

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License Stipulations Application

APPLICANT Phillips Food 35, LLC		DOING BUSINESS AS (DBA) Holly Grove		
STREET ADDRESS 450 10th Avenue		CROSS STREETS West 35th Street and West 36th Street		
OWNER	NAME: Alan Phillips	ATTORNEY	NAME: Rosa M. Sanchez (representative)	
	PHONE: 212.362.4166		PHONE: 646.619.1166	
	FAX:		FAX: 646.365.8233	
MANAGER	NAME: Justin Brunwasser	LANDLORD	NAME: Clinton Housing	
	PHONE: 917.295.4002		PHONE: 212.564.6915	
	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): Bar/Arcade			
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): Bar/Arcade			
License Type:	<input checked="" type="radio"/> On-Premise <input type="radio"/> Wine <input type="radio"/> Beer <input type="radio"/> Wine & Beer			
APPLICATION TYPE (check one)	<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
		What is/was the name of establishment?	please see attached	
		What is/was the address of the establishment?		
		What were the dates the applicant was involved with this former premise?		
	<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?	<input type="radio"/> YES	<input type="radio"/> 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	11a.m- 11 p.m.	11a.m.-11p.m.	11a.m.-11p.m.	11a.m.-11p.m.	11a.m.-11p.m.	9 a.m.-11p.m.	9 a.m. - 10p.m.
	Music	Same						
	Kitchen	Same						

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
		70	13	59	1	0	5	1	1

How many floors are there? What is the capacity for each floor? (please respond in space provided)	<input checked="" type="radio"/> 1-2	<input type="radio"/> 3-4	<input type="radio"/> 5+	JMB	
Will you be applying or intending to apply for a cabaret license? If yes, will there be dancing? (please respond in space provided)	YES	<input checked="" type="radio"/> NO	N/A		
Will applicant have bottle service?	YES	<input checked="" type="radio"/> NO	N/A		
Will you be hosting private parties and promotional events?	<input checked="" type="radio"/> YES	NO	N/A	upon request for special occasions ie - corporate, wedding, etc	
Will outside promoters be used?	YES	<input checked="" type="radio"/> NO	N/A		
Will the security plan submitted be implemented?	YES	NO	<input checked="" type="radio"/> N/A		
Will State certified security personnel be used?	YES	NO	<input checked="" type="radio"/> N/A		
Will New York Nightlife Association recommendations and NYPD Best Practices be followed?	YES	NO	<input checked="" type="radio"/> 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)	<input checked="" type="radio"/> YES	NO	N/A		
Will the applicant be applying for a Sidewalk Café now or in the future? (please respond in space provided)	<input checked="" type="radio"/> 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	<input checked="" type="radio"/> NO	N/A		
Will applicant provide contact information to neighbors and respond to complaints that arise?	<input checked="" type="radio"/> YES	NO	N/A		
Will you inform the Community Board office of your job openings and/or provide a hyperlink to your jobs webpage?	<input checked="" type="radio"/> 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.	<input checked="" type="radio"/> 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	<input checked="" type="radio"/> 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.)	<input checked="" type="radio"/> YES	NO	N/A

OUTDOOR ITEMS				
Will applicant use the rooftop, rear yard or any outdoor space?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	N/A	sidewalk cafe
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.	<input checked="" type="radio"/> YES	<input type="radio"/> 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.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	N/A	
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	<input checked="" type="radio"/> YES	<input type="radio"/> 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.).	<input checked="" type="radio"/> YES	<input type="radio"/> 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.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	N/A	
Applicant will have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	N/A	

