



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

330 West 42nd Street, 26th floor New York, NY 10036
tel: 212-736-4536 fax: 212-947-9512
www.nyc.gov/mcb4

CHRISTINE BERTHET
Chair

Jesse R. Bodine
District Manager

April 8, 2015

Dennis Rosen
Chairman
New York State Liquor Authority
80 S. Swan Street, 9th Floor
Albany, NY 12210

Re: Ichiran U.S.A., Inc. d/b/a Ichiran
123 West 20th Street (6/7)

Dear Chairman Rosen:

Manhattan Community Board 4 (MCB4) writes with respect to the application of Ichiran U.S.A., Inc. d/b/a Ichiran, 123 West 20th Street (6/7), for a new Restaurant Wine and Beer License. The community has raised serious concerns about an establishment of this size operating on a highly residential side street at a location that has not previously housed a restaurant, bar, or licensed premise. MCB4 shares these concerns about the location selected by the applicant and urges the applicant to consider an alternate location on an avenue or wider commercial side street. The applicant has agreed to significant stipulations, however, regarding its method of operation. Accordingly, if the applicant chooses to go forward with the present location, MCB4 recommends denial of the Restaurant Wine and Beer License unless the attached stipulations, agreed to by the applicant, are part of the method of operation for this establishment.

Multiple community members expressed serious concerns about this applicant at three meetings of MCB4 and its Business Licenses and Permits Committee. These concerns focused on the fact that the applicant sought to open a large, licensed restaurant -- 116 seats on two floors -- midblock on a narrow heavily residential side street. The community members stated that all other ground floor businesses on this block close no later than 7:30 p.m., that a kindergarten is located two doors down from this location, and that, with its large capacity and contemplated high customer turnover, the establishment would likely have a negative impact on residential quality of life. They identified issues including: increased pedestrian traffic and accompanying noise on the block (including patrons smoking and loitering outside the establishment and in front of residential windows); queuing on the narrow sidewalks (a common occurrence with this type of business); potential noise and odors from cooking and air-conditioning equipment; and increased

garbage (and late-night, loud garbage pick-ups) on the block.

The applicant has agreed to significant stipulations that seek to address the community's areas of concern. These stipulations -- which are central to MCB4's position on this application and are reflected in the attached stipulation form -- include agreements to close at 10:30 p.m. nightly; to apply for a Restaurant Wine and Beer License rather than an O/P License; to provide for a vestibule and a large indoor waiting area, and to avoid late-night garbage pick-up. MCB4 also asks the applicant to consider not serving sake and shochu and to confine its alcohol service to traditional wine and beer.

As noted at the outset, MCB4 and the community believe that this establishment is far better suited to a busier, more commercial avenue or street and urge the applicant to consider an alternate location. If the applicant chooses to go forward with the current location, MCB4 recognizes that the applicant is seeking a Restaurant Wine and Beer License and has agreed to significant stipulations regarding its method of operation and accordingly recommends denial of the application unless those stipulations are part of the method of operation.

Thank you for your attention to this application.

Sincerely,



Christine Berthet
Chair



Paul Seres
Co-Chair
Business License & Permits
Committee



Frank Holozubiec
Co-Chair
Business License & Permits
Committee

MARCH 2015

Manhattan Community Board 4

Liquor License Stipulations Application

(All Fields Must Be Completed)

