

# *The Set Club, Inc.*

The Set Club, Inc.

455 Tenth Avenue aka 451 Tenth Avenue – Level 43  
New York, New York 10018

## **Questionnaire for a Private Members Club Liquor License Application**

1. Floor Plan
2. Menus
3. Photographs
4. Public Interest Statement
5. NY State Liquor Authority Proximity Report

### **BERNSTEIN REDO, P.C.**

1177 Avenue of the Americas, 5<sup>th</sup> floor

New York, NY 10036

Tel. 212.651.3100

[www.brpclaw.com](http://www.brpclaw.com)

# Manhattan Community Board 4

# Liquor License/Sidewalk Cafe Stipulations Application

(All Fields Must Be Completed)

<b>CORPORATION NAME</b>		<b>DOING BUSINESS AS (DBA)</b>		
<b>The Set Club, Inc</b>		<b>To be determined</b>		
<b>STREET ADDRESS</b>		<b>CROSS STREETS</b>	<b>ZIP CODE</b>	
<b>455 Tenth Avenue aka 451 Tenth Avenue - 43rd Floor</b>		<b>West 35th and West 36th Street</b>	<b>10018</b>	
<b>OWNER</b> <small>(Attach a list of all the people that will be associated/listed with the license)</small>	<b>NAME:</b>	<b>Bryan Cho</b>	<b>ATTORNEY/ REPRESENTATIVE</b>	
	<b>PHONE:</b>	<b>212 320 9660</b>		<b>NAME:</b>
	<b>EMAIL:</b>	<b>NBeesemer@Related.com</b>		<b>Donald M. Bernstein/ Bernstein Redo PC</b>
			<b>PHONE:</b>	
			<b>212 651 3100</b>	
			<b>EMAIL:</b>	
			<b>donald@brpclaw.com</b>	
<b>MANAGER</b>	<b>NAME:</b>	<b>To be determined</b>	<b>LANDLORD</b>	
	<b>PHONE:</b>			<b>NAME:</b>
	<b>EMAIL:</b>			<b>451 Tenth Avenue LLC</b>
			<b>PHONE:</b>	
			<b>212 801 1000</b>	
			<b>EMAIL:</b>	
			<b>Hsarage@related.com</b>	
<b>APPLICATION TYPE</b> ( <input checked="" type="checkbox"/> <i>Liquor License</i> _____ <i>Unenclosed Sidewalk Cafe</i> )				
<input checked="" type="radio"/> <b>New</b>	Has applicant owned or managed a similar business?		YES	<input type="radio"/> NO
	What is/was the name and address of establishment?			
	What were the dates applicant was involved with this former premise?			
<input type="radio"/> <b>Corp</b> <b>Change/Class</b> <b>Change/Removal</b>	What is the license # and expiration date?			
	Is applicant making any alterations or operational changes?		YES	NO
	<i>If alterations or operational changes are being made, please describe/list all changes.</i>			
<input type="radio"/> <b>Alteration</b>	What is the current license # and expiration date?			
	<i>Please list/describe the nature of all the changes and attach the plans:</i>			
<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 checked="" 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 type="radio"/> NO	<b>December 2021</b>
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	NO	<b>See attached</b>
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 type="radio"/> NO	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?		<input checked="" type="radio"/> YES	NO	

**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	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM
	Kitchen	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM
	Music	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM	7AM-2AM
If you plan to have music, what type(s)? (Circle all that apply)			<input checked="" type="checkbox"/> BACKGROUND	LIVE MUSIC	DJ	JUKE BOX	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
<b>INSIDE</b>	<b>213</b>	<b>213</b>	<b>16</b>	<b>78</b>	<b>None</b>	<b>One</b>	<b>4</b>
<b>OUTSIDE**</b> <i>(Other than sidewalk café)</i>	<b>77</b>	<b>77</b>	<b>19</b>	<b>46</b>	<b>None</b>	<b>None</b>	<b>N/A</b>

**DCA  
APPROVED  
UNENCLOSED  
SIDEWALK  
CAFÉ**

How many floors are there? What is the capacity for each floor?

**43rd floor= 290 (includes interior and exterior)**

How frequently will the owner(s) be at the establishment?

