

Meeting Date: August 2023

APPLICANT INFORMATION:

Name of applicant(s): Pier55, Inc. and USE LI F&B Management LLC

Trade name (DBA): Little Island

Premises address: Pier 55 in Hudson River Park

Cross Streets and other addresses used for building/premise:
West 13th and West 14th Streets on the Hudson River

CONTACT INFORMATION:

Principal(s) Name(s): See attached list

Office or Home Address: Pier55, Inc.

City, State, Zip: [REDACTED]

Telephone #: 929 295 7666 email : brett.figel@littleisland.org

Landlord Name / Contact: [REDACTED]

Landlord's Telephone and Fax: [REDACTED]

NAMES OF ALL PRINCIPAL(s): NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD

See attached list _____

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

Little Island is a public park that has been operating with a beer and wine license since May 2021. Little Island will be applying for a class change application from a beer and wine license to a full liquor license with the intention of continuing to serve beer and wine, and also to offer ready-to-drink "canned" cocktails. Little Island is part of Hudson River Park and has over two acres of public space featuring lush greenery, walking paths, rolling hills, open lawns, and dazzling views of the river and the city. Little Island offers visitors of all ages a place to roam, relax, explore, and play. Little Island hosts three unique performance and community spaces for social gatherings and live performance, including a 689-seat waterfront amphitheater. Programming includes theater, dance, music, family events, comedy, talks and classes for all ages. Little Island is an active member of the community with educational programming partnerships with schools and community organizations. Little Island will be open to the public year-round, providing a unique park experience throughout all seasons. Little Island is an initiative of The Diller von Furstenberg Family Foundation (DVFFF). The DVFFF philanthropic history extends to several other New York City parks and arts organizations including The High Line, The Statue of Liberty Museum, Signature Theater, Carnegie Hall Society, and the Central Park Conservancy

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.)

The application is an upgrade from a beer and wine license to a full liquor license. Little Island will be moving customer bar no. 4 from the Northwest Overlook to the back of the amphitheater and will be adding a fifth customer bar in The Play Ground. For the current four customer bars please see the enclosed chart showing the correct dimensions and removing the service bar in the Undercroft. The area known as the Main Plaza will be renamed The Play Ground. The current food and beverage manager is USE LI F&B Management LLC which is an affiliate of Union Square Hospitality Group.

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

N/A: Pier55, Inc. has been operating with a beer and wine license since May 2021

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: _____

Pier55, Inc. and USE LI F&B Management LLC, Serial No. 1332421 and expiration date is 4/30/2025.

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:

Little Island from May 2021 to present.

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: **Public Park**

Number of floor: **Two** Year Built : **1950-1954 constructed as an ocean liner pier. Construction on Little Island commenced in 2016 and was finalized in 2021.**

Describe neighboring buildings: **Mixed: commercial and residential**

Zoning Designation: **M2-3 governed by the special provisions of Article VI Chapter 2 of the zoning resolution.**

Zoning Overlay or Special Designation (applicable) **Uses on the project site are also governed by the "Hudson River Park Act," Chapter 592 of the Laws of 1998, as amended in 2013**

Block and Lot Number: **651*** / **7 and 56*** ***See attached letter from the NYC Office of the Borough President setting forth the block and lot numbers**

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 ****State and National Registers of Historical Places**

(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**

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 **Entire outdoor space, except the area designated as Southwest Overlook.**

What is the proposed Occupancy? **In excess of 2,000**

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? **In excess of 2,000**

If yes, what is the use group for the premises? **N/A: This is a public park**

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 **N/A**
(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: **N/A**

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 128,842 square feet / 2.4 Acres

If more than one floor, please specify square footage by floors: Park 117,000 and Undercroft 11,842

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

Same as above: Park 117,000 and Undercroft 11,842 for a total of 128, 842 square feet.

If more than one floor, what is the access between floors? Ramp to and from Undercroft

How many entrances are there? Two How many exits? Two How many bathrooms? 5
2 with multiple stalls and 1 ADA restroom and 2 for staff

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

OVERALL SEATING INFORMATION:

Total number of tables? 100 Total table seats? 300 (In The Play Ground)

Total number of bars? 5 Total bar seats? None

Total number of "other" seats? 889 please explain : Amphitheater seating 689 and Glade Seating 200 including 51 bleacher seats and 149 lawn seats

Total OVERALL number of seats in Premises : 1,189

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 5 Seats None

How many service bars are being applied for on the premises? None

Any food counters? ___ no X yes, describe : Food kiosks.

