

Meeting Date: October 1, 2024

APPLICANT INFORMATION:

Name of applicant(s): Ladurée Soho LLC

Trade name (DBA): Ladurée

Premises address: 396-398 W. Broadway, New York, New York 10012

Cross Streets and other addresses used for building/premise:
Between Spring Street and Broome Street

CONTACT INFORMATION:

Principal(s) Name(s):
* See attached

Office or Home Address: _____

City, State, Zip: _____

Telephone #: _____ email : _____

Landlord Name / Contact: HH WEST BROADWAY LLC, HAY FAMILY II LLC, TH WEST BROADWAY STREET
C/O CENTAUR PROPERTIES LLC, 580 Fifth Avenue, 32nd Floor

Landlord's Telephone and Fax: ██████████

NAMES OF ALL PRINCIPAL(s): NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD

Stéphane Courbit N/A

Marc Ladreit de Lacharrière N/A

David Holder Ladurée Soho LLC/396-398 W. Broadway, New York, New York 10012/NA

Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):

Restaurant Soho is an iconic part of the Ladurée network and the NYC Flagship. A liquor license had already been obtained to enable us to accompany our catering offer with alcohol (mainly wine and champagne) and to organize private events (weddings, baby showers, etc.). Following a change of shareholder, we have to apply for a new license to continue the same activity, which is very popular with Americans

Ladurée Soho LLC

396-398 W. Broadway, New York, New York 10012

Principal Contact Information:

Stéphane Courbit

[REDACTED]
[REDACTED]
[REDACTED]

Marc Ladreit de Lacharrière

[REDACTED]
[REDACTED]
[REDACTED]

David Holder

[REDACTED]
[REDACTED]
[REDACTED]

WHAT TYPE(S) OF LICENSE(S) ARE YOU APPLYING FOR (MARK ALL THAT APPLY):

- a new liquor license (Restaurant ___ Tavern / On premise liquor ___ Other)
- ___ an UPGRADE of an existing Liquor License
- ___ an ALTERATION of an existing Liquor License
- ___ a TRANSFER of an existing Liquor License
- ___ a HOTEL Liquor License
- ___ a DCA CABARET License
- ___ a CATERING / CABARET Liquor License
- ___ a BEER and WINE License
- ___ a RENEWAL of an existing Liquor License
- ___ an OFF-PREMISE License (retail)
- ___ OTHER : _____

If upgrade, alteration, or transfer, please describe specific nature of changes:
(Please include physical or operational changes including hours, services, occupancy, ownership, etc.)

N/A

If this is for a new application, please list previous use of location for the last 5 years:

Restaurant

Is any license under the ABC Law currently active at this location? ___ yes no

If yes, what is the name of current / previous licensee, license # and expiration date: _____

Laduree Soho LLC, license ID: 0340-22-103231, expired 2/29/2024

Have any other licenses under the ABC Law been in effect in the last 10 years at this location?
___ yes no

If yes, please list DBA names and dates of operation:

PREMISES:

By what right does the applicant have possession of the premises?

Own Lease Sub-lease Binding Contract to acquire real property other: _____

Type of Building: Residential Commercial Mixed (Res/Com) Other: _____

Number of floor: 4 Year Built : Originally as residential in 1829, then converted to commercial in 1917.

Describe neighboring buildings: Along West Broadway, there are 4-6 story mix-used buildings. The ground floors are all fashion retail stores, with residential or office space in the upper floors. Along our Thompson Street exit are 5-6 story mixed-use buildings. Most are residential with a commercial space on the ground floor. On Thompson Street there are 2 Italian restaurants, a wine bar, barber shop, eyewear shop, and coffee shop within 100 feet of Laduree.

