



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3
 59 East 4th Street - New York, NY 10003
 Phone (212) 533-5300
 www.cb3manhattan.org - mn03@cb.nyc.gov

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: April 20, 2020

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: on premises liquor

If alteration, describe nature of alteration: _____

Previous or current use of the location: restaurant

Corporation and trade name of current license: Haveli Restaurant Inc d/b/a Haveli

APPLICANT:

Premise address: 100 Second Avenue

Cross streets: 13th East 5th & E 6th Sts

Name of applicant and all principals: DP Second Avenue LLC
DREW POPKIN BRIAN CRAWFORD

Trade name (DBA): TSD

PREMISE:

Type of building and number of floors: 4 story brick

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 - 5 Tables 10 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? 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):
R7A 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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 12pm - 4am Mon-Fri
11am - 4am Sat/Sunday

Number of tables? 19 Total number of seats? 54

How many stand-up bars/ bar seats are located on the premise? 1 / 11
(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): Approx 27'6" L shaped left center

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
French cuisine

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? either

How many employees will there be? 8-10

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: Ipod generated 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.")

one employee designated to insure the sidewalk does not become noisy or congested

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.

Interior sound will be confined to dining noise and controlled by management; exterior will be controlled by employee mentioned above to insure that neighbors are not affected.

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: _____

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. N/A

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 operate a full-service restaurant, specifically a (type of restaurant) French 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 4 private parties per month.
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.

Brian James Crawford

Forest Hills, New York, NY
Chefbriancrawford@gmail.com 646-515-3599

Salisbury Pacific Advisory Group:

- **Culinary Director, BEA Restaurant** December 2018 to the Feb 2020.

Completed upgrade to existing establishment. Update Culinary and staffing programs. Managed physical upgrade to establish a NYC Health A Grade and 4 Star ranking. Handling a staff of 50, Bea is an innovative and trendy restaurant and cocktail bar with 140 seats in Hells Kitchen. Annual Sales to 6M: BEANYC.com References

- **Consulting Director of Ops/EATERY 125 Corp**

March 2017 to August 2019: Construction services, opening team and menu development, training and inventory/P&L Systems. NYC Code Compliance. Successful building sales 18m in out deal. References

- **Consulting Chef/ Director of Ops- Sage Marketplace- New Rochelle, NY IONA COLLEGE**

8000sqft Marketplace & Restaurant opened in 2017, designed kitchen and workflow, equipment installation, menu and staff development, opening teams, seasonal menus.

- **2017- Consulting Chef- Belly, Williamsburg, POP UP BACON OMAKASI Joint (video on request)**<https://www.forbes.com/sites/christinaliao/2017/08/31/belly-restaurant-new-york-city-bacon-omakase-menu/>

BCCP DEVELOPMENT, 123 Washington Street, December 2015 to April 2017

- **W Hotel Downtown, Executive Chef, Director of Food and Beverage Operations.**

In charge of Food and Beverage operations including in all outlets. Catering, breakfast lounge, room service, restaurant, and events. Joint Project with Chef Todd English.

- **Sel Rose Oyster Bar- Investor August 2012 to 2019**

1 Delancey Street, NY, NY 10003, Still operating Parisian styled oyster bar opened 2012. www.Selrose.com

- **Director of Franchise Operations, 100 Montaditos, NY, NY 10006**

Launch US restaurant for this 300 unit Spanish QSR in August 2012 to November 2015

Plaza Food Halls of NYC LLC, Operations and Development/President. COO, Director, Partner

The Todd English Food Hall/Plaza Food Hall, Plaza Hotel, September 2009-April 2012. Led design and operations team for this first of its kind 5-star food hall. Successful sale in 2012 to Sahara Group. 140 employees, Current Food Hall Sales. 2 million annual visitors, 30 Million sales, 7 million rent generation.

- **Executive Chef, Dean and DeLuca**

National Chef for Dean and DeLuca markets. Let multi-unit operation, menu development, staffing, training purchasing and P&L supervision \$40 million sales

*Chef/Owners of Walkers Grill Steak house in Amherst, Massachusetts 1995 to 1999.

