

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License/Sidewalk Cafe Stipulations Application

CORPORATION NAME		DOING BUSINESS AS (DBA)	
Mercado By Friedman's LLC		TBD	
STREET ADDRESS		CROSS STREETS	ZIP CODE
483 10th Avenue		W 36th & W 37th Streets	10018
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME: Jonah Phillips Alan Phillips	ATTORNEY/ REPRESENTATIVE	NAME: Rosa M Ruiz
	PHONE: 917-359-3432		PHONE: 212.484.2290
	EMAIL: Jonah@friedmansnyc.com		EMAIL: rosa@rosamruiz.com
MANAGER	NAME:	LANDLORD	NAME: 500 West 37th Street CO LLC c/o Denihan Capital LLC
	PHONE:		PHONE: 212-465-3823
	EMAIL:		EMAIL:
APPLICATION TYPE (<input checked="" type="checkbox"/> Liquor License <input type="checkbox"/> Unenclosed Sidewalk Cafe)			
<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 ATTACHED RIDER	
	What were the dates applicant was involved with this former premise?		
<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?	YES	<input checked="" type="checkbox"/>	after CB4 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"/>	NO	LAMP & public interest statement attached
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.	YES	<input checked="" type="checkbox"/>	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="checkbox"/>	NO	

ACTIVE LICENSES Rider to Jonah Phillips Personal Questionnaire

MAYFAIR WEST AT CHELSEA
MARKET LLC
1187 AMSTERDAM AVE
New York, New York 10027
Serial#: 1286544

2 Dukes & A Princess LLC
10-16 Main Street
Chatham, NY 12037
Serial#: 2211300
Pending

Pag 72nd Street Inc.
130 West 72nd Street
New York, NY 10023
Serial#: 1312275

Jonah's Pastrami LLC
233 West 49th Street
New York, NY 10019
Serial#: 1312825

Friedman's on Grand LLC
359 Grand Street
New York, NY 10002
Serial#: 1334484

ACTIVE LICENSES Rider to Alan Phillips Personal Questionnaire

2896 Broadway Food Service Corp
2893 Broadway
New York, NY 10025
Serial#:1111539

Site 25 Restaurant Concepts LLC
102 North End Avenue
Site 107
New York, NY 10282
Serial#: 1257289

Friedman's 31st Street LLC
31 Penn Plaza a/k/a 132 West 31st Street
New York, New York 10023
Serial#: 1271598

Phillips 35 Inc.
450 10th Avenue
New York, NY 10018
Serial#: 1279904

Chelsea Market Deli LLC
75 9th Avenue
New York, NY 10011
Serial#: 1280068

MAYFAIR WEST AT CHELSEA
MARKET LLC
1187 AMSTERDAM AVE
New York, New York 10027
Serial#: 1286544

JVB Ventures LLC
3141 Broadway
New York, NY 10025
Serial #1292133

Friedman's 47th LLC
228 West 47th Street
New York, New York 10036
Serial#: 1294781

39 WEA Food Group Inc.
35- 39 West End Avenue
New York, NY 10023
Serial#: 1258076

Pag 72nd Street Inc.
130 West 72nd Street
New York, NY 10023
Serial#: 1312275

Jonah's Pastrami LLC
233 West 49th Street
New York, NY 10019
Serial#: 1312825

Friedman's on Grand LLC
359 Grand Street
New York, NY 10002
Serial#: 1334484

L&L New Beginning
1026 3rd Avenue
New York, NY 10065
Serial #1335307

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	10am - 12am	10am - 12am	10am - 12am	10am - 12am	10am - 12am	10am - 12am	10am - 12am
	Kitchen	10am - 11pm	10am - 11pm	10am - 11pm	10am - 11pm	10am - 11pm	10am - 11pm	10am - 11pm
	Music	10am - 12am	10am - 12am	10am - 12am	10am - 12am	10am - 12am	10am - 12am	10am - 12am
If you plan to have music, what type(s)? (Circle all that apply)		<input checked="" type="checkbox"/> BACKGROUND		<input 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	110	90	24		0	1	7
OUTSIDE <i>(Other than sidewalk café)</i>	n/a						
DO NOT APPROVE UNENCLOSED SIDEWALK CAFÉ	24	24	6	24	Open Restaurant Program		

