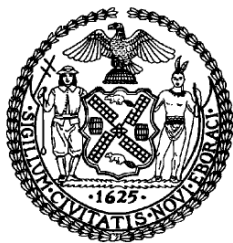


Vaidstone Holdings LLC  
170 Avenue A aka 500 East 11<sup>th</sup> Street  
New York, New York 10009

## Questionnaire for Applications for a Beer, Wine and Cider License and Temporary Retail Permit

1. Diagram
2. Photographs
3. Menu
4. NY State Liquor Authority Proximity Report for  
Reference

**BERNSTEIN REDO & SAVITSKY PC**  
1177 Avenue of the Americas, 5<sup>th</sup> floor  
New York, NY 10036  
Tel. 212.651.3100  
[www.brpclaw.com](http://www.brpclaw.com)



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  
**Beer, Wine and Cider license**

Check if either of these apply:

- ☐ sale of assets    ☐ upgrade (change of class) of an existing liquor license    **N/A**

Today's Date: **November 21, 2025**

**Grocery store beer**

Is location currently licensed? ☒ Yes ☐ No    Type of license: **Meir & Company Inc dba 7 Eleven Store 36678A**

**\*The business is closed. The license is still showing active on the SLA website.**

If alteration, describe nature of alteration: **N/A**

Previous or current use of the location: **A previous grocery store**

Corporation and trade name of current license: **Meir & Company Inc dba 7 Eleven Store 36678A**

**APPLICANT:**

Premise address: **170 Avenue A aka 500 East 11th Street / New York, NY 10009**

Cross streets: **East 10th and East 11th Streets**

Name of applicant and all principals: **Vaidstone Holdings LLC**

**Marianna Vaidman Stone, sole owner**

Trade name (DBA): **To be determined**

**PREMISE:**

Type of building and number of floors: **6 story residential building with ground floor commercial space**

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 **Under 75**

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**

**\*Applicant will apply to DOB for a Letter of No Objection/ No outdoor spaces**

**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) **8am to 12am Sunday to Wednesday and 8am to 1am Thursday to Saturday.**

**No outdoor spaces**

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

If yes, please describe what type: **A bookstore with book clubs and author readings.**

Number of indoor tables? **8** Total number of indoor seats? **16**

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

**One 34'-8' 18 seat customer bar in the front of the premises**

(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 **See attached.**

**Menu items include a selection of muffins, sandwiches, cheese and charcuterie boards and desserts**

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? **Estimated 4 employees per shift**

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 **\*Acoustic**

If other type, please describe \_\_\_\_\_

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: **See attached.**

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? **Will host on an estimated monthly basis ticketed events for book clubs author readings.**

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? **We will promote on social media platforms like Facebook and Instagram, targeted on-line ads and email newsletters.**

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.") \_\_\_\_\_

**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: N/A

Address: N/A Community Board # N/A

Dates of operation: N/A

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? 4 beer and wine licenses and 2 OP licenses

How many On-Premise (OP) liquor licenses are within 500 feet? 7 OP licenses

Is the premise within 200 feet on the same street of any school or place of worship? ☒ Yes ☐ No

**See enclosed SLA Proximity Report for reference.**

**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 cafe with a bookstore

☐ 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 8am-12am; Tue 8am-12am; Wed 8am-12am;

Thu 8am-1am; Fri 8am-1am; Sat 8am-1am;

Sun 8am-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 N/A

5. ☐ I will employ a doorman/security personnel: N/A

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. **N/A**
- ☐ 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. **N/A**
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 4 private parties per **year**
9. ☐ I will play ambient recorded background music only. **N/A also live acoustic music on occasion.**
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 <sup>\*</sup>obtaining <sup>\*</sup>approval from CB 3. **\*proving notice to the Community Board.**
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: **Marianna Vaidman Stone**

Phone Number: **917 842 1785**

**Insert for Sound System and Sound Proofing for Vaidstone Holdings LLC  
170 Avenue A aka 500 East 11<sup>th</sup> Street, New York, NY 10009**

Sound System

We will have four high-quality speakers installed throughout the venue. Each speaker is 8 inches in diameter, providing clear and balanced sound across various frequencies.

Two speakers will be positioned in the front of the bar area to ensure even sound distribution for guests seated at the bar. The other two speakers will be located towards the back of the space, allowing for a rich audio experience throughout the entire room.

Sound Proofing

We will have a drop ceiling and will use speakers hanging down on wires and not attached to the ceiling. Customers will not have to raise their voices over the music to be heard.