For Alterations and Upgrades:

Please describe all current and existing bars / bar seats and specific changes: Please see attached chart

* 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 X Other: *

***Public park for general recreation, education, concerts, theater, cultural and artistic events within the amphitheater and The Glade and occasionally in designated park areas including The Play Ground. The public park includes food and beverage service.**

What are the Hours of Operation? **The following are the permitted hours of operation for alcohol sales, though Little Island has historically elected to reduce sales hours, Little Island seeks to continue operating with these hours under the new license.**

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

Will the business employ a manager? ___ no yes, name / experience if known : Nicolette Streete
Please see the enclosed resume. See enclosed security

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

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

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

Please describe your sound system and sound proofing:

Live music/theatrical events with amplification. Amphitheater is built to mitigate sound away from residents as the Amphitheater faces the Hudson River. An audio specialist is employed to monitor sound at all events at Little Island. Little Island is separated from residential and commercial buildings by the West Side Highway.

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

any events at which a cover fee is charged? ___ private parties
Ticketed events. All events and scheduled performances are cultural, educational, theatrical and artistic.

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)

Little Island Park Supervisors and Park Attendants and security are trained for crowd control.

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 ½ " 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: **Brett Figel** Phone: **929 295 7666**

Address: _____

Email : **brett.figel@littleisland.org**

Application submitted on
behalf of the applicant by:

Donald M. Bernstein

Signature

Print or Type Name **Donald M. Bernstein**

Title **Counsel for co-licensees/applicants**

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
Donna Raftery, Co-Chair
Robert Ely, Co-Chair

USE LI F&B Management LLC Currently Licenses and Previously Held Licenses

Licensee	Address	Type of Interest	Serial Number
375 Amsterdam Avenue LLC	375 Amsterdam Avenue New York, NY 10024	Officer	1318210
Porchlight West Chelsea LLC	271 11 th Avenue New York, NY 10001	Officer	1277794
28 Liberty F&B Management LLC and Summit Glory Property LLC	28 Liberty Street 60 th Floor New York, NY 10005	Officer	1308179
Whitney Museum of American Art and Hudson Yards Catering LLC	99 Gansevoort Street Ground Floor Restaurant New York, NY 10014	Office of Whit Food II LLC and Hudson Yards Catering LLC	1283649
Hudson Yards Catering LLC	147 41 st Street Brooklyn, NY 11232	Officer	1333379
Hudson Yards Catering LLC	267 Union Ave Paddock Tent Saratoga Springs, NY 12866	Officer	2170914 (Summer Seasonal)
Hudson Yards Catering LLC & NY Shakespeare Festival	63 Central Park West New York, NY 10023	Officer of Hudson Yards Catering LLC	1252864 (Summer Seasonal)
Domino Park F&B Management LLC	292 Kent Avenue Brooklyn, NY 11249	Officer	1309168
The Museum of Modern Art and Art Food LLC	11 West 53 rd Street New York, NY 10019	Officer of Art Food LLC	1028512
GT Operating Company LLC	42 East 20 th Street New York, NY 10003	Officer	1252770
Union Square Café II LLC and Daily Provisions LLC	101 East 19 th Street New York, NY 10003	Officer	1292451
Food 2 Lex LLC	2 Lexington Avenue New York, NY 10010	Officer	1226799
Blue Smoke 102 North End Ave LLC	102 North End Avenue New York, NY 10282	Officer	1258677
29 East 29 th Street (NY) Owner LLC and 29 th Street NY Food & Beverage Operating Co LLC	30 East 30 th Street a/k/a 29 East 29 th Street New York, NY 10016	Officer of 29 th Street NY Food & Beverage Operating Co LLC	1280248

