

**KDK CONSULTANTS LLC**

57 West 57<sup>th</sup> Street 4<sup>th</sup> Floor  
New York, NY 10019

April 1, 2025

**RE: Helen & Co Catering LLC dba Van Da by Helen**

**234 E 4th Street Westerly Store, New York, NY 10009**

Dear Manhattan Community Board 3:

Please find attached the following documents:

1. Community Board Questionnaire
2. Floor plans
3. Proposed menu
4. Notice of proposed business to the **East 4th St and Lower Ave B Residents Association**
5. Resume for Helen Nguyen

Please feel free to contact me with any questions at [kdkconsultantsllc@gmail.com](mailto:kdkconsultantsllc@gmail.com) or via cell at (917) 584-0497.

Thank you for your time.

Sincerely,

KDK Consultants LLC



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: 03/27/2025

Is location currently licensed? ☒ Yes ☐ No    Type of license: Full liquor (OP-252/1-340)

If alteration, describe nature of alteration: N/A

Previous or current use of the location: OP liquor license restaurant

Corporation and trade name of current license: Gosling Inc. dba Van Da (License ID 0340-22-109096)

**APPLICANT:**

Premise address: 234 E 4th Street Westerly Store, New York, NY 10009

Cross streets: 4th Street between Avenue A and Avenue B

Name of applicant and all principals: Helen & Co Catering LLC

Principals: Helen Nguyen

Trade name (DBA): Van Da by Helen

**PREMISE:**

Type of building and number of floors: Mixed-use 6 stories total (ground floor retail; 5 stories residential)

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Valid Letter of No Objection exists.

☐ 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) Tuesday through Saturday 5pm-10pm and Sunday 12pm-9pm

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? 19 Total number of indoor seats? 60

How many stand-up bars/bar seats are located on the premise (number, length, and location) 2 bar seats at the bar counter

*(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 Vietnamese food

What are the hours the kitchen will be open? Tuesday through Saturday 5pm-10pm and Sunday 12pm-9pm

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

How many employees will there be? 12

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 Recorded music

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: 2 small 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

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.") All principals and staff will periodically manage vehicular traffic and crowds by physically monitoring the outside space.

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. Ambient background music will be playing only.

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:

\_\_\_\_\_  
\_\_\_\_\_

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol 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 # Manhattan Community Board 3

Dates of operation: 2020 - 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 Helen's Kitchen LLC dba Saigon Social - Vietnamese restaurant

\_\_\_\_\_  
\_\_\_\_\_

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? 13

How many On-Premise (OP) liquor licenses are within 500 feet? 5

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 Closed; Tue 5pm - 10pm; Wed 5pm - 10pm;  
Thu 5pm - 10pm; Fri 5pm - 10pm; Sat 5pm - 10pm;  
Sun 12pm - 9pm. (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, \_\_\_\_\_

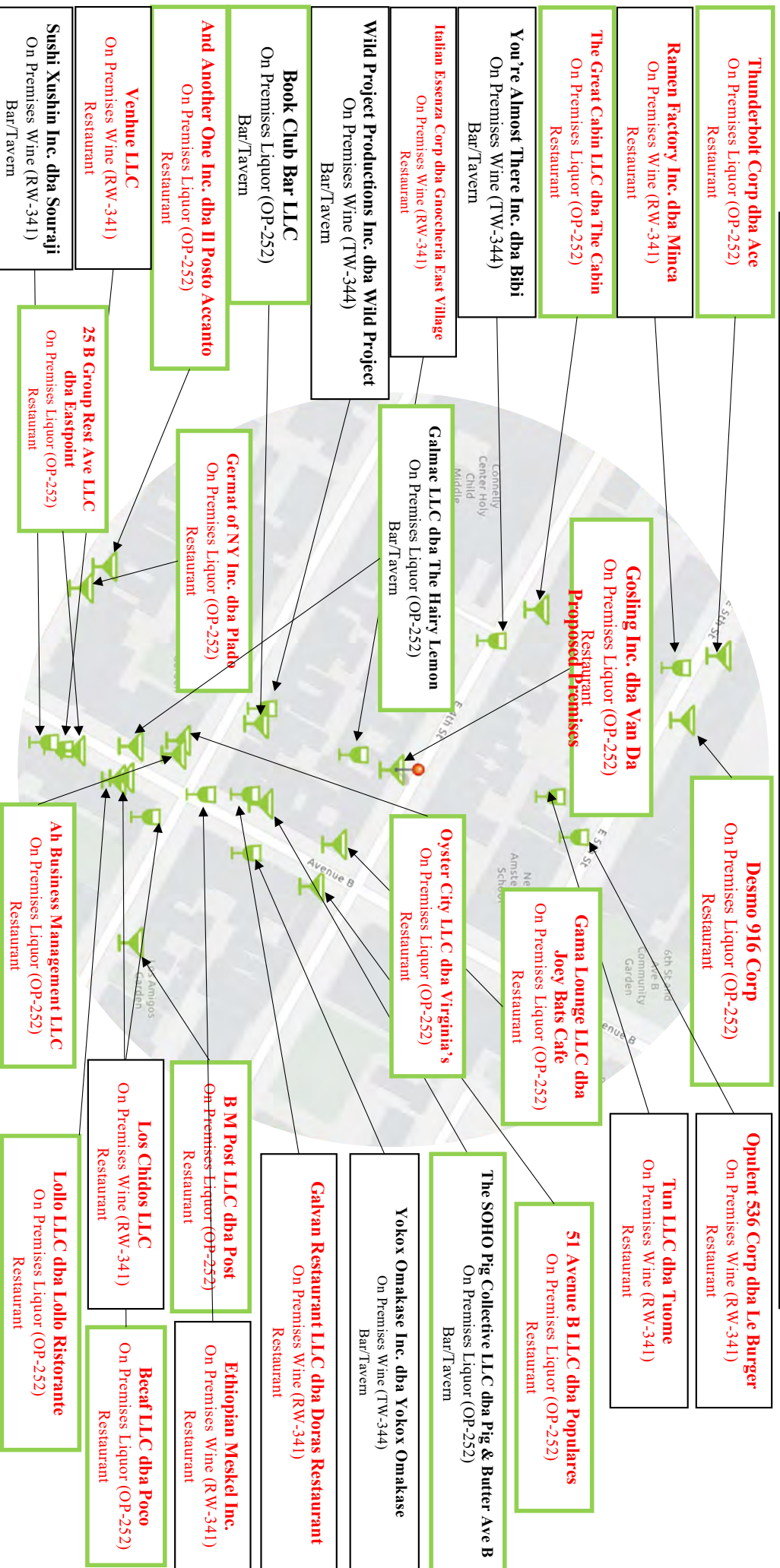
7. ☐ I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports. ☐ I will have a closed fixed façade with no 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: Helen Nguyen

