



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

Paul Rangel, 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:

- ☒ 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.

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: 04/28/2022

Is location currently licensed? ☒ Yes ☐ No Type of license: Beer, Wine and Cider

If alteration, describe nature of alteration:

Previous or current use of the location: Restaurant

Corporation and trade name of current license: Big Ben Restaurant Corp

APPLICANT:

Premise address: 212 E. 10th Street, New York, NY 10003

Cross streets: 1st & 2nd Avenue

Name of applicant and all principals: Big Ben Restaurant Corp; Jimmy Ly

Trade name (DBA): Madame Vo

PREMISE:

Type of building and number of 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 _____

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): _____

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) _____

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? _____ Total number of indoor seats? _____

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____

(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 _____

What are the hours the kitchen will be open? _____

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

How many employees will there be? _____

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 ☐ 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: _____

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? _____

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? 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.") Given the premises is currently licensed there will be no alteration the status quo nor will there be any material impact on vehicular or pedestrian traffic in the area.

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. By keeping music at an ambient conversational level at all times.

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:
4 tables, 12 seats to the front of the premises.

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: Madame Vo

Address: 212 E. 10th Street, New York, NY 10003 Community Board # 3

Dates of operation: 01/2017-Present

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 Madame Vo BBQ 104 2nd Avenue New York, NY 10003

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? 2

How many On-Premise (OP) liquor licenses are within 500 feet? 3

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)
Vietnamese 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 12pm-11pm; Tue 12pm-11pm; Wed 12pm-11pm;
Thu 12pm-11pm; Fri 12pm-11pm; Sat 12pm-11pm;
Sun 12pm-11pm. (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
☐ My sidewalk café hours or other outside hours (including Open Restaurants) will be

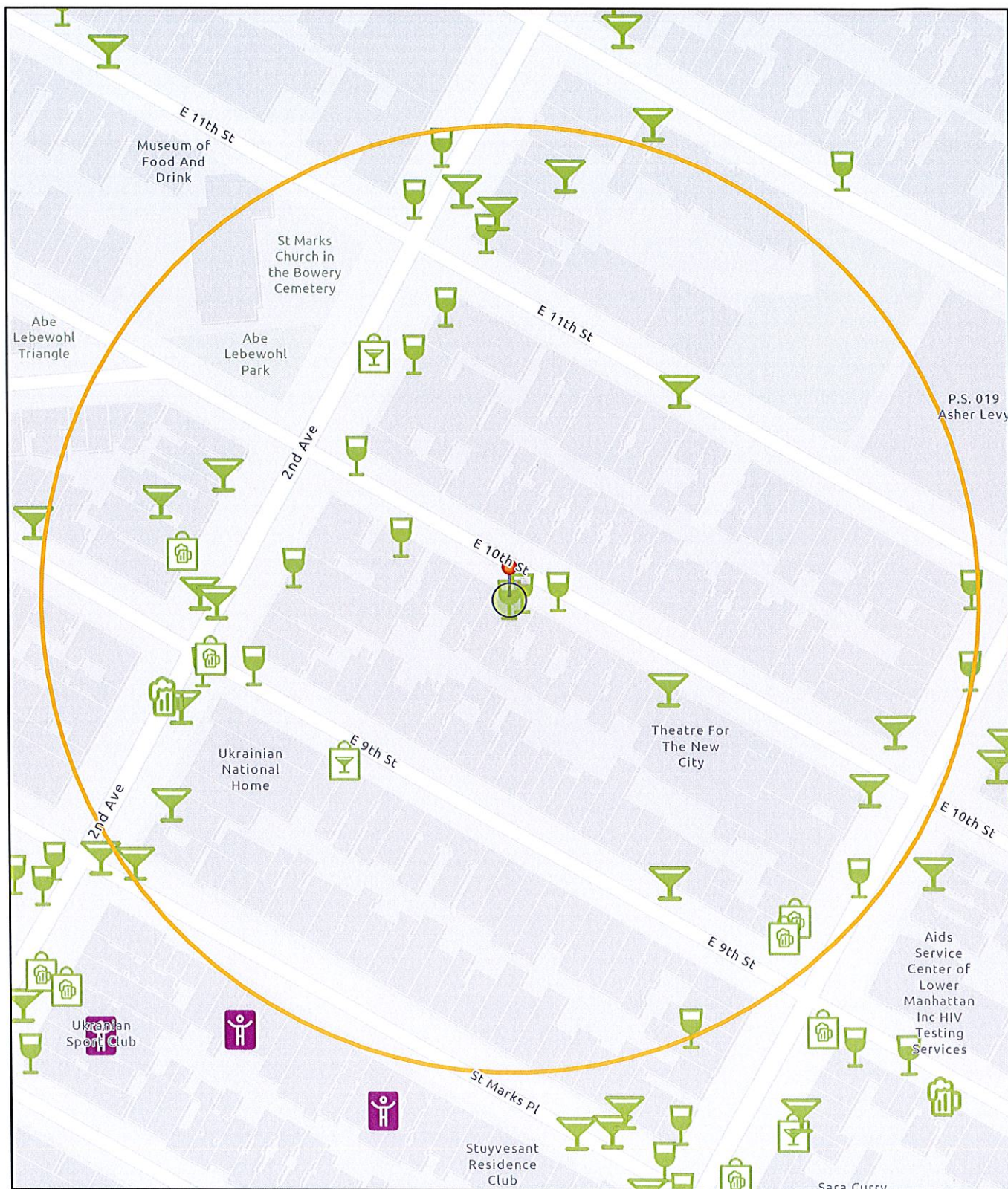
5. ☐ I will employ a doorman/security personnel: _____
6. ☐ I will install soundproofing, _____

