

THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
 Phone (212) 533-5300  
 www.cb3manhattan.org - mn03@cb.nyc.gov

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: 11/30/2023

Is location currently licensed?  Yes  No    Type of license: Hanoi House is licensed for 119 St. Marks Pl.

If alteration, describe nature of alteration: We are applying for an alteration to expand our licensed area.

We are expanding to include 115 St. Marks Place Store 2. This portion of premises is not currently licensed.

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) 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) \_\_\_\_\_  
No stand up bars or bar seats in the 115 St. Marks Pl premises.

*(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.

#### 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

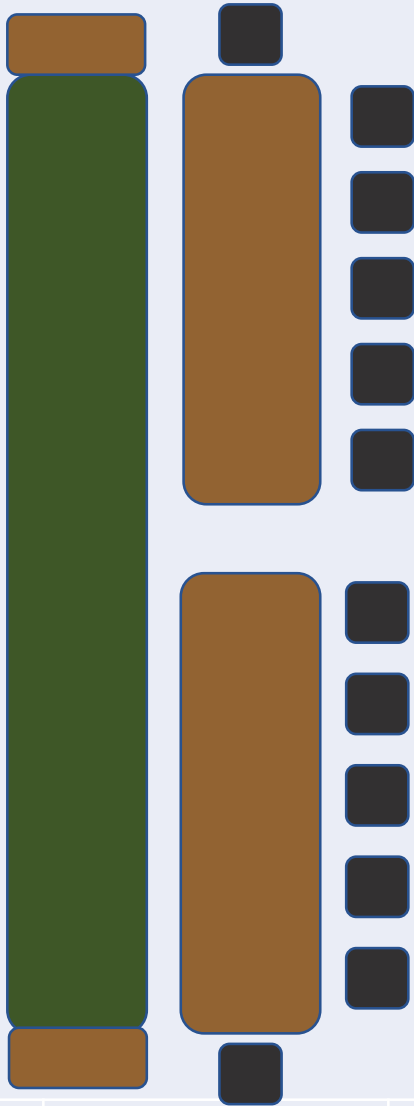
Phone Number: 443-822-1147

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





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





**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

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#### 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

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#### 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

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topped with chopped cilantro, red onion & scallion

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#### Shaking Beef

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