

Name of applicant(s): Watches of Switzerland LLC

Trade name (DBA): Watches of Switzerland

Premises address: 58-60 Greene Street, New York, NY 10012

Cross Streets and other addresses used for building/premise:  
Broome & Spring Streets

**CONTACT INFORMATION:**

Principal(s) Name(s): David Hurley

Office or Home Address: [REDACTED]

City, State, Zip: [REDACTED]

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact: Premier Equities Management, LLC

Landlord's Telephone and Fax: [REDACTED]

NAMES OF ALL PRINCIPAL(s):	NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD
<u>David Hurley</u>	<u>Watches of Switzerland LLC; 500 W 33rd St, New York, NY 10001</u>
<u>Damian Otwinowski</u>	<u>(Active License - Serial #1342533)</u>
<u>Robert Behsar Jr.</u>	<u></u>

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

**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

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

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

Watch Retailer

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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

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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

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**PREMISES:**

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

Own  Lease  Sub-lease  Binding Contract to acquire real property  other: 4

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

Number of floor: 5 Year Built : 1873

Describe neighboring buildings: Mixed, residential/commerical

Zoning Designation: M1-5A

Zoning Overlay or Special Designation (applicable) n/a

Block and Lot Number: 485 / 7502

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 : \_\_\_\_\_

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? 164

Does the premise currently have a valid Certificate of Occupancy (C of O) and all appropriate permits?

no  yes pending

If yes, what is the maximum occupancy for the premises? \_\_\_\_\_

If yes, what is the use group for the premises? \_\_\_\_\_

If yes, is proposed occupancy permitted?  yes  no, explain : applicant will make request to change occupancy

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: Addition of branding flush against facade

**INTERIOR OF PREMISES:**

What is the total licensed square footage of the premises? 9,989

If more than one floor, please specify square footage by floors: 5,257 - basement; 4,732 - ground floor

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? Stairs and elevator

How many entrances are there? 2 How many exits? 2 How many bathrooms? 2

Is there access to other parts of the building? no  yes, explain: ADA access and fire exit via residential lobby

**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? 8 please explain: one x 2 seater couch and 6 individual chairs

Total OVERALL number of seats in Premises: 13

**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: \_\_\_\_\_

\* 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: Watch retail



What are the Hours of Operation?

Sunday: 12pm to 6pm    Monday: 11am to 8pm    Tuesday: 11am to 8pm    Wednesday: 11am to 8pm    Thursday: 11am to 8pm    Friday: 11am to 8pm    Saturday: 11am to 8pm

Will the business employ a manager?  no  yes, name / experience if known: Store Director: Perri Dash  
Store Manager: Bria Sutton

Will there be security personnel?  no  yes (if yes, what nights and how many?) 2 personnel/7 days

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

If yes, please describe : \_\_\_\_\_

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

Type of MUSIC / ENTERTAINMENT:  Live Music  Live DJ <sup>\* on occasion</sup>  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

IF YES, will you be using a professional sound engineer? no

Please describe your sound system and sound proofing: suspended ceiling speakers with audio limiter  
on media player. Speakers to be enclosed to limit transmission through ceilings.

Will you be permitting:  promoted events  scheduled performances  outside promoters

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

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)

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?  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: \_\_\_\_\_

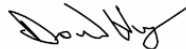
Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: Perri Dash - Store Director Phone: [REDACTED]

Address: [REDACTED]

Email : [REDACTED]

Application submitted on  
behalf of the applicant by:



\_\_\_\_\_  
Signature

Print or Type Name David Hurley

Title President/CEO

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

**MICHAEL NEUMANN ARCHITECTURE LLC**  
 127 WEST 24TH STREET 7TH FLOOR  
 NEW YORK CITY 10011  
 TEL: 212 675 1000 FAX: 212 675 1001  
 WWW.MICHAELNEUMANN.COM

**PROJECT**  
**WATCHES OF SWITZERLAND**  
**60 GREENE STREET**

**ARCHITECT**  
**MICHAEL NEUMANN ARCHITECTURE LLC**  
 127 WEST 24TH STREET 7TH FLOOR  
 NEW YORK CITY 10011  
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**ENGINEER**  
**RODINI ENGINEERING, PC**  
 230 WEST 10TH STREET 10TH FLOOR  
 NEW YORK CITY 10014  
 TEL: 212 675 1000 FAX: 212 675 1001  
 WWW.RODINI.COM

