



# 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](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: March 1, 2020

**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: \_\_\_\_\_

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Restaraunt

Corporation and trade name of current license: Nobody's perfect (expired license)

**APPLICANT:**

Premise address: 235 East 4th Street, New York, NY

Cross streets: 4th street and B

Name of applicant and all principals: Jade Shenker and Matthew Denham

Trade name (DBA): Playground

**PREMISE:**

Type of building and number of floors: Mixed use & 5 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? \_\_\_\_\_

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): R7-A

**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: Corporate event space

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) Sunday: 11am - 12am, Monday - Friday 4pm - 2am, Saturday 11am - 2am

Number of tables? 20 Total number of seats? 68 including stools

How many stand-up bars/ bar seats are located on the premise? 20

(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): 8 ft in length, located towards west side

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 Healthy and nostalgic twist on American food items

What are the hours kitchen will be open? Weekdays 4pm - 11pm & Weekends

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

How many employees will there be? 9

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



Will there be TVs/monitors?  Yes  No (If Yes, how many?) 3 - 4

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: Sonos or bose

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.") **SEE PAGE 29**

Will there be security personnel?  Yes  No (If Yes, how many and when) \_\_\_\_\_  
Yes, weekends between 5pm - 2am

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: Nobody's Perfect

Address: 235 east 4th Community Board # 3

Dates of operation: Within last 2 years

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume **SEE PAGE 16-18**

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name and describe type of business Marmel Realty Corp - Multifamily Building

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. **SEE PAGE 27**

**LOCATION:**

How many licensed establishments are within 1 block? 8

How many On-Premise (OP) liquor licenses are within 500 feet? 8

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) American style with healthy infusions, 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 1 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 9pm.
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.

# ATTENTION RESIDENTS & NEIGHBORS

**PLAYGROUND EAST VILLAGE (786) 300-2869**

Company/DBA Name and Contact Number for Questions

Plans to open a

**RESTAURANT/BAR**

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

at the following location

**235 EAST 4TH STREET**

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, March 16, 2020 at 6:30pm  
Perseverance House Community Room  
535 East 5th Street (btwn Aves A & B)**

Date/Time/Location

**JADE SHENKER (786) 300-2869**

Applicant Contact Information

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

# ATTENTION RESIDENTS & NEIGHBORS

## 第 3 社區居民 請注意

**PLAYGROUND EAST VILLAGE (786) 300 - 2869**

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

**Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)**

### RESTAURANT & BAR

(請選擇/please choose) 酒吧(Bar)/餐館 (Restaurant)  
戶外咖啡 (Sidewalk Café) or 或者  
後院花園咖啡(Backyard Use)

**235 EAST 4TH STREET**

Address/生意地址

**seeking a license to serve(以上的店主想要請以下相關酒牌照)**

### 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

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時間 (Time) 和地點 (Location)

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# NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

(Please choose) Bar/Restaurant  
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante  
un café de acera o un patio de atrás

address

dirección

Seeking a license to serve

En búsqueda de una  
licencia para servir:

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

Public meeting  
for comments

Reunión público  
para comentarios

**Monday, March 16, 2020 at 6:30pm**  
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**535 East 5th Street (btwn Aves A & B)**

At COMMUNITY BOARD 3  
SLA & DCA Licensing  
Committee Meeting

En la JUNTA COMUNITARIA 3  
La reunión del Comité  
de Licencias del SLA y del DCA

[mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)

## Petition to Support Proposed Liquor License

Date: March 1, 2020

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

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



Address of premises: 235 East 4th Street

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

The hours of operation will be:  
WEEKDAYS: 5PM - 2AM      WEEKENDS : 11AM - 2AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-block area.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
<b>Matthew Denham</b>		<b>197 East 4th Apt 2</b>
<b>Jade Shenker</b>		<b>197 East 4th Apt 2</b>





















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& NEIGHBORS**

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# JADE SHENKER

EVENTS | SALES | MARKETING

## PROFILE

Background includes event management, operations, client relations, creative development, and public relations. CEO of Marmel Realty located in Manhattan, New York City.

