

Aesthetic Matters LLC
235 Bowery

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



Vision

As with all the Oberon Group restaurants, the new location will be centered on the neighborhood restaurant concept, celebrating the rich cultural heritage of Manhattan’s Lower East Side and the Bowery. The New Museum Restaurant—an extension of the New Museum’s renewed visitor experience—will function as an all-day café and restaurant. The cuisine will focus on seasonal and sustainable ingredients.

Art and artmaking have always flourished through in-person collaboration and connection, especially when convening over food and beverage. Our restaurant will be a space where artists, museumgoers, and community members converge, as part of the many new experiences offered by the OMA-designed expansion of the New Museum.

Built with conversation and intimacy at its center, our restaurant will be an active contributor to the New Museum’s community and a celebration of the surrounding neighborhood’s rich artistic history.

O B E R O N
G R O U P



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: March 24, 2025

Is location currently licensed? Yes No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Museum

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 235 Bowery

Cross streets: Bowery & Prince Street

Name of applicant and all principals: Aesthetic Matters LLC, Henry Rich

Trade name (DBA): TBD

PREMISE:

Type of building and number of floors: 1

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Yes No ^{*pending*} What is maximum NUMBER of people permitted 122

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): C6-1

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) 9am to 1am daily

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? 31 Total number of indoor seats? 100

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____
1 bar on the easterly side of premises measuring approx. 23 ft long; 12 bar 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 _____

Classic, healthy dishes for breakfast, lunch and dinner

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

How many employees will there be? 35

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: _____

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? n/a

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment?
See attached.

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. See attached.

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: Arugula NYC LLC

Address: 190 Dean St, Brooklyn , NY 11217 Community Board #2

Dates of operation: April 2011 to today

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. Additional license history attached.

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.

Rider

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment?

Patrons to the premises will be queued within the restaurant's entrance and museum lobby, not the street. There is no direct entrance to the street. There will be two entrances to the restaurant: one entrance from the museum lobby that will be used during the hours the museum is open to the public, and a second service entrance on Freeman Alley, off Rivington Street, that will also be used as the restaurant entrance when the museum is closed to the public (before 11am and after 6pm). We do not believe the addition of this restaurant will negatively affect the status quo, as Bowery is a major thoroughfare, well equipped to handle vehicular traffic daily, and Freeman's Alley is currently used by Freeman's restaurant and the Untitled Hotel for their customer access.

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

The restaurant is in the interior space of the museum. The closest door to the outdoors is 72ft. away from the restaurant and exits at the Freeman Alley entrance off Rivington. The interior of the restaurant is lined with soundproofing cork. Staff will be trained to ensure the noise from the interior space is controlled at all hours.

Operational Considerations

Delivery Dates and Hours

Monday - Saturday

Deliveries will be received daily through Freeman's Alley from 8am-11am except for Sundays. There will be no vehicles in Freeman's Alley at any time.

We will ensure that all individuals completing deliveries have security clearance and are trained on how to properly drop off all items so drop-off can be quick, quiet, and streamlined.

Staff

All staff will be given clearance and will enter through the front of the museum during museum hours and exit through Freeman' Alley during non-museum hours.

