



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 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](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: September 25, 2015

**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: \_\_\_\_\_

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Warehouse

Corporation and trade name of current license: \_\_\_\_\_

**APPLICANT:**

Premise address: 7 Ludlow Street

Cross streets: Hester & Canal

Name of applicant and all principals: Metrograph, LLC - Alexander Olch, Jake Perlin, Ethan Oberman, Joachim Kearns

Trade name (DBA): Metrograph

**PREMISE:**

Type of building and number of floors: Warehouse / 2 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: \_\_\_\_\_

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? Approx 600 \*\*  
C of O in process \*\* Theatre and waiting area capacity over 400. No alcohol in theatre.

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):  
C6-2

**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: 2 Screen Movie Theater / Bookshop

What are the proposed days/hours of operation? (Specify days and hours each day and hours of  
outdoor space) 7 Days per week / 9 am through 4 am -- late hours during week to be as  
per moving openings/special events, etc.

Number of tables? 17 Total number of seats? 72

How many stand-up bars/ bar seats are located on the premise? 2 Bars / 16 Seats -see diag.  
(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-shaped bars - 12' downstairs & 14' upstairs.

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  
Art Deco Amercian Cuisine - see proposed menu

What are the hours kitchen will be open? 9 am through 4 am

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

How many employees will there be? Approx. 20

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  DJ  Juke box  Tapes/CDs/iPod

If other type, please describe \_\_\_\_\_

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

Please describe your sound system: Small background system outside of theatres

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? Yes.

We plan to host movie premieres and other neighborhood events including fundraisers.

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.")  
\*\* traffick plan to be attached. -sufficient room inside for patrons.

Will there be security personnel?  Yes  No (If Yes, how many and when) 1 security person Sun - Wed from 7pm to close. 2 security people Thurs - Sat from 7 pm to 4 am.

\*\* extra security as needed for events.

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

Do you have sound proofing installed?  Yes  No

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

**APPLICANT HISTORY:**

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

If yes, please indicate name of establishment: \_\_\_\_\_

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

**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. \*\* will attach.

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business A. Olch NY (clothing), Lincoln Center, Barney Greengrass Restaurant

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? 1 on same block

How many On-Premise (OP) liquor licenses are within 500 feet? 12 approx. as per LAMP

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 agree to close any doors and windows at 10:00 P.M. every night?
2.  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 10 private parties per mo
3.  I will play ambient recorded background music only.
4.  I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5.  I will not seek a change in class to a full on-premise liquor license. Or  my business plan is to seek an upgrade at a later date.
6.  I will not participate in pub crawls or have party buses come to my establishment.
7.  I will not have a happy hour. Or  Happy hour will end by \_\_\_\_\_.
8.  I will not have wait lines outside.  There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9.  Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

# Proximity Report for Location:

September 25, 2015

7 Ludlow St, New York, NY, 10002

\* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

## Closest Liquor Stores

Name	Address	Approx. Distance
YEE FUNG CORP	135 DIVISION ST	235 ft
DELANCEY WINE INC	41 ESSEX ST	620 ft
MADISON LIQUOR INC	195 MADISON ST	895 ft
OCEAN WINE & SPIRIT INC	297 GRAND ST	955 ft
R & S 49 LIQUOR CORP	49 CHRYSTIE ST	1155 ft
SEWARD PARK LIQUORS INC	393 GRAND STREET	1205 ft
KK & HZ LLC	101 ALLEN ST	1345 ft

## Churches within 500 Feet

Name	Approx. Distance
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## Schools within 500 Feet

