



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

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.

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 ^{We are operating with a valid TCO.}
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) Indoors (Mon-Sun) 4am & Outdoors (Mon-Sun) 2am

Number of tables? 96 Number of seats at tables? 308

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

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 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).

ATTACHMENT A

The Standard, East Village Proposed Alterations

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

1. Second Floor Bar/Terrace Alteration:

We plan to close the 2,054 square foot public assembly licensed bar in order to convert it to a guest room. This will effectively eliminate:

- Outdoor Tables: 3
- Outdoor Seats: 32

- Indoor Tables: 5
- Indoor Seats: 23
- Indoor Stools: 7

Additionally, we are eliminating all public access to the second floor suite by removing the staircase on Bowery and the staircase in the garden.

2. Café:

We plan to transfer the current 2nd 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. Also, in the future we plan to apply for a sidewalk café license.

- Proposed Indoor Tables: 6
- Proposed Indoor Seats: 12
- Proposed Indoor Stools: 15

- Proposed Outdoor Tables: 29
- Proposed Outdoor Seats: 63

- Outdoor Hours: 2am

3. Lobby:

The Lobby will be expanded into what is currently part of the garden, effectively converting approximately 50% of the entire garden into indoor space. We are requesting a service bar in this indoor space.

- Proposed Indoor Tables: 10
- Proposed Indoor Seats: 48

4. Lobby Garden:

The Lobby will also open out onto the garden situated on the corner of Bowery and 5th Street. As recommended by Acoustilog, we plan to add soundproofing material within this space. The Lobby Garden will also be surrounded by walls to further mitigate sound. Because the garden will now be properly soundproofed, we are requesting a method of operation change to 2am.

- Proposed Outdoor Tables: 6
- Proposed Outdoor Seats: 20

- Proposed Outdoor Hours: 2am

5. Restaurant:

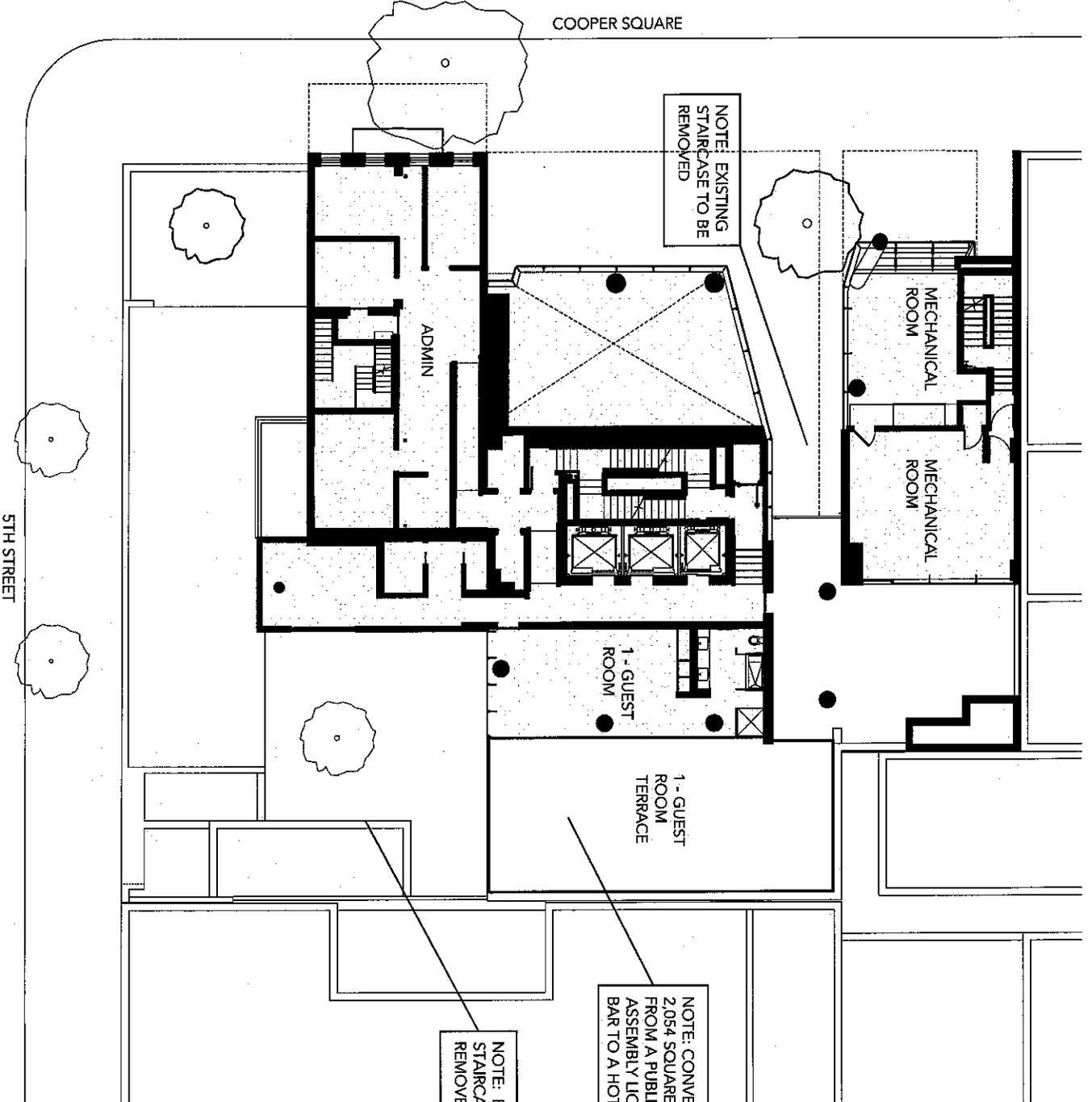
The planned restaurant will be composed of both the existing bar room located on the northwest of the property and the existing restaurant. The current bar room will become the front room and kitchen, and the current restaurant the main dining room. The restaurant will also retain its current outdoor seating in the garden. We are requesting a method of operation change to 2am from 11pm for the restaurant garden, and in exchange would cover this area with a retractable soundproofed temporary enclosure (recommended by Acoustilog) from 11pm-2am. We are also applying for an alteration to transfer the current bar license from the northwest bar into the main dining room.