How many floors are there? What is the capacity for each floor?	1	
How frequently will the owner(s) be at the establishment?	5 hours weekly	
Will there be dancing?	YES	<input checked="" type="checkbox"/> NO
Will applicant have bottle or table service for beverage alcohol?	YES	<input checked="" type="checkbox"/> NO
Will applicant be hosting private; promotional or corporate events?	<input checked="" type="checkbox"/> YES	NO occasionally - upon request
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
Will security plan be implemented?	YES	NO n/a
Will State certified security personnel be used?	YES	NO n/a
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?	<input checked="" type="checkbox"/> YES	NO 2-3
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?	<input checked="" type="checkbox"/> YES	NO
Where will delivery bicycles be stored during the day when not in use?		

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

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 ATTACHED RIDER	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.			
Who was your contact person at each group you met with?			
When did applicant post the notice that was provided?		Tuesday, November 30, 2021	
Where did applicant post the notice that was provided?		front of the establishment both corners of 10th Ave & W 36th St both corners of 10th Ave & W 37th St	
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.		<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?		<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO

Block/Tenant Association & Community Groups	First name	Last name	E-MAIL	PHONE	YES
HRVA (incl. Dog Run)	Kathleen	Treat	kathleentreat123@gmail.com		
West 36th Street	Frank	Strock	mccase79@aol.com		
CHDC (incl Bob's & bird parks)	Joe	Restuccia	info@clintonhousing.org, jrestuccia2@clintonhousing.org		
CHDC (incl Bob's & bird parks)	Ryan	Marcano	rmarcano@clintonhousing.org		
Hudson Yards Hell's Kitchen Alliance	Bob	Benfatto	rbenfatto@hykalliance.org		jbenfatto@hykalliance.org
Hudson Yards Hell's Kitchen Alliance	Patry	Gours	pgours@hykalliance.org		pours@hykalliance.org
Hotel Americano	Scott	Hupe	212-688-3700		
Highline537	Donna	Langman	donna@donnalangman.com	Last Tuesday of the month @ 6:30pm	
Donna Langman Costumes	Christine	Strock	strock@hykalliance.org		
Council Chelsea Block Association	Christine	Benfatto	benfatto@hykalliance.org		
CHERFEDS	Julia	Cresciani	HALKGA@gmail.com	Last Wednesday of the month, except August or November	
West 36th Block Association (IV 33rd/34th/35th Streets (8th to 12th Avenues)	Brian	Weber	brianscotweber@gmail.com		
West 36th Block Association (89)	Cressida	Connelly	cressidac@gmail.com		
West 36th Block Association (89)					



Office Administrator <office@rosamruiz.com>

Mercado By Friedman's LLC - On-Premises Liquor License @ 483 10th Avenue

Office Administrator <office@rosamruiz.com>

Wed, Dec 1, 2021 at 2:00 PM

To: Kathleen Treat <kathleentreat123@gmail.com>, mcgee79@aol.com, info@clintonhousing.org, jrestuccia2@clintonhousing.org, marcano@clintonhousing.org, rjbenfatto@hyhkalliance.org, pgouris@hyhkalliance.org, donna@donnalangman.com, William Borock <wborock@hotmail.com>, Christinr Berthet <cberthet@me.com>, Hells Kitchen Block Association <hellskba@gmail.com>, brianscottweber@gmail.com, cressidac@gmail.com
Cc: "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, Jonah Phillips <jonah@friedmansnyc.com>, "Rosa M. Ruiz" <rosa@rosamruiz.com>

Good afternoon,

Please be advised that Mr. Jonah Phillips and Mr. Alan Phillips are applying for a full on premises liquor license located at 483 10th Avenue between West 36th and West 37th Streets. The proposed establishment is a restaurant serving affordable Italian cuisine to include sidewalk seating. The proposed indoor hours of operation indoors are 10am - 12am daily. The proposed outdoor hours of operations are Sunday - Thursday, 10am - 10pm and Friday - Saturday, 10am - 11pm.

