



THE
SNOW LEOPARD

ESTD NYC 2017

JDI GROUP PARTNERS INC

23 AVENUE A
NEW YORK, NY

ON PREMISES LIQUOR LICENSE
PRESENTATION



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3
 59 East 4th Street - New York, NY 10003
 Phone (212) 533-5300
 www.cb3manhattan.org - info@cb3manhattan.org

Alysha Lewis-Coleman, 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/mancb3/html/communitygroups/community_group_listings.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: 1/26/2018

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: On Premises Liquor License

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Currently used as a Restaurant

Corporation and trade name of current license: Canas Restaurant Inc dba Yerba Buena

APPLICANT:

Premise address: 23 Avenue A, New York, NY 10009

Cross streets: Avenue A & E 2nd Street

Name of applicant and all principals: Jordan Dreyer

Trade name (DBA): JDI Group Partners Inc dba The Snow Leopard

PREMISE:

Type of building and number of floors: Mixed Use (Res/Comm) -- 4 Floors

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: 3 tables for two, so that couples can sit and eat when the weather is nice

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? <75

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, C2-5

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: This establishment will have Live Jazz to accompany their service.

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Monday - Thursday: 4pm to 2am; Friday: 4pm to 4am; Saturday: 11am to 4am; Sunday: 11am to 4am

Number of tables? 14 inside, 3 outside Total number of seats? 56 inside, 6 outside

How many stand-up bars/ bar seats are located on the premise? 1 bar with 10 seats
(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): Bar is L-Shaped, Approximately 15' long (see diagram)

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
Italian style Tapas, please see menu

What are the hours kitchen will be open? Food will be available during all hours of operation, but kitchen will close within 45 minutes of close

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

How many employees will there be? Approximately 15

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

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

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: Acoustic Live Jazz/ Speaker System

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? Live Jazz seven times per week, cover will be charged for certain events, about 1 to 2 times per week, if zoning allows.

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) _____
One security door man, every night.

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

Do you have sound proofing installed? Yes No
If not, do you plan to install sound-proofing? Yes No

APPLICANT HISTORY:

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

If yes, please indicate name of establishment:

_____ Address:
_____ Community Board # _____ Dates of
operation: _____ **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? 6

How many On-Premise (OP) liquor licenses are within 500 feet? 14

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 will operate a full-service restaurant, specifically a (type of restaurant) Italian Tapas, with a kitchen open and serving food during all hours of operation OR I have less than full-service kitchen but will serve food all hours of operation.
2. 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.
3. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than 4 DJs / promoted events per month, more than 2 private parties per month.
4. I will play ambient recorded background music only.
5. 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.
6. I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7. I will not participate in pub crawls or have party buses come to my establishment.
8. I will not have a happy hour or drink specials with or without time restrictions OR I will have happy hour and it will end by 7PM.
9. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10. 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.

Jordan Dreyer: 201-655-0101



23 AVENUE A

SOUTHWEST CORNER OF EAST 2ND STREET & EAST HOUSTON | EAST VILLAGE



AS EXCLUSIVE AGENTS WE ARE PLEASED TO OFFER THE FOLLOWING RETAIL OPPORTUNITY FOR DIRECT LEASE:

APPROXIMATE SIZE

Ground Floor: 1,200 Square Feet
Lower Level: 1,200 Square Feet

ASKING RENT

\$15,000 Per Month

FRONTAGE

15 Feet Wraparound

TERM

Negotiable

POSSESSION

Immediate

NEIGHBORS

Boulton & Watt, Kelly's Sports Bar, Double Down Saloon, Angelina Cafe, New York Sports Club, Two Boots, Flux Studios NYC, Mercury Lounge, The Ludlow, Supper, Dunkin' Donuts

