CORPORATION	SAME		DOINGB	USINESS	AS (DBA)				
THE GREA	AT AME	ERICAN, LLC	THE GREAT AMERICAN						
STREET ADDRESS 320 WEST 36TH STREET			criosss	20°CODE 4 9TH AVE 10018					
OWNER	ER JOSEPH SCHIMMEL				NAME: Terrance Flynn				
(Znach a list of all the people that will	PHONE	201.970.5120	ATTORNI REPRESE		718.945.1000				
he associated/listed with the license)	EMIAIL:	joeschimmel@gmail.com			ENAIL: trflynnjr@gmail.com				
	NAME	Kris Bakey			NAME: LRR Holdings LLC				
MANAGER	PHONE:	210.219.9626	LANDLOR	D	PHONE: 212 925-1950				
	EMAIL:	kbakey@jackandconj.com	com		EMAIL: lance@raberenterprises.com				
APPLICATIO	ON TY	E (Check One)							
Has applicant owned or managed a similar business?				Have opened sveral locations					
Q New	What is/was	the name and address of establishment?		Public House & Penn6 140 east 41st nyc					
	What were t	he dates applicant was involved with this former premi	50?		5/2007-7/2014				
	What is the	orior license # and expiration date?	AND THE RESERVE OF THE PERSON						
Transfer [is applicant	making any alterations or operational changes?		YES NO					
	If alterations	or operational changes are being made, please descri	ibeAist all chang	95.					
	What is the c	urrent license # and expiration date?							
Alferation	Please list/de	scribe the nature of all the changes and attach the pla	ns:						
1ETHOD OF	OPER	ATION							
YPE OF ALCOHO)L	V Liquor/Wine/Beer	0	Beer	○ Wine & Beer				
STABLISHMENT	ТҰРЕ	Restaurant Cabaret O N Adult Entertainment O Wine Bar		Hotel	Bar/Tavern				
u plan to file?		e SLA? If yes, when? If no, when do	YES	W					
	nse establ	If yes, please attach a diagram of the ishments within a 500 ft. radius of your prest Statement.	YES	N	I don't believe so but i will email the diagram				
the 200 Fool Rule a nools and houses of		If yes, please attach a diagram of the nat trigger the rule.	YES	W					
) read MCI	34 Policy Regarding Concentration and	₩	NO					

	MONBAY		TUESDAY WEDNESDA		AY T	HURSDA	Y FRIDAY	SATURDAY S		UNDAY		
HOURS*	Operation	Operation 6am - 4am		6am - 4am 6am - 4an		m 6a	m - 4ar	n 6am - 4am	6am - 4am 6am - 4a		- 4an	
(Indoor Only)	Kitchen	6am - 4an	6am - 4an	n	6am - 4a	m 6a	ım - 4aı	m 6am - 4an	6am - 4am	6am	6am - 4am 6am - 4am	
	Music	6am - 4an	6am - 4am	1	6am - 4an	n 6a	m - 4aı	n 6am - 4am	6am - 4am	6am		
If you plan to have music, what type(s)? (Circle all that apply)		ВАСКО!	OUND	LIVEMU	sic	DJ	JUKE BOX	i ka	L Raoke			
`			_L		OCC	UPANC'	Y		l			
	Capacit (Certific of Occupar	nle	Maximum # of Persons You Amicipate Occupying emises (Including Employees)	Numb of Tabl		Account to the second second	nber of Si Only Bar	化硫氰烷 大大大大城市 自己经验的现在分词 经现代证据		CONTROL 100 (18)		
NSIDE	New Buildi	ng 200)	41	130			2	32			
OUTSIDE Other than idewalk cafe)	than 1664 Area			\$50 43 55		Closing		beathight	t and	7		
IDEWALK AFÉ	DEWALK OUT DOOR					7	1	- Clysta				
ow many floors	are there? What	is the capaci	ly for each floor	? ?		2 floors (kitchen is in the cellar floor)						
ow frequently wi	ill the owner(s) b	e at the estat	olishment?	N. dimeteur makenpil khamanibeshi	aliti arahidinindi sa kalikuluwahida turi c 4 khaba	Ev	eryday					
ill you be applyinere be dancing?		o apply for a	cabaret license v	with DCA	If yes, will	YES	W					
ill applicant have	e bottle or table	service for be	verage alcohol?	······································	····	N/s	NO	Servers bring	food/drink to	ables		
Il you be hosting) private; promo	tional or corp	orate events?			vlø6	NO	Corporate lui	ncheons/functi	ons/me	eting	
Il outside promo	ters be used on	a regular bas	is? If yes pleaso	e describe	•	YES	₩					
ll you have a se	curity plan? If, y	es please atta	ich.			14	NO	All staff will re	eceive the NY() mant	ıal	
Vill security plan be implemented?					vày	NO	This will be p	art of our empl	oyee t	raining		
Vill State certified security personnel be used?					Y Es	NO	When we use	security absolu	utely			
Vill New York Nightlife Association and NYPD Best Practices be followed?				?	νM	NO						
applicant be us	sing delivery bicy	cles? If yes,	how many?		The state of the s	YES	W					
ill delivery bicycles be clearly marked with the name of the restaurant and will staff ear attire clearly noting name as described by NYC Law?				d will staff	YES	W						