Full Liquor License. Listed as Charybdis Inc, in Massachusetts SLA. Move to NYC for DeanDeLuca

Brian James Crawford

Executive Culinary Management Resume

We strive to bring together the all wondrous aspects of the culinary world and the service industry. Great businesses are built on top of superior concepts, but only with careful thought, hard work, and a team of talented people can they become exceptional. We all must be prodigious in our efforts to bring uncommon comfort to our guest, and take satisfaction in the joy of others.

Education: University of Massachusetts Amherst

1989-1993, History, Education

Crawford Family Charities,

Board Director, 2018 to present

Happy Faces Children School, Queens NY

Culinary Advisor, Sept 2018 to present

American Red Cross

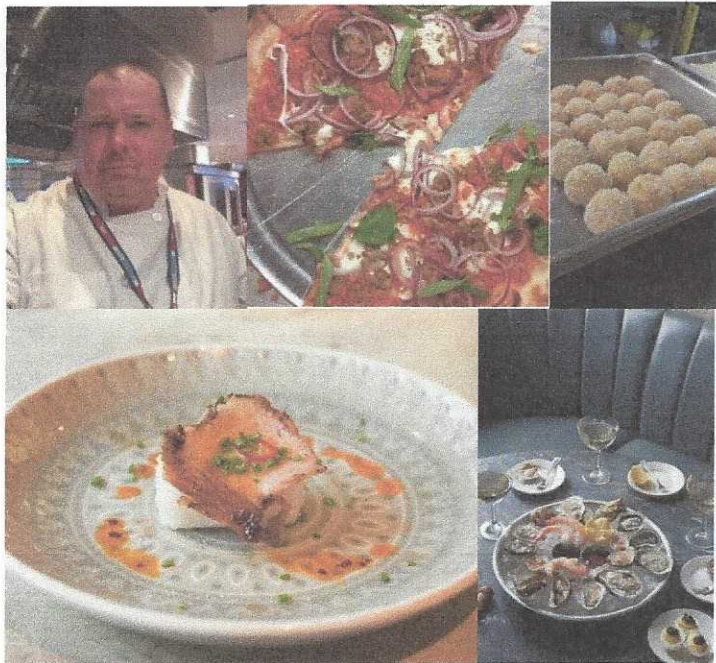
Disaster Relief Specialist (volunteer coordinator), 2015 to 2017

US Army Reserves.

