

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License Stipulations Application

APPLICANT		DOING BUSINESS AS (DBA)		
Pickle LLC		Willow		
STREET ADDRESS		CROSS STREETS		
85 Tenth Avenue		West 15 th & 16 th Street		
OWNER	NAME: Pickle LLC	ATTORNEY	NAME: Robert V. Ferrari	
	PHONE: 646-649-2339		PHONE: 212-972-7040	
	FAX:		FAX:	
MANAGER	NAME: William Malnotti	LANDLORD	NAME: The Relates Companies LLP	
	PHONE: 646-649-2339		PHONE: 212-801-3512	
	FAX:		FAX:	
DESCRIPTION OF BUSINESS				
Establishment Type:	<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 checked="" type="radio"/> Restaurant			
	<input type="radio"/> Catering Establishment <input type="radio"/> Club (Fraternal Organization – Members Only)			
	<input type="radio"/> Other (Explain): _____			
Method of Operation:	<input checked="" 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 type="radio"/> Other (Explain): _____			
License Type:	<input checked="" type="radio"/> On-Premise <input type="radio"/> Wine <input type="radio"/> Beer <input type="radio"/> Wine & Beer			
APPLICATION TYPE <i>(check one)</i>	<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	YES	NO
		What is/was the name of establishment?	Tenjune	
		What is/was the address of the establishment?	26 Little West 12 th Street	
		What were the dates the applicant was involved with this former premise?	2006-2008/2008-2012 Marketing	
	<input type="radio"/> Transfer	What is the prior license #?		
		What is the expiration date on the prior license?		
		Are you making any alterations or operational changes?	YES	NO
		<i>If alterations or operational changes are being made, please attach the plans to this form.</i>		
	<input type="radio"/> Alteration	What is the current license #?		
		What is the expiration date on the current license?		
<i>Please describe the nature of the alterations and attach the plans</i>				

OPERATIONAL ISSUES										
HOURS		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
	Operation	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	
	Music	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	11 a.m. – 4 a.m.	
	Kitchen	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	11 a.m. – 3 a.m.	
OCCUPANCY	INDOOR				BAR			OUTSIDE		
	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 Bars	Number of Seats	Number of Tables	
	74	60	19	36	0	1	11	N/A	N/A	
How many floors are there? What is the capacity for each floor? (please respond in space provided)					1-2	3-4	5+	1 st Floor – 1750 sq ft		
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 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			
If you plan to have music, what type(s)?			BACKGROUND	LIVE MUSIC	DJ					
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	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	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	N/A
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	YES	NO	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	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	N/A
Applicant will have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	N/A

LOCATION & ZONING

Primary Zoning District:	Commercial	Overlay (If Applicable):	
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	N/A
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	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	NO	N/A
Is a Public Assembly permit required?	YES	NO	N/A
Are your plans filed with DOB?	YES	NO	N/A

Building Type	<input type="radio"/> Residential <input type="radio"/> Commercial <input type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____
Adjacent Buildings	<input type="radio"/> Residential <input 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	Council Chelsea Block Association: Wborock@hotmail.com
	# 2	
	# 3	

ADDITIONAL INFORMATION: (Applicant Use)

ADDITIONAL NOTES: (Office Use Only)

ADDITIONAL STIPULATIONS: (Office Use Only)

Blank area for additional stipulations.

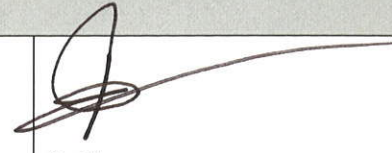
Manhattan Community Board 4 (MCB4) recommends:

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

CB4 REPRESENTATIVES


Nelly Gonzalez
CB4 Community Associate


Lisa Daglian
CB4 BLP Committee Co-Chair


Paul Seres
CB4 BLP Committee Co-Chair

APPLICANT AGREEMENT WITH THE COMMUNITY

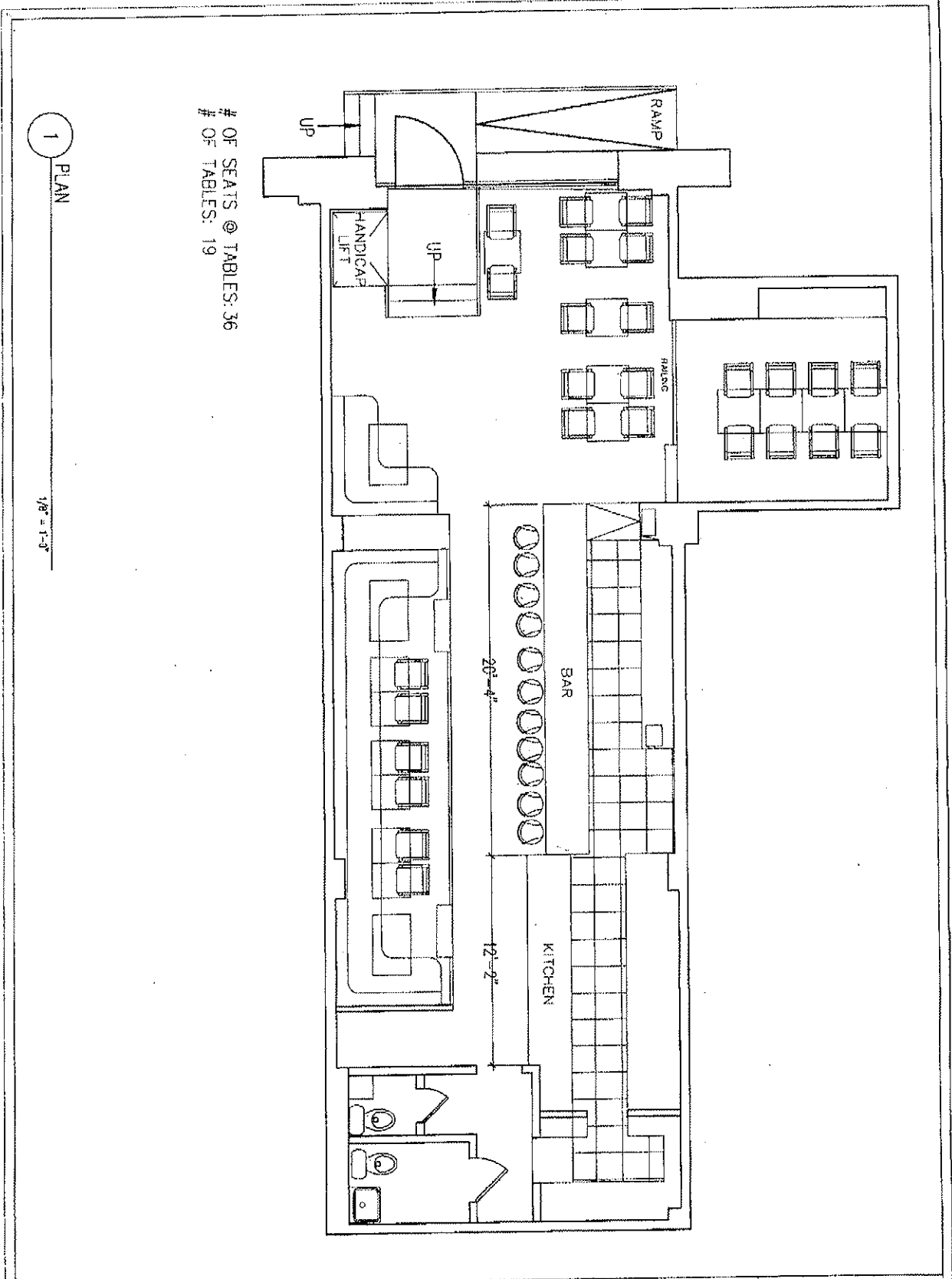
Pursuant to these stipulations, this applicant agrees to have these provisions incorporated in the method of operation of their liquor license. Additionally, the applicant agrees to the community agreements as the basis for the community supporting this application.

SIGN HERE →


SIGNATURE OF APPLICANT

Tuesday, June 12, 2012

DATE 6/12/12



OF SEATS @ TABLES: 36
 # OF TABLES: 19

1 PLAN

1/8" = 1'-0"



11 CIRCLES AVE
 CLARKSON, NJ 07066
 THE ROCKEFELLER BLDG 2ND FLOOR
 NEW YORK, NY 10020

ALL SEAT RESERVATIONS
 ARE SUBJECT TO THE FOLLOWING
 TERMS AND CONDITIONS:
 1. SEAT RESERVATIONS ARE NOT
 GUARANTEED AND ARE SUBJECT TO
 THE AVAILABILITY OF SEATS.
 2. SEAT RESERVATIONS ARE NOT
 TRANSFERABLE.
 3. SEAT RESERVATIONS ARE NOT
 REFUNDABLE.
 4. SEAT RESERVATIONS ARE NOT
 VALID FOR TAKE OUT SERVICE.
 5. SEAT RESERVATIONS ARE NOT
 VALID FOR GROUP SERVICE.
 6. SEAT RESERVATIONS ARE NOT
 VALID FOR SPECIAL OCCASIONS.
 7. SEAT RESERVATIONS ARE NOT
 VALID FOR PRIVATE PARTIES.
 8. SEAT RESERVATIONS ARE NOT
 VALID FOR EVENTS.
 9. SEAT RESERVATIONS ARE NOT
 VALID FOR FUNCTIONS.
 10. SEAT RESERVATIONS ARE NOT
 VALID FOR OTHER REASONS.
 11. SEAT RESERVATIONS ARE NOT
 VALID FOR ANY REASON.
 12. SEAT RESERVATIONS ARE NOT
 VALID FOR ANY REASON.
 13. SEAT RESERVATIONS ARE NOT
 VALID FOR ANY REASON.
 14. SEAT RESERVATIONS ARE NOT
 VALID FOR ANY REASON.
 15. SEAT RESERVATIONS ARE NOT
 VALID FOR ANY REASON.