Landed features on



NEW YORK, NY

SHENKER.JADE@GMAIL.COM

IG: @LILJADEY\_

786.300.2869

## Events and Business Development

### EVENTS AND SALES – The Ravel Hotel, Hotel Chantelle, and Profundo Day Club

- Head of events at Profundo Day Club
- Venu voted for The Knot Top Weddings 2020
- Optimized event ROI by developing and training new sales and marketing techniques
- Developed all social and corporate catering packages
- Managed event inventory, floor plans, kitchen timelines, and event timelines
- Coordinated event set-up and break-down procedure between client, venu, and employees
- Creative director for social and corporate gatherings
- Oversaw events of up to 100 participants while ensuring safe, fun environment
- Served as kitchen captain for events under 60 people

### Hospitality Operations – Hotel Chantelle and Profundo Day Club

- Managing all front of house operations during brunch, dinner, and nightlife
- Supervised, trained, and scheduled all employees
- Improved productivity by enhancing the employee experience and motivation
- Created and oversaw all opening and closing checklists
- **Increased Overall Revenue** Capacity by 43%
- Landed three consecutive **Time Out NY features**, including the cover page.
- Created a report system to measure, analyze, and report of all dayclub revenue streams
- **Collaborated with Veuve Cliquot** to highlight new branding and revenue opportunities
- **Directed Season Launch Event** with over **6 Million influencer reach**

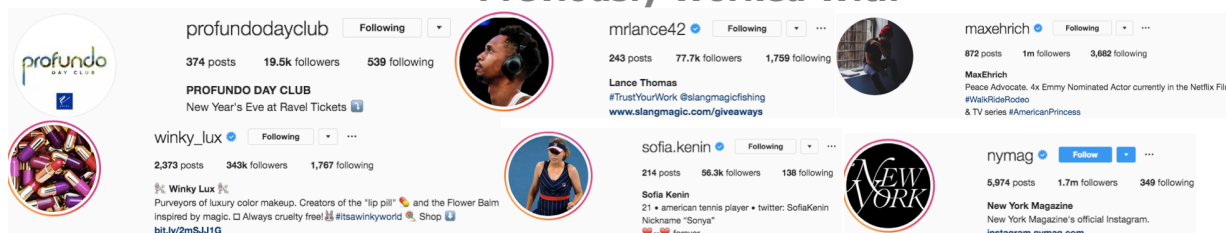
PROFUNDO  
DAY CLUB  
-  
NEW YORK  
-  
2017-  
2020

## Account Executive

### Celebrity Athlete Public Relations

- Arranged well known influencer appearances for events such as SNS Sneaker Drive for The New York Knick's Lance Thomas
- Collaborated with brands for paid sponsorship deals while simultaneously introducing our client to new audiences
- Distributed press pieces to thousands of editors, media, and press
- Scheduled media shoots and local new stories
- Ran all internal events, media lists, RSVP's, catering, and staffing needs

## Previously Worked With



# Ninoska Marina McField

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347.955.7385 | nmarina726@gmail.com | NY, NY

## Professional Experience

### Hotel Chantelle, New York, NY (February 2019 - current)

#### Lead Bartender

- Leading a food and beverage program by ensuring a massive operation runs smoothly and efficiently
- Exemplifying a high level of integrity and excellence through a diligent work ethic
- Ability to curate and develop craft cocktails that build revenue
- Show strength and versatility within the ability to be utilized on each floor during all hours of operation; nightlife, dinner, brunch, events
- Being able to be depended on as an extension of management; heavily responsible for training all staff, developing standard operating procedures, ensuring the bar team performs at a high standard

### Profundo Day Club, Long Island City, NY (May 2019 - September 2019)

#### Lead Bartender

- Curated and developed a cocktail program using various innovative and creative techniques
- Trained all new staff and developed a strong bar team
- Worked closely with management to curate an impressive bar menu that was pleasing to guests
- Developed opening and closing checklists for bartenders and bar backs to follow
- Built a large following and had many repeat guests



**Origin Hospitality, New York, New York (August 2018 - August 2019)**

**Bartender**

- Prepared and served alcoholic beverages to guests at high profile and nightclub events of eight hundred to two thousand guests
- Complete set-up and break-down of a full bar
- Attended to all guests in an attentive and hospitable manner
- Maintained the utmost level of professionalism and followed rules and operating procedures
- Networked and established professional relationships because of an excellent performance

**South Fin Grill, Staten Island, NY (March 2016- September 2018)**

**Bartender**

- Prepared, mixed, and served alcoholic beverages in a casual fine dining venue
- Provided a personalized, strong service experience to bar and restaurant guests
- Upheld superior adaptability skills when transitioning from all points of operation; indoor and outdoor level.
- Was personally requested for high volume events

# Food

- New Age Health-forward American food
- Fun, aestheti, colorful and heartily portioned fun food
- Experiential brunch items

