

Avenue C Hospitality LLC  
102 Avenue C  
New York, New York 10009

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Manhattan Community Board 3  
SLA Committee Meeting  
Monday August 16, 2021

Community Board 3 Questionnaire

- Floor Plans
- Proposed Menu
- Premises Photographs
- Area Survey
- Outreach

Bernstein Redo, P.C.  
1177 Avenue of the Americas, 5<sup>th</sup> floor  
New York, New York 10036  
[Donald@brpclaw.com](mailto:Donald@brpclaw.com); (212) 651-3100



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 virtually on

**Monday, August 16, 2021 at 6:30pm**  
**Community Board 3 Office**  
**59 East 4th Street (btwn 2nd Ave & Cooper Square)**

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- Note that withdrawn applications **will not be rolled over** to next month as stated in previous paragraph.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 (online).

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

Sincerely,

Susan Stetzer  
District Manager



# 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. To be provided
- 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](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: 7/30/2021

**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 full liquor

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: \_\_\_\_\_

Corporation and trade name of current license: Avenue C Restaurant LLC d/b/a Avenue C

### APPLICANT:

Premise address: 102 Avenue C, New York, NY 10009

Cross streets: 6th and 7th Streets

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

Trade name (DBA): TBD

**PREMISE:**

Type of building and number of floors: 5-story residential building with ground floor commercial use

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: \_\_\_\_\_

Temporary DOT seating only, as permitted

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 to be obtained

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; Overlay 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 11:30am - 1:00am. Thursday to Saturday 11:30am - 2:00am.

Number of tables? 12 Total number of seats? 45

How many stand-up bars/ bar seats are located on the premise? 10 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): 1 stand-up bar, 16'8" x 3'8"

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

Northern European fare- menu to be provided

What are the hours kitchen will be open? Sunday to Wednesday 11:30am - 1:00am. Thursday to Saturday 11:30am - 2:00am.

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

How many employees will there be? 7 employees

Do you have or plan to install  French doors  accordion doors or  windows? Front garage door already in place

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: 2 small Bose bookshelf 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 periodically monitor street in front of premises to make sure there is no idling or double parking

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. Background recorded music only.

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 d/b/a Joyface

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

Dates of operation: 2017-Present

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume. See enclosed

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business Joyface; On-Premises license

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 5

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) neighborhood restaurant, serving northern European fare at a reasonable price 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 11:30am-1:00am ; Tue 11:30am-1:00am ; Wed 11:30am-1:00am ;  
Thu 11:30am-2:00am ; Fri 11:30am-2:00am ; Sat 11:30am-2:00am ;  
Sun 11:30am-1:00am . (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 8:00pm.
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: \_\_\_\_\_

### Plan method of operation

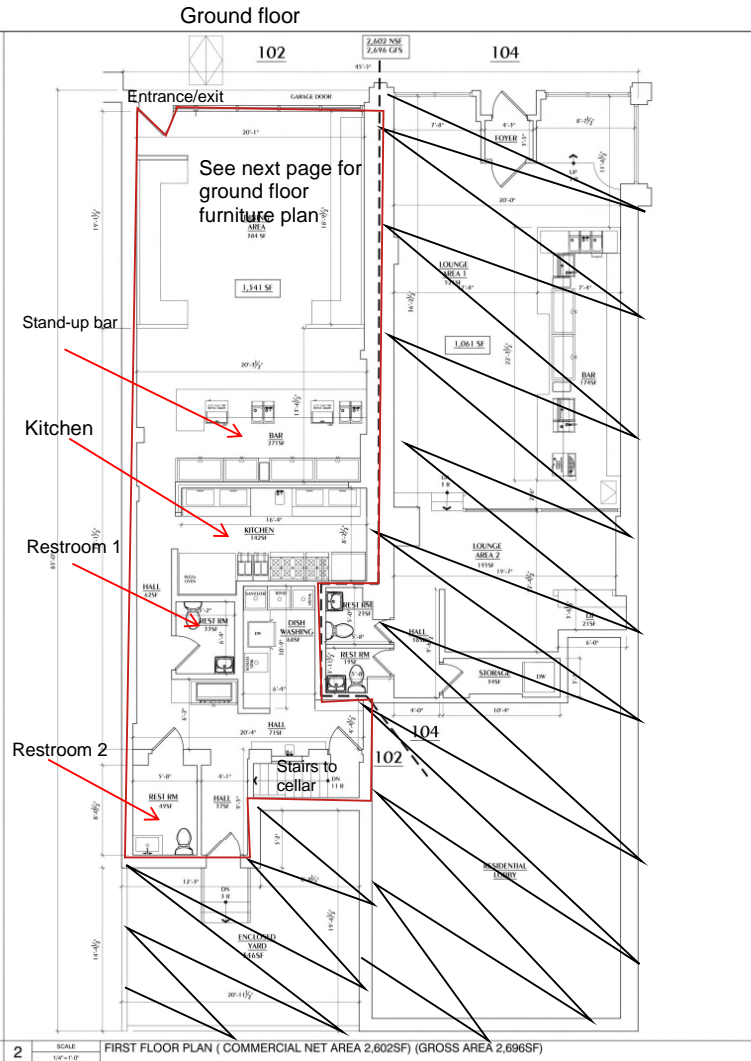
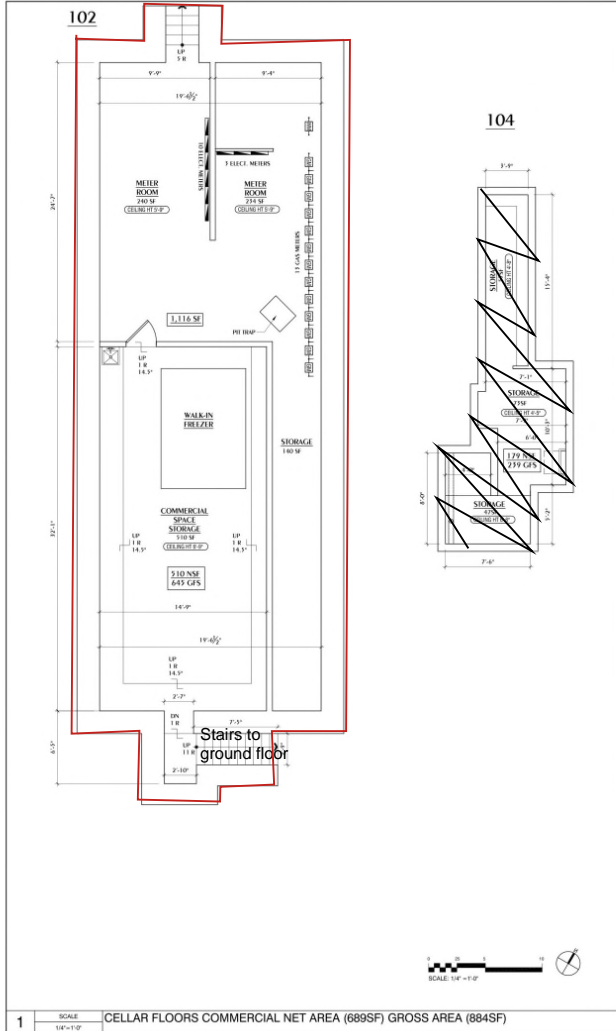
The premises at 102 Avenue C will be a place our neighbors go to get a bite to eat with friends or to grab a nice dinner on their way home from work. The main focus of the space will be the dining room with tables/seats for 47 diners. The bar seating will have only 10 stools and bar seats will be encouraged to dine as well. The general spirit of the restaurant will be one of old classic NY establishments, with a nod to the northern European immigrant history imbued in the neighborhood of the East Village. Hearty fare will be served in a style giving a nod to the of the cuisine of our past neighbors.

