



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:

- 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: February 3, 2016

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: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: _____

Corporation and trade name of current license: Cevicheria Ltd d/b/a Mercado

APPLICANT:

Premise address: 179 Avenue B NYC

Cross streets: B/n E 11th & E 12th Sts

Name of applicant and all principals: De Matador Restaurant Group Inc
Vincent Sgarlato

Trade name (DBA): _____

PREMISE:

Type of building and number of floors: 4 story brick

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? 74

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):
R 7A C 1-5

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) 7 days per week SUN-THURS 4pm-1 am;
Fri/Sat 4pm-3 am

Number of tables? 19 Total number of seats? 38

How many stand-up bars/ bar seats are located on the premise? 1/8

(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): Approx. 22'10" - square - ground floor left

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
Mexican

What are the hours kitchen will be open? 4pm - 12pm

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

How many employees will there be? 6-8

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

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: Internet music / CDs / 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.")

One designated employee will insure that traffic and crowds do not present a problem

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.

One designated employee will encourage patrons exiting the premises to be mindful of our neighbors; the interior of these premises will be governed by staff and ownership to insure that the premises do not become loud

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: East River Host Corp, Eleven 13

Address: 174 Avenue B Community Board # 3

Dates of operation: 2006 - Present

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? SEE ATTACHED

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

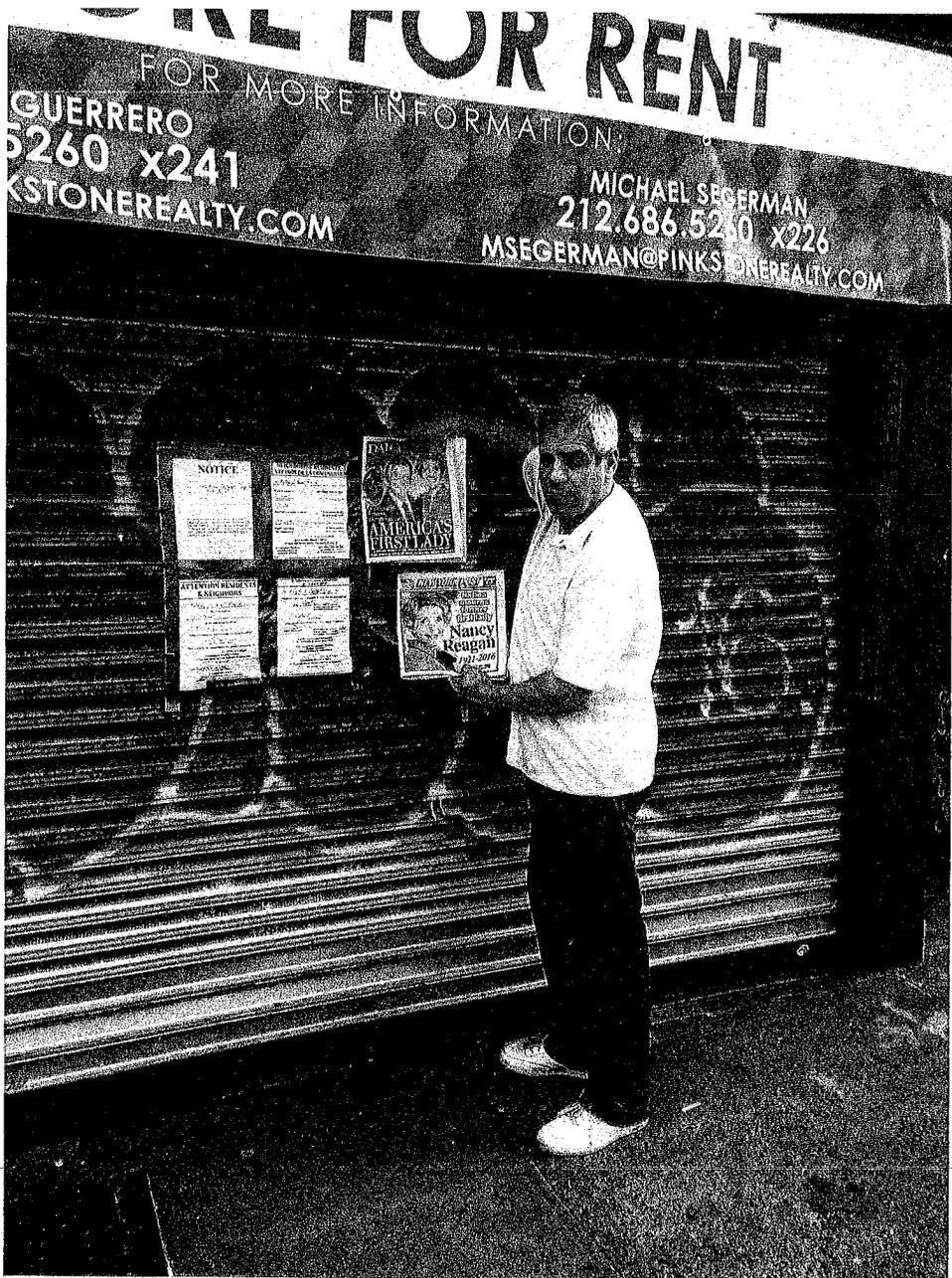
Is premise within 200 feet of any school or place of worship? Yes No

