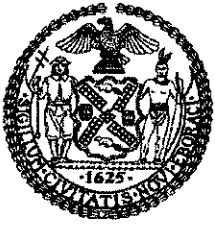


HELBRAUN || LEVEY

Trueviand LLC  
171 Avenue A  
New York, NY 10009

MANHATTAN COMMUNITY BOARD THREE

helbraunlevey.com  
110 William Street, Suite 1410  
New York, NY 10038  
212-219-1193



THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
 Phone: (212) 533-5300 - Fax: (212) 533-3659  
 www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, 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)
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

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: June 20th, 2018

**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: VACANT

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: \_\_\_\_\_

Corporation and trade name of current license: \_\_\_\_\_

**APPLICANT:**

Premise address: 171 Avenue A, New York,

Cross streets: Between E 11th st and 10th st

Name of applicant and all principals: Changhao Li, Xu Lin, Jianpeng Guo, Xiaogang Wu

Trade name (DBA): TrueViand LLC (ENTITY) - D/B/A PENDING

**PREMISE:**

Type of building and number of floors: C7 Walk up Apartment, 6 stories

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

*\* PENDING \**

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: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of  
outdoor space) 12pm to 11pm Sunday to Thursday, 12pm to 12am Friday to Saturday

Number of tables? 19 Total number of seats? 55

How many stand-up bars/ bar seats are located on the premise? 10

(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): 16 foot rectangle shape, close to entrance

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

Szchuan Cuisine, and dim sum

What are the hours kitchen will be open? 1130am-10pm Sun to Thu, 1130am-12pm Fri-Sat

Will a manager or principal always be on site?  Yes  No If yes, which? Manager

How many employees will there be? 6-10

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

*FOOD SERVED AT  
ALL HOURS OF  
OPERATION*

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: JBL sound system

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.")

**\*SEE ATTACHED\***

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.

**\*SEE ATTACHED\***

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: N/A

Address: N/A Community Board # N/A

Dates of operation: N/A

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

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? SEE ATTACHED LAMP REPORT #

How many On-Premise (OP) liquor licenses are within 500 feet? 0 BLOCK PLOT DIAGRAM

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 close any front or rear facade doors and windows at 10:00 P.M. every night or during any amplified performances, including but not limited to DJs, live music and live nonmusical performances.
2.  I will not have  DJs,  live music,  promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than 1 DJs/ promoted events per MO,  more than 3 private parties per mo.
3.  I will play ambient recorded background music only.
4.  I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5.  I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
6.  I will not participate in pub crawls or have party buses come to my establishment.
7.  I will not have a happy hour.  I will have happy hour and it will end by \_\_\_\_\_.
8.  I will not have wait lines outside.  There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9.  Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

RE: MANAGEMENT OF NOISE INSIDE AND OUTSIDE:

The applicant will control noise inside and remind customers to be respectful of neighbors, with a fulltime manager and staff that will be managing the premises at all times.

