



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](http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml)
- 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       N/A  
 upgrade (change of class) of an existing liquor license

Today's Date: 10/24/2019

**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: Not Alteration/ New License

Previous or current use of the location: Prior use was a food establishment (Pizza)

Corporation and trade name of current license: Premises is vacant and not licensed by SLA

**APPLICANT:**

Premise address: 204 East 13 Street, New York, N.Y. 10003

Cross streets: 13 Street between 2nd and 3rd Avenues

Name of applicant and all principals: Soothr Limited

Principal: Chidensee Watthanawongwat

Trade name (DBA): Soothr

**PREMISE:**

Type of building and number of floors: Mixed commercial/residential - 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? 74 persons

**See NYC D.O.B. Letter of No Objection**

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):  
C6-1

**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: \_\_\_\_\_

What are the proposed days/hours of operation? (Specify days and hours each day and hours of  
outdoor space) Sunday 10:30am -11pm, Mon-Thurs 11:30am - 11pm, Friday 11:30am-12am, Sat 10:30am-12am

Number of tables? 20 Total number of seats? 43

How many stand-up bars/ bar seats are located on the premise? 1 stand up bar with 9 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): L shaped bar in front dining room L 4'2" x W 12'6" x D 1'7"

Does premise have a full kitchen  Yes  No? **Under construction**

Does it have a food preparation area?  Yes  No (If any, show on diagram) **Under construction**

Is food available for sale?  Yes  No If yes, describe type of food and submit a menu

Thai Food

What are the hours kitchen will be open? Sunday through Saturday

Will a manager or principal always be on site?  Yes  No If yes, which? self-managed by principal

How many employees will there be? 6

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

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  Types/CDs/iPod

If other type, please describe \_\_\_\_\_

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

Please describe your sound system: ipod

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.")  
**We will have a family style restaurant. It is not an event space. There is public transportation .**

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 sound proofing installed?  Yes  No      Premises under construction  
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: \_\_\_\_\_

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume. **See attached resume of Chidensee Watthanawongwat**

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business \_\_\_\_\_

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? 6

How many On-Premise (OP) liquor licenses are within 500 feet? 8 (See Proximity Report)

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 \_\_\_\_\_, 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.

# Chidensee Watthanawongwat.

Over ten years front of house experience in the New York City restaurant industry.

**Hakkasan NY** - 311 W43st NY NY  
2019-present - Server

**Gyu Kaku** - 321 W.44 NY NY  
2015-present Server

**Bar Masa** -10 Columbus Cir NY NY  
2016-2017 - Server

**Ippudo** - 65 4th Ave NY NY  
2015-2016 - Server

**Obao** -647 9ave NY NY  
-222 E53st NY NY  
2013-2015 -Server/manager



Melanie La Rocca  
Commissioner

John Raine, RA  
Dep. Borough Commissioner  
[jraine@buildings.nyc.gov](mailto:jraine@buildings.nyc.gov)

280 Broadway, 3rd Fl.  
New York, NY 10007  
[www.nyc.gov/buildings](http://www.nyc.gov/buildings)  
212-393-2019 Tel  
646-500-6170 Fax

**August 23, 2019**

Dana E. Christian, Director  
Licensing Issuance Division  
New York State Liquor Authority  
317 Lenox Avenue, 4th floor  
New York, NY 10027

**Re: 204 East 13<sup>th</sup> Street  
BLOCK: 468 LOT: 11  
ZONING DISTRICT: C6-1  
Manhattan**

To Whom It May Concern:

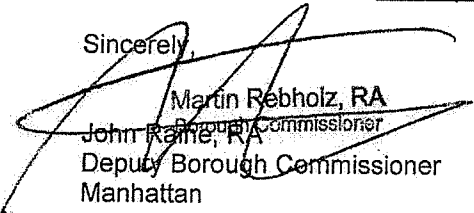
This is in response to your request dated **August 23, 2019** for a Letter of No Objection for **204 East 13<sup>th</sup> Street**, for an **Eating and Drinking Establishment, Use Group 6**. Department Records indicates **Store, Use Group 6** as the use on the **First, (1<sup>st</sup>) floor**.

