

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

Paul Rangel, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items and questionnaire package are due by date listed in email invite:

- ☒ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☒ A proposed food and or drink menu.

The following items are due by noon Friday before the meeting:

- ☒ 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:
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>
(this is not required but strongly suggested if a relevant group exists)
- ☒ 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: 11/21/2022

Is location currently licensed? ☐ Yes ☒ No Type of license: N/A

If alteration, describe nature of alteration: N/A

Previous or current use of the location: _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 245 Eldridge St, New York, NY 10002

Cross streets: _____

Name of applicant and all principals: Atelier LES Inc

Trade name (DBA): _____

PREMISE:

Type of building and number of floors: Mixed Use - 6 Floors

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

☐ Yes ☒ No What is maximum NUMBER of people permitted 40

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): C4-4A

PROPOSED METHOD OF OPERATION:

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) 7 days 5pm-2am

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☐ Yes ☒ No

If yes, please describe what type: _____

Number of indoor tables? 0 Total number of indoor seats? 15

How many stand-up bars/bar seats are located on the premise (number, length, and location) one bar, 15 seats, 24'4" length

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

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 Mediterranean small plates and tapas, menu attached

What are the hours the kitchen will be open? same as operating hours

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

How many employees will there be? 5

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 ☒ DJs ☒ Streaming services/playlists

If other type, please describe _____

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: ceiling mounted 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

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? _____

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.") _____
management and security will be on site for customer control _____

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) _____
Thursday, Friday, Saturday operating hours _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? _____

Please attach plans. _____ management and security personnel to manage any customer noise and _____

Is sound proofing installed? ☒ Yes ☐ No _____ sound dampening panels installed on ceiling _____

If not, do you plan to install sound proofing? ☐ Yes ☐ No _____

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (includes roof & yard) ☐ Yes ☒ No If Yes, describe and show on diagram: _____

APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously? ☒ Yes ☐ No

If yes, please indicate name of establishment: see attached

Address: see attached Community Board # see attached

Dates of operation: see attached

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application. see attached list of principal's restaurants and cafes holding SLA license

Does any principal have other businesses in this area? ☐ Yes ☒ No If Yes, please give trade name, address and describe the business _____

Has any principal had SLA reports or action within the past 5 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? 7

How many On-Premise (OP) liquor licenses are within 500 feet? 19

Is the premise within 200 feet on the same street 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, but it is not required. 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)

_____ restaurant, or

☒ I will operate a bar establishment that also serves small sharing plates,

☐ 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-2am; Tue 5pm-2am; Wed 5pm-2am;
Thu 5pm-2am; Fri 5pm-2am; Sat 5pm-2am;
Sun 5pm-2am. (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 (including Open Restaurants) OR

☐ My sidewalk café hours or other outside hours (including Open Restaurants) will be

5. ☒ I will employ a doorman/security personnel: Thursday-Saturday

6. ☒ I will install soundproofing, sound insulating panels have been installed on ceiling

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 performances or televised sports. ☒ I will have a closed fixed façade with no open doors or windows except my entrance door, which 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 performances or televised sports.
8. I will not have ☒ DJs, ☒ live music, ☒ third-party promoted events, ☒ any event at which a cover fee is charged, ☐ scheduled performances, ☐ more than _____ DJs per _____, ☐ more than _____ private parties per _____.
9. ☒ I will play ambient recorded background music only.
10. ☒ I will not participate in pub crawls or have party buses come to my establishment.
11. ☒ I will not have unlimited drink specials, including boozy brunches, with food.
12. ☒ 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 _____.
13. ☒ I will not have wait lines outside. ☒ I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
14. ☒ I will conspicuously post this stipulation form beside my liquor license inside of my business.
15. ☒ 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: Michel Mroue

Phone Number: 201 470 9645

BUSINESSES LICENSED BY PRINCIPAL (including temporary and pending)

Vicolina Restaurant Venture
1302 Madison Ave
New York, NY 10128
Community Board #8
On-premises liquor license
Serial #1321029

KAFI Inc
611 Fifth Ave, Floor 2
New York, NY 10022
Community Board #5
On-premises wine
Serial #1343452
Conditionally approved pending submission of Notice of Appearance

Mercato Rustico LLC
1300 Madison Ave
New York, NY 10128
Community Board #8
On-premises wine
Serial #1345531

Hiramasa Restaurant Venture LLC
1312 Madison Ave
New York, NY 10128
Community Board #8
On premises liquor license
Serial #1339003

[illegible]

