

**APPLICANT INFORMATION:**

Name of applicant(s):  
WOAH WATTS LLC

Trade name (DBA):  
PENDING

Premises address:  
40 THOMPSON STREET, NEW YORK, NY 10013

Cross Streets and other addresses used for building/premise:

GRAND STREET & WATTS STREET

**CONTACT INFORMATION:**

Principal(s) Name(s):  
MICH JIGARJIAN

Office or Home Address: 40 THOMPSON STREET

City, State, Zip: NEW YORK, NY 10013

Telephone #: \_\_\_\_\_ email : 

Landlord Name / Contact:  
7G 15 WATTS ST. LLC

Landlord's Telephone and Fax: \_\_\_\_\_

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

MICH JIGARJIAN      THE ROCKAWAY HOTEL (SN#: 1326125)

\_\_\_\_\_

\_\_\_\_\_

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

PLEASE SEE DECK ENCLOSED FOR DETAILED EXPLANATION OF CONCEPT AND PROPOSED DAILY OPERATIONS.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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.)

N/A, THIS IS A NEW APPLICATION.

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

PREMISES PREVIOUSLY USE AS AN EVENT AND ACTIVATION SPACE FOR RED BULL.

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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, NO ACTIVE LICENSES CURRENTLY EXIST AT PROPOSED PREMISES.

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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:

ENTRECOTE WATTS LLC (SN#: 1297278); ECIB SOHO LLC (SN#: 1322298); AND GMG INDUSTRIES INC (SN#: 1243897).

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PLEASE SEE LAMP SCREENSHOTS ATTACHED FOR REFERENCE.

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**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: 7 Year Built : 1928

Describe neighboring buildings:

MIXED-USE (COMMERCIAL & RESIDENTIAL)

Zoning Designation: M1-5/ R10

Zoning Overlay or Special Designation (applicable) SNX

Block and Lot Number: 476 / 62

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 : 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 N/A

What is the proposed Occupancy? 250

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

no  yes \* CO CHANGES CURRENTLY PENDING

If yes, what is the maximum occupancy for the premises? 250

If yes, what is the use group for the premises? EATING AND DRINKING ESTABLISHMENT

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

PREMISES CURRENTLY HAS A CO THAT IS VALID FOR EATING AND DRINKING. THE APPLICANT IS CURRENTLY MAKING CHANGES TO EXPAND OCCUPANCY.

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: N/A

**INTERIOR OF PREMISES:**

What is the total licensed square footage of the premises? 6,250 SQ. FT TOTAL

If more than one floor, please specify square footage by floors: 3,400 SQ. FT 2ND FLR & 2,850 SQ. FT 3RD FLR

If there is a sidewalk café, rear yard, rooftop, or outside space, what is the square footage of the area?

N/A, THE PREMISES IS LOCATED ON THE 2MD & 3RD FLOOR. THERE IS NO OUTDOOR SEATING.

If more than one floor, what is the access between floors? INTERNAL STAIRS & ELEVATOR.

How many entrances are there? 2 How many exits? 2 How many bathrooms ? 4

Is there access to other parts of the building?  no  yes, explain: n/a

**OVERALL SEATING INFORMATION:**

Total number of tables? 33 Total table seats? 86

Total number of bars? 2 Total bar seats? 13

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

Total OVERALL number of seats in Premises : 99

**BARS:**

How many \*stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 13

How many service bars are being applied for on the premises? 1

Any food counters?  no  yes, describe : N/A

***For Alterations and Upgrades:***

Please describe all current and existing bars / bar seats and specific changes: \_\_\_\_\_

N/A, THIS IS A LICENSE NEW APPLICATION.

\* 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: \_\_\_\_\_

\* FOR THE PURPOSE OF THE SLA  
PLEASE SEE ENCLOSED DECK.

What are the Hours of Operation?

