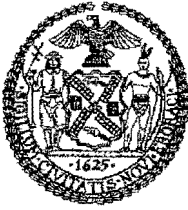


#19



THE CITY OF NEW YORK  
MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003  
Phone: (212) 533-5300 - Fax: (212) 533-3659  
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, 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. (petition provided)
- N/A  Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at [info@cb3manhattan.org](mailto:info@cb3manhattan.org) for help to find block associations.
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- N/A  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

Check if either of these apply:

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

Today's Date: 12/19/12

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: \_\_\_\_\_ Is location currently licensed?  Yes  No

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

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

Corporation and trade name of current license: \_\_\_\_\_

APPLICANT:

Premise address: 131 Essex St. New York, NY 10002

Cross streets: BRINGTON + STANTON

Name of applicant and all principals: \_\_\_\_\_

Trade name (DBA): Riparia Mercaderia + Bar

**PREMISE:**

Type of building and number of floors: ~~residential~~ Business commercial + ~~residential~~

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 certificate of occupancy for back or side yard intended for commercial use?  Yes  No

Indoor Certificate of Occupancy \_\_\_\_\_ Outdoor Certificate of Occupancy \_\_\_\_\_  
(fill in maximum NUMBER of people permitted)

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

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): \_\_\_\_\_

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)?  
Restaurant + Bar

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) Monday thru Thursday 9pm To 12 Am  
Friday + Saturday 4pm To 2 Am Sunday 11Am To 12 Am

Number of tables? \_\_\_\_\_ Number of seats at tables? \_\_\_\_\_

How many stand-up bars/ bar seats are located on the premise? 5

(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): (L) SHAPE ON RIGHT SIDE (6') long

Any food counters?  Yes  No If Yes, describe: (Linear SHAPE) (4') FEET plus display case

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

Latin American Dimsum / Small plates / PINTXOS / montaditos!

What are the hours kitchen will be open? Same as hours of operation

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

How many employees will there be? 4 to 5

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: Amplance Music / Bose

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.

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.

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: \_\_\_\_\_

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

Dates of operation: \_\_\_\_\_

**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.

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? 5

How many licensed establishments are within 500 feet? 8

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? 5

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 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 for any contact information.

Please 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).

Confidential

## Pulperia Food Menu

### COLD MONTADITOS

\$3.50 per Skewer

Boquerones on Baguette Toast

Chilled Mussels

Serrano Ham, Manchego Cheese & Dry Figs

Smoked Dry Sea Scallops & Chorizo

Drunken Goat Cheese & Beets (Vegetarian)

Spicy Preserved Sardines

Hearts of Palm, Sundried Tomato & Basil (Vegetarian)

Venison Crudo with Mushrooms & Bacon

Smoked Duck & Spicy Sweet Potato

Cold Octopus Carpaccio and Mini Tuna Tartar

### HOT MONTADITOS

\$3.50 per Skewer

Short Ribs wrapped in Bacon

Wild Boar Loin with Cranberry Reduction

Escargot with Garlic & Herbs

Pan Seared Duck Liver with Onions

Bone Marrow with Smoked Sea Salt

Octopus with Paprika rub

Lamb Tenderloin with Dijon Mustard Sauce

Sliced Hanger Steak with a Fried Quail Egg

Crispy Pork Shoulder with Sofrito

Salmon & Bacalao with Saffron Sauce

### CEVICHERIA

Pulperia Signature Champagne & Caviar Seafood Ceviche \$14

### ENTRES

Served in hollowed out baguettes & portions serve 2-4 people.

Guinea Hen \$24

Sucking Pig \$40

Buffalo Steak Argentinian Style \$80

Sea Bass Papillote \$28

### SWEET MONTADITOS

Fig, Apples & Goat Cheese

Hot Chocolate & Vanilla Ice Cream

Mamajuana, Banana & Vanilla Ice Cream

**Confidential**

There are several versions pertaining to the birth of the *pintxo*, but the most logical dates back to early last century, when a bar in Euskadi (a city in Spain) began serving *gilda*, pintxo made from olives, pickled chili and anchovy, to accompany a glass of wine.

The idea became so popular that it spread throughout Euskadi and soon every bar and tavern began to offer different *pintxos* made with a variety of ingredients.

In the last twenty years it has evolved more and the prevalent, to the point of becoming a lighthearted way out to lunch or dinner with friends.

