



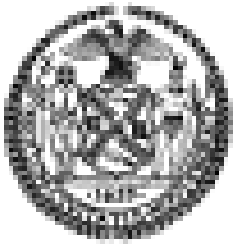
**BAJA AND HUMANS, LLC  
D/B/A BORIS & HORTON  
195 AVENUE A  
A/K/A 441 EAST 12TH STREET  
NEW YORK, NY 10009**

MANHATTAN COMMUNITY BOARD 3  
SLA COMMITTEE MEETING  
MARCH 10, 2025

QUESTIONNAIRE FOR A TAVERN WINE LICENSE APPLICATION

- FLOOR PLAN
- PHOTOGRAPHS OF PREMISES
- PROPOSED MENU
- MAP AND LIST OF LICENSES 2 BLOCKS EACH DIRECTION
- EMAIL TO COMMUNITY GROUPS

**BERNSTEIN REDO SAVITSKY PC**  
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THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
 Phone (212) 533-5300  
 www.cb3manhattan.org - mn03@cb.nyc.gov

Andrea Gordillo, Board Chair

Susan Stetzer, District Manager

**Community Board 3 Liquor License Application Questionnaire**

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

**The following items and questionnaire package are due by date listed in email invite:**

- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.

**The following items are due by noon Wednesday before the meeting:**

- 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:  
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>  
 (this is not required but strongly suggested if a relevant group exists)
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

Check which you are applying for:

- new liquor license     alteration of an existing liquor license     corporate change

Check if either of these apply:

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

**Today's Date:** February 27, 2025

Is location currently licensed?  Yes  No    Type of license: prior license was recently surrendered

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

Previous or current use of the location: Cafe - same use

Corporation and trade name of current license: Boris & Horton East Village LLC was prior licensee

**APPLICANT:**

Premise address: 195 Avenue A a/k/a 441 East 12th Street, New York, NY 10009

Cross streets: Corner of 12th Street and Avenue A

Name of applicant and all principals: Baja and Humans, LLC

Carol Krakowski, Kevin Grumberg, John Krakowski and Jamie Krakowski

Trade name (DBA): Boris & Horton

**PREMISE:**

Type of building and number of floors: 6-story residential with commercial street level

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Yes  No\* What is maximum NUMBER of people permitted \*building pre-dates C of O, there is an LNO

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): C2-5

**PROPOSED METHOD OF OPERATION:**

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) Inside: 8am-Midnight Daily

Outside 8am-10pm Mon-Sat; 10am-10pm Sunday

Will any other business besides food or alcohol service be conducted at premise, i.e., retail?  Yes  No

If yes, please describe what type: Sale of dog-related merchandise

Number of indoor tables? 31 Total number of indoor seats? 70

How many stand-up bars/bar seats are located on the premise (number, length, and location) \_\_\_\_\_  
One - 10'2" x 12', no seats

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

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 \_\_\_\_\_

Pastries, sandwiches, toast, cheese boards, soup, salad, quinoa

What are the hours the kitchen will be open? 8am - Midnight daily

Will a manager or principal always be on site?  Yes  No If yes, which? Manager and/or principal

How many employees will there be? 4 per shift

Do you have or plan to install  French doors  accordion doors or  windows?  
on Avenue A

Will there be TVs/monitors?  Yes  No (If Yes, how many?) 1

Will premise have music?  Yes  No

If Yes, what type of music?  Live musician  DJs  Streaming services/playlists

If other type, please describe tapes, CDs, Ipad

What will be the music volume?  Background (conversational)  Entertainment (live music venue level) Please describe your sound system: Built-in speakers that connect to iPhone via Bluetooth

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? Yes

Ticketed events with proceeds going to animal-related causes, including dog comedy stand-up, where dogs in the audience are roasted; trivia; breed meetups; yoga with your dog; Halloween dog costume parties; craft nights; art classes.

