

THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3

59 East 4th Street - New York, NY 10003
Phone: (212) 533-5300 - Fax: (212) 533-3659
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, 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.
- 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 your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at **info@cb3manhattan.org** for help to find block associations.
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

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: October 23 2012

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.

Type of license: Restaurant beer & wine Is location currently licensed? Yes No

If alteration, describe nature of alteration: Add extension of bar seating

Previous or current use of the location: Restaurant with beer & wine

Corporation and trade name of current license: 99 THAI PLAYGROUND LLC.

APPLICANT:

Premise address: 99 3rd AVE NEW YORK NEW YORK 10003

Cross streets: 13th & 3rd AVE

Name of applicant and all principals: HONG THAIMEE, SUNG CHOI, SUNG KO, ANDY PIRSOUSIS

Trade name (DBA): NSAM

PREMISE:

Type of building and number of floors: MIXED USE x 5 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 certificate of occupancy for back or side yard intended for commercial use? Yes No

Indoor Certificate of Occupancy 75 Outdoor Certificate of Occupancy 0
(fill in maximum NUMBER of people permitted)

Do you plan to apply for Public Assembly permit? Yes No

Zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2):

C6-2A 12C

Is this premise wheel chair accessible? Yes No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?

RESTAURANT + BAR

Will any other business besides food or alcohol service be conducted at premise? Yes No

If yes, please describe what type: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) SUN-WED 11-12 AM

THUR - SAT 11-2 AM

Number of tables? 15 Number of seats at tables? 52

How many stand-up bars/ bar seats are located on the premise? 12

(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): 30 FT LONG ^{BAR} ~~TABLE~~ FACING AN OPEN KITCHEN

Any food counters? Yes No If Yes, describe: OPEN KITCHEN

AND OPEN BAR IN AND  SHAPE, SEE ATTACHMENT.

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

THAI FOOD, SEE ATTACHED

What are the hours kitchen will be open? DURING HOURS OF OPERATION

Will a manager or principal always be on site? Yes No If yes, which? HONG THAMMEE & ASSIGNED MANAGER

How many employees will there be? 6-8

Do you have or plan to install French doors accordion doors or windows?

Will you agree to close any doors and windows at 10:00 P.M. every night? Yes No

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 DJ Juke box Tapes/CDs/iPod

If other type, please describe BACKGROUND SPEAKER MUSIC

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: SPEAKER

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? YES. PRIVATE EVENT INCLUDING CULTURAL HOLIDAYS / PRIVATE PARTIES ETC OR CORPORATE EVENTS

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans.

Will there be security personnel? Yes No (If Yes, how many and when) _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you have or plan to install sound-proofing? no

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? Yes No

If yes, please indicate name of establishment: _____

Address: _____ Community Board # _____

Dates of operation: _____

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.

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 RESTAURANT "SILVER SPURS"

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? 7

How many licensed establishments are within 500 feet? 7 + 1 LIQUOR STORE

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? Yes No

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

Is premise within 200 feet of any school or place of worship? Yes No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

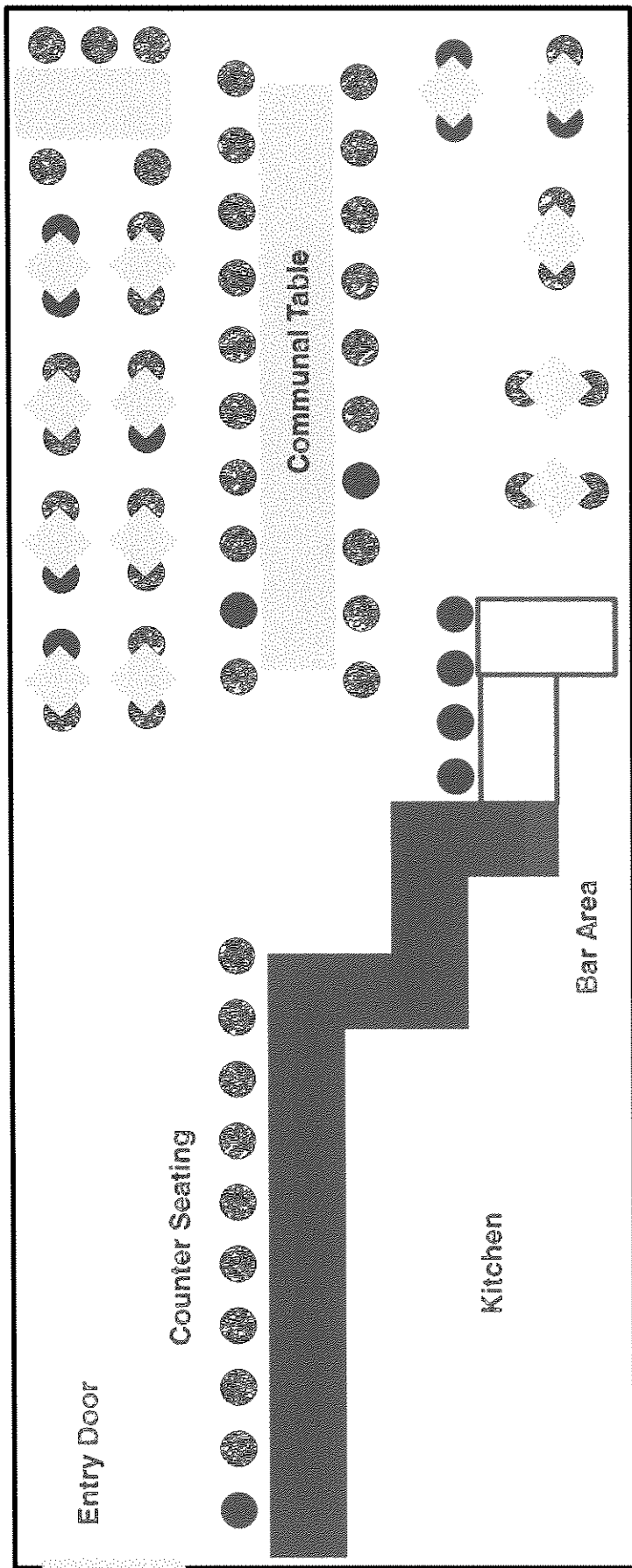
COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information.

