

**Manhattan Community Board 4**  
(All Fields Must Be Completed)

Liquor License/Sidewalk Cafe Stipulations Application

<b>CORPORATION NAME</b> M1-BFG LLC		<b>DOING BUSINESS AS (DBA)</b> TERRA MEDITERRANIA	
<b>STREET ADDRESS</b> 124 7th AVE.		<b>CROSS STREETS</b> W17th ST - W18th ST.	<b>ZIP CODE</b> 10011
<b>OWNER</b> <small>(Attach a list of all the people that will be associated/linked with the license)</small>	<b>NAME:</b> RANI SHARIL CASRY	<b>ATTORNEY/ REPRESENTATIVE</b>	<b>NAME:</b> MICHAEL KELLY
	<b>PHONE:</b> 646 644-7750		<b>PHONE:</b> 914 632-6036
	<b>EMAIL:</b> RANI.S.C920@GMAIL.COM		<b>EMAIL:</b> KELLYMK136@GMAIL.COM
<b>MANAGER</b>	<b>NAME:</b> SHANNON HICKS	<b>LANDLORD</b>	<b>NAME:</b> 124 7th AVENUE LLC
	<b>PHONE:</b> 646 417-3022		<b>PHONE:</b> 646 565-3915
	<b>EMAIL:</b> SHANNON.HICKS@TERRA-NY.COM		<b>EMAIL:</b>
<b>APPLICATION TYPE</b> ( <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="radio"/> YES	<input type="radio"/> NO
	What is/was the name and address of establishment?	YOHANAD HASANOLAH 2 / ISREAL	
	What were the dates applicant was involved with the former premise?	2006 - current	
<input type="radio"/> Corp <b>Change/Class Change/Removal</b>	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="radio"/> YES	<input type="radio"/> NO
	If alterations or operational changes are being made, please describe all of changes		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	Please describe the nature of all the changes and attach the plans.		
<b>METHOD OF OPERATION</b>			
<b>TYPE OF ALCOHOL</b>	<input type="radio"/> Liquor/Wine/Beer & Cider	<input type="radio"/> Beer & Cider	<input checked="" type="radio"/> Wine/Beer & Cider
<b>ESTABLISHMENT TYPE</b>	<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 (Fraternity 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="radio"/> NO	AFTER COMMUNITY BOARD MEETINGS
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.	YES	<input checked="" type="radio"/> NO	
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="radio"/> NO	
Has applicant/owner(s) read MCR# Policy Regarding Consumption and Location of Alcoholic-Serving Establishments?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	

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

HOURS* <i>(Indoor Only)</i>		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Operation	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12
	Kitchen	Am Am 11-11:30	Am Am 11-11:30 pm	Am Am 11-11:30	Am Am 11-11:30	Am Am 11-11:30	Am Am 11-11:30	Am Am 11-11:30
	Music	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12	Am Am 11-12
If you plan to have music, what type(s)? (Circle all that apply)			<u>BACKGROUND</u>	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
INSIDE	74	40	7	32	1	0	0
OUTSIDE <i>(Other than sidewalk café)</i>	EXISTING OPEN RESTAURANT SEATING	Sidewalk 12 STREET 16	2 4	4 16	0	0	0
DCA APPROVED UNENCLOSED SIDEWALK CAFÉ		N/A	N/A	N/A			

How many floors are there? What is the capacity for each floor?	2 1ST FLR - 74 BSMT - 74	
How frequently will the owner(s) be at the establishment?	DAILY	
Will there be dancing?	YES	<input checked="" type="radio"/> NO
Will applicant have bottle or table service for beverage alcohol?	YES	<input checked="" type="radio"/> NO
Will applicant be hosting private; promotional or corporate events?	YES	<input checked="" type="radio"/> NO
Will outside promoters be used on a regular basis? If yes please describe.	YES	<input checked="" type="radio"/> NO
Will applicant have a security plan? If, yes please attach.	YES	<input checked="" type="radio"/> NO
Will security plan be implemented?	YES	<input checked="" type="radio"/> NO
Will State certified security personnel be used?	YES	<input checked="" type="radio"/> NO
Will New York Nightlife Association and NYPD Best Practices be followed?	YES	<input checked="" type="radio"/> NO
Does applicant agree to notify MCB4 prior to making changes to its method of operation?	<input checked="" type="radio"/> YES	NO
Will applicant be using delivery bicycles? If yes, how many?	YES	<input checked="" type="radio"/> 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	

**MULTIPLE SPACES/FLOORS CAPACITY BREAKDOWN**

Space Floor	Description/Use of Space	Capacity	Hours	# of Tables	# of Seats	# of Service Only Bars	# of Stand-Up Bars/Seats at Bar	Music
1st Floor	KITCHEN/ PTEA AREA SEATING AREA RESTROOMS	74	11am - 12am 7 days	7	32	1	0	yes
Basement	STORAGE Employee RESTROOM	74	11am - 12am 7 days	0	0	0	0	No



## LOCATION & ZONING

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

## Community Notification/Relations

<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	
	# 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?		
Where did applicant post the notice that was provided?		
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 Rani Shahir Caspi (646) 644-7750
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

BUILDING DESIGN			
State the name and type of business previously located in the space.	LO PAIN QUOTIDIEN - RESTAURANT		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	LO PAIN QUOTIDIEN Lic # 1191254 FROM 9/2007 - 2020
Do you plan any changes to the existing facade? If yes, please describe.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Is the entrance ADA Compliant?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Do you plan any changes to the existing facade? If yes, please describe.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant have a vestibule within the establishment?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant use a storm enclosure?	<input checked="" type="radio"/> YES	<input type="radio"/> 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="radio"/> YES	<input type="radio"/> NO	
Will applicant comply with the NYC noise code?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the establishment have any of the following: (circle all that apply)	<input checked="" type="radio"/> FRENCH DOORS	<input type="radio"/> GARAGE DOORS	<input type="radio"/> WINDOWS THAT CAN BE OPENED
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	<input checked="" type="radio"/> YES	<input type="radio"/> 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	<input type="radio"/> NO	
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	<input checked="" type="radio"/> 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	<input type="radio"/> NO	IF NECESSARY
Will the kitchen exhaust system extend to the roof?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the establishment have an illuminated sign?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the establishment have a canopy extending over the sidewalk?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Where will the air conditioner be located? What type is it?	INSIDE OF ESTABLISHMENT		
When was the air conditioner installed?	5/2023		

OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ			
Has the applicant/owner(s) read MCS 4 Rear Yard Rooftop Policy?	<input checked="" type="radio"/> YES	<input type="radio"/> 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	<input type="radio"/> NO	OPEN RESTAURANTS SEATING ON SIDEWALK + ROADWAY
Are the floorplans for the outdoor space(s) included?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will there be no amplified music, as per the law?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant agree to post signs outside asking customers to respect the neighbors?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant agree to train staff to encourage a peaceful environment?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If open dining, will you comply with all NYC DOT guidelines?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If open dining, will the installation be year-round?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	



**DCA APPROVED UNENCLOSED SIDEWALK CAFÉ**

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Will applicant be applying for a sidewalk café now or in the future?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
Is applicant in this application seeking to include a sidewalk café in its liquor license?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk café?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will applicant mark the perimeter of the café on the sidewalk?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will the sidewalk café not provide standing space for drinking or smoking?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	<input type="radio"/> YES	<input checked="" type="radio"/> 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?	<input type="radio"/> YES	<input checked="" type="radio"/> NO
Will applicant use umbrellas?	<input type="radio"/> YES	<input checked="" type="radio"/> 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 type="radio"/> YES	<input checked="" type="radio"/> NO
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	<input checked="" type="radio"/> YES	<input type="radio"/> 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  
October 4, 2023 full board meeting, with 40 members voting in favor  
of the recommendation, 0 members opposed, 0 members  
abstaining and 0 present but not eligible)

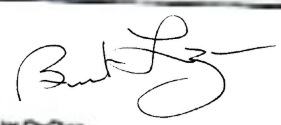
Denial unless all stipulations agreed to by applicant/owner are part of the method of operation

Denial  Approval

### CB4 REPRESENTATIVES

  
Nelly Gonzalez  
CB4 Assistant District Manager

  
Frank Holzman  
CB4 ELP Committee Co-Chair

  
Bert Lazaris  
CB4 ELP 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 →

Rani Sharir Caspary



8/31/23

PRINT NAME OF APPLICANT

SIGNATURE OF APPLICANT

DATE

OFFICE USE ONLY

Original     Amended    Date \_\_\_\_\_

## Standardized NOTICE FORM for Providing 30-Day Advance Notice to a Local Municipality or Community Board

1. Date Notice Sent: 7/31/23      1a. Delivered by: Certified Mail Return Receipt Requested

2. Select the type of Application that will be filed with the Authority for an On-Premises Alcoholic Beverage License:

For premises outside the City of New York:

New Application     Removal     Class Change

For premises in the City of New York:

New Application     New Application and Temporary Retail Permit     Temporary Retail Permit     Removal

Class Change     Method of Operation     Corporate Change     Renewal     Alteration

For **New** and Temporary Retail Permit applicants, answer each question below using all information known to date

For **Renewal** applicants, answer all questions

For **Alteration** applicants, attach a complete written description and diagrams depicting the proposed alteration(s)

For **Corporate Change** applicants, attach a list of the current and proposed corporate principals

For **Removal** applicants, attach a statement of your current and proposed addresses with the reason(s) for the relocation

For **Class Change** applicants, attach a statement detailing your current license type and your proposed license type

For **Method of Operation Change** applicants, although not required, if you choose to submit, attach an explanation detailing those changes

**Please include all documents as noted above. Failure to do so may result in disapproval of the application.**

**This 30-Day Advance Notice is Being Provided to the Clerk of the Following Local Municipality or Community Board:**

3. Name of Municipality or Community Board: CB-4

**Applicant/Licensee Information:**

4. Licensee Serial Number (if applicable):        Expiration Date (if applicable):  

5. Applicant or Licensee Name: M1-BFG, LLC

6. Trade Name (if any): Terra mediterranea

7. Street Address of Establishment: 124 7th Ave

8. City, Town or Village: Ny, NY      Zip Code: 10011

9. Business Telephone/Number of applicant/ Licensee: (646) 417-3022

10. Business E-mail of Applicant/Licensee:  

11. Type(s) of alcohol sold or to be sold:     Beer & cider     Wine, Beer & Cider     Liquor, Wine, Beer & Cider

12. Extent of Food Service:     Full Food menu; full kitchen run by a chef/cook     Menu meets legal minimum food requirements; food prep area required

13. Type of Establishment: RESTAURANT

Seasonal Establishment     Juke Box     Disc Jockey     Recorded Music     Karaoke

14. Method of Operation: (check all that apply)     Live Music (give details i.e., rock bands, acoustic, jazz, etc.):  

Patron Dancing     Employee Dancing     Exotic Dancing     Topless Entertainment

Video/Arcade Games     Third Party Promoters     Security Personnel

Other (specify):  

15. Licensed Outdoor Area: (check all that apply)     None     Patio or Deck     Rooftop     Garden/Grounds     Freestanding Covered Structure

Sidewalk Cafe     Other (specify): open restaurant seating

Manhattan Community Board 4

RECEIVED

Date: 8/3/23

Time:  

By:



OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

16. List the floor(s) of the building that the establishment is located on: Basement & 1st

17. List the room number(s) the establishment is located in within the building, if appropriate: \_\_\_\_\_

18. Is the premises located within 500 feet of three or more on-premises liquor establishments?  Yes  No

19. Will the license holder or a manager be physically present within the establishment during all hours of operation?  Yes  No

20. If this is a transfer application (an existing licensed business is being purchased) provide the name and serial number of the licensee:

Name	Serial Number

21. Does the applicant or licensee own the building in which the establishment is located?  Yes (if YES, SKIP 23-26)  No

**Owner of the Building in Which the Licensed Establishment is Located**

22. Building Owner's Full Name: 124 SEVENTH AVE LLC

23. Building Owner's Street Address: 579 5TH AVE 4TH FLOOR

24. City, Town or Village: NY State: NY Zip Code: 10017

25. Business Telephone Number of Building Owner: (646) 565-3915

**Representative or Attorney Representing the Applicant in Connection with the Application for a License to Traffic in Alcohol at the Establishment Identified in this Notice**

