



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

Phone (212) 533-5300

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Alysha Lewis-Coleman, 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
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

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: February 28, 2019

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: OP

If alteration, describe nature of alteration: NA

Previous or current use of the location: Bar

Corporation and trade name of current license: St Marks Enterprises Inc d/b/a VBar St Marks

APPLICANT:

Premise address: 132 1st Avenue New York, NY 10009

Cross streets: Corner of St Marks Place

Name of applicant and all principals: An Entity to be formed by Robert Ceraso

Principals: Robert Ceraso and Jason Mendenhall

Trade name (DBA): The Wild Son

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: _____

Sidewalk Cafe: 8 tables with 16 seats

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? _____

Pending

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

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 - Saturday: 9am-2am

Number of tables? 15 Total number of seats? 42 (35 + 7 counter seats)

How many stand-up bars/ bar seats are located on the premise? 1 bar with 7 bar 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): 17 feet long, located by Southern Wall

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

New American Cuisine - see attached menu

What are the hours kitchen will be open? all operating hours

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

How many employees will there be? 15-20

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

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

Will premise have music? Yes No

If Yes, what type of music? Live musician DJ Juke box Tapes/CDs/iPod

If other type, please describe _____

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

Please describe your sound system: 4speakers, 2 ambs, sonos iPad.

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? _____

Not applicable

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 rider

Address: See attached rider Community Board # 3

Dates of operation: See attached rider

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 See attached rider

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.

Liquor License Rider for Robert Ceraso and Jason Mendenhall

Corporate Name and DBA Name	Business Address	Dates of Operation
Eldridge Bistro LLC d/b/a The Wayland	700 E 9 th Street New York, NY 10009	10/2011-Present
Little Rebel In d/b/a Good Night Sonny	134 1 st Avenue New York, NY 1009	04/2015-Present
Seaside Beach Inc d/b/a The Lost Lady	171 173 Ave C New York, NY 10009	06/2017-Present

LOCATION:

How many licensed establishments are within 1 block? See attached SLA Proximity Report

How many On-Premise (OP) liquor licenses are within 500 feet? See attached SLA Proximity Report

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) New American All Day, 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 7pm.
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.

Proximity Report for Location:

February 25, 2019

132 1 Ave, 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.

Closest Liquor Stores

Name	Address	Approx. Distance
EAST VILLAGE WINES & SPIRITS INC	138 1ST AVE	160 ft
WINESHOP LLC	438 A E 9TH ST	585 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	665 ft
MIAT LIQUORS INC	166 2ND AVE	975 ft
S & P LIQUOR & WINE CORP	89 2ND AVE	1065 ft
NIZGA CORP	58 AVENUE A	1165 ft
MRN LIQUOR INC	16 SAINT MARKS PL	1215 ft

Churches within 500 Feet

Name	Approx. Distance
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Schools within 500 Feet

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

Name	Address	Approx. Distance
ST MARKS ENTERPRISES INC	132 1ST AVENUE	0 ft
1465 CDM INCORPORATED	126 1ST AVENUE	75 ft
LITTLE REBEL INC	134 1ST AVE	115 ft
PARMYS KABOB AND GRILL INC	125 127 1ST AVE	140 ft
CULLEN RESTAURANT INC	118 ST MARKS PLACE	170 ft
SCHEIB S PLACE INC	80 ST MARKS PLACE	175 ft
BIG LEE AND SASHAS INC	140 1ST AVE	180 ft
YORI NYC CORP	119 1ST AVE	190 ft
TAQUERIA SAINT MARKS PLACE INC	79 SAINT MARKS PL	190 ft
W C O U RADIO INC	115 1ST AVENUE	210 ft
BARMAR LLC	77 ST MARKS PLACE	210 ft
75 ST MARKS PLACE LLC	75 ST MARKS PL	235 ft
SADA THREE LLC	132 ST MARKS PL	250 ft
JAMIE COFFEE LLC	81 E 7TH ST	270 ft
BLUE & GOLD BAR INC	79 E 7TH STREET	295 ft
INSIANG LLC	111 1ST AVE	305 ft
TOMKIN SQUARE KIDS INC	73 75 E 7TH STREET	345 ft
MOLINERO LLC	107 1ST AVE	350 ft

