



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3
 59 East 4th Street - New York, NY 10003
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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: 09/27/2019

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: On Premise (252)

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Tavern serving beer, wine, and liquor

Corporation and trade name of current license: 247 LUV NYC LLC, IMOK (Trade Name)

APPLICANT:

Premise address: 247 Eldridge Street, New York, NY 10002

Cross streets: E. aHouston & Stanton Streets

Name of applicant and all principals: Cafe 247 NYC LLC, Joseph Sean Diaz

Trade name (DBA): 247 (Two Four Seven)

PREMISE:

Type of building and number of floors: Mixed Use, six (6) 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: _____

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? 74

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):
C6-2A

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: Coffee/espresso

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Sunday, Monday, Tuesday (6a-12a), Wednesday, Thursday, Friday,
Saturday (6a-4a)

Number of tables? 5 Total number of seats? 18

How many stand-up bars/ bar seats are located on the premise? 10 on bar, 8 on siderail

(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): One L-shaped, 12 foot bar near entrance

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

Toastable pastries and pre-packaged snacks

What are the hours kitchen will be open? Food available during all hours of operation

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

How many employees will there be? 3

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

NO

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 N/A

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

Please describe your sound system: 3 Speakers, iPod, and DJ console

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? Yes, private events, one per week

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 during tavern hours (after 9p) and any evening that a DJ provides music

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: N/A

Address: N/A Community Board # N/A

Dates of operation: N/A

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 N/A

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? 7

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 _____.
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.

CB3 QUESTIONNAIRE SUPPLEMENTAL INFORMATION - CAFE 247 NYC LLC

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment?

Our security plan calls for two (2) licensed security personnel and at least one (1) will always be present outside and in front of the establishment. The outside security is responsible for checking all patrons' IDs and keeping the sidewalk clear of any loitering as all patrons will be required to enter the venue or stay clear of the front sidewalk area. Patrons that wish to smoke cigarettes will be instructed to stay clear at least 25 feet of the venue and we will work with our neighboring bars, restaurants, and local police to keep the general vicinity clear of any loitering or crowds; we will encourage all patrons to either remain in the venue or keep it moving along to their next destination. Our security personnel will make sure that all vehicular traffic is only permitted to stop to unload patrons and exiting patrons will be encouraged to arrange any pickups/Uber/Lyft rides to meet at the corner of E. Houston & Eldridge Streets, not on Eldridge Street or in front of the premises.

APPLICANT HISTORY

Principal work experience similar to proposed business:

Joseph Sean Diaz is a native New Yorker (Manhattan), a graduate of Columbia Law School, and a businessman who has over thirty (30) years managing, promoting, and performing as a DJ in New York City bars and nightclubs. Diaz also spent a great deal of time in the city of Philadelphia as a manager of the Limelight, a popular nightclub and daytime restaurant. Diaz returned to New York City to attend Columbia Law School, where he earned his J.D. and in 2001, he was admitted to the New York State Bar. In 2004, Diaz returned to Philadelphia to practice law and in 2006, he became a co-owner of Jolly's Piano Bar, a tavern with a full-service restaurant and live entertainment, located in the Rittenhouse area of Center City Philadelphia. Diaz has managed and promoted two venues in the Meat-packing District area of Manhattan, Filter 14 and Cielo. Cielo closed in 2018 and Diaz began seeking out a venue to purchase for the operation of a bar, lounge, and coffee shop. In addition to retaining the existing staff, Diaz has enlisted two managers with extensive experience in the restaurant and bar industries.

Management Team Experience:

Ellen Woods will be one of two venue managers. Woods has managed and run operations for several New York City bars including Shelter and Cielo. Woods' bar managerial experience includes oversight of cashier and bar personnel, in addition to hiring staff and DJs. Woods has worked with renowned chef Marcus Samuelsson (Red Rooster Harlem) as a part of his management team to open the lounge counterpart of Red Rooster, Ginny's. Woods also worked with her brother, celebrity chef Marvin Woods to open Asante, a full-service restaurant and bar in Atlanta, GA, where she worked as a manager, overseeing all staff operations.

Yusuf Abdul-Kareem will be one of two venue managers. Abdul-Kareem earned his bachelor's degree in Hospitality and Tourism from North Carolina Central University and his Masters of Business Administration from Drexel University Lebow College of Business. Abdul-Kareem's venue management experience includes leading business operations as a multi-unit district manager for The Waffle House, an iconic restaurant chain, where he oversaw operations for three flagship restaurants (capacity of 80 persons each) and three on-site managers.

Map of Establishments Serving Beer, Wine, or Liquor (within 2 blocks)



Map data ©2019 Google 100 ft

- (1) Spaghetti Incident (231 Eldridge Street): B/W, R(restaurant)
- (2) Bob Bar (235 Eldridge Street): OP, B(ar)
- (3) Bar Goto (245 Eldridge Street): OP, R
- (4) Rumpus Room (249 Eldridge Street): OP, B
- (5) Fools Gold (145 E Houston Street): OP, B
- (6) The Late Late (159 E Houston Street): OP, R
- (7) Delicious Deli (219 Eldridge Street): B/W, R (deli, take out)