

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: June 10, 2024

Is location currently licensed? ☐ Yes ☒ No Type of license: Restaurant Wine/Beer

If alteration, describe nature of alteration: _____

Previous or current use of the location: Glass factory

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 167 East Broadway

Cross streets: between Essex St & Jefferson St

Name of applicant and all principals: White Horse Concepts LLC

Nicholas Allen

Trade name (DBA): Reign

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- Letter of No Objection

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): R7-2 C1-5

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) Sunday 12pm - 12am; Monday- Wednesday 5pm - 1am; Thursday - Friday 5pm - 2am; Saturday 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? 21 Total number of indoor seats? 66

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

2 - Approx 30' First floor Center; Approx 7.5" x 2' Basement rear
(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? 7-10

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? NO

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 ^{Acoustic} ☐ 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: Computer generated, small 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? _____

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.") One employee will be designated to ensure that at all times the sidewalk is free from loiterers and that Ubers and Taxis are encouraged not to linger after pickups and drop offs. _____

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?

One employee will be designated to ensure that the exterior of the premises do not become noisy and the interior restaurant noise is confined to background restaurant noise only. Please attach plans. _____

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.

LOCATION:

How many licensed establishments are within 1 block? Please see attached

How many On-Premise (OP) liquor licenses are within 500 feet? 1

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)
American classic 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 5pm - 12am; Tue 5pm - 12am; Wed 5pm - 12am;
Thu 5pm - 1am; Fri 5pm - 1am; Sat 12pm - 1am;
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 To Be Decided
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 _____.
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: Nicholas Allen

Phone Number: (202) 425-0957

Reign

167 E Broadway, New York, NY

HORS D'OEUVRES

ESCARGOTS.....14

parsley-garlic butter

RADISH CRUDITE.....6.50

sea salt & butter

STEAK TARTAR PARC....15

hand chopped filet

TUNA CARPACCIO.....12

leek vinaigrette

FOIE GRAS PARFAIT....14

chicken liver, fennel

VEAL SWEETBREAD....16

sweet corn, veal jus

ENTRES

STEAK FRITES.....22

pan roasted hanger steak, pomme frites

TROUT AMANDINE.....21

toasted almonds lemon brown butter

LAMB SHANK.....27

snake river farms lamb, barissa, yogurt

HALF ROAST CHICKEN..24

rosemary, pomme puree

ROASTED DUCK BREAST..26

braised duck, lemon,

SEA SCALLOPS.....22

english peas, orzo

SIDES

POMMES FRITES

8

HARICOTS VERTS

6.50

FRENCH CHEESES

14

SALADS

HERLOOM TOMATO SALAD.....13

aged balsamic, extra virgin olive oil

WARM SHRIMP SALAD.....22

lemon, avocado

SALADE VERTE.....22

AREA SURVEY
167 EAST BROADWAY
NEW YORK, N.Y.
JUNE 20, 2024
NOT TO SCALE

Landess-Simon, Inc.

Legal & Commercial Photography

45 Lawlins Park
Wyckoff, NJ 07481
Phone: (201) 848-5652
E-mail: landess@att.net
landessphotographers.com

RE: 167 EAST BROADWAY

1. 169 Bar - 169 East Broadway - 32'
2. Casino - 171 East Broadway - 51'
3. JaJaJa Mexicana - 162 East Broadway - 163'
4. Little Canal - 26 Canal Street - 193'
5. Les Enfants De Bohemes - 16-20 Jefferson Street - 343'
6. Clandestine - 35 Canal Street - 402'
7. Forgtmenot - 138 Division Street - 499'
8. Le Dive - 37 Canal Street - 423'

CHURCHES & SCHOOLS

1. Church of Saint Teresa - 141 Henny Street - 169'

SEWARD PARK

- EAST BROADWAY -

PIZZERIA

SMOOTHIE STORE

LING LIANG
WORLDWIDE
EVANGELICAL
MISSION

RESIDENTIAL

CASINO

169 BAR

APPLICANT

WONTON
KITCHEN

BLOCK PLOT
167 EAST BROADWAY
NEW YORK, N.Y.
JUNE 20, 2024 - NOT TO SCALE

- ESSEX ST. -

JAJAJA
MEXICANA

BAKERY

HAPPY STAR

HARDWARE ST.

