

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: January 29, 2024

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

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: 303 Canary LLC d/b/a Canary Club

APPLICANT:

Premise address: 303-305 Broome Street, New York, NY 10002

Cross streets: ELDRIDGE STREET, FORSYTH STREET

Name of applicant and all principals: Broome Bistro and Cafe LLC: Gray Ballinger, Nicolas Ballinger, Jordan Berman, Angus van Beusichem

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: 6-story Mixed Use Building

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 174: 110 cellar, 64 ground floor

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 and R-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) Sun-Wed 12:00pm-2:00am; Thurs-Sat 12:00pm-4:00am

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

If yes, please describe what type: In addition to the restaurant and bar, the Applicant will be selling wood-fired bagels and coffee most mornings starting at 8:00 am.

Number of indoor tables? 14+22 = 36 Total number of indoor seats? 40+69 = 119

How many stand-up bars/bar seats are located on the premise (number, length, and location) 14' with 10 seats, First Floor; 12' with 6 seats and 12' with 4 seats in Cellar.

(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 Please see attached menu.

What are the hours the kitchen will be open? All hours of operation within 1 hour of closing

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

How many employees will there be? 20

Do you have or plan to install ☐ French doors ☐ accordion doors or ☒ windows?

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 ☒ 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: Existing system; multiple small speakers throughout

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.") _____

Please see attached plans.

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) one guard monitoring interior and one doorman; both present Thursday, Friday and Saturday

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

Please attach plans. Soundproofing supplemented with noise-reduction materials.

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:

Use of the Parking Spaces consistent with the current licensee's use.

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 annexed table

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.

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? Approximately 3

How many On-Premise (OP) liquor licenses are within 500 feet? 22

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)
Wood-fired foods, pastries, bagels and coffee restaurant, or
☐ I will operate a _____,
☒ 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
Serving food until within one hour of closing
3. My hours of operation will be:
Mon 12:00pm-2:00am; Tue 12:00pm-2:00am; Wed 12:00pm-2:00am;
Thu 12:00pm-4:00am; Fri 12:00pm-4:00am; Sat 12:00pm-4:00am;
Sun 12:00pm-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: Thursday, Friday and Saturday
6. ☒ I will install soundproofing, Soundproofing in place; adding sound minimizing material

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 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: Gray Ballinger

Phone Number: (518) 859-6264

Managing Vehicular and Pedestrian Traffic, as well as outside noise

On Thursday, Friday, and Saturday nights, there will be a designated security guard at the street level entrance starting in the early evening. This guard will have the responsibility of watching the entrance and ensuring that no crowds build up in front of the establishment. This guard will ensure foot traffic enters the establishment swiftly and will monitor foot traffic on the sidewalk level, ensuring pedestrians keep walking down the block. This designated employee will also control any car traffic on the street, ensuring that cars such as taxi's do not idle outside on the street. During times of higher volume ingress and egress of the establishment, management and/or principals will be outside managing the flow of outside pedestrian and vehicular foot traffic.

The designated employee will manage noise from patrons outside the establishment. This employee will make sure patrons are not lingering and are quiet while outside. Noise coming from the inside of the establishment will be managed by not having "entertainment level" noise being played, and the windows closed when music is playing. One of the principals of the business will be regularly onsite ensuring that excessive noise is not escaping the interior. Any neighbors in the area will be put in direct contact with Gray Ballinger to resolve any disturbance issues that may arise.

Gray Ballinger	GMB 36 LLC	36 Main Street Chatham, NY 12037	August 2016 through January 2023
	The Chatham Pub LLC d/b/a The People's Pub	36 Main Street Chatham, NY 12037	January 2023 through Present
	Early Terrible LLC	45 Mill Hill Road Woodstock, NY 12077	December 2018 through Present
	Early Terrible LLC	45 Mill Hill Road Woodstock, NY 12077	December 2018 through Present
Nicolas Ballinger			
Angus van Beusichem	The Chatham Pub LLC d/b/a The People's Pub	36 Main Street Chatham, NY 12037	January 2023 through Present
	GMB 36 LLC	36 Main Street Chatham, NY 12037	August 2016 through January 2023

Gray and Nicolas Ballinger are also operating under a temporary retail permit at the following location:

305 Beacon LLC
d/b/a The Mud Club
305 Main Street
Beacon, New York 12508

Both Gray and Nicolas Ballinger are the sons of Douglas Ballinger, who along with his brothers owned Webster Hall and other licensed establishments since the 1980s.



