

Manhattan Community Board 4

Liquor License/Sidewalk Cafe Stipulations Application

(All Fields Must Be Completed)

CORPORATION NAME		DOING BUSINESS AS (DBA)	
11-26 LLC		Hav and Mar	
STREET ADDRESS		CROSS STREETS	ZIP CODE
601 W 26th Street		11th Ave and W 26th St	10001
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME: Marcus Samuelsson Howard Greenstone	ATTORNEY/ REPRESENTATIVE	NAME: Max Bookman, Esq. - Pesetsky and Bookman, P.C.
	PHONE: 917-502-2793		PHONE: 212-513-1988
	EMAIL: hbgreenstone@gmail.com		EMAIL: max@pb.law
MANAGER	NAME: Howard Greenstone	LANDLORD	NAME: RXR SL Owner LLC
	PHONE:		PHONE: 212-797-1330
	EMAIL: hbgreenstone@gmail.com		EMAIL: rzukerman@rxrrealty.com
APPLICATION TYPE (<input checked="" type="checkbox"/> <i>Liquor License</i> _____ <i>Unenclosed Sidewalk Cafe</i>)			
<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	What is/was the name and address of establishment?	See rider attached	
	What were the dates applicant was involved with this former premise?	2008 to present	
<input type="radio"/> Corp Change/Class Change/Removal	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="checkbox"/> YES	<input type="checkbox"/> 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:		
METHOD OF OPERATION			
TYPE OF ALCOHOL	<input checked="" type="radio"/> Liquor/Wine/Beer & Cider <input type="radio"/> Beer & Cider <input type="radio"/> Wine/Beer & Cider		
ESTABLISHMENT TYPE	<input checked="" 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)		
Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	After the CB meeting
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="checkbox"/> YES	<input type="checkbox"/> NO	
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="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	

Marcus Samuelsson Liquor Licenses

AQ Café LLC
1800 Broadway
New York, NY 10019
2008 – 2013

Red Rooster Harlem LLC
310 Lenox Avenue
New York, NY 10027
2010 – Present

Streetbird Harlem LLC
2149 Frederick Douglass Blvd
New York, NY 10026
2015-2019

Howard Greenstone Liquor Licenses

GPEV LLC
511 E. 5th Street
New York, NY 10009
2018-2020

ESQEV LLC
83 1st Avenue
New York, NY 10003
2018 - Present

Emmy Squared Bedford LLC
31-33 Bedford Street
New York, NY 10014
2019 - Present

85th & 3rd LLC
1426 3rd Avenue
New York, NY 10028
2019 - Present

1414 Holdings LLC, SH Group Hotels & Residences US
1414 Avenue of the Americas
New York, NY 10019
2015 - Present

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

HOURS* <i>(Indoor Only)</i>		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Operation	9am-12am	9am-12am	9am-12am	9am-12am	9am-12am	9am-12am	9am-12am
	Kitchen	-----ALL HOURS OF OPERATION-----						
	Music	-----ALL HOURS OF OPERATION-----						
If you plan to have music, what type(s)? (Circle all that apply)			<input checked="" type="checkbox"/> BACKGROUND	<input checked="" type="checkbox"/> LIVE MUSIC	<input type="checkbox"/> DJ	<input type="checkbox"/> JUKE BOX	<input type="checkbox"/> KARAOKE	

OCCUPANCY

	Capacity (Certificate of Occupancy)	Maximum # of Persons 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	TBD	146	35	122	0	1	16
OUTSIDE <i>(Other than sidewalk café)</i>	-----						
DCA APPROVED UNENCLOSED SIDEWALK CAFÉ	-----						

How many floors are there? What is the capacity for each floor?	2 Floors: 126 - ground floor, 20 - mezzanine	
How frequently will the owner(s) be at the establishment?	Daily	
Will there be dancing?	YES	<input checked="" type="checkbox"/> NO
Will applicant have bottle or table service for beverage alcohol?	<input checked="" type="checkbox"/> YES	NO
Will applicant be hosting private; promotional or corporate events?	YES	<input checked="" type="checkbox"/> NO
Will outside promoters be used on a regular basis? If yes please describe.	YES	<input checked="" type="checkbox"/> NO
Will applicant have a security plan? If, yes please attach.	YES	<input checked="" type="checkbox"/> NO Only security cameras
Will security plan be implemented?	YES	<input checked="" type="checkbox"/> NO
Will State certified security personnel be used?	YES	<input checked="" type="checkbox"/> NO
Will New York Nightlife Association and NYPD Best Practices be followed?	<input checked="" type="checkbox"/> YES	NO
Does applicant agree to notify MCB4 prior to making changes to its method of operation?	<input checked="" type="checkbox"/> YES	NO
Will applicant be using delivery bicycles? If yes, how many?	YES	<input checked="" type="checkbox"/> NO
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	NO 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	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	NO	
Are your plans filed with DOB?	YES	NO	Pending

Community Notification/Relations			
NOTIFICATION: 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	# 1	See email attached	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	June 30, 2021		
Who was your contact person at each group you met with?	See email attached		
When did applicant post the notice that was provided?	June 30, 2021		
Where did applicant post the notice that was provided?	Conspicuously to the front of the premises		
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	YES	NO	917-502-2793
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	YES	NO	

BUILDING DESIGN			
State the name and type of business previously located in the space.	Verizon and ConEd back of house and garage		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	<input checked="" type="checkbox"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Addition of garage doors
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Is the entrance ADA Compliant?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Addition of garage doors
Will applicant have a vestibule within the establishment?	YES	NO	TBD
Will applicant use a storm enclosure?	YES	NO	TBD
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will applicant comply with the NYC noise code?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS		GARAGE DOORS NO
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	WINDOWS THAT CAN BE OPENED
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?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	<input checked="" type="checkbox"/> NO	Commercial area; no neighboring residential buildings
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	<input checked="" type="checkbox"/> NO	
Will the kitchen exhaust system extend to the roof?	YES	<input checked="" type="checkbox"/> NO	
Will the establishment have an illuminated sign?	YES	<input checked="" type="checkbox"/> NO	
Will the establishment have a canopy extending over the sidewalk?	YES	<input checked="" type="checkbox"/> NO	
Where will the air conditioner be located? What type is it?	TBD		
When was the air conditioner installed?	TBD		

OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	YES	NO	
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo or open dining in the parking lane? If yes, which one(s)?	YES	NO	
Are the floorplans for the outdoor space(s) included?	YES	NO	
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	YES	NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk?	YES	NO	
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	
Will applicant agree to post signs outside asking customers to respect the neighbors'?	YES	NO	
Will applicant agree to train staff to encourage a peaceful environment?	YES	NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	YES	NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	
If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture?	YES	NO	
If open dining, will you comply with all NYC DOT guidelines?	YES	NO	
If open dining, will the installation be year-round?	YES	NO	

DCA APPROVED UNENCLOSED SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	NO	
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	YES	NO	
Will applicant mark the perimeter of the café on the sidewalk?	YES	NO	
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	
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	YES	NO	
Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains or snows?	YES	NO	
Will applicant use umbrellas?	YES	NO	
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 closest obstruction including construction barricades?	YES	NO	
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	YES	NO	

ADDITIONAL STIPULATIONS: (Office Use Only)

- Any live music will be acoustic and limited to no more than 6 performers at any one time

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
July 28, 2021 full board meeting, with 35 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 District Manager



Frank Holozubiec
 CB4 BLP Committee Co-Chair



Burt Lazarin
 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.

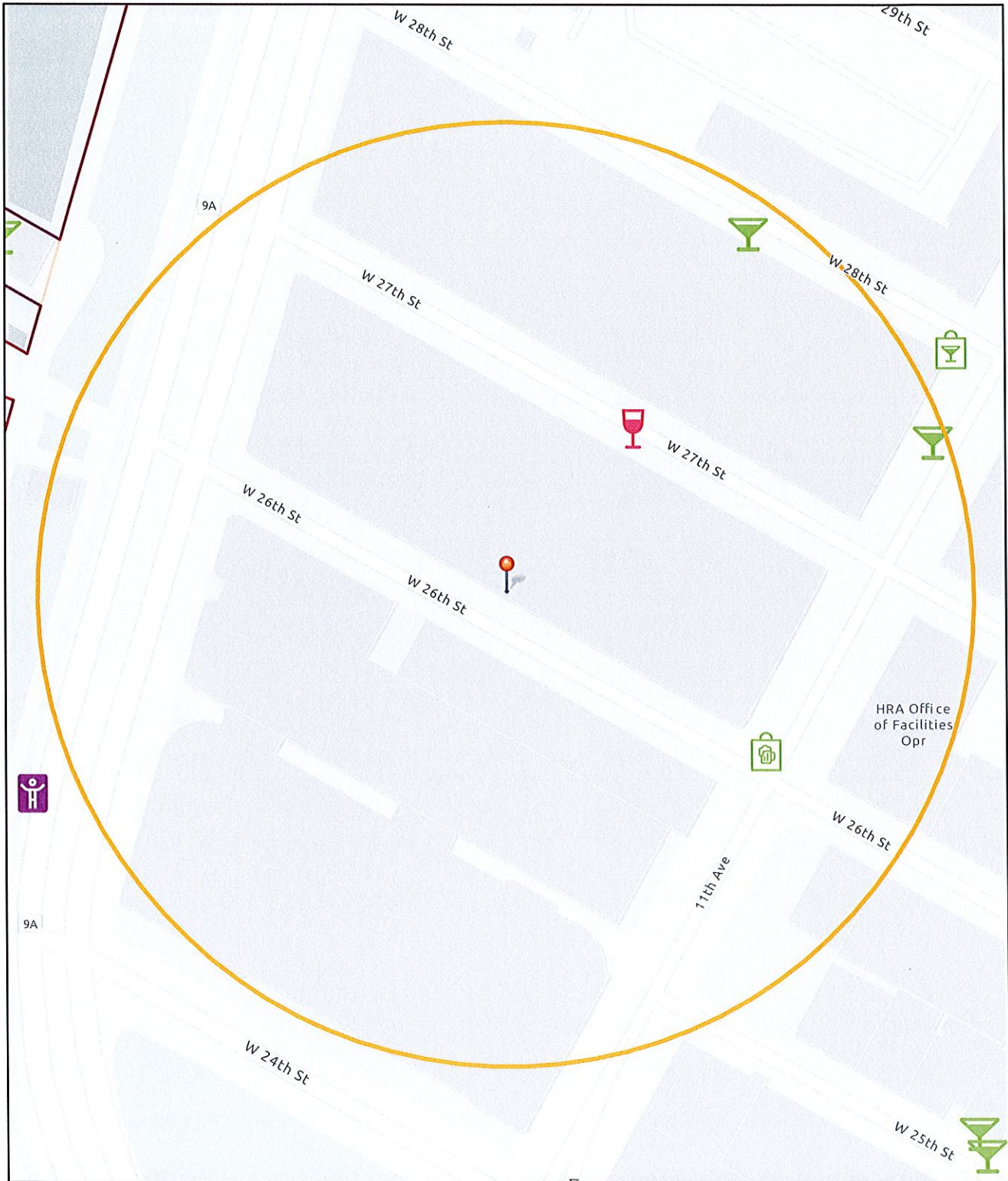
SIGN HERE →

PRINT NAME OF APPLICANT

SIGNATURE OF APPLICANT

DATE

11-26 LLC - SLA Liquor Licenses within 500 Feet



6/29/2021, 10:47:40 AM

- Cities and Towns
- SLA Zones
- NYC Police Precincts
- Active Licenses
 - On Premises Liquor
 - On Premises Wine
- Off Premises Liquor
- Off Premises Beer
- Inactive Licenses
 - On Premises Wine

On-Premises Licenses within 500 Ft

1. Hudson Yards Catering LLC
2. Porchlight West Chelsea LLC

Mar Lunch

Golden Kolo

Grilled Tomato Sandwich

Green Tomato Jam

Whole Grain Flatbreads

Injera, Stewed Lentils, Pickles or

Black Flatbread, Cauliflower Curry or

Collard Green Flatbread, Charred Eggplant, Labneh

Scallion Noodles

Shiro, Sesame

Crudite

Sea Moss Dip

Greens and Greens

Farro, Green Goddess, Local Greens

Collard Green Salad

Napa, Radichio, Grapefruit, Coconut

Special of the Day

Veggie Burger

Onion Jam, Tofu-Chili

Hav Lunch

Smashed Shrimp Burger

Shumei Style, Smoked Soy, Cucumber Pickle

Mushroom Wat Rigatoni

Sweet Potato, Fresh Cheese, Thai Basil

Lightly Smoked Tasmanian Trout

Apple Celery Puree, Miso, Green Broth

Fish of the Day

Golden Kolo

Grilled Tomato Sandwich
Green Tomato Jam

Whole Grain Flatbreads
Injera, Stewed Lentils, Pickles or
Black Flatbread, Cauliflower Curry or
Collard Green Flatbread, Charred Eggplant, Labneh

