

THE CITY OF NEW YORK #23
 MANHATTAN COMMUNITY BOARD 3

119 ESSEX STREET
 - BRANNON'S

59 East 4th Street - New York, NY 10003
 Phone: (212) 533-5300 - Fax: (212) 533-3659
 www.cb3manhattan.org - info@cb3manhattan.org

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
- upgrade of an existing liquor license
- sale of assets

Today's Date: 11/14/12

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: ON PREMISES LIQUOR Is location currently licensed? Yes No

If alteration, describe nature of alteration: NEW CEILING, NEW WALLS, NEW FLOORS

Previous or current use of the location: RETAIL STORE

Corporation and trade name of current license: N/A

APPLICANT:

Premise address: 119 ESSEX STREET, NEW YORK, NY 10002

Cross streets: BETWEEN RIVINGTON AND DELANCY STREET

Name of applicant and all principals: RON BRANNON, DONATELLA ARPAIA

Trade name (DBA): BRANNON'S

PREMISE:

Type of building and number of floors: BRICK BUILDING, MIXED USE, 5 FLOORS

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: N/A

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 N/A Outdoor Certificate of Occupancy N/A

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

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)?

RESTAURANT / BAR

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

If yes, please describe what type: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) MONDAY: 11AM-2AM, TUESDAY: 11AM-2AM, WEDNESDAY: 11AM-2AM,
THURSDAY: 11AM-2AM, FRIDAY: 11AM-2AM, SATURDAY: 11AM-2AM, SUNDAY: 11AM-2AM

Number of tables? 12 Number of seats at tables? 40

How many stand-up bars/ bar seats are located on the premise? 1/11

(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): L: 6' x 16.8' x 8.5', S: S-SHAPE, LOCATION: IN REAR OF
Any food counters? Yes No If Yes, describe: N/A PREMISE

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

SOUPS & SALADS, SANDWICHES & PLATERS, SNACKS & SIDE DISHES

What are the hours kitchen will be open? SUN-WED: 7AM-2AM, THU-SAT: 7AM-4AM

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

How many employees will there be? 6

Do you have or plan to install French doors accordion doors or 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?) N/A

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 N/A

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: SMALL SPEAKERS LOCATED IN CORNERS OF PREMISE

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? N/A

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

KEEP THE SIDEWALK CLEAR OF PEDESTRIANS

Will there be security personnel? Yes No (If Yes, how many and when) 1 SECURITY

GUARD DURING EVENING HOURS OF OPERATION

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

WE PROVIDED SOUND-PROOFING.

Do you have or plan to install sound-proofing?

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: DONATELLA RESTAURANT

Address: 184 EIGHTH AVENUE, NEW YORK, NY 10011 Community Board # 4

Dates of operation: MONDAY - SUNDAY: 7AM - 3AM

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

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 N/A

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? 44

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? 28

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.

