

Manhattan Community Board 4

(All Fields Must Be Completed)

Liquor License Stipulations Application

CORPORATION NAME 267W. LLC		DOING BUSINESS AS (DBA) Bonchon	
STREET ADDRESS 267 W 23rd Street New York, NY		CROSS STREETS 8TH AVE & W. 23RD STREET	ZIP CODE 10011
OWNER <i>(Attach a list of all the people that will be associated listed with the license)</i>	NAME: Jin Duk Seo & Jinyoung Yoo	ATTORNEY/ REPRESENTATIVE	NAME: Gen Harris from Rezzonator Services
	PHONE: Please contact Rep, Gen Harris.		PHONE: 212.390.0806
	EMAIL: Please email Rep, Gen Harris.		EMAIL: info@rezzonatorservices.com
MANAGER	NAME: Joe Kang	LANDLORD	NAME: 5th Jam Development LLC.
	PHONE: 212.273.1111 Ext. 15		PHONE: 212.683.2233
	EMAIL: joekang@bonchon.com		EMAIL: N/A
APPLICATION TYPE <i>(Check One)</i>			
<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
	What is/was the name and address of establishment?	Bonchon USA Inc. 207 West 38th Street, New York, NY 10018	
	What were the dates applicant was involved with this former premise?	12/2006 - Present	
<input type="radio"/> Transfer	What is the prior license # and expiration date?		
	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"/> Alteration	What is the current license # and expiration date?		
	<i>Please list/describe the nature of all the changes and attach the plans:</i>		
METHOD OF OPERATION			
TYPE OF ALCOHOL	<input checked="" type="radio"/> Liquor/Wine/Beer <input type="radio"/> Beer <input type="radio"/> Wine & Beer		
ESTABLISHMENT TYPE	<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?	YES	<input checked="" type="checkbox"/> NO	before the end of August 2017
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.	YES <input checked="" type="checkbox"/>	NO	
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.	YES	NO <input checked="" type="checkbox"/>	The closest church and/or school is over 200' away
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?	<input checked="" type="checkbox"/> YES	NO	

OPERATIONAL DETAILS (*Closing time will be when establishment is vacated of all patrons)

HOURS* <i>(Indoor Only)</i>		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Operation	11am 11pm	11am 11pm	11am 11pm	11am 11pm	11am 12am	11am 11pm	11am 11pm
	Kitchen	11am 11pm	11am 11pm	11am 11pm	11am 11pm	11am 12am	11am 11pm	11am 11pm
	Music	11am 11pm	11am 11pm	11am 11pm	11am 11pm	11am 12am	11am 11pm	11am 11pm

If you plan to have music, what type(s)?
(Circle all that apply)

<input checked="" type="checkbox"/> BACKGROUND	<input type="checkbox"/> LIVE MUSIC	<input type="checkbox"/> DJ	<input type="checkbox"/> JUKE BOX	<input type="checkbox"/> KARAOKE
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OCCUPANCY

	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate 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	C of O Pending	80	30	62	N/A	1	12
OUTSIDE <i>(Other than sidewalk café)</i>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SIDEWALK CAFÉ	N/A	N/A	N/A	N/A			

How many floors are there? What is the capacity for each floor? 3 Floors, Certificate of Occupancy Pending

How frequently will the owner(s) be at the establishment? Everyday.

Will you be applying or intending to apply for a cabaret license with DCA? If yes, will there be dancing?	YES	<input checked="" type="checkbox"/> NO	
Will applicant have bottle or table service for beverage alcohol?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	We will allow bottles of Beer Sale On Occasion
Will you be hosting private, promotional or corporate events?	YES	<input checked="" type="checkbox"/> NO	
Will outside promoters be used on a regular basis? If yes please describe.	YES	<input checked="" type="checkbox"/> NO	
Will you have a security plan? If, yes please attach.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Surveillance cameras, trained staff will be on site as well as owners at all times
Will security plan be implemented?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	Security plan will always be implemented
Will State certified security personnel be used?	YES	<input checked="" type="checkbox"/> NO	
Will New York Nightlife Association and NYPD Best Practices be followed?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will applicant be using delivery bicycles? If yes, how many?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	3
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?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	

Where will delivery bicycles be stored during the day when not in use? Stored in the basement.

