



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: 07/30/2021

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: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: restaurant/bar

Corporation and trade name of current license: n/a

APPLICANT:

Premise address: 197 2nd Avenue, NY, NY 10003

Cross streets: 12th Street and 13th Street

Name of applicant and all principals: Michael Dollaway

Trade name (DBA): ACES Fine Food and Spirits

PREMISE:

Type of building and number of floors: residential, 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: The space directly in f

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? _____

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): _____

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) Monday-Friday 5pm to 3am, Saturday and Sunday 11am to 3am, outdo

Number of tables? 22 with outdoor Total number of seats? 68 with outdoor

How many stand-up bars/ bar seats are located on the premise? 22

(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): one bar, 24', L shaped, along right side of

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
modern continental

What are the hours kitchen will be open? Mon-Friday 5pm to 2am, Saturday and Sunda

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

How many employees will there be? 24

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: Bose, small speakers in corners

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) Yes Thursday, Friday

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: Broken Coconut

Address: 32 Hudson Yards Community Board # 4

Dates of operation: Opened June 2019

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? 8

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. My license type is: beer & cider wine, beer & cider liquor, wine, beer & cider
2. I will operate a full-service restaurant, specifically a (type of restaurant) continental restaurant, or
 I will operate a _____,
 with a kitchen open and serving food during all hours of operation OR with less than a full-service kitchen but serving food during all hours of operation OR Other

3. My hours of operation will be:
Mon 5pm-3am ; Tue 5pm-3am ; Wed 5pm-3am ;
Thu 5pm-3am ; Fri 5pm-3am ; Sat 11am-3am ;
Sun 11am-3am . (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)
4. I will not use outdoor space for commercial use OR
 My sidewalk café hours will be mon-Fri 5pm-11pm, Saturday and Sunday 11am
5. I will employ a doorman/security personnel: Thursday, Friday, Saturday
6. I will install soundproofing, soundproofing exists
7. 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, or during unamplified live performances or televised sports. I will have a closed fixed façade with no open doors or windows except my entrance door will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified live performances or televised sports.

8. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than _____ DJs per _____, more than _____ private parties per _____, _____ number of TVs.
9. I will play ambient recorded background music only.
10. 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.
11. I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
12. I will not participate in pub crawls or have party buses come to my establishment.
13. I will not have unlimited drink specials, including boozy brunches, with food.
14. 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.
15. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16. I will conspicuously post this stipulation form beside my liquor license inside of my business.
17. 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.

Name: Michael Dollaway

Phone Number: (917)439-6259

197 2nd Avenue

ACES

Fine Food and Spirits

Nearby Licenses

14th St.

219 2nd Little Rebel OP

CLOSED PERMANENTLY

213 2nd Jackdaw OP

13th St.

Closed permanently 207 2nd

Closed permanently 199 2nd
197 2nd Ave.

B/W Little Poland 198 2nd
 OP Juke Bar 196 2nd
 OP 12th St. Ale House

12th St. 192 2

175 2nd Bar Veloce

closed ?

-175 2nd Kenoyama OP

B/W ~~Strikaz~~ 188 2nd

OP Cacio e Pepe 182 2nd

OP Pangea 178 2nd Ave.

OP Numero 28 Pizza 176 2nd
 B/W Love Mama 174 2nd

11th St.

