



CITY OF NEW YORK

**MANHATTAN COMMUNITY BOARD FOUR**

330 West 42<sup>nd</sup> Street, 26<sup>th</sup> floor New York, NY 10036  
tel: 212-736-4536 fax: 212-947-9512  
www.nyc.gov/mcb4

**DELORES RUBIN**  
Chair

**Jesse Bodine**  
District Manager

December 5, 2017

Vincent G. Bradley  
Chairman  
New York State Liquor Authority  
80 S. Swan Street, 9<sup>th</sup> Floor  
Albany, New York 12210

**Re: Siren Retail Corporation  
d/b/a Starbucks Reserve Roastery  
61 Ninth Avenue (14/15)**

Dear Chairman Bradley:

Manhattan Community Board 4 (MCB4) recommends **denial** of a new on-premise liquor license for Siren Retail Corporation d/b/a Starbucks Reserve Corporation, 61 Ninth Avenue (14/15) because granting this license would not be in the public interest. The proposed establishment is a very large venue (600+ persons) in an already saturated part of our district and the applicant – which apparently has minimal experience in operating such a large liquor-serving establishment – has been unwilling to reduce the footprint of the licensed portion of the premises and/or the hours of operation nor has it provided a meaningful security plan or traffic plan.

This establishment falls within the 500 foot rule as there are **24 (twenty-four)** OP liquor licenses within 500 feet of this address (per the SLA’s website) which include multiple establishments with very large capacities and late hours. An applicant of this size, which seeks to stay open until 2:00 am nightly, would add to the problems accompanying an over-saturation of licensed establishments in very close proximity, including increased traffic and excessive late night noise. This establishment is only one block away from a large residential development for low-income tenants who are already suffering from the continuous honking of late-night traffic.

MCB4’s Business License and Permits Committee (BLP) has tried to stay in conversation with the applicant over the last five months to develop a mutually acceptable set of stipulations that address the concerns of both the community and the applicant, but to no avail. After two appearances before the BLP

Committee in early summer, the applicant has withdrawn from discussion and refused to engage in any further dialogue with MCB4.

The proposed venue is a large multi-storied space beginning at ground level in a newly constructed commercial building. The central focus of the space will be the coffee roasting machinery where people will learn about coffee bean roasting and be able to “chat with a coffee specialist.” In addition to the restaurant, there will be a packing room and a “coffee library with space for groups to meet and learn.” MCB4 has concerns about the expansiveness of the venue providing differing functions not all compatible with alcohol consumption. For this reason, the BLP Committee advocated a stipulation limiting the area covered by the OP license.

MCB4 also believes that the applicant should prepare and submit a more detailed security plan. The one submitted consists of only a single paragraph. Additionally, the proposed venue has a capacity of 683 people and an expected maximum use figure of 620 (including employees). It is expected to be a destination spot drawing people to the already densely used pedestrian sidewalks and cars to the heavily trafficked streets adjacent to the venue’s site. The applicant submitted no traffic plan. It would be helpful to MCB4 if it did so.

The applicant first appeared at the June 13, 2017 meeting of the BLP Committee and agreed to and signed a series of proposed stipulations (attached hereto). The BLP Committee voted unanimously to recommend that the application with its stipulations be approved by SLA. The next day, the applicant notified MCB4 that upon further thinking it decided it could not limit alcohol consumption only to certain areas of the premises. The applicant wanted more time to consider the operating ramifications.

The applicant appeared again at the July 11, 2017 meeting of the BLP Committee. The Committee expressed its concerns about an establishment that proposed to serve alcohol to up to 600 people and until as late as 2:00 a.m. and asked the applicant to consider either limiting the size of the licensed portion of the premises or choosing an earlier closing time. Following the July 11 BLP Committee meeting, the applicant requested that the matter not be voted on by the full MCB4 Board as it was still determining if it could agree to the proposed stipulations; it expected to have an answer by mid-August. By the end of August, the applicant definitively stated that it could not agree to a stipulation limiting the areas of alcohol consumption and was willing to accept a “negative resolution” from the full MCB4Board.

MCB4 invited the applicant to attend the October 10, 2017 meeting of the BLP Committee to continue discussing the issue in an attempt to arrive at a mutually acceptable compromise. The applicant informed MCB4 that it would not be attending the meeting and wrote reiterating its position about its inability to separate functioning areas of its venue – without proposing alternate ways to address the reasonable community concerns of size, hours, security and traffic, all critical to ensuring that this license is in the public interest. The applicant

apparently believes that the SLA will agree with it and sees no reason to continue the conversation with the community. The applicant's emails to MCB4 communicated the unbending attitude of an applicant believing itself somehow special and apart from other applicants with no need to engage in dialogue with the community in which it proposes to be a neighbor. As it stands, this proposed establishment is clearly not in the public interest, given the 24 OP licensed premises within 500 feet and the lack of any reasonable planning to mitigate noise, traffic and security concerns.

Should the Liquor Authority nonetheless decide to grant a license here, MCB4 requests that the attached stipulations be made part of the method of operation for this establishment, including the following:

- Live music will be limited to no more than four (4) unamplified performers;
- Alcohol sales and consumption will be limited to the mezzanine floor and/or the restaurant space located in the south section of the first floor;
- Applicant will submit detailed security and traffic plans and will adhere to their terms; and
- Once the building is finished, applicant will provide MCB4 with the report of a certified sound engineer and implement its recommendations.

For the reasons stated above, MCB4 requests that the present application be **denied unless the stipulations outlined above are incorporated into the applicant's method of operation to be indicated on the license.**

Thank you for your attention and cooperation with this application.

Sincerely,



Delores Rubin  
Chair

[Signed on 12/5/17]  
Burt Lazarin  
Co-Chair  
Business Licenses &  
Permits Committee

[Signed on 12/5/17]  
Frank Holozubiec  
Co-Chair  
Business Licenses & Permits  
Committee

# Manhattan Community Board 4

# Liquor License Stipulations Application

(All Fields Must Be Completed)

CORPORATION NAME Siren Retail Corporation		DOING BUSINESS AS (DBA) Starbucks Reserve Roastery	
STREET ADDRESS 61 Ninth Avenue		CROSS STREETS <del>45th &amp; 16th</del> 14th + 15th	ZIP CODE 10011
OWNER <i>(Attach a list of all the people that will be associated/listed with the license)</i>	NAME: Siren Retail Corporation	ATTORNEY/ REPRESENTATIVE	NAME: Alissa Yohey and Jonathan Bing with Jackson Lewis PC
	PHONE: (212) 615-9769		PHONE: Alissa: (518) 512-8700 Jonathan (212) 545-4006
	EMAIL: ebaker@starbucks.com		EMAIL: Alissa.Yohey@jacksonlewis.com Jonathan.Bing@jacksonlewis.com
MANAGER	NAME: To Be Determined - Not Yet Hired	LANDLORD	NAME: 61 Ninth Avenue Development LLC
	PHONE: To Be Determined		PHONE: (212) 789-7000
	EMAIL: To Be Determined		EMAIL: unknown

