Manhattan Community Board 4 (All Fields Must Be Completed)

NYS Liquor License/DOT Dining Out Stipulations Application

CORPORATION NAME			DOING BUSINESS AS (DBA)						
Hudson VU Rooftop LLC			TBD						
STREET ADDRESS	CROSS STREETS ZIP CODE								
653 11th Av	enue,	Ground floor	Between W	48th	n St & W 49th St	10036			
Applicant	NAME:	Gil Rubenstein		1	NAME: Max E Peset	Bookman, sky & Bo	Esq., okman, PC		
(Attach a list of all individuals that will be listed/associated	PHONE:	917 551 0811	ATTORNEY/ REPRESENTAT		PHONE: 212-513	-1988			
with the license)	EMAIL:	gil@beancountersnyc.com		1	емаіL: max@pb	.law; joha	ana@pb.law		
	NAME:	Gil Rubenstein		1	NAME: CE Ink 48	3 Owner I	LLC		
MANAGER	PHONE:	917 551 0811	LANDLORD	1	PHONE: N/A				
	EMAIL:	gil@beancountersnyc.com		1	EMAIL:				
APPLICATIO	N TYP	E (🟒 New York State Liqu	or License	_	Dept. of Tran	isportatio	n Dining Out)		
	Has applica	ant owned or managed a similar business?			YES	NO			
New New	What is/wa	s the name and address of establishment?		Green Fig, NYC LLC 570 10th A 152 W 26 Street Rest, LLC 152					
What were the dates applicant was involved with this form			ner premise?	Green Fig, NYC LLC - 01/04/2016 - Current 152 W 26 Street Rest, LLC - Aug 2020 - July 2024					
Corp	What is the	license # and expiration date?					•		
Change/Class	Is applican	t making any alterations or operational changes	?		YES				
Change/Method of Operation Change/Removal	If alteration	ns or operational changes are being made, please	e describe/list all cha	anges.					
	What is the	current license # and expiration date?							
Alteration	Please list/o	describe the nature of all the changes and attach	the plans:						
METHOD OF	OPER.	ATION							
TYPE OF ALCOH	OL	Liquor/Wine/Beer & Cider	O Bee	er & Cio	der	O Wine/B	eer & Cider		
		Restaurant Cabaret C	Night Club O	Hotel	O Bar/Tavern	O Car	tering Establishment		
ESTABLISHMENT TYPE	Γ	Adult Entertainment	Bar O Dance						
Has applicant filed with the SLA? If yes, when? If no, when doe applicant plan to file?				NO	After CB mee	eting			
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 foo radius of the establishment and the Public Interest Statement.			t YES	NO	500 ft diagran	n attache	ed		
	ble? If yes, please attach a diagram worship within a 200 foot radius of	YES	NO						
		MCB4 Policy Regarding of Alcoholic-Serving	YES	NO					

OPERATIO	NAL DE	ΓAILS (*Cl	osing time wil	l be who	en establishme	ent is vac	cated of	all patrons)				
		MONDAY	TUESDAY	Y	WEDNESDAY	THUI	THURSDAY FRIDAY		SATURDAY		SUNDAY	
HOURS	IOURS Indoors		6:30am - 2a	m	6:30am - 2am	6:30ar	0am - 2am 6:30am - 2am		6:30ar	m - 2am	6:30	am - 2am
of	Outdoors	N/A	N/A		N/A	N/A	<u> </u>	N/A	N/A		N/	A
Operation	Kitchen	6.20	(20 2			(20	2	(.20 2	2am 6:30am - 2am		6.200	m - 2am
	Music	6:30am - 2am	6:30am - 2	am	6:30am - 2am	6:30ar	m - 2am	6:30am - 2am	0.50411	11 - 2a111	0:30a	III - ZaIII
(indoors)	7am - 1am	7am - 1ar	n	7am - 1am	7am	- 1am	7am - 1am	7am -	- 1am	7am	- 1am
If yes, what type(s)?	1	D. CV.CDO		I DE MUCIC	*	-	HIVE DOV				
(Circle all that ap	ply)		BACKGRO		LIVE MUSIC	*private	DJ e events	JUKE BOX only		KAI	RAOKE	
	_				OCCUPANCY							
	Pur Cer	suant to tificate of upancy	Maximum Occupancy (Including Employees)	Numbo of Tabl			mber of e-Only Bar	Number Stand-Up		Number of a t Stand-Up		
INSIDE	16	0	160	31	100	0		1		9		
OUTSIDE (Rooftop/Rear Yard/Patio/Terra /Garden; within the premises)	ce N/A		N/A	N/A	N/A	N/A		N/A	N/A N			
DOT Dining Out: Sidewalk Cafe				N/A	N/A			<u>'</u>	1		•	
DOT Dining O	ut:			N/A	N/A							
How frequently	will the owr	ner(s) be at the	establishment?	?	I	5 days out of the week						
Will there be da	ancing?					YES	(NO)					
Will applicant l	nave bottle or	table service f	for alcohol bev	erages o	ther than	YES	NO					
Will applicant l	be hosting pr	ivate promotion	nal or corporat	e events	?	(YES)	NO					
Will outside pro	omoters be us	sed on a regula	r basis? If yes,	please o	describe.	YES	NO					
Will applicant have a security plan? If yes, please attach.					YES	NO						
Will security plan be implemented?					YES	NO						
Will State certified security personnel be used?				YES *	NO	*Security pers	onnel st p restau	tationed o urant use	n grou	nd		
Will New York Nightlife Association and NYPD Best Practices be followed?				YES	NO				-			
Does applicant operation?	agree to noti	fy MCB4 prior	to making cha	anges to	its method of	VES	NO					
Will applicant be describe where						YES	NO					

Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly marked with the name as described by NYC Law?	YES	NO	N/A		
Where will applicants' own delivery bicycles be parked when not making deliveries?	N/A				
If applicant is using third party delivery service, where will third party delivery bicycles park?	Receiving dock if applicable				
Where will applicant store its garbage containers when not in use?	Hotel g	garbag	ie room		
Where will applicant lay out garbage containers and at what time?	Hotel g	garbag	e room; Designated pick up days		

LOCATION & ZONING		
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO
Does the building have a Certificate of Occupancy ("C of O") or a Letter of No Objection?	YES	NO
Is a Public Assembly permit required?	YES	NO
Are your plans filed with DOB?	YES	NO
What is the zoning designation for this location?	M2-	4; CL

Community Notification/Relat	tions							
NOTIFICATION:	# 1	See Community Outreach Attached						
List all block associations; tenant associations, co-op boards or condo boards of residential	# 2							
buildings; and community groups that applicant has notified	# 3							
regarding its application. For each, please list both the organization and individual you contacted.	# 4							
	# 5							
When did applicant post the notice that	was pro	vided?	11/4/2024					
Where did applicant post the notice tha	t was pr	ovided?	Front Entrance and Surrounding area					
Please provide dates when applicant m above.	et with t	he groups listed	West 47th/48th Streets Block Association on 11/05/2024					
Who was your contact person at each group you met with?			Elke Fears					
Will applicant provide a cell phone number to neighbors and respond to complaints that arise? If yes, please provide.			1	(VES)	NO	Gil Rubenstein 917-551-0811		
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicant's jobs webpage?			gs	VES	NO			

pace/Floor	Description/ Use of Space	Capacity	Hours	# of Tables	# of Seats	# of Service- Only Bars	# of Stand-Up Bars/Seats at Bar	Music
N/A								
								I

