

THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD NO. 3  
 59 East 4th Street - New York, NY 10003  
 Phone: (212) 533-5300 - Fax: (212) 533-3659  
 www.cb3manhattan.org - info@cb3manhattan.org

Dominic Pisciotta, 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 your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar.
- Letter of notice of proposed business to block, tenant or neighborhood association if one exists. E-mail the CB3 office at **info@cb3manhattan.org** for help to find block associations.
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license
- alteration of an existing liquor license
- corporate change
- upgrade of an existing liquor license
- sale of assets

**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.**

Type of license: Hotel Liquor License Is location currently licensed?  Yes  No

If alteration, describe nature of alteration: Please see attached

Previous or current use of the location: Hotel, Restaurant and Bar

Corporation and trade name of current license: Cooper AB, LLC D.B.A. The Standard, East Village

**APPLICANT:**

Name of applicant and all principals: Cooper AB, LLC

Trade name (DBA): The Standard, East Village

Premise address and cross streets: 25-33 Cooper Square (between 5th and 6th Streets)

**PREMISE:**

Type of building and number of floors: 22 story hotel

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: Garden and terrace,  
see diagram

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate  
of occupancy of back or side yard intended for commercial use?  Yes  No <sup>We are operating with a valid TCO.</sup>  
Indoor Certificate of Occupancy 387 Outdoor Certificate of Occupancy 330 (Per orig. stips)

Do you plan to apply for Public Assembly permit?  Yes  No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/>):  
Zoning group 5&6

Is this premise wheel chair accessible?  Yes  No

**PROPOSED METHOD OF OPERATION:**

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?  
Hotel with restaurant

Will any other business besides food or alcohol service be conducted at premise?  Yes  No  
If yes, please describe what type: hotel

What are the proposed days/hours of operation? (Specify days and hours each day and hours of  
outdoor space) Outdoor Cafe (within property line) closing time of 2am Mon-Sun.

Number of tables? 123 Number of seats at tables? 400

How many stand-up bars/ bar seats are located on the premise? 3

(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): cellar (rectangular 35', Ground (rectangular, 30'), 2nd Fl.  
(rectangular 15')

Any food counters?  Yes  No If Yes, describe: \_\_\_\_\_

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

What are the hours kitchen will be open? 24 Hr room service; kitchen: 6am-2am

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

How many employees will there be? Approximately 150

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

Will you agree to close any doors and windows at 10:00 P.M. every night?  Yes  No

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: See enclosed acoustical report

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. Guest services officers and bell men monitor the perimeter of the property.

Will there be security personnel?  Yes  No (If Yes, how many and when) 7, 24 hrs

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you  have or  plan to install sound-proofing?

#### **APPLICANT HISTORY:**

Has this corporation or any principal been licensed previously?  Yes  No

If yes, please indicate name of establishment: Mercer Hotel (147 Mercer St.) Standard, NY  
(848 Washington)

Address: \_\_\_\_\_ Community Board # 2

Dates of operation: Currently licensed

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

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

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business Mercer Hotel and The Standard, New York (hotels)

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? Please see attached

How many licensed establishments are within 500 feet? Please see attached

Is premise within a 500 foot radius of 3 or more establishments with OP licenses?  Yes  No

How many On-Premise (OP) liquor licenses are within 500 feet? Approximately 70

Is premise within 200 feet of any school or place of worship?  Yes  No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

**COMMUNITY OUTREACH:**

If there are block associations, neighborhood or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at [info@cb3manhattan.org](mailto:info@cb3manhattan.org) for any contact information that is on file.

**Petitions should 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).



## **The Standard, East Village Proposed Alterations**

\*Please note that the numbers indicated on the following alterations correspond accordingly to the enclosed diagram.

1. **Café:**

We plan to transfer the current 2<sup>nd</sup> floor bar license to the Café on the Bowery. The outdoor part of the Café would be situated within the property line running between the townhouse and the northern property line. We are requesting that the outdoor space be permitted for liquor. Acoustilog's study found that outdoor seating with no music on the Bowery would not carry sound to the surrounding neighbors. We are therefore requesting that the outdoor café seating hours run until 2am. Additionally, we plan to have planters or something similar within our property line in order to create a clear barrier between the sidewalk and our outdoor Café.