### Principal work experience

Jennifer Shorr will operate the restaurant alongside fiancé Brian Powell, who both live and work in the neighborhood and have a good understanding of the area. Jennifer and Brian's operation will be an improvement over the current licensed space as they are familiar with the needs of the community and its residents and are looking to better this establishment in the hopes of becoming a neighborhood destination. Joyface, their current establishment next door has been open and operating since December 2018.



Avenue C Hospitality LLC  
 102 Avenue C, New York, New York 10009  
 Cellar and ground floor plan



**ADAL ENGINEERING PLLC**  
 231 NORMAN AVE, SUITE 210  
 BROOKLYN, NY 11222  
 516.330.4635 T

COPYRIGHT: ALL RIGHTS RESERVED. NO PART OF THIS DRAWING MAY BE REPRODUCED WITHOUT THE EXPRESS WRITTEN CONSENT OF ADAL ENGINEERING PLLC. IMPROVEMENTS OF THE CONCEPT AND DESIGN IDEAS PRESENTED ON THESE DRAWINGS ARE FORBIDDEN AND VIOLATORS WILL BE PROSECUTED TO THE FULLEST EXTENT PERMITTED BY LAW.

1. DRAWING NOT TO BE USED FOR CONSTRUCTION PURPOSES UNLESS APPROVED BY DESIGNER
2. DRAWING NOT TO BE SCALED
3. CONTRACTOR TO VERIFY ALL DIMENSIONS AND CONDITIONS BEFORE CONSTRUCTION AND IMMEDIATELY NOTIFY DESIGNER OF DISCREPANCIES.

THE ENGINEER HAS NOT BEEN RETAINED FOR SUPERVISION OF CONSTRUCTION WORK. QUALITY AND METHOD OF CONSTRUCTION AND ASSUMES NOT RESPONSIBILITY FOR THE PERFORMANCE OF WORK.

THE ENGINEER IS NOT RESPONSIBLE FOR MONITORING SAFETY AT THIS PROJECT SITE AND SHALL NOT BE HELD LIABLE FOR ANY ACCIDENTS OR INJURIES RESULTING FROM THE CONTRACTOR'S WORK. THE CONTRACTOR SHALL PROSECUTE AND SETTLE ANY CLAIMS RESULTING FROM ANY CLAIMS, INJURIES, AND DAMAGES RESULTING FROM THEIR OPERATIONS.

NOT FOR CONSTRUCTION

EXISTING CONDITIONS  
 102/104 AVENUE C  
 NEW YORK, NY 10009

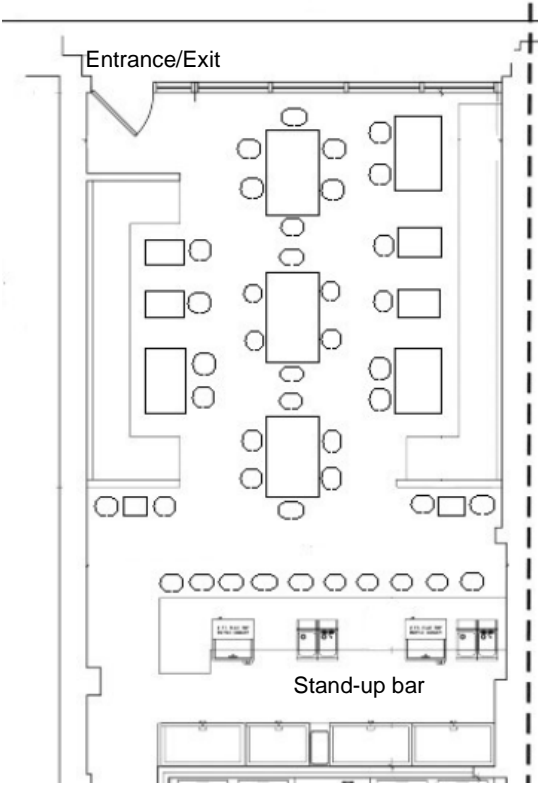
EXISTING FLOOR PLANS  
 (CELLAR AND FIRST FLOOR)