Scallion Noodles
Shiro, Sesame

Crudite
Sea Moss Dip

Greens and Greens
Farro, Green Goddess, Local Greens

Collard Green Salad
Napa, Radichio, Grapefruit, Coconut

Special of the Day

Veggie Burger
Onion Jam, Tofu-Chili

Hav and Mar Dinner

Bites

Golden Kolo

Scallop
Sea Buckthorn, Honey

Salt Cod Fritter
Berbere Aioli

Crudite
Sea Moss Dip, Grain Cracker

Cured Salmon Belly
Coffee, Mustard

Shrimp and Grit Tempura
Benne Seed Mayo(Dashi), Roe

Jelly Donut
Bleak Roe, Onion Jam (Sea Moss, Dill

Injera
Whipped Ayib, Bleak Roe

Starters

Grilled Grain Flatbreads Oven Charred or something all served with chutneys and pikliz
Injera, Shiro Hummus, Charred Carrot(Cracked Wheat) Kinchee?, Julienne Veg like Thai Salad,
Something Sweet

Black Flatbread, Grilled Cauliflower Curry, Apple, Cucumber or
Collard Green Flatbread, Charred Eggplant, Garden Veggies, Labneh
Teff Dosa, Coconut Lobster

Greens and Greens
Farro, Green Goddess, Local Greens

Collard Green Salad
Napa, Radichio, Grapefruit, Coconut

Chelsea Salad

Grilled Hamachi Collar
Plantain Chips, Citrus Salsa

Berbere Smoked Salmon King Ora?
Gilled Watermelon, Frilly Mustard Greens, Bunna and Mar

Grilled Octopus
Bok Choi, Tamarind

Lobster Terrine
Carrot Ginger, Broth Corn

Crab Terrine
Mouse, With Nailong

Corn Soup
Watermelon, Kategna

Mains(4oz protein max)

BBQ Mushroom (Korean Style)
Pickled Radish, Collard Kimchee, Bibb

Mushroom Wat
Teff Gnocchi, Sweet Potato, Fresh Cheese, Thai Basil
Or
Seafood Bolognese
Eggplant, Broccoli