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? Social media - no outside promoters

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.") \_\_\_\_\_

Staff will monitor to ensure that crowds do not form and people do not loiter

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. Premises will be operated in same manner it was previously; staff will monitor to be sure guests are respectful of neighbors as they vacate and do not loiter outside the premises

Is sound proofing installed?  Yes  No  
already in place

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

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (includes roof & yard)  Yes  No If Yes, describe and show on diagram:

Application to be filed with DOT for sidewalk cafe seating

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously?  Yes  No

If yes, please indicate name of establishment: \_\_\_\_\_

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

Has any principal had work experience similar to the proposed business?  Yes  No\* If Yes, please

attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application. \*The Manager, Ben Kaufman, has extensive experience in the hospitality industry (see attached)

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name, address and describe the business \_\_\_\_\_

Has any principal had SLA reports or action within the past 5 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? 4 on Avenue A; 3 on 12th Street (see attached)

How many On-Premise (OP) liquor licenses are within 500 feet? 13

Is the premise within 200 feet on the same street 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, but it is not required. 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. My license type is:  beer & cider  wine, beer & cider  liquor, wine, beer & cider
2.  I will operate a full-service restaurant, specifically a (type of restaurant) \_\_\_\_\_ restaurant, or  
 I will operate a cafe \_\_\_\_\_,  
 with a kitchen open and serving food during all hours of operation OR  with less than a full-service kitchen but serving food during all hours of operation OR  Other \_\_\_\_\_
3. My hours of operation will be:  
 Mon 8am-Midnight; Tue 8am-Midnight; Wed 8am-Midnight; Thu 8am-Midnight; Fri 8am-Midnight; Sat 8am-Midnight; Sun 8am-Midnight. (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)
4.  I will not use outdoor space for commercial use (including Open Restaurants) OR  
 I will close all outdoor dining allowed under the temporary Open Restaurants program and any other subsequent uses by 10:00 P.M. all days and not have any speakers or TV monitors outdoors
5.  I will employ a doorman/security personnel: \_\_\_\_\_
6.  I will install soundproofing, already in place from prior operator

7.  I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.  I will have a closed fixed façade with no open doors or windows except my entrance door, which will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.
8. I will not have  DJs,  live music,  third-party promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than \_\_\_\_\_ DJs per \_\_\_\_\_,  more than 2 private parties per month
9.  I will play ambient recorded background music only.
10.  I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
11.  I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
12.  I will not participate in pub crawls or have party buses come to my establishment.
13.  I will not have unlimited drink specials, including boozy brunches, with food.
14.  I will not have a happy hour or drink specials with or without time restrictions OR  I will have happy hour and it will end by 9pm.
15.  I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16.  I will conspicuously post this stipulation form beside my liquor license inside of my business.
17.  Residents may contact the ~~manager~~ owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Name: Carol Krakowski

Phone Number: 714-743-8227

## PRIOR EXPERIENCE OF MANAGER

Ben Kaufman Chef/Manager - Originally born in Bayside Queens, Ben Kaufman has spent most of his life in Alphabet City/East Village. Growing up on 4th and C, Ben has spent a significant amount of his career in the neighborhood as well. Formerly the General Manager of In Vino, and Alphabet City Wine Co. Ben helped open Alphabet City Beer Co., and was very active in the neighborhood during Hurricane Sandy.

Ben Kaufman has been the Beverage Director for the INO Group, General Manager and Beverage Director of Dylan Prime Steakhouse, along with opening Director of Operations and General Manager of Barano Restaurant. He is also the creator of Sfusato di Barano, the founding Brand Director of Point and Line Wines, and an experienced mycologist.

With over 20 years of experience in the restaurant industry, Mr. Kaufman has specialized in the curation and development of Food and Beverage brands. He has built recognized up and coming Natural wine cellars, and helped develop Michelin level kitchens. With mentors from Cellar in the Sky, and Gramercy Tavern, Mr. Kaufman represents the foundation of NYC's Hospitality industry with everything he does.

Mr. Kaufman has had his brands and products featured in Food and Wine Magazine, Popular Mechanics, New York Times, Wall Street Journal, TimeOut, The New Yorker, and New York Magazine, among others.

