

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 your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at **info@cb3manhattan.org** for help to find block associations.
- 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: April 30, 2013

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.

Type of license: Club Liquor License Is location currently licensed? Yes No

If alteration, describe nature of alteration: _____

Previous or current use of the location: Kleen-Stik Industries, Inc.

Corporation and trade name of current license: Not Applicable

APPLICANT:

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

Cross streets: Rivington & Stanton

Name of applicant and all principals: Soho-Ludlow, Inc. and the ABC Officer is Pierre Dourneau

Trade name (DBA): Ludlow House

PREMISE:

Type of building and number of floors: 5 story (incl. roof and cellar), commercial brick building

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: _____

There will be a roof top garden.

Does premise have a valid Certificate of Occupancy and all appropriate permits, including certificate of occupancy for back or side yard intended for commercial use? Yes* No

Indoor Certificate of Occupancy 95 Outdoor Certificate of Occupancy 0

(fill in maximum NUMBER of people permitted) *The Applicant will be amending the current Certificate of Occupancy to provide for its intended use and occupancy

Do you plan to apply for Public Assembly permit? Yes No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2):

C4-4A: Industrial / Manufacturing

Is this premise wheel chair accessible? Yes No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?

A members club for individuals in creative industries.

Will any other business besides food or alcohol service be conducted at premise? Yes No

If yes, please describe what type: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Indoor: 7:00AM - 4:00AM, daily

Rooftop Garden: 7:00AM - 2:00AM, daily

Number of tables?	1st Floor: 11 2nd Floor: 18 3rd Floor: Studio** Rooftop Garden: 12 TOTAL: 41	Number of seats at tables?	1st Floor: 44 2nd Floor: 52 3rd Floor: Studio** Rooftop Garden: 56 (incl. 10 chaise lounge chairs) TOTAL: 152
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How many stand-up bars/ bar seats are located on the premise? 3 Bars

(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): (1) On the left side of the 1st Floor, 15' long with 6 seats
(2) On the right side of the 2nd Floor, "L" shaped, 20' long with no seats
(3) On the right side of the Rooftop Garden, 20' long with 8 seats

Any food counters? Yes No If Yes, describe: On the 1st Floor, it is 15' long with 6 seats (the other half of the bar)

**The studio space on the third floor will be a versatile space which will be used for exercise classes, such as yoga, pilates, dance, boxing, etc. or a place which may occasionally be used for artistic displays, e.g., film screenings, book readings, art exhibits, etc.

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

See menu attached.

What are the hours kitchen will be open? 7:00AM - 3:00AM, daily

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

How many employees will there be? Approx. 170 total, not per shift.

Do you have or plan to install French doors accordion doors or windows? No French or accordion doors, no new windows.

Will you agree to close any doors and windows at 10:00 P.M. every night? Yes No

Will there be TVs/monitors? Yes No (If Yes, how many?) 3

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 There will be live music 6 nights per week from 6:00PM - 8:00PM and during weekend brunch from 2:00PM - 5:00PM. There will be DJ's 6 nights per week from 8:00PM - 2:00AM and/or recorded background music at other times.

What will be the music volume? Background (quiet) Entertainment level ****** **Only potentially during a special event; normally music will be kept at background levels.

Please describe your sound system: Advanced wall-recessed speaker system, ideal for ambient background music and can support high-end acoustic needs. See Acoustilog report to be provided.

Will you host promoted events, scheduled performances or any event at which a cover fee is

charged? If Yes, what type of events or performances are proposed? _____

There will be no cover fee or promoted events. There will however be scheduled performances of small musical groups for members and their guests.

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans.

Please see traffic plan and report to be provided. All members will be made aware of our neighbors and instructed that no vehicle in which they sit or intend to use may idle outside the establishment.

Will there be security personnel? Yes No (If Yes, how many and when) _____

There will be one licensed security guard stationed at the door to the premises every night from 6:00PM to 4:00AM. In addition, there will also always be at least 1 manager available.

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. **There will always be a security guard and/or doorman at the front of the establishment.**

As this is a members club, there will be no lining up, just members entering as they arrive.