Salt Baked Celery Root
Black BBQ, Rice Cake

Scallion Noodles
Shiro, Sesame

Grilled Cauliflower Steak
Vegetable XO, Yogurt

Lightly Smoked Tasmanian Trout
Miso, Apple Celery Puree, Napa

Steamed Bass
Corn, Beans, Green Tomato Broth

Seafood Bolognese
Teff Spaghetti, Parm, Mirepoix

Chickpea Battered Scallop (Fish and Chips)
Salsify Fries, Curry Remoulade

Dry Aged Bird "Singaporian Style"
Tamarind, Carrot, Rice Grits

Simply Cooked
Grilled Salmon
Steamed Bass

Sides

Barley Risotto

Fava Bean Ethiopian Style

Shared

Whole Fried Fish

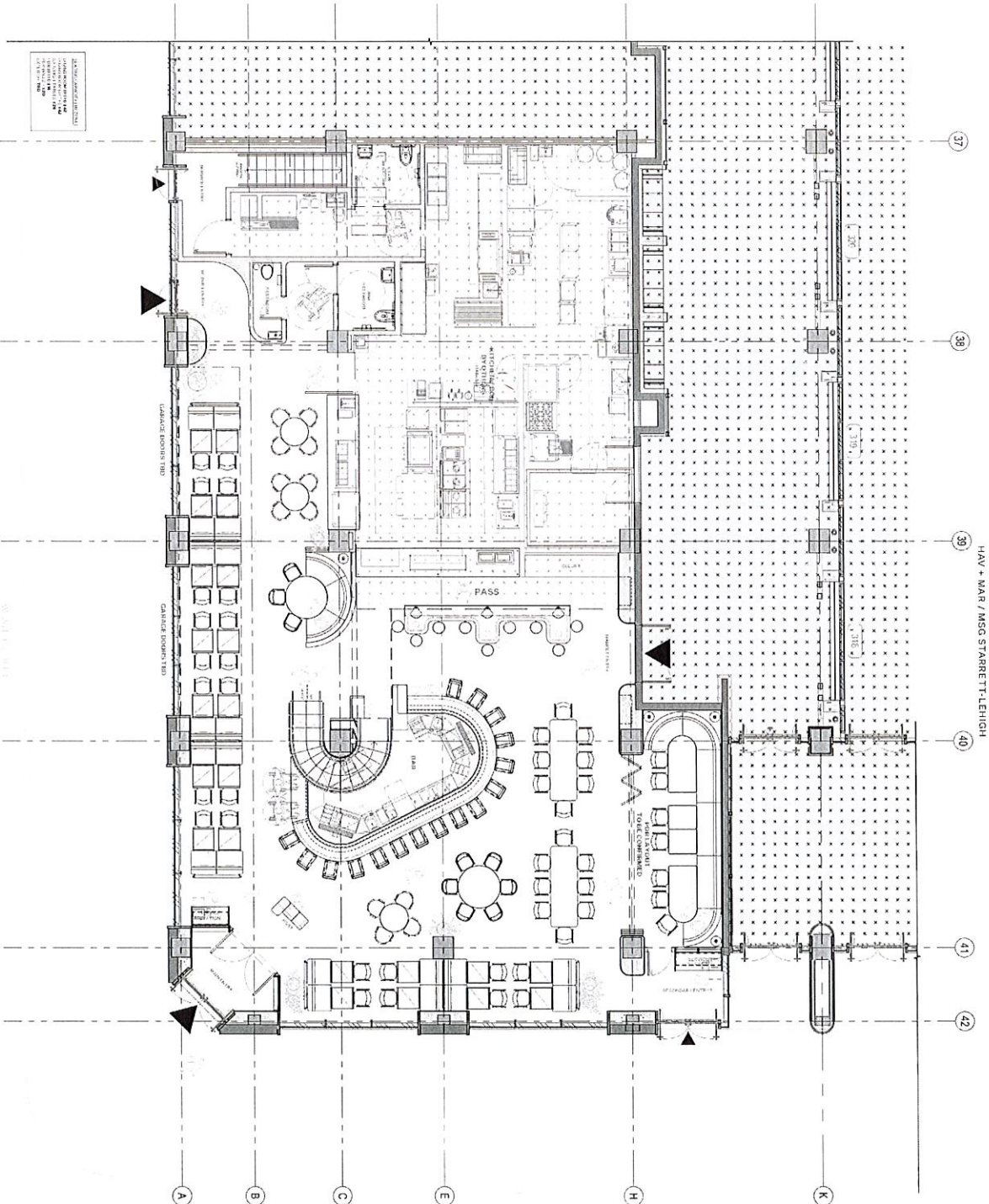
Turmeric, Ginger, Garlic

Tomahawk Chop



ATELIER

ZÉBULON



PERRON

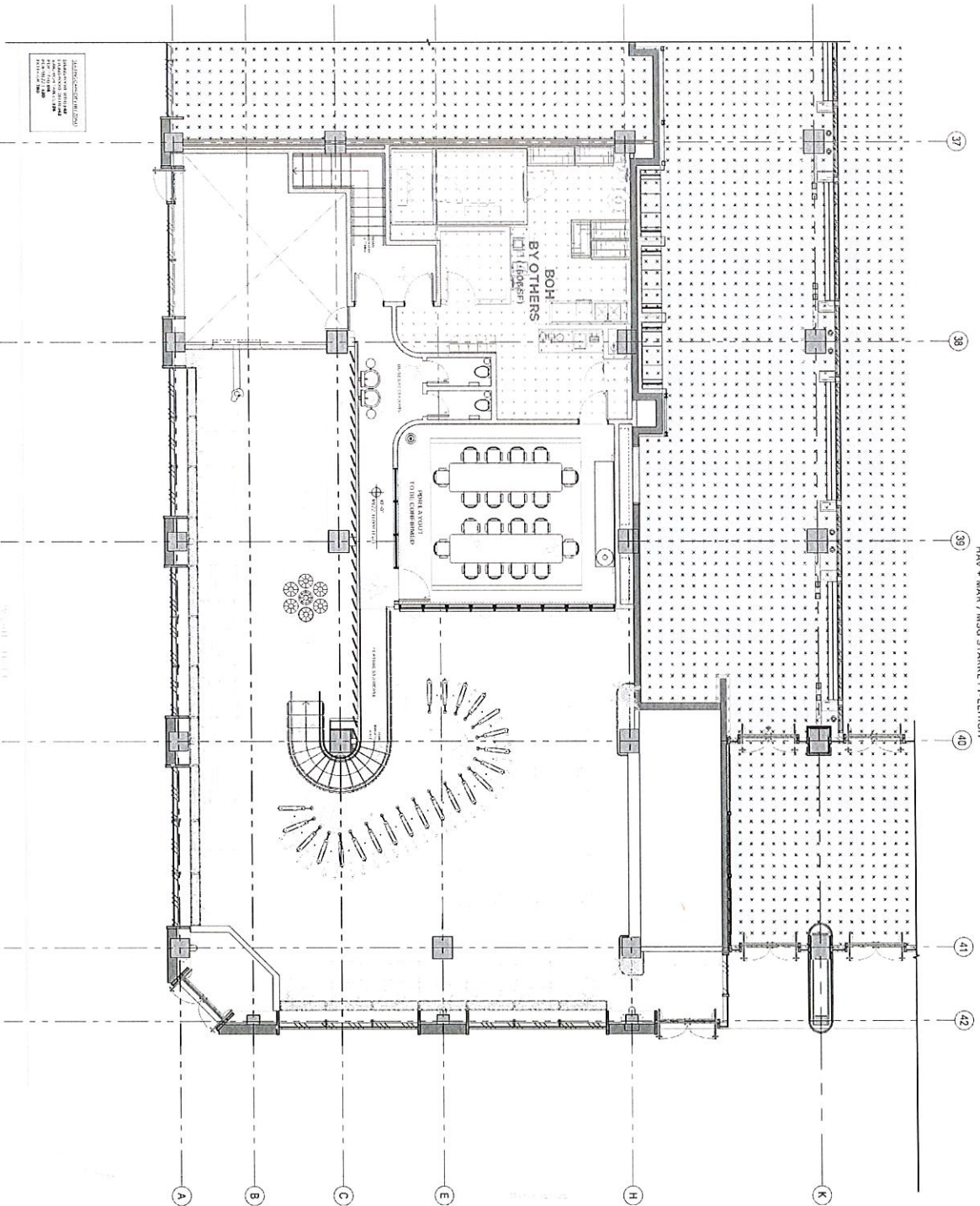
PLAN / GROUND FLOOR

①

FINAL CONCEPT / 2021.05.12
 PERRON
 3001 ATELIER ZEBULON PERRON 311 79 07 62 11 71

ATELIER

ZEBULON



PERRON

PLAN / MEZZANINE

FINAL CONCEPT / 2021.05.12
 CONCEPT / BOH / ATELIER / ZEBULON / PERRON / 1:1000 (1:1000)

①

Marcus Samuelsson Restaurant - 601 W 26th Street

Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>

Wed, Jun 30, 2021 at 5:33 PM

To: negonzalez@cb.nyc.gov, janelle@pb.law, max@pb.law, andrew@gvshp.org, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, tenants@lta.info, andyhummm@aol.com, education@pennsouth.coop, bkeany@pennsouth.coop, dwatersh@gmail.com, fdenthunter@gmail.com, Tina@nakedeyeproductions.com, susanb1011@aol.com, west25thstreetproject@gmail.com, w400ba@gmail.com, jblair@bobchristianson.com, emce33@aol.com, mis@nyc.rr.com, zanelloven@yahoo.com, 300wba@gmail.com, eleanor@quiltedcorner.com, lesley@lyrichord.com, alberttaylor@gmail.com, cott@nyc.rr.com, omar.fattal@gmail.com, merle.levine@gmail.com, fcmgt@me.com, pamela@angel.net, m@melissa-stern.com, germanygerald@aol.com, mwalszny@yahoo.com, sallygmg@gmail.com, wborock@hotmail.com, laranjeirag@gmail.com, Ethan.Felson@jewishfederations.org, jakmail@earthlink.net, craigs1029@aol.com, craig.slutzkin@outlook.com, acevedoandassociates@gmail.com, willrogers@gmail.com, eric.bomze@gmail.com, paul@groncki.com, mig91360@yahoo.com, info@w15ba.com, steve@w15ba.com, Andrew Castano <andrew@redpebbleshospitality.com>, Dylan Farrell <dylan@samuelssongroup.com>

