



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

Andrea Gordillo, 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: April 22, 2024

Is location currently licensed? ☒ Yes ☐ No Type of license: on premises full liquor

If alteration, describe nature of alteration:

Previous or current use of the location: Bar/Tavern

Corporation and trade name of current license: 120 Orchard Bar LLC

APPLICANT:

Premise address: 120 Orchard Street, New York, NY 10002

Cross streets: Delancey & Rivington

Name of applicant and all principals: Arpeggio1 Hospitality LLC

Principal: Brian Viola

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: multi-unit mixed use, premises on 2 floors (ground and cellar) of 5-floor 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 279

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): C6-2A 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) Mon-Wed 2pm-2am; Thurs-Fri 4pm-4am; Sat 12pm-4am; Sun 12pm-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? 18 Total number of indoor seats? 103

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____
2 L-shaped bars measuring 25ft and 15ft. 1 in cellar, 1 on 1st floor; 16 seats

(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 _____
Italian favorites including pizzas, charcuterie, salads and bruschetta

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? manager/principal will alternate

How many employees will there be? 6-8

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: 6-8 speakers on each 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? Yes.
Promoted events and DJ performances approximately twice per week.

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

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.") See attached queue management plan

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) 2-4, with at least 1
at all times, and more during peak hours on weekends and evenings

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

Please attach plans. See attached noise mitigation plan

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:

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.

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.

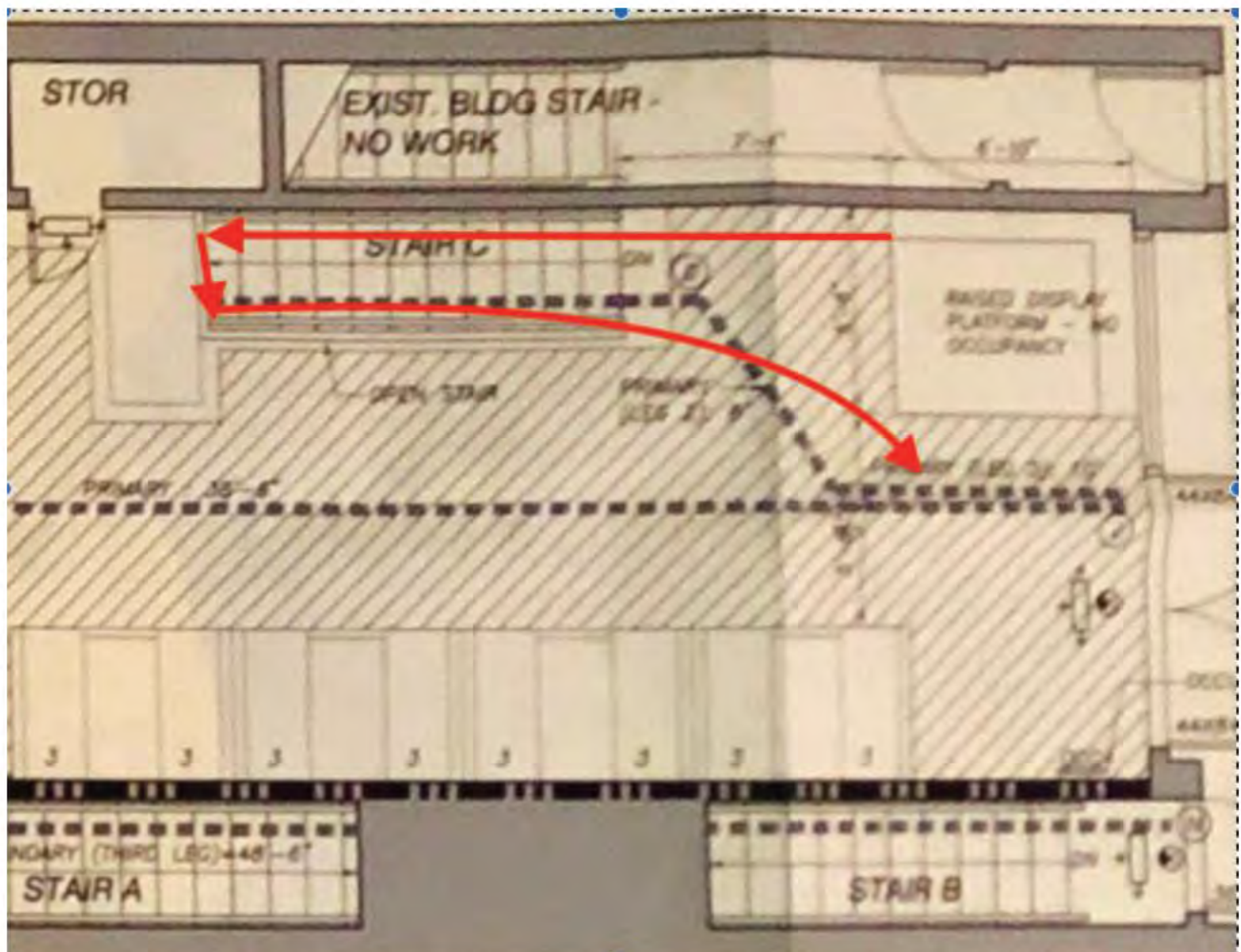
Attach a separate diagram that indicates the location (name and address) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

