

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License/Sidewalk Cafe Stipulations Application

CORPORATION NAME		DOING BUSINESS AS (DBA)	
PMACS 10 LLC		TBD	
STREET ADDRESS		CROSS STREETS	ZIP CODE
321 West 44th Street		8/9	10036
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME:	See attached Addendum No. 1	ATTORNEY/ REPRESENTAIVE
	PHONE:	See attached Addendum No. 1	
	EMAIL:	See attached Addendum No. 1	
	NAME:	Michael Paleudis	
	PHONE:	(212) 837-8482	
	EMAIL:	mjp@kplawyers.com	
MANAGER	NAME:	Shane Butler	LANDLORD
	PHONE:	(347) 515-4246	
	EMAIL:	shanebutler93@gmail.com	
	NAME:	RREF II The Plant LLC (Related)	
	PHONE:	(212) 894-8940	
	EMAIL:	ed.hilla@related.com	
APPLICATION TYPE (<input checked="" type="checkbox"/> <i>Liquor License</i> <input type="checkbox"/> <i>Unenclosed Sidewalk Cafe</i>)			
<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?		<input checked="" type="radio"/> YES <input type="radio"/> NO
	What is/was the name and address of establishment?		See attached Addendum No. 2
	What were the dates applicant was involved with this former premise?		See attached Addendum No. 2
<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="radio"/> YES <input type="radio"/> NO
	<i>If alterations or operational changes are being made, please describe/list all changes.</i>		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	<i>Please list/describe the nature of all the changes and attach the plans:</i>		
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="radio"/> NO
			January 4, 2023
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement.		<input checked="" type="radio"/> YES	<input 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 MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?		<input checked="" type="radio"/> YES	<input type="radio"/> NO

Addendum No. 1: Owners

1. Michael McNamee
(917) 517-2283
michael@pmacshospitality.com
2. Patrick McNamee
(646) 763-1971
patrick@pmacshospitality.com
3. Michael Kelleher
(973) 619-5961
mikekelleher@pmacshospitality.com

Addendum No. 2: Owners' Licensed Establishments

Premises Name	Address	Interest Began	Serial Number
Ahascra, LLC d/b/a Vida Verde	248 West 55th Street, New York, NY 10019	07/2014 – present	OP 1298035, 1298036
Castleknock Inc. d/b/a The Mean Fidler	264 266 West 47th Street, New York, NY 10036	03/2006 – present	OP 1176912
Castleparknyc Inc. d/b/a Tanner Smith's	204 West 55th Street, New York, NY 10019	06/2013 – present	OP 1181447, 1181448
Donegal Inc. d/b/a The Three Monkeys	236 West 54 th Street, New York, NY 10019	02/2010 – present	OP 1244977, 1281493
Dutch Freds Inc. d/b/a Dutch Fred's	307 West 47 th Street, New York, NY 10036	05/2015 – present	OP 1292574
Knickerbocker Social LLC d/b/a Haswell Green	7 West 45 th Street, New York, NY 10036	05/2017 – present	OP 1307838, 1307839
PMACS 7 LLC * d/b/a The Dickens	738 8 th Avenue, New York, NY 10036	06/2022 – present	OP 1347681, 1347682, 1347683
PMACS 8 LLC d/b/a Bartley Dunne's	160 West 54 th Street, New York, NY 10019	11/2022 – present	OP 1365173, 1365174, 1365175
PMACS 9 LLC *	795 8 th Avenue, New York, NY 10019	Opening Soon	OP 1365173, 1365174, 1365175

* Also owned by Michael Kelleher



SECURITY POLICY PMACS 10

1. As a general guideline, there would be a minimum of one licensed and trained security guard on the floor when 75 or more patrons are present at the same time. For larger groups, there would be one such security guard for every 75 club patrons present, discretion should be used by management to determine the appropriate number of security personnel based on the event or crowd to ensure safety and lawfulness.
2. PMACS use the services of a security guard company rather than employing its own security guards, the security guard company must be licensed by the NYS Department of State.
3. Security guards should be trained in techniques to de-escalate potential violent encounters and difficult situations.
4. Our Establishment policy would mandate that our security would separate and remove all potentially violent patrons in a manner, consistent with the law, that is designed to prevent a continuation of violent activity inside or outside the location. Establishments must call 911 to report criminal activity
5. We recommended that for every five (if needed) security guards there be one (1) security supervisor to ensure a minimum span of control of one (1) security supervisor for every five (5) subordinates.
6. We recommended that our security guards be distinctively and uniformly attired – very easily identified.
7. It is recommended by us that our security guards be spread throughout the establishment and not just at the door, when needed.
8. Our Coat check will include the customer's ability to check bags. It is recommended that our establishments will install anti-theft environmental designs such as drawers, shelves and hooks for customers who choose not to check bags. We ensure control and order are maintained in coat check area, especially at closing time. Customers should be encouraged to check coats and bags to avoid thefts.
9. Perpetrators should be detained by security through lawful means. Witnesses should be encouraged to wait for the police to arrive in order to assist in the investigation. At a minimum, they should be asked to provide their identifying information so that they may be contacted by the police in the future. They should also be encouraged to make a statement to establishment personnel regarding the incident if the establishment so requests. Our establishments should act as complainants in appropriate cases.
10. Our establishment should encourage employee witnesses to go to court and testify when requested and pay wages to them for their time.
11. Digital video of any unlawful conduct should be identified and provided to the NYPD when requested.

12. Identifying information on ejected and/or arrested patrons should be retained on a “banned list” database. These patrons should not be allowed subsequent re-entry.
13. We recommended that properly working and maintained digital cameras be mounted in front of the establishment (both inside and outside), at all entry doors and outside the bathroom doors.
14. It is helpful to learn if all these efforts are working. To that end, we hire an independent security consultant to ensure club security and other laws and policies, including laws prohibiting sales to minors, are being adhered to.
15. Ensure that levels of lighting inside and outside the establishment are sufficient for observation by security.
16. All those awaiting admission should be placed in a line, not blocking the sidewalk. All individuals on admission lines should be informed that if they are not orderly, they will not be admitted. Individuals who will not be admitted should be encouraged to leave the area.
17. At closing, security is to ensure orderliness when patrons are exiting the establishment.