Please 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).



NGAM 99 3rd Avenue
99 Thai Playground



● Person Seating

◆ 2 Person Table

Diagram Not to Scale

SMALL PLATES

Chiang-Mai Fries – 8 (V)

Kabocha pumpkin, sweet potatoes, homemade red curry mayonnaise, sweet and sour peanut relish

“Por Pia” Shitake Mushroom Spring Rolls – 8 (V)

Vermicelli noodles, shitake mushroom, horapa basil, Passion fruit chili reduction

“Mieng” Thai Garden Salad – 8 (V, S)

Betel leaves, mixed greens, ginger, coconut flake, Thai chili, tamarind caramel dressing, spicy peanut brittle

“Pra Muk Yang” Grilled calamari – 10 (V, GF) *

Grilled calamari + Thai spicy lime chili sauce

“Saa” Cucumber Slaw - 7 (V, GF, S)

Cucumber, lemongrass, kaffir lime leaves, mint, spicy tamarind dressing

“Peek Gai Tod” Brother Chai's Chicken Wings – 9

Ngam's house-marinate chicken wings, homemade tamarind chili sauce

“Somtum” Green Papaya & Macoun Apple Salad – 10 (V, GF, S)

Fresh green papaya, Macoun apples, lime, cashew, cherry tomatoes, long green beans

Grilled Surf and Turf Platter for Two – 18 (S)

Fried calamari, grilled tiger shrimp, Thai beef jerky, peanut sauce, cucumber & radish “ajard”, Thai spicy lime sauce

Ngam's Autumn Harvest Platter for Two – 16 (V, GF, S)

Kabocha pumpkin lollipops, grilled king oyster mushrooms, toasted Brussels sprouts, broccoli tempura, snap peas, young sweet chili “nam prik” relish

ENTRÉES

“Sai Oor Farang” Thai Burger – 16

7oz hormone free beef, homemade “sai oor” curry paste, cilantro lime mayonnaise, green papaya kraut, Chiang Mai Fries

“Ghang Kiaw Wan” Green Curry – 14 (V, GF, S)

House made green curry, choice of chicken, pork, beef, shrimp (+\$2), calamari (+\$2)

Lamb “Massaman” Roti Potpie – 19

Lamb shoulder, sweet potatoes, purple potatoes, homemade “massaman” curry, roti bread, cucumber “a-jard”

“The Dark Knight” – 22

Housemade black squid ink “bah mee” noodle, fried calamari, black pepper sauce, Brussels sprouts

Lobster Dumpling “Kao Soy” – 25

Hand rolled lobster dumplings, housemade wonton noodles, homemade “kao soy” curry, pickle mustard, crispy noodle, lime, chili, cilantro

- Includes a side of rice (jasmine, brown or sticky rice)

“Gai Yang” Grilled (GF) Chicken – 18/34

Cascun Farm chicken, Ngam's tamarind chili sauce (half/whole)

Cutie Duckling “Ghang Ped Ped Yang” – 28

Roasted half duck, house-made “ghang ped” curry, cherry tomatoes, lychee, pineapple, “horapa” Basil

“Happy Tiger” Steak – 27

12 oz trade free coffee crusted rib eye steak, roasted tomatoes jlaw sauce, cucumber & carrot slaw, sesame sticky rice

“Moo-Wan” Caramelized Pork Belly – 22 (GF)

All natural pork belly, watermelon, radish, cilantro, sugar snap peas, green mango, Thai “prik kee noo” chili

“Pad Cha” Whole Fish – 30

Whole bronzino, young peppercorns, “krachai”, long chili, Thai basil. Fried or steamed.

SOUPS

Fresh Sweet Corn Chowder – 7 (V, GF)

Fresh harvest sweet corn, coconut milk, lemongrass, kaffir lime leaves, Thai chili, galangal, Thai basil

“Yum Jin Gai” Rustic Chicken Soup - 8

Homemade chicken broth, mint, Ngam's chili sauce

“Tom Zabb” Spicy Oxtail Soup – 14 (S)

Southern Thai style spicy oxtail soup

“Tom Yum Yen Ta Pho” – 18 (S)

Red beet broth, lobster, calamari, wood ear mushrooms, water spinach, tofu

NOODLES & RICE

Choice of chicken, pork, tofu, or vegetable. Shrimp, calamari, or mussels +2. Jumbo prawns +14. Lobster +16.

