

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: March 2026

Is location currently licensed?  Yes  No    Type of license: \_\_\_\_\_

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Salma Authentic Lebanese Grill Restaurant

Corporation and trade name of current license: N/A

**APPLICANT:**

Premise address: 351 East 12th Street

Cross streets: First Avenue and Second Avenue

Name of applicant and all principals: Balsamic LLC - Pierre Doumit

Trade name (DBA): Salma Authentic Lebanese Grill Restaurant

**PREMISE:**

Type of building and number of floors: 1 story brick

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 LNO - 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): R7A C1-5

**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) 11:30AM-1:00AM Sunday-Wednesday, 11:30AM-2:00AM Thursday-Saturday

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? 7 Total number of indoor seats? 20

How many stand-up bars/bar seats are located on the premise (number, length, and location) 1  
5 seats, 1st floor, Approximately 17'7", L-shape

(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 \_\_\_\_\_  
Lebanese

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? Both/Either

How many employees will there be? 8-10

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 Spotify with small speakers

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? \_\_\_\_\_

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.") 1 employee will be designated to discourage loiterers on the sidewalk and taxis and Ubers will be encouraged to drop off and pick up quickly and quietly.

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. The above employee will supervise the exterior, the interior will be maintained by staff and ownership

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:

Sidewalk, closing at 10:00pm  
\_\_\_\_\_  
\_\_\_\_\_

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously?  Yes  No

If yes, please indicate name of establishment: \_\_\_\_\_

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 \_\_\_\_\_

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? 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) Lebanese 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 11:30AM-1:00AM; Tue 11:30AM-1:00AM; Wed 11:30AM-1:00AM;  
Thu 11:30AM-2:00AM; Fri 11:30AM-2:00AM; Sat 11:30AM-2:00AM;  
Sun 11:30AM-1:00AM. (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 1-2 private parties per month
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 7:00pm.
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: Pierre Doumit

Phone Number: (561) 729-9795



Landess-Simon, Inc.