26. Representative/Attorney's Full Name: MICHAEL KELLY

27. Representative/Attorney's Street Address: 136 WAVERLY RD

28. City, Town or Village: SCARSDALE State: NY Zip Code: 10583

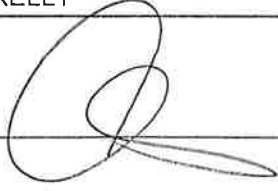
29. Business Telephone Number of Representative/Attorney: (914) 740-3580

30. Business E-mail Address of Representative/Attorney: KELLYMLK136@GMAIL.COM

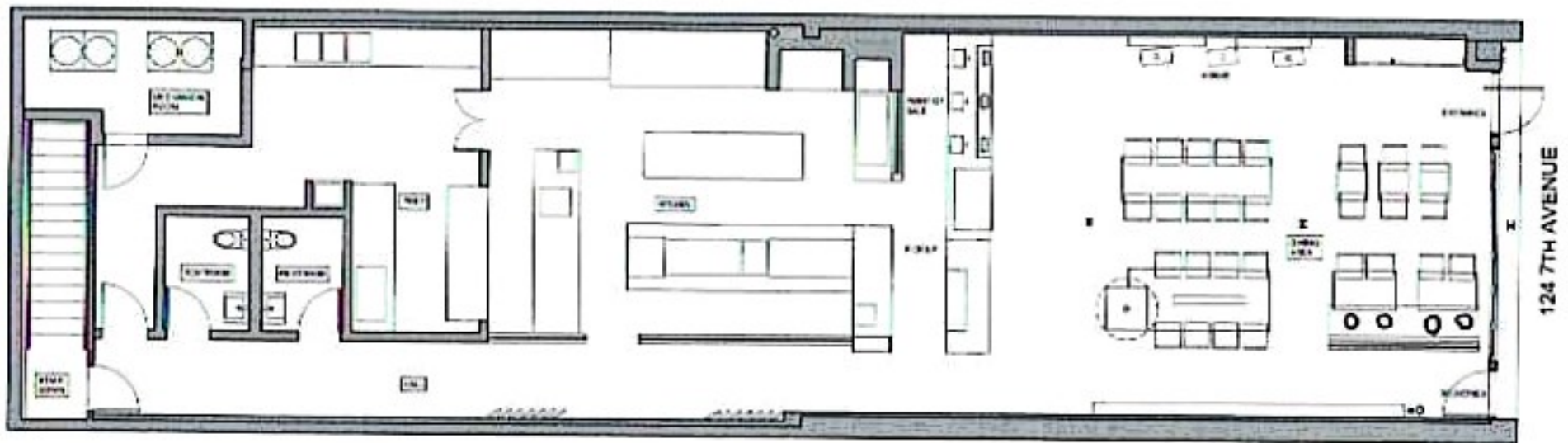
I am the applicant or licensee holder or a principal of the legal entity that holds or is applying for the license. Representations in this form are in conformity with representations made in submitted documents relied upon by the Authority when granting the license. I understand that representations made in this form will also be relied upon, and that false representations may result in disapproval of the application or revocation of the license.

By my signature, I affirm - under **Penalty of Perjury** - that the representations made in this form are true.

31. Printed Principal Name: MICHAEL KELLY Title: AUTHORIZED REPRESENTATIVE

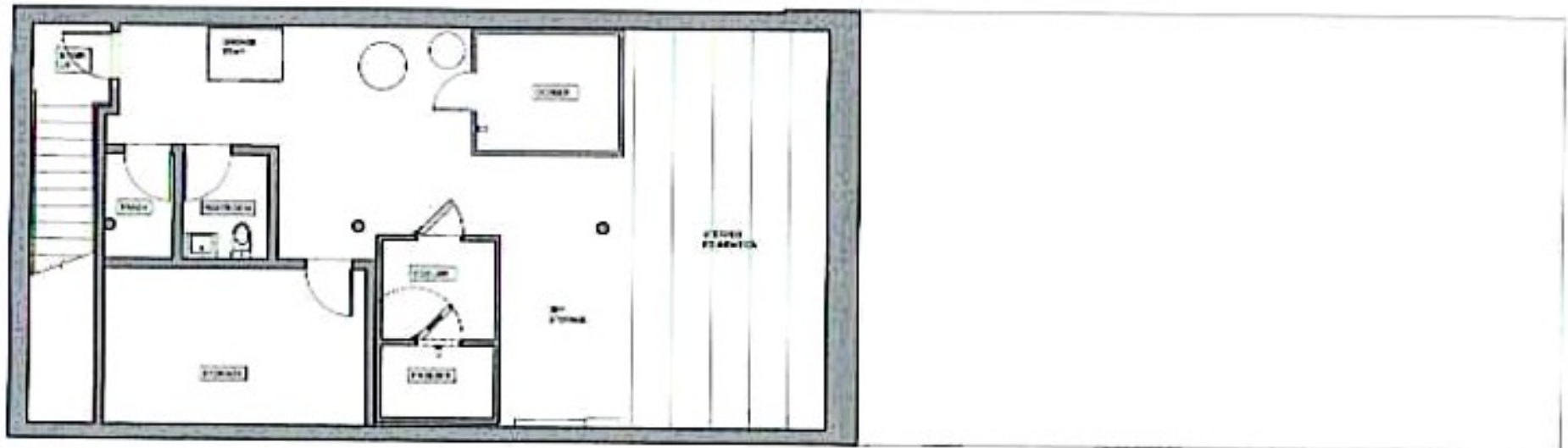
Principal Signature: 