APPLICANT ICHIRAN U.S.A., Inc.		DOING BUSINESS AS (DBA) ICHIRAN		
STREET ADDRESS 123 W 20TH St., NEW YORK NY 10011		CROSS STREETS Between 6TH & 7TH Ave.		
OWNER	NAME: MANABU YOSHITOMI	ATTORNEY	NAME: LEONARD M. FOGELMAN	
	PHONE: (347) 384 - 2664		PHONE: (212) 370 - 1530	
	FAX: (347) 384 - 2664		FAX: (212) 370 - 2851	
MANAGER	NAME: HANA ISODA	LANDLORD	NAME: HONG DIEP REALTY INC	
	PHONE: (646) 402 - 3755		PHONE: (917) 881 - 0405	
	FAX: (347) 384 - 2664		FAX:	
DESCRIPTION OF BUSINESS				
Establishment Type:		<input type="radio"/> Bar/Tavern <input type="radio"/> Bed & Breakfast <input type="radio"/> Eating Place Beer <input type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input checked="" type="radio"/> Restaurant <input type="radio"/> Catering Establishment <input type="radio"/> Club (Fraternal Organization - Members Only) <input type="radio"/> Other (Explain) Bar/Arcade		
Method of Operation:		<input checked="" type="radio"/> Restaurant <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Pizzeria <input type="radio"/> Cafe <input type="radio"/> Other (Explain) Bar/Arcade		
License Type:		<input type="radio"/> On-Premise <input type="radio"/> Wine <input type="radio"/> Beer <input checked="" type="radio"/> Wine & Beer		
APPLICATION TYPE <i>(check one)</i>	<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="radio"/> YES <input type="radio"/> NO	
		What is/was the name of establishment?	ICHIRAN Inc.	
		What is/was the address of the establishment?	51 in Japan 1 in Hong Kong	
		What were the dates the applicant was involved with this former premise?		
	<input type="radio"/> Transfer	What is the prior license #?		
		What is the expiration date on the prior license?		
		Are you making any alterations or operational changes?	<input type="radio"/> YES <input type="radio"/> NO	
		<i>If alterations or operational changes are being made, please attach the plans to this form.</i>		
	<input type="radio"/> Alteration	What is the current license #?		
		What is the expiration date on the current license?		
<i>Please describe the nature of the alterations and attach the plans</i>				

OPERATIONAL ISSUES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Operation	10am - 12:00am	"	"	"	"	"	"
Music	10am - 12:00am	"	"	"	"	"	"
Kitchen	10am - 12:00am	"	"	"	"	"	"

TTC
10:30 PM
10:30 PM
10:30 PM
10:30 PM

OCCUPANCY	INDOOR				BAR			OUTSIDE	
	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Bars	Number of Seats	Number of Tables
	NOT YET OBTAINED	150	22	116	0	0	0	N/A	N/A

How many floors are there? What is the capacity for each floor? (please respond in space provided)	1-2	3-4	5+	1st FLOOR: 42 individual seating 2nd FLOOR: 74 Table seating
Will you be applying or intending to apply for a cabaret license? If yes, will there be dancing? (please respond in space provided)	YES	NO	N/A	
Will applicant have bottle service?	YES	NO	N/A	
Will you be hosting private parties and promotional events?	YES	NO	N/A	
Will outside promoters be used?	YES	NO	N/A	
Will the security plan submitted be implemented?	YES	NO	N/A	No need for security
Will State certified security personnel be used?	YES	NO	N/A	
Will New York Nightlife Association recommendations and NYPD Best Practices be followed?	YES	NO	N/A	
Will the applicant be using delivery bicycles? If yes, have you applied to DOT for bicycle rack? Delivery bicycles are to be clearly marked with the name of the restaurant and staff will wear attire clearly noting name. (please respond in space provided)	YES	NO	N/A	
Will the applicant be applying for a Sidewalk Café now or in the future? (please respond in space provided)	YES	NO	N/A	
If yes to the above, are plans attached and submitted to DCA? How many tables/seats? (please respond in space provided)	YES	NO	N/A	
Will applicant provide contact information to neighbors and respond to complaints that arise?	YES	NO	N/A	
Will you inform the Community Board office of your job openings and/or provide a hyperlink to your jobs webpage?	YES	NO	N/A	

If you plan to have music, what type(s)?	BACKGROUND	LIVE MUSIC	DJ
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BUILDING DESIGN

Doors and windows will be closed when any amplified music is played and in the event of no amplified sound, will be closed by 11 PM Friday and Saturday and 10 PM on all other days.	YES	NO	N/A	TTC
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	YES	NO	N/A	
Do you agree to comply with DOB rules concerning a storm enclosure? Storm enclosures can be used between November 15 and April 15, but they may NOT project more than 18 inches from the store front.)	YES	NO	N/A	TTC

