

# Manhattan Community Board 4

(All Fields Must Be Completed)

## Liquor License/Sidewalk Cafe Stipulations Application

<b>CORPORATION NAME</b>		<b>DOING BUSINESS AS (DBA)</b>	
HEYDAY 68 LLC		LUM LUM	
<b>STREET ADDRESS</b>		<b>CROSS STREETS</b>	<b>ZIP CODE</b>
404 W. 49 STREET, NY, NY 10019		49 ST. BET 9TH & 10TH AVE	10019
<b>OWNER</b> <small>(Attach a list of all the people that will be associated/listed with the license)</small>	<b>NAME:</b> MOWARIN HENSAWANG *	<b>ATTORNEY/ REPRESENTAIVE</b>	<b>NAME:</b> JOHN L. MONCRIEF
	<b>PHONE:</b> 646-964-8468 *		<b>PHONE:</b> 212-406-5551
	<b>EMAIL:</b> mowarinh@gmail.com		<b>EMAIL:</b> JOHN.L.MONCRIEF@VERIZON.NET
<b>MANAGER</b>	<b>NAME:</b> NOP SHUSANG	<b>LANDLORD</b>	<b>NAME:</b> 719 9TH AVE. REALTY CORP C/O ANNUNZIATA & ASLLANI ,LLP
	<b>PHONE:</b> (217) 417-4545		<b>PHONE:</b> 646-866-7878
	<b>EMAIL:</b> nopshusang@gmail.com		<b>EMAIL:</b> gasllani@aandalegal.com
<b>APPLICATION TYPE</b> ( <input checked="" type="checkbox"/> <i>Liquor License</i> <input type="checkbox"/> <i>Unenclosed Sidewalk Cafe</i> )			
<input checked="" type="radio"/> <b>New</b>	Has applicant owned or managed a similar business?	<input type="checkbox"/> YES	<input type="checkbox"/> NO <input type="checkbox"/> Yes
	What is/was the name and address of establishment?	ProThai Restaurant 1575 Lexington Ave NY Ny 10029 * Lantern Restaurant 101 Montague St, Brooklyn NY 11201**	
	What were the dates applicant was involved with this former premise?	*June 2020 - present ** 2017- Present	
<input type="radio"/> <b>Corp N/A</b>	What is the license # and expiration date?		
<input type="radio"/> <b>Change/Class Change/Removal</b>	Is applicant making any alterations or operational changes?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
	<i>If alterations or operational changes are being made, please describe/list all changes.</i>		
<input type="radio"/> <b>N/A</b>	What is the current license # and expiration date?		
<input type="radio"/> <b>Alteration</b>	<i>Please list/describe the nature of all the changes and attach the plans:</i>		
<b>METHOD OF OPERATION</b>			
<b>TYPE OF ALCOHOL</b>	<input checked="" type="radio"/> Liquor/Wine/Beer & Cider <input type="radio"/> Beer & Cider <input type="radio"/> Wine/Beer & Cider		
<b>ESTABLISHMENT TYPE</b>	<input checked="" type="radio"/> Restaurant <input type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input type="radio"/> Bar/Tavern <input type="radio"/> Catering Establishment <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Club (Fraternal Organization – Members Only)		
Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file?		<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
		Filing with SLA shall be filed after CB4 recommendation	
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement.		<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
		YES. See attached LAMP PROXIMITY REPORT	
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.		<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
		See attached LAMP PROXIMITY REPORT	
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?		<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
		YES	

OPERATIONAL DETAILS (*Closing time will be when establishment is vacated of all patrons)									
HOURS* (Indoor Only)		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
	Operation	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm
	Kitchen	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm
	Music	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm	12pm-10pm
If you plan to have music, what type(s)? (Circle all that apply)			BACKGROUND	LIVE MUSIC	DJ	JUKE BOX	KARAOKE		
OCCUPANCY									
	Capacity (Certificate of Occupancy)	Maximum # of Persons Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Stand-Up Bar		
INSIDE	74	55	23	46	0	1	4		
OUTSIDE (Other than sidewalk café)	Roadway Open Restaurants		8	16	0	0	0		
DCA APPROVED UNENCLOSED SIDEWALK CAFÉ	Sidewalk Applicant will apply under current NYCDOT procedures		5	10	0	0	0		
How many floors are there? What is the capacity for each floor?					ground floor is public area - 74 persons Basement storage				
How frequently will the owner(s) be at the establishment?					A member will be on the premises daily during business hours				
Will there be dancing?					YES	NO	NO		
Will applicant have bottle or table service for beverage alcohol?					YES	NO	YES		
Will applicant be hosting private; promotional or corporate events?					YES	NO	NO		
Will outside promoters be used on a regular basis? If yes please describe.					YES	NO	NO		
Will applicant have a security plan? If, yes please attach.					YES	NO	NO SECURITY SERVICE IS EMPLOYED		
Will security plan be implemented?					YES	NO	NO. THIS WILL BE A SIT-DOWN RESTAURANT. NO SECURITY PLAN		
Will State certified security personnel be used?					YES	NO	NO		
Will New York Nightlife Association and NYPD Best Practices be followed?					YES	NO	Yes as it relates to identifying intoxication. & age verification		
Does applicant agree to notify MCB4 prior to making changes to its method of operation?					YES	NO	YES		
Will applicant be using delivery bicycles? If yes, how many?					YES	NO	Yes. Third Party Provider Uber, Grubhub and Doordash.		
Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly noting name as described by NYC Law?					YES	NO	No. Applicant will not employ delivery personnel		
Where will delivery bicycles be stored during the day when not in use?					No Delivery Bikes stored on premises				