The Department has **No Objection** to an **Eating and Drinking Establishment, Use Group 6**, on the **First, (1<sup>st</sup>) floor**, for **less than 75 persons**, at the above referenced premises.

If this building is hereafter altered or its use changes, an application for such alteration work or change of use must be filed and a certificate of occupancy shall be issued pursuant to Article 22 of Sub-Chapter 1 of the Administrative Code of the City of New York.

Please contact me if you have any additional questions or concerns regarding this matter. For more specific property information, please visit the "Building Information System" on our web site: [www.nyc.gov/buildings](http://www.nyc.gov/buildings).

Sincerely,

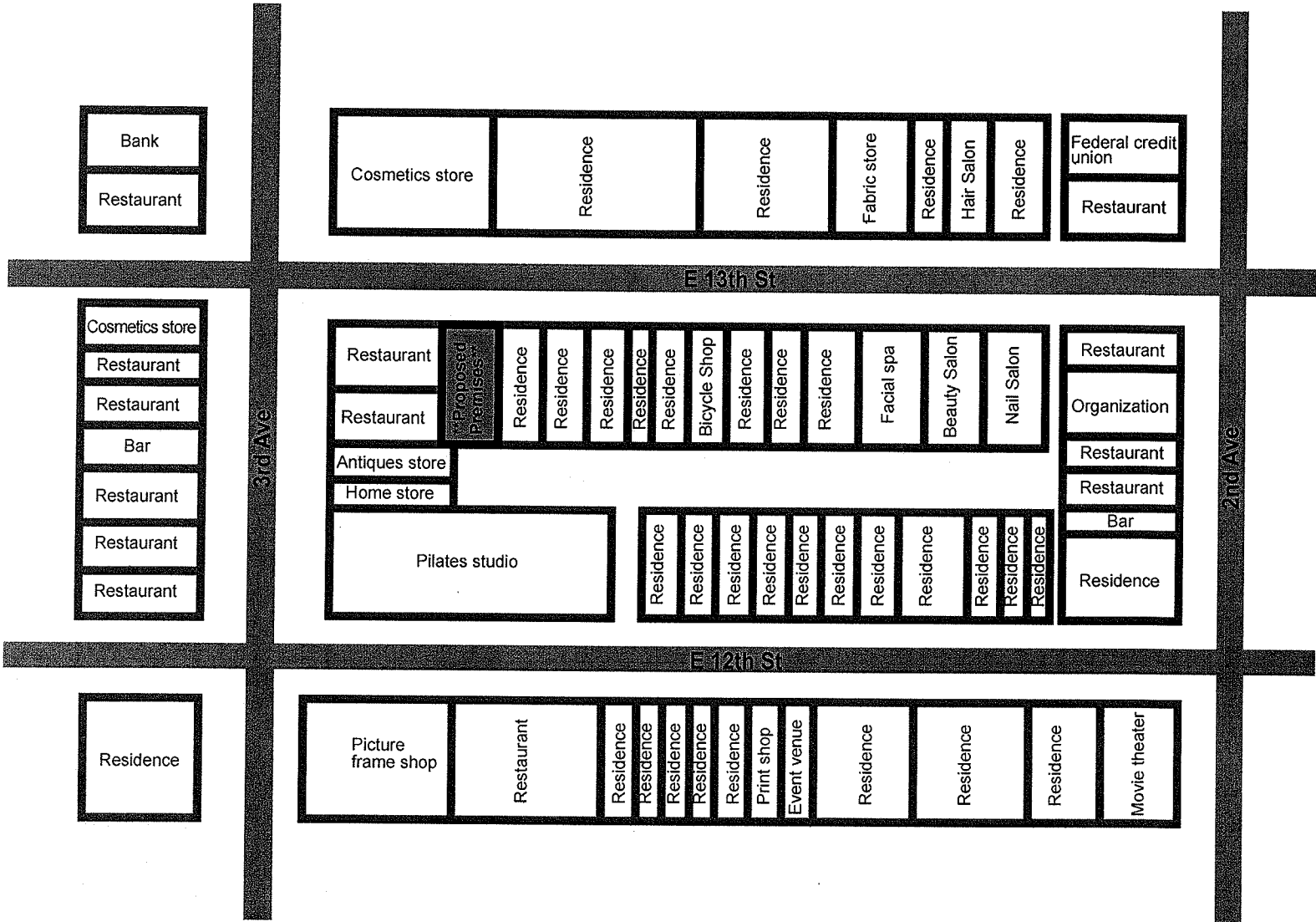
  
Martin Rebholz, RA  
John Raine, RA  
Deputy Borough Commissioner  
Manhattan

JR/krm

Cc: Martin Rebholz, R.A., Borough Commissioner  
Martin Rebholz, Reviewer  
Premises File  
LNO Files

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

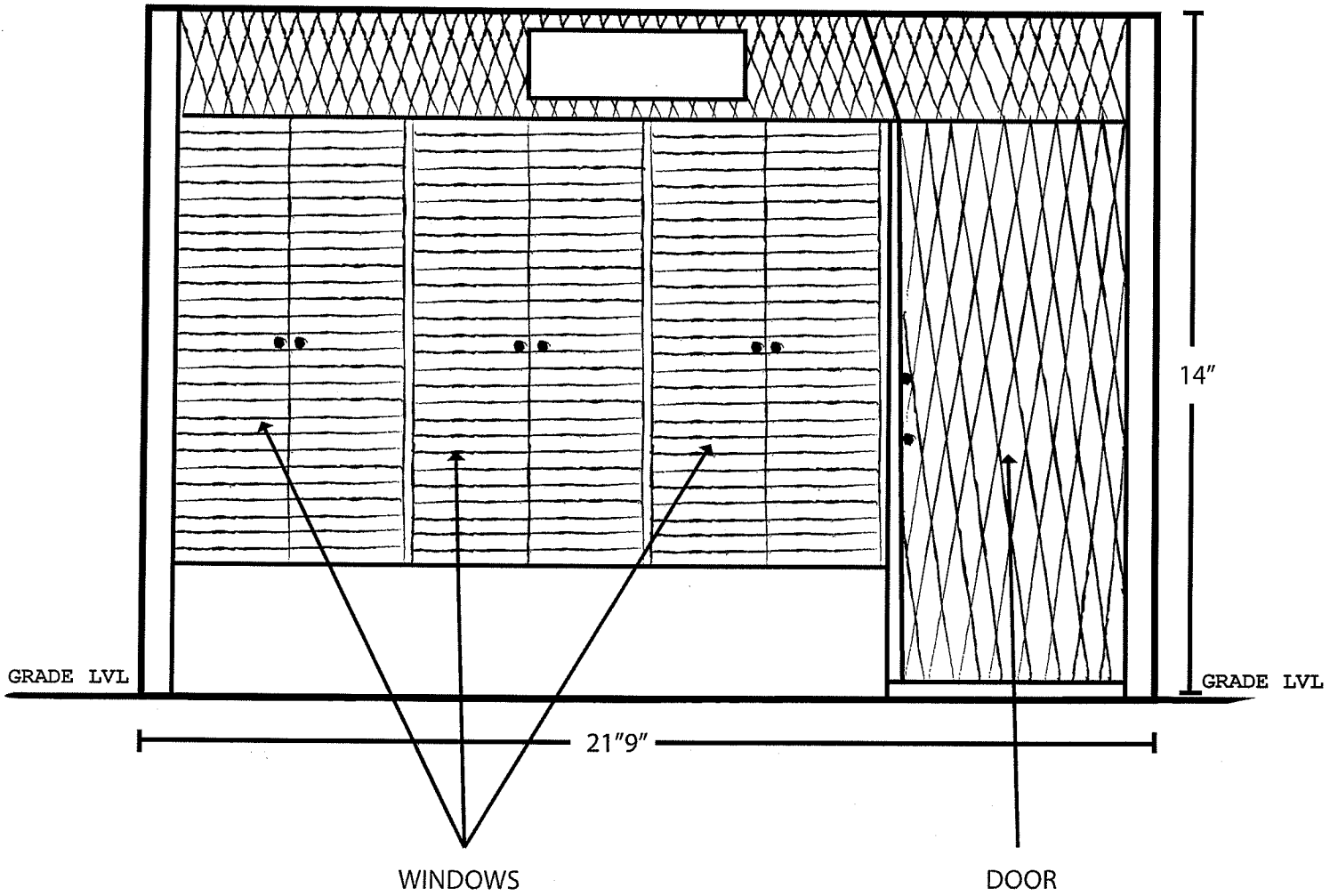
## EXAMPLE OF A BLOCK PLOT DIARAM (City/Town)