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
Basement	Storage, waste room, employee restroom		All hours of Operation	0	0	0	0	None
First Floor	Eating and Drinking Establishment; dining, bar areas, kitchen, restrooms, office, storage	300	11am-4am	41	129	0	2 bars/ 19 stools	Recorded and DJ

LOCATION & ZONING

Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	CLA - CLINTON PRESERVATION AREA A
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Is a Public Assembly permit required?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Are your plans filed with DOB?	<input type="radio"/> YES	<input checked="" type="radio"/> 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	Notifications were sent to all emails on the attached Addendum No. 3
	# 2	
	# 3	
	# 4	
	# 5	
Please provide dates when applicant met with the groups listed above.	To date none of the groups have requested meetings. The Hell's Kitchen Neighborhood Association confirmed that there have been no complaints from neighbors as a result of existing licensee.	
Who was your contact person at each group you met with?		
When did applicant post the notice that was provided?	12/5/23	
Where did applicant post the notice that was provided?	Front of premises and on all lamp posts on both sides of block.	
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	<input type="radio"/> NO (973) 619-5961
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	<input type="radio"/> NO

BUILDING DESIGN			
State the name and type of business previously located in the space.	Restaurant: New York Beer Company / Peachy Keen		
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	
Do you plan any changes to the existing façade? If yes, please describe.	<input type="radio"/> YES	<input checked="" 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 façade? If yes, please describe.	<input type="radio"/> YES	<input checked="" type="radio"/> NO	
Will applicant have a vestibule within the establishment?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	
Will applicant use a storm enclosure?	<input type="radio"/> YES	<input checked="" 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) None	FRENCH DOORS	GARAGE DOORS	WINDOWS THAT CAN BE OPENED
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	<input type="radio"/> YES	<input type="radio"/> NO	n/a
Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment?	<input type="radio"/> YES	<input type="radio"/> NO	n/a
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	<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 type="radio"/> YES	<input type="radio"/> NO	Current licensee had extensive soundproofing installed in 2012 and there have been no complaints from neighbors. The building is entirely commercial and the block is predominantly commercial.
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 type="radio"/> YES	<input checked="" type="radio"/> NO	
Where will the air conditioner be located? What type is it?	The air conditioning units are installed on a setback at the rear of the building, one floor up from ground. They are Mitsubishi multi units installed in 2012.		
When was the air conditioner installed?			

OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	YES	NO	n/a
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	↓

*This application does not extend to any outdoor space

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 seeking for a sidewalk café now or in the future?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Is applicant currently seeking to include a sidewalk café in its liquor license?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If yes, has applicant submitted application and plans to NYC Dept. of Consumer Affairs? Please provide details and plans.	<input type="radio"/> YES	<input checked="" type="radio"/> NO	
Will applicant close and vacate sidewalk by 11 PM on Friday & Saturday and 10 PM on all other days?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant be serving alcohol in the sidewalk café? Will you have waiter service?	<input type="radio"/> YES	<input type="radio"/> NO	
Will the café have a 3 ft. wide serving aisle running the length of the sidewalk café?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant mark the perimeter of the café on the sidewalk?	<input type="radio"/> YES	<input type="radio"/> NO	
Will the service and consumption of alcohol in the sidewalk café include food service?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will the sidewalk café not provide standing space for drinking?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant use any portable natural gas heaters in the sidewalk café? If yes, will applicant have the requisite approvals from DOB & the Fire Department?	<input type="radio"/> YES	<input type="radio"/> NO	
Will applicant have a lighting plan that does not illuminate the outdoor space without disrupting neighbors?	<input type="radio"/> YES	<input type="radio"/> NO	
Will all furniture, plants and hardscape be stored inside between the evening closing hours and the morning opening hours?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
Will applicant have a plan to store furniture and hardscape during winter months?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If construction protection has reduced the sidewalk width, will applicant maintain an 8 foot clear path of sidewalk between the perimeter of the sidewalk café and the nearest obstruction including construction barricades?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	<input type="radio"/> YES	<input type="radio"/> NO	n/a; Applicant will not have dining in the parking lane.

ADDITIONAL STIPULATIONS: (Office Use Only)

- This application does not extend to any outdoor space
- Any DJ will be limited to Friday & Saturday nights

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.

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Manhattan Community Board 4 (MCB4) recommends:
 (MCB4's recommendation is based on a vote taken at its
 January 3, 2024 full board meeting, with 41 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

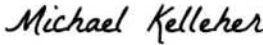
Denial Approval

CB4 REPRESENTATIVES

 Nelly Gonzalez <i>CB4 Assistant District Manager</i>	 Frank Holozubiec <i>CB4 BLP Committee Co-Chair</i>	 Burt Lazarin <i>CB4 BLP Committee Co-Chair</i>
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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>SIGN HERE →</p>	<p>Michael Kelleher</p>		<p>12 / 04 / 2023</p>
	<p>PRINT NAME OF APPLICANT</p>	<p>SIGNATURE OF APPLICANT</p>	<p>DATE</p>



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

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

1. Date Notice Sent:

1a. Delivered by:

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:

Applicant/Licensee Information:

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

5. Applicant or Licensee Name:

6. Trade Name (if any):

7. Street Address of Establishment:

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

9. Business Telephone Number of applicant/ Licensee:

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:

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.):

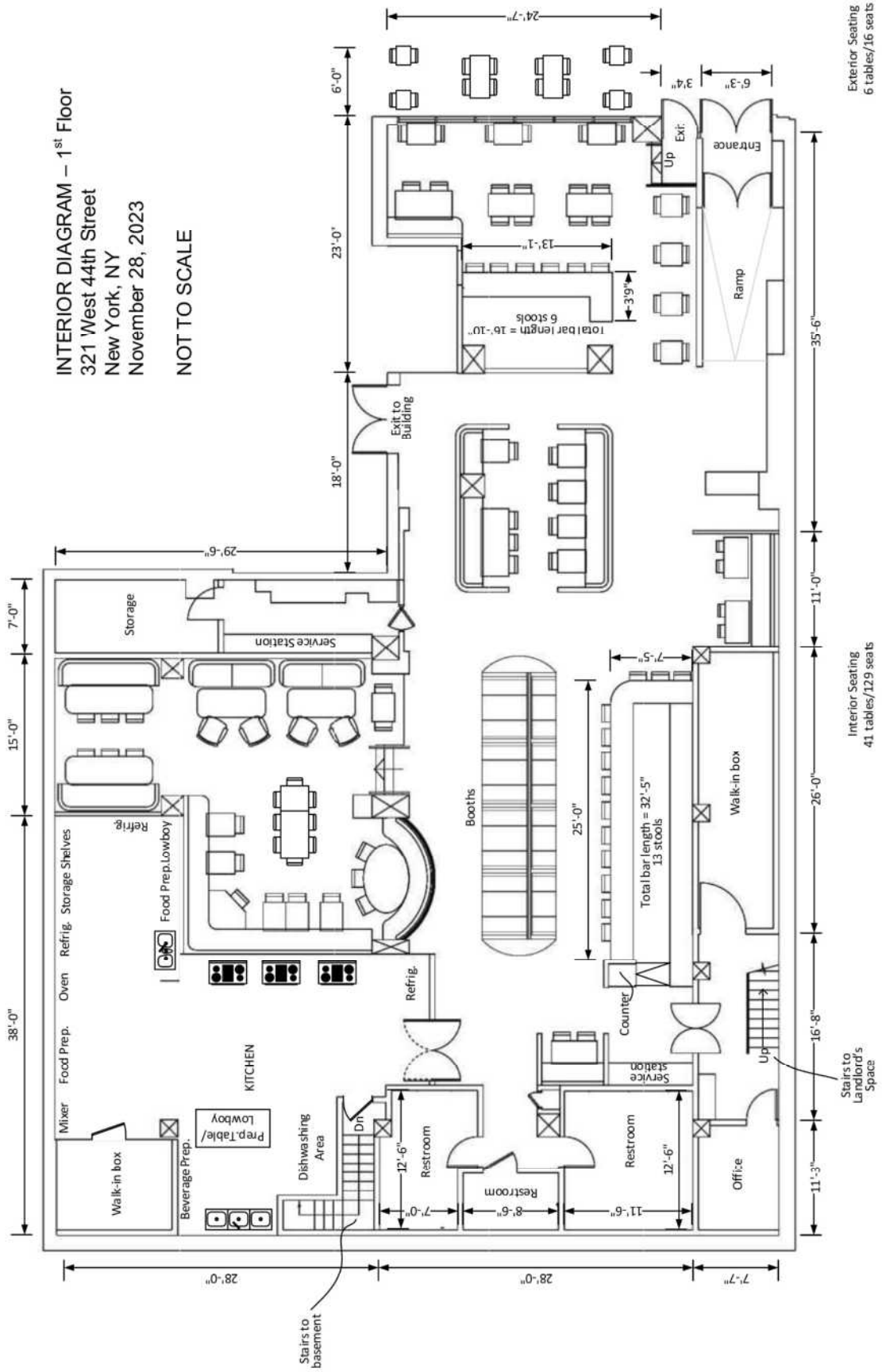
Patron Dancing Employee Dancing Exotic Dancing Topless Entertainment