PROJECT
 PROPOSED RESTAURANT FOR
 65 TENTH AVE
 NEW YORK NY

DRAWN BY: BT
 CHECKED BY: CK
 PROJECT#: 11055B
 DATE: 01/27/12
 SCALE: AS NOTED

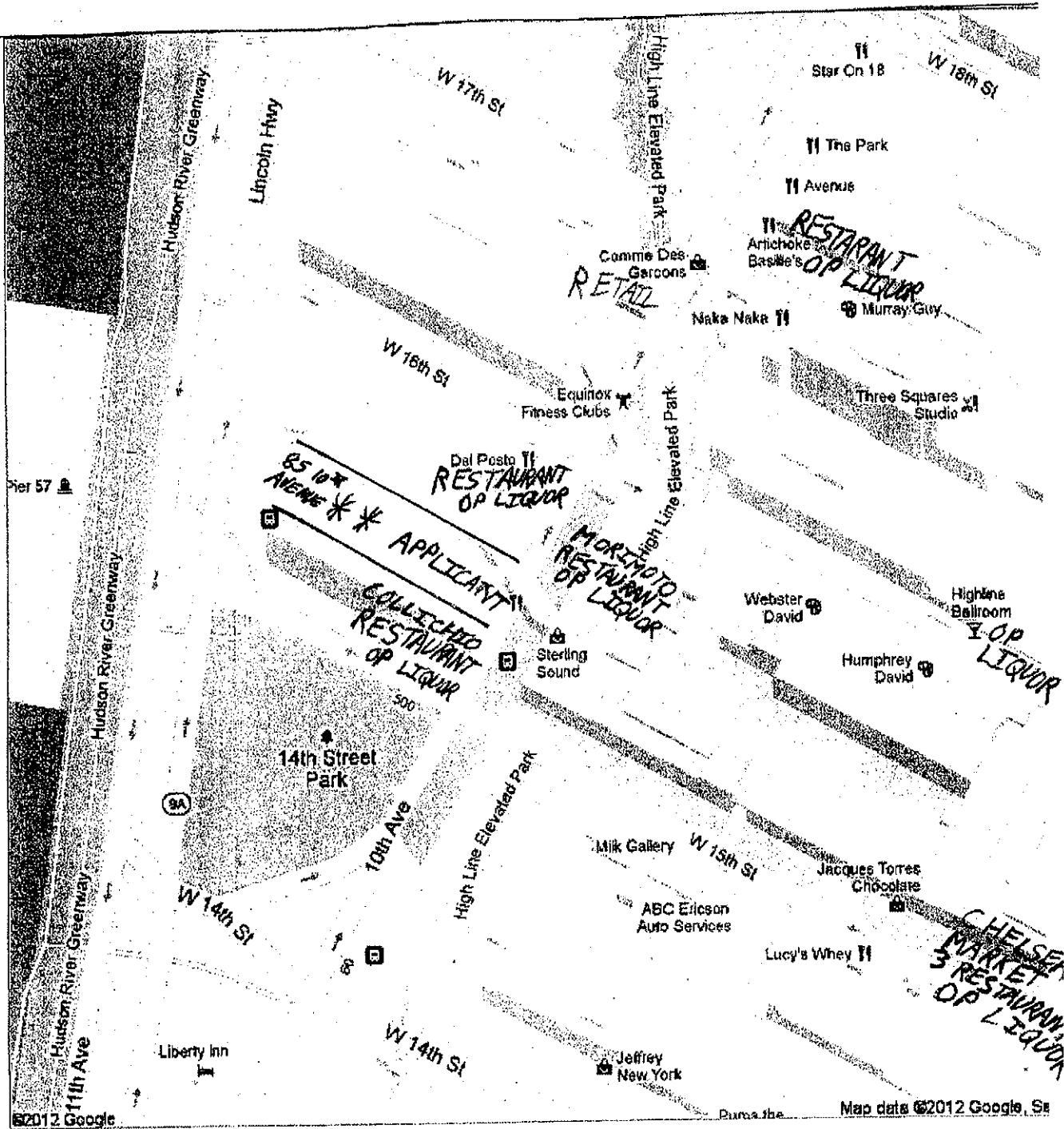
DRAWING TITLE
 MILLION

PROFESSIONAL SEAL



A-400.00

DRAWING #
 SHEETS: OF 3



WILLOW
 85 10TH AVENUE
 APPLICANT

500 FOOT +
 200 FOOT DIAGRAM

MENU

Note: A complete menu is still being refined and will be submitted at the BLP hearing on June 12, 2012. A summary is as follows:

Appetizers

There will be a raw bar to choose from with many types of oysters and clams, among other raw fish items as an appetizer or main course.

Main Course

This will be mostly fish items from the Boston Bay area but will include pastas and other non-fish items.

Desserts

There will be a mix of classic and modern desserts made locally.

