

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](http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml)
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.

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: \_\_\_\_\_

**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 liquor license

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

Previous or current use of the location: bar/ restaurant

Corporation and trade name of current license: Sunrise Shadow LLC

**APPLICANT: Steve on Bees LLC**

Premise address: 50 Avenue B/ 238 East 4th Street, New York, NY 10009

Cross streets: EAST 3 STREET, EAST 4 STREET/ Avenue B & Avenue A

Name of applicant and all principals: Steve on Bees LLC: Stephen Ballinger, Steve Ballinger, Adam Ballinger

Trade name (DBA): Pending

**PREMISE:**

Type of building and number of floors: 6

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: The will be a sidewalk cafe on Avenue B

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? 200

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): C1-5 (commercial overlay)

**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) 4:00 am every night/ 11am-4am weekdays and 10am-4am weekends

Number of tables? 21 Total number of seats? 100

How many stand-up bars/ bar seats are located on the premise? 2  
(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): 12 ft rectangular bar upstairs; 10 ft share bar downstairs

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  
American fare in the Avenue B space & pizza on 4th Street; both American & Pizza in the basement

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? Stephen Ballinger

How many employees will there be? 30

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

Will there be TVs/monitors?  Yes  No (If Yes, how many?) 4

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: multiple small speakers on ground level and larger speakers in basement

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? there will regularly be live musical performances

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 there be security personnel?  Yes  No (If Yes, how many and when) 4 when the downstairs is open. For the upstairs, there will be one guard Thursday to Saturday 8:00pm until closing.

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

Do you have sound proofing installed?  Yes  No

If not, do you plan to install sound-proofing?  Yes  No

#### APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Stephen Ballinger

Address: 251 West 30th Street, New York, NY 10001 Community Board # CB4

Dates of operation: 01/2013 - 11/2014

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume. PLEASE SEE ATTACHED RESUMES

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? 9

How many On-Premise (OP) liquor licenses are within 500 feet? 12

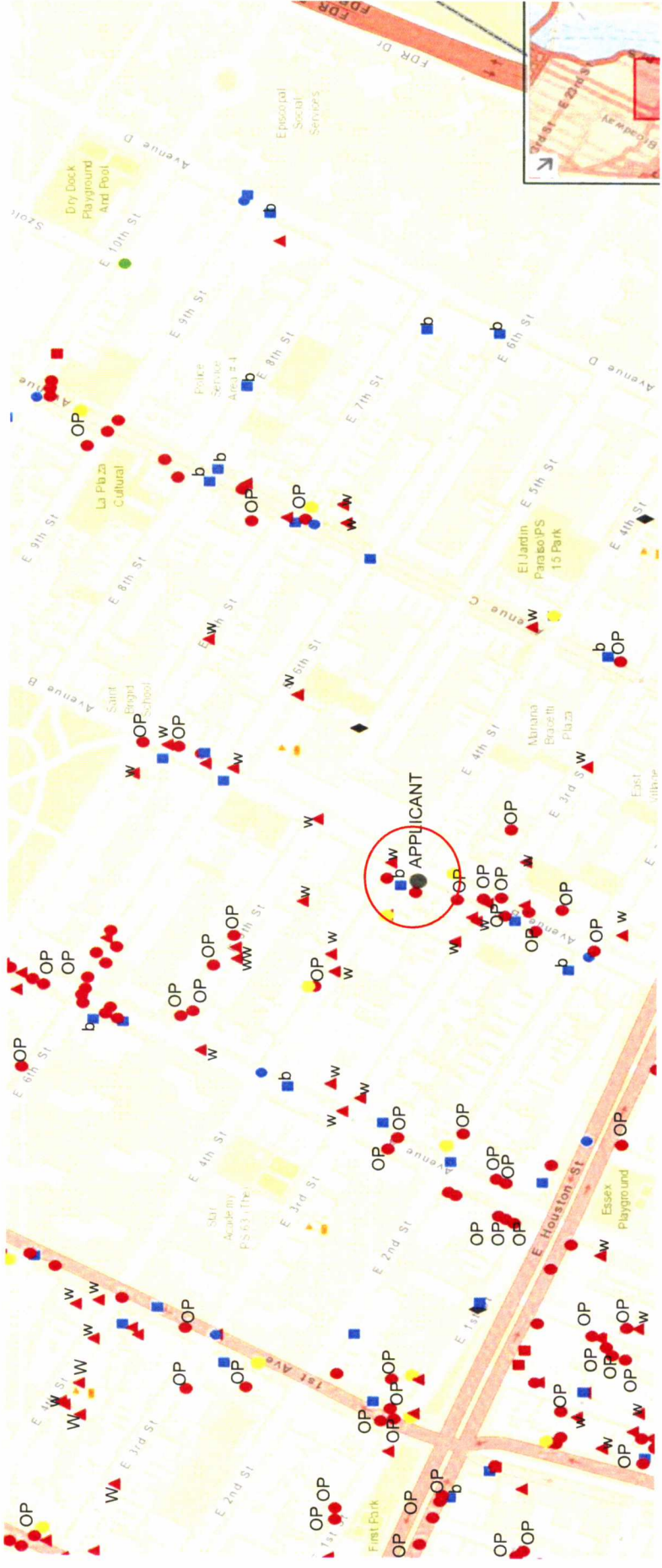
Is premise within 200 feet of any school or place of worship?  Yes  No

