

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: _____

9/30/20

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: 359 Grand Street

Cross streets: Essex Street and Norfolk Street

Name of applicant and all principals: Alan Phillips - Friedman's on Grand LLC

Trade name (DBA): Friedman's

PREMISE:

Type of building and number of floors: commercial / 2 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 patio
sidewalk cafe - 10 seats; patio - 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? 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):
R8 C1-5 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) 7 days. 9am - 11pm

Number of tables? 11 Total number of seats? 40

How many stand-up bars/ bar seats are located on the premise? 1 - 6 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): straight - 15 feet

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? all available times of operation

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

How many employees will there be? 30

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: IPAD background 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? 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: see rider

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? ⁴ _____

How many On-Premise (OP) liquor licenses are within 500 feet? ⁹ _____

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) American
fare, 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 ____.
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.

Active Licenses Rider to Alan Phillips

2896 Broadway Food Service Corp
2893 Broadway
New York, NY 10025
Serial#: 1111539
Interest Type: Principal
Interest Date: 3/1/17

Chelsea Market Deli LLC
75 9th Avenue
New York, NY 10011
Serial#: 1280068
Interest Type: Principal
Interest Date: 7/28/14

Site 25 Restaurant Concepts LLC
102 North End Avenue
Site 107
New York, NY 10282
Serial#: 1257289
Interest Type: Principal
Interest Date: 9/7/11

Friedman's 31st Street LLC
31 Penn Plaza a/k/a 132 West 31st Street
New York, New York 10023
Serial#: 1271598
Interest Type: Principal
Interest Date: 6/17/13

Friedman's 47th LLC
228 W 47th St, Café Space
Grd Flr, East Floor
New York, New York 10036
Serial#: 1294781
Interest Type: Principal
Interest Date: 5/19/16

Phillips 35 Inc.
450 10th Avenue
New York, NY 10018
Serial#: 1279904
Interest Type: Principal
Interest Date: 7/18/14

MAYFAIR WEST AT CHELSEA MARKET LLC
1187 AMSTERDAM AVE
New York, New York 10027
Serial#: 1286544
Interest Type: Principal
Interest Date: 6/3/15

JVB Ventures LLC
3141 Broadway
New York, NY 10025
Serial #1292133
Interest Type: Principal
Interest Date: 1/22/16

V&J 37 Ventures LLC
477 10th Ave
AKA 444-483 10th Ave
New York, NY 10018
Serial#: 1308098
Interest Type: Principal
Interest Date: 2/7/18

39 WEA Food Group Inc
39 West End Avenue
New York, NY 10023
Serial#: 1310837
Interest Type: Principal
Interest Date: 6/4/18

Applicant Address: 359 Grand Street
New York, NY 10002

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.

