

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: _____

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- 106 Norfolk Restaurant Inc

If alteration, describe nature of alteration: Just surrendered their license 8/03 - 3/19

Previous or current use of the location: Restaurant

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 106 NORFOLK ST

Cross streets: Rivington & Delancy St

Name of applicant and all principals: Luis Arce Mota

Trade name (DBA): La Contenta Claudestina

PREMISE:

Type of building and number of floors: Mixed Use, 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: _____

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? _____

Applying for LNO

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) Sun - Wed, 11am - 12am, Thurs. Fri. + Sat. 11am - 2am

Number of tables? 7 Total number of seats? 14

How many stand-up bars/ bar seats are located on the premise? 1/8 Front of restaurant
(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, approx. 9' in Length

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

What are the hours kitchen will be open? Up to 1 hour before closing

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

How many employees will there be? _____

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

Existing

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: iPod with small 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: La Contenta | French Roast

Address: 102 Norfolk St | 78 W 11th St Community Board # 3 | 2

Dates of operation: 1/15 TO Present

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

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.

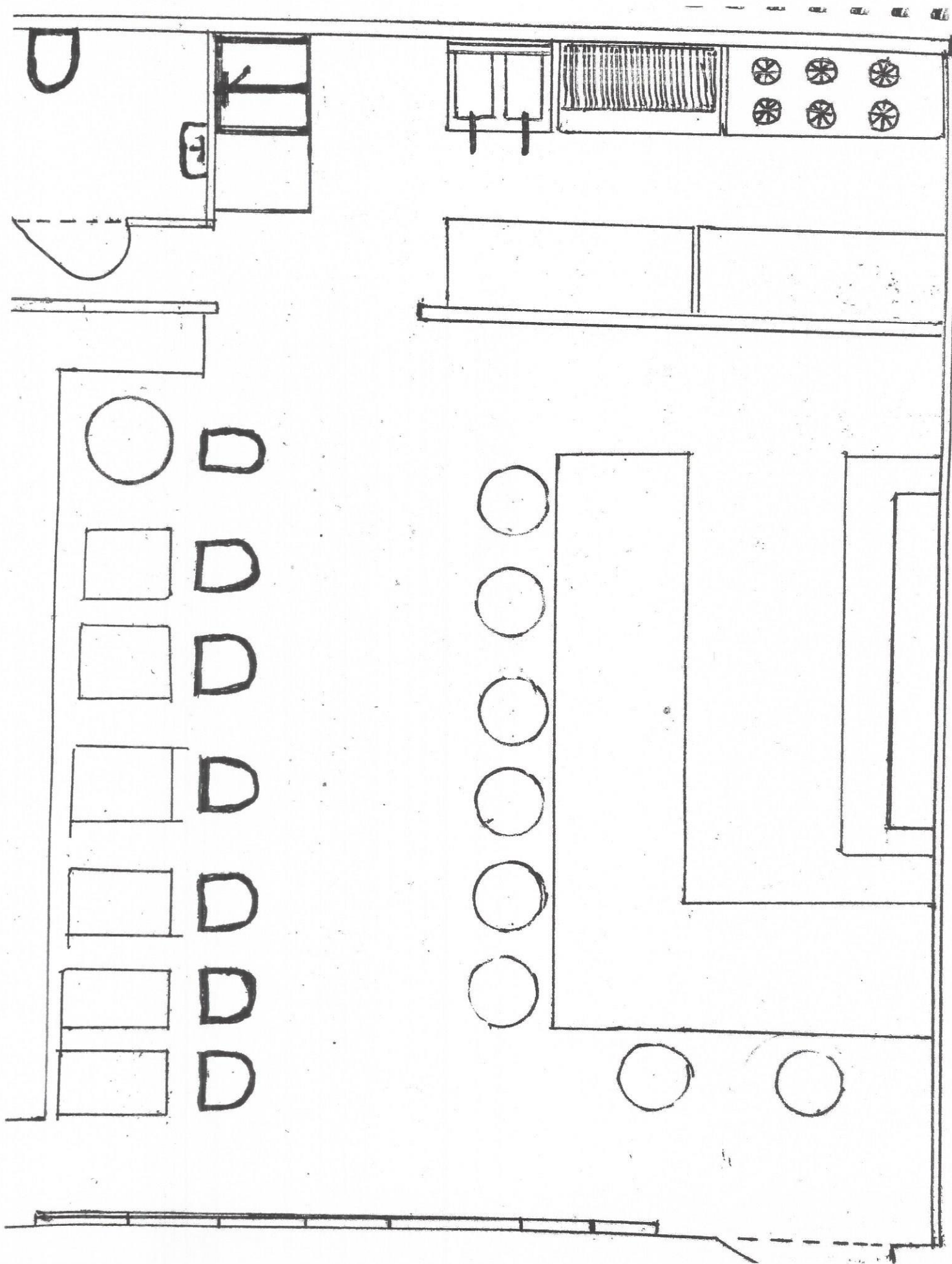
Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify 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? 3How many On-Premise (OP) liquor licenses are within 500 feet? 15Is 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 7 PM.
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.



