

HELBRAUN || LEVEY

RUI RUI LLC
15-17 DOYERS STREET
NEW YORK, NY 10013

MANHATTAN COMMUNITY BOARD 3
Meeting Date: March 10th, 2025



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

Andrea Gordillo, 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 Wednesday 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: February 20th, 2025

Is location currently licensed? ☐ Yes ☒ No Type of license: N/A

If alteration, describe nature of alteration: N/A

Previous or current use of the location: UNLICENSED RESTAURANT, DOYERS OLDTOWN

Corporation and trade name of current license: N/A

APPLICANT:

Premise address: 15-17 DOYERS ST, NEW YORK, NY 10013

Cross streets: PELL ST, BOWERY

Name of applicant and all principals: ANNIE SHI

Trade name (DBA): PENDING

PREMISE:

Type of building and number of floors: MIXED RESIDENTIAL AND COMMERCIAL; 3 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 PENDING

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): C6-1

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:12PM-2AM

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☐ Yes ☒ No
If yes, please describe what type: N/A

Number of indoor tables? 9 (2 COUNTER TABLES) Total number of indoor seats? 24

How many stand-up bars/bar seats are located on the premise (number, length, and location) 1 BAR
GROUND FLOOR, RIGHT SIDE, 4 SEATS (APPROX. 8 FEET)

(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 SEE MENU ATTACHED
CHINESE CUISINE

What are the hours the kitchen will be open? DURING ALL HOURS OF OPERATION

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

How many employees will there be? 10

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

Will there be TVs/monitors? ☐ Yes ☒ No (If Yes, how many?) N/A

Will premise have music? ☒ Yes ☐ No

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

If other type, please describe N/A, BACKGROUND MUSIC ONLY

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: 4 SPEAKERS IN CORNERS OF INTERIOR

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? 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.") PLEASE SEE ATTACHED

Will there be security personnel? ☐ Yes ☒ No (If Yes, how many and when) N/A

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans. PLEASE SEE ATTACHED

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: N/A, THERE WILL BE NO OUTDOOR SEATING

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: SEE ATTACHED

Address: _____ Community Board # _____

Dates of operation: _____

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 _____

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? 6

How many On-Premise (OP) liquor licenses are within 500 feet? 6

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

PLACE OF WORSHIP FLAGGED BY LAMP IS ON A DIFFERENT BLOCK AND THEREFORE DOES NOT POSE AN ISSUE FOR THIS APPLICATION

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 WINE BAR & CAFE

☒ 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-2AM; Tue 12PM-2AM; Wed 12PM-2AM;

Thu 12PM-2AM; Fri 12PM-2AM; Sat 12PM-2AM;

Sun 12PM-2AM. (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 10-20 private parties per YEAR
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: ANNIE SHI

Phone Number: 917-270-5512

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APPLICANT LICENSE HISTORY

-BOX HILL LLC dba KING (1295973)

- o 16 18 KING ST, NEW YORK, NY 10014
- o MANHATTAN COMMUNITY BOARD 2
- o 2016-PRESENT

- ROCK NORTH RINK BISTRO LLC & ACJ ROCK CENTER LLC dba JUPITER (1340486)

- o 620 5TH AVE, NEW YORK, NY 10020
- o MANHATTAN COMMUNITY BOARD 5
- o 2022-PRESENT

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Regarding Plan to Manage Cleanliness of the Sidewalk Space:

- No smoking will be allowed in front of premise or in yard.
- Owner/manager will ensure that deliveries occur quickly and efficiently to prevent congestion. Boxes are not left sitting at the curb, brought straight in to premise.
- If trash is not picked up in a timely manner, staff will bring trash bags/debris back into premise until pickup can occur.
- Will work with an extermination/pest control company to help eliminate unwanted pests.
- Will use garbage bags that will not allow liquids to spill out onto the sidewalk.
- Sidewalk space will be swept and kept clean of food waste and debris throughout the shift and upon closing.

