



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: 10/4/21

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: Previous use was restaurant

Corporation and trade name of current license: Previous - 119 Avenue A Restaurant Corp
Odessa

APPLICANT:

Premise address: 119 Avenue A

Cross streets: E 7th St + St Marks Pl

Name of applicant and all principals: Nonplussed Legerdemain LLC

Sheryl Heefner, Matt Sweeney, Brooks Headley, Ashwin Deshmukh

Trade name (DBA): Superiority Burger

PREMISE:

Type of building and number of floors: Mixed Use, 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: Open Seating Program

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? 110

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): 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) Sun - Sat 8am - 4am Outside: Sun - Sat 8am - 10PM

Number of tables? 33 Total number of seats? 82

How many stand-up bars/ bar seats are located on the premise? 1

(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): Irregular bar in back of restaurant

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

Vegetarian Burger Restaurant

What are the hours kitchen will be open? Sun - Sat 8am - 4am

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

How many employees will there be? 30 - 35

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?) 1

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.")

There is street parking, public transportation within a block, and a parking lot a few blocks away

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.

Music will be kept low. Owner on site at all times to oversee it

Do you have sound proofing installed? Yes No Existing

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: Faded Rainbow LLC + Short Stories

Address: 430 E 9th St / 355 Bowery Community Board # 3

Dates of operation: 6/15 - Present / 7/18 - Present

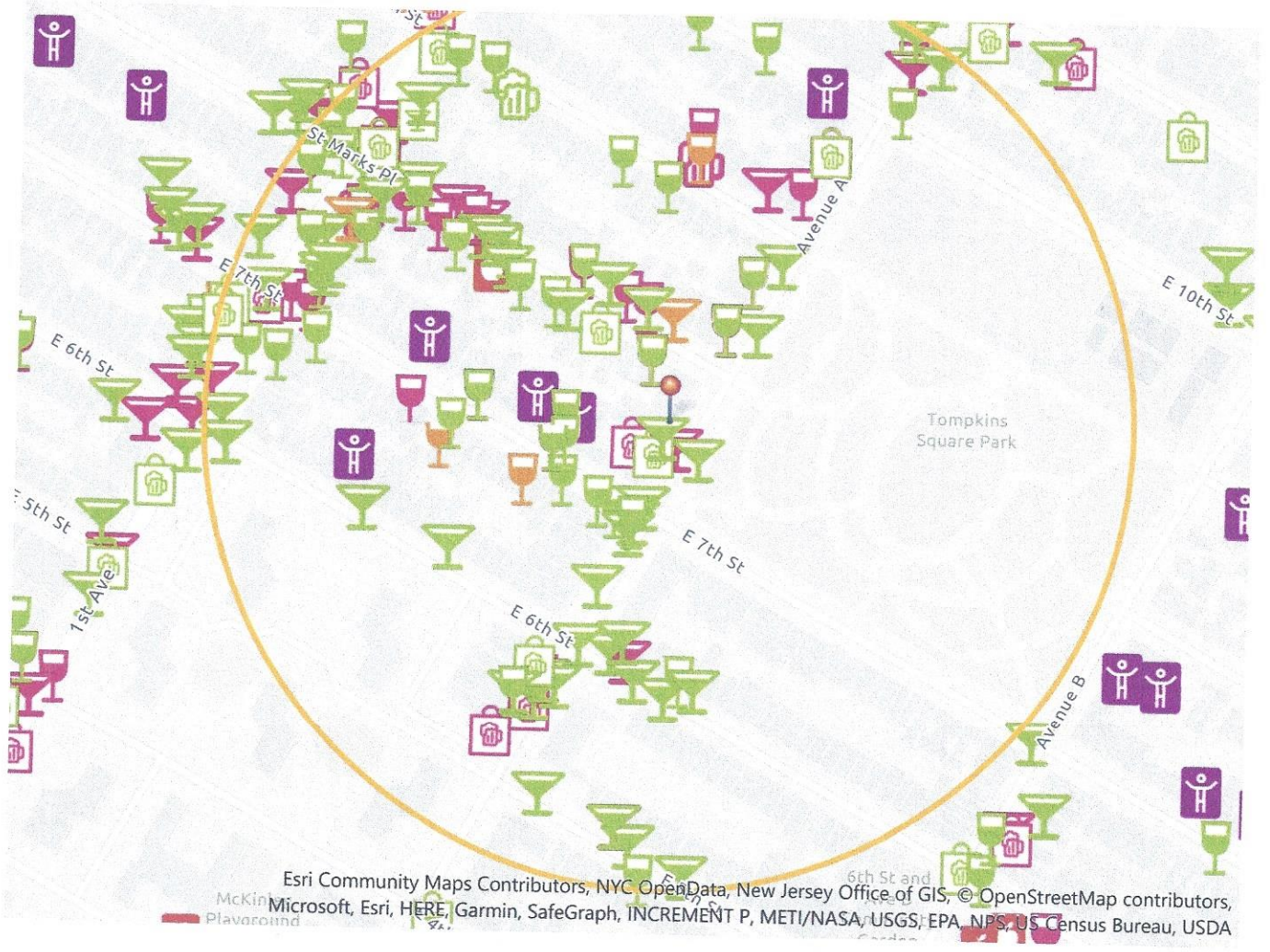
Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. See attached

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business Superiority Burger and Short Stories. Both Restaurants

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.

All 4 LLC members have prior experience working in similar establishments. Mr. Headley and Mr. Sweeney have operated Superiority Burger at 430 E 9th Street since 2015. Ms. Heefner has worked as Manager at the 9th Street location since 2017. Mr. Deshmukh is a co-owner of Short Stories at 355 Bowery and has years in the service industry.