**MULTIPLE SPACES/FLOORS CAPACITY BREAKDOWN**

Space/Floor	Description/Use of Space	Capacity	Hours	# of Tables	# of Seats	# of Service Only Bars	# of Stand-Up Bars/Seats at Bar	Music
1st floor	dining , kitchen restroom	74	Daily 12pm-10pm	23	46	0	1 stand-up bar w/ 4 seats	recorded background
Outdoor roadway	dining	16	Daily 12pm-10pm	8	16	0	0	0
Sidewalk	dining		Daily 12pm-10pm	5	10	0	0	0

LOCATION & ZONING			
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	Yes. Clinton preservation area
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	YES	NO	YES
Is a Public Assembly permit required?	YES	NO	NO
Are your plans filed with DOB?	YES	NO	No. Alterations are cosmetic

Community Notification/Relations			
<b>NOTIFICATION:</b> List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each please list both the organization and individual you contacted	# 1	On 12-16- 2021, notice of the CB4 Bd meeting was sent to the Clinton-Hell's Kitchen block associations on the attached list . CB4 Assistant District Mgr was copied on the email	
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	12-22-2021 HK49-54 Block Alliance		
Who was your contact person at each group you met with?	Steve Belida		
When did applicant post the notice that was provided?	December 18 2021 .		
Where did applicant post the notice that was provided?	lamp posts betw. 49 street & 50 Street on 9th , 49th st betw 9 & 10th Ave		
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	YES	NO	Yes
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	YES	NO	Yes

<b>Block/Tenant Association &amp; Community Groups</b>	<b>First name</b>	<b>Last name</b>	<b>E-MAIL</b>	<b>Meeting</b>
Hudson Yards Hell's Kitchen Alliance	Bob	Benfatto	<a href="mailto:rjbenfatto@hyhkalliance.org">rjbenfatto@hyhkalliance.org</a>	
Hudson Yards Hell's Kitchen Alliance	Patty	Gouris	<a href="mailto:pgouris@hyhkalliance.org">pgouris@hyhkalliance.org</a>	
HKNA (incl. Dog Run)	Kathleen	Treat	<a href="mailto:kathleentreat123@gmail.com">kathleentreat123@gmail.com</a>	
West 36th Street	Frank	Strock	<a href="mailto:mcgee79@aol.com">mcgee79@aol.com</a>	
<a href="#">Chekpedes</a>	Christine	Berthet	<a href="mailto:cberthet@me.com">cberthet@me.com</a>	
CHDC (incl. Bob's & bird parks)	Joe	Restuccia	<a href="mailto:info@clintonhousing.org">info@clintonhousing.org</a> ; <a href="mailto:jrestuccia2@clintonhousing.org">jrestuccia2@clintonhousing.org</a>	
CHDC (incl. Bob's & bird parks)	Ryan	Marcano	<a href="mailto:rmarcano@clintonhousing.org">rmarcano@clintonhousing.org</a>	
West 43rd Street (b. 9th/10th)	Eduardo	Zeiger	<a href="mailto:eduardozeiger@compuserve.com">eduardozeiger@compuserve.com</a>	
Manhattan Plaza T.A. (400 W. 43rd St.)			<a href="mailto:mpta@mptenants.com">mpta@mptenants.com</a>	
West 44 Street Better Block Association	Linda	Ashley	<a href="mailto:ashleyll@aol.com">ashleyll@aol.com</a>	Fourth Tuesday of the Month
West 44th Street (b. 9th/10th)	Renee & Gordon	Stanley	<a href="mailto:twocatsld@worldnet.att.net">twocatsld@worldnet.att.net</a>	
West 45th Street BA	Tim	Tanner	<a href="mailto:tantotanner@gmail.com">tantotanner@gmail.com</a> ; <a href="mailto:west45ba@gmail.com">west45ba@gmail.com</a>	
West 45th Street BA	David C.	Stuart	<a href="mailto:west45ba@gmail.com">west45ba@gmail.com</a>	
West 45th Street (b. 9th/12th)	Chana	Widawski	<a href="mailto:chanawid@gmail.com">chanawid@gmail.com</a>	
W 45th Street (8/9) Block Association	John	Fisher	<a href="mailto:block45@hellskitchen.net">block45@hellskitchen.net</a>	
West 46th Street Block Asscoaition (8th Ave to 12th Ave)	Steve	Fanto	<a href="mailto:stephenfanto@gmail.com">stephenfanto@gmail.com</a>	FirstTuesday of month
West 46th Street Block Asscoaition (8th Ave to 12th Ave)	Allison	Tupper	<a href="mailto:AllisonTupper@verizon.net">AllisonTupper@verizon.net</a>	FirstTuesday of month
West 46th Street Block Asscoaition (8th Ave to 12th Ave)	Brandon	Hudson	<a href="mailto:hudson62747@hotmail.com">hudson62747@hotmail.com</a>	FirstTuesday of month
West 47th/48th Streets Block Association	Elke	Fears	<a href="mailto:aefearshk@earthlink.net">aefearshk@earthlink.net</a>	First Tuesday of the month @ 730pm
West 47th/48th Streets Bock Association	Larry	Roberts	<a href="mailto:larrymichaelroberts@gmail.com">larrymichaelroberts@gmail.com</a>	First Tuesday of the month @ 730pm
West 47th/48th Streets Block Association	Jim	Bogues	<a href="mailto:jamesbogues@gmail.com">jamesbogues@gmail.com</a>	First Tuesday of the month @ 730pm
Harborview Terrace T.A. (525 W. 55th St.)	Maria	Guzman	<a href="mailto:mariaqnys@aol.com">mariaqnys@aol.com</a>	
The Aurora	Richard	Pimentel	<a href="mailto:rpimentel@commonground.org">rpimentel@commonground.org</a>	
The Aurora	Derrick	Sage	<a href="mailto:dsage@commonground.org">dsage@commonground.org</a>	
Oasis Gardens I <b>10th Ave., b. 51/52</b>	Nancy	Kyriacou	<a href="mailto:nkyriacou@yahoo.com">nkyriacou@yahoo.com</a>	
Oasis Gardens II <b>52nd St/10th Ave.</b>	Gary	Dipasquale	<a href="mailto:gdclay@att.net">gdclay@att.net</a>	
Midtown North Pct. Council	Delores	Rubin	<a href="mailto:delores.rubin@att.net">delores.rubin@att.net</a>	Third Tuesday of the month
Midtown South Pct. Council	Brian	Weber	<a href="mailto:brianscottweber@gmail.com">brianscottweber@gmail.com</a>	
Midtown South Community Council	John	Mudd	<a href="mailto:john.mudd@usa.net">john.mudd@usa.net</a>	
Housing Conservation Coordinators [ <b>10th Ave., b.52/53</b> ]			<a href="mailto:info@hcc-nyc.org">info@hcc-nyc.org</a>	
300 W 55th St	Paul	Loeb	<a href="mailto:ploeb315@aol.com">ploeb315@aol.com</a>	
West 55th Block Association	Christine	Gorman	<a href="mailto:west55ba@gmail.com">west55ba@gmail.com</a>	the second Monday of the month.
HK49-53 Block Alliance	Steve	Belida	<a href="mailto:hk5051@gmail.com">hk5051@gmail.com</a>	Third Wednesday of the month @ 630pm
350 W 51st Street Tenant Association			<a href="mailto:tenants350west51st@gmail.com">tenants350west51st@gmail.com</a>	
Hudson Hotel Residents				
Westmore 333 W 57	Amanda	Cernitz	<a href="mailto:acernitz@gmail.com">acernitz@gmail.com</a>	
Parc Vendome 340 W 57th Street	Anita	McDonagh	<a href="mailto:awm3333@me.com">awm3333@me.com</a>	
Colonnade 347 W 57th Street	Jesse	Bondy	<a href="mailto:jessbondy@aol.com">jessbondy@aol.com</a>	
American Red Cross Greater New York Region	John	Waldman	<a href="mailto:john.waldman@redcross.org">john.waldman@redcross.org</a>	
Hell's Kitchen Block Association (W 33rd/34th/35th Streets (8th to 12th A	Julia	Campanelli	<a href="mailto:HellsKBA@gmail.com">HellsKBA@gmail.com</a>	Last Wednesday of the month, except August or November
W36th Block Association ( 8/9 )	Brian	Weber	<a href="mailto:brianscottweber@gmail.com">brianscottweber@gmail.com</a>	
W36th Block Association ( 8/9 )	Cressida	Connelly	<a href="mailto:cressidac@gmail.com">cressidac@gmail.com</a>	
Hudson Tenants Association (HTA)	Peggy	Chane	<a href="mailto:peggychane@gmail.com">peggychane@gmail.com</a>	
West Side Neighborhood Alliance	Jorgy	Flecha	<a href="mailto:iflechas@hcc-nyc.org">iflechas@hcc-nyc.org</a>	Third Thursday of the month
West Side Neighborhood Alliance	Leah	James	<a href="mailto:lames@hcc-nyc.org">lames@hcc-nyc.org</a>	Third Thursday of the month