1991-1999, Logistics Specialist

Teacher/Behavior Counselor

Stetson High School, Barre Massachusetts



PETER RABBIT'S

SALAD NICOISE

WILD GREENS, GRILLED CORN, CROUTONS,
CUCUMBERS, TUNA, EGG, OLIVES DJON HERB DRESSING
\$18

BOUILLABAISSA AU BASIL ROUILLE

CLASSIC SUMMER SOUP
\$12

HUITRES MAISON

A TOWERS OF SPECIAL ORIGIN OYSTERS AND CRUSTATIONS
\$54

RILLETTES DE SARDINE

WITH HOUSE RUSTIC BREAD, TOMATO JAM
\$22

AUBERGINE PATE

SMOKED EGGPLANT, ROASTED ONIONS, CRISPY GARLIC AND TOMATOES
WITH PRESERVED LEMON, SAMMON ROE AND OLIVE OIL
\$20

DE HAMACHI

FRESH YELLOWTAIL WITH SULTANIS,
QUAIL EGG, ORANGE ZEST, CHILI OIL & KATSUOBUSHI FLAKES
\$32

AHI TARTAR

AHI TUNA TARTAR, AVOCADO CREAM, SESAME, HOUSE CROUTON
\$24

JAMBON DE CANARD

AGED DUCK HAM, APRICOT CHUTNEY, STONE NANN
\$22

BRANDADE DE MORUE

SALT COD, POTATOES, GRUYERE
\$20

TAGLIATELLES LABIN

FRESH PASTA WITH ROASTED RABBIT IN AN OYSTER MUSHROOM RAGU
\$26

TARTINE À LA MOELLE

ROASTED BONE MARROW WITH RADISH CITRUS SALAD, BAGUETTE
\$29

CHAMPIGNONS SAUVAGES

HAND PRESSED RAVIOLIS, SAVAGE WILD MUSHROOMS, CARMELIZED SHALLOTS, HERBS IN A VEGAN
GARLIC PARSLEY PASTA. WILTED ÉPINARD & BASIL PIGNON PESTO
\$24

STEAK FRITTES

PRIME SIRLION GRILLED IN GARLIC BUTTER SERVED w HOUSE FRIES, TOMATE
PROVENCAL, SHITAKE DEMI GLAZE
\$36

BAR en CROUTE de SEL

SEA SALT CRUSTED ATLANTIC SEA BASS W/ ASPARAGUS HOLLANDAISE
\$38

CASSOULET DE PORTOBELLO FUMÉ

SERVED WITH RATATOUILLE CRÊPE
\$25

CHATEAUBRIAND BOUQUETIERE

PRIME FILET OF BEEF, GRATIN SAVOYARD, ROASTED BEET & PORT COULI
\$48

HOMARD THERMIDOR

ROASTED MAINE LOBSTER ON THE HALFSHELL W SQUID INK
ANGLE HAIR PASTA, SHAVED ASPARAGUS IN A LIGHT THERMADORE CREAM
Market Priced

AREA SURVEY
 100 2ND AVENUE
 NEW YORK, N.Y.
 FEBRUARY 26, 2020
 NOT TO SCALE

SMOKE SHOP
 DUMPLING
 UKRAINE SPORTS CLUB
 VACANT
 WAXING SALON
 VACANT/CONST.