LOCATION:

How many licensed establishments are within 1 block? 28

How many On-Premise (OP) liquor licenses are within 500 feet? 26

Is premise within 200 feet of any school or place of worship? Yes No

Not on same block or avenue

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)

Vegetarian

I will operate a _____ restaurant, or

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 8AM - 4AM; Tue 8AM - 4AM; Wed 8AM - 4AM;
Thu 8AM - 4AM; Fri 8AM - 4AM; Sat 8AM - 4AM;
Sun 8AM - 4AM.

(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 Open restaurant seating 8AM-10PM Sun-Sat

5. I will employ a doorman/security personnel: _____

6. I will install soundproofing, _____

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.

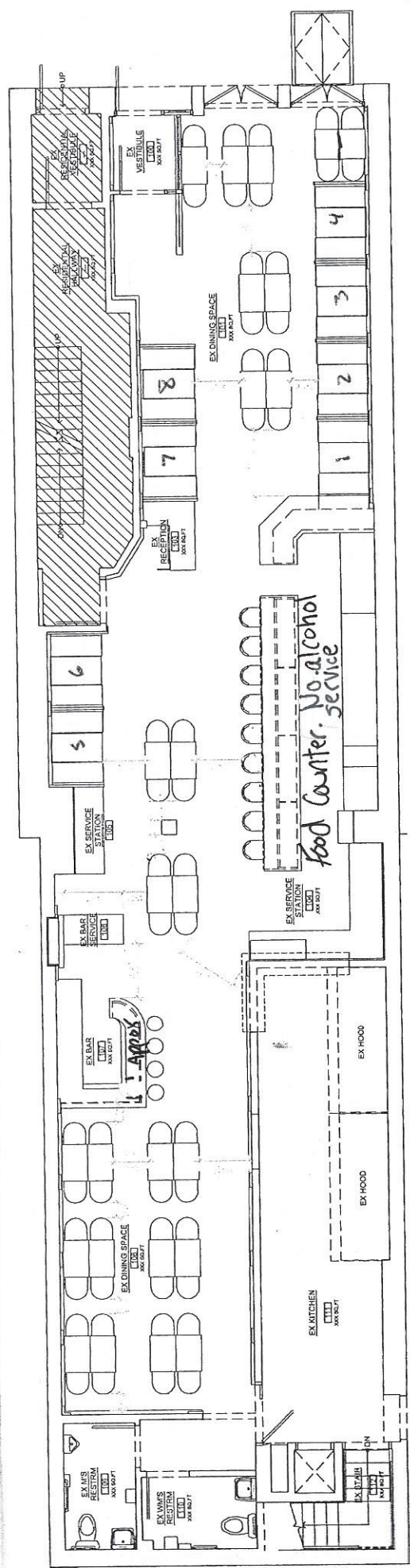
I will have a closed fixed façade with no open doors or windows except my entrance door will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified live performances or televised sports.

8. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than 0 DJs per _____, more than 0 private parties per _____, 1 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 _____.
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: Ash Deshmukh

Phone Number: 570-867-0517

33 Tables
 82 Chairs
 4 Barstools
 9 Food Counter Stools



OVERALL SEATING COUNT IS 95 PERSONS

LINE OF PEAK BUILDING FIGURE ABOVE

1 FIRST FLOOR SEATING PLAN
 SCALE: 1/4" = 1'-0"

1
 A-100

Superiority Burger - Food Menu

Superiority Burger
Sloppy Dave
Superiority Wrap/Boat
New Creation Yuba Sandwich
Burnt Broccoli Salad
Potato-Coconut Soup
Summer Leafy Salad
Tofu Fried Tofu Sandwich
Corny Rice with Okra and Green Beans
Roasted White Sweet Potato with Green Sauce
Crunchy Potatoes with Mustard Seed Mayo
Collard Green Sandwiches
Fried Rice and Beans with Pickled Peppers
Pink Beets with Jalapeno Cream and Fried Pretzels
Breakfast - "The platter"
Steamed Eggs
Pancakes
Waffles
SB Cereal
Crunchy Potatoes

Breakfast sandwich (vegan and not)
 Tofu scramble or steamed egg
 Hot sauce/ketchup mix
 Hot shot shiitake
 Mornay

Superiority Burger - Drink Menu

Martini (50/50)
Manhattan
Old Fashioned
Boulevardier
Negroni
Daiquiri
Old Cuban
Tom Collins

Mai Tai
Jungle Bird
Margarita
Paloma
Green Tea-Soju Highball
Moscow Mule

Orion Beer (can)
Doc's Hard Cider (can)

Superiority Burger - Wine List

Val de Mer - Sparkling Brut Non Dose
Pierre Gimmonet & Fils - Blanc de Blancs NV

Mary Taylor - Côtes de Gascogne Olivier Gessler 2020
Hermann J. Wiemer - Field White Table Blend 2020

Macari Estates - Pied de Cuve SB Rose 2020

Edmunds St John - Bone-Jolly Gamay Noir 2018
Roberto Henriquez - Tierra de Pumas 2019

ATTENTION RESIDENTS & NEIGHBORS

Nonplused Ledgerdomain, LLC / Superiority Burger 1 (212) 742-9067
Company/DBA Name and Contact Number for Questions

Plans to open a

Restaurant

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

119 Avenue A

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer & Wine + Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

October 18th ; 6:30 P.M. IRL + Online

Date/Time/Location

Brooks Headley bh@superiorityburger.com
Ashwin Deshmukh ashwin@superiorityburger.com

Applicant Contact Information

At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

\$3.50 - NYDailyNews.com

SPORTS FINAL

Sunday, October 3, 2021

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

THE
VERY
REST OF

'GHOSTS'