- RUTGERS ST. -

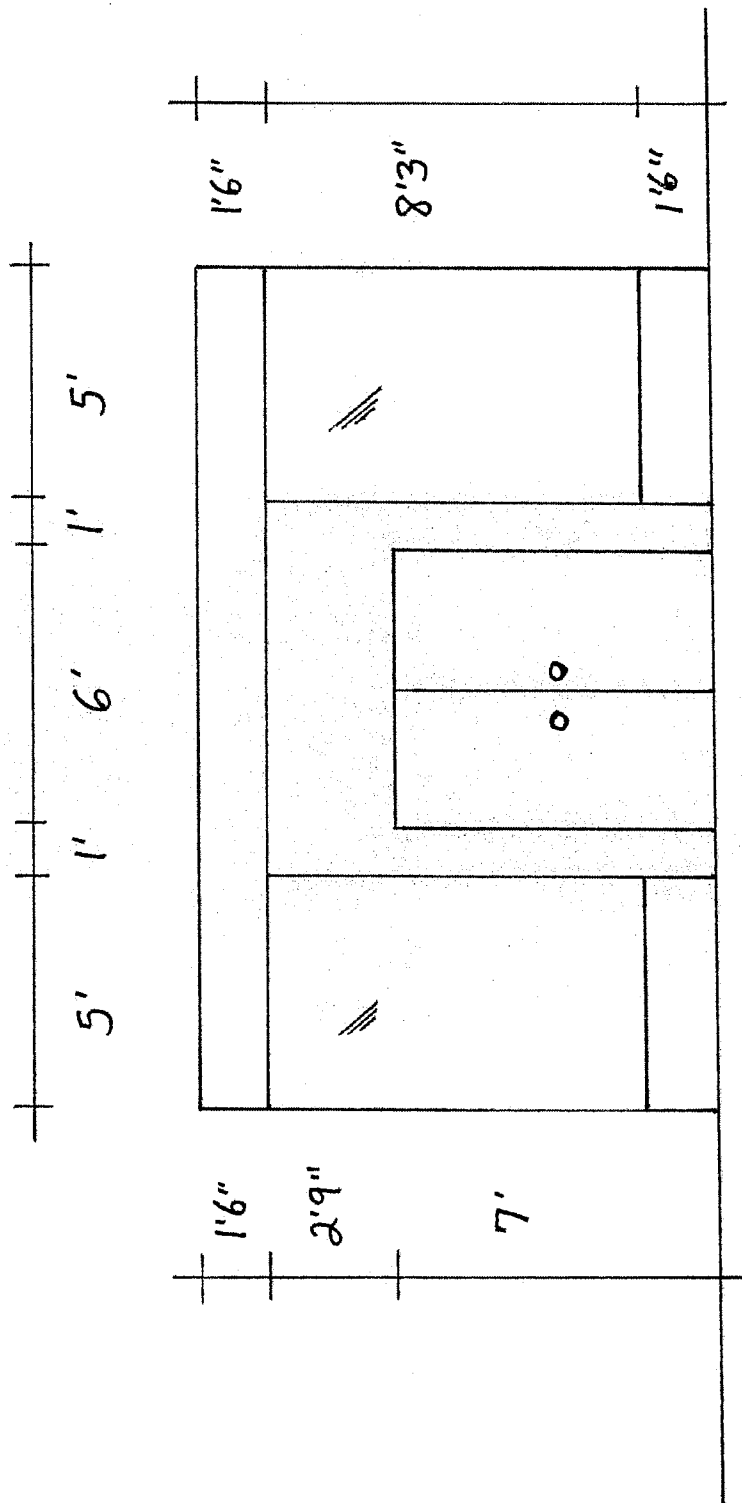
RETAIL/VACANT

PHARMACY

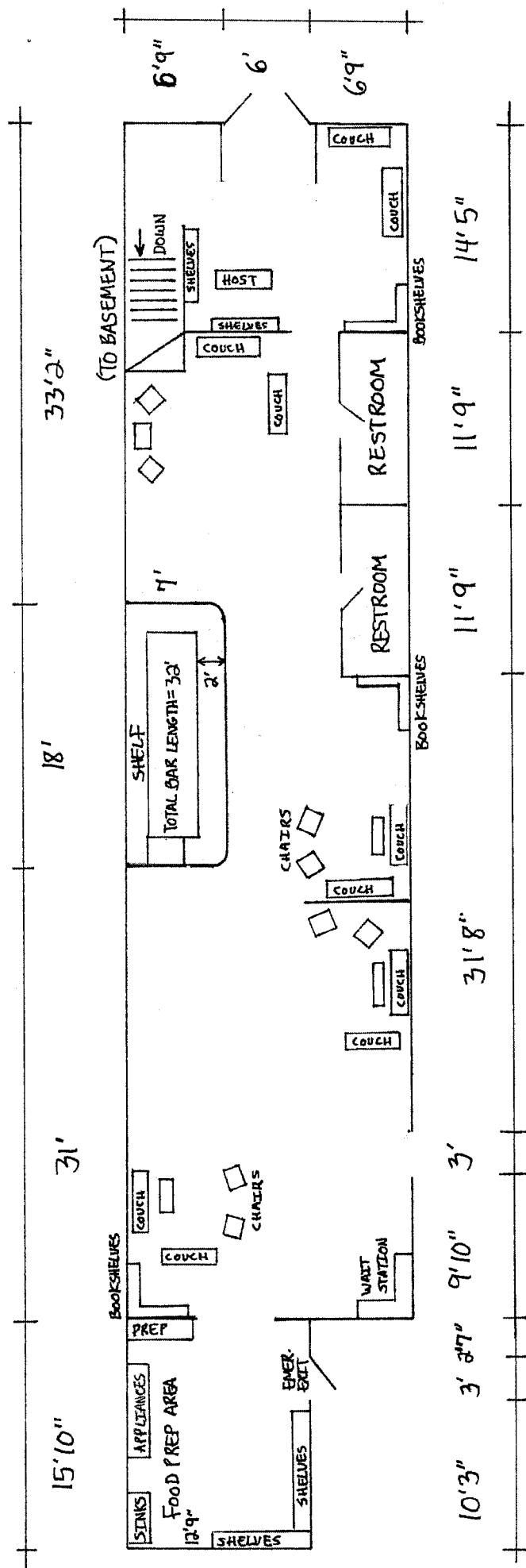
VARIETY STORE

COFFEE STORE

FRONT ELEVATION
167 EAST BROADWAY
NEW YORK, N.Y.
JUNE 20, 2024
NOT TO SCALE

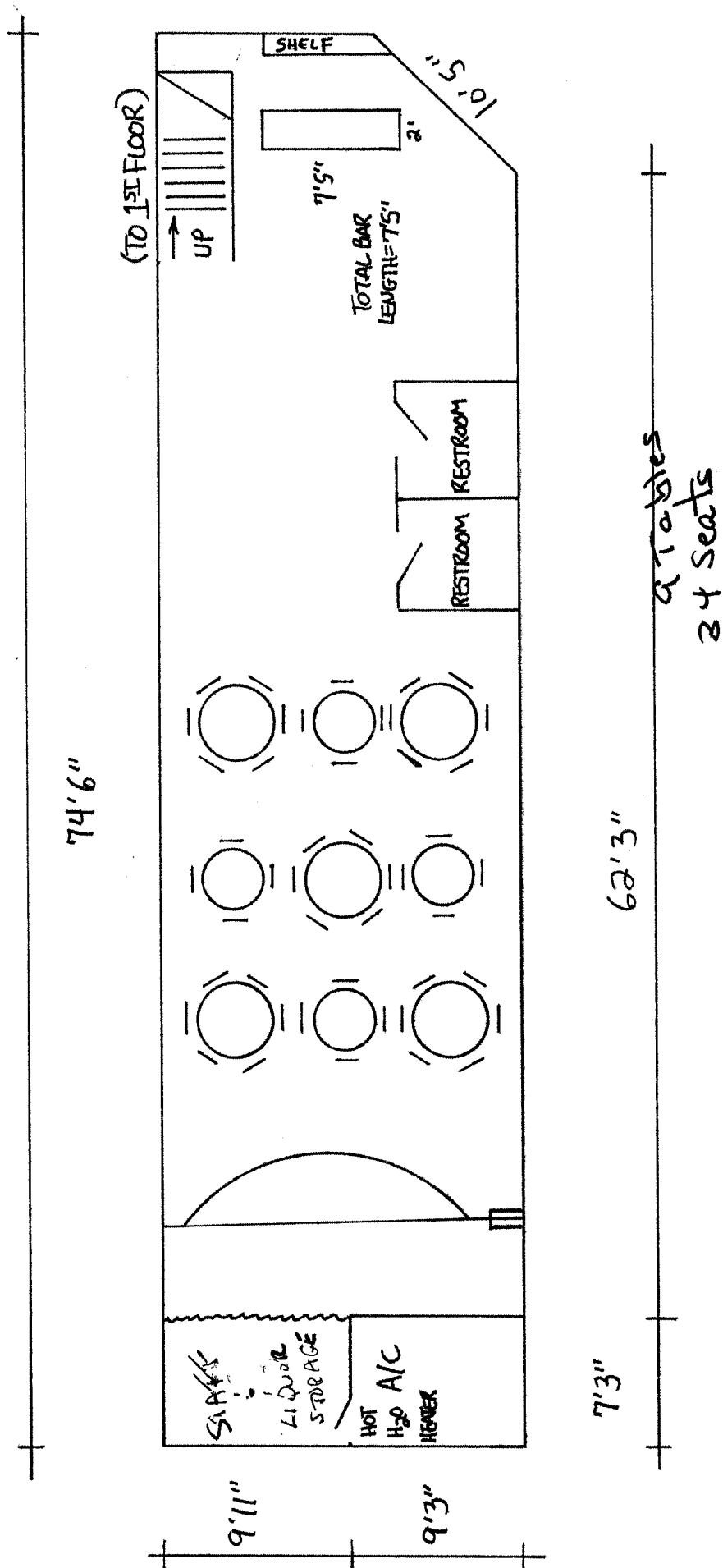


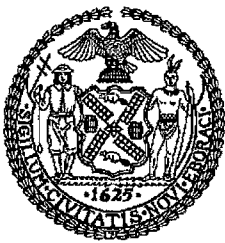
INTERIOR DIAGRAM - PROPOSED
 167 EAST BROADWAY
 NEW YORK, N.Y.
 JUNE 20, 2024
 NOT TO SCALE



12 Tables
 32 Seats

INTERIOR DIAGRAM - BASEMENT - PROPOSED
 167 EAST BROADWAY
 NEW YORK, N.Y.
 JUNE 20, 2024
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Address: _____ Community Board # _____

