

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 2025

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

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Jhakaas LLC d/b/a Ishq

APPLICANT:

Premise address: 202 Avenue A

Cross streets: between East 12th and East 13th Street

Name of applicant and all principals: Jhakaas LLC

Vinayak Sood & Vamshi Adi

Trade name (DBA): Ishq

PREMISE:

Type of building and number of floors: 4 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): R7A C2-5

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) 11:00am - 2:00am, 7 days per week

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? 23 Total number of indoor seats? 54

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____
One / 12 stools, Approx 31'6", Front left

(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 Indian

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? 12

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? Currently exist

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: lpad generated with 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 the sidewalk and street do not become an issue for our neighbors.

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. Management will ensure that restaurant interior does not become noisy; one employee will be designated to keep the exterior of the restaurant orderly at all hours of operation.

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: Jhakaas LLC d/b/a/ Ishq

Address: 202 Avenue A, New York, New York Community Board # 3

Dates of operation: 09/2024 - 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. Gazab Restaurant, 179 Essex Street, NY, NY, 10002
General Manager, 2021 - Present

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. N/A

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? See attached

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

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 Indian 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 11AM-2AM; Tue 11AM - 2AM; Wed 11AM - 2AM;
Thu 11AM - 2AM; Fri 11AM - 2AM; Sat 11AM - 2AM;
Sun 11AM - 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: _____
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 24 private parties per year
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: Vinayak Sood

Phone Number: (516) 728-5152

RESIDENTIAL

- E. 14TH ST. -

COMM- SPACE	CLEANERS	NEWSTAND/SMOKESHOP	PLANET ROSE	BARBER SHOP	GROCERY/DELI	GROCERY/DELI	THE DROP OFF SERVICE	DESTINATION BAR
	VACANT							
	PIZZERIA							
COFFEE SHOP								
ORIENTAL GIFT WARES								
FAST FOOD								
	</							

-F. 13th St.-

VACANT VACANT RESIDENTIAL LUTHVN KEYBAR RESIDENTIAL	NICKY'S	PEST CONTROL	YOGA STUDIO STORAGE WAITING SALON TUTORING CTR COMM. OFF. RESIDENTIAL
	VACANT		
	HAIR SALON		
	DESIGN COMPANY		
	NAIL SALON		
	PIZZERIA		
	PSYCHIC		
	COFFEE & TEA CAFE		

- E. 12TH ST. -

RESIDENTIAL/ RESIDENTIAL	GROCERY/ DELI	P.S. 60
	MEDICAL OFFICE	P.S. 60
	VACANT/ NEW RETAIL	

-E. 11TH ST.-

RESIDENTIAL

TARGET \longrightarrow

AREA SURVEY
202 AVENUE A
NEW YORK, N.Y.

NOT TO SCALE

COMMERCIAL SPACE	202 AVENUE A NEW YORK, N.Y.	
THE HORSE BOX	NOT TO SCALE	
CLEANERS	REALTY	RESIDENTIAL
VACANT		
BUSINESS SERVICES		
FAT BUDDHA		
VACANT	RESIDENTIAL	RESIDENTIAL

- Auf. A -

RESIDENTIAL	CLEANERS
VACANT	VACANT
RESIDENTIAL	VACANT
PAINT STORE	RESIDENTIAL
CLEANERS	RACLETTE
COMM. SPACE	RESIDENTIAL
RESIDENTIAL	RESIDENTIAL
CAFFE BENE	MACE
THE GARRET EAST	
VACANT	
APPLICANT	
ANIMAL HOSPITAL	
AURIGA CAFE	
CONVIVE WINES	
EL CAMION	

MAIL SALON	↓	RESIDENTIAL	RESIDENTIAL
	↓	RESIDENTIAL	
11 TH STREET BAR		RESIDENTIAL	
RESIDENTIAL		RESIDENTIAL	
RESIDENTIAL		RESIDENTIAL	
RESID.		RESIDENTIAL	
AV ZA'ATAR		RESIDENTIAL	
GOMI		RESIDENTIAL	
		RESIDENTIAL	
		RESIDENTIAL	

