

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: _____

Is location currently licensed? ☒ Yes ☐ No Type of license: Food & Beverage Business -Wine

If alteration, describe nature of alteration: _____

Previous or current use of the location: Theatre

Corporation and trade name of current license: Sweet Hospitality Group, LLC

APPLICANT:

Premise address: 79 E 4th St., New York, NY 10003

Cross streets: E 4th St. Between Cooper Sq. & 2nd Ave.

Name of applicant and all principals: Sweet Hospitality Group, LLC: Julie Rose & Madeline Weisman

Trade name (DBA): N/A

PREMISE:

Type of building and number of floors: Free standing multi story building only occupied by New York Theatre Workshop. 1 floor

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 319

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): R8B Commercial & Office Buildings

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) For Matinees 12pm-5pm and for evening performances 5pm-11pm

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☒ Yes ☐ No

If yes, please describe what type: Theatre

Number of indoor tables? 0 Total number of indoor seats? 199(theatre seating)

How many stand-up bars/bar seats are located on the premise (number, length, and location) 1 Bar with 0 seats at the Bar.

(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 Snacks and small bites.

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? Manager

How many employees will there be? 1 employee, plus two Field Managers

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

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) One monitor broadcasting the live stage, for late seaters.

Will premise have music? ☒ Yes ☐ No

If Yes, what type of music? ☒ Live musician ☐ DJs ☒ Streaming services/playlists

If other type, please describe Theatre

What will be the music volume? ☒ Background (conversational) ☒ Entertainment (live music venue level) Please describe your sound system: There is no sound system in the lobby, only in the theatre

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? Yes, Daily based on the Theatre's schedule

If promoted events, please explain the nature in which you plan to promote? Social media / online ads /
New York Theatre Workshop is a decades old non profit theatre which promotes it's shows through conventional means of theatre
outside promoters? advertisement. (online, industry publications, general advertising). There is no separate promotion of the concessions bar.

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.") _____

The theatre currently manages all aspects of this, there will be no change in traffic patterns and no additional crowds.

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) _____
one security person staffed for all performances

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

Please attach plans. Please 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: Please see attached list of licenses

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 Please see 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 **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? 10

How many On-Premise (OP) liquor licenses are within 500 feet? 23

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 Food & Beverage Business,

☐ 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: For Matinees 12pm-5pm and for evening performances 5pm-11pm
Mon _____; Tue _____; Wed _____;
Thu _____; Fri _____; Sat _____;
Sun _____. (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: One Security Person staffed for all performances

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 _____.
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: EJ Marotta

Phone Number: 212.582.5472

Applicant History

Julie Rose has been the owner and operator of Sweet Hospitality Group (SHG) for 40 years. SHG provides concessions and hospitality services for nonprofit and commercial theatres on and off Broadway, overseeing all aspects of operations, staffing, food and beverage service, customer experience, and venue partnerships. Under Julie's leadership, SHG has become a longstanding and trusted provider in the theatrical concessions industry, demonstrating extensive direct experience highly relevant to the proposed business.