BUILDING DESIGN					
State the name and type of business previously located in the space.	Marii	ı In NYC	CLLC dba Print ; Restaura	ant in Lobby & Rooftop	
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO	Marin In NYC LLC db Legacy Serial # 120368		
Do you plan any changes to the existing façade? If yes, please describe.	(YES)	NO	Change restaurant r	name on awning	
Has the applicant/owner(s) read MCB4 ADA Guidelines Memo?	YES	NO			
Is the entrance ADA Compliant?	(YES)	NO			
Do you plan any changes to the existing façade? If yes, please describe.	(YES)	NO	Change restaurant r	name on awning	
Will applicant have a vestibule within the establishment?	YES	NO			
Will applicant use a storm enclosure?	YES	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?	VES	NO			
Will applicant comply with the NYC noise code?	YES	NO			
Will the establishment have any of the following: (circle all that apply)	FREN	CH DOOR	S GARAGE DOORS	WINDOWS THAT CAN BE OPENED	N/A
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	N/A, but yes		
Will applicant close all windows, French doors, garage doors by 11 p.m. Friday and Saturday and 10 p.m. on all other days even if no music or amplified sound is played inside the establishment?	YES	NO	N/A, but yes		
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	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?	YES	NO			
Will the kitchen exhaust system extend to the roof?	YES	NO			
Will the establishment have an illuminated sign?	YES	NO			
Will the establishment have a pole-supporting canopy extending over the sidewalk?	YES	NO			
Where will the air conditioner be located? What type is it?	In-ceiling HVAC system				
When was the air conditioner installed?			ears ago		

OUTDOOR PRIVATE PROPERTY – ROOFTOP, REAR	YARI	O, TE	RRACE
Has the applicant/owner(s) read MCB4 Rear Yard Rooftop Policy?	YES	NO	N/A
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo? If yes, which one(s)?	YES	NO	N/A
Are the floorplans for the outdoor space(s) included?	YES	NO	N/A
Will applicant close and vacate the outdoor space(s) by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	N/A
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	N/A
Will applicant prohibit patrons from drinking in any outdoor space(s)?	YES	NO	N/A
Will there be no amplified music, as per the law?	YES	NO	N/A
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	N/A
Will applicant agree to post signs outside asking customers to respect the neighbors?	YES	NO	N/A
Will applicant agree to train staff to encourage a peaceful environment?	YES	NO	N/A
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants; apartments)	YES	NO	N/A
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	N/A

DEPARTMENT OF TRANSPORATION DINING OUT: SI	DEWA	ALK	
Has the applicant read MCB4 Sidewalk Café Policy?	YES	NO	
Will applicant be applying for sidewalk seating now or in the future?	YES	NO	
If you answered no to the question above, jump to the next page			
Did applicant submit an application and dimension site plan at scale to NYC Dept. of Transportation? Please attach a copy of application and plans.	YES	NO	
Will applicant close and vacate the sidewalk and roadway seating by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will applicant respect trees and tree pits and insure the health of the tree?	YES	NO	
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	
Will applicant prohibit patrons from drinking in any outdoor space(s) or adjacent sidewalk?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	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 there be a staff person responsible to ensure no loitering, noise or crowds outside?	YES	NO	
Will applicant agree not to use propane heaters?	YES	NO	
Will applicant agree to abide by all applicable fire codes, including not blocking fire escapes?	YES	NO	
Will the outdoor dining deposit its garbage in a container on the parking lane?	YES	NO	
Will the café have a 3 foot-wide serving aisle running the entire length of the sidewalk seating?	YES	NO	
Will the sidewalk seating have a platform?	YES	NO	
oes applicant agree to keep the sidewalk clear of all items or obstructions, such s sandwich boards, sidewalk signs, freestanding menus and plants, as per the aw?	YES	NO	
Vill there be a lighting plan that allows safe usage of the outdoor space without isrupting neighbors?	YES	NO	
Will the sidewalk seating block subway grate, utility hardware or Siamese water connection?	YES	NO	
f construction or construction protection has reduced the sidewalk width, will pplicant always maintain an 8-foot clear path of sidewalk between the erimeter of the café and the closes obstruction including construction arricades?		NOT THE PARTY OF T	

DEPARTMENT OF TRANSPORATION DINING OUT: RO	OADV	/AY	
Did applicant submit an application and dimension site plan at scale to NYC Dept. of Transportation? Please attach a copy of application and plans.	YES	NO	
If you answered no to the question above, jump to the next page			
Will the roadway structure extend on top of the curb or pedestrian refuge? By now much?	YES	NO	
Will the roadway structure have an ADA compliant ramp (not in the bike lane)?	YES	NO	
Will the roadway structure extend in the striped zone along the bike lane? By how much?	YES	NO	
Will the electric wires be brought over at the roof level?	YES	NO	
Will applicant dismantle and dispose of a shed that is no longer in use, along with its furniture?	YES	NO	
Will there be no music or amplifies sound in any outdoor seating, as per law?	YES	NO	<u> </u>
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will applicant close and vacate the sidewalk and roadway seating by 11 p.m. on Friday & Saturday and 10 p.m. on all other days?	YES	NO	
Will the Outdoor Dining Sidewalk & Roadway provide no standing space for drinking or smoking?	YES	NO	
Will the service and consumption of alcohol in the Outdoor Dining Sidewalk/Roadway only be via seated food service?	YES	NO	
Will applicant prohibit patrons from drinking in any outdoor space(s) or adjacent idewalk?	YES	NO	
f amplified sound is played inside the establishment, will windows and doors be losed?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Does applicant agree to keep the sidewalk clear of all items or obstructions, such is sandwich boards, sidewalk signs, freestanding menus and plants, as per the aw?	YES	NO	
Will applicant respect trees and tree pits and insure the health of the tree?	YES	NO	
Will applicant permit NO wait lines or smoking outside?	YES	NO	
Will there be a staff person responsible to ensure no loitering, noise or crowds outside?	YES	NO	
Will applicant agree not to use propane heaters?	YES	NO	
Will the outdoor dining deposit its garbage in a container on the parking lane?	YES	NO NO	

ADDITIONAL STIPULATIONS: (Office Use Only)	
To the extent any additional etimulation on nexas 0 and 40 of the	sia annication conflicts with any response an
To the extent any additional stipulation on pages 9 and 10 of the pages 1 – 11 of this application, the stipulations on pages 9 and	

ADDITIONAL STIPULATIONS: (Office Use Only), Continued	
	-
To the extent any additional stipulation on pages 9 and 10 of this application confli	into with any roonance on
pages 1 – 11 of this application, the stipulations on pages 9 and 10 control.	icis with any response on

Manhattan Community Board 4 (MCB4) recommends:

(MCB4's recommendation is based on a vote taken at its

December 4, 2024 full board meeting, with 42 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	

0	Denial	0	Approval
_		_	PP · · · ·

MCB4 REPRESENTATIVES

Nelly Gonzalez
MCB4 Assistant District Manager

Frank Holozubiec

MCR4 RLP Committee Co-Chair

Burt Lazarin
MCB4 BLP Committee Co-Chair

APPLICANT AGREEMENT WITH THE COMMUNITY

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 representatives and applicant. These stipulations supersede any oral statements, representations, or prior iterations in connection with this application.

