

NOREETUH RESTAURANT LLC
128 1ST AVENUE
NEW YORK, NY 10009

MANHATTAN COMMUNITY BOARD 3
MEETING DATE: 5/10/2021



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.
Notice of proposed business to block or tenant association if one exists.
Proof of conspicuous posting of notices at the site for 7 days prior to the meeting.

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: 02/24/2021

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: Restaurant Beer & Wine

If alteration, describe nature of alteration: On Premise Liquor

Previous or current use of the location: Full Service Restaurant

Corporation and trade name of current license: Noreetuh Restaurant LLC

APPLICANT:

Premise address: 128 First Ave. New York, NY 10009

Cross streets: Between E 7th Street & St. Mark's Place

Name of applicant and all principals: Jin Ahn, Chung Chow, Gerald San Jose

Trade name (DBA): Noreetuh Restaurant LLC

PREMISE:

Type of building and number of floors: mix-use building built in 1900 that has five 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 _____

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):
R7A

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) MON-THUR 4PM-11PM SAT & SUN 11AM-11PM
* same outdoor

Number of tables? 16 indoor, 9 outdoor Total number of seats? 70

How many stand-up bars/ bar seats are located on the premise? 1 bar with 6

(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 near the entrance, about 10 feet in length

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

What are the hours kitchen will be open? during our normal hours of operation

Will a manager or principal always be on site? Yes No If yes, which? Jin Ahn / Chung Chow

How many employees will there be? 10

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 Tapes/CDs/iPod

If other type, please describe _____

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

Please describe your sound system: Music from Pandora system. 5 speakers in the dining area

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? _____

May host and occasional event such as a Wine Dinner, featuring coursed out meal with wines. _____

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) _____

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: at this location with beer and wine

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.

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? 4

How many On-Premise (OP) liquor licenses are within 500 feet? 14

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. 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) HAWAIIAN 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

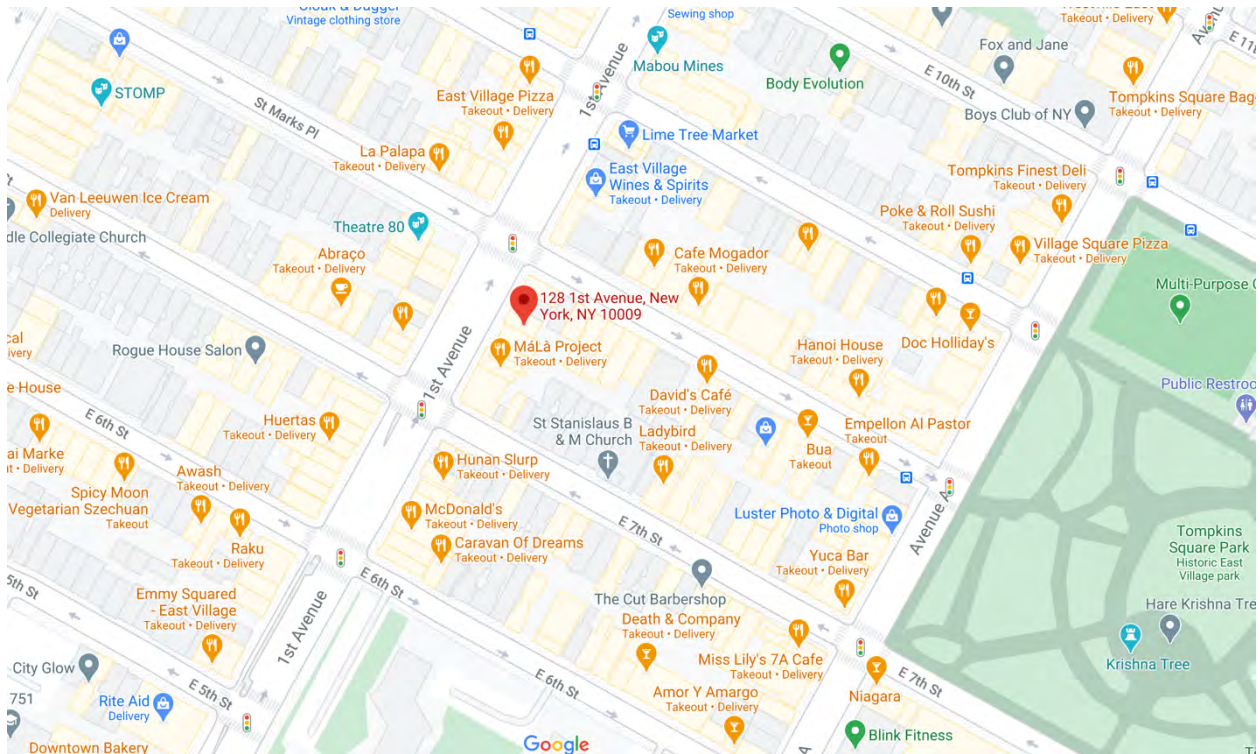
3. My hours of operation will be:
Mon 4PM-11PM; Tue 4PM-11PM; Wed 4PM-11PM;
Thu 4PM-11PM; Fri 4PM-11PM; Sat 11AM-11PM;
Sun 11AM-11PM. (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)
4. I will not use outdoor space for commercial use OR
 My sidewalk café hours will be SAME AS ABOVE
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 live performances or televised sports.
 I will have a closed fixed façade with no open doors or windows except my entrance door 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 live performances or televised sports.