## Sides

Truffle Parmesean Fries | Roasted Brussel Sprouts with Bacon | Charred Broccoli  
Rainbow Cauliflower Rice | Garlic Butter Bread Rolls | Hot Cheetos Mac and Cheese

## Appetizers

## Mains

Bacon Wrapped Dates	Rock Shrimp tower
Truffle Mac&Cheese Balls	Crispy Shnitzel Burger with spicy cold slaw
Giant Pretzel	No Sugar BBQ Wings No Sugar BBQ Cauliflower Wings
Mountain Nachos Beans, beef (or beyond beef), cheese, pico de gallo, guacamole, sour cream	Sliders: Beef or Beyond Beef Caramelized onion with Matt's Sauce
Garlic Bread Volcano Infused with garlic butter and parmesan cheese	Pesto-Chlorophyll Salmon served with sauteed spinach and mashed potato
Truffle Grilled Cheese bites	Special Fried Cauliflower rice (choice of shrimp, chicken, beef, beyond beef) fried egg on top
Fried Goat Cheese	1942 Churrasco Steak with chimmichurri, mashed potato, and side salad
Empenada - Steak Chimmichurri Goat Cheese or Beyond Beef Marinara	Layered Crunchy Eggplant Parmesean
Crunchy Shrimp Tacos	Pizza Cauliflower Crust or Plain Pesto, Goat Cheese, Beet   Churrasco Steak Chimmichurri   Goat Cheese, Blackberry, Basil, Gold Flakes   Bacon, Jalapeno, Sausage

# Food - Brunch

# Dessert

(V) Lucky Charms French Toast

50 Calorie Cookie

(V) Matcha Coconut Pancakes topped with Bourbon Vanilla Ice Cream and Chocolate Chips

Deconstructed Cookie Sandwich

(V) Loaded Acai Bowl topped with fruit, nuts, spirunella Served in a Happy Pineapple Bowl  
+Make it Boozed \$8

Edible Cookie Dough served in a jar

(V) Avocado Toast with lime, feta, tomato, chili flakes, and sprouts +Bacon \$4 +Smoked Salmon \$7

Happy Steak and Eggs with Chimichurri sauce

Mighty Breakfast - Eggs, Bacon, Toast, Home fries

Green Eggs and Ham Omlette- Scrambled eggs and ham mixed with spirunella, spinach, onions, and cheddar

Breakfast Burrito

Eggs Benedict with Smoked Salmon

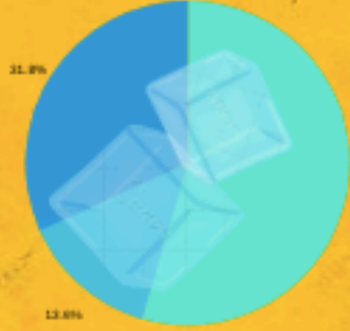
# Drinks

- Upscale cocktails meet millennial New Yorker - encouraging fun/playful infusions
- Menu to incorporate a learning approach to understanding types of liquors and flavors
- Creative and sustainable glassware
- Partnering with lesser known liquor brand for activations
- Offering a low calorie/zero sugar cocktail category
- Offering trendy and nostalgic alcoholic plays of food items



# Cocktails

The liquid version of photoshop



**Shaved for Nothing**

Whiskey  
Lime Juice  
Ginger  
Zevia Rootbeer



**L Train is Late Again**

Whiskey  
Lime Juice  
Ginger



**7PM Bikram**



**7PM Bikram**



**Winter in Miami**



**Murray Hill Promoter**



# Low Calorie

Because we all get bored of Vodka Soda's



**Whiskey  
Lime Juice  
Ginger  
Zevia Rootbeer**



**Whiskey  
Lime Juice  
Ginger**



**7PM Bikram**



**7PM Bikram**



**Winter in Miami**



**Murray Hill Promoter**



**Murray Hill Promoter**

# Events

All events include a complimentary event coordinator and a complimentary wood fire pizza bites or truffle grilled cheese plated hors d'oeuvre

\$50/pp - 2 Hour Open Bar

Mon-Wed - \$8k minimum

\$75/pp - 3 Hour Open Bar

Thur/Fri - \$20k minimum

Basic - \$90/pp	CLASSIC - \$140	PREMIUM - \$200
Plated hors d'oeuvres (choice of 4)	Passed hors d'oeuvres (choice of 4)	Passed hors d'oeuvres (choice of 6)
3 Hour Open Bar	Custom Printed Cocktail	Custom Printed Cocktail + Booze Slushie Bar
Unlimited Custom Pizza	3 Hour Open Bar	4 Hour Open Bar
	Unlimited Food Station	Unlimited Food Station
		Late Night Craving Station or Dessert Station

