

P&B Pesetsky & Bookman

The Fourteen Group LLC

Community Board SLA License Questionnaire

Pesetsky & Bookman

Applicant's Alcoholic Beverage Counsel

325 Broadway, Suite 501

New York, NY 10007

www.pb.law | (212) 513-1988 | hello@pb.law

Meeting Date: March 5, 2026

APPLICANT INFORMATION:

Name of applicant(s): The Fourteen Group LLC

Trade name (DBA): TBD

Premises address:
244 West 14th Street, New York, NY 10011

Cross Streets and other addresses used for building/premise:
7th Avenue and 8th Avenue

CONTACT INFORMATION:

Principal(s) Name(s):
Justin Masi and Stephen Orso & Amanda Orso

Office or Home Address: [REDACTED]

City, State, Zip: Port Washington, NY, 11050

Telephone #: [REDACTED]

Landlord Name / Contact:
Superior Management Incorporated

Landlord's Telephone and Fax: [REDACTED]

NAMES OF ALL PRINCIPAL(s):	NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD
<u>Justin Masi</u>	
<u>Stephen Orso</u>	
<u>Amanda Orso</u>	

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

The premises is a restaurant featuring contemporary French-fusion cuisine, designed to evoke a warm, intimate, and welcoming atmosphere. Our mission is to make every customer feel recognized and special—creating a sense of belonging and a true escape in the heart of New York City. Inspired by the charm, elegance, and effortless energy of France, this restaurant offers a refined yet relaxed environment where conversation, connection, and culture are at the center of the experience.

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.)

Transfer of existing liquor license of AW Hospitality LLC, no changes to the current method of operation.

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

AW Hospitality LLC, d/b/a Drai's Supperclub New York

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: _____

AW Hospitality LLC, License ID# 0340-25-111125, expiration date 4/30/2027

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:

Up & Down, 2013 - 2020

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: 2 Year Built : 1920

Describe neighboring buildings:
Mixed Use (Residential and Commercial)

Zoning Designation: C6-2A

Zoning Overlay or Special Designation (applicable) _____

Block and Lot Number: 618 / 10

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? 548

If yes, what is the use group for the premises? UG 12

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: Updated signage

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 9,730 sq ft

If more than one floor, please specify square footage by floors: Ground fl: 4,865 sq ft; basement: 4,865 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? internal staircase

How many entrances are there? 1 How many exits? 1 How many bathrooms? 5

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

OVERALL SEATING INFORMATION:

Total number of tables? 41 Total table seats? 166

Total number of bars? 2 Total bar seats? 20

Total number of "other" seats? 0 please explain: _____

Total OVERALL number of seats in Premises : 186

BARS:

How many * stand-up bars / bar seats are being applied for on the premises? Bars 2 Seats 20

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: n/a

* 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:
12p to 12a 12p to 12a 12p to 12a 12p to 2a 12p to 2a 12p to 2a 12p to 2a

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

Will there be security personnel? no yes(if yes, what nights and how many?) 1 nightly (doorman)
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?) _____

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? Dave Kotch

Please describe your sound system and sound proofing: Extensive soundproofing already in place due to current operations.

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)

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

Restaurant will have interior queuing area for patrons.

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: Pusterblume International PreSchool

Address: 244 W. 14th Street (located upstairs establishment, non-exclusive use) 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: Justin Masi Phone: _____

Address: 244 W 14th St

Email : _____

Application submitted on
behalf of the applicant by:



Signature

Print or Type Name Justin Masi

Title LLC 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

Appx. Breakdown of Table and Seat Capacity by Floor

First Floor

- 23 Tables
- 100 Seats
- 9 Bar seats

Cellar

- 18 Tables
- 66 Seats
- 11 Bar seats

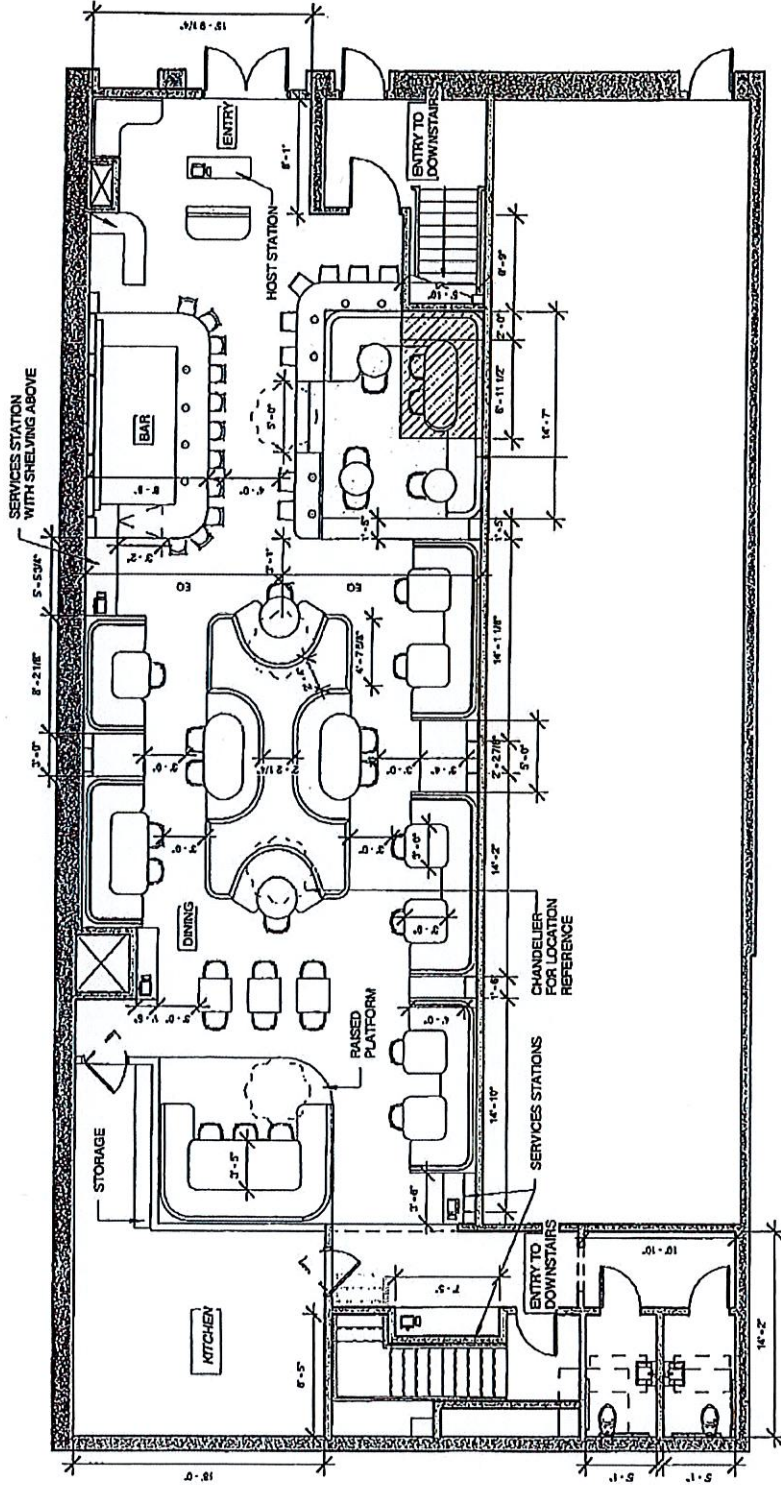
Total

- 41 Tables
- 166 Seats
- 20 Bar Seats