Recycling and Trash

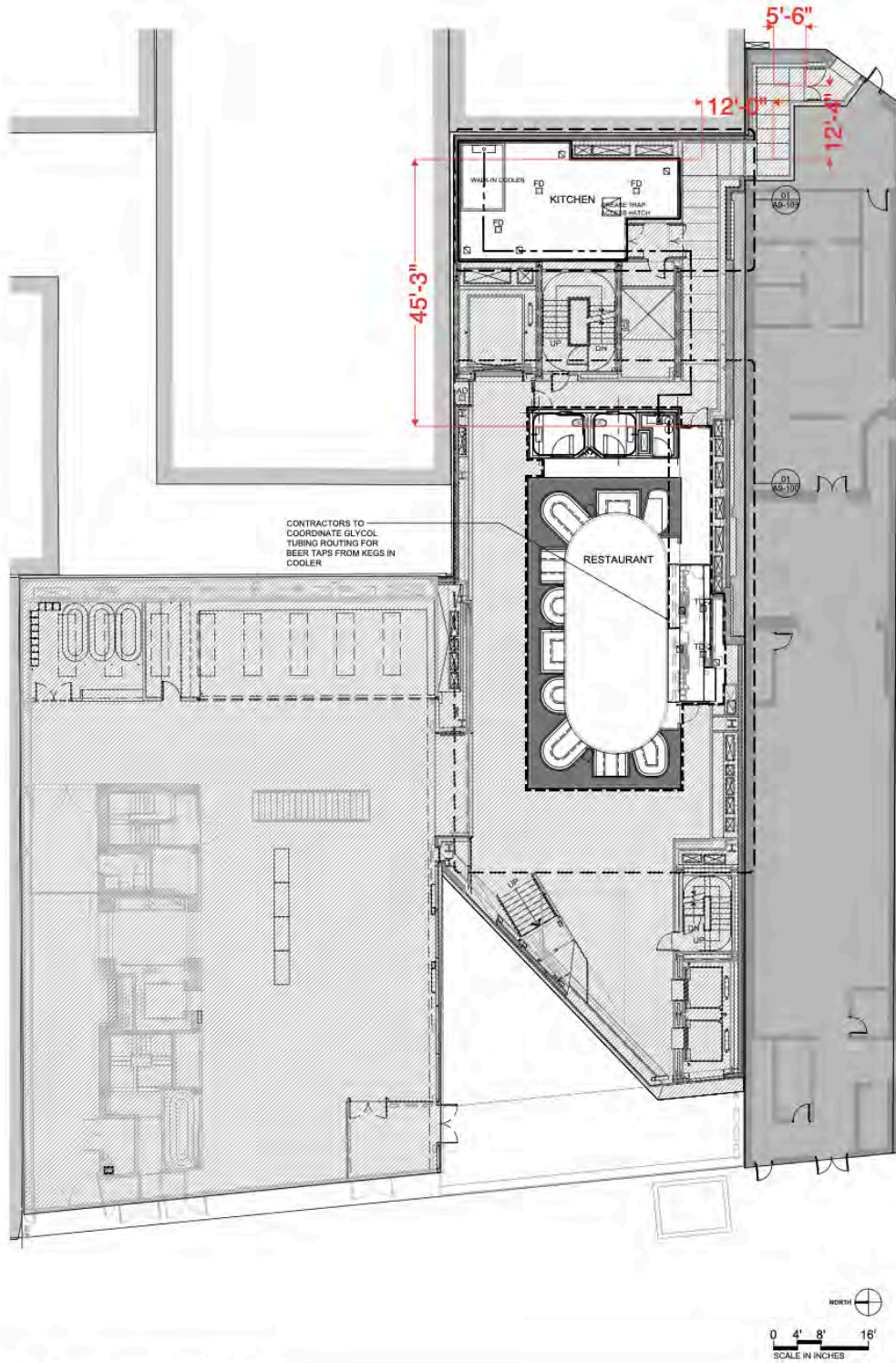
Trash and recycling will be placed after dark on Rivington by our porter via hand truck to not leave any debris. This will happen only on our garbage pick-up nights and on other nights trash will be kept in a sealed container and room in the restaurant.

Communication and Transparency

Building owners with property adjacent to Freeman Alley and their representatives will be given contact information of restaurant owners and managers to immediately receive feedback and act when required.

Entrance Distance from Freeman's Alley (Provided by Cooper Robertson)

**Please note, the relocated Freeman's exit is pending final DoB approval*



02 OVERALL FIRST FLOOR KEY PLAN
SCALE: 1/8" = 1'-0"

REF: N/A

Additional License History – Henry Rich

Entre Deux Mers LLC d/b/a June Restaurant

231 Court Street, Brooklyn, NY

2015 – Present

Four Hands LLC d/b/a Anais

196 Bergen Street, Brooklyn, NY

2023 - Present

Platamata LLC d/b/a Metta

197 Adelphi Street, Brooklyn, NY

2016 – Present

Purslane 233 LLC

233 Butler St, Ground Fl – East, Brooklyn, NY

2020 – Present

LOCATION:

How many licensed establishments are within 1 block? 5

How many On-Premise (OP) liquor licenses are within 500 feet? 21

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)

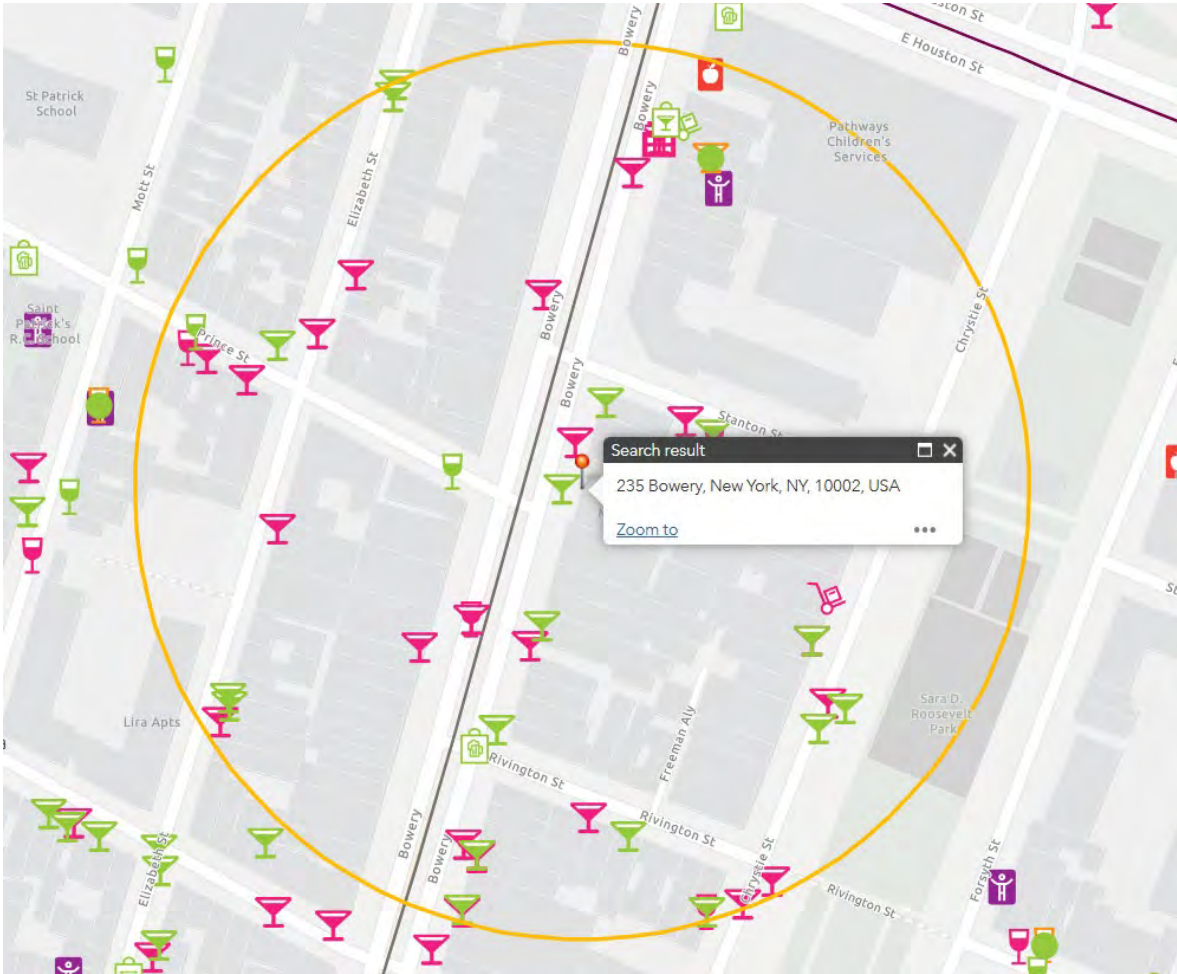
We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.