* 250 Hotel Rooms anticipated MAXIMUM occupancy for those Rooms is 750 people

LOCATION & ZONING	
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	No Garment District/Chelsea
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	Yes No New Building
is a Public Assembly permit required?	No We will have over 75 patrons
Are your plans filed with DOB?	Wis NO. Everything is in the process

Community Notification/Rela	tions					Selection (Selection)			
NOTIFICATION:	#1	West 36th Stre	reet Block Association: Frank Strock mcgee79@aol.com						
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	# 2	KNA Associa	KNA Association: Kathleen Treat at kathleentreat123@gmail.com						
	#3	Hotel American	Hotel Americano: (212) 216-6000						
	#4	Highline 537: (Highline 537: (212) 518-4942						
	# 5	We are still in the process of introducing ourselves to every builing in the area Hope to have met everyone by next week.							
Please provide dates when applicant met with the groups listed above.			We are setting up dates to meet in person						
Who was your contact person at each group you met with?			Listed above, once i have every builing manager i will email						
When did applicant post the notice that was	provided	}	Wednesday August 24th 2016						
Where did applicant post the notice that was provided?			Directly in front of the location 320 west 36th						
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.)	W.	NO	joseph schimmel 201.970.5120			
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?				M.	NO	100% always in search of great applicants			

BUILDING DESIGN							
State the name and type of business previously located in the space.	New Building						
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	/Ao					
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO	New Building				
Will applicant have a vestibule within the establishment?	1/45	100	There will be a revolving door				
Will applicant use a storm enclosure?	YES	W					
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?	vVs	NO					
Will applicant comply with the NYC noise code?	vN	NO					
Will the establishment have any of the following: (circle all that apply)	FREN	CH DOOR!	S GARAGE DOORS WINDOWS THAT CAN BE				
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	W.	NO					
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?	νąγ	No					
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	ıЖ	NO					
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	ΑN	NO					
Will the kitchen exhaust system extend to the roof?	W	NO					
Will the establishment have an illuminated sign?	YES	W					
Will the establishment have a canopy extending over the sidewalk?	YES	W					
Where will the air conditioner be located? What type is it?	roof	, water c	cooled unit				
When was the air conditioner installed?	beir	ng install	led october 2016				

Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	W	NO	Have read but we will not have a roof
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck or gazebo? If yes, which one(s)?	ves	14	1 1
Are the floorplans for the outdoor space(s) included?	0	NO	
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	/ES		Secting 11pm and 12mm
Will the service and consumption of alcohol in any outdoor space only be via seated food service?		/6/	
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s)?	115	Zno	NO SMOKING
Will there be no amplified music, as per the law?	(Z)	NO.	
If amplified sound is played inside the establishment, will windows and doors be $^{\mathcal{L}}$ closed?	(ves)	NO	
Nill applicant agree to post signs outside asking customers to respect the neighbors'?	W	/80/	We can post in front of restaurant
Vill applicant agree to train staff to encourage a peaceful environment?	W	NO	
Vill applicant provide effective sound control (landscaping enclosure, oundproofing tenants apartments)	YES	N9/	
/ill there be a lighting plan that allows safe usage of the outdoor space without srupting neighbors?	(195)	NO	