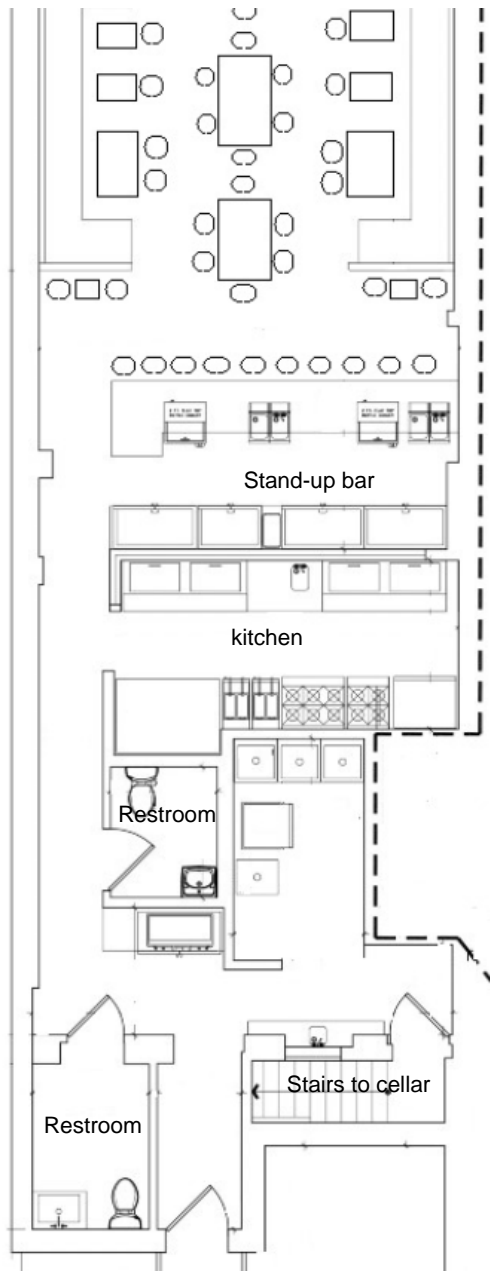
DATE:	START DATE: 08.20.19
SCALE:	AS SHOWN
DRAWN BY:	RYOFA A. RANICER
REVIEWED BY:	DM
CHECKED BY:	
SHEET NO.:	1 OF 1

**A-001.00**

Avenue C Hospitality LLC  
102 Avenue C, New York, New York 10009  
Ground floor plan

12 tables, 42 seats  
1 stand-up bar, 10 stools





Avenue C Hospitality LLC  
Proposed Menu

Fried Brie

verjus syrup, pumpernickel, pistachio

Duck Liver Mousse

black plum, perilla, rye bread

Hand Cut Steak Tartare

quail egg, Dijon, Parmesan, capers, crostini

Pickled Herring

sour cream, dill, water crackers

Pappardelle

duck lardons, seaweed butter, grana Padano

Goat Ricotta Cavatelli

nettle pesto, chanterelle, poached egg

Braised Short Ribs

grilled spring onion, sunchoke, bluefoot mushroom

Grilled Wild Octopus

charred scallion, confit potato

Wiener Schnitzel

heritage pig, potato salad, cucumber, lingonberry jam

Wild Long Island Mussels

country sausage, miso, hefeweizen

Scallop Crudo

white peach, hearts of palm, vinaigrette

Red Rock Hen

Oven roasted, rosemary veloute, tie-dye mashed potatoes, braised leeks

Goat Cheese Ravioli

tea soaked raisins, burnt butter, pinenuts

Wiener Schnitzel

parsley potatoes, green salad

Kale Caesar

croutons, lemon, garlic, parmesan

Austrian Meatballs

mashed potatoes, roasted root veggies

Spring Berry Salad

Mixed greens, berries, candied pecans, herbed blueberry goat cheese, poppy seed honey mustard

Crab Sandwich

soft shell crab, slaw, crispy shallots

Lamb Burger

feta, red onion, ciabatta bun

Grilled Pork Tenderloin

pecan smoked, roasted rosemary potatoes, creamed spinach, mango chili barbecue sauce

Butter Lettuce Salad

Gala apples, almonds, cider vinaigrette

Avenue C Hospitality LLC  
102 Avenue C, New York, New York 10009  
Premises Photographs



Avenue C Hospitality LLC  
102 Avenue C, New York, New York 10009  
Premises Photographs



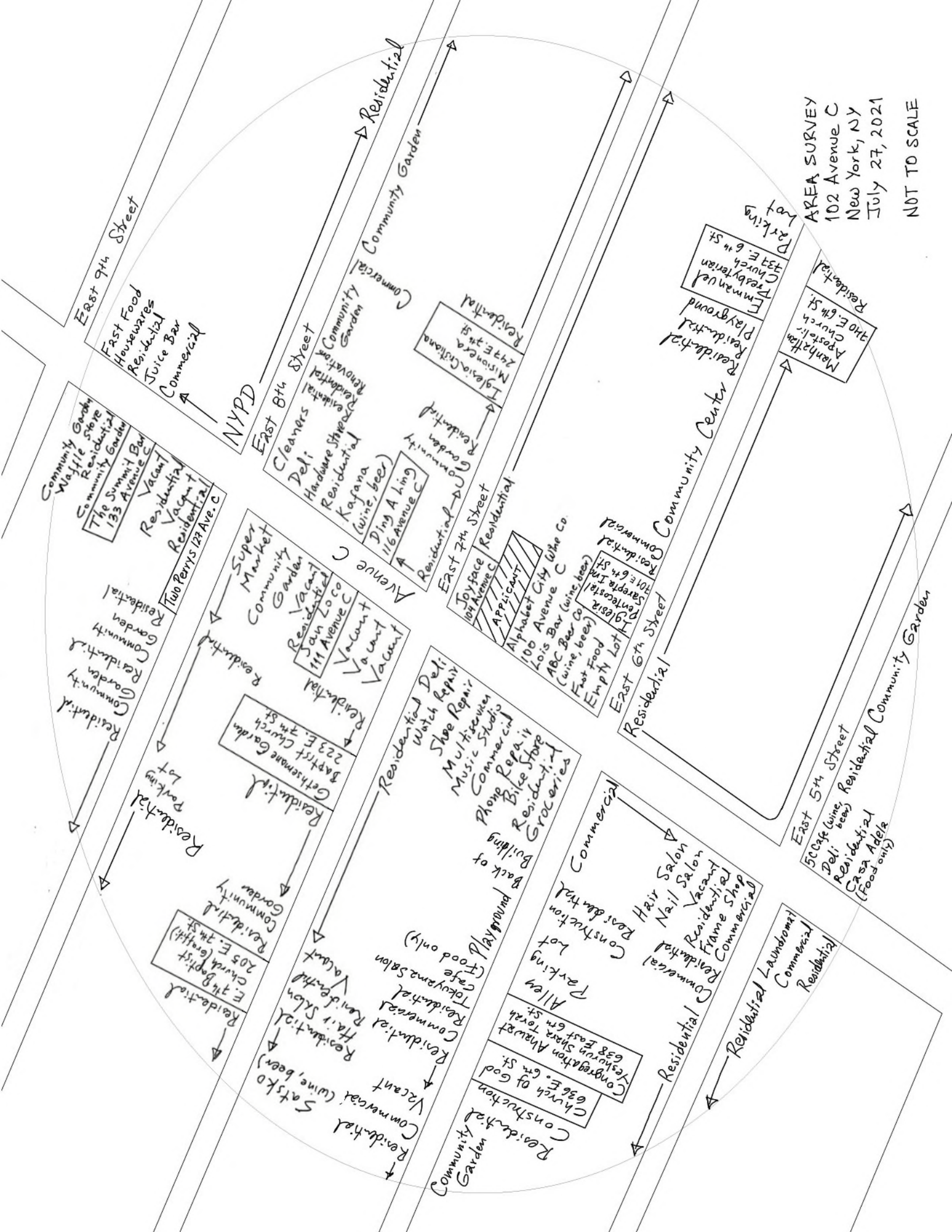
Avenue C Hospitality LLC  
102 Avenue C, New York, New York 10009  
Premises Photographs