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) modern american 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 9am-1am; Tue 9am-1am; Wed 9am-1am;
Thu 9am-1am; Fri 9am-1am; Sat 9am-1am;
Sun 9am-1am. (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, _____

500 ft Survey

Aesthetic Matters LLC, 235 Bowery



Licenses Within 500 Feet

241 BOWERY CORP	241 BOWERY NEW YORK, New York 10002	22 ft
FT 328 LLC	245 BOWERY NEW YORK, New York 10002	100 ft
GPGB LLC & 225 BOWERY LLC	225 BOWERY AKA 3 FREEMAN ALLEY NEW YORK, New York 10002	158 ft
JDS RESTAURANT LLC	9 STANTON ST NEW YORK, New York 10002	159 ft
JBDP STANTON CORPORATION	17 STANTON ST NEW YORK, NY 10002	260 ft

PAMDH ENTERPRISES INC	217 BOWERY RIVINGTON & PRINCE NEW YORK, New York 10002	283 ft
AKCB HOLDING LLC AND OUTER HOSPITALITY LLC	191 CHRYSTIE ST NEW YORK, New York 10002	307 ft
ALLENTOWN TRADING CO LLC	205 CHRYSTIE ST NEW YORK, New York 10002	318 ft
VARIETY ENTERTAINMENT GROUP LLC	189 CHRYSTIE STREET STANTON & RIVINGTON NEW YORK, New York 10002	374 ft
CAFE HABANA NYC LLC	17 PRINCE ST NEW YORK, New York 10012	377 ft
FREEMAN HOLDINGS LLC	191 CHRYSTIE ST AKA 2 FREEMAN ALLEY NEW YORK, New York 10002	382 ft *
IS CHRYSTIE MANAGEMENT LLC & JJ HOSPITALITY 2 LLC	215 CHRYSTIE ST JULES@BRPCLAW.COM NEW YORK, New York 10002	386 ft
215 CHRYSTIE LLC & IS CHRYSTIE MANAGEMENT LLC	215 CHRYSTIE ST NEW YORK, New York 10002	386 ft
RIVINGTON BEER GARDEN LLC	7 RIVINGTON ST NEW YORK, NY 10002	389 ft
Sip Champagne LLC	207 Bowery New York, NY 10002	424 ft
CANTALOUPE LLC	196 ELIZABETH STREET PRINCE & SPRING STREETS NEW YORK, New York 10010	459 ft
MF PEASANT LLC	194 ELIZABETH ST NEW YORK, New York 10012	463 ft
AINSLIE BOWERY LLC	199 BOWERY NEW YORK, New York 10002	486 ft
MUSKET HOSPITALITY LLC	265 ELIZABETH ST NEW YORK, New York 10012	486 ft
SWISS WHITE INT'L LLC	177 CHRYSTIE ST NEW YORK, NY 10002	491 ft
FONDA NOLITA LLC	267 ELIZABETH ST NEW YORK, New York 10012	497 ft

* We are submitting this document, known as a "Proximity Report," to the Community Board as is required by Community Board policy. Proximity Reports are generated by the State Liquor Authority's notoriously inaccurate LAMP mapping system. As SLA acknowledges in a disclaimer connected with the LAMP system, distances specified in Proximity Reports are estimates and may not be accurate. We do not believe that the distances specified in this particular Proximity Report are accurate, and by submitting this required document, we are not claiming that these distances are accurate. In fact, we acknowledge that the distance between the applicant premises and Freeman's is significantly less than what is indicated in the Proximity Report.

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 6pm.
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: Henry Rich

Phone Number: 732-689-3939

Operational Considerations

Location: New Museum (235 Bowery)

Operating Hours of Restaurant

- Monday - Friday: 9:00 am - 1:00am
- Saturday - Sunday: 9:00am - 1:00am

Restaurant Operations

Delivery Dates and Hours

- Monday - Saturday
 - Deliveries will be received daily through Freeman's Alley from 8am-11am except for **Sundays**.
 - There will be no vehicles in Freeman's Alley
 - We will ensure that all drivers have security clearance and are trained on how to properly drop off all items so drop-off can be quick, quiet, and streamlined.

Staff

- All staff will be given clearance and will enter through the front of the museum during museum hours and exit through Freeman's Alley during non-museum hours.

Pest Control

- Biweekly pest control service to ensure that there are no vermin on premise or any pests due to the nature of our restaurant.

