

HELBRAUN || LEVEY

ENTITY TO BE FORMED BY COLE BERNARD
77 WEST HOUSTON STREET
NEW YORK, NY 10012

MANHATTAN COMMUNITY BOARD 2

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Jo Hamilton, *Second Vice Chair*
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*
Susan Kent, *Secretary*
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COMMUNITY BOARD No. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE

NEW YORK, NY 10012-1899

www.cb2manhattan.org

P: 212-979-2272 F: 212-254-5102 E: info@cb2manhattan.org

Greenwich Village ✦ Little Italy ✦ SoHo ✦ NoHo ✦ Hudson Square ✦ Chinatown ✦ Gansevoort Market

COMMUNITY BOARD 2 APPLICATION FOR A LIQUOR LICENSE

Please fill out this questionnaire and return to the Community Board 2 office by fax or mail to arrive at least **5 business days** before the Committee meeting. In addition, bring **10 copies plus supporting material requested** to the SLA committee meeting.

Failure to complete and return the questionnaire and supporting materials on time will result in your item being removed from the agenda.

Failure to provide a completed questionnaire or failure to present before CB2 will result in notifying the State Liquor Authority (SLA) of your noncompliance with the community review process.

If you need to reschedule, please notify the Community Board 2 office no later than the Friday prior to the following months meeting. Speak to Florence Arenas at the Board Office. **A maximum of 1 layover request** will be granted per application. **Failure to reappear without notification will result in a recommendation to deny this application.**

The following supporting materials are **required** for this application:

1. A list of all other licensed premises within 500 ft. of this location including Beer and Wine.
2. Floor plans of the premise, including all tables and chairs and kitchen lay out to be licensed. Please also include any schematics for sidewalk café, backyard garden space and/or rooftop areas if applicable.
3. Provide any plans filed or to be filed with the Buildings Department.
4. Proposed menu, if applicable.
5. Certificate of Occupancy or Letter of No Objection for the premises.
6. Letter of Understanding or Letter of Intent from the Landlord.
7. Provide proof of community outreach with signatures or letters from Residential Tenants at location and from surrounding buildings. (i.e. a letter from the neighborhood block association or petition in support.)
8. A copy of your NYS Liquor Authority application as it will be submitted to the SLA. (excluding financial information)

APPLICANT INFORMATION:

Name of applicant(s):

ENTITY TO BE FORMED BY COLE BERNARD

Trade name (DBA):

PENDING

Premises address:

77 WESTHOUSTON STREET NEW YORK, NY 10012

Cross Streets and other addresses used for building/premise:

WOOSTER STREET AND WEST BROADWAY

CONTACT INFORMATION:

Principal(s) Name(s):

COLE BERNARD

Office or Home Address: 77 WESTHOUSTON STREET

City, State, Zip: NEW YORK, NY 10012

Telephone #:



email :



Landlord Name / Contact:

WEST HOUSTON SOHO COMPANY LLC

Landlord's Telephone and Fax:



NAMES OF ALL PRINCIPAL(s):

NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD

COLE BERNARD

MAISON CLOSE - 15 WATTS STREET NEW YORK, NY

JOSEPH BENVENISTI

THELIAU PROBST

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

FRENCH MOROCCAN RESTAURANT

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.)

THIS IS A TRANSFER APPLICATION, WILL CONTINUE TO OPERATE AS A RESTAURANT. APPLYING FOR THE SAME HOURS AS THE PREVIOUS OPERATOR

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

N/A

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: _____
BABUSHKA NYC LLC SN:1343448

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:

PEGU CLUB

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: 2 Year Built : 1987

Describe neighboring buildings:

MIXED-USE RESIDENTIAL AND COMMERCIAL

Zoning Designation: M1-5 / R7X

Zoning Overlay or Special Designation (applicable) SNX

Block and Lot Number: 515 / 15

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 : NO CHANGES

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? 125

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? 175

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

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: _____

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 2,500 SQUARE FEET

If more than one floor, please specify square footage by floors: 280 sq ft - ground floor is entrance only