Regarding Plan to Manage Noise:

- There will be a manager and/or owner on duty at all times, who will be able to make sure that there is no excessive noise coming from the premises. This person will make sure that the premises does not become disorderly.
- The business plays piped in music only, with no amplified music, live music or DJ.
- The owner/manager are the only people with access to operate/change the sound system.
- Will provide contact information to local residents in case there are complaints or concerns.
- No music will be played outdoors.
- All doors and windows will be kept closed.

Regarding Plan to Manage Traffic:

- No lines will be formed outside.
- There will be a reservation system and an area to wait inside of the premises.
- The business is a short walk from multiple subway and bus routes and the majority of their guests arrive on foot, public transportation or taxi.

(03) Sample Food Menu

Small

Bread & butter 6
Mantou with tian

Frito of Dali goat cheese 8
served with five spice

Cucumber flowers with garlic 8

Celtnce salad 10

Skewer of beef sirloin (2) 12
Cheese and chili

Honeynut tempura with salted egg yolk 12

Fried snapper in seaweed 12

Chicken salad 10
Jingbo black chicken, lime

Larger

A platter of steamed vegetables 14
*Tendrils, sweet potato, turnip, radish served
with fermented shrimp paste chili*

Drunken bobo chicken 14
Shaoxing wine

Cat's ear noodle with braised lamb ragu 18

A bowl of cockles 24
Gochu, fermented black bean

Roasted cod head in scallion 18

Braised pork belly 19
Star anise, soy, and pink sugar

Steamed turbot with ginger & scallion sauce 28

Crunchy claypot crab rice 34

LEE LEI WINE BAR

FUNDRAISING DINNER 2024

LOOK & FEEL

#10-01

(03) Sample Food Menu

Grains

Purple rice 4

White rice 5

Millet and sweet potato congee 3

Soups

A bowl of chicken soup 6
Ginseng, ginseng, etc.

Hot and sour soup 4
Wood ear, mushrooms, etc.

