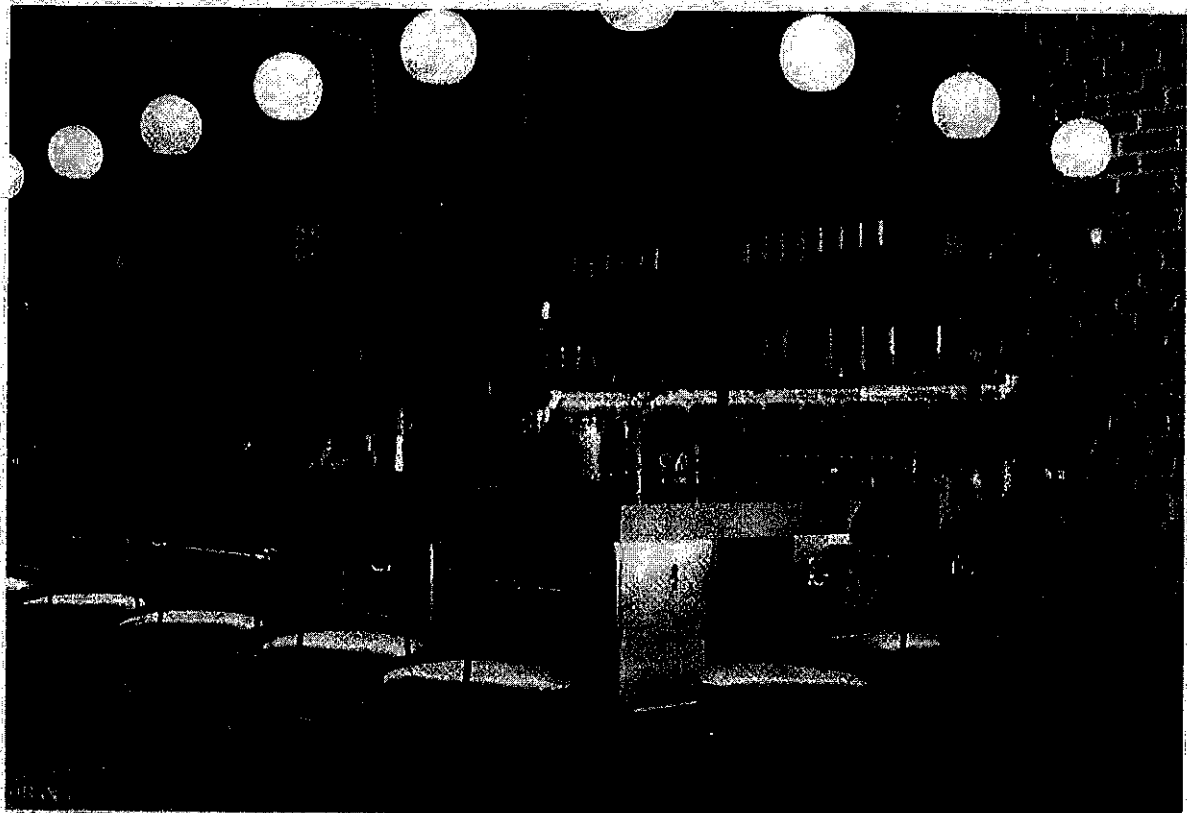
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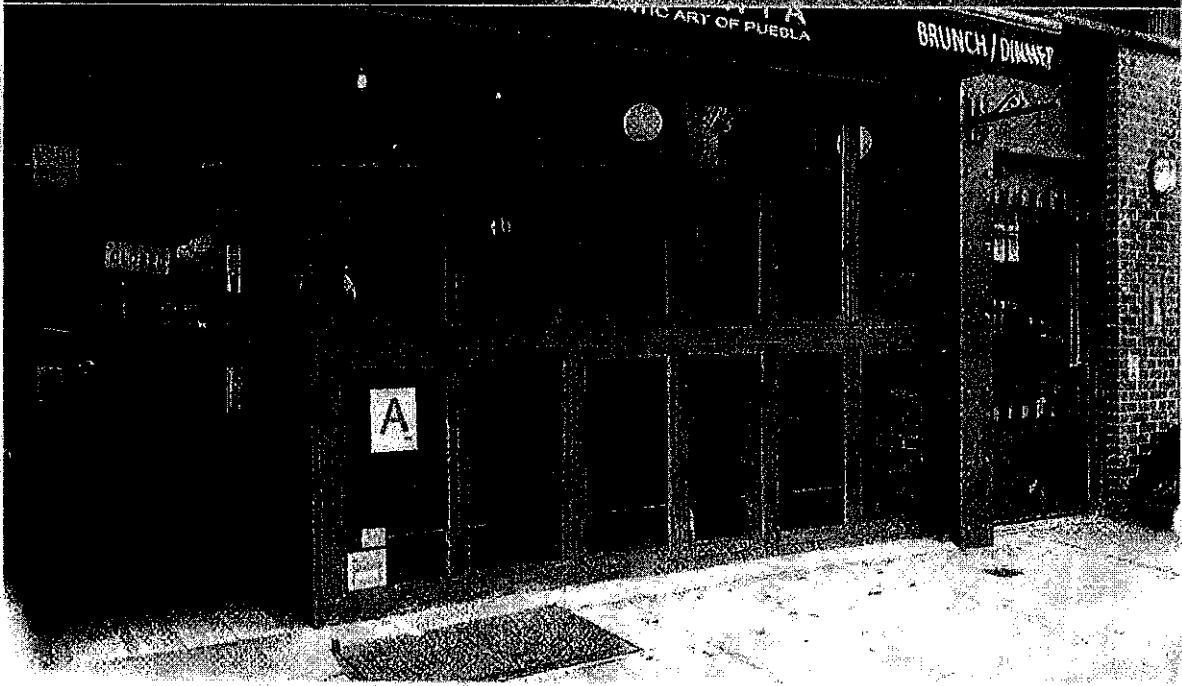


Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.



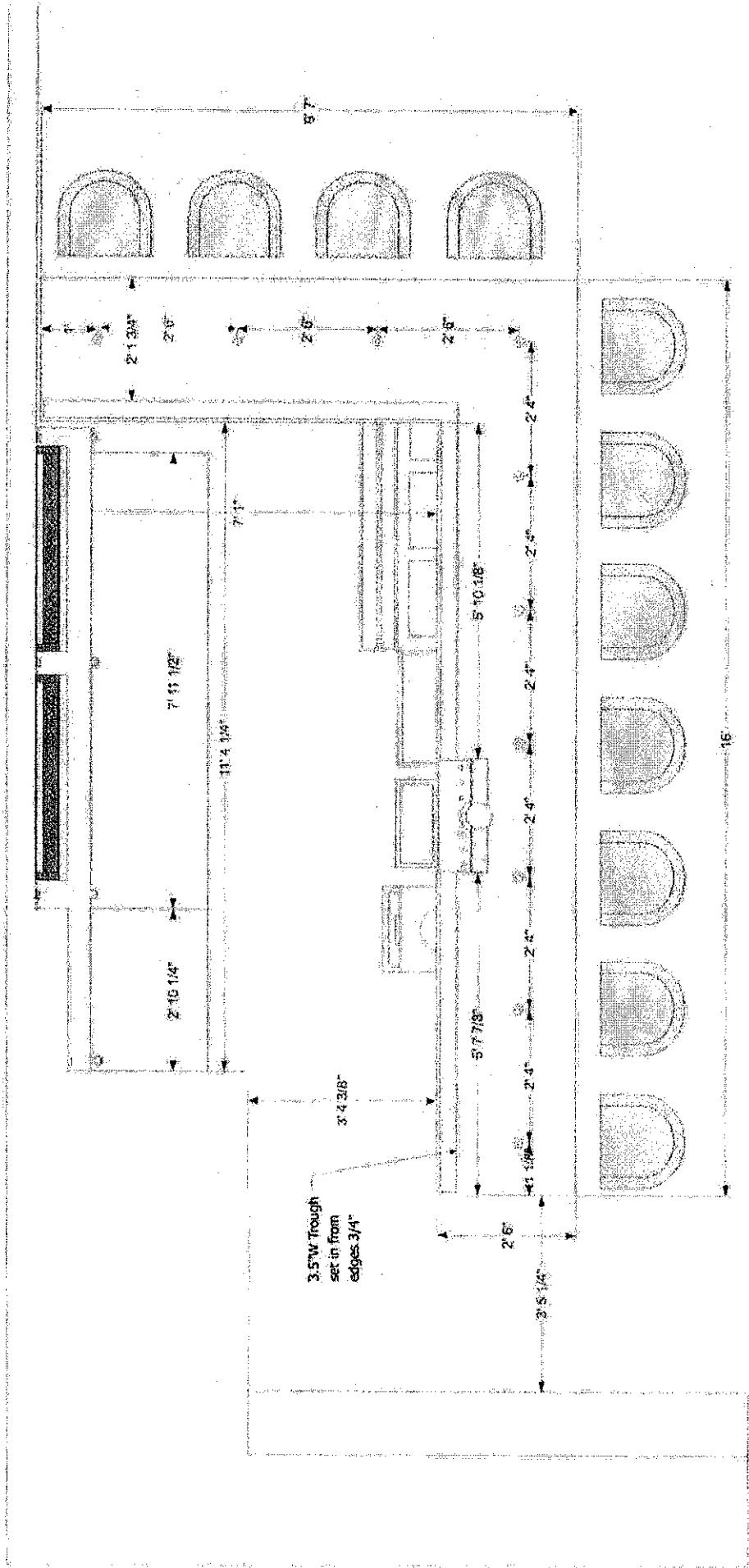






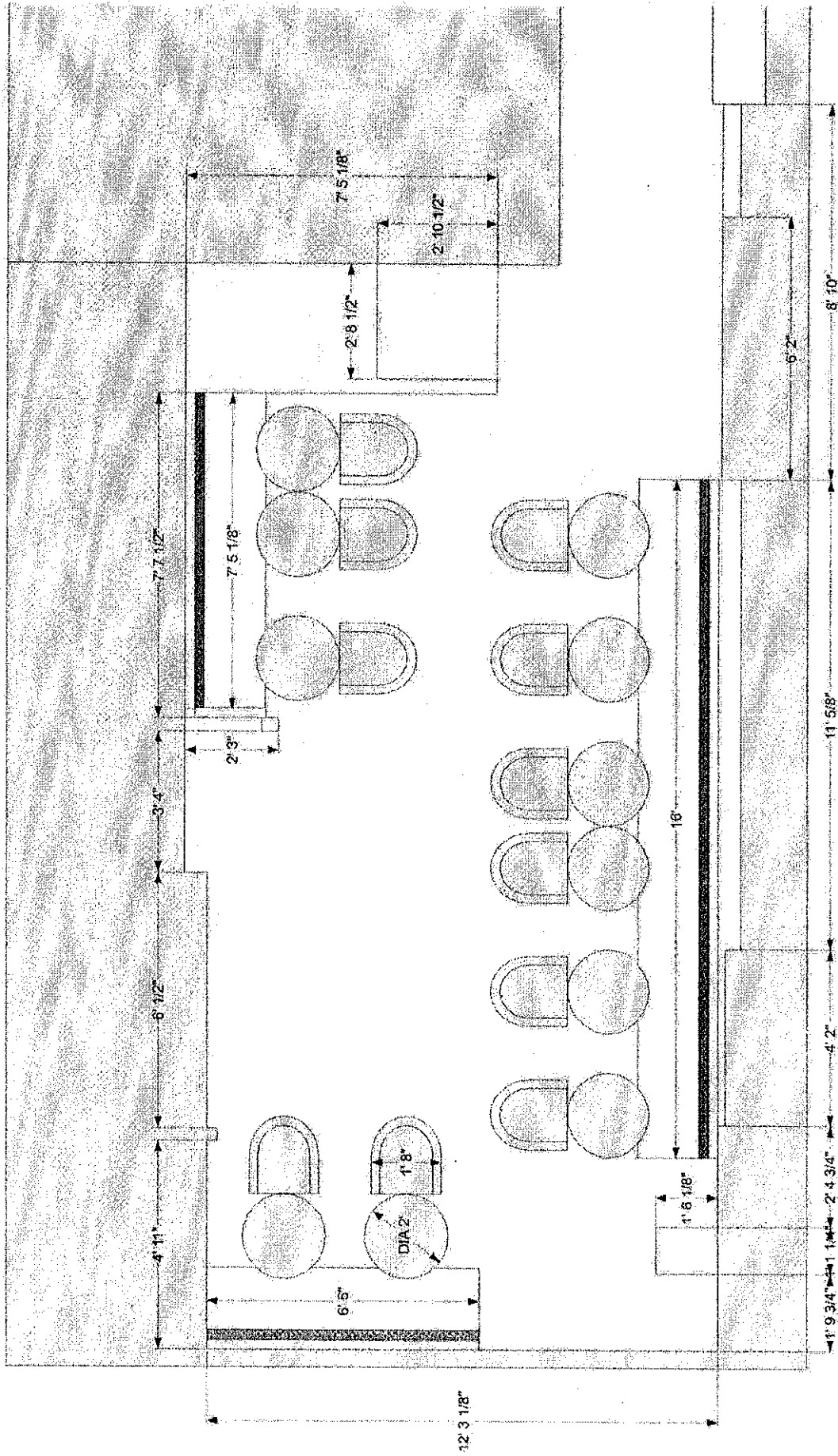


NEW DIAGRAM  
FRONT AREA



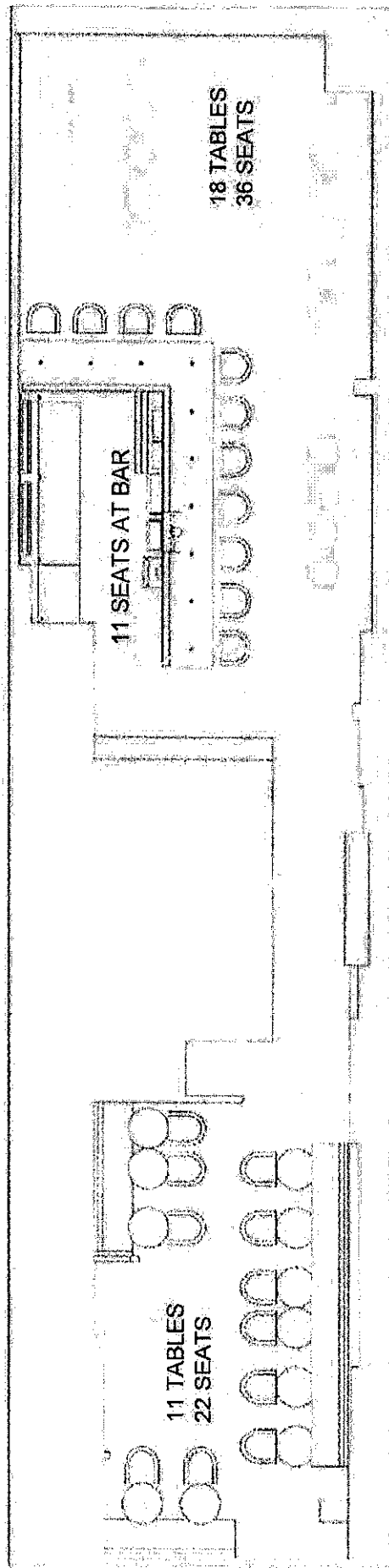
FLOOR PLAN

NEW DIAGRAM  
BACK AREA



REAR OF RESTAURANT

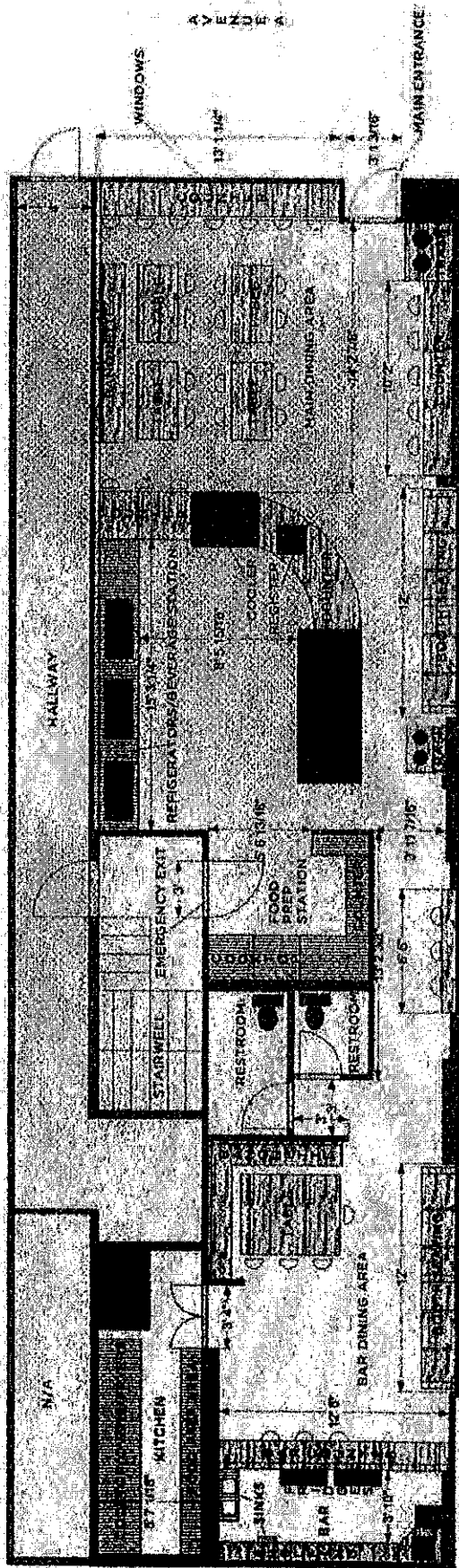
# OVERVIEW NEW DIAGRAM



BACK AREA

FRONT AREA

OLD DIAGRAM



MAIN FLOOR PLAN

VILLA  
