



# THE CITY OF NEW YORK MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003

Phone (212) 533-5300

[www.cb3manhattan.org](http://www.cb3manhattan.org) - [mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov)

Andrea Gordillo, Board Chair

Susan Stetzer, District Manager

## Community Board 3 Liquor License Application Questionnaire

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

**The following items and questionnaire package are due by date listed in email invite:**

- ☐ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☐ A proposed food and or drink menu.

**The following items are due by noon Friday before the meeting:**

- ☐ 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:  
<https://www1.nyc.gov/site/manhattan/cb3/resources/community-groups.page>  
(this is not required but strongly suggested if a relevant group exists)
- ☐ 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: September 9, 2024

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: tavern

Corporation and trade name of current license: Owlings Inc o/b/a Kind Regards

### APPLICANT:

Premise address: 152 Ludlow Street

Cross streets: Stanton & Livingston

Name of applicant and all principals: Small Town Creative LLC

Michael Broy

Trade name (DBA): Kind Regards

**PREMISE:**

Type of building and number of floors: 7 story mixed use

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

☒ Yes ☐ No What is maximum NUMBER of people permitted 196

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): C 4-4A

**PROPOSED METHOD OF OPERATION:**

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) 7 days a week

5pm - 4am

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☐ Yes ☒ No

If yes, please describe what type: \_\_\_\_\_

Number of indoor tables? 12 Total number of indoor seats? 29

How many stand-up bars/bar seats are located on the premise (number, length, and location) \_\_\_\_\_

Two / no seats / First floor Approx 20'x4' Cellar Approx 22'x6'

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

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

What are the hours the kitchen will be open? All hours of operation

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

How many employees will there be? 25 - 30

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 ☒ DJs ☒ Streaming services/playlists

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

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: Ipad generated small 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? \_\_\_\_\_

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? \_\_\_\_\_

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.") Security will ensure not traffic and crowds are not an issue for our neighbors

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) 4-5 Thursday-Saturday

How do you plan to manage noise inside and outside your business so neighbors will not be affected? \_\_\_\_\_

Please attach plans. Security will control the exterior of these premises, as it has

Is sound proofing installed? ☐ Yes ☐ No for the entire operation of these premises and management and security will monitor the interior of the premises, so as

If not, do you plan to install sound proofing? ☐ Yes ☐ No not to disturb my neighbors

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (includes roof & yard) ☐ Yes ☒ No If Yes, describe and show on diagram: \_\_\_\_\_

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously? ☒ Yes ☐ No

If yes, please indicate name of establishment: Owlings Inc 0340-22-103830/116 Ave C Rest 0340-22-104089  
Address: 152 Ludlow St / 116 Ave C / 850 Richard St Community Board # 3 Gale Diners LLC 0340-24-115330

Dates of operation: 2005-Present / 2021-Present / 2023-Present

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application.

Does any principal have other businesses in this area? ☐ Yes ☒ No If Yes, please give trade name, address and describe the business \_\_\_\_\_

Has any principal had SLA reports or action within the past 5 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

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

Is the premise within 200 feet on the same street 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, but it is not required. 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 Tavern,  
☐ 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 5pm - 4am; Tue 5pm - 4am; Wed 5pm - 4am;  
Thu 5pm - 4am; Fri 5pm - 4am; Sat 5pm - 4am;  
Sun 5pm - 4am. (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 (including Open Restaurants) OR  
☐ I will close all outdoor dining allowed under the temporary Open Restaurants program and any other subsequent uses by 10:00 P.M. all days and not have any speakers or TV monitors outdoors
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 performances or televised sports. ☐ I will have a closed fixed façade with no open doors or windows except my entrance door, which 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 performances or televised sports.
8. I will not have ☐ DJs, ☐ live music, ☒ third-party promoted events, ☒ any event at which a cover fee is charged, ☒ scheduled performances, ☐ more than \_\_\_\_\_ DJs per \_\_\_\_\_, ☐ more than \_\_\_\_\_ private parties per \_\_\_\_\_
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 pm.
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: Michael Bray

