

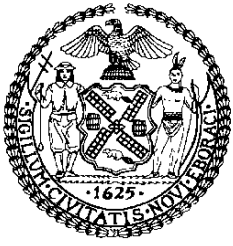
104 Avenue C Partners LLC
Joyface
104 Avenue C
New York, New York 10009

Manhattan Community Board 3
59 East 4th Street
New York, New York 10003

Community Board Liquor License Questionnaire

- Floor Plan
- Menu
- Photographs
- Prior Stipulation with CB3

BERNSTEIN REDO, P.C.
1177 Avenue of the Americas, 5th floor
New York, NY 10036
Tel. 212.651.3100
www.brpclaw.com



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

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
*Change in method of operation

Check if either of these apply:

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

Today's Date: 5/28/2021

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 license

If alteration, describe nature of alteration: Permit lines outside, change in hours from 3am to 4am Thursday to Saturday

Previous or current use of the location: on-premises tavern license

Corporation and trade name of current license: 104 Avenue C Partners LLC d/b/a Joyface

APPLICANT:

Premise address: 104 Avenue C, New York, NY 10009

Cross streets: 6th and 7th Streets

Name of applicant and all principals: 104 Avenue C Partners LLC; Jennifer Shorr

Trade name (DBA): Joyface

PREMISE:

Type of building and number of floors: 5-story residential 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: _____

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
*Letter of No Objection

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Sunday to Wednesday 11am-2am (current and approved, no changes); Thursday to Saturday 11am-4am (CMOO, currently 3am)

Number of tables? 10 Total number of seats? 42

How many stand-up bars/ bar seats are located on the premise? 1 stand-up bar, 14 bar stools
(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): Ground floor, L-shaped 21' x 7'

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
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? _____

How many employees will there be? 6-10

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 Two DJ's max per week; Live no more than 4 times per month

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

Please describe your sound system: 6 JBL control 29AV 150 watt speakers; 1 JBL CSMA

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? _____

Happy hour ending by 8pm

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.") TBP

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. TBP

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: 104 Avenue C Partners LLC (licensed since 2018)

Address: 104 Avenue C, New York, NY 10009 Community Board # 3

Dates of operation: 2018-Present

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? Approximately 7

How many On-Premise (OP) liquor licenses are within 500 feet? Approximately 5

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. My license type is: beer & cider wine, beer & cider liquor, wine, beer & cider

2. I will operate a full-service restaurant, specifically a (type of restaurant) _____ restaurant, or

I will operate a _____,

with a kitchen open and serving food during all hours of operation OR with less than a full-service kitchen but serving food during all hours of operation OR Other

3. My hours of operation will be:

Mon _____ ; Tue _____ ; Wed _____ ;

Thu _____ ; Fri _____ ; Sat _____ ;

Sun _____. (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)

4. I will not use outdoor space for commercial use OR

My sidewalk café hours will be _____

5. I will employ a doorman/security personnel: _____

6. I will install soundproofing, _____

7. 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, or during unamplified live performances or televised sports.

I will have a closed fixed façade with no open doors or windows except my entrance door will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified live performances or televised sports.

8. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than _____ DJs per _____, more than _____ private parties per _____, _____ number of TVs.
9. I will play ambient recorded background music only.
10. 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.
11. I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
12. I will not participate in pub crawls or have party buses come to my establishment.
13. I will not have unlimited drink specials, including boozy brunches, with food.
14. 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 _____.
15. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16. I will conspicuously post this stipulation form beside my liquor license inside of my business.
17. 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.

Name: _____

Phone Number: _____

ATTENTION RESIDENTS & NEIGHBORS

104 Avenue C Partners LLC d/b/a Joyface

Company/DBA Name and Contact Number for Questions

Plans to open a

Bar/Tavern- premises is already open and operating. Change in method to update hours of operation and permit lines outside

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

104 Avenue C, New York, NY 10009

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer, Wine, Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, June 14 at 6:30pm

Online: <https://zoom.us/j/92199317942>

By Phone: +1 646 518 9805, +1 929 205 6099

Date/Time/Location

brian@joyface.nyc

Applicant Contact Information

At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS

第 3 社區居民 請注意

104 Avenue C Partners LLC d/b/a Joyface

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)

Bar/Tavern- premises is already open and operating. Change in method to update hours of operation and permit lines outside

(請選擇/please choose) 酒吧(Bar)/餐館 (Restaurant)
戶外咖啡 (Sidewalk Café) or 或者
後院花園咖啡(Backyard Use)