**VC**  
*Cemita*

**STARTERS**

**NANO TOSTADAS**  
3 crispy corn tortillas,  
pickled onions, fresh  
guacamole, spicy  
chicken 9

**GUACAMOLE**  
Fresh homemade guacamole,  
onion, cilantro, lemon served  
with homemade chips and 2  
house- salsas 14

**QUESO FUNDIDO**  
Melted Monterrey cheese,  
cheddar, Oaxaca cheese,  
Chihuahua cheese,  
chorizo, three flour  
tortillas 11

**BRUNCH**

**SIDES**

Corn on a Cob 6  
Rice & Beans 5  
Home Fries 5  
Bacon 6  
Salad 5  
French Fries 7

**ENCHILADAS DE LA CASA** Three corn tortillas, spicy pulled chicken, Chihuahua cheese, red onions, sliced  
avocado, queso fresco. Choice of Green, Red or Mole Sauce 17

**HUEVOS RANCHEROS** Two eggs sunny side up, crispy corn tortillas, refried black beans, ham, cheese, crema,  
avocado, queso fresco & pico de gallo 15

**HUEVOS A LA MEXICANA** scrambled eggs, onions, tomatoes, cilantro jalapeño with home fries or salad 13

**SKIRT STEAK & EGGS** skirt steak, two eggs sunny side up and rojas poblanas 20

**OMELETTE POBLANO** egg whites, tomato, mushrooms, queso fresco, avocado with home fries or salad 15

**CHILAQUILES** crispy corn tortilla, sunny side up eggs, queso fresco, crema, avocado & pico de gallo. Choice of  
Green, Red or Mole sauce 14