COCTELES DE LA CASA ~ 15

THE MAYAN

TEQUILA BLANCO INFUSED WITH
COCONUT + HOMEMADE CORN PURÉE
+ HABANERO BITTERS + LIME JUICE

EL MIXTECO

HIBISCUS-INFUSED MEZCAL
+ LEMON JUICE + AGAVE NECTAR

OAXACA EXPRESS

ESPADIN MEZCAL
+ JALAPEÑO-INFUSED AGAVE NECTAR
+ CUCUMBER + BASIL

EL EASY RIDER

TEQUILA BLANCO + ANCHO REYES
+ GRAPEFRUIT JUICE
+ PEYCHAUD'S BITTERS

EL INFIERNO

TEQUILA BLANCO + HOMEMADE
GINGER BEER + LIME JUICE
+ MINT + BITTERS + CRÈME DE CASSIS

MARACUYÁ SOUR

PISCO + PASSION FRUIT + CRÈME DE
CACAO + LEMON + ORANGE JUICE

EL PICUDO

MEZCAL + ANCHO REYES VERDE
+ PINEAPPLE JUICE + BITTERS

EL DORADO

WHISKEY + HONEY + PEACH LIQUEUR
+ LIME JUICE + ORANGE BITTERS

PISCO PUNCH

PINEAPPLE-INFUSED PISCO
+ LIME-GRAPEFRUIT CORDIAL + BITTERS

ALEX VALENCIA ~ MIXOLOGIST
RIGO CERVANTES ~ PULQUERO

AGAVES CLANDESTINOS ~ 16

PRIETONI

RAICILLA + CAMPARI + CARPANO
ANTICA VERMOUTH

EL PISTOLERO

SOTOL + HOMEMADE NANCHE PURÉE
+ LIME CORDIAL

MATADOR

SOTOL + PINEAPPLE + CILANTRO
LEAVES + LEMON JUICE
+ HABANERO BITTERS

THE INTREPID CACTUS

SOTOL + NOPAL CACTUS CORDIAL
+ LIME JUICE

MICHELADAS ~ 10

MICHELADA DE TAMARINDO

MONOPOLIO LAGER + HOMEMADE TAMARIND PURÉE
+ ORANGE JUICE + HOT SAUCE

MICHELADA DE TUNA

MONOPOLIO LAGER + PRICKLY PEAR PURÉE
+ HOT SAUCE + LIME JUICE + SALT

BLACKBERRY MICHELADA

MONOPOLIO LAGER + BLACKBERRIES
+ TAJIN + SALT

MICHELADA AL PASTOR

BEER + HOT SAUCE + HOMEMADE PINEAPPLE SAUCE
+ LIME + SAL DE CHICHARRÓN (PORK SKIN) RIM

COCTELES DE PULQUE Y TEPACHE ~ 16

TEPACHE APACHE

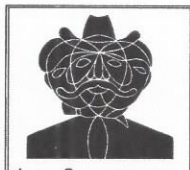
MONTELOBOS MEZCAL + TEPACHE + PINEAPPLE
+ ORANGE JUICE

PULQUE DE GUANÁBANA

BARON TEQUILA + BELUGA NOBLE VODKA
+ HOMEMADE GUANÁBANA PURÉE + LIME JUICE

PULQUE DE GUAYABA

PULQUE + SANTA TERESA RUM + GUAVA PURÉE
+ LIME JUICE



LA CONTENTA

COCINA DEL BARRIO

BRUNCH ~ 15

GUACAMOLE TRADICIONAL

HUEVOS RANCHEROS

SUNNY SIDE UP EGGS, RANCHERO SALSA, MONTEREY JACK CHEESE, BLACK BEANS

ENCHILADAS DE POLLO

BRAISED CHICKEN, CHIPOTLE-TOMATILLO SALSA, BLACK BEANS AND RICE

ENCHILADAS DE CALABACITAS

SUCCOTASH, SALSA VERDE, QUESO FRESCO, RICE AND BEANS

CHILAQUILES

TORTILLA CASSEROLE WITH OAXACA CHEESE, TOMATILLO CHIPOTLE SALSA, SAUTEED ONIONS, EGGS ANY STYLE, WITH CHICKEN ADD \$2

MEXICAN OMELETTE

SWISS CHEESE, AVOCADO, PICO DE GALLO

TORREJAS*

FRENCH TOAST, BERRY COMPOTE, AGAVE BUTTER

CAMARONES AL AJILLO

SHRIMP IN GARLIC-BUTTER SAUCE, KALE, RICE

TORTA CUBANA*

PORK BELLY, HAM, QUESO FRESCO, AVOCADO, TOMATO

TACOS DE CARNE ASADA

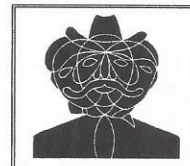
HANGER STEAK, GUACAMOLE, PICO DE GALLO, TOMATILLO SALSA

FISH TACOS*

TEMPURA CATFISH, AVOCADO SALSA, COLE SLAW, CHIPOTLE AIOLI

*CONTAINS GLUTEN

EATING RAW OR UNDERCOOKED FISH, SHELLFISH, EGGS OR MEAT INCREASES THE RISK OF
FOODBORNE ILLNESSES.