- Proposed Indoor Tables: 15
- Proposed Indoor Seats: 34
- Proposed Indoor Stools: 15
  
- Proposed Outdoor Tables: 37
- Proposed Outdoor Seats: 74
  
- Outdoor Hours: 2am

2. **Lobby:**

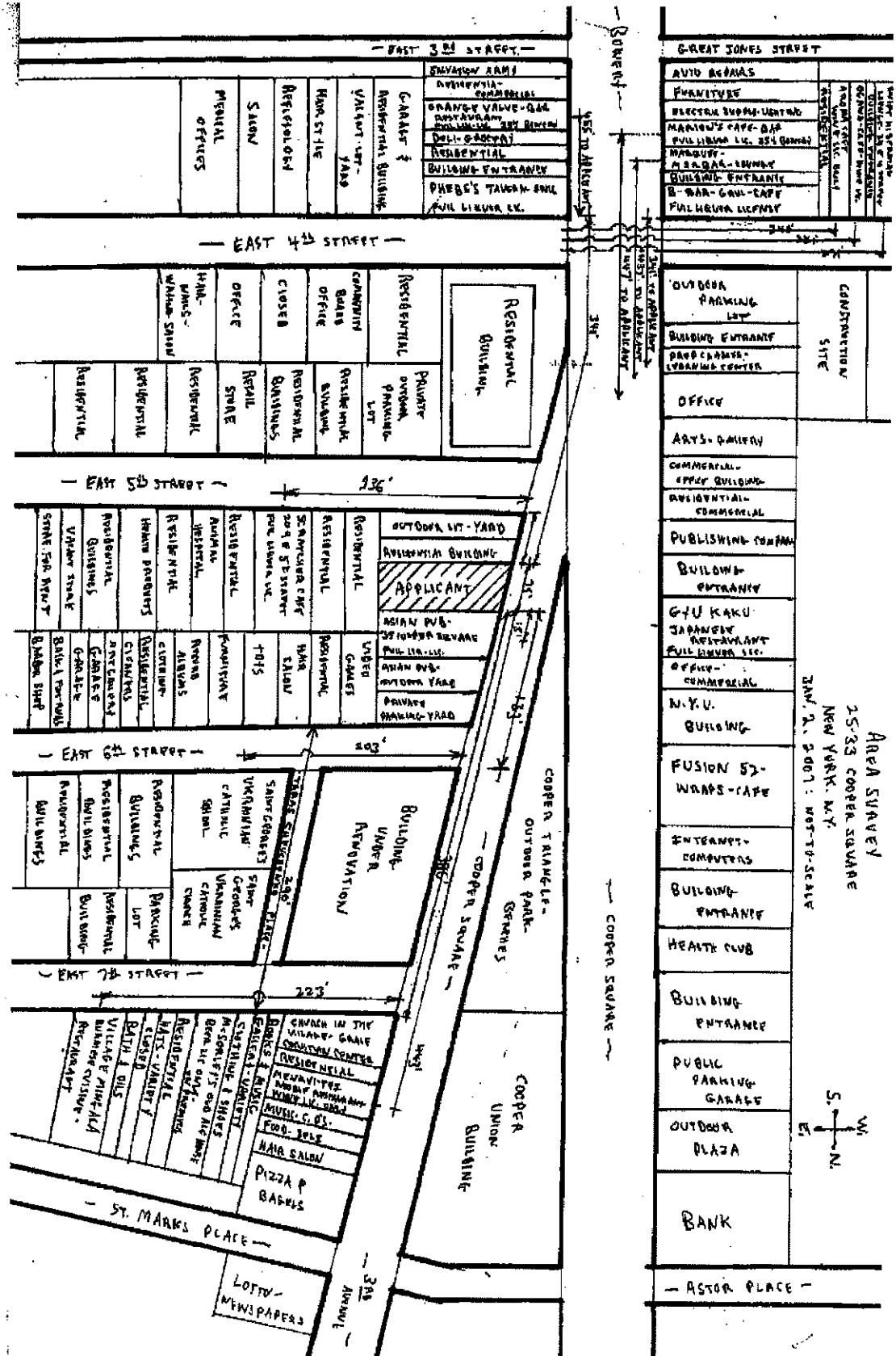
The Lobby will be expanded into what is currently part of the garden, effectively converting approximately 60% of the entire garden into indoor space. We are requesting a service bar in this indoor space.

- Proposed Indoor Tables: 10
- Proposed Indoor Seats: 56

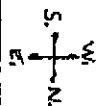
3. **Restaurant:**

The planned restaurant will be comprised of exactly the same space as houses the current restaurant and bar. The proposed alteration is to relocate the existing bar. The renovation of the restaurant will result in an additional 21 seats.