COMMENTS

- Fully Built Out Restaurant
- Currently Has Full Liquor License

TRANSPORTATION



**EASTERN
CONSOLIDATED** 



23 AVENUE A

SOUTHWEST CORNER OF EAST 2ND STREET & EAST HOUSTON | EAST VILLAGE

INTERIOR





23 AVENUE A

SOUTHWEST CORNER OF EAST 2ND STREET & EAST HOUSTON | EAST VILLAGE

NEIGHBORS



99 CENT PIZZA
SAL'S
BD STAR PIZZA
TAKAHACHI
DROM
SOMTOM DER
SING SING KARAOKE
FEI MA

KEY FOOD SUPERMARKET
VILLA CEMITA
TWO BOOTS
UPRIGHT CITIZENS BRIGADE
BAGELS & CO
IRON & SILK FITNESS

EAST 3RD STREET

HIGH VIBE
EAST VILLAGE PRESCRIPTION
ESSEX CARD SHOP
MY LITTLE VILLAGE
ANGELINA CAFE
PETOPIA
TACOS CHOLULA

EAST 3RD STREET

BUENO EAST MART
NATIVE BEAN
RUFF CLUB
MARY O'S
CARDTRONICS
AVENUE A MMTP
NEW YORK SPORTS CLUB
WENDIGO PRODUCTIONS
ART ON A GALLERY
FRY GUYS
FLUX STUDIOS
99 CENT PIZZA
SUPPER

EAST 2ND STREET

BERLIN
YERBA BUENA
BUSKINA WEAR
UP & UP LAUNDROMAT
PUNKABI GROCERY
DREXLER'S
THE LIBRARY
BOULTON & WATT
HOLLYWOOD NAIL & SPA
CORITSIDIS & LAMBROS

EAST 2ND STREET

23 AVENUE A
SCHOOL FOR THE DOGS
BUD CREATIVE GROUP
DOUBLE DOWN SALOON
KELLY'S SPORTS BAR
REHAK CREATIVE GROUP
MAMA'S SOUTHERN WINGS
H&R BLOCK
UNION MARKET

