

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.
- 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

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 28, 2020

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 Full Liquor

If alteration, describe nature of alteration: n/a

Previous or current use of the location: Bar/Tavern

Corporation and trade name of current license: Ulli Bar Corp d/b/a Max Fish

APPLICANT:

Premise address: 120 Orchard Street

Cross streets: Orchard between Delancey and Rivington

Name of applicant and all principals: 120 Orchard Bar LLC

Principals: Cameron Schur, Jonathan Soudry, Ryan Levan, Joseph Attanasio, Marco Massaro, James Wright

Trade name (DBA): The Orchard Room

PREMISE:

Type of building and number of floors: Multi-Unit mixed-use; Premises is on 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? 279

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):
C6-2A 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) Monday to Friday - 4pm to 4am; Saturday and Sunday - 12 pm to 4 am

Number of tables? 18 Total number of seats? 103

How many stand-up bars/ bar seats are located on the premise? 2 bars; 17 bar 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): 2 L-shaped bars measuring 25ft and 15ft; 1 in cellar, 1 on the 1st floor

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
Asian fare, menu attached.

What are the hours kitchen will be open? No kitchen. Food will be available all hours of operation

Will a manager or principal always be on site? Yes No If yes, which? Manager and/or Principal

How many employees will there be? approx. 6-8 to start, growing to approx. 16-20 upon return to full occupancy levels

Do you have or plan to install French doors accordion doors or windows? No.

Will there be TVs/monitors? Yes No (If Yes, how many?) 2

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: 6-10 speakers on each level, all set at a reasonable volume level

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? _____

We plan to have scheduled events and performances, but no promoted events, and only charge cover 12 times a year

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) 2-4, with at least 1
at all times, and more during peak hours on weekends and evenings

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: 244EH Tenant LLC d/b/a Writing on the Wall

Address: 244 East Houston Street, New York NY 10002 Community Board # 3

Dates of operation: Temporary operating permit approved, awaiting Full License determination from SLA

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 Writing on the Wall (Bar/Tavern)

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? 9

How many On-Premise (OP) liquor licenses are within 500 feet? 26

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 will operate a full-service restaurant, specifically a (type of restaurant) _____, with a kitchen open and serving food during all hours of operation *OR* I have less than full-service kitchen but will serve food all hours of operation.
2. 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.
3. 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 12 private parties per year.
4. I will play ambient recorded background music only.
5. 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.
6. I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7. I will not participate in pub crawls or have party buses come to my establishment.
8. 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 9 p.m.
9. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10. 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. 937-477-7415

The Orchard Room – Sample Food Menu

Dumplings

Veggie Dumplings

*Carrot, cabbage,
mushroom, watercress*

Pork Dumplings

*Fresh ground pork, ginger,
green onion*

Shrimp Dumplings

*Wild shrimp, bamboo
shoots, white pepper*

Plates

Sesame Chicken

*House made tangy sauce,
free range chicken, sesame
seeds, green onion*

Pork Spare Ribs

*Savory ribs, fermented
black beans, ginger, Chinese
five spice*

Sides

Spring Rolls

*Chinese cabbage,
bamboo shoots, carrots,
sweet duck sauce*

Baked Pork Buns

*Fresh baked buns,
Berkshire pork, honey
glaze*

White Rice

Steamed and sticky

Sticky Coconut Rice

*Jasmine rice, fresh
coconut milk*

Dessert

Mango Pudding

*Fresh mangos,
evaporated milk, sugar*

Sponge Cake

*Sweet steamed cake,
powdered sugar*

Supplemental Information – CB3 Questionnaire – 120 Orchard Street**Principal and Management Team Experience****Marco Massaro**

Holds a bachelor's degree in Economics from St. John's University and a certificate in Global Finance/Business Management from Durham University Business School, UK. Marco is a principal of Writing on the Wall, the group's recently-licensed location on 244 E. Houston Street. Marco has worked for the Barraza Food Group for the last decade, where he has played a critical role in the expansion of the company from a taco truck in Jersey City to a six-location restaurant group with venues in Manhattan. Marco has held nearly every position at Barraza, working his way from food runner to host, server, bartender, manager, and beverage director, and has opened multiple locations for the group in lower Manhattan.

