

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: 12/27/2023

Is location currently licensed? ☒ Yes ☐ No Type of license: On-Premises Liquor (Restaurant)

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: It's There Hospitality LLC d/b/a Tzarevna

APPLICANT:

Premise address: 154 Orchard Street, Store C & D, New York, NY 10002

Cross streets: Stanton Street & Rivington Street

Name of applicant and all principals: Winhall Station LLC -Applicant

Principals: Daniel Gaynor, Scott Gaynor, Nydia Gaynor

Trade name (DBA): Close Up

PREMISE:

Type of building and number of floors: Mixed use, Multi-unit- 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 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): 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) Sunday, Monday, Wednesday: 5pm-12am; Thursday-Saturday: 5pm-2am (Closed Tuesdays)

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

If yes, please describe what type: Jazz Club & Lounge

Number of indoor tables? 16* Total number of indoor seats? 65 (59 table seats, 6 counter seats)*

**All seats will not be used simultaneously as rooms will be intended to prevent overflow/crowds/lines on the street before shows.*

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

1 customer bar- Ground floor- 9' x 7'- No bar seats (also 1 service bar also on the ground floor)

(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 _____

See Attached Menu

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

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

How many employees will there be? 12

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: Simple speakers with volume control (when no live music) and for the band may be guitar amp for guitarist and vocalist (hoping to do acoustic)

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? Yes

Nightly jazz performances and improvised music, one of the rooms would have a cover charge/ticket for performances only, will not be using an event promoter

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? Promoted by the Applicant principals on social media and word of mouth (no 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.") _____

Will have a doorman (not security) and ticketing system for performances

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. Soundproofing inside and no outside operation

Is sound proofing installed? ☒ Yes ☐ No

If not, do you plan to install sound proofing? ☒ Yes ☐ No *There is currently a sound system in place but will be upgrading that system

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: _____

Address: _____ Community Board # _____

Dates of operation: _____

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. Applicant principal Daniel Gaynor worked as a manager of music at the jazz club in Casa Cipriani under Bruce Harris in 2021. He would oversee the musicians to make sure the sound was mixed properly so the set could run smoothly. In 2015 he worked as a server/cook/and manager at an Italian restaurant called Il Moro in Hong Kong.

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? 8

How many On-Premise (OP) liquor licenses are within 500 feet? 46 (including instant license at the premises)

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.

