



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

Paul Rangel, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items and questionnaire package are due by date listed in email invite:

- ☒ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☒ A proposed food and or drink menu.

The following items are due by noon Friday before the meeting:

- ☐ 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:
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>
(this is not required but strongly suggested if a relevant group exists)
- ☐ 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: 9/2/22

Is location currently licensed? ☐ Yes ☒ No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Storage

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 101 East 10th Street

Cross streets: 3rd Ave.

Name of applicant and all principals: AARON HO | Sugar Mouse LLC.

Trade name (DBA): Sugar Mouse

PREMISE:

Type of building and number of floors: Mixed use and 8 floors

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

☐ Yes ☒ No What is maximum NUMBER of people permitted undetermined

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): Group 6

PROPOSED METHOD OF OPERATION:

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) No outdoor / Sunday - Wednesday 2pm - 1am;

Thursday 2pm - 2am / Friday + Saturday 2pm - 3am

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☒ Yes ☐ No

If yes, please describe what type: Rental of table games: shuffleboard
Ping Pong, Billiards, Foosball

Number of indoor tables? 20 Total number of indoor seats? 80

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____

10 stand up bars + 30 bar seats

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

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 _____

Pizzas and Fried snacks.

What are the hours the kitchen will be open? All Hours of Operation

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

How many employees will there be? 5

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

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) 3

Will premise have music? ☒ Yes ☐ No

If Yes, what type of music? ☒ Live musician ☒ DJs ☒ Streaming services/playlists

If other type, please describe _____

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: House 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

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? We use social media to promote events.

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.") Security
Outdoor + stanchion with rope

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) 1 security

guards Sunday - Thursday 8pm - 1pm; 2 guards 8pm - 3am Fri + Sat.

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

Please attach plans. Close doors at all times.

Is sound proofing installed? ☐ Yes ☒ No

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

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (includes roof & yard) ☐ Yes ☒ No If Yes, describe and show on diagram:

APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously? ☒ Yes ☐ No

If yes, please indicate name of establishment: Sour Mouse

Address: 110 Delancey St. Community Board # 3

Dates of operation: April 2020 - Current

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application.

Does any principal have other businesses in this area? ☐ Yes ☐ No If Yes, please give trade name, address and describe the business _____

Has any principal had SLA reports or action within the past 5 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? _____

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

Is the premise within 200 feet on the same street 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, but it is not required. 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) _____
n/a restaurant, or
☒ I will operate a Billiards / Game Hall
☒ 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 2pm - 1am; Tue 2pm - 1Am; Wed 2pm - 1Am;
Thu 2pm - 2am; Fri 2pm - 3Am; Sat 2pm - 3am;
Sun 2pm - 1am. (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 (including Open Restaurants) OR
☐ My sidewalk café hours or other outside hours (including Open Restaurants) will be
n/a
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 performances or televised sports. ☒ I will have a closed fixed façade with no open doors or windows except my entrance door, which 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 performances or televised sports.
8. I will not have ☐ DJs, ☐ live music, ☐ third-party promoted events, ☒ any event at which a cover fee is charged, ☐ scheduled performances, ☐ more than _____ DJs per _____, ☐ more than _____ private parties per _____
9. ☐ I will play ambient recorded background music only.
10. ☒ I will not participate in pub crawls or have party buses come to my establishment.
11. ☒ I will not have unlimited drink specials, including boozy brunches, with food.
12. ☒ 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 _____.
13. ☒ I will not have wait lines outside. ☒ I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
14. ☒ I will conspicuously post this stipulation form beside my liquor license inside of my business.
15. ☒ 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: _____

AARON HO

917-863-9047

ATTENTION RESIDENTS & NEIGHBORS

Sugar Mouse LLC and 917-863-9047

Company/DBA Name and Contact Number for Questions

Plans to open a

Bar / Billiards/Game Hall and No sidewalk Cafe

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

at the following location

101 East 10th Street

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, September 19, 2022 at 6:30pm