Zoning Designation: Mixed(MI-5A)

Zoning Overlay or Special Designation (applicable) _____

Block and Lot Number: 488 / 23

Does the premise occupy more than one building, zoning lot, tax lot or more than one floor? yes no

Is the premise located in a historic district? yes no

(if yes, have all exterior changes or changes governed by the Landmarks Preservation Commission (LPC) been approved by the LPC? yes no, please explain : _____

Will any outside area or sidewalk café be used for the sale or consumption of alcoholic beverages? (including sidewalk, roof and yard space) no yes : explain Garden

What is the proposed Occupancy? 200 Maximum Standing / 95 Seated

Does the premise currently have a valid Certificate of Occupancy (C of O) and all appropriate permits? no yes

If yes, what is the maximum occupancy for the premises? 243

If yes, what is the use group for the premises? Manufacturing

If yes, is proposed occupancy permitted? yes no, explain : _____

If your occupancy is 75 or greater, do you plan to apply for Public Assembly permit? yes no

Do you plan to file for changes to the Certificate of Occupancy? yes no
(if yes, please provide copy of application to the NYC DOB)

Will the façade or signage be changed from what currently exist at the premise? no yes

(if yes, please describe: _____

INTERIOR OF PREMISES:

What is the total licensed square footage of the premises? 13,731.4 sq.ft.

If more than one floor, please specify square footage by floors: basement: 3,020 sq.ft.; first/ground floor 3,033 Sq.Ft.;
second floor: 2577.4 sq.ft.

If there is a sidewalk café, rear yard, rooftop, or outside space, what is the square footage of the area?
Garden: 2,068 sq.ft.

If more than one floor, what is the access between floors? Stairs

How many entrances are there? 2 How many exits? 2 How many bathrooms? 3

Is there access to other parts of the building? no yes, explain: _____

*There is a door from the subleased space of the building to the rear garden of the premises, however it is locked from the premises and the subtenant does not have a key to the door.

OVERALL SEATING INFORMATION:

Total number of tables? 40 Total table seats? 110

Total number of bars? 1 Total bar seats? 8

Total number of "other" seats? N/A please explain : _____

Total OVERALL number of seats in Premises : 110

BARS:

How many *stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 8

How many service bars are being applied for on the premises? 1

Any food counters? no yes, describe : _____

For Alterations and Upgrades:

Please describe all current and existing bars / bar seats and specific changes: _____

* A stand-up bar is any bar or counter (whether seating or not) over which a member of the public can order, pay for and receive food and alcoholic beverages.

PROPOSED METHOD OF OPERATION:

What type of establishment will this be? (check all that apply)

 Bar Bar & Food Restaurant Club/ Cabaret Hotel Other: _____

What are the Hours of Operation?

Sunday: Monday: Tuesday: Wednesday: Thursday: Friday: Saturday:
9A to 12A 9A to 12A

Will the business employ a manager? no yes, name / experience if known : TBD

Will there be security personnel? no yes(if yes, what nights and how many?) _____
Do you have or plan to install French doors, accordion doors or windows that open? no yes

If yes, please describe : existing french doors

Will you have TV's ? no yes (how many?) _____

Type of MUSIC / ENTERTAINMENT: Live Music Live DJ Juke Box * Ipod / CDs none

Expected Volume level: Background (quiet) Entertainment level Amplified Music
(check all that apply) * Recorded music House playlist, which includes French mod-era pop and jazz, piano or strings music
(e.x., Bridgerton soundtrack, Disney Princess music, hip-hop strings covers)

Do you have or plan to install soundproofing? no yes

IF YES, will you be using a professional sound engineer? _____

Please describe your sound system and sound proofing: Laduree's indoor sound systems are comprised of 2 OSD AMP 120 Stereo Amplifiers, connected to an iPad playlist and hidden ceiling speakers. The Garden's system is an OS AMP 120 amplifier bridged with a Crown XLS 1002 Drivecore & Crown SLD1500 amplifier, connected to 9 hidden ground-positioned garden speakers and an iPad playlist. The music is leveled and cannot raise about conversational level noise.

Will you be permitting: promoted events scheduled performances outside promoters

any events at which a cover fee is charged? private parties

Do you have plans to manage or address vehicular traffic and crowd control on the sidewalk caused by your establishment? no yes (if yes, please attach plans)

Will you be utilizing ropes movable barriers other outside equipment (describe) No

Are your premises within 200 feet of any school, church or place of worship? no yes

If there is a school, church or place of worship within 200 feet of your premises or on the same block, please submit a block plot diagram or area map showing its' location in proximity to your applicant premises (no larger than 8 ½ " x 11").