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

Will the business employ a manager?  no  yes, name / experience if known : COLE BERNARD

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? \_\_\_\_\_

Please describe your sound system and sound proofing: \_\_\_\_\_

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: \_\_\_\_\_ Distance: \_\_\_\_\_

Name of School / Church: \_\_\_\_\_

Address: N/A Distance: \_\_\_\_\_

Name of School / Church: \_\_\_\_\_

Address: \_\_\_\_\_ Distance: \_\_\_\_\_

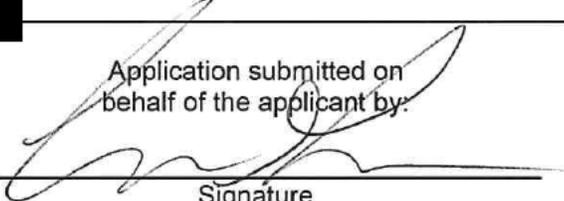
Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: MICHI JIGARJIAN Phone: \_\_\_\_\_

Address: 40 THOMPSON STREET, NEW YORK, NY 10013

Email 

Application submitted on behalf of the applicant by:

  
Signature

Print or Type Name HELBRAUN LEVEY LLP

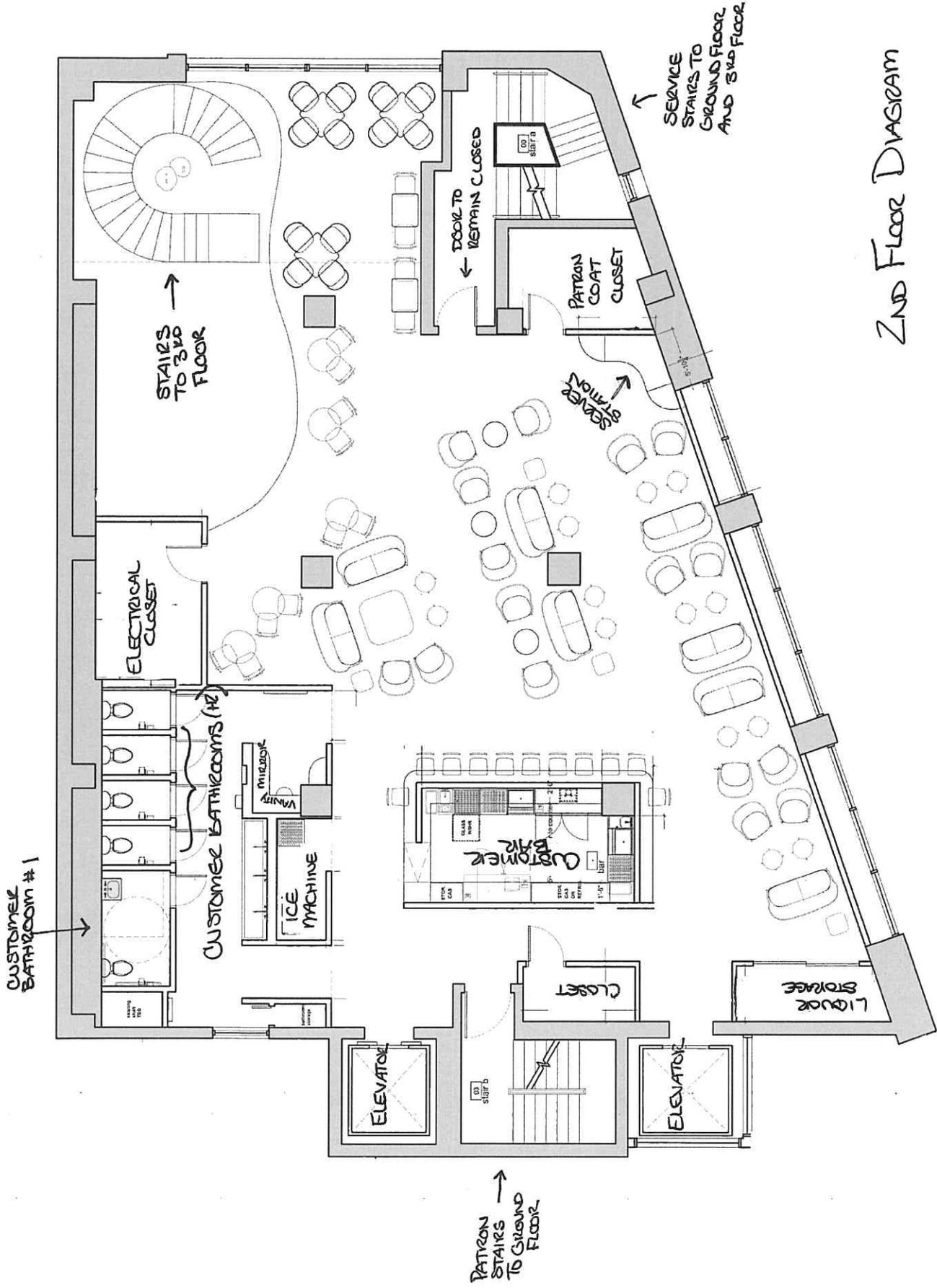
Title REPRESENTATIVE

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.

