

558 Broadway LLC  
MOIC  
558 Broadway, New York, New York 10012  
Application for an Alteration and Change in Method of Operation

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Manhattan Community Board 2  
3 Washington Square Village  
New York, NY 10012  
September <sup>2024</sup> SLA Licensing Committee Meeting

CB2 Questionnaire

- Current and Proposed Floor Plans
- Menu
- Photographs
- Certificate of Occupancy
- Outreach

**BERNSTEIN REDO & SAVITSKY, P.C.**  
1177 Avenue of the Americas, 5<sup>th</sup> floor  
New York, NY 10036  
Tel. 212.651.3100  
[www.brpclaw.com](http://www.brpclaw.com)

**Meeting Date:** 9/ /2024

**APPLICANT INFORMATION:**

Name of applicant(s):  
558 Broadway LLC

Trade name (DBA):  
MOIC

Premises address:  
558 Broadway, New York, NY 10012

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

**CONTACT INFORMATION:**

**Principal(s) Name(s):**  
Manish Vora, Maryellis Bunn, Gabrielle Yacoob

Office or Home Address: [REDACTED]

City, State, Zip: New York, New York 10013

Telephone #: [REDACTED] email : [REDACTED]

**Landlord Name / Contact:**  
Broadway 558 Realty LLC

Landlord's Telephone and Fax: (646) 966 2528 [REDACTED]

<b>NAMES OF ALL PRINCIPAL(s):</b>	<b>NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD</b>
<u>Manish Vora</u>	<u>558 Broadway LLC d/b/a MOIC (1321498, 1321499)</u>
<u>Maryellis Bunn</u>	<u></u>
<u>Gabrielle Yacoob</u>	<u></u>

Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):  
Ice cream museum with a cafe and retail

**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 : Change in Method of Operation

If upgrade, alteration, or transfer, please describe specific nature of changes:

(Please include physical or operational changes including hours, services, occupancy, ownership, etc.)

Alteration to add the cellar and second floor to licensed premises

Change in method of operation to 1) extend closing hour to 12am daily 2) allow liquor during private events

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

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: \_\_\_\_\_

558 Broadway LLC - 7/31/2026

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:

**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 : 1920

Describe neighboring buildings:  
Commercial/Office; Residential

Zoning Designation: M1-5B

Zoning Overlay or Special Designation (applicable) None

Block and Lot Number: 497 / 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 : 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 \_\_\_\_\_

What is the proposed Occupancy? 150

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? 550

If yes, what is the use group for the premises? 10

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: \_\_\_\_\_

## INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 15,187 sq. ft.

Cellar: 5,634 sq. ft.

If more than one floor, please specify square footage by floors: First: 4,587 sq. ft.

Second: 4,966 sq. ft.

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

No

If more than one floor, what is the access between floors? Stairs/Elevator

How many entrances are there? 1 How many exits? 1 How many bathrooms? 4

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

## OVERALL SEATING INFORMATION:

Total number of tables? 0 Total table seats? 0

Total number of bars? 2 Total bar seats? 4

Total number of "other" seats? 0 please explain : \_\_\_\_\_

Total OVERALL number of seats in Premises : 4

## BARS:

How many \*stand-up bars / bar seats are being applied for on the premises? Bars 2 Seats 4

How many service bars are being applied for on the premises? 0

Any food counters? X no        yes, describe : \_\_\_\_\_

### ***For Alterations and Upgrades:***

Please describe all current and existing bars / bar seats and specific changes: \_\_\_\_\_

No 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 X Bar & Food        Restaurant        Club/ Cabaret        Hotel X Other: retail and museum

What are the Hours of Operation?

