

SOHO-LUDLOW INC

139 LUDLOW STREET
NEW YORK, NEW YORK 10002

Alteration Application
Manhattan Community Board No. 3
SLA & DCA Licensing Committee

Completed Manhattan Community Board No. 3 Questionnaire

1. Photographs
2. Floor Plan
3. Proposed Menu
4. Area Map

BERNSTEIN REDO P.C.
1177 Avenue of the Americas -5th Floor
New York, New York 10036
(212) 651-3100



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

Alysha Lewis-Coleman, 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
- 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

Check if either of these apply:

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

Today's Date: 05/11/2018

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: Club Liquor License
Demolishing neighboring building (137 Ludlow St) to create outdoor garden with retractable
 If alteration, describe nature of alteration: roof accessible through Ludlow House first floor and and cellar, adding cellar to license.
 Previous or current use of the location: 139 Ludlow Street - Ludlow House (Private Member's Club)
137 Ludlow Street - Libation (Bar and Cabaret with Full OP License)
 Corporation and trade name of current license: Soho-Ludlow Inc. (Ludlow House at 139 Ludlow Street)
Brackluinn Restaurant Inc (Libation at 137 Ludlow Street)

APPLICANT:

Premise address: 139 Ludlow Street, New York, New York 10002 / 137 Ludlow Street, New York, New York 10002

Cross streets: Rivington Street and Stanton Street

Name of applicant and all principals: Soho-Ludlow Inc. / Pierre Dourneau (ABC Officer)

Trade name (DBA): Ludlow House

PREMISE:

Type of building and number of floors: Commercial building with Four Floors (and basement)

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: _____

Alteration will create a partially enclosed garden on the ground floor with a retractable roof. _____

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? 139 Ludlow Street - 681
137 Ludlow Street - 400
*139 Ludlow Street has valid C/O and appropriate permits, and 137 Ludlow Street is permitted for Eating/Drinking.

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):

C4-4A

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: Private Member's Club

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Same as current operation at Ludlow House - 2:00am seven days-a-week

Retractable roof over new garden space to close at 10:00pm (Sun-Wed) and 11:00pm (Thurs-Sat)

Number of tables?	Existing		Total number of seats?	Existing	
	New Space	Ludlow House		New Space	Ludlow House
	41	101		120	327

How many stand-up bars/ bar seats are located on the premise? 3 Stand-Up Bars / 13 Barstools

(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): Ground Fl - L Shaped - Appx. 21'3"
Ground Fl - Straight - Appx. 19'9" (SERVICE)
2nd Floor - L Shaped - Appx 26'2"
3rd Floor - Straight - Appx 13'6"
4th Floor - Straight - Appx 20'8" (SERVICE)

Does premise have a full kitchen Yes No?

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

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

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? Manager

How many employees will there be? Approximately 170

Do you have or plan to install French doors accordion doors or windows? *ALL FRENCH/ACCORDION DOORS & WINDOWS INTO INTERIOR SPACE

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

Will premise have music? Yes No *Same/continuation of operation at Ludlow House

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

If other type, please describe Same/continuation of current operation at Ludlow House

What will be the music volume? Background (quiet) Entertainment level *Same/Continuation of Current Operation at Ludlow House

Please describe your sound system: Advanced recessed wall speakers, recording studio in cellar (soundproofed)

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? Same as current operation
No promoted events and no cover charges. Small performances for members.

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.")

Continued use of existing traffic plan.

Will there be security personnel? Yes No (If Yes, how many and when) Same as current operation.

At least one security guard and at least one manager on duty at all times.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. Same as current operation at Ludlow House - No lines and use of guard at door.

The new garden space will use retractable roof which will close at 10:00pm (Sun-Wed) and 11:00pm (Thurs-Sat)

Do you have sound proofing installed? Yes No

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

Retractable roof will have sound attenuation properties. Cellar recording studio room will be soundproofed.

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Soho-Ludlow Inc, Soho House New York Inc.

