



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 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
- 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:

- X new liquor license alteration of an existing liquor license corporate change

Check if either of these apply:

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

Today's Date: 01/30/15

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? X Yes No Type of license: On-premises liquor

If alteration, describe nature of alteration: n/a

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Honey Jar Inc d/b/a UFC

APPLICANT:

Premise address: 60 3rd Avenue, New York, NY 10003

Cross streets: 10 / 11

Name of applicant and all principals: RPR Ventures, LLC

Ronan Downs, Paul O'Connor, Roberta Souza, entity name tbd

Trade name (DBA): d/b/a name tbd

PREMISE:

Type of building and number of floors: Multi unit, four floors

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 for any back or side yard use? Yes No What is maximum NUMBER of people permitted? 75

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): C6-2A

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) 9:00 am to 4:00 am Monday through Sunday

Number of tables? 11 Number of seats at tables? 43

Number of counters: 2 Number of seats at counters: 8

How many stand-up bars/ bar seats are located on the premise? 1 stand up bar / 14 bar seats

(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) L-shaped bar, 49' 5" in length

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

New American featuring local seasonal ingredients and utilizing many purveyors from Union Square

What are the hours kitchen will be open? 11:00 am to 2:00 am Monday through Sunday

Will a manager or principal always be on site? Yes No If yes, which? all times Either a principal or manager will be present at all times

How many employees will there be? 20 RPR Ventures, LLC

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: ipod with small 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.")
* A staff member will be responsible for monitoring the sidewalk in front of the premises to insure that crowd and/or traffic congestion issues are addressed.

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

A security person will be employed from 7:00 pm to close seven days each week.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.  Noise will be address using a number of factors. An id checker will be at the door from 7pm each night to both verify that all people are of legal drinking age and to ensure that noone is congregating outside of the establishment. We will have non-powered speakers installed. Those speaker will be insulated from the build using either rubber padding and/or hanging speakers. We will have an interior glass corridor. This means there will be two doors between the sidewalk and the interior.

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: See attached list

Address: See attached list Community Board # _____

Dates of operation: See attached list

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 See attached list

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? 3

How many On-Premise (OP) liquor licenses are within 500 feet? 11

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.

11:00

1. I agree to close any doors and windows at ~~10:00 P.M.~~ every night?
2. 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 ___
3. I will play ambient recorded background music only. * in compliance with the NYC Admin Code.
4. I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5. I will not seek a change in class to a full on-premise liquor license. Or my business plan is to seek an upgrade at a later date.
6. I will not participate in pub crawls or have party buses come to my establishment.
7. I will not have a happy hour. Or Happy hour will end by 7:00 PM.
8. I will not have wait lines outside. There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9. Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately ~~and I will revisit the above stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.~~

LICENSING HISTORY

LICENSING HISTORY

NAME	ADDRESS	COMMUNITY BOARD	DATES OF OPERATION	PRINCIPAL(S)	SERIAL NO.
MAD DOG & BEANS	83 PEARL STREET, NEW YORK, NY	MANHATTAN NO. 1	2008 - PRESENT	O'CONNOR	1193952
MAD DOG & BEANS	83 PEARL STREET, NEW YORK, NY	BROOKLYN NO. 6	2014 - PRESENT	O'CONNOR	1274457
TAPROOM307	307 3 RD AVENUE, NY, NY	MANHATTAN NO. 6	2011 - PRESENT	O'CONNOR, DOWNS, SOUZA	1249588
BIERHAUS	712 3 RD AVENUE, NY, NY	MANHATTAN NO. 6	2011 - PRESENT	O'CONNOR	1247414
BECKETT'S	81 PEARL STREET, NY, NY	MANHATTAN NO. 1	2007 - PRESENT	DOWNS	1180483
ROUTE 66	79 PEARL STREET	MANHATTAN NO. 1	2014 - PRESENT	DOWNS	1268835
DUBLINER	45 STONE STREET, NY, NY	MANHATTAN NO. 1	2010 - PRESENT	DOWNS	1222588
BAVARIA	19 SOUTH WILLIAM STREET, NY, NY	MANHATTAN NO. 1	2013 - PRESENT	DOWNS	1269142
BLACK BEAR LODGE	274 3 RD AVENUE, NY, NY	MANHATTAN NO. 6	2003 - 2011	DOWNS	1136290
WHISKEY RIVER	575 2 ND AVENUE, NY, NY	MANHATTAN NO. 6	2004-2013	DOWNS	1156405