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 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 participate in pub crawls or have party buses come to my establishment.
11. ☒ I will not have unlimited drink specials, including boozy brunches, with food.
12. ☒ 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 _____.
13. ☒ I will not have wait lines outside. ☐ I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
14. ☒ I will conspicuously post this stipulation form beside my liquor license inside of my business.
15. ☒ 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.

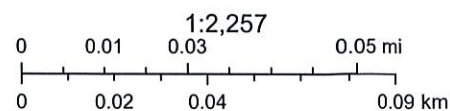
Name: Jimmy Ly

Phone Number: 917-468-1181

Big Ben Restaurant Corp 500 ft. Proximity Map



4/28/2022, 3:35:16 PM



- Cities and Towns
- SLA Zones
- NYC Police Precincts
- Search Active Licenses _Query result
- Active Licenses
- 🍷 On Premises Liquor
- 🍺 On Premises Beer
- 🍷 Off Premises Liquor
- 🍺 Off Premises Beer
- 👤 Institution
- 👤 NYC Community Boards

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

NYS Liquor Authority

Esri Community Maps Contributors, NYC OpenData, New Jersey Office of GIS, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS,

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.

Proximity Report For:	
Location	212 E 10th St, New York, New York, 10003
Geocode	Latitude: 40.72934 longitude: -73.98602
Report Generated On	4/28/2022

8 Closest Liquor Stores		
Name	Address	Distance
SAKAYA INC Ser #: 1189050	324 E 9TH STREET (WEST STORE) 1ST & 2ND AVE. NEW YORK, NY 10003	247 ft
MIAT LIQUORS INC Ser #: 1023526	166 2ND AVE NEW YORK, NY 10003	296 ft
EAST VILLAGE WINES & SPIRITS INC Ser #: 1302369	138 1ST AVE NEW YORK, NY 10009	637 ft
MRN LIQUOR INC Ser #: 1284586	16 SAINT MARKS PL NEW YORK, NY 10003	882 ft
TASTE WINE LLC Ser #: 1282743	50 3RD AVE NEW YORK, NY 10003	1,077 ft
CARMAD INC Ser #: 1023546	224 226 1ST AVE NEW YORK, NY 10009	1,084 ft
S & P LIQUOR & WINE CORP Ser #: 1281498	89 2ND AVE NORTH STORE NEW YORK, NY 10003	1,211 ft
CONVIVE PARTNERS LLC Ser #: 1290950	196 AVENUE A NEW YORK, NY 10009	1,376 ft