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

How many entrances are there? 1 How many exits? 2 How many bathrooms ? 2

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

OVERALL SEATING INFORMATION:

Total number of tables? 27 Total table seats? 110

Total number of bars? 1 Total bar seats? 15

Total number of "other" seats? _____ please explain : _____

Total OVERALL number of seats in Premises : 125

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 15

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: Monday: Tuesday: Wednesday: Thursday: Friday: Saturday:
12PM to 12AM 5PM to 1AM 5PM to 1AM 5PM to 1AM 5PM to 2AM 5PM to 2AM 12PM to 2AM

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

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 : _____

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? _____

Please describe your sound system and sound proofing: _____
SOUNDPROOFING PREVIOUSLY INSTALLED BY LAST TENANT

Will you be permitting: promoted events scheduled performances outside promoters

any events at which a cover fee is charged? private parties (ON OCCASSION)

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 ½ " x 11").

Indicate the distance in feet from the proposed premise:

Name of School / Church: (N/A)

Address: _____ Distance: _____

Name of School / Church: _____

Address: (N/A) _____ 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: COLE BERNARD _____ Phone: [REDACTED] _____

Address: _____

Email : [REDACTED] _____

Application submitted on
behalf of the applicant by:

Signature

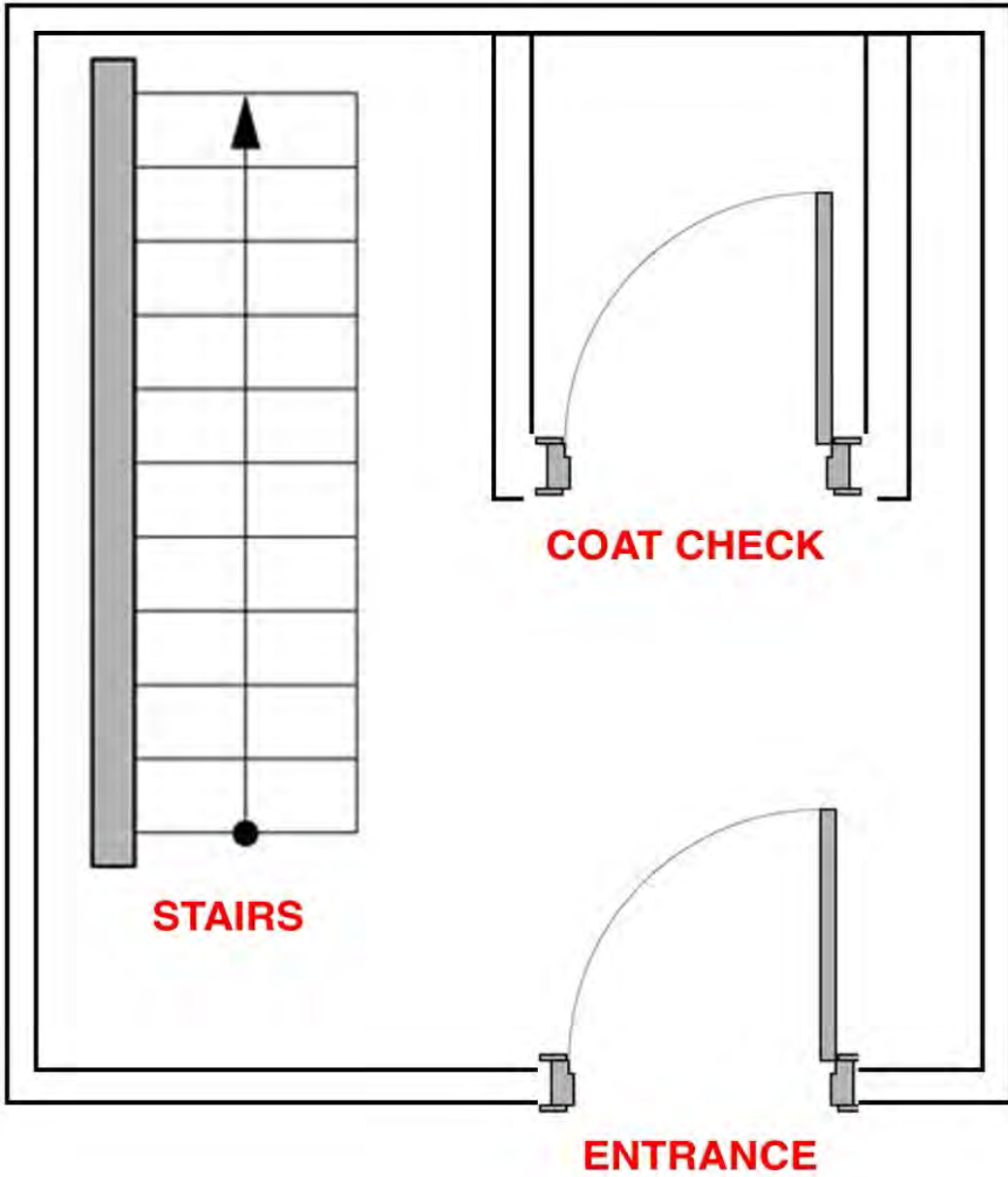
Print or Type Name JOSEPH LEVEY _____

Title ATTORNEY _____

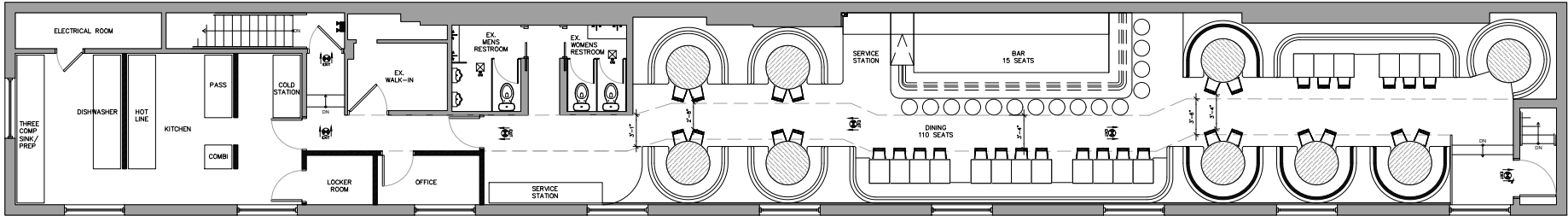
Thank you for your cooperation. Please return this questionnaire along with the other required documents as soon as you can. This will expedite your application and avoid any unnecessary delays. Use additional pages if necessary.