**Twice a week**

Will there be dancing?

YES  NO

Will applicant have bottle or table service for beverage alcohol?

YES  NO

Will applicant be hosting private; promotional or corporate events?

YES  NO

**Private parties**

Will outside promoters be used on a regular basis? If yes please describe.

YES  NO

Will applicant have a security plan? If, yes please attach.

YES  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?

YES  NO

Does applicant agree to notify MCB4 prior to making changes to its method of operation?

YES  NO

Will applicant be using delivery bicycles? If yes, how many?

YES  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**

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

<b>Community Notification/Relations</b>			
<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	# 1	<b>See attached list with email to groups</b>	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	<b>Applicant will meet with CB Members for virtual site visit for exterior space.</b>		
Who was your contact person at each group you met with?	<b>TBD</b>		
When did applicant post the notice that was provided?	<b>November 27, 2021</b>		
Where did applicant post the notice that was provided?	<b>Construction fence and lamp posts</b>		
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	<input checked="" type="radio"/> YES	NO	<b>Ronnie Baldino - 212 801 1002</b>
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	<input checked="" type="radio"/> YES	NO	

<b>BUILDING DESIGN</b>			
State the name and type of business previously located in the space.	<b>Empty Space</b>		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	<input type="radio"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="radio"/> YES	NO	<b>New signage</b>
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	<input checked="" type="radio"/> YES	NO	
Is the entrance ADA Compliant?	<input checked="" type="radio"/> YES	NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="radio"/> YES	NO	<b>New signage</b>
Will applicant have a vestibule within the establishment?	YES	NO	<b>N/A</b>
Will applicant use a storm enclosure?	YES	NO	<b>N/A</b>
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?	YES	NO	<b>N/A</b>
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)	<b>FRENCH DOORS</b>		<b>GARAGE DOORS</b> <b>WINDOWS THAT CAN BE OPENED</b>
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="radio"/> 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="radio"/> 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	<input type="radio"/> NO	
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?	<input checked="" type="radio"/> YES	NO	
Will the kitchen exhaust system extend to the roof?	YES	<input type="radio"/> NO	
Will the establishment have an illuminated sign?	YES	<input type="radio"/> NO	
Will the establishment have a canopy extending over the sidewalk?	YES	NO	<b>N/A</b>
Where will the air conditioner be located? What type is it?	<b>To be determined</b>		
When was the air conditioner installed?	<b>To be installed in 2022</b>		

<b>OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ</b>			
Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	<input checked="" type="radio"/> 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)?	<input checked="" type="radio"/> YES	NO	<b>West facing pool deck</b>
Are the floorplans for the outdoor space(s) included?	<input checked="" type="radio"/> YES	NO	
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	YES	<input checked="" type="radio"/> NO	<b>Closing 11PM Sunday - Thursday and 12AM Friday &amp; Saturday</b>
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	<input checked="" type="radio"/> NO	<b>We anticipate that guests may stand with a drink on the exterior roof deck on occasion</b>
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk?	YES	<input checked="" type="radio"/> NO	<b>We anticipate that guests may stand with a drink on the exterior roof deck on occasion</b>
Will there be no amplified music, as per the law?	YES	<input checked="" type="radio"/> NO	<b>Background music only</b>
If amplified sound is played inside the establishment, will windows and doors be closed?	<input checked="" type="radio"/> YES	NO	
Will applicant agree to post signs outside asking customers to respect the neighbors'?	YES	<input checked="" type="radio"/> NO	<b>Located on the 43rd floor</b>
Will applicant agree to train staff to encourage a peaceful environment?	<input checked="" type="radio"/> YES	NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	<input checked="" type="radio"/> YES	NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	<input checked="" type="radio"/> YES	NO	
If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture?	YES	NO	<b>N/A</b>
If open dining, will you comply with all NYC DOT guidelines?	YES	NO	<b>N/A</b>
If open dining, will the installation be year-round?	YES	NO	<b>N/A</b>

<b>DCA APPROVED UNENCLOSED SIDEWALK CAFÉ</b>			
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	
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 <sup>st</sup> and March 21 <sup>st</sup> , 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)**

***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 \_\_\_\_\_ full board meeting, with \_\_\_\_\_ members voting in favor of the recommendation, \_\_\_\_\_ members opposed, \_\_\_\_\_ members abstaining and \_\_\_\_\_ present but not eligible)


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

**CB4 REPRESENTATIVES**

<p><b>Nelly Gonzalez</b>  <i>CB4 Assistant District Manager</i></p>	<p><b>Frank Holozubiec</b>  <i>CB4 BLP Committee Co-Chair</i></p>	<p><b>Burt Lazarin</b>  <i>CB4 BLP Committee Co-Chair</i></p>
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**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.