Marinated Olives \$5

Sourdough \$6

Tuscan Olive Oil \$4

ET Pickle Jar \$8

Stilton Blue Cheese \$11

Cremeux de Bourgogne \$10

Aged Beemster Gouda \$11

Rosette de Lyon Dry Sausage \$8

Dry Spanish Chorizo \$7

Grand Charcuterie Board \$40

Leek Stracciatella and Anchovey Sourdough \$15

Whipped Ricotta, Grilled Carrots, Honey & Candied Walnut \$19

Black Tiger Shrimp with Mezcal Cocktail Sauce \$20

Roasted Badger Flame Beets, Horseradish Vinegrette, Chickpea Salad \$18

Mortadella Sandwich with Burrata & Fenel \$16

OFF THE GRILL

Burger, ET Sauce, A. Cheese, G. Onion & Pickles, Mud Club Brioche \$15

Hot Dog, Fried Shallot Sauerkraut, Dijon Pickled Jalapeno \$15

Grilled Baby Romain Smoked Oyster Ceasar \$18

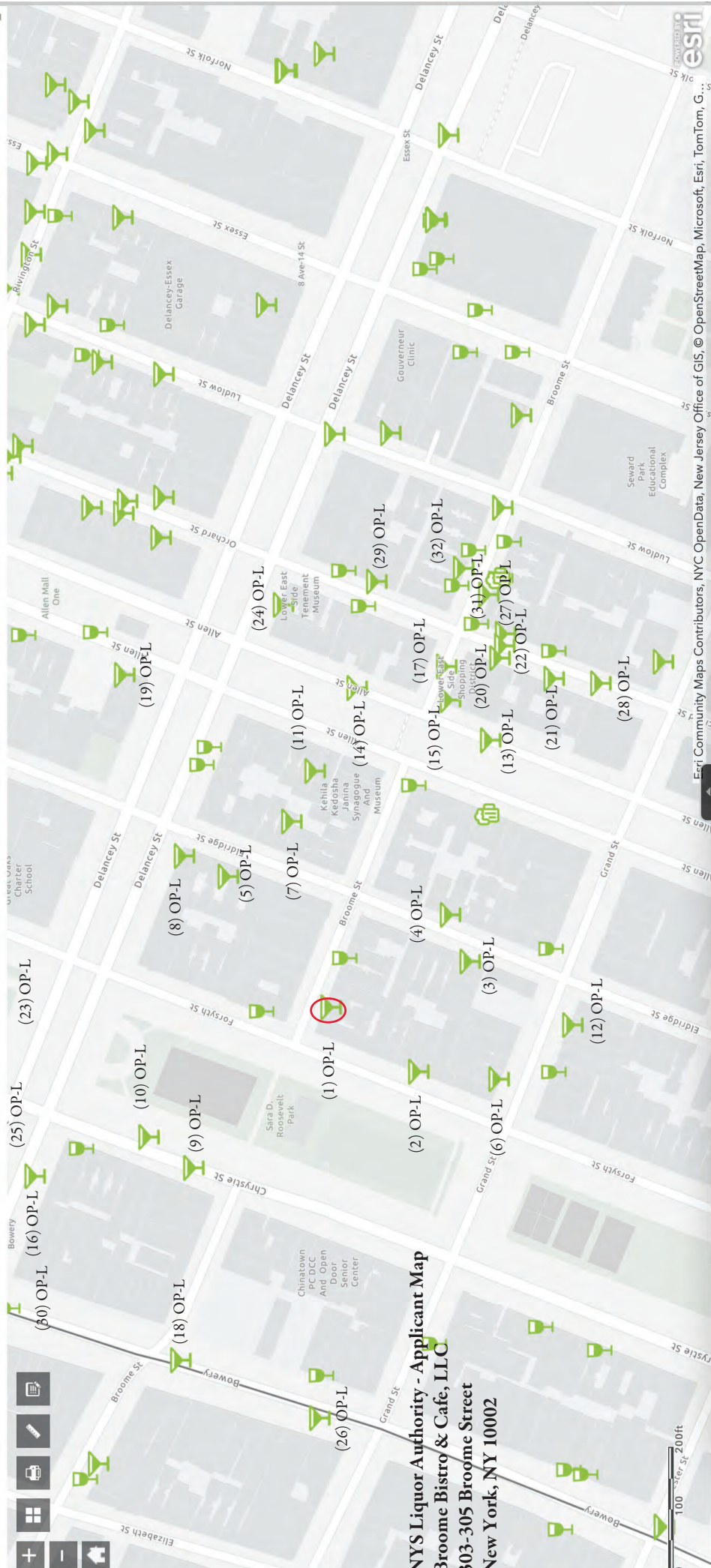
Burnt Basque Cheesecake, Blueberries \$12

Please inform staff of any food allergies, due to our kitchen size we may not be able to accommodate severe allergies.

All our single use serving utensils in house are biodegradeable and made of earth -friendly

NYS Liquor Authority Mapping Project (LAMP)

version: 3.0.0



NYS Liquor Authority - Applicant Map
Broome Bistro & Cafe, LLC
303-305 Broome Street
New York, NY 10002

