



THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
 Phone: (212) 533-5300 - Fax: (212) 533-3659  
 www.cb3manhattan.org - info@cb3manhattan.org

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: 2015-06-24

**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: Beep Beep NYC LLC

**APPLICANT:**

Premise address: 201 1st Avenue

Cross streets: 12th & 13th Street

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

Trade name (DBA): Jeepney

**PREMISE:**

Type of building and number of floors: Mixed use; 4 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: Backyard

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? 71

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):

**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: R-7A (C2-5 overlay)

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Indoors: Sunday - Saturday: 11am - 2am  
Outdoors: Sunday - Saturday: 11am - 10pm

Number of tables? 17 Total number of seats? 54

How many stand-up bars/ bar seats are located on the premise? 17  
(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): L-Shape, front right

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. 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: Insiang LLC dba Maharlika

Address: 111 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? 13

How many On-Premise (OP) liquor licenses are within 500 feet? 9

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 \_\_\_\_\_.
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.

<b>Balut</b> 4 fertilized duck egg	<b>Batangas Bone Marrow</b> 9 roasted bone marrow, garlic rice, patis	<b>Fried Tripe</b> 9 spicy banana ketchup
<b>Tokwa't Baboy</b> 9 pig ears, tofu, sawsawan	<b>Sisig Tacos</b> 13 pig ears, snout, cheek, belly, garlic, bird's eye chili, red onions, kalamansi, cilantro, avocado paste	<b>Chicharon Bulaklak</b> 10 crispy pork ruffle fat
<b>Longa Dog</b> 8 longanisa sausage, bagoong mayonnaise, atchara, garlic crumbs, brooklyn baked bun	<b>Banana Ketchup Ribs</b> 13 pork ribs, filipino dry rub	<b>Lumpiang Shanghai</b> 8 beef, pork, carrots, water chestnuts, xiao xing, rice paper, sweet chili sauce
		<b>Ukoy</b> 11 shrimp, kamote, scallions, carrots

**Jepron Salad** 13  
dried fish, cucumber, tomato mélange,  
snow peas, red onions, dilis,  
bagoong guisado, chino-latino coconut rice

**Warm Pinakbet Salad** 15  
kabocha squash, eggplant, long beans,  
pork belly, chicharon, bagoong broth

**Binakol na Manok** 15  
chicken, young coconut meat, ginger,  
tanglad, sili leaves, green papaya, coconut water

**Lapaz Batchoy** 15  
sun noodles, pork belly, beef liver, chicharon,  
garlic, bokchoy, scallions, pork-shrimp broth  
add bone marrow +7

**Pinoy Mac n' Cheese** 9  
coconut cream, keso de bola, fried garlic,  
chinese sausage

**Talangka Fried Rice** 11  
baby crab fat, spam, garlic, fish sauce, kalamansi,  
egg net, crispy baby shrimp

**Tahong Probinsiyana** 13  
tanglad, shallots, longanisa, garlic, sili, san  
miguel beer, pan de sal toast points  
\*kamote fries +4

**Adobong Hipon** 17  
head-on prawns, soy sauce, vinegar,  
black peppercorn, bay leaf

**Sinigang na Sweetbreads** 15  
sinigang aromatics, kamote puree, pickled green  
mango and jicama, adobo gastrique, cilantro

**The Chori Burger** 17  
8 oz. sirloin beef and longganisa patty,  
spicy banana ketchup, kevpic aioli  
served on challah, kamote fries  
\*fried farm egg +2

**Dampa Fry mp**  
whole market fish, blistered chilis,  
scallions, escabeche sauce, tomato salad

**Rice**  
Jasmine 2/4  
Garlic 3/6  
Chino-Latino Coconut 4/8

**Sides** 6  
Longanisa Sausage  
Flash Fire Bok Choy  
Kamote Fries  
Kamote Puree

miguel trinidad - executive chef

**Kare-Kare Fried Chicken** 19  
breaded chicken breast, peanut butter gravy, kamote &  
bagoong puree, pickled long beans, fried farm egg

