



THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3
59 East 4th Street - New York, NY 10003
Phone (212) 533-5300
www.cb3manhattan.org - mn03@cb.nyc.gov

Alysha Lewis-Coleman, Board Chair

Susan Stetzer, District Manager

Dear Applicants, Lawyers, Architects, and others who represent liquor license applicants,

Community Board 3 has received your notification of an application for a new or alteration liquor license. Your request has been placed on the agenda of the next meeting of the SLA (State Liquor Authority) & DCA (Department of Consumer Affairs) Licensing Committee of Community Board 3. This committee will meet on

Monday, January 13, 2020 at 6:30pm
Perseverance House Community Room
535 East 5th Street (btwn Aves A & B)

Please see text of email invite for due date and directions on how to submit the questionnaire.

- Submit completed questionnaires (**with requested diagrams**) to the Community Board office **by the due date listed in the email invite. 6 copies (double sided)** plus additional requested information should be **brought to the meeting**, including copies of petitions circulated and proof of conspicuous posting of Community Board 3 notices at the site for **7 days** prior to the meeting (please include newspaper with date in photo or a timestamped photo). Please read questionnaire instructions carefully.
- Please inform the office of withdrawals by Friday noon before the Committee meeting. Notice must be in writing, by e-mail, stating that applicant will not file with the SLA until they appear before the Community Board. Applicant must submit a new notice to the Community Board to be included on agenda for a meeting at later date.
- Note that withdrawn applications **will not be rolled over** to next month as stated in previous paragraph.
- Applications without completed information - **including** petitions and proof of posting - will not be heard at the committee meeting.
- Please note that the applicant must be present.

Thank you for your help and cooperation. If there are any questions, please call the office.

Sincerely,

Susan Stetzer
District Manager



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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: December 17, 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 Premises

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Bar / Lounge

Corporation and trade name of current license: ADARP INC. d/b/a Open House Club

APPLICANT:

Premise address: 244 E. Houston Street, New York, NY 10002

Cross streets: Houston Street and Avenue A

Name of applicant and all principals: The Monroe Group 29 LLC, or an affiliate entity

Cameron Schur, Ryan Levan, Marco Massaro, Joseph Attanasio

Trade name (DBA): Writing on the Wall

PREMISE:

Type of building and number of floors: 5-story mixed use building

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: N/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? 196

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):
R8A

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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Monday through Sunday, 11 am - 4 am

Number of tables? 12 Total number of seats? 50

How many stand-up bars/ bar seats are located on the premise? 2 bars, 16 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 1: Straight, 12 ft.; Bar 2: L-Shaped, 14 ft.

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

Please see menu attached

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

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

How many employees will there be? 16

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?) 3-5 TVs/monitors

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: 6-10 speakers, all set at a reasonable volume level

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? Occasional (approximately once/month) private or special holiday events which may include a cover charge

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.") Please see attached plans.

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) Security personnel
will be present during all hours of operation, including at the entrance and inside the premises.

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

Existing soundproofing will be supplemented by top-of-the-line noise-reduction materials

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. Please see attached 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? Approximately 7, area survey pending

How many On-Premise (OP) liquor licenses are within 500 feet? Approximately 16, area survey pending

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 3 DJs / promoted events per week, ☒ more than 12 private parties per year.
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 8 pm.
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.

Supplemental Information – CB3 Questionnaire – 244 E. Houston Street

Noise and Traffic Mitigation Plans

- Mission Statement: Our principals are each current or former residents of the neighborhood comprising Community Board 3. One of our founders lived next door to the premises, at 250 E. Houston Street, for many years. We are business owners, but more importantly we are neighbors—and we intend to foster a culture of respect for our fellow neighbors and patrons alike at our venue. We will establish clear rules and processes for minimizing noise and traffic disturbances, we will impress upon our staff the critical importance of enforcing those rules and implementing those processes, and we lead from the top down in an effort to minimize our sound and traffic footprint overall.
- Our Plan: At least one member of our security personnel will be present directly outside and in front of the entrance to the premises at all times. Security will be responsible for keeping the sidewalk clear, checking identification, and dispersing any loitering. We will work with our neighbors, from other retail and hospitality venues to local law enforcement, to ensure that the area in front of and adjacent to our venue will be free from crowding and congestion.
- Although we are a neighborhood establishment and anticipate our patronage will be comprised largely of neighborhood dwellers arriving and departing on foot, security will encourage patrons to arrange pickup by ridesharing services either from within the venue or on the corner, at the intersection of Houston and Avenue A. Similarly, security will work to ensure that any vehicles dropping off patrons to do so promptly and then clear the area. Patrons who wish to smoke cigarettes will be instructed to do so at least 25 feet away from the establishment.
- Moreover, in addition to the measures carried out by our security personnel, we will install conspicuous signage instructing patrons outside to respect our neighbors and remain quiet as they enter and exit the premises.
- Management and staff will limit noise inside the venue, remind patrons to be courteous to our neighbors, and control music so that noise does not leave the establishment. The speakers have been configured so that music will serve the patrons inside the bar, not disrupt the neighborhood outside it. Finally, security will make sure that the door is shut at all times to prevent noise from emanating from the entrance, and the venue has no windows, so noise cannot escape that way.
- In consultation with a professional sound engineer, we will install top-of-the-line soundproofing to minimize any noise outside of the premises.

