

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

Tareake Dorill, 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:** 3/30/2023

Is location currently licensed? ☒ Yes ☐ No    Type of license: Tavern Wine

If alteration, describe nature of alteration: Adding cellar to the licensed premises to accomodate additional dining and removing bar on ground floor

Previous or current use of the location: Retail Store

Corporation and trade name of current license: KSSWINE LLC d/b/a Parcelle

**APPLICANT:**

Premise address: 135 Division Street, Store C, New York, NY 10002

Cross streets: Canal St & Orchard St

Name of applicant and all principals: Grant Reynolds, Joshua Abramson, Gabrielle Finley

Trade name (DBA): Parcelle

**PREMISE:**

Type of building and number of floors: 2

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 74

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): C6-2

**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) 5pm - 12am all days

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? 10 (9 ground flr; 1 bsmt) Total number of indoor seats? 46 (26 ground flr; 20 bsmt)

How many stand-up bars/bar seats are located on the premise (number, length, and location) \_\_\_\_\_

No stand up bar, cooler on ground floor for staff access

(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 \_\_\_\_\_

Modern American; see menu attached

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

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

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: iPad

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; N/A

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

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.") No traffic or crowds anticipated based on the method of operation.

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. Background music will be played at an ambient level only. Based on the proposed method of operation, no noise is anticipated.

Is sound proofing installed? ☐ Yes ☒ No

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:

Sidewalk seating under the DOT Open Restaurants Program

#### APPLICANT HISTORY:

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

If yes, please indicate name of establishment: KSSWINE LLC d/b/a Parcelle

Address: 509-511 W38TH ST, NEW YORK, NY 10018 Community Board # Manhattan CB 4

Dates of operation: 5/13/2021 - Present

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.

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? 6

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 Wine Bar,  
☐ 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 - 12am; Tue 5pm - 12am; Wed 5pm - 12am;  
Thu 5pm - 12am; Fri 5pm - 12am; Sat 5pm - 12am;  
Sun 5pm - 12am. (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 5pm - 10pm
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 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: Grant Reynolds

Phone Number: 518-338-6716

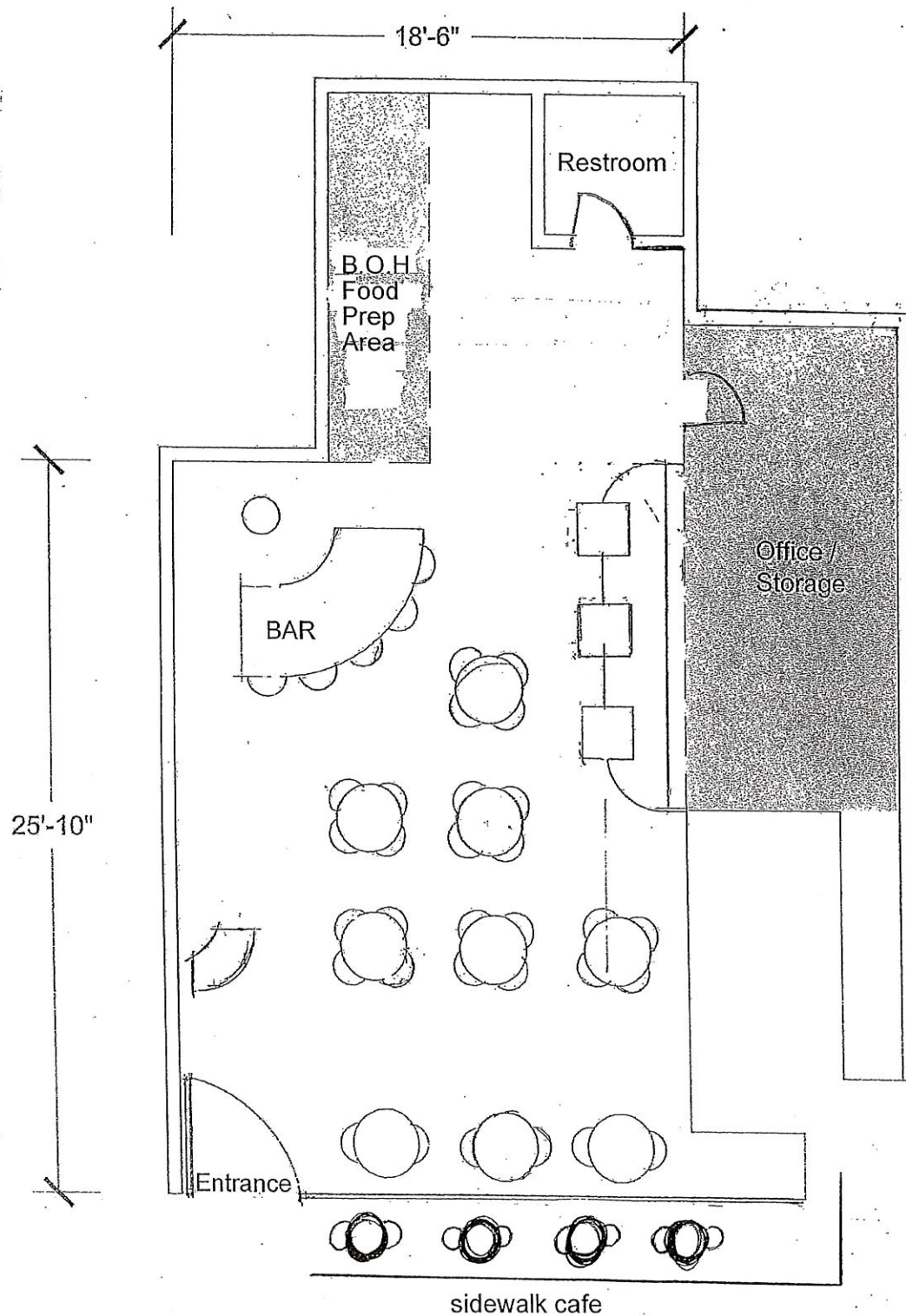
Rider to Manhattan Community Board No. 3 Questionnaire  
KSSWINE LLC d/b/a Parcelle – 135 Division St, Store C, New York, NY 10002