License Permit ID	LegalName	DBA	Actual Add	Additional	City	Community Board	Zip Code	Original Issue Dat	Expiration Date
0267-25-123165	SWEET HOSPITALITY GROUP, LLC		79 E 4th St		New York	Man CB #3	10003	9/16/2025	8/31/2027
0340-23-132052-01	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	AUGUST WILSON THEATER	245 W 52ND ST		NEW YORK	Man CB #5	10019	8/14/2024	10/31/2025
0370-23-131397	DIFT LLC AND SWEET HOSPITALITY GROUP LLC	DARYL ROTH THEATER	101 EAST 1 2ND FLR		NEW YORK	Man CB #5	10003	8/12/2025	8/31/2027
0370-23-131373	SWEET HOSPITALITY GROUP, LLC		150 W 65TH STREET		NEW YORK	Man CB #7	10023	4/30/2025	4/30/2027
0524-25-15463	Sweet Hospitality Group, LLC & The Town Hall Foundation, Inc.	The Town Hall	123 W 43rd St		New York	Man CB #5	10036	7/1/2025	12/28/2025
0422-23-134442	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	ST JAMES THEATER	246 W 44TH ST		NEW YORK	Man CB #5	10036	10/3/2023	10/31/2025
0373-23-134415	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	ST JAMES THEATER	246 W 44TH ST		NEW YORK	Man CB #5	10036	9/25/2024	10/31/2025
0373-23-139053	SWEET HOSPITALITY GROUP, LLC		131 W 55T NY CITY CE		NEW YORK	Man CB #5	10019	7/6/2025	7/31/2027
0373-23-134443	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	EUGENE ONEILL THEATER	230 W 49TH ST		NEW YORK	Man CB #5	10019	2/11/2025	10/31/2025
0373-23-134416	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	THE WALTER KERR THEATER	219 W 48TH ST		NEW YORK	Man CB #5	10036	3/14/2025	10/31/2025
0422-23-134435	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	AL HIRSCHFELD THEATER	302 W 45TH ST		NEW YORK	Man CB #5	10036	10/3/2023	10/31/2025
0422-23-136036	SWEET HOSPITALITY GROUP, LLC	MANHATTAN THEATER CLUB I	131 W 55TH ST		NEW YORK	Man CB #5	10019	7/6/2025	7/31/2027
0422-23-131983	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC		245 W 52ND ST		NEW YORK	Man CB #5	10019	10/3/2023	10/31/2025
0422-23-134394	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC		230 W 49TH ST		NEW YORK	Man CB #5	10019	10/3/2023	10/31/2025
0422-23-132337	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC		219 W 48TH ST		NEW YORK	Man CB #5	10036	10/3/2023	10/31/2025
0422-23-139054	SWEET HOSPITALITY GROUP, LLC	ORCHESTRA LEVEL LOBBY	131 W 55TH ST		NEW YORK	Man CB #5	10019	7/6/2025	7/31/2027
0422-23-138994	SWEET HOSPITALITY GROUP, LLC	ORCHESTRA LEVEL LOBBY 1ST	131 W 55TH ST		NEW YORK	Man CB #5	10036	7/6/2025	7/31/2027
0423-22-110280	SWEET HOSPITALITY GROUP LLC		227 WEST 42ND STREET		NEW YORK	Man CB #5	10036	12/10/2024	12/31/2026
0422-23-134392	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	ST JAMES THEATER	246 W 44TH ST		NEW YORK	Man CB #5	10036	10/3/2023	10/31/2025
0373-23-132052	JUAMCYN THEATERS LLC & SWEET HOSPITALITY GROUP, LLC	AUGUST WILSON THEATER	245 W 52ND ST		NEW YORK	Man CB #5	10019	9/24/2024	10/31/2025
0524-25-15462	Sweet Hospitality Group, LLC & The Town Hall Foundation, Inc.	The Town Hall	123 W 43rd St		New York	Man CB #5	10036	7/1/2025	12/28/2025
0409-22-132659	SWEET HOSPITALITY GROUP LLC		227 WEST 42ND STREET		NEW YORK	Man CB #5	10036	7/1/2025	12/31/2026
0373-24-102647	SWEET HOSPITALITY GROUP, LLC		262 ASHLA POLONSKY BROOKLYN		NEW YORK	Brooklyn CB#2	11217	2/5/2024	2/28/2026
0423-22-110279	SWEET HOSPITALITY GROUP LLC		227 WEST 42ND STREET		NEW YORK	Man CB #5	10036	12/10/2024	12/31/2026

Noise Mitigation

There will be no changes to the current standard operating procedures in regards to noise. As patrons will enter the building in the same current manner, mitigate the line inside the lobby. they have the option of purchasing a snack or beverage as they make their way to their seats.

