



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.
- ☐ 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

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

If alteration, describe nature of alteration: _____

Previous or current use of the location: _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 188 Avenue B, New York, NY 10009

Cross streets: E 11th and 12th street

Name of applicant and all principals: Michael Camacho - Rue B NYC Inc

Trade name (DBA): Rue B

PREMISE:

Type of building and number of floors: Mixed (Residential/ Commercial) 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: side walk cafe and backyard

sidewalk cafe 10 seats Rear yard - 30 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? 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):

R7A/ C1-5

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) Pre-Covid 5pm - 4am Mon - Sun & post Covid Mon - Fri 5pm - 11pm & Sat/Sun 12PM - 11pm

Sidewalk cafe Sun - Wed till 10pm Th - Sat 11pm Same hours for Rear yard.

Number of tables? 3 Total number of seats? 12

How many stand-up bars/ bar seats are located on the premise? 1 - 4 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 shape bar 25 feet located in the middle of establishment

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

American Fan Fare

What are the hours kitchen will be open? all open hours of operation

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

How many employees will there be? 5

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? No

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: Acoustic live music only

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? only live Jazz.
No cover fee is charge. Pre-Covid Mon - Sun 7pm - 11pm & post Covid Mon - Sun 7pm - 11pm

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.") see plan

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) 1 - Mon - Sun 7PM - 11PM

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. See plan

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.

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? 3

How many On-Premise (OP) liquor licenses are within 500 feet? 10

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 0 DJs / promoted events per 0, ☐ 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 8pm.
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.

Applicant Address: 188 Avenue B
New York, NY 10009

Plans to manage vehicular traffic and crowds on the sidewalk

We plan to operate an establishment that will not negatively impact our neighbors. We are experienced operators who have worked very hard to earn our reputation as committed community partners and are confident we will be an establishment that CB3 will be proud to call its own.

We do not anticipate large crowds on the street. We will ensure that the premises are maintained in an orderly fashion at all times. We will designate an employee to make sure that a crowd of patrons will not form in front of or adjacent to our establishment as we do not want to disturb the quality of life of our fellow neighbors.

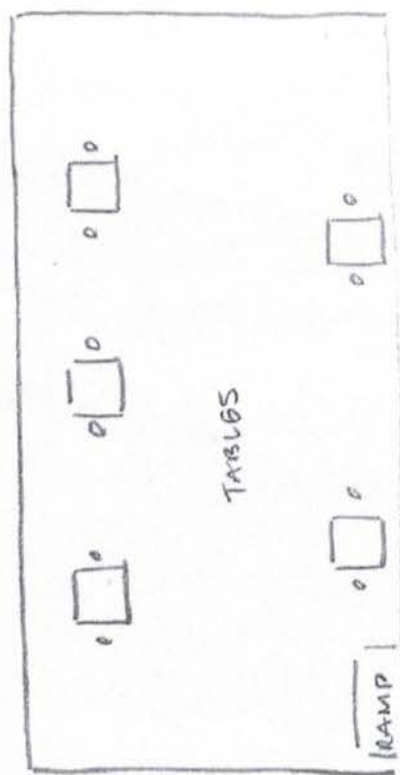
We will have signs visibly posted inside and on the storefront reminding patrons to be courteous of the neighborhood and to keep noise to a minimum. However, should a crowd form in front of or adjacent to our establishment, we will immediately inform the crowd that they are not able to congregate in front of the establishment.

We understand that parking is limited in the area. We anticipate that the overwhelming majority of our patrons will be walking; we plan to serve a community that lives and works in the immediate vicinity.

Plans to manage noise inside and outside of the premises

The establishment already has excellent soundproofing, ensuring that the conversations of patrons and the live acoustic music will not emanate to the residential apartments surrounding our establishment. A sound level control instrument will be placed inside of the establishment as a warning to the staff should the noise become too loud. Our cell numbers as well as those of the managers we employ will also be given to the manager of our building should they feel the need to call immediately if any noise is disturbing their quality of life.