Recycling and Trash

- Trash and recycling will be placed after dark on Rivington by our porter via hand truck to not leave any debris. This will happen only on our garbage pick-up nights and on other nights trash will be kept in a sealed container and room in the restaurant.

Communication and Transparency

- Building owners of Freeman's Alley and their representatives will be given contact information of owners and managers to immediately receive feedback and take action when required.

Guests and Patrons

Disorderly Conduct

- All our bartenders are TAP certified; they understand how to see signals of intoxication and how to approach or cut off guests that might be getting to levels that are not acceptable.
 - Our managers are very involved when it comes to overconsumption and we do training to ensure that this is an exception not the status quo.

- Though our intent is to never overserve, in the cases that alcohol catches up to a patron, we will escort them to the car and make sure they are put safely in a car with someone else to go home.

Transportation

- We will be sharing on all restaurant channels that all drop-off and pick-up for the restaurant should be done on Rivington or the Bowery entrance. No cars will be allowed for pick-up or drop-off on Freeman's Alley.

Maintenance and Weather

- As neighbors, we believe we should share the responsibility of Freeman's Alley. During the snowy season, we volunteer to shovel half the alleyway to ensure safety and cleanliness standards.

Aesthetic Matters LLC

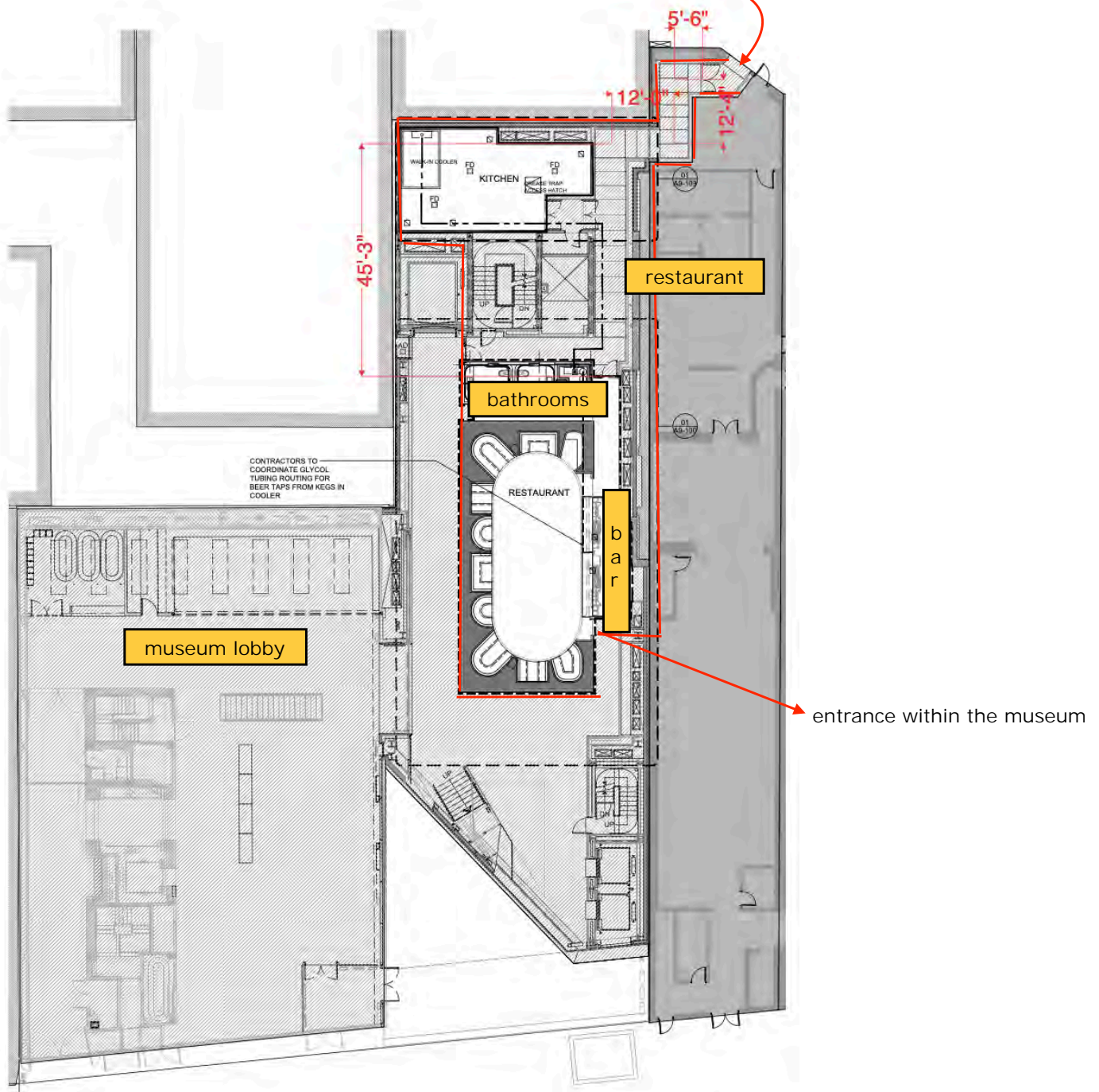
235 Bowery

FLOOR PLAN

- Layout of premises
 - Renderings

Entrance Distance from Freeman's Alley (Provided by Cooper Robertson)

*Please note, the relocated Freeman's exit is pending final DoB approval





tokyobike

BOWERY

MY D

tokyobike

Aesthetic Matters LLC
235 Bowery

MENU

dinner

SNACKS & SHARED BITES

bar snack	9	roasted chestnuts	11
<i>sweet & salty lotus seeds and cashews</i>		<i>szechuan salt</i>	
wellfleet oysters	24	nyc pretzel	12