The Community Board 4 meeting is scheduled for Tuesday, December 14th @ 6:30pm by virtual conference only.

Meeting Access Info:

Zoom Registration Link

Conference Call-In Number: 646-518-9805

The contact information for Jonah and Alan is jonah@friedmansnyc.com / 917-359-3432. Please let us know if you would like to set up a day and time to meet prior to the community board meeting.

Thanks,

Danielle

--

Danielle Scott
Office of Rosa M. Ruiz

1120 6th Avenue - 4th Fl
New York, New York 10036
(aka Avenue of the Americas
in the Hippodrome building)

212.484.2290 (o)
646.365.8233 (f)
office@rosamruiz.com (e)
www.rosamruiz.com



Office Administrator <office@rosamruiz.com>

Delivery Status Notification (Failure)

Mail Delivery Subsystem <mailer-daemon@googlemail.com>
To: office@rosamruiz.com

Wed, Dec 1, 2021 at 2:01 PM



Message blocked

Your message to marcano@clintonhousing.org has been blocked. See technical details below for more information.

The response from the remote server was:

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550 5.4.1 Recipient address rejected: Access denied. AS(201806281)
[CO1NAM11FT035.eop-nam11.prod.protection.outlook.com]
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Final-Recipient: rfc822; marcano@clintonhousing.org

Action: failed

Status: 5.4.1

Remote-MTA: dns; clintonhousing-org.mail.protection.outlook.com.

(104.47.56.138, the server for the domain clintonhousing.org.)

Diagnostic-Code: smtp; 550 5.4.1 Recipient address rejected: Access denied. AS(201806281)

[CO1NAM11FT035.eop-nam11.prod.protection.outlook.com]

Last-Attempt-Date: Wed, 01 Dec 2021 11:01:03 -0800 (PST)

----- Forwarded message -----

From: Office Administrator <office@rosamruiz.com>

To: Kathleen Treat <kathleentreat123@gmail.com>, mcgee79@aol.com, info@clintonhousing.org, jrestuccia2@clintonhousing.org, marcano@clintonhousing.org, rjbenfatto@hyhkalliance.org, pgouris@hyhkalliance.org, donna@donnalangman.com, William Borock <wborock@hotmail.com>, Christinr Berthet <cberthet@me.com>, Hells Kitchen Block Association <hellskba@gmail.com>, brianscottweber@gmail.com, cressidac@gmail.com

Cc: "Gonzalez, Nelly" <negonzalez@cb.nyc.gov>, Jonah Phillips <jonah@friedmansnyc.com>, "Rosa M. Ruiz" <rosa@rosamruiz.com>

Bcc:

Date: Wed, 1 Dec 2021 14:00:51 -0500

Subject: Mercado By Friedman's LLC - On-Premises Liquor License @ 483 10th Avenue

----- Message truncated -----

BUILDING DESIGN			
State the name and type of business previously located in the space.	juice bar/medical		
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.	YES	<input checked="" type="checkbox"/> NO	
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	<input checked="" type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Is the entrance ADA Compliant?	<input checked="" type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	YES	<input checked="" type="checkbox"/> NO	
Will applicant have a vestibule within the establishment?	<input checked="" type="checkbox"/> YES	NO	
Will applicant use a storm enclosure?	YES	<input checked="" type="checkbox"/> NO	
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	NO	
Will applicant comply with the NYC noise code?	<input checked="" type="checkbox"/> YES	NO	
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS	GARAGE DOORS	WINDOWS THAT CAN BE OPENED <input checked="" type="checkbox"/>
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	NO	
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	NO	
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
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?	<input checked="" type="checkbox"/> YES	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?	back of building - 5-8 ton units, air-cooled, split system		
When was the air conditioner installed?	as existing		

OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ N/A

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	
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 NYC Department of Transportation

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

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.