EAST HOUSTON STREET

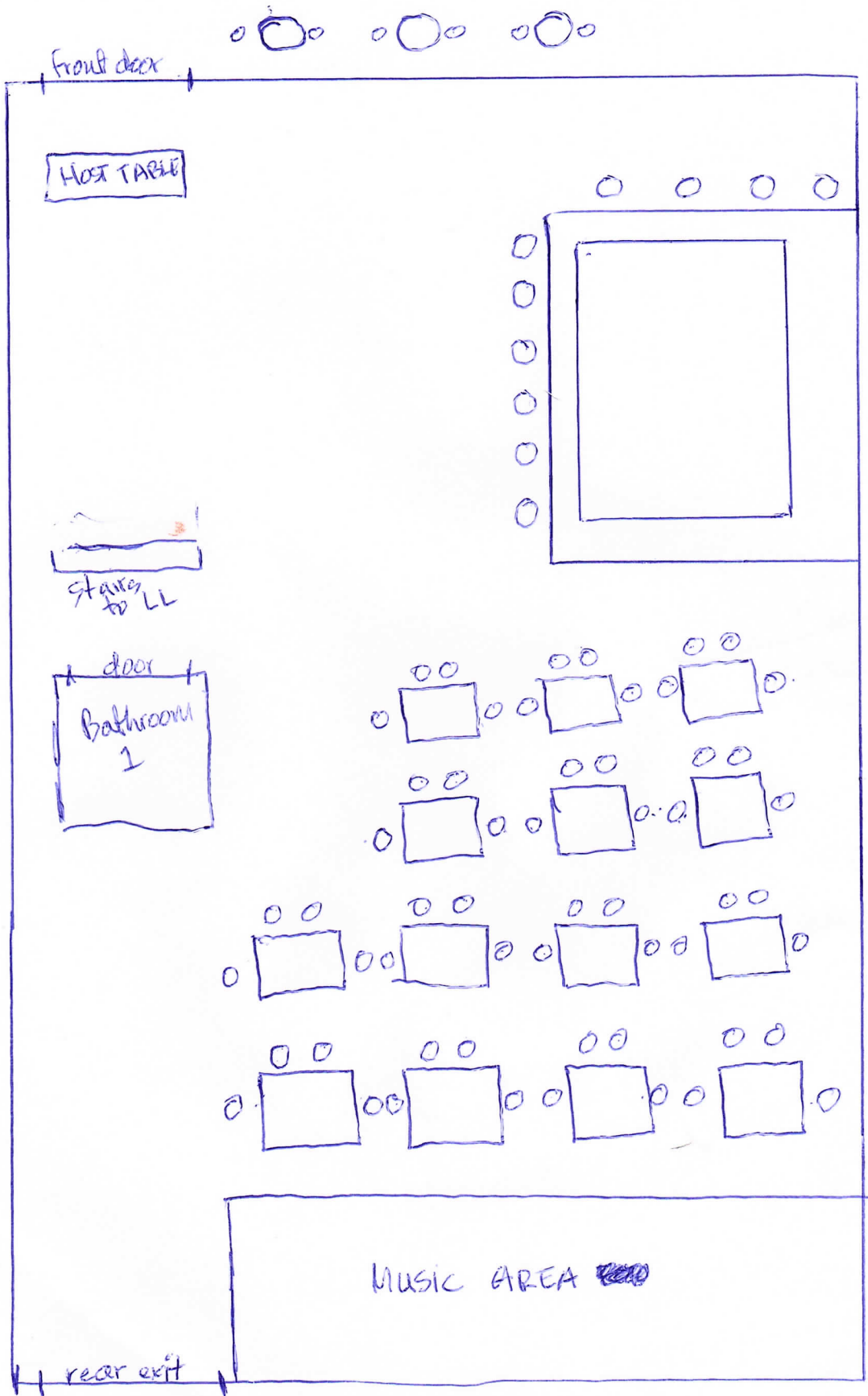
EAST HOUSTON STREET

ABC PLAYGROUND

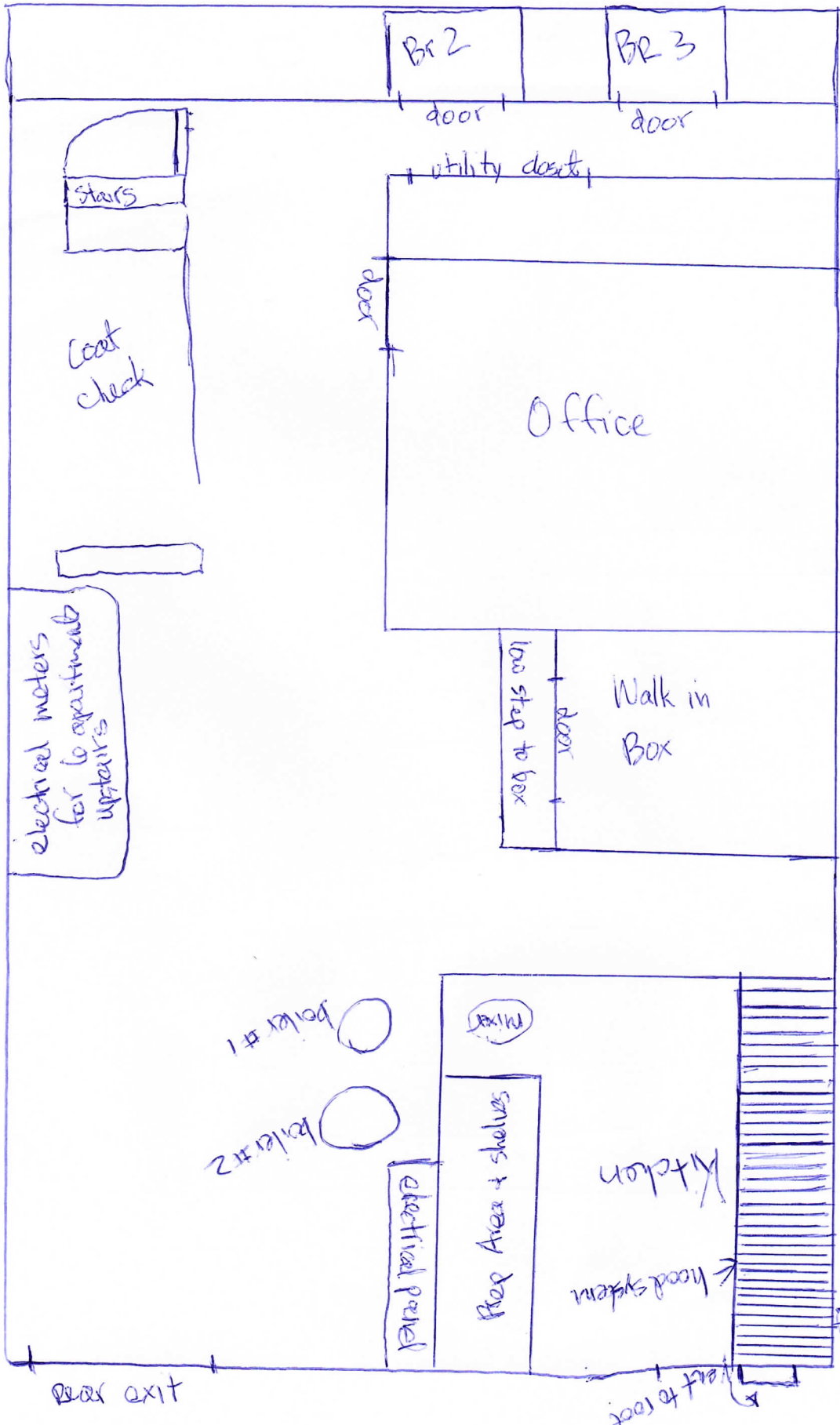




Ground floor



Lower Level



electrical meters
for 6 apartments
upstairs

Coat
check

stairs

Br 2

Br 3

door

door

utility closet

door

Office

low step to box

door

Walk in
Box

boiler #1

boiler #2

electrical panel

Prep Area + shelves

sink

Kitchen

hood system

Kitchen equipment
Range Center
Convection Oven
6-burner Stove
w/ freezer
underneath

rear exit

back to roof

BAR MENU

FULL BAR SERVING NYC STANDARD COCKTAILS/WINE/BEER

MIXED DRINKS \$10-12

SPECIALTY COCKTAILS \$12-16

WINE \$9-16

BEER \$7-12

FOOD MENU

ITALIAN STYLE TAPAS

HOUSE MADE PIZZA

FOCACCIA BIANCA \$12

PIZZA POMODORO \$12

PIZZA PATATE \$12

PIZZA ZUCCHINI \$12

PIZZA SPECIAL \$13-15

ADD FRESH BUFFALO MOZZARELLA TO ANY PIZZA \$3

DECADENT BREAD BASKET \$12

**(AN ASSORTMENT OF BRIOCHE/OLIVE ROLLS/FOCACCIA/STRECCI
BREADSTICKS)**

CHEESE PLATE \$14

**ASSORTMENT OF CACIOCAVALLO/SCAMORZA/PARMIGIANO/OTHER ITALIAN
CHEESES**

BURRATA \$18

(FRESH CHEESE WITH CREAMY RICOTTA CENTER)

