

Manhattan Community Board 4

Liquor License/Sidewalk Cafe Stipulations Application

(All Fields Must Be Completed)

CORPORATION NAME		DOING BUSINESS AS (DBA)	
It's Him LLC		N/A	
STREET ADDRESS		CROSS STREETS	ZIP CODE
692 Tenth Ave, New York, NY		West 48th and West 49th	10019
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME:	ATTORNEY/ REPRESENTAIVE	NAME:
	PHONE:		PHONE:
	EMAIL:		EMAIL:
	Chris Kelly		Stacy L Weiss
	221.419.0595		212.521.0828
	chris.kelly@itshimbar.com		slweissattorney@aol.com
MANAGER	NAME:	LANDLORD	NAME:
	PHONE:		PHONE:
	EMAIL:		EMAIL:
			Sonnyside Properties, Inc
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="checkbox"/> YES	<input type="checkbox"/> NO
	What is/was the name and address of establishment?	The Factory West Hollywood - 652 N La Peer Dr, West Hollywood, CA 90069	
	What were the dates applicant was involved with this former premise?	2011-2018	
<input type="radio"/> Corp Change/Class Change/Removal	What is the license # and expiration date?		
	Is applicant making any alterations or operational changes?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	<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?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Attached
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	

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	4PM-2AM	4PM-2AM	4PM-2AM	4PM-2AM	4PM-4AM	4PM-4AM	4PM-2AM
	Kitchen	4PM-2AM	4PM-2AM	4PM-2AM	4PM-4AM	4PM-4AM	4PM-4AM	4PM-2AM
	Music	4PM-2AM	4PM-2AM	4PM-2AM	4PM-4AM	4PM-4AM	4PM-4AM	4PM-2AM
If you plan to have music, what type(s)? (Circle all that apply)			<input checked="" type="checkbox"/> BACKGROUND	<input checked="" type="checkbox"/> LIVE MUSIC	<input type="checkbox"/> DJ	<input type="checkbox"/> JUKE BOX	<input type="checkbox"/> KARAOKE	

OCCUPANCY

	Capacity (Certificate of Occupancy)	Maximum # of Persons Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Stand-Up Bar
INSIDE		163	16	62	1	1	18
OUTSIDE <i>(Other than sidewalk café)</i>							
DCA APPROVED UNENCLOSED SIDEWALK CAFÉ							

How many floors are there? What is the capacity for each floor?	Ground Floor and Basement Storage	
How frequently will the owner(s) be at the establishment?	During All Business Hours	
Will there be dancing?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Will applicant have bottle or table service for beverage alcohol?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Will applicant be hosting private; promotional or corporate events?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Will outside promoters be used on a regular basis? If yes please describe.	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Will applicant have a security plan? If, yes please attach.	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	Please see attached
Will security plan be implemented?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Will State certified security personnel be used?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Will New York Nightlife Association and NYPD Best Practices be followed?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Does applicant agree to notify MCB4 prior to making changes to its method of operation?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Will applicant be using delivery bicycles? If yes, how many?	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
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 <input type="checkbox"/> NO <input type="checkbox"/>	Not Applicable
Where will delivery bicycles be stored during the day when not in use?	Not Applicable	

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

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?	YES	<input checked="" type="radio"/> NO	
Is a Public Assembly permit required?	YES	<input checked="" type="radio"/> NO	
Are your plans filed with DOB?	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	See attached email to block associations	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	We have contacted the block associations and are awaiting a response.		
Who was your contact person at each group you met with?	Yes See attached		
When did applicant post the notice that was provided?	Facade Window		
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	
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.	Frankies Pub		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Frankies Pub
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Removing French Doors - Replace with Sound Proof Window
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Is the entrance ADA Compliant?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will applicant have a vestibule within the establishment?	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Will applicant use a storm enclosure?	<input checked="" type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will applicant comply with the NYC noise code?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS	GARAGE DOORS	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="checkbox"/> YES	<input type="checkbox"/> NO	
Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> 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="checkbox"/> YES	<input type="checkbox"/> NO	
Will the kitchen exhaust system extend to the roof?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will the establishment have an illuminated sign?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will the establishment have a canopy extending over the sidewalk?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Where will the air conditioner be located? What type is it?	Ground & Cellar - Central AC		
When was the air conditioner installed?	2020		