Attachment C



AREA SURVEY  
 1533 COOPER SQUARE  
 NEW YORK, N.Y.  
 JAN. 2, 2001: NOT-TO-SCALE



Attachment B

Liquor License Establishments near 25-33 Cooper Square:

East 5<sup>th</sup> Street:

Fish Bar, 237 East 5th street

Jewel Bako, 239 East 5th street

Bowery/Cooper Square:

Bowery Bar, 358 Bowery

Phebe's Tavern & Grill, 361 Bowery

OV The Osaka Vibe, 355 Bowery

Hecho en Dumbo, 354 Bowery

Kings Cross, 356 Bowery

Guy-kaku, 34 Cooper Square

East 4<sup>th</sup> Street:

Piccolo Strada, 77 East 4th Street

Cucina do Pesce, 87 East 4th Street

Belcourt Restaurant, 84 East 4th Street or 62 2nd ave

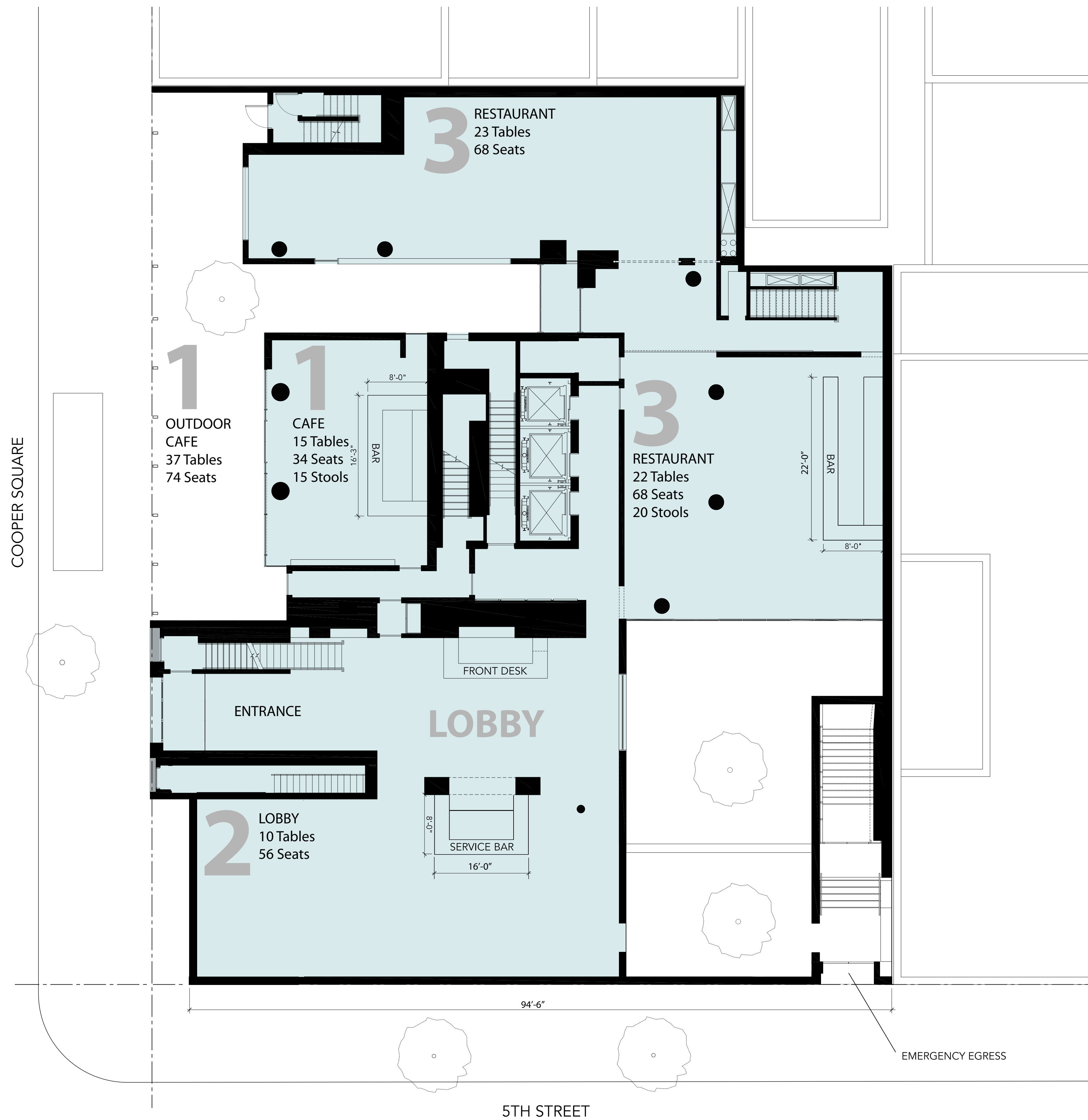
Stillwater Bar and Grill, 78-80 East 4th Street