**Applicant History**

The applicant principal, Grant Reynolds, was a former managing partner of three wine focused restaurants: Charlie Bird, Pasquale Jones, and Legacy Records.

# KSS Wine LLC

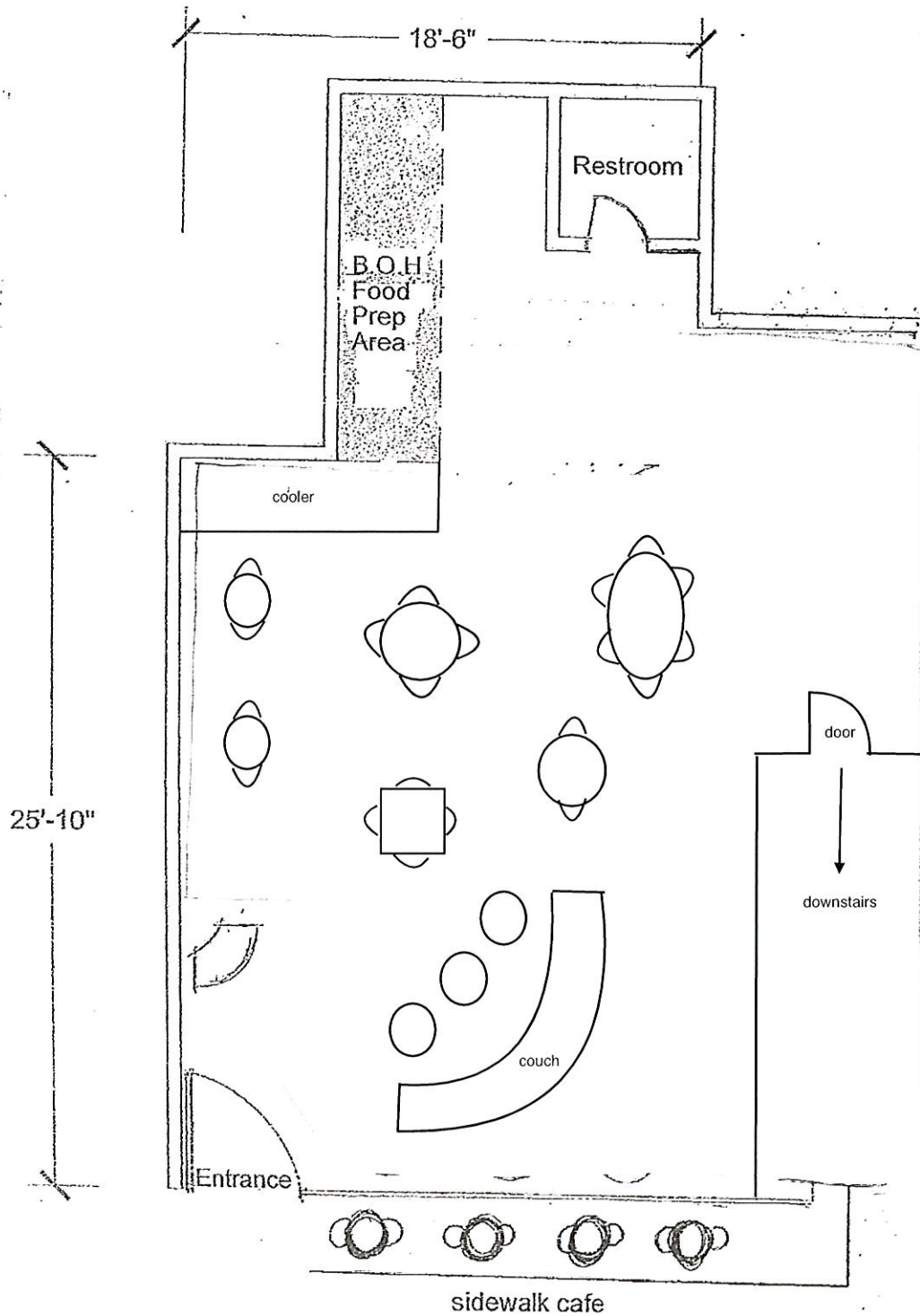
## current ground floor plan



KSSWINE LLC  
d/b/a Parcelle  
135 Division St.  
New York, NY 10002



# KSS Wine LLC Proposed Ground Floor Plan



KSSWINE LLC  
d/b/a Parcelle  
135 Division St.  
New York, NY 10002



# KSS Wine LLC Proposed Cellar Plan

30ft

storage

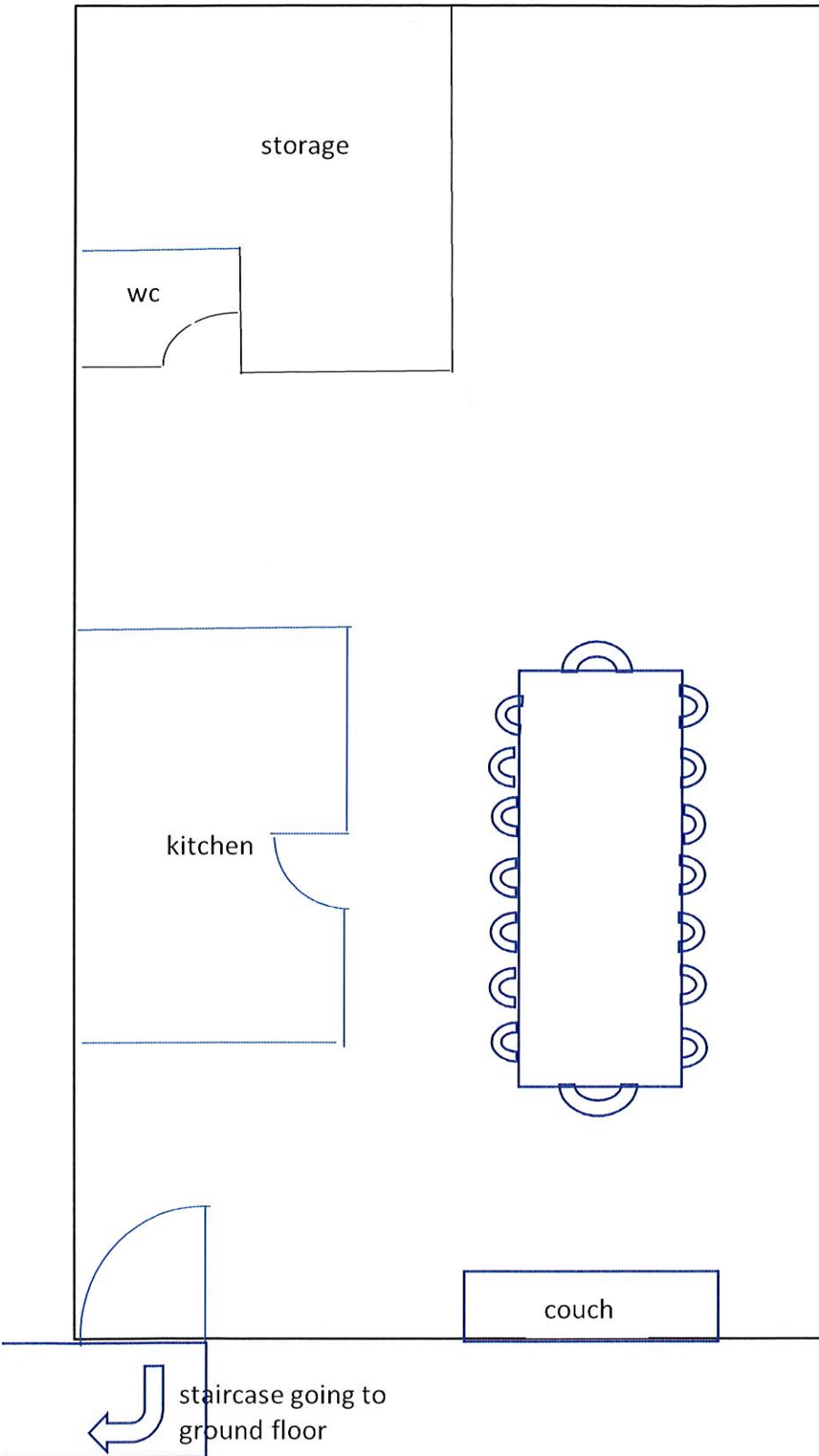
WC

kitchen

couch

40ft

staircase going to  
ground floor



# KLSS Wine LLC MENU

## PARCELLE

parcellewine.com @parcellewine

### bar snacks

spicy peanuts + homemade pickles + olives	15
radish + seaweed butter	15
lemon ricotta + market veggies	15