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
 January 5, 2022 full board meeting, with 43 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 →

Jonah Phillips
 PRINT NAME OF APPLICANT


 SIGNATURE OF APPLICANT

11/30/21
 DATE

ANTIPASTI

\$10

CANNOTO (V)

Made to order focaccia bread, shaved onion, EVOO, sea salt

\$10

CANNOTO PARMAGIANA

Made to order focaccia bread, garlic, EVOO, Grana Padano, Parmigiano

\$18

OLIVES

House marinated mixed Mediterranean olives, served with house-made focaccia

\$12

BURRATA CAPRESE (VEG) (GF)

Soft Italian cheese, organic heirloom cherry tomatoes, organic baby arugula, EVOO, balsamic glaze

Prosciutto (+6)

\$12

POLPETTE

Organic house-made meatballs, house-made organic tomato sauce, parmigiano, served with house-made focaccia

\$14

CALAMARI ALLA ROMANA (GF)

Fried calamari and banana peppers with capers aioli and marinara

\$15

SALMON CARPACCIO

Smoked nova salmon, organic baby arugula, capers, parmigiana, lemon vinaigrette

\$13

BRESEOLA CARPACCIO

Shaved beef, organic baby arugula, balsamic glaze, parmigiano

INSALATE

Add breaded gluten free chicken (+6) | Add wild-caught North Atlantic shrimp (+8) | Add Atlantic salmon (+8)

\$12

CESARE (GF) (VEG)

Fresh cut romaine, parmigiano, house-made cesare dressing, gluten free croutons

\$13

FARAONA (GF) (VEG)

Organic baby arugula, organic roasted tomatoes, goat cheese, lemon EVOO dressing

\$14

FALL SALAD (GF) (VEG)

Organic baby arugula, dried cranberries, walnuts, roasted butternut squash, goat cheese, lemon EVOO dressing

\$15

QUINOTA (GF) (VEG)

Tri-color quinoa, organic heirloom cherry tomatoes, gorgonzola, organic baby arugula, parsley vinaigrette

ZUPPE

\$12

RIBOLLITA (V)

Antique Tuscan vegetable stew with cannelloni beans, fresh fennel, rainbow chard greens, leeks, and kale served with house-made focaccina

\$13

SHRIMP BISQUE (GF)

Wild caught North Atlantic shrimp, celery, cream, white onion, gluten free croutons

\$13

ITALIAN WEDDING SOUP

Mini meatballs, roasted sweet potato, carrots, spinach, green cabbage, served with house-made focaccina

PASTE

Add gluten free brown rice spaghetti (+2) | Add breaded gluten free chicken (+6) | Add wild-caught North Atlantic shrimp (+8) | Add Atlantic salmon (+8)

\$18

LASAGNA DI CARNE

Organic egg pasta, orijanic meat sauce, house-made bechamel

\$24

FETTUCINE ALLA BOSCAIOLA

Homemade egg fettuccine, sauteed maitake mushrooms, fennel onion sausage and cream sauce

\$24

SPAGHETTI DEL MARINAIO

Squid ink spaghetti, North Atlantic wild caught shrimp, house-made organic spicy tomato sauce

\$12

ORGANIC SPAGHETTI

With organic tomato sauce

Add meatballs (+4)

Gluten free brown rice spaghetti (+2)

\$18

ORGANIC HOMEMADE EGG FETTUCCHINE

With organic tomato sauce

With organic meat sauce (+1)

With parmigiano cream sauce (+0)

With organic house-made pesto (+1)

SECONDI

\$19

EGGPLANT PARMAGIANA (GF) (VEG)

With organic salad greens or spaghetti

Gluten free brown rice spaghetti (+2)

\$19

CHICKEN PARMAGIANA (GF)

With organic salad greens or spaghetti

Gluten free brown rice spaghetti (+2)

\$19

POLLO CAPRICCIOSO (GF)

