

# Fellini

Pyramid Effect LLC

dba Fellini

176 Seventh Avenue South

New York, New York 10014

## Questionnaire for an Alteration Application

1. Current and Proposed Diagrams
2. Photographs
3. Menu
4. Area Survey with List of Measurements for Reference
5. Department of Buildings Property Profile Page and Certificate of Occupancy
6. NY State Liquor Authority Alteration Application
7. Lease Excerpts

### **BERNSTEIN REDO & SAVITSKY PC**

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:** November 7, 2024

**APPLICANT INFORMATION:**

Name of applicant(s): Pyramid Effect LLC

Trade name (DBA): Fellini

Premises address: 176 Seventh Avenue South

Cross Streets and other addresses used for building/premise:  
Perry Street and West 11<sup>th</sup> Street at the corner of Waverly Place / 174-180 Seventh Avenue and 223-225 Waverly Place

**CONTACT INFORMATION:**

Principal(s) Name(s): Franco Noriega

Office or Home Address: 176 Seventh Avenue South

City, State, Zip: New York, New York 10014

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact: Huang's Holding Corp

Landlord's Telephone and Fax: [REDACTED]

|                                   |                                                          |
|-----------------------------------|----------------------------------------------------------|
| <b>NAMES OF ALL PRINCIPAL(s):</b> | <b>NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD</b> |
|-----------------------------------|----------------------------------------------------------|

|                       |                                     |
|-----------------------|-------------------------------------|
| <u>Franco Noriega</u> | <u>See enclosed license history</u> |
|-----------------------|-------------------------------------|

|          |          |
|----------|----------|
| <u> </u> | <u> </u> |
| <u> </u> | <u> </u> |

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

Fellini operates as an Italian pizzeria restaurant with a menu that includes but not limited to a spinach and cheese frittata, prosciutto pizza, margherita pizza and a Tuscan pate plate with an assortment of coffees  
They also offer desserts including tiramisu and a pistachio olive oil cake. Fellini is a family style  
pizzeria 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.)

**The customer bar relocated to the front of the premises and the banquet seating is located where the customer bar used to be. The bar size and number of bar stools will remain the same. Seating decreased from 48 to 44 seats which includes bar stools.**

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

**N/A. The applicant has been operating at the premises with a beer and wine temporary retail permit since**

**December 2022 and a two year beer and wine license since September 2023.**

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: \_\_\_\_\_

**Pyramid Effect LLC / License ID No. 0240-23/139578 and Legacy Serial No. 1354240. Expiration 08/31/2025.**

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:

**176 7<sup>th</sup> Avenue Pizza Ltd dba Rivoli Pizza with a beer and wine license since 1998/ Serial No. 1029493**

## PREMISES:

By what right does the applicant have possession of the premises?

\_\_\_ Own \_\_\_ Lease \_\_\_ Sub-lease \_\_\_ Binding Contract to acquire real property X other: **Lease Assignment**

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

Number of floor: 3 Year Built : Estimated 1922

Describe neighboring buildings:

Mixed

Zoning Designation: C2-6

Zoning Overlay or Special Designation (applicable) Greenwich Village Historical District

Block and Lot Number: 613 / 68

Does the premise occupy more than one building, zoning lot, tax lot or more than one floor? \_\_\_ yes X no

Is the premise located in a historic district? X yes \_\_\_ no

(if yes, have all exterior changes or changes governed by the Landmarks Preservation Commission (LPC) been approved by the LPC? X 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) X no \_\_\_ yes : explain \_\_\_\_\_

What is the proposed Occupancy? 74

Does the premise currently have a valid Certificate of Occupancy (C of O) and all appropriate permits?

\_\_\_ no X yes

If yes, what is the maximum occupancy for the premises? 74

If yes, what is the use group for the premises? The 1917 Certificate of Occupancy is not showing a Use Group.

If yes, is proposed occupancy permitted? X yes \_\_\_ no, explain : \_\_\_\_\_

If your occupancy is 75 or greater, do you plan to apply for Public Assembly permit? \_\_\_ yes X no

Do you plan to file for changes to the Certificate of Occupancy? \_\_\_ yes X 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 X yes

(if yes, please describe: Changing the trade name sign from Tivoli & Fellini to Fellini.