Avenue C Hospitality LLC  
102 Avenue C, New York, New York 10009  
Premises Photographs







AREA SURVEY  
 102 Avenue C  
 New York, NY  
 July 27, 2021  
 NOT TO SCALE

East 9th Street

Fast Food  
 Housewares  
 Residential  
 Juice Bar  
 Commercial

Community Books  
 Waffle Store  
 Residential  
 Community Garden  
 The Summit Bar  
 133 Avenue C  
 Residential  
 Vacant  
 Vacant  
 Vacant  
 Vacant  
 127 Ave. C  
 Residential

Cleaners  
 Deli  
 Hardware Shop  
 Residential  
 Kasana  
 (wine, beer)  
 Ding A Ling  
 116 Avenue C  
 Residential  
 Community Garden

Residential  
 Iglesia Católica  
 247 E. 4th St  
 Residential

Residential  
 Joyface  
 104 Avenue C  
 Applicant  
 Residential

Alphabet City Wine Co  
 100 Avenue C  
 ABC Bar (wine, beer)  
 Fast Food  
 Empty Lot  
 Residential  
 Commercial

101 E. 6th St  
 Pentecostal  
 Church  
 Residential

East 6th Street

Residential  
 Community Garden  
 Residential  
 Community Garden  
 Residential  
 Community Garden

Super Market  
 Community Garden  
 Vacant  
 Vacant  
 Vacant  
 111 Avenue C  
 Residential

Residential  
 Watch Repair  
 Shoe Repair  
 Music Studio  
 Commercial  
 Phone Repair  
 Bicycle Repair  
 Residential  
 Groceries

Residential  
 Gethsemane Church  
 223 E. 7th St  
 Residential  
 Parking lot

Residential  
 E. 7th Baptist Church (crafts)  
 205 E. 7th St  
 Residential  
 Community Garden

Residential  
 Hair Salon  
 Residential  
 Vacant  
 Vacant  
 Vacant  
 Satsko  
 Commercial (wine, beer)  
 Vacant  
 Residential  
 Commercial  
 Construction

Residential  
 Back of Building  
 Playground  
 Construction  
 Parking lot  
 Residential  
 Commercial

Church of God  
 636 E. 6th St  
 Construction  
 Residential  
 Community Garden

Residential  
 Hair Salon  
 Nail Salon  
 Vacant  
 Residential  
 Frame Shop  
 Commercial

Residential  
 Church of God  
 638 East 6th St  
 Construction

Residential  
 Laundry  
 Commercial  
 Residential

East 5th Street  
 500 Cafe (wine, beer)  
 Deli  
 Residential  
 Casa Adela  
 (Food only)  
 Residential  
 Community Garden

Residential  
 Emmanuel Church  
 137 E. 6th St  
 Residential  
 Playground  
 Residential

Residential  
 Manhattan Apostolic Church  
 740 E. 6th St  
 Residential

Parking lot  
 137 E. 6th St  
 Emmanuel Church  
 Residential  
 Playground  
 Residential

Community Center

East 8th Street  
 Community Garden  
 Commercial

East 7th Street  
 Residential  
 Commercial

East 6th Street  
 Residential  
 Commercial

East 5th Street  
 Residential  
 Community Garden

## Landess-Simon, Inc.

Legal & Commercial Photography

45 Lawlins Park  
Wyckoff, NJ 07481  
Phone: (201) 848-5652  
E-mail: landess@att.net  
landessphotographers.com

### Re: 102 Avenue C

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1. Ding A Ling - 116 Avenue C - (186')
2. Joyface - 104 Avenue C - (29')
3. San Loco - 111 Avenue C - (168')
4. Two Perrys - 127 Avenue C - (361')
5. The Summit Bar - 133 Avenue C - (438')

### Schools & Churches

1. Iglesia Pentecostal Sarepta Inc. - 701 East 6<sup>th</sup> Street - (169')
2. Iglesia Cristiana Misionera - 247 East 7<sup>th</sup> Street - (207')
3. Emmanuel Presbyterian Church - 737 East 6<sup>th</sup> Street - (456')
4. Manhattan Apostolic Church - 740 East 6<sup>th</sup> Street - (481')
5. Church of God - 636 East 6<sup>th</sup> Street - (391')
6. Congregation Ahawat Yeshurun Shara Torah - 638 East 6<sup>th</sup> Street - (372')
7. Gethsemane Garden Baptist Church - 223 East 7<sup>th</sup> Street - (210')
8. East 7<sup>th</sup> Baptist Church (Graffiti) - 205 East 7<sup>th</sup> Street - (432')

Depl.
Watch Repair
Shoe Repair
Multiservices
Music Studio
Commercial
Phone Repair
Bike Store
Residential
Groceries