Desserts

A slice of egg tart 6

A platter of fruit 10
Cat's paw, mango, honeycrisp, dragonfruit

Mooncake bombe 16
*Giant mooncake filled with red bean ice cream,
to share*

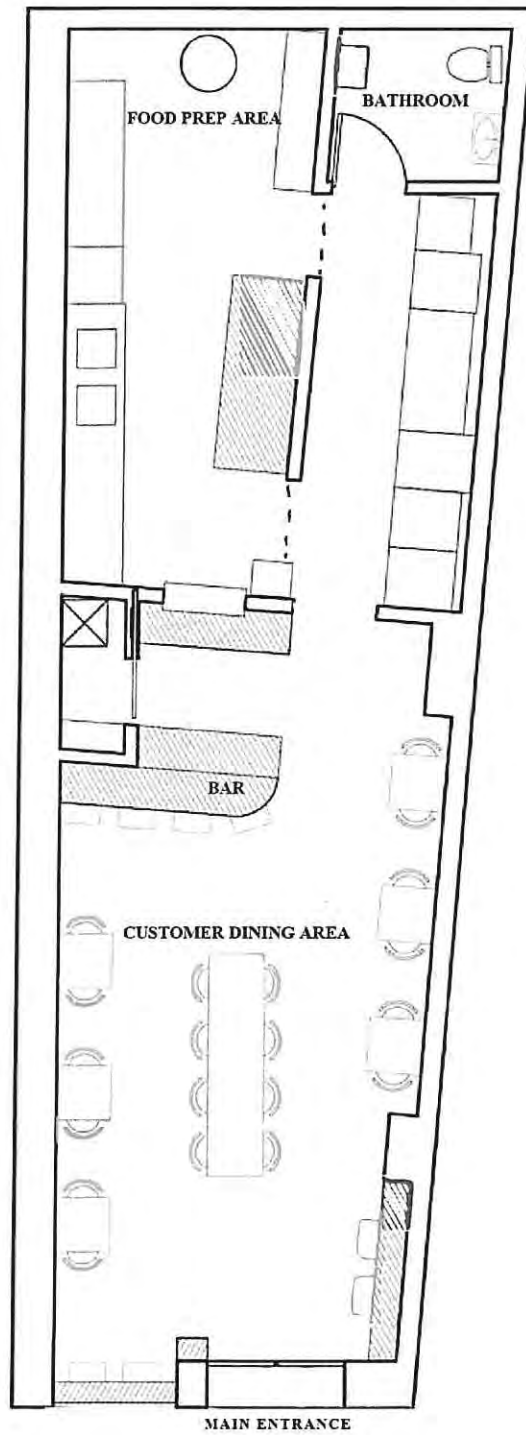
LEE LEI WINE BAR

FUNDRAISING DINNER 2024

LOOK & FEEL

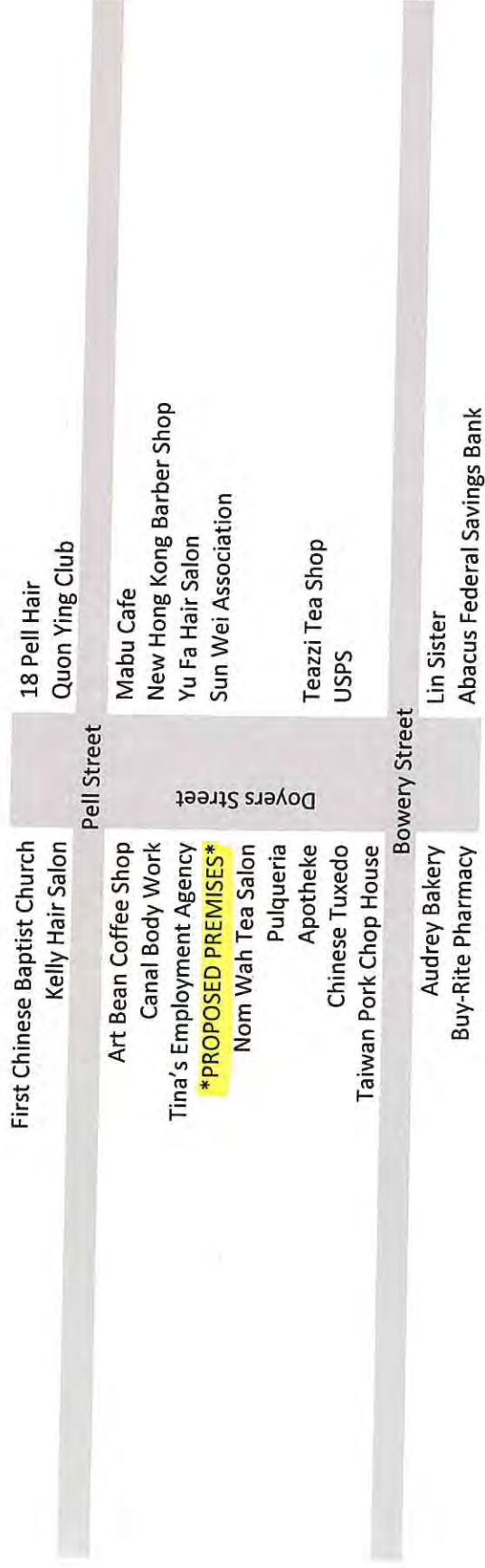
#10-01

GROUND FLOOR DIAGRAM

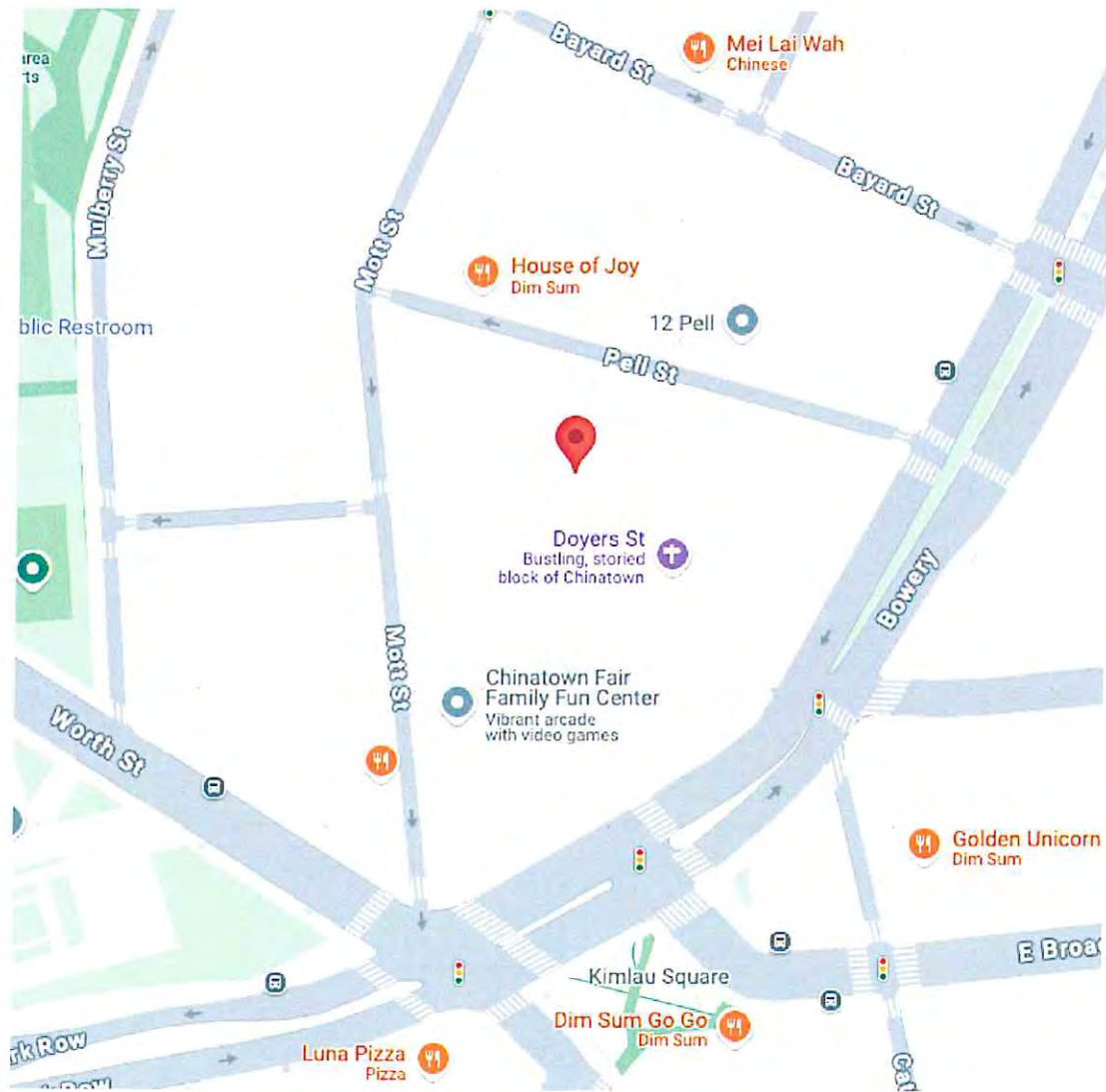


BLOCK PLOT DIAGRAM

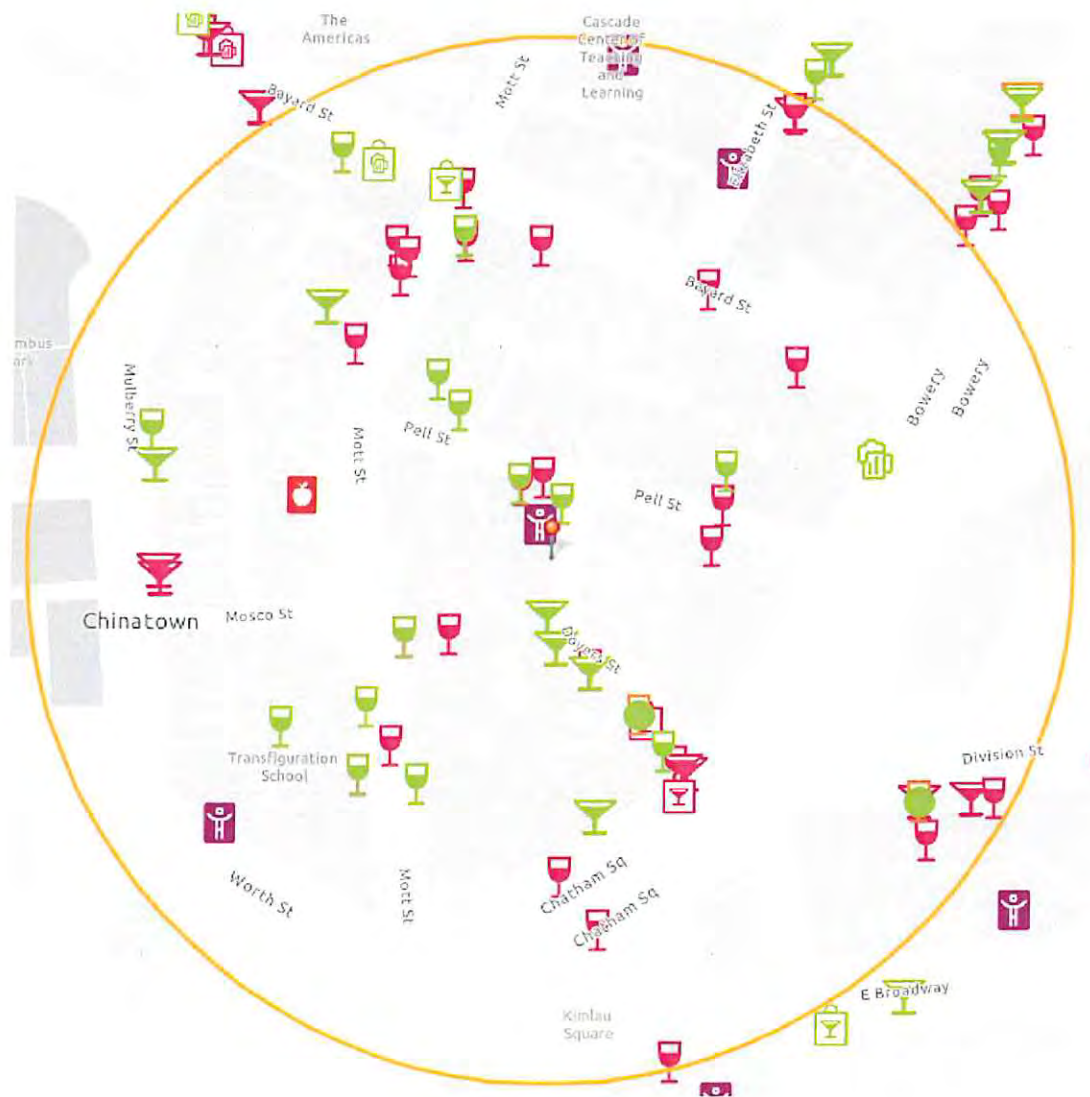
ADDRESS: 15-17 Doyers Street



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GREEN MARTINI = OP LICENSE
PINK MARTINI = INACTIVE OP LICENSE
GREEN WINE = TW/RW LICENSE