Name: Soothr Limited  
 DBA: Soothr  
 Address: 204 East 13th St  
 Manhattan, NY 10003

SOOTHR LIMITED d/b/a Soothr 204 East 13 Street, New York, N.Y. 10003

# FRONT ELEVATION DIAGRAM

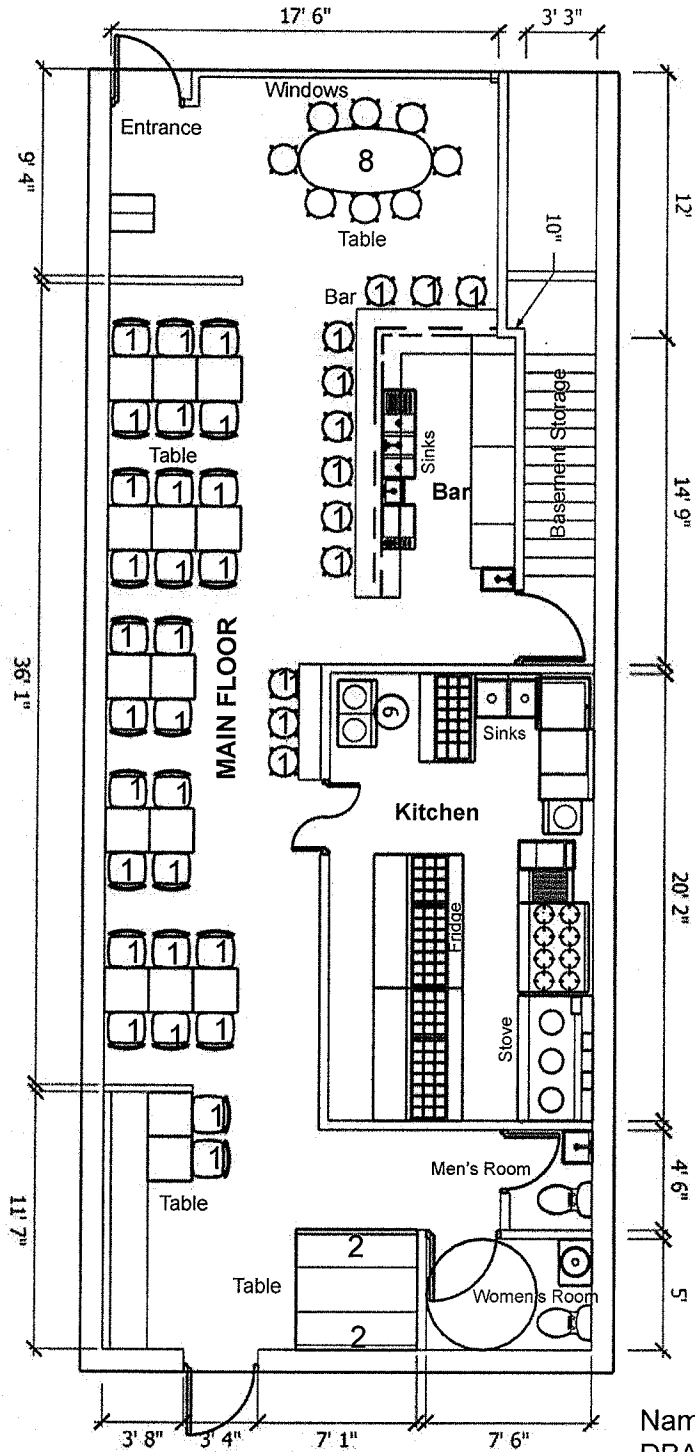




OFFICE USE ONLY

○ Original      ○ Amended      Date \_\_\_\_\_

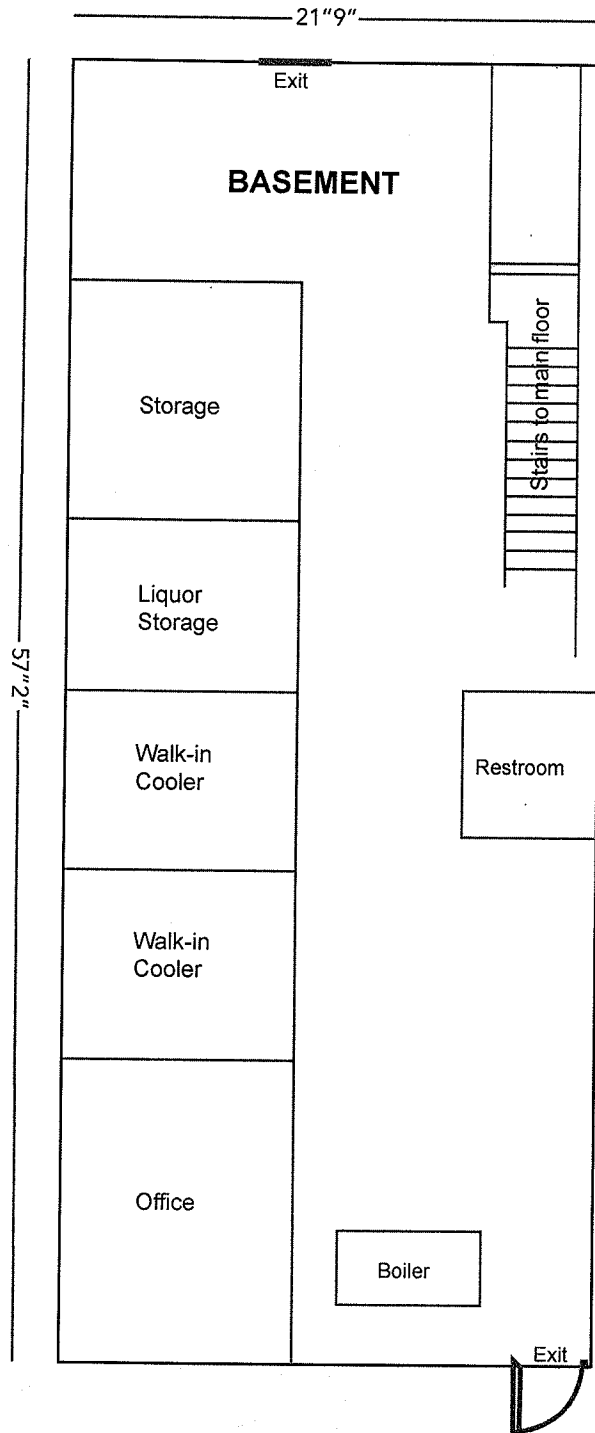
### EXAMPLE OF INTERIOR (GROUND FLOOR)



Name: Soothr Limited  
DBA: Soothr Limited  
Address: 204 East 13th St  
Manhattan, NY 10003

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

### EXAMPLE OF INTERIOR (BASEMENT)



Name: Soothr Limited  
DBA: Soothr  
Address: 204 East 13th St  
Manhattan, NY 10003

**SOOTHR LIMITED d/b/a SOOTHR 204 East 13 Street, NY, NY  
10003**

### **Appetizers**

**Kra Tong Thong**

Minced chicken with corn, carrots, peas, onion, served in a limestone tartlets.

**Mar Hor**

Minced pork, peanuts, served with pineapple.

**Kao Tang Na Tung (Crab-coconut dipping)**

Crab meat, shallots, coconut milk, lemon grass, kiffir lime leaves, served with crispy rice cracker.

