



HELBRAUN & LEVEY LLP
ATTORNEYS AT LAW

Noree Thai Bazaar Inc
274 Grand Street
New York, NY 10002

On Premises Liquor
License
Presentation



THE CITY OF NEW YORK
 MANHATTAN COMMUNITY BOARD 3
 59 East 4th Street - New York, NY 10003
 Phone (212) 533-5300
 www.cb3manhattan.org - info@cb3manhattan.org

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.
- 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 proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- 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
- 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: 1/25/18

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: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: This space has been vacant for the past year, before that it was part of the adjacent grocery store. _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 274 Grand Street, New York, NY 10002

Cross streets: Forsyth Street and Eldridge Street

Name of applicant and all principals: Noree Thai Bazaar Inc.

Andy c. Lau, Shirley S. Cheung, Gary Shuiting Cheung, Ventje Muntu-Untu

Trade name (DBA): To be Determined

PREMISE:

Type of building and number of floors: Mixed Use (Res/Comm) -- 4 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? <75

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): 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) Sunday through Wednesday: 11:00 AM to 11:00 PM
Thursday through Saturday: 11:00 AM to 2:00 AM

Number of tables? 6 Total number of seats? 50

How many stand-up bars/ bar seats are located on the premise? 1 bar with 13 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): Length 20 Feet, Shape: rectangle, front

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, please see attached menu

What are the hours kitchen will be open? 11:00 AM to 11:00 PM/2 AM (Thurs-Sat)

Will a manager or principal always be on site? Yes No If yes, which? Andy C. Lau

How many employees will there be? 15

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

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

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 receiver with 2 speakers

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

Please describe your sound system: Small speakers throughout restaurant

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? No

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) N/A

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: Lau & Cheung LLC DBA Bonchon Chicken & Kinjo Inc DBA Gunbae

Address: 104 John Street, New York, NY 10038; 67 Murray St, New York, NY 10007 Community Board # CB1

Dates of operation: Bonchon: Open since February 2010; Gunbae: Open since March 2015

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 N/A

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? 1

How many On-Premise (OP) liquor licenses are within 500 feet? 3

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) Thai Restaurant
Thai 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 ___ private parties per _____.
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. 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.

Noree Thai Bazaar Inc
274 Grand Street



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NOREE THAI BAZAAR

Small plates

Thai wings \$8.50

Fried wings tossed in a caramelized garlic and fish sauce mixture (Regular or Spicy)

Thai Style Jerky \$7.50

dried marinated pork strips

Fried calamari \$9.50

milk battered fried calamari serve with Thai sweet chili sauce and tom yum aioli

Crispy popcorn shrimp \$9.50

milk battered fried bite size shrimp serve with Thai sweet chili sauce and tom yum aioli

Oyster pancake \$11.95

Thai Style oysters and egg pancake over lightly wok tossed bean sprout and scallion serve with sweet-Thai sriracha sauce

Steamed mussels \$12.95

Steamed mussels in coconut lemongrass broth serve with garlic toast

Fried chive cake \$6.95

Fried garlic chive cake serve with sweet citrus soy sauce

Fried meat balls basket \$8.50

Fried combination of meatballs with caramelized tamarind sauce

Frog legs \$8.95

Deep fried jumbo frog legs tossed in a caramelized garlic and fish sauce mixture (Regular or Spicy)

E-SAN sausages \$12.95

North-East Thai Style pork sausage, jasmine rice, bean thread noodle, garlic, cilantro root and kafirr lime leaves (Regular or Spicy)

Charred Edamame \$7.50

Wok tossed edamame bean with basil oil and sea salt

Pork bun \$7.95

Caramelized fish sauce glazed on crispy pork belly, house made pickle and cilantro, serve in a steamed bun

Peel N Eat shrimp \$11.95

Combination of tom yum and mala flavor, Head on shrimp, Enjoy!

