

THE BAR ON MULBERRY LLC  
240 MULBERRY STREET  
NEW YORK, NY 10012

METHOD CHANGE APPLICATION

MANHATTAN COMMUNITY BOARD 2

David Gruber, *Chair*  
Bo Riccobono, *First Vice Chair*  
Jo Hamilton, *Second Vice Chair*  
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*  
Susan Kent, *Secretary*  
Keen Berger, *Assistant Secretary*

## COMMUNITY BOARD No. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE  
NEW YORK, NY 10012-1899

[www.cb2manhattan.org](http://www.cb2manhattan.org)

P: 212-979-2272 F: 212-254-5102 E: [info@cb2manhattan.org](mailto: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):  
THE BAR ON MULBERRYLLC

Trade name (DBA):  
THE MULBERRY

Premises address:  
240 MULBERRY STREET NEW YORK, NY 10012

Cross Streets and other addresses used for building/premise:  
PRINCE AND SPRING STREETS

**CONTACT INFORMATION:**

Principal(s) Name(s):  
LEO JACOB, JUSTIN SIEVERS, PHIL MEYNELL

Office or Home Address: 240 MULBERRY STREET

City, State, Zip: NEW YORK, NY 10012

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact:  
FENIX LIVING

Landlord's Telephone and Fax: [REDACTED]

NAMES OF ALL PRINCIPAL(s):	NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD
LEO JACOB	N/A
JUSTIN SIEVERS	N/A
PHIL MEYNELL	N/A

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

UPSCALE, YET, ACCESSABLE - COCKTAIL FORWARD HIDEAWAY FOR NEIGHBORHOOD AND ENTERTAINMENT INDUSTRY PROFESSIONAL PATRONS.

**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 : METHOD CHANGE

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 METHOD CHANGE APPLICATION - increase closing hour to 4am, adding DJ, adding security.

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: \_\_\_\_\_

N/A

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:

EIGHT MILE CREEK INC, DBA:N/A 01/2000-07/2014.

**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: 6 Year Built : 1901

Describe neighboring buildings:  
MIXED USE, RESIDENTIAL AND COMMERCIAL

Zoning Designation: C6-2

Zoning Overlay or Special Designation (applicable) LI

Block and Lot Number: 494 / 9

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? 60

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? 60

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

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? 1,200 SQ. FEET

If more than one floor, please specify square footage by floors: N/A

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? N/A

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

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

## OVERALL SEATING INFORMATION:

Total number of tables? 13 Total table seats? 49

Total number of bars? 1 Total bar seats? 6

Total number of "other" seats? 0 please explain : N/A

Total OVERALL number of seats in Premises : 55

## BARS:

How many \*stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 6

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 4AM 12PM to 4AM

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 : 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? YES

Please describe your sound system and sound proofing: \_\_\_\_\_  
SOUNDPROOFING MATERIALS PREVIOUSLY INSTALLED . SPEAKERS ARE SMALL SONOS STYLE, SPREAD  
THROUGHOUT THE ENTIRE SPACE SO THAT THE VOLUME MAY BE KEPT AT A LOW, AMBIANT LEVEL.

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: N/A Distance: N/A

Name of School / Church: N/A

Address: N/A Distance: N/A

Name of School / Church: N/A

Address: N/A Distance: N/A

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

Contact Person: JUSTIN SIEVERS Phone: [REDACTED]

Address: N/A

Email : N/A

Application submitted on  
behalf of the applicant by:

\_\_\_\_\_  
Signature

Print or Type Name JUSTIN SIEVERS

Title OWNER

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



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 Liquor License Stipulations

The original signed and notarized form must be returned to the CB2 office by Friday December 17, 2021

I, Justin Sievers as a qualified representative of The Bar on Mulberry LLC d/b/a The Mulberry

Located at 240 Mulberry Street, New York, New York 10012 agree to the following stipulations:

Application Type: [X] OP Tavern [ ] RW [ ] TW [ ] Alteration [ ] Other:

[X] Premise will be advertised and operated as a upscale cocktail lounge

[X] Hours of operation:

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

(Premises will open no later than stated opening time and NO patrons will remain after stated closing time.)

- [X] Will operate with less than a full service kitchen, but will serve food during all hours of operation.
[X] Will not operate as a Sports Bar or allow any portion of premises to be operated in that manner.
[X] Will not operate a backyard garden or other outdoor area for commercial purposes including any sidewalk cafe and/or roadbed seating operating under the Open Restaurants program
[X] Will play quiet ambient recorded background music only, inclusive of any private parties or events. No music will be audible in any adjacent residences anytime.
[X] Will not have televisions.
[X] Will close all doors and windows at 10PM every night, allowing only for patron ingress and egress.
[X] Will ensure there is no congregating on the sidewalk.
[X] Will not install or have French doors, operable windows or open facades.
[X] Will not make changes to the existing facade except to change signage or awning.
[X] Will comply with NYC Department of Buildings Regulations and keep current at all times required Permits and Certificates.
[X] Will not have unlimited drink or unlimited food and drink specials. Will not have "boozy brunches." No pitchers of beer.
[X] There will be no "bottle service" or the sale of bottles of alcohol except for the sale of bottles of beer or wine products.
[X] Will appear before CB2, Manhattan prior to submitting any changes to any stipulation agreed to herein.
Will not have: [X] Dancing [X] DJs [X] Live Music [X] Promoted Events [X] Any event where cover fee is charged
[X] Scheduled Performances [X] Velvet ropes or metal barricades [X] Security Personnel/Doorman.
[X] Will appear before CB2, Man. for alteration to license prior to submitting plans for permanent sidewalk or roadbed seating.