<p><b>SIGN HERE</b> →</p>	<p><b>Bryan Cho</b>          PRINT NAME OF APPLICANT</p>	 SIGNATURE OF APPLICANT	<p><b>11/6/2021</b>          DATE</p>
---------------------------	--------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	-------------------------------------------

**From:** Jules Vigh  
**Sent:** Wednesday, December 1, 2021 12:56 PM  
**To:** Jules Vigh <Jules@brpclaw.com>  
**Cc:** 'Gonzalez, Nelly (CB)' <negonzalez@cb.nyc.gov>  
**Subject:** Hudson Yards / 451 Tenth Avenue

Good afternoon:

We wanted to contact your organizations to let you know that three establishments will be opening at a new mixed-use building, including residential, commercial and senior assisted living uses located at 451 Tenth Avenue at the corner of West 35<sup>th</sup> Street in Hudson Yards. All three establishments will be applying for full liquor licenses and the applications are on the December 14, 2021 Community Board agenda.

451 Tenth Avenue Restaurant LLC will be a modern American farm-to-table casual restaurant and bakery located on the ground floor and cellar. The proposed interior seating is 152 with two customer bars. The proposed exterior sidewalk café seating is 30. The proposed interior hours of operation are 8:00AM to 2:00AM seven days a week. The proposed hours of operation for the exterior café are 8:00AM to 10:00PM Sunday to Thursday and 8:00AM to 11:00PM Friday to Saturday. Only background music will be played in the interior.

Atria NY Operating Company Inc and 451 Tenth Senior Living OpCo LLC will be a restaurant located on 13<sup>th</sup> floor. The restaurant will offer modern American cuisine by a Michelin-starred chef. The menu will change seasonally. The proposed interior seating is 150 with one customer bar. The proposed seating for the exterior terraces is 32. The proposed interior hours of operation are 6:30AM to 10:00PM seven days a week. The proposed hours of operation for the exterior terraces are 6:30AM to 10:00PM seven days a week. Only background music will be played in the interior.

The Set Club Inc will be a private members club located on the 43<sup>rd</sup> floor. The club will be another amenity for the residents of the building. The club will offer residents and their guests a screening room, co-working spaces, a restaurant, a lounge, a golf simulator and an exterior rooftop deck with a swimming pool. The proposed interior seating is 46 with one customer bar. The proposed exterior rooftop deck seating is 48. The proposed interior hours

of operation are 7:00AM to 2:00AM seven days a week. The proposed hours of operation for the exterior rooftop deck (which is located on the 43<sup>rd</sup> floor, approximately 500' up) are 8:00AM to 12:00AM Sunday to Thursday and 8:00AM to 1:00AM Friday to Saturday. Only background music will be played in the interior.

If you would like additional information on the application please contact me.

Thank you,

Jules

**Jules Vigh, Paralegal | BERNSTEIN REDO, P.C.**

1177 Avenue of the Americas, 5<sup>th</sup> floor

New York, NY 10036

Tel. 212.651.3100 \ Cell Phone 646 358 0653

[jules@brpclaw.com](mailto:jules@brpclaw.com) \ [www.brpclaw.com](http://www.brpclaw.com)

