

Meeting Date: September 2026

APPLICANT INFORMATION:

Name of applicant(s): Pyramid Effect LLC

Trade name (DBA): Fellini

Premises address: 176 Seventh Avenue South / New York, NY 10014

Cross Streets and other addresses used for building/premise:
Perry and West 11th Streets at the corner of Waverly Place / 174-180 Seventh Avenue South and 223-225 Waverly Place

CONTACT INFORMATION:

Principal(s) Name(s): Franco Noriega

Office or Home Address: 176 Seventh Avenue South

City, State, Zip: New York, NY 10014

Telephone #: [REDACTED] email : hello@felinicoffee.com

Landlord Name / Contact: Huang's Holding Corp

Landlord's Telephone and Fax: [REDACTED]

NAMES OF ALL PRINCIPAL(s):	NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD
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Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):

Fellini operates as an Italian pizzeria restaurant with a menu that includes but not limited to a spinach and cheese frittata, prosciutto pizza, margherita pizza, a Tuscan pate plate and pasta dishes. They also offer specialty coffees and desserts including tiramisu and a pistachio olive oil cake. Fellini is a family style restaurant with a warm and inviting atmosphere.

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.)

No change to the hours of operation. Interior 8am to 11pm Sunday to Wednesday and 8am to 12am Thursday to Saturday. Exterior sidewalk cafe 8am to 11pm seven days a week. No changes to seating, occupancy or ownership.

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

N/A Pyramid Effect LLC has been operating at the space since October 2022. It was approved for a beer and wine

temporary retail permit December 2022 and approved for a two year beer and wine license September 2023.

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: _____

Pyramid Effect LLC / License ID No. 0240-23-139578 / Expiration 08/31/2027

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:

176 7th Avenue Pizza Ltd dba Rivoli Pizza with a beer and wine license from 1998 to around 2022

Serial No. 1029493

PREMISES:

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

___ Own ___ Lease ___ Sub-lease ___ Binding Contract to acquire real property X other: **Lease Assignment**

Type of Building: ___ Residential X Commercial ___ Mixed (Res/Com) ___ Other: _____

Number of floor: 3 Year Built : Estimated 1922

Describe neighboring buildings:

Mixed Use

Zoning Designation: C2-6

Zoning Overlay or Special Designation (applicable) Greenwich Village Historical District

Block and Lot Number: 613 / 68

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

Is the premise located in a historic district? X yes ___ no

(if yes, have all exterior changes or changes governed by the Landmarks Preservation Commission (LPC) been approved by the LPC? ___ yes X 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 X yes : explain A sidewalk cafe

What is the proposed Occupancy? 75

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

___no X yes **See enclosed Certificate of Occupancy**

If yes, what is the maximum occupancy for the premises? 75

If yes, what is the use group for the premises? The enclosed 1971 Certificate of Occupancy is not showing a Use Group

If yes, is proposed occupancy permitted? X yes ___ no, explain : _____

If your occupancy is 75 or greater, do you plan to apply for Public Assembly permit? ___ yes X no

Do you plan to file for changes to the Certificate of Occupancy? ___ yes X 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? X no ___ yes

(if yes, please describe: N/A

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 1,200 square feet

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?

A 160 square foot sidewalk cafe

If more than one floor, what is the access between floors? N/A

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

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

OVERALL SEATING INFORMATION:

****Interior 1st floor 13 tables and 38 seats and
exterior sidewalk cafe 8 tables and 32 seats**

Total number of tables? 21** Total table seats? 70**

Total number of bars? 1 Total bar seats? 6**

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

Total OVERALL number of seats in Premises : 76**

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? None

Any food counters? X no ____ yes, describe : _____

For Alterations and Upgrades:

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

No changes to the 10 foot customer bar with 6 bar stools

* 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 X Restaurant ____ Club/ Cabaret ____ Hotel ____ Other: _____

What are the Hours of Operation? Exterior Sidewalk Cafe: 8am to 11pm daily

Interior
Sunday: Monday: Tuesday: Wednesday: Thursday: Friday: Saturday:
8am to 11pm 8am to 11pm 8am to 11pm 8am to 11pm 8am to 12am 8am to 12am 8am to 12am

Will the business employ a manager? ___ no X yes, name / experience if known : Eduardo Trejo
See enclosed resume

Will there be security personnel? X 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 X yes

If yes, please describe : All doors and windows to close by 10pm daily

Will you have TV's ? X no ___ yes (how many?) _____

Type of MUSIC / ENTERTAINMENT: ___ Live Music ___ Live DJ ___ Juke Box X Ipod / CDs ___ none

Expected Volume level: X Background (quiet) ___ Entertainment level ___ Amplified Music
(check all that apply)

Do you have or plan to install soundproofing? ___ no X yes

IF YES, will you be using a professional sound engineer? N/A

Please describe your sound system and sound proofing: Sound system has 3 speakers in the ceiling.

Sound proofing already exists. Further, there are no residential tenants in the building or next to the premises.