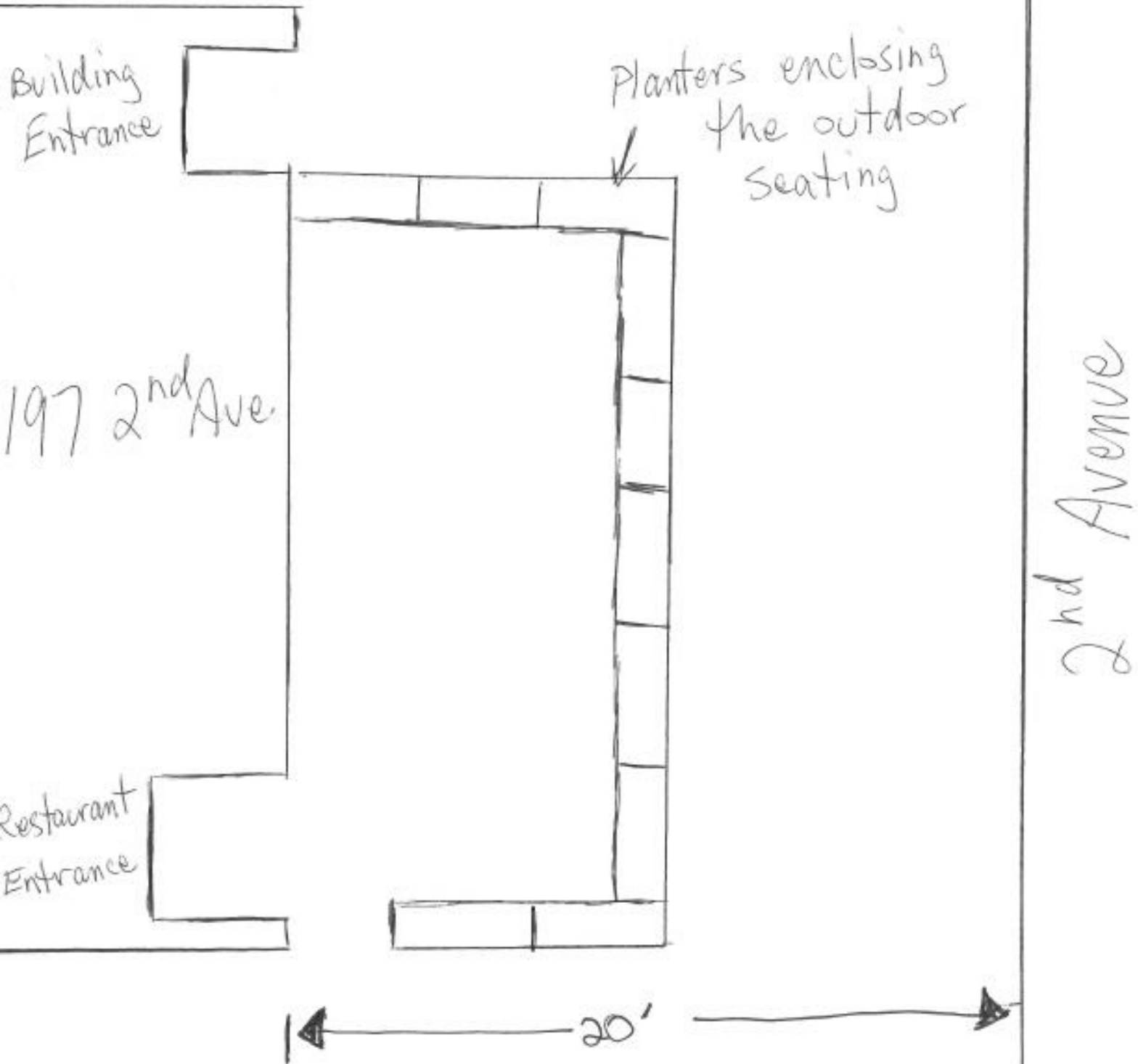
B/W Vin Sur Vingt 170 2nd

closed ? Luna Cafe 166 2nd

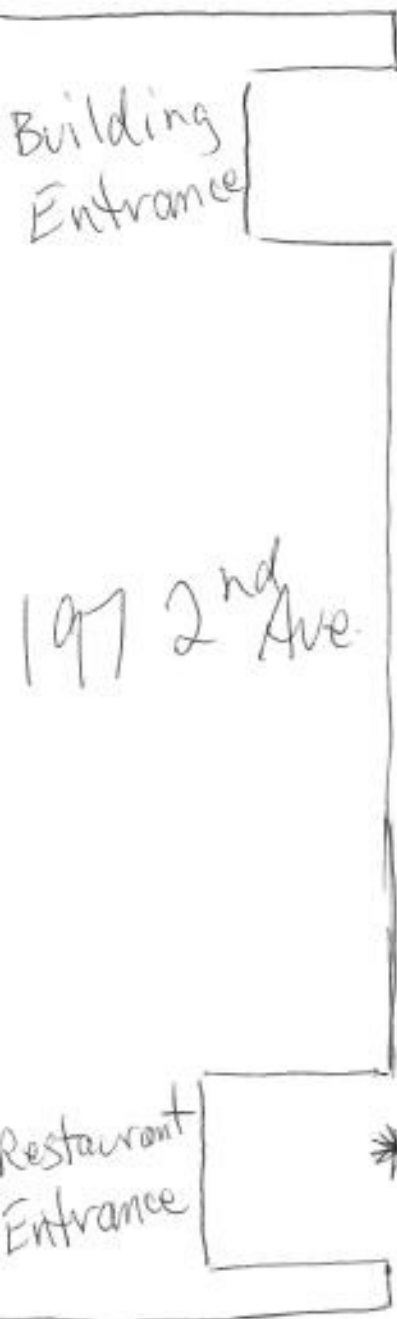
10th St.