MENU

Snacks

- Foie Gras "Cocktail", Blood Sausage, Egg 14\$
 - Herb Garlic Bread 5\$
 - Spicy Fried Pickles 6\$
 - One Hour Egg, Mustard, Dill 10\$
- Pork Crackling, Citrus Zest, Chili Aioli 8\$

Round Up

- Cured Beef Carpaccio, Lime, Scallion, Toasted Pine Nuts 16\$
 - Sauté Beef Stripes, Arugula, Pesto Grana Padona 16\$
- Crispy Wood Smoked Bacon, Endive, Potato Herb Chips 14\$

Solids

- Beef Chop for 2, Purple Carrot, Mustard, Potato, Pearl Onion 60\$
 - Crispy Pork Belly, Cauliflower, Scallion 20\$
 - Braised Brisket, Herb Walnut Crust, Béarnaise 22\$
 - Pulled Pork, Mustard Greens, Brioche, Ginger 16\$
- Crisp Skin on Chicken Breast, Tarragon, "Green Potato", Buttermilk 20\$

Platters

- Duck Rillettes, Gruyère Focaccia, Scallion, Lime 15\$
 - Beef Tartar Feast, Quail Egg, Red Onion 12\$
- Steak Feast, Smoked Portabella, Confit Peppers, Onion 18\$
- Pheasant Terrine, House made Pickles, Tarragon Mustard 14\$
 - Smokey Land, Hams, Sausages, Radishes, Pickles 18\$
 - Smokey Sea, Trout, Salmon, Horseradish, Lime 16\$
 - Feast Platter, selection of all Platters 16\$

Greens

- Green Asparagus, Sweet Pepper, Fiddle Heads 12\$
- Smoked Sauté Potato, Avocado, Lemon 8\$
- Pine Nut, Grilled Radicchio, Hummus, Gruyère Focaccia 9\$
- Grilled Portabella, Chopped Herbs, Crème Fraîche, Garlic 8\$

Sweets

- Chocolate Cake, Bourbon 12\$
- Rhubarb, Orange, Hazelnut 10\$
- Strawberry Tart 10\$

Snacks

- Foie Gras “Cocktail”, melted Blood Sausage, Egg 14\$

Served in a Tumbler, melted Blood Sausage, Egg, Mash potato, Sauté Foie Gras,

- Herb Garlic Bread 5\$

Grilled Ciabatta, with fresh crushed Garlic

- Spicy Fried Pickles 6\$
- House made fried pickles with Dips

- One Hour Egg, Mustard, Dill 10\$
- 60min egg with Mustard Dill sauce and some Ciabatta

- Pork Crackling, Citrus Zest, Chili Aioli 8\$
- Crispy fried Pork Skin

Round Up

-Cured Beef Carpaccio, Lime, Scallion, Toasted Pine Nuts 16\$
Cured beef slices, marinated with Lime Zest, scallion, Sea salt,
Toasted Pine Nuts and some Ciabatta

-Sauté Beef Stripes, Arugula, Pesto Grana Padona 16\$
Lemon marinated salad, with pickle shavings, Grana Padona and Skirt
Steak Stripes

-Crispy Wood Smoked Bacon, Endive, Potato Herb Chips 14\$
Endive Salad with Spring Salad Mix, Crispy Bacon and Seasalt Herb
Potato Chips

Solids

-Beef Chop for 2, Purple Carrot, Mustard, Potato, Pearl Onion 60\$
Beef Chop grilled with the Bone in one piece for two, with carrot
mash from California carrots, braised purple carrots, pickled
scallions, pickled carrots, and carrot shavings, mustard glazed
steamed potatoes and braised pearl onion

-Crispy Pork Belly, Cauliflower, Scallion 20\$
Braised Pork Belly with Crispy Skin, Steamed Cauliflower,
Cauliflower Mash, Romanesco, and thinly sliced scallion

-Braised Brisket, Herb Walnut Crust, Béarnaise 22\$
Herb Nut Crusted Brisket, with Béarnaise Sauce, Green Mash Potato

-Full Flavored Dark Ale Pulled Pork, Mustard Greens, Brioche, Ginger
16\$

Brioche Bun with Pulled Pork cooked with Dark Ale and Ginger,
Mustard Greens

-Crisp Skin on Chicken Breast, Tarragon, "Green Potato", Buttermilk
20\$

Crisp Skin on Chicken Breast, with Tarragon-Parsley Mash Potato and
Buttermilk Foam

Platters (all served with bread basket)

-Duck Rillettes, Gruyère Focaccia, Scallion, Lime 15\$

-Beef Tartar Feast, Quail Egg, Red Onion 12\$

-Steak Feast, Smoked Portabella, Confit Peppers, Onion 18\$

Two Steak Cuts, sliced in tranches, set with a herb covered
portabella, slices of confit peppers and onion shavings

