

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

Alysha Lewis-Coleman, 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
- 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: March 31, 2021

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: On Premises Liquor

If alteration, describe nature of alteration: _____

Previous or current use of the location: Bar/Restaurant

Corporation and trade name of current license: ZVAH Inc (DBA: R&D by Convivium)

APPLICANT:

Premise address: 37 Canal Street

Cross streets: Ludlow and Division Streets

Name of applicant and all principals: Entity to be formed Robert Ceraso and Jason Mendenhall

Trade name (DBA): Lula

PREMISE:

Type of building and number of floors: Mixed Use/5 stories

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: Sidewalk Cafe via the COVID Open Restaurant Outdoor Dining Program

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? 74

Pending

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 12pm-2am Monday through Friday. 11am-2am Saturday/Sunday

Number of tables? 24 Total number of seats? 51+9 bar seats (60 total)

How many stand-up bars/ bar seats are located on the premise? 2 bars (One on each floor) / 9 seats
(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): Upstairs L shaped 7'X16'/ Downstairs corner bar 8'X2'

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

New American Menu - See attached

What are the hours kitchen will be open? All Hours of Operation

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

How many employees will there be? 5-10 per shift

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: 4 speakers on each floor, ipad, ambient 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

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.")

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.

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: The Wayland, Good Night Sonny, The Wild Son, The Lost Lady

Address: 700 E.9th St, 134 1st Ave, 132 1st Ave, 171 Ave C Community Board # 3

Dates of operation: 1st two establishments: 2011 to present / 2019 to present / 2017 to present

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 See above

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? See attached SLA Proximity Report

How many On-Premise (OP) liquor licenses are within 500 feet? See attached SLA Proximity Report

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. 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)
New American Restaurant 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 12pm-2am; Tue 12pm-2am; Wed 12pm-2am;
Thu 12pm-2am; Fri 12pm-2am; Sat 11am-2am;
Sun 11am-2am. (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 OR
 My sidewalk café hours will be Open to 10pm
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 live performances or televised sports.
 I will have a closed fixed façade with no open doors or windows except my entrance door 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 live performances or televised sports.

8. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than _____ DJs per _____, more than _____ private parties per _____, _____ number of TVs.
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: Robert Ceraso

Phone Number: 917-332-8432

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.

Proximity Report For:	
Location	37 Canal St, New York, 10002
Geocode	Latitude: 40.71473 Longitude: -73.99096
Report Generated On	3/29/2021

8 Closest Liquor Stores		
Name	Address	Distance
YEE FUNG CORP Ser #: 1257056	135 DIVISION ST STORE B NEW YORK, NY 10002	127 ft
DELANCEY WINE INC Ser #: 1301401	35 ESSEX ST NEW YORK, NY 10002	608 ft
SEWARD PARK LIQUORS INC Ser #: 1306851	53 LUDLOW ST NEW YORK, NY 10002	717 ft
MADISON LIQUOR INC Ser #: 1253651	195 MADISON ST NEW YORK, NY 10002	769 ft
CAFE MERENDA LLC Ser #: 1314328	83 HENRY ST STORE #2 NEW YORK, NY 10002	892 ft
VINFAMILY INC Ser #: 1305222	393 GRAND ST NEW YORK, NY 10002	1,158 ft
OCEAN WINE & SPIRIT INC Ser #: 1296083	273 GRAND ST NEW YORK, NY 10002	1,225 ft
WORLD WINE GROUP INC Ser #: 1307442	49 CHRYSTIE ST NEW YORK, NY 10002	1,248 ft

Schools within 500 feet		
Name	Address	Distance
MESIVTA TIFERETH JERUSALEM	145 E BROADWAY NEW YORK, NY 10002	327 ft
PS 42 BENJAMIN ALTMAN	71 HESTER ST NEW YORK, NY 10002	454 ft

Churches within 500 feet	
Name	Distance
True Buddha Temple China Town	207 ft
Congregation Chai Odom Minski	294 ft
Church of New York Chinatown	389 ft
Chinese Christian Assembly	389 ft