RE: 202 Avenue A

1. El Camion – 194 Avenue A – 121'
2. Luthun – 432 E 13h St 333'
3. The Drop off Service Bar – 211 Avnue A – 190'
4. The Spotted Owl – 211 Avenue A – 190'
5. Phoenix Bar – 447 East 13th Street – 214'
6. Planet Rose – 219 Avenue A – 301'
7. The Last Resort – 432 East 13th Street – 350'
8. The Spikes – 218 Avenue A
9. Motel Notel – 210 Avenue A
10. Bar TBD – 206 Avenue A
11. Fox Face Natural – 189 Avenue A
12. Gomi Korean Bar – 186 Avenue A
13. Dhom Bar - 505 12th Street
14. Smor NYC – 441 East 12th Street

Churches and Schools

1. Girls Prep – Lower East Side Middle School – PS 60
420 East 12th Street – 323'

Spotted
Owl

- E. 13TH ST. -

ART STUDIO

JEWELERY

HAIR SALON

DESIGN
COMPANY

NAIL SALON

PIZZERIA

VERIZON

COFFEE
& TEA
CAFE

- E. 12TH ST. -

MOTEL MOTEL

DELI

BAR TBD

VACANT

APPLICANT

ANIMAL
HOSPITAL

BAKERY

CONVIVE
WINES

EL
CAMION

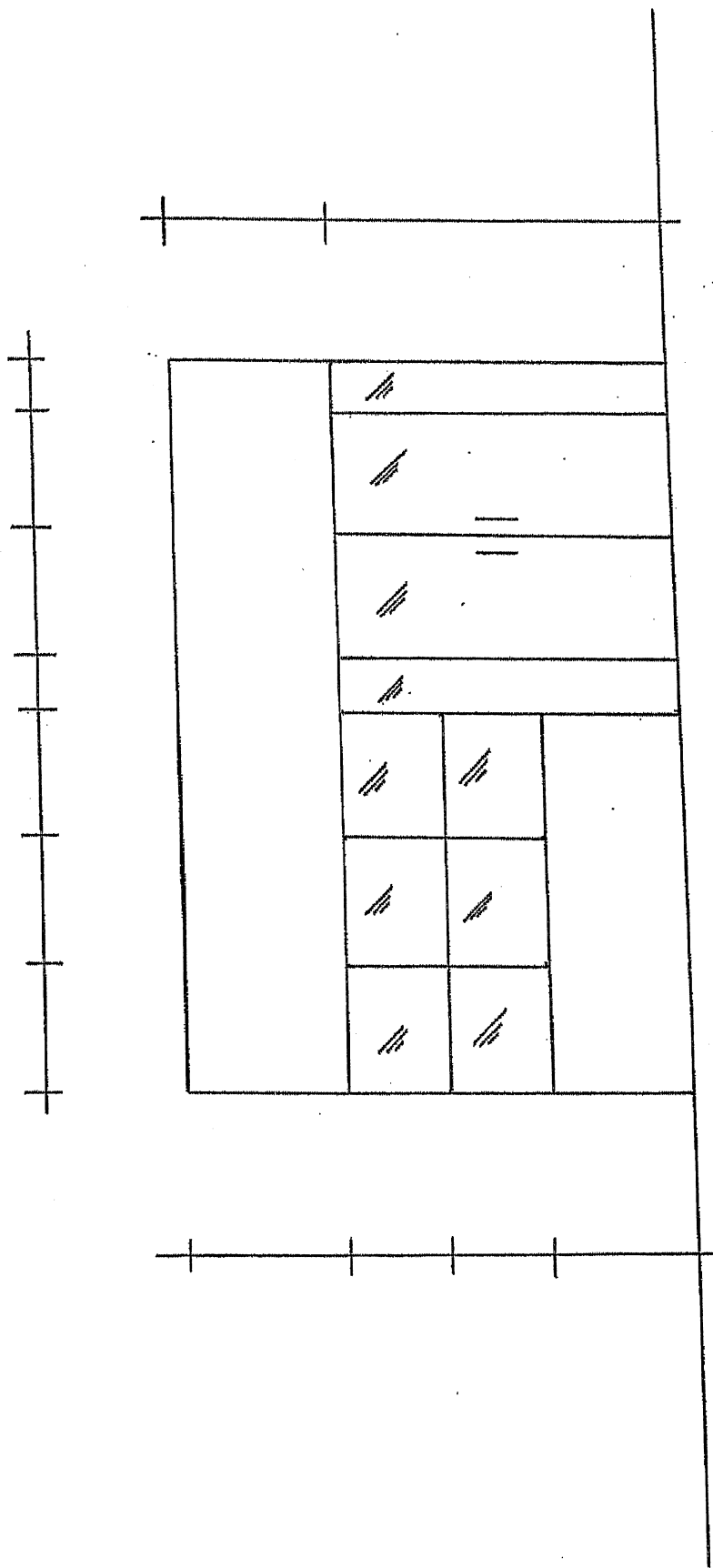
- AVE. A -

NOT TO SCALE

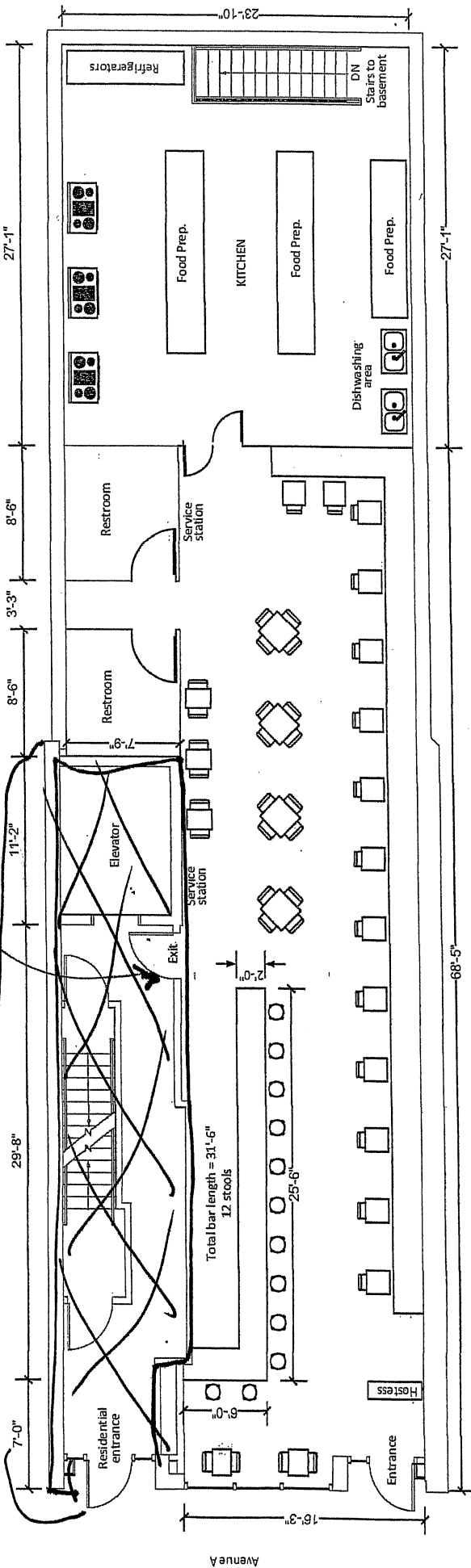
BLOCK PLOT
202 AVENUE A
NEW YORK, N.Y.

FRONT ELEVATION - PROPOSED
202 AVENUE A
NEW YORK, N.Y.