**Lar-Tieng**

Minced shrimp and chicken, onion, garlic and peanuts wrapped with egg net

**Goong Ga Bounng**

Deep fried minced shrimp seasoned with white pepper and spreaded in a spring roll sheets served with plum sauce

**Mee Grob**

Crispy angel hair noodle, shrimp, omelette, fried shallots and bean sprouts.

**Mee Ga-thee**

Angel hair noodles, minced shrimp and tofu in a coconut tamarind sauce.

**Mieng Kum (Leaf-wrapped bite-size)**

Diced ginger, lime, red onion, peanuts, dried-shrimp, roasted coconut flake served, with betel leaves and caramelized sugar coconut dipping (seasonal)

### **Salads**

**Yum Hua-Phee (Banana Blossom Salad)**

Banana blossom, shrimp, shredded chicken and chili jam, topped, with soft-boiled egg.

**Yum Yai (Thai Medley Salad)**

Shrimp, pork, chicken, Chinese sausage, tomatoes and cucumber, with chili-lime dressing and topped with soft-boiled egg.

**Yum Pla Duke Foo (Crispy Catfish Salad)**

Crispy catfish, shredded mango, cashew nuts and red onion, with chili-lime dressing.

**Yum Ma-Kua Yao (Grilled Eggplant Salad)**

Grilled eggplant, shrimp, minced pork, red onion and soft-boiled egg, with chili-lime dressing.

**Shrang-Wa-Goong (Grilled Shrimp Salad)**

Grilled prawn, red onion, ginger, lemongrass and kiffir lime leaves, served with caramelized pork belly.

## **Noodles**

Choice of meats: Chicken, pork, beef, shrimp, squid, crispy duck, assorted vegetables, tofu, mock duck

**Pad Thai**

Rice noodles, bean sprouts, scallions, red onion, bean curd, egg and peanuts.

**Pad Se-ew**

Broad noodles, Chinese broccoli and egg with thick soy sauce.

**\* Kea mao**

Broad noodles, chili, onion, bell pepper, egg and basil leaves.

**Suki Yaki**

Glass noodles, napa cabbage, Chinese celery, egg and Suki sauce.

## **Entrée**

\* Kha Nom Jeen Nam Prig  
Vermicelli noodles, minced shrimp, fried shrimp, assorted fried and steamed vegetables, and soft-boiled egg in coconut sauce.

Kha Nom Boung Youen (Stuffed Mix Seafoods Crispy Egg Crepe)  
Shrimp, scallops, squid, mussels, peanuts, bean spouts, served with cucumber relish

\* Moo Cha Moug  
Braised pork belly, curry paste, and Chinese broccoli.

\* Kang Run Juan  
Jarret beef, lemongrass, galangal, shallots, garlics, shrimp paste, and basil leaves.

\* Pha Neur  
Grilled sirloin beef, Thai eggplant, lemon grass, red onion and mint, with chili-lime dressing.

Royal Pad Thai  
Prawns, shallots, bean spouts, chive leaves, peanuts, bean curd, and dried shrimp wrapped in egg net.

Ped Ron (Crispy Five Spice Duck)  
Deep fried, slow cooked half duck, Chinese broccoli, served with honey-soy-bouquetiere dressing.

### **Desserts**

Mor Khang Brulee with Coconut Ice Cream

Banana Crepe

Sorbets (Strawberry / Mango / Lemon)

Thai Petite Four (บุหลันดั้นเมฆ / ถั่วพิมพ์ / Pandan Pudding / Egg Yoke Fudge Balls)

Thai Medley Compote (Sweet sticky rice, palm seeds, jack fruits, red bean, served with coconut ice cream topped with crispy mung bean)