LOCATION & ZONING			
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	<input checked="" type="checkbox"/> NO	
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	YES	<input checked="" type="checkbox"/> NO	Currently under construction will have C of O by the end of August 2017
Is a Public Assembly permit required?	YES	<input checked="" type="checkbox"/> NO	Under 75 persons
Are your plans filed with DOB?	YES	<input checked="" type="checkbox"/> NO	Before end of August 2017

Community Notification/Relations			
NOTIFICATION: 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		
	# 2		
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	See Email		
Who was your contact person at each group you met with?	See Email		
When did applicant post the notice that was provided?	on July 31st 2017. Proof of Newspaper and Photo attached		
Where did applicant post the notice that was provided?	In front of the door of the Restaurant.		
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO	

BUILDING DESIGN			
State the name and type of business previously located in the space.	Beauty Supply Store.		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO X	
Do you plan any changes to the existing façade? If yes, please describe.	X YES	NO	Building a kitchen & bar.
Will applicant have a vestibule within the establishment?	X YES	NO	
Will applicant use a storm enclosure?	YES	X NO	
Will applicant not place any items or obstructions on the sidewalk, for example, sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	X YES	NO	
Will applicant comply with the NYC noise code?	X YES	NO	
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS	GARAGE DOORS	WINDOWS THAT CAN BE OPENED
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	N/A
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	N/A
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. Not necessary, this is ambiance background noise at most
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	
Will the kitchen exhaust system extend to the roof?	X YES	NO	
Will the establishment have an illuminated sign?	X YES	NO	
Will the establishment have a canopy extending over the sidewalk?	YES	X NO	
Where will the air conditioner be located? What type is it?	Yes, central air conditioner.		
When was the air conditioner installed?	Unknown, previously there.		

OUTDOOR ITEMS - OTHER THEN SIDEWALK CAFÉ			
Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	YES <input checked="" type="checkbox"/>	NO	
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck or gazebo? If yes, which one(s)?	YES	X NO	
Are the floorplans for the outdoor space(s) included?	YES	NO	N/A
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	YES	NO	N/A
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	N/A
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s)?	YES	NO <input checked="" type="checkbox"/>	
Will there be no amplified music, as per the law?	YES <input checked="" type="checkbox"/>	NO	
If amplified sound is played inside the establishment, will windows and doors be closed?	YES <input checked="" type="checkbox"/>	NO	
Will applicant agree to post signs outside asking customers to respect the neighbors'?	YES <input checked="" type="checkbox"/>	NO	
Will applicant agree to train staff to encourage a peaceful environment?	YES <input checked="" type="checkbox"/>	NO	
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	YES	NO	Applicant will not soundproof tenant apartments as this is not their property applicant will mitigate noise by allowing only ambiance music
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	N/A

OUTDOOR ITEMS – SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	NO	NONE ARE APPLICABLE
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	YES	NO	
Will applicant mark the perimeter of the café on the sidewalk?	YES	NO	
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	YES	NO	
Will the sidewalk café not provide standing space for drinking or smoking?	YES	NO	
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	YES	NO	
Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains or snows?	YES	NO	
Will applicant use umbrellas?	YES	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 closes obstruction including construction barricades?	YES	NO	

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.

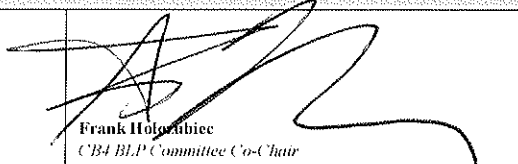
Manhattan Community Board 4 (MCB4) recommends:

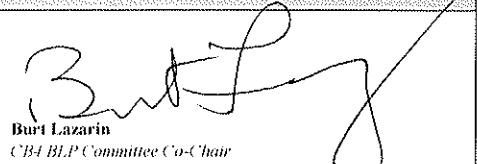
Denial unless all stipulations agreed to by applicant/owner are part of the method of operation

Denial Approval

CB4 REPRESENTATIVES


Nelly Gonzalez
CBI Assistant District Manager


Frank Holowickie
CBI BLP Committee Co-Chair


Burt Lazzarin
CBI BLP Committee Co-Chair

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.