**APPLICATION TYPE (Check One)**

<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	YES	NO
	What is/was the name and address of establishment?	Starbucks operates many locations across New York City and New York State. Currently, Starbucks location in Macy's at Herald Square is licensed for the sale/service of alcohol	
	What were the dates applicant was involved with this former premise?	Currently open and operating	
<input type="radio"/> Transfer	What is the prior license # and expiration date?		
	Is applicant making any alterations or operational changes?	YES	NO
	If alterations or operational changes are being made, please describe/list all changes.		
<input type="radio"/> Alteration	What is the current license # and expiration date?		
	Please list/describe the nature of all the changes and attach the plans:		

**METHOD OF OPERATION**

TYPE OF ALCOHOL	<input checked="" type="radio"/> Liquor/Wine/Beer	<input type="radio"/> Beer	<input type="radio"/> Wine & Beer
ESTABLISHMENT TYPE	<input type="radio"/> Restaurant	<input type="radio"/> Cabaret	<input type="radio"/> Night Club
	<input type="radio"/> Adult Entertainment	<input type="radio"/> Wine Bar	<input type="radio"/> Dance Club
	<input type="radio"/> Hotel	<input checked="" type="radio"/> Bar/Tavern	<input type="radio"/> Catering Establishment
	<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	NO	July 2017
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement.	<input checked="" type="radio"/> YES	NO	
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.	<input checked="" type="radio"/> YES	NO	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="radio"/> YES	NO	

**Siren Retail Corporation  
d/b/a Starbucks Reserve Roastery  
61 Ninth Avenue  
New York, NY 10011**

**List of Officers**

Charles Jemley, Vice President  
Cliff Burrows, President  
Carol Wise, Vice President  
Selim Gray, Vice President

Siren Retail Corporation is wholly owned by Starbucks Corporation

**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	6 am - 2 am*						
	Kitchen	24 Hours**						
	Music	6 am - 2 am*						

If you plan to have music, what type(s)? (Circle all that apply)

<input checked="" type="checkbox"/> BACKGROUND	<input type="checkbox"/> LIVE MUSIC	<input type="checkbox"/> DJ	<input type="checkbox"/> JUKE BOX	<input type="checkbox"/> KARAOKE
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*JLB*

**OCCUPANCY**

	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Stand-Up Bar
<b>INSIDE</b>	683	620	44	102	0	1	29
<b>OUTSIDE</b> <i>(Other than sidewalk café)</i>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>SIDEWALK CAFÉ</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A

How many floors are there? What is the capacity for each floor?  
3 Floors - Basement: 299 people (this includes customer and back of house areas); Main Floor and Mezzanine: 384 people total

How frequently will the owner(s) be at the establishment?  
The principals are located in Seattle, WA. The premises will have a manager and assistant manager. Both positions have not yet been filled.

Will you be applying or intending to apply for a cabaret license with DCA? If yes, will there be dancing?	YES	<input checked="" type="radio"/> NO	
Will applicant have bottle or table service for beverage alcohol?	YES	<input checked="" type="radio"/> NO	
Will you be hosting private, promotional or corporate events?	<input checked="" type="radio"/> YES	NO	Occasionally, private functions may be held
Will outside promoters be used on a regular basis? If yes please describe.	YES	<input checked="" type="radio"/> NO	
Will you have a security plan? If, yes please attach.	<input checked="" type="radio"/> YES	NO	
Will security plan be implemented?	<input checked="" type="radio"/> YES	NO	
Will State certified security personnel be used?	YES	<input checked="" type="radio"/> NO	
Will New York Nightlife Association and NYPD Best Practices be followed?	<input checked="" type="radio"/> YES	NO	
Will applicant be using delivery bicycles? If yes, how many?	YES	<input checked="" type="radio"/> NO	
Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly noting name as described by NYC Law?	YES	NO	N/A
Where will delivery bicycles be stored during the day when not in use?	N/A		

\* The applicant has not yet determined the exact operating hours. As such, we are providing you with the maximum number of hours the premises would be open and operating. Once the final operating hours are determined, the premises could be open fewer hours than listed. It will never, however, be open longer than what is listed.

\*\* Due to the fact that there is a Princi Bakery in the premises, the kitchen will be open 24 hours so as to allow the bakers to bake baked goods overnight for resale the next day.

\*\*\* Occasionally, the premises will host a local acoustic musician to play in the premises.

**Siren Retail Corporation  
d/b/a Starbucks Reserve Roastery  
61 Ninth Avenue  
New York, NY 10011**

**Security Plan**

Any patron that looks under 40 years of age will be asked to produce identification and will be refused service if they are under the age of 21. All bartenders will be trained in an alcohol awareness program. All patrons who appear intoxicated will be refused service. A manager will be on the premises during all hours of operation to supervise.

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 C of O is pending as building is under construction
Is a Public Assembly permit required?	<input checked="" type="radio"/> YES	NO
Are your plans filed with DOB?	<input checked="" type="radio"/> YES	NO

Community Notification/Relations		
<b>NOTIFICATION:</b> List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each please list both the organization and individual you contacted	# 1	Please see attached
	# 2	
	# 3	
	# 4	
	# 5	
Please provide dates when applicant met with the groups listed above.	The applicant did not meet with the groups. Notification was either hand delivered or sent via electronic mail.	
Who was your contact person at each group you met with?	N/A	
When did applicant post the notice that was provided?	May 30, 2017	
Where did applicant post the notice that was provided?	On the permits board outside the premises	
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 Once the manager is hired, the manager's cell phone number will be provided.
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	<input checked="" type="radio"/> YES	NO

<b>BUILDING DESIGN</b>			
State the name and type of business previously located in the space.	N/A - New Construction		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	<input checked="" type="radio"/> NO	
Do you plan any changes to the existing façade? If yes, please describe.	YES	<input checked="" type="radio"/> NO	
Will applicant have a vestibule within the establishment?	<input checked="" type="radio"/> YES	NO	
Will applicant use a storm enclosure?	YES	<input checked="" type="radio"/> NO	
Will applicant not place any items or obstructions on the sidewalk, for example, sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	<input checked="" type="radio"/> YES	NO	
Will applicant comply with the NYC noise code?	<input checked="" type="radio"/> YES	NO	
Will the establishment have any of the following: (circle all that apply) N/A	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?	YES	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?	YES	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?	YES	NO	Applicant intends on hiring a certified sound engineer once construction on the building is complete.
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	<input checked="" type="radio"/> YES	NO	
Will the kitchen exhaust system extend to the roof?	<input checked="" type="radio"/> YES	NO	
Will the establishment have an illuminated sign?	<input checked="" type="radio"/> YES	NO	
Will the establishment have a canopy extending over the sidewalk?	YES	<input checked="" type="radio"/> NO	
Where will the air conditioner be located? What type is it?	It will be located inside the premises on the cellar level. It is a multizone water cooled chiller HVAC system.		
When was the air conditioner installed?	Not yet installed		