<b>BUILDING DESIGN</b>																											
State the name and type of business previously located in the space.	Pam Real Thai Restaurant																										
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO	Do not know																								
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO	No except paint door & window frame																								
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	YES	NO	Yes																								
Is the entrance ADA Compliant?	YES	NO	YES. There will be a portable ramp to access step Ramp will be stored inside when not in use																								
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO	No																								
Will applicant have a vestibule within the establishment?	YES	NO	NO																								
Will applicant use a storm enclosure?	YES	NO	No																								
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	YES	NO	YES																								
Will applicant comply with the NYC noise code?	YES	NO	YES																								
Will the establishment have any of the following: (circle all that apply) None	<table border="1"> <thead> <tr> <th>FRENCH DOORS</th> <th>GARAGE DOORS</th> <th>WINDOWS THAT CAN BE OPENED</th> </tr> </thead> <tbody> <tr> <td>YES</td> <td>NO</td> <td>No open windows, garage or French Doors</td> </tr> <tr> <td>YES</td> <td>NO</td> <td>Will comply if they were applicable.</td> </tr> <tr> <td>YES</td> <td>NO</td> <td>NO</td> </tr> <tr> <td>YES</td> <td>NO</td> <td>Yes</td> </tr> <tr> <td>YES</td> <td>NO</td> <td>Yes</td> </tr> <tr> <td>YES</td> <td>NO</td> <td>NO</td> </tr> <tr> <td>YES</td> <td>NO</td> <td>No</td> </tr> </tbody> </table>			FRENCH DOORS	GARAGE DOORS	WINDOWS THAT CAN BE OPENED	YES	NO	No open windows, garage or French Doors	YES	NO	Will comply if they were applicable.	YES	NO	NO	YES	NO	Yes	YES	NO	Yes	YES	NO	NO	YES	NO	No
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Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	No open windows, garage or French Doors																								
Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment?	YES	NO	Will comply if they were applicable.																								
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	NO	NO																								
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	YES	NO	Yes																								
Will the kitchen exhaust system extend to the roof?	YES	NO	Yes																								
Will the establishment have an illuminated sign?	YES	NO	NO																								
Will the establishment have a canopy extending over the sidewalk?	YES	NO	No																								
Where will the air conditioner be located? What type is it?	Roof . Central Air																										
When was the air conditioner installed?	Do not know. Installed by prior tenant.																										