**BRUNCH CEMITA** Sesame seed bread layer in avocado, black beans, ham, cheese, crema, avocado, queso  
fresco & pico de gallo side of french fries 17

**TAMAL EGGS BENEDICT** Two pouched eggs, rajas peppers and queso fresco, corn tamal, chorizo,  
hollandaise, served with salad 14

**EGGS BENEDICT** Two pouched eggs, English muffin, chorizo, hollandaise, Serrano ham, served with home  
fries 14

**BRUNCH BURRITO** Scrambled eggs with chorizo, black beans, cheese with home fries or salad 14

**SALADS**

**ENSALADA MEXICANA** romaine lettuce, poblano pepper, avocado, cherry tomato, huitlacoche, queso fresco,  
corn, chicken, fresh mango, mango dressing 15

**ENSALADA DE BETABEL** beet, arugula, caramelized walnuts, orange, onions, goat cheese & cherry  
vinaigrette 12

**ENSALADA DE FRESA** mixed greens, roasted almond flakes, orange, strawberries, goat cheese, dijon  
vinaigrette dressing 12

**SWEETS**

**RED VELVET HOT CAKES** Three homemade red velvet hotcakes, chocolate chips, vanilla cream cheese syrup,  
cocoa syrup, topped with whipped cream & strawberries 14

**FRENCH TOAST** Three Pieces of bread coated in egg, milk, vanilla sauce, strawberries and bananas 17



FOR THE TABLE

GUACAMOLE

fresh homemade guacamole, onion, cilantro, lemon served with homemade chips and three house salsas 14

QUESO FUNDIDO

melted Monterrey cheese, cheddar, Oaxaca cheese, Chihuahua cheese, chorizo, three flour tortillas 11

MOLE CHEESE CRISP

three cheeses, poblano peppers, red peppers, crema, mole 12 (Add chicken 2/ add steak/ add shrimp 4) 12\*

STARTERS

CHALUPAS

two comal laid tortillas, onions, green, red sauce, skirt steak, Oaxaca cheese toppings 13

TACOS DE CHAPULIN (2)

smoky Grasshoppers, sautéed wine based tequila, lime, garlic, guacamole, pickled onions, corn tortilla 15

CEMITA SLIDERS (3)

CARNITAS sesame seed bread, leg cured pork, guacamole, red salsa 12

ARABE sesame seed bread, cut pork meat steak style, parsley, oregano marinated, house-made chipotle sauce 12

NANO TOSTADAS

3 crispy corn tortillas, pickled onions, fresh guacamole, spicy chicken 9

CORN ON A COB

mayonnaise, cotija cheese, chili piquin, lime 6

AL PASTOR sesame seed bread, roasted pulled pork, cilantro, onions, pine apple, green salsa 12

SALADS

ENSALADA DE BETABEL

beet, arugula, caramelized walnuts, orange, onions, goat cheese & cherry vinaigrette 12

ENSALADA MEXICANA

romaine lettuce, poblano pepper, avocado, cherry tomato, huitlacoche, queso fresco, corn, chicken, fresh mango, mango dressing 13

ENSALADA DE FRESA

Mixed greens, roasted almond flakes, orange, strawberries, goat cheese, dijon vinaigrette dressing 12

SIGNATURE DISHES

PIPIAN VERDE braised chicken thigh and breast in green Pipian sauce made with fresh chiles, spices, peppers, nuts, tortilla strips, side of rice 26

PIPIAN ROJO braised chicken thigh and breast in red Pipian sauce made with dried chiles, spices, nuts, tortilla strips, side of rice 26

ENCHILADAS DE LA CASA three corn tortillas, spicy pulled chicken, Chihuahua cheese, Choice Red/Green sauce, red onions, sliced avocado, queso fresco, crema, side of rice 24