1st Floor

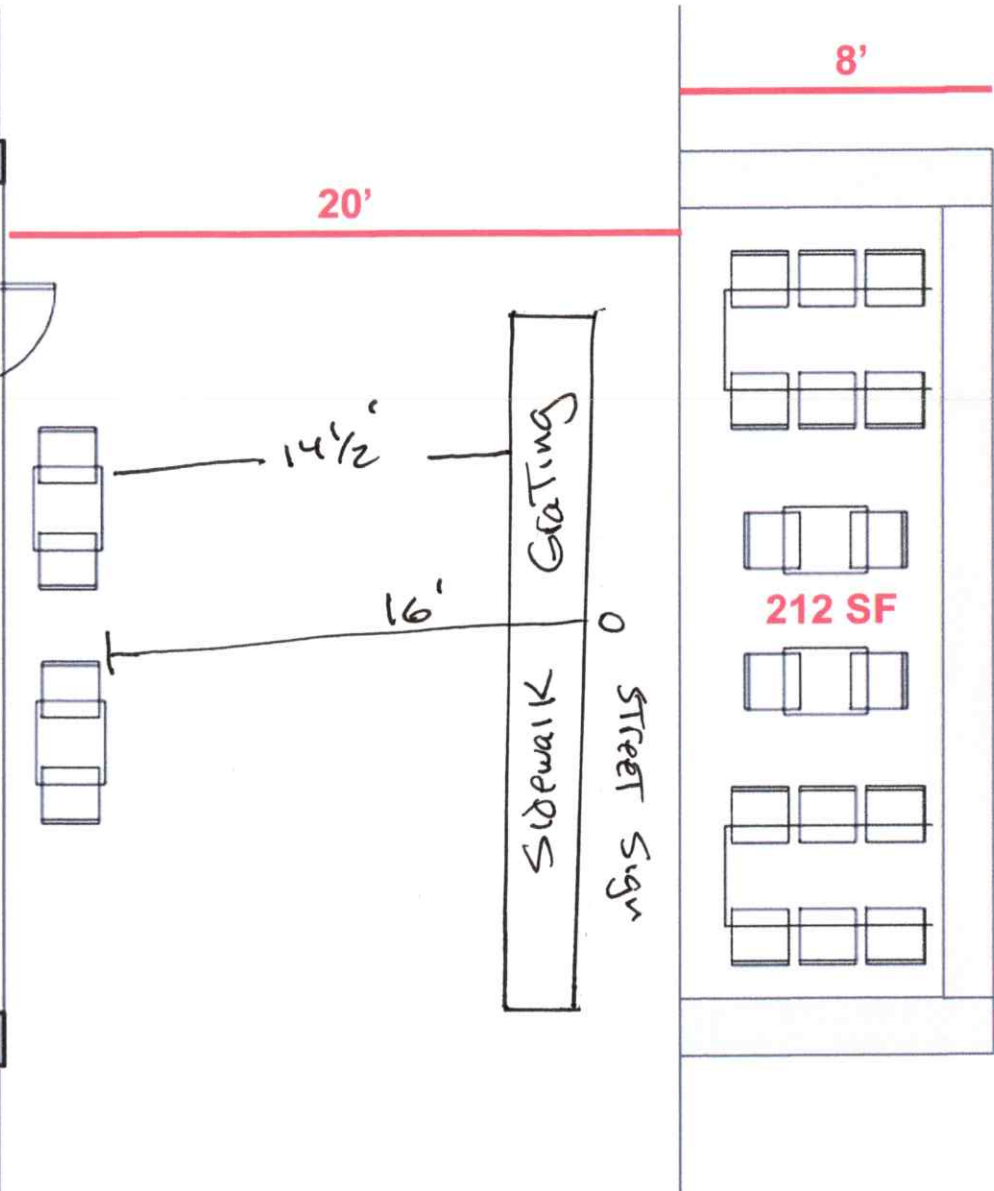
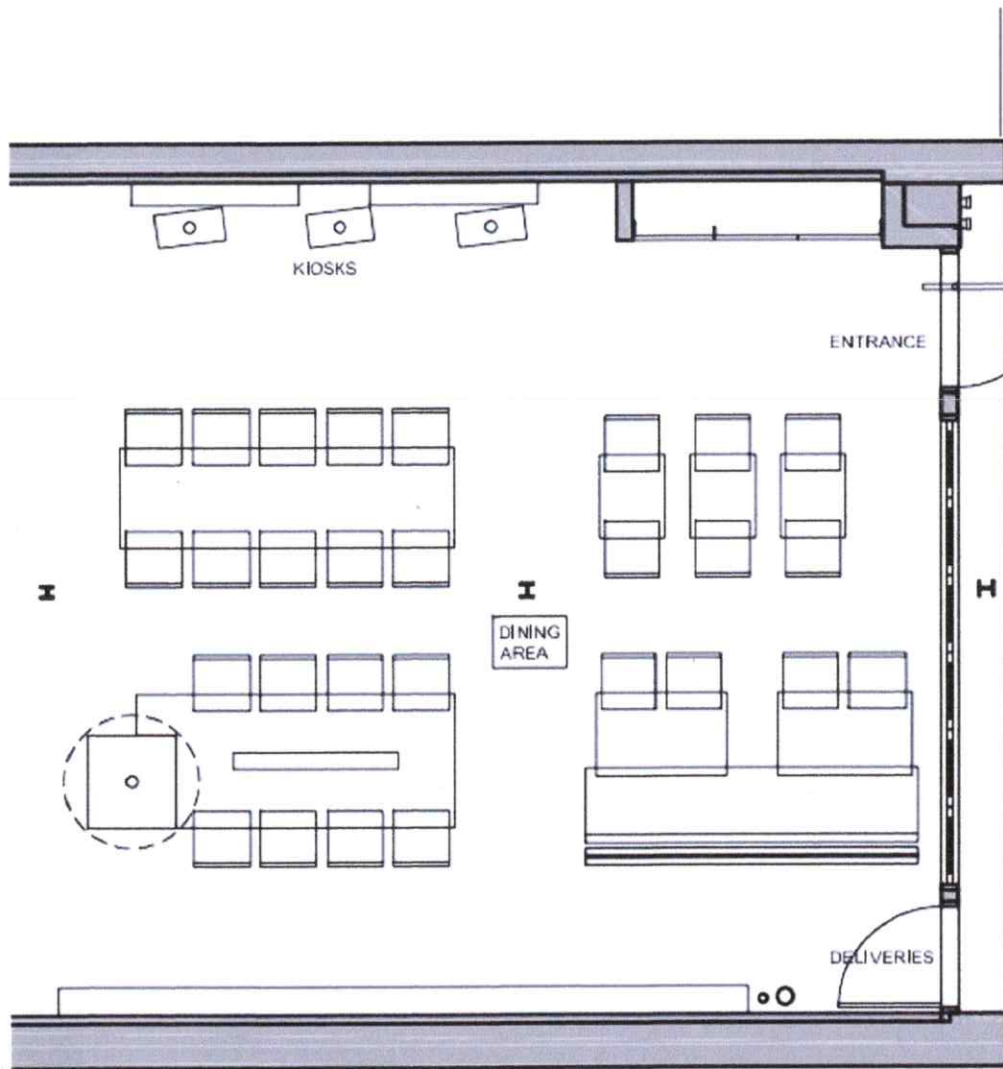