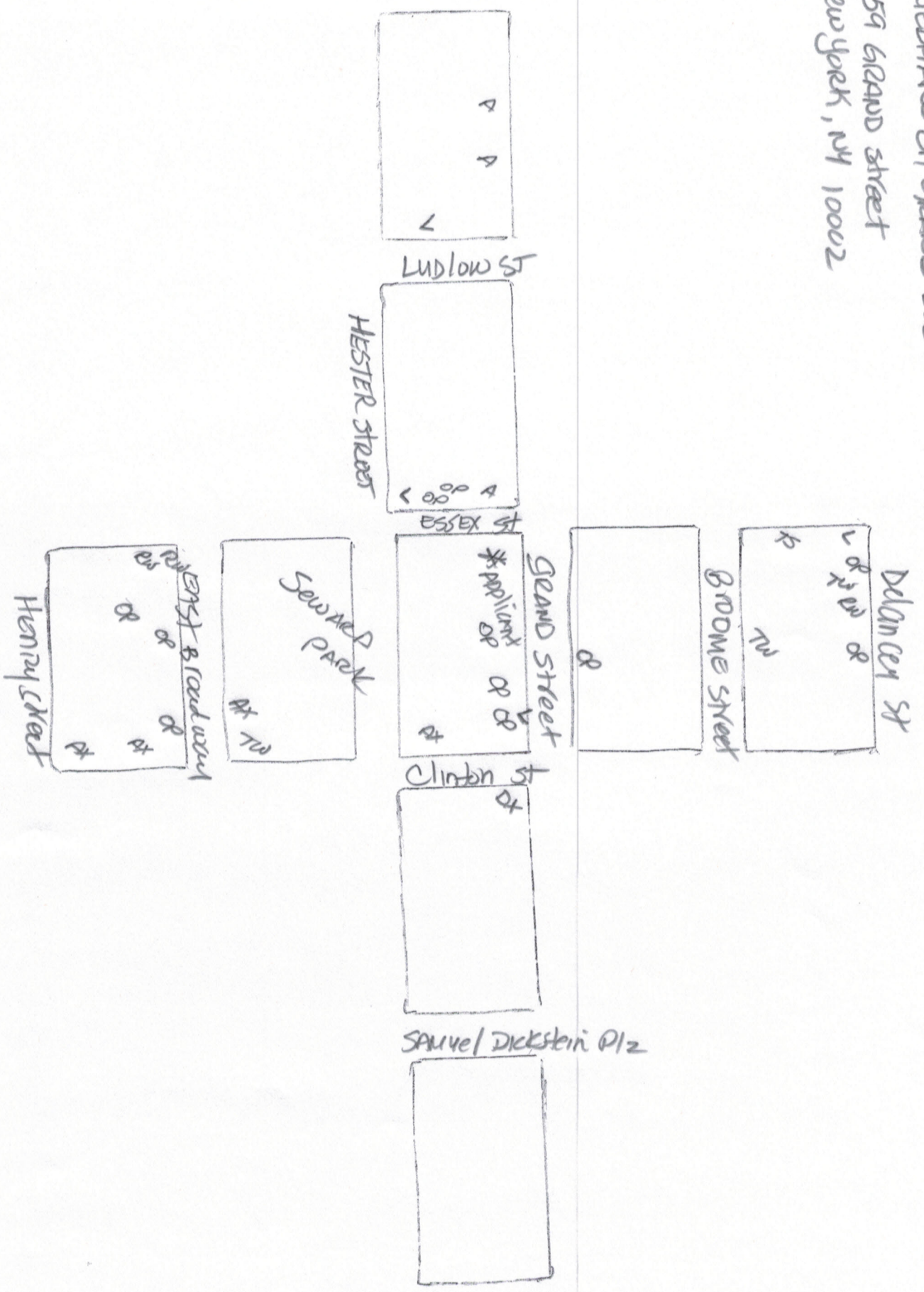
We will have signs visibly posted inside and on the storefront reminding patrons to be courteous of the neighborhood and to keep noise to a minimum. However, should a crowd form in front of or adjacent to our establishment, we will immediately inform the crowd that they are not able to congregate in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

FRIEDMAN ON GRAND LLC
359 GRAND STREET
NEW YORK, NY 10002



Proximity Report for Location:

September 23, 2020

359 Grand St, New York, NY, 10002

* 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
DELANCEY WINE INC	35 ESSEX ST	230 ft
SEWARD PARK LIQUORS INC	53 LUDLOW ST	345 ft
VINFAMILY INC	393 GRAND ST	545 ft
PET NAT LLC	115 DELANCEY ST	705 ft
YEE FUNG CORP	135 DIVISION ST	955 ft
E L PARTNERS LLC	101 ALLEN ST	1020 ft
OCEAN WINE & SPIRIT INC	273 GRAND ST	1175 ft

Churches within 500 Feet

Name	Approx. Distance
Congregation Beth Hamedrash Hagadol Synagogue	250 ft
Norfolk Street Baptist Church	250 ft

Schools within 500 Feet

Name	Address	Approx. Distance
SEWARD PARK HS	350 GRAND ST	385 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
RANDALLS HOSPITALITY LLC	359 361 GRAND ST	0 ft
PIZZA A CASA INC	371 GRAND ST	90 ft
RABBIT BOX HOSPITALITY LLC	41 ESSEX ST	170 ft
OLD MAN HUSTLE LLC	39 ESSEX ST	185 ft
EDMANHUSTLE LLC	39 ESSEX ST	190 ft
B D SHEA GRAND LLC	384 GRAND STREET	355 ft
SALUGGIS EAST INC	399 GRAND ST	455 ft
TRUMMER ART HOLDINGS LLC	324 GRAND ST	465 ft
OTFOTEOC LTD	21 ESSEX ST	480 ft
GUTTER BAR LES LLC, THE	242 BROOME ST	500 ft
FURN 403 GRAND INC	403 GRAND ST	515 ft
L E S RESTAURANT CORP	81 LUDLOW ST AKA 246 BROOME ST	550 ft
NIKKI MAX ENTERPRISES LLC	75 ORCHARD STREET	585 ft
GRAZ RESTAURANT LLC	79 ORCHARD STREET	610 ft
BARRIO CHINO LLC	253 BROOME STREET	620 ft