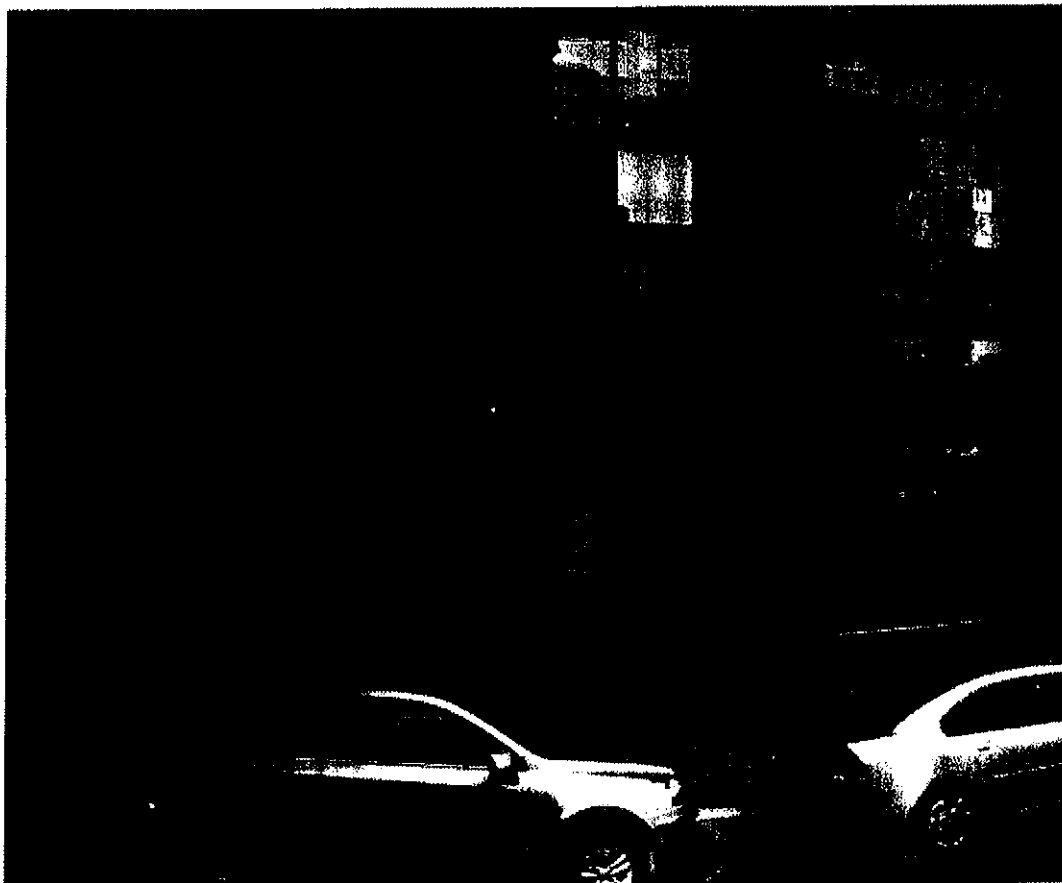
Drinks

There will be a varied complement of cocktails and an extensive wine list.

Google

Address **91 10th Avenue**

Address is approximate



PUBLIC INTEREST STATEMENT

Willow is of the opinion that annual gross revenues at this location will be greater than \$2 million with a potential of \$5 million after 5 years. The collection of sales taxes by New York State, New York City, and the MTA at a rate of 8.875% will be substantial.

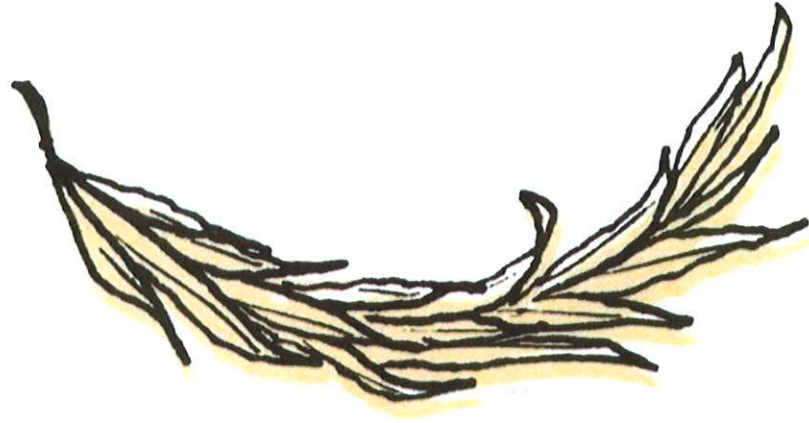
With a potential New York State budget deficit approaching \$10 billion and New York City's deficit a little less but still in billions, any additional tax revenue that does not come from individual taxpayers is certainly welcome.

The premises is vacant and the addition of a restaurant with many employees will be significant. With the unemployment rate greater than 8%, every increase in employment is helpful especially adding new jobs from the restaurant to this economy without even including the construction jobs that will be created by the construction of the restaurant.

The former tenant at this space was a seafood restaurant. Willow will be a more elaborate seafood restaurant specializing in seafood from the Boston Bay area and will have an exciting raw bar.

New York City has been and will continue to be a cultural leader among the great cities of the world. In addition to the substantial financial benefits Willow will bring to this community, the restaurant will help sustain New York's position at the forefront of modern cuisine.

Additionally, the space is zoned for restaurant purposes.



Willow
— ROAD —

PROJECT SUMMARY

Willow Rd, located at 85 10th Avenue between 15th and 16th Streets, is a small Market-to-Table American Bistro. As a chef-driven restaurant, Executive Chef Colby Wood is excited to be branching out on his own after honing his skills as a sous-chef under Chef Eric Ripert at Le Bernardin for the past 5 years.

Operations

Main Dining Room: 41 seats

Bar: 11 seats - the full menu will be available at all times

Total Seats: 52

Lunch/Brunch: will be served seven days a week from 11 am until 4 pm

Dinner: will be served seven days a week from 6 pm until 11:30 pm

A lighter abbreviated menu will be available between lunch and dinner 4pm-6pm and from 11:30pm-3am



Music

All music is ambient background music only that will be comfortable for guests and be well within required NYC regulation levels. There will not be any live music or DJs. There is no dancing or dance floor. Dancing will not be permitted and a cabaret license is not being applied for.

Deliveries

Deliveries will come directly to the entrance on 10th Avenue. There is No Parking on 10th Avenue between 15th and 16th during the day, so there will be no issues with delivery trucks and double parked vehicles.

Garbage

There are other restaurants at 85 10th Avenue, Del Posto and Colicchio & Sons, that share the loading dock on 15th Street. Garbage removal for Willow Rd will be coordinated with existing pick up times.

Traffic

Willow Road is a small restaurant that is not expected to generate any significant traffic impact.

