



THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003
Phone: (212) 533-5300 - Fax: (212) 533-3659
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, 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 proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:
http://www.nyc.gov/html/maucb3/html/sla/community_groups.shtml
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- 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

Check if either of these apply:

- sale of assets upgrade (change of class) of an existing liquor license

Today's Date: _____

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.

Is location currently licensed? Yes No Type of license: _____

If alteration, describe nature of alteration: N/A

Previous or current use of the location: _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 129 ST. MARKS PL, NEW YORK, NY 10009

Cross streets: ST MARKS + AVE A (NW CORNER)

Name of applicant and all principals: JAMES MORRISSEY
GERARD MCNAMEE

Trade name (DBA): THE HONEY FITZ

PREMISE:

Type of building and number of floors: MIXED RESIDENTIAL & COMM, 6 FL

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: Between 5-7 small 2 person dinner tables, Sidewalk of ST MARKS. NOT Ave A

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any back or side yard use? Yes No What is maximum NUMBER of people permitted? 73 & 70

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

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):

R7A R8B

PROPOSED METHOD OF OPERATION:

Will any other business besides food or alcohol service be conducted at premise? Yes No

If yes, please describe what type: Co-working Facilities (weekdays)
Free wifi, printing available

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 11AM - 4AM inside 7 DAYS

11AM - 10pm outside 7 DAYS

Number of tables? 25-33 Number of seats at tables? 70-90

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

(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) 1) 8FT x 5ft U shaped bar - West of establishment

Describe all bars (length, shape and location): 2) 15FT Main Bar - North East Corner

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

Health Conscious, breakfast, lunch, dinner - see menu

What are the hours kitchen will be open? 11AM - 4AM

Will a manager or principal always be on site? Yes No If yes, which? Manager/Principal

How many employees will there be? 20

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

Will there be TVs/monitors? Yes No (If Yes, how many?) 2

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: 4 Speakers, 2 monitors

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

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")

Will there be security personnel? Yes No (If Yes, how many and when) _____

2. Thur/Fri/Sat 8pm - 4AM

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

Do you have or plan to install sound-proofing?

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: The Late Late

Address: 159 E Houston St. Community Board # 3

Dates of operation: June 2014 - 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 The Late Late Bar and Restaurant

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? 15

How many On-Premise (OP) liquor licenses are within 500 feet? 17

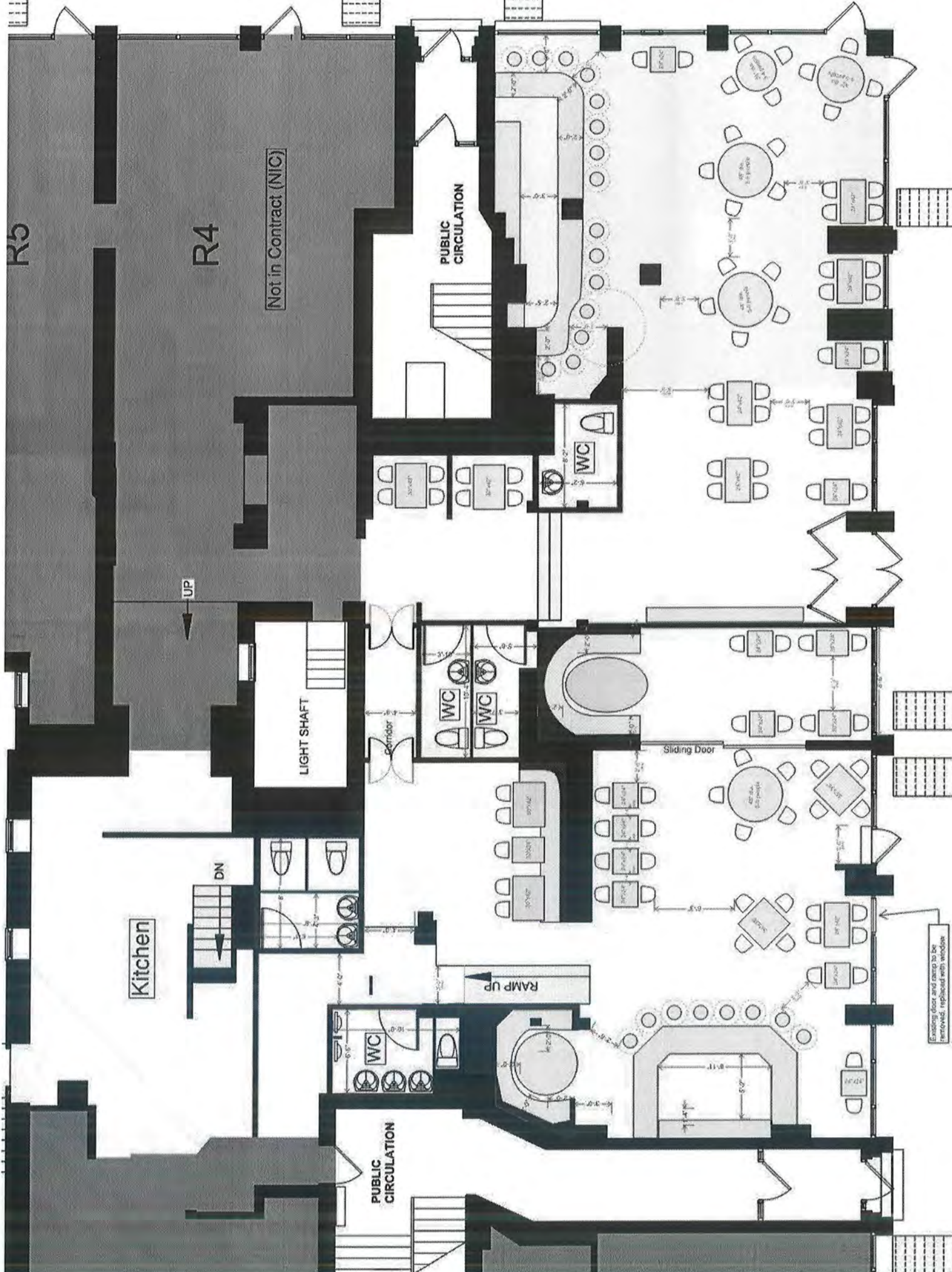
Is premise within 200 feet of any school or place of worship? Yes No