DRIED MEAT PLATE \$18

SOPPRESSATA/PROSCIUTTO/HARD SALAMI/OTHER SELECTIONS

PROSCIUTTO WITH MELON \$18

ARANCINI(RICE BALLS WITH PEAS/HAM/CHEESE) \$10

FRESH VEGETABLE PLATE \$12

FRESH FENNEL/STUFFED PEPPERS/CAULIFLOWER/WHITE BEANS/OLIVES

PASTA DAILY/SEASONAL SPECIALS \$18

**4 OPTIONS DAILY(EXAMPLES GNOCCHI ARRABIATA/PUMPIN RAVIOLI W
BUTTER AND SAGE/SPAGHETTI POMODORO/ETC)**

DESSERT

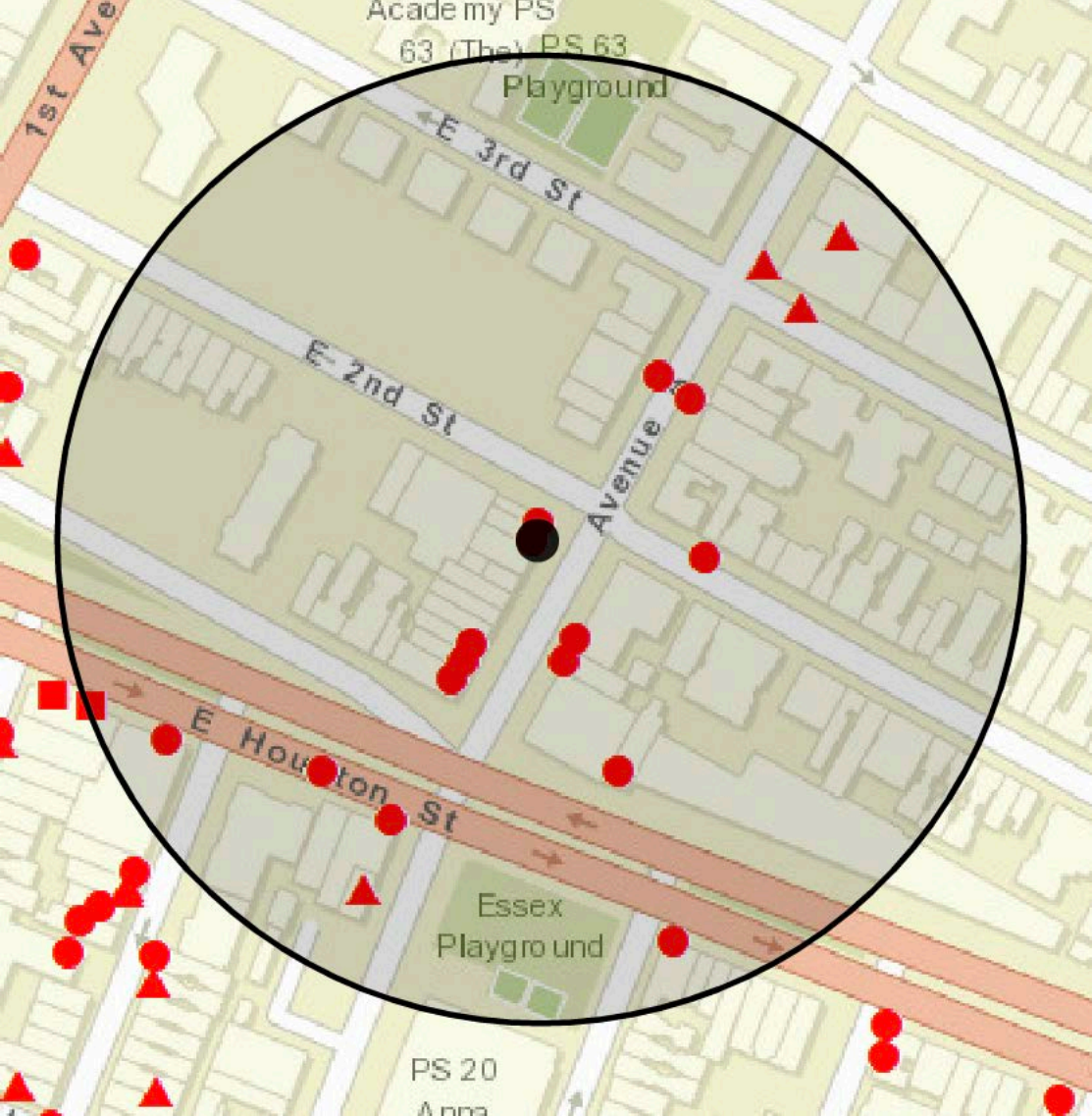
ITALIAN RICOTTA CHEESECAKE \$8

CHOCOLATE MOUSE \$8

PANNA COTTA \$8

MILLE FOILLE CAKE \$8

CASSATA CAKE \$8



Academy PS

63 (The) PS 63

Playground

1st Ave

E 3rd St

E 2nd St

Avenue

E Houston St

Essex
Playground

PS 20

Anna

Proximity Report for Location:

January 29, 2018

23 Avenue A, 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
EAST HOUSTON STREET WINE & LIQUOR INC	250 E HOUSTON ST	360 ft
NIZGA CORP	58 AVENUE A	595 ft
JCCSM INC	45 1ST AVE	730 ft
DISCOVERY WINES LLC	16 AVE B	765 ft
FLYNN MCCLURE INC	100 STANTON ST	775 ft
SALGIRAH CORP	141 ESSEX ST	990 ft
TURTLE DOVE LLC	28 30 CLINTON ST	1040 ft

Churches within 500 Feet

Name	Approx. Distance
Saint Nicholas Roman Catholic Church	345 ft

Schools within 500 Feet

Name	Address	Approx. Distance
PS 63 WILLIAM MCKINLEY SCHOOL	121 E THIRD ST	365 ft

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
CANAS RESTAURANT INC	23 AVENUE A	5 ft
SWAUTO LTD	25 AVENUE A	20 ft
DOUBLE DOWN NYC LLC	14 AVENUE A	110 ft
JJD GROUP LLC	9 AVE A	125 ft
DIDDLER DOYLE CORP	12 AVENUE A	125 ft
CRAWFORD FLICK INC	7 AVENUE A	145 ft
DOWNTOWN DINING LLC	5 AVENUE A	170 ft
RAGUBOY CORP	156 EAST 2ND STREET	175 ft
MINA LENA INC	37 AVENUE A	215 ft
ROLO REST LLC	32 AVENUE A	215 ft
ADARP INC	244 E HOUSTON ST	250 ft
S W MONTE INC	217 E HOUSTON ST	325 ft
ESX GROUP INC	225 E HOUSTON ST	325 ft
KATZ DELICATESSEN OF HOUSTON STREET INC	205 E HOUSTON ST	430 ft
A & P RESTAURANT CORP	245 E HOUSTON ST	435 ft

Name	Address	Approx. Distance
LUDLOW HOTEL OPERATING LLC & LUDLOW HOTEL FOOD	180 184 LUDLOW ST	535 ft
ALLYN LLC	16 1ST AVE	570 ft
SWEET CHICK LES LLC	178 LUDLOW ST	580 ft
OSTERIA GRANO LLC	175 LUDLOW ST	585 ft
BARRAZA FOODS INC	198B ORCHARD STREET	590 ft
SPIEGEL INC	26 1ST AVE	605 ft
JERSEY BOYS LLC	173 LUDLOW ST	615 ft
GRC RESTAURANT PARTNERS INC	269 E HOUSTON ST	615 ft
GEORGIA'S EASTSIDE BBQ INC	192 ORCHARD ST	635 ft
TTBK INC	188 SUFFOLK ST	640 ft
180 ORCHARD OWNER LLC, IHG MGMT MARYLAND LLC & GG	171 LUDLOW ST	645 ft
REQUISITE BOOTIE INC	14 1ST AVENUE	655 ft
12 FIRST AVE RESTAURANT CORP	76 E 1ST ST	665 ft
GOLDEN C HOSPITALITY INC	13 1ST AVE	680 ft
ORCHARD STREET RESTAURANT LLC	187 ORCHARD STREET	690 ft
ALLEGRA ALLEGRA INC	15 1ST AVENUE	690 ft
205 EAST 4TH STREET LLC	205 E 4TH ST	695 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
TAI THAI THAILAND HOME COOKING INC	78 E 1ST ST	545 ft
AMIRA'S DELI INC	39 1ST AVENUE	700 ft

Unmapped licenses within zipcode of report location

Name	Address
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Jordan Dreyer (Principal)

jordanldreyer@gmail.com

EXPERIENCE

Pharmaceutical Sales Representative, 01/2015 to 03/2017

JMJ Consulting Associates — Hoboken, New Jersey

- Developed and implemented medical programs or health services that promoted research, rehabilitation, and community health.
- Demonstrated proficiency in networking and building up medical accounts in the trip-state.
- Collected patient samples in a safe, sanitary manner for diagnostic testing with partner lab/pharmacy.

