



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

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
- ☐ 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: 11/19/2021

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: Beer, Wine, & Cider

If alteration, describe nature of alteration: On Premises Liquor

Previous or current use of the location: Restaurant

Corporation and trade name of current license: HELEN'S KITCHEN LLC dba Saigon Social

APPLICANT:

Premise address: 172 Orchard St. New York, NY 10002

Cross streets: Orchard and Stanton Streets

Name of applicant and all principals: Helen's Kitchen LLC

Vu, Khai Dinh; Le, Van K; Nguyen, Helen; Tong, Andy; Huynh, Thanh Van; Woo, Justin B

Trade name (DBA): SAIGON SOCIAL

PREMISE:

Type of building and number of floors: Mixed Use, 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? 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): C4-4A

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) Mon: 8AM-12AM, Tue:8AM-12AM, Wed:8AM-12AM, Thu:8AM-12AM, Fri:8AM-12AM, Sat:8AM-12AM, Sun:8AM-12AM

Number of tables? 8 Total number of seats? 32

How many stand-up bars/ bar seats are located on the premise? 1 Bar/6 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): 10' X 5' Rectangular on ground floor

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 Food

What are the hours kitchen will be open? 8Am - 12AM

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

How many employees will there be? 6 - 10 employees daily

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: Ambient 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? _____
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.")

We are a small establishment and will close by midnight

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.

Light background music will be playing only. We will always be available to respond to noise issues.

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: Helen's Kitchen LLC dba Saigon Social

Address: 172 Orchard Street, New York, NY 10002 Community Board # 3

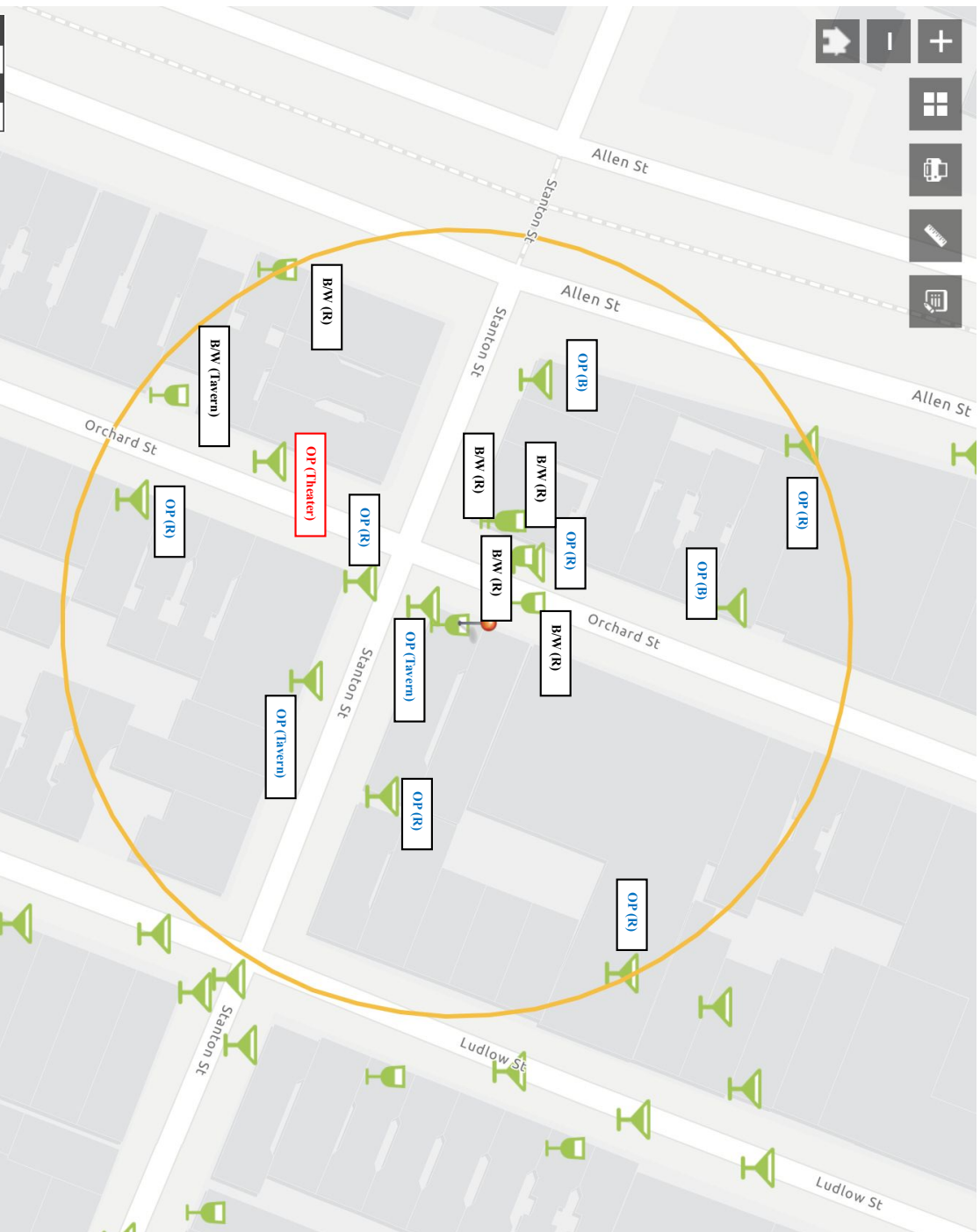
Dates of operation: Monday through Sunday 8am - 12am