## UPGRADES

Premium Open Bar - \$30/pp

Edible Prints • Cupcakes • Cocktail • Beer \$10/pp

Build-a-Bar • Mimosa Bar • Mojito Bar • Slushie Bar - \$15/pp

Late Night Cravings • Popcorn Station • Pretzel Station • Candy Cart \$5/pp

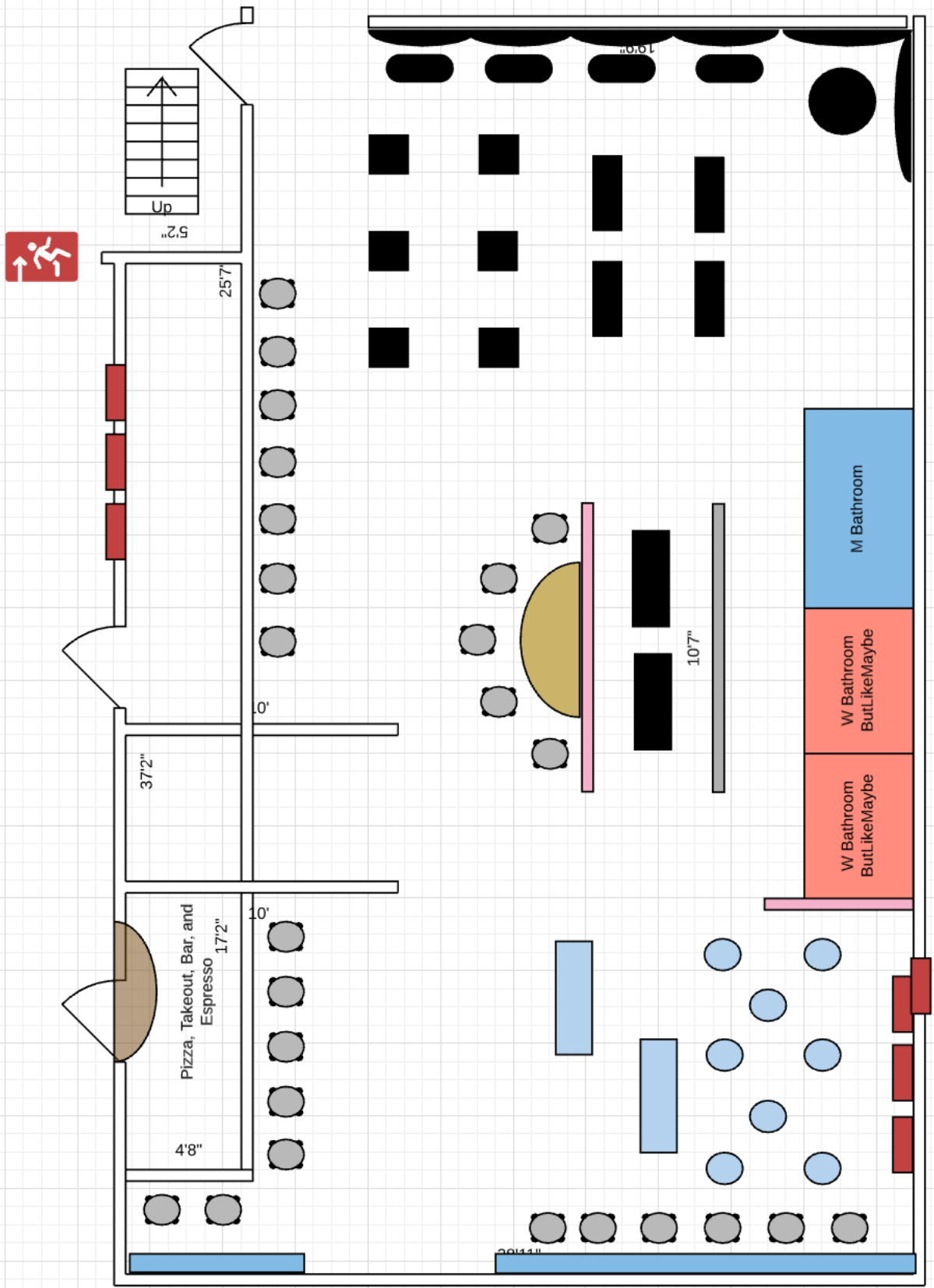
Dessert Station • Dessert Parade • DIY Ice Cream • Donut Wall • Cupcake Tower - \$7/pp