SIGN HERE —

Gil Rubenstein

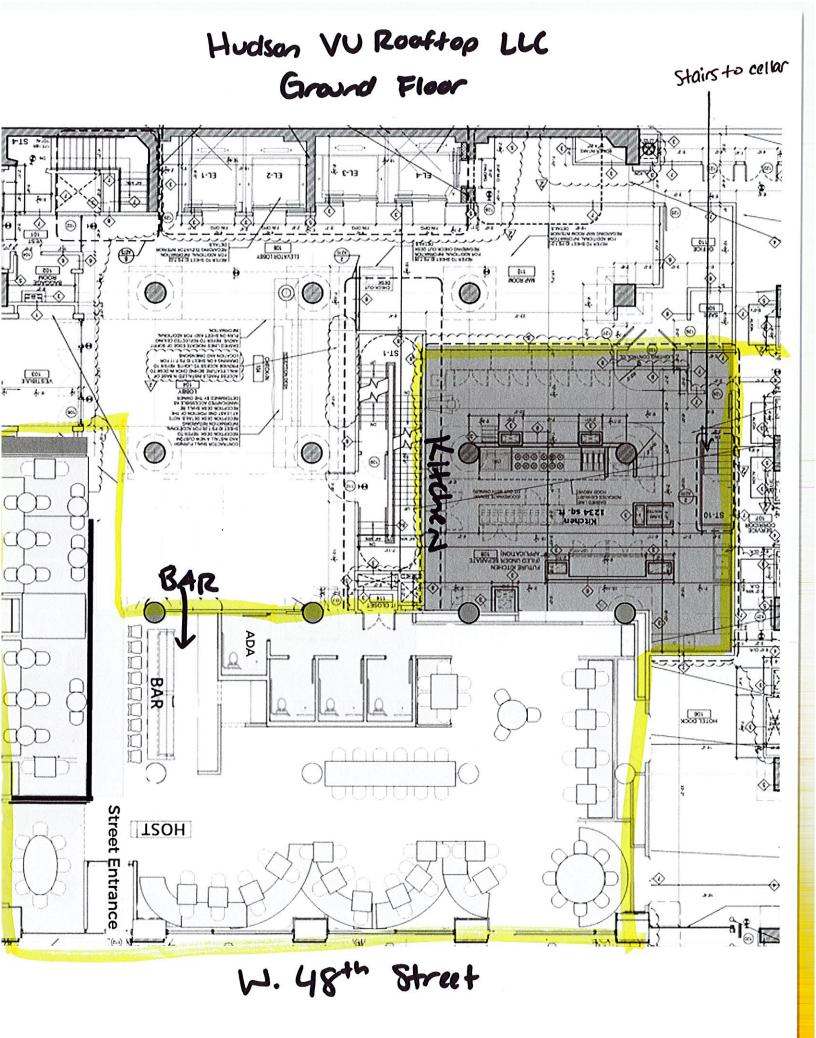
PRINT NAME OF APPLICANT

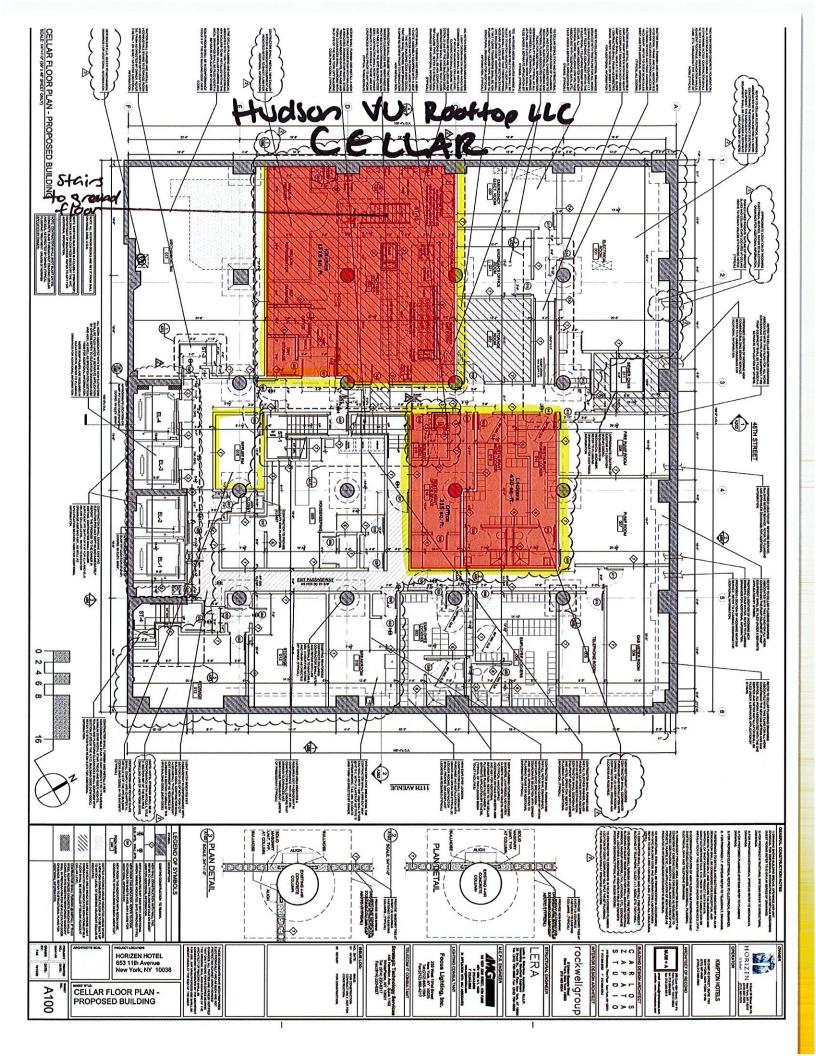
SIGNATURE OF APPLICANT

11/05/2024

DATE

FLOOR PLANS





MENU

Hudson VU Rooftop LLC - Ground Floor Restaurant Menu

MËAT Sample Dinner Menu

STARTERS

PARKER HOUSE ROLLS AGED NEW YORK CHEDDAR BUTTER

CREAMY SPRING ONION SOUP MUSHROOMS, HERB OIL NEW ENGLAND CLAM CHOWDER SMOKED BACON, BAKED CHEDDAR PASTRY

BABY GEM & KALE SALAD MARINATED TOMATOES, GARLIC ANCHOVY STREUSEL, PECORINO

BUTTER LETTUCE SALAD STRAWBERRIES, ALMONDS, BLEU CHEESE

WHITE BEAN BRUSCHETTA GARLIC-PESTO CHEESE BREAD, WHIPPED RICOTTA

AMERICAN CHEESE BOARD ARTISAN CHEESES, CIABATTA BREAD

BERKSHIRE FARM PORK RIBS BBQ SAUCE, FRESH BAKED CORNBREAD

FRIED SHRIMP PEPPERS, EGGPLANT, ARUGULA, ROMESCO AIOLI

BIG EYE TUNA CRUDO CUCUMBERS, RADISH, GARLIC PONZU

FLATBREADS

MARGHERITA SAN MARZANO TOMATO, BASIL WILD MUSHROOM PESTO, ASPARAGUS, PEAS, ROASTED GARLIC, GOAT CHEESE SPICY BBQ CHICKEN ROASTED PORK, CHICKEN, JALAPENO, ONION, CILANTRO SPICY ITALIAN SAUSAGE CHERRY TOMATOES, RICOTTA CHEESE, OREGANO