NOT APPLICABLE - NO OUTDOOR AREAS

<b>OUTDOOR ITEMS - OTHER THEN SIDEWALK CAFÉ</b>			
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 or gazebo? 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)?	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	

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

**ADDITIONAL STIPULATIONS: (Office Use Only)**

- Alcohol consumption will be limited to the mezzanine floor and restaurant space on south portion of the first floor
- All live music will be limited to 4 or fewer performers.

*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.*

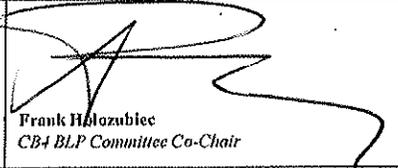
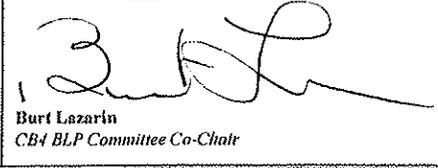
**ADDITIONAL STIPULATIONS: (Office Use Only), *Continued***

*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:

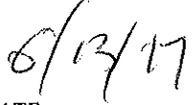
Denial unless all stipulations agreed to by applicant/owner are part of the method of operation  
 Denial  Approval

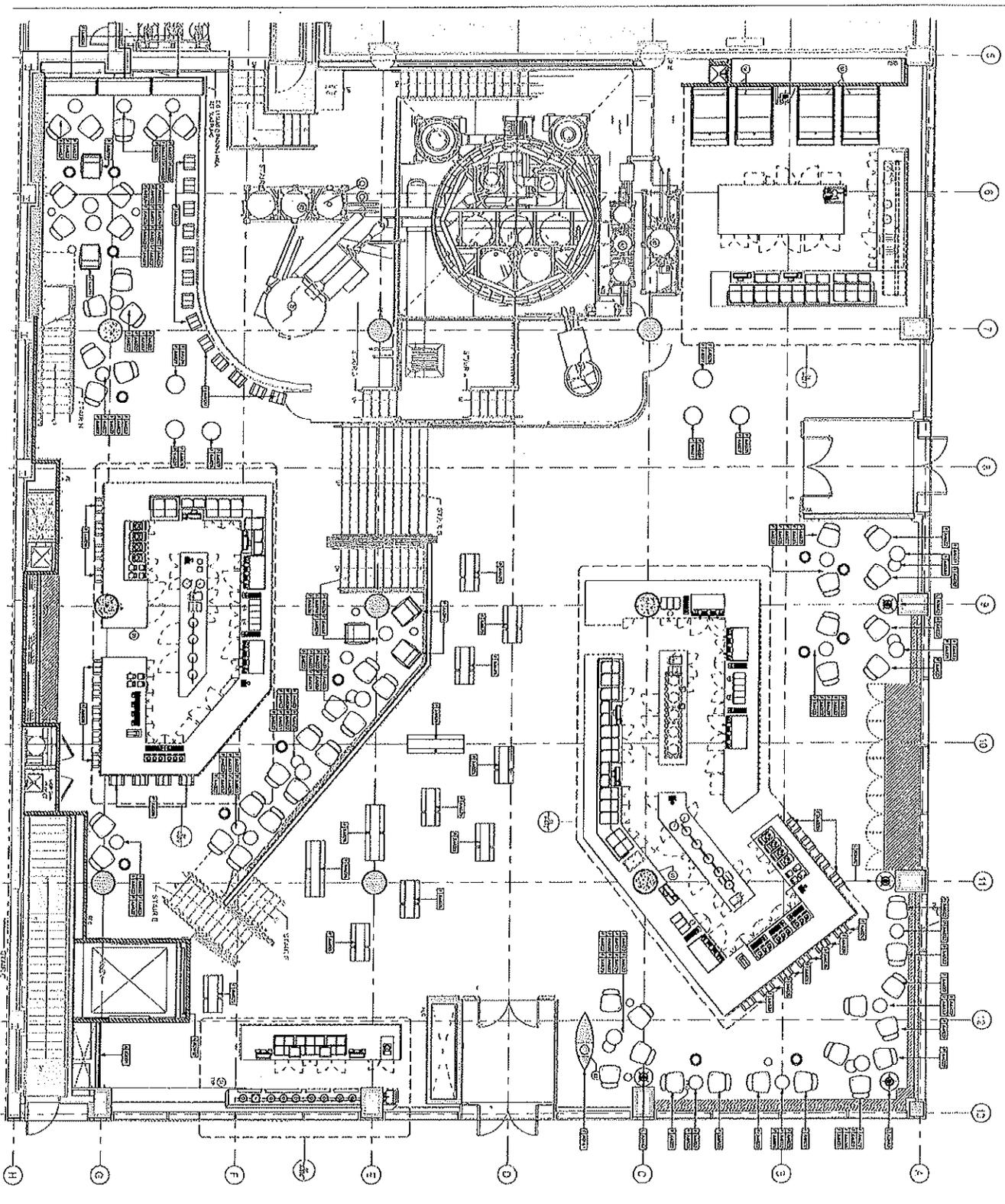
**CB4 REPRESENTATIVES**

 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><b>SIGN HERE</b> →</p>	 PRINT NAME OF APPLICANT	 SIGNATURE OF APPLICANT	 DATE
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SHEET NOTES