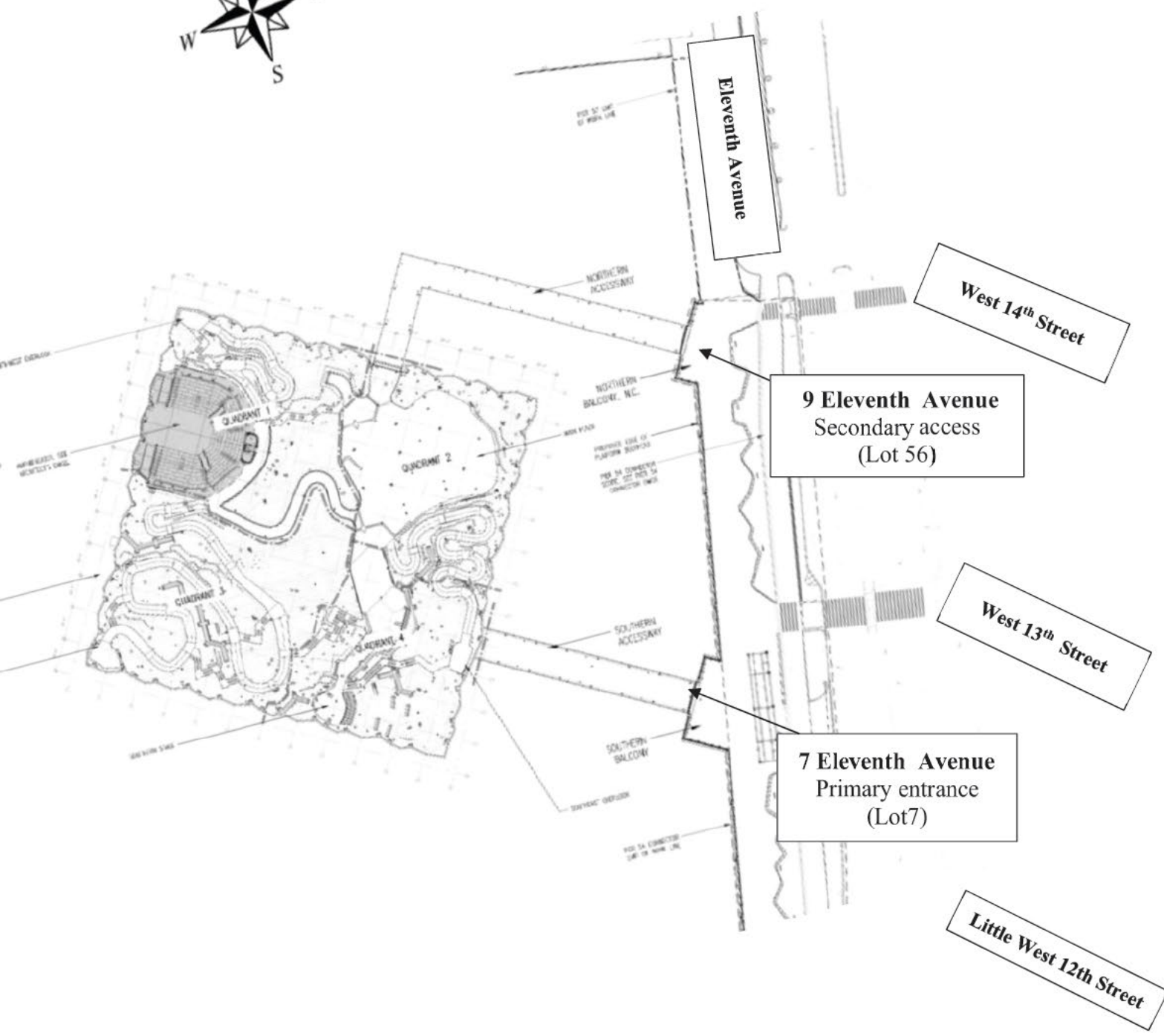
USE LI F&B Management LLC Currently Licenses and Previously Held Licenses