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



GROUND FLOOR



2 PROPOSED PLAN
 01.1 SCALE: 3/16"=1'-0"

SECOND FLOOR

Appetizers

MECHOUIA

Marinated bell pepper

MAN'OUCHÉ

Lebanese pizza with spices

BABA GANOUSH

Crushed eggplants and olive oil

HOUMOUS

Hummus

TZATZIKI

Chopped cucumber, greek yogurt, fresh mint

PASTILLA AU POULET

Crispy chicken pastilla, almonds and cinnamon

BRIOUATES AU FROMAGE

Cheese Briouates

BRIOUATES AU POULET

Chicken Briouates

SALADE FATTOUCHE

Fattoush salad, fresh greens, sumac

SALADE MAROCAINE

Moroccan salad

ARTICHAUD M'CHARMEL

Artichoks M'Charmel

MERGUEZ, TOMATES & ONIONS CONFITS

Spicy sausage, tomatoes, candied onions

Main Courses

FILET DE DAURADE RÔTI
Roasted sea-bream fillet

LOUP GRILLÉ
Grilled seabass

THON MI-CUIT
Seared tuna

POULPE GRILLÉ
Grilled octopus

COQUELET GRILLÉ À LA BRAISE
Grilled baby chicken

TATAKI DE FILET DE BOEUF
Beef Tenderloin Tataki

COTELETTES D'AGNEAU
Lamb Chops

TAJINES

TAJINE DE POISSON
Fish Tajine

TAJINE DE POULET
Chicken Tajine

TAJINE DE VEAU
Veal Tajine

TAJINE DE KEFTA
Kefta and Egg Tajine

TAJINE D'AGNEAU
Lamb shank Tajine

TAJINE D'AGNEAU
Lamb shank Tajine

COUSCOUS

COUSCOUS POULET
Chicken Couscous

COUSCOUS FILET DE BOEUF
Beef Couscous

COUSCOU MERGUEZ
Merguez Couscous

COUSCOUS D'AGNEAU
Lamb Couscous

COUSCOUS ROYAL D'AYAH
Lamb, merguez, and chien couscous

COUSCOUS DE LEGUMES
Vegetables couscous

Desserts

SALADE D'ORANGE AU SIROP DE CANNELLE
Orange salad flavored with cinnamon

COUPE GLACÉE À LA CORNE DE GAZELLE
Gazelle horns ice cream

TARTE PISTACHE
Pistacchio tart

MOUSSE AU CHOCOLAT & CAMEL À L'ORANGE
Chocolate mousse, orange caramel

PASTILLA A LA CREME DE LAIT, FLEUR D'ORANGER
Orange blossom Pastilla

CREMEUX À LA MANGUE

COUPE DE FRUITS FRAIS
Fresh fruits plate





Ayah is a Moroccan dining concept infused with French provenance yet bearing the marks of Mediterranean and Middle Eastern influence. At Ayah guests will enjoy an immersive dining experience featuring table-side culinary events and traditional Moroccan music. Exotic, worldly fare is served by an exquisitely trained waitstaff, complimented by signature cocktails, crafted by skilled artisans with chef-inspired recipes. Ayah offers a one-of-a-kind dining experience that's both luxurious and welcoming, where every dish is a celebration of Moroccan culture and culinary artistry.

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AN INSPIRED PALETTE



The Moroccan color palette is a feast for the senses – bold, vibrant, and richly textured, it evokes a sense of exotic luxury and timeless elegance. The vibrant reds, oranges, and yellows of the sun-drenched souks are complemented by the soft pastels of the seaside towns, creating a dynamic interplay of light and shade that is both enchanting and seductive. Every hue has its own story to tell, from the deep indigos and teals of the ancient cities to the gleaming golds and silvers of the ornate palaces. The intricate patterns and designs that adorn every surface add an extra layer of texture and depth, creating a sensual and immersive environment that is both soothing and exciting.

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AN OPPULANT GLOW



Overall, the lighting at Ayah plays a significant role in creating the sultry and glowing ambiance that is characteristic in Moroccan Hospitality. The use of warm and low-intensity light sources, combined with the unique and intricate design of Moroccan lamps, lanterns, and stained glass, helps to create an atmosphere that is both romantic and enchanting.

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THE KITCHEN

Ayah's menu features a wide range of worldly dishes, each carefully crafted to highlight flavors from an interesting pairing of regions. Guests can expect to find a variety of traditional Moroccan dishes such as tagines, couscous, and grilled meats, but with delicate French nuances and lavish French presentation. Mediterranean and Middle Eastern influences can be seen in dishes like hummus and grilled fish, which are prepared with a Moroccan twist. The fusion of these flavors creates a truly unforgettable dining experience that is both exotic and familiar. Ayah's menu also features a selection of desserts that combine traditional Moroccan flavors like dates and almonds with French techniques like pastry and custards. Overall, the food at Ayah is a culinary adventure that explores the intersection of different cultures and cuisines.

Ayah's dishes are meant to be shared, creating a celebration of flavors that bring people together. Guests will be transported to a world of unexpected connections through surprising, worldly, flavor combinations that spark an insatiable curiosity and create unforgettable memories. At Ayah, dining is not just about the food, it's about the entire experience. Lush, conversational seating, glowing candlelight and vibrant entertainment create a sensual atmosphere that ignites your passion for food, friends, and life.

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77

SLAVA

CLOSED

COCKTAILS & DINNER	THURS
TUES	8 - 10
THURS	8 - 10
FRI	8 - 12
SAT	8 - 10
SUN	8 - 10

SLAVA