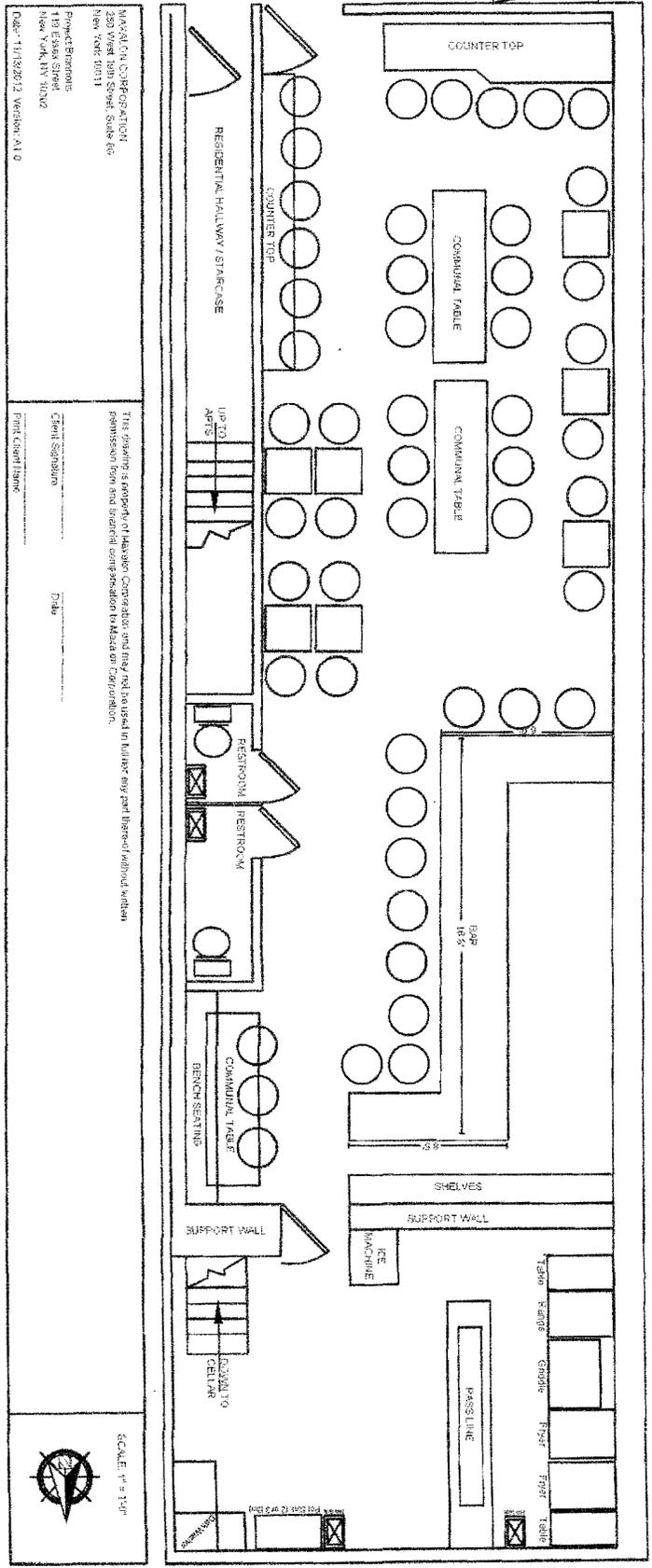
COMMUNITY OUTREACH:

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).

BRANNON'S
119 ESSEX STREET

119 ESSEX STREET



MANUAL CONSULTATION
250 West 10th Street, Suite 60
New York, NY 10011
Project: Brannon's
119 Essex Street
New York, NY 10002
Date: 11/18/2012, Version: A1.0

This drawing is property of Healyjet Corporation and may not be used in whole or part hereof without written permission from and written compensation to Healyjet Corporation.
Client: Brannon's
Date:
Print: Client Name:

SCALE: 1" = 14'
N

119 ESSEX STREET
-BRANNON'S

Brannon's

Soups and Salads

Brannon's Chopped Salad

Chopped seasonal vegetables, bacon, blue cheese, red wine vinaigrette

Mixed Green Salad

Mixed greens, candied walnuts, dried cranberries, goat cheese, sherry vinaigrette