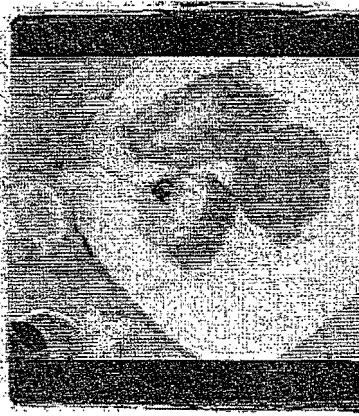
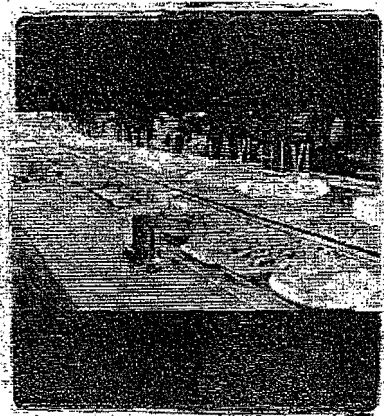
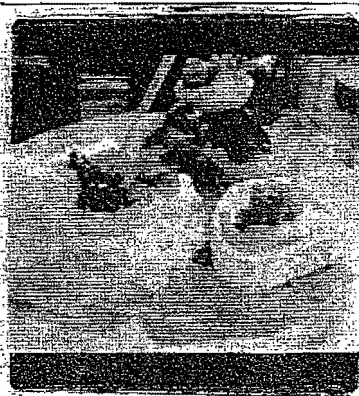
***THE MONTADITO***

Montadito can be described as our own take on the traditional Spanish sandwich made with a baked roll, served in tapas bars and restaurants all over Spain.

In our version we take a different approach in the presentation of the Montadito and give it a more Latin American feel by placing the ingredients on top of a slice of baguette, held together by a skewer. A subtle tribute to the migration of the Spanish to the Americas, where they translated their cuisine styles to the local "PULPERIAS" in the areas they worked and traveled.

Confidential

**UNIQUE FOOD/ COCKTAIL MENUS**



**(PINTXOS & MONTADITOS BAR)**

***THE Pintxo***

Comparable to the *dim sum* concept in Asian cuisine. Pintxo could be defined as the combination of two or more products mounted and held together by a skewer that can be eaten in two bites without the need for silverware.

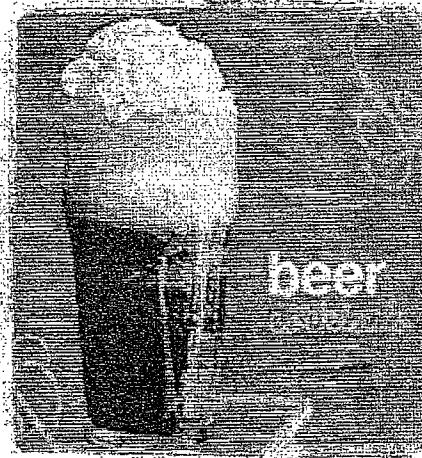
Although very similar, *pintxos* are not to be confused with *tapas* (a small serving of different eats served on a small plate, although its birth was probably driven by the same purpose - to accompany wine or beer at a bar).

Confidential

## Pulperia Cocktail Program

Our cocktail program will take on a very unique approach in that the creativity will rely solely on wine, beer, bitters and juices, etc., for each recipe. Our program will also be revised according to the season, allowing us to offer hot drinks and punches accordingly. Below are examples of what is to be expected.

### SIGNATURE BEER & WINE COCKTAILS





Confidential

BEER /WINE COCKTAIL PROGRAM

THE GAUCHO

Quilmes Argentinian Red Lager, Angostura Bitters, Cabernet Float

THE PIRATE

Guinness Stout, Condensed Milk, Chocolate Bitters, Cinnamon Powder Float

SPANISH FLY ON THE WALL

Estrella Damm Lager, Ginger Beer, Fernet Branca, Tabasco Sauce, Ginger Garnish

THE MATADOR

Fonseca Porto Apple Cider, Mint Bitters, Apple Slice Garnish

GROWTH OPPORTUNITIES

*EXPANSION PLAN*

After a successful first location and flagship in New York City, UHC is poised to open additional locations in and around the city, with a focus on where cafes and specialty food shops already exist.