- Proposed Indoor Tables: 37
- Proposed Indoor Seats: 125
- Proposed Indoor Stools: 20

- Proposed Restaurant Garden Tables: 8
- Proposed Restaurant Garden Seats: 40

- Proposed Outdoor Hours: 2am

*Note: All indoor public space will operate up to 4am as needed.

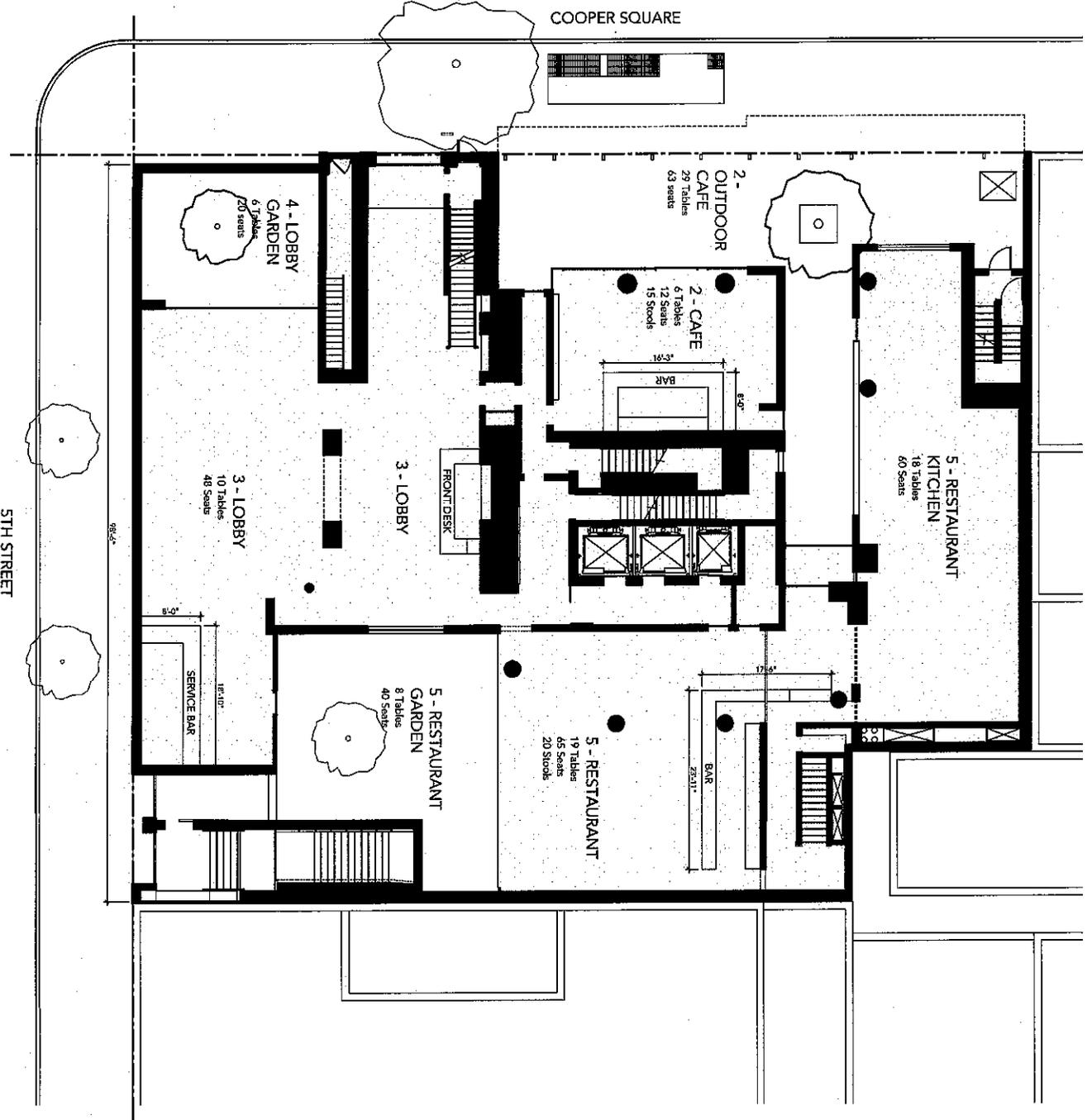


NOTE: EXISTING STAIRCASE TO BE REMOVED

NOTE: CONVERTING 2,054 SQUARE FEET FROM A PUBLIC ASSEMBLY LICENSED BAR TO A HOTEL SUITE

NOTE: EXISTING STAIRCASE TO BE REMOVED

- LEGEND
- INDOOR SPACE
 - OUTDOOR SPACE



- LEGEND**
- INDOOR SPACE
 - OUTDOOR SPACE

Attachment B

Liquor License Establishments near 25-33 Cooper Square:

East 5th 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 4th 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 4th Street

Ogawa, 36 East 4th Street

Swift, 34 East 4th Street

Adriana Marianella

Subject: FW: The Standard, East Village

From: Adriana Marianella <adriana.marianella@hotelsab.com>
Date: Thu, 22 Mar 2012 16:37:57 +0000
To: "Stuart Zamsky (stuart.z@post.harvard.edu)" <stuart.z@post.harvard.edu>, "Stuart Zamsky (whitetrashny@earthlink.net)" <whitetrashny@earthlink.net>
Conversation: The Standard, East Village
Subject: The Standard, East Village

Dear Stuart,

I hope you are well. I'm writing to provide formal notice to the 5th Street Block Association that The Standard, East Village plans to go before CB3 in April to propose an alteration to our liquor license. We are of course happy to meet beforehand to discuss.

Best,

Adriana

Adriana Marianella

André Balazs Properties

23 East 4th Street, 5th Fl.

New York, NY 10003

T. +1.212.965.4325

Adriana Marianella