Aroma, 36 East 4<sup>th</sup> Street

Ogawa, 36 East 4<sup>th</sup> Street

Swift, 34 East 4th Street

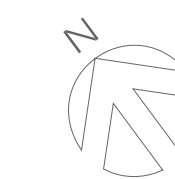
# PROPOSED GROUND FLOOR DIAGRAM



## LEGEND

 INDOOR SPACE

 OUTDOOR SPACE



STANDARD EAST VILLAGE  
FIRST FLOOR PLAN  
MAY 4 2012

## **André Balazs Bio**

André Balazs has created some of the world's most iconic hotels, from the luxurious Mercer Hotel in New York, Hollywood's legendary Chateau Marmont, Miami Beach and Sunset Beach on Shelter Island, to The Standard Hotels in Hollywood, Downtown LA, Miami and New York.

Each property shares an unwavering commitment to detail, pioneering design and carefully considered sense of place. Collaborating with highly renowned architects and designers including Jean Nouvel, Shigeru Ban, Christian Liaigre, James Polshek, Richard Gluckman and Calvin Tsao, among others, André Balazs has developed acclaimed hotel and residential properties throughout the US that have set a precedent for luxury urban living.

A graduate of Cornell University as College Scholar and Columbia Graduate School, André Balazs was a founding trustee of the New York Academy of Art, and has served as a member of the board of directors of the New York Public Theater, Wolfsonian-FIU and was the recipient of the Cooper-Hewitt National Design Museum Design Patron Award.

Fresh Mixed Berries 10  
Continental Breakfast, Croissants, Muffins, Scones + Fresh Squeezed Juice 14  
House Made Granola, Greek Yogurt and Berries 11  
Organic Steel Cut Oatmeal, Brown Sugar and Rum-Raisin Compote 11  
Murray's Bagel, Smoked Salmon, Cream Cheese, Tomato, Capers + Onions 18  
Buttermilk Pancakes, Maple Syrup and Berry Compote 14  
Two Eggs any style, Broadbent Bacon, Herb Roasted Potatoes, Toast 11  
Soft Boiled Eggs and Toast Soldiers 10  
Goat Cheese, Spinach and Herb Omelette 12

Broadbent Hickory Smoked Bacon  
Aidell Chicken Apple Sausage  
Herb Roasted Potatoes  
Sautéed Baby Spinach  
Toast and Vermont Butter  
(6)

Orange Juice 5  
Grapefruit Juice 5  
Coffee 4  
Espresso 4  
Double Cappucino 5  
Latte 5  
Assorted Teas 4

BREAKFAST SERVED 6 AM TO 11:30 AM

Spiced Marcona Almonds 5  
Marinated Olives, Fennel, Orange + Bay 5  
Shrimp Cocktail, Sir Kensington's Cocktail Sauce 17  
Ricotta Romana, Grilled Sourdough, Extra Virgin Olive Oil 10  
Wild Mushroom Brushetta 9  
Selection of Cured Meats 18  
Assortment of Cheeses 17

Tomato Soup, Basil Oil, Cheddar Croutons 10  
Arugula Salad, Radicchio, Parmesan, Sherry Vinaigrette 10  
Roasted Beet, Watercress and Feta Salad, Walnut Vinaigrette 11  
Tuscan Kale Salad, Anchovy, Lemon & Garlic Dressing 12  
Grilled Spanish Octopus, Rainbow Swiss Chard & Chickpea Stew 16

BLT Turkey Club 12  
Goat Cheese, Spinach & Fresh Herb Omelet 12  
Roasted Pepper, Grilled Escarole & Provolone Sandwich 12  
Pappardelle, Ragu Bolognese, Peas + Parmesan 15/25  
Seared Atlantic Salmon, Israeli Couscous, Cucumber, Meyer Lemon, Mint 21  
Pan Roasted Half Chicken, Rosemary Smashed Potatoes, Brussels Sprouts 19  
The Standard Burger, Bacon, Cheese and Fries 15  
Butcher Steak Frites, Wild Mushroom Ketchup 19