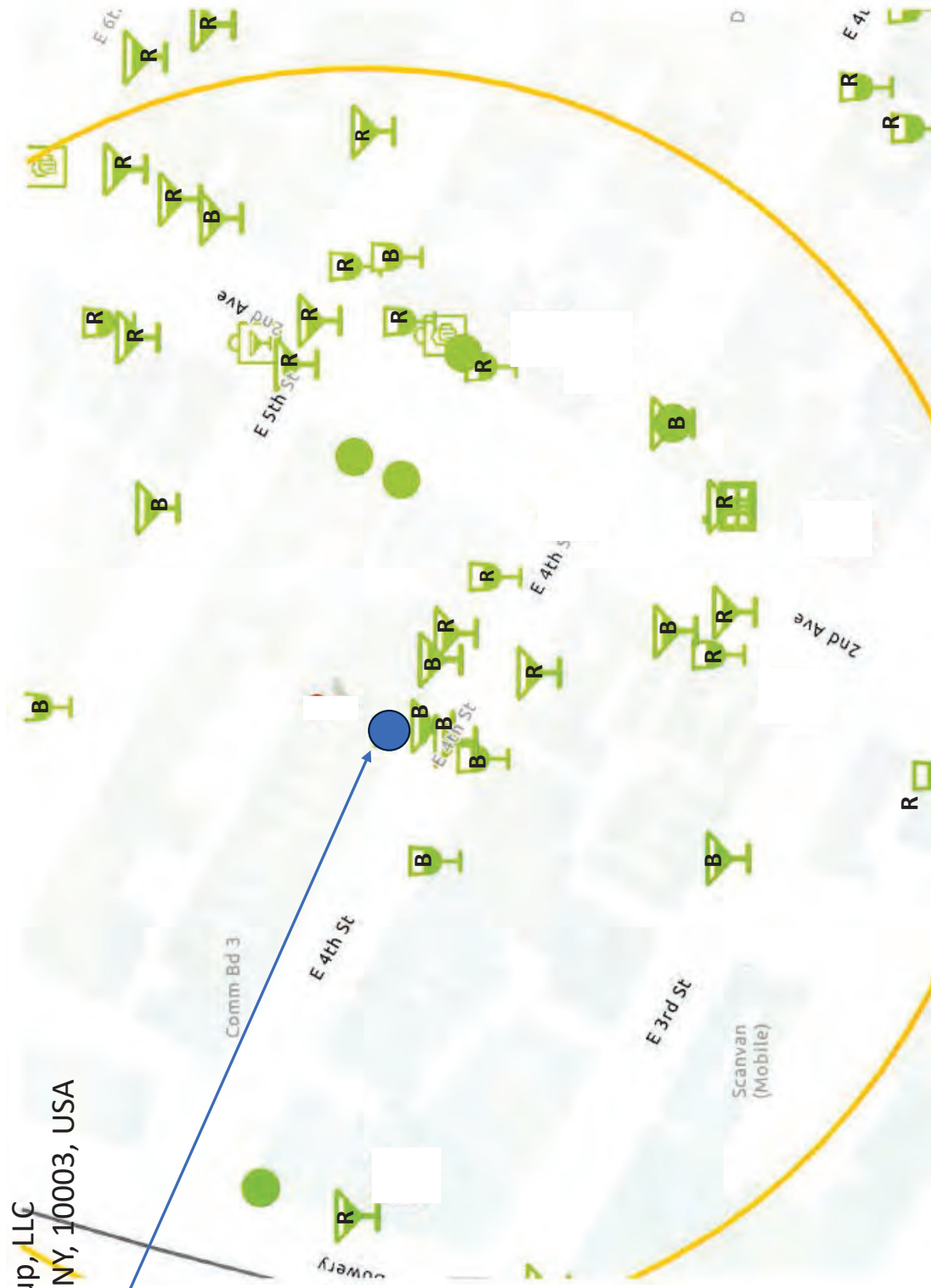
We also provide digital pre-order to mitigate the line inside the lobby.