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume. Chef at various high-end restaurant

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.



HELEN'S KITCHEN
LLC dba Saigon Social
172 ORCHARD ST
NEW YORK, NY 10002

Total Beer Establishments = 0
Total Wine Establishments = 6
Total Liquor Establishments = 11

LOCATION:

How many licensed establishments are within 1 block? 17

How many On-Premise (OP) liquor licenses are within 500 feet? 11

Is premise within 200 feet of any school or place of worship? ☒ Yes ☐ No

Assafa Islamic Center - 172 Eldridge St, New York, NY 10002

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. 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)
Vietnamese Food restaurant, or
☐ I will operate a _____,
☒ 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 8AM-12AM; Tue 8AM-12AM; Wed 8AM-12AM;
Thu 8AM-12AM; Fri 8AM-12AM; Sat 8AM-12AM;
Sun 8AM-12AM. (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 OR
☐ My sidewalk café hours will be _____
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 live performances or televised sports.
☐ I will have a closed fixed façade with no open doors or windows except my entrance door 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 live performances or televised sports.

8. I will not have ☒ DJs, ☒ live music, ☒ promoted events, ☒ any event at which a cover fee is charged, ☒ scheduled performances, ☐ more than _____ DJs per _____, ☐ more than _____ private parties per _____, _____ number of TVs.
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.