51 NORTH AVENUE, NEW YORK, NY 10011

**Starbucks**  
 2000 AVENUE OF THE STARS  
 SUITE 1000  
 FORT MYERS, FL 33902

**Gensler**  
 1000 AVENUE OF THE STARS  
 SUITE 1000  
 FORT MYERS, FL 33902

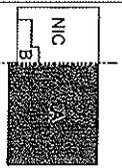
**ARUP**  
 1000 AVENUE OF THE STARS  
 SUITE 1000  
 FORT MYERS, FL 33902

**POWER**  
 1000 AVENUE OF THE STARS  
 SUITE 1000  
 FORT MYERS, FL 33902

**nteo**  
 1000 AVENUE OF THE STARS  
 SUITE 1000  
 FORT MYERS, FL 33902

**HKA**  
 1000 AVENUE OF THE STARS  
 SUITE 1000  
 FORT MYERS, FL 33902

KEY PLAN



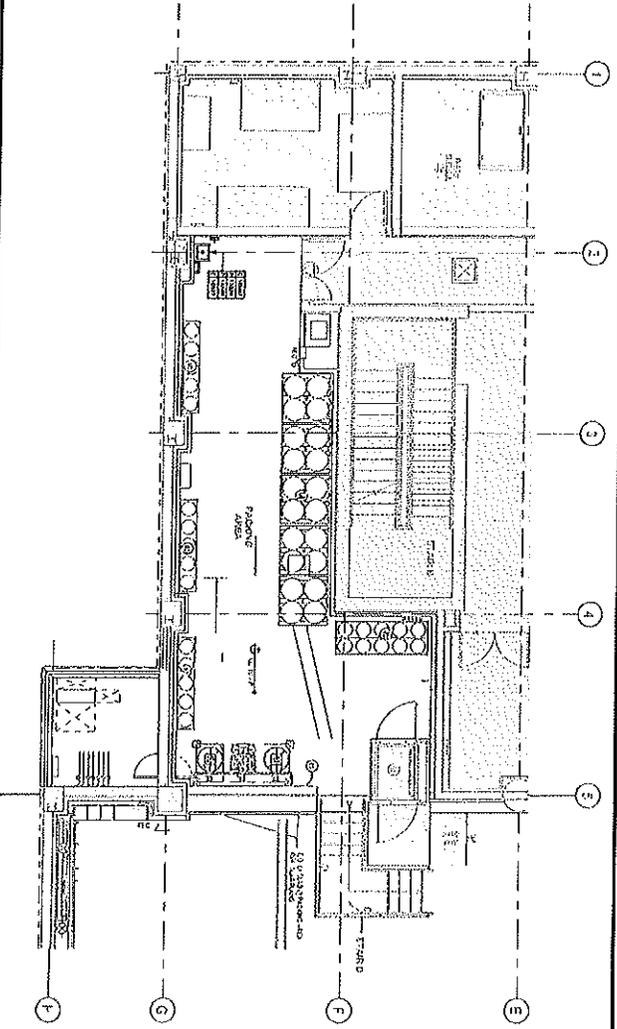
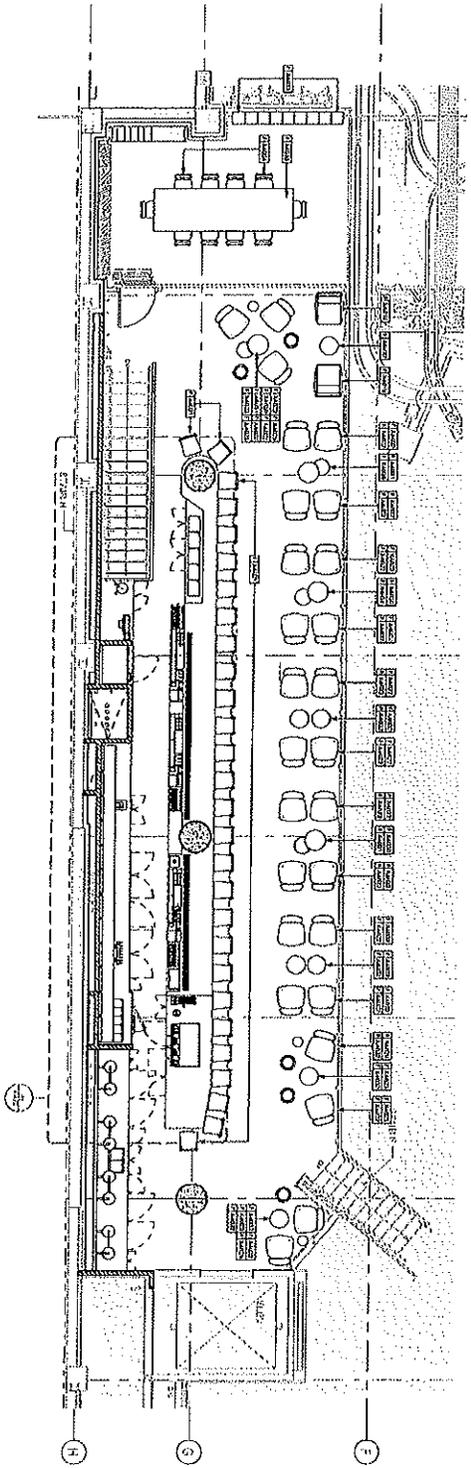
LEGEND

- DESIGN/CONSTRUCTION
- OWNER
- CONTRACTOR
- MAINTENANCE
- MATERIALS
- FINISHES
- FLOORING
- WALLS
- CEILING
- LIGHTING
- MECHANICAL
- ELECTRICAL
- PLUMBING
- PAVEMENT
- LANDSCAPE
- SITEWORK
- UTILITIES
- SITEWORK
- UTILITIES
- SITEWORK
- UTILITIES

**STARBUCKS RESERVE ROASTERY**  
 06.07.25.000  
 06.07.25.000  
 06.07.25.000  
 06.07.25.000

A-601.00





SHEET NOTES



STARBUCKS RESERVE  
51 NORTH AVENUE NEW YORK, NY 10011



STARBUCKS  
1971 THIRD AVENUE  
NEW YORK, NY 10017  
TEL: 212 879 2400

Getzler  
ARCHITECTS  
100 WEST 47TH STREET  
NEW YORK, NY 10019  
TEL: 212 859 2200

ARUP  
150 WEST 25TH STREET  
NEW YORK, NY 10011  
TEL: 212 850 7000

POWER  
CORPORATION  
100 WEST 25TH STREET  
NEW YORK, NY 10011  
TEL: 212 850 7000

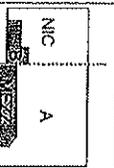
neo  
100 WEST 25TH STREET  
NEW YORK, NY 10011  
TEL: 212 850 7000

HKA  
100 WEST 25TH STREET  
NEW YORK, NY 10011  
TEL: 212 850 7000

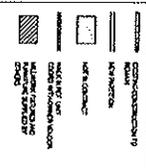
GENERAL NOTES

GENERAL NOTES:  
1. ALL DIMENSIONS UNLESS OTHERWISE NOTED.  
2. ALL MATERIALS AND FINISHES TO BE AS SHOWN ON THE DRAWINGS.  
3. ALL WORK TO BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE BUILDING CODES AND SPECIFICATIONS.  
4. ALL WORK TO BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.  
5. ALL WORK TO BE SUBJECT TO THE APPROVAL OF THE ARCHITECT AND ENGINEER.