7 Tables  
32 SEATS

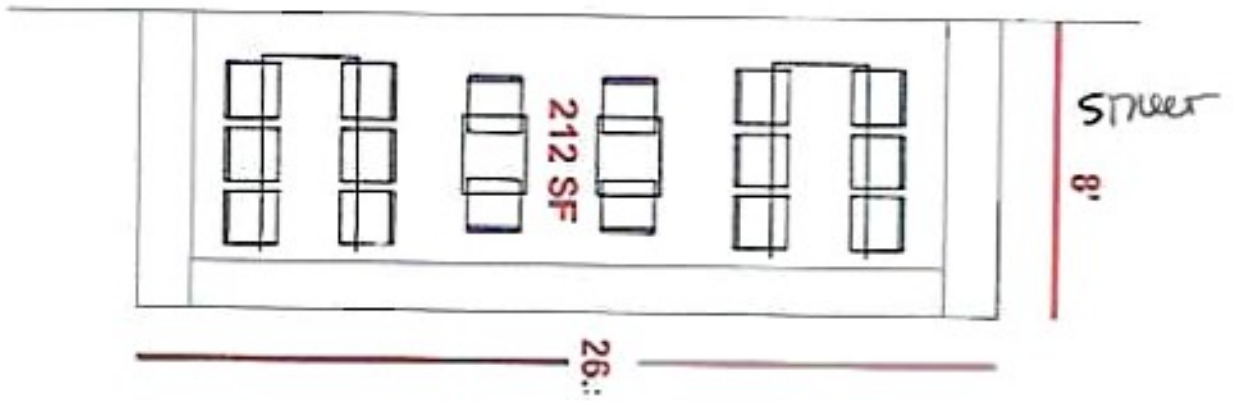
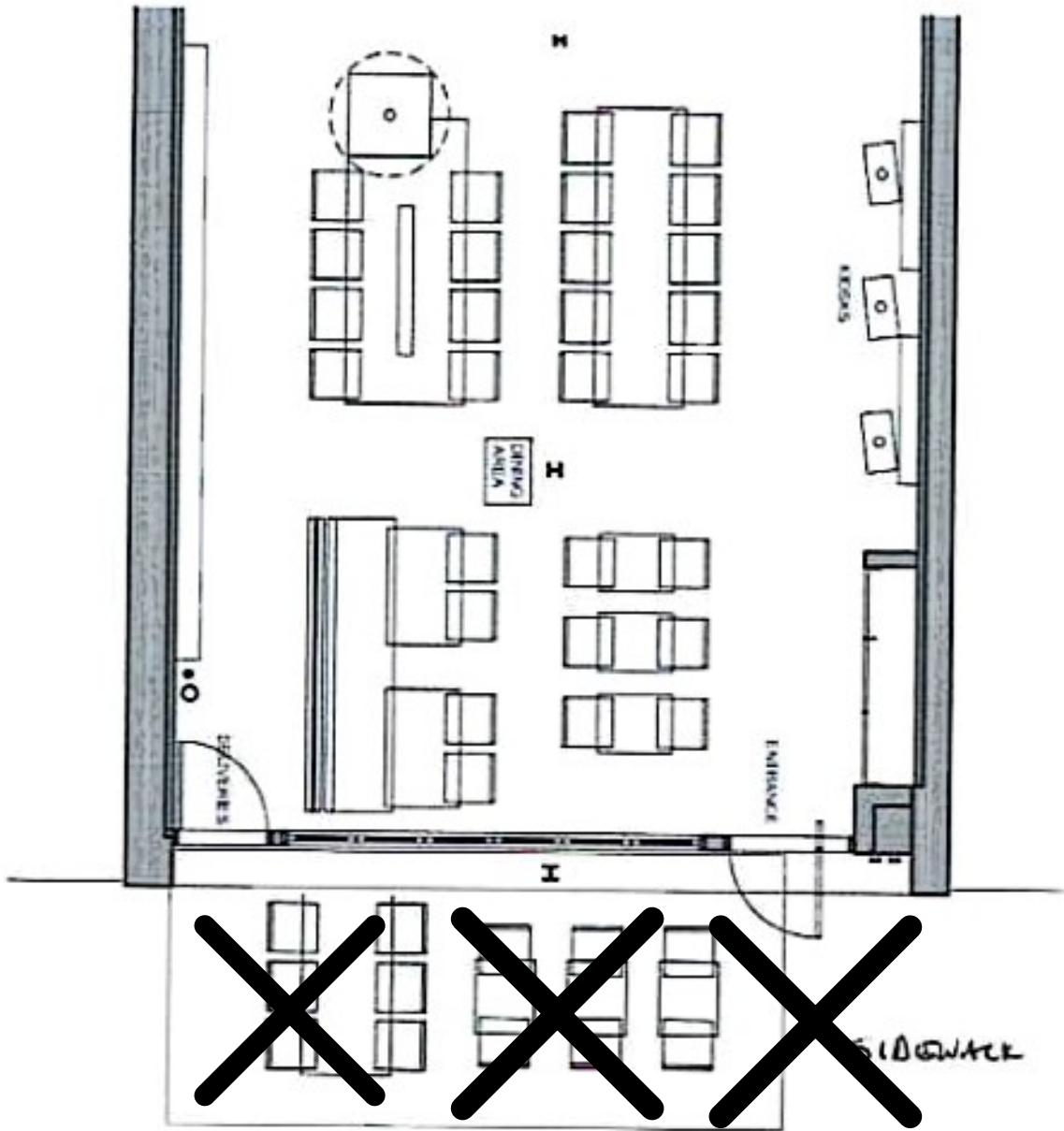
# Basement







Alternate Plan





## FLATBREAD MENU

available from 5 p.m.