RESIDENTIAL

KAMEN MILSYA
 B&H DAIRY
 GIFT SHOP
 VACANT
 VACANT
 CONSTRUCTION

STANDINGS BAR
 BURP CASTLE
 MEDICAL OFFICE
 MEDICAL OFFICE
 RESIDENTIAL

E. 7TH ST. -

MOCHA NYC
 MIDDLE COLLEGIATE CHURCH
 RESIDENTIAL
 UKRAINIAN ASSOCIATION
 VACANT
 MADAME VO

VIA DELLA PACE
 ICE CREAM
 COLLEGIATE CHURCH
 REALTY
 RESIDENTIAL

MIDDLE COLLEGIATE CHURCH
 RESIDENTIAL

RESIDENTIAL
 COMMUNITY SYNAGOGUE
 ST. MARKS EVANG. LUTHERAN CHURCH
 RESIDENTIAL
 POLICE PRECINCT

2ND AVE. -

SAN MARZANO BAKERY
 NYU BUILDING
 FOOD MARKET
 NYU BUILDING
 BANK
 MIGHTY QUINNS BBQ

NYU BUILDING
 RESIDENTIAL
 BARBER SHOP
 LAUNDRY MAT
 BAKERY
 MAKINNY
 NYU BUILDING
 RESIDENTIAL

E. 6TH ST. -

GROCERY/DELI
 APPLICANT
 ASSOCIATION OF AMERICAN UKRAINIANS
 THE MERMAID INN
 LOCAL
 SAN POUTEI
 FRANK
 KITCHENSINK

NAVA-MEZZA
 BEAUTY SPA
 CHERIN
 BEEBLE HOUSE NYC
 RESIDENTIAL
 RISSO TERIA
 MELOTTI
 JIANG DINER
 RESIDENTIAL

TAS INDIAN
 RESIDENTIAL
 RESIDENTIAL
 RESIDENTIAL

RESIDENTIAL
 KOOK
 RAJ MAHAL
 AOT KITCHEN
 MALAI MARKET
 POLICE PRECINCT

DRUG STORE
 COFFEE STORE
 CALEXICO
 HOU YI
 THAILAND CAFE
 PUB ON 2ND
 TOY STORE
 WINE & LIQUOR
 COOPERS CRAFT & KITCHEN

INSURANCE OFFICE
 HAIR SALON
 HEALTH OFFICE
 RESIDENTIAL
 JEWEL BAKO
 UKIYO
 COFFEE STORE
 RESIDENTIAL

E. 5TH ST. -

TEA STORE
 CONSTRUCTION
 VACANT
 SMOKE SHOP
 CACIO EVINO
 NOMAD
 2ND AVENUE CHURCH
 CLEANERS
 BANK

HAIR SALON
 PET SUPPLIES
 LIGHTING ST.

HOME FURNISHING
 CLOTHING ST.

DARK LOT
 RESIDENTIAL
 DENTAL OFFICE

NAI
 DRESS SHOP
 DELI/MARKET
 BRICK LANE
 VACANT
 NOSTRO
 PSYCHIC
 ATLAS CAFE
 PIZZERIA
 FOOD MARKET

BARBER SHOP
 RESIDENTIAL
 DOKO DEMO
 CUCINA DI PESCE
 N.Y. COMEDY CLUB

E. 4TH ST. -

QUEEN VICTORIA

THE BOILER ROOM

STILLWATER

PLANT FOOD W/ INF.

Landess-Simon, Inc.

Legal & Commercial Photography

45 Lawlins Park
Wyckoff, NJ 07481
Phone: (201) 848-5652
E-mail: landess@att.net
landessphotographers.com

RE: 100 2ND AVENUE

1. The Mermaid Inn - 96 2ND Avenue - 69'
2. Local - 92 2ND Avenue - 85'
3. Mayamezcal - 304 East 6TH Street - 107'
4. Calxico - 99 2ND Avenue - 104'
5. Thailand Cafe - 95 2ND Avenue - 128'
6. San Poutei - 92 2ND Avenue - 120'
7. Pub On 2ND - 93 2ND Avenue - 145'
8. Beetle House NYC - 308 East 6TH Street - 129'
9. Frank - 88 2ND Avenue - 145'
10. Kitchen Table - 88 B 2ND Avenue - 168'
11. Coopers Craft & Kitchen - 87 2ND Avenue - 186'
12. Via Della Pace - 48 East 7TH Street - 283'
13. N.Y. Comedy Club - 85 East 4TH Street - 460'
14. UKranian Sports Club - 124A 2ND Avenue - 446'
15. Queen Victorian - 68 2ND Avenue - 493'

CHURCHES & SCHOOLS

1. Middle Collegiate Church - 112 2ND Avenue - 222'
2. Saint Mark's Evangelical Lutheran Church - 323 East 6TH Street - 314'
3. Community Synagogue - 329 East 6TH Street - 345'
4. 2ND Avenue Church - 72 2ND Avenue - 356'