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

see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

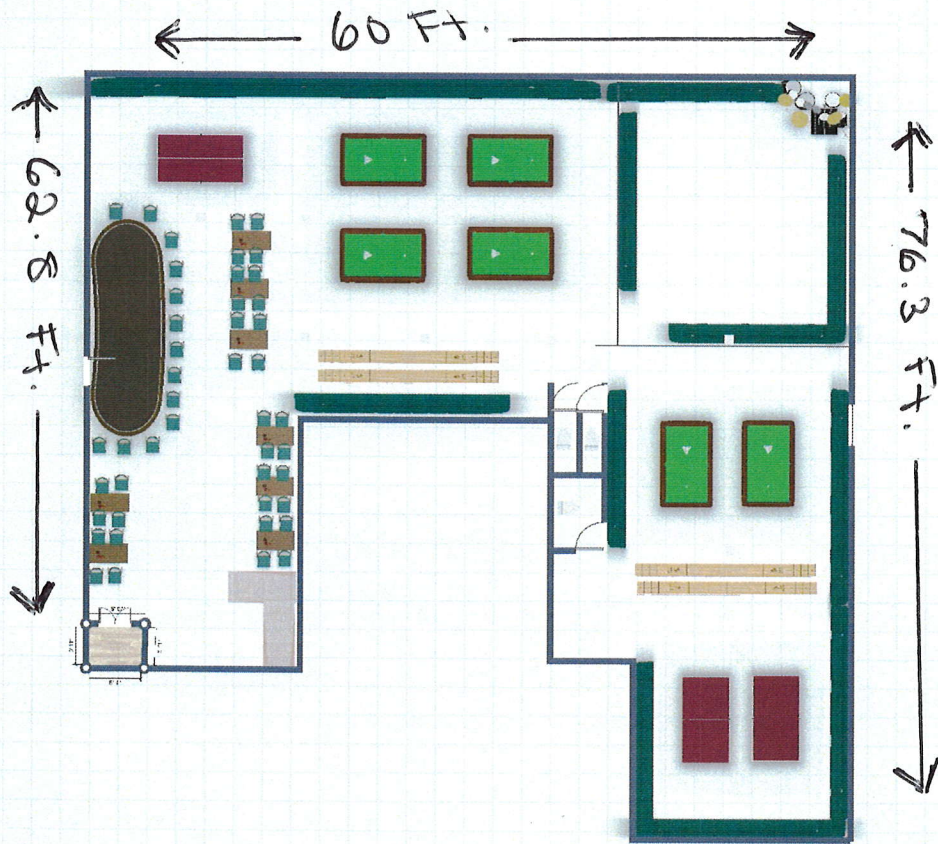
AARON HO / 917-863-9047 - / AARONHO@131@gmail.com

Applicant Contact Information

At COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

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



Sugar Mouse LLC
101 East 10th Street
New York, New York 10003

Sugar Mouse LLC
101 East 10th Street
New York, New York 10003

SOUR MOUSE

MENU

BEERS ON DRAFT

PINT	9
PITCHER	33
PINT+HOUSE SHOT	14

NARRAGANSETT LAGER - 5%	
SIX POINT LAGER - 5.4%	
BRONX WELL EARNED PILSNER - 5.4%	
ALLAGASH WHITE - 5.2%	
LAGUNITAS IPA - 6.2%	
SOUTHERN TIER 2X IPA - 8.2%	
SIERRA NEVADA HAZY LIL THING IPA - 6.7%	
BRONX CITY SOUR IPA - 6%	
ELBOW PATCHES STOUT OATMEAL - 6.2%	
MOUNTAUK DRIFTWOOD ALE - 6%	
DOWNEAST CIDER BLACKBERRY - 5%	

WINE

GLASS	13
BOTTLE	41

SAUVIGNON BLANC	
CHARDONNAY	
CABERNET SAUVIGNON	

BUBBLY

VEUVE AMBAL BLANC DE BLANCS	12
CHAMPAGNE POL ROGER	136
CHAMPAGNE MOET & CHANDON	248
CHAMPAGNE VEUVE CLIEQUOT	248
CHAMPAGNE DON PERIGNON	396