French Fries  
Rosemary Smashed Potatoes  
Israeli Couscous, Lemon + Herbs  
Sautéed Spinach  
(7)

Vanilla Profiteroles, Salted Caramel Sauce  
Creme Fraiche Cheesecake, Seasonal Fruit Compote  
Cooper Square Cookie Plate  
Seasonal Fruit Plate  
(9)

ALL DAY FARE SERVED 11:30 AM TO 12 PM

By the Glass:

- Prosecco, Terrazzoo (Vinetto, Italy) 13
- Champagne, Moet & Chandon Brut Imperial (Epernay, France) 18
- Champagne, Krug Grand Cuvee Brut (Reims, France) 35
- Champagne, Dom Perignon Brut, 2000 (Epernay, France) 45
- Rosé, Whispering Angel, (Provence, France) 13

White Wine:

- Chablis Desvignes Aine & Fils, 2010 (Burgundy, France) 10
- Gruner Veltliner Vustav, 2010 (Wachau, Austria) 11
- Sancerre Chateau de Sancerre 2010 (Loire, France) 14
- Chardonnay Newton, 2010 (napa, california) 16

Red Wine by the Glass:

- Cabernet Sauvignon Pitch, 2008 (Columbia Valley, Washington) 10
- Primitivo Iacco, 2008 (Puglia, Italy) 14
- Pinot Noir Domaine Chandon, 2008 (Carneros, California) 14
- Bordeaux Chateau La Grave, 2009 (Medoc, France) 10

Draught:

- Bitburger (Germany) 7
- Blue Point (New York) 7
- Allagash White (Maine) 7
- Left Hand Milk Stout (Colorado) 7
- Firestone Walker Union Jack IPA (California) 7

Bottled:

- Amstel Light 7
- Smuttynose Old Brown Dog Ale (New Hampshire) 7
- Porkslap (New York) 7
- Pilsner Urquel (Czech Republic) 7
- Bengali Tiger IPA (New York) 9



By the Bottle:

Champagne, Moet & Chandon Brut Imperial (Epernay, France) 82  
Champagne, Krug Grand Cuvee Brut (Reims, France) 375ml 70  
Champagne, Louis Roederer Brut Premiere Cuvee 100  
Champagne, Dom Perignon Brut, 2000 (Epernay, France) 180  
Rosé, Whispering Angel, (Provence, France) 52

White Wine by the Bottle:

Chablis Desvignes Aine & Fils, 2010 (Burgundy, France) 40  
Gruner Veltliner Vustav, 2010 (Wachau, Austria) 44  
Sancerre Chateau de Sancerre 2010 (Loire, France) 56  
Chardonnay Newton, 2010 (napa, california) 64

Red Wine by the Bottle:

Cabernet Sauvignon Pitch, 2008 (Columbia Valley, Washington) 40  
Primitivo Iacco, 2008 (Puglia, Italy) 54  
Pinot Noir Domaine Chandon, 2008 (Carneros, California) 56  
Bordeaux Chateau La Grave, 2009 (Medoc, France) 40