-Pheasant Terrine, House made Pickles, Tarragon Mustard 14\$

- Smokey Land, Hams, Sausages, Radishes, Pickles 18\$

Selection of Hams and Sausages, with radishes and pickles

- Smokey Sea, Trout, Salmon, Horseradish, Lime 16\$

Selection of smoked Fish, with a Horseradish Cream and Lime Zest

-Feast Platter, selection of all Platters 16\$

Tasting Platter of all sorts

Greens

-Green Asparagus, Sweet Pepper, Fiddle Heads 12\$

Green Asparagus grilled with assorted Veggies, lime juice fresh herbs
and an onside yoghurt dip

-Smoked Sauté Potato, Avocado, Lemon 8\$

Smoked Potatoes seared with Garlic, lemon Zest Sea Salt

-Mix and Avocado Slices and Foam 9\$

Pine Nut, Grilled Radicchio, Hummus, Gruyère Focaccia

-Grilled Portabella, Chopped Herbs, Crème Fraîche, Garlic 8\$

Grilled Portabella stuffed with Garlic, Herbs and Crème Fraîche

Sweets

-Chocolate Cake, Bourbon 12\$

Chocolate Ganache with a note of Bourbon Whiskey

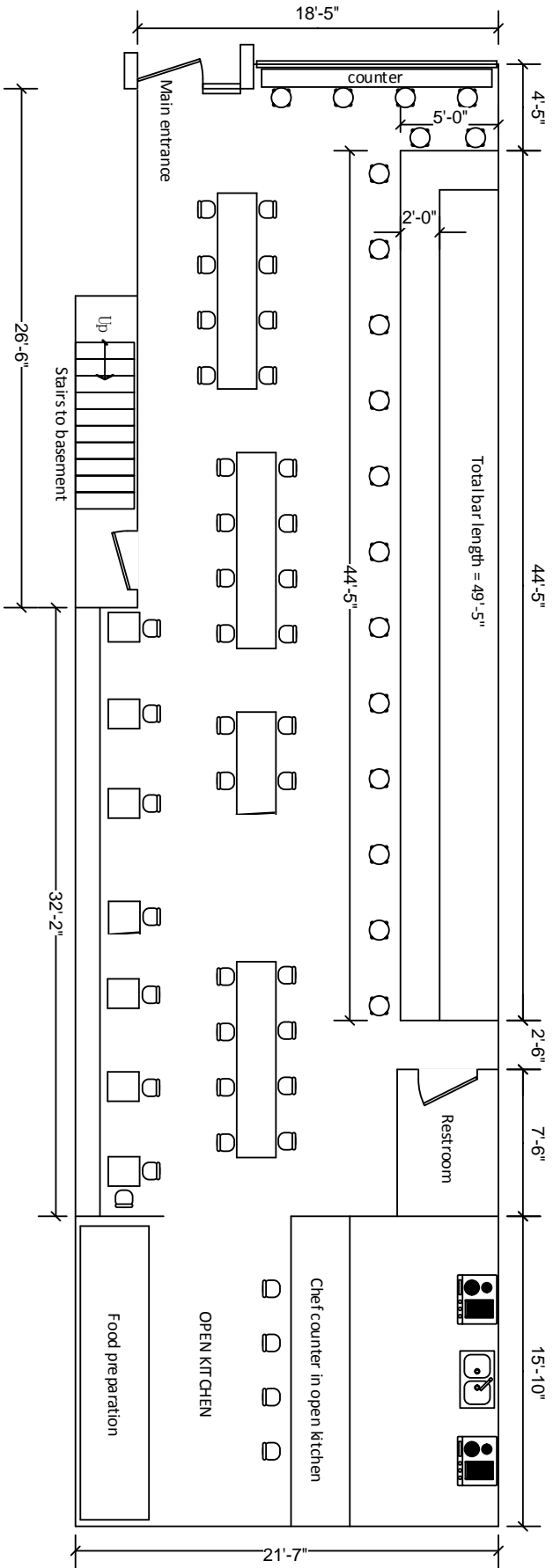
-Rhubarb, Orange, Hazelnut 10\$

Braised rhubarb, Orange Segments, Rhubarb Foam and roasted chopped Hazelnuts and pickled rhubarb shavings

