Manhattan Community Board 4 (All Fields Must Be Completed)

Liquor License Stipulations Application

APPLICANT			DOING BUSINESS AS (DBA)					
Barcade Nev	w York LLC			Barcade				
STREET ADD	DRESS			CROSS STRE	ETS			
148 W 24th S	treet			7 th Avenue	•			
	NAME:	See Additional Not	es Section		NAME:	Martin P. N	lehler	
OWNER	PHONE:			ATTORNEY	PHONE:	212-962-46	88	
	FAX:				FAX:	212-964-06	43	
	NAME:	Paul Kermizian	AKAN MINING MINI		NAME:	Kumar N	avnit, Guru S	tate Inc.
MANAGER	PHONE:	917-279-9931		LANDLORD	PHONE:	914-953-2	259	
	FAX:				FAX:			
DESCRIPT	TION OF BUS	SINESS		1	1			
		Bar/Tavern	Bed & Breakfast C Eating F	Place Beer O	Cabaret O N	ight Club O F	lotel (Resta	urant
Establishmen	t Type:	Catering Establis	hment O Club (Fraternal Org	anization – Memb	ers Only)			
		Other (Explain):	Bar/Arcade					
	*	O Restaurant O I	Dance Club O Sports Bar	Adult Enterta	ainment O V	Wine Bar P	rizzeria O Ca	fe
Method of Op	eration:	Other (Explain):	Bar/Arcade					
License Type	:	On-Premise	Wine O Beer O Wine 8	Beer				
	· · · · · · · · · · · · · · · · · · ·		Has applicant owned or managed	a similar business?			YES	NO
			What is/was the name of establish	iment?		Bai	rcade	
		O New	What is/was the address of the es	tablishment?		388	B Union Ave, Bl	dyn NY
	•		What were the dates the applicant	was involved with the	nis former premise?	? 200)4 - Present	
A DDI ECLET	uon mide		What is the prior license #?					
APPLICAT (check one)	ION TYPE		What is the expiration date on the	prior license?				
		Transfer	Are you making any alterations or	operational changes	i?		YES	NO
	15		If alterations or operational change	es are being made, p	please attach the pl	lans to this form.		<u> </u>
			What is the current license #?					
		Alteration	What is the expiration date on the	current license?				
			Please describe the nature of the	alterations and attac	h the plans	L		

		MONDA	¥Υ	TUESDAY	′	WED	NESDAY	THU	RSDAY	F	RÍDAY	SATU	RDAY	SUNDAY		
	Operation	12pm – 4a	am	12pm – 4am		12pm	- 4am	12pm	– 4am	-		12pm – 4am		1 1		12pm – 4am
HOURS	Music	12pm – 4a	am	12pm – 4am		12pm	– 4am	12pm	– 4am			n 12pm -	- 4am	12pm – 4am		
¥	Kitchen	12pm – 4a	am	12pm – 4am		12pm	– 4am	12pm	– 4am	12p	m – 4ar	n 12pm -	12pm – 4am 12pm – 4am			
· · · · · · · · · · · · · · · · · · ·]		INDOOR						BAR			OI	JTSIDE		
OCCUPANCY	Capacit (Certificat Occupan	e of	Yo Occu	um # of Persons u Anticipate pying Premises ling Employees)	Numl of Tat		Number of Seats	Numb Serv Only	ice	Numbe Stand Bar	-Up	Number of Seats at Bars	Number of Seats			
			-	150	8-1	0	40	0		1			0	0		
How many floors a provided)	are there? What i	is the capaci	ity for	each floor? (plea	ase resp	oond in	space	1-2	3-4	5+		und Floor 1room n st		nent —		
Will you be applyir (please respond ir			cabar	ret license? If yes	s, will th	ere be	dancing?	YES	NO	N/A						
Will applicant have	e bottle service?							YES	NO	N/A						
Will you be hosting	g private parties	and promoti	onal e	vents?				YES	NO	N/A						
Will outside promo	oters be used?							YES	NO	N/A						
Will the security pl	an submitted be	implemente	:d?			·		YES	NO	N/A						
Will State certified	security personr	nel be used?	?					YES	NO	N/A						
Will New York Nig followed?	htlife Association	recommen	dation	s and NYPD Bes	st Practi	ices be		YES	NO	N/A						
Will the applicant t rack? Delivery bic wear attire clearly	cles are to be cl	early marke	d with	the name of the				YES	NO	N/A						
Will the applicant t space provided)	oe applying for a	Sidewalk Ca	afé no	w or in the future	e? (plea	se resp	ond in	YES	NO	N/A						
If yes to the above (please respond in			mitted	to DCA? How n	nany tal	bles/se	ats?	YES	NO	N/A						
Will applicant prov	ide contact infor	nation to ne	ighbo	rs and respond to	o compl	laints th	at arise?	YES	NO	N/A						
Will you inform the to your jobs webpa		ard office of	your jo	ob openings and	or prov	ide a h	yperlink	YES	NO	N/A						
If you plan to have	music, what typ	e(s)?		[BACKG	ROUNI	LIVE	MUSIC		DJ						
BUILDING	DESIGN															
Doors and window event of no amplifi on all other days.							V YES	NO	N//							
Will applicant follow ootential noise dist olacing speakers o	urbance to the n	eighboring r	reside				YES	NO	N//							
Do you agree to co enclosures can be		lovember 15	and a				YES	NO	N/A							