**COMMUNITY OUTREACH:**

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

***We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.***

1.  I will operate a full-service restaurant, specifically a (type of restaurant) American fare & Pizza, with a kitchen open and serving food during all hours of operation OR  I have less than full-service kitchen but will serve food all hours of operation.
2.  I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances.
3.  I will not have  DJs,  live music,  promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than \_\_\_ DJs / promoted events per \_\_\_,  more than \_\_\_ private parties per \_\_\_\_\_.
4.  I will play ambient recorded background music only.
5.  I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
6.  I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7.  I will not participate in pub crawls or have party buses come to my establishment.
8.  I will not have a happy hour or drink specials with or without time restrictions OR  I will have happy hour and it will end by 8:00 pm.
9.  I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10.  Residents may contact the manager/owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.



Steve on Bees LLC  
 50 Avenue B/ 238 E 4th Street  
 New York, NY 10009

## Proximity Report for Location:

July 20, 2018

50 Avenue B, New York, NY, 10009

\* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

### Closest Liquor Stores

| Name                                  | Address          | Approx. Distance |
|---------------------------------------|------------------|------------------|
| DISCOVERY WINES LLC                   | 16 AVE B         | 480 ft           |
| NIZGA CORP                            | 58 AVENUE A      | 680 ft           |
| EAST HOUSTON STREET WINE & LIQUOR INC | 250 E HOUSTON ST | 865 ft           |
| LOCAL NEW YORK LIQUORS LLC            | 24 AVE C         | 875 ft           |
| EAST VILLAGE WINE CORP                | 100 AVENUE C     | 1070 ft          |
| TURTLE DOVE LLC                       | 28 30 CLINTON ST | 1120 ft          |
| JCCSM INC                             | 45 1ST AVE       | 1420 ft          |

### Churches within 500 Feet

| Name                                       | Approx. Distance |
|--|------------------|
| Trinity Lower East Side Parish and Shelter | 470 ft           |

### Schools within 500 Feet

| Name | Address | Approx. Distance |
|------|---------|------------------|
|------|---------|------------------|