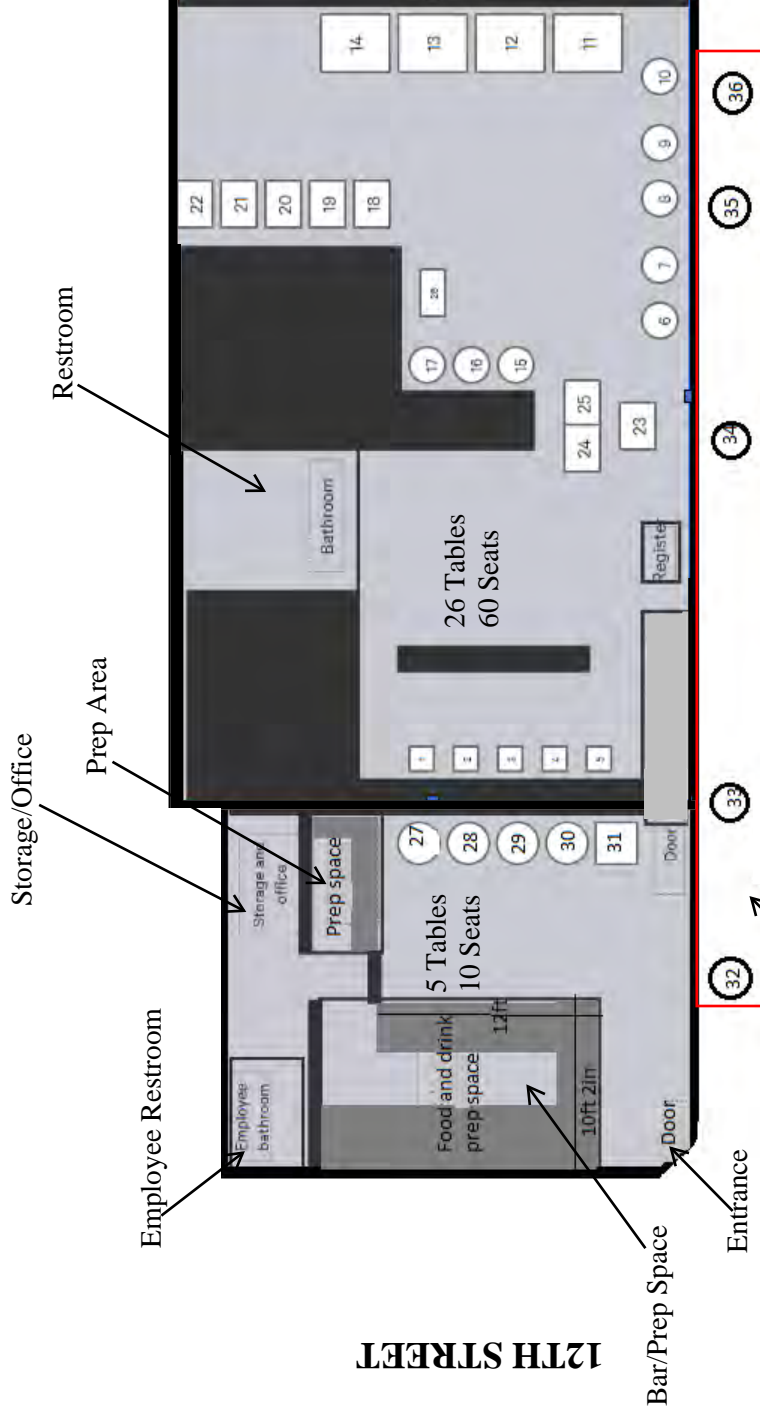
Mr. Kaufman is also a long-time dog parent. Mr. Kaufman can often be seen with his adorable daughter, and his Husky service dog, Mufasa.



## FLOOR PLANS

Baja and Humans, LLC  
195 Avenue A a/k/a 441 East 12th Street  
New York, NY 10009

12TH STREET



Sidewalk cafe - application to be filed with DOT

AVENUE A

## PROPOSED MENU

**Sandwiches:**

- House made focaccia, Russo's fresh mozzarella, braised fennel, olive celery pepper gardeinera
- House made focaccia, mortadella, provolone, mustard aioli, can add pickles (pressed panini)
- House made focaccia, shaved beef, horseradish, stracciatella, wasabina greens, crispy shallot
- House made focaccia, flame beet, garlic citrus vinagrette, castelrosso, arugula (vegetarian)

**Biscuits:**

- chicken biscuit
- pork sausage biscuit
- crispy cauliflower biscuit (vegetarian)
- egg biscuit

**Mezze:**

- hummus
- babaganoush
- cucumber salad
- stuffed grape leaves

**Salad:**

- arugula beet salad
- curried cauliflower, mustard greens
- citrus fennel

**Bowls:**

- Farro Bowl
- Black rice Bowl
- Potato bowl
- Yogurt and Granola

**Sides:**

- House Hashbrowns

**Breakfast pastries:**

- sausage roll
- croissant
- chocolate croissant
- Danish

**Beverage Menu:**

## Coffee

Drip Coffee  
Espresso  
Macchiato  
Cappuccino  
Latte  
Cold Brew  
Americano  
Drip  
Chai Latte  
Matcha Latte  
Hot cocoa  
Lemonade