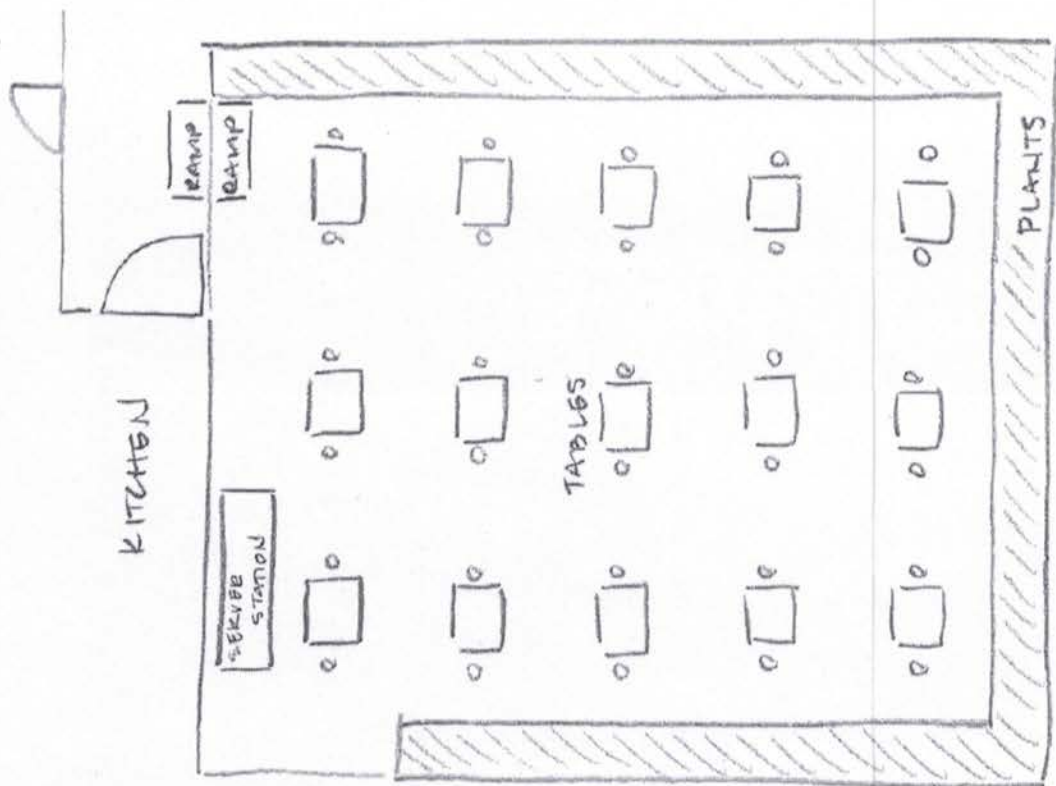
OUTDOOR DINING - FRONT



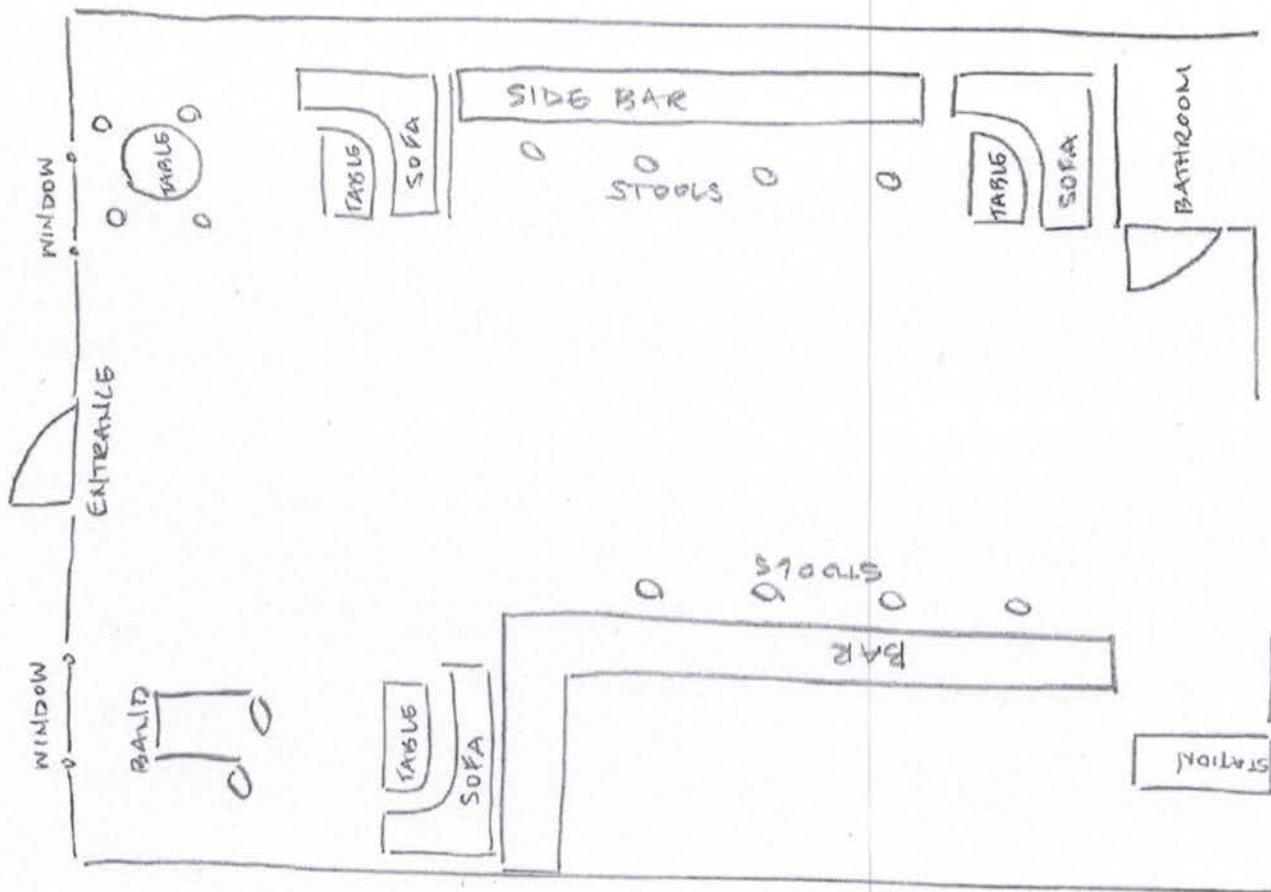
RAID

A hand-drawn musical notation for the word "RAID". It consists of a single eighth note with a stem and a flag.