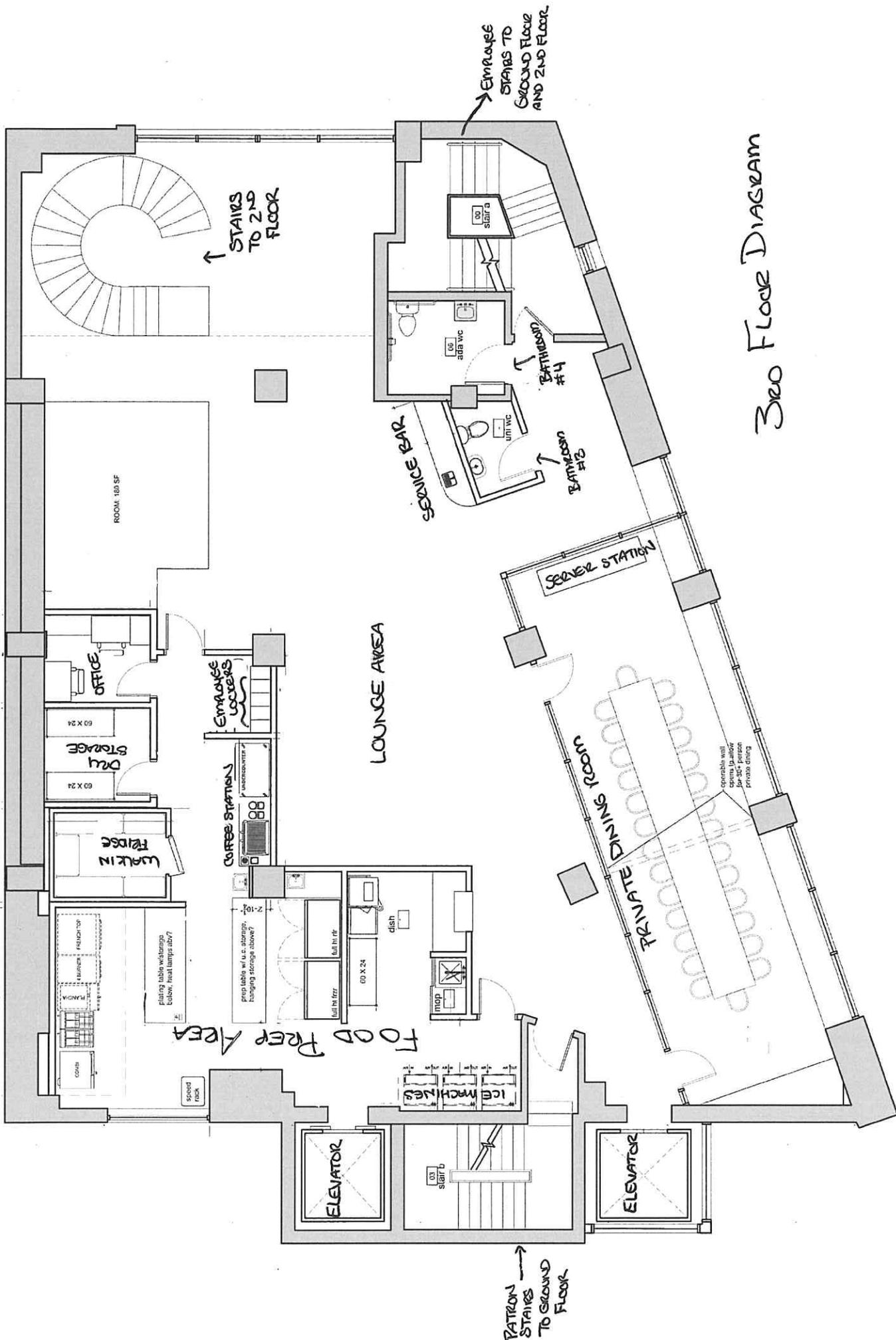




Community Board 2, Manhattan  
SLA Licensing Committee  
Carter Booth, Co-Chair  
Robert Ely, Co-Chair