Do you have or plan to install sound-proofing?

Yes, conforming with the Acoustilog report (to be provided).

APPLICANT HISTORY:

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

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

Address: 29-35 9th Avenue, New York, New York 10014 Community Board # 2

Dates of operation: 2003 - Present

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments. See attached.

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 _____

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? 9

How many licensed establishments are within 500 feet? 65

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? Yes No

How many On-Premise (OP) liquor licenses are within 500 feet? 50

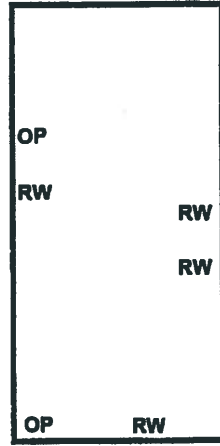
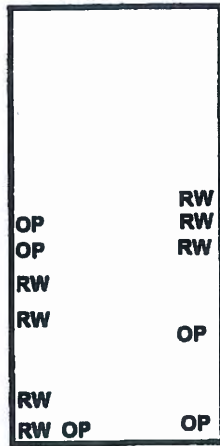
Is premise within 200 feet of any school or place of worship? Yes No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship. See attached.

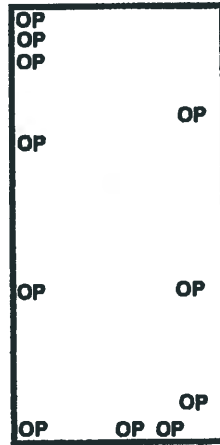
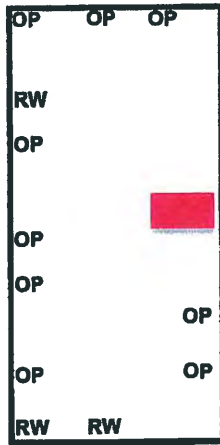
COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information.

Please 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).

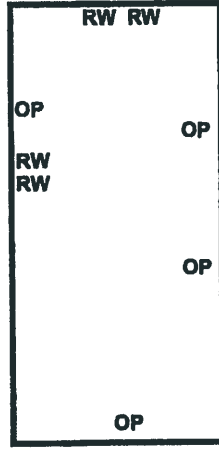
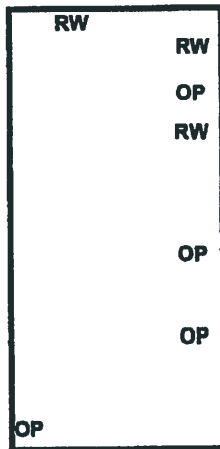


Stanton Street



Ludlow Street

Rivington Street



Soho House Properties

Soho House, London
London, U.K.

Babbington House
Somerset, U.K.

Electric House
West London, U.K.

Soho House New York
New York, NY

High Road House
West London, U.K.

Shoreditch House
East London, U.K.

Soho House West Hollywood
West Hollywood, CA

Soho House Berlin
Berlin, Germany

Soho Beach House
Miami, FL

Little House Mayfair
London, U.K.

Soho House Toronto
Toronto, Canada

Dean Street Townhouse
London, U.K.

BKB London
London, U.K.

Café Boheme
London, U.K.

Cecconi's Mayfair
London, U.K.

Cecconi's Miami Beach
Miami, FL

Cecconi's West Hollywood
West Hollywood, CA

Chicken Shop
London, U.K.

Dirty Burger
London, U.K.

Electric Diner
London, U.K.

Electric Donuts
London, U.K.

High Road Brasserie
West London, U.K.

Hoxton Grill
East London, U.K.

