

Tareake Dorill, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

The following items and questionnaire package are due by date listed in email invite:

- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.

The following items are due by noon Friday before the meeting:

- 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:
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>
 (this is not required but strongly suggested if a relevant group exists)
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

Check which you are applying for:

- new liquor license alteration of an existing liquor license corporate change

Check if either of these apply:

- sale of assets upgrade (change of class) of an existing liquor license

Today's Date: 10/01/2023

Is location currently licensed? Yes No Type of license: _____

If alteration, describe nature of alteration: _____

Previous or current use of the location: Operated as Hanoi Soup Shop from April 2019 to March 2020

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 115 St. Marks Place

Cross streets: 1st Avenue and Avenue A

Name of applicant and all principals: King Me Kong LLC

Sara Leveen, Benjamin Lowell and Eric Feldman.

Trade name (DBA): Hanoi House

PREMISE:

Type of building and number of floors: Mixed use, 6 floors.

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Yes No What is maximum NUMBER of people permitted 74

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): R8B

PROPOSED METHOD OF OPERATION:

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) Operates only when booked, as a reservation-only private event space.

Would be available for events Mon-Sun 12:00pm - 11:30pm

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? Yes No

If yes, please describe what type: _____

Number of indoor tables? 1 Total number of indoor seats? 22

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____
1 satellite bar defined as having water, ice, soda, coffee, bottled wine and bottled beer. No seats or transactions across bar.

*(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)*

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 Complete food menu served from main kitchen at Hanoi House. Some dishes would be finished/plated on premises.

What are the hours the kitchen will be open? Mon-Sun 12:00pm - 10:30pm.

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

How many employees will there be? 3 to work event, in addition to roughly 16 at Hanoi House.

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

Will there be TVs/monitors? Yes No (If Yes, how many?) 1 projection screen for presentations

Will premise have music? Yes No

If Yes, what type of music? Live musician DJs Streaming services/playlists

If other type, please describe _____

What will be the music volume? Background (conversational) Entertainment (live music venue level) Please describe your sound system: 2 small Sonos speakers. No amplifiers.

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

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? _____

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.") We do not anticipate any congestion as this is reservation only.

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. Music will be set at dining level, no guests will be onsite after 12am midnight

Is sound proofing installed? Yes No

If not, do you plan to install sound proofing? Yes No

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (*includes roof & yard*) Yes No If Yes, describe and show on diagram:

The adjacent sidewalk tables will be an available amenity for private events. During the 3 month duration of the temporary license, all tables are enclosed in a weather-proof enclosure.

APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously? Yes No

If yes, please indicate name of establishment: King Me Kong LLC (Hanoi House) & Solid Liquids LLC (Hanoi Soup Shop)

Address: 119 St. Marks Place & 115 St. Marks Place Community Board # 3

Dates of operation: King Me Kong January 2017-present. Solid Liquids August 2019 - August 2021.

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application.

Does any principal have other businesses in this area? Yes No If Yes, please give trade name, address and describe the business Just Hanoi House, same entity as this application.

Has any principal had SLA reports or action within the past 5 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? approx 45

How many On-Premise (OP) liquor licenses are within 500 feet? 24

Is the premise within 200 feet on the same street 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, but it is not required. 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) _____ restaurant, or
 I will operate a private dining room that is an extension of our existing restaurant,
 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 12:00pm - 11:30pm; Tue 12:00pm - 11:30pm; Wed 12:00pm - 11:30pm; Thu 12:00pm - 11:30pm; Fri 12:00pm - 11:30pm; Sat 12:00pm - 11:30pm; Sun 12:00pm - 11:30pm. (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 (including Open Restaurants) OR
 I will close all outdoor dining allowed under the temporary Open Restaurants program and any other subsequent uses by 10:00 P.M. all days and not have any speakers or TV monitors outdoors
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 performances or televised sports. I will have a closed fixed façade with no open doors or windows except my entrance door, which 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 performances or televised sports.
8. I will not have DJs, live music, third-party promoted events, any event at which a cover fee is charged, scheduled performances, more than _____ DJs per _____, more than _____ private parties per _____
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 _____.
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: Sara Leveen