### Peach White

Roasted Peaches,  
Ricotta, Toasted  
Almonds, Balsamic  
Glaze

\$16.15



### Sloppy Vegan

Sloppy Vegan, Sumac  
Onions, Olive Oil,  
Za'atar Leaves

\$13.95



### PizZo'atar

Shakshouka Sauce,  
Mozzarella, Tomato  
Confit, Olive Oil

\$16.65



### Ricotta Zucchini

Ricotta, Baby  
Zucchini, Olive Oil,  
Za'atar Herb Mix

\$16.95



### Shakshouka

Shakshouka Sauce,  
Mozzarella, Feta,  
Lycopodium, Olive Oil,  
Parsley

\$14.85



### Ricotta Land

Ricotta, Sdon,  
Peppers, fresh  
Herbs, Balsamic  
Glaze and Powdered  
Olives

\$15.45



### Sweet Potato Onion Bread

Conjugal Onions,  
Sweet Potatoes, Olive Oil,  
Arugula, Housemade  
Chermoula (Mediterra-  
nean Chimichurri)

\$14.95



### Salmon Flatbread

Housemade Mulhan  
maro (Red Pepper Walnut  
Spread), Feta, Salmon,  
Tomato Confit, Olive,  
Housemade Chermoula  
(Mediterranean  
Chimichurri), Scallions

\$17.95



### Balkan Beets

Feta Cheese, Beets,  
Olives, Scallions,  
Lemon-Honey Glaze

\$16.55



### Shawarma

Spiced Chicken  
 thigh, Caramelized  
Onions, Tahini Amba  
Sauce, Almonds,  
Scallions

\$17.25





**Tahini-Flower**

Tahini, Amba, Garlic-Roasted Cauliflower, Broiled Eggs, Parsley, Lemon Juice, Schug Ains (Spicy Herb Blend)

\$14.45



**Short Rib**

Braised Short Rib, Arugula, Olive Oil

\$17.45



**Muhammara Kebab**

Shakshouka Sauce, Muhammara (Red Pepper Walnut Spread), Beef Kebab, Parsley

\$14.25











### • FRIES (SIDE) •

#### Classic Fries \$8.35

Classic Thin-Cut Potato Fries

#### Terra Dusted Fries \$6.95

Classic French Fry  
seasoned with Terra Dusted

#### Feta Fries \$10.45

Classic Fries, Chopped Feta,  
Parsley, Olive Oil, Lemon Juice

#### Short Rib Fries \$12.75

Classic Fries, Braised Short Ribs,  
Parsley, Smoky Sauce

#### Sloppy Fries \$8.75

Classic Fries topped with our  
Sloppy Sauce and Pickles

### • DESSERTS •

#### Crispy Knafel

www.terra.com

Buttery, crisp, light, strong, melted  
cheese filling, lightly soaked in  
orange blossom syrup, topped with  
crushed pistachios

\$7.00

#### Maklbi

Roasted Middle Eastern  
Cakes, covered with Lemons,  
Whipped, topped with Almond  
Sauce and topped with  
Caramel and Pistachio Crunch

\$4.00

#### Labneh crepes

Lemon or Vanilla Custard yogurt  
cheesecake topped with vanilla  
sauce, a bed of strawberries, topped  
with a touch of Bitter Salt, served  
with a Side Maple Sauce

\$4.00

#### Crunchy Nut Mix

Spiced, Seeded and Caramel  
Tarted Nut Mix, topped with  
with a Side of Pistachio

\$2.95



All menu items can be modified  
to vegetarian version.



www.terra.com

Instagram icon  
@terramediterrania



By using subject's image  
or company logo or other items may not be used  
without express written consent of the business owner



**TERRA**  
MEDITERRANIA

124 11th Avenue, New York

























# Shannon Hicks

New York, NY

646-417-3022

[s.k.hicks16@gmail.com](mailto:s.k.hicks16@gmail.com)

## SUMMARY

Results-oriented professional with more than 20 years of progressive responsibility in operations management, supplier and customer relationship management, and event coordination with a strong drive to deliver results. Adept at utilizing key operations management skills including cost accounting, financial planning and strategy, process improvement, customer focus, profitability and quality assurance. Excellent leadership, interpersonal, and cross-functional business skills. Qualified for vendor and customer interaction at all levels.

- ◊ **Strong Analytics.** Excellent financial data analysis skills; adept understanding of quantitative relationships and ability to draw conclusions from data.
- ◊ **Strategic Planning.** Formulating and defining goals and developing strategies to achieve these goals.
- ◊ **Flexibility and Resourcefulness.** Quickly adapting and responding to ever-changing business environment, quality standards, compliance regulations, and stakeholder demands.
- ◊ **Effective Regulatory Compliance Facilitation.** Excellent ability to simplify complex requirements to diverse audiences.

## EXPERIENCE

### MANAGER

*Blue Parrot East Hampton (Seasonal)*

*May 2021 - October 2021*

- Created Service Manual and updated SOP's aimed at elevating service for seasonal and local patrons
- On-site point person for private events bringing in a minimum of \$10,000 per event
- Responsible for creating a formula for and accurately reporting tipped wages
- Made deposits and reconciled daily and weekly sales to be sent to NYC headquarters

### OWNER-DIRECTOR OF OPERATIONS

*Third Avenue Ale House*

*New York, NY*

*December 2011 - August 2020*

- Accountable for the control and accurate reporting of an average total annual revenue of \$4 million.
- Established restaurant business plan by surveying restaurant demand by performing demographic analysis to prepare strategic and annual forecasts and budgets, analyze variances, initiate corrective actions
- Consistently met financial objectives by developing and implementing strategies to increase revenue; accurately prepared financial, marketing, and sales projections, analyses, and estimates
- Guided all staff and management through new policies and protocols in rapidly changing COVID-19 environment
- Sourced and procured all food, beverage, labor and liquor requirements and related purchasing functions including vendor selection, bid evaluation, negotiation, and contract management
- Implemented production, productivity, quality, and patron-service standards and maintained operations by establishing policies and standard operating procedures
- Accomplished restaurant and bar human resource objectives by recruiting, selecting, onboarding, training, scheduling, coaching, and disciplining staff
- Controlled purchases and inventory by meeting with account managers, negotiating prices and contracts, and developing preferred supplier lists
- Enforced and complied with health and legal regulations including but not limited to sanitation, environmental and security standards and regulations
- Maintained professional and technical knowledge by tracking emerging trends in the restaurant industry, reviewing professional publications, and benchmarking state-of-the-art practices
- Maintained patron satisfaction by monitoring, evaluating, and auditing food, beverage, and service offerings and building relationships with preferred patrons
- Completed/supervised all store opening and closing procedures, prepared deposits, generated sales reports, and managed procurement activities related to sales and general office expenses