104 Avenue C, New York, NY 10009

Address/生意地址

seeking a license to serve(以上的店主想要請以下相關酒牌照)

Beer, Wine, Liquor

(請選擇/please choose) 啤酒和酒牌照(Beer & Wine) or/或者
啤酒牌照 (Beer) or/或者
酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議。

(CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday, June 14 at 6:30pm

Online: <https://zoom.us/j/92199317942>

By Phone: +1 646 518 9805, +1 929 205 6099

時間 (Time) 和地點 (Location)

mn03@cb.nyc.gov - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

104 Avenue C Partners LLC d/b/a Joyface

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Bar/Tavern- premises is already open and operating. Change in method to update hours of operation and permit lines outside

(Please choose) Bar/Restaurant
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante
un café de acera o un patio de atrás

104 Avenue C, New York, NY 10009

address

dirección

Seeking a license to serve

**En búsqueda de una
licencia para servir:**

Beer, Wine, Liquor

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

**Public meeting
for comments**

**Reunión público
para comentarios**

Monday, June 14 at 6:30pm

Online: <https://zoom.us/j/92199317942>

By Phone: +1 646 518 9805, +1 929 205 6099

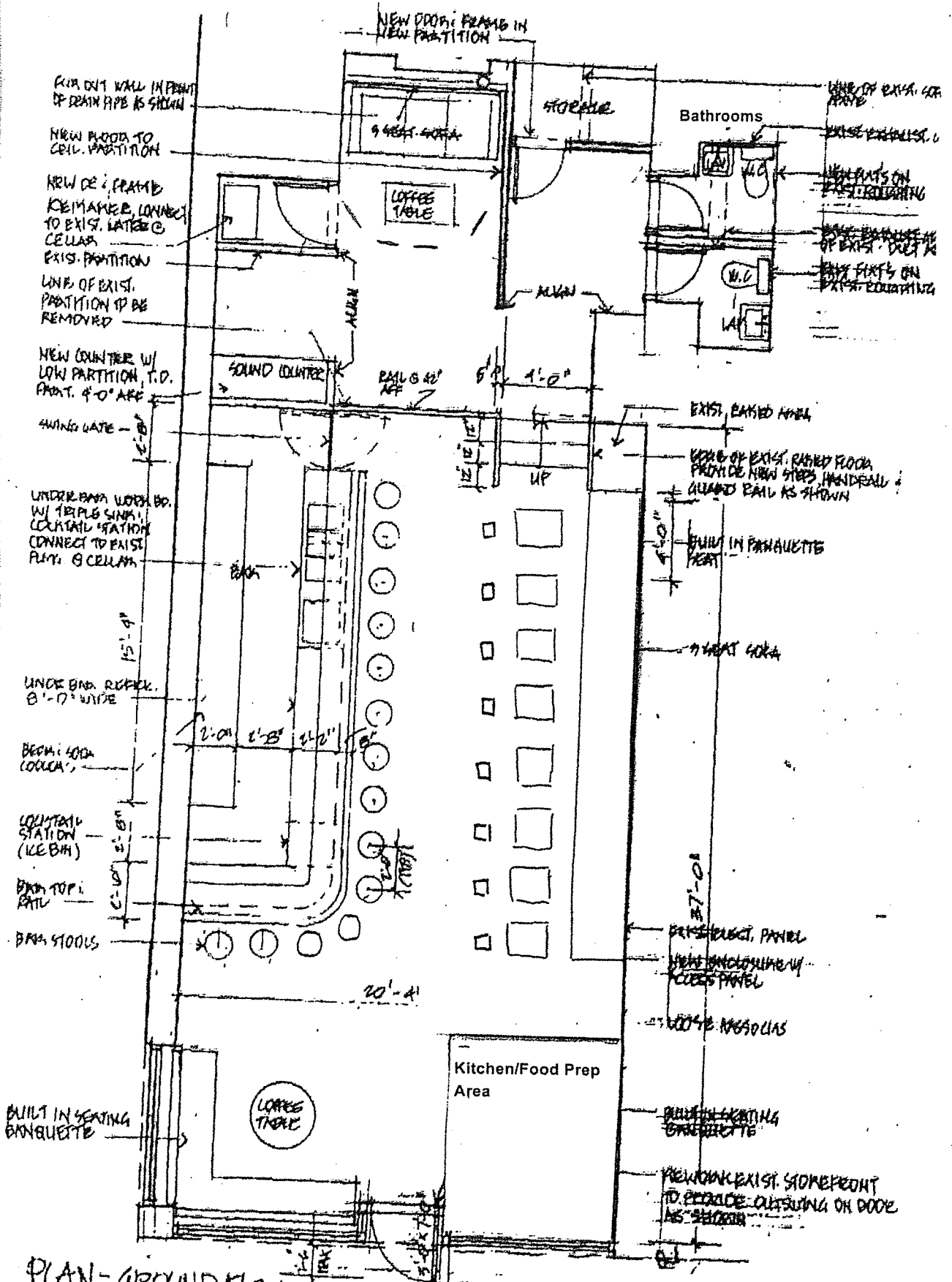
**At COMMUNITY BOARD 3
SLA & DCA Licensing
Committee Meeting**