LA CONTENTA

COCINA DEL BARRIO

COCTELES DE BRUNCH ~ 9

MEXICAN COFFEE

TEQUILA + KAHUA LIQUEUR + BLACK COFFEE + WHIPPED CREAM

LA DIABLA

HIBISCUS-INFUSED TEQUILA + HOMEMADE GINGER BEER
+ LIME + SPLASH OF GINGER ALE

PISCO PUNCH

PINEAPPLE-INFUSED PISCO + LIME-GRAPEFRUIT CORDIAL + BITTERS

MICHELADA AL PASTOR

BEER + HOT SAUCE + HOMEMADE PINEAPPLE SAUCE
+ LIME + SAL DE CHICHARRÓN (PORK SKIN) RIM

BLOODY MARIA

TEQUILA + TOMATO JUICE + BLACK & WHITE PEPPER
+ HORSERADISH + LEMON JUICE

MARGARITA DEL OESTE

TEQUILA BLANCO + TRIPLE SEC + FRESH LIME JUICE
+ JALAPEÑO-INFUSED AGAVE NECTAR

FEMME FATALE

GIN + RASPBERRY CORDIAL + LEMON + HONEY + SUZE LIQUEUR

MIJITO

TEQUILA + LIME CHUNKS + MINT + ORGANIC AGAVE NECTAR

SANGRIA

CHOICE OF RED OR WHITE + SEASONAL FRUIT + TRIPLE SEC

MIROSA

SPARKLING WINE + PRICKLY PEAR PURÉE
+ HIBISCUS FLOWER TEA REDUCTION



COCINA DEL BARRIO

PLATO FUERTE

POLLO EN MOLE POBLANO 22*

BRAISED CHICKEN BREAST, MOLE SAUCE, WILD RICE AND CHICKEN RISOTTO,
SWEET PLANTAINS

ENCHILADAS DE CAMARÓN 22

PAN-ROASTED SHRIMP, OAXACA CHEESE, CHIPOTLE SALSA, BRUSSELS SPROUTS

ENCHILADAS SUIZAS 22

BRAISED CHICKEN, TOMATILLO SALSA, SWISS CHEESE, RICE & BEANS

CHILE RELLENO Y SUCCOTASH 20

CHILE POBLANO, BABY SPINACH, OAXACA CHEESE, SUCCOTASH,
CHILE DE ÁRBOL SALSA

HANGER STEAK A LA PARRILLA 24

CHIMICHURRI SALSA, DOUBLE-BAKED POTATO, BABY SPINACH

PORK CHOP A LA PARRILLA 22

CANNELLINI BEANS, BABY ARUGULA, MANGO SALSA

PAN-ROASTED SALMON 22