Video/Arcade Games Third Party Promoters Security Personnel

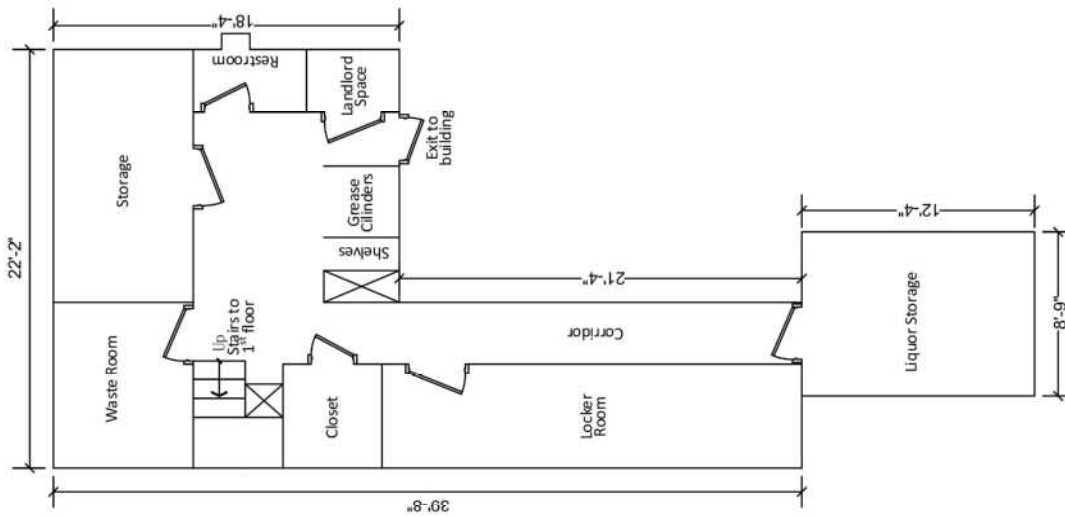
Other (specify):

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

INTERIOR DIAGRAM – 1st Floor
 321 West 44th Street
 New York, NY
 November 28, 2023
 NOT TO SCALE



West 44th Street



INTERIOR DIAGRAM – Basement
 321 West 44th Street
 New York, NY
 November 28, 2023
 NOT TO SCALE



Pmac's 10 LLC

Trade Name: TBD
321 W 44th St. Suite 103A
New York NY 10036

Principals:

Michael McNamee
Patrick McNamee
Michael Kelleher

Pmac's Hospitality Group

240 W 52nd St
New York NY 10019

www.pmacshospitality.com

Concept Summary:

A charming and approachable neighborhood pub. With a full-service kitchen and private event space perfect for drinks with friends, weekend brunch, after-work gatherings, corporate events, game watches, birthday celebrations and more. Featuring southern-inspired American menu classics, including gourmet burgers, fine whiskey & signature cocktails in a warm, inviting environment with a vintage vibe and nostalgic ambiance.

Sample Dinner Menu:

BBQ Brisket Nachos

Smoked brisket, black beans, jack cheese, cello radish, shaved jalapenos

Mexican Street Corn Quesadilla

Charred Corn, Cotija Cheese, Mexican Cream

Buffalo Chicken Spring Rolls

With spicy honey mayo

Dry-Rubbed Wings

With pickled celery-jicama slaw

Chicken Alfredo Pasta

With garlic bread

Honey Glazed Salmon

With steamed broccoli and potatoes

New York Strip Steak

Saffron Risotto, Mozzarella, Truffle Crema

Chicken Paillard

Watercress, fennel, beets, shaved parmesan



Jumbo Lump Crab Cakes

Brussel sprouts, chipotle aioli, lemon

Chicken Parmigiana

Marinara sauce, mozzarella cheese

Grilled Chicken Caesar Salad

Caesar Salad, Sliced Chicken Breast, Little Gem Romaine, Parmesan, Kitchen Croutons

8oz Cheeseburger

American Cheese, Onions, Special Sauce, Pickles, tater tots

Fish & Chips Entree

Fries, tartar sauce, lemon, battered cod

Fried Chicken Sandwich

Fried Buttermilk Chicken, Kimchi Slaw

Sample Brunch Menu:

EGGS BENEDICT

Choice of Smoked Salmon, Avocado or Country Ham on English Muffin with Hollandaise

SHRIMP & GRITS

Andouille Sausage, Sautéed Kale

BACON, EGG & CHEESE DELUXE

Smoky Sauce, American Cheese, Frizzled Potatoes, Banana Peppers, Poppy Kaiser Roll