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167 E Broadway, New York, NY

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STEAK TARTAR PARC....15

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WARM SHRIMP SALAD.....22

lemon, avocado

SALADE VERTE.....22

SEWARD
PARK
LIBRARY

RESID

COMMERCIAL
BUILDING

IDENTIAL
MEAT MKT.
ENOODLE
CHINATOWN
MEAT MKT.

GUANYINSI-WORKD
BUDDHIST CTR.
CHUNG-TE
BUDDHIST ASSOC.
RESIDENTIAL
VACANT
RESID
LES
PEOPLE
CARE
GARDEN
FOREVER
TASTE
COMM SP.
DELT

RESIDENTIAL

169 BAR CASINO RESIDENTIAL MISSION EVANGELICAL WORLDWIDE LING LANG SMOOTHIE ST. PIZZERIA DENTAL OFF. RESID. RESIDENTIAL VACANT	CAPTAIN JACOB JOSEPH PLAYGROUND KITCHEN MONITOR APPLICANT
---	--

COMM. SP.
OFF. BUILD.
ENTRANCE
GALLERY
RESIDENTIAL
↓ ↓
VACANT/RETAIL
VACANT
BAGEL
STORE
FAST FOOD
WIRELESS
STORE

RESIDENTIAL

RESIDENTIAL

AREA SURVEY
167 EAST BROADWAY
NEW YORK, N.Y.
JUNE 20, 2024
NOT TO SCALE

ST.
TERESA
CHURCH

COFFEE
STORE

COFFEE
STORE
GROCERY

BAKERY

JAJAJA
MEXICANA

CONST.
RESID.
VACANT
VACANT
VACANT

APPL - VACA
SIGN. STORE
TRADING CO.
ANTIQUE STORE

CONST.