GROUND FLOOR

GROUND LEVEL PLAN

NEW YORK, NY
CONCEPT DESIGN PACKAGE



01.18.23 - REVIEW

SK-001

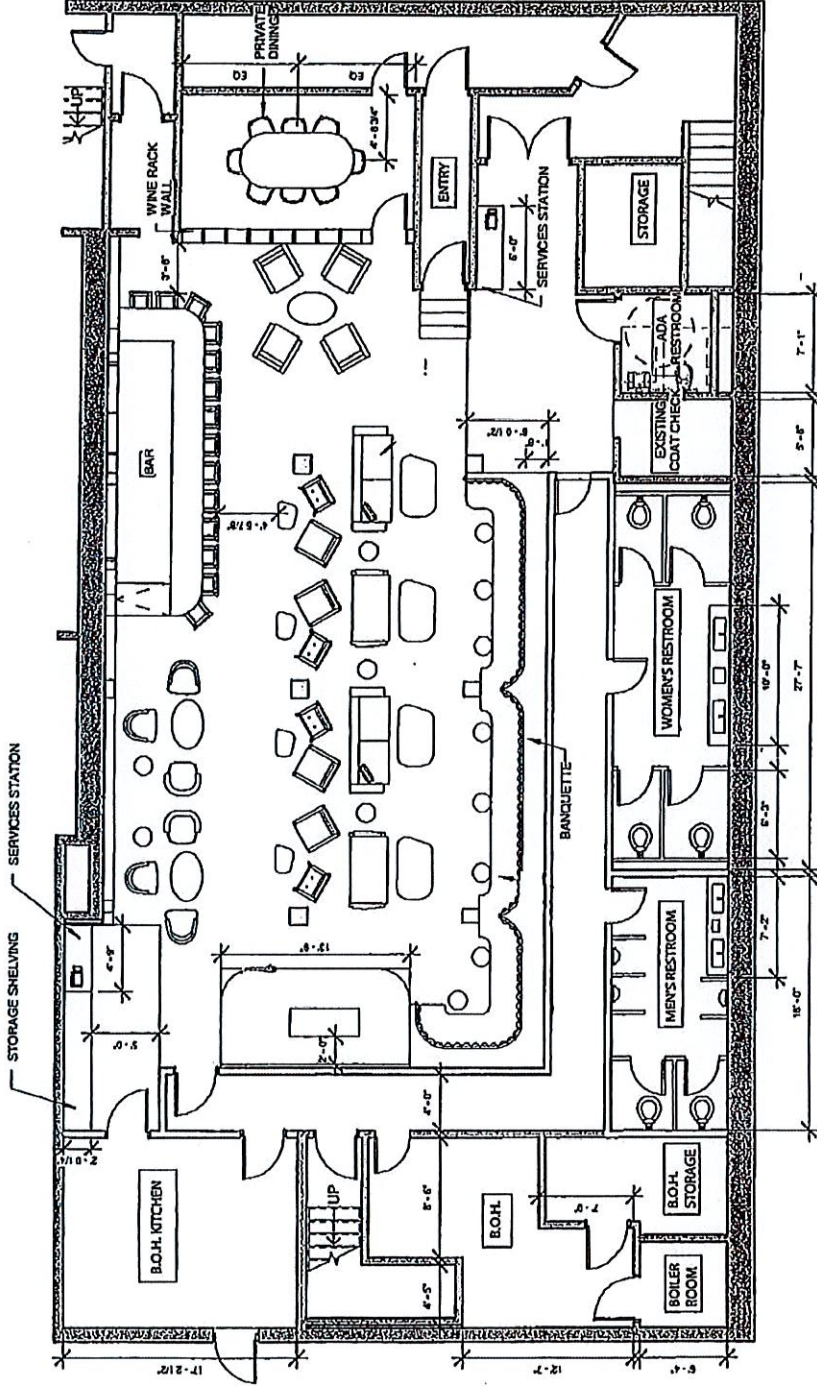
© SUPPLEMENTAL DESIGN

NOTES:


BASEMENT

NEW YORK, NY
 CONCEPT DESIGN PACKAGE

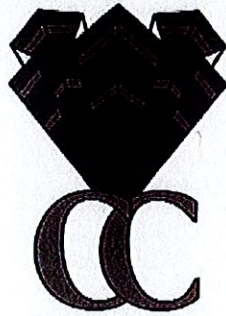
CELLAR FLOOR PLAN



01.18.23 - REVIEW
SK-010
 © BARNHART DESIGN



NOTES:



APPETIZERS

BAGUETTE

Bordier Butter

TUNA TARTARE

Capers, Cornichons, Red Onion, House Mayonnaise, Pommes Pailles

STEAK TARTARE

Fried Shallots, Country Toast

BURGUNDY ESCARGOTS

Butter, Garlic Parsley, Baguette

FRENCH ONION SOUP

Veal Broth, Gruyere & Emmental Cheeses, Croutons

YELLOWTAIL JALAPENO

Ponzu, Jalapeno

SALADS

BELGAIN ENDIVE SALAD

Avocado, Anchovy, Formaggio Di Fossa, Walnuts, Sherry Vinaigrette

FRENCH CAESAR

Romaine, Parmesan Custards, Parmesan Crisps, Croutons

ENTREES

BIG MEC

Double Cheeseburger, Bordelaise, Special Sauce, Frites

MUSSELS MARINIERE

White Wine, Shallots, Creme Fraiche, Country Toast, Frites

ROASTED CHICKEN

Pan Roasted Jidori Chicken, Pommes Paillason, Herbs de Provence, Watercress

FILET AUX POIVRE

Filet Mignon, Cognac Sarawalk Black Peper Sauce, Frites

CARBONARA

Linguine, Guanciale, Rams, and Morels

MANDARINA CRISPY DUCK

Sliced Cucumber, Scallion, House Wheat Pancakes, Hoisin and Seasonal Sauce

CHICKEN PALLIARD

Grilled Chicken, Arugula Salad

CLUB SANDWICH

Bacon, Lettuce, Heirloom Tomatoes, House Mayonnaise, Frites

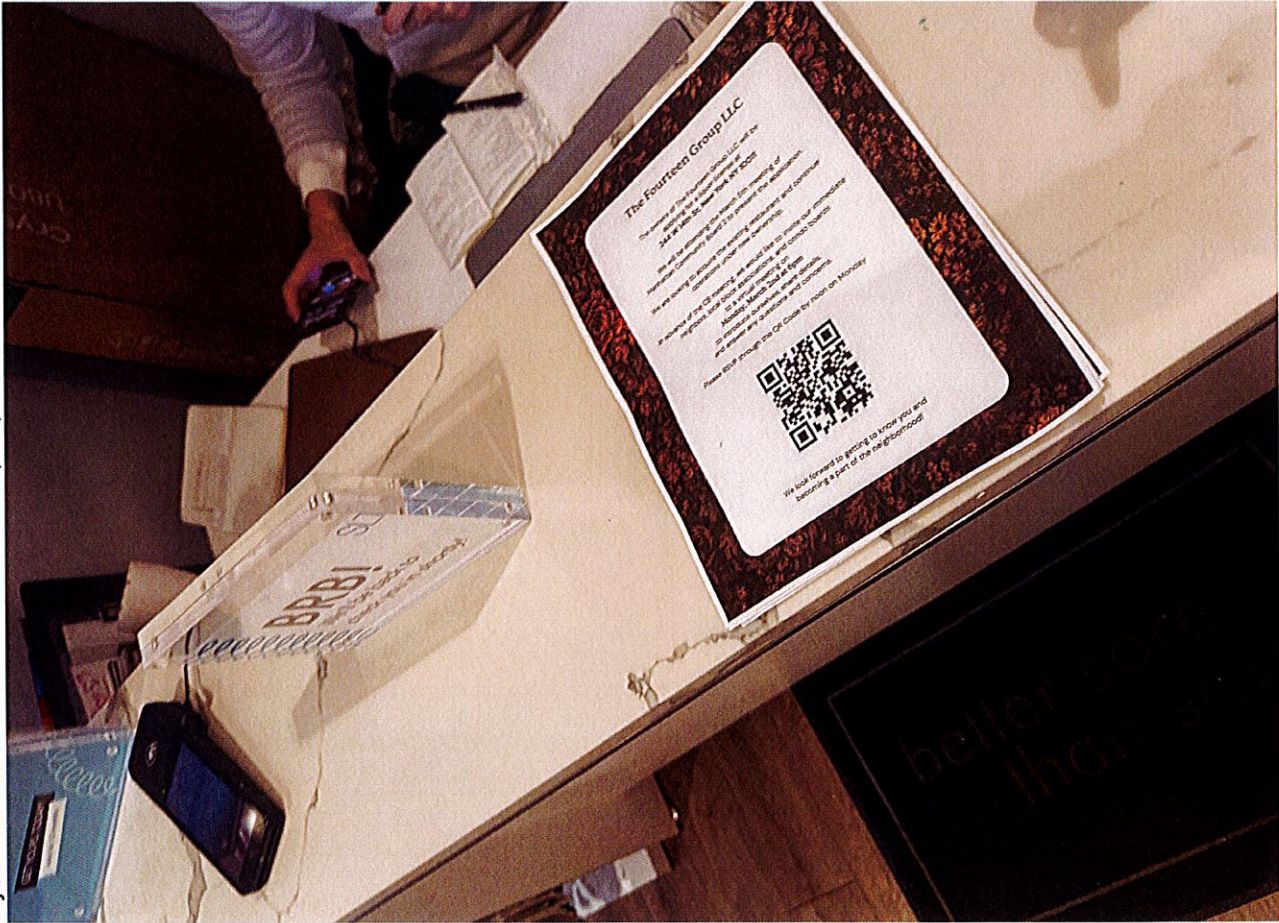
CHILEAN SEABASS

Seabass Filet, Lemon Butter Sauce

Flyers left with doorman - 251 W. 14th St



Flyers left with doorman - 255 W. 14th St (SLT)