Schools within 500 feet		
Name	Address	Distance
No Schools within 500 feet		

Churches within 500 feet		
Name		Distance
No Churches within 500 feet		

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
DINAH CORPORATION Ser #: 1340316	162 166 2ND AVE NEW YORK, NY 10003	299 ft
NUDIBRANQUIO LLC Ser #: 1340390	125 127 1ST AVE NEW YORK, NY 10003	702 ft
FINE FOOD AND SPIRITS INC Ser #: 1333316	197 2ND AVE NEW YORK, NY 10003	733 ft

Name	Address	Distance
TKM 228 EAST 10TH ST LLC Ser #: 1328187	228 E 10TH ST NEW YORK, NY 10003	195 ft
A VENIERO INC Ser #: 1122289	342 EAST 11TH STREET NEW YORK, NY 10003	285 ft
HONEY RYDER LLC Ser #: 1262045	147 149 2ND AVE NEW YORK, NY 10003	312 ft
149 SECOND AVE REST INC Ser #: 1237783	149 2ND AVENUE NEW YORK, NY 10003	330 ft
TEMAKASE NYC LLC Ser #: 1333140	157 2ND AVE NEW YORK, NY 10003	331 ft
IMMIGRANT TAP ROOM INC Ser #: 1306247	341 E 9TH ST WEST STORE NEW YORK, NY 10003	345 ft
IMMIGRANT WINE BAR LLC, THE Ser #: 1298429	341 E 9TH ST NEW YORK, NY 10003	345 ft
J & K RES ENTERPRISES INC Ser #: 1149917	140 142 2ND AVENUE MAIN FLOOR NEW YORK, NY 10003	369 ft
MSB RESTAURANTS LLC Ser #: 1278473	151 2ND AVE NEW YORK, NY 10003	385 ft
LA MERIDIANA I LTD Ser #: 1298843	176 2ND AVE NEW YORK, NY 10003	406 ft
UKI FREEDOM LLC Ser #: 1313706	136 2ND AVE NEW YORK, NY 10003	423 ft
JUDEX ENTERPRISES INC Ser #: 1024266	178 2ND AVENUE NEW YORK, NY 10003	433 ft
EAST VILLAGE HOSPITALITY LLC Ser #: 1281253	242 E 10TH ST NEW YORK, NY 10003	433 ft
MANNAGGIA INC Ser #: 1304749	163 1ST AVE 10TH & 11TH NEW YORK, NY 10003	434 ft
PEPRICO INC Ser #: 1279139	182 2ND AVE NEW YORK, NY 10003	451 ft
39 ST MARKS INC Ser #: 1189562	41 ST MARKS PLACE 2ND AVENUE & 1ST AVENUE NEW YORK, NY 10003	490 ft
ROBATAYA NY LLC Ser #: 1311089	231 E 9TH ST NEW YORK, NY 10003	513 ft
TWO AND EIGHT GOURMET LTD Ser #: 1024394	132 2ND AVENUE NEW YORK, NY 10003	517 ft
PJ RESTAURANT INC Ser #: 1299503	302 E 12TH ST NEW YORK, NY 10003	525 ft
JARLENE CORP Ser #: 1290480	160 1ST AVE NEW YORK, NY 10009	534 ft
AGN RESTAURANT LLC Ser #: 1295706	166 1ST AVE NEW YORK, NY 10003	548 ft
CGJC HOLDINGS LLC Ser #: 1305172	168 1ST AVE NEW YORK, NY 10009	552 ft
TAQUERIA SAINT MARKS PLACE INC Ser #: 1282265	79 SAINT MARKS PL NEW YORK, NY 10003	555 ft
75 ST MARKS PLACE LLC Ser #: 1262361	75 ST MARKS PL NEW YORK, NY 10003	569 ft
BARMAR LLC Ser #: 1108851	77 ST MARKS PLACE NEW YORK, NY 10003	573 ft
TOKYO MAMA INC Ser #: 1308766	230 E 9TH ST NEW YORK, NY 10003	584 ft
31 ORCHARD ST REALTY INC Ser #: 1313281	301 E 12TH ST NEW YORK, NY 10003	612 ft