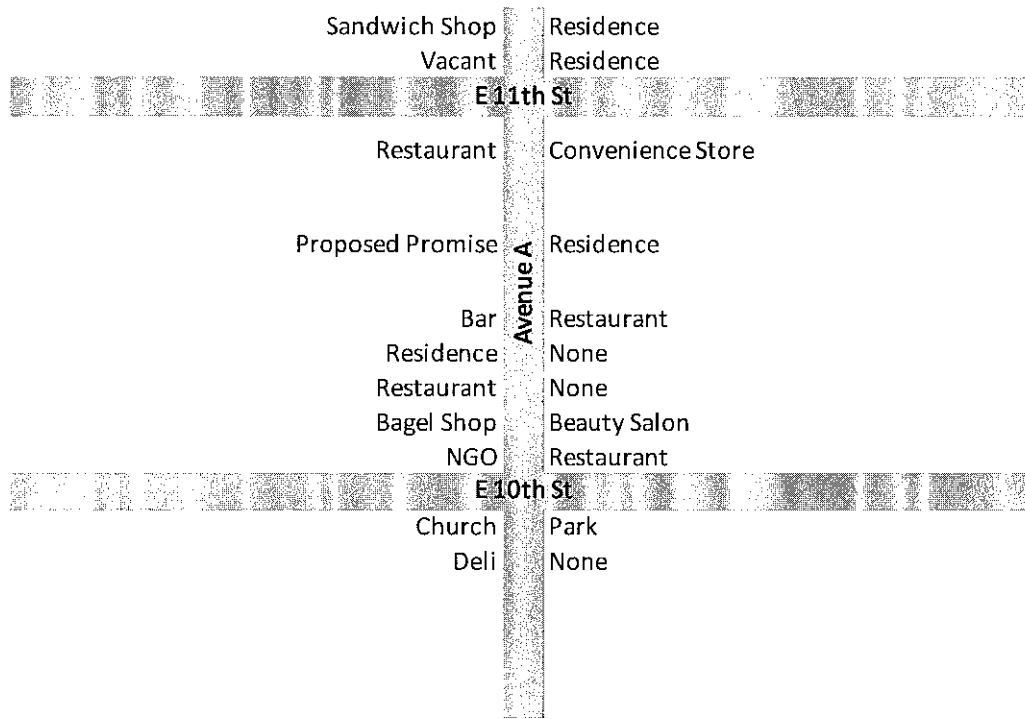
Music will be limited to low level, ambient background music. Low level speakers will be installed where noise will not be leaving the premise.

RE: MANAGEMENT OF VEHICULAR TRAFFIC/CROWDING:

The applicant does not expect that this will be an issue given the character of their proposed establishment and the small size of it. To ensure that this does not become an issue, all staff will be instructed to monitor the sidewalk and curb area to dispel groupings of people and keep the sidewalk clear. These applicants have an existing restaurant in New York City that is similarly situated. They have proven effective at maintaining order outside the establishment their and would employ the same techniques here.



**BLOCK PLOT DIAGRAM**  
**ADDRESS: 171 Avenue A, New York, NY, 10009**





## SAMPLE MENU - DINNER

### Dim Sum

Steamed Soup Dumplings (蟹粉小笼包) <i>- 4 pieces, options of crab meat with pork &amp; veggie</i>	9
Shrimp Dumplings (虾饺) <i>- 4 pieces</i>	7
Shu Mai (烧麦) <i>- 4 pieces, pork and shrimp meat</i>	7
Potstickers (煎饺) <i>- 4 pieces, options of pork &amp; veggie</i>	8
Scallion Pancakes (葱油饼)	7

### To Start

Husband & Wife Special (夫妻肺片) <i>- sliced beef &amp; tripe seasoned in peanut-chili sauce</i>	9
Mouthwatering Chicken (口水鸡) <i>- poached chicken in peanut-sesame sauce</i>	9
Pork in Garlic (蒜泥白肉) <i>- steamed pork slices in spicy garlic dressing with fresh cucumber</i>	9
Shredded Trip in Chili Oil (红油肚丝) <i>- garlic braised trip in chilli oil with sichuan peppercorn and scallion</i>	11
LaBa Scallops (腊八扇贝) <i>- pickle garlic, Chinese vinegar and poached scallops</i>	15
Grandma's Wonton (外婆抄手) <i>- pork meat wontons in spicy sauce</i>	8
Old Street Noodles (老街凉面)	9

- cold noodles in vinegar, chili oil and light peanut-sesame sauce

Dan Dan Noodles (担担面) 8  
- minced pork, garlic and chilli oil

## To Continue

Double Cooked Pork (回锅肉) 16  
- pork belly, smoked tofu, leeks & peppers

Lian Shan Pork (连山回锅肉) 20  
- speciality pork belly in soybean sauce

Tea-Smoked Duck (樟茶鸭) 23  
- bone-in, one-quarter duck smoked by dry tea & woodfire

Smoked Duck Sichuan Style (四川酱鸭) 24  
- bone-in speciality duck quarter

Three Pepper Chicken (三椒焗鸡) 16  
- crispy chicken with scallion & chilli peppers of three kinds