Sunday:      Monday:      Tuesday:      Wednesday:      Thursday:      Friday:      Saturday:  
10amto12am    10amto12am    10amto12am    10amto12am    10amto12am    10amto12am    10amto12am

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?)            during hours of operation  
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: \_\_\_\_\_

\_\_\_\_\_

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) \_\_\_\_\_

\_\_\_\_\_

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 Gabrielle Yacoob

Title Secretary

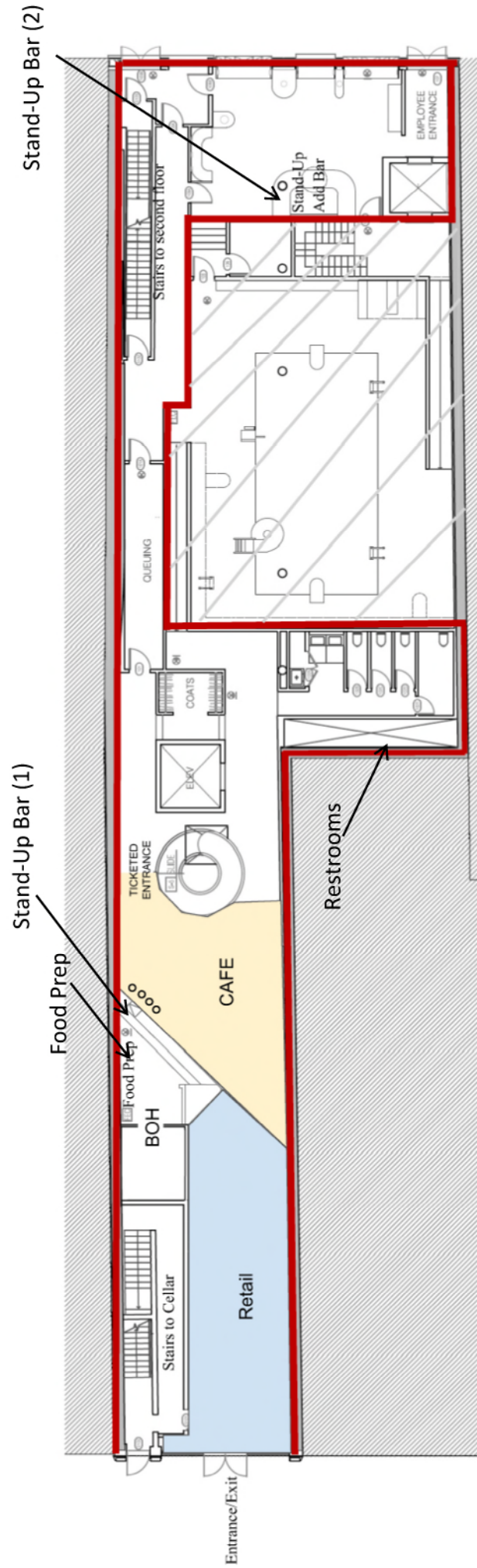
Thank you for your cooperation. Please return this questionnaire along with the other required documents as soon as you can. This will expedite your application and avoid any unnecessary delays. Use additional pages if necessary.



Community Board 2,  
Manhattan SLA Licensing Committee  
Donna Raftery, Co-Chair  
Robert Ely, Co-Chair

