

# Manhattan Community Board 4

(All Fields Must Be Completed)

## Liquor License Stipulations Application

<b>APPLICANT</b> Marquee Merchandise		<b>DOING BUSINESS AS (DBA)</b> 777 Theatre Bar	
<b>STREET ADDRESS</b> 777 <sup>th</sup> Eighth Ave, 2nd Floor New York, NY 10018		<b>CROSS STREETS</b> between 47 <sup>th</sup> + 48 <sup>th</sup> Street	
<b>OWNER</b>	<b>NAME:</b> Mathew Murphy	<b>ATTORNEY</b>	<b>NAME:</b> Jason Baruch
	<b>PHONE:</b> 212-529-5810 ext. 720		<b>PHONE:</b> 212-840-6400
	<b>FAX:</b> 212-529-4735		<b>FAX:</b> 212-840-6401
<b>MANAGER</b>	<b>NAME:</b> Mathew Murphy	<b>LANDLORD</b>	<b>NAME:</b> Roy Arias
	<b>PHONE:</b> 212-529-5810 ext. 720		<b>PHONE:</b> 212-957-8358
	<b>FAX:</b> 212-529-4735		<b>FAX:</b>
<b>DESCRIPTION OF BUSINESS</b>			
<b>Establishment Type:</b>		<input type="radio"/> Bar/Tavern <input type="radio"/> Bed & Breakfast <input type="radio"/> Eating Place Beer <input type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input type="radio"/> Restaurant <input type="radio"/> Catering Establishment <input type="radio"/> Club (Fraternal Organization - Members Only) <input checked="" type="checkbox"/> Other (Explain): <u>Theatre Lobby Bar (Beer+Wine Only)</u>	
<b>Method of Operation:</b>		<input type="radio"/> Restaurant <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Pizzeria <input type="radio"/> Cafe <input checked="" type="checkbox"/> Other (Explain): <u>Wine + Beer sold pre-show and at intermission of Off-Broadway Theatre</u>	
<b>License Type:</b>		<input checked="" type="checkbox"/> On-Premise <input type="radio"/> Wine <input type="radio"/> Beer <input checked="" type="checkbox"/> Wine & Beer (Tavern Wine)	
<b>APPLICATION TYPE</b> (check one)		<input checked="" type="checkbox"/> <b>New</b>	
		Has applicant owned or managed a similar business? <span style="float:right"><input checked="" type="radio"/> YES <input type="radio"/> NO</span>	
		What is/was the name of establishment? <u>Helen Hayes Theatre Bar</u>	
		What is/was the address of the establishment? <u>240 West 44<sup>th</sup> Street, NY</u>	
		What were the dates the applicant was involved with this former premise? <u>May 2007 to present</u>	
		<input type="radio"/> <b>Transfer</b>	
		What is the prior license #?	
		What is the expiration date on the prior license?	
		Are you making any alterations or operational changes? <span style="float:right"><input type="radio"/> YES <input type="radio"/> NO</span>	
		If alterations or operational changes are being made, please attach the plans to this form.	
<input type="radio"/> <b>Alteration</b>			
What is the current license #?			
What is the expiration date on the current license?			
Please describe the nature of the alterations and attach the plans			

**OPERATIONAL ISSUES**

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>HOURS</b> <i>varies daily on show</i>							
Operation	7:30-9:30PM	7:30-9:30PM	1:30-3:30PM 7:30-9:30PM	7:30-9:30PM	7:30-9:30PM	1:30-3:30PM 7:30-9:30PM	7:30-9:30PM
Music	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kitchen	N/A	N/A	N/A	N/A	N/A	N/A	N/A

OCCUPANCY	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate Occupying Premises (Including Employees)	Number of Tables	Number of Seats in Theatre	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Bars	Number of Seats in lobby	Number of Tables
	200	157	0	147	0	1	0	10	0

How many floors are there? What is the capacity for each floor? (please respond in space provided)  1  2  3+ Only Lobby on 2nd Floor

Will you be applying or intending to apply for a cabaret license? If yes, will there be dancing? (please respond in space provided) YES  NO  N/A