Address: 139 Ludlow Street, NY, NY 10002 & 29-35 9th Ave, NY, NY 10014 Community Board # 3 & 2

Dates of operation: 2003 - Current

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments. *CB2 does not provide comment letters.

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. Pierre Dourneau has been the ABC Officer of Ludlow House.

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

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.

Case 117222 - Resolved February 2018

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? 7

How many On-Premise (OP) liquor licenses are within 500 feet? 47

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

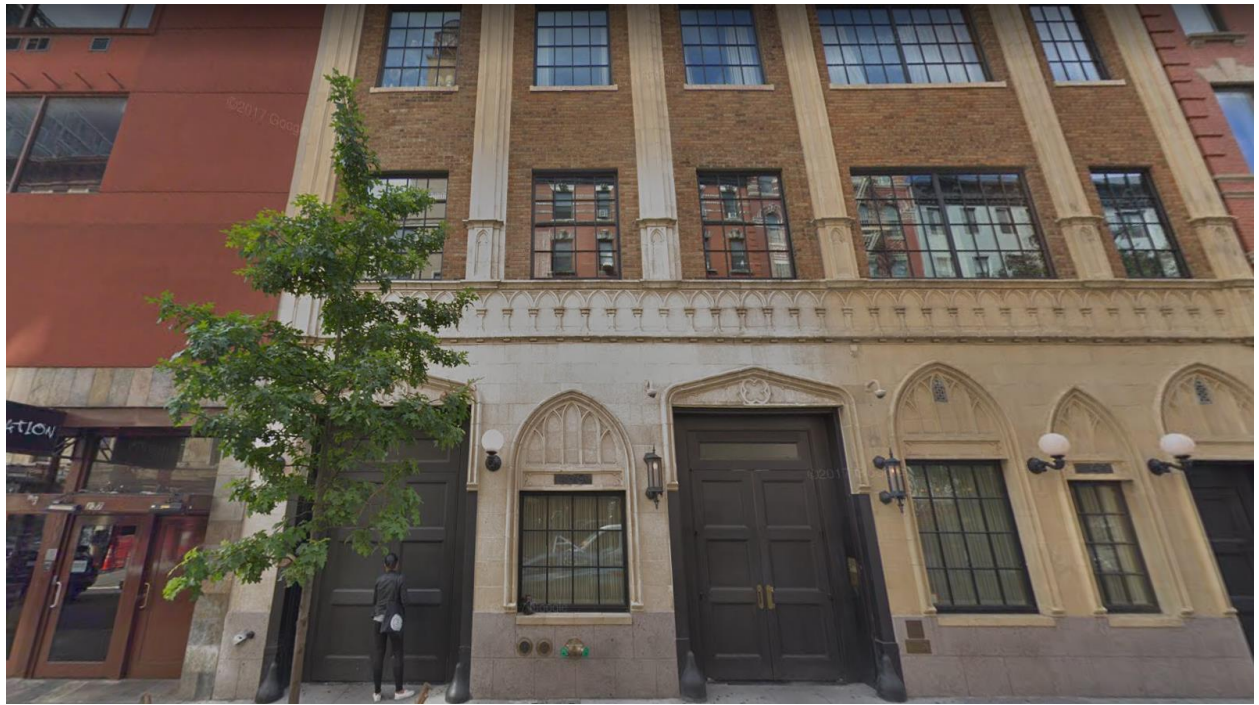
COMMUNITY OUTREACH:

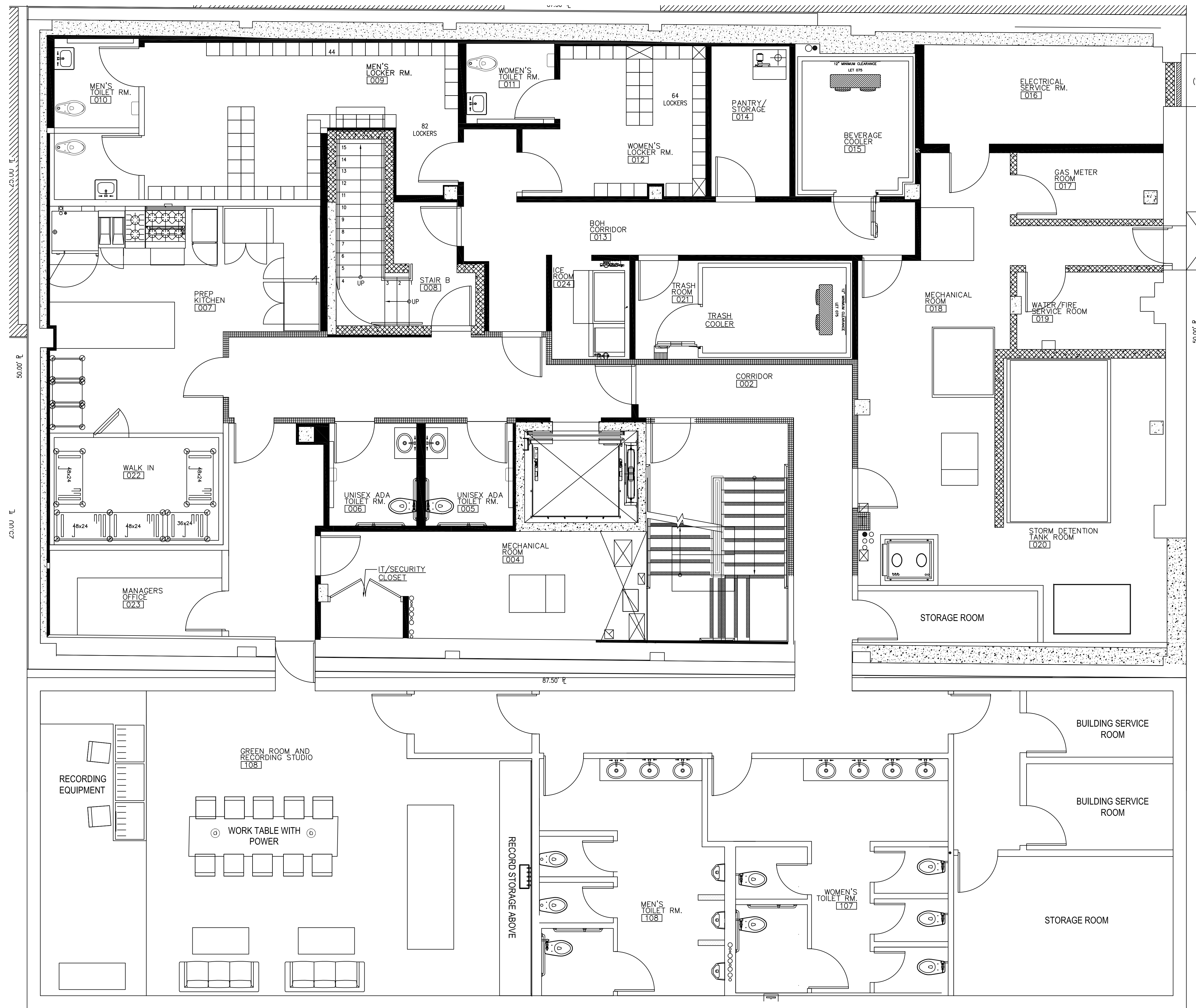
Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which 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 will operate a full-service restaurant, specifically a (type of restaurant) _____, with a kitchen open and serving food during all hours of operation OR I have less than full-service kitchen but will serve food all hours of operation.
2. 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.
3. 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 _____.
4. I will play ambient recorded background music only.
5. 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.
- N/A 6. I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7. I will not participate in pub crawls or have party buses come to my establishment.
8. 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 _____.
9. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10. 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.