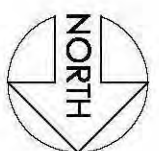
8. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than _____ DJs per _____, more than 12 private parties per YEAR, _____ number of TVs.
9. I will play ambient recorded background music only.
10. I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
11. I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
12. I will not participate in pub crawls or have party buses come to my establishment.
13. I will not have unlimited drink specials, including boozy brunches, with food.
14. 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 7PM.
15. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16. I will conspicuously post this stipulation form beside my liquor license inside of my business.
17. 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: JIN AHN

Phone Number: 646 892 3050

NEIGHBORHOOD MAP

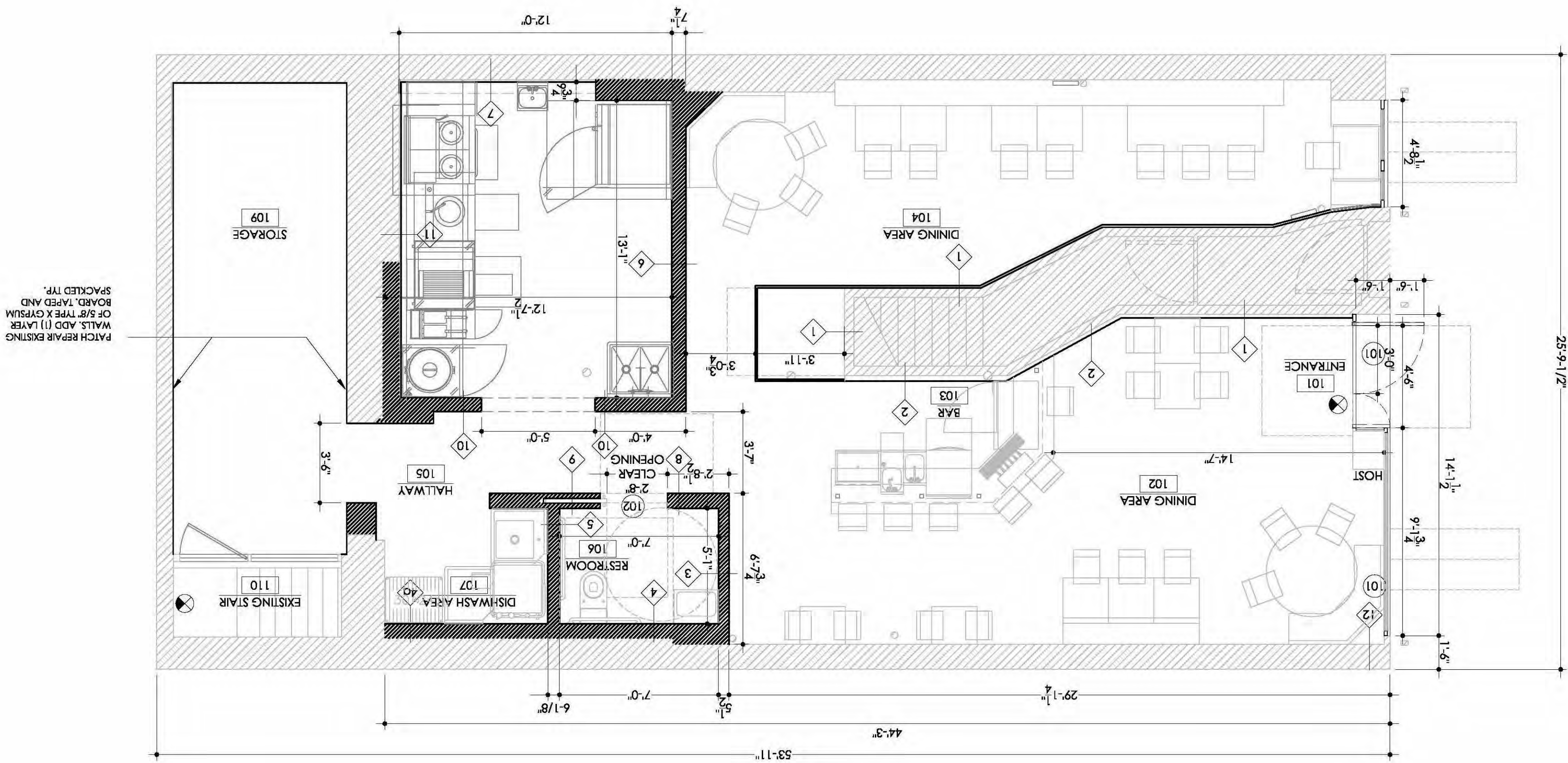




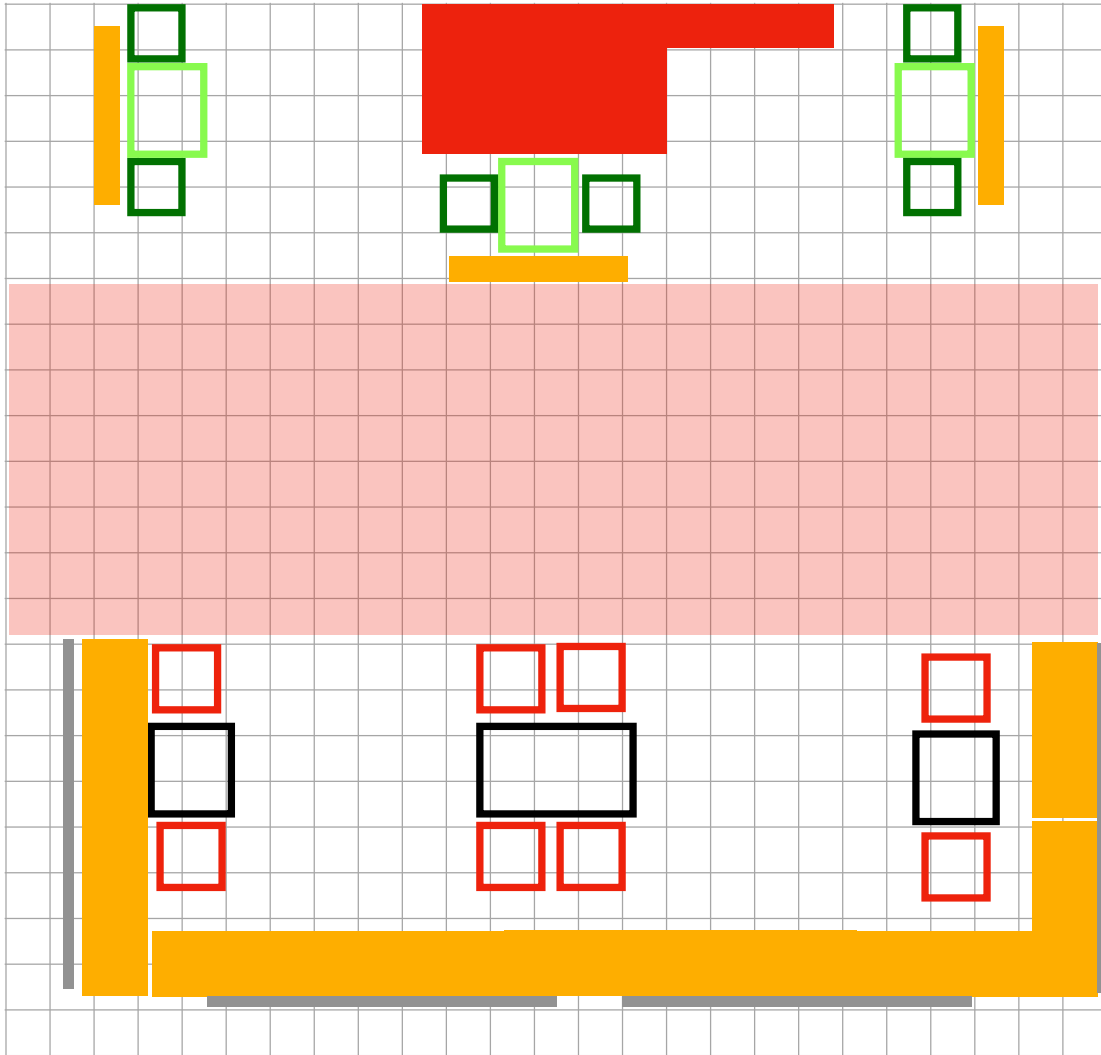
CONSTRUCTION PLAN - FIRST FLOOR

1/4" = 1'-0"