Churches within 500 feet	
Name	Distance
Trinity Wall Street	433 ft
Saint Teresa's Church	435 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
COFFEEMEN'S LLC Ser #: 1333959	26 CANAL ST NEW YORK, NY 10002	206 ft
KOP KG ONE LLC & GENESIS HOSPITALITY LLC Ser #: 1333701	100 EAST BROADWAY NEW YORK, NY 10002	704 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
ZVAH INC Ser #: 1136014	37 CANAL STREET ORCHID & ALLEN STREETS NEW YORK, NY 10002	34 ft
35 CANAL CAFE LLC Ser #: 1166954	35 CANAL STREET ESSEX & LUDLOW NEW YORK, NY 10002	40 ft
BACARO NYC INC Ser #: 1167961	136 138 DIVISION STREET ORCHARO ST & LUDLOW ST NEW YORK, NY 10002	104 ft
PLAN A GROUP LLC Ser #: 1261297	138 DIVISION ST NEW YORK, NY 10002	109 ft
KINGS PALACE NYC LLC Ser #: 1301225	43 CANAL ST NEW YORK, NY 10002	119 ft
METROGRAPH LLC Ser #: 1291701	7 LUDLOW ST NEW YORK, NY 10002	127 ft
DIMES BIG TIME LLC Ser #: 1283328	49 CANAL ST NEW YORK, NY 10002	180 ft
SWEET RANGER INC Ser #: 1174042	14B ORCHARD ST CANAL & HESTER NEW YORK, NY 10002	250 ft
RAISE HOSPITALITY LLC Ser #: 1295240	162 E BROADWAY NEW YORK, NY 10002	259 ft
SCARR PIZZA LLC Ser #: 1306511	22A ORCHARD ST SOUTH STORE NEW YORK, NY 10002	299 ft
SILKSTONEONE LLC Ser #: 1243517	17 ORCHARD ST JULES@BRPCLAW.COM NEW YORK, NY 10002	307 ft
BOYS DONT CRY LLC Ser #: 1272915	22 ORCHARD ST NEW YORK, NY 10002	309 ft
SWAT PRODUCTION INC Ser #: 1167941	59 CANAL ST 2ND FL NEW YORK, NY 10002	328 ft
OTFOTEOC LTD Ser #: 1158961	21 ESSEX ST CANAL STREET & HESTER STREET NEW YORK, NY 10002	378 ft
CAFE 169 INC Ser #: 1173033	169 E BROADWAY ESSEX & EAST BROADWAY NEW YORK, NY 10002	387 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
RABBIT BOX HOSPITALITY LLC Ser #: 1318946	41 ESSEX ST STORE B NEW YORK, NY 10002	680 ft