James Wright

James has over ten years of leadership experience in New York's hospitality industry. He has a passion for great food and beverage and is dedicating to providing new, exciting, and memorable experiences to guests. He has worked at many of the Lower East Side's favorite bars and restaurants, including Fig 19, Mr. Purple, the Lucky Bee, and Lovers of Today, among many others. He has been on the leadership team for six new venue openings. Most recently, he was the general manager at Paul's Casablanca in Tribeca. He is excited to bring his breadth of experience to The Orchard Room and to create a safe and unique neighborhood gathering place.

Cameron Schur

Is a corporate real estate attorney and principal of Writing on the Wall (244 E. Houston). Cameron graduated with honors from Cardozo Law School and is a member of the New York State Bar. Prior to his legal career, Cameron was involved in hospitality in his home state of Florida. For years, Cameron was a resident of the neighborhood, just blocks from 120 Orchard Street. He brings these experiences to bear into his roles as Business Manager and principal of The Orchard Room.

Ryan Levan

Graduated with honors from Columbia Law School (J.D.) and the University of Pennsylvania (B.A.). He is a member of the New York State bar and an antitrust litigator at Gibson, Dunn & Crutcher LLP, where his practice focuses on financial services and class action representations, as well as pro bono work with immigrants and charitable institutions. Ryan is a principal and the Financial Director of Writing on the Wall (244 E. Houston), and is looking forward to performing those same functions for The Orchard Room. His family originally from the Bronx, Ryan has been a resident of the East Village for years.

Joseph Attanasio

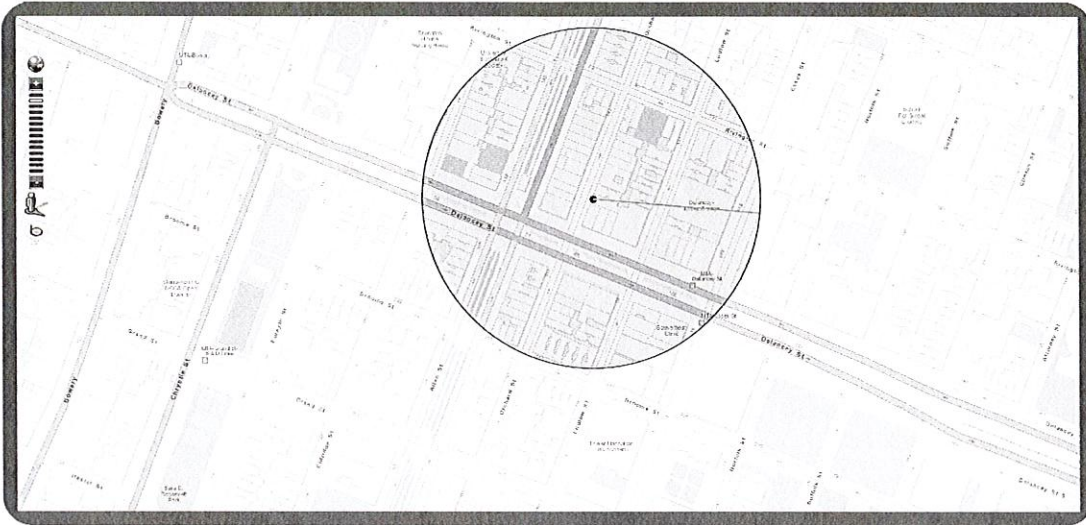
Is an experienced product manager for venture-backed mobile startups in the New York City consumer technology space. Joe is a strong technical professional with a B.A. in Economics from Rollins College. Joe is the Technical and Creative Director of Writing on the Wall (244 E. Houston) and brings those skills to The Orchard Room. Like his fellow principals, Joe has lived in the East Village for years.

