

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

www.cb3manhattan.org - mn03@cb.nyc.gov

Paul Rangel, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please email <u>echan@cb.nyc.gov</u> by 12pm the Friday before the meeting with the following items:

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: <u>http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml</u> (this is not required but strongly suggested if a relevant group exists)
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

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: 1/30/2022

Is location currently licensed? Yes I No Type of license: OP-252 (Restaurant Liquor) If alteration, describe nature of alteration: Please see page 1 of the Alteration Application (attached)

Previous or current use of the location: Full liquor license establishment Corporation and trade name of current license: Noree Thai Bazaar Inc. (Serial #1309534)

APPLICANT:

Premise address: 274 Grand Street, New York, NY 1002

Cross streets: Grand Street between Forsyth Street and Eldridge Street

Name of applicant and all principals: Andy C. Lau, Shirley Cheung, Gary Shuting Cheung, Ventje Muntu-Untu

Trade name (DBA): _N/A

PREMISE:

Type of building and number of floors: <u>4 stories total (ground floor and second floor retail; 2 stories residential)</u> Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use? Yes **D** No What is maximum NUMBER of people permitted <u>129</u> What is the zoning designation (check zoning using map: <u>http://gis.nyc.gov/doitt/nycitymap/</u> - please give specific zoning designation, such as R8 or C2): <u>C4-4A</u>

PROPOSED METHOD OF OPERATION:

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) 3pm - 2am Monday through Sunday

Will any other business besides for	d or alcohol service be conducted at premise, i.e., retail? 🗖 Yes 🖾 No
If yes, please describe what type: _	

Number of indoor tables? 21

_____ Total number of indoor seats? 82

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____ One 19 feet stand-up bar on the ground floor and one 14 feet stand-up bar on the second floor

(A stand-up bar is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

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? I Yes I No If yes, describe type of food and submit a menu ______ Thai food. Current menu attached

What are the hours the kitchen will be open? 3pm - 12am Monday through Sunday

Will a manager or principal always be on site? I Yes No If yes, which? Principal and/or manager How many employees will there be? 12

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

Will there be TVs/monitors? I Yes I No (If Yes, how many?) Propose to install 5 TVs all on the first floor

Will premise have music? 🛛 Yes 🗖 No

If Yes, what type of music? 🗖 Live musician 🗖 DJs 🖾 Streaming services/playlists

If other type, please describe ____

What will be the music volume?
Background (conversational)
Entertainment (live music venue

level) Please describe your sound system: _____

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

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? N/A

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.") <u>All principals and staff</u> will periodically manage vehicular traffic and crowds by physically monitoring the outside space.

Will there be security personnel? 🛛 Yes 🗖 No (If Yes, how many and when) <u>1 security guard</u>

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. Walls and ceiling tiles will be soundproofed using TroyStudio Acoustic Sound Diffuser Panels

Is sound proofing installed?
Yes
No

If not, do you plan to install sound proofing? 🛛 Yes 🗖 No

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic

beverages outdoors? (includes roof & yard) Yes No If Yes, describe and show on diagram:

APPLICANT HISTORY:

 Has this corporation or any principal been licensed for sale of alcohol previously? ☑ Yes □ No

 If yes, please indicate name of establishment:
 Kinjo Inc dba Gunbae (Serial #1284195)