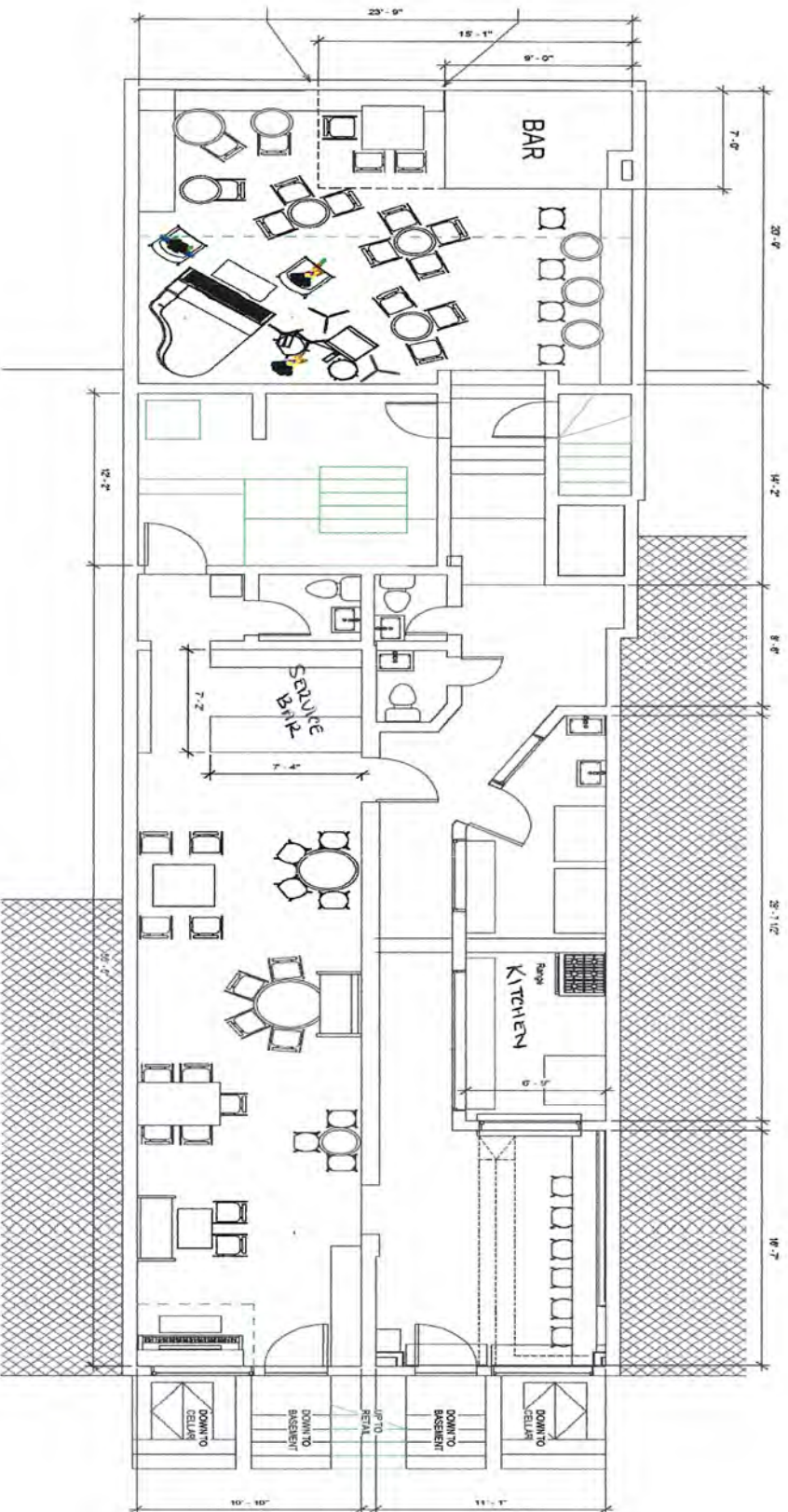
1. My license type is: ☐ beer & cider ☐ wine, beer & cider ☒ liquor, wine, beer & cider
2. ☐ I will operate a full-service restaurant, specifically a (type of restaurant) _____ restaurant, or
☒ I will operate a Jazz Club & Lounge,
☒ with a kitchen open and serving food during all hours of operation OR ☐ 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 Closed; Wed 5pm-12am;
Thu 5pm-2am; Fri 5pm-2am; Sat 5pm-2am;
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 _____
5. ☒ I will employ a doorman/security personnel: Doorman (no 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 7:30pm.
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: Daniel Gaynor