Block/Tenant Association & Community Groups	First name	Last name	E-MAIL	PHONE
HKNA (incl. Dog Run)	Kathleen	Treat	kathleentreat123@gmail.com	
West 36th Street	Frank	Strock	mcgee79@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	rjbenfatto@hyhkaalliance.org	
Hudson Yards Hell's Kitchen Alliance	Patty	Gouris	pgouris@hyhkaalliance.org	
Hotel Americano			(212) 216-0000	
Highline537	Scott	Hupe	212-838-3700	
Donna Langman Costumes	Donna	Langman	donna@donnalangman.com	
Council Chelsea Block Association	Bill	Borock	wborock@hotmail.com	Last Tuesday of the month @ 630pm
CHEKPEDS	Christine	Berthet	cberthet@me.com	
Hell's Kitchen Block Association (W 33rd/34th/35th Streets (8th to 12th Avenues)	Julia	Campanelli	HellsKBA@gmail.com	Last Wednesday of the month, except August or November
W36th Block Association ( 8/9 )	Brian	Weber	brianscotweber@gmail.com	
W36th Block Association ( 8/9 )	Cressida	Connelly	cressidac@gmail.com	

# *The Set Club, Inc.*

## Floor Plan

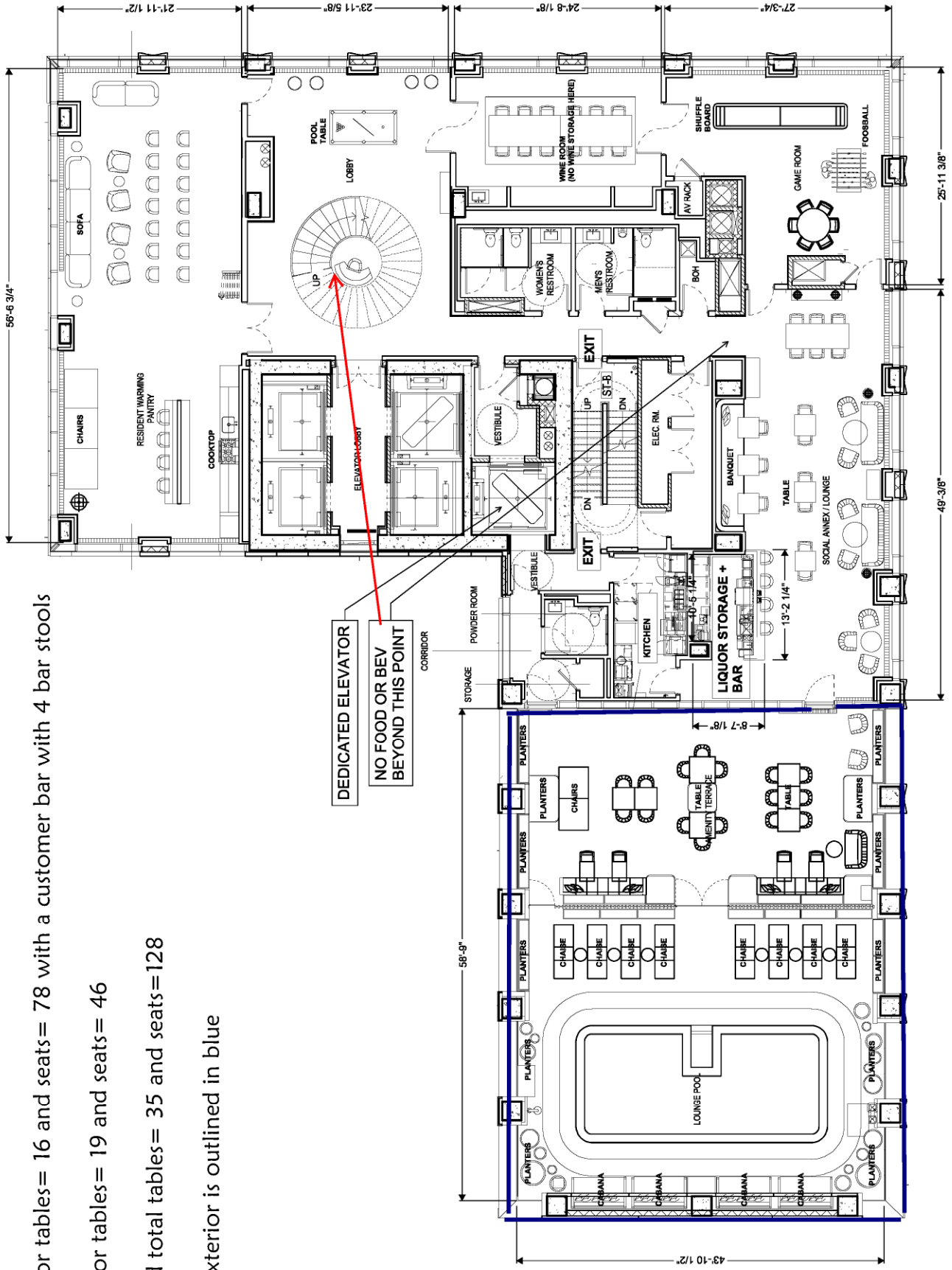
The Set Club, Inc.  
 455 Tenth Avenue aka 451 Tenth Avenue – Level 43  
 New York, New York 10018