Authentic Old School Pad Thai – 12

Papaya Pad Thai – 16

Zucchini Pad Thai – 16

“Pad Kee Mao” – 14

Choice of “Mah Mah” noodles, flat rice noodles or vermicelli noodles

“Pad See Ewe” – 14

Choice of “Mah Mah” noodles, flat rice noodles or vermicelli noodles

Green Curry Fried Rice – 12

“Kao Mok Kai” Curry Rice with Grilled Chicken – 13

Crispy “Laab” with Sesame Sticky Rice – 12

SIDES

“Kao Klong” Brown Rice – 3

“Kao Hom Mali” Jasmine Rice – 3

“Kao Mun” Coconut Rice – 4

“Kao Noong Nga” Sesame Sticky Rice – 4

Brussel Sprouts “Prik King” with Bacon – 8

Sauteed Water Spinach with Thai Miso – 8 (V)

“Khao Jiaw” Thai Scrambled Eggs – 6

All sauces, curries, and condiments are made from scratch every day. We use farm fresh ingredients, hormone free chicken & beef and sustainably sourced seafood.

GF – gluten free | V – vegetarian | S - spicy

BEER

Bud Light 12oz	5
Stella Artois 12oz	6
Heineken 12oz	6
Corona 12oz	7
Singha 12oz	7
Singha Light 12oz	7
Lao 12oz	7
Chang 12oz	7
Blue Moon Belgian White 12oz	9
Sixpoint Righteous Ale 16oz	9
Sixpoint Sweet Action 16oz	9
Sixpoint Bengali Tiger 16oz	9

SAKE

(shot/demi-bottle/bottle)

Nigori (unfiltered), Hitorimusume, Ibaraki 300ml/720ml	10/29/62
'Ohkarasake' Junmai, Umenishiki, Ehme 300ml/720ml	9/26/54
Wakatake, Demon Slayer 'Onikoroshi' Junmai Gingo, Shisuoka 300ml/720ml	12/30/72

SPECIALTY COCKTAILS

The Autumn Star	12
Farm fresh apple, star anise, cinnamon, vodka, apple cider	
Plum & Thai Basil Mojito	12
Black plum, Thai basil syrup, vodka, lime juice	
Lychee & Strawberry Punch	12
Lychee, strawberry, lychee syrup, vodka, club soda	
Fall in Love	12
Farm fresh pear, pear nectar, fresh lemon juice, vodka, champagne, rose candy	
Tom Yum-Tini	12
Lemongrass, galangal, lime juice, Thai chili, vodka	
Thai Iced Tea-Tini	12
Thai tea, condensed milk, vodka	
The Muay Thai	12
Fresh lemon, lime juice, vodka	

ROSE

(glass/bottle)

Les Quatre Tours	9/34
Coteaux d'Aix-en-Provence, France - 2011	
Senorio De Iniesta	9/34
Vino de la Tierra se Castilla, Spain - 2011	

SPARKLING WINE

(glass/bottle)

Cava, Dibon Brut	9/34
Barcelona, Spain - NV	
Rose, Tullia Brut	10/38
Piedmont, Italy - NV	
Lambrusco, Graspavossa	10/38
Villa Di Corio, Italy - NV	
Champagne, Roger Pouillon	98
Cuvee de Reserve, France	

WHITE WINE

(glass/bottle)

Chardonnay, Cantaluna	10/38
Coichagua Valley, Chile - 2010	
Riesling, Murphy's Law	10/38
Columbia Valley, Washington - 2010	
Pinot Grigio, Bartolomeo	9/34
Breganze, Italy - 2010	
Sauvignon Blanc, Camas	10/38
Limoux, France - 2011	
Chardonnay, Bishop's Peak	11/42
Central Coast, California - 2009	
Grüner, Kremstal	12/44
Rainer Wess, Austria - 2011	
Sancerre, "Apud Sarracum"	13/48
Loir, France - 2010	
Chablis, Romain Bouchard Premier Cru Vau de Vey	72
Burgundy, France - 2009	
Pouille Fuisse, Gilles Morat	62
Burgundy, France - 2009	
Chardonnay, Stemmler	85
Carneros, Sonoma, California - 2008	

RED WINE

(glass/bottle)

Pinot Nero, Bartolomeo	9/34
Breganze, Italy - 2008	
Cantaluna Pinot Noir	10/38
Central Valley, Chile - 2010	
Cotes du Rhone, Domaine des Espers	10/38
Rhone, France - 2010	
Cabernet Sauvignon, Poppy	11/42
Central Coast, California - 2010	
Malbec, Valle Las Aceauias	11/42
Mendoza, Argentina - 2009	
Rioja, Ermita	12/44
Crianza, Spain - 2007	
Hautes Cotes de Beaune Rouge	49
Burgundy, France - 2007	
Bandol Rouge, Domaine la Suffrene	65
Provence, France - 2007	
Pinot Noir, Savigny-Les-Beaune	69
Burgundy, France - 2009	
Syrah, Topanga	72
Edna Valley, California - 2005	
Cabernet Sauvignon, Mauritson	75
Sonoma, California - 2008	
Pinot Noir, Elizabeth Spencer	81
Sonoma, California - 2008	



Petition to Support Proposed Liquor License

Date: 10/8 OCTOBER 20th 2012

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) _____

FULL - LIQUOR

to the following applicant/establishment (company and/or trade name) _____

VGAM

Address of premises: 99 3RD AVENUE, NY NY 10003

This business will be a: (circle) Bar Restaurant Other: SUN-WED 11AM-12AM / THUR-SAT 11AM-2AM