Media Production, 05/2012 to 08/2014

NBA Entertainment — Secaucus, New Jersey

- Logging specialist responsible for identifying star plays editing game footage for the Boston Celtics and the Oklahoma City Thunder.
- Responsible for finding and recording all player/game/arena violations within the NBA regulations with intent of sending violations to superiors for further review.
- Creating playlists for digital media regarding highlights/bloopers for youtube and other media outlets on a weekly basis.

Production Assistant - The NFL Today Show, 04/2009 to 02/2012

CBS Sports — Manhattan, New York

- Highlighting specialist for identifying and queuing footage based on broadcast objectives.
- Traffic coordinator for raw footage between editing departments to sister networks and final production.
- Member of Production team to host the most watched television event in history at the time. Super Bowl XLIV.

EDUCATION AND TRAINING

Bachelor of Arts: Communitons , 08

College of Mount Saint Vincent — Bronx, New York, United States

John Iannuzzi (Manager/Booking Agent)

71 Sullivan Street 4B

New York NY 10012

551. 999. 2861

Jlannuzzi.Drum@gmail.com

Experience: Jazz Drummer/Booking Agent

New York, NY

Performed/Booked at various venues in New York City

2006 - present

Lead a jazz trio playing at various functions and events such as the Django, The Roxy Hotel, The Standard Hotel, Events for Toll Brothers, Columbia University, Smalls Jazz Club, Smoke Jazz Club, Little Branch, as well as others.

Book gigs for the trio, hire the musicians, and handle travel arrangements

Performed at the House of Blues in Shanghai, China from February through May of 2010

Worked with Jazz luminaries such as Johnny O'Neal, Curtis Lundy, Craig Handy, The Curtis Brothers, Ralph Peterson, Joseph Wiggan, as well as many others.

Iannuzzi Investments, LLC.

Fairview, NJ

Property Manager

2009- present

Manage all operational aspects of mixed-use building

Acquire Tenant/Sign Lessee Contracts

Oversee and manage maintenance staff

Maximize NOI (Net Operating Income) by maximizing rent roll/improving cost efficiency

Scala Bread Company

New Brunswick, NJ

Sales and Operating Manager

2010-2014

Responsible for 88% sales growth in time there

Promoted the company and its products and acquired new accounts on a consistent basis

Served as liaison between company and existing accounts insuring customer satisfaction

Managed distribution team

In the four years held 30% of company book

Developed new products/lines including higher end gourmet line

Operations

New York, NY

Sales Manager

2008-2010

Built up and maintained clientele

Individual Sales of \$500,000 each year

Organized all events including Haiti Relief Party, Fashion Night Out

Managed Inventory

New Jersey Performing Arts Center

Newark, NJ

Music Instructor/Drummer

2008 - 2011

Instructor for youth ensembles interacting with students in the program

Taught private lessons to students giving them the proper tools to succeed in the music industry

Communicated the history of jazz to students explaining the many nuances of the music

Recruited potential students

Education

BFA, School of Performance Jazz, New School University, May 2008



SECURITY PLAN

This establishment is within close proximity to public transportation options, such as subways and buses. So, they do not anticipate an increase of vehicular traffic to the area due to the opening of this space.

The applicant will employ a security professional all nights of the week to ensure the safety of patrons within the premises, and to ensure quality of life for neighbors living nearby the premises. This person will be outside to monitor sidewalk crowds and to ensure there is no loitering.

Additionally, there will be a principal and/or manager on the premises at all times to make sure that the security personnel, as well as employees of the establishment, are aptly monitoring patrons. Lastly, all employees will be ATAP-Trained and/or TIPS –certified.