PIZZA

10" PIE 16

MARGHERITA

Tomato sauce, fresh
mozzarella, grana, EVOO, basil

PEPPERONI

Tomato sauce, fresh mozzarella,
grana, basil, EVOO, Pepperoni

SAUSAGE

Tomato sauce, fresh mozzarella,
grana, basil, EVOO, Sausage

WHITE PIZZA

Grana, mozzarella, lardo, basil,
EVOO

MUSHROOM

Tomato sauce, fresh mozzarella,
grana, basil, EVOO, mushrooms

GAMES

*charged per time spent on the table

*valid ID and an open tab required

BOARD GAMES	FREE
FOOSBALL	0.75
PING PONG*	25
BILLIARDS*	
SUNDAY-FRIDAY	25
FRIDAY-SATURDAY 7PM-CLOSE	40

HAPPY HOUR

mondays to fridays, 4-7pm

BEERS	6
HOUSE DRINKS	9
HOUSE SHOTS	6
WINE	9
PITCHER OF BEER	23

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.

Proximity Report For:	
Location	101 E 10th St, New York, New York, 10003
Geocode	Latitude: 40.73067 longitude: -73.98860
Report Generated On	8/11/2022

8 Closest Liquor Stores		
Name	Address	Distance
TASTE WINE LLC Ser #: 1282743	50 3RD AVE NEW YORK, NY 10003	213 ft
MIAT LIQUORS INC Ser #: 1023526	166 2ND AVE NEW YORK, NY 10003	615 ft
MRN LIQUOR INC Ser #: 1284586	16 ST MARKS PL NEW YORK, NY 10003	664 ft
SAKAYA INC Ser #: 1189050	324 E 9TH STREET (WEST STORE) 1ST & 2ND AVE. NEW YORK, NY 10003	848 ft
33 UNION SQUARE WEST INC Ser #: 1023536	140 4TH AVE NEW YORK, NY 10003	1,109 ft
TRADER JOES EAST INC Ser #: 1161266	138 E 14TH ST IRVING PLACE & 3RD AVENUE NEW YORK, NY 10003	1,127 ft
S & P LIQUOR & WINE CORP Ser #: 1281498	89 2ND AVE NORTH STORE NEW YORK, NY 10003	1,379 ft
EAST VILLAGE WINES & SPIRITS INC Ser #: 1302369	138 1ST AVE NEW YORK, NY 10009	1,458 ft

Schools within 500 feet		
Name	Address	Distance
No Schools within 500 feet		

Churches within 500 feet	
Name	Distance
All STS Ukrainian Church	155 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance

Pending On Premises Liquor Licenses within 750 feet

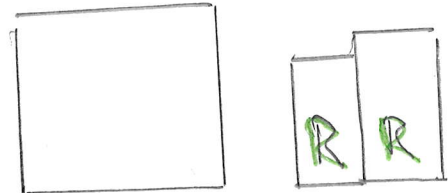
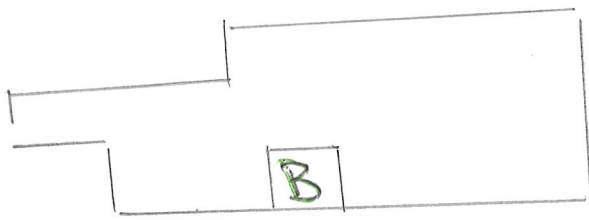
Name	Address	Distance
DINAH CORPORATION Ser #: 1340316	162 166 2ND AVE NEW YORK, NY 10003	613 ft