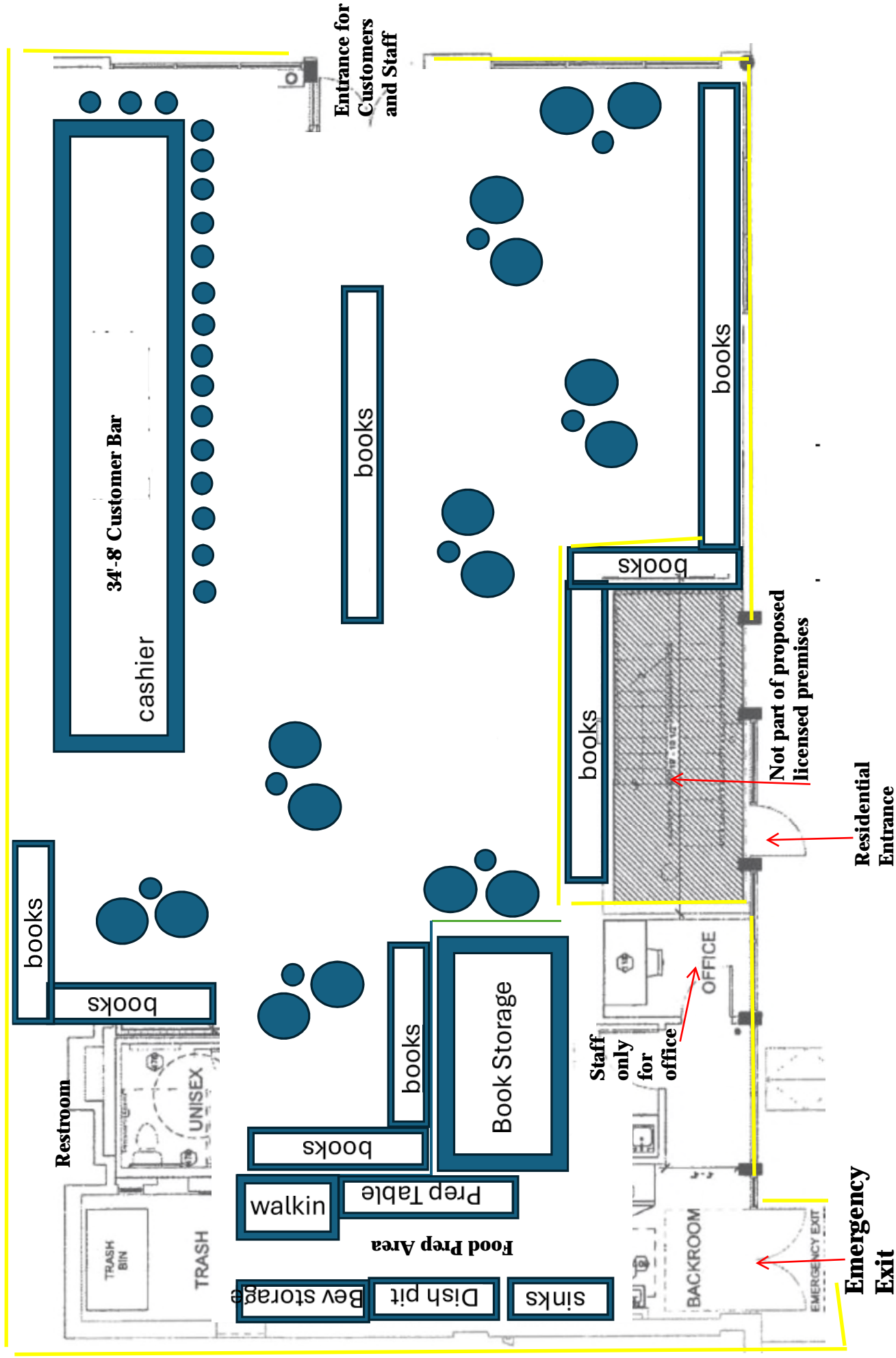
**Insert for Crowd Control for Vaidstone Holdings LLC**  
**170 Avenue A aka 500 East 11<sup>th</sup> Street, New York, NY 10009**

To effectively manage vehicular traffic and crowds on the sidewalk, we will implement several strategies. Our staff will be trained specifically to oversee and manage customers on the sidewalk, ensuring that they maintain a safe distance from the street and do not block pedestrian pathways. This training will include techniques for encouraging customers to keep moving and to remain orderly while waiting for entry during busy times. Additionally, we will establish designated waiting areas for customers, preventing congestion near entrances and exits. Signage will be placed to remind patrons to keep the sidewalk clear and to follow any posted guidelines. By proactively managing the flow of customers and maintaining clear communication, we aim to create a safe and pleasant environment for both our guests and pedestrians.