2nd Ave.

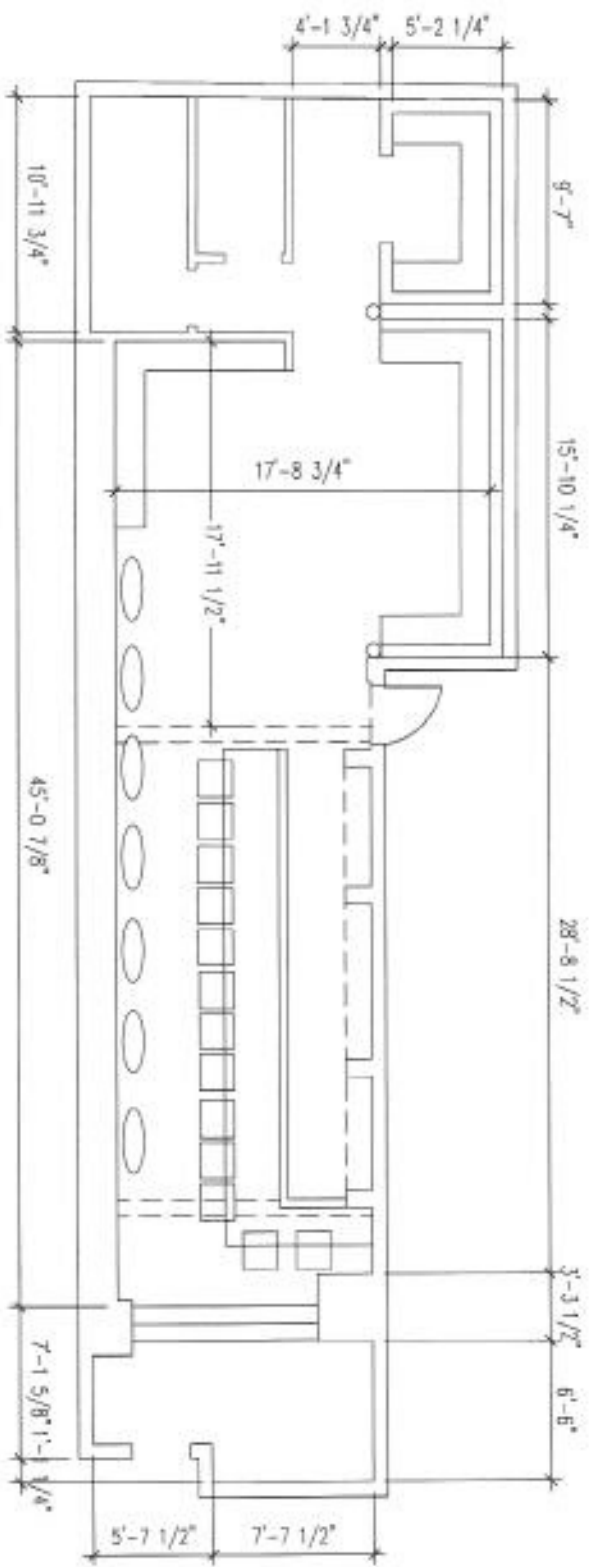
Proposed Sidewalk Seating



Crowd Management



- * Doorman Posted at Front door
- if a line were to form, they would be directed to line up against the building to the south, keeping the sidewalk clear. There is extensive space until the building entrance.
- This would be the case whether we had outdoor seating or not.



