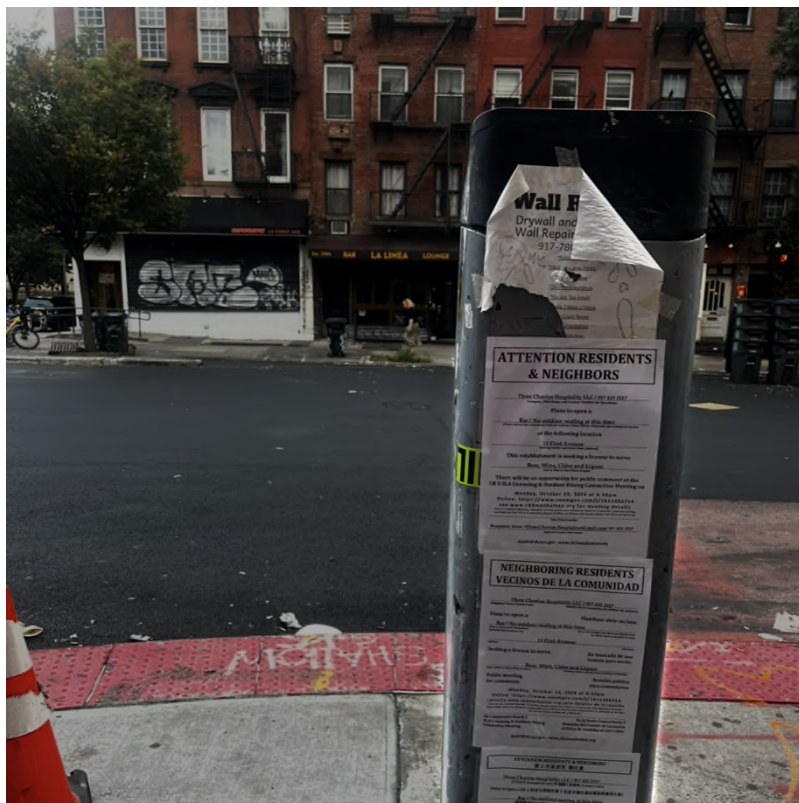




Add a Caption

Sunday • Oct 4, 2026 • 7:22 AM

[Adjust](#)

📷 IMG_6524

Apple iPhone 13 Pro Max

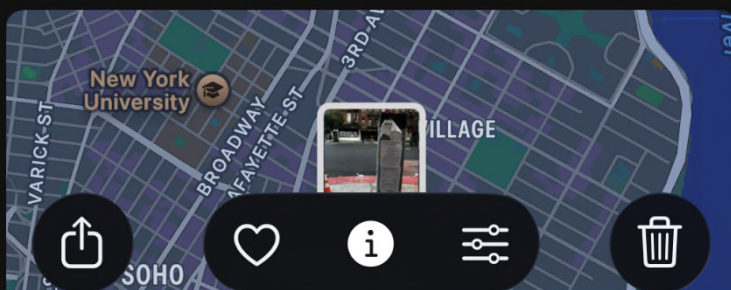
HEIF

Wide Camera — 26 mm $f1.5$

12 MP • 3024 × 4032 • 3 MB

RICH CONTRAST

ISO 80 | 26 mm | 0 ev | $f1.5$ | 1/121 s



[Adjust](#)



Add a Caption

Sunday • Oct 4, 2026 • 7:22 AM

[Adjust](#)

📷 IMG_6526

Apple iPhone 13 Pro Max

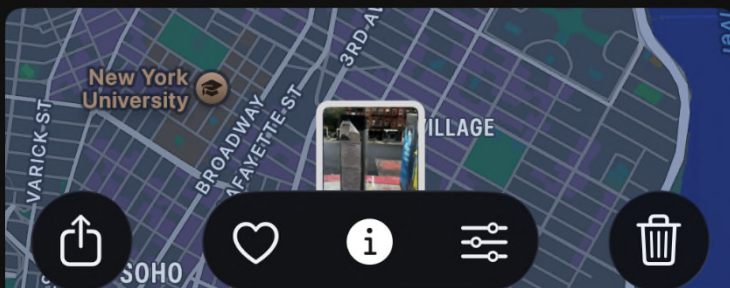
HEIF

Wide Camera — 26 mm $f1.5$

12 MP • 3024 × 4032 • 3 MB

RICH CONTRAST

ISO 100 | 26 mm | 0 ev | $f1.5$ | 1/121 s



New York - Alphabet City

[Adjust](#)

NOTICE TO RESIDENTS

We wanted to contact our neighbors to let you know that Three Cherries Hospitality LLC will be filing applications for a transfer of an on-premises tavern liquor license and temporary retail permit for the premises located at 15 First Avenue between East 1st and East 2nd Streets.