Dumpling \$8.95

Fried duck and goat cheese dumpling, serve with caramelized tamarind sauce

Salads

papaya salad 7.95

Central Thai style green papaya salad with grape tomato, Thai apple eggplant, long bean and crushed roasted peanuts, tossed with a spicy chili lime dressing

Seafood Salad 11.95

Shrimp, calamari, bay scallops, shallots and edamame marinated in a spicy lime vinaigrette, serve with shrimp chips

Thai pork Salad(Larb) 8.95

Minced pork salad with Shallot, lime juice, dried chili powder, fish sauce, roasted rice powder, scallion and cilantro

NOREE THAI BAZAAR

ENTRÉE

Choice of chicken, tofu or veggies

+\$2 Substitute with beef or shrimp

NOODLE \$11.95

Pad Thai

Stir fried thin rice noodles with tamarind sauce, egg, bean sprout, scallion and ground peanuts

Pad see ew

Stir fried wide rice noodles with house special brown sauce, egg and Asian broccoli

Pad kee mao

Stir fried wide rice noodles with chili garlic sauce, egg, onion, bell pepper, baby corn, young pepper corn, lesser galangal roots and basil leaves

FRIED RICE \$11.95

Thai fried rice

Stir fried Thai Jasmine rice with house special sauce, egg, onion and grape tomato

Spicy basil fried rice

Stir fried Thai Jasmine rice with chili garlic sauce, onion, bell pepper and basil

Pineapple fried rice

Stir fried Thai Jasmine rice with aromatic curry powder and house special sauce, pineapple chunk ,egg, onion and Grape tomato

CURRY \$12.95

red curry

Thai coconut red curry, bamboo shoot, Thai apple eggplant, bell pepper and basil

green curry

Thai coconut green curry, bamboo shoot, Thai apple eggplant, bell pepper and basil

massaman curry

Thai coconut massaman curry, Idaho potato, onion and Roasted peanut

SAUTEED \$11.95

Spicy basil sauce

Sautéed chili garlic sauce with your choice of meat, onion, bell pepper, baby corn, young pepper corn, lesser galangal roots and basil leaves

ginger sauce

Sautéed garlic and ginger sauce with your choice of meat, wood ear mushroom, onion, celery and carrot

sweet&sour sauce

Sautéed house special tomato sauce with your choice of meat, onion, grape tomato, bell pepper, carrot and pineapple chunk

garlic sauce

Sautéed garlic sauce with your choice of meat, onion, carrot and broccoli

Sautéed Asian eggplant

Sautéed Asian eggplant in garlic sauce with your choice of meat, bell pepper and basil leaves