435 West 31 st Street A, LLC	435 West 31 st Street 1 st Fl New York, NY 1001	Officer	1329408
435 West 31 st Street B, LLC	435 West 31 st Street 2 nd & 3 rd Floors New York, NY 1001	Officer	1329468
29 Bedford Street, LLC	29 Bedford Street New York, NY 10012	Officer	1313226
City Harvest Inc. & Hudson Yards Catering LLC	171 53 rd Street Brooklyn, NY 11232	Officer	Serial Number Pending
Shed NYC Inc & 545 West 30 th Street F&B Management LLC	545 West 30 th Street New York, NY 10001	Officer	1312182
Pier55, Inc and USE LI F&B Management LLC	Pier 55 in Hudson River Park New York, NY 10014	Officer	1332421
Marriott International Inc., CCMH Times Square LLC, NYMM Retail Management LLC and NYMM F&B Management LLC	1535 Broadway New York, NY 10036	Officer	1337557
Shake Shack 102 North End Ave LLC	215 Murray Street New York, New York	Officer	1250419
Custard's First Stand LLC	SE Corner of Madison Square Park New York, New York	Officer	1151156
Shake Shack 300 West 44 th Street LLC	691 8 th Avenue New York, New York	Officer	1240819
Shake Shack 152 E 86 LLC	154 East 86 th Street New York, New York	Officer	1241191
Shake Shack 366 Columbus LLC	366 Columbus Avenue New York, New York	Officer	1212871
Shake Shack Lake Success New York LLC	1570 Union Turnpike New Hyde Park, NY	Officer	1284698
Shake Shack Grand Central LLC	87 East 42 nd Street New York, New York	Officer	1261432

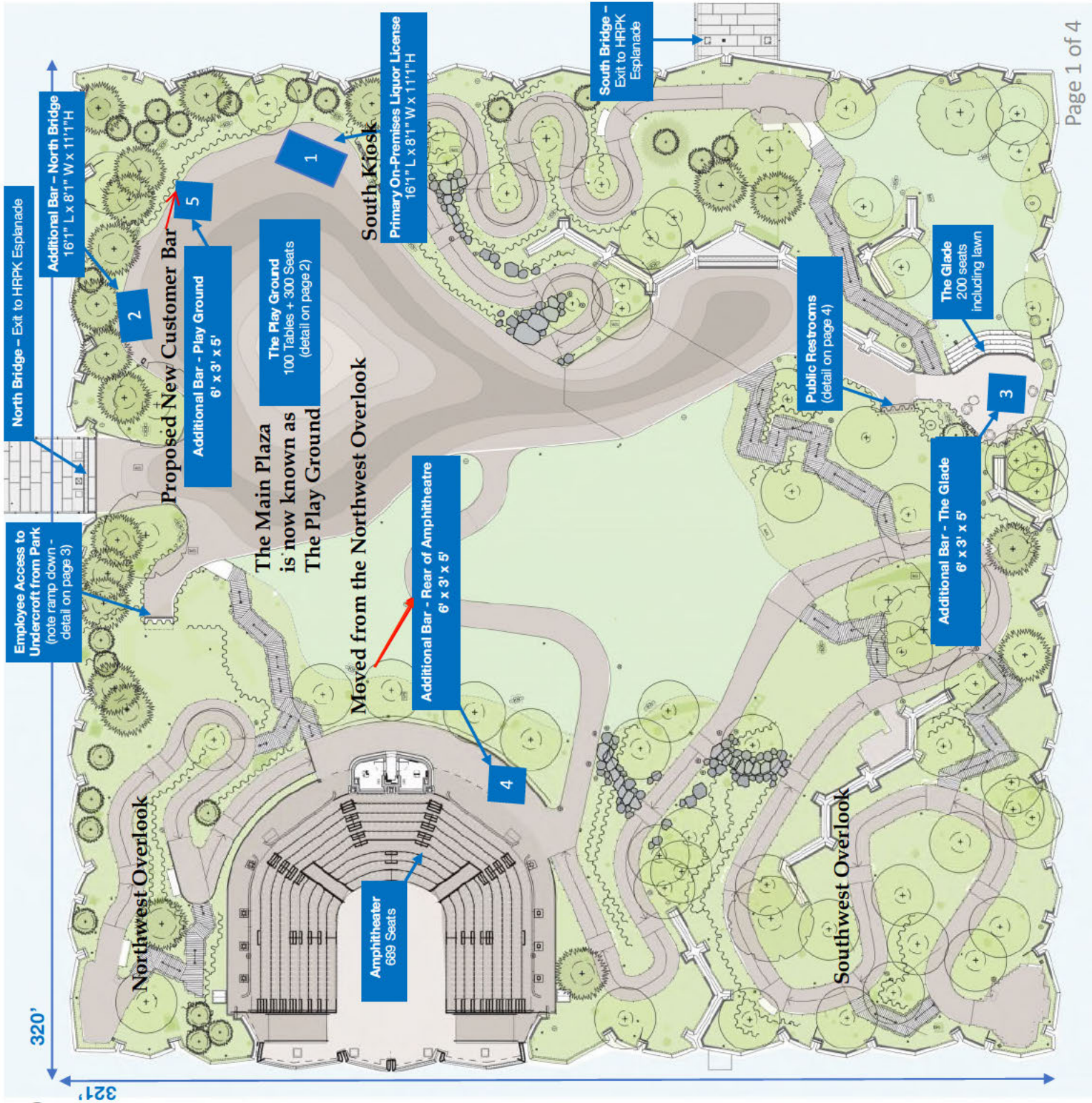
USE LI F&B Management LLC Currently Licenses and Previously Held Licenses

