

Meeting Date: 09/06/2026

APPLICANT INFORMATION:

Name of applicant(s): JOHNSON POLLHEIMER HOSPITALITY LLC

Trade name (DBA): PENDING

Premises address: 29 7TH AVE SOUTH, STORE NORTH, NEW YORK, NY 10014

Cross Streets and other addresses used for building/premise:
MORTON ST AND LEROY ST

CONTACT INFORMATION:

Principal(s) Name(s): JOSEPH C. JOHNSON JR

Office or Home Address: [REDACTED]

City, State, Zip: [REDACTED]

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact: ROKA LLC

Landlord's Telephone and Fax: [REDACTED]

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

WE ARE A CASUAL AMERICAN DINER / FRENCH ROTISSERIE RESTAURANT. BREAKFAST, LUNCH
AND DINER WILL BE SERVED.

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:

RAFELE RESTAURANT HAD BEEN OPERATING THERE SINCE 2012

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: _____

RARO INC DBA RAFELE 0340-22-113802 04-30-2028

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:

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: 4 Year Built : 1940

Describe neighboring buildings: MIXED COMMERCIAL / RESIDENTIAL

Zoning Designation: C2-6

Zoning Overlay or Special Designation (applicable) N/A

Block and Lot Number: 586 / 45

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 get approval for any changes

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 sidewalk cafe

What is the proposed Occupancy? RESTAURANT

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

☐ no ☐ yes PENDING

If yes, what is the maximum occupancy for the premises? 130

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

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: WE WILL BE CHANGING THE NAME ON THE SIGNAGE

INTERIOR OF PREMISES:

3000

What is the total licensed square footage of the premises? _____

If more than one floor, please specify square footage by floors: 1500 GROUND, 1500 BASEMENT

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

900

If more than one floor, what is the access between floors? STAIRS

How many entrances are there? 1 How many exits? 3 How many bathrooms? 3

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

OVERALL SEATING INFORMATION:

Total number of tables? 39 Total table seats? 77

Total number of bars? 2 Total bar seats? 18

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

Total OVERALL number of seats in Premises : 95

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 2 Seats 18

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

Any food counters? X 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 X Restaurant ____ Club/ Cabaret ____ Hotel ____ Other: _____

What are the Hours of Operation?

Sunday: Monday: Tuesday: Wednesday: Thursday: Friday: Saturday:
8am to 1am 8am to 1am 8am to 1am 8am to 1am 8am to 1am 8am to 1am 8am to 1am

Will the business employ a manager? ☐ no ☒ yes, name / experience if known : Meg Farell 10+ years
restaurant management

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 : This space has had French Doors for at least 15 years

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? THE SOUNDPROOFING IS ALREADY INSTALLED

Please describe your sound system and sound proofing: SONOS SOUND SYSTEM

THE SOUNDPROOFING WAS INSTALLED BY THE PREVIOUS TENANT

Will you be permitting: n/a promoted events n/a scheduled performances n/a outside promoters

n/a any events at which a cover fee is charged? n/a 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) _____

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: N/A

Address: _____ Distance: _____

Name of School / Church: N/A

Address: _____ Distance: _____

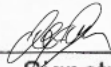
Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: JOSEPH C. JOHNSON JR Phone: [REDACTED]

Address: [REDACTED]

Email : [REDACTED]

Application submitted on
behalf of the applicant by:



Signature

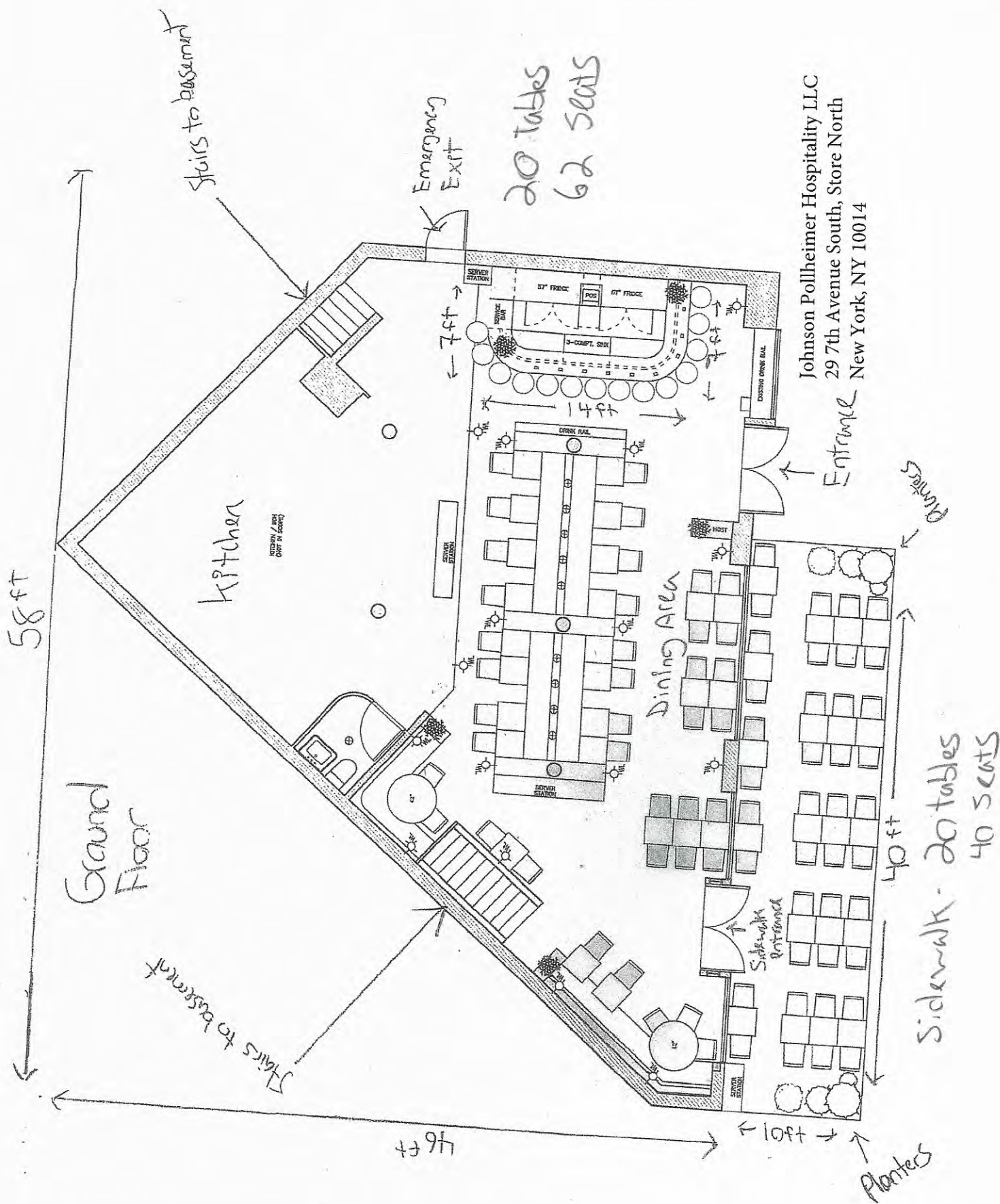
Print or Type Name JOSEPH C. JOHNSON JR

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



Dinner Menu

To Begin

Complimentary bread with Jersey cow butter

Olives \$5

Cantabrian anchovies \$7

Jellied chicken consomme \$3

Pickled Peppers \$4

Relish tray \$26

A selection of fresh and preserved vegetables from the farmer's market, served with green goddess dressing

Chicken liver mousse with blackcurrant jelly \$11

Cold roast beef with horseradish and watercress \$19

Hashbrowns

Taleggio & summer truffle \$19

Preserved bullhorn pepper & La Tur \$10

Quails egg and Hollandaise \$11

Bluefin tuna and habanero \$12

Cold delicacies

Celery salad \$18

with blue cheese and candied walnuts

Lettuces \$20

Norwich meadows lettuce with Tropea onion.