Phone Number: 917-994-4781

234 East 4<sup>th</sup> Street  
Westerly Store, New York, NY 10009

**Helen & Co Catering LLC dba Yán Da by Helen**  
234 East 4th Street Westerly Store, New York, NY 10009  
Total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction





Indoor

Lower Level



# Ground Level

KITCHEN

BAR

B1



B2



18A

6:15

18B

6:15

18C

6:15

17

7:00

16

6:45

15

6:00

14B

7:30

14A

7:30

13

6:45

# E 4th St

23/24  
ooooo

22  
ooo

21  
ooooo

25  
oo

26  
oooo

28  
6:30

X  
o

29  
6:30

33  
o

32  
6:30

31  
6:30

30  
6:30

Lower Level

E 4th St

# VAN ĐA *by Helen*

## STREET FOOD | Sidewalk Classics, Reinvented

### PAPAYA SALAD 🍌

green papaya, mango, shiso, coconut cream, chili-lime vinaigrette

12

### SHRIMP FRITTERS 🍤

shrimp & sweet potato fritters, mustard greens, fresh herbs, nước chấm (2pc)

14

### GỎI GÀ

chicken salad with shredded cabbage, fennel, herbs, ginger nước chấm, sesame cracker

15

### BEEF TARTARE

lemongrass, toasted rice powder, thai chili, rau răm, lime leaf, rice cracker

16

### PHỞ GRILLED CHEESE 🍷

phở spiced short rib, caramelized onions, provolone, shot of pho broth

16

## HUẾ

### BÁNH BÈO

steamed rice cakes with minced shrimp, duck chicharron (4pc)

12

### BÁNH RÂM ÍT 🍌

crispy mochi, savory mung bean, nước chấm (3pc)

10

### BÁNH BỘT LỘC

shrimp & pork tapioca dumpling, wrapped in banana leaves (3pc)

12

### BÁNH KHọt 🍌

mini turmeric rice crepes with mushrooms, coconut cream, herbs (7pc)

16 [add shrimp +8]

## HÀ NỘI

### CHÀ CÁ LÃ VỌNG

turmeric dill branzino pan seared with scallion & fermented shrimp sauce, on vermicelli

32

### BÚN CHẢ

grilled lemongrass pork belly & patties in a fish sauce vinegar broth, vermicelli & herbs

26

### PHỞ XÀO 🍌

stir fried pho noodles, trumpet mushroom, mustard greens, scallion

16 [add beef +8]

## SÀI GÒN

### CƠM SƯỜN BÌ CHÁ

grilled lemongrass pork shoulder, shredded pork & pork quiche, pickles, Jasmine rice

26 [add egg +4]

### MÌ VỊT TIẾM 🍌

roasted 5 spice duck, flat egg noodles stir fried with shiitake, baby bok choy & rich duck sauce

30

### BÒ LÚC LẮC 🍌

hanger steak cubes tossed in a black pepper sauce, crispy potatoes, watercress salad

30

## DESSERT

### TARO PUDDING

sweet potato, tapioca, coconut milk, sesame

10

### DAILY SPECIAL

10

## SIDES

### JASMINE RICE

3

### PICKLED GREEN PAPAYA

3

### SAUTEED PEASHOOTS

15

🌿 Vegan

🍌 Can be made Vegan

🍷 Contains Gluten

\*\*Consuming raw or undercooked meats, seafood, shellfish & eggs increases your risks of food borne illnesses. Please notify your server of any allergies.