chunks of fancy parm	10
salumi + cornichons	15
anchovies + fried bread	10
spicy mussels + bacon	15
uni toast	20
bluefin tuna + heirloom tomatoes	35
50 G of Kaluga caviar	90
fried chicken sandwich	20

### tonight's dinner menu:

aka food that is hard to eat on the couch

Greenmarket salad	20
burrata + winter squash	20
cabbage + hazelnuts	20
brussels sprouts + cashews + cheddar	20
porcini + grains + parmigiano reggiano	20
raw scallop + brown butter	30
giant wild mushroom katsu + XO sauce	25
clam pasta + charred scallions	30
crab fried rice	35
Japanese cod + pickles	40
lamb shank + curry	50



view our complete wine list

(btw, bottles are available for delivery \$25 off the listed price)

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.

<b>Proximity Report For:</b>	
Location	<b>135 Division St, New York, New York, 10002</b>
Geocode	<b>Latitude: 40.71442 longitude: -73.99116</b>
Report Generated On	<b>3/30/2023</b>

<b>8 Closest Liquor Stores</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
YEE FUNG CORP Ser #: 1257056	135 DIVISION ST STORE B NEW YORK, NY 10002	5 ft
MADISON LIQUOR INC Ser #: 1253651	195 MADISON ST NEW YORK, NY 10002	680 ft
DELANCEY WINE INC Ser #: 1301401	35 ESSEX ST NEW YORK, NY 10002	733 ft
CAFE MERENDA LLC Ser #: 1314328	83 HENRY ST STORE #2 NEW YORK, NY 10002	779 ft
SEWARD PARK LIQUORS INC Ser #: 1306851	53 LUDLOW ST NEW YORK, NY 10002	842 ft
VINFAMILY INC Ser #: 1305222	393 GRAND ST NEW YORK, NY 10002	1,259 ft
OCEAN WINE & SPIRIT INC Ser #: 1296083	273 GRAND ST NEW YORK, NY 10002	1,306 ft
ORANGE GLOU LLC Ser #: 1330686	264 BROOME ST NEW YORK, NY 10002	1,420 ft

