

**P&B** Pesetsky & Bookman

## **Cherry Club Hospitality LLC**

Community Board SLA License Questionnaire

**Pesetsky & Bookman**

*Applicant's Alcoholic Beverage Counsel*

325 Broadway, Suite 501

New York, NY 10007

[www.pb.law](http://www.pb.law) | (212) 513-1988 | [hello@pb.law](mailto:hello@pb.law)

Meeting Date: \_\_\_\_\_

**APPLICANT INFORMATION:**

Name of applicant(s):

Cherry Club Hospitality LLC

Trade name (DBA):

Cherry Club

Premises address:

141 W. 10th Street, New York, NY 10014

Cross Streets and other addresses used for building/premise:

Between Greenwich Avenue and Waverly Place

**CONTACT INFORMATION:**

Principal(s) Name(s):

Michael Bagale, Katherine Odell, Simon Kim

Office or Home Address:



City, State, Zip: Brooklyn, NY 11201

Telephone #:



Landlord Name / Contact:

Valor Realty LLC

Landlord's Telephone and Fax:



**NAMES OF ALL PRINCIPAL(s):**

**NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD**

Michael Bagale

Katherine Odell

Simon Kim

See attached rider

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

We are a reservation-driven, full service steakhouse designed around a highly structured and refined  
Micheline-style dining experience. The operation is intentionally centered on seated service, with carefully  
paced reservations to ensure a controlled, orderly flow of guests and a consistently calm environment.  
This will be a thoughtfully operated restaurant intended to contribute a high-quality, hospitality-driven  
destination dining experience to the neighborhood.

# License History for Simon Kim

## **Progressive Restaurant LLC**

D/b/a Cote | Undercote

16 W. 22<sup>nd</sup> Street

New York, NY 10010

## **CQDC Flatiron New York LLC**

d/b/a COQODAQ

12 E. 22<sup>nd</sup> Street

New York, NY 10010

## **OAC 550 Manager LLC and 550 CJ LLC as mgr**

d/b/a Cote | Bar Chimera | Sushi Yoshitake

550 Madison Avenue

New York, NY 10022

**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  
\_\_\_\_\_  
\_\_\_\_\_

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

Birmingham NY Inc. d/b/a Bell Book and Candle  
\_\_\_\_\_

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: \_\_\_\_\_

Birmingham NY Inc dba Bell Book and Candle, license ID# 0340-22-105988, expiration date 11/30/26  
(but license has been surrendered)

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:

n/a  
\_\_\_\_\_  
\_\_\_\_\_

**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: 6 Year Built : 1902

Describe neighboring buildings:  
Mixed Use - Residential and Commercial

Zoning Designation: R6

Zoning Overlay or Special Designation (applicable) C1-6, Greenwich Village Historic District

Block and Lot Number: 611 / 70

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 : pending

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 - no outdoor space

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? 132

If yes, what is the use group for the premises? UG6

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: updated signage and facade elements

\* While the CO has a maximum occupancy of 132, the occupancy will never exceed 74

## INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 3,200 sq ft

If more than one floor, please specify square footage by floors: n/a

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? n/a

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

Is there access to other parts of the building?  no  yes, explain: \_\_\_\_\_

## OVERALL SEATING INFORMATION:

Total number of tables? 19 Total table seats? 50

Total number of bars? 1 Total bar seats? 6

Total number of "other" seats? \_\_\_\_\_ please explain : \_\_\_\_\_

Total OVERALL number of seats in Premises : 56

## BARS:

How many \*stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 6

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:  
4p to 1a    4p to 1a    4p to 1a    4p to 1a    4p to 1a    4p to 1a    4p to 1a

Will the business employ a manager? \_\_\_ no  yes, name / experience if known : Michael Bagale

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? Yes

Please describe your sound system and sound proofing: Acoustic treatments and soundproofing to minimize sound transmission.

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) Reservation-based model with staggered seating to minimize congestion.

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: Michael Bagale Phone 

Address 

Email: 

Application submitted on  
behalf of the applicant by:

  
Signature

Print or Type Name Michael Bagale

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, Chair

**MICHAEL ZEN**  
**REICH, P C A R I C**  
 H I T E C T 149 West 34th  
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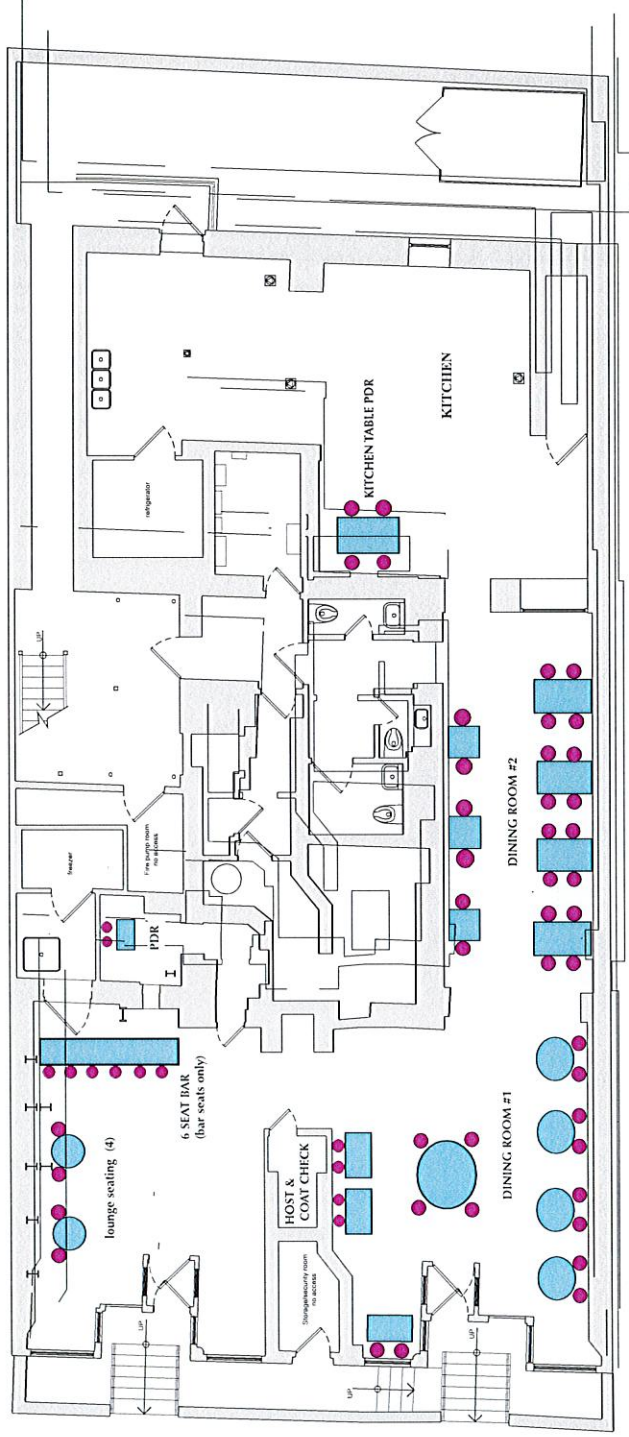
**141 WEST 10TH STREET**  
**NEW YORK, NY 10014**

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Drawn By: \_\_\_\_\_  
 Checked By: \_\_\_\_\_  
 Date: \_\_\_\_\_

Date: 01.20.2026  
 Scale: As Noted  
 Project #: 20256-10  
 Drawing No.: \_\_\_\_\_

DOB Job#: \_\_\_\_\_ OF 25



**T. HOOPMAN**  
 SCALE: 1/8" = 1'-0"

Location: \_\_\_\_\_

141 West 10th Street,  
 New York, NY 10014

Title: \_\_\_\_\_

## Cherry Club Menu



*(Sample imagery)*

### **Appetizers**

- Flora Danica steamed brioche, seven-day cultured butter — \$18
- Winter salad, shaved black truffle, preserved shallot — \$55
- Georgia shrimp on ice, fermented sungold tomato — \$38
- Silk handkerchiefs, sea urchin sauce Gemma — \$32
- Oysters & diamonds — \$45
- Fresh porcini foie gras au gratin — \$41

### **Sea**

- Spider crab vin jaune, beurre noisette — \$55
- Fillet of wild sole, Château Chalon glacé — \$140
- Lobster à l'Américaine — \$95
- Turbot bouillabaisse, sauce Américaine, caviar — \$115

### **Steaks**

- Steak Henri IV — \$165
- Steak au poivre, cognac flambé — \$98
- 30-day dry-aged porterhouse for two — \$210
- 45-day dry-aged prime rib au naturel, à la minute horseradish — \$125
- Christmas goose, lazy Susan — \$145

### **Sides**

- French white asparagus, vanilla, tarragon, white pepper — \$44

Matsutake, roasted chicken jus — \$48  
BBQ bamboo shoots, white pepper nage — \$28  
Sweet potato glacé, anise and maple — \$26  
Steak fries, Japanese long style — \$18

### Dessert

Cherry shaved ice, crème princesse — \$24  
Birthday cake pavlova — \$26  
1930s amaretto milkshake — \$42  
Seasonal fruit zabaglione — \$32  
Warm Château d'Yquem pineapple sundae — \$55



### Cocktails

Sub-Zero Martini — \$25  
1970s Daiquiri — \$42  
1990s Cosmo — \$32  
Invisible Espresso Martini — \$28  
Kir Royale (Dom Pérignon) — \$75  
1980s Campari Soda — \$32  
Champagne Snowball — \$34