Goodie Bags - \$6/pp

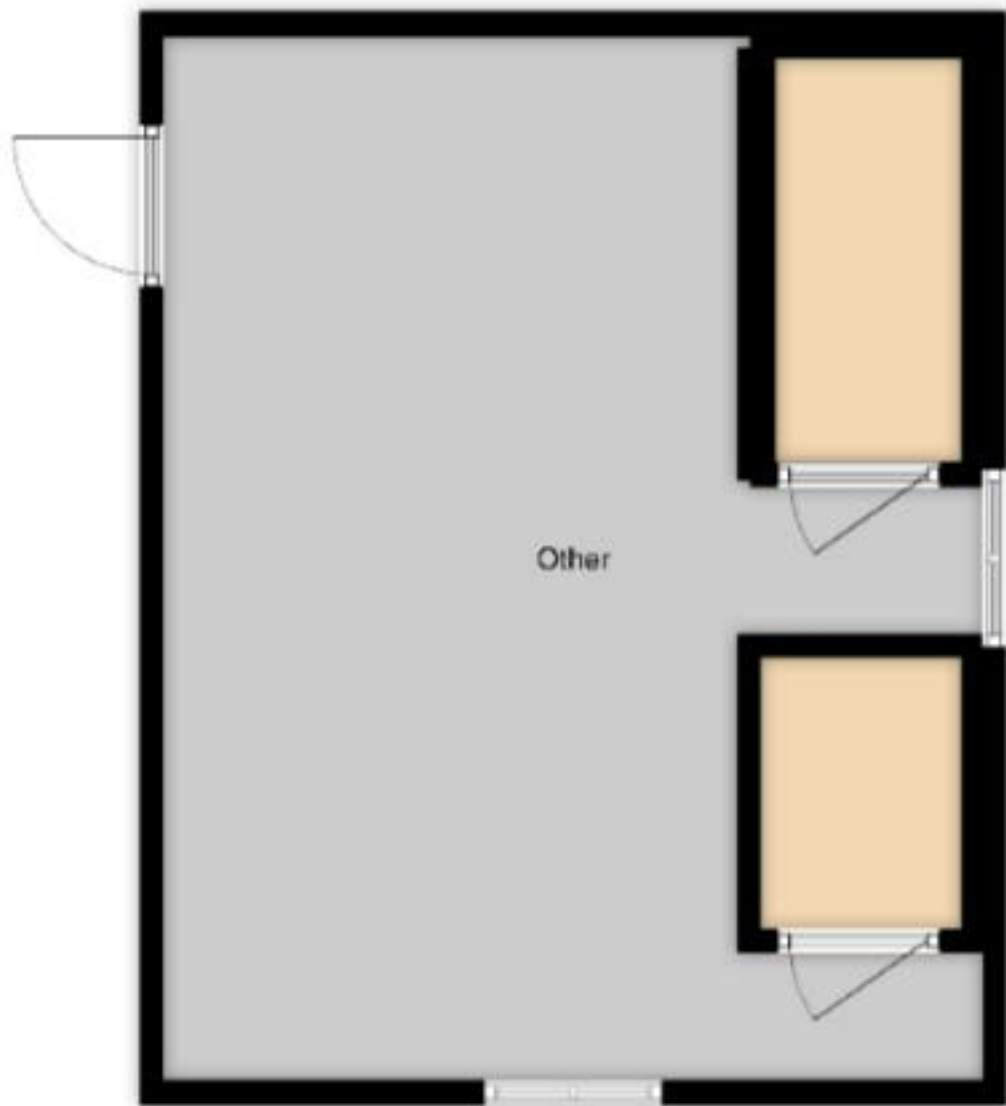


# Playground - Basic Service Floorplan

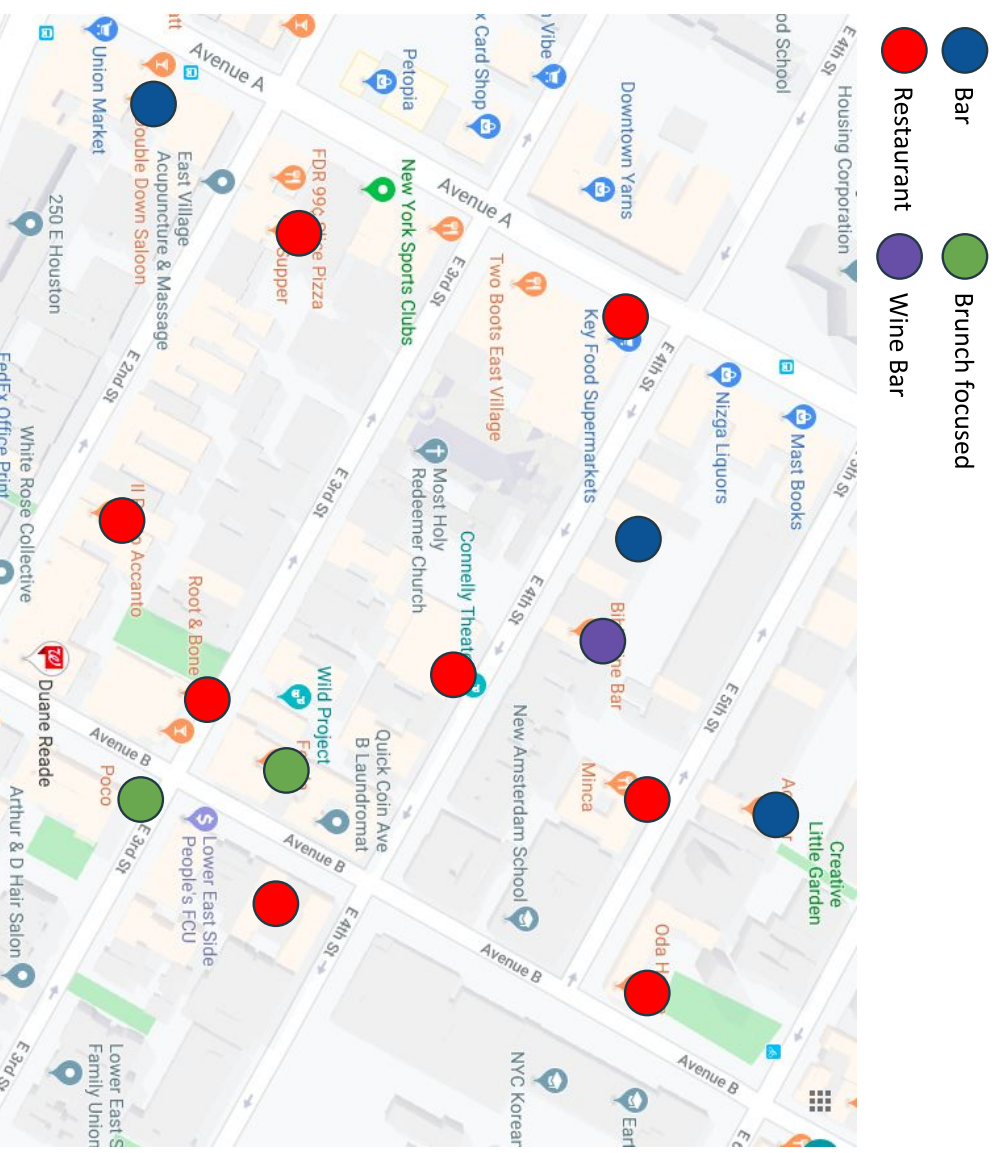
jade shenker | December 11, 2019



-  Low Seating
-  High Seating  
4'5"
-  Instagram Wall
-  TV



- **The 🍷 to Success:** Making everyone who comes in feel special by offering the best hospitality paired with quality and visually pleasing products.
- **Demographics:** 23 – 36 year old professionals who likely just moved to NYC. High residential neighborhood to work in our favor
- **Founding employees are offered a share in company.** Builds a love for the company and career fulfillment
- **Our Advantage:** Our owners have backgrounds in business and marketing, and have worked in the neighborhood in hospitality for 4+ years. We know who our target, what the neighborhood offers, and what it currently needs.



# OVERVIEW

*We sell experiences, with quality products to follow*

**WHO WE ARE:** Trendy eastside bar focused on making people feel special. Creative play on American cuisine with a nutritious, nostalgic twist. Curated as a fun environment for Manhattan locals.

**OUR ADVANTAGE:** Our experience in branding, marketing, and partnerships. We are the locals, we are our target market, and we know what they want and what is lacking in the area.

**Objective:** *Trendy local hangout bar to offer healthy versions of typical bar and brunch food. Driving organic word-of mouth through relatable millennial New York City themed play on items.*