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. Also use provided petitions, which 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).

We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.

1. I agree to close any doors and windows at 10:00 P.M. every night?
2. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than ___ DJs/ promoted events per ___, more than ___ private parties per ___
3. I will play ambient recorded background music only.
4. I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5. I will not seek a change in class to a full on-premise liquor license. Or my business plan is to seek an upgrade at a later date.
6. I will not participate in pub crawls or have party buses come to my establishment.
7. I will not have a happy hour. Or Happy hour will end by 8pm.
8. I will not have wait lines outside. There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9. Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.



ST. MARKS PLACE

Not in Contract (NIC)

Kitchen

LIGHT SHAFT

PUBLIC CIRCULATION

PUBLIC CIRCULATION

WC

WC

WC

RAMP UP

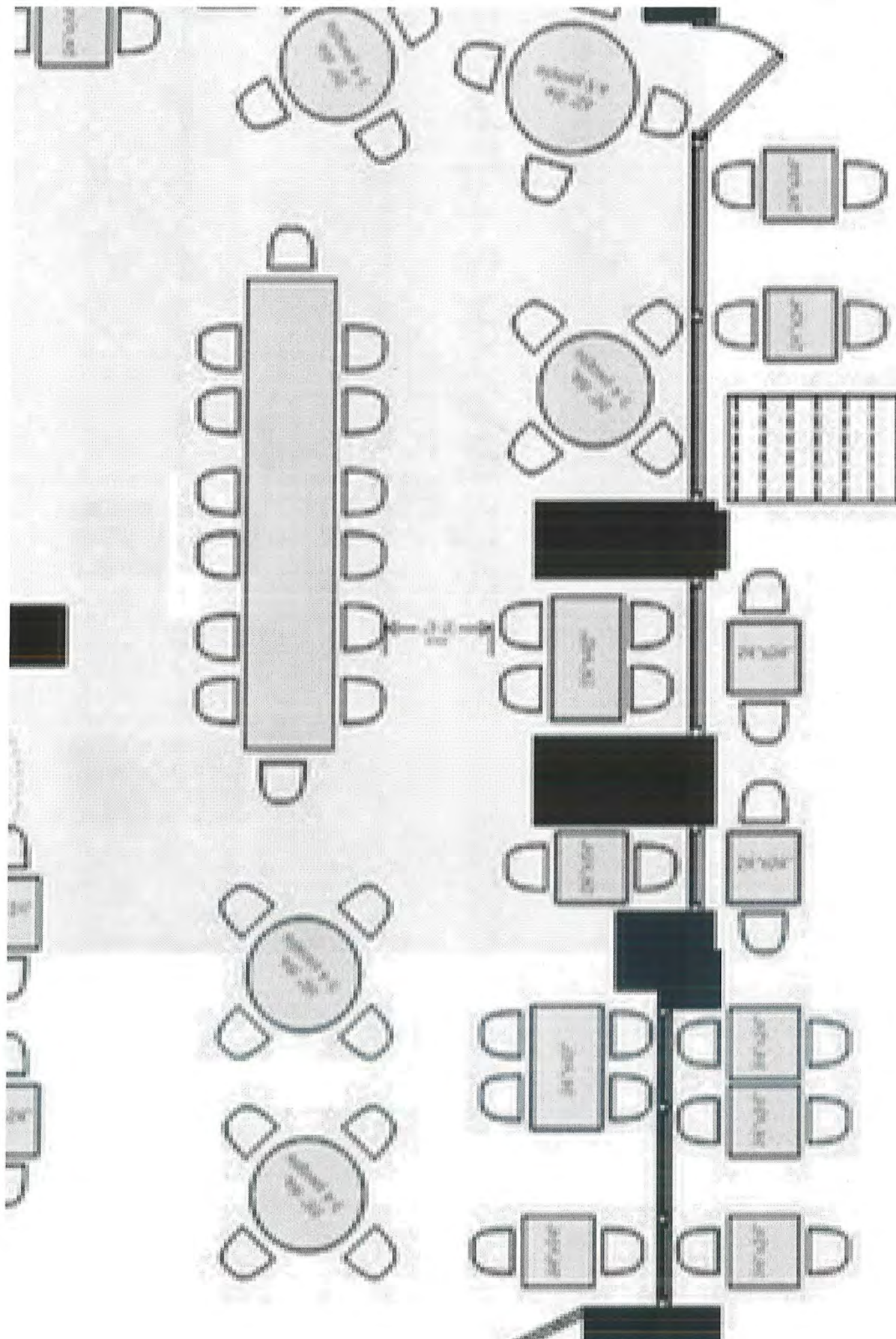
Sliding Door

Embossed floor and ramp to be removed, replaced with antiseptic

UP

DN

Corridor



ST. MARKS PLACE

Proximity Report for Location:

January 20, 2016

129 St Marks Pl, New York, NY, 10009

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
HIGH SPIRITS WINE & LIQUOR INC	44 18 GREENPOINT AVE	2415 ft
888 LIQUOR STORE INC	4126 GREENPOINT AVE	2430 ft
ASHOK KAUSHIK	43 42 48TH STREET	3365 ft
LODAN LIQUORS INC	4014 14A QUEENS BLVD	3470 ft
ADOLFO'S LIQUORS CORP	52 19 ROOSEVELT AVE	3665 ft
SUNNYSIDE M & W SPIRITS INC	42 26 43RD AVENUE	3840 ft
JIN BROTHERS INC	51 03 SKILLMAN AVE	4180 ft
WINESHOP LLC	438 A E 9TH ST	220 ft
FUNG SING INC	138 1ST AVENUE	610 ft
NIZGA CORP	58 AVENUE A	1030 ft
AVENUE A WINES INC	196 AVENUE A	1045 ft
BRIX NYC LLC	649 E 9TH STREET, EAST STORE	1195 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	1205 ft
JCCSM INC	45 1ST AVE	1445 ft

Churches within 500 Feet

Name	Approx. Distance
Saint Mark's Memorial Chapel	245 ft

Schools within 500 Feet

Name	Address	Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
ALOUETTE CORPORATION	131 AVENUE A	75 ft
LUDWIKA MICKEVICIUS	135 AVE A	85 ft
BAC 115 CORP	115 ST MARKS PL	145 ft
TDDG INC	126 ST MARKS PL	165 ft
WISHBONE PRODUCTIONS INC	141 AVENUE A	175 ft
119 AVENUE A RESTAURANT CORP	119 AVENUE A	185 ft
TOZZER LTD	112 AVENUE A	195 ft
YUCA BAR & RESTAURANT INC	111 AVENUE A	290 ft
SEVEN A CAFE INC	130 E 7TH STREET	315 ft
LE MIU CORP	107 AVE A	335 ft

Name	Address	Approx. Distance
SADA THREE LLC	132 ST MARKS PL	335 ft
BUA NEW YORK LLC	122 SAINT MARKS PLACE	395 ft
A H 103 CORP	103 AVENUE A	400 ft
NEW STATFORD RESTAURANT INC	121 ST MARKS PLACE	405 ft
CULLEN RESTAURANT INC	118 ST MARKS PLACE	420 ft
MOONWALKERS RESTAURANT CORP	101 AVENUE A	430 ft
CRIF DOGS ENTERPRISES INC	113 ST MARKS PLACE	450 ft
CORSICA ENTERTAINMENT INC	505 E 6TH STREET	525 ft
CIEN FUEGOS LLC	95 AVENUE A	530 ft
EAE CORP	94 96 AVENUE A	535 ft
RED MALBEC LLC	509 E 6TH ST	535 ft
THREE BEANS INC	93 AVENUE A	545 ft
FLINDERS LANE LLC	162 AVE A	545 ft
1465 CDM INCORPORATED	126 1ST AVENUE	555 ft
BA VICTORY CORP	513 E 6TH ST	560 ft
ELLSFRED INC	520 E 6TH ST	585 ft
PATTY MC CARTHYS INC	169 AVENUE A	590 ft
ARROW 85 ASSOCIATES LLC	85 AVENUE A	605 ft
BOGGY DEPOT INC	85 AVENUE A	605 ft
CAFETASIA INC	85 AVENUE A	610 ft
CHEAPSHOTS INC	140 1ST AVENUE	615 ft
LITTLE REBEL INC	134 1ST AVE	615 ft
CHERRY TAVERN INC	441 E 6TH STREET	615 ft
ST MARKS ENTERPRISES INC	132 1ST AVENUE	615 ft
AVE A KARAOKE CORP	81 AVENUE A	640 ft
LITTLE HANDS PLAYCAFE INC	433 EAST 6TH ST	645 ft
GETURDUN EZ LLC	120 1/2 1ST AVENUE	660 ft
143 RESTAURANT CORP	143 1ST AVENUE	670 ft
PARMYS KABOB AND GRILL INC	125 127 1ST AVE	690 ft
SCHEIB S PLACE INC	80 ST MARKS PLACE	690 ft
510 EAST 11TH STREET CORP	510 E 11TH STREET	705 ft
W C O U RADIO INC	115 1ST AVENUE	710 ft
LOVE PICIN INC	153 1ST AVENUE	725 ft
YORI NYC CORP	119 1ST AVE	735 ft
TAQUERIA SAINT MARKS PLACE INC	79 SAINT MARKS PL	745 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
VIRGOLA 2 LLC	111 E 7TH ST	375 ft
SONS OF BROOKLYN LLC	424 E 9TH ST	495 ft
RIVKA INC	101 ST MARKS PLACE	525 ft
JARLENE CORP	160 1ST AVE	705 ft

Unmapped licenses within zipcode of report location

129 St Marks

Establishments selling/serving beer, wine (B/W) or Liquor (OP) for 2 blocks in each direction. Numbers below correspond to the Map.