OUTDOOR ITEMS					
Will applicant use the rooftop	o, rear yard or any outdoor space?	YES	NO	N/A	
	vard, rooftop, and any outdoor space will be closed at & Saturday and 10 PM on all other days.	nd YES	s NO	N/A	
The service and consumption other outdoor space will be o	n of alcohol in the rear yard, on the rooftop, or in any nly via seated food service.	YES	NO	N/A	
The rear yard, rooftop, and a patrons to drink or smoke.	ny other outdoor space will not allow standing space	for YES	NO	N/A	
sound controlled environmen possible; provided they do no includes possibly working wit	n their power to provide an effective sound baffling or t through landscaping or some type of enclosure, wh ot violate any fire or building code regulations? This h landlords for soundproofing tenants apartments (su indows, acoustical tiles, etc.).	ere YES	s NO	N/A	
Applicant will enforce a quiet nearby residents (e.g. there wand doors to areas that play every effort possible to limit the and also on menus asking for will also encourage a peaceful.	ws nake side	S NO	N/A		
Applicant will have a lighting without disrupting neighbors?	plan that will allow safe usage of the outdoor space	YES	NO	N/A	
LOCATION & ZON	NING				
Primary Zoning District:	M1-6	Overlay (If	Applicab	e):	
Is this a Special District? If ye	es, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	N/A	
Does the building have a Cerobjection?	tificate of Occupancy ("C of O") or a letter of no	YES	NO	N/A	
Is the 500 Foot Rule or 200 F diagram of the establishments	oot Rule Triggered? If yes, which? Please attach a s that triggers the rule.	VES	NO	N/A	

Primary Zoning District:	M1-6			Overlay (If Ap	plicable):	
Is this a Special District? If yes	, is it Clinton,	West Ch	elsea or Hudson Yards?	YES	NO	N/A	
Does the building have a Certi objection?	ficate of Occu	ıpancy ("C	C of O") or a letter of no	YES	NO	N/A	
Is the 500 Foot Rule or 200 Fo diagram of the establishments	ot Rule Trigg that triggers	ered? If yethe rule.	es, which? Please attach a	VES	NO	N/A	
Is a Public Assembly permit re	quired?			YES	NO	N/A	
Are your plans filed with DOB?				YES	NO	N/A	
Building Type	O Reside	ential C	Commercial Mixed L	Jse O Other	, describe	9:	
Adjacent Buildings	O Reside	ential C	Commercial Mixed U	Jse O Other	, describe	e:	
NOTIFICATION:		# 1					
What organizations / community have you notified regarding you application?		# 2					
		#3					

ADDITIONAL INFORMATION: (Applicant Use)
Owners: Paul Kermizian (917-279-9931), Kevin Beard, Scott Beard, Pete Langway
ADDITIONAL NOTES: (Office Use Only)

