



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**

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

**The following items and questionnaire package are due by date listed in email invite:**

- ☒ 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.

**The following items are due by noon Friday before the meeting:**

- ☐ 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:  
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>  
(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: 7/5/2022

Is location currently licensed? ☐ Yes ☒ No    Type of license: n/a

If alteration, describe nature of alteration: Interior cosmetics, new flooring, kitchen equipment, restaurant equipment and face lift to the existing exterior and interior. No increase in square footage.

Previous or current use of the location: Restaurant

Corporation and trade name of current license: n/a

**APPLICANT:**

Premise address: 150 E 14th ST. New York NY 10003

Cross streets: 3rd Ave

Name of applicant and all principals: Gen Manhattan NYU, L.P.

DJK Revocable Living Trust by David Kim, DKAN Family Trust by Don Kim, Lauren Wang Family Trust by Lauren Wang, Manzanarez-Melendez Family Trust by Jose Manzanarez

Trade name (DBA): Gen Korean BBQ House

**PREMISE:**

Type of building and number of floors: Retail, 2 floors, basement (storage) and Ground floor (Restaurant)

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

☐ Yes ☒ No What is maximum NUMBER of people permitted 174

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): C6-2A

**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) Monday-Sunday 10:00am-4:00am Daily

No outdoor seating

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☐ Yes ☒ No

If yes, please describe what type: n/a

Number of indoor tables? 46 Total number of indoor seats? 159

How many stand-up bars/bar seats are located on the premise (number, length, and location) 0

(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? ☒ Yes ☐ No If yes, describe type of food and submit a menu Korean Food

What are the hours the kitchen will be open? 10:00am-4:00am

Will a manager or principal always be on site? ☒ Yes ☐ No If yes, which? Manager(s)

How many employees will there be? 100

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

Will there be TVs/monitors? ☒ Yes ☐ No (If Yes, how many?) 2

Will premise have music? ☒ Yes ☐ No

If Yes, what type of music? ☐ Live musician ☒ DJs ☒ Streaming services/playlists

If other type, please describe n/a

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: speakers with no amp, playing quiet background music

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.") There will be an employee assigned to manage vehicular traffic and crowds on the sidewalk.

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. Employees will make sure noise levels do not reach a level to disrupt our neighbors, there is no outside dining.

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: n/a

Address: n/a Community Board # n/a

Dates of operation: n/a

Has any principal had work experience similar to the proposed business? ☒ 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 n/a

\_\_\_\_\_  
\_\_\_\_\_

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 **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? 9

How many On-Premise (OP) liquor licenses are within 500 feet? 11

Is the premise within 200 feet on the same street 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, 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; do not plan to negotiate at the meeting.***

1. My license type is: ☐ beer & cider ☒ wine, beer & cider ☐ liquor, wine, beer & cider
2. ☒ I will operate a full-service restaurant, specifically a (type of restaurant)  
Korean restaurant, or  
☐ I will operate a \_\_\_\_\_,  
☒ with a kitchen open and serving food during all hours of operation OR ☐ with less than a full-service kitchen but serving food during all hours of operation OR ☐ Other  
\_\_\_\_\_
3. My hours of operation will be:  
Mon 10:00am-4:00am; Tue 10:00am-4:00am; Wed 10:00am-4:00am;  
Thu 10:00am-4:00am; Fri 10:00am-4:00am; Sat 10:00am-4:00am;  
Sun 10:00am-4:00am. (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  
☐ My sidewalk café hours or other outside hours (including Open Restaurants) will be  
n/a
5. ☐ I will employ a doorman/security personnel: n/a
6. ☐ I will install soundproofing, n/a

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.
8. I will not have ☒ DJs, ☒ live music, ☒ third-party promoted events, ☒ any event at which a cover fee is charged, ☒ scheduled performances, ☒ more than n/a DJs per n/a, ☒ more than n/a private parties per n/a
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 11:00pm.
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: Joseph Sue & Jose Manzanarez