- 1) (OP) Ten Degrees: 121 St. Marks Pl, New York, NY 10009
- 2) (B/W) Luca Bar: 119 St Marks Pl #2, New York, NY 10009
- 3) (B/W) Five Tacos: 119 St Marks Pl, New York, NY 10009
- 4) (OP) Box Kite Coffee (BAC 115 Corp) 115 St Marks Pl, New York, NY 10009
- 5) (OP) Crif Dogs Enterprises Inc. 113 St Marks Pl, NY 10009
- 6) (B/W) Timna: 109 St Marks Pl, New York, NY 10009
- 7) (OP) Goodnight Sonny: 134 1st Avenue, New York, NY 10009
- 8) (OP) Taqueria, 79 St Marks Pl, New York, NY 10003
- 9) (B/W) Rakka Cafe, 81 St Marks Pl, New York, NY 10003
- 10) (B/W) La Palapa, 77 St Marks Pl, NY 10003
- 11) (OP) Holiday Cocktail Lounge, 75 St Marks Pl, New York, NY 10003
- 12) (OP) William Barnacle Tavern, 78 St Marks Pl, New York, NY 10003
- 13) (B/W) Jules, 65 St Marks Pl, NY 10009
- 14) (B/W) Cafe Orlin, 41 St Marks Pl, New York, NY 10003
- 15) (OP) Dallas BBQ, 132 2nd Ave, New York, NY 10003
- 16) (B/W) The Immigrant, 341 E 9th Stree, NY 10009
- 17) (OP) Doc Holidays, 141 Avenue A, NY 10009
- 18) (OP) Empellon al Pastor, 132 St Marks Pl, NY 10009
- 19) (B/W) Via Della Pace, 130 St Marks Pl, NY 10009
- 20) (OP) EVS, 126 St Marks Pl, NY 10009
- 21) (OP) BUA, 122 St Marks Pl, NY 10009
- 22) (OP) St Dymphnas, 118 St Marks Pl, NY 10009
- 23) (B/W) Crooked Tree, 110 St Marks Pl, NY 10009
- 24) (B/W) Davids Cafe, 110 St Marks Pl, NY 10009
- 25) (OP) V BAR, 132 1st Avenue, NY 10009
- 26) (OP) The Grafton, 126 1st Ave, NY 10009
- 27) (OP) International Bar, 120 1/2 1st Ave, NY 10009
- 28) (OP) Big Bar, 75 E 7 St, NY 10003
- 29) (OP) Klimat Lounge, 77 E 7 St, NY 10003
- 30) (OP) Blue&Gold Tavern, 79 E 7th St, NY 10003
- 31) (OP) Krystal's Cafe 81, 81 E 7th St, NY 10003
- 32) (OP) Tile Bar, 115 1st Ave, NY 10003
- 33) (B/W) Oiji, 119 1st Avenue, NY 10003
- 34) (B/W) Organic Grill, 123 1st Ave, NY 10003
- 35) (B/W) Caracas, 93 1/2 E 7th St, NY 10003
- 36) (B/W) "Virgale", Not registered
- 37) (B/W) Shervins, 131 E 7th St, NY 10009
- 38) (B/W) Avant Garden, 130 E 7 St, NY 10009
- 39) (OP) Miss Lilly's, 109 Ave A, NY 10009
- 40) (OP) Yuca Bar, 111 Avenue A, NY 10009
- 41) (OP) Lovers of Today, 132 1/2 E 7 St, NY 10009

- 42) (OP) Horseshoe Bar, 108 Ave B, New York, NY, 10009
- 43) (OP) Pardon My French, 103 Ave B, NY, 10009
- 44) (OP) Josies Bar, 520 E 6th St, NY 10009
- 45) (OP) Sidewalk Cafe, 94 Ave A, New York
- 46) Not registered
- 47) (OP) Pyramid Club, 101 1st Ave, NY 10003
- 48) (B/W) Hayaty, 103 Avenue A, NY 10009
- 49) (OP) Niagra, 112 Ave A, NY 10009
- 50) (B/W) Mini Thai Cafe, 105 Ave A, NY 10009
- 51) (OP) The Black Rose, 117 Avenue A, NY 10009
- 52) (OP) Maiden Lane, 162 Ave B, NY 10009
- 53) (OP) Blind Barber, 339 E 10 St, NY 10009
- 54) (OP) Gnocco), 337 E 10 St, NY 10009
- 55) (OP) Horus Cafe on A, 293 E 10 St, NY 10009
- 56) (B/W) Brindle Room, 277 E 10 St, NY 10009
- 57) (OP) Pinks, 242 E 10 St, NY 10003
- 58) (OP) Sly Fox, 140 2nd Ave, NY 10003
- 59) (OP) San Loco, 124 2nd Ave, NY 10003
- 60) (B&W) Bar Virage, 118 2nd Ave, NY 10003
- 61) (B/W) Cafe Mocha, 116 2nd Ave, NY 10003
- 62) (B/W) Hot Kitchen, 104 2nd Ave, NY 10003
- 63) (B&W) Lionsbeerstore, 104 2nd Ave, NY 10003
- 64) (B/W) Via Della Pace, 48 E 7th St, NY 10003
- 65) (B/W) Mancora, 99 1st Ave, NY 10003
- 66) (OP) Coal Yard Bar, 102 1st Ave, NY 10009
- 67) (B/W) Caravan of Dreams, 405 E 6th St, NY 10009
- 68) (OP) Death and Co. 433 E 6th St, NY 10009
- 69) (OP) Cherry Tavern, 441 E 6th St, NY 10009
- 70) (OP) Amor y Amargo, 443 E 6th St, NY 10009
- 71) (OP) Cienfuegos, 95 Ave A, NY 10009
- 72) (B/W) 6th Street Kitchen, 507 E 6th St, NY 1009 - PENDING/OOB
- 73) (OP) Manitoba's, 99 Avenue B, NY 10009
- 74) (B/W) SushiDojo, 110 1st Ave, NY 10009
- 75) (OP) Coyote Ugly, 153 1st Ave, NY 10009
- 76) (OP) Ugly Kitchen, 103 1st Ave, NY 10003
- 77) (B/W) 6th Street Kitchen, 507 E 6th St, NY 10009 - PENDING/OOB