Indoor queue management plan

We have devised a unique queue management system which will permit us to avoid outdoor queues in front of the premises at 120 Orchard Street. We divide the plan into Before 10pm "Dinner Hours" and After 10pm "Evening Hours".

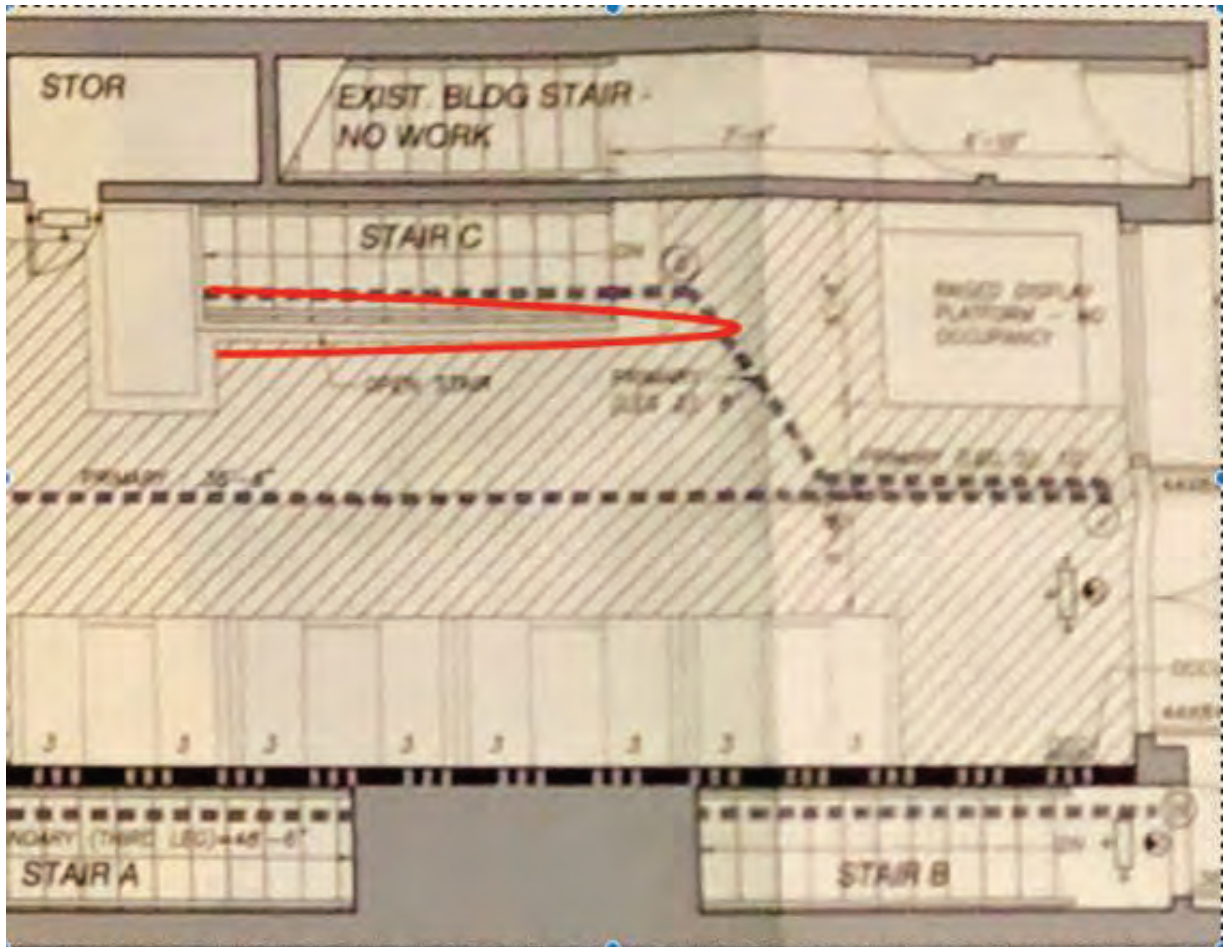
Before 10pm – Dining Hours

During mainly seated-dining hours, the main food service will take place upstairs. During this time, any queue of patrons can be formed on the front stairwell leading down to the lower level ("Stair C" pictured below), which lower level will be (1) be closed to the general public and/or (2) will be dedicated as a private party with the ability to move patrons through Stair A as needed. We will have a dedicated staff person at the front of the queue directing incoming guests to the back of the queue and also directing patrons at the front of the queue to their tables.