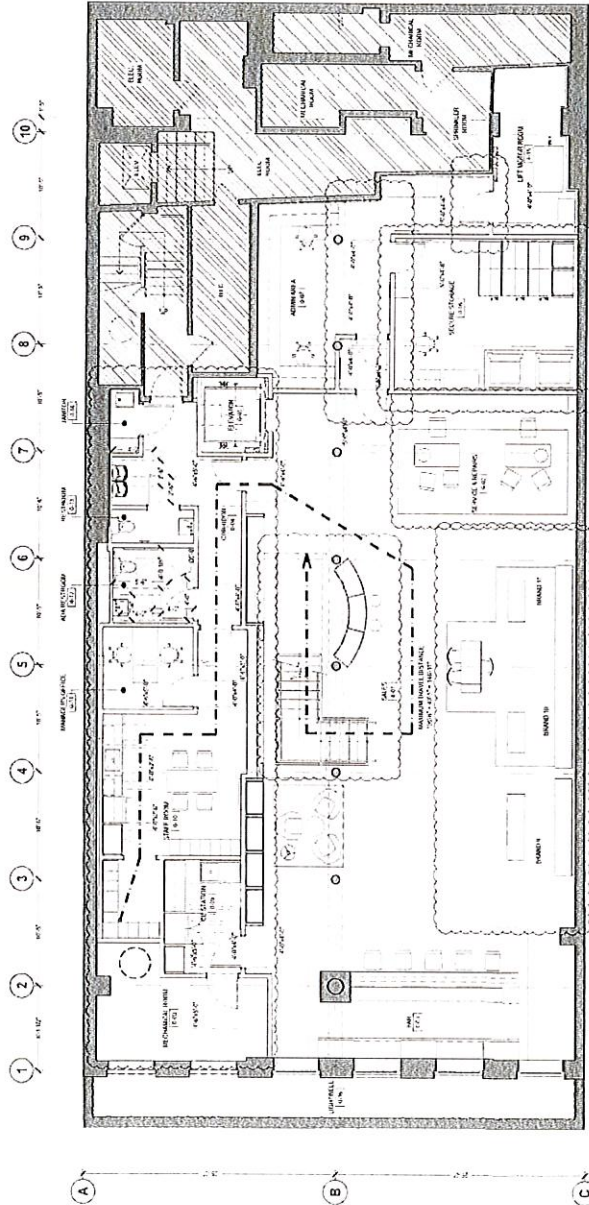
**DATE** 08/14/2013  
**PROJECT NUMBER** A-100.00  
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**EGRESS PLAN  
 CELLAR LEVEL**

SCALE: 1/8" = 1'-0"

**PROJ. NO.** A-100.00  
**DATE** 08/14/2013  
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**A-100.00**



**1** EGRESS PLAN - CELLAR LEVEL  
 SCALE: 1/8" = 1'-0"



**MICHAEL NEUMANN ARCHITECTURE LLC**  
 127 WEST 43RD STREET 7TH FLOOR  
 NEW YORK CITY 10018  
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 212.242.2292 / 212.242.2293