<b>OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ</b>			
Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	YES	NO	Yes
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo or open dining in the parking lane? If yes, which one(s)?	YES	NO	Roadway & Sidewalk dining
Are the floorplans for the outdoor space(s) included?	YES	NO	Yes
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	YES	NO	Yes
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	YES
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk?	YES	NO	YES. Outdoor area will only be for patrons seated for food service & beverages with their meal. No smoking
Will there be no amplified music, as per the law?	YES	NO	Yes. No amplified music
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	There will be background recorded music Windows cannot open . Windows & Doors kept closed
Will applicant agree to post signs outside asking customers to respect the neighbors'?	YES	NO	Yes
Will applicant agree to train staff to encourage a peaceful environment?	YES	NO	Yes
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	YES	NO	Yes
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	Yes. There will be ambient lighting for dining. No bright lights will shine in any resident windows
If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture?	YES	NO	Sidewalk dining chairs & tables will be stored inside at closing.
If open dining, will you comply with all NYC DOT guidelines?	YES	NO	Yes
If open dining, will the installation be year-round?	YES	NO	Yes

<b>DCA APPROVED UNENCLOSED SIDEWALK CAFÉ</b>			
Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	NO	Yes
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	Yes when permanent rules are established.
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	Yes, under Open Restaurants (temporary)
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	No. Applicant will comply w/ final rules & agency requirements that will have jurisdiction of these applications in the future & will be filed with alteration application to SLA
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	Yes
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	Yes. Alcohol will be served by waiter
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	YES	NO	Yes
Will applicant mark the perimeter of the café on the sidewalk?	YES	NO	Yes, if required
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	YES	NO	Yes
Will the sidewalk café not provide standing space for drinking or smoking?	YES	NO	No standing or smoking space in outdoor area
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	NO
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	Yes
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	YES	NO	Yes.
Will all furniture be stored inside between December 21 <sup>st</sup> and March 21 <sup>st</sup> , and any other day when it rains or snows?	YES	NO	Yes. If required by final rules.
Will applicant use umbrellas?	YES	NO	NO
If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8 foot clear path of sidewalk between the perimeter of the café and the closest obstruction including construction barricades?	YES	NO	Yes
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	YES	NO	No. Applicant seeks use of sidewalk & Roadway



**ADDITIONAL STIPULATIONS: (Office Use Only)**

***To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.***

**ADDITIONAL STIPULATIONS: (Office Use Only), *Continued***




***To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.***

Manhattan Community Board 4 (MCB4) recommends:  
 (MCB4's recommendation is based on a vote taken at its  
 February 2, 2022 full board meeting, with 41 members voting in favor  
 of the recommendation, 0 members opposed, 0 members  
 abstaining and 0 present but not eligible)

Denial unless all stipulations agreed to by applicant/owner are part of the method of  
 operation


Denial  Approval

**CB4 REPRESENTATIVES**

 Nelly Gonzalez <i>CB4 Assistant District Manager</i>	 Frank Holozubiec <i>CB4 BLP Committee Co-Chair</i>	 Burt Lazarin <i>CB4 BLP Committee Co-Chair</i>
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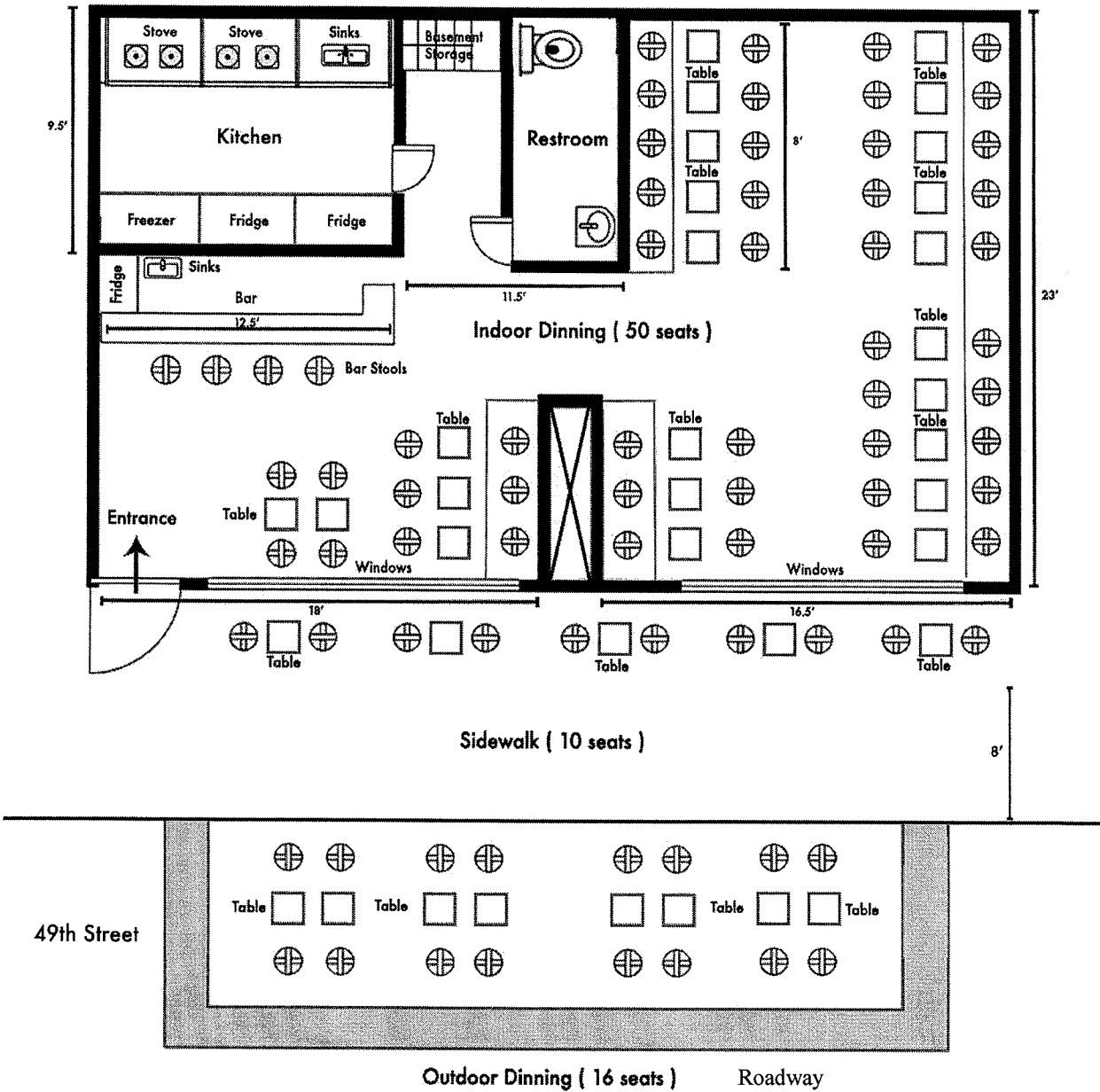
**APPLICANT AGREEMENT WITH THE COMMUNITY**