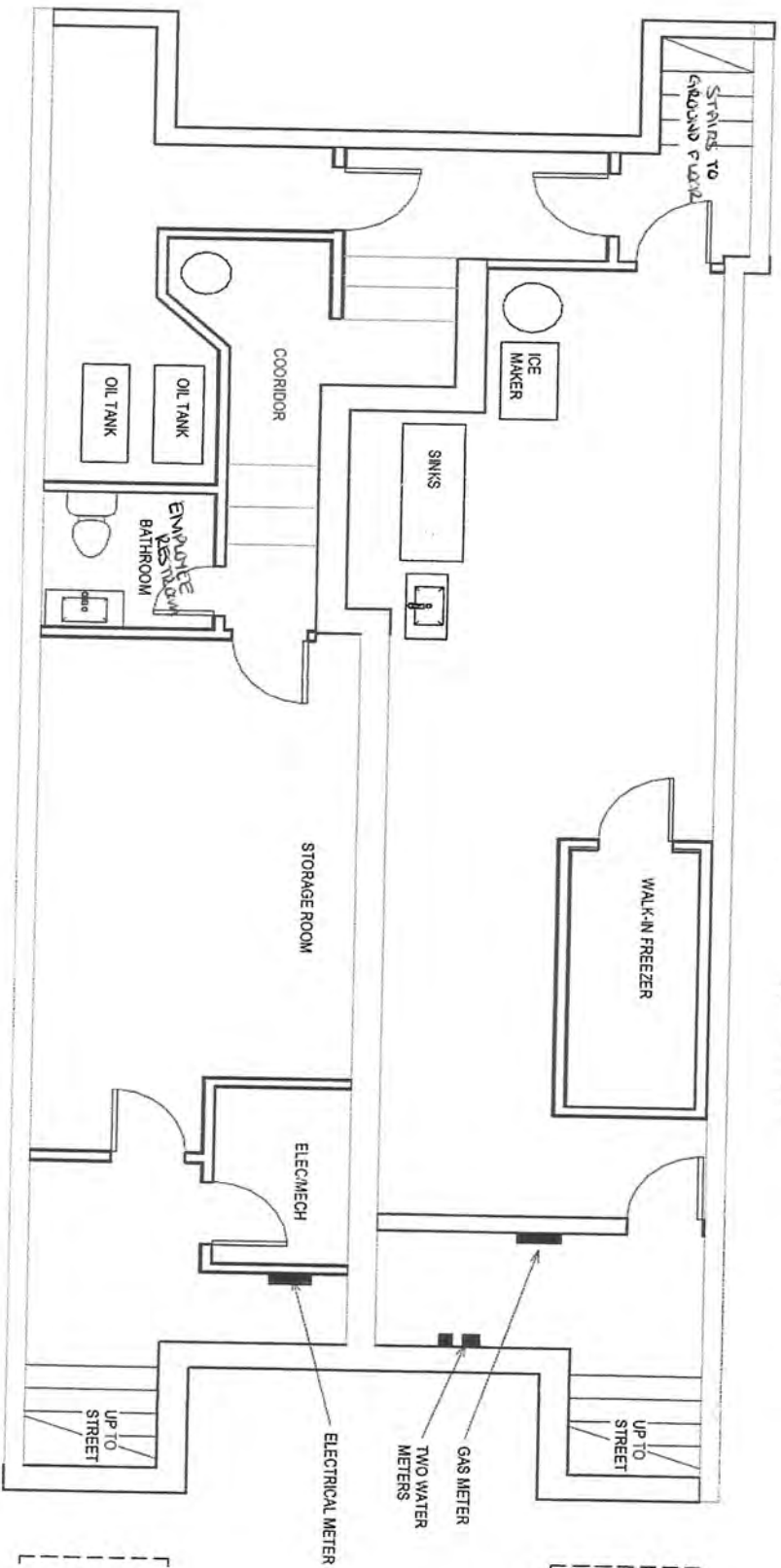
Phone Number: 703-687-7554

Winhall Station LLC- Interior Diagram- Ground Floor
154 Orchard Street, Stores #C & D, New York, NY 10002



SEATING
16 Total Tables
65 Total Seats (59 Table Seats, 6 Counter Seats)

Winhall Station LLC- Interior Diagram- Basement Floor
154 Orchard Street, Stores #C & D, New York, NY 10002





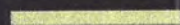
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Winhall Station LLC
154 Orchard Street
New York, NY 10002

MENÚ



Mini cachapitas: sweet corn pancakes
(with fresh cheese and nata or with
chicharrón)



Mini arepitas
fusion style: mozzarella cheese with
marinated tomatoes and pesto sauce; goat
cheese, fig jam; chorizo and manchego
cheese; ratatouille with fried plantains)



Mini corn empanadas (Cheese and potatoes,
cazón, black beans and plantains, ground
beef, chicken)



Tequeños (classic cheese, or
cheese with leeks)



Mini tostones playeros (fried green
plantains with cabbage salad,
with vegan cheese or real cheese
and sauces)