Name	Address	Approx. Distance
PS 42 BENJAMIN ALTMAN SCHOOL	71 HESTER ST	190 ft

## On-Premise Licenses within 750 Feet

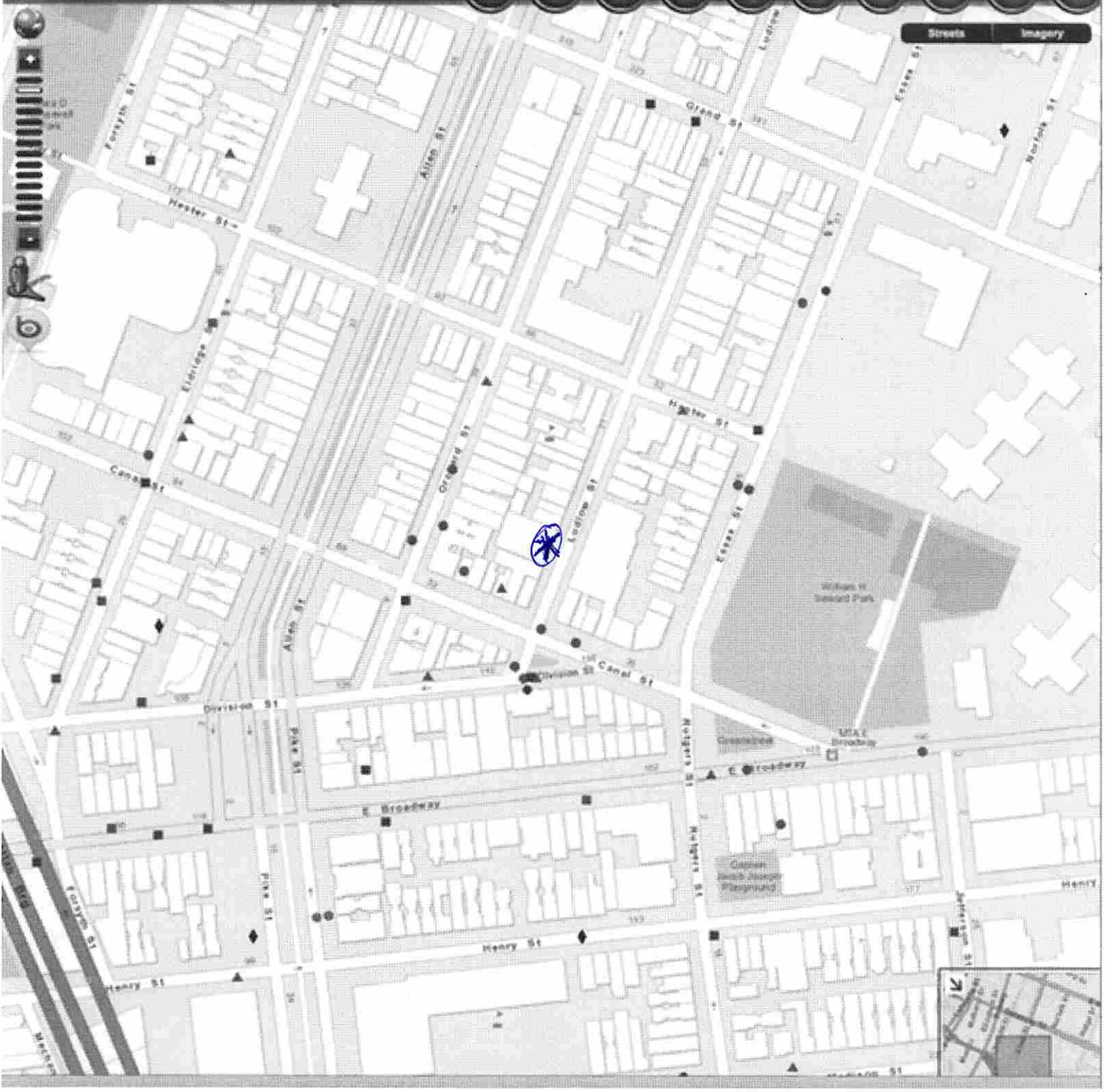
Name	Address	Approx. Distance
ZVAH INC	37 CANAL STREET	135 ft
DIMES BIG TIME LLC	49 CANAL ST	140 ft
35 CANAL CAFE LLC	35 CANAL STREET	165 ft
SWEET RANGER INC	14B ORCHARD ST	170 ft
BACARO NYC INC	136 138 DIVISION STREET	200 ft
FUNG TU LLC	22 ORCHARD ST	200 ft
PLAN A GROUP LLC	138 DIVISION ST	215 ft
SILKSTONEONE LLC	17 ORCHARD STREET	220 ft
OTFOTEOC LTD	21 ESSEX ST	330 ft
ESSEX CAFE GROUP LLC	21 ESSEX ST	345 ft
CAFE 169 INC	169 E BROADWAY	490 ft
OLD MAN HUSTLE LLC	39 ESSEX ST	580 ft
MCFNY2 LLC	171 E BROADWAY	590 ft
SAMOND INC	39 ELDRIDGE STREET 3RD FL	670 ft
DISHFUL INC	189 E BROADWAY	700 ft

