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## COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE  
NEW YORK, NY 10012-1899

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Greenwich Village ♦ Little Italy ♦ SoHo ♦ NoHo ♦ Hudson Square ♦ Chinatown ♦ Gansevoort Market

February 23, 2026

Director  
Licensing Issuance Division  
NY State Liquor Authority 163 W. 125th Street  
New York, New York 10027

Dear Sir/Madam:

At its Full Board meeting on February 19, 2026, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

**Soho Hotel Owner LLC and Soho Hotel Manager LLC dba 11 Howard; The Blond 138 Lafayette St 10013 (OP–Hotel) (Lic ID #0343-22-1330941, exp 10/31/2026) (Alteration)**

- i** **Whereas**, the Applicant and the Applicant’s attorney appeared before Community Board 2, Manhattan’s (CB2M) SLA Committee #1 to present an application to the NYS Liquor Authority (NYSLA) for an alteration to the Hotel’s On-Premises liquor license to add the ground floor restaurant, currently licensed under La Rubia Raw Bar LLC (Lic ID #0340-23-138534), to the Hotel’s liquor license; the 14-story hotel building (ca. 1961, altered 2015) is located on the southwest corner of Lafayette and Howard Streets (Block #209/ Lot #19), the building falling within the Special SoHo-NoHo Mixed Use District; and
- ii.** **Whereas**, the Applicant originally appeared before CB2M in [August/2015](#) for the Hotel On-Premises liquor license, at which time CB2 recommended denial of the application, the liquor license being granted and conditions being placed on the license by the members of the Authority in December/2015; and
- iii.** **Whereas**, the ground floor premises is 1,100 sq. ft. with 11 tables with 35 seats and one (1) bar with six (6) seats for a total patron occupancy of 41 seats; there are two (2) entryways/exits (one from within the Hotel lobby and one from Howard Street) and two (2) patron bathrooms located on the 2<sup>nd</sup> floor of the Hotel; there is no sidewalk café or other exterior seating included with this application; and
- iv.** **Whereas**, the DBA name (La Rubia) will remain the same as will the method of operation albeit with a more expansive menu and earlier hours of operation for the service of breakfast, lunch and dinner, the hours of operation being 7 AM to 12 AM Sundays through Thursdays and 7 AM to 2 AM Fridays and Saturdays; music will be quiet background only consisting of

music from iPod/CDs; there will be no dancing, DJs, live music, promoted events, no scheduled performances or cover fees, no velvet ropes, no movable barriers and no security personnel/doorman; and

v. **Whereas**, the Applicant has executed and has had notarized a Stipulations Agreement with Community Board 2, Man. that they agreed to submit to the NYSLA and agreed would be attached and incorporated into the “method of operation” of the On-Premises Hotel liquor license, with those stipulations as follows:

1. The ground floor restaurant will be operated and advertised as an all-day café /restaurant serving breakfast, lunch and dinner.
2. Hours of operation will be 7 AM to 12 AM Sundays through Thursdays and 7 AM to 2 AM Fridays and Saturdays. All patrons will be cleared and no patrons will remain after stated closing time.
3. Will not operate as a Lounge, Tavern or Sports Bar or allow any portion of premises to be operated in that manner.
4. Will not operate a backyard garden or any other outdoor area for commercial purposes including any sidewalk café and/or roadbed seating.
5. Will play quiet ambient recorded background music only. No music will be audible in any adjacent residences anytime.
6. Will not have televisions.
7. Will not make changes to the existing façade except to change signage or awning.
8. Will comply with NYC Department of Buildings Regulations and will obtain Place of Assembly Certificate and keep current at all times required Permits and Certificates.
9. Will not have unlimited drink or unlimited food and drink specials. Will not have “boozy brunches.” No pitchers of beer.
10. There will be no “bottle service” or the sale of bottles of alcohol except for the sale of bottles of beer or wine products.
11. Will not have dancing, DJs, live music, promoted events, any event where a cover fee is charged, scheduled performances, velvet ropes or metal barricades or security personnel.
12. All other stipulations agreed to and executed with Community Board 2, M an. And imposed by the New York State Liquor Authority in December/2015 remain in effect including the following:  
Hours of Operation:  
Hotel: 24 hours daily  
Bistro (2<sup>nd</sup> floor) / Patron Areas: 6 AM–11 PM daily  
Lounge (2<sup>nd</sup> floor): 4 AM  
Terrace: Closing at 1 AM if not a room guest  
There is no patron dancing
13. Will appear before CB2, Man. prior to submitting any changes to any stipulation agreed to herein.

**THEREFORE BE IT RESOLVED** that Community Board 2, , Man. recommends **denial** of the Alteration application to the On-Premises Hotel liquor license for **Soho Hotel Owner LLC and Soho Hotel Manager LLC dba 11 Howard; The Blond 138 Lafayette St 10013** **unless** the statements presented by the Applicant are accurate and complete and that the conditions and stipulations agreed to by the Applicant are incorporated into the “method of operation” of the NYSLA liquor license.