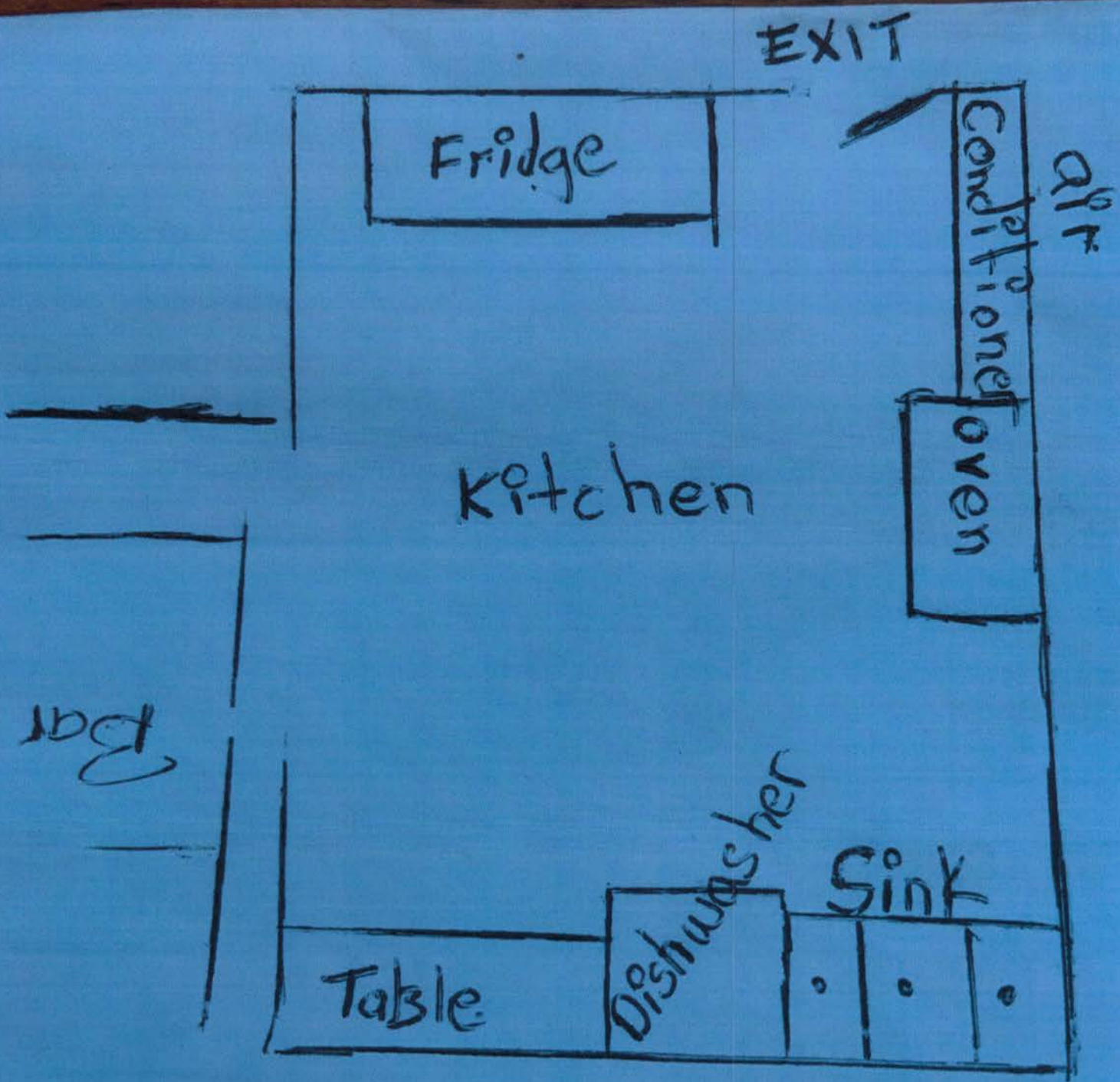
OUTDOOR DINING - REAR



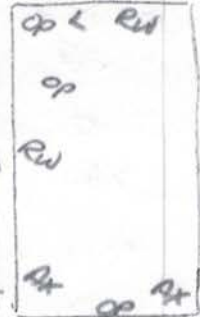
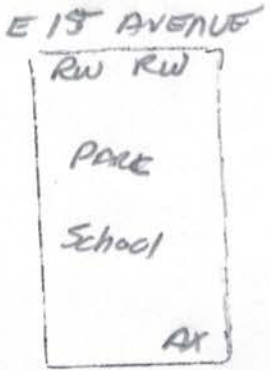
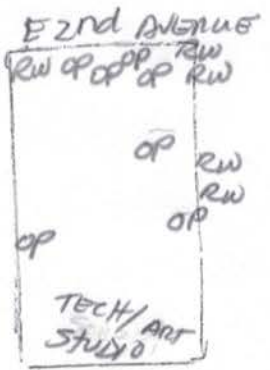
INDOOR DINING



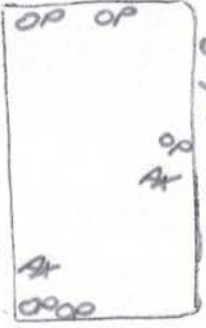
INDOOR DINING



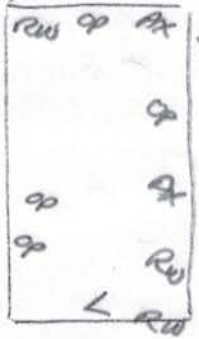
Rue B NYC INC
188 AVENUE B
New York, NY 10009



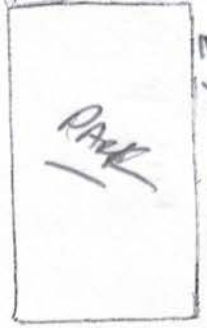
E 13th Street



E 14th Street



E 10th Street



E 9th Street



AVENUE C



AVENUE D

Proximity Report for Location:

September 22, 2020

188 Avenue B, 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
BRIX NYC LLC	170 AVENUE B	255 ft
BEE WINES & LIQUORS INC	225 AVENUE B	530 ft
CONVIVE PARTNERS LLC	196 AVENUE A	680 ft
10TH STREET & AVENUE C LIQUOR & WINE INC	159 AVENUE C	885 ft
WINESHOP LLC	438 A E 9TH ST	1075 ft
DARA LIQUORS INC	110 AVENUE I	1375 ft
CARMAD INC	224 226 1ST AVE	1440 ft

