

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 Wednesday 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: July 1, 2024

Is location currently licensed? ☐ Yes ☒ No Type of license: N/A

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Sushi Bar serving beer and wine

Corporation and trade name of current license: N/A

APPLICANT:

Premise address: 111 Rivington Street, New York, New York 10002

Cross streets: Between Ludlow St. & Essex St.

Name of applicant and all principals: Kooking NYC LLC

Principals are Roberto Mallari-D'Auria and Henry Mallari-D'Auria

Trade name (DBA): Kalye

PREMISE:

Type of building and number of floors: Mixed residence & Commercial Building (3 story 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 70

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 Zoning Map: 12c

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-Sun (operating hours 12pm - 12am).

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? 25 Total number of indoor seats? 70

How many stand-up bars/bar seats are located on the premise (number, length, and location) 1 bar;
rectangular in shape and 12 feet long. The bar will have 8 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 _____
Filipino cuisine including shumai, traditional lumpia, and pork and ube sliders.

What are the hours the kitchen will be open? All hours alcohol is served.

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

How many employees will there be? 25

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 Acoustic Performances (1 per month) and Brunch Drag Shows (1 per month)

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: SONOs Bluetooth and wired speakers

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? Social media: Instagram, TikTok, and Facebook

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.") We will have our host.

He or she will oversee the flow of traffic. We won't have outdoor seating. We will use cones and stations in case of increased foot traffic.

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. No windows. Doors closed all the time. Use sound-absorbing materials in our interiors.

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: Kalye

Address: 251 Broome Street, New York, New York 10002 Community Board # Man CB # 3

Dates of operation: May 2022 to 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. *See below

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.

*In 2015-2016, the applicant owned and operated a quick service restaurant in Manila. It is a franchise of a chain of restaurants serving roasted chickens and side and drinks. The space was also a small real estate with no seating tables. The brand, Lembest Chicken, is marketed to class B,C,D with average to below average price points.

LOCATION:

How many licensed establishments are within 1 block? Currently there are five licensed establishments between Ludlow St. and Essex St. on Rivington St. _____

How many On-Premise (OP) liquor licenses are within 500 feet? 41

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) _____
Filipino 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 _____
3. My hours of operation will be:
Mon 12pm-12am; Tue 12pm-12am; Wed 12pm-12am;
Thu 12pm-12am; Fri 12pm-12am; Sat 12pm-12am;
Sun 12pm-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
☒ 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: _____
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 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 6 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: Rob Mallari-D'Auria