 Address:
 67 Murray Street, New York, NY 10007
 Community Board #1

 Dates of operation:
 CB1 Approved hours of Operation 12PM TO 12AM all days

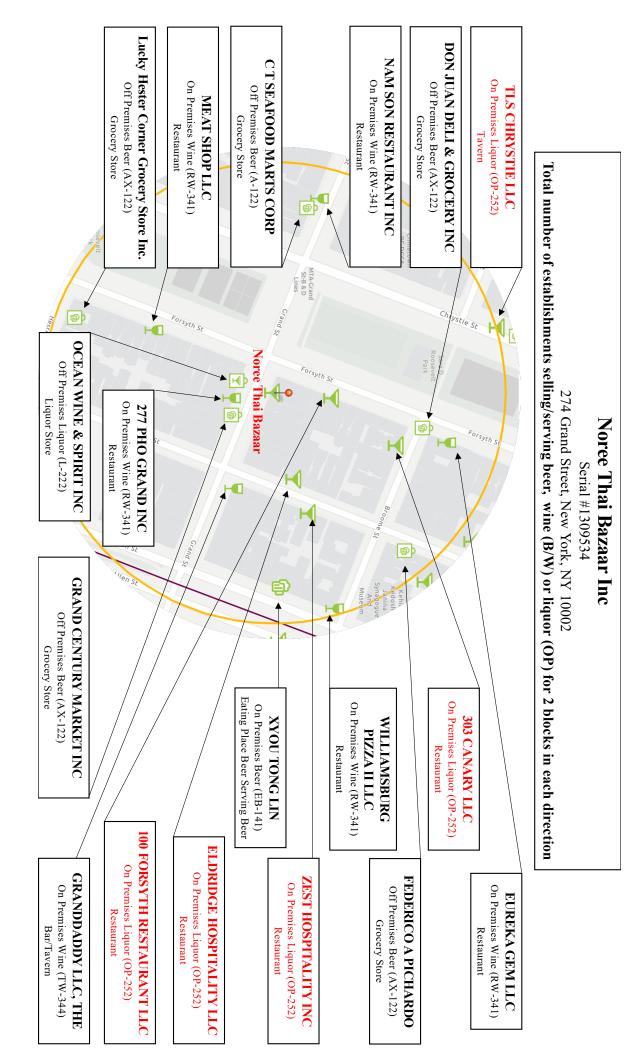
Has any principal had work experience similar to the proposed business? A Yes No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or

information hampers the ability to evaluate this application.

Does any principal have other businesses in this area?
Yes
No If Yes, please give trade name, address and describe the business ______

Has any principal had SLA reports or action within the past 5 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 **B**ar, **R**estaurant, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.



LOCATION:	4 OP liquor licenses; 2 restaurant wine; 1 tavern wine;	
How many licensed establishments are within 1 block?	1 grocery store; and 1 liquor store all within 300 feet	
How many On-Premise (OP) liquor licenses are within 500 feet? 5		
Is the premise within 200 feet on the same street of an	y 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, but it is not required. 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; <u>do not plan to negotiate at the meeting</u>.

- 1. My license type is: Deer & cider wine, beer & cider liquor, wine, beer & cider
- 2. I will operate a full-service restaurant, specifically a (type of restaurant) Authentic Thai Food restaurant, or
 - □ I will operate a ,

with a kitchen open and serving food during all hours of operation OR \Box with less than a fullservice kitchen but serving food during all hours of operation OR \Box Other

3. My hours of operation will be:

_{Mon} <u>3pm - 2am</u>	; _{Tue} _3pm - 2am	; _{Wed} _3pm - 2am	;
_{Thu} 3pm - 2am	; _{Fri} _3pm - 2am	_{; Sat} _3pm - 2am	;

Sun 3pm - 2am . (I understand opening is "no later than" specified opening hour,

and all patrons are to be cleared from business at specified closing hour.)

4. 🛛 I will not use outdoor space for commercial use (including Open Restaurants) OR

D My sidewalk café hours or other outside hours (including Open Restaurants) will be

- 5. 🛛 I will employ a doorman/security personnel: ______
- 6. 🛛 I will install soundproofing, _____

 7. 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, or during unamplified performances or televised sports. □ I will have a closed fixed façade with no open doors or windows except my entrance door, which will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.

- I will not have ☑ DJs, ☑ live music, ☑ third-party promoted events, ☑ any event at which a cover fee is charged, ☑ scheduled performances, □ more than _____ DJs per ____, □ more than _____ private parties per _____.
- 9. I will play ambient recorded background music only.
- 10. I will not participate in pub crawls or have party buses come to my establishment.
- 11. I will not have unlimited drink specials, including boozy brunches, with food.
- 12. □ 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 ______.
- 13. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
- 14. 🛛 I will conspicuously post this stipulation form beside my liquor license inside of my business.
- 15. 🖾 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.

Name: Andy Lau

Phone Number: 646-864-0338



APPLICATION FOR PERMISSION TO MAKE ALTERATIONS

This application must be filed with the Albany office of the State Liquor Authority located at:80 South Swan Street, Suite 900, Albany, NY 12210-8004

NO FEE IS REQUIRED

The licensee named below hereby requests the permission of the State Liquor Authority to make alterations to the licensed premises as set forth below.