**Bicol Express** 19  
slow roasted pork shoulder,  
coconut milk, sili, bagoong sauce,  
vigan longganisa, pickled chilis, baby bok choy

**Dinuguan at Puto** 15  
boneless pork shoulder, beef blood, vinegar,  
sili, bay leaf, san miguel lager,  
crispy puto pancake, achuete butter

**Menudo Pie** 19  
pulled lamb shank, tomato, carrots,  
potato, olives, kamote puree,  
longanisa sausage

**Pancit Malabon** 17  
rice noodles, romesco sauce,  
calamari, shrimp, tinapa, smoked tofu,  
chicharon, hard boiled farm egg

parties of 5 or more add 20% gratuity at tables/bar  
serving brunch lunch dinner 7 days/week  
formal and casual catering available

eating raw or undercooked fish, shellfish, eggs or meat  
increases the risk of foodborne illnesses.



**JEEPNEY**

**POLO CLUB JUICE (1928) \$13**

Berry VS Cognac, Creme De Peche, simple syrup, mint

**MANILA HOOP PUNCH (1937) \$13**

Pierre Ferrand Cognac, house curacao, port, lemon, nutmeg

**MAI TAI (1937) \$13**

Denzen Merchant's Reserve, house curacao, orange, lime

**BARREL MAN (2014) \$13**

ML Gay Black Barrel, Smith & Cross, passion fruit syrup  
don spices #2, lime, grapefruit

**SABANG BEACH COOLER (2013) \$13**

legal Mezcal, kalamansi honey, lemon,  
sea salt, smoke chipotle rim

**KITA KITS (2014) \$13**

Damoiseau Rhum VSOP, kalamansi honey, ginger syrup,  
lime, angostura bitters, soda

**MAKATI AVE (2013) \$13**

Old Forester Bourbon, blackberry puree, honey,  
lemon, barrel aged bitters

**AYALA AVE (2013) \$13**

Tanqueray Gin, St. Germain, Lime, mint, anjalays melon

**HERE LIES LOVE (2014) \$13**

Espolon Tequila, raspberry puree, lemon,  
honey, coconut cream

**TETOME ABBAYANI "T.A" (2014) \$13**

Monkey Shoulder Scotch, Amaro Montenegro,  
banana liquor, aztec chocolate bitters, Fambé banana

**GOONA RUCERO (2014) \$13**

Stolen Coffee Rum, espresso liquor, coconut cream,  
banana liquor, coconut milk ice, banana

**PARTY DROPPER (2014) \$13**

Tanqueray Gin, Appleton VX, Damoiseau VS, mango puree,  
don's spices #2, lime, cinnamon

**JUICE MARY JOSEF (2014) \$13**

Vodka, mango puree, blue curacao, coconut cream, lime

**LAPU LAPU VOLCANO BOWL (2014) \$45**

Rums, fruit juices, syrups,  
camerata 151 rum, nutmeg

**SECRET COCKTAILS \$M/P**

Daily specials, bespoke cocktails, bartender's choice

**\*BOTTLE SERVICE \$45**

legal Mezcal (200ml),  
\*serves 2-6 guests



List of licenses with 500ft

Name	Address	Approx. Distance
HEARTH RESTAURANT INVESTORS LLC	403 E 12TH ST	115 ft
CHITO INC	211 213 1ST AVENUE	145 ft
DUCKS EATERY EV LLC	351 E 12TH ST	310 ft
GHD INC	432 E 13TH STREET, WEST STORE	360 ft
FIRST DOWN LLC	349 E 13TH ST	370 ft
MACCG LLC	228 1ST AVE	380 ft
HUGHES MURRAY WALSH LLC	447 E 13TH ST	460 ft
A VENIERO INC	342 EAST 11TH STREET	495 ft
KAITO CORP	432 E 13TH ST	510 ft