After 10pm – Evening Hours

After 10pm we anticipate fewer seated dining patrons and we anticipate that the lower level will be open to the general public. At this time, a queue will form in a “U” shape around the banister of Stair C. A dedicated security person will be posted at the bottom of the stairwell ensuring an orderly line as well as to count the number of customers in the lower level for capacity compliance purposes. As needed to ensure an orderly line, (i) another security personnel will be posted at the top of Stair C, and/or (ii) velvet rope will be placed parallel to the stair C bannister.



NOISE MITIGATION PLAN

The operation of the subject premises under its new owners has merely contributed to the status quo of noise level in the area. It has not created any new noise. In addition, the applicant makes the following commitments, which, if the application is approved, would become binding elements of the applicant's method of operation:

- Music is played through a multi-phase speaker system that allows music to be played more quietly near the entrance of the premises and more loudly at the rear of the premises. Moreover, there are separate systems controlling the downstairs (basement) music level, which is the primary location for music and thus insulated by an extra level, and the upstairs (ground level).
- The applicant has established clear rules and processes for minimizing noise and traffic disturbances; impressed upon staff the critical importance of enforcing those rules and implementing those processes and led from the top down in an effort to minimize sound and traffic footprint overall.
- Applicant have made all necessary arrangements to comply with COVID-19 operational and safety protocols. At least one member of security personnel is present directly outside and in front of the entrance to the premises at all times. Security is responsible for keeping the sidewalk clear, checking identification, and dispersing any loitering. Applicant will continue to work with neighbors, from other retail and hospitality venues to local law enforcement, to ensure that the area in front of and adjacent to the premises is free from crowding and congestion.
- Although the premises is a neighborhood establishment and patronage is comprised largely of neighborhood dwellers arriving and departing on foot, security encourages patrons to arrange pickup by ridesharing services either from within the premises or on the corner, at the intersection of Delancey and Allen. Similarly, security works to ensure that any vehicles dropping off patrons to do so promptly and then clear the area. Patrons who wish to smoke cigarettes are instructed to do so at least 25 feet away from the establishment.
- Moreover, in addition to the measures carried out by security personnel, applicant installed conspicuous signage instructing patrons outside to respect our neighbors and remain quiet as they enter and exit the premises.
- Management limits noise inside the venue, reminds patrons to be courteous to our neighbors, and controls music so that noise does not leave the establishment. The ceiling in the premises includes a layer of sound-absorbent material. The speakers include sound-dampening risers and hangers and have been configured so that music will serve the patrons inside the bar, not disrupt the neighborhood outside it (and do not reverberate directly against the walls of the building). Specifically, the speakers are phased so that the noise is quietest near the entrance, and loudest at the back of the establishment. Moreover, music is primarily played in the basement, further insulating the noise. Finally, security ensures the door is shut at all times to prevent noise from emanating from the entrance, and the venue has no windows, so noise cannot escape that way.

CB3 QUESTIONNAIRE - 120 ORCHARD ST

PRINCIPAL AND MANAGEMENT TEAM

Arpeggio1 Hospitality LLC.