Hi,

I am Marcus Samuelsson and I own several well-known restaurants around the world including Red Rooster in Harlem and Marcus B&P in Newark. I am excited to let you know that my team and I are opening a new restaurant called Hav & Mar in your neighborhood! The restaurant will be located on the corner of West 26th Street and Eleventh Avenue in the Starrett-Lehigh building. The official address is 601 W 26th Street.

The concept will be a mash-up of my Scandinavian background and my exploration of Black contemporary cooking in my most recent book *The Rise*. The menu is vibrant, local and alive with exciting flavors. Breakfast, lunch and dinner will be served daily. Our culinary team will be led by female & BIPOC chefs, creating an inclusive environment that promotes growth from within. We envision this space as one that can sustain all-day programming. The environment will be welcoming and unintimidating, allowing folks to feel comfortable setting up shop at one of our communal tables, no matter the time of day. Our hours of operation will be 9:00 AM to 12:00 PM.

You can reach me at this email with any questions you may have and we invite you to join our community board meeting on July 13th at 6:30. Thank you for your time and consideration.

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Marcus Samuelsson Group
273 Lenox Avenue, Ground Floor
New York, NY 10027
www.samuelssongroup.com
www.marcussamuelsson.com

Marcus Samuelsson Restaurant - 601 W 26th Street

Paul Groncki <pgroncki@gmail.com>

Wed, Jun 30, 2021 at 5:46 PM

Reply-To: pgroncki@gmail.com

To: Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>

Cc: "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, janelle@pb.law, Max Bookman <max@pb.law>, Andrew Berman <andrew@gvshp.org>, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, tenants@lta.info, Andy Humm <andyhumm@aol.com>, education@pennsouth.coop, bkeany@pennsouth.coop, Darlene Waters <dwatersh@gmail.com>, Florence Dent-Hunter <fdenthunter@gmail.com>, Tina DiFeliciano <Tina@nakedeyeproductions.com>, Susan ButtenWieser <susanb1011@aol.com>, Carla Nordstrom <west25thstreetproject@gmail.com>, West 400 BA <w400ba@gmail.com>, jblair@bobchristianson.com, Eileen McElduff <emce33@aol.com>, "Mary I. Swartz" <mis@nyc.rr.com>, Zazel Loven <zazelloven@yahoo.com>, W 21 22 23 BA <300wba@gmail.com>, Eleanor Horowitz <eleanor@quiltedcorner.com>, Lesley Doyel <lesley@lyrichord.com>, alberttaylor@gmail.com, Carol Ott <cott@nyc.rr.com>, Omar Fattal <omar.fattal@gmail.com>, Merle Lister Levine <merle.levine@gmail.com>, Dorothy Francoeur <fcmgt@me.com>, Pam Wolff <pamela@angel.net>, Melissa Stern <m@melissa-stern.com>, Gerald Germany <germanygerald@aol.com>, Michael Walsh <mwalshny@yahoo.com>, Sally Greenspan <sallygmg@gmail.com>, Bill Borock <wborock@hotmail.com>, laranjeirag@gmail.com, Ethan.Felson@jewishfederations.org, jakmail@earthlink.net, "Craig L. Slutzkin" <craigs1029@aol.com>, "Craig L. Slutzkin" <craig.slutzkin@outlook.com>, acevedoandassociates@gmail.com, Will Rogers <willrogers@gmail.com>, Eric Bomze <eric.bomze@gmail.com>, Paul Groncki <paul@groncki.com>, Miguel Acevedo <mig91360@yahoo.com>, info@w15ba.com, Steve Starosta <steve@w15ba.com>, Andrew Castano <andrew@redpebbleshospitality.com>, Dylan Farrell <dylan@samuelssongroup.com>

Welcome to the neighborhood, Marcus. Have followed your career for years. But just doing neighborhood due diligence...what hours will you be operating? Will there be outside service? Music? A bar, I assume? Please fill us in on the details.

Respect science, respect nature, respect each other.

Heed the Fauci.

Stay Healthy and Calm, Paul

Paul J. Groncki, PhD

President: 130 W16th St. Owners, Inc., 100 W16th St. Block Assoc.

Board Member: Hudson Guild, CCBA, Save Chelsea (emeritus)

Community Partner: NYPD Sector 13B NCO

Docent: Rubin Museum of Art

130 W16th St, Apt 61, NY NY 10011

917-601-8831 www.groncki.com

[Quoted text hidden]

Marcus Samuelsson Restaurant - 601 W 26th Street

Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>

Fri, Jul 2, 2021 at 9:58 AM

To: pgroncki@gmail.com

Cc: "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, janelle@pb.law, Max Bookman <max@pb.law>, Andrew Berman <andrew@gvshp.org>, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, tenants@lta.info, Andy Humm <andyhumm@aol.com>, education@pennsouth.coop, bkeany@pennsouth.coop, Darlene Waters <dwatersh@gmail.com>, Florence Dent-Hunter <fdenthunter@gmail.com>, Tina DiFelicianantonio <Tina@nakedeyeproductions.com>, Susan ButtenWieser <susanb1011@aol.com>, Carla Nordstrom <west25thstreetproject@gmail.com>, West 400 BA <w400ba@gmail.com>, jblair@bobchristianson.com, Eileen McElduff <emce33@aol.com>, "Mary I. Swartz" <mis@nyc.rr.com>, Zazel Loven <zazelloven@yahoo.com>, W 21 22 23 BA <300wba@gmail.com>, Eleanor Horowitz <eleanor@quiltedcorner.com>, Lesley Doyel <lesley@lyrichord.com>, alberttaylor@gmail.com, Carol Ott <cott@nyc.rr.com>, Omar Fattal <omar.fattal@gmail.com>, Merle Lister Levine <merle.levine@gmail.com>, Dorothy Francoeur <fcmgt@me.com>, Pam Wolff <pamela@angel.net>, Melissa Stern <m@melissa-stern.com>, Gerald Germany <germanygerald@aol.com>, Michael Walsh <mwalshny@yahoo.com>, Sally Greenspan <sallygmg@gmail.com>, Bill Borock <wborock@hotmail.com>, laranjeirag@gmail.com, Ethan.Felson@jewishfederations.org, jakmail@earthlink.net, "Craig L. Slutzkin" <craigs1029@aol.com>, "Craig L. Slutzkin" <craig.slutzkin@outlook.com>, acevedoandassociates@gmail.com, Will Rogers <willrogers@gmail.com>, Eric Bomze <eric.bomze@gmail.com>, Paul Groncki <paul@groncki.com>, Miguel Acevedo <mig91360@yahoo.com>, info@w15ba.com, Steve Starosta <steve@w15ba.com>, Andrew Castano <andrew@redpebbleshospitality.com>