197 SECONDAWENUE, NEWYORK, NY
 SKOPOS CONTRACTING & DESIGN LLC

Sample Dinner Menu

Appetizer-

- *Oysters for 6 - MKT
- *Coriander Seared Tuna, Caper, Olive & Tomato Confit \$ 24
- *Grilled Octopus, Grapefruit, Fennel & Chili Oil \$22
- *Potato Gnocchi, Squash, Spinach & Pecorino Romano \$18
- *Shrimp Cocktail Old School \$20
- * Table Burger , House Blend , Quartered \$22
- *Whipped Ricotta with Bomba Honey & Sourdough \$15

Entree-

- *Pan Roasted Halibut, Pea Shoots, Garlic, Shallots & Tangerine \$ 34
- *Seared Diver Scallops, Cauliflower Puree & Sherry Gastrique \$ 32
- *Braised Short Rib of Beef, Celery Root Puree, Golden Raisins & Pine Nuts \$ 30
- * Chicken Paillard with cherry tomato ,Fennel ,Parmesan Cheese , Arugula & balsamic reduction \$26
- *10oz House Cut, Pomme Puree Knish, Pink Peppercorn Poivre \$38
- *Spiced Salt Crusted Cauliflower Milanese, Arugula, Fennel , Balsamic Tomato Water - \$22

Sides - \$9

- * Roasted Fingerling Potatoes, Smoked Paprika & Cumin
- * Pomme Frites & Sauces
- *Grilled Asparagus, Lemon Oil
- *Sauteed Cauliflower with garlic & Parmesan
- *Sauteed Broccolini Agrodolce with crisped Garlic

Dessert - \$9

- * Hazelnut Biscotti sandwich with ricotta ice cream with hazelnut sauce
- * Molten Chocolate cake with mascarpone ice cream

Sample Brunch Menu

- * Nutella French Toast, Bananas Foster, Whipped Cream - \$16
- * Classic NYC BEC, Toasted Brioche, Perfect Egg, American Cheese, Crisp Steakhouse Bacon - \$13
- * Blueberry Ricotta Pancake, Whipped Almond Marscapone - \$16
- * Eggs Benedict, Potato Latke, Hollandaise Sauce - \$22
Add: ACME Smoked Salmon \$8 , Florentine \$5
- * 3 Eggs, Hash, Toast & Bacon - \$18
- * Pigs in a Pretzel, Spicy Honey Mustard - \$16
- * Table Burger , House Blend , Quartered \$22
- * Tuna Steak BLT, Jalapeno, Avocado Mouse, Tomato Jam - \$22
- * Margherita Pizza, San Marzano Tomato, Burrata, Basil - \$17
- * Grilled Caesar, Radiccio, Crisp Parmesan - \$14

Sides: - \$7

- * Roasted Fingerling Potatoes
 - * Pomme Frites & Sauces
 - * Applewood Bacon
 - * Fresh Fruit
-

ACES COCKTAILS

FROZEN / 16

frosé

fleur de mer rose, fresh watermelon puree, fresh lemon juice

aperol spritz

aperol, fresh orange juice, club soda, prosecco

tanteo jalapeno margarita

tanteo jalapeno tequila, fresh lime juice, triple sec

the broken coconut / 18

young coconut / brugal blanco rum / pineapple

green goddess / 16

belvedere vodka / kale / green apple / lime

blue wave / 16

bacardi cuatro anejo rum / pineapple / blue majik / lemon

the alki / 16

hendricks gin / cucumber / mint / coconut water

watermelon margarita / 16

patron silver tequila / lime / watermelon

strawberry glitter / 18

muddled strawberry, elderflower, grey goose vodka, champagne

taro espresso martini / 16

taro infused simple, espresso, vanilla, tito's vodka

Wine By The Glass

White

Prophecy Pinot Grigio , Delle Venezie, Italy 2018	10
Justin Vineyards Sauvignon Blanc , Central Coast, CA 2019	12
William Hill Chardonnay , Central Coast, CA 2018	12

Rose

Fleur de Mer Rose , Cotes de Provence, France 2019	14
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Red

J Vineyards Pinot Noir , Sonoma-Monterey-Santa Barbara, CA 2016	14
Gascon Malbec , Mendoza, Argentina 2017	14
Louis Martini Cabernet Sauvignon , Sonoma County, CA 2017	15