st marks





POLICE DEPARTMENT

9th Precinct
321 East 5th Street
New York, NY 10024

July 24, 2015

To Whom It May Concern;

Please allow me to introduce myself. My name is Lieutenant Patrick G. Ferguson and I am the Special Operations Lieutenant for the Ninth Precinct in Manhattan. Parts of my responsibilities include maintaining relationships with the licensed premises that are located within our jurisdiction. Presently, there are over 300 licensed premises in the Ninth Precinct.

Gerard McNamee is the Director of Operations at Webster Hall Entertainment Corporation located at 125 E 11 Street. Mr. McNamee is a true professional and runs Webster Hall in a professional manner. He has constantly maintained an excellent working relationship with the Ninth Precinct and with the community for the past eight years. He has continuously made himself available to the undersigned and to the members of our precinct. He always assures that an adequate amount of security is on hand to manage crowds of over 10,000 patrons a week and that there are no issues on the street or inside the club. Mr. McNamee specializes in night club operations, security, crowd control, personnel management and community affairs. He is the direct liaison to the precinct, community council, NYPD Legal Department and the New York State Liquor Authority.

Please feel free to contact me at (212) 477-7846 if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "P. G. Ferguson".

Lt. Patrick G. Ferguson



FIRE DEPARTMENT
42 Great Jones New York NY 10012

TEL. 212 570-4233

FAX 212-614-0187

ENGINE COMPANY 33

To Whom It May Concern:

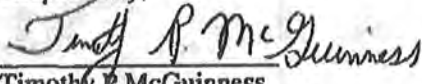
Upon being promoted to Captain nearly six years ago I was given the command of Engine Company 33. We are a very bust firehouse that responds to numerous fire and emergencies. One business that is operated by a no nonsense professional is Webster Hall that is run by Gerard McNamee. He consistently maintains a safe environment for the many thousands of customers that Webster Hall processes each week. Every time I have dealt with this gentleman over the years he is available forthwith. Gerard is respectful and responsible and is eager to help us achieve our goal whether it be anything from a medical call or investigation of routine alarm. I have responded there to unfounded complaints of overcrowding and Gerard is always available to help in any investigation.

We are the first due and administrative firehouse for Webster Hall and upon inspection Mr. McNamee always produces his several FDNY Certificate of Fitness to make our periodic and annual workflow go smooth. I would like to emphasize how with dealing with Mr. McNamee is a pleasure because through his professionalism we are very often allowed a quick return to service which is important for business and the safety of our citizens. Like the old saying goes, it is the pros that make a tough situation look easy.

Mr. McNamee is one of these consummate professionals and serves the entertainment industry in model fashion. He is a very efficient and safe manager that would be a huge asset anywhere he goes.

Feel free to reach me by cell in regard to the above @ 917-692-1265.

Respectfully,


Timothy P. McGuinness
Captain Engine Company 33

Date: 1/14/2016

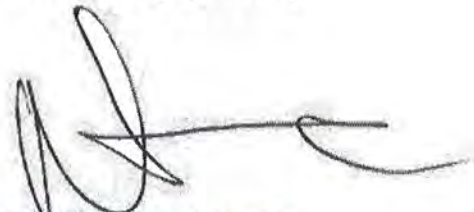
**Whitley Edwards
132 East 7th Street, Apt 4
New York, NY
10003
+1 (270) 293-4475**

Dear Sir/Madam,

My apartment looks directly at the corner of St Marks and Avenue A. I would love to see a new Irish-American Restaurant & Bar on this block. I often frequent at the Late Late (159 East Houston) and was thrilled to hear the owner James was interested in this space. I don't enjoy looking out on an empty, derelict spot. James and his Group have fresh Ideas that I feel would really enhance this corner, and thus the overall St Marks area. I support the issuance of a 4am Liquor license.

Please feel free to contact me if you have any questions.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Whitley Edwards', with a long horizontal flourish extending to the right.

Whitley Edwards

1/19/2016

To whomever this may concern,

My name is Kyle Cohen and my family owns several buildings throughout the East Village and Lower East Side. I have attended several events and dinners at the Late Late and it is a very professional and well run establishment. I support any new business ventures that they are looking to create in the East Village. My contact information is below if you would like to discuss this organization in greater detail. Thank you.

Best,
Kyle Cohen

Kyle Cohen
Phone: 914-886-3056
Email: Kylecohen1@gmail.com
525 East 13th Street
New York, NY 10009

(56 St Marks PL.)

