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COMMUNITY BOARD NO. 2, MANHATTAN

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Greenwich Village ❖ Little Italy ❖ SoHo ❖ NoHo ❖ Hudson Square ❖ Chinatown ❖ Gansevoort Market

July 28, 2025

Director
Licensing Issuance Division
NY State Liquor Authority 163 W. 125th Street
New York, New York 10027

Dear Sir/Madam:

At its Full Board meeting on July 24, 2025, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Hex Squared LLC dba Hex & Co 801 Broadway, store no. 4 10003 (TW–Board Game Café)

i. **Whereas**, the Applicant and Applicant's attorney appeared before Community Board 2, Manhattan's SLA Committee #1 to present an application to the NYS Liquor Authority for a new Tavern Wine License to operate an all-day café featuring board games on the ground floor of a seven (7)-story mixed-use building (ca. 1930) on Broadway between East 12th and East 11th Streets (Block #563/Lot#37); and

ii. **Whereas,** the ground floor storefront location is approximately 3,200 sq. ft. with 2,750 sq. ft. on the ground floor connected via both an interior staircase and a sidewalk vault to a 450 sq. ft basement, the basement being used for storage purposes only with no patron use, there are approximately 30 tables and 106 seats and one (1) bar with no seats for a total seated occupancy of 106 persons; there is a Place of Assembly permit dated 1/24/2017 for an eating and drinking establishment with 124 persons for the 1st floor an cellar; the premises has one (1) door which will serve as patron ingress and egress and one (1) bathroom; and

iii. **Whereas,** the Applicant's hours of operation will be Sundays through Saturdays (7 days a week) from 9 AM to 11 PM, music will be background only from iPods/CDs/streaming services; there will be no TVs, no dancing, no DJ's, no promoted events, no live music or scheduled performances and no cover fees, no velvet ropes or metal barricades and no security personnel/doorman; there is no outdoor seating; and

iv. **Whereas,** the premises to be licensed had been licensed for beer and wine under PQ Union Square Inc dba Le Pain Quotidien (Lic ID # 0240-19-112987) which had been operating at the location since approximately 2008, the Applicant opening the café with board games in December/2023 and having sent a 30-day notice to CB2 on 9/11/2024 for a tavern wine license, was placed on CB2's SLA Committee October/2024 agenda and failed to appear, they

filed their liquor license application with the NYSLA on 11/1/2024, were issued a temporary license which expired after 6 months and they were issued another temporary license which they are currently operating under; neither the Applicant or their Attorney offered any explanation in October/2024 or at this month's SLA Committee meeting for their previous failure to appear; and

v. **Whereas**, there already are a significant number of licensed establishments in both Community Board 2 and in the immediate area, there being **43 active licensed premises** within 750 feet of the proposed premises to be licensed according to LAMP and an additional 2 pending licenses within this same area, this application being for the service of beer and wine only and thus not subject to the 500 Foot Rule, the hours being reasonable with the location having been previously licensed for the service of beer and wine; and

vi. **Whereas,** the Applicant has executed and has had notarized a Stipulations Agreement with Community Board 2, Man. that they agreed to submit to the NYSLA and agreed would be attached and incorporated into the "method of operation" of the Tavern Wine License, with those stipulations as follows:

1. Will operate as an all-day café featuring board games with less than a full kitchen but with the kitchen open and serving food until closing every night.
2. The hours of operation will be from Sundays through Saturdays (7 days a week) from 9 AM to 11 PM. All patrons will be cleared, and no patrons will remain after stated closing time.
3. Will not operate a backyard garden or any other outdoor area for commercial purposes including any sidewalk café and/or roadbed seating.
4. Will play recorded background music at conversational levels only. No music will be audible in any adjacent residences at any time.
5. Will not have televisions.
6. Will close all doors and windows at all times, allowing only for patron ingress and egress.
7. Will not install or have French doors, operable windows or open facades.
8. Will not make changes to the existing façade except to change signage or awning.
9. Will comply with NYC Department of Buildings Regulations and keep current at all times required Permits and Certificates.
10. Will not have unlimited drink or unlimited food and drink specials. Will not have "boozy brunches." No pitchers of beer.
11. Will not have any of the following: dancing, DJs, live music, promoted events, any event where a cover fee is charged, scheduled performances, velvet ropes or barricades or doormen/security personnel.
12. Will not add more principals as presented to CB2 with greater than 20% share of business prior to submission of original application to the NYSLA.
13. Will appear before CB2, Manhattan prior to submitting changes to any stipulation agreed to herein.