PINK WINE = INACTIVE TW/RW LICENSE

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	15 Doyers St, New York, New York, 10013
Geocode	Latitude: 40.71462 longitude: -73.99817
Report Generated On	1/21/2025

8 Closest Liquor Stores		
Name	Address	Distance
MARKS WINE & SPIRITS LTD License ID: 0100-23-125353 Legacy Serial No.: 1023591	53 MOTT STREET NEW YORK, New York 10013	378 ft
CHIN KONG INC License ID: 0100-21-114840 Legacy Serial No.: 1023498	17 23 EAST BROADWAY STORE #104 NEW YORK, New York 10002	520 ft
MADISON WINE AND LIQUOR LLC License ID: 0100-21-115568 Legacy Serial No.: 1264145	45 MADISON ST NEW YORK, New York 10038	984 ft
WALKER LIQUOR CORP License ID: 0100-22-117918 Legacy Serial No.: 1023593	101 105 LAFAYETTE STREET NEW YORK, New York 10013	1,388 ft
R & S 49 LIQUOR CORP License ID: 0100-21-114049 Legacy Serial No.: 1297191	92 ELIZABETH ST NEW YORK, New York 10013	1,535 ft
SA VINO ITALIANO INC. License ID: 0100-23-124962 Legacy Serial No.: 1199593	200 GRAND ST MOTT & MULBERRY STREETS NEW YORK, New York 10013	1,704 ft
OCEAN WINE & SPIRIT INC License ID: 0100-22-118080 Legacy Serial No.: 1296083	273 GRAND ST NEW YORK, New York 10002	1,854 ft
YEE FUNG CORP License ID: 0100-23-126723 Legacy Serial No.: 1257056	135 DIVISION ST STORE B NEW YORK, NY 10002	1,947 ft