**En la JUNTA COMUNITARIA 3
La reunión del Comité
de Licencias del SLA y del DCA**

mn03@cb.nyc.gov - www.cb3manhattan.org

104 Avenue C
New York, New York 10009

10 tables with 42 seats
1 Stand-up with 14 bar stools
total seating: 56



PLAN-GROUND FLOOR
1/4" = 1'-0"

Ave C Menu

DEVILED EGGS 4

PICKLED GOODIES 10

BLACK ANGUS STEAK TARTARE 14

LAMB CARPACCIO, FIG & RED ONION CHUTNEY 12

HOUSE HERBED WARM OLIVES, CHEESE STRAWS 9

DUCK LIVER PATE, TOAST POINTS 12

SPRING BERRY SALAD 11

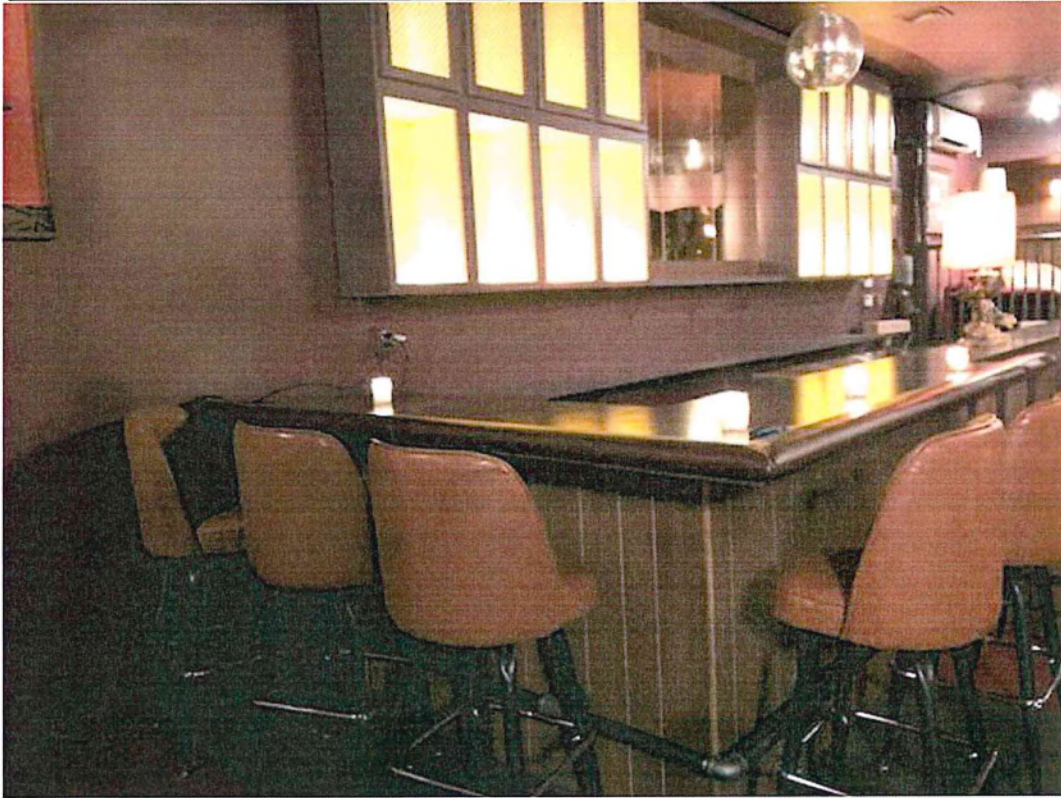
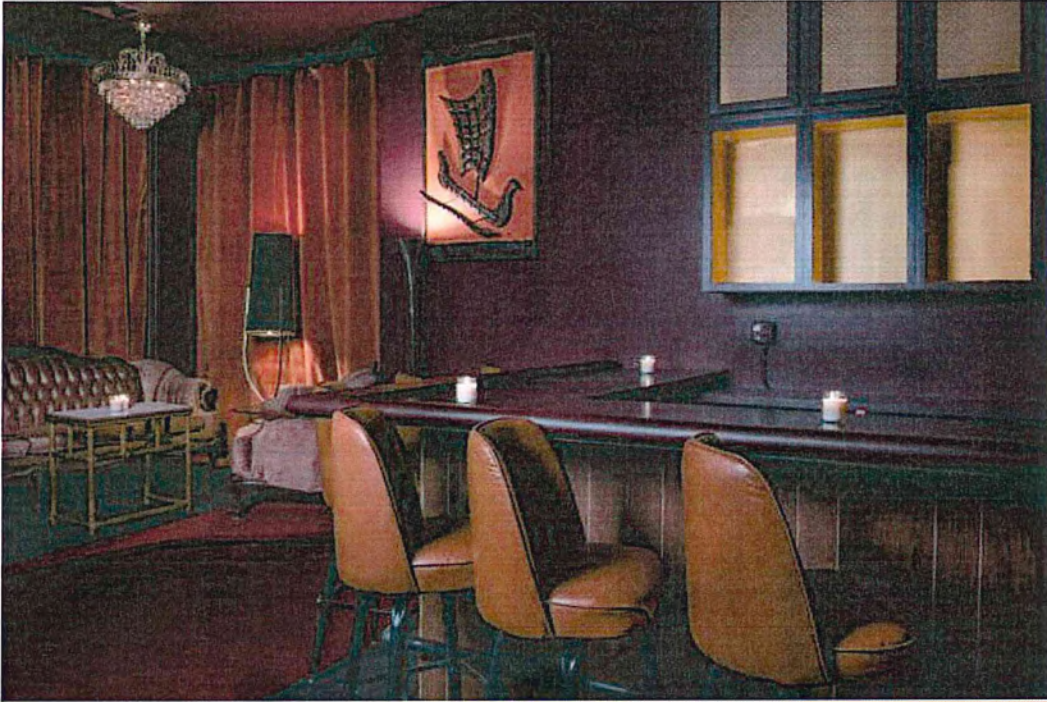
AMERICAN CHEESE PLATE 14