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 close any front or rear facade doors and windows at 10:00 P.M. every night or during any amplified performances, including but not limited to DJs, live music and live nonmusical performances.
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 3 private parties per year.
3. I will play ambient recorded background music only.
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 without first obtaining approval from CB 3.
6. I will not participate in pub crawls or have party buses come to my establishment.
7. I will not have a happy hour. I will have happy hour and it will end by 7 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.



FOR MORE INFORMATION:
GUERRERO
5260 X241
KSTONEREALTY.COM

MICHAEL SEGERMAN
212.686.5260 X226
MSEGERMAN@PINKSTONEREALTY.COM

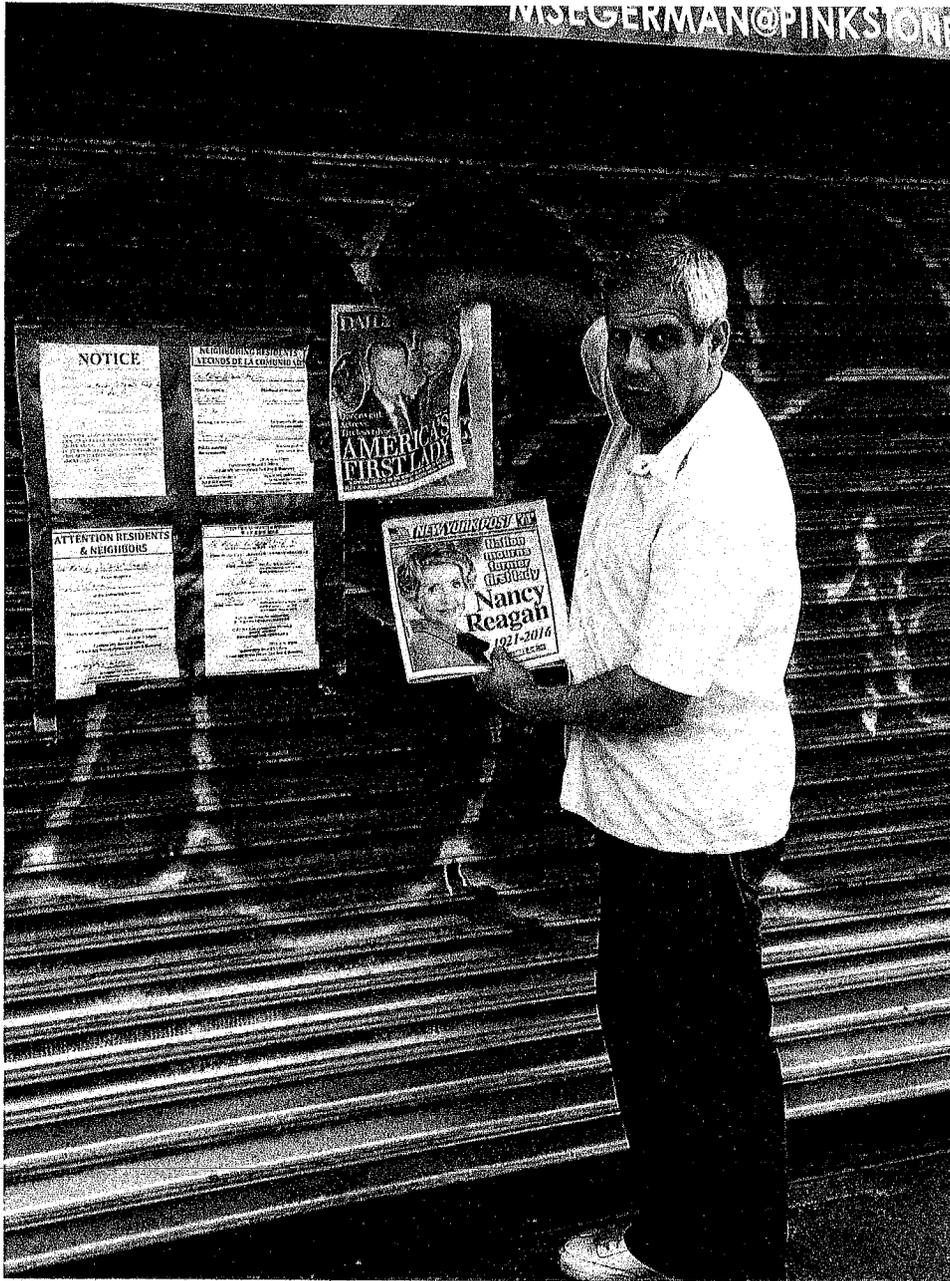
NOTICE

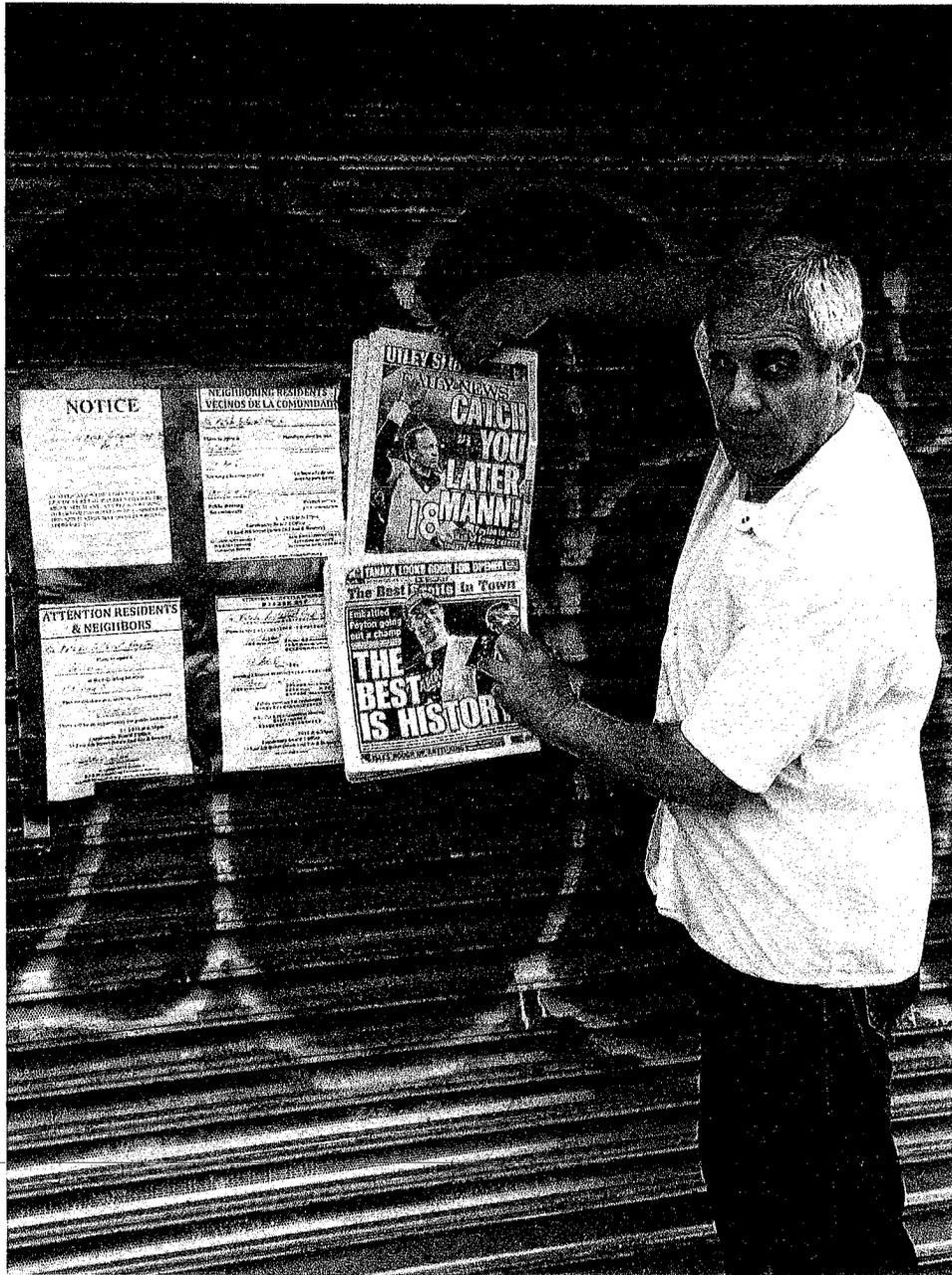
ATTENTION RESIDENTS
& NEIGHBORS

AMERICA'S
FIRST LADY

Nancy
Reagan
1911-2018

MSEGERMAN@PINKSTONE