OUTDOOR ITEMS – SIDEWALK CAFÉ			
Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	11/4	NO.	Have read, we do not have side walk cafe
Will applicant be applying for a sidewalk café now or in the future?	YES	W	
Is applicant in this application seeking to include a sidewalk café in its liquor license?	ves	W	
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	NA
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	NA
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	NA
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	ves	NO	NA
Will applicant mark the perimeter of the café on the sidewalk?	MES	NO	NA
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	YES	NO.	NA
Will the sidewalk café not provide standing space for drinking or smoking?	VES	NO	NA
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	NA
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	VES	NO	NA
Will all furniture, plants and barricades be stored inside between the evening closing nours and the morning opening hours?	YES	NO	NA
Vill all furniture be stored inside between December 21st and March 21st, and any other lay when it rains or snows?	128	NO	NA
Vill applicant use umbrellas?	YES	NO.	NA
construction or construction protection has reduced the sidewalk width, will pplicant always maintain an 8 foot clear path of sidewalk between the perimeter of an ecafé and the closes obstruction including construction barricades?	YES	NO	NA

ADDITIONAL STIPULATIONS: (Office Use Only)	
- This application does not extend to any outdoor spaces	
Tillo application does not extend to diffy odtades spaces	
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.	

DDITIONAL STII	YULATIONS: (Offi	ce Use Only), Continued	1	
**			e e como de entre en	

Manhattan Community Board 4 (MC	Dental unless all slipulations agreed to by applicant/owner are part of the method of operation Dental O Approval					
CB4 REPRESENTATIVES						
Nelly Gonzalez CBA Assistant District Manager	Frank Holozubiec CB4 BLP Committee Co-Chair		Burt Lazarin CB4 Bl.P Committee Co-Ci	hair		
APPLICANT AGREEMENT W	VITH THE COMMUNIT	Y				
Applicant agrees to these stipulations stipulations are essential prerequisite stipulations incorporated in the metho agreement between MCB4 and applic supersede any oral statements or representations.	s to the MCB4 recommendation of operation of its liquor lice eant and may only be altered in	on regarding this app nse. The stipulations n writing signed by N	lication. Applicant ac In this application co	grees to have these onstitute the entire		
SIGNHERE 👈	Joseph Schimmel	Joseph	Schimmel	8.26.16		
	PRINT NAME OF APPLICANT	SIGNATURE OF	APPLICANT	DATE		
The restaurant will be in a hotel '	" HY 36 *. We are responsible	for serving for to the	sir guests from 6am -	5/9/17		

Proximity Report for Location:

320 W 36 St, New York, NY, 10018

* 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

Name	Address	Approx. Distance
RAY & FRANK LIQUOR STORE INC	706 9TH AVENUE	105 ft
NINTH AVENUE VINTNER LTD	669 9TH AVENUE	615 ft
ADRIATIC WINE & LIQUOR LLC	714 10TH AVENUE	830 ft
ROYAL WINES & LIQUORS INC	789 9TH AVE	990 ft
REIDY WINE & LIQUOR CO INC	762 8TH AVENUE	1100 ft
SHON 45 LIQUORS INC	840 8TH AVENUE	1115 ft
CELLAR 53 WINE & SPIRITS INC	785 10TH AVE	1455 ft
474 9TH AVE INC	474 9TH AVENUE	555 ft
36TH STREET WINE & LIQUOR INC	270 W 36TH STREET	600 ft
SHILORI INC	486 9TH AVENUE	625 ft
39TH STREET WINE INC	354 W 39TH ST	800 ft
CAMBRIDGE WINES & LIQUORS INC	594 8TH AVENUE	850 ft
GM & M RETAIL LIQUOR INC	302 W 40TH STREET	1085 ft
MEENA SAMANI CORPORATION	460 W 34TH ST	1310 ft

Churches within 500 Feet

1	Name	Approx. Distance	

Schools within 500 Feet

A #) A -1 -1	Anneau Pintaga
Name	Address	Approx. Distance
INCHIC	[74001000	i promini