Hi Paul,

Thanks for reaching out. We will be serving breakfast, lunch and dinner with hours from 9:00 AM to 12:00 AM. There will not be outside service. There will be background music played, along with a small band on select nights. Lastly, there will be bar service. Please let me know if you have any questions.

Thank you,

Marcus

[Quoted text hidden]

Marcus Samuelsson Restaurant - 601 W 26th Street

m melissa-stern.com <m@melissa-stern.com>

Fri, Jul 2, 2021 at 10:04 AM

To: Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>

Cc: "pgroncki@gmail.com" <pgroncki@gmail.com>, "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, "janelle@pb.law"

<janelle@pb.law>, Max Bookman <max@pb.law>, Andrew Berman <andrew@gvshp.org>, "john.mudd@usa.net"

<john.mudd@usa.net>, "jeremy.carmel@gmail.com" <jeremy.carmel@gmail.com>, "donna@donnalangman.com"

<donna@donnalangman.com>, "tenants@lta.info" <tenants@lta.info>, Andy Humm <andyhumm@aol.com>,

"education@pennsouth.coop" <education@pennsouth.coop>, "bkeany@pennsouth.coop" <bkeany@pennsouth.coop>, Darlene

Waters <dwatersh@gmail.com>, Florence Dent-Hunter <fdenthunter@gmail.com>, Tina DiFeliciano

<Tina@nakedeyeproductions.com>, Susan BittenWieser <susanb1011@aol.com>, Carla Nordstrom

<west25thstreetproject@gmail.com>, West 400 BA <w400ba@gmail.com>, "jblair@bobchristianson.com"

<jblair@bobchristianson.com>, Eileen McElduff <emce33@aol.com>, "Mary I. Swartz" <mis@nyc.rr.com>, Zazel Loven

<zazelloven@yahoo.com>, W 21 22 23 BA <300wba@gmail.com>, Eleanor Horowitz <eleanor@quiltedcorner.com>, Lesley Doyel

<lesley@lyrichord.com>, "alberttaylor@gmail.com" <alberttaylor@gmail.com>, Carol Ott <cott@nyc.rr.com>, Omar Fattal

<omar.fattal@gmail.com>, Merle Lister Levine <merle.levine@gmail.com>, Dorothy Francoeur <fcmgt@me.com>, Pamela Wolff

<pamela@angel.net>, Gerald Germany <germanygerald@aol.com>, Michael Walsh <mwalshny@yahoo.com>, Sally Greenspan

<sallygmg@gmail.com>, William Borock <wborock@hotmail.com>, "laranjeirag@gmail.com" <laranjeirag@gmail.com>,

"Ethan.Felson@jewishfederations.org" <Ethan.Felson@jewishfederations.org>, "jakmail@earthlink.net" <jakmail@earthlink.net>,

"Craig L. Slutzkin" <craigs1029@aol.com>, "Craig L. Slutzkin" <craig.slutzkin@outlook.com>, "acevedoandassociates@gmail.com"

<acevedoandassociates@gmail.com>, Will Rogers <willrogers@gmail.com>, Eric Bomze <eric.bomze@gmail.com>, Paul Groncki

<paul@groncki.com>, Miguel Acevedo <mig91360@yahoo.com>, Steve Starosta <info@w15ba.com>, Steve Starosta


<steve@w15ba.com>, Andrew Castano <andrew@redpebbleshospitality.com>

Looking forward to this wonderful new addition to our neighborhood!

all the best-

Melissa

MELISSA STERN

<http://www.melissa-stern.com/><http://thetalkingcureproject.com/><http://speakingintongues.melissa-stern.com/> @melissa.stern

[Quoted text hidden]

Marcus Samuelsson Restaurant - 601 W 26th Street

Jeremy Carmel <jeremy.carmel@gmail.com>

Fri, Jul 2, 2021 at 10:09 AM

To: "m melissa-stern.com" <m@melissa-stern.com>

Cc: Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>, "pgroncki@gmail.com" <pgroncki@gmail.com>, "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, "janelle@pb.law" <janelle@pb.law>, Max Bookman <max@pb.law>, Andrew Berman <andrew@gvshp.org>, "john.mudd@usa.net" <john.mudd@usa.net>, "donna@donnalangman.com" <donna@donnalangman.com>, "tenants@lta.info" <tenants@lta.info>, Andy Humm <andyhumm@aol.com>, "education@pennsouth.coop" <education@pennsouth.coop>, "bkeany@pennsouth.coop" <bkeany@pennsouth.coop>, Darlene Waters <dwatersh@gmail.com>, Florence Dent-Hunter <fdenthunter@gmail.com>, Tina DiFeliciano <Tina@nakedeyeproductions.com>, Susan BittenWieser <susanb1011@aol.com>, Carla Nordstrom <west25thstreetproject@gmail.com>, West 400 BA <w400ba@gmail.com>, "jblair@bobchristianson.com" <jblair@bobchristianson.com>, Eileen McElduff <emce33@aol.com>, "Mary I. Swartz" <mis@nyc.rr.com>, Zazel Loven <zazelloven@yahoo.com>, W 21 22 23 BA <300wba@gmail.com>, Eleanor Horowitz <eleanor@quiltedcorner.com>, Lesley Doyel <lesley@lyrichord.com>, "alberttaylor@gmail.com" <alberttaylor@gmail.com>, Carol Ott <cott@nyc.rr.com>, Omar Fattal <omar.fattal@gmail.com>, Merle Lister Levine <merle.levine@gmail.com>, Dorothy Francoeur <fcmgt@me.com>, Pamela Wolff <pamela@angel.net>, Gerald Germany <germanygerald@aol.com>, Michael Walsh <mwalshny@yahoo.com>, Sally Greenspan <sallygmg@gmail.com>, William Borock <wborock@hotmail.com>, "laranjeirag@gmail.com" <laranjeirag@gmail.com>, "Ethan.Felson@jewishfederations.org" <Ethan.Felson@jewishfederations.org>, "jakmail@earthlink.net" <jakmail@earthlink.net>, "Craig L. Slutzkin" <craigs1029@aol.com>, "Craig L. Slutzkin" <craig.slutzkin@outlook.com>, "acevedoandassociates@gmail.com" <acevedoandassociates@gmail.com>, Will Rogers <willrogers@gmail.com>, Eric Bomze <eric.bomze@gmail.com>, Paul Groncki <paul@groncki.com>, Miguel Acevedo <mig91360@yahoo.com>, Steve Starosta <info@w15ba.com>, Steve Starosta <steve@w15ba.com>, Andrew Castano <andrew@redpebbleshospitality.com>