Phone Number: 646-799-4651

Kitchen

Gender-Neutral
Bathroom

Lock & Key
Fridge

Bar

Lock & Key
Fridge

DINING AREA

Exit/Entrance

Vestibule

Exit/Entrance

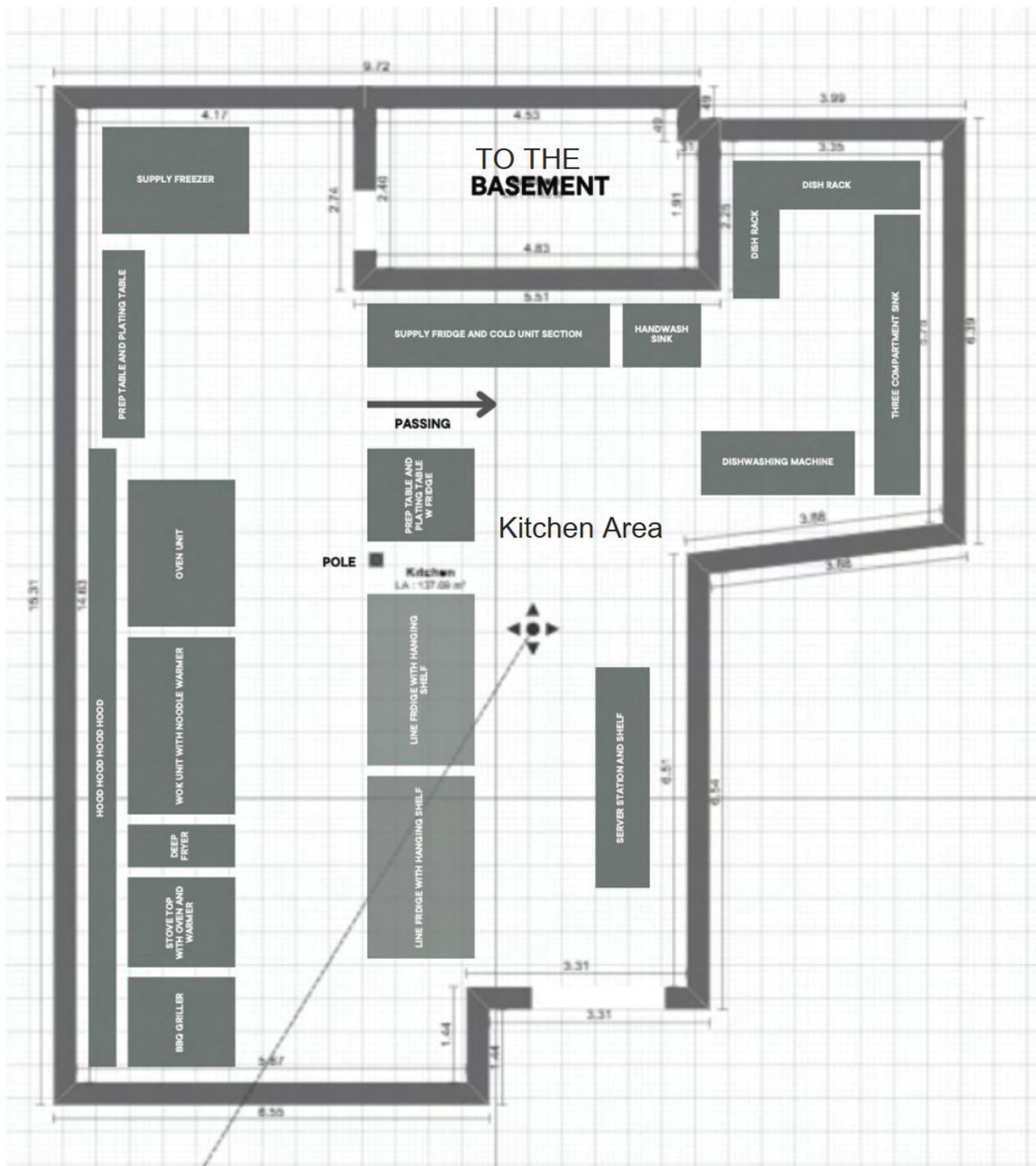
Window Pane

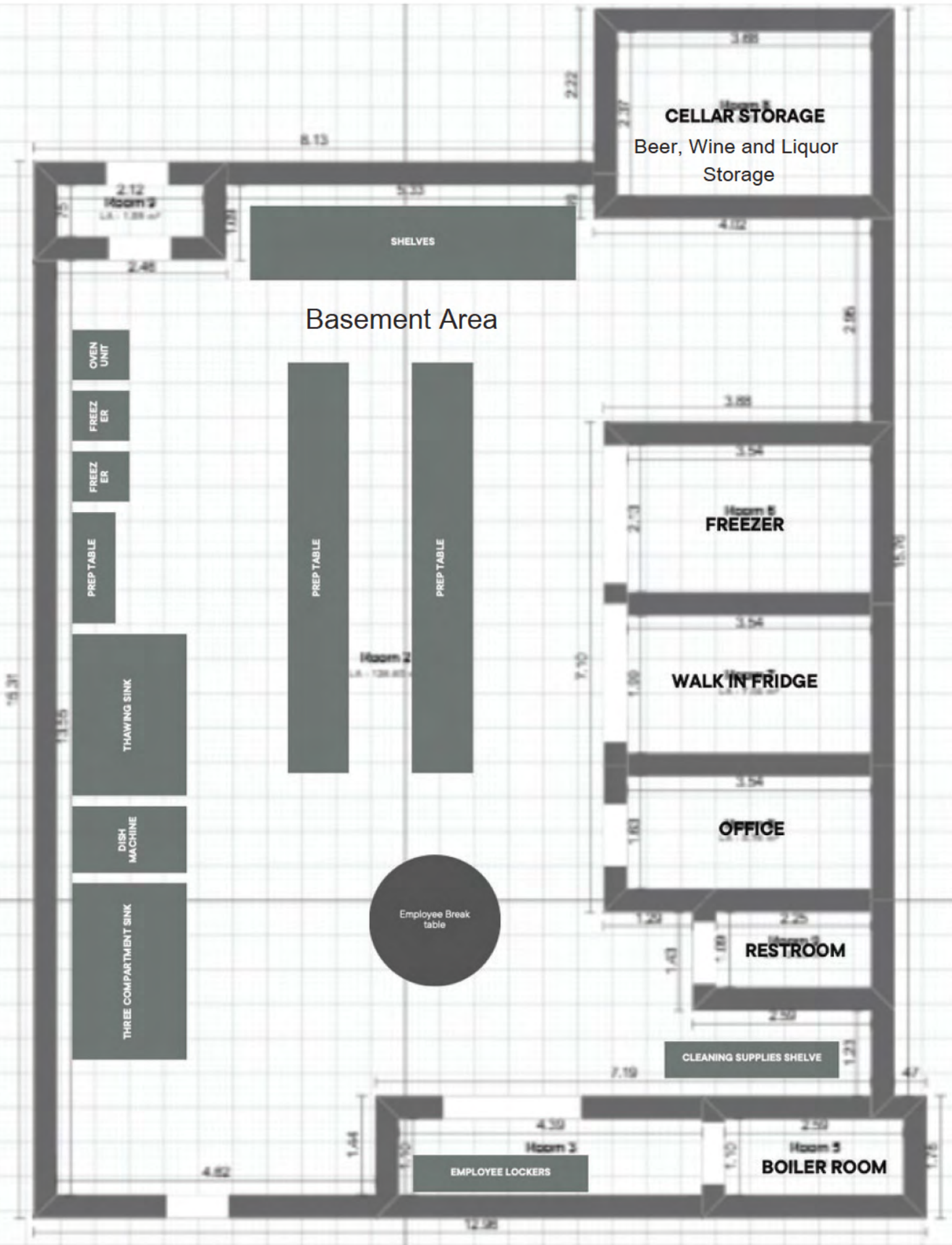
Window Pane

Sidewalk

Sidewalk

Sidewalk





KALYE FOOD MENU 2.0

Name	Description	Categories	Allergens	Speciality
Lumpiang Shanghai	Crispy spring rolls filled with ground pork, celery, spices served w/lettuce	Small Plate		
Veggie Lumpia	in development	Small Plate		
Pork Longanisa Sliders	Steamed pork dumplings filled with ground pork, carrots, chinese celery, onions, garlic	Small Plate		
Laing with Chips	Taro leaves in Coconut Milk and Garlic Paste	Small Plate		
Pork Ube Sliders	Pork sausage on Ube buns w/ bacon-onion jam, swiss cheese and pinakurat aioli, tomato, lettuce.	Small Plate		
Beef Ube Sliders	Thinly sliced beef on Ube buns w/ pickled papaya and cilantro and calamansi aioli	Small Plate		
Chicken Inasal Wings	Chicken wings marinated in lemon grass, lemon, ginger, garlic and soy sauce	Small Plate		
Pork BBQ Skewers (w/rice)	Pork butt skewers marinated in banana ketchup, garlic and soy sauce.	Big Plate		
Vegan Mushroom Sisig (w/rice)	Chickpeas, mushrooms, peppers in vegan mayonnaise, soy sauce, lemon, jalapeno.	Big Plate		
Lechon Belly (w/rice)	4-hr Roasted Pork Belly with Rice	Big Plate		

