



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: August 22, 2023

Is location currently licensed? Yes No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: US Lions Inc dba Apna Masala

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 97 First Avenue

Cross streets: Corner of East 6th

Name of applicant and all principals: Schmuck or Die LLC

Daniel Binkiewicz

Trade name (DBA): Schmuck

PREMISE:

Type of building and number of floors: 5 story mixed use

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 - LNO Pending

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): R 7 A C 2-5

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) 4:00 pm - 2:00 am; 7 days per week

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? 22 Total number of indoor seats? 48

How many stand-up bars/bar seats are located on the premise (number, length, and location) 2/22
barstools / 1. Approx 23' 3" x 5' / Center 2. Approx 20' x 5' / mid left

(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 _____

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? _____

How many employees will there be? 12-15

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: Spotify with small speakers throughout, positioned on floor

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.") A security guard will be designated to discourage vehicular traffic and prevent crowds on the street from forming

Will there be security personnel? Yes No (If Yes, how many and when) 10:00 pm - close ~ 2

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

Please attach plans. One security guard will manager the exterior of the space; management will ensure that interior noise never exceeds ambient background level

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 cafe and curbside

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Sweet Liberty Brothers LLC/Bar Brothers GRoup

Address: 237 20th St, Ste B, Miami, FL/729 SW 1st Ave, Miami, FL Community Board # _____

Dates of operation: 2015 - Present/2009 - 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. n/a

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? See attached

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

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 tavern,
 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 4:00pm - 2:00am; Tue 4:00pm - 2:00am; Wed 4:00pm - 2:00am;
 Thu 4:00pm - 2:00am; Fri 4:00pm - 2:00am; Sat 4:00pm - 2:00am;
 Sun 4:00pm - 2:00am. (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
 I will close all outdoor dining allowed under the temporary Open Restaurants program and any other subsequent uses by 10:00 P.M. all days and not have any speakers or TV monitors outdoors
5. I will employ a doorman/security personnel: 2, 10pm - close
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 5 private parties per year
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 7:00 pm.
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: Daniel Binkiewicz

Phone Number: (305) 298-1090

Landess-Simon, Inc.

Legal & Commercial Photography

45 Lawless Park
Wyckoff, NJ 07481
Phone: (201) 848-5652
E-mail: landessignart.net
landessphotographers.com

Re: 97 1st Avenue

1. Noreetuh - 128 1st Avenue - (472')
2. The Grafton - 126 1st Avenue - (452')
3. Mala Project - 122 1st Avenue - (405')
4. Nudibranch - 125-127 1st Avenue - (455')
5. Ariari - 119 1st Avenue - (380')
6. Tile Bar - 115 1st Avenue - (329')
7. Abraco - 81 East 7th Street - (342')
8. Blue Gold - 79 East 7th Street - (354')
9. Belvedere - 77 East 7th Street - (364')
10. Big Bar - 73-75 East 7th Street - (376')
11. Huertas - 107 1st Avenue - (194')
12. Mister Paradise - 105 1st Avenue - (169')
13. Sidney's Five - 103 1st Avenue - (144')
14. Headless Widow - 99 1st Avenue - (89')
15. 345 Cantina - 345 East 6th Street - (104')
16. International Bar - 102 1st Avenue - (155')
17. Caravan of Dreams Cafe - 405 East 6th Street - (192')
18. Upstate - 95 1st Avenue - (21')
19. Emmy Squared - 83 1st Avenue - (169')
20. The Wild Son - 90 St. Marks Place AKA 132 1st Avenue - (497')

Schools & Churches

1. 6th Street Community Synagogue - 325 East 6th Street - (324')
2. St. Stanislaus Church - 101 East 7th Street - (450')
3. Anshei Meserita Congregation - 415 East 6th Street - (293')
4. Manhattan School for Career Development P.S. 751 - 113 East 4th Street - (464')

East 6th Street

Vacant

APPLICANT

Upstate 95 1st Ave.

Pana II (Food only)

Milon (Food only)

Smoke Shop

Sigiri (Food only)

Healthy Foods

Empty Lot

Lingerie

Fast Food

Residential

Emmy Squared
83 1st Ave.