ADDITIONAL STIPUL	ATIONS: (Office	e Use Only)		
	,			

Manha	Manhattan Community Board 4 (MCB4) recommends:		Denial unless all agreed to by applicant is part of the method of operation			
	The second of the second secon	recommends.	O Denial O Appr	oval		
CB4 I	REPRESENTATIVES					
Netly Gon CB4 Cana		Lisa Daglian CB3 BLP Continutes Co-Chan		Paul Seres (B) BLP Commu	ice Co-Chin	
APPL	CANT AGREEMENT WIT	H THE COMMUNI	TY			
Pursuar license.	nt to these stipulations, this applic Additionally, the applicant agree	ant agrees to have these s to the community agre	e provisions incorpora ements as the basis for	ted in the meth or the commun	nod of operation of their liquor ity supporting this application.	
Sle	in here 🛶	1/2		[uesday, anuary 8, 2013	
	STEED STATE OF STATE	GNÁTURE OF APPLICAN	or I	DA	CTE	



Proposed Location: 148 WEST 24TH ST. NEW YORK, NY

Current Locations: BROOKLYN, NY - JERSEY CITY, NJ - PHILADELPHIA, PA

BUILDING A RETRO NIGHTLIFE EMPIRE

HOW DID A CREW OF FORMER ART AND FILM STUDENTS WITH NO MANAGEMENT OR BAR EXPERIENCE BECOME DEDICATED OWNERS OF FOUR ICONIC EAST COAST HANGOUTS?

By Jennifer Weiss





As a kid, Paul Kermizian was younger than most everyone else at the local arcade. He got pushed aside. He had to wait in line.

Not anymore. Today he can play whenever he wants—and he doesn't even have to keep a pocketful of quarters. Kermizian, now 36, is the owner of Barcade, a hybrid craft beer bar and—yep, you called it—video arcade. With four partners, his longtime friends Jon Miller, Scott Beard, Kevin Beard, and Pete Langway, he launched the bar in two locations: Williamsburg, Brooklyn, and Jersoy City. And their retro empire is growing: a third Barcade is scheduled to open next month in Philadelphia.

For five guys who love craft beer and 80s arcade games, the business has been extremely engaging. Kermizian, Miller and the Beards—who are twin brothers—met in college at Syracuse University; Langway is a friend from Brooklyn. All former art or film students, they were working in fields ranging from advertising to graphic clesign. Their plan was to open one bar and eventually quit their day jobs, then maybe get more choosy about their freelance work if the money allowed.

First-forward seven years: Each of the managing directors, as they call themselves, has not only quilt his full-time job to focus on the company, but also most of the guys have stopped freelancing altogether. Barcade, the ultimate do what-you love small business, has survived the economic downturn that claimed bars, restaurants and some of the old-school arcades.

left standing around the country—and it is growing.

"The die-hard fans didn't really stop coming," says Kermizian, who explains it this way: "You may cut out the places you go to once in a while, but you're probably not going to cut out your favorite place." Hopefully we're a lot of people's favorite place."

The five friends opened the original Barcade in 2004. The location they chose, on Union Avenue near the Brooklyn-Queens Expressway, was on a gritty block a little out of the way—two subway stops from Manhattan. Moreover, those guys had no experience running a bar, unless you count hosting keg parties in Syracuse. They did research and asked local bar owners for advice. The first person they hired was an experienced bartender and friend who still works at the original Barcade.

"We started talking about this and decided to go for it, pool our resources and take a chance," says Scott Beard, 36.

That first bar cost about two and a half times more than they had estimated. Kermizian says. When they ran out of money, they put the rest on their credit cards.

They owe some of their success to the timely growth of the neighborhood. The building boom of the mid-2000s added scores of high-end condos to Wilhamsburg, and with them came an influx of new bar patrons. Barcade has long attracted out-of-towners from other boroughs and Jersey. And tourists, too—especially after the bar made a cameo on Sex and the City. They often say, "hey, you should open one of these

in my town," Kermizian says.

While the recession may not have curbed the crowds at the Williamsburg Barcade, it did cause some problems at the bank. Kermizian says they applied to two banks for financing to open the new locations and were furned down." We have good numbers, show a good profit and have been in business a number of years," he says. "They said no, it's too risky"

The partners ended up cobbling together the money from family members and close friends. This had a double benefit of bringing in some relatives and friends who had always wished they were a part of creating the establishment. Kermizian says. Barcade Jensey City opened in April, and the guys expect to be able to pay back initial investments within the first year at both of the new locations. They plan to open Barcade Philadelphia in early September.