Interior tables= 16 and seats= 78 with a customer bar with 4 bar stools

Exterior tables= 19 and seats= 46

Grand total tables= 35 and seats=128

The exterior is outlined in blue



*The Set Club, Inc.*

Menus



# POOL DECK

A small selection of menu items serviced from the downstairs restaurant that include shareable snacks as well as easy-to-eat poolside entrées.

The beverage menu features refreshing cocktails, fresh-squeezed juices, and seasonal smoothies perfect for all-day poolside sipping along with large-format cocktails meant to be shared amongst groups of friends

## MENU

**Hummus**, crudités and house made pita

**Nachos**, Tomatillos, Corn, Avocado Crema and Grilled Peach Salsa

**Grains Salad**, Squash, Lemon Vinaigrette, Chipotle Mayo

**Cheeseburger**, Pepper Aioli and House-Cured Bacon, House Cut Fries

**Lobster Burger**, Ginger, Tarragon, Lemon Aioli and Smoked Tomato Jam, House Cut Fries

**Crispy Chicken Tenders**, House Cut Fries, BBQ Sauce, Honey Mustard

**Salmon Salad Sandwich**, Radishes, Cucumber and Lemon, Baguette

**Crispy Chicken Sandwich**, Celery Relish, BBQ Glaze, Baguette

**Veggie Falafel**, Spiced Avocado, Watercress, Sesame Bun

**Rotisserie Chicken Caesar Salad**

**Grilled Salmon**, Romaine, Radicchio, Fennel, Cucumber and Oregano Vinaigrette

**Assorted Cookies**

# CHEF ' S COUNTER

The Bakery space seamlessly transitions from day to night as the rotating "harvest to table" tasting menu comes to life. Chef Kluger's creativity is the star of the show during this prix fixe culinary showcase that highlights vegetables and local ingredients sourced expertly from the greenmarket and other farmers that Kluger has spent the last 25 years cultivating relationships with.

## HORS D'OEUVRES

roasted BEET crispy sushi

ALMOND panna cotta with osetra caviar

SUMMER BERRY gazpacho with king crab

## DINNER

long island FLUKE crudo, tri-star, stawberries, seviallno olives

grilled MACKEREL, fresh corn polenta, red pepper vinaigrette

roasted maine SCALLOPS with market beans

crispy fisher island OYSTER, chicken, grilled oyster mushrooms and spicy clam broth

roasted rouen DUCK, hasselback potatoes, peach hot sauce

EGGPLANT tortellini, prosciutto, valley shephard cheese, summer greens

bitter CHOCOLATE tart, bourbon cherries

# BAKERY

Both artful and functional, the bakery features a thoughtfully curated selection of baked goods, sandwiches, salads, prepared grab and-go foods beautifully stationed on the farm table with additional items available made to order.

## BREAKFAST

*(variety of items stationed on farm table individually wrapped or made to order)*

Egg Sandwich, English Muffin, Hash Brown, Bacon, Cheddar, Spicy Ketchup

Egg White, Spinach and Goat Cheese Wrap

Chia Seed Pudding with Blood Orange, Pomegranate Seeds and Almonds

Yogurt Parfait, Market Berries

Ginger, Turmeric "Tang"

## PASTRIES

*(stationed on farm table)*

Croissant

Morning Bun

Blueberry Muffin

Cinnamon Sugar Old Fashioned Donut

Glazed Old Fashioned Donut

Gluten Free Lemon Poundcake

## BREADS

*(on display behind the counter)*

Baguette

Miche

Campagne

Rye Ficelle

## SANDWICHES & SALADS

*(variety of items stationed on farm table individually wrapped or made to order)*