BRAND DEVELOPMENT

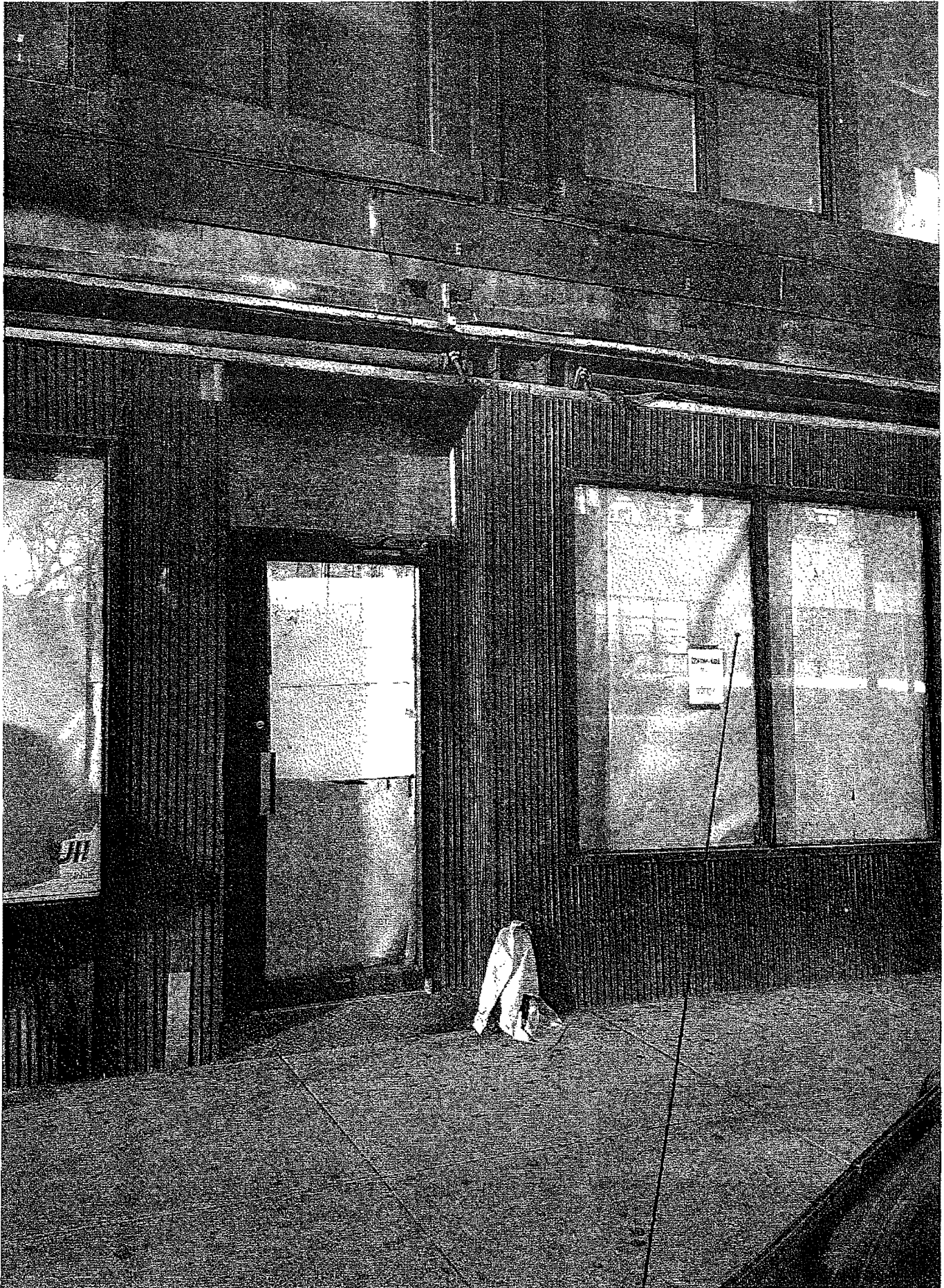
UHC intends to develop Pulperia as a leading food and lifestyle brand driving new areas of business in the Hospitality industry through our food and also in-house retail products sold in store and via our website.

