



Alysha Lewis-Coleman, 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
- 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: January 29, 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: Restaurant Wine

If alteration, describe nature of alteration: _____

Previous or current use of the location: Restaurant

Corporation and trade name of current license: King Me Kong LLC DBA Hanoi House

APPLICANT:

Premise address: 119 St. Marks Place

Cross streets: 1st Avenue and Avenue A

Name of applicant and all principals: King Me Kong LLC
(1) Sara Leveen (2) Benjamin Lowell (3) Eric Feldman

Trade name (DBA): Hanoi House

PREMISE:

Type of building and number of floors: Mixed residential & commercial, 6 floors.

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? n/a max 74

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):

R8B

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: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) M-W 5pm-12am. Th-Sa 5pm-2am. Su 11am-11pm.

Number of tables? 16 Total number of seats? 42

How many stand-up bars/ bar seats are located on the premise? 1 bar with 10 seats

(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): Approx 10 ft long L-shaped along east wall.

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 Vietnamese, menu attached.

What are the hours kitchen will be open? M-Sa 530p-11p. S 1130a-1030p

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

How many employees will there be? Aprox 28 including full & part time.

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

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: An iPod with 4 ceiling mounted speakers.

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? n/a

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.")

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.

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: Hanoi House

Address: 119 St. Marks Place Community Board # 3

Dates of operation: January 11 2017 to present.

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? Approx 18

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

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 operate a full-service restaurant, specifically a (type of restaurant) Vietnamese resta
Vietnamese restaurant, with a kitchen open and serving food during all hours of operation OR I have less than full-service kitchen but will serve food all hours of operation.
2. 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.
3. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than ___ DJs / promoted events per ___, more than ___ private parties per _____.
4. I will play ambient recorded background music only.
5. 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.
6. I will not seek a change in class to a full on-premise liquor license without first obtaining approval from CB 3.
7. I will not participate in pub crawls or have party buses come to my establishment.
8. 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 7pm.
9. I will not have wait lines outside. I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
10. 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.

OWNER & CONTACT INFORMATION:

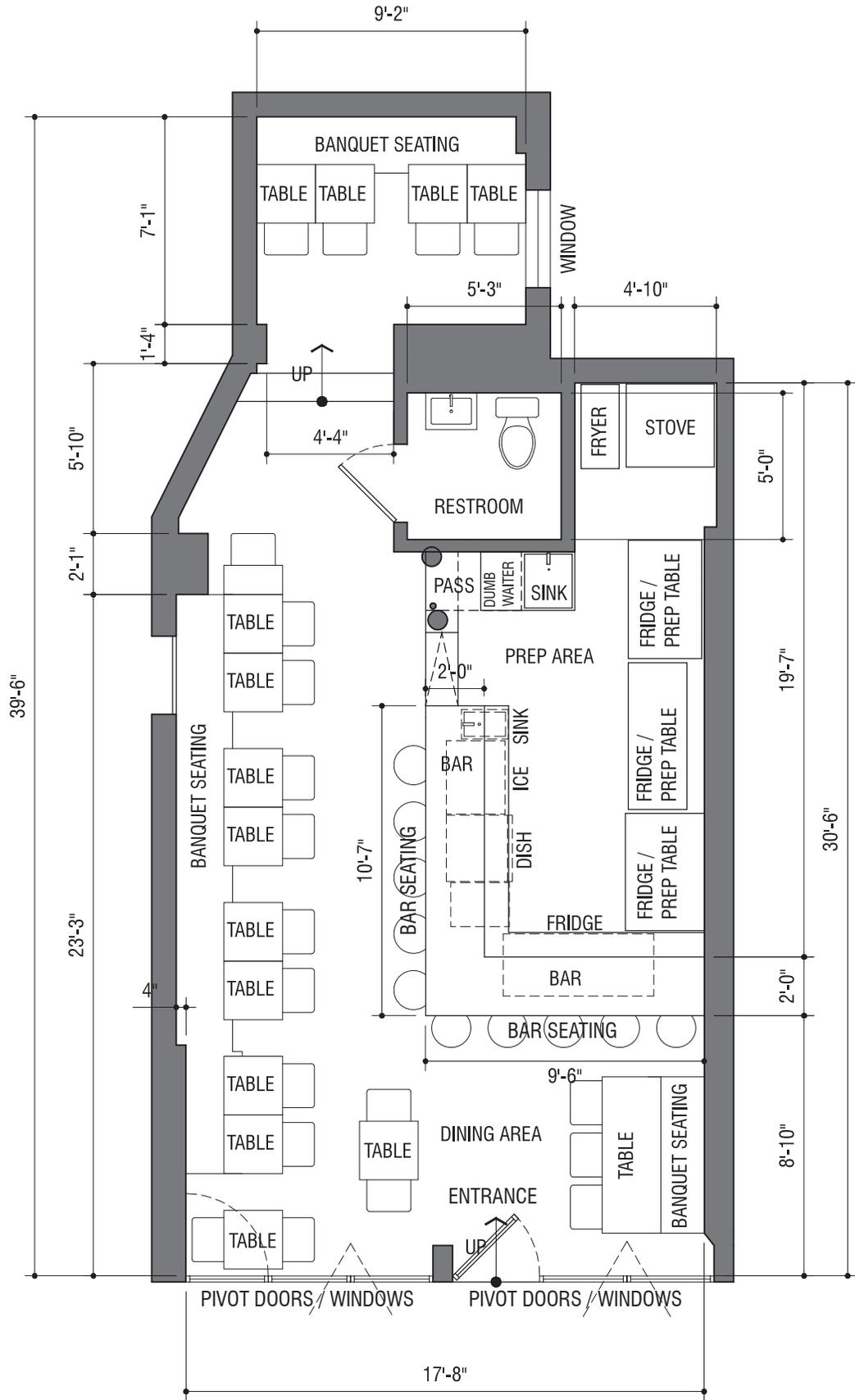
Sara Leveen

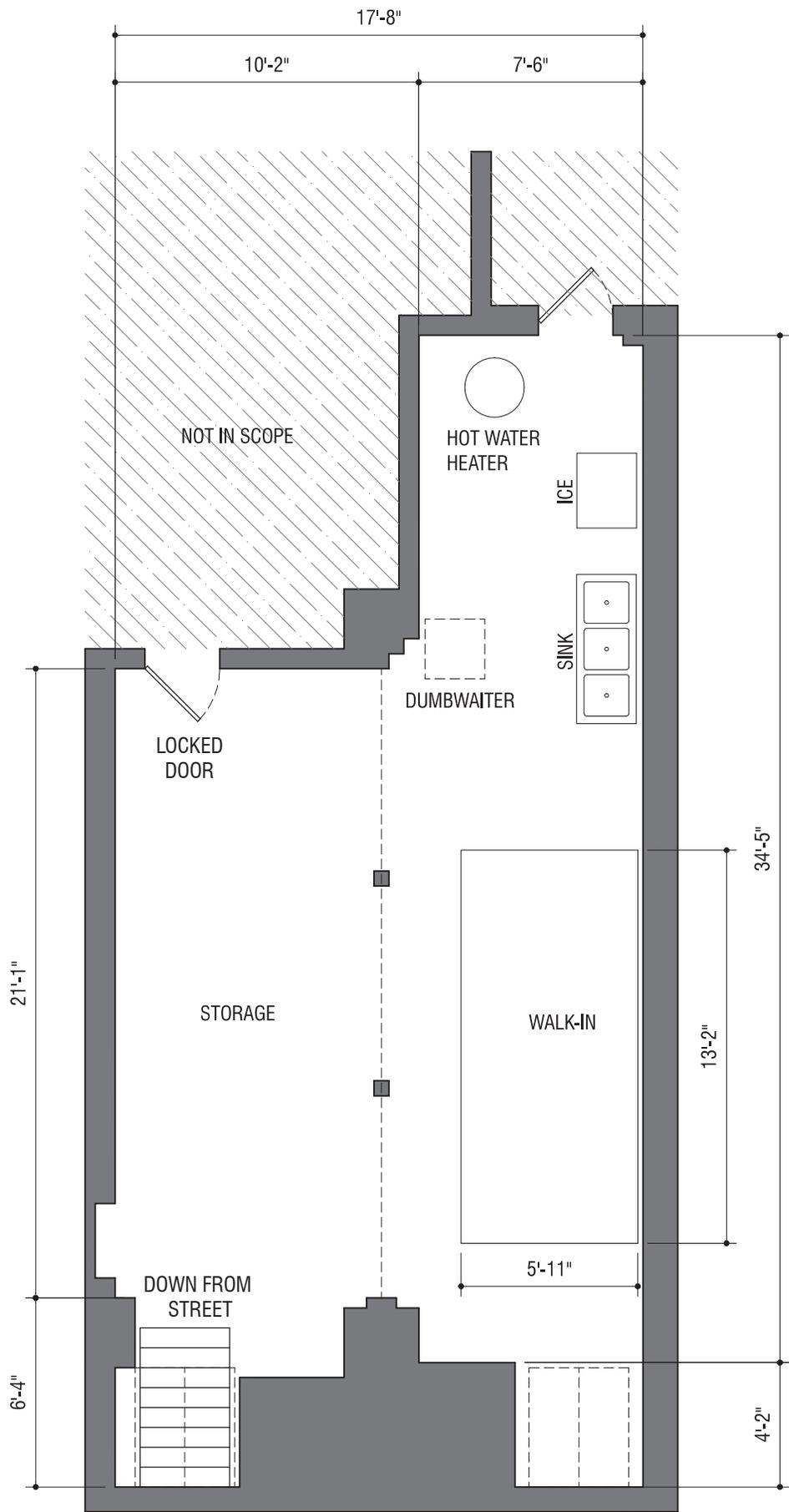
443-822-1147

sara@hanoihsenyc.com

SUPPORTING DOCUMENTS TO FOLLOW:

- Restaurant Diagram
- Current Food Menu
- Traffic & Noise Plan
- Principal Experience
- Map of Licenses within 500 feet
- Proximity Report within 750 feet







HÀ NỘI HOUSE

dinner

APPETIZERS

Crispy Spring Rolls | Nem Ran 9
Crab & pork spring rolls with classic nuoc cham and herbs

Summer Rolls | Goi Cuon Nem Nuong 8
Grilled sweet pork sausage rolled with mint, thai basil & a crispy wonton with peanut hoisin sauce

Papaya & Pig Ear Salad | Goi Du Du 14
Green papaya, watercress, cucumber, peanuts, crispy shallots, sweet soy dressing

Crispy Octopus | Bach Tuoc Sot Me 19
Coconut braised, sweet & sour tamarind sauce, charred green onions

Little Uni Pancakes | Banh Khot Nhim Bien 18
Griddled rice pancakes, sea urchin, quail egg, nuoc cham

Beef Tongue Sandwich | Banh Tieu Luoi Bo 15
Fried bread filled with braised beef tongue, coconut & lemongrass sauce, cilantro and lots of chili

VEGETABLES

Morning Glory | Rau Muong 9
Brown butter fish sauce, garlic, capers

Brussels Sprouts | Bap Cai It Cay 10
Charred chili nuoc cham

*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness

RICE & NOODLES

Clams & Congee | Chao Hao 19
Broken rice porridge with roasted manila clams, peanuts, scallions & crispy garlic

Hanoi Style Beef Pho | Pho Bac* 15
Classic aromatic broth with heritage Black Angus filet mignon, brisket & rice noodles

Optional additions:

Oxtail +3

Roasted Bone Marrow +6

Crispy Breadstick +1.5

Vegetable Pho | Pho Chay 13
Mushroom & seaweed broth with classic pho spices, charred brussels sprouts, morning glory, shiitake mushrooms, rice noodles

Crispy Breadstick +1.5

MEAT & SEAFOOD

Turmeric & Dill Skate Wing | Cha Ca 25
Crispy skate, mango, crushed peanuts, rice vermicelli, pineapple-anchovy mam nem

Lemongrass Pork | Bun Cha Ha Noi 22
Grilled pork shoulder, pork meatballs, pickled green papaya, crab spring rolls, rice vermicelli, smoky sweet broth

Shaking Beef | Bo Luc Lac* 31
Pan seared filet mignon, roasted bone marrow, watercress salad, cherry tomatoes, steamed rice

Please note that not all ingredients are listed on the menu. If you have an allergy or dietary restriction, notify your server before you order. We will accommodate allergies to the best of our ability however with a small kitchen and shared workspaces, we cannot guarantee that any dish is allergen-free. Thank you!

