

# Manhattan Community Board 4

(All Fields Must Be Completed)

## Liquor License/Sidewalk Cafe Stipulations Application

<b>CORPORATION NAME</b> Sweet Hospitality Group		<b>DOING BUSINESS AS (DBA)</b>	
<b>STREET ADDRESS</b> MCC Theater Space, 515 W 52 <sup>nd</sup> ST		<b>CROSS STREETS</b>	<b>ZIP CODE</b> 10019
<b>OWNER</b> <small>(Attach a list of all the people that will be associated listed with the license)</small>	<b>NAME:</b> Julie Rose	<b>ATTORNEY/ REPRESENTATIVE</b>	<b>NAME:</b> Bill Votava
	<b>PHONE:</b> 212-582-5472		<b>PHONE:</b> 212 582 5472
	<b>EMAIL:</b> JARose@SweetHospitalityGroup.com		<b>EMAIL:</b> BVotava@SweetHospitalityGroup.com
<b>MANAGER</b>	<b>NAME:</b>	<b>LANDLORD</b>	<b>NAME:</b> Manhattan Class Company DBA MCC Theater
	<b>PHONE:</b>		<b>PHONE:</b> 718-727-7722 x 232
	<b>EMAIL:</b>		<b>EMAIL:</b> NVerma@MCCTheater.org
<b>APPLICATION TYPE</b> ( <u>    </u> Liquor License <u>    </u> Unenclosed Sidewalk Cafe )			
<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
	What is/was the name and address of establishment?	See Attached List "A"	
	What were the dates applicant was involved with this former premise?		
<input type="radio"/> Corp <b>Change/Class Change/Removal</b>	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="radio"/> YES	<input type="radio"/> NO
	If alterations or operational changes are being made, please describe/list all changes.		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	Please list/describe the nature of all the changes and attach the plans.		
<b>METHOD OF OPERATION</b>			
<b>TYPE OF ALCOHOL</b>	<input checked="" type="radio"/> Liquor/Wine/Beer & Cider	<input type="radio"/> Beer & Cider	<input type="radio"/> Wine/Beer & Cider
<b>ESTABLISHMENT TYPE</b>	<input type="radio"/> Restaurant <input type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input type="radio"/> Bar/Tavern <input type="radio"/> Catering Establishment <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Club (Fraternal Organization - Members Only) Legitimate Live Broadway Theater		
Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	9/2/2018
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement.	<input checked="" type="radio"/> YES	<input checked="" type="radio"/> NO	List from SLA attached, Pertinent locations highlighted in yellow
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.	<input type="radio"/> YES	<input checked="" type="radio"/> NO	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	

**OPERATIONAL DETAILS** (\*Closing time will be when establishment is vacated of all patrons)

HOURS* (Indoor Only)		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Operation	8am to 12pm	8am to 12pm	8am to 12pm	8am to 12pm	8am to 12pm	8am to 12pm	8am to 12pm
	Kitchen	N/A						
	Music	N/A						
If you plan to have music, what type(s)? (Circle all that apply)			BACKGROUND	LIVE MUSIC	DJ	JUKE BOX	KARAOKE	

**OCCUPANCY**

	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Stand-Up Bar
INSIDE			0	0	0	1	0
OUTSIDE (Other than sidewalk café)	N/A						
SIDEWALK CAFÉ	N/A						

How many floors are there? What is the capacity for each floor?	
How frequently will the owner(s) be at the establishment?	When managing
Will there be dancing?	YES <input type="radio"/> NO <input checked="" type="radio"/>
Will applicant have bottle or table service for beverage alcohol?	YES <input type="radio"/> NO <input checked="" type="radio"/>
Will you be hosting private, promotional or corporate events?	YES <input checked="" type="radio"/> NO <input type="radio"/>
Will outside promoters be used on a regular basis? If yes please describe.	YES <input type="radio"/> NO <input checked="" type="radio"/>
Will you have a security plan? If, yes please attach.	YES <input type="radio"/> NO <input checked="" type="radio"/> Security managed by Nektar
Will security plan be implemented?	YES <input type="radio"/> NO <input type="radio"/> N/A
Will State certified security personnel be used?	YES <input type="radio"/> NO <input type="radio"/> N/A
Will New York Nightlife Association and NYPD Best Practices be followed?	YES <input type="radio"/> NO <input type="radio"/> N/A
Will applicant be using delivery bicycles? If yes, how many?	YES <input type="radio"/> NO <input checked="" type="radio"/>
Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly noting name as described by NYC Law?	YES <input type="radio"/> NO <input type="radio"/> N/A
Where will delivery bicycles be stored during the day when not in use?	N/A

