

Meeting Date: January 7, 2025

APPLICANT INFORMATION:

Name of applicant(s):
218 Retail Partners LLC

Trade name (DBA):
TBD

Premises address:
218 Bowery

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

CONTACT INFORMATION:

Principal(s) Name(s):
Neil Wong

Office or Home Address: 218 Bowery

City, State, Zip: New York, New York 10012

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact:
Bowery Dreams LLC

Landlord's Telephone and Fax: (646) 299-7228

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

Neil Wong

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

This will be classic American bistro serving comforting
and familiar favorites with a modern inspiration, with
wallet friendly menu pricing

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.)

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

Mister French 2019 - 2021

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: _____

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:

Mister French 2019 - 2021

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: Hotel

Number of floor: 2 Year Built : _____

Describe neighboring buildings:
_____ Commercial building and residential building

Zoning Designation: C 6-1

Zoning Overlay or Special Designation (applicable) _____

Block and Lot Number: 492 / 25

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? n/a

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? 152

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: New signage

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 7000 sf

If more than one floor, please specify square footage by floors: 3500 sf per floor

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? Interior stairwell

How many entrances are there? 1 How many exits? 1 How many bathrooms? 3

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

OVERALL SEATING INFORMATION:

Total number of tables? 23 Total table seats? 75

Total number of bars? 1 Total bar seats? 16

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

Total OVERALL number of seats in Premises : 91

BARs:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 16

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: _____

* 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:
8am to 2am 8am to 2am 8am to 2am 8am to 4am 8am to 4am 8am to 4am 8am to 4am

Will the business employ a manager? ☐ no ☒ yes, name / experience if known : To be decided

Will there be security personnel? ☐ no ☒ yes(if yes, what nights and how many?) 2-3 Thursday - Sunday
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?) one in every guest room

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: Ipod generated with small speakers; the premises
are very well soundproofed from the prior operation, and, if necessary, it will be supplemented

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) One employee will be designated to ensure that people do not loiter in front of these premise, and to encourage Ubers and taxis to quietly and quickly dropp off, pick up and move on.

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: _____

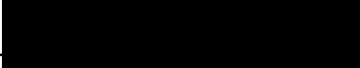
Name of School / Church: _____

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: Neil Wong Phone: 

Address: 218 Bowery

Email: 

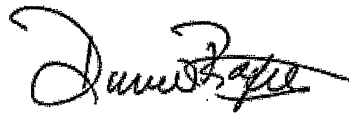
Application submitted on
behalf of the applicant by:

X 
Signature

Print or Type Name Neil Wong

Title Managing Member

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

STARTERS

CHIPS AND SALSA \$10

HOUSE ONION RINGS Made Fresh in House served with Spicy Aioli \$10

CHEESE QUESADILLA Sour Cream, Salsa \$13 Add Chicken +\$5

MOZZARELLA STICKS Served with Marinara Sauce \$13

JUMBO CHICKEN WINGS Small or Large with Buffalo or BBQ Sauce \$15/\$22

BUFFALO CAULIFLOWER Baked in House Buffalo Sauce, Drizzle of Parmesan, served with Carrots and Ranch \$14

CHICKEN TENDERS Crispy Tenders served with Ranch and Honey Mustard \$16

LOADED NACHOS Melted Cheese, Black Beans, Jalapeños, Sour Cream, Salsa \$16 add Chicken +\$5

SALADS, FLATBREADS, AND ENTREES

CHICKEN AVOCADO SALAD Grilled Chicken, Avocado, Baby Spinach, Candied Walnuts, Dried Cranberries, Creamy Lemon Dressing \$22

BBQ CHICKEN FLATBREAD BBQ Chicken, Mozzarella, Red Onion, Basil \$18

GARLIC ROASTED TOMATO AND SPINACH FLATBREAD Tomato, Spinach, Mozzarella, Balsamic Glaze \$18