Champagne

Moet & Chandon Brut Reserve , France	20
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Sparkling

La Marca Prosecco , Italy	14
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By The Bottle

White

Stags' Leap Viognier , Napa Valley, CA 2017	56
Domaine La Barbotaine Sancerre , France 2017	75
Landmark Vineyards "Overlook" Chardonnay , Sonoma County, CA 2018	85

Rose

Minuty Rose , Cotes de Provence, France 2018	65
1.5L Minuty Rose , Cotes de Provence, France 2018	120

Red

Etude Pinot Noir , Grace Benoist Ranch, Carneros, CA 2016	90
Justin Vineyards Cabernet Sauvignon , Paso Robles, CA 2018	75
Stags' Leap Petite Sirah , Napa Valley, CA 2016	100
Orin Swift "Machete" Grenache/Syrah/Petite Sirah , CA 2017	120

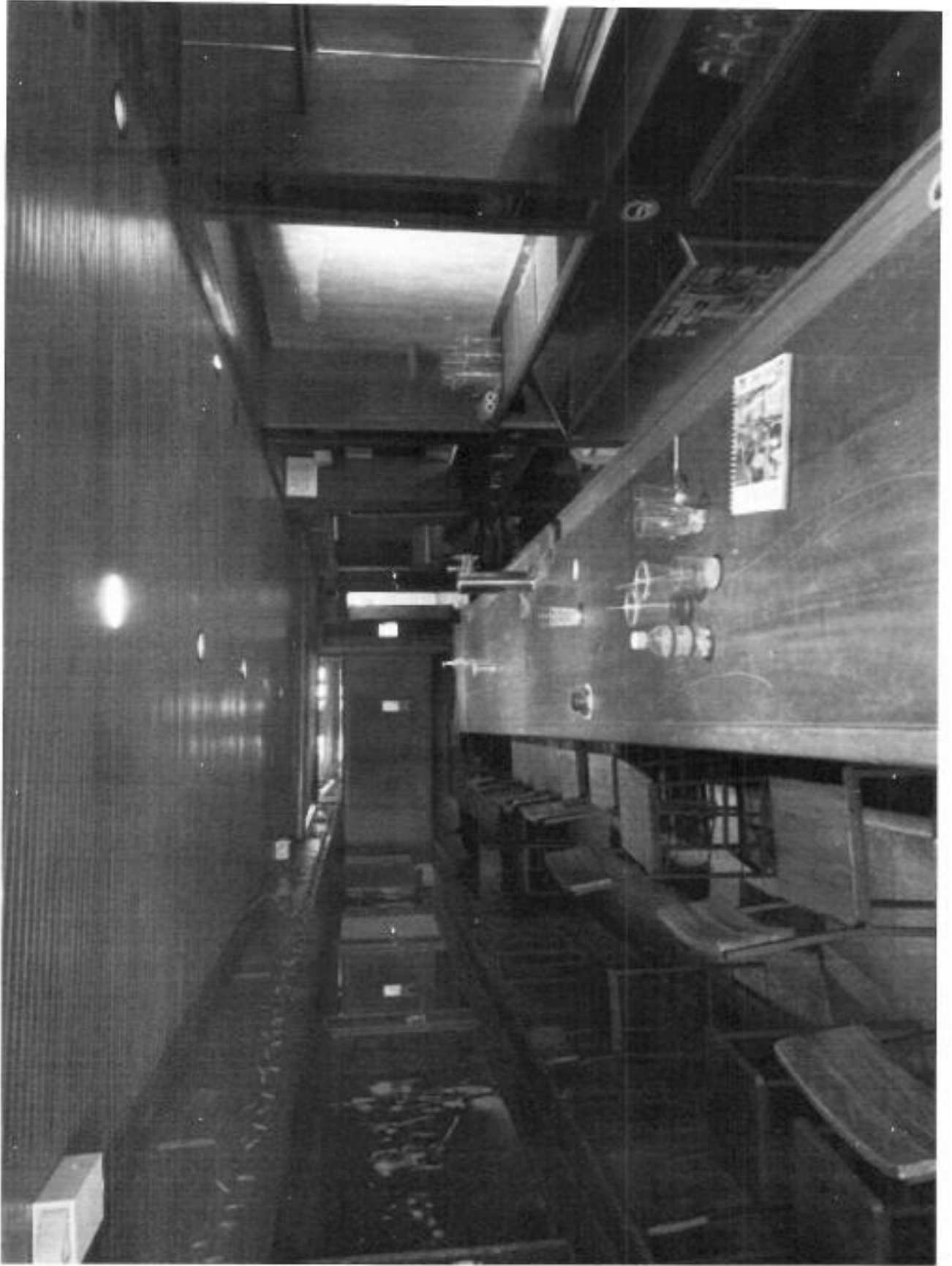
Beer

Abita Light Lager	4%	8
Full Sail Session Lager	5.1%	8
Oskar Blues Mountain Pilsner	4.7%	8
Bronx Brewery American Pale Ale	6.3%	8
Stone Brewing Delicious IPA	7.7%	9