Vaidstone Holdings LLC / 170 Avenue A aka 500 East 11th Street, New York, NY 10009

Tables 8 and 16 seats with a 18 seat 34'-8" customer bar for a total of 34 seats/ Occupancy under 75 / 2,684 square feet



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## **Vaidstone Holdings LLC Proposed Menu**

### **Pastries & Muffins**

- Assorted Pastries
- Blueberry Muffins
- Chocolate Chip Muffins
- Bran Muffins

### **Sandwiches**

- Ham, Cheese & Butter Baguette
- Cheese & Charcuterie Baguette
- Turkey, Swiss & Lettuce Sandwich
- Roast Beef & Horseradish Sandwich
- Veggie & Hummus Sandwich
- Chicken Salad Sandwich

### **Cheese & Charcuterie Boards**

- Selection of Cheeses & Cured Meats
- Accompaniments: Crackers, Nuts, Fruits, Jams

### **Cookies & Brownies**

- Assorted Cookies
- Fudgy Brownies
- Walnut Brownies

This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

**Proximity Report For:**

Location	<b>170 Avenue A, New York, New York, 10009</b>
Geocode	<b>Latitude: 40.72823 longitude: -73.98165</b>
Report Generated On	<b>11/3/2025</b>

**8 Closest Liquor Stores**

Name	Address	Distance
CONVIVE PARTNERS LLC License ID: 0100-22-117111 Legacy Serial No.: 1290950	196 AVENUE A NEW YORK, New York 10009	387 ft
BRIX NYC LLC License ID: 0100-22-117087 Legacy Serial No.: 1298290	170 AVENUE B STORE SOUTH NEW YORK, NY 10009	630 ft
EAST VILLAGE WINES & SPIRITS INC License ID: 0100-23-123702 Legacy Serial No.: 1302369	138 1ST AVE NEW YORK, New York 10009	925 ft
BEE WINES & LIQUORS INC License ID: 0100-23-123719 Legacy Serial No.: 1305314	225 AVENUE B NEW YORK, New York 10009	1,018 ft
CARMAD INC License ID: 0100-21-114480 Legacy Serial No.: 1023546	224 226 1ST AVE NEW YORK, New York 10009	1,046 ft
SAKAYA INC License ID: 0100-22-116932 Legacy Serial No.: 1189050	324 E 9TH STREET (WEST STORE) 1ST & 2ND AVE. NEW YORK, New York 10003	1,409 ft
10TH STREET AND AVENUE C LIQUOR & WINE INC. License ID: 0100-22-118124 Legacy Serial No.: 1236216	159 AVENUE C CORNER OF E 10TH STREET NEW YORK, New York 10009	1,414 ft
MIAT LIQUORS INC License ID: 0100-22-118312 Legacy Serial No.: 1023526	166 2ND AVE NEW YORK, New York 10003	1,510 ft

**Schools within 500 feet**

Name	Address	Distance
EAST SIDE COMMUNITY SCHOOL	420 E 12TH ST NEW YORK, NY 10009	483 ft
GIRLS PREPARATORY CHARTER SCHOOL OF NY MIDDLE SCHOOL	420 E 12TH ST-RM 203 NEW YORK, NY 10009	483 ft

**Churches within 500 feet**

Name	Distance
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Churches within 500 feet		
Name	Iglesia de Dios Pentecostal - 168 Avenue A	Distance
Greater New Hope Missionary Baptist Church Of Chri	507 East 11th Street	154 ft
St Nicholas Of Myra Orthodox Church		297 ft
Mary Help of Christians Church		330 ft
Fourth Angel Free Seventh-day Adventist Church		468 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
PDS Dreams LLC Application ID: NA-0340-25-120381	162 Avenue A New York, New York 10009	87 ft
Ford Beverages LLC Application ID: NA-0370-24-114904	447 E 13th St New York, New York 10009	643 ft
Dunne Hospitality LLC Application ID: NA-0340-25-112629	179 Avenue B New York, NY 10009	711 ft
Made in 1st LLC Application ID: NA-0340-25-133108	166 1st Ave New York, New York 10009	733 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
DELTA 510 CORP License ID: 0370-24-130239 Legacy Serial No.: 6038910	510 E 11TH ST NEW YORK, New York 10009	126 ft
188 AVE A TAKE OUT FOOD CORP License ID: 0340-22-111603 Legacy Serial No.: 1341637	188 AVENUE A NEW YORK, New York 10009	280 ft
MONOLITH INC License ID: 0370-23-131607 Legacy Serial No.: 1024639	194 AVE A NEW YORK, New York 10009	357 ft
MM East 12th Inc License ID: 0340-25-121767 Legacy Serial No.: 6071510	503-505 East 12th Street New York, NY 10009	366 ft
Store of Pasta LLC License ID: 0340-25-115578 Legacy Serial No.: 6065234	511 East 12th Street New York, New York 10009	375 ft
Jhakaas LLC License ID: 0340-25-106472 Legacy Serial No.: 6055980	202 Avenue A New York, NY 10009	467 ft
WISHBONE PRODUCTIONS INC License ID: 0370-24-106677 Legacy Serial No.: 6014701	141 AVENUE A AKA 442 E 9TH STREET NEW YORK, New York 10009	499 ft