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

DCA APPROVED UNENCLOSED SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	NO	
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	YES	NO	
Will applicant mark the perimeter of the café on the sidewalk?	YES	NO	
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	YES	NO	
Will the sidewalk café not provide standing space for drinking or smoking?	YES	NO	
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	YES	NO	
Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains or snows?	YES	NO	
Will applicant use umbrellas?	YES	NO	
If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8 foot clear path of sidewalk between the perimeter of the café and the closest obstruction including construction barricades?	YES	NO	
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	YES	NO	

ADDITIONAL STIPULATIONS: (Office Use Only)

- Applicant will employ security to ensure no congregating of patrons on sidewalks outside and adjoining premises
- Facade will be changed to eliminate any windows that open and french doors

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
 February 7, 2024 full board meeting, with 36 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>Chris Kelly PRINT NAME OF APPLICANT</p>	 SIGNATURE OF APPLICANT	<p>11/06/2023 DATE</p>
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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:

Manhattan Community Board

New Application Removal Class Change

RECEIVED

For premises in the City of New York:

Date: 12/21/23

New Application New Application and Temporary Retail Permit Renewal Alteration Removal

Time: _____

Class Change Method of Operation Corporate Change

By: Nelly Gonzalez

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

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:
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:
23. Building Owner's Street Address:
24. City, Town or Village: State: Zip Code:
25. Business Telephone Number of Building Owner:

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:
27. Representative/Attorney's Street Address:
28. City, Town or Village: State: Zip Code:
29. Business Telephone Number of Representative/Attorney:
30. Business E-mail Address of Representative/Attorney:

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: Title:

Principal Signature: Chris Kelly

Comprehensive Security Plan for It's Him

Introduction

This security plan is formulated to ensure the safety and security of patrons, staff, and the community surrounding It's Him, located in the jurisdiction of Manhattan Community Board 4. It is designed in strict adherence to the guidelines set forth by the New York Nightlife Association and NYPD best practices for nightlife establishments.

Security Personnel

1. Certification and Training:

- All security personnel will be certified by a New York State-accredited program.
- Staff will undergo thorough training in conflict de-escalation, emergency response, first aid, and the responsible service of alcohol.
- Regular training updates will be conducted in compliance with the latest NYPD safety protocols.

2. Staffing Levels:

- Security staffing levels will be commensurate with patron capacity, with a minimum ratio of one security staff member per 75 patrons.
- Additional security personnel will be present on high traffic nights (weekends, holidays, and special events).

3. Duties and Responsibilities:

- Conduct ID checks to prevent underage drinking.
- Perform routine patrols inside and outside the premises.
- Manage access control and crowd flow to prevent overcrowding.
- Monitor for signs of intoxication, drug use, or aggressive behavior.
- Intervene in disturbances and safely remove unruly patrons if necessary.

Surveillance Systems

1. Cameras:

- High-resolution cameras will be installed at all entrances, exits, and key areas within the venue.
- Surveillance footage will be retained for a minimum of 30 days.

2. **Monitoring:**

- Cameras will be monitored in real-time by security personnel.
- Any incidents will be logged and reported to management.

Patron Safety

1. **Incident Response:**

- A clear incident response protocol will be in place, including immediate notification of law enforcement if required.
- A designated safe area will be established for patrons who may require assistance.

2. **Safe Transportation:**

- We will collaborate with local taxi services and rideshare programs to ensure patrons have safe transportation options available.

Relationship with Law Enforcement

1. **NYPD Collaboration:**

- Regular meetings will be scheduled with the local precinct to discuss concerns and receive updates on safety protocols.
- We will participate in the NYPD's "Nightlife Association Safety Seminar" annually.

2. **Incident Reporting:**

- All incidents requiring police intervention will be reported to the NYPD in a timely manner.

Harm Reduction

1. **Substance Abuse and Over-Intoxication:**

- We will implement a strict policy against drug use on the premises.
- Our staff will be trained to recognize and respond to signs of substance abuse and over-intoxication.