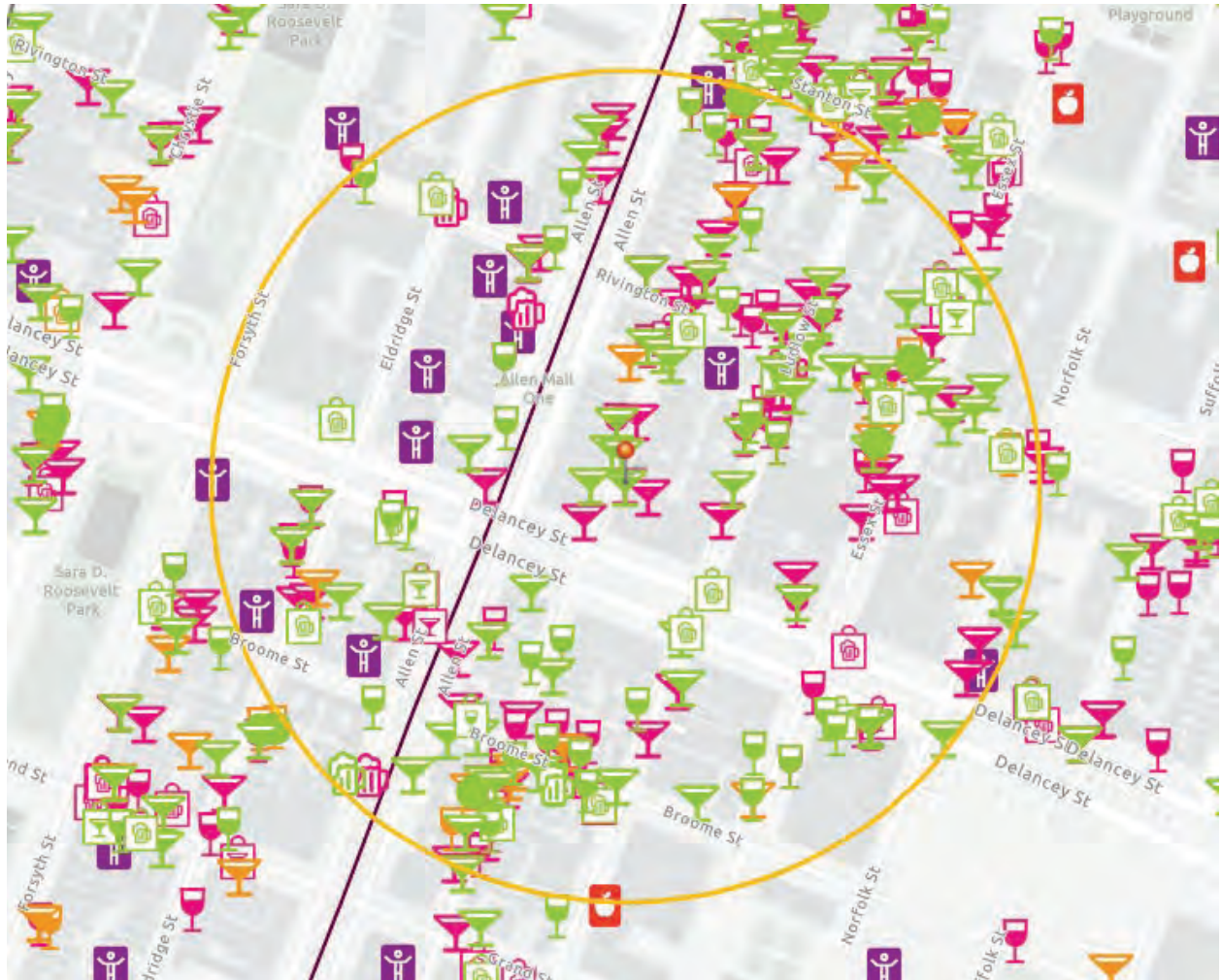
Brian Viola, Principal.

Brian has over 25 years in the hospitality business. A graduate of Hofstra University business school, Brian's journey started with managing a corporate McDonald's for several years. During the broadband & fiber optics internet boom, he transitioned into servicing corporate restaurants for telecommunications, upgrading systems to provide faster service and online ordering. Later in life, he joined the family business and managed Top of the Hill bar, an SLA-licensed and neighborhood favorite Irish pub with a full-kitchen, located at 60 Halstead Avenue, Harrison NY, for 18 years. Brian is excited to bring his passion for hospitality to the Lower East Side.

Thomas Viola, General Manager.

Thomas has over 15 years in real estate sales and event planning. Thomas's journey started as a teen, helping his dad at Top of the Hill bar daily after school. Thomas went on to become a real estate broker at 21, specializing in commercial properties. Many of his clients were corporate hospitality groups looking to expand into the NY metro area. After many years of success in real estate, he transitioned into hosting music events for the tech industry. He also consults for tech startups and small businesses. Thomas has a unique set of business experience and is excited to continue the family tradition in the bar industry.

ARPEGGIO1 HOSPITALITY LLC – 120 ORCHARD ST, NEW YORK, NY 10002



FULL LIQUOR LICENSES WITHIN 500 FT:

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
120 ORCHARD BAR LLC License ID: 0340-23-130523 Legacy Serial No.: 1331955	120 ORCHARD ST NEW YORK, New York 10002	4 ft
FOURTHGEN LLC License ID: 0340-22-113181 Legacy Serial No.: 1274614	127 ORCHARD ST NEW YORK, New York 10002	53 ft
GRIFFON Q LLC & ZODIAC CLUB LLC License ID: 0343-23-112346 Legacy Serial No.: 1339607	119 ORCHARD ST AKA 120 ALLEN ST NEW YORK, New York 10002	63 ft
ALPHA 129 REST LLC License ID: 0340-22-107164 Legacy Serial No.: 1154329	127 129 ORCHARD STREET DELANCEY & RIVINGTON STREETS NEW YORK, New York 10002	65 ft
GOOD THANKS CAFE LLC License ID: 0340-23-139414 Legacy Serial No.: 1331880	131 ORCHARD ST NEW YORK, NY 10002	110 ft
BG BAR INC License ID: 0340-23-127248 Legacy Serial No.: 1136412	113 LUDLOW ST LUDLOW & ORCHARD STREETS NEW YORK, New York 10002	196 ft
CUATRO LOBOS INC License ID: 0340-23-135223 Legacy Serial No.: 1283883	140 142 ORCHARD ST NEW YORK, New York 10002	234 ft