Cold fried shrimp cocktail \$17

Marie Rose sauce

Main event

Rotisserie chicken, served with french fried potatoes & brown gravy.
\$30 half
\$55 whole

Roasted Maitake \$49
Confited in butter, and served with Wild Hive polenta & gremolata.

Picanha (serves 3-4) \$149
Whole roasted wagyu picanha, with crispy onions & fried roti.

Parsley sausage pinwheel \$28
With chickpea panisse and grilled peppers.

Sides - Rotating

Slow roasted tomatoes with summer savoury & avocado \$9

Flowering cauliflower with pine nut & golden raisin \$11

Roasted eggplant - with calabrian chili and labne \$14

Sauces \$3

Green garlic ginger
Tomatillo serrano
Mayonnaise
Honey mustard
Bayou buffalo

Lunch Menu

Olives \$5

Anchovies \$7

Jellied chicken consomme \$3

Pickled Peppers \$4

Sandwiches.

Roast chicken salad \$16

Gem lettuce, radishes and tarragon mayonnaise

Cold roast beef sandwich \$20

Horsey sauce, shoestring potatoes, cheddar, red onion

Curried chicken salad \$18

With golden raisins and yoghurt

Merguez baguette \$19

Lamb sausage with harissa & chermoula

Crispy sweet potato \$15

With labneh and avocado

Cheeseburger \$21

Raw & caramelised onion, horseradish, aged cheddar.

Soups OR Salads

Chicken noodle soup cup \$6 bowl \$9

Celery & stilton soup \$6 bowl \$9

Big green salad \$20

Salad Niçoise \$24

Seared tuna, sprouts, fingerling potatoes & green beans

Celery salad \$18

with blue cheese and candied walnuts

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29 7th Avenue South, Store North
New York, NY 10014