Supplemental Information – CB3 Questionnaire – 120 Orchard Street

Noise and Traffic Mitigation Plans

- Mission Statement: Our principals are each current or former residents of the neighborhood comprising Community Board 3 (“CB3”). Our principals were recently granted CB3 approval for a nearby venue at 244 E. Houston Street. The same principles undergirding that application are true here. We are business owners, but more importantly we are neighbors—and we intend to foster a culture of respect for our fellow neighbors and patrons alike at our new venue. We will establish clear rules and processes for minimizing noise and traffic disturbances, we will impress upon our staff the critical importance of enforcing those rules and implementing those processes, and we lead from the top down in an effort to minimize our sound and traffic footprint overall.
- Our Plan: We will make all necessary arrangements to comply with COVID-19 operational and safety protocol. At least one member of our security personnel will be present directly outside and in front of the entrance to the premises at all times. Security will be responsible for keeping the sidewalk clear, checking identification, and dispersing any loitering. We will work with our neighbors, from other retail and hospitality venues to local law enforcement, to ensure that the area in front of and adjacent to our venue will be free from crowding and congestion.
- Although we are a neighborhood establishment and anticipate our patronage will be comprised largely of neighborhood dwellers arriving and departing on foot, security will encourage patrons to arrange pickup by ridesharing services either from within the venue or on the corner, at the intersection of Delancey and Allen. Similarly, security will work to ensure that any vehicles dropping off patrons to do so promptly and then clear the area. Patrons who wish to smoke cigarettes will be instructed to do so at least 25 feet away from the establishment.
- Moreover, in addition to the measures carried out by our security personnel, we will install conspicuous signage instructing patrons outside to respect our neighbors and remain quiet as they enter and exit the premises.
- Management and staff will limit noise inside the venue, remind patrons to be courteous to our neighbors, and control music so that noise does not leave the establishment. The ceiling in the Premises includes a layer of sound-absorbant material. The speakers include sound-dampening rises and hangers, and have been configured so that music will serve the patrons inside the bar, not disrupt the neighborhood outside it (and will not reverberate directly against the walls of the building). Moreover, music will be primarily played in the basement, further insulating the noise. Finally, security will make sure that the door is shut at all times to prevent noise from emanating from the entrance, and the venue has no windows, so noise cannot escape that way.

500 Foot Report - 120 Orchard Bar LLC



On-Premise Licenses within 500 Feet

Fourthgen LLC
Delancey Square Hosp LLC & 119 Orchard Prop Inc.
Alpha 129 Rest LLC
131 Orchard Street Restaurant LLC
Mpdrow LLC
BG Bar Inc
A Halibut Inc
Barnorth Group LLC
93 Ludlow St Inc
Hill and Dale Restaurant Group LLC
Jed Partners LLC
Johanngpro LLC
The Amber Avalon Corp
Sauce Management LLC
Serafina Ludlow Corp
Congee Village Inc
The Downtown LLC
Banter Nolita LLC
Alegre Orchard LLC
Miller's Near & Far LLC
Swoon Corp
Keltic Lounge Inc
Hermes B NY LLC
May Bee Bohemian LLC
54 Mulberry LLC
Camille Productions LLC

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*Carrot, cabbage,
mushroom, watercress*

Pork Dumplings

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green onion*

Shrimp Dumplings

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shoots, white pepper*

Plates

Sesame Chicken

*House made tangy sauce,
free range chicken, sesame
seeds, green onion*

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black beans, ginger, Chinese
five spice*