NOREE THAI BAZAAR

Skewers

MINIMUM 3 SKEWERS PER SECTION

spicy cumin marinade

w/mala broth

chicken \$ 2 ,beef \$2.5,pork \$ 2 ,lamp
\$2.75

Thai satay

w/peanut sauce

chicken \$2,beef \$2.5,pork \$2

Lemongrass marinade

w/Jew sauce

chicken \$2 ,beef \$2.5 ,pork \$2, Pork
belly\$2

Seafood

w/ choice of spicy garlic sauce or citrus soy sauce

shishamo fish \$2, shrimp \$2, baby
cuttlefish \$2.50, Bay Scallop \$2.50

Meat balls

w/ sweet&spicy tamarind glazed

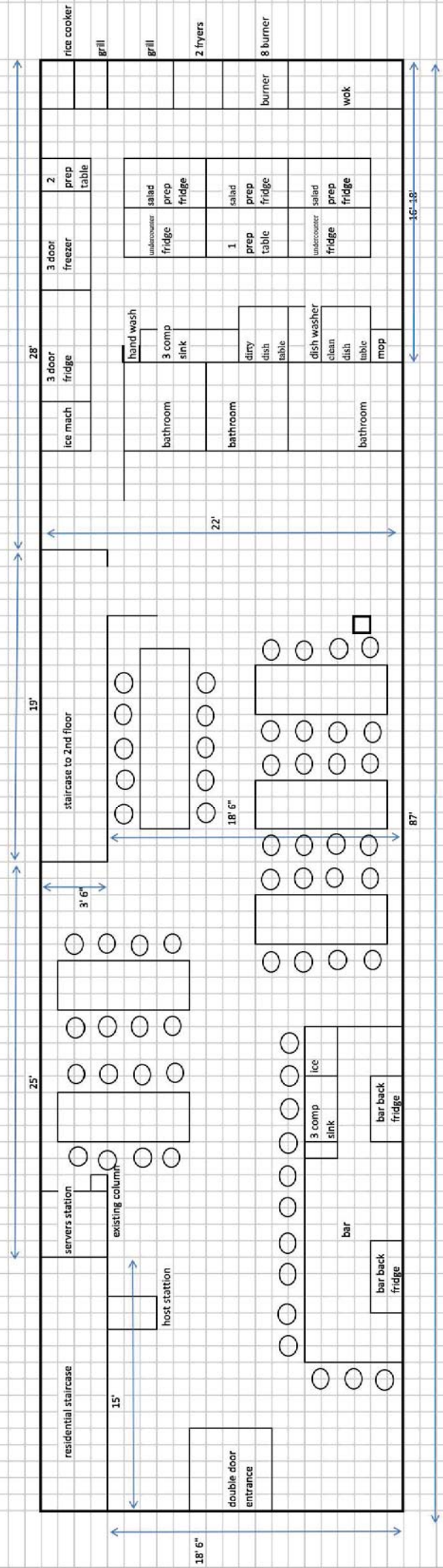
beef ball \$2, pork ball \$2, fried fish ball
\$2,fish tofu \$2,pork sausage \$2