Report on: 10/15/2020 10:00:00 AM

Name	Address	Distance
TOKYO MAMA INC Ser #: 1024390	240 E 9TH STREET NEW YORK, NY 10003	613 ft
29 ST MARKS PLACE REST INC Ser #: 1024431	29 ST MARKS PLACE NEW YORK, NY 10003	622 ft
BIG LEE AND SASHAS INC Ser #: 1303765	140 1ST AVE NEW YORK, NY 10009	626 ft
M & Y CATERING INC Ser #: 1308912	31 SAINT MARKS PL WEST GROUND STORE NEW YORK, NY 10003	640 ft
12TH ST ALE HOUSE LLC Ser #: 1314194	192 2ND AVE 2ND AVE & 12TH ST NEW YORK, NY 10003	641 ft
SCHEIB S PLACE INC Ser #: 1249765	80 ST MARKS PLACE NEW YORK, NY 10003	645 ft
9TH STREET VENTURE LTD Ser #: 1024461	232 E 9TH STREET NEW YORK, NY 10003	649 ft
UKRAINIAN AMERICAN SOCCER Ser #: 1022433	122 2ND AVENUE GR FL NEW YORK, NY 10003	676 ft
YPB CORP Ser #: 1321463	125 2ND AVE NEW YORK, NY 10003	676 ft
HINOMARU INC Ser #: 1145016	25 ST MARKS PLACE 2ND & 3RD AVENUES NEW YORK, NY 10003	677 ft
TOMKIN SQUARE KIDS INC Ser #: 1024392	73 75 E 7TH STREET NEW YORK, NY 10003	685 ft
LITTLE REBEL INC Ser #: 1285359	134 1ST AVE NEW YORK, NY 10009	688 ft
E OCHI INC Ser #: 1121866	218 E 9TH ST NEW YORK, NY 10003	714 ft
FT 245 CORP Ser #: 1144031	245 EAST 11TH STREET AKA 175 S NEW YORK, NY 10003	717 ft
7TH STREET SUSHI PARK INC Ser #: 1336507	77 E 7TH ST 1ST & 2ND AVENUES NEW YORK, NY 10003	731 ft
TSAMPA INC Ser #: 1024414	212 E 9TH ST NEW YORK, NY 10003	735 ft
RIVKA INC Ser #: 1155091	101 ST MARKS PLACE NEW YORK, NY 10009	739 ft
ANIMALS GROUP INC Ser #: 1323698	90 ST MARKS PL AKA 132 1ST AVE NEW YORK, NY 10009	743 ft

ATTENTION RESIDENTS & NEIGHBORS
請注意 社區居民 諸位 鑒

Big Ben Restaurant Corp

大笨公司 (Company) and 大笨餐廳 (Restaurant)

Plans to open a (以上地址在東區花園口附近中國社區商業區內) Restaurant

(餐廳) (Restaurant)
大笨公司 (Company) and 大笨餐廳 (Restaurant)
大笨公司 (Company) and 大笨餐廳 (Restaurant)

212 E. 10th Street, New York, NY 10003

seeking a license to serve (以上地址在東區花園口附近中國社區商業區內)

Beer, Wine, Cider & Liquor

(餐廳) (Restaurant)
大笨公司 (Company) and 大笨餐廳 (Restaurant)
大笨公司 (Company) and 大笨餐廳 (Restaurant)