What is the total licensed square footage of the premises? 1,200 square feet

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? **N/A**

How many entrances are there? 1 How many exits? 1 How many bathrooms ? 1 public\*  
\*and 1 employee restroom

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

### OVERALL SEATING INFORMATION:

Total number of tables? **13**    Total table seats? **38**

Total number of bars? 1 Total bar seats? 6

Total number of "other" seats? **None** please explain : \_\_\_\_\_

Total OVERALL number of seats in Premises : **44**

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? **None**

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

Please describe all current and existing bars / bar seats and specific changes: **The 10' foot customer**

**bar moved from the back of the premises to the front of the premises. There is no change in the customer bar size or the number of bar stools.**

\* 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.

What type of establishment will this be? (check all that apply)

Bar      Bar & Food      **X** Restaurant      Club/ Cabaret      Hotel      Other:

What are the Hours of Operation?

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

8am to 12am 8am to 12am 8am to 12am 8am to 12am 8am to 12am 8am to 1am 8am to 1am

Will the business employ a manager? \_\_\_ no X yes, name / experience if known : Rodrigo Paiva

**See enclosed resume**

Will there be security personnel? X 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 X yes

If yes, please describe : Windows will be closed by 10pm Sunday to Thursday and 11pm Friday to Saturday

Will you have TV's ? X no \_\_\_ yes ( how many? ) \_\_\_\_\_

**Type of MUSIC / ENTERTAINMENT:** \_\_\_ Live Music \_\_\_ Live DJ \_\_\_ Juke Box X Ipod / CDs \_\_\_ none

Expected Volume level: X Background (quiet) \_\_\_ Entertainment level \_\_\_ Amplified Music  
(check all that apply)

Do you have or plan to install soundproofing? X no \_\_\_ yes

IF YES, will you be using a professional sound engineer? N/A

Please describe your sound system and sound proofing: Sound system has 3 speakers in the ceiling.

Sound proofing already exists. Further, there are no residential tenants in the building or next to the premises.

Will you be permitting: \_\_\_ promoted events \_\_\_ scheduled performances \_\_\_ outside promoters

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

Do you have plans to manage or address vehicular traffic and crowd control on the sidewalk caused by your establishment? X no \_\_\_ yes ( if yes, please attach plans)

**Since we are a small restaurant we do not anticipate any vehicular traffic or crowds.**

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? X 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: **Franco Noriega** Phone: [REDACTED]

Address: **176 Seventh Avenue South / New York, NY 10014**

Email : [REDACTED]

Application submitted on  
behalf of the applicant by:

***Donald M. Bernstein***

Signature

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

Title **Counsel for applicant**

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

# Fellini

## Current and Proposed Diagrams

14 Tables

42 seats

6 Bar stools

Current Amended Diagram on file with SLA

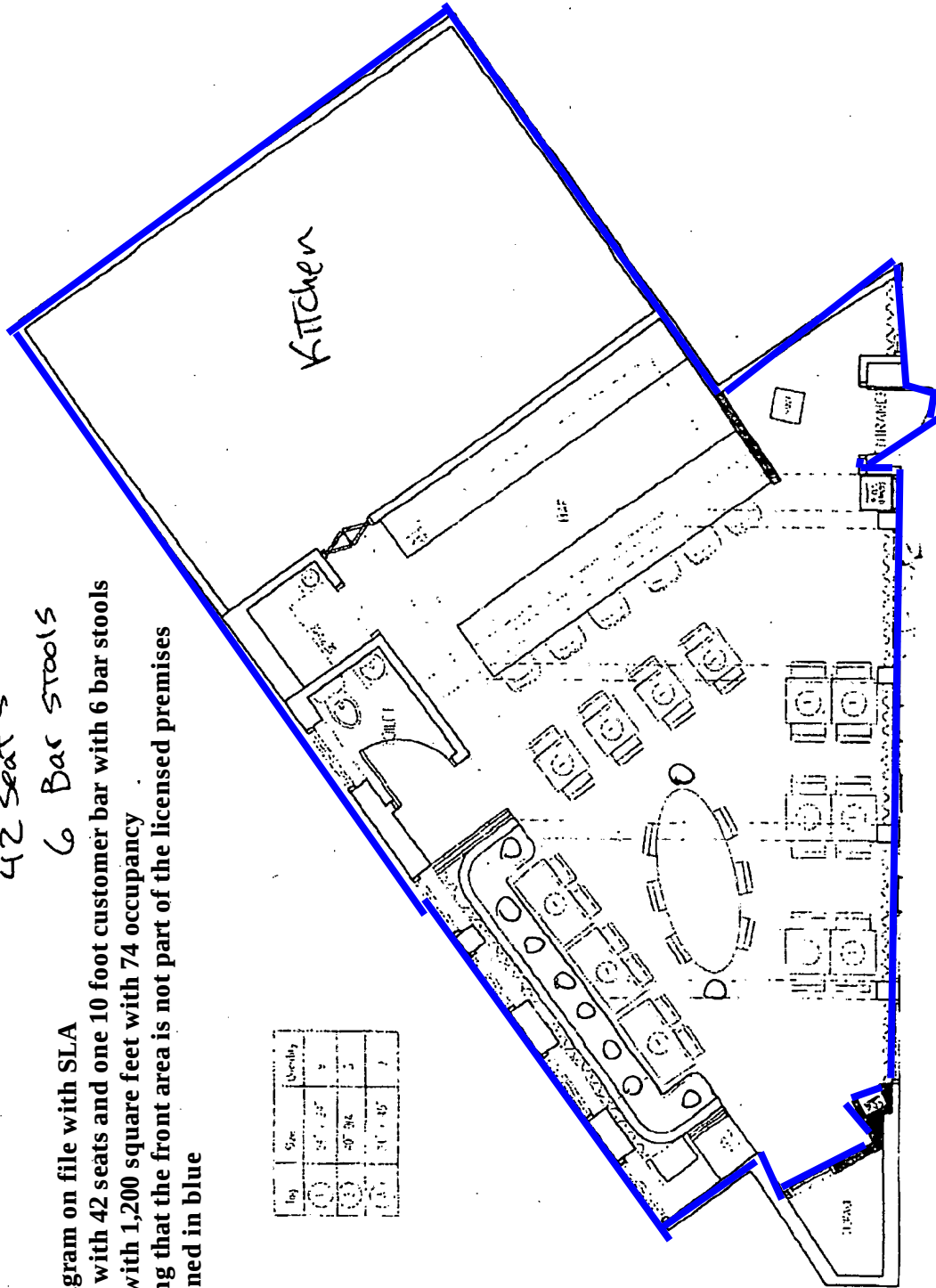
Interior with 14 tables with 42 seats and one 10 foot customer bar with 6 bar stools