cooper square // second floor bar





cooper square // second floor bar



cooper square // second floor bar







cooper square // second floor terrace





cooper square // second floor terrace





cooper square // second floor terrace





cooper square // second floor terrace





cooper square // first floor exterior terrace





cooper square // first floor exterior terrace

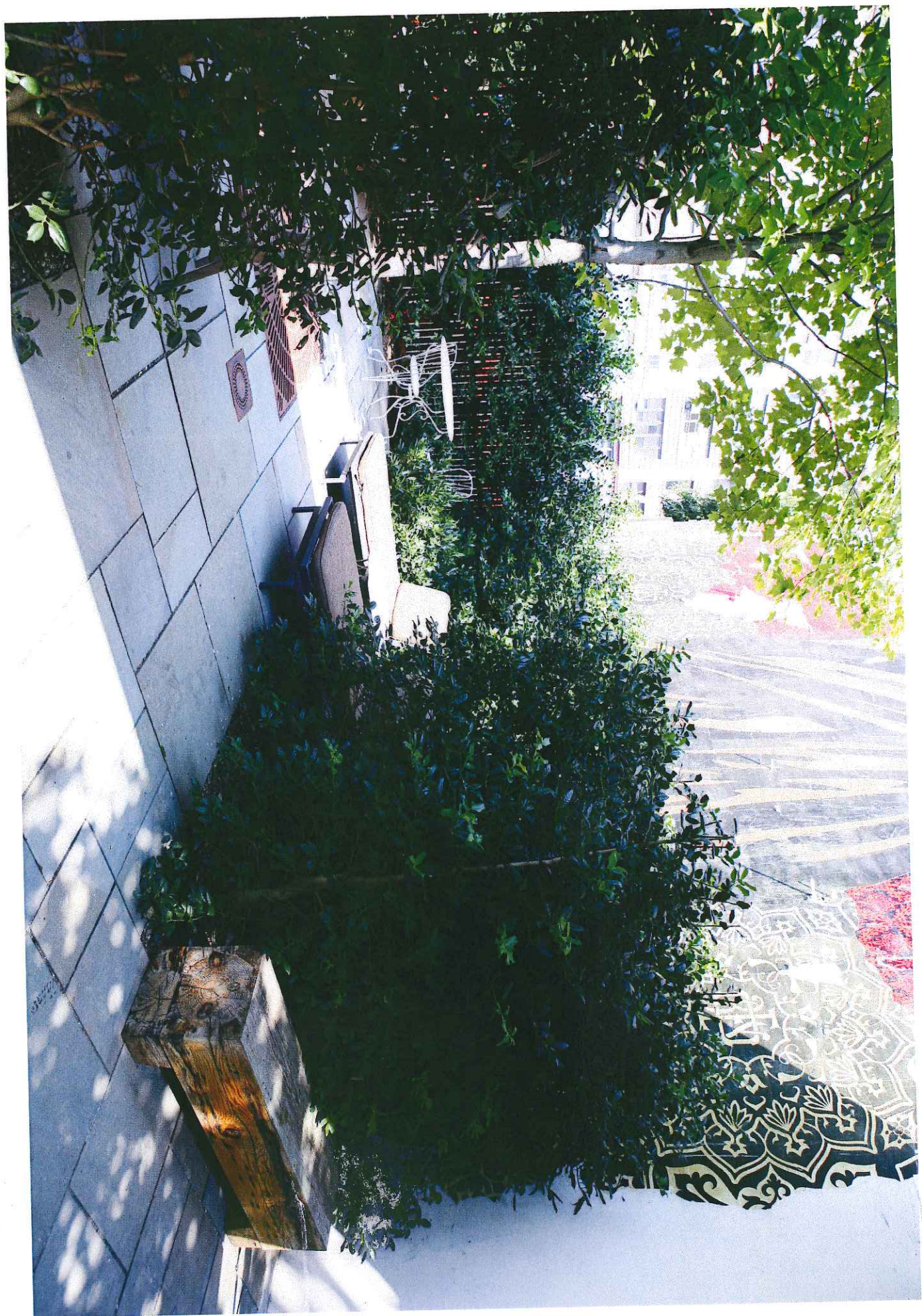