They are a hands on team, doing a good portion of the construction and other work at the new bars themselves. In the early years, they would take shifts managing and fending bar, something Scott Beard says he will continue to do at the new location in Philadelphia, where he moved recently with his wife (The rest of the guys still live in Brooklyn.)

Realizing they couldn't continue to operate in several states alone, they hired someone to oversee some of the day-to-day operations. Kermizian says they have discussed the possibility of opening more locations in the future through franchising.

In the weeks leading up to the Philadelphia opening the guys spent long days cleaning out the building, a former electrical warehouse that had been full of shelves packed with switches, wires, and lights. Plants were growing through the walls, says Langway, who took great pains to add matching corrugated sheet metal to the walls where they were bare in spots. Together, they built a curving bar that spans what seems like a natural divide between game room and drinking area. The long, winding stretch of wood looks pretty impressive.

Opening up in Philly wasn't an easy decision. When the group first scouted out the warehouse—which is set in a classic, working-class area of Fishtown—they thought the building looked like trouble. It was a disaster," says Langway. They kept looking. But a year later, the rent had dropped and the deal now included a side yard—perfect for a garden. They signed a lease and got the keys last fall.





BARCADE

Barcade

BROOKLYN

You're having: Captain Lawrence Fresh Chester pale ale

Long before *That '70s Show* was a show, it was, in fact, my life. (Just substitute central Indiana for Wisconsin.) So you can imagine



how pleased I was upon the opening of Barcade, a cavernous joint in a gritty former metal shop in Williamsburg, Brooklyn. They have twenty-eight classic games at any given time, with a few fringier ones they rotate in and out now and then-and those games cost exactly what they originally cost to play: one thin quarter. Also on tap, a constantly changing selection of excellent microbrews and imports; coowner Paul Kermizian is such a beer geek, he's even filmed a documentary about it, American Beer, His favorite game: a rarity called Tapper. We're all all right, indeed. (388 Union Avenue; 718-302-6464)

-TED ALLEN

SMALL BUSINESS

Using wind to power a brand

Turbines don't pump the brews at Barcade, but buying renewable energy gives the biz buzz

BY BRUCE W. FRASER

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through the skylight expecting to see attribute. But now is take found in the Breadden but, which brooks to the Area was conferenced.

choose to parchase wind power as an option when ordering service.

Using wind power adds to the bar's credibility as a gireen business. We long about it, said owner Paul Kenmizian, who opened his Brook longer adds to 2001, till weed by hearth using longer with Poladelphia.

the firm spends about 5% extra for wind power but basn't had to pass the costs along to customers.

About 200 small businesses in New York City operate on wind psov or, which is supplied by New York to no word energy supplied Cond diseed denote on CT's and citizen of



Turbines don't pump the brews at Barcade, but buying renewable energy gives the biz buzz.

When customers learn that Williamsburg hangout Barcade relies on wind power, they sometimes look through the skylight expecting to see a turbine. But none is to be found in the Brooklyn bar, which brings together. American craft beer and classic video games. Wind power in the U.S. today is parmarily generated by grant turbines, which feed the energy into regional power grids. Electricity customers can simply choose to purchase wind power as an option when ordering service.

Using wind power adds to the bar's credibility as a green business.
"We brag about it," said owner Paul Kermizian, who opened his Brooklyn areade in 2004, followed by locations in Jersey City and Philadelphia in 2011, which also use wind power.

Mr. Kermizian, who expects total revenue from the three locations at his profitable, 40-employee company to top \$3.5 million in 2012, said the firm spends about 5% extra for wind power but hasn't had to pass the costs along to customers.

About 200 small businesses in New York City operate on wind power, which is supplied by New York's main wind energy supplier, ConEdison Solutions, or CES, a subsidiary of Consolidated Edison Inc. that is based in Valhalla, N.Y. They've been joined by larger firms such as 1,000 employee Chelsea Piers Sports and Entertainment Complex in Manhaltan, which in 2008 also signed up for green power through CES.

Wind-power manufacturing facilities in the U.S. more than doubled from 2009, to about 470 in 2011. Meanwhile, wind's share of U.S. electricity grew to 2.9% last year, from about 1.3% in 2009, according to the Energy Information Administration.