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 and applicant. These stipulations supersede any oral statements or representations in connection with this application.

<p><b>SIGN HERE</b> →</p>	<p>Heyday 68 LLC          Mowarin Hensawang - Member</p> <p><b>PRINT NAME OF APPLICANT</b></p>	 <p><b>SIGNATURE OF APPLICANT</b></p>	<p>12/29/21</p> <p><b>DATE</b></p>
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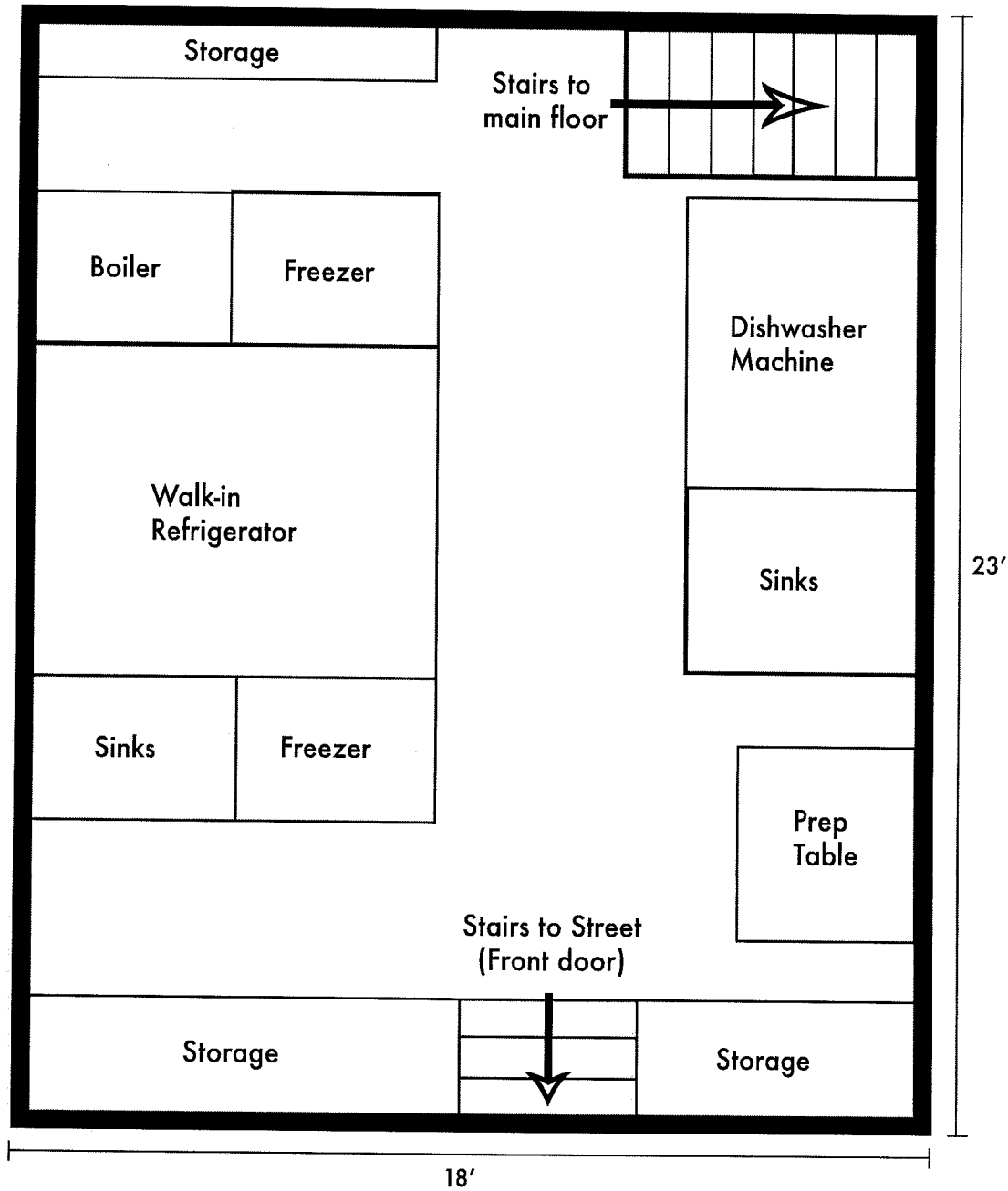
Heyday 68 LLC d/b/a Lum Lum , 404 W. 49 Street. NY NY 10019

