

APPLICANT Porchlight West Chelsea LLC		DOING BUSINESS AS (DBA) Porchlight	
STREET ADDRESS 261 11 th Ave, New York NY 10001		CROSS STREETS 28 th St / 11 th Ave	
OWNER	NAME: Porchlight West Chelsea LLC	ATTORNEY	NAME: Martha Redo/Victor + Bernslein
	PHONE: 646-747-0604		PHONE: 212-486-6000
	FAX: 212-228-3622		FAX: 212-486-8668
MANAGER	NAME: Mark Maynard-Farisi	LANDLORD	NAME: WFNY I LLC
	PHONE: 917-710-3351		PHONE: 212-695-8090
	FAX: 212-228-3622		FAX: 212-629-8768

DESCRIPTION OF BUSINESS

Establishment Type:

Bar/Tavern
 Deli & Breakfast
 Eating Place/Deli
 Cabaret
 Night Club
 Hotel
 Restaurant
 Gaming Establishment
 Club (Fraternal Organization -- Members Only)
 Other (Explain): Bar/Arcade

Method of Operation:

Restaurant
 Dance Club
 Sports Bar
 Adult Entertainment
 Wine Bar
 Pizzeria
 Cafe
 Other (Explain): Bar/Arcade

License Type:

On-Premise
 Wine
 Beer
 Altm & Beer

APPLICATION TYPE
(check one)

New

For applicant owner or manager, a similar business? YES NO
 We do have the name of establishment? Blue Smoke
 What is the address of the establishment? 116 E 27th St and
 When was the date the applicant was involved with this license previously? 255 Vesey St
2007 - present
2012 - present
 What is the prior license #?
 What is the expiration date of the prior license?
 Are you making any alterations or structural changes? YES NO
 If alterations or structural changes are being made, please attach the plans to this form.
 Transfer
 What is the current license #?
 Alteration
 What is the expiration date on the current license?
 Please describe the nature of the alterations and attach the plans.

OPERATIONAL ISSUES

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAURDAY	SUNDAY
HOURS	Operation	12p-12a	11a-2a	11a-2a	11a-2a	11a-2a	11a-2a	12p-12a
	Music	Same	Same	Same	Same	Same	Same	Same
	Kitchen	Same	Same	Same	Same	Same	Same	Same

OCCUPANCY	INDOOR				BAR			OUTDOOR	
	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 Tables	Number of Tables
	175 (projected to be 150 after build-out)	100	27 30 TBD	74 90 TBD	1	1	24 20	N/A	N/A

12/10/2013

How many floors are there? What is the capacity for each floor? (please respond in space provided)	<input checked="" type="radio"/>	3rd	51	150 after build-out		
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"/>	N/A			
Will applicant have bottle service?	YES	<input checked="" type="radio"/>	N/A			
Will you be hosting private parties and promotional events?	<input checked="" type="radio"/>	YES	N/A	OCCASIONAL PRIVATE PARTIES		
Will outside promoters be used?	YES	<input checked="" type="radio"/>	N/A			
Will the security plan submitted be implemented?	<input checked="" type="radio"/>	YES	N/A			
Will State certified security personnel be used?	YES	<input checked="" type="radio"/>	N/A			
Will New York Nightlife Association recommendations and NYPD Best Practices be followed?	<input checked="" type="radio"/>	YES	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 and wear reflective clearly noting name. (please respond in space provided)	YES	<input checked="" type="radio"/>	N/A			
Will the applicant be applying for a Sidewalk Cafe now or in the future? (please respond in space provided)	YES	<input checked="" type="radio"/>	N/A			
If yes to the above, no plans attached and submitted to DCA? How many licenses are? (please respond in space provided)	YES	NO	<input checked="" type="radio"/>	N/A		
Will applicant provide contact information to neighbors and respond to complaints that arise?	<input checked="" type="radio"/>	YES	N/A			
Will you inform the Community Board office of your job openings and/or provide a hyperlink to your job webpage?	<input checked="" type="radio"/>	YES	N/A			
If you plan to have music, what type(s)?	<input checked="" type="radio"/>	BACKGROUND	<input checked="" type="radio"/>	LIVE MUSIC	N/A	OCCASIONAL LIVE MUSIC

in the singer/songwriter vein

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?	<input checked="" type="radio"/>	YES	NO	N/A
Do you agree to comply with DOB rules concerning a store enclosure? Store enclosures can be used between November 16 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?	YES	<input checked="" type="radio"/>	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	<input checked="" type="radio"/>
The service and consumption of alcohol in the rear yard, on the rooftop, or in any other outdoor space will be only via sealed food service	YES	NO	<input checked="" type="radio"/>
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	<input checked="" 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"/>	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"/>	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"/>	NO	N/A

(within reason)