RESIDENTIAL BUILDING
RESIDENTIAL BUILDING
OUTDOOR GARDEN
JOSEPH C. SAVER PARK
OUTDOOR GARDEN
RESIDENTIAL ENTRANCE
KINGSLEY - CARE ZONE
190-192 AVENUE B
FULL LICENSE # 1287355
RUE B - BAR - 5422 LICENSE
108 AVENUE B - Full
License License # 1103085
CLOTHING STORE
BAR-BO-WE-RESTAURANT
186 AVENUE B
Full License # 169498
HAIR - CARE
RESTAURANT WINE LICENSE
CARE - RESTAURANT WINE LIC

RESIDENTIAL ENTRANCE
CLOSED
CLAO FOR NOW
RESTAURANT
WINE LICENSE
OFFICE
RESIDENTIAL BUILDING
SPEECH THERAPY OFFICE
RESIDENTIAL BUILDING
RESIDENTIAL BUILDING
CLOSED
VACANT STORE
OUTDOOR GARDEN
FURNITURE
RESIDENTIAL BUILDING
RESIDENTIAL BUILDING
CLOTHING
RESIDENTIAL BUILDING
RESIDENTIAL BUILDING

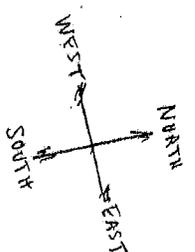
FATHER HEART MINISTRIES
OFFICE - LOCATED IN THIS BUILDING

PET HOTEL & PET SERVICES
SVA
HAIR SALON
DELI - GROCERY

RESIDENTIAL & COMMERCIAL BUILDING UNDER RENOVATION / CONSTRUCTION
ALLEYWAY
PUBLIC SCHOOL 61
610 EAST 12 th STREET
SCHOOL YARD
GARAGE
STONE FOR RENT
TATTOO PARLOR
APPLICANT
RESIDENTIAL BUILDING

RESIDENTIAL ENTRANCE