Principal and Management Team Experience

Marco Massaro

Holds a bachelor's degree in Economics from St. John's University and a certificate in Global Finance/Business Management from Durham University Business School, UK. Since 2010, Marco has worked for the Barraza Food Group, where he has played a critical role in the expansion of the company from a taco truck in Jersey City to a six-location restaurant group with venues in Manhattan. Marco has held nearly every position at Barraza, working his way from food runner to host, server, bartender, manager, and beverage director. As manager, Marco opened multiple locations for the group, including their most recent expansion in Gramercy. He takes this experience into his roles as General Manager and principal of Writing on the Wall.

Cameron Schur

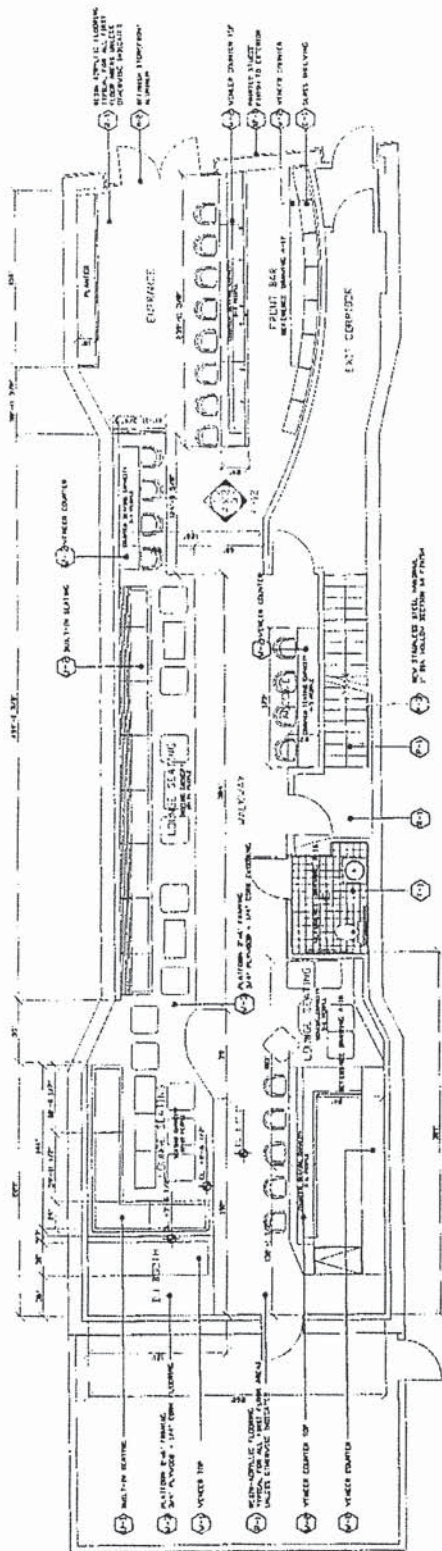
Is a corporate real estate attorney at Pryor Cashman LLP, where he helps his clients build, trade, and finance properties around the world. Cameron graduated with honors from Cardozo Law School and is a member of the New York State Bar. Prior to his legal career, Cameron was involved in hospitality in his home state of Florida. For years, Cameron was a resident of 250 East Houston Street, just steps from Writing on the Wall's location at 244 East Houston. He brings these experiences to bear into his roles as Business Manager and principal of Writing on the Wall.

Ryan Levan

Graduated with honors from Columbia Law School (J.D.) and the University of Pennsylvania (B.A.). He is a member of the New York State bar and an antitrust litigator at Gibson, Dunn & Crutcher LLP, where his practice focuses on financial services and class action representations, as well as pro bono work with immigrants and charitable institutions. Before becoming an attorney, Ryan worked in hospitality in Spain and Argentina. His family originally from the Bronx, Ryan has been a resident of the East Village for years. He is a principal and the Financial Director of Writing on the Wall.

Joseph Attanasio

Is an experienced product manager for venture-backed mobile startups in the New York City consumer technology space. Joe is a strong technical professional with a B.A. in Economics from Rollins College, which he brings to his role as Technical and Creative Director of Writing on the Wall. Like his fellow principals, Joe has lived in the East Village for years.



1 FLOOR PLAN

SCALE: 1/8" = 1'-0"

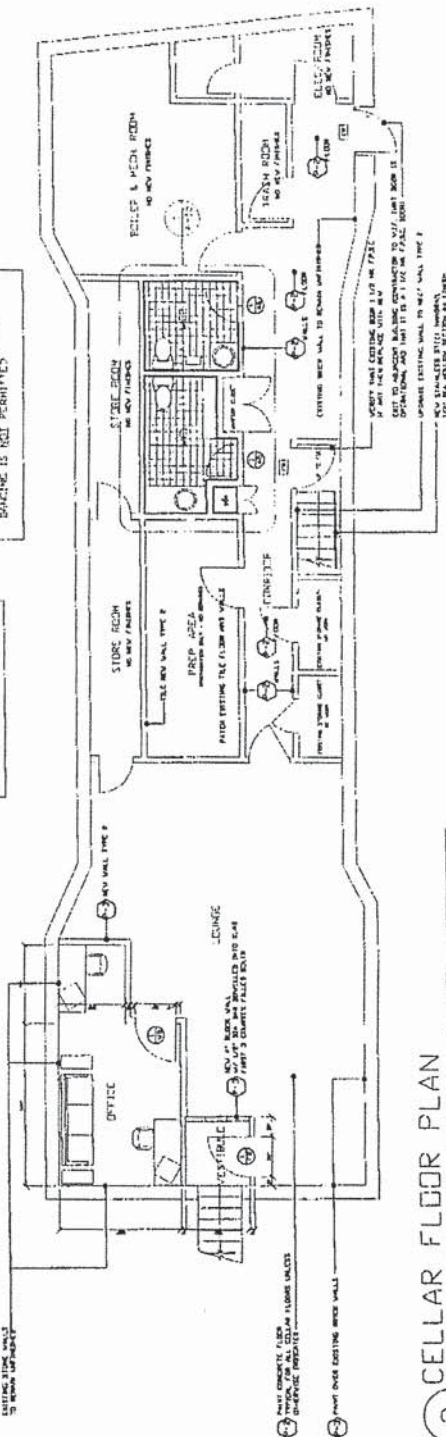
EXISTING ROOM WALLS
TO REMAIN UNCHANGED

NOTE:

SPACE IS USED AS LIVING & DINING
ES-REAR-RENT-USE GROUND
AS PER ZONING REGULATION 32-15
DINING IS NOT PERMITTED

NOTE:

SPACE IS FULLY SPRINKLERED
FOR FIRE PROTECTION
SEE MECHANICAL SCHEDULE



2 CELLAR FLOOR PLAN

SCALE: 1/8" = 1'-0"

EXISTING ROOM WALLS
TO REMAIN UNCHANGED

EXISTING ROOM WALLS
TO REMAIN UNCHANGED

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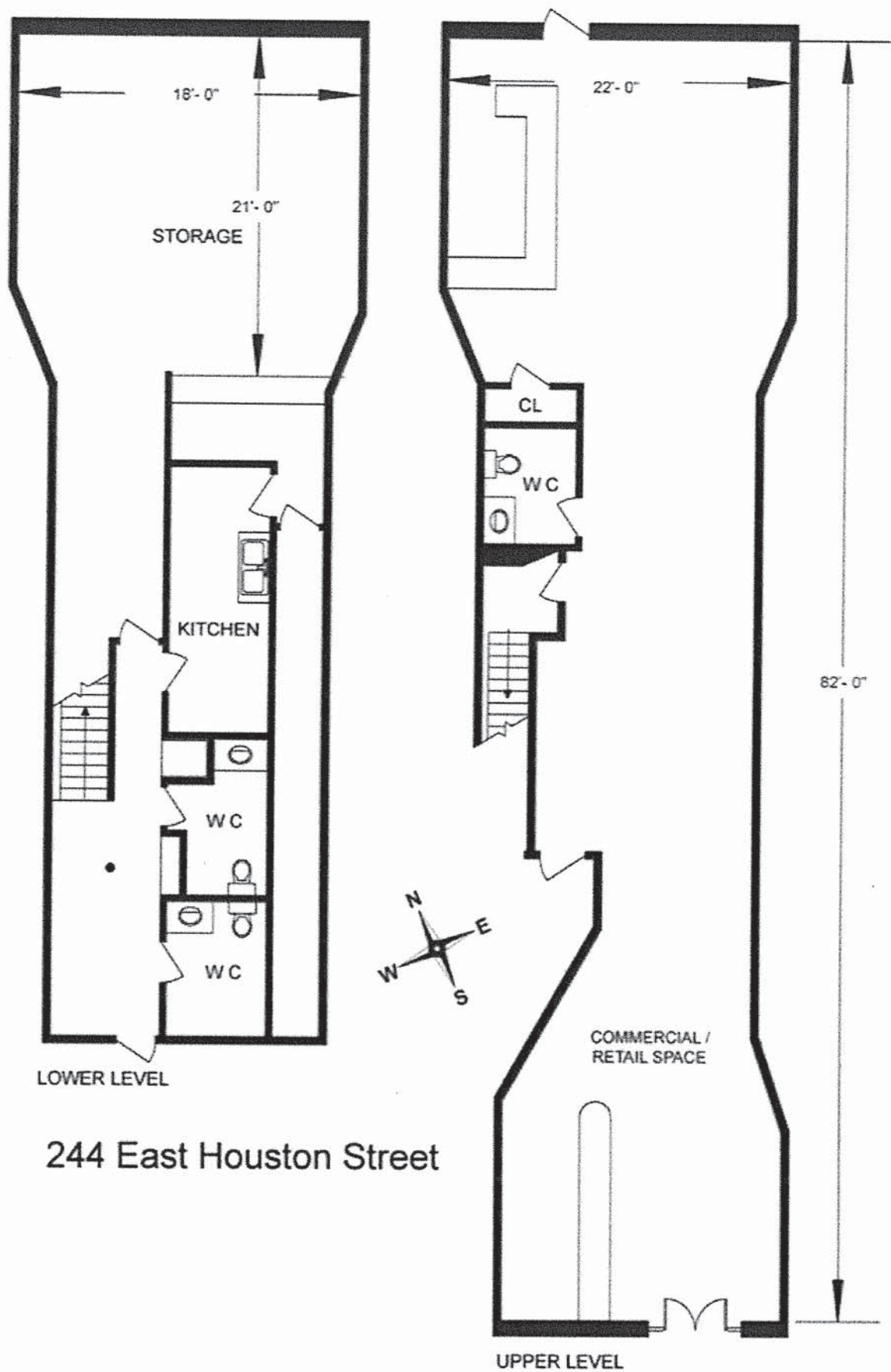
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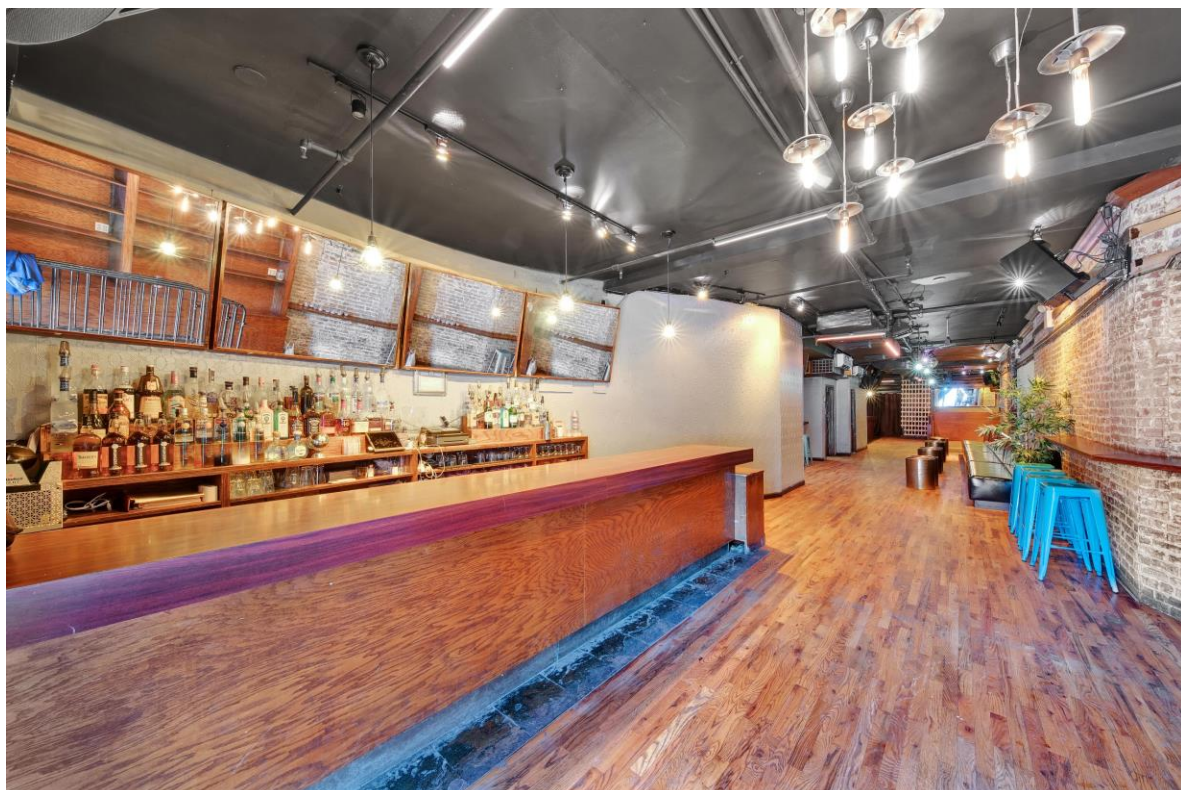
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FLOOR PLAN



