



Aesthetic Matters LLC
235 Bowery

Community Board SLA License Questionnaire

Pesetsky & Bookman

Applicant's Alcoholic Beverage Counsel

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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

Arnette Scott, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Stipulations for Administrative Approval

I, Henry Rich, as a qualified representative of Aesthetic Matters LLC, located at 235 Bowery, New York, NY agree to the following stipulations:

- My license type is: ☐ beer & cider ☐ wine, beer & cider ☒ liquor, wine, beer & cider
- ☐ My License category is: ☐ New Application ☐ New Application and Temporary Retail Permit ☐ Temporary Retail Permit
☐ Removal ☐ Class Change ☐ Method of Operation ☐ Corporate Change ☐ Renewal ☒ Alteration
- ☒ I will operate a full-service restaurant, specifically a (type of restaurant) Modern american restaurant
☒ Kitchen open and serving food every night during all hours of operation.
- My hours of operation will be:
Mon 9am-1am; Tue 9am-1am; Wed 9am-1am; Thu 9am-1am; Fri 9am-1am; Sat 9am-1am; Sun 9am-1am.

(I understand opening is no later than specified opening hour & all patrons are to be cleared from business at specified closing hour)

- ☒ I may apply for sidewalk and/or roadbed dining as allowed by the Dining Out NYC or Open Streets Program but will close all outdoor dining by 10:00 p.m. all days and not have any music, speakers or tv monitors. I will not have commercial use of backyard, sideyard, or rooftop.
- ☐ 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.
☐ I will have a closed fixed façade with no open doors or windows except my entrance door 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.
- I will not have ☒ DJs, ☒ live music, ☒ promoted events, ☒ any event at which a cover fee is charged, ☒ scheduled performances, ☒ dancing, ☐ more than _____ private parties per _____.
- ☒ I will play ambient recorded background music only. 1 number of TVs.
- ☒ 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.
- ☒ I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
- ☒ I will not apply for an upgrade to a full on-premises liquor license, a change to my method of operation, or alteration for at least two years after my operations begin.
- ☒ I will not participate in pub crawls or have party buses come to my establishment.
- ☒ I will not have unlimited drink specials, including boozy brunches, with food.
- ☐ I will not have a happy hour or drink specials with or without time limitations OR ☒ I will have happy hour and it will end by 6pm. - **Please indicate one of the above** -
- ☒ I will not have wait lines outside. ☒ I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
- ☒ I will conspicuously post this stipulation form beside my liquor license inside of my business.
- ☒ 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: Henry Rich Phone Number: 732-689-3939

18. ☐ I will: _____

I hereby certify that the information provided above is truthful and accurate based upon my personal belief.

Henry Rich Henry Rich

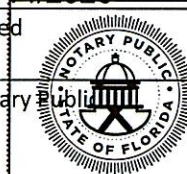
Signed State of Florida County of Marion

Sworn to this 14th day of October 2026

10/14/2026

Dated

Notary Public



YAKSIN MAURA MOLINA
Notary Public - State of Florida

Commission # HH617041
Expires on December 2, 2028

Notarized remotely online using communication technology via Proof.



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Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire for Administrative Approval

Today's Date: October 14, 2026

APPLICANT

1. Name of applicant and principle(s): Aesthetic Matters LLC
2. Premise address: 235 Bowery, New York, NY 10002
3. Cross streets: Between Bowery and Prince Street
4. Trade name (DBA): _____
5. Check which you are applying to: ☐ New liquor license ☒ Alteration of an existing license ☐ Sale of assets
6. If alteration, describe nature of alteration: Expansion the premises to include museum for private events, addition of bar on 7th floor
7. Is location currently licensed? ☒ Yes ☐ No
8. Type of license: OP Restaurant
9. Previous or current use of the location: Restaurant/Museum
10. Corporation and trade name of current location: Aesthetic Matters LLC
11. Type of building and number of floors: Freestanding, 9 floors
12. Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any back or side yard use? ☒ Yes ☐ No 12a. What is the permitted occupancy indoors and outdoors? 2,301
13. Do you plan to apply for Public Assembly permit? ☒ Yes ☐ No
14. 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): C6-1
15. How many licensed establishments are within 1 block? 6
16. How many On-Premise (OP) liquor licenses are within 500 feet? 23
17. Is premise within 200 feet of any school or place of worship? ☐ Yes ☒ No