AVOCADO TOAST

Sourdough, Queso Fresco, Pickled Onions, Chimichurri, Pumpkin Seeds, Poached Egg



BREAKFAST BURRITO

Fried eggs, jack cheese, salsa verde

HOT HONEY FRIED CHICKEN & BISCUIT

House Made Biscuit, Spicy Pickles, Kewpie Mayo, Chipotle Honey

ENDIVE & APPLE SALAD

Gorgonzola, Raddichio, Pomegranates, Pecans, Honey-Dijon Vinaigrette



HOT CHICKEN & WAFFLES

Sweet potato butter, habanero honey, collard green waffles

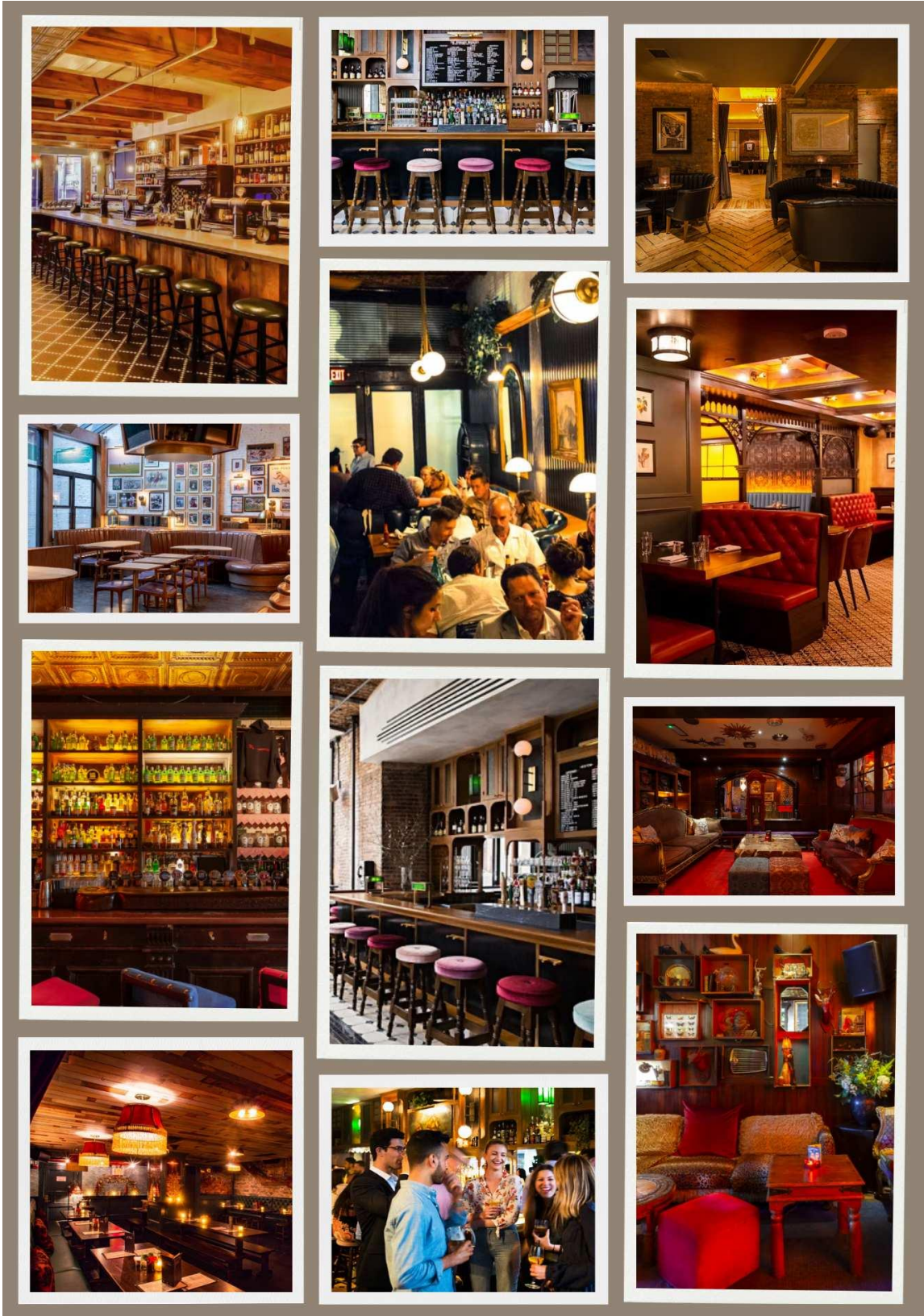
CITRUS CRUNCH

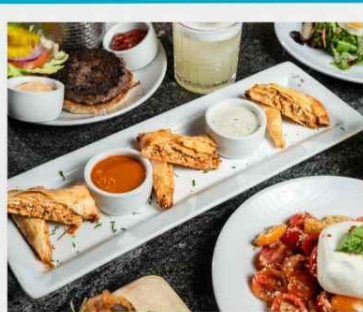
Red Cabbage, Carrots, Cauliflower, Cranberries, Toasted Almonds, Cilantro, Crunchy Noodles, Miso-Tangerine Dressing

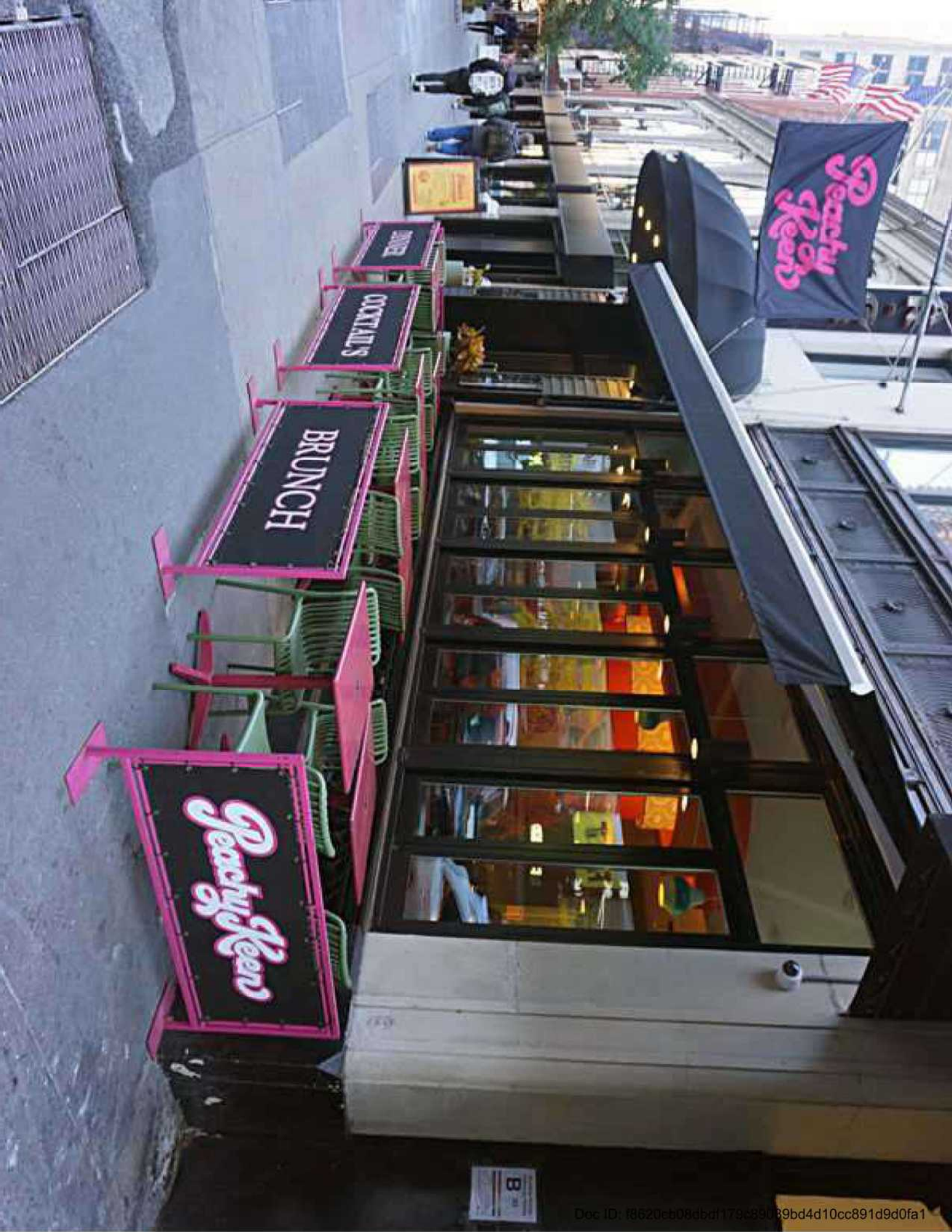
BRUNCH BURGER & TOTS

Served on a Brioche Bun with Lettuce, Tomato, Onion and McClure's Pickles

Photo Examples of the Interior Design Direction:







Peachy Keen

BRUNCH

COCKTAILS

BAR

Peachy Keen

B



Menu board listing items and prices.