Date: 1/14/2016

Gabby Tarantino
649 East 9th Street, Apt 1A
New York, NY
10003
+1 (760) 419-9550

Dear Community Board 3,

My Name is Gabby. I grew up in California, lived in Ireland for a year and have been in New York for the past 4 years. St Marks and Tompkins Sq. Park is my favorite area in the city. I have met the owner and manager of the Late Late and they are great people. They have always been very respectful of their neighbors, my boyfriend used to live right above there and we never had any problems. Clean, organized and friendly would be the best way to describe them. I would vouch for any Restaurant or Bar they ever chose to open. I am delighted they want to open a place close to me!

Do not hesitate to reach out with any concerns.

Sincerely yours,

Gabby Tarantino

A handwritten signature in black ink, appearing to read 'Gabby Tarantino', with a stylized, flowing script.

52 E 7th St, Apt 7
New York,
NY 10003

1/13/2016

To whom it may concern,

My name is Ross Hartnett, I live in the East Village, Manhattan. My address is 52 E 7th St, Apt 7 and I welcome the opening of an establishment to further strength St Marks community, to help generate revenue for the area along with allowing me to frequent a new place. I have previously visited the Late Late bar on several occasions on 159 E Houston and it is a great and well run establishment. I welcome, with open arms, the same operators at 129 St. Marks Place and 131 Ave A to open an establishment to further enhance the ambience of St Marks. Please feel free to contact me.

Yours Sincerely,
Ross Hartnett

+1 (917) 257-1456

115 St Marks Pl.

I very much welcome a new Restaurant and bar to 129 St. Mark Pl & 131 Ave A. The concept of Kennedy which I was told about sounds fitting to the culture of New York City → and most definitely St. Marks Pl. A 4am Full liquor license would not bother me. I'd love to see more at the end of this block, these guys would be great!!

Michael Armanico



724-875-0346

132 East 7th Street, Apt 4
New York, NY
10003

We have lived on 7th and A for over 4 years now and would very much welcome a Restaurant and Bar at 129 St. Marks Pl/ 131 Avenue A. All previous experiences from the Late Late Group has been positive with my friends and I. They run a good business and are respectable people.

Please contact us if you would like to speak further about this.

Laura Schwarz & Francesca Mauro

1/14/16

425 E 9th St,
New York,
NY 10003.

To Whom It Concerns,

There are no bars on 9th St. so I would
to see a new establishment brought
to the corner of St. Marks and
Avenue A. ~~MA~~

My building backs on to 129 St. Marks Place
and I have no problem with a 4am liquor
license

Yours Sincerely,
Tobias Kennedy

St. Marks Pl. has always been a street with different cultures and themes. The north side of the street between 1st Ave and Avenue A has been run down the last while. Anem Restaurant & Bar would bring life to the area. I don't foresee a team license being an issue.

Lisa Bontantini

225 E 10 ST

914 261 0096

DATE: _____

Letter of no Objection.

Saint Marks Place has always been known as a street where people like to come and enjoy East Village.

I approve of a new establishment on this block.

Name: Erin Horleman

TEL. #: (609) 661-0713

Address: 121 St Marks Pl. Apt 21
New York, NY 10009

James Morrissey proprietor.

Date: 1-16-15

Letter of no Objection

I approve of James Morrissey and his new business venture at 129 St. Marks Pl. and 131 Ave A. His concept would add to the theme of St. Marks Place which has historically been known for its artistic and cultural aspects. I also support the issuance of a 4am full-liquor license.

Name: Karen Butcher

Address: 101 st. marks pl. #7

Tel: 917 - 582 - 7851

Signature: T. Karen Butcher

DATE:

Letter of no Objection

To whom it may Concern,

I have known Gerard for some time now. I know him to be a respectful neighbor and operator at his bar EVS (126 St. Marks). I welcome Gerard and his team to the block in an additional incarnation at 129 St. Marks Pl. and 131 Ave A.

I am confident that Gerard will run a first rate operation and will always consider his neighbors and the neighborhood. He is always available to communicate and has been proactive as a neighbor for the past 4 years.

If you would care to reach me additionally, please do so below.

Respectfully,

Name: Andrew Callem

Address: 115 St Marks Pl. Apt 7

Tel: 860-670-9359

DATE:

To whom it may Concern,

I welcome the new establishment at 129 St. Marks Pl. and 131 Ave A along with a 4am Full-Liquor license. A Restaurant and Bar operated by Gerard McNamee (a true St. Marks Local with EVS) and James Morrissey (who already has a very successful business on E Houston) would only benefit the neighborhood. I would rather see these gentlemen opening up a space than any other party I don't know much about.

Their take on Kennedy and the time in which he visited Ireland provides a perfect theme to a space which has been empty for some time now. It would bring a new life to the corner with historic influences of Irish and American culture.

I welcome these quality operators to St. Marks Place.