**LOCATION & ZONING**

Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	<input checked="" type="radio"/> NO
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	YES	NO
Is a Public Assembly permit required?	YES	<input checked="" type="radio"/> NO
Are your plans filed with DOB?	YES	NO

**Community Notification/Relations**

<p><b>NOTIFICATION:</b> List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each please list both the organization and individual you contacted</p>	# 1	Community Board #4
	# 2	
	# 3	
	# 4	
	# 5	
Please provide dates when applicant met with the groups listed above.		30 Day notice mailed
Who was your contact person at each group you met with?		
When did applicant post the notice that was provided?		8/9/2018
Where did applicant post the notice that was provided?		Entrance to 515 W 57 <sup>th</sup> ST
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	YES	<input checked="" type="radio"/> NO
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	YES	NO <i>Can discuss</i>

## BUILDING DESIGN

State the name and type of business previously located in the space.	Theater		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO	unknown
Do you plan any changes to the existing façade? If yes, please describe.	YES	<input checked="" type="radio"/> NO	
Will applicant have a vestibule within the establishment?	<input checked="" type="radio"/> YES	NO	a theater lobby
Will applicant use a storm enclosure?	YES	NO	unknown
Will applicant not place any items or obstructions on the sidewalk, for example, sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	YES	<input checked="" type="radio"/> NO	
Will applicant comply with the NYC noise code?	<input checked="" type="radio"/> YES	NO	
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS		GARAGE DOORS
			WINDOWS THAT CAN BE OPENED
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	N/A
Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment?	YES	NO	N/A
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	NO	N/A its a theater
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	YES	NO	N/A
Will the kitchen exhaust system extend to the roof?	YES	NO	N/A no exhaust
Will the establishment have an illuminated sign?	YES	NO	N/A
Will the establishment have a canopy extending over the sidewalk?	YES	NO	N/A
Where will the air conditioner be located? What type is it?	N/A		
When was the air conditioner installed?	N/A		

**OUTDOOR ITEMS - OTHER THEN SIDEWALK CAFÉ**

Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	YES	<input checked="" type="radio"/> NO	
Will applicant use any outdoor spaces rooftop rear yard, patio, porch, balcony, pavilion, tents, deck or gazebo? If yes, which one(s)?	YES	<input checked="" type="radio"/> NO	
Are the floorplans for the outdoor space(s) included?	YES	NO	N/A
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	YES	NO	N/A
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	N/A
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s)?	YES	NO	N/A -
Will there be no amplified music, as per the law?	YES	NO	N/A
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	N/A
Will applicant agree to post signs outside asking customers to respect the neighbors'?	YES	NO	N/A
Will applicant agree to train staff to encourage a peaceful environment?	<input checked="" type="radio"/> YES	NO	all our Bar Staff are TIPS trained
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	YES	NO	N/A
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	N/A

### OUTDOOR ITEMS – SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	<input checked="" type="radio"/> NO	
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	N/A
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	N/A
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	N/A
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	N/A
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	N/A
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk café?	YES	NO	N/A
Will applicant mark the perimeter of the café on the sidewalk?	YES	NO	N/A
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	YES	NO	N/A
Will the sidewalk café not provide standing space for drinking or smoking?	YES	NO	N/A
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	N/A
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	N/A
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	YES	NO	N/A
Will all furniture be stored inside between December 21 <sup>st</sup> and March 21 <sup>st</sup> , and any other day when it rains or snows?	YES	NO	N/A
Will applicant use umbrellas?	YES	NO	N/A
If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8 foot clear path of sidewalk between the perimeter of the café and the closes obstruction including construction barricades?	YES	NO	N/A

**ADDITIONAL STIPULATIONS: (Office Use Only)**

***To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.***

**ADDITIONAL STIPULATIONS: (Office Use Only), *Continued***

***To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.***



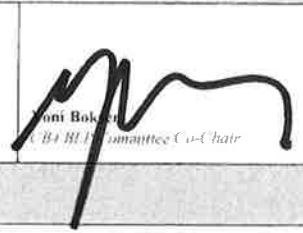
Manhattan Community Board 4 (MCB4) recommends:  
(MCB4's recommendation is based on a vote taken at its  
September 5, 2018 full board meeting, with 34 members voting in favor  
of the recommendation, 0 members opposed, 0 members  
abstaining and 0 present but not eligible)