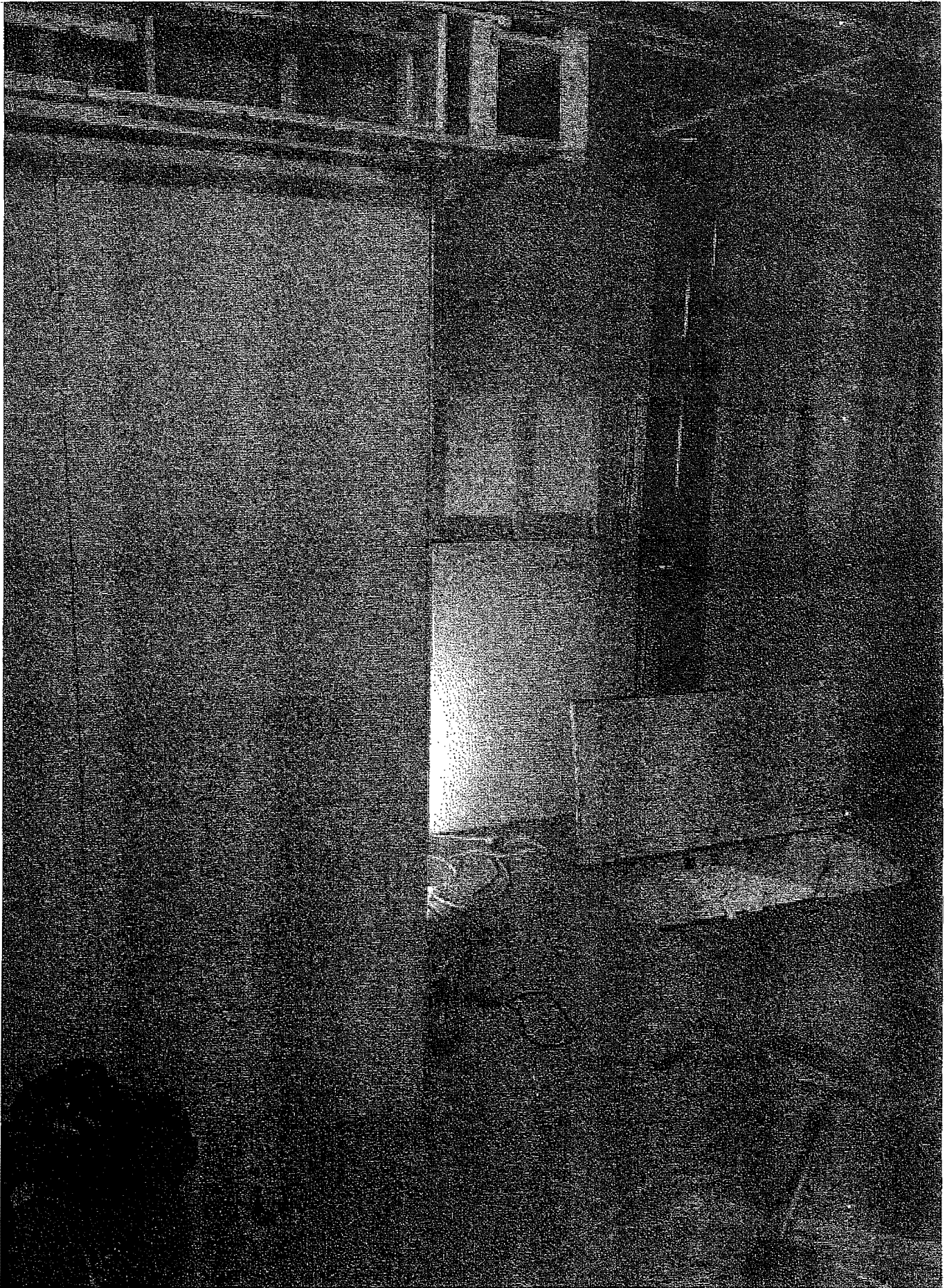
TARGET MARKET

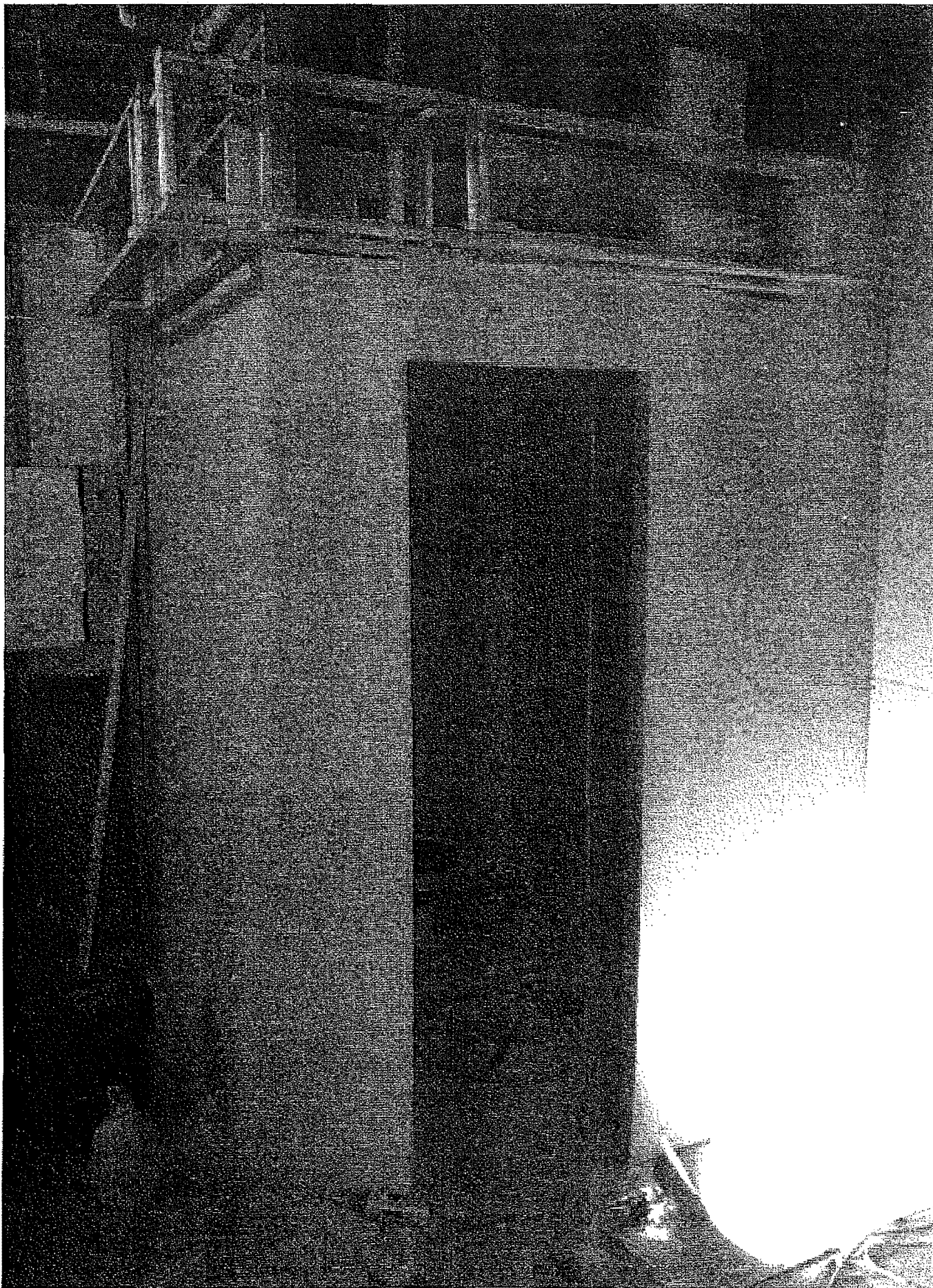
Our target market will consist of local residents and an abundance of destination diners. The local residents tend to be between the ages of 25 -38, and usually dine out at least 4 times a week. Our concept would provide an affordable alternative for those who are budget conscious.