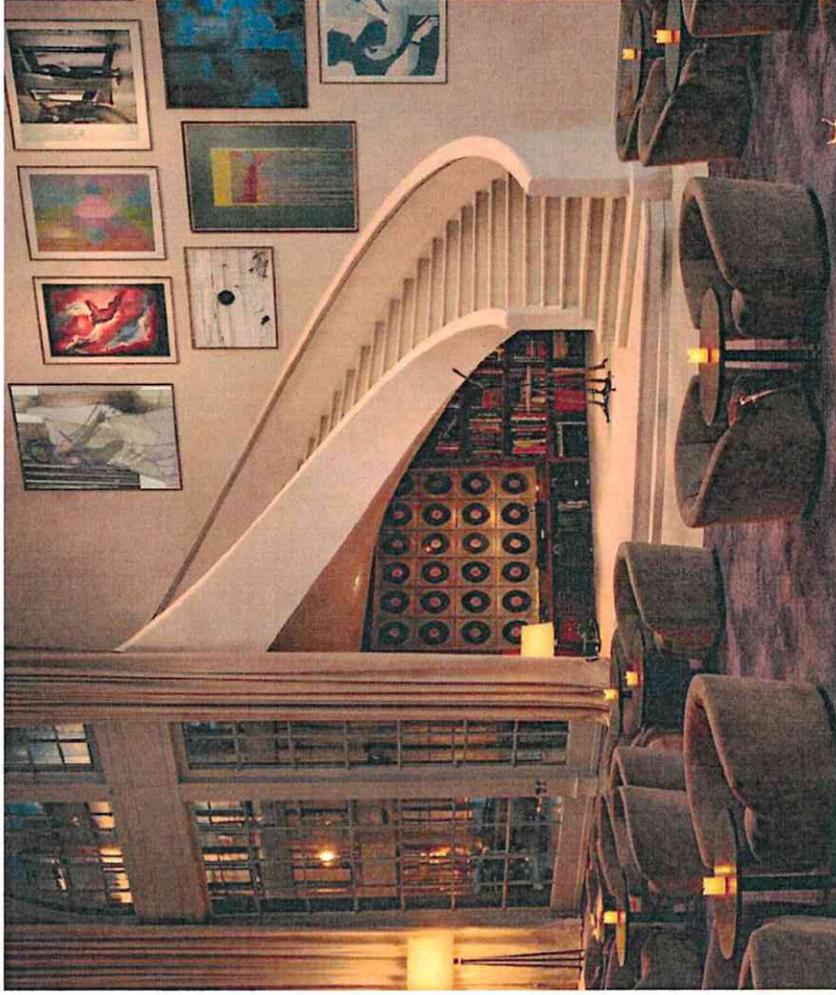
2ND FLOOR DIAGRAM



3RD FLOOR DIAGRAM

## THE ARTIST'S SALON, REIMAGINED.

The concept is about creating an environment where guests can feel something real. Warmth, texture, emotion, excitement, grit. Each night becomes a portrait of downtown's creative serendipity.