Denial unless all stipulations agreed to by applicant/owner are part of the method of operation  
 Denial  Approval

**CB4 REPRESENTATIVES**

  
Nelly Gonzalez  
CB4 Assistant Vice Chair/Manager

  
Frank Holozubiec  
CB4 BLP Committee Co-Chair

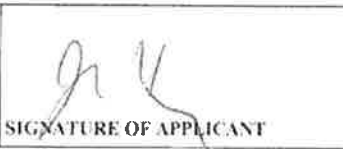
  
Yoni Bokor  
CB4 BLP Committee Co-Chair

**APPLICANT AGREEMENT WITH THE COMMUNITY**

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 and applicant. These stipulations supersede any oral statements or representations in connection with this application.

**SIGN HERE** →

Julie Rose  
PRINT NAME OF APPLICANT

  
SIGNATURE OF APPLICANT

5/10/18  
DATE

(A)

Sweet Hospitality Group  
Liquor License Locations

<u>Code</u>	<u>Full Name</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>
AA	American Airlines Theater	227 West 42nd Street	New York	NY	10036
AH	Al Hirschfeld Theater	302 West 45th Street	New York	NY	10036
AT	Atlantic Theater	336 West 20th Street	New York	NY	10011
AW	August Wilson Theater	245 West 52nd Street	New York	NY	10019
CC	NY City Center	131 West 56th Street	New York	NY	10019
EO	Eugene O'Neill Theater	230 West 49th Street	New York	NY	10019
LC-VB	Lincoln Center Theater	150 West 65th Street	New York	NY	10023
NA	New Amsterdam Theater	214 West 42nd Street	New York	NY	10036
PH	Playwrights Horizons Theater	416 West 42nd Street	New York	NY	10036
S4	Studio 54 Theater	254 West 54th Street	New York	NY	10019
SF	Samuel Friedman Theater	261-65 West 47th Street	New York	NY	10036
SJ	St. James Theater	246 West 44th Street	New York	NY	10036
SS	Stephen Sondheim Theater	124 West 43rd Street	New York	NY	10036
ST	Steinberg Center	111 West 46th Street	New York	NY	10036
TR	Theater Row	410 West 42nd Street	New York	NY	10036
WK	Walter Kerr Theater	219 West 48th Street	New York	NY	10036

# 515 W 52nd

## Legend

### LEGEND

- Government/Local
  - City of New York
  - County of New York
  - State of New York
- Other/Personal
  - Other/Personal
  - Other/Personal
  - Other/Personal
- Business/Industry
  - Business/Industry
  - Business/Industry
  - Business/Industry
- Water/Transportation
  - Water/Transportation
  - Water/Transportation
  - Water/Transportation
- Utilities
  - Utilities
  - Utilities
  - Utilities
- Other
  - Other
  - Other
  - Other



Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.

August 10, 2018

## Proximity Report for Location:

July 31, 2018

515 W 52 St, New York, NY, 10019

\* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

### Closest Liquor Stores

Name	Address	Approx. Distance
CELLAR 53 WINE & SPIRITS INC	785 10TH AVE	310 ft
WEST 54 LIQUORS LLC	453 W 54TH ST	805 ft
ADRIATIC WINE & LIQUOR LLC	714 10TH AVENUE	900 ft
ROYAL WINES & LIQUORS INC	789 9TH AVE	1080 ft
54 WINES & SPIRITS INC	400 W 55TH ST AKA 839 9TH AVE	1305 ft
501 WEST 57 LIQUORS INC	501 W 57TH ST	1310 ft
NINTH AVENUE WINE & LIQ CORP	860 9TH AVENUE	1485 ft