\*\*A 20% gratuity will be added to parties of 6 and above



Michelle Park &lt;mp.slayoon@gmail.com&gt;

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**Notification of a New Beer/Wine/Liquor License - 234 E 4th St Westerly Store, NY, NY 10009**1 message

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**Michelle Park** <mp.slayoon@gmail.com>  
To: mhannay@igc.org

Tue, Apr 1, 2025 at 12:04 PM

Dear Mr. Mark Hannay,

My name is Michelle Park and I am part of the team that represents **Helen & Co Catering LLC**, who is opening up a restaurant at **234 East 4th Street Westerly Store, New York, NY 10009**, and is applying for a **restaurant liquor license + temporary retail permit**.

Helen Nguyen is a passionate and innovative chef based in New York City, known for her strong foundation in Vietnamese cuisine and her ability to blend traditional flavors with modern techniques. As the Founder and Executive Chef of Saigon Social, established in 2020, Helen has led one of NYC's most celebrated Vietnamese restaurants, renowned for its innovative comfort food and signature dishes like dry-aged beef pho. Her culinary journey includes training under Chef Daniel Boulud at the Michelin-starred Restaurant Daniel, where she specialized in high-end catering and private events. Before her culinary career, Helen spent over a decade as a real estate broker in Seattle, honing her skills in client relations and business management. Her adaptability and leadership have been evident in her successful navigation of business challenges during the COVID-19 pandemic and her recognition as a 2022 James Beard Award Semi-Finalist for Best Chef, New York State. Helen is also a dedicated community advocate, providing thousands of meals to frontline workers and supporting diversity and representation in the culinary industry.

Below, we have provided an outline of the proposed method of operation.

**Applicant** - Helen & Co Catering LLC  
**Address** - 234 East 4th Street Westerly Store, New York, NY 10009  
**Cross Streets** - 4th Street between Avenue A and Avenue B  
**Application Type**: OP-252 (1-340) full liquor license  
**Establishment Type**: Restaurant (full kitchen and full menu)  
**Hours of Operation**: Tuesday - Saturday 5pm - 10pm; Sunday 12pm - 9pm  
**Total Table(s)** - 19  
**Total Seats at Table(s)** - 60  
**Total Bar(s)** - 1 stand-up bar  
**Total Seats at Bar(s)** - 2  
**Outdoor Seating** - Patio/Deck  
**Music Type** - Background music playing only

Our client is very excited about this project and is happy to address any questions that you may have.

We appreciate your time and consideration!

**Michelle Park**  
KDK Consultants LLC  
57 West 57th Street 4th Floor  
New York, NY 10019  
Tel: 917.584.0497  
[mp.slayoon@gmail.com](mailto:mp.slayoon@gmail.com)  
[mjpark7@outlook.com](mailto:mjpark7@outlook.com)

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# Helen Nguyen

New York City, NY | [Saigon Social](#)

## Summary

Passionate and innovative chef with a strong foundation in Vietnamese cuisine, blending traditional flavors with modern techniques. Former real estate broker with over a decade of experience in client relations and business management. Proven ability to adapt and lead in high-pressure environments, from luxury real estate to Michelin-starred kitchens.

## Experience

### Founder & Executive Chef

Saigon Social | New York, NY | 2020 – Present

- Established and led one of NYC's most celebrated Vietnamese restaurants, known for its innovative comfort food.
- Crafted a unique menu blending traditional Vietnamese flavors with contemporary influences, including a signature dry-aged beef pho.
- Successfully navigated business challenges during the COVID-19 pandemic by pivoting to takeout, delivery, and community meal programs.
- Recognized as a 2022 James Beard Award Semi-Finalist for Best Chef, New York State.

### Chef de Partie & Events Team

Restaurant Daniel | New York, NY | 2017 – 2020

- Trained under Chef Daniel Boulud at the Michelin-starred Restaurant Daniel.
- Specialized in high-end catering and private events through Feast and Fêtes.

- Developed expertise in fine dining techniques, ingredient sourcing, and event execution.

## **Real Estate Broker**

Seattle, WA | 2007 – 2024

- Managed real estate transactions for residential and commercial properties.
- Developed strong negotiation, sales, and client management skills.
- Gained business acumen and financial expertise that later contributed to successfully opening and running a restaurant.

## **Education**

Institute of Culinary Education (ICE) | New York, NY | 2017

- Professional Culinary Arts Diploma

## **Skills**

- Vietnamese & Modern Asian Cuisine
- Menu Development & Recipe Innovation
- Business & Team Leadership
- Event Planning & Catering
- Real Estate Sales & Negotiation
- Customer Relations & Community Engagement

## **Awards & Recognition**

- James Beard Award Semi-Finalist (2022) – Best Chef, New York State
- Featured in Eater, Resy, and StarChefs

## Community Engagement

- Provided thousands of meals to frontline workers and community organizations during the COVID-19 crisis.
  - Advocates for diversity and representation in the culinary industry.
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