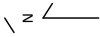
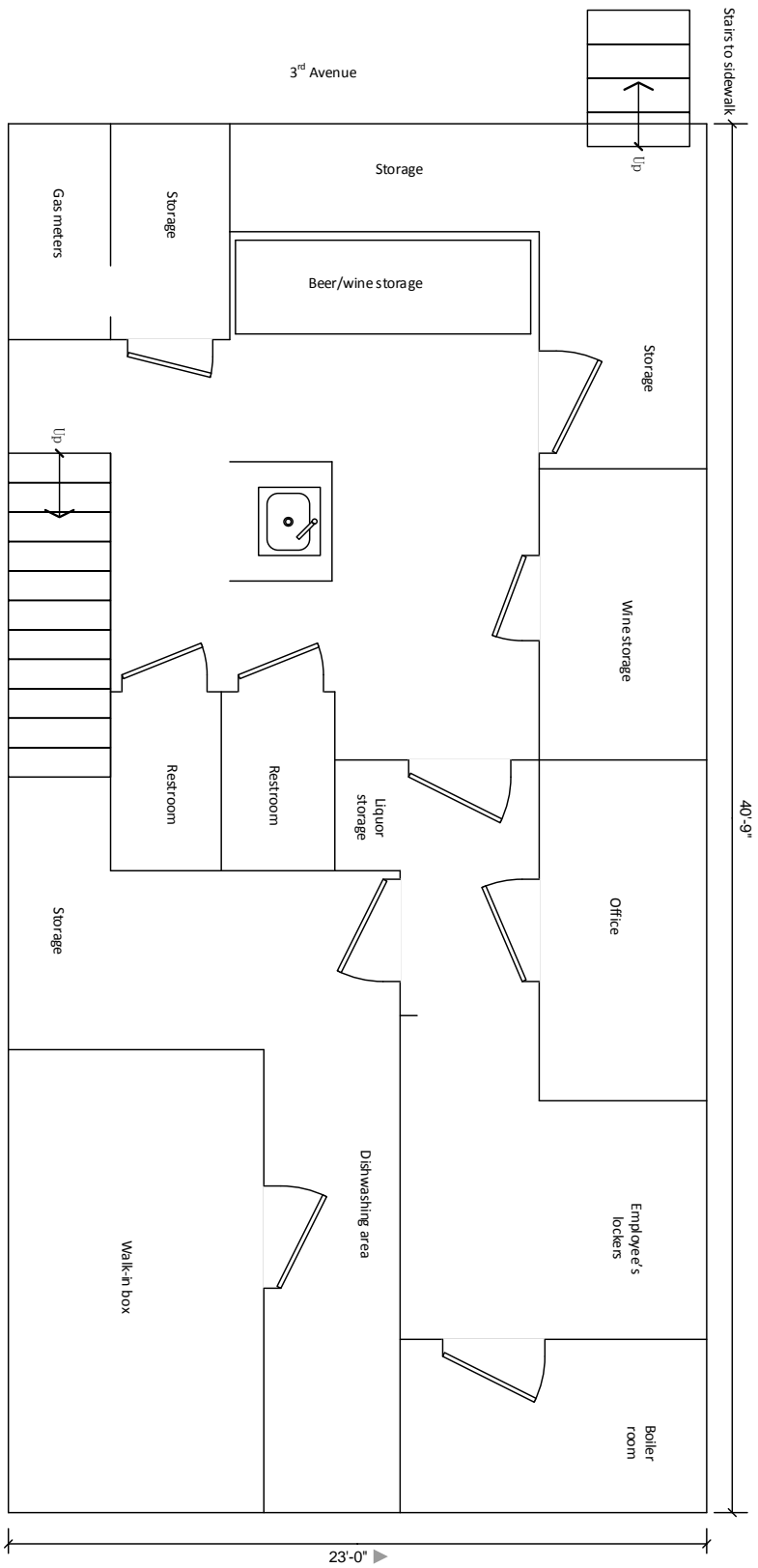
-Strawberry Tart 10\$