EXECUTIVE CHEF: JOHN NGUYEN

 @hanoi.house

Traffic & Noise Plan - King Me Kong LLC Questionnaire

Traffic Plan: The restaurant queues all patrons inside the restaurant as much as possible. The restaurant has a reservation/waitlist system so that if patrons cannot be seated immediately the restaurant texts or calls patrons when the table is ready. The restaurant's owner/host employs this system and encourage patrons to not remain outside. The restaurant's owner or an experienced manager is at the premises during all hours of operation and monitors the exterior to maintain order and a clear pedestrian pathway.

Noise & Sound System Plan: The restaurant has recorded music only (no live music, no DJ's) and music is played at background levels only. The restaurant has a modest, simple sound system consisting of an iPod (or similar device) and 4 ceiling mounted speakers. The restaurant agrees to close its windows no later than 10PM every night. As previously stated, the restaurant has a reservation management system so that patrons do not have to wait outside and the owner/management monitors the exterior during all hours of operation.

Sara Leveen worked as a manager and project director for Starr Restaurants for 15 years before opening Hanoi House in January of 2017. Since its opening, Sara and her partner Ben Lowell have led Hanoi House to such accolades as New York Magazine's Absolute Best Vietnamese restaurant in New York and rave reviews from the New York Times and New Yorker magazine. The restaurant earned places on all major NYC publications for Best New Restaurants of 2017 lists including New York Magazine, the New York Times, Infatuation NYC and Eater NY.

Hanoi House has established itself as a serious culinary destination and has is well-respected for serving authentic Vietnamese cuisine in a casual but professional environment.

119 St. Marks Place

Legend

LEGEND

On-Premise Licenses

- On Premises Liquor
- ▲ On Premises Wine and Beer
- On Premises Beer

Off-Premise Licenses

- Off Premises Liquor
- ▲ Off Premises Wine
- Off Premises Beer

Wholesale Licenses

- Wholesale

Pending Licenses

- Pending

All Licenses

- On Premises Liquor
- ▲ On Premises Wine and Beer
- On Premises Beer
- Off Premises Liquor
- ▲ Off Premises Wine
- Off Premises Beer
- Wholesale
- Pending

Churches

- ◆ Churches

Schools

- ◆ Schools

Zones

- Zones

Community_Boards

- Community_Boards

Police_Precincts

- Police_Precincts

Countries

- Countries



Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.

Proximity Report for Location:

January 29, 2018

Latitude: -73.9839370824222, Longitude: 40.7270911990211

* 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
WINESHOP LLC	438 A E 9TH ST	260 ft
EAST VILLAGE WINES & SPIRITS INC	138 1ST AVE	380 ft
SAKAYA INC	324 E 9TH STREET (WEST STORE)	995 ft
NIZGA CORP	58 AVENUE A	1060 ft
CONVIVE PARTNERS LLC	196 AVENUE A	1105 ft
BRIX NYC LLC	170 AVENUE B	1165 ft
MIAT LIQUORS INC	166 2ND AVE	1235 ft

