

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

## Standardized NOTICE FORM for Providing 30-Day Advance Notice to a Local Municipality or Community Board

1. Date Notice Sent: **02/09/2024**      1a. Delivered by: **Overnight Mail, Tracking Number and Pro**

2. Select the type of Application that will be filed with the Authority for an On-Premises Alcoholic Beverage License:

For premises outside the City of New York:

☐ New Application    ☐ Removal    ☐ Class Change

For premises in the City of New York:

☐ New Application    ☐ New Application and Temporary Retail Permit    ☐ Temporary Retail Permit    ☐ Removal

☐ Class Change    ☐ Method of Operation    ☐ Corporate Change    ☐ Renewal    ☒ Alteration

For **New** and Temporary Retail Permit applicants, answer each question below using all information known to date  
 For **Renewal** applicants, answer all questions  
 For **Alteration** applicants, attach a complete written description and diagrams depicting the proposed alteration(s)  
 For **Corporate Change** applicants, attach a list of the current and proposed corporate principals  
 For **Removal** applicants, attach a statement of your current and proposed addresses with the reason(s) for the relocation  
 For **Class Change** applicants, attach a statement detailing your current license type and your proposed license type  
 For **Method of Operation Change** applicants, although not required, if you choose to submit, attach an explanation detailing those changes

**Please include all documents as noted above. Failure to do so may result in disapproval of the application.**

**This 30-Day Advance Notice is Being Provided to the Clerk of the Following Local Municipality or Community Board:**

3. Name of Municipality or Community Board: **Manhattan Community Board No. 3**

**Applicant/Licensee Information:** **NA-0349-22-117022**

4. Licensee Serial Number (if applicable): **1272412, 1272413, 1272414**      Expiration Date (if applicable): **04/30/2024**

5. Applicant or Licensee Name: **Soho-Ludlow Inc.**

6. Trade Name (if any): **Ludlow House, Living Room / Lou's Kitchen & Bar / Velvet Room / Ducked Up**

7. Street Address of Establishment: **139 Ludlow Street**

8. City, Town or Village: **New York**, NY      Zip Code: **10002**

9. Business Telephone Number of applicant/ Licensee: **646-253-6100**

10. Business E-mail of Applicant/Licensee: **lottie.todd@sohohouse.com**

11. Type(s) of alcohol sold or to be sold:    ☐ Beer & cider    ☐ Wine, Beer & Cider    ☒ Liquor, Wine, Beer & Cider

12. Extent of Food Service:    ☒ Full Food menu; full kitchen run by a chef/cook    ☐ Menu meets legal minimum food requirements; food prep area required

13. Type of Establishment: **Club (members only not-for-profit)**

☐ Seasonal Establishment    ☐ Juke Box    ☒ Disc Jockey    ☒ Recorded Music    ☐ Karaoke

14. Method of Operation: (check all that apply)

☒ Live Music (give details i.e., rock bands, acoustic, jazz, etc.): **Jazz / varied**

☒ Patron Dancing    ☐ Employee Dancing    ☐ Exotic Dancing    ☐ Topless Entertainment

**\*Private Events**

☐ Video/Arcade Games    ☐ Third Party Promoters    ☒ Security Personnel

☐ Other (specify): \_\_\_\_\_

15. Licensed Outdoor Area: ☐ None    ☐ Patio or Deck    ☒ Rooftop    ☐ Garden/Grounds    ☐ Freestanding Covered Structure

(check all that apply) ☐ Sidewalk Cafe    ☒ Other (specify): **small 5th floor terrace/ ground floor garden with retractable roof**

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16. List the floor(s) of the building that the establishment is located on:
17. List the room number(s) the establishment is located in within the building, if appropriate:
18. Is the premises located within 500 feet of three or more on-premises liquor establishments? ☒ Yes ☐ No
19. Will the license holder or a manager be physically present within the establishment during all hours of operation? ☒ Yes ☐ No
20. If this is a transfer application (an existing licensed business is being purchased) provide the name and serial number of the licensee:
- |                                  |                                  |
|----------------------------------|----------------------------------|
| <input type="text" value="N/A"/> | <input type="text" value="N/A"/> |
| Name                             | Serial Number                    |
21. Does the applicant or licensee own the building in which the establishment is located? ☐ Yes (If YES, SKIP 23-26) ☒ No

**Owner of the Building in Which the Licensed Establishment is Located**

22. Building Owner's Full Name:
23. Building Owner's Street Address:
24. City, Town or Village:  State:  Zip Code:
25. Business Telephone Number of Building Owner:

**Representative or Attorney Representing the Applicant in Connection with the Application for a License to Traffic in Alcohol at the Establishment Identified in this Notice**

26. Representative/Attorney's Full Name:
27. Representative/Attorney's Street Address:
28. City, Town or Village:  State:  Zip Code:
29. Business Telephone Number of Representative/Attorney:
30. Business E-mail Address of Representative/Attorney:

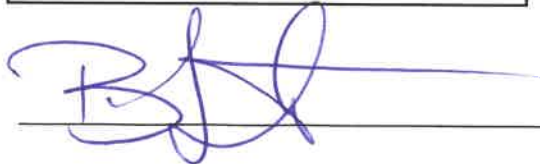
I am the applicant or licensee holder or a principal of the legal entity that holds or is applying for the license. Representations in this form are in conformity with representations made in submitted documents relied upon by the Authority when granting the license. I understand that representations made in this form will also be relied upon, and that false representations may result in disapproval of the application or revocation of the license.

By my signature, I affirm - under **Penalty of Perjury** - that the representations made in this form are true.

**ATTORNEY FOR PRINCIPAL**

31. Printed Principal Name:  Title:

**ATTORNEY FOR  
Principal Signature:**



**BERNSTEIN REDO & SAVITSKY, P.C.**  
-ATTORNEYS AT LAW-

1177 AVENUE OF THE AMERICAS, 5<sup>TH</sup> FL  
NEW YORK, NEW YORK 10036  
TEL (212) 651-3100

DONALD M. BERNSTEIN  
MARTHA M. REDO  
BENJAMIN S. SAVITSKY

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February 9, 2024

**Sent via Federal Express:**

**7751 3728 9052**

Manhattan Community Board Three  
59 E. 4<sup>th</sup> Street  
New York, New York 10003  
Attention: Susan Stetzer, District Manager

Re: Soho-Ludlow Inc. (0349-22-117022 / Legacy Serial 1272412)  
Ludlow House  
139 Ludlow Street  
New York, New York 10002  
Alteration: 30 Day Advanced Notice for On Premises License

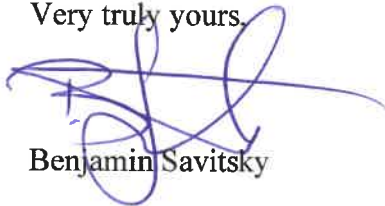
Dear Ms. Stetzer:

We represent the above-referenced entity which intends to file an alteration application with the New York State Liquor Authority for its existing On-Premises Liquor license.

The proposed alteration application contemplates adding a service bar in the garden area to assist service to members and rearrange furniture on the ground floor. A copy of the proposed diagram identifying the new service bar is attached to the 30-Day Notice. No other changes are part of this application.

Please contact our office by phone or e-mail ([ben@brpclaw.com](mailto:ben@brpclaw.com)) with any questions concerning this application.

Very truly yours,

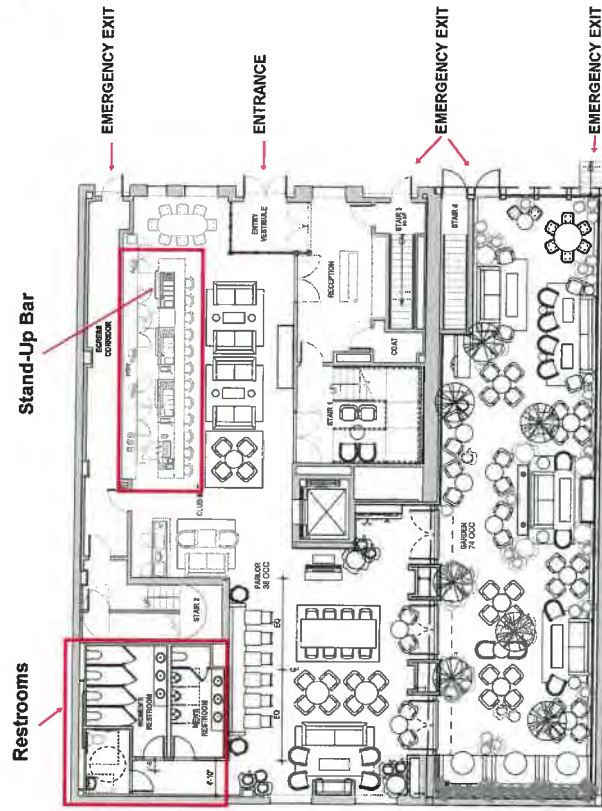


Benjamin Savitsky

Enclosure: 30 Day Advanced Notice

## 2. Existing Ground Floor Plan

**First Floor**  
39 Tables  
141 Seats  
1 Stand-Up Bar  
12 Bar Stools



SOHO HOUSE

Soho House & Co.