### Pending Licenses within 750 Feet

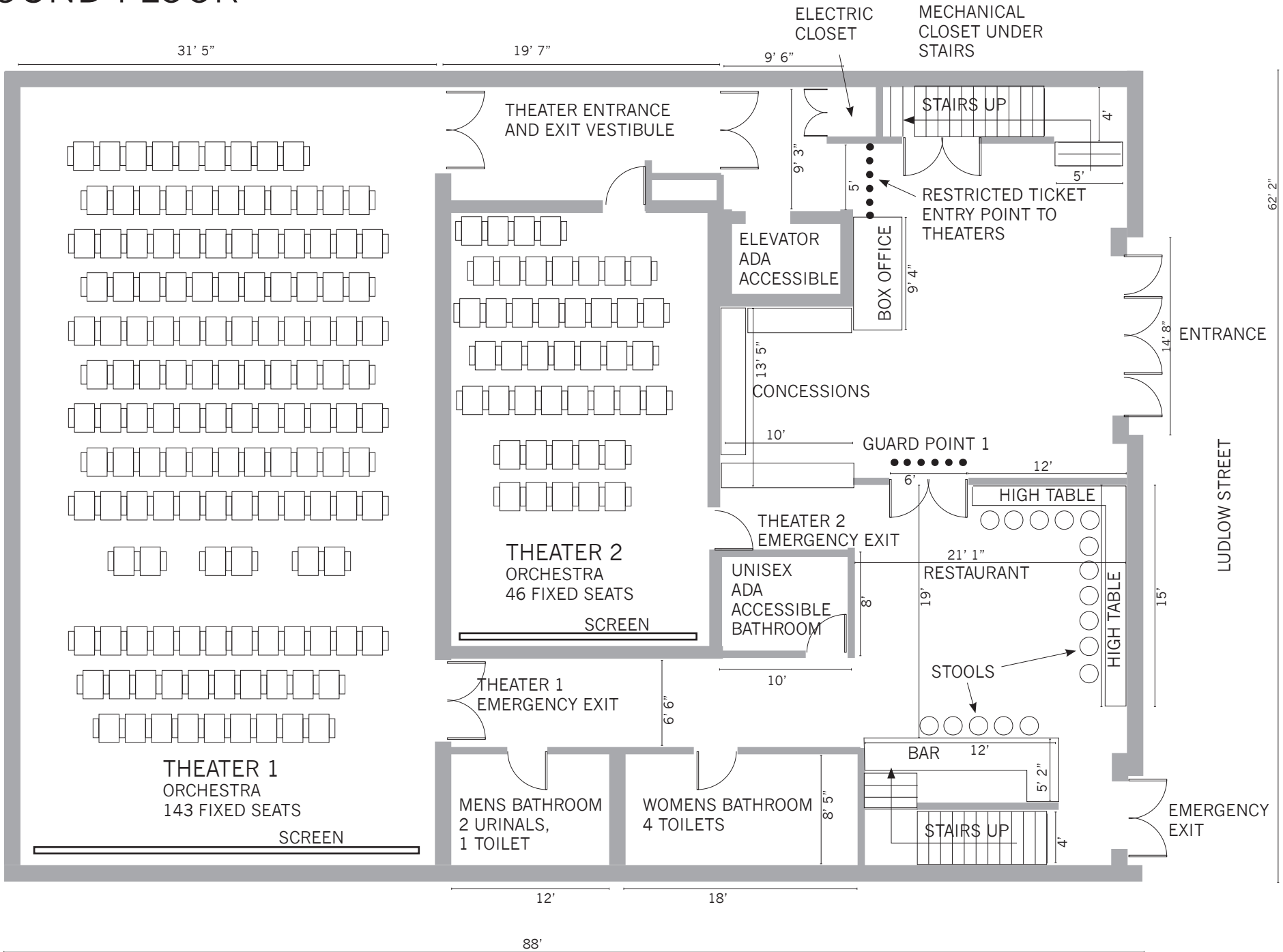
Name	Address	Approx. Distance
1 LUDLOW LLC	1 LUDLOW ST	215 ft
SWAT PRODUCTION INC	59 CANAL ST 2ND FL	285 ft
HOU YI HOT POT INC	92 HESTER ST	605 ft
KR & LEO INC	39 ELDRIDGE ST	715 ft