MOLE POBLANO thick rich mole sauce with 32 ingredients, grind roasted chiles, spices, nuts, seared-pan chicken breast and thigh topped with tortilla strips and a side of rice 23

CHILE POBLANO RELLENO roasted poblano pepper coated with egg batter, stuffed with queso Oaxaca, topped with spicy roasted tomato sauce. Served with a side of corn tortillas 17

CEMITA POBLANA Sesame seed cemita bread, homemade chipotle, avocado, escabeche onions, seasonal papalo herb, shredded queso Oaxaca & ham. Choice of breaded cutlet milanesa (chicken or pork) 15

ARRACHERA skirt steak with green salsa, guacamole, pico de gallo, scallions, crispy fingerling potatoes, queso fresco, slices, roasted jalapeno, Poblano rice 24

SEAFOOD

CAMARONES AL MOJO DE AJO seared gulf shrimp, garlic, roasted guajillo sauce, clam juice, brown rice, topped with mango, roasted pineapple, bell peppers, cilantro 22

VILLA STRIPED BASS striped bass pan-seared, salsa chipotle, truffle oil, bean puree, mango, pineapple, red peppers, poblano peppers, crema 26

KALE KING SALMON salmon pan-seared, tomato sauce, garlic kale, cherry tomatoes, red onions, orange, cilantro, lime 27

CLASSICS

QUESADILLA DE HUITLACOCHÉ heirloom hand-pressed tortilla, epazote, wild corn mushroom, queso Oaxaca, crema, pico de gallo, 12

QUESADILLA DE FLOR DE CALABAZA heirloom red corn hand-pressed tortilla, blossom squash, epazote, queso Oaxaca, crema, pico de gallo, 12

QUESADILLA DE POLLO heirloom epazote hand-pressed tortilla, pulled spicy chicken, queso Oaxaca, crema, pico de gallo, 13

FAJITAS bell peppers mixed, mushrooms, onions and avocado, served sizzling hot with fresh tortillas, crema and a side of rice. Choice: Steak/Chicken/Shrimp 25/ Mixed 26

SOPA AZTECA chila morita, guajillo chile, puya chile pepper, chicken, corn, grains, avocado, queso fresco, crema, tortilla strips topping 11

NACHOS Corn tortilla chips, melted cheese, black beans, crema, jalapeño, pico de gallo & guacamole 11 (Add chicken 2/ add chorizo/ add steak 3)

TACOS ARABES (2) cut pork meat steak style parsley marinated, oregano, house-made onions, house-made chipotle sauce in flour tortilla 12



## MARGARITAS

**JALAPEÑO CUCUMBER** El Guitarron Agave, lime, jalapeño puree, cucumber puree 13

**ROSELLE FLOWER MARGARITA** Tequesta, hibiscus flower infusion, triple orange, lime, agave, homemade hibiscus rim 13

**TAMARIND MARGARITA** Tequesta, tamarind extract puree, triple orange, lime, agave, homemade tamarind rim 13

**AGUILA VILLA** Tequesta, lime, agave, infused strawberries, mint and spicy rim 14

**CLASSIC MARGARITA 11/** Add Strawberry, Mango 12

**FROZEN MARGARITA** Classic, Blackberry, Mango, Tamarind or Strawberry 13

**BULLDOG MARGARITA** Classic, Mango or Strawberry  
w/ bottle of Corona on top 14

**MARGARITA PITCHER** Any Flavor 55

## BEER

**CORONA 7** (Bucket of 6 w/ ice & limes 36)

**STELLA 7**

**TECATE 7**

**PACIFICO 7**

**HEINEKEN 7**

**VICTORIA 7**

**IPA LAGUNITAS 8**

**SIERRA NEVADA - CELEBRATION FRESH HOP**  
IPA 8

**DRAFT** Glass 8/ Pitcher 36

(Ask about our seasonal selections)