Prix Fixe | \$45 Field Greens Salad Prime Skirt Steak Endless Truffle Fries per table only

MAIN PLATES

SEASONAL FISH CHEFS' PREPARATION
APPLE CIDER GLAZED SALMON SMOKED
SHALLOTS, BEET CHIPS
LOCAL EAST BAY FLUKE WILD MUSHROOMS,
TRUFFLE-LEEK SAUCE

ATLANTIC SWORDFISH SHRIMP & SAUSAGE JAMBALAYA, CRÈME FRAICHE

ROASTED HALF CHICKEN MARSALA MUSHROOM SAUCE, SPRING ONION

GRILLED PORK CHOP 14OZ, CARAMELIZED APPLES, SABA

SLOW BRAISED DOMESTIC LAMB SHANK WHITE BEANS, PICKLED PEPPERS, GRILLED LEMON FILET MIGNON 90Z, BEARNAISE PRIME NY STRIP 160Z, ARGENTINEAN CHIMICHURRI

SEASONAL SIDES

MASHED POTATOES BUTTER, PARSLEY, CREAMY, DREAMY
ROASTED SPRING ASPARAGUS GARLIC ANCHOVY BREADCRUMBS, TZATZIKI
SUGAR SNAP PEAS ENGLISH PEAS, CRISPY GARLIC, PONZU BUTTER
CRISPY BRUSSELS SPROUTS MAPLE MUSTARD GLAZE, TOASTED ALMONDS
CRISPY GARLIC POTATOES PECORINO
CREAMY PARMESAN POLENTA SPRING PEAS, SHIITAKE CAPS, PECORINO
TRUFFLE FRIES TRUFFLE OIL, PARMIGIANO REGGIANO
TRIO OF SIDES SELECTION OF ANY THREE SEASONAL SIDES



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	653 11th Ave, New York, New York, 10036	
Geocode	Latitude: 40.76452 longitude: -73.99586	
Report Generated On	11/5/2024	

8 Closest Liquor Stores		
Name	Address	Distance
VERITAS STUDIOS INC License ID: 0100-23-125224 Legacy Serial No.: 1320601	527 W 45TH ST NEW YORK, New York 10036	837 ft
ADRIATIC WINE & LIQUOR LLC License ID: 0100-22-117565 Legacy Serial No.: 1023638	714 10TH AVENUE NEW YORK, New York 10019	1,037 ft
BEAUPIERRE LLC License ID: 0100-22-115653 Legacy Serial No.: 1337025	664 10TH AVE NEW YORK, New York 10036	1,064 ft
GRACE WINE & SPIRITS INC License ID: 0100-21-116026 Legacy Serial No.: 1220827	610 10TH AVENUE NEW YORK, New York 10036	1,406 ft
GRAND CRU WINE & SPIRITS INC License ID: 0100-22-116950 Legacy Serial No.: 1269097	555 W 42ND ST UNIT #1 NEW YORK, New York 10036	1,435 ft
CELLAR 53 WINE & SPIRITS INC License ID: 0100-22-116266 Legacy Serial No.: 1242982	785 10TH AVE NEW YORK, New York 10019	1,703 ft
NINTH AVENUE VINTNER LTD License ID: 0100-23-124697 Legacy Serial No.: 1023814	669 671 9TH AVENUE NEW YORK, New York 10036	1,840 ft
706 9TH AVE LIQUORS INC License ID: 0100-22-116207 Legacy Serial No.: 1314835	706 9TH AVE NEW YORK, New York 10019	1,915 ft

Schools within 5	00 feet	
Name	Address	Distance
No Schools within 500) feet	

Churches within 500 feet	
Name	Distance
No Churches within 500 feet	

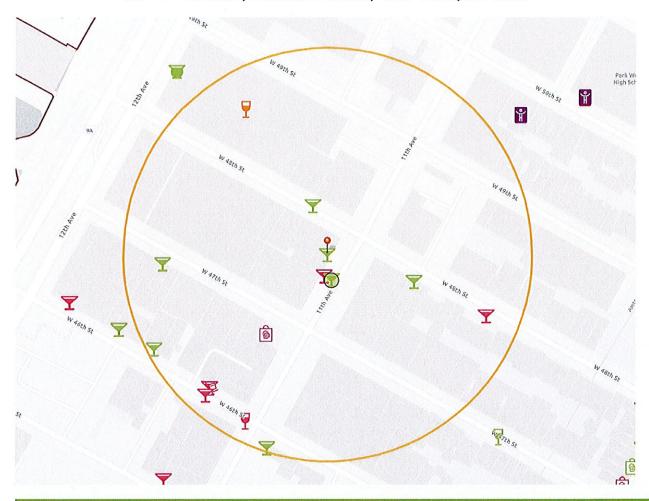
Pending On Pre	mises Liquor Licenses within 750 feet	
Name	Address	Distance
No Active On Premise	es Liquor Licenses within 750 feet	

Name	Address	Distance
BSREP III 653 HOTEL TRS,BSREP III 653 HOTEL LLC& License ID: 0343-22-126197 Legacy Serial No.: 1319954	653 11TH AVE NEW YORK, New York 10036	3 ft
MARIN IN NYC LLC License ID: 0340-21-118323 Legacy Serial No.: 1203688	653 11TH AVE LOBBY & ROOF NEW YORK, New York 10036	64 ft
Z LIVE INC License ID: 0340-22-104085 Legacy Serial No.: 1264892	605 WEST 48TH ST MAIN BAR NEW YORK, New York 10036	122 ft
SONNIER & CASTLE BY RHUBARB LLC License ID: 0346-23-123412 Legacy Serial No.: 1312531	554 W 48TH ST BENJAMIN.VICENTINI@LGTCP.COM NEW YORK, New York 10036	223 ft
MW HOSPITALITY LLC License ID: 0340-23-133090 Legacy Serial No.: 1318095	622 W 47TH ST NEW YORK, New York 10036	404 ft
STEPPING OUT BALLROOM DANCE CORP License ID: 0340-22-115154 Legacy Serial No.: 1343317	617 W 46TH ST 6TH FL NEW YORK, New York 10036	483 ft
LANDMARK TAVERN LLC License ID: 0340-23-134479 Legacy Serial No.: 1164910	626 11TH AVE 45TH & 46TH STREETS NEW YORK, New York 10036	492 ft
HUDSON 46 INC License ID: 0340-22-112182 Legacy Serial No.: 1334873	621 W 46TH ST NEW YORK, New York 10036	542 ft
660 12TH AVENUE SUBSIDIARY LLC License ID: 0346-22-117262 Legacy Serial No.: 1340596	660 12TH AVE NEW YORK, New York 10019	576 ft
GW MARKET LLC;BARGOTHAM LLC;JDA GOTHAM LLC; License ID: 0340-22-104976 Legacy Serial No.: 1273963	600 11TH AVE SPACE 3 & 3A NEW YORK, New York 10036	699 ft