NOT TO SCALE



This is all common area To common hallway, emergency exit

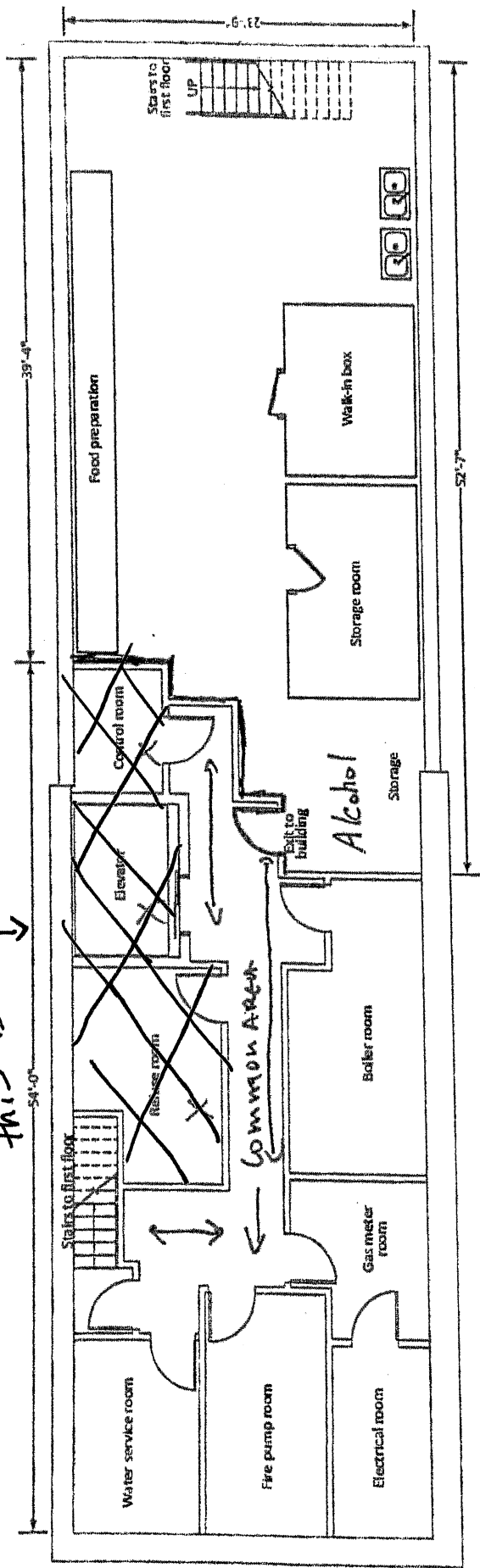


23 tables/54 seats

INTERIOR DIAGRAM – First Floor
(Proposed)
202 Avenue A
New York, NY

NOT TO SCALE

this is common area



INTERIOR DIAGRAM - Basement
(Proposed)
202 Avenue A
New York, NY

NOT TO SCALE

CHAAT & INDIAN STREET FOOD

ASSORTED PAPADS & CRISPS (V)

CHUTNEY SET (V) (GF) 12
Mango & Tomatillo Murabba, Peanut And Tomato Chutney, Avocado Pachadi

MUSHROOM GALOUTI SAMOSA (2 PCS) (V) 14
Crispy Phyllo Parcels, Tamarind Chutney

SWEET POTATO CHAAT (V) (GF) 14
Pindi Beet Hummus, Quinoa Puffs

TANDOORI CHICKEN KULCHA 15
Gooseberry Achaar, Heirloom Tomato Kut

TRIO OF PANI PURI (V) 14
Mint Jaljeera, Blackberry Kala Khatta, Pineapple & Passion Fruit

ISHQ KI CHAAT (V) (GF) 14
White Pea, Potato Tikki, Yoghurt, Shiso Leaf

BOMBAY AVOCADO BHELPURI (V) 14
Puffed Grains, Green Apple, Aged Tamarind Preserve

