



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: 1/3/2025

Is location currently licensed? Yes No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 134 Ludlow Street, New York, NY 10002

Cross streets: Rivington St.

Name of applicant and all principals: Double Lobster LLC; Max Lifflander, Maxwell Baturin

Trade name (DBA): BlueRoad

PREMISE:

Type of building and number of floors: Walk-up Apartment - Over Six Families with Stores (C7), 6 STORIES

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 22

What is the zoning designation (check zoning using map: <http://gls.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): C4-4A

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) Mon: ~~11am-4am~~ Tues & Wed 5pm-12am, Thurs 5pm-2am

Fri 5pm-4am, Sat 1pm-4am, Sunday 1pm-12am

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? Yes No
If yes, please describe what type: _____

Number of indoor tables? 5 Total number of indoor seats? 20

How many stand-up bars/bar seats are located on the premise (number, length, and location) n/a

(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 American Comfort
Burgers, Fries, Chicken Sandwich, Lobster Roll

What are the hours the kitchen will be open? Mon: ~~11am-4am~~ Tues & Wed 5pm-12am, Thurs 5pm-2am, Fri 5pm-4am, Sat 1pm-4am, Sunday 1pm-12am

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

How many employees will there be? 4

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

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 DJs Streaming services/playlists

If other type, please describe _____

What will be the music volume? Background (conversational) Entertainment (live music venue level)

Please describe your sound system: Wireless Speakers for background music

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

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? n/a

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.") _____

All customers will be directed to wait or sit inside. Cashier will be responsible for managing crowd _____

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. We have acoustic panelling and the unit is pretty well insulated for sound

Is sound proofing installed? Yes No

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: _____

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Emmett's & Emmett's on Grove,

Address: 50 MacDougal St. & 39 Grove St, NY, NY Community Board # 2

Dates of operation: Emmett's since 2013, Emmett's on Grove since 2021. I oversaw

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. January 2022 - December 2021

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.

Find attached

LOCATION:

How many licensed establishments are within 1 block? 5

How many On-Premise (OP) liquor licenses are within 500 feet? 46

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)
American Comfort Food restaurant, or
 I will operate a _____
 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

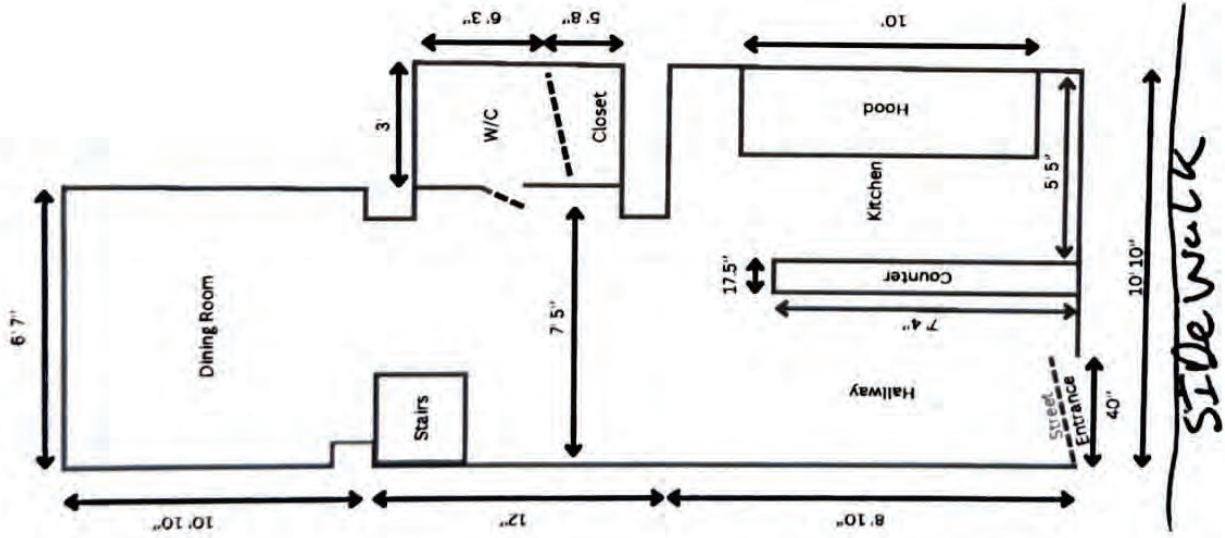
3. My hours of operation will be:
Mon ~~closed~~ 5pm-12am; Tue 5pm-12am; Wed 5pm-12am;
Thu 5pm-2am; Fri 5pm-4am; Sat 1pm-4am;
Sun 1p-12am. (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)
4. I will not use outdoor 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, _____