1

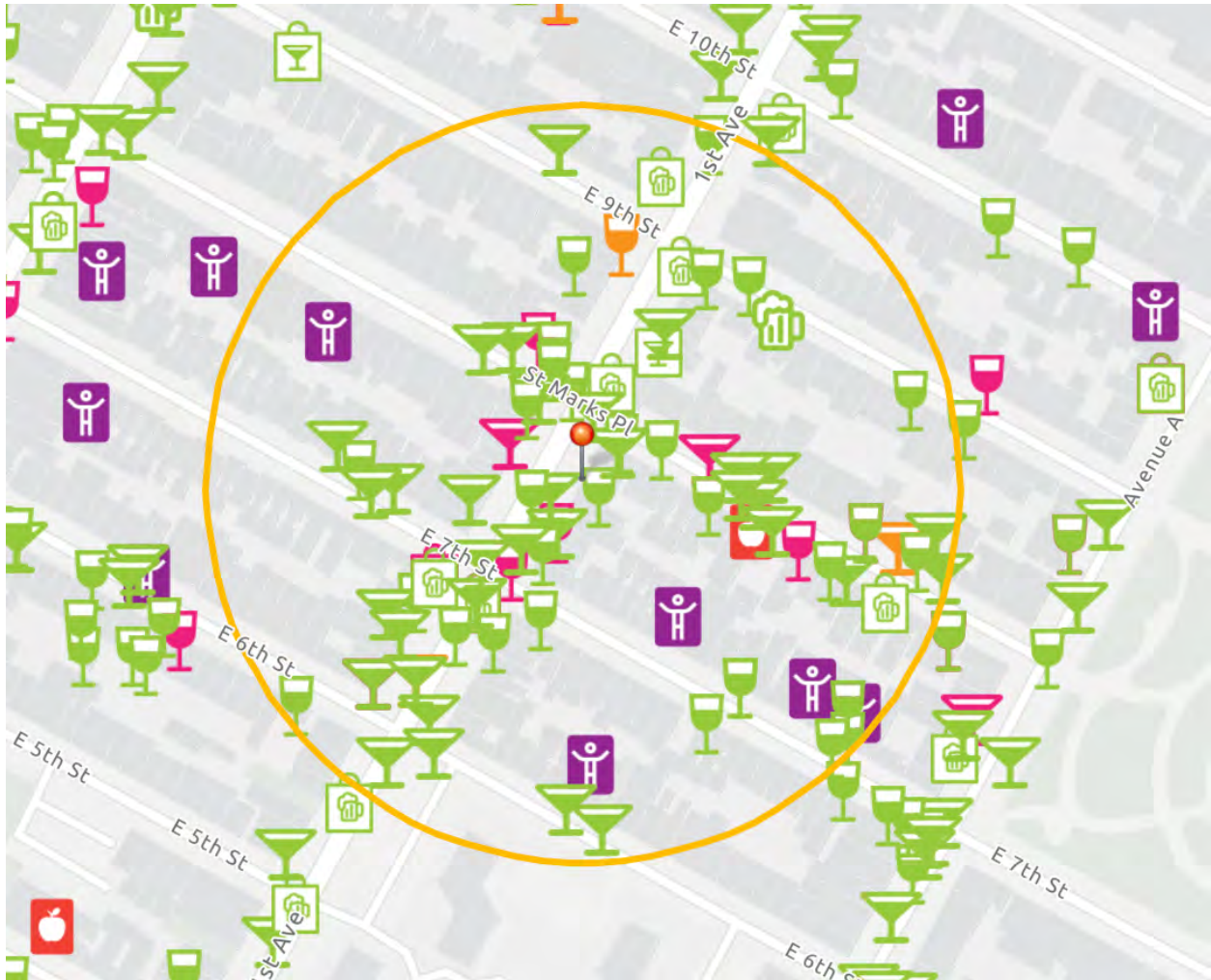


FIRST AVENUE



OUTDOOR DINING THROUGH DOT
OPEN RESTAURANTS PERMIT:

500 FEET MAP



MARTINI GLASS = OP LICENSE

WINE GLASS = RW/TW LICENSE

BEER MUG = EB LICENSE

PURPLE ICON = CHURCH/PLACE OF WORSHIP

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	128 1st Ave, New York, 10009
Geocode	Latitude: 40.72731 Longitude: -73.98530
Report Generated On	4/2/2021

8 Closest Liquor Stores		
Name	Address	Distance
EAST VILLAGE WINES & SPIRITS INC Ser #: 1302369	138 1ST AVE NEW YORK, NY 10009	204 ft
SAKAYA INC Ser #: 1189050	324 E 9TH STREET (WEST STORE) 1ST & 2ND AVE. NEW YORK, NY 10003	684 ft
S & P LIQUOR & WINE CORP Ser #: 1281498	89 2ND AVE NORTH STORE NEW YORK, NY 10003	1,032 ft
MIAT LIQUORS INC Ser #: 1023526	166 2ND AVE NEW YORK, NY 10003	1,057 ft
NIZGA CORP Ser #: 1023551	58 AVENUE A NEW YORK, NY 10009	1,124 ft
MRN LIQUOR INC Ser #: 1284586	16 SAINT MARKS PL NEW YORK, NY 10003	1,215 ft
JCCSM INC Ser #: 1274393	45 1ST AVE SPACE 1-D NEW YORK, NY 10003	1,235 ft
CONVIVE PARTNERS LLC Ser #: 1290950	196 AVENUE A NEW YORK, NY 10009	1,359 ft

Schools within 500 feet		
Name	Address	Distance
GEORGE JACKSON ACADEMY	104 ST MARK'S PL NEW YORK, NY 10009	234 ft

Churches within 500 feet

Name	Distance
St Stanislaus B & M Church	216 ft
Congregation Meseritz Synagogue	370 ft
Saint Cyrils Church	393 ft
Citylight Church	406 ft
St Marys American Orthodox Greek Catholic Church	406 ft
Taurus Seventh E LLC	474 ft

Pending On Premises Liquor Licenses within 750 feet

Name	Address	Distance
SIDNEY'S FIVE LLC Ser #: 1334678	103 1ST AVE NEW YORK, NY 10003	342 ft
CRIF DOGS ST MARKS LLC Ser #: 1333902	113 ST MARKS PL NEW YORK, NY 10009	426 ft
TKM 228 EAST 10TH ST LLC Ser #: 1328187	228 E 10TH ST NEW YORK, NY 10003	646 ft

Active On Premises Liquor Licenses within 750 feet

Name	Address	Distance
1465 CDM INCORPORATED Ser #: 1140940	126 1ST AVENUE NEW YORK, NY 10009	48 ft
ANIMALS GROUP INC Ser #: 1323698	90 ST MARKS PL AKA 132 1ST AVE NEW YORK, NY 10009	61 ft
MALA PROJECT EAST VILLAGE LLC Ser #: 1319413	122 1ST AVE NEW YORK, NY 10003	74 ft
LITTLE REBEL INC Ser #: 1285359	134 1ST AVE NEW YORK, NY 10009	88 ft
CITY BEV NY LLC Ser #: 1313771	120 1/2 1ST AVE NEW YORK, NY 10009	120 ft
SCHEIB S PLACE INC Ser #: 1249765	80 ST MARKS PLACE NEW YORK, NY 10003	126 ft
YORI NYC CORP Ser #: 1279818	119 1ST AVE NEW YORK, NY 10003	152 ft
W C O U RADIO INC Ser #: 1024404	115 1ST AVENUE NEW YORK, NY 10003	173 ft
BARMAR LLC Ser #: 1108851	77 ST MARKS PLACE NEW YORK, NY 10003	202 ft

