P&B Pesetsky & Bookman

KSSWINE LLC d/b/a Parcelle

Community Board SLA License Questionnaire

Pesetsky & Bookman
Applicant's Alcoholic Beverage Counsel
325 Broadway, Suite 501
New York, NY 10007
www.pb.law | (212) 513-1988 | hello@pb.law

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: _____

Is location currently licensed? ☒ Yes ☐ No Type of license: Tavern Wine (class change to OP full liquor)

If alteration, describe nature of alteration: n/a

Previous or current use of the location: Wine Bar

Corporation and trade name of current license: KSSWINE LLC d/b/a Parcelle

APPLICANT:

Premise address: 135 Division Street, Store C, New York, NY 10002

Cross streets: Canal St & Orchard St

Name of applicant and all principals: Grant Reynolds, Joshua Abramson, Gabrielle Finley

Trade name (DBA): Parcelle

PREMISE:

Type of building and number of floors: 2 (ground floor and cellar)

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

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): C6-2

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) 5pm - 12am all days

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? 10 (9 ground flr; 1 bsmt) Total number of indoor seats? 46 (26 ground flr; 20 bsmt)

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

No stand up bar, cooler on ground floor for staff access only

(*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

Modern American; see menu attached

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? Grant Reynolds

How many employees will there be? 5

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? N/A

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: iPad

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; N/A

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

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.") Reservations will be taken to avoid any traffic and/or crowds.

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. Background music will be played at an ambient level only. Based on the proposed method of operation, no noise is anticipated.

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: Pending DOT sidewalk cafe license application

3 tables, 6 chairs on sidewalk

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 RIDER ATTACHED

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 SEE RIDER ATTACHED

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 **B**ar, **R**estaurant, 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? 18

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 Restaurant,

   ☐ 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 - 12am; Fri 5pm - 12am; Sat 5pm - 12am;

   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 5pm -10pm, all days
5. ☐ I will employ a doorman/security personnel: _____
6. ☒ I will install soundproofing, *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 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 _____.

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: Grant Reynolds

    Phone Number: 518-338-6716

Rider to Manhattan Community Board 3 Questionnaire
Applicant: KSSWine LLC d/b/a Parcelle

Page 3: Applicant History

Active Licenses

Business Name: KSS WINE LLC
Business Address: 509-511 w 38TH St, New York, NY 10018
Dates of Operation: 4/2017 – Present
Community Board #: Manhattan CB 4

Business Name: KSSWine LLC
Business Address:135 Division St, Store C, New York, NY 10002
Date of Operation: 6/2022 - Present
Community Board #: Manhattan CB 3

Business Name: KSSWine LLC
Business Address:139 Division St, Store E, New York, NY 10002
Dates of Operation: 10/2022 – Present
Community Board #: Manhattan CB 3

Business Name: Crispy Duck and Nice Wine LLC d/b/a Tolo
Business Address: 28 Canal St, New York, NY 10002
Dates of Operation: 4/2023 – Present
Community Board #: Manhattan CB 3