Active On Premises Liquor Licenses within 750 feet

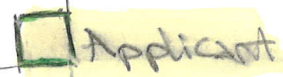
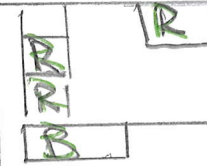
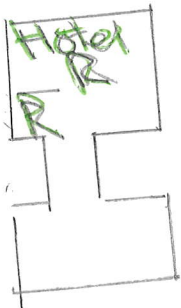
Name	Address	Distance
82ND STREET CAFE INC Ser #: 1205934	1453 57 3RD AVE 82ND & 83RD NEW YORK, NY 10028	167 ft
3RD AVENUE HOSPITALITY LLC Ser #: 1193028	55 3RD AVE NEW YORK, NY 10003	167 ft
ELVIS CAFE LLC Ser #: 1337190	58 3RD AVE NEW YORK, NY 10003	198 ft
AINSPH LLC Ser #: 1304867	64 3RD AVE NEW YORK, NY 10003	239 ft
FT 245 CORP Ser #: 1144031	245 EAST 11TH STREET AKA 175 S NEW YORK, NY 10003	305 ft
TSAMPA INC Ser #: 1024414	212 E 9TH ST NEW YORK, NY 10003	328 ft
HASAKI RESTAURANT INC Ser #: 1024242	210 E 9TH STREET NEW YORK, NY 10003	339 ft
E OCHI INC Ser #: 1121866	218 E 9TH ST NEW YORK, NY 10003	360 ft
9TH STREET VENTURE LTD Ser #: 1024461	232 E 9TH STREET NEW YORK, NY 10003	400 ft
FACILITY CONCESSION SERVICES INC Ser #: 1302162	119 125 E 11TH ST NEW YORK, NY 10003	424 ft
TOKYO MAMA INC Ser #: 1024390	240 E 9TH STREET NEW YORK, NY 10003	426 ft
N Y RESTAURANT SUPPLIES INC Ser #: 1232110	29 3RD AVE 2ND FL 3RD AVENUE & EAST 9TH STREET NEW YORK, NY 10003	436 ft
IPPUDO NY LLC Ser #: 1277270	65 4TH AVE STORE # 1 NEW YORK, NY 10003	437 ft
ROBATAYA NY LLC Ser #: 1311089	231 E 9TH ST NEW YORK, NY 10003	456 ft
AUANTHAI INC Ser #: 1277047	7 ST MARKS PLACE EAST & WEST STORES NEW YORK, NY 10003	458 ft
TOKYO MAMA INC Ser #: 1308766	230 E 9TH ST NEW YORK, NY 10003	458 ft
HOURLASS HOLDINGS INC Ser #: 1298006	9 ST MARKS PL EAST SIDE NEW YORK, NY 10003	500 ft
MSB RESTAURANTS LLC Ser #: 1278473	151 2ND AVE NEW YORK, NY 10003	516 ft
TAISHO INC Ser #: 1141078	9 ST MARKS PLACE 2ND & 3RD AVENUES NEW YORK, NY 10003	520 ft
HAN DYNASTY NYU CORP Ser #: 1287485	90 3RD AVE NEW YORK, NY 10003	526 ft
MI NE FOODS GROUP INC Ser #: 1324666	15 ST MARKS PL NEW YORK, NY 10003	530 ft