Indicate the distance in feet from the proposed premise:

Name of School / Church: N/A

Address: _____ Distance: _____

Name of School / Church: N/A

Address: _____ Distance: _____

Name of School / Church: _____

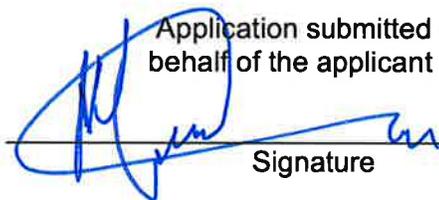
Address: _____ Distance: _____

Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: Constance CAILLABET-ROUGE Phone: _____

Address: _____

Email : _____

Application submitted on behalf of the applicant by:

Signature _____

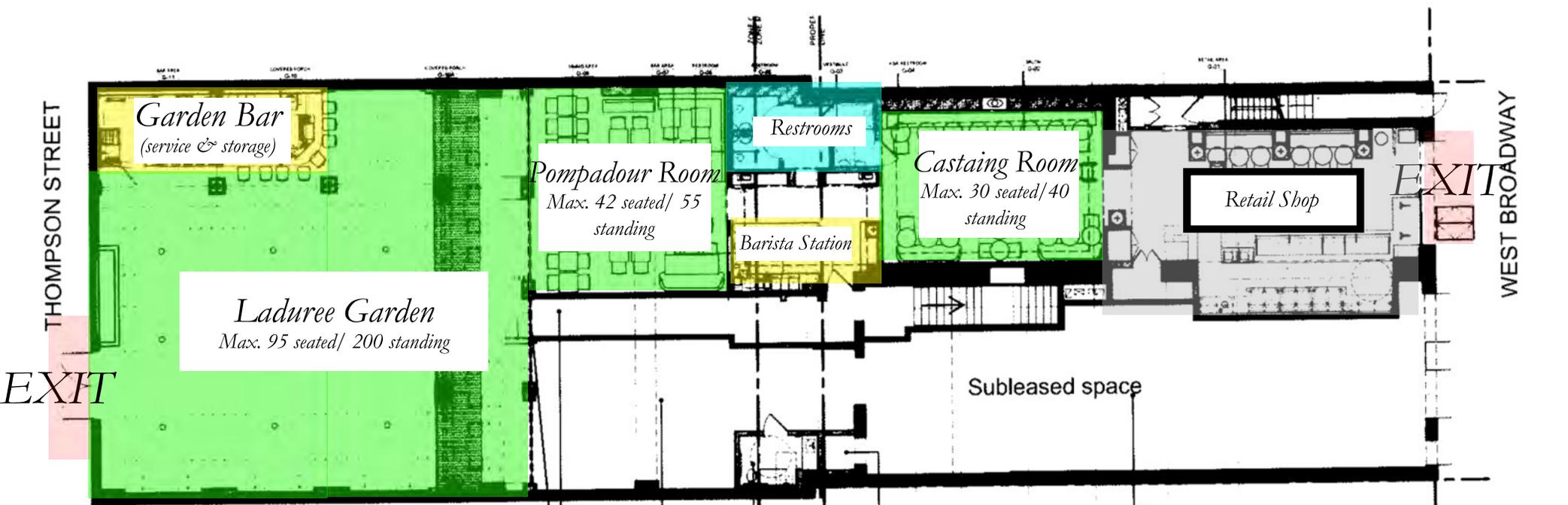
Print or Type Name Maston J. Sansom

Title Attorney

Thank you for your cooperation. Please return this questionnaire along with the other required documents as soon as you can. This will expedite your application and avoid any unnecessary delays. Use additional pages if necessary.



Community Board 2,
Manhattan SLA Licensing Committee
Donna Raftery, Co-Chair
Robert Ely, Co-Chair



A1 FIRST FLOOR PLAN
1/16"=1'-0"