2. **Noise Control:**

- Noise levels will be monitored and maintained at acceptable levels to comply with local ordinances.

Community Engagement

1. **Community Feedback:**

- We will hold quarterly meetings with local residents and businesses to address any concerns related to our establishment.

- A designated community liaison officer will be appointed to facilitate communication.

Training and Education

1. Continuous Learning:

- Security staff will be required to attend ongoing educational seminars hosted by the New York Nightlife Association to stay abreast of the latest security measures and legal requirements.

Compliance and Review

1. Regular Audits:

- Security protocols will be audited on a quarterly basis to ensure compliance with all state and local laws.
- We will actively review and revise our security plan in response to new information, changing threats, and feedback from the NYPD and community.

Conclusion

This comprehensive security plan for It's Him is committed to upholding the highest standards of safety and security as set by the New York Nightlife Association and NYPD best practices. We are dedicated to fostering a safe and welcoming environment for all our patrons and staff, and to being responsible neighbors in the Manhattan Community Board 4 district.

This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Proximity Report For:	
Location	692 10th Ave, New York, New York, 10019
Geocode	Latitude: 40.76367 longitude: -73.99231
Report Generated On	12/4/2023

8 Closest Liquor Stores		
Name	Address	Distance
ADRIATIC WINE & LIQUOR LLC Ser #: 1023638	714 10TH AVENUE NEW YORK, NY 10019	140 ft
BEAUPIERRE LLC Ser #: 1337025	664 10TH AVE NEW YORK, NY 10036	480 ft
706 9TH AVE LIQUORS INC Ser #: 1314835	706 9TH AVE NEW YORK, NY 10019	901 ft
NINTH AVENUE VINTNER LTD Ser #: 1023814	669 671 9TH AVENUE NEW YORK, NY 10036	982 ft
VERITAS STUDIOS INC Ser #: 1320601	527 W 45TH ST NEW YORK, NY 10036	1,014 ft
GRACE WINE & SPIRITS INC Ser #: 1220827	610 10TH AVENUE NEW YORK, NY 10036	1,214 ft
CELLAR 53 WINE & SPIRITS INC Ser #: 1242982	785 10TH AVE NEW YORK, NY 10019	1,215 ft
ROYAL WINES & LIQUORS INC Ser #: 1334969	803 9TH AVENUE SOUTH STORE NEW YORK, NY 100019	1,478 ft

Schools within 500 feet		
Name	Address	Distance
STEPHEN T MATHER BUILDING ARTS AND CRAFTMANSHIP HIGH SCHOOL	439 W 49TH ST NEW YORK, NY 10019	407 ft
URBAN ASSEMBLY GATEWAY SCHOOL FOR TECHNOLOGY	439 W 49TH ST NEW YORK, NY 10019	407 ft
SUCCESS ACADEMY CHARTER SCHOOL-HELL'S KITCHEN	439 W 49TH ST-2ND FL NEW YORK, NY 10019	427 ft

Churches within 500 feet	
Name	Distance
No Churches within 500 feet	

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
HASALON NYC LLC Ser #: 1344665	735 10TH AVE 725 10TH AVE NEW YORK, NY 10019	325 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
692 10TH AVE LLC Ser #: 1339131	692 10TH AVE NEW YORK, NY 10019	0 ft
BGHO LLC Ser #: 1239244	696 10TH AVENUE NEW YORK, NY 10019	40 ft
SAMARPAN INC Ser #: 1302413	688 10TH AVE NORTHERN PORTION OF BUILDING NEW YORK, NY 10019	67 ft
INACIO NYC INC Ser #: 1344993	688 10TH AVE STORE 1 NEW YORK, NY 10019	76 ft
FAIRYTALES LOUNGE 2 CORP Ser #: 1248424	500 W 48TH STREET NEW YORK, NY 10036	157 ft
MIH 23 INC Ser #: 1305165	720 10TH AVE NEW YORK, NY 10019	233 ft
PHYSICAL ONION LLC Ser #: 1260623	697 10TH AVE NEW YORK, NY 10036	235 ft
ANEJO LLC Ser #: 1257388	668 10TH AVE NEW YORK, NY 10036	398 ft
71 WORTH LLC Ser #: 1282387	734 10TH AVE NEW YORK, NY 10019	433 ft
736 TENTH AVENUE CAFE LLC Ser #: 1277458	736 10TH AVE NEW YORK, NY 10019	459 ft
TULCINGO RESTAURANT INC Ser #: 1301609	665 10TH AVE NEW YORK, NY 10036	472 ft
667 TENTH AVENUE CORP Ser #: 1261544	667 10TH AVE NEW YORK, NY 10036	511 ft
SIXSILY LLC Ser #: 1312490	501 W 51ST ST NEW YORK, NY 10019	703 ft
HEYDAY 68 LLC Ser #: 1345201	404 W 49TH ST FLR 1 NEW YORK, NY 10019	718 ft









CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD No. 4

424 W 33rd Street, Suite 580 New York, NY 10001

tel: 212-736-4536

<https://cbmanhattan.cityofnewyork.us/cb4/>

JEFFREY LEFRANCIOS
Chair

JESSE BODINE
District Manager

PUBLIC NOTICE

Business Licenses and Permits Committee
will discuss an application submitted by

It's Him LLC **692 10th Avenue**

A New Liquor, Wine, Beer & Cider for a Bar/Tavern
Establishment with Recorded Music, Live Music,
Patron Dancing & Security Personnel

DATE: Tuesday, January 9, 2024

TIME: 6:30 PM

PLACE: **Hybrid Meeting:**



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

In-Person:
MCB4 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.nyc.gov by 10am, Monday, January 8th.

We invite you to attend this meeting and learn more about this application. Alternately, you should email your comments by 12 p.m. Monday, January 8th or for more information, to Assistant District Manager Nelly Gonzalez negonzalez@cb.nyc.gov.

Posted according to the Administrative Code of the City of New York section 10-119. Please do not remove until after the above meeting date.



Chris Kelly <chris.kelly@itshimbar.com>

692 Tenth Avenue

1 message

HK49-54 Block Alliance <hk5051@gmail.com>

Fri, Dec 1, 2023 at 11:42 AM

To: Burt Lazarin <brlaz@aol.com>, Frank Holozubiec <fholozubiec@kirkland.com>, Nelly Gonzalez <negonzalez@cb.nyc.gov>

Bcc: chris.kelly@itshimbar.com

Dear BLP Committee Members,

Chris Kelly came to our block association meeting to discuss an application for a bar/restaurant at [738 tenth Avenue](#), but changed the application address to [692 Tenth Avenue](#).

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He was well received and explained his plans to community members.

He stated that there is no backyard at this new location. Hours of operation will be Sunday-Wednesday 4pm to 10pm, Thursday, Friday and Saturday 4pm-2am.

All doors and windows will be closed if there is loud or amplified music. The community was in favor of this application if all the above is stipulated on the application. This new location falls closer to the 47/48 Block Association so we referred him to meet with them before attending the BLP meeting which he agreed to do.

Thank you,

Steve

*Steve Belida and Catie Savage**Co-Chairs, HK49-54 Block Alliance*



Chris Kelly <chris.kelly@itshimbar.com>

BLP Committee meeting ... 692 Tenth Avenue

2 messages

Elke Fears <aefearshk@earthlink.net>

Mon, Dec 11, 2023 at 3:49 PM

To: Frank Holozubiec <fholozubiec@gmail.com>, Burt Lazarus <BRLaz@aol.com>

Cc: Nelly Gonzalez <negonzalez@cb.nyc.gov>, Jesse Bodine <jbodine@cb.nyc.gov>, Chris Kelly <chris.kelly@itshimbar.com>

Hi Frank and Burt,

Attached is a letter from the West 47th/48th Streets Block Association re 692 10th Avenue, that I believe is on your December agenda. Thank you for your attention.