LOCATION & ZONING

Primary Zoning District	Overlay (if Applicable):		
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	<input checked="" type="radio"/>	NO	N/A
Does the building have a Certificate of Occupancy (C of O) or a letter of no objection?	<input checked="" type="radio"/>	NO	N/A
Is the 500 Foot Rule or 200 Foot Rule Triggered? If yes, which? Please attach a diagram of the establishments that trigger the rule.	<input checked="" type="radio"/>	NO	N/A
Is a Public Assembly permit required?	<input checked="" type="radio"/>	NO	N/A
Are your plans filed with DOB?	YES	<input checked="" type="radio"/>	N/A
Building Type	<input type="radio"/> Residential <input checked="" type="radio"/> Commercial <input 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	Manhattan Community Board 4	
	# 2		
	# 3		

still in design phase with architects - we will submit to DOB

ADDITIONAL INFORMATION: (Applicant Use)

ADDITIONAL NOTES: (Office Use Only)

ADDITIONAL STIPULATIONS: (Office Use Only)

Manhattan Community Board 4 (MCB4) recommends:

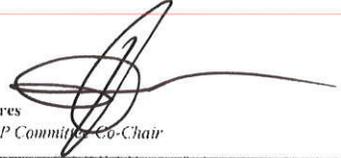
Denial unless all agreed to by applicant is part of the method of operation

Denial Approval

CB4 REPRESENTATIVES

Nelly Gonzalez
CB4 Assistant District Manager


Lisa DiGlia
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

DATE

11/26/13

Austin Publicover For
Porchlight West Chelsea LLC

Mak a final R...
MARE MARE - PARE (

Porchlight

Legend

LEGEND

On-Premise Licenses

- On Premises Liquor
- ▲ On Premises Wine and Beer
- On Premises Beer

Off-Premise Licenses

- Off Premises Liquor
- ▲ Off Premises Wine
- Off Premises Beer

Wholesale Licenses

- Wholesale

Pending Licenses

- Pending

All Licenses

- On Premises Liquor
- ▲ On Premises Wine and Beer
- On Premises Beer
- Off Premises Liquor
- ▲ Off Premises Wine
- Off Premises Beer
- Wholesale
- Pending