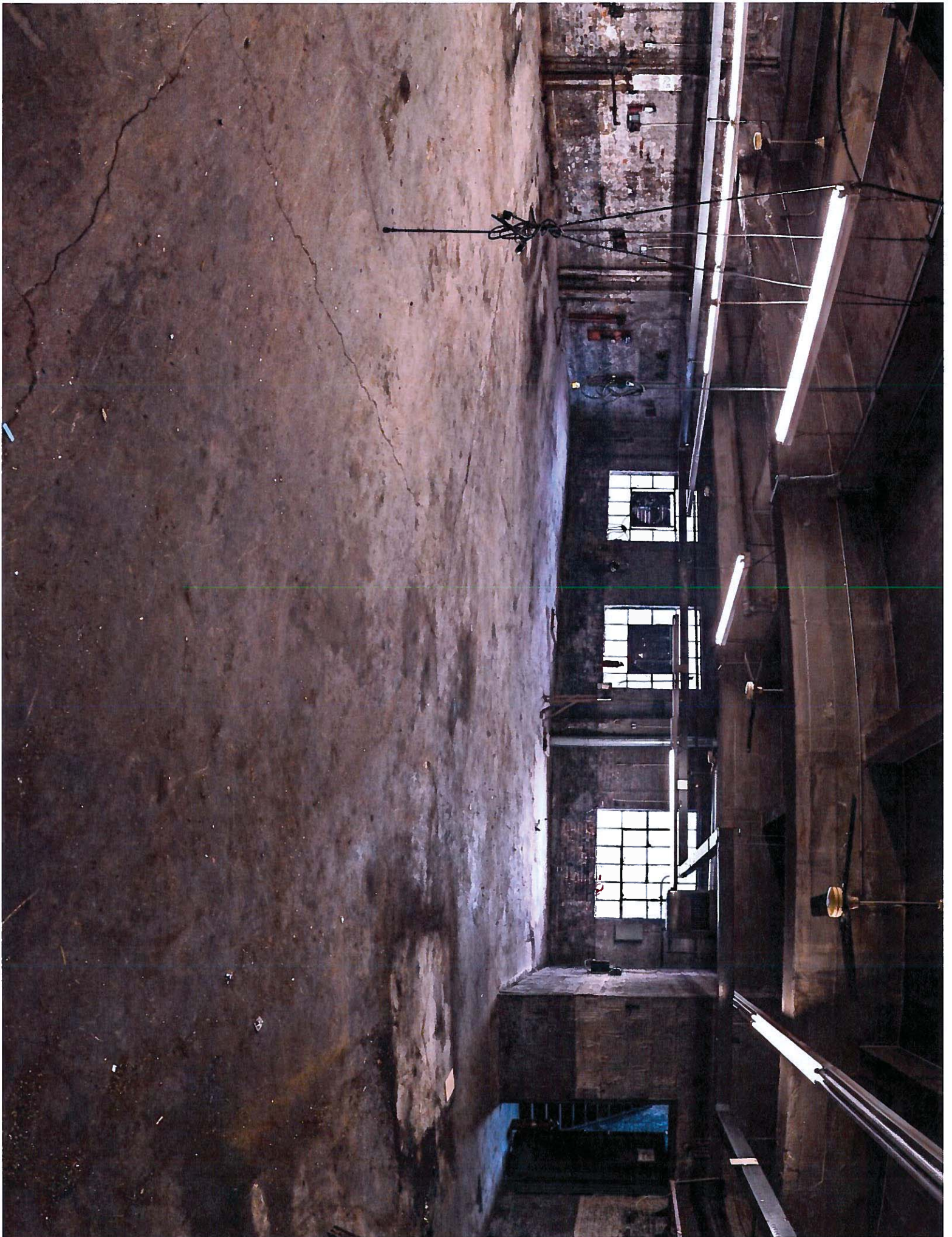
Pizza East Kentish Town
London, U.K.

Pizza East Portobello
London, U.K.