### On-Premise Licenses within 750 Feet

| Name                        | Address                    | Approx. Distance |
|-----------------------------|----------------------------|------------------|
| SUNRISE SHADOW LLC          | 50 AVENUE B                | 35 ft            |
| 235 EAST 4TH INC            | 235 - 237 E 4TH ST         | 80 ft            |
| STACKLEATHER LLC            | 42 AVENUE B                | 110 ft           |
| FONDA AVENUE B LLC          | 40 AVENUE B                | 170 ft           |
| ROOT & BONE LLC             | 200 E 3RD ST               | 210 ft           |
| MAMA BAR LLC                | 34 AVENUE B                | 240 ft           |
| 217 BAR CORP                | 217 E 3RD ST               | 275 ft           |
| BECAF LLC                   | 29 AVENUE B A/K/A 33 AVE 3 | 290 ft           |
| GALMAC LLC                  | 28-30 AVENUE B             | 325 ft           |
| 25 B GROUP REST AVE LLC     | 25 AVENUE B                | 365 ft           |
| 205 EAST 4TH STREET LLC     | 205 E 4TH ST               | 400 ft           |
| A O CAFE AND RESTAURANT LLC | 17 AVENUE B                | 480 ft           |
| DESMO 916 CORP              | 545 E 5TH ST AKA 76 AVE B  | 485 ft           |
| THUNDERBOLT CORP            | 531 E 5TH STREET           | 565 ft           |
| GENCO IMPORTING INC         | 99 AVENUE B                | 655 ft           |
| 511 E 5TH STREET LLC        | 511 E 5TH ST               | 675 ft           |
| CORMAR INCORPORATED         | 507 E 5TH ST               | 710 ft           |

| Name                | Address             | Approx. Distance |
|---------------------|---------------------|------------------|
| FRENCH AVENUE B INC | 103 105 AVENUE B    | 710 ft           |
| RAGUBOY CORP        | 156 EAST 2ND STREET | 745 ft           |
| ROLO REST LLC       | 32 AVENUE A         | 750 ft           |

### **Pending Licenses within 750 Feet**

| Name                       | Address      | Approx. Distance |
|----------------------------|--------------|------------------|
| EAST COAST FISH MARKET INC | 45 AVENUE B  | 90 ft            |
| GOSLING INC                | 234 E 4TH ST | 125 ft           |
| GREAT CABIN LLC, THE       | 205 E 4TH ST | 410 ft           |

### **Unmapped licenses within zipcode of report location**

| Name | Address |
|------|---------|
|------|---------|

## **Security Plan 50 Avenue B**

In any event where the downstairs is open, we will have our security team present. Security of the space will be outsourced to a professional security company. We will have a dedicated guard on the street level ensure that foot traffic flows smoothly. This guard will ensure no congestion builds up outside of the Avenue B entrance. The 4<sup>th</sup> street entrance to downstairs will be used solely as emergency egress. This designated employee will also control any car traffic on the street, ensuring that cars such as taxi's do not idle outside on the street. At no point in time will we keep a line outside. We will usher patrons either inside or disperse them to move along. On Thursday, Friday, and Saturday nights starting at 8pm, we will also have a dedicated employee at the entrance of the first level bar and restaurant. This employee will dictate the flow of traffic for this space, as well as on the street. For the 4<sup>th</sup> street pizzeria, it will be its own concept. This will be a fast casual and take out concept. We do not anticipate needing a security team for the pizza restaurant, but if there are any issues with foot traffic and noise outside, we can use our dedicated employee to address those issues.

## **Managing noise inside and out**

We are hiring a sound engineer to ensure noise does not leak from the space downstairs. This engineer will take decibel readings from upstairs apartments and street level to confirm this will not happen. When the downstairs is open, principal and a sound technician will be on site to monitor that the speaker sound will not be traveling outside the space.

For the ground level space, "entertainment level" music will not be playing. At most, ambient music will be playing over small speakers using an iPod. The front façade will be closed at 10pm. As with the security plan, the designated employee who will managing outside traffic will be managing any potential noise from outside patrons.