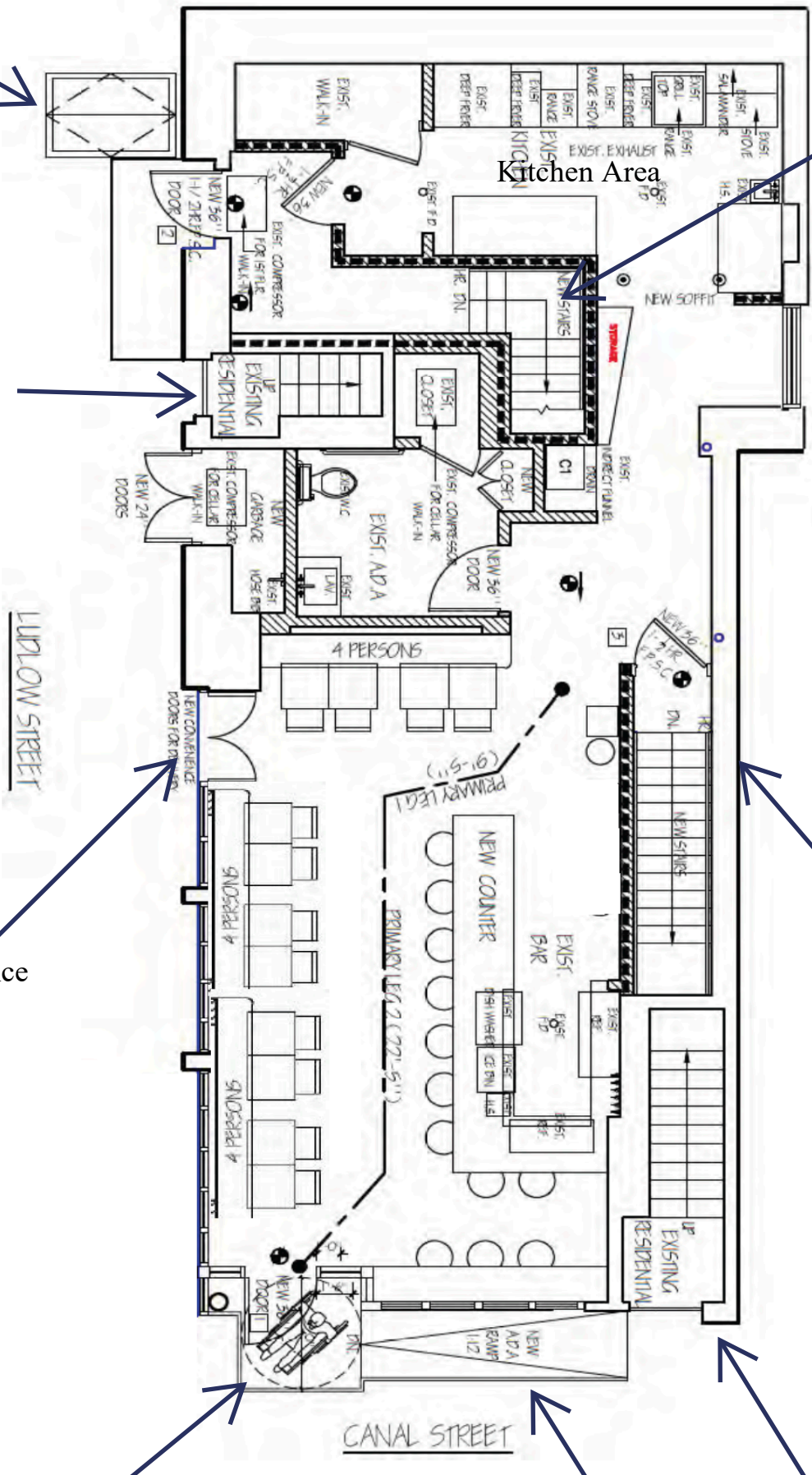
Ground Floor

Sidewalk Hatch

Staircase to Basement Floor

Kitchen Area

Residential Bldg Entrance



Service Entrance

Staircase to Basement Floor

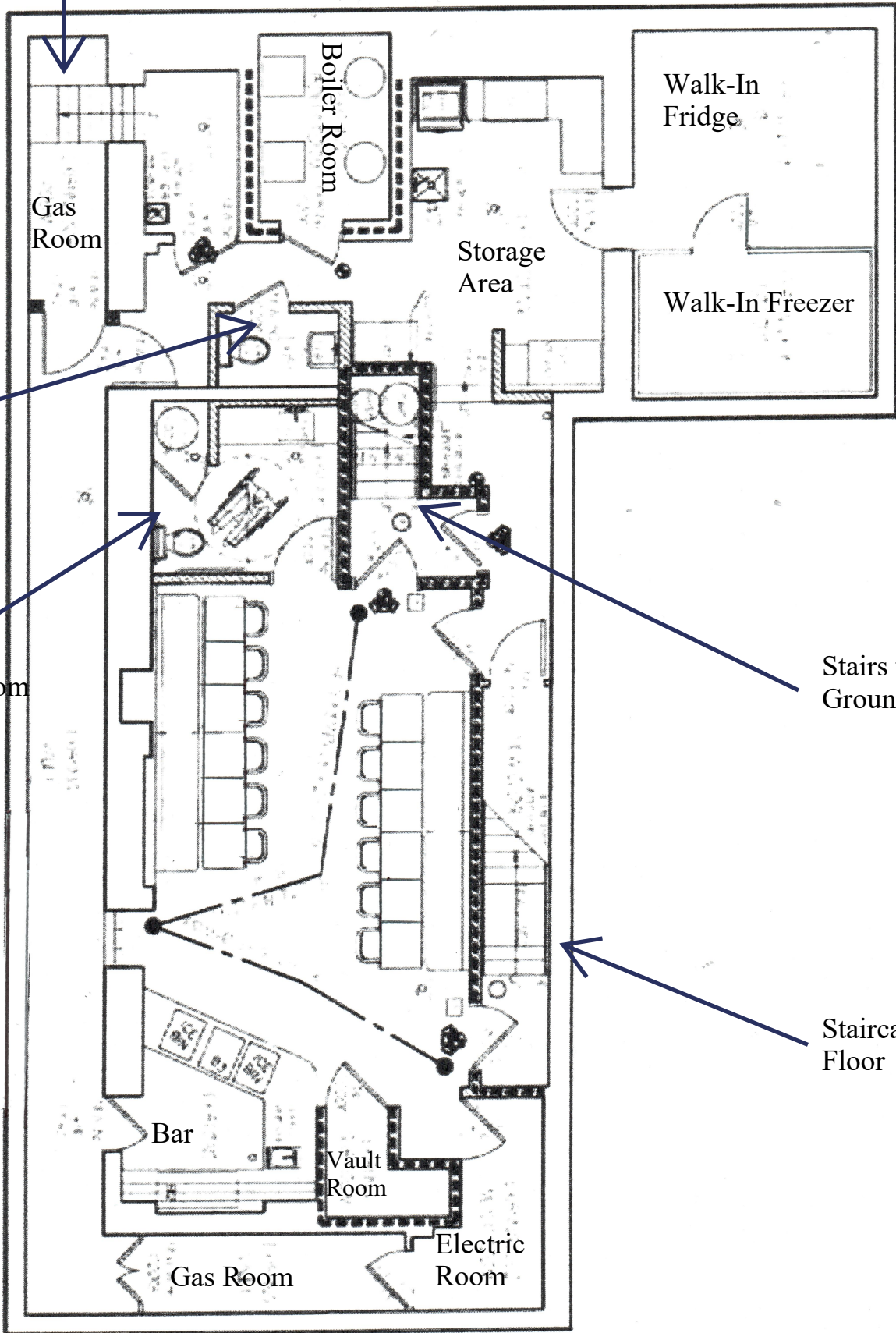
Entrance Door

ADA Ramp

Residential Bldg Entrance

Stairs to Sidewalk Hatch

Lower Floor



Walk-In Fridge

Gas Room

Boiler Room

Storage Area

Walk-In Freezer

Employee Restroom

Stairs to Ground Floor

Patron Restroom

Staircase to Ground Floor

Bar

Vault Room

Gas Room

Electric Room

MENU SAMPLE

LULA DINNER

Warm Bunuelos Bread , pumpkin seed butter.....	5
Sweet Potato Tamale	7
ancho chile crema, trout roe	
Carrot & Citrus Salad	11
caracara, blood orange, pomelo, pepitas	
Market Beet Aguachili	12
yellow carrot, cucumber, green coriander, citrus	
Cured Mackerel	14
confit new potato, garlic escabeche, sofrito	
Confit de Lengua	14
celery root, salsa verde, avocado, tortilla	
Scallop Aguachile	16
winter radishes, green onion, chili vinegar	
Grilled Octopus	15
market cabbage, gigante beans, apple chamoy	
Hand Cut Beef Tartar	17
kohlrabi, salsa macha, roasted peanut	
Cracked Hominy Risotto	22
norwich beets, smoked peppers, cotija cheese	
Wild Hake Poached in Butter	27
tomatillo, japanese potato, turmeric, wild oregano	
Duck Crepinette	28
winter squash, poblano & market beans	
Organic Chicken For One or Two	23/37
molé negro, warm tortilla, cashew salsa	

PLEASE INFORM US OF ANY ALLERGIES...

EATING RAW MEAT, SEAFOOD OR EGGS CAN INCREASE YOUR RISK OF FOODBORNE ILLNESS







Lower Dining Room