On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
CM 36 LLC CM 36 OPERATOR LLC CM 36	341 343 W 36TH ST	70 ft
MANAGEMENT LLC		
EVEN HOTEL 35 LLC & IHJ MANAGEMENT	321 W 35TH ST	150 ft
MARYLAND LLC		
STAG HORN STEAKHOUSE LLC	315 W 36TH STREET	215 ft
EROS MGMNT & REALTY LLC & WYNDHAM	345 W 35TH ST	270 ft
HOTEL MGMNT INC		
324 37TH STREET LLC	320-324 WEST 37TH ST	275 ft
520 ASIAN RESTAURANT CORP	520 8TH AVENUE	365 ft
520 HAPPY TIMES INC	520 8TH AVENUE	365 ft

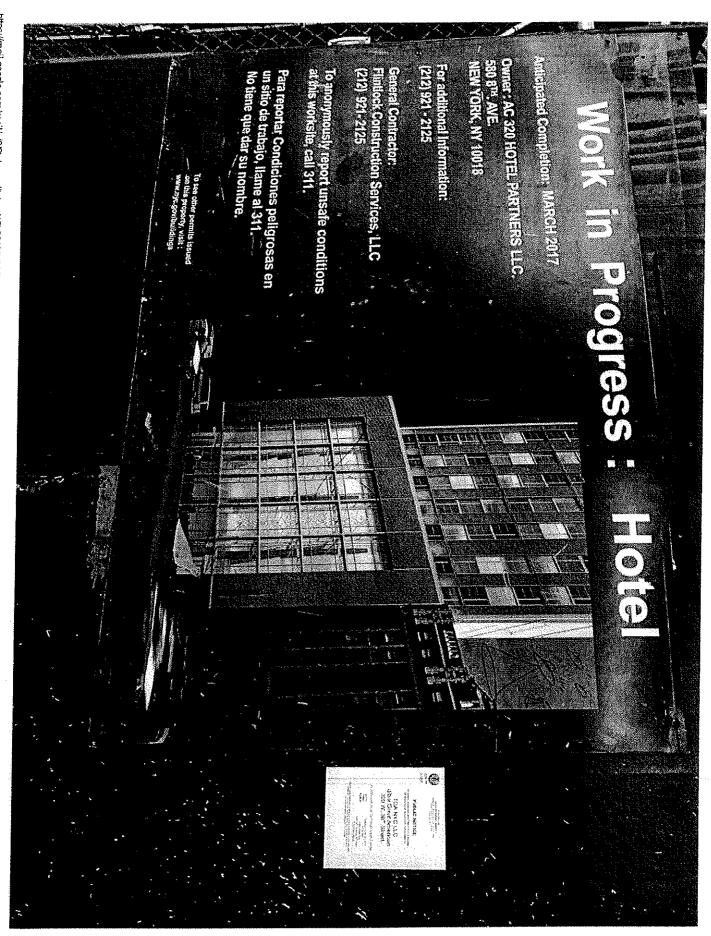
Name	Address	Approx. Distance
SBCO NYC LLC & 365 MANAGEMENT COMPANY	307 W 37TH ST	370 ft
LLC		
PISCES BAR & TAVERN INC	543 8TH AVE	470 ft
ZZ 460 INC	460 9TH AVE	510 ft
NORA ON 9TH INC	460 9TH AVE	510 ft
MANHATTAN CENTER STUDIOS INC	311 W 34TH STREET	530 ft
ALPHA FUSION INC	365 W 34TH STREET	535 ft
CASA NONNA NYC LLC	310 W 38TH ST	560 ft
476 9TH AVENUE RESTAURANT LLC	476 9TH AVE	565 ft
99 NOODLE CORP	472 9TH AVE	565 ft
NEW YORKER HOTEL MANAGEMENT	481 8TH AVENUE	590 ft
CHIPOTLE MEXICAN GRILL OF COLORADO LLC	304 W 34TH ST	590 ft
BACI DA ROMA LLC	331 W 38TH STREET	605 ft
WWUPD INC	252 W 37TH ST	630 ft
440 NINTH AVENUE ENTERTAINMENT LLC	440 9TH AVE	645 ft
UNCLE JACK S STEAKHOUSE INC	440 9TH AVENUE	645 ft
MANGANARO'S HERO BOY LLC	492 9TH AVE	645 ft
PROJECT X VENTURES LTD	339 W 38TH ST	660 ft
FARO CORP	496 NINTH AVENUE	705 ft
325 WEST 33RD LLC AND LODGING	325 W 33RD ST	705 ft
CONCESSIONS LLC		
EDJD PROPERTIES INC	585 8TH AVE	740 ft
MDN HOLDINGS LLC AND EDJD PROPERTIES	585 8TH AVE	740 ft
NC		