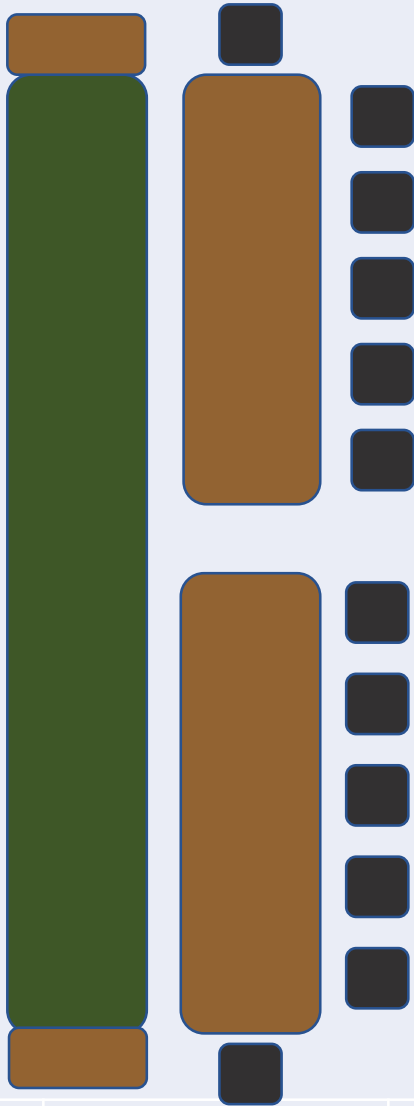
Phone Number: 443-822-1147

REAR
DOOR

FOOD STATION

RESTROOM

WALL



22
DINING
SEATS

BEVERAGE
STATION

ENTRANCE
FROM ST.
MARKS



PASSED Hors d'oeuvres:

Max 2.5 hour duration

Pork Summer Rolls
Shrimp Summer Rolls
Tofu Summer Rolls
Sugarcane Shrimp
Grilled Garlic Shrimp
Spicy Salmon Tartare
Vegetable Spring Rolls
Crab & Pork Spring Rolls
Roasted Squash with Coconut Curry
Octopus with Coconut Curry
Crispy Fish with Pineapple Mam Tom
Honey Lemongrass Chicken Wings
Grilled Lemongrass Beef
Beef Meatballs Wrapped in Betel Leaf
Lamb Meatballs Wrapped in Betel Leaf
Classic Banh Mi with Cold Cuts
Braised Oxtail Banh Mi

SEATED DINNER on next page



HÀ NỘI HOUSE

OPTION 1

FAMILY-STYLE APPETIZERS

Summer Rolls

Sweet pork sausage, mint, thai basil & crispy wonton wrapped in fresh rice paper with peanut hoisin sauce. (Veg available upon request)

Poached Shrimp Salad | Goi Tom

With cabbage, ruby red grapefruit, thai chili, candied cashews & coconut lime dressing

Garlic Cauliflower | Sup Lo Cay

Chili butter, lime, mint

PHO MID-COURSE (+\$9 PP)

topped with chopped cilantro, red onion & scallion

Individual choice of:

Hanoi Style Beef | Pho Bac

Classic aromatic broth, heritage Black Angus brisket, oxtail & rice noodles

Vegetarian | Pho Chay

Mushroom & ginger broth with leafy greens, cauliflower, mixed mushrooms and puffed tofu

FAMILY-STYLE ENTREES

Bun Cha Pork Noodles

Pork shoulder, pork meatballs, pickled green papaya, crab spring rolls, rice vermicelli, smoky sweet broth

Ginger Chicken

Braised chicken over rice with ginger, garlic & chili

Sauteed Greens

Fish sauce & garlic

OPTION 2

FAMILY-STYLE APPETIZERS

Papaya & Pig Ear Salad

Green papaya, watercress, cucumber, peanuts, crispy shallots, sweet soy dressing

Grilled Mussels

Garlic, chili, fish sauce, herbs

Morning Glory & Pork Belly

Water spinach, crispy pork belly, garlic

PHO MID-COURSE

topped with chopped cilantro, red onion & scallion

Individual choice of:

Hanoi Style Beef

Classic aromatic broth, heritage Black Angus brisket, oxtail & rice noodles

Vegetarian

Mushroom & ginger broth with leafy greens, cauliflower, mixed mushrooms and puffed tofu

FAMILY-STYLE ENTREES

Whole Fish

Market fish, fried crispy and served with banh hoi rice noodles, and seasonal salad

Bun Cha Pork Noodles

Pork shoulder, pork meatballs, pickled green papaya, crab spring rolls, rice vermicelli, smoky sweet broth