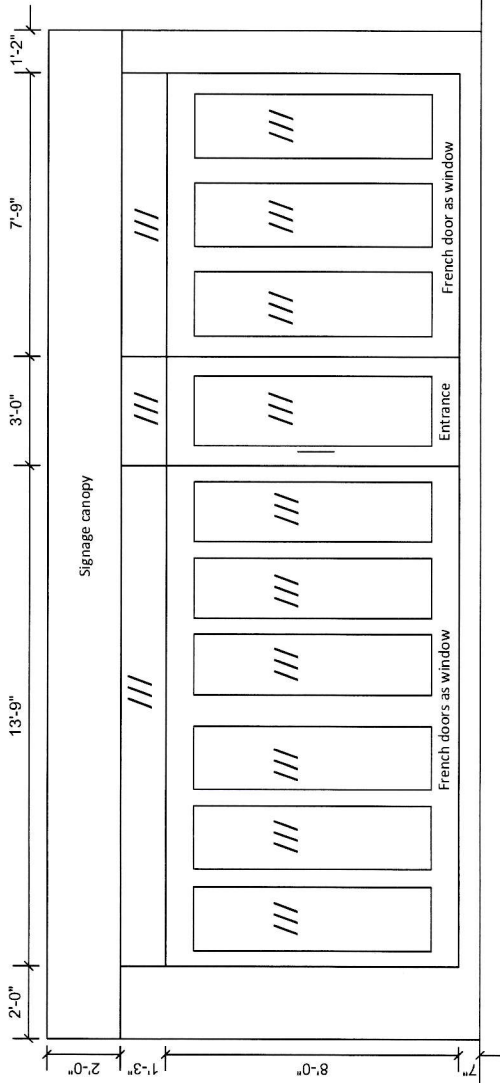
Legal & Commercial Photography

45 Lawlins Park  
Wyckoff, NJ 07481  
Phone: (201) 848-5652  
E-mail: landess@att.net  
landessphotographers.com

Re: 351 East 12<sup>th</sup> Street

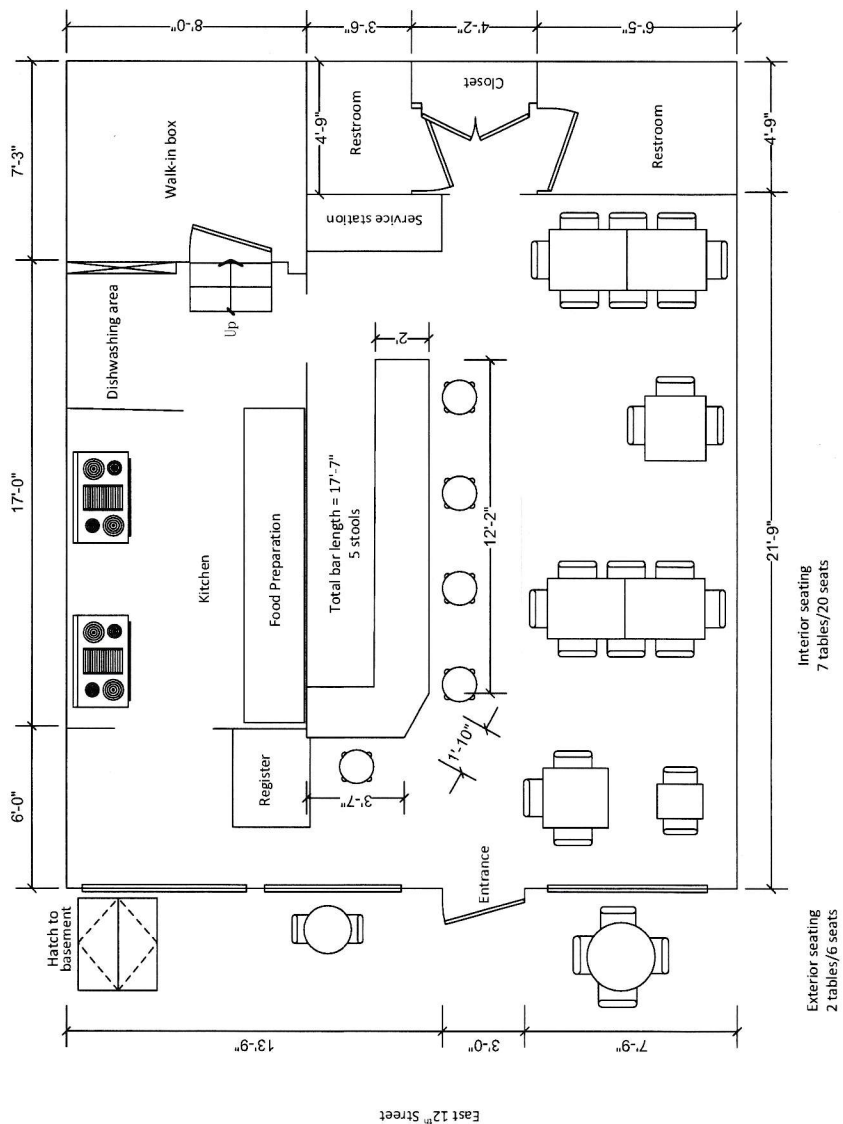
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1. Taverna Kyclades - 228 1<sup>st</sup> Avenue - (436')
2. Hearth - 403 East 12<sup>th</sup> Street - (216')
3. Joe & Pat's - 168 1<sup>st</sup> Avenue - (483')
4. Ferns - 166 1<sup>st</sup> Avenue - (499')
5. Veniero's Cafe - 342 East 11<sup>th</sup> Street - (317')
6. Luzzo's - 211 1<sup>st</sup> Avenue - (157')
7. Hermana - 349 East 13<sup>th</sup> Street - (266')