GRILLED ASPARAGUS, GARLIC MASHED POTATOES, PICO DE GALLO,
AVOCADO-TOMATILLO SALSA

SIDES - 6

BRUSSELS SPROUTS

RICE AND BEANS

SUCCOTASH

LUIS ARCE MOTA ~ CHEF/OWNER

*CONTAINS GLUTEN

EATING RAW OR UNDERCOOKED FISH, SHELLFISH, EGGS OR MEAT INCREASES THE RISK OF FOODBORNE ILLNESSES.



COCINA DEL BARRIO

PARA EMPEZAR

GUACAMOLE TRADICIONAL 14

MASHED AVOCADOS, PICO DE GALLO, SERVED WITH TORTILLA CHIPS

CEVICHE DE CAMARÓN 14

SHRIMP MARINATED IN LIME AND SERRANO PEPPER, CUCUMBER, TOMATO, ONION

SOPA DE TORTILLA 10

CHAYOTE SQUASH, AVOCADO, SHREDDED TORTILLA, PANELA CHEESE

LA CONTENTA NACHOS 14*

TORTILLA CHIPS, BLACK BEANS, PICO DE GALLO, MONTEREY AND CHEDDAR CHEESE
WITH CHORIZO ADD \$2, WITH STEAK ADD \$4

QUESO FUNDIDO 15*

GOAT, CHEDDAR, OAXACA AND MONTEREY JACK CHEESE FONDUE, SERRANO SAUCE,
POBLANO PEPPER, FLOUR TORTILLAS, WITH CHORIZO ADD \$2, WITH HUITLACOCHÉ ADD \$2

GRILLED QUESADILLA 14*

PEPPER JACK, OAXACA AND CHEDDAR CHEESE, HUITLACOCHÉ,
WITH CHICKEN ADD \$3, WITH STEAK \$4

FISH TACOS 14*

TEMPURA CATFISH, AVOCADO SAUCE, COLE SLAW, CHIPOTLE AIOLI

TACOS DE CARNE ASADA 14

GRILLED HANGER STEAK, GUACAMOLE, PICO DE GALLO

TACOS DE POLLO 13

PAN-ROASTED CHICKEN, ROASTED TOMATILLO SALSA, CREMA

TACOS DE COSTILLA 14

BRAISED SHORT RIB, CHILE DE ÁRBOL SALSA, ONION, CILANTRO

TORTA AHOGADA 13*

SHRIMP SLIDER DROWNED IN MILD AND SPICY SAUCE, DOLLOP OF GUACAMOLE

*CONTAINS GLUTEN

EATING RAW OR UNDERCOOKED FISH, SHELLFISH, EGGS OR MEAT INCREASES THE RISK OF FOODBORNE ILLNESSES.