Name	Address	Approx. Distance
SADA TWO LLC	105 1ST AVE	370 ft
FIRST HOSPITALITY LLC	105 1ST AVE	370 ft
FTCCM LLC	103 1ST AVE	390 ft
JUSTIFIED LLC	102 1ST AVENUE	400 ft
IMMIGRANT TAP ROOM INC	341 E 9TH ST	400 ft
IMMIGRANT WINE BAR LLC, THE	341 E 9TH ST	405 ft
LOVE PICIN INC	153 1ST AVENUE	420 ft
CRIF DOGS ENTERPRISES INC	113 ST MARKS PLACE	420 ft
HOUSE OF HEALTH HEALING AND HAPPINESS INC, THE	405 E 6TH ST	425 ft
BUA NEW YORK LLC	122 SAINT MARKS PLACE	435 ft
UMM HOSPITALITY INC	99 1ST AVE	435 ft
EDWIN & NEAL'S LLC	345 E 6TH ST	455 ft
BAC 115 CORP	115 ST MARKS PL	455 ft
TDDG INC	126 ST MARKS PL	470 ft
JARLENE CORP	160 1ST AVE	480 ft
KING ME KONG LLC	119 SAINT MARKS PL	485 ft
CHERRY TAVERN INC	441 E 6TH STREET	500 ft
FIGARO VILLAGGIO INC	344 E 6TH ST	510 ft
EAST VILLAGE HOSPITALITY LLC	242 E 10TH ST	520 ft
NEW STATFORD RESTAURANT INC	121 ST MARKS PLACE	520 ft
EAST 6TH STREET RESTAURANT GROUP LLC	342 E 6TH ST	525 ft
MARRY THE KETCHUP INC	95 1ST AVE	535 ft
LITTLE HANDS PLAYCAFE INC	433 E 6TH ST	580 ft
JCDC LLC	163 1ST AVENUE	590 ft
MANNAGGIA INC	163 1ST AVE	595 ft
AGN RESTAURANT LLC	166 1ST AVE	610 ft
CGJC HOLDINGS LLC	168 1ST AVE	630 ft
ALOUETTE CORPORATION	131 AVENUE A	635 ft
LUDWIKA MICKEVICIUS	135 AVE A	635 ft
119 AVENUE A RESTAURANT CORP	119 AVENUE A	640 ft
WISHBONE PRODUCTIONS INC	141 AVENUE A	660 ft
YUCA BAR & RESTAURANT INC	111 AVENUE A	670 ft
SEVEN A CAFE INC	130 E 7TH STREET	675 ft
ESQEV LLC	83 1ST AVE	680 ft
TOZZER LTD	112 AVENUE A	680 ft
LE MIU CORP	107 AVE A	685 ft
A H 103 CORP	103 AVENUE A	710 ft
SOBAYA RESTAURANT INC	214 E 10TH ST	715 ft
MOONWALKERS RESTAURANT CORP	101 AVENUE A	725 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
CITY BEV NY LLC	120 1/2 1ST AVE	150 ft
RIVKA INC	101 ST MARKS PLACE	190 ft
143 RESTAURANT CORP	143 1ST AVENUE	225 ft

Name	Address	Approx. Distance
MOLINERO LLC	107 1ST AVE	345 ft
SONS OF BROOKLYN LLC	424 E 9TH ST	405 ft
DIAN KITCHEN LLC	435 EAST 9TH ST	540 ft
DEATH & CO EAST VILLAGE LLC	433 E 6TH ST	580 ft
20X HOSPITALITY LLC	328 E 6TH ST	610 ft
ST DYMPCNAS LLC	117 AVENUE A	615 ft
THREE SEAT ESPRESSO & BARBER LLC	137 AVENUE A	635 ft

Unmapped licenses within zipcode of report location

Name	Address
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NIGHT

CRISPY FINGERLING POTATOES 8

VINEGAR SALT, AIOLI

FRIED OYSTER TACO 8

JICAMA SLAW, CILANTRO YOGHURT

WALNUT PATÉ 8

CASHEW CHEESE, LAVASH

WARM DINOSAUR KALE 9

FERMENTED CHILI, COCONUT

SMALL SHARES

BURRATA 10

ACORN SQUASH, APPLE CARAMEL, ALMONDS

SLOW POACHED EGG 10

BEANS, GUANCIALE, SMOKED TOMATO AIOLI

CHARRED SHISHITO PEPPERS 10

CAPERS, HONEY, LEMON, GHEE

KOHLRABI 10

GHEE CONFIT, LENTILS, COCONUT YOGHURT

PLATES

ARCTIC CHAR TARTARE 15

BEET-CURE, AJI DULCE PEPPER, QUAIL YOLK

CASTELFRANCO SALAD 14

PEAR, DELICATA SQUASH, WALNUTS, MANCHEGO

CLAM CHOWDER 14

BACON, POTATOES, FENNEL,
HOUSEMADE OYSTER CRACKERS

GRILLED CAULIFLOWER 15

CAPERS, GOLDEN RAISINS, DILL OIL

GRILLED MONTAUK SQUID 16

GIGANTE BEANS, PICKLED CAULIFLOWER,
CALABRIAN CHILI

FRIED BLACK RICE 16

DICED VEGETABLES, CRISPY SHALLOTS, EGG YOLK

GRILLED SCALLOPS 17

CELERY ROOT PUREÉ, CELERY HEART, SATSUMA

BRAISED BACON BLT 18

ROSEMARY AIOLI, BRIOCHE...FINGERLING POTATOES

DOUBLE CHEESEBURGER 19

CHEDDAR, SHREDDED LETTUCE, SCALLIONS & PICKLES,
GREEN SAUCE...FINGERLING POTATOES
ADD BACON 3

DUCK RAVIOLI EN BRODO 19

BROTH, SWISS CHARD, RYE BREADCRUMBS

LAMB PAPPARDELLE 21

WHIPPED RICOTTA, PISTACHIO GREMALATA

OYSTERS 3.50

CHANGE DAILY,
SERVED BY THE PIECE
COCKTAIL SAUCE &
MIGNONETTE

the WILD SON

TONIGHT'S TABLE SHARES

WHOLE ROASTED TROUT 29

HICKORY SMOKED & ROASTED...
TORTILLA, LETTUCE CUPS, SLAW
& ACCOUTREMENT



DRY AGED RIBEYE 36

CHARCOAL GRILLED...
MAITAKE MUSHROOMS, LEMON
KEWPIE, FRESH HORSERADISH



GRILLED LOBSTER 42

POACHED RUDABEGA, SWISS CHARD,
FERMENTED CHILI, GINGER BROTH

EXECUTIVE CHEF CHAD SHANER

"don't steal the dinosaurs"