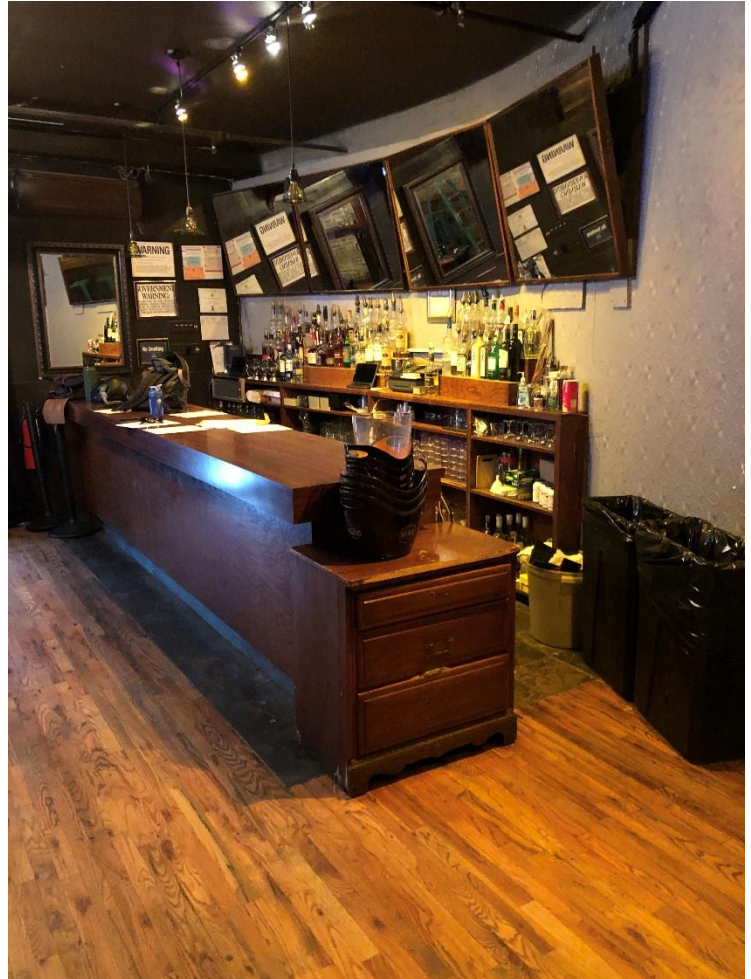
244 East Houston Street, New York, New York 10002