NEW STATFORD RESTAURANT INC Ser #: 1024650	121 ST MARKS PLACE NEW YORK, NY 10009	209 ft
BUA NEW YORK LLC Ser #: 1154910	122 SAINT MARKS PLACE NEW YORK, NY 10009	210 ft
INSIANG LLC Ser #: 1270090	111 1ST AVE NORTH STORE NEW YORK, NY 10003	212 ft
75 ST MARKS PLACE LLC Ser #: 1262361	75 ST MARKS PL NEW YORK, NY 10003	221 ft
BIG LEE AND SASHAS INC Ser #: 1303765	140 1ST AVE NEW YORK, NY 10009	224 ft
TDDG INC Ser #: 1273910	126 ST MARKS PL NEW YORK, NY 10009	232 ft
RIVKA INC Ser #: 1155091	101 ST MARKS PLACE NEW YORK, NY 10009	249 ft
JAMIE COFFEE LLC Ser #: 1306543	81 E 7TH ST NEW YORK, NY 10003	251 ft
SADA THREE LLC Ser #: 1280002	132 ST MARKS PL NEW YORK, NY 10009	259 ft
BLUE & GOLD BAR INC Ser #: 1024187	79 E 7TH STREET GROUND FLOOR STORE NEW YORK, NY 10003	281 ft
MOLINERO LLC Ser #: 1285163	107 1ST AVE NEW YORK, NY 10003	313 ft
FIRST HOSPITALITY LLC Ser #: 1305241	105 1ST AVE NEW YORK, NY 10009	314 ft
TOMKIN SQUARE KIDS INC Ser #: 1024392	73 75 E 7TH STREET NEW YORK, NY 10003	329 ft
FTCCM LLC Ser #: 1196697	103 1ST AVE NEW YORK, NY 10003	342 ft
118 RESTAURANT LLC Ser #: 1322976	118 SAINT MARKS PL NEW YORK, NY 10009	371 ft
JUSTIFIED LLC Ser #: 1246384	102 1ST AVENUE NEW YORK, NY 10009	373 ft
HEADLESS WIDOW LLC, THE Ser #: 1317372	99 1ST AVE NEW YORK, NY 10003	385 ft
HOUSE OF HEALTH HEALING AND HAPPINESS INC, THE Ser #: 1275274	405 E 6TH ST NEW YORK, NY 10009	407 ft
DEATH & CO EAST VILLAGE LLC Ser #: 1313715	433 E 6TH ST NEW YORK, NY 10009	431 ft
IMMIGRANT TAP ROOM INC Ser #: 1306247	341 E 9TH ST WEST STORE NEW YORK, NY 10003	442 ft
IMMIGRANT WINE BAR LLC, THE	341 E 9TH ST	

Ser #: 1298429	NEW YORK, NY 10003	442 ft
MARRY THE KETCHUP INC Ser #: 1265104	95 1ST AVE NEW YORK, NY 10003	452 ft
BAC 115 CORP Ser #: 1287332	115 ST MARKS PL STORE 1 NEW YORK, NY 10009	473 ft
KING ME KONG LLC Ser #: 1310387	119 SAINT MARKS PL STORE #2 OR FRNT2 NEW YORK, NY 10009	494 ft
JARLENE CORP Ser #: 1290480	160 1ST AVE NEW YORK, NY 10009	516 ft
EAST VILLAGE HOSPITALITY LLC Ser #: 1281253	242 E 10TH ST NEW YORK, NY 10003	569 ft
EDWIN & NEAL'S LLC Ser #: 1289297	345 E 6TH ST NEW YORK, NY 10003	602 ft
ST DYMPCNAS LLC Ser #: 1316327	117 AVENUE A NEW YORK, NY 10009	605 ft
FIGARO VILLAGGIO INC Ser #: 1275618	344 E 6TH ST NEW YORK, NY 10003	615 ft
ESQEV LLC Ser #: 1310877	83 1ST AVE NEW YORK, NY 10003	628 ft
MANNAGGIA INC Ser #: 1304749	163 1ST AVE 10TH & 11TH NEW YORK, NY 10003	637 ft
AGN RESTAURANT LLC Ser #: 1295706	166 1ST AVE NEW YORK, NY 10003	648 ft
YUCA BAR & RESTAURANT INC Ser #: 1142126	111 AVENUE A EAST 7TH STREET NEW YORK, NY 10009	653 ft
SEVEN A CAFE INC Ser #: 1024665	130 E 7TH STREET AKA 109 AVENUE A NEW YORK, NY 10009	659 ft
LE MIU CORP Ser #: 1169576	107 AVE A 6TH & 7TH STREET NEW YORK, NY 10009	667 ft
CGJC HOLDINGS LLC Ser #: 1305172	168 1ST AVE NEW YORK, NY 10009	672 ft
TOZZER LTD Ser #: 1053133	112 AVENUE A NEW YORK, NY 10009	675 ft
LUDWIKA MICKEVICIUS Ser #: 1024637	135 AVE A NEW YORK, NY 10009	675 ft
WISHBONE PRODUCTIONS INC Ser #: 1024680	141 AVENUE A AKA 442 E 9TH STREET NEW YORK, NY 10009	696 ft
MOONWALKERS RESTAURANT CORP	101 AVENUE A	