Best,
Elke

 **692 Tenth Avenue.docx**
16K

brlaz@aol.com <brlaz@aol.com>

Mon, Dec 11, 2023 at 4:10 PM

To: Frank Holozubiec <fholozubiec@gmail.com>, Elke Fears <aefearshk@earthlink.net>

Cc: Nelly Gonzalez <negonzalez@cb.nyc.gov>, Jesse Bodine <jbodine@cb.nyc.gov>, Chris Kelly <chris.kelly@itshimbar.com>

Hi Elke and thanks for the letter. We will take under consideration the points you raised.

Burt

[Quoted text hidden]

The West 47th/48th Streets Block Association
P. O. Box 317
New York, NY 10101

Sunday, December 10, 2023

Frank Holozubiec & Burt Lazarin
Co-Chairs
Business License & Permits Committee
Manhattan Community Board #4

RE: 692 Tenth Avenue
IT'S HIM LLC

Dear Co-Chairs:

It is our understanding that the above location is on the Business, Licenses & Permits Committee agenda for Tuesday, December 12, 2023.

The applicant, Christopher Kelly, joined us at the December 5th, 2023, meeting of The West 47th/48th Streets Block Association to discuss his plans regarding 692 Tenth Avenue. Mr. Kelly is hoping to open a food/bar establishment and is applying for an on-premises liquor license.

Chris explained that he is aware of community concerns regarding noise and is working on trying to mitigate these concerns by:

- Working with an acoustic company regarding sound proofing
- Working with his neighbors regarding noise issues
- Hiring security to be sure patrons don't congregate outside
- Staying in touch with the block association by attending monthly meetings

We also asked Mr. Kelly to consider earlier closing times, at least for a trial period. A 4am closing on a block that has residential units can be problematic.

We appreciate Christopher Kelly attending our meeting and responding to our concerns. We look forward to his continued involvement and wish him well.

If the above concerns are addressed, we don't see any reason to object to this application.

Regards,
Elke Fears
President

#9 *Hion* COCKTAILS

CJF

Lemon-Infused Vodka, Water

AUTUMN APPLE CRISP

Woodford Reserve Bourbon, Fresh Apple Cider, Lemon Juice, Maple Syrup, Dash of Angostura Bitters, Cinnamon & a Apple Slice

SPICED PEAR MARTINI

Hendricks Gin, Fresh Pear Juice, Fresh Lemon, Spiced Simple Syrup (Cinnamon, Clove, Nutmeg), Pear Slice & a Cinnamon Stick

SMOKY HARVEST

Del Maguey Vida Mezcal, Fresh Pumpkin, Fresh OJ, Agave Syrup, Smoked Sage Glass

CHI-INFUSED WHITE RUSSIAN

Chai-Infused Vodka, Coffee Liqueur, Cream, Sprinkle of Nutmeg

PECAN OLD FASHION

Pecan-Infused Bourbon, Brown Sugar Syrup, Dash of Orange Bitters, Orange Peel & a Cherry

FIG & WALNUT JULEP

Redemption Rye Whiskey, Fig & Walnut Syrup, Mint Leaves & a Fig Slice

CRANBERRY MULE

Belvedere Vodka, Fresh Cranberry Juice, Fresh Lime, Topped with Ginger Beer, Fresh Cranberries & a Lime Wheel

PUMPKIN SPICE NEGRONI

Hendricks Gin, Campari, Pumpkin Spiced Vermouth, Orange Twist

#s Him

WINE & BEER

BY THE GLASS

Sparkling

Glera, *La Marca Prosecco*...15

White

Sancerre, *Maison Belles Cotes Les Caillottes*... 15

Pinot Grigio, *Torresella*...13

Chardonnay, *Clos Du Bois*...12

Sauvignon Blanc, *Matua*...13

Rose

Rose Blend, *Domaine De La Sangliere*...16

Rose

Sangiovese, *Sassoregale Toscana*...12

Malbec, *Bodega Norton Reserve*...14

Pinot Noir, *Rainstorm Pinot Noir*...12

Cabernet Blend, *Franciscan*...11

BEER

Brooklyn Lager

10

Blue Moon

10

Guinness

10

Stella Artois

10

Heineken

10

Sierra Nevada Pale Ale

10

Sam Adams Boston Lager

10

Sixpoint Bengali IPA

10

The *Home* **FOOD**

STARTERS

Hummus Trio 21

A delightful Sampler of traditional hummus, roasted red pepper hummus, and black olive hummus. Served with warm pita bread.