# GROUND FLOOR



Heyday 68 LLC d/b/a Lum Lum , 404 W. 49 Street. NY NY 10019

# BASEMENT



## Roadway dining design (Concentual)



# FRONT EXTERIOR





# Properties with view of proposed outdoor seating area.





# Properties with view of proposed outdoor seating area.



# Properties with view of proposed outdoor seating area.







# LUMLUM

## KUB KLAEM

small plates to snack on

- OYSTERS 18  
fried shallot, raw garlic, sweet chili jam, spicy chili lime dressing
- FRIED LOTUS ROOT 10  
crispy lotus root, sweet chili jam
- GRAPEFRUIT SALAD 12  
fried chili, fish sauce, shallot, dry shrimp, lemongrass
- GRILLED EGGPLANT 12  
northern thai green chili dip, crispy pork skin
- SPICY SALMON SASHIMI\* 15  
salmon sashimi with citrus, bird's eye chili, cilantro and raw garlic
- SHIRMP LARB\* 15  
cured raw shrimp with chili fish sauce, toasted rice, shallot and mint
- BEEF YUM\* 16  
spicy beef tartare with fried shallot, toasted rice and sweet yam chips
- CRISPY RICE SALAD & PORK 15  
crushed crispy rice tossed with shredded coconut meat, sour pork, mint, chili, saw leaves, lime & ginger
- GRILLED CUTTLEFISH 15 | PRAWN 18  
served with spicy chili lime dressing
- STREAMED MUSSEL WITH THAI BASIL 16  
thai rice wine, thai basil, garlic
- SCALLOP CRUDO\* 19  
raw scallop, picked grape, radish , age ponzu, purple yam

## KAUY TEAW

noodle dishes to enjoy

- TIGER PRAWN PADTHAI 21 | CRAB 25  
pan-fried rice noodles with egg, chive, ground peanut, beansprouts, and a hint of tamarind flavor

- SEAFOOD PAD KI MAO 20  
spicy pan-fried rice noodles with chili, onion, red pepper, egg, basil and various Thai herbs
- TOFU PAD SEE EW 16  
pan-fried rice noodles with sweet black bean sauce, egg, and gailan.
- KOONG AOB WOOLEN 20  
baked prawns, pork fat, glass noodle, cilantro root, celery leaves
- MAMA TOM YUM NOODLE SOUP 20  
lemongrass soup, mixed seafood, grounded pork, bird's eye chili, galangal, makrut lime leaf, milk, chili jam

## KUB KHAO

bigger plates to share

- GROUNDED BEEF PAD KRAPOW 18  
bird's eye chili, garlic, thai basil, fried duck egg, jasmine rice
- CRAB SOFT OMELEETE 25  
crab, egg, jasmine rice
- CRAB FRIED RICE 25  
crab, egg, scallion, jasmine rice
- SQUID INK FRIED RICE WITH IKURA\* 28 (add uni 10)  
squid, salmon roe, garlic, cilantro, scallion, jasmine rice
- COCONUT MUSSEL CURRY 20  
southern style curry paste, pineapple, betel leaves, jasmine rice
- HOT PAN OYSTER 25  
oyster , egg, bean spouts, scallion, sriracha suace
- TYGER PRAWNS KAREE 22  
stir fried with curry powder, soft-scrambled egg, scallion, onion, micro celery, roasted chili jam
- FRIED FISH WITH SWEET FISH SAUCE 30  
fried whole branzino, crunch garlic, jasmine rice
- SPARE RIBS ROTI MASSAMAN 24  
massamun curry, beef spare ribs, potatoes, ground peanuts, pickled red pearl shallot, roti
- STEAMED FISH WITH THAI HERBS 32 | SQUID 24  
whole branzino, chili, lime, mint, cilantro, in a cilantro lime broth
- CRYING TIGER 30  
thai-style grilled beef steak, marinated raw egg, garlic rice, fried shallot

## SIDES

- PAKBOONG FAI DANG 12  
wok fried morning glory, garlic, bird's eye chili, soybean
- SAUTEED CABBAGE 12  
garlic, fish sauce
- MARINATED RAW EGG 5
- CRISPY FRIED EGG 3
- GARLIC RICE 7
- ROTI 5
- RICE PORRIDGE 3
- JASMINE RICE 3

## DESSERT

- MAKHAM PANNA COTTA 10  
tamarind jam, plum granite
- COCONUT ICECREAM WITH EGG YORK 12  
coconut pulp, palm meat, roast coconut flakes
- MANGO SORBET 12  
dry shrimp, fried shallot, sweet chili fish sauce
- BUA LOY 12  
thai taro mochi balls in sweet hot coconut milk and sweet egg

Please inform your server about any food allergies before ordering

\* Eating raw, undercooked seafood or meats increase your risk for food-borne illnesses

Statement in Support of On-Premise License  
HEYDAY 68 LLC  
(404 W. 49 Street, New York, N.Y. 10019)

I, Mowarin Hensawang, a member of Heyday 68 LLC., submit this statement to supplement its application to Community Board 4 wherein it seeks a "no objection" to an on-premise liquor license.