OUTDOOR ITEMS			
Will applicant use the rooftop, rear yard or any outdoor space?	YES	<input checked="" type="radio"/> NO	N/A
If yes to the above, the rear yard, rooftop, and any outdoor space will be closed and vacated by 11 PM on Friday & Saturday and 10 PM on all other days.	YES	NO	<input checked="" type="radio"/> N/A
The service and consumption of alcohol in the rear yard, on the rooftop, or in any other outdoor space will be only via seated food service.	YES	NO	<input checked="" type="radio"/> N/A
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	YES	NO	<input checked="" type="radio"/> N/A
Applicant will do everything in their power to provide an effective sound baffling or sound controlled environment through landscaping or some type of enclosure, where possible; provided they do not violate any fire or building code regulations? This includes possibly working with landlords for soundproofing tenants apartments (such as installing soundproofing windows, acoustical tiles, etc.).	YES	NO	<input checked="" type="radio"/> N/A
Applicant will enforce a quiet environment in the outdoor space, so as not to disturb nearby residents (e.g. there will be no amplified music, as per the law, and windows and doors to areas that play amplified music shall be closed). The applicant will make every effort possible to limit the noise emanating from diners by posting signs outside and also on menus asking for respect of the neighbor's privacy and peace. The staff will also encourage a peaceful environment amongst the outdoor diners.	YES	NO	<input checked="" type="radio"/> N/A
Applicant will have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	<input checked="" type="radio"/> N/A

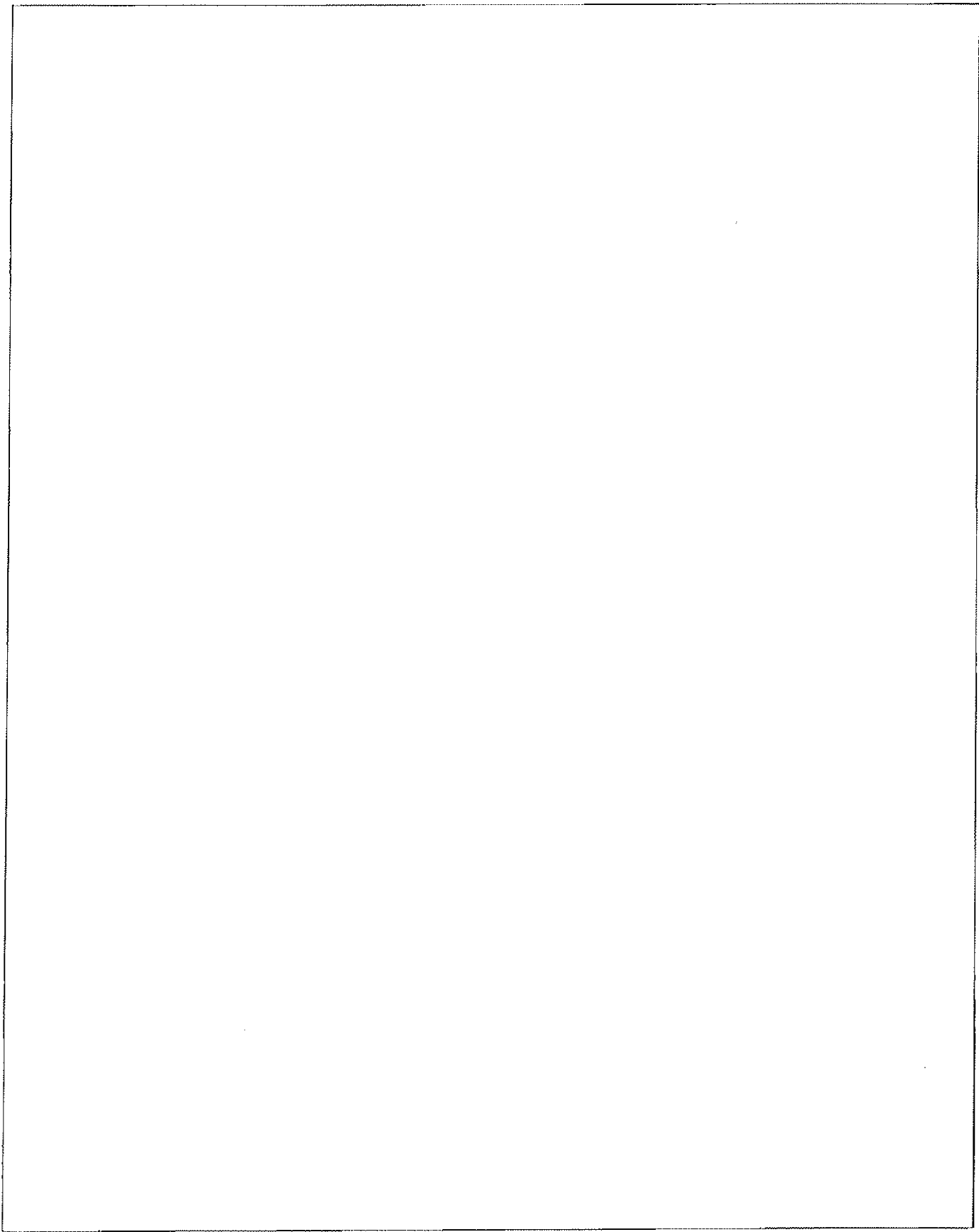
LOCATION & ZONING			
Primary Zoning District:	CHELSEA		Overlay (If Applicable):
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	<input checked="" type="radio"/> NO	N/A
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	YES	NO	<input checked="" type="radio"/> N/A Not yet obtained
Is the 500 Foot Rule or 200 Foot Rule Triggered? If yes, which? Please attach a diagram of the establishments that triggers the rule.	<input checked="" type="radio"/> YES	NO	N/A
Is a Public Assembly permit required?	<input checked="" type="radio"/> YES	NO	N/A
Are your plans filed with DOB?	YES	NO	<input checked="" type="radio"/> N/A Not yet obtained
Building Type	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> Mixed Use <input type="radio"/> Other, describe:		
Adjacent Buildings	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> Mixed Use <input type="radio"/> Other, describe:		
NOTIFICATION: What organizations / community groups have you notified regarding your application?	# 1	100 West 19/20/21/22 St. Block Association	
	# 2	Bill Borock, Melissa Stern, Eric Friedman, Michael Walsh, Diane Nichols, Sally Greenspan	
	# 3	Contacted surrounding businesses	