Will you be permitting: ___ promoted events ___ scheduled performances ___ outside promoters

___ any events at which a cover fee is charged? X private parties

Do you have plans to manage or address vehicular traffic and crowd control on the sidewalk caused by your establishment? X 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? X 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: **Franco Noriega** Phone: [REDACTED] _____

Address: **176 Seventh Avenue South/ New York, NY 10014** _____

Email : **hello@felinicoffee.com** _____

Application submitted on
behalf of the applicant by:

Donald M. Bernstein

Signature

Print or Type Name **Donald M. Bernstein** _____

Title **Counsel for applicant** _____

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

COMMUNITY BOARD 2 APPLICATION FOR A STATE LIQUOR AUTHORITY LICENSE

**FOR EXISTING LICENSEES –
ALTERATION TO ADD CONTIGUOUS OR NONCONTIGUOUS MUNICIPAL PUBLIC SPACE**

Form to be Completed and Returned with 30-Day Notice

Name/email of Principal/Contact: Franco Noriega / hello@fellinicoffee.com

Name/email of Representative: Donald M. Bernstein, Esq / donald@brpclaw.com

Applicant/Premises Name: Pyramid Effect LLC

DBA Name: Fellini

Address of Premises (include zip code): 176 Seventh Avenue South/ New York, NY 10014

Cross Streets of Premises: Perry and West 11th Street at the corner of Waverly Place

License ID #: 0240-23-139578 for the restaurant wine license (this is a class change application to full liquor)

☒ On Premise Liquor ☐ Restaurant Wine ☐ Tavern Wine ☐ Other _____

Sidewalk Café will have no more than (If premises is located on a corner please indicate for both streets): **N/A**

8 tables and 32 seats on 176 7th Avenue South Street

_____ tables and _____ seats on _____ Street

Will applicant agree to close sidewalk café area by 10 PM every night? Yes ☐ No ☒

Will open sidewalk café area at 8am

Roadbed / Open Streets will have no more than (If premises is located on a corner please indicate for both streets): **N/A**

_____ tables and _____ seats on _____ Street

_____ tables and _____ seats on _____ Street

Is roadbed in a floating parking lane separated from the curb by a bike path? Yes ☐ No ☐ **N/A**

Does DOT Dining Out NYC application include an FDNY waiver? Yes ☐ No ☒

Will applicant agree to close roadbed seating by 10 PM every night? Yes ☐ No ☐ **N/A**

Will open roadbed seating area at N/A

For all Applicants:

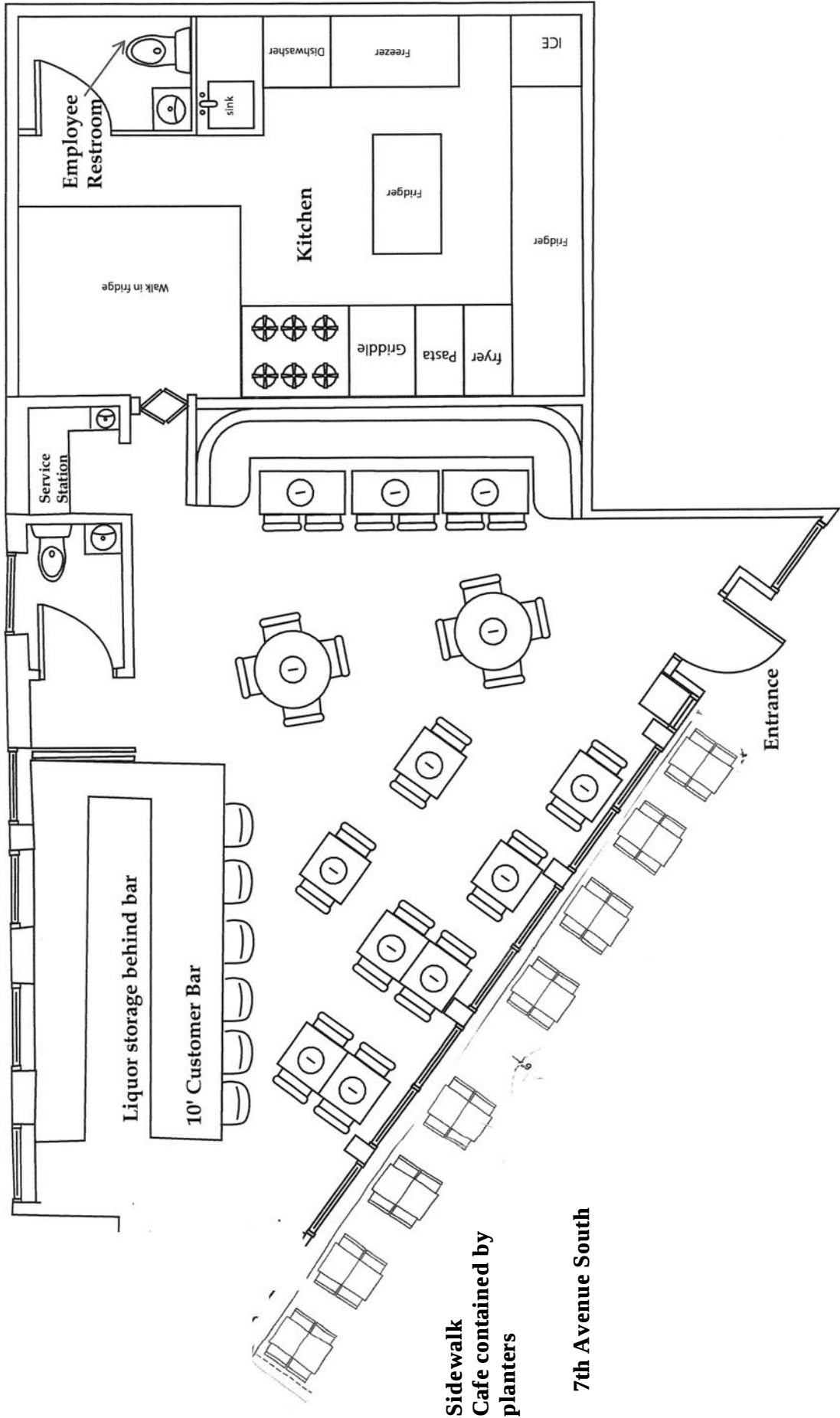
Will agree there will be no host stands, bus or service stations on the sidewalk or in the roadbed? Yes ☒ No ☐