Heyday 68 LLC d/b/a Lum Lum is a restaurant that will specialize in Thai cuisine. It located on 49 Street between Ninth and Tenth Avenues. The premises was previously occupied by Pam Real Thai food which was forced to close after twenty years because of economic hardships that stemmed from the COVID-19 pandemic

The COVID-19 pandemic has challenged a once thriving restaurant industry. The traditional brick and mortar restaurant is not the only competition as the world wide web has provided alternative opportunities to dine at home during the pandemic. As a full service restaurant, I hope to provide my customers with an enjoyable experience that can only be experienced in a brick and mortar restaurant. I seek a liquor license because I would like to provide my customers the option to order beer, wine, cider or liquor with their meal. Our competition is not limited to Thai restaurants. Our competition is any restaurant in the vicinity that provides the consumer a choice. There are non-Thai restaurants within the vicinity that serve liquor. Certainly, the choice to dine at an establishment that serves liquor will eliminate the choice to dine at an establishment that only serves beer and wine or is not licensed to sell alcohol at all. The New York City restaurant industry is competitive and it is my business judgment that a liquor license will help me compete effectively with other restaurants. The grant of an on-premise liquor license to a Thai restaurant within Community Board 4 (CB 4) is not unprecedented Attached as **Exhibit A** is a 500 foot map (LAMP Proximity Report) of premises licensed by the New York State Liquor Authority. Of the eighteen active on premises liquor licenses within 500 feet of the premises, there is only one Thai restaurant (VIV) located at 717 9th Avenue with a full liquor license within 500 feet of the premises.

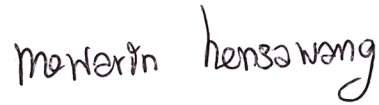
Issuance of a liquor license will not be contrary to the public interest. My restaurant will operate as a good neighbor. The restaurant will be open daily from 12pm to 10pm and will be personally managed by a member of the applicant. The business will focus on dining with beverages as complement to the meal. There will not be loud amplified music, open windows, large screen televisions, dancing, private parties, live music or customers gathering in large crowds outside the premises. I met with HK49-54 Block Alliance on December 22, 2021 to discuss my application. I am unaware of any objections.

The premises was previously occupied by a Thai restaurant for twenty years. I am unaware of any history of complaints against prior businesses at this location. There is

no impact on traffic in the area. The restaurant is close to public transportation. I expect most patrons will reside locally and walk.

For these reasons, I respectfully seek the Community Board's "no objection" to my application for a liquor license.

Dated: December 29, 2021



Heyday 68 LLC

By : Mowarin Hensawang  
Member



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.

<b>Proximity Report For:</b>	
Location	<b>404 W 49th St, New York, New York, 10019</b>
Geocode	<b>Latitude: 40.76297 Longitude: -73.98989</b>
Report Generated On	<b>11/10/2021</b>

<b>8 Closest Liquor Stores</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
706 9TH AVE LIQUORS INC Ser #: 1314835	706 9TH AVE NEW YORK, NY 10019	235 ft
NINTH AVENUE VINTNER LTD Ser #: 1023814	669 671 9TH AVENUE NEW YORK, NY 10036	682 ft
ADRIATIC WINE & LIQUOR LLC Ser #: 1023638	714 10TH AVENUE NEW YORK, NY 10019	741 ft
ROYAL WINES & LIQUORS INC Ser #: 1334969	803 9TH AVENUE SOUTH STORE NEW YORK, NY 100019	1,149 ft
SHON 45 LIQUORS INC Ser #: 1023642	840 8TH AVENUE NEW YORK, NY 10019	1,162 ft
REIDY WINE & LIQUOR CO INC Ser #: 1023815	762 8TH AVENUE NEW YORK, NY 10036	1,202 ft
CELLAR 53 WINE & SPIRITS INC Ser #: 1242982	785 10TH AVE NEW YORK, NY 10019	1,358 ft
WEST 54 LIQUORS LLC Ser #: 1210031	453 W 54TH ST CNR-10TH AVE NEW YORK, NY 10019	1,397 ft

<b>Schools within 500 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
BUSINESS OF SPORTS SCHOOL	439 W 49TH ST NEW YORK, NY 10019	283 ft
URBAN ASSEMBLY GATEWAY SCHOOL FOR TECHNOLOGY	439 W 49TH ST NEW YORK, NY 10019	344 ft
STEPHEN T MATHER BUILDING ARTS AND CRAFTMANSHIP HIGH SCHOOL	439 W 49TH ST NEW YORK, NY 10019	347 ft
SUCCESS ACADEMY CHARTER SCHOOL-HELL'S KITCHEN	439 W 49TH ST-2ND FL NEW YORK, NY 10019	367 ft

<b>Churches within 500 feet</b>	
<b>Name</b>	<b>Distance</b>

<b>Churches within 500 feet</b>	
<b>Name</b>	<b>Distance</b>
National Center For Overcoming	395 ft
Calvary Christian Church	408 ft
The Hermetic Society	430 ft
Church Of Scientology	489 ft
FSSC Eastern US	489 ft
Salem United Methodist Church	489 ft