Name	Address	Approx. Distance
COMPAS GROUP NEW YORK LLC	86 ORCHARD STREET	625 ft
MAY BEE BOHEMIAN LLC	252 BROOME ST	635 ft
54 MULBERRY LLC	252 BROOME ST	635 ft
TWO BIKES LLC	85 ORCHARD STREET	675 ft
SAIGONNYC LTD	85 ORCHARD ST UNIT B	675 ft
ORCHARD 85 CORP	85 ORCHARD STREET	680 ft
AMBER AVALON CORP, THE	92 LUDLOW STREET	705 ft
DSA PHASE 1 BEER HALL LLC	115 DELANCEY ST	710 ft
REGAL CINEMAS INC	115 DELANCEY ST	715 ft
ALLEN HOTEL INC, THE	88 ALLEN ST	715 ft
BIG CANDY LLC	86 ALLEN ST	720 ft
XLR8 LLC	266 BROOME ST	735 ft

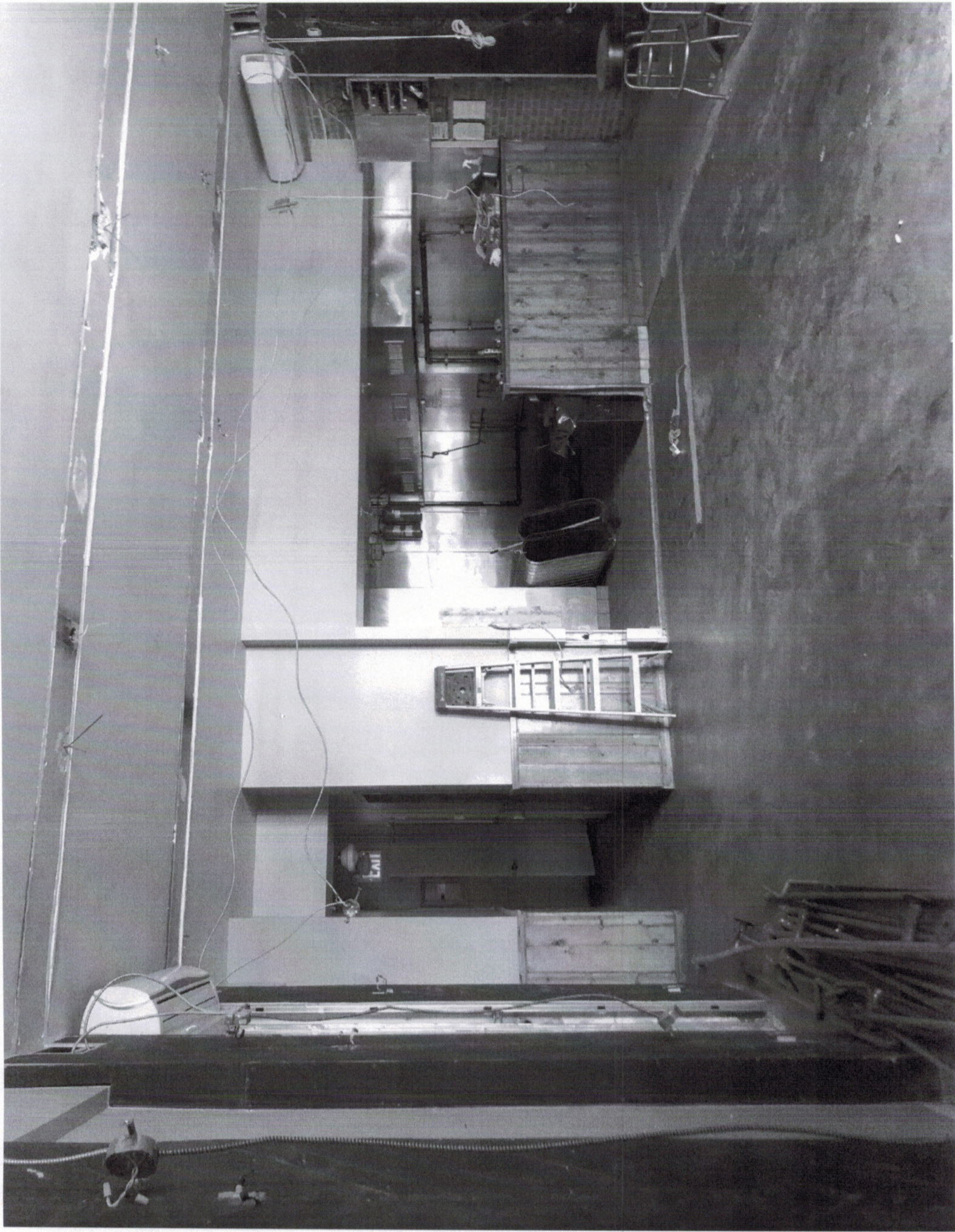
Pending Licenses within 750 Feet

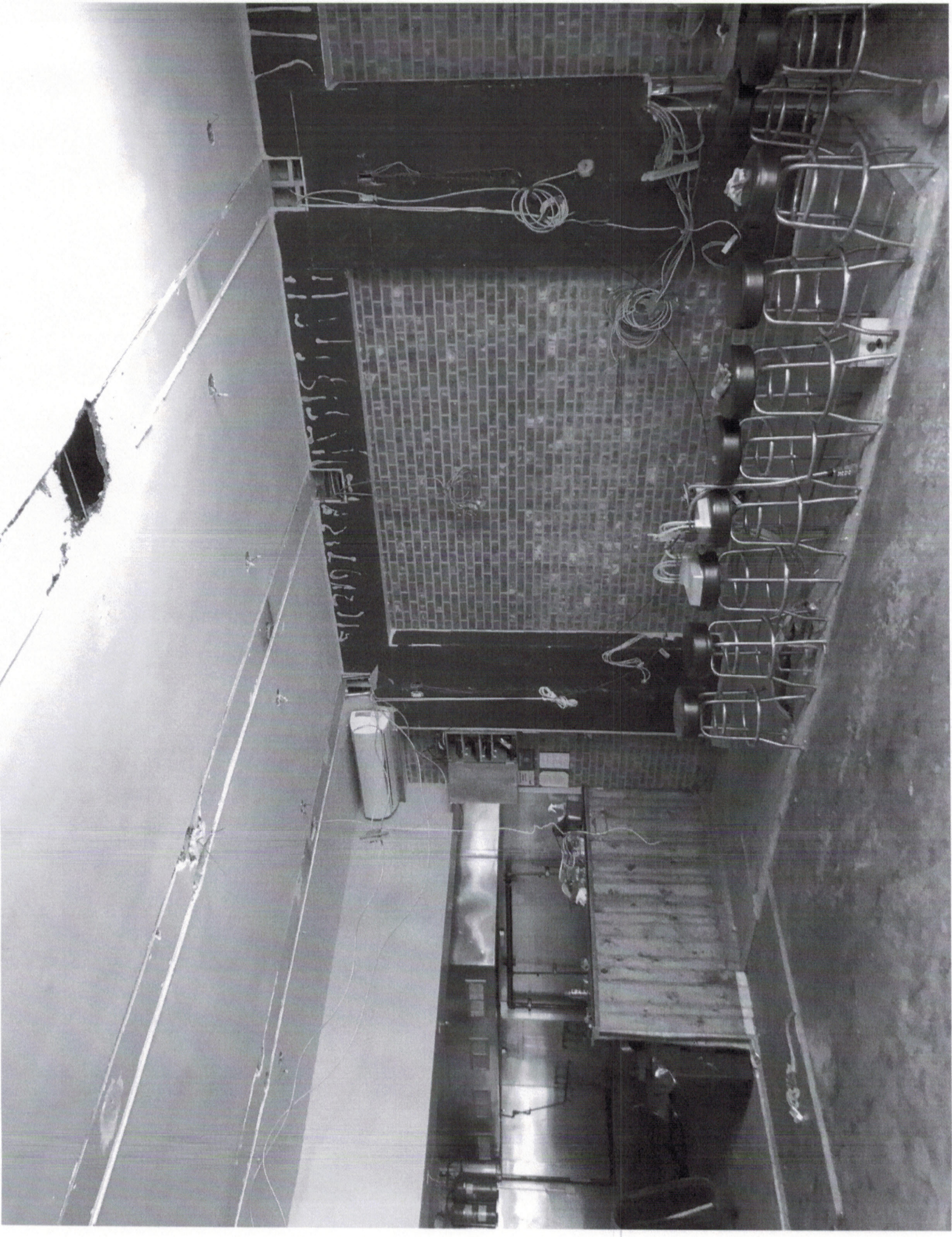
Name	Address	Approx. Distance
ESSEX CAFE GROUP LLC	21 ESSEX ST	480 ft
CDT LUDLOW INC	87 LUDLOW ST	625 ft
FIFTH ELEPHANT LLC, THE	87 LUDLOW ST	675 ft
ESSEX HOSPITALITY LLC	115 DELANCEY ST	710 ft
NIXTAMAL AT MARKET LINE LLC	115 DELANCEY ST	710 ft
SAMURICE NY INC	115 DELANCEY ST	710 ft
SITE 2 MARKET LINE RESTAURANT LLC	115 DELANCEY ST	710 ft
GOOD PAL CHANTELLE CROP	92 LUDLOW ST	710 ft