PROJECT TEAM**Colby Wood, Executive Chef**

Originally from Northhampton, MA, Willow Rd's executive chef Colby Wood started working in the kitchen at age 14. He moved his way up the ladder from dishwasher to prep cook to line cook at various restaurants in his hometown. He wanted to take his culinary career to the next level so he attended Le Cordon Bleu in Pasadena, followed by a 2 year program at CIA. Most recently, Chef Wood spent the last 5 years working as a sous chef under Chef Eric Ripert at the world famous, 3 Michelin-starred, Le Bernardin.

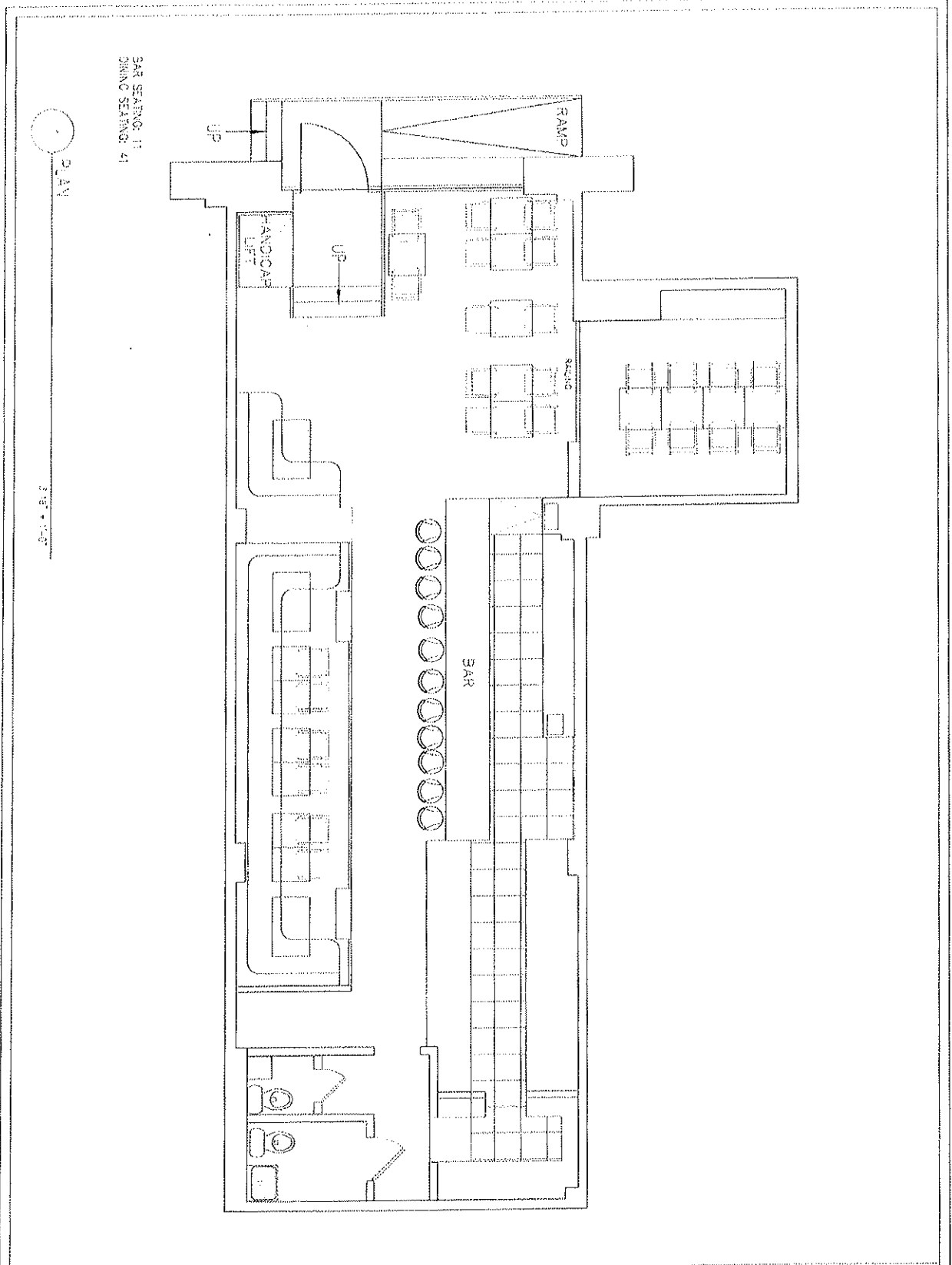
Jordan Lari, Director of Operations

After completing his Masters Degree in Creative Writing at The Florida State University, Jordan Lari has spent the last 8 years in several marquis new York restaurant operations including TriBeCa Grill, Gilt, and most recently for Chef Geoffrey Zakarian at the Lambs Club and the National Restaurant and Bar.

Will Malnati, Partner

Will Malnati comes from a family of restaurateurs. Over the last 40 years, the Malnati name, as the proprietors of Chicago's famed pizza chain Lou Malnati's, with over 35 locations, 8 of which Mr. Malnati worked in, has come to be synonymous with restaurant excellence. However, Mr. Malnati was resolved not to simply rest on his family's laurels and went on to study and hone his hospitality skills. Upon graduating from the School of Hotel Administration at Cornell University, Malnati helped open and then oversaw the smooth operation of Lou Malnati's newest (and at the time, biggest) branch, in Lakewood, Illinois. Shortly thereafter, he moved to New York City, where he quickly climbed the ranks of burgeoning restaurateurs.

As the GM of EMM Group's restaurants Abe & Arthur's and Catch, he oversaw a staff of over 200 employees and ensured their quick ascension to the top of New York's most esteemed restaurant lists. Mr. Malnati has proven himself time and time again to be skilled both operationally and promotionally in restaurant and hospitality ventures, earning a reputation as a surefire success in a town filled with uncertainty.



