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COMMUNITY BOARD No. 2, MANHATTAN

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COMMUNITY BOARD 2 APPLICATION FOR A LIQUOR LICENSE

Please fill out this questionnaire, including the date, and return to the Community Board 2 office by email to arrive **no later than the month's due date** which can be found on CB2 Manhattan's website (<https://cbmanhattan.cityofnewyork.us/cb2/resources/sla-questionnaire/>). When meetings return to in person, please also provide an additional 5 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 scheduled 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 (including Beer and Wine) within 500 ft. of this location.
2. If the license being applied for is subject to the 500 ft. rule, please provide a copy of the public interest statement that will be submitted to the SLA.
3. Floor plans of the premise, clearly indicating the location of all entrances and exits, windows, bars, tables and chairs, patron and employee bathroom(s) and kitchen layout to be licensed. Please include seat and table counts on the plans for each area. **If outdoor seating of any kind is included in the application please download and complete CB2 SLA's Addendum for Outdoor Seating.** For any multi-floor, multi-room or hotel applications, please provide detailed plans for each floor and/or separate areas to be included in the licensed premises that are clearly labeled.
4. Proposed menu with general price ranges, if applicable.
5. Certificate of Occupancy or Letter of No Objection for the premises showing that the proposed use is permitted, including specific use of all outdoor areas within the property line.
6. If unable to show the proposed use is permitted, including for outdoor areas within the property line, please provide a detailed explanation for how the proposed use sought will be permitted and please provide any plans filed or to be filed with the Buildings Department.
7. Letter of Understanding or Letter of Intent from the Landlord.

8. Provide proof of community outreach to area block associations and immediately impacted residents in the building and surrounding area to notify them of your pending application and Community Board meeting information. Copies of any mailings to, and signatures or letters from Residential Tenants at location and from surrounding buildings may be submitted with home address and contact information. (i.e. a letter from the neighborhood block association or petition in support with home address and contact information.)
9. A copy of your NYS Liquor Authority application as it will be submitted to the SLA (excluding financial information).
10. If this is for a **Corporate Change**, please provide the **Current Approved Corporate Set-Up and the Proposed Corporate Set-Up** along with existing executed stipulations with CB2 if applicable.
11. If this is for any type of **Alteration Application**, please provide detailed information regarding the current situation and the proposed changes outlined as an addendum. If adding or subtracting space, please provide current and proposed diagrams.
12. If this application is for a **Change in Method of Operation**, please provide the current method of operation and the proposed changes in method of operation as an addendum.

Meeting Date: August 5/7, 2025

APPLICANT INFORMATION:

Name of applicant(s):

The 3 & 10 Bar LLC

Trade name (DBA):

The 3 & 10 Bar

Premises address:

220 West Houston Street, New York, NY 10014

Cross Streets and other addresses used for building/premise:

Avenue of the Americas & Varick Street; no other addresses used

CONTACT INFORMATION:

Principal(s) Name(s):

Neena Dutta & Luisenny Cardozo Medina

Office or Home Address:

City, State, Zip:

Telephone #:

email :

Landlord Name / Contact:

220 West Houston St. LLC

Landlord's Telephone and Fax: (212) 989-3100

NAMES OF ALL PRINCIPAL(s):

NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD

Neena Dutta

The Brooklynier, 220 West Houston Street, New York, NY 100014

Cena Brooklyn, 601 Greenwood Avenue, Brooklyn, NY 11218

Luisenny Cardozo Medina

Cena Cantina, 138 Havemeyer Street, Brooklyn, NY 11211

Pomo BK, 2122 Beekman Place, Brooklyn, NY 11225

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

We will offer a unique and welcoming dual-concept establishment, seamlessly transitioning from a vibrant morning coffee destination to a lively evening restaurant. Our name, "3 and 10," subtly evokes the notion of a guest's cordial welcome while gently reminding them of the passage of time – a playful nod to the concept of not overstaying one's welcome, yet always feeling valued. We are a space where patrons can comfortably enjoy their chosen experience, whether it's a quick coffee on the go or a leisurely evening with friends. Our décor reflects our approachable and inclusive spirit, aiming to create a relaxed and enjoyable atmosphere for all. As a woman owned establishment, we also plan on showcases other small businesses in various ways.

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 : Temporary Retail Permit

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

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

We, the applicant, will purchase the assets of current licensee and make minor cosmetic changes to the premises.

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

The Brooklyneer has been operating as restaurant at the proposed location since 2010.

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: _____

Brooklyn Local Draft LLC, d/b/a The Brooklyneer, LID 0340-22-113478, expires 09/20/2026

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:

The Brooklyneer, as per above.