Unmapped licenses within zipcode of report location

Name	Address
TASTE COLLECTION LLC	81 83 RIVINGTON ST
SUNDAY TO SUNDAY CAFE INC	253 257 BROOME ST









ALL DAY MENU

FRIEDMANS

— GLUTEN-FREE PIONEERS —

ALL DAY MENU

EARLYRISERS

HOUSEMADE GRANOLA greek yogurt, mixed berries, wildflower honey	10
FRENCH TOAST berry compote, Vermont maple syrup	16
B.E.L.T. thick cut bacon, over-easy egg, lettuce, tomato, herb aioli, sourdough	14
AVOCADO TOAST rustic bread, poached eggs, chili flakes, hemp seeds	15
BREAKFAST BURRITO eggs, cheese, rice, beans, lettuce, sour cream	13
EGGS WITH STYLE potato hash, toast, choice of bacon, chicken sausage, fruit or Israeli salad	16

SIDES

thick cut bacon 7 • farm eggs 5 • avocado 5
 potato latkes 8 • chicken sausage 6
 toast 3 • market fruit 8 • potato hash 5

FRESHLY
SQUEEZED

orange 6 • grapefruit 6
 green 6 • hot cider 6

CLASSICS

FARM EGG OMELETTE market veggies, avocado, potato hash, toast	16
PASTRAMI HASH sunny-side eggs, whole wheat toast	18
STEAK • EGGS skirt steak, sunny-side eggs, crispy yuca, jalapeño crema	20
NOVA BENNY poached eggs, potato latke, smoked salmon, hollandaise	18
OATMEAL BANANA WALNUT PANCAKES bananas, Vermont maple syrup	16
CHICKEN CHILAQUILES sunny eggs, tortilla, avocado, cotija cheese, red onion, sour cream, tomatillo salsa	18

SALADS

GREEK CHOP romaine, feta, tomato, cucumber, olives, red onion, oregano vinaigrette	14
SESAME SALMON SALAD kale, grains, pickled beets, pickled carrots, avocado, edamame, sprouts, soy vinaigrette	19
ASIAN CHICKEN SALAD 2.0 cabbage, peppers, green beans, peanuts, scallions, cilantro, sesame seeds, hoisin dressing	17
COBB SALAD grilled chicken, avocado, bacon, blue cheese, cherry tomatoes, eggs, buttermilk ranch dressing	18