## Teas-

English Breakfast, Earl Grey, Sencha Green, Peppermint, Lemongrass Ginger, Rooibos  
Iced Tea

## Beer-

Talea  
Threes  
Grimm  
Hudson Valley Brewery  
Back Home

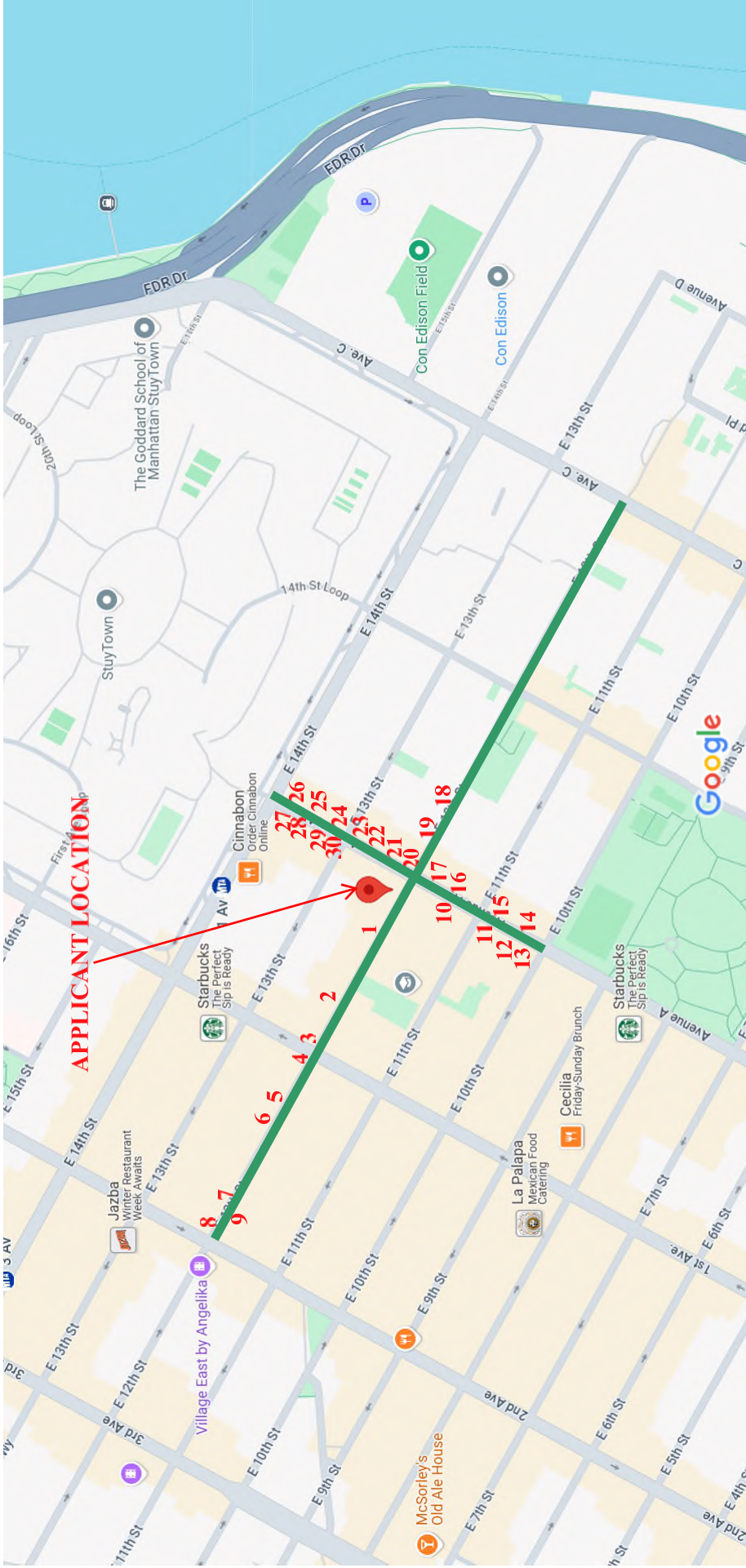
## Wine

## Other-

Brooklyn Cider  
Threes Brewing Lime Ginger Seltzer

MAP AND LIST OF LICENSES 2 BLOCKS EACH DIRECTION

# 195 Avenue A



Map data ©2025 Google 200 ft

## LICENSES IN 2-BLOCKS EACH DIRECTION

1. TWOBONES CATERING LLC  
d/b/a Smor  
441 E 12th Street  
New York, NY 10009  
Restaurant Wine License
2. WOMAN IN WINE LLC  
d/b/a SPES  
413 E 12<sup>th</sup> Street  
New York, NY 10009  
Tavern Wine License
3. HEARTH RESTAURANT INVESTORS LLC  
d/b/a Hearth  
403 E 12<sup>th</sup> Street – 1<sup>st</sup> Avenue  
New York, NY 10009  
Restaurant Liquor License
4. SARITAS MACARONI & CHEESE EV LLC  
d/b/a Saritas Mac & Cheese  
197 1<sup>st</sup> Avenue  
New York, NY 10003  
Restaurant Wine License
5. THAI GOLDEN TREE INC  
d/b/a Thai Terminal  
349 E 12<sup>th</sup> Street  
New York, NY 10003  
Restaurant Wine License
6. MOTORINO EAST VILLAGE INC  
d/b/a Motorino East Village  
349 E 12<sup>th</sup> Street – West Store  
1<sup>st</sup> & 2<sup>nd</sup> Avenues  
New York, NY 10003  
Restaurant Wine License
7. 31 ORCHARD ST REALTY INC  
d/b/a Juke Bar  
301 E 12<sup>th</sup> Street  
New York, NY 10003  
Tavern Liquor License



## LICENSES IN 2-BLOCKS EACH DIRECTION

8. 12<sup>th</sup> STREET ALE HOUSE  
d/b/a 12<sup>th</sup> Street Ale House  
192 2<sup>nd</sup> Avenue, 2<sup>nd</sup> Avenue & 12<sup>th</sup> Street  
New York, NY `0003  
Tavern Liquor License
9. PJ RESTAURANT INC  
d/b/a John's of 12th Street  
302 East 12<sup>th</sup> Street  
New York, NY 10003  
Restaurant Liquor License