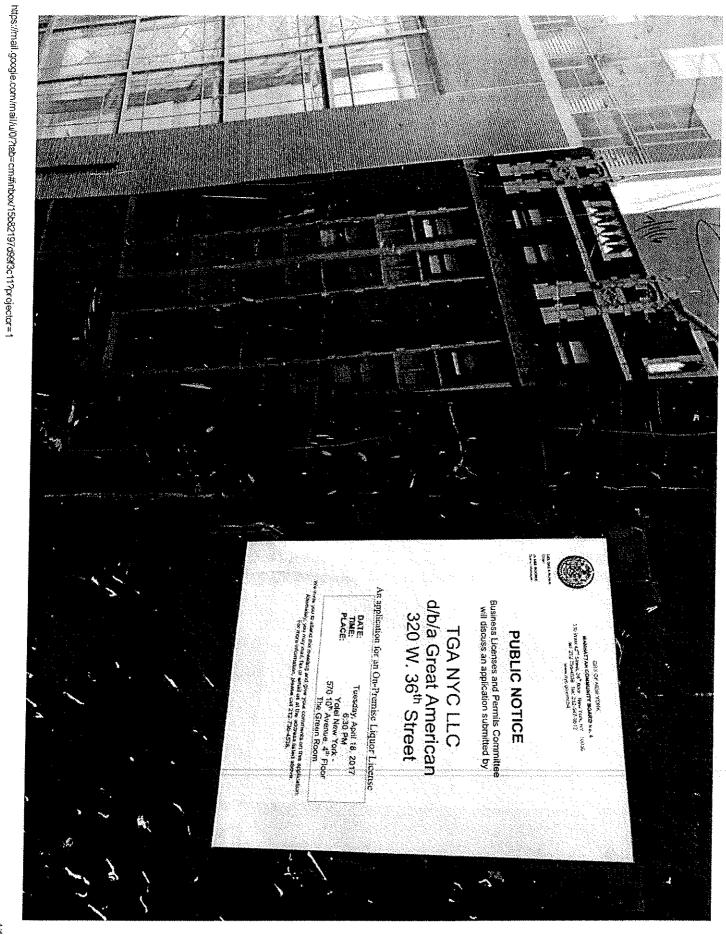
Pending Licenses within 750 Feet

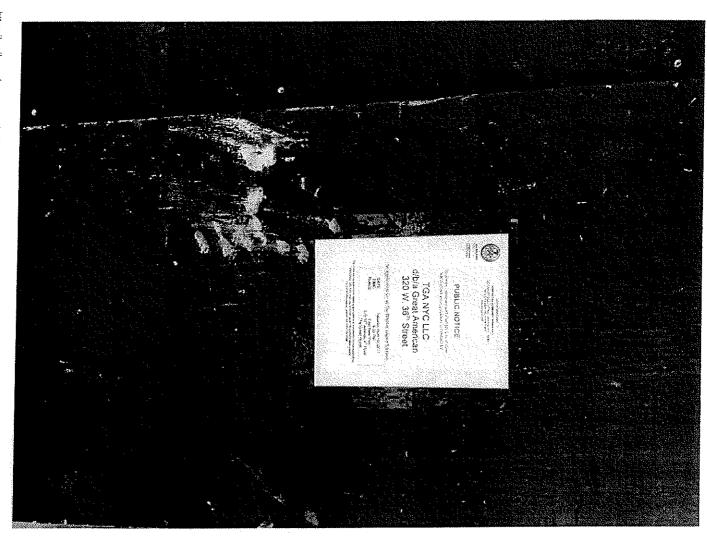
Name	Address	Approx. Distance
450 9TH DELI CORP	450 9TH AVE	535 ft
MIDTOWN CONVENIENCE STORE INC	454 9TH AVE	545 ft
GOGI 37 INC	252 W 37TH ST, STE 101	645 ft