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 _____ private parties per _____
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 7pm.
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: Max Lifflander

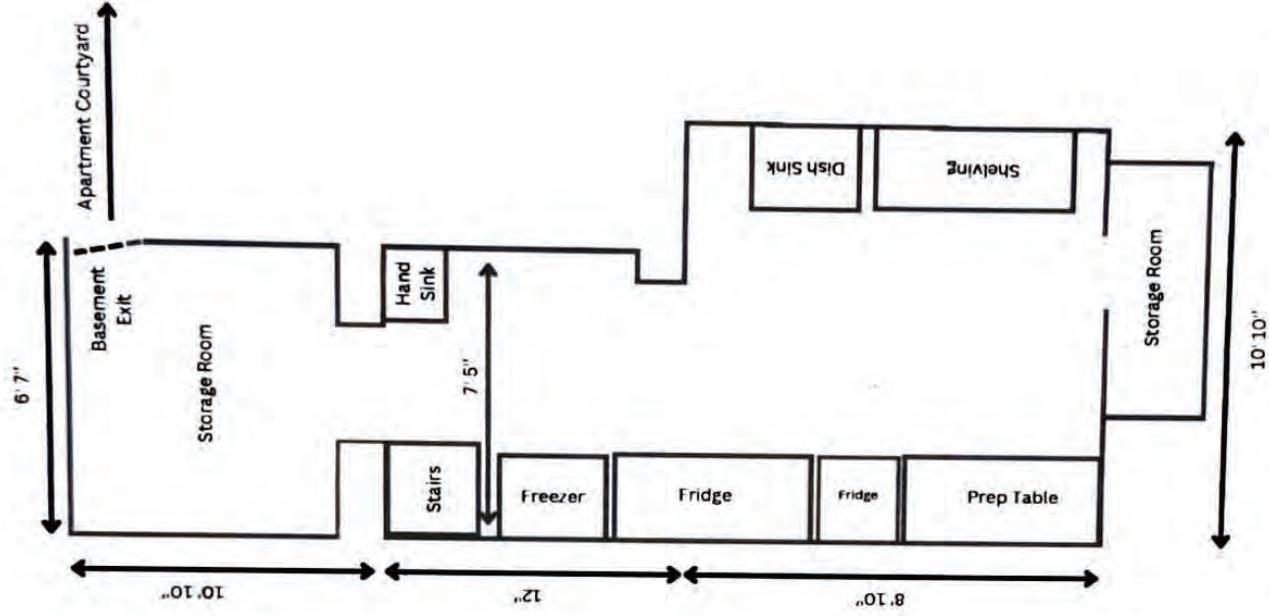
Phone Number: (201) 310-8689

Main Floor



SIDEWALK

Basement








Floor Plan - 134 Ludlow St. New York, NY 10002

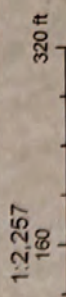
SLA Liquor Lics



1/3/2025, 12:23:00 AM

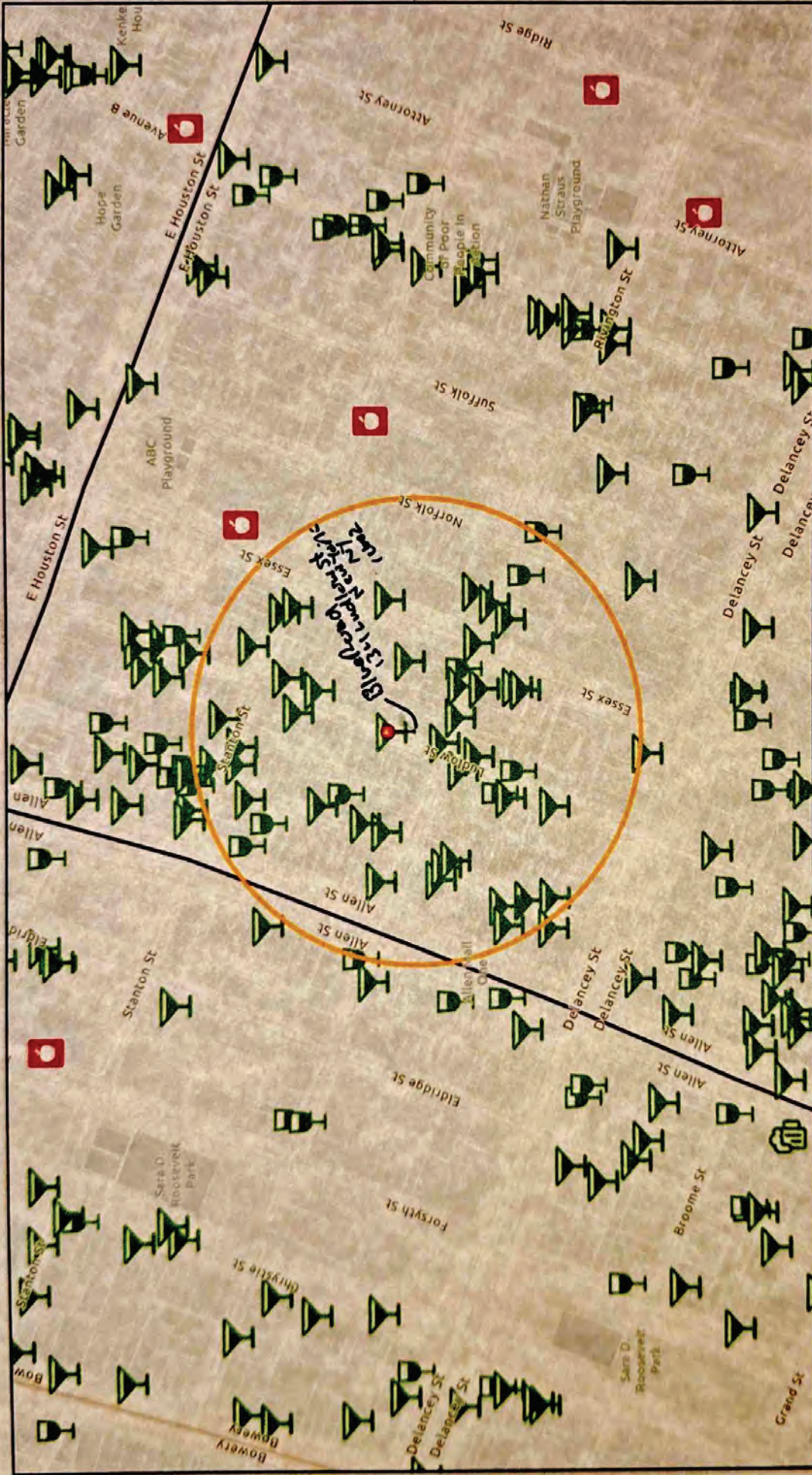
-  NYC Police Precincts
-  Active Licenses
-  On Premises Liquor
-  On Premises Wine
-  Public/Private Schools

NYC Community Boards
Manhattan



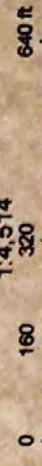
Esri Community Maps Contributors, NYC OpenData, New Jersey Office of GIS, OpenStreetMap, Microsoft, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, MET/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS
NYS Liquor Authority








SLA Liquor Lics



1/3/2025, 12:21:37 AM

1:4,514



-  NYC Police Precincts
-  Active Licenses
-  On Premises Liquor
-  On Premises Wine
-  Public/Private Schools
-  NYC Community Boards
-  On Premises Beer

Manhattan

