

#21



THE CITY OF NEW YORK  
MANHATTAN COMMUNITY BOARD NO. 3  
59 East 4th Street - New York, NY 10003  
Phone: (212) 533-5300 - Fax: (212) 533-3659  
www.cb3manhattan.org - info@cb3manhattan.org

Dominic Pisciotta, Board Chair

Susan Stetzer, District Manager

**Community Board 3 Liquor License Application Questionnaire**

**Please bring the following items to the meeting:**

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- 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 your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar.
- Letter of notice of proposed business to block, tenant or neighborhood association if one exists. E-mail the CB3 office at **info@cb3manhattan.org** for help to find block associations.
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- NA If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license
- alteration of an existing liquor license
- corporate change
- upgrade of an existing liquor license
- sale of assets

**If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.**

Type of license: On premises liquor Is location currently licensed?  Yes  No

If alteration, describe nature of alteration: NA

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Friend TRI New York Inc. d/b/a Hea Hea Bar Restaurant

**APPLICANT:**

Name of applicant and all principals: 90 3rd Ave NYC Inc.  
Niall Henry and Declan Rainsford

Trade name (DBA): None yet

Premise address and cross streets: 145 East 13th Street a/k/a 106 3rd Avenue, New York, New York 10003, corner of 13th Street.

**PREMISE:**

Type of building and number of floors: 2 story commercial. Applicant will be sole tenant.

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages? (includes roof & yard)  Yes  No If Yes, describe and show on diagram: unenclosed sidewalk  
cafe approximately 6-8 tables, seating for 24-32 people

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate of occupancy of back or side yard intended for commercial use?  Yes  No  
Indoor Certificate of Occupancy 74 Outdoor Certificate of Occupancy Not applicable

Do you plan to apply for Public Assembly permit?  Yes  No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/>):  
C6-2A

Is this premise wheel chair accessible?  Yes  No

**PROPOSED METHOD OF OPERATION:**

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?  
Restaurant

Will any other business besides food or alcohol service be conducted at premise?  Yes  No  
If yes, please describe what type: \_\_\_\_\_

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Indoor hours: 7 days per week, Monday - Saturday 11:00am-4:00am  
Cafe hours: 7 days a week 11:00 am to 11:00 pm

Number of tables? 18 Tables Number of seats at tables? 72 seats

How many stand-up bars/ bar seats are located on the premise? 2 stand-up bars  
(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)

Describe all bars (length, shape and location): 25ft in length, straight shaped, north wall of both floors  
Any food counters?  Yes  No If Yes, describe: \_\_\_\_\_

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  
American comfort food

What are the hours kitchen will be open? Monday-Sunday 11:00am-3:00am

Will a manager or principal always be on site?  Yes  No If yes, which? Niall Henry

How many employees will there be? 14-18

Do you have or plan to install  French doors  accordion doors or  windows?

Will you agree to close any doors and windows at 10:00 P.M. every night?  Yes  No

Will there be TVs/monitors?  Yes  No (If Yes, how many?) Four (4)

Will premise have music?  Yes  No

If Yes, what type of music?  Live musician  DJ  Juke box  Tapes/CDs/iPod

If other type, please describe \_\_\_\_\_

What will be the music volume?  Background (quiet)  Entertainment level

Please describe your sound system: Ipod with speakers

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. - Door person will maintain low volumes outside of premises.

Will there be security personnel?  Yes  No (If Yes, how many and when) 5-7 nights per week  
a door person will be on duty. In addition 1 or 2 managers will always be on duty.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. The door person will see that customers out front, e.g. cigarette smokers keep their voices at a low volume. Those who refuse to comply will not be welcome back inside.

Do you  have or  plan to install sound-proofing? We intend to install Isotrax. This is a sound proofing product which has been recommended to us by architects. We have used it at other establishments and found it to be extremely effective in keeping the sound inside the establishment.