PREMISES:

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

☐ Own ☐ Lease ☐ Sub-lease ☐ Binding Contract to acquire real property ☒ other: pending lease assignment

Type of Building: ☐ Residential ☐ Commercial ☒ Mixed (Res/Com) ☐ Other: _____

Number of floor: 3 Year Built : 1900

Describe neighboring buildings:

The proposed premises is adjacent to a tavern and rehabilitation center.

Zoning Designation: R6

Zoning Overlay or Special Designation (applicable) None

Block and Lot Number: 528 / 15

Does the premise occupy more than one building, zoning lot, tax lot or more than one floor? ☒ yes ☐ no

The premises occupies 2 floors (ground floor and basement).

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? 75

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? 75

If yes, what is the use group for the premises? Restaurant, Use Group 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 ☒ (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: The awning will be replaced with the new tradename.

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 2,300 sq.ft

If more than one floor, please specify square footage by floors: Ground Floor - 1,529.5 sq.ft, Basement - 770.5 sq.ft

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? Stairs to basement

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

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

OVERALL SEATING INFORMATION:

Total number of tables? 10 Total table seats? 36

Total number of bars? 1 Total bar seats? 12

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

Total OVERALL number of seats in Premises : 48

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 12

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

Any food counters? X no yes, describe : _____

For Alterations and Upgrades: (N/A)

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)

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

What are the Hours of Operation?

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

6am to 3am 6am to 3am 6am to 3am 6am to 3am 6am to 4am 6am to 4am 6am to 4am

Will the business employ a manager? ☐ no ☒* yes, name / experience if known : Manager to be determined.

*Principal Luisenny Cardozo Medina will also manage the premises. She has six years experience managing Cena in Brooklyn.

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 : The premises has windows that open. They will be closed by 10pm every night.

Will you have TV's ? ☐ no ☒ yes (how many?) 8

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? No

Please describe your sound system and sound proofing: 3 ceiling mounted speakers for streaming recorded music and DJ.

Will you be permitting: ☒* promoted events ☐ scheduled performances ☐ outside promoters

*Will schedule ticketed childrens' events with DJ on Sundays.

☐ 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) Staff will monitor vehicular traffic and pedestrians in front of establishment to ensure that no traffic congestion or crowds form.

Will you be utilizing ☐ ropes ☐ movable barriers ☐ other outside equipment (describe) _____

None

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: Neena Dutta Phone: [REDACTED]

Address: [REDACTED]

Email : [REDACTED]

Application submitted on
behalf of the applicant by:



Signature

Print or Type Name Neena Dutta

Title LLC 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, Chair



CAPABILITY STATEMENT: 3 AND 10 BAR

Company Overview

3 and 10 offers a unique and welcoming dual-concept establishment, seamlessly transitioning from a vibrant morning coffee destination to a lively evening restaurant with a developed cocktail and mocktail program. ***Our name, "3 and 10," subtly evokes the notion of a guest's cordial welcome while gently reminding them of the passage of time – a playful nod to the concept of not overstaying one's welcome, yet always feeling valued.*** We are a space where patrons can comfortably enjoy their chosen experience, whether it's a quick coffee on the go or a leisurely evening with friends. Our décor reflects our approachable and inclusive spirit, aiming to create a relaxed and enjoyable atmosphere for all.

Core Competencies & Services

- **Premium Coffee & Morning Fare:** We provide a comprehensive selection of high-quality coffee beverages, from espresso and lattes to cold brews, available for both dine-in and convenient grab-and-go service through our dedicated bar window.
- **Casual Cocktails for Everyone:** Our bar specializes in "casual cocktails for everybody," offering a diverse menu that caters to a wide range of tastes. From classic concoctions to innovative new mixes, our focus is on approachable and well-crafted drinks that are enjoyable for both seasoned cocktail enthusiasts and those new to the bar scene.
- **Dynamic Day-to-Night Ambiance:** Our operational hours are thoughtfully structured to cater to various demographics and needs throughout the day:
 - **6 AM - 11 AM:** Morning Hours: A vibrant hub for coffee and breakfast, ideal for commuters and early risers.
 - **11 AM - 4 PM:** Lunch Crowd: A comfortable setting for casual lunches, business meetings, or a relaxed midday break.
 - **4 PM - 7 PM:** Happy Hour: An inviting atmosphere to unwind after work with special pricing on select drinks and appetizers.
 - **7 PM - Closing:** Evening Fun: A lively and engaging environment for socializing, enjoying drinks, and late-night entertainment.
- **Flexible & Welcoming Space:** 3 and 10 is designed to be adaptable for various occasions, from individual visits to small group gatherings. Our friendly staff is committed to providing excellent service and ensuring a pleasant experience for every guest.
- **Community & Family:** we recognize that we are close to and adjacent to a few neighborhoods which are residential, the West Village, TriBeCa, East Village.