<b>Pending On Premises Liquor Licenses within 750 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
TACO AUTHORITY 2 LLC Ser #: 1339062	705 9TH AVE NEW YORK, NY 10019	156 ft
REVIVAL SURVIVAL LLC Ser #: 1339740	714 9TH AVE NEW YORK, NY 10019	191 ft
BOXERS ENTERPRISES LLC Ser #: 1332648	735 9TH AVE NEW YORK, NY 10019	227 ft
NPD WEST 51 INC Ser #: 1337047	370 W 51ST ST STORE 1, 2 NEW YORK, NY 10019	561 ft
MARI HOSPITALITY NYC INC Ser #: 1337568	679 9TH AVE NEW YORK, NY 10036	562 ft
EASTSIDE BARKING DOG INC Ser #: 1337741	329 W 49TH ST NEW YORK, NY 10019	595 ft
ADVANCED AEROSPACE LLC Ser #: 1338801	674 9TH AVE NEW YORK, NY 10019	624 ft
692 10TH AVE LLC Ser #: 1339131	692 10TH AVE NEW YORK, NY 10019	718 ft

<b>Active On Premises Liquor Licenses within 750 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
RHUNGRUENG INC Ser #: 1309255	717 9TH AVE NEW YORK, NY 10019	92 ft
701 RESTAURANT LLC Ser #: 1278118	701 9TH AVE NEW YORK, NY 10019	195 ft
GAF WEST LTD Ser #: 1114375	401 W 48TH STREET NEW YORK, NY 10036	235 ft
733 RESTAURANT CORP Ser #: 1209592	733 9TH AVENUE 49TH ST & 50TH STREET NEW YORK, NY 10019	238 ft
SC LIC LLC Ser #: 1324144	735 739 NINTH AVE NEW YORK, NY 10019	252 ft
MORALES CABRERA CORP Ser #: 1275160	741 9TH AVE NEW YORK, NY 10019	334 ft
BOXERS ENTERPRISES LLC Ser #: 1266990	742 9TH AVE NEW YORK, NY 10019	334 ft
401 W 50 TAVERN INC Ser #: 1208415	401 W 50TH STREET NEW YORK, NY 10019	344 ft

<b>Active On Premises Liquor Licenses within 750 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
CHAUFA INC Ser #: 1296345	698 700 9TH AVE NEW YORK, NY 10036	354 ft
DREAM TEAM PARTNERS LLC Ser #: 1236535	744 9TH AVENUE NEW YORK, NY 10019	367 ft
CLL CAPITAL INC Ser #: 1316908	689 9TH AVE NEW YORK, NY 10036	387 ft
LOS ANDES GROUP LLC Ser #: 1334403	745 9TH AVE NEW YORK, NY 10019	396 ft
SETA RESTAURANT CORP Ser #: 1027943	686 688 NINTH AVENUE NEW YORK, NY 10036	420 ft
DOWN THE ROAD PUB LLC Ser #: 1315603	683 9TH AVE NEW YORK, NY 10036	448 ft
HELLS KITCHEN THAI INC Ser #: 1300696	750 9TH AVE NEW YORK, NY 10019	478 ft
OXIDO CORP Ser #: 1271658	753 9TH AVE NEW YORK, NY 10019	487 ft
VYNL LLC Ser #: 1166291	754 NINTH AVE NEW YORK, NY 10019	493 ft
683 NINTH AVENUE INC Ser #: 1111088	683 NINTH AVE AKA 401 W 47TH NEW YORK, NY 10036	495 ft
HIGHLANDERS 756 INC Ser #: 1272868	756 NINTH AVE NEW YORK, NY 10019	513 ft
BRICIOLA CORP Ser #: 1319788	370 W 51ST ST NEW YORK, NY 10019	558 ft
ELYMAR RESTAURANT CORPORATION Ser #: 1026234	365 W 50TH STREET NEW YORK, NY 10019	561 ft
GO BNB REST LLC Ser #: 1297091	675B 9TH AVE NEW YORK, NY 10036	579 ft
AGGIEPOLO INC Ser #: 1274213	761 9TH AVE NEW YORK, NY 10019	581 ft
AURA LLC AND SCOTT STERNICK AND RICHARD WINCKELMAN Ser #: 1261080	350 W 49TH ST NEW YORK, NY 10019	585 ft
ARRIBA ARRIBA MEXICAN RESTAURANTS INC Ser #: 1026170	762 9TH AVENUE NEW YORK, NY 10019	586 ft
7 WASHINGTON LANE CORP Ser #: 1298056	369 W 51ST ST NEW YORK, NY 10019	620 ft
PGNV LLC Ser #: 1300770	765 9TH AVE NEW YORK, NY 10019	652 ft
INISTIOGE INC Ser #: 1026257	768 9TH AVE NEW YORK, NY 10019	660 ft
AGEHA JAPANESE FUSION INC Ser #: 1261234	767 9TH AVE NEW YORK, NY 10019	660 ft
MIH 23 INC Ser #: 1305165	720 10TH AVE NEW YORK, NY 10019	721 ft
NEW WORLD STAGES HOLDING CO LLC&NEW WORLD STAGES Ser #: 1282938	340 W 50TH ST NEW YORK, NY 10019	726 ft
SAMARPAN INC Ser #: 1302413	688 10TH AVE NORTHERN PORTION OF BUILDING NEW YORK, NY 10019	727 ft
WBNC RESTAURANT MANAGEMENT LLC Ser #: 1316195	688 10TH AVE STORE 1 NEW YORK, NY 10019	729 ft

<b>Active On Premises Liquor Licenses within 750 feet</b>		
<b>Name</b>	<b>Address</b>	<b>Distance</b>
MORNINGSIDE TERRACE CORP Ser #: 1280901	772 9TH AVE NEW YORK, NY 10019	734 ft
BOYYTHAI CORP Ser #: 1315787	662 9TH AVE NEW YORK, NY 10036	735 ft

Temporary Winter/Storm Enclosure

