



CITY OF NEW YORK  
**MANHATTAN COMMUNITY BOARD 10**  
215 West 125<sup>th</sup> Street, 4<sup>th</sup> Floor—New York, NY 10027  
T: 212-749-3105 F: 212-662-4215

**HENRIETTA LYLE**  
Chairperson

**ANDREW LASSALLE**  
Assistant District Manager

January 8, 2014

**Resolution: Support of a New Liquor License Application for 2288 Custom, LLC d/b/a Custom Fuel Pizza, located at 2288 Frederick Douglass Blvd., New York, NY 10027.**

**WHEREAS**, the New York State Liquor Authority (SLA) has the jurisdiction to issue on-premise licenses according to the Alcoholic Beverage Control Laws, and is responsible for enforcing those laws; and

**WHEREAS**, Manhattan Community Board 10 reviews all new applications and offers guidance to the SLA about the potential impact of a license on public safety and quality of life in our neighborhoods; and

**WHEREAS**, Manhattan Community Board 10, as part of its due diligence process, reviews an applicant's proposed methods of operations for the subject restaurant/bar or lounge, price points, employee hiring processes, employee wages and benefits, and community involvement; and

**WHEREAS**, 2288 Custom, LLC is applying for a Liquor License for an establishment to be known as Custom Fuel Pizza, located at 2288 Frederick Douglass Blvd., New York, NY 10027, on the southeast corner of 123<sup>rd</sup> Street; and

**WHEREAS**, the Applicant appeared before Community Board 10's Economic Development Committee on December 12, 2013 and presented the following information;

1. The Managing Member of 2288 Custom, LLC is Mr. Jeremy Wladis, and the company has 14 additional owners. Mr. Wladis' companies own liquor licenses at five other restaurants on the Upper West Side and downtown, and they operate additional restaurants in the Carolinas and in Washington, DC.
2. The Applicant will operate a fast-food styled, moderately-priced pizza restaurant which will serve beer, wine and margaritas.
3. The Applicant has a seven year lease for the premises.

4. The restaurant's price points will be as follows: Salads \$7.97 and pizzas from \$6.57 - \$7.97, plus additional toppings at \$0.97 per topping. Beer priced at \$3.27 - \$5.27 and Margaritas and rum punch priced at \$4.00.
5. The restaurant will be open seven days, from 11:00 am to 11:00 pm Sunday through Friday and from 11:00 am to 12:00 midnight on Saturday. The restaurant will provide delivery service in the neighborhood.
6. The restaurant will have a seating area of approximately 1,000 square feet and will accommodate approximately 30 seated customers. There will be no bar.
7. The restaurant will be handicapped accessible. All entries are ground level, and doorways and rest rooms will be wheelchair accessible.
8. The Applicant does not intend to hire security personnel. The premises are located across the street from the 28 precinct.
9. The restaurant will not provide live music, but will provide recorded background music. The restaurant does not intend to have DJs.
10. Applicant intends to hire approximately 20 employees, including 2 managers at approximately \$40,000 per year each, 2 shift leaders at a rate of \$15 per hour, and counter and prep employees at an average rate of \$10 per hour. Health Insurance will be offered in compliance with any and all new Federal Regulations.
11. As is its current practice at its other NYC restaurants (where it currently employs Harlem residents), applicant intends to hire employees from the Harlem Community using window postings at the premises and agencies.
12. Applicant typically offers hands-on training at its restaurants, and has been successful in training its employees to become managers.

**WHEREAS**, the Applicant has submitted a petition of support signed by 11 residents of the premises building; and

**WHEREAS**, the Applicant has submitted 9 letters of support from area community leaders and associations, residents and business, businesses and individuals familiar with Applicant's other restaurants; and

**WHEREAS**, the Economic Development Committee on December 13, 2013 voted 9-yes, 0-no, and 0-abstention to support this application;

**THEREFORE, BE IT RESOLVED**, that on January 8, 2014, Manhattan Borough Community Board 10 supports the Liquor License application of 2070 Restaurant Group, LLC with a vote of 32 in favor, 3 opposed and 2 abstentions.