Public meeting for comments

如有任何意見請於以下時間向大笨公司提出

(CET) 11A & 11A Customer Meeting

如有任何意見請於以下時間向大笨公司提出

Monday, May 14, 2012 at 6:00pm

Online: 800-333-3333 or 917-999-1111

see www.chinatown.org for more meeting details

www.chinatown.org

ATTENTION RESIDENTS & NEIGHBORS

Big Ben Restaurant Corp DBA Madame Vo

Plans to open a Restaurant

at the following location

212 E. 10th Street, New York, NY 10003

This establishment is seeking a license to serve

Beer, Wine, Cider & Liquor

There will be an opportunity for public comment on

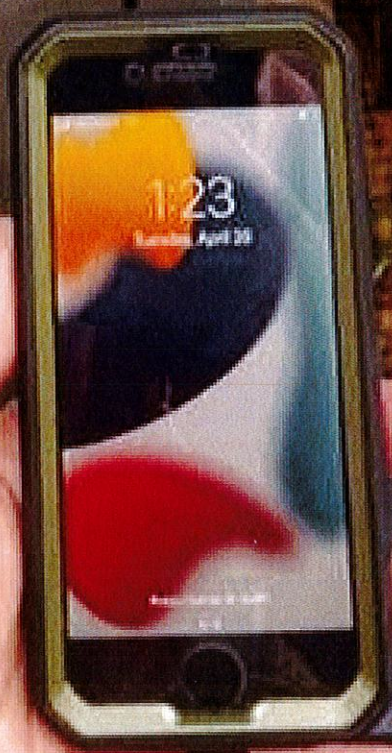
Monday, May 14, 2012 at 6:00pm

Online: 800-333-3333 or 917-999-1111

see www.chinatown.org for more meeting details

Jimmy Ly 917-488-1181

Madame Vo's Opening Application Meeting
www.chinatown.org





212 MADAME VO 212

212

113

VIETNAMESE KITCHEN

STRAIGHT TALK
WALKING

42

Red sticker with text

A

Madame Vo





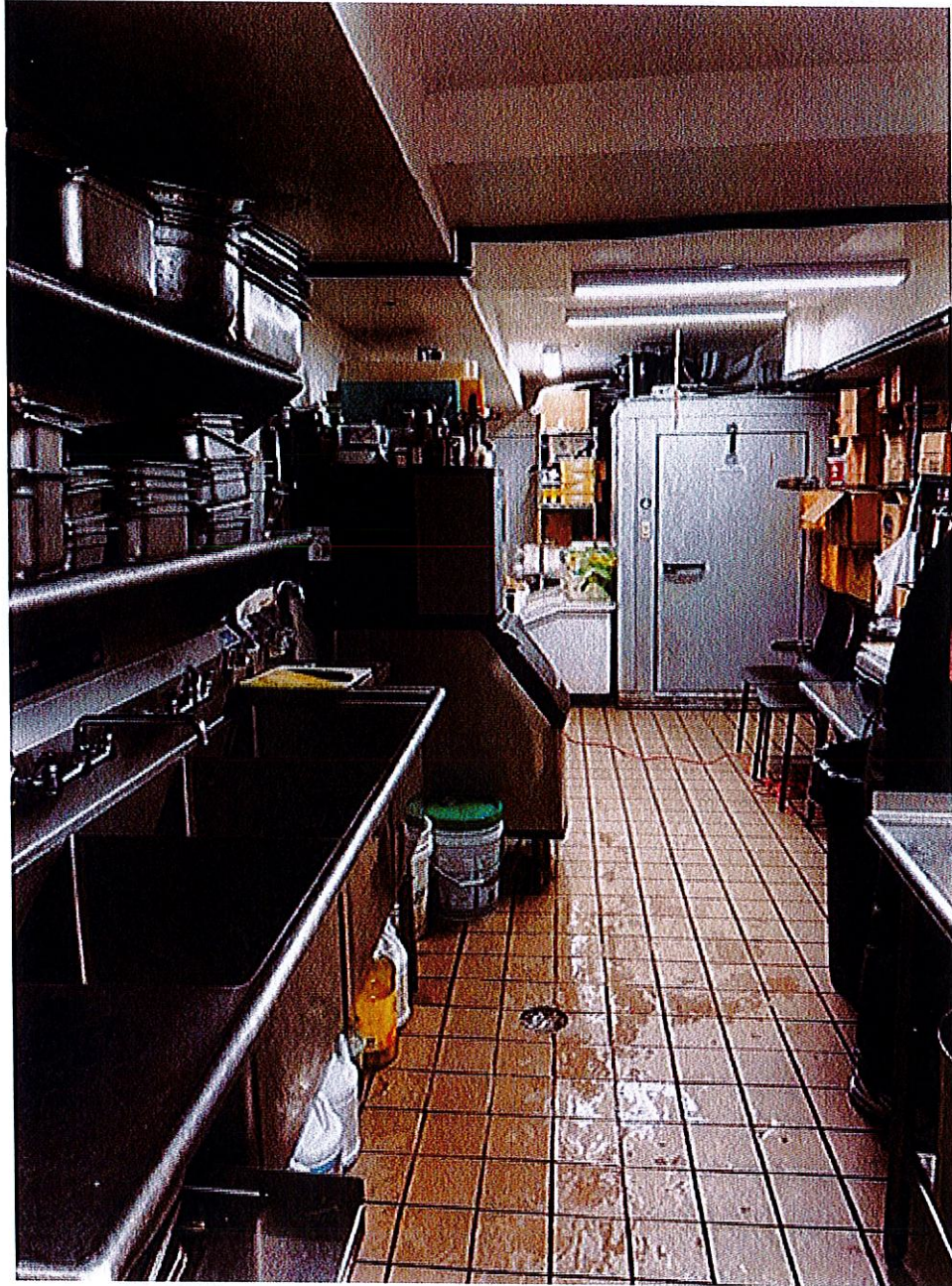


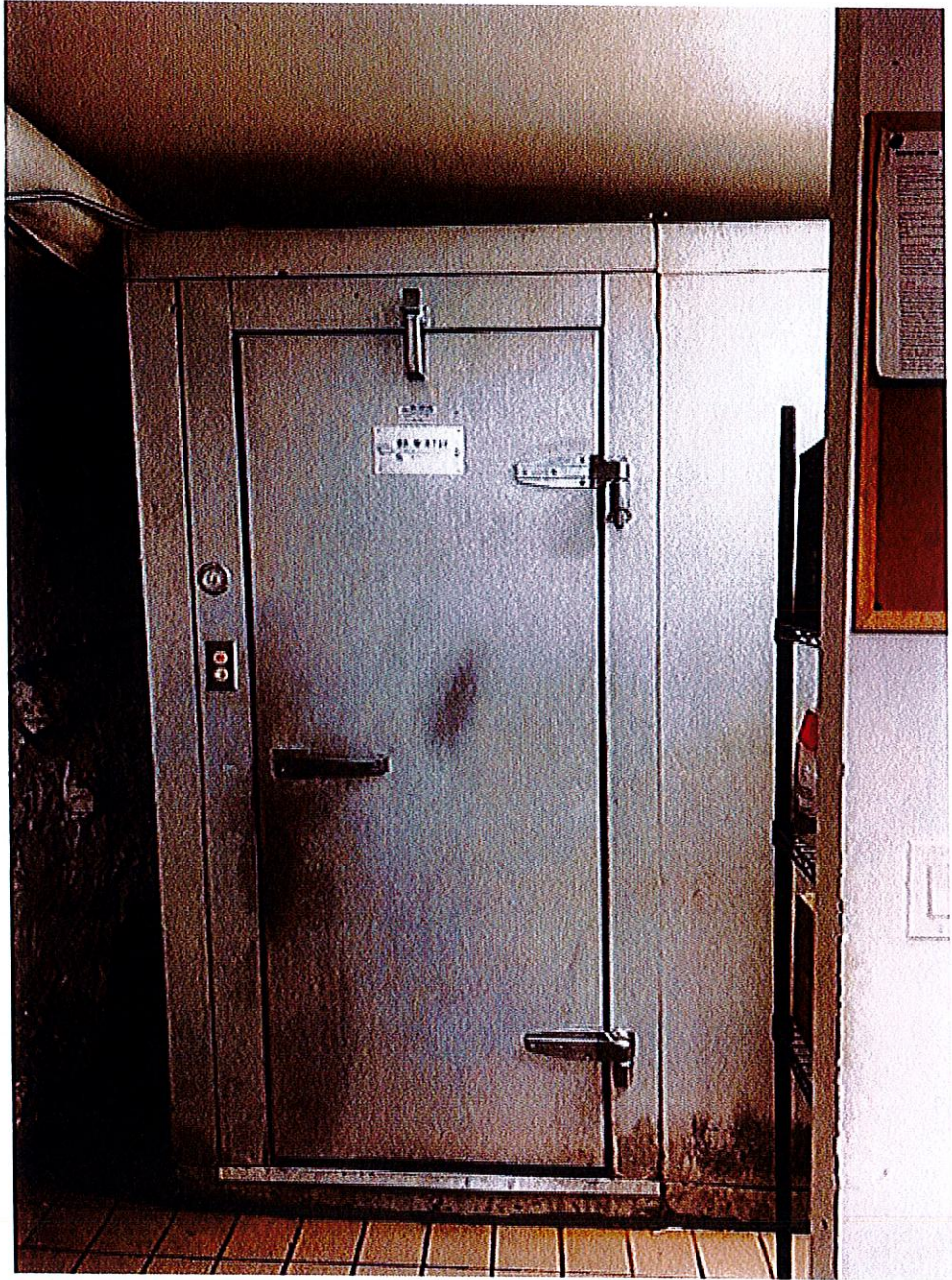














MADAME VO Kitchen

Order Now

Reserve

MEALS DRINKS

Appetizers

BO BIA	\$12	CHA GIO CHAY	\$11	GOI CUON	\$12
Autumn roll with jicama, egg, basil, shrimp, peanuts, & sausage		Fried spring rolls filled with vermicelli, mushrooms & taro. Served with fish sauce.		Summer rolls with shrimp, vermicelli, lettuce & mint. Served with fish sauce.	