Breaded chicken breast, topped with organic heirloom marinated cherry tomatoes (EVOO, garlic, basil) and organic baby arugula

\$28

OSSOBUCO

Braised veal shank, fresh herbs and carrots, simmered with white wine. Served with polenta and balsamic spinach

\$26

MEUNIÈRE SALMON

Grilled Atlantic salmon, capers, red peppers, parsley, fresh lime. Served with mashed potatoes and balsamic spinach

HOMEMADE RAVIOLI

\$23

ASPARAGUS, MUSHROOM, ZUCCHINI & SPINACH DOUGH (V)

With organic tomato sauce (V)

With organic meat sauce (+1)

\$23

WILD MUSHROOM & EGG DOUGH (VEG)

With truffle cream sauce

\$24

STRIPED ROCK CRAB & SHRIMP, TOMATO & EGG DOUGH
With butter and sage sauce

\$24

LOBSTER & EGG DOUGH
With organic spicy tomato sauce

\$24

SEAFOOD (LOBSTER, SCALLOP, SHRIMP), SQUID INK DOUGH
With organic spicy tomato sauce

\$24

SHRIMP & ROASTED GARLIC & EGG DOUGH
With house-made pesto

CONTORNI

\$8

FOCCACINA

\$8

ROASTED SEASONAL VEGGIES

\$7

BALSAMIC SPINACH

\$7

MIXED GREENS

\$7

MASHED POTATOS

\$9

BROCCOLI RABE

\$9

POLENTA

PIZZA

Ask about our Roman cut

\$12

BIANCA

House-made mozzarella

\$12

MARINARA (V)

Organic tomato sauce, garlic and oregano

\$14

MARGHERITA

Organic tomato sauce, house-made mozzarella and basil

\$17

MAX'S PEPPERONI

Organic tomato sauce, house-made mozzarella and pepperoni

\$16

PEAR & GORGONZOLA

Organic pears and gorgonzola cheese

\$17

GIARDINIERA (V)

Organic tomato sauce, yellow squash, zucchini, mixed peppers and onions marinated in garlic, EVOO, and parsley

\$18

FUNGHI

House-made mozzarella, organic tomato sauce, and maitake mushrooms

\$17

CONTADINA

House-made mozzarella, organic sausage with fennel and caramelized onions

\$20

GIACOMINO'S CONTADINA

Organic tomato sauce, house-made mozzarella, organic sausage with fennel and caramelized onions

\$19

TARTUFA

House-made mozzarella, prosciutto di parma, organic baby arugula, truffle oil

















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.

Proximity Report For:

Location	483 10th Ave, New York, New York, 10018
Geocode	Latitude: 40.75638 Longitude: -73.99807
Report Generated On	11/30/2021

8 Closest Liquor Stores

Name	Address	Distance
ODYSSEY WINE & SPIRITS INC Ser #: 1255997	490 10TH AVE NEW YORK, NY 10018	197 ft
KSSWINE LLC Ser #: 1302013	509 W 38TH ST 509-511 W38TH ST NEW YORK, NY 10018	401 ft
MEENA SAMANI CORPORATION Ser #: 1273576	460 W 34TH ST STORE# 1 NEW YORK, NY 10001	782 ft
AMSTERWINE.COM INC Ser #: 1313979	475 9TH AVE NEW YORK, NY 10018	899 ft
HUDSON YARDS WINES & SPIRITS INC Ser #: 1320790	486 9TH AVE NEW YORK, NY 10018	1,023 ft
CITARELLA HUDSON WINES & SPIRITS LLC Ser #: 1315398	20 HUDSON YARDS UNIT 207A AKA 500 W 33RD ST NEW YORK, NY 10001	1,342 ft
WEST 42 WINE & SPIRITS INC Ser #: 1335361	424 W 42ND ST NEW YORK, NY 10036	1,346 ft
39TH STREET WINE INC Ser #: 1257090	354 W 39TH ST NEW YORK, NY 10018	1,482 ft