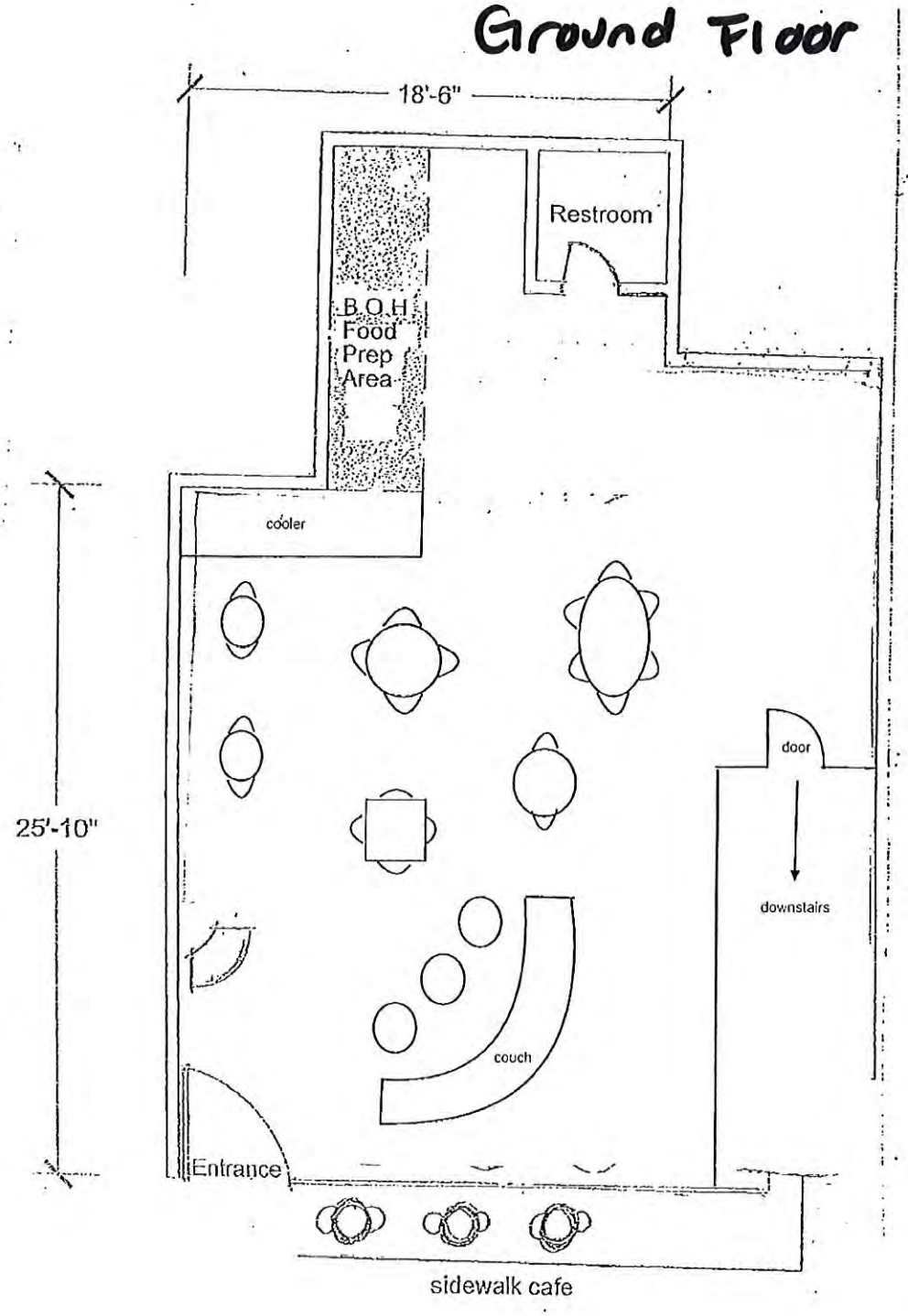
Pending License Applications with SLA

Business Name: Mitsuru and Reynolds, LLC
Business Address: 149 West 4th Street, New York, NY 10012
Community Board #: Manhattan CB 2

Business Name: Parcelle 72 MacDougal LLC
Business Address: 72 MacDougal Street, Store C, New York, NY 10012
Community Board #: Manhattan CB 2