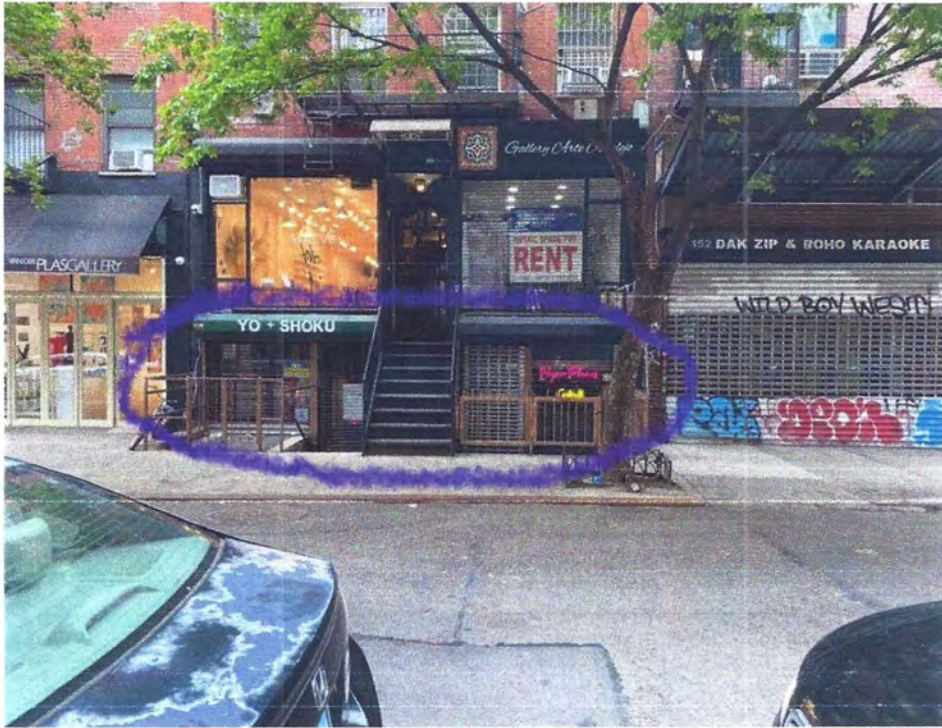


Yuca fries with garlic sauce.

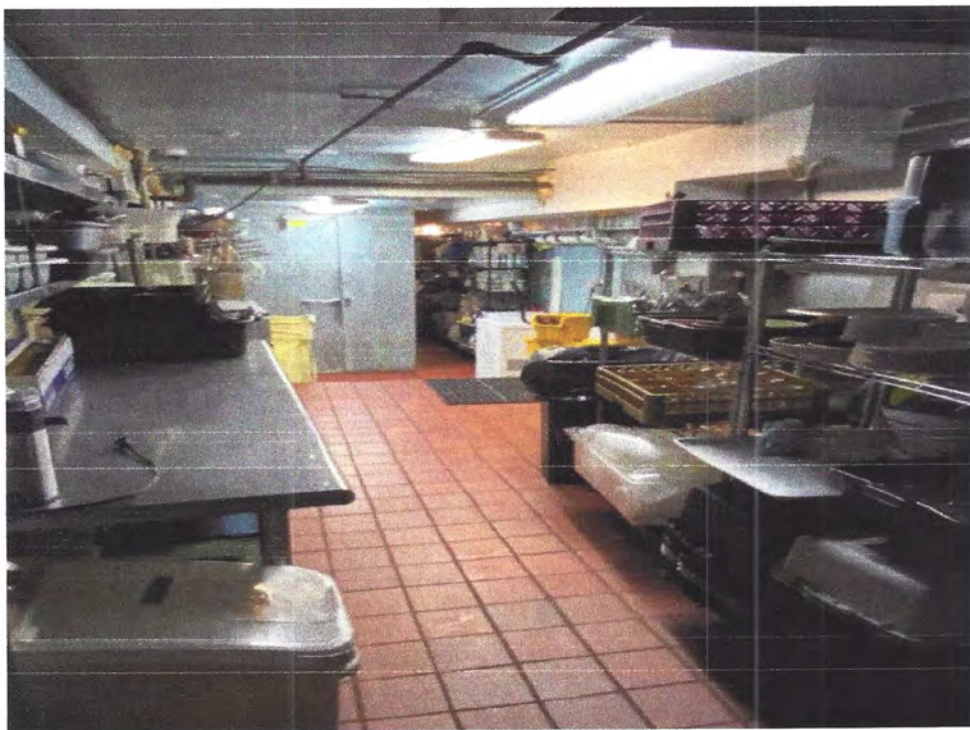
**SOMEWHERE
IN MANHATTAN**

(323) 302-9912 - (555) 555-0135











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.