Serial Number: 130953	34	County:	New York	Phone #:	646-864-0338
Full name of Licensee as I	isted on the License:	Noree Th	nai Bazaar Inc.		
Trade Name (DBA) as listed on the License: N/A					
Address of the Licensed Premises: 274 Grand Street					
City: New York, NY				Zip Code:	10002
Business Email Address:	noreethaibazaar@	gmail.con	n		
Post Office/Mailing Addre	ess (if different than premi	ises):			

1. CHECK ONE: Substantial Alteration Minor Alteration

2. List proposed alterations (describe all changes fully. If more space is needed, attach additional sheets):

First Floor Changes: 1. Add 1 counter table with 6 seats near the entrance 2. Enlarge the cashier table 3. Add third bar back fridge behind the L-shaped customer bar 4. Add one seat at customer bar 5. Remove 11 tables 6. Add 1 booth that seats 4 people; simultaneously remove 4 chairs 7. Add 1 booth that seats 4 people; simultaneously remove 4 chairs 8. Add 1 booth that seats 20 people; simultaneously remove 20 chairs	Second Floor Changes: 1. Add 1 booth that seats 6 people 2. Add 1 booth that seats 20 people 3. Add 1 booth that seats 8 people 4. Add 9 tables 5. Add one 14 feet rectangular customer bar 6. Add 8 seats at customer bar 7. Install 1 bathroom	
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3. Is space being added or eliminated from the licensed premises?

No space is being added or eliminated

3a. If added, provide size, location and use of space:

N/A

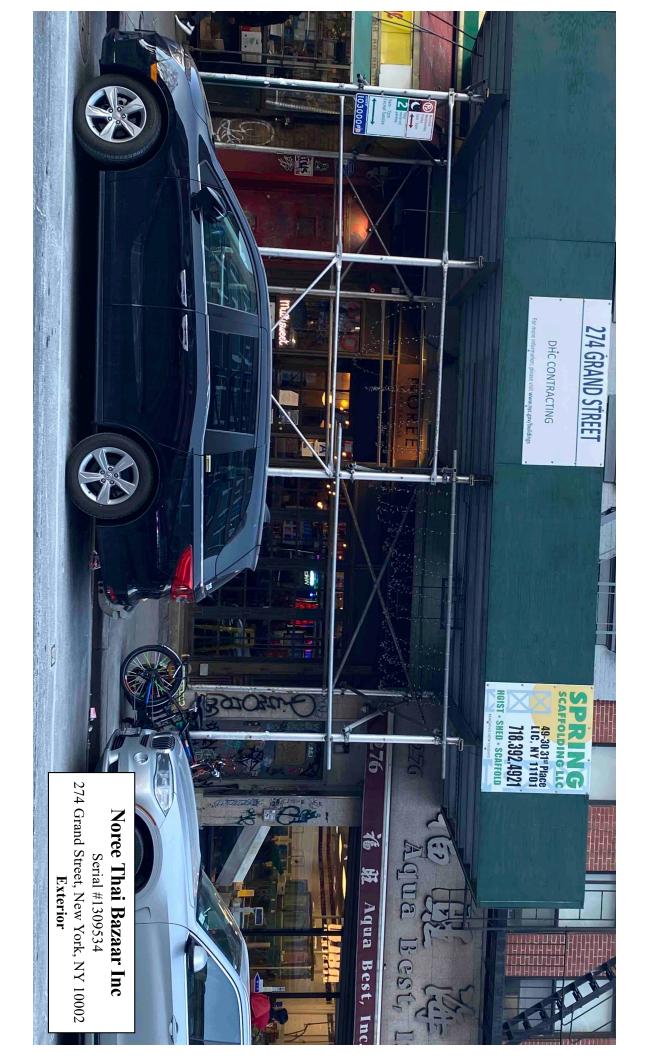
3b. If additional space is added, provide name of landlord and terms of lease, if applicable (a copy of an amended lease may be required):