Will applicant have bottle service? YES  NO  N/A

Will you be hosting private parties and promotional events? YES  NO  N/A

Will outside promoters be used? YES  NO  N/A

Will the security plan submitted be implemented? YES  NO  N/A

Will State certified security personnel be used? YES  NO  N/A

Will New York Nightlife Association recommendations and NYPD Best Practices be followed? YES  NO  N/A

Will the applicant be using delivery bicycles? If yes, have you applied to DOT for bicycle rack? Delivery bicycles are to be clearly marked with the name of the restaurant and staff will wear attire clearly noting name. (please respond in space provided) YES  NO  N/A

Will the applicant be applying for a Sidewalk Café now or in the future? (please respond in space provided) YES  NO  N/A

If yes to the above, are plans attached and submitted to DCA? How many tables/seats? (please respond in space provided) YES  NO  N/A

Will applicant provide contact information to neighbors and respond to complaints that arise?  YES  NO  N/A

Will you inform the Community Board office of your job openings and/or provide a hyperlink to your jobs webpage? YES  NO  N/A

If you plan to have music, what type(s)?  BACKGROUND  LIVE MUSIC  DJ *set background music*

**BUILDING DESIGN**

Doors and windows will be closed when any amplified music is played and in the event of no amplified sound, will be closed by 11 PM Friday and Saturday and 10 PM on all other days.  YES  NO  N/A

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  N/A

Do you agree to comply with DOB rules concerning a storm enclosure? Storm enclosures can be used between November 15 and April 15, but they may NOT project more than 18 inches from the store front. YES  NO  N/A

OUTDOOR ITEMS			
Will applicant use the rooftop, rear yard or any outdoor space?	YES	<input checked="" type="radio"/> NO	N/A
If yes to the above, the rear yard, rooftop, and any outdoor space will be closed and vacated by 11 PM on Friday & Saturday and 10 PM on all other days.	YES	NO	<input checked="" type="radio"/> N/A
The service and consumption of alcohol in the rear yard, on the rooftop, or in any other outdoor space will be only via seated food service.	YES	NO	<input checked="" type="radio"/> N/A
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	YES	NO	<input checked="" type="radio"/> N/A
Applicant will do everything in their power to provide an effective sound baffling or sound controlled environment through landscaping or some type of enclosure, where possible; provided they do not violate any fire or building code regulations? This includes possibly working with landlords for soundproofing tenants apartments (such as installing soundproofing windows, acoustical tiles, etc.).	YES	NO	<input checked="" type="radio"/> N/A
Applicant will enforce a quiet environment in the outdoor space, so as not to disturb nearby residents (e.g. there will be no amplified music, as per the law, and windows and doors to areas that play amplified music shall be closed). The applicant will make every effort possible to limit the noise emanating from diners by posting signs outside and also on menus asking for respect of the neighbor's privacy and peace. The staff will also encourage a peaceful environment amongst the outdoor diners.	YES	NO	<input checked="" type="radio"/> N/A
Applicant will have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	<input checked="" type="radio"/> N/A

LOCATION & ZONING			
Primary Zoning District:	C 6-4	Overlay (If Applicable):	
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	<input checked="" type="radio"/> YES	NO	N/A
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	<input checked="" type="radio"/> YES	NO	N/A
Is the 500 Foot Rule or 200 Foot Rule Triggered? If yes, which? Please attach a diagram of the establishments that triggers the rule.	YES	<input checked="" type="radio"/> NO	N/A
Is a Public Assembly permit required?	YES	<input checked="" type="radio"/> NO	N/A
Are your plans filed with DOB?	YES	NO	<input checked="" type="radio"/> N/A
Building Type	<input type="radio"/> Residential <input checked="" type="radio"/> Commercial <input type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____		
Adjacent Buildings	<input type="radio"/> Residential <input checked="" type="radio"/> Commercial <input type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____		
NOTIFICATION: What organizations / community groups have you notified regarding your application?	# 1	notice placed in window at 777 Eighth Ave	
	# 2		
	# 3		