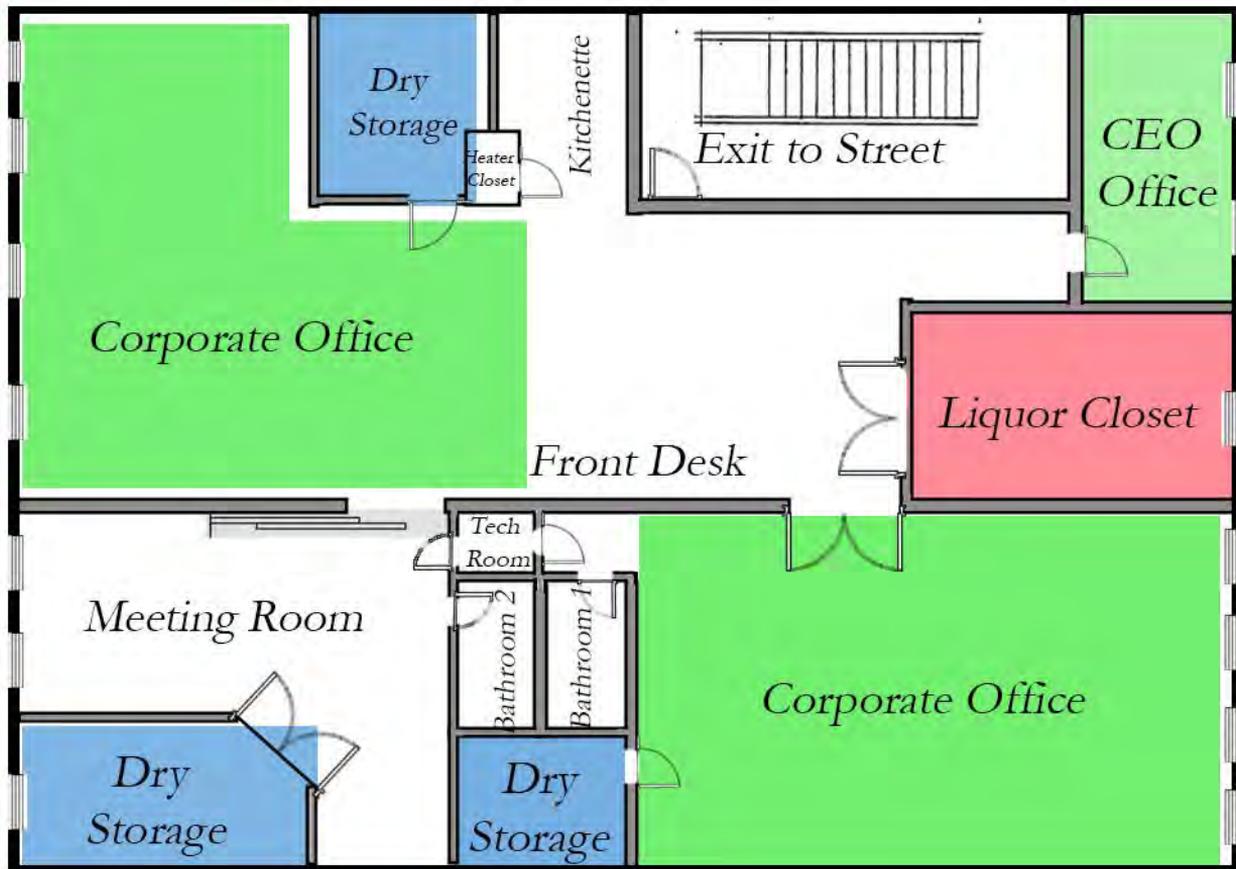
Door to Garden

Laduree Soho LLC
396-398 West Broadway and 76 Thompson Street
New York, New York 10012



A1 CELLAR PLAN
1/16"=1'-0"

CELLAR
SPACESMITH
11-25-2013





Ladurée All Day

To Start or To Share

Yogurt & Granola	\$12
Seasonal Fruit Salad ☒	\$9
Viennoiserie Basket	Petite \$15 / Gourmand \$29
Smoked Salmon, Blinis & Lemon	\$20
Onion Soup Gratinée	\$19

Viennoiseries

For petite basket, select 3. For gourmand basket, select 6.

Ladurée Butter Croissant	\$5.25
Chocolate Croissant	\$5.50
Rose Croissant	\$5.50
Financier – Raspberry or Caramel	\$4
Palmier	\$4
Chocolate Almond Croissant*	\$5.50

*Available Friday, Saturday & Sunday only

Composed Breakfasts

All composed breakfasts are served with choice of two beverages:

Orange or grapefruit juice
Coffee, tea or hot chocolate

Mathilde Breakfast \$19

Choice of viennoiserie served with butter & jam

Champs-Élysées Breakfast \$38

Choice of
Viennoiserie served with butter & jam
Seasonal fruit salad or yogurt & granola
Two eggs: scrambled, fried or soft boiled

