

LOTUS GRAND LLC & CAMILLA NEW YORK LLC

324 GRAND STREET
NEW YORK, NY 10002

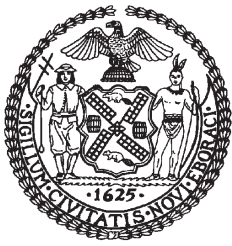
On-Premises Liquor License Application
Manhattan Community Board No. 3
SLA & DCA Licensing Committee
April 19, 2021

Completed Community Board No. 3 Questionnaire

1. Photographs
2. Floor Plan
3. Proposed Menu
4. Area Survey
5. List of community groups noticed
6. Proof of Posting at Premises

BERNSTEIN REDO P.C.
1177 Avenue of the Americas -5th Floor
New York, New York 10036
(212) 651-3100

Completed Community Board No. 3 Questionnaire



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: 03/31/2021

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: Full OP License

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Lounge/Bar

Corporation and trade name of current license: Trummer Art Holdings LLC / Atelier

APPLICANT:

Premise address: 324 Grand Street, New York, New York 10002

Cross streets: Orchard Street and Ludlow Street

Name of applicant and all principals: Lotus Grand LLC & Camilla New York LLC.

Thatcher Shultz, Duncan Abdelnour, Arash Josh Rahmani, Abraham Khalili

Trade name (DBA): Camilla

PREMISE:

Type of building and number of floors: Seven story (eight floors) mixed residential and commercial

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 for any back or side yard use? ☒ Yes ☐ No What is maximum NUMBER of people permitted? 74

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): C4-4A

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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 3:00pm - 2:00am (Monday - Friday); 11:00am - 2:00am (Saturday & Sunday)

Number of tables? 16 Total number of seats? 64

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

(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 stand-up bar, 20'

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

Mediterranean-inspired menu with a focus on shared plates.

What are the hours kitchen will be open? opening until 1:00am (food prep area)

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

How many employees will there be? 8-16

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* ^{*RECORDED}

If other type, please describe _____

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

Please describe your sound system: Tuned Martin Audio Speakers

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? _____

Occasional (2-4 times a month), cultural and private events, and art showcases

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) Please see attached security and street management plans

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 N/A - Already installed and space is completely subterranean in concrete slab construction without windows.

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Her Name Was Carmen

Address: 527 Broome Street Community Board # 2

Dates of operation: 2018 - 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 Hospitality (see attached resume)

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? Approximately 5

How many On-Premise (OP) liquor licenses are within 500 feet? 14

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)

_____ restaurant, or

☒ I will operate a Social lounge,

☐ 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 3:00pm - 2:00am ; Tue 3:00pm - 2:00am ; Wed 3:00pm - 2:00am ;
Thu 3:00pm - 2:00am ; Fri 3:00pm - 2:00am ; Sat 11:00am - 2:00am ;
Sun 11:00am - 2:00am . (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 _____

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 7:00pm.
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: Duncan Abdelnour

Phone Number: 914-886-5882

**Camilla - 324 Grand St
CB3 Manhattan - April 2021**

Camilla Concept & Overview:

Camilla is conceptualized as a new generation of a social lounge, mixing culture, art & music as a gathering space for the diverse creatives & professionals of lower manhattan.

Bonding mindfulness and sophistication Camilla will brighten up and bring a new memorable energy to the typical New York city social outings.

Camilla Security & Street Management Plan:

Maintaining a thoughtful & peaceful environment outside & inside at all times is of upmost importance & will be prioritized by the operational & security teams for Camilla.

All security will be handled by a licensed security company, at all times of operation a minimum of 1 security guard will be at the street level door. This security personnel will handle both checking ID's & ensuring all guests are entering & leaving efficiently.

Thursday - Saturday, additional security will be added as needed to ensure a proper environment both inside and outside. No lines are to be formed outside on the street at anytimes, patrons will cue in the stairways & in the lower level as needed. Camilla will use electronic reservation systems such as Resy to ensure strict capacity limits are met.