cooper square // hotel exit



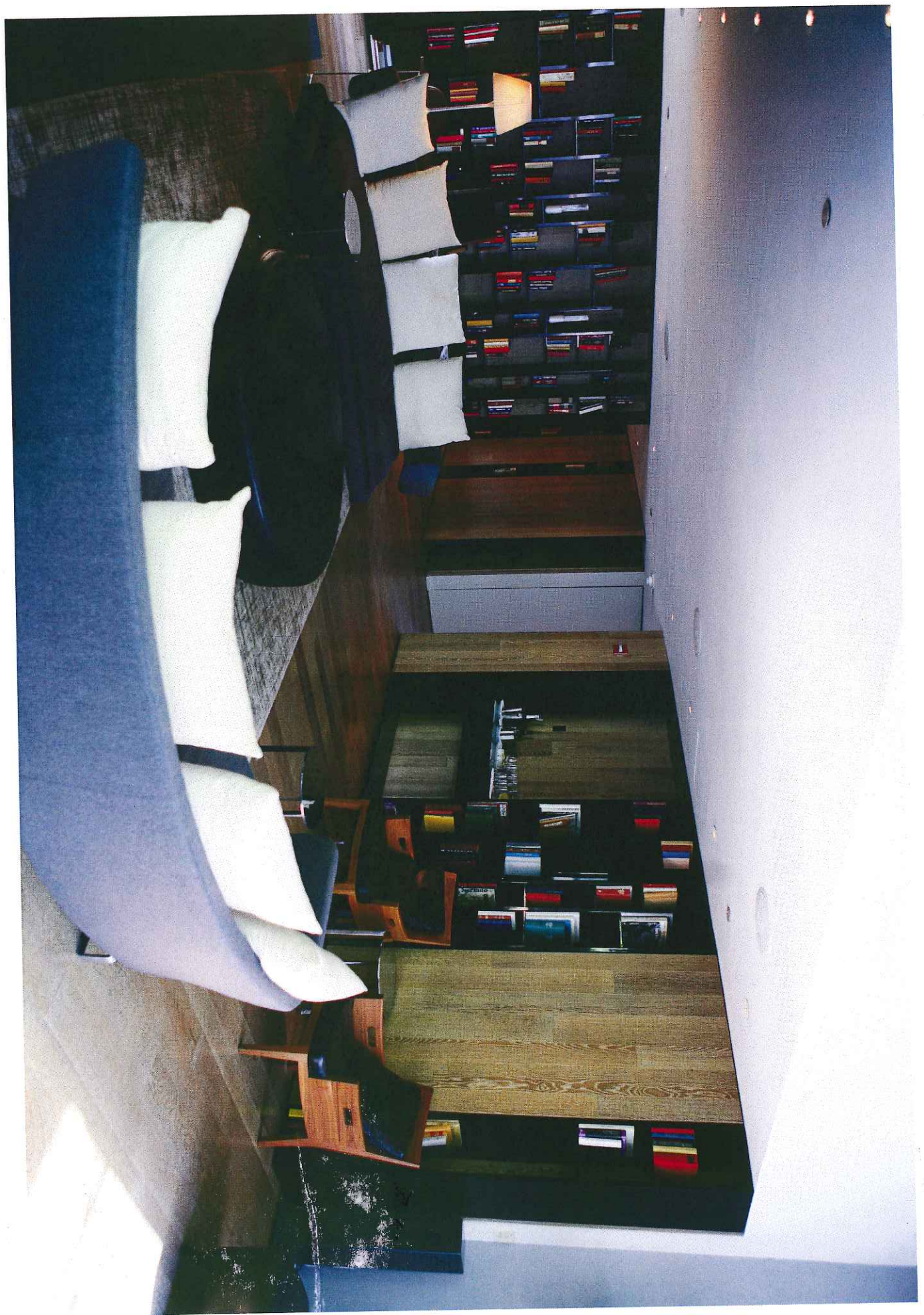


cooper square // first floor garden



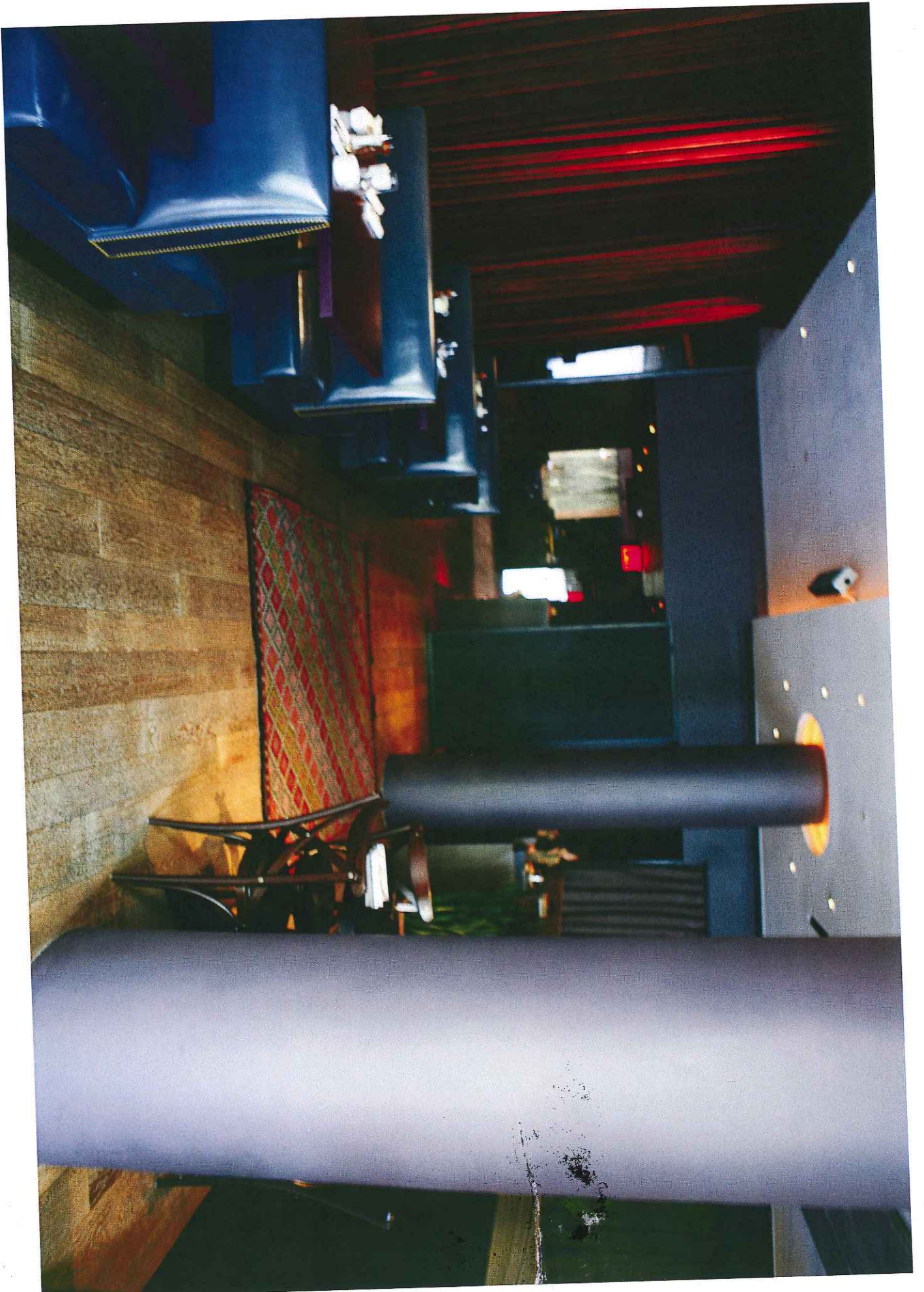


cooper square // ground floor lobby





cooper square // ground floor restaurant







cooper square // ground floor restaurant





cooper square // ground floor restaurant



cooper square // ground floor restaurant







cooper square // ground floor restaurant