<b>Schools within 500 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
MESIVTA TIFERETH JERUSALEM	145 E BROADWAY NEW YORK, NY 10002	210 ft
PS 2 MEYER LONDON	122 HENRY ST NEW YORK, NY 10002	462 ft

<b>Churches within 500 feet</b>	
<b>Name</b>	<b>Distance</b>
True Buddha Temple China Town	158 ft
Congregation Chai Odom Minski	177 ft
Trinity Wall Street	319 ft
Church of New York Chinatown	331 ft
Chinese Christian Assembly	331 ft
Saint Teresa's Church	341 ft



Churches within 500 feet		
Name		Distance
Chinese Missionary Baptist Church of NY		476 ft
Chinese Christian Herald CRSD		476 ft
Trinity Assembly of God		489 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
SCARR PIZZA LLC Ser #: 1346109	35 ORCHARD ST SOUTH STORE NEW YORK, NY 10002	504 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
PLAN A GROUP LLC Ser #: 1261297	138 DIVISION ST NEW YORK, NY 10002	24 ft
BACARO NYC INC Ser #: 1167961	136 138 DIVISION STREET ORCHARO ST & LUDLOW ST NEW YORK, NY 10002	46 ft
35 CANAL CAFE LLC Ser #: 1166954	35 CANAL STREET ESSEX & LUDLOW NEW YORK, NY 10002	115 ft
FRENCH 37 LLC Ser #: 1339882	37 CANAL ST NEW YORK, NY 10002	132 ft
KINGS PALACE NYC LLC Ser #: 1301225	43 CANAL ST NEW YORK, NY 10002	169 ft
COFFEEMEN'S LLC Ser #: 1333959	26 CANAL ST NEW YORK, NY 10002	206 ft
DIMES BIG TIME LLC Ser #: 1283328	49 CANAL ST NEW YORK, NY 10002	222 ft
RAISE HOSPITALITY LLC Ser #: 1295240	162 E BROADWAY NEW YORK, NY 10002	232 ft
METROGRAPH LLC Ser #: 1291701	7 LUDLOW ST NEW YORK, NY 10002	239 ft
ORCHARD STREET RESTAURANT MNGMT LLC & TOURBILLON9 Ser #: 1321457	9 ORCHARD ST NEW YORK, NY 10002	284 ft
ORCHARD STREET HOTEL MANAGEMENT LLC Ser #: 1321433	9 ORCHARD ST NEW YORK, NY 10002	284 ft
SWEET RANGER INC Ser #: 1174042	14B ORCHARD ST CANAL & HESTER NEW YORK, NY 10002	304 ft
SWAT PRODUCTION INC Ser #: 1167941	59 CANAL ST 2ND FL NEW YORK, NY 10002	327 ft
TREASURE CLUB INTERNATIONAL INC Ser #: 1341458	22 ORCHARD ST NEW YORK, NY 10002	370 ft
SCARR PIZZA LLC Ser #: 1306511	22A ORCHARD ST SOUTH STORE NEW YORK, NY 10002	382 ft
CAFE 169 INC Ser #: 1173033	169 E BROADWAY ESSEX & EAST BROADWAY NEW YORK, NY 10002	382 ft
ORCHARD 17 RESTAURANT CORP Ser #: 1336756	17 ORCHARD ST NEW YORK, NY 10002	383 ft
SEGUNDO MANAGEMENT LLC	171 E BROADWAY	438 ft



**Active On Premises Liquor Licenses within 750 feet**

Name	Address	Distance
Ser #: 1340817	NEW YORK, NY 10002	
OTFOTEOC LTD Ser #: 1158961	21 ESSEX ST CANAL STREET & HESTER STREET NEW YORK, NY 10002	485 ft
OFFICE HO JONOT LLC Ser #: 1284054	16 20 JEFFERSON ST (AKA173 177 HENRY ST) STORE2 NEW YORK, NY 10002	726 ft
EL CASTILLO DE MANHATTAN REST CORP Ser #: 1330893	207 MADISON ST NEW YORK, NY 10002	746 ft