

**Meeting Date:** 10/27/2023

**APPLICANT INFORMATION:**

Name of applicant(s): Parcelle 552 Hudson LLC

Trade name (DBA): Parcelle

Premises address: 552 Hudson Street, New York, NY 10014

Cross Streets and other addresses used for building/premise:  
Perry Street & W 11th Street; other address used for building: 101 Perry Street

**CONTACT INFORMATION:**

Principal(s) Name(s): KSSWINE LLC

Office or Home Address: [REDACTED]

City, State, Zip: New York, NY 10018

Telephone #: [REDACTED]

Landlord Name / Contact: 101 Perry Street LLC c/o S.W. Management LLC

Landlord's Telephone and Fax: [REDACTED]

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

Grant Reynolds      Parcelle 511 W 38th Street, New York, NY 10018

Joshua Abramson      Parcelle 135 Division Street, New York, NY 10002

     Parcelle 139 Divison Street, New York, NY 10002

Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):  
We are neighborhood wine bar featuring European and Domestic wines as well as a small selection of craft beers. Space is designated to be welcoming for people to take meetings, have a glass of wine before dinner at a neighboring restaurant, etc. Food will be a selection of salads, cheese, toast charcuterie, as well as seasonal appetizers.

**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

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

Fitness Studio

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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: \_\_\_\_\_

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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:

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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: \_\_\_\_\_

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

Number of floor: 4 Year Built : 1949

Describe neighboring buildings:  
business and residential

Zoning Designation: C1-6

Zoning Overlay or Special Designation (applicable) \_\_\_\_\_

Block and Lot Number: 662 / 1

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 LPC relevant 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 outdoor seating in both Hudson and Perry Streets

What is the proposed Occupancy? 74

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? 74-proposed

If yes, what is the use group for the premises? Not stated

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 Under consideration in consultation with professionals. Applicant will comply with SLA Advisory # 2022-15

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

(if yes, please describe: New Signage



What are the Hours of Operation?

Sunday:      Monday:      Tuesday:      Wednesday:      Thursday:      Friday:      Saturday:  
5pm to 12am   5pm to 12am   5pm to 12am   5pm to 12am   5pm to 12am   5pm to 12am   5pm to 12am

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

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?   yes

Please describe your sound system and sound proofing: \_\_\_\_\_

Insulated ceiling treated with acoustical material. Combination of free standing and mounted speakers

Will you be permitting:    promoted events    scheduled performances    outside promoters

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

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) \_\_\_\_\_

\_\_\_\_\_ None of the above

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: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email : \_\_\_\_\_

Application submitted on  
behalf of the applicant by:

  
\_\_\_\_\_  
Signature

Print or Type Name Grant Reynolds

Title partner

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.





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## Community Board No. 2, Manhattan

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### COMMUNITY BOARD 2 APPLICATION FOR A LIQUOR LICENSE ADDENDUM FOR OUTDOOR SEATING

For a Liquor License Application that includes any outdoor areas, please complete the following:

- Submit a diagram of outdoor seating indicating length and width of area(s) and location of tables and chairs.
- Submit photos of the premises where the sidewalk café and/or roadbed will be located. Required photos show one frontal, one left and one right side view of proposed sidewalk café and/or roadbed.
  - Photos must show complete sidewalk and/or roadway area where sidewalk café and/or roadbed will be including views to curb and neighboring properties.
  - If seating is in a rear yard show photos of yard and surrounding area, including upper view of adjacent buildings.

Sidewalk café will have no more than *(If premises located on a corner please indicate for both streets)*

6 tables and 14 seats on Hudson Street

7 tables and 14 seats on Perry Street

Roadbed will have no more than *(If premises located on a corner please indicate for both streets)*

12 tables and 36 seats on Perry Street

           tables and            seats on            Street

Rear yard will have no more than

           tables and            seats

Will be using heating elements

Will NOT be using heating elements. Outdoor seating will be seasonal only.