JURAKU INC License ID: 0340-23-129079 Legacy Serial No.: 1347601	121 LUDLOW ST NEW YORK, New York 10002	236 ft
A HALIBUT INC License ID: 0340-23-134703 Legacy Serial No.: 1270101	138 ORCHARD ST NEW YORK, New York 10002	247 ft
BURGERS AND CHISMIS LLC License ID: 0340-22-104950 Legacy Serial No.: 1327911	143 ORCHARD ST NEW YORK, New York 10002	254 ft
BARNORTH GROUP LLC License ID: 0340-22-106693 Legacy Serial No.: 1261959	77 DELANCEY ST NEW YORK, New York 10002	258 ft
EAST VILLAGE HOSPITALITY GROUP LLC License ID: 0340-22-114202 Legacy Serial No.: 1322518	115 ALLEN ST NEW YORK, New York 10003	288 ft
93 LUDLOW ST INC License ID: 0340-23-134940 Legacy Serial No.: 1254332	95 DELANCEY ST NEW YORK, New York 10002	293 ft
JMDR 127 LUDLOW LLC License ID: 0340-23-137942 Legacy Serial No.: 1278006	127 LUDLOW ST NEW YORK, New York 10002	340 ft
JED PARTNERS LLC License ID: 0340-23-137300 Legacy Serial No.: 1311871	126 LUDLOW ST NEW YORK, NY 10002	347 ft
JOHANNNGPRO LLC License ID: 0340-22-114896 Legacy Serial No.: 1289900	96 ORCHARD ST NEW YORK, New York 10002	367 ft
CONGEE VILLAGE RESTAURANT & BAR INC License ID: 0340-24-110409 Legacy Serial No.: 6018522	98 100 ALLEN ST NEW YORK, NY 10002	372 ft
SWEATSHOP LES LLC License ID: 0370-24-102404 Legacy Serial No.: 6010373	110 DELANCEY ST BASEMENT NEW YORK, New York 10002	376 ft
GOOD PAL CHANTELE CORP License ID: 0340-22-111037 Legacy Serial No.: 1329790	92 LUDLOW ST NEW YORK, New York 10002	379 ft
SAUCE MANAGEMENT II LLC License ID: 0340-23-133449 Legacy Serial No.: 1354602	78 84 RIVINGTON ST NEW YORK, New York 10002	385 ft
SERAFINA LUDLOW CORP License ID: 0340-22-115414 Legacy Serial No.: 1296274	98 RIVINGTON ST NEW YORK, New York 10002	397 ft
TRAPIZZINO LES LLC License ID: 0340-23-130377 Legacy Serial No.: 1334274	144 ORCHARD ST NEW YORK, New York 10002	400 ft
KELTIC LOUNGE INC License ID: 0340-21-118377 Legacy Serial No.: 1181425	132 LUDLOW ST NEW YORK, New York 10002	412 ft
DOWNTOWN LLC,THE License ID: 0343-22-127458 Legacy Serial No.: 1144147	107 RIVINGTON ST LUDLOW & ESSEX NEW YORK, New York 10002	438 ft
INWANY INC License ID: 0340-23-129129 Legacy Serial No.: 1357394	65 RIVINGTON ST NEW YORK, New York 10002	440 ft
COOL CULINARY LLC License ID: 0346-24-101184 Legacy Serial No.: 6009106	119 ESSEX ST NEW YORK, New York 10002	451 ft

ATLANTIC BAR GROUP LLC License ID: 0340-24-101496 Legacy Serial No.: 6009441	146 ORCHARD ST NEW YORK, New York 10002	451 ft
CAMILLE PRODUCTIONS LLC License ID: 0340-23-127506 Legacy Serial No.: 1120448	110 RIVINGTON STREET ESSEX & LUDLOW STREETS NEW YORK, New York 10002	498 ft
HERMES B NY LLC License ID: 0340-23-133927 Legacy Serial No.: 1287964	95 ALLEN ST NEW YORK, New York 10002	499 ft

LOCATION:

How many licensed establishments are within 1 block? 9

How many On-Premise (OP) liquor licenses are within 500 feet? 28

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.