Flyer near keypad entry - 255 W. 14th St



Flyer posted near mailboxes - 255 W. 14th St





THE
FOURTEEN

244 West 14th Street, New York City 10011

Welcome to The Fourteen



Located at 244 West 14th Street, we are taking over the current Drai's restaurant.

We plan to maintain and refine the current concept, food, and design, while retaining the existing staff and basic layout.

With world-class dining and private events, and a hospitality-first mentality, we plan to be a premier destination for the neighborhood and all of New York City.

An Integrated Restaurant & Private Events Destination

The Fourteen is a *restaurant-first*, Parisian-inspired dining concept supported by a professionally-managed private events program.

Rooted in elevated continental cuisine and an intimate supper club atmosphere, **our business model is intentionally dual-focused**: a vibrant ground-floor dining room complemented by a curated cellar-level events space.

Recognizing the neighborhood's proximity to major corporate offices, including Google, as well as a growing residential base, we are strategically positioned to serve structured corporate dinners, brand activations, and private celebrations.

Our success is built NOT on nightlife, but on disciplined hospitality, seated dining, and private events supported by experienced operators and established event partnerships.

Ground Floor Restaurant

- 🌹 A refined neighborhood brasserie
- 🌹 Reservation-driven
- 🌹 Seated dining

Cellar-Level Events Space

- 🌹 Private, contracted gatherings
- 🌹 Corporate demand from nearby offices
- 🌹 A balanced and sustainable revenue model

The Space - Our Vision

Opulent but intimate. Romantic but not precious. Historic in spirit, yet intentionally curated.



The Space - Our Vision



Private Events



The cellar level will operate primarily as a reservation-based private dining & event space.

Given our proximity to major corporate offices, including Google (a 4-minute walk), as well as a growing residential base, The Fourteen is well-positioned to host:

- Professionally-managed private celebrations
- Corporate dinners
- Brand-hosted events
- Invitation-only receptions

Designed to create predictable patron and traffic patterns as well as consistent revenue.

Lowder-Tascarella Hospitality (LTH)

The Fourteen has engaged LTH as a **strategic F&B advisory partner**.

Founded by global industry veterans Jeffrey Tascarella & Christopher Lowder, LTH is a hospitality consulting firm specializing in strengthening restaurant operations, refining culinary programs, and optimizing service execution.

As we transition from the former Drai's into the Fourteen, LTH will support:

- Refinement of the existing F&B program
- Operational systems and service standards
- Culinary development and menu strategy
- Staff training and guest-experience consistency

This advisory structure allows us to enhance an existing restaurant framework with experienced hospitality oversight.



LDV Hospitality

Founded by **John Meadows**, LDV Hospitality is the force behind some of New York's most celebrated dining destinations (as well as venues in East Hampton and Miami). In NYC:

- **Scarpetta**: A modern Italian icon known for its soulful, ingredient-driven dishes and timeless hospitality
- **Reserve Cut**: A refined steakhouse experience rooted in elegance and culinary integrity

With LDV as our **food & beverage advisor**, guests of The Fourteen can expect the same standard of execution, atmosphere, and care that defines these acclaimed venues.

The LDV team bring decades of experience in creating hospitality concepts that resonate deeply with guests – balancing world-class service with warmth, precision, and character.