CELLAR LEVEL

DO NOT use drawing for construction
Used for Design Intent purposes only

DO NOT SCALE FROM THIS DRAWING

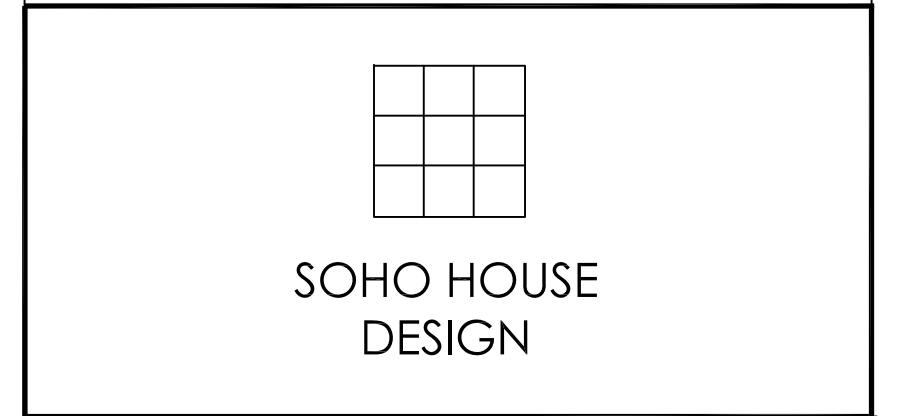
SOHO HOUSE TO APPROVE ALL FINISHES SAMPLES
AND SHOP DRAWINGS PRIOR TO MANUFACTURE.

ALL DIMENSIONS DISCREPANCIES TO BE REPORTED
TO SOHO HOUSE PRIOR TO MANUFACTURE.