Will agree there will be no exterior music, speakers or TVs? Yes ☒ No ☐

Will agree that all patrons in any sidewalk café or roadbed will be seated? Yes ☒ No ☐

Pyramid Effect LLC dba Fellini / 176 7th Avenue South, New York, NY 10014 / License ID No. 0240-23-139578

Interior 1st floor 13 tables and 38 seats together with a 6 seat 10 foot customer bar for a total of 44 seats/ 1,200 square feet with 74 occupancy
Exterior sidewalk cafe 8 tables and 32 seats / 160 square feet.
Grand total 21 tables and 70 seats plus 6 bar stools for a total of 76 seats



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Antipasti

CACIO E PEPE ARANCINI \$16

crispy risotto balls with prosciutto and a creamy fontina center served in cacio e pepe

BRUSCHETTA \$16

slow roasted tomato confit, basil, olive oil served over toasted bread

TRUFFLE HONEY POLENTA \$16

crispy polenta cubes, drizzled with truffle honey and shaved Parmigiano cheese on top

PARMIGIANA DI MELANZANE \$20

roasted eggplant layered with parmesan cheese & tomato sauce

BURRATA & PROSCIUTTO \$24

Prosciutto San Daniele 24 months, creamy burrata cheese, olive oil, sea salt

TUNA TARTAR \$22

finely diced yellow fin tuna, lightly seasoned, avocado slices

GRILLED OCTOPUS \$22

grilled octopus topped with herby gremolata, served with roasted potatoes and smoky red pepper aioli

CALAMARI FRITTI \$22

golden crisp fried calamari, lemon aioli

Insalate

RUCOLA & GRANA PADANO \$18

arugula, shaved Grana Padano, olive oil, lemon vinaigrette

CAPRESE \$18

heirloom tomato, fresh mozzarella, olive oil, basil

CAESAR \$18

romain lettuce, Parmigiano, croutons, Caesar dressing

MIXED SALAD \$16

add grilled chicken \$7 - add grilled shrimp \$9

Pasta

PENNE BOLOGNESE \$22

homemade meat sauce, parmigiano

RIGATONI FELLINI \$24

Italian sausage, vodka sauce, pecorino & parmigiano

SPAGHETTI AL PESTO \$24

basil, pine nuts, garlic & olive oil

FETTUCCINE FUNGHI E TARTUFO \$26

homemade pasta, pecorino, black truffle sauce

SPAGHETTI AL POMODORO \$19

homemade tomato sauce, tomato confit, olive oil

Antipasti

CACIO E PEPE ARANCINI \$16

crispy risotto balls with prosciutto and a creamy fontina center served in cacio e pepe

BRUSCHETTA \$16

slow roasted tomato confit, basil, olive oil served over toasted bread

TRUFFLE HONEY POLENTA \$16

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SPAGHETTI AL POMODORO \$19

homemade tomato sauce, tomato confit, olive oil

Secondi

POLLO ALLA MILANESE \$28

lightly breaded crispy chicken breast, arugula and cherry tomato salad on top

SALMONE GRIGLIATO \$28

grilled salmon served with grilled rosemary zucchini & lemon

GRILLED BRANZINO \$28

grilled branzino filet with sautéed spinach, garlic & Sicilian lemon

TAGLIATA DI MANZO \$30

6oz hanger steak & french fries

Sides

\$10

rosemary and parmesan french fries

brussels sprouts with spicy honey

sauteed mixed mushrooms

lemon asparagus

Pizza

MARGHERITA \$20

fior di latte, basil, olive oil

PEPPERONI \$22

fior di latte, pepperoni.

BURRATA & PROSCIUTTO \$24

*prosciutto di Parma 24 months, fresh burrata,
arugula, olive oil*

DIAVOLA \$24

spicy soppressata, fior di latte, spicy honey

TRUFFLE \$28

fior di latte, pecorino, mushrooms & black truffle sauce

ADD ONS \$3 (each)

mushrooms, cherry tomatoes, olives, fior di latte