Sides

Spring Rolls

*Chinese cabbage,
bamboo shoots, carrots,
sweet duck sauce*

Baked Pork Buns

*Fresh baked buns,
Berkshire pork, honey
glaze*

White Rice

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Dessert

Mango Pudding

*Fresh mangos,
evaporated milk, sugar*

Sponge Cake

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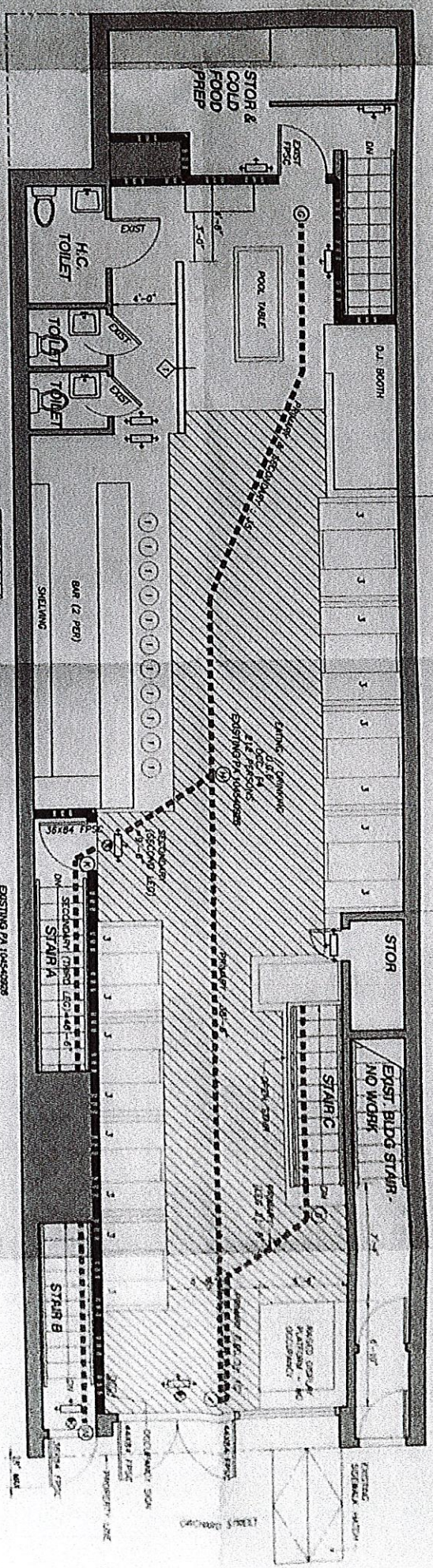
2 FIRST FLOOR PLAN
7/12/13

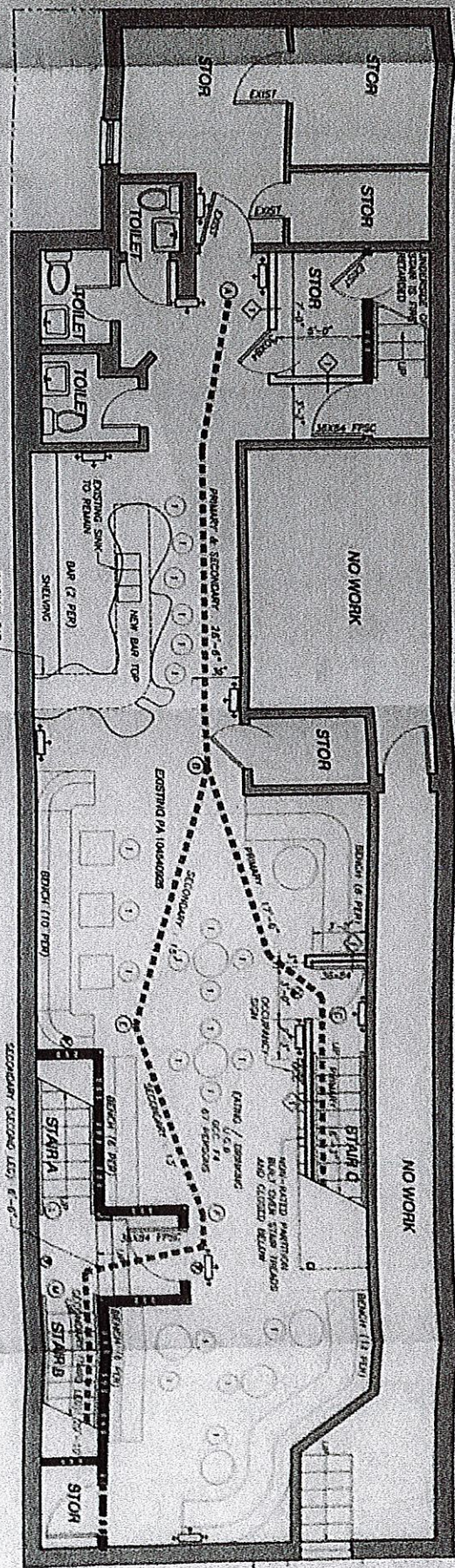
CELLAR TRAVEL DISTANCE

AREA USED TO CALCULATE STANDING OCCUPANCY @ 4 SF/PERSON

EXISTING PA 104540208

DELAWARE ST





September 28, 2020

Linda Jones
Friends of the Lower East Side
friendsoftheles@gmail.com
VIA ELECTRONIC MAIL