CHHOTA PLATES

CAULIFLOWER 65 (V) (GF) 15
Peanut Chutney, Furikake Thecha, Local Radish

JACKFRUIT TACOS (2 PCS) (V) 15
Corn Tortilla, Avocado, Pineapple Kut

MALABAR CRABCAKE* (3 PCS) 17
Alleppey Sauce, Shallots, Black pepper, Cilantro Oil

AMRITSARI FISH TIKKA* (3 PCS) (GF) 17
Carom Seeds, Seasonal Lettuce, Pickled Shallots

MURGH MALAI KEBAB* (GF) 16
Amul Cheese Fondue, Pistachio Dukkah, Local Radish

KANDHARI PORK RIBS (3 PCS) 18
Pomegranate Glaze, Pineapple Kut, Fennel Pollen

LAMB KAKORI SEEKH (2 PCS) (GF) 18
Skewered Kebab, Butter Jhol, Mint & Cilantro Chutney

Parsi Lamb Keema (GF) 19
Curried Lamb Mince, Maska Pav, Potato Salli

SIDES

BLACK DAIRY DAL (V) (GF) 10

BOONDI RAITA (V) (GF) 5

SAFFRON PULAO RICE (V) (GF) 5

GARLIC NAAN (1 PC) (V) 5

PLAIN NAAN (1 PC) (V) 4

TANDOORI ROTI (1 PC) (V) 5

CHEESE & JALAPENO NAAN (1 PC) 6

CHUTNEYS & DIPS- 5\$

MINT & CILANTRO CHUTNEY

AVOCADO PACHADI

PEANUT AND CHILLY CHUTNEY

MANGO & TOMATILLO MURABBA

ISHQ HOT

ONION, CHILLI, LEMON

LARGE PLATES

FERINGHEE'S SAAG PANEER (V) (GF) 22
Layered Cottage Cheese, Spinach Saag, Chukki Matar, Red Pepper Jam

AWADHI MALAI KOFTA (V) 23
Ricotta Dumplings, Saffron Cashew Korma Sauce

HYDERABADI MIRCHI KA SALAN (V) (GF) 22
Stuffed Poblano Pepper, Coconut Sesame Salan, Gangura

TANDOORI MALAI BROCCOLI (V) (GF) 22
Lababdar sauce, Creamy Yoghurt Marination, Cheddar Cheese

PUNJABI KADHI PAKORA (V) (GF) 22
Potato & Onion Fritters, Gram flour and Yoghurt Curry

DUM CHICKEN BIRYANI 27
Layered Rice, Sealed Pot, Accompaniments

KOLKATA LAMB CURRY (GF) 26
Kosha Mangsho, Ginger, Caramelised Onions

OLD DELHI BUTTER CHICKEN (GF) 25
Smoked Thigh, Tomato Makhani, Fenugreek

KASHMIRI LAMB CHOPS* (3 PCS) (GF) 28
Grilled Lamb Chops, Rogan Josh Sauce, Jakhya Potato

KERALA SHRIMP CURRY* (GF) 27
Raw Mango & Coconut Sauce, Mustard seeds, Curry Leaves

ACHAARI SEABASS* (GF) 30
Millet Khichdi, Pickled Chilli Marinade, Black Rice Papad

DESSERTS

TENDER COCONUT PANNA COTTA 12
Elaneer, Berries, Passion Fruit Sorbet

KULFI POPSICLE BAR (1 PC) 12
Sicilian Pistachios, Saffron, Candied Rose Petals

GULAB JAMUN CHEESECAKE 12
House Ice-cream & Sorbet

HOUSE ICE-CREAM & SORBET 11
Paan Ice-cream
Guava Chilli Sorbet

(V) VEGETARIAN (GF) GLUTEN FREE

*Consumption of raw or undercooked meat, poultry, shellfish or eggs may increase your risk of food-borne illnesses. While we try to accommodate allergy requests, we cannot completely guarantee that any menu item will be completely free of allergens. Please contact the manager for any allergy requests.