



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
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

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: 06/19/2019

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: _____

Previous or current use of the location: _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 197 East 3rd Street, New York, New York 10009

Cross streets: Avenue A & Avenue B

Name of applicant and all principals: Book Club Bar LLC

Principals: Erin Neary & Nathaniel Esten

Trade name (DBA): N/A

PREMISE:

Type of building and number of floors: Mixed use building - 5 floors (not including the basement)

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: Rear yard

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? LNO- 74 persons

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 with C1-5 Commercial Overlay

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: Book club events (including author signings and readings, literary trivia
and board game nights

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Monday-Sunday 8am-12am

Number of tables? 8 total (5 inside, 3 outside) Total number of seats? 32 total seats (13 inside seats at tables; 8
bar seats; 11 outside seats)

How many stand-up bars/ bar seats are located on the premise? 1

(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): L shaped, approximately 20' x 5'

Does premise have a full kitchen Yes No? ****Does have a full kitchen but applicant intends food prep only**

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

What are the hours kitchen will be open? All hours of open operation

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

How many employees will there be? 4

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 live acoustic guitar with no amplification (one musician, early evening hours- at most once per week)

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

Please describe your sound system: iPod with simple speakers

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) _____

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: _____

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? ⁴ _____

How many On-Premise (OP) liquor licenses are within 500 feet? ¹³ _____

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) _____, 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 ____ DJs / promoted events per ____, more than ____ private parties per _____.
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.

Applicant Experience (most recent experience + industry experience)

Erin Neary

Most recent employment:

Employer: Self-employed
Address: 280 E 2nd Avenue, New York, NY 10009
Dates of Employment: 07/2018-Present
Position: Freelance digital marketing
Type of Business: Marketing

Employer: Talkwalker
Address: 485 Lexington Ave, New York, NY 10017
Dates of Employment: 02/2017-07/2018
Position: US Marketing Operations Officer
Type of Business: Private Technology/Software Company

Industry Experience:

Employer: Avenue Bar & Grill
Address: Milwaukee, Wisconsin
Dates of Employment: 08/2006-05/2007
Position: Server
Type of Business: Restaurant

Employer: Café Hollander
Address: Milwaukee, Wisconsin
Dates of Employment: 05/2009-12/2010
Position: Server
Type of Business: Restaurant

Employer: Avenue Bar & Grill
Address: Milwaukee, Wisconsin
Dates of Employment: 08/2006-05/2007
Position: Server
Type of Business: Restaurant

Employer: TGI Friday's
Address: Brookfield, Wisconsin
Dates of Employment: 08/2004-08/2006
Position: Server & Hostess
Type of Business: Restaurant

Nathanial Esten

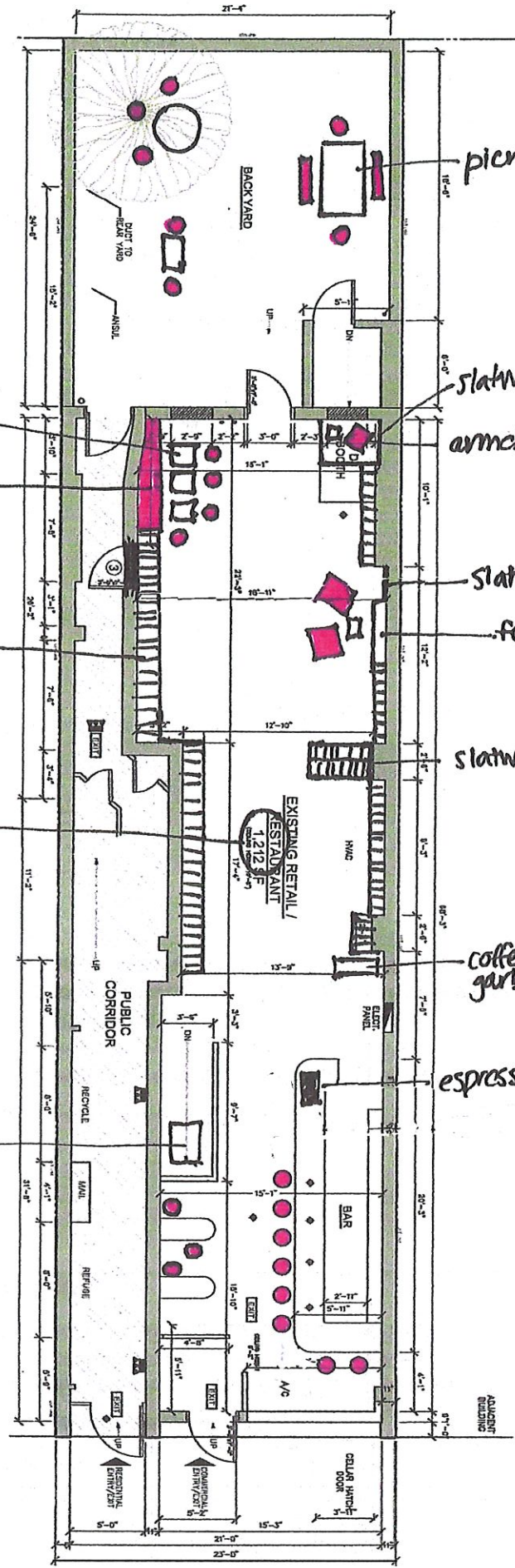
Most recent employment:

Employer: Semi-Charmed Life LLC
Address: 280 E 2nd Avenue, New York, NY 10009
Dates of Employment: 01/2010-Present
Position: President
Type of Business: Entertainment

Employer: Milk & Honey Music
Address: 240 Kent Aveue, Brooklyn, NY 11249
Dates of Employment: 04/2016-12/2018
Position: Artist Manager
Type of Business: Entertainment

Industry Experience:

Employer: Cornelia Street Cafe
Address: 29 Cornelia Street, New York, NY 10014
Dates of Employment: 09/2008-07/2009
Position: Server
Type of Business: Restaurant



picnic table

slatwall

armchair

slatwall

faux fireplace

slatwall

coffee station + garbage, recycle, compost

espresso machine

bar

EXISTING RETAIL / RESTAURANT 1,212 SF

PUBLIC CORRIDOR

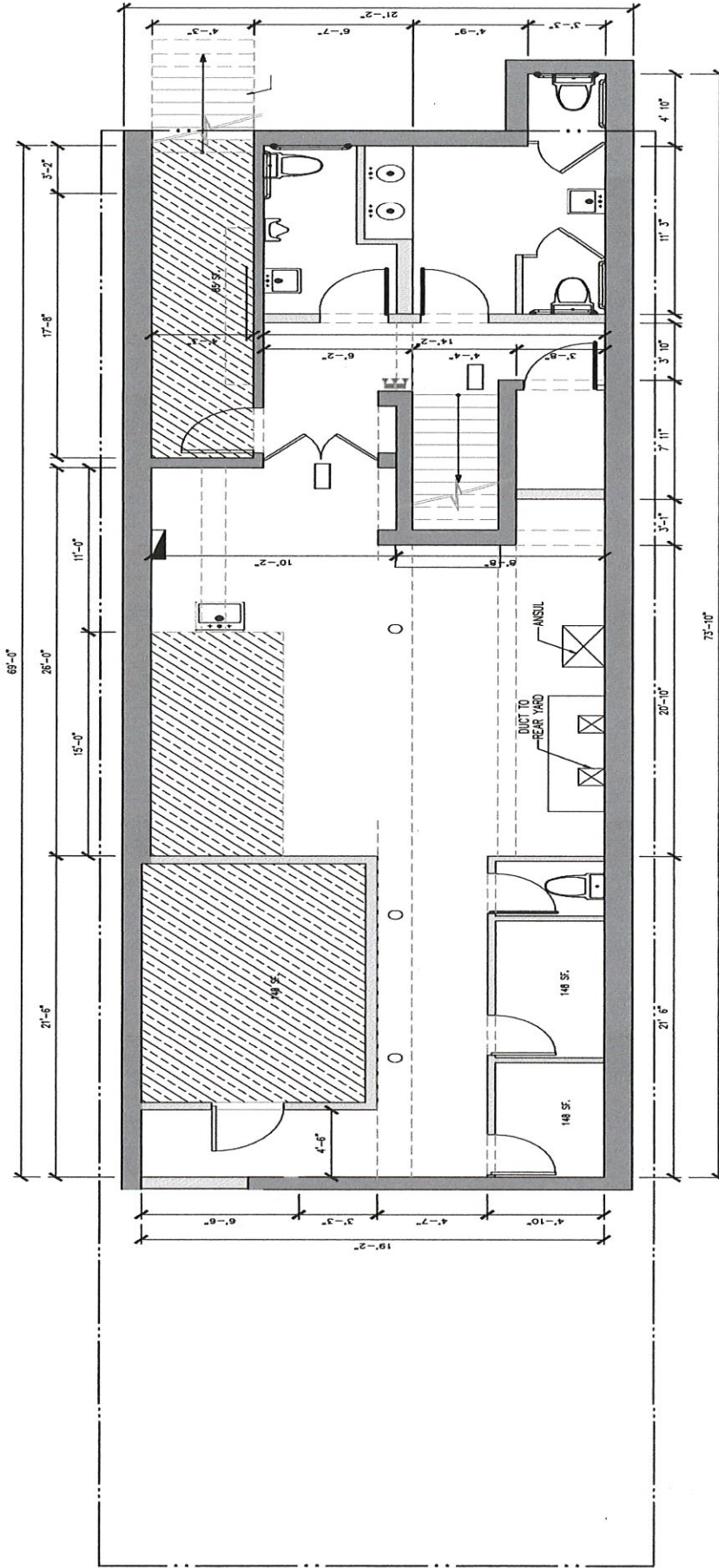