Dear Linda,

We hope you are safe and healthy during this time. We are reaching out to you in connection with the on-premises liquor license transfer application (the "Application") for our company, 120 Orchard Bar LLC, for an establishment located at 120 Orchard Street, on Orchard Street between Delancey and Rivington, to be named The Orchard Room (the "Premises" or "Establishment"). The Premises is currently a bar called Max Fish and operated by Ulli Bar Corp ("Max Fish"). Our Application is scheduled to be heard at the October 19, 2020 meeting of the Manhattan Community Board 3 Licensing Committee.

Our new Establishment will occupy the ground and basement floors of the building at 120 Orchard Street. It will offer food service during all hours of operation, with a menu of Asian fare, drawing from the neighborhood's rich cuisine, including dim sum, rices, and soups. The maximum occupancy at the Premises is 279 individuals. There will be 18 tables with 103 seats, as well as two stand-up bars with 17 bar stools total. The Establishment will comply with all COVID-19 health and safety protocols. As with Max Fish before it, the Establishment will play recorded music, and, at times, have a live DJ or a live musician. Consistent with New York regulations, we expect to have an outdoor space to facilitate patron safety and health. The Premises will be open from 4 pm to 4 am on weekdays, and 12 pm to 4 am on weekends. The foregoing plan is consistent with the operation approved by the Community Board and the NYS Liquor Authority for the current licensee, Max Fish, which has been licensed at the location since 2013.

Our company is operated by current and former residents of Community Board 3, and we are interested in hearing your feedback and are committed to being considerate neighbors as a business. If you have any questions or would like any additional information about the Application, please contact us at ryan@29monroe.com or 215-760-0337.

Thank you very much for your time and consideration.

Sincerely,

Ryan Levan

Principal
120 Orchard Bar LLC

September 28, 2020

Tamara Daley
Orchard Street Block Association
orchardstreetblockassociation@gmail.com
VIA ELECTRONIC MAIL

Dear Tamara,

We hope you are safe and healthy during this time. We are reaching out to you in connection with the on-premises liquor license transfer application (the "Application") for our company, 120 Orchard Bar LLC, for an establishment located at 120 Orchard Street, on Orchard Street between Delancey and Rivington, to be named The Orchard Room (the "Premises" or "Establishment"). The Premises is currently a bar called Max Fish and operated by Ulli Bar Corp ("Max Fish"). Our Application is scheduled to be heard at the October 19, 2020 meeting of the Manhattan Community Board 3 Licensing Committee.

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Thank you very much for your time and consideration.

Sincerely,

Ryan Levan

Principal
120 Orchard Bar LLC

September 28, 2020

Diem Boyd
Lower East Side Dwellers Neighborhood Association
lesdwellers2012@gmail.com
VIA ELECTRONIC MAIL

Dear Diem,

We hope you are safe and healthy during this time. We are reaching out to you in connection with the on-premises liquor license transfer application (the "Application") for our company, 120 Orchard Bar LLC, for an establishment located at 120 Orchard Street, on Orchard Street between Delancey and Rivington, to be named The Orchard Room (the "Premises" or "Establishment"). The Premises is currently a bar called Max Fish and operated by Ulli Bar Corp ("Max Fish"). Our Application is scheduled to be heard at the October 19, 2020 meeting of the Manhattan Community Board 3 Licensing Committee.

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Thank you very much for your time and consideration.

Sincerely,

Ryan Levan

Principal
120 Orchard Bar LLC

September 25, 2020

Diem Boyd
Lower East Side Dwellers Neighborhood Association
lesdwellers2012@gmail.com
VIA ELECTRONIC MAIL

Dear Diem,

We hope you are safe and healthy during this time. We are reaching out to you in connection with the on-premises liquor license transfer application (the "Application") for our company, 120 Orchard Bar LLC, for an establishment located at 120 Orchard Street, on Orchard Street between Delancey and Rivington, to be named The Orchard Room (the "Premises" or "Establishment"). The Premises is currently open and operating as a bar called Max Fish and operated by Ulli Bar Corp ("Max Fish").