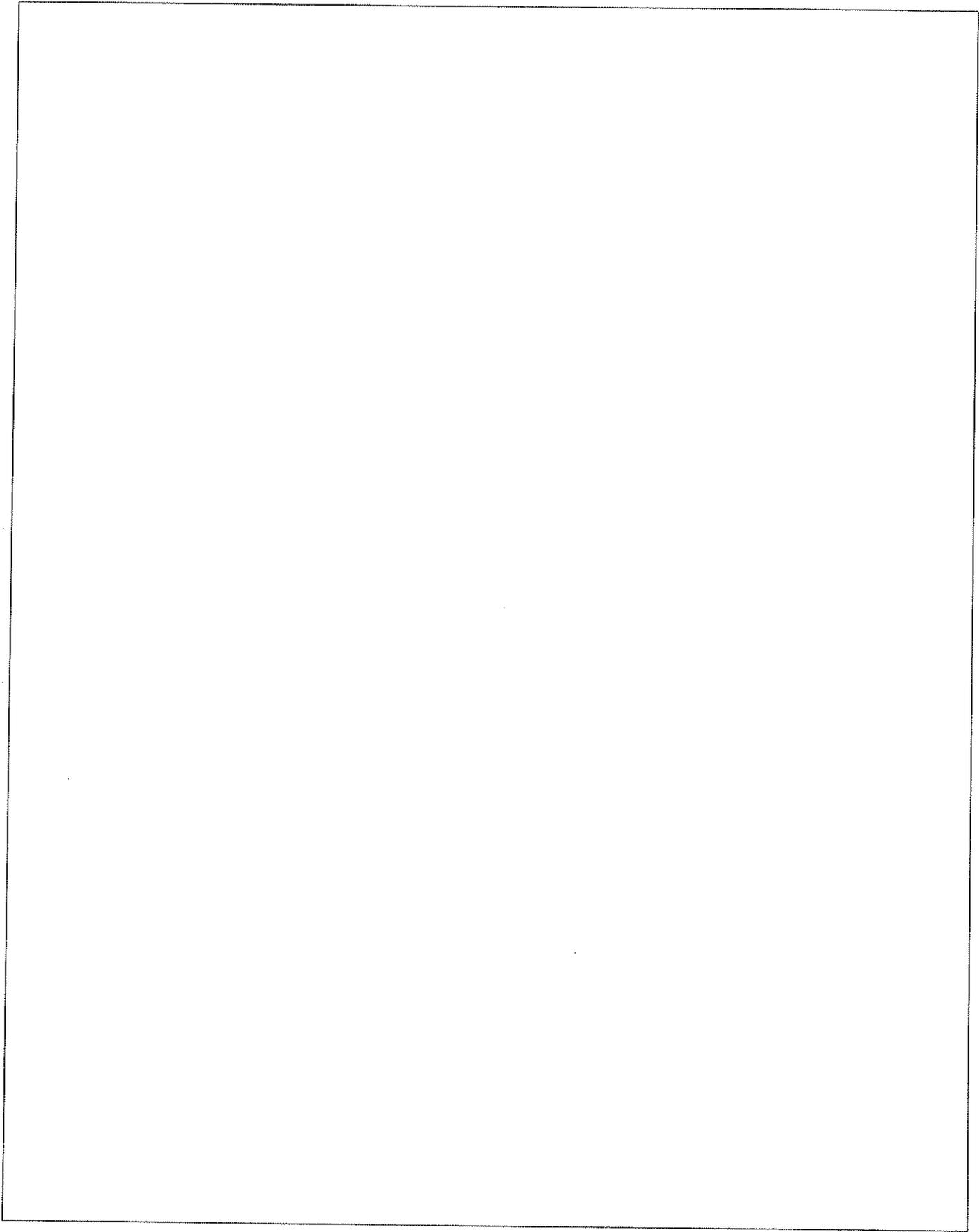
LOCATION & ZONING				
Primary Zoning District:	C2-8	Overlay (If Applicable):		
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	N/A	Hudson Yards
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	N/A	letter of no objection to be applied for
Is the 500 Foot Rule or 200 Foot Rule Triggered? If yes, which? Please attach a diagram of the establishments that triggers the rule.	<input checked="" type="radio"/> YES	<input type="radio"/> NO	N/A	
Is a Public Assembly permit required?	<input type="radio"/> YES	<input checked="" type="radio"/> NO	N/A	
Are your plans filed with DOB?	<input type="radio"/> YES	<input type="radio"/> NO	<input checked="" type="radio"/> N/A	
Building Type	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____			
Adjacent Buildings	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____			
NOTIFICATION: What organizations / community groups have you notified regarding your application?	# 1	no block associations are located within this area		
	# 2			
	# 3			

ADDITIONAL INFORMATION: (Applicant Use)

ADDITIONAL NOTES: (Office Use Only)

THERE WILL BE NO
SIDEWALK CAFE.

THERE WILL BE NO
SIDEWALK CAFE.