Subject: FW: Recommendation Email

-----Original Message-----

From: lee@cb2manhattan.org [mailto:lee@cb2manhattan.org]

Sent: Friday, September 09, 2011 3:13 PM

To: Howard Schaffer

Subject: Recommendation Email

Hi Howard,

I'm writing this email in reference to Andre Balaz Properties per your request.

The above mentioned property group currently own and operate 2 hotels in our district under the trades names, The Standard Hotel and Mercer Hotel. Both establishments have been a positive addition to our community.

The Standard Hotel specifically has adhered to all stipulations for their licensed establishments/service areas related to hours of operation, music, traffic plans and security. More importantly, they have always reached out to neighboring residents prior to ANY proposed method changes or new license applications.

Our SLA Licensing Committee regularly references The Standard Hotel as a good standing operator to other hotel groups who are looking to integrate themselves into our community.

Feel free to call me with any questions. Thank you.

Regards,

Ray

:: Ray Lee
:: Co-Chair: SLA Licensing Committee
:: Community Board 2, Manhattan
:: 3 Washington Square Village
:: New York, NY 10012

MENU

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

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

By the Glass:

Prosecco, Terrazzo (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
Smuttnose Old Brown Dog Ale (New Hampshire) 7
Porkslap (New York) 7
Pilsner Urquell (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

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.