Active On Premises Liquor Licenses within 750 feet

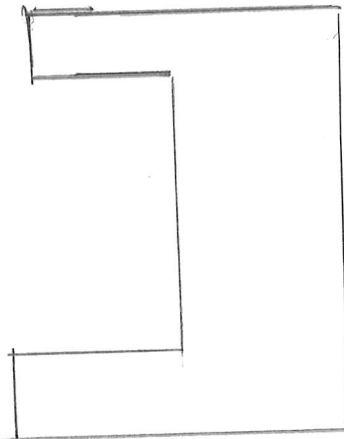
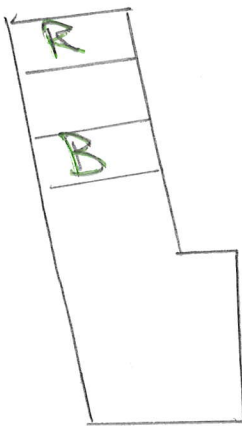
Name	Address	Distance
TEMAKASE NYC LLC Ser #: 1333140	157 2ND AVE NEW YORK, NY 10003	543 ft
US DEV ASSOCIATES LLC & 11TH STREET HOSPITALTY LLC Ser #: 1317936	112 E 11TH ST AKA 112-120 EAST 11TH STREET NEW YORK, NY 10003	575 ft
BARCADE DOWNTOWN LLC Ser #: 1316575	6 SAINT MARKS PL NEW YORK, NY 10003	581 ft
CORNER BILLIARDS CORP Ser #: 1142032	110 E 11TH ST 3RD & 4TH AVENUES NEW YORK, NY 10003	584 ft
149 SECOND AVE REST INC Ser #: 1237783	149 2ND AVENUE NEW YORK, NY 10003	616 ft
M & Y CATERING INC Ser #: 1308912	31 SAINT MARKS PL WEST GROUND STORE NEW YORK, NY 10003	623 ft
HINOMARU INC Ser #: 1145016	25 ST MARKS PLACE 2ND & 3RD AVENUES NEW YORK, NY 10003	624 ft
HONEY RYDER LLC Ser #: 1262045	147 149 2ND AVE NEW YORK, NY 10003	635 ft
LONGFORD INC Ser #: 1024286	98 3RD AVE NEW YORK, NY 10003	648 ft
29 ST MARKS PLACE REST INC Ser #: 1024431	29 ST MARKS PLACE NEW YORK, NY 10003	668 ft
JUDEX ENTERPRISES INC Ser #: 1024266	178 2ND AVENUE NEW YORK, NY 10003	669 ft
TWO GUIZE LLC TEXAS COOKIN' LLC Ser #: 1276520	102 3RD AVE NEW YORK, NY 10003	693 ft
J & K RES ENTERPRISES INC Ser #: 1149917	140 142 2ND AVENUE MAIN FLOOR NEW YORK, NY 10003	702 ft
SOOTHHR LIMITED Ser #: 1324695	204 E 13TH ST NEW YORK, NY 10003	707 ft
LA MERIDIANA I LTD Ser #: 1298843	176 2ND AVE NEW YORK, NY 10003	709 ft