I echo those sentiments entirely.

As a resident on 27th St. between 10th and 11th, I'm nothing but delighted to have you as a new neighbor and of course look forward to sampling some of your delights!

Thanks for getting in touch with us.

Jeremy

[Quoted text hidden]

Marcus Samuelsson Restaurant - 601 W 26th Street

Paul Groncki <pgroncki@gmail.com>

Fri, Jul 2, 2021 at 10:20 AM

Reply-To: pgroncki@gmail.com

To: Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>

Cc: "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, janelle@pb.law, Max Bookman <max@pb.law>, Andrew Berman <andrew@gvshp.org>, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, tenants@lta.info, Andy Humm <andyhumm@aol.com>, education@pennsouth.coop, bkeany@pennsouth.coop, Darlene Waters <dwatersh@gmail.com>, Florence Dent-Hunter <fdenthunter@gmail.com>, Tina DiFeliciano <Tina@nakedeyeproductions.com>, Susan BittenWieser <susanb1011@aol.com>, Carla Nordstrom <west25thstreetproject@gmail.com>, West 400 BA <w400ba@gmail.com>, jblair@bobchristianson.com, Eileen McElduff <emce33@aol.com>, "Mary I. Swartz" <mis@nyc.rr.com>, Zazel Loven <zazelloven@yahoo.com>, W 21 22 23 BA <300wba@gmail.com>, Eleanor Horowitz <eleanor@quiltedcorner.com>, Lesley Doyel <lesley@lyrichord.com>, alberttaylor@gmail.com, Carol Ott <cott@nyc.rr.com>, Omar Fattal <omar.fattal@gmail.com>, Merle Lister Levine <merle.levine@gmail.com>, Dorothy Francoeur <fcmgt@me.com>, Pam Wolff <pamela@angel.net>, Melissa Stern <m@melissa-stern.com>, Gerald Germany <germanygerald@aol.com>, Michael Walsh <mwalshny@yahoo.com>, Sally Greenspan <sallygmg@gmail.com>, Bill Borock <wborock@hotmail.com>, laranjeirag@gmail.com, Ethan.Felson@jewishfederations.org, jakmail@earthlink.net, "Craig L. Slutzkin" <craigs1029@aol.com>, "Craig L. Slutzkin" <craig.slutzkin@outlook.com>, acevedoandassociates@gmail.com, Will Rogers <willrogers@gmail.com>, Eric Bomze <eric.bomze@gmail.com>, Paul Groncki <paul@groncki.com>, Miguel Acevedo <mig91360@yahoo.com>, info@w15ba.com, Steve Starosta <steve@w15ba.com>, Andrew Castano <andrew@redpebbleshospitality.com>

Thank you, Marcus.

Looking forward to your presence in the neighborhood.

*Respect science, respect nature, respect each other.**Heed the Fauci.**Stay Healthy and Calm, Paul*

Paul J. Groncki, PhD*President: 130 W16th St. Owners, Inc., 100 W16th St. Block Assoc.**Board Member: Hudson Guild, CCBA, Save Chelsea (emeritus)**Community Partner: NYPD Sector 13B NCO**Docent: Rubin Museum of Art*

130 W16th St, Apt 61, NY NY 10011

917-601-8831 www.groncki.com

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Marcus Samuelsson Restaurant - 601 W 26th Street

Sally Greenspan <sallygmg@gmail.com>

Mon, Jul 5, 2021 at 6:10 PM

To: LT TA <Tenants@lta.info>

Cc: Paul Groncki <pgroncki@gmail.com>, Steve Starosta <steve@w15ba.com>, Miguel Acevedo <mig91360@yahoo.com>, Marcus Samuelsson <marcussamuelsson@samuelssongroup.com>, "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, janelle@pb.law, Max Bookman <max@pb.law>, Andrew Berman <andrew@gvshp.org>, john.mudd@usa.net, jeremy.carmel@gmail.com, donna@donnalangman.com, Andy Humm <Andyhumm@aol.com>, education@pennsouth.coop, bkeany@pennsouth.coop, Darlene Waters <dwatersh@gmail.com>, Florence Dent-Hunter <fdenthunter@gmail.com>, Tina DiFelicianantonio <tina@nakedeyeproductions.com>, Susan BittenWieser <susanb1011@aol.com>, Carla Nordstrom <west25thstreetproject@gmail.com>, West 400 BA <w400ba@gmail.com>, jblair@bobchristianson.com, Eileen McElduff <emce33@aol.com>, "Mary I. Swartz" <mis@nyc.rr.com>, Zazel Loven <zazelloven@yahoo.com>, W 21 22 23 BA <300wba@gmail.com>, Eleanor Horowitz <eleanor@quiltedcorner.com>, Lesley Doyel <lesley@lyrichord.com>, alberttaylor@gmail.com, Carol Ott <cott@nyc.rr.com>, Omar Fattal <omar.fattal@gmail.com>, Merle Lister Levine <merle.levine@gmail.com>, Dorothy Francoeur <fcmgt@me.com>, Pam Wolff <pamela@angel.net>, Melissa Stern <m@melissa-stern.com>, Gerald Germany <germanygerald@aol.com>, Michael Walsh <mwalshny@yahoo.com>, Bill Borock <wborock@hotmail.com>, Gloria Lowe <laranjeirag@gmail.com>, Ethan.Felson@jewishfederations.org, Judy Klein <jakmail@earthlink.net>, "Craig L. Slutzkin" <craigs1029@aol.com>, Craig Slutzkin <craig.slutzkin@outlook.com>, acevedoandassociates@gmail.com, Will Rogers <willrogers@gmail.com>, Eric Bomze <eric.bomze@gmail.com>, Paul Groncki <paul@groncki.com>, Andrew Castano <andrew@redpebbleshospitality.com>

Hi Marcus, you seem to have covered all the bases for a fabulous addition to Chelsea. Thank you for choosing us.