Vegetables

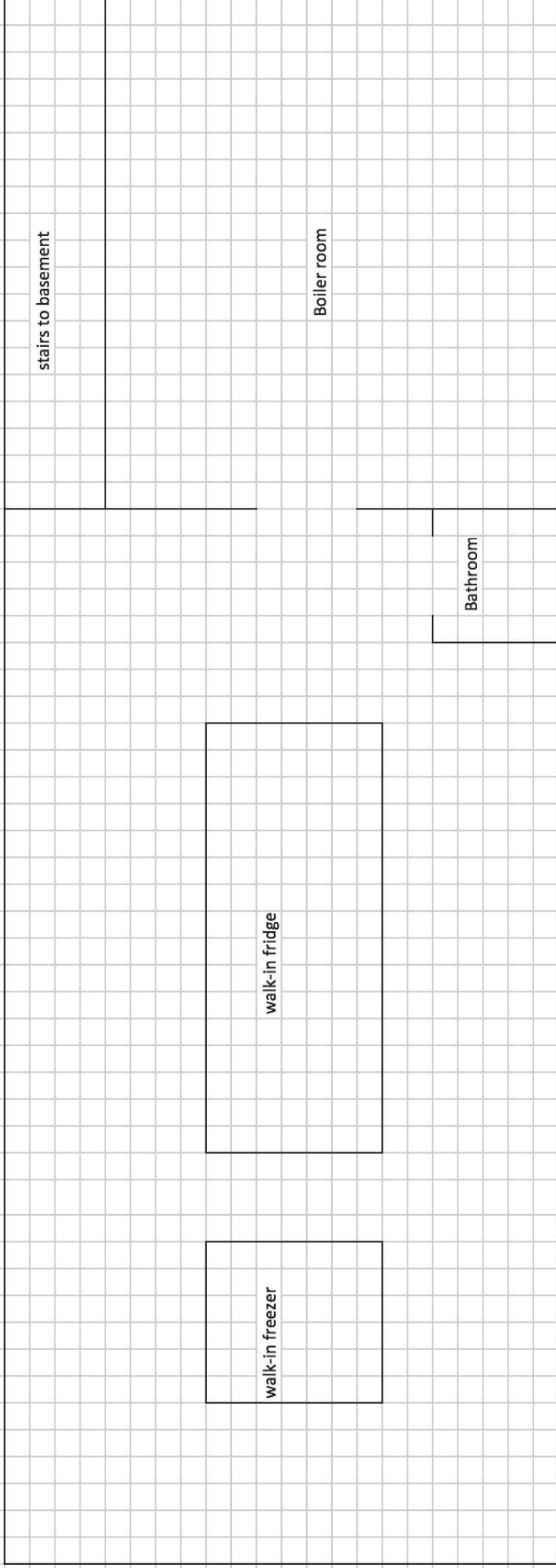
soy lemongrass glazed

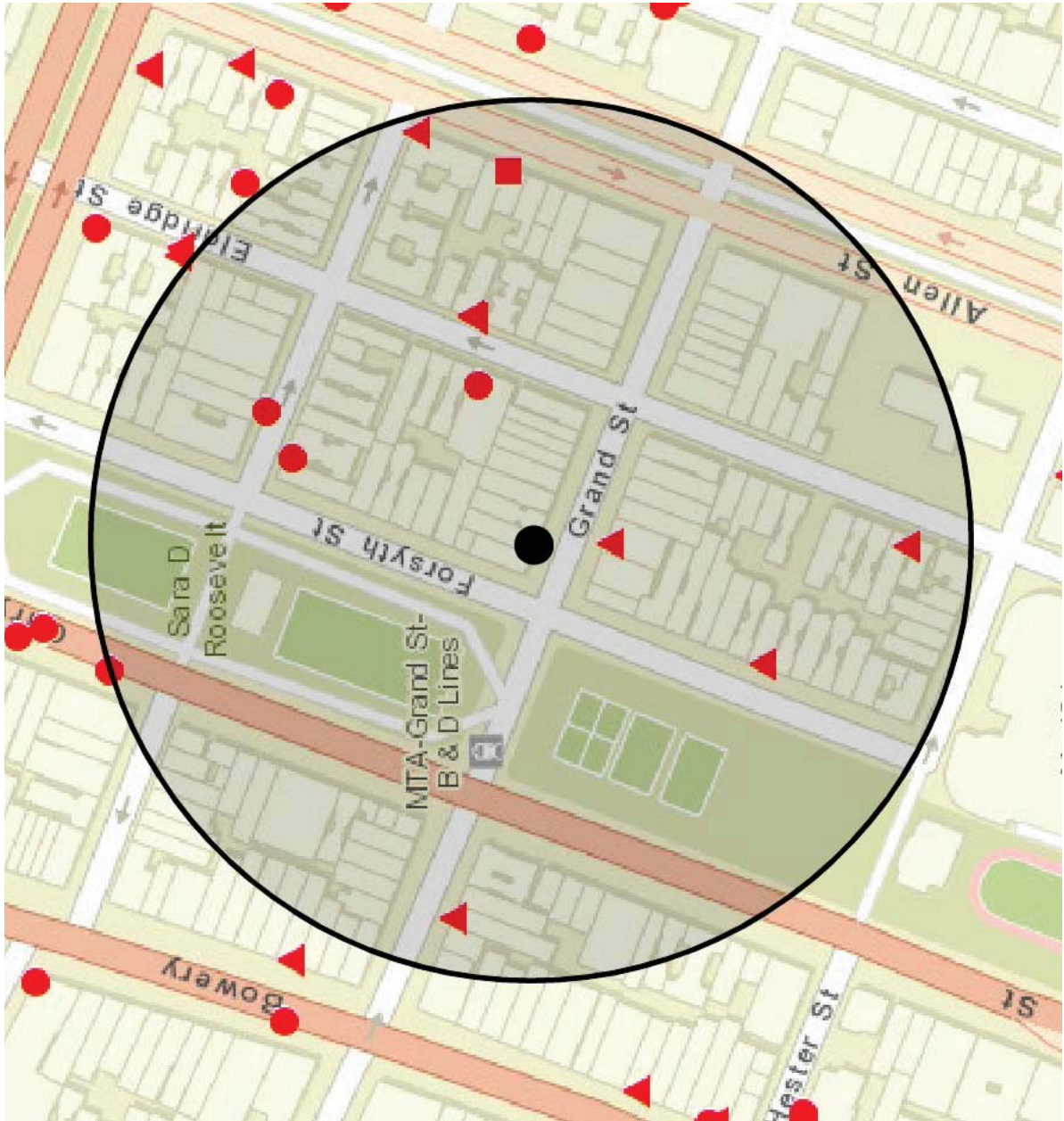
eggplant \$2, king oyster mushroom \$2,
Brussels sprouts \$2, shishito peppers \$2,
tofu \$2, Okra\$2