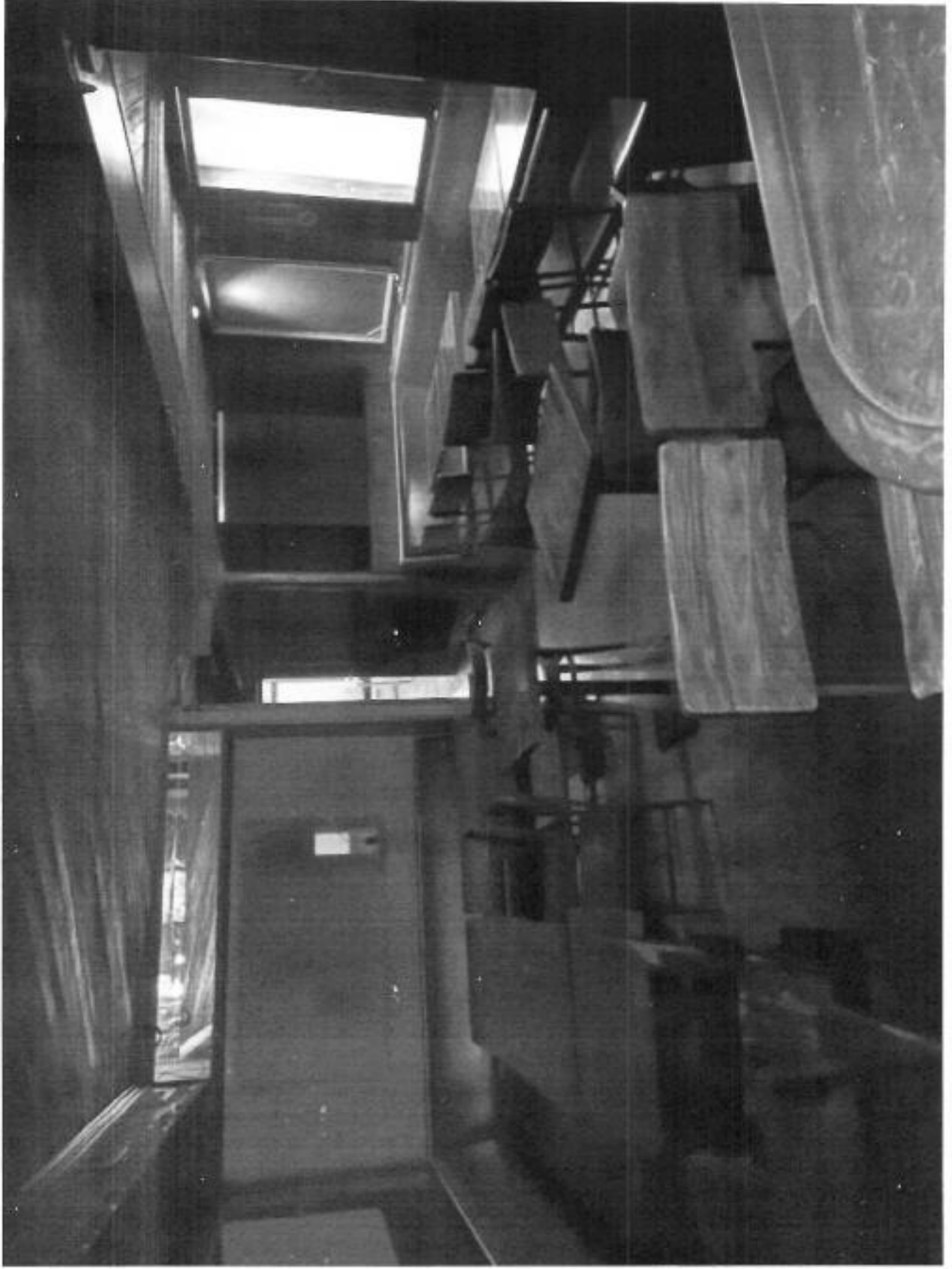
Front - current



Bar - current



Dining Area - Current



Kitchen



Kitchen



ADA bathroom



bathroom



Bio

Michael Dollaway

Michael began his career in hospitality at the national chain, Ruth's Chris Steakhouse, when they opened their first restaurant in NYC. In his years with them, he worked as a bar back, bartender, and server, learning all of the front of house positions as he also learned to work within a large corporate structure.

After a brief stint in California, Michael returned to New York and joined the team at JoJo, Jean Georges Vongerichten's first venture as owner/operator. The restaurant earned three stars from The New York Times and was named Best New Restaurant of the Year. Michael was part of the Jean Georges team that moved to the Mercer Hotel in SoHo to open another Jean Georges restaurant, The Mercer Kitchen. It was here that he made the leap into management, being promoted to Bar Manager and eventually Floor Manager.

After six years in the Jean Georges realm, Michael was looking for a challenge and to advance his career, and he became General Manager of Butter Restaurant, the hottest restaurant in NYC. Taking the first few months to hire a new Chef (who went on to become an Iron Chef), cut food costs, and minimize the management staff, Michael was quickly able to turn the company profitable. Starting a lunch program, as well as training the staff how to sell wine and upsell the menu only enhanced the profitability.

Michael was lured away from Butter by Foster's Wine Estates which at the time was the largest premium wine company in the world. He was hired as the New York City On-Premise Manager and quickly was promoted several times and eventually handled Long Island and Westchester County as well.