Pork Sisig (w/rice)	Air-Fried Lechon Belly with Mayo, Jalapeño and Onions	Big Plate		
Beef Tapa & Sunny Egg	Beef Sirloin Tapa served with Rice and Sunny Egg	Big Plate		
Pork Lechon Kare-Kare	Pork belly lechon with Kare-Kare Sauce and steamed veggies	Family		
Pork Adobo Ribs	Fall-off the bones rib in adobo sauce	Family		
Club 85	A smorgasbord of lechon, lumpia, skewers, chicken inasal, beef tapa, steamed veggies and rice	Platter		
Club 85 - Merienda	in development	Platter		
Club 85 - Vegan	in development	Platter		

Ube Pao	Steamed sweet buns filled w/ ube jam, topped with shredded coconut	Dessert		
Ice Cream	No Churn Ube Housemade Ice Cream.	Dessert		
Ice Cream Sandwich	Pandesal with Ice Cream	Dessert		
Steamed Rice	White Rice	Extra		
Inasal Rice	White Rice with Inasal Garlic Oil	Extra		
Mango Salad	Ripe mango with tomato, cucumber, cilantro	Extra		
Salted Egg Salad	Salted egg with tomatoes, cucumber, onions.	Extra		
Ensalada Talong	Roasted and Smoked Eggplant	Extra		

Mocktails

1. Spritz
2. Tropical
3. House of Love

Wines

1. Cabernet Sauvignon
2. Pinot Noir
3. Pinot Grigio
4. Sauvignon Blanc
5. Chardonnay

Beers

1. San Miguel Beer
2. San Mig Light
3. Red Horse Beer
4. Cerveza Negra

Liquor

1. Gin
2. Vodka
3. Blended Whiskey
4. Single Malt
5. Tequila
6. Mezcal

Cocktails

1. Magarita
2. Negroni
3. Mojito
4. Manhattan
5. Martini
6. Singapore Sling
7. Gin Tonic
8. Vodka Coke
9. Rum Coke
10. Weng Weng