**ADDITIONAL INFORMATION (Applicant Use)**

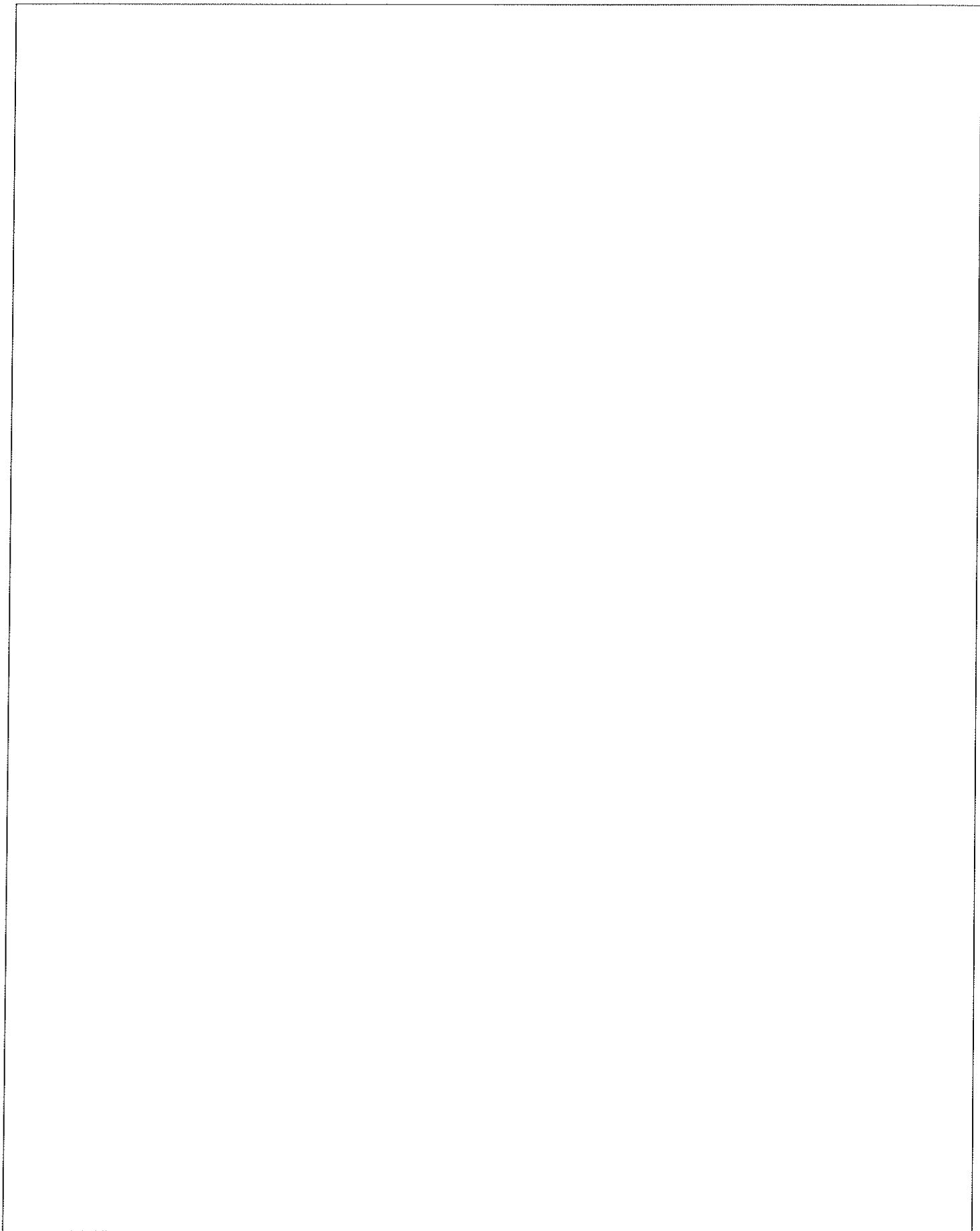
[Empty white space for additional information]



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

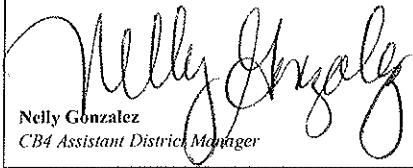
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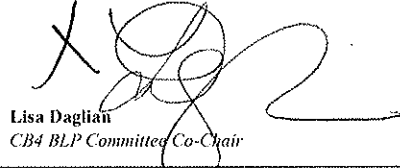


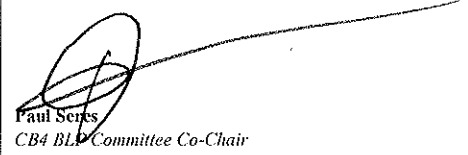
Manhattan Community Board 4 (MCB4) recommends:

- Denial unless all agreed to by applicant is part of the method of operation  
 Denial    Approval

**CB4 REPRESENTATIVES**

  
Nelly Gonzalez  
CB4 Assistant District Manager

  
Lisa Daglian  
CB4 BLP Committee Co-Chair

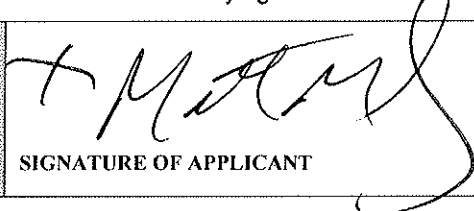
  
Paul Seres  
CB4 BLP Committee Co-Chair

**APPLICANT AGREEMENT WITH THE COMMUNITY**

Pursuant to these stipulations, this applicant agrees to have these provisions incorporated in the method of operation of their liquor license. Additionally, the applicant agrees to the community agreements as the basis for the community supporting this application.

**SIGN HERE**



  
SIGNATURE OF APPLICANT

Tuesday,  
October 8, 2013

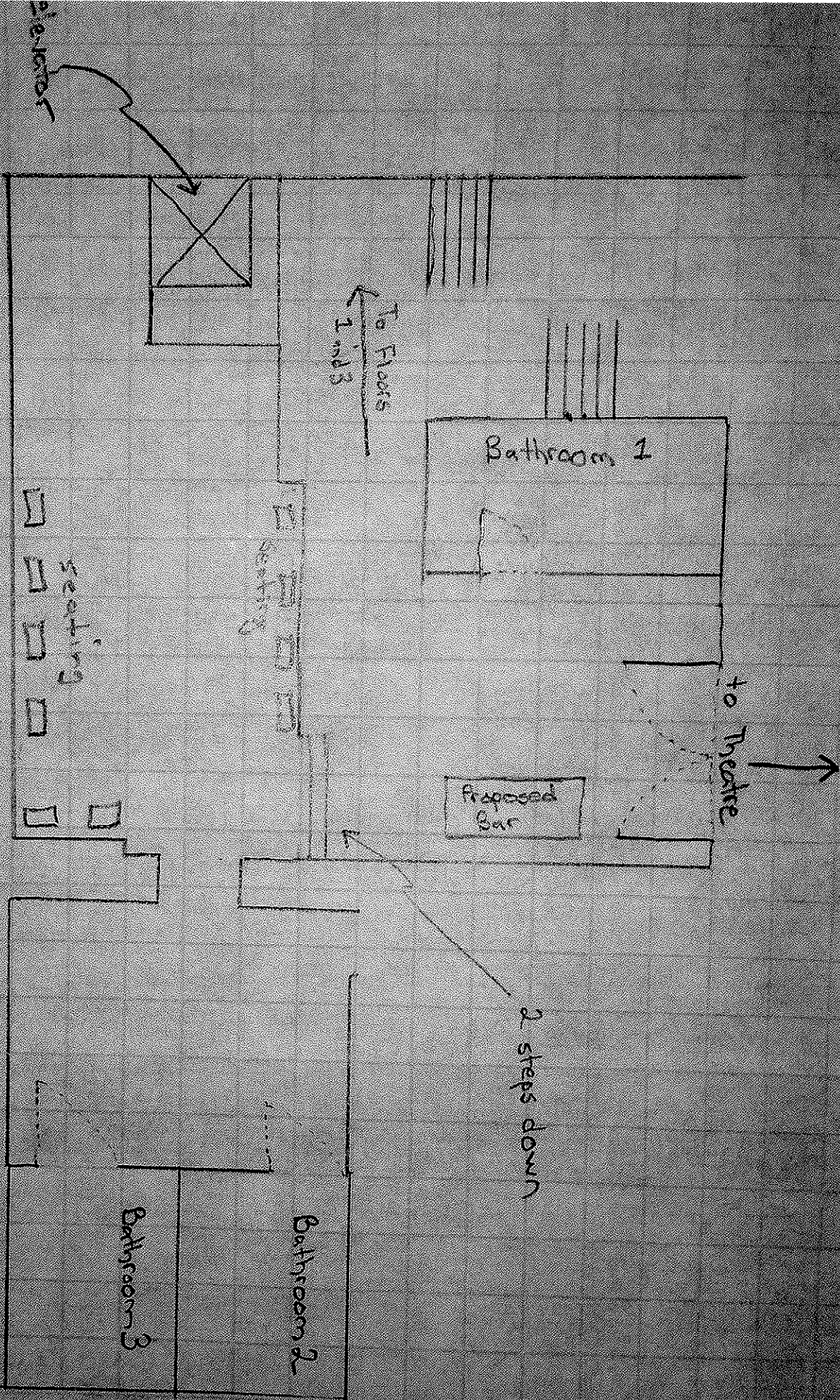
DATE

# *777 Theatre Bar*

## *Menu*

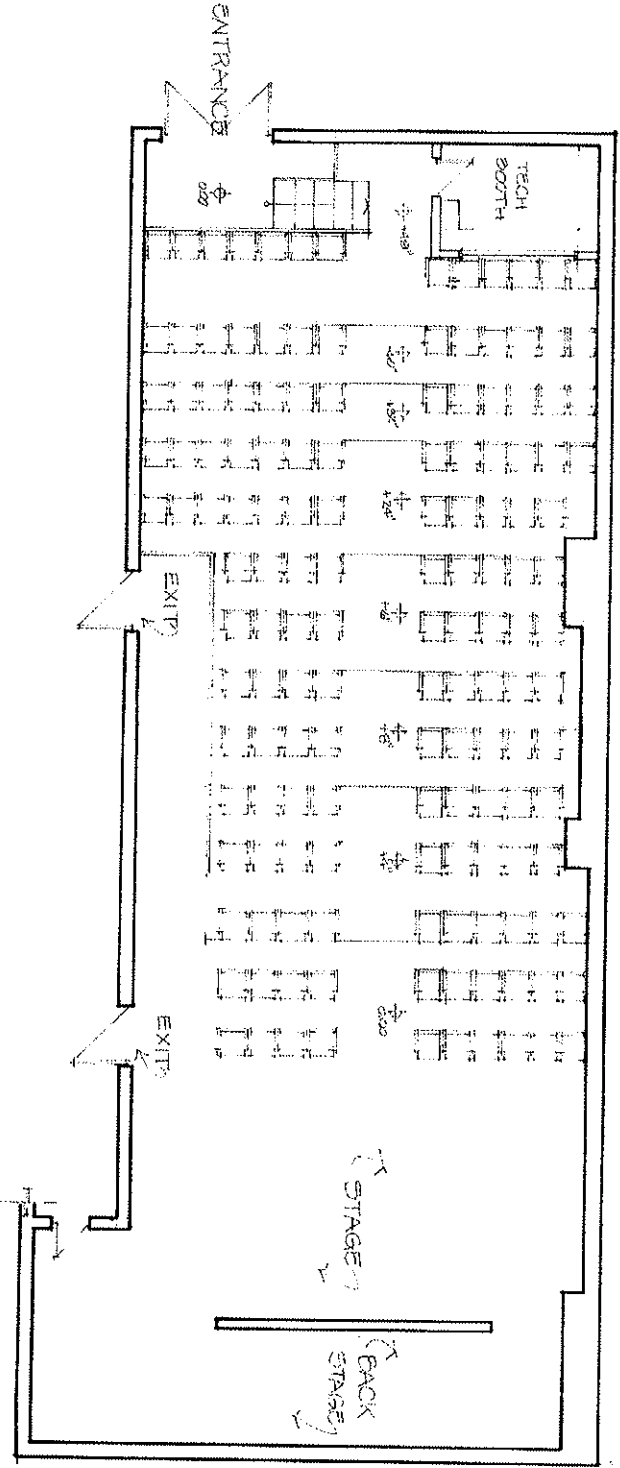
Red Wine . . . . .	\$8
White Wine . . . . .	\$8
Beer . . . . .	\$8
Coke . . . . .	\$4
Diet Coke . . . . .	\$4
Sprite . . . . .	\$4
Water . . . . .	\$4
Peanut M&Ms . . . . .	\$4
Twizzlers . . . . .	\$4
Pretzels . . . . .	\$4
Pringles . . . . .	\$4





Scale: 1" = 2'

2nd Floor Lobby  
 777 Eighth Avenue



777 THEATRE (147 SEATS) 880' x 142'