



OFFICE USE ONLY		
☐ Original	☐ Amended	Date SEP 03 2026

by Community Board 3, Man.

Standardized **NOTICE FORM** for Providing **30-Day Advance** **Notice** to a **Local Municipality or Community Board**



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1. Date Notice Sent: **September 2, 2026** 1a. Delivered by: **Overnight Mail, Tracking Number and Pr**

2. Select the type of Application that will be filed with the Authority for an On-Premises Alcoholic Beverage License:

For premises outside the City of New York:

☐ New Application ☐ Removal ☐ Class Change

For premises in the City of New York: (counties of Kings, New York, Bronx, Queens and Richmond):

☐ New Application ☐ New Application and Temporary Retail Permit ☐ Temporary Retail Permit ☐ Removal

☐ Class Change ☐ Method of Operation ☐ Corporate Change ☐ Renewal ☒ Alteration

For **New** and Temporary Retail Permit applicants, answer each question below using all information known to date

For **Renewal** applicants, answer all questions

For **Alteration** applicants, attach a complete written description and diagrams depicting the proposed alteration(s)

For **Corporate Change** applicants, attach a list of the current and proposed corporate principals

For **Removal** applicants, attach a statement of your current and proposed addresses with the reason(s) for the relocation

For **Class Change** applicants, attach a statement detailing your current license type and your proposed license type

For **Method of Operation Change** applicants, although not required, if you choose to submit, attach an explanation detailing those changes

Please include all documents as noted above. Failure to do so may result in disapproval of the application.

This 30-Day Advance Notice is Being Provided to the Clerk of the Following Local Municipality or Community Board:

3. Name of Municipality or Community Board: **Manhattan Community Board 3**

Applicant/Licensee Information:

4. Licensee License ID (if applicable): **0340-26-140884** Expiration Date (if applicable): **03/31/2028**

5. Applicant or Licensee Name: **Aesthetic Matters LLC**

6. Trade Name (if any): **TBD**

7. Street Address of Establishment: **235 Bowery**

8. City, Town or Village: **New York**, NY Zip Code: **10002**

9. Business Telephone Number of applicant/ Licensee: **212-922-3756**

10. Business E-mail of Applicant/Licensee: **henry@theoberon.co**

11. Type(s) of alcohol sold or to be sold: ☐ Beer & cider ☐ Wine, Beer & Cider ☒ Liquor, Wine, Beer & Cider

12. Extent of Food Service: ☒ Full Food menu; full kitchen run by a chef/cook ☐ Menu meets legal minimum food requirements; food prep area required

13. Type of Establishment: **Restaurant (full kitchen and full menu required)**

☐ Seasonal Establishment ☐ Juke Box ☐ Disc Jockey ☒ Recorded Music ☐ Karaoke

14. Method of Operation: (check all that apply) ☐ Live Music (give details i.e., rock bands, acoustic, jazz, etc.): _____

☐ Employee Dancing ☐ Exotic Dancing ☐ Topless Entertainment

☐ Video/Arcade Games ☐ Third Party Promoters ☐ Security Personnel

☐ Other (specify): _____

15. Licensed Outdoor Area: ☐ None ☐ Patio or Deck ☐ Rooftop ☐ Garden/Grounds ☐ Freestanding Covered Structure
(check all that apply) ☐ Sidewalk Cafe ☒ Other (specify): **terraces**

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16. List the floor(s) of the building that the establishment is located on: cellar, cellar mezz, ground floor, floors 2-7
17. List the room number(s) the establishment is located in within the building, if appropriate: n/a
18. Is the premises located within 500 feet of three or more on-premises liquor establishments? ☒ Yes ☐ No
19. Will the license holder or a manager be physically present within the establishment during all hours of operation? ☒ Yes ☐ No
20. If this is a transfer application (an existing licensed business is being purchased) provide the name and ID number of the licensee:
- | | |
|-------|-------------------|
| _____ | _____ |
| Name | License ID Number |
21. Does the applicant or licensee own the building in which the establishment is located? ☐ Yes (if YES, SKIP 23-26) ☒ No

Owner of the Building in Which the Licensed Establishment is Located

22. Building Owner's Full Name: The New Museum of Contemporary Art
23. Building Owner's Street Address: 235 Bowery
24. City, Town or Village: New York State: NY Zip Code: 10002
25. Business Telephone Number of Building Owner: 212-219-1222

Representative or Attorney Representing the Applicant in Connection with the Application for a License to Traffic in Alcohol at the Establishment Identified in this Notice

26. Representative/Attorney's Full Name: Max Bookman, Esq. - Pesetsky and Bookman, P.C.
27. Representative/Attorney's Street Address: 325 Broadway, Suite 501
28. City, Town or Village: New York State: NY Zip Code: 10007
29. Business Telephone Number of Representative/Attorney: 212-513-1988
30. Business E-mail Address of Representative/Attorney: max@pb.law; janelle@pb.law

I am the applicant or licensee holder or a principal of the legal entity that holds or is applying for the license. Representations in this form are in conformity with representations made in submitted documents relied upon by the Authority when granting the license. I understand that representations made in this form will also be relied upon, and that false representations may result in disapproval of the application or revocation of the license.

By my signature, I affirm - under **Penalty of Perjury** - that the representations made in this form are true.

31. Printed Principal Name: Henry Rich Title: LLC Manager

☒ By checking this box I agree, and it is my intent, to electronically sign this document. By submitting this e-document to the New York State Liquor Authority in this way, I understand that my electronic signature I added to the signature line below is the legal equivalent of having placed my handwritten signature and affirmation on the submitted document and I am affirming the truth of the information contained therein.

Principal Signature: _____

Date: _____

August 28, 2026



Pesetsky & Bookman, PC

Attorneys at Law

325 Broadway, Suite 501
New York, NY 10007

(212) 513-1988 | www.PB.law

Max Bookman | Partner | max@pb.law

September 2, 2026

Via FedEx Express

Manhattan Community Board No. 3

Attn: Edwin Chan, Sr.

59 East 4th Street

New York, NY 10003

Re: **Aesthetic Matters LLC**
235 Bowery
New York, NY 10002

Dear Sir/Madam:

Please allow this correspondence and enclosure to serve as notification of the above-referenced licensee's intent to apply to the State Liquor Authority for an alteration at the above-referenced premises.

They will be adding the entire museum to the footprint of their license to facilitate alcohol service in private events throughout the museum. They will also be adding an additional bar for café/private events service.

Thank you for your attention to this matter. Please do not hesitate to contact the undersigned should you have any questions.

Very truly yours,

PESETSKY & BOOKMAN, P.C.

A handwritten signature in black ink, appearing to be 'M. Bookman', written over a horizontal line.

By: Max Bookman, Esq.