Current Premises Photographs



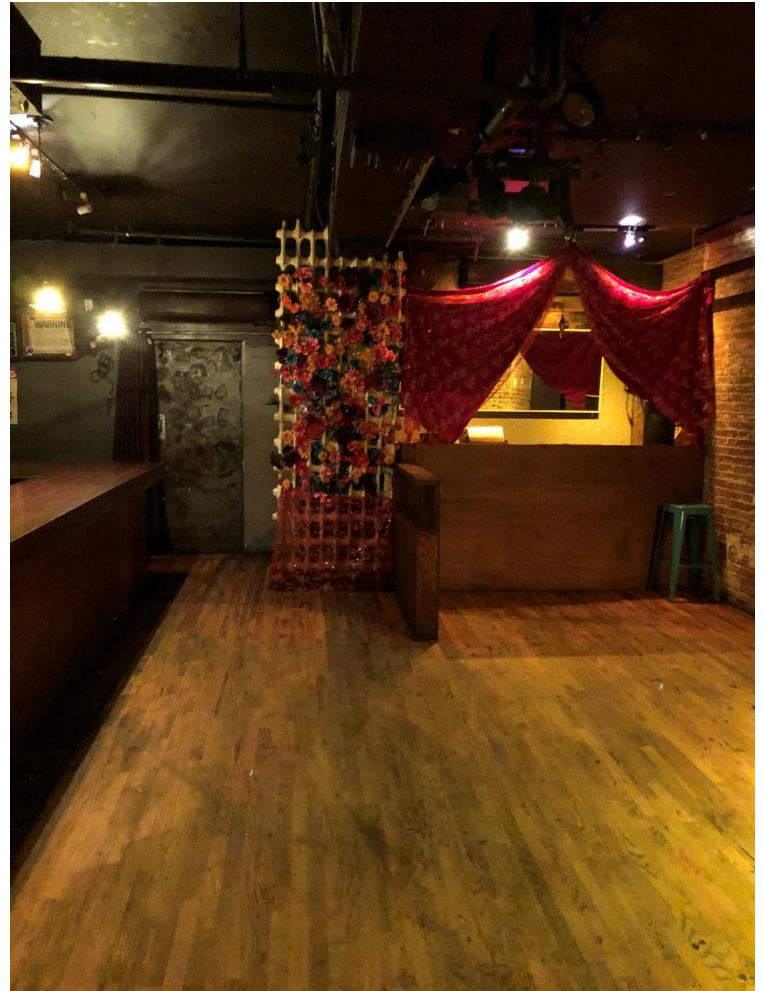
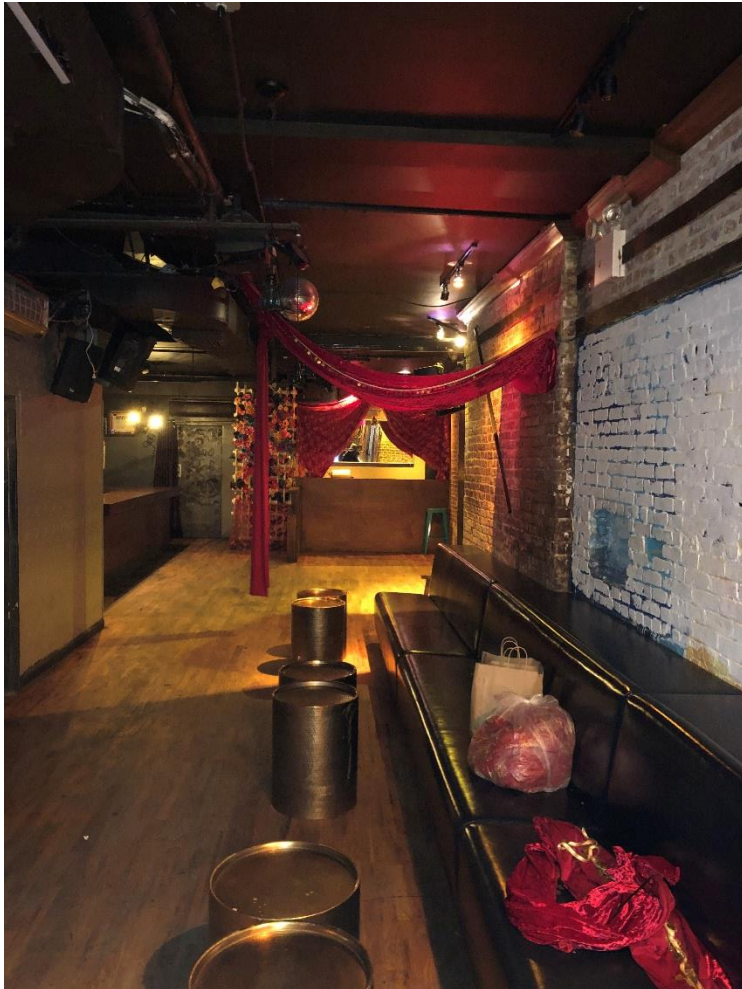
244 East Houston Street, New York, New York 10002