A minimum of one security guard will stay 30 minutes past closing to help ensure all patrons are leaving the building and neighborhood quietly and respectfully.

Founder Bios:

Thatcher Shultz

Thatcher is the co-founder of Make Believe, Kind Regards, Her Name Was Carmen, and The Garret Bars. After transitioning his career from automotive e-commerce to hospitality development in 2014, Thatcher has become deeply ingrained in New York City hospitality, specializing in marketing, sales, social media, and operations. .

Duncan Abdelnour

Duncan has been an entrepreneur in the intersection of music, events & technology for the past decade. His most recent venture CrowdSync provides controllable LED technology servicing professional sports organizations, touring artists, nonprofits & Galas. During the COVID-19 pandemic he transitioned his company into CrowdHealth.org to help supply much needed medical products to organizations.

Both Thatcher & Duncan are proud residents of the Lower East Side.

Photographs

324 Grand St - Outside Photo



324 Grand St - Inside (Current) Photos



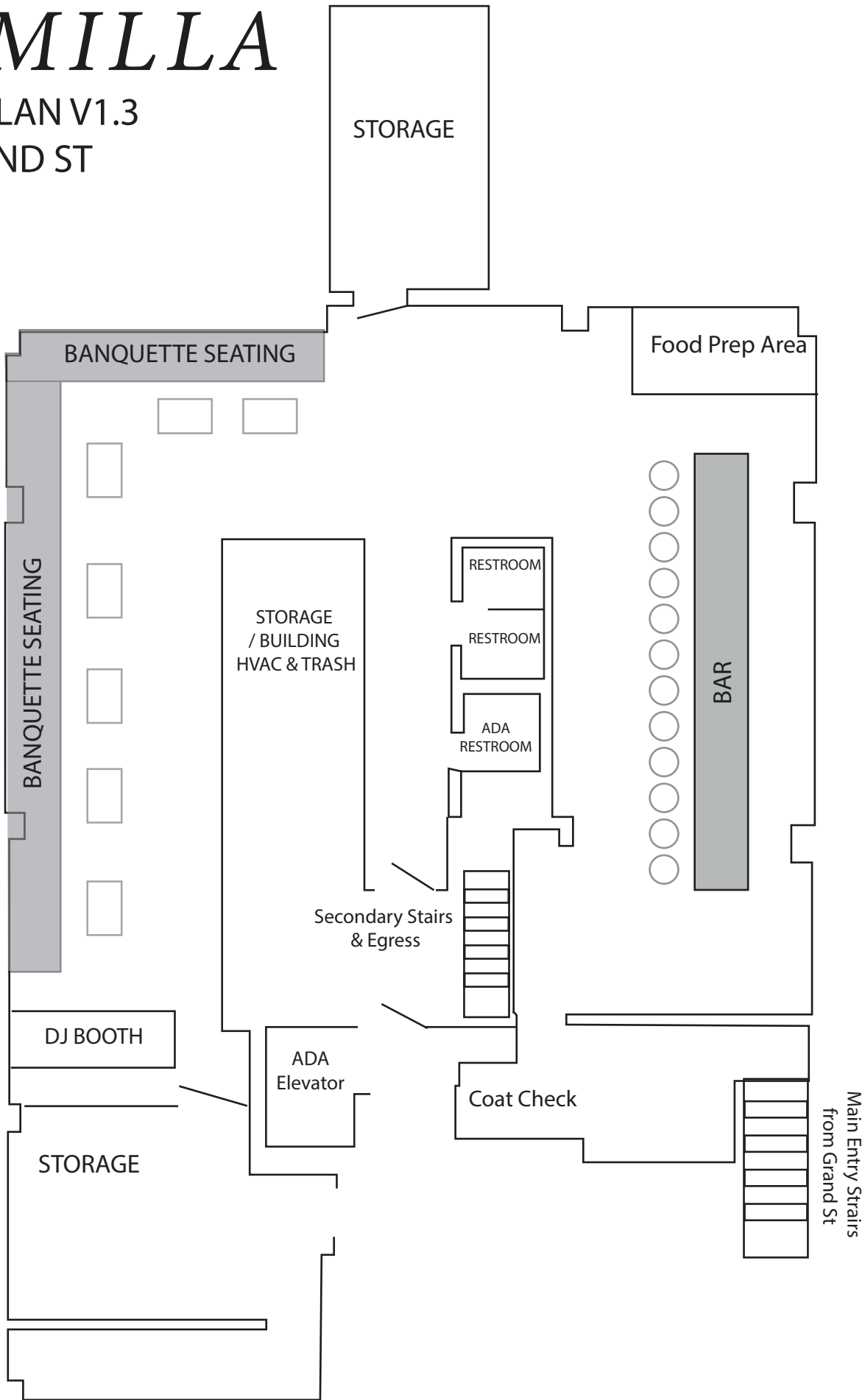




Floor Plan

CAMILLA

FLOOR PLAN V1.3
324 GRAND ST



Proposed Menu

Camilla

Shared Plates

Edamame, sea salt 7

Sampler, Tzatziki, Olives, Tirokafteri, Pita 16

Organic Garden Salad, ginger dressing 14

Marinated & Grilled Peppers, Olive Oil, Garlic 12

Shishito Peppers, lightly seasoned 12

The Salad, Tomato, Cucumber, Green Pepper, Red Onion, Feta, Olives 14

The Hummus, Pita, Olive Oil 12

Stringed Cheese, Hand Pulled, Olive Oil, Caraway Seeds 9

Meatballs, spicy aoli 12

Area Survey