500 FT DIAGRAM

HUDSON VU ROOFTOP LLC

$653\,11^{\text{TH}}$ AVENUE, GROUND FLOOR, NEW YORK, NY 10036

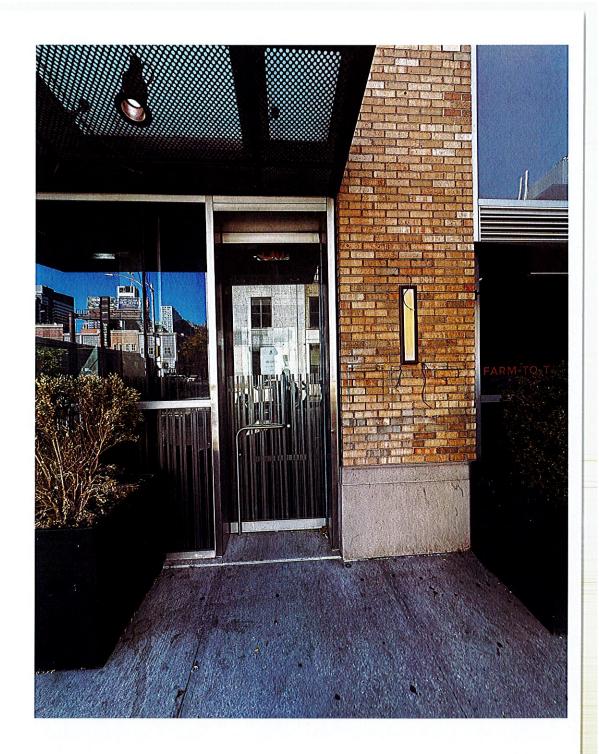


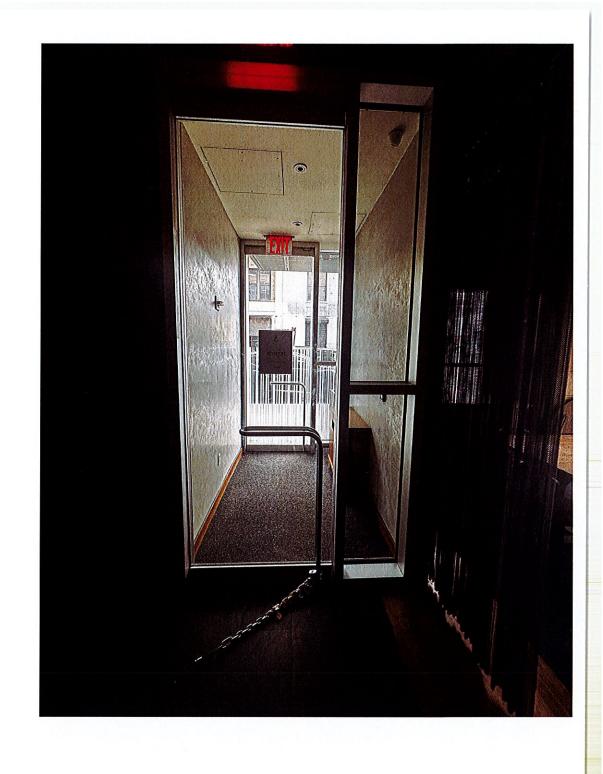
Active On Premises Liquor Licenses within 500 feet			
Name	Address	Distance	
BSREP III 653 HOTEL TRS,BSREP III 653 HOTEL LLC& License ID: 0343-22-126197 Legacy Serial No.: 1319954	653 11TH AVE NEW YORK, New York 10036		3 ft
MARIN IN NYC LLC License ID: 0340-21-118323 Legacy Serial No.: 1203688	653 11TH AVE LOBBY & ROOF NEW YORK, New York 10036 (PROPOSED LICENSED PREMISES)		64 ft

Name	Address	Distance
Z LIVE INC License ID: 0340-22-104085 Legacy Serial No.: 1264892	605 WEST 48TH ST MAIN BAR NEW YORK, New York 10036	122 ft
SONNIER & CASTLE BY RHUBARB LLC License ID: 0346-23-123412 Legacy Serial No.: 1312531	554 W 48TH ST BENJAMIN.VICENTINI@LGTCP.COM NEW YORK, New York 10036	223 ft
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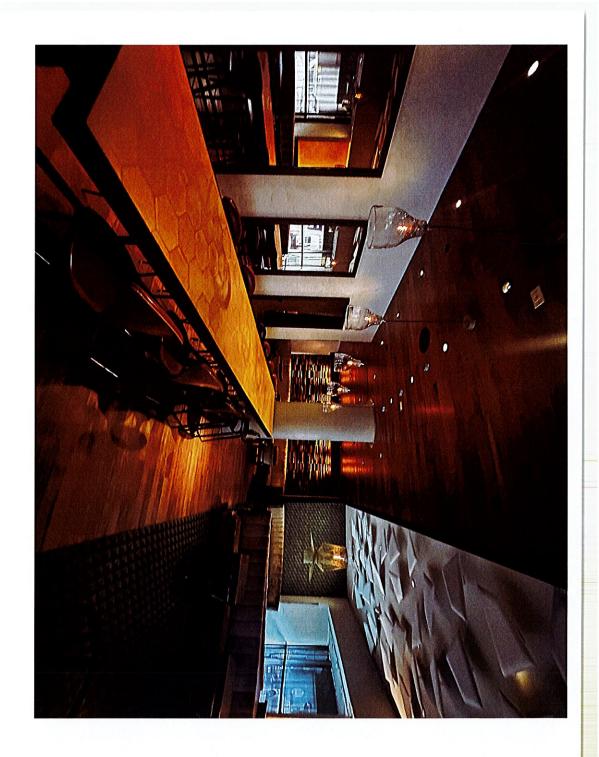
PHOTOS