### Unmapped licenses within zipcode of report location

Name	Address
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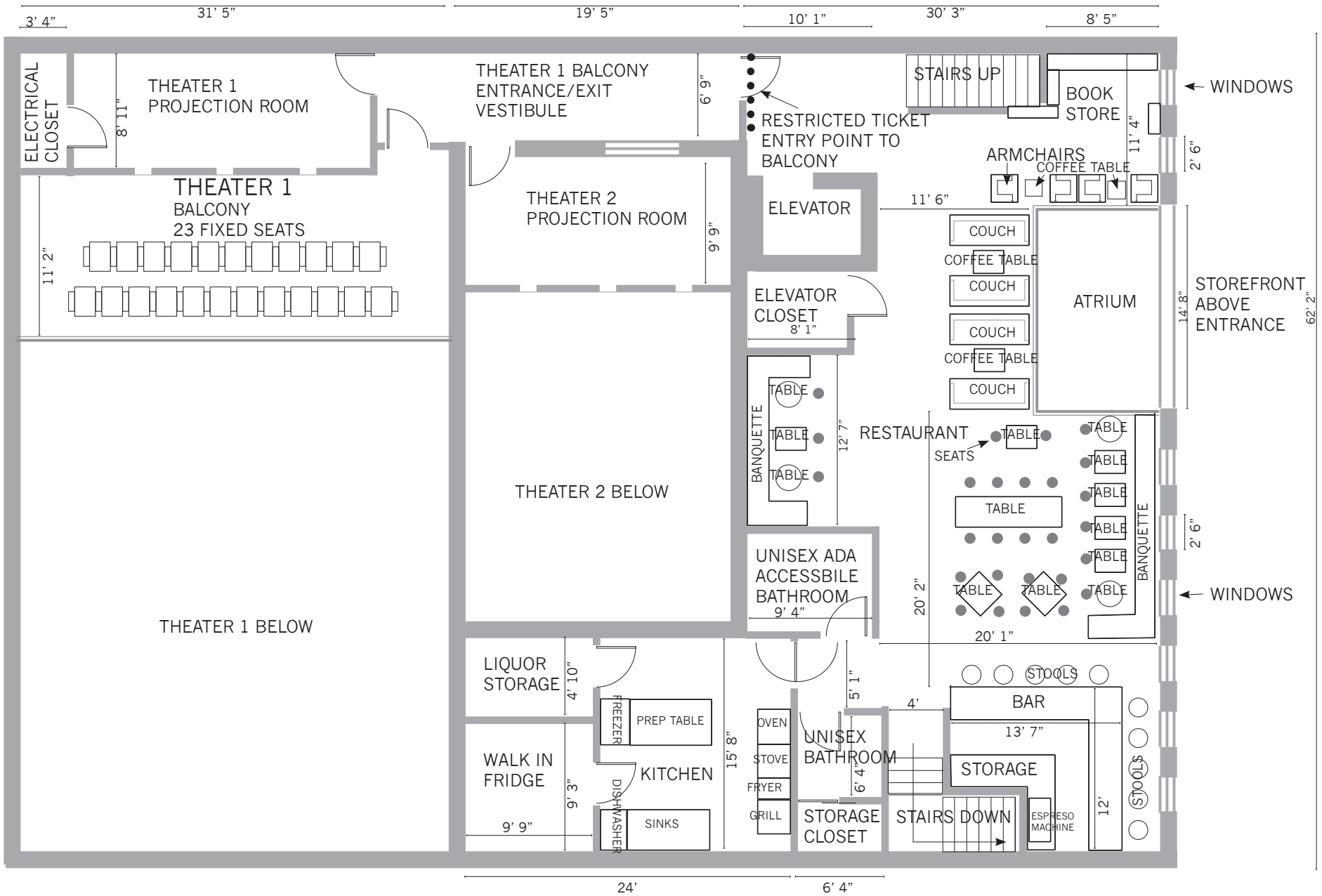