Scarpetta
NoMad, NYC



Reserve Cut
Tribeca, NYC



LDV at the Maidstone
East Hampton, NY



Dolce Vita
South Beach, FL

Dinner Menu - Sample Offerings

Continental cuisine inspired by French elegance, Italian warmth, and New York discernment

Small Plates

Whipped Ricotta & Truffle Honey with grilled sourdough (\$16)

Yellowtail Crudo with citrus, Calabrian chili, mint (\$19)

Lentils & Burrata with walnut vinaigrette, watercress (\$17)

Pastas & Plates

Spaghetti Cacio e Pepe with black pepper, pecorino, butter (\$25)

Lobster Mafaldine with spicy tomato, tarragon, breadcrumbs (\$34)

Mushroom Risotto with parmesan, white wine (\$27)

Sides

Truffle Fries (\$10)

Charred Broccolini with chili oil, lemon (\$11)

Whipped Potatoes with mascarpone, chives (\$9)

Entrees

Roasted Chicken Provençal – garlic, lemon, olives, fingerings (\$30)

Striped Bass – charred escarole, olive tapenade, white wine broth (\$32)

Steak Frites – prime NY strip, maître d'hôtel butter, pommes frites (\$45)

Spring Vegetable Cassoulet – white beans, herbs, pecorino (\$26)

Dessert

Affogato with espresso, vanilla gelato, biscotti crumble (\$10)

Olive Oil Cake with citrus glaze, fresh whipped cream (\$12)

Tarte Tatin with caramelized apple, crème fraîche (\$13)

Chocolate Mouse with dark chocolate, sea salt, hazelnut (\$11)

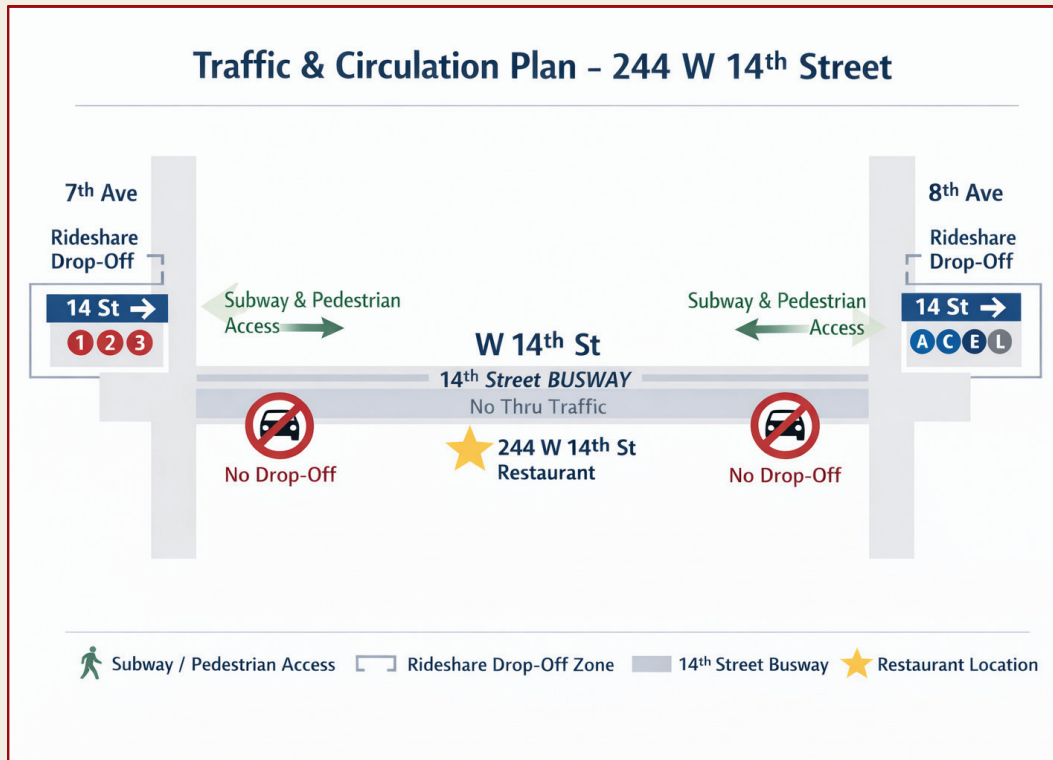
RESERVATIONS – SEQUENCED & STREAMLINED



The Fourteen will utilize an **app-based reservation system** to ensure a smooth, well-managed flow of patrons. Reservations will be staggered to avoid crowding and to maintain a consistent flow from opening to close. Our entrance management includes **indoor queuing**, minimizing impact on neighbors.

Traffic & Pedestrian Plan

244 West 14th Street is located on the 14th Street busway corridor, where private through-traffic is already restricted before 10pm.



Our establishment will not introduce additional vehicular traffic or alter existing traffic patterns.

Operations are structured to preserve residential access, maintain busway integrity, and prevent congestion.