SIGN HERE



Jin Duk Seo & Jinyoung Yoo

PRINT NAME OF APPLICANT

*Jin Duk Seo
Jinyoung Yoo*

SIGNATURE OF APPLICANT

07/31/17

DATE

 9/12/2017

267W. LLC DBA Bonchon
 267 W 23rd Street, New York, NY 10011
 Community Board Meeting Date 08/08/17
 Proposed Menu

SALADS & SOUP



BONCHON SALAD \$11.95
 Crisp romaine lettuce tossed with edamame beans, scallions, thin strips of kimchi in our sesame ginger dressing. Topped with crispy sweet potato strips and our signature fried chicken bites.
 910 cal.



SESAME GINGER SALAD* \$9.95
 Spring mix, chicken, red bell peppers, cucumbers tossed in a sesame ginger dressing. Choice of tofu or salmon* (+\$3)
 510-590 cal.



UDON NOODLE SOUP \$9.95
 Thick white wheat noodles served hot in an Asian spiced broth with assorted seasonal vegetables. Topped with sesame oil, nori and toasted sesame seeds. (Vegetarian)
 290 cal.

SIDES



EDAMAME \$6.95
 Boiled and lightly salted soybeans.
 250 cal. Δ



SEASONED FRIES \$7.95
 Our French fries are tossed with house seasoning and parmesan cheese. Enjoyed with party bases for garnish with a side of ketchup.
 570 cal.



ONION RINGS \$7.95
 Thick slices of onions in a crunchy batter served golden brown with a side of ketchup.
 740 cal.



KIMCHI \$3.25
 Kimchi is a traditional Korean dish consisting of fermented chili peppers and cabbage.
 35 cal.

FRENCH FRIES \$4.50 520 cal.

PICKLED RADISH \$2.25 20 cal.

COLESLAW \$2.25 35 cal.

KIMCHI COLESLAW \$3.25 35 cal.

STEAMED RICE \$2.25 170 cal.

EXTRA DRESSING \$0.95



DID YOU KNOW?

BIBIMBAP [bi-bim-bap]
 This dish was traditionally eaten on the eve of the lunar new year as the people at that time felt that they had to get rid of all of their leftover side dishes before the new year. It is listed at number 40 on the "World's 50 most delicious food readers' poll" compiled by CNN Travel.

TTEOKBOKKI [duk-hok-ki]
 Tteokbokki was part of the Korean royal court cuisine in the 14th century. It was originally plain in color and mild in taste, it later became red and spicy after the independence of Korea.

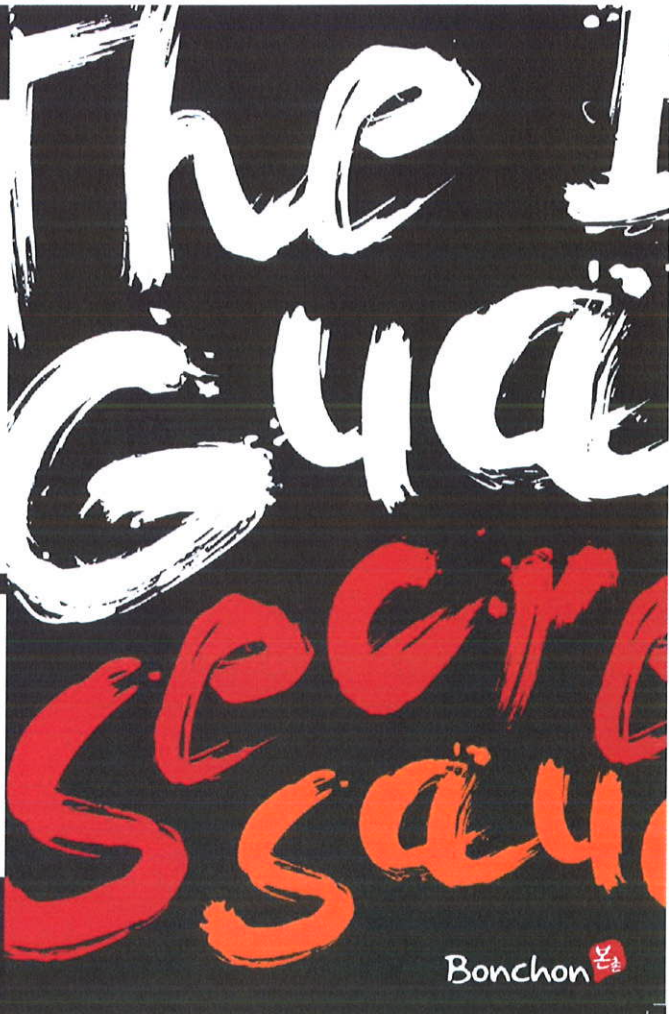
JAPCHAE [jap-chaeh]
 Japchae was first introduced to the Korean peninsula in the 17th century. He loved it and ended up promoting the liege to the position of Secretary of the Treasury.