Sweet Hospitality Group, LLC
79 E 4th St, New York, NY, 10003, USA



R= RESTAURANT

B= BAR



Sweet Hospitality Group, LLC
79 E 4th St.
New York, New York 10003

500 Foot List

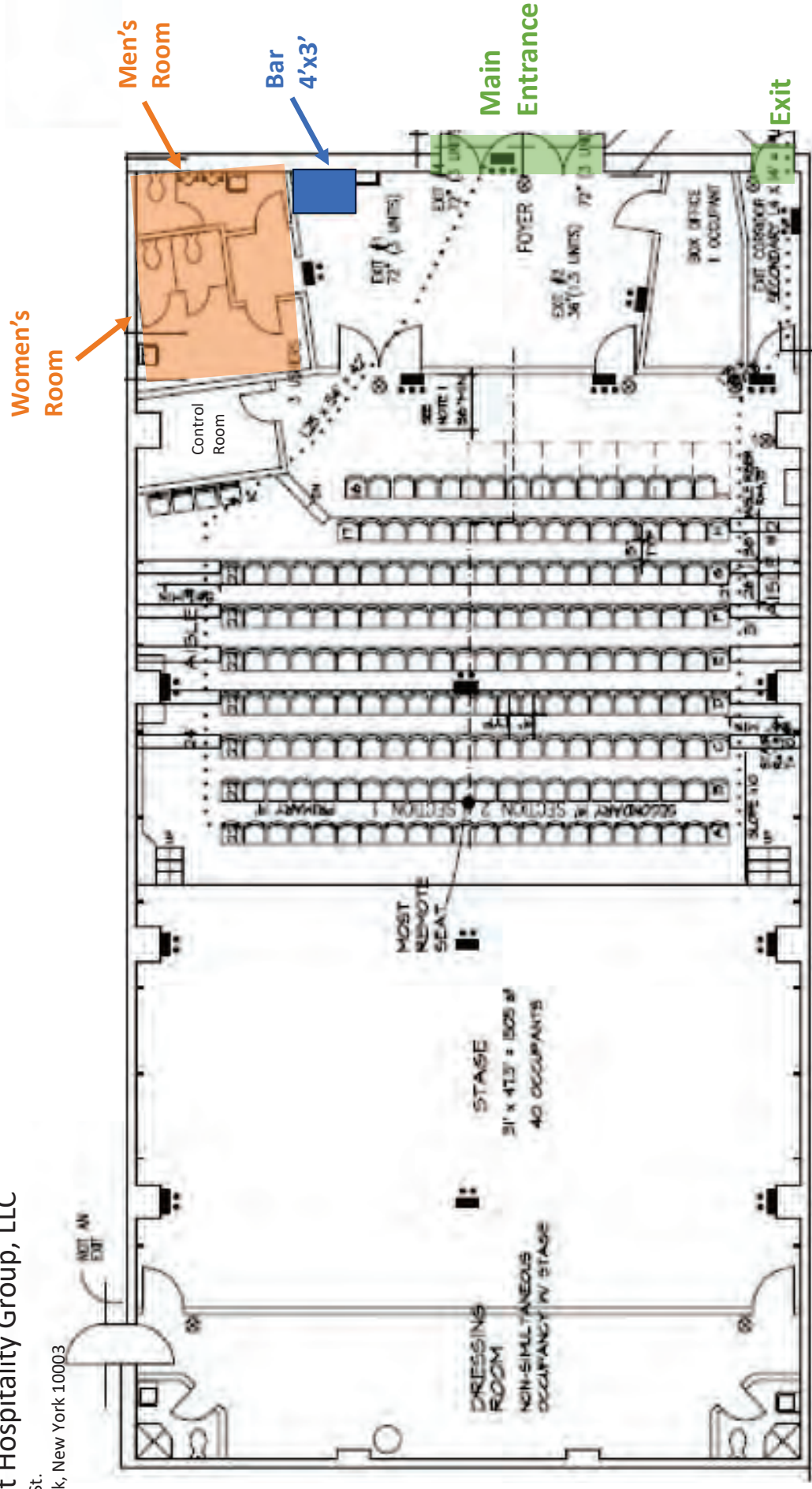
KRAINE GALLERY BAR INC License ID: 0370-23-131132 Legacy Serial No.: 1024275	Food & Beverage Business	85 E 4TH STREET NEW YORK, New York 10003	61 ft
I LIKE SIT DOWN COMEDY LLC License ID: 0370-24-120958 Legacy Serial No.: 6029344	Food & Beverage Business	85 E 4TH ST NEW YORK, New York 10003	73 ft
The Private Curtain Inc License ID: 0370-24-138591 Legacy Serial No.: 6047462	Food & Beverage Business	85 E 4th St Unit 1 New York, New York 10003	73 ft
KRAINE INTERNATIONAL INC License ID: 0370-21-120148 Legacy Serial No.: 1273196	Food & Beverage Business	85 E 4TH ST 3RD FLOOR NEW YORK, New York 10003	80 ft
48 E. 7TH ST. ASSOCIATES INC. License ID: 0340-22-108385 Legacy Serial No.: 1334048	Restaurant	87 E 4TH ST NEW YORK, New York 10003	94 ft
TED ARTO INC License ID: 0340-23-138261 Legacy Serial No.: 1324038	Restaurant	78 80 E 4TH ST NEW YORK, New York 10003	143 ft
ROSS KELLY INC License ID: 0370-23-161893 Legacy Serial No.: 6004261	Food & Beverage Business	237 E 5TH ST NEW YORK, NY 10003	221 ft
MEATH TRAILS INC License ID: 0370-24-135370 Legacy Serial No.: 6044186	Food & Beverage Business	61 2ND AVENUE NEW YORK, New York 10003	254 ft
TRIM CASTLE CORP License ID: 0340-23-132238 Legacy Serial No.: 1255774	Restaurant	87 2ND AVE AKA 239 E 5TH ST NEW YORK, NY 10003	271 ft
STUDIO CAFFE LLC License ID: 0340-22-104973 Legacy Serial No.: 1107358	Restaurant	CHELSEA PIERS #59 2ND LEVEL 17 & 18 STREETS NEW YORK, New York 10011	302 ft