Zucchini Tots 17

A garden-fresh twist on a classic comfort food. Shredded zucchini mixed with sharp cheddar, breadcrumbs, and lightly fried to perfection

Greek Burrata 20

Creamy, fresh burrata, cheese served atop ripe heirloom tomatoes, drizzled with olive tapenade, balsamic glaze and a sprinkle of sea salt.

SALADS

Wedge 18

A crisp iceberg wedge topped with crumbled blue cheese, cherry tomatoes, crispy bacon, and a creamy blue cheese

Simply Greek Salad 17

A refreshing mix of crunchy cucumbers, ripe tomatoes, kalamata olives, and a crisp red onion, all tossed in a homemade Greek dressing and topped with feta cheese

Spinach Apple Cranberry 20

Fresh baby spinach mixed with tart Granny Smith apples, dried cranberries, toasted walnuts, and crumbled goat cheese, all dressed with a honey-Dijon vinaigrette

The *Him* **FOOD**

MAINS

Fish Tacos 25

Grilled mahi-mahi in a light citrus marinade, served on soft corn tortillas with a vibrant slaw, avocado cream, and a tangy chipotle-lime drizzle.

Chicken 35

A tender, free-range chicken breast marinated in lemon, garlic, and rosemary, roasted to perfection and served with a chili sauce

Prime Rib Burger 29

A prime rib patty, topped with sharp cheddar, crisp lettuce, tomatoes, and a house special sauce, all in a toasted brioche bun.

SIDES

Sauteed Greens 12

A blend of seasonal greens lightly sauteed with garlic and a touch of red pepper flakes.

Feta Fries 14

Crispy, hand-cut fries generously sprinkled with crumble feta cheese and fresh parsley, served with a side of tzatziki.

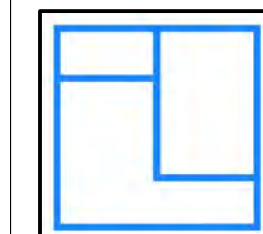
DESSERTS

S'mores Cake 15

A layered cake with rich chocolate ganache, graham cracker crust, and a marshmallow

Ice Cream Scoop 7

Your choice of our homemade vanilla bean, rich chocolate, or seasonal berry ice cream, all made from locally sourced dairy and served with a delicate wafer