**Vote:** Unanimous, 35 Board Members in favor.

We respectfully request that your agency take action consistent with the positions expressed in the above.

Sincerely,



Donna Raftery, Chair  
SLA Licensing 1 and 2 Committees  
Community Board #2, Manhattan



Valerie De La Rosa, Chair  
Community Board #2, Manhattan

VDLR/em

cc: Hon. Daniel Goldman, Congressman  
Hon. Brian Kavanaugh, NY State Senator  
Hon. Deborah J. Glick, NY State Assembly  
Hon. Grace Lee, State Assembly Member  
Hon. Michael Levine, NYC Comptroller  
Hon. Brad Hoylman-Sigal, Man. Borough President  
Hon. Erik Bottcher, NYC Council Member  
Hon. Christopher Marte, NYC Council Member  
Hon. Harvey Epstein, NYC Council Member  
Thomas Donohue, Deputy Commissioner of Licensing, NY State Liquor Authority



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### Community Board 2 Liquor License Stipulations

**The original signed and notarized form must be returned to the CB2 office by Friday, February 13, 2026.  
If not returned 24 hours prior to CB2s full board meeting, the application will be denied.**

I, Aby Rosen, as a qualified representative of **Soho Hotel Owner LLC and Soho Hotel Manager LLC dba 11 Howard, The Blond, La Rubia** located at **11 Howard Street, New York, New York 10013** in consideration of the alteration application to incorporate the ground floor restaurant (currently operating under La Rubia Raw Bar LLC, Lic ID #0340-23-138534) into the Hotel liquor license (Soho Hotel Owner LLC and Soho Hotel Manager LLC ID #0343-22-130941) agree that the following stipulations will be incorporated into the “method of operation” of the Hotel license as follows:

**Application Type:**  OP Hotel  RW  TW  Alteration: add ground floor restaurant to the Hotel liquor

The ground floor restaurant will be advertised and operated as an all-day café /restaurant serving breakfast, lunch and dinner.

Hours of operation for **the ground floor restaurant:**

Sunday:	7AM	to	12AM	Thursday:	7AM	to	12AM
Monday:	7AM	to	12AM	Friday:	7AM	to	2AM
Tuesday:	7AM	to	12AM	Saturday:	7AM	to	2AM
Wednesday:	7AM	to	12AM				

(Premises will open for breakfast, lunch and dinner daily and **NO** patrons will remain after stated closing time.)

Will operate a full-service restaurant and café serving breakfast, lunch and dinner with the kitchen open and full menu items available until closing every night.

Will not operate as a Lounge, Tavern or Sports Bar or allow any portion of premises to be operated in that manner.

Will not operate a backyard garden or any other outdoor area for commercial purposes including any sidewalk café and/or roadbed seating

Will play quiet ambient recorded background music only. No music will be audible in any adjacent residences anytime.

Will not have televisions.

Will not make changes to the existing façade except to change signage or awning.

Will comply with NYC Department of Buildings Regulations and keep current at all times required Permits and Certificates.

Will not have unlimited drink or unlimited food and drink specials. Will not have “boozy brunches.” No pitchers of beer.

There will be no “bottle service” or the sale of bottles of alcohol except for the sale of bottles of beer or wine products.

Will appear before CB2, Manhattan prior to submitting any changes to any stipulation agreed to herein.

Will not have:  Dancing  DJs  Live Music  Promoted Events  Any event where cover fee is charged

Scheduled Performances  Velvet ropes or metal barricades  Security Personnel/Doorman.

Will appear before CB2, Man. for alteration to license prior to submitting plans for permanent sidewalk or roadbed seating.

All other stipulations agreed to and executed with Community Board 2, Man. and imposed by the New York State Liquor Authority in 12/2015 remain in effect including the following:

**Hours of Operation:**

Hotel: 24 hours daily

Bistro (2<sup>nd</sup> floor) / Patron Areas: 6AM–11PM daily

Lounge (2<sup>nd</sup> floor): 4 AM

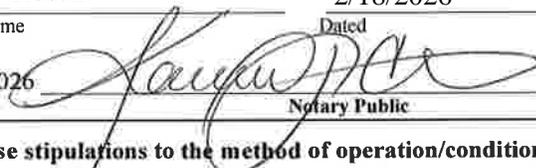
Terrace: Closing at 1 AM if not a room guest

**There is no patron dancing**

*continued*

Residents may contact the Manager/Owner at the following phone number. Any complaints will be addressed immediately

Name: Thomas Lunsford Phone Number: (212)308-1000

Signed		Aby Rosen	2/18/2026
		Print Name	Dated
Sworn to this	<u>18<sup>th</sup></u>	day of <u>February</u>	2026
			Notary Public

**CB2 and Applicant/Licensee request that the SLA add these stipulations to the method of operation/conditions of license**

KATHERINE P. CARPENTIER  
Notary Public, State of New York  
Reg. No. 01CA6137915  
Qualified in NASSAU County  
Commission Expires DEC. 5, 2029