KITCHEN TABLE INC License ID: 0340-23-128171 Legacy Serial No.: 1102529	Restaurant	88B 2ND AVE NEW YORK, New York 10003	303 ft
EAST THIRD RESTAURANT CORP License ID: 0370-23-132806 Legacy Serial No.: 1193666	Food & Beverage Business	29 E 3RD ST STORE 2 NEW YORK, NY 10003	314 ft
BRONX BREWERY EAST VILLAGE LLC, THE License ID: 0340-24-133043 Legacy Serial No.: 6041807	Restaurant	64 2ND AVE NEW YORK, New York 10003	328 ft

86 East 4th St Company LLC License ID: 0370-25-103486 Legacy Serial No.: 6052944	Food & Beverage Business	86 E 4th St New York, NY 10003	330 ft
575 PUB ON SECOND INC License ID: 0340-22-104585 Legacy Serial No.: 1288774	Restaurant	93 2ND AVE CELLAR NEW YORK, New York 10003	337 ft
IOM 92 Second Ave, LLC License ID: 0370-25-112273 Legacy Serial No.: 6061912	Food & Beverage Business	92 2nd Ave North Store New York, NY 10003	397 ft
SOMETHING SHORT LLC License ID: 0340-24-121491 Legacy Serial No.: 6029891	Restaurant	355 BOWERY NEW YORK, NY 10003	403 ft
FEICHANGCHENG GONG INC License ID: 0340-24-131675 Legacy Serial No.: 6040378	Restaurant	96 2nd Ave New York, New York 10003	422 ft
PERMSUB INC License ID: 0340-23-128926 Legacy Serial No.: 1354763	Restaurant	309 E 5TH ST STORE 1 NEW YORK, NY 10003	450 ft
PARADISE LOST LLC License ID: 0340-23-136432 Legacy Serial No.: 1355910	Restaurant	100 2ND AVE NEW YORK, NY 10003	460 ft
SCRATCHER CAFE INC, THE License ID: 0370-23-131642 Legacy Serial No.: 1024383	Food & Beverage Business	209 EAST 5TH ST NEW YORK, New York 10003	469 ft
JBMT TAVERN CORP License ID: 0370-24-125085 Legacy Serial No.: 6033612	Food & Beverage Business	45 2ND AVE NEW YORK, New York 10003	478 ft
BOWERY F & B LLC AND E & S HOTEL OWNERS INC AS MGR License ID: 0340-22-103833 Legacy Serial No.: 1170322	Restaurant	4 E 3RD ST BOWERY & 2ND AVENUE NEW YORK, New York 10003	484 ft

Sweet Hospitality Group, LLC

79 E 4th St.
New York, New York 10003



Sweet Hospitality Group, LLC
79 E 4th St.
New York, New York 10003

Basement Storage



Menu

MM Peanut \$6

MM Plain \$6

Twizzlers \$6

Chocolate Chip Cookie \$6

Chocolate Brownie \$6

Hummus and Veggies \$8

Guacamole and Chips \$8

Cheese and Fruit w/Crackers \$8

Turkey Sandwich \$12.50

Caprese Sandwich \$11.00

Roast Beef Sandwich \$15.00