S&P SEATING: 11
 DRINK SEATING: 41

PLAN

3/8" = 1'-0"

NEW WORLD
 DESIGN
 STUDIO, LLC

11 GUNDE AVE
 USTON, N.Y. 10081
 TEL: 212.692.1234

ALL ROOMS RESERVED FOR THE ARCHITECT'S USE. NO PART OF THIS DRAWING SHALL BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. THIS DRAWING IS THE PROPERTY OF THE ARCHITECT AND IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. IT IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT.

PROJECT
 PROPOSED ALTERATION FOR
 WILLOW
 85 TENTH AVE
 NEW YORK NY

DRAWN BY: BT
 CHECKED BY: CK
 PROJECT #: 10085E
 DATE: 04/5/12
 SCALE: AS NOTED

DRAWING TITLE
 PRELIMINARY PLAN

PROFESSIONAL SEAL
 A-100.00
 DRAWING #:
 SHEET: OF 3

OYSTERS
\$ 3

Willow

COCKTAILS
\$ 13

SHARED PLATES

Spicy Chicken Lettuce Wraps
mint, basil, pickled carrots
\$14

Serrano Ham
goat cheese, honey-apricot chutney
\$15

Duck Cuban
duck prosciutto, duck confit, housemade pickle, mustard
\$6

Half Dozen Oysters on the Half Shell
saffron pickled shallot mignonette
\$14

Fresh Corn "Grits" & Carolina Shrimp
sea urchin, butter, chives
\$16

Chopped Salad
kale, iceberg, fresh garbanzo beans, garden vegetables,
bacon, blue cheese - buttermilk dressing
\$16

SOUPS & SALADS

Tomato Soup
Spiced Peekytoe Crab Melt
\$14

Grilled Romaine Salad
ricotta salata, aged balsamic vinegar
\$16

Watermelon & Feta Salad
Hazelnut Watercress, Sherry Vinaigrette
\$14

Roasted Maitake, Shaved Mushroom Salad
celery, mache, truffle vinaigrette
\$16

MAIN DISHES

Duroc Pork 'Filet Mignon'
Fresh Corn Spoon Bread, Roasted Garlic Jus
\$26

Mushroom Ravioli
Parmesan Cream, Peas, Crispy Squash Blossom
\$19

Fried Young Chicken
Sautéed Greens, Buttermilk Biscuit, Honey Mustard
\$25

Black Bass "A La Plancha"
Black Olive Crushed Potatoes, Mussel Broth,
Salsa Verde
\$26

Berkshire Pork Loin Wrapped in Prosciutto
Mashed Potatoes, Citrus-Tomato Broth
\$22

Willow Sirloin Burger
Bacon, Meyer Lemon, Housemade Ketchup,
French Fries
\$18

SIDES

Mashed Potatoes \$5 Sautéed Kale \$5 French Fries & Housemade Ketchup \$8
Crispy Squash Blossoms & Lemon Aioli \$10

COUNCIL OF CHELSEA BLOCK ASSOCIATIONS [CCBA]**3) 85 10th Avenue – Willow Rd Restaurant
Liquor license Application – Applicant Pickle, LL.C**

Brooke Schafran of James Capalino+Company e-mailed me some information about this application. She offered to meet or talk by phone about the request and she asked for the Council of Chelsea Block Association's support. The information she provided was forwarded to our CCBA representatives for their review and input.

Subsequent to this e-mail. I had several conversations with Ms. Schafran and an in-person discussion with George Fontas, who is also employed by James Capalino+Company. Although CCBA as a group did not meet with the applicant's representatives, based on the feedback I received from our CCBA representatives, I advised Ms. Schafran and Mr. Fontas that we would SUPPORT their application for a liquor license. Our reasons are noted below:

- o Willow Rd is a small bistro with 52 total seats.
- o The music as described will be, "ambient background music" with no live music, no DJ's and no dancing.
- o It should be noted that in early May of this year, CCBA gave its approval for a new restaurant named, "Ventanas", located at 100 10th Avenue, when they applied for a sidewalk café before your Committee.

The location was described as being in a dark and dismal area and it was felt that having a sidewalk café there would help to improve and benefit the area. Representatives from the two CCBA block Associations closest to the 85 10th Avenue location expressed the same thoughts with regard to benefits coming from the opening an establishment at this site which is close to the 100 10th Avenue.

-2-

As one of our representatives said, "This shouldn't add to any existing problems, if there are any".

It is my understanding, that no CCBA representative will be attending your June 12th Committee Meeting with regard to the Willow RD, Pickle LLC application for the 85 10th Avenue site.

Based on what was mentioned previously, the Council of Chelsea Block Associations SUPPORTS the request to have a liquor license at 85 10th Avenue,.

85 TENTH AVENUE ASSOCIATES, L.L.C.
c/o THE RELATED COMPANIES, L.P.
60 COLUMBUS CIRCLE
NEW YORK, NY 10023

June 7, 2012

Ms. Christine Berthet
Co-Chair, BLP Committee

Mr. Paul Seres
Co-Chair, BLP Committee

Mr. Corey Johnson
Chair, Manhattan CB 4

330 West 42nd Street, 26th Floor
New York, NY 10036

Dear Chairpersons Berthet, Seres and Johnson:

We are the owners of 85 Tenth Avenue, which we expect to be the future home of a new restaurant called Willow Rd. We would like to express our support for the liquor license application that is being submitted by Pickle LLC for Willow Rd, a new market-to-table American bistro to be located on the Tenth Avenue side of our building. Willow Rd is the exciting first solo venture for Executive Chef Colby Wood, and his experience, most notably as sous-chef under Chef Eric Ripert at Le Bernardin for the past 5 years, will be an outstanding addition to our community.