TAPAS

Marinated Olives

Pan con Tomate y Manchego
Toasted Bread with Crushed Tomato, Garlic, Olive Oil

Pimientos de Padròn
Shishito Peppers, Sea Salt

Patatas Bravas
Crispy Potatoes, Salsa Bravas

Roasted Eggplant
Labneh Yogurt, Warm Focaccia

Bouquerones
Anchovies, Vinegar, Olive Oil

Croquetas de Jamòn
Ham & Potato Croquettes

Tortilla Española
Egg, Onion, Potato frittata

Jamòn Serrano
18-month Serrano Ham

Gambas al Ajillo
Shrimp, Garlic, Olive Oil

WINES BY THE GLASS

sparkling
prosecco
roederer brut champagne
thienot brut champagne
veuve clicquot brut rosé

white
pinot grigio
vermentino blanc
falanghina
sauvignon blanc
vouvray
chardonnay
dry riesling

rosé
rosé

red
pinot noir
cabernet sauvignon
malbec
côtes du rhône
chianti
bordeaux
barbera

COCKTAILS

Manhattan Transfer
Rye, Dry Vermouth, Amaro, Orange Bitters

Brown-Eyed Soul
Mezcal, Amaro, Curaçao, Mole Bitters

Drift In
Whiskey, Sweet Vermouth, Amaro, Licor 43

Lonesome Hero
Rye, Becherovka, Cherry Liqueur, Orange Bitters

New York Negroni
Gin, Sweet Vermouth, Aperitivo, Amaro

Rum Rum Room
Rum, Coffee Liqueur, Sambuca, Half & Half

Espresso Martini Especial
Vodka, Espresso, Coffee Liqueur, Licor 43

700 Songs Gimlet
Gin, Fresh Lime Juice, Simple Syrup, Cinnamon Syrup, Shrub

Bittersweet Breeze
Fresh Strawberries, Pear Liqueur, Bitter Liqueur,
Cranberry Juice, Simple Syrup, Fresh Lime Juice

Almond Old Fashioned
Rye, Amaretto, Demerara Syrup, Angostura Bitters,
Orange Bitters

Modern Cosmo
Rose Petal Gin, Rocky's Liqueur, Fresh Lime Juice,
Real Grenadine

Frizzanti Mojito
Aged Rum, Fresh Lime Juice, Simple Syrup, Fresh Mint,
Angostura Bitters, Cava

El Diablo Twist
Fresh Lime Juice, Crème de Cassis, Tequila, Mezcal, Ginger Beer

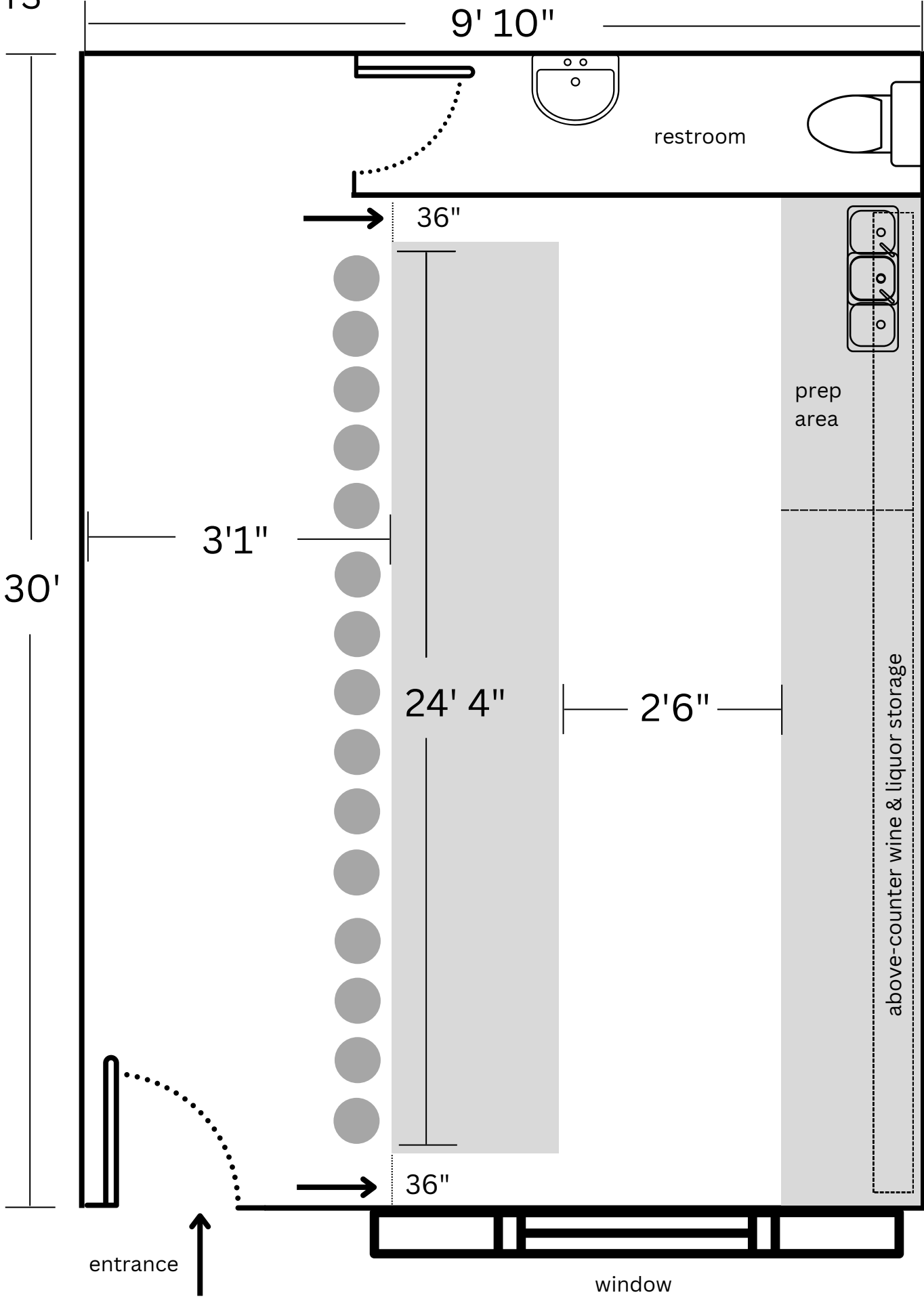
Pearls of Wisdom
Tequila, Manzanilla Sherry, Pear Liqueur