Small strawberry tart

INTERNAL DIAGRAMS

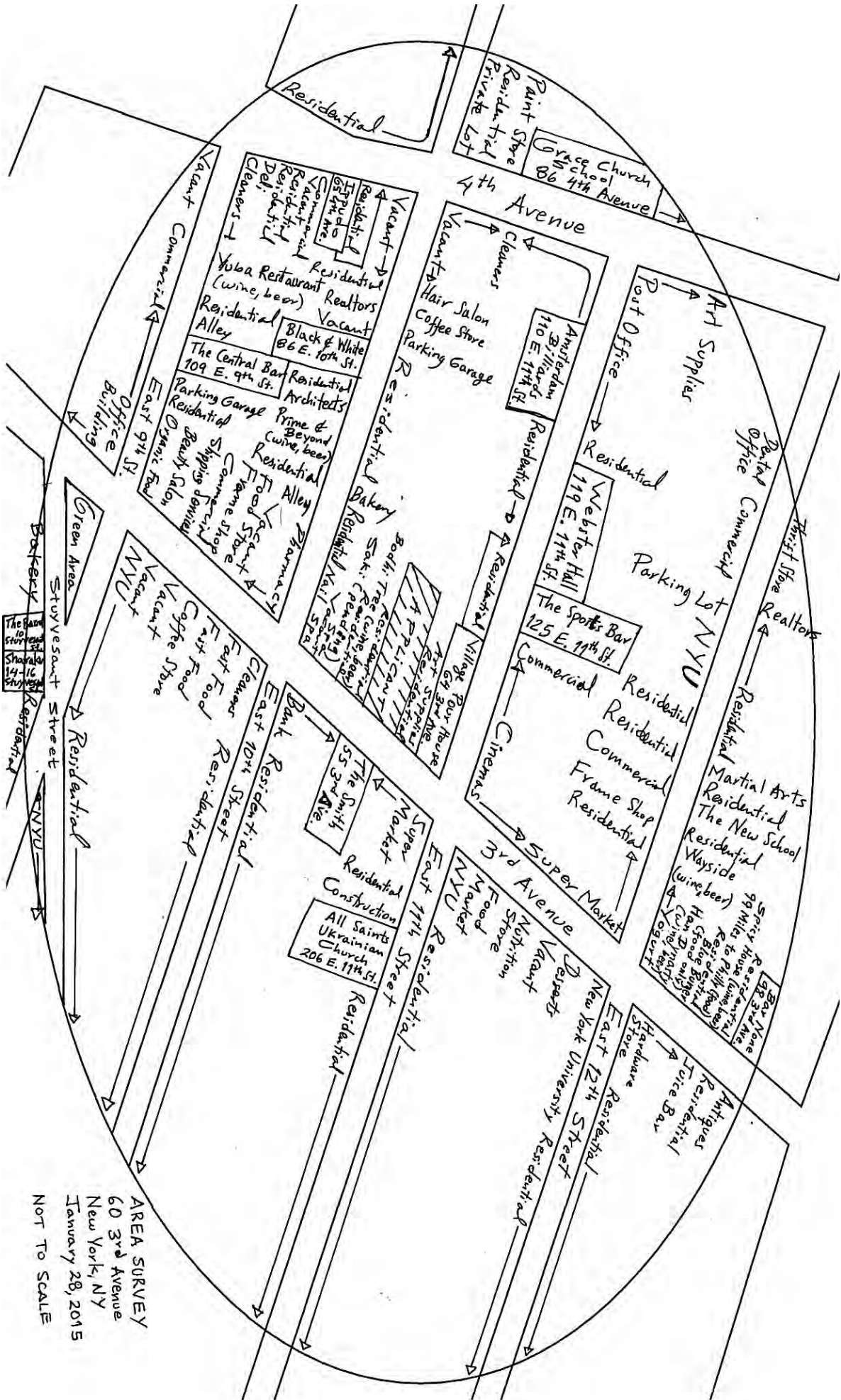


INTERIOR DIAGRAM - 1st Floor
 (proposed)
 60 3rd Avenue
 New York, NY
 January 28, 2015
 NOT TO SCALE



INTERIOR DIAGRAM - Basement
 60 3rd Avenue
 New York, NY
 January 28, 2015
NOT TO SCALE

AREA SURVEY



AREA SURVEY
 60 3rd Avenue
 New York, NY
 January 28, 2015
 NOT TO SCALE

**LIST OF LICENSED
PREMISES APPEARING IN
AREA SURVEY**

RPR VENTURES, LLC

Establishments Holding On Premises Liquor Licenses

1. The Smith – 55 3rd Avenue
2. The Barrel – 10 Stuyvesant Street
3. Sharaku – 14-16 Stuyvesant Street
4. The Central Bar – 109 East 9th Street
5. Black & White – 86 East 10th Street
6. Ippudo – 65 4th Avenue
7. Village Pour House – 64 3rd Avenue
8. Amsterdam Billiards – 110 East 11th Street
9. The Sports Bar – 125 East 11th Street
10. Webster Hall – 119 East 11th Street
11. Bar None – 98 3rd Avenue

Establishments Holding On Premises Licenses to Sell Beer & Wine

1. Teriyaki Express & Sushi – 96 3rd Avenue
2. Han Dynasty – 90 3rd Avenue
3. Wayside – 139 East 12th Street
4. Bodhi Tree – 58 3rd Avenue
5. Prime & Beyond NY – 90 East 10th Street
6. Yuba Restaurant – 105 East 9th Street