East 5th Street

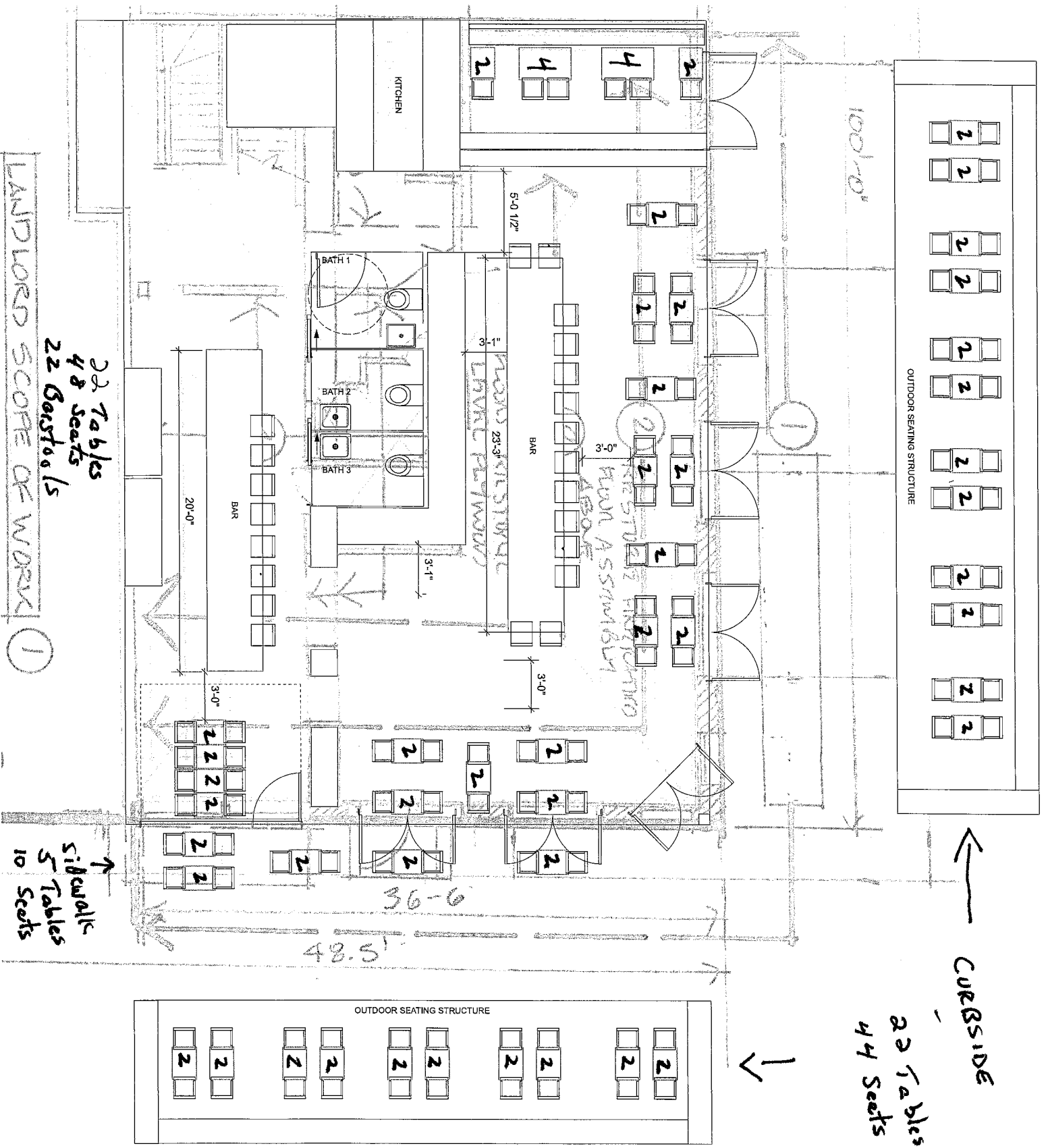
1st Avenue

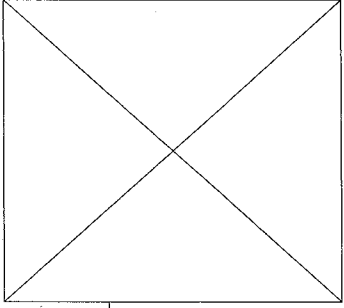
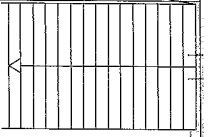
Residential
Complex

NOT TO SCALE

BLOCK PLOT
97 1st Avenue
New York, NY
August 15, 2023







BOILER ROOM

LL ROOM

CELLAR

UTILITY SINK AREA

WALK IN FRIDGE

STORAGE ROOM

LOCKER ROOM

METER ROOM

Schmuck.

A first draft of some plates that would be served at Schmuck.

All these plates would be priced between 14 - 22\$.

BURRATA STICK

"A Playful Mediterranean take on a Corn Dog"

Deep fried Stracciatella di Burrata with Sun Dried Tomato
Za'tar & Honey Mustard

PAN BAGNAT SLIDERS

"Smaller Version of a Traditional Sandwich from Nice, France"

Freshed grilled tuna, olive oil, vinegar and crudité
on Focaccia Bread.

POMME DAUPHINE

"Middle Eastern bread & dip with a french take"

Deep fried Puff Pastry with Mashed Potatoes & Labneh Dip.

CHOPPED CHEESE

"Elevated version of this Arabic NY classic served on French Bread"

Ground Beef with Sumac, Cumin, Lemon & House Pickles
served with Secret Sauce on a Brioche Roll

" HUMMUS "

"The worlds greatest Hummus Dish, period."

Roasted Chantarelles with Sunchoke Miso Hummus
Cured Egg Yolk and Confit Flat Bread

KANAFEH WITH ICE CREAM

"Re-imagined Popular Middle Eastern Dessert"

Ricotta Cheese, Filo Dough Crust, Honey, Pistachio
Lemon, Served with a side of Ice Cream.