ADDITIONAL INFORMATION: (Applicant Use)

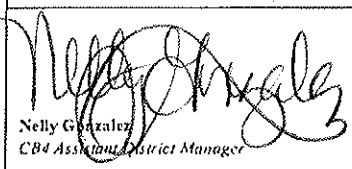
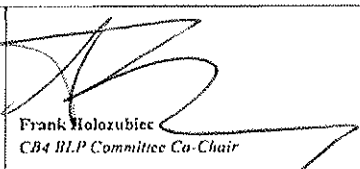
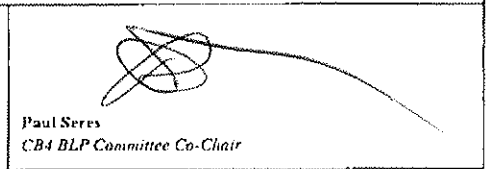
ADDITIONAL NOTES: (Office Use Only)

ADDITIONAL STIPULATIONS: (Office Use Only)

- TK • Applicant/Operator agrees to the hours of operation 10 a.m. to 10:30 p.m. seven days a week
- TK • Applicant/Operator will not permit any patrons to wait, loiter, or smoke on the sidewalk
- TK • First floor layout will be in accordance with initialed plan
- TK • Applicant/Operator will submit plan for garbage removal prior to 4/1/15, providing for garbage removal at reasonable hours
- TK • Applicant/Operator agrees to arrange for all waste removal to occur no later than 11:00 p.m. on Sunday through Friday nights and no longer than 1:00 a.m. on Saturday nights/Sunday mornings

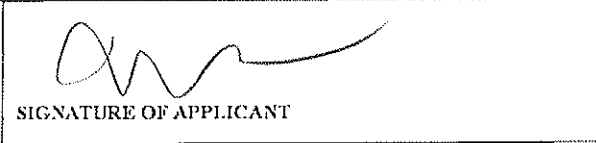


Manhattan Community Board 4 (MCB4) recommends:	<input checked="" type="radio"/> Denial unless all agreed to by applicant is part of the method of operation <input type="radio"/> Denial <input type="radio"/> Approval
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CB4 REPRESENTATIVES		
 Nelly Gonzalez <i>CB4 Assistant District Manager</i>	 Frank Holozubiec <i>CB4 BLP Committee Co-Chair</i>	 Paul Seres <i>CB4 BLP Committee Co-Chair</i>

APPLICANT AGREEMENT WITH THE COMMUNITY

Pursuant to these stipulations, this applicant agrees to have these provisions incorporated in the method of operation of their liquor license. Additionally, the applicant agrees to the community agreements as the basis for the community supporting this application.