Phone Number: (646) 379-6244

<b>Proximity Report For:</b>	
Location	<b>152 Ludlow St, New York, New York, 10002</b>
Geocode	<b>Latitude: 40.72085 longitude: -73.98785</b>
Report Generated On	<b>9/25/2024</b>

<b>8 Closest Liquor Stores</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
VIJAYA GROUP INC License ID: 0100-23-126911 Legacy Serial No.: 1326346	100 STANTON ST NEW YORK, New York 10002	188 ft
SALGIRAH CORP License ID: 0100-23-124378 Legacy Serial No.: 1276123	141 ESSEX ST NEW YORK, New York 10002	260 ft
EAST HOUSTON STREET WINE & LIQUOR INC License ID: 0100-24-100179 Legacy Serial No.: 6008088	253 E HOUSTON ST NEW YORK, New York 10002	789 ft
PET NAT LLC License ID: 0100-22-116243 Legacy Serial No.: 1306926	115 DELANCEY ST NEW YORK, New York 10002	941 ft
TURTLE DOVE LLC License ID: 0091-22-100761 Legacy Serial No.: 1271455	28 30 CLINTON ST STORE B NEW YORK, New York 10002	975 ft
EAST VILLAGE WINE & LIQUORS INC License ID: 0100-23-126409 Legacy Serial No.: 1281322	80-82 CLINTON ST NEW YORK, New York 10002	1,062 ft
YI DING FA CORP License ID: 0100-22-115857 Legacy Serial No.: 1339668	101 ALLEN ST NEW YORK, New York 10002	1,075 ft
ORANGE GLOU LLC License ID: 0091-21-121837 Legacy Serial No.: 1330686	264 BROOME ST NEW YORK, New York 10002	1,185 ft

<b>Schools within 500 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
PS 20 ANNA SILVER	166 ESSEX ST NEW YORK, NY 10002	394 ft

<b>Churches within 500 feet</b>		
<b>Name</b>		<b>Distance</b>
Assafa Islamic Center, Inc. - Assafa Masjid		357 ft
First Roumanian American Congregation		411 ft

<b>Pending On Premises Liquor Licenses within 750 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
JAZZ GENIUS CORPORATION Application ID: NA-0340-24-120475	151 Essex St New York, New York 10002.0	169 ft
White Horse Hospitality Group LLC Application ID: NA-0340-24-127510	162 Orchard St New York, New York 10002.0	228 ft
Winhall Station LLC Application ID: NA-0370-24-104814	154 Orchard St Store C & D New York, New York 10002.0	248 ft
Cactus Wren LLC Application ID: NA-0340-24-122175	98 Rivington St New York, NY 10002.0	288 ft
Kooking NYC LLC Application ID: NA-0340-24-131541	111 Rivington St New York, New York 10002.0	359 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
121 Three Group Hospitality LLC Application ID: NA-0370-23-151517	121 Essex St New York, New York 10002.0	441 ft
Baby Grand LES LLC Application ID: NA-0370-24-104308	187 Orchard St New York, NY 10002.0	477 ft
Idleflora LLC Application ID: NA-0340-24-101635	188 Allen St New York, NY 10002.0	488 ft
ESSEX CHICKEN LLC Application ID: NA-0340-24-115706	115 Essex St New York, New York 10002.0	491 ft
New Copper & Oak LLC Application ID: NA-0340-24-114340	157 Allen St New York, New York 10002.0	528 ft
ALLEN STREET HOSPITALITY LLC; ORCHARD F&B LLC Application ID: NA-0343-22-105979	139 ORCHARD ST NEW YORK, New York 10002.0	531 ft
Fan Szechuan Cuisine Inc Application ID: NA-0340-24-137029	103 Essex St New York, NY 10002.0	646 ft
Arpeggio1 Hospitality LLC Application ID: NA-0370-24-125538	120 Orchard St New York, NY 10002.0	686 ft
DOUBLE SUMMON LLC Application ID: NA-0340-24-115842	107 NORFOLK ST NEW YORK, New York 10002.0	712 ft