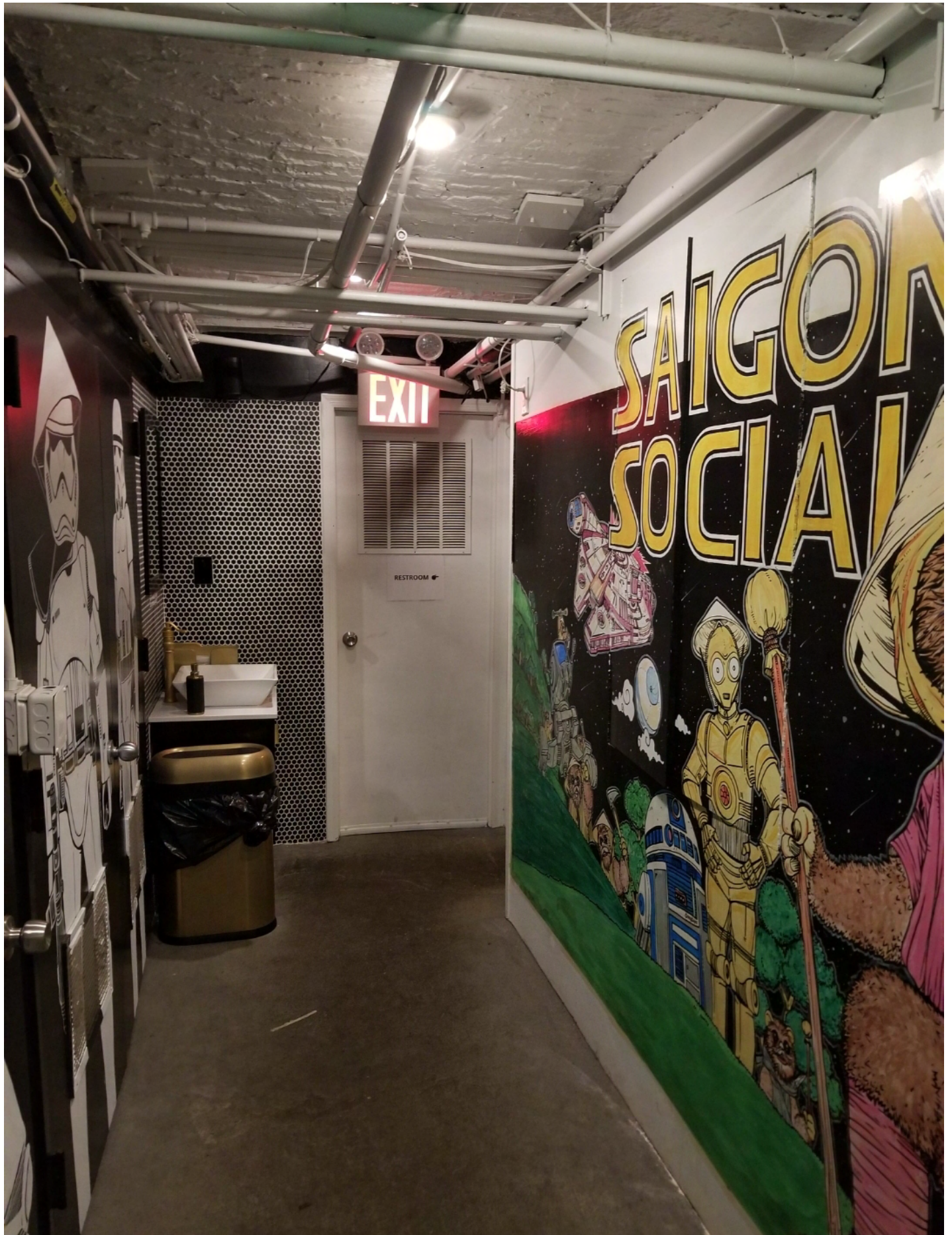
Name: Helen Nguyen

Phone Number: (206)-351-3779

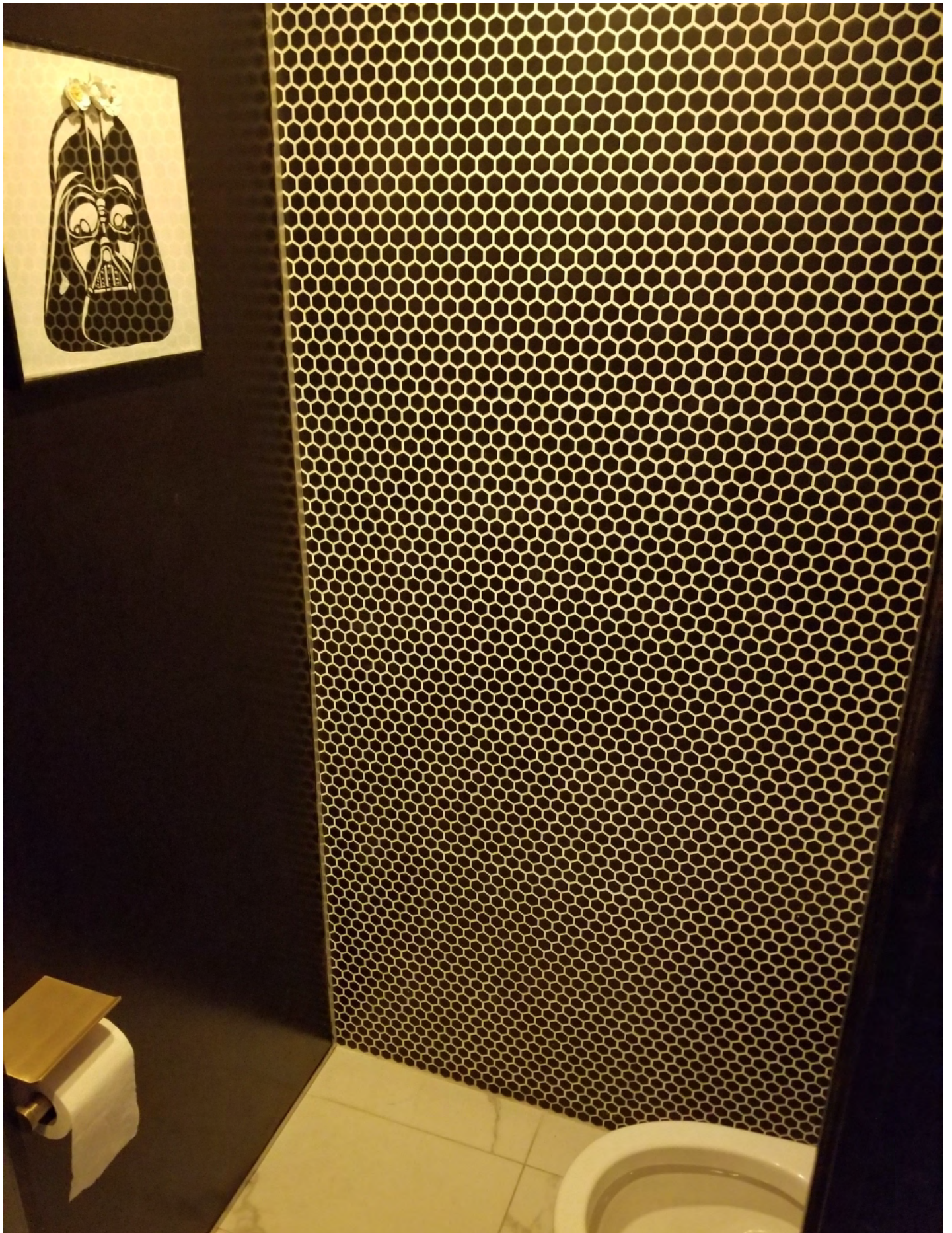
Photos of Premises

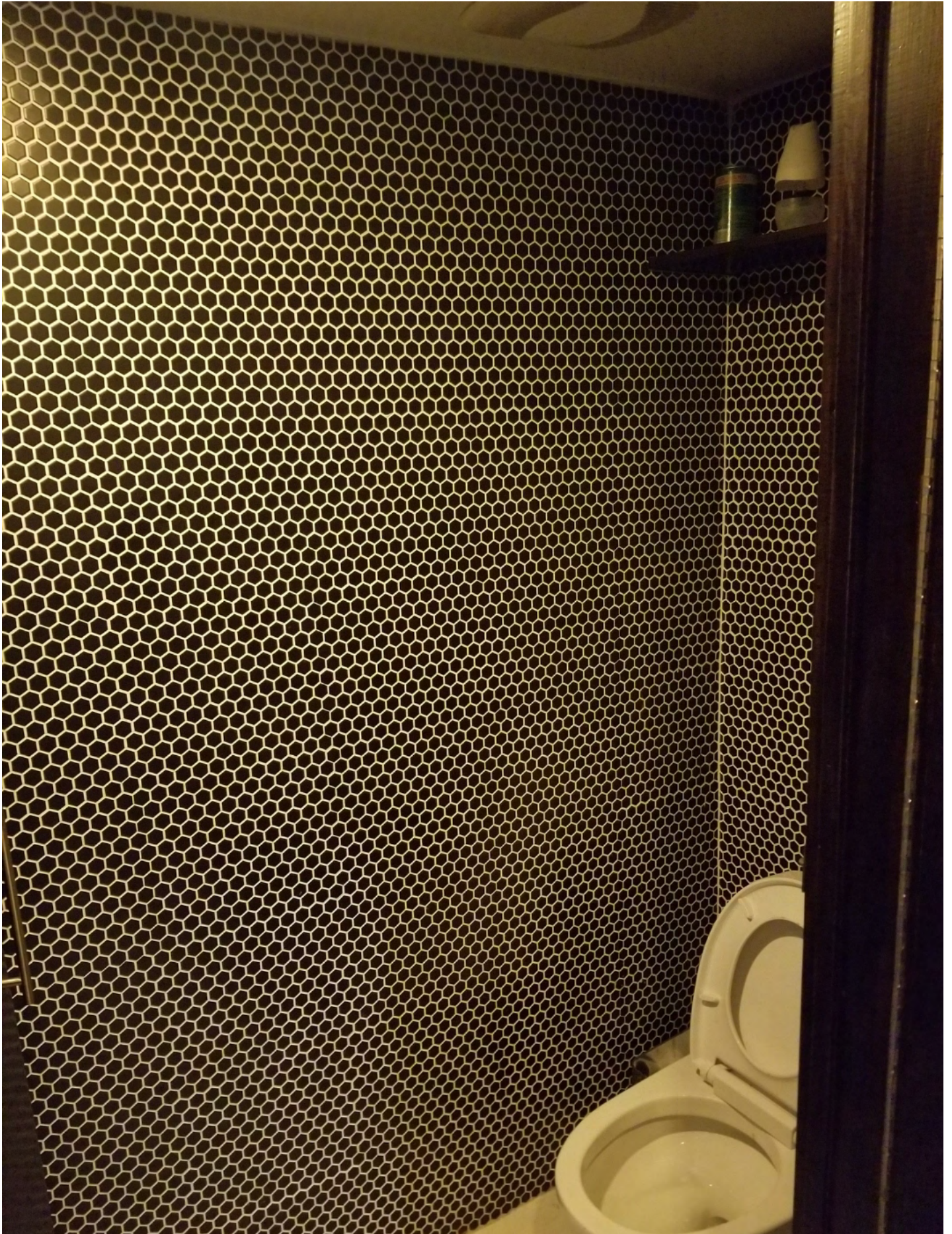




















Menu

SAIGON SOCIAL

VIETNAMESE KITCHEN

SMALL BITES

CRAB & PORK ROLLS NEM CUA BE	12	GRILLED MAITAKE NAM NUONG MUOI OT	16
<i>crab, pork, woodear mushroom, bean thread noodles wrapped in rice paper, served with lettuce and nuoc mam cham</i>		<i>Smallhold maitake mushrooms, garlic butter, black pepper, lime leaf chili salt</i>	
FRIED CHICKEN WINGS CANH GA CHIEN	14	CLASSIC TURMERIC CREPE BANH XEO	16
<i>chicken wings marinated in garlic fish sauce, fried garlic, pickled jalapenos</i>		<i>pork belly, shrimp, caramelized onions, bean sprouts, scallion turmeric rice crepe, lettuce, herbs, nuoc mam cham</i>	
BEEF WRAPPED IN BETEL LEAF BO NUONG LA LOT	15	MUSHROOM TURMERIC CREPE BANH XEO CHAY	16
<i>dry aged ground beef, lemongrass, betel leaf, scallion oil, fried shallots, shrimp chips</i>		<i>Smallhold oyster mushrooms, caramelized onions, bean sprouts, scallion turmeric rice crepe, lettuce, herbs, ginger soy vinaigrette</i>	