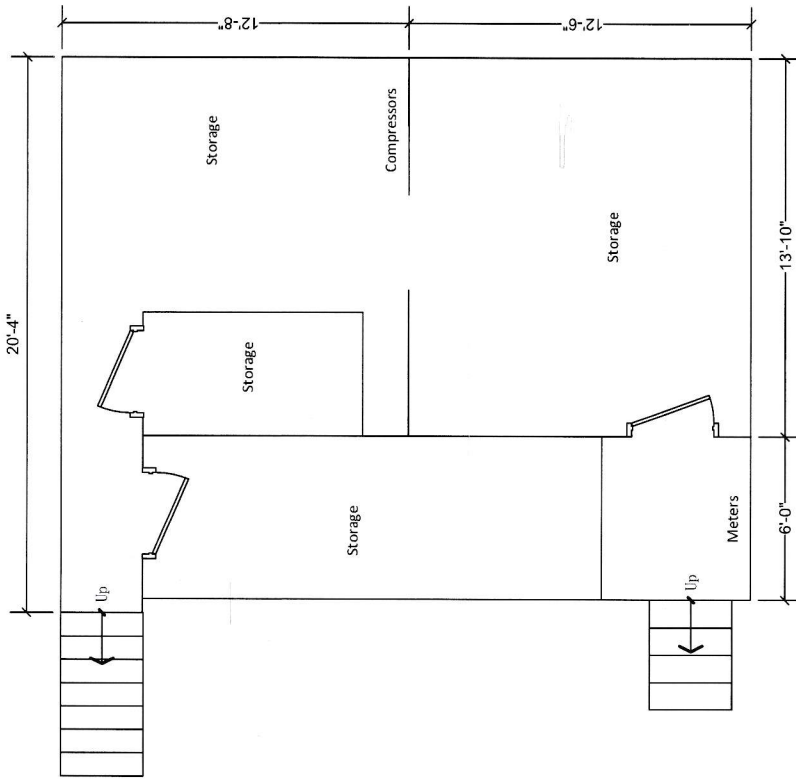


FRONT ELEVATION  
 351 East 12th Street  
 New York, NY  
 April 22, 2022  
 NOT TO SCALE

**INTERIOR DIAGRAM - 1<sup>st</sup> Floor**  
 351 East 12th Street  
 New York, NY  
 April 22, 2022  
**NOT TO SCALE**



East 12<sup>th</sup> Street



East 12<sup>th</sup> Street

INTERIOR DIAGRAM - Basement  
 351 East 12th Street  
 New York, NY  
 April 22, 2022

NOT TO SCALE



SALMA IS HEALTH CONSCIOUS, COMMITTED TO OFFERING HEALTHY AND SOULFUL FOOD THROUGH QUALITY INGREDIENTS AND ETHICAL COOKING.

## BREAKFAST

**EGGS YOUR WAY** \$6.50  
Your choice of scrambled or sunny side up

**LABNEH PLATTER** \$7.50  
Lebanese yohurt cheese drizzled with olive oil

**LABNEH BEL MARKOUK** \$9.50  
Mint, tomato, cucumber, olives, olive oil wrapped in our special Lebanese bread

**JEBNEH BEL MARKOUK** \$10.50  
Lebanese cheese, tomato, mint, cucumber, olives wrapped in our special Lebanese bread

**SALMA'S FOUL** \$8.50  
Whole fava beans seasoned with spices, fresh lemon juice & virgin olive oil

**BALILAH** \$8.50  
Whole chickpeas seasoned with spices, garlic & topped with virgin olive oil

**KNEFEH** \$9.50  
For the sweet tooth! Made with a shredded filo dough crust, a sweet cheese filling, and topped with a flavored simple syrup

## SALADS

**FATTOUCH** **SMALL \$8.50 LARGE \$15.50**  
Rocca, lettuce, purslane, tomatoes, cucumbers, freshly squeezed lemon juice, virgin olive oil, hint of garlic & pomegranate syrup

## APPETIZERS

**LENTIL SOUP** \$7.50

**HUMMUS** \$8.50  
Blended chickpeas, tahini & freshly squeezed lemon juice topped with virgin olive oil

ADD FALAFEL + \$4.50  
ADD FILET MIGNON + \$6.50

**MOUTABAL EGGPLANT** \$8.50  
Fresh eggplant grilled over charcoal, lightly mashed with tahini & freshly squeezed lemon juice topped with virgin olive oil

**WARAK ENAB** \$9.50  
Stuffed grape leaves

**LABNEH BEL TOUM** \$9.50  
Tangy, thick, and creamy, yoghurt cheese mixed with garlic

**MSAKAA** \$8.50  
A delicious vegan eggplant, onion and chickpea stew cooked in tomato sauce and flavored with spices

**MJADDARA** \$7.50  
A mixture of lentils and white rice

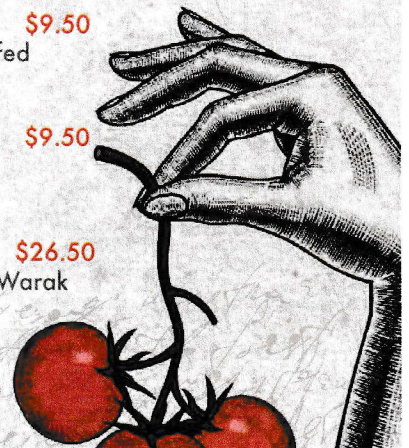
**BATATA HARRA** \$9.50  
Spicy fried potato cubes