The hours of operation will be: _____

SUN - WED 11AM - 12AM THUR - SAT 11AM - 2AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
Anna Koll		208 E 13th St NY NY 10002
Shira Falk		208 E 13 St. NY
DAISY HUANG		208 E 13th St. NYC
SOPHIE GLASER		208 E 13th St NYC
Arielle Birnbaum		208 E 13th St NYC
Victor Kan		244 E 13th St NYC
IRAN Tonneller		244 E 13th St NYC
Melissa Hernandez		244 E 13th St NYC
LEONIE D...		244 E 13th St NYC
Lin Song		244 E 13th St NYC
Ryan Ward		244 E 13th St NYC
Jorge Montenegro		244 E 13th St NYC
Perak McDonald		236 E 13th St NY NY 10005
Nicole Arnot		236 E 13th St
ZIKLALY JAZAR		236 E 13th St #13
(I. MUSA)		236 E 13th St #13
TERESA HUBBELL		236 E 13th St #15

Petition to Support Proposed Liquor License

Date: October 14th 2012

The following undersigned residents of the area support the issuance of the following liquor license (indicate the type of license such as full-liquor or beer-wine) _____

Full-liquor

to the following applicant/establishment (company and/or trade name) _____

NGAM

Address of premises: 99 3rd Ave. NY NY 10003

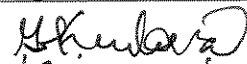
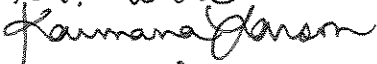














This business will be a: (circle) Bar Restaurant Other: _____

The hours of operation will be:

11AM-12AM Sunday - Wednesday 11AM-2AM Thursday - Saturday

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address
Geri Kirilova Kaimana Larson Briana Archer	  	75 3rd Ave New York NY 10001 302 E 3rd St. New York NY 10009 75 3rd Ave New York, NY
Erik Montaniz Sofie Zanchich Mark Davies BRIAN DEVIANO Takeshi Amanu Tomas Faber JEAN LASSAULT Katie Johnson	      	75 3rd Ave NEW YORK, NY 75 3rd Ave New York, NY New York, NY NEW YORK, NY New York, NY 208 E 3rd St. New York, NY 6 Stuyvesant Ave NY 10009 6 Stuyvesant Ave NY 10009
Kelly Peore DANIEL WBRWITZ SHIRA BRETHMAN Lorne Jaffe	   	110 Third Ave 110 THIRD AVE 110 3rd Ave 110 Third Ave
Kristopher Lee ADi ASSOUNINE	 	75 Third Ave. 24 E 12th St

CT 22. '12 NCAA 99 3RD AVE, NY, NY 10003
1/2 FULL-LIQUOR

SUN-WED 11AM-12AM
THUR-SAT 11AM-2AM

RESTAURANT/BAR ADD

<u>Name</u>	<u>Signature</u>	<u>address</u>
Jessy Albaz		236 E 13th St. Apt. 11
S. Garcia		"
A. Brennan		236 E. 13th, Apt. 7
E. Roos		236 E 13th Apt 5
J. Earl		224 East 13th apt 11
A. Helton		224 East 13th st apt 23
C. Smith		224 East 13th st Apt 23
Orit Golding		224 East 13 st Apt 17
Wai Lam		224 East 13 st Apt 11
Gray Grant		218 E 13 St. D4
Lateisha Williams		218 E. 13 St. D4
Aaron Johnson		326 E 13th #1
Grace Chin		140 E 14th
Beryl Lin		140 E 14th St.
Calvin Cruzada		129 Third Ave.
Karin Han		129 3rd Ave.
		83 St Marks Pl 3F
Jennifer Cragg		208 EAST 13th ST OPT 4F
SUNA KO		208 EAST 13 STREET
SHAWN ALT		208 east 13th st.
Shawn Alt		