Proximity Report For:	
Location	154 Orchard St, New York, New York, 10002
Geocode	Latitude: 40.72083 longitude: -73.98874
Report Generated On	11/20/2023

8 Closest Liquor Stores		
Name	Address	Distance
VIJAYA GROUP INC Ser #: 1326346	100 STANTON ST NEW YORK, NY 10002	296 ft
SALGIRAH CORP Ser #: 1276123	141 ESSEX ST NEW YORK, NY 10002	448 ft
YI DING FA CORP Ser #: 1339668	101 ALLEN ST NEW YORK, NY 10002	896 ft
PET NAT LLC Ser #: 1306926	115 DELANCEY ST NEW YORK, NY 10002	952 ft
EAST HOUSTON STREET WINE & LIQUOR INC Ser #: 1266928	250 E HOUSTON ST STORE #13 NEW YORK, NY 10002	1,015 ft
ORANGE GLOU LLC Ser #: 1330686	264 BROOME ST NEW YORK, NY 10002	1,045 ft
TURTLE DOVE LLC Ser #: 1271455	28 30 CLINTON ST STORE B NEW YORK, NY 10002	1,219 ft
EAST VILLAGE WINE & LIQUORS INC Ser #: 1281322	80-82 CLINTON ST NEW YORK, NY 10002	1,245 ft

Schools within 500 feet		
Name	Address	Distance
No Schools within 500 feet		

Churches within 500 feet

Name	Distance
Assafa Islamic Center	211 ft
First Roumanian American Congregation	307 ft
Lamb's Church of The Nazarene	464 ft
Church of Grace To Fujianese N Y	476 ft

Pending On Premises Liquor Licenses within 750 feet

Name	Address	Distance
ATLANTIC BAR GROUP LLC Ser #: 1355476	146 ORCHARD ST NEW YORK, NY 10002	100 ft
HILMAR LLC Ser #: 1364291	167 ORCHARD ST NEW YORK, NY 10002	186 ft
ALLEN STREET HOSPITALITY LLC; ORCHARD F&B LLC Ser #: 1346590	139 ORCHARD ST NEW YORK, NY 10002	349 ft
THY TEAM INC Ser #: 1363752	108 STANTON ST NEW YORK, NY 10002	374 ft
EL CASTILLO DE JAGUA REST CORP Ser #: 1358547	113 RIVINGTON STREET NEW YORK, NY 10002	439 ft
COOL CULINARY LLC Ser #: 1359511	119 ESSEX ST NEW YORK, NY 10002	516 ft
ONLY LOVE STRANGERS LLC Ser #: 1362090	175 177 E HOUSTON ST ENTRANCE ON 200 ALLEN STREET NEW YORK, NY 10002	685 ft

Active On Premises Liquor Licenses within 750 feet

Name	Address	Distance
IT'S THERE HOSPITALITY LLC Ser #: 1336772	154 ORCHARD ST STORE C NEW YORK, NY 10002	0 ft
FORREST INTERNATIONAL INC Ser #: 1310419	162 ORCHARD ST NEW YORK, NY 10002	98 ft
TRAPIZZINO LES LLC Ser #: 1334274	144 ORCHARD ST NEW YORK, NY 10002	152 ft
GHVILLE INC Ser #: 1254436	167 ORCHARD ST 2ND & 3RD FL NEW YORK, NY 10002	161 ft
ORCHARD FLAVOR PARTNERS LLC Ser #: 1336151	167 ORCHARD ST NEW YORK, NY 10002	186 ft
SAUCE MANAGEMENT II LLC	78 84 RIVINGTON ST	