Schools within 500 feet

Name	Address	Distance
No Schools within 500 feet		

Churches within 500 feet

Name	Distance
Metropolitan Community Church Of New York	427 ft
Solid Ground Ministry	469 ft
That Buddha LLC	482 ft
Salvation Army	490 ft

Pending On Premises Liquor Licenses within 750 feet

Name	Address	Distance
PARADIS IN THE PARK LLC Ser #: 1339058	524 W 36TH ST NEW YORK, NY 10018	375 ft

Active On Premises Liquor Licenses within 750 feet

Name	Address	Distance
CLYDE ARK LLC Ser #: 1257238	505 W 37TH ST NEW YORK, NY 10018	98 ft
LEGACY RECORDS NYC LLC Ser #: 1306167	517 W 38TH ST NEW YORK, NY 10018	378 ft
PHILLIPS 35 INC Ser #: 1279904	450 10TH AVE NEW YORK, NY 10018	434 ft
MANHATTAN FARE CORP Ser #: 1275093	431 W 37TH ST UNIT B NEW YORK, NY 10036	503 ft
KYMA HUDSON LLC Ser #: 1336481	445 W 35TH ST NEW YORK, NY 10001	518 ft
SILK CORP Ser #: 1143100	552 W 38TH STREET NEW YORK, NY 10018	713 ft

500 Foot Statement

Mercado by Friedmans LLC

Principals have years of restaurant experience and will oversee the day-to-day operations to ensure the premises are always maintained in an orderly fashion, as well to ensure that all patrons that are served alcohol are 21 years and over.

The applicants will work very hard to earn their reputation as a committed community partner and is confident this will be an establishment that Manhattan Community Board 4 will be proud to call its own.

The establishment will generate tax revenue for the City and create new employment opportunities. Issuance of the license will continue to be a positive contribution to the economy by way of jobs, wages paid, income, sales and other taxes collected, state and local license revenues, and maintenance of the local real estate tax base. The granting of the license would not increase noise in the area nor would it substantially affect vehicular or pedestrian traffic or parking.

This establishment is a restaurant serving affordable Italian cuisine.

The principals are looking forward to being a long term operator in this Community and accomodating the local needs and concerns. As such, we believe approval of this application and issuance of an On-Premises Liquor License will promote public interest and convenience.

District Manager

PUBLIC NOTICE

Business Licenses and Permits Committee
will discuss an application submitted by

Mercado By Friedmans LLC 483 10th Avenue

A New Liquor, Wine, Beer & Cider Application for a
Restaurant Establishment with Recorded Music and
Sidewalk Cafe

Tuesday, December 14, 2021
6:30 PM

DATE:
TIME:
PLACE:

Video/Phone Conference Registration:
https://zoom.us/webinar/register/WN_66-6SX3vS_6HVC2bBstV3A

We invite you to attend this meeting and learn more about this application.
Alternately, you may email your comments by 12 p.m. Monday, December 13,
2021 or for more information, please email Assistant District Manager Nelly
Gonzalez negonzalez@cb.nyc.gov.

Tuesday, November 30, 2021

\$3.00 - NYDailyNews.com

SPORTS FINAL

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

METS IN MAX MODE
SEE SPORTS

CHRIS GOT BUSY SHIELDING ANDY
SEE PAGE 2

'A MATTER OF DAYS'

Mayor de Blasio pushed Monday for New Yorkers to wear masks indoors and get vaccinated with COVID variant heading down on the city.
SEE PAGES 4-5

Blaz warns omicron is on way as officials urge masking and vaxxing



LOWELL D. KERN
Chair
JESSE BODINE
District Manager

CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD No. 4
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Posted according to the Administrative Code of the City of New York section 10-
119. Please do not remove until after the above meeting date.

\$3.00 - NYDailyNews.com

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Tuesday, November 30, 2021



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VA MATTER

DAVOS

Blaz warns omicron on way as officials mask and

SEE PAGES 4-5

Did you know? The 2021 Davos World Economic Forum is scheduled for January 18-21, 2021 in Davos, Switzerland. For more information, visit www.weforum.org.



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