### GENERAL MANAGER

*Amsterdam Ale House*

*New York, NY*

*9/2016 - 8/2020*

- Acquired materials and equipment for process, safety and aesthetic improvements to various process areas
- Coordinated all marketing and special events, including venue buyouts of up to 200 people; negotiated vendor and event contracts
- Supervised and executed hiring, training and scheduling of 45+ staff members; appraised staff performance and coached employees to improve productivity



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## GENERAL MANAGER (Continued)

*Amsterdam Ale House*

*9/2016 - 8/2020*

- Analyzed and controlled operational costs, managed budgets and generated periodic accounting and financial reports, reconciled daily receipts, bank accounts and petty cash
- Performed supplier relationship management to establish and secure strategic long-term partnerships with food & beverage, equipment and service vendors
- Defined, managed and tracked all financial, performance and quality metrics to maximize productivity and operational efficiencies
- Acquired appropriate operational and construction licenses, permits, and insurance policies
- Enforced and complied with complex internal and government regulations related to hygiene, health, occupancy, and safety regulations/guidelines, and sanitation standards

## SENIOR BARTENDER

*Amsterdam Ale House*

*New York, NY*

*July 2008 - December 2014*

- Oversaw daily bar operations including the management, training and coaching of five (5) support staff
- Achieve total guest satisfaction and organizational profitability through effective utilization of all resources and adapted quickly high-volume fluctuations in guest traffic
- Executed timely set up of the bar areas and the completion of all pre-opening and closeout tasks and procedures
- Offered trend setting and innovative products and services, contribute to sales activities and assist in maximizing revenue
- Accountable for on-site bank in excess of \$2000 and prepared bar requisitions

## MARKETING DIRECTOR

*February 2007 to April 2008*

## STAFF TRAINER/SENIOR BARTENDER

*Tobacco Company*

*Richmond, VA*

*September 1999 to April 2008*

- Attracted patrons by developing and implementing marketing, advertising, public and community relations programs
- Secured numerous partnerships and sponsorships with both local and national companies
- Developed a new VIP program based on a reward/point system and evaluated program results
- Reorganized and expanded department resulting in two fully developed marketing and sales divisions
- Planned and executed promotions and special events including advertisement layouts
- Integrated email marketing software to increase communications with direct-marketing databases
- Developed the Marketing Internship Program accredited by Virginia Commonwealth University
- Created and managed marketing budget and negotiated and executed all advertising contracts
- Drafted policies and procedures for Marketing Department and managed, trained and supported staff

## EDUCATION


### **BACHELOR OF ARTS, POLITICAL SCIENCE, Magna Cum Laude**

Virginia Commonwealth University, Richmond, VA

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## TECHNICAL SKILLS

- Microsoft Office Applications
- Quickbooks
- POS Systems: Aldelo, Micros, Aloha, and Toast
- Software Delivery Platforms: GrubHub and UberEats
- NYC Food Handlers Certificate

 NEW Terra Tri-fold Menu.pdf  
11218K

Robert Callahan <enforcer1611@gmail.com>  
To: Shannon Hicks <shannon.hicks@terra-ny.com>

Mon, Aug 21, 2023 at 8:31 AM

Got them. Thank you.

*Bob Callahan - Consultant  
Michael Kelly Inc.*

*Ph - (914) 632-6036  
Fax - (914) 632-6034  
Email - Enforcer1611@gmail.com*

[Quoted text hidden]

Robert Callahan <enforcer1611@gmail.com>  
To: Shannon Hicks <shannon.hicks@terra-ny.com>

Wed, Aug 23, 2023 at 11:51 AM

I forgot to remind you when we just spoke on the phone to send me photos of the public posting in the window and a few on the block.

Thanks.

*Bob Callahan - Consultant  
Michael Kelly Inc.*


*Ph - (914) 632-6036  
Fax - (914) 632-6034  
Email - Enforcer1611@gmail.com*

[Quoted text hidden]

Shannon Hicks <shannon.hicks@terra-ny.com>  
To: Robert Callahan <enforcer1611@gmail.com>

Wed, Aug 23, 2023 at 1:04 PM

I totally missed sending those! See attached:)  
[Quoted text hidden]

 postings.zip  
4972K



OFFICE OF THE  
COMPTROLLER  
OF THE CITY OF NEW YORK

CITY OF NEW YORK  
MANUFACTURING CONTROL BOARD No. 4  
4th Floor, Empire State Bldg., 350 W. 4th Ave., New York, NY 10014  
Tel: (212) 312-4300  
www.nyc.gov/mbc  
www.nyc.gov/mbc4

# PUBLIC NOTICE

Business Licenses and Permits Committee  
will discuss an application submitted by

**M1-BFG LLC**  
**124 7th Avenue**

A New Wine, Beer & Cider Application for a  
Restaurant Establishment with Recorded Music &  
Open Restaurant Seating

Tuesday, September 12, 2023

6:30 PM

Hybrid Meeting:

Video/Phone Conference Registration:  
<https://tinyurl.com/mc14-jlp-committee>

In-Person:  
**MCHA Office**  
**424 W 33rd Street, Suite 580**

Due to limited space and to follow health and safety precautions, we encourage you to participate remotely via Zoom. If you would like to attend in person, please email Assistant District Manager Nelly Gonzalez at [negonzalez@cb.ny.gov](mailto:negonzalez@cb.ny.gov) by **10am, Monday, Monday, September 11th.**

*We invite you to attend this meeting and learn more about the application. However, you should email your comments by 12 p.m. Monday, September 11, 2023 or for more information, to Assistant District Manager Nelly Gonzalez at [negonzalez@cb.ny.gov](mailto:negonzalez@cb.ny.gov)*

*Printed Pursuant to the Administrative Code of the City of New York section 10-2.18. Please do not remove until after the public hearing date.*





CITY OF NEW YORK  
 ROBERT W. COHEN, Mayor  
 100 City Hall, New York, NY 10007  
 Tel: 212-312-4444  
 www.nyc.gov

**PUBLIC NOTICE**

Business Licenses and Permits Committee  
 will discuss an application submitted by

**M1-BFG LLC**  
**124 7th Avenue**

A New Wine, Beer & Cider Application for a  
 Restaurant Establishment with Recorded Music &  
 Open Restaurant Seating

**DATE:** Tuesday, September 12, 2023

**TIME:** 6:30 PM

**PLACE:** Hybrid Meeting

**Video/Phone Conference Registration:**  
<https://tinyurl.com/mch4jbp>-committee

In-Person:  
**MCBA Office**  
**424 W. 33rd Street, Suite 550**

**Due to limited space and to follow health and safety precautions, we encourage you to participate remotely via Zoom. If you would like to attend in person, please email Assistant District Manager Nelly Gonzalez at [ngonzalez@cb.ny.gov](mailto:ngonzalez@cb.ny.gov) by 10am, Monday, Monday, September 11th.**

The City of New York is an Equal Opportunity Employer. All persons are encouraged to apply. The Commission will accept applications until the position is filled. For more information, please contact the Commission at 212-312-4444. The Commission will accept applications until the position is filled. For more information, please contact the Commission at 212-312-4444.