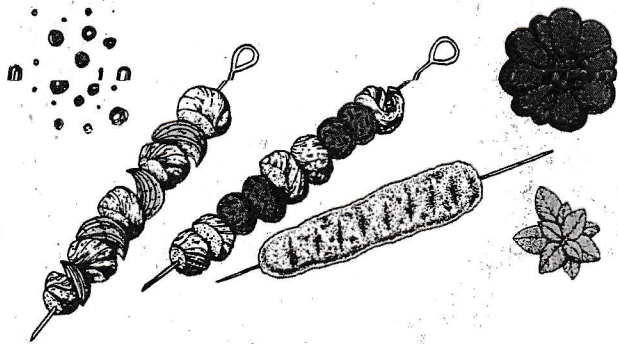
**BATATA MEKLIH** \$8.50  
The classic homemade french fries

**KEBBEH** \$9.50  
3 meat and bulgur shells stuffed with a meat filling

**CHEESE ROLLS** \$9.50  
3 puff pastry sheets filled with cheese

**MIXED APPETIZER PLATTER** \$26.50  
Hummus, Kebbeh, Fattouch, Warak Enab, Falafel, Msakaa





## PLATTERS / SANDWICHES

OUR PLATTERS COME WITH 2 SKEWERS, A SIDE OF GOLDEN RAISINS RICE, AND HOMEMADE SAUCES

	SANDWICH /	PLATTER
CHICKEN / LAMB SHAWARMA Thinly sliced cuts of your choice of chicken or lamb	\$12.50 /	\$19.50
SHISH TAWOUK Skinless boneless chicken breast cubes marinated in a special blend of spices	\$12.50 /	\$22.50
KAFTA KABAB Ground meat kneaded with house-blend spices & parsley	\$13.50 /	\$23.50
LAHME KABAB / FILET MIGNON Marinated meat cubes	\$13.50 /	\$27.50
FALAFEL Deep-fried ball or patty-shaped fritter made from ground chickpeas and fava beans, served with our special Tahini sauce.	\$ 9.00 /	\$13.00
MIXED GRILL PLATTER 1 skewer of Grilled Veal Filet, 1 skewer of Taouk & 1 skewer of Kabab Halabi		\$34.50
HALF GRILLED CHICKEN Half chicken marinated in a blend of herbs & seasonings		\$16.50
LEBANESE BURGER Our special Lebanese homemade burger comes with hummus, fresh mint, tomato, onion, cucumber and arugula with pomegranate dressing. Served with french fries		\$16.50
GRILLED LAMB CHOP Lean lamb chops with our delicious house marinade, served with grilled potatoes		\$33.50
FAMILY MIXED GRILL Serves 6 people This family platter includes 2 chicken kabab skewers, 2 filet mignon skewers, 2 lamb chops, shawarma lamb & chicken, fattouch, and rice.		\$88.00
FAMILY SUPREME Serves 6 people The family supreme platter includes 3 chicken kabab skewers, 2 filet mignon skewers, 2 lamb chops, shawarma lamb & chicken, hummus, large fattouch, and golden raisins rice.		\$128.00

## HOT & COLD BEVERAGES

SODA	\$2.50
WATER	\$2.00
TEA served for 2	\$7.50
COFFEE	\$3.50
LEMONADE	\$4.50
PINEAPPLE LEMONADE	\$6.50



Salma was her name,  
it described her pretty well  
A peaceful soul carrying tastes of love  
In dishes with stories to tell

Raised in a Lebanese village  
but willing to spread her passion to the world  
she decided to travel all around  
with her suitcase and her bird

In her suitcase we searched and all we found  
Was her booklet of secret ingredients  
and some spices to sprinkle all over meals  
That could cast a spell onto hearts to heal

Some chunks of bread to feed her bird  
Who was always by her side  
Spreading his wings uplifting her spirit  
as she cooked with a smile so wide

Salma is full of mysteries  
And has never shown her face  
But rather reveals her beauty in eateries  
Where her food is served  
with love and grace