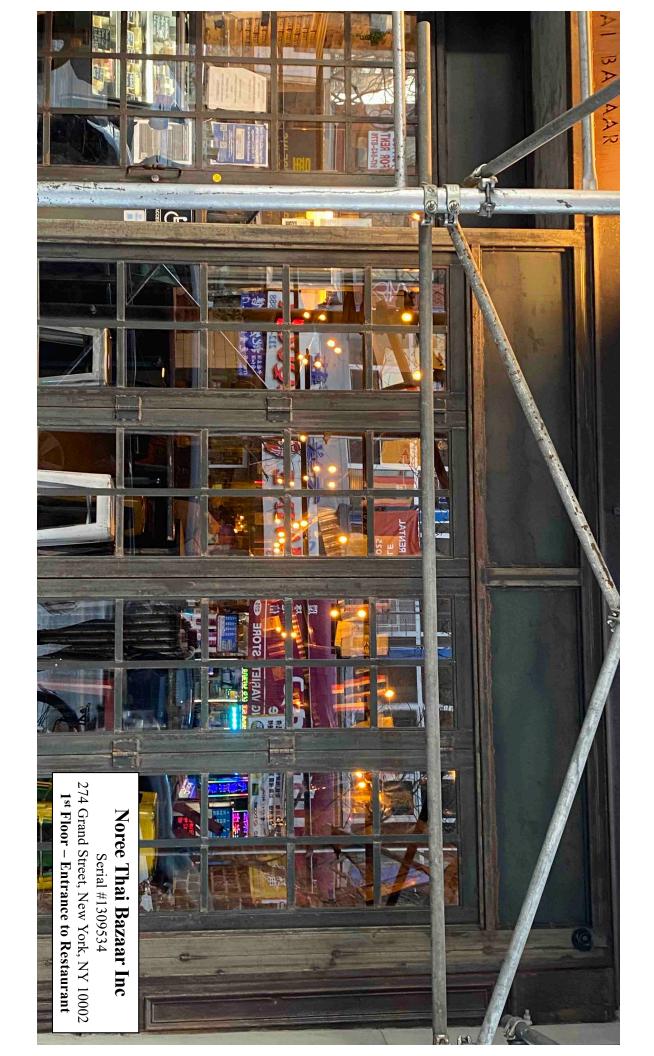
N/A

CURRENT AND PROPOSED PHOTOS

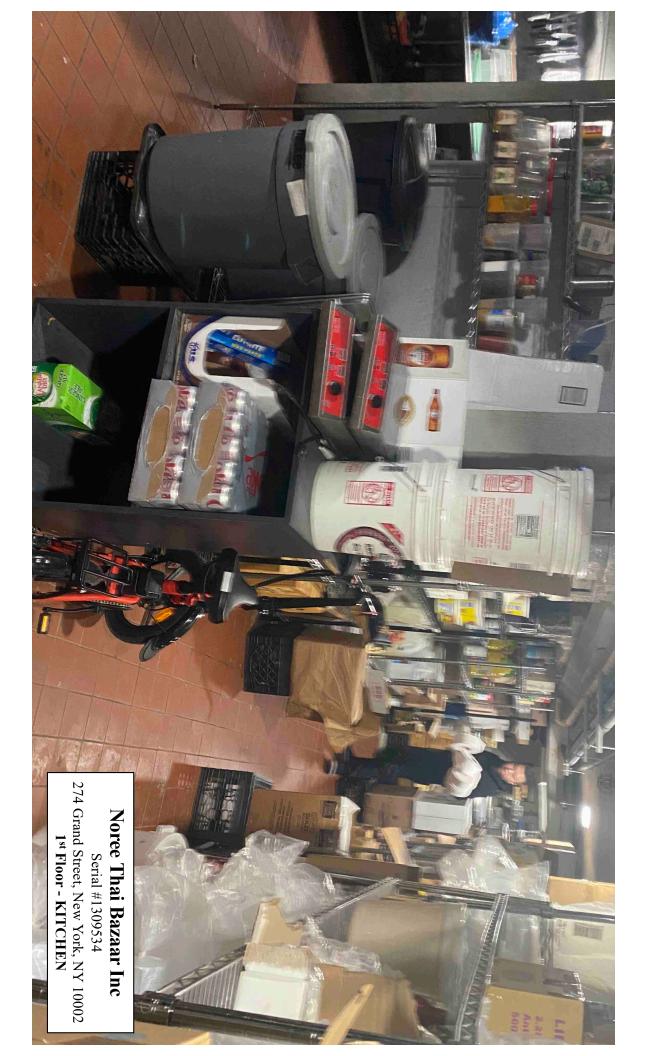
Noree Thai Bazaar Inc Serial #1309534

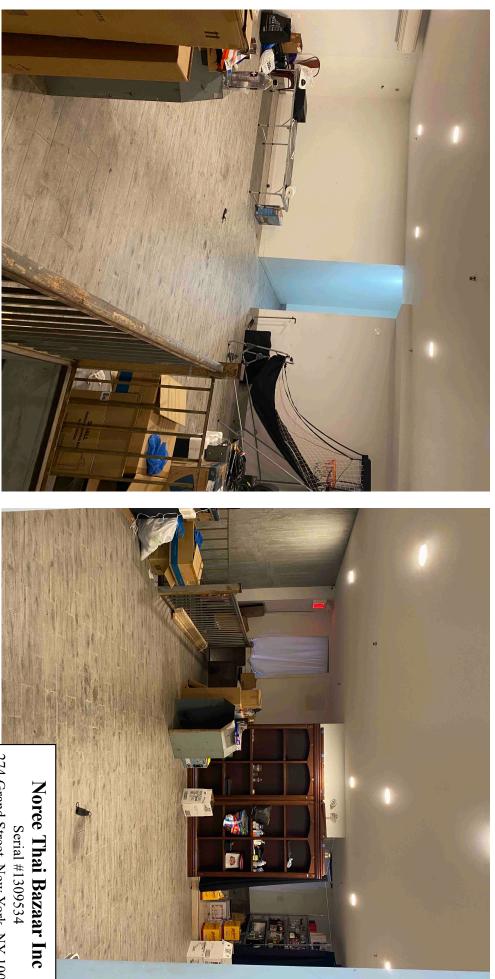
Serial #1309534 274 Grand Street, New York, NY 10002







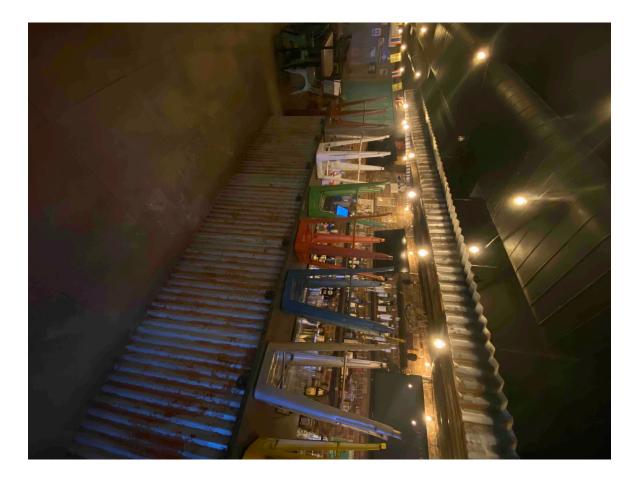