**APPLICANT HISTORY:**

Has this corporation or any principal been licensed previously?  Yes  No

If yes, please indicate name of establishment: Brazen Fox & Ron Black's

Address: 175 and 181 Mamaroneck Avenue, White Plains, NY Community Board # NA

Dates of operation: Brazen Fox 2006-Present and Ron Black's 2010-present

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business \_\_\_\_\_

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, 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? Three (3)

How many licensed establishments are within 500 feet? Ten (10)

Is premise within a 500 foot radius of 3 or more establishments with OP licenses?  Yes  No

How many On-Premise (OP) liquor licenses are within 500 feet? Eight (8)

Is premise within 200 feet of any school or place of worship?  Yes  No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

**COMMUNITY OUTREACH:**

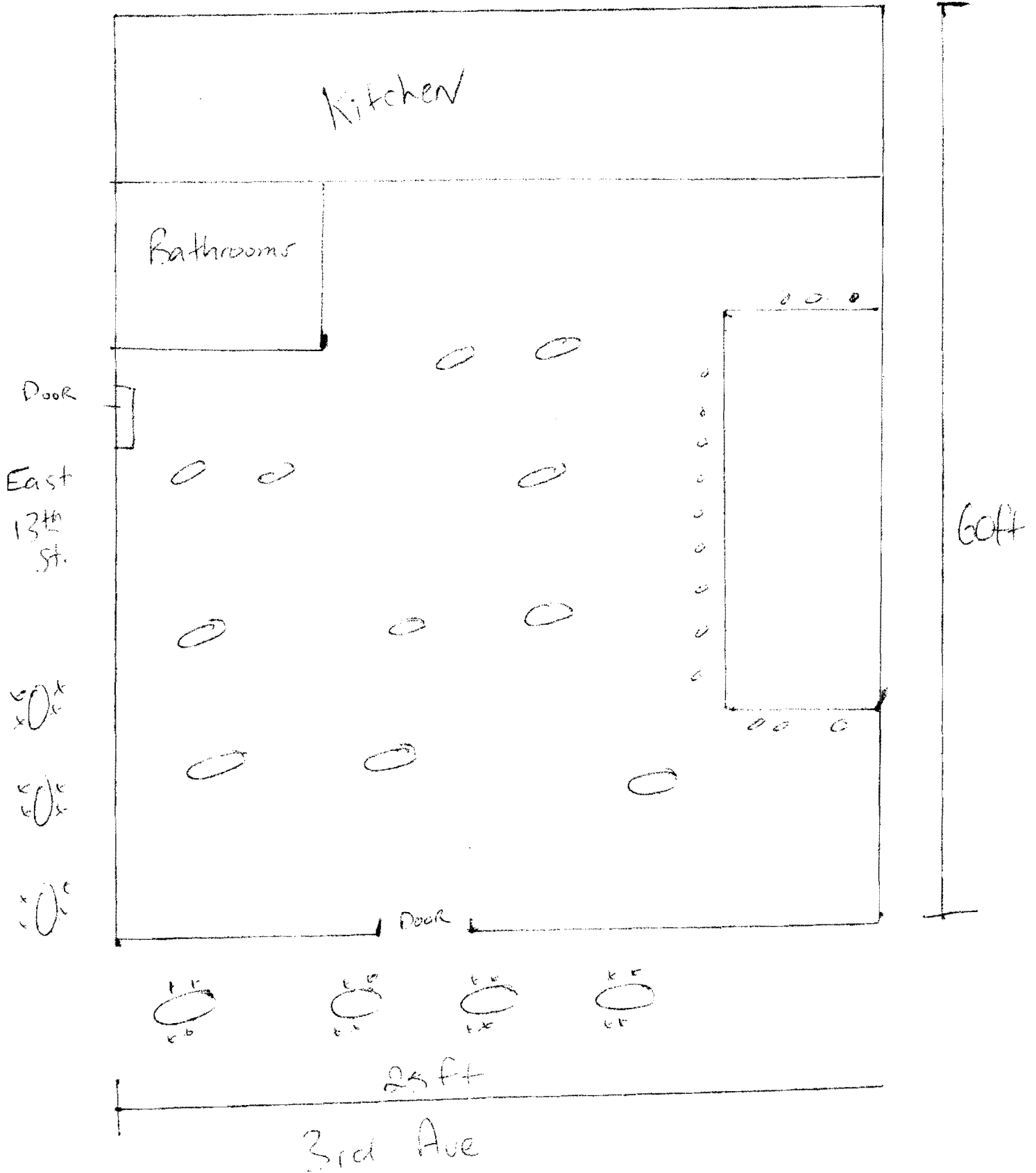
If there are block associations, neighborhood or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at [info@cb3manhattan.org](mailto:info@cb3manhattan.org) for any contact information that is on file.