Unmapped licenses within zipcode of report location

Town		
Name	Address	
144110	Address	



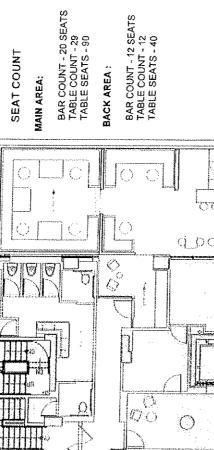






SEAT COUNT

MAIN AREA:



& & ||||| & &



DDD

9.0



THE GREAT AMERICAN

SALADS

add: crispy or grilled chicken 4, salmon 8, or steak 7

KALE CAESAR 9 croutons, tomatoes, pecorino cheese, lemon-anchovy dressing

CHOPPED HOUSE & kale, grated parmesan, red pepper flakes, lemon vinalgrette

CABIN COBB 10 spring mix, avocado, egg, bacon, honey mustard vinaigrette

SWEET PEAR & BLUE 10 spinach, walnuts, balsamic vlnaigrette

SANDWICHES

JACK'S CLASSIC BURGER 15 JC special blend, american cheese, potato bun, fries

PORTABELLA MUSHROOM BURGER 13 blue cheese, caramelized red onions, brioche, mixed greens

SHORT RIB GRILLED CHEESE 15 extra sharp white cheddar, Italian clabatta, sweet potato fries

CHEESESTEAK 14 hanger steak, onions, American cheese, onion roll, fries

SALMON PATTY ON A BUN 15 avocado, red onion, arugula, dill caper tartar sauce, sweet potato fries

CHICKEN PESTO 12 fresh mozzarella, prosciutto, sun-dried tomatoes, focaccia, frues

TURKEY BURGER 13 goat cheese, caramelized onions, mushrooms, brioche, mixed greens

ADD: bacon, fried egg or avocado 2

SIDES

POTATO GRATIN 7 **BUTTER NOODLES 7**

FRIES 6

SWEET POTATO FRIES 7

GRILLED ASPARAGUS 7

SMALL PLATES

FRENCH ONION SOUP 8 caramalized vidalia onlons, toasted bread, melted gruyere & gouda cheese

CROCK POT CHILL 7 ground beef, shredded cheddar, chopped onion in bread bowl 9

BURRATA CHEESE 13 roasted tomato & olive tapenade, basil oil, crostini

TGA CLASSIC WINGS 10 spicy buffalo sauce, blue cheese ranch dressing

SPINACH DIP BREAD BOWL 12 parmesan, fontina, mascarpone

FRIED CHICKEN & WAFFLE SLIDERS 13 boneless fried chicken, sage gravy, maple syrup

LOBSTER MAC & CHEESE 23 butter-poached lobster, three-cheese sauce, breadcrumbs

BAKED MEATBALLS 10 veal & ricotta blend, tomato ragout, garlic crostini

PLATES

PAN ROTISSERIE CHICKEN 21 potato gratin, baby carrots, jus

ROASTED HALF LOBSTER 36 parmesan herb encrusted, fries, garlic butter

BRAISED SHORT RIB 26 red bliss mashed potatoes, baby carrots, jus

ANGEL HAIR PASTA 19 sun-dried tomatoes, artichoke, extra virgin oilive oil, burrata

PETIT FILET MIGNON 29 potato gratin, grilled asparagus, demi glace

PAN-SEARED SALMON 24 roasted butternut squash, grilled asparagus, Dijon beurre blanc