Phone Number: Joseph Sue: (714) 875-5579, Jose Manzanarez: (909) 376-3135



DAVID KIM  
11480 South Street #205  
Cerritos CA 90703

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David Kim is the managing member of Gen Restaurant Management, LLC, the management and operations headquarters for Gen Korean BBQ House, with locations in California, Hawaii, and Texas. Each Gen Korean BBQ House location operates a full-service, “All You Can Eat”, sit down restaurant dining experience, operating with 18 current locations and 6 locations opening in the near future. Mr. Kim has had the responsibility with holding full alcohol or beer and wine licenses and mixed beverage licenses at each and every location.

Prior to Mr. Kim’s operations of Gen Korean BBQ House, Mr. Kim was formerly the Chief Executive Officer of Baja Fresh Enterprises, La Salsa, Inc., and President of Caliber Capital Group, an equity market investment group specializing in acquiring distressed companies encompassing the fields of retail, distribution, aviation, medical, insurance, finance, sustainable energy, technology in the storage archive sector, and real estate development specializing in the acquisition, renovation, building and liquidation of single-family residences.

In November 2006, Caliber Capital Group, led by David Kim, acquired Baja Fresh from Wendy’s International, Inc. This acquisition, in which he assisted with deal structure, consisted of all company and franchise owned operations. Under his leadership Baja Fresh returned to profitability and posted positive performance in 2006, 2007, and 2008. In July of 2007, he successfully completed the acquisition of the La Salsa, Inc. corporate and franchise locations from Carl Karcher Enterprises, further advancing the strategic growth and development of the fast casual Mexican market.

In 2004, David formed CinnaWorks, LLC, and as managing member acquired Cinnabon bakeries and profitably expanded the business nationally. In 2002, David acquired Sweet Factory, an innovative retail candy concept. As managing member of Sweet Candy, LLC, David returned the candy company to a positive cash flow position. He is responsible for franchise marketing and development, and has successfully franchised numerous locations. Complementing the retail candy company acquisition, Mr. Kim organized the operation of Candyworks/Signature Distribution, the major supplier for Sweet Factory stores.

In 1994, David founded Golden Den Corp and RD Restaurant Group, Inc. and expanded the company to encompass Denny’s, Carl’s Jr., Golden Corral, and Pick-Up Stix. His retail companies have hired over 10,000 employees and were the largest Korean-American owned retailer in the country.

In addition to David’s entrepreneurial accomplishments, he has established the Kim Family Foundation which actively supports several charitable causes. As a staunch advocate of scholastic achievement and encouraging today’s youth to be tomorrow’s leaders, David has been invited to speak at numerous events recognizing outstanding achievement in young adults.

David Kim has been married for 27 years, has three children, and lives in Southern California.



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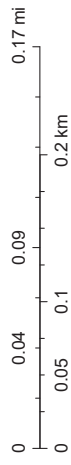


This map shows Union Square in New York City, with a circular area of interest centered on the square. The map includes street names, landmarks like Union Square Park and Stuyvesant Square, and numerous green icons representing various points of interest or data points within the area.

☐ Cities and Towns  
☐ SLA Zones  
☐ NYC Police Precincts

On Premises Beer  
NYC Community Boards  
Manhattan

1:4,514



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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.

#### Proximity Report For:

Location	<b>150 E 14th St, New York, New York, 10003</b>
Geocode	<b>Latitude: 40.73332 longitude: -73.98763</b>
Report Generated On	<b>4/11/2022</b>