Customers are typically looking to help the environment, according to Michael Forcse, national sales director for CES. "They're obviously paying a little bit more, knowing they're getting a cleaner product."

With the possible expiration of a key tax credit Dec. 31, the renewable power industry's growth could slow analysts say after an expected record increase in capacity in 2012. Mr. Forese said that isn't likely to raise the price customers pay for wind power.

"The tax credits provided incentive for generators to get into the business, so even if the credits expite and are not renowed, that will not drive renowable power generators out of the market," he added

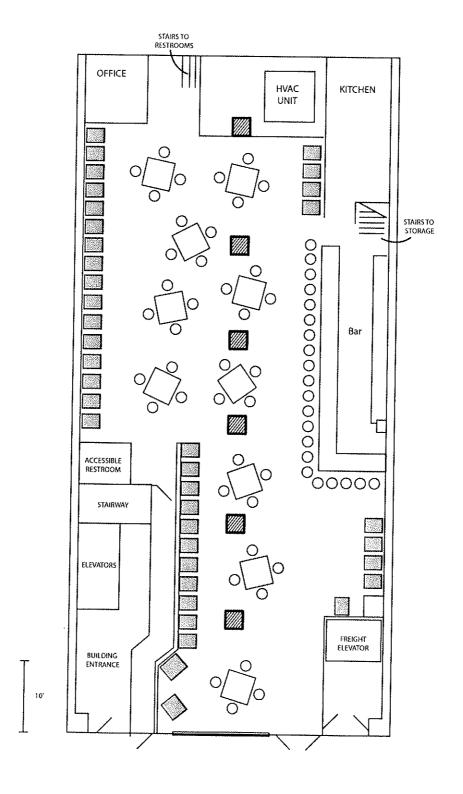
Meanwhile, some owners have found ways to offset the increased costs. Swing Salon, a three-chair shop in the East Village that uses organic products and supports environmental causes, has relied completely on wind power since 2007. Co-owner Caroline Holley said that the cost of electricity is higher, but "it turned out not to be that big a difference."

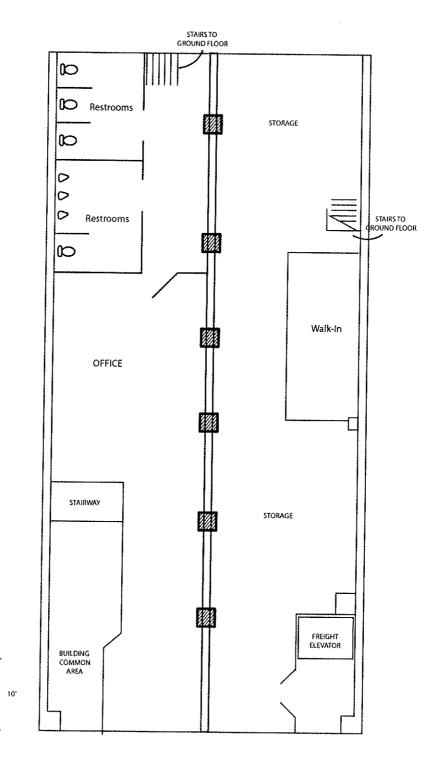
"Once we put in energy officient lighting four years ago, our bill went down 40° she said.

She now promotes her salon's energy efficiency through its website, as well as on Twitter and Facebook.

For many businesses, using wind power complements other "green" practices. Bark Hot Dogs, known for locally sourced ingredients, has relied completely on wind power since opening its Brooklyn Bridge Park location in 2009. It now depends on wind energy in two other locations, a seasonal one on Manhattan's High Line and another in Park Slope, Brooklyn. "Wind power ties into what we believe," said Brandon Cillis, owner of the 60-employee chain.