Marie Antoinette Brunch \$68

Choice of
Viennoiserie served with butter & jam
Egg dish: Œufs Bénédicte, Ladurée Omelette, or Two eggs
Pastry: Ispahan, Plaisir Sucre or Flan Vanille
Served with assortment of 2 macarons & 2 Eugenie

Specialties

Œufs Bénédicte**

Soft boiled eggs with Canadian Bacon, spinach, hollandaise sauce on brioche \$25
Soft boiled eggs with Smoked Salmon, spinach, hollandaise sauce on brioche \$27

Omelette Ladurée ☒ add side green salad + \$10

Three-egg omelette, mushrooms, emmental cheese, turkey, tomato \$23

Toast à l'avocat

Avocado Toast with goat cheese, honey, radish, parsley, walnut on brioche \$19
Avocado Toast with smoked salmon radish, soft boiled egg on brioche \$24

Pain Perdu French Toast made with brioche, baked daily in-house

Plain French toast with maple syrup, chantilly cream \$18

Raspberry French toast with raspberry coulis, raspberries, rose chantilly cream \$21

Chocolate French toast with caramelized hazelnuts, homemade chocolate hazelnut spread, vanilla ice cream \$22

Club Sandwich Ladurée served with French fries or a side green salad

Roasted chicken, romaine lettuce, free-range eggs, tomato, bacon, mayonnaise \$24

Burger de Bœuf** served with French fries or a side green salad

Sesame bun, emmental cheese, sauteed onions, tomato, tartare sauce add bacon + \$3 \$27

Entrée Salads

Salade Caesar with Chicken

Roasted chicken, romaine lettuce, free-range hard-boiled eggs, croutons, parmesan with Caesar dressing \$23

Salade Ladurée ☒

Avocado, baby spinach, asparagus, orange, mozzarella, flax seeds, sunflower seeds, dried cranberry with citrus dressing \$25

Bowl Ladurée ☒

Red and white quinoa, avocado, cucumber, carrot, edamame, radish, herbs with tamari dressing \$20

Club Salade ☒

Roasted chicken, bibb lettuce, free-range hard-boiled eggs, tomato, crispy bacon with balsamic dressing \$23

*Add to any salad: Chicken +\$9, Organic Smoked Salmon +\$10, Avocado +\$9

Sides

Smoked Salmon	\$10	Green Salad	\$10
Bacon	\$7	Seasonal Fruit Salad	\$9
Roasted Chicken	\$9	French Fries	\$10
Avocado	\$9	Truffle Fries	\$13



Teas & Sweets

Teatime

Ladurée Teatime \$70

2 Macarons and 2 Eugénie

1 Pastry

2 Scones

4 Savory Tartlets

Coffee, Tea, or Hot Chocolate

1 Kir Royale Mocktail

Teatime for Kids \$39

1 Macaron and 1 Eugénie

2 Marshmallows

2 Savory Tartlets

1 Pastry

Hot Chocolate

Macarons & Eugénie

Macarons

Lemon, Marie-Antoinette, Salted Caramel,
Passionfruit, Orange Blossom, Rose, Pistachio,
Vanilla, Strawberry Candy, Chocolate, Coffee, Raspberry,
Blackcurrant Violet

Eugénie

Chocolate, Vanilla, Marie-Antoinette, Caramel, Pistachio,
Orange Blossom, Blackcurrant Violet, Rose

Assortment of 4 \$14.40

Assortment of 8 \$25.60

Assortment of 12 \$43.20

Ask about our seasonal flavors

Pastries

Ispahan ☒

Macaron shell, rose petal cream, fresh raspberries, lychee

\$11

Millefeuille Vanille

Caramelized puff pastry & vanilla cream

\$11

Plaisir Sucre

Hazelnut dacquoise, milk chocolate ganache and whipped cream

\$11

Éclair Chocolat Noir

Choux pastry, cocoa and fleur de sel craquelin, filled with chocolate cream and decorated with a chocolate strip

\$12

Flan Vanille

Crispy caramelized puff pastry garnished with a mellow Tahitian vanilla flan

\$11

Fraisier

Hazelnut biscuit, vanilla and strawberry mousse, decorated with fresh strawberries