Respectfully,

Name: *John G. Brennan*
Address: *103 SAINT MARKS PL.*
Tel: *347-845 3210*

The Honey Fitz

Kitchen, Bar & Creative Co-Working Space
129 St Mark's Place

Honey Fitz Inc.
James Morrissey
Gerard McNamee

About James Morrissey



Founder & Owner of Signature Group - Largest Events & Marketing Business in Ireland

Events 2013: 500,000 customers annually operating in 22 Irish Bars & Nightclubs



Founder and Owner of The Late Late Bar & Spirit Grocer

(Houston & Allen St)

159 E Houston St, New York, 10002

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The Late Late Bar & Spirit Grocer

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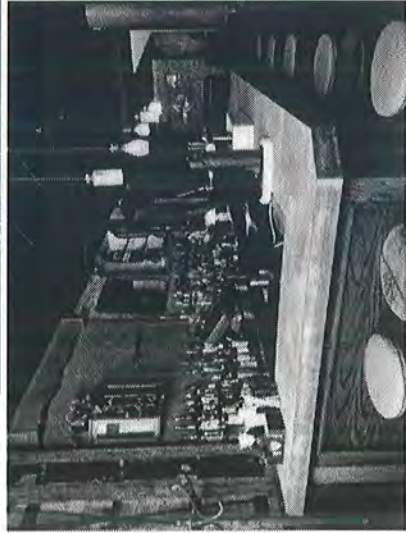
COMMUNITY INTEGRATION

PROFESSIONAL OWNERS WITH LONG-TERM PLANS

NO VIOLATIONS OR NYPD/FDNY/DOB ISSUES



THE
LATE LATE
BAR & SPIRITGROCCER
• 159 E HOUSTON ST •



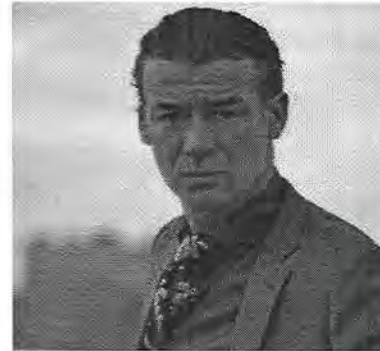
The Team



GM & Operations: **Jake Riley**



CEO/Owner: **James Morrissey**



Group Operations: **Gerard McNamee**



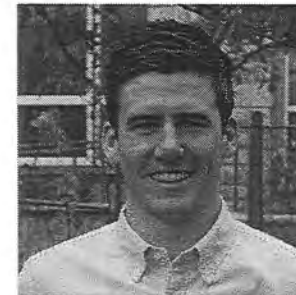
Chef: **Mike Taggart**



Marketing & Comms:
Kate Williams



Bar Manager: **Seth Allen**



Project Manager: **Ian Nolan**



The Team

Primary Service Providers

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Architect: John Bohan

Construction: Killian Hunt

Interior Design: Sarah Abdullah, David Rockwell Group

RE Legal: Nathan Ferst

Legal: Terry Flynn

Accounting: John Donofrio

PR: John Saunders, CEO Fleishman Hillard Worldwide

Digital Marketing/Social Media: Tara Fougner & Stefany Cesari

Awards / Press

PR:



THE WALL STREET JOURNAL.

Friday, June 3, 2011 AD

THE WALL STREET JOURNAL

HEARD & SCENE



The Late Late, an Irish Bar With a New Take on Guinness

When it comes to Guinness, most people think of it as a dark, stout beer. But at The Late Late, the bar's new take on Guinness is a lighter, more approachable version. The bar's new Guinness is a lighter, more approachable version of the classic stout. The bar's new Guinness is a lighter, more approachable version of the classic stout. The bar's new Guinness is a lighter, more approachable version of the classic stout.

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Before that, close out the night. Florence + The Machine will be the main event of the night. The Machine is a band from Brooklyn, N.Y., that plays a mix of soul, funk, and rock. They are known for their powerful live performances. The Machine is a band from Brooklyn, N.Y., that plays a mix of soul, funk, and rock. They are known for their powerful live performances.

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Forbes

Where Florence + The Machine Will Party After Governors Ball

Traditional Irish pubs that exist in the city are all very similar," Morrissey says. "It's those long-winded songs and they come on at 11. There's a certain atmosphere in the city, and you want to stay a while. But there's more space for the now."

The bar has been inspired by Terrence Records in Brooklyn and the late-night shows in Los Angeles. "I like the atmosphere," he says. "Last couple of years in L.A., and the crates are very different out here. They're different, they're cooler, and they're great."



The Late Late bar is open late night on Wednesdays and Thursdays. It is a mix of Irish and American music. The bar is a mix of Irish and American music. The bar is a mix of Irish and American music.

"You wanted the place to look more like a home than a bar," Morrissey says of the bar's design. "I just wanted it to be a place where you could go and have a drink and talk to your friends. It's a place where you can go and have a drink and talk to your friends. It's a place where you can go and have a drink and talk to your friends."

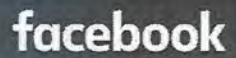
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Results

Digital Exposure:



Celebrity Endorsements:



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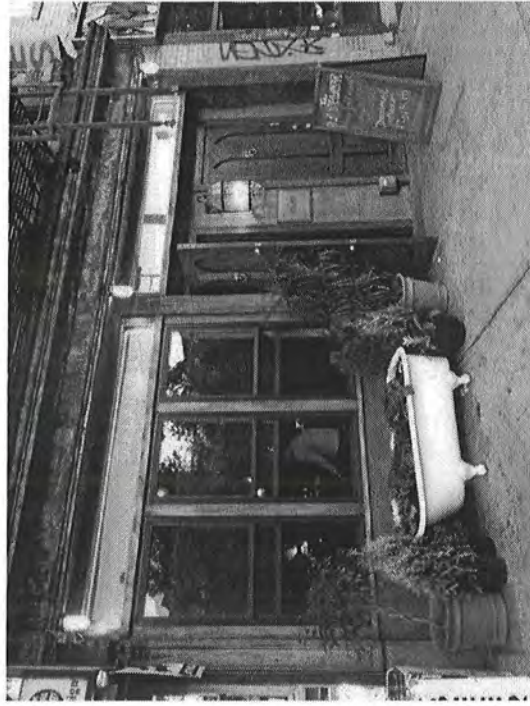
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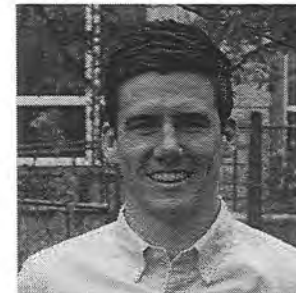
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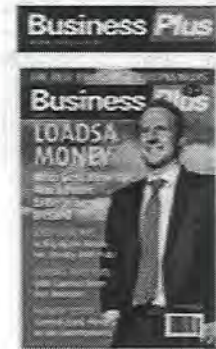
Sunday Times Ireland/UK



The Last Magazine New York



NY Daily News New York



Business Plus Magazine Ireland



Irish Independent Ireland



Bedford & Bowery (New York Magazine)



The Mix Lab



Crains New York Business Death of the old Irish pub



Awards / Press

THE WALL STREET JOURNAL.

Forbes

Where Florence + The Machine Will Party After Governors Ball

THE WALL STREET JOURNAL

10

Friday, June 3, 2011 1:27 PM

HEARD & SCENE



The Late Late, an Irish Bar With a New Take on Guinness

WHEN THE world's most famous bar on a Sunday at 9 p.m.?

At The Late Late on the Lower East Side, there's a playful tradition for guests.

LANGUAGE: Lots of each bar's signature Irish whiskey.

THE LATE LATE: The bar's menu is a mix of traditional Irish pub fare and modern twists.

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The Late Late at Houston Street, top left, serves plenty of Guinness—but not 100%—and special Irish pub bites. The bar's cocktail and beer offerings include, clockwise from top left, the Dirty Whiskey, the Alibi, the Guinness, and the Dirty Guinness.



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Guinness cocktail. The bar's menu is a mix of traditional Irish pub fare and modern twists.

The bar's menu is a mix of traditional Irish pub fare and modern twists.

Before Drake closes out the night, Florence + The Machine will be the main stage's penultimate act at Governors Ball in New York City on Friday. After crooning to tens of thousands at Randall's Island, the band will jet over to entertain an after party in the basement of The Late Late, a modern Irish pub on the Lower East Side.

Aside from its vintage decor—designed to look like a Dublin residence in the 1960s—and modern mixology—a Guinness cocktail menu—The Late Late beckons Florence + The Machine because its bassist, Rob Ackroyd, is a part owner and curates all of the music played in the bar. He will step behind the turn tables downstairs and DJ in honor of the bar's one-year anniversary.

"You can't just be a musician these days," Ackroyd, a spindly 6-foot-9-inch Irish, says of opening the bar on Houston Street. "We've been very lucky with our success, but it seems like the climate now for everyone is the creative profession that it's not good just to say what you want because careers are short-lived and audiences are increasingly fickle."



Rob Ackroyd recently has been inspired by Terrible Records in Brooklyn and Innovative Leisure in Los Angeles. "I like digging in the crates and finding new music, new artists," he says. "Last couple of years living in L.A., and the crates are very different out here. They're different, they're denser, and they're great."

Fueled by cool reputation, he also consults with clothing brands, collaborates with record labels and performs in multiple bands. He first visited America in 2007 for a Florence + The Machine performance at South by Southwest. In 2011, he met James Morrissey, who was running a nightlife events company in Dublin, and the two partnered on The Late Late concept, hoping to update the fading Irish pub culture and capital the new 'mod' into other U.S. cities in the future.

"Traditional Irish pubs that exist in the city are all very similar," Morrissey says. "It's why Irish pubs across America are in decline. Their concepts were built in the 60s and haven't changed since then."

"We wanted the place to look more like a home than a bar," Morrissey says of The Late Late. "Upstairs is supposed to be the 'Good Room,' where only your mother would let you go into for a nice dinner." Beyond the bar, photos of Morrissey's grandparents and other relatives adorn the walls. Downstairs is for dancing and the DJ table, with a casual vibe akin to "a TV basement from the 60s with wood veneer, tweed."



The bar initially irked Irish bars in the city. "They thought it was sacrilegious," he says. "Because people in Ireland are very set in their ways. We're a traditional roman catholic society. People fight to pour the best Guinness in their town. When they see us come along and arrange a bunch of Guinness cocktails, it's something which a lot of the older generation frowned upon. But the younger generation of Irish people in New York gravitated towards it."

"What I'm trying to do here is divorce this bar from every other bar," Ackroyd says of curating the bar's music playlists. "There's millions of great songs out there that no one ever hears because that 9-and-a-half-minute is being occupied by Paul Simon, 'Me and Julio Down by the Schoolyard'—we've heard it. What we're trying to do here

is maybe every third song it might be a song you've never heard... There's a place for those song-a-long songs and they come on at 11 o'clock when everyone's a little passed up, and you want to sing a song. But there's more space for the new."



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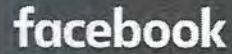


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