Michael's first venture as an owner/operator came next as he decided to leave the corporate world and dive back into hospitality. He, along with two partners, opened Lily Pond in East Hampton. It was the most exclusive nightclub in the Hamptons and brought in world renowned DJ's weekly. The trio then went on to open the iconic Provocateur nightclub in the Meatpacking District of Manhattan. The brand expanded to Sao Paulo, Brazil and Dubai, U.A.E. as well as doing pop-ups in Miami, Cannes, Milan, Los Angeles, Brooklyn, Randall's Island, and Central Park.

Michael's newest venture brought him back to the restaurant business with a fast casual concept named Broken Coconut. Started in 2017, there are locations in SoHo and Hudson Yards in Manhattan and one soon to be opening in Boston, MA. The concept was originally healthy, fast casual but has morphed into full service with beer and wine.

Date: July 12th, 2021 Petition to support proposed liquor license (7/12/2021)
 The following undersigned residents of the area support the following liquor license (indicate the type of license such as full liquor or beer wine) Full Liquor

to the following applicant/establishment (company and/or trade name) Fine Food and Spirits, INC.
ACES

Address of premises: 197 2nd Ave

This business will be a (circle) Bar Restaurant Other:

The hours of operation will be: 5 PM - 3 AM M-F / S + S 11AM - 3AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2 blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Robert Sigmund		315 E. 12th St. NYC 10003 #16
Kevin Schuch		229 E 12th Street
Paul Mc		213 2nd Ave
Chris Rodriguez		233 2nd Ave
Christina Soubry		329 E 13th Street
Emma Sner		329 E. 13th Street
MARK PANZARINO		1 UNION SQ. #20
Jamil Meruli		205 2nd Ave GA
Foster Stevenson		169 Ave. C
	Anna Barnes	4B 235 E 12th

Petition to Support Proposed Liquor License

Date: 7/12/01

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) Full Liquor License

to the following applicant/establishment (company and/or trade name) ACES Fine Food and Spirits

Address of premises: 197 2nd Avenue

This business will be a: (circle) Bar Restaurant Other: cocktail lounge

The hours of operation will be: Mon. through Friday 5pm-3am, Sat. & Sun. 11am-3am