Peachy Keens



Special
\$18

Peachy Keen

DINNER

COCKTAILS

D.T.O.

Peachy Keen

Peachy Keen

No Left Turn
NO LEFT TURN

9th Avenue

Red Poke (Food only)
 Residential service door
 Cleaners
 Parking Garage
 Nail Salon
 Residential
 De La Salle Academy
 332 W. 43rd St.
 Residential
 Construction
 West 43rd Street

Chipotle (Food only)
 Commercial
 Candy
 Producers Club
 358 W. 44th St.
 Don Giovanni
 358 W. 44th St.
 The Brazen Tavern
 356 W. 44th St.
 Residential
 Vacant
 Residential
 Tatsuda Omakase
 (RW pending)
 Vacant
 Etcetera Etcetera
 352 W. 44th St.
 Construction
 Vanilla Gorilla
 Cafe (Food only)
 Parking Garage
 India@Times Square
 332 W. 44th St.
 Parking Garage
 Coffee Store
 Residential
 Veterans Program
 Residential
 Back of Hotel
 Residential
 Service Door
 Fushimi
 311 W. 43rd St.
 Commercial
 Residential
 Commercial
 Theater Studio
 2nd Stage Theatre
 305 W. 43rd St.
 Smoke Shop
 Gift Shop
 Gift Shop
 Deli
 Shake Shack (wine, beer)
 Residential
 Sating Dolls
 689 8th Ave.
 Residential
 Adult Store
 Commercial
 Toy Store
 Commercial
 Gift Shop
 Residential
 Vacant

Office Building
 Juice Bar
 Coffee Store
 Marcelle
 630 9th Ave.
 Service Door
 Driveway
 Residential
 Spa
 Residential
 Barber
 Residential
 Clothing
 Realtors
 Residential
 Cleaners
 Service Door
 Ramada Hotel
 Vacant
 Dark Side of the Moo (wine, beer)
 Service Doors
 Engineers Union
 Service Doors
 Bakery
 Driveway
 Residential
 AMT Theater
 Residential
 Parking Lot
 Driveway
 Residential
 Beer Culture
 328 W. 45th St.
 Residential
 Residential
 Dance School
 Flash Dancers
 316-320 W. 45th St.
 APPLICANT
 Service Door
 Gyu-Kaku
 321 W. 44th St. Space 103
 Commercial
 Birdland
 315 W. 44th St.
 Parking Lot
 Trade Association
 Times Square Liquor & Liqueur
 705 8th Ave.
 Commercial
 Mami's Food Court (Food only)
 Smit's
 701 8th Ave.
 Iron Bar & Grill
 and IL Forno
 713 8th Ave.
 AKA 701-715 8th Ave.
 Convenience Store
 Vacant
 Commercial
 Times Square Liquor & Liqueur
 705 8th Ave.
 Commercial
 Mami's Food Court (Food only)
 Smit's
 701 8th Ave.

Fast Food
 Deli
 Residential
 El Rancho Burritos (Food only)
 Coffee Store
 Residential
 Bar Dough
 350 W. 46th St.
 Residential
 Hotel Scherman
 Tito Murphy's
 346-348 W. 46th St.
 Residential
 Vacant
 Vacant Building
 Residential
 Le Rivage
 340 W. 46th St.
 S'aimer (OP pending)
 Residential
 Psychic
 Lot Comedy Lounge
 336 W. 46th St.
 Dim Sum Palace
 334 W. 46th St.
 Residential
 Residential
 Sicily
 328-330 W. 46th St.
 Residential
 Joe Allen
 326 W. 46th St.
 Residential
 Bar Central
 324 W. 46th St.
 Orso
 322 W. 46th St.
 Frankie & Johnnie's
 320 W. 46th St.
 Amorino (Food only)
 Vacant
 Carve Cafe (Food only)
 Gallery
 Residential
 West 45th Street
 West 46th Street

8th Avenue

Sugar Factory
 694 8th Ave.
 Toy Store
 Commercial
 Gift Shop
 Residential
 Vacant

Commercial
 Vacant
 Pharmacy

Commercial
 Vacant

AREA SURVEY
 321 West 44th St.
 New York, NY
 November 28, 2023
 NOT TO SCALE

Landess-Simon, Inc.

Legal & Commercial Photography

45 Lawlins Park
Wyckoff, NJ 07481
Phone: (201) 848-5652
E-mail: landess@att.net
landessphotographers.com

Re: 321 West 44th Street

1. Bar Dough - 350 West 46th Street - (481')
2. Tito Murphy's - 346-348 West 46th Street - (473')
3. Le Rivage - 340 West 46th Street - (464')
4. Lol Comedy Lounge - 336 West 46th Street - (461')
5. Dim Sum Palace - 334 West 46th Street - (463')
6. Sicily - 328-330 West 46th Street - (468')
7. Joe Allen - 326 West 46th Street - (475')
8. Bar Central - 324 West 46th Street - (479')
9. Orso - 322 West 46th Street - (483')
10. Frankie & Johnnie's - 320 West 46th Street - (495')
11. Iron Bar & Grill and Il Forno - 713 8th Avenue AKA 701-715 8th Avenue - (433')
12. Al Hirschfeld Theatre - 302 West 45th Street - (338')
13. Flash Dancers - 316-320 West 45th Street - (243')
14. Beer Culture - 328 West 45th Street - (209')
15. Five Napkin Burger - 630 9th Avenue - (454')
16. Nizza - 630 9th Avenue - (431')
17. Marseille - 630 9th Avenue - (396')
18. Gyu-Kaku - 321 West 44th Street Space 103 - (78')
19. Birdland - 315 West 44th Street - (152')
20. Smith's - 701 8th Avenue - (397')
21. Sugar Factory - 694 8th Avenue - (496')
22. Satin Dolls - 689 8th Avenue - (436')
23. The Stinger @ Intercontinental Hotel - 300 West 44th Street - (201')
24. India @ Times Square - 332 West 44th Street - (76')
25. Etcetera Etcetera - 352 West 44th Street - (258') (Closed)
26. The Brazen Tavern - 356 West 44th Street - (297')
27. Don Giovanni - 358 West 44th Street - (321')
28. The Producers Club - 358 West 44th Street - (342')
29. Westway Diner - 614-616 9th Avenue - (426')
30. Patron - 608 9th Avenue - (447')
32. Fushimi - 311 West 43rd Street - (338')
33. 2nd Stage Theatre - 305 West 43rd Street - (412')

Schools & Churches

1. De La Salle Academy - 332 West 43rd Street - (314')



December 4, 2023

New York State Liquor Authority
163 West 125th Street, 8th Floor
Adam Clayton Powell State Building
New York, NY 10027

Re: PMACS 10 LLC
Premises: 321 West 44th Street, New York

To Whom It May Concern:

Our office represents PMACS 10 LLC, a New York company that has been created to operate a restaurant at the above-referenced address. For the reasons set forth below, the applicant submits that its application should be granted under Section 64(7)(f) of the New York Alcoholic Beverage Control Law (ABC) because granting the on-premises liquor license creates "public convenience and advantage" and is "in the public interest" as contemplated by Section 64(6-a) of the ABC.