**Petitions should 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).



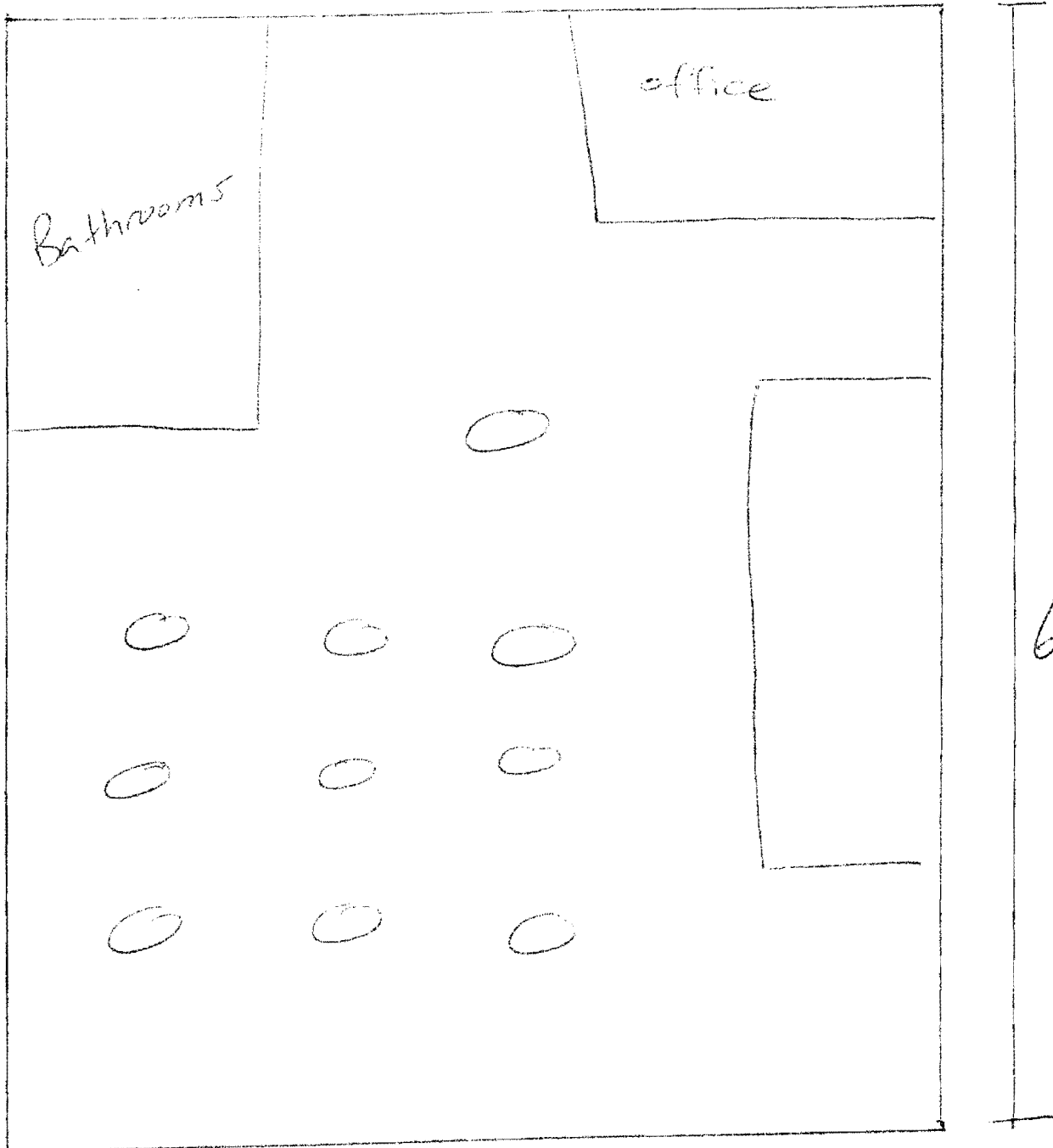