Mountain City Chicken (山城辣子鸡) 18  
- stir-fried diced chicken with fresh red chilli peppers

Shredded Pork in Garlic Sauce (鱼香肉丝) 14  
- sweet garlic sauce

Kung Pao Chicken (宫保鸡丁) 14

Yang Zhou Ribs (扬州排骨) 15  
- slow-braised ribs in sweet and sour sauce

Shredded Beef with Green Chilli (椒丝牛柳) 15  
- soybean, oyster sauce & green chillies

Ma Po Tofu (麻婆豆腐) 13  
- tender tofu, ground chillis of various kinds

Fish Fillet (清香鱼片) 20  
*- sole fish fillets on a bed of peashoots & green chillies*

Cumin Lamb Sticks (牙签羊肉) 22  
*- marinated lamb dices stir-fried in chilli oil, with Chinese parsley*

## Sides

Bok Choy (蒜蓉小白菜) 8  
*- options with garlic or without*

String Beans (干煸四季豆) 9

Peashoot (蒜蓉/油淋/上汤豆苗) 10/10/12  
*- options with garlic, oil-fry or house-made soup stock*

Assorted Mushrooms (真菌什锦) 12  
*- options with garlic or without*

Eggplants (蒜蓉茄子) 8  
*- options with garlic or without*

Shredded Potatoes with Green Chillies (酸辣土豆丝) 8

## Sweet Finish

Vicky's (抹茶千层蛋糕) 8

Fried Milk Custard (炸鲜奶) 9

Sugar-Heart Rice Cake (糖糍粑) 7

Egg Tart Canton Style (广式蛋挞) 8

Sweet Congee Yin & Yang (桂花鸳鸯粥) 7

# Proximity Report for Location:

June 19, 2018

171 Avenue A, New York, NY, 10009

\* 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
CONVIVE PARTNERS LLC	196 AVENUE A	420 ft
WINESHOP LLC	438 A E 9TH ST	450 ft
BRIX NYC LLC	170 AVENUE B	745 ft
EAST VILLAGE WINES & SPIRITS INC	138 1ST AVE	820 ft
CARMAD INC	224 226 1ST AVE	950 ft
BEE WINES & LIQUORS INC	225 AVENUE B	1110 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	1295 ft