SIGN HERE ➔	 SIGNATURE OF APPLICANT	3/10/15 DATE
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Merci Market Grocery Store

Spa Belles Salon

7th Ave

W 20th St

Santander Bank
The West Minister Residence
Parking Lot
B.L. Spa Salon
Residence Entrance
Parking Lot
empty space
Vacant
State Farm Kevin Leong Insurance
Rapid Parking Parking Lot
Lisa Lucky Spa Salon
Mike's Tech Shop
The Dessy Group Office Space
Kleinfeld Manhattan Office Space
Mixed Business Office Space
Staples Store

Chelsea Specialty Pharmacy
Residence
SPOT Dog Daycare Center
Residence
MUZE Salon
Mixed Business Office Space
Barry's Boot Camp Gym
City Treehouse Pediatric Orthopedic Center
Residence
Antonio Prieto Hair Salon
Proposed Premises
Village Care Adult Care Facility
Wine/Liquor Store
Cheese Specialty Store
TD Bank

Name: ICHIRAN U.S.A., Inc.
DBA: ICHIRAN
Address: 123 W 20th Street

Avenue of the Americas

BLICK Art Store
mixed business office space
Fed Ex
Frame Atelier Store
NY Public Library
SET Construction Store
Beckenstein Fabric & Interior Store

David Barton Gym LimeLight NYC
Boxers NYC Store
QC Home Décor Store
Baboo Fine Art Printing & Graphic Solution Store
Periyali Restaurant
RPZL Hair Salon
Hair Style Deco Store

MENU

ICHIRAN – 123 W. 20th Street

◇Food

- Braised Pork Appetizer
- Tonkotsu Ramen (Pork Noodle Soup)
- Extra order of Noodles
- White Rice
- Toppings: Chashu (sliced pork) • Scallions • Kikurage Mushrooms (Sliced Black Mushrooms) • Egg • Dried Seaweed • Vinegar Sauce • Puree Garlic

◇Dessert

- Green Tea Pudding

◇Drinks

Alcoholic

- Beer
- Wine
- Sake
- Lemon Chu-hi (Shochu mixed with soda and juice)
- Osukaran Shochu (Shochu mixed with Japanese vinegar juice)

Non-Alcoholic

- Cold Blend Tea
- Juice
- Soda

ICHIRAN U.S.A., Inc. doing business as ICHIRAN
123 W 20th Street, New York, New York
Application for Wine & Beer Retail License
Statement for 500 Foot Hearing
Community Board 4 of New York State Liquor Authority

ICHIRAN proposes to operate a traditional and classic Japanese cuisine restaurant. The premises will serve food and beverages and will be open seven days a week. It will serve fresh and high quality ingredients that's been provided from our trusted insource factory located in Brooklyn New York.

There will be approximately 116 Seats Total: 42 on the 1st Floor, 74 on the 2nd Floor.

There will be no entertainment except for soft, soothing, traditional Japanese background music. The waiting area will be built for the purpose of not crowding the outside street area. A HACCP planner will confirm the safest of restaurant operation. And we plan on protecting our environment and only use economically-friendly resources to maintain our production.

The principals will diligently oversee the staff and all operations at the premises.

Prior to operation of the premises, all necessary licenses and permits will be obtained. ICHIRAN, once licensed, will increase city and state tax by increased revenue from sales, withholding, corporate and personal taxes. Further, the entity will create jobs by hiring 50+ employees which will also benefit the community and provide an economic stimulus to the area.

In regard to the statutory requirements of Section 64 6-a of the ABC Law:

- a) The immediate neighborhood is midtown Manhattan, well known for the vast number of fine restaurants in close proximity.
- b) All necessary licenses and permits have been or are in the process of being obtained.
- c) There are adequate parking facilities in the immediate neighborhood and there are subway stops extremely nearby, so there will be no negative effect on vehicular traffic.
- d) The premises is being built with adequate soundproofing; thus, there will be no "noise" issues at the site.
- e) To the best of our knowledge, there have been no previous liquor violations or criminal activity at the proposed premises.