New England Clam Chowder

Chopped clams, potatoes, bacon

Soup of the Day

Chef's seasonal

Sandwiches

Chicken and Waffles

Belgian waffle, fried chicken, maple butter

Homemade Roast Beef

Roast beef, jus, horseradish, swiss cheese

Shrimp Po'Boy

Fried shrimp, lettuce, tomato, spicy aioli

Clam Roll

Fried cherrystone clams, potato bun, tartar sauce

Oyster Roll

Fried oysters, potato bun, cole slaw, tartar sauce

Grilled Chicken

Grilled marinated chicken, bacon, jack cheese, ranch, lettuce, tomato, onion

Fried Fish

Daily selection, tartar sauce, cole slaw, pickles

Roasted Vegetables

Portabella, marinated roasted vegetables, herb aioli

Snacks

Clam Strips

Fried cherrystone clams, tartar sauce, cocktail sauce

Chicken Wings

Fried chicken wings with Brannons's hot sauce, blue cheese dip

Buffalo Shrimp

Fried shrimp, buffalo sauce, blue cheese dip

Sides

French Fries ♦ Onion Rings ♦ Cole Slaw ♦ Pickles ♦ Chips

119 ESSEX STREET
-BRANNON'S

Brannon's

CHERRY LANE

Grey Goose Cherry Noir Vodka, benedictine, lemon juice, simple syrup and bitters

MOSCOW MULE

Stoli Elit, ginger, lime, and, ginger beer

MARTINI ASTI ARIA

Martini Asti, Grey Goose L'Orange, orange juice, lemon juice and pomegranate juice

THE ORIGINAL MOJITO

Bacardi Superior Rum, muddled seasonal fruit, mint, lime and club soda

ANTARCTICA

Frozen drink prepared with Leblon Cachaca, Cedilla Acai Liqueur, ginger and pineapple

CHELSEA HEAT

Herradura Silver Tequila, El Buho Mezcal, muddled cucumber, fresh lime, lemon, and orange juice with pickled jalapeno

COCONUT CRUNCH

1800 Tequila with pineapple and fresh lime

CITRUS FIZZ

Bombay Sapphire with Cointreau, fresh lemon and St-Germain topped with a splash of soda

119 ESSEX STREET
BRANNON'S

Brannon's

Draft Beer

Brooklyn Lager

Guinness

Heineken

Amstel Light

Date: 11/07/12

119 Essex Street
-BRANNON'S

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) Full-liquor

to the following applicant/establishment (company and/or trade name) BRANNON'S

Address of premises: 119 Essex Street, New York, NY 10002

This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:
11AM - 4AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
Pedro Garcia		176 - Rivington
Joan Perez		52 - Essex St
HAKKI AKDEMIR		170 Rivington St
LEO Montano		90 Pitt
Cynthia Ramos		64 Baruch Drive.
Raul Ramos Jr		64 Baruch Drive
Carmelo Colohan		135 - Essex
Jimmy Cj		135 Essex
Larry Perez		85 Essex
Heriberto Villanueva		127 Rivington St
MIA HEKMA		108 Rivington
CARLOS Lopez		123. Rivington St

Date: 11/07/12

119 ESSEX STREET
BRANNON'S

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) Full - LIQUOR

to the following applicant/establishment (company and/or trade name) BRANNON'S

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The hours of operation will be:

11AM - 4AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
MARC FISCHETTI		90 BELANCEY ST
Michelle Sarinore		120 ESSEX ST
EBBERT CHU		17 ESSEX ST
Olga Rodriguez		10 STANTON ST
Edgar Guzman		247 BROOME ST
JEFFREY LOS		257 CLINTON STREET
CHAD HOPEWASER		203 RIVINGTON APT 2J
BreeAnn Stuart		203 RIVINGTON
Angel Song		52 Rutgers Slip
Nicole Witterberg		86 Walker #4
Soren Pedersen		+45 41 90 441
Robert Hott		28 CANAL ST.
MATTHEW GREEN		105 RIVINGTON ST
Nancy In		43 God st
RAINE TRAMER		153 RIVER ST
Dave Krugess		155 Ridge

Date: 11/07/12

BRANNON'S

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) Full-Liquor

to the following applicant/establishment (company and/or trade name) BRANNON'S

Address of premises: 119 ESSEX STREET, NEW YORK, NY 10002

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The hours of operation will be: 11AM - 4AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
Alyssa Flora	Alyssa Flora	155 Ridge
Jean C Duran	Jean C Duran	140 Orchard
Katherine Cohn	Katherine Cohn	123 Rivington
EMILY KEESE	EMILY	155 Rivington
Clark Finkel	Clark Finkel	79 Clinton St
Kate Blum	Kate Blum	121 Rivington
Angela Zimmerman	Angela Zimmerman	103 Essex St
Tina Finkel	Tina Finkel	155 Ridge St
John Finkel	John Finkel	100 Rivington
Steven Lerman	Steven Lerman	80 Rivington
Lawrence	Lawrence	174 Ludlow St
Antoinette Lockette	Antoinette Lockette	100 Rivington
Anamela Delacruz	Anamela Delacruz	100 Rivington
Christy Rinaldi	Christy Rinaldi	100 Rivington