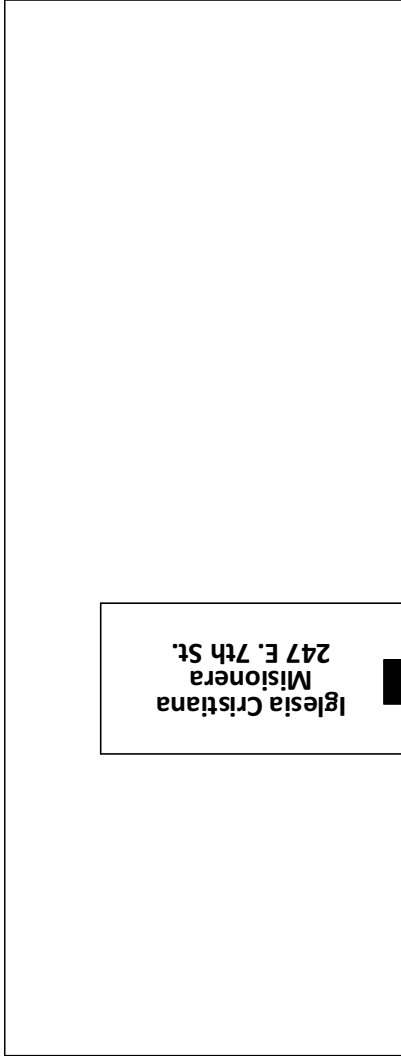
AVENUE C

BLOCK PLOT  
 102 Avenue C  
 New York, NY  
 July 27, 2021  
 NOT TO SCALE

East 7th Street

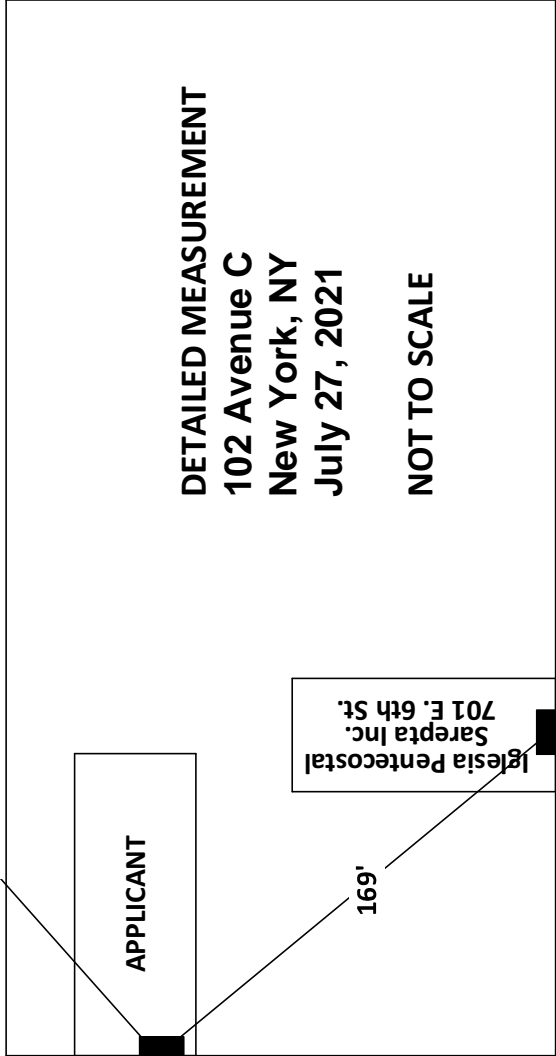
Joyface 104 Avenue C
APPLICANT
Alphabet City Wine Co. 100 Avenue C
Lois Bar (wine, beer)
ABC Beer Co. (wine, beer)
Fast Food
Empty Lot

East 6th Street



East 7<sup>th</sup> Street

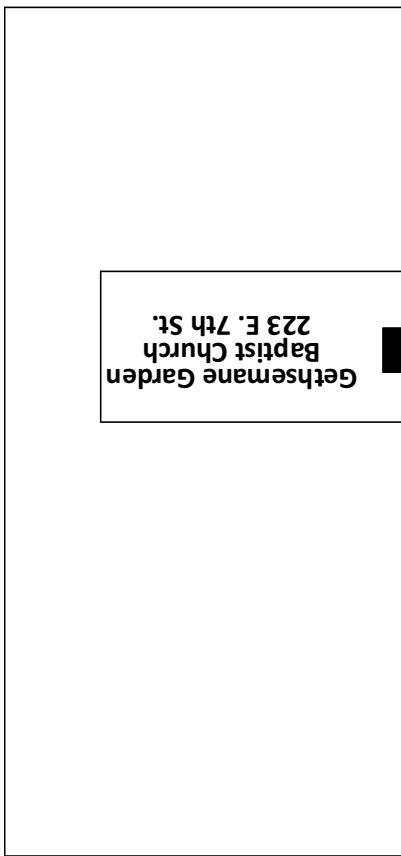
207'



East 6<sup>th</sup> Street

169'

DETAILED MEASUREMENT  
102 Avenue C  
New York, NY  
July 27, 2021  
NOT TO SCALE



210'



Avenue C

# **ATTENTION RESIDENTS & NEIGHBORS**

**Avenue C Hospitality LLC; (201) 310-2281**

**Company/DBA Name and Contact Number for Questions**

**Plans to open a**

**Restaurant; Temporary DOT seating**

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

**at the following location**

**102 Avenue C, New York, NY 10009**

**Building Number and Street Name (Address)**

**This establishment is seeking a license to serve**

**Liquor, Beer, Wine, Cider**

**Beer & Wine or Beer/Wine & Liquor**

**There will be an opportunity for public comment on**

**Monday, August 16, 2021 at 6:30pm**

**Community Board 3 Office, 59 East 4th Street**

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

**Date/Time/Location**

**Jennifer Shorr (201) 310-2281; [Jen@joyface.nyc](mailto:Jen@joyface.nyc)**

**Applicant Contact Information**

**At COMMUNITY BOARD 3**

**SLA & DCA Licensing Committee Meeting**

**[mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)**

# ATTENTION RESIDENTS & NEIGHBORS

## 第 3 社區居民 請注意

Avenue C Hospitality LLC; (201) 310-2281

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)

**Restaurant; Temporary DOT seating**

(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)

102 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)

**Liquor, Beer, Wine, Cider**

(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, August 16, 2021 at 6:30pm**

**Community Board 3 Office, 59 East 4th Street**

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

時間 (Time) 和地點 (Location)

**[mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)**

# NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Avenue C Hospitality LLC; (201) 310-2281

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Restaurant; Temporary DOT seating

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

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

102 Avenue C, New York, NY 10009

address

dirección

Seeking a license to serve

En búsqueda de una  
licencia para servir:

Liquor, Beer, Wine, Cider

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting  
for comments

Reunión público  
para comentarios

Monday, August 16, 2021 at 6:30pm  
Community Board 3 Office, 59 East 4th Street  
Online: <https://zoom.us/j/92199317942>

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](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)



**ATTENTION RESIDENTS & NEIGHBORS**

Avenue C Hospitality LLC (ACHH) is pleased to announce that we will be conducting a public hearing on August 16, 2021 at 102 Avenue C, New York, NY. The purpose of this hearing is to provide an opportunity for residents and neighbors to provide input on the proposed changes to the building's operations.