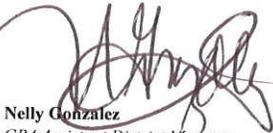


Manhattan Community Board 4 (MCB4) recommends:

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

Denial Approval

CB4 REPRESENTATIVES


Nelly Gonzalez
CB4 Assistant District Manager


Frank Hojzubic
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



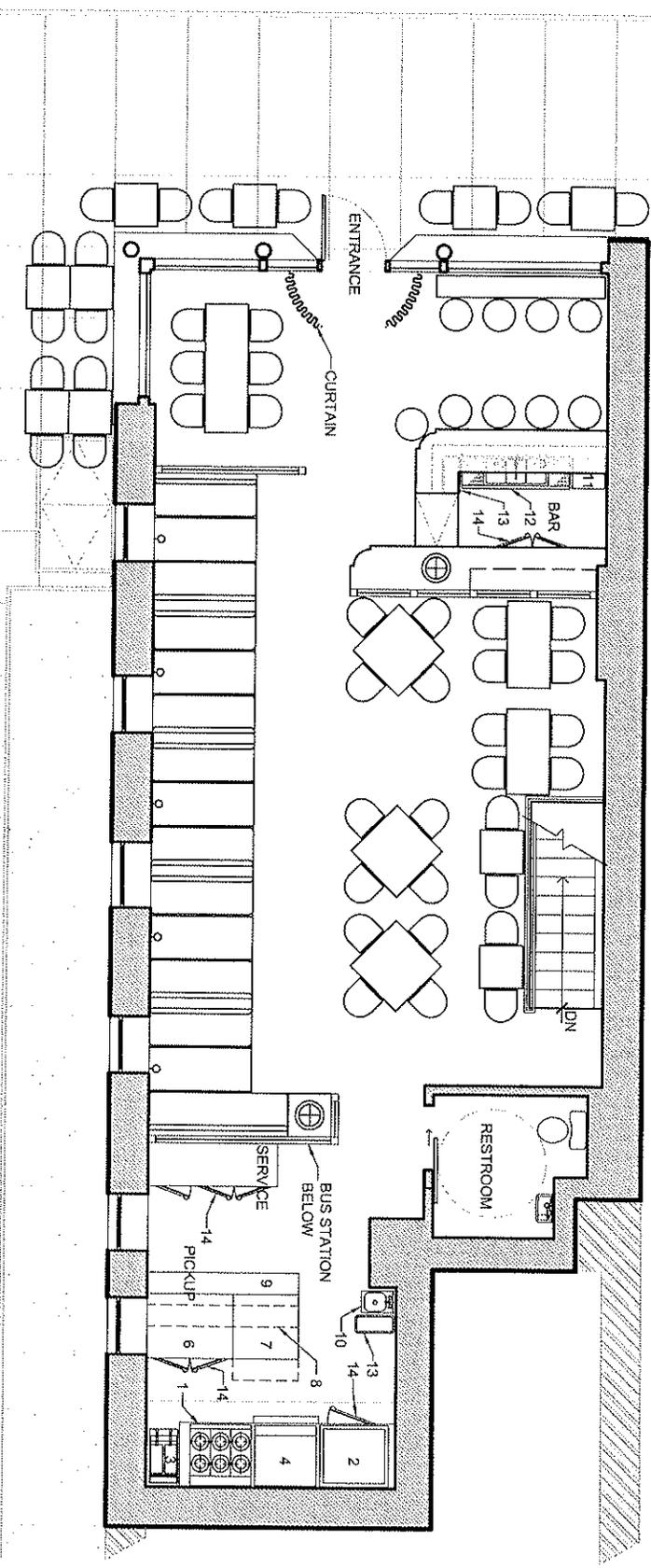


SIGNATURE OF APPLICANT

4/8/13

DATE

Tenth Avenue



SEATING TOTALS	
BAR/COUNTER	9
NORTH	24
SOUTH	26
TOTAL INDOOR SEATING	59
OUTDOOR	16
TOTAL SEATING	75

LEGEND:

1. 6 Burner Range with Salamander Above
2. 36" Grill Top
3. Fryer (2 Basket)
4. Combi Oven and Speed Rack
5. Pacojet Blender
6. 4' Sandwich Lowboy
7. Drawer Freezer
8. Over Shelf
9. Countertop/Shelf Below
10. Hand Sink
11. Ice Bin
12. 3 Compartment Sink
13. Trash Bin
14. Under Counter Refrigerator



450 10th Avenue
New York, New York 10018

First Floor
Proposed Layout - Revised

Date 2/14/14
Scale 1/8"=1'-0"

SK-1.0c

Menu Focus

- European bistro, vegetable forward, simple, ingredient-focused food.
- One all-day menu that changes seasonally, four times a year.
- Delivery and in restaurant dining available from 11 am to 11 pm.
- Separate, additional lunch and dinner specials menu that changes daily.
- Dinner specials begin at 5:00 pm.
- Menu develops, grows, and changes with the neighborhood.