Ser #: 1354602	NEW YORK, NY 10002	208 ft
SOHO-LUDLOW INC Ser #: 1272412	139 LUDLOW ST NEW YORK, NY 10002	220 ft
95 STANTON STREET REST INC Ser #: 1024159	95 STANTON ST NEW YORK, NY 10002	220 ft
168 ORCHARD ST PARTNERS INC Ser #: 1255449	168 170 ORCHARD ST NEW YORK, NY 10002	221 ft
SERAFINA LUDLOW CORP Ser #: 1296274	98 RIVINGTON ST NEW YORK, NY 10002	247 ft
MFM BRANDY LLC Ser #: 1273635	157 ALLEN ST NEW YORK, NY 10002	248 ft
OWLINGS INC Ser #: 1170538	152 LUDLOW STREET RIVINGTON & STANTON STREETS NEW YORK, NY 10002	254 ft
ORCHID STREET ENTERPRISES LLC Ser #: 1156178	174 ORCHARD STREET HOUSTON & STANTON STREETS NEW YORK, NY 10002	255 ft
HELEN'S KITCHEN LLC Ser #: 1343839	172 ORCHARD ST NEW YORK, NY 10002	274 ft
SAKAMAI LLC Ser #: 1263563	157 LUDLOW ST NEW YORK, NY 10002	277 ft
REBEL ALLEN LLC Ser #: 1300186	163 ALLEN ST NEW YORK, NY 10002	283 ft
SAN PEPPAS JERK CHICKEN EXPRESS INC IV Ser #: 1334619	90 96 STANTON ST #3& BASEMENT,AKA 172 ORCHARDST NEW YORK, NY 10002	287 ft
LION HOSPITALITY LLC Ser #: 1339355	84 STANTON ST NEW YORK, NY 10002	289 ft
EPSTEINS BAR LLC Ser #: 1303829	82 STANTON ST NEW YORK, NY 10002	296 ft
ORCHARD STREET RESTAURANT LLC & COSMIC DEBRIS LLC Ser #: 1219676	187 ORCHARD STREET E HOUSTON ST & STANTON ST NEW YORK, NY 10002	299 ft
KELTIC LOUNGE INC Ser #: 1181425	132 LUDLOW ST NEW YORK, NY 10002	303 ft
A HALIBUT INC Ser #: 1270101	138 ORCHARD ST NEW YORK, NY 10002	306 ft
BURGERS AND CHISMIS LLC Ser #: 1327911	143 ORCHARD ST NEW YORK, NY 10002	308 ft
158 LUDLOW REST LLC Ser #: 1131361	158 LUDLOW STREET STANTON & RIVINGTON NEW YORK, NY 10002	312 ft
LOCO 111 INC Ser #: 1131031	105 STANTON ST NEW YORK, NY 10002	313 ft

CUATRO LOBOS INC Ser #: 1283883	140 142 ORCHARD ST NEW YORK, NY 10002	317 ft
JMDR 127 LUDLOW LLC Ser #: 1278006	127 LUDLOW ST NEW YORK, NY 10002	322 ft
TENEMENT PARTNERS LLC Ser #: 1339077	161 LUDLOW ST NEW YORK, NY 10002	344 ft
DOWNTOWN LLC,THE Ser #: 1144147	107 RIVINGTON ST LUDLOW & ESSEX NEW YORK, NY 10002	360 ft
JED PARTNERS LLC Ser #: 1311871	126 LUDLOW ST NEW YORK, NY 10002	365 ft
FOUNDATION LOUNGE CORP Ser #: 1280506	137 ESSEX ST NEW YORK, NY 10002	366 ft
INWANY INC Ser #: 1357394	65 RIVINGTON ST NEW YORK, NY 10002	392 ft
PUB 138 INC Ser #: 1316189	181 ORCHARD ST SOUTH STORE NEW YORK, NY 10002	404 ft
CAMILLE PRODUCTIONS LLC Ser #: 1120448	110 RIVINGTON STREET ESSEX & LUDLOW STREETS NEW YORK, NY 10002	405 ft
JURAKU INC Ser #: 1347601	121 LUDLOW ST NEW YORK, NY 10002	421 ft
UBER CAFFE LLC Ser #: 1268136	116 STANTON ST NEW YORK, NY 10002	422 ft
188 ALLEN ST INC Ser #: 1330353	188 ALLEN ST NEW YORK, NY 10002	430 ft
DANIEL CABA Ser #: 1332083	117 STANTON ST NEW YORK, NY 10002	431 ft
JERSEY BOYS LLC Ser #: 1273888	173 LUDLOW ST NEW YORK, NY 10002	432 ft
MRRDIGO LLC, IHG MGMT MARYLAND LLC & GG LES LLC Ser #: 1286719	171 LUDLOW ST A/K/A 180 ORCHARD ST NEW YORK, NY 10002	438 ft
GOOD THANKS CAFE LLC Ser #: 1331880	131 ORCHARD ST NEW YORK, NY 10002	458 ft
133 ESSEX RESTAURANT LLC Ser #: 1255201	133 ESSEX ST NEW YORK, NY 10002	459 ft
GUAPO BODEGA LLC Ser #: 1246348	146 ESSEX STREET NEW YORK, NY 10002	467 ft
OSTERIA GRANO LLC Ser #: 1281633	175 LUDLOW ST NEW YORK, NY 10002	485 ft
SWEET CHICK LES LLC Ser #: 1274831	178 LUDLOW ST NEW YORK, NY 10002	492 ft
	118 RIVINGTON STREET	