### Churches within 500 Feet

Name	Approx. Distance
------	------------------

### Schools within 500 Feet

Name	Address	Approx. Distance
------	---------	------------------

### On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
VENDANGE GROUP LLC, THE	510 W 52ND ST	120 ft
TABOON RESTAURANT CORP	773 10TH AVENUE	225 ft
IL MELOGRANO LLC	501 W 51ST ST	345 ft
ARS NOVA THEATER INC	511 W 54TH ST	465 ft
SHERENA INTERNATIONAL INC	818 10TH AVE	575 ft
PEACEFUL ENTERPRISE CORP	738 10TH AVE	590 ft
736 TENTH AVENUE CAFE LLC	736 10TH AVE	635 ft
818 10TH AVENUE INC	818 10TH AVE	645 ft
EL ORIGINAL NYC LLC	735 10TH AVE	655 ft
71 WORTH LLC	734 10TH AVE	655 ft
ROJAS FOOD SERVICES LLC	820 10TH AVE	660 ft
FIKA 824 10TH AVE LLC	824 10TH AVE	705 ft
CATERED BY PERGOLA LLC	826 10TH AVE	705 ft
KD 714 INC	714 11TH AVE	750 ft

### Pending Licenses within 750 Feet

Name	Address	Approx. Distance
SALL RESTAURANT & LOUNGE LLC	818 10TH AVE	620 ft

**Unmapped licenses within zipcode of report location**

Name	Address
------	---------



## SWEET HOSPITALITY GROUP

A BRAMLEY DEBARRETT GROUP COMPANY

License Examiner, NYS State Liquor Authority  
317 Lenox Avenue, 5<sup>th</sup> Floor  
New York, NY 10027

Re: **Application for new OP license at 515 W 52<sup>nd</sup> ST. - 500 Foot Rule – Statement of Public Interest**

Good afternoon,

Sweet Hospitality Group is a leader in the live-theater concession operation industry. We currently oversee the concessions at 18 Broadway and Off-Broadway venues. During our 30+ years in business we have assisted numerous theaters in finding new avenues to entertain patrons and increase profits through innovative use of their concessions.

The patrons of live Broadway performances have become accustomed to and anticipate a high level of service from all phases of their theater experience, from ticketing, to parking, to checking their coats and even the items they order from concessions. Consumers have come to expect a wide variety of food and beverage choices from the theaters they patronize, including a full selection of cocktails and mixed drinks.

Having the ability to serve the needs of these customers is also beneficial for the theater who profit from the additional revenues generated.

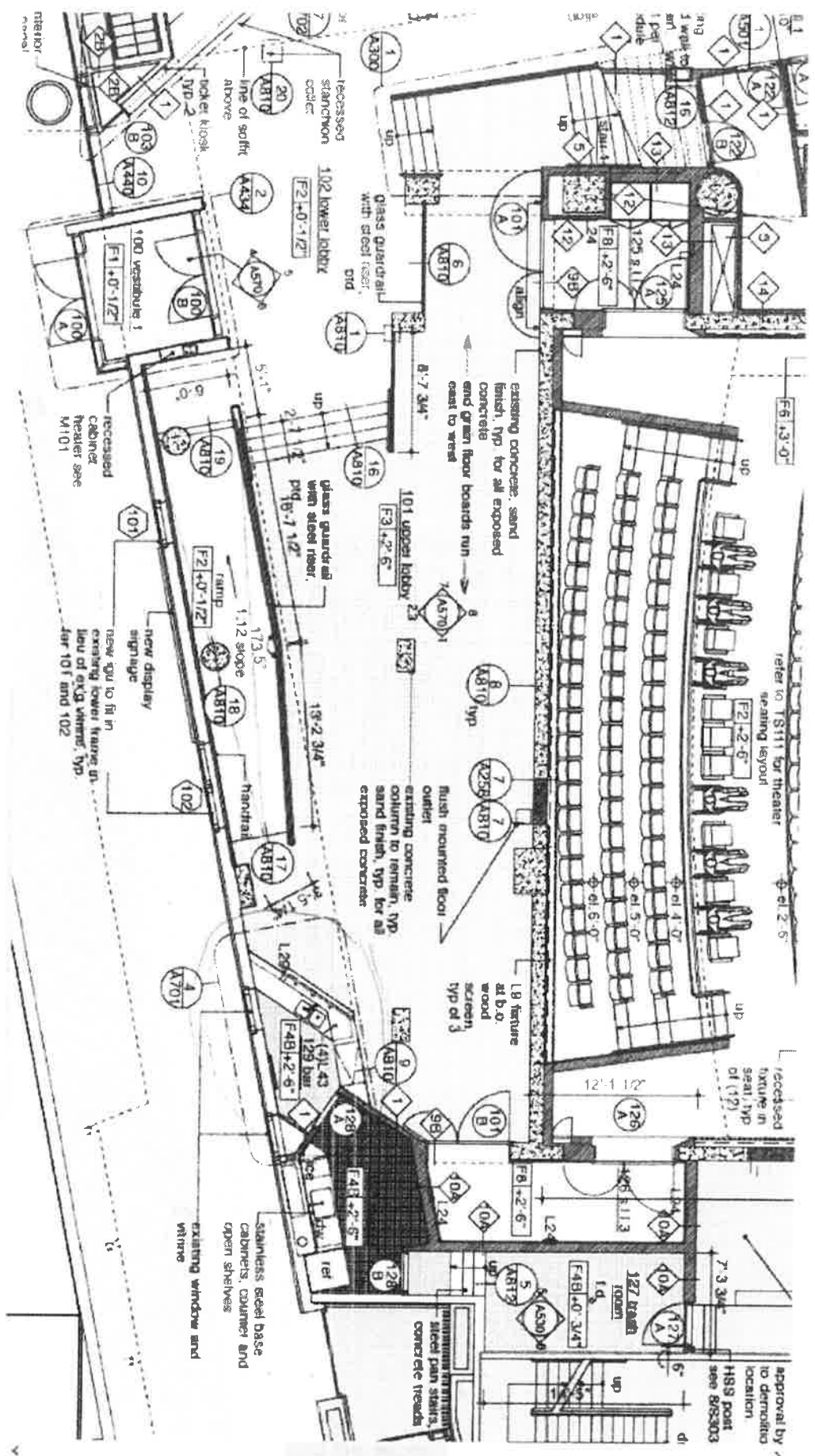
In this time of economic change, we wish to assist the success of this theater and its multitude of backstage, cast and front-of-house staff by doing our best to provide them with all the support we can muster. This includes being prepared to serve a full range of alcoholic beverages to their patrons.