PRELIMINARY ISSUE

REVISIONS

Date	Revision	Comment
11.11.11	/	/



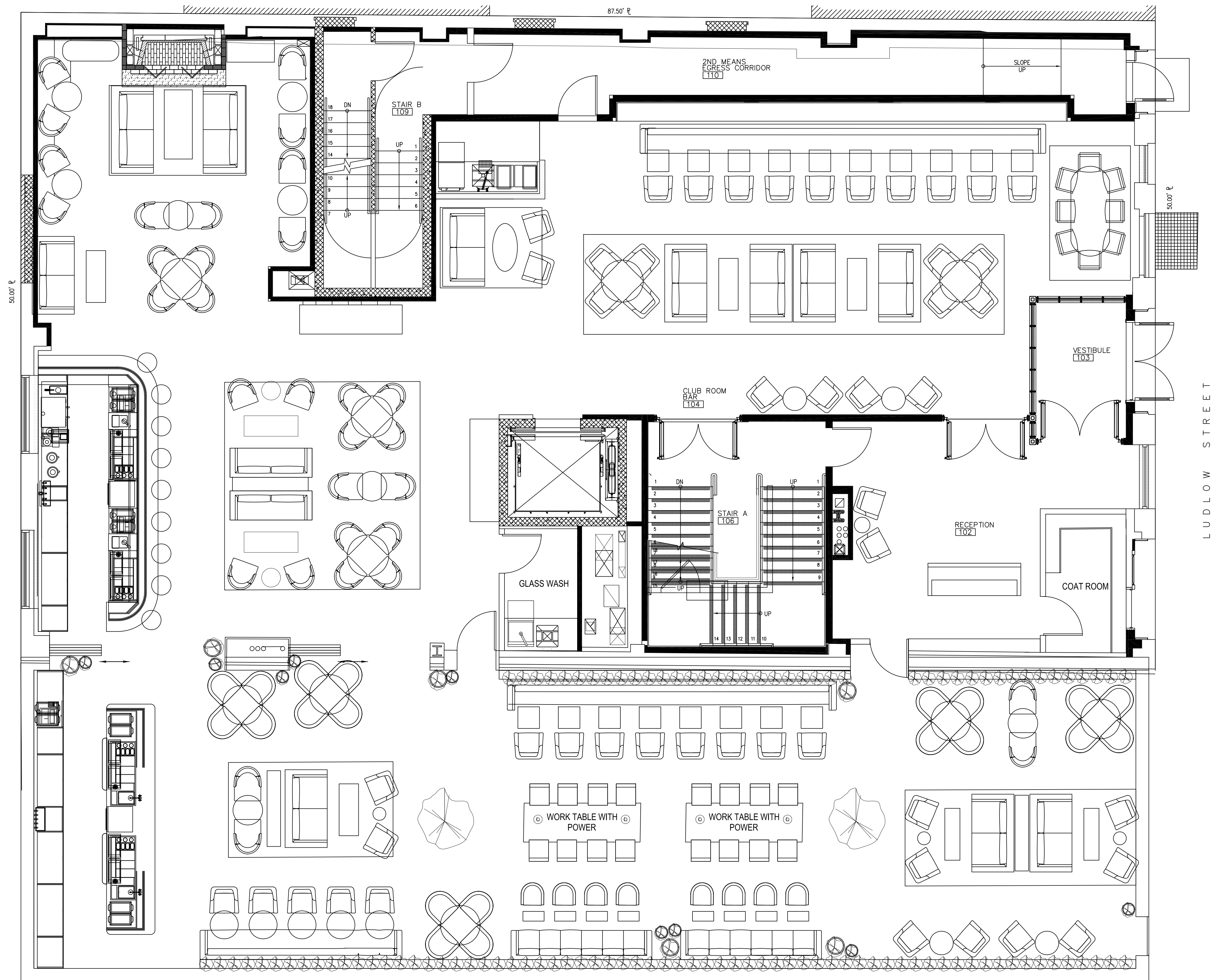
LUDLOW HOUSE

FURNITURE PLAN

Scale	Drawn By	Date	Auth
1:111/A1	JN	3/30/2018	AUTH

Drawing Number: A-101

Rev	Auth
/	/



GROUND LEVEL

DO NOT use drawing for construction
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DO NOT SCALE FROM THIS DRAWING

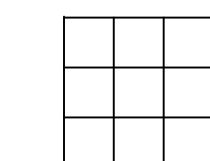
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PRELIMINARY ISSUE

REVISIONS

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11.11.11	/	/

 SOHO HOUSE DESIGN			
LUDLOW HOUSE			
FURNITURE PLAN			
Scale 1/4"=1'-0"	Drawn By JN	Date 3/30/2018	
Drawing Number A-102		Rev /	Auth /

Lou's

Bites

Rye Focaccia hazelnut oil, saba 5

Sigmund's Pretzel spicy mustard (vg) 6
add serrano ham 4

Farmhouse Cheese Plate brezel rolls,
strawberry-tomato mostarda (v) 12

Tempura Rock Shrimp spicy miso mayo 14

Spicy Tuna on Crispy Rice
pickled peppers, shiso 16

Mini Lobster Rolls yuzu kosho, chinese celery 19

Vegan

Baby Kale Tahini Caesar tarragon, cucumber,
sesame seed 12

Cream of Mushroom Soup hazelnut, thyme 12

Chickpea Flatbread coconut tzatziki 12

Roasted Shishito Peppers aerated sesame,
togarashi, lemon 13

Vegetable Crudite green goddess dip 14

Avocado & Young Coconut Salad pineapple,
macadamia, cured chili, seaweed 15

Sandwiches

Fried Chicken Sandwich chili creme fraiche,
hot honey, lettuce, b&b pickles 13

Veggie Burger avocado, b&b pickle, boston
lettuce, chinese mustard, side salad (v) 15

Ludlow Burger gruyere, fancy sauce,
b&b pickles, herbed fries single 12 double 19

Lunch Combo Special

Monday-Friday

11:30am-4pm Any two 12
deli sandwich soup salad

Plates

House Chopped Salad little gem, snap peas,
asparagus, feta, lemon vinaigrette (v) 14