LEAGUE studio

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CLIENT

Franco DiLuzio
Facundo Rodriguez
Michael McGrail
Robert Barbero
Pedro Gonzalez

CONSULTANTS

REVISIONS

NO.	DATE	DESCRIPTION
1	21.08.06 / CONSTRUCTION SET	

1 21.08.06 / CONSTRUCTION SET

SEAL

PROJECT NAME

692 10th Avenue
New York, New York 10019

LEAGUE PROJECT NUMBER

2106

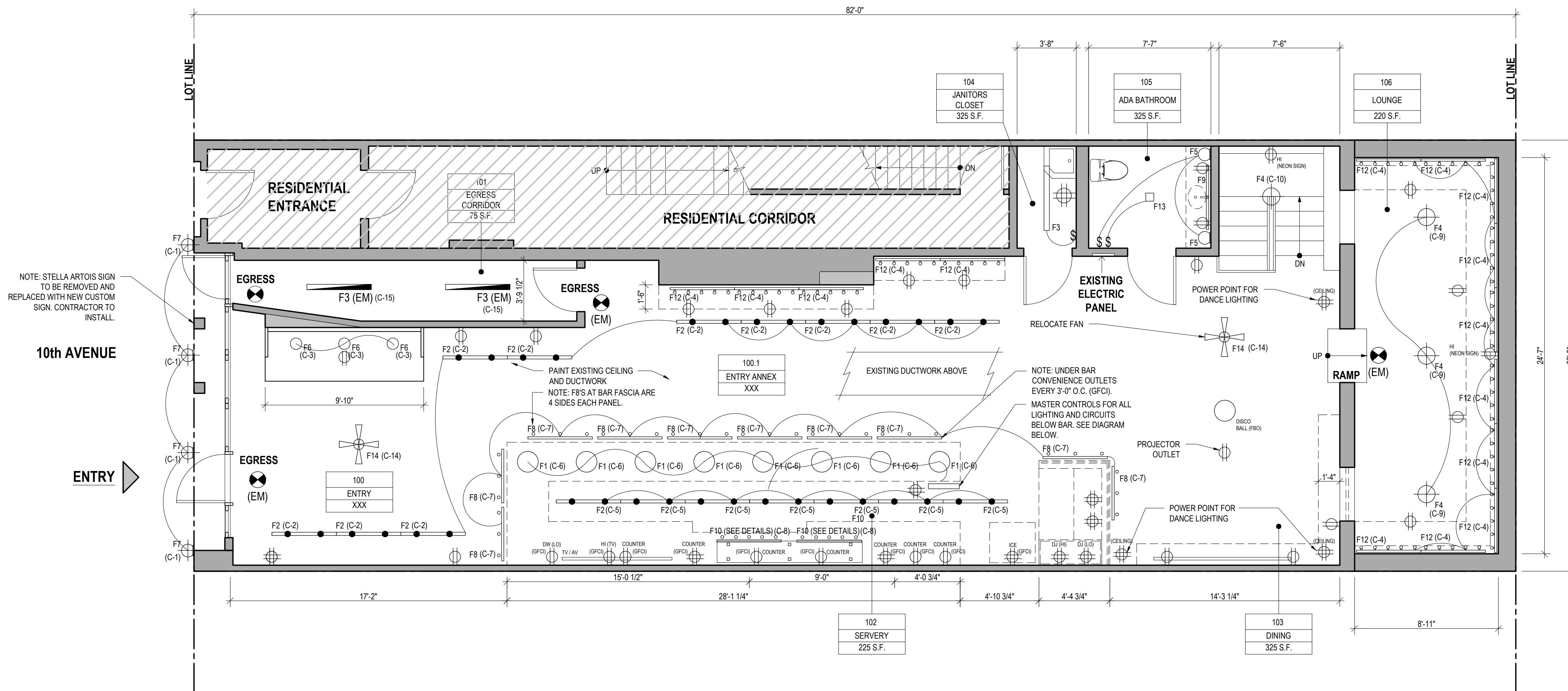
DRAWING INFORMATION

GROUND FLOOR / REFLECTED CEILING PLAN

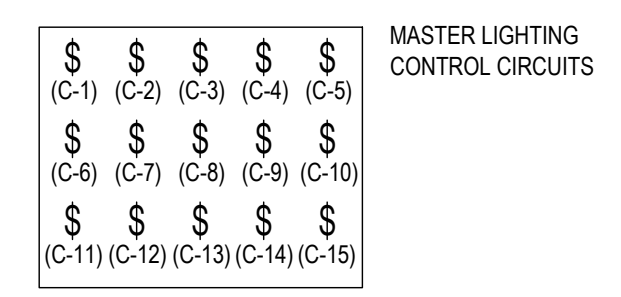
SCALE: AS NOTED
DATE: 21.07.06

DRAWING NUMBER

A-101.00



1 GROUND FLOOR / REFLECTED CEILING PLAN
SCALE: 1/4" = 1'-0"



CEILING NOTES:

- 1) PATCH AND REPAIR EXISTING HOLES IN CEILING AND PLUG ANY OPEN GAPS WITH SPACKLE.
- 2) SAND AND PREP EXISTING CEILINGS FOR NEW PAINT. SEE MATERIAL SCHEDULES FOR MORE INFORMATION.
- 3) NOTE THAT EXISTING CEILING ON FIRST FLOOR HAS BEEN ACOUSTICALLY SOUNDPROOFED IN PRIOR CONSTRUCTION. NOTE THAT ANY NEW HOLES MUST BE PATCHED AND REPAIRED.
- 4) SEE LIGHTING SCHEDULE ON SHEET A-700 FOR FIXTURE TYPES AND QUANTITIES.
- 5) ALL DUCTWORK AND EXPOSED CEILING STRUCTURE TO BE PAINTED.