OCT 21. '12 NGAM 99 3RD AVE, NY, NY 10003
O/P FULL-LIQUOR


SUN-WED 11AM-12AM
THUR-SAT 11AM-2AM

RESTAURANT/BAR ADD
signature

address

Name

Senny Bierman
Idan Bradwell
Sen Ash


~~Idan Bradwell~~
Sen Ash

145 E 15th St #NY NY 10003
145 E 15th St SE NY NY 10003
25 Union Square West, NY, NY, 10003

Sylvia Zaretsky

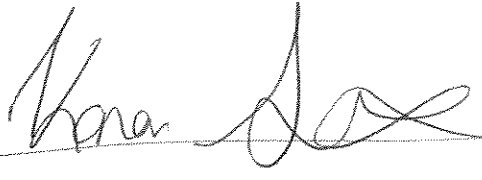


129 Third Ave, NY, NY, 10003

Ro hel muller

203 East 13th St.
2B, NY NY.

Karene Schloss



202 East 13th St
3B NY NY

Naura alg

~~Naura alg~~

202 East 13th
3b NN

Sheron arightland

~~Sheron arightland~~

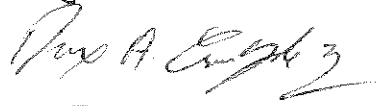
202 east 13
3b NY NY

Elyse Kamine



214 E. 14th St.

Dax A. Gonzalez



NY, NY,

Emerson Lim



111 Third Ave

MARK SULLIVAN

111 Third Ave

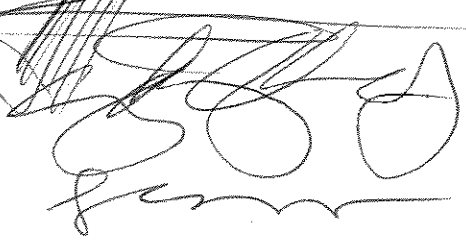
Matthew Russen

111 Third Ave

Cydney Goldberg

111 3rd Ave

CRAIG BISCHOFF

~~Cydney Goldberg~~


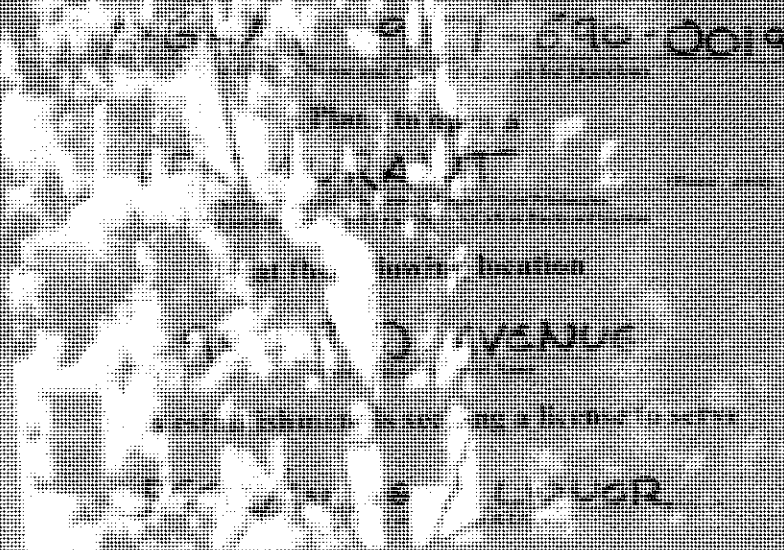
97 3RD AVE. #5F

DAVID KATIN



125 EAST 12th St #3H.

11/19/2012

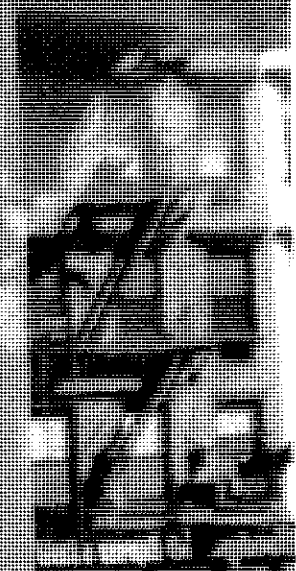


There will be an opportunity for public comment on

Monday, November 19, 2012 at 6:30 PM
JANA GREEN Residence at 200 East 5th Street
(at corner of Bowery)

CHAE HONG TRAIMEE

COMMUNITY BOARD 1
N.Y.C. PLANNING Committee Member
http://chtraimee.org - www.chtraimee.org



11/19/2012

GREATER NEW YORK



Upending a Campaign



211-400-1522



ALVIN BOND MARATHON AT CHI CHI

Monday, Sunday, October 22-23, 2011 4:30

campaign

runners Challenge City Law

ATTENTION RESIDENTS & NEIGHBORS

VEGETARIAN RESTAURANT

RESTAURANT

RESTAURANT

RESTAURANT

RESTAURANT

BEER, WINE & LIQUOR

will be as important for you

Monday, November 19, 2012 at 6:00 PM
SACRED N Residence at 200 East 5th Street
(at corner of Bowery)

CHEF HONG THAISEE

VEGETARIAN RESTAURANT
ALL DAY BREAKFAST
LUNCH DINNER

Amendment

Concept and Background

Ngam continues to be a local kitchen concept for Thai food connoisseurs and residents. Over the past year of operation, we have maintained an excellent relationship with our local community and demonstrated a deep commitment in our neighborhood. As we continue to innovate our food, brand and offering. Our goal is to create a rich experience for our customers and residents.

The liquor license allows Ngam to extend our brand to Thai inspired cocktails which is an essential element of our brand and Chef Hong's fusion Thai offering. In addition, we continue to have demand to serve our private events parties and customers with more traditional liquors. In all cases, the food continues to be an essential element of our product offering. Ngam has become an East Village and New York City favorite with customers and patrons from Europe and Asia as well as our local community. We are committed to the partnership with Community Board 3 and its affiliated members.

To be clear, the partners do not intend to create a high volume bar or club. Our food and kitchen experience is essential and fundamentally core to our offering. We will maintain our normal set of operations and create the discrete and unique experience our customers expect of us. As such, we will offer our food menu during operations and maintain similar ambience.

Noise Control Policy Statement

Ngam and the operating partners of 99 Thai Playground LLC are committed to the community and neighbor of our local restaurant business. An operating partner principally resides on the same building block as Ngam restaurant and understands the potential issues of a new liquor license. Noise control is a key issue affecting East Village and we will maintain strict policies and controls to ensure Ngam is compliant with all laws, regulations and standards set forth by Community Board 3, Block Association and law & enforcement.