The current licensee at the space is Allegra Allegra LLC dba La Linea that operates as a tavern with a full liquor license since 1994 to the present for 32 years.

The subject premises will be a modern American neighborhood tavern offering classic cocktails and a menu of light bites. The new tavern aims to be a warm and inviting venue with a signature record wall and an elevated design in deep cherry red, cream and black with eight television screens for game days.

The new bar will occupy the first floor and cellar spaces of a four-story residential building. The 1,080 square foot first floor has occupancy for 74. The 957 square foot cellar is not for patron use.

There will be recorded background music only and no outdoor spaces. All doors and windows will close by 10pm. The proposed hours of operation are 3pm to 4am seven days a week. There will also be security personnel.

The owners of the applicant have over 20 years of experience in the hospitality industry. Ben Aizer operated McKenna's Pub in the West Village and Chelsea managing 20 plus employees and overseeing the day-to-day operations. Brian Vogel operated Charlie's Place in Waldwick, NJ. Mr. Vogel was general manager at Allendale Social in Bergen County, NJ and Saku in Hoboken and he helped launch Grand Vin restaurant in Hoboken. In Manhattan, he helped launch the Torchi at the HGU Hotel in mid-town. Andrew Rhodes worked his way from busser to a management role at McKenna's Pub in the West Village and Chelsea and worked in catering and private events at the Penn Club in mid-town Manhattan. He currently runs the beverage program at Marine Park Golf Course in Brooklyn.

The applications will be heard at the Community Board on October 19, 2026

If you would like more information on the application, please contact counsel's office at donald@brpclaw.com and jules@brpclaw.com

List of Residential Addresses Where the Notices Were Left for Three Cherries Hospitality LLC

2nd Ave: (Mostly commercial spaces on this block)
33 , 29 , 26

2nd Street:
51, 55, 65, 67, 71, 73, 75, 77, 83, 84, 87

1st Ave:
27, 21, 19, 17, 15, 14, 16, 18, 20

1st Street:
68, 64, 62, 58, 47, 46

From: Jules Vigh <Jules@brpclaw.com>

Sent: Tuesday, October 6, 2026 2:15 PM

To: Jules Vigh <Jules@brpclaw.com>

Cc: Benjamin Aizer <benjamin.aizer13@gmail.com>; Donald Bernstein <Donald@brpclaw.com>

Subject: Three Cherries Hospitality LLC / 15 First Avenue

Good afternoon,

We wanted to contact our neighbors to let you know that Three Cherries Hospitality LLC will be filing applications for a transfer of an on-premises tavern liquor license and temporary retail permit for the premises located at 15 First Avenue between East 1st and East 2nd Streets.

The current licensee at the space is Allegra Allegra LLC dba La Linea that operates as a tavern with a full liquor license since 1994 to the present for 32 years.

The subject premises will be a modern American neighborhood tavern offering classic cocktails and a menu of light bites. The new tavern aims to be a warm and inviting venue with a signature record wall and an elevated design in deep cherry red, cream and black with eight television screens for game days.

The new bar will occupy the first floor and cellar spaces of a four-story residential building. The 1,080 square foot first floor has occupancy for 74. The 957 square foot cellar is not for patron use.

There will be recorded background music only and no outdoor spaces. All doors and windows will close by 10pm. The proposed hours of operation are 3pm to 4am seven days a week. There will also be security personnel.

The owners of the applicant have over 20 years of experience in the hospitality industry. Ben Aizer operated McKenna's Pub in the West Village and Chelsea managing 20 plus employees and overseeing the day-to-day operations. Brian Vogel operated Charlie's Place in Waldwick, NJ. Mr. Vogel was general manager at Allendale Social in Bergen County, NJ and Saku in Hoboken and he helped launch Grand Vin restaurant in Hoboken. In Manhattan, he helped launch the Torchi at the HGU Hotel in

mid-town. Andrew Rhodes worked his way from busser to a management role at McKenna's Pub in the West Village and Chelsea and worked in catering and private events at the Penn Club in mid-town Manhattan. He currently runs the beverage program at Marine Park Golf Course in Brooklyn.