Current  
558 Broadway LLC  
First Floor

2 Stand-Up bars, 4 bar stools

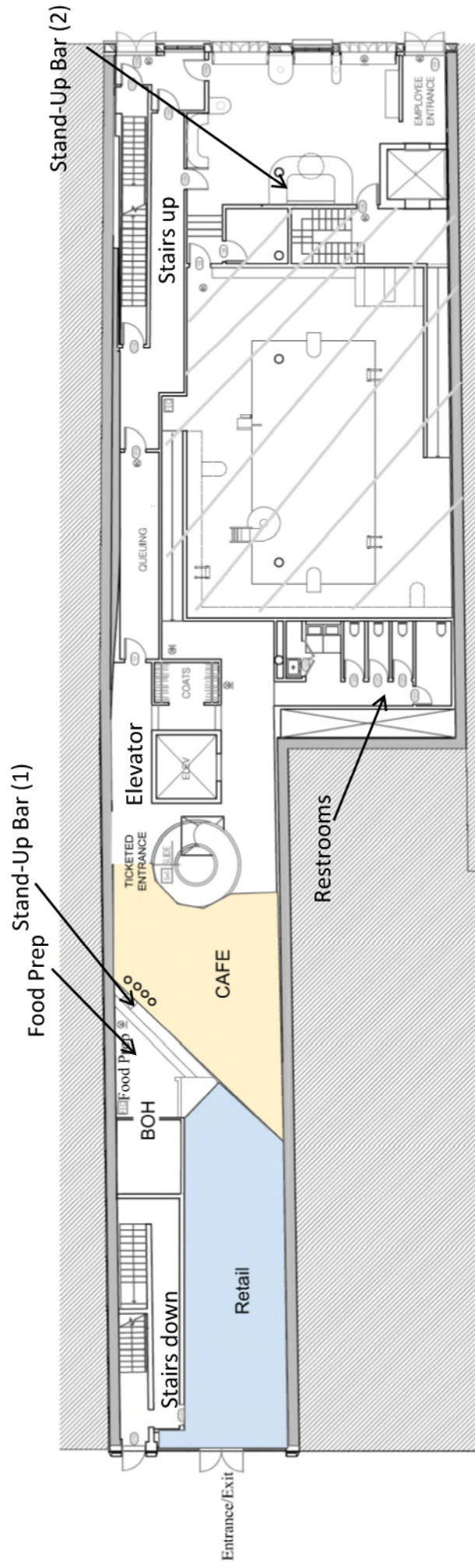


— Licensed space



Proposed  
558 Broadway LLC  
First Floor

2 Stand-Up bars, 4 bar stools



Proposed  
558 Broadway LLC  
Cellar

**ARCHITECTURE FIRM**  
www.architecturefirm.com  
804-308-8007  
**M.P.P. ENGINEER-OF-RECORD**  
**AK Engineering PC**  
276 5th Ave Suite 907, NY, NY 10001  
212-256-1351

**MED. P.P.A. - DESIGN ENGINEER**  
**Allier Sabor Winber LLC**  
31 Knight Street, Norwalk, CT 06851  
203-866-5538  
**Museum Of Ice Cream**  
558 Broadway  
New York, NY

Notes

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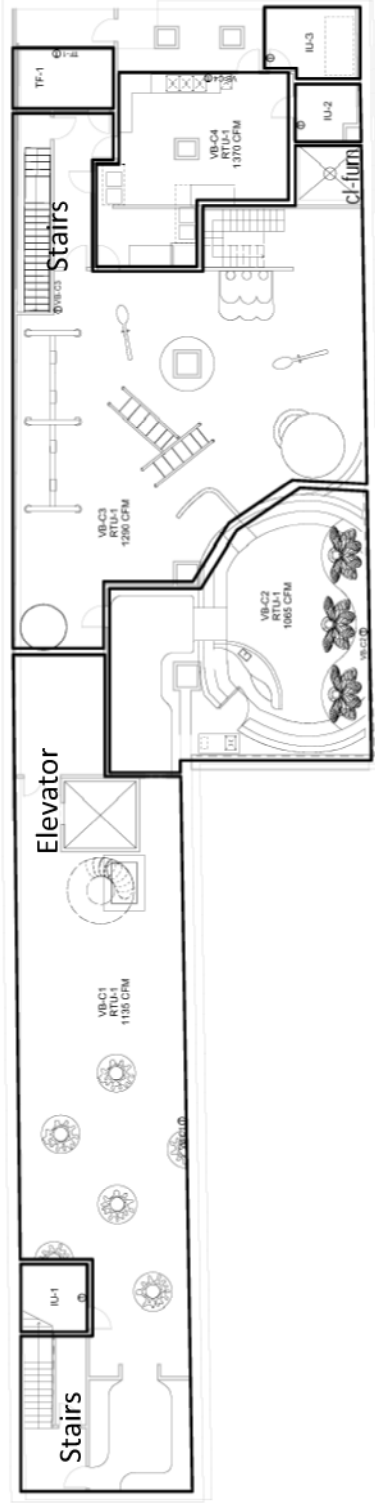
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Stamp

\_\_\_\_\_

Issued for Construction  
30 July 2019  
Prodes Inc.