PROPOSED METHOD OF OPERATION

18. Describe your method of operation: Restaurant within a museum
19. Will any other business besides food or alcohol service be conducted at premise? ☒ Yes ☐ No
20. If yes, please describe what type: Museum
21. What are the proposed days / hours of operation (specify days / hours each day and hours of outdoor space if applicable: 9am-1am daily
22. Total number of table: 31* 23. Total number of seats: 100*
24. How many stand-up bars / bar seats are located on the premise? 2 bars, 12 bar seats (ground floor and 7th floor)
(A stand-up bar is any bar or counter, whether with seating or not, over which a patron can order, pay for, and receive an alcoholic beverage.)

*additional tables and chairs
will be used for private
events.

25. Describe all bars (length, shape, and location): Bar 1: 23ft, rectangular, ground floor; Bar 2: 15 ft, rectangular, 7th floor
26. Does premise have a full kitchen? ☒ Yes ☐ No
27. What are the hours kitchen will be open? all hours of operation
28. What type of food is available for sale? Modern american healthy dishes
29. Will a manager or principal always be on site? ☒ Yes ☐ No If yes, which? manager
30. How many employees will there be? 35
31. Do you have or plan to install? ☐ French doors ☐ accordion doors ☐ windows
32. Will there be TVs / monitors? ☒ Yes ☐ No If Yes, how many? 1
33. Will premise have music? ☒ Yes ☐ No 33a. If Yes, what type of music? ☐ Live Music ☐ Jukebox
☐ DJ ☒ Tapes / CDs / iPod
34. If other type, please describe: _____
35. What will be the music volume? ☒ Background (quiet) ☐ Entertainment level
36. Please describe your sound system: _____
37. Will you host any promoted events, scheduled performances or any event at which a cover fee is charged?
☐ Yes ☒ No
38. If Yes, what type of events or performances are proposed and how often? n/a
39. How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? _____
See Rider attached
40. Will there be security personnel? ☐ Yes ☒ No 40a. If Yes, how many and when? _____
41. How do you plan to manage noise inside and outside your business so neighbors will not be affected? _____
See Rider attached
42. Do you have sound proofing installed? ☒ Yes ☐ No
43. If not, do you plan to install sound-proofing? ☐ Yes ☐ No

APPLICANT HISTORY

44. Has this corporation or any principal been licensed previously? ☒ Yes ☐ No If yes, please indicate name of establishment(s): See attached
45. Address: See attached 45a. Community Board See attached
46. Dates of operation: See attached
47. Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If yes, explanation of experience or resume.
48. Does any principal have other business in the area? ☐ Yes ☒ No If yes, give trade name and describe type of business: _____
49. Has any principal had SLA reports or action within the past 3 years? ☐ Yes ☒ No If yes, attach list of violations and dates of violations and outcomes.

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.

Rider

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment?

Patrons to the premises will be queued within the restaurant's entrance and museum lobby, not the street. There is no direct entrance to the street. There will be two entrances to the restaurant: one entrance from the museum lobby that will be used during the hours the museum is open to the public, and a second service entrance on Freeman Alley, off Rivington Street, that will also be used as the restaurant entrance when the museum is closed to the public (before 11am and after 6pm). We do not believe the addition of this restaurant will negatively affect the status quo, as Bowery is a major thoroughfare, well equipped to handle vehicular traffic daily, and Freeman's Alley is currently used by Freeman's restaurant and the Untitled Hotel for their customer access. Similarly, during private events within the museum, queuing will take within the museum's lobby.

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

The restaurant is in the interior space of the museum. The closest door to the outdoors is 72ft. away from the restaurant and exits at the Freeman Alley entrance off Rivington. The interior of the restaurant is lined with soundproofing cork. The museum on a whole is also soundproof so that any sound emanating from private events will be controlled. Staff will be trained to ensure the noise from the interior space is controlled at all hours.

Additional License History – Henry Rich

Entre Deux Mers LLC d/b/a June Restaurant

231 Court Street, Brooklyn, NY

2015 – Present

Four Hands LLC d/b/a Anais

196 Bergen Street, Brooklyn, NY

2023 - Present

Platamata LLC d/b/a Metta

197 Adelphi Street, Brooklyn, NY

2016 – Present

Purslane 233 LLC

233 Butler St, Ground Fl – East, Brooklyn, NY

2020 – Present