**Public Hearing:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
(in front of 102 Avenue C) / (between 101 & 103 Avenue C)

**Meeting & Open House:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
(in front of 102 Avenue C) / (between 101 & 103 Avenue C)

ACHH is pleased to announce that we will be conducting a public hearing on August 16, 2021 at 102 Avenue C, New York, NY. The purpose of this hearing is to provide an opportunity for residents and neighbors to provide input on the proposed changes to the building's operations.

**Public Hearing:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
(in front of 102 Avenue C) / (between 101 & 103 Avenue C)

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**Public Hearing:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
(in front of 102 Avenue C) / (between 101 & 103 Avenue C)

**ATENCIÓN RESIDENTES Y VECINOS**

Avenue C Hospitality LLC (ACHH) es un placer anunciar que tendremos una audiencia pública el lunes 16 de agosto de 2021 a las 10:00 am en 102 Avenue C, Nueva York, NY. El propósito de esta audiencia es proporcionar una oportunidad para que los residentes y vecinos puedan proporcionar información sobre los cambios propuestos en las operaciones del edificio.

**Audiencia Pública:** Lunes 16 de agosto de 2021 a las 10:00 am  
Oficina del Consejo Comunitario 3, 102 East 4th Street  
(enfrente de 102 Avenue C) / (entre 101 y 103 Avenue C)

**Reunión y Casa Abierta:** Lunes 16 de agosto de 2021 a las 10:00 am  
Oficina del Consejo Comunitario 3, 102 East 4th Street  
(enfrente de 102 Avenue C) / (entre 101 y 103 Avenue C)

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Oficina del Consejo Comunitario 3, 102 East 4th Street  
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**Audiencia Pública:** Lunes 16 de agosto de 2021 a las 10:00 am  
Oficina del Consejo Comunitario 3, 102 East 4th Street  
(enfrente de 102 Avenue C) / (entre 101 y 103 Avenue C)

**NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD**

Avenue C Hospitality LLC (ACHH) is pleased to announce that we will be conducting a public hearing on August 16, 2021 at 102 Avenue C, New York, NY. The purpose of this hearing is to provide an opportunity for neighboring residents to provide input on the proposed changes to the building's operations.

**Public Hearing:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
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**Meeting & Open House:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
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Community Board 3 Office, 102 East 4th Street  
(in front of 102 Avenue C) / (between 101 & 103 Avenue C)

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**Public Hearing:** Monday, August 16, 2021 at 10:00am  
Community Board 3 Office, 102 East 4th Street  
(in front of 102 Avenue C) / (between 101 & 103 Avenue C)





Avenue C Hospitality LLC  
102 Avenue C, New York, NY  
Proof of notices posted- August 9, 2021



**ATTENTION RESIDENTS & NEIGHBORS**

Avenue C Hospitality LLC (201) 493-0261  
102 Avenue C, New York, NY 10009

Plans to open a Full-Service Restaurant & Bar

Restaurant, Taverna & Bar opening  
102 Avenue C, New York, NY 10009

Seeking a license to serve (Alcohol License Application)

Public hearing for comments  
Monday, August 16, 2021 at 6:30pm  
Community Board 3 Office, 39 East 4th Street  
Online: <https://www.nyc.gov/311>

**ATTENTION RESIDENTS & NEIGHBORS**

Avenue C Hospitality LLC (201) 493-0261  
102 Avenue C, New York, NY 10009

Plans to open a Full-Service Restaurant & Bar

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Online: <https://www.nyc.gov/311>



Sent to: laplamembers@gmail.com; carolynratcliffe@me.com , mtlauarel@juno.com; ayoharrington@gmail.com; michaeljschweinsburg@gmail.com; friendsoftheles@gmail.com

**Emily Jedda**

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**From:** Emily Jedda  
**Sent:** Tuesday, August 10, 2021 12:02 PM  
**To:** Emily Jedda  
**Cc:** Brian J. Powell; Donald Bernstein  
**Subject:** Notice to our Neighbors - Avenue C Hospitality LLC

NOTICE TO OUR NEIGHBORS

Avenue C Hospitality LLC

The applicant (Avenue C Hospitality LLC) will be opening a new restaurant located on the ground and cellar floors of 102 Avenue C between 6<sup>th</sup> and 7<sup>th</sup> Streets.

The premises will be a place neighbors go to get a bite to eat with friends or grab a nice dinner on their way home from work. The main focus of the space will be the dining room which will have approximately 47 seats available. The general spirit of the restaurant will be one of the old classic New York City establishments, with a nod to the northern European immigrant history imbued in the neighborhood of the East Village. Hearty fare will be served in a style giving a nod to the cuisine of our past neighbors.

The premises will be located on the ground and cellar floors. The cellar will be for storage purposes only. The hours of operation will be Sunday to Wednesday 11:30am-1:00am and Thursday to Saturday 11:30am-2:00am. There will be background recorded music only. If applicable, there will temporary DOT seating. The premises was previously licensed to Avenue C Restaurant LLC d/b/a Avenue C since 2019.

Jennifer Shorr will operate the restaurant alongside fiancé Brian Powell, who both live and work in the neighborhood and have a good understanding of the area. Jennifer and Brian's operation will be an improvement over the current licensed space as they are familiar with the needs to the community and its residents and are looking to better this establishment in the hopes of becoming a neighborhood destination. Joyface, their current establishment next door has been open and operating since December 2018.

The applicant will be applying to the New York State Liquor Authority for an on-premises license and will meet with Manhattan Community Board 3's SLA & DCA Licensing Committee on August 16<sup>th</sup> to discuss the application.

We look forward to meeting with Manhattan Community Board 3 and introducing the applicant to the neighborhood. If you have any questions please contact Donald Bernstein [Donald@brpclaw.com](mailto:Donald@brpclaw.com) and Brian Powell [Brian@joyface.nyc](mailto:Brian@joyface.nyc).

Thank you.