<i>celery mignotte</i>		<i>curry mustard</i>	
shrimp and crab cocktail	16	grilled baby corn	15
<i>fresh horseradish sauce</i>		<i>lime aioli, toasted corn silk salt</i>	

APPETIZERS

fluke aguachile	18
<i>pineapple + coriander berry + olive oil</i>	
fish n' chips	24
<i>blowfish tails, crispy trumpet mushrooms</i>	
whole roasted celery root	17
<i>preserved lemon gremolata, aioli</i>	

SALADS

heart of palm salad	19
<i>avocado, sarawak, red onion</i>	
pink chicory salad	17
<i>parmesan, dates, marcona almonds</i>	
little gem & herb salad	16
<i>nigella seed, persian lime oil</i>	

ENTREES

roasted cone cabbage	28	fusilli lunghi bucati	25
<i>brined in pickle juice, butter, bottarga</i>		<i>smoked anchovy parsley pesto, walnuts</i>	
fig leaf salted chicken	32	crispy skin sea trout	32
<i>curry leaf smashed potatoes, mustard oil</i>		<i>shaved romanesco, candied beet</i>	

sides (13): vinegar french fries, crispy gigante beans, charred broccolini, beet carpaccio

LARGE PARTIES (serve 2-4)

grassfed ribeye steak	MP
<i>lettuce cups, vermicelli noodles, herbs</i>	
whole fried snapper with pile of garden herbs	72
<i>30 herbs, blue butterfly pea sticky rice, peanuts, apricot duck sauce</i>	
dry aged coral trout collar	68
<i>charred peppers, burnt chili salsa negra</i>	
slow braised leg of lamb pozole	64
giant arugula & parmesan salad	42

lunch

SNACKS & SHARED BITES

wrapped halloumi <i>tomato estratto, crispy grape leaves</i>	12
chickpea fries <i>herb labneh dip</i>	11
avo-fish delish <i>scoop of whitefish salad, bialy</i>	15

SOUPS

squash vine soup <i>squash blossoms, fennel, poached egg</i>	19
nettle tortellini en brodo <i>parmesan broth</i>	21
saffron tomato soup <i>quinoa crusted grilled cheese waffle</i>	18

SALADS

nicoise <i>crispy sardines, haricot vert, micro potatoes</i>	26	the greek <i>dolma, cucumber, tomatoes, feta, anchovy</i>	26
NUMU chopped <i>tuna belly, white beans, pink celery, olives</i>	21	untitled, (salad) <i>vermicelli, chicken, sweet & sour vin</i>	23

add salmon (12), chicken (10), halloumi (8), pinkerton avocado (6)