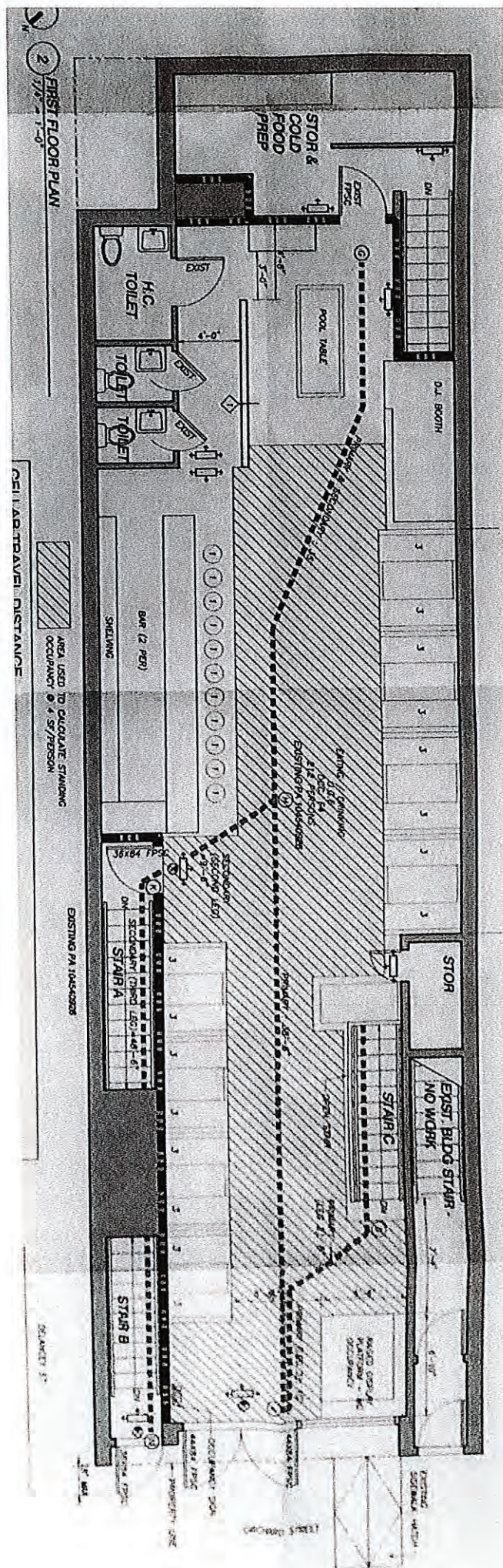
1. My license type is: ☐ beer & cider ☐ wine, beer & cider ☒ liquor, wine, beer & cider
2. ☐ I will operate a full-service restaurant, specifically a (type of restaurant) _____ restaurant, or
☒ I will operate a Bar/Tavern,
☐ with a kitchen open and serving food during all hours of operation OR ☒ with less than a full-service kitchen but serving food during all hours of operation OR ☐ Other _____
3. My hours of operation will be:
Mon 2pm-2am; Tue 2pm-2am; Wed 2pm-2am;
Thu 4pm-4am; Fri 4pm-4am; Sat 12pm-4am;
Sun 12pm-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
☐ 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: 1 during the week, 2-4 on weekends
6. ☐ I will install soundproofing, N/A - already installed

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 7pm.
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.

