

APPLICANT INFORMATION:

Name of applicant(s): Tourneau, LLC

Trade name (DBA): ROLEX

Premises address: 33 Ninth Avenue, New York, NY 10014

Cross Streets and other addresses used for building/premise:
Between W. 13th and W 14th Streets

CONTACT INFORMATION:

Principal(s) Name(s): Ira Melnitsky

Office or Home Address: [REDACTED]

City, State, Zip: [REDACTED]

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact: [REDACTED]

Landlord's Telephone and Fax: [REDACTED]

NAMES OF ALL PRINCIPAL(s):	NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD
<u>Ira Melnitsky</u>	<u>none</u>
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Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):
Retail sale of Rolex watches and related products. Sales floor will include a small bar where
complimentary drinks will be served to customers.

WHAT TYPE(S) OF LICENSE(S) ARE YOU APPLYING FOR (MARK ALL THAT APPLY):

- a new liquor license (Restaurant Tavern / On premise liquor Other)
- an UPGRADE of an existing Liquor License
- an ALTERATION of an existing Liquor License
- a TRANSFER of an existing Liquor License
- a HOTEL Liquor License
- a DCA CABARET License
- a CATERING / CABARET Liquor License
- a BEER and WINE License
- a RENEWAL of an existing Liquor License
- an OFF-PREMISE License (retail)
- OTHER : Bottle Club License

If upgrade, alteration, or transfer, please describe specific nature of changes:
(Please include physical or operational changes including hours, services, occupancy, ownership, etc.)

n/a

If this is for a new application, please list previous use of location for the last 5 years:

Grocery store and prior to that, a restaurant.

Is any license under the ABC Law currently active at this location? yes no

If yes, what is the name of current / previous licensee, license # and expiration date: _____

Have any other licenses under the ABC Law been in effect in the last 10 years at this location?
 yes no

If yes, please list DBA names and dates of operation:

Dean & Deluca - 2018 - 2019

PREMISES:

By what right does the applicant have possession of the premises?

Own Lease Sub-lease Binding Contract to acquire real property other: _____

Type of Building: Residential Commercial Mixed (Res/Com) Other: _____

Number of floor: 6 Year Built : 1910

Describe neighboring buildings: Commercial

Zoning Designation: M1-5

Zoning Overlay or Special Designation (applicable) n/a

Block and Lot Number: 00646 / 47

Does the premise occupy more than one building, zoning lot, tax lot or more than one floor? yes no

Is the premise located in a historic district? yes no

(if yes, have all exterior changes or changes governed by the Landmarks Preservation Commission (LPC) been approved by the LPC? yes no, please explain : pending

Will any outside area or sidewalk café be used for the sale or consumption of alcoholic beverages? (including sidewalk, roof and yard space) no yes : explain _____

What is the proposed Occupancy? 117

Does the premise currently have a valid Certificate of Occupancy (C of O) and all appropriate permits?
 no yes

If yes, what is the maximum occupancy for the premises? 117

If yes, what is the use group for the premises? UG6

If yes, is proposed occupancy permitted? yes no, explain : _____

If your occupancy is 75 or greater, do you plan to apply for Public Assembly permit? yes no

Do you plan to file for changes to the Certificate of Occupancy? yes no
(if yes, please provide copy of application to the NYC DOB)

Will the façade or signage be changed from what currently exist at the premise? no yes

(if yes, please describe: New facade with similar design as existing, in keeping with Landmarks. New signage at interior and possibly at corner of the building.

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 3,941 sq ft

If more than one floor, please specify square footage by floors: n/a

If there is a sidewalk café, rear yard, rooftop, or outside space, what is the square footage of the area?
n/a

If more than one floor, what is the access between floors? n/a

How many entrances are there? 4 How many exits? 4 How many bathrooms? 1

Is there access to other parts of the building? no yes, explain: common corridor and staircase to the rear of the building.

OVERALL SEATING INFORMATION:

Total number of tables? 0 Total table seats? 0

Total number of bars? 1 Total bar seats? 5

Total number of "other" seats? 30 please explain: retail customer service seating

Total OVERALL number of seats in Premises: 35

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 5

How many service bars are being applied for on the premises? 0

Any food counters? no yes, describe: _____

For Alterations and Upgrades:

Please describe all current and existing bars / bar seats and specific changes: n/a

* A stand-up bar is any bar or counter (whether seating or not) over which a member of the public can order, pay for and receive food and alcoholic beverages.

PROPOSED METHOD OF OPERATION:

What type of establishment will this be? (check all that apply)

Bar Bar & Food Restaurant Club/ Cabaret Hotel Other: Retail store

What are the Hours of Operation?

Sunday: Monday: Tuesday: Wednesday: Thursday: Friday: Saturday:
11a to 6p 10a to 7p 10a to 7p 10a to 7p 10a to 7p 10a to 7p 10a to 7p

Will the business employ a manager? ___ no x yes, name / experience if known : TBD

Will there be security personnel? ___ no x yes(if yes, what nights and how many?) 2 - during all hours of operation

Do you have or plan to install French doors, accordion doors or windows that open? x no ___ yes

If yes, please describe : _____

Will you have TV's ? x no ___ yes (how many?) _____

Type of MUSIC / ENTERTAINMENT: ___ Live Music ___ Live DJ ___ Juke Box x Ipod / CDs ___ none

Expected Volume level: x Background (quiet) ___ Entertainment level ___ Amplified Music
(check all that apply)

Do you have or plan to install soundproofing? x no ___ yes

IF YES, will you be using a professional sound engineer? _____

Please describe your sound system and sound proofing: TBD - ambient level music only.