Churches within 500 Feet

Name	Approx. Distance
People's Home Church	280 ft
The Father's Heart Ministry Center	280 ft

Schools within 500 Feet

Name	Address	Approx. Distance
PS 61 ANNA HOWARD SHAW SCHOOL	610 E 12TH ST	235 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
AMA FOOD GROUP LLC	190-192 AVE B	20 ft
JMR DINING LLC	190 192 AVENUE B	50 ft
FLAM ABLE LLC	204 AVENUE B	185 ft
FOOD IN ITALY LLC	337 E 10TH ST	360 ft
LA RITT INC	162 164 AVENUE B	375 ft
CHARLEY GROUP LLC	339 E 10TH STREET	400 ft
220 ASSOCIATES INC	222 AVENUE B	400 ft
224 AVENUE B INC	224 AVENUE B	405 ft
219 AVENUE B MUSIC LOUNGE INC	219 AVENUE B	410 ft
LEAD TO GOLD INC	225 AVENUE B 2ND FL	425 ft
DELTA 510 CORP	510 E 11TH ST	540 ft
1862 HOSPITALITY LLC	503 505 E 12TH ST	620 ft
MONOLITH INC	194 AVE A	675 ft
OYSTER CITY LLC	647 E 11TH ST	715 ft
A10TH KITCHEN GROUP INC	162 AVENUE A	725 ft

Name	Address	Approx. Distance
RUMBA NYC BAR & GRILL CORP	185 AVENUE C	735 ft
TBI MANHATTEN CORP	185 AVENUE C	735 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
JOSELUIS CORP	186 AVE B	25 ft
OOPS OF NEW YORK INC	168 AVENUE B	320 ft
SODA CLUB NYC LLC	155 AVENUE B	470 ft
AVE A HOSPITALITY LLC	200 AVENUE A	680 ft
DBW RESTAURANT ASSOCIATES LLC	206 AVE A	720 ft

Unmapped licenses within zipcode of report location

Name	Address
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RUE B MENU

188 avenue B New York, NY 10009

Lentil Soup \$10
lentil, tomato, celery, onions

Chicken Salad \$15
grilled chicken, green mix, onions, red peppers,
cherry tomatoes, house dressing

Avocado Mango & Quinoa Salad \$14
avocado, mango, quinoa, black pepper,
olive oil, lemon dressing

Bruschetta \$8
fresh tomatoes, garlic, virgin olive oil,
basil, black pepper

Guacamole & Chips \$8
fresh avocados, tomato, white onions,
touch of jalapeños, cilantro, salt, lime juice

Hummus \$8
garbanzo beans, tahini, olive oil,
lemon juice, salt

Mac & Cheese \$12
macaroni, cheddar cheese,
cheese, cream, bread crumbs

Beef Sliders \$15
Little burger buns, ground beef, pickles,
sriracha mayo sauce, chips

BBQ Chicken sliders \$14
Little burger buns, pulled chicken,
bbq sauce, pickles, onions pickles, chips

Little Pizza

fresh mozzarella cheese, tomato sauce,
cherry tomatoes, basil

\$10**Desserts****Chocolate mousse cake****\$9****Tiramisu****\$9****New York Cheesecake****\$9****Hot Drinks****Coffee \$5****Espresso \$4****Cappuccino \$6****Late \$6****Chocolate \$5****Tea \$4****Mocha \$6****RUE B COCKTAILS****COCKTAILS****Flavored Margarita 16****Flavored Mojito 16****Old Fashioned 15****Sazerac 16****French 75 14****Negroni 15****Caipirinha 14****FROZEN****Flavored Margarita 16****Rue B Punch 14****Hawaii five-O 15****Strawberry Daiquiri 13****Piña Colada 14**

RED AND WHITE WINE

Pinot Grigio 14

Sauvignon Blanc 14

Chardonnay 14

Pinot Noir 14

Cabernet Sauvignon 14

Malbec 14

BEERS

Rue B IPA 8

Rue B stout 8

Delirium 12

Rue B Lager 8

Montauk 8

Ufo 8

HOUSE COCKTAILS 13

Vermont old fashioned

Whiskey, Vermont Maple Syrup, Aromatic Bitters, Cloves