119 Essex Street
BRANNON'S

Date: 11/07/12

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PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
Paul Miller	[Signature]	123 Essex St NY
[Name]	[Signature]	123 Essex St NY
[Name]	[Signature]	123 Essex St NY
[Name]	[Signature]	123 Essex St NY
[Name]	[Signature]	123 Essex St NY
[Name]	[Signature]	123 Essex St NY
Alexander Cobalt	[Signature]	123 Essex Street
Dmytro Ebendie	[Signature]	105 Essex Street NY
[Name]	[Signature]	121 Essex St NY
[Name]	[Signature]	121 Essex St.
[Name]	[Signature]	131 Kent Ave. 11249
Michael Bone	[Signature]	121 E 5 St

Date: 11/07/12

119 ESSEX STREET
BRANNON'S

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11AM - 4AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
Wai VAZOUSZ		120 ESSEX ST
Samantha Chartier		120 ESSEX ST
Atsi Akomoda		120 ESSEX ST
Maxwell christen		120 ESSEX ST
Felix Cobo		120 ESSEX
KEVIN KING		120 ESSEX ST
Christin Lee		120 ESSEX ST
DEWIS STEWART		300 CHERRY ST # 3H
LIBSE HERNONG		120 ESSEX ST
Jessie Vignola		Bushwick Ave
Paul White		99 ESSEX ST
		117 ESSEX ST

Date: 11/07/12 119 ESSEX STREET
~~BRANNON'S~~

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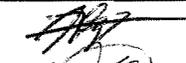
Address of premises: 119 ESSEX STREET, NEW YORK, NY 10002

This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:
11AM - 4AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
MOHAMMED UDDIN GEORGE MUSA	 	115 RIVERVIEW TOWN ST. 40 FIRST AVE.

Date: 11/07/12

~~119 ESSEX STREET
BRANNON'S~~

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This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:
11AM - 4AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
<u>THATYR</u>	<u>[Signature]</u>	<u>103 E 55th St</u>

119 ESSEX STREET
-BRANNON'S

Ron Brannon

From: Ron Brannon [brannonr1@gmail.com]
Sent: Wednesday, November 14, 2012 2:36 PM
To: info@cb3manhattan.org
Subject: Community Board 3 Outreach Request

Hi,

Can you please provide all community outreach names and contact information for community board 3? This is to ensure we have notified all of the required community members / organization for our intent to apply for a liquor license for Brannons 119 Essex Street.

Thank you for your assistance.

Best regards,

Ron

Ron Brannon

Brannons
119 Essex Street
New York, NY 10002
212 646 526-7000
Brannonr1@gmail.com

PROOF OF CONSPICUOUS POSTING OF MEETING
- 119 ESSER STREET, BRANNON'S



ATTENTION RESIDENTS & NEIGHBORS

BRANNON'S RESTAURANT & BAR
Company/DBA Name and Contact Number for Questions

Plans to open a

RESTAURANT & BAR (Please choose)
Bar/Restaurant/Cafe/Cheese/Deli/Hot Store/Wine/Only
Please indicate if there will be a Sidewalk Cafe or Backyard Garden

at the following location

119 ESSER STREET
Street Number and Street Name

This establishment is seeking a license to serve

Beer & Wine
Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, November 19, 2012 at 6:30PM
JASA/GREEN Residence at 200 East 5th Street
(at corner of Bowery)

BRANNON'S RESTAURANT & BAR (212) 512-6522
Applicant Contact Information

At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
info@cb3manhattan.org - www.cb3manhattan.org