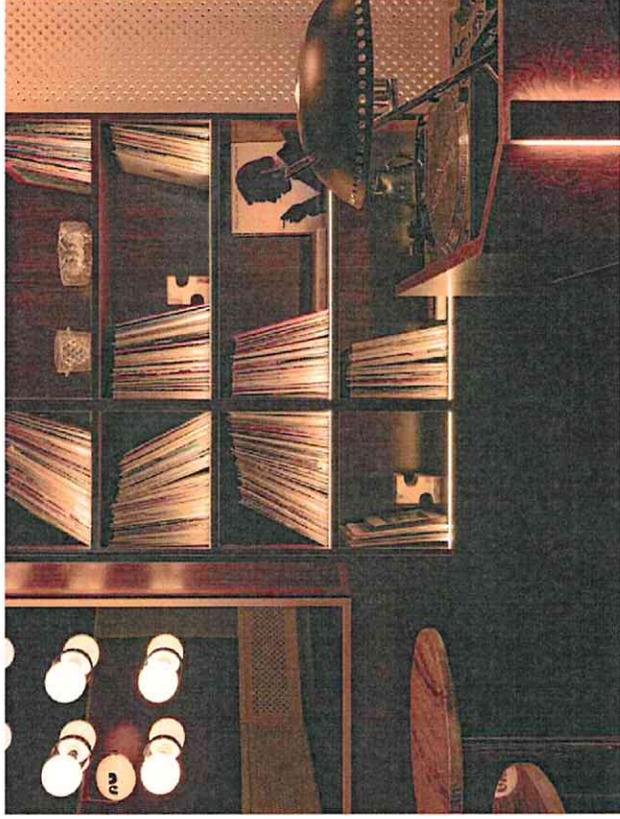
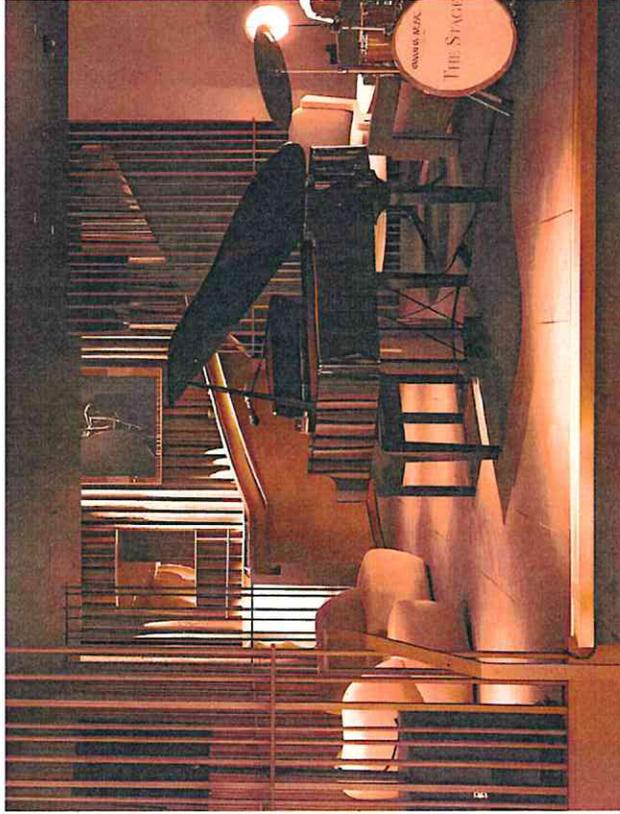


## PILLAR ONE: ART AND NEIGHBORHOOD CULTURE

### "Hyper-Local Placemaking"

- WOAHT™ Curated: Permanent and rotating contemporary art installations integrated throughout the lounge and studio levels, developed by WORK OF ART HOLDINGS (WOAHT™)
- The Watts Studio Narrative: Our daytime operations are dedicated to content production and archival research, honoring the industrial and artistic history of SoHo and Thompson Street.
- Local Discovery: Utilizing the Monthly Residency to spotlight emerging local talent, providing them a platform alongside global cultural icons.
- Archival Focus: Actively bringing art and artists back to SoHo by rooting programming in neighborhood history and culture.



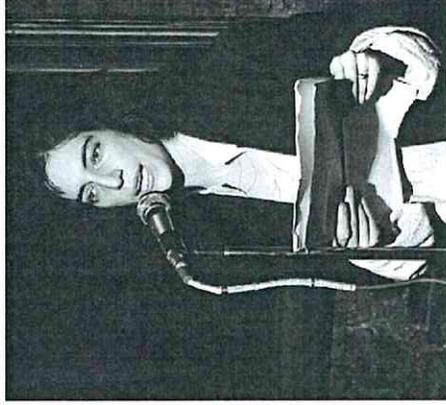
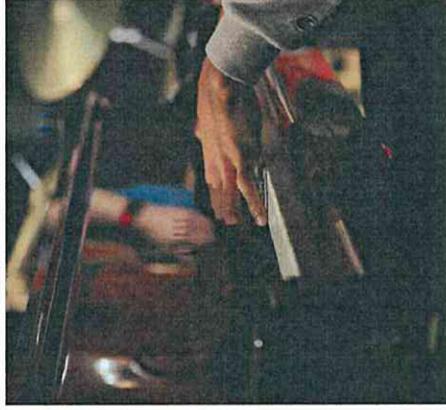
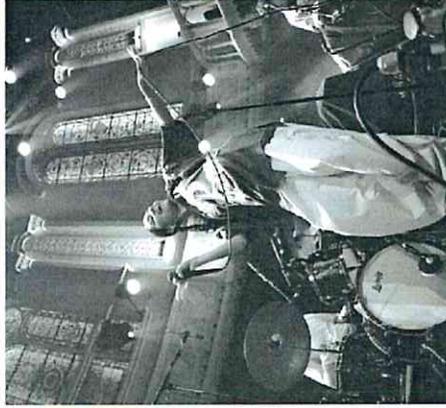


## THE HEARTBEAT OF THE CONCEPT IS THE MUSIC AND PERFORMANCE PROGRAMMING ...THE STORIES THAT TIE EVERYTHING TOGETHER.

Every detail is considered: placement, acoustics, sightline, light. The stage glows, hums, and fades as the night evolves, always in conversation with the room. Live sets, vinyl nights, collaborations that move between genres and generations. Patty Smith, Black Thought, Lady Wray, Dave Guy, Stretch Armstrong, Mark Ronson, QuestLove...