**Emily R. Jedda | Licensing Specialist | BERNSTEIN REDO, P.C.**

1177 Avenue of the Americas, 5<sup>th</sup> floor

New York, NY 10036

Tel. 212.651.3100

[emily@brpclaw.com](mailto:emily@brpclaw.com) | [www.brpclaw.com](http://www.brpclaw.com)

NOTICE

This transmittal is intended only for the use of the individual or entity to which it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this transmittal is not the intended recipient or the employee or agent responsible for delivering the transmittal to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately. Thank you.

Internal Revenue Service regulations require that certain types of written advice include a disclaimer. To the extent the preceding message contains advice relating to a Federal tax issue, unless expressly stated otherwise the advice is not intended or written to be used, and it cannot be used by the recipient or any other taxpayer, for the purpose of avoiding Federal tax penalties, and was not written to support the promotion or marketing of any transaction or matter discussed herein.

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## Petition to Support Proposed Liquor License

Date: \_\_\_\_\_

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) On-Premises full liquor license

to the following applicant/establishment (company and/or trade name) Avenue C Hospitality LLC

Address of premises: 102 Avenue C, New York, New York 10009

This business will be a: (circle) Bar **Restaurant** Other: \_\_\_\_\_

The hours of operation will be:

Sunday to Wednesday 11:30am - 1am. Thursday to Saturday 11:30am - 2am.

**PLEASE NOTE:** Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
LINDSAY HAMMER	L. Hammer	253 E 7th St, 5
Lesia Westerman	Lesia Westerman	255 E. 7th Street, 2F
Yelgeniya Kats	[Signature]	203 E 7th St 2C
Harmony Seaburg	[Signature]	719 E 6th St 2D
Isaac DeKle	[Signature]	719 E 6th St 2D
Bill Tucker	[Signature]	249 East 7th St, #8-9
Bronagh Lonergan	[Signature]	230 East 7th St #2A
[Signature]	[Signature]	249 East 7th St Apt 2
Ajan A Hh	[Signature]	729 E 5th St Apt B1
Manuel Rentes	Manuel Rentes	644 East 5th Street Apt 2
Marc Hardy	[Signature]	709 E 5th Street #1
<del>[Name]</del>	<del>[Signature]</del>	<del>[Address]</del>
Natalidad Nunez	Natalidad Nunez	621 E 9th St #3
Carmen Serrota	Carmen Serrota	621 E 9th St #3
Candido Rivera	Candido Rivera	644 E 5th St -1
FRANCIS RAMON	[Signature]	721 E 5th St Apt 4
Santer Paggi	[Signature]	729 E 5th St Apt #7

**Petition to Support Proposed Liquor License**

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Luis Garcia		715 Est 5 <sup>th</sup> #1
Charlie Santana		750 Est 5 <sup>th</sup> Apt 1
Anthony Martinez		219 E 7th St. 4
Philip Herring		624 E 5 <sup>th</sup> St #5
JAMIE HAMILTON		352 E 8 <sup>th</sup> St Apt 2
Andrey Jones		283 E 7 <sup>th</sup> St Apt 2C
Sophie Liao		118 Ave C Apt 2
Amy Wammas		202 E 7 <sup>th</sup> St, Apt 6
Sandra Wammas		202 E 7 <sup>th</sup> St, Apt 1B
Colby Smith		199 E 7 <sup>th</sup> St 2C
Matt Pilliero		199 E 7 <sup>th</sup> St 2C
William Ochoa		230 E St St 3A
Rachel Sarraf		230 E 7 <sup>th</sup> St 2A
Elly Hickey		230 E 7 <sup>th</sup> St 2A
Camilla Reese		208 E 7 <sup>th</sup> St. #7
ANDREW FERNANDEZ		230 E 7 <sup>th</sup> St. 2B

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
THOMAS RONDEAUX		258 EAST 7 <sup>TH</sup> , APT 3
John LaSaille		100 Ave. C #6B
Aubrette Respass		99 Ave C. #2B
Scott Goldstein		248 E 7 <sup>TH</sup> ST #15/H
Grace Abbott		238 E 7 <sup>TH</sup> ST, APT 10
Bryant Gonzalez		199 E 7 <sup>TH</sup> ST #2E
Grant R. Llera		236 E. 7 <sup>TH</sup> ST. #4D
Erik Zetterberg		236 E 7 <sup>TH</sup> ST #3D
<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>
Dionicio		735 E 5 <sup>TH</sup> ST 2B
Jose Quinonez		725 E 5 <sup>TH</sup> ST
Lauren Rose		101 Ave D NYC NY
NATALY PIERRE		230 E 7 <sup>TH</sup> APT 4B
Katherine Bruce		244 E 7 <sup>TH</sup> APT 17
Kasery Scharmann		236 E 7 <sup>TH</sup> APT 2C
Anna Payne		240 E 7 <sup>TH</sup> ST 3C
CASS HOWARD		230 E 7 <sup>TH</sup> APT. 2C

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Kevin McHugh		127 Ave C #3 NYC 10009
Matthe Hall		122 Ave C #3 NY 10009
Cocun Fleming		122 Ave C #3 10009
Taylor Gartner		244 E 7th, apt 17, 10009
Angela Rodriguez		283 E 7th apt 403 10009
Patricia Cave		238 7th #12 New York, 10009
Ava Hembree		679 E 6th St. 10009
James Cota		236 E 7th Apt 2D
Samy		<del>244 E 7th</del>
Edon		234 E 7th
Ann Faulkner		219 East 7th St.
Rob Lilly		325 E 8th St.
SAHAR KUBSA		101 Ave D.
Till Shilo		236 Ave C 7th St.
DAUD CARPUALI		291 E 7th St
Mareya Stearns		637 E 7th St #8
Michael Harris		262 E 7th St Apt 3

Petition to Support Proposed Liquor License

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Molly Tritelham		262 E 7th Apt 3 NYC NY
Shoshana Tritelham		266 E 7th St Apt 3 NYC
Jules Mahon		96 Ave C Apt 4F
Brian Griffith		96 Ave C Apt 4F
Tommy Lynn Ryan		238 E 7th St Apt 17 NYC
Ursula Garsch		241 East 7th St 2A
Katherine Nield		258 East 7th Apt 3.
Katherine Perez		751 E. 6th St Apt 5B
Julia Carey		225 E 7th St Apt. 4D
Anne Edris		110 Ave. C 1st Fl. NYC 10009
Ben Love		274 E 7th, 4A 10009
Jerry Cruz		713 E 5th St 2B 10009
Henry Gonzalez		107. Ave C 3rd 10009 (13)

