



CITY OF NEW YORK  
**MANHATTAN COMMUNITY BOARD 10**  
215 West 125<sup>th</sup> Street, 4<sup>th</sup> Floor—New York, NY 10027  
T: 212-749-3105 F: 212-662-4215

**HENRIETTA LYLE**  
Chairperson

**ANDREW LASSALLE**  
District Manager

October 1, 2014

**Resolution: Support of the Liquor License Application of 533 Manhattan Ave. Rest. Corp., d/b/a “Lu Lu’s Taqueria”, located at 533 Manhattan Avenue, New York, NY 10027.**

**WHEREAS**, the New York State Liquor Authority (SLA) has jurisdiction to issue on-premises licenses according to the Alcoholic Beverage Control Laws, and is responsible for enforcing those laws; and

**WHEREAS**, Manhattan Community Board 10 reviews all new applications and offers guidance to the SLA about the potential impact of a license on public safety and quality of life in our neighborhoods; and

**WHEREAS**, Community Boards, as part of their due diligence process, review an applicant’s ownership and funding; floor plans of the proposed location, food and beverage to be served, operational aspects of the restaurant/bar or lounge, price points, employee hiring processes, employee wages and benefits, and community involvement; and

**WHEREAS**, 533 Manhattan Ave. Rest. Corp. is applying for a Liquor License for a new establishment to be called Lu Lu’s Taqueria to be located at 533 Manhattan Avenue, New York, NY 10027 (SW Corner of 123<sup>rd</sup> St.)(former location of “Perks”); and

**WHEREAS**, the Applicant’s principal, Mr. Marc Bernstein, appeared before Community Board 10’s Economic Development Committee on September 11, 2014 and presented the following information:

1. Mr. Bernstein is the sole owner of applicant 533 Manhattan Ave. Rest. Corp.
2. Mr. Bernstein is the owner of two licensed restaurants in Community Board 10, Harlem BBQ at 127<sup>th</sup> & Frederick Douglass Blvd., and Cantina, a Mexican Restaurant at 112<sup>th</sup> & Adam Clayton Powell Jr. Blvd. He had previously owned restaurants in Long Island and Queens, NY.
3. Mr. Bernstein has operated Harlem BBQ and Cantina without SLA violations, except for one citation at Harlem BBQ for alcohol sale to a minor in 2009 for which applicant paid a fine to the SLA. Those establishments have operated without reports of police activity or excessive noise.
4. Applicant’s proposed new establishment, Lu Lu’s Taqueria, will specialize in Mexican cuisine.
5. Applicant has obtained a 10-year lease for the premises.
6. The restaurant will accommodate 34 patrons in the ground level dining area (24 at tables and 10 bar seats) and 26 patrons seated in the lower level dining area.
7. The restaurant will be open seven days, from noon to midnight Sunday to Thursday and 11:00 am to 1:00 am on Friday and Saturday.
8. Applicant will hire full-time security personal at the outset of operations. At Harlem BBQ applicant employs security full-time and at Cantina he employs security on weekends.
9. The restaurant will not provide any live music or entertainment, other than recorded background music.

10. The restaurant's price points for food will be: Appetizers from \$9.00 - \$15.00; Salads, \$7.00, Tacos from \$7.00 - \$12.00, Burritos \$11.00, and Entrees from \$12.00 - \$19.00
11. The restaurant's price points for alcohol food will be: Beer: \$6.00, Wine: \$9.00 and Cocktails: \$11.00 - \$14.00.
12. The Applicant plans to employ 2 bartenders, 3 kitchen staff, 3 wait staff and 1 host and a full-time Manager. Staff compensation will be minimum wage plus tips.
13. Employees at applicant's current Harlem restaurants live predominantly in Harlem, and applicant intends to hire Harlem residents in his new establishment. Applicant hires primarily via Craigslist and walk-ins. Most of applicant's employees have prior restaurant experience and all are given one week of training in their respective positions. Applicant has had a very high employee retention rate at his existing restaurants.
14. The establishment will have handicapped and wheelchair accessible entryways and bathrooms.

**WHEREAS**, the Applicant has submitted a letter of support from Mrs. Jackie Rowe-Adams based on Applicant's prior support of Harlem Mothers Save, and a petition of support signed by 53 area residents; and

**WHEREAS**, the Economic Development Committee voted 8-yes, 1-no, and 1-abstention to support this application;

**THEREFORE, BE IT RESOLVED**, that on October 1, 2014 the Manhattan Borough Community Board 10 supports the Liquor License application of 533 Manhattan Ave. Rest. Corp. with a vote of 25 in favor, 9 opposed and 0 abstention.