#### 8 Closest Liquor Stores

Name	Address	Distance
TRADER JOES EAST INC Ser #: 1161266	138 E 14TH ST IRVING PLACE & 3RD AVENUE NEW YORK, NY 10003	246 ft
M J K LIQUORS INC. Ser #: 1108514	161 3RD AVENUE 15TH STREET & 16TH STREET NEW YORK, NY 10003	555 ft
33 UNION SQUARE WEST INC Ser #: 1023536	140 4TH AVE NEW YORK, NY 10003	642 ft
IWM HOLDINGS LLC Ser #: 1213635	108 E 16TH STREET IRVING PLACE & UNION SQ EAST NEW YORK, NY 10003	919 ft
TASTE WINE LLC Ser #: 1282743	50 3RD AVE NEW YORK, NY 10003	951 ft
MIAT LIQUORS INC Ser #: 1023526	166 2ND AVE NEW YORK, NY 10003	1,226 ft
GRAMERCY WINE CELLARS INC Ser #: 1156238	236 3RD AVENUE 19TH & 20TH STREETS NEW YORK, NY 10003	1,489 ft
CARMAD INC Ser #: 1023546	224 226 1ST AVE NEW YORK, NY 10009	1,599 ft

#### Schools within 500 feet

Name	Address	Distance
No Schools within 500 feet		

#### Churches within 500 feet

Name	Distance
Christ Lutheran Church	498 ft

#### Pending On Premises Liquor Licenses within 750 feet

Name	Address	Distance
BARS AND EVENTS 14TH STREET LLC Ser #: 1340201	124 E 14TH ST SPACE 111 NEW YORK, NY 10003	269 ft



**Active On Premises Liquor Licenses within 750 feet**

<b>Name</b>	<b>Address</b>	<b>Distance</b>
EAST COUNTY LOU TH INC Ser #: 1239837	103 3RD AVENUE NEW YORK, NY 10003	247 ft
K H T ENTERPRISES INC Ser #: 1183615	222 EAST 14TH STREET NEW YORK, NY 10003	288 ft
TWO GUIZE LLC TEXAS COOKIN' LLC Ser #: 1276520	102 3RD AVE NEW YORK, NY 10003	308 ft
106 3RD AVE NYC INC Ser #: 1266945	106 3RD AVE AKA 145 E 13TH ST NEW YORK, NY 10003	353 ft
LONGFORD INC Ser #: 1024286	98 3RD AVE NEW YORK, NY 10003	353 ft
SOOTHR LIMITED Ser #: 1324695	204 E 13TH ST NEW YORK, NY 10003	367 ft
243 E 14TH CAFE INC Ser #: 1269715	243 E 14TH ST NEW YORK, NY 10003	425 ft
CHIPOTLE MEXICAN GRILL OF COLORADO LLC Ser #: 1229458	117 E 14TH STREET IRVING PLACE AND 4TH AVENUE NEW YORK, NY 10003	436 ft
129 EAST 15TH BAR CORP Ser #: 1024419	129 E 15TH ST NEW YORK, NY 10003	470 ft
HAN DYNASTY NYU CORP Ser #: 1287485	90 3RD AVE NEW YORK, NY 10003	475 ft
SHADES OF GREEN LLC Ser #: 1024418	125 E 15TH STREET NEW YORK, NY 10003	502 ft
JINX PROOF II LLC Ser #: 1305108	231 E 14TH ST NEW YORK, NY 10003	533 ft
EBFRU LLC Ser #: 1265237	119 E 15TH ST AKA 15 IRVING PLACE NY NY NEW YORK, NY 10003	558 ft
CUS MF POWERHOUSE LLC Ser #: 1332873	233 E 14TH ST NEW YORK, NY 10003	559 ft
127 FOURTH AVENUE RESTAURANT LLC Ser #: 1334548	127 4TH AVE NEW YORK, NY 10003	585 ft
DLS EVENTS LLC Ser #: 1315559	17 IRVING PL NEW YORK, NY 10003	607 ft
FACILITY CONCESSION SERVICES INC Ser #: 1302162	119 125 E 11TH ST NEW YORK, NY 10003	699 ft
NBLA173 LLC Ser #: 1325920	173 3RD AVE NEW YORK, NY 10003	724 ft