Noree Thai Bazaar Inc Serial #1309534 274 Grand Street, New York, NY 10002 2nd Floor – Proposed Alteration



Noree Thai Bazaar Inc Serial #1309534 274 Grand Street, New York, NY 10002 1st Floor – Existing Layout



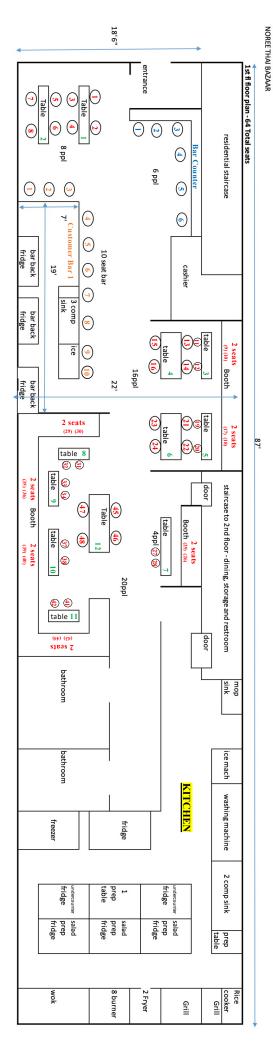
Noree Thai Bazaar Inc Serial #1309534 274 Grand Street, New York, NY 10002 1st Floor – Existing Layout