CLOSED
REVISION / LOUPE & GALLERY
219 AVENUE B
Full License # 1024695
DISCOUNTS - VARIETY
SAUNAS
RESIDENTIAL ENTRANCE
CLOSED
REVISION / LOUPE & GALLERY
219 AVENUE B
Full License # 1024695
DISCOUNTS - VARIETY
SAUNAS
RESIDENTIAL ENTRANCE
CLOSED
REVISION / LOUPE & GALLERY
219 AVENUE B
Full License # 1024695
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REVISION / LOUPE & GALLERY
219 AVENUE B
Full License # 1024695
DISCOUNTS - VARIETY
SAUNAS

OUTDOOR GARDEN
KNITWEAR & CLOTHING
RESIDENTIAL ENTRANCE
INFO UNAVAILABLE
CANDY STORE
SALON
RESIDENTIAL ENTRANCE
FLOWERS - WEDDING EVENTS
HAIR SALON
UNDER CONSTRUCTION
RESIDENTIAL BUILDING
OUTDOOR PARKING LOT
BALL COURTS
DRIVEWAY
RESIDENTIAL BUILDING



- EAST 12th STREET -

- EAST 13th STREET -

- AVENUE B -

AREA SURVEY:
DIAGRAM # 1
179 AVENUE B
NEW YORK, N.Y.
FEB. 16, 2016
- NOT TO SCALE -

- EAST 13th STREET -

RESIDENTIAL BUILDING
531-532 E 12 STREET
FATHER HEART
ADMINISTRATIVE OFFICE
LOCATED IN THIS
BUILDING

BASILIO SCIENTIFIC
SCHOOL
202 AVENUE B

380'

273'