Ser #: 1024644

NEW YORK, NY 10009

703 ft

C & V 77 ENTERPRISES LLC
Ser #: 1205869

1475 77 1ST AVENUE
E 76TH ST & E 77TH ST
NEW YORK, NY 10021

732 ft









128

4.5777

MIHAEL LORENZO DEAN
CHRISTOPHER MCCORVEY



musubi

each order is cut into three bite-sized pieces

Musubi Platter, choose any four below* - \$20

SPAM, classic - \$5

Spicy SPAM, soy-pickled jalapeños, soy mayo - \$5

Galbi, braised beef short rib, kimchi (contains shellfish) - \$6

Pork Jowl, scallion and ginger puree - \$6

Shiitake Mushroom, kombu, ginger - \$5

Katsuobushi, braised bonito flakes, cucumber sunomono - \$5

Spicy Salmon Tartare, tobiko, spicy mayo* - \$6

Tuna Tataki, ume, shiso* - \$6

Maine Uni, braised kombu, shiso* - \$15 / \$10 supplement on platter

Truffle, SPAM, truffle mayo, shaved truffles
- \$15 / \$10 supplement on platter

apps & sides

Hibiscus Cured Fluke, blood orange, pickled green almond* - \$12

Tuna Belly Misoyaki, miso marinated tuna belly, pickles* - \$12

Endive & Fingerling Potato Salad, squid taegu, sesame - \$12

Beef Tongue Terrine, grilled country bread, hard-boiled egg,
nuoc cham vinaigrette - \$12

Wontons Fra Diavolo, pork, shrimp, chili, cucumber, cilantro - \$13

Tray of Maine Uni, assortment of salts, King's Hawaiian rolls* - \$50

Bone Marrow Bread Pudding, Maine uni, Périgord truffles
shiitake mushroom marmalade* - \$28

Katsu Sando, berkshire pork cutlet on King's Hawaiian bun,
pickled red cabbage, katsu mayo - \$12

Spanish Octopus Skewers five-spiced bacon, charred scallion - \$9

Crispy Pork Potstickers, ponzu dip (contains shellfish) - \$8

Caramelized Brussels Sprouts, bonito, chipotle mayo, cilantro - \$8

Maine Sugar Kelp, soybean duo, cucumber, sesame - \$7

Assorted Pickles, rotating selection of house made pickles - \$5

Hawaiian Macaroni Salad, onions, carrots, celery, dairy - \$5

Kimchi, traditional napa cabbage kimchi (contains shellfish) - \$5

rice bowls

following bowls are served over bowl of steamed white rice

Teriyaki Chicken, asian greens, sesame - \$15

Garlic Shrimp, garlic and butter, pineapple, chili - \$16

Kalua Pork, cabbage, fried egg* - \$15

Tuna Poke, macadamia nuts, kimchi, pickled jalapeños* - \$16

Salmon Poke, ginger-soy, onion, cucumber, sesame* - \$16

mains

Chow Noodle, spiced tofu, black bean and szechuan chili - \$15

SPAM Fried Rice, egg, celery, onion - \$14

Kimchi Fried Rice, SPAM, fried egg* - \$15

Oxtail Soup, shiitake mushroom, daikon, asian greens, cilantro - \$19

Sea Urchin Cavatelli, shrimp, yuzu, daikon* - \$23

Buckwheat Tagliatelle, Périgord truffles, smoked egg yolk, parm - \$28

Imperial Beef Fried Rice, soy garlic, shiso, spicy cucumber* - \$22

Mochiko Chicken Loco Moco, fried dark meat chicken, fried egg,
Hawaiian macaroni salad, gravy and white rice - \$16

Imperial Steak, king trumpet mushrooms, savory bread pudding,
green peppercorn vinaigrette* - \$24

Mochiko Fried Chicken, pickles, mac salad, King's Hawaiian rolls

Half Chicken (6pc) - \$25

Whole Chicken (12pc) - \$42

desserts

Bruléed Hawaiian Pineapple, lime zest, 'alaea salt - \$10

Chocolate Haupia Sundae, graham crackers, almonds,
Hawaiian black salt, coconut ice cream - \$5

Ice Cream, black sesame, coconut, passionfruit, pineapple
1 scoop - \$3, 3 scoops - \$8, 4 scoops - \$10

Chocolate Macadamia Nut Brownie - \$5

Calamansi & Ube Pie, macadamia nut crust - \$9



**consuming raw or undercooked meats, poultry, seafood, shellfish or eggs
may increase your risk of food-borne illness.*

find us on instagram @noreetuh

PRESS



NEW YORK



Noreetuh 

American | East Village | \$\$

A Chinese-American, Hawaiian-raised, former Per Se chef at this modest operation abandoned the old haute-cuisine model to focus on the kind of seemingly simple, comforting dishes he

is.g.doubleclick.net...