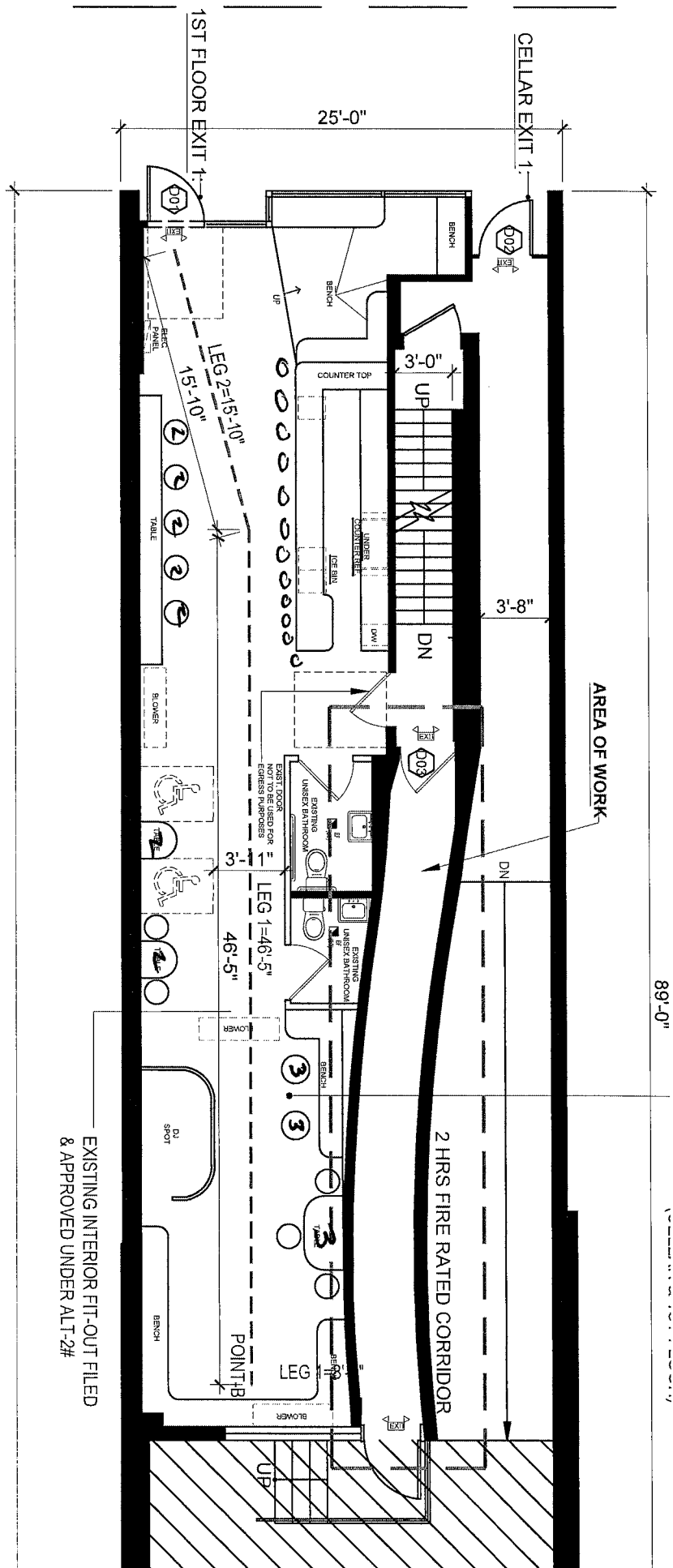
Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
OWLINGS INC License ID: 0340-22-103830 Legacy Serial No.: 1170538	152 LUDLOW STREET RIVINGTON & STANTON STREETS NEW YORK, New York 10002	25 ft
Apt 5 LLC License ID: 0370-24-124394 Legacy Serial No.: 6032903	157 Ludlow St New York, New York 10002	67 ft
158 LUDLOW REST LLC License ID: 0340-22-105902 Legacy Serial No.: 1131361	158 LUDLOW STREET STANTON & RIVINGTON NEW YORK, New York 10002	123 ft
LOCO 111 INC License ID: 0340-22-110924 Legacy Serial No.: 1131031	105 STANTON ST NEW YORK, New York 10002	137 ft
THY TEAM INC License ID: 0340-24-125470 Legacy Serial No.: 6034006	108 STANTON ST NEW YORK, NY 10002	174 ft
SOHO-LUDLOW INC License ID: 0349-22-117022 Legacy Serial No.: 1272412	139 LUDLOW ST NEW YORK, New York 10002	181 ft
UBER CAFFE LLC License ID: 0340-23-134800 Legacy Serial No.: 1268136	116 STANTON ST NEW YORK, New York 10002	184 ft
DANIEL CABA License ID: 0340-23-138172 Legacy Serial No.: 1332083	117 STANTON ST NEW YORK, New York 10002	186 ft
95 STANTON STREET REST INC License ID: 0340-23-131130 Legacy Serial No.: 1024159	95 STANTON ST NEW YORK, New York 10002	209 ft
FOUNDATION LOUNGE CORP License ID: 0340-23-135024 Legacy Serial No.: 1280506	137 ESSEX ST NEW YORK, New York 10002	210 ft
TENEMENT PARTNERS LLC License ID: 0340-22-111434 Legacy Serial No.: 1339077	161 LUDLOW ST NEW YORK, New York 10002	212 ft
SAN PEPPAS JERK CHICKEN EXPRESS INC IV License ID: 0340-23-138699 Legacy Serial No.: 1334619	90 96 STANTON ST #3& BASEMENT,AKA 172 ORCHARDST NEW YORK, New York 10002	219 ft
168 ORCHARD ST PARTNERS INC License ID: 0370-24-123085 Legacy Serial No.: 6031536	168 170 ORCHARD ST NEW YORK, New York 10002	236 ft
GUAPO BODEGA LLC License ID: 0340-22-113623 Legacy Serial No.: 1246348	146 ESSEX STREET NEW YORK, New York 10002	251 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
GHVILLE INC License ID: 0340-22-113646 Legacy Serial No.: 1254436	167 ORCHARD ST 2ND & 3RD FL NEW YORK, New York 10002	277 ft
ORCHID STREET ENTERPRISES LLC License ID: 0340-22-106907 Legacy Serial No.: 1156178	174 ORCHARD STREET HOUSTON & STANTON STREETS NEW YORK, New York 10002	280 ft
JERSEY BOYS LLC License ID: 0340-22-112794 Legacy Serial No.: 1273888	173 LUDLOW ST NEW YORK, New York 10002	286 ft
HELEN'S KITCHEN LLC License ID: 0340-23-135581 Legacy Serial No.: 1343839	172 ORCHARD ST NEW YORK, New York 10002	289 ft