shelving

display table

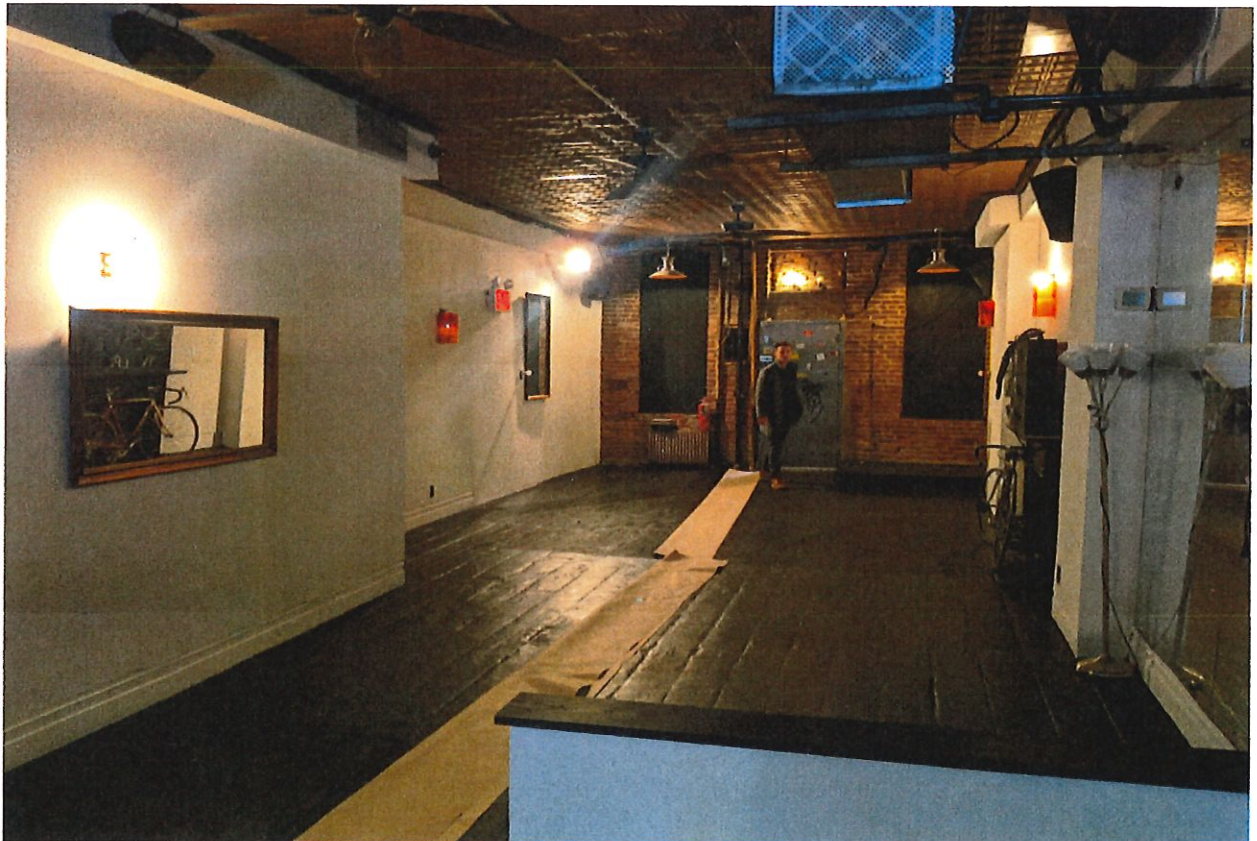
banquette seating

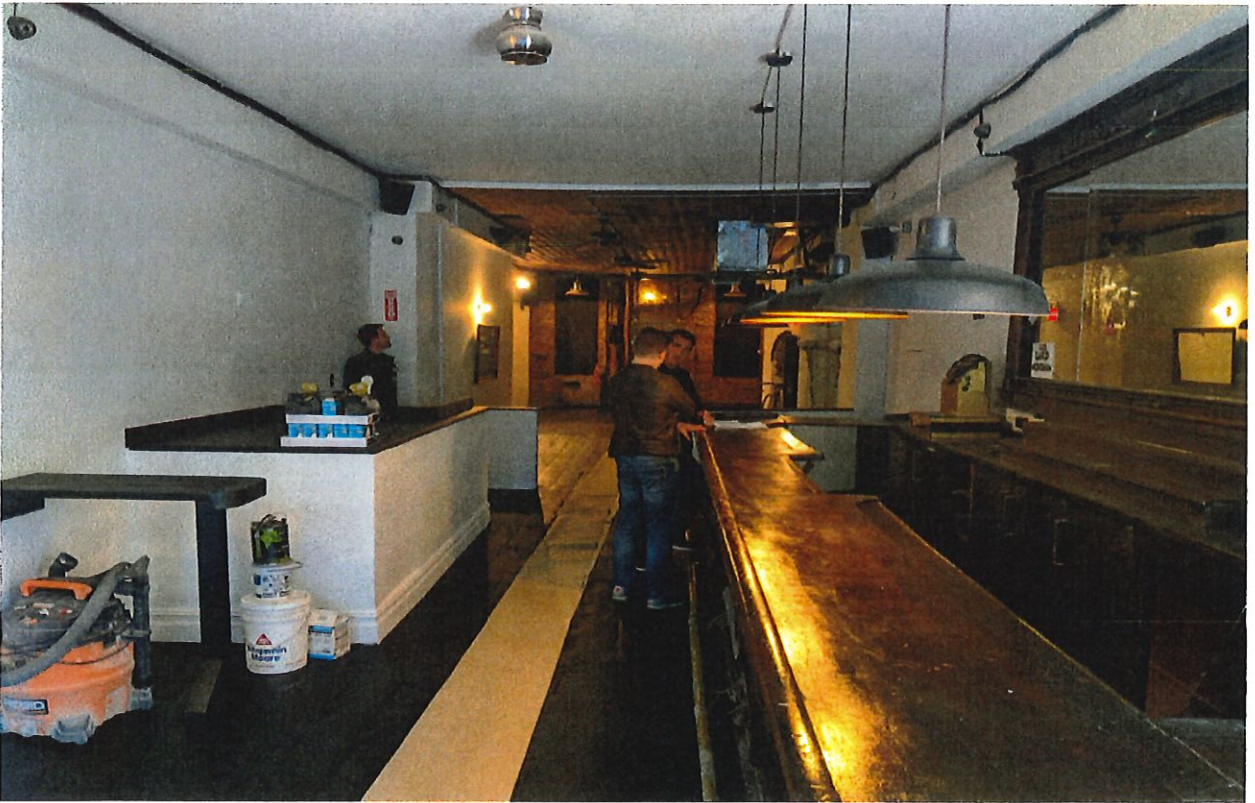
bistro tables

■ = seating



Book Club Bar- Basement Diagram









BOOK CLUB ~ TENTATIVE MENU, JUNE 2019

COFFEE

Coffee	(sm)	\$2.50	(lg)	\$4.00
Iced Coffee	(sm)	\$3.50	(lg)	\$4.50
Latte	(sm)	\$4.00	(lg)	\$5.50
Iced Latte	(sm)	\$4.50	(lg)	\$5.75
Espresso	(sm)	\$3.00	(lg)	\$4.00

BEER

NY State Craft Beer TBD	\$7.00
NY State Craft Beer TBD	\$7.00
NY State Craft Beer TBD	\$7.00
Domestic canned	\$5.00
Mexican canned	\$5.00

WINE

Red

Italian red TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
Italian red TBD	(6oz)	\$11.00	(9oz)	\$14.00	(btl)	\$46.00
French red TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
NY State red TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
California red TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
Silver Oak Cabernet Sauvignon (CA)					(btl)	\$90.00
Twomey Pinot Noir (CA)					(btl)	\$85.00

White

Italian white TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
Italian white TBD	(6oz)	\$11.00	(9oz)	\$14.00	(btl)	\$46.00
French white TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
NY State white TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
California white TBD	(6oz)	\$9.00	(9oz)	\$12.00	(btl)	\$38.00
Twomey Sauvignon Blanc (CA)					(btl)	\$85.00

Sparkling

Italian prosecco TBD	(6oz)	\$11.00			(btl)	\$46.00
French rosé TBD	(6oz)	\$10.00			(btl)	\$42.00
French champagne TBD					(btl)	\$85.00