Current Premises Photographs



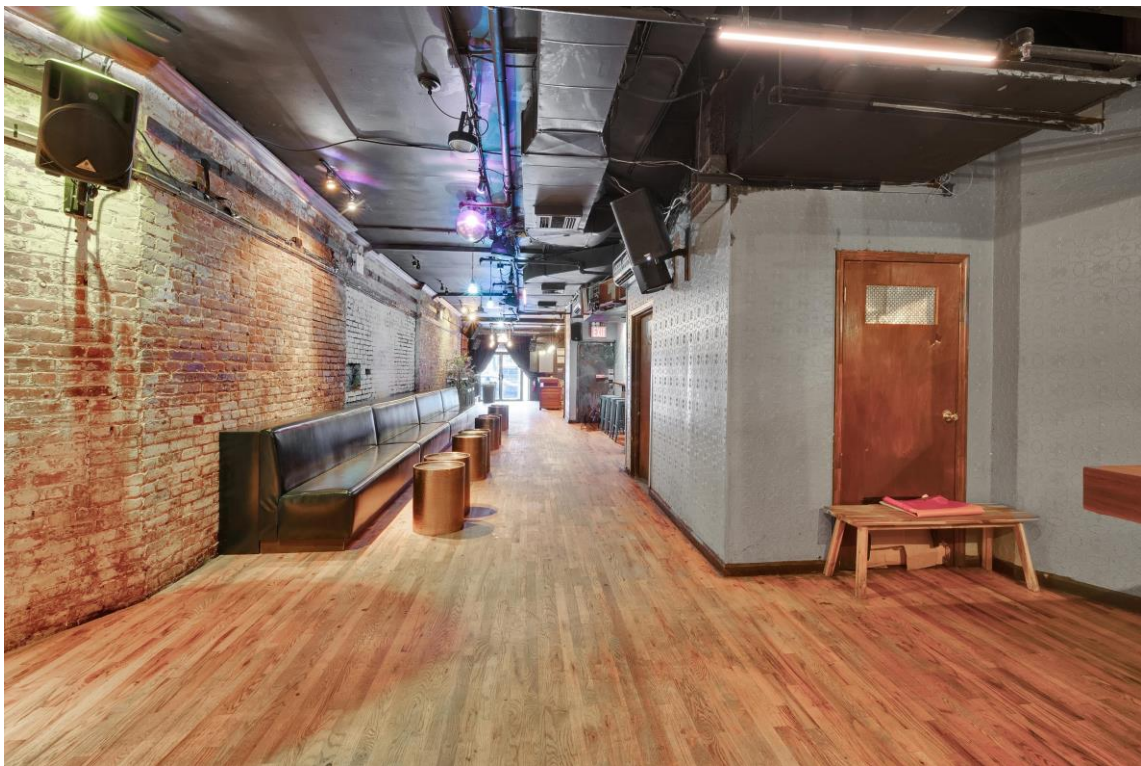
244 East Houston Street, New York, New York 10002

Current Premises Photographs



244 East Houston Street, New York, New York 10002

Current Premises Photographs





Starters

Hummus Spread

Housemade roasted red pepper hummus served with pita bread. \$11

House Guacamole

Housemade guac & tortilla chips. \$12

Caesar Salad

Romaine, house baked croutons, parmesan cheese. \$13

Kale Salad

Crispy apple, vinaigrette, goat cheese. \$13

Flatbreads

The Margherita

Basil, mozzarella, tomato sauce, garlic, oregano. \$14

The BBQ Chicken

Mozzarella, parmesan, caramelized onions, BBQ chicken, tomato sauce. \$16

The Roasted Veg

Mozzarella, tomato sauce, yellow squash, zucchini, red onion, green pepper. \$15

Panninis

The Caprese

Basil, mozzarella, and sundried tomato. \$13

The Grilled Chicken

Buffalo mozzarella, sun dried tomatoes. \$15

The Turkey Club

Roast turkey breast, lettuce, tomato, bacon, mayo. \$13

The Roast Beef

Roasted beef, provolone, cheddar, lettuce, tomato, dijon mustard. \$13

Sides

Air Baked Fries \$6

Air Baked Sweet Potato \$6

Air Baked Tater Tots \$6

Roasted Broccoli \$6

Proximity Report for Location:

November 27, 2019

244 E Houston St, New York, NY, 10002

* 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	105 ft
DISCOVERY WINES LLC	16 AVE B	610 ft
FLYNN MCCLURE INC	100 STANTON ST	690 ft
NIZGA CORP	58 AVENUE A	780 ft
TURTLE DOVE LLC	28 30 CLINTON ST	780 ft
SALGIRAH CORP	141 ESSEX ST	820 ft
JCCSM INC	45 1ST AVE	980 ft