Residents may contact the Manager/Owner at the following phone number. Any complaints will be addressed immediately

Name: Justin Sievers Phone Number: 917-794-4744

Signed [Signature] Print Name Justin Sievers Dated 12/20/21
Sworn to this 20th day of December 2021 Ganesh Ram
Notary Public Ganesh Ram Junior
NOTARY PUBLIC, STATE OF NEW YORK
Registration No. 01RA6418262
Notary Public in Queens County
Commission Expires June 7, 2025

CB2 and Applicant/Licensee request that the SLA add these stipulations to the method of operation/conditions of license.



**PHOTOS WITH CONSENT ONLY  
NO FLASH**



**RESPECT OTHERS' PRIVACY**



**THE MULBERRY GUEST**



**THEMULBERRYBAR**



**HAVE A BALL**

**THE**  
*Mulberry*

M

# COCKTAILS CLASSICS

## **DIRTY MARTINI 29**

Ketel One Vodka or Tanqueray Gin  
*house-made blue cheese olives*

## **VESPER 29**

Tanqueray, Ketel One, Lillet Blanc  
*with a twist*

## **PISCO SOUR 21**

Pisco Logia, Honey, Lemon, Lime,  
Egg White  
*bright & silky*

## **SPICY MARGARITA 23**

Cazadores Blanco, Spicy Ancho, Lime  
*a modern classic*

## **BLACK VELVET 22**

Guinness & Champagne  
*sounds weird but it's fuckin' delicious*

## **COSMOPOLITAN 23**

House-infused Citron Meili Vodka,  
Organic Cranberry, Combier, Lime  
*the 90s are back*

## **OAXACA OLD FASHIONED 25**

Maestro Dobel Diamante, Ilegal Joven,  
Agave, Angostura  
*an agave based take on the classic*

Consuming raw or undercooked foods may increase your risk of foodborne illness.  
Please notify your server of any allergies or dietary restrictions.  
20% gratuity added to parties of 6 or more.