Noise Control Policy 1.1

- 1.1 Doors will be closed at all times during hours of operations and mandatory after 8:00PM
- 1.2 Train staff on all customer conduct policies including noise and dispute resolution
- 1.3 Maintain strict maximum occupancy controls and policies
- 1.4 Provide contact of an operating partner / principal to manage issues from local residents
- 1.5 No DJs, live music, promoted events, scheduled performances or any event at which a cover fee will be charged
- 1.6 Position speakers away from ceilings and façade to minimize noise travelled to the street or upstairs
- 1.7 Set and maintain allocated background music volume levels
- 1.8 Designate employee to keep sidewalk free of noise and customers
- 1.9 Maintain respectful relationship and response with neighboring residents

- 1.10 Only low, dim ambient lighting used as currently presented
- 1.11 Maintain only ambient background music (except scheduled private events or private corporate events) which require local community notification

Summary of Operating Experience

Hong Thaimée

Ngam – 99 Thai Playground LLC, 99 3rd Avenue, New York, NY 10003
6/2012 – Present

Jean George Management – 111 Prince Street, New York, NY 10012
7/2009 – 6/2012

Spice Market NY LLC - 403 West 13th Street, New York, NY 10013
6/2008 – 12/2008

Andy Pirgousis

Silver Spurs – 490 Laguardia Place, New York, NY 10012

Silver Spurs – 771 Broadway, New York, NY 10003

Bully's – 759 Broadway, New York, NY 10003

<u>Name/Address</u>	<u>License Type</u>
1. 99 Thai Playground LLC, DBA: Ngam Restaurant – 99 3 rd Avenue	B/W – Restaurant
2. East County Louth Inc, DBA: The Penny Farthing – 103 3 rd Avenue	OP – Bar/Restaurant
3. Langford Inc, DBA: Bar None – 98 3 rd Avenue	OP – Bar
4. Asian Chef Express Inc, DBA: Teriyaki Express & Sushi – 96 3 rd Avenue	B/W – Restaurant
5. Arooj Corp, DBA: Blue 9 Burger – 92 3 rd Avenue	B/W – Restaurant
6. Dorm Delicatessen Corp., DBA: Null – 77 3 rd Avenue	O/B – Off Premise
7. Ashton Thai Place Inc, DBA: Null – 244 East 13 th St Store 2	B/W – Restaurant
8. Sahara Citi Restaurant Inc, DBA: Null – 137 East 13 th Street	B/W – Restaurant
9. Corner Mart Inc, DBA: D&M Convenience – 139 East 12 th Street	O/P – Type A - Store
10. Lafkas Hospitality LLC, DBA: Wayside – 139 East 12 th Street	TW – Pending
11. 732 Bella Inc, DBA: Black & White – 86 East 10 th Street	O/P – Bar
12. Webster Hall Entertainment Corp, DBA: Null – 119 East 11 th Street	O/P – Bar / Concert
13. Corner Billiards Corp, DBA: Amsterdam Billiards & Bar – 110 East 11 th St.	O/P – Bar / Billiards
14. Prime & Beyond NY INC, DBA: Prime & Beyond NY – 99 East 10 th St.	B/W – Restaurant
15. Doria Enterprises, DBA: Grace Balduccis Market PI – 1231 37 3 rd Ave	AX – Off Premise Beer
16. 1337 Third Avenue LLC, DBA: Atlantic Grill – 1337 39 41 3 rd Avenue	O/P – Restaurant
17. Kotobuki Manhattan INC, DBA: Kotobuki – 54 56 3 rd Avenue	B/W – Restaurant
18. 3 rd Avenue Hospitality LLC, DBA: The Smith – 55 3 rd Avenue	O/P – Bar/Restaurant
19. 82 nd Street Café INC, DBA: Dylan Murphy's – 1453 57 3 rd Avenue	AX – O/P Beer - Store
20. Thai Bodhi Tree Inc, DBA: Bodhi Tree – 58 3 rd Avenue	B/W – Restaurant
21. Honey Jar Inc, DBA: Apiary – 60 3 rd Avenue	O/P – Restaurant
22. Third Avenue Restaurant Corp, DBA: Village Pour House – 64 3 rd Ave.	O/P – Bar/Restaurant
23. M2M Mart Corp, DBA: Null – 200 East 11 th Street	EB / O/P Beer – Store
24. FT 245 Corp, DBA: Bar Veloce – 245 East 11 th Street	O/P – Bar/Restaurant
25. Big Dumpling Corp, DBA: Plump Dumpling – 174 2 nd Avenue	B/W – Restaurant
26. La Meridiana 2 LTD, DBA: Numero 28 – 176 2 nd Avenue	B/W – Restaurant
27. N & D Restaurant Corp, DBA: Kanoyama – 175 2 nd Avenue	B/W - Restaurant
28. Judex Enterprises Inc, DBA: Pangea – 178 2 nd Avenue	O/P – Bar/Restaurant
29. Church & Louis Inc, DBA: Ninth Ward – 180 2 nd Avenue	O/P – Bar
30. Peprico Inc, DBA: Cacio E Pepe – 182 2 nd Avenue	B&W – Restaurant
31. Polemis Grocery Corp, DBA: Null – 184 2 nd Avenue	A - O/P Beer – Store
32. V M N Restaurant Inc, DBA: Johns Restaurant – 302 E 12 th Street	O/P - Restaurant
33. Takatsuki Corp, DBA: Shima Restaurant – 190 2 nd Avenue	B/W – Restaurant
34. Angelica Kitchen Inc, DBA: Null – 300 E 12 th Street	B/W - Restaurant
35. K Bloom Realty LLC, DBA: 12 th St Ale House – 192 2 nd Avenue	O/P – Bar/Restaurant
36. Global Cocktail Rooms LLC, DBA: Blue Owl – 301 E 12 th Street	O/P – Bar
37. 211 Ave A Restaurant Inc, DBA: Shoolbred's – 197 2 nd Avenue	O/P – Bar/Restaurant
38. Ray's Gourmet Inc, DBA: Null – 201 2 nd Avenue	A/X – O/P Beer
39. Daimyo Group LLC, DBA: Momofuku Ssam Bar – 207 2 nd Ave	O/P – Bar/Restaurant
40. Lounge 213Corp, DBA: Nightingale – 213 2 nd Avenue	O/P – Bar/Restaurant
41. PMP Ventures Inc, DBA: Professor Thoms – 219 2 nd Avenue	O/P – Bar/Restaurant
42. Huzzah LLC, DBA: Finnerty's Irish Pub – 221 2 nd Avenue	O/P – Bar/Restaurant
43. One Hen Two Ducks Inc, DBA: Hotel Tortuga – 246 E 14 th St.	B/W – Hotel
44. Columbus Choudhury, DBA: C&B Grocery – 248 E 14 th St.	AX – O/P Beer
45. 7 Eleven Inc, DBA: 7 Eleven Store 35642H – 239 E 14 th St.	A/X – O/P Beer
46. Hype Lounge LLC, DBA: Null – 243 E 14 th St.	O/P – Bar/Restaurant