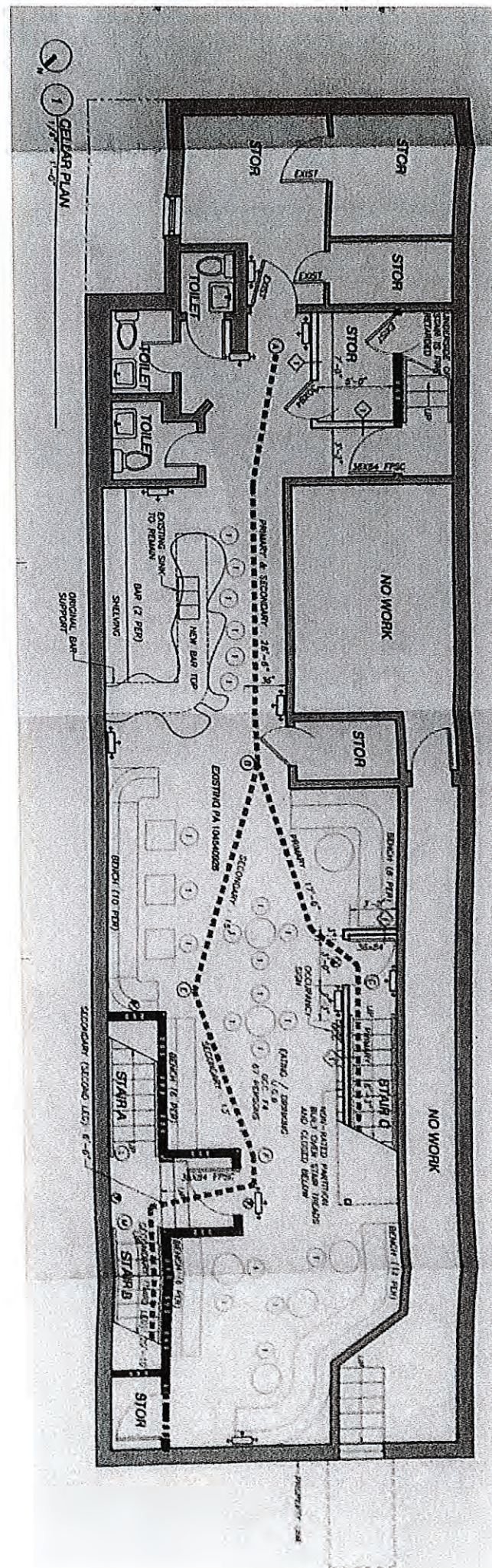
Name: Brian Viola

Phone Number: 347-995-0690

First Floor Floorplan



Cellar Floorplan



FOOD MENU

120 ORCHARD STREET

Charcuterie Board

Bruschetta

Roasted Vegetables Bowl

Mesclun Salad Bowl

Personal Pizzas

Cheese
Margarita
Pesto
Pepperoni
Veggie

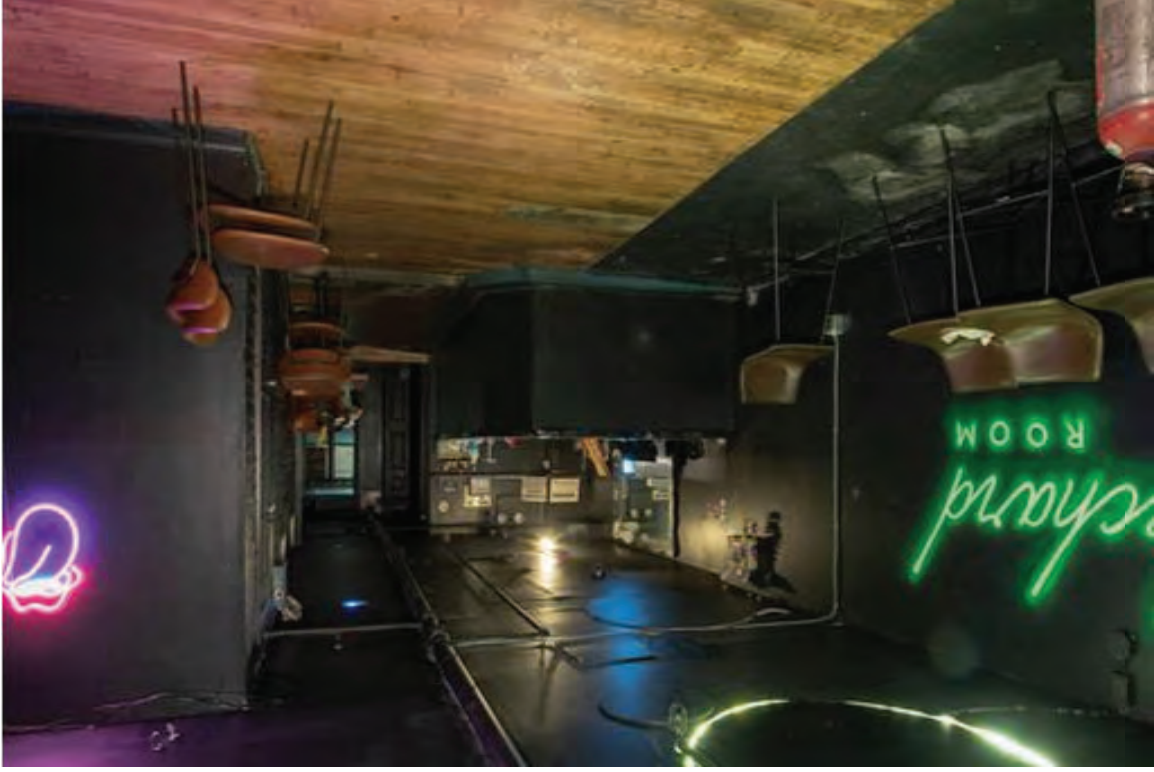
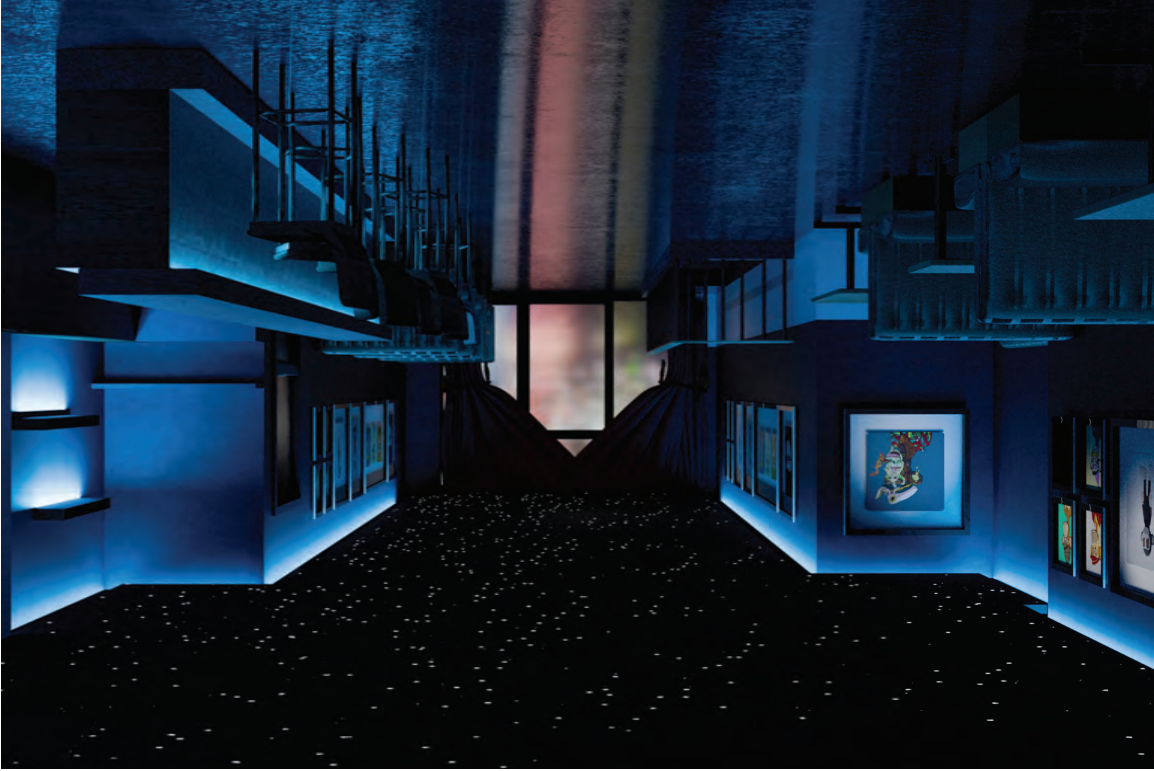