OYSTERS MP

Exterior



Interior: Bar

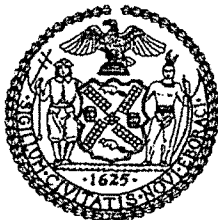


Interior: Seating



Interior: Seating





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

Jamie Rogers, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Stipulations

104 AVENUE C PARTNERS LLC

I, JENNIFER SHORR, as a qualified representative of a corporation to be formed by principal located at 104 AVENUE C, New York, NY agree to the following stipulations: Jennifer Shorr

- 1. I will operate a full-service restaurant, specifically a (type of restaurant) Tavern Lounge with a kitchen open and serving food to within hour(s) of closing every night during all hours of operation.
2. My hours of operation will be 11:00 A.M. to 2:00 A.M. Sundays through Wednesdays and 11:00 A.M. to 3:00 A.M. Thursdays through Saturdays
3. I will not use outdoor space for commercial use.
4. I will operate my sidewalk cafe no later than
5. I will employ a doorman/security personnel on the following days: Fridays and Saturdays if needed
6. I will install soundproofing, with residential tenants it insure inaudible in
7. I will close any front or rear facade 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.
8. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than 2 DJs/promoted events per month more than private parties per week
9. I will play ambient recorded background music only. and live music no more than four (4) times per month
10. 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.
11. I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
12. I will not participate in pub crawls or have party buses come to my establishment.
13. I will not have unlimited drink specials, including boozy brunches, with food.
14. 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 8:00 P.M.
15. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16. I will conspicuously post this stipulation form beside my liquor license inside of my business.
17. 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.

Name: JENNIFER SHORR Phone Number: 201-310-2281

18. I will:

I hereby certify that the information provided above is truthful and accurate based upon my personal belief.

Signed Jennifer Shorr

Dated 8-14-17

Sworn to this 14 day of AUG 2017

Notary Public DONALD M. BERNSTEIN Notary Public, State of New York No. 02BE4806351 Qualified in New York County Commission Expires November 30, 20