KEY PLAN



LEGEND



PROGRESS SET  
NOT FOR  
CONSTRUCTION

STARBUCKS RESERVE  
ROASTERY

06.07.2023

FURNITURE PLANS - LEVEL 01  
MEZZANINE & LEVEL 01  
PACKING ROOM

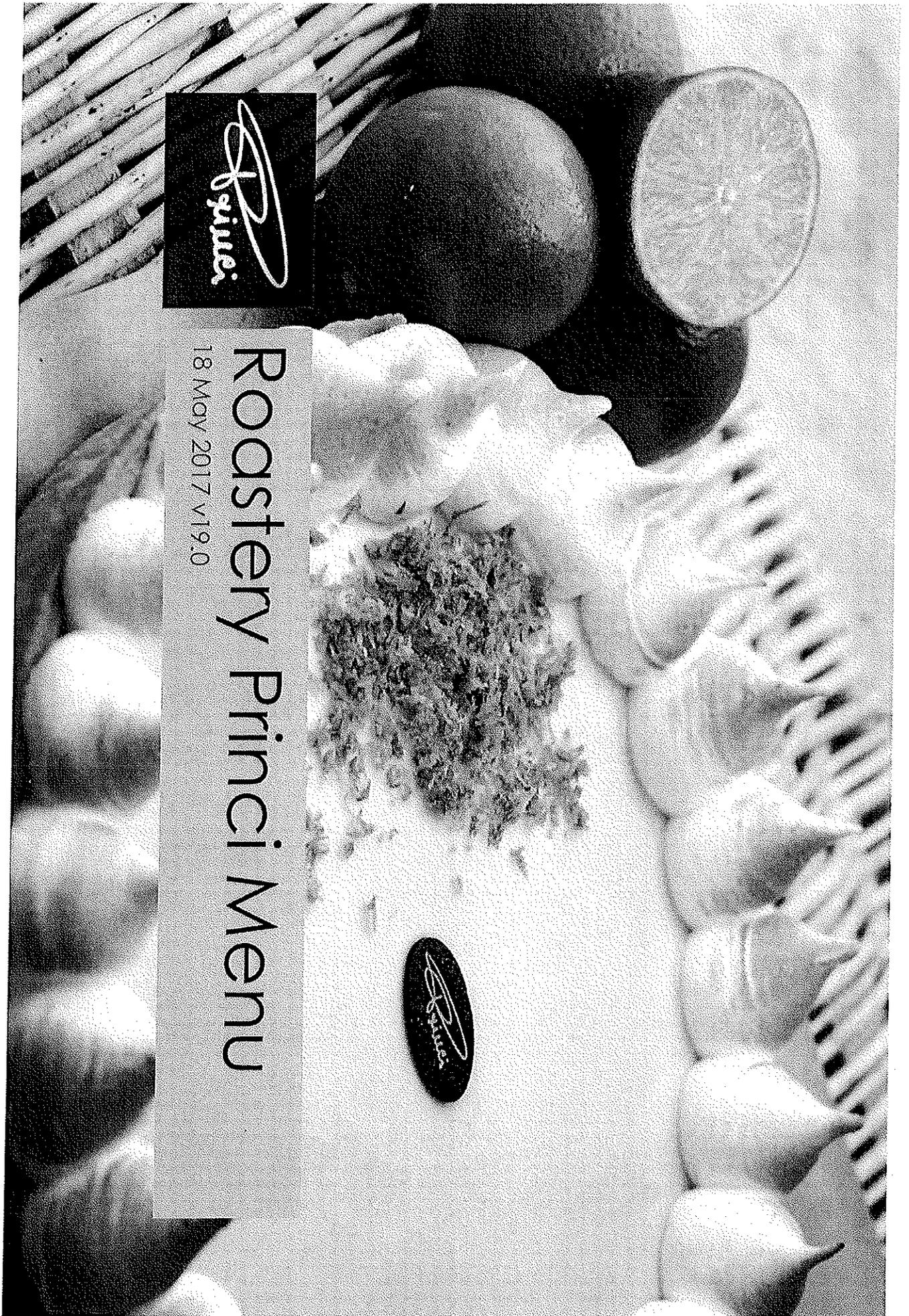
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DATE: 06.07.2023

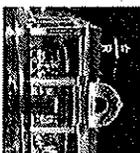


# Roostery Princi Menu

18 May 2017 v19.0



# Princi Breakfast



## Pastry

- Croissant
- (AB1) Classic
- (AB2) Pain au Chocolat
- (AB3) Almond
- (AB4) Raisin Pistachio Girella
- (AB5) Cinnamon Roll

### Italian Cornetti

- (AB6) Plain
- (AB7) Cioccolata
- (AB8) Custard
- (AB9) Marmalade

### Muffins (in Panettone cup)

- (AB10) Blueberry
- (AB11) Seasonal

### Mini Panettone SIGNATURE

- (AB 12) Traditional
- (AB13) Cioccolata

### Sliced Loaf Cakes

- (AB 14) Cioccolata
- (AB 15) Carrot
- (AB 16) Glazed Lemon
- (AB 17) Banana

## Fruit & Grains

- (FG1) Seasonal Fruit Salad
- (FG2) Homemade Princi Granola, Greek Yogurt & Fruit
- (FG3) Organic Hot Cereal, Italian Jam, Princi Granola, Fresh Berries

## Baked Eggs

- (BP1) Eggs in Purgatory
- (BP2) Eggs with Porcini

## Breakfast Sandwiches

- On Focaccia
- (BS1) Nduja and Egg

### On Croissant

- (BS2) Ham and Fontina
- (BS3) Frittata
- (BS4) Cotto Ham, Frittata & Cheese

### Chocolate Loaf Toast

- (BS5) Orange marmalade

- Full Assortment available upon store opening
- Fruit & Grains – displayed and assembled to order
- Breakfast Plates and Breakfast Sandwiches not displayed in food case.