Ditto on Miquel's suggestion to tap into the available employment/talent pool at Fulton Houses. You would rapidly become a neighborhood anchor in more than one way. Best of luck to you, Sally Greenspan

On Fri, Jul 2, 2021 at 5:24 PM LT TA <Tenants@lta.info> wrote:

Marcus,

Agree on the trying to include hiring from Fulton Houses. Miguel knows these young people well and can help We also look forward to you, London Terrace will be a happy to have you in the neighborhood.

~inge

Inge Ivchenko
President, London Terrace Tenants Association
Email: tenants@lta.info
M: 646.281.6885
www.LTTA.info

On Jul 2, 2021, at 17:12, Paul Groncki <pgroncki@gmail.com> wrote:

Marcus,
Not just Fulton residents, but residents from the nearby Chelsea/Elliott houses as well.

Respect science, respect nature, respect each other.

Heed the Fauci.

Stay Healthy and Calm, Paul

Paul J. Groncki, PhD

President: 130 W16th St. Owners, Inc., 100 W16th St. Block Assoc.

Board Member: Hudson Guild, CCBA, Save Chelsea (emeritus)

Community Partner: NYPD Sector 13B NCO

Docent: Rubin Museum of Art

130 W16th St, Apt 61, NY NY 10011

On Fri, Jul 2, 2021 at 4:42 PM Steve Starosta <steve@w15ba.com> wrote:

Hi Marcus.

I second Miguel Acevedo's request to find ways to include Fulton Houses' residents in your hiring plans. That would truly be a wonderful contribution to the neighborhood if that could happen.

Wishing you loads of success with your new establishment.

Best regards,
Steve Starosta
Pres., W. 15th St. Block Association

On Jul 2, 2021, at 3:47 PM, Miguel Acevedo <mig91360@yahoo.com> wrote:

Hi Marcus

You will definitely be a great addition to the Chelsea community.

My name is Miguel Acevedo I am the Tenant Association President at Robert Fulton Houses here in Chelsea looking forward to finding ways on working with you in the future as many of the younger generation are highly interested in culinary field.

Sincerely
Miguel Acevedo

Sent from my iPhone

On Jul 2, 2021, at 10:21 AM, Paul Groncki <pgroncki@gmail.com> wrote:

Thank you, Marcus.
Looking forward to your presence in the neighborhood.

***Respect science, respect nature, respect each other.
Heed the Fauci.
Stay Healthy and Calm, Paul***

Paul J. Groncki, PhD

President: 130 W16th St. Owners, Inc., 100 W16th St. Block Assoc.

Board Member: Hudson Guild, CCBA, Save Chelsea (emeritus)

Community Partner: NYPD Sector 13B NCO

Docent: Rubin Museum of Art

130 W16th St, Apt 61, NY NY 10011

917-601-8831 www.groncki.com

On Fri, Jul 2, 2021 at 9:59 AM Marcus Samuelsson <marcussamuelsson@samuelssongroup.com> wrote:

Hi Paul,

Thanks for reaching out. We will be serving breakfast, lunch and dinner with hours from 9:00 AM to 12:00 AM. There will not be outside service. There will be background music played, along with a small band on select nights. Lastly, there will be bar service. Please let me know if you have any questions.

Thank you,

Marcus

On Wed, Jun 30, 2021 at 5:46 PM Paul Groncki <pgroncki@gmail.com> wrote:

Welcome to the neighborhood, Marcus. Have followed your career for years. But just doing neighborhood due diligence...what hours will you be operating? Will there be outside service? Music? A bar, I assume? Please fill us in on the details. ***Respect science, respect nature, respect each other. Heed the Fauci. Stay Healthy and Calm, Paul***

Paul J. Groncki, PhD

President: 130 W16th St. Owners, Inc., 100 W16th St. Block Assoc.

Board Member: Hudson Guild, CCBA, Save Chelsea (emeritus)

Community Partner: NYPD Sector 13B NCO

Docent: Rubin Museum of Art

130 W16th St, Apt 61, NY NY 10011

917-601-8831 www.groncki.com

On Wed, Jun 30, 2021 at 5:34 PM Marcus Samuelsson <marcussamuelsson@samuelssongroup.com> wrote:

Hi,

I am Marcus Samuelsson and I own several well-known restaurants around the world including Red Rooster in Harlem and Marcus B&P in Newark. I am excited to let you know that my team and I are opening a new restaurant called Hav & Mar in your neighborhood! The restaurant will be located on the corner of West 26th Street and Eleventh Avenue in the Starrett-Lehigh building. The official address is 601 W 26th Street.

The concept will be a mash-up of my Scandinavian background and my exploration of Black contemporary cooking in my most recent book *The Rise*. The menu is vibrant, local and alive with exciting flavors. Breakfast, lunch and dinner will be served daily. Our culinary team will be led by female & BIPOC chefs, creating an inclusive environment that promotes growth from within. We envision this space as one that can sustain all-day programming. The environment will be welcoming and unintimidating, allowing folks to feel comfortable setting up shop at one of our communal tables, no matter the time of day. Our hours of operation will be 9:00 AM to 12:00 PM.

You can reach me at this email with any questions you may have and we invite you to join our community board meeting on July 13th at 6:30. Thank you for your time and consideration.

--

 m s / g

Marcus Samuelsson Group
273 Lenox Avenue, Ground Floor
New York, NY 10027
www.samuelssongroup.com
www.marcussamuelsson.com