106 THIRD AVENUE

GROUND FLOOR



106 THIRD AVENUE

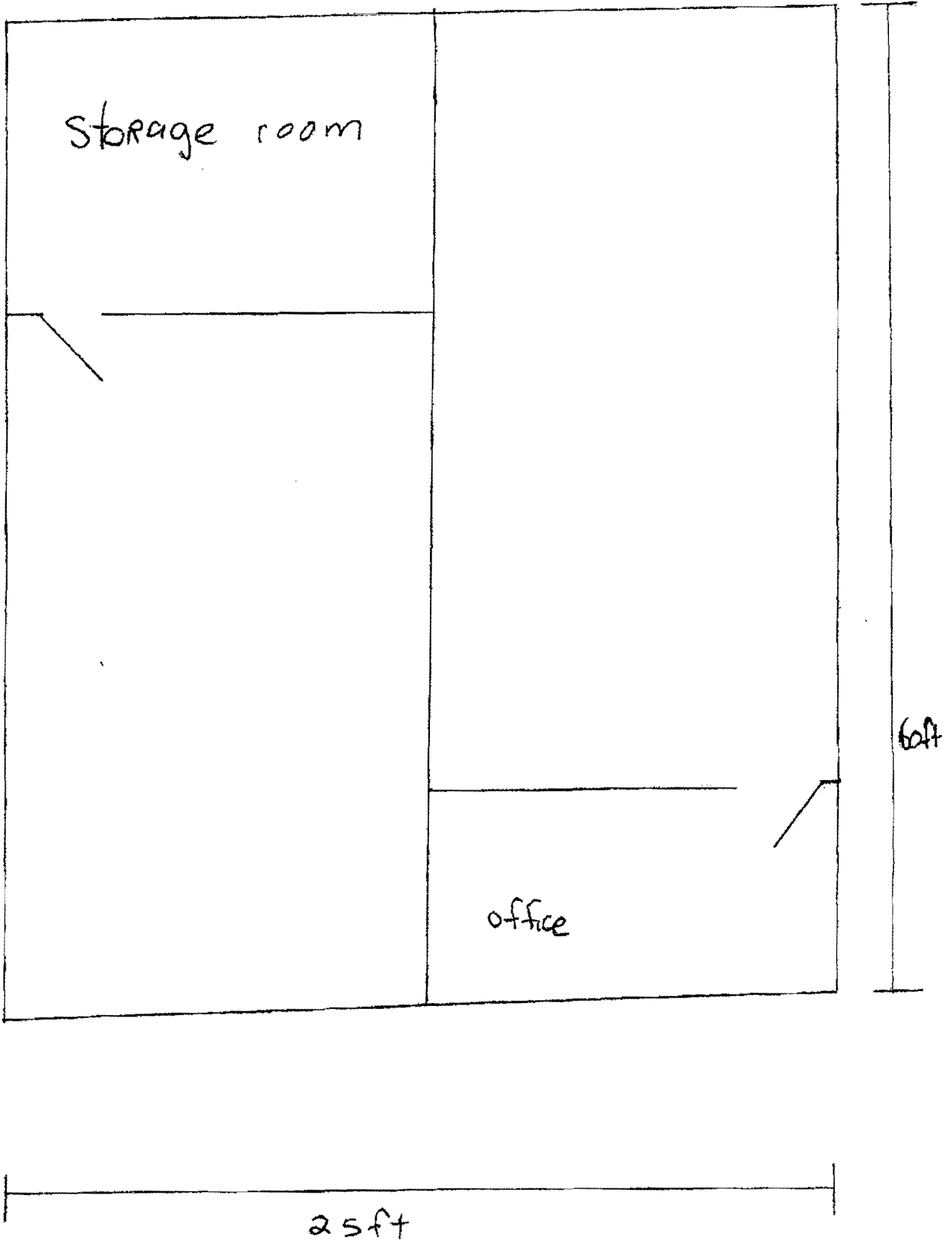
SECOND FLOOR



60ft.

