



THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
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Gigi Li, Board Chair

Susan Stetzer, District Manager

**Community Board 3 Liquor License Application Questionnaire**

Please bring the following items to the meeting:

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website: [http://www.nyc.gov/html/mancb3/html/communitygroups/community\\_group\\_listings.shtml](http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml)
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license       alteration of an existing liquor license       corporate change  
 \*Method of Operation change\*

Check if either of these apply:

- sale of assets       upgrade (change of class) of an existing liquor license

Today's Date: 2015-07-26

**If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.**

Is location currently licensed?  Yes  No    Type of license: OP 252

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Insiang LLC dba Maharlika

**APPLICANT:**

Premise address: 111 1st Avenue,

Cross streets: 6th & 7th Street

Name of applicant and all principals: Beep Beep NYC LLC; Nicole Ponseca, Miguel Trinidad Enzo Lim

Trade name (DBA): Maharlika

**PREMISE:**

Type of building and number of floors: Mixed use; 5 floors

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages? (includes roof & yard)  Yes  No If Yes, describe and show on diagram: \_\_\_\_\_

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any back or side yard use?  Yes  No What is maximum NUMBER of people permitted? 74 (LNO)

Do you plan to apply for Public Assembly permit?  Yes  No

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): R7A (C2-5 overlay)

**PROPOSED METHOD OF OPERATION:**

Will any other business besides food or alcohol service be conducted at premise?  Yes  No If yes, please describe what type: \_\_\_\_\_

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Indoors: Sunday - Saturday: 11am - 2am

Number of tables? 16 Total number of seats? 60

How many stand-up bars/ bar seats are located on the premise? 8

(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order, pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): approx. 12 ft located to the rear of premises

Does premise have a full kitchen  Yes  No?

Does it have a food preparation area?  Yes  No (If any, show on diagram)

Is food available for sale?  Yes  No If yes, describe type of food and submit a menu

Modern Filipino

What are the hours kitchen will be open? All hours of operation

Will a manager or principal always be on site?  Yes  No If yes, which? \_\_\_\_\_

How many employees will there be? approx. 5-10

Do you have or plan to install  French doors  accordion doors or  windows? \*No\*

Will there be TVs/monitors?  Yes  No (If Yes, how many?) \_\_\_\_\_

Will premise have music?  Yes  No

If Yes, what type of music?  Live musician  DJ  Juke box  Tapes/CDs/iPod

If other type, please describe Occasional Karaoke

What will be the music volume?  Background (quiet)  Entertainment level

Please describe your sound system: Basic sound system

Will you host any promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? \_\_\_\_\_

No

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")

Will there be security personnel?  Yes  No (If Yes, how many and when) \_\_\_\_\_

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you have sound proofing installed?  Yes  No

If not, do you plan to install sound-proofing?  Yes  No

**APPLICANT HISTORY:**

Has this corporation or any principal been licensed previously?  Yes  No

If yes, please indicate name of establishment: Beep Beep NYC LLC dba Jeepney

Address: 201 1st Avenue Community Board # 3

Dates of operation: 2013-present

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business Restaurant

Has any principal had SLA reports or action within the past 3 years?  Yes  No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate Bar, Restaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

**LOCATION:**

How many licensed establishments are within 1 block? 21

How many On-Premise (OP) liquor licenses are within 500 feet? 31

Is premise within 200 feet of any school or place of worship?  Yes  No

**COMMUNITY OUTREACH:**

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

*We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.*

1.  I agree to close any doors and windows at 10:00 P.M. every night?
2.  I will not have  DJs,  live music,  promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than \_\_\_\_ DJs/ promoted events per \_\_\_\_,  more than \_\_\_\_ private parties per \_\_\_\_
3.  I will play ambient recorded background music only.
4.  I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5.  I will not seek a change in class to a full on-premise liquor license. Or  my business plan is to seek an upgrade at a later date. N/A
6.  I will not participate in pub crawls or have party buses come to my establishment.
7.  I will not have a happy hour. Or  Happy hour will end by 5pm-7pm; 12:00am - 2:00am
8.  I will not have wait lines outside.  There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9.  Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