Shaking Beef

Pan seared filet mignon, roasted bone marrow, watercress salad, steamed rice



10th Street →

Russian & Turkish Baths

Evil Katsu
R - RW

Doc
Holidays
B - OP

← 9th Street

Rosella R
- RW

Thursday
Kitchen
R - RW

Lucy's
B - OP

Whitmans
R - RW

Hard
Swallow
B - OP

Holiday
Cocktail
B - OP

Caleta
R - RW

Crif Dogs
B - OP

Augurs
Well
B - OP

Hanoi
House
B - OP

Ten
Degrees
B - OP

Tabetomo
R - RW

La Palapa
R - OP

Goodnight
Sonny
B - OP

Cafe
Mogador
B - OP

Mokyo
R - RW

Taqueria St.
Marks
R - OP

Saint Marks Place

Recently viewed

Bar
Lula
R - OP

Dumpling
Man
- RW

David's
Cafe
B - RW

Craft &
Carry
B - RW

Romeos
B - OP

BUA
B - OP

Crispiano
R - RW

Empellon AI
Pastor
B - OP

Superiority
Burger
R - OP

ARIARI

Nudibranch
R - OP

The
Grafton
B - OP

Under St
Marks
B - RW

Office of
Mr Moto
R - RW

Office of
Mr Moto
R - RW

St
Dymphnas
B - OP

Ari Ari
R - OP

Noreetuh
R - OP

Cadence
/Ladybird
R - RW

Big Bar
B - RW

Ruffian
R - RW

Da
Radda
R - RW

Yuca
Bar
B - OP

The Tile
Bar
B - OP

Project
R - RW

7th Street

Miss Lily's 7A Cafe

Ho
Foods
R - RW

Rabbit
R - RW

Giano
R - RW

Pylos
R - RW

Mis Lily's 7A
R - OP

Niagara
B - OP

Not busy

E 6th St →

Somtum
\$10 Off Fir
Give10

Sigiri

| Bar or | Type | Entity Name | DBA | Address |
|--------|------|--------------------------------|---------------------------|---------------------|
| B | OP | Wishbone Productions Inc | Doc Holidays | 141 Avenue A |
| B | OP | Ludwika Mickevicius | Blanches Tavern | 135 Avenue A |
| R | OP | Jarlene Corp | Sabor a Mexico Taqueria | 160 1st Avenue |
| B | OP | Big Lee and Sashas Inc | The Hard Swallow | 140 1st Avenue |
| B | OP | Little Rebel Inc | Good Night Sonny | 134 1st Avenue |
| R | OP | Rivka Inc | Café Mogador | 101 St. Marks Place |
| R | OP | Animals Group Inc | Bar Lula | 90 St. Marks Place |
| B | OP | Bua New York LLC | Bua | 122 St. Marks Place |
| B | OP | Sada Three LLC | Empellon Al Pastor | 132 St. Marks Place |
| B | OP | 118 Restaurant LLC | Romeo's | 118 St. Marks Place |
| B | OP | Crif Dogs St. Marks LLC | Please Don't Tell | 113 St. Marks Place |
| B | OP | BAC 115 Corp | Augur's Well | 115 St. Marks Place |
| R | OP | King Me Kong LLC | Hanoi House | 119 St. Marks Place |
| B | OP | 241 On St. Marks Corp | Ten Degrees | 121 St. Marks Place |
| R | OP | Nonplussed Legerdemain LLC | Superiority Burger | 119 Avenue A |
| B | OP | St. Dymphnas LLC | St. Dymphnas | 117 Avenue A |
| B | OP | Yuca Bar & Restaurant Inc | Yuca Bar | 111 Avenue A |
| B | OP | Tozzer Ltd | Niagara, Tomkins Square | |
| R | OP | Seven A Café Inc | Bar, Lovers of Today, 96T | 112 Avenue A |
| B | OP | Le Miu Corp | Miss Lily's 7A | 109 Avenue A |
| B | OP | Moonwalkers Restaurant Corp | Le Miu | 107 Avenue A |
| B | OP | Cien Fuegos LLC | Pyramid | 101 Avenue A |
| B | OP | W C O U Radio Inc | Avant Garden, Amor y | |
| R | OP | Ariari NYC LLC | Amargo, Mother of Pearl | 95 Avenue A |
| R | OP | Mala Project East Village LLC | The Tile Bar | 115 1st Avenue |
| B | OP | 465 CDM INCORPORATED | Ari Ari | 119 1st Avenue |
| R | OP | NOREETUH RESTAURANT LLC | Mala Project | 122 1st Avenue |
| R | OP | NUDIBRANQUIO LLC | The Grafton | 126 1st Avenue |
| R | OP | TAQUERIA SAINT MARKS PLACE INC | Noreetuh | 128 1st Avenue |
| R | OP | BARMAR LLC | Nudibranch | 125-127 1st Avenue |
| | | | Taqueria St. Marks | 79 St. Marks Place |
| | | | La Palapa | 77 St. Marks Place |