KELTIC LOUNGE INC License ID: 0340-21-118377 Legacy Serial No.: 1181425	132 LUDLOW ST NEW YORK, New York 10002	301 ft
ATLANTIC BAR GROUP LLC License ID: 0340-24-101496 Legacy Serial No.: 6009441	146 ORCHARD ST NEW YORK, New York 10002	301 ft
DOWNTOWN LLC,THE License ID: 0343-22-127458 Legacy Serial No.: 1144147	107 RIVINGTON ST LUDLOW & ESSEX NEW YORK, New York 10002	320 ft
CAMILLE PRODUCTIONS LLC License ID: 0340-23-127506 Legacy Serial No.: 1120448	110 RIVINGTON STREET ESSEX & LUDLOW STREETS NEW YORK, New York 10002	320 ft
MRRDIGO LLC, IHG MGMT MARYLAND LLC & GG LES LLC License ID: 0343-23-103625 Legacy Serial No.: 1286719	171 LUDLOW ST A/K/A 180 ORCHARD ST NEW YORK, New York 10002	334 ft
133 ESSEX RESTAURANT LLC License ID: 0340-22-104101 Legacy Serial No.: 1255201	133 ESSEX ST NEW YORK, New York 10002	334 ft
ORCHARD STREET RESTAURANT LLC & COSMIC DEBRIS LLC License ID: 0340-23-132646 Legacy Serial No.: 1219676	187 ORCHARD STREET E HOUSTON ST & STANTON ST NEW YORK, New York 10002	336 ft
TRAPIZZINO LES LLC License ID: 0340-23-130377 Legacy Serial No.: 1334274	144 ORCHARD ST NEW YORK, New York 10002	337 ft
SWEET CHICK LES LLC License ID: 0340-22-112621 Legacy Serial No.: 1274831	178 LUDLOW ST NEW YORK, New York 10002	354 ft
JMDR 127 LUDLOW LLC License ID: 0340-23-137942 Legacy Serial No.: 1278006	127 LUDLOW ST NEW YORK, New York 10002	363 ft
EL CASTILLO DE JAGUA REST CORP License ID: 0340-24-112257 Legacy Serial No.: 6020454	113 Rivington St New York, NY 10002	367 ft
PENNSYLVANIA JAYCOX INC License ID: 0340-23-128544 Legacy Serial No.: 1112506	118 RIVINGTON STREET ESSEX AND NORFOLK STS/ NEW YORK, New York 10002	370 ft
LION HOSPITALITY LLC License ID: 0340-22-111231 Legacy Serial No.: 1339355	84 STANTON ST NEW YORK, New York 10002	378 ft
OSTERIA GRANO LLC License ID: 0340-22-104472 Legacy Serial No.: 1281633	175 LUDLOW ST NEW YORK, New York 10002	382 ft
JED PARTNERS LLC License ID: 0340-23-137300 Legacy Serial No.: 1311871	126 LUDLOW ST NEW YORK, NY 10002	384 ft
EPSTEINS BAR LLC License ID: 0340-23-137572 Legacy Serial No.: 1303829	82 STANTON ST NEW YORK, New York 10002	397 ft
EASTERN DISTRICT OPERATIONS LLC License ID: 0340-23-130765 Legacy Serial No.: 1329636	177 LUDLOW ST NEW YORK, New York 10002	404 ft
120 ESSEX MARKET LLC License ID: 0340-22-114635 Legacy Serial No.: 1316835	124 RIVINGTON ST NEW YORK, New York 10002	411 ft



Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
PUB 138 INC License ID: 0340-23-136937 Legacy Serial No.: 1316189	181 ORCHARD ST SOUTH STORE NEW YORK, New York 10002	417 ft
LUDLOW HOTEL OPERATING LLC & LUDLOW HOTEL F&B LLC License ID: 0343-22-130691 Legacy Serial No.: 1275487	180 184 LUDLOW ST & BEVERAGE LLC NEW YORK, New York 10002	421 ft
122-124 RIVINGTON CORP License ID: 0340-23-132657 Legacy Serial No.: 1131317	122-124 RIVINGTON ST. ESSEX ST & LUDLOW STREET NEW YORK, New York 10002	431 ft
SAUCE MANAGEMENT II LLC License ID: 0340-23-133449 Legacy Serial No.: 1354602	78 84 RIVINGTON ST NEW YORK, New York 10002	432 ft
RIVINGTON CAFE CORP License ID: 0340-22-107508 Legacy Serial No.: 1024132	123 RIVINGTON STREET NEW YORK, New York 10002	437 ft
COOL CULINARY LLC License ID: 0346-24-101184 Legacy Serial No.: 6009106	119 ESSEX ST NEW YORK, New York 10002	460 ft
CUATRO LOBOS INC License ID: 0340-23-135223 Legacy Serial No.: 1283883	140 142 ORCHARD ST NEW YORK, New York 10002	473 ft
A HALIBUT INC License ID: 0340-23-134703 Legacy Serial No.: 1270101	138 ORCHARD ST NEW YORK, New York 10002	474 ft
JURAKU INC License ID: 0340-23-129079 Legacy Serial No.: 1347601	121 LUDLOW ST NEW YORK, New York 10002	485 ft
BURGERS AND CHISMIS LLC License ID: 0340-22-104950 Legacy Serial No.: 1327911	143 ORCHARD ST NEW YORK, New York 10002	489 ft