All Day open – close

Princi Breakfast open-11:00 am

Princi Lunch 11:00 am – 2:00 pm

Apertivo 4:00 pm- close



## Roastery Lunch

### Salads

- (SL1) Primavera
- (SL2) Caprese
- (SL3) Trofie Pesto
- (SL4) Roasted Pumpkin & Garden Vegetables
- (SL5) Baked Eggplant
- (SL6) Grilled Vegetable & Pasta
- (SL7) Chicken & Artichoke with Taggiasche Olives
- (SL8) Orzietto Pasta & Arugula with Mozzarella
- (SL9) Panzanella

General rule: at any time,

- 1 pasta
- 1 grain
- 2-3 vegetable

### Focaccia Sandwiches

- (FS1) Caprese
- (FS2) Bresola & Artichoke Cream
- (FS3) Salami Milano & Bufala Mozzarella
- (FS4) 18-Month Prosciutto Crudo
- (FS5) Ham Cotto
- (FS6) Roasted Vegetable (seasonal)
- (FS7) Pistachio Mortadella SIGNATURE

- Full Assortment available starting at 11:00am
- Hot lunch and Salads – displayed and portioned to order
- Focaccia Sandwiches fully assembled and displayed in food case

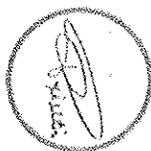
All Day open – close

Print Breakfast open-11:00 am

Print Lunch 11:00 am – 2:00 pm

Aperitivo 4:00 pm- close

# Princi All Day Pizza, Focaccia & Bread



## Pizza al Taglio

- (PZ1) Margherita
- (PZ2) 4 Stagioni (Wild Mushroom ,  
Carciofi Cotto & Black Olives)
- (PZ3) 5 Formaggi
- (PZ4) Speck & Scamorza
- (PZ5) Pizza con Bufala
- (PZ6) Pizza con Peppers & Bufala  
Cheese
- (PZ7) Pizza Verdure Griglia con  
Pecorino Ragusano
- (PZ8) Pizza Parmigiano
- (PZ9) Pizza Marinara, Anchovy,  
Capers & Garlic SIGNATURE

- General rule:
- Permanent offerings
  - Seasonal offerings  
(primarily vegetable)

## Focaccia

- (FC1) Ligure Crescenza Cheese  
SIGNATURE
- (FC2) Tomato & Olives
- (FC3) Plain
- (FC4) Seasonal

## Soups

- (SP1) Princi Minestrone
- Seasonal Soups:
- (SP2) Tomato Basil
  - (SP3) Squash
  - (SP4) Spring TBD
  - (SP5) Bean and Pancetta
  - (SP6) Lentil
  - (SP7) Artichoke

- General rule:
- Princi Minestrone
  - 1 Seasonal Special, rotating

## Bread & Sfilatini

- Bread
- (BR1) Princi Loaf SIGNATURE
  - (BR2) Princi Ciabatta
  - (BR3) Cereali Ciabatta
  - (BR4) Walnut & Fig
  - (BR5) Sciaccatine
  - (BR6) Pane in Cassetta
  - (BR7) Pane di Farro Integrale in  
Cassetta
  - (BR8) Chocolate Loaf Bread

- Sfilatini
- (BR09) Olive SIGNATURE
  - (BR10) Raisin

- Full Assortment of Pizza, Taglio and Soups are available starting at 1:00am
- Focaccia, Bread and Sfilatini are available from 11:00am to close

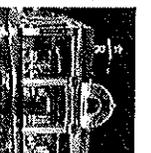
All Day open – close

Princi Breakfast open-11:00 am

Princi Lunch 11:00 am – 2:00 pm

Apertivo 4:00 pm- close

# Roastery PM



## Ambient

- Whole Tarts (Crostata)
- (AT1) Delizia al Limone
  - (AT2) Principa SIGNATURE
  - (AT3) Torta Princi SIGNATURE
  - (AT4) Torta Cioccolata
  - (AT5) Tirolese
  - (AT6) Brownie
  - (AT7) Torta Pistacchio
  - (AT8) Ricotta Cioccolata SIGNATURE
  - (AT9) Torta di Mele SIGNATURE
  - (AT10) Cheesecake Lampone
  - (AT11) Pera e Cioccolata

### Cookies

- (AC1) Chocolate Chunk with Almond
- (AC2) Cioccolata

## Refrigerated

- Whole Cakes
- (RC1) Cremosa al Pistacchio
  - (RC2) Bigne con Crema
  - (RC3) Cremoso al Cioccolata
  - (RC4) Bergamotto
  - (RC5) Crostata Fregola

### Desserts

- (RD1) Whole Tiramisu SIGNATURE
- (RD2) Bigne al Cioccolata

## Aperitivo

- (AP1) Cerignola Green Olives
- (AP2) Shaved 24-Month Parmigiano
- (AP3) 24-Month Prosciutto Crudo with Bufala Mozzarella
- (AP4) Focaccia with Tomatoes & Olives
- (AP5) Focaccia with Nduja & Gorgonzola Dolce
- (AP6) Small Bufala Mozzarella Pizza
- (AP7) Mini Crunchy Pizza with Anchovies
- (AP8) Crispy small Focaccia with Cotto and Stracchino
- (AP9) Mortadella with Pistacchio on Olive Bread

All PM Bakery is displayed

- Cakes, Tarts and Tiramisu portioned and displayed whole
- Aperitivo not displayed. Is made to order starting at 4:00pm