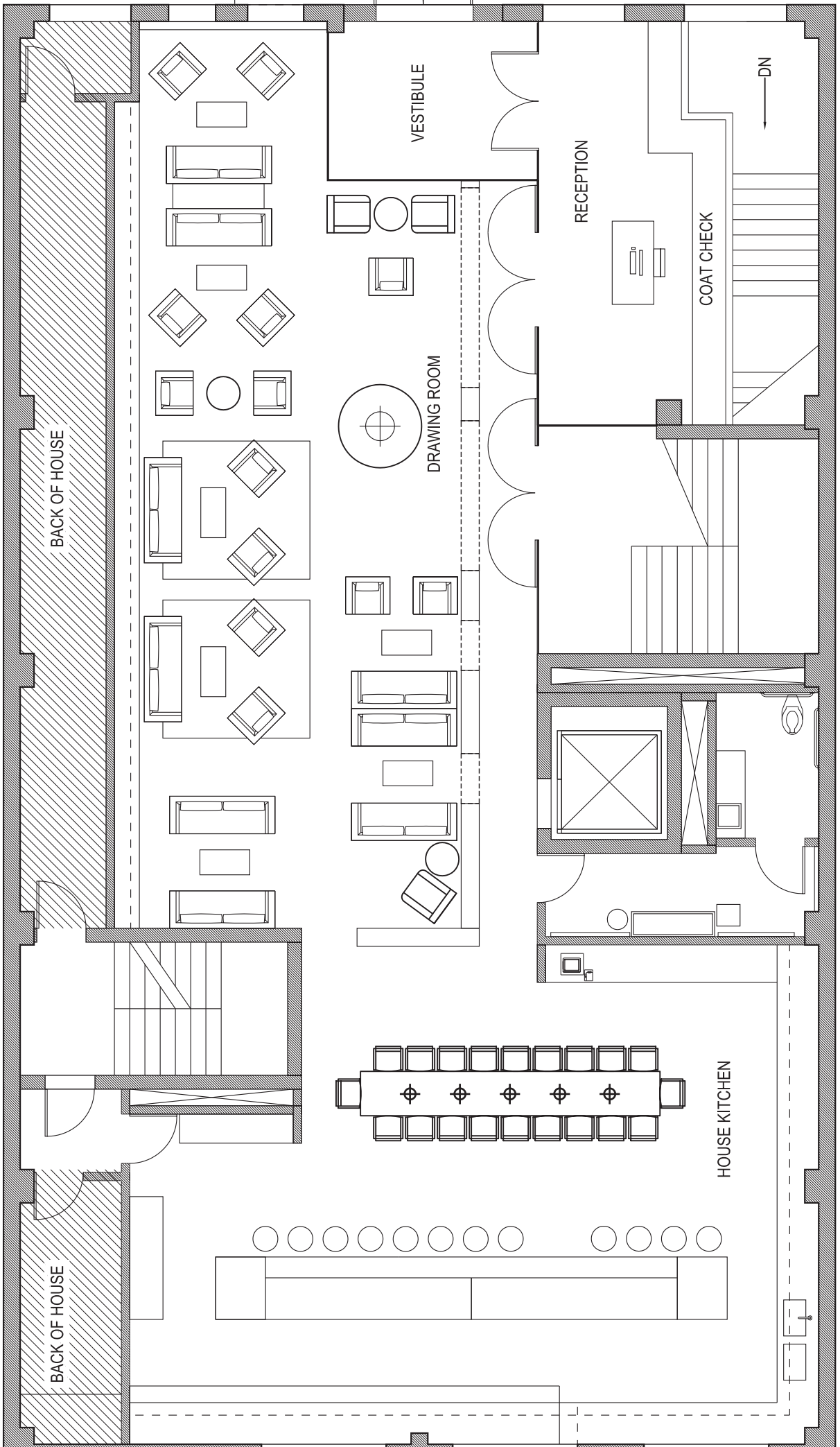
Pizza East
East London, U.K.