List of Liquor Licenses within 500ft

Name	Address
MOLINERO LLC	107 1ST AVE
SADA TWO LLC	105 1ST AVE
W C O U RADIO INC	115 1ST AVENUE
FTCCM LLC	103 1ST AVE
81 EAST 7TH PASTRY SHOP CORP	81 EAST 7TH STREET
GETURDUN EZ LLC	120 1/2 1ST AVENUE
YORI NYC CORP	119 1ST AVE
JUSTIFIED LLC	102 1ST AVENUE
BLUE & GOLD BAR INC	79 E 7TH STREET
ANGIE CORP	99 1ST AVENUE
HOUSE OF HEALTH HEALING AND HAPPINESS INC, THE	
MARRY THE KETCHUP INC	95 1ST AVE
TOMKIN SQUARE KIDS INC	73 75 E 7TH STREET
PARMYS KABOB AND GRILL INC	125 127 1ST AVE
1465 CDM INCORPORATED	126 1ST AVENUE
ST MARKS ENTERPRISES INC	132 1ST AVENUE
SCHEIB S PLACE INC	80 ST MARKS PLACE
LITTLE HANDS PLAYCAFE INC	433 EAST 6TH ST
LITTLE REBEL INC	134 1ST AVE
75 ST MARKS PLACE LLC	75 ST MARKS PL
BARMAR LLC	77 ST MARKS PLACE
CHERRY TAVERN INC	441 E 6TH STREET
FIGARO VILLAGGIO INC	344 E 6TH ST
RIVKA INC	101 ST MARKS PLACE
TAQUERIA SAINT MARKS PLACE INC	79 SAINT MARKS PL
EAST 6TH STREET RESTAURANT GROUP LLC	342 E 6TH ST
CULLEN RESTAURANT INC	118 ST MARKS PLACE
FELLOW TRAVELERS LTD	83 1ST AVENUE
CHEAPSHOTS INC	140 1ST AVENUE
CRIF DOGS ENTERPRISES INC	113 ST MARKS PLACE
BUA NEW YORK LLC	122 SAINT MARKS PLACE
NEW STATFORD RESTAURANT INC	121 ST MARKS PLACE

## PULUTAN | small plates |

**BALUT**  
fertilized duck egg 4

**KILAWIN NA HAMACHI**  
chicharon crusted yellowtail crudo,  
mango, cilantro, crispy shallots, lemongrass, coconut milk,  
soybean chili jam 13

**SPAM FRIES**  
san miguel beer batter, banana ketchup 7

**INIHAW NA PUGITA**  
grilled octopus, pickled mango + jicama,  
bagoong, toasted coconut + cilantro oil 13

**LUMPIANG BARQUILLOS**  
rice paper, beef + pork, sweet chili sauce 8

**CHICKEN LAING**  
fresh taro root leaves, coconut milk, bagoong, ginger, chilies,  
cassava + soybean chips 11

**PUQUI-PUQUI**  
eggplant puree, red onion, cherry tomato,  
farm fresh egg, cassava + soy bean chips 11

**ADOBONG MANOK**  
chicken, soy sauce, vinegar, bay leaf, garlic,  
black peppercorn, cucumber + tomato relish 15

**PAMPANGAN STYLE SIZZLING SISIG**  
farm fresh egg, red onion, chilies, garlic rice 16  
choice of:  
baboy - pork belly, cheeks, ear, snout  
isda - market fish

## PANCIT | noodles |

**UNI PALABOK**  
rice noodle, shrimp bisque, sea urchin,  
fried garlic, pandesal breadcrumbs 17

**BIHON**  
rice vermicelli noodle, chicken, carrot, celery,  
water chestnuts, farm fresh poached egg 15  
+ head on prawn 19

## DAILY SPECIALS

**\$1 OYSTERS** served daily 5pm-7pm; after 7pm bar only  
raw - coconut mignonette, sawsawan  
grilled - baked panko breadcrumbs, keso de bola, sawsawan

**PASYAL PLATE** served mon-sat  
tasting of 3 cocktails, sampler two pulutan, mini sisig, longganisa 25

**SIVE SPECIALS** served mon-fri; 5pm-7pm  
daily fresh fruit sangria 5  
Filipino beers 6  
wine 5  
draft beer 3  
maharlikan classics 8