10. BE A GOOD NEIGHBOR LLC  
d/b/a Foxface Natural  
189 Avenue A  
New York, NY 10009  
Restaurant Wine License
11. MAMAS COOKING II LLC  
d/b/a FISHMART II  
171 Avenue A  
New York, NY 10009  
Restaurant Wine License
12. PATTY MC CARTHYS INC  
d/b/a CONEY ISLAND BABY/ LOLA & HEAVEN CAN WAIT  
169 Avenue A  
New York, NY 10009  
Restaurant Liquor License
13. MAMA FINAS NY INC  
d/b/a Mama Fina  
167 Avenue A  
New York, NY 10009  
Restaurant Wine License
14. A10TH KITCHEN GROUP INC  
d/b/a A10th Kitchen  
162 Avenue A  
New York, NY 10009  
Restaurant Liquor License

## LICENSES IN 2-BLOCKS EACH DIRECTION

15. MEIR & COMPANY INC  
d/b/a 7 Eleven Store 36678A  
170 Avenue A  
New York, NY 10009  
Grocery Store Beer (off-premises)
16. 186 A ENTERPRISES INC  
d/b/a Cork 'n Fork  
186 Avenue A  
New York, NY 10009  
Restaurant Wine License
17. 188 AVE A TAKE OUT FOOD CORP  
d/b/a AU ZA' ATAR  
188 Avenue A  
New York, NY 10009  
Restaurant Liquor License
18. Store of Pasta LLC  
d/b/a House of Pasta  
511 East 12<sup>th</sup> Street  
New York, NY 10009  
Restaurant Liquor License (application pending, operating with temporary permit)
19. MM EAST 12<sup>TH</sup> INC  
d/b/a Poppy  
503-505 East 12<sup>th</sup> Street  
New York, NY 10009  
Restaurant Liquor License (application pending, operating with temporary permit)
20. MONOLITH INC  
d/b/a El Camion Cantina  
194 Avenue A  
New York, NY 10009  
Restaurant Liquor License
21. CONVIVE PARTNERS LLC  
d/b/a CONVIVE WINE AND SPIRITS  
196 Avenue A  
New York, NY 10009  
Liquor Store (off-premises)

## LICENSES IN 2-BLOCKS EACH DIRECTION

22. JHAKAAS LLC

d/b/a Ishq

202 Avenue A

New York, NY 10009

Restaurant Liquor License (application pending, operating with temporary permit)