Total seating 48 seats with 1,200 square feet with 74 occupancy

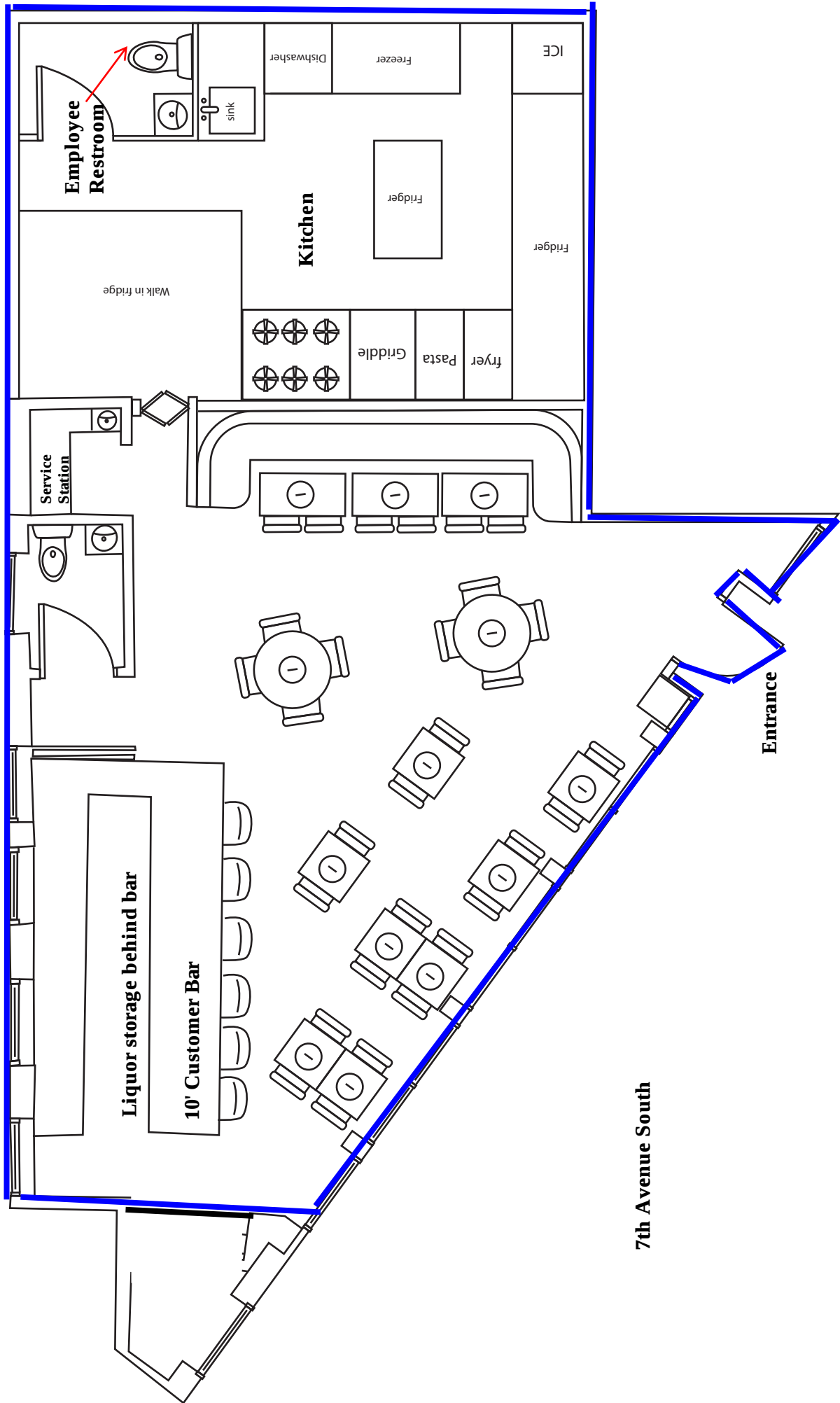
The diagram is showing that the front area is not part of the licensed premises