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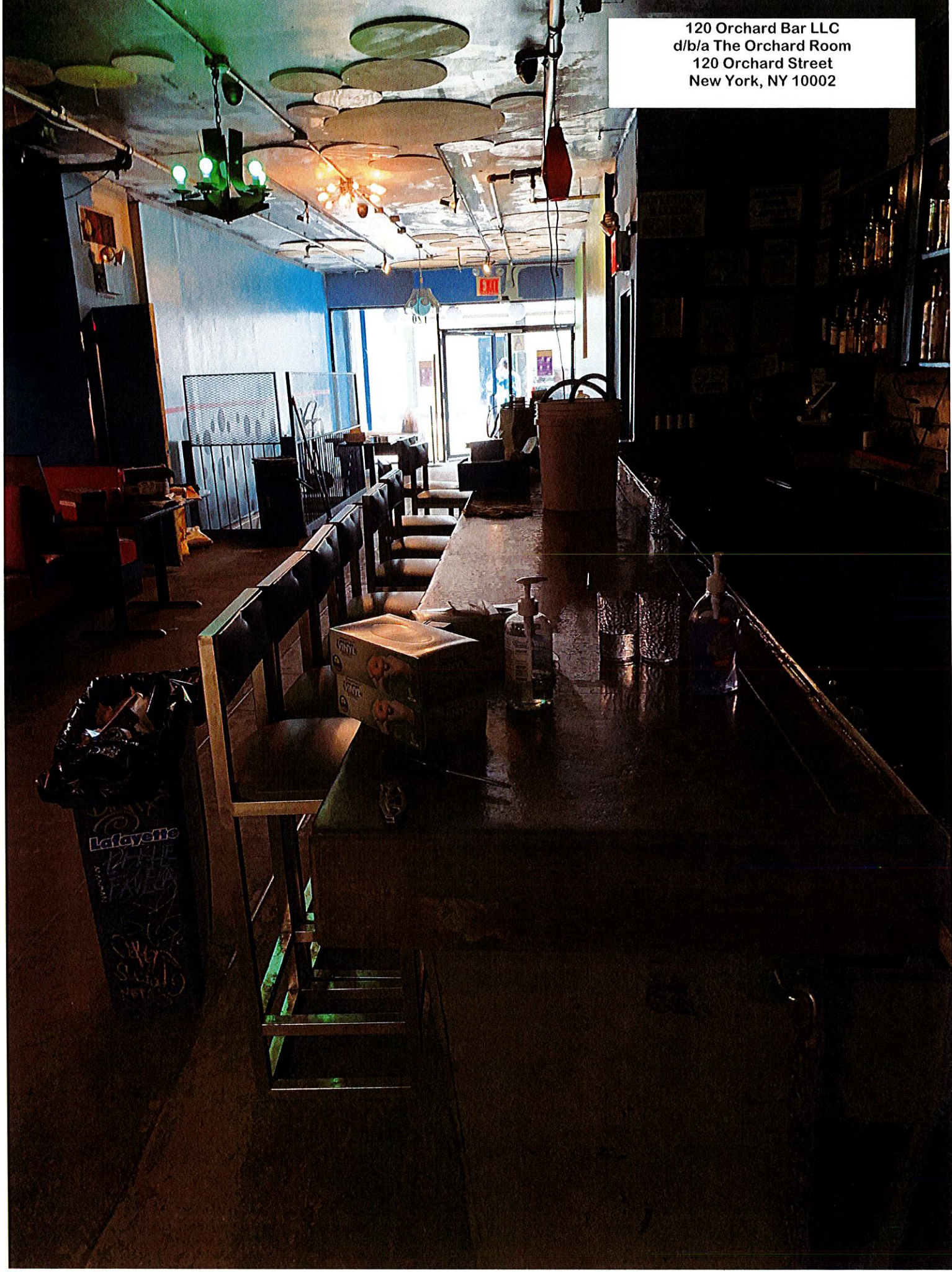
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Sincerely,