PENNSYLVANIA JAYCOX INC Ser #: 1112506	ESSEX AND NORFOLK STS/ NEW YORK, NY 10002	494 ft
FOURTHGEN LLC Ser #: 1274614	127 ORCHARD ST NEW YORK, NY 10002	505 ft
ALPHA 129 REST LLC Ser #: 1154329	127 129 ORCHARD STREET DELANCEY & RIVINGTON STREETS NEW YORK, NY 10002	506 ft
ROCKWOOD MUSIC CORP Ser #: 1156950	194 ALLEN ST UNITS B4, B5, & B6 NEW YORK, NY 10002	515 ft
BG BAR INC Ser #: 1136412	113 LUDLOW ST LUDLOW & ORCHARD STREETS NEW YORK, NY 10002	518 ft
EASTERN DISTRICT OPERATIONS LLC Ser #: 1329636	177 LUDLOW ST NEW YORK, NY 10002	523 ft
ALLEN OPERATING COMPANY LLC & ORCHARD ST REST LLC Ser #: 1192619	190 ALLEN STREET STANTON & EAST HOUSTON STREETS NEW YORK, NY 10002	527 ft
NISHIWAKI LLC Ser #: 1299911	217 ELDRIDGE ST NEW YORK, NY 10002	531 ft
120 ORCHARD BAR LLC Ser #: 1331956	120 ORCHARD ST NEW YORK, NY 10002	554 ft
LUDLOW HOTEL OPERATING LLC & LUDLOW HOTEL F&B LLC Ser #: 1275487	180 184 LUDLOW ST & BEVERAGE LLC NEW YORK, NY 10002	555 ft
SWOON CORP Ser #: 1024141	121 ESSEX ST NEW YORK, NY 10002	557 ft
RIVINGTON CAFE CORP Ser #: 1024132	123 RIVINGTON STREET NEW YORK, NY 10002	561 ft
KENROCK ENTERPRISES LLC Ser #: 1218044	192 ALLEN ST GROUND FLOOR NEW YORK, NY 10002	571 ft
120 ESSEX MARKET LLC Ser #: 1316835	124 RIVINGTON ST NEW YORK, NY 10002	574 ft
GRIFFON Q LLC & ZODIAC CLUB LLC Ser #: 1339607	119 ORCHARD ST AKA 120 ALLEN ST NEW YORK, NY 10002	577 ft
122-124 RIVINGTON CORP Ser #: 1131317	122-124 RIVINGTON ST. ESSEX ST & LUDLOW STREET NEW YORK, NY 10002	577 ft
247 LUV NYC LLC Ser #: 1169316	247 ELDRIDGE ST NEW YORK, NY 10002	656 ft
MONEYGOROUND INC Ser #: 1339492	235 ELDRIDGE ST NEW YORK, NY 10002	662 ft
EAST VILLAGE HOSPITALITY GROUP LLC Ser #: 1322518	115 ALLEN ST NEW YORK, NY 10003	663 ft

SAFF INC Ser #: 1024136	249 ELDRIDGE STREET NEW YORK, NY 10002	676 ft
205 ALLEN ST LLC Ser #: 1335291	205 ALLEN ST NEW YORK, NY 10002	682 ft
SWEATSHOP LES LLC Ser #: 1338868	110 DELANCEY ST BASEMENT NEW YORK, NY 10002	690 ft