MIGHTY
QUINNS BBQ

MADAME VO

- E. 6TH ST. -

DRUG STORE
COFFEE STORE
CALEXICO
HOU YI
THAILAND CAFE
PUB ON 2 ND
TOY STORE
WINE & LIQUOR
COOPERS CRAFT & KITCHEN

2ND AVE. -

GROCERY/ DELI
APPLICANT
ASSOCIATION OF AMERICAN UKRANIANS
THE MERMAID INN
LOCAL
SAN POUTEI
FRANK
KITCHEN SINK

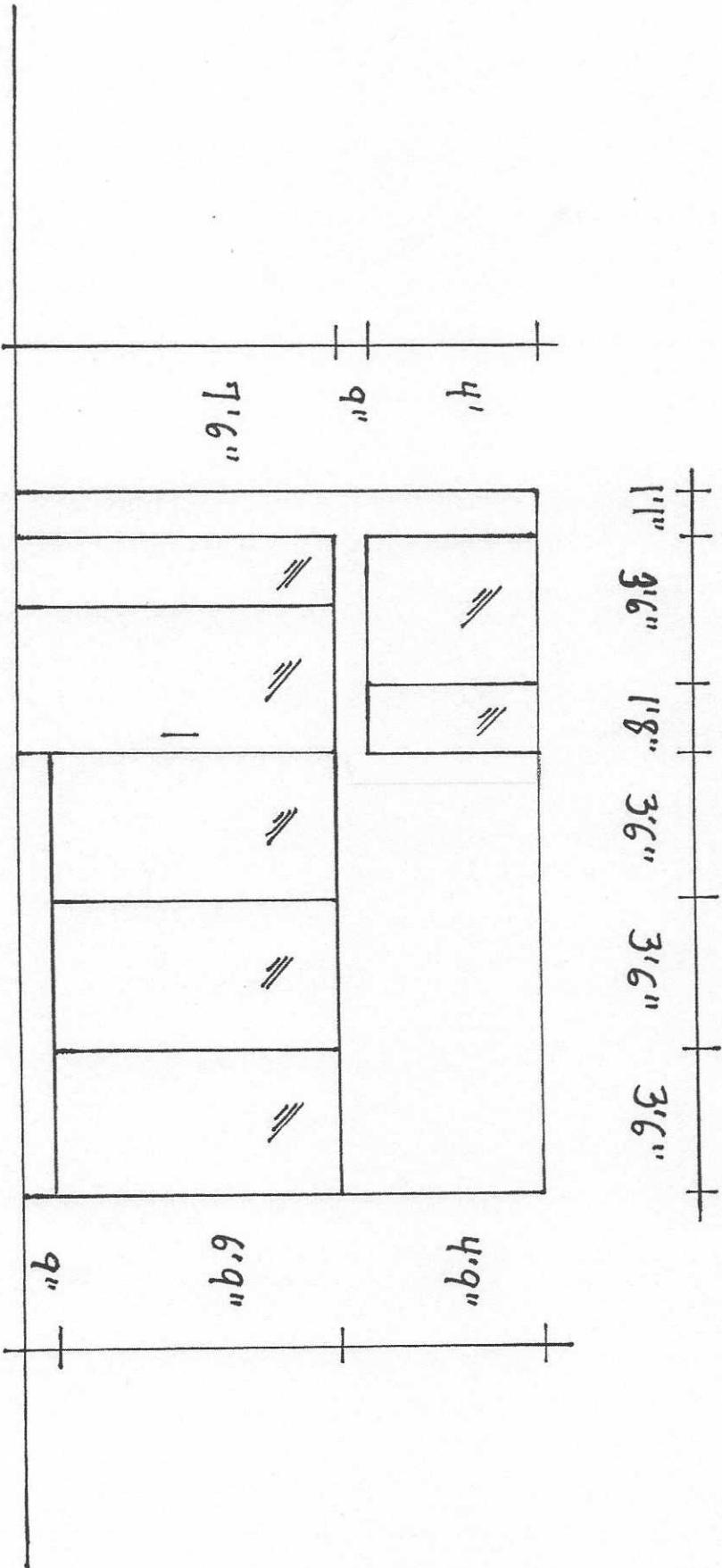
Block Plot
100 2ND AVENUE
NEW YORK, N.Y.
FEBRUARY 26, 2020 - NOT TO SCALE