Will you be permitting: ___ promoted events ___ scheduled performances ___ outside promoters

___ any events at which a cover fee is charged? ___ private parties

N/A

Do you have plans to manage or address vehicular traffic and crowd control on the sidewalk caused by your establishment? x no ___ yes (if yes, please attach plans) No crowds anticipated based on method of operation.

Will you be utilizing ___ ropes ___ movable barriers ___ other outside equipment (describe) _____

Are your premises within 200 feet of any school, church or place of worship? x no ___ yes

If there is a school, church or place of worship within 200 feet of your premises or on the same block, please submit a block plot diagram or area map showing its' location in proximity to your applicant premises (no larger than 8 1/2 " x 11").

Indicate the distance in feet from the proposed premise:

Name of School / Church: _____

Address: _____ Distance: _____

Name of School / Church: _____

Address: _____ Distance: _____

Name of School / Church: _____

Address: _____ Distance: _____

Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: Andrew Turrin Phone: [REDACTED]

Address: [REDACTED]

Email : [REDACTED]

Application submitted on
behalf of the applicant by:

Signature

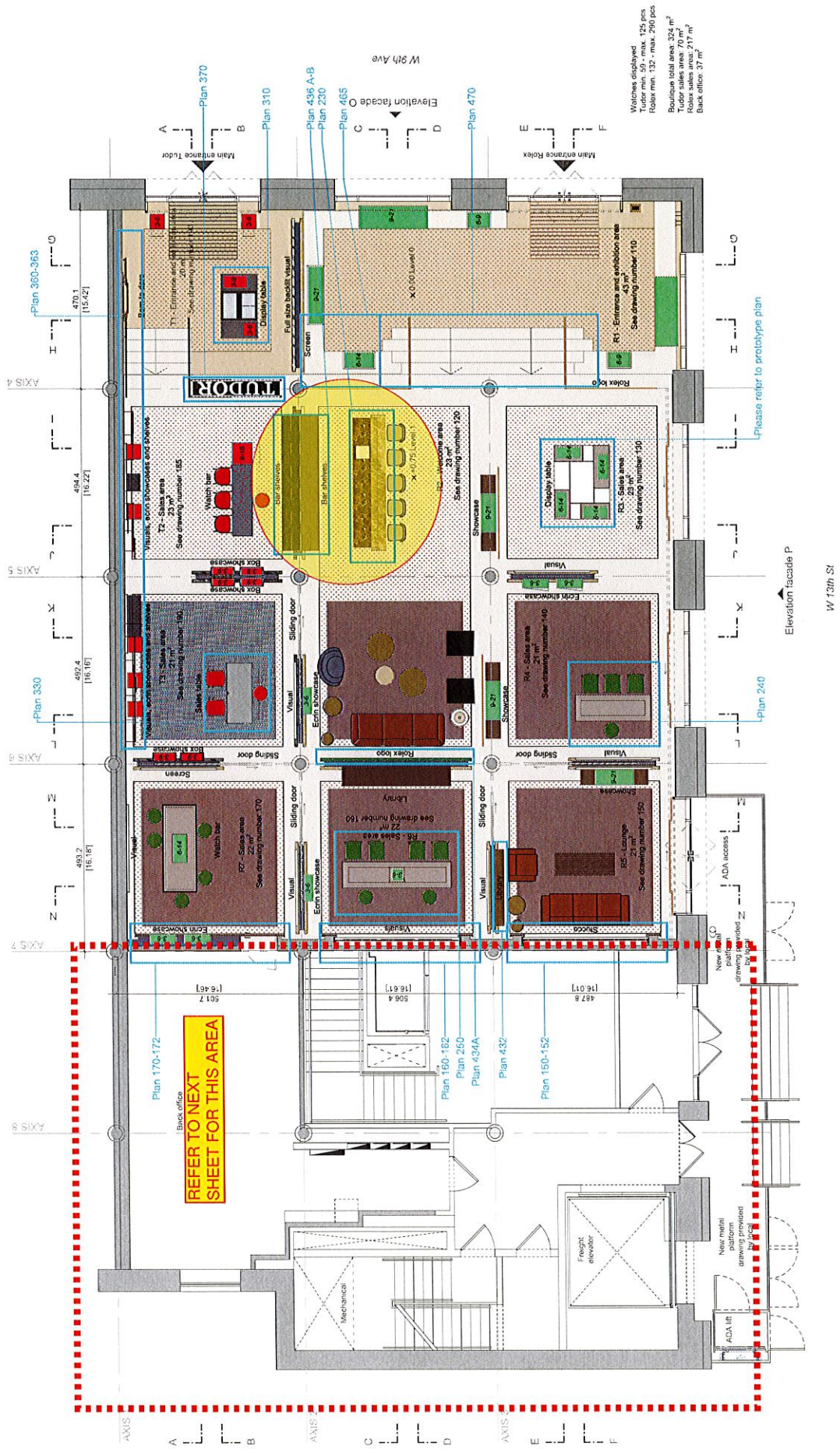
Print or Type Name _____

Title _____

Thank you for your cooperation. Please return this questionnaire along with the other required documents as soon as you can. This will expedite your application and avoid any unnecessary delays. Use additional pages if necessary.



Community Board 2, Manhattan
SLA Licensing Committee
Carter Booth, Co-Chair
Robert Ely, Co-Chair



Windows displayed
 Tudor min. 50 - max. 125 pcs
 Rolex min. 132 - max. 250 pcs
 Back office total area: 324 m²
 Total sales area: 70 m²
 Rolex sales area: 217 m²
 Back office: 37 m²

project n°	B20-2770	project	New York Meat Packing District	title	Layout	drawing n°	011	reviews	B	scale	1:100	drawn by	CG	Date	16 Nov. 2020
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