Interior Photographs

Arpeggio1 Hospitality LLC
120 Orchard St
New York, NY 10002

Arpeggio1 Hospitality LLC
120 Orchard St
New York, NY 10002

Interior Photographs



ATTENTION RESIDENTS & NEIGHBORS

Arpeggio1 Hospitality LLC d/b/a TBD 347-995-0690

Company/DBA Name and Contact Number for Questions

Plans to open a
Bar

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

120 Orchard Street, New York, NY 10002

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, May 13, 2024 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>

see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

347-995-0690; Arpeggio1hospitality@gmail.com

Applicant Contact Information

At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS

第 3 社區居民 請注意

Arpeggio1 Hospitality LLC d/b/a TBD 347-995-0690

公司名字 (Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)
Bar

(請選擇/please choose) 酒吧 (Bar)/餐館 (Restaurant)
戶外咖啡 (Sidewalk Café) or 或者
後院花園咖啡 (Backyard Use)

120 Orchard Street, New York, NY 10002

Address/生意地址

seeking a license to serve (以上的店主想要請以下相關酒牌照)
Beer/Wine & Liquor

(請選擇/please choose) 啤酒和酒牌照 (Beer & Wine) or/或者
啤酒牌照 (Beer) or/或者
酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議.

(CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday, May 13, 2024 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>

see www.cb3manhattan.org for zoom meeting details

時間 (Time) 和地點 (Location)

mn03@cb.nyc.gov - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Arpeggio1 Hospitality LLC d/b/a TBD 347-995-0690

Company Name/Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Bar

(Please choose) Bar/Restaurant
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante
un café de acera o un patio de atrás

120 Orchard Street, New York, NY 10002

address

dirección

Seeking a license to serve

En búsqueda de una
licencia para servir:

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting
for comments

Reunión público
para comentarios

Monday, May 13, 2024 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>
see www.cb3manhattan.org for zoom meeting details

At COMMUNITY BOARD 3
SLA & DCA Licensing
Committee Meeting

En la JUNTA COMUNITARIA 3
La reunión del Comité
de Licencias del SLA y del DCA

mn03@cb.nyc.gov - www.cb3manhattan.org