Name	d/b/a	Establishment Description	Address	Approx. Dist.
EL CASTILLO DE JAQUA REST CORP	N/A	Restaurant	113 RIVINGTON ST NY,NY 10002	16.59 FT
CAMILLE PRODUCTIONS LLC	VERLAINE	Restaurant	110 RIVINGTON ST NY,NY 10002	45.76 FT
DOWNTOWN LLC THE	HOTEL ON RIVINGTON; SZEN	Hotel	107 RIVINGTON ST LUDLOW & ESSEX NY,NY 10002	67.26 FT
133 ESSEX RESTAURANT LLC	SONS OF ESSEX	Restaurant	133 ESSEX ST NY,NY 10002	104.33 FT
PENNSYLVANIA JAYCOX INC	THE MAGICIAN	Restaurant	118 RIVINGTON ST NY,NY 10002	112.65 FT
JED PARTNERS LLC	PRETTY RICKY'S	Restaurant	126 LUDLOW ST NY,NY 10002	130.23 FT
KELTIC LOUNGE INC	IGGY'S KELTIC LOUNGE	Restaurant	132 LUDLOW ST NY,NY 10002	130.88 FT
RIVINGTON CAFÉ CORP	WELCOME TO THE JOHNSON'S	Restaurant	123 RIVINGTON ST NY,NY 10002	158.79 FT
JMDR 127 LUDLOW LLC	SET L.E.S.	Restaurant	127 LUDLOW ST NY,NY 10002	165.8 FT
FOUNDATION LOUNGE CORP	MAZAAR BAR AND LOUNGE	Restaurant	137 ESSEX ST NY,NY 10002	177.83 FT
REQUIOS INC	RAMEN ISHIDA	Restaurant	122 LUDLOW ST NY,NY 10002	180.75 FT
SERAFINA LUDLOW CORP	N/A	Restaurant	98 RIVINGTON ST NY,NY 10002	196.82 FT
122-124 RIVINGTON CORP	LA CAVERNA RISTORANTE	Restaurant	122-124 RIVINGTON ST ESSEX ST & LUDLOW ST NY,NY 10002	197.61 FT
COPPER THROAT CORP	COPPER THROAT	Restaurant	123 LUDLOW ST NY,NY 10002	212.12 FT
SOHO-LUDLOW INC	LUDLOW HOUSE/LIVING ROOM	Nightclub	139 LUDLOW ST NY,NY 10002	216.42 FT
120 ESSEX MARKET LLC	ESSEX	Restaurant	124 RIVINGTON ST NY,NY 10002	222.05 FT
JURAKU INC	IZAKAYA JURAKU	Restaurant	121 LUDLOW ST NY,NY 10002	228.71 FT
GUAPO BODEGA LLC	BEAUTY & ESSEX	Restaurant	146 ESSEX ST NY,NY 10002	289.51 FT
BG BAR INC	MEHANATA BULGARIAN BAR	Restaurant	113 LUDLOW ST NY,NY 10002	290.27 FT
FROTH NEW YORK LLC	THE FROTH	Tavern/Bar	90 RIVINGTON ST NY,NY 10002	295.72 FT
CUATRO LOBOS INC	WILDAIR	Restaurant	140-142 ORCHARD ST NY,NY 10002	358.31 FT
TRAPIZZINO LES LLC	TRAPIZZINO	Restaurant	144 ORCHARD ST NY,NY 10002	360.74 FT
812 BROADWAY INC	KARAOKE BOHO	Restaurant	152 ORCHARD ST NY,NY 10002	367.67 FT
SHAKE SHACK NEW YORK LLC	SHAKE SHACK	Restaurant	131 RIVINGTON ST NY,NY 10002	376.28 FT
ATLANTIC BAR GROUP LLC	MARY'S	Restaurant	146 ORCHARD ST NY,NY 10002	377.19 FT
A HALIBUT INC	CONTRA	Restaurant	138 ORCHARD ST NY,NY 10002	377.61 FT
OWINGS INC	KIND REGARDS	Restaurant	152 ORCHARD ST NY,NY 10002	386.29 FT

Kooking NYC LLC

DBA: Kalye

111 Rivington Street, New York, New York 10002

Key

● Temporary Licenses

🍷 On Premises Liquor

🍷 On Premises Wine

🍺 On Premises Beer