AREA DIAGRAM: DIAGRAM # 3
129 AVENUE B
NEW YORK, N.Y.
FEB. 16, 2016:
- NOT-TO-SCALE -

- EAST 11th STREET -

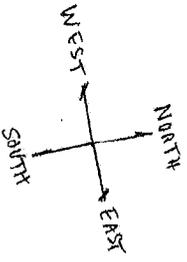
THE FATHERS
HEART ADMINIS-
TRATIVE
CENTER 3
504 E. STREET A
FOOD PANTRY
503-505
E 11 STREET

193'

APPLICANT

PUBLIC
SCHOOL 61
610 E. 12th
STREET

199'



- EAST 10th STREET -

- AVENUE B -

467'

TOMPkins SQUARE GOSPEL
FELLOWSHIP
149 AVENUE B

PS # 64 SCHOOL
BUILDING -
VACANT - CLOSED -
(NOT USED)
350 E. 10th
STREET

- EAST 9th STREET -

386'

(1)

LOCATIONS WITH FULL-ON-PREMISES
LIQUOR LICENSES LOCATED WITHIN
500 FEET OF 179 AVENUE B - NEW YORK, N.Y.

(1)

BAR-BO-NE-RESTAURANT: # 1169498
186 AVENUE B
63 FEET FROM APPLICANT

(2)

RUE-B-BAR, JAZZ LOUNGE: # 1110385
188 AVENUE B
75 FEET FROM APPLICANT

(3)

KINGSLEY-CAFE: # 1287355
190-192 AVENUE B
102 FEET FROM APPLICANT

(4)

B-SIDE BAR: # 1138032
204 AVENUE B
294 FEET FROM APPLICANT

(5)

REVISION LOUNGE & GALLERY: # 1024695
219 AVENUE B
533 FEET FROM APPLICANT

(6)

BOXCAR LOUNGE: 1139710
168 AVENUE B
207 FEET FROM APPLICANT

2

7

DREAM BABY: # 1024624
162-164 AVENUE B
241 FEET FROM APPLICANT

8

MAIDEN LANE: # 1281991
162 AVENUE B
300 FEET FROM APPLICANT

9

THE BLIND BARBER: # 1239959
339 E. 10th STREET
326 FEET FROM APPLICANT

10

GNOCCO-CAFE: # 1279598
337 E. 10th STREET
344 FEET FROM APPLICANT

3

CHURCHES & SCHOOLS SHOWN ON SURVEY:

① THE FATHERS HEART MINISTRIES CENTER &
SOUP KITCHEN & FOOD PANTRY
543-545 EAST 11th STREET
193 FEET FROM APPLICANT

② PUBLIC SCHOOL 61
610 EAST 12th STREET
199 FEET FROM APPLICANT

③ BASILIO SCIENTIFIC SCHOOL-
202 AVENUE B
273 FEET FROM APPLICANT

④ FATHERS HEART MINISTRIES OFFICE-
LOCATED IN RESIDENTIAL BUILDING AT
531-533 EAST 12th STREET
380 FEET FROM APPLICANT

⑤ P.S. 64 SCHOOL BUILDING-
NOT USED - VACANT - CLOSED
350 EAST 10th STREET
306 FEET FROM APPLICANT

⑥ TOMPKINS SQUARE GOSPEL FELLOWSHIP - 149 AVENUE B
467 FEET FROM APPLICANT

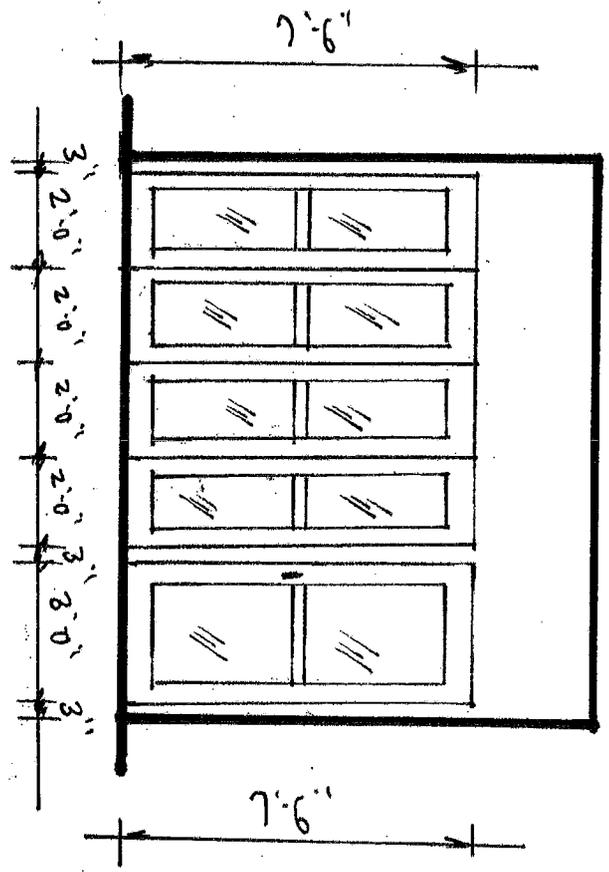
FRONT ELEVATION

179 AVENUE B

NEW YORK. N.Y.

FEB. 16. 2016:

SCALE: 1/4" = 1'-0"



INTERIOR DIAGRAM: BASEMENT

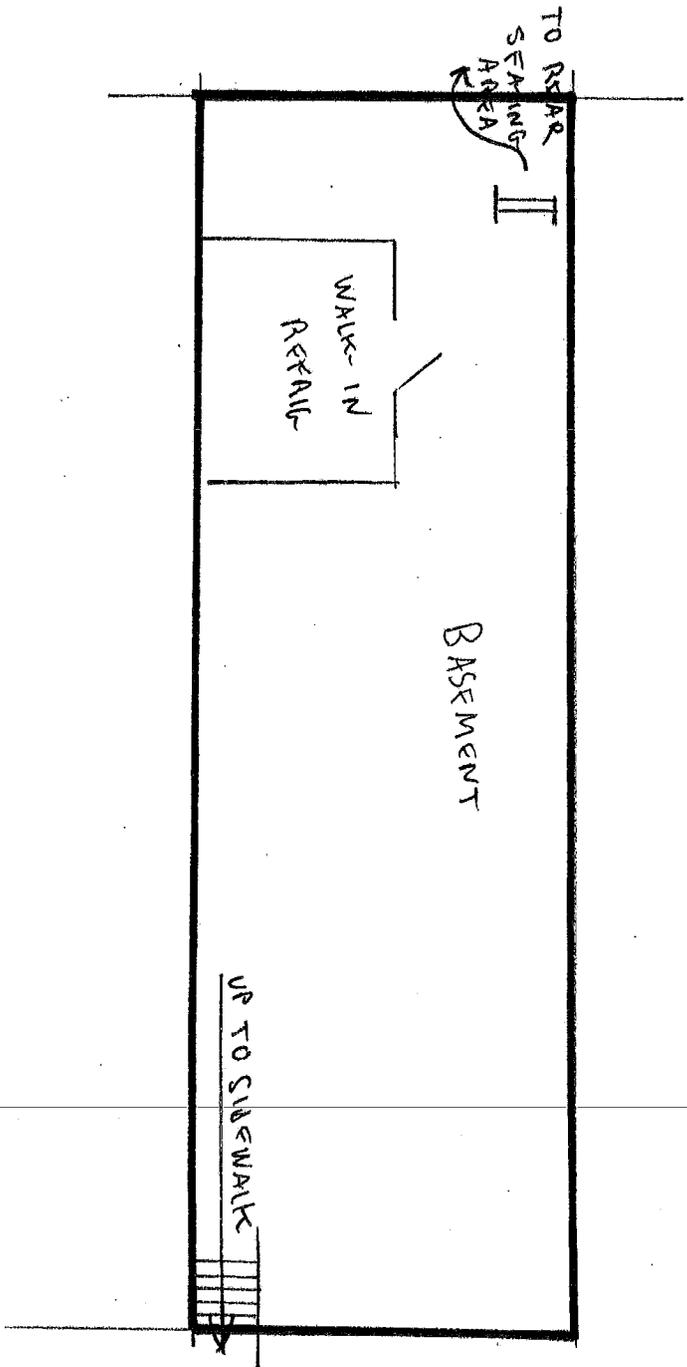
PROPOSED PLAN

179 AVENUE B

NEW YORK, N.Y.