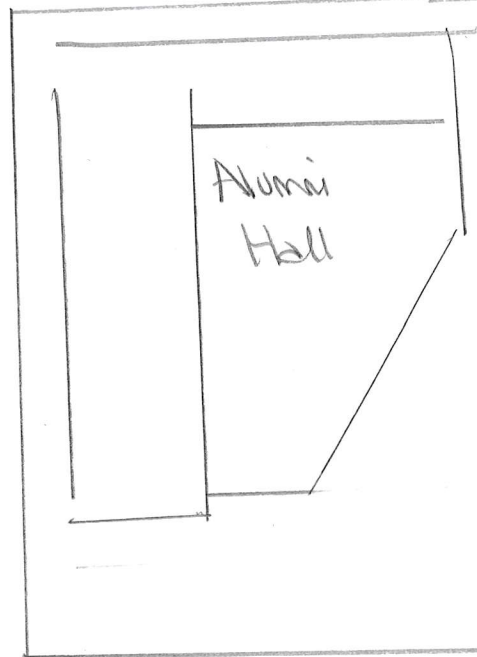
E. 11th Street



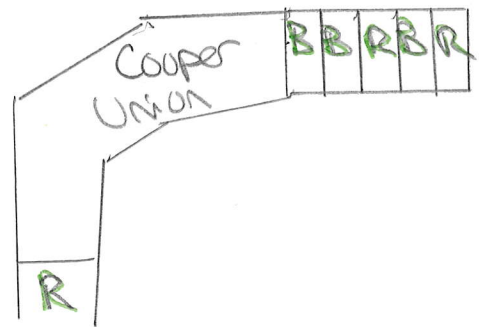
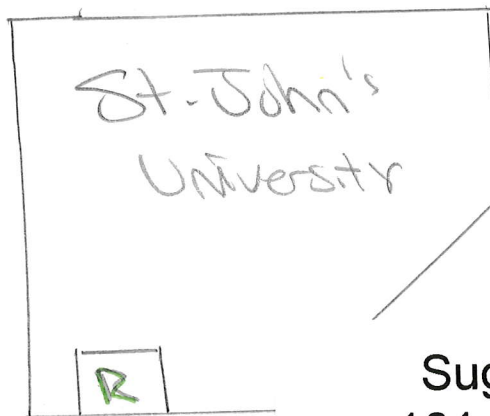
E. 10th Street



Old Avenue



E. 9th Street



Sugar Mouse LLC
101 East 10th Street
New York, New York 10003



NYS Liquor Authority Mapping Project (LAMP)

version: 1.0.2

Search By Proximity

Search for an address or locate on map

101 E 10th St, N



Show results within (Feet) 518

0

1500

Active Licenses (31)

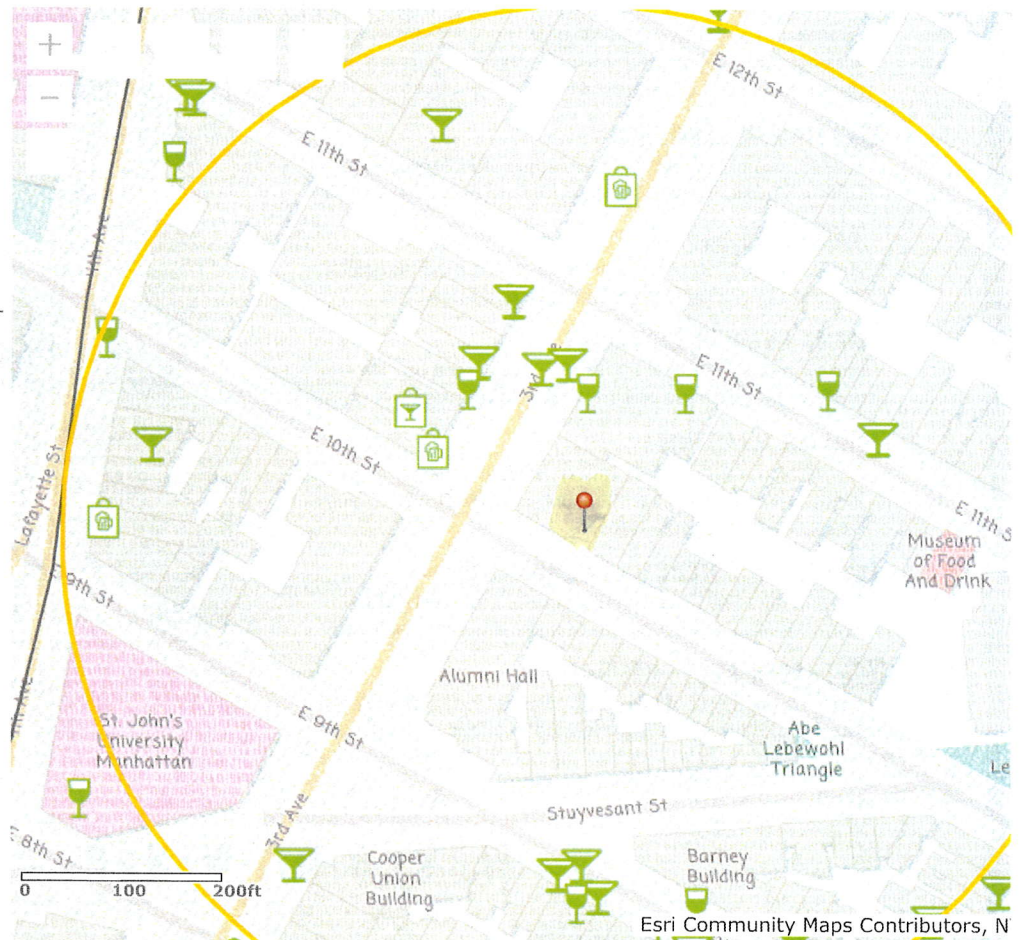
Pending Licenses (4)

Search by Ser#, Name, City, Zip, ...