The majority of guests are expected to arrive on foot or via public transit. Rideshare will be directed to 7th or 8th Avenues.

Security Measures

The Fourteen Group LLC has a comprehensive security plan developed in partnership with Dignitary Strategic Solutions, a respected NYC-based security company led by veteran security professional Igor Eftindzioski. This plan is rooted in proactive security, ensuring a safer, seamless, and respectful environment for patrons, staff and neighbors alike.

- ✓ **Staffing** One guard and one or more supervisors, as needed
- ✓ **Sound & Patron Sidewalk Management** Protocols to prevent disruption to neighbors upon patron entry and exiting
- ✓ **Monitoring of Vehicular & Patron Activity** Oversight at the front of the building and surrounding area
- ✓ **Incident Prevention & De-escalation** Trained staff positioned to intervene early and professionally, if needed
- ✓ **CCTV Monitoring** Cameras maintained at entrances, exits, primary gathering areas, and back-of-house locations, which will be recorded and stored for seven days

Sanitation

A Beautiful Streetscape Benefits ALL

We recognize that sanitation and sidewalk cleanliness are important concerns, not only for our neighbors, but also for us. The Fourteen is committed to maintaining a clean, orderly, and welcoming streetscape outside of 244 West 14th Street. Our plan:

- Coordination with neighboring businesses to align trash collection times in order to reduce curbside accumulation and streamline sanitation trucks on 14th Street.
- Dedicated sidewalk porters responsible for monitoring and maintaining the frontage throughout the evening.
- End-of-night sanitation checks, ensuring trash is properly managed and the sidewalk is left clean before closing.
- Morning sidewalk inspections and cleaning.
- Ongoing monitoring throughout service to promptly address any litter or sanitation concerns.



Seasoned Minds, Seamless Execution

Our leadership is composed of seasoned operators and trusted advisors with deep roots in NYC hospitality, culture, and community building, yielding experience from institutions such as the **Chelsea Hotel, Eleven Madison Park, Libertine, Pastis, Scarpetta**, and more.

With decades of collective experience launching and scaling renowned food & beverage concepts, curating world-class events, and building successful businesses, our team brings both vision and precision to every detail.



Operators

Industry veterans with proven track records in hospitality, events, and operations management.



Advisors

Distinguished leaders providing strategic guidance from hospitality innovation to real estate finance.



Amanda Orso – COO & Special Events

Logistics-Driven Creative Leader and Detail-Obsessed Operator

Amanda Orso is a detail-driven events expert with a proven track record of executing high-stakes, high-profile experiences. As co-founder of Capital A Entertainment, she led the production of large-scale events – such as for **Super Bowl XLV** in Dallas (navigating a historic and unprecedented snowstorm) and the 2011 NBA All-Star Weekend in Los Angeles – demonstrating calm precision under pressure and a talent for delivering memorable moments at scale. Ms. Orso offers a unique lens and proficiency to the team, having a decade-long tenure as Managing Director of a prestigious private investigations firm, where she further honed her logistical instincts, compliance acumen, and her ability to manage complex operations with confidence.



Justin Masi – Director of Operations

Hands-On Operator with a Focus on People, Process & Performance

Justin Masi is a seasoned operator and financial strategist known for his combination of analytical rigor and people-first leadership. With a track record of success across multiple sectors, he brings a relationship-driven approach to every venture – earning trust, building partnerships, and ensuring clients and collaborators feel both valued and well-served. Mr. Masi began his restaurant service as a teenager in Long Island, instilling a deep understanding of hospitality and connection. This, along with his business acumen, makes him a natural operator behind ventures that are not only financially sound but also thoughtfully run. His commitment to service and integrity makes him an essential presence at The Fourteen.



Isabella Pisacane – General Manager

Experienced Hospitality Leader and General Manager

Isabella Pisacane is an accomplished NYC hospitality professional. As the former Director of Hospitality at Libertine, a highly regarded French bistro in NYC's West Village, she led front-of-house operations, guest service strategy, and team development in one of the city's most dynamic dining scenes. She has managed complex service environments and the intricacies of high-demand reservation operations. Ms. Pisacane's experience working with critically esteemed restaurants (including Pastis and Chez Margaux) has equipped her with deep insight into building consistent, guest-centric hospitality frameworks that balance efficiency with elevated service. At The Fourteen, she will oversee day-to-day operations, staff leadership, and guest service.