Willow Rd will occupy the space that was formerly occupied by The John Dory, which has long been vacant. By encouraging a quality restaurant to open in this space, we can continue to invigorate the area, creating even more jobs and revenue for the City and helping all other businesses with the increased activity.

As you are aware, the area has changed dramatically over the years, and is now a center for high-quality, neighborhood-friendly operations. This continuing transition bodes well for our community and will attract even more jobs – from dining establishments to shops and major businesses. We all anticipate the continuing dramatic increase in technology and related jobs within a few blocks of Willow Rd; this will create a great demand for an additional quality restaurants. Community Board 4 has been supportive of the improvements in the neighborhood and I hope that you continue to do so. By encouraging new businesses such as Willow Rd you help the rest of us and send a clear signal that you value quality operations and are looking to the strengthen the neighborhood. But we all need to help and you can do so by supporting the application.

We respectfully ask that you support Pickle LLC's liquor license application, and hope that Community Board 4 will pass a positive resolution and send its support to the State Liquor Authority.

Sincerely,



Michael Winston
Vice President

**17TH AND 10TH ASSOCIATES LLC
c/o THE RELATED COMPANIES, L.P.
60 COLUMBUS CIRCLE
NEW YORK, NY 10023**

June 6, 2012

Ms. Christine Berthet Co-Chair, BLP Committee	Mr. Paul Seres Co-Chair, BLP Committee	Mr. Corey Johnson Chair, Manhattan CB 4
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330 West 42nd Street, 26th Floor
New York, NY 10036

Dear Chairpersons Berthet, Seres and Johnson:


We are the owners of The Caledonia, located at 450 West 17th Street. As a neighborhood business owner, we would like to express our support for the liquor license application that is being submitted by Pickle LLC for Willow Rd, a new market-to-table American bistro to be located at 85 Tenth Avenue (which is located across Tenth Avenue from our property). Willow Rd is the exciting first solo venture for Executive Chef Colby Wood, and his experience, most notably as sous-chef under Chef Eric Ripert at Le Bernardin for the past 5 years, will be an outstanding addition to our community.

Willow Rd will occupy the space that was formerly The John Dory, that has long been vacant. By encouraging a quality restaurant to open in this space, we can continue to invigorate the area, creating even more jobs and revenue for the City and helping all other businesses with the increased activity.

As you are aware, the area has changed dramatically over the years, and is now a center for high-quality, neighborhood-friendly operations. This continuing transition bodes well for our community and will attract even more jobs – from dining establishments to shops and major businesses. We all anticipate the continuing dramatic increase in technology and related jobs within a few blocks of Willow Rd; this will create a great demand for an additional quality restaurants. Community Board 4 has been supportive of the improvements in the neighborhood and I hope that you continue to do so. By encouraging new businesses such as Willow Rd you help the rest of us and send a clear signal that you value quality operations and are looking to the strengthen the neighborhood. But we all need to help and you can do so by supporting the application.

We respectfully ask that you support Pickle LLC's liquor license application and hope that Community Board 4 will pass a positive resolution and send its support to the State Liquor Authority.

Sincerely,


Gregory Gushee
Vice President

Ms. Christine Berthet
Co-Chair BLP Committee
Mr. Paul Seres
Co-Chair BLP Committee
Mr. Corey Johnson,
Chair Manhattan Community Board 4
Insert address
New York, NY 100____

Dear Chairpersons Berthet, Seres and Johnson:

As a neighborhood resident of The Caledonia (located at 450 W 17th st between 9th and 10th Ave) I would like to express my enthusiastic support for the liquor license application that is being submitted by Pickle LLC for Willow Rd, a new Market-to-Table American Bistro at 85 Tenth Avenue. Willow Rd is the exciting first solo venture for Executive Chef Colby Wood, and his experience, most notably as sous-chef under Chef Eric Ripert at Le Bernardin for the past 5 years, will be an outstanding addition to our community.

Willow Rd will occupy the space that was formerly The John Dory, that has long been vacant. By supporting this restaurant opening, we can continue to invigorate the area, and create even more jobs and revenue for the City.

As you are aware, the area has changed dramatically over recent years, and is now a center for high-quality, neighborhood-friendly operations. Willow Road will continue this trend. I anticipate the continuing dramatic increase in development in the area; this will create an even greater demand for additional quality restaurants. Community Board 4 has been supportive of the improvements in the neighborhood and I hope that you continue to do so. Please support Willow Rd, a quality restaurant that will continue to strengthen our neighborhood.

I urge you to support Pickle LLC's application and hope that Community Board 4 will pass a positive resolution and send its support to the State Liquor Authority.

Sincerely,

Morgan Paige Tucker

Ms. Christine Berthet
Co-Chair BLP Committee
Mr. Paul Seres
Co-Chair BLP Committee
Mr. Corey Johnson,
Chair Manhattan Community Board 4

Dear Chairpersons Berthet, Seres and Johnson:

As a neighborhood resident of The Caledonia (450 W17th St) I would like to express my support for the liquor license application that is being submitted by Pickle LLC for Willow Rd, a new Market-to-Table American Bistro at 85 Tenth Avenue. Willow Rd is the exciting first solo venture for Executive Chef Colby Wood, and his experience, most notably as sous-chef under Chef Eric Ripert at Le Bernardin for the past 5 years, will be an outstanding addition to our community.