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| 47. KHT Enterprises INC, DBA: Kings Head Tavern – 222 E. 14 th St. | O/P – Bar/Restaurant |
| 48. Red House INC, DBA: Friend House II – 225 E. 14 th St. | B/W - Restaurant |
| 49. Jinx Proof LLC, DBA: Null – 231 E. 14 th St. | O/P – Bar/Restaurant |
| 50. 4N Corp, DBA: The Blind Pig – 233 E 14 th St. | O/P – Bar/Restaurant |
| 51. M Culinary Concepts Inc, DBA: Bitee – 211 E 14 th St. | B/W – Restaurant |
| 52. Duane Reade Inc, DBA: Store 265 – 125 33 3 rd Ave. | DS – O/P Beer – Store |
| 53. Delicacy Inc, DBA: Null – 114-116 3 rd Avenue | AX – O/P Beer - Store |
| 54. Thai Blue Fin, INC., DBA: Catch De Fish – 147 3 rd Avenue | B/W – Restaurant |
| 55. Bizet LLC, 5 Napkin Burger – 150 E 14 th St. | O/P – Bar/Restaurant |
| 56. Trader Joes East Inc, DBA: Null – 142 E 14 th St. | AX – O/P Beer- Store |
| 57. Trader Joes East Inc, DBA: Trader Joes #541 – 138 E 14 th St. | W – O/P Wine – Store |
| 58. Chipotle Mexican Grill of Colorado LLC, DBA: Chipotle – 117 E 14 th St. | O/P – Restaurant |
| 59. PKFM Co LLC, DBA: Bravo Pizza – 115 E 14 th St. | B – O/P Beer |
| 60. Walgreen Eastern Co Inc, DBA: Walgreens – 145 4 th Avenue | B – O/P Beer |
| 61. Dos Toros LLC, DBA: DOS Toros – 145 4 th Ave | B/W - Restaurant |
| 62. Union Square One Stop Inc, DBA: Null – 141 4 th Ave | B – O/P Beer |
| 63. 33 Union Square West Inc, DBA: Union Square Wine & Spirit 140 4 th Ave | L – O/P Liquor |
| 64. 132 4 th Ave Restaurant LLC, DBA: Null – 132 4 th Ave | Pending O/P – Rest. |
| 65. E Brothers Corp, DBA: Forum – 127 4 th Ave | O/P – Bar/Restaurant |
| 66. Think Forth Avenue LLC, Think Coffee – 121-123 4 th Ave. | TW – Beer/Wine |
| 67. Pie Inc, DBA: Pie By The Pound – 124 4 th Ave | RW – Beer/Wine |
| 68. HHLP Union Square Associates, DBA: Hyatt – 76 E 13 th St. | Pending Beer/Wine |
| 69. Max Brenner Union Square LLC, DBA: Null – 841 Broadway | O/P – Bar/Restaurant |

Proximity Report for Location:

October 30, 2012

99 3RD AVE, New York, 10003

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

Closest Liquor Stores

Name	Address	Approx. Distance
TRADER JOES EAST INC	138 E 14TH ST	465 ft
33 UNION SQUARE WEST INC	140 4TH AVE	715 ft
M J K LIQUORS INC.	161 3RD AVENUE	785 ft
MIAT LIQUORS INC	166 2ND AVE	970 ft
IWM HOLDINGS LLC	108 E 16TH STREET	1170 ft
ST MARKS LIQUOR LLC	16 ST MARKS PL	1300 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	1375 ft

Churches within 500 Feet

Name	Approx. Distance
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Schools within 500 Feet