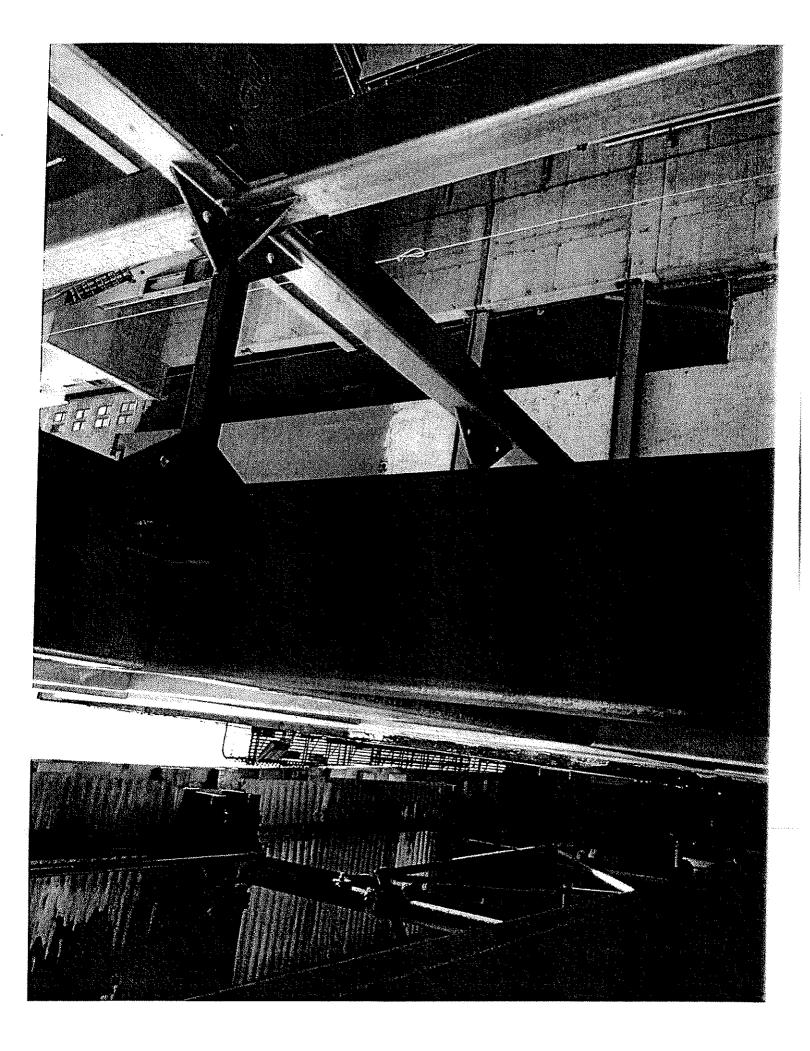
GRILLED MARINATED HANGER STEAK 23 truffle butter, fries, mixed green

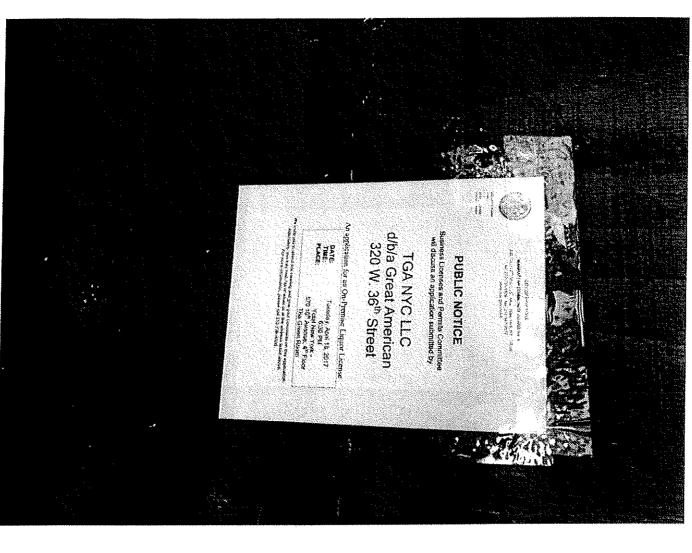


EVENTS - RESERVATIONS -GENERAL

P, 212,222,2222 or INFO® THEGREATAMERICAN.COM 320 WEST 36TH STREET, NEW YORK, NY 10018 WWW.THEGREATAMERICAN.COM

^{*}PLEASE LET STAFF KNOW IF YOU HAVE ANY FOOD ALLERGIES
*Thoroughly cooking food of onimal origin, including but not limited to beef, eggs, fish, lamb, poultry or shell stock reduces the risk of lood borne illness.





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