Tasks

Results

- Search Active Licenses
- Search Pending Licenses
- Search Inactive Licenses



Sugar Mouse LLC
101 East 10th Street
New York, New York 10003



NYS Liquor Authority Mapping Project (LAMP)

version: 1.0.2

Search By Proximity

Search for an address or locate on map

101 E 10th St, N

Show results within (Feet)

0 1500

Active Licenses (31)

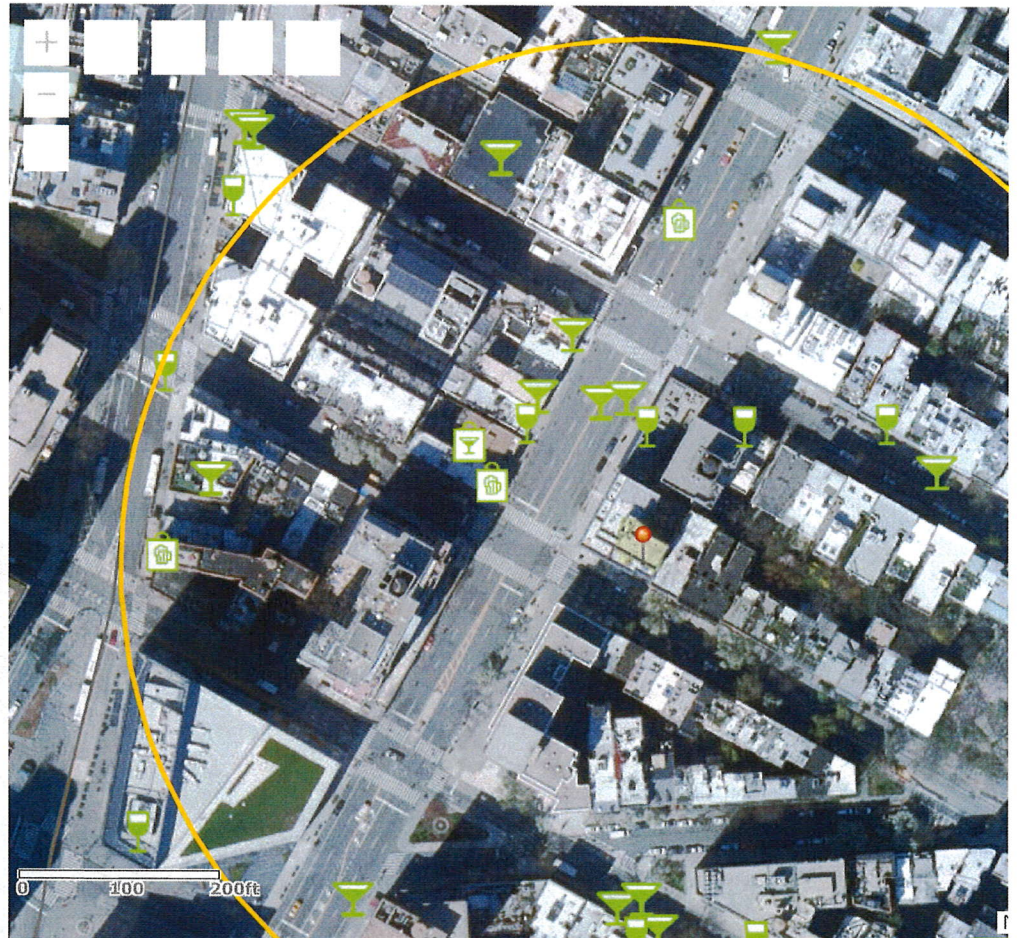
Pending Licenses (4)

Search by Ser#, Name, City, Zip, ...

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