# LUDLOW STREET



1

PROPOSED FIRST FLOOR PLAN

PA-102

SCALE: 1/8" = 1'-0"

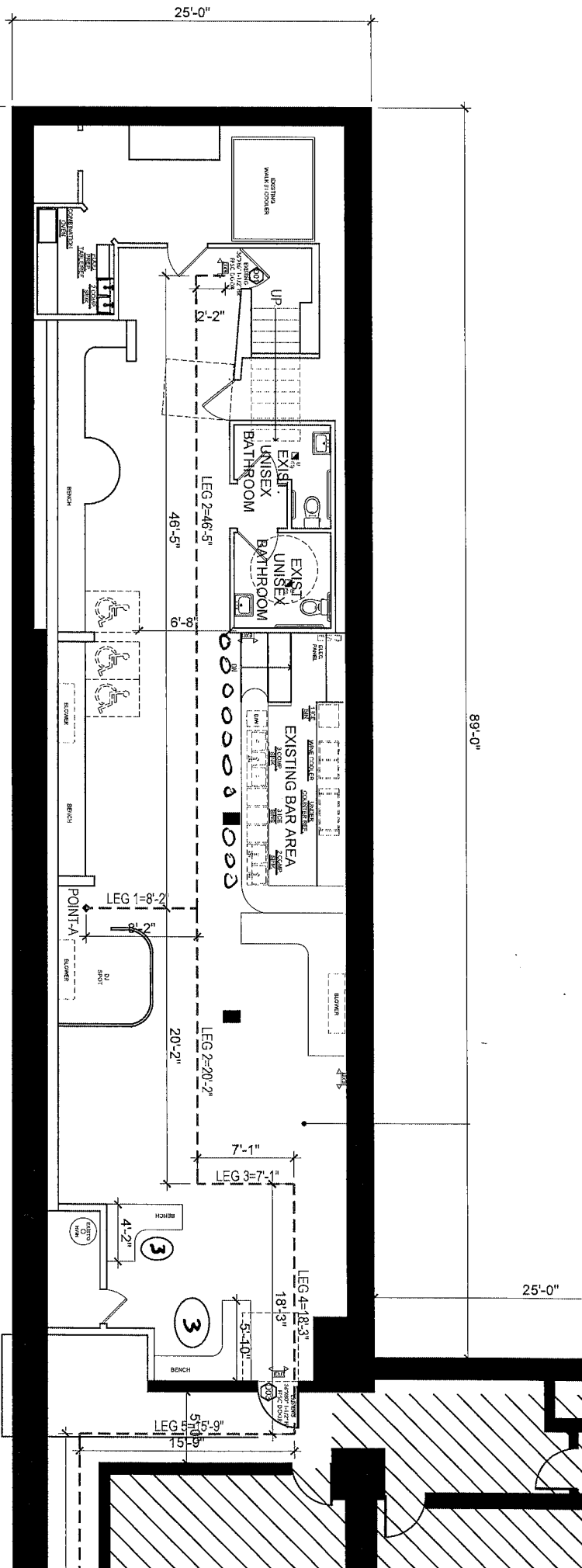
152 Ludlow St

MC

10 Tables

23 Seats

12 Barstools



1  
PA-101

PROPOSED CELLAR FLOOR PLAN  
SCALE: 1/8" = 1'-0"

152 2nd low St  
M.C.  
2 Tables  
6 seats  
10 Bar stools

## Menu 152 Ludlow

### **FOOD**

#### *Pinxcho*

2 pieces per order 12

- Sardine, preserved tomato, black garlic
- Pickled crab,crème fraiche, dill
- Mussels, fennel

#### *Pressed Francesinha 14*

Roasted pork, cheese, potato

#### *Valentina Roll 14*

Mortadella, provolone hot roasted peppers

#### *House Caesar 17*

Vegan miso, croissant breadcrumb

#### *Roasted Carrots 14*

Black Olive tapenade, raddichio, toasts

Marcona almonds

Olives

Bread and butter

All 7 each