Willow Rd will occupy the space that was formerly The John Dory, that has long been vacant. By encouraging a quality restaurant to open in this space, we can continue to invigorate the area, creating even more jobs and revenue for the City and helping all other businesses with the increased activity.

As you are aware, the area has changed dramatically over the years, and is now a center for high-quality, neighborhood-friendly operations. This continuing transition bodes well for our community and will attract even more jobs – from dining establishments to shops and major businesses. We all anticipate the continuing dramatic increase in technology and related jobs within a few blocks of Willow Rd; this will create a great demand for an additional quality restaurants. Community Board 4 has been supportive of the improvements in the neighborhood and I hope that you continue to do so. By encouraging new businesses such as Willow Rd you help the rest of us and send a clear signal that you value quality operations and are looking to the strengthen the neighborhood. But we all need to help and you can do so by supporting the application.

I urge you to support Pickle LLC's application and hope that Community Board 4 will pass a positive resolution and send its support to the State Liquor Authority.

Sincerely,

Josh Blasberg
The Caledonia Resident

TACONIC
INVESTMENT PARTNERS LLC

Ms. Christine Berthet
Co-Chair BLP Committee
Mr. Paul Seres
Co-Chair BLP Committee
Mr. Corey Johnson,
Chair Manhattan Community Board 4
Insert address
New York, NY 100__

Dear Chairpersons Berthet, Seres and Johnson:

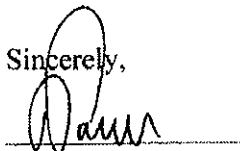
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Sincerely,



CO-CEO Taconic

President - MP1A

Ms. Christine Berthet
Co-Chair BLP Committee
Mr. Paul Seres
Co-Chair BLP Committee
Mr. Corey Johnson,
Chair Manhattan Community Board 4



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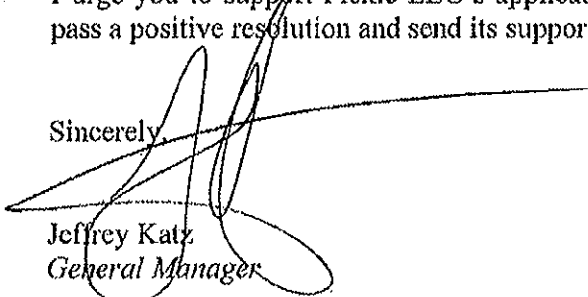
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Sincerely,



Jeffrey Katz
General Manager

Del Posto
85 10th Avenue
NY, NY 10011

Del Posto Ristorante
85 Tenth Avenue - New York City 10011
(212) 497-8090 ~ www.delposto.com



MEATPACKING IMPROVEMENT ASSOCIATION, INC.

LAUREN DANZIGER
Executive Director

Co-Chair Lisa Daglian
Co-Chair Paul Seres
Community Board 4 – Business Licenses & Permits
330 West 42nd Street, 26th Floor
New York, New York 10036

June 8, 2012

Dear Co-Chairs and BLP Committee:

The Meatpacking District Improvement Association (MPIA) strongly supports the application for the liquor license for Pickle LLC, dba Willow Rd. located at 85 10th Avenue.

Willow is set to be a small, inviting venue with a menu that serves market fresh food straight from the farm. The kitchen is to be lead by a world-class chef, the former sous chef from the world famous, New York icon, Le Bernadin. The owners of this concept proactively approached the MPIA in advance of opening to understand neighborhood best practices, how to be involved in the community and how to work with MPIA to not only bring an incredible new venue to the community but how to be a part of it.

Will Manatti, one of the principles has long worked with the neighborhood in a role at EMM Group, where he learned about not only running a quality venue, but about running that venue with the input of the locals and making it a true part of the neighborhood.

Willow will bring a low-key, yet refined dining restaurant, to a neighborhood that is flush with clubs and nightlife. These operators hope to capitalize on the food culture that is thriving in Chelsea and to be respectful of the neighborhood while doing so. This is a lively and classy concept with a delicious menu, and we hope you will appreciate what it has to offer and look favorably upon their application.

I strongly believe Willow will operate in a generous and engaged manner in your district and support their application fully.

Thank You,



Lauren Danziger

GREENWICH VILLAGE  CHELSEA
CHAMBER OF COMMERCE

June 11, 2012

Corey Johnson, Chair
Manhattan Community Board 4
3 Washington Square Village
New York, NY 10012

Re: Liquor License Application for "Willow Rd" at 85 10th Avenue

Dear Chair and Members of the Committee:

As Executive Director of the Greenwich Village-Chelsea Chamber of Commerce, I am writing in support of the application referenced above. The principals of this venture have worked hard to establish successful and well-run businesses throughout their careers. Now, they are bringing their expertise to the Meat Packing District, employing numerous New Yorkers and adding to the diversity of the neighborhood restaurants.

Willow Road, a small market-to-table American restaurant, intends to keep music level within NYC regulation levels, to follow sanitation rules, and to manage deliveries without disturbing traffic, all attributes of a good neighbor.

The GVCCC has monitored this application closely by reaching out to the Tenth Precinct of the New York Police Department, who can attest to their good standing in the neighborhood. I look forward to having Willow Rd in the neighborhood and hope that you will approve their application.

Sincerely,



Tom Gray
Executive Director
GVCCC