We intend to host community events, including but not limited to showcasing small businesses, especially woman owned in our shadowbox as an exhibit; hosting Sunday morning “baby raves,” for parents to come and relax while their kids dance in a closed environment; and, pop-up dining experiences for Sunday supper.

Target Audience

Our diverse offerings appeal to a broad demographic, including:

- **Morning Commuters & Local Professionals:** Seeking quick and quality coffee, breakfast, and a convenient bar window service.
- **Lunchtime Diners:** Individuals and groups looking for a casual and comfortable spot for a midday meal.
- **After-Work Socializers:** Professionals and friends seeking a relaxed atmosphere for happy hour.
- **Evening Entertainers:** Individuals and groups looking for a lively and fun spot to enjoy cocktails and socialize.
- **Community Members & Neighbors:** Anyone living or working nearby seeking a welcoming and versatile establishment for a variety of social occasions throughout the day, where they can feel at home and connect with others.

Behind the Name

- New York has been a beacon for people from all of the world, and just as the US, the hospitality industry is built on the strength of immigrants.
- In immigration law, there is the 3 year and 10 year rule, as well as the permanent bar. The name is a respectful nod to the hospitality professionals who have helped to build the \$300 billion dollar industry in the US today.

Contact Information

- **Address:** 220 W Houston St, New York, NY 10014, United States
- **Phone Number:** 917-757-9169
- **Email Address:** info@3and10.com

THE 3 & 10 BAR MENU

Global Hand Pies (The Main Event!)

Discover the delightful diversity of fillings and crusts from across the globe.

1. Empanadas (Latin America) - \$5 each or 3 for \$12

- **Classic Beef:** Savory ground beef, onions, peppers, olives, and hard-boiled egg, encased in a golden, flaky pastry.
- **Chicken & Aji Amarillo:** Shredded chicken, potato, and a creamy, mild Peruvian yellow pepper sauce, in a tender cornmeal or wheat crust.
- **Spinach & Cheese (Vegetarian):** Fresh spinach, ricotta, mozzarella, and a hint of nutmeg, baked until golden.
- *Served with a side of homemade Chimichurri or Aji Verde dipping sauce.*

2. Samosas (India & Beyond) \$5 each or 3 for \$12

- **Spiced Potato & Pea (Vegetarian):** Diced potatoes, green peas, and aromatic Indian spices (cumin, coriander, turmeric) in a crispy, triangular pastry shell.
- **Keema (Minced Lamb):** Flavorful minced lamb, peas, and a blend of garam masala, ginger, and garlic, fried to perfection.
- *Served with a side of cooling Mint Chutney or Tamarind Chutney.*

3. Savory Meat Pies (United Kingdom/Australia) \$5 each or 3 for \$12

- **Traditional Steak & Ale:** Tender chunks of beef, slow-cooked in a rich ale gravy with carrots and onions, topped with a golden puff pastry lid.
- **Chicken & Mushroom:** Creamy filling of chicken, sautéed mushrooms, and herbs, enrobed in a shortcrust pastry.
- *Served with a dollop of HP Sauce or a side of mushy peas.*

4. Other Global Hand Pies \$5 each or 3 for \$12

- **Börek (Turkey/Balkans) - Spinach & Feta Swirl:** Layers of thin, flaky phyllo pastry filled with a savory blend of spinach, feta cheese, and herbs, baked until crisp.
- **Pasty (Cornwall, UK) - Traditional Miner's Pasty:** Hearty chunks of beef, potato, swede (rutabaga), and onion, seasoned and baked in a crimped pastry case.

Global Main Courses

Expanding our journey, here are some hearty and flavorful main dishes from around the world.

1. Tacos (Mexico) \$10 plate (3)

- **Street-Style Carnitas:** Slow-braised pork, finely chopped, served on warm corn tortillas with diced onion, cilantro, and a squeeze of lime.
- **Baja Fish:** Crispy fried white fish, shredded cabbage, and a creamy chipotle sauce, nestled in a soft flour tortilla.
- **Vegetarian Calabacitas:** Sautéed zucchini, corn, onion, and poblano peppers, with cojita cheese, on corn tortillas.

2. Kati Rolls (India) \$10 (3)

- **Chicken Tikka:** Marinated and grilled chicken tikka pieces, wrapped in a flaky paratha with spiced onions and green chutney.
- **Paneer Bhurji (Vegetarian):** Crumbled paneer (Indian cheese) cooked with onions, tomatoes, and spices, rolled in a crispy paratha.
- **Vegetable Kati:** Grilled and spiced vegetables, rolled in a whole-wheat roti (vegan).

3. Chicken Tagine (Morocco) \$20

- Tender chicken slow-cooked with preserved lemons, green olives, saffron, and aromatic spices. Served with fluffy couscous.