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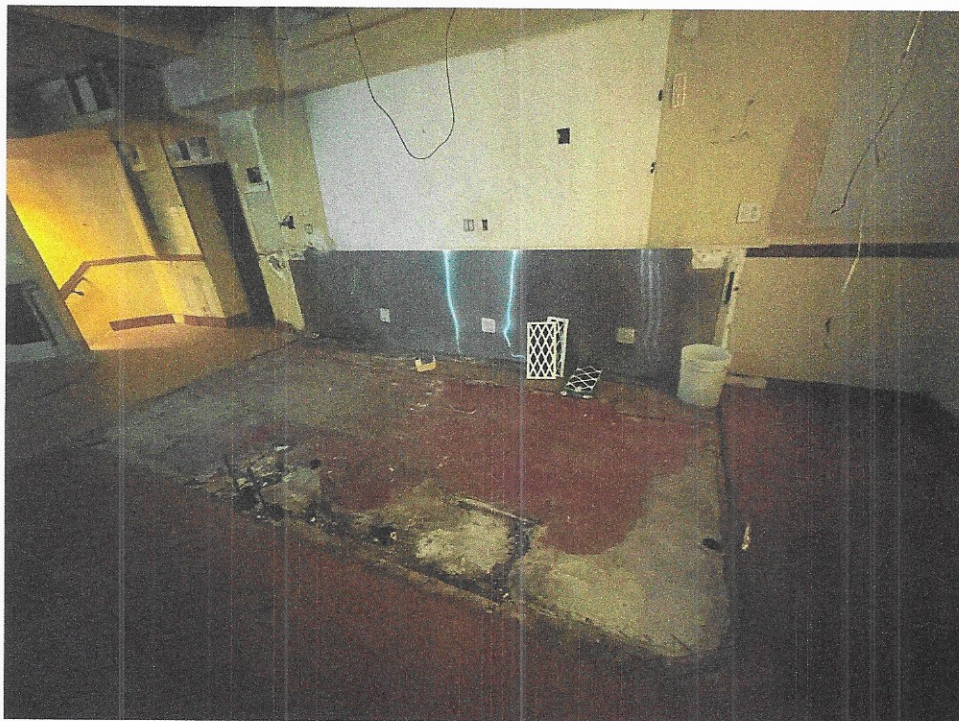
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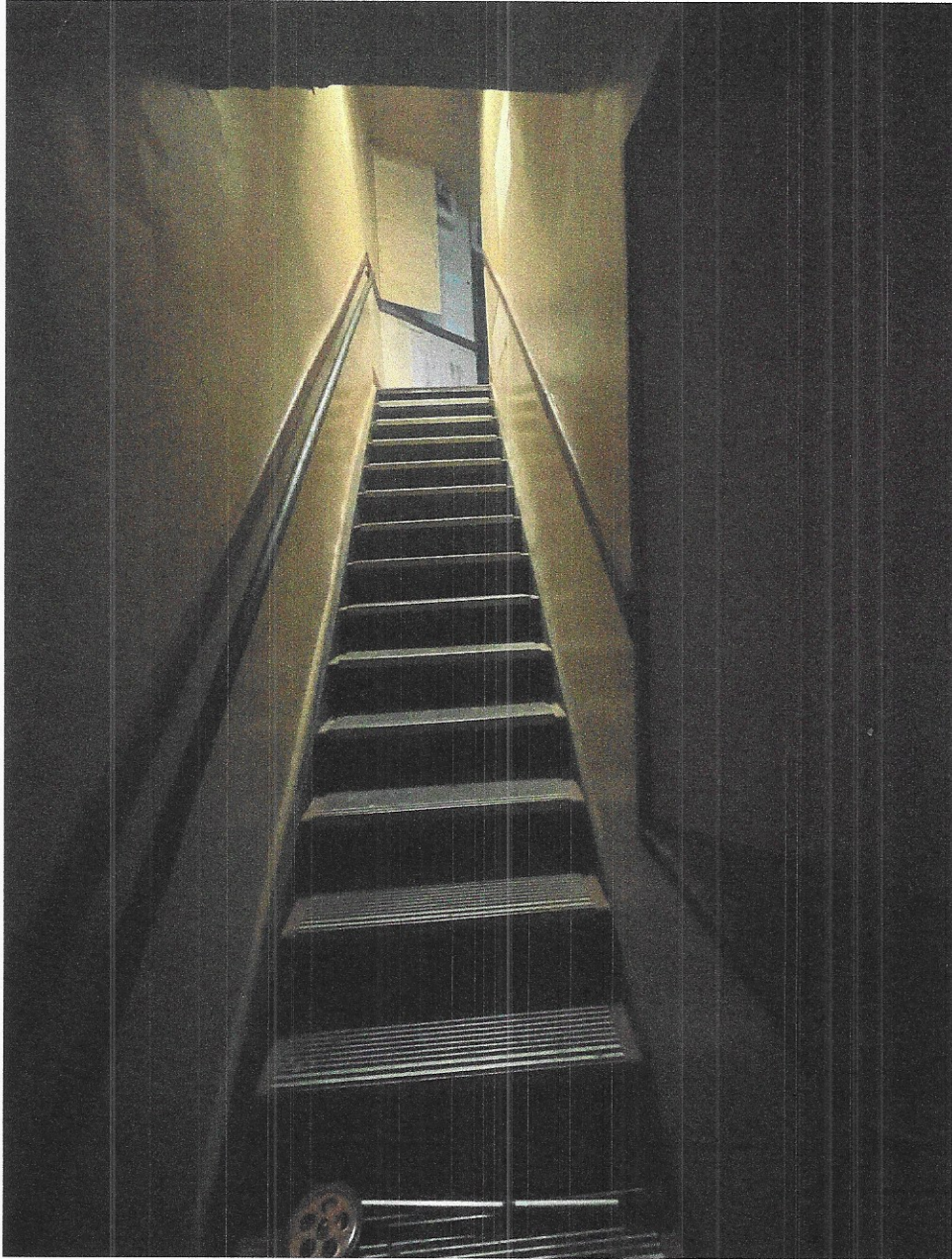
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