426 W 3rd Street, Suite 580 New York, NY 10011  
Tel: 212-736-4030  
www.cityofnewyork.us/development

# PUBLIC NOTICE

Business Licenses and Permits Committee  
will discuss an application submitted by

**M1-BFG LLC**  
**124 7th Avenue**

A New Wine, Beer & Cider Application for a  
Restaurant Establishment with Recorded Music &  
Open Restaurant Seating

DATE: Tuesday, September 12, 2023

TIME: 6:30 PM

PLACE: Hybrid Meeting

Video/Phone Conference Registration:  
<https://tinyurl.com/mcb4-bfp-committee>

In-Person:  
MCBA Office  
424 W 33rd Street, Suite 580

Due to limited space and to follow health and  
safety precautions, we encourage you to  
participate remotely via Zoom. If you would  
like to attend in person, please email Assistant  
District Manager Nelly Gonzalez at  
[nelgonzalez@cb.nyc.gov](mailto:nelgonzalez@cb.nyc.gov) by 10am, Monday,  
Monday September 11th.

We invite you to attend from meeting and learn more about the application process. You should email your comments by 12 p.m. Monday, September 11, 2023 for full time submission, to Assistant District Manager Nelly Gonzalez at [nelgonzalez@cb.nyc.gov](mailto:nelgonzalez@cb.nyc.gov).

Notwithstanding to the Administrative Code of the City of New York, section 24-209, the Commission will accept comments and other information submitted on or after the above date.



OFFICE OF THE  
COMMISSIONER OF  
LICENSING

DATE: 09/14/2023  
TIME: 09:00 AM  
PLACE: 124 7th Avenue

### PUBLIC NOTICE

This is to advise the public that the  
Commissioner of Licensing and Permitting  
will discuss an application submitted by

**M1-BFG LLC**  
**124 7th Avenue**

A New Wine, Beer & Cider Application for a  
Restaurant Establishment with Recorded Music to  
Open Restaurant Seating

**DATE:** Tuesday, September 12, 2023  
**TIME:** 09:00 PM  
**PLACE:** 124 7th Avenue

**Video/Phone Conference Registration:**  
<https://tinyurl.com/rhdca-8b3-commlite>

1st Floor  
**MCBA Office**  
**444 W. 33rd Street, Suite 580**

Due to limited space and to follow health and  
safety precautions, we encourage you to  
participate remotely via Zoom. If you would  
like to attend in person, please email Assistant  
District Manager Nelly Gonzalez at  
[negonzalez@dohc.gov](mailto:negonzalez@dohc.gov) by **Joann, Monday,**  
**Monday, September 11th.**

For more information, please visit the website at <https://www.dohc.gov>.  
Application/Registration fee: \$100.00. For more information, please contact the  
Office of the Commissioner of Licensing and Permitting, 124 7th Avenue, New York, NY 10003.  
Phone: (212) 312-1234. Fax: (212) 312-1235. Email: [licensing@dohc.gov](mailto:licensing@dohc.gov).

Printed according to the Administrative Code of the City of New York, Section 24-209.  
Application/Registration fee: \$100.00. For more information, please contact the  
Office of the Commissioner of Licensing and Permitting, 124 7th Avenue, New York, NY 10003.  
Phone: (212) 312-1234. Fax: (212) 312-1235. Email: [licensing@dohc.gov](mailto:licensing@dohc.gov).

6746



When filled in

THE CITY OF NEW YORK



DEPARTMENT OF BUILDINGS  
CERTIFICATE OF OCCUPANCY

BOROUGH MANHATTAN

DATE: NOV 06 2001 NO. 102107827

This certificate supersedes C.O. NO

ZONING DISTRICT C6-R2

THIS CERTIFIES that the ~~new~~ altered ~~existing~~ building premises located at  
124 7TH AVENUE

Block 767 Lot 41

CONFORMS SUBSTANTIALLY TO THE APPROVED PLANS AND SPECIFICATIONS AND TO THE REQUIREMENTS OF ALL APPLICABLE LAWS,  
RULES, AND REGULATIONS FOR THE USES AND OCCUPANCIES SPECIFIED HEREIN.

PERMISSIBLE USE AND OCCUPANCY

USE	MINIMUM FLOOR AREA	MINIMUM NO. OF FLOORING PLANTERS	MINIMUM NO. OF OPENINGS TO THE STREET	MINIMUM FLOOR AREA PER PERSON	MINIMUM FLOOR AREA PER PERSON	MINIMUM FLOOR AREA PER PERSON	MINIMUM FLOOR AREA PER PERSON
CELLAR	00						STORAGE
1ST FLOOR	00 & 50	20			6	COMM.	STORE
		COMMERCIAL					
		OLD DOOR					

OPEN SPACE USES

(PARKING, PARKING GARAGE, LOADING DOCKS, OTHER USES, NONE)

M.G.

NO CHANGES OF USE OR OCCUPANCY SHALL BE MADE UNLESS  
A NEW AMENDED CERTIFICATE OF OCCUPANCY IS OBTAINED

THIS CERTIFICATE OF OCCUPANCY IS ISSUED SUBJECT TO FURTHER LIMITATIONS, CONDITIONS AND  
SPECIFICATIONS LISTED ON THE REVERSE SIDE

*Randy A. ...*  
BOROUGH SUPERINTENDENT

*[Signature]*  
COMMISSIONER

ORIGINAL

OFFICE COPY - DEPARTMENT OF BUILDINGS

COPY