Eri Community Maps Contributors, NYC OpenData, New Jersey Office of GIS, OpenStreetMap, Microsoft, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METUNASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS



ONION RINGS 5.99

FRENCH FRIES 4.99

TATER TOTS 4.99

CHICKEN STRIPS 6.59

LOBSTER ROLL 24.99

maine style, 4oz

mini roll, 2oz 13

CHICKEN SANDWICH 9.59

crispy thigh, lettuce, tomato, crinkle pickle, roadsauce

cheese +2 bacon +2.50

BLUEROAD BURGER 9.59

american cheese, lettuce, tomato, onion, crinkle pickle, roadsauce

dbl +3.40 bacon +2.50

STRAWBERRY CHEESCAKE 8.99

FRIED OREOS 8.99

WINE & BEER

BEER BOTTLES & CANS (\$6-12)

CORONA EXTRA

MILLER LITE

VOODOO RANGER IPA

GUINNESS

WINE (\$11-15)

CREMANT DU JURA

ROSE DU PROVENCE

SAUVIGNON BLANC

CHARDONNAY

PINOT NOIR

CABERNET SAUVIGNON

OTHER (\$8)

MIKE'S HARD SELTZER

HARD ICED TEA

MAX LIFFLANDER

MAXLIFF@YAHOO.COM, +1 201 310 8689

Education:

Cornell University - Ithaca, NY

College of Arts & Sciences: Bachelor of Arts (May 2018): Spanish (Romance Studies), Dean's list; combined with a concentration in food and beverage management at the Nolan School of Hotel Administration