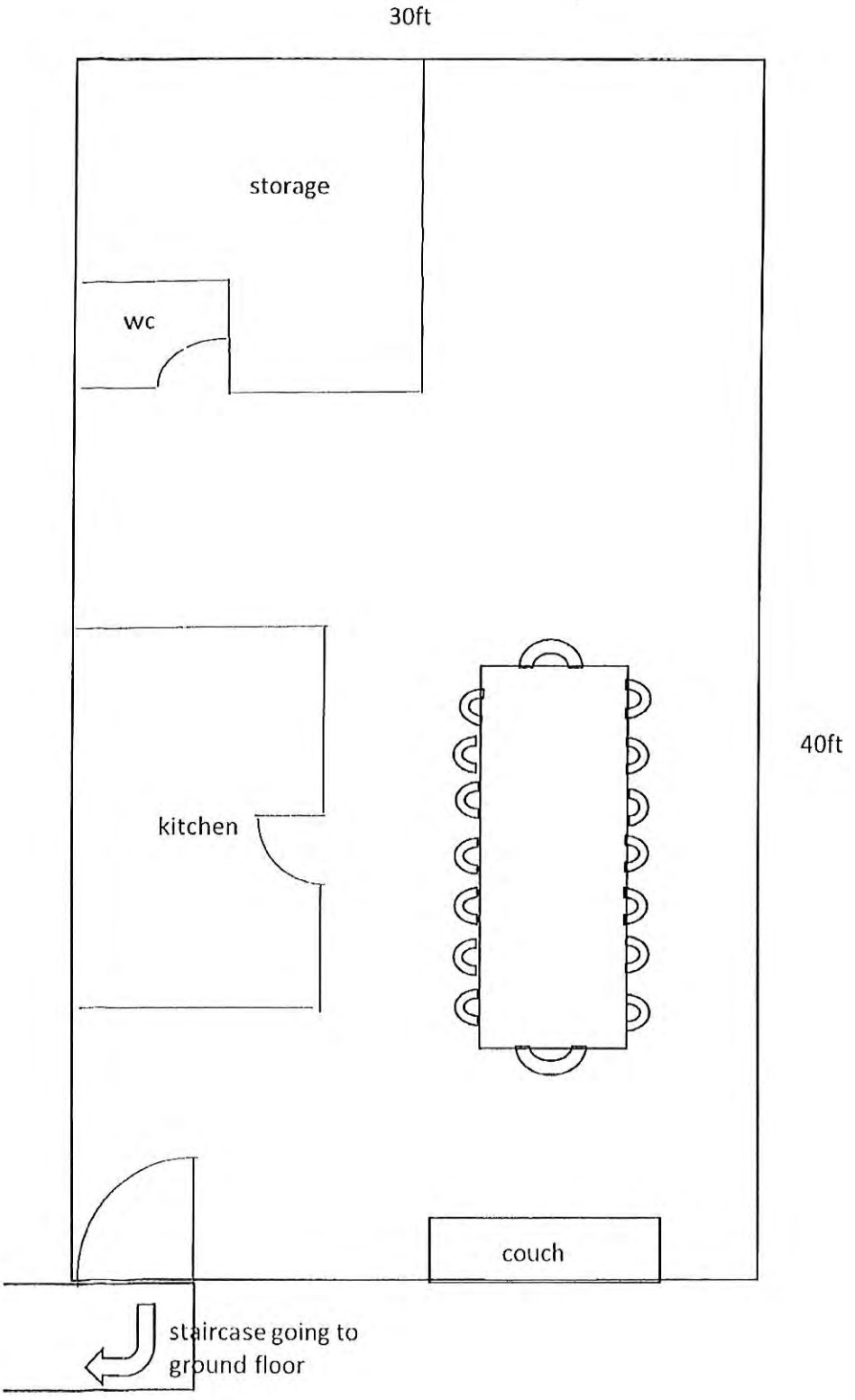
KSS Wine LLC

Ground Floor



KSSWINE LLC
d/b/a Parcelle
135 Division St.
New York, NY 10002

KSS Wine LLC
Cellar Plan



KSS Wine LLC MENU

PARCELLE

parcellewine.com @parcellewine

bar snacks

spicy peanuts + homemade pickles + olives	15
radish + seaweed butter	15
lemon ricotta + market veggies	15
chunks of fancy parm	10
salumi + cornichons	15
anchovies + fried bread	10
spicy mussels + bacon	15
uni toast	20
bluefin tuna + heirloom tomatoes	35
50 G of Kaluga caviar	90
fried chicken sandwich	20

tonight's dinner menu:

aka food that is hard to eat on the couch

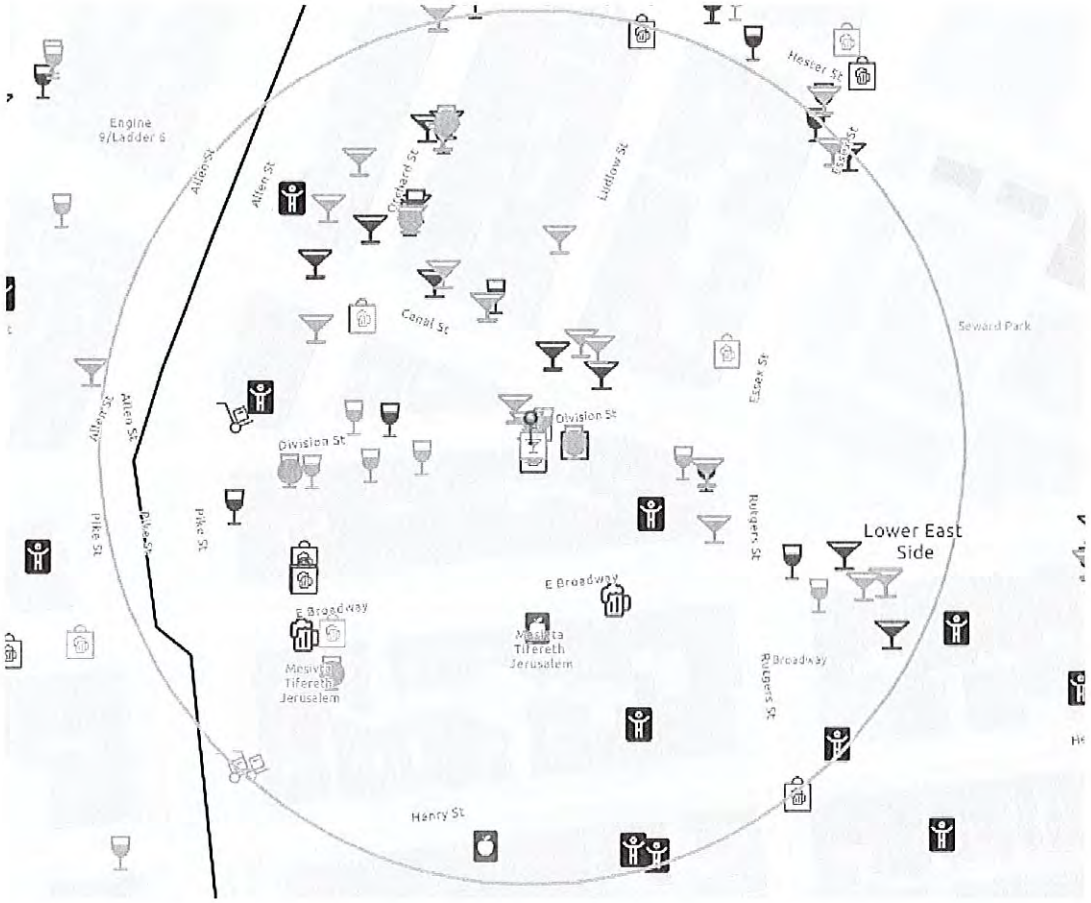
Greenmarket salad	20
burrata + winter squash	20
cabbage + hazelnuts	20
brussels sprouts + cashews + cheddar	20
porcini + grains + parmigiano reggiano	20
raw scallop + brown butter	30
giant wild mushroom katsu + XO sauce	25
clam pasta + charred scallions	30
crab fried rice	35
Japanese cod + pickles	40
lamb shank + curry	50

view our complete wine list

(btw, bottles are available for delivery $25 off the listed price)

500 ft Diagram

KSSWine LLC
135 Division St, Store C, New York, NY 10002



Active On Premises Liquor Licenses within 500 feet		
Name	**Address**	**Distance**
PLAN A GROUP LLC License ID: 0340-22-103623 Legacy Serial No.: 1261297	138 DIVISION ST NEW YORK, New York 10002	24 ft
BACARO NYC INC License ID: 0340-23-131423 Legacy Serial No.: 1167961	136 138 DIVISION STREET ORCHARO ST & LUDLOW ST NEW YORK, New York 10002	46 ft
FRENCH 37 LLC License ID: 0340-22-108391 Legacy Serial No.: 1339882	37 CANAL ST NEW YORK, New York 10002	131 ft
35 CANAL CAFE LLC License ID: 0370-23-165265 Legacy Serial No.: 6007664	35 CANAL STREET ESSEX & LUDLOW NEW YORK, NY 10002	135 ft
KINGS PALACE NYC LLC License ID: 0340-21-120448 Legacy Serial No.: 1301225	43 CANAL ST NEW YORK, New York 10002	169 ft