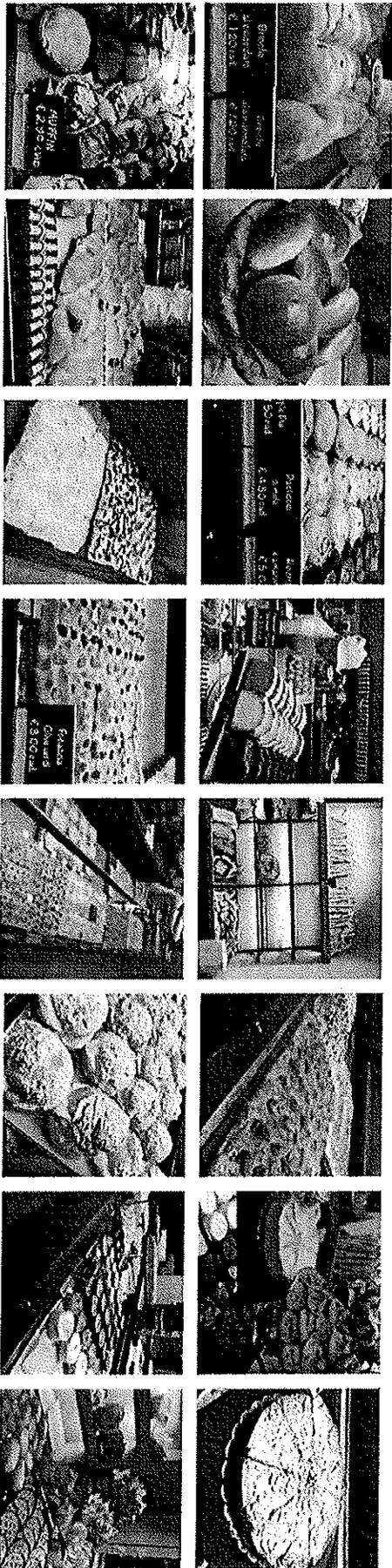
All Day open - close

Princi Breakfast open-11:00 am

Princi Lunch 11:00 am - 2:00 pm

Aperitivo 4:00 pm - close

# Assortment Display by Day Part

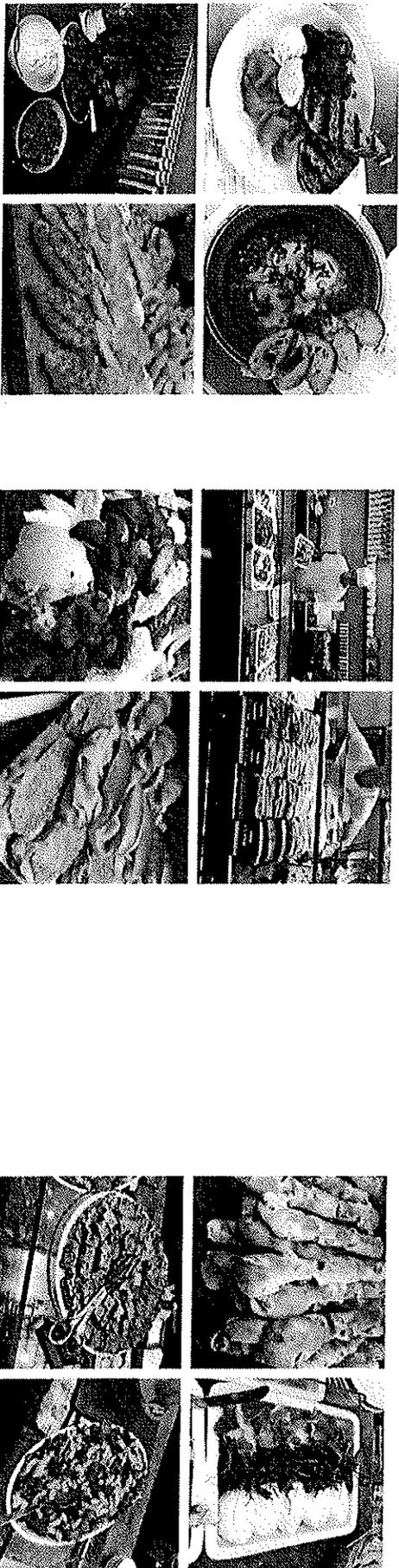


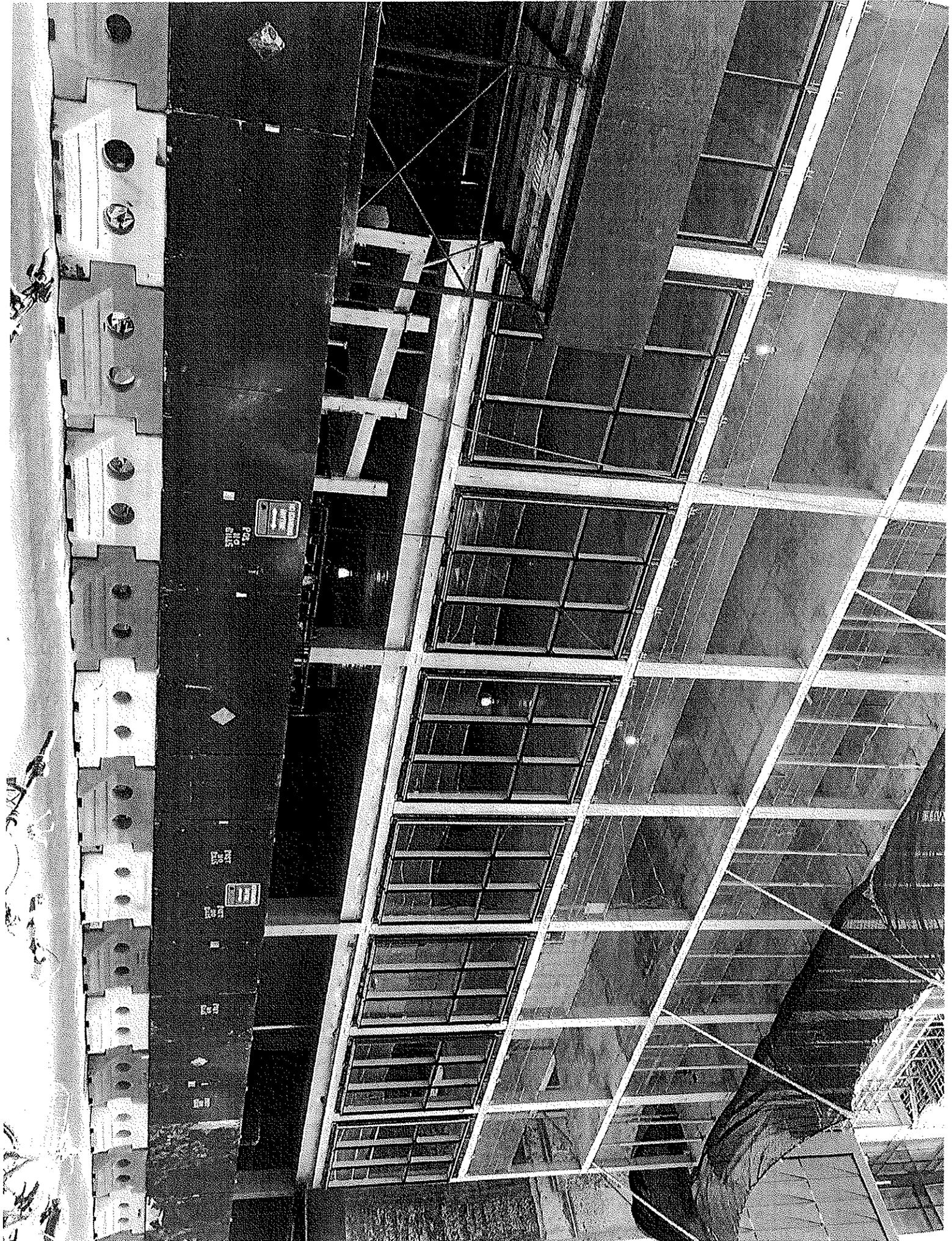
All Day open - close

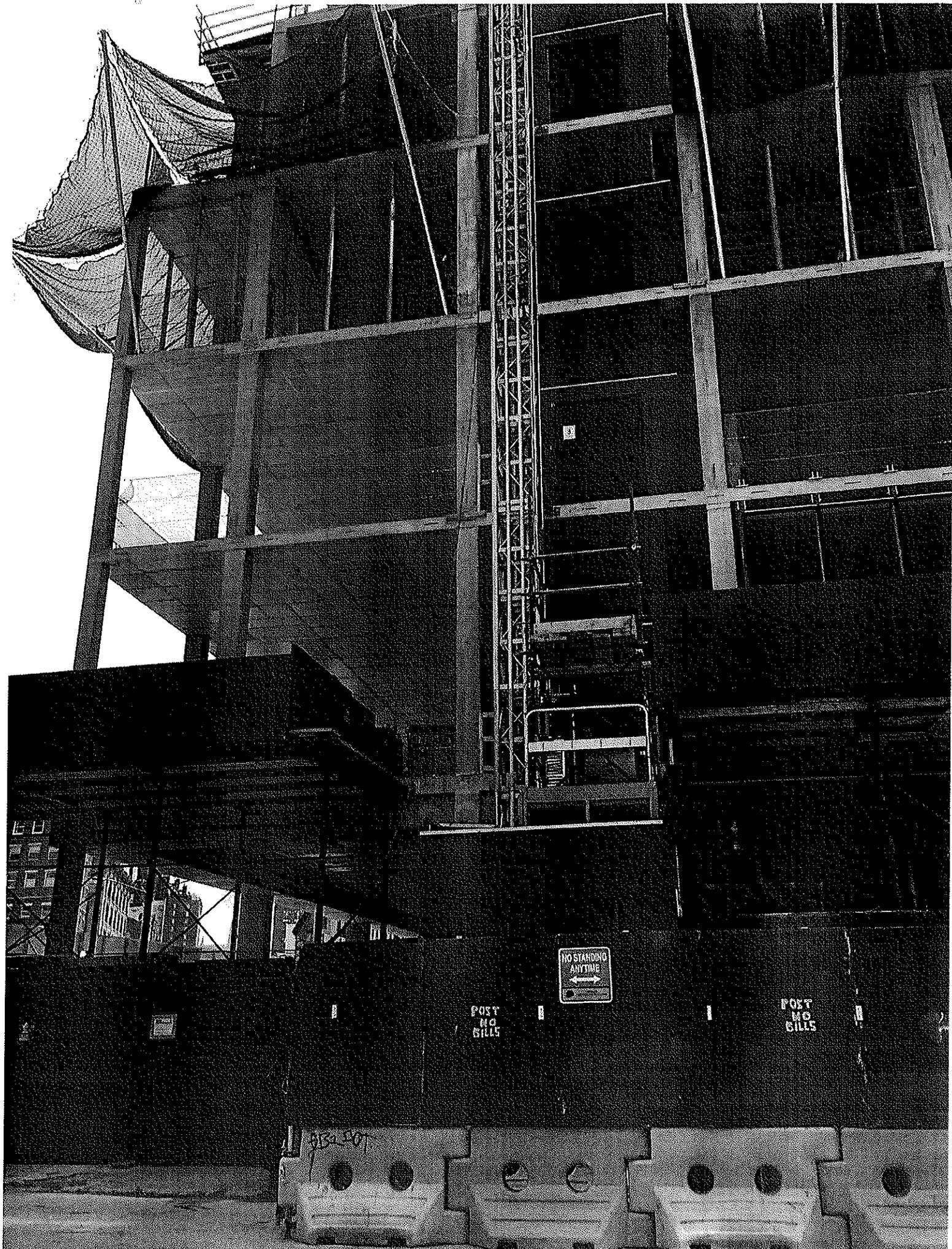
Princi Breakfast open- 11:00 am

Princi Lunch 11:00 am - 2:00 pm

Appetivos 4:00 pm- close







**Siren Retail Corporation  
d/b/a Starbucks Reserve Roastery  
61 Ninth Avenue  
New York, NY 10011**

**500 Foot Statement**

We have determined that there are twenty (20) other licensed premises within 500 feet of the proposed establishment. The purpose of this statement is to provide the State Liquor Authority ("SLA") with the reasons why we believe it is in the local community's best interests to have another licensed premises within 500 feet of twenty (20) other licensed premises.

There are many reasons why the applicant believes that the presence of Starbucks Reserve Roastery in the Manhattan community is a benefit. Perhaps the greatest benefit and advantage that Starbucks Reserve Roastery will bring to the local community is that of an economic nature. Starbucks Reserve Roastery will employ many individuals at the premises, most of whom are members of the local community, thereby creating job opportunities in the local area. This is of immense benefit to the local community given the current economic climate and the lack of available jobs. Further, Starbucks Reserve Roastery will contribute sales tax dollars for New York State, and as a result, provides much needed income and revenue to New York County and New York State. Again, this is an immeasurable benefit to not only the community, but all residents of New York State during these difficult economic times.

Additionally, Starbucks Reserve Roastery believes that it will positively contribute to the local community by supporting various local businesses and community events. Starbucks Reserve Roastery looks forward to being present as part of the community for a long time to come. The local community can be reassured that jobs created will not be lost. Additionally, the local community, as well as the SLA, can be assured that the premises will be well run, and will be a benefit to the local area, as opposed to a hindrance.