Shake Shack 600 Third Ave New York City LLC	600 Third Avenue New York, New York	Officer	1280219
Shake Shack Westbury LLC	860 Old Country Road Garden City, New York	Officer	1261809
Shake Shack Woodbury Commons LLC	199 Marigold Court Central Valley, New York	Officer	2201288
Shake Shack Queens Center Mall LLC	90-15 Queens Boulevard Elmhurst, New York	Officer	1288967
Shake Shack DUMBO Brooklyn LLC	1 Old Fulton Street Brooklyn, New York	Officer	1277194
Shake Shack Flatbush Brooklyn LLC	170 Flatbush Brooklyn, New York	Officer	1277187
Shake Shack Fulton Street Brooklyn LLC	409 Fulton Street Brooklyn, New York	Officer	1257196
Shake Shack 1333 Broadway NYC LLC	1333 Broadway New York, New York	Officer	1292475
Shake Shack Fulton Center NYC LLC	200 Broadway #2010 New York, New York	Officer	1289006
Shake Shack New York LLC	2090 Mall Walk, Box 56 Yonkers, New York	Officer	1294790
Shake Shack New York LLC	71-26/28 Austin Street Forest Hills, New York	Officer	1293353
Shake Shack New York LLC	2094 Smithhaven Plaza Lake Grove, New York	Officer	1297667
Shake Shack Melville Route 110 LLC	849 Walt Whitman Road Melville, New York	Officer	1297612
Shake Shack New York LLC	2957 Broadway New York, New York	Officer	1302422
Shake Shack Astor Place LLC	51 Astor Place New York, New York	Officer	1304089
Shake Shack New York LLC	2655 Richmond Avenue Staten Island, New York	Officer	1309226
Shake Shack New York LLC	379 N Central Avenue Hartsdale, New York	Officer	1312331

Licensee	Address	Disposition	Serial Number
TMSI Inc. and USE LX LLC	412 West 14 th Street New York, NY 10014	License surrendered	1301803
Hudson Yards Catering LLC	636-638 & 640-642 W 28 th Street New York, NY 10001	License removed	1186628
Blue Smoke LLC	116 East 27 th Street New York, New York	Inactive	1122690
Whit Food II LLC and Whitney Museum of American Art	945 Madison Avenue New York, New York	Inactive	1028546
Hudson Yards Sports & Entertainment	85 Rockwell Place Brooklyn, New York	Inactive	1277781
Hudson Yards Sports & Entertainment	85 Rockwell Place Brooklyn, New York	Inactive	1316033
Martina East Village LLC	198 East 11 th Street New York, New York	Inactive	1300020
Shake Shack New York LLC	1 Penn Plaza #E104 New York, New York	Inactive	1295293
Shake Shack New York LLC	1 West 125 th Street New York, New York	Inactive	1313732