COFFEE BY LA COLOMBE

Drip (regular or decaf) 4
 ESPRESSO 3
 CAPPUCCINO/LATTE 4.5

COLD BREW

CHAI LATTE 4.5
 MATCHA LATTE 5
 DIRTY CHAI 5.5

HOT CHOCOLATE

with fresh whip 5
 HOT TEA 4

SANDWICHES

add tomato soup to any sandwich +4

gluten-free bread available

HAND CUT PASTRAMI mustard, pickle, vinegar chips	20
<i>Make it a Reuben with sauerkraut & swiss cheese +2</i>	
GRILLED CHICKEN SWISSWICH bacon jam, gruyere, lettuce, avocado aioli, ciabatta, herb fries	16
BUTTERMILK FRIED CHICKEN boneless thigh, lettuce, tomato, pickle, sriracha aioli, brioche bun	17
GRILLED CHEESE smoked gouda, aged cheddar, tomato	15
B.L.A.T. bacon, lettuce, avocado, tomato, herb aioli, sourdough, vinegar chips	15
TUNA MELT tomato, aged cheddar, toasted rye, vinegar chips	15
GARDEN VEGGIE hummus, cucumber, avocado, sprouts, carrots, lettuce, tomato, peppers, vinegar chips	15
FRIEDMAN'S CLUB turkey, avocado, blt, pepperjack, red onion, cranberry aioli, multigrain, vinegar chips	17
add cheese +2 add tofu +3 add chicken +5 add steak or salmon +7	

BURGERS

FRIEDMAN'S BURGER all natural angus beef, herb fries	18
TURKEY BURGER pepperjack, avocado aioli, herb fries	17
IMPOSSIBLE BURGER caramelized onions & mushrooms, herb fries	16
STREET FALAFEL tahini, Israeli salad, pickles, wrap, quinoa	15
BURGER TOPPINGS +2	
cheese • mushrooms • fried egg • avocado • grilled jalapeño • caramelized onions • bacon	

ENTREES

FRIED CHICKEN • CHEDDAR WAFFLE habanero honey	25
FISH TACOS corn tortillas, citrus fennel slaw, tomatillo salsa, sriracha aioli, cilantro	19
ROASTED SALMON mashed potatoes, seared spinach, asian ginger jus	27
STEAK FRITES 14 oz, sirloin, peppercorn glaze, shoe string fries	32
BRICK CHICKEN brussels sprouts, mashed potatoes	24
3 PIECE FRIED CHICKEN choice of two sides	22
GRAIN BOWL rice or quinoa, bok choy, broccoli, carrots, bean sprouts, edamame, sesame-lime vinaigrette	16
add tofu or avocado +3 add falafel or chicken +5 add steak or salmon +7	

SOFT DRINKS

ICED TEA 5
 LEMONADE 5

CANNED SODA

(coke / diet / sprite / ginger ale / seltzer)
 SAN PELLEGRINO (1 lt) 7

DR. BROWN'S (can)

(cel-ray / cream / root beer / black cherry) 2.5

STARTERS

CHICKEN MATZO BALL SOUP	8
TOMATO SOUP	8
SOUP OF THE DAY	8
SPINACH ARTICHOKE DIP corn tortillas	12
VEGETABLE POTSTICKERS sriracha aioli, ginger soy sauce	9
KOREAN CHICKEN WINGS sweet chili glaze	13
AVOCADO MASH tostones, pickled pepper	12

SIDES

MARKET PLATE
 (choose three sides 17)

SWEET POTATO FRIES
 blue cheese aioli

HERB FRIES
 rosemary, thyme, sage

YUCA FRIES
 avocado aioli

MAC N' CHEESE
 fontina, parmesan

BRUSSELS SPROUTS
 chili sesame

SAUTÉED BROCCOLI
 garlic & oil

ROASTED CAULIFLOWER
 green tahini

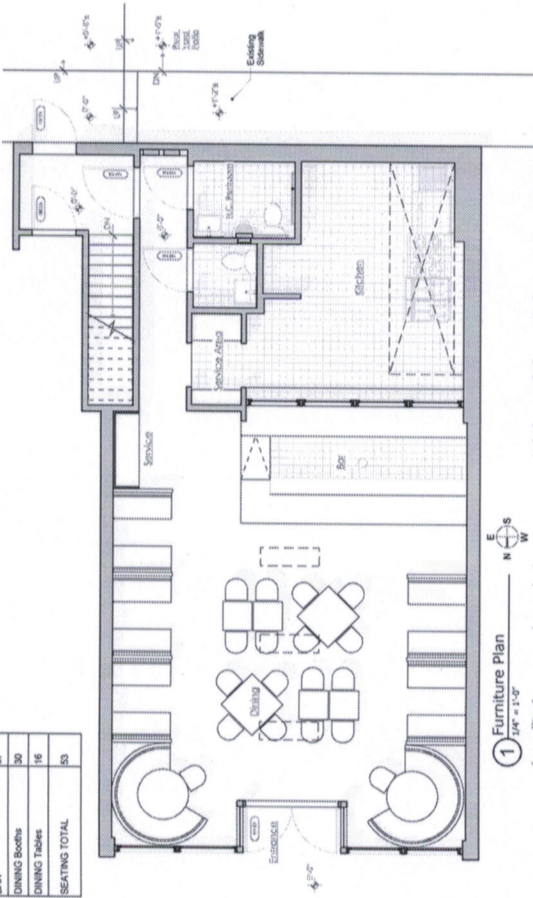
ISRAELI SALAD
 cucumbers, tomato, red onion, parsley, lemon