- a) While there are other licenses within 500 Feet of the premises, the Applicant has provided notice to Manhattan Community Board 4 and will be meeting with them on December 12 to review the application.
- b) The Applicant has, or will, obtain all necessary state and local permits and licenses to operate the restaurant.
- c) The Applicant is located in close proximity to subway trains and buses. Parking is available nearby. In light of the parking and nearby public transportation, granting the instant application will not negatively impact vehicular traffic.
- d) The Applicant's General Manager will be on premises to manage day to day operations to ensure that the noise level does not exceed what is acceptable for its neighbors. They will operate with background music and an occasional DJ only and will not have any live entertainment.
- e) To the best of Applicant's knowledge there have been no previous violations or adverse history at the premises.

Respectfully submitted,

Michael J. Paleudis, Esq.



Pmac's 10 LLC

Trade Name: TBD
321 W 44th St. Suite 103A
New York NY 10036

Principals:

Michael McNamee
Patrick McNamee
Michael Kelleher

Pmac's Hospitality Group

240 W 52nd St
New York NY 10019

www.pmacshospitality.com

Concept Summary:

A charming and approachable neighborhood pub. With a full-service kitchen and private event space perfect for drinks with friends, weekend brunch, after-work gatherings, corporate events, game watches, birthday celebrations and more. Featuring southern-inspired American menu classics, including gourmet burgers, fine whiskey & signature cocktails in a warm, inviting environment with a vintage vibe and nostalgic ambiance.

Sample Dinner Menu:

BBQ Brisket Nachos

Smoked brisket, black beans, jack cheese, cello radish, shaved jalapenos

Mexican Street Corn Quesadilla

Charred Corn, Cotija Cheese, Mexican Cream

Buffalo Chicken Spring Rolls

With spicy honey mayo

Dry-Rubbed Wings

With pickled celery-jicama slaw

Chicken Alfredo Pasta

With garlic bread

Honey Glazed Salmon

With steamed broccoli and potatoes

New York Strip Steak

Saffron Risotto, Mozzarella, Truffle Crema

Chicken Paillard

Watercress, fennel, beets, shaved parmesan



Jumbo Lump Crab Cakes

Brussel sprouts, chipotle aioli, lemon

Chicken Parmigiana

Marinara sauce, mozzarella cheese

Grilled Chicken Caesar Salad

Caesar Salad, Sliced Chicken Breast, Little Gem Romaine, Parmesan, Kitchen Croutons

8oz Cheeseburger

American Cheese, Onions, Special Sauce, Pickles, tater tots

Fish & Chips Entree

Fries, tartar sauce, lemon, battered cod

Fried Chicken Sandwich

Fried Buttermilk Chicken, Kimchi Slaw

Sample Brunch Menu:

EGGS BENEDICT

Choice of Smoked Salmon, Avocado or Country Ham on English Muffin with Hollandaise

SHRIMP & GRITS

Andouille Sausage, Sautéed Kale

BACON, EGG & CHEESE DELUXE

Smoky Sauce, American Cheese, Frizzled Potatoes, Banana Peppers, Poppy Kaiser Roll