CHA GIO	\$14	-V*GF		MADAME WINGS	\$17
Fried spring rolls filled with shrimp, crab & pork. Served with fish sauce		NEM NUONG CUON	\$12	Spicy chicken wings caramelized in a garlic fish sauce.	
		Grilled pork roll with rice vermicelli, lettuce, mint & crispy rice paper.			



BANH XEO Vietnamese crepe with sauteed shrimp & pork belly. Served with fish sauce.	\$18	GOI DUDU Papaya salad with carrots, daikon, basil, poached shrimp and crushed peanuts.	\$14	TOM RANG MUOI Salt toasted prawns served with avocado sauce.	\$15
BANH BOT CHIEN Pan fried rice cakes with eggs & scallions topped with fried garlic, diced sausage, cilantro & fresno chilis. Served with fish sauce.	\$18	MUC RANG MUOI Salt toasted fried squid served with avocado sauce.	\$18	MADAME PLATTER Grilled chicken, sugarcane shrimp, grilled pork, honey glazed pork & fried spring rolls over banh hoi noodles served with rice paper & topped with peanuts served with fish sauce.	\$58
THE MADAME PHO Beef broth simmered for 24 hours with rice noodles, topped with cilantro and short rib + 7	\$18	BUN BO HUE Spicy lemongrass broth served with vermicelli noodles, brisket & Vietnamese pork roll.	\$19	CARLIC NOODLES Rice noodles stir fired with eggs, shrimp, scallions, and garlic.	\$18