1ST FLOOR - FURNITURE  
PLAN

SCALE:	DRAWN BY:	DATE:	SQUARE FT:
1/8" = 1'-0"	Author	04/15/2019	17033
SHEET SIZE: 22 X 34			

# A101.4

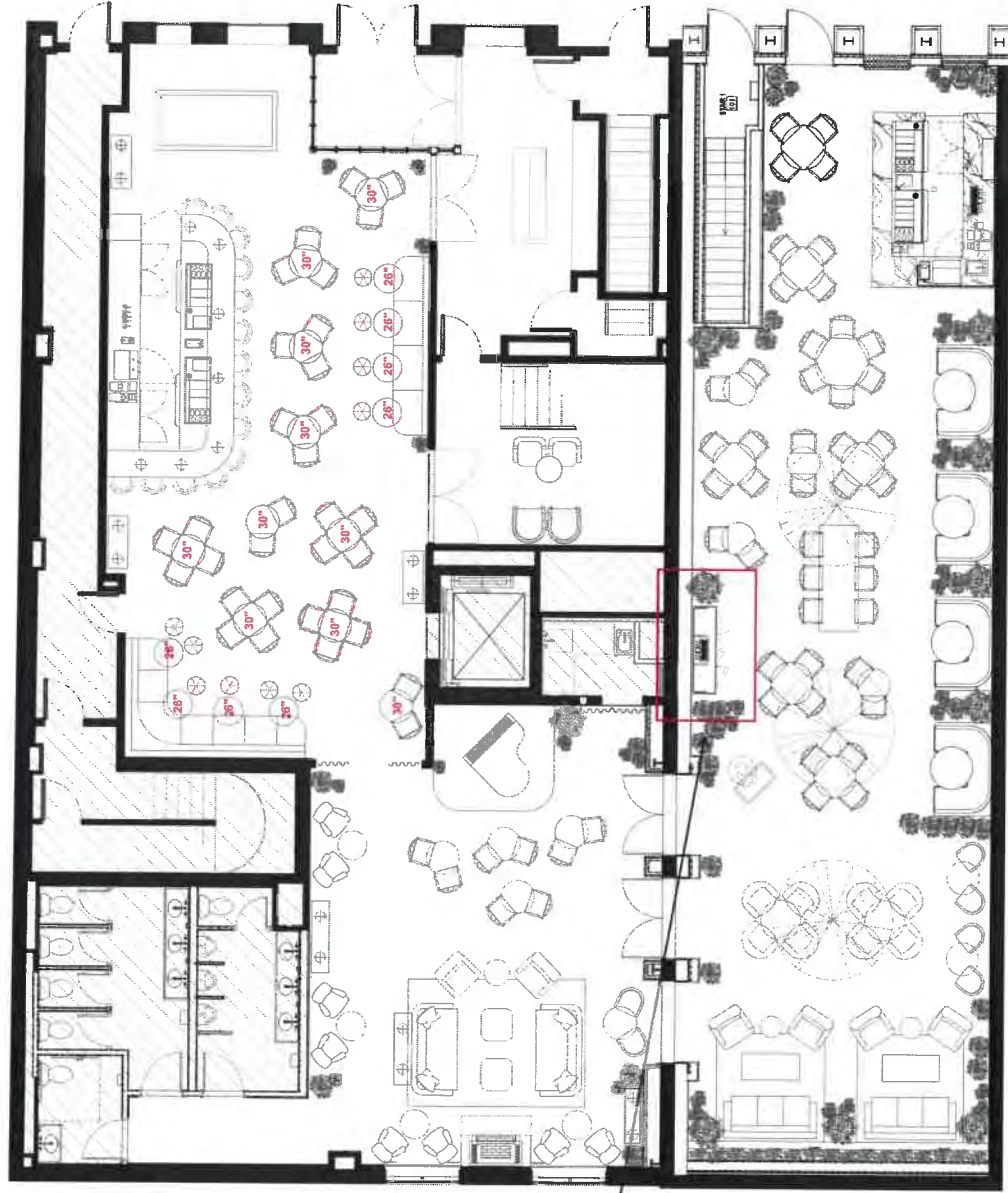
DRAWING NUMBER:

### 3. Proposed Ground Floor Plan



SOHO LUDLOW INC  
LUDLOW HOUSE  
139 Ludlow Street  
New York, New York 10002  
NA-0349-22-117022

GROUND FLOOR PROPOSED PLANS



PROPOSED NEW  
SERVICE BAR