AVOCADO TOAST

Sourdough, Queso Fresco, Pickled Onions, Chimichurri, Pumpkin Seeds, Poached Egg



BREAKFAST BURRITO

Fried eggs, jack cheese, salsa verde

HOT HONEY FRIED CHICKEN & BISCUIT

House Made Biscuit, Spicy Pickles, Kewpie Mayo, Chipotle Honey

ENDIVE & APPLE SALAD

Gorgonzola, Raddichio, Pomegranates, Pecans, Honey-Dijon Vinaigrette



HOT CHICKEN & WAFFLES

Sweet potato butter, habanero honey, collard green waffles

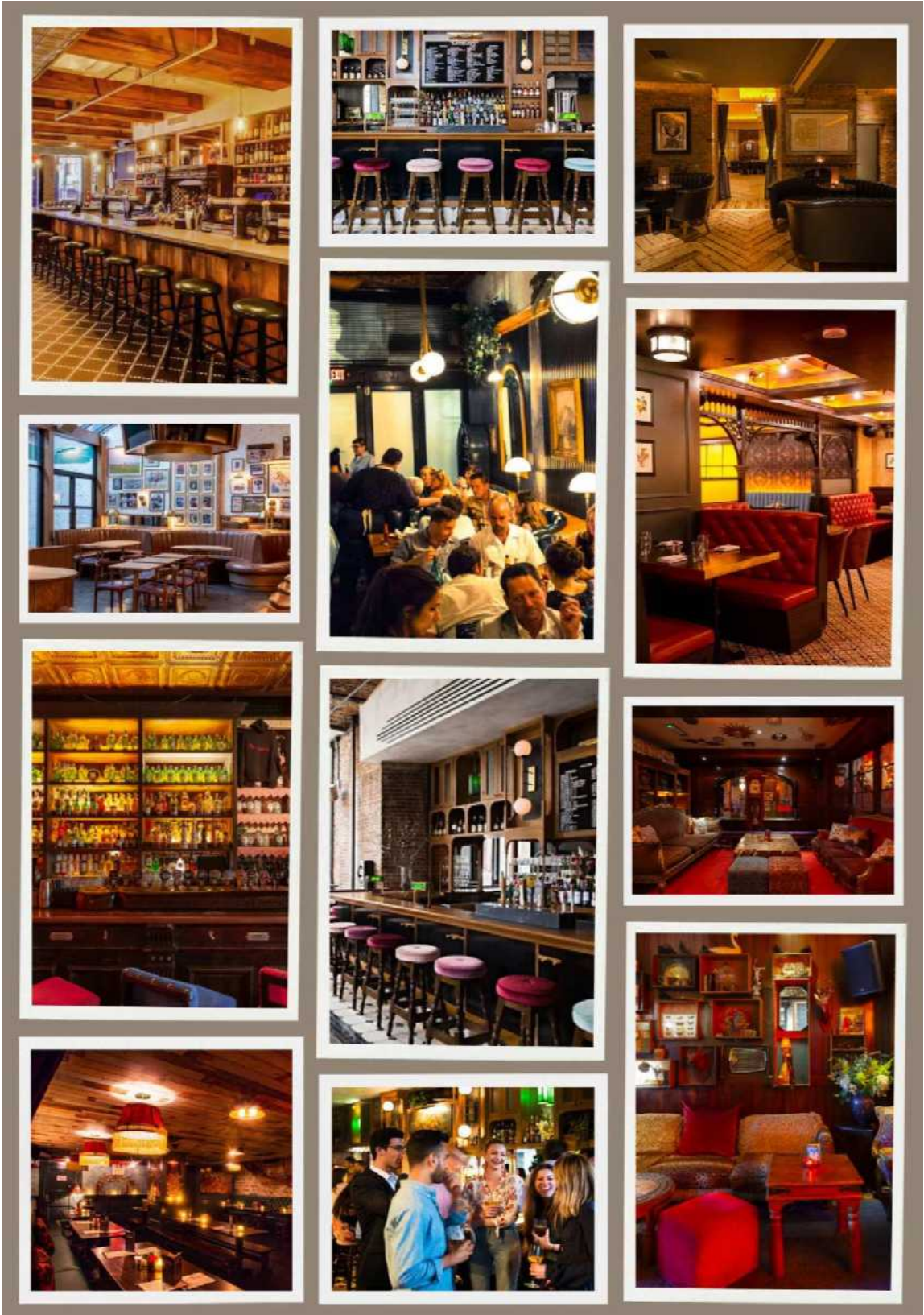
CITRUS CRUNCH

Red Cabbage, Carrots, Cauliflower, Cranberries, Toasted Almonds, Cilantro, Crunchy Noodles, Miso-Tangerine Dressing

BRUNCH BURGER & TOTS

Served on a Brioche Bun with Lettuce, Tomato, Onion and McClure's Pickles

Photo Examples of the Interior Design Direction:





PHOTOS OF THE POSTINGS





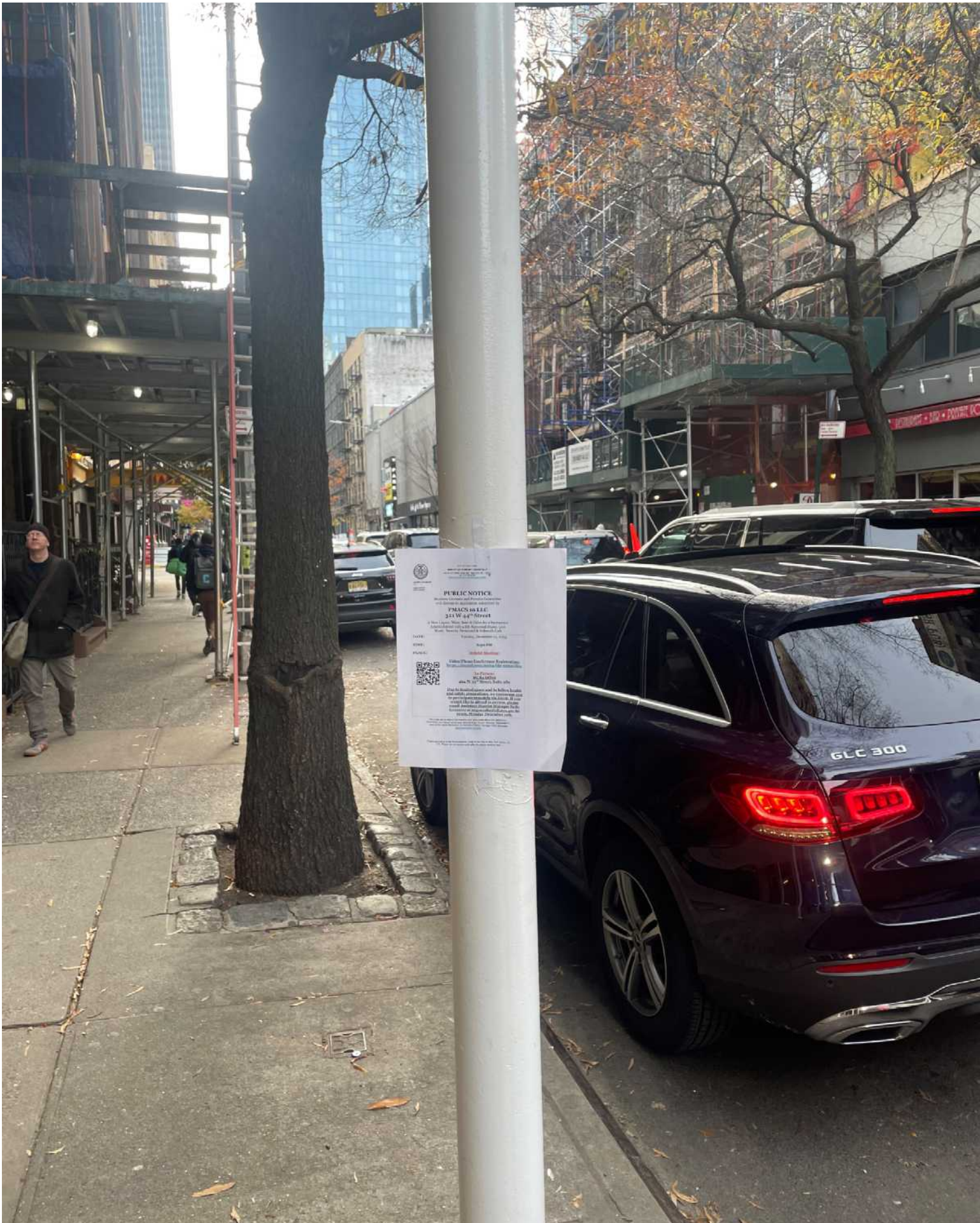
PUBLIC NOTICE
Business License and Permit Committee
will discuss applications submitted by
PMACS 10 LLC
321 W 44th Street
A New Light, Wine, Beer & Cider for a Restaurant
Establishment with a DM, Recorded Music, Live
Music, Security Personnel & Sidewalk Cafe

DATE: Tuesday, December 18, 2023
TIME: 6:30 PM
PLACE: **Hybrid Meeting:**
Video: Phone Conference Registration:
<https://us02.zoom.us/j/9824364898>
In-Person:
MCHA Office
484 W 33rd Street, Suite 280

Due to limited space and to follow health and safety protocols, we encourage you to participate remotely via Zoom. If you would like to attend in person, please email Assistant District Manager Nicole Corbett at ncorbett@chelsea.gov by noon, Monday, December 18th.

This notice is subject to the meeting and agenda of the committee. The agenda is subject to change and will be posted by 12:00 PM, Monday, December 18, 2023, on the committee's website at <https://www.chelsea.gov>.







