



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 10
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HENRIETTA LYLE
Chairperson

ANDREW LASSALLE
District Manager

January 7, 2015

Resolution: Support of the Liquor License Application of Streetbird Harlem LLC, located at 2149 Frederick Douglass Blvd., New York, NY 10026.

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, Streetbird Harlem LLC is applying for a Liquor License for a new establishment to be located at 2149 Frederick Douglass Blvd., New York, NY 10026 (SW Corner of 116th St.); and

WHEREAS, the Applicant's Director of Business Development, Dereck Fleming, appeared before Community Board 10's Economic Development Committee on December 11, 2014 and presented the following information:

1. The Applicant Streetbird Harlem LLC will be primarily owned and operated by Marcus Samuelsson and the Marcus Samuelsson Group. Derek Fleming is the Director of Business Development for the Marcus Samuelsson Group.
2. The Applicant currently owns Red Rooster on Lenox Avenue between 125th – 126th Streets.
3. Streetbird Harlem will specialize in rotisserie chicken dishes.
4. Applicant has obtained a 10-year lease for the premises.
5. The restaurant will accommodate 45 patrons plus 10 additional seats at the bar.

6. The restaurant will be open seven days, Sunday to Thursday from 11:30 am to 10:30 pm and 11:30 am to 2:00 am on Friday and Saturday.
7. The restaurant will not provide any live music or entertainment, other than recorded background music.
8. The restaurant's price points for food will be: \$12.00 for a whole chicken, \$7.95 for ½ Chicken and \$4.00 to \$6.00 for sides.
9. The restaurant will offer take-out and delivery service.
10. The Applicant plans to employ approximately 40 employees. A General Manager will earn \$85,000, an Assistant Manager will earn \$65,000, a Chef will earn \$85,000, 7 cooking staff will earn \$55,000, 10 servers will earn minimum wage plus tips, 5 bartenders will earn minimum wage plus tips, 5 cashiers will earn \$18.00 plus tips, 5 support servers will earn \$10.00 plus tips, and 5 porters will earn \$10.00 per hour. Employees will have access to health benefits after a 3-month probation period.
11. Of the 140 employees working at Red Rooster, approximately 75% live in Harlem and many entry level employees have been trained and promoted to management level positions with commensurate wages.
12. The establishment will have handicapped and wheelchair accessible entryway (including a ramp), dining areas and bathrooms.

WHEREAS, the Applicant has submitted letters of support from area residents and businesses and a letter of support from the nearby St. Stephens Community AME Church; and

WHEREAS, the Economic Development Committee voted 9-yes, 0-no, and 0-abstention to support this application;

THEREFORE, BE IT RESOLVED, that on January 7, 2015 the Manhattan Borough Community Board 10 supports the Liquor License application of Streetbird Harlem LLC with a vote of 26 in favor, 3 opposed and 0 abstention.