Churches within 500 Feet

Name	Approx. Distance
Saint Nicholas Roman Catholic Church	465 ft

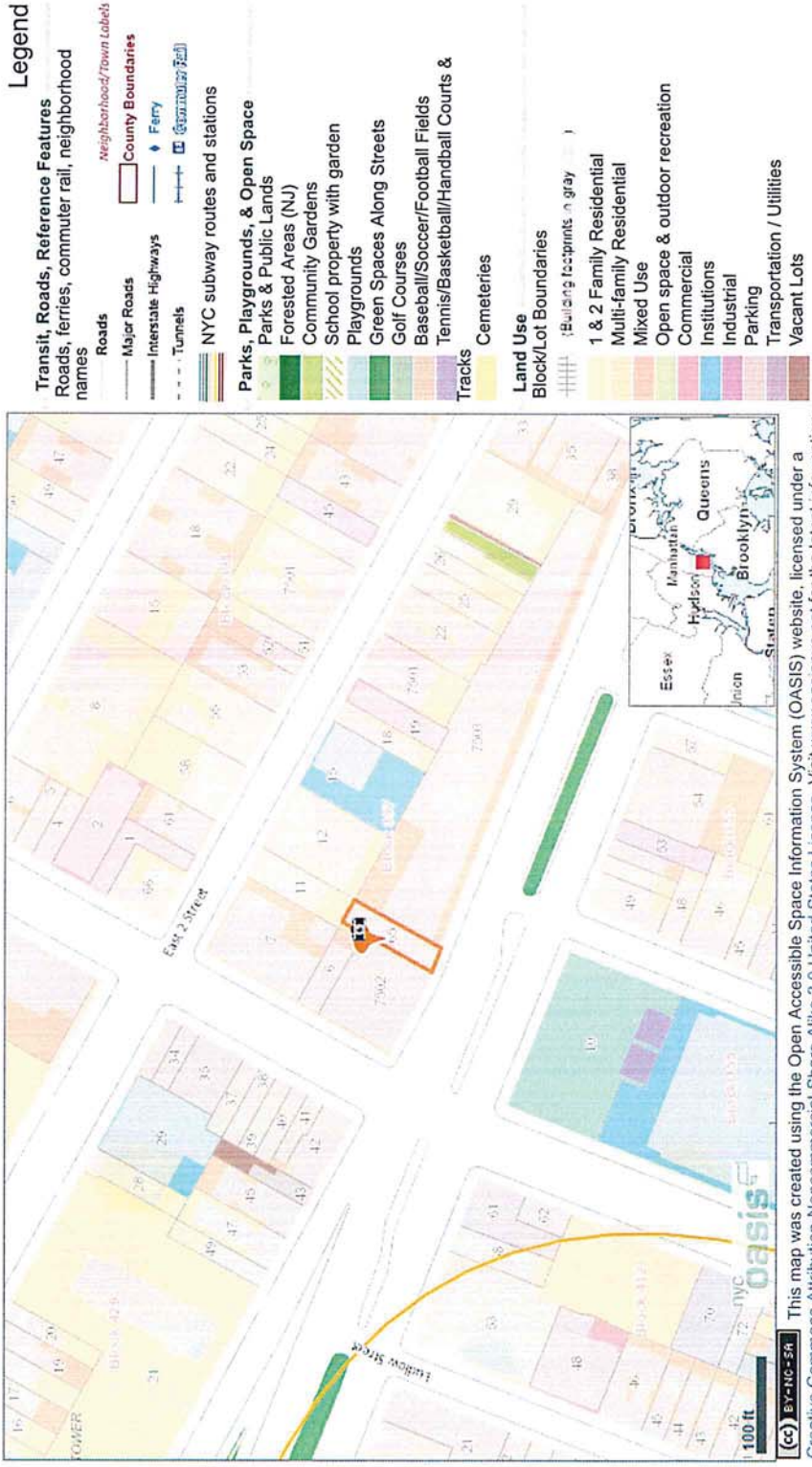
Schools within 500 Feet

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

Name	Address	Approx. Distance
ADARP INC	244 E HOUSTON ST	15 ft
DIDDLER DOYLE CORP	12 AVENUE A	140 ft
DOUBLE DOWN NYC LLC	14 AVENUE A	155 ft
A & P RESTAURANT CORP	245 E HOUSTON ST	175 ft
DOWNTOWN DINING LLC	5 AVENUE A	200 ft
CRAWFORD FLICK INC	7 AVENUE A	200 ft
JJD GROUP LLC	9 AVE A	205 ft
ESX GROUP INC	225 E HOUSTON ST	235 ft
RAGUBOY CORP	156 EAST 2ND STREET	250 ft
CANAS RESTAURANT INC	23 AVENUE A	265 ft
SWAUTO LTD	25 AVENUE A	280 ft
S W MONTE INC	217 E HOUSTON ST	300 ft
GRC RESTAURANT PARTNERS INC	269 E HOUSTON ST	375 ft
TTBK INC	188 SUFFOLK ST	395 ft
ROLO REST LLC	32 AVENUE A	400 ft
KATZ DELICATESSEN OF HOUSTON STREET INC	205 E HOUSTON ST	465 ft

244 E. Houston Street



- Legend**
- Transit, Roads, Reference Features**
Roads, ferries, commuter rail, neighborhood names

Roads
Major Roads
County Boundaries
Interstate Highways
Tunnels
NYC subway routes and stations

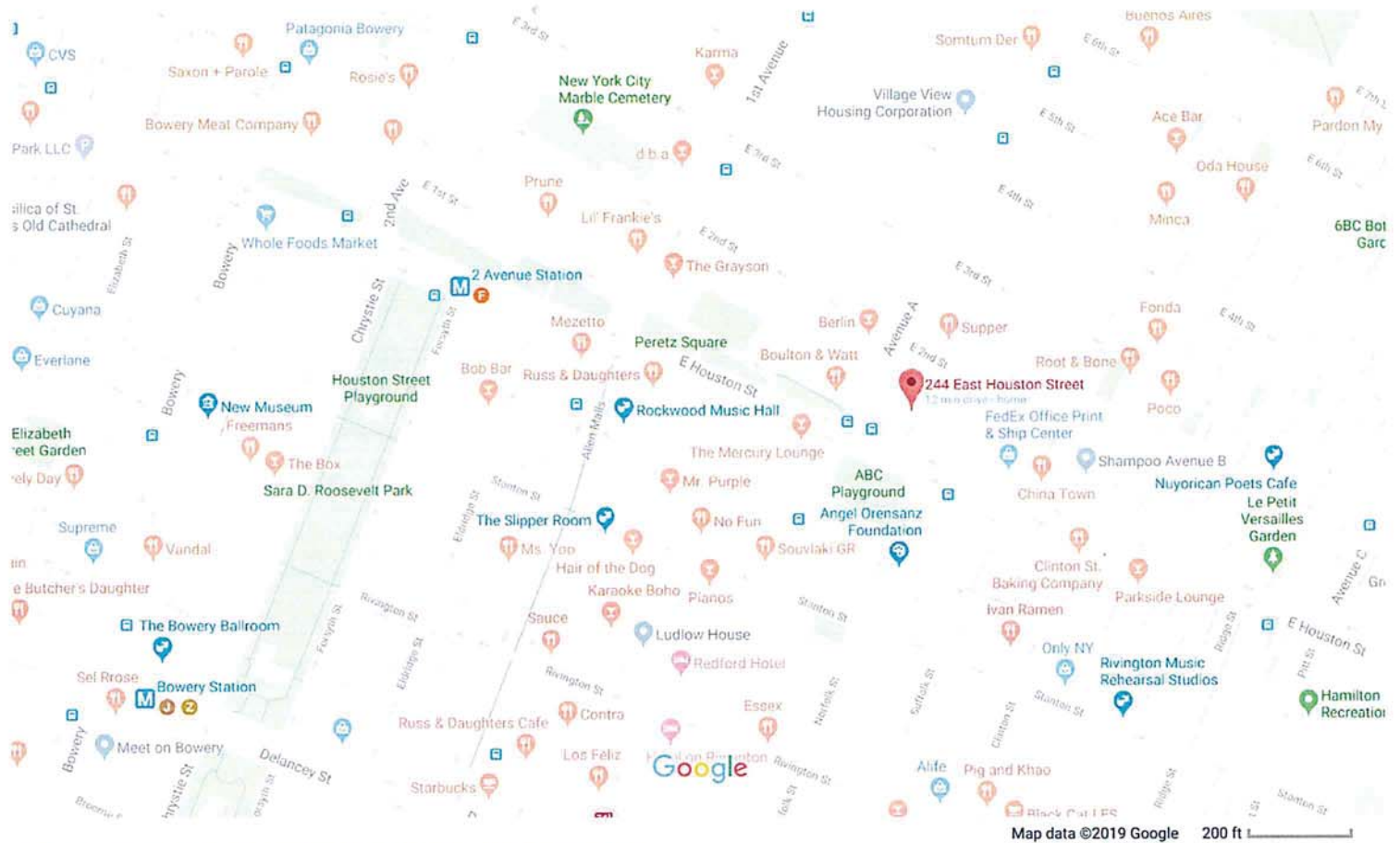
Parks, Playgrounds, & Open Space
Parks & Public Lands
Forested Areas (NJ)
Community Gardens
School property with garden
Playgrounds
Green Spaces Along Streets
Golf Courses
Baseball/Soccer/Football Fields
Tennis/Basketball/Handball Courts & Tracks
Cemeteries