Mechanical Plan  
Cellar - Zone

1/8" = 1'-0"

ISSUED FOR CONSTRUCTION

M-141

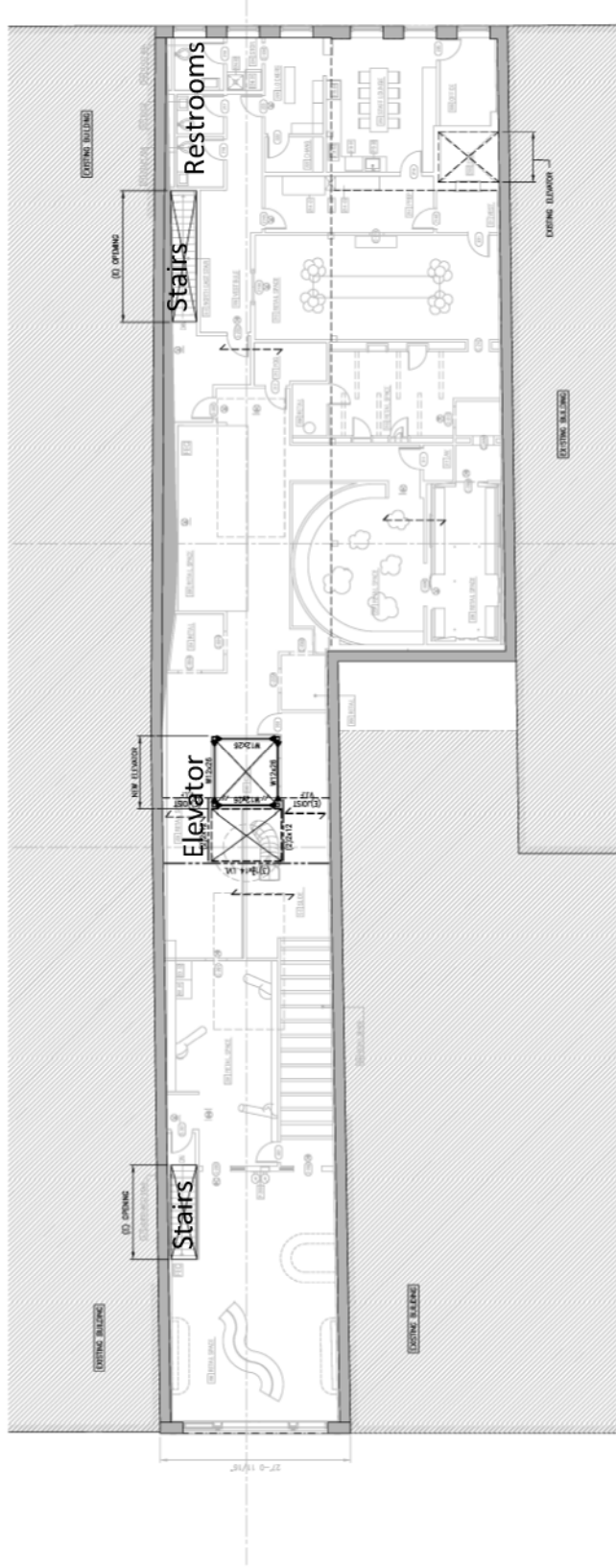
Proposed  
558 Broadway LLC  
Second floor

ARCHITECTURE FIRM  
www.architecturefirm.co  
804-308-8007



Museum Of Ice Cream  
558 Broadway  
New York, NY

Notes



1 SECOND FLOOR FRAMING PLAN  
SCALE: 1/8"=1'-0"  
NOTE: ALL SHALL BE SHOWN WITH THE SAME  
WOOD SPEC OR WPS 2-15 GAUGE



SECOND FLOOR  
FRAMING PLAN

\$103.00

SL-2019-1000

For Construction  
31 July 2019  
Previous Issues  
Per F100

01 April 2019



## ICE CREAM

Single Scoop	\$ XX
Double Scoop	\$ XX
Pint	\$ XX

## FLAVORS

Churro Churro, Cone Zone, Malt Shake,  
Nana Banana, PB&P, Pinata, Queen Bee

*“Make it  
Magical”*

Add Pink Whipped Cream & Sprinkles \$ XX

## SANDWICHES

Vegetarian	\$ XX
Avocado, tomato, roasted peppers, mixed greens, black olive tapenade, extra virgin olive oil & balsamic vinegar	
Fresh Mozzarella	\$ XX
Basil, tomato, extra virgin olive oil & balsamic vinegar	
Grilled Cheese	\$ XX
Wonder bread with sharp cheddar cheese	
PB & J	\$ XX
Wonder bread with peanut butter and fresh jelly	

## DRINKS

Bottled Water	\$ XX
Sparkling Water	\$ XX