## PILLAR TWO: MUSIC AND PERFORMANCE

- 40 Thompson On Air: A professional upstairs studio (The Watts Studio) dedicated to recording live sessions, podcasts, and artist interviews.
- Partnerships: Continued collaboration with YoungArts to showcase emerging performance talent.
- Radio-First Cultural Engine: A cultural hub where live performance is captured as high-value, dynamic content for digital distribution.
- The Signature Weekend: Once a month, 40 Thompson is curated by a visionary cultural leader (e.g., Jose Parla, Mara Hoffman, Rashid Johnson). This marquee weekend serves as the venue's cultural anchor.
- The Artist-in-Residence selects all musicians and guest speakers for the weekend, ensuring a cohesive and high-fidelity creative "pulse."
- Cultural Value: This model prioritizes deep listening and engagement over high-volume social scenes, attracting an engaged, intent-driven audience.



## THE PERFORMANCE HAPPENS DOWNSTAIRS...

The story continues upstairs...  
The podcast studio, doubling as a private dining room, captures the moment while the energy is still real.  
A set becomes a conversation.  
A conversation becomes culture.

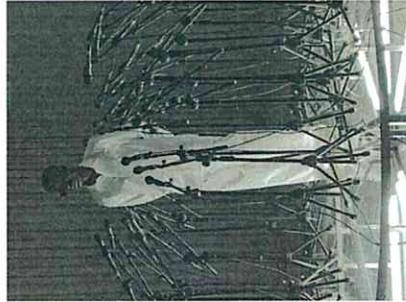
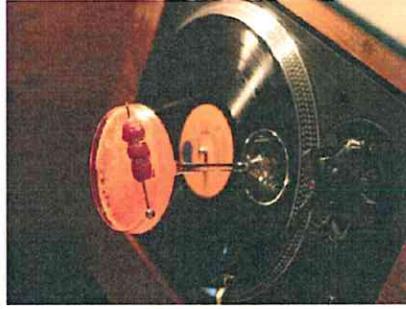


DESIGN PROVIDES THE FRAME,  
PEOPLE GIVE IT LIFE.

Art at 40 Thompson isn't static. It defines the culture of the space where everyone can see themselves...

It's where musicians, painters, performers and poets intersect naturally.

Artists aren't background; they are the rhythm. The room shifts with them.

