

Meeting Date: _____

APPLICANT INFORMATION:

Name of applicant(s): Moon Flower West 11th LLC

Trade name (DBA): Moon Flower

Premises address: 201-205 West 11th Street, New York, NY 10014

Cross Streets and other addresses used for building/premise:

Greenwich Avenue & Waverly Place

CONTACT INFORMATION:

Principal(s) Name(s): Rowen McDermott & Rebecca Johnson

Office or Home Address: [REDACTED]

City, State, Zip: New York, NY 10014

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

Rowen McDermott Frankie and Ozzie LLC DBA: Frankie

Rebecca Johnson 264 Grove Street, Jersey City, NJ 07302

_____ On-Premises Liquor License / From 2017 to present

Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):

Moon Flower is a New York wine bar, specializing in natural wine from indie producers,
seasonal ingredients from Union Square Farmers Market and dock to dish seafood purveyors.

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 : _____

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:

Wine Bar - Prior Licensee: Ghar Ventures Inc. DBA: Vin Sur Vingt - Tavern-Wine / Expired

SERIAL# 1251396

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: _____

N/A

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:

N/A

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 : 1920

Describe neighboring buildings:
Mixed

Zoning Designation: C2-6

Zoning Overlay or Special Designation (applicable) N/A

Block and Lot Number: 614 / 61

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 : N/A - no such changes being made

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 The applicant would like to apply for sidewalk cafe once the DCA resumes accepting applications

What is the proposed Occupancy? 40

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? 40

If yes, what is the use group for the premises? 6

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 N/A

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: The name on the sign will be changed to Moon Flower

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 400 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?
Pending - applicant may apply for sidewalk cafe once DCA resumes accepting applications (8 seats)

If more than one floor, what is the access between floors? N/A

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

Is there access to other parts of the building? no yes, explain: _____

OVERALL SEATING INFORMATION:

Total number of tables? 6 Total table seats? 15

Total number of bars? 1 Total bar seats? 11

Total number of "other" seats? 5 please explain : Seats at counter

Total OVERALL number of seats in Premises : 31

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 11

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: _____

What are the Hours of Operation?

Sunday: 12PM to 12AM
Monday: Closed
Tuesday: 12PM to 2AM
Wednesday: 12PM to 2AM
Thursday: 12PM to 2AM
Friday: 12PM to 2AM
Saturday: 12PM to 2AM

Will the business employ a manager? no yes, name / experience if known : Unknown - will hire manager in the future

Will there be security personnel? no yes (if yes, what nights and how many?) _____

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

If yes, please describe : N/A

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

Recorded

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

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

Do you have or plan to install soundproofing? no yes Not needed - light background music only

IF YES, will you be using a professional sound engineer? N/A

Please describe your sound system and sound proofing: _____

N/A

Will you be permitting: promoted events scheduled performances outside promoters

any events at which a cover fee is charged? private parties 2 - 3 times per year, if requested

Do you have plans to manage or address vehicular traffic and crowd control on the sidewalk caused by your establishment? no yes (if yes, please attach plans)

This is a small establishment - the applicant does not anticipate any issues with traffic or crowds outside the establishment

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

N/A

Are your premises within 200 feet of any school, church or place of worship? 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: N/A

Address: _____ Distance: _____

Name of School / Church: N/A

Address: _____ Distance: _____

Name of School / Church: _____

Address: _____ Distance: _____

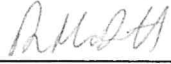
Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: ROWEN MCDERMOTT Phone: [REDACTED]

Address: [REDACTED]

Email : [REDACTED]

Application submitted on behalf of the applicant by:



Signature

Print or Type Name Rowen McDermott

Title Mr LLC MEMBER

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

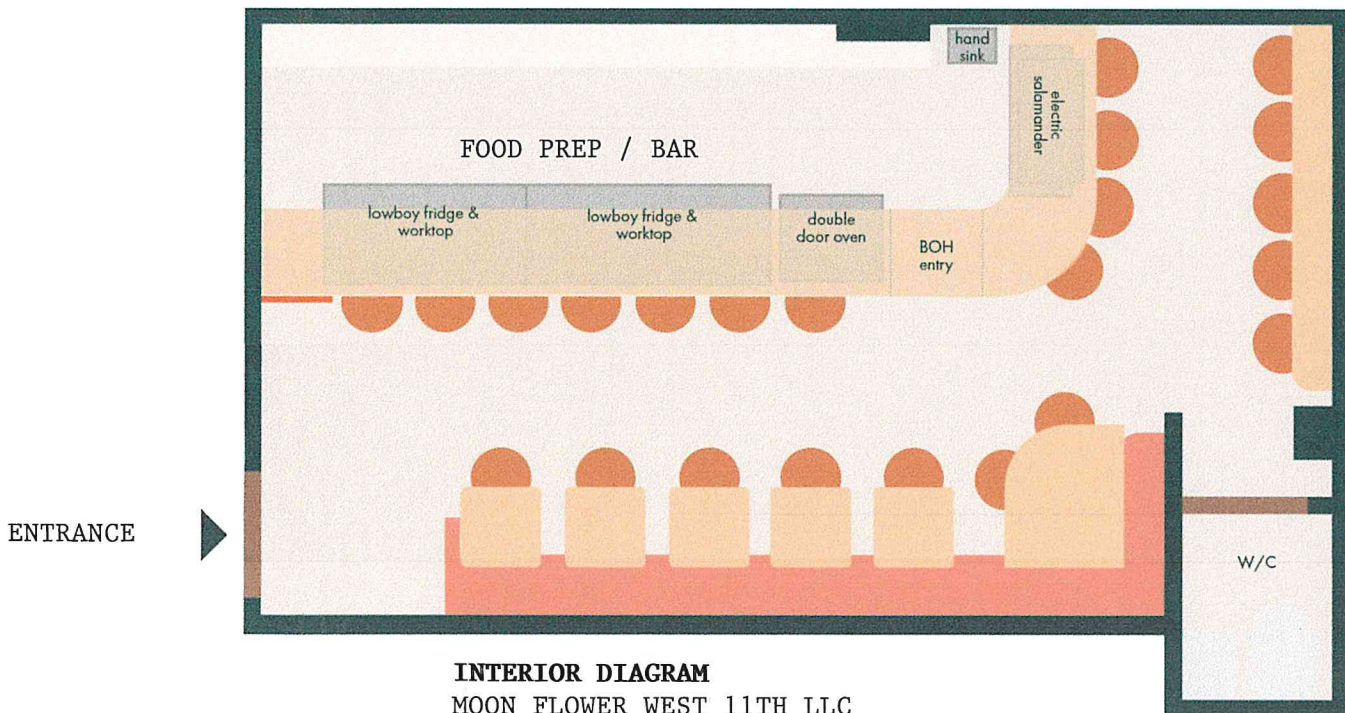
HEADER



MOONFLOWER

201 W 11th St

Moonflower is a New York wine bar, specializing in Natural Wine from indie producers, seasonal ingredients from Union Square Farmers Market and dock to dish seafood purveyors.



INTERIOR DIAGRAM

MOON FLOWER WEST 11TH LLC
201-205 WEST 11TH STREET
NEW YORK, NY 10014