NOODLE SOUPS

BEEF PHO PHO BO DAC BIET	18	CRAB & TOMATO BUN RIEU CUA	19
<i>Creekstone brisket, beef tendon meatball, basil, cilantro, scallion, red onion, rice noodles, beef bone broth</i>		<i>pork & crab meatball, shrimp, mortadella, tofu, tomatoes, scallion, cilantro, fried garlic, rice noodles, crab & pork broth</i>	
<i>beef tendon meatball +4 raw beef eye round +6 extra brisket +6</i>		<i>extra crab meatball +5</i>	

MAINS

BUN CHA HA NOI	21	FRIED FISH CA CHIEN LA CHANH SA OT	22
<i>grilled pork belly, pork wrapped in betel leaf, fried crab & pork rolls, lettuce, herbs, vermicelli, fish sauce vinegar broth</i>		<i>whole porgy deep fried, lime leaf chili salt, pickled mustard greens, Jasmine rice</i>	
GARLIC NOODLES MI XAO BO TOI	10	BANH MI BURGER	19
<i>egg noodles, garlic, black pepper garlic butter, cilantro</i>		<i>8oz dry aged Pat LaFrieda patty - shortrib, ribeye, dry aged ribeye, oxtail Maggi gravy, pate, mayo, pickled carrots & daikon, jalapeno, cilantro, buttered brioche, tater tots</i>	
<i>tofu +6 shrimp +9 maitake mushrooms +10</i>			
OXTAIL FRIED RICE COM CHIEN DUOI BO	24	SAIGON DIP	21
<i>oxtail, shredded ribeye, fried egg, scallion, red onion, cilantro, garlic pepper sauce, Jasmine rice</i>		<i>Creekstone brisket & oxtail braised in pho broth, caramelized onions, fried basil, basil aioli, toasted baguette, cup of pho broth</i>	
GRILLED LEMONGRASS PORK COM SUON NUONG	19	FRIED CHICKEN SANDWICH BANH MI GA CHIEN SA OT	17
<i>Creekstone pork shoulder, fried egg, scallion oil, lettuce, tomato, pickled veggies, fried shallots, Jasmine rice</i>		<i>beer battered chicken thigh, pickled jalapeno, red cabbage, pickled carrots & daikon, lime leaf aioli, brioche, tater tots</i>	
ROASTED CORNISH HEN GA RO TI	20		
<i>5 spice marinated Cornish hen, scallion, lettuce, tomato, pickled veggies, Jasmine rice</i>			

DESSERT

COFFEE FLAN | BANH FLAN CA PHE

8

Nguyen Coffee Supply peaberry Robusta coffee, condensed milk, vanilla

Please inform your server of any allergies

Proof of Notice Posting

ATTENTION RESIDENTS & NEIGHBORS 第3社區居民 請注意

HELEN'S KITCHEN LLC dba Saigon Social 206-351-3779
公司名字(Company) and/ 和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主要想在第3社區申請生意相關牌照展生意)
餐館 (Restaurant)
(請選擇/please choose) 酒吧(Bar) 餐館 (Restaurant)
戶外咖啡 (Sidewalk Cafe) 或 或者
後院花園咖啡 (Backyard Use)

172 Orchard St. New York, NY 10002
Address/生意地址

seeking a license to serve (以上的店主要想請以下相關牌照展)

酒和烈酒牌照 (Wine & Liquor)
(請選擇/please choose) 啤酒和酒牌照(Beer & Wine) or/或者
啤酒牌照 (Beer) or/或者
酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments
第3社區的居民有權利提出自己的意見和建議。