Detailed Diagrams of the Interior of Premises

NOREE THAI BAZAAR INC (Serial # 1309534)

274 GRAND ST, NEW YORK, NY 10002

Proposed First Floor Diagram



Total Table and Seat Count

 Number of Tables: 12
 Customer Bar on 1st Floor: 1

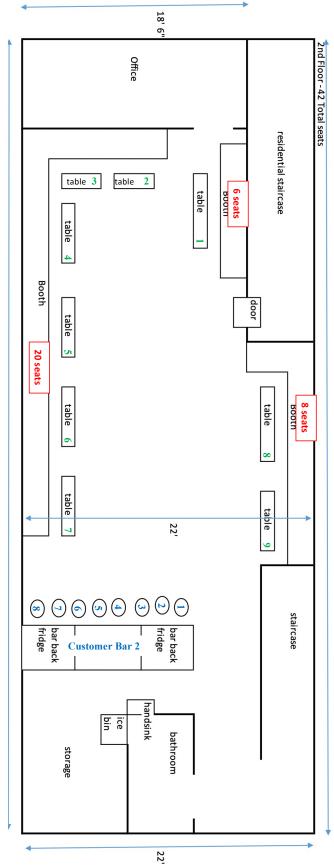
 Number of Seats at Tables: 48
 Number of Seats at Customer Bar: 10

Number of Seats at Counter: 6

Service Bar: 0

NOREE THAI BAZAAR INC (Serial # 1309534)

Proposed Second Floor Diagram 274 GRAND ST, NEW YORK, NY 10002



Total Table and Seat Count

Number of Tables: 9

Customer Bar on 1st Floor: 1

Number of Seats at Tables: 34

Service Bar: 0

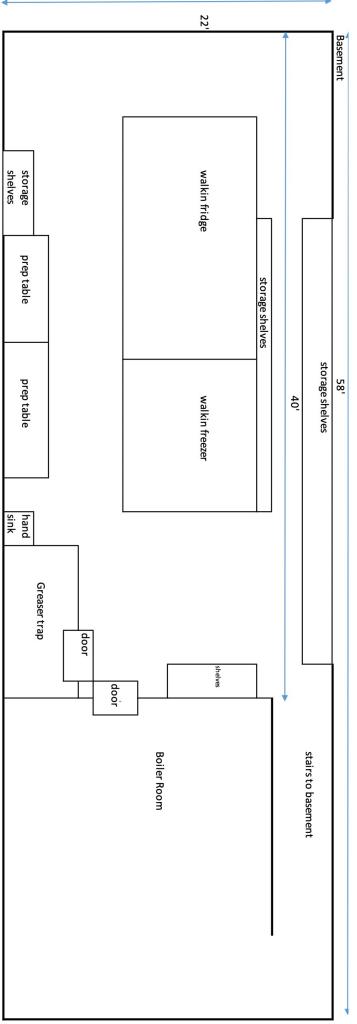
Number of Seats at Customer Bar: 8

Number of Seats at Counter: 0

NOREE THAI BAZAAR INC (Serial # 1309534)

274 GRAND ST, NEW YORK, NY 10002

Current Basement Diagram



Menu

Noree Thai Bazaar

Chef Specials

Ribeye Steak

Suea Rong Hai \$24.95 (10-15 minutes cooking time) Grill Ribeye Steak marinated with Thai herbs, serve with sticky rice, raw cabbage, cucumber and Thai spicy dipping sauce

Duck

Ped Tod \$21.95 Crispy Half duck choice of Thai tamarind sauce OR pineapple red curry serve with Thai jasmine rice

Whole Cornish Hen

Gai Yang \$23.95 (15-20 minutes cooking time) Grill Whole Cornish Hen marinated with Lemongrass, served with papaya salad, sticky rice and Thai spicy dipping sauce

Whole Fish

Pla Tod \$29.95 (15-20 minutes cooking time) Fried whole red snapper with Thai sweet chili Sauce OR spicy basil sauce serve with Thai jasmine rice

Seafood Fried Rice

Kao Pad Man Kung \$23.95

Mix Seafood; Shrimps, Calamari, and Mussels stir fry with house seafood sauce, egg, sweet pea, carrot and Thai jasmine rice