**NEGRA MODELO**

**MODELO ESPECIAL**

**CAMPECHANA** Half Modelo Especial & half Negra  
Modelo

## NON ALCOHOLIC

**MEXICAN COCA COLA 4**

**DIET COKE 2**

**ICED TEA** (Sweet/Bitter) 3

**JARRITOS 3**

**JAMAICA 4**

**TAMARINDO 4**

## SEASONAL COCKTAILS

**EL TRADITIONAL SPIKED PUNCH** El Guitarron agave, Rhumero, Piloncillo cone, cinnamon stick, tejocote, guava, apple, prunes, tamarind pods, hibiscus flower 15

**SIGUE NADANDO** Rhumero, Klir Red, pineapple, agave, lemon, Sauvignon blanco 15

**HOUSE TAMARIND MOJITO** Rhumero, sprigs mint, lime, club soda, tamarind 15

**HASTA MAÑANA** Grasshopper garnish, fresh Pineapple, habanero bitters, lemon juice, agave, tequesta, Klir Red & sai de gusano 15

## CLASSICAS

**MICHELADA** Cholula hot sauce, Tajin, Worcestershire sauce, salt, lime, Clamato, Corona beer 9

**BLOODY MARY** Cholula, Clamato, Worcestershire sauce, lime, Tajin, homemade spicy mix, Klir Red 10

**MIMOSA** Classic/Mango/Strawberry basil lemon 10

**SANGRIA TINTA** Organic red Wine, pineapple, strawberry, orange, agave 9 / Pitcher 36

**SANGRIA BLANCA** Organic white wine, Rhumero, agave, orange, pineapple lemon, grapefruit 9 / Pitcher 36

**SANGRIA ROSADA** Rosé wine, Tequesta, cranberry, pomegranate, pineapple 9 / Pitcher 38

## WINE LIST

### RED O/B

**MONBELLO** Pinot Nero, Italy 11/44

**CORTIJO TRIFILLAS** (Aged in oak) Sauvignon, Spain 2013  
11/44

**MALBEC BOUSQUET** (Organic), Mendoza Argentina 12/45

### WHITE O/B

**RODE CELLARS** Chardonnay, California 11/45

**WALLEY** Sauvignon, France 2015 11/45

**GRAVE DEL FIRUEL PINOT GRIGIO** Tenuto, Italy 2014  
11/45

### ROSE /PROSECCO/CHAMPAGNE

**BOCOPA ALONE** Rosé (Alicante) 11/44

**VIVALDI (PROSECCO, ITALY)** 11/51

**BISSINGER & CO. CHAMPAGNE** Reims, France (Bottle) 90

## COCKTAILS

MILAGROSA Champagne, hibiscus flower 11

### BLOODY MARY

Kfir Red, tomato juice, spices, hot sauce 10

### SANGRIA ROSADA

Rose wine, tequesta, cranberry, pomegranate, triple orange 9

### JALAPENO CUCUMBER

Tequesta, lime, agave, jalapeno puree, cucumber puree 13

## BOTTOMLES OPTIONS

### SANGRIA TINTA

Red Wine, Seasonal Berries, Orange, Agave

### SANGRIA BLANCA

White wine, Rhumlerero, agave, orange, seasonal berries

### MIMOSA

Orange Juice, Champagne

### FROZEN MARGARITA

Lime, Tequesta, agave

### HOUSE BEER

Modelo Especial/Negra Modelo

### BLOODY MARY

Kfir Red, tomato juice, spices, hot sauce

## DESSERT

### BIRTHDAY BOWL

Churro Puff pastry bowl, served with scoops of ice cream topped with Mexican dark chocolate, strawberries 15

PASTEL TRES LECHEs Savory chocolate milky sponge like cake, soaked in evaporated milk, condensed milk and heavy cream topped with fruit berries, Rumbero 12

ELANDE CARAMELO Traditional baked caramel custard with a hint of Mexican caneles and a rich caramelized topping with strawberries and mint sprigs 8

## CAFE

CAFE (refills) 5

HOT TEA 5

MEXICAN COCA-COLA 4

DIET COKE 2

ICED TEA (Sweet or Bitter) 6

JARRITOS 3

HOMEMADE JAMAICA 6