In order to provide our services to Broadway Theater patrons, and to do our small part to assist in the strengthening of the currently faltering economic outlook, we humbly implore the NYS Alcoholic Beverage Authority to use all speed and influence to quickly process our application for a full Liquor License at the MCC Theater Space, 515 West 52<sup>nd</sup> Street, NYC.

Thank you for your kind consideration of our request. If I can provide any information which may assist you in making your determination or speed the application process along, please feel free to contact me at (212) 582-5472.

Respectfully,

  
Bill Votava, VP – Business Affairs



refer to TS111 for theater seating layout

recessed fixture in seat, typ of (12)

approval by HSS post see 8/8-303

existing concrete, sand finish, typ for all exposed concrete end grain floor boards run east to west

flush mounted floor outlet existing concrete column to remain, typ sand finish, typ for all exposed concrete

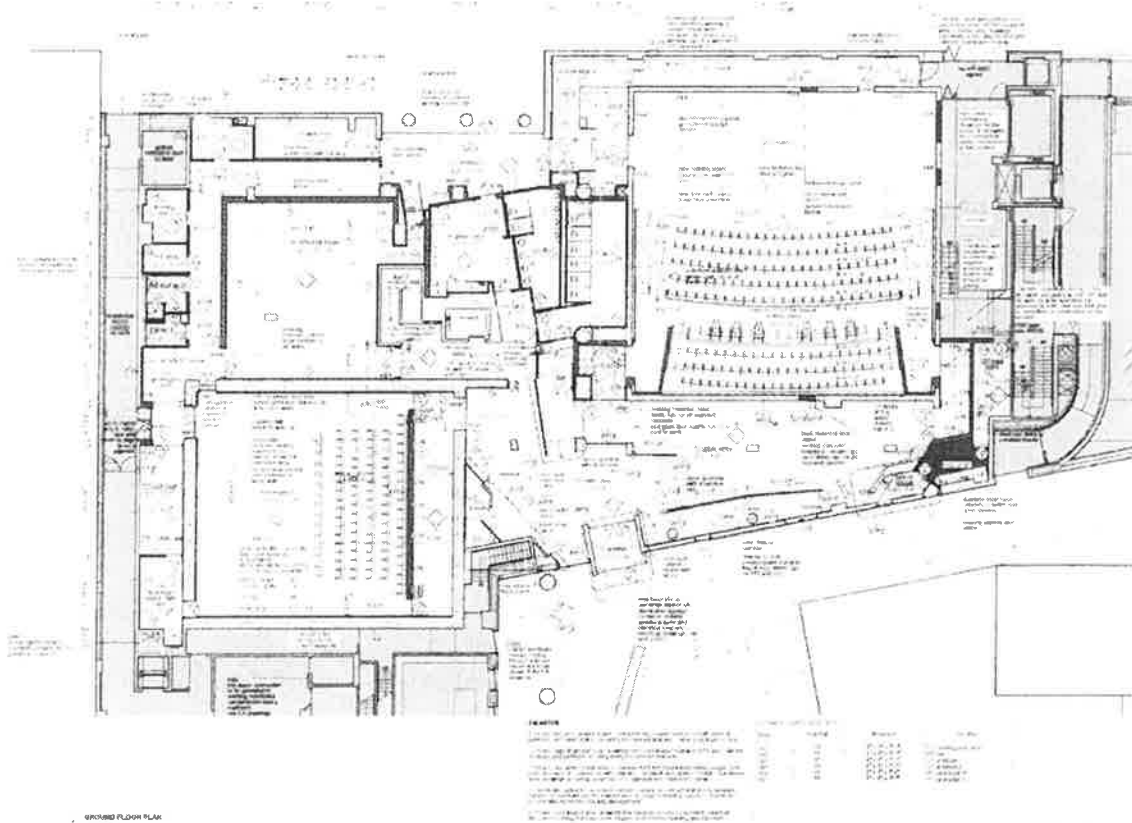
LG texture at b.o. wood screen typ of 3

stainless steel base cabinets, counter and open shelves existing window and frame

recessed cabinet heater see M101

new sign to fit in existing lower frame in lieu of sign where, typ for 101 and 102

interior exterior



- ARCHITECTURE CONSULTANTS INC. ARCHITECTS
- ANDREW BERMAN ARCHITECT
- KERRAN POLLOCK FRIEDLANDER
- ALTON BERRY HERRICK LLC CIVIL ENGINEERS
- ACURTEL LLC
- OLAVO MURRAY STEINER LLP
- ELINE BETHUNE GARDNER INTERIOR DESIGN

PROPOSED PLAN  
GROUND LEVEL

A111.00

GROUND FLOOR PLAN



Google Maps 515 W 52nd St



Map data ©2018 Google 200 ft