SAUTÉED STRING BEANS
 garlic butter

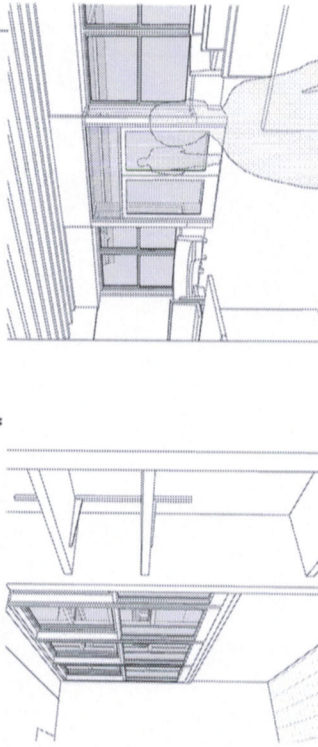
Many of our dishes can be prepared gluten-free, however our kitchen is not a gluten-free facility, please notify your server of any food allergies. All gluten-free dishes will be marked with a flag.

We are proud to serve free-range poultry, and produce from farmers we know. We are obligated to tell you consuming raw or undercooked meats, poultry, seafood, shellfish, eggs, or unpasteurized milk may increase your risk of food borne illness.

FRIEDMAN'S SEATING	
BAR	07
DINING BOOTH	30
DINING TABLES	16
SEATING TOTAL	53

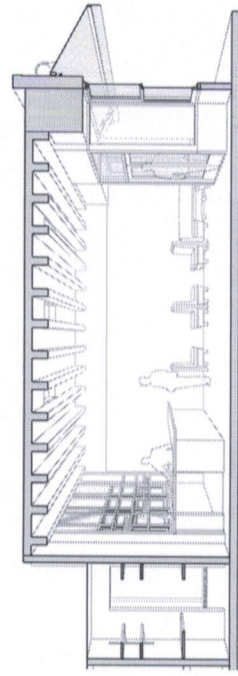


1 Furniture Plan
1/4" = 1'-0"

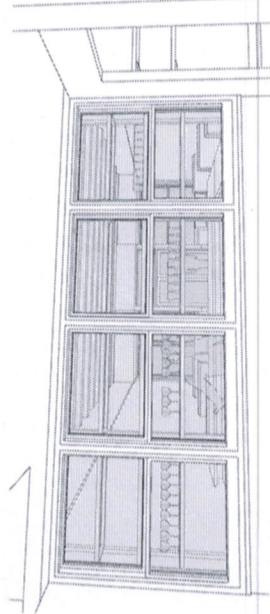


5 Elevation View Looking West through Dining

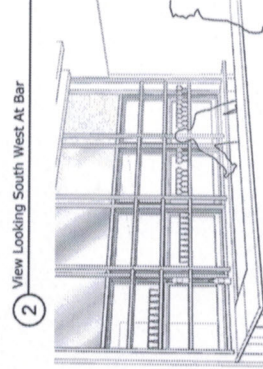