BONCHON [bon-choh] Korean word for hometown
HELLO [ann-yeong-ha-se-yo]
THANK YOU [kam-sa-ham-ni-da]

#eathappiness
 www.bonchon.com

*WARNING: consuming raw and undercooked meat and/or seafood may increase your risk of foodborne illness. *Before grilling an entire chicken, inform your server. If a person in your party has a food allergy, your food can be cooked to order.
 2,000 calories a day is used for general nutrition advice, but calorie needs vary.
 Additional nutrition information available upon request.
 Warning: ⚠ indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.

Bonchon



STARTERS



TTEOKBOKKI* M \$12.95
 Rice and fish cakes, wheat noodles, onions, stir-fried in a Korean red pepper sauce topped with mozzarella cheese
 500 cal. Δ



TAKOYAKI* \$7.95
 Fried octopus dumplings drizzled with Japanese mayonnaise, Katsu sauce and served with bonito flakes
 590 cal.



SALMON AVOCADO BALL* \$11.95
 A mix of avocado, crab meat, cucumber, fish oil wrapped in seared fresh salmon, topped with spicy mayo, srirach sauce and crunchy tempura bits
 1060 cal. Δ



SLIDERS \$11.95
CRISPY CHICKEN OR BULGOGI (+\$1)
 Crispy chicken strips (soy garlic or spicy) or marinated ribeye, fresh cucumber, red onion and coleslaw, served on a mini slider bun. Three per order.
 630-850 cal.



FRIED CALAMARI \$14.95
 Lightly battered fried calamari tossed with Bonchon soy garlic sauce
 800 cal.



POTSTICKERS \$11.95
 Lightly fried pork and vegetable dumplings brushed with Bonchon signature sauce. Choice of **spicy Δ, soy garlic or half Δ half**
 570-580 cal.



SHRIMP SHUMAI \$7.95
 Shrimp dumplings drizzled with honey drizzle dressing. Choice of **fried or steamed**
 530 cal.



POPCORN CHICKEN \$10.95
 Juicy chicken bites, marinated and breaded in bread crumbs. Drizzled with honey and molasses served with kimchi mayo for dipping sauce
 680 cal.

Δ SPICY M VERY SPICY

SIGNATURE FRIED CHICKEN

WITH YOUR CHOICE OF SPICY OR SOY GARLIC



WINGS			
SMALL	10 pcs	\$13.95	810-900 cal.
MEDIUM	20 pcs	\$24.95	1620-1800 cal.
LARGE Δ	30 pcs	\$34.95	2430-2700 cal.

DRUMS			
SMALL	5 pcs	\$13.95	900-1010 cal.
MEDIUM Δ	10 pcs	\$24.95	1810-2030 cal.
LARGE Δ	15 pcs	\$34.95	2710-3040 cal.

STRIPS			
SMALL Δ	10 pcs	\$13.95	1160-1240 cal.
MEDIUM Δ	20 pcs	\$24.95	2320-2480 cal.
LARGE Δ	30 pcs	\$34.95	3480-3720 cal.

COMBO	
SMALL	\$13.95 6 Wings + 3 Drums 1080 cal.
MEDIUM	\$24.95 10 Wings + 5 Drums 1820 cal.
LARGE Δ	\$34.95 15 Wings + 8 Drums 2800 cal.

Each chicken dish is served with a complimentary side of pickled radish.
 These cool, crisp, bite-sized cubes of daikon radish offer a sharp and sweet contrast to our savory chicken.