Active On Premises Liquor Licenses within 750 feet			
Name	Address	Distance	
(1) 303 CANARY LLC License ID: 0340-23-136914 Legacy Serial No.: 1316840	303 305 BROOME ST NEW YORK, New York 10002	7 ft	
(2) 100 FORSYTH RESTAURANT LLC License ID: 0340-22-113726 Legacy Serial No.: 1313086	100 FORSYTH ST BASEMENT NEW YORK, New York 10002	180 ft	
(3) ELDRIDGE HOSPITALITY LLC License ID: 0340-23-135944 Legacy Serial No.: 1294588	107 ELDRIDGE ST NEW YORK, New York 10002	239 ft	
(4) ZEST HOSPITALITY INC License ID: 0340-23-129800 Legacy Serial No.: 1315058	112 ELDRIDGE ST NEW YORK, New York 10002	245 ft	
(5) BESTE BAT LLC License ID: 0340-22-108963 Legacy Serial No.: 1312502	135 137 ELDRIDGE ST NEW YORK, New York 10002	258 ft	
(6) NOREE THAI BAZAAR INC License ID: 0340-23-136616 Legacy Serial No.: 1309534	274 GRAND ST NEW YORK, New York 10002	297 ft	
(7) ATTABOY COCKTAILS LLC License ID: 0340-22-111553 Legacy Serial No.: 1280838	134 ELDRIDGE ST NEW YORK, New York 10002	300 ft	
(8) TTBEL HOLDINGS INC License ID: 0340-23-138320 Legacy Serial No.: 1322687	51 53 DELANCEY ST NEW YORK, New York 10002	329 ft	
(9) TLS CHRYSTIE LLC License ID: 0340-22-106559 Legacy Serial No.: 1173167	131 CHRYSTIE ST BASEMENT STORE BROOME & DELANCEY NEW YORK, New York 10002	332 ft	

(10) SAIGON SHACK CORP License ID: 0340-23-137116 Legacy Serial No.: 1266405	139 CHRYSTIE ST NEW YORK, New York 10002	350
(11) HERMES B NY LLC License ID: 0340-23-133927 Legacy Serial No.: 1287964	95 ALLEN ST NEW YORK, New York 10002	376 ft
(12) 99 FAVOR TASTE RESTAURANT INC License ID: 0340-22-105143 Legacy Serial No.: 1337309	285 GRAND ST NEW YORK, New York 10002	393 ft
(13) BIG CANDY LLC License ID: 0340-22-113271 Legacy Serial No.: 1275668	86 ALLEN ST NEW YORK, New York 10002	498 ft
(14) CONGEE VILLAGE INC License ID: 0340-21-119324 Legacy Serial No.: 1273685	100 ALLEN ST NEW YORK, New York 10002	509 ft
(15) ALLEN HOTEL INC, THE License ID: 0340-23-137475 Legacy Serial No.: 1313154	88 ALLEN ST NEW YORK, New York 10002	526 ft
(16) ESSEX HOSPITALITY LLC License ID: 0340-23-131302 Legacy Serial No.: 1318858	115 DELANCEY ST NEW YORK, New York 10002	535 ft
(17) XLR8 LLC License ID: 0340-23-138312 Legacy Serial No.: 1271863	266 BROOME ST NEW YORK, New York 10002	574 ft
(18) BOWERY RESTAURANT GROUP LLC License ID: 0340-22-106549 Legacy Serial No.: 1268378	146 BOWERY NEW YORK, New York 10013	609 ft
(19) EAST VILLAGE HOSPITALITY GROUP LLC License ID: 0340-22-114202 Legacy Serial No.: 1322518	115 ALLEN ST NEW YORK, New York 10003	617 ft

(20) ORCHARD 85 CORP License ID: 0340-23-134406 Legacy Serial No.: 1250820	85 87 ORCHARD STREET STORE # 5 NEW YORK, New York 10002	620 ft
(21) GRAZ RESTAURANT LLC License ID: 0340-22-103569 Legacy Serial No.: 1189713	79 ORCHARD STREET GRAND & BROOME STS. NEW YORK, New York 10002	635 ft
(22) TWO BIKES LLC License ID: 0340-22-107132 Legacy Serial No.: 1151213	85 ORCHARD STREET CRN OF BROOME & ORCHARD NEW YORK, New York 10002	639 ft
(23) DIXON PLACE LLC License ID: 0340-21-118304 Legacy Serial No.: 1217964	161 CHRYSTIE ST NEW YORK, New York 10002	643 ft
(24) BARNORTH GROUP LLC License ID: 0340-22-106693 Legacy Serial No.: 1261959	77 DELANCEY ST NEW YORK, New York 10002	643 ft
(25) 10 DELANCEY COCINA INC License ID: 0340-22-108270 Legacy Serial No.: 1340180	10 DELANCEY ST NEW YORK, New York 10002	644 ft
(26) MM 130 BOWERY REST CORP License ID: 0340-22-110563 Legacy Serial No.: 1121708	130 BOWERY NEW YORK, New York 10013	656 ft
(27) COMPAS GROUP NEW YORK LLC License ID: 0340-22-106076 Legacy Serial No.: 1222226	86 ORCHARD STREET BROOME ST AND GRANT ST NEW YORK, New York 10002	659 ft
(28) NORMAN'S CAY GROUP LLC License ID: 0340-23-138238 Legacy Serial No.: 1272699	74 ORCHARD ST NEW YORK, New York 10002	674 ft
(29) JOHANNNGPRO LLC License ID: 0340-22-114896 Legacy Serial No.: 1289900	96 ORCHARD ST NEW YORK, New York 10002	682 ft

Cellar