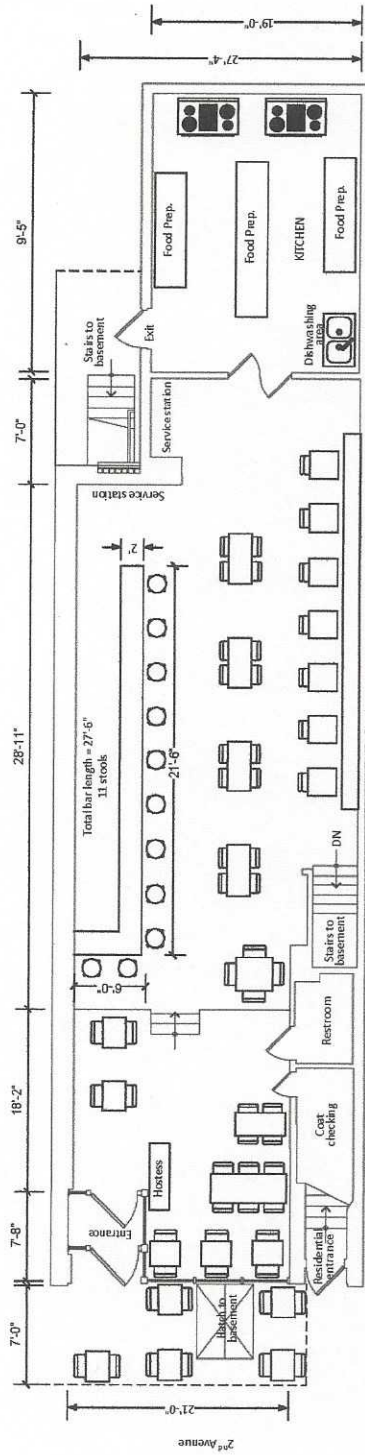
- E. 5TH ST. -

NAI

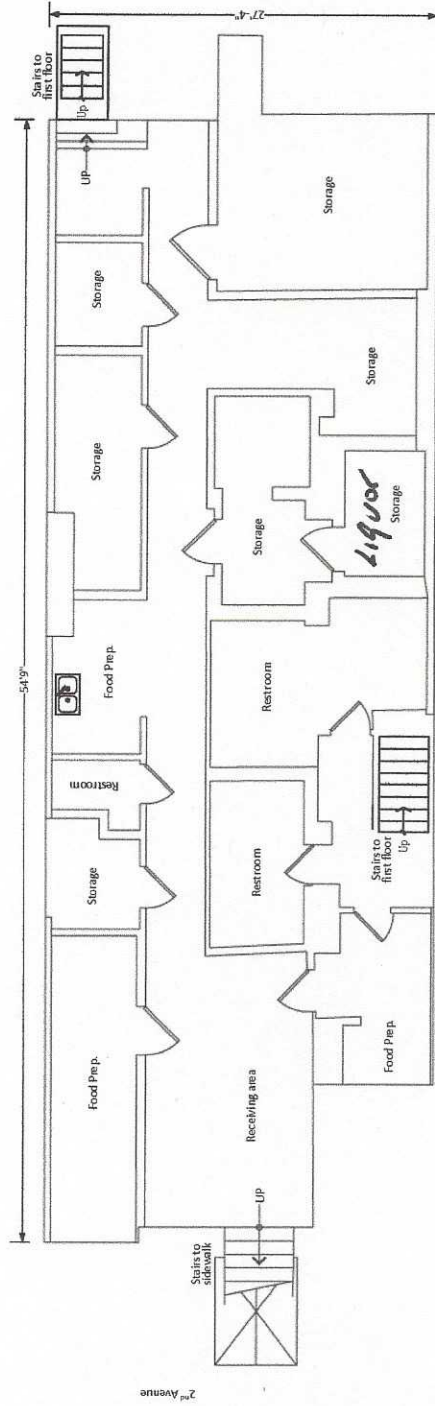
TEA STORE

FRONT ELEVATION
100 2ND AVENUE
NEW YORK, N.Y.
FEBRUARY 26, 2020
NOT TO SCALE





INTERIOR DIAGRAM - First Floor
 (Proposed)
 100 2nd Avenue
 New York, NY
 April 17, 2020
 NOT TO SCALE



INTERIOR DIAGRAM – Basement

(Proposed)
 100 2nd Avenue
 New York, NY
 April 17, 2020

NOT TO SCALE

GROCERY
LOTTO • FREE DELIVERY

212-228-7951

100

HAVELI
INDIAN CUISINE

100

HAVELI
HAVELI

100

SELF

HomeKun
PhishKun
ATM
ATM
WELCOME TO
VILLAGE
AND MARKET
GROCERY