THE LOWDOWN

Chung Chow is perhaps overqualified for such a modest operation (he was sous-chef at Per Se), but, as with many talented younger cooks, he's abandoned the old haute-cuisine model to focus on the kind of seemingly simple, comforting food he grew up with. Chow is a Chinese-American from Hawaii who lived for a time in Japan, which means his particular homage to the Proustian tastes of his youth is more convoluted than most. Hawaiian cuisine takes elements from Polynesia (roast pig), its immigrant culture (Japan in particular), and the good old USA (yes, the islanders love their Spam), and this odd grab bag of tastes and influences is sprinkled throughout the deceptively ambitious fusion menu at Noreetuh. There are taro chips touched with truffles and kombu chips seasoned with chile-lemon salt, and while you sip your ice-cold shot of shochu, you can snack on pots of silken tofu dabbed with fresh uni; helpings of tempura-fried mushrooms dipped in a thick, mayonnaiselike miso cream; and a popular island rice-and-seaweed delicacy called musubi, which Chow constructs here with corned beef tongue instead of the usual slabs of Spam. Instead, Spam appears stuffed elegantly into pouches of fresh-made agnolotti and garnished in an almost comically gourmet way with spring ramps, hon shimeji mushrooms, and curling bonito flakes. You can enjoy this inventive dish with rows of gently crisped garlic shrimp over rice, or rosy little wheels of monkfish liver that Chow sweetens with slivers of Bartlett pear and passion-fruit gelée. Poke includes pork served in cool, jellied terrine form (it's made with trotters); fried in bountiful, round Kalua pork croquettes (pay attention to the barbecue-style katsu sauce, which the kitchen sweetens with applesauce); and as a classic pork-belly entrée, braised to a lovely, sticky softness in pineapple juice and soy. No single dish at Noreetuh (the word means "playground" in Korean) costs over \$25, and if you're not a pork fan, I suggest calling for the mochi-crust ed fluke, or the Wagyu steak, which is cut in gently warmed slices and served over a salad of fiddleheads, cherry tomatoes, red onions, and dried shrimp. Save a little bit of room, however, for the desserts, in particular the soft, dissolving bread pudding (made with sweet King's bread from Hawaii and dappled with raisins), and the pineapple, which is served island style, with the stalk still attached and covered with a crunchy brûléed crust. —

ADAM PLATT

Eating Off Duty with Chung Chow of noreetuh

We explore where and what celebrated chefs eat outside their kitchens.

Eating Off Duty



Chef Chung Chow of the highly acclaimed [noreetuh](#) in New York City's East Village has taken Hawaiian food to a MICHELIN-recognized level. Born in Hong Kong and raised on Oahu in Hawaii, Chow uses French techniques to serve a modern fusion Hawaiian menu with influences from Japan and Korea.

As a child, his parents owned a noodle manufacturing business that focused on Asian-style varieties like egg noodles, udon, wonton and potsticker wrappers. "Having to wake up each day and help my parents [run the business] really helped shape the way I run my restaurant today. It taught me the meaning and ethics of hard work, and being accountable for the day-to-day operations needed to oversee all aspects of the operation. I learned to respect the people who put so much time and energy into the work they do, and to lead by example, by working alongside the people you are surrounded by," Chow reflects.

Though he grew up in a food business, Chow's culinary path wasn't so direct. He attended the University of Hawaii at Manoa and received a Bachelor's degree in Japanese language. He went on to live in Japan for two years after university to assist with English language teaching, and later worked as a waiter in Hawaii. But during his time in Japan, one of his sisters decided to go to culinary school in Hawaii, which encourage him that he wanted to do the same. However, there was a change in the plan and Chow ended up earning an Associate's Degree in Occupational Science at the California School of Culinary Arts - Le Cordon Bleu.

"I wanted to go to school in California because going away for school was a starting point to opening new doors for different opportunities that you can't get by staying in Hawaii. Despite its charm and beauty, Hawaii is a very secluded place, and opportunities, as well as networking, are limited by what's available on the islands," Chow says.

Since then, Chow has been in the culinary industry for over 15 years honing his skills and working alongside acclaimed heavyweight chefs, including Thomas Keller at [Per Se](#) in New York. He also opened Lincoln Ristorante before he opened [noreetuh](#) with his partners in 2015.



ATTENTION RESIDENTS & NEIGHBORS

NOREETUH

Company/DBA Name and Contact Number for Questions

Plans to open a **RESTAURANT**

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location
128 1ST AVENUE

Building Number and Street Name (Address)

This establishment is seeking a license to serve
BEER, WINE & LIQUOR

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on
Monday, May 10 at 6:30pm

Online: <https://zoom.us/j/92199317942>
see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

Applicant Contact Information

At **COMMUNITY BOARD 3**
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

NOREETUH

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

RESTAURANT

(Please choose) Bar/Restaurant
sidewalk café/backyard use

Planifique abrir un/una:

(Favor de escoger) una Barra/un Restaurante
un café de acera o un patio de atrás

128 1ST AVENUE

Seeking a license to serve

BEER, WINE & LIQUOR

Beer & Wine or Beer/Wine & Liquor

En búsqueda de una
licencia para servir:

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting
for comments

Monday, May 10 at 6:30pm

Online: <https://zoom.us/j/92199317942>
see www.cb3manhattan.org for zoom meeting details

Reunión público
para comentarios

At **COMMUNITY BOARD 3**
SLA & DCA Licensing
Committee Meeting

En la **JUNTA COMUNITARIA 3**
La reunión del Comité
de Licencias del SLA y del DCA

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

ATTENTION RESIDENTS & NEIGHBORS 第3社區居民 請注意

NOREETUH

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主要想在第3社區申請生意相關牌照擴展生意)
RESTAURANT

(請選擇/please choose)

酒吧(Bar)/餐館 (Restaurant)
戶外咖啡 (Sidewalk Café) or 或者
後院花園咖啡 (Backyard Use)

128 1ST AVENUE

Address/生意地址

seeking a license to serve(以上的店主要請以下相關酒牌照)
BEER, WINE & LIQUOR

(請選擇/please choose)

啤酒和酒牌照 (Beer & Wine) or 或者
啤酒牌照 (Beer) or 或者
酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments
第3社區的居民有權利提出自己的意見和建議

(CB3 SLA & DCA Committee Meeting)
曼哈頓第3社區委員會
酒牌和紐約市消費局有關小商業牌照委員會

Monday, May 10 at 6:30pm

Online: <https://zoom.us/j/92199317942>
see www.cb3manhattan.org for zoom meeting details

時間 (Time) 和地點 (Location)

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



128

sweetuh



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ATTENTION RESIDENTS
A MESSAGE
REPAIRS
SIX PACES
DAY - THURSDAY
SATURDAY

PETITION SIGNATURES IN SUPPORT OF NYSLA LICENSE

The following undersigned residents of the premises and surrounding buildings support the issuance of an on-premises license to the following applicant/establishment:

Noretuh Restaurant

NAME

128 First Ave. New York, NY 10009

ADDRESS

This will be a Restaurant Bar Restaurant with Customer Bar Other _____ with the operating hours of Mon-Friday 4pm-11pm / Sat/Sun 11:30am-11pm

There will be a Sidewalk Café Balcony Deck Patio Rooftop Other _____ with the operating hours of Mon-Friday 4pm-11pm / Sat/Sun 11:30am-11pm

DATE	NAME	ADDRESS	SIGNATURE
02/02/2021	Hayzen Htoo Khaing Win	300 E 3 rd Street, APT 4A, New York, NY # 10009	
	Matt Saunders	60 E. 9 th St #303, NY, NY # 10003	
	FRANCIS KIM	125 E 12 th ST, 2A Y NY, NY # 10003	
	Hyoung Jin Kang	250 Mercer St #B406 New York, NY # 10012	
	Matthew Weiler	101 E 10 th St, Apt 6, New York, NY # 10003	
	Philip B. Ridgway	638 East 14 th Street, Apt #11 NY 10009	
	Andrew Wolinsky	310 E. 23 rd Street, #7F, NY 10010	
	Yen Ngo	234 E 4 th NY # 10009	
	Amy Bernoske	73 E 7 th St. Apt. 4F NY NY # 10003	
	MARCO GUANN	127 E 10 th Street, NYC 10003	
	Roberto Tilleray	30 Ave. D. Apt. 8B # 10007	
	Peter Krase	399 E. 8 th St Apt 8C NYC 10009	
	Evan Lynyak	630 E 9 th St, Apt 2 NYC 10009	
		#	
		#	

PLEASE NOTE: signatures should be from residents of upstairs and adjoining buildings, and within two-block area of proposed property

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Noretuh Restaurant


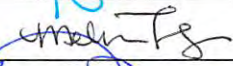
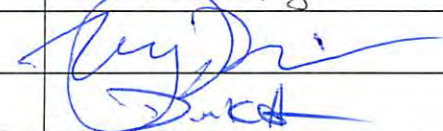

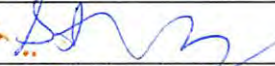


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DATE	NAME	ADDRESS		SIGNATURE
3/13/21	KYLE HERRMAN	345 E 9th NY NY 10003	# 4L	
3/13/21	Meissa Tung	345 E 9th New York NY 10003	# 4L	
3/26/21	Megan Quinn	172 E 4th, New York, NY 10009	#	
	Derek Ho	28 STARR ST, Brooklyn NY 11237	#	
5/2/21	Gautham Narasimhan	325 E 5th St, New York NY 10003	# F2	
4/18/21	Steven Young	128 1st Ave Apt 2 NY NY 10003	# 10003	
4/8/21	KARIN JACHT	80 4th AVE, 7A, NY NY	# 10003	
4/8/21	Winston Birch	88 4th Ave, 7A NY NY	# 10003	
			#	
			#	
			#	
			#	
			#	
			#	
			#	

PLEASE NOTE: signatures should be from residents of upstairs and adjoining buildings, and within two-block area of proposed property

Steven Young
128 First Ave. APT 2
New York, NY 10009

Re: Noreetuh Restaurant
128 First Ave
New York, NY 10009

To Whom It May Concern:

This letter is to show support for the application for Noreetuh Restaurant obtaining an On-Premise Liquor License. I believe they will be a positive addition to the community. I am in support of their closing time of 12 AM.

Thank you for your time and attention to this matter.

Sincerely,



Name: Steven Young