PHO CHAY Mushroom based broth with classic pho spices, topped with shiitake mushroom, carrots, tofu, cilantro & scallions.	\$18	TET NOODLES Egg noodles stir fried with garlic butter fish sauce, topped with lump crab meat & prawns	\$28	HU TIEU CHAY Rice noodles stir fried with eggs, tofu, peppers & cilantro.	\$18

VERMICELLI BOWL \$18

Vermicelli noodles, mint, cucumbers, crushed peanuts & fried garlic with choice of: grilled chicken, spicy tofu, honey glazed pork, spicy lemongrass beef, shrimp, cha gio.

Rice

COM SUON NUONG \$20

Grilled pork chops served with a side of ground pork and crab cake.

CA TIM XAO XA OT

Eggplant stir fried with lemongrass, scallions & chili sauce.

\$18

SUON KHO

Caramelized spare pork ribs braised in coconut juice & pineapple.

\$18

BOLUCLAC \$32

Seared ribeye on a sizzling platter with scallions and a fried egg.

GA XAO XA OT

Chicken stir fried with lemongrass, peppers, onions, and chili sauce.

\$18

MAMA LY'S FRIED RICE

Fried rice with shrimp, sausage, eggs, scallions & fried garlic. Vegetarian option available upon request.

\$18

Order Now

Reserve