MAIN DISHES

BIBIMBAP* \$13.95
 White rice, assorted seasonal vegetables topped with egg, served in a sizzling stone bowl with Korean red pepper paste on the side. Choice of **tofu, spicy chicken (+\$1) Δ, bulgogi (+\$2), or seafood (+\$2)**
 +420 cal.
 +730 cal.
 +520 cal.
 +270 cal.
 580 cal. Δ

BONCHON WRAP \$10.95
 Our signature chicken strips on a bed of crisp lettuce, freshly sliced avocado, seasoned with buttermilk ranch dressing, spicy mayo, wrapped in a warm flour tortilla. Substitute with **bulgogi (+\$1)**
 560-1060 cal.

JAPCHAE \$14.95
 Glass noodles, red peppers, carrots, spinach, mushrooms and thinly sliced marinated beef flavored with Bonchon soy garlic sauce and stir-fried with sesame oil
 800 cal.

HOUSE FRIED RICE* \$11.95
 Fried rice, eggs and vegetable wok stir-fry. Choice of **chicken, bulgogi (+\$2), or seafood (+\$2)**
 +760 cal.
 +420 cal.
 +530 cal.
 940 cal. Δ

PORK BUNS \$11.95
 Steamed wheat buns with slices of savory pork belly. Topped with cucumbers, coleslaw and Katsu sauce. Three per order.
 420 cal.

BULL DAK* M \$15.95
 Spicy chicken stir-fried with rice cakes in a fiery sauce, topped with thinly sliced scallions, onions and mozzarella cheese. Served with white rice and steamed vegetables
 1200 cal.

CHICKEN KATSU \$11.95
 Breaded chicken cutlet served over a bed of steamed rice and drizzled with Katsu sauce and spicy mayo
 970 cal.

KOREAN TACOS \$11.95
 Three warm flour tortillas filled with your choice of meat on a bed of crisp lettuce, seasoned with buttermilk ranch dressing and spicy mayo. Three per order. **spicy chicken Δ or bulgogi (+\$1)**
 580-630 cal.

BULGOGI \$17.95
 Thinly sliced tender ribeye beef marinated and aged with a homemade sauce, sautéed with mushrooms and onions. Served with white rice and steamed vegetables
 1320 cal. Δ



267W. LLC DBA Bonchon
267 W 23rd Street, New York, NY 10011
Community Board Meeting Date 08/08/17
Photos of Exterior of Location



267W. LLC DBA Bonchon
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Premises Found within 500 Feet

1. Name: Zenith Corporation
DBA: Trailer Park Lounge Grill
Serial #: 1105483
Address: 271 W 23rd St, New York, NY 10011
Distance: 35ft
2. Name: Barracuda Lounge Inc
DBA: Barracuda
Serial #: 1024842
Address: 275 W 22nd St, New York, NY 10011
Distance: 285ft
3. Name: 23rd & 8th LLC
DBA: Dallas BBQ
Serial #: 1117135
Address: 261 8th Ave, New York, NY 10011
Distance: 330ft
4. Name: Chelsea Restaurant Owner LLC & Chelsea Dynasty LLC
DBA: El Quuote
Serial #: 1281061
Address: 226 w 23rd St, New York, NY 10011
Distance: 350ft
5. Name: Spice Corner 236 Inc
DBA: Spice
Serial #: 1227055
Address: 236 8th Ave, New York, NY 10011
Distance: 400ft
6. Name: Golden Sea Beach Inc

DBA: Asuka Sushi
Serial #: 1293028
Address: 300 W 23rd St, New York, NY 10011
Distance: 410ft

Premises Found within 500 Feet Continued

7. Name: Momofuku 232 Eight Avenue LLC
DBA: Momofuku
Serial #: 1287643
Address: 232 8th Ave, New York, NY 10011
Distance: 420ft

8. Name: Foragers Holdings LLC
DBA: Foragers City Grocer
Serial #: 1258690
Address: 233 8th Ave, New York, NY 10011
Distance: 445ft

9. Name: ERS Restaurant Inc
DBA: Zia Maria
Serial #: 1292918
Address: 318 W 23rd St, New York, NY 10011
Distance: 490ft

10. Name: Top Brass LLC
DBA: Chelsea Station
Serial #: 1294819
Address: 290 8th Ave, New York, NY 10011
Distance: 495ft

Map of Premises Found within 500 Feet