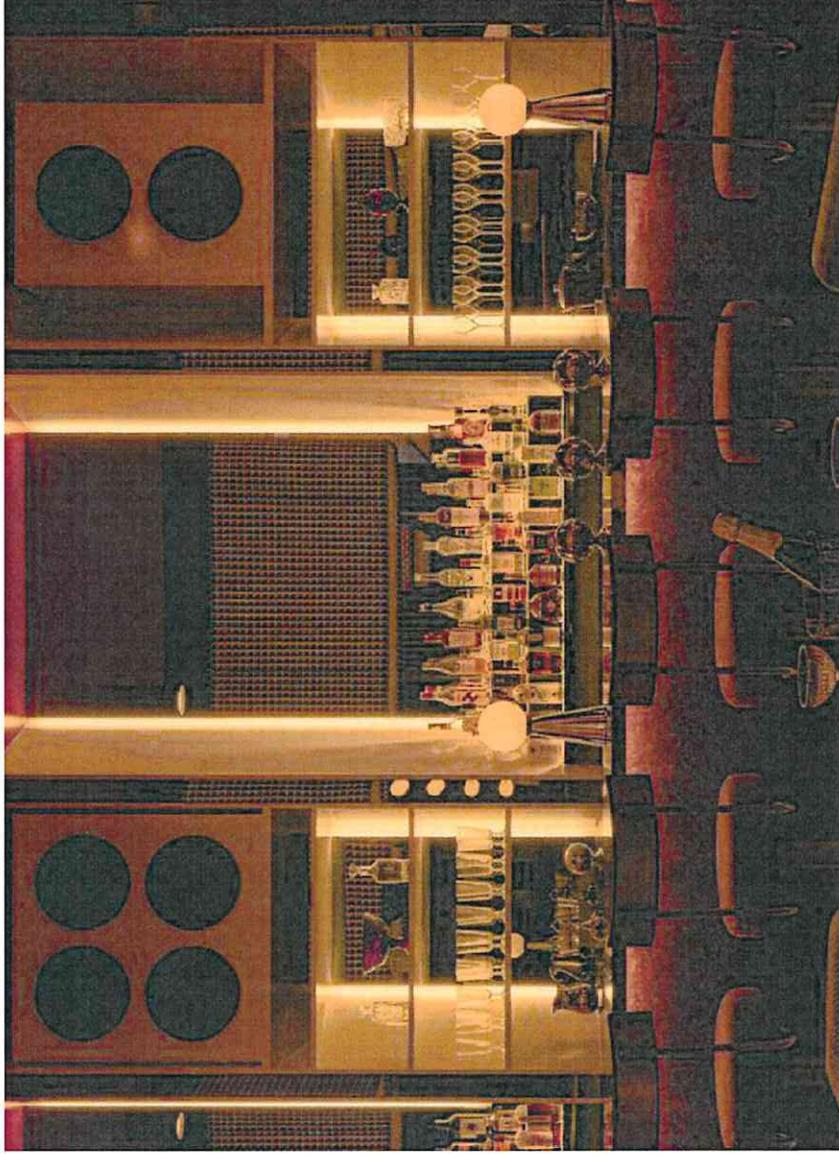


## THE PULSE OF THE ROOM.

Most nights are designed to distract. 40 Thompson exists to engage.

The bartender shakes. The lights shift. The tempo changes. A conversation turns into collaboration. Suddenly, the night belongs to everyone in the room.

This is the new SoHo. Raw, romantic, and alive with resonance.



## PILLAR THREE: CULINARY & HOSPITALITY

### "Elevated & Sustainable"

- Hospitality Partner: Managed by world-class operational partners to ensure professional, community-conscious service standards.
- Bespoke F&B: A refined menu of small bites and cocktails, featuring local partnerships with F&B-focused talent (e.g. Desserts by Paris Starr; bites by Chef Tara Thomas)
- Target Demographic: A sophisticated, mature audience attracted to cultural depth rather than high-volume nightlife.





**FOOD AND DRINK,  
FOLLOW THE SAME PHILOSOPHY AS THE SPACE.  
CRAFTED TO MAKE PEOPLE FEEL SOMETHING.**

The menu is anchored in small bites — elevated, precise, and meant to move with the night. Nothing heavy. Nothing that slows the room down. Just flavor, texture, and ease.

Cocktails are crafted with the same intention. Clean lines. Strong spirals. Subtle layers that catch the light and shift with the energy of the room. They are designed to hold a conversation, not distract from it.

For private events, 40 Thompson Chef will create bespoke menus that mirror the tone of the gathering. Quietly luxurious. Perfectly edited. Always in conversation with the space.

The F&B program doesn't compete with the experience. It completes it.

# MENU

## SMALL BITES

BEEF TARTARE BITE  
 HAND-CUT BEEF, CAPERS, MUSTARD, CRISP TOAST  
 OCTOPUS CARPACCIO  
 THINLY SLICED OCTOPUS, CITRUS, OLIVE OIL  
 FRIED CALAMARI  
 LIGHTLY CRISPED, LEMON, CHILI  
 SHRIMP CEVICHE  
 CURED SHRIMP, CITRUS, HERBS  
 TUNA SASHIMI & TOBIKO  
 CLEAN CUTS, BRINY FINISH  
 SPINACH PIE  
 FLAKY PASTRY, HERBS, FETA  
 AVOCADO SPRING ROLLS  
 CRISP ROLL, HERBS, DIPPING SAUCE  
 VEGETABLE SKEWER  
 SEASONAL VEGETABLES, OLIVE OIL  
 BEEF SKEWERS  
 GRILLED BEEF, WARM SPICES  
 CHICKEN TANDOORI SKEWERS  
 YOGURT-MARINATED, GENTLY SPICED  
 CHEESE PLATE  
 CURATED SELECTION, ACCOMPANIMENTS  
 CHARCUTERE PLATE  
 HOUSE SELECTION OF CURED MEATS  
 FISH ACCRA  
 CRISP COD FRITTERS, HERBS