Crab/ Lobster Meat Fried Rice

Kao Pad Pu (Crab) \$19.95 Lobster \$24.95 Jumbo lump crab/ lobster meat stir fry with eggs, scallion and Thai jasmine rice

Crispy Curry Noodle

Khao Soi \$16.95 for chicken, pork, tofu or veggies \$18.95 for beef shrimp \$23.95 for Lobster Crispy egg noodle w/spicy yellow curry, scallion, red onions, bean sprouts and pickle mustard greens

Crispy pork belly w/Asian broccoli

Ka na moo krob \$16.95 Sautéed crispy pork belly with Asian broccoli in garlic oyster sauce serve with Thai jasmine rice

Noree Thai Bazaan

SKEWERS minimum 3 skewers per section

Spicy Cumin Marinade (Packed with flavor no dipping sauce) Chicken \$2.50 Pork \$2.50 Shrimp(3 Pcs.) \$3.75

Thai Satay

w/Peanut Sauce Chicken \$2.50 Pork \$2.50 Shrimp(3 Pcs.) \$3.75

Lemongrass Marinade

w/Jaew Sauce Chicken \$2.50 Pork \$2.50 Shrimp(3 Pcs.) \$3.75

Seafood

w/Spicy Garlic Sauce Squid \$2.50 (tube and tentacle) Prawn \$2.25 (1 Pcs. Head on/Skin on)

Vegetables

Soy Lemongrass Glazed King Oyster Mushroom \$2.00 Brussels Sprouts \$2.00 Okra \$2.00 Asian Eggplant \$2.00

SMALL PLATES

Thai Wings 6 PCS \$10.95 Bone-in or Boneless -15 minutes cooking time-Fried wings tossed in caramelized fish sauce and garlic (Classic or Spicy)

Wok Tossed Edamame \$7.95 Lightly tossed on the wok for a smoky finish Classic or Spicy

Heavenly Pork \$8.95 Fried sweet coriander marinated pork

Popcorn Shrimp \$11.95 Milk batter deep fried shrimp served with tom yum aioli

Fried Calamari \$11.95 Deep fried calamari served with tom yum aioli

Chicken Bites \$8.95 Fried marinated chicken dark meat served with Thai sweet chili sauce

Thai Chicken Sliders \$11.95 Crispy Chicken Breast topped of with pickled papaya salad and tom yum ailoli (Classic or Spicy)

> Steamed Mussels \$12.95 Steamed mussels in coconut lemongrass broth

Fried Chive Cake \$7.95 Fried garlic chive cake stick with garlic-soy sauce

Peel N Eat Prawn \$11.95 Tom yum flavor head on/skin on prawns, Enjoy! -Mild spicy-

Kaffir Lime Fries \$6.95 Kaffir lime seasoning French fries with tom yum aice

Fried Frog legs tossed in caramelized fish sauce and garlic (Classic or Spicy)

Crispy pork belly \$12.95 -15 minutes cooking time-Tender pork belly with crispy skin, serves with Jaew sauce

> Tom Yum Chicharrone \$6.95 Crispy Pork Skin with tom yum seasoning

Spicy Green Curry Lobster Roll \$19.95 Lobster tossed in spicy Green, Curry. Served w/ side of Kaffir Lime Fries and Tom Yum Aioli

Visit us at www.noreethaibazaar.com or Tel : (646)864-0338

Noree Thai Bazaar

SALADS

Papaya Salad \$8.95 Central Thai style green papaya salad with spicy chili lime dressing, grape tomato, green bean and crushed roasted peanut -Mild-

Crispy Duck Salad\$12.95 Crispy boneless duck, cashew nuts, pineapple chunks, shallot, scallion, tomato and spicy lime vinaigrette -Mild spicy-

Spricy Seafood Salad \$13.95 Shrimp, calamari, mussels , carrot, shallot, scallion, tomato and spicy chill garlic paste-Mild spicy-

Spicy Thai Pork Salad(Larb) \$9.95 Minced pork salad with shallot, lime juice, dried chili powder, fish sauce, roasted rice powder, scallion and cilantro-Mild spicy-

SOUPS

Tom Yum Soup -Spicy and sour lemongrass soup-Mild spicy-Chicken \$5.50 Shrimp \$6.00