Dancing Queen
Gin, Banana Liqueur, Fino Sherry, Fresh Lemon Juice,
Simple Syrup

Done With That
Bitter Liqueur, White Wine, Club Soda

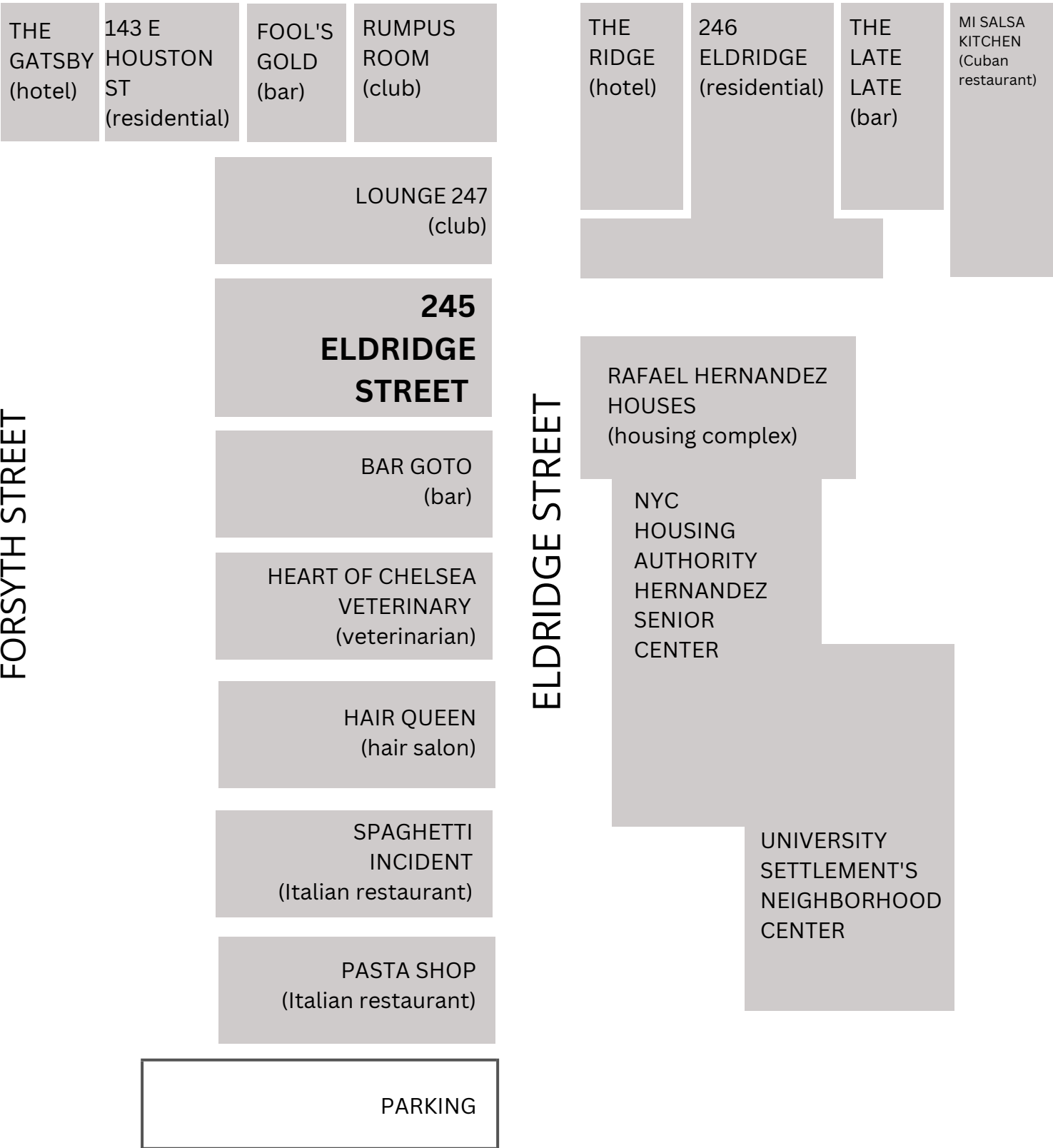
245 ELDRIDGE STREET GROUND FLOOR

15 SEATS



FIRST PARK

E HOUSTON STREET



STANTON STREET