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	324 Grand St, New York, 10002
Geocode	Latitude: 40.71722 longitude: -73.99040
Report Generated On	3/29/2021

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
FRIEDMAN'S ON GRAND LLC Ser #: 1334484	359 GRAND ST NEW YORK, NY 10002	470 ft

Active On Premises Liquor Licenses within 500 feet		
Name	Address	Distance
TRUMMER ART HOLDINGS LLC Ser #: 1309413	324 GRAND ST NEW YORK, NY 10002	46 ft
NORMAN'S CAY GROUP LLC Ser #: 1272699	74 ORCHARD ST NEW YORK, NY 10002	158 ft
GRAZ RESTAURANT LLC Ser #: 1189713	79 ORCHARD STREET GRAND & BROOME STS. NEW YORK, NY 10002	180 ft
TWO BIKES LLC Ser #: 1151213	85 ORCHARD STREET CRN OF BROOME & ORCHARD NEW YORK, NY 10002	258 ft
COMPAS GROUP NEW YORK LLC Ser #: 1222226	86 ORCHARD STREET BROOME ST AND GRANT ST NEW YORK, NY 10002	258 ft
SAIGONNYC LTD Ser #: 1256341	85 ORCHARD ST UNIT B BROOME ST & GRAND ST NEW YORK, NY 10002	264 ft
BARRIO CHINO LLC Ser #: 1136284	253 BROOME STREET ORCHARD & LOUDLOW NEW YORK, NY 10002	301 ft
BIG CANDY LLC Ser #: 1275668	86 ALLEN ST NEW YORK, NY 10002	306 ft
54 MULBERRY LLC Ser #: 1312031	252 BROOME ST NEW YORK, NY 10002	322 ft
XLR8 LLC Ser #: 1271863	266 BROOME ST NEW YORK, NY 10002	348 ft
L E S RESTAURANT CORP Ser #: 1232970	81 LUDLOW ST AKA 246 BROOME ST DELANCEY & BROOME NEW YORK, NY 10002	358 ft
RABBIT BOX HOSPITALITY LLC Ser #: 1318946	41 ESSEX ST STORE B NEW YORK, NY 10002	422 ft
GUTTER BAR LES LLC THE Ser #: 1324160	242 BROOME ST BASEMENT LEVEL NEW YORK, NY 10002	454 ft
JOHANNGPRO LLC Ser #: 1289900	96 ORCHARD ST NEW YORK, NY 10002	477 ft
CONGEE VILLAGE INC Ser #: 1273685	100 ALLEN ST NEW YORK, NY 10002	492 ft