January 3, 2013

PROPOSED MENU FOR:

BARCADE 148 W. 24 St. New York, NY 10011

SMALL PLATES:

Cheese and Meat Plate — \$15
Deviled Eggs - \$4 for 2
Pickled Hop Shoots - \$10
Quesadilla - \$8
Pickles - \$3
Nutella and Bacon Toast - \$7
Piggy Pocket (pulled pork) - \$6
French Fries - \$4
Garlic Fries - \$6
Nachos \$8 w/pork \$10

SANDWICHES:

Bratwurst - \$8
El Cubano - \$10
Grilled Cheese - \$8 w/pork \$10
Pastrami & Cheddar with Sauerkraut - \$10
Turkey, chutney and brie - \$10
Roast Beef & Cheddar - \$10
Grinderman (pepperoni, salami, roast beef, provolone, dressing, pepproncini) - \$12
Knishwich (pastrami or turkey and cheddar on knish) - \$12
Chickpea Burger w/Cole Slaw - \$8
Grilled Chicken - \$12
Hamburger - \$12 w/cheese \$14
Bacon Cheeseburger - \$15



January 3, 2013

SECURITY AND STAFFING PLAN FOR:

BARCADE 148 W. 24 St. New York, NY 10011

Cameras and Alarms:

- 12 to 16 interior cameras to be installed by Billy's Locksmith, Brooklyn
- 2 to 4 exterior cameras to be installed by Billy's Locksmith, Brooklyn
- on-site monitoring and remote access
- Burglar and fire alarm, connected to central station

On Site Staff:

- General Manager or Assistant Manager on-site at all times during business hours to oversee entire staff
- All Bartenders and Managers to be TIPS trained
- NYPD Best Practices manual to be kept on site and used by staff

On Site Security:

- 1 security person to be stationed at entrance (inside) on Thursday, Friday and Saturday nights (or additional nights as needed) from 7pm until close
- 1 to 2 security persons to be roaming interior on Thursday, Friday and Saturday nights (or additional nights as needed) from 9pm until close
- Security personnel to be licensed by NY State, contracted by current provider Eastern Private Detectives, NJ/NY/PA

End of Night Company Policies:

- Music off and bar service ends 30 minutes before closing
- Customers exit over 30 minute period as opposed to all at once
- All customers are out at or before closing time, no one stays after close to "finish"

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ROBERT J. SENFATTO, JR., ESQ. OBJUSTANCESIN

CITY OF NEW YORK MANHATTAN COMMUNITY BOARD No. 4 330 West 42 of Street, 28 floor New York, NY 19036 (et 212 (36.4536 fax: 212.947.9512

PUBLIC NOTICE

Business Licenses and Permits Committee will discuss an application submitted by

Barcade New York, LLC d/b/a Barcade 148 W. 24th Street

An application for an On-Premise Liquor License

DATE:

Tuesday, January 8[™] 2013 6.30 PM

TIME: PLACE: Intercontinental NY Time Square -300 West 44° Street, Ballroom Level

We invite you to attend this meeting and give your consideration this application.

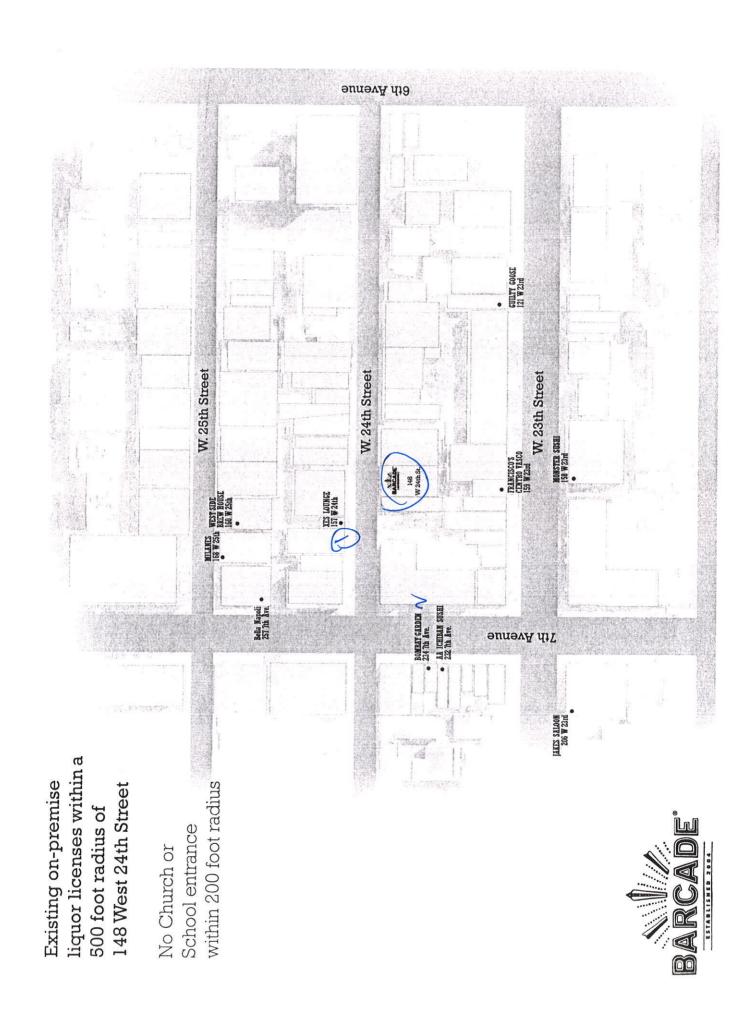
Alternately, you may may fax or email us at the address isted above.