4 View Looking North West from Hallway



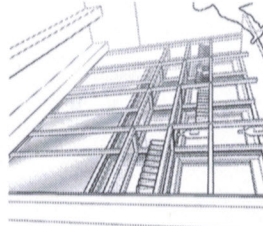
3 View Looking East From Kitchen



2A View Looking South West at Back Bar



2 View Looking South West at Bar



2B View Looking Up at Back Bar Mirrors



6 Exterior Storefront

FRIEDMAN'S

SEAL & SIGNATURE

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TREE HOUSE

4301 22 STREET, SUITE 208
LONG BEACH, CA 90801
WWW.TREEHOUSEDESIGN.COM

Project
Friedman's
355 Grand Street
New York, NY 10002

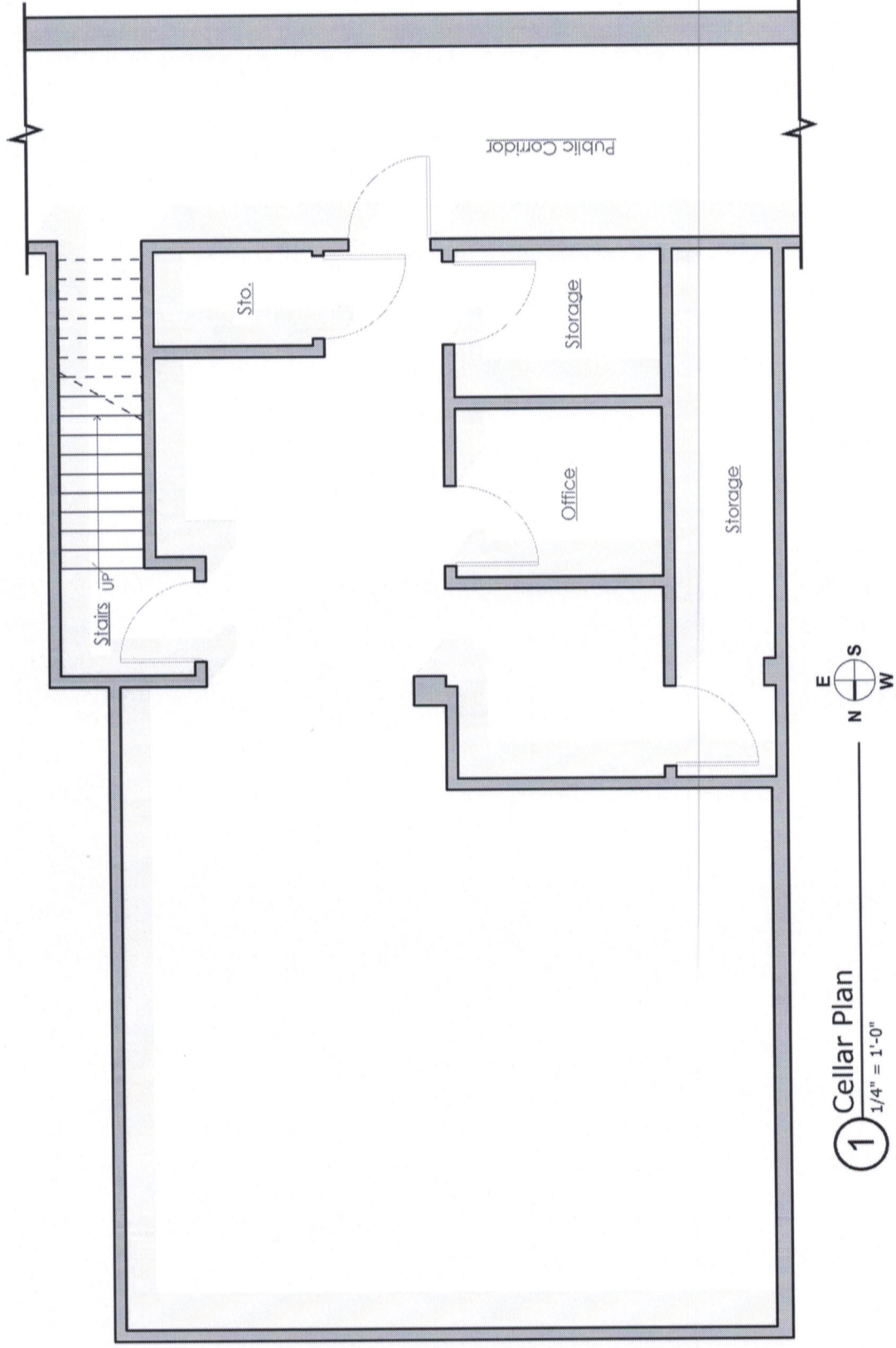
Concept Progress
Views

SCALE
DATE
JOB
DRAWING NO.

SK-4.0A

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Contractor to verify all information & dimensions in field prior to start of construction and shall notify Tree House Design Ltd. of any discrepancies



1 Cellar Plan
1/4" = 1'-0"