Name	Address	Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
EAST COUNTY LOU TH INC	103 3RD AVENUE	45 ft
LONGFORD INC	98 3RD AVE	95 ft
K H T ENTERPRISES INC	222 EAST 14TH STREET	325 ft
JINX PROOF L L C	231 E 14TH STREET	385 ft
4N CORP	233 E 14TH ST	395 ft
BIZET LLC	150 E 14TH ST	415 ft
HYPE LOUNGE LLC	243 E 14TH STREET	440 ft
THIRD AVENUE RESTAURANT CORP	64 3RD AVENUE	530 ft
HONEY JAR INC	60 3RD AVE	590 ft
82ND STREET CAFE INC	1453 57 3RD AVE	590 ft
FT 245 CORP	245 EAST 11TH STREET AKA 175 S	600 ft
3RD AVENUE HOSPITALITY LLC	55 3RD AVE	605 ft
CHIPOTLE MEXICAN GRILL OF COLORADO LLC	117 E 14TH STREET	635 ft
E BROTHERS CORP	127 4TH AVE	645 ft
WEBSTER HALL ENTERTAINMENT CORP	119 E 11TH STREET	645 ft
LOUNGE 213 CORP	213 2ND AVENUE	685 ft
DAIMYO GROUP LLC	207 2ND AVENUE	685 ft
PMP VENTURES INC	219 2ND AVE	690 ft

Name	Address	Approx. Distance
CORNER BILLIARDS CORP	110 E 11TH ST	700 ft
211 AVE A RESTAURANT INC	197 2ND AVE	705 ft
1337 THIRD AVENUE LLC	1337 39 41 3RD AVENUE	720 ft
HUZZAH LLC	221 2ND AVE	720 ft
129 EAST 15TH BAR CORP	129 E 15TH ST	735 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
LAFKAS HOSPITALITY LLC	139 E 12TH ST	445 ft
TRADER JOES EAST INC	138 E 14TH ST	465 ft
132 4TH AVENUE RESTAURANT LLC	132 4TH AVE	665 ft

Unmapped licenses within zipcode of report location

Name	Address
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Sung Ko <sungko@ngamnyc.com>

Block Association - Ngam Restaurant - Proposal for liquor license 9/29

3 messages

Sung Ko <sungko@ngamnyc.com>

Sat, Sep 29, 2012 at 4:21 PM

To: josaulter@gmail.com

Cc: Hong Thaimmee <hong@ngamnyc.com>, echan@cb3manhattan.org

Hello Joanne -

My name is Sung Ko. I am one of the operating partners for Ngam at 99 3rd Avenue, East Village (13th and 3rd Avenue). Chef Hong Thaimmee is the owner and operator of Ngam, a modern Thai cuisine restaurant located at 99 3rd Avenue (13th and 3rd Avenue).

By way of background, Chef Hong was born and raised in Chiang Mai, Thailand, Hong is a former model and television personality who followed her passion for food all the way to New York; more specifically, East Village. Hong was trained in the art of authentic Thai cuisine by M.L. Sirichalerm Savsti (McDang) – Thailand's most celebrated chef, Hong has worked in some of New York City's best restaurant's including *Kittichai*, *Jean George's Spice Market*, and *Jean George's Perry St*. She has also worked at the kitchens of the 5 star *Mandarin Oriental Dhara Devi Hotel* in her home town. This past week at during the UN conference, Chef Hong and the restaurant was awarded by the Prime Minister of Thailand.

The investors, operators and partners of Ngam have been focusing on building a business that supports the local community and contributes to the diversity of the neighborhood. We continue to hire locally and provide opportunity to support each of their families and educations. We have a number of NYU students we are hire as well as an employee named Dax, who works to support his mother and sisters while attending high school. We partner and support charities that are close to the Chef's heart including a fundraiser benefiting the Zimele Community, a non-profit empowering women of South Africa with the skills, resources, and support networks to start businesses and social service projects to sustain themselves, their families, and their communities.

Our demonstrated involvement in the community is core and fundamental to our principles and brand.

As we continue to grow and share the Chef's food with customers and the community, we are limited in what the Chef's visions of "authentic Thai experience" which includes Thai-inspired cocktails. We are currently in the process of submitting an official request to Community Board 3 and New York State Liquor Authority for a full liquor license to compliment our existing food operations (we currently maintain a beer and wine license). We believe it is absolutely critical we gain feedback on our proposal from the local community and help us to shape how we can further support our neighborhood.

Please let us know what the formal process is to introduce ourselves at a community board meeting and any information you need for us.

Regards,

Sung Ko
Operating Partner | Ngam
99 3rd Avenue, New York, NY 10003
Sungko@ngamnyc.com | 4803342136

Sung Ko <sungko@ngamnyc.com>

Tue, Oct 9, 2012 at 5:01 PM

To: josaulter@gmail.com

Cc: Hong Thaimmee <hong@ngamnyc.com>

Hello Joanne -

I wanted to follow-up to my previous email. Please let me know if you would like us to meet with the local block association.

Regards,

Sung Ko

[Quoted text hidden]

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Sung Ko
Operating Partner | NGAM
99 3rd Avenue, New York, NY 10003
Sungko@ngamnyc.com | (480)334-2136

Sung Ko <sungko@ngamnyc.com>
To: josaulter@gmail.com
Cc: Hong Thaimmee <hong@ngamnyc.com>

Tue, Oct 30, 2012 at 9:15 PM

Joanne -

I want to notify you that we will be presenting our proposal on Monday, November 19, 2012 at 6:30pm. The location will be JASA/Green Residence 200 East 5th Street at Bowery.

We will forward you a copy of our questionnaire and submitted materials in the next few days.

Regards,

Sung

[Quoted text hidden]