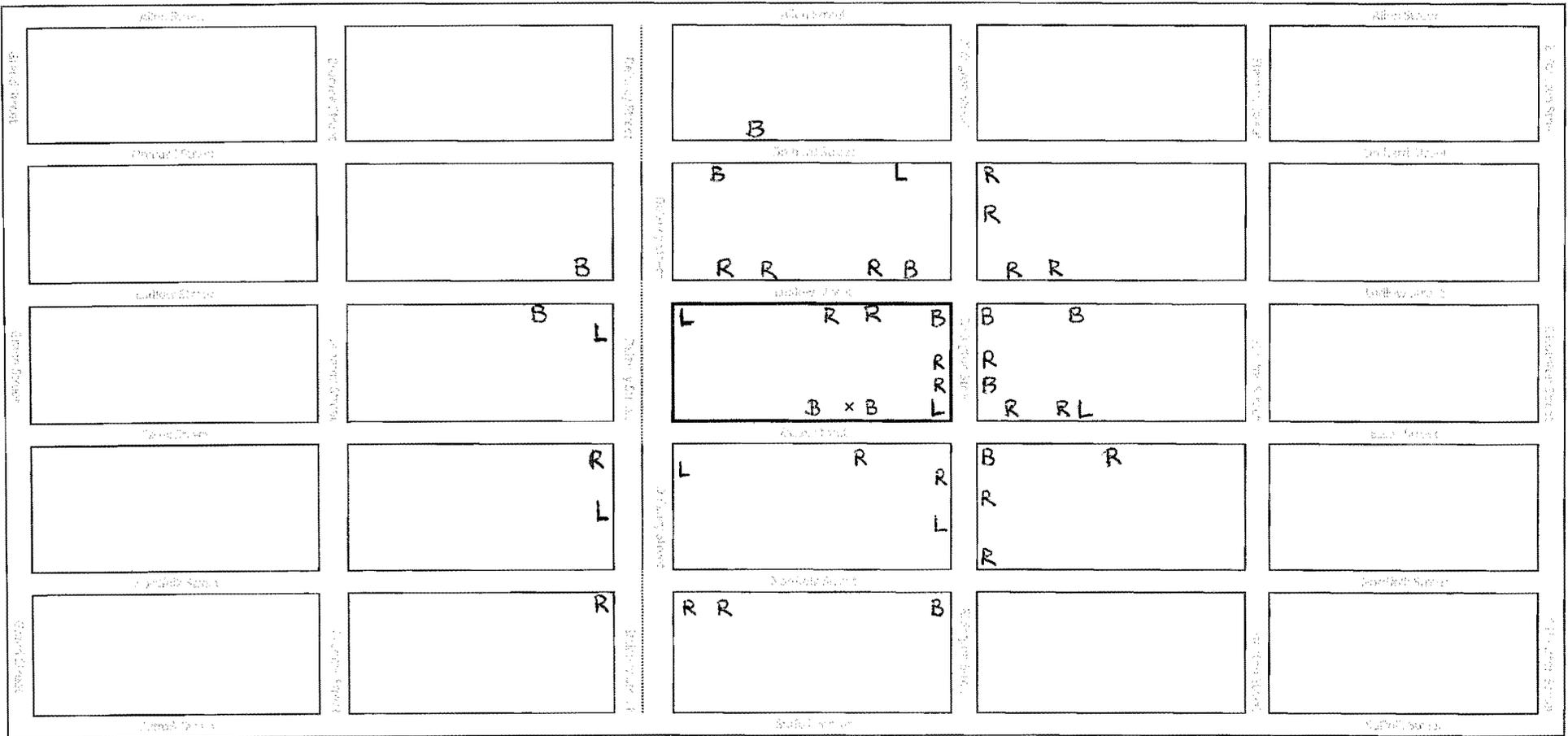
119 ESSEX STREET
-BRANNON'S

Brannons - 119 Essex Street Security Plan

Although we believe our restaurant establishment will not generate large vehicular traffic and/or pedestrian crowds, however we have taken the necessary steps to hire a professional security guard firm to manage any such issues should this issue arise from 5pm until closing for Thursday, Friday, Saturday days of operations. If other days of operations require security personal coverage, we will address accordingly.