**SILOG BREAKFAST** all day  
garlic rice, sunny side up egg, cucumber + tomato relish 16  
additional egg +2

**LONGGANISA**  
sweet garlic pork sausage

**TOCINO**  
7-up cured pork tenderloin

**TAPA**  
air dried, marinated flank steak

**DAING NA BANGUS**  
crispy boneless baby milkfish

## KANIN | rice |

**WHITE**  
jasmine 3 / 6

**GARLIC**  
garlic chips 4 / 8

**BAGOONG**  
shrimp paste 5 / 10

## GULAY | vegetables |

**SITAW**  
long beans, soy, garlic,  
fermented black bean powder 6

**DAHON NG SITSARO**  
pea shoots, olive oil, garlic 7

**BOKCHOY**  
garlic oil 6

**TALONG**  
eggplant, butter, soy & garlic 7

## LUPA | land |

**PATO TIM**  
duck breast, oyster sauce, cinnamon + star anise,  
shitake mushroom, pea shoots, granny smith apple 23

**KALDERETANG KAMBING**  
goat shank, potato, carrot, bell pepper, tomato puree  
chili, grilled country bread 19

**KARE KARE**  
oxtail, peanut butter, long beans, eggplant, bokchoy 19

**FLIP'D CHICKEN + UBE WAFFLE**  
purple yam, anchovy-bagoong compound butter,  
caramelized macapuno syrup 21

**PATA CONFIT**  
crispy pork leg, paprika lardo, sawsawan 21

**HANGAR BISTEK**  
hangar steak, long beans, kabocha squash mash 25

## DAGAT | sea |

**SINGANG NA ISDA SA MISO**  
salmon, head-on prawn, market vegetables,  
crushed taro, tamarind, kamias + miso broth 25

**ISDA OF THE DAY**  
market fish mp

PARTIES OF 5 OR MORE ADD 20% GRATUITY  
SERVING BRUNCH LUNCH DINNER  
FORMAL AND CASUAL CATERING AVAILABLE  
EATING RAW OR UNDERCOOKED FISH, SHELLFISH, EGGS, OR MEAT  
INCREASES THE RISK OF FOODBORNE ILLNESSES.

**INUMAN** | our classic cocktails 10 |

**pacquiao's punch**

award winning cocktail  
aged rum, lemon, pineapple, homemade ginger syrup + absinthe spritz

**baguio breeze**

gin, lemon, pineapple, homemade strawberry syrup

**teo tita**

vodka, kalamansi, lemon + seltzer

**rizal's ruin**

our michelada: Maharlika's Bloody Mary Mix\* + San Miguel Beer  
\*made with patis (fish sauce), Jufra banana ketchup

| **artistas 11** |

**lorna torentino**

vodka, grapefruit, basil, ginger + sea salt

**fernando poe jr.**

gin, muddled cucumber, lime, caraway & Peychaud's bitters

**zsa zsa padilla**

gin, campari, tang + prosecco

**nora aunor**

dark rum, coconut water, pineapple & chocolate bitters

**sharon cuneta**

dark rum, coconut milk, nutmeg + cinnamon

**richard gomez**

dark rum, ube, coconut milk + spiced black sesame seed

**lea salonga**

tequila, lime, cardamom + seltzer

**rio locsin**

mezcal, mango, lime, bird's eye chili + smoked paprika salt +2

**kc conception**

bourbon, kalamansi, pineapple, angostura + orange bitters



**BOTTLES** | imported Filipino Beers

8 |

**san miguel**  
lager

**san miguel light**  
lager

**red horse**  
malt liquor

**DRAFT**

| see server for selection 6 |

**RED WINE**

**domaine des remparts**  
pinot noir, burgundy, france 2011 12/46

**morgon cuvee**  
gamay, beaujolais, france 2010 11/42

**etc.**  
malbec, mendoza, argentina 2012 11/42

**domaine de chateaug**  
grenache/syrah, vacuerras 2010 12/85

**WHITE WINE**

**domaine bellevue**  
sauvignon blanc, touraine, france 2011 11/42

**domaine de la chauviniere**  
muscadet, loire valley, france 2012 10/38

**10 span**  
chardonnay, santa barbara 2012 12/46

**ROSE**

**billette**  
grenache/cinsault, provence, france 2013 11/42

**SPARKLING**

**paul de coste**  
blanc de blanc, france 9/34

**HAPPY HOUR!**

(served mon-fri; 5pm-7pm)

**\$1 OYSTERS**

(served daily 5pm-7pm; After 7pm bar only)