# GROUND FLOOR





# SECOND FLOOR



# METROGRAPH SECURITY PLAN

The Metrograph security plan focuses on the different areas and spaces in and around the 7 Ludlow Street Building.

## **Exterior:**

Building is designed so that all movie queuing is inside the lobby. There are no lines of patrons waiting outside the building to either purchase a ticket or wait for a performance to start. This is a critical element of the building design. Sufficient space has been allotted inside the lobby to accommodate customers waiting for performances, and all ticketing is reserved seating, so there are no "first come first served" lines. All customers have a seat assignment prior to showtime, which reduces crowding at the entrance.

The nature of the integrated customer experience at Metrograph - film showings, food offerings, bookshop - means that customers will not leave all at once after showtimes such as at a typical movie theater, but will enter and leave at varied times reducing high traffic rush moments on the street. On Sunday-Wednesday it is estimated that no security will be required outside on Ludlow Street. On Thursdays-Saturdays one security staff member will be posted at the entrance to ensure that customers entering and leaving the building remain quiet on the street.

## **Interior:**

Inside the building, patrons will be greeted by staff at the Box Office - who can direct patrons to the Theaters, Concession Area (non alcohol beverages, and food items allowed inside the theaters), and to the Restaurant area.

The Concession Area: In addition to Popcorn, varied packaged candies, serves Non Alcoholic Beverages (Artisinal Soda, Cold Pressed Juices) in sealed bottles - which are clearly and identifiably different from the Restaurant's standard wine/beer/cocktail glassware.

The Restaurant Area Lobby: Serves full menu, targeted to movie patrons planning to see a film. All ID checking will be handled by the restaurant bartenders who are all trained in ID protocol. One security staff member will be posted at the Door to the Lobby Restaurant Area (on diagram - Guard Point 1). Their job is to verify that no Alcoholic Restaurant beverages are taken outside the restaurant area. Additionally, all Box Office and ticketing staff are trained to verify that no restaurant drinks are allowed inside the theater. Therefore there are two layers of security preventing Alcoholic drinks from entering the theaters.

The Restaurant Area Second Floor: Serves full menu at Tables, Couches, and at Bar. All ID checking will be handled by the restaurant bartenders at the Bar, and the servers at

the tables who are all trained in ID Protocol. One security staff member will be posted near the Balcony entrance, and will ensure that no Alcohol Drinks are allowed into the Theater Balcony.

**Emergency Exits:**

Theater 1 and Theater 2 are accessible only to ticket holders who must pass through a restricted ticket entry point. Emergency Exit doors function only from within the theater/ building in case of Emergency - and cannot be used to bypass security points to enter the building or theaters.

**Staff:**

All Security and Staff are trained to provide a premium and elegant experience for Metrograph Patrons. This includes a high level of service to the Patrons, as well as neighbors, and the management of a quiet, elegant environment throughout the building and on Ludlow Street. The type of Patron for repertory and independent film screenings is expected to be generally quiet and non-disruptive, however all staff will be trained to quiet and/or politely remove any Patrons who are disruptive to the decorum of Metrograph.