Salmon Salad Sandwich, Radishes, Cucumber and Lemon, Baguette

Crispy Chicken Sandwich, Celery Relish, BBQ Glaze, Baguette

Veggie Falafel, Spiced Avocado, Watercress, Sesame Bun

Ham, Brie, Apple Butter, Pickled Jalapenos, Miche

Rotisserie Chicken Caesar Salad

Chopped Salad

Grains Salad, Squash, Lemon Vinaigrette, Chipotle Mayo

## COOKIES AND SWEETS

*(stationed on farm table, individually wrapped)*

Chocolate Chip Cookie

Chocolate Fudge Cookie

Snickerdoodle

Raspberry Rugelach

Rye Brownies

## COFFEE & TEA

Parlor Drip Coffee

Parlor Espresso

Cold Brew

Iced Tea

Hot Ginger Tea

Jasmine Tea

*The Set Club, Inc.*

Photographs





*The Set Club, Inc.*

Public Interest Statement

## PUBLIC INTEREST STATEMENT / 500' RULE STATEMENT

The Set Club, Inc.  
455 Tenth Avenue aka 451 Tenth Avenue – Level 43  
New York, New York 10018

The subject premises will be a private members club on the 43<sup>rd</sup> floor in a new mixed-use building, including residential, commercial and senior assisted living uses located at 455 Tenth Avenue at the corner of West 35<sup>th</sup> Street in Hudson Yards.

The club will be another amenity for residents of the building. The club will offer residents and their guests a screening room, co-working spaces, a restaurant, a lounge, a golf simulator and an exterior rooftop deck with a swimming pool.

The interior will have 16 tables and 78 seats together with a 13' – 2 ¼" customer bar with 4 bar stools. The exterior rooftop deck will have 19 tables with 46 seats. The grand total number of tables is 35 and seats are 128. The proposed occupancy is 290.

The proposed interior hours of operation are 7:00AM to 2:00AM seven days a week. The proposed hours of operation for the exterior rooftop deck (which is located on the 43<sup>rd</sup> floor, approximately 500' up) are 8:00AM to 12:00AM Sunday to Thursday and 8:00AM to 1:00AM Friday to Saturday. Only background music will be played.

Hudson Yards features many famous restaurants, shops, residential building and office buildings. Residents and tourists are visiting Hudson Yards for its unique and wonderful architectural buildings. The most fascinating structure at Hudson Yards is The Shed – a building that features art and music and is on the cutting edge of culture.

The following sub-sections of section 64 of the ABC Law specifically address the statutory requirements for the public convenience and advantage when there are three or more establishments with full liquor licenses within 500 feet of the applicant:

- (a) The number, classes and character of licenses in proximity to the location and in particular municipality or subdivision thereof.**

There are approximately four locations that hold full liquor licenses within 500 feet of the applicant: Friedman's, Kyma, Rocky's Bar and Restaurant and Clyde Frazier's.



The new establishment will be a wonderful new private members club for residents and tenants of the buildings since they do not have to leave the building to enjoy all the amenities the club has to offer. Individuals who are interested in purchasing an apartment at the new building will surely want to stop at the private members for a meal or a drink.

**(b) Evidence that all necessary licenses and permits have been obtained from the state and all other governing bodies**

The premises have applied for a Certificate of Occupancy showing Use Group 6 / Eating and Drinking Establishment from the New York City Department of Buildings. The applicant will apply for all necessary licenses, permits and certifications including but not limited to a Department of Health and Mental Hygiene permit, a Fire Department inspection together with Workers Compensation Insurance and Disability Insurance. The applicant will further obtain a Certificate of Authority to Collect Sales Taxes and a Certificate of Assumed Name.

**(c) Effect of the grant of the license on vehicular traffic and parking in proximity to the location**

Since the space has been vacant for many years and since other liquor licenses have been issued at Hudson Yards approval of the application and issuance of full liquor license will not negatively impact traffic patterns in and around the premises. As the premises are exclusively for residents of the building there will not be an impact on vehicular traffic.