Brannons - 119 Essex Street Security & Noise Management Plan

Although we believe our restaurant establishment will not generate large vehicular traffic and/or pedestrian crowds, however we have taken the necessary steps to hire a professional security guard that will have 1 person of the firm to manage any such issues as well as any noise related issues should this arise from 5pm until closing for Thursday, Friday, Saturday days of operations. For the other days the restaurant manager will take full responsibility. If other days of operations require security personal coverage, we will address accordingly.



Legend
 x Brannon's Sandwich Shop LLC
 119 Essex Street, New York, NY 10002
 R Restaurant
 B Bar
 L Liquor Store

119 Essex Street
- BRANNON'S

Licensed Premises Report for:
Brannons 119 Essex Street, New York, NY 10002

Closest Liquor Stores

Serial#	Type	Premises Name	Address	Approx. Distance
1253958	AX	SX GOURMET CORP	115 RIVINGTON STREET	170 ft
1251507	AX	L E S MINIMART CORP	127 RIVINGTON STREET STORE	250 ft
1020253	AX	AMIGO MINI MART INC	118 DELACY STREET	290 ft
1178826	DS	DUANE READE INC	100 DELANCY STREET	350 ft
1253522	AX	SYED K MIAH	141 ESSEX STRETT N STORE	350 ft
1020299	AX	MOHAMED AHMED ALSAEDI	101 DELANCY STREET	410 ft
1023502	L	JADE FOUNDATION LIQUOR CORP	123 DELANCY STREET	420 ft
1258545	AX	RIVINGTONS ORCHARD LLC	140 ORCHARD STREET	470 ft

Churches within 500 Feet

Name	Type	Address	Approx. Distance

Schools within 500 Feet

Name	Type	Address	Approx. Distance

On-Premise Licenses within 500 Feet

Serial#	Type	Premises Name	Address	Approx. Distance
1101488	OP	120 ESSEX MARKET LLC	120 ESSEX STREET	50 ft
1024141	OP	SWOON CORP	121 ESSEX ST	50 ft
1152894	OP	TENTH WARD LLC	115 ESSEX ST	90 ft
1028731	RW	EL CASTILLO DE JAGUA REST CORP	113 RIVINGTON STREET	180 ft
1024132	OP	RIVINGTON CAFE CORP	123 RIVINGTON STREET	185 ft
1226829	RW	SUSHI HANA NY INC	111 RIVINGTON ST	190 ft
1144147	HL	DOWNTOWN LLC THE	107 RIVINGTON STREET	200 ft
1112506	OP	PENNSYLVANIA JAYCOX INC	118 RIVINGTON STREET	205 ft
1254810	RW	PIZZA VITA NYC LLC	122 LUDLOW ST NORTH STORE	210 ft
1120448	OP	CAMILLE PRODUCTIONS LLC	110 RIVINGTON STREET	215 ft
1161753	OP	NYCJB S LLC	112 RIVINGTON STREET UNIT 1A &	215 ft
1255201	OP	133 ESSEX RESTAURANT LLC	133 ESSEX ST	230 ft
1265344	RW	VIAPRE LLC	121 LUDLOW ST	230 ft
1131317	OP	122-124 RIVINGTON CORP	122-124 RIVINGTON ST.	240 ft
1193062	OP	NYLA CAFE LLC	126 LUDLOW ST	245 ft
1136412	OP	BG BAR INC	113 LUDLOW ST	250 ft
1247166	RW	EAT PISODE INC	123 LUDLOW ST	260 ft
1024121	OP	HERCULES PRODUCTIONS INC	127 LUDLOW STREET	275 ft
1212905	RW	THREE MONKEYS RESTAURANT INC	99 RIVINGTON ST	275 ft
1181425	OP	KELTIC LOUNGE INC	132 LUDLOW ST	280 ft
1221807	OP	MPDRAW LLC	109 LUDLOW STREET	285 ft
1173138	OP	137 ESSEX ST RESTAURANT INC	137 ESSEX STREET	290 ft
1140466	OP	PRAGUE LLC	131 RIVINGTON ST	305 ft
1262925	RW	GHOZO LLC	129 RIVINGTON ST	310 ft
1236282	OP	INOVATIVE RESTAURANTS LLC	133 LUDLOW STREET AKA 98 RIVIN	330 ft
1143111	OP	106 NORFOLK RESTAURANT, INC.	106 NORFOLK ST - SOUTH STORE	335 ft
1251263	OP	PUB 138 INC	138 LUDLOW STREET	350 ft
1144078	OP	BRACKLUINN REST INC	137 LUDLOW STREET	370 ft