**515 W 52nd St**  
New York, NY 10019



At this location

### Avalon Clinton

45 (109)

Apartment Building · 515 W 52nd St

### Cute As Cake

Bakery · 515 W 52nd St #18b

### Icon Parking

43 (9)

Parking Garage · 515 W 52nd St

### La Bergamote

42 (125)

\$\$ · French · 515 W 52nd St

Quaint patisserie & bistro

Open until 10:00 PM

# Disney FROZEN

THE BROADWAY MUSICAL

## REFRESHMENTS

		REFILL
Water	\$5	
Sparkling Water	\$6	
Cold Brew Coffee	\$7	
Soft Drinks	\$9	\$4
Mocktail	\$10	\$5
Beer	\$12-14	\$7-9
Liquor	\$16-21	\$11-16
Double	\$24-34	\$19-29
Featured Cocktail	\$21	\$16
Double	\$34	\$29
Wine	\$15-18	\$10-13
Double	\$22-28	\$17-23
Champagne	\$33	\$28
Baked Goods	\$5	
Candy & Snacks	\$4-7	

## LIMITED TIME SPECIALS!

**ICE QUEEN FROZÉ**  
A FROZEN BLEND OF ROSÉ,  
VODKA AND ORGANIC  
STRAWBERRY-PEACH SYRUP

**PRINCESS PUNCH**  
ORGANIC CITRUS SLUSH

## FEATURED SHOW COCKTAILS

### FORCE OF NATURE

Let the storm rage on with this powerful blend of flavors so good you won't want to let it go!

HERRADURA TEQUILA,  
BLUE CURAÇAO, LIME,  
GINGER, MINT, AGAVE

### HEART OF ARENDELLE

Only a drink of true love can melt a frozen heart and you're sure to love this one!

BELVEDERE VODKA,  
ELDERFLOWER LIQUEUR, LEMON,  
CANE SYRUP, CITRUS SHRUB

### FIXER UPPER

Don't hold back your fondness for this cocktail - we'll gladly fix you up another!

BACARDI RUM, COCONUT PUREE,  
LIME, LYCHEE SYRUP, TIKI BITTERS

## FEATURED MOCKTAIL

### IN SUMMER

Some things are worth melting for and this non-alcoholic sparkler is one of them!

LEMONADE &  
BLUE RASPBERRY SYRUP

JUJAMCYN THEATERS