Rigatoni sun-dried tomato pesto, parmesan 16

Salmon Poke Bowl spicy sesame, fried
shallot, sprouted rice, greens, avocado 21

Icelandic Cod snow peas, coconut, spring garlic
vinaigrette 21

Free Range Brick Chicken wood-fired asparagus,
meyer lemon, thyme 27

All day breakfast

Bodega Egg Sandwich two fried eggs, tomato
jam, house made american (v) 10

Buckwheat Waffle strawberry-agave syrup,
coconut cream (v) 11

2 Eggs Any Style flax toast, roasted tomato,
avocado (v) 12

Open-Faced Omelet roasted spring vegetables,
baby kale, aged cheddar, cured chili (v) 12

Avocado Toast flax bread, spring vegetables,
sunflower 13
add egg (fried or boiled) 3

Wood fired pizzas

Margherita tomato, mozzarella, basil (v) 15

Quattro Formaggi ricotta, mascarpone,
parmesan, mozzarella (v) 16

Spicy Soppresata fresh mozzarella,
parmesan, hot honey 18

Lou's

Healthy Bowls

10

**Strawberry Hibiscus Chia
Seed Pudding**
cocoa nibs, maple, dragonfruit (vg)

Carrot & Cashew Oats
pineapple, coconut,
nut clusters (vg)

Warm Quinoa Porridge
citrus, coconut,
hazelnut butter (vg)

Early Start

Granola & Yogurt fruit compote (v) 6

Fruit Plate selection of seasonal fruit (vg) 8

Bodega Egg Sandwich two fried eggs,
tomato jam, house made American (v) 10

Buckwheat Waffle strawberry-agave syrup,
coconut cream (v) 11

Open-Faced Omelet roasted spring
vegetables, baby kale, aged cheddar,
cured chili (v) 12

2 Eggs Any Style flax toast, roasted
tomato, avocado (v) 12

Sides

Croissant 4

Banana Bread 4
add fresh berries & ricotta 3

Sliced Avocado 5

Maplewood Bacon 5

Fingerling Potatoes 5

Toast 4

D U C K E D U P

DINNER

Chili-Kaffir-Coconut Peanuts 5

Vegetable Spring Rolls | hot-sweet-sour-salty sauce 6

Pickles | three ways | vinegar, half-sour, kimchi 7

Tempura Mushroom Bao | maitake, spicy miso mayo, bread and butter pickles 10

English Pea Dumplings | spring garlic, coconut, cured lemon, seaweed 10

Mr. Yu's Ramp Pancake | sweet soy-black vinegar dip 12

Beef & Ramp Wontons | broccolini, black vinegar, pickled mustard seed 12

Roasted Shishito Peppers | aerated sesame, togarashi, lemon 13

Spring Greens | snap peas, radishes, yuzu vinaigrette 14

Artichoke & Banana Flower Salad | smoked chili-coconut dressing, ginger, thai basil, mint 16

Glass Noodle Salad | shrimp, snap peas, chili, lime, cilantro, peanut 18

Lamb Skewers | umeboshi sauce, purple shiso 19

Vegetable Green Curry | seasonal vegetables, herbal green curry, coconut rice 19

Coconut-Crab Fried Rice | chili, pineapple, egg, cilantro 21

Miso Glazed Salmon | spinach, yuzu, sesame sauce 21

DUCK

Joe Jurgielewicz & Son

Peking Duck Soup Dumplings | fermented hot sauce, black vinegar 10

Bowl Of Noodles | fresh ramen noodles | duck jus, xo sauce, cured chilies 15

Crispy Duck | honey, brown rice vinegar, sichuan pepper, star anise, thai basil 21

Peking Duck | pancakes or bao | cucumber, spring onion, hoisin sauce 65

Please alert your server of any allergies or dietary concerns.

Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.