**(d) The existing noise level at the location and any increase in noise levels that would be generated by the proposed premises**

Since the space has been vacant for many years and since other liquor licenses have been issued at Hudson Yards issuance of a full liquor license will not cause an unusual increase in noise levels in this area. The private members club will be intimate with an emphasis on great food and a quiet atmosphere. Background music will only be played at the venue.

**(e) The history of liquor violations and reported criminal activity at the proposed premises**

Upon information and belief; and to the best of our knowledge there are no current SLA violations for this space. To the best of our knowledge there is no known history of criminal activity at the premises.

In addition to the matters stated above, issuance of the instant license will also promote the public interest in that it will be a positive contribution to the economy also by way of the jobs maintained, continued wages paid, income, sales and other taxes collected, state and local license revenues, and maintenance of the local real estate tax base.

Accordingly, we believe approval of this application and issuance of an on-premises liquor license will promote the public interest and convenience. We therefore request that the Community Board approve the application.

*The Set Club, Inc.*

NY State Liquor Authority Proximity Report

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.

<b>Proximity Report For:</b>	
Location	<b>455 10th Ave, New York, New York, 10018</b>
Geocode	<b>Latitude: 40.75557 longitude: -73.99852</b>
Report Generated On	<b>11/19/2021</b>

<b>8 Closest Liquor Stores</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
MEENA SAMANI CORPORATION Ser #: 1273576	460 W 34TH ST STORE# 1 NEW YORK, NY 10001	483 ft
ODYSSEY WINE & SPIRITS INC Ser #: 1255997	490 10TH AVE NEW YORK, NY 10018	507 ft
KSSWINE LLC Ser #: 1302013	509 W 38TH ST 509-511 W38TH ST NEW YORK, NY 10018	715 ft
AMSTERWINE.COM INC Ser #: 1313979	475 9TH AVE NEW YORK, NY 10018	920 ft
CITARELLA HUDSON WINES & SPIRITS LLC Ser #: 1315398	20 HUDSON YARDS UNIT 207A AKA 500 W 33RD ST NEW YORK, NY 10001	1,024 ft
HUDSON YARDS WINES & SPIRITS INC Ser #: 1320790	486 9TH AVE NEW YORK, NY 10018	1,082 ft
ADB&SAB LLC Ser #: 1287951	554 W 30TH ST AKA 312 11TH AVE NEW YORK, NY 10001	1,584 ft
39TH STREET WINE INC Ser #: 1257090	354 W 39TH ST NEW YORK, NY 10018	1,602 ft

<b>Schools within 500 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
No Schools within 500 feet		

<b>Churches within 500 feet</b>	
<b>Name</b>	<b>Distance</b>
Metropolitan Community Church Of New York	287 ft
Chaim Babad	368 ft
Solid Ground Ministry	373 ft

**Pending On Premises Liquor Licenses within 750 feet**

<b>Name</b>	<b>Address</b>	<b>Distance</b>
PARADIS IN THE PARK LLC Ser #: 1339058	524 W 36TH ST NEW YORK, NY 10018	380 ft

**Active On Premises Liquor Licenses within 750 feet**

<b>Name</b>	<b>Address</b>	<b>Distance</b>
PHILLIPS 35 INC Ser #: 1279904	450 10TH AVE NEW YORK, NY 10018	150 ft
KYMA HUDSON LLC Ser #: 1336481	445 W 35TH ST NEW YORK, NY 10001	303 ft
CLYDE ARK LLC Ser #: 1257238	505 W 37TH ST NEW YORK, NY 10018	419 ft
ROCKY'S BAR & RESTAURANT INC Ser #: 1271424	460 W 34TH ST STORES 2, 3 & 4 NEW YORK, NY 10001	483 ft
MANHATTAN FARE CORP Ser #: 1275093	431 W 37TH ST UNIT B NEW YORK, NY 10036	613 ft
LEGACY RECORDS NYC LLC Ser #: 1306167	517 W 38TH ST NEW YORK, NY 10018	692 ft
HUDSON YARDS BY RHUBARB LLC Ser #: 1311911	500 W 33RD ST AKA 20 HUDSON YARDS UNIT RU507 NEW YORK, NY 10001	692 ft
D & D HUDSON YARDS LLC Ser #: 1311637	500 W 33RD ST NEW YORK, NY 10001	692 ft