Churches within 500 Feet

Name	Approx. Distance
Saint Mark's Memorial Chapel	285 ft

Schools within 500 Feet

Name	Address	Approx. Distance
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On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
BAC 115 CORP	115 ST MARKS PL	90 ft
SADA THREE LLC	132 ST MARKS PL	125 ft
TDDG INC	126 ST MARKS PL	145 ft
BUA NEW YORK LLC	122 SAINT MARKS PLACE	180 ft
NEW STATFORD RESTAURANT INC	121 ST MARKS PLACE	190 ft
CULLEN RESTAURANT INC	118 ST MARKS PLACE	205 ft
CRIF DOGS ENTERPRISES INC	113 ST MARKS PLACE	235 ft
ALOUETTE CORPORATION	131 AVENUE A	285 ft
LUDWIKA MICKEVICIUS	135 AVE A	290 ft
119 AVENUE A RESTAURANT CORP	119 AVENUE A	315 ft
WISHBONE PRODUCTIONS INC	141 AVENUE A	320 ft
TOZZER LTD	112 AVENUE A	345 ft
1465 CDM INCORPORATED	126 1ST AVENUE	350 ft
YUCA BAR & RESTAURANT INC	111 AVENUE A	380 ft
LITTLE REBEL INC	134 1ST AVE	400 ft
SEVEN A CAFE INC	130 E 7TH STREET	400 ft
ST MARKS ENTERPRISES INC	132 1ST AVENUE	405 ft

Name	Address	Approx. Distance
LE MIU CORP	107 AVE A	415 ft
GETURDUN EZ LLC	120 1/2 1ST AVENUE	465 ft
A H 103 CORP	103 AVENUE A	470 ft
SCHEIB S PLACE INC	80 ST MARKS PLACE	475 ft
PARMYS KABOB AND GRILL INC	125 127 1ST AVE	475 ft
LITTLE HANDS PLAYCAFE INC	433 E 6TH ST	490 ft
MOONWALKERS RESTAURANT CORP	101 AVENUE A	495 ft
W C O U RADIO INC	115 1ST AVENUE	515 ft
CHERRY TAVERN INC	441 E 6TH STREET	515 ft
TAQUERIA SAINT MARKS PLACE INC	79 SAINT MARKS PL	530 ft
YORI NYC CORP	119 1ST AVE	530 ft
BARMAR LLC	77 ST MARKS PLACE	540 ft
JARLENE CORP	160 1ST AVE	555 ft
75 ST MARKS PLACE LLC	75 ST MARKS PL	570 ft
LOVE PICIN INC	153 1ST AVENUE	585 ft
CIEN FUEGOS LLC	95 AVENUE A	590 ft
THREE BEANS INC	93 AVENUE A	590 ft
EAE CORP	94 96 AVENUE A	600 ft
CORSICA ENTERTAINMENT INC	505 E 6TH STREET	605 ft
SADA TWO LLC	105 1ST AVE	605 ft
INSIANG LLC	111 1ST AVE	605 ft
FTCCM LLC	103 1ST AVE	625 ft
JUSTIFIED LLC	102 1ST AVENUE	625 ft
81 EAST 7TH PASTRY SHOP CORP	81 EAST 7TH STREET	630 ft
CHICANO GOTHAM LLC	503 E 6TH ST	635 ft
HOUSE OF HEALTH HEALING AND HAPPINESS INC, THE	405 E 6TH ST	640 ft
MOLINERO LLC	107 1ST AVE	645 ft
BOGGY DEPOT INC	85 AVENUE A	650 ft
EAST VILLAGE HOSPITALITY LLC	242 E 10TH ST	650 ft
BA VICTORY CORP	513 E 6TH ST	650 ft
AGN RESTAURANT LLC	166 1ST AVE	655 ft
CAFETASIA INC	85 AVENUE A	660 ft
BLUE & GOLD BAR INC	79 E 7TH STREET	660 ft
IMMIGRANT TAP ROOM INC	341 E 9TH ST	660 ft
IMMIGRANT WINE BAR LLC, THE	341 E 9TH ST	660 ft
FLINDERS LANE LLC	162 AVE A	680 ft
AVE A KARAOKE CORP	81 AVENUE A	680 ft
UMM HOSPITALITY INC	99 1ST AVE	680 ft
CASUAL HOSPITALITY LLC	509 E 6TH ST	685 ft
PATTY MC CARTHYS INC	169 AVENUE A	685 ft
ELLSFRED INC	520 E 6TH ST	690 ft
MARRY THE KETCHUP INC	95 1ST AVE	700 ft
JCDC LLC	163 1ST AVENUE	705 ft
MANNAGGIA INC	163 1ST AVE	710 ft
TOMKIN SQUARE KIDS INC	73 75 E 7TH STREET	720 ft