D U C K E D U P

LUNCH

Chili-Kaffir-Coconut Peanuts 5

Vegetable Spring Rolls | hot-sweet-sour-salty sauce 6

Pickles | three ways | vinegar, half-sour, kimchi 7

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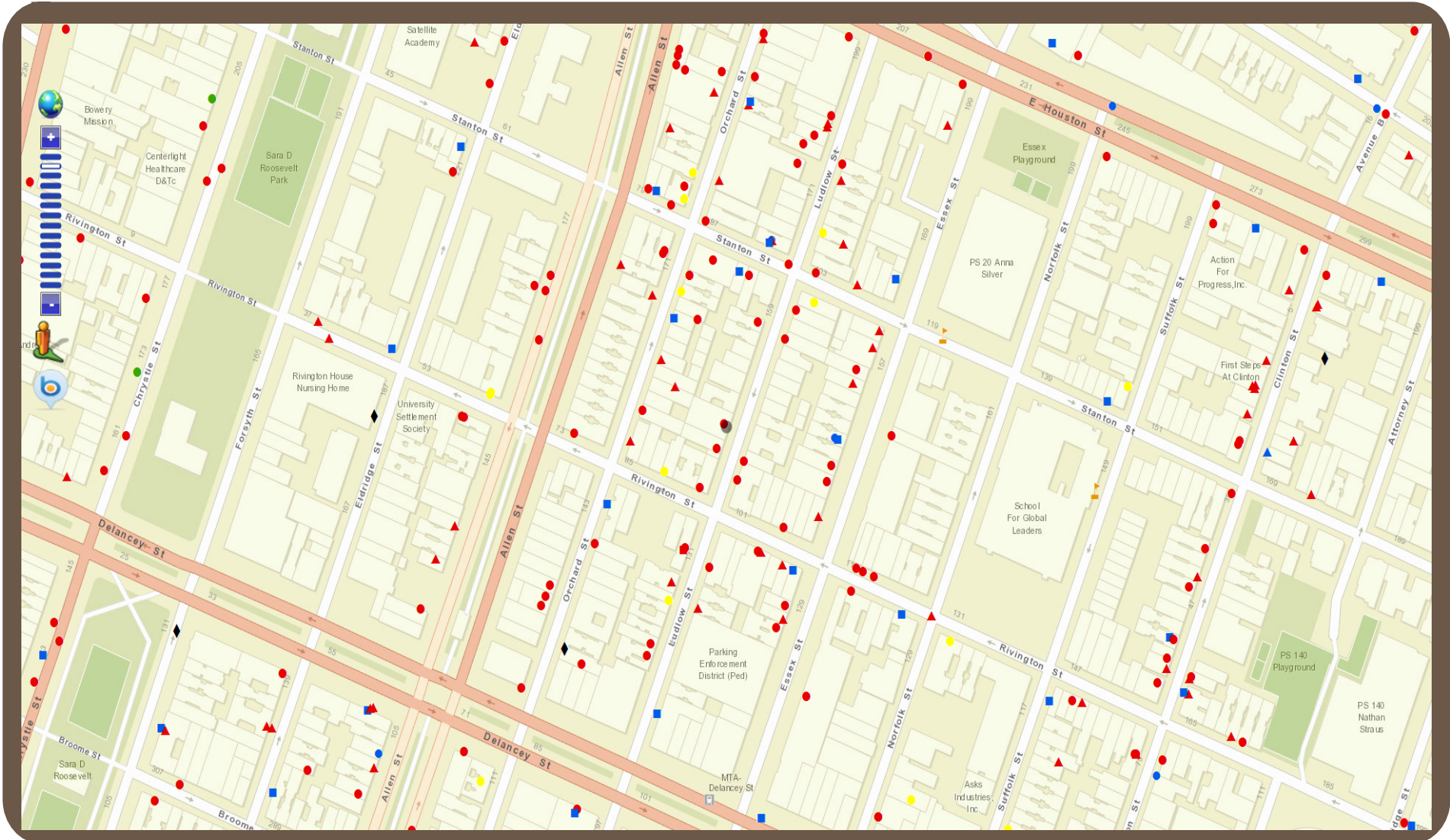
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Proximity Report for Location:

May 10, 2018

139 Ludlow St, New York, NY, 10002

On-Premise Licenses within 500 Feet

Name	Address	Approx. Distance
BRACKLUINN REST INC	137 LUDLOW STREET	40 ft
PUB 138 INC	138 LUDLOW STREET	70 ft
KELTIC LOUNGE INC	132 LUDLOW ST	95 ft
SERAFINA LUDLOW CORP	98 RIVINGTON ST	120 ft
ALEGRE ORCHARD LLC	146 ORCHARD ST	175 ft
SAKAMAI LLC	157 LUDLOW ST	195 ft
OWLINGS INC	152 LUDLOW STREET	195 ft
WASSAIL LLC	162 ORCHARD ST	195 ft
CAMILLE PRODUCTIONS LLC	110 RIVINGTON STREET	210 ft
FOUNDATION LOUNGE CORP	137 ESSEX ST	225 ft
133 ESSEX RESTAURANT LLC	133 ESSEX ST	225 ft
DOWNTOWN LLC THE	107 RIVINGTON ST	225 ft
JMDR 127 LUDLOW LLC	127 LUDLOW ST	225 ft
NYLA CAFE LLC	126 LUDLOW ST	250 ft
158 LUDLOW REST LLC	158 LUDLOW STREET	250 ft
STANTON SURF CLUB LLC	99 STANTON ST	270 ft
168 ORCHARD ST PARTNERS	168 170 ORCHARD ST	275 ft
SOUTH CENTRAL RESTAURANT LLC	151 ESSEX ST	280 ft
95 STANTON STREET REST INC	95 STANTON ST	295 ft
SAUCE MANAGEMENT LLC	78 84 RIVINGTON ST	310 ft
161 LUDLOW FOOD LLC	161 LUDLOW ST	310 ft
TWO ALMONTES CORP	108 STANTON ST	325 ft
GHVILLE INC	167 ORCHARD ST 2ND & 3RD FL	330 ft
SWOON CORP	121 ESSEX ST	335 ft
JETHOU LLC	167 ORCHARD ST	335 ft
A HALIBUT INC	138 ORCHARD ST	335 ft
GUAPO BODEGA LLC	146 ESSEX STREET	335 ft
PENNSYLVANIA JAYCOX INC	118 RIVINGTON STREET	360 ft
ORCHID STREET ENTERPRISES LLC	174 ORCHARD STREET	365 ft
TENTH WARD LLC	115 ESSEX ST	365 ft
EHD RESTAURANT II LLC	120 RIVINGTON ST	375 ft
RIVINGTON CAFE CORP	123 RIVINGTON STREET	380 ft
122-124 RIVINGTON CORP	122-124 RIVINGTON ST.	395 ft
THE MEATBALL SHOP	84 STANTON ST	405 ft
BG BAR INC	113 LUDLOW ST	410 ft
MFM BRANDY LLC	157 ALLEN ST	410 ft
A CASA FOODS LLC	173 ORCHARD ST	430 ft
MPDRAW LLC	109 LUDLOW STREET	430 ft
STEPS LLC	163 ALLEN STREET	435 ft
DISH 165 INC	165 ALLEN STREET	445 ft
EPSTEINS BAR LLC	82 STANTON ST	445 ft
131 ORCHARD STREET RESTAURANT LLC	131 ORCHARD ST	450 ft
REBEL ALLEN LLC	163 ALLEN ST	460 ft
ALPHA 129 REST LLC	127 129 ORCHARD STREET	470 ft
180 ORCHARD OWNER LLC, IHG MGMT MARYLAND LLC & GG	171 LUDLOW ST	485 ft
FOURTHGEN LLC	127 ORCHARD ST	485 ft
120 ESSEX MARKET LLC	120 ESSEX STREET	495 ft

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