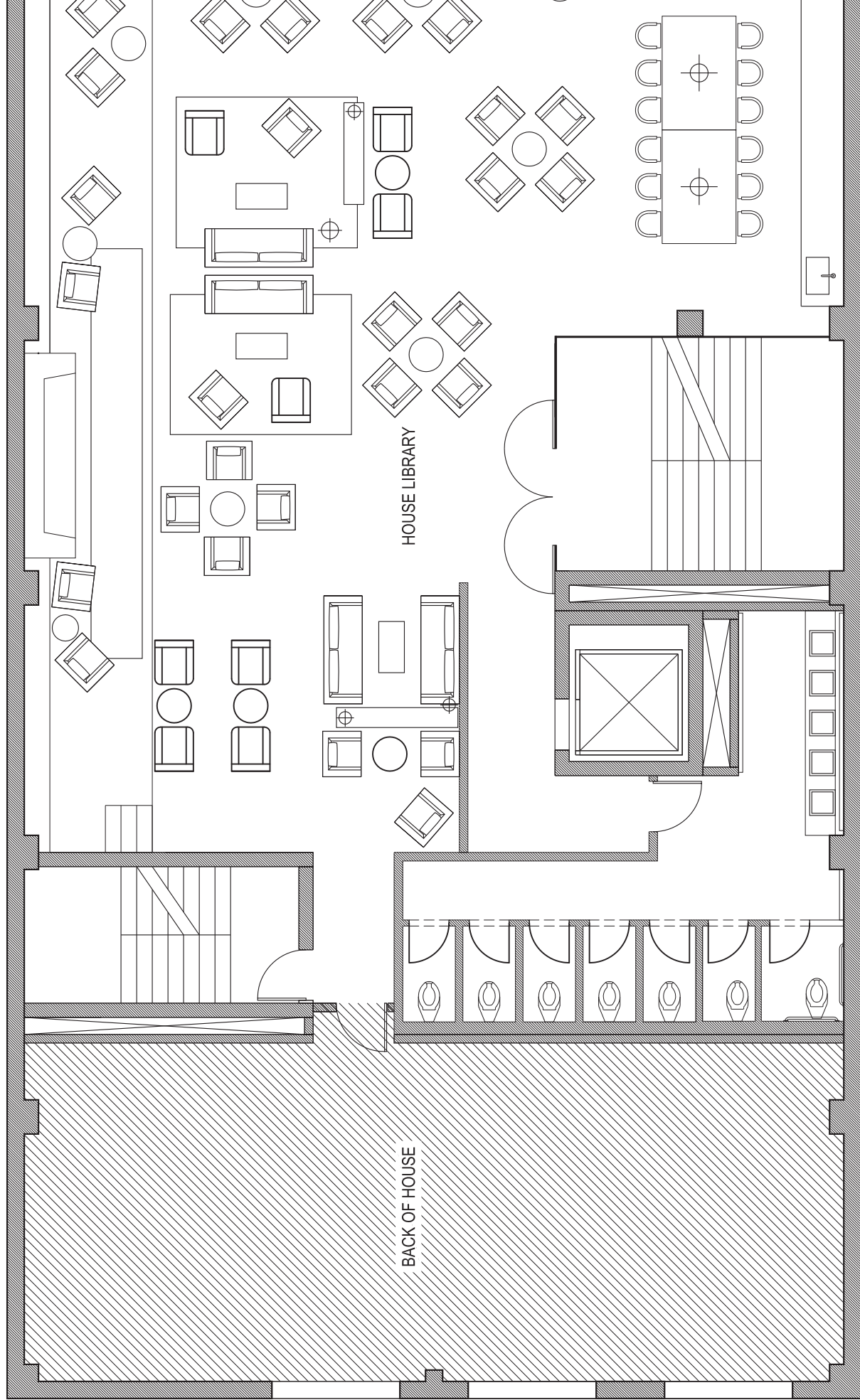






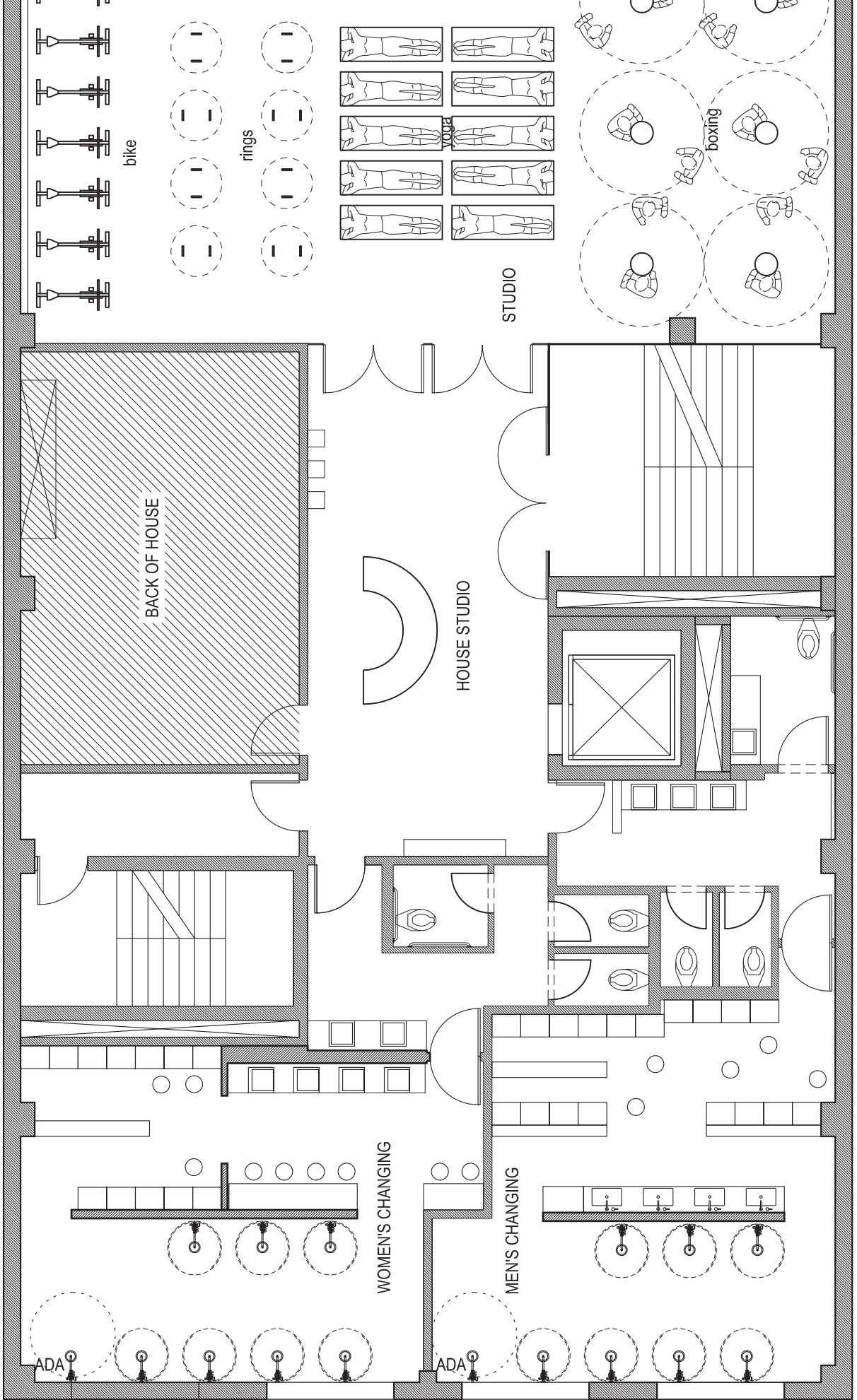


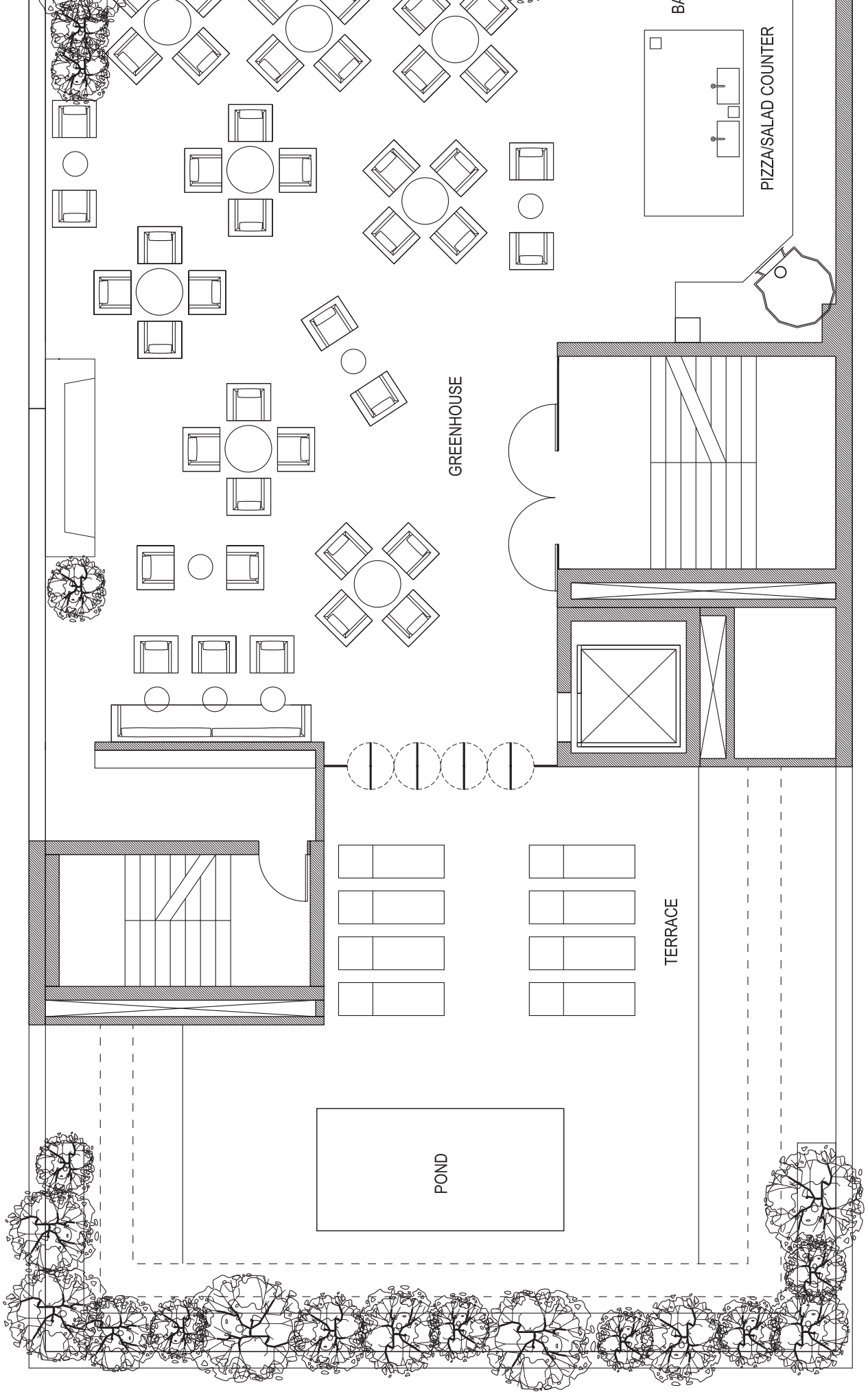




HOUSE LIBRARY

BACK OF HOUSE





GREENHOUSE

PIZZASALAD COUNTER

TERRACE

POND

House

Farro, dried cranberries, asparagus salad

9

**Roasted potato gnocchi, pomegranate,
beurre noisette**

9

**Lamb shank with butter-braised cabbage,
red onion**

20

Cedar plank salmon, spinach, couscous

20

Flat iron steak, red wine sauce

20

**Pesto grilled chicken, wood oven roasted
vegetable Panini**

11

Mince pie

11

Soup of the day

5

DESSERT

all at \$6

Vanilla pinenut tart, caramelized
blood oranges

Warm apple pie rugelach

Lemon meringue

Market fruit plate

Ice cream & sorbet

Chocolate chip cookies

House Tonics

all at \$12

Eastern Standard

Grey Goose, fresh lime, muddled cucumber and mint,
shaken and SERVED UP

House Daiquiri

Bacardi Carta Blanca mixed with juice of a whole lime,
caster sugar to balance and SERVED UP.

Picante de la Casa

Cazadores Tequila with muddled red chilies and cilantro,
balanced with fresh lime and agave nectar shaken hard served over rocks.