Churches

- ◆ Churches

Schools

- ◆ Schools

Zones

- Zones

Community_Boards

- Community_Boards

Police_Precincts

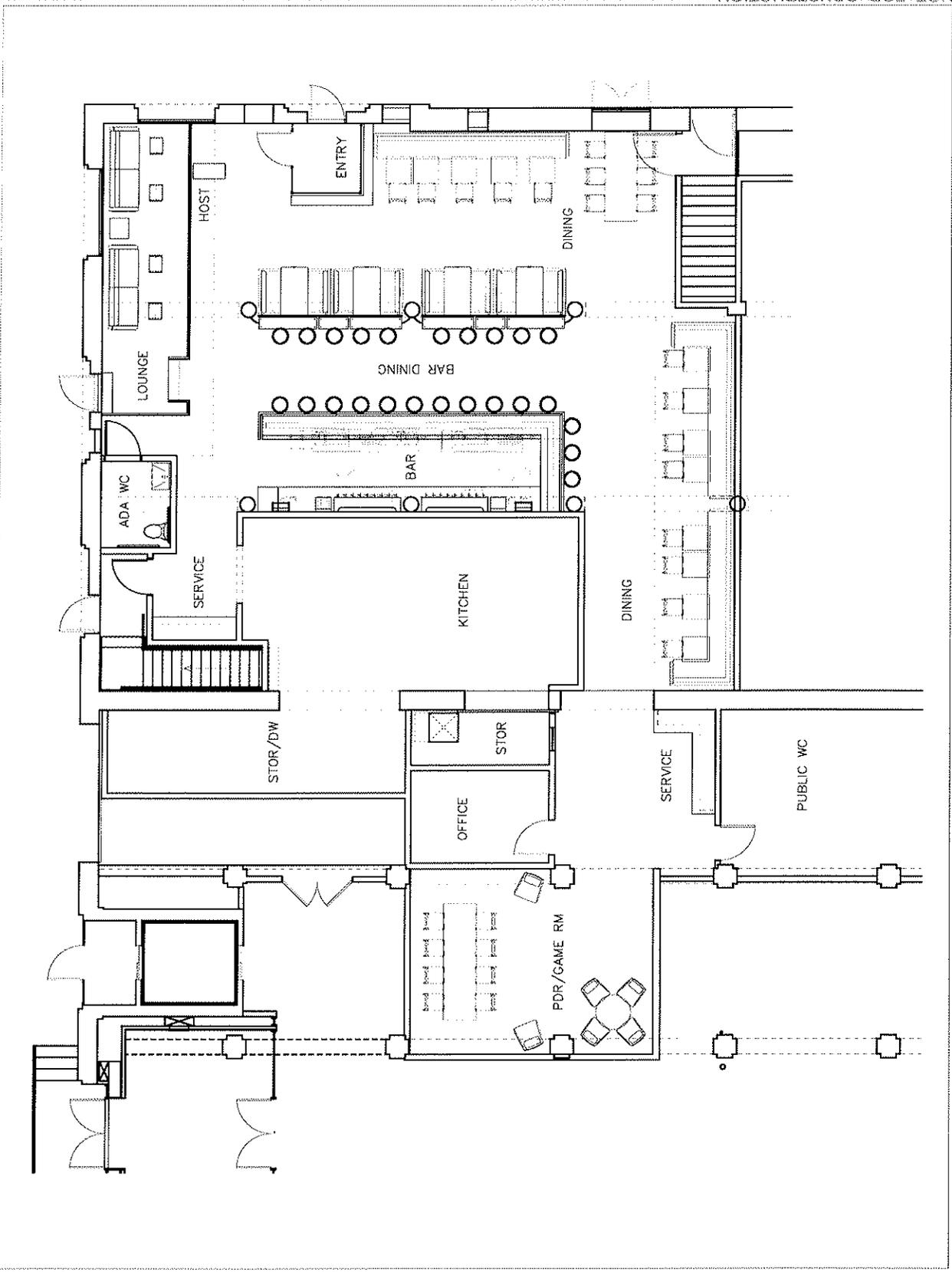
- Police_Precincts

Counties

- Counties



Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.



STARTERS

SNACKS & APPETIZERS

★ BY THE PIECE ★

Oysters on the Half Shell *Daily Selection of East and West Coast with Apple Cider Mignonette and Cocktail Sauce* ☉ 🥜 3 per piece

Devilled Eggs ☉ 🥜 2 per piece

St. Louis Toasted Ravioli *filled with Braised Pork, with Smoked Tomato Dipping Sauce* 🥜 3 per piece

Warm Barbecue Potato Chips *with Blue Cheese & Bacon Dip* 🥜 9

Jar of North Carolina Salt Peanuts 6

Hush Puppies *with Jalapeño Marmalade* 🥜 6

Jackie's Fry Bread *with Chipotle Butter* 🥜 6

Seasonal Soup 9

PEI Mussels *with Chorizo, Fennel, White Wine and Grilled Crouton* 🥜 13

Seared Gulf Shrimp *with Red Eye Gravy and Crispy Organic Grit Cake* 🥜 13

Chipotle Chicken Wings *with Blue Cheese Dip* 🥜 12

Smoked Black Pepper Sausage *with Pimento Cheese and Crackers* 🥜 11

SALADS

Market Salad *chef's selection of locally farmed ingredients* 14

Iceberg Wedge *with Creamy Blue Cheese & Bacon Dressing* ☉ 🥜 10

Classic Caesar *with Pecorino and Croutons* 🥜 11

Add Smoked Chicken Breast 6 or Grilled Shrimp 9 to any salad

VEGETABLES & SIDES

Market Vegetable
9

Crispy Brussels Sprouts
with Bacon 🥜
8

Sesame Coleslaw ☉ 🥜
5

Pit Beans with Pork ☉ 🥜
7

Macaroni & Cheese 🥜
9

Cornbread (2 pieces) 🥜
4

Sweet Potato Wedge Fries
with Maple Dip 🥜
7

French Fries 🥜
7

Spicy Cheese Fries 🥜
9

☉ Gluten Free 🥜 Nut Free

Please let us know about any allergies you have

MAIN COURSES

Market Fish *with seasonal side* 23

Smoked Duck Gumbo *with Homemade Tasso Ham, Andouille and Rice* 21

Fried Chicken *with Cheddar-Black Pepper Biscuit, Mashed Potatoes and Gravy* 22

Chicken Fried Steak *with Sausage Gravy and Mashed Potatoes* 23

Blue Smoke Burger *on Brioche with Fries (add cheese or house-smoked bacon, \$1 each)* 14

Hickory Smoked Vegetable Burger *with Quinoa, Lentils, Tomato Chutney and Mixed Green Salad* 14

BARBECUE *Smoked "Low and Slow" over Hickory and Apple Woods*

North Carolina Pulled Pork Platter *with Pit Beans and Sesame Slaw* 20

Creekstone Farms Texas Beef Brisket *(Lean or Marbled) and Mashed Potatoes topped with Crispy Onions* 20

Applewood-Smoked Chicken *and Mashed Potatoes topped with Crispy Onions* 21

Kansas City Spareribs *Big, Juicy, Spicy and Sweet, Slathered with our KC Sauce* 21 Six for 18 / Ten for 28

Memphis Baby Back Ribs *Our Leanest Rib, with Magic Dust and Original Sauce* 21 Six for 18 / Ten for 28

Texas Salt & Pepper Beef Ribs *Dry-Rubbed and Full of Smoky Flavor, No Sauce Necessary* 21 Three for 18 / Five for 28

Rib Sampler *Memphis Baby Backs, Kansas City Spareribs and Texas Beef Ribs* 21

For One Two Memphis, Two Kansas City and One Texas 23

For Two Four Memphis, Four Kansas City and Two Texas 43

Rhapsody in 'Cue *Kansas City Spareribs, Pulled Pork, Smoked Chicken and Sausage* 25

Eddie Montalvo – Chef de Cuisine