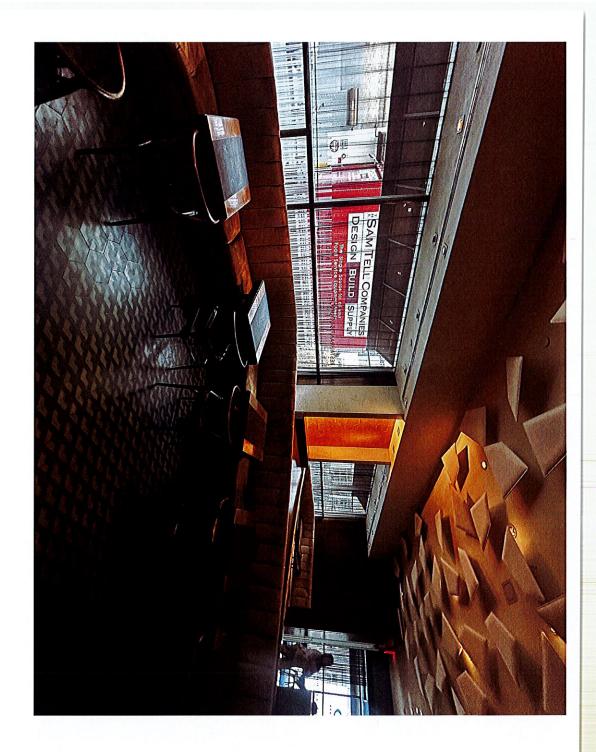


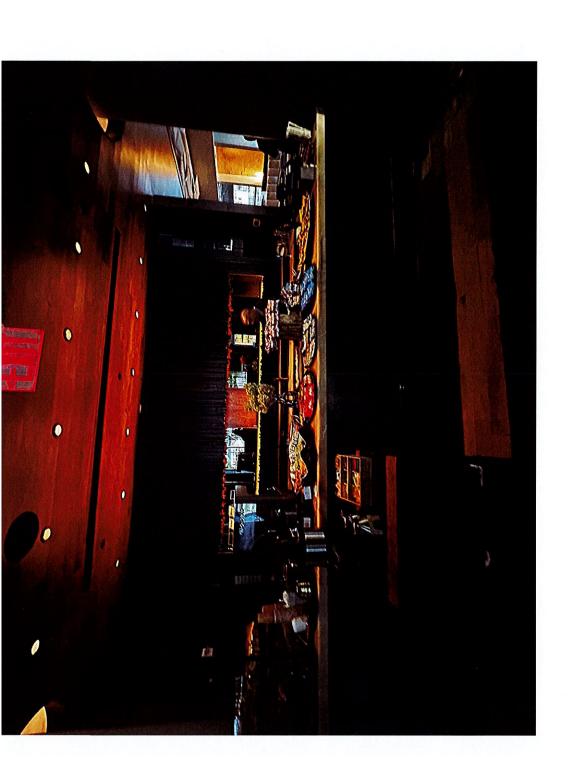


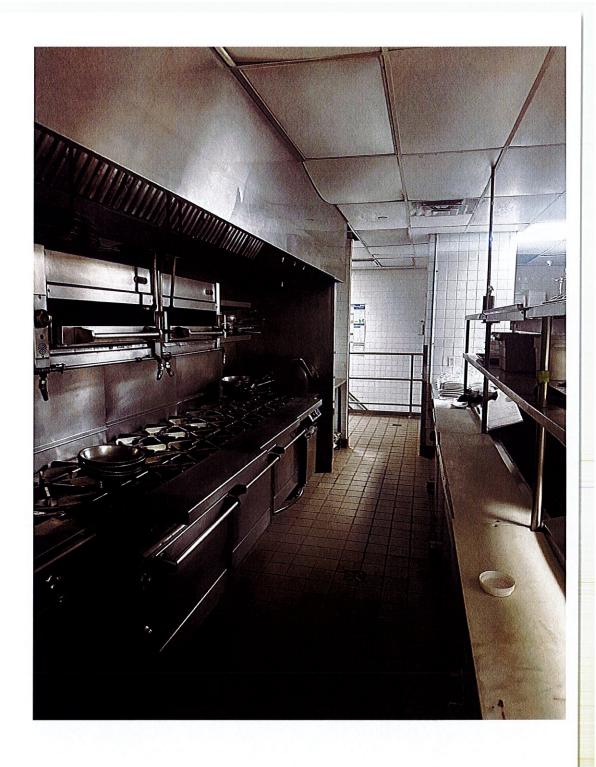


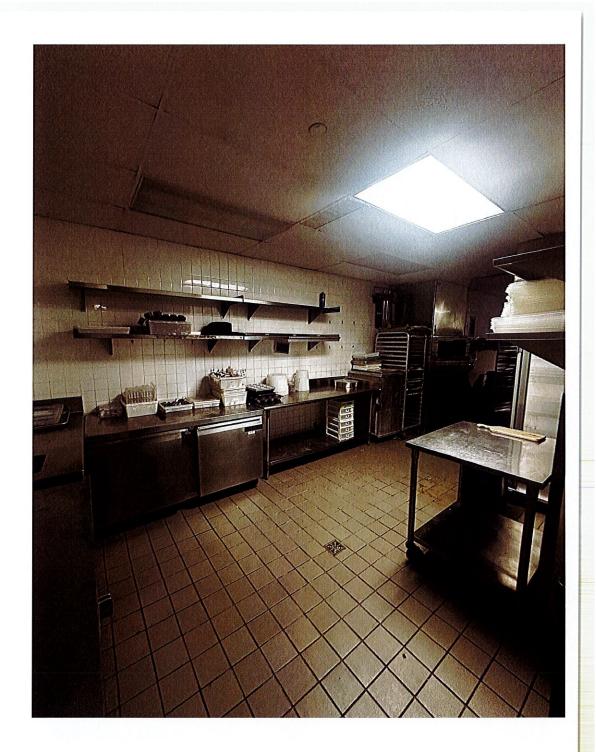


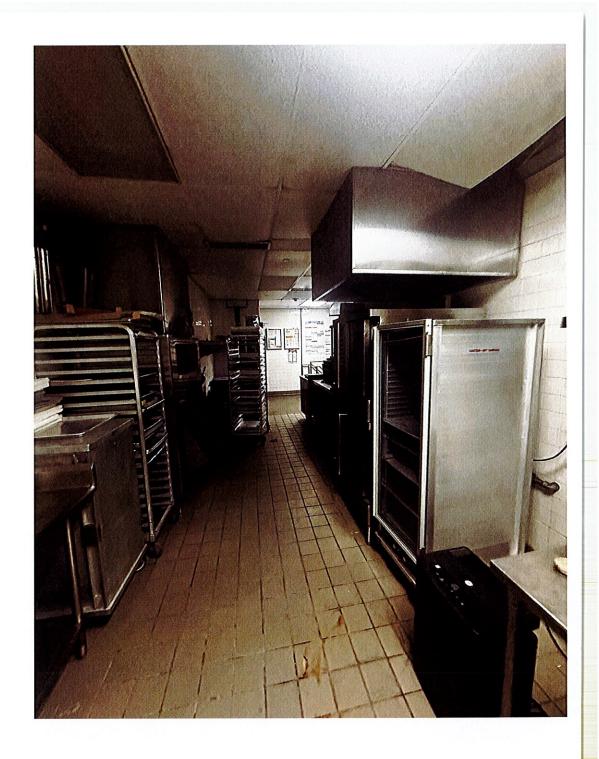


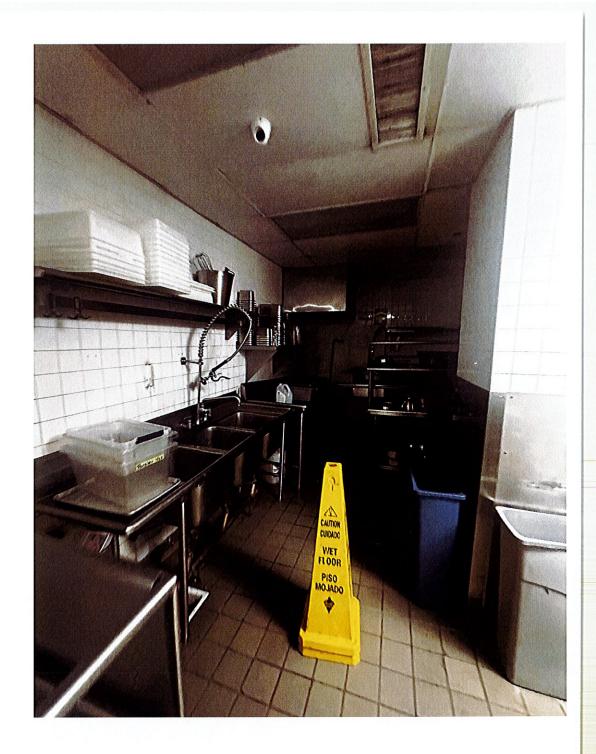




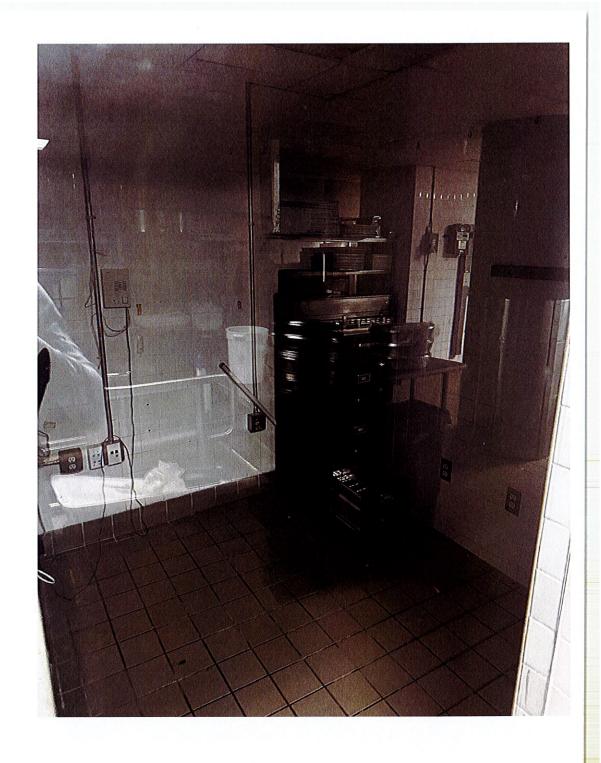














OUTREACH



Request to meet re liquor license: Hudson VU Rooftop, LLC located at 653 Eleventh Avenue New York, NY 10036 (Ink48 Hotel)

gil@greenfignyc.com <admin@greenfignyc.com>

Wed, Oct 30, 2024 at 10:55 AM

Reply-To: gil@greenfignyc.com

To: Gil Rubenstein <gil@greenfignyc.com>

Cc: johana@pb.law, negonzalez@cb.nyc.gov, Gil Rubenstein <gil@beancountersnyc.com>

Bcc: 350 W 51st Street Tenant Association <tenants350west51st@gmail.com>, Amanda Cernitz <acernitz@gmail.com>,

Anita McDonagh <awm3333@me.com>, Bob Benfatto <rjbenfatto@hyhkalliance.org>, Brian W eber

Cressida Connelly <cressidac@gmail.com>, Delores Rubin <delores.rubin@att.net>, Derrick Sage

<dsage@commonground.org>, Elke Fears <aefearshk@earthlink.net>, Frank Strock <mcgee79@aol.com>, Gary Dipasquale <gdclay@att.net>, HK49-53 Block Alliance <hk5051@gmail.com>, "Housing Conservation Coordinators [10th Ave., b.52/53]" <info@hcc-nyc.org>, Jesse Bondy <jessbondy@aol.com>, John Mudd <john.mudd@usa.net>, John Waldman <john.waldman@redcross.org>, "Jvuelniaues) Campanelli" <HellsKBA@gmail.com>, Kathleen Treat <kathleentreat123@gmail.com>, Larry Roberts <larrymichaelroberts@gmail.com>, Leah James <ljames@hcc-nyc.org>,

Maria Guzman <mariagnys@aol.com>, Marisa Redanty <marisared22@aol.com>, Nancy Kyriacou

<nkyriacou@yahoo.com>, Natalie Frazier <West43rdStreetNYC@gmail.com>, Patty Gouris <pgouris@hyhkalliance.org>,

Paul Loeb <ploeb315@aol.com>, Peggy Chane <peggychane@gmail.com>, Renee & Gordon Stanley <twocatsltd@worldnet.att.net>, Richard Pimentel pimentel@commonground.org>, Ryan Marcano

<rmarcano@clintonhousing.org>, West 44 Street Better Block Association <west44thnyc@gmail.com>, "West 45th & 46th Street BA (HK4546BA)" <hk4546ba@gmail.com>, Daniel Dunlow <daniel@greenfignyc.com>, dannyv@vantagerea.com,