(CB3 SLA & DCA Committee Meeting)
曼哈頓第3社區委員會
酒牌和紐約市消費局有關小商業牌照委員會

Monday, December 13, 2021 at 6:30pm
Online: <https://zoom.us/j/92199317942>
see www.cb3manhattan.org for zoom meeting details

時間 (Time) 和地點 (Location)

mn03@cb.nyc.gov - www.cb3manhattan.org

ATTENTION RESIDENTS & NEIGHBORS

HELEN'S KITCHEN LLC dba Saigon Social 206-351-3779
Company/DBA Name and Contact Number for Questions

Plans to open a
Restaurant

(Please choose) Bar Restaurant and indicate if there will be a Sidewalk Cafe or Backyard Garden

at the following location

172 Orchard St. New York, NY 10002
Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer/Wine & Liquor
Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on
Monday, December 13, 2021 at 6:30pm
Online: <https://zoom.us/j/92199317942>
see www.cb3manhattan.org for zoom meeting details

Date/Time/Location

206-351-3779 Helen Nguyen
Applicant Contact Information

At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

HELEN'S KITCHEN LLC dba Saigon Social 206-351-3779
Company Name/ Contact Info Nombre de la Compañía/ el teléfono de contacto

Plans to open a:
Restaurant

(Please choose) Bar Restaurant

172 Orchard St. New York, NY 10002

Seeking a license to serve

Wine & Liquor
Beer & Wine or Beer/Wine & Liquor

Public meeting
for comments

Monday, December 13, 2021 at 6:30pm
Online: <https://zoom.us/j/92199317942>
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At COMMUNITY BOARD 3
SLA & DCA Licensing
Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org

PLEASE PRACTICE
SOCIAL
DISTANCING



MAINTAIN A 6'
DISTANCE FROM OTHERS

POR FAVOR, MANTENER UNA
DISTANCIA DE 6 PIES DE LOS DEMÁS

SAIGON SOCIAL
Vietnamese Kitchen

Monday | CLOSED
Tuesday | CLOSED
Wednesday | 5:30 pm - 9:30 pm
Thursday | 5:30 pm - 9:30 pm
Friday | 12 pm - 9:30 pm
Saturday | 12 pm - 9:30 pm
Sunday | 12 pm - 8:30 pm

Petition of Support

Petition to Support Proposed Liquor License

Date: 12/01/2021

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) full-liquor license

to the following applicant/establishment (company and/or trade name)

HELEN'S KITCHEN LLC dba Saigon Social

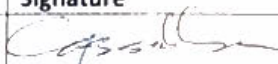









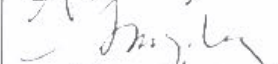
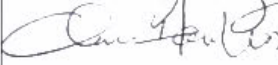
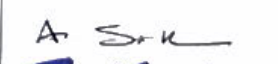





Address of premises: 172 Orchard St. New York, NY 10002

This business will be a: (circle) Bar Restaurant Other:

The hours of operation will be:
Mon - Sun, 8AM-12AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
Cassandra Lam		122 Ludlow St # 1 B
Heng Lim		910 Orchard St # 2
DAVID STROPE		124 LUDLOW # 4B
Joshua Lemi		90 Stanton St. 2A
Alex Nguyen		90 STANTON ST # 2C
Kesdrani Thiagarajan		90 Stanton St # 3
Oscar Moran		90 Stanton St # 5A
Caitlyn Dunnell		90 Stanton St
Victor Robinson		330 E 78th St
Paul Couture		134 Orchard St. #10
Andy Ting		144 Orchard St. 2A
Roberta Liang		144 Orchard St. 2A
CHERRIE HAMLIN		96 STANTON ST. 3B
ADITI SAESU		176 ORCHARD ST -
Sergio Esquivel		63 CUMMINS ST #1
Eric Loveless		90 Stanton St.
James Tran		144 Orchard St
Yan Yu		120 WOODROW ST #14

Detailed Diagrams of the Interior of Premises

Helen's Kitchen LLC dba Saigon Social
172 Orchard Street, New York, NY 10002