## Churches within 500 Feet

Name	Approx. Distance
Saint Mark's Memorial Chapel	420 ft

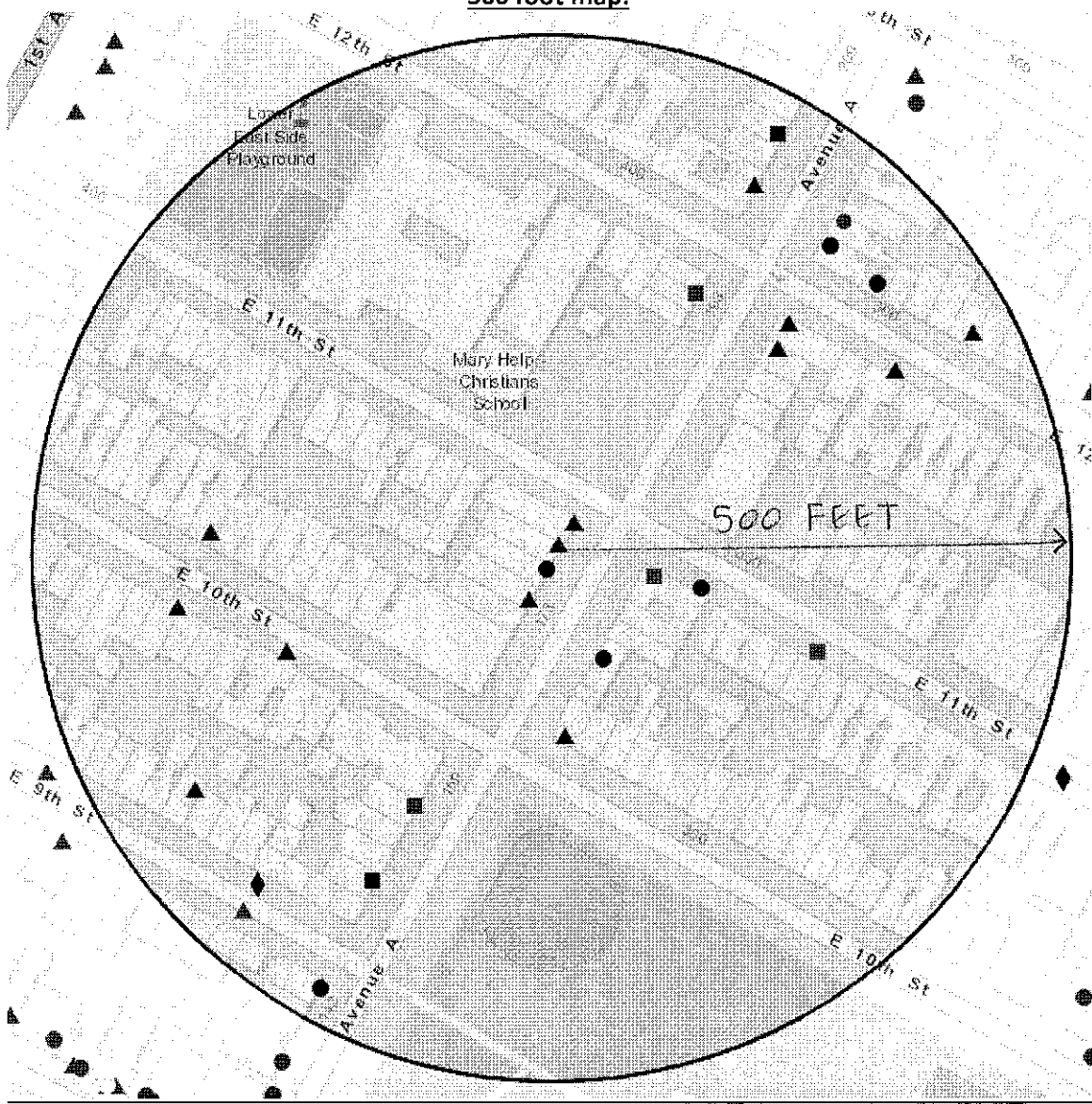
## Schools within 500 Feet

Name	Address	Approx. Distance
LEARNING PROJECT	420 E 12TH ST	480 ft
EAST SIDE COMM HS	420 E 12TH ST	480 ft

## On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
PATTY MC CARTHYS INC	169 AVENUE A	15 ft
FLINDERS LANE LLC	162 AVE A	110 ft
510 EAST 11TH STREET CORP	510 E 11TH STREET	145 ft
MONOLITH INC	194 AVE A	395 ft
CALAB LLC	503 505 E 12TH STREET	405 ft
WISHBONE PRODUCTIONS INC	141 AVENUE A	465 ft
LUDWIKA MICKEVICIUS	135 AVE A	545 ft
DBW RESTAURANT ASSOCIATES LLC	206 AVE A	550 ft
KAITO CORP	432 E 13TH ST	565 ft
ALOUETTE CORPORATION	131 AVENUE A	575 ft
CGJC HOLDINGS LLC	168 1ST AVE	605 ft
AGN RESTAURANT LLC	166 1ST AVE	610 ft
TAVERN 211 CORP	211 AVENUE A	635 ft
NEW STATFORD RESTAURANT INC	121 ST MARKS PLACE	640 ft
FRIDA & DIEGO CORP	211 AVENUE A	645 ft

**500 foot map:**



**TURN-KEY RESTAURANT  
FOR LEASE**

Harris C. Bulow  
**646.209.9777**  
hb@ecretail.com

**EASTERN  
CONSOLIDATED** 

**CLOSED**

**CHAO  
CHAO**

craft beer

wine













EXIT

DARK DARK