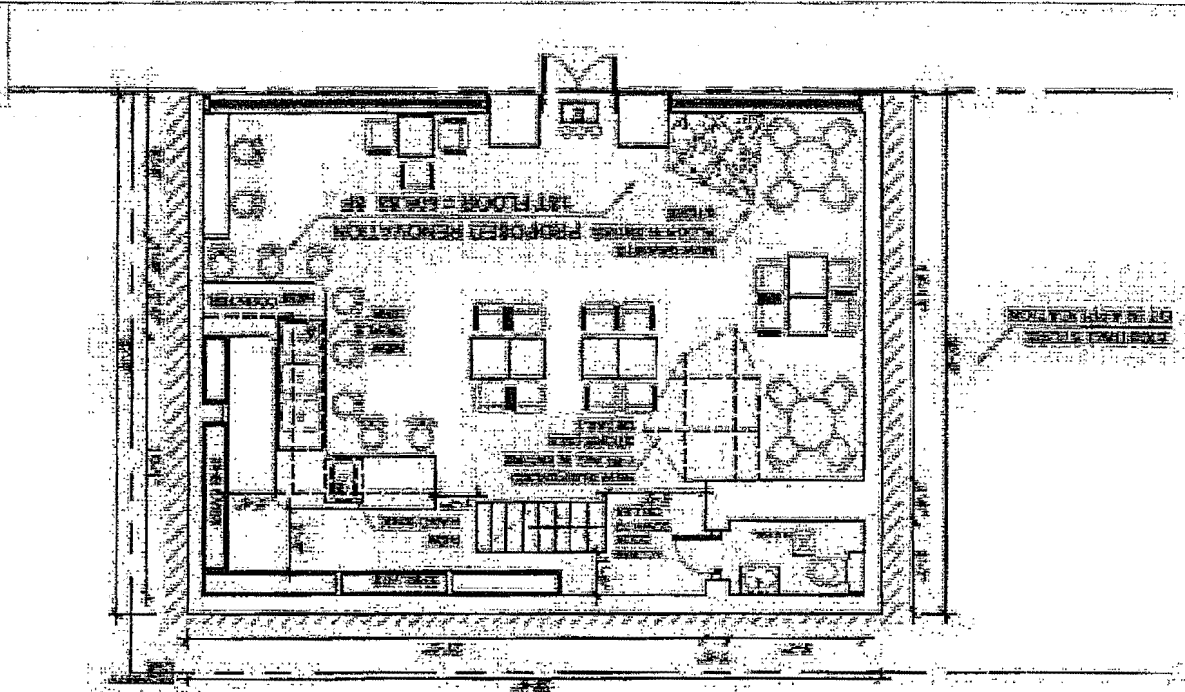
TARGET MARKET

The majority of our target market will come from continual growing market of Farm to Table enthusiasts and New Yorkers abundance of destination diners. As discussed previously a percentage of the target market will be made up of the local residence of the up and coming area. For a more focused observation of our target demographic, please refer to the pie chart below:

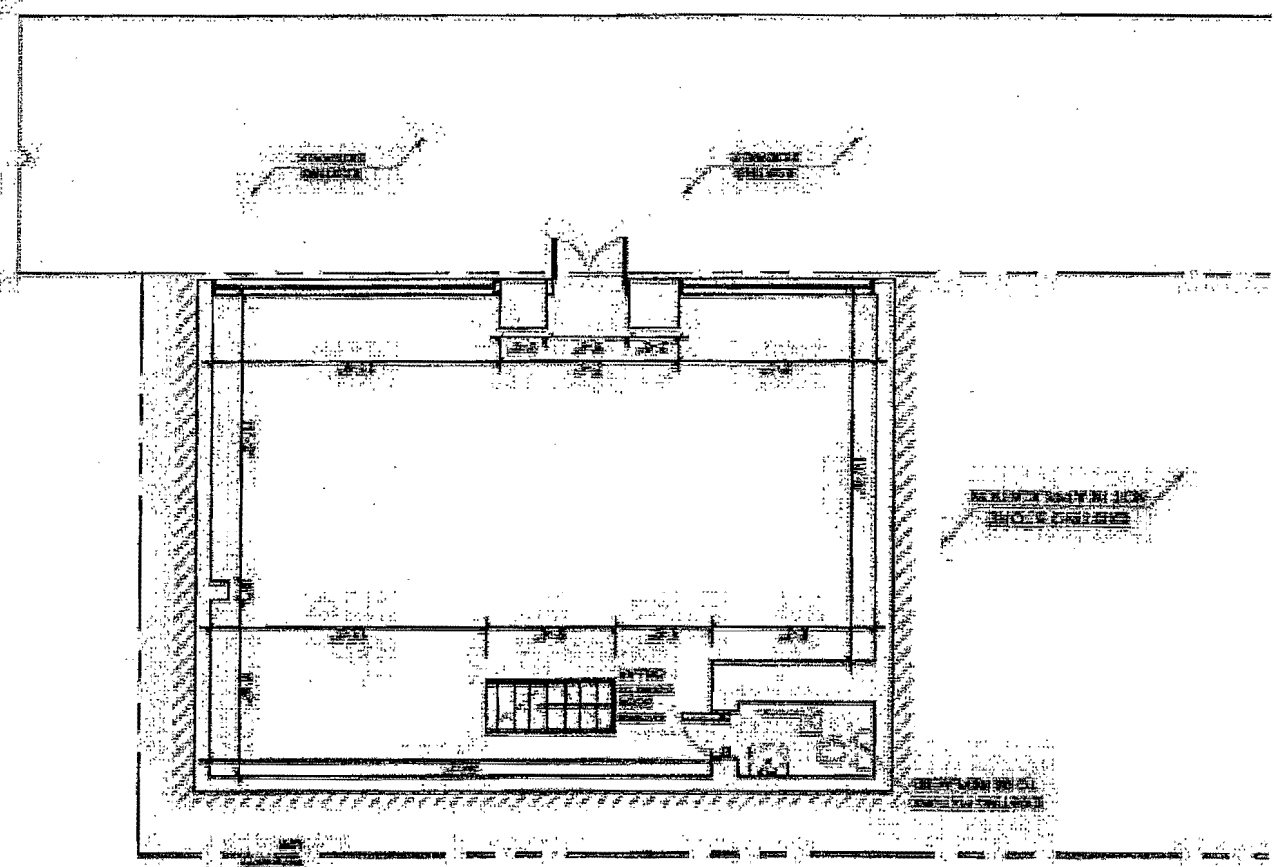








EXISTING FLOOR PLAN



EXISTING FLOOR PLAN

Petition to Support Proposed Liquor License

Date: 12/19/12

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) WINE & BEER

to the following applicant/establishment (company and/or trade name) PULPERIA on ESSEX  
DBA Pulperia Mercaderia + Bar

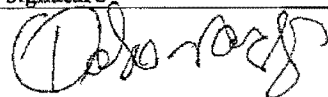

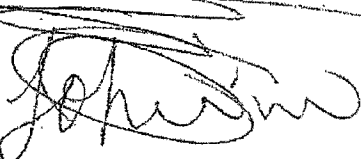

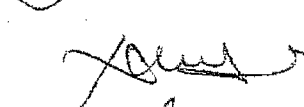
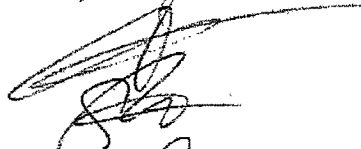

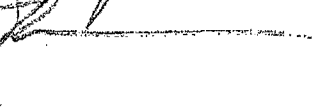
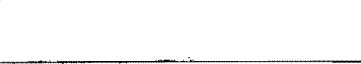
Address of premises: 131 ESSEX ST. NY NY 10002

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

The hours of operation will be: 4pm - 12am Mon - Thurs 11am - 2am Friday + Sat

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
PABLO VARGAS		90-96 STANON
Hossain		86 Stanton
John William		172 Allen
JOSSE		136 Orchard
Mannuel R.		134 Orchard
TITO		129 Orchard
STAN KEMP		138 Orchard St
JAMIAN C. POLK		235 Eldridge St NY NY 10002
Thomas Hall		151 Allen Street 10002 157 Orchard

Petition to Support Proposed Liquor License

Date: 12/19/12

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

to the following applicant/establishment (company and/or trade name) PULPERIA on ESSEX DBA PULPERIA MERCADERIA Y BAR




Address of premises: 131 ESSEX ST. NY NY 10002

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

The hours of operation will be: 4pm - 12am Mon - Thurs 11am - 2am Friday & Sat

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
ANDRE ANDREED		131 Essex St #5 New York, NY 10002
Sarah Perlis		131 Essex
Jan Veselun		131 Essex

**NEW YORK POST**  
 SPORTS EXTRA

# 'SHE SAVES US'



By the time (Don't) see the side, whose lives have been saved by the love of their three children in their lives. What she has done is... (The story continues on page 15)

**'Nanny slay' dad: Daughter's love keeps us going**

## ATTENTION RESIDENTS & NEIGHBORS

Company/JASA Notice and Contact Number for Opportunity

plans to open a

BARBERSHOP at 200 East 5th Street (Please show) Please indicate if there will be a sidewalk cafe or backyard garden

at the following location

200 East 5th Street

This establishment is seeking a license to serve

Beer & Wine or Beer/Wine & liquor

There will be an opportunity for public comment on

Monday, January 7, 2013 at 6:30PM  
 JASA/GREEN Residence at 200 East 5th Street  
 (at corner of Bowers)

BARBERSHOP 200 East 5th Street

Applied Contact Information  
 AL COMMUNITY BOARD 3  
 SLA & PCA Licensing Committee Meeting