List of community groups noticed

Community Groups to be Contacted for Application:

Space: Space.blockassociation.nyc@gmail.com

OSBA: orchardstblockassociation@gmail.com

Assoc. Of Latino Business Owners & Residents: ecruz@nyalbor.org

Friends of the LES: Friendsoftheles@gmail.com

LUNGS: Lesdwellers2012@gmail.com

Bowery Alliance of Neighbors: Ban62007@gmail.com

Proof of Posting at Premises



ATTENTION RESIDENTS & NEIGHBORS

Lotus Grand LLC & Camilla New York LLC / DBA Camilla

Company, DBA Name and Contact Number for Questions

(212) 651-3100

Plans to open a

Bar/Lounge (Social Lounge) / No Outdoor Space

(Please check Bar/Lounge/Club and indicate if there will be a Sidewalk Cafe or Backyard Dining)

at the following location

324 Grand Street, New York, New York 10002 (Lower Level)

Building Number, street name and address

This establishment is seeking a license to serve

Liquor, Wine, Beer and Cider

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, April 19 at 6:30pm

Online: <https://zoom.us/j/92199317942>

see www.cb3manhattan.org for zoom meeting details

Bar/Lounge (Social Lounge)

Benjamin Savitsky, Bernstein Radio (212) 651-3100

AI COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS 第3社區居民 請注意

Lotus Grand LLC & Camilla New York LLC / (212) 651-3100

公司名字(Company) and/和 聯繫人的資料(Contact Info)

Plans to open a (以上的店主要是在第3社區申請生意和開辦娛樂生意)

Bar/Lounge (Social Lounge)

(請選擇/please choose)

酒吧(Bar)/餐館(Restaurant)

戶外咖啡(Sidewalk Cafe) or 或者

後院花園咖啡(Backyard Cafe)

324 Grand Street, New York, New York 10002

(Lower Level)

Address/生意地址

seeking a license to serve (以上的店主要請以下和開辦娛樂)

Liquor, Wine, Beer & Cider

(請選擇/please choose)

啤酒和酒類(Beer & Wine) or/或者

啤酒類(Beer) or/或者

酒和酒類(Beer & Wine)

Public meeting for comments

第3社區的居民有權利提出自己的意見和建議

(CB3 SLA & DCA Committee Meeting)

曼哈頓第3社區委員會

開辦和紐約市消費稅有關小商業牌照委員會

Monday, April 19 at 6:30pm

Online: <https://zoom.us/j/92199317942>

see www.cb3manhattan.org for zoom meeting details

Bar/Lounge (Social Lounge)

mn03@cb.nyc.gov - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Lotus Grand LLC & Camilla New York LLC / (212) 651-3100

Company Name/ Contact Info

Nombre de la Compañía/ el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Bar/Lounge (Social Lounge) / No Outdoor Space

(Please check Bar/Lounge/Club and indicate if there will be a Sidewalk Cafe or Backyard Dining)

(Please check Bar/Lounge/Club and indicate if there will be a Sidewalk Cafe or Backyard Dining)

324 Grand Street, New York, New York 10002 (Lower Level)

Address

Address

Seeking a license to serve

En búsqueda de una licencia para servir

Liquor, Wine, Beer and Cider

Beer & Wine or Beer/Wine & Liquor

Liquor, Wine, Beer and Cider

Public meeting for comments

Reunión pública para comentarios

Monday, April 19 at 6:30pm

Online: <https://zoom.us/j/92199317942>

see www.cb3manhattan.org for zoom meeting details

AI COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

En la JUNTA COMUNITARIA 3

La reunión del Comité de Licencias del SLA y del DCA

mn03@cb.nyc.gov - www.cb3manhattan.org