| | | | | |
|---|----|------------------------------------|-----------------------------|-------------------------|
| B | OP | 75 ST MARKS PLACE LLC | Holiday Cocktail Lounge | 75 St. Marks Place |
| R | OP | ST MARKS IN & TOMORROW ST MARK LLC | Chez Marylou | 41 St. Marks Place |
| R | OP | UKI FREEDOM LLC | Brasserie Saint Marc | 136 2nd Avenue |
| R | RW | 130 SAINT MARKS LLC | Crispiano | 130 St. Marks Place |
| R | RW | AYS SUSHI LLC | Office of Mr. Moto | 120A St. Marks Place |
| R | RW | AYS NOODLE COMPANY LLC | Tabetomo | 131 Avenue A |
| R | RW | Team 110 Inc. | David's Café | 110-112 St. Marks Place |
| R | RW | CALETA HOLDINGS LLC | Caleta | 131 Avenue A |
| R | RW | LITTLE FISH HOSPITALITY GROUP LLC | Rosella | 137 Avenue A |
| R | RW | IN THURSDAY NAMU LLC | Mokyo | 109 St. Marks Place |
| R | RW | CC116 CORP. | Craft & Carry | 116 St. Marks Place |
| R | RW | NEW DUMPLING MAN INC | Dumpling Man | 100 St. Marks Place |
| B | RW | HORSE TRADE MANAGEMENT GROUP | Horse Trade/Under St. Marks | 94 St. Marks Place |
| R | RW | BROOKLYN DUMPLING SHOP LLC | Brooklyn Dumpling Shop | 131 1st Avenue |
| R | RW | STROMBOLI PIZZA INC | Stromboli Pizza | 83 St. Marks Place |
| R | RW | DAN AND JOHNS LLC | Dan & John's Wings | 135 1st Avenue |
| R | RW | JIMMY'S SUSHI BUFFET INC | Kikoo | 141 1st Avenue |
| R | RW | 65 ST. MARKS INC | Jiang Kitchen | 65 St. Marks Place |
| R | RW | SENYA JAPANESE RESTAURANT INC | Senya Japanese Restaurant | 109 1st Avenue |
| R | RW | BONADA LLC | Sushi Dojo | 110 1st Avenue |
| R | RW | QIYI LLC | Hunan Slurp Shop | 112 1st Avenue |
| R | RW | IN THURSDAY KITCHEN LLC | Thursday Kitchen | 424 E. 9th Street |
| R | RW | MUGSY'S RESTAURANT GROUP LLC | Evil Katsu | 435 E. 9th Street |
| R | RW | 128 MAC CORP | Pylos | 128 E 7th Street |
| R | RW | HO FOODS NYC LLC | Ho Foods Nyc | 110 E. 7th Street |
| R | RW | PJC RESTAURANTS LLC | Ruffian Wine Bar | 125 E. 7th Street |
| R | RW | DEROSSI MAC LLC | Ladybird | 111 E. 7th Street |
| R | RW | BAR BY UME LLC | Big Bar | 119 7th Street |
| R | RW | WARLORD ENTERPRISES LLC | Rabbit | 122 E. 7th Street |
| R | RW | GASTRONOMIC INVESTMENT LLC | Da Radda | 127 E. 7th Street |

| | | | | |
|---|----|--------------------|-----------------------|-----------------------|
| R | RW | GIANO INC | Giano | 126 E. 7th Street |
| R | RW | AVENUE A CANDY LLC | Whitmans | 406 E. 9th Steet |
| R | RW | CAGEN JAPANESE LLC | Cagen | 412-414 E. 9th Street |
| R | RW | ANGELS SPOT INC | Pauls Da Burger Joint | 131 2nd Ave |
| R | RW | NISH CHEN INC | Ramen Misoya | 129 2nd Ave |