 City of New York
 Department of Transportation
 Office of the City Engineer
 110 William Street, 10th Floor
 New York, NY 10038

PUBLIC NOTICE
 Notice of Construction and Proposed Construction
 and Schedule of Construction Activities for
F.M.A.C.S. 86 LLC
311 W 44th Street

A New York State Department of Transportation
 District Office (DO) is proposing to construct, reconstruct, or
 reconstruct certain portions of the City of New York
 Streets, including but not limited to:

DATE: 10/20/2023
 TIME: 10:00 AM
 PROJECT: **Sublet Street**


 Click Here to Access Construction Information
 for this project: [https://www3.cityofny.gov/transportation/](#)

The Project: **Sublet Street**
 311 W 44th Street, New York, NY

The location of the project is shown in the following map.
 The project is located on the City of New York
 Streets, including but not limited to:

The project is located on the City of New York
 Streets, including but not limited to:

The project is located on the City of New York
 Streets, including but not limited to:

The project is located on the City of New York
 Streets, including but not limited to:

The project is located on the City of New York
 Streets, including but not limited to:





BIRU LAND
EST. 1988

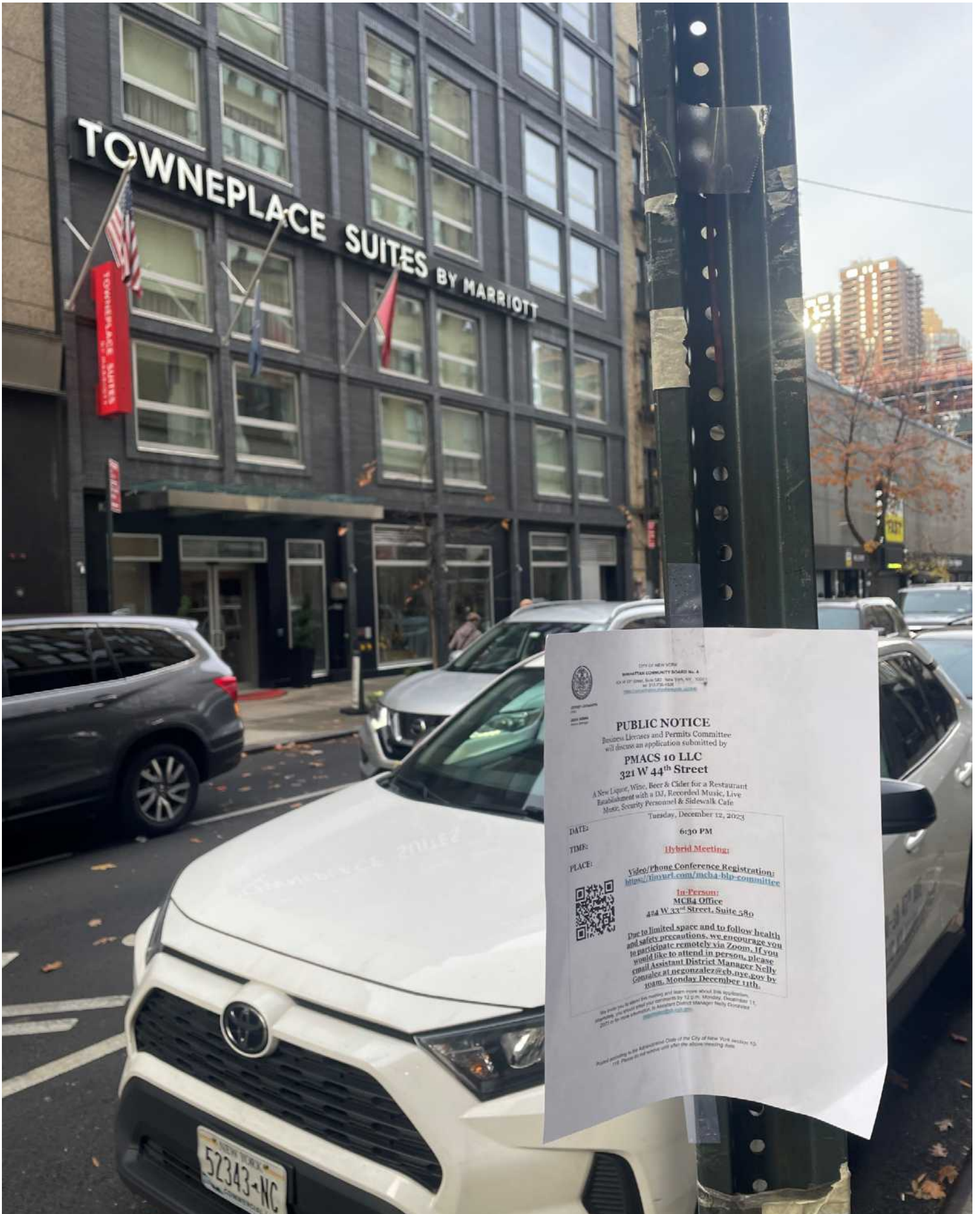
TOWNE SQUARE

PUBLIC NOTICE
PROJECT NO. 23-001
DATE: 10/11/2023
TIME: 10:00 AM
LOCATION: 100th Street, New York, NY 10026
PROJECT DESCRIPTION: Installation of a new water main line along 100th Street from 1st Avenue to 2nd Avenue. The project involves trenching, laying pipe, and backfilling. Construction will be completed by 10/25/23. There will be some disruption to traffic and pedestrian flow during the construction period. Please plan accordingly.



UTILITY

100th St
New York, NY



TOWNEPLACE SUITES BY MARRIOTT

TOWNEPLACE SUITES
321 W 44th Street

City of New York
MUNICIPAL COMMUNITY BOARD No. 4
City of New York, State of New York, New York, NY 10014
Tel: 311-224-6228
www.cityofnewyork.us/mc4

PUBLIC NOTICE
Business Licenses and Permit Committee
will discuss an application submitted by
PMACS 10 LLC
321 W 44th Street

A New Liquor, Wine, Beer & Cider for a Restaurant
Establishment with a DJ, Recorded Music, Live
Music, Security Personnel & Sidewalk Cafe

Tuesday, December 12, 2023

DATE: 6:30 PM
TIME: **Hybrid Meeting:**
PLACE: **Video/Phone Conference Registration:**
<https://tinyurl.com/mc4a-blp-committee>
In-Person:
MC4 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@citynyc.gov by
10AM, Monday December 11th.

We invite you to attend the meeting and learn more about this application.
The meeting will be held on the date and time listed above. If you have any questions, please contact the Assistant District Manager Nelly Gonzalez
at 311-224-6228 or negonzalez@citynyc.gov.

Printed according to the Administrative Code of the City of New York Section 24-207.11b. Please do not remove until after the above meeting date.

NEW YORK
52343-NC

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File name	12.04.23%20-%20BL...client%29_opt.pdf
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Audit trail date format	MM / DD / YYYY
Status	● Signed

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Document History



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12 / 05 / 2023

00:35:30 UTC

Sent for signature to Michael Kelleher
(mikekelleher@pmacshospitality.com) from mjp@kplawyers.com
IP: 72.73.225.52



VIEWED

12 / 05 / 2023

00:37:03 UTC

Viewed by Michael Kelleher
(mikekelleher@pmacshospitality.com)
IP: 172.56.161.18



SIGNED

12 / 05 / 2023

01:42:54 UTC

Signed by Michael Kelleher
(mikekelleher@pmacshospitality.com)
IP: 100.8.181.2



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12 / 05 / 2023

01:42:54 UTC

The document has been completed.