23. DBW RESTAURANT ASSOCIATES LLC

d/b/a Garret East

206 Avenue A

New York, NY 10009

Tavern Liquor License

24. FAT SOCIAL CLUB LLC

d/b/a Café Joah

212 Avenue A

New York, NY 10009

Restaurant Liquor License

25. ALPHABET CITY GROUP LLC

d/b/a MOTEL NO TELL

210 Avenue A

New York, NY 10009

Restaurant Liquor License

26. PUB 218 CORP

d/b/a SPIKE'S

218 Avenue A

New York, NY 10009

Restaurant Liquor License

27. FAT PANDA INC

d/b/a Planet Rose NYC

219 Avenue A North 13 & 14<sup>th</sup> Street

New York, NY 10009

Tavern Liquor License

28. ZARAGOZA MEXICAN DELI & GROCERY INC

215 Avenue A

New York, NY 10009

On-Premises Beer License

**LICENSES IN 2-BLOCKS EACH DIRECTION**

29. FRIDA & DIEGO CORP

211 Avenue A

New York, NY 10009

Restaurant Liquor License

30. TAVERN 211 CORP

d/b/a The Spotted Owl

211 Avenue A

New York, NY 10009

Restaurant Liquor License

EMAIL TO COMMUNITY GROUPS (SENT 2/27/2025)

## **COMMUNITY GROUPS**

### **North Avenue A Neighborhood Association**

- [goodpoet@verizon.net](mailto:goodpoet@verizon.net)
- [coamey@housingworks.org](mailto:coamey@housingworks.org)

### **East 12th Street Block Association**

- [alexisa1@mac.com](mailto:alexisa1@mac.com)

### **Tompkins Square Park Kids**

- [franklin.douglas@gmail.com](mailto:franklin.douglas@gmail.com)

### **Seven Loaves DBA GOH Productions**

- [info@gohproductions.org](mailto:info@gohproductions.org)

### **Loisaida United Neighborhood Gardens (LUNGS)**

- [ck@wingflix.com](mailto:ck@wingflix.com)

### **East Village Community Coalition**

- [info@evccnyc.org](mailto:info@evccnyc.org)

### **Village Preservation**

- [andrew@gvshp.org](mailto:andrew@gvshp.org)



## Martha Redo

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**From:** Martha Redo  
**Sent:** Thursday, February 27, 2025 1:37 PM  
**To:** Martha Redo  
**Cc:** carol@borisandhorton.com  
**Subject:** Baja and Humans, LLC - New Tavern Wine License 195 Avenue A a/k/a 441 East 12th Street

Good afternoon,

We represent Baja and Humans, LLC which will be taking over and operating Boris & Horton at 195 Avenue A a/k/a 441 East 12<sup>th</sup> Street, at the corner of 12<sup>th</sup> Street and Avenue A.

We were directed by Manhattan Community Board 3 to contact your organization to let you know that our client will be filing an application with the New York State Liquor Authority for a new Tavern Wine license for the premises.

Boris & Horton is a dog-friendly café, which was open and operating with a beer & wine license under prior ownership since 2018. The method of operation under the new ownership will be substantially the same as it was previously.

The café will have 5 tables with 10 seats on the café side of the premises and 26 tables with 60 seats on the dog side of the space. The café space and the dog space are connected by an internal door. There will also be a sidewalk café, for which an application will be filed with the NYC Department of Transportation, which will have approximately 5 tables with 10 seats.

There is no physical customer bar with bar seating. Rather the bar is a counter in the café space from which patrons order food and beverages. There will be background recorded music only. The hours of operation will be 8am to Midnight daily inside with the sidewalk café open from 8am-10pm Monday-Saturday and 10am-10pm on Sunday.

The application will be heard by the SLA Licensing Committee of Community Board 3 at its next meeting on March 10, 2025 at 6:30pm.

If you have any questions or would like more information about this application, please contact me at [martha@brpclaw.com](mailto:martha@brpclaw.com) or the new owner of Boris & Horton, Carol Krakowski at [carol@borisandhorton.com](mailto:carol@borisandhorton.com).

Thank you.

**Martha M. Redo | BERNSTEIN REDO & SAVITSKY P.C.**

1177 Avenue of the Americas, 5<sup>th</sup> floor

New York, NY 10036

Tel. 212.651.3100

[martha@brpclaw.com](mailto:martha@brpclaw.com) | [www.brpclaw.com](http://www.brpclaw.com)

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