RESID.

VACANT
VINTAGE STORE
COFFEE STORE
CLOTHING ST.
COAL

CLOCKWORK
RESIDENTIAL
VACANT

METROGRAPH
THEATER

FUNERAL HOME
WHOLESALE
FOOD
FUNERAL HOME
GINGS

VACANT
APPLICATION
FIRM GENERAL
STORE

Landess-Simon, Inc.

Legal & Commercial Photography

45 Lawlins Park
Wyckoff, NJ 07481
Phone: (201) 848-5652
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RE: 167 EAST BROADWAY

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6. Clandestine - 35 Canal Street - 402'
7. Forgtmenot - 138 Division Street - 499'
8. Le Dive - 37 Canal Street - 423'

CHURCHES & SCHOOLS

1. Church of Saint Teresa - 141 Henny Street - 169'

SEWARD PARK

- EAST BROADWAY -

PIZZERIA

SMOOTHIE STORE

LING LIANG
WORLDWIDE
EVANGELICAL
MISSION

RESIDENTIAL

CASINO

169 BAR

APPLICANT

WONTON
KITCHEN

BLOCK PLOT
167 EAST BROADWAY
NEW YORK, N.Y.
JUNE 20, 2024 - NOT TO SCALE

- ESSEX ST. -

JAJAJA
MEXICANA

BAKERY

HAPPY STAR

HARDWARE ST.