# STEPHEN BALLINGER

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85 4<sup>th</sup> Avenue, New York, New York  
P: (917) 647-2430 E: [sballinger13@gmail.com](mailto:sballinger13@gmail.com)

## SUMMARY

Accomplished hospitality veteran with over 5 years of bar / music venue management experience. Strong leadership skills with outstanding training and mentoring abilities. I am fully experienced in all phases of bar and beverage management, operational and human resource issues. My abilities range from reducing and containing labor and operating costs while significantly improving profits and maintaining service and quality. Calm under pressure with ability to delegate. Strong interpersonal and communication skills. Excellent leader for all Front of house, back of house, and security employees.

## EXPERIENCE

**Webster Hall, New York City** **2014 –2017**  
*Head Bartender and Bar Manager*

- Management and inventory of \$5 million + in liquor sales for the 40,000 sqft venue
- Performed opening/closing duties in all operational aspects of the venue with a staff of 150
- Developed, and implemented liquor inventory controls using liquor inventory software
- Maintained the venue to New York City's health, building, and fire department codes

**251 W 30<sup>th</sup> street DBA Rebel/Slake/American Beauty** **2011-2017**

*Manager – a 12000 squarefoot performance / nightclub venue for live bands and DJs*

- Responsible for hiring bar staff, marketing coordinators, and interns for the entire venue
- Managed distribution company relationships, inventory purchasing and buy-back promotions
- Promoted and maintained the quality of the venue's artistic direction through the talent buyer
- Managed relationships with building inspector, cabaret police, health inspector, and fire department
- Responsible for hiring and managing a staff of 50+ employees, directing all personnel from bartenders, cocktail and bottle waitresses, support staff, coat check, security, and door staff
- Adapted the venue to meet very diverse nightlife and corporate event requirements
- Worked directly with ownership on issues such as loss prevention, fire safety, food and beverage health, and security regulations

*References available upon request*



AB

**ADAM BALLINGER**

[adamhuckleberryballinger@gmail.com](mailto:adamhuckleberryballinger@gmail.com)

917-647-5009

## EXPERIENCE

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CRUSH MUSIC • INTERN • SEPTEMBER 2017 – DECEMBER 2017

### Radio & Promotions Department

- Collecting and compiling data for company wide reports containing sales, streams, Shazam counts, radio spins, etc. for artists such as Weezer, Green Day, Sia, Fall Out Boy, Lorde, Panic! At the Disco, Train and more.
- Tracking markets for entire artist roster.
- Submitted music to Spotify and other DSP's.

WEBSTER HALL • MARKETING MANAGER • AUGUST 2016 – AUGUST 2017

### Social Media Responsibilities

- Scheduling social postings, ad buying & analytics for Webster Hall (Grand Ballroom, The Marlin Room, The Studio)
- Running Strategic marketing campaigns

### Brand Ambassador Program

- Developed and maintaining Webster Hall's Brand Ambassador program (Concerts & Nightlife)
- Hiring, training, scheduling & management of 30+ Brand Ambassadors resulting in 7% increase in ticket sales on a strict budget of under \$1000/month
- Implemented monitoring technology for ground-level marketing
- Designed, packaged, and prepared all street team materials

### Other Responsibilities

- Video editing for in-house advertising
- Coordinating general in-house advertising
- Local business outreach advertising
- Building events on WH TicketWeb admin account

WEBSTER HALL • FOOD & BEVERAGE SERVICE • MARCH 2014 - AUGUST 2017

- Overseeing and operating the Huckleberry's Hand Made Pizza Stand
- Served beverages in high volume at various events including corporate, nightlife, and concerts
- Set and prepared bar before every shift. Maintained cleanliness throughout and after shifts

## SKILLS

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Efficient in Micros POS System, Excellent customer service, Photoshop, basic video editing, MS office Suite, Ableton Live, Serato DJ, Ad buying on social platforms, cloud services for business, Social media scheduling and business page management

## EDUCATION

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WATERDOWN DISTRICT  
HIGH SCHOOL • 2012  
Hamilton, Ontario, Canada

## VOLUNTEER

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- Participated in Toys For Tots NYPD 9<sup>th</sup> Precinct event annually
- The Gilda's Club NYC – Winter Wonderland event setup