Furthermore, the proposed Starbucks Reserve Roastery will be only the second Roastery in the United States, and Starbucks chose the meatpacking for its unique and diverse culture. The Roastery is a multisensory coffee experience which allows customers to watch freshly-roasted beans, chat with a coffee specialist, enjoy a unique food and beverage menu unlike any other Starbucks store, and experience coffee brewed in multiple ways. The Roastery includes a coffee library with space for groups to meet and learn. In addition to an immersive coffee experience, the Roastery will include Princi Bakery. There is nothing else like the Roastery in New York City or New York State.

Lastly, we would note that Starbucks Reserve Roastery is intended to primarily be an upscale coffee experience with a specialty Italian bakery. The twenty (20) other licensed establishments are comprised of bars, restaurants and one hotel. The majority of the restaurants and bars located within 500 feet are located within the Chelsea Market building. Although Kobrick Coffee Company is located within 500 feet of the proposed Starbucks Reserve Roastery, Kobrick COfee Company does not offer the same type of atmosphere as Starbucks Reserve Roastery. The Roastery is intended to be an educational experience related to coffee, where

customers can learn about the roasting and brewing process and taste various coffee varieties. None of the establishments within 500 feet of the proposed premises offer the same type of atmosphere that Starbucks Reserve Roastery does. As a result, the proposed establishment will meet an untapped need of the local community.

For all of the reasons stated above, the applicant believes, as do we, that the benefits and advantages received by the Manhattan community from Starbucks Reserve Roastery far outweigh any disadvantages there may be of having twenty (20) licensed establishments within five (500) hundred feet of each other. We therefore respectfully request on behalf of the applicant that the on-premises liquor license application be approved.

Diagram of Establishments That Trigger the 500 Foot Rule