FEB. 16, 2016:

- NOT-TO-SCALE -



GUACAMOLE

Served with a trio of salsas and warm corn tortilla chips

TRADITIONAL

Small - \$14.00

Large - \$26.00

BUTTERNUT SQUASH, APPLE, CHIPOTLE** \$14.00

Toasted pepitas and cucumber chips enchillito

CHAPULINES (OAXACAN GRASSHOPPERS) \$14.00

Pasilla oaxaca chiles

CRUNCHY VEGGIES FOR DIPPING** \$5.00

BOCADITOS / STARTERS

CHICHARRONES \$6.00

Crispy pork chips, house hot sauce

EMPANADAS DE PLATANO \$11.00

Roasted plantain masa, black beans, poblano chiles, queso añejo

TAQUITOS DE POLLO \$11.00

Pulled chicken, sweet potatoes, crispy corn tortillas, crema, queso fresco, tomatillo-avocado salsa

CHORIZO FUNDIDO \$12.00

Melted mexican cheeses, dark beer, spicy chorizo, warm corn tortillas

BAJA LOBSTER TOSTADITAS \$14.00

Steamed lobster, chipotle aioli, crispy tostaditas

PORK PANUCHOS \$18.00

Cochinita pibil, soft tostadas, black beans, escabeche

BOCADITO TRIO \$19.00

Two pieces: chicken taquitos, baja lobster tostaditas, plantain empanadas

DOS CAMINOS CHOPPED SALAD \$12.00

Grilled corn, poblano chiles, pinto beans, olives, añejo cheese, crispy tortillas, toasted cumin vinaigrette

CEVICHE BAR

TUNA* CHINO-LATINO** \$14.00

Soy-lime marinade, sesame, chiles, mint, cilantro

RED SNAPPER* DE LA CALLE** \$12.00

Lime marinade, serrano chiles, tomato, green olives, cilantro

BABY OCTOPUS** \$12.00

Citrus juices, red onion, radishes, oaxaca chile

CEVICHE SAMPLER** \$19.00

All three*

AGUA CHILE POACHED SHRIMP** \$14.00

Lime and chile marinated shrimp, jicama, red onion, avocado

ESPECIALIDADES DE LA CASA

House specialties

SKIRT STEAK ASADA \$26.00

Grilled natural skirt steak*, tomato chipotle salsa, roasted market vegetables

BARBACOA DE CHIVO \$19.00

Mexican barbequed goat, chile-lime yogurt, ginger-pickled napa

DOS ENCHILADAS \$21.00

Roasted chicken, queso menonita, mole poblano and tomatillo verde sauces

OAXACAN SHRIMP QUESADILLA \$24.00

Open-faced crispy tortilla, chile-marinated shrimp, mexican cheeses, smoked wild mushrooms, oven-dried tomatoes

HERB ROASTED CHICKEN* \$22.00

Pickled heirloom tomato, serrano and avocado salsa, mexican brown rice

SALMON* A LA PLANCHA** \$24.00

Lemon-herbed quinoa, oven roasted tomato black olive salsa

SHRIMP AL AJILLO \$28.00

Red chile, marinated shrimp, soft corn tamal, mojo de ajo

18 INGREDIENT MOLE SHORT RIBS \$26.00

Roasted overnight, mexican risotto

MARKET QUESADILLA \$19.00

Grilled market vegetables, oaxacan cheese, roasted tomato chipotle salsa

TACOS

Classic: with warm hand-made tortillas or naked: your favorite taco fillings over a bowl of grains, beans, greens and avocado

VEGETALES** \$16.00

Butternut squash, pinto beans, grilled avocado, salsa verde, quinoa tortillas

ASADA \$19.00

Natural skirt steak*, caramelized onions, cotija cheese, guacamole

POLLO \$17.00

Citrus-marinated chicken, queso fresco, pinto beans, salsa

CARNITAS \$17.00

Slow-roasted pork, green chile salsa, pickled red onion

BAJA \$20.00

Surf and turf: grilled marinated skirt steak*, tecate battered rock shrimp, sriracha aioli, bacon guacamole

PESCADO \$18.00

Grilled wild mahi-mahi, spicy slaw, smoked chile aioli, guacamole

TOUR DE TACOS! \$36.00

Two each: asada*, carnitas, pescado & pollo tacos

MAS

Sides \$7

MAC 'N CHORIZO

SKILLET POBLANO CORN BREAD

PAPAS FRITAS

Moleketchup

MARKET VEGETABLES**

VEGETARIAN BLACK BEANS

REFRIED PINTO BEANS

SWEET PLANTAINS

BRUSSELS SPROUTS**

Chile and mint

MEXICO CITY STREET CORN

On or off the cob