hollygrove ~ 11 am - 11 pm

begin

*spanish tortilla | potato, manchego
cabot creamery cheddar | sourdough, walnuts
cold smoked mussels | crackers, chili
dry aged beef tartar | egg yolk, bone marrow*

salad

*snaps, pea | almond, radish
cobb | bacon, egg, green goddess
caesar | escarole, sesame crouton*

main

*omelette | mushroom, parsley, salad
baquette steak & fries | horseradish, gem lettuce
port collar | cranberry, beans, rhubarb
scrod | porcini broth, young coconut*

vegetable

*carrots | olive oil, mint
cucumber | barmesan, breadcrumbs
asparagus | lemon, yogurt*

sandwich

*chicken dip | fries, brodo
cheeseburger | fries, gem lettuce
tuna salad | ramps, vinegar chips*

sweet

*strawberry ice cream | spearmint granita
chocolate cremeux | cucumber meringue*

lunch specials ~ june 1, 2014

house burrata - olio verde, strawberry

heirloom tomato salad | wild watercress, basil

eggplant barmesan sandwich | arugula, tomato

black bass | porcini, razor clams, young coconut

watermelon sorbet

dinner specials ~ june 1, 2014

house burrata | olio verde, strawberry

black bass | porcini, razor clams, young coconut

whole roasted duck | jasmine rice, cucumber

70 day dry aged rib-eye | seasonal garrish

watermelon sorbet | lime mousse, graham cracker

Another Store
Rented By
SQUARE
FOOT
REALTY, INC.
212.971.1414

Year 2014



Another Store
Rented By



SQUARE
FOOT
REALTY.

212.971.1414

RENTAL'S. SIMPLY A BETTER WAY.



OFFICE OF THE
SANITARIAN
DEPARTMENT OF HEALTH AND
CARE SERVICES

PUBLIC NOTICE

FOR THE PURPOSES OF THE HEALTH CODE
AND THE SANITARIAN'S REGULATIONS

Philips Food 31 LLC
450 10th Avenue

REGISTRATION OF FOOD SERVICE ESTABLISHMENT

DATE	APRIL 14, 2014
TIME	1:30 PM
PLACE	PHILIPS FOOD 31 LLC, 450 10 th AVENUE, SAN FRANCISCO, CA 94103

FOR THE PURPOSES OF THE HEALTH CODE AND THE SANITARIAN'S REGULATIONS, THE SANITARIAN HAS CONDUCTED AN INSPECTION OF THE FOOD SERVICE ESTABLISHMENT AND HAS DETERMINED THAT THE ESTABLISHMENT IS IN COMPLIANCE WITH THE HEALTH CODE AND THE SANITARIAN'S REGULATIONS.

500 Foot Statement

Phillips Food 35, LLC

The granting of this license is in the public interest because the premises will be operated by an experienced Restaurateur with no adverse history.

The restaurant will create new employment opportunities as well as tax revenue for the City.

They will be offering a varied selection of menu items at reasonable prices, which is based on fresh seasonal produce.

Phillips Foods 35, LLC will operate as a Community friendly establishment, closing at 11pm each night, with dinner specials starting at 5pm.

Rider to Alan Phillips Personal Questionnaire

Active Licenses

2896 Broadway Food Service Corp
2893 Broadway
New York, NY 10025
Serial#:1111539

Lilis 200 West 57th Corp
200 West 5th Street
North Store
New York, NY 10019
Serial#:11555122

792 Restaurant Food Corp
792 Lexington Avenue
New York, NY 10021
Serial#: 1180468

Chelsea Market Deli LLC
75 9th Avenue
New York, NY 10011
Serial#: 1224238

311 Kosher Deli LLC
311 South End Avenue
New York, NY 10128
Serial#: 1247993

160 Restaurant Concepts LLC
160 Freedom Pl/160 Riverside B
New York, NY 10023
Serial#: 1248461

Site 25 Restaurant Concepts LLC
102 North End Avenue
Site 107
New York, NY 10282
Serial#: 1257289

39 WEA Food Group Inc
39 West End Avenue
New York, NY 10023
Serial#: 1258076

Inactive Licenses

580 Second Avenue Food Corp
1500 3rd Avenue
New York, NY 10021
Serial#: 1105005

Lili's B P C 25 LLC
1102 North End Avenue
Site North
New York, NY 10281
Serial#: 1105500