## PLATES

WAGYU SLIDERS  
 SOFT BUNS, RESTRAINED GARNISH  
 STEAK FRITES  
 CLASSIC CUT, CRISP FRIES  
 LAMB PARMENTIER  
 SLOW-COOKED LAMB, POTATO  
 LOBSTER COUSSANT ROLL  
 WARM LOBSTER, BUTTERED PASTRY  
 STEAMED STRIPED BASS  
 LEMON CONDIMENT, CLEAN FINISH  
 CRISPY ROAST CAULIFLOWER  
 GOLDEN EDGES, DEPTH OF FLAVOR  
 MUSHROOM RISOTTO  
 SLOW-STIRRED, SEASONAL MUSHROOMS  
 DESSERT  
 STRAWBERRY TART  
 FRESH FRUIT, DELICATE CRUST  
 SEASONAL SELECTION  
 CHOCOLATE FONDANT  
 WARM CENTER, RESTRAINED SWEETNESS  
 VANILLA CREME BRÛLÉE  
 SILKY OUSTARD, CRISP SUGAR

## COCKTAILS

JASMINE INFUSED VIOCAN BLANCO, SONRISA PLATINO,  
 AGAVE, CAPPELLETTI, PINEAPPLE, CALAMANSI  
 CADETINI  
 MAESTRO DOBEL DIAMANTE, COLD BREW BRANDY  
 LICOR 43, ESPRESSO, CHOCOLATE BITTERS, ROLO  
 BLACK & BASIL  
 KETEL ONE, LIMONCELLO, BASIL LIQUEUR  
 LEMON, BLACKBERRIES, SODA  
 FIRE BEFORE SMOKE  
 CREYENTE, MEZCAL, HIBISCUS, LIME  
 EGG WHITE, HABANERO TINCTURE, TAJIN RIM  
 PENELOPE'S SECRET  
 HIMBIRIMI WINTERBIRD, GREEN CHARTREUSE  
 LUXARDO MARASCHINO, LIME, ROSEMARY MILK PUNCH  
 BANANA SPICE  
 RON ZACAPA, MICHTER'S RYE, BANANA LIQUEUR  
 ALL SPICE DRAM, LEMON  
 WHISKEY SOUR  
 MICHTER'S, BLACK INFUSIONS APRICOT  
 AGAVE, LEMON, EGG WHITE, CHERRIES  
 HE EAST 60TH  
 BELVEDERE "TEN-DIAMOND RYE"  
 CARPANO DRY, ITALICUS

ADD CAMARBUUP

## PILLAR FOUR: COMMUNITY AND REVENUE STRATEGY

### "HIGH VALUE, LOW IMPACT"

- Daytime Operation: Closed to the public. Used exclusively for On Air content production and recording. No daytime foot traffic or sidewalk congestion.
- Partial Buyouts (PBO): Intimate, seated gatherings (e.g., 30-person brand dinners or private celebrations) that ensure an intimate and friendly atmosphere.
- Full Buyouts (FBO): Highly selective activations for cultural anchors like NYFW and Frieze New York.



## WOAH WATTS COMMUNITY

The community around WOAH is made up of artists, musicians, writers, designers, athletes, and cultural leaders whose work shapes contemporary culture across disciplines. It includes Grammy-winning producers and legendary musicians, museum-collected visual artists, acclaimed writers and producers, fashion designers and editors, athletes redefining leadership and excellence, and curators and cultural stewards from some of the world's most respected institutions. What unites this group is not celebrity, but a shared commitment to craft, integrity, and meaningful creative contribution. At 40 Thompson, this community functions as an advisory circle—helping to shape a space they would genuinely want to create within—informing the spirit of the room through art, conversation, and presence, and bringing culture back to SoHo in a way that is human-scaled, intentional, and deeply rooted in its creative lineage.



MARK RONSON, KAWS, MARA, BROCK AKIL, DERRICK ADAMS, NORA JONES, BREANNA STEWART, LEGACY RUSSELL, MIGUEL ENAMORADO, BLACK THOUGHT, NAPHEESSA COLLIER, LADY WRAY, MARA HOFFIMAN, SKYLAR DIGGINS-SMITH, LESIE FRENIER, MARILYN MINTER, RASHID JOHNSON, CARI CHAMPION, & SARAH ARISON.