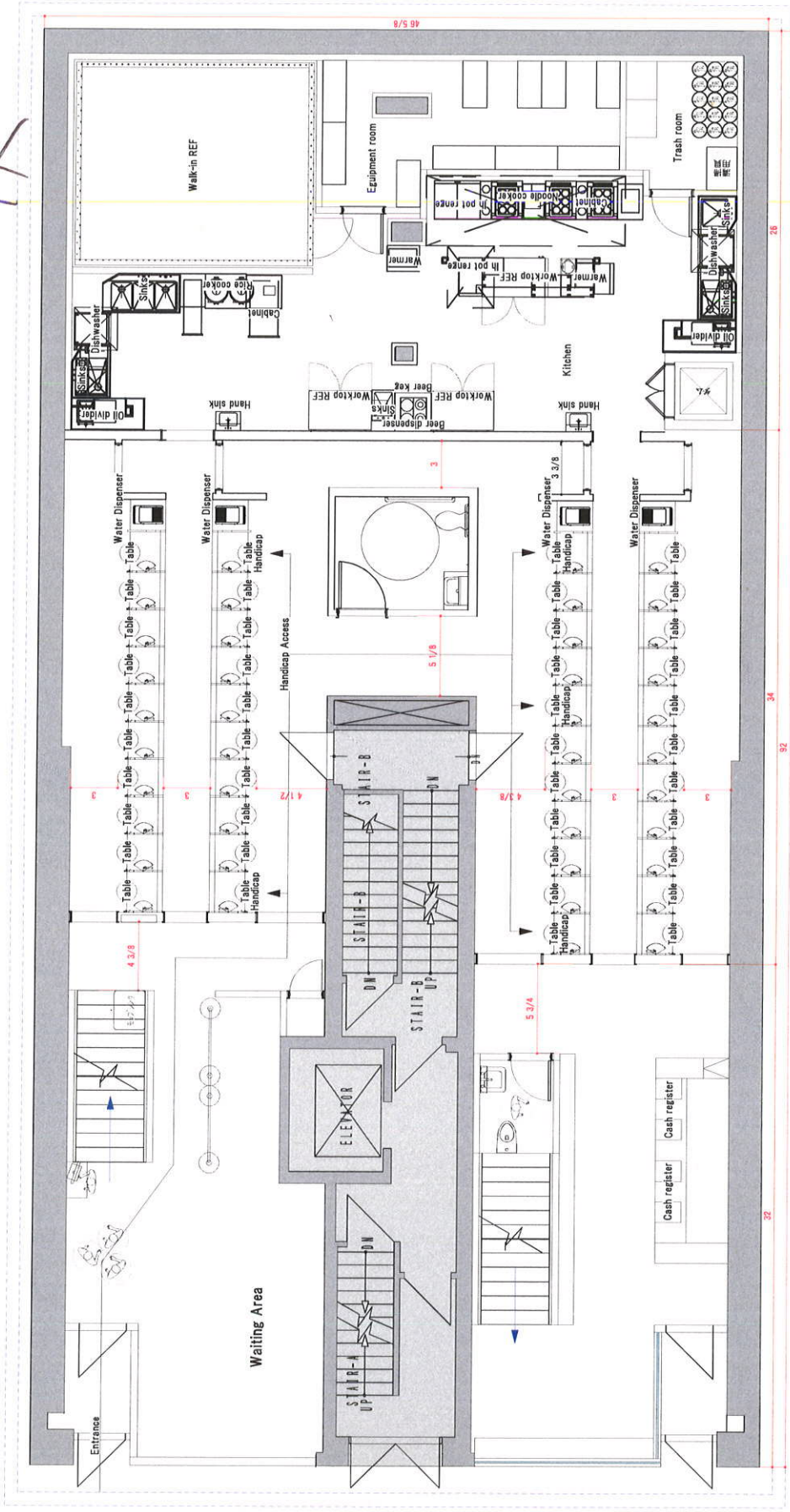
Thus, for the above mentioned and other reasons, the granting of an On-Premise Wine

& Beer License for this location would serve the public convenience and advantage.

FIRST FLOOR DRAFT

Name: ICHIRAN U.S.A., Inc.
DBA: ICHIRAN
Address: 123W 20th Street, New York, NY 10011

TR



50

Unit in feet

五然とんにっくろーめん専門店

ICHIRAN NY Chelsea 店

図面名

図面 0

縮尺

DATE

担当者 守護 祐理 (Yuri Shugo)