Uberts@gmail.com, adiamitlevy@gmail.com, joshua@capstoneeg.com

Dear Neighbors,

My name is Gil Rubenstein and I am applying for two liquor licenses at 653 Eleventh Avenue New York, NY 10036 located at Ink48 Hotel and previously known as Press Lounge and Print Restaurant.

I currently own Green Fig NYC LLC consisting of Green Fig restaurant, Social Drink and Food 7,000 sf rooftop bar and events space and The Green Room 42 entertainment venue located at 4th floor of YOTEL NYC 570 10th Avenue, New York NY 10036. In addition, I recently sold my 50% shares to my business partner in 152 West 26 Street Rest, LLC doing business as Chelsea Table and Stage and Sandbar Rooftop located at Hilton Fashion District Hotel 152 W 26 Street New York NY 10001. Please note, both liquor licenses are part of Community Board 4 and I have established a good working relationship with the community and have been proven to be a good neighbor and responsible operator.

At the Ink48 hotel, I am looking to open a rooftop restaurant and event space, as well as a street level restaurant, which, as mentioned, were both previously licensed by SLA and operated as the Press Lounge and Print Restaurant for many years. The following is a short description of each business as well as the proposed hours operation:

Street level restaurant (working name Mëat Restaurant):

Upscale restaurant catering for both neighborhood and hotel guests serving 3 meal period and supporting the hotel's food and beverage operation

Hours of Operations:

Breakfast: 6:30am – 11am daily Lunch: 12pm-3pm Mon-Fri Brunch: 11am-3pm Sat & Sun

Dinner: 5pm-1am daily

Music:

Music Will include background music only and DJ for private events only. There is no outdoor space.

Rooftop restaurant (working name Hudson VU)

Rooftop restaurant and an upscale event space with indoor and outdoor seating options. The indoor space will operate year-round and the outdoor space will operate seasonally weather permitting. A la carte service will be offered table side only.