Active On Premises Liquor Licenses within 500 feet		
Name	**Address**	**Distance**
COFFEEMEN'S LLC License ID: 0340-23-139153 Legacy Serial No.: 1333959	26 CANAL ST NEW YORK, New York 10002	206 ft
DIMES BIG TIME LLC License ID: 0340-23-138499 Legacy Serial No.: 1283328	49 CANAL ST NEW YORK, New York 10002	222 ft
RAISE HOSPITALITY LLC License ID: 0340-22-104435 Legacy Serial No.: 1295240	162 E BROADWAY NEW YORK, New York 10002	231 ft
METROGRAPH LLC License ID: 0340-22-115012 Legacy Serial No.: 1291701	7 LUDLOW ST NEW YORK, New York 10002	239 ft
ORCHARD STREET RESTAURANT MNGMT LLC & TOURBILLON9 License ID: 0340-22-111142 Legacy Serial No.: 1321457	9 ORCHARD ST NEW YORK, New York 10002	284 ft
ORCHARD STREET HOTEL MANAGEMENT LLC License ID: 0343-22-131989 Legacy Serial No.: 1321433	9 ORCHARD ST NEW YORK, New York 10002	284 ft
SWEET RANGER INC License ID: 0370-24-110022 Legacy Serial No.: 6018129	14B ORCHARD ST CANAL & HESTER NEW YORK, New York 10002	297 ft
SWAT PRODUCTION INC License ID: 0370-23-159857 Legacy Serial No.: 6002205	59 CANAL ST 2ND FL NEW YORK, NY 10002	360 ft
TREASURE CLUB INTERNATIONAL INC License ID: 0370-24-130236 Legacy Serial No.: 6038907	22 ORCHARD ST NEW YORK, New York 10002	370 ft
ORCHARD 17 RESTAURANT CORP License ID: 0340-21-120760 Legacy Serial No.: 1336756	17 ORCHARD ST NEW YORK, New York 10002	383 ft
CAFE 169 INC License ID: 0370-24-102653 Legacy Serial No.: 6010626	169 E BROADWAY ESSEX & EAST BROADWAY NEW YORK, New York 10002	416 ft
SEGUNDO MANAGEMENT LLC License ID: 0340-22-108284 Legacy Serial No.: 1340817	171 E BROADWAY NEW YORK, New York 10002	438 ft
OTFOTEOC LTD License ID: 0340-23-131873 Legacy Serial No.: 1158961	21 ESSEX ST CANAL STREET & HESTER STREET NEW YORK, New York 10002	485 ft

Gmail

Johana Salinas <johana@pb.law>

Parcelle - 135 Division St / class change application

1 message

Grant Reynolds <grant@parcellewine.com> Wed, Oct 2, 2024 at 5:30 PM
To: savetwobridgesnyc@gmail.com
Cc: Johana Salinas <johana@pb.law>

To whom it may concern:

I'm reaching out to let you know we're amending our license at 135 Division St. I wanted to give you some insight into our intentions.

Although we will not be venturing into mixology and cocktails, over the last couple of years, there are some interesting portfolios of mezcal, Japanese spirits, and specialty European ones we would like to be able to serve. At Parcelle, we take pride in sourcing from small, artisanal producers of wine and beer, and are now hoping to do so with spirits.

In order to do so, it is required that we amend our license. We are not requesting any change of hours (Mon - Sun, 5pm to 12am) or updating the space. Simply, hoping to add 8-10 spirits to our list available on the rocks, or as a tasting flight.

Please let me know what questions I can answer.

thank you,
Grant

Gmail

Johana Salinas <johana@pb.law>

Parcelle - 135 Division St / class change application

1 message

Grant Reynolds <grant@parcellewine.com> Wed, Oct 2, 2024 at 5:29 PM
To: SPaCE BA <space.blockassociation.nyc@gmail.com>
Cc: Johana Salinas <johana@pb.law>

To whom it may concern:

I'm reaching out to let you know we're amending our license at 135 Division St. I wanted to give you some insight into our intentions.

Although we will not be venturing into mixology and cocktails, over the last couple of years, there are some interesting portfolios of mezcal, Japanese spirits, and specialty European ones we would like to be able to serve. At Parcelle, we take pride in sourcing from small, artisanal producers of wine and beer, and are now hoping to do so with spirits.

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Grant

Parcelle
NEW YORK POST
Page Six
Choice is clear to put nation on right path
BACK TO THE FUTURE
ATTENTION RESIDENTS & NEIGHBORS
KSSWINE LLC d/b/a Parcelle
Restaurant
BEER/WINE AND LIQUOR
NEIGHBORING RESIDENTS
VECINOS DE LA COMUNIDAD
KSSWINE LLC d/b/a Parcelle
Restaurant
BEER/WINE AND LIQUOR

Oct. 25, 2024

NEW YORK POS
FRIDAY, OCTOBER 25, 2024 / Plenty of sun, 65° / Weather: P. 83
LATE CITY FINAL
nypost.com
THE POST ENDORSES DONALD T