3rd Avenue

106 3rd Ave - Basement Diagram





**Niall J. Henry**

22 Stevens Avenue  
Yonkers, NY 10704  
(914) 525-5331

Email: nhenry80@yahoo.com

**SUMMARY**

- Experienced professional with a successful career in banking, business development and administration
- Excels at interfacing with others at all levels to ensure organizational goals are attained
- Proactive approach has resulted in capturing numerous new relationships and expanding existing client base
- Possesses excellent interpersonal, analytical and organizational skills
- Excels within highly competitive environment where leadership skills are the key to success
- An effective manager with the skills necessary to train, direct and motivate staff to the highest potential

**RELATED  
EXPERIENCE**  
7/2002-Present

**Hudson Valley Bank**

Yonkers, NY

*Current Position: Vice President*

- High Profile management position accountable for soliciting business accounts and developing strategic alliances with clientele
- Develop and maintain existing Deposit Portfolio of \$115 million and Loan Portfolio of \$140 million
- Main tactic to maintaining and growing portfolio is relationship style banking where customer service is a major component to success
- Develop tactics to increase assets and profitability within a current market of Westchester, Manhattan, Bronx, Queens and Brooklyn
- Devise and implement innovative marketing principles and promotional sales events for commercial projects to further support financial growth
- Cross-sell banking services and products to clientele
- Participate in community events to position bank as a leader within the territory
- Successfully manage 2 Portfolio Managers and support 7 Branch Managers to help obtain new business while retaining and further developing existing client base
- Completed extensive 2 year Relationship Management Program
- Completed extensive Commercial Credit Training Program

**Highlights:**

- Existing Deposit and Loan Portfolio generates annual net income of \$3.3 million
- Exceeded Annual Loan, Deposit and Fee goals over the last 7 years

# Declan Rainsford

180 Bronxville Road, Bronxville, New York 10708  
Phone (914) 830-0050 Fax: (914) 358-5915

## PROFILE

Over twenty-two years of experience in the restaurant and hotel industry on many levels, including training of other employees in the same profession and owning as well as operating several establishments. Experienced customer advocate demonstrating a proactive management role in both office and restaurant settings. Strong leadership and influencing skills utilized to motivate, educate, and direct a team. Able to identify, communicate, and resolve problematic situations. Ability to quickly evaluate and assess customer needs and expedite service to resolve customer issues in fast-paced environments.

## EXPERIENCE

### **MARRIOTT HARBOR BEACH HOTEL, Fort Lauderdale, Florida September 1992 to January 1994**

Trained in all areas of this resort property as part of obtaining bachelor's degree in hotel management.

### **ARIZONA BILTMORE HOTEL, Phoenix, Arizona September 1994 to September 1999**

Worked as Associate Restaurant Manager in multiple departments of the operation including, but not limited to customer relations, working with executive chefs, motivating, and managing employees, marketing, and creating and maintaining a budget.

### **RAMBLING HOUSE RESTAURANT, Bronx, New York January 2001 to December 2007**

Managing owner of newly created restaurant. Directed all general restaurant operations.

### **BRAZEN FOX, WHITE PLAINS, New York December 2007 to Present**

Created, owned and operated new restaurant. Hold full responsibility for all aspects of daily front- and back-end business operations.

### **RON BLACKS, WHITE PLAINS, New York December 2009 to Present**

Created, owned and operated new restaurant. Hold full responsibility for all aspects of daily front- and back-end business operations.

## EDUCATION

### **BLACKROCK COLLEGE, Dublin, Ireland 1982-1990**

High School Diploma

### **COLLEGE OF FOOD & HOSPITALITY, Birmingham, England 1990-1992**

### **NEW HAMPSHIRE COLLEGE, Manchester, New Hampshire 1992-1994**

Bachelor's Degree in Hotel Management