Schools within 500 feet		
Name	Address	Distance
TRANSFIGURATION SCHOOL	29 MOTT ST NEW YORK, NY 10013	247 ft

Churches within 500 feet		
Name		Distance
First Chinese Baptist Church	* LOCATED ON A DIFFERENT BLOCK *	36 ft
True Light Lutheran Church		401 ft
Trust In God Baptist Church		411 ft
Eastern States Buddhist Temple		487 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
50 HST HOSPITALITY LLC Application ID: NA-0370-24-147819	50 Bowery Cellar Level New York, New York 10013.0	628 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
BLUE AGAVE NY INC License ID: 0340-23-138179 Legacy Serial No.: 1335436	11 DOYERS ST NEW YORK, New York 10013	54 ft
APOTHEKE LLC License ID: 0370-24-116108 Legacy Serial No.: 6024400	9 DOYERS STREET BOWERY & PELL STREETS NEW YORK, New York 10013	84 ft
8 TUXEDOS INC License ID: 0340-23-129176 Legacy Serial No.: 1306506	5 DOYERS ST NEW YORK, New York 10013	113 ft
Kid A LLC License ID: 0340-24-128254 Legacy Serial No.: 6036860	9 Chatham Sq New York, NY 10038	249 ft
TEA BISTRO INC License ID: 0340-22-104421 Legacy Serial No.: 1281439	45 MOTT ST GFL & CELLAR FL NEW YORK, NY 10013	326 ft
40 MULBERRY RESTAURANT INC License ID: 0340-23-134456 Legacy Serial No.: 1246514	40 MULBERRY STREET NEW YORK, New York 10013	391 ft
BOWERY GYOKAI LLC License ID: 0340-22-113309 Legacy Serial No.: 1322562	44 BOWERY NEW YORK, New York 10013	537 ft
GOLDEN UNICORN GOURMET CORP License ID: 0340-21-120874 Legacy Serial No.: 1272240	16 18 E BROADWAY 2ND, 3RD FL & 4TH NEW YORK, New York 10002	538 ft
MUSASHIYA NYC LLC License ID: 0340-22-111176 Legacy Serial No.: 1339198	16 ELIZABETH ST 15, 16 & 17 AKA 46 BOWERY NEW YORK, New York 10013	547 ft
Kaiseki NYC LLC License ID: 0340-24-134440 Legacy Serial No.: 6043237	14-18 Elizabeth St #16B a/k/a 46-48 Bowery New York, NY 10013	547 ft
TORAJI NY INC License ID: 0340-24-119227 Legacy Serial No.: 6027583	48 BOWERY NEW YORK, NY 10013	582 ft

Active On Premises Liquor Licenses within 750 feet

Name	Address	Distance
CANAL ARCADE LLC License ID: 0340-22-112493 Legacy Serial No.: 1322840	48A BOWERY ST NEW YORK, New York 10013	585 ft
BRIDGEVIEW HOTEL LLC&JOIE DE VIVRE HOSPITALITY LLC License ID: 0343-23-101628 Legacy Serial No.: 1300384	50 BOWERY LOBBY LEVEL NEW YORK, New York 10013	625 ft
BAR CLARK LLC License ID: 0370-24-108012 Legacy Serial No.: 6016061	102 BAYARD ST NEW YORK, NY 10013	704 ft
WINNIES NYC LLC License ID: 0340-22-115566 Legacy Serial No.: 1293517	104 BAYARD ST NEW YORK, New York 10013	726 ft