



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 10
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HENRIETTA LYLE
Chairperson

ANDREW LASSALLE
District Manager

September 3, 2014

Resolution: Support of the Liquor License Application of Naranja SSR Inc., d/b/a “Eso”, located at 2906 Frederick Douglass Blvd., New York, NY 10039.

WHEREAS, the New York State Liquor Authority (SLA) has jurisdiction to issue on-premises licenses according to the Alcoholic Beverage Control Laws, and is responsible for enforcing those laws; and

WHEREAS, Manhattan Community Board 10 reviews all new applications and offers guidance to the SLA about the potential impact of a license on public safety and quality of life in our neighborhoods; and

WHEREAS, Community Boards, as part of their due diligence process, review an applicant’s ownership and funding; floor plans of the proposed location, food and beverage to be served, operational aspects of the restaurant/bar or lounge, price points, employee hiring processes, employee wages and benefits, and community involvement; and

WHEREAS, Naranja SSR Inc. is applying for a Liquor License for a new establishment to be called Eso located at 2906 Frederick Douglass Blvd., New York, NY 10039 (NE Corner of 154th St.); and

WHEREAS, the Applicant’s principal, Mr. Frederick So Hunter, appeared before Community Board 10’s Economic Development Committee on July 17, 2014 and presented the following information:

1. Ms. Hunter is the sole owner of applicant Naranja SSR Inc.
2. Ms. Hunter is a resident of Harlem who has worked previously in the music and fashion industries.
3. Applicant’s proposed new establishment, Eso will specialize in Spanish-American cuisine.
4. Applicant has obtained a 6-year lease.
5. The restaurant will be 1,200 square feet and will accommodate approximately 60 patrons.

6. The restaurant will be open seven days, from 4:00 pm to 2:00 am, with the kitchen closing at 12:00 midnight.
7. The restaurant will occasionally provide DJ entertainment. The premises have been sound proofed and the applicant will provide security as needed.
8. The restaurant's price points for food will be \$16.00 to \$20.00.
9. The Applicant plans to employ 10 workers. The Applicant intends to hire other employees from the community, using help-wanted posters at the premises and social media sites targeted to the community.
10. The premises will be on one level and will have handicapped accessible entrances and bathrooms.

WHEREAS, the Applicant has submitted a petition of support signed by 58 area residents; and

WHEREAS, the Economic Development Committee voted 15-yes, 0-no, and 0-abstentions to support this application;

THEREFORE, BE IT RESOLVED, that on September 3, 2014 the Manhattan Borough Community Board 10 supports the Liquor License application of Naranja SSR Inc. with a vote of 29 in favor, 3 opposed and 0 abstention.