THEREFORE BE IT RESOLVED that CB2, Man. recommends **denial** of the application for the Tavern Wine License for **Hex Squared LLC dba Hex & Co 801 Broadway, store no. 4 10003, unless** the statements the Applicant has presented are accurate and complete, and that those conditions and stipulations agreed to by the Applicant above are incorporated into the "method of operation" on the NYSLA Liquor License.

Vote: Unanimous, 37 Board Members in favor.

We respectfully request that your agency take action consistent with the positions expressed in the above.

Sincerely,

Donna Raftery, Chair
SLA Licensing 1 and 2 Committees
Community Board #2, Manhattan

Valerie De La Rosa, Chair
Community Board #2, Manhattan

VDLR/em

cc: Hon. Daniel Goldman, Congressman
Hon. Brad Hoylman-Sigal, NY State Senator
Hon. Brian Kavanagh, NY State Senator
Hon. Deborah J. Glick, NY State Assembly
Hon. Grace Lee, State Assembly Member
Hon. Brad Lander, NYC Comptroller
Hon. Michael Levine, Man. Borough President
Hon. Erik Bottcher, NYC Council Speaker
Hon. Christopher Marte, NYC Council Member
Hon. Carlina Rivera, NYC Council Member
Thomas Donohue, Deputy Commissioner of Licensing, NY State Liquor Authority

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Community Board 2 Liquor License Stipulations

The original signed and notarized form must be returned to the CB2 office by Friday, July 18, 2025.
If not returned 24 hours prior to CB2s full board meeting, the application will be denied.

I, Gregory May as a qualified representative of Hex Squared LLC dba Hex & Co. located at 801 Broadway, Store #4, Street, New York, NY 10003 agree to the following stipulations:

Application Type: ☐ OP Restaurant/Tavern ☐ RW ☒ TW ☐ Alteration ☐ Other:

☒ Premise will be advertised and operated as an all day café featuring board games.

☒ Hours of operation:

Sunday:	9 AM	to	11 PM	Thursday:	9 AM	to	11 PM
Monday:	9 AM	to	11 PM	Friday:	9 AM	to	11 PM
Tuesday:	9 AM	to	11 PM	Saturday:	9 AM	to	11 PM
Wednesday:	9 AM	to	11 PM				

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

☒ Will operate with less than a full service kitchen but will serve food during all hours of operation.

☒ Will not operate as a Lounge, Tavern or Sports Bar or allow any portion of premises to be operated in that manner.

☒ Will not operate a backyard garden or any other outdoor area for commercial purposes including any sidewalk café and/or roadbed seating.

☒ Will play recorded background music at conversational levels only. No music will be audible in any adjacent residences at any time.

☒ Will not have televisions.

☒ Will not have private parties.

☒ Will close all doors and windows at all times, allowing only for patron ingress and egress.

☒ Will not have patron occupancy/service to any portion of the basement of licensed premises.

☒ Will not install or have French doors, operable windows or open facades.

☒ Will not make changes to the existing façade except to change signage or awning.

☒ Will comply with NYC Department of Buildings Regulations and will keep current at all times required Permits and Certificates.

☒ Will not have unlimited drink or unlimited food and drink specials. Will not have "boozy brunches." No pitchers of beer.

☒ There will be no "bottle service" or the sale of bottles of alcohol except for the sale of bottles of beer or wine products.

Will not have: ☒ Dancing ☒ DJs ☒ Live Music ☒ Promoted Events ☒ Any event where cover fee is charged ☒ Scheduled Performances ☒ Velvet ropes or metal barricades ☒ Security Personnel/Doorman.

☒ Will not add more principals as presented to CB2 with greater than 20% share of business prior to submission of original application to the NYSLA.

☒ Will appear before CB2, Man. prior to submitting any changes to any stipulation agreed to herein.

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

Name: Gregory R May Phone Number: (646) 524-5163

Signed

Gregory R May
Print Name

07/14/2025
Date

Sworn to this 14th day of July 2025

ELLEN LEE
Notary Public, State of New York
No. 01LE6109987
Qualified in Queens County
Commission Expires May 24, 2028

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