## Petition to Support Proposed Liquor License

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Elijah Fichtel		190 E 7th St. 711
Lucas Mollod		190 E 7th Apt 2B
Daidi Susa		73 AVE C #14
MARTA POPKANSKI		58 AVE C #4A
Ricardo Merlin		211 E 7th St Apt 4W
Therese Wertson		238 E 7th Apt 15
Stella Smith		206 E 7th St Apt. 4
MORGAN LAMB		234 E 7th St NY, NY
Sofia Pedroso		190 E 7th St Apt-310
JAMES DURN		204 E 7 # 13.
Mario Reis		108 Ave D Apt 12F
<del>THOMAS DUBOIS</del>	<del></del>	<del>178 E 7th Apt 2</del>
Caroline Portno		190 E 7th Street Apt 314
IRUTH COLON		190 E 7th St Apt 418
Shanel Dawling		190 E 7th Apt 204
Emma Schwartz		116 Ave. C #15
Alex HOWEY		116 Ave. C #15



## Petition to Support Proposed Liquor License

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Divya Sasidhar		200 E 7th St, #3A
Arianna Lang		620 E 6th St, #4
Ryan Bennett		190 E 7th St #216
Judith Rubenstein		140 E 7th St 5C
Jackie Brinsmaid		238 E 7th St. #6
Fade Gray		289 E 7th St #3
Jenna Aasen		190 E 7th St #108
Gabby Pexer		244 E 7th St. #21
Caroline Sexton		190 E 7th St, Apt 414
Ellen Knechel		652 E 6th St 4A
<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>
Shamir Perera		329 E 6th St 1A
<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>	<del>XXXXXXXXXX</del>
Dalia Joseph		110 Ave C E 8th
Chad Strong		164 E 7th St, Apt 13
Maddy Auerbacher		354 E 8th Street #2
Alexis Cucero		190 E 7th St #317

## Petition to Support Proposed Liquor License

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Jorge Oscar	[Signature]	715 East 5th St Apt 2067
Candido Rivera	Candido Rivera	644 E 5th St NY-10009 APT 23
Miguel Jimenez	[Signature]	719 5th St 10009
Kevilio Sapiain	[Signature]	230 East 5th St 10009
Isaac Peltan	[Signature]	751 e 6th St Apt 1
Daniel Root	[Signature]	249 E 7th #3
Heather F. GUERIN	[Signature]	100 ACCE-L #41
Taylor Peterson	[Signature]	190 E 7th St, #405
<del>FRANCISCA</del>	<del>[Signature]</del>	<del>56 E 7th St 10009</del>
<del>DELFINA COLON</del>	<del>[Signature]</del>	<del>56 E 7th St 10009</del>
Samantha Flahive	[Signature]	131 e 7th st, #16
Zoe Aarts	[Signature]	131 e 7th #16
Sarah Hubner	[Signature]	131 e 7th #16
<del>DELFINA COLON</del>	<del>[Signature]</del>	<del>56 E 7th St 10009</del>
Candida Colon	Candida Colon	106 Ave C #18
Camille Hzon	[Signature]	230 E 7th St Apt 5C
Layla Ahmad	[Signature]	230 E 7th St Apt 5C

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Other information regarding the license:

Name	Signature	Address and Apt # (required)
Katherine Erickson		230 E 7 <sup>th</sup> St #1
Jonathan Lebbore		236 e 7 <sup>th</sup> 2D
Ashby Wickham		190 e 7 <sup>th</sup> St. Apt 403
Bart Williams		190 e 7 <sup>th</sup> St. Apt 403
Enchen Dolna		238 e 7 <sup>th</sup> St. Apt 238
Alex Flores		94 Ave C #1 10009
Stephen Kos		754 E 6 <sup>th</sup> St #5 10009
Cooper Wilson		754 E 6 <sup>th</sup> St 10009
Carl Petrekhov		754 E 6 <sup>th</sup> St 10009
Akash Gajjagopale		270 E 7 <sup>th</sup> St. 10009 #3
Gabrielle Korn		230 e 7 <sup>th</sup> St 10009 1A
Maurice Pinos		277 7 <sup>th</sup> St. 6th 10009
Paul DeCizis		257 E 7 <sup>th</sup> St #1D 10009
Vivian Mendoza		230 E 7 <sup>th</sup> St Apt 1A
ANOWAR HOSSAIN		272 E 7 <sup>th</sup> St AP-3A
Delaney Collins		283 E 7 <sup>th</sup> St. 3C
Jamil Thwaites		274 E. 7 <sup>th</sup> St SA

**Petition to Support Proposed Liquor License**

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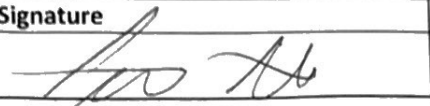
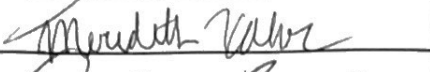
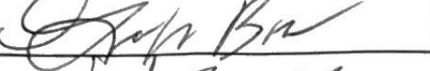



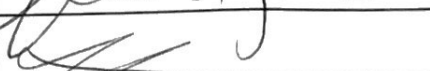


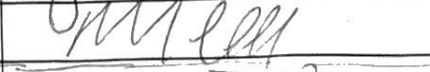

Address of premises: 102 Avenue C, New York, New York 10009

This business will be a: (circle) Bar **Restaurant** Other: \_\_\_\_\_

The hours of operation will be:  
Sunday to Wednesday 11:30am - 1am, Thursday to Saturday 11:30am - 2am.

**PLEASE NOTE:** Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Jordan Gerhard		117 Ave D, 3D
Meredith Kalha		119 Ave D, 3D
Gordita Bar		230 E 7th St 3D
David Martin		230 E 7th St 4D
Leah Jones		98-100 Ave C
DAVID PRIES		98-100 AVE-C
Charles Kresze		336 E 4th St 5C
Trijana Garcia		325 E 8TH ST 4A
SHANTI MAUNY		325 E 8TH ST 4A
Joseph Kim		118 AVE. C, APT 2
Natie Pell		1019 E 5th St APT 11