Tom Kha Soup Creamy coconut lemongrass soup Chicken \$6.50 Shrimp \$7.00

+\$1 for Brown Sugar Crystal Boba

Thai Ice Tea \$3.50 Thai Ice Coffee \$3.50 Coconut juice \$4.50 All Soda \$2.50 Orange Juice \$3.50 Pineapple Juice \$3.50 Cranberry Juice \$3.50 Passion fruit juice \$3.50 Pears Juice \$3.50 Grapefruit juice \$3.50 Pomegranate Juice \$5.00

ENTRÉE

\$12.95 for Chicken, Pork, Tofu, or Veggies \$14.95 for Beef or shrimp \$15.95 for Crispy pork belly \$19.95 for Lobster Extra: Chicken, Pork, Tofu, or Veggies for \$3.00 Crispy pork belly, Beef or Shrimp(4Pcs) for \$4.00

NOODLE

Pad Thai Stir fry thin fresh rice noodle, egg, bean sprouts, scallion and ground peanut

Pad See Ew Stir fry flat rice noodle with house special brown sauce, egg and Asian broccoli

Pad Kee Mao Stir fry flat rice noodle with chili garlic sauce, egg, onion, bell pepper, baby corn - Spicy-

FRIED RICE

Thai Fried Rice Stir fry Thai Jasmine rice with egg, onion, carrot and grape tomato and Chinese Broccoli

Spicy Basil Fried Rice Stir fry Thai Jasmine rice with chili garlic sauce, onion, bell pepper and basil-spicy-

Pineapple Fried Rice Stir fry Thai Jasmine rice with aromatic spiced curry, pineapple chunk, egg, onion, cashew nuts, and grape tomato

CURRY

Served with Thai jasmine rice Red Curry

Thai coconut red curry, bamboo shoot, eggplant, bell pepper and basil-Mild spicy-

Green Curry Thai coconut green curry, bamboo shoot, eggplant, bell pepper and basil-Mild spicy-

Massaman Curry Thai coconut massaman curry, potato, onion and roasted peanut -Not spicy, Slightly sweet-

SAUTEED

Served with Thai Jasmine rice

Spicy Basil Sauce

Sautéed chili garlic sauce, onion, bell pepper, baby corn, basil leaves- spicy-

Sweet & Sour Sauce

Sautéed house special tomato sauce , onion, grape tomato, bell pepper, carrot and pineapple chunk

Garlic Sauce Sautéed garlic sauce, onion, carrot and broccoli

Sautéed Spicy Asian Eggplant

Sautéed Asian eggplant in Chili-garlic sauce, sweet chili paste, bell pepper and basil leaves

Visit us at www.noreethaibazaar.com or Tel : (646)864-0338

Resumes

Andy Lau

EXPERIENCE	
10/18-present	 NOREE THAI BAZAAR, NEW YORK, NY Owner/Manager Build a new location from design concept to a fully functioning restaurant Manage operations of a full service restaurant with 14 employees Create innovative marketing campaign to increase revenue by over 30% Streamline labor process to reduce labor hours by 15%
01/10-01/18	 BONCHON CHICKEN RESTAURANT & BAR, FINANCIAL DISTRICT NY Owner/Manager Started a business from the ground up and grew the business to two million dollars in annual sales – ranked in the top three franchises in the New York and New Jersey area Manage all financial aspects of the restaurant, create internal budget/forecast and income statement analysis Network in local community to increase restaurant profile and restaurant brand Manage a group of 20 employees specializing in all operations of the restaurant
6/06-11/09	 SWISSRE FINANCIAL PRODUCTS, New York, NY Senior Associate, Product Controller Report daily P&L for the Structured Product, Convertible Arbitrage, Index Arbitrage and Equity Long/Short Desk. Reconciliation of all P&L activities including valuation of positions, cash balances and funding between front office and back office systems. 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 Senior Analyst, Product Controller Report the daily profit and loss statement for the Structured Product, Convertible Arbitrage and Equity Volatility Arbitrage businesses. Product mix included; listed and OTC options, convertible bonds, futures, swaps and equities Verify price and position differences between front office and back office. Provide trading desk with foreign balance exposures to ensure proper hedging. Created controls on new products and strategies
2/99-2/04	 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 in the consolidation 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).
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
SKILLS	Microsoft Office, Excel, Access, PowerPoint, Word, Bloomberg, Murex