Land Use
Block/Lot Boundaries
Building footprints in gray
1 & 2 Family Residential
Multi-family Residential
Mixed Use
Open space & outdoor recreation
Commercial
Institutions
Industrial
Parking
Transportation / Utilities
Vacant Lots

(Not all items in the legend may be visible on the map.)

This map was created using the Open Accessible Space Information System (OASIS) website, licensed under a Creative Commons Attribution-NonCommercial-Share Alike 3.0 United States License. Visit www.oasisnyc.net for the latest information about data sources and notes about how the maps were developed. Contact oasisnyc@gc.cuny.edu with questions or comments. OASIS is developed and maintained by the Center for Urban Research, CUNY Graduate Center.

Google Maps 244 E Houston St



244 E Houston St

New York, NY 10002



Directions



Save



Nearby



Send to your
phone



Share



P2C7+XQ New York

Photos

THE CITY OF NEW YORK



DEPARTMENT OF BUILDINGS

CERTIFICATE OF OCCUPANCY

ALT# 257 88

BOROUGH MANHATTAN

DATE: AUG 20 1990 NO. 36502

ZONING DISTRICT C2-5

This certificate supersedes C.O. No.

THIS CERTIFIES that the ~~new~~ altered ~~existing~~ building-premises located at

244 East Houston Street NEC Avenue A

Block 397 Lot 3

CONFORMS SUBSTANTIALLY TO THE APPROVED PLANS AND SPECIFICATIONS AND TO THE REQUIREMENTS OF ALL APPLICABLE LAWS, RULES, AND REGULATIONS FOR THE USES AND OCCUPANCIES SPECIFIED HEREIN

PERMISSIBLE USE AND OCCUPANCY

STORY	LIVE LOAD LBS. PER SQ. FT.	MAXIMUM NO. OF PERSONS PERMITTED	ZONING DUELLING OR ROOMING UNITS	BUILDING CODE HABITABLE ROOMS	ZONING USE GROUP	BUILDING CODE OCCUPANCY GROUP	DESCRIPTION OF USE
Cellar	0.G.				2		Vacant Boiler room, gas & elec. meter rooms locker room
1st Floor	40	196			6	Comm.	Eating & drinking establishment
2nd Floor	40		4	4	2	Res.	Class "A" apartments
3rd Floor	40		4	4	2	Res.	Class "A" apartments
4th Floor	40		4	4	2	Res.	Class "A" apartments
5th Floor	40		2	4	2	Res.	Class "A" apartments
CLASS A MULTIPLE DWELLING ARTICLE 7B OLD CODE							
TOTAL OCCUPANCY: Eating & drinking establishment and 14 class "A" apartments old code, article 7B							
These premises have been declared one zoning lot consisting of tax lot 3 (tentative lots #65 & 3 pursuant to section 12-10 Z.R. and as recorded in the office of the city register page 570, Reel 1372.							
THIS CERTIFICATE OF OCCUPANCY MUST BE POSTED WITHIN THE BUILDING IN ACCORDANCE WITH THE RULES OF THE DEPARTMENT PROMULGATED MARCH 31ST, 1967.							

OPEN SPACE USES

(SPECIFY PARKING SPACES, LOADING BERTHS, OTHER USES, NONE)

M.G.

NO CHANGES OF USE OR OCCUPANCY SHALL BE MADE UNLESS
A NEW AMENDED CERTIFICATE OF OCCUPANCY IS OBTAINEDTHIS CERTIFICATE OF OCCUPANCY IS ISSUED SUBJECT TO FURTHER LIMITATIONS, CONDITIONS AND
SPECIFICATIONS NOTED ON THE REVERSE SIDE.

BOROUGH SUPERINTENDENT

M-5...

☐ ORIGINAL☐ OFFICE COPY-DEPARTMENT OF BUILDINGS☐ COPY