Anglo-American School of Moscow – Moscow, Russia

High School & IB Diplomas (May 2014): Business-Management / Psychology

Work Experience:

Emmett's & Emmett's on Grove – New York, NY – Multi-Unit General Manager January 2023 to Present

- Responsible for managing all aspects of and growing the daily operations at two hi-volume, reputable restaurants.
- **Leadership:** Recruited, trained and oversaw Chefs and Management to collectively oversee and develop all restaurant departments to the following ends:
 - **Financial:** Created systems for labor, inventory & quality controls to maximize profits and effectively manage costs. Ensured that all financial and labor related administrative duties are completed accurately, on time and in accordance with company procedure and regulatory policy.
 - **Regulatory:** Developed systems and trained staff to maintain compliance with DOH rules: from cleaning, storage, prep/cooking procedure to proper equipment maintenance.
 - **Performance Culture:** Built a growth-oriented culture of excellence via daily discussion with all hands that inspired continuous reflection and team improvement.
- **Growth:** Undertook and piloted initiatives including:
 - **Human Resources:** sculpted and implemented recruitment and training strategy for FOH & BOH staff to augment working culture and in turn the value proposition of the businesses. The outcome of this manifests in a guest experience of consistently high-quality food & beverage, thoughtfully sourced, produced and presented by a skilled, passionate team of hospitality professionals.
 - **Hours of Operation:** conceptualization and implementation of Brunch program at Emmett's on Grove; Lunch program at Emmett's.
 - **Reservations Booking & Events Business:** Planned and implemented procedures and booking policies to maximize table inventory utilization while also implementing a structure for large party and private event business to efficiently leverage restaurant spaces.
 - **Food & Service:** Created and trained staff on standardized recipes, cooking techniques and service strategies & tactics to streamline hi-volume flow while offering an elevated Emmett's experience.
 - **Promotion:** Executed collaborations and community-oriented events to elevate brand presence.

Tribeca Grill – New York, NY – Assistant General Manager June 2019 to Present

- Joined the management training program, rotated through all positions, received multiple promotions before becoming service manager in February 2020.
- **Off-the-floor responsibilities:** recruitment of FOH staff & managers, beverage program planning & inventory, purchasing, event planning & execution, smallware inventory management.
- Train and lead waitstaff, kitchen staff, sommeliers and maitre d's to ensure proper execution of restaurant service and adherence to established processes & standards.
- **Gametime responsibilities:** direct guest seating strategy, support kitchen and floor staff for smooth service delivery and respond to guest feedback.
- Designed & implemented service and operational strategy for 2 post-COVID reopenings.
- Drove the team to achieve and maintain OpenTable service rating of 4.5+.

The Heights Restaurant – Ithaca, NY – Line Cook April 2018 to May 2019

- Started as dishwasher, caterer and assistant to chef garde manger before becoming line cook.
- Chef garde manger, fry & oven cook: daily creation and execution of dishes.
- Grill cook: butchering and cooking meats, seafood, and poultry. Creating specials and filling orders.
- Maintenance and cleaning of kitchen equipment.

Aramark – Yosemite National Park, CA – Management Intern

Summer 2017

- Manager of foodservice operation at 3 units: upscale restaurant, bar and high-volume food court.
- Led a team of line staff to ensure execution of service standards (food safety, customer relations and general professionalism).
- Priced new menu at the restaurant.
- Executed a new grill setup at the food court that significantly increased throughput, perceived value of food items, quality and freshness of food while significantly decreasing food-waste and cost of labor.

Cornell Dining – Ithaca, NY – Student Manager Coordinator

April 2016 to June 2018

- Started as a line-worker and rose up the ranks to chief-of-student staff. In managerial roles, I created recruitment, on-boarding, scheduling and service standards and planned labor and supply needs throughout retail, FOH and BOH operations of 30 University eateries.
- Leader of Cornell Dining's team of 35 student managers who collectively oversaw 800+ student employees serving 26,000 customers daily.
- Created and standardized training, discipline, rewards, safety and other policies.
- Planned and implemented recruitment strategy for Cornell Dining's Student Employment Program.
- Managed student staffing; Involved in decision making and logistics (e.g. union contracts, vendors and facility renovations).

Skills, Certifications, Awards: ServSafe & NEHA Food Protection Manager; TIP; CU Dining Culinary Competition 1st Place; wines knowledge, culinary expertise; financial modeling (cert. in progress); Adobe InDesign; CPR/AED; PADI Rescue Diver.

Interests: Weightlifting and calisthenics; promotional video creation; cigar smoking; entrepreneurship.

Languages: English and Russian (native); Spanish (fluent); French (secondary school level).