4. Vegetarian Lasagna (Italy) \$20

- Layers of pasta, rich tomato sauce, creamy béchamel, spinach, ricotta, and mozzarella cheese, baked to golden perfection.

Limited Global Sides & Accompaniments – one side \$7 or 3 for \$15

Perfect pairings to complete your hand pie or main course experience.

- **Yucca Fries:** Crispy fried yucca sticks, served with a zesty garlic dipping sauce.
- **Basmati Rice Pilaf:** Fluffy basmati rice, lightly spiced with cardamom and cloves.
\$7
- **Coleslaw with a Twist:** Cabbage and carrot slaw with a hint of mango and a light, tangy dressing.
- **House Salad:** Mixed greens, cherry tomatoes, cucumber, and a simple vinaigrette.

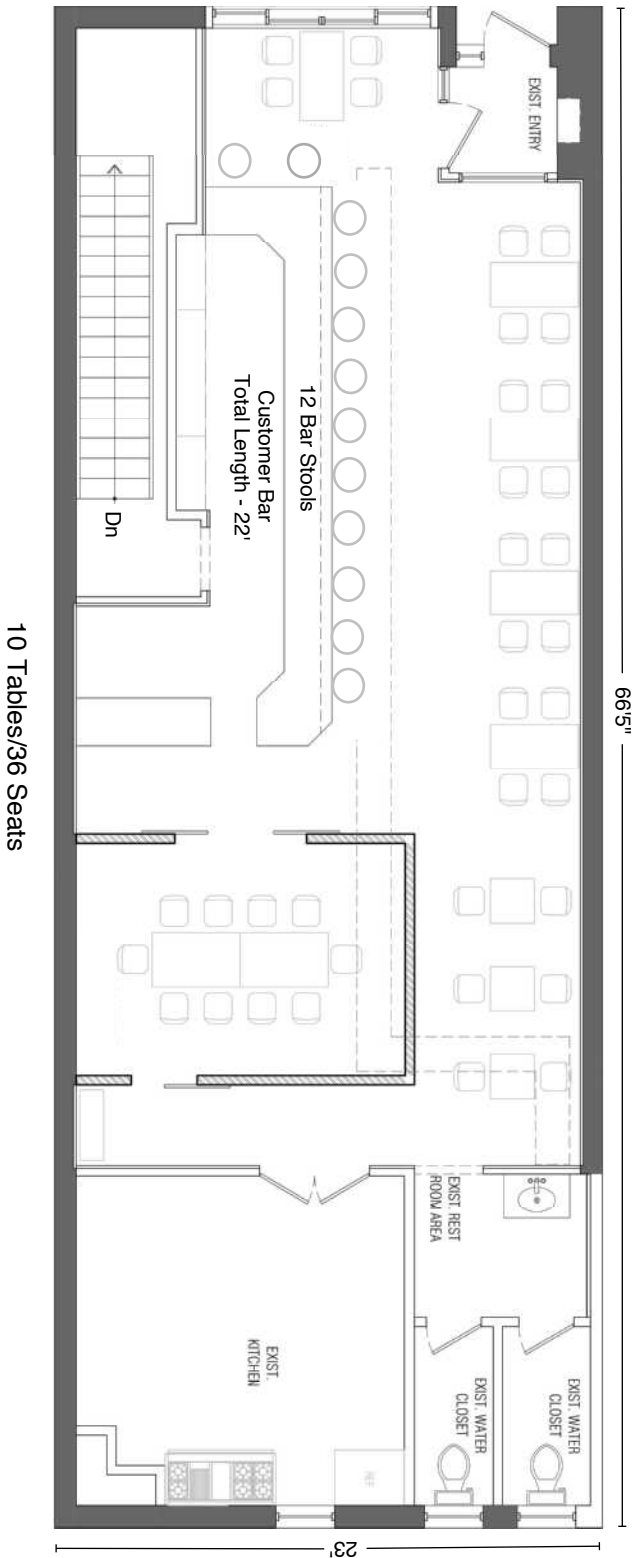
Sweet Endings (Dessert Hand Pies) - \$8

A sweet version of our favorite portable treats.

- **Apple & Cinnamon Empanada:** Sweetened apple filling with warm cinnamon, baked in a tender pastry.
- **Cardamom & Pistachio Samosa:** A sweet take on the samosa, filled with a rich blend of cardamom-spiced nuts and dried fruits.
- **Seasonal Fruit Turnovers:** Flaky pastry filled with fresh, seasonal fruit.

Please note: Due to our focus on fresh, authentic ingredients, some items may be subject to seasonal availability.

WEST HOUSTON STREET



Proposed Ground Floor Diagram
The 3 & 10 Bar LLC
220 West Houston Street
New York, NY 10014
NOT to SCALE