PROJECT #1  
**WATCHES OF SWITZERLAND**  
 60 GREENE STREET

CONSTRUCTION FEATURES BY  
 MICHAEL NEUMANN ARCHITECTURE  
 127 WEST 43RD STREET  
 NEW YORK CITY, NY 10018

**ROSENI ENGINEERING, P.C.**  
 JAMES ROSENI, P.E.  
 111 EAST 86TH STREET  
 NEW YORK, NY 10028

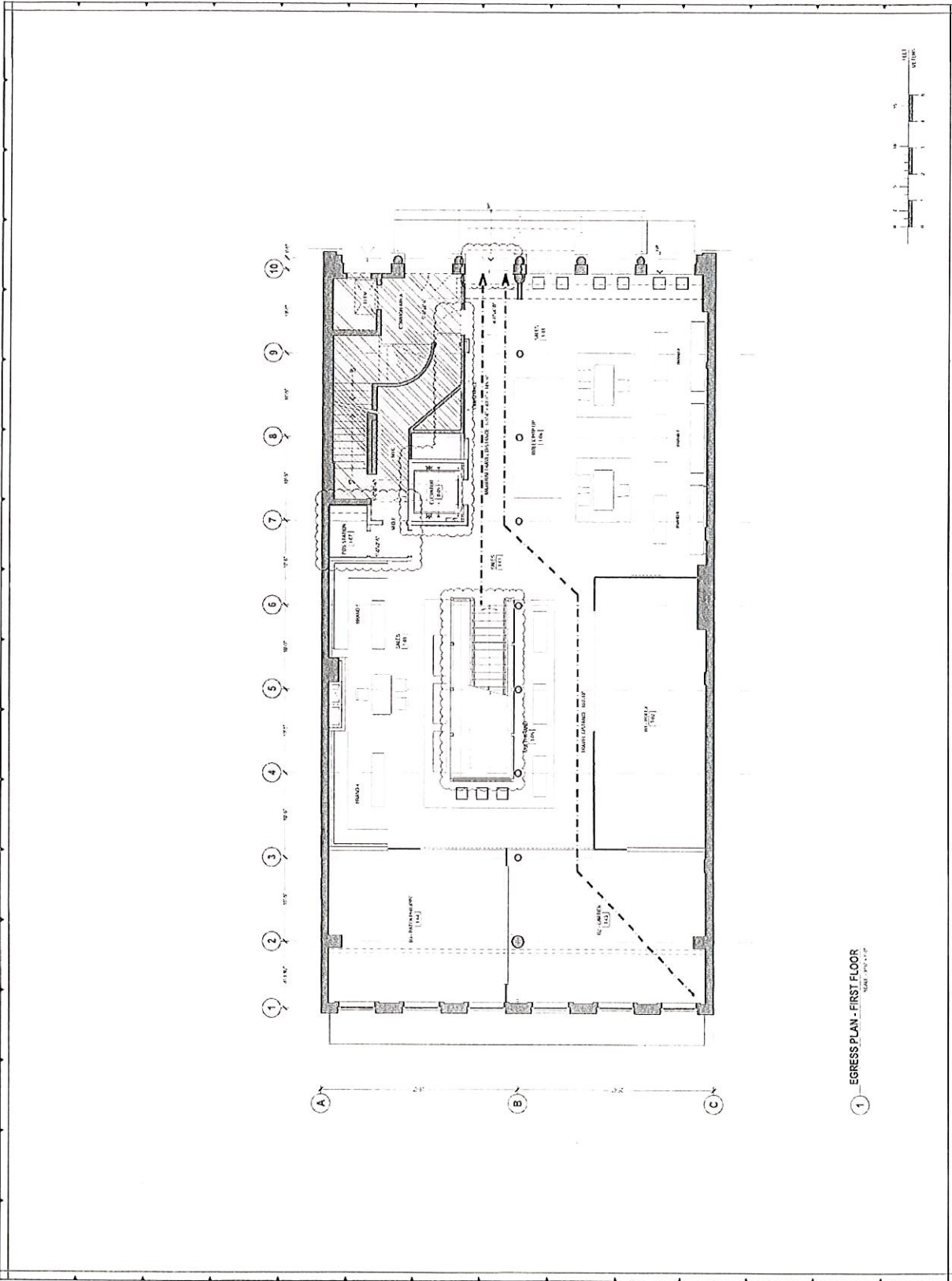
DATE: 01/11/2011  
 DRAWN BY: J. ROSENI  
 CHECKED BY: J. ROSENI  
 PROJECT NO.: 10-001  
 SHEET NO.: 101  
 SCALE: AS SHOWN  
 PROJECT: WATCHES OF SWITZERLAND  
 LOCATION: 60 GREENE STREET  
 CITY: NEW YORK, NY

**EGRESS PLAN  
 FIRST FLOOR**

SCALE: AS SHOWN

PROJECT NO.: 10-001  
 SHEET NO.: 101  
 DATE: 01/11/2011

**A-101.00**



**1** EGRESS PLAN - FIRST FLOOR  
 SCALE: AS SHOWN