Ryan Levan

Principal
120 Orchard Bar LLC

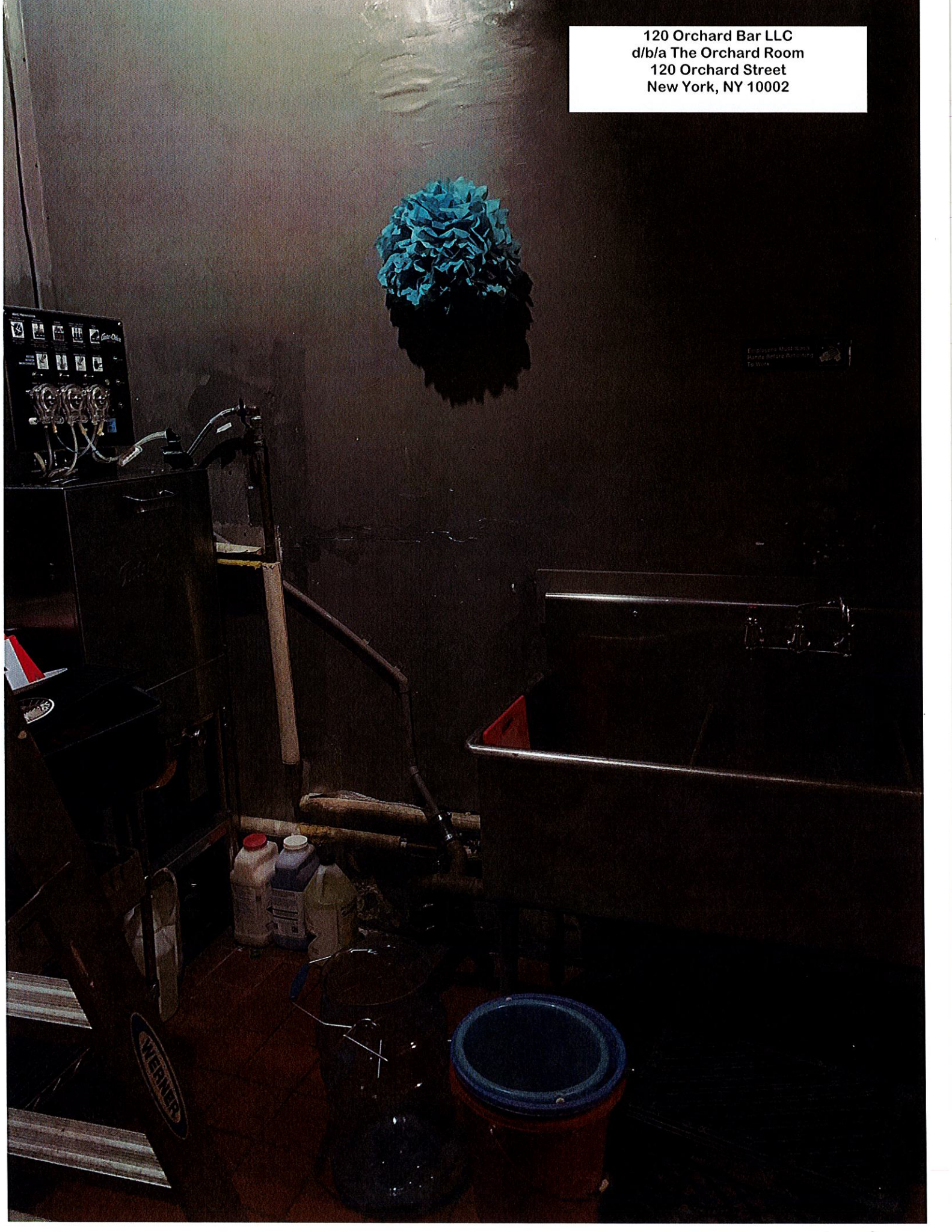
120 Orchard Bar LLC
d/b/a The Orchard Room
120 Orchard Street
New York, NY 10002



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