1257815	OP	SARO CORP	102 NORFOLK ST	380	ft
1028736	RW	EVROS RESTAURANT CORP	115 DELANCEY STREET	390	ft
1180479	RW	RIVRC CORP	92 RIVINGTON ST	390	ft
1246348	OP	GUAPO BODEGA LLC	146 ESSEX STREET	435	ft
1254332	OP	93 LUDLOW ST INC	95 DELANCEY ST	450	ft
1252914	RW	FRKK INC	144 ORCHARD ST / 86 RIVINGTON	465	ft
1157183	OP	PROLETARIAT V, INC	98 102 NORFOLK AKA 138 DELANC	470	ft
1024151	OP	146 ORCHARD REST INC	146 ORCHARD ST	480	ft
1154329	OP	ALPHA 129 REST LLC	127 129 ORCHARD STREET	480	ft
1261934	OP	CODA DI BUE LLC	78 84 RIVINGTON ST	490	ft
1209613	OP	AMBER AVALON CORP, THE	92 LUDLOW STREET	495	ft
1173086	OP	120 ORCHARD LLC	120 ORCHARD STREET	500	ft
1139669	OP	COMEDY CLUB LLC	151 ESSEX ST	530	ft
1170538	OP	OWLINGS INC	152 LUDLOW STREET	550	ft
1024143	OP	NEW LIVINGROOM CAFE INC,THE	154 LUDLOW STREET	585	ft
1260813	OP	CDT LUDLOW INC	87 LUDLOW ST	595	ft

Management Experience

Donatella Arpaia is a successful New York restaurateur who has opened ten restaurants including Bellini, davidburke & donatella, Anthos and Kefi in her 15 -year career. Her most recent project, *Donatella* is the culmination of her Italian roots and her fresh, modern outlook as a successful New York woman. Arpaia's distinctions include one of Crain's "40 under 40", the "Hostess with the Mostest" by *Zagat* and one of the 'Most Powerful Women in Manhattan' according to the *New York Post*. Her first cookbook, *Donatella Cooks: Simple Food Made Glamorous*, was released in April 2010. In addition to numerous TV appearances, Arpaia holds a recurring role as guest judge on the Food Network's "Next Iron Chef" and "Iron Chef America". She is also a contributor to NBC's "Today Show".

Ron Brannon successfully led the design, construction and operational setup of Donatella restaurant and D Bar in Chelsea New York. He has created an intricate business model to ensure the restaurant's success and future scalability and continues to expand his responsibilities by being involved in all aspects of restaurant operations, finance, marketing and business development. Prior to entering into the hospitality industry, Brannon achieved numerous professional accomplishments over his 20 year career on Wall Street. While on Wall Street he held several senior executive positions at some of the most well known financial institutions, such as JP Morgan, Bankers Trust, Merrill Lynch & Co., American International Group (AIG) and most recently, Executive Director and Chief Technology Officer of the sales and trading division at Morgan Stanley.

Donatella and Ron also believes in a continuous positive impact to the respective neighborhood and have always given back generously to the community, this entails complimentary food for the local Fire & Police departments, fundraising and donations for local public schools and charities, as well as providing their personal time and involvement to worthy causes for the respective community and/or neighbor organizations.