(VEGAN) FALAFEL & HUMMUS PLATTER Served with Tahini and Pita Bread \$18

FISH TACOS 3 Soft Tacos, Crispy Cod, House Slaw, Remoulade \$23

THE WHA? BURGER Char Grilled, Iceberg, Tomato, Pickles Chipotle Mayo, Fries \$23

PENNE ALLA VODKA Classic Cream, Tomato and Vodka sauce \$21, Add Chicken +\$5

FRIES

Served with Garlic Aioli

REGULAR \$9

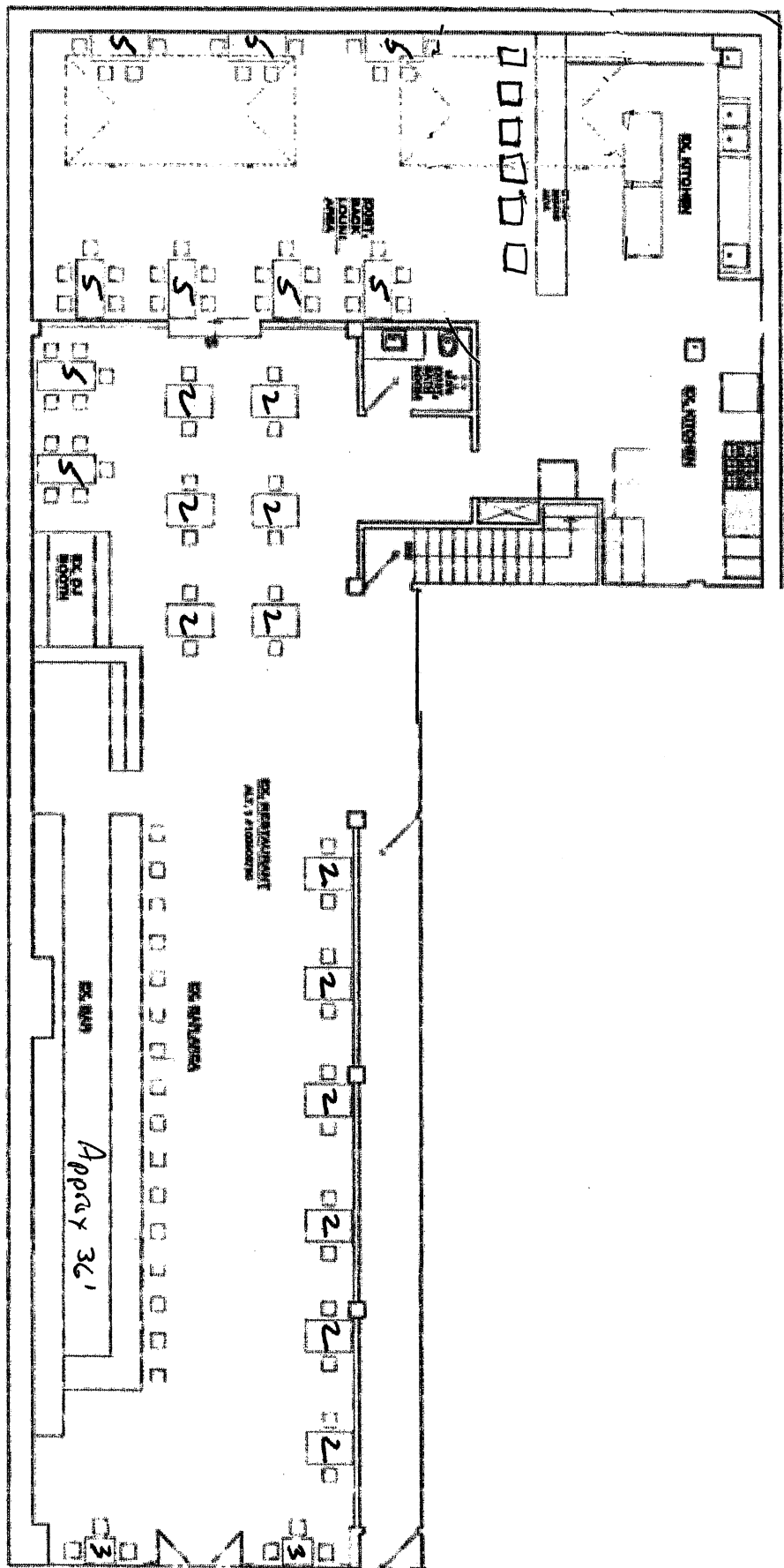
TRUFFLE FRIES \$11

CAJUN FRIES \$9

DESSERTS

NEW YORK CHEESECAKE \$11

BROWNIE SUNDAE \$14



218 Bowery, NYC

23 Tables
75 seats
16 Barstools

EXHIBIT A