- RUTGERS ST. -

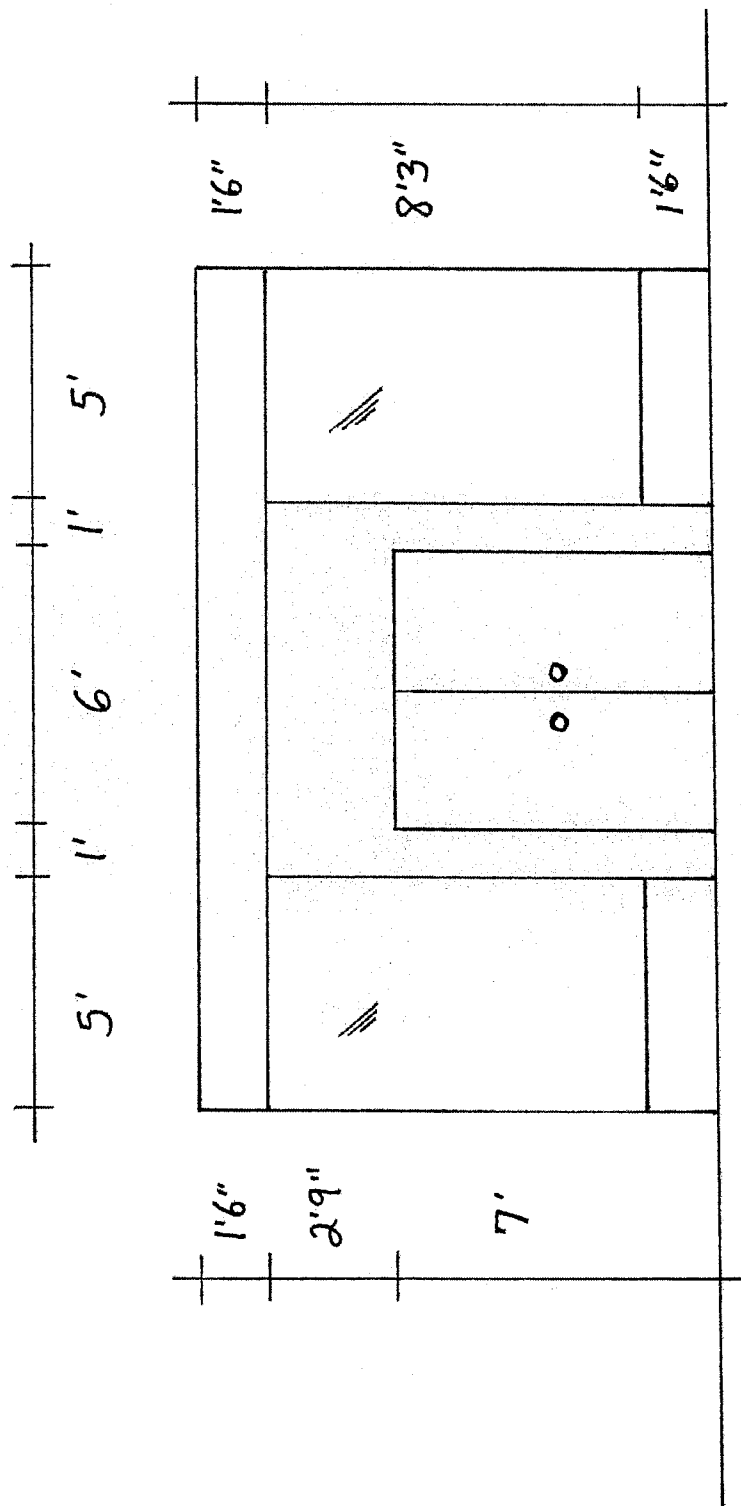
RETAIL/VACANT

PHARMACY

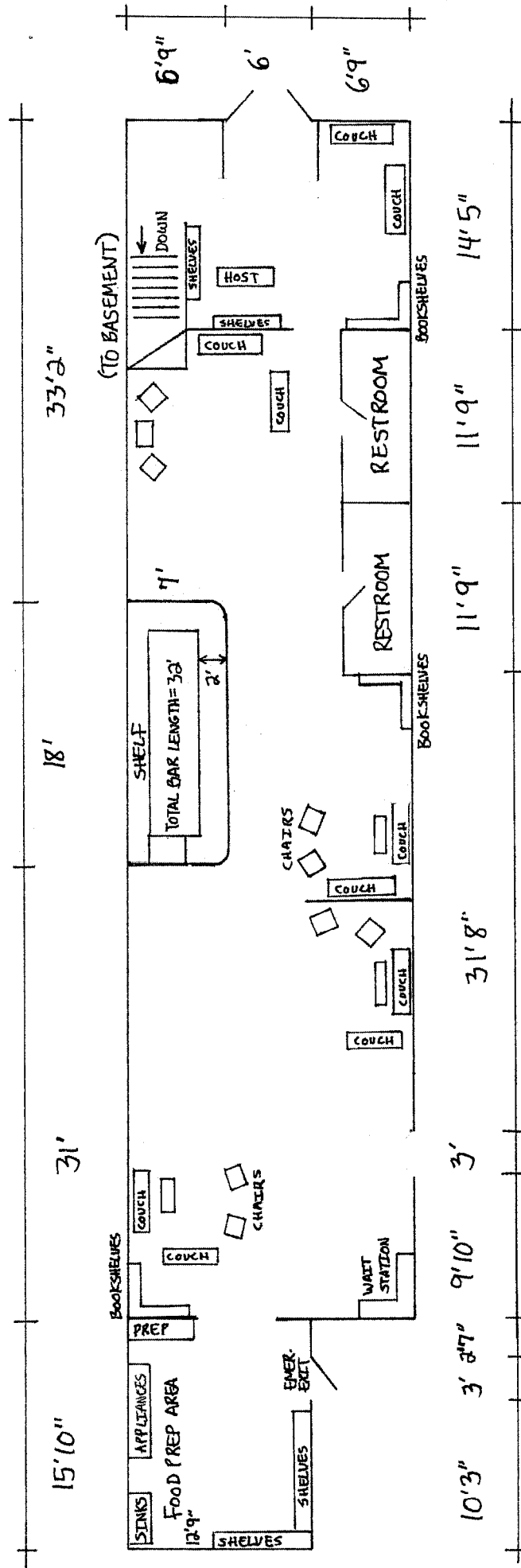
VARIETY STORE

COFFEE STORE

FRONT ELEVATION
167 EAST BROADWAY
NEW YORK, N.Y.
JUNE 20, 2024
NOT TO SCALE



INTERIOR DIAGRAM - PROPOSED
 167 EAST BROADWAY
 NEW YORK, N.Y.
 JUNE 20, 2024
 NOT TO SCALE



12 Tables
 32 Seats

NOT TO SCALE