\$11

Ice Creams & Milkshakes

Coupe Ispahan ☒

Raspberry sorbet, rose ice cream, lychees, fresh raspberries, meringue, chantilly cream

\$11

Éclair Glacé

Vanilla ice cream, choux dough, chocolate sauce, caramelized almonds, chantilly cream

\$16

Chocolat liégeois ☒

Chocolate sorbet, hot chocolate sauce, chocolate shaving, chantilly cream

\$11

Café liégeois ☒

Coffee ice cream, espresso shot, chantilly cream

\$11

2 Scoops of Ice Cream Ask you server about daily flavors ☒

\$8

3 Scoops of Ice Cream Ask you server about daily flavors ☒

\$12

Milkshake with Chantilly Cream ☒

Rose-Raspberry, Chocolate, Vanilla or Pistachio

\$10

Laduree Garden

-  - Tree with outlet
-  - outlet
-  - pillar/column



100m

75in

To Thompson Street

47ft

To Pompadour / 398 West Broadway

44ft



Laduree Garden



Laduree Garden
(from Bar)



Laduree Garden
(from Bar)



Garden Bar - Alcohol storage



Garden Bar



View to the West



*Street View from
Thompson Street Gate*



Building on North Side



Building on South Side

Block Plot Diagram

Vesuvio Playground

Bandone
Variazioni
Overall Renovation
Spring Street Wine Shop
Dominique Ansel Bakery

Piccola Cucina Osteria Siciliana
Altesi Downtown
CutandCropped
Spring & Thompson
Condominium

Heritage
Apartments@8
1 Sullivan St.
Hair by
Jessica Corso
Kelly Fazier
Hair
Xtreme cuts
The
Montessori
School in Soho
Ba'al Café &
Falafel
Sencha's
Paradise –
SoHo

Piccola Cucina
Estiatorio
Hirohisa
Rebecca Cole
Grow
Cork Café &
Wine Bar
Think Big
Design Group
Art &
Autonomy
SoHo Salon
Liberty X Bitcon
CGD
Barber's Point
Sexy Bachelor
Pad
Shades &
Blinds
@Janovic SoHo
Janovic Paint &
Decorating
Center
Calligaris SoHo
Showroom &
Outlet

Thompson St.

Craftsman
Barbershop
787 Coffee
Castrads
Cast Iron
Radiators
The Barber
SOHO
Local Locker
Storage
Egg Electric
Butterfly
Shop
Sixty Soho
Hotel
Thompson
Square
Studios
Pera Soho

San Carlo Osteria Piemo
SLC Realty NYC
Heart & Lou's
TutorEve
Silver Lining Opticians

Dagmar Cannabis Dispensar
The Westside
Akan Cosmetics
Anthropologie
Sonnabend Gallery

Famous Ben's Pizza
Boqueria SoHo
Derschutze
Arc teryx
Mackenzie- Childs

Spring St

Bistro Les Amis
Mochidoki
Doviana – Hypoallergenic Fine
Jewelry
Distorted People North America

**Proposed
Premise**

Laduree
Bonpoint
7 For All
Mankind
Luca Faloni NY
Jonathan Adler
Technogym NY
Cipriani
Downtown
Paracelso
Pie Bakerie

W Broadway

Dr. Silkman's Homegoods Store
Ground Support Café
Bared Footwear NY
Dr. Martens SOHO
Eileen Fisher
Joybird
Greer Gallery
The Shade Store
Hardin Tiles
Reiss
Free People
Double RL Mens
Sovereign Brands
Moschino
We Work 379 W Broadway
BrokrBook
Mariposa
Le Souk
Celine New York SoHo Store
Simone Rocha
Ron Herman Denim
Beetik
Gucci – NY Wooster
NY City Blinds
Canvas Picture Frame Shop
MYKE
B Contemporary Gallery
United Probation Officers
Association
Square, INC

Wooster St.

Sunglass Hut
Eye Origin SoHo Iris Photograp
Mure and Grand – SoHo
Monica Vinader
Piombo
Nightcord at 25 00 Restaurant
Chic Boutique
Isacoumme

Cheetah's Cruise
Part West Gallery
Castle Contemporary
P.Volve NYC

Marimekko
Thuma
Carolina Nitsch Contemporary Art
Canada Goose