FOOD

Assorted pastries	\$3.00-\$5.00
Granola	\$4.00
Yogurt	\$2.00
Veggie plate & dip	\$11.00
Olives	\$6.00
Cheese plate (assorted cheeses)	\$15.00
Assorted nuts	\$4.00
Popcorn (specialty seasoning)	\$6.00

Proximity Report for Location:

June 5, 2019

197 E 3 St, 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
DISCOVERY WINES LLC	16 AVE B	330 ft
NIZGA CORP	58 AVENUE A	635 ft
EAST HOUSTON STREET WINE & LIQUOR INC	250 E HOUSTON ST	675 ft
LOCAL NEW YORK LIQUORS LLC	24 AVE C	910 ft
TURTLE DOVE LLC	28 30 CLINTON ST	965 ft
EAST VILLAGE WINE CORP	100 AVENUE C	1250 ft
JCCSM INC	45 1ST AVE	1315 ft

Churches within 500 Feet

Name	Approx. Distance
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Schools within 500 Feet

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

Name	Address	Approx. Distance
STACKLEATHER LLC	42 AVENUE B	105 ft
FONDA AVENUE B LLC	40 AVENUE B	125 ft
MAMA BAR LLC	34 AVENUE B	130 ft
ROOT & BONE LLC	200 E 3RD ST	150 ft
SUNRISE SHADOW LLC	50 AVENUE B	170 ft
BECAF LLC	29 AVENUE B A/K/A 33 AVE 3	185 ft
GALMAC LLC	28-30 AVENUE B	190 ft
GOSLING INC	234 E 4TH ST	190 ft
235 EAST 4TH INC	235 - 237 E 4TH ST	245 ft
25 B GROUP REST AVE LLC	25 AVENUE B	265 ft
217 BAR CORP	217 E 3RD ST	335 ft
A O CAFE AND RESTAURANT LLC	17 AVENUE B	335 ft
GREAT CABIN LLC, THE	205 E 4TH ST	405 ft
DESMO 916 CORP	545 E 5TH ST AKA 76 AVE B	560 ft
RAGUBOY CORP	156 EAST 2ND STREET	575 ft
PINALITO CITY RESTAURANT INC	c	605 ft
ROLO REST LLC	32 AVENUE A	610 ft
THUNDERBOLT CORP	531 E 5TH STREET	615 ft


Name	Address	Approx. Distance
GRC RESTAURANT PARTNERS INC	269 E HOUSTON ST	625 ft
MAPLE VIEW HOLDINGS CORP	2-4 CLINTON ST	635 ft
MINA LENA INC	37 AVENUE A	645 ft
GPEV LLC	511 E 5TH ST	655 ft
TTBK INC	188 SUFFOLK ST	655 ft
STERLING PARKSIDE CORP	317 E HOUSTON STREET	660 ft
ILLB INC	43 AVENUE A	660 ft
EL MAGUEY Y LA TUNA LTD	321 E HOUSTON ST	680 ft
511 E 5TH STREET LLC	511 E 5TH ST	695 ft
ADARP INC	244 E HOUSTON ST	705 ft
DOUBLE DOWN NYC LLC	14 AVENUE A	715 ft
CORMAR INCORPORATED	507 E 5TH ST	730 ft
DIDDLER DOYLE CORP	12 AVENUE A	730 ft
A & P RESTAURANT CORP	245 E HOUSTON ST	730 ft
SWAUTO LTD	25 AVENUE A	750 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
ETHIOPIAN MESKEL INC	199 E 3RD ST	115 ft
TD AB LLC	29 AVENUE B	180 ft
GERMAT OF NY INC	192 E 2ND ST	290 ft

Unmapped licenses within zipcode of report location

Name	Address
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From: Kimberly Summers kimberly@ds-lawoffices.com 
Subject: CB3 Beer & Wine License Application - 197 E 3rd Street

Date: June 26, 2019 at 1:33 PM

To:

Bcc: ecruz@nyalbor.org, friendsoftheles@gmail.com, ck@wingflix.com, sudhasahai1@gmail.com, michaeljschweinsburg@gmail.com

KS

Good afternoon,

Please find attached a completed community board application for our client, Book Club Bar LLC, who is scheduled to appear before the Community Board on Monday, July 15th with regards to its application for a beer and wine license at 197 E 3rd Street, New York, New York. Please note that the intended hours of operation are 8am-12am Monday-Sunday and the applicant is seeking approval to have a single acoustic guitar player, with no additional amplification, at most once per week in early evening hours . If you have any questions or comments on this application, please do not hesitate to reach out. Thank you.

Best regards,

Kimberly A. Summers, Esq.
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