M

# CAVIAR

25g

**HACKLEBACK 110**  
**GOLDEN OSETRA 125**

Creme Fraiche, Chives,  
Blinis, Potato Chips

# BITES

## **SNACK TRIO 12**

Voodoo Chips, Mojo Nuts,  
Honey Mustard Pretzels

## **PIGS IN A BLANKET 25**

Fancy Mustard, Sriracha Ketchup

## **CHARCUTERIE 27**

Fancy Mustard, Cornichons,  
Marcona Almonds

## **CHEESE 27**

Local Honeycomb, Mission Figs,  
Marcona Almonds

# SWEET

## **MACARONS 12**

Assortment of 6



## CHAMPAGNE

**PIERRE MONCUIT** 28/126  
Grand Cru Blanc de Blancs, NV

**BILLECART-SALMON** 450  
Brut Reserve NV

**CHRISTOPHE MIGNON** 315  
Blanc de Noir de Meunier Brut Nature NV

**DOM PERIGNON** 1100  
Brut 2013

**KRUG** 775  
Cuvée 168th Edition 2012

**LAHERTE FRERES** 295  
Rosé de Meunier Extra Brut NV

**MOËT CHANDON** 375  
Brut Imperial Reserve NV

**PERRIER-JOUET** 415  
Blason Rosé NV

**PERRIER-JOUET** 415  
Grand Brut NV

**RUINART** 525  
Blanc des Blancs NV

**RUINART** 525  
Brut Rosé NV

**VEUVE CLICQUOT** 875  
La Grande Dame 2015



## COCKTAILS SPECIALTIES

**CLARA CARIBE** 23  
Coconut-washed El Dorado Rum,  
Pineapple  
*vacation in a glass*

**CUCUMBER SPRITZ** 23  
Hendricks, Rockey's Herbal,  
Lemon, Prosecco  
*exactly what you want*

**AERO MÉXICO** 25  
Illegal Reposado, Aperol, Nonino,  
Lemon, Chocolate Chili Bitters  
*vaya con dios*

**RONIN** 23  
Toki Japanese Whisky, Sage, Demerara,  
Grapefruit Bitters, Laphroaig Mist  
*for those who wander*

**BISOU BISOU** 23  
El Dorado 3 Year, Zacapa 23,  
Strawberry, Basil, Lime  
*like a first kiss*

**CHEE PONO** 22  
Lemongrass Meili Vodka, Contratto  
Bianco, Pineapple Shrub, Cilantro  
*hell yeah*

**AFFUMICATA** 22  
Smoked Beefeater Gin, Campari, Torino  
*sultry & smooth*



## LOW ABV

### **BICICLETTA 18**

Contratto Bianco, Cappalletti, Soda,  
Orange Bitters

### **APEROL SPRITZ 21**

Aperol, Soda, Prosecco

### **AMERICANO 18**

Aperitif, Cocchi Torino, Soda

### **SPAGLIATO 19**

Campari, Cocchi Torino, Prosecco

## ZERO PROOF

### **LOVE CONQUERS ALL 22/99**

Sparkling Adaptogenic Blend of Saffron,  
Pomegranate, Hibiscus,  
Cardamom, Vanilla

### **THE ALIBI 14**

Cucumber, Ginger, Cranberry, Simple

### **GARDEN LEMONADE 14**

Cucumber, Thyme, Lemon, Soda

### **DEER PATH OLD FASHIONED 14**

Seedlip Spice 94, Barley Tea,  
Demerara, N/A Bitters

### **ACQUA PANNA 750ml 10**

### **SAN PELLEGRINO 750ml 10**



## WINE

### RED

#### **ERSTE & NEUE 19/86**

Pinot Nero 2022, Trentino-Alto Adige IT

#### **INCONNU 23/104**

Cab Sauvignon 2017, Sonoma County US

### WHITE

#### **PRA 19/86**

Soave Clasico Otto 2023, Veneto IT

#### **DOMAINE RAIMBAULT 23/104**

Sancerre 2022, Loire Valley FR

### ORANGE

#### **ROBERTO HENRIQUEZ 19/86**

Rivera Del Notro Blanco 2021, Itata Valley CL

## BEER

### DRAUGHT

#### **GUINNESS Irish Stout 13**

### BOTTLES & CANS

#### **PERONI Italian Lager 11**

#### **BROOKLYN East IPA 11**

#### **MILLER HIGH LIFE 7oz Pony 6**

#### **GUINNESS 0 Non-alcoholic Stout 11**

General Notes

No. Revision/Issue Date

Firm Name and Address

**WHITEBOX**  
STUDIO  
41 JOHN ST 3A | NEW YORK | 10038

Project Name and Address

MULBERRY  
240 MULBERRY ST  
New York, NY

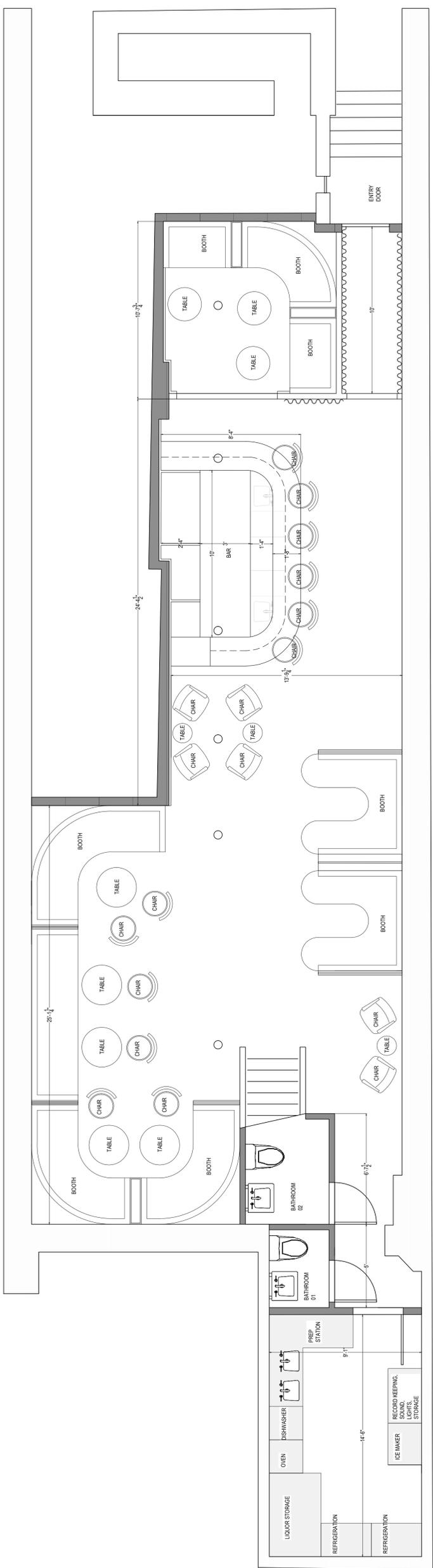
Project BAR LOUNGE

Sheet

Date 11/15/21

**A-01**

Scale As Noted



THE  
*Monberry*  
240 ♦ NYC