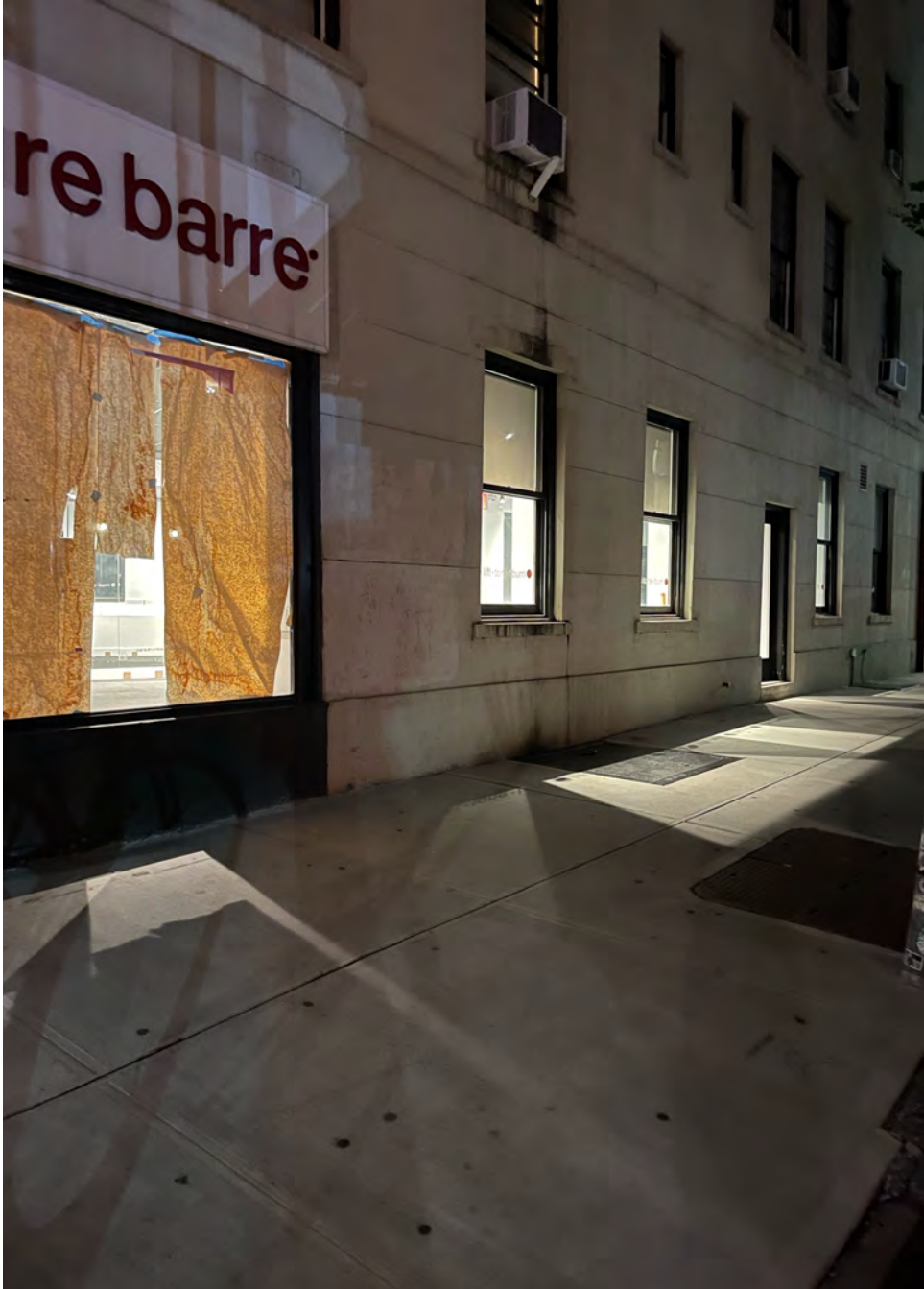


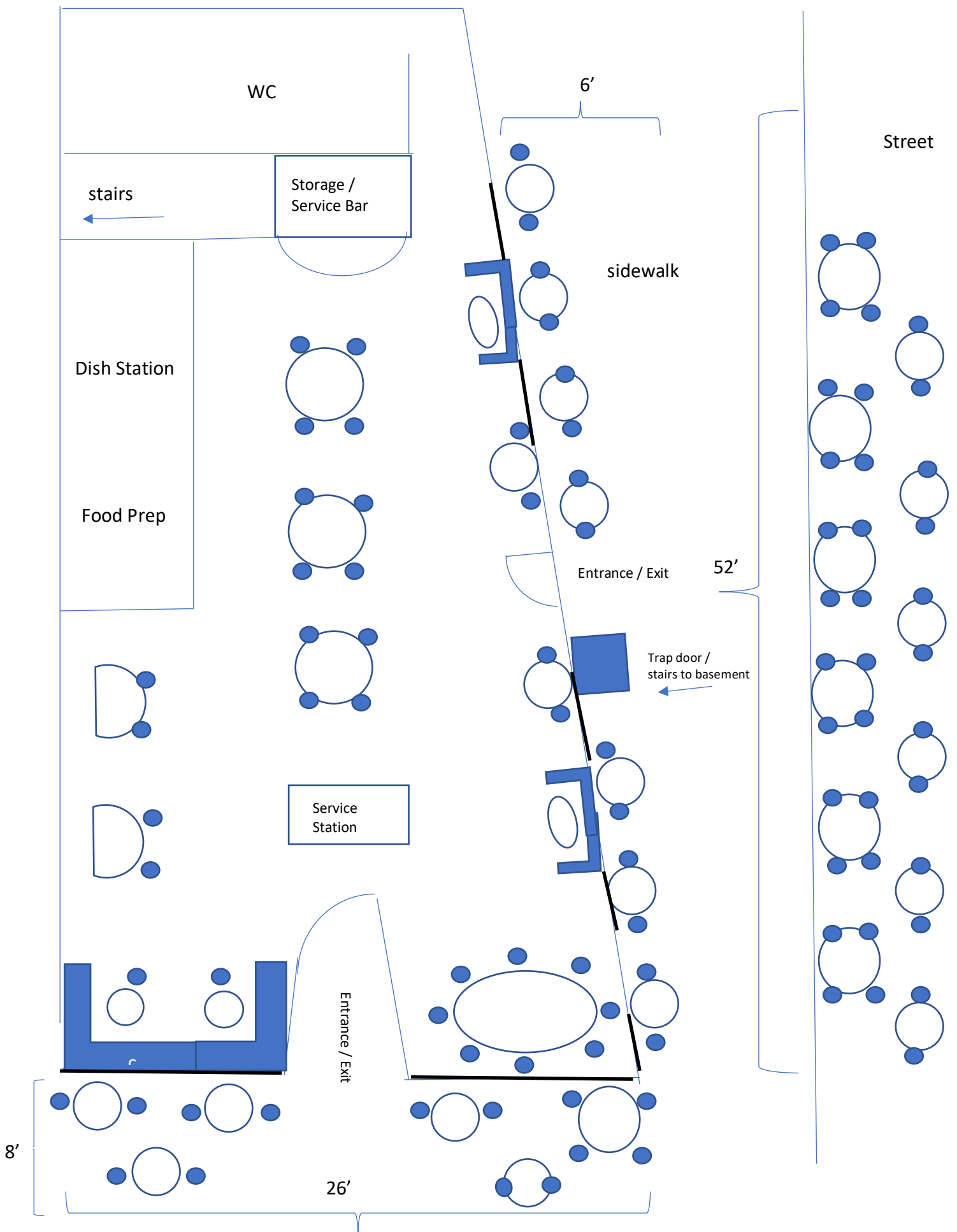


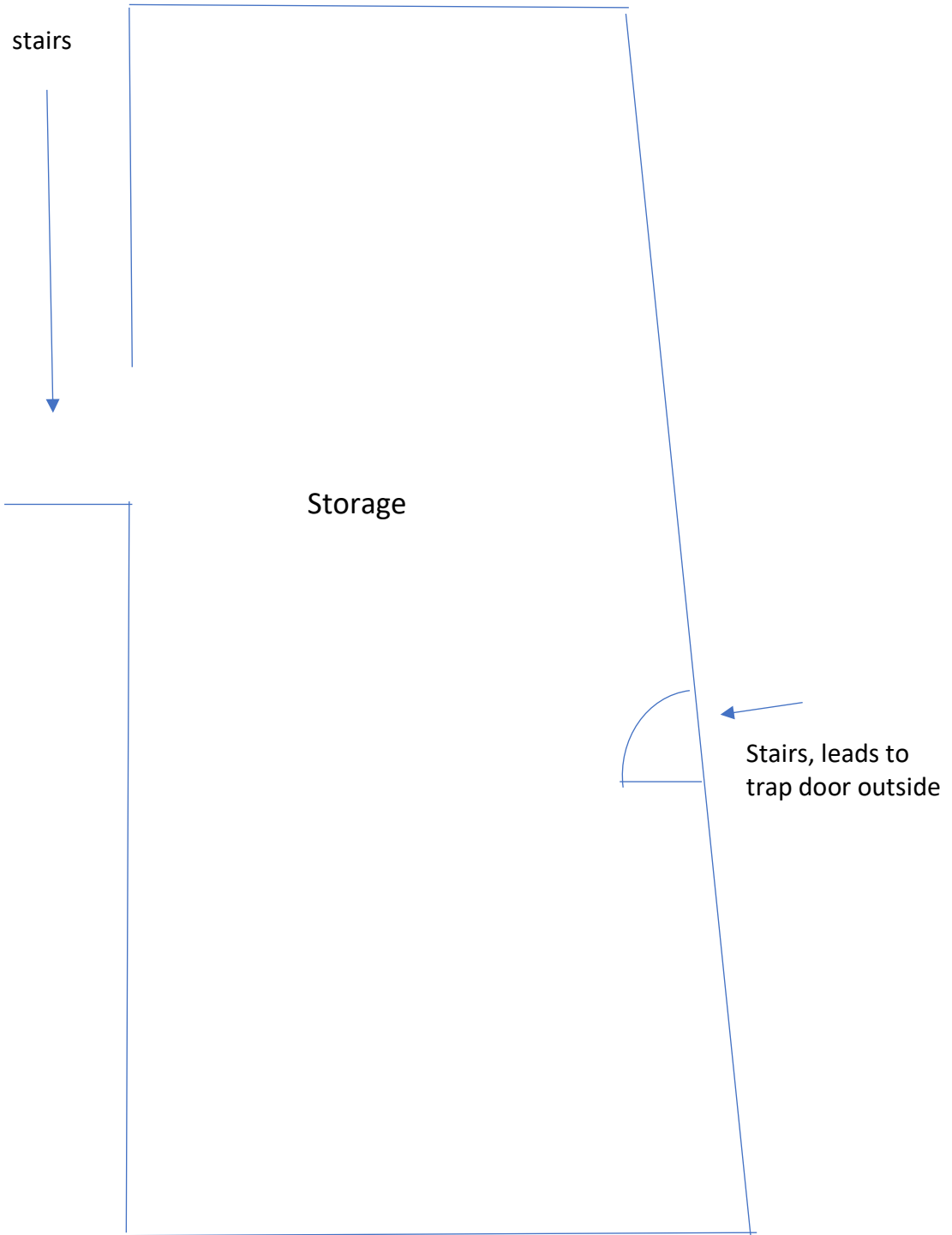












## Parcelle – Proposed Menu (552 Hudson)

spicy peanuts + homemade pickles + olives

lemon ricotta + market veggies

chunks of fancy parm

salumi + cornichons

deviled eggs + prosciutto

anchovies + fried bread

uni toast

bluefin tuna crudo + peppers + crispy shallots

Kaluga caviar sliders

raw scallop + brown butter

Greenmarket salad

heirloom tomato + croutons + mint

burrata + roasted squash + pepitas

local fingerling potatoes + chive aioli