ENTREES

dry-aged burger <i>Jasper Hill Farms cheese, pickled onions,</i>	21	mushrooms & eggs <i>sautéed wild mushrooms, fried egg</i>	20
chicken paillard <i>arugula, sorrel, tomatoes, crispy capers</i>	25	souen grain bowl <i>rice, miso salmon, kabocha squash, ginger</i>	22

sides (11): vinegar french fries, coriander cauliflower, garlic spinach, beet carpaccio

FOR THE TABLE

the tableside caesar

romaine spears, sourdough croutons, anchovy dressing, parmesan

breakfast

BAKERY (8)

cinnamon toast

griddled corn muffin

fan fan donut

crumpet

MAINS

scrambled eggs

20

squash blossoms, crispy spec

steak and eggs

32

skirt steak, salsa verde, sourdough

egg salad

21

avo, ricotta salata, peanut pasilla salsa

yogurt soufflé

15

sour cherries, cardamom pistachio granola

sprouted rye toast & eggs

18

fried eggs, apple kimchi sausage

herb-stuffed flatbread

16

herb salad, lemon labneh, eggs

smoked salmon

20

sourdough waffle, crispy capers,

cantaloupe & cottage cheese

18

olive oil, fried sage, salt

savory breakfast soup

24

chicken, aji amarillo, lime

miso cod & rice

22

black cod, sticky rice pickled veg

SIDES (9)

avocado with maldon

sourdough and jam

hot smoked salmon

apple kimchi sausage

smashed fingerlings

seasonal fruit plate

COLD

cold-pressed green 8

grapefruit 5

watermelon basil 7

sudachi limeade 6

passionfruit water 5

lovely bunch apple 4

almond granita 8

+ shot of espresso or matcha

HOT

espresso 5

americano 6

latte 7

cappuccino 6

cortado 5

tea service 7

seasonal tisane 9

desserts

SMALL SWEETS

turkish coffee affogato (gf)	10
seasonal soft serve (gf)	12
berries & cream with spun halva	12
burnt banana cream pie (gf)	14
dad's cookie plate	14
flourless chocolate cake	15
angel food cake & yogurt gelato	13

LARGE PARTY SHARES

(serve 4 or more)

crepe cake with passionfruit curd	MP
isle flottante with geranium creme anglaise	MP
rhum au baba	MP

Aesthetic Matters LLC
235 Bowery

COMMUNITY SUPPORT



December 16, 2024

Community Board No. 3
59 East 4th Street
New York, NY 10003

Members of Community Board No. 3:

I am writing this letter in support of Aesthetic Matters LLC at 235 Bowery and their application for a liquor license permitting operation until 12:00am on weekdays and 1:00am on weekends. This new restaurant will be housed within the New Museum, a nonprofit center for international art and The Bowery Mission's valued neighbor and partner since 2007.

I imagine The Bowery Mission's endorsement of a liquor license may be surprising to the Board. The Mission has always assisted New Yorkers overcoming alcohol abuse and other addictive behaviors. As such, we have not typically written to you in support of new liquor licenses.

Therefore, I hope this letter demonstrates – with extra weight – the extent to which we appreciate and trust the partnership of the New Museum. Since moving next door 17 years ago, the New Museum has sought to be a collaborative neighbor. For example, the Museum has collected and distributed hygiene kits and coats to our guests who are experiencing homelessness. The Museum has also provided art-making classes for clients residing at The Bowery Mission, as part of their journey out of homelessness and into a flourishing life. We look forward to continuing our collaboration as the New Museum's expanded building reopens in 2025.

We have appreciated the New Museum's active solicitation of The Bowery Mission to ensure that their nighttime events and other special projects over the years would not have a negative impact on The Bowery Mission's ability to serve our guests and residents. We have worked closely together with the Museum on the construction of their expanded building, giving careful attention to matters of entry and egress, safety and security. Within this overall project, we have reviewed plans for the restaurant operated by Aesthetic Matters LLC within the expanded New Museum, and the project has our full support.

Thank you for your consideration.

Best,

James Winans
President and CEO
The Bowery Mission