The premises are outlined in blue

| Tag | Size      | Occupancy |
|-----|-----------|-----------|
| 1   | 12' x 24' | 2         |
| 2   | 30' x 36' | 2         |
| 3   | 3' x 45'  | 1         |



Proposed Amended Diagram with 13 tables with 38 seats and one 10 foot customer bar with 6 bar stools for a total of 44 seats with 1,200 square feet with 74 occupancy. The diagram is showing that the front area is not part of the licensed premises. The premises are outlined in blue



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Photographs

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## Menu

## FOOD

|                                                                                                                                             |              |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>HAM &amp; CHEESE CROISSANT</b> (Served hot)                                                                                              | <b>\$8</b>   |
| <b>EGG SANDWICH</b> (Served hot)<br>croissant with spinach and cheese frittata                                                              | <b>\$9</b>   |
| <b>SPINACH AND CHEESE FRITTATA</b> (Served hot)<br>organic eggs, spinach, parmiggiano & mozzarella                                          | <b>\$7</b>   |
| <b>VEGAN OVERNIGHT OATS</b><br>coconut milk, almond butter, vanilla, granola & seasonal fruits                                              | <b>\$7</b>   |
| <b>CROISSANT</b>                                                                                                                            | <b>\$4.5</b> |
| <b>PROSCIUTTO PIZZETTA</b><br>prosciutto di palma, tomato sauce, buffalo mozzarella                                                         | <b>\$14</b>  |
| <b>MARGHERITA PIZZETTA</b><br>tomato sauce, fresh buffalo mozzarella                                                                        | <b>\$12</b>  |
| <b>CACIO E PEPE ARANCINI</b><br>Cispy rice balls stuffed with fontina and prosciutto,<br>rolled in bread crumbs served in cacio e pepe (X2) | <b>\$14</b>  |
| <b>BURRATA E PROSCIUTTO</b><br>Prosciutto di Parma 24 months aged, olive oil, sea salt,<br>mediterranean olives                             | <b>\$24</b>  |
| <b>TUSCAN PÂTÉ</b><br>Duck liver pate, herbs, spices and a touch of brandy,<br>served with toast                                            | <b>\$22</b>  |
| <b>SNACK TRIO</b><br>castelvestrano olives, italian nuts, cornichons                                                                        | <b>\$12</b>  |

## DESSERTS

|                                                                                                   |              |
|---------------------------------------------------------------------------------------------------|--------------|
| <b>TIRAMISU</b><br>Cookies dipped in espresso layered with mascarpone cheese                      | <b>\$12</b>  |
| <b>PISTACCHIO OLIVE OIL CAKE</b><br>Light and fluffy cake, sweet mascarpone and pistachio filling | <b>\$10</b>  |
| <b>VAINILLA ALMOND CAKE</b><br>Fluffy and light topped with a thin glaze                          | <b>\$7</b>   |
| <b>FELLINI ROCHER COOKIE</b><br>Gianduja, praline, hazelnut cream, chocolate                      | <b>\$5</b>   |
| <b>CHOCOLATE ROLL</b>                                                                             | <b>\$4.5</b> |