Little Island Park Map

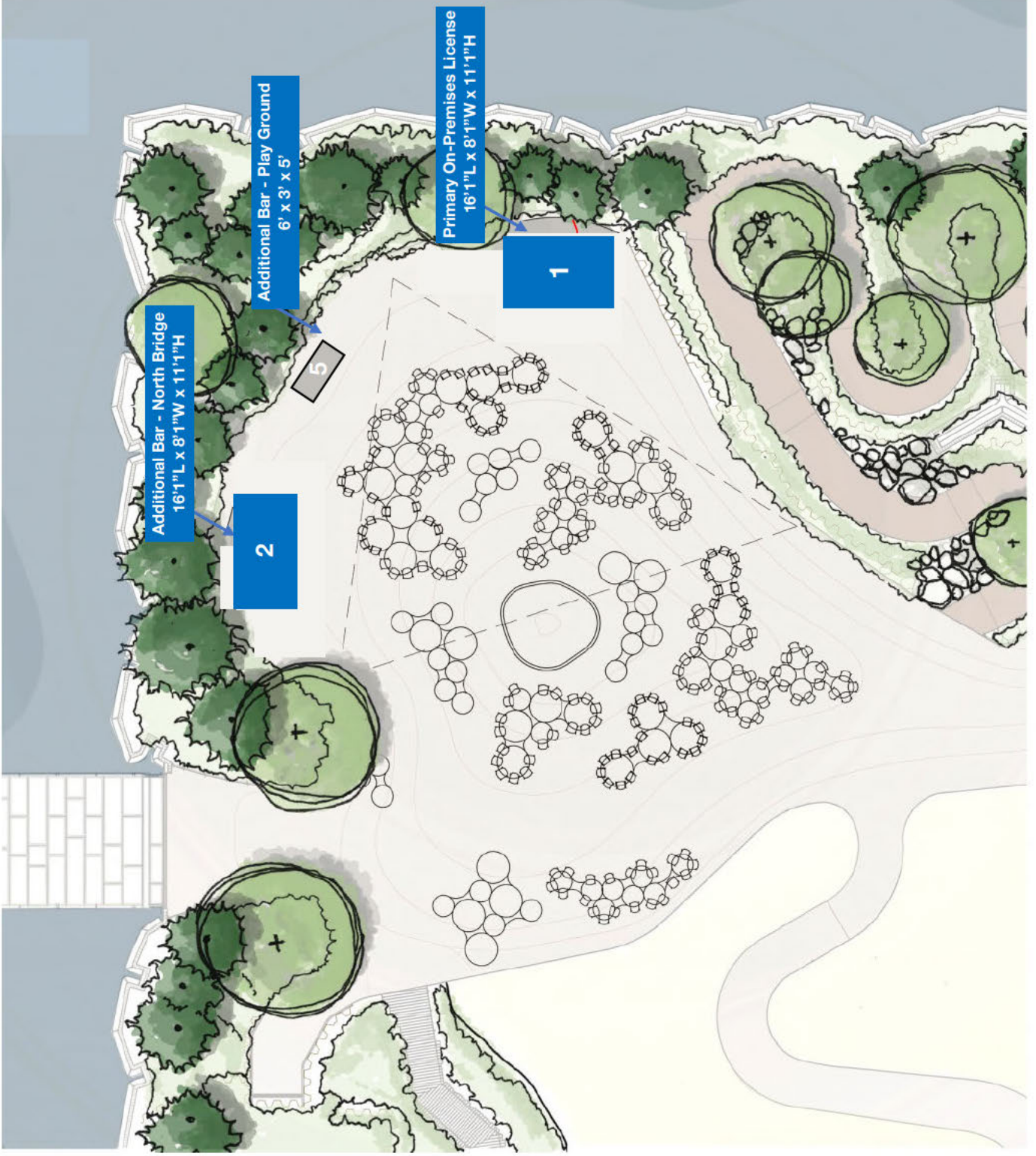


1. **Primary On-Premises Liquor License**
Customer kiosk/bar open to provide food and beverages daily. Referred to as the "South Kiosk"
2. **Additional Bar - North Bridge**
Customer kiosk/bar open to provide food and beverages daily. Referred to as the "North Kiosk"
3. **Additional Bar - The Glade**
Customer bar open to provide beverages to visitors near The Glade, deployed primarily during busy periods to support visitation. Stored in Undercroft when not in service (detail on page 3)
4. **Additional Bar - Rear of Amphitheater**
Customer bar open to provide beverages to visitors near The Amphitheater, deployed primarily during busy periods to support visitation and programming. Stored in Undercroft when not in service (detail on page 3)
5. **Additional Bar - Play Ground**
Customer bar open to provide beverages to visitors in The Play Ground, deployed primarily during busy periods to support visitation and programming. Stored in Undercroft when not in service (detail on page 3)