## **Drinks**

Soda

Thai Iced Tea / Thai Iced Coffee

Lychee Thai Tea / Thai Tea Lemonade

Jasmine Iced Tea

Lemongrass Juice / Pandan Juice

**Proximity Report for Location:**

October 22, 2019

204 E 13 St, New York, NY, 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	585 ft
TASTE WINE LLC	50 3RD AVE	720 ft
M J K LIQUORS INC.	161 3RD AVENUE	815 ft
33 UNION SQUARE WEST INC	140 4TH AVE	850 ft
MIAT LIQUORS INC	166 2ND AVE	905 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	1275 ft
IWM HOLDINGS LLC	108 E 16TH STREET	1285 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
OP	EAST COUNTY LOUTH INC -BAR	103 3RD AVENUE d/ba Penny Farthing	75 ft
	<del>99 THAI PLAYGROUND LLC - Restaurant</del>	<del>99 3RD AVE</del> <i>IN Active</i>	95 ft
OP	TWO GUIZE LLC -/Restaurant	102 3RD AVE dba FEAST	190 ft
OP	VINYL ENTERTAINMENT INC Bar	100 3RD AVE dba The VNYL	200 ft
OP	LONGFORD INC - Bar	98 3RD AVE dba Bar None	205 ft
OP	106 3RD AVE NYC INC - Bar	106 3RD AVE Brazen Fox	215 ft
OP	HAN DYNASTY NYU CORP - Restaurant	90 3RD AVE dba Han Dynasty	250 ft
OP	K H T ENTERPRISES INC - Bar	222 EAST 14TH STREET Kings Head Tavern	330 ft
	JINX PROOF II LLC - Bar	231 E 14TH ST dba Beauty Bar	475 ft
OP	JINX PROOF L L C	231 E 14TH STREET	480 ft
OP	HOST 213 LLC Bar	213 2ND AVE dba Jackdaw	515 ft
OP	FT 245 CORP Rest dba Bar Veloce	245 EAST 11TH STREET AKA 175 S	520 ft
OP	DAIMYO GROUP LLC -Restaurant	207 2ND AVENUE <i>Momo Fuku</i>	520 ft
OP	MJD BAR VENTURES I LLC	197 2ND AVE dba Black Emperor Bar	525 ft
OP	BIZET LLC Restaurant	150 E 14TH ST dba 5 Napkin Burger	530 ft
	211 AVE A RESTAURANT INC Restaurant	197 2ND AVE - <i>IN Active</i>	535 ft
OP	HUZZAH LLC Bar	221 2ND AVE dba Finnerty's Irish PUB	545 ft
	FACILITY CONCESSION SERVICES INC - Club	119 125 E 11TH ST - <i>Webster Hall</i>	550 ft

CR  
Cabaret Liquor

	Name	Address	Approx. Distance
OP	AINSPH LLC - Restaurant	64 3RD AVE The Ainsworth	575 ft
	<del>82ND STREET CAFE INC</del>	<del>1453 57 3RD AVE</del> 82nd St	580 ft
OP	243 E 14TH CAFE INC ~ Restaurant	243 E 14TH ST The Winslow	580 ft
OP	3RD AVENUE HOSPITALITY LLC - Restaurant	55 3RD AVE The Smith	600 ft
OP	MEXCHESTER LLC Restaurant	60 3RD AVE Block Heads	635 ft
OP	12TH ST ALE HOUSE LLC	192 2ND AVE	660 ft
OP	31 ORCHARD ST REALTY INC BAR	301 E 12TH ST Juke BAR	685 ft
OP	PEPRICO INC Restaurant	182 2ND AVE Cafe E. Pepe	735 ft
	CHURCH & LOUIS INC	180 2ND AVE - InActive	750 ft