Nguyen Thai Bazaar
 274 Grand Street
 1st fl floor plan



Basement





Proximity Report for Location:

January 29, 2018

274 Grand St, New York, NY, 10002

* 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
OCEAN WINE & SPIRIT INC	273 GRAND ST	80 ft
E L PARTNERS LLC	101 ALLEN ST	660 ft
R & S 49 LIQUOR CORP	92 ELIZABETH ST	835 ft
DELANCEY WINE INC	35 ESSEX ST	1110 ft
SA VINO ITALIANO INC.	200 GRAND ST	1135 ft
WINE O INC	171 ELIZABETH ST	1285 ft
YEE FUNG CORP	135 DIVISION ST	1355 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
ELDRIDGE HOSPITALITY LLC	107 ELDRIDGE ST	195 ft
LA GENTE LLC	303 305 BROOME ST	295 ft
302 BROOME ART SPACE LLC	302 BROOME ST	340 ft
TLS CHRYSTIE LLC	131 CHRYSTIE ST BASEMENT STORE	505 ft
ATTABOY COCKTAILS LLC	134 ELDRIDGE ST	525 ft
SAIGON SHACK CORP	139 CHRYSTIE ST	565 ft
BIG CANDY LLC	86 ALLEN ST	575 ft
HERMES B NY LLC	95 ALLEN ST	590 ft
FAYS RESTAURANT & BAR INC	141 CHRYSTIE STREET	595 ft
MM 130 BOWERY REST. CORP.	130 BOWERY	610 ft
DOKA INC	51 53 DELANCEY ST	615 ft
NIKKI MAX ENTERPRISES LLC	75 ORCHARD STREET	630 ft
GRAZ RESTAURANT LLC	79 ORCHARD STREET	645 ft
ORCHARD 85 CORP	85 ORCHARD STREET	650 ft
NORMAN'S CAY GROUP LLC	74 ORCHARD ST	650 ft
SAIGONNYC LTD	85 ORCHARD ST UNIT B	650 ft
TWO BIKES LLC	85 ORCHARD STREET	655 ft
CONGEE VILLAGE INC	100 ALLEN ST	660 ft

Name	Address	Approx. Distance
XLR8 LLC	266 BROOME ST	660 ft
88 KTV INC	97 BOWERY STREET	685 ft
COMPAS GROUP NEW YORK LLC	86 ORCHARD STREET	710 ft
WYNDHAM HOTEL MGMNT INC & 93 BOWERY HOLDINGS LLC	93 BOWERY	710 ft
CITYVIEW CHINATOWN LLC	93 BOWERY	715 ft
BOWERY RESTAURANT GROUP LLC	146 BOWERY	750 ft

Pending Licenses within 750 Feet

Name	Address	Approx. Distance
MEAT SHOP LLC	76 FORSYTH ST	290 ft
95 FUSION TEAROOM & KITCHEN BAR INC	95 CHERYSTIE ST	400 ft
EUREKA GEM LLC	110 FORSYTH ST	420 ft
DOL F & C CORP	96 BOWERY	740 ft