The applications will be heard at the Community Board on October 19, 2026

Jules



Jules Vigh | Paralegal
Bernstein Redo & Savitsky P.C
1177 Avenue of the Americas – 5th Fl.
New York, New York 10036
Office: 212.651.3100
Cell: 646.358.0653
jules@brpclaw.com | www.brpclaw.com

List of Community Groups Contacted for the On-Premises Tavern Liquor License for Three Cherries Hospitality LLC for 15 First Avenue

2nd Street Block Association (1st Ave-Ave A)

Contact: Robert Bononno

rbononno@twc.com

Lower East Side Dwellers Neighborhood Association

Contact: Diem Boyd

lesdwellers2012@gmail.com

First Street Block Association

Contacts: Robert Graf

rgraf2@earthlink.net

Friends of the Lower East Side

Contact: Linda Jones

friendsoftheles@gmail.com

Seven Loaves DBA GOH Productions

Contact: Bonnie Sue Stein, Executive Director

info@gohproductions.org

Loisaida United Neighborhood Gardens (LUNGS)

Contact: Charles Krezell

ck@wingflix.com

East 3rd Street Block Association

Contact: Trisha Goff - President

trishjgoff@gmail.com

Fourth Arts Block aka FABnyc

Contact: Dakota Scott

dakota@fabnyc.org

Village Preservation

Contact: Andrew Berman, Executive Director

andrew@gvshp.org

Eldridge St Block Association

Contact: Margaret Cho - Coordinator

margaret_cho@yahoo.com

Petition to Support Proposed Liquor License

Date: 10/4/2026

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) Tavern liquor license

to the following applicant/establishment (company and/or trade name) Three Cherries Hospitality LLC

Address of premises: 15 First Avenue / New York, NY 10003

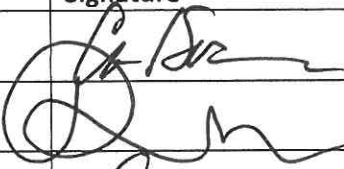
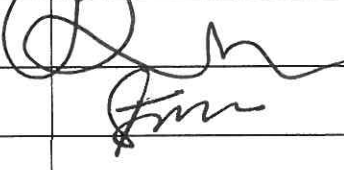
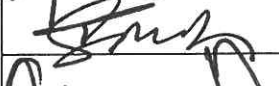
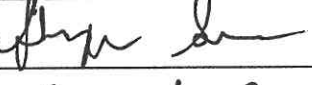
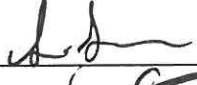
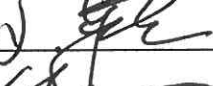
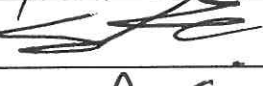
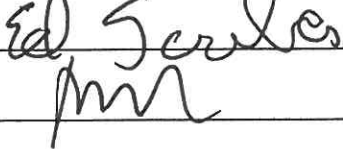
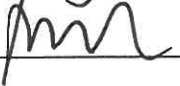
This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:

3pm to 4am seven days a week

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Gillean Fisch		45 1st Ave
Dwayne Clark		171 Chrystie St. 1A
		312 E 6th St 2A2
Amir D		285 QUINN
Sean Curran		21 First Ave NYC 10003
Chris Halaszczan		469 Clinton St. 1A21
Abbey Muller		254 Broome St
Paul Dren		61 E 3rd St
		1446 Morris Ave
L. Gernishe		201 AVEC Brooklyn
Shannon Cullen		300 E. 2ND ST.
K. Baller		1st Ave.
Susan Auslander		68 E 1st St
Ed Sculley		86 E 1st
Duc Hoang		60 E 1st
		21-1 AVE ~

Petition to Support Proposed Liquor License

Date: 10/4/2026

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) Tavern liquor license

to the following applicant/establishment (company and/or trade name) Three Cherries Hospitality LLC

Address of premises: 15 First Avenue / New York, NY 10003

This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:
3pm to 4am seven days a week

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
<u>Pad Martin</u>	<u>[Signature]</u>	
<u>Isaiah Jones</u>	<u>[Signature]</u>	<u>506 E 18th St Apt 4</u>
<u>James Harris</u>	<u>[Signature]</u>	
<u>Chris Rypolsky</u>	<u>[Signature]</u>	
<u>William Spencer</u>	<u>[Signature]</u>	<u>155 EAST 4th ST</u>
<u>Malaga Garcia</u>	<u>[Signature]</u>	<u>1513 7th St</u>
<u>Efrain Torre</u>	<u>[Signature]</u>	<u>118 E. 3rd St. 2nd Fl</u>
<u>Hayley Brooker</u>	<u>[Signature]</u>	<u>40 1st Ave 3rd Fl NYC</u>
<u>Noelia Claudio</u>	<u>[Signature]</u>	<u>81 E 2nd St.</u>
<u>Freddy White</u>	<u>[Signature]</u>	<u>765 EDR.</u>
<u>Mark Dobson</u>	<u>[Signature]</u>	<u>8th 3rd</u>
<u>Nasir</u>	<u>[Signature]</u>	<u>229 Chgo St</u>
<u>DARNELL BROWN</u>	<u>[Signature]</u>	<u>752 Bristol St NYC</u>