Hours of Operations:

Breakfast: 6:30am – 11am daily / Seasonally May-September

Lunch: 12pm-3pm Mon-Fri / Seasonally May-September

Brunch: 11am-3pm Sat & Sun / Year-round

Dinner: 5pm-2am daily / Year-round

Music:

Indoors: Background music, DJ, live entertainment up to 3-piece band.

Outdoor: background music only with sound volume limiters

I will attend the Manhattan Community Board 4 Business Licenses and Permits meeting in December to present the application and answer any questions. Should you have any questions or wish to speak in advance of the community meeting, I we would be happy to meet in person or virtually.

Sincerely, Gil Rubenstein



Request to meet re liquor license: Hudson VU Rooftop, LLC located at 653 Eleventh Avenue New York, NY 10036 (Ink48 Hotel)

Gil Rubenstein < Gil@beancountersnyc.com>

Fri, Nov 8, 2024 at 2:12 PM

To: Elke Fears <aefearshk@earthlink.net>

Cc: Daniel Dunlow <daniel@greenfignyc.com>, Max Bookman <max@pb.law>, Johana Salinas <johana@pb.law>,

"Gonzalez, Nelly (CB)" <negonzalez@cb.nyc.gov>, "scott@hudsonvunyc.com" <scott@hudsonvunyc.com>

Hi Elke,

The following are the steps we are going to take to address the concerns JD and Michael expressed:

- · Noise generated from large events on the east and north side of the rooftop
 - o limit reception style private events (i.e. non seated events) after 9pm to:
 - Max party size of 50 guests
 - Events will take place in a designated area located in the south west side of the terrace (labeled floor plan attached)
- Noise generated from guests cuing on the 11th avenue
 - We do not plan to operate Hudson VU Rooftop Restaurant the same manner as Print lounge operated in respect to the a la carte service and do not feel that cuing on 11th avenue will be an issue.
 - Hudson VU will offer a more extensive food menu (our business sales assumptions reflect that)
 - The new floor plan and design reflect a dining seating offering vs lounge seating options. The following are some specific examples of differences:
 - Bar stools in bar area (i believe press lounge did not offer any seating at the bar area)
 - Dining height banquettes (18" seat height) vs lounge sofas seating (16" seat height)
 - Dining chairs and tables as well as bar stools and bar height table on the west side of the terrace (30" bar stools and 40" bar height tables)
 - In addition to the above, if cuing does become an issue (which I don't think it will) I will commit as a license stipulation to reflect in our crowd control the following:
 - Add security and host staff to manage any guest cuing after 9pm.
 - The staffing ratio will be based on 1 staff member per 30 guests

I hope the above addresses the West 47th/48th Streets Block Association. Thank you,

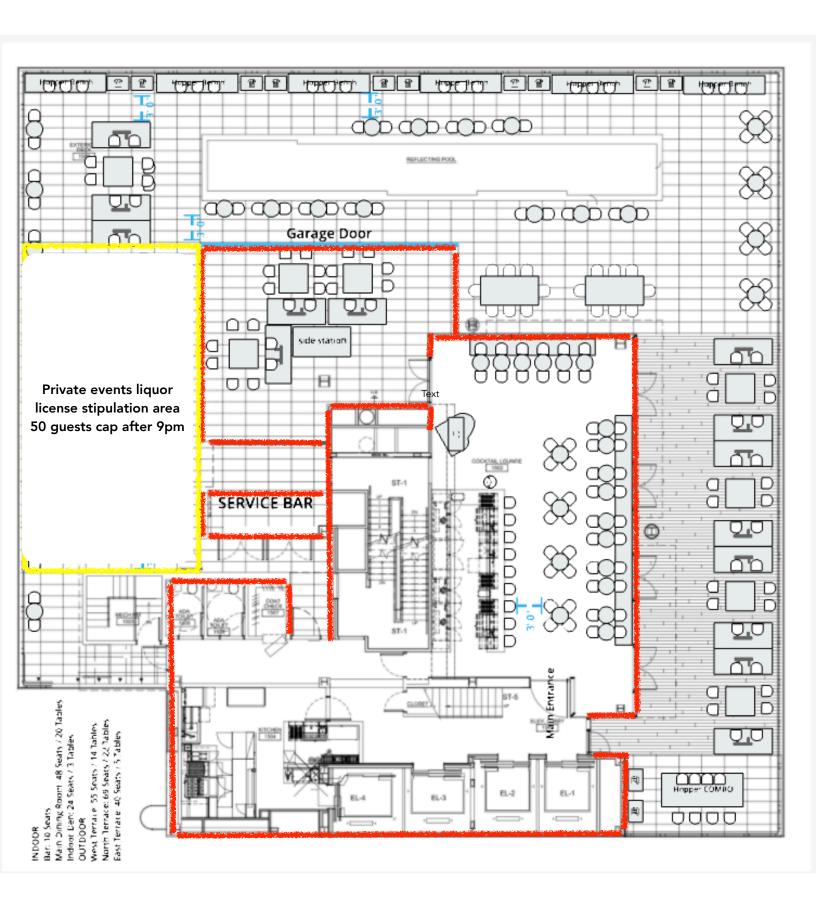
Gil

[Quoted text hidden]

2 attachments

Rooftop Floorplan events area LL stipulation.pdf 2050K





Crowd Control Plan - Hudson VU Rooftop Restaurant

Objective: Implement a crowd control plan to help ensure the safety of guests and staff while enhancing the dining experience with no negative impact on the hotel operating and the neighborhood community.

Assessment and Planning

Capacity Limits - Limit capacity per FDNY place of assembly of 240 persons

Staff Training

Train staff on emergency procedures, evacuation routes and crowd management methods including communication methods among staff (walkie-talkies to security, host and managers)

Signage

Directional Signs: Clear signage to guide guests to entrances, exits, restrooms, and emergency exit per FDNY rules and regulations including capacity information.

Guest Management via reservation System: encourage guests in marketing material to make a reservation in advance to manage the flow of guests and improve overall planning.

Queue Management: Security and host staff to be placed at designated hotel lobby areas upon business opening and not later than 5pm daily. Stanchion to be placed to organize lines and prevent overcrowding at entry points (lobby area and 11th avenue of needed)

Greeting and Seating

Host and Security staff to greet guests in the lobby area. Staff to manage guests to ensure appropriate speaking volume and overall behavior not to disturbed hotel lobby front desk operation as well as building neighbors should cueing lines extend to the outdoor area.

Emergency Preparedness

Evacuation Plan: Develop a clear evacuation plan and conduct regular drills with staff. First Aid Kits: Ensure first aid kits are accessible and staff are trained to use them.

Security Measures: security personnel scope of work to include incident reporting to establish a protocol for reporting and addressing incidents quickly and effectively.

Monitoring and Adjustments

Real-Time Monitoring: Have staff continuously monitor crowd levels and adjust seating and entry as needed.

Feedback Mechanism:

Encourage security, host staff and guests to provide feedback on their experience and crowd control plant. Revise the crowd control plan based on feedback and observations