Soho Mule

42 Below, fresh lime, house-made ginger syrup charged
with soda and served Long.



SOHO HOUSE

NEW YORK

Dear Neighbor,

As you may have heard, Soho House is looking to open a new facility in your neighborhood at 139 Ludlow Street. When looking for new locations, we choose areas we believe are centers of creative activity that will benefit our existing members and attract new members whose distinct points of view will enhance the Soho House community worldwide. As we hope to be welcomed into your local community, and you may have heard some things about us, I wanted to let you know more about who we really are and to invite you to join us at one of our Open Houses where we can answer any questions you might have.

We will be holding Open Houses at 139 Ludlow Street from 10AM to 2PM on Saturday and Sunday, March 16th & 17th, and 23rd & 24th and again on Saturday and Sunday, April 6th & 7th.

Soho House started in London in 1995 as a place where creative people could meet for an early breakfast, quietly write alone during the day, take part in our cultural events or gather after dinner in a safe and welcoming environment. We have since opened four more clubs in London and one each in New York, Berlin, Los Angeles, Miami and Toronto. In the next few years, we plan to open in Chicago, Istanbul, Mumbai, Barcelona and possibly other cities where we see a need for a creative "home away from home" to give people a place to gather in these communities.

For most private clubs, exclusivity is the defining trait. At Soho House, we think instead of how to be *inclusive*. As Houses for individuals linked solely by the creative arts, we are nothing like the private clubs whose members are defined by the same politics or religion or wealth or status. We care only about how a member will add to our creative community and to that of the wider world by meeting each other and participating in the artist talks and performances and discussions that bring so many people together each month. It is important to us that our membership is made up of those who are starting out in their careers just as much as it is to have members who are leaders and celebrities already established in their fields.

By providing a meeting place for creative locals who want to get away from big coffee chains and small home offices, we become long-term active participants in our communities. We have a variety of types of memberships and give memberships to local artists whose work hang on our walls and create a membership committee of local people who care about the neighborhood they call home.

All Soho Houses share a common belief in great food, service and hospitality, but it is the local neighborhoods, whether in Berlin or Toronto, East London or West Hollywood, that give our Houses their distinct characters. We hope we can become a part of your neighborhood and bring together a creative community that will reflect what we all love about the Lower East Side.

We hope you can join us at one of our Open House events in the coming weeks. If you have any questions you can contact Pierre Dourneau, our East Coast Director of Operations at openhouse@sohohouseny.com or (646) 215-2192.

Yours,

Nick Jones
Founder and CEO

ATTENTION RESIDENTS & NEIGHBORS

Soho-Ludlow, Inc. (646) 215-2192

Company/DBA Name and Contact Number for Questions

Plans to open a

Members Club

(Please choose)

Bar/Restaurant/Club/Grocery/Liquor Store/Wholesaler,
Please indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

139 Ludlow Street

Street Number and Street Name

This establishment is seeking a license to serve

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, March 11, 2013 at 6:30pm

University Settlement Neighborhood Center

189 Allen Street (north of main entrance)

phone: (646) 215-2192

email: openhouse@sohohouseny.com

Applicant Contact Information

At COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

info@cb3manhattan.org - www.cb3manhattan.org

David Gruber, *Chair*
Bo Riccobono, *First Vice Chair*
Jo Hamilton, *Second Vice Chair*
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*
Susan Kent, *Secretary*
Keen Berger, *Assistant Secretary*

COMMUNITY BOARD No. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE

NEW YORK, NY 10012-1899

www.cb2manhattan.org

P: 212-979-2272 F: 212-254-5102 E: info@cb2manhattan.org

Greenwich Village ✦ Little Italy ✦ SoHo ✦ NoHo ✦ Hudson Square ✦ Chinatown ✦ Gansevoort Market

February 15, 2013

Susan Stetzer, District Manager
Community Board #3, Manhattan
59 E. 4th Street
New York, NY 10003

**RE: SoHo House NY, LLC
d/b/a SoHo House
29-35 Ninth Avenue
New York, NY 10014**

Dear Ms. Stetzer:

This letter is to certify that Community Board #2, Manhattan has found ten complaints in the NYC311 system from May 23, 2012 through August 31, 2012, regarding the above-referenced location.

Sincerely,

Bob Gormley
District Manager
Community Board #2, Manhattan

BG/fa