☆ please inform us of any food allergies ☆
eating raw meat, fish or eggs may increase
the risk of foodborne illness

SANDWICHES

GOOD MORNING SUNSHINE 13
*SUNNY EGG, PULLED BACON, AVOCADO
 TOMATO, ROSEMARY AIOLI, BRIOCHE*

NEW MORNING 13
*EGG SCRAMBLE, CAULIFLOWER, SHISHITOS,
 CILANTRO YOGHURT, BAGUETTE*

GRANDMA ANNA 13
*EGG SCRAMBLE, BROCCOLI RABE CHIMMI,
 GUANCIALE, PEPPADEW AIOLI, BRIOCHE*

SLOW COOKED CHICKEN 14
*TOMATO, GARLIC, APPLE & CHILI BRAISED
 PICKLES, CUCUMBERS, CILANTRO AIOLI*

HOUSE SMOKED TROUT 15
*BACON, GREEN APPLE, PICKLED ONION,
 HORSERADISH CREME, BAGUETTE*

ROASTED CAULIFLOWER (VEGAN) 14
*RAW WALNUT PATE, CUCUMBERS, PICKLED
 ONION, MINT, CILANTRO, VEGAN CHILI MAYO*

PLATES

BURRATA TOAST 10
HOMEMADE DAILY JAM, EXTRA VIRGIN, 7 GRAIN

GREEN TOAST 11
AVOCADO, GREEN YOGHURT, SPROUTS, 7 GRAIN

YOGHURT BOWL 12
*MARKET FRUIT, GRANOLA, TOASTED COCONUT,
 SPROUTED FLAX, BEE POLLEN, HONEY*

BLUEBERRY CORN WAFFLE 14
WARM HONEY BUTTER, CREME FRAICHE

BUTTERMILK PANCAKES 14
*ADD BERRIES 3
 ADD BANANAS & GRANOLA 3*

BUCKWHEAT PANCAKES (GF) 15
*WILDFLOWER HONEY, ORANGE TURMERIC BUTTER
 ADD BERRIES 3
 ADD BANANAS & GRANOLA 3*

EVERYDAY SALAD 12
*KALE, VEGETABLE MATCHSTICKS, ROASTED SQUASH,
 FARRO, SALTED GRANOLA, MISO TAHINI*

SHE HULK SALAD 12
*BIBB LETTUCE, RADDICCHIO, GREEN APPLES, RADISH,
 CANDIED PEPITAS, GREEN RANCH DRESSING*

CHICKEN SOUP 12
*ORGANIC CHICKEN, SCARLET QUINOA, TUSCAN KALE,
 TURMERIC-GINGER BONE BROTH, FERMENTED CHILI*

GRAIN & EGG BOWL 15
*CRISPY FARRO, DICED VEGGIES, GREENS, SUNNY EGG
 (GF AVAILABLE UPON REQUEST)*

WS DOUBLE CHEESEBURGER 15
*CHEDDAR, LETTUCE, PICKLES, GREEN SAUCE, BRIOCHE
 ADD BACON 3 / ADD A SUNNY EGG 3
 ADD FRIED FINGERLINGS 4*

★ ASK ABOUT ADDITIONAL ★
 GLUTEN FREE OPTIONS

ADDITIONS & BUILD YOUR OWN

SUNNY EGG	3
AVOCADO	4
7 GRAIN TOAST	3
BACON	3 / 5
SINGLE PANCAKE	5
SIDE SALAD	7
FRIED FINGERLINGS	7
ROASTED CHICKEN	5
PULLED BACON	7
SMOKED TROUT	7

☆) SWEET! (☆

SALTED DARK CHOCOLATE DONUT	5
TOASTED COCONUT (GLUTEN FREE)	
HOUSEMADE ICE CREAM	6

COFFEE, ETC.

COFFEE BY 9 TH ST ESPRESSO, NYC	
DRIP COFFEE	3
ESPRESSO	3.5
MACCHIATO	3.5
LATTE	4
CAPPUCCINO	4
OAT OR COCONUT MILK	+.50
WILD SON COLD BREW	3.5
ICED LATTE	4
WS NITRO COLD BREW	5
ORGANIC MATCHA-	
COCONUT LATTE	6
KOMBUCHA	6

JUICES, COCKTAILS, ETC
 ON THE FLIP SIDE... ➤

132 1st Avenue

First Floor Diagram