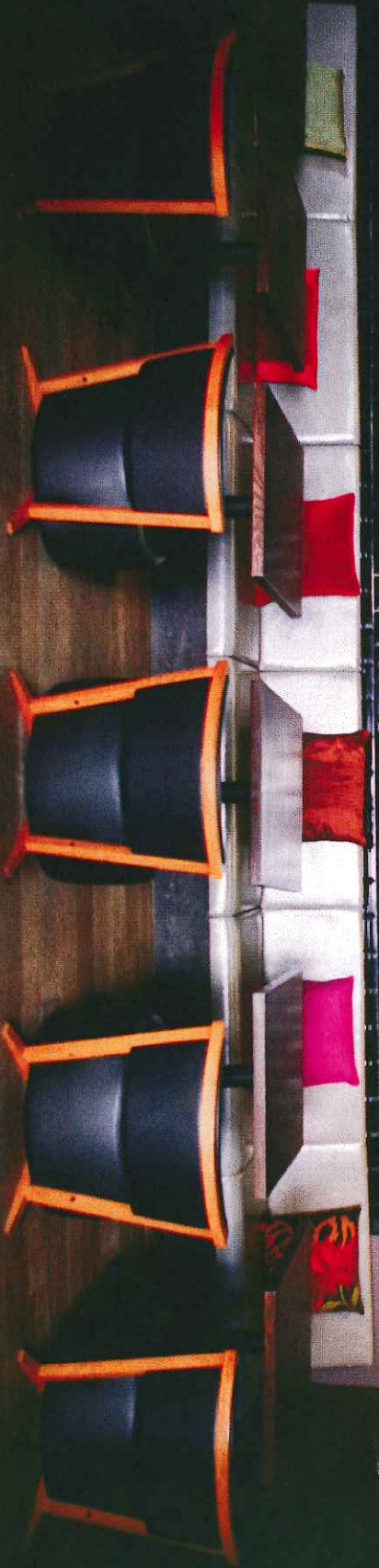
cooper square // ground floor restaurant





cooper square // ground floor restaurant bar





cooper square // ground floor restaurant bar





cooper square // ground floor restaurant bar





cooper square // ground floor restaurant bar





cooper square // ground floor lobby





cooper square // ground floor lobby





cooper square // hotel entrance