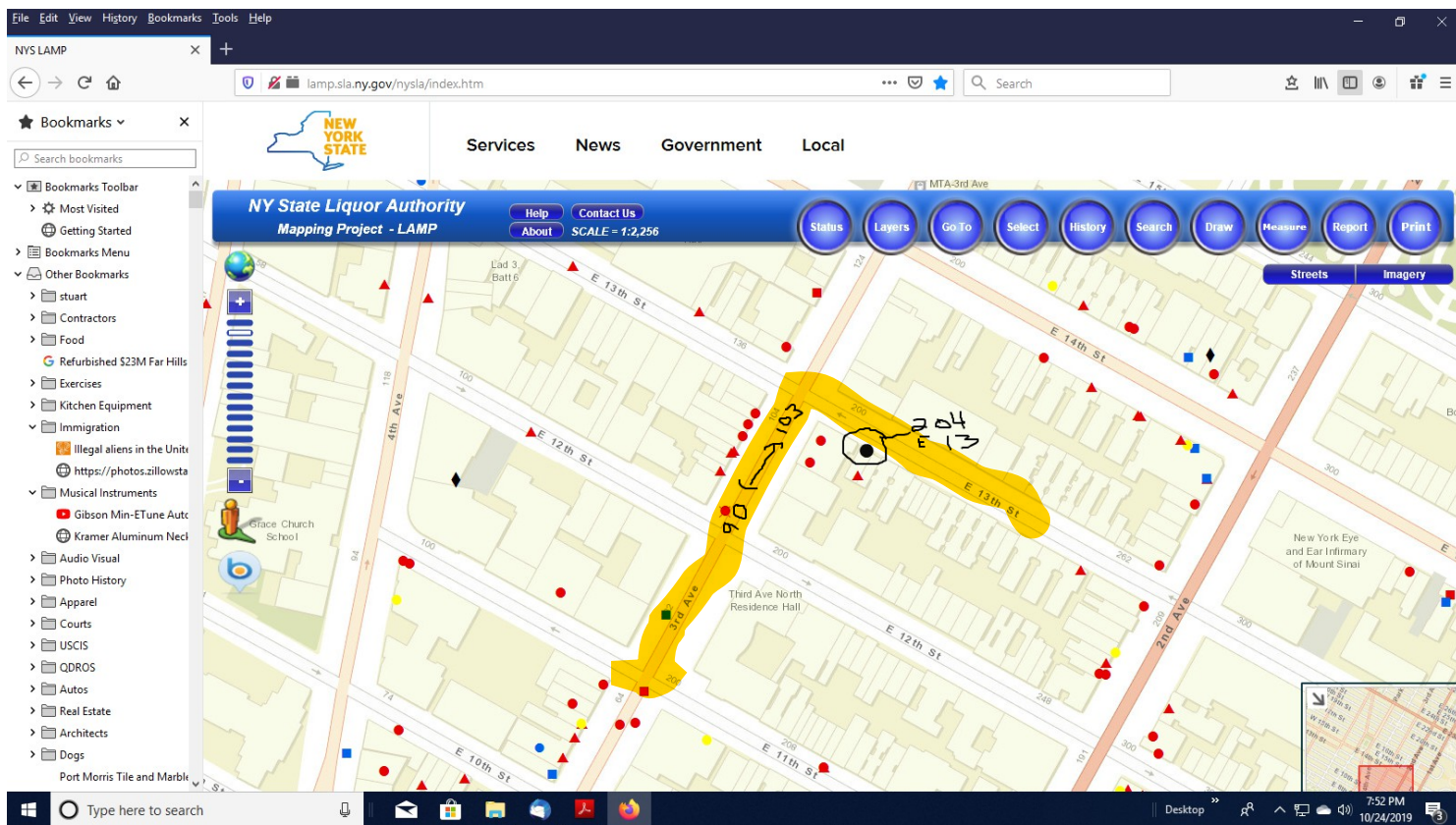
**\* Pending Licenses within 750 Feet**

	Name	Address	Approx. Distance
RW	M CULINARY CONCEPTS INC	211 EAST 14TH STREET Bite	405 ft - Active
Grocery	RAY'S INC I -Grocery/Deli	201 2ND AVE	525 ft - Active
	DELPHINUS RESTAURANT CORP -/Restaurant	246 E 14TH ST Hotel Tortuga	525 ft
RW	RUBY'S EAST VILLAGE LLC Restaurant	198 E 11TH ST Ruby's	540 ft - pending *
RW	DING HUI INC Restaurant	58 3RD AVE The Boilery	640 ft - pending *
RW	STRINGS RAMEN NEW YORK CORP - Rest	188 2ND AVE - Strings Ramen	690 ft pending *

**Unmapped licenses within zipcode of report location**

Name	Address





Please refer to OP & RW Proximity Report for neighboring licensed premises.

SOOTHR LIMITED d/b/a SOOTHR 204 East 13 Street, NY, NY 10003