**Margulies Hoelzli** *Architecture*

September 28, 2015

COMMUNITY BOARD 3  
Manhattan, New York

RE: METROGRAPH MOVIE THEATRE  
7 LUDLOW STREET, NEW YORK, NY  
MHA Proj. No. 14040.00

Dear Sirs:

In response to your query, we would like to highlight the various features that have been incorporated into the design of the Metrograph Theatre in order to reduce the potential of noise transmission and/or pedestrian gathering in front of 7 Ludlow Street. These features include:

- The provision of internal waiting and queuing areas, sized appropriately for the number of occupants for both theatre chambers. This feature adheres to building and zoning code requirements and eliminates the need for queuing along the sidewalks. Ticketing sales operations are based on on-line or internal box office purchasing with no impact to the public side of the building. As such, the design is meant to keep customers off the sidewalks - both for waiting on line and purchasing tickets, resulting in no one waiting outside of the building.
- The exterior masonry walls have limited openings. The new window and door systems are insulated and double glazed resulting in improved STC rated construction.
- The theatre chambers are not situated along the eastern (main exterior façade).
- Various noise mitigation strategies have been employed on the project in close coordination with our acoustic sub-consultant, Shen, Milson & Wilke, LLC. The entire building design incorporates their careful study of the acoustics and noise transmission in this building type. As such, we incorporated additional acoustical design features such as, supplemental sound insulation of HVAC equipment and ductwork, additional rooftop parapet wall construction, sound doors, double wall and triple layered wall construction. Specifically, the new interior wall construction are designed acoustically to mitigate noise transmission between the theatre(s) and the internal pre-function assembly areas.

In addition, the new facility has no outdoor spaces. No public use of the roof, no patio(s) and no sidewalk space is being used for this project.

We hope this letter addresses your concerns.

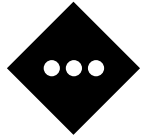
Very truly yours,

MARGULIES HOELZLI ARCHITECTURE, PLLC

A handwritten signature in black ink, appearing to read 'D. Margulies', written over a thin horizontal line.

Daniel Mariano Margulies, AIA, N.C.A.R.B., LEED AP BD+C  
Principal

cc: Matthew P. Hoelzli, AIA



**STONEFIELD**  
engineering & design

September 29, 2015

Community Board 3, Manhattan  
59 East 4<sup>th</sup> Street  
New York, NY 10003

**RE: Proposed Movie House  
7 Ludlow Street  
New York, NY 10002  
SE&D Job No. S-15158**

Dear Members of Community Board 3:

On behalf of Metrograph LLC's project to open a two-screen Movie House at 7 Ludlow Street, Stonefield Engineering & Design, LLC ("Stonefield") is conducting a Traffic Study to evaluate existing vehicular and pedestrian traffic conditions and identify the potential impact that the proposed Movie House could have on the roadways, sidewalks, and curbsides in the nearby vicinity. As part of this undertaking, Stonefield collected 24-hour traffic volumes on Ludlow Street between Hester Street and Canal Street for a period of nine (9) days, counted the number of pedestrians on the sidewalk in front of the subject property, and studied continuous curbside activity (i.e., parking, pickups, drop-offs, loading, etc.) along Ludlow Street and Canal Street. This information has substantiated existing conditions and provides the basis for forecasting potential impacts resulting from the project. Ultimately, Stonefield will project the amount of vehicular and pedestrian traffic that would be generated by the Movie House based on its programming and the seating capacity of its theaters and common areas. It is our estimation at this time that the majority of moviegoers will utilize non-automobile forms of transportation given the walkability/bikeability of the area and the wealth of public transit options that exist in the nearby vicinity.

We look forward to submitting the completed Traffic Study to the Board on Monday, October 19. Thank you for your attention to this matter and feel free to contact me in the interim with any questions or if you require additional information.

Best regards,

Frank A. Filiciotto, PE  
**Stonefield Engineering and Design, LLC**

S:\2015\S-15158 7 Ludlow Street Movie Theater\Correspondence\Letters-Memos\2015-09-29 Letter to CB 3.docx

**[stonefielddeng.com](http://stonefielddeng.com)**

483 Broadway, 5<sup>th</sup> Floor, New York, NY 10013 917.289.1180 t.

Corporate Headquarters & Mailing Address:

75 Orient Way, Suite 303, Rutherford, NJ 07070 201.340.4468 t. 201.340.4472 f.