For more information, please call 212,736,4836.





147 147 167 167 167 167 167 167 167 16	142-146 W. 24th St. 10 Story vacant
6 story building 149 W. 24th St. Lighting Open Sky and Grip (for rent)	BARCADE 148 W. 24th St.
155 W. 24th St. Apple Cleaners	king of 152 H. Street W. 24th St. 152 3 story ground floor: floor floor: vacant retail
157 XES XES Lounge 4 story	Parking Lot



148 W 24TH ST, New York, 10011

* 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.

Closest Liquor Stores

Address	Approx. Distance
167 W 23RD STREET	295 ft
745 6TH AVE	450 ft
143 W 26TH STREET	540 ft
	880 ft
	920 ft
	960 ft
	1470 ft
	167 W 23RD STREET

Churches within 500 Feet

Name	
	Approx. Distance

Schools within 500 Feet

Name Address Approx. Distance	Name			Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
JERETON ENTERTAINMENT INC	157 W 24TH ST	70 ft
CHELSEA MANOR NYC LLC	138 W 25TH STREET	255 ft
CHELSEA GRAND LLC	158 160 W 25TH ST	255 ft
BILBOA REST CORP	159 W 23RD STREET	265 ft
161 WEST BAR LLC	161 W 23RD STREET	270 ft
SOOKYING CORP	165 W 23RD ST	285 ft
GODZILLA JAPANESE REST INC	158 W 23RD STREET	305 ft
BOMBAY GARDEN CORP	234 SEVENTH AVE	490 ft
RARE CHELSEA RESTAURANT GROUP LLC	152 W 26TH ST GROUND FLOOR	500 ft
ANGELIC FOODS INC	101 W 25TH ST	500 ft
RLJ III F26 MANHATTAN LESSEE LLC	152 158 W 26TH ST	505 ft
757 REST LLC	757 6TH AVENUE	515 ft
RARE CHELSEA RESTAURANT GROUP LLC	152 W 26TH STREET ROOF	520 ft
THIRTEEN GROUP LLC	128 W 26TH STREET	530 ft
ONDUE 26 LLC	122 W 26TH STREET	545 ft
CHIK ASSOCIATES LLC	135 W 26TH STREET	
. & I 165 LOUNGE LLC	165 W 26TH ST	550 ft
ROUGHLOCK LLC	127 WEST 26TH STREET	555 ft
	TIEL MATOL COLLIDINEEL	570 ft

Name	Address	Approx. Distance
SHEESAN RESTAURANT 26TH LLC	121-125 W 26TH ST	590 ft
EARTHEN GRILL INC	216 7TH AVENUE STORE 2	595 ft
BALLYMONEY NEW YORK INC	206 WEST 23RD STREET	610 ft
R U B BBQ RESTAURANT 1 LLC	208 W 23RD STREET	625 ft
CMR COMEDY LLC	208 W 23RD ST STORE 1	625 ft
COSLINC	700 6TH AVE	645 ft
REGIONAL THAI LTD	208 7TH AVE	655 ft
206 7TH AVE CORP	206 7TH AVE	670 ft
GMRI INC	696 AVENUE OF THE AMERICAS AKA	675 ft
CHIPOTLE MEXICAN GRILL OF COLORADO LLC	283 7TH AVE	685 ft
SEVENTH AVENUE TOMATO INC	209 7TH AVENUE	700 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
TH PLUS INC	208 7TH AVE	640 ft
SYS CHELSEA INC		660 ft

Unmapped licenses within zipcode of report location

	Name	Address
1		