Pier55, Inc and
 USE LI F&B Management LLC
 dba Little Island
 Pier 55 in Hudson River Park
 New York, New York 10014

Play Ground Seating & Kiosk Footprint Detail – 100 tables + 300 seats

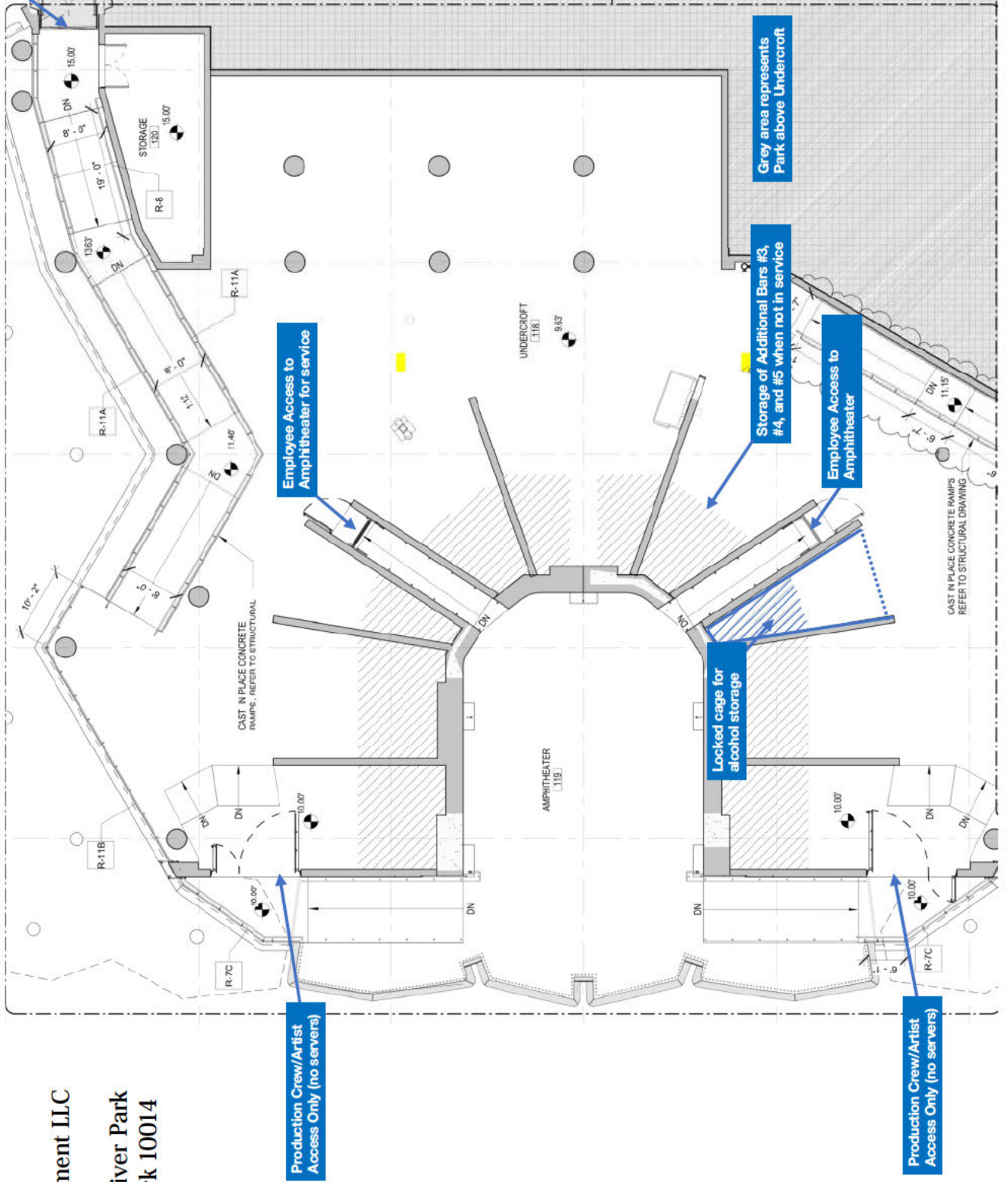
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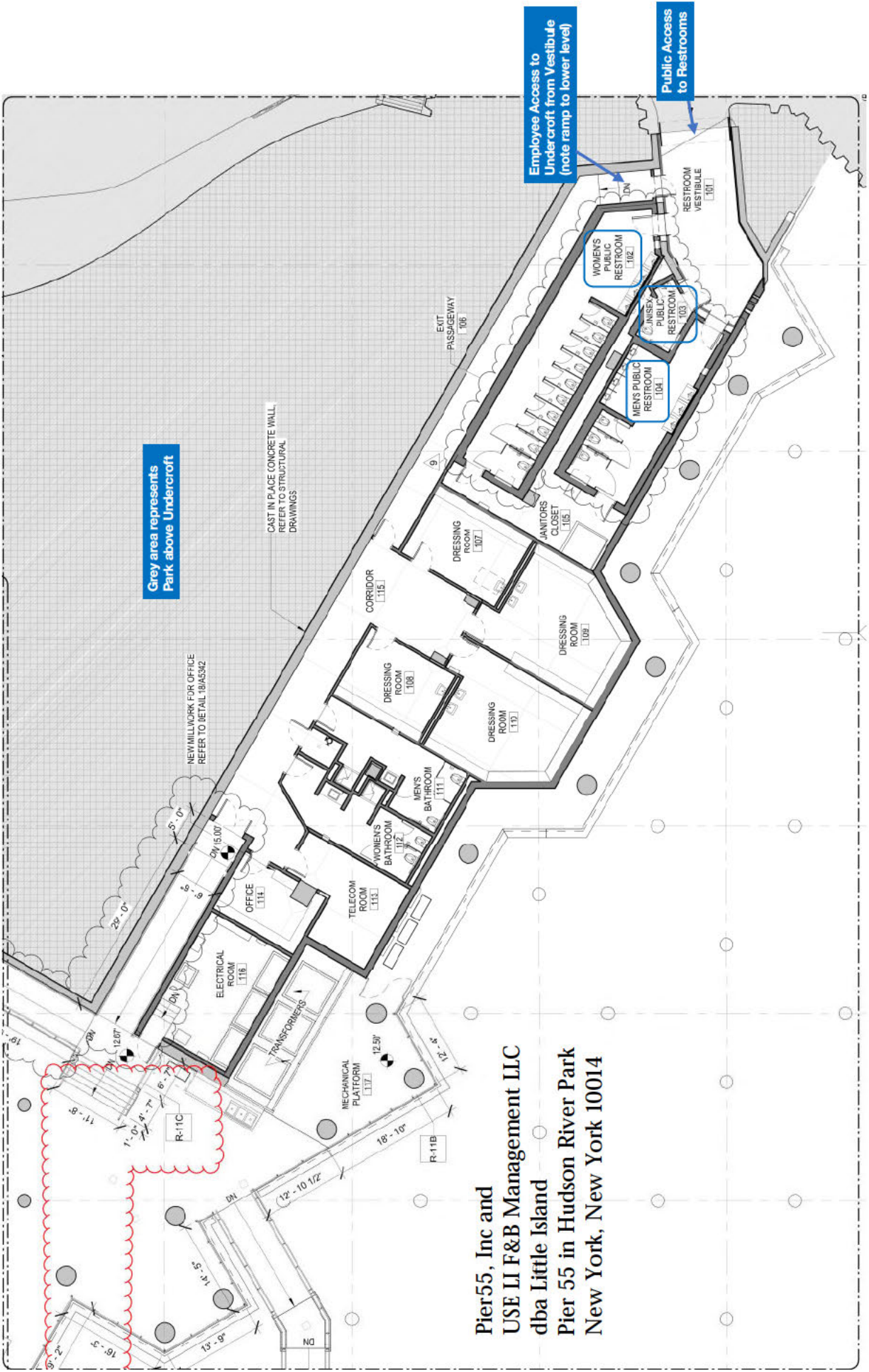
Undercroft Map

(back of house area located on a lower level beneath Amphitheater bowl)

Pier55, Inc and
USE LI F&B Management LLC
dba Little Island
Pier 55 in Hudson River Park
New York, New York 10014



Restroom Map



**Pier55, Inc and
USE LI F&B Management LLC
dba Little Island
Pier 55 in Hudson River Park
New York, New York 10014**