Unmapped licenses within zipcode of report location

Name	Address
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Andy Lau

99 John Street Apt# 410 NY, NY 10038

email: acl2576@yahoo.com

Mobile: (347) 262-3641

EXPERIENCE

5/15-present

GUNBAE TRIBECA, 67 MURRAY ST, NEW YORK, NY 10007
KOREAN BBQ/KARAOKE - *Owner*

2/10-1/18

BONCHON CHICKEN, 104 JOHN ST, NEW YORK, NY 10038
RESTAURANT/BAR - *Owner*

6/06-11/09

SWISSRE FINANCIAL PRODUCTS, New York, NY

Product Controller / Risk Management

- Report daily P&L for the Structured Product, Convertible Arbitrage, Index Arbitrage and Equity Long/Short Desk.
- Analyze and validate P&L according to market movements, new trades and other influences. Provide management with daily written commentary and income attribution on the analysis of the P&L.
- Assist in month-end independent price verification to substantiate pricing relative to market levels.

2/04-6/06

RBC CAPITAL MARKETS, New York, NY

Product Controller / Risk Management

- Report the daily profit and loss statement for the Structured Product, Convertible Arbitrage and Equity Volatility Arbitrage businesses.
- Product mix includes; listed and OTC options, convertible bonds, futures, swaps and equities
- Verify price and position differences between front office and back office.
- Manage controls on new products and strategies by setting up standard procedures.
- Develop key relationships with traders, trading assistants, independent middle office and trading operations.

9/02-2/04

LADENBURG THALMANN & CO, New York, NY

Associate to President / COO

- Assisted President in projects that includes:
 - Analyzed and Restructured Securities Trader's Payout Grid – Collaborated with managers to derive a profitable and reasonable payout model.
 - Merger of Ladenburg Thalmann and GBI Capital Partners – Assisted in the operations of the merge between the two companies. Analysis of both firm's back office technology and integration of the retail brokerage business.
 - Liaised between all third party vendors that provide reporting services to Ladenburg. Examples are Sungard Trading Systems and Fetter Logic (trading P/L, Broker Posting Book and Asset Allocation Report).
- Performed monthly fund accounting for subsidiary, Financial Partners Capital Management.
- Financial budget and forecast analysis.

2/99-9/02

LADENBURG THALMANN & CO, New York, NY

Senior Accountant

- Generated monthly equity trading and fixed income P/Ls.
- Daily reconciliation of positions, market value and P/L differences on trading accounts.
- Produced daily, month-to-date and year-to-date departmental P/Ls for management.

EDUCATION

- **STATE UNIVERSITY OF NEW YORK, UNIVERSITY AT BUFFALO, Buffalo, NY**
Bachelors of Science in Business Administration, February 1999
Dual Degree in Accounting and Management Information Systems
Overall GPA: 3.24/4.0

SKILLS

Microsoft Office, Excel, Access, PowerPoint, Word, Bloomberg, Murex

Security Plan

The establishment is nearby ample public transportation options so most patrons will be traveling to location via the subway and busses. A principal and/or manager will monitor the sidewalk at all times to make sure there is no congestion. Additionally, the applicant has agreed to CB3's stipulation regarding no wait lines outside.

There will be a principal and/or manager on the premises at all times to monitor customers and ensure the safety of all patrons, as well as any quality of life concerns from neighbors. Additionally, all employees of the premises will be ATAP-trained and/or TIPS certified so that they are aware of all responsibility and awareness practices.

Lastly, there is one floor above the restaurant, which will be used as offices only for the restaurant staff. This floor will act as buffer between the restaurant and any spaces above the restaurant. If noise becomes a problem in the future, the applicant will install soundproofing. Should any concerns arise, the principal of the establishment encourages neighbors to call him immediately to address any issues.