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Jean Carban	Jean Carban	545 E 14th St 2D
H. MASSEE	[Signature]	170 2nd Ave.
R. Rose	[Signature]	170 2. Ave.
Carrie Stroud	[Signature]	170 2nd Ave
M. CHON	[Signature]	170 2nd Ave
Kelly Jacobs	[Signature]	233 East 12th
Joe Picozzi	[Signature]	198 Second Ave.
Greg Reiss	[Signature]	1932 11th Ave
Elise Schiedel	[Signature]	111 3rd Ave #9A

Petition to Support Proposed Liquor License

Date: 7/14/21

The following undersigned residents of the area support the following liquor license (Indicate the type of license such as full-liquor or beer-wine) Full liquor license

to the following applicant/establishment (company and/or trade name) Mike Dalloway
ACES, Fine Food and Spirits

Address of premises: 197 2nd Avenue

This business will be a: (circle) Bar Restaurant Other: cocktail lounge

The hours of operation will be: Mon-Fri 5pm-3am, Sat & Sun 11am-3am

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Griffin Dunne		170 2nd Ave 12D
Samuel Montag		205 E 14th St A1
Cole Bouley		199 2nd Ave Apt 4
Kurt W Johnson		229 E 12th St #4
Emily McMahon		205 E 14th
Daniela Fazio		199 2nd Ave
Kyria Horae		199 2nd Ave
	Pierce Turner	190 First Ave 1009
Gene Dunne		196 2nd Ave 04,0003
Shreyan Jain		199 2nd Ave #3

Current liquor license since 2019

ON-PREMISES LIQUOR LICENSE
SERIAL #: 1317699
COUNTY: NEW YORK

EFFECTIVE DATE: 05/21/2021
EXPIRATION DATE: 5/31/2023
CERTIFICATE #: 797599



NEW YORK STATE LIQUOR AUTHORITY

THE LICENSE DESIGNATED BELOW IS HEREBY GRANTED PERMISSION UNDER THE ALCOHOLIC BEVERAGE CONTROL LAW TO TRAFFIC IN ALCOHOLIC BEVERAGE PURSUANT TO THE TYPE OF LICENSE INDICATED IN THE UPPER LEFT HAND CORNER OF THIS CERTIFICATE AND ACCORDING TO THE STATUTES AND REGULATIONS PERTAINING THERE TO.

THIS LICENSE SHALL NOT BE TRANSFERABLE TO ANY OTHER PERSON OR TO ANY OTHER PREMISES OR TO ANY OTHER PART OF THE BUILDING CONTAINING SUCH LICENSED PREMISES IF SHALL NOT BE DEEMED A PROPERTY OR VESTED RIGHT AND MAY BE REVOKED AT ANY TIME PURSUANT TO LAW.

METHOD OF OPERATION

BAR/TAVERN SERVING BEER, WINE, LIQUOR AND CIDER

CB #4 Stipa: Any music not audible from street level or Hudson Blvd & Park. Access for members on No private events/parties on outdoor terrace. Recorded music

FILING FEE \$90.00
LICENSE FEE \$4,352.00

EQUINOX HUDSON YARDS F&B LLC & BC HUDSON YARDS LLC
BROKEN COCONUT
560 W 33RD ST
NEW YORK NY 10001

Vincent G. Bradley

Vincent G. Bradley
Chairman

BEFORE COMMENCING OR DOING ANY BUSINESS FOR THE TIME FOR WHICH THIS LICENSE HAS BEEN ISSUED THE SAID LICENSEE SHALL BE ENCLOSED IN A SUITABLE WOOD OR METAL FRAME HAVING A CLEAR GLASS SPACE AND A SUBSTANTIAL WOOD OR METAL BACK SO THAT THE WHOLE OF SAID LICENSE MAY BE SEEN THEREIN, AND SHALL BE POSTED UP AND AT ALL TIMES DISPLAYED IN A CONSPICUOUS PLACE IN THE ROOM WHERE SUCH BUSINESS IS CARRIED ON, SO THAT ALL PERSONS VISITING SUCH PLACE MAY READILY SEE THE SAME.

S.A. FORM 10-03 (7-18)

Certificate No. P797599